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THE NATIONAL ASSEMBLY

TWELFTH PARLIAMENT - SECOND SESSION

THE DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION
AND INNOVATION

REPORT ON THE INTERNATIONAL BROADCASTING CONFERENCE HELD IN
RAI, AMSTREDAM, THE NETHERLANDS FROM 13TH TO 18TH SEPTEMBER 2018

 THE NATIONAL ASSEMBLY PAPERS LAID	
DATE:	05 DEC 2018
	DAY: Wednesday (Pm)
TABLED BY:	Hon. William Kisang, MP Chair - DC - on Communication, Information & Innovation
CLERK-AT THE TABLE:	Rachel Kaini - Principal Clerk Assistant

DIRECTORATE OF COMMITTEE SERVICES
CLERK'S CHAMBERS
PARLIAMENT BUILDINGS
NAIROBI-KENYA

DECEMBER, 2018



Table of content

Contents

CHAIRPERSON'S FOREWARD	3
1.0 PREFACE	4
1.1 MANDATE OF THE COMMITTEE	4
1.2 COMMITTEE MEMBERSHIP	5
1.3 Committee Secretariat	6
2.0 THE INTERNATIONAL BROADCASTING CONVENTION CONFERENCE	7
2.1 Introduction	7
2.2 Objectives of IBC	7
2.3 The delegation	7
3.2 Meeting with the global game changers	8
3.3 The future of mobile cinematic film making	8
3.4 Bringing new content creators closer to broadcasters through cloud.	9
These advancements in the technology would greatly increase the number of viewers as compared to the current models.....	9
3.5 Transforming the future of advertising	9
3.6 The IBC conference and exhibitions	10



CHAIRPERSON'S FOREWARD

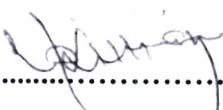
The International Broadcasting Conference is annual event that brings together both visitors and exhibitors of media in Rai, Amsterdam. This year's event took place between 13th to 18 September 2018. The conference encompassed showcasing and presentation on the areas of the media industry, entertainment and technology industry. The conference entailed the showcasing of the equipment that are used in broadcasting in the developed countries; these included modern cameras, modern big screens, lighting systems etc. The conference entailed different exhibitions and various conferences.

The report herein covers the topics that were discussed in the various sessions that were attended as well as the showcased media equipment that were shown to the delegation. The report as well has included the observations and the recommendations of the delegation.

The conference devolved into the content of media, the new technology being implemented into the media industry as well as how the diversity in the technology has had an impact on the advertisements and the targeted consumer base. The conference enabled the members to appreciate the challenges that are facing the media industry especially in the developing countries e.g. Kenya.

The Committee wishes to register its appreciation to the offices of the Speaker and the Clerk of the national assembly for the support accorded to the Committee in the execution of its mandate.

It is my pleasant duty to present the report of the Departmental Committee on Communication, Information and Innovation on the International Broadcasting Conference.

SIGNED..........DATE.....16/10/2018.....

HON. WILLIAM KISANG, MP – CHAIRPERSON

**DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION AND
INNOVATION**



1.0 PREFACE

1.1 MANDATE OF THE COMMITTEE

The Departmental Committee on Communication, Information and Innovation is one of the ~~fifteen departmental committees of the House established pursuant to Article 124 of the~~ Constitution of Kenya, 2010 and Standing Order 216 of the National Assembly and mandated to:

- (a) investigate, inquire into, and report on all matters relating to the mandate, management, activities, administration, operations and estimates of the assigned ministries and departments;
- (b) Study the programme and policy objectives of ministries and departments and the effectiveness of the implementation;
- (c) study and review all legislation referred to it;
- (d) study, assess and analyse the relative success of the ministries and departments as measured by the results obtained as compared with their stated objectives;
- (e) investigate and inquire into all matters relating to the assigned ministries and departments as they may deem necessary and as may be referred to them by the House;
- (f) vet and report on all appointments where the Constitution or any law requires the National Assembly to approve, except those under Standing Order 204 (*Committee on Appointments*); and
- (g) Make reports and recommendations to the House as often as possible, including recommendation of proposed legislation.



