

## V THE DIGITALIZATION PROCESS

In early July, the public company “Broadcasting Equipment and Communications” (ETV) announced it would test the receiver equipment (set top boxes and TV sets) for all the importers and dealers in Serbia (that wished to have their equipment tested) until the state passed the official certificate. The devices meeting the required standards shall be issued a sticker guaranteeing (to both importers and dealers) the reception of the DVB-T2 signal. This announcement came as a considerable surprise. First, it announces the passing of an official certificate for set top boxes and TV sets by the state. This is in breach of the applicable Rulebook on Radio Equipment and Telecommunication Terminal Equipment (Official Gazette of the Republic of Serbia No. 11/2012), passed on the basis of the Law on Technical Requirements for Products and Assessment of Compliance (Official Gazette of the Republic of Serbia No. 36/2009), which expressly stipulates that neither the Rulebook, nor the procedure of compliance assessment, shall apply to radio and television sets intended solely for the reception of radio and television program. In view of the above, the Ministry passed both the Specification of Minimum Technical Requirements for Devices for the Receiving of Digital Terrestrial Signal in the Republic of Serbia and the Guidelines on the Manner and Procedure of Testing Devices (set top boxes and TV sets) – with the aim of assessing the fulfillment of the requirements for the receiving of digital terrestrial signal in the Republic of Serbia – in the form of a non-binding recommendation only. The next step should be the defining of a mechanism through which the state (and not ETV or any individual company) would, by assigning to the equipment manufacturers and dealers the right to using the proper mark for the equipment meeting the minimum technical requirements, make it easier for the citizens to choose between equipment with different technical standards available on the market. Such a move by ETV (guaranteeing with its sticker for something it is not competent for) threatens to confuse the consumers and create a situation where the citizens would still not know what each label means and what each specific label on a product actually guarantees. In order to avoid such confusion, the state should launch, as soon as possible, its own model for labelling the equipment meeting the minimum technical requirements for receiving digital terrestrial television signal and promote that model as successfully as possible.