

**STATEMENT BY
DR. HOPETON DUNN, CHAIRMAN OF THE BROADCASTING COMMISSION
ON THE LAUNCH OF THE 2010 REGIONAL REGULATORS' FORUM ON
POLICY AND THE ELECTRONIC MEDIA**

May 19, 2010

On behalf of the Broadcasting Commission, I take this opportunity to welcome all participants to this information briefing and live streaming, relating to an important upcoming event of relevance to the Broadcasting sector, the telecommunications sector and the wider ICT community. I welcome in particular those persons that have joined us via the internet using the facilities of the Broadcasting Commission website.

It is my pleasure then as Chairman of the Commission to announce that the Commission will be hosting a Regional Broadcasting Policy Forum and Regulators' Consultation. This event which will take place at the Terra Nova Hotel on June 7 and 8, will bring together policy specialists and regulators from throughout the Caribbean including Jamaica, Barbados, Trinidad and Tobago, Guyana, Belize, the Eastern Caribbean, Bermuda, among others.

Among the issues to be discussed are:

1. The harmonisation of broadcasting and regulatory policies including content standards across the Caribbean media landscape.
2. The impact of technological convergence on the broadcasting and related industries including the challenges posed to regulation of the converging sector.
3. The challenge of Digital Switchover and the opportunities that may be seized to arrive at a regional approach in the selection of a common technical standard and coordinated switchover timelines from analogue to digital broadcasting.

This Conference will be lead by the Broadcasting Commission which is the region's oldest and most experienced Broadcasting regulator. As you know, the Commission has been successfully engaged over the last few years in leading the transformation of on-air content, especially in music, from inappropriate to more acceptable daily output. The music of Jamaica can be heard all over the world and particularly within our Caribbean partners, and that content together with all forms of music will continue to require a vigilant and collective approach in the area of regulation.

In addition, the Caribbean continues to be affected by high volumes of foreign content, while at the same growing new and promising channels of content

output generated by the immense creativity of Jamaica and the Caribbean people. The Forum will deliberate on how best to strike a balance and ensure the continued healthy growth of Caribbean content within the Caribbean media space.

Several other issues will come under the microscope over these two days, which will presentations taking place through four major roundtables. The first will be entitled, “Media Policy for the Digital Age”. The second roundtable will focus on THE “Digital Communications Market: Challenges and Opportunities”. The third one will be looking at “The future of Broadband and Digital Platforms”. And the fourth will be focusing on “Media Content Standards”. In the afternoon of the second day, the regulators will meet in a dedicated closed session to discuss strengthening content regulation, coordination Digital Switchover and building a regional regulators’ forum.

While physical participation in the event will be limited, all roundtable sessions will be streamed live online for participation of a wider audience within and outside of Jamaica. We are very pleased in maintaining the leadership of the Broadcasting Commission on topics of such crucial relevance to the future of Jamaica and the Caribbean.

Thank you.