



Community Television in Thailand

Overview of ITU work

12 December 2017

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Agenda

Topics

1. Introduction to CTV
2. Country Case Studies
3. Regulatory Framework for CTV
4. Trial for CTV services



1. *Introduction to CTV*

- What is CTV and reports by ITU
- CTV Value Chain
- DTTB Distribution

1. *Introduction*

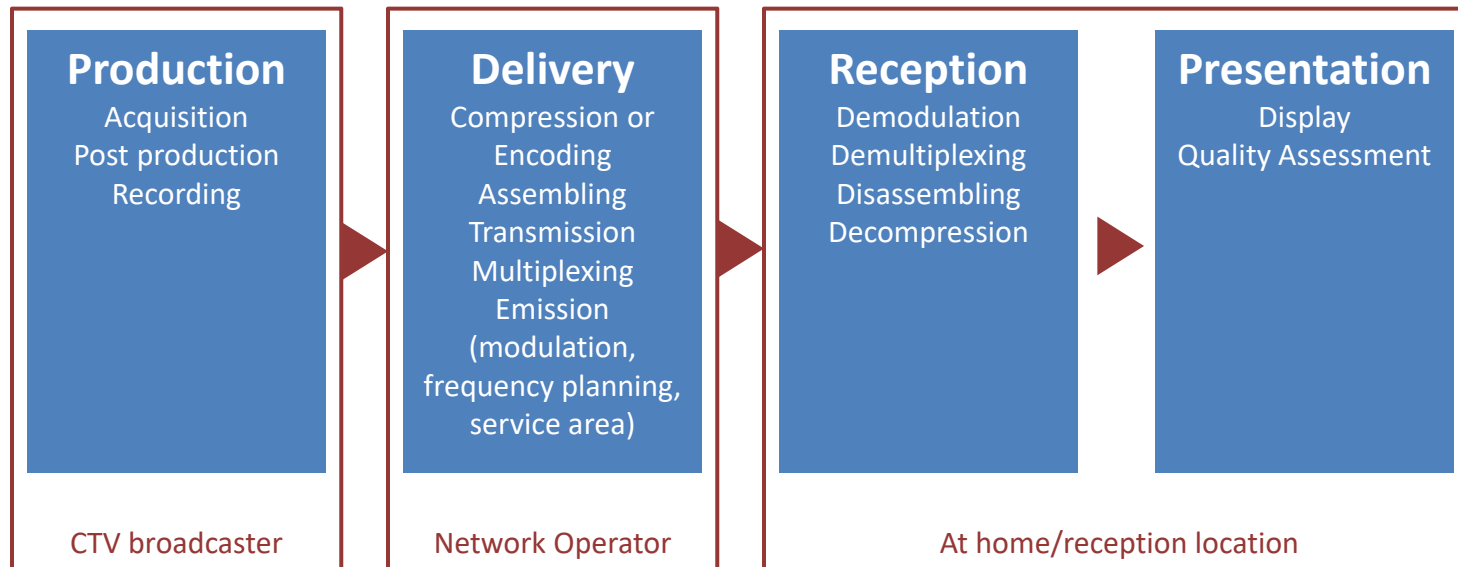
CTV reports

- Essential elements of CTV:
 1. Community owned and controlled
 2. Not-for-profit enterprise
 3. Local or regional
 4. Operated by volunteers
- NBTC/ITU Project on “*Development of a Framework for Deploying Community TV Broadcasting Services in Thailand*” produced 3 reports:
 1. Country Case Studies
 2. Regulatory Framework for CTV services
 3. Practical Guidelines for CTV Trail

1. Introduction to CTV

Value chain

- Content production (studio), contribution and distribution (delivery)
- Different distribution platforms available:
 - Internet (including IPTV and OTT)
 - Cable (& Satellite DTH)
 - Digital Terrestrial Television Broadcasting (DTTB)
- Sharing of facilities throughout the value chain

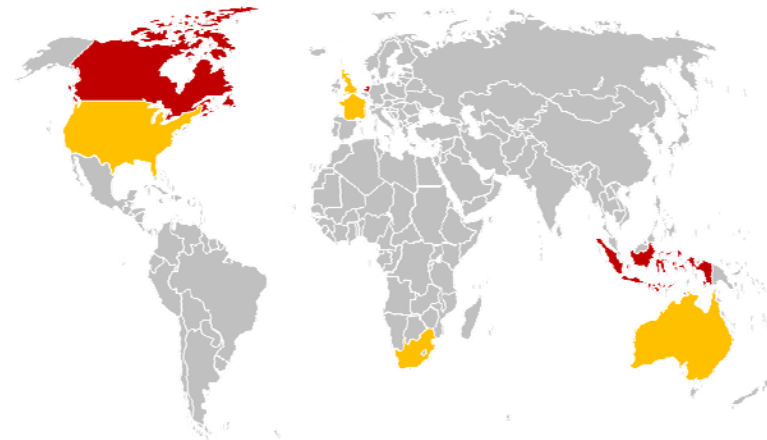




2. *Country Case Studies*

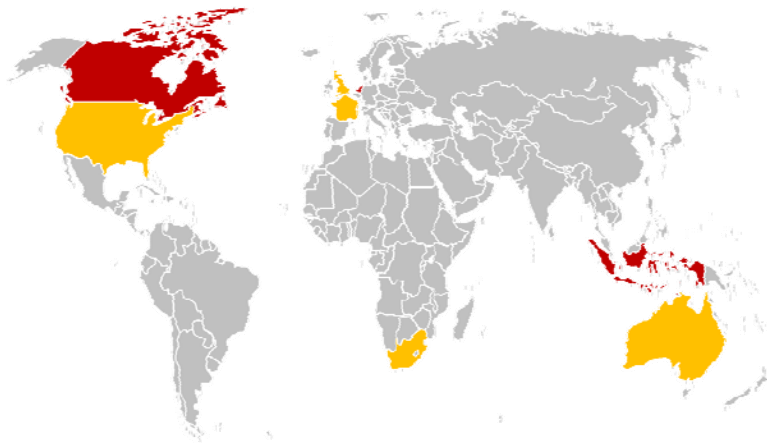
- 8 countries:

- Australia
- Canada
- France
- Indonesia
- South Africa
- Netherlands
- UK
- USA



2. Country Case Studies

Australia



| | |
|-----------------------------------|---------------------------|
| Population: | 23.5m (2014) |
| Area: | 7,692,024 km ² |
| Population density: | 3/km ² |
| GDP/capita: | USD 47,318 (2015) |
| Fixed broadband /100 inhabitants: | 27.7 (2014) |
| Internet users/100 inhabitants: | 84.6 (2014) |
| DTTB launch/standard: | 2001/DVB-T |
| ASO status/date: | Completed/2013 |

