

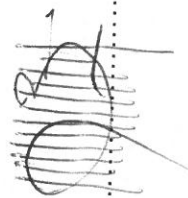
**MANAGEMENT RESPONSE ON IMPLEMENTATION EVALUATION OF BROADCASTING DIGITAL MIGRATION
COMMUNICATION STRATEGY**

RECOMMENDATION FROM THE BDM COMMUNICATION STRATEGY EVALUATION STEERING COMMITTEE	RECORD OF AGREEMENT OR DISAGREEMENT	REASONS FOR DISAGREEMENT
Development of a Comprehensive Communication Strategy	Agree	N/A
Partnership with the Public Broadcaster (SABC) to be the main platform for communicating key messages for digital migration	Agree	N/A
Enhance Door-To-Door Campaigns	Agree	N/A
Call Centre for Digital Migration, to address enquiries and complaints by both STB beneficiaries and installers	Agree	N/A
Strengthen Inter-governmental collaborations	Agree	N/A
Enhance and Actively Promote Community Involvement	Agree	N/A
Ongoing Monitoring and Evaluation of the progress on the BDM Communications Strategy and Consumer Awareness Implementation	Agree	N/A

Dr Fhatuwani Mutuvhi

Chief Director: Broadcasting Digital Migration

Signature:



Date:

24/10/2017