(State’s Coat of Arms)

Republic of North Macedonia

Agency for Audio and Audiovisual Media Services

Ref. No. 01-4898/1

22.11.2024 Skopje

Pursuant to Article 18, Paragraph 1, Indent 8 and Article 20, Paragraph 1, Indent 11[[1]](#footnote-1) of the Law on Audio and Audiovisual Media Services (“Official Gazette of the Republic of Macedonia” Nos 184/13, 13/14, 44/14, 101/14, 132/14, 142/16, 132/17, 168/18, 248/18 and 27/19, and “Official Gazette of the Republic of North Macedonia” Nos 42/20, 77/21, 154/23, 55/24 and 193/24), in conjunction with Article 50 and Article 50-a of the same Law, in accordance with Article 15, Paragraph 1, Indent 7, and Article 39, Paragraph 1, Indent 11 of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services (Consolidated Text) No. 01-3732/1 dated 29.07.2019, and the Conclusion of the Agency Council No. 02-4118/3 dated 09.10.2024, a consolidated text has been prepared of the Rulebook on the Protection of Minors.

The consolidated text of the Rulebook on the Protection of Minors includes: the Rulebook on the Protection of Minors Ref. No. 01-5777/1 dated 21.11.2014, and the Rulebook Amending and Supplementing the Rulebook on the Protection of Minors, Ref. No. 01-4198/1 dated 09.10.2024.

**RULEBOOK ON THE PROTECTION OF MINORS**

**(Consolidated Text)**

**I. GENERAL PROVISIONS**

Article 1

 **Scope of the Rulebook**

All providers of audio and audiovisual media services, i.e. broadcasters and providers of on-demand audiovisual media services – both natural persons (influencers/vloggers/creators) and legal entities – have an obligation to protect minors from content (programmes/user-generated videos/audio and audiovisual commercial communications) that may seriously harm their physical, mental or moral development, especially content including pornography,[[2]](#footnote-2) child pornography[[3]](#footnote-3) or excess violence[[4]](#footnote-4). Content depicting pornography and excess violence may only be broadcast/transmitted in an encoded form, whereas content containing child pornography is fully prohibited.

Other content – ​​programmes/user-generated videos – that may harm the physical, mental and/or moral development of minors, must be labelled accordingly. In addition, broadcasters must air these at appropriate time slots of the day.

This Rulebook shall define the manner of categorizing content, the airing time periods of the audiovisual programmes, the forms of acoustic and visual warning, visual signs, technical measures that the providers of on-demand audiovisual media services should take up to protect minors, as well as the way in which audiovisual media service providers should act.

Article 2

**Glossary**

Certain expressions used in this Rulebook shall have the following meanings:

* **Minors** are persons under the age of 18;
* **Other content – ​​programmes/user-generated videos/commercial communications that may harm minors –** are audiovisual units or components thereof that depict violence of varying extent and intensity; erotica; sexual conduct prohibited by law; obscene expressions and gestures; risky behaviour that is easy to imitate, harmful for one’s health and dangerous for the safety of the individual and the community; as well as conduct that is offensive to human dignity; contents and commercial communications about special games of chance, etc.;
* **User-generated video** is a unit of moving images with or without sound, regardless of its duration, which constitutes a separate element, is created by a user and uploaded onto a video-sharing platform by that user or by another user;
* **Violence** is any display of aggressive psychophysical behaviour, threat or actualized intent, with or without weapons, aimed at intimidating, humiliating and/or (self)injuring an individual, a group or a community. Thereby, this may be a depiction of violence that has already been committed or of an intention to commit violence, regardless of whether this violence may or may not inflict an injury. This term also includes any depiction of the consequences of physical injury to a living being (or a group of living beings), although the act of violence has not been depicted;
* **Erotica** is the presentation of descriptions, scenes and/or sights of sexualized nudity, regardless of the genre or the programming function of the audiovisual material at issue;
* **Airing time periods** are precisely defined time slots within a broadcaster’s programming service scheduled within a nychthemeron, determined for showing audiovisual materials categorized by the age groups of the expected audiences**;**
* **Programme context** includes: the genre of the programme; the programme’s function (informative, educational or entertaining); the primary target group within the potential audience; the format of the programming service; the programme’s time period and the order of the programmes within the programme schedules of the television programming services; the order of the programmes in the catalogues of the providers of on-demand audiovisual media services, by category; the degree of harm that may be caused by a certain programming content; the expected number and composition of the potential audience and the likely expectations of the audience; the extent to which details are provided about the content that the potential audience is being informed about; the additional effects that the content may have on the viewers, as well as the possibility of omitting disturbing details involving violence and erotica contained in the audiovisual material intended to be shown when reporting on matters of public importance. The applicable aspects of the programme context should also be taken into account when organizing user-generated videos.