1.2 COMMITTEE MEMBERSHIP

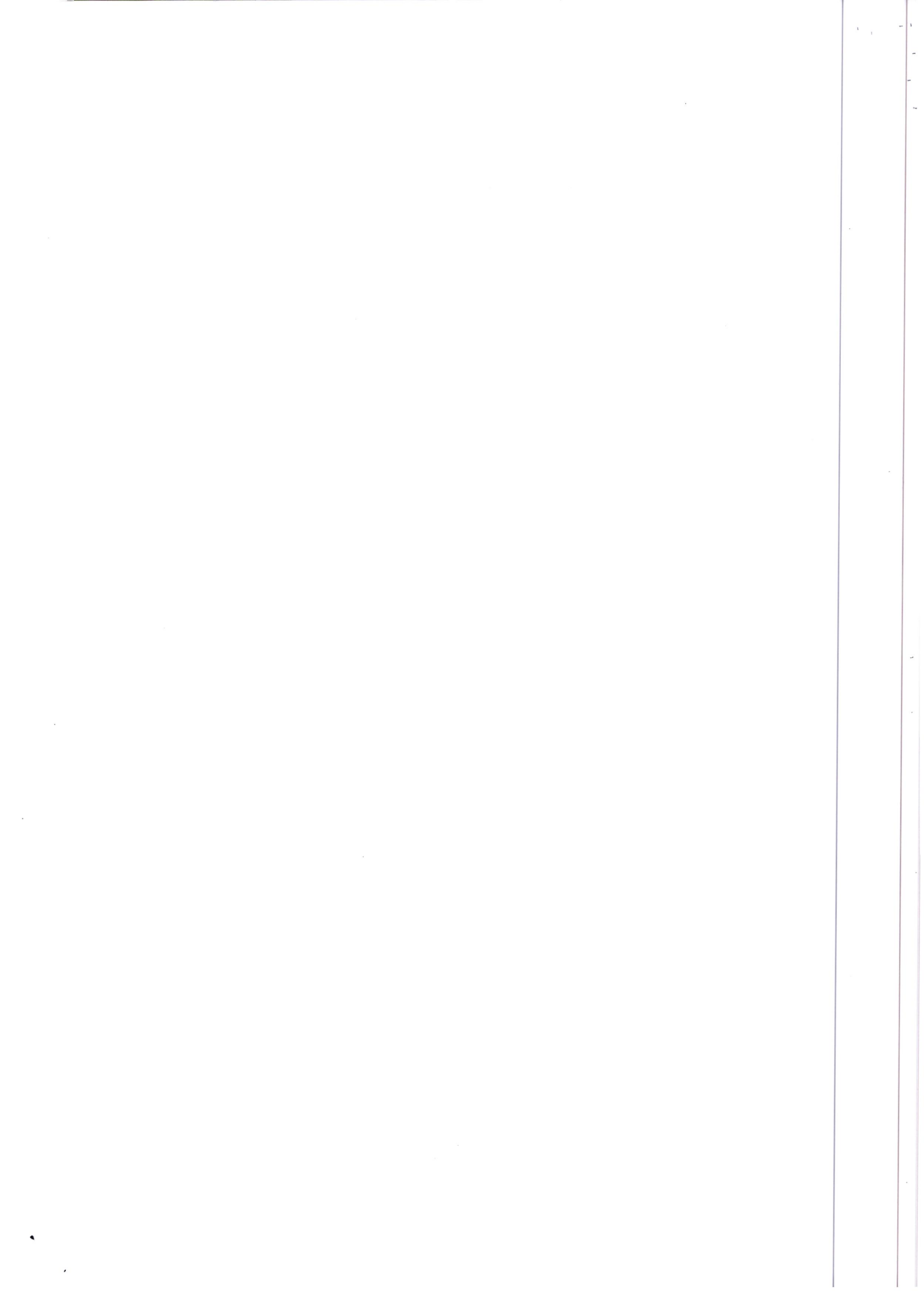
1. Hon.Kisang William Kipkemoi, M.P - **Chairperson**
2. Hon.George Macharia Kariuki, M.P - **Vice Chairperson**

3. Hon.Liza, Chelule Chepkorir, M.P.
4. Hon.Alfah, O. Miruka, M.P.
5. Hon. Annie Wanjiku Kibeh, M.P.
6. Hon. Joshua Kimilu, Kivinda, M.P.
7. Hon. Marwa Kitayama Maisori, M.P.
8. Hon. Mwambu Mabongah, M.P.
9. Hon. Maritim Sylvanus, M.P.
10. Hon. Mwangaza Kawira, M.P.
11. Hon. Jonah Mburu, M.P.
12. Hon. Gertrude Mbeyu Mwanyanje, M.P.
13. Hon.Wamuchomba, Gathoni, M.P.
14. Hon. (Eng.) Mark Nyamita Ogola, M.P
15. Hon.John Kiarie Waweru, M.P.
16. Hon.Erastus Nzioka Kivasu, M.P.
17. Hon.Innocent Momanyi, Obiri, M.P.
18. Hon.Godfrey Osotsi, Atieno, M.P.
19. Hon.Anthony, Tom Oluoch, M.P.



