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1. EXECUTIVE SUMMARY

The Audiovisual Media Authority, in its institutional capacity, has mainly implemented the recommendations of the Albanian Assembly for 2017 in the framework of respecting fundamental principles in audiovisual activities and guaranteeing freedom of speech, freedom of the media, and the right to information, while believing that Albanian audiovisual services should reflect Albanian society identity and values, the completely independent development of the sector and quality editorial efficiency, and in the context of fulfilling the Authority's international obligations regarding the digitalization process provided for in the regulatory framework.

The Authority approved its three-year strategy during the reporting year, defining the methodology for fulfilling its legal functions, with the aim of meeting all obligations and legal requirements, and to strengthen public trust in the regulator.

The strategy comprises AMA's main objectives, the schedule of activities to be undertaken to achieve them, as well as their implementation methodology. The strategy is based on two main pillars:

- The Strategic Document
- The Strategic Document Action Plan

The strategic document includes the mission, vision, values, strategic objectives, and the Authority's relevant objectives, in accordance with the legal provisions in force, and the principles of its functioning;

The Strategic Document Action Plan sets forth scheduled priority activities, and expected results for the achievement of strategic objectives, for the 2017 to 2019 period.

Moreover, during 2017, AMA undertook a series of activities to meet its legal obligations among which we would like to mention:

- AMA approved the RTSH Public Broadcasting Service Contract in March 2017, with the Authority's main focus being the assessment of specific progress of its implementation in respect of two main components: development of RTSH's own 12-channel platform, and broadcasting signal coverage percentage throughout the territory of the country. The signal coverage assessment is further elaborated on in the relevant section on page 10.

Six months following the contract approval, AMA conducted an analytical assessment of the program basket content after a 1200-broadcast hours monitoring. The AMA assessment report, which was also forwarded to RTSH in October 2017, set forth the

recommendation on establishing the two children-dedicated channels to a platform, as well as topic-specific channels, such as Lajme dhe Jetë, foreseen under the Contract.

Furthermore, the Public Broadcaster is committed to meeting the requirement of broadcasting at least one newscast in 24 hours in two general channels, RTSH 1 and RTSH 3, for people with special sensory needs, ensuring simultaneous broadcasting on the corner of the screen. Until that date, such criterion was only met by RTSH 1.

- During 2017, AMA held a 9-month consultation process with stakeholders, domestic and foreign experts on improvements to the Broadcasting Code, which is the most important bylaw regulating the audiovisual media activity. Being approved since January 2014, the existing text of the Code has been subject to evaluation for amendments, changes and specifications through a series of face-to-face and virtual consulting meetings with the contribution of the following actors: Commissioner for the Right to Information and Data Protection, Center for Children's Rights Protection, State Agency for Children's Rights Protection, Observatory for Children's Rights, Women's Democracy Network Albania, Albanian Center for Public Communication, National Blind People's Association, Order of Physicians, Order of Pharmacists, Journalism and Communication Department at Tirana University, etc., also including representative from OSCE and the Council of Europe. The final text, which was approved by AMA at the end of 2017, included the most part of the 75 remarks and specific proposals put forth by domestic institutions and organizations, and by the detailed expertise provided by the Council of Europe. The consultation process with stakeholders and the wider public has been also undertaken for the regulation on advertisements and commercial communications, which is under approval, through face-to-face meetings and review of proposals and remarks electronically sent to AMA. The OSCE provided the Authority with a detailed expertise on the said draft-regulation.
- The AMA Periodic Bulletin, a set of indicators on the audiovisual market performance in the Republic of Albania, during 2017, has become a reference point for studies and research for communication and journalism sciences academics, as well as for theses and course assignments preparation for students studying in this field. Since the end of 2017, two well-known non-governmental entities for international projects for media transparency field- Balkan investigative platform, BIRN, and the research and consultancy company, IDRA, based on the data included in the Periodic Bulletin, established cooperation with AMA on information exchange about the audiovisual market, especially about aspects of ownership in this sector.
- Owing to the cooperation between AMA and the Journalism and Communication Department in the Faculty of History and Philology at Tirana University during 2017, a study with the topic: "The crisis in the Albanian television media and the need for a new economic model" was conducted. Its subject matter focused on the performance of

audiovisual operators in our country, to identify important elements related to the management model, commercials market, ownership and co-ownership in the audiovisual activity, broadcasted content impact, etc. The market research engaged 25 university professors and scientific researchers as well as 14 students that conducted surveys in Tirana and other districts. The Department presented a summary paper prepared in the framework of the study at a scientific conference titled: “Economic models of the television industry in Albania”, which was organized in mid December 2017.

