# **Analysis of Media Ownership in 2020 Published**

With the aim of ensuring greater transparency of media ownership, the Agency developed an Analysis of Media Ownership in 2020. In the preparation of the Analysis, official data were used on the ownership structure of the broadcasters as presented by the Central Register of RSM, while for the print media publishers, data were used that they had published in a daily newspaper, as part of their fulfillment of the legal obligation to ensure publicity of their operations.

Apart from data on the current owners of the television, radio stations and print media publishers, the Analysis also contains data on the broadcasters’ capital integration and changes in the ownership structure of broadcasters approved by the Agency during 2020. The Analysis of Media Ownership in 2020 is available at [www.avmu.mk](http://www.avmu.mk).

**Rulebook Adopted on Amending the Rulebook on the Obligations for Broadcasting Originally Created Programme, Music, Documentary and Feature Programme**

At its 21st session held on 22 July 2021, after a previously held 30-day-long public debate, the Agency Council adopted the [Rulebook on Amending and Supplementing the Rulebook on Obligations for Broadcasting Originally Created Programme, Music, Documentary and Feature Programme](https://avmu.mk/wp-content/uploads/2021/07/Pravilnik-za-izmenuvanje-i-dopolnuvanje-na-Pravilnikot-za-obvrskite-za-emituvanje-programa-muzika-i-programa-2021.pdf).

The Rulebook prescribes the manner of implementing the provisions of Article 92 of the LAAVMS in accordance with the latest legal amendments regarding the obligations of broadcasters to broadcast programme originally created as Macedonian audiovisual works in Macedonian or in the languages ​​of ethnic communities that do not constitute the majority in the RNM, and for broadcasting instrumental, vocal and/or vocal and instrumental music originally created in the RNM.

 The consolidated text of the [Rukebook on the Obligations for Broadcasting Macedonian Audiovisual Works and Music has been published on the Agency’s website.](https://avmu.mk/wp-content/uploads/2021/07/Pravilnik-za-obvrskite-za-emituvanje-makedonski-audiovizuelni-dela-i-muzika-precisten-tekst-002.pdf)

**July 2021 No.7**

**Expenditures Incurred by the Agency Director in the 1st Half of 2021**

Continuing its efforts to ensure transparency and accountability, and abiding by its own established practice to publish information about the expenditures incurred by Agency Director Zoran Trajchevski after each six-month period, the Agency informed the public in early July that, in the period from 1 January until 30 June 2021, while conducting the tasks of his office, Director Trajchevski had incurred expenditures totaling MKD 129,765.00, of which MKD 114,365.00 as representation expenses, and MKD 15,400.00 for official mobile phone services

# **Data on Radio Stations’ Reach and Television Stations’ Share in the Total Viewership of the TV Stations in Q2 2021**

A survey has been conducted for the needs of the Agency concerning the radio stations’ reach and television stations’ share in the total viewership during the second quarter of 2021. The data contained in the report have been obtained through public opinion survey and refer to the average daily and weekly reach of the radio stations’ listenership, and television stations’ viewership; the period of the day when the respondents listened to the radio/ watched TV; the type of progamme content the respondents had listened to on the radio station/watched on TV the previous day; the share in the total viewership during the previous day, in particular share in the viewership on the territory on which each TV station airs programme as well as share in the total viewership; the average daily and weekly reach of the foreign TV channels, etc.

The survey data are available at [www.avmu.mk](http://www.avmu.mk).

**Supervisions over Broadcasters, Operators of PECNs, Providers of On-Demand AVMS, and Print Media Publishers**

**Broadcasters**

The Agency performed regular administrative supervision over all 111 broadcasters that air TV or radio programme, concerning their obligation to publish data on their ownership structure, the editor-in-chief/editors and the sources of funding during the previous year as part of their own programmes, at least three times a year, at prime time. and submit a recording of the announcement to the Agency within 15 days from the day of the announcement. The supervision showed that all 111 broadcasters had fulfilled this obligation in full.

