



National Council of Radio and Television, ALBANIA

RECENT DEVELOPMENTS ON MEDIA

The Second Annual Meeting of BRAF (The Black Sea Broadcasting Regulatory Authorities Forum)

Tbilisi, on 12 December, 2011

Albania Audiovisual Landscape

(Public audiovisual sector)

- **The public sector is run by the RTSH (Albanian Radio-Television).**
- **Public television includes:**
 - **1 national television network : TVSH (Analogue terrestrial)**
 - **3 regional television networks (Analogue Terrestrial)**
- **Public Radio includes:**
 - **2 national stations (FM)**
 - **3 regional stations (FM)**
 - **1 satellite program**

Albania Audiovisual Landscape (Private audiovisual sector)

- **Radio:**
 - **2 national radios FM (Top Albania Radio and +2 Radio)**
 - **63 local radios (FM)**
- **Television:**
 - **2 general national television networks: Klan TV and Top Channel (Analogue Terrestrial).**
 - **78 regional or local television networks (1 town up to 4 districts) of which 3 are news channels (Analogue Terrestrial)**
- **75 cable networks, and**
- **4 satellite networks (ALSAT, DIGITALB, Supersport, Tring).**

Legal Framework

- **The general regulation of radio and television broadcasting is contained in Law No. 8410, dated 30 September 1998, "*On the Public and Private Radio and Television in the Republic of Albania*", as amended (hereinafter: Radio and Television Law). However, this legislation is not adapted to the introduction of digital technology.**
- **In order to fill this legal gap, Law No. 9742, dated 28 May 2007, "*On Digital Broadcasting in the Republic of Albania*" (hereinafter: Digital Broadcasting Law) was approved, with the aim of providing a regulatory framework for the introduction of digital broadcasting in the Republic of Albania.**
- **The Parliament has taken the legal initiative for the adoption of law "On audio and visual media services in the Republic of Albania" which governs the area of media and audio and visual services as well as digital broadcasting within the territory of Republic of Albania. This legal initiative aims at regulating through a single and integral law, two areas that are currently being governed by the two different above-mentioned laws.**
- **The draft law aims at full approximation with EU legislation in this area and the recommendations of the Council of Europe.**

Strengthening the Administrative and Technical Capacity

- **Limited administrative and financial capacity to carry out the transition from analogue to digital broadcasting.**
- **The enforcement of the administrative capacity and the proposal for a new structure, only after the approval of the law in audio visual media field.**
- **The structural changes will aim, having an efficient structure with a huge flexibility, to manage and solve the problems and issues that encounter due to technological developments in media field and to meet the obligations imposed by the Audiovisual Media Services Directive.**
- **The monitoring capacity of the television programs still remain insufficient. NCRT is estimates the possibilities of remote monitoring, requiring the investments cost.**
- **NCRT is working to exploit all the spaces and possibilities to collaborate with potential donor to get the adequate financial support to realize the enforcement of remote monitoring of TV programs.**

Strategy for Conversion of Digital Broadcasting

- **NCRT has initiated the process of preparing a draft-strategy aiming to ensure a sustainable transfer from analogue to digital broadcasting. In realizing this process, the NCRT is working in close cooperation with the OSCE presence in Albania.**
- **In the framework of this cooperation, an expert from the CSA, France, has evaluated the Albanian audio-visual sector and produced a report stressing the main issues to be addressed in order to have a well-defined strategy.**
- **The key conclusion of the report is that, the ambitious project of transfer to digital broadcasting introduces the need for cooperative relations between the NCRT and the interested groups, operators in particular. European experience shows that the harmonic transfer to digital broadcasting requires a broad consensus between the involved parties, especially during the process of approval of a strategy of common interest.**

Strategy for Conversion of Digital Broadcasting

- **NCRT has organized, a number of local and national conferences, by inviting all the stakeholders, private operators, state institutions and international organizations, to share with NCRT their comments and opinions concerning with transition to digital system.**
- **After accomplishment of the consultation process, NCRT finished the first draft, which was submitted to all state institutions and other stakeholders concerned with.**
- **The draft proposes the measures to be taken to insure the transition to full digital broadcasting within 2015.**
- **Approval of Prime Minister Order No 7 of 2.06.2009 "On the establishment of an *ad hoc* Committee for the switchover from analogue to digital broadcasting“, amended, which will be responsible for coordination, monitoring and implementation of this complex process.**

