



**Montenegro
Agency for Electronic Media
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PRESS RELEASE

The Agency for Electronic Media has published the Market Report on radio and TV programme distribution to end users (as at 30 September 2015).

Compared with the end of July, there is a negative trend in the number of users of radio and TV programme distribution services. Over a period of two months, the number of connections declined in Montenegro by 983 or 0.6%.

Presuming that all or most of the data on connections account for the users belonging to the category of households, it has been concluded that 15.87% of Montenegrin households used only terrestrial (analogue) i.e. free-to-air reception of radio and TV programmes. On the other hand, the remaining 84.13% of households opted for one of the alternative platforms for distribution of radio and TV programmes.

However, a demand for radio and TV programme distribution service is different in the northern, central and coastal region of Montenegro. In proportion to the number of households, the demand is highest in the coastal region, with 112.61%. This means that the number of connections to non-terrestrial platforms exceeds the number of households in this region. In order to interpret the data accurately, it must be taken into account that a certain number of connections in the coastal region account for the ones in hotels and other tourist facilities. It is followed by the central region with 86.68%, and northern region, where 53.09% of households use the services of operators.

In the reporting period, an average price of the basic tier was €10.17. The basic tier offers 81 TV channels on average. Only one operator distributes radio programme, and has 11 radio stations in its tier.

Taking into account the overall scope of the radio and TV programme distribution services provided to the end users, i.e. the total number of basic and additional tiers sold, a household using this type of service pays an average of €11.21 per month.

The report is available on the Agency's website: www.ardcg.org.