# **Public Hearing on Entry into the Register of Online Media Publishers and the Method of Maintaining the Register**

At its 19th Session held on May 8th, the Agency Council adopted a [Draft Rulebook on the Format and Content of the Application for Entry in the Register of Online Media Publishers-Internet Portals and the Method of Maintaining the Register of Online Media Publishers-Internet Portals](https://avmu.mk/wp-content/uploads/2025/05/%D0%9D%D0%B0%D1%86%D1%80%D1%82-%D0%9F%D1%80%D0%B0%D0%B2%D0%B8%D0%BB%D0%BD%D0%B8%D0%BA.pdf) and a [Draft Application Form for Submitting Data to Ensure Transparency of the Operations of Online Media Publishers-Internet Portals](https://avmu.mk/wp-content/uploads/2025/05/%D0%9D%D0%B0%D1%86%D1%80%D1%82-%D0%9E%D0%B1%D1%80%D0%B0%D0%B7%D0%B5%D1%86.pdf).

The latest amendments to the Law on Media envisage entry of online media outlets, i.e. Internet portals, in the Register of Online Media Publishers-Internet Portals, which shall be maintained by the Agency for Audio and Audiovisual Media Services as the competent regulatory body.

The Register of Online Media Publishers-Internet Portals shall be maintained in an electronic form and shall contain essential data about the media publishers (name and address of the media publisher, name and surname of the person responsible, name and Internet address of the online media outlet and the registrant of the Macedonian .mk or .mkd Internet domain). The form shall contain data on the ownership structure, editorial staff, the economic operations during the previous year and the number of employees of the media outlet.

The Agency invited all interested parties to take part in the public hearing by submitting their opinions and proposals and in writing, electronically, to its e-mail address: contact@avmu.mk.

**Analysis on Establishing the Justifiability of Tax Incentives for the Regional and Local Broadcasters**

On May 21st, the Agency for Audio and Audiovisual Media Services published an Analysis on Establishing the Justifiability of Tax Incentives for the Regional and Local Broadcasters so as to determine what measures of support need to be introduced to advance the development and strengthen the economic sustainability of regional and local broadcasters, starting, above all, from their key role in ensuring media pluralism and development of democratic processes in society.

The preparation of this document was projected in the Strategic Plan of the Agency for Audio and Audiovisual Media Services covering the period from 2024 to 2028.

The data on the economic operations of the regional and local broadcasters (total revenues, revenue structure and achieved financial results from performing their operations in the period from 2018 to 2023), used in the Analysis, were provided by the broadcasters themselves (as part of fulfilling the requirement under Article 15 of the Media Law, according to which they are obliged to submit these data to the regulator, no later than March 31st of each year, using a special form designed by the Agency), and their validity was verified by comparing the data presented in the broadcasters’ annual final accounts. The Analysis can be downloaded from the following [link](https://avmu.mk/wp-content/uploads/2025/05/%D0%9C%D0%B5%D1%80%D0%BA%D0%B8-%D0%B7%D0%B0-%D0%BF%D0%BE%D0%B4%D0%B4%D1%80%D1%88%D0%BA%D0%B0-%D0%BD%D0%B0-%D1%80%D0%B5%D0%B3%D0%B8%D0%BE%D0%BD%D0%B0%D0%BB%D0%BD%D0%B8%D1%82%D0%B5-%D0%B8-%D0%BB%D0%BE%D0%BA%D0%B0%D0%BB%D0%BD%D0%B8%D1%82%D0%B5-%D1%80%D0%B0%D0%B4%D0%B8%D0%BE%D0%B4%D0%B8%D1%84%D1%83%D0%B7%D0%B5%D1%80%D0%B8.pdf).

**Marking 3 May – World Press Freedom Day**

In the context of the worldwide celebration of the World Press Freedom Day, which, this year, was dedicated to the profound influence of artificial intelligence on journalism and the media, the Agency issued a press release on May the 3rd reminding that only professional and independent media could contribute to a sustainable social and democratic development in the era of rapid technological change.

The Press Release pointed out that freedom of the media means the right of journalists to investigate and report without any pressure. However, with the development of artificial intelligence, this freedom takes on a new meaning and faces new challenges. Artificial intelligence opens up new opportunities for the advancement of investigative journalism, automation of content creation and accelerated fact-checking, at the same time imposing significant risks in terms of generating disinformation, fake news and manipulative videos.

Artificial intelligence is a valuable resource in journalistic practice, but it must not constitute a complete substitute for thorough verification, critical thinking and objectivity. In this new reality, it is essential that media utilise these tools carefully and responsibly, adhering to the highest ethical and professional standards in their work..

реалност, од суштинско значење е медиумите внимателно и одговорно да ги користат овие алатки, придржувајќи се до највисоките етички и професионални стандарди во своето работење.

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**Supervisions over broadcasters, operators of pubic electronic communication networks (OPECN) and print media publishers**

**Broadcasters**

The Agency conducted regular programme supervision over TV Era, TV M, TV MTM, TV Shutel, TV Tera and TV Topestrada, concerning a number of legal obligations, such as use of language in their programmes; broadcasting at least 8 hours of television programming daily; broadcasting at least 30% of programmes originally created as Macedonian audio or audiovisual works daily; compliance with the rules for broadcasting audiovisual commercial communications; protecting minors from programmes that could harm their physical, mental or moral development; protection of minors’ personal data; provision of quizzes or other forms of prize-winning participation; use of value-added telephone services and telephone voting and broadcasting games of chance.

The supervision found that, in their programmes aired on May 2nd, TV M and TV Tera had broadcasted shows with incorrectly applied warning signals for Category 2 programme. The entire prescribed outlook of the warning signal at the beginning and during the broadcast lacked the number "8" and the sign "+", as indicators of the age group of viewers for whom the programme at issue was intended.

Regular administrative supervision was also carried out over the same broadcasters regarding their obligations to publish an Impressum, information that should be made available to their users and the obligation to publish the identification sign of the broadcaster. The supervision found no violations of the administrative obligations under the Law on Media or the Law on Audio and Audiovisual Media Services.

An ad hoc administrative supervision was carried over all 90 broadcasters to establish whether any broadcaster had changed its ownership structure without previously notifying the Agency for Audio and Audiovisual Media Services and before obtaining the Agency’s approval. The supervision showed that all broadcasters had acted in accordance with the legal provisions.

**Operators of public electronic communication networks (OPECN)**

The Agency carried out regular programme supervision over the operators Skupi Kable, Kablekal and IP Systems concerning their obligation to provide the programme services of the Public Broadcasting Service as part of the programme packages they retransmit, as a must and free of charge, as well as concerning their obligation to register their programme services with the Agency and ensure subtitles for the programmes they retransmit. The supervision found no violations.

**Providers of on-demand AVM Services**

As regards the obligations concerning the transmission of cinematographic works and the protection of minors, regular programme supervision was carried out over the following providers of on-demand AVM services: Makedonski Telekom, Mtel, A1 Macedonia and Svod Master. The supervision found no violations.

**Public Warning Measures imposed**

At its 19th Session held on May 8th, the Agency Council issued a public warning against TV Due due to failure to publish an Impressum within several programmes broadcast on March 25, 2025.

