

INTEGRATIVE POWER OF TELECOMMUNICATIONS - THE CASE OF BOSNIA AND HERZEGOVINA

The first license that gave the right to provide services throughout the territory of Bosnia and Herzegovina was the License for GSM operators. The license not only gave the right to operate, but also required to establish networks throughout Bosnia and Herzegovina.

The first joint association in general, registered to operate in the territory of the State of Bosnia and Herzegovina after the signing of the Dayton Peace Agreement, comprising business entities from the territory of the entire territory of Bosnia and Herzegovina was the ASSOCIATION OF CABLE OPERATORS AND DISTRIBUTORS IN BOSNIA AND HERZEGOVINA (AKOP). AKOP was established to protect the common interest of all telecom operators in Bosnia and Herzegovina.

The municipal monopoly over the establishment of public electronic communications networks has been broken throughout Bosnia and Herzegovina by the establishment of a General Public Network Operator License. Wherever they were registered, this license gave operators the right to operate in the municipality of their choice. This has triggered an avalanche of local investment and connecting operators and investors from the entire territory of Bosnia and Herzegovina.

The regulation of copyright and end of piracy on cable networks was achieved throughout Bosnia and Herzegovina through the establishment of a License for the Distribution of Radio and Television Programs. This prompts the entry of content distributors and the deepening of the distribution market, including copyright protection in general.

The establishment of a serious regulatory system has encouraged the entry of serious foreign investors, which has led to the consolidation of operators through property acquisitions, regardless of ethnic and entity boundaries.

The ethnic identity of the operators has lost its significance, especially in mobile telephony, so that citizens do not restrain themselves from using the services of operators whose headquarters are in another entity.

Unique service rules have been put in place, and common customer problems have emerged.

Price rebalancing measures have been closely monitored by all users in BiH.

The Association of Competitive Operators (UKTO) was also established. Communication between operators, personal acquaintances and friendships, and business animosities and conflicts due to unresolved common business relationships in the field of telecommunications have been established.

Regional cooperation on establishing Roaming tariffs has started.

All operators allow for a legal interception under uniform conditions.

The number portability is enabled by the establishment of a single CADB operator, whose work monitor the Joint Committee of All Telephone Service Operators in Bosnia and Herzegovina. This service has been functioning perfectly for almost ten years thanks to the joint work of all the operators and the manager of CADB (QSS doo Sarajevo).

Unique telecommunications sector policies have been adopted, some weaknesses of course exist. All of above mentioned was possible thanks to the EU legal framework that has been applied in Bosnia and Herzegovina as an idea before it was mandatory.

I would like to mention that this would not have been possible without the period when the Communications Regulatory Agency was managed by the International Director Mr. David Betts from the United Kingdom. During his tenure, key licenses and principles were established that enabled alternative operators to operate and market liberalization.

The Balkan region is **disappointed with the signals** being sent about its chances of joining the EU, but will continue to adopt European regulations and practices as it sees no alternative to that regulatory framework.