



Agencija za elektroničke medije  
Agency for Electronic Media

## **EPRA COUNTRY REPORT - CROATIA**

**April 2017**

### **Regulatory Authority recent issues**

In March the Croatian Ministry of Culture launched an open call for expression of interest for the position/s of three Electronic Media Council members. The Agency for the Electronic Media continued to strengthen its administrative capacity at the positions of legal and monitoring advisors.

### **Media literacy**

**Workshops** The Agency for Electronic Media (AEM) has organized a series of seminars for broadcasters in the Republic of Croatia aiming to encourage programs for children and youth agreed and implemented within the Fund for the Promotion of Pluralism and Diversity of Electronic Media. Education consists of five workshops which are held during five months under the guidance of renowned experts (in cities of Zagreb, Split, Rijeka and Osijek). These workshops are dedicated to journalists and editors who are involved in the facilitation process and thus acquired the necessary knowledge on the subject of standards for radio and television programs.

**Call for tenders** Agency for Electronic Media publishes (since 2015), on an annual basis, a public call for tenders for co-financing media literacy projects in the total amount of around 30 thousands Euros. The subject of the calls is collecting bids for co-financing projects, seminars, conferences, lectures whose are the subject of the development and encouragement of media literacy. Eligible applicants are universities, institutes, educational institutions, associations and other legal entities that develop and operate projects related to media literacy.

## **Round tables**

Agency for Electronic Media participated at the round table **Media literacy for responsible society - Children of media for active citizenship** conducted by the Association for the communications and media culture, with the support of the Ministry of Science and Education, held in 12 Croatian counties. The project aims to encourage children, parents and their associates to be critically conscious users of media and to actively seek information and offer them advice and examples of how they can take advantage of technology and media. The portal on media literacy [medijskapismenost.hr](http://medijskapismenost.hr) was presented during the round table, web portal launched by the Agency that aimed to support the parents, guardians and teachers in raising their own media literacy and media skills and knowledge of children.

AEM has organized the round table **Gender equality in the media**, December 2016. The Agency is co-chair, along with the Spanish regulator CNMC, of the working group on the topic of gender stereotypes in the media of the Mediterranean Network of Regulatory Authorities (MNRA), which in conjunction with other regulators carried out a gender analysis of media content. Within the working group the Network has analyzed gender stereotypes in news programs, in commercial communications and in sport programs. In 2016, the AEM presented the analysis that reveals discrimination in the way of representation of women athlete and women's sport in news programs on national television/s.

## **Consultation with interested public**

The Council for the Electronic Media adopted reports of conducted consultations with interested public. Two Ordinances have been amended.

1 Ordinance amending the Ordinance on the Register of media service provider, electronic publications and non-profit producers of audiovisual and / or radio program.

2 Ordinance on amendments to the Ordinance on the Fund for the Promotion of Pluralism and Diversity of Electronic Media.

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

The Council for Electronic Media has launched a tender in connection with the allocation of funds of state aid, 01/2017 and 2/2017. 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. The Council for Electronic Media is dealing with the process of justification of allocated funds related to the Fund for the Promotion of Pluralism and Diversity of Electronic Media 01, 02, 03/2015.

### **Analyses**

The Agency for Electronic Media commissioned the study, conducted by IPSOS Puls agency, related to the viewing habits of television, for drafting the strategy of the transition to DVB-T2 and allocation of 700 MHz frequency spectrum and to determine media needs and habits of citizens. This research on the **viewing habits of television** shows that in Croatia television programs are still predominantly viewed on television receivers. Satisfaction with free-to-airbroadcasters in Croatia is relatively low and most viewers are not willing to pay extra for new TV services. This study is a part of the Strategy for transition to DVB T2. Broadband Development in Croatia for the years 2016-2020.

**Results of repeated Survey into Children and the Media in Croatia indicate Positive Changes in the Protection of Children from Harmful TV Content** Survey into the television viewing habits of children in Croatia, which was repeated in November last year, following the implementation of a media literacy campaign, indicates changes in the way children and parents watch television. The majority of children watched TV programs together with their families, while only 11 % spent time alone in front of the TV screen. Two years ago one of three children watched TV programs without adult supervision. Almost all parents, namely 93%, recognized the age ratings signs that indicate the suitability of TV content and knew what they mean for children. Parents considered the appropriateness of the content to be the most important factor when making a decision on what their child can watch; 67% of parents found the media literacy campaign useful. The goal of this campaign from its inception has been to raise awareness about the importance of media literacy amongst parents, caregivers and children, and to highlight the importance of

choosing appropriate content for children. Education and raising the level of media literacy are the best ways to protect children from potentially harmful media content.

### **Electronic Media Days (9th edition)**

The traditional national electronic media conference takes place every year. In 2016, Agency for Electronic Media, in cooperation with the local and regional radio and TV broadcasters' associations HURIN and NUT, organized traditional annual conference the *9th Electronic Media Days*, in Opatija, 22-24 November. The conference gathered around three hundred participants and provided forum for fruitful discussions around topics including revision of the EU AVMS Directive, proposals for amendments of the national electronic media framework, market trends, technology developments, protection of minors and state aid related to the Fund for the Promotion and Diversity of Electronic Media. Panel discussions involved industry representatives but also international experts; Tanja Kerševan Smokvina, distinguished expert on the AVMS Directive and electronic media regulation and Lejla Dervišagić from Media Division of Council of Europe. The highlight of the conference was the participation of the newly appointed Minister of Culture Nina Obuljen Koržinek. She took an active role in the panel discussion about the AVMS Directive where she presented also the reflections from the meeting of the Education, Youth, Culture and Sports Council, held in Brussels on 22nd November and in panel discussion that dealt with the amendments of the Electronic Media Act proposals where she took note of the proposals made and encouraged all stakeholders in approaching the Ministry of Culture in the forthcoming months during which a working group for that purpose will be established.

### **New tenders for concessions**

Electronic Media Council has issued announcement of the intention to grant the radio and television concessions. Television for the area of Primorsko-goranska, Istarska and a part of Ličko-senjska County (D5, MUX D), part of Karlovačka and Ličko-senjska County (D6, MUX D) and Zadarska, Šibensko-kninska, part of Ličko-senjska County (D7, MUX D). For radio: Pag (island) and City of Pula.

**Bilateral cooperation with CAC** In order to strengthen mutual cooperation in the field of electronic media, the Agency for the Electronic Media and the Audiovisual Council of Catalonia signed the Agreement on Cooperation between the Croatian Agency for Electronic Media and the Audiovisual Council of Catalonia.