



**Communications  
Commission  
of Kenya**

**APPLICATION FORM  
FOR A  
CABLE BROADCASTING  
LICENCE**

**NOT FOR SALE**

**CCK/F/SP-B/ APL-04**

**(AUGUST 2011)**

## APPLICATION FOR CABLE BROADCASTING LICENCE

<b>Section 1: Licence Details</b>			
Please identify the broadcasting service being applied for:			
1.1.	Tick the category(s) of the broadcasting service you wish to provide.	Cable subscription television service	
		Cable subscription radio service	
1.2.	Provide the name of the area(s) you wish to provide the broadcasting service.		
1.3.	(i) Attach the rollout plan for the area you are applying this service for.  (ii) A diagram showing precise boundaries and distribution plan for the entire service and indicate on the diagram the location of the head end facility and re-transmitting site if any. (ii) A diagram showing schematic site layout for head end facility which should also show streets/roads, boundaries, etc. (ii) A block and signal level diagram of the entire system.		
1.4.	Provide the name of the area(s) you wish to provide the cable broadcasting service.		

<b>Section 2: Applicant Contacts</b>			
2.1.	Full name of the applicant (as it appears on the organisation's Certificate of Registration)		
2.2.	Physical Address: Town	Street/Road	
2.3.	LR No.	Floor	Room
2.4.	Postal Address	Postal Code	Post office town
2.4.	Name of Building		
2.5.	Telephone No.	Fax No.	Mobile
2.6.	Email Address		



3.8	Type of conditional access media to be used (smart card, etc).
3.9	Description of proposed billing system and how accuracy of subscriber billing shall be ensured.
3.10	Location of studio facility.
3.11	Type of studio equipment to be used for the broadcasting service.
3.12	Proposed type of studio to head end to be used for the service, if any.
3.13	If satellite, name the provider, the satellite name and the transponder being used.
3.14	Proposed maximum number of hours of operation.
3.15	Proposed date of commencement of the CATV broadcasting service.
3.16	Proposed cable TV broadcasting service identity.

(For section 3, provide a separate sheet for each area of intended operation of CATV).

<b>Section 4: Market Information</b>	
<i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
4.1	Provide the population profile for the area the licence is being sought for.
4.2	Attach the market study of the area(s) the licence is being sought (indicate if attached).
4.3	Provide information on other broadcasting services being provided in the area in question and explain how your proposed service differs from them.
4.4	Provide the projected subscriber base for each area to be served in the first three years (on per year basis) on the basis of households, subscribers, penetration (% households).

**Section 5: Station Management**

*(Where appropriate the following information should be provided as an attachment to this application)*

5.1	Provide an organization chart explaining duties and responsibilities of the team managing the cable TV service.
5.2	Provide names, address, telephone numbers and attach CVs of key management staff who shall include among others: (a) Board of directors; (b) Chief executive officer; (c) Programme coordinator; (d) Technical director (e) Line plant engineer (f) Compliance manager

**Section 6: Station Financing and Business Plan**

*(Please provide separately a business plan and ensure the following details are included in the sequence as per the licence application guidelines)*

6.1	Provide a business plan and relevant cash flow projections showing a realistic calculation of the expected levels of costs and revenue over a period of the licence term in particular with regard to: (a) Costs for capital investment (equipment, cable plant, buildings & land, offices, vehicles etc); (b) Recurring costs (operating expenses-staff salaries, royalties & programme distributor costs, pole access fees, maintenance, customer service, rent , energy , communications etc); (c) Financial investments from the applicant(s); (d) Anticipated revenue from installations, decoder sales/rentals, subscription fees, advertisements, sponsorships where applicable.
6.2	Attach a financial guarantee equivalent from a reputable financial institution in Kenya.
6.3	Are there any commitments from advertisers or sponsors? If so, show proof.
6.4	Give an accurate estimation of the jobs you anticipate to create from the broadcasting service; (a) Full time; (b) Part time; (c) Freelance.

6.5	Provide detailed information on subscription fees.
	Installation fees Deposits (and terms & conditions thereof), if any Receiving equipment (decoder/set top box) rental or purchase fees Subscription fees (for basic, premium packages) and how frequent the fee shall be levied (monthly, etc).
6.6	Specify monthly fees for services offered on optional basis Package/bouquet                      monthly fee                      programmes included in Bouquet

<b>Section 7: Station Programming</b> <i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
7.1	Indicate your proposed hours of broadcasting for each day of the week.
7.2	Show how your proposed programming format is unique from the rest and explain how it will add value to the diversity of broadcasting services in the proposed coverage area.
7.3	Provide own produced programmes and their weekly percentage proportion.
7.4	Provide any planned external sources of your programming (local or foreign programme distributors).
7.5	Indicate if the proposed broadcasting service will provide for regular news services and programmes on matters of public interest and if so how often.
7.6	Provide the principle sources of news and information you plan for your programming in approximate percentage terms.
7.7	List domestic sources and/or foreign news, which you intend to use for news and information programming, if any.

7.8	Indicate proposed channels that shall be accessed without the requirement for subscription (free to air).
7.9	Attach a list of proposed channel bouquets, their programme composition and their status (FTA, pay), programme source and weekly schedule of programming.

<b>Section 8: Certification of Application</b> <i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
Briefly state any additional information that you think is not covered and will be helpful in the examination of this application.	

<b>Section 9: Certification of Application</b>			
This application is made on:			
	Day	month	year
By:			
	(Applicant Name)		
or:			
	(or Name of Applicant's authorized representative)		
Signature			
Date	Day	Month	Year

Note: Where applicable, you may provide separate sheets for detailed description of your proposals on items that the provided space is not sufficient.