

# AUDIOVISUAL MEDIA LANDSCAPE IN LITHUANIA

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*RADIO AND TELEVISION  
COMMISSION  
OF LITHUANIA*

[www.rtk.lt](http://www.rtk.lt)



# **RADIO AND TELEVISION COMMISSION OF LITHUANIA**

11 Members delegated in 2013 for a four year period by:

President of the Republic - 2 members

Parliament - 3 members

Association of Artists – 3 members

Union of Journalists – 1 member

Association of Journalists – 1 member

Lithuanian Bishops' Conference – 1 member

**Chairman and Vice-Chairman appointed by the Parliament for the term of 2 years.**

# FINANCING OF THE COMMISSION

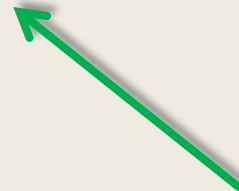
**0,6% of audiovisual sector  
revenues transferred every quater**



**COMMISSION ACCOUNT**

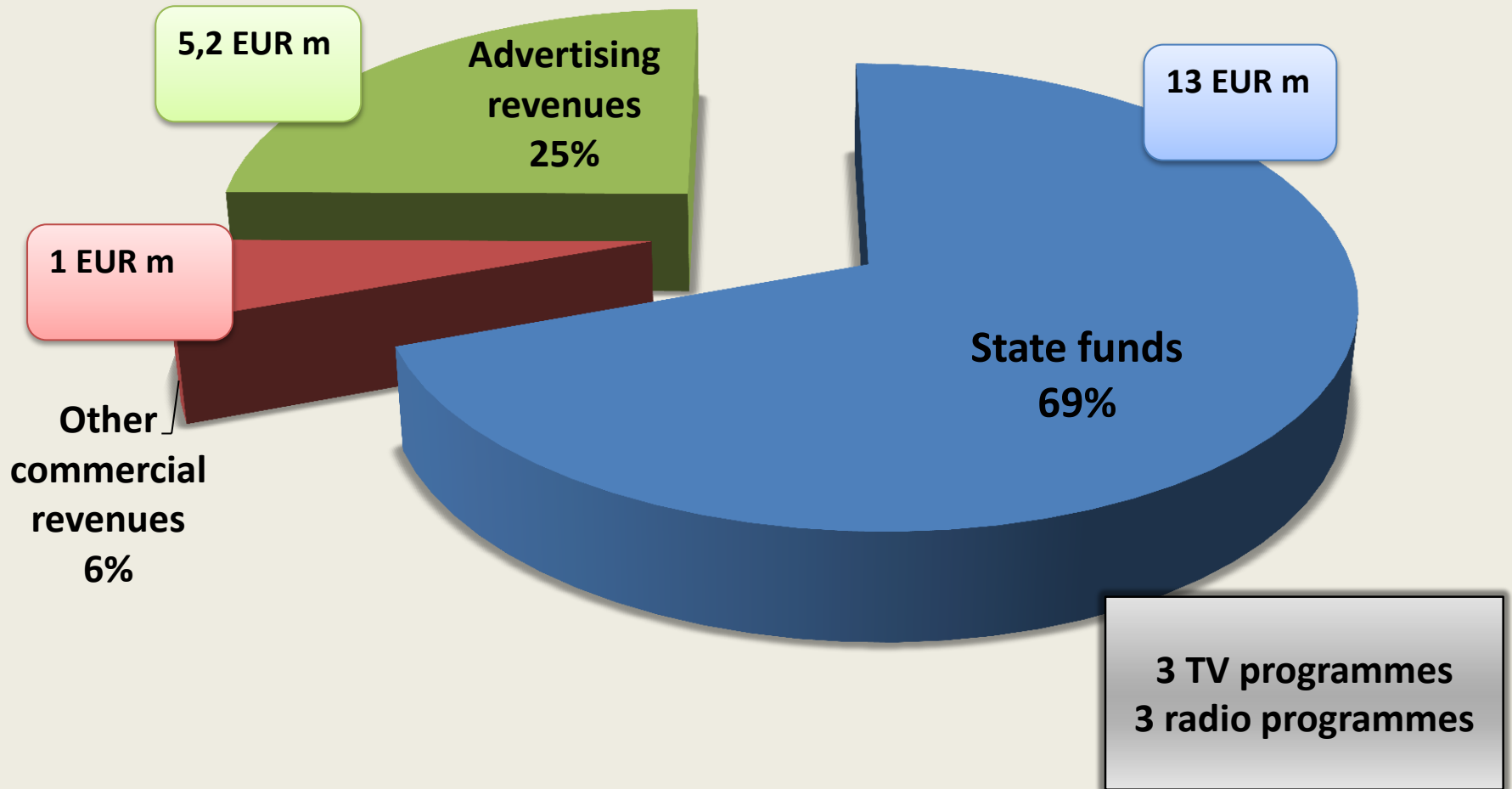


**Commission transfers the money  
to the state budget**



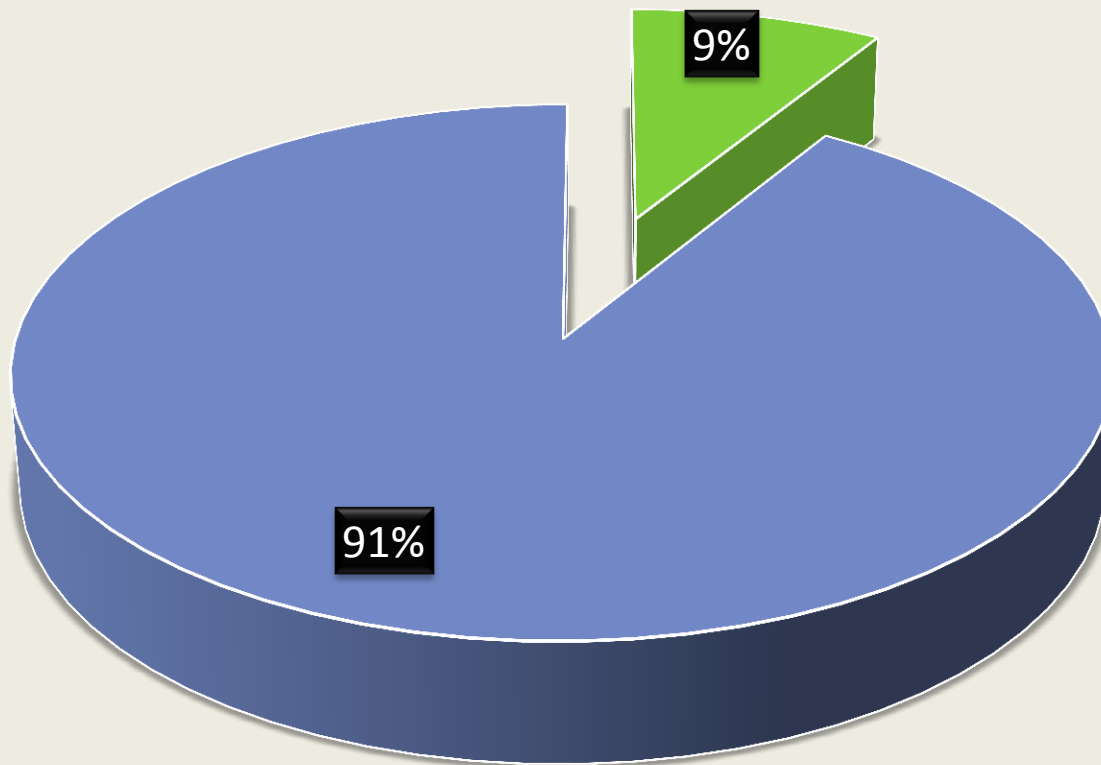
**Gets the money  
from Finance Ministry  
according to long-term strategic plan**

