



National Telecommunications Commission NATCOM



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10TH CONFERENCE OF AFRICAN COMMUNICATION REGULATION AUTHORITIES

The National Communication Authority of Sierra Leone was represented at this year's 10th Conference of the African Communication Regulation Authorities 10th conference in Marrakech, Morocco.

In view of the fact the Commission (National Telecommunications Commission) has a new act which has transitioned it to Communications Authority, it was imperative that our representation must be made at the meeting in Marrakech.

The theme for the conference was "The Changing African Audiovisual Sector: Enabling Trends and Emerging Users".

The thematic seminars were all very intriguing, intrusive with an educative deep dive; these included, among others:



- The effects of disruption on the audiovisual media value chain.
- What production strategies and what funding solutions for the African Audiovisual Sector in the New Media Economy?
- The keys to competitiveness in the context of the global media content market.
- Opportunities and threats brought by the new competitive context of the content provided by the traditional media/digital network platforms.
- Redefining journalistic standards and the respect for freedom of expression.
- Emerging ethical issues and the role of regulations.
- Innovation as a new editorial resource.
- What digital strategies for the African audiovisual sector.
- Training needs: setting up departments in charge of data, artificial intelligence etc.
- Developing partnerships for digital transformation.

Mrs. Latifa Akharback, President of the Moroccan High Authority for Audiovisual Communication (HACA) and Vice-President of the African communication Regulatory Authorities Network (ACRAN) made the opening statement at the conference, and welcomed participants to Morocco on behalf of King Mohamed VI.

Enriching presentations were made by eminent personalities including: Mr. Joseph Chebongkeng Kalabubsu, President of ACRAN, and Mr. Remi Moretti, President of Benin's High Authority for Audiovisual Media and Communication (HAAC) and Executive Secretary of ACRAN. Mr. Patrick Penninckx, an expert to the council of Europe spoke extensively on: Digital transformation of audiovisual media - Governing the transition.

In this fourth industrial revolution, there is a collective challenge we must rise up to in digital transformation.

