

Digital Audio Broadcasting (DAB) Trial in Ghana

September, 2023

**NATIONAL
COMMUNICATIONS
AUTHORITY**



Presentation Outline



Background to Introduction of DAB in Ghana



FM Band Occupancy



Benefits of DAB in Ghana



The DAB Trial in Ghana








The Official Launch



Radio Stations Participating in DAB Trial



Presentation Outline - 2

-  Objectives of DAB Trial in Ghana
-  Overview of NCA DAB Trial Setup
-  Ghana DAB Transmission System Installation
-  Challenges with DAB introduction in Ghana
-  Next Steps



Background to Introduction of DAB in Ghana



FM Band congested in major cities;

ACCRA

KUMASI

TAKORADI

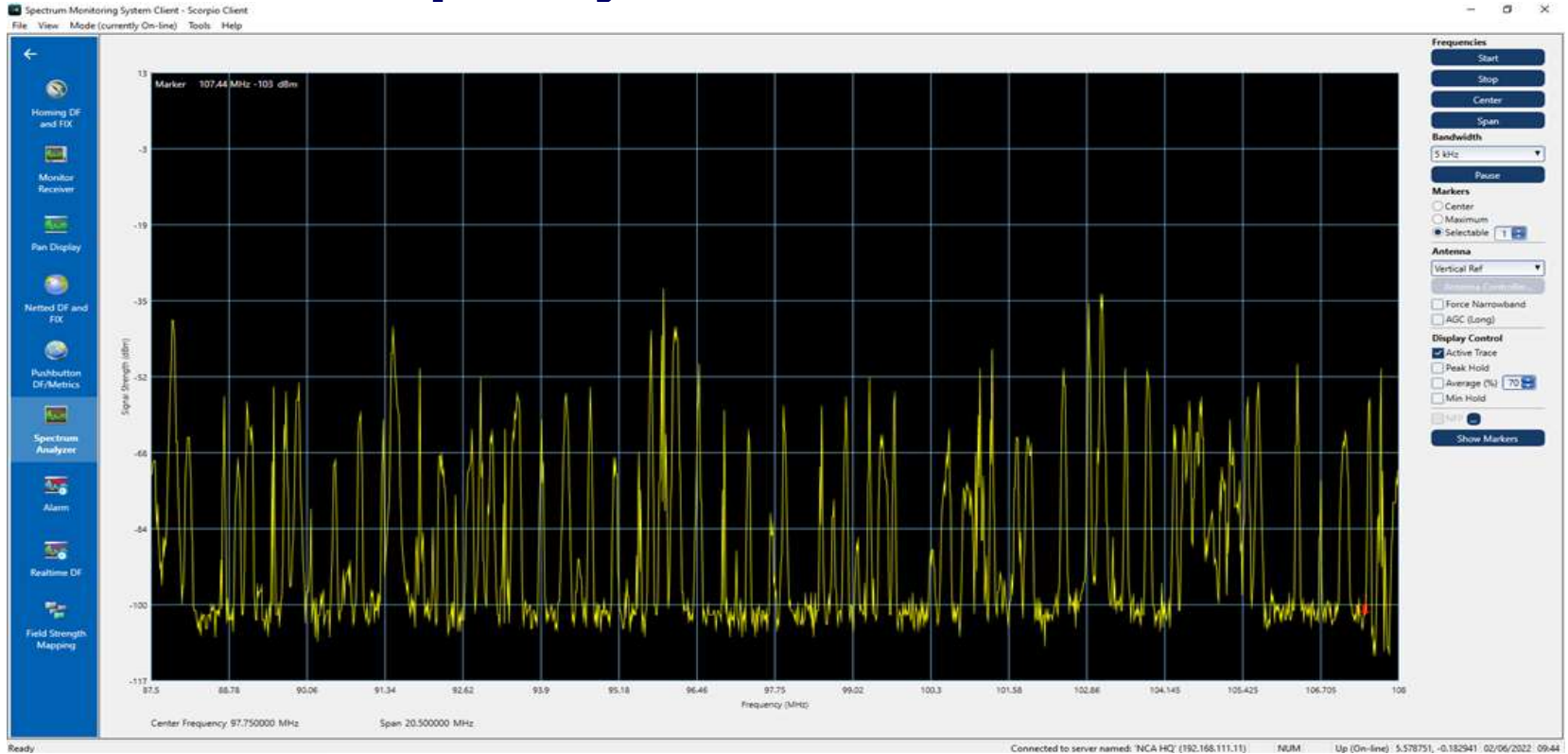
ETC.

Large number of outstanding FM Radio applications

New applications received every week



FM Band Occupancy in Accra



Benefits of DAB for Ghana - 1

1

DAB+ provides:



Good quality audio



Support for multiple
radio channels
(spectrum efficiency)



Support for value
added data services

2

Will utilize a
different frequency
band (174-230MHz)
from that of FM
radio (87.5-108MHz)



Service can be delivered
simultaneously with FM

3

Up to 18 Stations will
share the same
frequency channel and
transmitter.

Stations on DAB can
extend their coverage
beyond their current
FM coverage area.



Benefits of DAB for Ghana - 2

4

Improved Reception

Quality: DAB utilises digital signals, mitigating interference and delivering superior audio quality compared to traditional analogue FM radio.

5

Enhanced Interactive

Services: In comparison to FM, DAB allows the transmission of metadata such as text and images for the following - service and programme information, emergency warnings, news, weather and traffic information.

6

Ease of Selecting DAB stations to

listen: Consumers are able to select DAB stations by searching for the names of the stations instead of memorising their frequencies.



