

**NATIONAL COUNCIL FOR TELEVISION AND RADIO
BROADCASTING OF UKRAINE**

The Third Annual Meeting of BRAF

**Overview of the broadcasting sector of Ukraine
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Broadcasting Council of Ukraine**

Media landscape of Ukraine

Broadcasting companies	Number
Radio	611
TV	471
TV and Radio	91
Program service providers (cable operators)	734
Other information activities (production studios)	65

Broadcasters	TV	Radio
Nationwide	29	13
Regional	63	50
Local	364	547

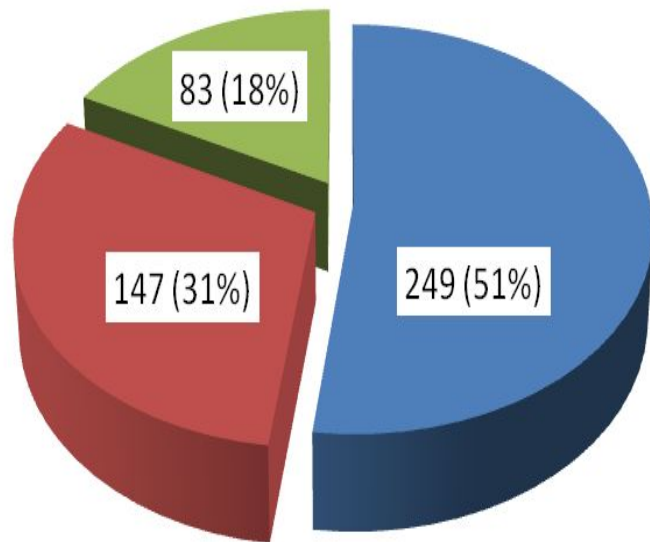
Terrestrial Broadcasting	
TV	2586 TV channels 5139 DTV channels
Radio	1 117 radio frequencies



Breakdown of the number of television channels by type of broadcasting (without accounting for multi-channel broadcasting)

Depending on the organizational and technical details of program broadcasting in Ukraine nowadays, the National Council issues licenses for the following broadcasting types:

- satellite – 83
- cable – 147
- air – 249



Television (as type of broadcasting)	Number	Radio (as type of broadcasting)	Number
Terrestrial	249	Terrestrial	273
Satellite	86	Satellite	4
Cable	160	Cable	367



Current team of the National Council has proposed new approaches to television broadcasting transition to the digital standard; those approaches were approved by the President of Ukraine and formed the basis for the National Electronic Media Development Plan :

- broadcasting standard – DVB-T2;
- image compression standard – MPEG-4;
- combined coverage option – multi-frequency and single-frequency networks;
- parallel analogue and digital broadcasting during the transitional period;
- four multiplexes – one provider;
- competitive multiplexes population.

