

BHUTAN BROADCASTING SERVICE

PROPOSAL

for

10th FIVE YEAR PLAN

SECTION - I

1. OVERVIEW

Bhutan has made rapid progress in all the fields of development over the past decades. The Royal Government recognizes 'information' as the right of every citizen and has always placed great importance to the media development as the vital link between the government and its people and its relevance in the overall socio-economic development of the country.

The 'broadcast media' and the radio in particular, has become all the more important for Bhutan in today's context, since majority of our people are farmers, spread far and wide over the rugged mountainous terrain. Following the Royal Decree of 1992 de-linking the BBS from the Information Ministry, rapid changes have taken place in terms of quality programming, infra-structural development, technological up-gradation and media independence. Today, the BBS Radio continues to remain the easiest, cheapest and most effective way of achieving our aim of creating an informed society.

The Royal Government's support to facilitate nationwide TV expansion through satellite in the February of 2006 without waiting for the terrestrial network not only a true testimony and priority and support accorded by the royal government for the development and the urgent need of the broadcast media in the kingdom, but also symbolizes the Royal Government's recognition of the role played by the BBS as a public service broadcaster over the years.

With major constitutional changes currently taking place in the kingdom under the leadership of our visionary Monarch, the people's participation becomes all the more important. The Constitution assures happiness, guarantees freedom of speech, and recognizes information as the "right" of every citizen. It guarantees the development of a 'free and responsible media'. The constitution states that a Bhutanese citizen shall have the right to freedom of speech, opinion and expression. A similar right is also echoed in the Good Governance Plus document of 2005, which says "from strengthening of the four pillars of Good Governance to providing public space for discourse, the media can play an important role in decentralization and democracy".

The prominent feature of the Bhutanese media has always been a strong sense of responsibility towards the nation building. This feature has become all the more relevant today especially in the new political environment sine the media can mould the national mindset and build as well as destroy a nation. In the light of the privatization of media and adoption of a democratic political system, as a public service national broadcaster, BBS will be required to shoulder its responsibility in the most professional manner without bias or prejudice. Therefore, the development of strong media ethics is of vital importance for realization of the nation as envisaged by our great King in our rapidly changing political scenario. The Good Governance Plus document of 2005 also emphasizes the need for the media to remain independent with the mandate to inform, educate and entertain while remaining *a-political*. It also recommends for the public service broadcaster like the BBS to have a Royal Charter to guarantee adequate funding through the central Government.

While much still desires to be done in terms of professionalism in the fast changing world of convergence in broadcasting, telecommunications and computing, digital video broadcasting, interactive TV broadcasting, high definition television, etc, the HRD Master Plan 2005-2010 which charts the development of BBS human resource base for the next five years is expected to greatly enhance the much needed skills and professional growth of its staff. Also with the Business Master Plan 2005-2010 now in place, BBS hopes to find ways and means to partially sustain financially in the near future.

Emanating from the Royal Decree of 1992 and keeping in line with our Constitution, which guarantees freedom of speech and recognizes information as the right of every Bhutanese citizen, following vision, mission and objectives have been drawn up.

Vision

An informed knowledge based society

Mission

Inform; Educate; Entertain

Objective

1. Contribute to socio-economic development
2. Provide platform for public discourse
3. Preserve unique Bhutanese cultures and promote national harmony

Chronology of Events

1973 - The humble beginning - group of volunteers started radio NYAB on 11th Nov.

1979 - NYAB absorbed by the then Information Department and renamed BBS

1991 - First professional setup with the commissioning of Chubachu & 50KW SW transmitter

1992 - Through Royal Decree, de-linked from Information Department and accorded autonomy

1999 - BBS TV launched in Thimphu with one-hour programming

2002 - Corporate Financial System introduced and editorial guidelines issued by the CCM.

2003 - Major re-structuring implemented, airtime increased: Radio - 14 hrs and TV - 2 hrs

2004 - Bureaus strengthened, program production decentralized and BBS appointed MSO

2005 - TV airtime expanded to 5 hours plus 5 hours of re-broadcast, nationwide FM radio service launched, live TV broadcast expanded to Phuentsholing & Paro and HRD Master Plan finalized

2006 - Nationwide satellite TV launched on 20th February

- Construction of National TV Center and purchase of equipments commenced

- Separation of Radio and TV complete

- Live 5 hrs TV broadcast introduced

- Nationwide Audience Research Survey conducted

- New 100kw SW Transmitter installation underway

- Business Master Plan 2005-2010 finalized

- MSO-Detail Project Report DPR prepared

2. REVIEW OF THE NINTH PLAN

2.1 9TH PLAN OBJECTIVES

* Improve the quality of Radio & TV programmes

* Expand TV service to all Dzongkhags

* Expand FM service to all Dzongkhags

* Expand Radio and TV airtime

* Strengthen institutional capacity building

* Work towards financial sustainability

2.2 MAJOR ACHIEVEMENTS

BBSC has made a quantum leap during the 9th Plan. The corporation was re-structured, FM Radio and TV services went nationwide, while the airtime for Radio increased from 42 to 105

hours a week and TV from 14 to 76 hrs a week and on-line service introduced. Staffing too increased from 164 in 2003 to 232 in 2006, and the first TV Center equipped with the state-of-the-art technologies is expected to be ready by mid 2007.

2.2.1 Quality of Radio and TV

The issue of quality will continue to dominate the debates at all levels for sometime to come. Following a major re-structuring of the corporation with particular focus on the quality of the content, there has been marked improvement in the overall quality of radio and television news and programmes as a result of the following initiatives.

(a) Decentralized Programme Production

Programme production was decentralized to smaller production units to facilitate proper coverage of various issues of national importance. More attention on the interactive programmes and talk show in [order to provide healthy public debates had been encouraged. An international co-production unit to coordinate acquisition and co-production of local and international programmes was also established.

(b) Strengthening of regional bureaus and stringer networks

With a view to bring diverse news and programmes from across the kingdom, five regional bureaus with production facilities and five bureau office for news reporting were established. BBS also has about 20 trained stringers appointed in major urban centers and dzongkhag headquarters. The news and programmes feed by the bureaus have helped the BBS to attain the character of being a national broadcaster. Till 2003, the news and programmes were mainly confined to Thimphu events.

(c) National Audience Research Survey

The first national audience research survey for Radio and TV was conducted in February-March 2006. The survey was most useful in redirecting the programmes as per the audience's tastes, convenience and desire. Since then, the programme content, format and presentation have steadily improved.

(d) Separation of Radio and TV

To facilitate proper professional growth of both the media, and as per the plan activity, Radio and TV were finally separated from September 2006. This exercise involved only the NCAD and PPD. The bureaus, reporters and the other three departments viz. HRAD, FCD and TD remain unchanged. With the new TV Center

coming up soon, TV Department is soon expected move out of the present Radio Station.

(e) Capacity Building

(e)1. HRD Plan

During the Ninth plan, the corporation underwent a major restructuring exercise in 2003. As a growing media organization, the human resource development has always been identified as a major area that needed constant continuous attention. More staff had been recruited, staff trainings intensified guided by the HRD master plan 2005-2010. Access to BBS Radio and TV also had been greatly strengthened.

(e)2. Construction of National TV Center

The construction of a national TV center is already under way with assistance of Government of India; the center is expected to be complete by the end of ninth plan.

(e) 3. Expansion of Chubachu Annex

One pre-fabricated cottage was built in April 2002 to accommodate administration, finance and the growing commercial activities. To facilitate in-house/in-country trainings, another pre-fabricated floor was constructed on the old garage/store and currently houses the training hall and office of the Managing Director.

(e) 4. Other Developments

Other major initiatives taken to facilitate better coverage, reach and improve the BBS content are as follows.

(a) Construction of FM transmission tower at Yonphula and installation of 13 Transposers;

(b) Construction of Satellite Earth Station at Chubachu BBS Campus;

(c) Construction of TV master control room for satellite transmission and dubbing room;

(d) Purchase of Field Production Unit and Outdoor Broadcasting Van; and

(e) Construction and up-gradation of 50kw SW Transmitter to 100kw at Sangaygang

2.2.2 Nationwide Expansion of BBS

(a) Television Service

BBS TV not only became a national channel when it went nationwide on February 20th, 2006 through the use of Indian

Satellite INSAT-4A, but also a regional broadcaster since the signal is available in over 42 countries in the region.

(b) FM Radio Service

With the construction of the main transmission tower in Yonphula and installation of 13 transposers in strategic locations around the country, the FM service is received fully or partially in all 20 dzongkhags and major highways.

(c) BBS-Online Service

BBS online was strengthened with the introduction of streaming recorded audio files of files of different radio programmes, daily news bulletins and updates of weather reports and announcements. This has helped not only office goers in Bhutan but also the Bhutanese living abroad to listen to radio through the Internet.

2.2.3 Financial Sustainability

(a) Business Master Plan

The Business Master Plan 2005-2010 had been prepared and some of the recommendations under implementation. The master plan had been prepared keeping in the BBS expansion, its commercial potentiality as a public service broadcaster and the emerging technologies. Under this, MSO is expected to occupy the major commercial activities for the next five years.

(b) Establishment of MSO

BBS was appointed as an MSO by the Royal Government in 2004 and subsequently licensed by the Bhutan Information Communications & Media Authority in 2006. At present, its main activity is confined to the distribution of bouquet of 21 channels consisting of Star, Zee, Turner, NDTV and Sony Entertainment to local cable operators in Bhutan mainly received from the India based broadcasters. The present activity is part of the Phase-I planned distribution through decoders installed at individual cable Head-ends. Besides generating revenue for the corporation, the system is also expected to bring uniformity of cable services in the country, ensure better content regulation and also help protect the broadcasting and territorial rights over Bhutan.