Article 2-a

**Protection of minors’ personal data**

Upon implementing the measures of this Rulebook, minors’ personal data collected or generated or acquired in some other way by the providers of media services must not be processed for commercial purposes, such as direct marketing, profiling and analysis or behavioural advertising.

1. **OTHER CONTENT THAT COULD HARM MINORS**

Article 3

**Violence**

Providers of audiovisual media services shall be obliged to bear in mind that frequent and continuous showing of violence may have a cumulative negative effect on minors, which may be manifested through a reduced degree of sensitivity to violence and through developing an attitude that violence can be an acceptable way of solving problems.

Fear caused by descriptions, scenes and/or sights of violence may deeply upset minors. Audiovisual media service providers must always and with utmost responsibility weigh up the balance between the public’s right to be informed in a timely and accurate manner, and the need to protect minors.

Scenes involving verbal or physical violence or some other dangerous behaviour that minors may easily imitate and that may be harmful or dangerous to them must not be shown in any content that is primarily intended for viewing by minors.

Article 4

**Use of drugs, psychoactive substances, cigarettes and alcohol**

The use of drugs, psychoactive substances, cigarettes, electronic cigarettes and their refill containers, as well as alcohol, must not be shown in audiovisual content that is primarily intended for viewing by minors.

Audiovisual content that is not intended for minors must not support, stimulate, encourage or glorify the use of drugs, psychoactive substances, cigarettes, electronic cigarettes and their refill containers, or alcohol, unless this is justified by the context of the genre or by the motives of the drama action in the feature programme.

Article 5

**Erotica**

Providers of audiovisual media services shall be obliged to take into account that, although it is allowed to show erotica in audiovisual contents to a certain extent, such content may still cause harm to minors. Therefore, they have to do the categorization of erotic content in accord with the descriptions of the programme categories specified in this Rulebook.

When the items in the news and information shows include erotic descriptions, scenes and/or sights, the assessment of the appropriateness of the time of airing by the television programming services should be based on the degree of explicitness of the details shown.

Article 6

**Sexual conduct prohibited by law**

Media coverage of topics related to paedophilia, sexual abuse of minors and other forms of legally prohibited sexual conduct can only be justified by the public's right to be informed and for the purpose of their broader social problematization.

Media treatment of topics related to paedophilia and other forms of legally prohibited sexual conduct in the news, informative, documentary or other programmes must not include any suggestion or incitement of a socially undesirable attitude.

Providers of audiovisual media services shall be obliged, when categorizing their programmes, to bear in mind that the descriptions, scenes and/or sights of rape and rape consequences may have particularly adverse consequences on minors.

Television broadcasters’ scheduling of the airtimes of programmes the scripts of which address sexual abuse of minors must be based on the fact that minors may be distressed as a consequence of the expected identification with the victim of the violent act shown.

When the news and information programmes’ items include descriptions, scenes and/or sights containing sexual conduct prohibited by law, the evaluation of the appropriateness of their airing time periods should be based on the degree of explicitness of the details shown.

Article 7

**Obscene expressions and gestures**

The use of obscene expressions and gestures is acceptable in certain types of entertainment programme, in feature programmes as an aesthetic element or in educational and documentary programmes that thematize the artistic use of coarse (vulgar) speech and its socially motivated aspects.

Excessive use of obscene expressions and gestures is not allowed in programmes intended for viewing by the whole family, which are broadcast by the television programming services in the period until 20:00 hrs.

Article 8

**Suggestive forms of behaviour dangerous to health and safety**

To protect minors, the display of content – programmes/user-generated videos/commercial communications containing descriptions, scenes and/or sights of conduct dangerous to health and safety – that may be easy to imitate, must always be justified by an appropriate context.