1.3 Committee Secretariat

- | | |
|------------------------|------------------------------------|
| 1. Mr. Nicholas Emejen | Deputy Director Committee Services |
| 2. Ms. Ella Kendi | Clerk Assistant III |
| 3. Mr. Ronald Walala | Legal Counsel II |
| 4. Ms. Lorna Okatch | Research Officer III |
| 5. Ms. Catherine Gati | Fiscal Analyst III |



2.0 THE INTERNATIONAL BROADCASTING CONVENTION CONFERENCE

2.1 Introduction

The International Broadcasting Convention, commonly known by the acronym I.B.C is a trade show that is usually held annually in the Rai, Amsterdam, in the Netherlands. IBC is an independent body which is owned by six partner bodies, these include: International Association for Broadcast & Media technology suppliers (IABM); the Institute of Electrical and Electronics Engineers (IEEE); the Institution of Engineering and Technology (IET); the Royal Television Society (RTS); the Society of Cable Telecommunications Engineers (SCTE) and the Society of Motion Picture and Television Engineers (SMPTE).

2.2 Objectives of IBC

The main objective of the International Broadcasting conference was to show case the new developments in the media, entertainment and technology industry. The conference entailed the showcasing of the equipment that are used in broadcasting in the developed countries; these included modern cameras, modern big screens that are used in broadcasting, lighting systems etc. The conference entailed different exhibitions and various conferences.

2.3 The delegation

The Committee on Communication, Information and Innovation was invited to attend the conference and the exhibition which was held from 13th to 18th September, 2018. The Committee nominated the following Members of Parliament to represent it in the conference and exhibition-

1. Hon. Anthony Tom Oluoch, M.P.- Leader of Delegation
2. Hon. Wamuchomba Gathoni, M.P.
3. Hon. Joshua Kimilu Kivinda, M.P.
4. Hon. Marwa Kitayama Maisori, M.P.
5. Hon. Jonah Mburu Mwangi M.P.

The delegation was accompanied by Ms. Catherine Gati - Fiscal analyst/Delegation Secretary



3.0 IBC CONFERENCE PRESENTATIONS

3.1 Opening Keynote: Cutting Through

The conference officially started on 13th September, 2018. The keynote address was given by Mr. Tim Davie, the Chief Executive Officer, BBC studios.

He presented that the demand for stand out content has continued to rise, as well as the competition for Internet Protocol (IP) and talent has become very fierce in the current world. The media industry is powered by hits, traditional and public service broadcasters both compete and partner with global players like Netflix and Amazon to reach audiences and deliver on their expectations.

The chief executive officer elaborated on how the BBC and other media houses should refocus their commercial production and distribution business to create the best content and experiences for all the intended consumers internationally through co-owned platforms as well as with third party platforms.

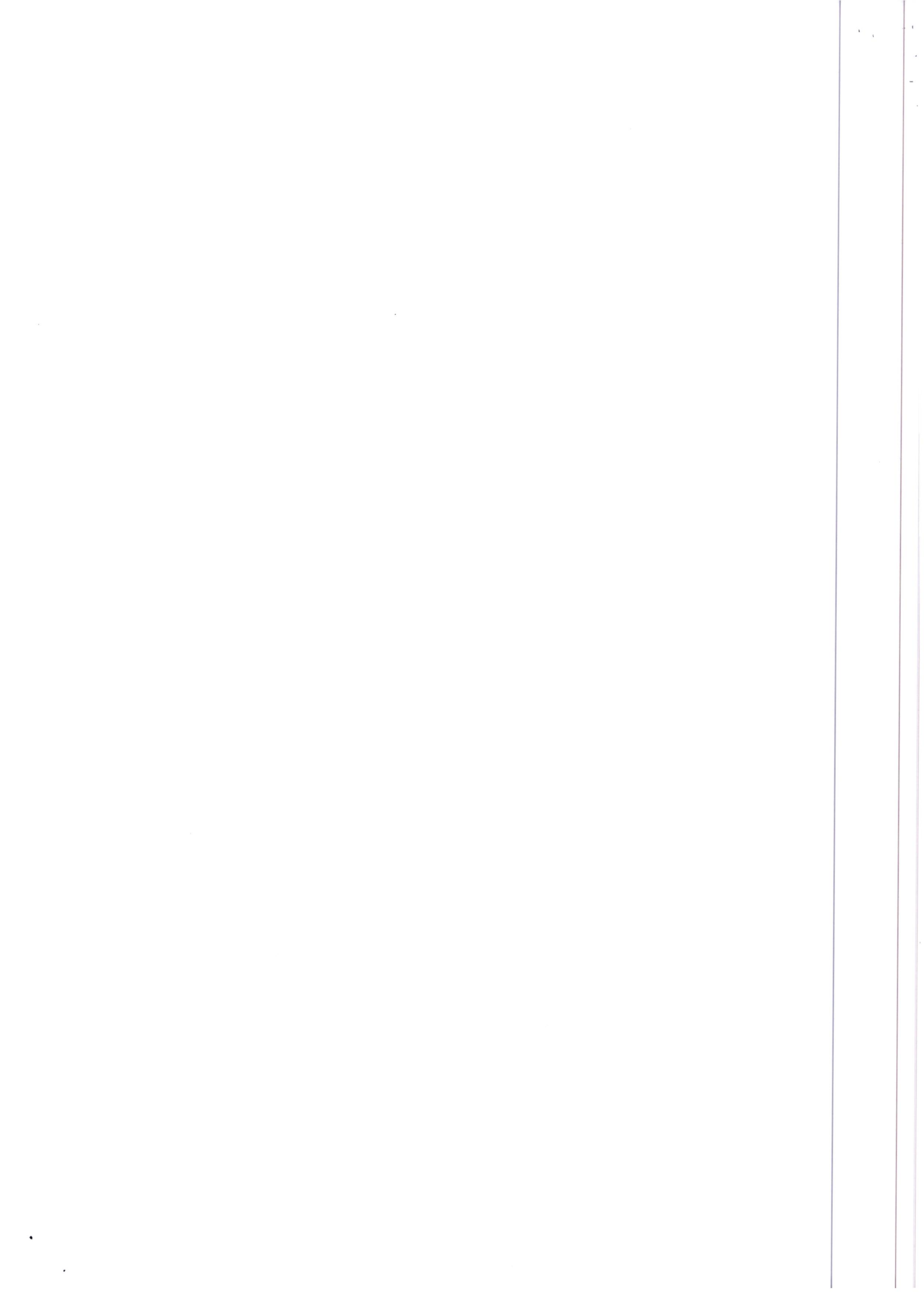
3.2 Meeting with the global game changers