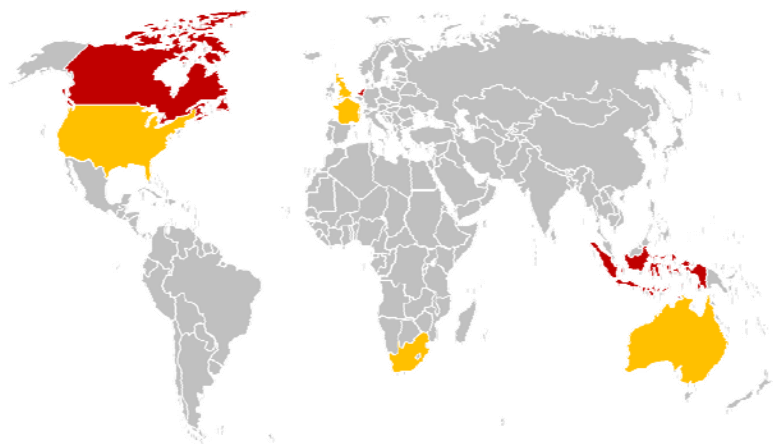
Source: ITU


Key messages:

- 78 Aboriginal licenses, 7 Urban licenses and 1 National license (Foxtel/Aurora)
- CTV broadcasters are struggling to financially survive
- New business models for CTV based on membership, sale of airtime and commercial sponsorship
- The value of national CTV industry associations (CBAA and ACTA)
- CTV will be migrated (from UHF band) to broadband and the provision of CTV as a broadband service should be evaluated

2. Country Case Studies

Canada



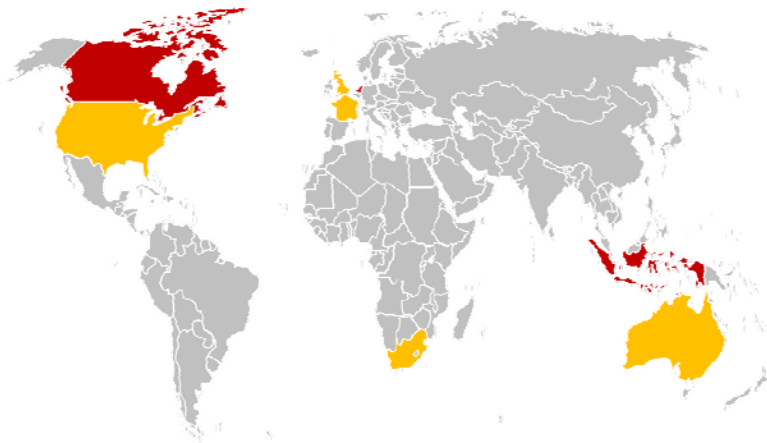
| | |
|--|---------------------------|
|  | |
| Population: | 36,2m (2016) |
| Area: | 9,984,670 km ² |
| Population density: | 3.4/km ² |
| GDP/capita: | USD 45,488 (2015) |
| Fixed broadband /100 inhabitants: | 35.4 (2014) |
| Internet users/100 inhabitants: | 87.1 (2014) |
| DTTB launch/standard: | -/ATSC |
| ASO status/date: | completed/2012 |
| <i>Source: ITU</i> | |


Key messages:

- 70 CTV stations, groups and organizations in Canada which are structurally financed by the cable industry (2% of the cable subscriber revenues)
- CTV in Canada has a strong and effective national industry group (CACTUS)
- Canadian CTV has been strong in human capacity building and many of them operate media training centers
- Cable ownership concentration has resulted in less opportunities for CTV to have a local presence

2. Country Case Studies

France



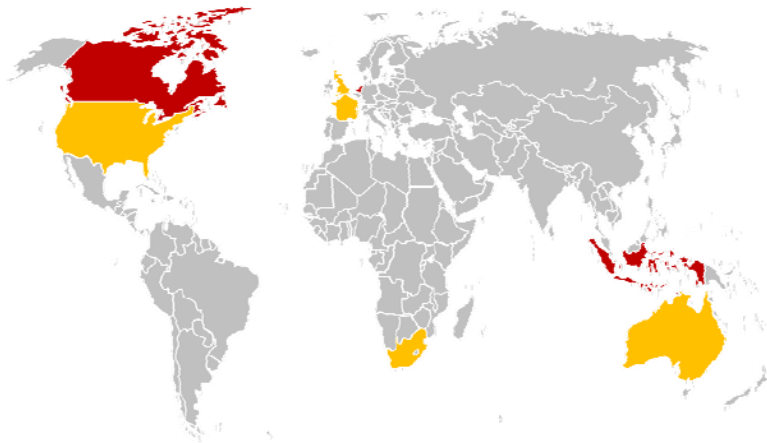
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|  | |
| Population: | 66.7m (2016) |
| Area: | 643,801 km ² |
| Population density: | 116/km ² |
| GDP/capita: | USD 41,181 (2015) |
| Fixed broadband /100 inhabitants: | 40.17 (2014) |
| Internet users/100 inhabitants: | 83.8 (2014) |
| DTTB launch/standard: | 2005/DVB-T |
| ASO status/date: | Completed/2011 |
| <i>Source: ITU</i> | |


Key messages:

- Two CTV (called “télé associative”) broadcasters: Télé Bocal and Zalea TV (stopped in 2007)
- Without regulatory acceptance, CTV broadcasters run into problems of content regulations and finance
- Télé Bocal showed alternative sources of income, including raising money from bars and paid-for employees through government student and unemployment schemes
- The availability of DTTB and broadband Internet enabled Télé Bocal to increase its audience reach

2. Country Case Studies

Indonesia



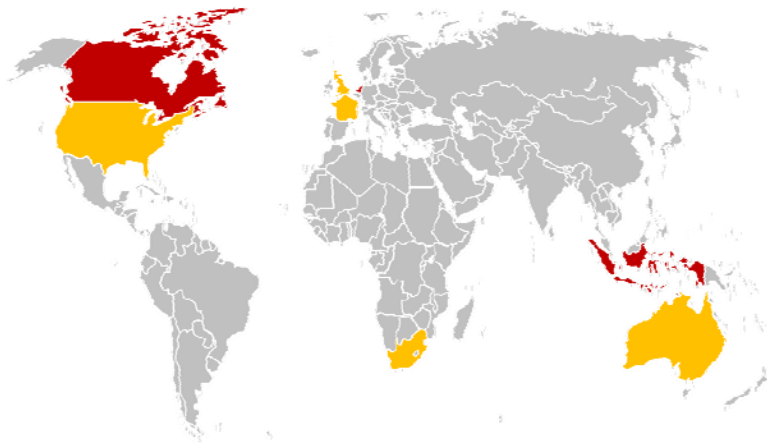
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|  | |
| Population: | 255,5m (2015) |
| Area: | 1,904,569 km ² |
| Population density: | 125/km ² |
| GDP/capita: | USD 11,135 (2015) |
| Fixed broadband /100 inhabitants: | 1.19 (2014) |
| Internet users/100 inhabitants: | 17.1 (2014) |
| DTTB launch/standard: | -/DVB-T2 |
| ASO status/date: | Ongoing/2018 |
| <i>Source: ITU</i> | |

