



CONSILIUL NAȚIONAL AL AUDIOVIZUALULUI

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Key developments at national level

1. Between October 2013 and May 2014, the National Audiovisual Council in Romania focused on aspects of the regulation and on development of the audiovisual market.

Consequently, the National Audiovisual Council promptly penalized the non-observance of legal provisions and applied, during the reported period, a total of approximately 120 legal sanctions (of which 63 fines and 57 public summons).

Regarding the audiovisual market, a number of 43 licences and audiovisual authorisations were granted during this period, for radio stations, and TV cable and satellite TV stations, to companies that have submitted documentation. In the same time, the Council withdrew more than 590 licenses and audiovisual authorisations, for failure to comply with the legal provisions in force.

The Council also monitored the way in which TV and radio channels abide by the provisions on commercial communication, and issued 19 sanctioning decisions for the lack of respect of advertising broadcasting conditions, mostly on dietary supplements, considered to be misleading.

2. The Council pursued its strategy for the diversification of the audiovisual landscape by increasing the number of channels dedicated to various communities and issued Decision no. 614/2013 amending the CNA Decision no. 277/2013 regarding the procedure of granting, modifying, extending the validity and transfer of the license and audiovisual authorization, except for the digital terrestrial broadcast, as well as the conditions for broadcasting of local programmes, retransmission or taking over of programs of other broadcasters. The last Council Decision offers more detailed information on the procedure of submitting the dossiers to the Council, on the necessary documents and the time interval for solving the dossiers.

In order to harmonize the secondary legislation with EU acquis regarding audiovisual media services, the Council made public for debate, before adoption, the Decision no. 197/2014, which modifies the Code of regulation of the audiovisual content, laying down

additional provisions for the protection of minors, especially on injurious language or incitement to violence, and on broadcasting images with people in detention or arrest.

With regard to the electoral campaign, the Council adopted Decision no 185/20.03.2014 regarding the rules for the unfolding, in the audiovisual, of the campaign for the election of Romanian members of the European Parliament. This Decision aims at contributing to the correct unfolding, in the audiovisual, of the elections campaign, based on the accumulated experience in the monitoring of previous election campaigns. This Decision was adopted following wide consultation with representatives of broadcasters and of the Romanian NGOs specialised in media and elections.

Meanwhile, the draft decision for regulation of the electoral campaign during national parliamentary by-elections in audiovisual media services has been also made public for debate, before adopting it, as CNA Decision no. 255/08.04.2014, establishing the principles for the unfolding, in the audiovisual domain, of the electoral campaign.

In order to ensure a balanced and uniform information of Romanian voters with the voters in the Member States of the European Union, the Council issued the *Recommendation no.2/01.04.2014* on the audio and video spots of the European Parliament to be broadcast under public interest ads.

3. The Council launched since 2013 the media education campaign, which continued in 2014 with specific information activities in schools backed by the Council experts during the first week of April. Over 100 classes have been visited by CNA experts, who addressed children from primary to high school level, in order to talk to pupils about the key concepts in media education and about the elements that make a person media competent, in keeping with the EU definition

4. Digital switchover

Following the adoption of the „Strategy on digital switchover and the implementation of digital multimedia services” (Government Decision no. 403/2013), four national multiplexes shall be granted for UHF bands and one for VHF. The responsible institution is the National Authority for Management and Regulation in Communications of Romania (ANCOM), which will end the digital switchover by June 17, 2015. Consequently, CNA shall issue rules concerning the audiovisual licenses for DTT service programmes and shall conduct the information campaign, according to the digital agenda established by the ANCOM.

C.N.A. Romania