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DUBLIN  
2008

EUROPEAN PLATFORM OF REGULATORY AUTHORITIES



# The Road to Digital TV in Montenegro

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**WG III: REGULATORY APPROACH TO DIGITAL TV**  
**EXPERIENCES AND LESSONS LEARNED**  
**EPRA**  
**DUBLIN, 29-31 OCTOBER 2008**

# Content

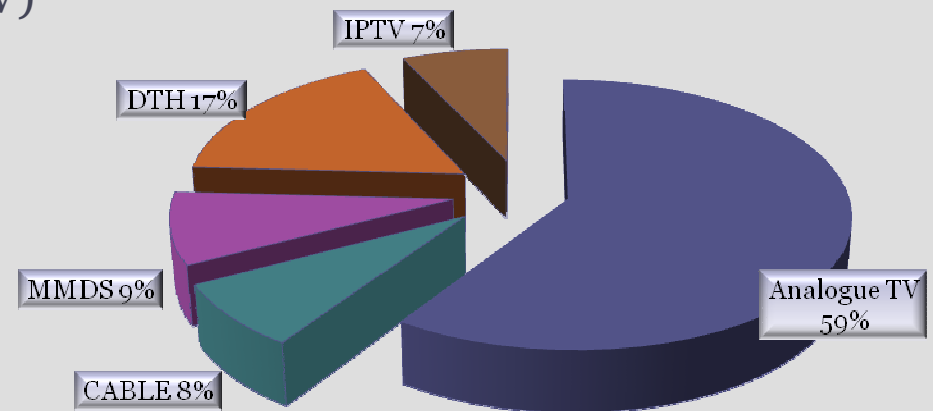
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# Facts about Montenegro

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- 620,000 inhabitants
- 180,000 TV households
- Majority of TV households receiving TV over the air
- 2 nationwide public TV channels using terrestrial frequencies (TVCG1, TVCG2)
- 4 close to nationwide commercial TV channels (IN, Atlas, Pink M, ProTV)
- 14 local/regional TV channels using terrestrial frequencies
- 3 local public TV channels using terrestrial frequencies



# Legislation (current)

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- ❖ Media Law (2002)
- ❖ Broadcasting Law (2002)
- ❖ PSB Law (RTCG Law) (2002)
- ❖ Electronic Communications Law (August 2008)

# Legislation (forthcoming)

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- ❖ Draft DTT Switchover Law
- ❖ Draft Broadcasting Law
- ❖ Draft New or Amended PSB Law

(expected finalization: November 2008)

# Institutional framework

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- ❖ Broadcasting Agency of Montenegro
- ❖ **New** Agency for Electronic Communication and Post
- ❖ Ministry of Culture, Sports & Media
- ❖ Ministry of Transport, Maritime Affairs & Telecommunications

# Strategic documents (1)

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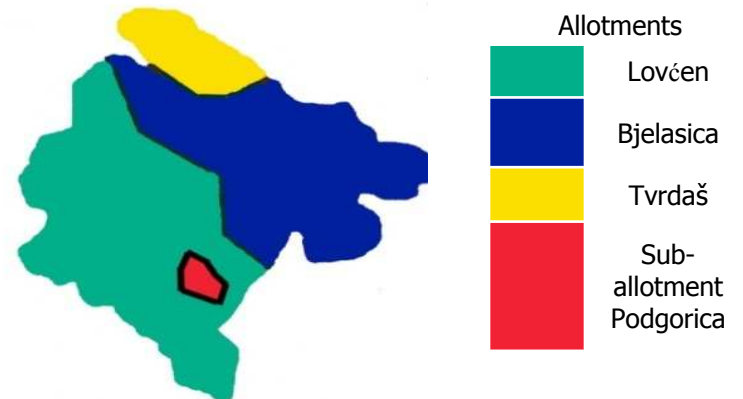
- **Digital Switchover Strategy** (April 2008) - objectives
  - target date for analogue switch-off: not later than 31.12.2012
  - For all PSBs and existing broadcasters ensure free-to-air digital distribution, and envisage pay TV for other programme contents;
  - until the target date provide the availability of digital broadcasting services to all citizens of Montenegro, either by terrestrial transmission network (free-to-air), or by satellite digital broadcasting;
  - create a reliable, transparent, technology neutral environment, promoting the implementation of digital switchover and development of electronic communication infrastructure intended for the information society development and meeting the needs of the public;
  - during the switchover process, ensure efficient, objective and transparent planning, administration and management of broadcasting frequency spectrum;
  - during the switchover process, ensure the preservation, protection and promotion of national heritage and cultural diversity;
  - create and promote possibilities to satisfy the needs of people with disabilities and of vulnerable groups among Montenegrin population....



# Strategic documents (2)

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- The Frequency Allocation Plan for digital broadcasting - contained in the GEO6 Agreement
- DVB-T plan with:
  - ✦ 7 national coverages in the UHF band &
  - ✦ 1 national coverage in the VHF band
- Every national coverage → 3 allotment areas
  - Additional sub-allotment for the coverage of the capital city
- MPEG-4 – AVC standard



# Where are we now? (1)

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## **Broadcasting Centre of Montenegro – the backbone of the Digital Switchover -**

- ❖ In the 2Q 2008 launched a digital radio-relay system based on state-of-the-art IP platform
- ❖ 38 transmission sites in Montenegro linked with 155 Mbps to 622 Mbps bit rates, depending on the distance
- ❖ the system enables:
  - transmission of digital IP MPEG-2 TV and radio signals of national PSB to 38 transmission sites in Montenegro;
  - permanent monitoring and control of the transmission and distribution equipment at the given sites;
  - the precondition for switching over from the analogue to digital (DVB-T, T-DAB) broadcasting;
  - transmission facilities for current and future TV and radio broadcasters;
  - transmission facilities for public services: Ministry of the Interior, Army, Customs Administration, health care institutions, emergency services etc.;
  - linkages with transmission systems of neighbouring countries and Europe.

## Where are we now? (2)

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- ❖ Drafting of the necessary legislation
- ❖ DTT Pilot project for Podgorica (the capital) and some other areas in Montenegro – preparation underway
- ❖ RTCG (PSB) – steps to produce better quality news and other public service programming
- ❖ Preparations to accelerate the digital switchover & meet the 2012 deadline for the analogue switch-off
- ❖ Preparation and coordination of the Information & Awareness Raising Campaign plan

# Regulatory dilemmas

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1. The role, rights & obligations of the two regulators?
2. 1 st MUX – dedicated only for PBS or open for commercial TVs?
3. PSB coverage of population/territory at the switch-off date?
4. Simulcast period?
5. Tender criteria for digital program licences?
6. Tender criteria for national & regional MUX operators?
7. DVB-T networks – what content rules apply for them compared to the cable/MMDS/DTH operators?

# The way ahead

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- Ensure political commitment to the process
- Adopt and widely announce a concrete timetable for the final analogue switch-off to avoid, among other things, market distortion due to possible uneven development of DTT in various parts of the country
- Ensure clear communication and transparency in the operation of all the key stakeholders (independent regulators, RDC, RTCG)
- Develop strong support and presence of public service broadcasters (PSBs) in the overall digital switchover process
- Support as much as possible a predominantly free-to-air offering
- Try to ensure broad industry consensus and support, particularly from commercial broadcasters
- Any government interventions in relation to the models for supporting the acquisition of the receiving equipment should be limited, targeted and neutral
- Ensure constant coordination and control of the process, develop prompt reaction in case of the needed revision of the process milestones, parameters and responsible stakeholders



Thank you!

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