

THE UNITED REPUBLIC OF TANZANIA  
**TANZANIA COMMUNICATIONS REGULATORY AUTHORITY**  
ISO 9001:2015 CERTIFIED



**INVITATION TO APPLY FOR CONTENT SERVICES (COMMERCIAL BROADCASTING-RADIO) LICENCES**

**GUIDELINES ON SUBMISSION OF APPLICATIONS FOR CONTENT SERVICES (COMMERCIAL BROADCASTING – FREE TO AIR RADIO) LICENCES THROUGH INVITATION TO APPLY (ITA)**

A. An application for Content Services Licence in a binded booklet must contain the following:-

1. Dully filled and stamped application forms FSA and CS (attached as **Annex I**) whose contents include:

- Mandatory registration of Domain Names using country code Top Level Domain (ccTLD) and provide Website and E-mail addresses;
- Official correspondence must indicate Physical Address with Postcode Address (Postcode Link to TCRA website accessible at: <https://www.tcra.go.tz/publication-and-statistics/postcode-list>);
- Receipt of Application Fee of USD 1,000 or TZS 2,360,000 for New Applicants-District Licence category;
- Receipt of Application Fee of USD 1,000 or TZS 2,360,000 for Upgrade Applicants-District to Regional Licence category;
- Receipt of Application Fee of USD 2,000 or TZS 4,720,000 for Upgrade Applicants-Regional to National Licence category.

2. **Transmittal letter:** (The applicant to submit a short brief letter in the preface of the application stating intention, objectives, market analysis and service demand for the service applied for) **addressed to:**

The Director General  
Tanzania Communications Regulatory Authority  
Mawasiliano Towers  
20 Sam Nujoma Road  
P. O Box 474  
**14414 DAR ES SALAAM**  
E-mail: [dq@tcra.go.tz](mailto:dq@tcra.go.tz)

**3. Certified copies of the following legal documents:-**

- a) Memorandum and Articles of Association for registered companies or Constitution for registered societies and NGOs (shareholding requirement pursuant to Regulation 22 (1) (b) of the Electronic and Postal Communications (Licensing) Regulations, 2018 which states that:-

*“An applicant shall, when applying for a licence, submit the following:- in the case of content services licence memorandum and articles of associations with a minimum of fifty one percent local (Tanzanian citizen) shares ownership”.*

- b) Certificate of Business Name Registration of the station;  
 c) Certificate of incorporation for registered companies;  
 d) Certificate of registration for registered societies or NGOs;  
 e) Certificate of Registered Trustees including their names from relevant bodies;  
 f) Certificate of tax payer identification number (TIN) and or certificate of value added tax payer (VAT) registration;  
 g) Tax Clearance Certificate; and  
 h) Proof of citizenship of shareholders (Passport, Birth Certificate, or National Identity Card).

**4. Business Plan with the following:-**

- a) Company Profile.  
 b) Summary of objectives for establishment of the project.  
 c) Financing plan (to prove financial capability):-  
     i. Company’s bank statement for companies in operation or  
     ii. Shareholders’ bank statements for newly established companies.  
     iii. Letter of commitment from sponsor or  
     iv. Letter from bank guaranteeing loan or financial support.  
     v.  
 d) Five year Projected Financial Statements: Income statement, cash flow and balance sheet.

The applicant’s financials should conform to the following matrix below:-

1.	<b>FINANCIAL ASPECT</b>					
1.1	<b>BUSINESS CAPITAL</b>					
1.2	Projected Financial Statements					
	Financing Plan (Funding of the Project) Availability of Financing					
		<b>Year1</b>	<b>Year1</b>	<b>Year3</b>	<b>Year4</b>	<b>Year5</b>
	Net profit margin					
	Return on equity (ROE)					
	Current Ratio					
	Return on Investment ratio (ROI)					
Revenue growth trend for 5 years						