Budget: 6.1 Million

(c) Preparation of Detail Project Report [DPR] for the MSO

As required by the MSO license terms and conditions, BBS-MSO is required to establish a head-end within 3 years. The head-end will provide a platform for cable operators to cater digital quality signal on a conditional-access-system platform. For this, since it

calls for a very heavy capital investment, preparation of a detailed-project-report was commissioned through an Indian consultancy firm based in Singapore. The detail project report will act as a blueprint for the project, outlining all aspects from finance, technology, and choice of vendors, milestones and project management. The project spanning over 5 years will require an approximate budget of not less than Nu. 66 Million. The final report is expected to be ready at the end of October 2006.

2.2.4 Airtime Expansion

While the airtime between 2003 and 2006 for Radio increased from 42 to 105 hours a week, TV increased from 14 to 76 hrs a week. On-line service has also been introduced. Staffing too increased from 164 in 2003 to 232 in 2006. By mid 2007, the first TV Center equipped with the state-of-the-art technologies is expected to be ready.

3. PROBLEMS IN THE NINTH PLAN

The main problems faced during the implementation of the ninth plan were as follows.

1. Lack of adequate funding for HRD trainings and field broadcast/news gathering equipments;
2. Acute shortage of pool vehicles;
3. Lack of facilities to access BBS TV service in rural areas; and
4. Shortage of qualified and experienced personnel.

4. LESSONS LEARNT

As a public service broadcaster, guaranteed central government funding is needed to be assured, and avoid BBS service becoming too commercial.

5. CURRENT SITUATION

1. Proper staffing and staff trainings to continue being a top priority;
2. Adequate equipments for newsgathering and production to be ensured;
3. Fleet of pool vehicles to be put in place; and
4. Better incentive packages to motivate and retain professional journalists.

6. PROGRAMME AND POLICY OBJECTIVES OF 10TH PLAN

As the Kingdom embarks into the historic new political era ushered in by the major constitutional changes and the real role

played by its people become crucial at all levels of decision making process, the media will be required to shoulder its dominant role not in keeping the Bhutanese mass well informed of events taking around them but also play an important role in decentralization and democracy.

The constitution assures happiness, guarantees freedom of speech, and recognizes information as the “right” of every citizen. It guarantees the development of a ‘free and responsible media’. The constitution states, “A Bhutanese citizen shall have the right to freedom of speech, opinion and expression”. A similar rights is also echoed in the Good Governance Plus document of 2005, which says that “from strengthening of the Good Governance to providing public space for discourse, the media must play an important role in decentralization and democracy” while remaining *a-political*. To that extent, GG+ also recommends that BBS has its own Royal Charter.

In the light of the privatization of media and adoption of a democratic political system, as a public service national broadcaster, BBS will be required to shoulder its responsibility in the most professional manner without bias or prejudice. The development of a strong media ethics is also of vital importance for the realization of the nation as envisaged by our great King in our rapidly changing political scenario.

Therefore, during the 10th Plan, besides paying attention to the development of infrastructures to facilitate nationwide access to BBS content, the implementation of the HRD Master Plan 2005-2010, which charts the development of BBS, human resource base must remain a priority. As a public service broadcaster, while the implementation of the Business Master Plan 2005-2010 is expected to provide some breathing space by generating some revenues, the central government/parliament will need to ensure adequate operational funding.

Emanating from the Royal Decree of 1992 and keeping in line with our Constitution, which guarantees freedom of speech and recognizes information as the right of every Bhutanese citizen, following objectives have been drawn up as a ‘free and responsible media’.

OBJECTIVES

1. To improve the reach and quality of Radio and TV

2. To strengthen capacity building (HRD/physical infra-structures)
3. Financial Sustainability

STRATEGY 1

1.1 STRENGTHEN RADIO SERVICE

1.1.1 FM Radio

The survey conducted in 2006 has proved that BBS radio is the prime media in the poor rural population. FM service is far superior to the SW service with crispy clear reception and FM listeners have increased from 25% in 2000 to 78% in 2006. In the 9th plan the FM transmission coverage was increased to 75% of the total area in the country. The remaining areas would be covered in the 10th plan by installing low power transposers at suitable locations to ensure at least 90 % coverage and good quality reception in the country. Under this project distribution of FM radio sets is proposed for the low-income group to give them access to information and education and to bridge the digital divide.

Budget: Nu. 30.5 million (Capital: Nu.29.5 million, Recurrent: Nu. 1 million)

1.1.2 Introduction of Internet Broadcasting

More people are connected to the Internet year by year. To have a wider audience group and wider coverage area which is practically not possible through conventional broadcasting techniques,, it is proposed to start real time Internet Broadcasting. There is already a niche market of Internet users in the country as well as abroad for the Internet broadcasting service. BBS, for the last few years, has been attempting to launch the internet broadcasting service without making much head way due to lack of funds and proper technology.

Budget: Nu. 2.0 million (Capital: Nu. 0.5 million, Recurrent: Nu. 1.5 million)

1.1.3 Digitization of Radio Studio

The peripheral equipment of the radio station has been upgraded to digital system. In order to improve the productivity and efficiency of the studio, and to increase the number of channels, the whole system, right from ingestion to broadcasting, has to be digitized.

Budget: Nu. 4.5 million (Capital: Nu.4.5 million)

1.1.4 Up-gradation of Chubachu Radio Station

The air circulation and heating system for the BBS radio complex has to be upgraded. The older system, which used the LDO, was not functioning well. When TV was launched in 1999, all facilities and infrastructures are overused, modified, and worn out. The whole complex will have to be renovated and upgraded when the TV department moves into the new complex, which is being built, at the end of 2007. *Budget: Nu. 10 million (Capital: Nu. 10 million)*

1.2 STRENGTHEN TV SERVICE

1.2.1 Access to Rural Communities

(a) Installation of TVRO Equipments in Gewog Centers

Many villages do not have electricity and many villagers cannot afford television sets. In order to reach these people with public service programs, a gewog TV viewing center will help. The center will have a satellite dish antenna with receiver and a TV set with appropriate power supply set to view BBS TV. This will increase the viewership and help educate the public on various government initiatives.

Budget: Nu. 4.2 million (Capital: Nu. 3.2 million, Recurrent: Nu. 1.0 million)

1.2.2 Terrestrial Service

Although BBS TV is transmitted via satellite since 20th February 2006, majority of rural people are not able to receive the TV service as villages are not connected to cable service, which requires expensive down-link equipments. The other way for them to receive the signal is through fishbone antenna, for which BBS requires to set up an independent terrestrial transmission network using the Bhutan Telecom backbone network or in combination with the satellite service. This will also serve as a back-up service for satellite.

Budget: Nu. 100 million (Capital: Nu. 94 million, Recurrent: Nu. 6 million)

1.2.3 Satellite Service

Since February 2006, BBS TV has been transmitted through satellite to all the 20 dzongkhags and beyond the boundary. However, the satellite service has been given free of cost by the GOI for three years. As BBS is a public service broadcaster, BBS doesn't have the fund for the rental. If BBS has to continue

nationwide service through satellite, necessary funds have to be allocated. *Budget: Nu. 30 million (Recurrent: Nu. 30 million)*

1.3 NEWS GATHERING SYSTEMS

Presently BBS does not have the capacity to provide live news from the other parts of the country. For live coverage of elections and other important events electronic news feeding system has to be developed. Satellite news gathering van is required to feed live coverage from the other parts of the country to Thimphu for live broadcast. Therefore it is necessary to purchase SNG Vans, encoders, decoders and fpu units and communication sets.

*Budget: Nu. 61.5 million (Radio: Nu.4.5million -OB Van/communications/field equipment,
TV: Nu.57 million-5 Portable KU band/encoder/decoders/peripheral equipment)*

News gathering equipments requisitioned under Coronation Celebrations	
3 SNG Vans	= Nu. 135.00 million
Plus additional equipment	= Nu. 39.1 million

1.4 STRENGTHEN AUDIO-VIDEO ARCHIVES

The broadcasting fraternity faces big challenge from the changing world of technology. The analogue systems are being replaced by digital systems. This poses a big challenge especially for the archives whose many decades of AV material are stored in analogue format. All these need to be changed to digital format before the analogue systems are phased out. Analogue tape storage devices occupy a lot of space whereas the digital storage requires less space.

Meta Data System, a new digital storage format, will must be developed. The existing analogue programs have to be converted into digital format and stored in the system. The system through its network will provide facilities like easy video accessing by reporters and producers from their computers. *Budget: Nu. 10 million (Capital: Nu. 5 million, Recurrent: Nu. 5 million)*

1.5 STRENGTHEN DOCUMENTARY PRODUCTION/ PROGRAMME ACQUISITION

To preserve the culture and traditions of the country, a division to make documentary programs for archives and future reference will be established. This division will travel the width and breadth of the country documenting the local culture and traditions. Bhutan now has the opportunity to share and promote

its unique culture and tradition with the rest of the world through documentaries and TV programmes at the same time reminding the people of the importance of preserving their culture and traditions.

Budget: Nu. 62.5 million (Recurrent: Nu. 62.5 million)

1.6 CONDUCT AUDIENCE RESEARCH SURVEYS

The Audience Survey is mandatory for all broadcast organizations. It is a key element for planning the overall development of any broadcast organization and provides a basis of programming and scheduling. The Audience Survey Report 2000 recommended that BBS carry out national audience survey once every two years and one intermediate survey every one year. For 10th Plan, BBS proposes two national surveys and one intermediate survey.