- During 2017, AMA collaborated with other subjects operating in the media or human rights field, with the aim of qualifying audiovisual newsrooms. Approximately 160 journalists, editors and field reporters who work in the audiovisual media field in Tirana, or other regions such as: Shkodra, Lezha, Vlora, Elbasan, etc., and 35 students from the Journalism and Communication Department involved in media, benefited from the qualification projects.
- Throughout 2017, AMA continued with the topic assessments with the aim of assessing compliance with Law No. 97/2013 and the Broadcasting Code of broadcasted content on child protection, advertisements and commercial communications, avoiding hate speech and discrimination, etc. AMA has reprimanded the subjects being monitored on legal framework observance, regarding the problems identified.
- Respecting the Albanian language spoken and written standard in audiovisual programs was given importance for the first time. Regarding the problems identified at national or local/regional operators, AMA shall hold a meeting with audiovisual newsroom representatives with the aim of improving the situation.
- The monitoring of the main information newscasts by licensed national subjects reserved for the main political subjects and institutions in the country, political and public life actors, and the amount of broadcasted commercials have been made transparent every month by publications on the institution’s web page, but also every six months with AMA’s Periodic Bulletin. These indicators can be found in the relevant extended sections of this report.
- During the electoral campaign for the 2017 general elections, AMA’s Monitoring Studio infrastructure, and its experts were at the disposal of the Central Election Committee regarding the monitoring of the audiovisual media coverage process, based on Law No. 97/2013 and the Electoral Code of the Republic of Albania.
The Monitoring Studio during the May-June 2017 period provided its services only to the Central Election Committee, based on the Electoral Code of the Republic of Albania, and on the AMA-CEC Cooperation Contract.

In the framework of the Electoral Code and, specifically, of the Media Monitoring Board (MMB), the engagement of the Monitoring Studio was at its highest levels regarding the monitoring methodology adaptation, training of monitoring staff, preparation of the necessary technique and of the respective infrastructure.

12 audiovisual subjects and 2 audio subjects have been monitored regarding newscasts (audio and audiovisual), and also regarding political commercials or television shows, recording a total of:

- Approximately 1800 audio and audiovisual subject's newscasts;
- Approximately 3000 recorded hours for political television shows' broadcasting;
- Approximately 3000 recorded hours for political commercial broadcasting.

COMPLAINTS COUNCIL

During 2017, the Audiovisual Media Authority worked to fulfill the main institutional performance engagements and objectives, and to implement the relevant legal framework. Based on the 2017 Action Plan, the Complaints Council worked to fully achieve its aims and objectives.

Public awareness and reviewed complaints

The establishment of the Complaints Council in 2016, encouraged civic and cross-sector awareness in bringing disputes about audiovisual broadcasting content. During 2017, the number of complaints and issues addressed was double that of 2016, showing an increasing trend of civic awareness. In 2016, 35 complaints were submitted, the majority of which on infringement of child rights protection, while in 2017 the total number of complaints rose to 70, the majority of which on invasion of privacy, violation of human dignity and ethical rules. Specifically, the complaints addressed are categorized as follows:

- 42% on infringement of child rights;
- 40% on violation of ethics and dignity;
- 10% of commercial nature;
- 8% other.

The increasing number of addressed cases, owing also to AMA's response to every complaint submitted, improved the awareness of audiovisual operators and of other subjects, such as advertisement agencies as third parties, regarding a more accurate implementation of the Broadcasting Code.

Activities

During 2017, the Complaints Council held various roundtables/conferences on the ethical issues of audiovisual content. These activities were planned by the Complaints Council as an effective communication and information exchange platform amongst various institutions and organizations, which focus on protecting the fundamental human, governmental authorities and national organizations rights.

