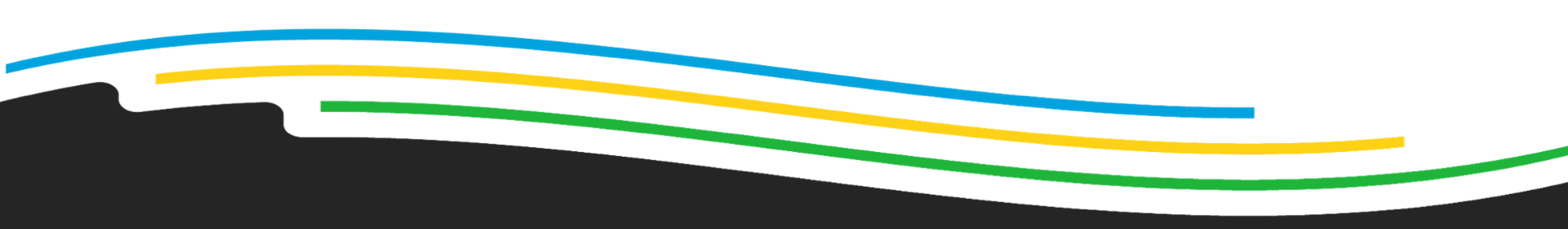




**TANZANIA COMMUNICATION REGULATORY AUTHORITY**





**INVITATION TO APPLY FOR CONTENT SERVICES (COMMERCIAL BROADCASTING-RADIO) LICENCES**

**GUIDELINES ON SUBMISSION OF APPLICATIONS FOR CONTENT SERVICES (COMMERCIAL BROADCASTING – FREE TO AIR RADIO) LICENCES THROUGH INVITATION TO APPLY**



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# INTRODUCTION

The Tanzania Communications Regulatory Authority (TCRA) is an independent Government body responsible for regulating the electronic and postal communications sector in Tanzania. It was established under the Tanzania Communications Regulatory Authority Act, No.12 of 2003. TCRA is issuing these guidelines for application and submission of content services (commercial broadcasting – free to air) Radio licences through invitation to apply.

All applications for licenses are processed online through the TCRA Tanzanite portal <https://tanzanite.tcra.go.tz/login.htm>.

# PROCEDURE FOR APPLICATION OF INDIVIDUAL LICENCES

1. Any person who wishes to apply for licence shall log on Tanzanite Licensing Portal link: <https://tanzanite.tcra.go.tz/login.htm>
2. The applicant is required to prepare the following information or documentations ready for uploading in the Portal: -
   * 1. **General**
3. Payment of Application Fee
4. A certified copy of certificate of Incorporation or Registration;
5. A certified copy of Memorandum and Articles of Association for registered companies or Constitution for registered societies and NGOs (shareholding requirement pursuant to Regulation 22 (1) (b) of the Electronic and Postal Communications (Licensing) Regulations, 2018 which states that: - *“An applicant shall, when applying for a licence, submit the following: - in the case of content services licence memorandum and articles of associations with a minimum of fifty one percent local (Tanzanian citizen) shares ownership”.*
6. A certified copy of certificate of Business Name Registration of the station;
7. A certified copy of certificate of incorporation for registered companies;
8. A certified copy of certificate of registration for registered societies or NGOs;
9. Certified copy of certificate of Registered Trustees including their names from relevant bodies;
10. A certified copy of certificate of Taxpayer Identification Number (TIN);
11. A certified copy of certificate of Tax Clearance addressed to TCRA;
12. Proof of citizenship of shareholders (Passport, Birth Certificate, or National Identity Card).
13. Mandatory registration of Domain Names using country code Top Level Domain (ccTLD) and provide Website and E-mail addresses;
14. Information on track record (references);
15. Company Profile; and
    * 1. **Business Plan**

Business plan should include following mandatory content/documents;

1. Company Profile.
2. Summary of objectives for establishment of the project.
3. Financing plan (to prove financial capability): -
   1. Company’s bank statement for companies in operation or
   2. Shareholders’ bank statements for newly established companies.
   3. Letter of commitment from sponsor or
   4. Letter from bank guaranteeing loan or financial support.
4. Five year Projected Financial Statements: Income statement, cash flow and balance sheet. The applicant’s financials should conform to the following matrix below: -

