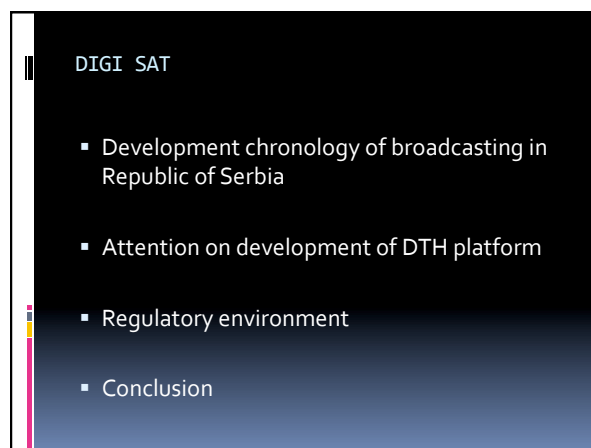




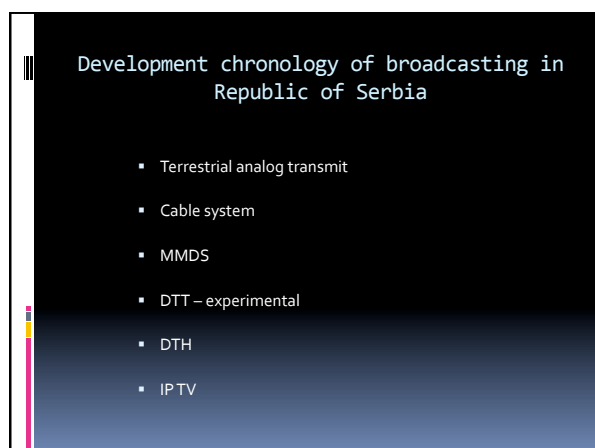
DIGITAL BROADCASTING IN SERBIA

Marcel Popa, General Manager
DIGI SAT d.o.o.
Belgrade, 2008.



DIGI SAT

- Development chronology of broadcasting in Republic of Serbia
- Attention on development of DTH platform
- Regulatory environment
- Conclusion



Development chronology of broadcasting in Republic of Serbia

- Terrestrial analog transmit
- Cable system
- MMDS
- DTT – experimental
- DTH
- IP TV



Attention on development of DTH platform

- DIGI SAT has been found in 2006
- Subsidiary of RCS & RDS company from Romania
- Telecommunication market in Serbia

Regulatory environment

- Development on telecommunication market in Serbia vs. regulatory on this market
- Issued licenses only for analog terrestrial broadcasting
- Digital technologies is the future
 - The Republic of Serbia - 2013

Regulatory environment

- DTH - this telecommunication area is not regulated at all
 - Issues
 - existing of monopoly and
 - non equal aspect of market participants
- Authorities are not showing interest for systematic decisions and solving of this problem
- TV and radio channel owners are confuse because there are no rules about DTH service
- National frequencies – copyrights

Result

- Slowing down of digital development
- Subscribers not have wide offer
- Stop development of telecommunication field

Ne mozes se odvojiti od njega...