Budget: Nu. 5.55 million

1.7 ESTABLISH REGIONAL PRODUCTION STUDIO

With the increasing popularity of radio and Television in the rural areas the demand for more diverse programs has increased over the years. To adequately meet the demand, regional production studio capable of churning diverse programs has to be built at Kanglung. The cost is estimated as follows: *Budget: Nu. 32.3 million (Recurrent: Nu. 13.2 million, Capital: Nu. 19.1 million)* [Land Acquisition (2acre) = Nu. 0.6 million (Construction of 30sqm studio Nu.2.5 million (+40sqm TV studio), Additional hardware: Nu. 16.0 million]

STRATEGY 2

1. STRENGTHEN CAPACITY BUILDING

2.1 HRD Master Plan

Human resource is a key element for the professional and institutional development of any organization. Furthermore, broadcasting, owing to its technical nature, keeps changing. This requires professionals to up date their skills in pace with the technological development. Moreover, Bhutan is transiting into another political era, which is a new area for media professionals. Election and democracy are entirely different fields and journalists have to be trained in order provide balanced coverage. Although the HRD master plan developed in 2004 (Annex 1) indicates the current identified training needs and manpower requirements. In addition, special trainings with emphasis on elections reporting would be urgently required. *Budget: The budget requirement would be submitted later (Capital: Nu. 115 million)*

Overview of training and manpower requirement as per the HRD master plan.

(a) Training Needs

<i>Department</i>	<i>Proposed</i>	<i>Present</i>	<i>TOTAL PERSONNEL TO BE RECRUITED</i>						
			<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>Total</i>
1. Human resource & Admin.	50	46	3	1	-	-	-	-	4
2. Finance & Commercial	15	12	3	1	-	-	-	-	3
3. Program & Production	62	34	09	07	5	4	2	1	28
4. News & Current Affairs	44	21	07	07	7	2	-	-	23
5. Technical Department	65	27	14	13	7	4	-	-	38
6. Pool Staff [camera/sound]	47	19	11	5	4	5	2	1	28
7. Regional Bureaus	19	09	04	3	3	-	-	-	10
Total	315	168	55	41	28	16	5	2	147

Note: Figures do not reflect those who may resign or retire during the period

(b) Manpower Needs

<i>Department</i>	<i>Total Slots</i>	<i>TOTAL PERSONNEL TO BE TRAINED</i>						
		<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>Total</i>
1. Human Resource & Admin.	8	2	2	4	-	-	-	8
2. Finance & Commercial	20	7	8	3	2	-	-	20
3. Program & Production	87	28	20	21	10	8	-	87
4. News & Current Affairs	36	11	10	10	4	1	-	36
5. Technical Department	52	24	13	10	3	2	-	52
Total	203	72	53	48	19	11	-	203

2.2 Development of Media Resource Center

Most of the BBS staff have joined BBS directly from colleges and universities without proper knowledge in journalism or broadcast technology. With the increase in the number of staff, it may not be financially viable to train them out country. It will more viable to provide basic training courses in country. As such, a media resource center has to be established. Currently, BBS, with an aim of developing a full resource center, utilizes the conference hall, which needs equipments and other materials. The proposed center, which will be capable of conducting in-

house trainings and refresher courses for BBS as well as other private media organizations, will reduce expenses incurred for trainings abroad and generate revenue as well. *Budget: Nu 4.3 million (Capital: Nu. 4 million, Recurrent: Nu. 0. 3 million)*

2.3 Purchase of Pool Vehicle

The BBS has drastically increased its services over the years. However the corporation is facing severe difficulties with the aging pool vehicles. With the increase in the services the movement of vehicles has increased a lot, the existing pool of vehicles is unable to provide efficient logistic backup support. Infact the lack of efficient pool vehicles severely restricting the movements for newsgathering. To overcome this problem the purchase of pool vehicles is proposed. *Budget: Nu. 3.25 million*

<i>Pool Vehicles requisitioned</i>
<i>Coronation Celebrations</i>
3 Hiace Bus, 2 Toyota Hilux, 1 DCM and 6 Motor Bike

STRATEGY 3

3. Enhance Financial Sustainability

3.1 Business Master Plan

The Business master plan was developed with assistance from Danida; in the next plan BBS will implement the business plan for financial sustainability. The objective of the Business master plan is to explore new sources of revenue generation and side by side promote ongoing commercial activities, prepare the fundamental income system and develop a basic data on income generation.

The Business Plan has identified the following strategies:

- i. Increase the number of TV & Viewers
- ii. Develop new & various Advertising services
- iii. Proceed with Aggressive promotion
- iv. Focus on commercial areas
- v. Make an objective & essential data of advertising
- vi. Utilize current Regional Bureaus
- vii. Explore additional ways of making revenue such as:
 - a. Provide training services in broadcasting.
 - b. Broadcasting in Druk air
 - c. Publish TV Magazine
 - d. Hiring of equipments and man power
 - e. Selling of BBS produced programs
 - f. Sale of CDs & cassettes

For the fundamental income system, following three strategies

have been identified:

- a. Explore new revenue based on MSO master plan
- b. Introduce license fee
- c. Public broadcaster development fund

3.1.1 Introduction of Commercial FM Radio Channel

The programming needs of a metropolitan city is very different from the rural areas, BBS proposes to establish commercial FM metro service to cater to the highly commercial urban needs initially in Thimphu and Phuentsholing. The FM service will advertise the local products, sales, music etc. This channel along with the provision of a standby studio will make it possible to broadcast programmes live and lease out its air time to private parties to broadcast programmes on its FM channel.

Budget: Nu. 11.7 million (Capital: Nu. 4.5 million, Recurrent: Nu. 7.2 million)

3.2 MSO Master Plan

In the next plan BBS will implement the MSO phase II, MSO is a body or an organization that receives a broadcasting service from Broadcaster (Service provider) and /or their authorized distributor and re-distributes the same to one or more cable Operators within a licensed territory through a *MSO System*.

MSO System means a facility consisting of a set of closed transmission paths and associated signal generation, control and distribution equipment designed to provide *MSO services* for reception by multiple cable operators within the territory. MSO Services means the service provided by the MSO to cable Operators including the delivery of signals to the premises of the cable operators and the dealership service provided on behalf of all the cable operators to provide a common window for payment of Pay Channels. The main objective of the BBS-MSO is to:

- i. Ensure that every channel shown in Bhutan have the territorial rights to provide their content in Bhutan and that there is no IPR Violation.
- ii. Improve the Quality of Cable Television through training of technical personnel's, add value to what the subscribers are paying
- iii. Make the cable Industry a viable and financially stable Industry.
- iv. Prepare for any Competition in the future.

- v. Equal service for Equal amount of Money. The present scenario of Cable operators charging a uniform rate of Nu.300 and not providing a uniform service shall be resolved.

MSO Phase I

Distribution of 16 Pay Channels to Cable Operators in Bhutan through decoder boxes.

Budget: Nu 7 million

MSO Phase II

Distributing Cable TV Channels through a central head end. Using WAN and nationwide fiber network adding video on demand services, broadband Internet service, etc. Exploring and acquiring clean content for Bhutan. *Budget: Nu 210 million*

BUDGET OVERVIEW OF THE TENTH PLAN

<i>Activity</i>	<i>Recurrent</i>	<i>Capital</i>	<i>Total</i>
A.IMPROVE QUALITY AND REACH OF RADIO AND TV			
1.1 FM expansion	1	29.5	30.5
1.1 Internet Broadcasting	1.5	0.5	2
1.2 Up gradation of Chubachu Radio Station		10	10
1.3 Digitize radio studio		4.5	4.5
2. TV services			
2.1 Installation of TVRO equipments in Gewog Centers	1	3.2	4.2
2.2 Establish terrestrial TV service	6	94	100
2.3 Strengthen Satellite Services	30		30
3 News Gathering Systems		61.5	61.5
4 Strengthen Audio Video Archives	5	5	10
5 Strengthen Documentary Production/Programme Acquisition	62.25		62.25
6 Conduct Audience Research	5.55		5.55
7 Establish Regional production Studio	13.2	19.1	32.3
B. STRENGTHEN CAPACITY BUILDING			
Trainings abroad and in-country Manpower requirement	115		115
Develop media resource center	0.3	4	4.3
Purchase of Pool Vehicles		3.25	3.25

C.FINANCIAL SUSTAINABILITY	7.2	4.5	11.7
Establish FM Metro			
Implement MSO phase I		7	7
Implement MSO phase II		210	210
Total	248.00	456.05	704.05

CONCLUSION

As Radio and Television are powerful tools for dissemination of information, promotion of education and moulding of public opinion, etc. BBS is best placed to bring about a positive change in the socio economic life of the Bhutanese people and the all round development of the country. Its audience is increasing by the day as also their expectations for quality programs. These are the challenges BBS has to meet in the foreseeable future. Through these activities discussed above, BBS will grow into a dynamic and vibrant organization to play its rightful role in the national developmental process.