Article 9

**Showing practices of occultism and medical quackery**

Content depicting occult practices (any type of clairvoyance – palmistry, divination, tarot, astrology, spiritism, etc.) and medical quackery must be marked as Category Five programme, not recommended for audiences under the age of 18, which broadcasters may air exclusively in the period from 00:00 hrs to 05:00 hrs.

Occultism and medical quackery may be shown exclusively in an unambiguous programme context as an entertaining, informative and/or educational, humanistically analysed topic, and must not advise and/or suggest through any type of interaction changes in the personal and/or collective behavior or the living circumstances related to health, finances, work or interpersonal relationships.

The airtime restriction does not apply to short content containing daily horoscope, classified as programme with an entertainment function.

Article 10

**Demonstration of hypnosis procedures**

Showing audiovisual material that, either as a whole or in some of its parts, specially conveys detailed hypnosis procedures, is prohibited.

Hypnosis may be shown solely if contextualized as an entertaining, informative and/or educational, humanistically analysed topic.

Before the start of such programmes and after each commercial break, the television programming services and the providers of on-demand audiovisual media services shall be obliged to publish on the screen and at an appropriate place in the catalogue, respectively, a warning that the programme contains hypnosis procedures.

Article 10-a

**Content including tips on special games of chance**

Specialized informative shows and sports magazines, as well as user-generated videos containing tips regarding special games of chance (games of chance at a gaming venue, games of chance in a betting shop, games of chance in a slot machine club),[[5]](#footnote-5) either as wholes or as parts of audiovisual units with informative and/or entertaining media function, which directly suggest to the audience betting opportunities in the special games of chance involving financial risk, may be aired by the broadcasters exclusively between 00:00 hrs and 05:00 hrs, appropriately labelled with the Category Five programme warning signalization.

Use of the Category Five programme warning disclaimer is mandatory for this type of programming offers by the on-demand audiovisual media service providers as well.

Article 10-b

**Commercial communications for the special games of chance**

Audiovisual commercial communications for the special games of chance should be labelled clearly and visibly using the warning disclaimer for Category Five programming, but may be shown throughout the broadcasters’ entire daily programmes, except in the programmes with informative, entertaining and educational programming function primarily intended for children.

Use of the Category Five programme warning disclaimer is also mandatory for audiovisual commercial communications for special games of chance aired by the on-demand audiovisual media service providers.

Article 10-c

**“Reality” show format** [[6]](#footnote-6)

As it presents raw audiovisual material with minimal or skilfully disguised editorial intervention, which in certain cases is a hybrid of documented and directed elements, its primary motive being to register situations in which the behaviour of random or selected participants is unpredictable, content belonging to the “reality” show programming format must be carefully categorized in accordance with the programme context, the classification criteria and the descriptions of the programme categories, especially if they are composed of descriptions, scenes and/or sights depicting violence and erotica.

Article 11

**Photosensitive epilepsy**

 Providers of audiovisual media services shall be obligated to take all necessary measures to protect the viewers suffering from photosensitive epilepsy.

Television programming services and providers of on-demand audiovisual media services shall be obliged to publish a warning that a certain programme contains flashing lights before its beginning and after the commercial breaks in such programmes on the screen and at an appropriate place in the catalogue, respectively.

Article 12

**Simulated news**

 Simulated news that are part of an entertainment, feature, documentary or other programme, or are broadcasts by audiovisual media service providers about their respective programmes, must not be shown in such a way that shall lead viewers to think that what they are seeing and hearing is actually news or information about something that has actually happened.

**III. CATEGORIZATION OF PROGRAMMES AND AIRING TIME PERIODS**

Article 13

**Programmes subject to categorization**

Providers of audiovisual media services shall be obliged to categorize their entire programmes aired on the television programming services or offered in the catalogues of the on-demand audiovisual media services, with the exception of the news and the informative programmes.

Article 14

**Programme categorization criteria**

Based on their ethical awareness and editorial responsibility, the editor should very carefully assess whether a specific programme context necessitates broadcasting of content that is potentially harmful to minors.

