



REPUBLIC OF THE GAMBIA  
MINISTRY OF FINANCE AND ECONOMIC AFFAIRS  
THE QUADRANGLE, BANJUL, THE GAMBIA.

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18<sup>th</sup> November 2024

**INVITATION TO BID FOR THE GAMBIA'S DIGITAL TERRESTRIAL TELEVISION  
TRANSMISSION PLATFORM PROJECT BY DIGITAL GAMBIA LTD (DGL)**

Digital Gambia Limited (DGL) invites prospective Bidders to submit a Proposal to Build, Operate and Transfer (BOT) the Digital Terrestrial Transmission (DTT) Platform.

DGL is a subsidiary of The Gambia Radio and Television Services established by the then Ministry of Information and Communication Infrastructure (MOICI) in 2019 to serve as the Public Signal Provider in the Broadcasting Sector.

In this regard, DGL is responsible for The Gambia's Digital Migration Process by ensuring the distribution of quality Digital Television programs to every part of the country through the DTT Platform. It is important to note that all countries in the world are obligated to comply with the International Telecommunication Union's requirements for Digital switchover by migrating from Analogue to Digital.

DTT platform facilitates better audio-video quality and multiple channels through single transmitter as well as better reception quality in Standard Definition (SD) and Higher Definition (HD) quality.

The impact of a functioning Digital Terrestrial Television (DTT) Transmission Platform for The Gambia includes:

- 1) Speed up the digital migration process
- 2) Ensure national coverage
- 3) Create jobs and boost the Gambia's media industry
- 4) Provide better quality television transmission
- 5) Enable the Gambia to comply with ITU regulations

DTT is a financially viable business in any part of the world. The sources of revenue generation for the project are:

1. **Sale of Set-top boxes:** This revenue will be generated from the sale of set-top boxes to the customers.
2. **Transmission fee:** This is a monthly signal transmission fee to be paid by television stations in the country to DGL.

3. **Subscription fee:** This is a monthly subscription to watch special channels e.g., sports etc. on DTT transmission platform.
4. **Cell Site Rental Charges:** This will be an annual payment by the GSM operators to DGL for hosting their equipment at the transmission sites.
5. **Over The TOP (OTT), Video on Demand (VOD):** The design of the system comes with these facilities. The OTT is transmitting TV programs on a mobile telephone platform and VOD is playback of a stored TV program. These can also generate revenue.
6. **Sale of local content to overseas etc. Content to Overseas Broadband Platform:** Internet or optical Fiber connectivity can be used to transport local content to overseas Broadband Network.

It is in this context that, The Gambia Government has decided to implement this project through a Public-Private Partnership (PPP) model to select a private entity to, Build, Finance, Operate and Transfer the Digital Terrestrial Television Transmission Platform to the Digital Gambia Limited.

A complete set of the bidding document can be obtained upon payment of a **non-refundable fee of USD 10,000.00** (Ten thousand Dollar) to **Digital Gambia Limited (DGL), GRTS Building, MDI Road, Kanifing, The Gambia**. Please contact **Sora Ceesay** on (+220) 2231103 or **Fatou S Sanneh** on (+220) 7429715 (on WhatsApp too) or **email: [soracesaty@hotmail.com](mailto:soracesaty@hotmail.com) or [fatoussanneh@gmail.com](mailto:fatoussanneh@gmail.com)** for the account details. Upon payment to the account, an electronic or hard copy of the receipt should be sent to the contact above to acquire the Bidding Documents electronically or hard copy. Mr. Ceesay is located at the Ministry of Finance & Economic Affairs at the Directorate of Public Private Partnership, Banjul.

The closing date for the receipt of Bids is **Friday 20<sup>th</sup> December 2024 at 12.00 NOON Banjul Time**.

For any other clarification, please call the persons below:

**Mr. Sora Ceesay or Fatou S Sanneh**

**Phone number: +2202231103 or +2207429715** (on WhatsApp too).

Email: [soracesaty@hotmail.com](mailto:soracesaty@hotmail.com) or [fatoussanneh@gmail.com](mailto:fatoussanneh@gmail.com)

While we remain hopeful for mutual collaboration, we respectfully submit this invitation for your kind consideration.

