

Agency Publishes Analysis of the Market of Audio and Audiovisual Media Services in 2018

Skopje, 31 July 2019 – With the aim of obtaining extensive information about the developments in the television and radio industry during the previous year, the Agency prepared an Analysis of the Market of Audio and Audiovisual Media Services in 2018. The analysis covers data about the economic operations of the Public Broadcasting Service and the commercial television and radio stations, along with data collected through measuring the viewership and listenership of the TV and radio stations, respectively.

In 2018, the decline in the total revenues of this industry continued. Compared to the previous year, the revenues of the Macedonian Radio and Television dropped by 8.44%, those of the commercial television stations – by 4.52 %, and of the commercial radio stations – by 3.60%.

Advertising revenues, earned by all broadcasters together, amounted to MKD 1,346.06 million and, compared to the year before, marked a fall of 2.71%. Of these, MKD 34.33 million were revenues of the Macedonian Radio and Television, MKD 1,203.95 million – of the commercial television stations, and MKD 107.78 million – of the commercial radio stations.

The expenditures that all broadcasters made together in 2018, amounted to MKD 2.537,52 million, of which MKD 971.03 million were expenditures made by the Macedonian Radio and Television, MKD 1.419,56 million – by the commercial television stations, and MKD 146.93 million – by the commercial radio stations.

At the year's end, the financial results of the operations of

all three segments of the industry – the public broadcasting service, the commercial TV and radio stations – were negative, i.e. they marked losses to the amount of MKD 96.91 million. The Macedonian Radio and Television marked losses in their work for the first time in five years.

The Analysis of the Market of Audio and Audiovisual Media Services in 2018 is available at this link .