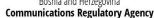


#### Regulatorna agencija za komunikacije

Регулаторна агенција за комуникације





### Towards digitalization of broadcasting – challenges and opportunities of developing countries Case study of Bosnia and Herzegovina

ITU-D Question 2/1 Workshop Broadcasting for new applications

Geneva, 11 May 2023

# COUNTRY BACKGROUND

- Bosnia and Herzegovina is Sought East Europe country (Western Balkans) joining the EU
- Population: 3,531,159 inhabitants
- Urban population: 1,729,768 inhabitants
- Number of households: 1,155,736
- Territory: 51,129 km<sup>2</sup>
- GDP Per Capita: \$7,081 (IMF 2022)



## Broadcasting sector in Bosnia and Herzegovina (1)

### Responsible institutions:

- Ministry of communications and transport
- Communications Regulatory Agency

#### Broadcasting market:

- 126 licensees for television broadcasting
  - 3 public service broadcasters
  - 37 terrestrial TV stations
  - 86 broadcasters carried out through other electronic communications networks
- 12 video-on-demand audiovisual media service providers
- 160 radio stations

## Broadcasting sector in Bosnia and Herzegovina (2)

TV distibution market:

> - 8 IPTV operators (39% of total subscribers)

> - 20 cable TV operators (45% of total subscribers)

> - 2 DTH operators (16% of total subscribers)

### Transition to the DTT

- Broadcasting Sector Policy (2007)
- Strategy of transition from analogue to digital terrestrial broadcasting (2009)
- Rule 90/2018 on provision of electronic communications network management services in digital terrestrial broadcasting
- MUX A and MUX B public broadcasting
- MUX C 2019 commercial broadcasting (failed)
- MUX D 2021 commercial broadcasting

# Future of broadcasting (1)

- Challenges:
- 1. Complete the process of transition to digital terrestrial broadcasting;

- 2. New services OTT, digital platforms, video sharing platforms
  - > Regulatory response to the new broadcasting landscape
  - ➤ Change of consumers habits

# Future of broadcasting (2)

- EU regulatory interventions
  - Digital Service Act (DSA)
  - Digital Market Act (DMA)
  - Fair share initiative by ETNO

# Thank you for your attention!

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