The discussions carried out and the recommendations given have helped in developing new approaches for the Complaints Council work and its constructive proposals in the framework of cooperation with other AMA units.

Regulation drafting

Since its establishment, one of the Complaints Council's objectives was encouraging easy and efficient communication with the public. The simplification of the complaint procedures and their review, were reflected in the approval of the new regulation, in line with legal requirements. The Regulation "On procedures for addressing complaints and the exercise of the right to reply" provides for further improvement of the Complaints Council's activity, but also AMSP activity in addressing audiovisual content issues.

Broadcasting Code Revision

The Broadcasting Code revision was deemed necessary to reflect the audiovisual broadcasting content cases reviewed by the Complaints Council. Since the Broadcasting Code was adopted in 2014, it could not provide solutions to some of the citizens' complaints. Hence, the need for improvement arose in light of the technological advancements in audiovisual media during the digitalization process. During its review process, the Council and all other Broadcasting Code implementation stakeholders, proposed amendments and changes that were reflected in the Code's content.

Public surveys

Public Surveys are a means for directly including the public opinion in the assessment of the Broadcasting Code performance. In cooperation with the Journalism and Communication Department at the University of Tirana, two surveys were carried out with the participation of over 200 citizens belonging to different social and gender groups. The survey results and conclusions were also suggested as recommendations for the improvement of the Broadcasting Code, and for AMSP awareness-raising on audiovisual content.

Complaints Council Bulletin

Every six months, the Council publishes a special bulletin summarizing the conclusions for that period. Each complaint addressed and reviewed by the Complaints Council, in cooperation with other AMA Directorates is made public and transparent through this periodic bulletin. The bulletin includes complaint addressing, review and decision-making,

thus serving as a guide to any AMSP coming across similar situations in the future. The publication of every addressed complaint has encouraged the awareness of AMSPs on the implementation of the Broadcasting Code. Institutions, non-governmental organizations and individuals pay closer attention to the issues noted in audiovisual content.

DIGITALIZATION OF AUDIOVISUAL BROADCASTING

During 2017, the Audiovisual Media Authority was mainly focused on its work following up of the audiovisual broadcasting digitalization process.

During 2016, the numeric network infrastructure was built by the national public and private numeric operators, but the implementation of this process was conducted during 2017 with the termination of analog broadcasting in Berat and Korça regions. The process started with the termination of analog broadcasting in the Berat region, being that it has a smaller population, making it easier to determine and address the citizens' requests for numeric television receivers. In addition, should there have been unanticipated issues, it would have had a smaller impact compared to regions with larger populations.

With the aim of fulfilling its engagements set forth in the Strategic Document 2017-2019, AMA carried out its activities based on the close cooperation among audiovisual operators in the market and all other stakeholders.

There was high and technical level cooperation, in the framework of discussing various issues and of finding efficient solutions for the progress of the process. The activities undertaken, the termination of analog broadcasting was made possible in the Berat and Korça regions, with the process continuing in the Fier region.

Meanwhile, numeric broadcasting is provided by the Albanian public operator (RTSH) in other regions, such as Tirana, Durrës, Lezha, Kukës and Dibra, and by national private numeric operators in Tirana, Durrës, Shkodra, Lezha, Vlorë and Elbasan regions.

In the Berat and Korça regions, where analog broadcasting has been terminated, existing local/regional operators now provide their programming supported by one of the numeric national networks.

The focus of 2018 will be the implementation of the digitalization process, followed by the termination of analog broadcasting in Fier, Tirana, Durrës, Shkodra and Elbasan, and then throughout Albania.

Vacating the DD1 band

Another important process carried out in 2017 was vacating the 790-862 MHz (DD1) band.

In 2016, repeated complaints were submitted to AMA by neighboring countries, such as Italy, Montenegro and Macedonia regarding the damaging interference caused by our

audiovisual operators (that used DD1 band frequencies) to their mobile services. In 2017, research and planning were undertaken on the migration of audiovisual operators from this band's frequencies to other frequencies, ensuring that these operators continue with their audiovisual broadcasting to manage the interference problem and complete vacating of the DD1 band.

