



Digital TV in Russia: "Tele-radio broadcasting development in the Russian Federation on 2009 - 2015"

Olga Ermolaeva

***24 March 2012
Hilversum***

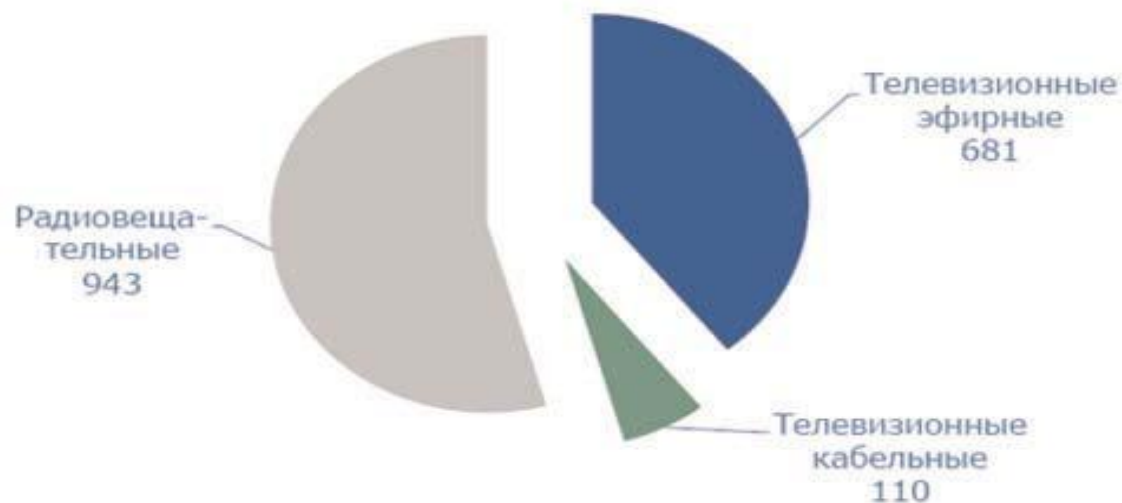
Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015



Медиаиндустрия России
является одним из самых
быстрорастущих рынков страны

Зарегистрировано 19772 электронный СМИ

Вещание осуществляют 1733 компании



Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015

Media industry of Russia is one of the most fast-growing markets of the country

19772 electronic mass-media are registered

1733 companies broadcast

943 Radio station

681 Terrestrial TV

110 Cable TV

- **Distribution of TV&radio channels in an analogue format to the all-Russian scale is today very power, material and labour expenses**
- **State system of terrestrial on-air TV& radio broadcasting**
- **The infrastructure of free terrestrial TV&radio broadcasting and radio-frequency resource are in the federal property**
- **The decision of the International Union of telecommunication, accepted on conference on planning of digital on-air broadcasting "Geneva-06", establishing a transition period termination date on a digital on-air broadcasting - is 2015.**

Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015”

On 3 Desember, 2009, Prime Minister Vladimir Putin signed a Decree of Government No.985 about the Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015”

The Federal Target Program is supposed to be implemented in two phases for the duration of 2009-2015

- The first phase (2009) focuses on preparations conditions for the transition to broadcast digitalization.**
- The second phase (2010-2015) aims at the realization of switch-off and all-round transition to digital TV, laying out the foundation for the united information space of the Russian Federation**

The primary goals of the Program

- Protection of interests of the Russian Federation**
- Maintenance of the right people to the information**
- Transition to a digital broadcasting. Reliability and quality**
- Introduction of new technologies**
- Effective utilisation of Digital dividend**
- Updating of satellite grouping**
- Expansion of industrial production of the telebroadcasting equipment**

Results of realisation

Federal Target Program

- United information space of the Russian Federation.**
- Liquidation of an information inequality**
- The guaranteed free TV-radio broadcasting**
- Liberation of a frequency resource**
- Growth of the market of hi-tech services**
- Domestic production activization**

Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015”

- Federal budgetary subsidising of digital broadcasting national mandatory free television and radio channels
- creation of System digital archival materials
- Information-explanatory campaign among (2010 – 2015)
- The announcement standard - DVB-T, a digital compression - MPEG-4 is accepted

All budget - 122445 millions rubles (more 3222 millions euro)

Federal budget - 76366 millions rubles (about 2000 millions euro) –
62,37%

Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015

Russian The Ministry of Communications and mass media is state-run commissioner and coordinator of the Federal Target Program

Federal Agency of the Press and Mass Communications “Rospechat” and the Federal Agency of Communications “Rossvjaz” are state-run commissioners of the Program

Federal Target Program “Development of TV and radio broadcasting in the Russian Federation in 2009-2015

The Federal Target Program is supposed to be implemented in two phases for the duration of 2009-2015.