- e) Capital Investment Ratio (Equity: Debt).
- f) Manuals, brochures and technical specifications for the equipment to be used.
- g) Schedule of project implementation and construction plan.
- h) Information on track record/experience (references).
- i) Description of Service to be offered.
- j) Costing structure and Service Pricing.
- k) Customer base projections.
- l) Human resource development strategy.
- m) Customer care strategy (to ensure quality of services).
- n) Studio construction, layout diagram, components and broadcasting standards and summarized in **Annex V**.
- o) Station's Editorial Policy (Station code of conduct) based on the Authority's approved template (attached as **Annex II**) and contents shall be as provided under the Electronic and Postal Communications (Radio and Television Content) Regulations, 2018;
- p) A detailed 7 days expected Program Lineup which conforms with the Authority's approved format attached as **Annex IV** to these Guidelines with focus on the following attributes:
  - i. Quality and variety;
  - ii. Benefit to the local economy;
  - iii. Widening of programme choice, including children's programmes pursuant to requirements provided under the Electronic and Postal Communications (Radio and Television Content) Regulations, 2018 on duration and quota;
  - iv. Impact on development of broadcasting industry overall benefit.
- q) Documented procedures for broadcast content quality control.
- r) Organization or management structure.
- s) Curriculum Vitae (CV) for key staff.

##### **5. Project Write-up and its format:-**

The booklet with its relevant attachments shall be short and brief with focus on licence applied for, and whose topics shall be in accordance with the Format for Project Proposal Template attached to these guidelines as **Annex III**

##### **Note:**

1. Applicants are required to submit one original and one copy of the printed application including an electronic copy in a CD, memory card or any other digital storage.
2. The applications can be delivered to the Authority's address in No.2 above or to the Authority's Zonal Offices in Arusha, Dodoma, Mbeya and Mwanza.

FORM: FSA

THE UNITED REPUBLIC OF TANZANIA  
**TANZANIA COMMUNICATIONS REGULATORY AUTHORITY**  
 ISO 9001:2015 CERTIFIED



**APPLICATION FOR LICENCE TO PROVIDE COMMUNICATION  
 NETWORKS AND SERVICES**

NOTE: The duly filled application form must be submitted with the following attachments:

**1. General**

- (i) Transmittal letter to the DG
- (ii) Photo copy of receipt for application fees
- (iii) Certified copy of certificate of Incorporation or Registration
- (iv) Certified copy of Company's Memorandum and Articles of Association
- (v) Company Profile
- (vi) Certified copy of Tax Clearance Certificate
- (vii) Certified copy of Tax Identification Number (TIN) Certificate
- (viii) Information on track record (references)
- (ix) Content services licence applicants to also Complete Form CS

**2. Business Plan with the following:-**

- (i) Manuals, brochures and technical specifications
- (ii) Network rollout plan (coverage, customer base projections, construction plan, radio frequency)
- (iii) Network configurations
- (iv) Service to be offered
- (v) Costing structure
- (vi) Service Pricing
- (vii) Customer care strategy (quality of services)
- (viii) Five years Projected financial statement, cash flow and balance
- (ix) Financing plan
- (x) Capital Investment Ratio (Equity: Debt)
- (xi) Human resource development strategy

A: Type of Licence applied for (Please tick)

1. Network Facilities Licence	<input type="checkbox"/>
2. Network Services Licence	<input type="checkbox"/>
3. Application Services Licence	<input type="checkbox"/>
4. Content Services Licence	<input type="checkbox"/>

B: Particulars of Applicant

1. Name(s) of applicant:..... Telephone.....  
 ..... Fax.....

E-mail:..... Website:.....

Physical address:.....

Town/City.....<sup>o</sup> Street .....

Plot No. ....

2. Detailed information on shareholding structure including relationship with holding or subsidiary company clearly indicating the ownership or shareholders of the later:

S/No.	Shareholder	Nationality	Number of shares

3. Nature of Services applied for:

.....  
 .....  
 .....

4. The intended area to be covered by these services whether national, regional or district. (If region(s) or district(s) please mention):

.....  
 .....

5. Estimated Cost of investment

.....