Key messages:

- 30 community television stations in Indonesia (e.g. Grabag TV and Kendari) and a national industry body for CTV (ATKI)
- Resources for Indonesian CTV appears to be minimal and leads to some stations frequently going off air
- Collaboration between CTV broadcasters is needed to overcome financial challenges
- A 2.5km transmission radius seems unrealistic and hence would support the delivery of CTV over a DTTB platform
- The ban on advertising seems to be too restrictive if there are no other avenues for generating income

2. Country Case Studies

South Africa



| | |
|-----------------------------------|---------------------------|
| Population: | 54,9m (2015) |
| Area: | 1,221,037 km ² |
| Population density: | 42/km ² |
| GDP/capita: | USD 13,321 (2016) |
| Fixed broadband /100 inhabitants: | 3.21 (2014) |
| Internet users/100 inhabitants: | 49.0 (2014) |
| DTTB launch/standard: | -/DVB-T2 |
| ASO status/date: | Not started/- |

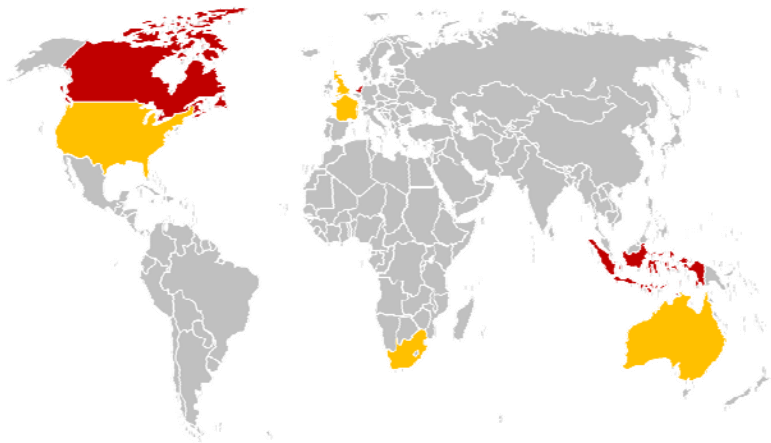
Source: ITU


Key messages:

- 9 licensed CTV stations in the country: 1KZN TV, Bara TV, Bay TV, Cape Town TV, Fresh TV, North West TV, Soweto TV, TBN and Tshwane TV
- On DTTB, CTV has been allocated 15% of Multiplex 1, with possible space opening up on Multiplex 2
- The Association of Community Television of South Africa showed that industry collaboration can help out on common business model and Code of Practice
- CTV broadcasting can provide a competitive edge to DTH but also DTTB
- Availability and access to distribution platforms, especially DTTB, proved to be a game-changer for CTV

2. Country Case Studies

The Netherlands



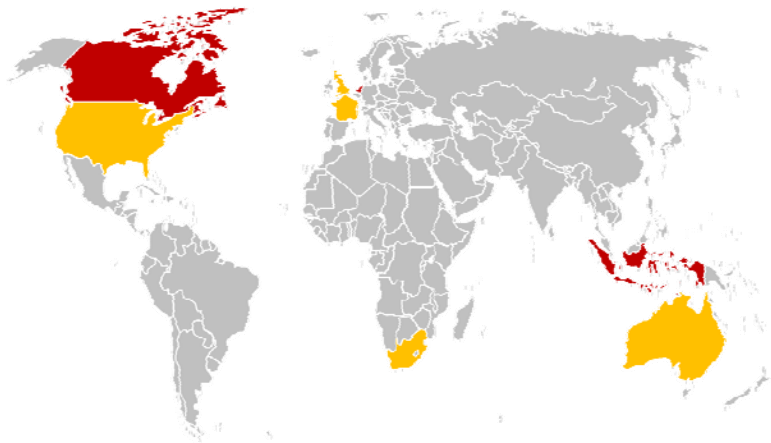
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|  | |
| Population: | 17m (2016) |
| Area: | 41,543 km ² |
| Population density: | 408//km ² |
| GDP/capita: | USD 50,339 (2016) |
| Fixed broadband /100 inhabitants: | 41 (2014) |
| Internet users/100 inhabitants: | 93.2 (2014) |
| DTTB launch/standard: | 2003/DVB-T |
| ASO status/date: | Completed/2011 |
| <i>Source: ITU</i> | |

Key messages:

- Local TV stations in Netherlands grew from 15 in 1981 to some 131 in 2009, most of them are Public Broadcasting Services (and not CTV in the sense of ‘open channels’)
- Arranging for a *must-carry* status on distribution platforms, mainly digital cable, proves to be pivotal for CTV
- National source of funding was needed to maintain local media objectivity
- Funding remains a continuing issue to be addressed by CTV broadcasters

2. Country Case Studies

The United Kingdom



| | |
|-----------------------------------|-------------------------|
| Population: | 65.1 (2016) |
| Area: | 242,495 km ² |
| Population density: | 256/km ² |
| GDP/capita: | USD 41,159 (2015) |
| Fixed broadband /100 inhabitants: | 37.4 (2014) |
| Internet users/100 inhabitants: | 91.6 (2014) |
| DTTB launch/standard: | 1998/DVB-T2 |
| ASO status/date: | Completed/2012 |

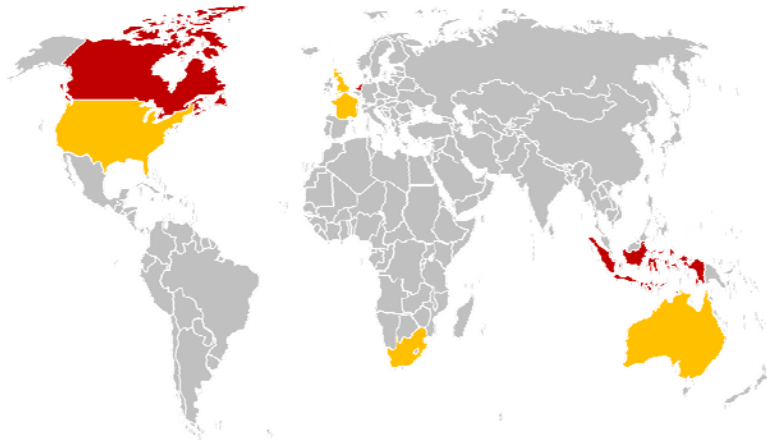
Source: ITU


Key messages:

