

THE DAB+ PILOT PROJECT



In Greater Kampala,
Uganda

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Presentation Outline

1. About Uganda,
2. Radio Broadcasting Landscape
3. Rationale for DAB+
4. Overview of the DAB+ Pilot Project
5. Road Map & Way Forward
6. Challenges.



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About Uganda



- Uganda is a landlocked country in east-central Africa, situated north and northwest of Lake Victoria, Uganda has a total area of 236,040 sq km (91,136 sq mi), of which 36,330 sq km (14,027 mi) is inland water.
- Has a population of 49.6 million, 26% Urban, 44.78% (aged <14 years), 53.52% (aged 15 to 64 years). Ugandan's leaving in the diaspora – est. 2 million
- Over 40 indigenous languages,
- **Broadcasting:** 46 TV broadcasters, 360+ Radio Broadcasters,
- **ICTs:** 35 million mobile subscribers (14 million Unique SIMs), 28 million active internet subscriptions, Devices (1.5m – basic, 25m - feature, 14m - Smart), 2.6 million social media users, 32,000+ Km of Fiber Network.

Radio Broadcasting Landscape

1. **Pre-Independence (< 1962):** - Uganda Broadcasting Service (UBS) was established & operated as a monopoly
2. **Liberalization (1990s-2000s):** - Sector Liberalization, (private broadcasters granted licenses).
3. **Digital Age & Continued Expansion (2010s -2020s):** - Several radio stations began to stream online, reaching Ugandans in the diaspora. Community radio stations also became prominent, catering to local communities and broadcasting in regional languages.
4. **FM Saturation:** 350+ Licensed FM Radio Stations, No AM Radio Operations. >95% Geographical Coverage, >98% Population Coverage.
5. **Current Challenges (2020s):** Unavailability of FM spectrum, Interference in the FM band, Illegal broadcasts & Megaphones.

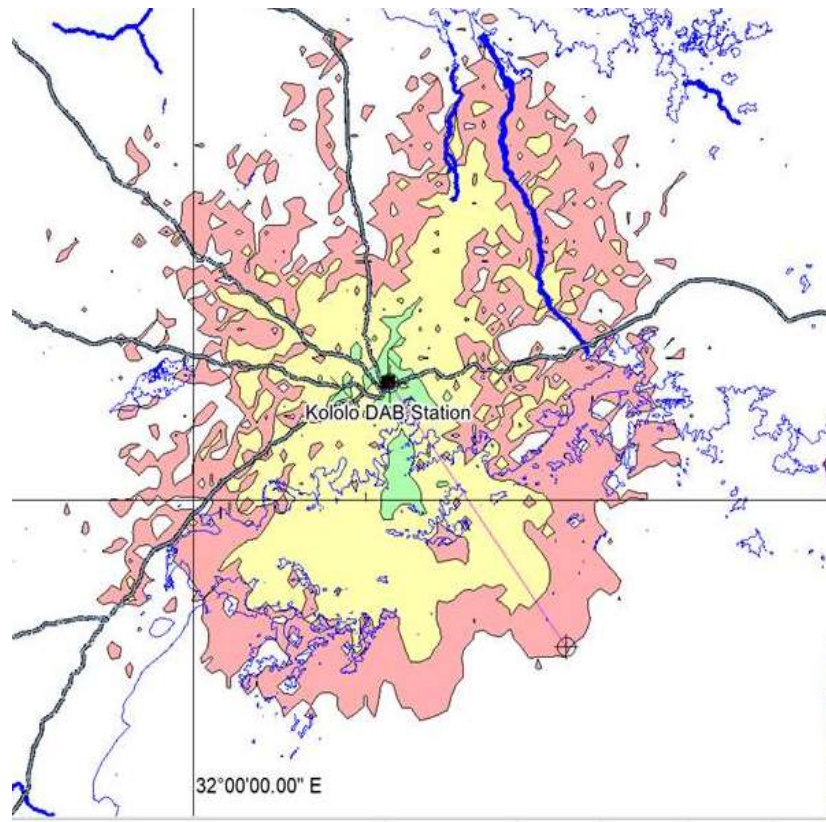


Rationale for DAB+ in Uganda



1. UCC - allocates, licenses, standardizes and manages the use of radio frequency spectrum resources.
2. UCC - sets national standards and ensures compliance with national and international standards.
3. Uganda is party to the Geneva 2006 Agreement (GE06).
4. DAB Technological benefits (Spectrum Efficiency, Sound Quality and Robustness, Multiplexing Capability, Energy Efficiency, Data Services, International Standards and Compatibility, Future-Proofing, “Reduced Operational Costs”, Uniform National Coverage, Potential for Digital Inclusion)
5. To seize the Chance of Advancing from FM to DAB+
6. Harness the benefits of DAB+ - for example Emergency Warning/ Broadcast Service capabilities for Bududa & Butaleja use cases.