In March 2017, AMA informed all the audiovisual (analog and numeric) operators that were using the DD1 band frequency channels to provide audiovisual broadcasting, to vacate these channels and to migrate to other channels specified by AMA. The DD1 band was occupied in 48 broadcasting points by 15 analog audiovisual operators and 1 numeric operator. Correspondence continued even after this process, and repeated meetings were organized with local/regional/national operators. Due to this coordination, the frequencies occupied by operators for analog and numeric broadcasting were vacated.

AMA has conducted on-site monitoring for the use of the 790-862 MHz band by audiovisual operators. The monitoring conducted in December 2017 found that this band frequency channels were vacated by 15 operators in 45 broadcasting points. Work continued during that month to vacate the three remaining broadcasting points.

Hence, damaging interference caused by Albanian audiovisual broadcasting to neighboring countries was avoided and this band was made available to mobile services (LTE) in our country.

Avoiding the interference caused by the audiovisual operators of Macedonia to our country was important in 2017. Macedonian operators were using frequencies not included in the GE06 plan, which had been allocated to Albanian audiovisual operators broadcasting in the Korça region. The close communication and cooperation with the Macedonian counterparts led to interference being avoided and analog broadcasting termination in the Korça region within the deadline.

Audio service frequency planning

When considering planning of frequencies for audio services (87.5-108 MHz band), the research undertaken on licensing the two national radio stations, one for the Albanian public operator (RTSH) and the other for any interested private subject is worth mentioning. Albania currently has two national radio station on the air to be increased to four, which is in line with other countries of the region.

License or extension of service area requests have been submitted to AMA. In accordance with these requests, technical studies were carried out on effective specter planning on one hand, and quality broadcasting according to international standards, and avoiding possible interference pursuant the obligations on covering the service area with signal, on the other.

Apart from granting interested party requests, AMA is currently researching granting frequency use in white spaces, where no audio operators are operational, such as Peshkopia,

Mat, Bulqiza, Kukës, Tropoja, Mirdita, Përmet and Tepelena. The aim is to encourage private subjects to provide this service, for residents of these areas to benefit not only from audiovisual broadcasting information/programs, but also from audio broadcasting programs.

Digitalization of cable networks

The increasingly important role of the regulator in 2017 in implementing the digital systems in all audio/audiovisual services is worth mentioning. With Decision No. 182, dated 6.9.2016, AMA took the step to completely migrate cable network audiovisual broadcasting to digital technology, considering the benefits to the Albanian public from broadcasting quality and the wide range of services this technology provides.

In the framework of proliferating the new audiovisual broadcasting technology, in 2015, 2016, and 2017 a decrease in the number of cable network audiovisual service providers was noted, along with an increase in the number of subjects that provide services using new technologies, such as the internet, IPTV, OTT, Internet TV.

SUPERVISORY ACTIVITY

In the framework of the Strategy and the Action Plan for the 2017-2019 period, in 2017 AMA focused on monitoring and progress of the digitalization process, vacating of DD1 band, switching the licensed broadcasters from this band to other frequencies, and the interruption of all unlicensed broadcasting.

In the context of numeric broadcasting, even though numeric broadcasting initiation and successful termination of analog broadcasting in the Berat and Korça allotments (regions), some areas of these allotments are not covered with signal by the licensed national operators, especially by RTSH as the solely public operator using two numeric networks.

The following areas are not covered with numeric signal by the public operator RTSH:

1. Berat Allotment:
 - Sinje Administrative Unit;
 - The three neighborhoods beyond the castle.
2. Korça Allotment:
 - Voskopoja;
 - Dardha;
 - Çërrava;
 - Mokra;
 - Korça – Bilisht road axis (Plasa, Kuç i Zi, rrëzë malit Moravë).

AMA has informed RTSH to take the relevant measures in providing the following areas with signal.

