

DIGITAL TRANSFORMATION

IN BROADCASTING AND THE IMPACT OF AI

Nikola Ivanovski

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Member of the Management Board
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SMARTER
OPERATIONS



BETTER
DECISIONS



AI-POWERED
INSIGHTS



STRONGER
FUTURE

AI IS HERE. THE VALUE IS IN HOW WE USE IT.



People First

Technology should empower, not replace.



Trust by Design

Built on reliability, earned every day.



From Data to Decisions

Turning information into real impact.



Progress with Purpose

Innovate to improve what matters.



Connect Everywhere

Better signal. Stronger communities.



Sustainable Future

Smarter systems, lower impact.



Operate from Anywhere

Centralized control. Unmatched visibility.



Predict. Prevent. Perform.

Anticipate issues. Ensure continuity.



Stronger Together

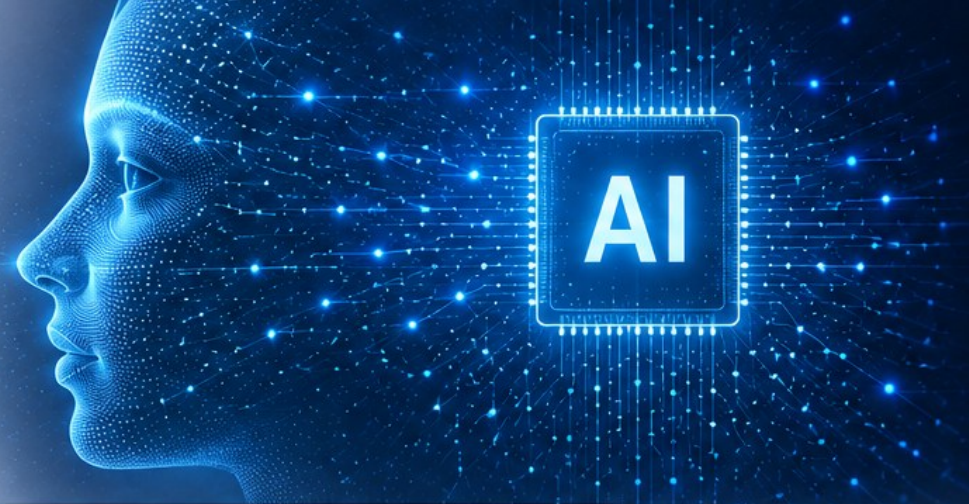
Collaboration drives lasting value.



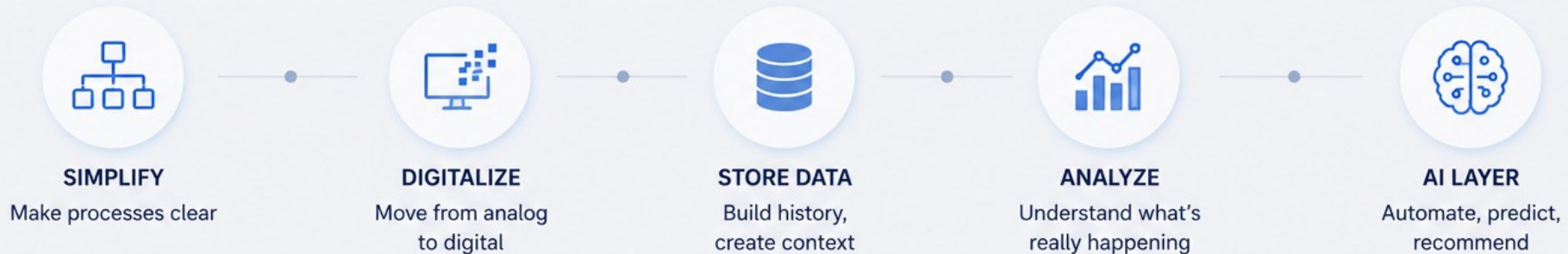
Legacy in Every Choice

Decisions today, impact tomorrow.