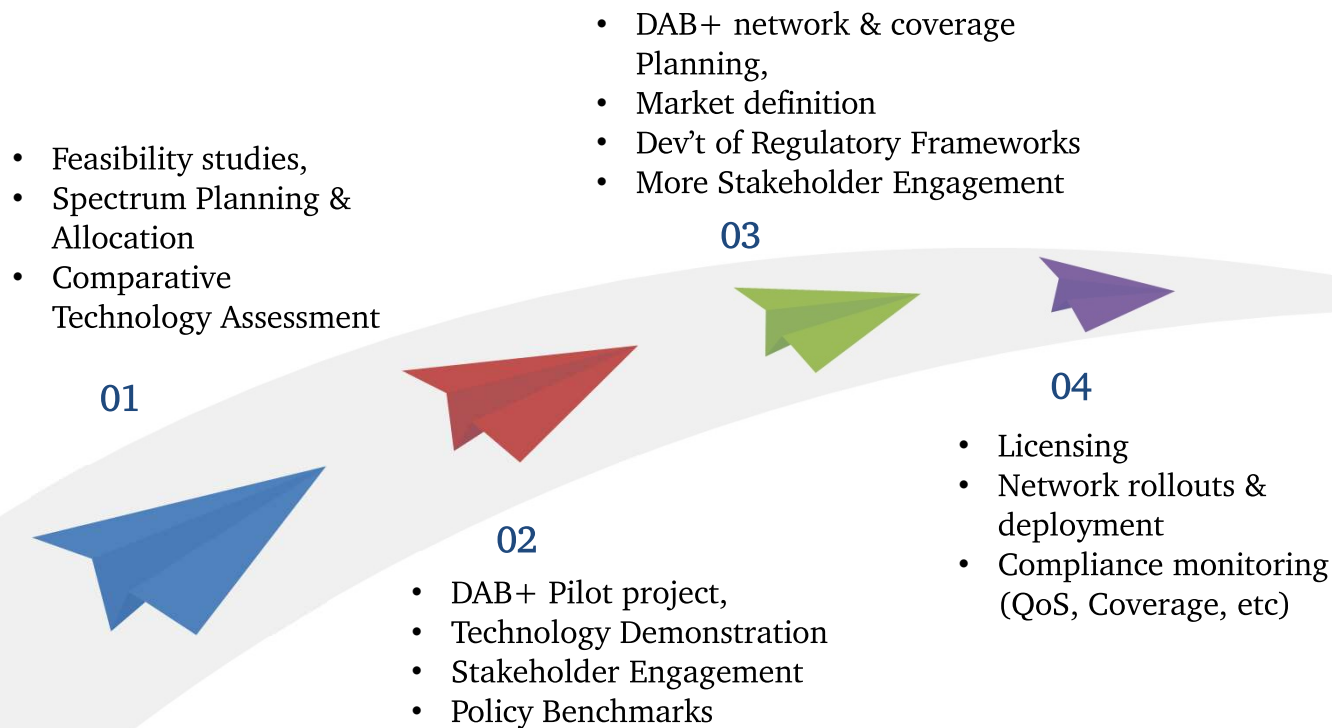
DAB+ Pilot Overview



- Feasibility study – 2016 (assessing market readiness).
- Considered implementation of a DAB+ pilot in 2017.
- Started DAB+ Implementation in 2019 (in collaboration with the National Broadcaster)
- Developed a RF Master Plan (2021 – 2026), and the National Frequency Table of Allocations (170 – 230MHz allocated to broadcasting services)
- One DAB+ pilot Site, Freq: 188.928, Power: 1.25 kW, 15 audio channels, approximate coverage of 60 Km Radius from Summit View, Kololo.
- Stakeholder engagement & consumer awareness/ education are ongoing.
- Project Completion: Oct – Nov 2024.

Roadmap

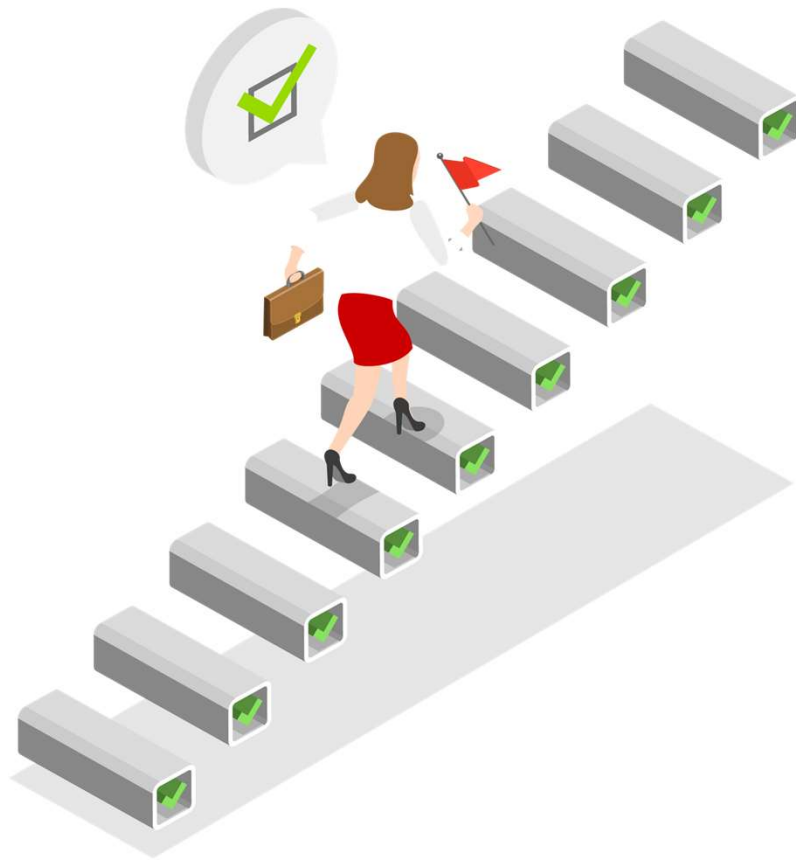
Our Strategic Roadmap for Implementing DAB



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Challenges



- i. Need for substantial upfront investment,
- ii. Cost of compatible DAB+ receivers.
- iii. Predominant use of older motor vehicles.
- iv. Complexity of Compliance Monitoring
- v. Necessity for Technical Expertise
- vi. Cultivating awareness and garnering acceptance among the populace.
- vii. Necessity for content innovation and adjustment to digital formats.
- viii. Intense competition from existing and emerging online platforms.
- ix. Post-pandemic economic constraints affecting consumer purchasing power.

Thank You



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