*(State’s Coat of Arms)*

*Republic of North Macedonia*

*Agency for Audio and Audiovisual Media Services*

*Ref. No. 01-4137/1*

*26.09.2025*

*Skopje*

Pursuant to Article 18, Paragraph 1, Indent 22; Article 20, Paragraph 1, Indent 15, and Article 96, Paragraph 2, 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); Article 15, Paragraph 1, Indent 23, and Article 41, Paragraph 1, Indent 13 of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services no. 01-3632/1 dated 22.08.2025; in conjunction with Article 76-c, Paragraph 1; Article 75-f, Paragraph 1; Article 76; Article 76-a, Paragraphs 2 and 8; and Article 75, Paragraphs 1 and 4 of the Electoral Code ("Official Gazette of the Republic of Macedonia" nos. 40/06, 136/08, 155/08, 163/08, 44/11, 51/11, 142/12, 31/13, 34/13, 14/14, 30/14, 196/15, 35/16, 97/16, 99/16, 136/16, 142/16, 67/17, 125/17, 35/18, 99/18, 140/18, 208/18 and 27/19, and "Official Gazette of the Republic of North Macedonia" nos. 98/19, 42/20, 74/21, 215/21, 58/24 and 76/24), and in accordance with Conclusion no. 02-4095/2 dated 26.09.2025, at its 12th Session held on 26.09.2025, the Council of the Agency adopted the following:

**GUIDELINES FOR BROADCASTERS  
REGARDING THE 2025 LOCAL ELECTIONS**

1. These **Guidelines** clarify the manner of implementing the provisions of the Electoral Code concerning the allocation of airtime for paid political advertising (PPA); the identification of the advertiser; the allocation of airtime in the news programmes of the Public Broadcasting Se .rvice (PBS); the free political representation on the Programming Service designated for broadcasting the activities of the Assembly of the Republic of North Macedonia (hereinafter: **Parliamentary Service**), and the provision of accessibility to content related to the electoral process both for the election of members of municipal councils and the Council of the City of Skopje and the election of mayors of the municipalities and the Mayor of the City of Skopje (hereinafter: **Local Elections 2025**).

***Paid political advertising***

1. During the election campaign for the **Local Elections 2025**, in the first round of voting, broadcasters may air a total of **nine minutes and thirty seconds (00:09:30)** of additional advertising time per clock hour of broadcast programming, exclusively designated for **paid political advertising**.
2. In accordance with the allocation of airtime for paid political advertising set forth in Article 75-f, Paragraph 1, of the Electoral Code, the total of **nine minutes and thirty seconds (00:09:30)** per **clock hour** of broadcast programming shall be used as follows:

* Within the maximum **four (4) minutes** allocated to the two largest ruling political parties, which received the highest number of votes in the last parliamentary elections, paid political advertising shall be broadcast for the political party of **VMRO-DPMNE** (Your Macedonia Coalition) and the **BESA** **Movement** political party (VLEN Coalition).
* Within the maximum **four (4) minutes** allocated to the two largest opposition political parties, which received the highest number of votes in the last parliamentary elections, paid political advertising shall be broadcast for the political party of **SDSM** (Coalition for Local Elections 2025) and the political party of **DUI** (National Alliance for Integration – NAI).
* Within the maximum **one (1) minute** allocated to political parties represented in the Assembly of the Republic of North Macedonia which, in the last parliamentary elections, did not win a sufficient number of Members of Parliament to form a parliamentary group, paid political advertising shall be broadcast for the political party of **LDP** (Experience for Success Coalition), the **Democratic Party of the Turks of Macedonia**, and the **Democratic Party of the Serbs in Macedonia**.
* The remaining **thirty (30) seconds** shall be allocated to **list submitters not represented in the Assembly of the Republic of North Macedonia**, that is, to **candidates nominated by groups of voters**.

