



BLACK SEA BROADCASTING REGULATORY AUTHORITIES FORUM

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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.
- Steps taken by Georgia for the transition:
 - In 2012 a council of transition to digital broadcasting has been created. The council includes:
 - Ministry of Economy
 - GNCC
 - Broadcasting companies
 - NGOs
 - And some experts working in telecommunication sector

- The Government has created a special agency – “Digital Broadcasting Agency” in order to facilitate the transition process. The main function of the agency is to coordinate proceedings of transition to digital broadcasting.
- In 2013 the Ministry of economy with active participation of GNCC has elaborated a strategy of transition to digital broadcasting. The experts from EBRD were involved in the process.
- The representatives from GNCC held several meetings in Germany, Austria and Finland. The companies from these countries have shared their valuable experience of transition from analogue to digital broadcasting.



- On March 31, 2014 The Georgian National Communications Commission announced the contest for obtaining licenses for the use of radio frequency spectrum in order to provide digital terrestrial TV broadcasting;
- The contest was held on July 1 and Stereo+ LLC has become a winner of the contest and the holder of three licenses.
- Within the MUX-B license Stereo+ LLC will be able to distribute national TV broadcasting free-to-air, within MUX-C and MUX-D licenses - to distribute free-to-air broadcasting signal, as well as in closed so-called encoded format for commercial purposes (Pay TV).

Broadcasting priorities in Georgia

- In 2013 GNCC has started a research for determining the broadcasting priorities in Georgia. The public opinion research has been conducted by a research and marketing company – IPM. The survey has showed
 - The most consumers in Georgia would like to see more specialized broadcastings, especially more educational TV. The main reason for this is that there are mostly common broadcasters on the market.
 - Consumers also showed their interest in community broadcasting, which was voted by 40% of the respondents.
- GNCC has determined the priorities according to the results of the research in October 2013. New research will be conducted after 2015.



Analytic Portal

- By the end of 2013 GNCC has completed work on innovative project – Analytic Portal <http://analytics.gncc.ge/en/>
- The portal gives opportunity to stakeholders to acquire public information from statistic databases of the commission online. The following information can be found on the portal
 - Number of subscribers, revenues, traffic and other features of:
 - Mobile operators
 - Internet providers
 - Broadcasters
 - Broadcasting transit providers

Example of a form filled by the Broadcasters for Analytic Portal

Form 1.5 (Revenue of broadcaster according to appropriate sources) *To be filled once per quarter*

Field	Explanation
Month filled separately.	The corresponding months of the quarter. Data for each month shall be
Type of broadcasting	Television/radio
Person (including the	Natural person or legal entity, from whom the revenue was received broadcaster holder / holders)
Type of service	Advertising Sponsorship Donation TV-shopping Inquiry Ads Realization of content and airtime sales Placement of program Technical services Other
Revenue	Appropriate revenue

Consumer Rights Protection

- In 2014 Consumer rights public defender office became more active in GNCC
 - Consumer rights public defender has been elected;
 - Three new employees joined the office.
- The main function of Consumer rights public defender office is to study complaints and to consult consumers on various subjects.
- During last 6 months public defenders office has consulted hundreds of consumers on various issues.





Thank You