- Three possibilities to have CTV in the UK:
 - National channel (The Community Channel/Media Trust)
 - Local Television (some of them not-for-profit)
 - Restricted Service Licences (many of them for-profit)
- Strong relationship between national PSB and Local Television is worth reflecting on for Thailand. Thai PBS and NBT, for example, may be able to support distribution and local content making for CTV
- Community or Local television in the UK is highly dependent on advertising for viability
- Emphasis on local news is an essential part of Local Television

2. Country Case Studies

The United States



| | |
|--|---------------------------|
|  | |
| Population: | 324m (2016) |
| Area: | 9,833,517 km ² |
| Population density: | 35/km ² |
| GDP/capita: | USD 57,220 (2016) |
| Fixed broadband /100 inhabitants: | 31.06 (2014) |
| Internet users/100 inhabitants: | 87.4 (2014) |
| DTTB launch/standard: | -/ATSC |
| ASO status/date: | Completed/2009 |
| <i>Source: ITU</i> | |

Key messages:

- In 2010, over 3000 community media centers in the US, which broadcast some 5000 TV services over mainly cable networks
- Negotiated part of cable revenues used to finance public access channels (P), channels for educational use (E) and channels to be used by various levels of government (G) – PEG channels
- Developing community media centers and capacity building for content makers is central in public access TV in the US
- Sharing resources between broadcasters proves to be a viable way of sustaining CTV

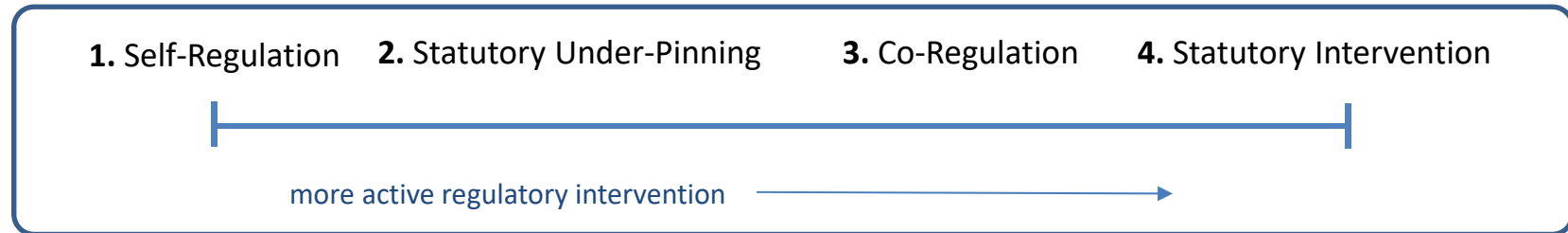


3. *Regulatory Framework for CTV*

- Tools for Media (content) Regulation
- Proposed CTV Regulations
- Technology

3. Regulatory Framework for CTV

Tools for Media (Content) Regulation



1. Self regulation:

- No license/Authorization required to disseminate media content
- Industry is recommended to organize themselves & publish Code of Practice (CoP)
- No approval of content/CoP by Regulator

2. Statutory Under-Pinning:

- As 1, but Regulator has authority to intervene (backstop) if industry fails
- Intervention = additional media regulations
- In case of structural problems, regime will evolve into Co-Regulations

3. Co-regulations

- Industry is requested to organize themselves
- CoP to be approved by Regulator

4. Statutory Intervention

- License/Authorization required to disseminate media content
- Content requirements defined by Regulator

ITU: Proposed regulatory CTV framework leans towards 3 & 4

3. Regulatory Framework for CTV

New CTV regulations proposed

- Review of existing regulations:
 - Organization Act (BE 2553) – **is replaced**
 - Broadcasting Business Act (BE 2251)
 - Notification on Licensing Criteria and Procedures for Radio and TV (BE 2555)
- New CTV regulations proposed for:
 1. Defining Characteristics of Community Broadcasting
 2. Licensing of Community Broadcasting
 3. The Governance of Community Broadcasting
 4. Community Broadcasting is Not for Profit
 5. Accountabilities of a Community Broadcasting Licensee
 6. Return of Community Television License



Code of Practice
&
Key Principles

3. *Regulatory Framework for CTV*

Model CTV Code of Practice

ITU: A CTV CoP should cover the following topics:

- i. Ensuring diversity of viewpoint and fairness
- ii. Ensuring respect for diverse viewpoints
- iii. Ensuring diversity of broadcasters
- iv. Dealing with disputes
- v. Policy on Right of Reply
- vi. Responding to audience complaints
- vii. Individuals access to broadcasting
- viii. Broadcasting political content
- ix. Providing broadcasting time to community groups
- x. Volunteer rights and responsibilities
- xi. Responsibility for scheduling
- xii. Presenter's responsibilities
- xiii. Ensuring accuracy in factual coverage
- xiv. Maintaining production and technical standards
- xv. The responsibilities of the Management Committee and the Station Coordinator
- xvi. Transparent and open reporting of the station's operations
- xvii. Training and development of broadcasters

3. *Regulatory Framework for CTV*

CTV Key Principles

ITU:

Principle 1: A community station should meet community interests

- a) Diversity of community interests in the content and operation
- b) Presenters on the station should represent the diversity of the community
- c) Minorities in the community should be considered
- d) The program schedule should reflect the range of interests in the community
- e) Organizations and individuals should be considered in the schedule
- f) The majority of time in the schedule should reflect local community interests

Principle 2: A community station should be independent

- a) Station should be independent in its decision-making and operation
- b) Peak decision making forum is the Board
- c) Operations overseen by the Board and Coordinator day-to-day management
- d) Board decisions will be available to all members
- e) No political or business or other interests shall influence the operations

3. *Regulatory Framework for CTV*

CTV Key Principles

ITU (cont'd):

Principle 3: Content should demonstrate diversity of perspectives and views

- a) If controversy, the principal perspectives on an issue should be broadcast
- b) A reply may be granted to a person or organization that has been critiqued
- c) CTV is characterized by democratic discourse and sometimes divergent and conflicting views are part of this

Principle 4: Community broadcasting volunteers should be valued

- a) Volunteers should be inducted into the policies and practice of the station
- b) Volunteers should have media skill development opportunities
- c) Volunteers should be clear about their roles and responsibilities
- d) A grievance process should be in place for volunteers

3. *Regulatory Framework for CTV*

CTV Key Principles

ITU (cont'd):