Furthermore, RTSH does not cover with numeric or analog signal and does not provide

audiovisual services to the following areas:

1. Municipalities:

- Himara
- Memaliaj
- Bulqiza
- Klos
- Divjaka
- Gramsh
- Konispol
- Selenica
- Këlcyra
- Librazhd
- Vau i Dejës

2. Administrative Units and villages:

- Rrëshen
- Qukës
- Dhërmi
- Qeparo
- Borsh
- Lukova
- Maqellara
- Lekbibaj
- Fierza
- Poga
- Razëm

As regards to this, AMA has demanded that RTSH immediately provide for all these areas with signal, especially regions where the public operator provides no signal whatsoever.

Respecting the constitutional right to information is an urgent focus of the Authority, while the audiovisual service of the public operator is enabled mainly by citizens' payment of the relevant fee. AMA is closely monitoring the solution of this problem.

In 2017, AMA conclusively vacated the frequency band from illegal audio broadcasting, in order for the frequency specter to only be used by licensed subjects. Hence, during this period, the broadcasting equipment of all radio subjects illegally operating in the country was rendered non-operational, enabling the audio frequency band to be solely used by licensed subjects in line with legal provisions.

The following were identified only during this year:

- 3 radio subjects broadcasting without a license;
- 5 subjects broadcasting although AMA had revoked their license;
- 4 subjects illegally occupying 10 frequencies, as a result of service area expansion without AMA's authorization.

All the subjects in question immediately interrupted their broadcasting, thus enabling the

vacating of occupied frequencies.

During the reporting period, AMA was also focused on the television piracy phenomenon. Apart from exercising its competencies, AMA mainly followed up with priority all complaints, carrying out occasional on-site inspections or monitoring.

In 2017, AMA was more active in exercising its inspection functions by inspecting and/or monitoring all audiovisual subjects. Specifically, AMA monitored and supervised the observance of cinematographic works broadcasting rights.

On the other hand, a decrease in the ratio between fines by inspection groups and those annulled was noticed following complaints submitted by subjects. The number of subjects that exercise illegal activities, whose equipment has been seized, was almost the same.

Due to constant AMA requests, there is significant improvement of the observance of broadcasting rights, mainly of cinematographic ones. Audiovisual subjects have become aware of the importance of abiding by legal provisions and have limited themselves to broadcasting Albanian or foreign cinematographic works, for which they have obtained broadcasting and/or copy rights.

Especially regarding copyrights, AMA has always had the same approach towards all agencies or other subjects that represent and protect copyrights in the country. In this regard, the Authority held meetings with all representative parties that operate in the audiovisual media field on awareness raising and legal provisions for the observance of broadcasting and copyrights.

One of AMA's continuous concerns with collective copyright protection agencies was the lack of transparency towards AMSP subjects and AMA itself. This lack of transparency is firstly relevant in informing AMSPs on the works protected by these agencies. Secondly, in the means used to collect fees (with a request to collect of lump sum fee at the beginning of the year) or the lack of full transparency in revenue distribution. These were two of the main problems, which were also the focus of the ninth Subcommittee meeting "Internal Market and Competition, including Consumers and Health Protection", organized in Brussels on 17 October 2017. The Albanian government attention was called during this meeting on the fact that these agencies had paid no royalties to the authors, despite the fact that AMSP subjects had regularly paid fees imposed unilaterally and without any criteria by the agencies.

For their part, the agencies have not only not been transparent, but following every meeting AMA held with the stakeholders, the Albanian Copyrights Office (still functional during the previous year) carried out collective penalty campaigns against AMSP subjects that complained about the methods and lack of transparency from the agencies in question. These measures were so harsh that all fines were filled out by the ACO on the one date.

With the amendment of the legislation on copyrights, and the reorganization of the Albanian Copyright Office, AMA hopes for a better cooperation between this office and the

AMSPs.

LEGAL DIRECTORATE

With regard to decision-making, AMA has exercised collegial activity as a complete body with all its members, thus fully achieving the objectives stipulated in the special law, which is reflected in the qualified majority decisions it has approved.

AMA has completed the bylaws framework with the adoption of relevant acts, which have a significant impact on audiovisual media activities. The drafting of the bylaws framework included a long public consultation process, providing a discussion forum with stakeholders, and this was done in accordance with the organic law provisions, and in compliance with institutional transparency, and in light of the need to gather opinions, proposals, and comments from stakeholder groups.

