Date: September 12, 2014

**Press Release**

**Signing Ceremony of Loan Agreement:**

**Digitization of Terrestrial Television Broadcasting (DoTT-B) Project**

The Japan International Cooperation Agency (JICA) and the Ministry of Finance and Planning will sign the Loan Agreement on "Digitization of Terrestrial Television Broadcasting (DoTT-B) Project.

The Government of Sri Lanka has adopted the Japanese Standard of Digital Terrestrial Television Broadcasting known as ISDB-T (Integrated Services Digital Broadcasting). ISDB-T system allows data broadcasting as a standard feature to enable transmission to viewers simultaneously and will correspond to the shortage of frequencies.

The benefits of the Japanese Standard includes the possibility to deliver the disaster related information and to foster the usage of Information and Communication Technology (ICTs) to resolve the social difficulties.

This project will digitalize the terrestrial television broadcasting, which enables the public to mutually communicate with the TV provider and make it possible for the viewers to receive data broadcasting. In addition, combination with the other ICT tools will enable the government to deliver the Early Warnings of the disaster related information. Hence, these new combinations will bring more opportunities for viewers to pursue better life.

Mr. Kiyoshi AMADA, Chief Representative of JICA Sri Lanka Office, Secretary of Ministry of Finance and Planning will **sign the Loan Agreement** at Ministry of Finance and Planning on **Tuesday 23rd** from **14.00pm**.

JICA will provide both financial (JPY 13 billion concessionary loan) and technical assistance to the Government of Sri Lanka for the establishment of the ISDB-T in Sri Lanka.

**Japan International Cooperation Agency (JICA)** is the implementing agency of Japan’s Bilateral Official Development Assistance (ODA). JICA, the world biggest bilateral donor agency, works in over 150 countries and regions. In accordance with its vision of “Inclusive and Dynamic Development,” JICA supports the resolution of development issues in developing countries. In Sri Lanka, Japan has been providing financial and technical assistance since 1954 and is one of the largest donors to the country. On behalf of the people and the Government of Japan, JICA contributes to improve the livelihood of people in Sri Lanka.

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