

Pursuant to Article 18, paragraph 1, indent 8 and Article 20, paragraph 1, indent 11, in relation to Article 67, paragraph 2, indent 1 of the Law on Audio and Audiovisual Media Services (“Official Gazette of the Republic of Macedonia” No. 184/13, 13/14, 44/14, 101/14 and 132/14) and Article 15, paragraph 1, indent 7 and Article 39, paragraph 1, indent 3 of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services No. 01-4351/1 dated 29 August 2014, and in accordance with the Statement of the Council of the Agency No. 02-5671/6 dated 19 November 2014, the Council of the Agency for Audio and Audiovisual Media Services, at its 18<sup>th</sup> session held on 19 November 2014, adopted

## **GUIDELINES ON THE MANNER OF CLASSIFICATION OF THE TYPES OF AUDIOVISUAL OR AUDIO PROGRAMMES**

### **I. GENERAL PROVISIONS**

#### **Scope of the Guidelines**

1. These Guidelines shall regulate the types and the manner of classification of the audiovisual and audio programmes that are part of the broadcaster’s programme scheme.

#### **Goals of the Guidelines**

2. The goal of these Guidelines is to ensure the application of the provisions of the Law on Audio and Audiovisual Media Services, especially in terms of:
  - Protection of the cultural identity through programmes of broadcasters (Article 92);
  - Obligations to broadcast European works and works by independent producers (Article 91);
  - Determining the formats of the programme services of broadcasters (Article 67);
  - The manner of keeping records relating to the broadcasted programme by broadcasters (Article 47);
  - Ban on sponsorship and product placement in certain types of programmes (Articles 54 and Article 55);
  - Ban on broadcasting of advertising and teleshopping in certain types of programmes (Article 99).

#### **Definitions**

3. Audiovisual programme is a unit of moving images with or without sound, which is a specific element within the chronological sequence of programmes (programme scheme) of a provider of audiovisual media service.
4. Audio programme is music and/or voice content which is a separate element within the chronological sequence of programmes (programme scheme) set by the provider of audio media service.
5. The types of audiovisual and audio programmes include only units designed with entertaining, educational and informative function.

#### **Classification criteria**

6. The classification of the types of audiovisual and audio programmes is made mainly on the basis of one or a combination of the following criteria:
- Media function (informative, educational and entertaining);
  - Approach in the treatment and content of the programme,
  - Children as a target group - children are considered persons until 12 years of age.

### **Method of determining the types of programmes**

7. The determination of the type of audiovisual or audio programme is performed by the function, the approach and content of broadcasted programme, and not only by the description of the programme declared in the programme concept of the provider of audio or audiovisual media service.

### **Programmes with informative function**

8. The types of audiovisual and audio programmes with informative function shall include:
- News or TV and radio central news;
  - Current-Informative programme;
  - Current-Informative programme with documentary approach;
  - Current-Informative talk show programme;
  - Transmission or records of meetings of government bodies;
  - Transmission or records of socio-political events;
  - Informative magazines;
  - Specialized informative programmes;
  - Informative – entertainment programme;
  - Info - service;
  - Informative programme in the field of art, culture and humanities;
  - Another informative programme.
9. The types of programmes with informative function are also classified in accordance with the target group - children.

### **Programmes with educational function**

10. The types of audiovisual and audio programmes with educational function shall include:
- Educational programme;
  - Educational-entertainment programme;
  - Educational-entertainment programme for physical culture and recreation;
  - Documentary programme;
  - Documentary- entertainment programme;
  - Educational programme in the field of art, culture and humanities;
  - Documentary programme with religious themes;
  - Another educational programme.
- 11.9. The types of educational programmes are also classified in accordance with the target group - children.

### **Programmes with entertaining function**

12. The types of audiovisual and audio programmes with entertaining functions shall include:
- Entertainment - Informative,

- Entertainment talk show programme;
- Entertainment-educational programme;
- Entertainment-documentary programme;
- Programmes with horoscope/ tarot/ clairvoyants or interpreting of dreams,
- Sports programme: transmission or recording of sports competitions or events and sports magazines;
- Fiction programme: television films, cinematographic films, animated films, series, serials, theatre plays, humour and satire, realistic fiction serials;
- Music programme: music-speech programme units, records and transmission of concerts, music festivals, dance, ballet, opera, etc., music videos, music realistic programme;
- Games: competitions with low production value, competitions with high production value, quizzes, lotteries and prize games;
- Variety,
- Format of realistic television: hidden camera, transmissions or recordings of competitions of anonymous performers, media shaped social experiment, transmissions or recordings of everyday life of public figures, simulated "realistic" reconstruction;
- Another entertainment programme.

