

RWANDA UTILITIES REGULATORY AGENCY



REQUEST FOR PROPOSAL FOR SIGNAL DISTRIBUTOR LICENSE

1.0 Background

Considering that;

- 1.1 The agreement has been made among International Telecommunication Member states in June 2006, which Rwanda is a member, that the analogue terrestrial broadcasting systems shall be switched off in the year 2015 whereby Digital Terrestrial Television (DTT) shall get full protection,
- 1.2 Rwanda is preparing to switch off completely the analogue terrestrial broadcasting systems in the year 2012 three years earlier before the date set by ITU member states,
- 1.3 Introduction of Digital Terrestrial Television needs to start gradually in order to have smooth migration from analogue systems to Digital Terrestrial Television ,
- 1.4 Introduction of DTT recognize two distinctive players namely content services providers and signal distributor,
- 1.5 The licensing regime for digital broadcasting is intending to encourage and promote development of local content, while the

transmission part of the broadcasting network will be done by a signal distributor.

- 1.6 The core business of the signal distributor shall be to construct a National DTT Network, multiplexing, signal distribution and broadcasting Free to Air (FTA) and operate Conditional Access System. Furthermore, the signal distributor shall be required to cooperate with incumbent broadcasters to carry out double illumination (simulcast) for FTA channels up to December, 2012, the national cutoff date for double illumination.
- 1.7 In view of the above, Rwanda Utilities Regulatory Agency (RURA) is hereby inviting interested part to conduct a study and submit Request For Proposal (RFP) and Application of license to install, exploit and operate broadcasting network (Signal distributor), whereby all content service providers will be carried through the network.

2.0 Terms of Reference for the RFP

2.1 General Requirements

The applicants shall submit the following information to ascertain legal status of the company

- (a) Certified copy of the Certificate of registration of the company in the respective country where the company is doing business
- (b) Shareholding structure of the company
- (c) Certified copy of the Business license
- (d) Certified copy of the Memorandum of Understanding of the company
- (e) Company profile

2.2 Technical requirements;

The applicant shall submit proposal for technical requirements covering the following areas but not limited to:

- (a) Tower construction or upgrading the existing whenever possible and provide its specifications to cover the entire country.
- (b) Network planning taking into account deployment of Single Frequency Network or Multi Frequency Network using DVB-T technical specifications. The network planning shall comprise functional diagrams which depict network topology and broadcasting value chain to link and connect studios, subscriber management systems and application of condition access. The plan shall take into consideration the existing backbone plan of the optic fiber in Rwanda
- (c) The proposal shall include the multiplexing ratio, quality of service, interface and interconnection arrangement
- (d) The RFP shall provide the phased roll out plan covering all provinces, district and rural areas to achieve countrywide signal coverage
- (e) The RFP shall come up with the technical arrangement on how to host operations of the current and future FM broadcasters while implement the sound broadcasting using DVB-T, in VHF band III
- (f) The applicant shall come up with the minimum technical requirements for the technical specifications of the Set Top Boxes and Integrated digital receivers

3.0 Business plan requirements;

The applicant shall furnish the RFP with the following information

- (a) Capital requirements and financing plan
- (b) Marketing plan and tactics, which shall encourage development of local content, availability and affordable Set Top Boxes to expedite take up of digital broadcasting, trading of post paid and prepaid card for conditional access viewers and customer service plan

- (c) Pricing methodology and tariff structure to be used to the Content Service Provider (CSP), conditional access viewers, pay per view and other added value services accrued from the terrestrial digital broadcasting.
- (d) The applicant shall present the financial analysis outlining profit and loss account, balance sheet and cash flow statement of five years. Furthermore the applicant shall submit the recent audited accounts, capital investment ratio (equity/debt)
- (e) The applicant shall propose business arrangement to host operations of future licensed FM broadcasters
- (f) The applicant shall provide the human resource requirements and functional organization structure describing responsibility of each position
- (g) The applicant shall present sample of commercial contract between the content service provider and the signal distributor indicating quality of service assurances/guarantees

4.0 Submission

The RFP is not a tender funded by RURA but an application for license to **install, exploit and operate signal distribution** for terrestrial digital broadcast network.

Deadline for submission of RFP: **September 2, 2009**

The RFP should be submitted to the following address;

Director General

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