

# iba digest

MAGAZINE OF THE INDEPENDENT BROADCASTING AUTHORITY

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## Digital broadcasting

### A dawn of opportunities for Zambia...



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# A word from...

**Josephine Mapoma**  
**IBA Director General**

**Dear Readers,**

I am delighted to avail to you the second and final issue of the IBA Digest for 2015. It has been a year of growth for the Authority. I am pleased to inform you that Phase one of the Digital Migration is complete. This phase serviced the line of rail from Livingstone to Chililabombwe. The second phase, which is likely to be carried out simultaneously with phase three will service Provincial headquarters and all other areas. This migration brings with it clearer picture and improved sound quality. Read more on the migration in the story *Digital Migration: A dawn of opportunities for Zambia* to learn of the prospects that arise from the migration. In this issue, we also provide for Frequently Asked Questions on Digital Migration, for ease of reference.

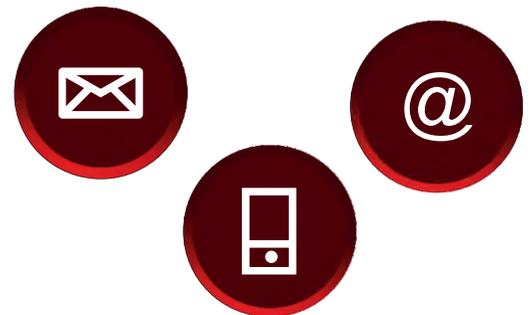
The Authority has issued a total of 11 radio and 6 television licences in 2015. We are concerned about the areas within the country where citizens have no access to broadcasting services. These are the areas we are eager to take the services, so that our brothers and sisters can equally be informed. As you are aware, an informed citizenry is essential in a democracy.

Being as it may be, that the number of stations is increasing in Zambia, we, are still faced with low levels of representation and participation in the broadcasting sector by people living with disabilities. It is for this reason that this issue looks at inclusion of the deaf in television programming. In addition, it would be of importance to extend this representation to ownership of broadcasting stations by people with disabilities, in the same manner that stations can be specific to agriculture or women's issues, for example.

The IBA Digest is distributed to various stakeholders, including the broadcasting stations. Some stations are confined to districts, while others are in a number of provinces. It is for this reason that we author "Know your station" in an effort to familiarise the readers to the stations offering the broadcasting service. In this issue, you will learn more about Radio Yatsani, which is a Community/Religious station based in Lusaka.

Let me take this opportunity to wish you all Compliments of the Season.

**Stay blessed**



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# Digital broadcasting

## A dawn of opportunities for Zambia...

THE word “digital” has become a buzz word for most Zambians. While there is digitalisation in general, for Zambians it would seem the word is mainly associated with the digital migration process.

Nonetheless, does digital migration matter to Zambia?

To begin with, digital migration is a global process.

In 2006, the International Telecommunications Union (ITU) held a Regional Radio Communication Conference (RRC-06), where it was resolved that all countries of Europe, Africa, Middle East and the Islamic Republic of Iran should migrate from analogue to digital broadcasting services by 2015.

Accordingly, a number of countries in Africa have migrated, Zambia included as the Republican President, Mr. Edgar Chagwa Lungu noted in his speech for the official opening of the Fifth Session of the Eleventh National Assembly on 18th September 2015:

“Zambia has joined the digital global village and has successfully migrated from analogue to digital terrestrial television transmission. In this regard, phase 1 of the digital migration has been successfully completed and this covers the line of rail. This has made Zambia one of the four countries in the Southern Africa Development Community (SADC) region to have met the June 17, 2015 International Telecommunications Union deadline. Phase 2 and 3 will commence before the end of the year to cover the rest of the country.”

Digital migration will require a lot of local content in our television programming and this will be yet another window for development of talent and job creation.

Clearly, the opportunities around digital migration are

many, for example, speaking during a panel discussion at the ICT Business Forum hosted by ZICTA in Lusaka in October 2015, IBA Director General, Ms. Josephine Mapoma explained:

“Digital migration is a great opportunity for local content providers, as they would not only have the space to accommodate more channels, but the technology and market for it. It also provides the opportunity to extend the signal coverage area within a country so that more people can share the same television programmes.”

Other opportunities Ms. Mapoma cited were around the backward and forward linkages for the Set Boxes and the distribution chain for the industry. Particularly, Set Top Box dealerships, the fact that an individual or SME can be an agent or a distribution partner, installation and repairs, and the opportunity for electronic traders to start supplying integrated digital TVs, those fitted with digital converters (decoders). Correspondingly, in September this year, Ministry of Information and Broadcasting Services (MIBS) Permanent Secretary Godfrey Malama revealed that when implemented in full, digital migration will create 505 direct jobs and 2000 indirect jobs, which will also be created from agents, technicians and others adding that the said jobs do not include many more that will be created in the creative industry.