NEW TV PROGRAMME SCHEDULE FROM JANUARY 29TH 2007 (EVENING)

Time	Language	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1755 - 1800	D			SIGNATURE TUNE				
1800 - 1803	Z			National Anthem				
1803 - 1823	O			News Headlines/National News/News Break / 1 Primetime Commercial				
1823 - 1828	N			International News/ News Headlines/ 1 TV-Spot/ Teaser				
1828 - 1833	G			Weather/ Currency				
1833 - 1837	K			3 Public Announcements / 3 Commercials / 1 TV Spot				
1837 - 1900	H A	CA (PT) TSEIRIG/ SETPIECE (ST/DW)	CA (PT) TSEIRIG	CA (DAWA)	JAKAR BUREAU	DOCUMENTARY	CA (K.DOLMA) PELJOR	PILING BUREAU
1900 - 1920	D			News at Seven. Live, Interactive with reports from the Bureaus/ Guests in the Studio				
1920 - 1923	Z			News Break/ 1 Primetime Commercial				
1923 - 1928	O			International News / News Headlines / 1 TV Spot / 1 Teaser				
1928 - 1933	N			Weather / Currency / 1 TV Spot				
1933 - 1937	G			3 Public Announcements / 3 Commercials / 1 TV Spot				
1937 - 2000	K H A	CA (NAM)	ZHUNGCHOG (JUD)	CA (DAWA)	CA (KD) BUREAU REPORT	CA (CD) LEGISLATIVE	CA (CD) LEGISLATIVE	CA (TP)
2000 - 2020	E			News at Eight. Live & Interactive (with reports from the Bureaus/ Guests in the Studio)				
2020-2023	N			News Break / 1 Primetime Commercial				
2023-2028	G			International News /News Headlines / 1 TV Spot/ 1 Teaser				
2028-2033	L			Weather / Currency / 1 TV Spot				
2033-2037	I			3 Public Announcements / 3 Commercials / 1 TV Spot				
2037-2100	S H	CA (GR) BUREAU REPORT	CA (AT) MBF	CA (KELSA) H & E	CA (SP)	CA (TC)	BTW (CR)	CA (DAWA) CORRUPTION
2100-2120	D			News Headlines / National News				
2120-2123	Z			News Break / 1 Primetime Commercial				
2123-2128	O			International News /News Headlines / 1 TV Spot/ 1 Teaser				
2128-2133	N			Weather / Currency / 1 TV Spot				
2133-2137	G			3 Public Announcements / 3 Commercials / 1 TV Spot				
2137-2200	K H A	KANGLUNG BUREAU	TROWA	SERIAL	SERIAL	NETSHUEI CHARZIP (PG)	TROWA	DOCUMENTARY
2200-2220	E			News Headlines / National News				
2220-2223	N			News Break / 1 Primetime Commercial				
2223-2228	G			International News /News Headlines / 1 TV Spot/ 1 Teaser				
2228-2233	L			Weather / Currency / 1 TV Spot				
2233-2237	I			3 Public Announcements / 3 Commercials / 1 TV Spot				
2237-2300	S H	SERIAL	CA	G/PHUG BUREAU	CA (TC/DGD) SETPIECE	CA (AT) MBF	CA (TC)	CA (TY)
								PRAYER TRANSMISSION CLOSE



National Radio and Television Service

Bringing People Together

Television Domestic Rates

About BBS



Programmes Schedule & Rate Card

Radio and Television Programmes

Television International Rates, Radio Domestic Rates & BBS Website Rates

Introduction

BBS started as NYAB by a group of young radio enthusiasts on 11th November, 1973.

As a public service broadcaster, BBS is mandated to inform, educate, entertain, promote people's participation in the national development process, preserve Bhutan's rich cultural heritage and support the national integration. BBS launched satellite service nationwide and over 32 foreign countries on 20th February, 2006.

Radio

At the beginning, the airtime was limited to one hour of English music on Sundays. In the mid 1980s airtime was extended to include Wednesdays and Fridays. Broadcast was expanded to four languages - Dzongkha, Sharchopkha, Lhotshamkha and English. BBS acquired its present name on 2nd June 1986 with the commissioning of a 10KW SW transmitter, the airtime was increased to 30 hours a week.

In March 1991, the transmitter was replaced by a 50 KW SW transmitter. With this the BBS could cover the entire kingdom.

Today BBS broadcast 112 hours a week with 16 hours of news bulletins a day. Through its news bulletins, BBS keeps the people informed and constantly in touch with the current events and developments both at home and abroad. The radio programs are also aimed at educating the public on diversified issues and topics. Besides general SW, BBS has the following FM frequencies:

Frequency	Place
96 MHz	Thimphu, Darachu
98 MHz	Gyentoe Gampa, Takti, Namchelela, Tashiling, Thrumshingla, Deothang
93 MHz	Yotongla
92 MHz	Korila, Jabji, Saurani, Timukha, Pepchu, Bidung, Yangtse, Lawa, Namgyangang, Setipokhari, Yongla
90 MHz	Yonphula
88.1 MHz	Dobchula



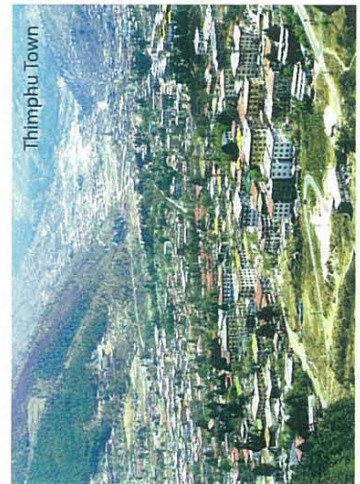
Television

BBS television was launched on 2nd June 1999 coinciding with the silver jubilee of His Majesty's coronation. Presently BBS TV broadcasts 10 hours of News and Programs daily (5 hours in the evening and 5 hours of re-broadcast the following morning).

With an aim to widen the coverage and make it more efficient, BBS has number of bureaus established across the kingdom.

Our bureaus, equipped with cameras, computers and telecommunication facilities, play a vital role in providing regionally balanced content of news and programs.

Satellite	: INSAT- 4A
Transponder #	: 10
Location	: 83° East
Down-Link Frequency	: 4099 Mhz
Down-Link Polarisation	: Horizontal
Symbol Rate	: 3.49993 Msymbol / second
FEC	: 3/4



Television Domestic Rates

About BBS

PRIME TIME	Commercials/ Announcements	Public Service Announcements
Duration per unit/language	Rates in Nu.	Rates in Nu.
15 seconds	500.00	350.00
30 seconds	800.00	600.00
45 seconds	1,200.00	900.00
60 seconds	1,600.00	1,200.00

Info Blocks		
Rate/info (in Nu.)	5 times (in Nu.)	10 times (in Nu.)
1,500.00	7,000.00	11,000.00
	15 times (in Nu.)	15,000.00

Greetings during Special Occasions		
Greetings (15 seconds)	Day before (in Nu.)	Actual day (in Nu.)
His Majesty's Birthday	4,000.00	5,000.00
Coronation Day	4,000.00	5,000.00
National Day	4,000.00	5,000.00
Other Greetings		4,000.00

Television Programmes for sponsorship	
Programme	Per month (in Nu.)
Bhutan This Week	8,000.00
Programmes on education, health, agriculture, forestry, youth, women, children, rural development, culture and tradition, religion and heritage	6,000.00
Prayers and programme highlights	6,000.00

Sponsorship of special music shows / programme.

Sponsorship of music shows on occasions such as New Year (Losar), Day of traditional offering Nyilo and other such occasions will be on contractual agreement between BBS and the party concerned.)

Artist Rates for Advertisements	
(rates subject to change as per the script requirements)	
Nature of Artist	Rate per Day (in Nu.)
Senior Artist	1,000
Junior Artist	500

Rates for video/audio raw stocks/materials	
PDVM-32 ME Video	as per market rate
PDV-16N [64 Minutes]	as per market rate
PDV-124N [124 Min.]	as per market rate
PDV-184N [164 Min.]	as per market rate
VHS Cassettes	as per market rate

Long Term Contract Rates for Domestic Market : Prime Time					
Duration	Rate	92 slots	184 slots	276 slots	368 slots
15 sec	500	Avail	20%	30%	35%
		Discount	46,800	92,000	1,38,000
Discount Rates :		36,800	69,000	96,600	1,19,600
30 sec	800	Avail	20%	30%	35%
		Discount	73,600	1,47,200	2,20,800
Discount Rates :		58,880	1,10,400	1,54,560	1,91,360
45 sec	1,200	Avail	20%	30%	35%
		Discount	1,10,400	2,20,800	3,31,200
Discount Rates :		88,320	1,65,600	2,31,840	2,87,040
60 sec	1,600	Avail	20%	30%	35%
		Discount	1,47,200	2,94,400	4,41,600
Discount Rates :		1,17,760	2,20,800	3,09,120	3,82,720

Long Term Contract Rates for Domestic Market : Regular Time					
Duration	Rate	92 slots	184 slots	276 slots	368 slots
15 sec	350	Avail	20%	30%	35%
		Discount	32,200	64,400	96,600
Discount Rates :		25,760	48,300	67,620	83,720
30 sec	600	Avail	20%	30%	35%
		Discount	55,200	1,10,400	1,65,600
Discount Rates :		44,160	82,800	1,15,920	1,43,520
45 sec	900	Avail	20%	30%	35%
		Discount	82,800	1,65,600	2,48,400
Discount Rates :		66,240	1,24,200	1,73,880	2,15,280
60 sec	1,200	Avail	20%	30%	35%
		Discount	1,10,400	2,20,800	3,31,200
Discount Rates :		88,320	1,65,600	2,31,840	2,87,040

