

THE UNITED REPUBLIC OF TANZANIA  
**TANZANIA COMMUNICATIONS REGULATORY AUTHORITY**



**PRESS STATEMENT**

**LOGO AND JINGLE COMPETITION FOR DIGITAL MIGRATION.**

The Tanzania Communications Regulatory Authority (TCRA) would like to inform the General Public that following the advertisement for logo competition of digital migration on 15<sup>th</sup> August, 2011 and 17<sup>th</sup> August, 2011. The Authority received 71 applicants for logo and 14 for jingle.

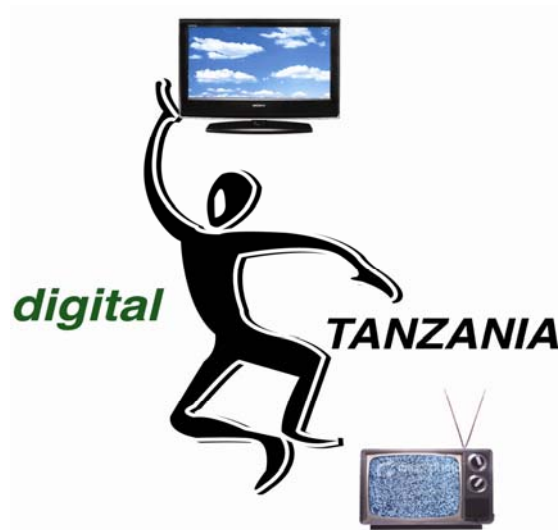
The Authority opened the entries on **19 August 2011** and thereafter made evaluation.

During the preliminary and detailed evaluation the following criteria were upheld;

- Relevance to the theme 40%;
- Originality and authenticity 30%;
- Impact 20%;
- and Shelf life 10%

The Authority picked the winner of the logo as Mr. James Sengerema a student of the University of Dar es Salaam who was awarded Tshs. 5,000,000/= by the TCRA Director General at a short ceremony held at Mwasiliano Towers on 2<sup>th</sup> august, 2011.

The competition for the jingle was cancelled because there was no winner.



The logo for digital migration is going to be used in all public awareness campaigns is overseeing the migration from analogue to digital broadcasting in Tanzania. TCRA has taken a number of steps in the implementation of the 2006 International Telecommunications Union's (ITU) Final Acts of the Regional Radiocommunication Conference (RRC-06) for planning of the digital terrestrial broadcasting service. It was agreed by the ITU members that the switch-off analogue services will be on 17<sup>th</sup> June, 2015.

Tanzania and other East African Countries have agreed to migrate to digital broadcasting ahead of ITU 17<sup>th</sup> June, 2015 deadline, and have as need that the switch off analogue TV services will be 31<sup>st</sup> December 2012.

TCRA has already licensed three Multiplex Operators, who will be obliged to enter into service level agreements with the content services licensees (Broadcasting Stations) of content to end users. The licensed multiplex operators are Star Media (T) Ltd, Basic Transmission Ltd and Agape Associates Ltd.

The advantages of migrating to digital broadcasting are:-

- (i) More efficient use of broadcasting spectrum
- (ii) Better programming
- (iii) Better quality of pictures
- (iv) Better quality of sound
- (v) A more efficient broadcasting chain for signal distribution and content production.

As result of the migration process, there is a need for public awareness campaign to different stakeholders. The Public Awareness Campaign will engage all the stakeholders involved in the migration process.

Issued by,

**The Director General**

TCRA,

1<sup>st</sup> September, 2011