



# Georgian National Communications Commission

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## Country Report

### **1. Amendments to the Law on Broadcasting**

Georgian National Communications Commission, with participation and recommendations of EBRD and EU experts studied the conformity of the Directive N2010/13/EU of the European Parliament and of the Council of March 10, 2010 on audiovisual media services with the Georgian legislation and submitted the package of legislative changes in respect with audiovisual media services to the parliament of Georgia.

The obligation of bringing the legislation of Georgia on audiovisual media services in compliance with the EU directive 2010/13/EU is defined by appendix XXXIII of the Association Agreement. Full-scale analysis of legislation was made by EBRD, European Commission and European council experts in the area of broadcasting according to which the recommendation on implementing a number of changes in the Georgian legislation which contradict the European legislation.

The prepared package of amendments defines those rules that ensure media pluralism. It also envisages creation of equal conditions for new types of audiovisual media on the market and ensuring availability of media services for disabled people. The draft law ensures protection of minors from harmful effect and efficient response to the programs aimed at incitement hatred based on various grounds.

### **2. Development trends in the field of broadcasting**

The existing media policy in Georgia is one of the liberal ones to carry out broadcasting throughout Europe. After the change of legislation in 2012, any person is able to start broadcasting within the period of 10 days. As a result of the change of legislation, the mentioned sphere became fully deregulated. It is possible to start broadcasting without barriers. Procedures before starting broadcasting are brought to minimum and to receive TV broadcasting, instead of obtaining a license, it is necessary to go through a simple process of authorization. The authorization procedure is almost the same as registration on the website (e.g. entering e-mail address and password and registration) and within 10 days after making the application, it is possible to start

broadcasting. Simplification of procedures and liberal politics significantly increased the number of broadcasters and today media is more varied. Let us remind that before 2012 it was impossible to obtain the license to start broadcasting and there were only 4 national broadcasters in the country (including, the public broadcaster). As for today, there are 21 national Open-Air broadcasters in the country. Overall, 100 TV broadcasters are registered in the country whereas before 2012, only 54 TV stations broadcasted (including regional and cable ones). 57 radio stations broadcast in Georgia.

### **3. Product Placement**

GNCC adopted Guidelines on Product Placement. The aim of adopting recommendations related with the issues of product placement was to inform the broadcasters and other interested parties about obligations envisaged by the current legislation of Georgia and rights and responsibilities of the Commission.

### **4. Media Literacy**

From January 1, 2018, based on the amendments to the Law of Georgia on Broadcasting, news function of development of media literacy, was imposed on GNCC. With the view of developing media literacy in the country and raising awareness within the society, together with the British expert Martina Chapman, the Commission developed media literacy development strategy and the action plan encompassing EU experience, which shall be implemented four main directions.

First direction is the level of awareness about media literacy with the involvement of the public, parents and teachers, protecting against harmful developing their critical and creative methodology. The media literacy department was established at the Commission with this purpose working actively. For developing media literacy in 2019 the Commission will implement five significant projects which have been selected as a result of studying best practices of EU countries and assessing efficiency:

- “Adventures in the world of programming” and “Travelling in a Computer” - a series of books “Hello Ruby” aims teaching the basics of computer sciences to primary school children and developing the skills of critical assessment and analysis among adolescent. This is the opportunity to use technologies through playing, imagination and fantasy. The book has been translated and published in 25 languages, including, English, German, French, Italian, Estonian and Japanese. “Hello Ruby” enjoys great popularity worldwide and in schools of New York and Europe it is the course-book of basics of programming. On the basis of the decision of the author, the Georgian National Communications Commission was awarded the license of publishing the series of Finnish books in the Georgian language.  
3rd and 4th grade schoolchildren of selected 3 state and 2 private schools will study basics of programming with the world recognized book within the scope of the reform of the Ministry of Education from September 2019. The Finnish author of “Hello Ruby” is Linda Lukas who was named among best 50 women operating in the sphere of technologies by Forbes.
- “Happy Onlife” – online application and the board game for adolescent designed with support of European Commission. The aim of the application is to ensure safe and responsible use of digital media through playing which helps children study and assess and analyze critically online content. The given application is regarded as one of the most efficient projects related with media literacy and adapted and available in 9 foreign languages. The Georgian version of the application will be developed within the scope of the project.
- Media economy – the educational short-term course for primary school students to study the principles of digital media economy - the project is aimed at supporting the development of media literacy was recognized by the organization “Evens Foundation” as the best platform. The project

aims at making sure that children study interactively how to select and use media means and, most importantly, obtain information about financial and economic aspects of media.

- Media literacy competition for high school students – the aim of the project is to develop the skills of critical thinking, checking facts, analyzing and assessing among adolescents. Within the scope of the project, adolescents will have the opportunity to discover and analyze disseminated fake news, identify the source and define real facts.
- Online platform of national significance for supporting media literacy development, which will unite various components of media literacy and be adapted to the needs of the target groups.

## 5. Media Academy



# MEDIA ACADEMY

With the view of developing and supporting media literacy in the country the Commission established the non-entrepreneurial (non-commercial) legal entity of media literacy “Media Academy” and appointed David Kakabadze as its executive director. “Media Academy” will be working on developing three significant components of media literacy which are related with the media, journalists, producers and media managers. Media Academy will have 3 main directions:

“The Media School” - provided that together with technological development residential subscriber behavior changes and classical media moves from using media products to utilizing multimedia, this creates great challenges for the media. The Media School will be working in respect with raising the level of knowledge and qualification of multimedia content through its short and long term courses for both beginning and operating managers, producers and journalists.

“Media Criticism” – will be the platform to support the journalists and producers to develop professionally. The online space shall provide high quality, professional media criticism platform. On the other hand, media criticism will serve as the guide for the residential subscriber to identify what kind of media product is being used.

“Media Lab” – the laboratory which will facilitate supporting and funding startups in digital media. The start-uppers who will develop interesting projects in respect with digital media will be given the opportunity to get funding at the media lab and implement interesting projects.