

AN ABSTRACT

This study is centred on exploring the impacts of shifting from analogue to digital TV broadcasting in Tanzania, the case study is TBC1, Channel Ten and Star Times. The study was carried out in Dar-Es-Salaam whereby the head quarters of TV stations under the study are located representing how other TV stations view the phenomenon, its advantages and challenges it poses to these stations.

The study went further into a comparative study of the two stations to study more how these two stations which are subjected to different business conditions such as state owned like TBC1 and commercial stations like Channel Ten, are affected by managerial interference, policies, and enacted laws by the government in achieving this millennium goal.

It also examined to what extent do viewers are aware of this new phenomenon, how well are they prepared, what difficulties they faces and how are they helped by the media to overcome the challenges.

Moreover, the study focused on exploring as to whether Tanzania will manage to achieve this goal as per her plan at the end of 2012 or not, what are the obstacles and how to overcome, examine and compare to what happened to other countries like USA and Japan.

The study used random sampling technique to obtain population representatives and in research design it employed research methods such as case study, interviews, questionnaires, observation, online search and video shooting.

The study showed the shift from analogue to digital TV Broadcasting will have more benefits to mass audience and shape the country Educational, Economically and Socially through powerful and high quality sound, picture and video messages, however the stations should overcome the obstacles posed by laws, managerial by improving