Studio and other services	
Description	Nu.
Hire of cameras/accessories	4,200.00 Per shift
Visual editing	3,000.00 Per shift
Sound editing/mixing	500.00 Per hour
Indoor/studio	500.00 Per hour
Sound recording	500.00 Per hour
Special effects	500.00 Per hour
Subtitling	1,000.00 Per hour
Duplication charges [commercial]	7.00 Per Minute
Duplication [public services]	5.00 Per Minute
Research/script [15 minutes]	15,000.00 Per programme
Research/script [30 minutes]	20,000.00 Per programme
Research/script [60 minutes]	30,000.00 Per programme
Narrator's fee [15 minutes]	1,500.00 Per programme
Narrator's fee [30 minutes]	2,000.00 Per programme
Narrator's fee [60 minutes]	3,000.00 Per programme

Rates are subject to change without prior notice

RADIO PROGRAMME

Time	Language	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7.30 am	Dzongkha	Choechog Layrim	Sherig Layrim	Sowa Layrim	Rangluk Layrim	Current Affairs	Nazhoen Layrim	Kudrin Layrim
8.30 am	Dzongkha	Tserig Layrim	Meedey Nayrang	Saanam Layrim	Choechog Layrim	GG - Zhungchong	Choechog Layrim	Tshesay Gongtsho
9.30 am	Shar chop	Chaye Luzhey	Sherig Layrim	Rangloek Layrim	GG - Zhungchong	Amtsu Layrim	Nguethong Layrim	Luzhey
10.30 am	Lhotsham	Sowa Layrim	Saanam Layrim	Sowa Layrim	Saanam Layrim	Sowa Layrim	Request Show	Request Show
11.30 am	English	Songs & Music	Live-Call-in	In-Focus	In-Focus	Amtsu Layrim	Current Affairs	Request Show
12.30 am	Dzongkha	Luungchog Layrim	Chaye Luzhey	GG - Zhungchong	Chayil Luzhey	Amtsu Layrim	Nguethong Layrim	Live Request
1.30 pm	Dzongkha	Saanam Layrim	Chaye Luzhey	Iserig Layrim	Chayil Luzhey	Meedey Nayrang	Nguethong Layrim	Live Request
2.30 pm	English	Nazhoen Layrim	BBC Program	Live-Call-in	UN Radio	Bhutan This Week	Youth - Path-Ways	Request Show
3.30 pm	Lhotsham	Sowa Layrim	Saanam Layrim	Request Show	Rangzhing Nayrang	Current Affairs	Request Show	Request Show
4.30 pm	Shar chop	Saanam Layrim	Sowa Layrim	Meedey Gothrip	Choechog Layrim	Nguethong Layrim	Request Show	Request Show
5.30 pm	Dzongkha	Nazhoen Layrim	GG - Zhungchong	Amtsu Layrim	GG - Zhungchong	Nguethong Layrim	Request Show	Request Show
6.30 pm	Dzongkha	Luungchong (KL)	Tserig Layrim	Sowa Layrim	Money & Business	Rangloek Layrim	Sowa Layrim	Current Affairs
7.30 pm	Dzongkha	GG - Zhungchong	Zorig Layrim	Trowa Layrim	Dzongkha (DDA)	Bhutan This Week	Trowa Layrim	Children Program
8.30 pm	English	GG - Zhungchong	Oshin-Serial	Oshin-Serial	Sherig Layrim	Saanam Layrim	Nazhoen Layrim	Serial Program
9.30 pm	Dzongkha	Migsel-Gi Layrim	Saanam Layrim	Serial Program	Luungchog (JK)	Luungchog (PL)	Special Program	Lamlook Layrim
10.30 pm	English	Money & Business	ICT	In-Focus	Current Affairs	Women Program	Press Reports	Archive

TELEVISION PROGRAMME

5.55 pm	Dzongkha	Signature tune						
6.00 pm	Dzongkha	National Anthem						
6.03 pm	Dzongkha	News Headlines / National News / News Break / 1 Prime Time Commercial						
6.23 pm	Dzongkha	International News / News Headlines / 1 TV-Spot / 1 Teaser						
6.28 pm	Dzongkha	Weather / Currency / Zakar						
6.33 pm	Dzongkha	3 Public Announcements / 3 Commercials / 1 TV-Spot						
6.37 pm	Dzongkha	Tserig						
7.00 pm	Dzongkha	Sowa						
7.20 pm	Dzongkha	News Headlines / National News						
7.23 pm	Dzongkha	News Break / 1 Prime Time Commercial						
7.28 pm	Dzongkha	International News / News Headlines / 1 TV-Spot / 1 Teaser						
7.33 pm	Dzongkha	Weather / Currency / Zakar / 1 TV-Spot						
7.37 pm	Dzongkha	3 Public Announcements / 3 Commercials / 1 TV-Spot						
8.00 pm	English	Trowa						
8.20 pm	English	Dzongkha (DDA)						
8.23 pm	English	News Headlines / National News						
8.28 pm	English	News Break / 1 Prime Time Commercial						
8.33 pm	English	International News / News Headlines / 1 TV-Spot / 1 Teaser						
8.37 pm	English	Weather / Currency / Zakar / 1 TV Spot						
9.00 pm	Dzongkha	3 Public Announcements / 3 Commercials / 1 TV-Spot						
9.20 pm	Dzongkha	Oshin Serial						
9.23 pm	Dzongkha	News Headlines / National News						
9.28 pm	Dzongkha	News Break / 1 Prime Time Commercial						
9.33 pm	Dzongkha	International News / News Headlines / 1 TV-Spot / 1 Teaser						
9.37 pm	Dzongkha	Weather / Currency / Zakar / 1 TV Spot						
10.00 pm	English	3 Public Announcements / 3 Commercials / 1 TV-Spot						
10.20 pm	English	Saanam						
10.23 pm	English	Serial Program						
10.28 pm	English	Luungchog (JK)						
10.33 pm	English	Luungchog (PL)						
10.37 pm	English	Special Program						
		Lamlook						
		Money & Business						
		ICT						
		In-Focus						
		Current Affairs						
		Women						
		Press Reports						
		Archive						

International Markets

Duration per unit/language	Prime Time		Regular Time		Announcements
	Rates in Nu.		Rates in Nu.		
15 seconds	20,000.00		15,000.00		2,000.00
30 seconds	40,000.00		35,000.00		3,000.00
45 seconds	60,000.00		55,000.00		4,000.00
60 seconds	80,000.00		75,000.00		5,000.00

Long Term Contract Rates : Prime Time									
Duration	Rate	92 slots		184 slots		276 slots		368 slots	
		Avail	Discount	Avail	Discount	Avail	Discount	Avail	Discount
15 sec	20,000	18,400	36,800	36,800	55,200	55,200	73,600	73,600	92,000
Discount Rates :		14,72,000	73,600	27,60,000	38,64,000	38,64,000	47,84,000	47,84,000	58,40,000
30 sec	40,000	36,800	73,600	73,600	110,400	110,400	147,200	147,200	184,000
Discount Rates :		29,44,000	55,20,000	55,20,000	77,28,000	77,28,000	95,68,000	95,68,000	118,40,000
45 sec	60,000	55,200	110,400	110,400	165,600	165,600	220,800	220,800	281,600
Discount Rates :		44,16,000	82,80,000	82,80,000	115,92,000	115,92,000	143,52,000	143,52,000	176,32,000
60 sec	80,000	73,600	147,200	147,200	220,800	220,800	294,400	294,400	371,200
Discount Rates :		58,88,000	110,40,000	110,40,000	154,56,000	154,56,000	191,36,000	191,36,000	239,20,000

Long Term Contract Rates : Regular Time									
Duration	Rate	92 slots		184 slots		276 slots		368 slots	
		Avail	Discount	Avail	Discount	Avail	Discount	Avail	Discount
15 sec	15,000	13,800	27,600	27,600	41,400	41,400	55,200	55,200	72,000
Discount Rates :		11,04,000	20,70,000	20,70,000	28,98,000	28,98,000	35,88,000	35,88,000	45,76,000
30 sec	35,000	32,400	64,800	64,800	96,600	96,600	128,400	128,400	164,000
Discount Rates :		25,76,000	48,30,000	48,30,000	67,62,000	67,62,000	83,72,000	83,72,000	106,88,000
45 sec	55,000	50,600	101,200	101,200	151,800	151,800	202,400	202,400	269,600
Discount Rates :		40,48,000	75,90,000	75,90,000	106,26,000	106,26,000	131,56,000	131,56,000	171,20,000
60 sec	75,000	69,600	139,200	139,200	207,600	207,600	276,800	276,800	362,400
Discount Rates :		55,20,000	103,50,000	103,50,000	144,90,000	144,90,000	179,40,000	179,40,000	229,20,000

Rates are subject to change without prior notice.

PRIME TIME	Commercials/ Announcements		Public Service Announcements	
	Rates in Nu.		Rates in Nu.	
Duration per unit/language				
15 seconds	200.00		100.00	
30 seconds	300.00		150.00	
45 seconds	400.00		250.00	
60 seconds	500.00		300.00	

Greetings during Special Occasions				
Greetings [15 seconds]	Day before (in Nu.)		Actual day (in Nu.)	
	Day before (in Nu.)	Actual day (in Nu.)	Day after (in Nu.)	Day after (in Nu.)
His Majesty's Birthday	2,500.00	3,500.00	2,500.00	2,500.00
Coronation Day	2,500.00	3,500.00	2,500.00	2,500.00
National Day	2,500.00	3,500.00	2,500.00	2,500.00
Other Greetings		2,500.00		

Artist Rates for Voice	
(rates subject to change as per the script requirements)	
Nature of Artist	Rate per hour (in Nu.)
Senior Artist	200
Junior Artist	100

Radio Programmes for sponsorship	
Programme	Per month (in Nu.)
Music Request Show	3,200.00
Weekend Music Request Show - English	4,000.00
Programmes on education, health, agriculture, forestry, youth, women, children, rural development, culture and tradition, religion and heritage	3,500.00
Bhutan This Week- Dzongkha	4,000.00
Prayers and programmes highlights	3,500.00
Wrap-up tomorrow's programme	3,000.00
Internet on the Radio	5,000.00
Live-Call-In	10,000.00

Sponsorship of special music shows / programme.
Sponsorship of music shows on occasions such as New Year (Losar), Day of traditional offering Nyilo and other such occasions will be on contractual agreement between BBS and the party concerned.

