Digital terrestrial television transition - Serbia

Vladana Radisavljevic Djordjevic
Sector for Electronic Communications and Postal Services
Ministry of Trade, Tourism and Telecommunications, Republic of Serbia

Regional Workshop for Europe and CIS on Spectrum Management and Transition to Digital Terrestrial Television Broadcasting
Budapest, 05.05.2015.
…from GE06 till today…

- July 2009: Strategy for the transition from analogue to digital broadcasting
  - DVB-T2, MPEG-4;
- March 2012: Initial network
  - Signal broadcasted from 15 locations, population coverage was 15%;
- November 2013: Extended initial network
  - Signal broadcasted from 35 locations, population coverage was 75%;
- Today, the population coverage is 94%;
- Transition to digital broadcasting is divided into phases.
Key institutions

• Ministry of Trade, Tourism and Telecommunications
• Regulatory Agency for Electronic Communications and Postal Services (RATEL)
• Ministry of Culture and Information
• Regulatory Authority of Electronic Media

• Public enterprise ETV – network operator

• Public broadcasting services
• National, regional and local broadcasters
TV platforms in Serbia

- **Terrestrial**: 38%
- **IPTV**: 9.92%
- **Satellite**: 8.68%
- **Cable**: 43.4%

Source: RATEL, Market Analysis 2013.
Key aspects of the digitalization process

- Relevant regulatory framework
- Preparation of sites, broadcasting equipment
- Receivers
- Promotion campaign
Relevant regulatory framework

- Strategy for the transition from analogue to digital broadcasting
- Strategy for the development of electronic communications 2010-2020
- Law on electronic communications
- Allocation plan of radio-frequency bands
- Law on Ratification of the Guarantee Agreement (Transition from analogue to digital signal project) between the Republic of Serbia and the EBRD
- Set of media laws (Law on Electronic Media)
- Rulebook on the transition from analogue to digital TV broadcasting and multiplex access
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<th>Allotment</th>
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<th>End</th>
<th>Switch off group</th>
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Receivers

• The Ministry registered warranty trademark “digital TV”

• Receivers appropriate for the reception of broadcasted signal in Serbia may be labeled with “digital TV”

• Requirements are listed in the General act on warranty trademark
Receivers – help scheme

- The Government adopted act defining details of the help scheme for the socially vulnerable citizens.
- Vouchers for subsidized purchase of STBs are delivered to citizens:
  - Beneficiaries of the social aid,
  - Beneficiaries of the care assistance,
  - Retired people living alone, having income less of the minimal retiring income in the RS.
Promotion campaign

• The campaign started in August 2014.

• Electronic media support the switchover process by informing the citizens about key issues. The promotion also encompasses print media, Internet portals, social networks and contact with citizens.

• Established call centre where citizens can get all necessary information about the digitalization process.
Thank you for your attention!

vladana.radisavljevic@mtt.gov.rs