



الهيئة العليا للاتصال السمعي البصري
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The HACA Equipping the HAAC with its Monitoring Program “HACA MEDIA SOLUTIONS”

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Mr. Bouezmarni receiving an acknowledgement certificate from the General Reporter



Explications to the President of the HAAC





The ceremony of the HACA HMS official submission
First row: Mr. Bourbat, and Mr. Salahdine from the HACA, and the administrative and financial secretary of the HAAC

M. Jamal NAJI
Directeur Général
(HACA - MAROC)



Mr. Naji and Mr. Salahddine visiting Togolese national television and its programs manager



Mr. Naji received by the director of the national Radio



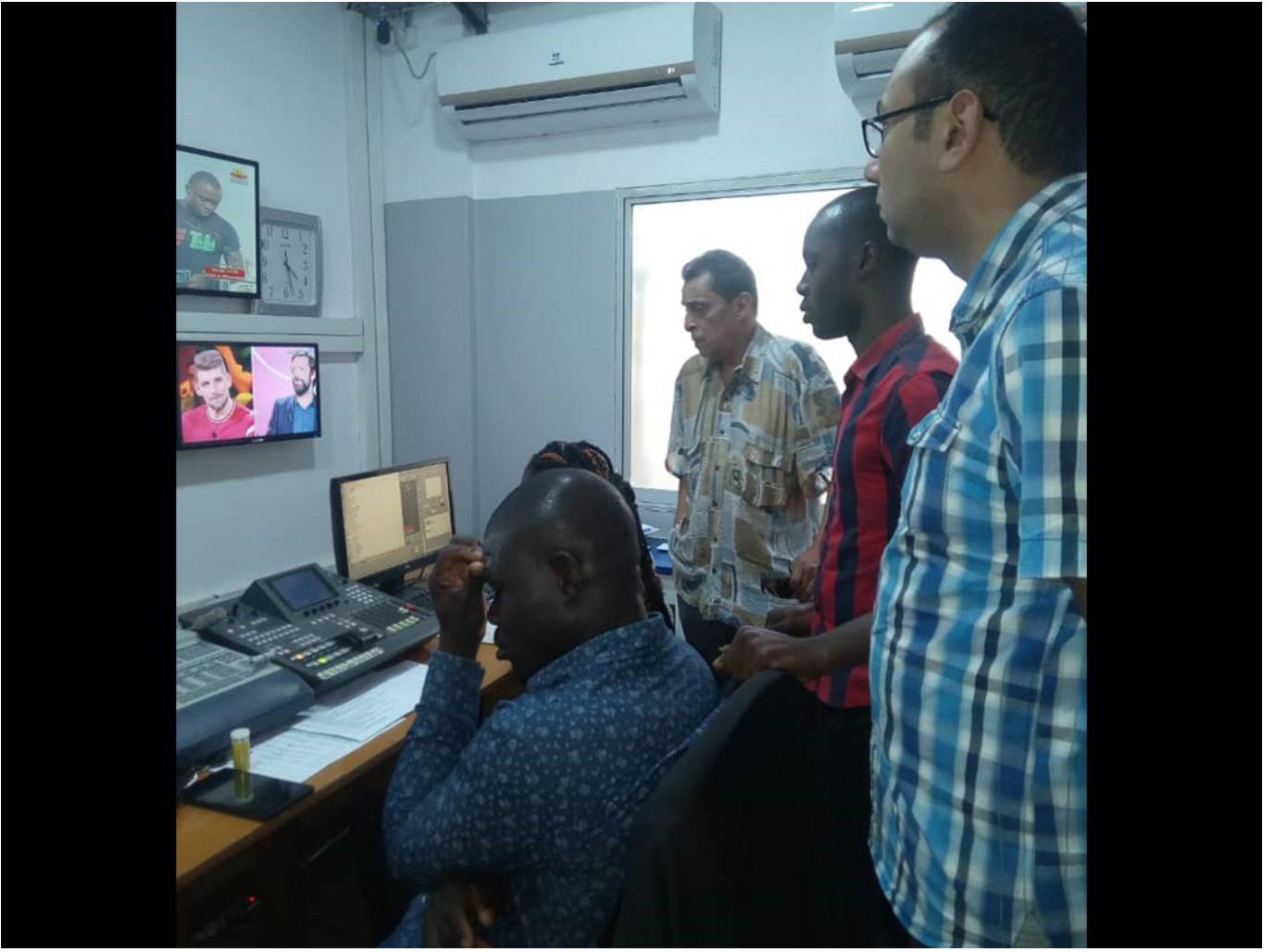
The Director of "Radio Pyramide" receiving Mr. Naji