Production Rates for Jingles and Spots	
Jingles [maximum one minute]	Nu. 7,000.00
Spots [maximum one minute]	Nu. 6,500.00

Website

http://www.bbs.com.bt		
Slot	Duration	Rate (in Nu.)
Commerical Page	Weekly	350.00
News page (front)	Weekly	500.00
Links	Yearly	5,000.00

Rates are subject to change without prior notice.



© 2011 BHUTAN MEDIA SERVICES (bms@bhutansearch.com)

For details, please contact :

Head Quarters

Thimphu : +975-2-328661
Commercial : +975-2-323072
Newsroom

Regional Bureaus

Phuntsholing : +975-5-251324
Bumthang/Jakar : +975-3-631449
Kanglung : +975-4-535138
Tsirang : +975-6-471576
Mongar : +975-4-641631
Wangdi : +975-2-481252
Gelephu : +975-6-251709
Samdrup Jongkhar : +975-7-251653

BHUTAN BROADCASTING SERVICE CORPORATION LTD.

Chubachu, P. O. Box 101, Thimphu, Bhutan

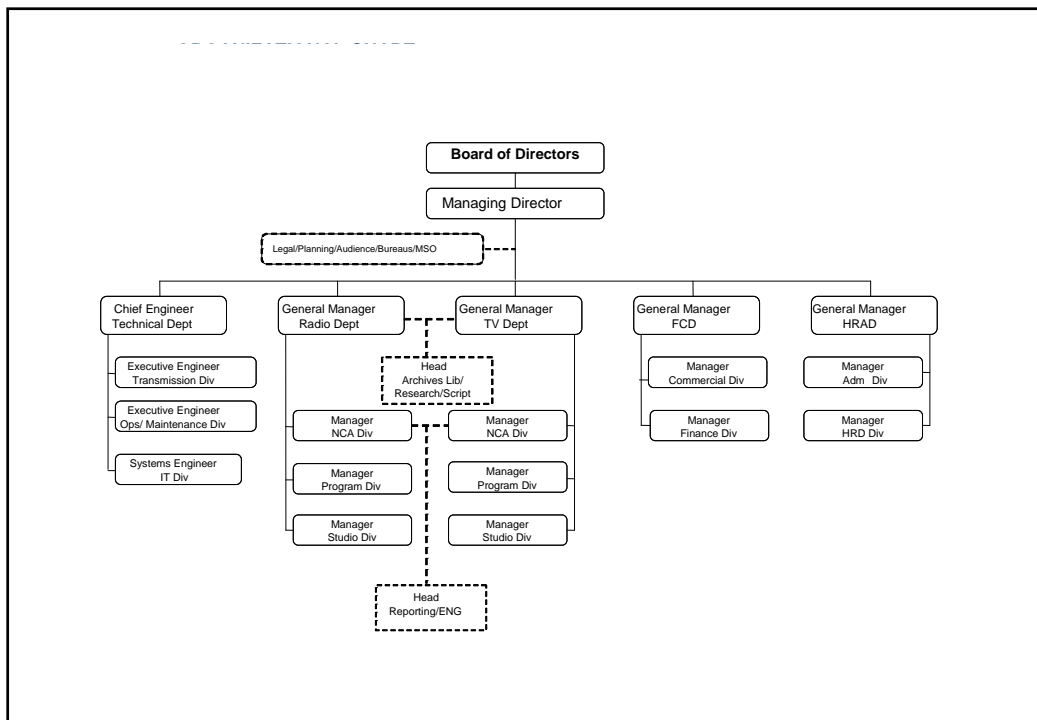
Tel: +975-2-323071/328661/322866/322533

Fax: +975-2-323073

www.bbs.com.bt

WELCOME To BBS National Radio & TV

18th June 2007





National Radio & TV

Bhutan Broadcasting Service

BBS TIME LINE

1973 - Humble beginning - group of volunteers begins Radio NYAB in Thimphu on 11th November

1979 - Royal Govt. Embraced the station under the wings of Ministry of Communication.

1986 – Radio NYAB was renamed as Bhutan Broadcasting Service (BBS) with three hours of news and Programming.

1999 - TV launched in Thimphu with 1 hour programming

18th June 2007



National Radio & TV

Bhutan Broadcasting Service

2003

- **Daily Radio airtime increased from 9 hours to 12 hours**

- **Daily TV airtime increased from 2 hours to 3 hours**

2004

- **Daily Radio airtime increased from 12 hours to 15 hours**

- **Daily TV airtime increased from 3 hours to 4 hours**

18th June 2007



National Radio & TV

Bhutan Broadcasting Service

BBS TIME LINE

2005

- Daily TV airtime increased to 5 hours and 5 hours of re-broadcast in the morning
- Nationwide FM radio service launched
- Live telecast of TV expanded to Phuntsholing and Paro
- Acquired its first professional OB Van

18th June 2007



National Radio & TV

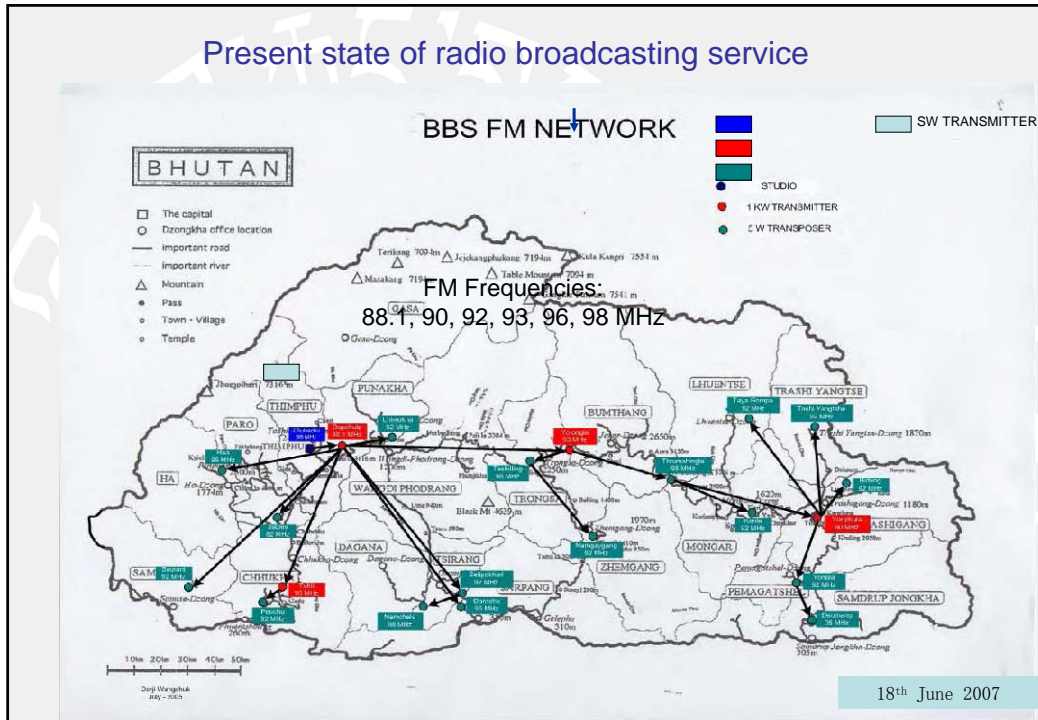
Bhutan Broadcasting Service

2006 -

- Nationwide satellite TV launched on 20th February 2006
- Daily TV airtime increased from 5 to 10 hrs (and 13 hrs during weekend)
- Separate TV News Studio & Master Control Room constructed
- Construction of National TV Center and purchase of equipments underway
- Installation of new 100kw SW Transmitter at Sangaygang Transmission Station completed

18th June 2007

Present state of radio broadcasting service



Bureau locations

Name of the Bureaus, Main Bureaus in highlights

1. **Jakar, Bumthang**
2. **Kanglung, Trashigang**
3. **Phuntsholing, Chukha**
4. Samtse
5. Mongar
6. **Gaylephug, Sarpang**
7. Wangduephodrang
8. Trongsa
9. Dampfu, Tsirang
10. Samdrup Jongkhar
11. Paro
12. Zhemgang
13. Nanglam



Location of Terrestrial TV Transmitters

Existing – Red Ones

1. Sangaygang
2. Dopchula
3. Yonphula

Proposed – Blue Ones

4. Yongla
5. Bidung
6. Zhemgang
7. Takti
8. Samtse
9. Tashiling
10. Tsrang
11. Panbang



18th June 2007



Bhutan Broadcasting Service

National Radio & TV

SUPPORT FROM JAPAN 2003-2007

Under JICA

- Program Production Equipment
- CaTV System:
- GHz Link System:
- CG for TV Studio:
- VHS Copy System:
- Measuring Equipment:
- Live Switcher:
- FPU System:

18th June 2007

Under Grassroots (Human Security Project)

- OB Van

Cultural Grant Aid

- Purchase of Programs:

Under Technical Co-operation

- Enhancement of BBS:

Under Japan Foundation

- Popular Japanese Serial “OSHIN”

Others

- Purchase of 50kVA Generator, GPS Clock System, Any Cast System, Digital FPU, Ku Band Receiving System etc.