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **FINANCIAL ASPECT** |  | | | | | |
| 1.1 | **BUSINESS CAPITAL** |  | | | | | |
| 1.2 | Projected Financial Statements |  | | | | | |
| Financing Plan (Funding of the Project) Availability of Financing |  | | | | | |
|  | **Year1** | **Year1** | | **Year3** | **Year4** | **Year5** |
| Net profit margin |  | |  |  |  |  |
| Return on equity (ROE) |  | |  |  |  |  |
| Current Ratio |  | |  |  |  |  |
| Return on Investment ratio (ROI) |  | |  |  |  |  |
| Revenue growth trend for 5 years |  | |  |  |  |  |

1. Capital Investment Ratio (Equity: Debt).
2. Manuals, brochures and technical specifications for the equipment to be used.
3. Schedule of project implementation and construction plan.
4. Information on track record/experience (references).
5. Description of Service to be offered.
6. Costing structure and Service Pricing.
7. Customer base projections.
8. Human resource development strategy.
9. Customer care strategy (to ensure quality of services).
10. Studio construction, layout diagram, components and broadcasting standards and summarized in **Annex I**.
11. Station’s Editorial Policy (Station code of conduct) based on the Authority’s approved template (attached as **Annex II)** and contents shall be as provided under the Electronic and Postal Communications (Radio and Television Content) Regulations, 2018;
12. A detailed 7 days expected Program Lineup which conforms with the Authority’s approved format attached as **Annex III** to these Guidelines with focus on the following attributes:
13. Quality and variety;
14. Benefit to the local economy;
15. Widening of programme choice, including children’s programmes pursuant to requirements provided under the Electronic and Postal Communications (Radio and Television Content) Regulations, 2018 on duration and quota;
16. Impact on development of broadcasting industry overall benefit
17. Documented procedures for broadcast content quality control.
18. Organization or management structure.
19. Curriculum Vitae (CV) for key staff.

The business proposal with its relevant attachments shall be short and brief with focus on licence applied for, and whose topics shall be in accordance with the Format for Project Proposal Template attached to these guidelines as **Annex IV**

# SERVICE AREA OF INDIVIDUAL LICENCES

1. The service area for Regional Content Service (Radio Broadcasting) Licence is a maximum of ten points of presence.
2. The service area for District Content Services Licence is a maximum of three points of presence within the administrative region

# ASSIGNMENT UNDER COMPETITIVE PROCESS

1. In the event that successful applicants for a particular service area are more than the advertised number of frequencies, then ***the Authority shall assign the radio frequency spectrum under competitive process i.e., tendering / Auction.***
2. Those who will undergo to the ***competitive tendering process or auction will be informed to submit their bids in a sealed envelope that will opened at the presence of all bidders.***
3. Details of assignment under competitive auctioning are available as **Annex V**

