

## **Darko Ratkaj**

European Broadcasting Union (EBU)

At the EBU's Technology & Innovation department I work on transmission technologies for audio-visual media content and services, the related regulation, and the market evolution.

In particular I am interested in wireless distribution platforms, including 4G/LTE and 5G, but also terrestrial radio and TV networks. The main objective is to ensure that public service content can be made universally available taking into account both the technological developments and the changing audience behaviour.

I maintain working relations with the broadcast and the telecommunications industries, market analysts, national regulators, and the European Commission.

I often contribute to regulatory and standardisation forums and trade events.

I hold a masters degree in electrical engineering from the university of Zagreb, Croatia.

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