# PBS revenues, 2012

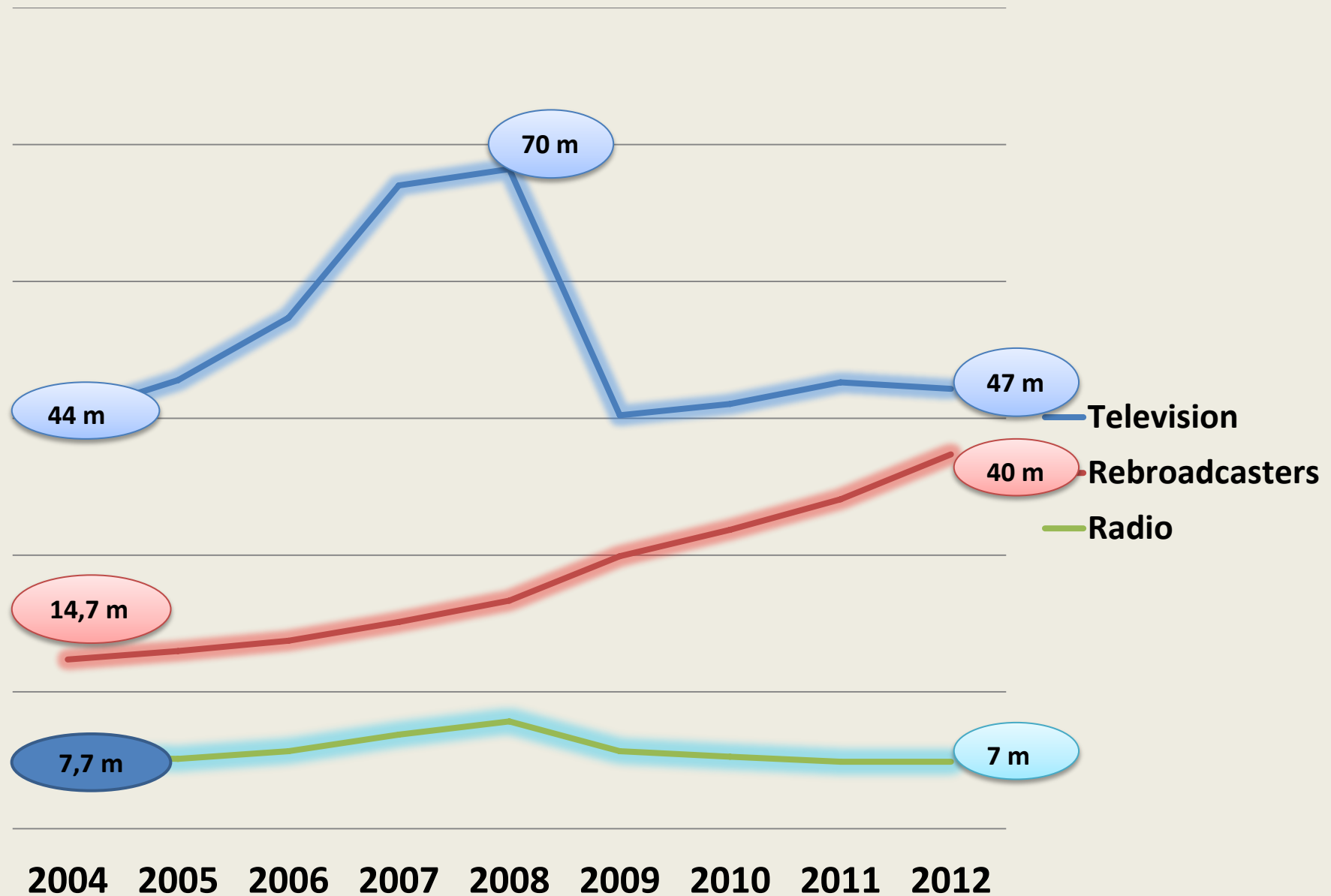


■ PSB advertising revenues

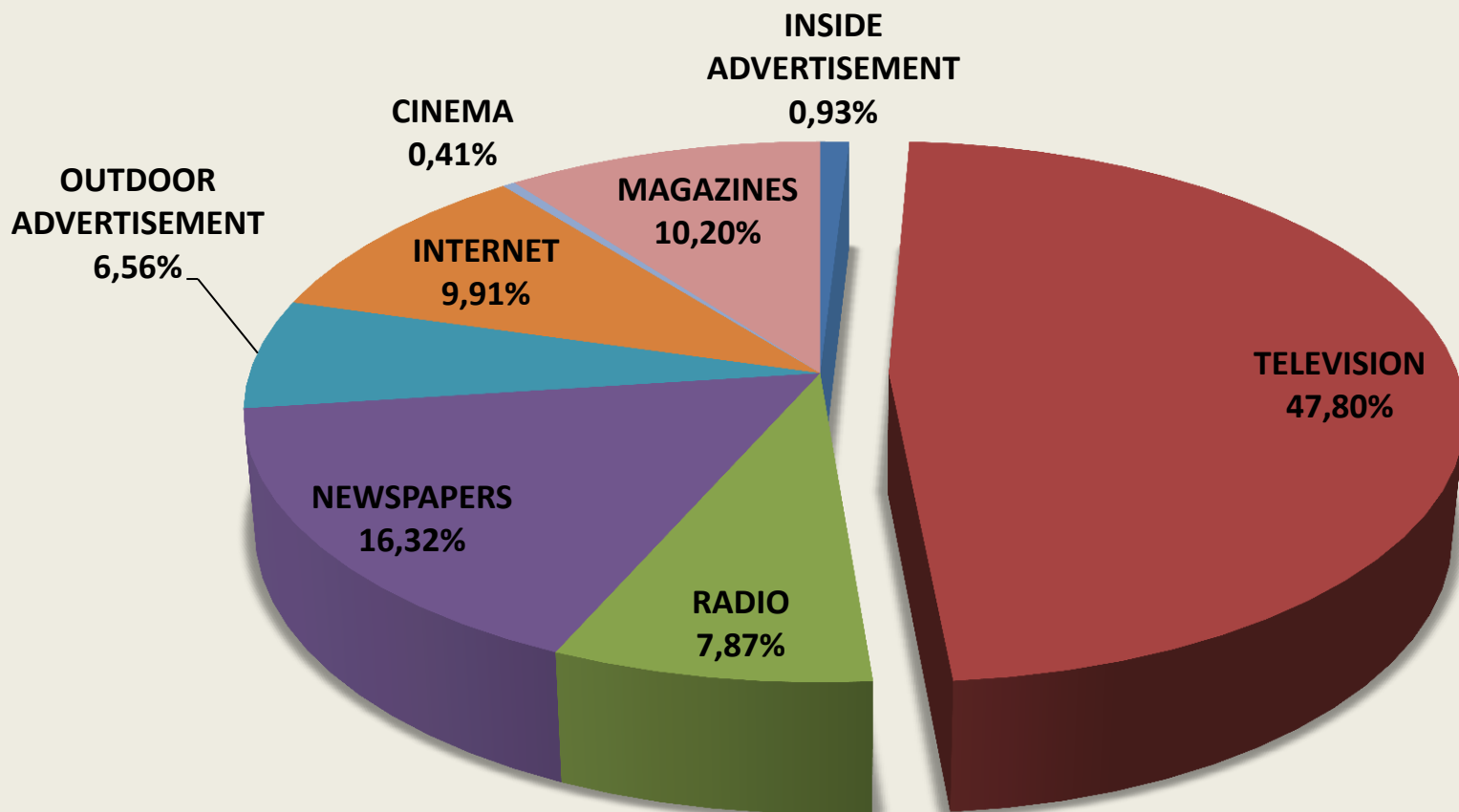