6. **Financial Information**

6.1 A bank statement from a bank of the company or its shareholders for the past six months prior to submission of the application as a proof of financial capability);

6.2 Proof that minimum paid up capital of the company is not less than 50% of the authorized share capital;

6.3 Notarized Memorandum of Understanding or agreement between financiers whether domestic or foreign and the applicant.

7. Do you intend to use frequency spectrum?

.....  
If Yes, please provide the network diagram.

8. Staff establishment and qualification (present and future)

9. Staff training programmes (attach if any).

10. Expected date of commencement of operations

11. Future plans

12. Any other relevant information

13. **Declaration**

I declare that the contents of this application and any enclosures are true and correct.

**Signature of Authorised person and official stamp** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_ **Date** \_\_\_\_\_

FORM: CS

THE UNITED REPUBLIC OF TANZANIA  
TANZANIA COMMUNICATIONS REGULATORY AUTHORITY (TCRA)  
ISO 9001:2015 CERTIFIED



**TECHNICAL DETAILS FORM FOR AN APPLICATION TO PROVIDE CONTENT SERVICES**

(Under Section 6 (2) (c) of the Electronic and Postal Communications Act No. 3 of 2010)

**A. APPLICANT INFORMATION: (*Applicable to all applicants*)**

1. Applicant Details

Name of applicant	
Physical address	
Telephone number (Fixed and Mobile)	Fax number
E-mail address	Website
Type of service <input type="checkbox"/> Free To Air Radio  <input type="checkbox"/> Free To Air Television  <input type="checkbox"/> Content Services by subscription (Terrestrial Television)  <input type="checkbox"/> Content Aggregator <input type="checkbox"/> Support Services for Content Services by Subscription  <input type="checkbox"/> IPTV/VOD  <input type="checkbox"/> Any Other Service (Describe)	

2.

Contact Person	
Telephone number (Fixed and Mobile)	Fax number
E-mail address	Website
Receipt No. of Application Fees	

**B. COMPANY INFORMATION: (*Applicable to all applicants*)**

1. Name(s) of Shareholders/Directors and Shareholding structure (%)

S/No	Name of Shareholder	Citizenship	% Share

2. Share Capital of the Company.....

3. Attach Feasibility Study and Cash Flow Analysis. Cash Flow Analysis should be prepared in format which conforms to International Financial Reporting Standards (IFRS).

**C. TECHNICAL SPECIFICATIONS (*Applicable to AM/MW/FM Sound broadcasting applicants only*):**

**1. Transmitter Information: (Please go to required STANDARDS in Annex V)**

S/No	Required Transmitter Information	
1.1	Make and Type of Equipment	
1.2	Manufacturer's Name and Address	
1.3	Antenna Type and make	Antenna Gain
1.4	Maximum Output Power	Effective Radiated Power (ERP)
1.5	Coordinates of the transmitting point (Deg, Min, Sec)	
1.6	Height of the transmitting tower above the ground (In Meters)	
1.7	Height of the transmitting tower above the sea level (In Meters)	
1.8	Station Type Main Station <input type="checkbox"/> Booster Station <input type="checkbox"/>	
1.9	Intended Service Area..... (Attach rollout plan) Do you intend to use Satellite Uplink? (Yes/No)  If Yes, Provide Particulars of the organization and beaming satellite location, coordinates and operating frequencies/transponder	
1.10	Exact Studio Site Location (Area, Street, Block, Plot No. etc)	
1.11	Exact Antenna (Broadcasting) Site Location (Area, Street, Block, Plot No. etc) <b>Please, consult the Authority on Designated Transmitter Site:</b>	



1.12	<p>Ownership of Transmitter Facility:</p> <p>Leased Facility <input type="checkbox"/></p> <p>Own Property <input type="checkbox"/></p> <p>Shared Infrastructure <input type="checkbox"/></p> <p>(Please, tick appropriate) <input type="checkbox"/></p> <p>If leased, Name of Lesser.....</p> <p>Address and Contact.....</p> <p>.....</p> <p>.....</p> <p>If shared, please mention name of companion</p>
1.13	Frequency Band
1.14	<p>2. Nominal Bandwidth.....</p> <p>3. Type of Modulation.....</p> <p>4. Class of Emission.....</p> <p>5. Transmitter Power.....</p> <p>6. Azimuth of Maximum Radiation in Degrees</p> <p>.....</p> <p>7. Angular Width of Radiation Main Lobe in Degrees.....</p>
1.15	Maximum Hours of Operation per day.....