In the session a presentation on changing the face for a new generation was done. The speaker, Ms. Zahra Rasool, who did an editorial lead for contrast, Al Jazeera Media network presented that, to reach the new younger audiences, the media industry needs a game changing approach to content and advertising.

For instance, Brave Bison, an example of a company that has changed its approach is able to connect brands, creators, influencers and social media to reach the smartphone generation. Al Jazeera, which is a media network, is breaking through limitations of two-dimensional Television to create immersive content, pushing the boundaries of news coverage and putting a new generation of socially- conscious digital-native viewers in the middle of the story.

3.3 The future of mobile cinematic film making

In a session a presentation was made by Terri Morgan. The delegation was heard that, the iOS and android phones and tablets have quickly caught up to cinematic cameras in features, image



quality and formats. Following a pronouncement by a renowned Hollywood director that he would shoot all his movies on an iPhone; the impact of the proclamation alone has rejuvenated the mobile film making industry in far reaching manner. There have been advancements in the gear, accessories and applications which have all helped fuel tremendous new growth in the category. This has had an impact on the quality and caliber of content that is being created by professionals.

3.4 Bringing new content creators closer to broadcasters through cloud.

The Chief Executive Officer and co-founder of Make.tv Inc., Mr. Andreas Jacobi informed the delegation on how to enable hyper-personalized viewing experiences that would captivate and engage audiences.

