

**REPORT**  
**ON THE MARKET OF RADIO AND TV PROGRAMME**  
**DISTRIBUTION SERVICES TO THE END USERS**

- OCTOBER-DECEMBER 2008 -

Pursuant to the licences awarded by the Broadcasting Agency of Montenegro, nine following operators have the right to distribute radio and TV programmes intended for unspecified number of users in the authorized service zone: six cable operators, and one MMDS, IPTV and DTH operator each.

**At the end of the fourth quarter of 2008, the number of connections** for the distribution of radio and TV programmes over different platforms (CDS/MMDS/DTH/IPTV) **was 88,002**, up **20 percent**, or 14,929 users, on the previous quarter.

Platform	CDS	MMDS	DTH	IPTV
January - March share	21.07%	20.79%	41.35%	16.80%
April - June share	20.67%	22.30%	38.58%	18.45%
July - September share	19.21%	21.36%	42.31%	17.14%
October - December share	18.78%	21.44%	39.85%	19.92%
Balance at the end of the 4 <sup>th</sup> quarter of 2008	-0.43%	0.08%	-2.46%	2.78%

Table 1 Market share of the operators by individual platforms

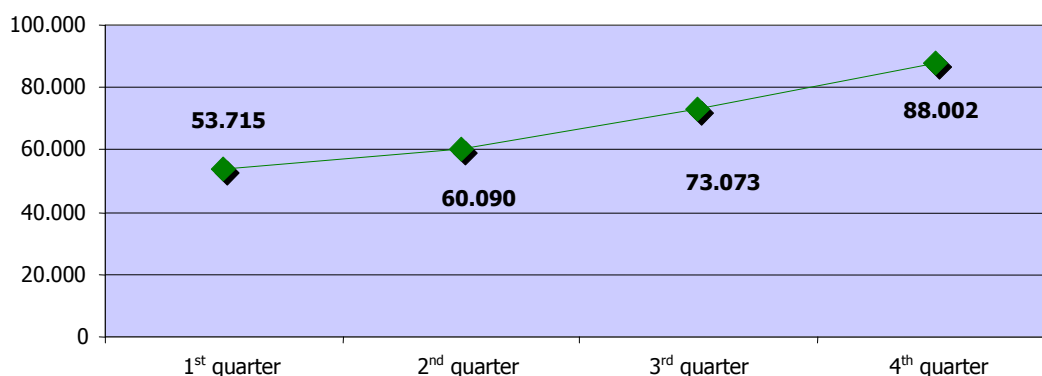
In the fourth quarter of 2008, all operators that had started providing their services saw an increase in the number of subscribers.

Municipality	CDS						MMDS	DTH	IPTV	TOTAL
	CATTV	ADRIANET	NOVI KDS	CABLING	MONTENEGRO KABL	ELTA MONT	BROADBAND MONTENEGRO	TOTAL TV MONTENEGRO	CRNOGORSKI TELEKOM	
TOTAL	737	1,139	2,143	6,600	3,739	2,173	18,867	35,073	17,531	88,002
	16,531						18,867	35,073	17,531	88,002

Table 2: Number of connections by operators and platforms

**At the annual level**, the total number of connections increased by 63.83 percent in 2008, which is a significant growth for such a short period of time.

At the overall level, all operators saw a considerable increase in the number of connections in comparison with the first quarter of 2008. The IPTV distribution has experienced the highest individual increase in the number of connections, amounting to 94.29 percent. It was followed by the MMDS with an increase of 68.95, the DTH with 57.92, and the CDS with 46.09 percent.



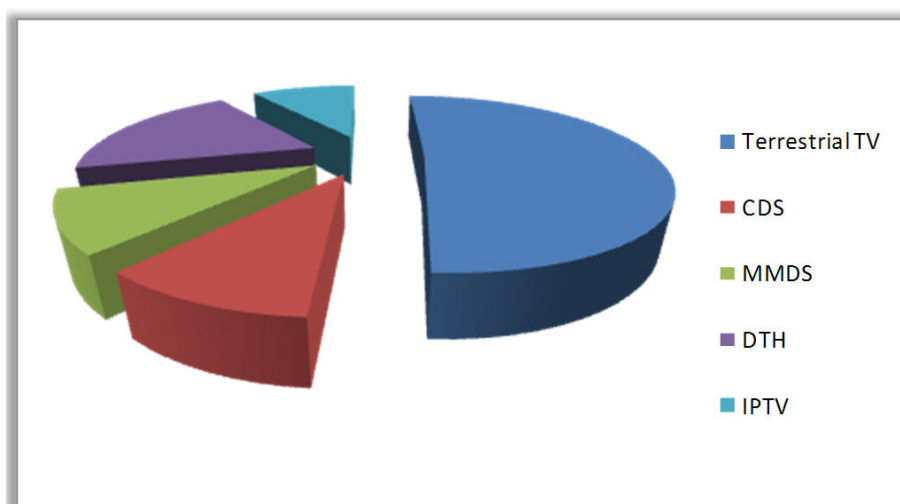
Graph 1: Trend in the total number of CDS/MMDS/DTH/IPTV users in 2008

Given that all or most of the data related to the connections account for the users belonging to the category of households, on the basis of their cross-referencing with the number of households in Montenegro<sup>1</sup>, we can get an approximate information about the primary technology used by Montenegrin households for the reception of radio and TV programmes.

A conclusion can be drawn that over 51 percent of households in Montenegro use only the terrestrial (analogue), free-to-air reception of radio and TV programmes. On the other hand, other households have opted for one of the alternative platforms for distribution of radio and TV programmes (approximately 49%), more specifically for the services provide by CDS/MMDS/DTH/IPTV operators.

Therefore, the household market share of individual platforms has been estimated as follows:

- Analogue TV: 51%
- CDS: 10%
- MMDS: 10%
- DTH: 19%
- IPTV: 10%.



Graph 2: Household structure by primary platforms for reception of radio and TV programmes

<sup>1</sup> The Census of 2003 – Source: Monstat „Statistical Yearbook 2004“