**ANNEX I**

**BROADCASTING TECHNICAL/CONTENT STANDARDS GUIDELINES**

|  |  |  |
| --- | --- | --- |
| **S/N** | **ITEM** | **REQUIRED STANDARDS BASELINE** |
| 14.1.1 | **TRANSMITTER** | Transmitter Power: Not more than 2KW for booster station |
| Antenna Gain: Not more than 12dbi |
| Frequency Assignment: As shall be/already assigned by the Authority |
| Effective Radiated Power: Not more than 10KW |
| 1 | **STAND BY GENERATOR** | Availability of Stand by Generator with **minimum** 17 KVA |
| 2 | **STUDIO LAYOUT (MINIMUM REQUIREMENT)** | On Air Studio (4mx4m) |
| Production Studio (4mx5m) |
| News Room (4mx4m) |
| Control Room (4mx4m) |
| Fenced Studio |
| Three Administrative Offices |
| Toilet |
| Availability of Resting Room |
| Availability of Library |
| 3 | **STUDIO EQUIPMENT (MINIMUM REQUIREMENT)** | |
|  | One audio mixer with ten channels |
| One Teleprompter (for news reading) |
| Three Studio Camera 180 degrees |
| Video Switcher and video recorder |
| Studio Lights |
| Microphone ( Omni, Uni and Bi directional) |
| Playout System |
| Three set of Head Phones |
| Intercom System and hybrid telephone |
| UNI and OMNI Directional Microphones |
| MIC Cut/Talkback Facility |
|  |  | Monitor Speaker 2 SETS |
| Character Generator for graphics |
| Power backup |
| 4 | **ROLL OUT AND GEOGRAPHICAL COVERAGE** | District (Maximum Three Points of Presence within the specific Region) |
| Regional (Maximum Ten Points of Presence) |
| National (Minimum twenty Points of Presence) |
| 5 | **QUALITY OF SERVICE**  Indication of Key parameters for quality of services (content) as stipulated in the sixth schedule of the Electronic and Postal Communications (Quality of Service) Regulations, 2018 are highlighted hereunder as follows: | |
|  | * + 1. Redundancy facility for studio and transmitter: 100%. |
|  | * + 1. Changeover to alternative studio/transmitter ≤ 5 minutes. |
|  | * + 1. Changeover of presenters for succeeding programs ≤ 30 seconds. |
|  | * + 1. Colour bar for television or signal tune for radio in case of failure. |
|  | * + 1. Broadcasting seamless original program of correspondent(s) live or recorded reports 100%. |
|  | * + 1. Acoustically treated studio 100% |
| 6 | **REGULATORY FEES** | Payment of application fee |

**Annex II**

**EDITORIAL POLICY GUIDELINES**

1. Name of the Station……………………………………………………………………
2. Ownership: Private Public
3. Market Segment: Community District Regional National
4. Category of Licence: Public Commercial Community

1. Nature of Content Provided: -

|  |  |
| --- | --- |
| Religious |  |
| Educational |  |
| Public |  |
| Commercial |  |
| Non-Commercial |  |
| Sports |  |
| Music |  |
| Any other |  |

1. General Description of the Focus of the Editorial Policy………………………

………………………………………………………………………………………………………………………………………………………………………………………………

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

1. Objective of Content Provided ……………………………………………………………………………………………..

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

1. Targeted Audience ……………………………………………………………………………

………………………………………………………………………………………………………………………………………………………………………………………………………………………………

1. Expected Outcomes/Achievement …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………
2. Guidelines

|  |  |  |
| --- | --- | --- |
| **SN** | **GUIDELINE** | **DESCRIPTION OF THE GUIDELINE** |
| 1 | Fairness |  |
| 2 | Balance |  |
| 3 | Merit |  |
| 4 | Journalistic Freedom |  |
| 5 | Portrayal |  |
| 6 | Privacy |  |
| 7 | Editorial Independence |  |
| 8 | Credibility |  |
| 9 | Impartiality |  |
| 10 | Accuracy |  |
| 11 | Interviews |  |
| 12 | Election Coverage |  |
| 13 | Live Broadcasts |  |
| 14 | Phone ins |  |
| 15 | Citizen Journalism |  |
| 16 | Social Media as source of news |  |
| 17 | Internet as source of news |  |
| 18 | Religious programmes |  |
| 19 | Taste and Decency |  |
| 20 | Health Programmes |  |
| 21 | HIV/AIDS |  |
| 22 | Gender |  |
| 23 | Children |  |
| 24 | Watershed |  |
| 25 | Crime and anti Social Activity |  |
| 26 | Disaster coverage |  |
| 27 | Violence |  |
| 28 | War reporting |  |
| 29 | Disorder, Kidnapping and Hostages |  |
| 30 | Bomb warnings |  |
| 31 | Demonstrations |  |
| 32 | Complaints Handling Procedures |  |
| 33 | Customer care |  |

**Any other policy position of the station.**

I..........................................., the Chief Executive Officer of the station do hereby declare that the information provided above, to the best of my knowledge, is true and correct.

If provided otherwise may disqualify my station from being considered for Licence.