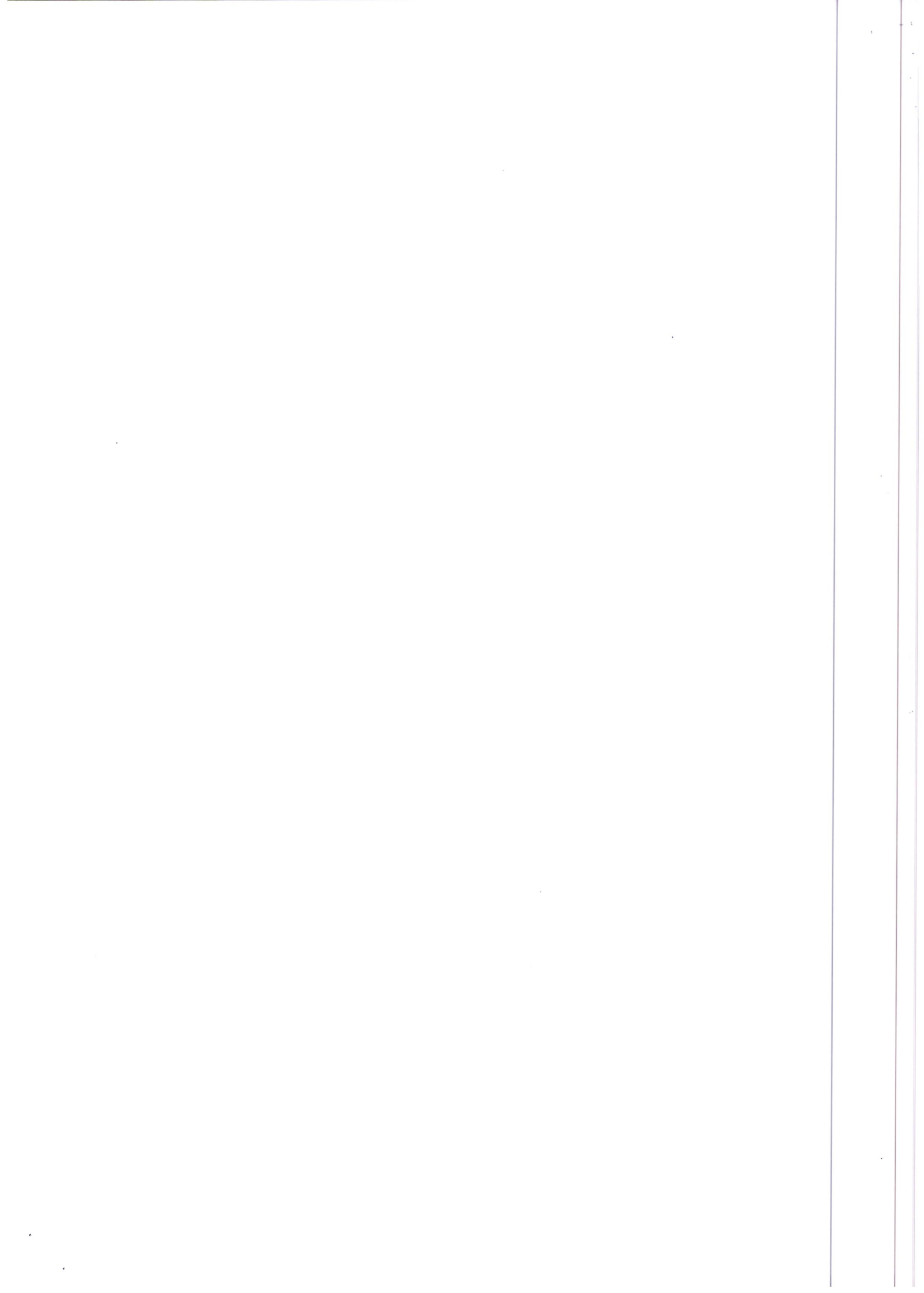
He mentioned that hyper-localized, hyper-personalized, user generated content is what drives greater percentages of viewing time. He explained that there are new advancements in smart cloud video technology and AI enables live production operations which are used to automate and scale the tasks involved in acquiring, moderation, processing and producing massive amounts of video.

These advancements in the technology would greatly increase the number of viewers as compared to the current models.

3.5 Transforming the future of advertising

The Chief Transformation officer, Group M & WPP, Ms. Lindsay Pattison, gave a presentation on how the advertisements of the future can be transformed. She presented that digital advertising, branded content and programmatic have transformed the media landscape and piled pressure on broadcasters to prove the value of traditional TV advertisements while innovating new products.

The agencies such as global giant WPP are also responding to this changing market and the future of creative, media buying.



3.6 The IBC conference and exhibitions

The International Broadcasting conference exhibition covered over fifteen (15) halls at the Rai Amsterdam and it hosted over 1,700 exhibitors. The exhibitions provided a perfect platform for the delegation to network and build relationships with suppliers and customers, discover the latest trends and technologies and drive their innovations and strategy.

Co-located with the International Broadcasting Conference, the event covered rich media production, devices, apps, digital marketing, social media, content personalization, big data, cloud services, second screens, investments and much more.

The focal point for International Broadcasting Conference content everywhere was the Hub; this allowed exhibitors to showcase the latest products and services shaping the development of new connected technologies. Visitors were able to attend free sessions, forming part of a curated programme of sessions and panel discussions designed to engage and enlighten.