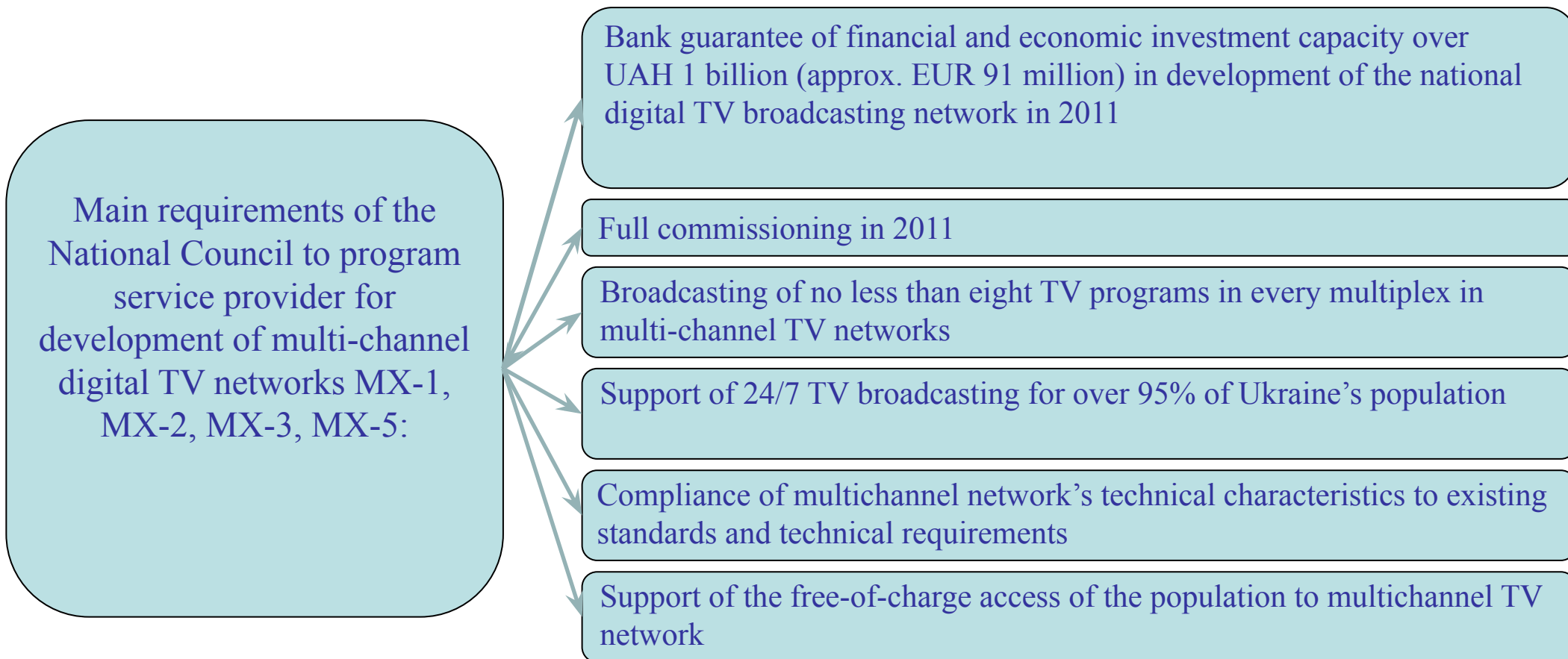


Development plan defines the following development stages for multi-channel TV networks MX-1, MX-2, MX-3, MX-5:

Stage I	Development of MX-1, MX-2, MX-3, MX-5 and MX-6	(2010-2011)
Stage II	Simultaneous broadcasting in MX-1, MX-2, MX-3, MX-5 and analogue terrestrial analogue TV broadcasting. Distribution of set top boxes to population	(2011-2012)
Stage III	Partial switch-off analogue terrestrial TV broadcasting upon consent of the licensees and with account of the requirements stipulated in part 9 of Article 22 of the Law of Ukraine on Television and Radio Broadcasting. Release of the frequency spectrum	(2012)
Stage IV	Development of multi-channel MX-4, MX-7, MX-8 networks	(2013-2015)
Stage V	Full transition from analogue to digital format of television broadcasting throughout the territory of the country	(2015)



Taking into account the European experience of television and radio broadcasting market development, the National Council has decided to identify a business entity that shall channel several primary information streams into a consolidated digital stream.



After the National Council has reviewed the proposals from businesses, it contracted ZEONBUD LLC to provide program service of multichannel MX-1, MX-2, MX-3, MX-5 TV networks.



**Competition for broadcasting license on vacant channels of MX-1, MX-2, MX-3, MX-5
multichannel TV networks
(territorial broadcasting category: nationwide)**

The National Council has received 59 applications from 55 TV / radio companies (including 11 new companies and production studios) for 28 programs MX-1, MX-2, MX-3, MX-5

on competitive basis

28 multichannel broadcasting licenses granted

**Competition for broadcasting license on vacant channels of MX-5 multichannel TV network
(territorial broadcasting category: regional and local)**

The National Council received 1040 applications from 182 TV and radio companies (including 158 regional and local broadcasters, as well as 24 new TV and radio companies and production studios) for 668 frequencies

on competitive basis

496 multichannel broadcasting licenses granted (including 313 to operating regional and local broadcasters)



Ukrainian company “ZEONBUD LLC.” managed to provide a national digital multiplex MX-1, MX-2, MX-3, MX-4, MX-5 and launched the nationwide digital television network of Ukraine, that is one of the largest in Europe:

- ▶ 166 transmitting stations and 664 TV programs
- ▶ transmission 22 of 28 national TV channels
- ▶ transmission 41 of 82 regional TV channels





Further steps...

I.

I. Distribution of set top boxes to Ukrainian population:

Draft National Budget of Ukraine for 2012 includes expenditures in the amount of UAH 350,120,000 (approx. EUR 33 million).

Besides that, a range of organizational measures are planned:

- Engagement of resources of local executive authorities and local governments;
- Preferential lending;
- Preferential sales by sales networks;
- Measures to facilitate price reduction for digital set top boxes by producing companies;
- Information advertizing campaign during TV broadcasting by TV companies.

II. Public information campaign about the country's transition to digital broadcasting.

Licensees shall broadcast information videos of ZEONBUD LLC, multichannel networks program service provider, on signal reception features in multichannel MX-1, MX-2, MX-3, MX-5 TV networks for five minutes daily, free of charge, in their programs in 2011-2012, including 30% during prime time.



НАЦІОНАЛЬНА РАДА УКРАЇНИ
З ПИТАНЬ ТЕЛЕБАЧЕННЯ
І РАДІОМОВЛЕННЯ

**Thank You
for your attention!**