

OSCE MASTERCLASS ON THE DIGITAL SWITCHOVER
Tirana, 18 – 20 September 2013

RECOMMENDATIONS

Currently, most countries in South East Europe are facing the digital switchover challenge. The transition from an analogue to a digital broadcasting system could enhance media freedom at large and media pluralism in particular.

A masterclass on the benefits, challenges and necessary steps for digital switchover took place during the 3rd OSCE South East Europe Media Conference.

The masterclass was attended by representatives from regulatory authorities in the region, where they were provided with a comprehensive knowledge of issues related to the digital switchover.

As a result of this masterclass, the participants concluded with some main recommendations for the authorities in the region.

Recommendations:

- * The Governments should fully embrace the digital switchover process to meet the deadlines they agreed to at the ITU Geneva 2006 conference.
 - * Technical issues cannot be a justification to close-down broadcasters that are struggling to meet the demands of the digital switchover.
 - * Regulatory authorities must be empowered to act in an independent and pluralistic manner, and given sufficient legal means to manage the digital switchover.
 - * Public service broadcasters need to transform in order to be present on different platforms and to take advantage of all technological opportunities of digital broadcasting.
 - * The process towards utilizing the digital dividend must be accelerated as it will bring immense benefits in both economic growth and employment in the region.
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