

## **V THE DIGITALIZATION PROCESS**

In the period covered by this Report, it is evident that the digitalization process is at a standstill, at least when it comes to the coverage of this topic by the media. It seems that everyone's waiting for the completion of the open competition for the allocation of the broadcasting license with national coverage, after which it will become clear which frequencies are available for digitalization, based on which key regulatory documents will be further worked on, such as the Plan of the Digital Switchover. However, we wish to point here to sporadic statements made by representatives of professional associations and by the EU Commission Delegation to Serbia, warning of the delay of the digitalization process, which could result in Serbia becoming the "black hole" in an a completely digitalized environment – the region, where most of the countries will have finished the switchover before Serbia. The EC representatives have been constantly warning that the equipment procured from IPA funds must be installed and put into operation, in order to set up the final network for broadcasting the digital signal as soon as possible. Until the fate of the former frequencies of TV Avala is known, however, it is unlikely that we will know what will exactly be the assets of Serbia entering the phase of digitalization.