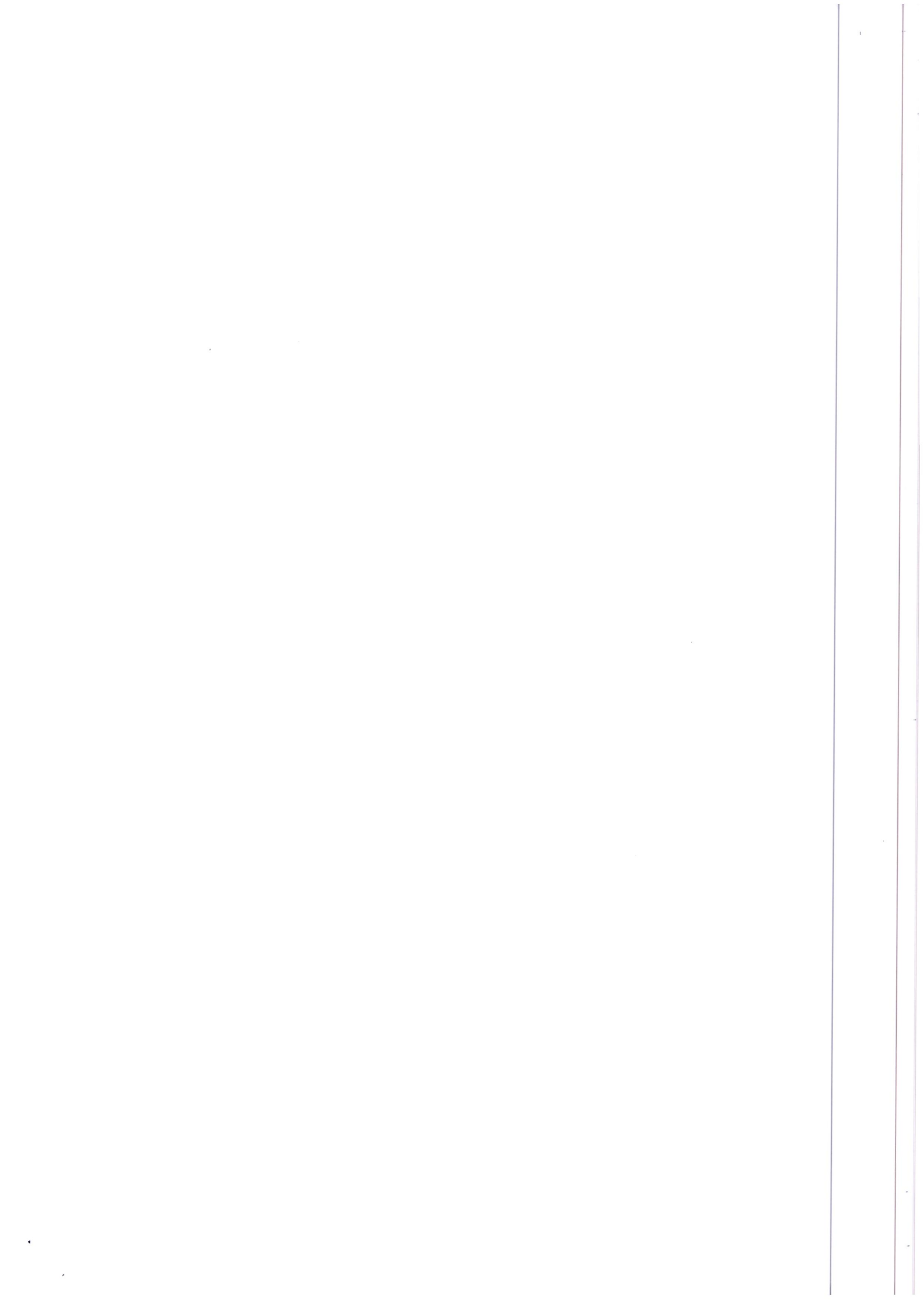
The International Broadcasting Conference Content Everywhere offered a range of straightforward exhibiting packages which can be tailored to suit the needs of broadcasting. In addition, the conference gave the delegation an opportunity to engage and build relationships with attendees involved in this fast-developing market.

The delegates were taken through various exhibition halls; they included the IABM future trends theatre, the big screens that offered star studded programmes which entailed hearing from industry experts, the members were also shown the upcoming outdoor broadcasting.

The exhibitors at the conference were picked from various backgrounds of the industry based on their ingenious, creative and futuristic innovations.

The delegation met with key players in the media industry. These included Sony, AVID, Grass valley and more.

The IBC conference was envisioned around the theme ‘shaping the future together’. The conferences focused on the impact of the changes that have occurred in the media, entertainment and technology scene. The conferences brought together leading personalities to the stage to dissect such changes.



The conference attracted over 1,500 delegates and guests from all over the world who heard from the outstanding speakers, there were fantastic networking opportunities and the delegation were inspired to embrace the changes in the industry together.

4.0 DELEGATION OBSERVATIONS

The delegation observed that:

1. The use of modern technology has cut down on input costs and increased the revenue generated by the media houses in the developed countries.
2. There is less use of human capital in most media houses in the developed countries and this has promoted innovativeness.
3. The technology is moving so fast, for instance the use mobile cameras/robots instead of physical humans.

5.0 DELEGATION RECOMMENDATIONS

The delegation recommends that;

1. The Kenya Broadcasting Corporation and the Parliamentary Broadcasting Unit participate in such exhibitions to enhance their rebranding.
2. The Parliamentary Broadcasting Unit be revamped by implementing the Point to Point broadcasting which is real time as this will improve the quality of broadcasting in both the Houses and the dissemination of the proceedings to the constituencies.
3. The Kenyan media houses use the modern equipment in media and technology, as this will save on input costs and increase revenues. This can be enhanced by installation of modern cameras e.g. 360 degree cameras. Frequent benchmarking and visits be undertaken to expose the media houses to the modern technology which is already applicable in the developed countries.