Strategy for Conversion of Digital Broadcasting

- **Based on this order, a Technical Secretariat is established which will support the work of the committee, “composed not less than two experts of the NCRT and Public Radio-Television” .**
- **TS Task: “Technical secretariat will propose the best strategies, will perform studies and will handle the all cases which will come out during the work of this committee. This secretariat will prepare and will propose to Committee the work plan and the dead lines for the implementation of strategies”.**
- **NCRT together with Technical Secretariat has already estimated the costs of transition to numeric broadcasting for:**
 - **Investment for building up of the private broadcasting networks (nationals and locals);**
 - **Investment for building up of the broadcasting networks of Public Operator.**
 - **Subsidies of decoders;**
 - **Facilitation of transition to digital broadcasting of existing analogue and local broadcasting;**
 - **Financial needs of institutions which control and supervise sector, and organize sensitizing and informing campaigns for transition to digital broadcasting.**

Strategy for Conversion of Digital Broadcasting

- **Technical Secretariat has already submitted the final version of the Strategy and is expected that this material will be presented for approval to the next ad hoc committee meeting.**

Main objectives :

- **Digitalization of the terrestrial analogue networks in the Republic of Albania.**
- **Offering additional capacities in order to increase variety and plurality of programs.**
- **Introducing new media technologies and services (HD-TV, DVBT-H, interactive services, etc.).**
- **Utilizing the digital dividend for other telecommunications services.**

Strategy for Conversion of Digital Broadcasting

Immediate objective:

“The switch off analogue broadcastings”:

- **Within 31 December 2012 (Law no. 9742, dated 28.5.2007 “On digital broadcastings in the Republic of Albania”).**
- **Within 17.06.2015 (GE 06 agreement) ratified by the Albanian Assembly.**

To achieve this objective three following components must be implemented:

- **Digitalization of the terrestrial analogue networks of the public broadcaster.**
- **Digitalization of the national private operators’ networks.**
- **Digitalization of the terrestrial analogue networks of the existing local operators.**

Main concern

- **Financing the building of Public operator’s network**
- **Limited administrative and financial capacity to carry out the transition from analogue to digital broadcasting**

Strategy for Conversion of Digital Broadcasting

Criteria

The minimal digitalization objective shall be the coverage of population with signal, at least at the coverage realised with the analogue technologies by each operator.

ART (Public Broadcaster) covers 73% of the Albanian territory with analogue signal, which corresponds to over 90 % of the population

The coverage objective for the ART digital network at the conclusion of the first phase of digitalization shall be 85 % of the territory and 90 % of the population.

Strategy for Conversion of Digital Broadcasting

Usage of Digital Plan transmission capacity

At the end of consultation process, it was decided the following usage

No.	Classification	Area of Coverage	Layers by the national plan	No. of MUX-es
1	National public operator	Territory of the Republic	2	2
2	Private national operator	Territory of the Republic	3	3
	Regional operator 1	Tirana-Durrës - Fier	0.3	1
3	Regional operator 2	2 regions	0.7	4
4	Local operators	1 region	1	11
5	Operators in the city of Tirana	City of Tirana and its surroundings	1	7

**7 out of 8 layers planned,
1 layer is left for future developments**

Strategy for Conversion of Digital Broadcasting

Transfer of the existing local programs into the digital platform

- The existing analogue programs will continue to be broadcasted free-to-air and will be funded by the advertising market when they will be transferred into digital platforms.
- The existing local operators do not have the necessary **financial means** and **technical capabilities** to set up and maintain terrestrial digital broadcasting networks.
- They do not tend to willingly switch off analogue broadcasting within defined period, since they want maximal return on their investment for setting up the network.