However, these opportunities arise from the fact that under the digital era, the licencing framework for broadcasting licences will change significantly to create a divide between Content Service Providers and Signal Distributors.

Further, with digital migration, more communication spectrum space will be freed up for other uses, there will be considerably better audio-visual quality and creation of job opportunities arising from the vast spectrum space yielded.



“Word cloud” of some headlines on Zambia and digital migration in online and offline media for year 2015

# IBA holds Fire and Safety Training Workshop

THE Lusaka City Council Fire Brigade Department held a fire and safety sensitization workshop for the Independent Broadcasting Authority (IBA) members of staff at the IBA offices at the Mass Media Complex in Lusaka.

The Lusaka City Council Fire Brigade Station Manager Mr. Christopher Chiyumu said the workshop was meant to equip the participants with knowledge and understanding on the risk of fire and what to do in an emergency.

Mr. Chiyumu said it was important for members of staff to be aware of the risks of fire as well as be aware of the vulnerable objects that are susceptible to catching fire. He informed the participants that it is crucial to isolate such items from possible areas where fire can ignite from, such as sockets. He further added that it is important to always take precautions in order to reduce the risk of fire.

The participants learnt that the most common causes of fire were carelessness, thoughtlessness,



**Independent Broadcasting Authority workshop participants together with the Lusaka City Council Officials after the fire extinguishing demonstration.**

ignorance and arson.

The participants learnt how to use the different types of fire extinguishers, depending on whether the fire is active in an area where there is water, petroleum/oil or electric materials. Demonstrations on how to correctly use fire extinguishers were also held.

Mr. Chiyumu urged the participants

to know the location of fire extinguishers within the organisation and most importantly to know which type of fire extinguisher is applicable to a particular type of fire.

The IBA as part of its licencing conditions, requires all radio or television stations to have fire extinguishers at their premises.

## The Authority engages Stakeholders on Digital Migration

THE Independent Broadcasting Authority (IBA) organised a stakeholders meeting with an emphasis on Digital Migration.

The purpose of the meeting was to update the stakeholders on the regulations and licencing framework under the digital television platform, as well as to share updates on the progress.

In her welcoming remarks, IBA Director General Ms. Josephine Mapoma said the IBA valued its engagement with various stakeholders hence the need to have the meeting in order to share the developments that had taken place.

"We need to be proactive in recognising our responsibilities as well as implications of digital migration and the changes ahead" Ms. Mapoma said.

And speaking when he officially opened the meeting, IBA Board Chairman Brigadier General Justin Mutale (RTD) informed the meeting that the IBA had done a lot of benchmarking to come up with the new regulations for television broadcasting in the digital era. Brigadier General Mutale (RTD) said that Statutory Instruments (SI's) on Content Regulation and Digital Television Broadcasting had been developed. He called on all television stations to increase their local content in order to meet the 35% local content

threshold provided for in the Digital Migration Policy. He further reminded them to be ethical in their work by conducting themselves in a professional manner and following the Code of Professional Standards that is provided for in the IBA act.

"As you may know by now, Digital Migration will allow for efficient utilisation of frequency spectrum, improved picture and sound quality and an immense opportunity for Zambians to produce programs in order to meet the required threshold of 35% local content." Brigadier General Mutale said.

At the same stakeholders meeting, there was an assurance that there would be no television blackout out as a result of Digital Migration and that customers need only have one set top box to be able to catch all television channels.

The United Nation's International Telecommunication Union (ITU) had set 17<sup>th</sup> June, 2015, as the deadline for countries worldwide to migrate from analogue to digital television broadcasting. In line with this, the Ministry of Information and Broadcasting Services launched the Digital Migration Policy which tasked the IBA with developing a regulatory and licencing framework to suit the new digital platform.

# Inclusion of the deaf in television

Why is ZNBC television concerned about the rights of the deaf during the 19:00 main news only? We have observed that this is the only time when they use sign language translators. What about the rest of the programmes during the day? Are they not supposed to know anything that could concern them? I believe they need to be made aware of health issues like Ebola and so on.

These were the concerns of Mufulira based Stanley Kalipenta when he wrote to *The Post* newspaper dated October 28, 2014, in the paper's SMS section.

Kalipenta's SMS expressed concerns of limited inclusivity or lack thereof for persons with disabilities, particularly the deaf, in TV programming in Zambia.