The following bylaws were adopted in 2017:

- Regulation “On authorization granting procedures and requirements”
- Regulation “On procedures and criteria for granting local audiovisual broadcasting licenses during the transition period”
- Regulation “On the inspection procedures of the audiovisual activity of audio and/or audiovisual media service providers”;
- Regulation “On compliant addressing procedures and exercising the right of reply”
- “Audiovisual Media Broadcasting Code”;
- Changes to the regulation “On procedures and criteria for granting audio broadcasting licenses”;
- Changes to the Regulation “On determining criteria and procedures for listing audio and/or audiovisual services that are supported by numeric networks”;
- “Payments for a license/authorization and services provided by the Audiovisual Media Authority”;

The approval and entry into force of the abovementioned acts served the effective implementation of the organic law requirements for the achievement of the regulatory authority’s objectives to ensure diversity and quality of programs by public and private AMSPs; achievement of public service broadcasters’ objectives, in line with the provisions of this law, and audiovisual services diversity enhancement.

In addition, some of the approved bylaws focus on resolving aspects related to the process of switching to numeric broadcasting with the aim of implementing mitigating procedures for audio/audiovisual subjects’ part of this process by putting in place adjustments.

The regulation for granting licenses in this transition period has enabled existing audiovisual subjects switching to numeric broadcasting, a category of subjects that are directly affected by this analog broadcasting termination process.

Focusing on the activities regarding switching to numeric broadcasting, importance is given

to listing the national numeric operators' programs (public and private) and those of local/regional operators basing their programs on these networks, AMA has amended the regulation on listing the audiovisual service programs supported by numeric networks to facilitate navigation of these new digital services by the public. Pursuant to the regulation, the Program Logical Numbers (PLN), which identify all audiovisual program service providers were also provided.

The most important amendment made to the bylaws framework on granting authorizations is related to changing the technology used by cable providers, replacing the analog with numeric technology, because the benefits of these technologies are tangible to the consumers, entrepreneurs and for the economic growth of the country.

Pursuant to Article 5 of the organic law that provides for the principle of obtaining and rebroadcasting content from European Union countries and other European countries, AMA has changed the regulation on audio broadcasting license granting procedures, providing for the relicensing process of audio and audiovisual subjects that rebroadcast audio and audiovisual program services from other countries.

Other acts that have completed the regulatory framework of audio and/or audiovisual subjects' activities are the Broadcasting Code, and the regulation on exercising the right to reply.

AMA approved the public broadcasting service contract, an act which regulates RTSH's programming and technical aspects activity, in accordance with the legal provision with Decision No. 18, dated 02.03.2017. This act was amended with AMA's Decision No. 82, dated 29.05.2017, granting RTSH the right to provide free of charge national audio services through "Radio Tirana Klasik".

During the reporting period, pursuant to the obligation stipulated in Law No. 97/2013, as amended, the Authority concluded the license granting procedure for community audio services, a service that aims at promoting the needs of specific communities.

In order to guarantee the achievement of legal objectives and in compliance with the authority's approved action plan, AMA will continue the process of further completing the Legal Framework through drafting and adopting bylaws, aimed at sustainable development for audiovisual media service providers.