18th June 2007

Staff Training

- TV Engineering III (NHK-CTI): 2 Staff
- Operation and Maintenance of VTRs: 2 Staff
- Production Training: 2 Staff

Experts

- JICA Expert (Long Term): 1
- JICA Expert (Short Term): 4
- JOCV: 4

18th June 2007

Future Requirement:

- **Digital FPU**s
- **Digitalization of Radio Studios**
- **Up-linking Facilities for Satellite Broadcasting**

18th June 2007

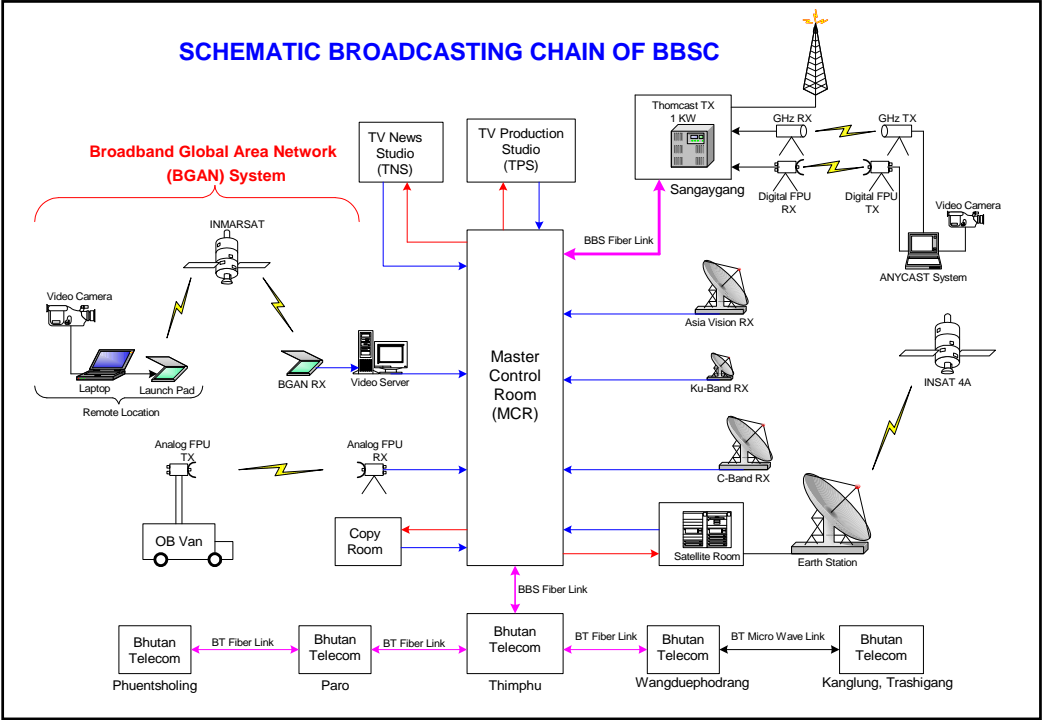
New Projects under Grassroot Proj.

- **Purchase of BGAN System**
- **TVRO Systems for 206 Gewogs**

Proposed Future Projects

- **Under ODA**
 - a. **SNG Vans**
 - b. **Master Control Room**
 - d. **Regional Production Studio**
 - c. **Terrestrial Transmission Network**
 - d. **Strengthening of present Studios**

18th June 2007





Bhutan Broadcasting Service

National Radio & TV

Thank You & Tashi Delek

18th June 2007

Overview of Radio Service of the BBS

Current situation:

BBS Radio broadcast 95 hours of news and programs every week in four languages, Dzongkha- the national language, Sharchop, Lhotsham and in English.

Dzongkha - 6 hours on weekdays & 2 additional hours on weekends

Sharchop - 2 hours every day

Lhotahsm - 2 hours every day

English - 3 hours every day

Language Service	Daily Timing			No. of People	Remarks
	<i>Morning</i>	<i>Afternoon</i>	<i>Evening</i>		
Dzongkha	6 – 9 am	2-3 pm	6-8 pm	16	Includes the News and Current Affairs manager. Of the sixteen four transferred to the Bureau. Most producers still produce Programs for TV.
Sharchop	9 – 10 am	4-5pm		7	
Lhotsham	10–11 am	5-6 pm		7	Includes the Production manager. One is on long term study in Thailand.
English	11-12 noon	3-4pm	8-9 pm	7	Includes the GM and the Chief Editor
Sound				2	Shared by the TV

Program Genre:

News:

At every hour, both national and international with reports in English bulletin.

Current Affairs:

Almost 75 % of the programs (Interviews, Live, pre-packaged and telephone call ins). Issues covered include – political changes to health and education, women and children, youth and un-employment and sports.

Drama/Docu:

These programs are broadcast in three language service at the moment. The national language, English and Sharchop.

Music and Entertainment:

This forms the major chunk of the programming. All the four language services give high importance music programs. (Live call in shows, request letters, DJ's choice of Music, Local talents and some of the formats).

Studio and Production facility:

Broadcast and Announcing booth for all the 4 services 1

Music recording & production Studio for both the Radio TV 1

Outside broadcast Van Nil

(The current broadcast/announcing studio is very scantily equipped with a computer, two MD players, CD player and a tape player).

Plan in the next three years:

- 24 hours broadcast
- 2 channels (national and FM)
- Internet broadcasting/pod casting
- Content – start and produce radio dramas
- Separate FM channel for the capital (immediate)

Need/Requirement:

- Digitization of the studio (broadcast/announcing)
- A studio each for different language service and one for FM service
- Need/upgrade a digitized Sound/Audio/Music library
- Regional studios (at least one each in Central and eastern Bhutan)
- OB Van (Radio)
- Capacity Development

Note:

More than 80 percent of the Bhutanese are farmers and live in rural Bhutan. For them Radio is the only source of news and information at the moment. Radio's importance is gaining even more importance and with the on-going political changes.

Financial Situation of BBS

Sources of Fund

- Government Grant- 95-98%
- Internal Revenue Earnings- 2-5% only

Annual Budget for BBS

Particulars	FY 2006-07	FY 2005-06	FY 2004-05
Current	50.840	36.430	35.500
Capital	44.000	19.000	11.000
Total	94.840	55.430	46.500

Revenue Earnings for last 3 Years

Particulars	FY 2006	FY 2005	FY 2004
Airing of Advertisement- TV	1.190	1.290	3.915
Airing of Advertisement- Radio	5.718	3.195	1.487
Production & Sale of Programme	2.378	1.251	1.205
Others	0.775	0.769	0.059
Revenue from MSO	8.163	Nil	Nil
Total	18.224	6.505	6.666

Financial Highlights (2004-06)

Sl	Particulars	2006	2005	2004
1	Internal Revenue	18.213	5.735	7.611
2	RGoB Grants	71.269	39.509	35.893
	Total Income	88.775	45.244	43.504
1	Employee Cost	37.098	34.151	22.064
2	Consumption of Materials	2.206	6.105	1.966
3	Acq. of Program	3.030	0.560	0.311
4	ADM & General Charges	45.679	16.081	15.165
	Total Expenditure	88.013	56.897	39.506
	Profit/(Loss)	0.762	-11.653	3.998

Fixed Assets as on 31.12.06

Fixed Assets- Gross: **Nu. 269.833 million**
Less : Depreciation: Nu. 196.669 million
Net Assets: **Nu. 73.164 million**

Commercial Activities

- Advertisements
- Announcements
- Program Productions
- Program Sales
- Hiring of Equipment & Manpower
- Sponsorships
- Felicitations
- MSO Activities

Future Plans

- Setting Marketing Agencies
- Provide Training Service in Broadcasting
- Publish TV Magazines
- Introduce License Fees
- Establish Public Broadcast Development Fund
- MSO Phase II Activities
- Others- Telephone business, education business, translation & dubbing, open indoor shops, partnership with popular Internet portal sites etc.

Tashi Delek



National Radio & TV

Bhutan Broadcasting Service

Human Resource Development in BBSC



National Radio & TV

Bhutan Broadcasting Service

Introduction

HRD Section in BBSC has been playing a very important role in the capacity building of the Staff. It aims in making the staff more professional in their respective fields. So, that BBSC can function more professionally and effectively.

At the moment the hrd section is responsible to chart out the training requirements of all the departments of bbs, look for training institutes and funds.

