**Press Release – Incident involving Member of the Duma.mk Portal’s Crew Condemned**

The Agency for Audio and Audiovisual Media Services issued a press release on 5 April 2021 to condemn the incident in which a police officer of the Veles MIA Department had hindered a female journalist of the Duma.mk portal, Ms. Stefani Maneva, in doing her job.

Given that only free media can lead to an advancement of the democratic processes, the Agency appealed that journalists be left to perform their socially responsible profession smoothly and with dignity.

**Media Literacy Network Launches Online Campaign**

On the occasion of the fourth anniversary of the Media Literacy Network’s foundation, an online campaign was launched on 25 April 2021, with the aim of raising awareness about the need for critical use of the media and media content.

Every work day of ten weeks in a row, one informative ‘poster’ will be shared on a number of communication channels, about how media literacy relates to education, the media, movies, libraries; what it means to be a journalist; the responsibility on the Internet; hate speech, etc.

To ensure better access for the citizens, the posters will be aired on the social networks of Twitter (@MediumPismenost), Instagram (@mrezazamediumskapismenost), the Network’s Facebook page (@MrezaZaMediumskaPismenost), and the website [www.mediumskapismenost.mk](http://www.mediumskapismenost.mk)

The network was formally established on 27 April 2017, on the initiative of the Agency for Audio and Audiovisual Media Services, and currently houses a total of 63 members (institutions, civil society organizations, educational institutions and media).

The exchange of information between the two Agencies will be aimed at ensuring consistent compliance with the legally prescribed rules and standards concerning the commercial communications related to food and food supplements, stated AAAVMS Director Zoran Trajchevski.

The Agency for Audio and Audiovisual Media Services and the Food and Veterinary Agency signed a Memorandum of Cooperation on 14 April 2021, concerning the advertising, teleshopping, product placement and sponsorship of food and nutritional supplements as part of the radio and television programmes, especially in relation to claims concerning health and nutrition, the claims about their ability to reduce the risks of certain illnesses, and the food-related frauds.

**AAAVMS and the Food and Veterinary Agency Sign Memorandum of Cooperation**



The purpose of this Memorandum is to protect consumers’ health and interests and provide the citizens with an opportunity to make personal and right choices, based on truthful and reliable information. Given the vulnerability of the youngest, special focus shall be placed on the audio and audiovisual commercial communications embedded in or accompanying children’s shows, which advertise foods and beverages that are high in fats, saturated fatty acids, salt/sodium and sugars, the excessive intake of which as part of the everyday diet is not recommended.



“Through this agreed cooperation, under the national regulations covering this area, today, together with the AAAVMS,before the consumers, the institutions and the business community, we lay the foundations for responding to the contemporary advertising requirements concerning this category of products. This willensure maximum safety of the food and the nutritional supplements offered on the market, and that the consumers shall not be misled or deceived by the operators,” said Nikolche Babovski, Director of the Food and Veterinary Agency.

**April 2021 No.4**

**Public Competition Announced for Granting a Local-Level Radio Broadcasting License covering Novo Selo Municipality**

At the end of April 2021, the Agency announced a public competition for granting a radio programme broadcasting license at the local level, covering the municipality of Novo Selo, which will be broadcasted via a radio frequency determined by AEK, at 107.4 MHz.

The application form to take part in the public competition is published on the website [www.avmu.mk](http://www.avmu.mk). The competition may be collected at the Agency’s Mail and Archiving Office, every work day from 8:00 hrs to 16:00 hrs, following the payment of the required fee.

The deadline for submitting applications for the Public Competition is 22 July 2021.

**Public Hearing Opened on the Draft-Amendment to the Plan for Allocating and Distributing the Digital Terrestrial Multiplex Capacities to the Operators of PECNs**

At its 10th session held on 12 April 2021, the Agency Council adopted a Draft-Amendment to the Plan for Allocating and Distributing Digital Terrestrial Multiplex Capacities to Operators of Public Electronic Communication Networks Obligated to Air Broadcasters’ Programme Services. A 30-day public hearing has been opened on the text of the Draft-Amendment to the Plan.

The Agency invites all interested and concerned parties to take part in the public hearing by submitting their opinions and proposals in writing, electronically, to the following e-mail addresses: [contact@avmu.mk](mailto:contact@avmu.mk) and [arben.saiti@avmu.mk](mailto:arben.saiti@avmu.mk) .

The public hearing will last until 13 May 2021.

**Data on the Radio Stations’ Reach and TV Stations’ Share in the Total Viewership during the First Quarter of 2021**

For the needs of the Agency, a survey was conducted on the radio stations’ reach and the television stations’ share in the total viewership during the first quarter of 2021.

