

Pursuant to Article 18, paragraph 1, indent 8 and Article 20, paragraph 1, indent 11, in connection with Article 67 paragraph 1 and paragraph 11 and Article 80 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 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. 02-5747/4 dated 21 November 2014, the Council of the Agency for Audio and Audiovisual Media Services, at its 19th session held on 21 November 2014, adopted a:

RULEBOOK ON THE FORMATS OF THE PROGRAMME SERVICES OF BROADCASTERS

I. GENERAL PROVISIONS

Article 1

Scope of the Rulebook

This Rulebook shall establish the formats of programme services of broadcasters, the manner of their determination, and the values of the coefficient Kp for different types of formats.

Article 2

Goals of the Rulebook

The purpose of this Rulebook is to ensure the application of the provisions of the Law on Audio and Audiovisual Media Services, especially in terms of:

- protection and development of pluralism and encouraging and supporting the existence of various, independent and autonomous audio and audiovisual media services (Article 6); and
- issuing a permit for television or radio broadcasting (in particular Articles 70, 71, 73, 74, 75, 78, 80).

II. FORMATS OF TELEVISION PROGRAMME SERVICES

Article 3

Manner of determining the TV formats

The formats of the television programme services are determined on the basis of the representation of the types of audiovisual programmes and media functions (informative, educational or entertaining) that they meet in the overall broadcasted programme in the course

of one week.

The total broadcasted programme during a week shall exclude the time for: audiovisual commercial communications, announcements of the broadcaster in connection with its own programmes, announcements of public interest, calls for charity, Intermezzo, religious services and sermons, programmes for physical culture and recreation, opening and closing curtains, jingles and avizzo (item 17 of the Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes¹).

Article 4 **Types of TV formats**

The format of television programme services can be general or specialized.

A television programme service of general format is a service that contains different types of audiovisual programmes that mainly meet one or all three media functions (informative, educational or entertaining).

A television programme service of specialized format is a service that contains a dominant type of audiovisual programme.

Article 5 **Television programme services of general format**

Television programme services of general format must contain at least five (5) types of audiovisual programmes specified in the items 8, 10 and 12 of the Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes.

Television programme services of general format can be:

- With all three media functions;
- With predominantly educational general format;
- With predominantly informative general format and
- With predominantly entertaining general format.

Article 6 **Service of general format with three media functions**

In the television programme service of general format, where the represented types of programmes fulfil all three media functions, each function must be represented by at least 30% of the total broadcasted programme during the week.

Article 7 **Services of general format that mostly fulfils one function**

In the television programme service of general format in which the represented types of programs mostly meet one of the three media functions, the function that is mostly fulfilled must not be represented by less than 50% nor more than 65%. The rest of the programme consists of programmes that meet the other two media functions, whereby neither one of these two

¹ The Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes which are referred to in Articles 3, 5, 9 and 11 of this Rulebook were published in the "Official Gazette of the Republic of Macedonia" No.171/14.

functions can not be represented by less than 5% of the total broadcasted program during the week.

Article 8

Television programme services of specialized format

A television programme service of specialized format must contain at least 70% of one type of audiovisual programme in the total broadcasted programme during a week.

The type of audiovisual programme can fulfil any of the media functions (informative, educational or entertaining).

III. FORMATS OF RADIO PROGRAMME SERVICES

Article 9

Criteria on defining radio formats

The formats of the radio programme services are determined by two criteria:

- Based upon the representation of speech content in the total broadcasted programme during the week, excluding the time for content that is not subject to classification: audiovisual commercial communications, announcements of the broadcaster in connection with its own programmes, announcements of public interest, calls for charity, intermezzo, religious services and sermons, opening and closing curtains, jingles and avizzo (item 17 of the Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes);
- According to the structure of speech content by the type of audio programmes and media functions they fulfil, that is according to the structure of the broadcasted music by type and genre.

Article 10

Manner of determining radio formats

Depending on the representation of speech content in the total broadcasted programme during the week, excluding the time for content that is not subject to classification, radios are divided into four groups:

- Speech Radio: over 25% speech content;
- Speech - music radio: over 15% to 25% speech content;
- Music - speech radio: over 5% to 15% speech content; and
- Music radio: up to 5% speech content.

The format for speech and speech-music radio stations is determined by the presence of the types of audio programmes and functions that they meet in the total broadcasted speech content during a week.

The format for speech-music and music radio stations is determined by the structure of the total broadcasted music by types and genres during one week.

Article 11

Types of radio formats

The format of the radio programme services may be general or specialized.

Speech and speech-music radios of general format are programme services that include at least three (3) types of the audio programmes specified in items 8, 10 and 12 of the Guidelines on the Manner of Classification of the Types of Audiovisual and Audio Programmes,, whereby the types of programmes meet at least two or mostly one media function (informative, educational or entertaining).

Speech and speech-music radios of specialized format are programme services that predominantly contain one type of audio programme.

Music-speech and music radios of general format are programme services in which the broadcasted music is of different types and genres, and no kind of music is predominant.

Music-speech and music radios of specialized format are programme services in which the broadcasted music is predominantly of one type.

