

Ex-ante Evaluation

1. Name of the Project

Country: The Republic of Tunisia

Project: National Television Broadcasting Center Project

(Loan Agreement: March 12, 2007; Loan Amount: 4,075 million yen; Borrower: The Government of the Republic of Tunisia)

2. Necessity and Relevance of JBIC's Assistance

ERTT (Etablissement de la Radiodiffusion Télévision Tunisienne) began television broadcasting in Tunisia in 1966. Currently, ERTT broadcasts programs of low commercial value and high public value, such as news and educational programs, on two channels (TV7 for general programs and Canal21 for educational programs). Because ERTT's broadcast area covers 99.7% of the country and the percentage of households with television sets reaches 90.2%, television broadcasts have a large impact. However, the current broadcasting center in Tunis, the capital of Tunisia, was built originally for radio broadcasts in 1955, and so the staff is forced to produce programs with antiquated equipment in small studios.

In its national development plan, the Tunisian government positions the broadcasting sector as one of the strategic priority sectors. The 10th five-year economic and social development plan (2002 – 2006) calls for “construction of a new ERTT broadcasting center and enhancement of its facilities” with the aim of enhancing contents of the programs by modernizing the television broadcasting facilities. The Tunisian government has completed the construction of a new broadcasting center with its own resources in September 2006, and this project is to supply the necessary equipment and materials for the production of television programs in the new broadcasting center. Moreover, the 11th five-year economic and social development plan (2007 – 2011) includes as priority issues an increase in the number of television broadcast channels and further enhancement of the production of television programs.

This project will be implemented as a priority project of the above-mentioned National Development Plan. It aims to enhance television broadcasting by enabling production of high-quality programs, diversification of programs, and increased broadcast time through the installation of modern television broadcast equipment and materials. As a result, the project is expected to contribute to an increase in opportunities to provide information to the Tunisian people, while also making possible public broadcasting that is highly reliable and enhanced in contents. As the project also plans to promote interchanges with Japanese broadcast stations, an expansion of interchanges between Tunisia and Japan is anticipated in cultural and social fields through the exchange of television programs, etc., in addition to the transfer of technology for program production and broadcast operations. Furthermore, the Tunisian government requests yen loan assistance under the Special Terms for Economic Partnership (STEP) in order to promote utilization of digital broadcast equipment through this project, in which Japan possesses advanced technology.

In JBIC's Medium-Term Strategy for Overseas Economic Cooperation Operations (April 2005), assistance for the correction of disparities in information among regions as part of “infrastructure development for sustainable growth” is prescribed, and support for this project is consistent with this strategy. Thus, JBIC's support for this project is highly necessary and relevant.

3. Project Objectives

The objective of this project is to enhance television broadcasts by installing broadcast equipment and materials and by conducting technology transfer at the new television broadcast center of ERTT (Etablissement de la Radiodiffusion Télévision Tunisienne), Tunisia's national television station, thereby contributing to the realization of highly reliable public television broadcasts, the increase in opportunities to provide information to the public through television broadcasts, and the promotion of mutual understanding between Japan and Tunisia.

4. Project Description

(1) Target Area

Entire area of the Republic of Tunisia

(2) Project Outline

Procurement and installation of the necessary equipment and materials to enhance ERTT's broadcast facilities (i.e., the existing two channels).

(a) Supply of program production equipment and materials (Infra network for program production facilities, studio equipment and materials, and server system).

(b) Consulting service (construction supervision, technological guidance and training, assistance for interchanges with Japanese broadcast stations).

(3) Total Project Cost/Loan Amount

6,520 million yen (Yen Loan Amount: 4,075 million yen)

(4) Schedule

September 2006 – September 2013 (85 months)

(5) Implementation Structure

(a) Borrower: The Government of the Republic of Tunisia

(b) Executing Agency: ERTT (Etablissement de la Radiodiffusion Télévision Tunisienne)

(c) Operation and Maintenance System: Same as (b)

(6) Environmental and Social Consideration

(a) Environmental Effects/Land Acquisition and Resident Relocation

(i) Category: C

(ii) Reason for Categorization:

This project is likely to have minimal adverse impact on the environment due to the fact that the project sector and project characteristics are not likely to exert impact and the project is not located in a sensitive area under the "Japan Bank for International Cooperation Guidelines for Confirmation of Environmental and Social Consideration" (established in April 2002).

Thus this project is classified as Category C.

(b) Promotion of Poverty Reduction

None in particular.

(c) Promotion of Social Development (e.g. Gender Perspective)

Following the improvement in its program production capabilities as a result of this project, ERTT plans to enhance news and educational programs, which is expected to contribute to the enhancement of information provision to the public and to the correction of disparities in information. It is also expected to promote gender considerations by broadcasting programs for women, concerning mothers' and children's health and culture, etc.

5. Outcome Targets

(1) Evaluation Indicators (Operation and Effect Indicator)

Indicator	Baseline (2005)	Target (2013, at completion)
Number of programs produced/year (programs)	45 (TV7)	55 (TV7)
	55 (Canal21)	60 (Canal21)
Total broadcast time/year (hours)	7,155 (TV7)	7,870 (TV7)
	3,640 (Canal21)	5,840 (Canal21)

(2) Internal Rate of Return

The internal rate of return for this project has not been calculated because no method has been established for quantitatively and comprehensively grasping the economic effects of television broadcasting.

6. External Risk Factors

None.

7. Lessons Learned from Findings of Similar Projects Undertaken in the Past

In the ex-post evaluations of similar projects in the broadcasting and telecommunications sector in the past, the importance of human resources development and the need to pay attention to securing an operation and maintenance budget for the broadcasting station have been pointed out. In this project, the consulting service is scheduled to assist the preparation of a training plan for human resources development. For the operation and maintenance budget, it was confirmed at the time of JBIC's appraisal that the Tunisian government will provide an appropriate budget allowance.

8. Plans for Future Evaluation

(1) Indicators for Future Evaluation

- (a) Number of programs produced/year (programs)
- (b) Total broadcast time/year (hours)

(2) Timing of Next Evaluation

After project completion.