13. The types of programmes with entertainment function are also classified in accordance with the target group - children.

## II. DESCRIPTION OF TYPES OF AUDIOVISUAL AND AUDIO PROGRAMMES

### Descriptions of the types of programmes with informative function

14. The types of audiovisual and audio programmes with informative function are determined according to the following descriptions:

- 14.1. **News or TV and radio central news** are programme units that summarize the most important global, regional and/or domestic social current events and occurrences, followed mainly by the journalists genres of news and report;
- 14.2. **Current-Informative programme** is thematically defined programme unit, primarily intended to inform and/or analyse about current or re-actualised global, regional and/or local social events, developments and issues. It is usually realized through conversations and interviews, and can include studio links, panel discussions and statements of interlocutors outside the studio;
- 14.3. **Current-Informative programme with documentary approach** is a programme unit in which the documentary materials make up at least half of the total length of the journalistically organized, thematically defined programme unit, primarily intended to inform and/or analyse about current or re-actualised global, regional and/or domestic social events, developments and issues. It is usually realized through conversations and interviews, and can include studio links, panel discussions and statements of interlocutors outside the studio area, expert analysis, surveys, research data, reports on the main topic of the programme, etc.
- 14.4. **Current-Informative talk show programme** is a programme unit the primary purpose of which is to provide in-depth analysis of current or re-actualised global, regional and/or domestic social events, occurrences and topics, it often has accurately determined term in the programme scheme and is realized as a studio programme, designed by one or several permanent host through - interviews, debates and panel discussions, and may include telephone contact with audience.

- 14.5. **Transmission or records of meetings of government bodies** are programme units intended to inform the public about the work of the bodies of the central or local government.
- 14.6. **Transmission or records of socio-political events** are programme units intended to inform the public about important events of the social and political life of the state.
- 14.7. **Informative magazines** are collage programme units the primary objective of which is to inform the public through journalists articles and/or to provide profound information on topics that have no relevance to a current journalistic treatment.
- 14.8. **Specialized informative programmes** are informative programme units with the primary goal to provide in-depth analysis of current or re-actualised topics for a target group determined by the interest and/or the age.
- 14.9. **Informative – entertainment programme** is a programme unit of diverse and often mutually independent informative articles on various events, developments and various topics, with entertainment components of prize games, presentation of a creative hobby or other purposeful activity of a cooking, music, variety programme, and the like, and may include telephone contact with audience.
- 14.10. **Info-service** is a programme unit of short service information relating to everyday life – weather forecast, current time, the repertoire of cinemas and theatres, traffic situations, community information, religious calendar, etc.
- 14.11. **Informative programme in the field of art, culture and humanities** are programme units primarily designed to inform about events and developments in the field of art, culture and the humanities.

#### **Descriptions of the types of programmes with educational function**

- 15. The types of audiovisual and audio programmes with educational function are determined by the following descriptions:
  - 15.1. **Educational programme** is a programme unit which through didactic approach presents reference, verifiable facts of the fields of humanities or natural sciences.
  - 15.2. **Educational-entertainment programme** is programme unit which besides the primary educational function realized through didactic approach, also has an entertaining function through variations of media processing and presentation of the facts of the humanities or natural science areas.
  - 15.3. **Educational-entertainment programme for physical culture and recreation** is a programme unit the primary purpose of which is professionally, physiatically to teach about the rehabilitation effects of a certain psycho-physical activity or a certain (traditional) skill.
  - 15.4. **Documentary programme** is a programme unit, having a script and being directed as an original copyrighted audiovisual or audio work with an educational function, primarily based on reference, verifiable data about a particular geographic region or people and events relevant to a global or local area of social life. According to the treatment of data or the approach to the topic, the programme unit can be realized as - reportage, portrayal of a person, confession, feuilleton, chronicle and the like.

- 15.5. Documentary-entertainment programme** is a programme unit with primary educational function, in which documentary materials (reference, verifiable data about a particular topic) constitute at least half of the total length, but the approach (script, direction) can include authentic testimonials and acting reconstructing a historical event or situations and occurrences from a happening with local and social importance, or by its contents it may affect activities commonly associated with a creative hobby with practical, purposeful work, or display of actions of a specific capability or skill.
- 15.6. Educational programmes in the field of art, culture and humanities** are programme units with educational function, the primary objective of which is to identify in-depth, critical analysis of issues, events and developments in the field of art, culture and the humanities.
- 15.7. Documentary programme with religious themes** is a programme unit with primary educational function, which through the script and director's approach is often implemented as a portrait of a cleric, as a story from a sanctuary, as a historical chronicle of religious groups on a global or local area, or theological explanation of religious aspects.