When reviewing content and categorizing programmes, audiovisual media service providers should take into account the following criteria:

* the number (frequency) and nature of descriptions, scenes and/or sights containing violence, erotica, sexual conduct prohibited by law, coarse (vulgar) speech, suggestive forms of behavior that are easy to imitate and dangerous to health and safety, conduct that is offensive to human dignity, etc.;
* the vividness and the details with which an obvious brutality and/or vulgarity of the descriptions, scenes and/or sights have been created;
* the assessment of whether the descriptions, scenes and/or sights of violence, erotica, sexual conduct prohibited by law, coarse (vulgar) speech, suggestive forms of behaviour that are easy to imitate and dangerous to health and safety, and conduct offensive to human dignity constitute complementary elements of a dramatic plot, or of the context of an educational, documentary and/or informative programme;
* if violence is suggested as a way to resolve conflicts;
* the frequency and duration of close-ups and/or detailed verbal, graphic and/or textual descriptions, scenes and/or sights of brutality and vulgarity;
* the accompanying aesthetic effects: music, masks, make-up and other graphic, scenographic and/or costume design elements that may cause anxiety or intensify the feeling of fear and humiliation of human dignity;
* the psyche of the characters and the problematic nature of the controversial conclusions based on the extroverted and introverted aspects of the characters and their motives for violent behavior, which may have a suggestive effect on minors;
* descriptions, scenes and/or sights of minors thrust into brutal and/or vulgar situations;
* the director’s and screenwriter’s treatment of violence and erotica: glorification or neutralization, constructed through descriptions and through the development of entire scenes and/or sights of brutality and vulgarity;
* the director's and screenwriter’s approach to controversial topics: incitement of racial, religious, ethnic, gender-based intolerance or intolerance on any other grounds, drug addiction, suicide, incest, paedophilia, rape, blood crimes and other similar forms of threats and/or consequences of psychophysical torture.

Article 15

**Programme categories**

Programmes subject to categorization shall be classified into the following five categories:

* Category One – programmes suitable for general audiences;
* Category Two – programmes not recommended for viewing by children under 8 years of age, parental or a guardian’s supervision is recommended;
* Category Three – programmes that are not recommended for viewing by children under 12 years of age and require parental or a guardian’s supervision;
* Category Four – programmes that are not recommended for viewing by children under 16 years of age and require parental or a guardian’s supervision, and
* Category Five – programmes not suitable for audiences under 18 years of age.

Article 16

**Programme categories’ airing time periods**

Depending on the expected composition of the audience, the programme categories can be broadcast during the following airing time periods:

* Category One and Category Two programmes can be broadcast throughout the entire day and night cycle;
* Category Three can only be broadcast in the period from 20:00 hrs to 05:00 hrs;
* Category Four can only be broadcast in the period from 22:00 hrs to 05:00 hrs;
* Category Five can only be broadcast in the period from 00:00 hrs to 05:00 hrs.

Article 17

**Descriptions of the programme categories**

The categories of audiovisual programmes specified in Article 15 of this Rulebook shall be determined in accord with the following descriptions:

