

Pursuant to Article 6, paragraph 1, indent 6, Article 18, paragraph 1, indent 8 and Article 20, paragraph 1, indent 11, in relation to Article 6, paragraph 2 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 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 Agency 02-6553 / 4 of 12.27.2014, the Council of the Agency for Audio and Audiovisual Media Services, on its 2th session, held on 27 December 2014, adopted:

GUIDELINES

on the method for measuring the viewership and listenership of programmes, i.e. programme services of broadcasters in the Republic of Macedonia

I GENERAL PROVISIONS

Scope of the Guidelines

1. These Guidelines shall prescribe the manner of measuring the viewership and listenership of programmes, i.e. programme services of broadcasters in the Republic of Macedonia.

Purpose of the Guidelines

2. The purpose of these Guidelines is to provide a valid and reliable system for measuring the viewership and listenership of programmes, i.e. programme services of broadcasters in the Republic of Macedonia.

II SPECIAL PROVISIONS

<p>MEASURING THE VIEWERSHIP OF TELEVISION STATIONS THAT BROADCAST PROGRAMME AT THE STATE LEVEL THROUGH DIGITAL TERRESTRIAL MULTIPLEX AND THE PUBLIC BROADCASTER MACEDONIAN RADIO TELEVISION</p>
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Initiative board

3. The Agency for Audio and Audiovisual Media Services shall raise an initiative to establish an Initiative Board that will conduct preparations for the establishment of the Macedonian Committee for Audience Measurement (hereinafter referred to as ‘Committee’).

3.1. The Council of the Agency upon proposal by the Director shall adopt a decision on raising an initiative to establish an Initiative Board.

3.2. The Initiative Board shall be composed of: one representative from the Agency for Audio and Audiovisual Media Services, the public broadcaster Macedonian Radio Television,

Alsat-M LLC, TBC ALFA TV SMLLC Skopje, KANAL 5 SMLLC Skopje, SITEL and Telma SMLLC Skopje, the Association of Advertisers and two representatives from marketing agencies members of the Macedonian Association of Marketing Agencies.

3.3. Each member of the Initiative Board is obliged to appoint their representative to participate in the Initiative Board, within three (3) days from the receipt of the decision referred to in item 3.1. The representative of the Agency for Audio and Audiovisual Media Services, whose term lasts two (2) years, shall be appointed by the Council of the Agency, upon proposal of the Director.

3.4. The main task of the Initiative Board is to prepare the draft acts for the operation of the Committee and to conduct the registration of the Committee in the Trade Register and the Register of Other Legal Entities kept by the Central Register of the Republic of Macedonia, by 1 February 2015 at the latest. The organizational form of the Committee shall be determined by the Initiative Board and approved by the Director of the Agency for Audio and Audiovisual Media Services.

The authorized person of the Committee shall be nominated by the members having the right to vote. If the authorized person of Committee has not been appointed by 1 February 2015, the Director of the Agency for Audio and Audiovisual Media Services shall appoint a person-acting member, that shall perform this office until the appointment of an authorized person by the Committee members having the right to vote.

Macedonian Committee for Audience Measurement

4. The Committee shall be established by an act adopted by all its members having the right to vote. The form and content of this Act in a draft form shall be prescribed by the Initiative Board. The Establishment Act and the Statute of the Committee shall be approved by the Director of the Agency for Audio and Audiovisual Media Services.

5. Members of the Committee shall be:

- 5.1.** Public broadcaster Macedonian Radio Television,
- 5.2.** Alsat-M LLC Skopje,
- 5.3.** TBC ALFA TV SMLLC Skopje,
- 5.4.** KANAL 5 SMLLC Skopje,
- 5.5.** SITEL,
- 5.6.** TELMA SMLLC Skopje,
- 5.7.** Two marketing agencies proposed by the Macedonian Association of Marketing Agencies,
- 5.8.** Association of advertisers and

5.9. Agency for Audio and Audiovisual Media Services with no right to vote.

6. The Committee shall adopt the decisions according to the principle one (1) member = one (1) vote, with the exception of the Agency for Audio and Audiovisual Media Services, which has no right to vote. For a decision to be adopted consent of at least four (4) television stations shall be necessary.

7. The main task of the Committee is to coordinate the viewership measurements of the programmes, i.e. programme services of broadcasters that broadcast television programme at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television.