Principle 5: Accuracy in content is critical to the credibility of station

- a) CTV should ensure that information broadcast is accurate
- b) Accuracy can be achieved by seeking verification of information before broadcast
- c) Live broadcasts, accuracy can be enhanced by questioning claims
- d) Emergency information, should come directly from emergency service personnel
- e) In opinion content views expressed should be based on accurate information
- f) If accuracy is uncertain, should be made clear to the audience (but not rumors)

Principle 6: The governance of station should be open and transparent

- a) Income and expenditure should be made publicly available, at least annually
- b) Good standard of record keeping
- c) List of donors, date and amount of their contribution on website
- d) A community station must report annually to the NBTC

3. *Regulatory Framework for CTV*

CTV Key Principles

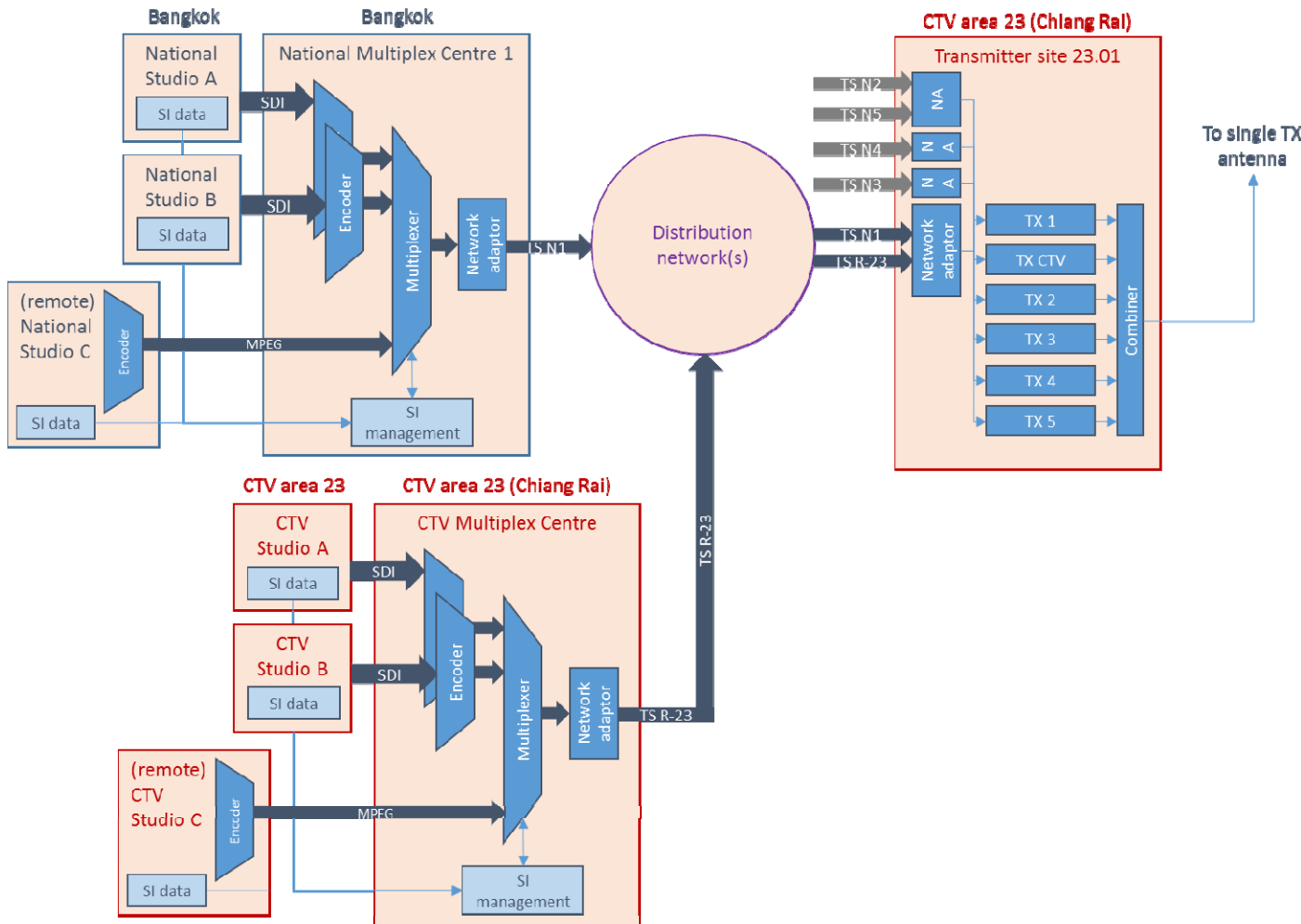
ITU (cont'd):

Principle 7: CTV should be particularly responsive to its audience

- a) Any audience complaints about content should be referred to the Coordinator
- b) If Coordinator is unable to resolve the matter, then the complaint to Board
- c) If Board is unable to resolve the matter, then the complaint to the NBTC
- d) A complainant may go directly to NBTC if no response within 30 days
- e) Audiences should be encouraged to use social media to provide feedback
- f) Any complaint should be in some form of writing
- g) A record of complaints and whether they have been upheld should be kept
- h) An upheld complaint has to be assessed against relevant broadcasting legislation, regulation or code