■ All RTV advertising revenues



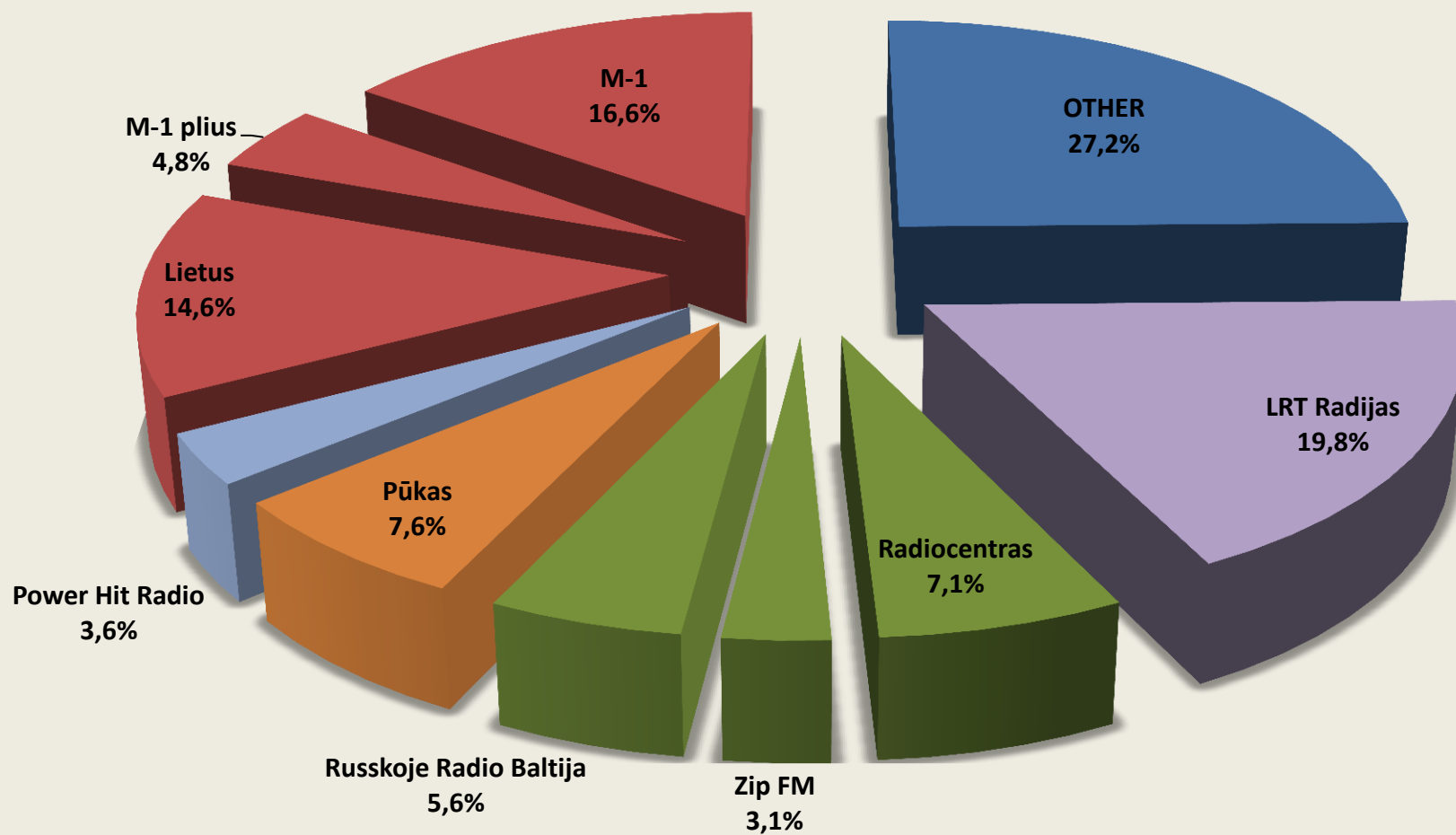
# Dynamics of revenues of the audiovisual sector