#### **Descriptions of the types of programmes with an entertaining function**

- 16.** The types of audiovisual and audio programmes with entertaining function are determined by the following descriptions:
- 16.1. Entertainment - Informative programme** is a programme unit of diverse, mostly independent reports on various events, developments and various topics, by their content related to music or variety programme, with records of sports events, display procedures of a creative hobby or other purposeful activity, and their information component consists of short news, from service information and conversations informing about current social events.
- 16.2. Entertainment talk show programme** is a programme unit primarily with entertaining function, recognizable by one or several permanent hosts, usually with a defined term in the programme scheme, often realized as - interviews, debates and panel discussions, and may include telephone contact with the audience.
- 16.3. Entertainment-educational programme** is a programme unit in which at least half of the articles have an entertaining function, but it also includes independent articles which through didactic approach present reference, verifiable facts of fields of humanities or natural sciences.
- 16.4. Entertainment-documentary programme** is a programme unit primarily with an entertaining function, and the articles, according to their content and approach, are mostly referring to activities related to a creative hobby or practical, purposeful work, or display of actions of a specific ability or skill.
- 16.5. Programmes with horoscope/ tarot/ clairvoyants or interpreting of dreams** are programme units primarily with an entertaining function, by the realisation most often recognizable by one or several permanent host that interact with viewers mainly by means of telephone contact.
- 16.6. Sports programme**
- **Transmission or recording** of a unit or parts of a sports competition or event, or the opening ceremony of sports events and competitions.
  - **Sports magazine** is a programme unit primarily with entertaining function that informs or analyses strictly about a current sports topic and it is usually realized through conversations, interviews and panel discussions, and may include telephone contact with audience.

If the topic of the sports magazine is related to a current event or current occurrence in the sports area, but with a broader global, regional and/or local social importance, then according to content and approach, it can be classified into current-informative programme (see description 14.1.) or current-informative programme with documentary approach (see description 14.2.) or specialized informative programme (see description 14.8.).

**16.7. Fiction programme** is copyrighted, by the script and directing an original audiovisual or audio work, primarily based on an imaginary story and on actors' play. This kind of programme includes the following subtypes:

- Television films - audiovisual works originally produced to be shown on television;
- Cinematographic films - audiovisual works originally produced to be shown in the cinema;
- Animated films - audiovisual works composed of different animation techniques - sketches, drawings, photographs, sculptures or other art (contextualization) handicrafts;
- Series - audiovisual works with a variable number of episodes that usually have (but it is not mandatory) continuity of the characters and the space and time locations, since each episode is a separate unit, and the viewer does not necessary have to know what happened in the previous episodes;
- Serials - audiovisual works with a variable number of episodes, consecutively connected by reason of dramatic motivation. Series and serials may by their genre vary depending on the topic and the manner of dramaturgical treatment: sitcoms, telenovela/soap opera, saga, criminal/detective film, etc.
- Realistic fiction serials – a programme unit primarily with an entertaining function, realized through actors' play, the main intention of which - according to the script, the directing procedure and the level of production, based on documentary material, is to simulate "realistic" reconstruction of a trial, confession, personal and/or family, or collective drama. (see *description - realistic format* - 16:11).
- Humour and satire – a programme unit with an entertaining function, usually designed as a collage of separate segments/articles, by their theme and content often directed to engaged social criticism, realized by the actors' play through a sketch or through another dramatic form;
- Theatre plays – by their genre variable stage works recorded to be presented on television.

**16.8. Music programme** is a programme unit composed of media shaped audio and/or audiovisual variations of music and/or musical-stage works, and includes:

- Music-speech programme units with the primary purpose to show the media appearances of musicians live or playback, and/or music videos;
- Photos or transmissions of: concerts, music festivals, dance, ballet, opera and the like;
- Music videos;
- Music realistic programme – programme unit most often realized as competition of anonymous amateur performers with musical talent, and the success of the participants depends on the jury or the voting of the audience.

**16.9. Games** are programme units in which selected individuals, teams or audience participate in quizzes, prize games or competitions with low or high production value. These programmes include the following subtypes:

- Competitions with low production value are programme units realised with low production costs, interactive games via a telephone connection, and competitions in which in order to win a prize the participants are not required to show any special or general knowledge or skill;
- Competitions with high production value are programme units, by their directing and script formed as media events organized on a scenography designed arena for team or individual competition in front of an audience;

