



Agencija za elektroničke medije
Agency for Electronic Media

CROATIA COUNTRY REPORT; MAY - OCTOBER 2014

Regulatory Authority recent issues: re-elected and new Council members of the Agency for the Electronic Media (AEM): Croatian Agency for Electronic Media has a partly renewed Council. Damir Hajduk has been re-elected and Alemka Lisinski has been appointed as Council members for a five-year mandate by the Croatian Parliament upon the proposal of the Government of the Republic of Croatia. Damir Hajduk was appointed as a deputy Chairperson. The Agency has continued to strengthen its capacities: in the field of legal, monitoring and financial issues, justified by increasing the „jurisdiction“ in the surveillance of electronic publications and the use of state aid by the public service broadcaster. The Agency aims at continuous development of administrative staff and services strengthening the role of independent authority.

Regulatory Framework: the Agency revised the Ordinance on the minimum requirements for carrying audio and audiovisual media services, July 2014.

Fund for the Promotion of Pluralism and Diversity in the Electronic Media: the Agency has issued, in total, five tenders for profit and non-profit television and radio, non-profit media service providers, non-profit providers of electronic publications, non profit producers of audiovisual and radio programs; and radio and television broadcasters (Calls 01/14, 02/14,03/14, 4/14 and 5/14). The Call 6/14, related to the non - profit media service providers, will be launched at the end of August 2014. Radio and television broadcasters justified allocation of the financial resources for the Call 2013.

The Concession Agreement for provision of audio media services, in the city of Slavonski Brod (G-SB)- non profit radio: the representatives of the Electronic Media Agency and the Multiple Sclerosis Society signed the Concession Agreement for provision of media services radio in the city of Slavonski Brod (G-SB). The concession was granted to 9 years based on the competition in June 2014. The Society's representatives presented their experience in the use of EU funds and the implementation of a project which allowed them to run the program and create the technical conditions for its implementation which became the first association of its kind in the European Union that has received funding from this source to provide media services of nonprofit radio.

The violation of Electronic Media Act - indictment proposal: the Electronic Media Council has submitted the indictment proposal to the competent Magistrate Court for violation of Article 80, para 2 of the Electronic Media Act ("Natural and legal persons shall before the first publication of electronic publications submit application for registration in the Register of providers of electronic publications run by the Council ") by the electronic publication DalmacijaNews. Also, the electronic publication DalmacijaNews was not registered in the Register of electronic publications, in accordance with the provisions of the Electronic Media Council electronic media, when publishing a contested video. The Council decision referred the matter to the competent State Attorney's Office for further actions for possible violations of the Criminal Code. The Council called upon the Croatian electronic media to strictly adhere to professional, ethical and civilized standards of monitoring all developments - including violent conflict always require enhanced editorial and journalistic care.

Protection of minors: the Agency for Electronic Media and UNICEF have signed a Memorandum of Understanding in order to support the development of media literacy of parents and children, as well as to encourage the electronic media to take advantage of their potential as much as possible in order to improve the quality of life of children and their families. The cooperation will include a research on the television viewing habits, as well as consultations with the stakeholders for the purpose of improving the regulatory framework concerning the protection of children.

The Rules on Classification of Audiovisual Works and protection of minors: the meeting was organized by the Croatian Audiovisual Centre (HAVC) and the Agency for the Electronic Media (AEM) on the occasion of the procedure for adopting the Rules on Classification of Audiovisual Works by the

Croatian Audiovisual Council, at the proposal of the Croatian Audiovisual Centre, in accordance with the provisions of the Law on Audiovisual Activities. Particularly discussed was the draft of Regulations on categorization which was created by the Croatian Audiovisual Centre, in collaboration with representatives of the Association of cinema exhibitors at the Croatian Chamber of Commerce and the Association of distributors at the Croatian Chamber of Commerce, in the framework of the authority of HAVC and AEM related to the classification of audiovisual works and the protection of minors. Representatives of AEM announced that they plan to launch (autumn this year) the procedure for amendments to the Ordinance on the Protection of Minors Act in order to comply with the Electronic Media Act. The AEM intention is, when amending the regulations to define certain categories (12, 15 and 18) and liberalize the time of presentation of individual categories. Representatives of HAVC supported the AEM in the above manner, and agreed upon the adoption of amendments to the Regulations on the Protection of Minors (AEM), and Rules on Classification (HAVC) to be compliant with the Regulation on the protection of minors and, when amending the Regulations on the Protection of Minors, to be harmonized with the provisions of the Regulations on categorization, in particular taking into account the part that regulates takeover database of categorized movies (HAVC database) or transmission of the category to other service use forms.

The research of the social impact of the Fund for pluralism and diversity of Electronic Media: commissioned by the Agency for Electronic Media from the Agency Ipsos Puls, an independent full service marketing and public opinion research agency, was presented to the public. The research results are relating to the period 2010 – 2012, and are based on an analysis of secondary data on media content, viewership and listenership, documentation and review of the Fund's legal framework.

International scientific conference on Media Literacy in the Digital Age - cultural, economic and political perspectives: the Agency coorganized and participated the international scientific conference on Media Literacy in the Digital Age – cultural, economic and political perspectives. The conference was organized by the Croatian Studies - Department of Communication, in cooperation with the Council for the Electronic Media, in June 2014. Scientific and professional contributions will involve several issues related to the media literacy and its position in relation to information literacy, digital literacy, media education, and media culture; digital gap and possible overcome using media literacy; media education for children, etc.

Electronic Media Days (7th edition), Opatija: will be held in October 2014 (Opatija), by the Agency for the Electronic Media in cooperation with the Croatian Association of Radio and Newspapers, the National Association of Television, Croatian Post and Electronic Communications Agency. This year's theme will be presented within a series of panels. Some of the topics, e.g., are: analysis of the situation in the local electronic media; media policy, amendments to the Law on Electronic Media in the EU context of media trends ; control of the media service via Internet, cable and satellite; the impact of global trends on the Croatian audiovisual industry; availability of audiovisual services for persons with impaired vision or hearing; DVB-T2 as a platform for digital radio; the future of the frequency spectrum, fees for broadcasting; changing the rules of the electoral campaign.

The cooperation with AGB Nielsen: the Agency for Electronic Media, in collaboration with AGB Nielsen, presents each month (started May 2014) the analysis of television viewing in Croatia. All data are obtained electronically measuring viewership of TV programs on a panel of TV viewers, nationally representative.

Meeting with Chinese delegation: at the initiative of Chinese delegation, a working meeting was held, with representatives of the State Administration of Press, Radio, Television and Film People's Republic of China, the Agency for Electronic Media and the Croatian Radio and Television, in the presence of the Ambassador of the PRC in Croatia and Deputy Minister of the Ministry of Culture. The meeting was organized pursuant to the Agreement on bilateral cooperation between the Republic of Croatia and the People's Republic of China. The representatives discussed the intensification of bilateral cooperation in the field of exchange of television programs, information technology, on a variety of professional development opportunities and the expansion of relations in the field of education and cooperation for the conservation of cultural heritage.