



Agencija za elektroničke medije
Agency for Electronic Media

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Regulatory Authority recent issues: since January this year, the Ministry of Finance launched the initiative regarding the expenditure cuts in public institutions. One of the activities to assure this initiative is converging of different public organizations, such as agencies, institutes, etc. Based on the analysis of saving resources it is proposed that the Agency for the Electronic Media will merge with the Croatian Regulatory Authority for Network Industries (HAKOM). The proposed procedure is still under way and the final decision has not been taken.

Regulatory Framework: the Agency revised the Ordinance on detailed measures for determining audiovisual and/or radio programmes that are considered in-house productions and the Ordinance on the protection of minors in electronic media (available in English at the Agency website: <http://www.e-mediji.hr/preview/en/news/the-electronic-media-act/>).

Concessions:

The Electronic Media Council has issued several decisions on temporary seizure of the concessions for media service providers according to the Electronic Media Act and has received several requests regarding the renunciation of concessions. According to the procedure of supervision of the media service providers, the Council has issued several decisions on provisionally seizure of the concession (mainly radio). The Council for the Electronic Media has granted 4 concessions in 2015, for radios, for the period of nine and ten years. One of the granted concessions was for the non profit radio.

Fund for the Promotion of Pluralism and Diversity in the Electronic Media: the Agency has issued a two-year tender (2015 - 2016) for the radio 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. The documentation related to the additional tenders has been prepared to be published by the end of April this year, in accordance with the General Block Exemption Regulation (GBER).

Media Strategy: the Agency joined the first meeting of the Working Group (WG) for the debate on media policy, organized by the Ministry of Culture, held in March 2015. According to the main findings of the national report on the media and the first Running material for debate on Media Policy 2015 - 2020, the WG joined the agreement on the objectives, methods and plan of work groups, as well as the priority issues on which the new media policy should offer answers. Representatives of media workers and employers, the leading Croatian media, NGOs working in the media sector, experts and scientists, and other institutional representatives joined the meeting.

Workshops: the Agency launched the implementation of media literacy activities, according to the Strategic Working Plan for period 2014-2017, aiming to inform the providers of media services on topics: national minorities, gender stereotypes in media, protection of children and minors in media, etc. The Council members, in cooperation with representatives from different scientific, state and non profit organizations will work in order to improve the skills of editors and journalists regarding the promotion of pluralism and diversity in electronic media (related to the Fund tenders).

Regulation of the On demand AV media services was a workshop organized for the employees of the Agency. The key-points were the interpretation of the AVMS Directive, jurisdiction, communication and cooperation with service providers; tools and methodology of monitoring.

Round table about the ethics in coverage of election campaigns: the round table, organized by the Council, brought together different stakeholders, journalists and editors, representatives of the competent regulatory authorities and representatives of civil scene, lawyers and experts in public relations aiming to launch a debate on the ethical balanced coverage of election campaigns. The participants discussed a range of issues; better and more ethical media reporting, the role of new

media, about the differences between experts in public relations and spin doctors, the sponsored journalistic contributions, and the new rules to cover the election campaign(s).

Media literacy and Protection of Children in the electronic media: following the signed Memorandum of Understanding between AEM and UNICEF Office in Croatia, the Agency and UNICEF have organized a discussion on the proposal of the new Ordinance on the Protection of Children in the electronic media. The hearing was attended by representatives of the media, government, associations of parents, the Ombudsman for Children, developmental psychologists and media experts, in order to jointly improve the existing regulation in electronic media and categorization of programs.

Electronic Media Days (7th edition), Opatija: held in October 2014 (Opatija), organized by the Agency for the Electronic Media in cooperation with the Croatian Association of Radio and Newspapers, the National Association of Television, Croatian Regulatory Authority for Network Industries, and with a participation of the Minister of Culture. Different themes took place during the panel sessions: 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.

MNRA: at the 16th Plenary Assembly of the Mediterranean Network of Regulatory Authorities, held in Nouakchott, in November 2014, at the invitation of the Haute Autorité de la Presse et de l'Audiovisuel (HAPA) of Mauritania assuming the Vice Presidency of the network, under the chairmanship of the Cyprus Radio Television Authority (CRTA) and President of MNRA, the vice-presidency in 2015 was attributed to the Agency for the Electronic Media (AEM) of Croatia.

CERF: during the Central Europe Regulatory Forum, held in September in Bucharest, the Agency for Electronic Media became a member of the Forum, after the observer status.