

Digital Dzonga launched today

The Department of Communications (DoC) today officially launches the Digital Dzonga and introduces the Digital Dzonga Council to the media and public.

The Digital Dzonga Council is an advisory body appointed by government in 2008 to oversee South Africa's migration to digital terrestrial broadcasting.

Government has taken an inclusive and transparent approach to the development and implementation of the digital migration process, and the Digital Dzonga Council therefore includes representatives from both the public and private sectors. Council members include government (Department of Communications), consumer groups, broadcasters (SABC, e.tv, M-Net), manufacturers, the national signal distributor (Sentech) the regulator (ICASA).

"Together with the DoC, the Digital Dzonga acts as the implementation champion of the Broadcasting Digital Migration (Go Digital) programme, providing a forum for discussion and a platform for coordinating all decisions taken relating to the



Sipiwe Nyanda, Minister of Communication.

digital migration campaign," says General (Ret.) Sipiwe Nyanda, Minister of Communication.

To date, television and radio signals are broadcast on an analogue platform, which requires a large amount of bandwidth to transmit picture and sound information and so limits the amount of signal that can get through at any one time.

Digital signals, on the other

hand, require much less bandwidth, therefore more channels can be broadcast at the same time, with brighter, sharper picture and better sound.

"Not only will this place the country at the forefront of digital broadcasting worldwide, it will also have the power to transform and uplift the everyday lives of all South Africans as it is our goal to use broadcasting to accelerate economic development and to contribute to social cohesion," says Minister Nyanda.

Chairperson of the Digital Dzonga, Ms Lara Kantor agrees: "Television opens up the future through watching educational, entertainment, sport, information and cultural programmes.

"Digital TV will bring so much to South Africa through more choice of channels and content. It's exciting that South Africa will be counted among the most advanced countries in the world – going digital in a way that will meet our country's unique challenges.

"The world is going digital. The future is digital as encapsu-

lated in our slogan 'Go Digital'.

"Soon, we'll all see the difference in our lives," Kantor concludes.

Digital Dzonga Council members and their roles on the Council are:

- Lara Kantor – Chairperson
- Dr Mashilo Boloka – Secretariat (Dept of Communication)
- Karen Willenberg – Member: Broadcasting (M-Net)
- Mvuzo Mbebe – Member: Broadcasting (SABC)
- Dingane Dube – Member: Signal Distribution (Sentech)
- Marcel Golding – Member: Broadcasting (e.tv)
- Anton Lan – Member: STB Manufacturing
- Bertus Bresler – Member: STB Manufacturing
- Phosa Mashangoane – Member: Regulator (ICASA)
- Rob Sobey – Member: TB Manufacturing
- Thabo Mofokeng – Member: Technical
- Loren Braithwaite Kabosha – Member: Consumer Interests
- Calvo Mawela – Member: Signal Distribution (Orbicom)
- Richard Poulton – Member: Labour.