**D: ANTENNA MAST CONSTRUCTION: (*Applicable to all applicants deploying transmission masts*)**

Contractor Name and Address	
Telephone number (Fixed and Mobile)	Fax Number
E-mail address	Website
Region	District
CRB Registration Number	
CRB Registration Category: Local <input type="checkbox"/> Foreign <input type="checkbox"/>	<input type="checkbox"/>
(Tick Appropriate Category)	

**8. E: STUDIO TECHNICAL SPECIFICATIONS (Please go to required STANDARDS in Annex V)**

1. Section I– Studio technical specifications

i. Particulars of studio equipment (s)		
List of the equipment	Make and Type	Other particulars
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10		
ii. Studio location		

Please attach Technical Brochures of studio accessories

## 2. Section II – Conditions for Studio Layout

Note: (Attach Studio Layout Diagram(s))

2.1	The applicant should ensure that there are provisions for Standard Production Studio Room, Live Studio Room, Control Room, News Room, Library etc.
2.3	The studio rooms should be designed with standard acoustic treatment materials designed and constructed by a registered professional company.
2.4	Waiting/ resting rooms for staff should be provided.
2.5	The Studio should be professionally fenced with provision of security.

## 3. Section III – ITU technical recommendations governing **digital studio construction**; Please, read and comply;

3.1	Video signals are encoded according to the Recommendation <b>ITU-R BT.601 “Studio encoding parameters of digital television for standard 4:3 and wide-screen 16:9 aspect ratios”</b> .
3.2	The design, construction and operation of digital equipment must take into consideration the need to mitigate/eliminate harmful interference, as a high priority, according to the recommendation <b>ITU-R BT.803 “The avoidance of interference generated by digital television studio equipment”</b> .
3.3	The Authority recommends minimum video encoding formats to be ITU’s MPEG-4/H.264 compliant (applicable to digital terrestrial television)

## F: STUDIO TO TRANSMITTER LINK

### 1. STL information for **Sound Broadcasting**;

Note: For STL links consult the Authority’s Zonal Office on applicable frequency range prior to acquisition of equipment.

S/No	Required STL Information	
1.1	Make and Type of Equipment	
1.2	Manufacturer’s Name and Address	
1.3	Antenna Type and make	Antenna Gain
1.4	Maximum Output Power	Effective Radiated Power (ERP)
1.5	Coordinates of the transmitting point (Deg, Min, Sec)	Coordinates of the receiving point (Deg, Min, Sec)
1.6	Height of the transmitting tower above the ground (In Meters)	Height of the receiving tower above the ground level (in Meters)

1.7	Height of the transmitting tower above the sea level (In Meters)	Height of the receiving tower above the sea level (In Metres)
1.8	For fiber optic link, describe its components specifications and attach technical brochures (Information may be included in the project write-up);	
1.9	Attach any additional information	

## 2: Section III – Content Service information

2.1	Source of Programmes (Locally Produced/ Imported %) Note: The Regulations requires minimum 60% to be local. (Attach evidence of compliance with 2.1 above)	If imported please specify (Source, Copyright Agreements)
2.2	Type of Programmes (Commercial, Advertising, Cultural, Sports, Political, Religious, Entertainment etc)	Time and Hours of Operation per Day
2.3	Intended Charges to Viewers and Listeners (Applicable to Subscription Services)	Expected Date of Commencement of Operations (DD / MM / YYYY)
2.4	Please, attach a diverse seven day a week program schedule which conforms to the business plan objectives	

### 1. **STAFF ESTABLISHMENT INFORMATION: (Please go to required STANDARDS in Annex V)**

1. Please attach the following:	
1.1	Staff Establishment and Qualifications Present and Future
1.2	Staff Training Programmes
2. Attach additional information	
2.1	
2.2	
2.3	

H. Declaration

I hereby certify that information supplied in this application form is true in all aspects and I hereby declare that upon assignment of frequency or grant of Construction Permit (CP), I shall abide by the terms and conditions upon which the Frequency authorization /CP/ Licence is granted. I accept that the Frequency authorization/CP/ Licence may be revoked and appropriate penalty applied if it is found that I have been granted Frequency authorization/ CP/ Licence based on incorrect information furnished to the Authority or used an unassigned frequency channel.