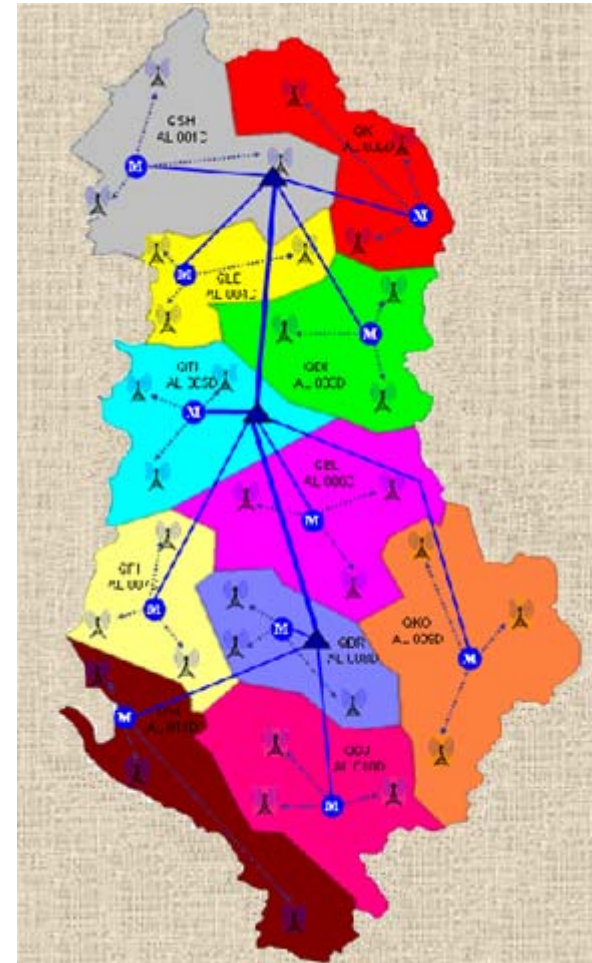
Solution proposed:

Combining the set up of the public operator's network with the support of local operators' programs for the first faze.

Strategy for Conversion of Digital Broadcasting

Transfer of the existing local programs into the Public Broadcaster's digital platform

- The costs of investments for the network 20 % higher.
- Local operators will pay a differentiated yearly fee (Tirana region vs Kukës region).
- Local operators will connect their studios with the local head end office using their own funds.
- Implementation by “Digital Island” approach.



Project “South-East European Digital Television”

- Albanian National Council of Radio and Televisions, has become part of “South East Digital Television (See Digit TV)”, inside the transnational Collaboration Program of South European financed by European Union.
- The purpose of this project is the creation of a transnational platform of regulators, in order to address issues related to transition in digital broadcasting and coordination and use of digital Dividend.
- In this project are involved 13 thirteen partners, members of EU or not, where Slovenia Regulation Authority is lead partner of the project. In this project are involved countries such as Italia, Austria, Hungarian, Croatia, Bosnia and Herzegovina, Serbia, Monte Negro, and Macedonia.

Project “South-East European Digital Television”

- **SEE Digi.TV will directly speed-up the digitalization of the broadcasting services, and will trace the path for a wider deployment of ICT broadband services. The inclusion of stakeholders, especially broadcasters and industry, is essential and will have positive influence on business development.**
- **On a long term, the project will solve issues of digital divide and social inclusion and thus will contribute to the creation of the region of equal opportunities.**
- **The overall objective of the SEE Digi.TV is harmonization of the activities in the target SEE region related to the introduction of Digital Broadcasting services, which will:**
 - **(a) speed-up the overall process of analog switch-off in the region and further developments to more efficient technologies,**
 - **(b) maximize the harmonization of the legislative and technical frameworks with the EU digitalization process,**

Project “South-East European Digital Television”

- (c) avoid policy, technology and market fragmentation,
- (d) develop regional strategy for optimal use of freed frequency spectrum for new ICT broadband services and
- (e) efficiently manage digital dividend.
- **SEE Digi.TV is based on distribution of television signal and new services to everyone in SEE region no matter of their gender or ethnicity. Furthermore the project will contribute to environmental sustainability as new digital broadcasting technology at both sides, transmitting and receiving side, lowers the power consumption**

Project Cost

- **Total Budget count for this project is 1,750,462.50 Euro, in which the commitments given in this project, cost of this commitments for NCRT goes to 68,564.33 Euro. From this, the amount by 58,279.68 Euro , will be supported by the project itself (IPA Contribution) while NCRT should support with her own sources the remaining amount.**

- **Thank you for your attention!**