



# BLACK SEA BROADCASTING REGULATORY AUTHORITIES FORUM

**Yerevan, Armenia  
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## Overview of one year progress

Georgian National  
Communications  
Commission

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Georgian National  
Communications  
Commission

# Transition to digital Broadcasting

- By the decision of ITU the deadline for transition to digital broadcasting for Georgia, as well as for many other countries was determined 17 June 2015.
- On March 31, 2014, for provision of the digital TV networks, the Commission announced the competition for obtaining five licenses for use of radio frequency spectrum.
- “Stereo +” LLC won the competition and was awarded with the right to use the resources prescribed by three licenses - №MUX-B, №MUX-D and №MUX-E.
- Following obligations were imposed to “Stereo+” by the licenses:



- Provision of transmission network and distribution network with capability of distribution of one and the same broadcasting content through 42 major transmitting stations and formation of the appropriate main station until June 17, 2015 and commissioning of the networks on June 17, 2015;
- Construction of digital terrestrial TV network with DVB-T2 standard and MPEG 4 data compression technology, and provision of each network with at least 33.1 MB/sec of net speed of data transmission;
- Access to and distribution of appropriate TV broadcasting to the tariff network offered with non-discriminative, homogeneous conditions and cost-oriented / at most bid-related tariff, as well as offering types of homogeneous quality service.



- The Commission has awarded the local broadcasters with the radio frequency resource required for formation of the local multiplex platforms, upon their request, and in line with the Law of Georgia “On Electronic Communications” and the action plan approved by the Government.
- In Georgia, the switchover process to digital broadcasting began on 1 July 2015. The switchover to new broadcasting format represented the large-scale reform of the state importance. The existing TV broadcasting and receiving modes of distribution was about to be changed radically which would have an effect on our population as well as on broadcasters.



- In accordance to the amendments provided in the Georgian law “on Broadcasting” on June 17, 2015, the licensing regime for TV broadcasting is being cancelled and TV companies will be able to start their activities through simplified authorization.
- With the digital switchover, Georgia, at one point completes international obligations and on other hand, the country will be able to make more effective use of its radio frequency spectrum and to implement other telecommunication services. As for the society, they will receive way better quality of audio and visual display.
- Terrestrial analogue broadcasting TV transmitting stations were fully shut down step-by-step all over the country by September 1st.



# Changes in Commercial Communications

- There has been quite significant changes in Georgian audiovisual commercial communications for the last year.
- In order to implement the provisions of European Union Audiovisual Media Services (AVMS ) Directive, Georgia has made amendments to the “Law on Broadcasting” of Georgia. These amendments substantially changed the regulations concerning commercial communications.
- According to the amendments, which are in line with the AVMS Directive: TV advertising and TV-shopping time should not exceed 20% of broadcasting hours (12 minutes).
- According to the article 10 of the AVMS Directive, the sponsorship and advertising services were separated.



- For gradual transmission on new broadcasting regulations, the draft suggested enforcement of new regulations concerning sponsorship from January 15, 2016, meantime the sponsorship service limits should have been reduced, namely, 4 minutes in 1 hour should have been defined for sponsorship, i.e. 16 minutes for advertisement and sponsorship in total.
- On the basis of Article 11 of the AVMS Directive, new type of advertising service - “Product Placement” was included in the law. The regulations related to “Product Placement” define the conditions which must be taken into account for placement of the product / service in the program. The conditions of “Product Placement” are in full compliance with the requirements of the AVMS Directive.



# EPRA meeting in Tbilisi

- In 2014 Georgian National Communications Commission hosted a very important international event. On October 8-10, the 40<sup>th</sup> meeting of the European Platform of Regulatory Authorities (EPRA) was held in Tbilisi. Up to 130 participants from more than 40 European countries attended the conference.
- The meeting was attended by the heads of the regulatory authorities, as well as the representatives of the permanent observers of EPRA - the European Commission, the Council of Europe, the European Audiovisual Observatory. Following issues were discussed at the conference: regulation of audiovisual media services, digital broadcasting, consumer protection in the telecommunications sector and financial and political independence of the regulatory authorities.
- The Georgian National Communications Commission is the member of EPRA since 2011 and actively takes part in the working meetings organized by EPRA.



# Thank You