The first phase (2009) focuses on preparations conditions for the transition to broadcast digitalization.

The second phase (2010-2015) aims at the realization of switch-off and all-round transition to digital TV, laying out the foundation for the united information space of the Russian Federation.

List of mandatory free national TV & Radio channels

Состав пакета общероссийских обязательных общедоступных телерадиоканалов

Телеканалы



Радиоканалы



• МИНИСТЕРСТВО СВЯЗИ И МАССОВЫХ КОММУНИКАЦИЙ •
РОССИЙСКОЙ ФЕДЕРАЦИИ

* - включая региональные информационные блоки

First Digital Multiplex of the Russian national Digital Broadcasting System.

List of mandatory free national TV channels includes following channels:

- 1. Channel One Russia**
- 2. “Russia” (now RUSSIA-1)**
- 3. “Kultura” (now RUSSIA-K)**
- 4. “Sport” (now RUSSIA-2)**
- 5. “Vesti” (now RUSSIA-24)**
- 6. NTV**
- 7. “Petersburg-Channel 5” (now CHANNEL 5)**
- 8. channel for children and youth (to precise)**

**The list of mandatory radio stations comprises of
“Radio Russia”
“Mayak”,
“Vesti FM”**

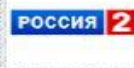
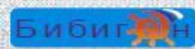
All these channels are included in the First Digital Multiplex of the Russian national Digital Broadcasting System.

First & Second Digital Multiplex

Состав Первого мультиплекса

(ожидаемые результаты первого
«фундаментального» этапа)

Телеканалы



Радиоканалы



* - включая региональные информационные
блоки



Министерство связи и массовых коммуникаций
Российской Федерации

Состав Второго мультиплекса

(следующий этап)

Телеканалы



Радиоканалы



Network of an on-air broadcasting of the state Russian tele & radio broadcasting network (RTRN)

Сеть эфирного вещания ФГУП

«Российская телевизионная и радиовещательная сеть»



- 78 филиалов
- 17 000 сотрудников
- 14 000 ТВ передатчиков
- 2 500 РВ передатчиков
- 35 спутниковых распределительных сетей

● Сеть эфирного вещания (6506 объектов)



**Network of an on-air broadcasting of the state Russian TV & radio
broadcasting network
(RTRN)**

**Network of an on-air broadcasting of the state
Russian TV & radio broadcasting network (RTRN):**

78 branches

14000 TV transmitters

2500 Radio transmitters

35 satellite distributive networks

Digital broadcasting Stage 1

Переход на цифровое телевидение Фаза 1 (2009-2010 г.г.)



- 12 регионов
- 2324 пункта вещания
- Охват 7,7% населения

- Зона покрытия аналогового телевидения
- Зона покрытия цифрового телевидения

Мощность передатчика	Количество
5 kw	1
1 kw	47
100 w	247
To 100 w	2029

Министерство связи и массовых коммуникаций
Российской Федерации



Stage 1 (2009 –2010)

• 12 regions	Power of the transmitter	Number
• 2314 points of broadcasting	5kw	1
• Population coverage	1kw	47
7,7 %	1000 w	247
	To 1000w	2029

Stage 2

Переход на цифровое телевидение Фаза 2 (2011-2012 г.г.)



- 39 регионов
- 3890 пунктов вещания
- Охват 39,4% населения

■ Зона покрытия аналогового телевидения
■ Зона покрытия цифрового телевидения

Мощность передатчика	Количество
5 kw	10
1 kw	127
100 w	614
To 100 w	3139

Министерство связи и массовых коммуникаций
Российской Федерации

Stage 2

(2011 – 2012)

	Power of the transmitter	Number
• 39 regions		
• 3890 points of broadcasting	5kw	10
• Population coverage	1kw	127
39,4 %	1000 w	614
	To 1000w	3139

Stage 3 (2012 – 2013)

Переход на цифровое телевидение Фаза 3 (2012-2013 г.г.)

