



NEWSLETTER

November 2018

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Students of the Law Faculty in Skopje Pay Visit to the Agency



Students of the Department of Journalism and Public Relations, at the "Justinian the First" Faculty of Law in Skopje, paid a visit to the Agency for Audio and Audiovisual Media Services on 9 November 2018, as part of their practical tuition within the frameworks of the subject Public Relations. During the visit, the students had an opportunity to learn in more detail about the Agency's competences, organizational structure, method of monitoring the broadcasters, and projects of broader public interest.

The visit was focused on sharing experiences about the practice of writing and speaking techniques in the area of public relations on the Agency's part, as well as communication with the public through publishing contents on the Agency's website, www.avmu.mk, YouTube channel and Facebook page.

The Agency welcomes students' interest in acquiring new knowledge that will play a role in their future professional development, and remains open for cooperation and sharing experiences in the sphere of media and media regulation.

Public Debate Opened on the Agency's Draft 2019 Work Programme and Draft 2019 Annual Administrative and Programme Supervision Programmes

On 16 November 2018, the Agency opened a public debate on the texts of the *Draft 2019 Work Programme of the Agency for Audio and Audiovisual Media Services* (including a *Draft Programme of Planned Activities* and *Draft Financial Plan of the Agency for Audio and Audiovisual Media Services*), *Draft 2019 Annual Plan for Conducting Administrative Supervision*, and *Draft 2018 Annual Programme for Conducting Programme Supervision*.

The Agency called on all interested parties to take part in the public debate by submitting their opinions and proposals in writing, electronically, to contact@avmu.mk, or by postal mail, to the Agency's Archiving Office. The public debate will be open until 15 December 2018.

Public Competition to Grant Radio Broadcasting License to a State-Level Programming Service

On 21 November 2018, the Agency adopted a decision to publish a public competition to grant a radio broadcasting license for a programming service at the state level. The bidding documentation related to the public competition for obtaining a state-level radio-broadcasting license and the Application Form to take part in the public competition for obtaining a state-level radiobroadcasting license may be collected from the Archiving Office of the Agency for Audio and Audiovisual Media Services of the Republic of Macedonia, each workday from 8:00 until 16:00 hrs. The competition will be opened until 29 January 2018.

Public Debate Opened on Amending and Supplementing the Rulebook on the Content and Format of the Application for Enrolment in the Register of Operators that Retransmit Programming Packages, and of the Programme Package/Service Registration Certificate

On 23 November, the Agency opened a public debate to establish the need to amend and supplement the **Rulebook on the Content and Format of the Application for Enrolment in the Register of Operators that Retransmit Programming Packages, and of the Programme Package/Service Registration Certificate**. The reason why the Agency initiated this public debate was the Proposal of the Macedonian Media Association to amend this Rulebook. The Agency called on all interested and concerned parties to take part in the public debate by submitting their opinions and proposals to contact@avmu.mk, by 22 December 2018 at the latest.

Study to Establish the Current Situation on the Regional and Local TV Markets

In November, the Agency prepared a Study on Establishing the Current Situation on the Regional and Local Markets in the Republic of Macedonia, and the same is available at www.avmu.mk.

The Study is aimed at determining the current state of affairs concerning the regional and local TV markets in the Republic of Macedonia and, based on the findings obtained, providing recommendations for overcoming the obstacles to development and for creating conditions for sustainable models of financing of the regional and local television stations.



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Supervision over Broadcasters, OPECNs, Print Media Publishers and Providers of On-Demand AVMS

Broadcasters

The Agency conducted regular administrative supervision over all 123 broadcasters, with the aim of establishing if they had met the obligation to publish data about their ownership structure, editors and financial sources in 2017 (for the third time this year), by 31 October 2018 at the latest. The supervision found that all 123 broadcasters had met this requirement.

The Agency conducted regular programme supervision over the 1 TV, TV Klan Makedonija, Shenja TV and TV KOMPANI 21-M, regarding their observance of the legal provisions regulating language use in their programmes, airing of at least 12 hours of TV programme each day, minors' protection from programmes that may harm their physical, psychological or moral development, the rules for airing audiovisual commercial communications, the obligations related to airing quizzes or other award-winning shows, the use of added-value telephone services and tele-voting, and the airing of lottery games. The supervision found that, on 1 November 2018, Klan Makedonija TV had aired an episode of the "72 Hours True Crime" series displaying the wrong warning signalization and at an inappropriate time of the day, while the announcements of the two other feature series had been aired without a visual label that signalizes the category of programme being announced. No violations were found with any of the other television stations.

The Agency also conducted regular administrative supervision over the above media outlets regarding their observance of the requirements to publish Impressums, broadcaster's identification and information that should be made available to the users. The supervision found that Shenja TV had failed to publish Impressum data in its programme; TV Kompani 21-M TV – information that should be made available to the users, while 1 TV and TV Klan Makedonija had published neither Impressum data nor information that should be made available to the users.

The Agency conducted regular programme supervision over the 1 TV as well, regarding its observance of several legal provisions under the Law on Audio and Audiovisual Media Services. The supervision found this TV station in violation of the ban on product placement in separate audiovisual segments of informative nature, and of the requirement to clearly label programmes containing product placement in separate audiovisual segments of entertaining nature, as well as in violation of the rules for minors' protection and the requirements referring to quizzes and other forms of award-winning programme. Violations were established of the rules concerning covert advertising, advertising and tele-shopping related requirements, as well as the split-screen advertising rules.

Acting upon a complaint it had received, the Agency conducted an ad hoc supervision over the editions of the show titled "Moda so Sergej Varoshlija" ("Fashion, with Sergej Varshlija"), aired by 1 TV on 22 and 30 October, and 8 November 2018, respectively. The supervision showed that the findings presented in the Complaint were grounded, as these editions of the show did contain indecent commentaries, offensive descriptions, exposure to public scorn, derogatory expressive words and speech that can be considered insulting with regard to the physical appearance of the complainant. This kind of attitude and communication are contrary to the principle of protecting a person's dignity and are, as such, inappropriate for public communication over TV.

Based on a regular administrative supervision over the programmes of the following radios: Lajf Radio, Radio Rosa-AB, and Radio EF-EM 90.03 – Sportsko Radio, disregard was detected in these radio stations' programmes of the requirement to publish information that should be made available to the users, due to which they were given a 30-day deadline to harmonize their operations with the provisions of the Law on AAVMS.

Operators

As regards the observance of the requirement to register their programming services and provide subtitling of the programming services they retransmit, the Agency conducted regular programme supervision over the cable operators of Telenet Kom from Tetovo, Skupi Kable from Skopje, KABEL-L-NET from Struga, KDS-VT from Probistip, Viva Net from Berovo, KANAL 16 from Resen and Biv Piramida from Delcevo. No violations of the Law on AAVMS were detected in the course of the supervision.

Providers of On-Demand AVMS

The providers of on-demand audiovisual media services, Makedonski Telekom Shareholders' Company for Electronic Communications and ONE.VIP, both from Skopje, were subject to regular programme supervision regarding their observance of the obligations to protect minors, and the rules relating to the cinematographic works and promotion of the production and access to European works. The programme supervision found no violations.