1. **Category One – programmes suitable for general audiences.** Programmes that may be broadcast throughout the entire day and night cycle and may be viewed by the widest audience, including children of preschool age. The use of coarse (vulgar) speech should be reduced to the lowest level possible. Showing a naked human body is allowed exclusively in their neutral natural appearance, outside of any erotic context. Showing real weapons is not recommended. It is advisable that the descriptions, scenes and/or sights involving acts of violence be limited exclusively to understated threats without any expression of verbal and/or psycho-physical cruelty in interpersonal relationships. The depiction of drug addiction, alcoholism and similar types of deviant behavior is prohibited. Horror scenes should be thought through in accord with the age of the youngest viewers.
2. **Category Two – programmes that are not recommended for viewing by children under 8 years of age, for the viewing of which parental or a guardian’s supervision is recomended.** May be broadcast throughout the entire day and night cycle, with the recommendation to be viewed under parental or guardian’s supervision. These programmes may cover more serious topics: deviant behavior, domestic violence, racism and the like; however, they must not under any circumstances incite, nor may they include, any affirmation of a deviant behavior or conduct that is offensive to human dignity. Overemphasized use of coarse (vulgar) speech is not allowed. A neutral, natural appearance of a naked human body is permitted, however, without any vulgar sexual context. The descriptions, scenes and/or sights involving erotica must be extremely rare and completely understated, discreet and without any vulgar allusions. A moderate display of violence is allowed, but without any details of cruelty, and justified by the script, without accentuating the presence of real weapons or dangerous techniques for interpersonal confrontation.
3. **Category Three – programmes that are not recommended for viewing by children under the age of 12 and require parental or a guardian’s supervision.** Programmes the scripts of which include systematic and frequent descriptions, scenes and/or sights of psycho-physical violence, which may distress minors. Elaboration of serious topics is acceptable, but should be appropriate to the prescribed age of the audience. The use of coarse language, profanities and brutalities is permitted, however, it must be reduced to a reasonable measure and justified by their necessary function within the dramatic or informative and documentary context of the programme. The descriptions, scenes and/or sights involving violence and erotica, and the possible mutual interrelatedness between these two factors in the development of the narrative, should not emphasize physical injuries and/or psycho-physical consequences of injuries, nor should they focus on indecent physical details. No excessive importance should be ascribed to weapons and easily imitable techniques for interpersonal confrontation with a dangerous potential to have suggestive effect on the psychologically less stable and emotionally vulnerable segments of the audience. The depiction of drug addiction is permitted, however, without any detailed elaboration of the phases of the act of portraying the characters, and complementary to the entirety of the various types of feature, educational, informative and/or documentary programme. Announcements for such programmes must not be composed of descriptions, scenes and/or sights that may distress minors.
4. **Category Four – programmes that are not recommended for viewing by children under the age of 16 and require parental or a guardian’s supervision.** Programmes the scripts of which include systematic and frequent descriptions, scenes and/or sights of psycho-physical violence that may be distressing to minors. There are no restrictions regarding the topics. Frequent use of coarse language is permitted, however, excessive use of extremely vulgar expressions is hardly acceptable. Depicting erotica and sexual intercourse is permitted, however, without any explicit, pornographic details. A carefully thought-out context is necessary for any verbal and gestural expressions that have a strong sexual allusion and may offend human dignity. Depicting drug addiction is permitted only without detailed elaboration of the stages of the act of (ab)using drugs, balanced with cautions about the consequences, and for the purpose of portraying the characters, complementary to the entirety of the various types of feature, educational, informative and/or documentary programmes. Descriptions, scenes and/or sights of violence and the consequences of violence are acceptable, but not depictions of sadism or any other expression of inhumanity and cruelty to humans or animals. Announcements for such programmes must not include descriptions, scenes and/or sights that may upset minors.
5. **Category Five – programmes not suitable for audiences under the age of 18.** Descriptions, scenes and/or sights of violence and the consequences of violence, as well as the depictions of erotic interactions, are tolerated. The autonomous right and self-awareness of the adult person to decide when choosing the type and category of programme they want to watch are respected. Airing pornography and sadism is prohibited and must in no case be associated with this category of programmes. In this category of programmes, there are no restrictions regarding the topics, the only restrictions being regarding the manner in which they are elaborated.

Article 18

**Scheduling of programmes that may harm minors**

When scheduling the airtimes of programmes that may have a harmful effect on minors’ development, television broadcasters shall be obliged to take into account the following criteria:

* the nature of the content that may have a harmful effect on minors;
* the media function and genre of the specific programme;
* the number and age of minors who are likely to watch the programme, taking into account weekdays, weekends and holidays;
* the likely expectations of the audience regarding the content of the programme at a particular time of the day or on a particular day.
1. **ACOUSTIC WARNINGS AND VISUAL SIGNS – WARNING SIGNALIZATION**

Article 19

**Content to which warning signalization is applied**

Warning signalization shall be mandatory before and during the broadcast of programmes by the television programming services and at an appropriate place next to the programmes/user-generated videos available in the catalogues of on-demand audiovisual media services, as follows:

* in all types of feature programmes, and
* in those types of programmes/user-generated videos with an informative, educational or entertaining function which, either as a whole or by some of their parts, may have adverse effects on minors.

On-demand audiovisual media services should label content referred to in Paragraph 1 of this Article throughout their airing as well, in accord with the technical features of the video-sharing platforms/social networks.

Article 20

**Manner of applying the warning signalization**

Before the start of any television programme covered by Article 19 of this Rulebook, a warning signalization corresponding to the programme category must be aired. The disclaimer should be a combination of a visual sign, textual, verbal and acoustic warning; should last at least 10 seconds, and should occupy at least 1/4 of the visible part of the screen.