The report contains data on: the average daily and weekly reach of radio stations and their listenership, as well as the television stations’ viewership; the period of the day in which the respondents had been listening to the radio/watched television; the type of programme content that the respondents had been listening to on the radio/watching on television the day before; the share in the total viewership for the previous day, i.e. the share in the viewership on the territory on which each television station broadcasts programme, and the share in the total viewership; average daily and weekly reach of the foreign television stations, etc.

The report containing data on the radio stations’ reach and the TV stations’ share in the total viewership is available at [www.avmu.mk](http://www.avmu.mk) .

**Supervisions over Broadcasters, Operators of PECNs and Print Media Outlets**

**Broadcasters**

All 112 broadcasters that broadcasted radio and television programme throughout 2020 were subjected to regular administrative supervision to establish if they had submitted written reports to the competent regulatory body on the implementation of their obligations set out in the radio or TV broadcasting licenses, and, in particular on the implementation of their programme concepts, no later than 31 March 2021. According to the data provided in the submitted reports, all broadcasters had generally operated in tune with their programme concepts set out in the broadcasting licenses.

Regular administrative supervision was performed on all broadcasters that broadcast TV and radio programmes, regarding the obligation to publish data on their ownership structure, the editorial staff and the sources of financing in the previous year by March 31 at the latest, during prime time, and send recordings of the announcement to the Agency within 15 days from the date of broadcast. The supervision showed that all broadcasters had met this obligation under the Law on Media.

After the expiration of the deadline for legal compliance with the pronounced public warning measures, control programme supervision was performed over the programmes of the Public Service - MRT 2, MRT 3, MRT 4 and MRT 5. The programme services of MRT 2 and MRT 5 were supervised cocerning their observance of the rules for protection of juvenile audience, and the programme services of MRT 2, MRT 3, MRT 4 and MRT 5 - for their obligation to publish information that should be made available to the users. The supervision showed that all programme services had acted in accordance with the imposed public warning measures.

**Operators of Public Electronic Communication Networks**

As regards the obligations related to the registration of programme services with the Agency and providing subtitles for the programmes retransmitted by the operators, regular programme supervision was performed on the operators of A1 Macedonia from Skopje, Kds-Kabel Net from Prilep, Inel International from Kavadarci, Altra Sat 2000 from Ohrid and Pet Net from Gevgelija. During the supervision, it was concluded that the operators Altra Sat 2000 and Pet Net, had been retransmitting programme services that had not been covered by the programme package registration certificates issued by the Agency.

In order to determine whether the operators Telenet Kom from Tetovo and Multimedia Network L from Gostivar, retransmit the programme services of Dukagjini TV and 21 Plus which had been registered with the Agency based on an agreement concluded with Tring Max – the validity of which was terminated and the Agency had been informed by the rights’ holder accordingly – the two operators were subjected to an ad hoc programme supervision. During the supervision, it was concluded that the operators had stopped retransmitting these programme services.These operators were also subjected to an ad hoc programme supervision to determine whether they had been retransmitting programme services that had not been registered with the Agency, however, the supervision found no violations.

The Signal-Net operator from Kumanovo was subjected to control programme supervision to determine whether the operator had acted upon the public warning measure imposed against it for retransmitting programme services that had not been registered with the Agency, as required under Article 141 of LAAVMS. The supervision showed that the operator Signal-Net had acted upon the decision issued by the Agency in full

**Print Media Outlets**

The Agency conducted regular administrative supervision over 21 print media publishers in order to establish if the data on their ownership structure had been published in at least one daily newspaper no later than 31 March 2021, and if clippings of the announcements had been sent to the competent regulatory body within 15 days from the date of publication. The supervision concluded that all print media outlets that had been covered by the supervision had met this obligation under Article 15, Paragraph 2 of the Law on Media.

In order to establish if the PORTRET magazine had published the Impressum data, an ad hoc administrative supervision was performed over its issue no. 51 for March 2021. The supervision found that the "Antic Media" publisher from Skopje had failed to publish data on the name and address of the printing house, the date of printing and reprinting and the circulation in the “Portret” print media outlet.

**Public Warning Measures Imposed**

At the 10th session held on 12 April 2021, the Agency Council issued three public warning measures. Public warnings were imposed against Sitel TV for having violated the rules for minors’ protection, against Alfa TV for having broadcasted a programme in Serbian without providing translation into Macedonian, and against the publisher “Color Media Plus” for having failed to meet the obligation to publish an Impressum in an issue of the "Ubavina I Zdavje" magazine.

At its 12th session held on 28 April, the Agency Council adopted Decisions to impose public warnings against the operators of Altra Sat 2000 from Ohrid and Pet Net from Gevgelija, based on supervision findings detecting retransmission of programme services that were not registered with the Agency in accordance with Article 141 of LAAVMS.

