



Bosna i Hercegovina
Regulatorna agencija za komunikacije
Босна и Херцеговина
Регулаторна агенција за комуникације
Bosnia and Herzegovina
Communications Regulatory Agency



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 km²
- 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 distribution 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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