BBSC is also planning to set up its own in-house training center for capacity building



National Radio & TV

Bhutan Broadcasting Service

1. BBSC strength
2. Training Requirements
3. Budgets




National Radio & TV

Bhutan Broadcasting Service

- **Staff strength : 244 + 24=268**
- TV Dept. : **70**
- Radio Dept.: **36**
- Tech. Dept. **36**
- HRD& Adm. Dept. : **44**
- Finance and Commercial Dept.: **16**
- Bureau : **42**


Bhutan Broadcasting Service
 National Radio & TV

Training Requirements


Bhutan Broadcasting Service
 National Radio & TV

TV Department

Sl.#	Area of training	Duration
1	News Management	One Month
2	News Reporting (Focusing mainly on the political reporting and writing)	One Month
3	Video Editing	One Month
4	Advanced Camera Tech.	One Month
5	News Presentation	One Month
6	Live Broadcast	One Month
7	Drama Production	One Month
8	Programme Production course	One Month
9	TV Directions	One Month



Bhutan Broadcasting Service

National Radio & TV

TV Department

10	Editing course for News and Current affairs Programme	One Month
11	Camera, Sound and Light Techniques	One Month
12	Studio Directions: Live and packaged	One Month
13	Archiving and Research course	One Month
14	Web writing	One Month
15	Analogue and digital Editing	One Month
16	Advance course in Graphics	One Month
17	Video Dubbing Techniques	One month
18	Post Graduate in Journalism	One year





Bhutan Broadcasting Service


National Radio & TV

Radio Department

SI.#	Area of training	Duration
1	Drama Production	One Month
2	Features Production	One Month
3	Presentation	One Month
4	News Reporting(Focusing mainly on the political reporting and writing)	One Month
5	Narration and Micro Phone works	One Month
6	Interview techniques	One Month
7	Analogue and digital Editing	One Month
8	Hosting	One Month
9	Live Broadcast	One month
10	Sound and Light Techniques	One month

 Bhutan Broadcasting Service <small>National Radio & TV</small>		
Technical Department		
Sl. #	Area of training	Duration
1	Troubleshooting SW Transmitter	One Month
2	Troubleshooting FM Transmitter	One Month
3	Troubleshooting TV Transmitter	One Month
4	Basic Induction Course	One Month
5	Transmitter Installation	One Month
6	Repair of TV/Radio equipments	One Month
7	Maintenance of Non Liner Editing	One Month
8	Digital Radio	Ten Months

 Bhutan Broadcasting Service <small>National Radio & TV</small>		
Technical Department		
9	Post graduate in Management of Technology	One month
10	Post graduate in Electronics Engineering	One month
11	Digital Transmission	Two months
12	Broadcast Engineering	Two months
13	Satellite Uplink Course	Two months
14	Maintenance of Fiber Optic	Two months

 Bhutan Broadcasting Service <small>National Radio & TV</small>		
Finance & Commercial Department		
Finance Division		
Sl.#	Area of training	Duration
1	In-country training in Tally packaging	2 weeks
2	Financial accounting and analysis	12 weeks
3	Organizational financial planning and cost control	2 weeks
4	Corporate accounting & finance	- do -
5	Course on advanced financial management	3 weeks
6	MBA	12months

 Bhutan Broadcasting Service <small>National Radio & TV</small>		
Commercial Division		
1	Production of advertisements	1 month
2	Production of radio jingles	1 month
3	Production and direction of commercial	3 month
4	Camera & editing	- do -
5	Video editing & sound	- do -
6	Commercial Advertisements	3 months
7	Digital filming	3 months
8	Masters in Business Administration	12months
9	Animation technique	- do -



Bhutan Broadcasting Service

National Radio & TV

HRD & Adm. Department

Sl.#	Area of training	Duration
1	Human Resource Management	One Month
2	Management of Training Centre	One Month
3	Personnel information system	One Month
4	Inventory Management	One Month
5	HRD Planning and management	One Month
6	Planning and Project management	One Month
7	Office Management	One Month
8	Masters in Management/MBA	Ten Months
9	Procurement and Store management course	One month



Bhutan Broadcasting Service

National Radio & TV

BUDGET

BBSC as such has no separate budget for the human resource development. And we don't get any subsidy from the government. However we get very few ad hoc training, workshops from Department of Human Resources and Development and also from the international organizations like Asia-Pacific and Broadcasting Union (ABU), Asia-Pacific Institute for Broadcast Development (AIBD), etc. But these ad-hoc trainings that we receive from them are all cost sharing where BBSC has to bear some of the expenses. As of now we have on going DANIDA project to meet the cost sharing expenses. However the fund from the danida project is already exhausted.



National Radio & TV

Bhutan Broadcasting Service



Thank You
&
Tashi Delek

Presentation on staff strength, trainings requirement and budget

1. Staff Strength : 244

BBSC consist of five departments:

- i. TV Dept.: **70**
- ii. Radio Dept.: **36**
- iii. Tech. Dept. **36**
- iv. Human Resources Dept. : **44**
- v. Finance and Commercial Dept.: **16**
- vi. Bureau : **42**

TRAINING REQUIREMENT

TV Dept.

- i. TV Producers
- ii. Reporter
- iii. Cameraman
- iv. Web Editor
- v. Video Editor
- vi. Sound man
- vii. Librarian
- viii. Graphics
- ix. Audience Research
- x. Studio Director

Sl. no.	Area of training	Duration
1	News Management	One Month
2	News Reporting(Focusing mainly on the political reporting and writing)	One Month
3	Video Editing	One Month
4	Advanced Camera Tech.	One Month
5	News Presentation	One Month
6	Live Broadcast	One Month
7	Drama Production	One Month
8	Programme Production course	One Month
9	TV Directions	One Month
10	Editing course for News and Current affairs Programme	One Month
11	Camera, Sound and Light Techniques	One Month
12	Studio Directions: Live and packaged	One Month
13	Library Archiving and Research course	One Month
14	Web writing	One Month
15	Analogue and digital Editing	One Month
16	Advances course in Graphics	One Month
17	Video Dubbing Techniques	One Month
18	Post Graduate in Journalism	One Year

Radio Dept.**i. Radio Producers**

Sl. no.	Area of training	Duration
1	Drama Production	One Month
2	Features Production	One Month
3	Presentation	One Month
4	News Reporting(Focusing mainly on the political reporting and writing)	One Month
5	Narration and Micro Phone works	One Month
6	Interview techniques	One Month
7	Analogue and digital Editing	One Month
8	Hosting	One Month
9	Live Broadcast	One Month

Technical Department

Sl. no.	Area of training	Duration
1	Troubleshooting SW Transmitter	One Month
2	Troubleshooting FM Transmitter	One Month
3	Troubleshooting TV Transmitter	One Month
4	Basic Induction Course	One Month
5	Transmitter Installation	One Month
6	Repair of TV/Radio equipments	One Month
7	Maintenance of Non Liner Editing	One Month
8	Digital Radio	Ten Months
9	Post graduate in Management of Technology	One month
10	Post graduate in Electronics Engineering	One month
11	Digital Transmission	Two months
12	Broadcast Engineering	Two months
13	Satellite Uplink Course	Two months
14	Maintenance of Fiber Optic	Two months

Training requirement of FCD

Sl. no.	Area of training	Duration
Finance Division		
1	In-country training in Tally packaging	2 weeks
2	Computer aided financial accounting and analysis	12 weeks
3	Organizational financial planning and cost control	2 weeks
4	Corporate accounting & finance	- do -
5	Course on advanced financial management	3 weeks
6	Master in financial management	12 months
7	MBA	12 months
Commercial Division		
1	Production of advertisements	1 month
2	Production of radio jingles	1 month
3	Production and direction of commercials/advert.	3 months

4	Camera & editing	- do -
5	Video editing & sound	- do -
6	Commercial Advertisements	3 months
7	Digital filming	3 months
8	Masters in Business Administration	12 months
9	Animation technique	- do -
10	Step by step for animation	- do -
11	2D/3D Special effects	8 weeks
12	Multimedia Photoshop/Adobe premier pro/coral draw etc.	4 weeks

Human Resource and Administration Department

Sl. No.	Area of training	Duration
1	Human Resource Management	One Month
2	Management of Training Centre	One Month
3	Personnel information system	One Month
4	Inventory Management	One Month
5	HRD Planning and management	One Month
6	Planning and Project management	One Month
7	Office Management	One Month
8	Masters in Management/MBA	Ten Months

First of all I would like to welcome you all to my presentation. I will be presenting on Staff strength, Training requirements and a very brief on budget.

BBSC as such has no separate budget for the human resource development. And we don't get any subsidy from the government. However we get very few ad hoc training, workshops from Department of Human Resources and Development and also from the international organizations like Asia-Pacific and Broadcasting Union (ABU), Asia-Pacific institute of Broadcaster development (AIBD), etc. But these ad hoc trainings that we received from them are all cost sharing where BBSC has to cover some of the expenses. As of now we have on going DANIDA project to meet the cost sharing expenses. However the danida project will be completing next year in March 2008.Henceforth we don't have any projects. And we are very happy that JICA is forward to assist BBS interms o f

BBS TV Department Overview

Tashi Dorji
General Manager
TV Department
Bhutan Broadcasting Service

TV Department Overview

- News Division
- Current Affairs
- Documentary and Entertainment
- Web Section
- Graphics / Weather
- Library and Archives
- Studio Direction
- Audio Visual Editors
- Camera Section

Staff Strength for BBS TV Dept.

- Total number - 70
- Presently at HQ - 58

Broadcast Schedule

- 6 pm - 11 pm Weekdays
- 6 am - 11 am Re-Broadcast Next Day
- 3 pm - 11 pm Weekends

Saturday Highlight - Live Call In MTV and Serial

Sunday Highlight - Local Movie

Example of a BBS Broadcast Hour

- ❖ News Bulletin - 20-25 minutes
- ❖ Weather, Advertisements - 5-7 minutes
- ❖ Program- 25 minutes
- ❖ Music Filler - 5 minutes

Program Content Current Affairs

- | | |
|----------------------|--------------------|
| ● Good Governance | ● Youth |
| ● Agriculture | ● Women & Children |
| ● Health & Education | ● ICT |
| ● Money & Business | ● Bhutan This Week |
| ● Sports | ● Set Pieces |
| ● Social Issues | |



Program Content Continued

- Documentaries
- Entertainment
- Bureaus
- Local Serials plus Oshin
- Foreign Programs - Scientific & Educational Programs (Japan); SAVE programs



TASHI DELEK!