During television programmes covered by Article 19 of this Rulebook, only the visual sign of the warning disclaimer shall be broadcast continuously, and shall occupy 1/32 of a corner within the visible part of the screen. An exception to this are the visual signs for television programmes containing hypnosis procedures and flashing lights, which shall be applied to the screen following each commercial break.

In the catalogues of on-demand audiovisual media services, only the visual sign corresponding to the programme category must be applied at an appropriate place next to the programmes/videos covered by Article 19 of this Rulebook, while, during their airing, these shall be labelled by means of a visual sign, verbally or in another appropriate manner depending on the technical features of the video sharing platforms/social networks.

Also, an appropriate warning disclaimer should be read before the start of a radio programme which, according to the programme context and the criteria of the Rulebook on the Protection of Minors, is potentially harmful to minor audience.

Article 21

**Appearance and content of the warning signalization**

Warning signals applied before, next to or throughout the programmes broadcasted by the audiovisual media service providers, shall have the following appearance:

|  |  |
| --- | --- |
| **Visual signs** | **Warning signalization** |
|  | Category One programmes suitable for general audiences. |
|  | **8+**Category Two programmes not recommended for children under the age of 8. Parental or a guardian’s supervision is required. |
|  | Category Three programmes, not recommended for children under the age of 12.Parental or a guardian’s supervision is required. |
|  | Category Four programmes, not recommended for children under the age of 16.Parental or a guardian’s supervision is required. |
|  | Category Five programmes, not suitable for audiences under 18 years of age.  |
| Programme containing hypnosis procedures | **Warning:**This programme contains hypnosis procedures |
| Programme containing flashing lights | **Warning:**This programme contains flashing lightswhich may be harmful to viewers suffering from photosensitive epilepsy |

Article 22

**Programme announcements**

Announcements (promos) for broadcasters' programmes must not contain descriptions, scenes and/or sights that may be harmful to minors.

The announcements under Paragraph 1 of this Article must be labelled by the visual sign that signals the category of the programme being promoted.

Promos for the Category Five programmes must not be broadcast before 22:00 hrs.

**V. CONTENT IN THE NEWS AND INFORMATIVE PROGRAMMES**

Article 23

**Editorial evaluation of the necessity of the details**

When the news and informative programmes include descriptions, scenes and/or sights that may have a harmful effect on minors, the justifiability of their airing must be based on a responsible editorial evaluation of the necessity of the details presented in such material.

Broadcasting of items by the television programming services that convey descriptions, scenes and/or sights of violence, audiovisual materials that may offend or degrade human dignity, and other items the content of which may seriously jeopardize the physical, mental and/or moral development of minors, must be done during airtimes within the programme schedule when it is expected that minors are not watching the programme.

The journalist’s professional responsibility also implies that victims of violence should be treated with maximum respect and, in order to protect human dignity, their bodies should not be shown in close-ups, except in exceptional cases when this is unavoidable due to the integrity of the informative material.

When airing descriptions, scenes and/or sights that are being used as court evidence, media’s responsibility obliges the programme editor to carefully assess whether it is necessary to include the information capacity of such material into the entirety of the programme shown.

Article 24

**Warning commentary**

If the items or item components aired in the news and informative programmes include content that may upset minors, television broadcasters shall be obliged to announce these by means of a warning commentary by the presenter.

This approach shall, in no case, imply any restriction regarding the topics and events that should be covered, but the broadcast must be accompanied by journalistic and/or expert commentary that shall ensure objectivity of the informative perspective.

Article 25

**Minors as perpetrators or victims of crimes**

 If a news item reports on minors who are perpetrators, witnesses, or victims of sexual violence or other crimes, audiovisual media service providers should be particularly careful not to publish descriptions, details, photos, or any information that could directly or indirectly reveal the latter’s identity.

**VI. SPECIFIC OBLIGATIONS FOR ON-DEMAND AUDIOVISUAL MEDIA SERVICES**

Article 26

**Technical measures for the protection of minors**

Providers of on-demand audiovisual media services shall be obliged to provide technical measures whereby minors shall be prevented from accessing content that may be harmful to them.

The technical measures referred to in Paragraph 1 of this Article may include:

* personal identification codes (PIN codes) whereby the on-demand audiovisual media service provider can verify the age of the user before allowing them access to the encoded content categorized and labelled in accordance with the provisions of this Rulebook;
* filtering of the content categorized by the on-demand audiovisual media service provider and labelled in accordance with the provisions of this Rulebook;
* implementation of independent filtering systems that analyze the programme, recognize and eliminate harmful content based on the categories defined by the parent/guardian, and
* implementation of other software that allows parents/guardians to block access by minors to content that may be harmful to them.