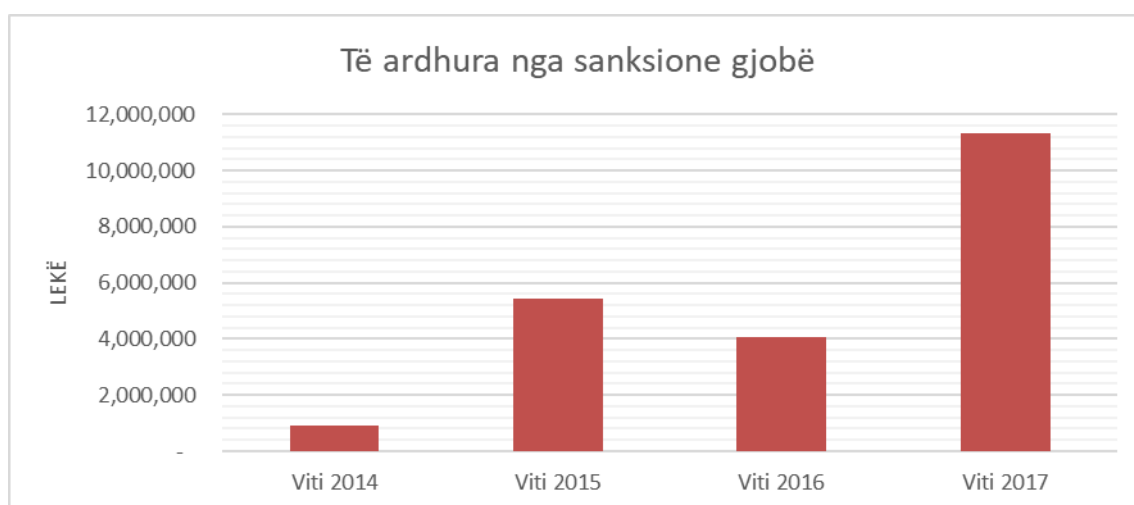
The administrative acts issued by the authority were the subject of case by case judicial investigation and review, mainly in First Instance Courts. After the adjudication of 64 cases litigated by AMA, 51 trials were decided in AMA's favor, finding the authority's decision making just and in compliance with the law.

In addition, in line with legal provisions on executive title implementation, in 2017 AMA continued to issue executive orders against unpaid fines, awarding service contracts to private bailiffs services for collection. The execution of AMA's decisions is considered a component affecting authority growth. Compared to 2016, during which service contracts were awarded for the execution of 16 executive titles (out of which 6 titles were fully and

completely executed), in 2017 contracts were awarded for the execution of 51 executive titles (out of which 26 titles were fully and completely executed).

ALL

| Years | Revenue from sanctions/fines |
|-------|------------------------------|
| 2014 | 928,668 |
| 2015 | 5,430,724 |
| 2016 | 4,084,791 |
| 2017 | 11,325,738 |



HRFA DIRECTORATE

AUTHORITY ACTIVITIES

In addition, in 2017, the Audiovisual Media Authority continued its stakeholder activity regarding important audiovisual media issues.

AUTHORITY PUBLICATIONS

In May 2017, the Authority published Periodic Bulletin No. 1 with data from audiovisual market dynamics in the Republic of Albania for the January-June 2016 period and in December 2017, it published Bulletin No. 2 with data from the audiovisual market for the June-December 2016 period.

Bulletin No. 1 and No. 2 are a summary of the audiovisual media sector indicators. They increase the transparency of audiovisual activities and better display the impact on the

audiovisual media market and consumers.

Two meetings were held to introduce these two bulletins: “The transparency of audiovisual activity: impact on the market and the consumer” and “The mission and function of a Periodic Bulletin - review of the First Edition indicators dynamics”. The guests at both activities were from State Labor and Social Services, INSTAT, Journalism and Communication Department of the University of Tirana, the Albanian Media Institute in Tirana, and representatives from the private sector.

In December 2017, the third Complaints Council Bulletin was published. The Bulletin was presented at a roundtable on the audiovisual content quality improvement challenges and concerns. Participants at this roundtable included various actors from the Media Commission, the Ministry of Social Welfare and Youth, the Ministry of Education, the Albanian Media Institute, Journalism and Communication Department of the University of Tirana, the Commissioner for the Right to Information, the Commissioner for Protection Against Discrimination, the Agency for the Protection of the Child, journalism students, international partners, etc.

AMA’s Periodic publications can be accessed on AMA’s official website, www.ama.gov.al.

PUBLICATION OF “NEWS IN THE MEDIA” BOOK

AMA supported and made possible the publication of the “News in the media” book, by Hamit Boriçi and Sami Neza. This book of value in the field of journalism and communication is the work of renowned authors from the field of journalism and media research. This book targets an audience in contact with journalism products in Albania, with the aim of increasing the broadcasting and news publication quality. The book was published to address the need to approach western journalism methods and experiences in Albania.