**NAME OF STATION CEO:**

**SIGNATURE:**

**DATE AND OFFICIAL STAMP:**

**Annex III**

**[Insert day]**

**DETAILED 7 DAYS EXPECTED PROGRAM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Time** | **Program Name/Tittle** | **Specific Objective** | **Targeted audience** | **Expected Achievement** |
| 05:00-05:30 | Example. Mother and Children | To educate the society on the best way to take care of Children | Parents | Good care |
| 05:30-06:00 | Example. Music | Entertain | All (Youths and Elders) | Educate the society on number of issues such as Aids, relation at work using songs |

**Annex IV**

**FORMAT OF PROJECT PROPOSALS FOR APPLICATION FOR CSL LICENCE**

1. **INTRODUCTION:**

An application of a Radio or Television station should be accompanied by a summary of essential features (feasibility study) in which an applicant(s) will be able to give thorough explanations. These features may include: Executive summary, market analysis, technical aspects, management set up, financial analysis and project viability.

**1.1 FEATURES:**

**1.1.1 Executive Summary**

**1.1.2 Vision:** What do you want to achieve by establishing such a Radio or Television Station?

* + 1. **Mission:** What will you do in order to reach your vision?
    2. **Objectives:** What are the reasons behind the establishment

of the station.

* + 1. **Location:** (physical location) where are you are planning to establish your station
    2. Names and addresses of the applicants and shareholders should be indicated in CVs to be supplied to the Authority

1. **MARKET ANALYSIS:**
   1. **Present situation:**

There must be an explanation of the current situation of the broadcasting status of that particular area you want to establish your station.

* 1. **Business Penetration:**

How will you be able to penetrate or reach your desired audience How?

* 1. **Business Projection:**

Explain your business sustainability in one or two years to come. Will you be able to sustain the station? How?

1. **TECHNICAL ANALYSIS:**
   1. Studio and transmitter equipment specifications / type, layout and location. Indicate the site or location of studio transmitter (s).
   2. Antenna specifications
   3. Proforma Invoices for radio/television
   4. Installation and civil work and equipment (TX/studio)
   5. Diagrams and appendices should be attached
   6. Studio – transmitter link (STL), antenna mast and coverage area especially of tool print
   7. Electrical power considerations:

* Power supply (Mains? Solar? Generator?)
* Standby generator /UPS capacity and specifications
* Automatic voltage regulator (AVR) and stabilizers capacity and specifications.

1. **CONTENT MATTERS:**
   1. Programme schedule
   2. Sources of programes

5.0 **MANAGEMENT SET UP:**

**5.1 Organisation structure / chart**

* Indicate the leadership position, qualifications and their functions and number of staff in each section.
* Indicate staff establishment and provide CVs of key staff
  1. **Staff Development/Training**
* How are you going to train your staff
* How are you going to incorporate new technologies in your business

1. **FINANCIAL ANALYSIS:**
   1. Capital and recurrent expenditure
   2. Income projections for next five years
   3. Sustainability of station.
2. **CONCLUSION:**

In the conclusion you must be able to explain the **PROJECT VIABILITY** i.e benefits to the society, prospects of income, employment training opportunities and how your company’s objectives will be met

# . Annex V

# ASSIGNMENT UNDER COMPETITIVE PROCESS

In the event that successful applicants for a particular service area are more than the advertised number of frequencies, then ***the Authority shall assign the radio frequency spectrum under competitive process i.e., tendering / Auction.***

Those who will undergo to the ***competitive tendering process or auction will be informed to submit their bids in a sealed envelope that will opened at the presence of all bidders***

1. **Application process**

Applicant under competitive process will submit the following during the application phase;

* 1. Completed and Signed Application Form (Annex A)
  2. Appropriate evidence that the two persons signing the Application Form are duly authorised by the Applicant to do so. Appropriate evidence would include:
     1. A board resolution from the Applicant; and
     2. An irrevocable power of attorney.
  3. The completed and signed declaration to abide by the rules of the Award Process (Annex B)

1. **Submission of Bids**
2. Bidders will place their bids through an irrevocable Sealed-Bid Form provided in Annex C.
3. Bidders will indicate the bid price (in two decimal places) per Service Area they wish to acquire in the irrevocable Sealed-Bid Form.
4. Applicants cannot have more than of FM Frequency per service area.
5. Bidders shall submit an irrevocable Sealed-Bid Form, signed and stamped for each auction session on the Auction Date.
6. **Bids Opening Phase**
7. All Bidders will be required to be physically presented as per submitted irrevocable power of attorney during the auction.
8. Authority shall open all bids in the presence of all Bidders.
9. The Authority will arrange the bidding price in descending order (i.e., starting from the highest quote to the lowest).
10. In a situation where there is a common value for the bids, the Authority will arrange the bidding prices based on alphabetical order (from A to Z) of the Bidders’ names to break the tie.
11. The Authority will start awarding the Frequencies to the highest Bidder and then to subsequent Bidder subject to availability of Frequencies.

