



HD studio training in Japan
(Feb, 2015)



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Congratulations to Botswana on Digital TV Transmission and Successful Analogue Switch Off (ASO)

The Japan International Cooperation Agency (JICA), a development partner to the Government of Botswana congratulates Botswana for a successful completion of Digital TV transmission project. This Digital TV broadcast is based upon the adopted Integrated Services Digital Broadcasting Terrestrial (ISDB-T), a Japanese broadcasting standard preferred by Botswana for its advantages of multiple broadcasting features amongst them, Data cast that enable viewers to read broadcast information. Amongst countries across the world that adopted the ISDB-T, Botswana becomes the first country to successfully switch to Digital TV transmission. JICA wishes Botswana the outmost joy of Digital TV and socio-economic development by taking advantages brought in by Digital TV Broadcast.

JICA's Technical Cooperation on Digital Terrestrial TV Broadcast Project

In 2013, the Government of Botswana and Japan signed a memorandum of agreement and launched Integrated Services Digital Broadcasting (ISDB-T) standard. JICA Expert team was then established to work with Botswana counterparts from the Department of Broadcasting Services (DBS), Botswana Television for Skills and Knowledge exchange. In 2018 the Analogue Switch-Off (ASO) project began. JICA dispatched the first ASO Advisor to lead the switch-off exercise which started with a successful rehearsal in Maun and Gantsi. In the year 2019 till 2022, JICA dispatched two ASO Advisors to continue with analogue switch-off in regions such as Maun, Gantsi, Tsabong, Selibe Phikwe, Chobe, Serowe etc. This operation led to the successful completion of the Analogue Switch Off project

in 2022 leaving Botswana to enjoy Digital TV. These JICA's technical Cooperation are in line with NDP 11 and Vision 2036 which supports the use of systems that enable access to information, and data broadcasting is one of such systems since it contributes to the pillar of Human and Social Development. Digital TV is expected to contribute to solving social and economic issues in line with Digital transformation such as distance learning and employment creation due to the demand of local content production.

Other support from Japan for Digital TV Broadcast Project since 2013

In preparation of successful implementation of the project, various training programs were provided by JICA to different officers at Department of Broadcasting Services ranging from engineers, producers, editors, channel

controllers etc. The training programs were in the form of benchmarking exercise and in-depth training at Japan including visiting Japanese Public Broadcaster, Nippon Hoso Kyokai (NHK), through online and In-house trainings by JICA experts. Some of the trainings included Digital Terrestrial TV Broadcast DTTB Engineering, ISDB-T Broadcasting for Executives' Seminar, TV Program Production for Digital Terrestrial Broadcasting-Operations of ISDB-T, Digital Terrestrial TV Broadcasting (DTTB) Policy and Engineering, Program Production for Digital Broadcasting, Establish Program Schedule Strategy for Nationwide Digital Migration in Botswana. Besides trainings, the Government of Japan through her Embassy, donated 15,000 Set-Top Boxes.



Minister of State President
Hon. Mr. Kabo N.S. MORWAENG

The successful completion of the digital migration process in Botswana is a result of a partnership with the government of Japan through the Japan International Cooperation Agency. This has enabled us to roll out 46 digital terrestrial transmitters as well as development of set top boxes for content access. We trust that this partnership will not end at the roll-out of the digital transmitters but will continue even in other areas of mutual interest in broadcasting.



Embassy of Japan
HE Ambassador Mr. Takashi HOSHIYAMA

Congratulations to the Botswana Government on the historic moment of completing the transition to digital terrestrial TV broadcasting! I am very proud to see that Botswana has become the first country in Africa to have switched off analogue broadcasting nationwide among those adopting the Japanese standard. There must have been many difficulties in implementing this accomplishment, including setting up necessary infrastructure and training human resources. I would like to praise all those involved in such challenges. I hope that the digitalization of terrestrial broadcasting be a symbol of Japan-Botswana relations and will help advance Botswana's journey to the digital economy.



Resident Representative of JICA
Mr. Hideo EGUCHI

JICA is pleased for the successful completion of the Digital Terrestrial TV Broadcast project in Botswana. JICA supported this project since 2014. As an implementing agency of Japanese Official Development Assistance (ODA), the success of this project is an opportune moment in strengthening cooperation in socio-economic development of Botswana. JICA highly commends the commitment from both JICA experts and counterparts from Department of Broadcasting Services to drive the project outcome despite the COVID-19 situation. JICA is ready to support Botswana in development projects by sharing Japanese technology, knowledge and experiences.



Permanent Secretary, Ministry of State President
Ms. Goitsewang MOREKISI

The completion of the digital migration process has enabled us to unlock the potential for the growth of the broadcasting sector in Botswana. The digital terrestrial platforms will be useful not only to the state broadcasting operations but to private broadcasters as well. This will inspire growth in the content creation business. We are grateful for the support of our partners including the Government of Japan.