**IBRAF 5th ANNUAL MEETING**

**COUNTRY REPORT: GAMBIA**

**GAMBIA RADIO AND TELEVISION SERVICESTHE 5TH IBRAF ANNUAL MEETING IN INDONESIA PRESENTATION**

The Gambia Radio and Television Services (GRTS) is a National Television established by The Government through an Act of Parliament in the year 1999. Since the establishment of the television station, the institution has been airing programmes of National Education: The Educations Programmes are: Health, Agriculture and Education. These three (3) programmes have made a great impact on the lives of The Gambian people. To justify this, the level of Farming has increased compare to previous years due to the Agricultural programmes on TV. Furthermore, the rate of admission in the public schools has also increased especially Female enrollment. On the Health side a great impact was made during the Ebola period.

The Gambia do not have Broadcasting Authority as at now. However, PURA is an institution establishment by Government to monitor and regulate all the Broadcasting houses including the Radios.

There is one (1) National Radio which also produces programmes gear towards National development, although the Radio generate revenue to sustain its operations. Among, the programmes are: Health, Education, Agriculture , Culture and entertainment . We have nine Radio Stations owned by private individuals and three (3) Community Radios.

Gambia Radio and Television Service do not receive any subvention from the Government but rather gets its source of funding from the GSM Levy of the telephone companies in The Gambia. The institution plays its role in other International bodies such as AUB , Aljazeera and other TV stations in the neighboring country- Senegal

**Digital Migration**

As you are awared that the world is preparing to move from analogue to digital, The Gambia as a country has taken steps towards the digitization. Recently The Government has entered into partnership with a Chinese Company call Startimes to carry out a feasibility studies regarding the digital migration.

Please allow to inform the gathering about the role played by the New Media called Social Media in our recently Presidential Elections.

Most people got the message of the Coalition party through the Social Media and this has made the Coalition party to emerge victorious from the elections on December1st, 2016.

Thank for your kind attention.

**BY: MR. YANKUBA JATTA**

 **MANAGER HUMAN RESOURCE**

 **GAMBIA RADIO AND TELEVISION SERVICES**