## SHARE OF INCOME BY MEDIA CHANNELS - 2012, TNS LT



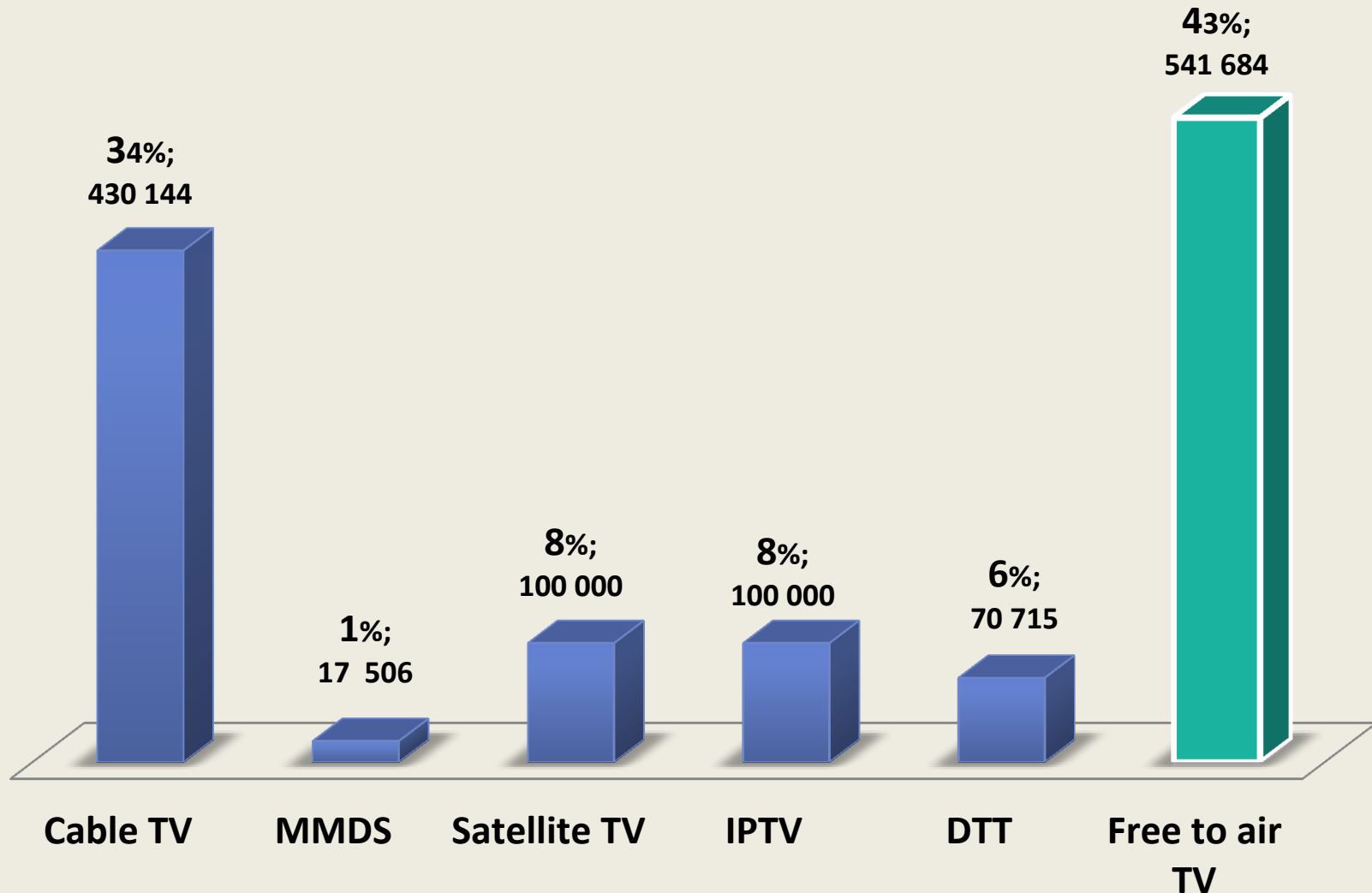
