

Zambia: Digital migration to bring broadcast competition

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Zambia's transition from analogue to digital will breed a healthy competition in the broadcasting sector, Information and Broadcasting Services Minister, Chishimba Kambwili has said...

Kambwili said in a ministerial statement to Parliament on Tuesday evening that the digital migration was conducive for providing a healthy competition platform for the broadcasting industry in the country.

"The digital migration is a very important achievement for Zambia, more so as it is a move that will help breed a healthy competition in the broadcasting sector and make access cheaper for Zambians," Kambwili said.



Image via Fotolia.com

Zambia yesterday migrated from analogue transmission to digital terrestrial broadcasting in line with the International Telecommunications Union (ITU) requirement that set June 17 as the deadline.

This meant that Zambia National Broadcasting Corporation (ZNBC) would be able to transmit digitally in line with the ITU.

Kambwili said the transmission from analogue to digital would be officially launched by President Edgar Lungu next Monday at the Mass Media Complex.

"Phase one is along the line of rail and phase two will cater for the remaining provincial centres, while phase three will cater for the rest of the country," Kambwili said.

Star Times, the contractor of the digital migration, started implementations in December last year after it was awarded the contract in July.

From yesterday, Zambia will have dual casting of analogue and digital until after six months when analogue will be phased out.

ZNBC is the official carrier for the signal and has the capacity to have 20 channels. Four channels will be airing for now before more are added.

Decoders to enable people access digital transmission are available at ZamPost offices for K130 while people in rural areas will get them on credit.

The modalities and tariffs between ZNBC and those that want to use the signal will be tabled in due course.

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