

# Procedures for Awarding FM Frequencies October 2018

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**RWANDA  
UTILITIES  
REGULATORY  
AUTHORITY**

## **PROCEDURES TO AWARD FM FREQUENCIES IN THE BAND (87.6 – 108 MHz)**

**October 2018**

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## 1. INTRODUCTION

Due to the scarcity of frequency resources and the tremendous demand of frequencies in the FM broadcasting Band, the assignment of frequencies in the stated band is no longer first come first serve basis rather the assignments are done on beauty contest basis.

In line with this, Rwanda Utilities Regulatory Authority avails new FM frequencies mainly obtained after engineering analysis, re-planning and coordination with neighboring countries.

Therefore, new entrants to the broadcasting market as well existing broadcasters wishing to expand their coverage areas are all invited for bidding on FM frequencies award.

## 2. PURPOSE

The purpose of this document is to set requirements and criteria to be fulfilled for award of FM frequencies. These criteria will ensure a fair and transparent FM frequencies assignment procedure.

## 3. AVAILABILITY OF FM FREQUENCIES

With the remaining available frequencies and after conducting spectrum occupancy in the FM band, the following frequencies have been identified available in Kigali and other provinces:

Province	Broadcasting site	Available Frequencies
Kigali City	Jari(1° 52' 58.1" S 30° 00' 54.0" E)	90.3, 99.5 104.1 and 105.1MHz
Northern Province	Mugogo(1° 35' 10.8" S 29° 33' 55.8" E)	Mugogo: 95.4 and 99.2MHz
Eastern Province	Nyarupfubire(1° 16' 13.2" S 30° 24' 2.3" E) Gitwe(2° 7' 57.9" S 30° 39' 42.3" E)	Nyarupfubire: 103.4MHz Gitwe: 101.2 and 105.6MHz
Southern Province	Huye(2° 33' 52.9" S 29° 41' 03.8" E)	Huye: 102.5, 103 MHz
Western Province	Karongi (2° 8' 50.3" S 29° 22' 28.4" E)	Karongi:100.2 and 107.3 MHz

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	Rubona(1° 43' 31.4" S 29° 15' 50.9" E) Gihundwe((2° 29' 55" S 28° 55' 11.6" E)	Rubona: 92 and 94.1 MHz  Gihundwe: 91.3 MHz
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### 4. METHOD FOR ASSIGNMENT

The demand for FM Broadcasting frequencies outnumbered the available frequencies. Therefore, the award of these new FM frequencies is based on **comparative selection** or “**Beauty contests**”. With this method, RURA invites all interested applicants to bid, and shall assign the frequency to the applicant who would meet the best criteria set in this document.

The regulatory authority shall advertise the invitation for application in at least one radio station, one TV station, one newspaper and on its website.

### 5. APPLICATION AND EVALUATION PERIOD

#### 5.1. Confidentiality

All applications must be submitted in **sealed envelopes** addressed to RURA, Department of ICT Regulations. The envelope must also show the title “**Frequency Award in the FM band**”.

Information relating to the examination, evaluation and comparison of applications, shall not be disclosed to applicants or any other persons not officially concerned with such process until notification of the Award.

Any effort by an applicant to influence the regulatory authority in the evaluation of the applications or award decisions may result in the rejection of his/her application.

Notwithstanding the above, from the time of application to the time of Award, if any applicant wishes to contact the regulatory authority on any matter related to the application process, it should be done in writing.

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## 5.2. Late applications

The regulatory authority shall not consider any application that arrives after the deadline for submission of the applications. Any application that arrives after the deadline for submission of applications shall not be received by the regulatory authority.

## 5.3. Clarification of applications

The regulatory authority may, at its discretion, ask any applicant for a clarification of its application. Any information submitted by an applicant in respect to its application and that is not in response to a request by the regulatory authority shall not be considered. The regulatory authority's request for clarification and the response shall be in writing.

## 5.4. Notification of Award

Upon completion of the evaluation, the regulatory authority shall simultaneously notify the successful and the unsuccessful applicants of the provisional outcome of the applications evaluation.

The notification shall include the following elements:

### a) Successful bidder:

- Name of the applicant
- Marks obtained;
- FM frequency and the site location.

### b) Unsuccessful bidder:

- Name of the applicant
- Marks obtained.
- Name of the successful bidder and the marks obtained.

The applicants shall be given seven (7) days in which to lodge a complaint, if any, before the frequency is awarded to the successful applicant.