## AVERAGE SHARE OF RADIO STATIONS - SPRING, 2013, TNS LT



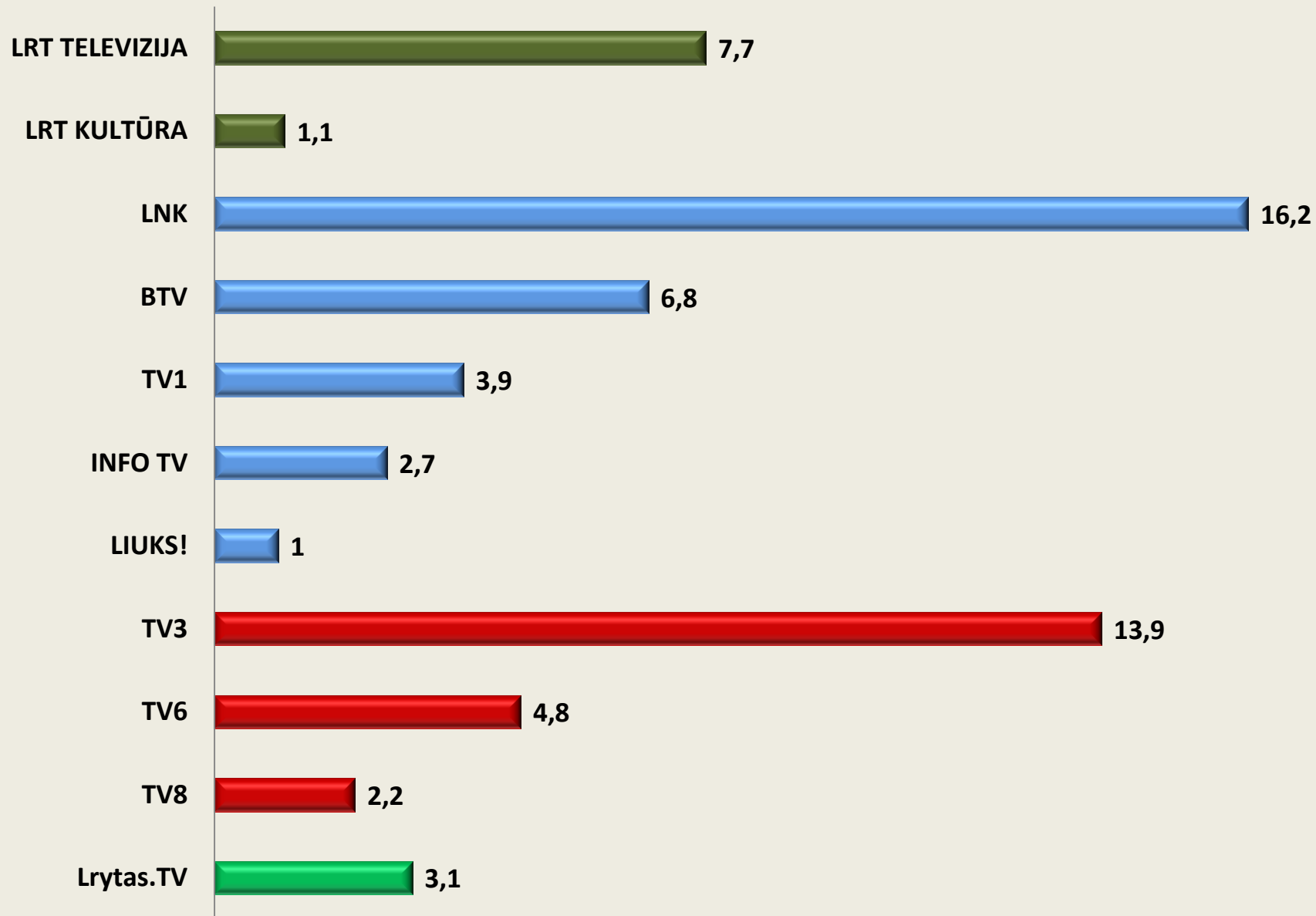