Name	Relationship with applicant (e.g., Consulting engineer, etc.)
E-mail address	Telephone number
Signature and official stamp	Date (DD / MM / YYYY)

**EDITORIAL POLICY GUIDELINES**

1. Name of the Station.....

2. Ownership: Private  lic

3. Market Segment: Community  District  Regional  National

4. Category of Licence: Public  Commercial  Community

- 5. Nature of Content Provided:-
  - Religious
  - Educational
  - Public
  - Commercial
  - Non Commercial
  - Sports
  - Music
  - Any other

6. General Description of the Focus of the Editorial Policy.....  
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7. Objective of Content Provided.....  
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8. Targeted Audience.....  
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9. Expected Outcomes/Achievement.....  
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10. Guidelines

SN	GUIDELINE	DESCRIPTION OF THE GUIDELINE
1	Fairness	
2	Balance	
3	Merit	
4	Journalistic Freedom	
5	Portrayal	
6	Privacy	
7	Editorial Independence	
8	Credibility	
9	Impartiality	
10	Accuracy	
11	Interviews	
12	Election Coverage	
13	Live Broadcasts	
14	Phone ins	

15	Citizen Journalism	
16	Social Media as source of news	
17	Internet as source of news	
18	Religious programmes	
19	Taste and Decency	
20	Health Programmes	
21	HIV/AIDS	
22	Gender	
23	Children	
24	Watershed	
25	Crime and anti Social Activity	
26	Disaster coverage	
27	Violence	
28	War reporting	
29	Disorder, Kidnapping and Hostages	
30	Bomb warnings	
31	Demonstrations	
32	Complaints Handling Procedures	
33	Customer care	

**Any other policy position of the station.**

I....., the Chief Executive Officer of the station do hereby declare that the information provided above, to the best of my knowledge, is true and correct.

If provided otherwise may disqualify my station from being considered for Licence.

**NAME OF STATION CEO:**

**SIGNATURE:**

**DATE AND OFFICIAL STAMP:**



## FORMAT FOR PROJECT PROPOSAL

### FORMAT OF PROJECT PROPOSALS FOR APPLICATION FOR CSL LICENCE

#### 1.0 INTRODUCTION:

An application of a Radio or Television station should be accompanied by a summary of essential features (feasibility study) in which an applicant(s) will be able to give thorough explanations. These features may include: Executive summary, market analysis, technical aspects, management set up, financial analysis and project viability.

#### 1.1 FEATURES:

##### 1.1.1 Executive Summary

**1.1.2 Vision:** What do you want to achieve by establishing such a Radio or Television Station?

**1.1.3 Mission:** What will you do in order to reach your vision?

**1.1.4 Objectives:** What are the reasons behind the establishment of the station.

**1.1.5 Location:** (physical location) where are you planning to establish your station

**1.1.6** Names and addresses of the applicants and shareholders should be indicated in CVs to be supplied to the Authority

#### 2.0 MARKET ANALYSIS:

##### 2.1 Present situation:

There must be an explanation of the current situation of the broadcasting status of that particular area you want to establish your station.

##### 2.2 Business Penetration:

How will you be able to penetrate or reach your desired audience How?

##### 2.3 Business Projection:

Explain your business sustainability in one or two years to come. Will you be able to sustain the station? How?

#### 3.0 TECHNICAL ANALYSIS:

3.1 Studio and transmitter equipment specifications / type, layout and location. Indicate the site or location of studio transmitter (s).

