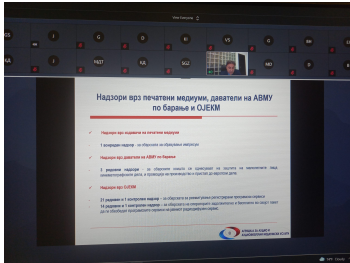


# Public meeting

## The Market Analysis of TV and Radio Industries in the Spotlight of AAAMS' Public Meeting



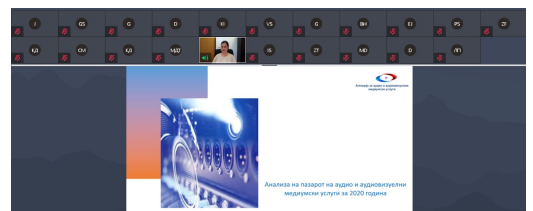
Skopje, 28 September 2021 – The Agency for Audio and Audiovisual Media Services held a public meeting today, using the video conferencing option due to the Covid-19 pandemic. At the meeting, the Agency Director, Dr. Zoran Trajcevski, presented a

summary of the activities carried out in accordance with the Annual Work Programme for the past three months.

Those attending had an opportunity to get acquainted with the activities related to the monitoring of the broadcasters' coverage of the local elections, the supervisions carried out over certain broadcasters, operators of public electronic communication networks, providers of on-demand AVM services, print media publishers, the public warning measures imposed, the prepared surveys and the activities in the field of international cooperation.

Also presented at the meeting were the findings of the Market Analysis of Audio and Audiovisual Media Services Industry in 2020, which covers the economic operations of the public broadcasting service and the commercial television and radio stations, as well as data obtained from the television and radio audience measurements.

According to the data obtained, the revenues that all broadcasters generated together in 2020 amounted to MKD 2,382.61 million, which is the lowest revenue earned in the last five years. More than half of these were revenues earned by the commercial television stations – MKD 1,217.88 million



(51.12%). The Public Broadcaster earned revenues amounting to MKD 1,012.19 (42.48%), while the revenues of the commercial radio stations totaled MKD 152.54 million (6.4%). The total expenditures in the industry amounted to Denar 2,415.78 million. The commercial television stations produced negative financial results, whereas the commercial radio stations and the public broadcasting service made profit. The financial results of the operations in the industry in 2020 showed a loss of MKD 34.68 million.

The total number of employees at the end of the year was 2,587, of whom 1,960 were full-time employees, while 627 people were hired as part-time employees. The complete analysis is available on the Agency's website, [www.avmu.mk](http://www.avmu.mk).

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The Agenda of the Public Meeting of the Agency can be downloaded [HERE](#)

The Registration Form for participation in the Public Meeting of the Agency can be downloaded [HERE](#)