Similar concerns were raised in the *Zambia Daily Mail* newspaper of February 8, 2015, in a story on people with hearing impairments by Nkombo Kachemba. It read in part, "Persons with hearing impairments staged a protest in Kitwe on Friday over the alleged failure by Zambia National Broadcasting Corporation (ZNBC) to provide sign language interpreters during the inauguration of Mr Edgar Lungu as President ..."

In fact, the paper also shared the same sentiments in their Editorial of February 9, 2015, when they authored that during the campaigns for the January 20, 2015 Presidential elections and the subsequent announcement of the results, people living with disability were being denied the right to follow what was happening in the media.

While Kalipenta, Kachemba and the Daily Mail's observations were media specific, the Independent Broadcasting Authority (IBA) observes the same, albeit conceding that the situation is not unique to ZNBC.

For instance, from a simple programming survey, there is apparent evidence that other TV stations do not even use sign language translators whatsoever in all their programming, not even the news.

This, therefore, dawns as a widespread challenge for our TV stations and the IBA is alive to the fact that there are a number of factors connecting to the current state of affairs.

For example: it might not be practical to have sign language translators for all programmes due to the very nature of these programmes; the fact that sign language on TV differs from country to country; over and above the financial implication associated with engaging an interpreter on the part of the TV stations.

On the other hand, the above reasons should not be used as justifications for the lack of sign language

translation on our TV stations, especially that the right to access information is constitutionalised in Zambia.

Even more, there is a significant number of deaf people living in Zambia. For instance, the 2008 *Education Statistical Bulletin* for the Ministry of Education reported that about 27,000 children in grades one to nine at government schools in Zambia were deaf or had hearing loss.

Accordingly, TV stations can and should put measures in place, as a step towards inclusive programming especially that the deaf constitute a reasonable number of Zambia's population as indicated above.

Consequently, to address Kalipenta, Zambia Daily Mail and the IBA's concerns regarding the non-inclusion of the deaf in programming, TV stations need to at least employ the measures below.

Firstly, is the adoption, continued and enhanced use of sign language interpreters by TV stations in their daily programming.

This method is particularly helpful for our friends who communicate primarily in sign language. This is so because it is sometimes less preferable and sometimes not possible for them to read and understand text at the rate it is presented in captions.

Therefore, sign language presentation of the audio information is worthwhile for them particularly because the Zambia National Association of the Deaf (ZNAD) approximates that 90 percent of the deaf use sign language as their primary language.

However, when doing so, TV stations should consider the fact that the legal requirements covering sign language on TV vary from country to country.

For that reason, it is important for TV stations to work in coordination with the Zambia Sign Language Interpreters Association (ZSLIA), ZNAD and the Zambia Federation of the Disabled (ZAFOD) to ensure that the sign language of the primary audience is used and that the stations have qualified sign language interpreters to work with.

Related to the above, TV stations need to have proper remuneration packages for the interpreters, full-time or part-time, so that inclusivity of the deaf in TV programming is sustainable from both ends.

Secondly, TV stations need to make sure they scroll news stories on the footer of the TV screen, what is referred to as a "news ticker" or at times called a



# ion programming

"crawler" or "slide".

Although some stations already have news tickers, these need to be used with due consideration for all audiences. For instance, if not properly synchronised with the audio stream or spoken word, viewers can find news tickers inconvenient.

Therefore, news tickers might work well if dedicated to presenting headlines or minor pieces of news and properly synchronised with audio.

The third way in which disability inclusion can be enhanced in TV programming is through proper captioning - readable typeface, accurate and comprehensible in order to be meaningful to the audience.

It has been observed on several occasions that TV stations caption news clips wrongly and/or inaccurately. Obviously, such short-comings are confusing to the audience.

Understandably, the above recommendations might sound basic,

but we believe that if all TV stations implemented them, they would make a difference in people's lives by assisting citizen's access to information and eventually occasioning informed decision making by all.

At any rate, we know that some of the TV stations are already implementing them in their own ways. Accordingly, we take opportunity to commend such stations and ask that they continue and seek to find even better ways of including the people with disabilities in programming.

Hence, in consultation with all relevant stakeholders, the IBA envisages to develop specific inclusive guidelines for subtitling or sign language interpretation for TV programming.

Further, these guides will be statutory obligation to ensure all TV stations to provide sign language access to programmes through onscreen interpretation and broadcast a certain amount of signed content.