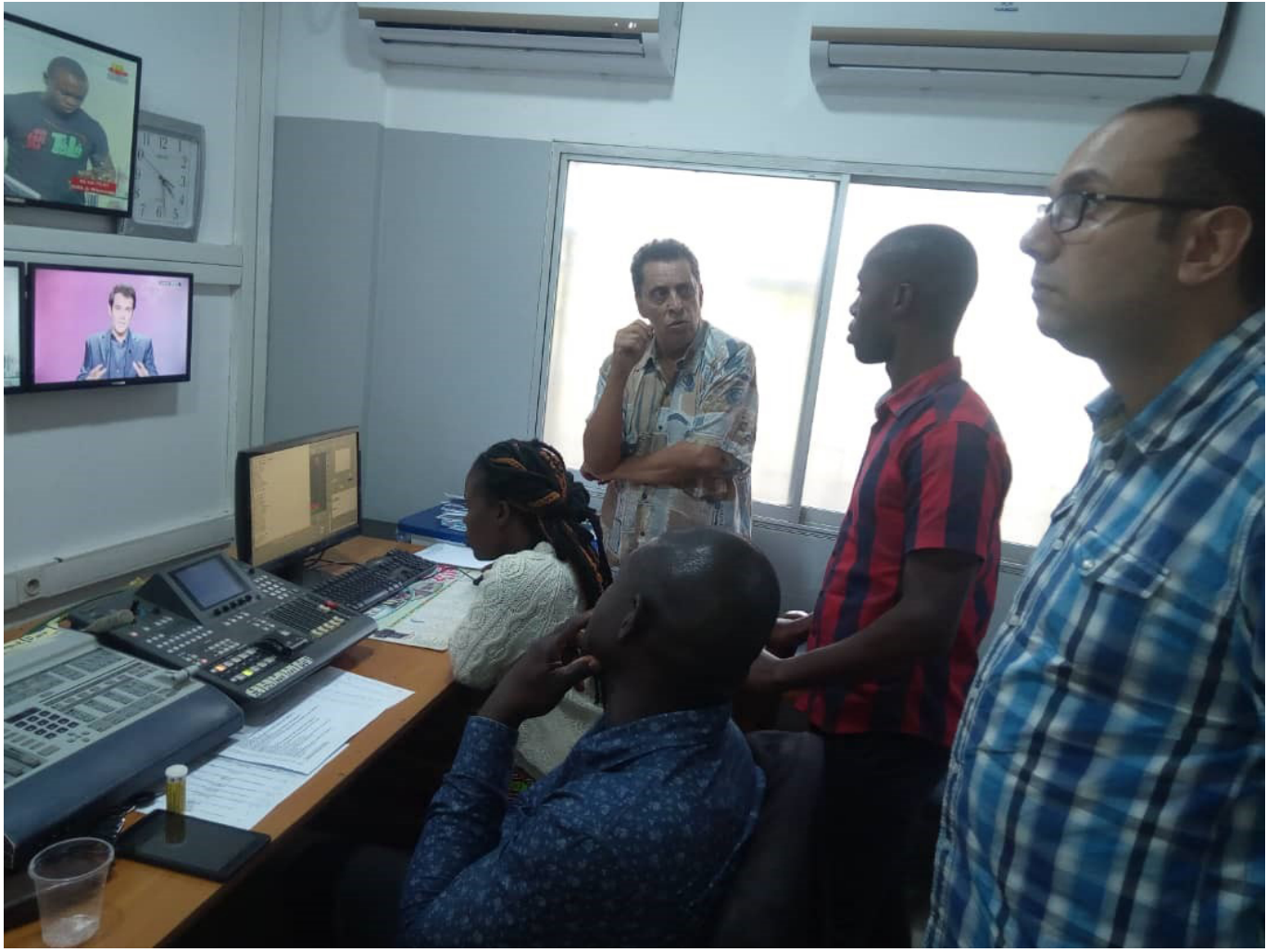


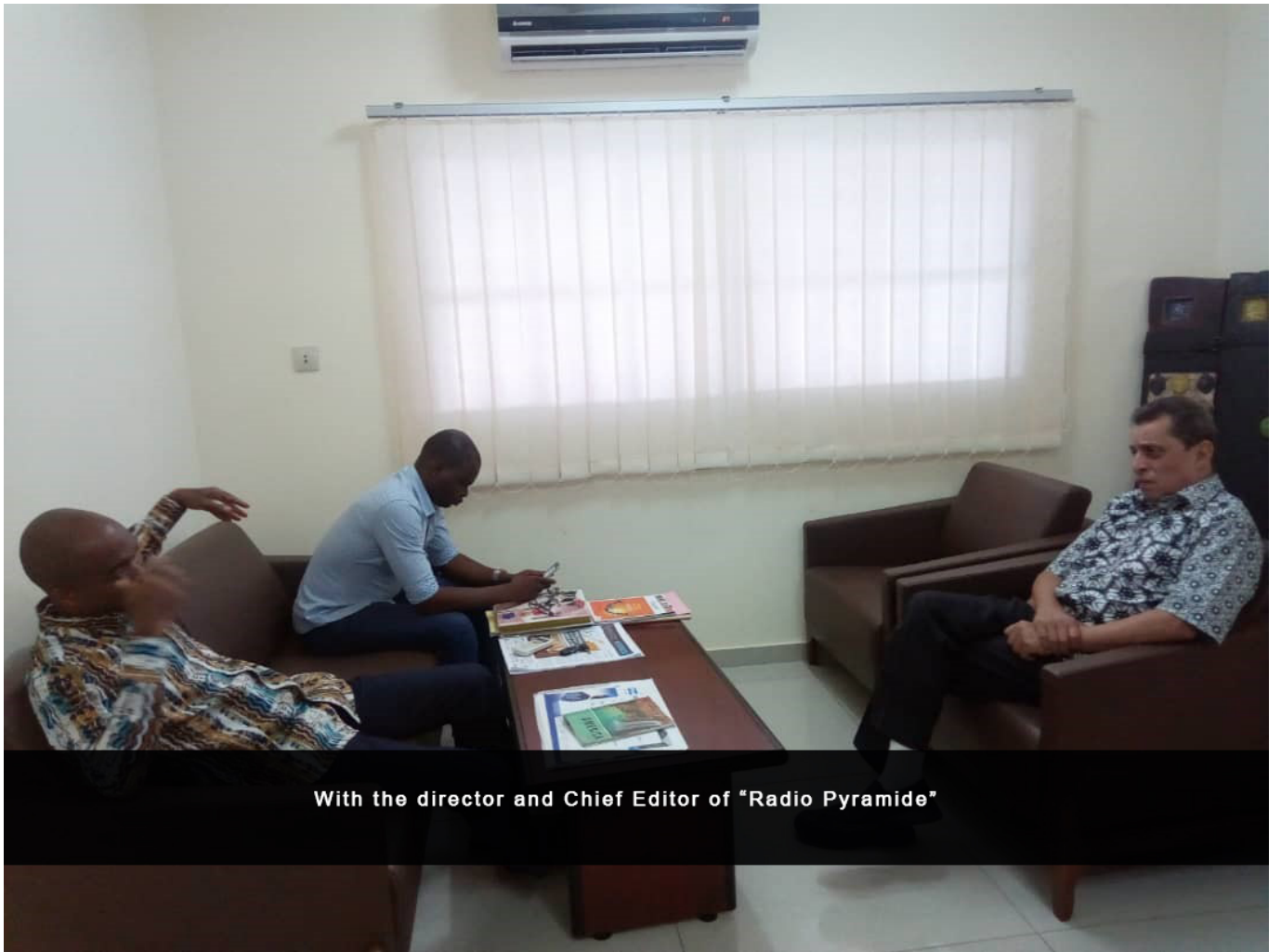
The Director General of the HACA and the President of the HAAC inaugurating the technical room of HMS



