

**Keynote Address: Prime Minister Tuilaepa Sailele Malielegaoi**  
**Digital Television Project Launch 2019**

Thank you, Dr Latai, for leading us in prayer this evening to bless this gathering and to officiate the launch of our Digital Television Project.

Today, is a very special day worth celebrating. In 2013 Cabinet approved the change from analogue to digital as it was a positive step for social and economic development, a proof that Samoa is keeping up with the times. The Office of the Regulator as the implementing agency had faced many challenges in ensuring that this vision for our Digital TV will be achieved. Today we witness the project's completion through hard work, perseverance and partnership. The Chairman of the Samoa Digital Communication Limited ("SDCL"), Afioga Tuiapo Fa'amausili Ah Liki and his team are hereby acknowledged for their initiative.

In 1993, Government had prioritized television as a broadcast service when the late Honourable Tofilau Eti Alesana was the Prime Minister of Samoa. Manu Samoa also won the Hong Kong Sevens Cup for the first time in that year, during which our people watched live transmission for the first time. At the time, coverage was limited. It did not reach other areas of the country outside of the Apia City areas. The Digital TV Project expects to have full coverage for the country by 2020. The first phase that is launched this evening will cover 70% of our viewers. The second phase is due to complete in late November 2019 and the last phase is to be completed early 2020.

Digital TV will provide work opportunities for our radio engineers, marketing, programmers and many more. This will lift the level of skills for our people.

Ladies and gentlemen, thank you for your prayers, encouragements and support. I commend the Office of the Regulator for their hard work as well as SDCL and each TV Station in the respective parts they will play in making this project a reality. I wish everyone using this service success and may it be easily accessed and afforded by all our people.

Soifua.