For opinions, comments, contributions or questions email to [info@iba.org.zm](mailto:info@iba.org.zm) or [tsakala@iba.org.zm](mailto:tsakala@iba.org.zm)



**TV stations can and should put measures in place, as a step towards inclusive programming especially that the deaf constitute a reasonable number of Zambia's population.**

# 3RD Africa & Digitalisation Conference



Independent Broadcasting Authority (IBA) Director General, Ms. Josephine Mapoma conferring with Southern Africa Broadcasting Association (SABA) President, Clement Mshana [also Tanzania Broadcasting Corporation Managing Director], during the 3rd Africa and Digitalisation Conference in Kigali, Rwanda.

THE Independent Broadcasting Authority (IBA) took part in the 3<sup>rd</sup> Africa and Digitalisation Conference which was held in Kigali, Rwanda recently.

The conference which was co-presented by the Southern Africa Broadcasting Association (SABA) and Prime Media Alliance was organised to review the digital migration process in Africa, challenges and opportunities.

Previously, the Southern African Development Community (SADC) Ministers on Information had come up with the concept of a SADC TV Bouquet, which will provide an opportunity for all Public Service Broadcasters (PSBs) like the Zambia National Broadcasting Corporation (ZNBC) in the region to showcase their countries to the region and continent by supplying local content to the Bouquet.

IBA Director General Ms. Josephine Mapoma was accompanied to the conference by Inspector - Licensing and Compliance, Mr Stephen Chileshe. In her presentation on the regulatory implication of the SADC TV Bouquet, Ms Mapoma called for a common regulatory framework for the TV Bouquet which will ensure the concept of a regional TV Bouquet fulfils the intended purpose.

She further called for high quality of content on the

SADC TV Bouquet that takes into account the different cultures, values and belief systems of member states.

"Countries have different levels of tolerance to certain things such as homosexuality, therefore there is need to bring together broadcasting regulators from the region to deliberate on such issues and come up with a common regulatory framework for the TV Bouquet" Ms Mapoma said.

Speaking when he officially opened the conference, Rwandese Prime Minister Anastase Murekezi noted that only seven countries in Africa managed to migrate to digital broadcasting by June 17, 2015, among them are Zambia, Malawi, Tanzania, Rwanda, and Namibia.

Mr. Murekezi, further called on Africa to take advantage of digital terrestrial transmission and technology to tell its own story. The Prime Minister noted that African audience were often fed with western content as if there were no stories within the continent.

The conference ended with delegates recommending that all PSBs from SADC be represented at these conferences in order to move at the same pace and help change the shape of broadcasting in Africa.

# KNOW YOUR STATION

## ■ Yatsani Community Radio

YATSANI Radio is a Catholic Community Radio station owned by the Archdiocese of Lusaka. The station is located along Leopards Hill road in Lusaka's Bauleni Compound and is registered with the Registrar of Societies as a non-profit making organisation.

The term Yatsani comes from Chewa meaning light. In this case, the emphasis is that Radio Yatsani is a station that brings the Light of Christ to all people. The idea to start the radio station was conceived in 1995, following the holding of the Synod of Africa where the Zambia Episcopal Conference (Z.E.C) resolved to establish a national Catholic radio station. Hence as a way of implementing this idea, the Archdiocese of Lusaka in 1997, decided to start the radio station. The Ministry of Information and Broadcasting Services (MIBS) granted the Archdiocese with a Broadcasting licence in 1998.

The station began its test transmission on 1<sup>st</sup> July 1999 on 99.1 F.M for four hours each day using a 500 watts transmitter covering a radius of 120 to 150 Kilometers. It was granted a full broadcasting licence in 2000, whereupon the hours of transmission increased by 10 and a half hours daily, starting at 04:30 hours to Midnight. The station's signal covers Lusaka, Chongwe, Rufunsa, Chibombo, Mumbwa, Kafue, and parts of Mazabuka and Kabwe.

### Mission Statement

To spread God's love to all people regardless of Creed, colour, race, gender, political affiliation and nationality through broadcasting programs and news.

### Vision Statement

To be an effective, creative and all-embracing community radio station in Lusaka and the surrounding areas.

### Motto

"Yatsani Radio: Where Christ is the Light"

## The Listener

Yatsani Radio's primary audience is the ordinary member of the community. In line with the Catholic social teaching, Yatsani provides such people with a platform to speak out on pertinent issues affecting them, while promoting Christian values. Despite being a Catholic Radio Station, Yatsani is open and accessible to any member of the community regardless of their religious and political affiliation.

## Human Resources

The radio station is overseen by a Board of Directors, whose appointment is approved by the Archbishop of Lusaka, to set up the policy direction of the station. The Station Director is appointed by the Board of Directors to oversee the daily running of the station. The Station Director forms the management team, which is comprised of the Accountant, Senior Producer, Marketing Executive and News Editor. In turn the management team employs other members of staff, including two Technicians, four Program Producers, three News reporters, two drivers and one Maintenance Officer. The station is further supported by 10 volunteers, who supplement the station as announcers and news casters.

