



**Communications
Commission
of Kenya**

**APPLICATION FORM
FOR A
LANDING RIGHTS
BROADCASTING LICENCE**

CCK/F/SP-B/APL-07

(AUGUST 2011)

NOT FOR SALE

APPLICATION FOR A LANDING RIGHTS BROADCASTING LICENCE

Section 1: Licence Details			
Please identify the commercial free to air broadcasting service being applied for:			
1.1.	Tick the name of the broadcasting service you wish to provide.	Landing rights for direct-to home services (DTH)	
		Landing rights for direct broadcasting services (DBS)	
1.2.	Provide the names of other countries you provide this broadcasting service.		

Section 2: Applicant Contacts			
2.1.	Full name of the applicant (as it appears on the organisation's Certificate of Registration)		
2.2.	Physical Address: Town	Street/Road	
2.3.	LR No.	Floor	Room
2.4.	Postal Address	Postal Code	Name of Building
2.4.	Post office town		
2.5.	Telephone No.	Fax No.	Mobile
2.6.	Email Address		

Section 3: Space Segment of DTH Platform*(Where appropriate the following information should be provided as an attachment to this application)*

3.1	Name of the proposed satellite.
3.2	Geostationary Orbit location.
3.3	Type & number of transponders to be used.
3.4	Frequency band of operation.
3.5	Transponder Center frequencies.
3.6	No. of TV channels in each transponder.
3.7	Details of data rate, FEC, modulation, bandwidth and specific frequency range for each TV channel.
3.8	Satellite transmits Max. & Min. EIRP over Kenya in dBW: (enclose satellite transmit antenna/eirp gain contours over Kenya).
3.9	Polarization type.

Section 4: Details of the Ground Terminal*(Where appropriate the following information should be provided as an attachment to this application)*

3.1	Size of the antenna (Min.)
3.2	Proposed no. of Channels.
3.3	Attach lease Agreement and footprint of the satellite on which transponders are proposed to be hired.

Section 5: Subscription Management Services

(Where appropriate the following information should be provided as an attachment to this application)

5.1	Provide details of the local subscription management services provider.
5.2	Describe the scope of services to be provided by your subscription management services provider.

Section 6: Financing and Business Plan

(Please provide separately a business plan and ensure the following details are included in the sequence as per the licence application guidelines)

6.1	Provide a business plan and relevant cash flow projections showing a realistic calculation of the expected levels of costs and revenue over a period of the licence term in particular with regard to: (a) Costs for capital investment (equipment, building, offices, vehicles etc); (b) Recurring costs (staff salaries, royalties, rent energy communications etc); (c) Financial investments from the applicant(s); (d) Anticipated revenue from advertisements and sponsorships.
6.2	Attach a financial guarantee equivalent from a reputable financial institution in Kenya.
6.3	Are there any commitments from advertisers or sponsors? If so, show proof.
6.4	Give an accurate estimation of the jobs you anticipate to create from the broadcasting service; (a) Full time; (b) Part time; (c) Freelance.

Section 7: Station Programming*(Where appropriate the following information should be provided as an attachment to this application)*

7.1	Indicate your proposed hours of broadcasting for each day of the week.
7.2	Provide a minimum number program channels in your bouquet.
7.3	Indicate the type of parental control mechanism you will employ.
7.4	Indicate if any the number of local channels you will provide in your bouquet.
7.5	What are the measures you intend to put in place to guarantee quality of services to your customers?

Section 8: Certification of Application

This application is made on:			
	Day	month	year
By:	(Applicant Name)		
In relation to the landing rights licence for provision of DTH services			
	(or Name of Applicant's authorized representative)		
Signature			
Date	Day	Month	Year