На данной
стадии –
завершающий
этап
строительства
цифровой сети
Первого
мультиплекса



- 78 регионов
- 5442 пункта вещания
- Охват 94% населения

■ Зона покрытия аналогового телевидения
■ Зона покрытия цифрового телевидения

Мощность передатчика	Количество
5 kw	36
1 kw	237
100 w	973
To 100 w	4196

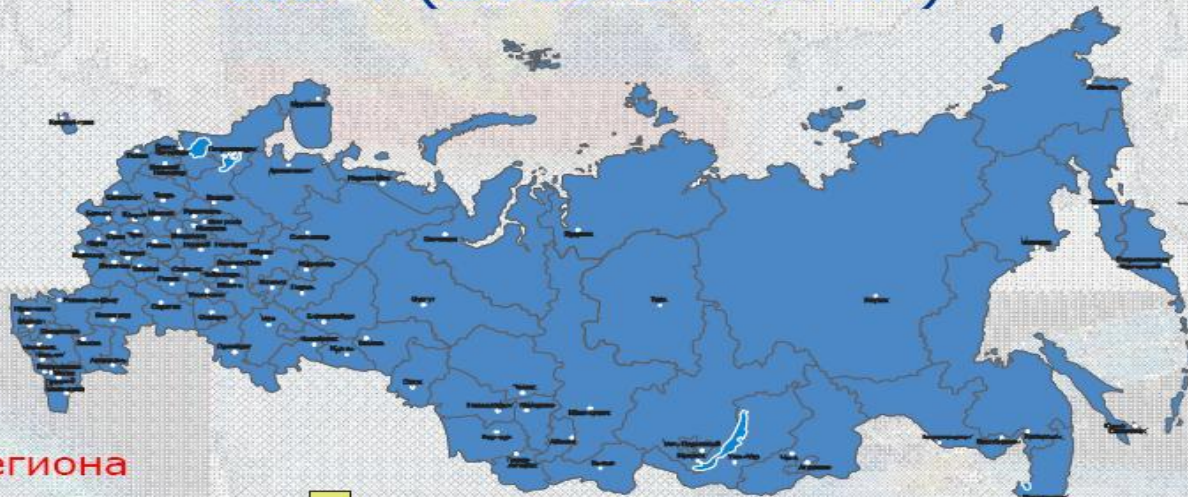
Министерство связи и массовых коммуникаций
Российской Федерации

Stage 3 (2012 – 2013)



• 78 regions	Power of the transmitter	Number
• 5442 points of broadcasting	5kw	36
• Population coverage	1kw	237
94 %	1000 w	973
	To 1000w	4196

Stage 4 (2013 – 2015)

Переход на цифровое телевидение Фаза 4 (2013-2015 г.г.)



- 83 региона
- 6530 пунктов вещания
- Охват всего населения

-  Зона покрытия аналогового телевидения
-  Зона покрытия цифрового телевидения

Мощность передатчика	Количество
5 kw	36
1 kw	243
100 w	977
To 100 w	5274

Министерство связи и массовых коммуникаций
Российской Федерации

Stage 4 (2013 – 2015)

• 83 regions	Power of the transmitter	Number
• 6530 points of broadcasting	5kw	36
• Population coverage	1kw	243
All	1000 w	977
	To 1000w	5274

Satellite grouping 2015



The major target indicators and Program parameters

- The population of the Russian Federation, not captured by telecasting, at a final stage of realisation of the Program should be less thousand persons
- Share of the population of the Russian Federation having possibility of reception of the Russian national mandatory free television and radio channels - 100 percent
- Share of the population of the Russian Federation having possibility of reception of 20 television channels of an easy approach - 100 percent
- Share of the population of the Russian Federation having possibility of reception of terrestrial digital television channels - 98,8 percent
- Number of regions of the Russian Federation with digital TV&Radio broadcasting - 83
- Share of the population of the Russian Federation without regional telebroadcasting, - 1,2 percent
- Share of the population of the Russian Federation having possibility of reception radio broadcasting of set quality - 100 percent
- Share of the population of the Russian Federation having possibility of reception tele & radio notification about emergency situations- 100 percent

The research group ZIRCON in interests of the Ministry of Communications and mass media of the Russian Federation spends the project «Research of existing and possible methods of measurement of digital TV and radio audience»

The Ministry of Communications and mass media has addressed to the leading media research companies with the request to present to the Ministry the offers by a possible methods of measurement of digital TV and radio audience

6 offers from participants of the market of media measurements have been received.

Thank you for your attention!

www.mediakomitet.ru