3. Regulatory Framework for CTV

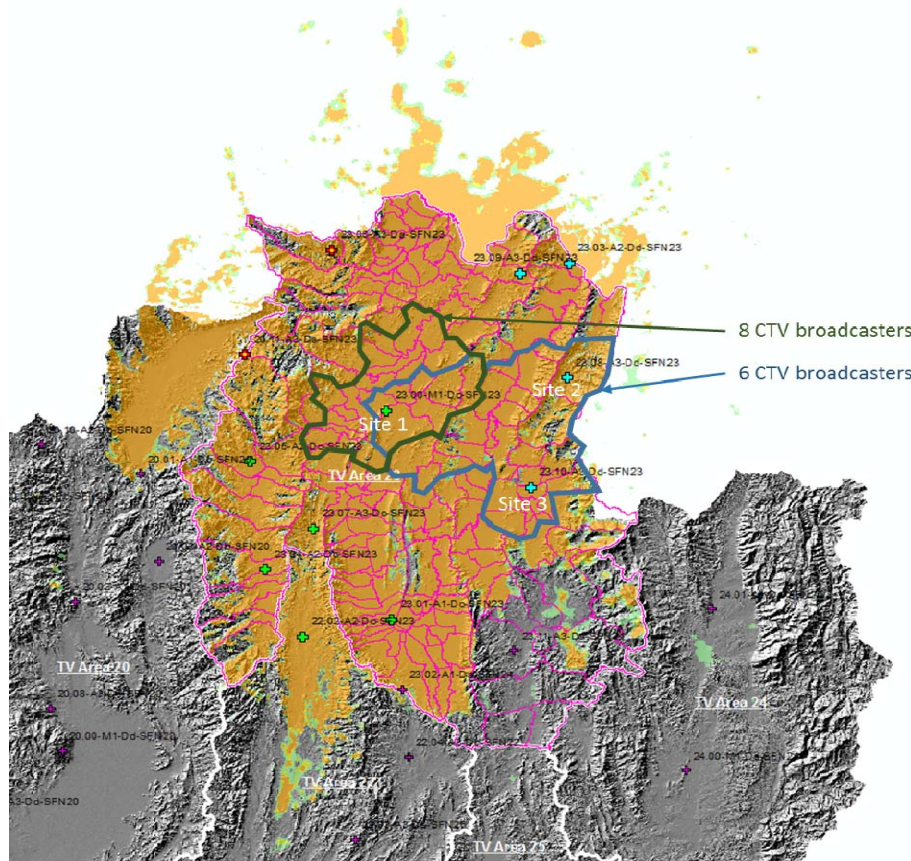
Technology - DTTB



- 6th multiplex or layer is designed for CTV = 6th transmitter on each site
- 12 SD services in each Local Area (39x)
- In terms of # of services, 12 SD = 25% of total capacity
- Sharing of facilities is essential

3. Regulatory Framework for CTV

Technology – DTTB demand & supply



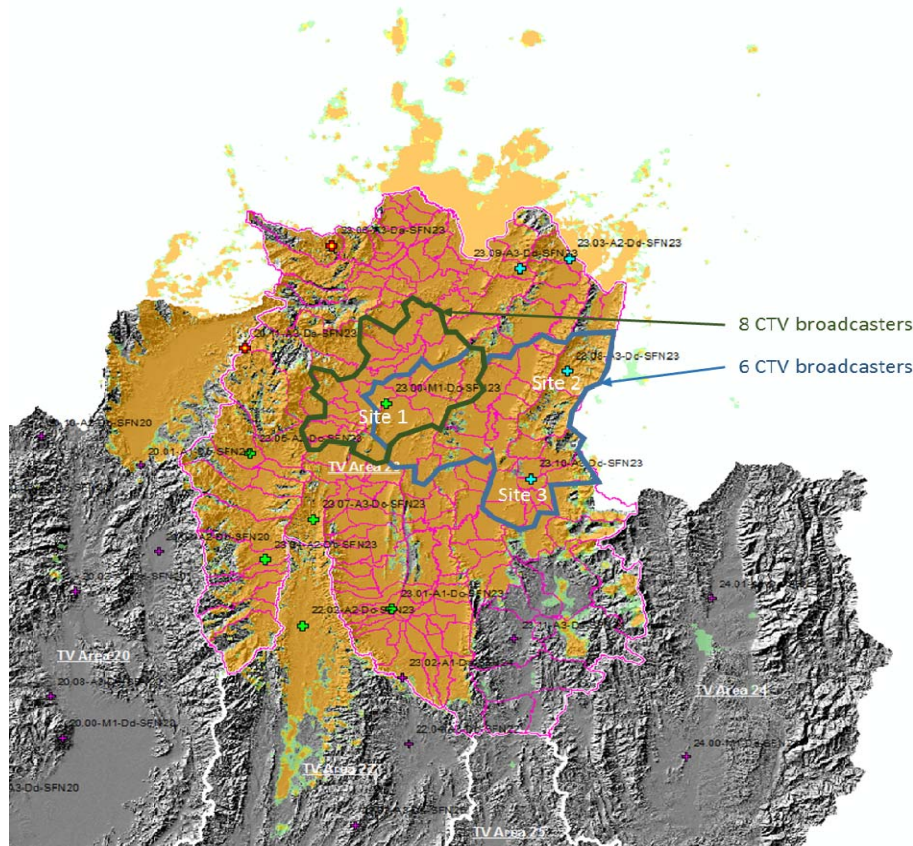
- Example of demand in Local Area 23 (Chiang Rai)
- 12 sites planned
- Demand is fragmented and partially overlapping
- Demand > supply in overlapping area → time sharing or selection

ITU:

- Deployment after *demand* for CTV is known
- Timesharing if demand exceeds supply

3. Regulatory Framework for CTV

Technology – DTTB distribution fees



- Distribution fee to be paid is cost based (may be charged per pop covered or per site)
- In this example, 3 sites are included in the DTTB network
- ‘Green’ broadcasters not ‘unloading’ at all sites are *passing off* cost to ‘blue’ broadcasters

ITU:

- Not unloading and hence not paying for those passed sites is not possible. CTV broadcasters should agree common coverage area