3.2 Antenna specifications

3.3 Proforma Invoices for radio/television

3.4 Installation and civil work and equipment (TX/studio)

3.5 Diagrams and appendices should be attached

3.6 Studio – transmitter link (STL), antenna mast and coverage area especially of tool print

3.7 Electrical power considerations:

- Power supply (Mains? Solar? Generator?)
- Standby generator /UPS capacity and specifications
- Automatic voltage regulator (AVR) and stabilizers capacity and specifications.

#### 4.0 CONTENT MATTERS:

4.1 Programme schedule

4.2 Sources of programmes

## **5.0 MANAGEMENT SET UP:**

### **5.1 Organisation structure / chart**

- Indicate the leadership position, qualifications and their functions and number of staff in each section.
- Indicate staff establishment and provide CVs of key staff

### **5.2 Staff Development/Training**

- How are you going to train your staff
- How are you going to incorporate new technologies in your business

## **6.0 FINANCIAL ANALYSIS:**

6.1 Capital and recurrent expenditure

6.2 Income projections for next five years

6.3 Sustainability of station.

## **7.0 CONCLUSION:**

In the conclusion you must be able to explain the **PROJECT VIABILITY** i.e benefits to the society, prospects of income, employment training opportunities and how your company's objectives will be met.

***Note: The project proposal should be brief but precise focusing on required information to avoid hefty large volume booklet.***

[INSERT DAY]

<b>Time</b>	<b>Program Name/Title</b>	<b>Specific Objective</b>	<b>Targeted audience</b>	<b>Expected Achievement</b>
05:00-05:30	Example. Mother and Children	To educate the society on the best way to take care of Children	Parents	Good care
05:30-06:00	Example. Music	Entertain	All (Youths and Elders)	Educate the society on number of issues such as Aids, relation at work using songs

## BROADCASTING TECHNICAL/CONTENT STANDARDS GUIDELINES

S/N	ITEM	REQUIRED STANDARDS BASELINE
14.1.1	<b>TRANSMITTER</b>	Transmitter Power: Not more than 2KW for booster station
		Antenna Gain: Not more than 12dbi
		Frequency Assignment: As shall be/already assigned by the Authority
		Effective Radiated Power: Not more than 10KW
1	<b>STAND BY GENERATOR</b>	Availability of Stand by Generator with <b>minimum</b> 17 KVA
2	<b>STUDIO LAYOUT (MINIMUM REQUIREMENT)</b>	On Air Studio (4mx4m)
		Production Studio (4mx5m)
		News Room (4mx4m)
		Control Room (4mx4m)
		Fenced Studio
		Three Administrative Offices
		Toilet
		Availability of Resting Room
		Availability of Library
3	<b>STUDIO EQUIPMENT (MINIMUM REQUIREMENT)</b>	One audio mixer with ten channels
		One Teleprompter (for news reading)
		Three Studio Camera 180 degrees
		Video Switcher and video recorder
		Studio Lights
		Microphone ( Omni, Uni and Bi directional)
		Playout System
		Three set of Head Phones
		Intercom System and hybrid telephone
		UNI and OMNI Directional Microphones
		MIC Cut/Talkback Facility
		Monitor Speaker 2 SETS
		Character Generator for graphics
		Power backup
4	<b>ROLL OUT AND GEOGRAPHICAL COVERAGE</b>	District (Three Points of Presence)
		Regional (Ten Points of Presence)
		National (Minimum twenty Points of Presence)
5	<b>QUALITY OF SERVICE</b> Indication of Key parameters for quality of services (content) as stipulated in the sixth schedule of the Electronic and Postal Communications (Quality of Service) Regulations, 2018 are highlighted hereunder as follows:	
		1. Redundancy facility for studio and transmitter: 100%.
		2. Changeover to alternative studio/transmitter ≤ 5 minutes.
		3. Changeover of presenters for succeeding programs ≤ 30 seconds.
		4. Colour bar for television or signal tune for radio in case of failure.
		5. Broadcasting seamless original program of correspondent(s) live or recorded reports 100%.
		6. Acoustically treated studio 100%
6	<b>REGULATORY FEES</b>	Payment of application fee