FROM DATA TO INTELLIGENCE



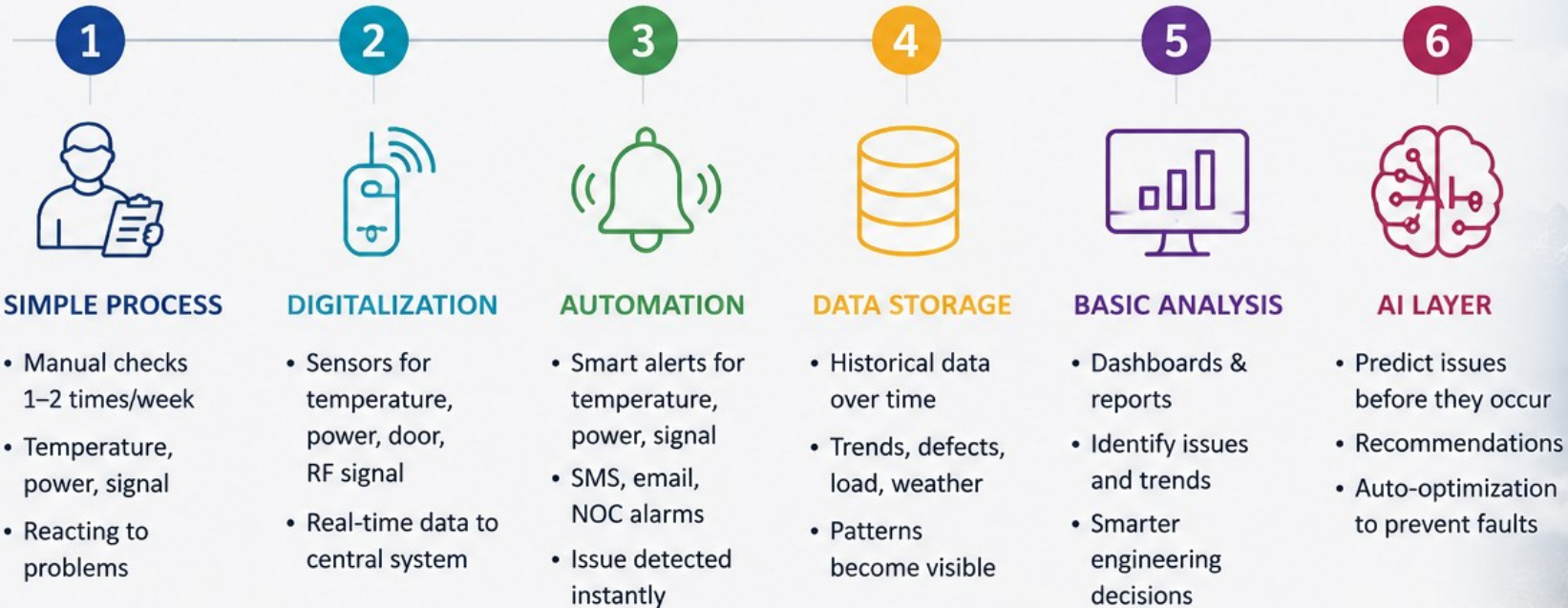
AI is the **result**,
not the start.



 WITHOUT DATA, THERE IS **NO AI**. | A CLEAR PATH. ONE STEP AT A TIME. 