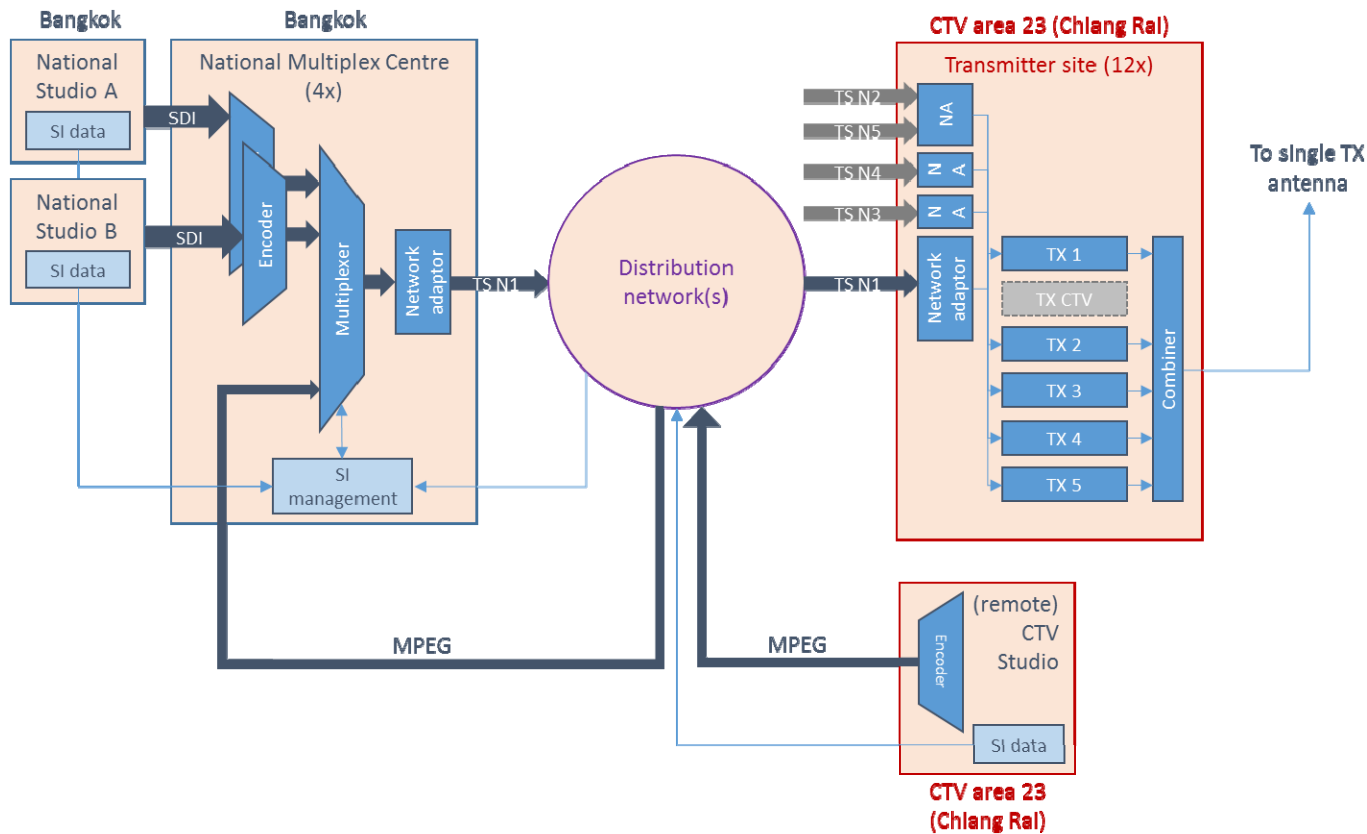


4. *Trial for CTV services*

- DTTB Trial on National Multiplexes
- Content Production – bare minimum

4. Trial for CTV services

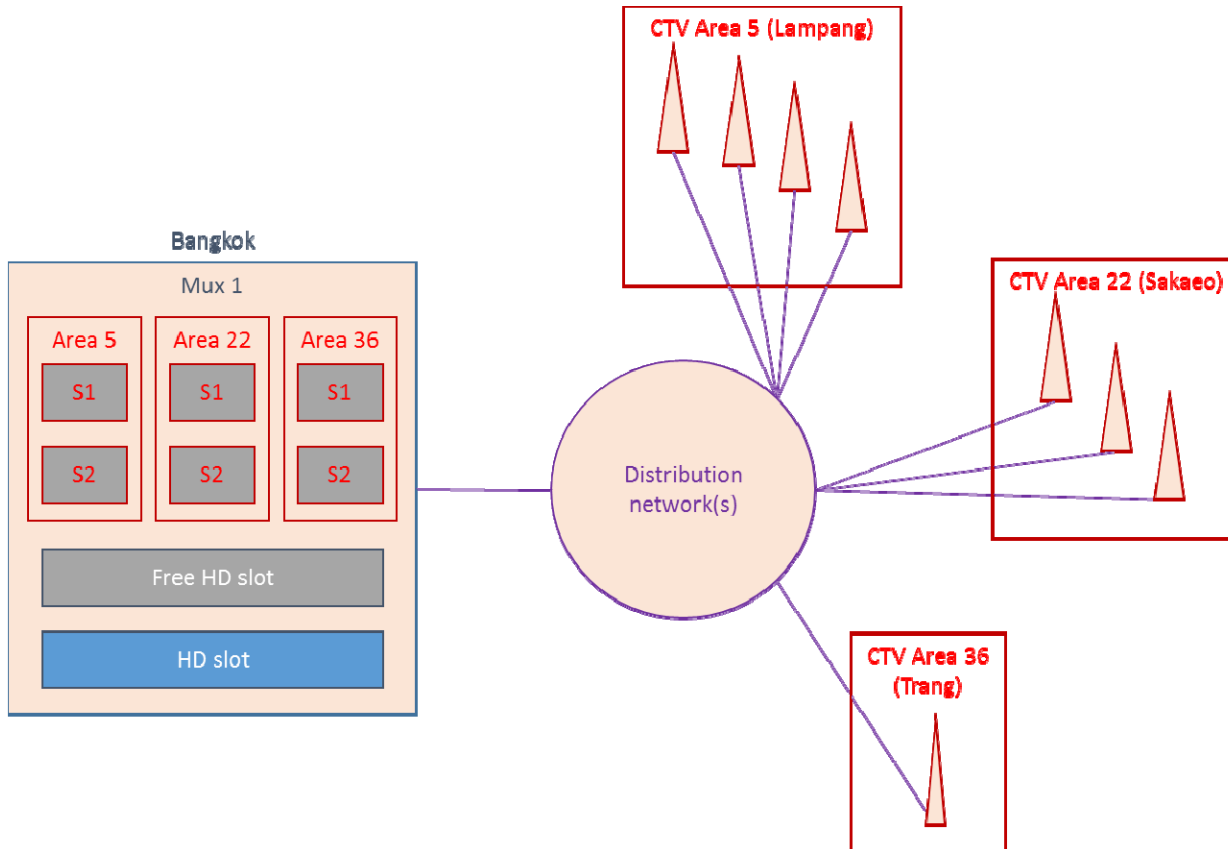
DTTB Trial on National Multiplexes



- Empty slots on the National multiplexes are used for CTV
- Remote CTV studios have to carry studio feeds to BKK multiplex center
- CTV services are not unloaded on all sites

