



DVB-T MULTIPLEX TO COVER TERRITORY OF THE REPUBLIC OF SERBIA

Context

Broadcasting conditions in Serbia

- Low of Serbian population is covered with TV programs even in analogue services (Far behind the legal obligations of 90%)
- Almost all entire broadcasting facilities in Serbia are distorted
- Inappropriate transmission facilities (small antenna masts and antenna systems, low power transmitters)
- Whether entire already damaged and new installed inappropriate equipment has been further aggravated by damaging facilities and wearing out equipment in the past 7-8 years



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- The switchover to digital TV broadcasting via terrestrial transmitters:
 - In European countries to be fulfilled no later than 2015 (RRC Geneva 06). However;
 - European Commission recommendation (**COM (2005) 204 Final**) is that all EU countries should carry out the switchover no later than 1.january 2012
 - Most of the EU countries will complete the switchover much earlier
- Currently, apart from the RTS Pilot Project (two transmitters covering Belgrade and Novi Sad), the complete TV program broadcasting in Serbia is carried out in analogue technology
- One planned multiplex shall gather all national broadcasters (Public and Commercial) to cover more than 90% of Serbian population



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Context


- Any spectrum dividend at the national level will, as stated in COM (2005) 204 Final, pp. 9, crucially depend on the number of neighbouring countries which have already achieved switch off and it will only be fully realisable at the European level upon the complete cessation of analogue broadcasts within the EU and neighbouring countries
- Serbia is mostly surrounded by the EU Member Countries
- Radio and TV broadcasting cannot be limited to the country borders
- Serbia has a legal obligation to carry out the switchover from analogue to digital broadcasting in synchrony with the neighbouring countries, as recommended to the EU Members
- In other case mutual interference and great difficulties can be occurred during the implementation of digital broadcasting



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Strategic and legal basis

- RTS has a legal obligation, under the **Broadcasting Law**, to introduce new digital technologies into the production and broadcasting process of radio and TV programs
- "With the aim of achieving public interest in the broadcasting sector determined by this Law and in addition to general obligations of broadcasters in relation to programme content set forth in Article 68 of this Law, public broadcasting service carriers shall ensure the use and development of modern technical and technological standards in programme production and broadcasting, draft and duly fulfil plans of transferring to new digital technologies" (Article 78, paragraph 1, item 9)



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Goal

- Synchronous switchover from analogue to digital broadcasting of Republic of Serbia with neighbouring countries (Rec. to EU Member States) in order to avoid interference and possible grate difficulties in implementation of digital broadcasting

RTS 5

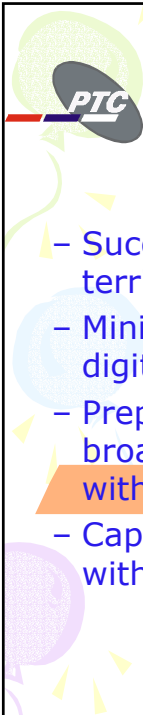


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Objectives

- Overcome the problems of the analogue service by working intensely on the implementation of digital broadcasting
- Make the most of the advantages offered by digital broadcasting for both broadcasters and general public,
- Contribute of better serve the specific needs of minorities, people with disabilities, (improved subtitling, audio commentary and signing etc.)
- Rational and efficient shortening of time for parallel analogue and digital broadcasting, and full switchover to digital broadcasting in the shortest possible time
- Improvement and provision of all the programs of hi technical quality providing best broadcasting services to all the citizens of Republic of Serbia
- Quickly prepare for the switchover to fully digital broadcasting

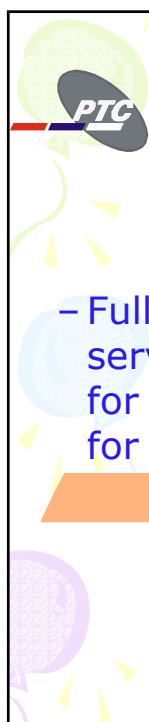
RTS 6



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Expected results

- Successful implementation of DVB-T throughout the territory of the Republic of Serbia
- Minimization of the period of parallel analogue and digital broadcasting
- Preparation of population for the switchover to digital broadcasting (acquisition of set-top boxes or TV sets with integrated, independently or with subsidies)
- Capacity building of experts and staff in RTS to work with completely new technology

RTS 7



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Expected results

- Full implementation of digital broadcasting services in Serbia will provide open window for the entire EU countries and predominantly for Serbian EU neighborhoods for switchover

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