

Challenges and Sustainability in the Broadcasting Sector

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Sustainability Challenges

- Low profit margin
- Lack of sector data
- Advertising revenue decline
- Infrastructure sharing
- Anti-competitive behavior
- Competition from digital platforms
- Social media

Opportunities - Digital Broadcasting

- The adoption of digital sound broadcasting going forward provides broadcasters with –
 - An opportunity to implement modern technologies for broadcasting and discontinue legacy analogue technologies
 - Develop and implement new business models to improve sustainability of broadcasters

Thank you !