4. Trial for CTV services

DTTB Trial on National Multiplexes

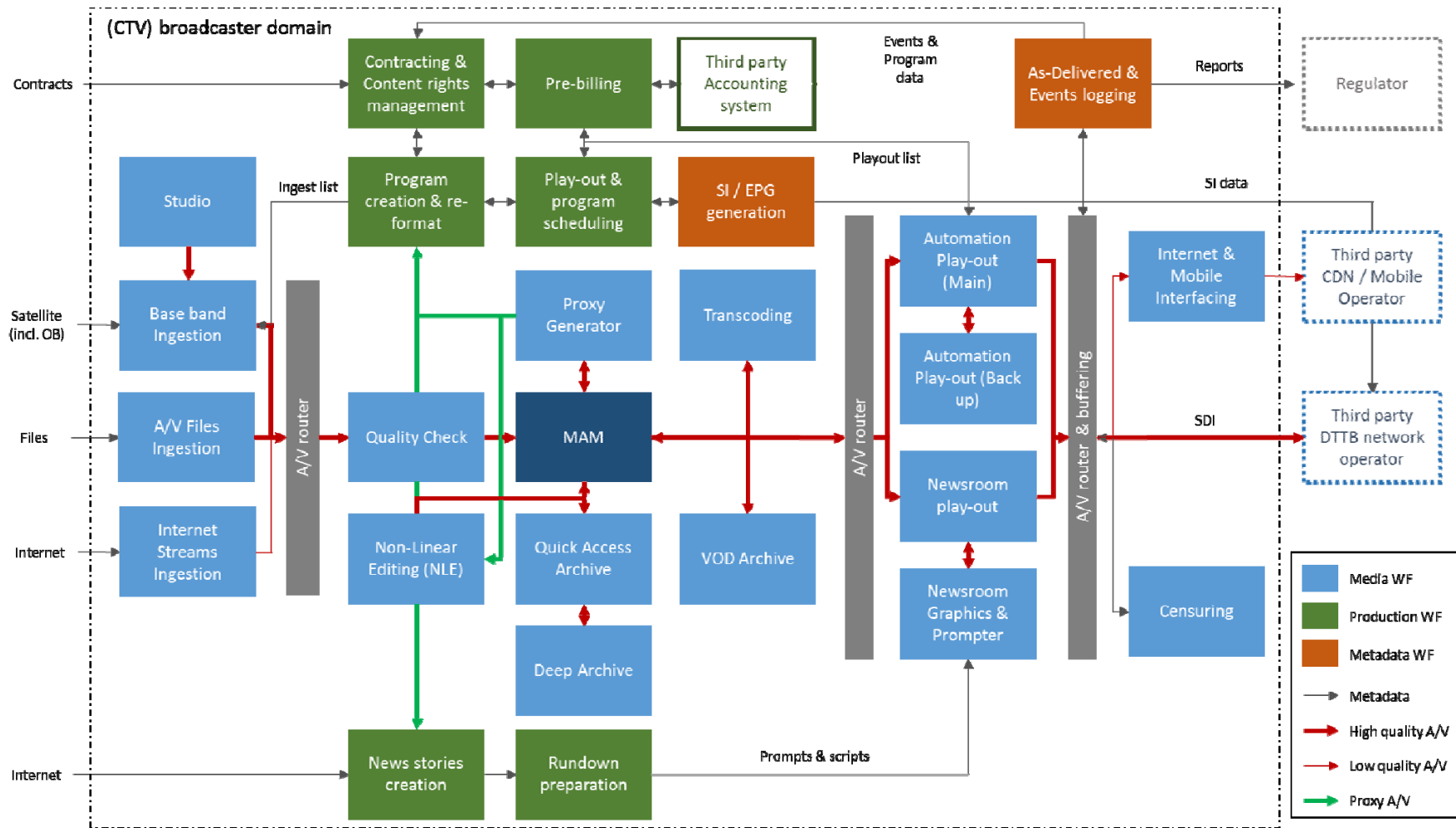


- Example of using the 6 empty SD slots on Multiplex 1 (PRD)
- With 6 SD slots you can have:
 - 2 CTV services in 3 Local Areas (see figure)
- OR
 - 3 CTV services in 2 Local Areas

4. Trial for CTV services

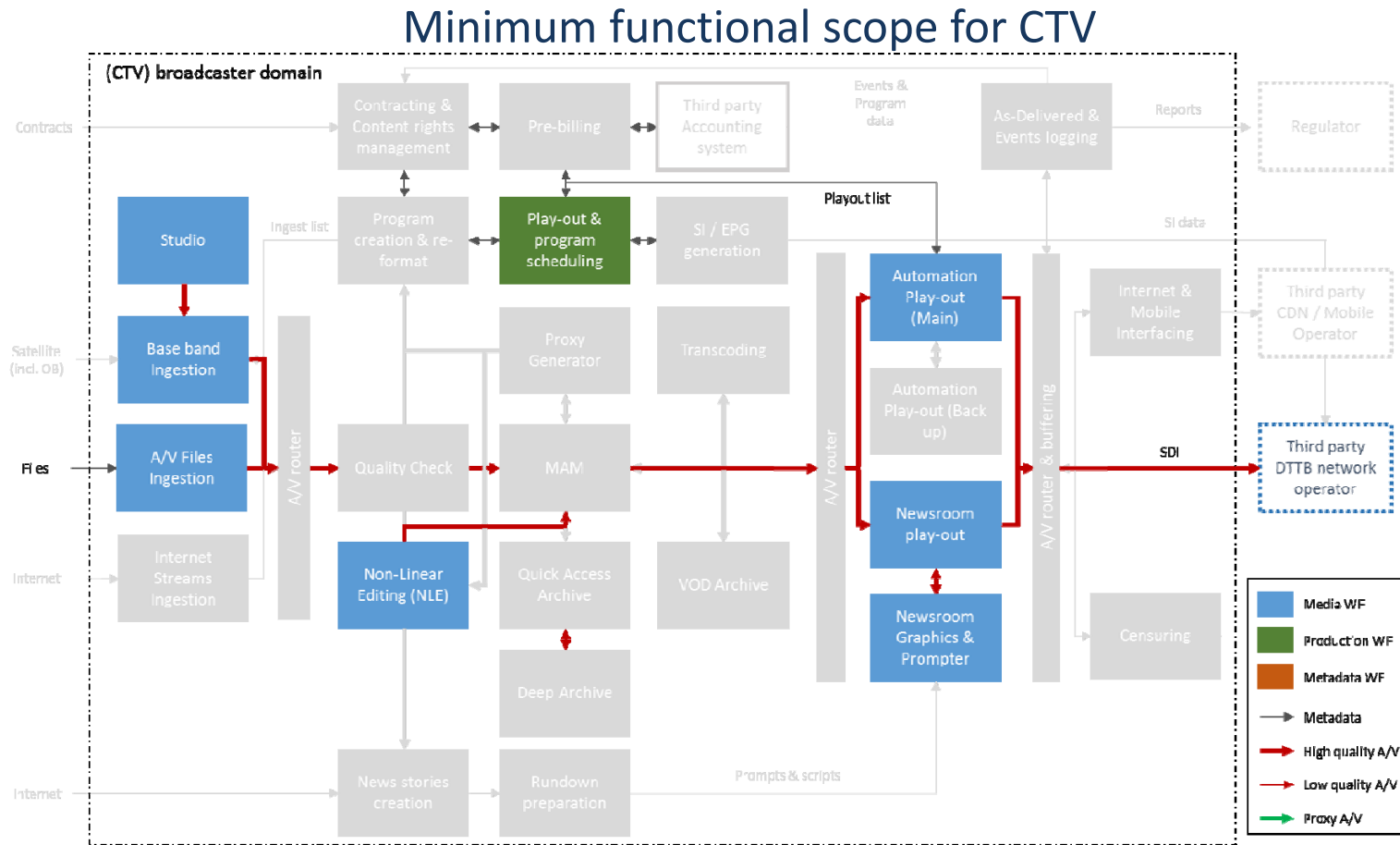
Content Production – bare minimum

Example of full functional scope of contemporary TV production



4. Trial for CTV services

Content Production – bare minimum



ITU: 'In-a-box' solutions should be checked on functional scope and CTV broadcasters and Regulator should understand the possibilities/limitations