

**KEYNOTE ADDRESS BY THE HONOURABLE MINISTER FOR COMMUNICATIONS,
DIGITAL TECHNOLOGIES AND INNOVATIONS**

Forum organised by Africa Media Bureau, 26th September 2025 – Alisa Hotel, Accra

Distinguished Guests, Ladies and Gentlemen,

At no point in our history has the question of broadcasting and its future been more urgent than it is today. Broadcasting is not only a channel for information and entertainment; it is a pillar of national cohesion, a driver of innovation, and a safeguard of democratic participation.

This forum, therefore, addresses the choices we must make as a nation to secure a resilient and forward-looking media landscape.

I commend the Africa Media Bureau for collaborating with our Ministry and other partners, for convening this dialogue at such a critical juncture. By bringing together policymakers, regulators, broadcasters, and industry actors, this platform enables us to ask hard questions, assess our progress, and chart a path that balances policy, technology, and global best practices with Ghana's unique aspirations.

Current State of Ghana's Media Sector

The role of broadcasting in Ghana's democratic life, social cohesion, and economic development cannot be overstated. It remains the primary medium for news, education, cultural expression, and national conversation. Ghana's media is rightly celebrated as one of the most vibrant in Africa, with over 700 FM stations, more than 100 television channels, and a rapidly expanding digital ecosystem. This vibrancy is in numbers. The question of media quality must be however considered very seriously.

Despite the numbers, challenges persist. Some FM and TV stations remain non-operational years after authorisation. Others face compliance issues relating to

licensing, content standards, and spectrum use. These undermine both service delivery and public confidence.

Added to these are technological disruptions, shifting consumer behaviour, and economic pressures that demand deliberate and responsible policy evolution. Financial sustainability, in particular, is a pressing concern. Many broadcasters struggle with high operational costs, growing competition from digital platforms, and fragmented advertising revenues. These realities necessitate innovative business models and partnerships that strike a balance between viability and quality.

Policy and Regulatory Interventions

This forum coincides with heightened public concern about the affordability, quality, and fairness of broadcasting services. A new paradigm is required to propel the industry forward. The Ministry is reviewing Ghana's broadcasting policy framework to reflect the realities of digital convergence—where radio, television, and internet-based broadcasting increasingly overlap within a single ecosystem. In light of this, my Ministry would collaborate with the Ministry of Government Communications and other key stakeholders to take a dispassionate look at the current Broadcasting Bill, with a view to making it reflective of the nuanced realities of today's world.

The Government, working with the NCA, is taking steps to ensure compliance with the conditions of broadcasting authorisations. Recent audits of FM and TV authorisations, together with spectrum monitoring exercises, are to ensure that only compliant and operational stations remain on air. This protects spectrum integrity and strengthens the credibility of our authorisation regime. I urge all broadcasting authorisation holders to do what is right. Apply for renewal on time. Pay your fees. Comply with the technical regulations. As your presenters hold the Government to account, please ensure that you maintain your authorisations in good standing with the regulator.

Sustainability of the Digital Terrestrial Television (DTT) Ecosystem

The Government of Ghana established the national DTT transmission network in 2016 under the leadership of the then Minister, Honourable Edward Omana Boamah. The strategy then was for the Government to support the industry with the investment in the network and to gradually cover the operational costs through payment by TV stations as follows: zero fees for the first year, 50% of the price in the second year, 75% of the cost in the third year and then full cost recovery thereafter.

Following the change of Government, the Policy direction was not implemented until much later, when my predecessor attempted to introduce fees for DTT operations and maintenance. However, the industry association, GIBA, went to court, and there has still not been an implementation of the cost recovery arrangements. The over 45 stations on the platform have not paid any fees for the operations and maintenance of the transmission network for almost a decade. The Government of Ghana has borne this cost over the period, thereby subsidising private enterprise. This is not sustainable.

We have to come to the table to establish a straightforward arrangement for the financial sustainability of the national DTT platform. The Government is working to expand the platform due to high demand for slots. Whilst we do this, we must commence discussions on how the stations using the platform can contribute to the operations and maintenance. I will be convening a meeting of stakeholders on this matter in due course. The free ride bus is running out of gas, and we need to find a sustainable means of fueling the DTT bus.