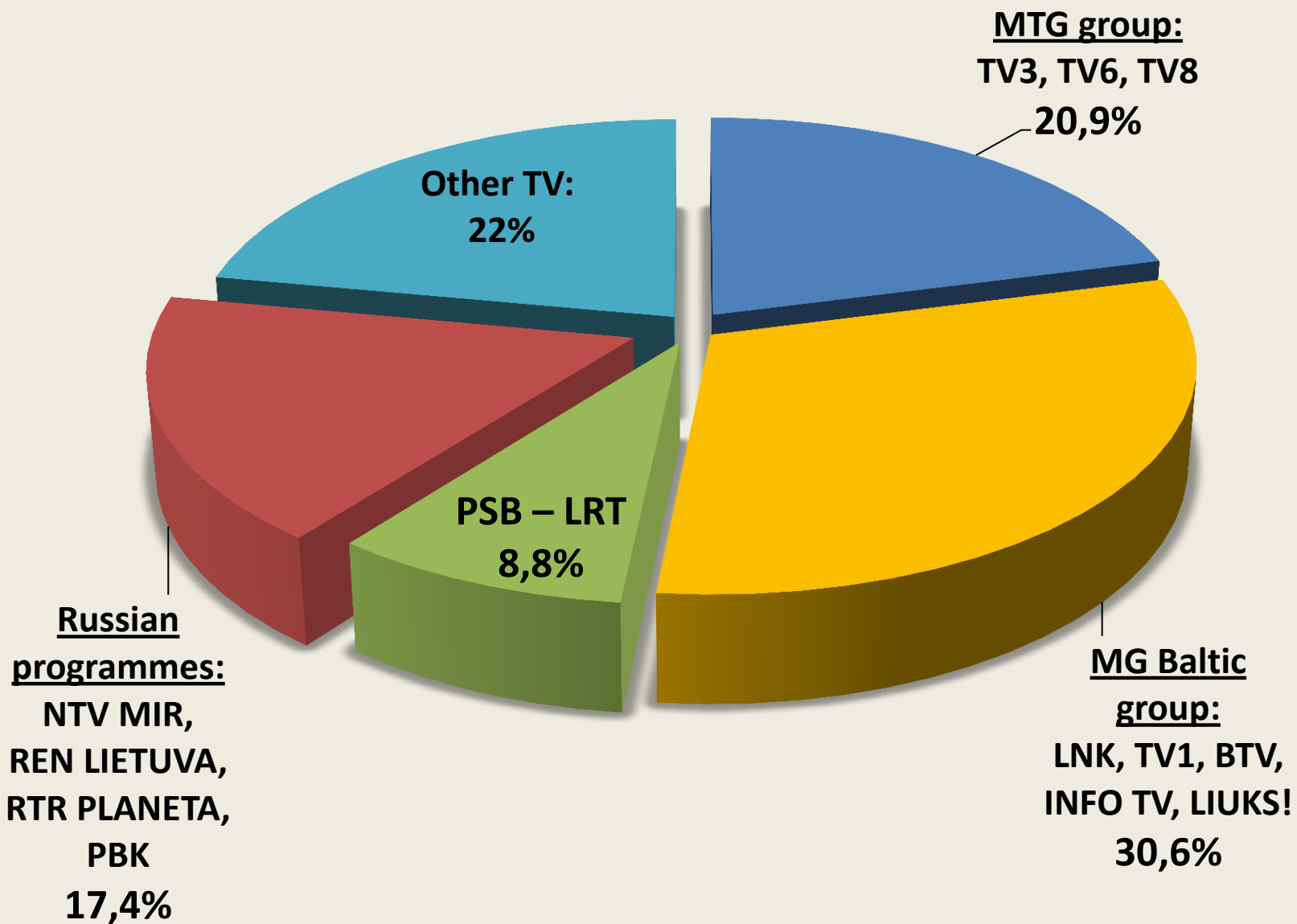
# TV reception by platform - January 1, 2013 m.