The DAB Trial in Ghana



22 AUGUST, 2023

Launch of DAB Trial for
Greater Accra and Ashanti
Regions



The Official Launch



Radio Stations participating in the Trial

01 UNIIQ FM	02 ANGEL FM	03 ASAASE FM
04 ASEMPA FM	05 ATLANTIS RADIO	06 CITI FM
07 CLASS FM	08 HOT FM	09 KESSBEN FM
10 OMAN FM	11 OPEMSUO FM	12 ORANGE FM
13 PEACE FM	14 RADIO FOCUS	15 RADIO UNIVERS
16 SOMPA FM	17 STARR FM	18 WONTUMI FM

CATEGORIES

Campus Radio Stations

Urban / Music Radio Stations

News and Talk Radio Stations

Sports and Entertainment Radio Stations

LOCATIONS

Greater Accra Region




11 STATIONS

Ashanti Region

08 STATIONS



Objectives of DAB Trial in Ghana

01		Test the features, coverage characteristics and other technical metrics of DAB+ to inform frequency planning and regulatory standards
02		Establish the quality aspects of DAB and the transmission parameters which delivers optimum quality
03		Ascertain the issues that may emerge with multiple stations sharing the same infrastructure with a single transmission network provider



Objectives of DAB Trial in Ghana - 2

04



Market readiness and required market structure to inform the development of an appropriate authorisation framework for DAB

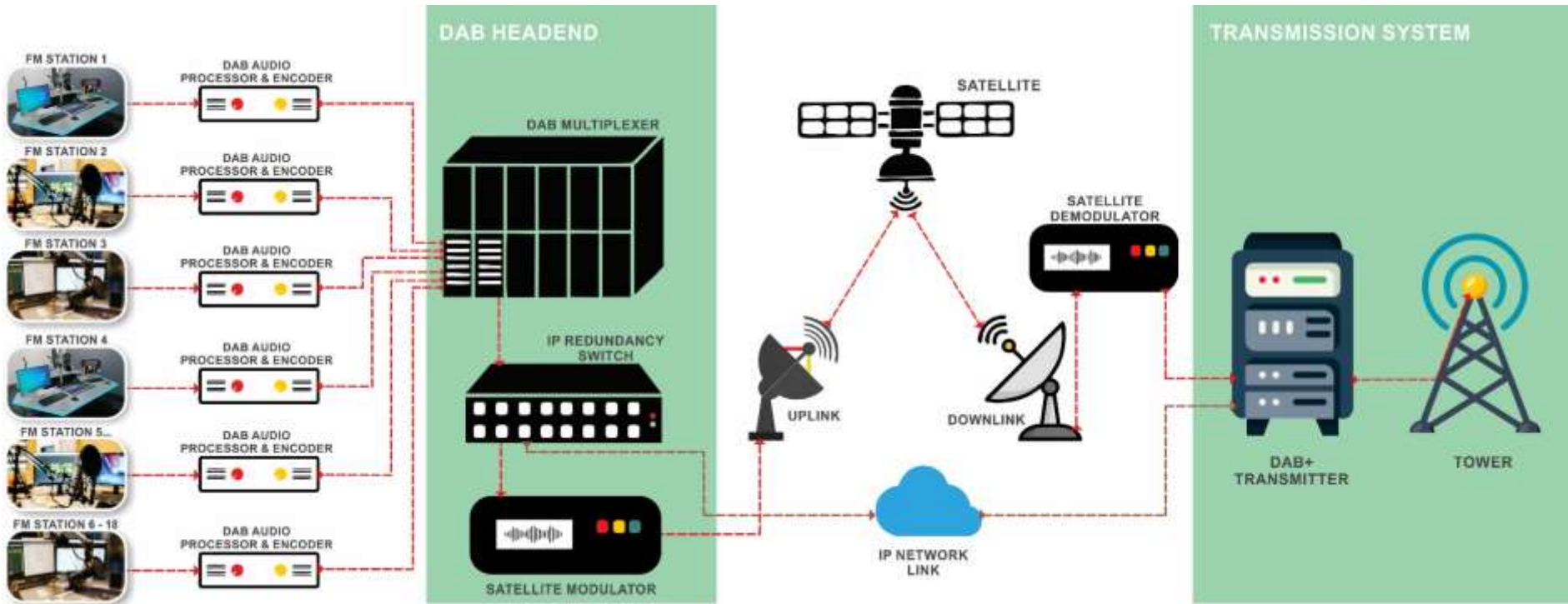
05



Determine the requirements for the development of minimum specifications for DAB receivers in collaboration with the Ghana Standards Authority (GSA)



Overview of NCA DAB Trial Setup



Ghana DAB Transmission System Installation



Challenges with DAB introduction in Ghana



DAB+ requires new digital radio receivers which are currently not available in the Ghanaian market



A few individuals may have receivers acquired directly from Europe but is insignificant compared to the current FM receiver population



The comparable audio quality of FM to DAB+ may not incentivize consumers to voluntarily acquire new receivers which support DAB+



Internet radio, music streaming and podcasts are growing in Ghana and represent an alternative to DAB from the consumer perspective

Next Steps

1



Promotion of DAB Services

Continue to promote DAB during trial period for listeners to acquire receivers.

2



Monitoring

Continuous monitoring of DAB transmission parameters for optimization.
Assessment of feedback from listeners.

3



Public Awareness Campaign

Public education on benefits of DAB.



Next Steps - 2

4



Expansion of DAB Trial into other Regions

- * Improved access to information and entertainment.
- * Enhance communication and public service broadcasting.
- * Create economic opportunities.
- * Bridge the digital divide.
- * Stimulate technological advancement.
- * Promote cultural preservation and diversity.



Next Steps - 3

5



Development of Regulatory framework

- * Promoting innovation and competition.
- * Protecting consumer interests.
- * Fostering the growth of the DAB ecosystem.



Thank You, Any Questions?