Technology and Global Best Practices

Ladies and gentlemen, globally, broadcasting is undergoing a rapid transformation. Artificial intelligence, automation, 5G, and hybrid content delivery platforms are transforming the way content is created, distributed, and consumed.

For Ghana, these developments present both challenges and opportunities. To remain competitive, broadcasters must embrace digital transformation, adopt new technologies, and invest in skills development to stay ahead of the curve. Partnerships with telecom operators, technology providers, and international organisations will be critical in this regard.

Equally, our regulatory frameworks must benchmark against global best practices, ensuring interoperability, safeguarding consumers, and fostering innovation while protecting Ghana's national interests.

While the Ministry is supportive of the use of new media to augment traditional media in the dissemination of information and the provision of educational and entertainment content, new media must subject itself to the same rigours of conventional media. It is wholly unacceptable and indeed undemocratic for us to have differing standards for new and traditional media broadcasts.

Once you broadcast, the ethics and standards of the craft must govern your operations. I am not speaking of censorship but regulation. The media, be it traditional or new, cannot be said to be above regulation. It cannot be the Wild West, where incredulous allegations are made, reputations are damaged, and images are soiled beyond repair simply for clickbait. I cannot and would not, as the Minister for the sector, seek to regulate what any media outlet publishes. That is your democratically protected editorial discretion. In the same vein, my democratically mandated role is to regulate through my plethora of regulators, how your editorial discretion is broadcast.

As the great Founder of our beloved Nation, Osagyefo Dr Kwame Nkrumah put it in his book, *Neo-colonialism: The last stage of Imperialism*, and I quote, ***“if by their fruits we shall know them, then they must first grow the fruits.”***

We must work together within the remits of our mandates to ensure the protection and longevity of our democracy. You must be responsible in your broadcast, and I must exercise caution in overseeing my regulatory responsibilities. We must all agree that

charlatans parading as Men of god instead of men of God and running all kinds of frivolous schemes in the name of God need to be driven out of the temple with the regulatory whip. Money-doubling and get-rich-quick schemes being broadcast by unscrupulous fetish priests have no place in our public broadcast. Pornographic and sexually explicit content masquerading as adult relationship shows cannot be allowed to continue soiling the innocence of our national airwaves. There must be sanity, and we must work together to achieve the same. We cannot put today's profit ahead of tomorrow's sanity. Let us agree to develop a roadmap together to clean up our airwaves.

Way Forward

The future of broadcasting in Ghana must be inclusive, sustainable, and forward-looking. To this end, five priorities deserve collective attention:

1. **Compliance with Authorisation Conditions:** Authorisations must be used for their intended purpose. Non-operational or persistently non-compliant stations weaken the ecosystem and compromise spectrum efficiency. The regulator would withdraw such authorisations.
2. **Digital Convergence and Hybrid Delivery:** As the lines between terrestrial, satellite, and internet-based broadcasting become increasingly blurred, regulatory frameworks must evolve to support hybrid business models while safeguarding competition and consumer choice.
3. **Capacity and Content Development:** Investment in local content, professional standards, fact-checking, and media literacy is essential for maintaining credibility in a crowded information environment.
4. **Technology Adoption:** To improve efficiency and competitiveness in the digital environment, broadcasters must adopt emerging technologies to enhance content creation, production and distribution.
5. **Regional Cooperation and Benchmarking:** By learning from regional and global best practices, Ghana can strengthen its institutions and remain competitive in the continental and global media marketplace.

Conclusion

Distinguished Ladies and Gentlemen, the future of Ghana's broadcasting sector must be anchored in **fairness, innovation, and resilience**. It is our collective responsibility to ensure a media environment that protects consumers, nurtures talent, supports investment, and upholds the public interest.

We must agree that for our media landscape to remain profitable and viable, deep reforms and consolidations are necessary. These must be embarked on as a collective effort between practitioners and the regulator. We must restore the glory of what it meant to be a broadcast journalist. We must strive to make the profession appealing to the best talent. We stand at a crossroads, and the decisions we make today will determine the future of the sector, either its survival or complete demise. We must be guided by this ethos, that there can be no higher law in journalism than to tell the truth and shame the devil.

I urge all participants to translate the insights from today's deliberations into **concrete, implementable actions** that will shape a broadcasting sector that is inclusive, competitive, and ready for the digital age.

Motsumi, Akpe na mi, Medaamoase, Mungode, Thank you.