

Workshops on the product placement rules and the rules on new advertising techniques

Skopje, 05.05.2015 – Within the framework of the IPA Project for “Enhancing the Administrative Capacities of Telecom and Media Authorities for Efficient Regulation of New Digital and Multiple Play Services”, the Agency for Audio and Audiovisual Media Services will be holding two workshops on Thursday (7 May 2015) – one dedicated to the “Implementation of Product Placement Rules”, concerning sponsorship in particular, and the other on “Implementing the Rules on New Advertising Techniques”.

The workshops will be held in the premises of the Agency for Electronic Communications, starting at 10:30 hrs.