8. In the exercise of its main task referred to in item 7 of these Guidelines, the Committee shall perform the following tasks:

8.1. It announces a competition for selection of a research agency to conduct research on the basis of which information on the structure and profile of the households in the Republic of Macedonia will be obtained, and which will be the basis for creating the panel, by 1 March 2015 at the latest;

8.2. It announces a competition for selection of a research agency to conduct viewership measurements of the programmes, i.e. programme services of broadcasters that broadcast television programmes at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television, within four (4) months from the date of publishing the announcement specified in item 8.1 at the latest;

8.3. It selects a research agency;

8.4. It monitors the project implementation and determines the conditions for access to data;

8.5. It establishes the minimum standards to which the selected research agency shall adhere, and which relate to:

8.5.1. standards for quality assurance;

8.5.2. standards for transparency assurance.

Management Board of the Committee

9. The Management Board shall be composed of representatives of the members of the Committee - one representative from each member.

The appointed representatives should be at the appropriate hierarchical level in the legal entity they represent, in terms of being able to make decisions independently, and in order to ensure effective decision making by the Committee.

The Management Board meets as needed and at least once in three months.

Selection of a research agency and conducting of the research

10. The announcement for selection of a research agency to conduct viewership measurements of programmes, i.e., programme services of broadcasters that broadcast television programmes at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television shall be placed by the Committee, no later than four (4) months from the date of publishing the announcement referred to in item 8.1;

11. The selection of the research agency that will conduct viewership measurements of the programmes, i.e. programme services of broadcasters that broadcast television programmes at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television, shall be performed by the Committee and approved by the Director of the Agency for Audio and Audiovisual Media Services.

12. Only research agencies that have experience in measuring the viewership at least five (5) years, in not less than three (3) Member States of the European Union or the Organization for Economic Cooperation and Development (OECD) shall have the right to participate in the call for bids.

13. The criteria for selection of the research agency that will conduct viewership measurements of the programmes, i.e. programme services of broadcasters that broadcast television programmes at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television, shall be determined by the Committee, by a special act.

Bidders should submit a statement that they will provide the minimum standards established by the Committee.

14. The Contract concluded with the research agency that will conduct viewership measurements of the programmes, i.e. programme services of broadcasters that broadcast television programmes at the state level through digital terrestrial multiplex and the public broadcaster Macedonian Radio Television, shall be signed by the Committee and approved by the Director of the Agency for Audio and Audiovisual Media Services.

The contract shall be concluded for a period of five (5) years.

An integral part of this Contract (in the form of Annexes thereto) shall be the individual commercial contracts of the members of the Committee, defined in item 15 of these Guidelines.

15. Users of the audience measurement data (including the members of the Committee) shall sign individual commercial contracts with the research agency, wherein it shall be determined which data from the audience measurement each of them will use and the extent of the financial compensation. The contracts of the Agency for Audio and Audiovisual Media Services and the public broadcaster Macedonian Radio Television shall be concluded in accordance with the Law on Public Procurement.

The research is required to establish clear and transparent criteria that will determine the compensation that users will pay for the use of such data.

16. The data provided by the selected research agency are official data on measuring the TV viewership in the Republic of Macedonia.

17. The members of the Committee shall have an insight in the main indicators of quality of operations that will be defined in the contract at the level of services to be provided by the research agency. Upon request the Agency for Audio and Audiovisual Media Services will be given access to data at the individual level for further analysis, with guaranteed anonymity of households in the panel.

18. If any of the service users of the selected agency believe that the results of the measurement of TV viewership are invalid and inaccurate, they will initiate hiring an independent consultant/audit firm with international experience in conducting an audit of the television audience measurement.

The actions resulting from the findings after the audit will be specified in the contract signed between the Committee and the research agency.

<p style="text-align: center;">MEASURING THE VIEWERSHIP OF TELEVISION STATIONS THAT BROADCAST PROGRAMME AT THE STATE LEVEL VIA SATELLITE OR THROUGH PUBLIC ELECTRONIC COMMUNICATIONS NETWORKS AND TELEVISION STATIONS THAT BROADCAST PROGRAMME AT THE REGIONAL AND LOCAL LEVEL</p>

19. The Agency for Audio and Audiovisual Media Services shall provide the data on viewership of television stations that broadcast programme at the state level via satellite or through a public electronic communications network and television stations that broadcast programme at the regional and local level, through regular audience surveys that will be conducted by the research agency selected in accordance with the Law on Public Procurement.

MEASURING OF THE LISTENERSHIP OF RADIO STATIONS
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20. The Agency for Audio and Audiovisual Media Services shall provide the data on the listenership of radio stations through regular audience surveys that will be conducted by the research agency selected in accordance with the Law on Public Procurement.

II. FINAL PROVISIONS

21. These Guidelines shall enter into force on the day following their publication in the "Official Gazette of the Republic of Macedonia".

**No.01-6582/1
27 December 2014
Skopje**

**Agency for Audio and
Audiovisual Media Services
President of the Council,**

Lazo PETRUSHEVSKI , handwritten signature