1. The permitted advertising time shall be allocated among the list submitters based on a prior written agreement among them. In this, each list submitter may purchase even the entire permitted paid political advertising time allocated to their category (4 minutes / 4 minutes / 1 minute / 30 seconds), provided there is no interest from other list submitters and provided that this is in accordance with the agreement reached.
2. The total time for paid political advertising per clock hour of broadcasted programmes during the election campaign in the second round of voting in the Local Elections shall depend on the time for PPA utilised by the list submitters whose mayoral candidates shall continue the election campaign in the second round. In this regard, the allocation of airtime among the list submitters shall be the same as in the first round of the election campaign.
3. When concluding contracts for paid political advertising and its broadcasting, broadcasters must ensure compliance with the total permitted limits per clock hour for each category of list submitters of lists, as well as compliance with the total permitted time for paid political advertising per clock hour of broadcasted programmes.
4. According to Article 76-c, Paragraph 9, of the Electoral Code, the contracts should contain clear information regarding the advertising periods, advertising prices, and the value of the contracts. Any broadcast advertising that is not commissioned by the submitters of lists, or that is outside the scope of what has been set forth in the concluded contracts, shall be considered as financing or donation to the participants in the election campaign, which is not permitted pursuant to Article 75, Paragraph 7, of the Electoral Code.
5. In accordance with Article 76, Paragraph 2, of the Electoral Code, the advertiser must be clearly identified in all forms of paid political advertising.
6. Indicated as the advertisers shall be the exact names of the verified lists of candidates for mayors or municipal councils, or for the City of Skopje.
7. In cases where a submitter of a verified list has decided to use part of their purchased PPA time to support other participants in the election campaign, the broadcasters shall indicate the exact name of the advertiser, and not the supported participants in the election campaign.

***Allocation of the Airtime in the News of the Public Broadcasting Service (PBS)***

1. During the election campaign for the 2025 Local Elections, the Public Broadcasting Service shall report in the news as follows:

* In 30% of the time allocated for activities of the ruling political parties, it shall report on the election campaign of: VMRO-DPMNE (Your Macedonia Coalition), Democratic Party of the Serbs in Macedonia, BESA Movement (VLEN Coalition), and the Political Party of Znam Movement – For Our Macedonia;
* In 30% of the time allocated for activities of the opposition political parties, it shall report on the election campaign of: SDSM (Coalition for Local Elections 2025), LDP (Experience for Success Coalition), DUI (National Alliance for Integration – NAI), Democratic Party of the Turks in Macedonia, and the Political Party of Levica;
* In 10% of the time, it shall report on the activities of political parties not represented in the Assembly of the Republic of North Macedonia and on the independent candidates.

***Free Political Representation on the Parliamentary Service***

1. During the first round of the election campaign for the Local Elections, the Parliamentary Service shall provide a total of three hours per day for free political representation of the campaigns of political parties represented in the Assembly of the Republic of North Macedonia, as well as a total of one hour per day for free political representation of the campaigns of list submitters not represented in the Assembly of the Republic of North Macedonia.
2. Within the total of three (3) hours per day allocated for free political representation during the first round of the election campaign for the Local Elections, the free representation of the following political parties shall be broadcasted: VMRO-DPMNE (Your Macedonia Coalition), Democratic Party of the Serbs in Macedonia, BESA Movement (VLEN Coalition), the Political Party of Znam Movement – For Our Macedonia, SDSM (Coalition for Local Elections 2025), LDP (Experience for Success Coalition), DUI (National Alliance for Integration – NAI), Democratic Party of the Turks in Macedonia, and the Political Party of Levica. In the second round, during this time, the free representation of mayoral candidates who will continue their election campaign in the second round shall be broadcast.
3. The manner of utilising the time allocated for free political representation shall be determined by the Programme Service designated for broadcasting the activities of the Assembly of the Republic of North Macedonia, in accordance with its editorial policy, and the participants in the election campaign shall be duly and timely informed thereof.

***Accessibility of Content Related to the Electoral Process***

1. The Public Broadcasting Service and the state-level television stations that publish paid political advertising, in accordance with the obligations under Article 75, Paragraphs 1 and 4, of the Electoral Code, shall broadcast content related to the electoral process in a format accessible to persons with disabilities.
2. The Public Broadcasting Service and the state-level television stations shall ensure accessibility of:

* at least one news edition, in the period between 16:00 hrs and 24:00 hrs, every day, and
* at least one other programme related to the electoral process, between 16:00 hrs and 24:00 hrs, once weekly.

***Final Provisions***

1. Any amendments and additions to these Guidelines shall be made in writing.
2. These Guidelines shall enter into force on the date of their adoption and shall be published on the website of the Agency for Audio and Audiovisual Media Services.

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|  | **Agency for Audio and Audiovisual**  **Media Services**  **President of the Council,**  \_\_\_\_*(original signed and stamped)*\_\_\_\_\_\_  **Sasho STEFANOVSKI, M.A.** |