**MINUTES OF THE 85TH SITTING OF THE DEPARTMENTAL COMMITTEE ON
COMMUNICATION, INFORMATION AND INNOVATION HELD IN BOARDROOM
ON 9TH FLOOR HARAMBEE PLAZA, PARLIAMENT BUILDINGS ON TUESDAY
16TH OCTOBER, 2018 AT 12.00PM**

PRESENT

1. **Hon. William Kipkemoi, M.P.** -Chairperson
2. **Hon. George Macharia Kariuki, M.P.** -Vice- Chairperson
3. Hon. Annie Wanjiku Kibeh, M.P
4. Hon. Mwangaza Kawira, M.P
5. Hon. Jonah Mburu, M.P.
6. Hon. Anthony Oluoch, M.P.
7. Hon. Wamuchomba Gathoni, M.P
8. Hon. Mwambu Mabongah, M.P.
9. Hon. Gertrude Mbeyu Mwanyanje, M.P
10. Hon. (Eng.). Mark Nyamita, M.P
11. Hon. John Kiarie Waweru, M.P
12. Hon. Liza Chelule Chepkorir ,M.P
13. Hon. Erastus Nzioka Kivasu, M.P
14. Hon. Marwa Kitayama Maisori, M.P

APOLOGIES

1. Hon. Godfrey Osotsi Atieno, M.P
2. Hon. Joshua Kimilu Kivinda, M.P.
3. Hon. Maritim Sylvanus, MP
4. Hon. Alfah O. Miruka, M.P
5. Hon. Innocent Momanyi Obiri, M.P

IN-ATTENDANCE

National Assembly Secretariat

1. Ella Kendi Clerk Assistant III
2. Ronald Walala Legal Counsel II
3. Robert Rop Audio Officer

MIN.NO./NA/CII/2018/315 PRELIMINARIES

The meeting was called to order at ten minutes past twelve o'clock followed with a word of prayer.

MIN.NO/NA/CII/2018/316:

CONFIRMATION OF THE MINUTES

1. Minutes of the 51st sitting held on Monday 4th June at 9.30am were confirmed as true record of the proceedings having been proposed by Hon.Erastus Kivasu,MP and seconded by Hon.Marwa Kitayama,MP
2. Minutes of the 52nd sitting held on Monday 4th June at 2.30pm were confirmed as true record of the proceedings having been proposed by Hon.Liza Chelule,MP and seconded by Hon.Mark Nyamita,MP.
3. Minutes of the 53rd sitting held on 5th June at 9.00am were confirmed as true record of the proceedings having been proposed by Hon.John Kiarie,MP and seconded by Hon.Liza Chelule,MP.
4. Minutes of the 54th sitting held on 12th June, 2018 were confirmed as true record on the proceedings as proposed by Hon.Anthony Oluoch, MP and seconded by Hon.Erastus Kivasu,MP.
5. Minutes of the 55th sitting held on 14th June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Gathoni Wamuchomba,MP and seconded by Hon.Kawira Mwangaza,MP.
6. Minutes of the 56th sitting held on 18th June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.John Kiarie,MP and seconded by Hon.Mark Nyamita,MP
7. Minutes of the 57th sitting held on 19th June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Mark Nyamita,MP and seconded by Hon.Jonah Mburu,MP.
8. Minutes of the 58th sitting held on 22nd June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.John Kiarie,MP and seconded by Hon.Gertrude Mbeyu,MP.
9. Minutes of the 59th sitting held on 25th June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Jonah Mburu,MP and seconded by Hon.Mark Nyamita,MP.
10. Minutes of the 60th sitting held on 26th June, 2018 were confirmed as true record of the proceedings having been proposed by Hon.John Kiarie,MP and seconded by Hon.Liza Chelule,MP.

11. Minutes of the 61st sitting held on 3rd July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Erastus Kivasu,MP and seconded by Hon.Kawira Mwangaza,MP.
12. Minutes of the 62nd sitting held on 5th July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Erastus Kivasu,MP and seconded by Hon.Kawira Mwangaza,MP.
13. Minutes of the 63rd sitting held on 23rd July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Kawira Mwangaza,MP and seconded by Hon.John Kiarie,MP.
14. Minutes of the 63rd sitting held on 23rd July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Kawira Mwangaza,MP and seconded by Hon.John Kiarie,MP.
15. Minutes of the 64th sitting held on 23rd July, 2018 at 2.30pm were confirmed as true record of the proceedings having been proposed by Hon.,John Kiarie, MP and seconded by Hon.Jonah Mburu,MP.
16. Minutes of the 65th sitting held on 24th July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Mark Nyamita ,MP and seconded by Hon.Jonah Mburu, MP.
17. Minutes of the 66th sitting held on 26th July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Gertrude Mwanyanje, MP and seconded by Hon.John Kiarie,MP.
18. Minutes of the 67th sitting held on 27th July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Jonah Mburu,MP and seconded by Hon.Erastus Kivasu,MP.
19. Minutes of the 68th sitting held on 30th July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Kawira Mwangaza MP and seconded by Hon.Gertrude Mwanyanje,MP.
20. Minutes of the 69th sitting held on 3st July, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Kawira Mwangaza,MP and seconded by Hon.Liza Chelule,MP.
21. Minutes of the 70th sitting held on 2nd August, 2018 were confirmed as true record of the proceedings having been proposed by by Hon.Liza Chelule,MP and seconded by Hon. Erastus Kivasu,MP.

