



**New Media: The Press Freedom Dimension  
Challenges and Opportunities of New Media for Press Freedom  
15 & 16 February, 2007  
UNESCO Headquarters, Paris**

***Direct Satellite Broadcasting/ Digital TV/Public Service  
Broadcasting -- Opportunities for Diversity***

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Ladies and Gentleman,

Our topic is Direct Satellite Broadcasting/Digital TV/Public service Broadcasting-Opportunities for Diversity.

Majority topics were about the Internet and its opportunities. With all respect to the new possibilities of Internet, majority of people in the world still are receiving and will receive information from the television and radio.

Direct satellite broadcasting is crossing the borders and with the exception of the North Korea, probably in most, even totalitarian states, there is a possibility to receive programs from the satellite.

We have thousands of radio and television programs from the satellite and digital technology also made possible to receive radio and television programs through Internet.

Quality of radio programs on Internet is excellent; television picture quality is slowly improving.

Digital radio and TV opens new possibilities both to commercial and public broadcasters.

At the same time it creates new headaches, because the same amount of advertising money has to be distributed to more channels.

If governments have not understood in the beginning about the Internet and because of that, probably, Internet was developing so successfully, with terrestrial and satellite digital television and radio situation is different and now the whole world is not only changing technology, but also work very hard on new rules and regulations, concerning licensing digital TV and radio.

European Union has to switch to digital broadcasting completely till 2015. ITU last year confirmed new frequency plan.

Today we have very outstanding members at our panel: Boris Bergant , who many years is Vice-president of EBU and knows very well public broadcasting issues, Alfonso Ruiz de Assin, President, International Association of Broadcasting, who represents interests of commercial broadcasters. We have among us Zaid Mohseni, Director, Tolo TV, Kabul, who is newcomer to broadcasting business, but his experience is very interesting.

Regretfully Jean Lesier, Deputy Editor, France 24 did not agree to wait for our session, because we have given opportunity to French lady from REUTER to speak earlier.

France 24 is just launched news service, which broadcast from direct satellite in French language and plan to broadcast in English. But I know that if you want to have French speakers you have not to plan meeting in Paris.