"Radio Pyramide " Studio

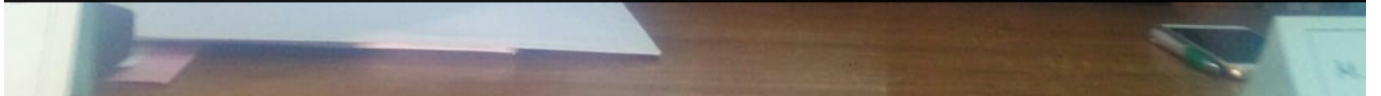








Diploma of Honor given to Mr. Naji by President of the HAAC in Togo





M. Naji reçu par le rédacteur en chef de « Radio Victoire », généraliste et qui émet depuis plus de 13 ans



Code de conduite de la rédaction de "Radio Victoire"

After equipping six African countries and Belgium with the HACA program "HMS", which is a computerized and automatic monitoring program treating and analyzing audiovisual content, it is time for the High Authority for Audiovisual and Communication (HAAC) in the Togolese Republic to boast this system that has been made in Morocco. On November 5th, the Director General of the High Authority for Audiovisual Communication (HACA), Mr. Jamal Eddine Naji, Presided a team from the HACA who delivered the final equipment and software to the HAAC headquarters where its President Mr. Telou Pitaloulani and Mr. Naji headed an inauguration ceremony for the implementation of the HACA system. Furthermore, 20 Togolese employees received certificates confirming to who have benefited from a targeted training of three weeks supervised by the IT System Department of the HACA, i.e. its Director Mr. Najib Bouezmari and Mr. Adil Bourbate, technical and equipment Manager.

At the end of this ceremony, marked by the speeches of the HAAC President, the DG of the HACA, and the General Reporter of the HAAC, Mr. Mathias N. Ayena and Mr. Bouezmarni, the Moroccan delegation that included Manager of the African affairs in the International Cooperation Department of the HACA, Mr. Talal Salahdine too, agreed with the Togolese officials to launch, together, A practical reflection to broaden even more this "win/win" partnership to include, according to the HAAC's desire, the organizational and administrative architecture, the diversity and specificity of the different jobs assuring regulation, human resources training, monitoring mechanisms, targeted studies tracking regulated contents or those that have to be regulated, as well as the incessant new

formats, usages, and supports animating the international media landscape in the light of the digital era and the convergence phenomenon.

For the Togolese Republic, “HACA Media Solutions” would allow a round the clock recording of thirty-six radio channels and the possibility to save these recordings for seven years, in addition to recording twelve television channels and saving those recordings for eighteen months, as well as analyzing the content of these recordings.

After a speech revealing the similar values and principals linking the Togolese Republic and Morocco, particularly political pluralism and the freedom of expression and press, the Director General of the HACA asked the agents of the HAAC assigned of monitoring to contribute in the anchoring of democracy and media regulation. “Like numerous African countries, and after the generations that fought for liberation, dignity and freedoms, it is your time now the generation who will build democratic citizenship, media democracy, and from the democracy of society and institutions we shall reach an important part of media regulation” said Mr. Naji. This latter, accompanied by Mr. Talal Salaheddine have also visited a number of public radio and television stations, in addition to commercial radios such as “ Radio Pyramide” and “Radio Victoire”, the most popular. However, the Togolese country does not own any audience measurement services, as it counts a number of religious and evangelist radios, community radios, especially in rural areas, as well as the Moroccan radio operator, Hit Radio.

At the end of this ceremony that had strengthened the partnership between the two regulators, the HACA was awarded, in the name of its General Director, a Diploma of Honor for its availability and diligence to implement “HACA Media Solutions” in the Togolese Republic. Moreover, the Moroccan experts who have conducted the installation work also benefited from HAAC acknowledgment certificates.

[With the HAAC press service](#) [2]

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