22. Minutes of the 71st sitting held on 6th August, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Kawira Mwangaza,MP and seconded by Hon.Gertrude Mwanyanje,MP.
23. Minutes of the 72nd sitting held on 7th August, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Anthony Oluoch, MP and seconded by Hon. John Kiarie,MP.
24. Minutes of the 73rd sitting held on 9th August, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Gathoni Wamuchomba,MP and seconded by Hon. Kawira Mwangaza,MP.
25. Minutes of the 74th sitting held on 14th August, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Gertrude Mwanyanje, MP and seconded by Hon.Erastus Kivasu, MP.
26. Minutes of the 75th sitting held on 23rd August, 2018 were confirmed as true record of the proceedings having been proposed by Gathoni Wamuchomba, MP and seconded by Hon. Jonah Mburu, MP.
27. Minutes of the 76th sitting held on 28th August, 2018 were confirmed as true record of the proceedings having been proposed by Hon.Erastus Kivasu, MP and seconded by Hon. Kawira Mwangaza, MP.

MIN.NO/NA/CII/2018/317 ADOPTION OF THE REPORTS ON FOREIGN TRAVEL

The Committee considered the following two reports and adopted them as follows;-

1. Report on World Summit on the Information Society (WSIS) Forum held in Geneva, Switzerland on 19th to 23rd March, 2018 was adopted having been proposed by Hon.Anthony Oluoch,MP and seconded by Hon.Kawira Mwangaza,MP
2. Report on International Broadcasting Convention Conference held in RAI Amstredam, Netherlands on 13th to 17th September, 2018 was adopted with the following amendments having been proposed by Hon.Jonah Mburu,MP and seconded by Hon.Gathoni Wamuchomba, MP

It was resolved the following observations and recommendations be incorporated in the report;-

- a) There was need for Kenya Broadcasting Corporation (KBC) which is a national broadcaster, to participate in such conventions to learn best practices and technologies to enhance their rebranding.
- b) Parliamentary Broadcasting Unit (PBU) needs to participate in such forums to learn and adopt the technologies being used.
- c) There is need to revamp Kenyan PBU by adopting technologies that allow real time broadcasting of House proceedings to improve the quality of broadcasting in both Houses.
- d) The role Parliamentary Broadcasting Unit in some Countries is beyond the coverage of House proceedings. Each Member of Parliament is allocated an officer from PBU to cover the activities a Member is involved in at the constituency level and this has enhanced the link between the legislative and the oversight roles of Members of Parliament.

MIN.NO/NA/CII/2018/318 ANY OTHER BUSINESS

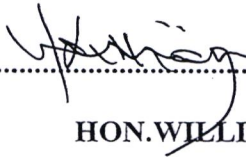
1. The meeting was informed that Communications Authority had sent a letter detailing possible jurisdictions where the Committee can benchmark on dominance in the telecommunication sector. The Countries proposed were Nigeria, Ghana, South Africa and Botswana. It was resolved as follows;
 - a) Undertake a benchmarking visit to Nigeria, a Country that has enacted sector-specific competition laws to address dominance in the telecommunication sector.
 - b) The Communication Authority liaises with the host Country, the Ministry in charge of Information, Communication and Technology and other relevant regulatory entities to secure appointments.
 - c) The benchmarking visit be undertaken between 18th and 25th November, 2018
 - d) The delegation will comprise-
 - (i) Hon. Erastus Nzioka Kivasu, MP – **Leader of the Delegation**
 - (ii) Hon. Osotsi Atieno Godfrey, MP
 - (iii) Hon. Innocent Momanyi Obiri, MP
 - (iv) Hon. Sylvanus Maritim, MP
 - (v) Hon. Mwangaza Kawira, MP
 - e) The Communications Authority nominates and caters for the expenses of officer/s to accompany the Members of Parliament for the benchmarking visit to Nigeria.

2. The Chairperson informed Committee that they had been invited by the Ministry of ICT to Plenipotentiary Conference held on 29th October to 16th November in Dubai. However, it was noted that due to budget constraint, the Committee will not attend the conference.
3. The Committee was informed that the Connected Kenya Annual 2018 Summit will be held at Bomas of Kenya from 23rd October, 2018 and that the Cabinet Secretary, Ministry of Information Communication and Technology had invited the Committee.

MIN.NO/NA/CII/2018/318 ADJOURNMENT

There being no other business, the meeting was adjourned at forty minutes past one o'clock.

SIGNED.....



DATE.....

24/10/2018

HON. WILLIAM KISANG, MP - CHAIRPERSON