The Agency performed regular programme and administrative supervision of the broadcasters’ compliance with the legal provisions concering the publishing of an Impressum, information that should be made available to the users and the broadcaster's identification sign; the rules for broadcasting audiovisual commercial communications, the protection of minors, the use of value-added telephone services and telephone voting; the airing of games of chance and providing quizzes or other forms of prize-winning participation, on TV M Net - HD, Siti TV, Koha TV, Edo TV, KTV TV and Kobra TV.

The supervision showed that Siti TV and Edo TV had failed to publish Impressum data in certain shows, which they are obliged to broadcast at an appropriate slot for each content of their programme service. In the case of Siti TV, it was established that it had failed to mark the premieres and reruns of the feature-length animated film "A Fairy Tale – The Prince Who Sought Immortality" with suitable warning signalization. Violations of the rules for product placement and the rules for using new advertising techniques were detected in the broadcast entertainment and documentary show "In Magazine" as part of Edo TV’s programme. With KTV TV, pop-up ads on a split screen were found being aired as part of the entertainment and documentary shows "VIP for a Day", "Which Village is Your Grandmother From?" and "Mastraf Chat", without ensuring the prescribed minimum of 15 minutes in between them.

As regards the obligations concerning the use of language in their programmes, the broadcasting of 8 hours of TV programme a day and broadcasting of at least 30% of originally created programme as Macedonian audio and audiovisual works, of which at least half should be aired in the period between 07:00 hrs and 19:00 hrs, regular programme supervision was performed on Siti TV, Edo TV, Kobra TV, Koha TV, KTV TV and M Net-HD TV. The supervision concluded that Edo TV had failed to broadcast at least 30% of originally created programme, of which at least half of the legal minimum in the period from 07:00 hrs to 19:00 hrs. Koha TV and Siti TV had also failed to air at least half of the originally created program as Macedonian audiovisual works in the period from 07:00 hrs to 19:00 hrs.

Regular programme supervision on the use of language in the programmes of the broadcasters, airing of the voluntarily registered percentage of home music and daily broadcasting of at least 18 hours of radio programme, was performed on the radio stations of Rosa AB, Zona M-1, RFM, EF-EM 90.3-Sportsko Radio, and Urban FM. The supervisions found no violations.

# **Operators of Public Electronic Communication Networks**

To inspect the observance of the obligations related to registration of the programme services with the Agency and to subtitling of the programmes retransmitted by the operators, regular programme supervision was performed on the operators Kablekall, Multimedia Network L, Robi, Infel KTV, Kombo 2003, and Spajder Net. No violations were found during the conducted supervisions.

The operator of public electronic communication network Total TV was subjected to control programme supervision in order to verify if it had acted upon the previously pronounced public warning measure concerning its obligation to provide free of charge as part of its programme package the programme services of the Public Broadcaster. The supervision found that the operator at issue had not provided the programme services of the Public Broadcaster, i.e. had not been retransmitting "MRT 2", "MRT 3", "MRT 4" and "MRT 5".

# **Providers of On-Demand AVMS**

As regards the obligations related to airing cinematographic works, protection of minors and promoting the production of and access to European works, regular program supervision was performed on the on-demand AVMS providers, *Makedonski Telekom* and *A1 Macedonia*. The supervision found no violations.

# **Print Media**

The Agency conducted an ad hoc administrative supervision over the EHO MEDIA GRUP Media, Publishing and Marketing Company, publisher of "Makedonsko Echo", in order to verify if it had published data on the name and address of the headquarters and the editorial office of the print media outlet, information on the responsible person, editors, the printing plant, date of the print or reprintand its circulation, in accordance with the relevant obligation under the Law on Media. The supervision of the "Macedonian Echo" issue No. 3 of 15 July 2021, found that the legal obligation had been fully met.



**АГЕНЦИЈА ЗА АУДИО И АУДИОВИЗУЕЛНИ МЕДИУМСКИ УСЛУГИ**

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