AI IN ACTION: MOUNTAIN BASE STATION

From Monitoring to Intelligence



REAL IMPACT FOR RAI



**FEWER
SIGNAL OUTAGES**



**FEWER FIELD
INTERVENTIONS**



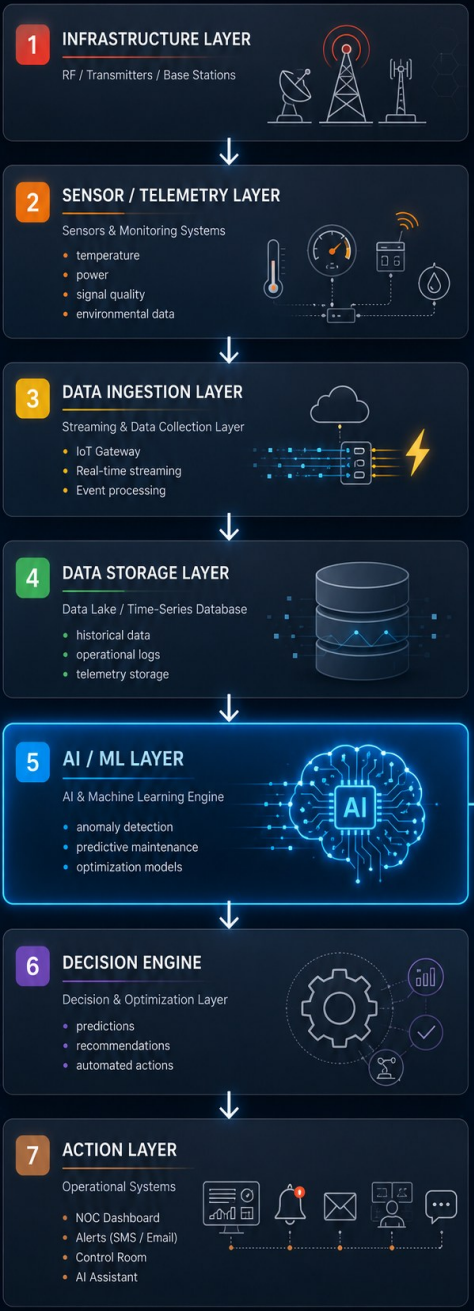
**LOWER
COSTS**



**HIGHER RELIABILITY
OF NATIONAL SERVICE**

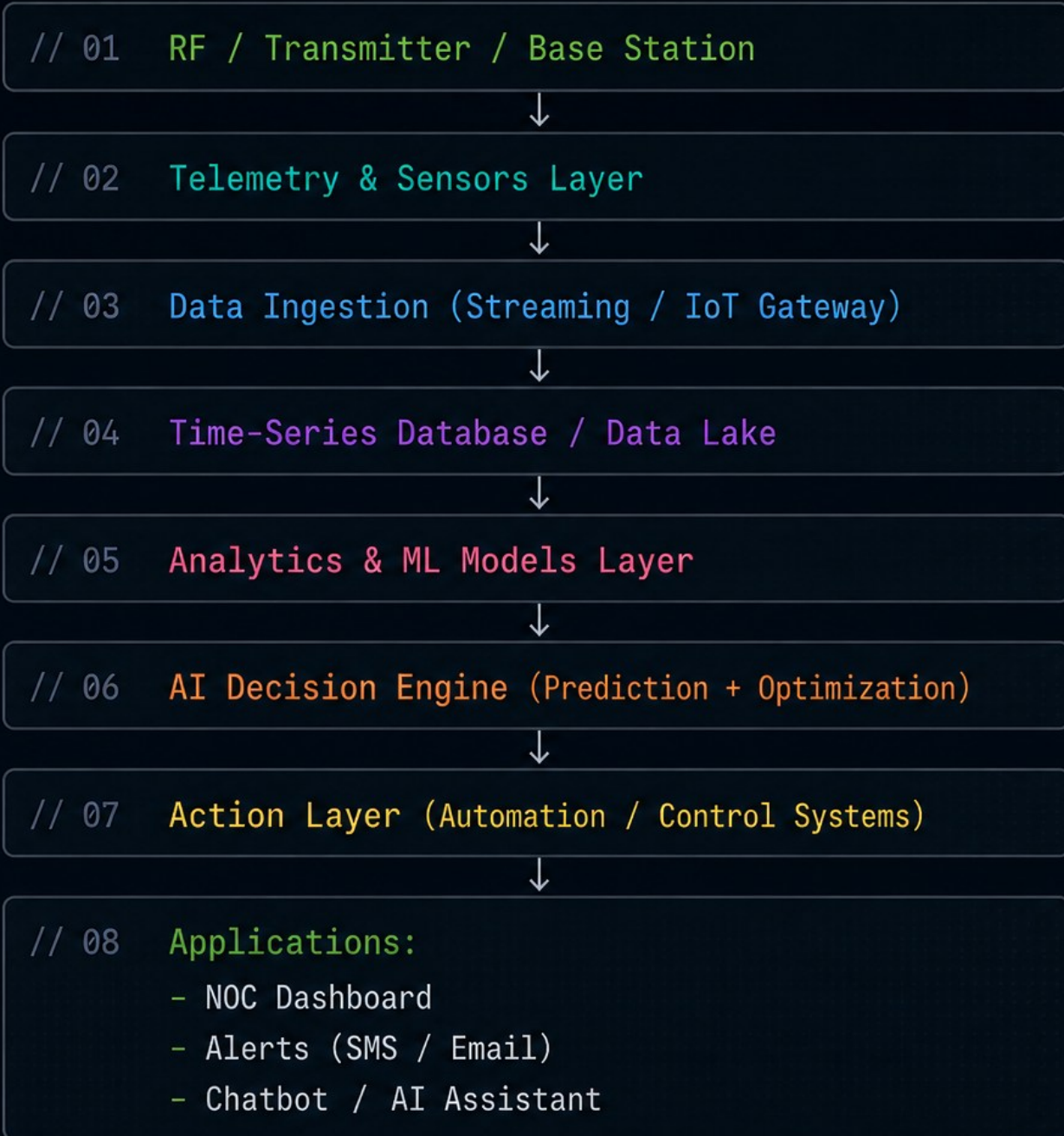


Smarter Operations. Stronger Network. Better Service.



KEY PRINCIPLE

AI is not a single system. It is a layered architecture built on operational data.



Designed for scalability, real-time decision making, and mission-critical broadcasting systems.

AI DRIVING THE FUTURE OF BROADCASTING

Key Use-Cases & Industry Trends

- 1 PREDICTIVE MAINTENANCE**
Predict issues before they happen
- 2 SIGNAL OPTIMIZATION**
AI automatically adjusts for the best performance
- 3 DYNAMIC BANDWIDTH**
More quality for what matters, less for what doesn't
- 4 ENERGY EFFICIENCY**
Use power only when needed
- 5 REMOTE & CENTRALIZED OPERATIONS**
Manage everything from anywhere

INDUSTRY SHIFT



BROADCAST → IP

From RF to IP-centric media distribution

DATA IS THE NEW ASSET



Who, when, where drives value



THE FUTURE IS NOT "MORE TRANSMITTERS"
IT'S SMARTER TRANSMITTERS.

AI IN ACTION: MOUNTAIN BASE STATION

From Monitoring to Intelligence

REAL INDUSTRY IMPACT



↓ **25%**

Lower daily network power consumption
(Ericsson + Far EasTone)



↓ **40%**

Energy savings in FM transmission
(WorldCast Systems)



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