- Quizzes are programme units with primary entertaining and educational function, in which individual competitors or teams play using their education, knowledge and/or skill;
  - Prize games - lotto, sports game, lottery, bingo, and the like.
  - Lottery games.
- 16.10. Variety** is a programme content in which more than half of the total length includes performance of artists from different fields: music, stage humour, individual performances by singing, dancing, acrobatics, magic tricks, etc.
- Variety realistic programme is a programme unit which is usually realised as a competition of anonymous amateur performers with different abilities and skills, and the success of the participants depends on the jury or the voting of the audience.
- 16.11. Format of realistic television** - programme units with primary entertainment function, and according to the form unit - reality TV, their basic intention is through transmission or through an integrated record to register raw audio or audiovisual material for broadcasting presentation, unadulterated by script, mounting, graphic and/or director's intervention. However, in the practice of their realization, the basic editorial intervention on the audio and/or audiovisual material is noticeable at least in the initial idea set at the level of the work concept, after which one usually observes situations where the behaviour, actions and excitement of accidental or selected participants are more or less unpredictable.
- The form determinant "realistic" TV includes:
- Hidden camera;
  - Transfer or records of competitions of anonymous performers with musical talent (see description - 16.8, indent 4) or any other skill (see description – 16.10, indent 1);
  - Media shaped social experiment, as a programme unit in which the participation and activity of selected or randomly chosen participants depend on their occasional readiness for action, mostly by established rules of the game, or depend on the vote of the jury and/or audience;
  - Transmissions or records that register everyday life of public figures;
  - Simulated "realistic" reconstruction of a confession, trial, a personal and/or family, i.e. collective drama (see description 16.7, indent 8);

## II. CONTENT THAT IS NOT SUBJECT TO CLASSIFICATION

- 17.** Other segments in the chronological order of programmes (programme scheme) that are not classified according to the criteria for determining the types of programmes:
- 17.1. Audiovisual and audio commercial communications** – is audio content or images with or without sound that is made for direct or indirect promotion of products, services or image of the natural or legal persons involved in economic activity or popularization of some idea or activity or to achieve other effect. Audiovisual and audio commercial communications accompany or are included in the programme due to a financial or other compensation, or self-promotion goals of the client. Forms of audio or audiovisual commercial communications are: advertising, teleshopping, sponsorship and product placement.
- 17.2. Post of the broadcaster about its own programmes** and ancillary products directly originating from those programmes and announcements of sponsorship and product placement.
- 17.3. Announcements of public interest** - audio or audiovisual units of public interest intended solely for exercising social benefit or altruistic goal, which make an appeal

on the consciousness and behaviour of citizens on key issues of social life, such as: public safety and public health, natural disasters and calamities, environmental protection, etc.

- 17.4. Appeals on charities** that broadcasters will broadcast free of charge and will mark as "free airtime".
- 17.5. Intermezzo** - audiovisual units with the primary function to fill the gaps in the programme scheme that usually occur because of the variable length of programmes broadcasted live. They are mainly composed of media shaped, but not journalistically contextualised audio and/or audiovisual material.
- 17.6. Religious programmes, services and preaching** – programme units with the main goal - and according to their content and approach - to present aspects of a religious worldview, either through individual preaching, or through direct broadcasts and recordings of religious services and/or sermons.  
If the script and the director's approach conceive a media programme unit realized as a portrait of a cleric, as a story from a sanctuary, as a historical chronicle of religious groups within a global or local area, or as a theological explanation of religious aspects, then the programme unit will be classified as a documentary programme with religious topics (see description 15.7.). If the programme unit is primarily intended to inform members of a certain religious community of events, occurrences or issues with religious/theological themes, then it will be classified in one of the formally suitable information programme types (see descriptions under item 14).
- 17.7. Programmes for physical culture and recreation** - program units the primary purpose of which is to demonstrate a mix of physical exercises with a recreational purpose.  
If the programme unit of the audio and/or audiovisual material is designed professionally, physiatically to teach about the rehabilitation effects of a certain psycho-physical activity or a certain (traditional) skill, then, according to the media approach in the processing of the content, this type of programme can be classified either as educational-entertainment (see description 15.2.) or entertainment - educational programme (see description 16.3.), depending on the media function that prevails.
- 17.8. Opening and closing curtains, jingles and avizzo** – audiovisual and audio segments serving for opening and closing of programme units, programme blocks, programme services or mutual separation of diverse programme contents.

### III. FINAL PROVISIONS

- 18.** By the entry into force of these Guidelines, the Decision on Classification of Radio and Television Programmes ("Official Gazette of the Republic of Macedonia" No. 21/07) shall cease to be valid.
- 19.** These Guidelines shall enter into force on the day following their publication in the "Official Gazette of the Republic of Macedonia".

**Agency for Audio  
and Audiovisual Media Services**

**President of the Council**



**Lazo PETRUSHEVSKI, handwritten  
signature**

No. 01-5740/1  
19 November 2014  
Skopje