

## **PART A: OVERVIEW OF DEPARTMENT**

### **I. STRATEGIC NOTE**

#### **1. Major Achievements for 2010**

- Updating of political broadcast guidelines and of Party Election Broadcast for 2010 General Election.
- Presentation and launching of Code of Ethics & Good Conduct as per provisions of IBA Act 2000.
- Presentation and launching of Code of Advertising Practice as per provisions of IBA Act 2000.
- Monitoring of non-compliance with election guidelines by broadcasters in the context of General Elections 2010 and adjudication of complaints received.
- New audio recording system and an IBA LAN installed.

#### **2. Major Services to be provided for 2011-2013**

##### Programme 121: Supervision of Broadcasting

- Enforcement of Code of Advertising Practice.
- Enforcement of Code of Ethics and Good Conduct.
- Provide training to broadcast journalists with a view to improving Standards of programmes.
- Setting up of an advertising Complaints Sub-Committee by the IBA Board.
- Effective monitoring of Radio programme content.
- Effective monitoring of TV programme content.
- Handling of complaints.
- Issue of licences (Radio/TV).

#### **3. Major Constraints and Challenges and how they are being addressed**

- Unable to monitor all TV programmes due to non-revision of Radio/TV Licence fees.
  - IBA Act 2000 and Radio and TV licences to be amended to become Technology neutral so as to keep pace with Technological development (Web TV, Internet TV, ADSL, Mobile TV, etc.).
  - Licence fees specially for subscription DTH Satellite Broadcasting TV Channels to be revised upwards as same has not been increased since it was first implemented in 1999 under the Telecommunication Act 1998 by the Telecommunication Authority now the ICT Authority .
- In the same spirit, licence fees for other broadcast licences (Radio/TV) too would need to be revised.

**II. LIST OF PROGRAMMES, SUB-PROGRAMMES AND PRIORITY OBJECTIVES**

Programme 121: Supervision of Broadcasting

- Regulate the broadcasting sector in line with parameters of IBA Act. Administer broadcast licenses and manage complaints.

**III. SUMMARY OF FINANCIAL RESOURCES BY PROGRAMMES AND SUB-PROGRAMMES**

<b>Code</b>	<b>Programmes and Sub-Programmes</b>	<b>2010 Estimates</b>	<b>2011 Estimates</b>	<b>2012 Planned</b>	<b>2013 Planned</b>
121	Supervision of Broadcasting	8,500,000	8,700,000	8,900,000	9,100,000
	<b>Total</b>	<b>8,500,000</b>	<b>8,700,000</b>	<b>8,900,000</b>	<b>9,100,000</b>

**PART B: SERVICES TO BE PROVIDED AND PERFORMANCE INFORMATION**

DELIVERY UNIT	SERVICES TO BE PROVIDED	PERFORMANCE				
		Service Standards (Indicators)	2010 Baseline	2011 Targets	2012 Targets	2013 Targets
<b>PROGRAMME 121: Supervision of Broadcasting</b>						
<b>Outcome:</b> Diverse range of radio and television broadcasting services responsive to the needs of the national audience.						
Independent Broadcasting Authority	O1: Policy and Management Services.	P1: Preparation and/or update of PBB Strategic Plan.	-	June	June	June
		P2: % of PBB indicators that are met.	90%	90%	90%	90%
		P3: Projects and/or Programmes completed within time and budget.		75%	80%	85%
		P4: Date limit set or 5 working day rule met, whichever is the earliest, for following percent of requests as verified by Registry records or an alternative system.	90%	90%	95%	95%
	O2: Monitoring of programmes content.	P1: Number of programme hours monitored.	4355 hrs	4355 hrs	4355 hrs	4355 hrs
	O3: Handling of Complaints.	P1: Percentage of complaints addressed.	88%	90%	90%	90%

**PART C: INPUTS - FINANCIAL RESOURCES**

**1. SUMMARY BY ECONOMIC CATEGORIES**

		Rs	Rs	Rs	Rs
<b>Code</b>	<b>Economic Categories</b>	<b>2010 Estimates</b>	<b>2011 Estimates</b>	<b>2012 Planned</b>	<b>2013 Planned</b>
21	Compensation of Employees	-	-	-	-
22	Goods and Services	-	-	-	-
24	Interest	-	-	-	-
25	Subsidies	-	-	-	-
26	Grants	8,500,000	8,700,000	8,900,000	9,100,000
27	Social Benefits	-	-	-	-
28	Other Expenses	-	-	-	-
31	Acquisition of Non-Financial Assets	-	-	-	-
32	Acquisition of Financial Assets	-	-	-	-
	<b>Total</b>	<b>8,500,000</b>	<b>8,700,000</b>	<b>8,900,000</b>	<b>9,100,000</b>

**2. SUMMARY FOR PERIOD YEAR 2011**

		Rs	Rs	Rs	Rs
<b>Code</b>	<b>Programme</b>	<b>Compensation of Employees [code 21]</b>	<b>Goods and Services [code 22]</b>	<b>Subsidies/ Grants [codes 25-28]</b>	<b>Acquisition of Assets [codes 31- 32]</b>
121	Supervision of Broadcasting	-	-	8,700,000	-
	<b>Total</b>	-	-	<b>8,700,000</b>	-

**Programme 121: Supervision of Broadcasting**

		Rs	Rs	Rs	Rs
<b>Item No.</b>	<b>Details</b>	<b>2010 Estimates</b>	<b>2011 Estimates</b>	<b>2012 Planned</b>	<b>2013 Planned</b>
<b>26</b>	<b>Grants</b>	<b>8,500,000</b>	<b>8,700,000</b>	<b>8,900,000</b>	<b>9,100,000</b>
26313	Extra-Budgetary Units	8,500,000	8,700,000	8,900,000	9,100,000
26313025	<i>Current Grant - Independent Broadcasting Authority</i>	<i>8,500,000</i>	<i>8,700,000</i>	<i>8,900,000</i>	<i>9,100,000</i>
	<b>Total</b>	<b>8,500,000</b>	<b>8,700,000</b>	<b>8,900,000</b>	<b>9,100,000</b>