Article 12

Classifications of music by types and genres

For the purposes of this Rulebook the broadcasted music in the radio programme services is classified into four (4) types: folk, popular (entertaining), classical and spiritual. The classification of music is made under the National Classification of Cultural Heritage ("Official Gazette of the Republic of Macedonia" No.37 / 06) and the Universal Decimal Classification.

Each of the types of music contains several musical genres:

1. Folk music :

- Traditional: original music-unauthorized;
- Ethnic/World music;
- Newly created folk music (newly composed folk music): newly created folk music in folk spirit, turbo folk, disco folk, pop folk.

2. Popular (entertaining) music:

- Pop: disco, dance, hip hop, pop rock, rhythm and blues (R&B), soul, funk, rap, reggae, ska, dub, etc .;
- Jazz: ragtime, dixieland, swing, be-bop, hard-bop, cool jazz, free jazz, fusion, smooth jazz, acid jazz, etc.;
- Blues;
- Rock/Rock and Roll: rockabilly, acid rock, hard rock, punk, folk rock, psychedelic rock; progressive rock, heavy metal, new wave, hard rock, alternative rock, grunge, britpop, indie rock, soft rock, etc .;
- Electronic music / Techno: house, acid, goa, trance, jungle, drum etc.

3. Classical music:

- Medieval, renaissance, baroque, rococo, classic, romanticism, impressionism, expressionism, etc.

4. Religious music:

- Orthodox, Catholic, Protestant, Jewish, Islamic, Buddhist, Hindu, gospel - negro spirituals, mantras etc.

Article 13

Types of speech and speech-music radios of general format

Speech and speech-music radios of general format can be:

- With at least two media functions;
- With predominantly educational general format;
- With predominantly informative general format; and
- With predominantly entertaining general format.

Article 14

Speech and speech-music radios of general format with at least two functions

In speech and speech-music radios of general format where the speech content of the programme fulfils at least two media functions, no media function cannot be represented by more than 50% of the spoken part of the programme during the week.

Article 15

Speech and speech-music radios of general format with mainly one function

In speech and speech-music radios of general format where the speech content of the programme fulfils mostly one media function, it must not be represented by less than 50%, nor more than 65% in the spoken part of the programme during one week.

Article 16

Speech and speech-music radios of specialized format

Speech and speech-music radios of specialized format are programme services containing at least 70% of programmes of one type of audio programme in the total broadcasted speech content during a week.

Article 17

Music-speech and music radios of general format

Music-speech and music radios of general format are programme services in which the broadcasted music is from different musical genres and none of them is represented by more than 70% of the total broadcasted music during a week.

Article 18

Music - speech and music radios of specialized format

Music - speech and music radios of specialized format are programme services in which one type of music is represented with at least 70% of total broadcasted music during a week.

IV. Coefficient Kp

Article 19

Coefficient Kp for television services

The coefficient Kp for television programme services of general format is:

- 0.80 for a TV service with all three media functions;
- 0.85 for a TV service with predominantly educational general format;
- 0.95 for a TV service with predominantly informative general format;
- 1.00 for a TV service with predominantly entertaining general format.

The coefficient Kp for television programme services of specialized format is:

- 1.20 for a TV service in which the dominant type of programme has an educational function;
- 1.35 for a TV service in which the dominant type of programme has an informative function;
- 1.50 for a TV service in which the dominant type of programme has an entertaining function.

Article 20

Coefficient Kp for speech and speech - music radios

In speech and the speech-music radios of general format, the coefficient Kp is:

- 0.80 for speech and speech-music radios with at least two media functions;
- 0.85 for speech and speech-music radios with predominantly educational general format;
- 0.90 for speech and speech-music radios with predominantly informative general format;
- 1.00 for speech and speech-music radio with predominantly entertaining general format.

In speech and the speech-music radios of specialized format, the coefficient Kp is:

- 1.15 for speech and speech-music radios in which the dominant type of programme has an educational function;
- 1.25 for speech and speech-music radios in which the dominant type of programme has an informative function;
- 1.35 for speech and speech-music radios in which the dominant type of programme has an entertaining function.

Article 21

Coefficient Kp for speech-music and speech radios

In speech - music and music radios of general format, the coefficient Kp is:

- 0.95 for speech - music radio of general format,
- 1 for music radio of general format.

In speech - music and music radios of specialized format, the coefficient Kp is:

- 1.45 for speech- music radios of specialized format,
- 1.50 for music radio of specialized format.

V. FINAL PROVISIONS

Article 22

By the entry into force of this Rulebook, the Rulebook on the Formats of Radio and Television Programme Services ("Official Gazette of the Republic of Macedonia" No. 113/06,130/06 and 61/07) shall cease to be valid.

Article 23

In the process of replacing the existing licenses for broadcasting activity with new licenses for television and radio broadcasting under the terms stipulated in the Law on Audio and Audiovisual Media Services, as provided for in Article 154 paragraph 2 of this Law, broadcasters shall have to adjust the format of their programme service with the provisions of this Rulebook.

Article 24

This Rulebook shall enter into force on the day following its publication in the "Official Gazette of the Republic of Macedonia".

**No. 01-5776/1
21 November 2014
Skopje**

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

Lazo PETRUSHEVSKI, handwritten signature