## 4.5. Evaluation period

The applications shall be evaluated within 45 days from the last day of the submission of the applications and all applicants shall be notified of the outcome of the evaluation.

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In case that the evaluation period goes beyond 45 days, the regulatory authority shall inform the applicants and specify the extended period.

## 6. CRITERIA FOR SELECTION

The following criteria shall be considered in the evaluation process;

### A. The new applicant must:

- ❖ Be an entity legally registered in Rwanda.
- ❖ Provide tax clearance certificate
- ❖ Provide business plan (including but not limited to a five years financial projection, strategic plans including market share, liquidity and financial stability of the service, financial ratios to demonstrate solvency, liquidity and profitability, borrowing facilities, grants and available funds for the company, marketing, sales and distribution, products and services).
- ❖ Provide a weekly programme of the intended radio station.
- ❖ Show targeted areas of coverage.
- ❖ Provide the proposed management structure of the radio and profile of the staff.
- ❖ Not holding (directly, or through associations) any controlling interest in other licenses for FM broadcasting in Rwanda.
- ❖ Criminal records for Managing Director and Chief Editor
- ❖ CV(s) Managing Director and Chief Editor;
- ❖ Provide summary note indicating the intended innovation which the radio is bringing in broadcasting industry.

### B. The existing broadcaster must:

- ❖ Be compliant with the Laws and Regulations and guidelines in place pertaining to Broadcasting.
- ❖ Have used the previous assigned frequencies in efficient and effective manner.
- ❖ Have used the previous frequencies with appropriate filters to minimize harmful interferences.
- ❖ Provide a weekly programme of the intended station
- ❖ The existing radio programme was not proved guilty by the competent authority as unlawful content provider.
- ❖ Provide the management structure of the radio and profile of the staff

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- ❖ Provide social security certificates of the staff.
- ❖ Provide tax clearance certificate
- ❖ Provide Criminal records for Managing Director and Chief Editor
- ❖ Provide CV(s) Managing Director and Chief Editor;

### 6.1. Conditions of operation

- ❖ The applicant must operate within the assigned frequency bandwidth (200 KHz).
- ❖ The applicant must be ready to install the broadcasting transmitter at the designated site and respect technical conditions as prescribed in their licenses.
- ❖ The applicant must be ready to commence providing FM radio broadcasting services within one year of the date of his License award, failure to do so the frequency shall be withdrawn;
- ❖ The applicant must abide by Regulations governing broadcasting services in the country.

In additional to radiocommunication license application, the new applicant shall apply for broadcasting license with requirements found on the link:  
[http://www.rura.rw/uploads/media/Official Gazette no31 of 31-07-2017 01.pdf](http://www.rura.rw/uploads/media/Official_Gazette_no31_of_31-07-2017_01.pdf)

- ❖ The existing applicant shall submit a copy of a valid broadcasting service license.
- ❖ The existing applicants who own at least four FM frequencies are not eligible to this offer.

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## 6.2. Evaluation criteria

<b>I. Content with real impact to socio economic well-being of the citizens of Rwanda (30 Marks)</b>	
1. Socio-economic transformation	5 Marks
2. Rural development and urbanization	5 Marks
3. Productivity – encouraging entrepreneurship	5 Marks
4. Encouraging Service delivery	5 Marks
5. Promoting local content (at least 60%)	5 Marks
6. Promoting digital transformation(ICT in development)	5 Marks
<b>II. Innovative elements in broadcasting content (20 Marks )</b>	
1. Diversity of content to the existing contents	5 Marks
2. Relevance of the content to the Rwandan citizen	5 Marks
3. Programmes/service offering is innovative	5 Marks
4. Internal measures to ensure broadcast standards are maintained.	5 Marks
<b>III. Broadcaster’s capacity of running radio station (25 Marks)</b>	
1. Availability of staffs	4 Marks
2. Professional Experience of Managing Director, Chief editor and chief technical staff	5 Marks
3. Budget and real source of fund	4 Marks
4. Debt / Equity ratio	4 Marks
5. Demonstrates sufficient ability to sustain its business for the entire license period	4 Marks
6. Financial ratios to demonstrate solvency, liquidity and profitability	4. Marks
<b>IV. Technical specifications (20 Marks)</b>	
1. Direct installation of cavity filter with high performance for preventing interferences with other radiocommunication services	10 Marks
2. Proposed mechanism for operating in the assigned bandwidth(200KHz)	5 Marks
3. The quality of transmitters, antennas and studio equipment	5 Marks

**N.B: The minimum score required is 70 Marks**