## Programming

Yatsani Radio broadcasts programmes aimed at informing and educating the community, using different languages, that is, English, Bemba, Nyanja and Soli. The programs broadcast include religious (catholic programming), education, health, entertainment, current affairs, agriculture, cultural, economic, political, and governance. It also airs programmes which are aimed at raising awareness on any other pertinent issues affecting the community.

## Sources of income

Yatsani Radio depends on advertisements and programme sponsorship as its main source of income. The revenue generated from the mentioned sources is used to meet operational costs. Other sources of income include the Annual Fundraising Drive in which listeners call in and pledge any amount of money towards the running of the radio station. The station also holds an annual fundraising barbeque.

## CSR

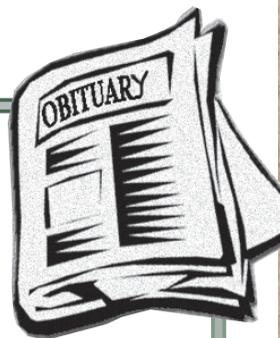
Yatsani Radio engages in Corporate Social Responsibility (CSR) through giving back to the community by collecting clothes donated by different people for further distribution to community members in need. It also partners with Children International, where they source shoes, books and clothes for distribution to the less privileged. In addition, the station does not charge for announcements on lost persons and funerals.

## *In Loving Memory of*



*Mr. Francis Chapota*  
CEO - MOBI TV

*1st January, 1965 - 13th November, 2015.*



The Chief Executive Officer and founder of Mobi television, Mr. Francis Chapota died on 13 November, 2015 in India. Mr. Chapota was born on 1<sup>st</sup> January, 1965. He was put to rest in Lusaka on 25 November, 2015. Mr. Chapota succeeded in establishing Mobi television, after being issued with a broadcast licence in May, 2006.

# FAQ

## What is the mandate and the main functions of the IBA?

The Independent Broadcasting Authority (IBA) is a statutory body established through an Act of Parliament No. 17 of 2002 as amended by Act No. 26 of 2010. The IBA is responsible for regulating the broadcasting sector in Zambia, by ensuring the promotion of a pluralistic and diverse broadcasting industry.

## What does the public need to understand about Digital Migration?

Digital migration is the move from using analogue transmission to digital transmission which enables utilisation of the scarce frequency spectrum far more efficiently than analogue technologies and therefore the first benefit of digital migration is the freeing up of valuable radio frequency spectrum that is currently used for analogue television transmission. The freed up spectrum could be used for other services (digital dividends).

## What must I do to access digital broadcasting?

Members of the public that do not own digital televisions must purchase a Set Top Box in order to view content that is on the digital platform.

## What is a Set Top Box?

A Set Top Box is a decoder. Its function is to transform digital signal into analogue signal, so that analogue TV sets can be watched.

## How much is a Set Top Box?

A Set Top box is K130, while the Aerial is K80.

## Will I need a Satellite Dish to receive digital transmission?

No, you will not need a satellite dish to receive digital television. The satellite signal is not the same as the terrestrial signal, which is received using a terrestrial TV aerial.

## Will I need to pay subscription to receive digital television?

NO, the ZNBC and other free-to-air will continue to be available for free. However, you will still have to continue paying your TV license. In addition, you will also need to pay a monthly subscription fee if you choose to subscribe to additional channels that are not free-to-air. Note, however, that at any one point, there shall be at least five free-to-air channels available to you.

## Will I need to buy a new television set to receive digital television?

NO, most current analogue television sets will be able to receive the digital signal. The main consideration is that your TV must have an Audio/Video (A/V) input to ensure your Set-Top-Box can be plugged into it. If you have this, you should be able to use your current TV set. You do not need a high definition (HD) TV, LCD TV or Plasma TV to receive digital TV.

There are also TVs with an integrated Set-Top Boxes (IDTVs). These sets already have Set-Top Boxes built in with the TV). The IDTVs are available on the Zambian market.

## Do I need a Set Top Box if I already have DSTV?

Yes, you do! DSTV is a satellite service. The satellite signal is different from the digital terrestrial signal and the two systems are not compatible. If you wish to receive the digital terrestrial services, you will have to purchase a Set-Top Box and an aerial.



Independent  
Broadcasting  
Authority (IBA) staff  
exercising at Lusaka's  
Olympic Youth  
Development Centre  
(OYDC). The Authority has  
designated Friday afternoon as  
the day for its staff to engage in  
various sporting activities.

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