Number of households - 1 260 000\*



## Audience share of national television channels, July, 2013





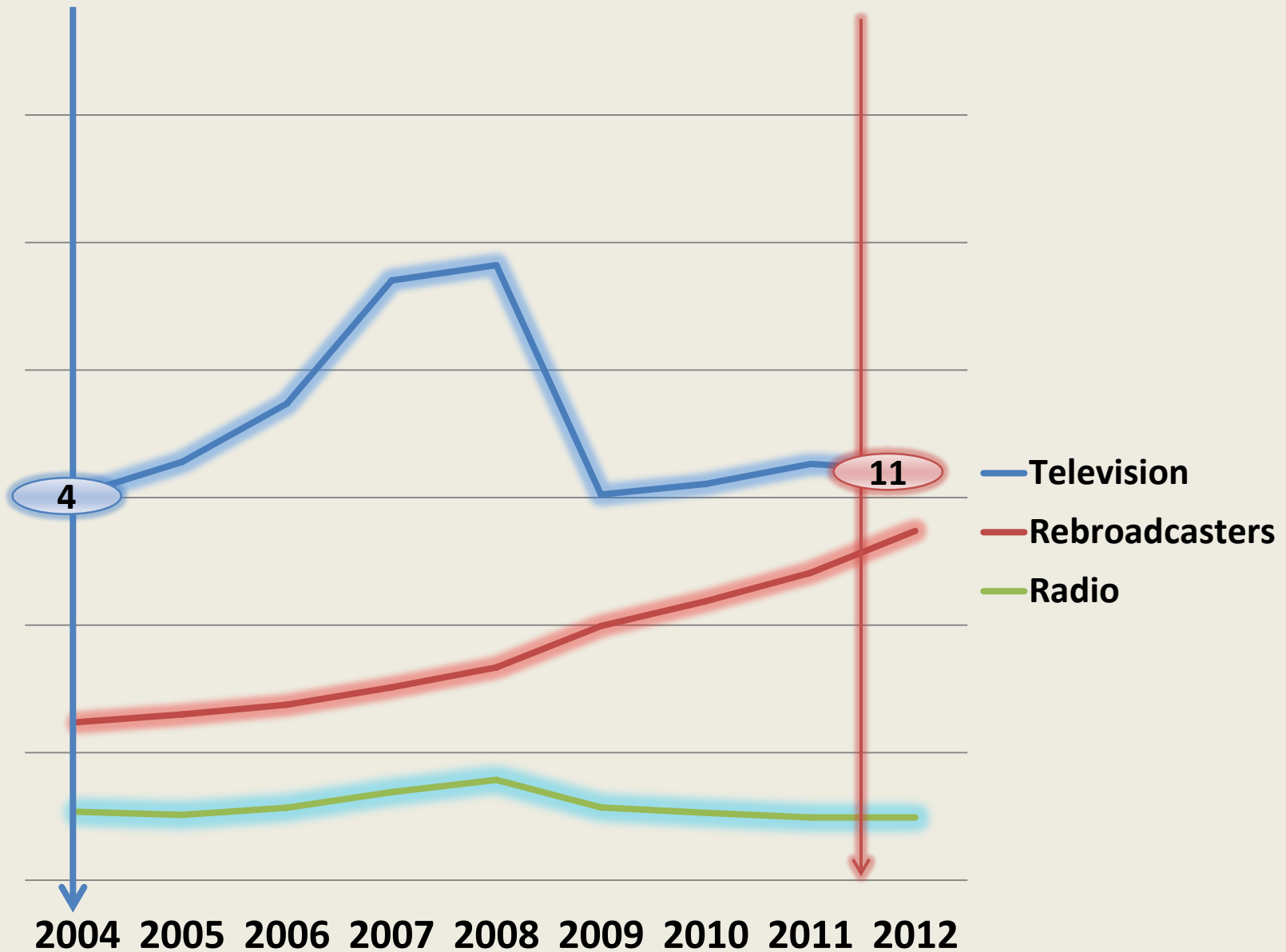
# National DTT platform

<b>LRT TELEVIZIJA</b>	<b>BBC WORLD NEWS</b>	<b>LIETUVOS RYTAS.TV</b>	<b>TV POLONIA</b>
<b>LRT KULTŪRA</b>	<b>ROSIJA RTR</b>	<b>TRAVEL CHANNEL/PLAYBOY</b>	<b>MTV EUROPE</b>
<b>LNK</b>	<b>RTVi</b>	<b>ANIMAL PLANET</b>	<b>EURONEWS</b>
<b>INFO TV</b>	<b>PBK</b>	<b>NATIONAL GEOGRAPHIC CHANNEL</b>	<b>SONY ENTERTAINMENT TELEVISION</b>
<b>LIUKS!</b>	<b>NBA TV</b>	<b>DISCOVERY WORLD</b>	<b>EUROSPORT2</b>
<b>TV1</b>	<b>VH1</b>	<b>DISCOVERY CHANNEL</b>	<b>NICKELODEON</b>
<b>TV6</b>	<b>BALTICUM AUKSINIS</b>	<b>DISCOVERY SCIENCE</b>	<b>CNN INTERNATIONAL</b>
<b>TV3</b>	<b>CARTOON NETWORK/TCM</b>	<b>EUROSPORT</b>	<b>TLC</b>
<b>BTV</b>	<b>SPORT1</b>	<b>ANIMAL PLANET</b>	<b>RTL</b>
<b>TV8</b>	<b>PINGVINUKAS</b>	<b>DIVA UNIVERSAL</b>	<b>BABY TV</b>

# Revenues of the audiovisual sector

4 national TV programmes

11 national TV programmes



**LRT journalist  
Algimantas Čekuolis, 82  
signs his book at the  
Vilnius book fair**