1. **Licensing Stage**
2. Auction winners will pay the Spectrum Auction Price in full.
3. The Authority will proceed with the Licensing process to Auction Winners after verification of payment.

## Annex A.

## Application Form

|  |  |
| --- | --- |
| **Name of Applicant** |  |
| **Full Address** |  |
| **Contact person** | Name  Address  Email  Telephone |
| **Name and position of the 2 persons signing the Application Form** | Person 1  Name  Position  Person 2  Name  Position |
| **Authorised persons (2) who will be responsible for bidding.** | Person 1  Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Identity card no (National ID No. or Passport) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address  Email  Telephone  Person 2  Name  Identity card no (National ID No. or Passport) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address  Email  Telephone |
| **Authorised signatures** | Person 1  Signed  Date  Person 2  Signed  Date |

Company Stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Annex B.

## Declaration

(1st Authorised Person) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2nd Authorised person) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (3rd Authorised Person) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_being Authorised Agents of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (the “Applicant”) hereby undertake, warrant and declare on behalf of the Applicant, that:

1. The Applicant is entitled to participate in the Award Process and has obtained all the necessary approvals to do so;
2. The information contained with the Applicant’s Application is correct;
3. To the extent that it is reasonably practical for the Applicant to do so, the Applicant confirms that it is not Associated or Affiliated with another Applicant or another entity which might reasonably be expected to be an Applicant;
4. The Applicant will take all reasonable measures to ensure that Confidential Information is not disclosed to another party other than those who need access to the Confidential Information in order to perform their role in relation to the Applicant’s participation in the Award Process;
5. The Applicant will refrain from any action that could have an adverse effect on the Award Process;
6. The Applicant shall comply with the Rules of the Award Process as contained in the Information Memorandum;
7. The Applicant confirms that it has the financial resources to meet its obligations under the terms of the Memorandum and to meet the Licence Conditions and Obligations were it to be assigned spectrum through the Award Process.

Applicant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signed for and on behalf of the Applicant**

1st Authorised Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2nd Authorised Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3rd Authorised Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of those persons who are empowered to bind the Applicant or otherwise authorised to bind the Applicant).

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Company Stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Annex A

## Sealed-Bid Form

Name of Applicant:

Service Area: \_\_\_\_\_\_\_\_\_\_\_\_

**STATEMENT OF SPECTRUM THE APPLICANT INTENDS TO BID IN THE AUCTION OF FM RADIO FREQUENCY SPECTRUM**

1. Indicate in the table your bid price (in two decimal places) per FM band.

|  |  |
| --- | --- |
|  | Biding Price in two decimal places (TZS) per band |
| In figures |  |
| In words |  |

I declare and irrevocably commit that the Applicant Company will pay for the Block(s) set out in the above Table at the Bid Price, if awarded such spectrum.

In addition to the above declaration and commitment, I declare and irrevocably commit that the Applicant Company shall pay for the spectrum Block (s) subject to payment options at the end of the Auction, for which it is declared Provisional Winner.

I solemnly declare that the number of stated spectrum Blocks in this Application binds the Applicant Company to pay for this amount of spectrum at the Bid Price for each spectrum Block stated in the above table if awarded such spectrum in this Spectrum Auction.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Stamp: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Contact Us

Tanzania Communications Regulatory Authority

Mawasiliano Towers, 20 Sam Nujoma Road,

P. O. Box 474, Dar Es Salaam

+255 22 2199760 - 9 / +255 22 2412011 - 2 / +255 784558270 - 1

dg@tcra.go.tz | barua@tcra.go.tz

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