Article 27

**Contents’ promotional announcements**

Promotional announcements about the content aired by the providers of on-demand audiovisual media services must not contain descriptions, scenes and/or sights that may be harmful to minors.

Providers of on-demand audiovisual media services shall be obliged to label promos for content that may be harmful to the development of minors by means of a visual sign, verbally or in another appropriate manner depending on the technical features of the video-sharing platforms/social networks.

Information about Category Five programmes/videos may only be presented as part of a service that is available upon payment, regardless of whether they are part of a subscription service or a pay-per-view service.

**VII. Final provisions**

Article 28

(Article 28 of the Rulebook on the Protection of Minors,

“Official Gazette of the Republic of Macedonia” No. 172/14)

Upon entry into force of this Rulebook, the Rulebook on the Protection of Minors from Programmes That May Have a Harmful Effect on Their Physical, Mental and Moral Development ("Official Gazette of the Republic of Macedonia" No. 21/07) shall cease to be valid.

Article 29

(Article 29 of the Rulebook on the Protection of Minors,

“Official Gazette of the Republic of Macedonia” No. 172/14)

The providers of on-demand audiovisual media services shall harmonize their work with the provisions of this Rulebook within 2 (two) months from the date of its entry into force.

Article 30

(Article 30 of the Rulebook on the Protection of Minors,

“Official Gazette of the Republic of Macedonia” No. 172/14)

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

Article 31

(Article 18 of the Rulebook Amending and Supplementing the Rulebook on the Protection of Minors,

“Official Gazette of the Republic of North Macedonia” No. 213/24)

This Rulebook Amending and Supplementing the Rulebook on the Protection of Minors ("Official Gazette of the Republic of Macedonia" No. 172/14), shall enter into force on the day following that of its publication in the “Official Gazette of the Republic of North Macedonia,” and shall also be published on the website of the Agency for Audio and Audiovisual Media Services.

**Agency for Audio and Audiovisual Media Services**

 **President of the Council,**

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 **Lazo PETRUSHEVSKI**

1. Indents 8 and 9 have been deleted, please see: Article 8 of the Law Amending and Supplementing the Law on Audio and Audiovisual Media Services ("Official Gazette of the Republic of Macedonia" No. 248/18). [↑](#footnote-ref-1)
2. For the purposes of the Rulebook on the Protection of Minors, pornography shall mean an audiovisual material, as a whole or part of which, is shown with the primary intention and function to satisfy sexual desire, through descriptions, scenes and/or sights of sexualized nudity, sexual intercourse, masturbation and/or sexual stimulation, which do not constitute an indispensable aesthetic, humanistic or informative element in the context of an artistically covered or journalistically analyzed topic. [↑](#footnote-ref-2)
3. Child pornography shall mean “any pornographic material that visually depicts explicit sexual acts with a minor or an adult who looks like a minor, or shows a minor or an adult looking like a minor in an obvious sexual position, or real images that show obvious sexual acts with a minor or depict a minor or an adult looking like a minor in an obvious sexual position” (Article 122, Point 24, of the Criminal Code). [↑](#footnote-ref-3)
4. “Excess violence is the dissemination of textual, verbal and visual messages, during airtimes accessible to minors, that glorify physical, verbal or psychological forms of sadism or similar types of violence that is an end in itself, and that can in no way be justified – neither by the context of the genre nor by the motives of the dramatic action of the programme aired" (Article 50, Paragraph 2, of the Law on Audio and Audiovisual Media Services). [↑](#footnote-ref-4)
5. In accordance with the Law on Games of Chance and Entertainment Games ("Official Gazette of the Republic of Macedonia" Nos 24/11, 51/11, 148/11, 74/12, 171/12, 27/14, 139/14, 61/ 15, 154/15, 23/16 and 178/16, and "Official Gazette of the Republic of North Macedonia" No. 251/22). [↑](#footnote-ref-5)
6. Described in detail in Point 16.11. of the "Instructions on the Method of Classifying the Types of Audiovisual and Audio Programmes". [↑](#footnote-ref-6)