



Agencija za elektroničke medije  
Agency for Electronic Media

## **EPRA COUNTRY REPORT FOR CROATIA September 2016**

### **Internet portal for media literacy launched**

Electronic Media Agency and UNICEF, in cooperation with project partners – Croatian Academy of Dramatic Arts, Faculty of Political Sciences in Zagreb, Croatian Audiovisual Centre and the Croatian Film Association, launched an Internet portal for media literacy - [www.medijskapismenost.hr](http://www.medijskapismenost.hr); which aims to highlight the importance and encourage the media education of parents and children as a crucial fact in today`s global convergent media world to protect children and youth from potentially harmful media content.

Also, the Agency for Electronic Media has conducted public consultations with interested public on the Draft Recommendations for child protection and safe use of electronic media. During the consultation the Agency has received fifteen (15) observations and suggestions from individuals, institutions and media service provider. Recommendations are launched for the implementation of the Ordinance on the protection of minors in electronic media, in order to help all the media service providers of television, radio, on-demand services and electronic publications in fulfilling their obligations.

### **Croatian representatives at the Council of Europe conference on the prevention of hate speech and the protection of minors**

In the framework of the project JUFREX (Reinforcing Judicial Expertise on Freedom of Expression and the Media in South-East Europe) the Council of Europe has organized the conference "Regional conference for media regulatory bodies: European standards and best

practices on hate speech and protection of minors", held in Montenegro, in July. The participants exchanged experiences on these topics from their country with special focus on the role and scope of regulatory measures while limiting hate speech, measures for labeling program and schedule of the program and the protection of children from potentially harmful media content such as reality programs, pornography and violence.

### **The Fund for the Promotion and Diversity of Electronic Media**

The Council for Electronic Media completed the process of justification of allocated funds related to the Fund for the promotion of pluralism and diversity of electronic media by public tenders for the year 2015. The Fund for the Promotion of Pluralism and Diversity of Electronic Media is the Fund of the Electronic Media Agency. The sources of financial means for the Fund are secured by the provisions of the Electronic Media Act and the Croatian Radio Television Act.

### **EU TAIEX study visit**

Croatian Agency for Electronic Media (AEM) and Croatian RadioTelevision (HRT) hosted a five-day study visit of representatives of the Montenegrin Agency for Electronic Media representatives, which was organized in the framework of the TAIEX program of the European Commission. The study visit program meet AEM`s work and responsibilities, the organizational structure of the agencies and the way of monitoring and reporting on the implementation of the Act on Electronic Media, with special reference to EC`s AVMSD REFIT process. The AEM presented its work in the field of law, monitoring of program content, the protection of minors and the implementation of the Fund for the Promotion of Pluralism and Diversity of Electronic Media. It was agreed on further cooperation in the exchange of experience and expertise gathered in the field of electronic media and the further strengthening of bilateral relations and communication between the two institutions, as well as cooperation within international networks and organizations which are both members of the regulatory authorities.

## **Standards of journalism**

Taking into account a huge public interest in connection with the text of a journalist Hrvoje Marjanović "Living dead: Catholic necrophilic orgies are the craziest show on HRT," published on the website of the electronic publication Index.hr, in April 2016, the Council for Electronic Media has decided that there was no violation of the Electronic Media Act in terms of promoting hate speech but the Council brought the statement and called on all journalists and professional associations to promote the culture of dialogue and to avoid intolerant discourse in the public arena. The analysis of the text brought to a conclusion that it contains a number of statements that the faithful can cause a feeling of frustration, humiliation, and that they feel hurt and offended. Some expressions and figures of speech in the text could be considered tasteless and absolutely inappropriate in public communication (eg, comparison with necrophilic orgies). Also, the text rhetoric and tone, raising tensions could further increase tensions in society, neglecting responsibility for publicly spoken or written word. In this regards, the Council publicly has expressed concern about the pervasive decline standards of journalism, which undermined the culture of dialogue and a spirit of tolerance in Croatia.

## **Analysis of the radio market**

The Agency for Electronic Media has published an analysis of the radio market, which was carried out during 2015, by the agency Ipsos, according to which they worked on a sample of 1920 respondents. The main purpose of the study was to provide insight into the current role and position of radio as a medium, the current habit of listening to the radio, radio content preferences and evaluation of radio programs for the region and the level of concessions. In addition to insights into the current state of the radio market, one of the goals of this study was to investigate the expectations of the development and future of radio media, as part of the listeners, as well as by members of the radio and the general professional public. The analysis also includes economic indicators following the sample of Media Service Providers in Croatian regions, related to the number of employees, net income and loss, investments and assets. The analysis indicated a total revenue decline for MSP of which the "largest" costs are program`s production costs - particularly info program, and personnel expenses. The revenue increase is supported by the local government funds.

## **New tenders for concessions**

Electronic Media Council has issued notices of intent to award a concessions for provision of media services television (3) and radio (30), within the process of the concession agreements renewals. Tenders are open till September, 21-2016.

## **Regulatory Authority Recent Issues**

On September 11, Croatia has conducted the early parliamentary elections, following which the constitution of the new government is in ongoing phase. During the process of compiling the Government representatives of the main political parties have announced changes to pay fees to the public media service, as well as the entire restructuring of the public broadcaster, which will necessarily affect the Agency`s revenue and will endanger the available amount of the Fund for the Promotion and Diversity of Electronic Media.

## **Croatian Radio Television/HRT- recent issues**

According to articles 38 and 39 of the Law on HRT, the Council for the Electronic Media shall be informed about the methodology of monitoring direct and indirect incomes and expenses relating to the provision of income, expenditure and business results incurred through commercial activities. Following the Law and signed Contract between the Croatian Government and the HRT, PSB is obliged to perform a series of commitments: development of methodology for monitoring of direct and indirect income and expenses related to the activity of providing public services established by the Law on HRT, conducting separate internal accounting for the activity of providing public services and commercial activities which allows it to be in the business books separately reported as direct and indirect revenues, expenditures and operating results generated business of providing public services, expenses and operating results generated by performing commercial activities, which should be regularly monitored by the internal HRT service and reported to the HRT Supervisory Body and to the Electronic Media Council. HRT is obliged to provide financial support for the Fund and for the development of independent audiovisual productions. The Council for Electronic Media indicated possible violations of Articles 38 and 39 and has requested on several occasions that HRT should implement its

obligations. In 2015, the Council decided that HRT did not comply with legal requirements, and sent a recommendation to HRT Supervisory Board for an urgent implementation of the legal obligations. Since legal obligations have not been realized in mandatory terms, the Council requested the implementation of the same force as of January 1, 2017.

During the parliamentary early elections in 2016 the mandate of a temporary acting director of HRT has expired. The HRT Supervisory Board requested urgent statement of the Commercial Court with a view to the appointment of an interim administrator from among the representatives of the Supervisory Board. The Commercial Court rejected the jurisdiction of the case, and the technical government extended the mandate of the current acting director according to the new adopted Regulation.