PUBLICATION OF THE “TYPES OF DISCOURSE” BOOK

AMA supported and made possible the publication of the “Types of discourse” book by Hysamendin Feraj. The book is a report on audiovisual media and a result of the reply to a request announced by AMA to research the types of discourse in the debate/forum television shows in audiovisual media.

The research was based on watching/listening to approximately 300 hours (289.9), or 37 working days of such television shows, broadcast by national and local audiovisual media from 1 March to 31 May 2016.

PUBLICATION OF THE “MEDIA IN THE EYES OF YOUTH” RESEARCH PAPER

The research was developed by the Albanian Media Institute and it analyzes the relationships of Tirana youth with traditional media, and media trends or approaches in the current technological context. The research project was financially supported by the

Audiovisual Media Authority.

PUBLICATION OF AMA'S SECOND PERIODIC NEWSLETTER

In 2017, AMA's second Newsletter was published. The newsletter aims at publishing the Authority's main activities and focuses on audiovisual media issues. In February 2018, the third edition of this newsletter was published, which focused on the work relationship of journalists.

World Press Day

On 3 May 2017, on World Press Day, in the framework of joint institutional engagement, the Audiovisual Media Authority organized an event at the news office of the institution, for all actors that contributing to the media field.

The participants of this activity were Albanian media executives, representatives of national institutions with headquarters in Tirana, and other actors, who play a crucial role in mobilizing and coordinating the forces to regulate the media market.

"Fake News and the challenge for truth in the media" Conference

The Complaints Council, in line with the objectives stemming from Law No. 97/2013 and the Broadcasting Code, but also from other AMA regulations, organized a conference on "Fake News and the challenge for truth in the media" in October 2017.

COOPERATION AGREEMENTS

The Audiovisual Media Authority has undertaken some initiatives to increase cooperation with other state institutions, such as the Competition Authority, the Ministry of Culture (Copyrights Directorate), the Consumer Protection Commission, the General Tax Directorate, the Ministry of Internal Affairs, the General Prosecution Office, and the General Directorate for the Prevention of Money Laundering.

The initiative for entering a cooperation agreement between our institutions follows the request of the Parliament of the Republic of Albania to establish a space and enhance cooperation among legally established bodies, such as our institutions.

Based on the abovementioned, and taking into consideration that the cooperation and coordination of the activities among AMA and these institutions will improve the standards and conditions for a free and efficient audiovisual market in compliance with European standards, within the reporting period AMA proposed entering cooperation agreements with the abovementioned institutions, preparing a draft-agreement focused on setting out the cooperation areas and forms to make decision on and guarantee the implementation of Law 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.

TRAINING AND DEVELOPMENT SESSIONS

The cooperation with the Albanian School of Public Administration continued during the reporting year, during which AMA trained 11 employees in total. The types of training sessions these employees participated in at the ASPA, were as follows:

In depth training for 10 employees. Through this training, the employees were introduced to the fundamental principles, administration organization, legal framework, best management of resources to achieve the objectives, focusing on:

- The constitutional principles, as the basis of the public administration activities on respecting human rights;
- Transparency and efficiency in achieving objectives and implementing the legislation;
- The rights, tasks and responsibilities of state administration civil servants;
- Conduct, integrity and the fight against corruption;
- Efficient management of human and financial resources;
- European integration process, main tasks and challenges.

One type of training was professional adaptation in the workplace, thus providing general knowledge to the human resources unit on:

- Public administration employee register management system- Structure module
- The “Support in the Civil Services Reform in Albania” twining project training, on: Ethics, values and discipline in public administration.

In addition, the Audiovisual Media Authority is one of the first institutions which committed to promote environmental policies and support environmental practices. For the first time, in cooperation with Ms. Kristina Glasser, expert at Creative Business Solutions, AMA has trained 50 employees on “Energy efficiency and adopting an action plan for its improvement”. This training, which was the first of its kind, informed and raised the awareness of all the staff on saving electricity and preserving natural resources.

A collaboration with one of the international experts with many years of experience in the field of human resources management, Ms. Michele Barley was made possible staff training sessions. Two training sessions were organized with her assistance:

- The training of 40 civil servants on the topic: “Increase of efficiency in achieving the objectives and the role and responsibility of each civil servant”. The training, through the selected methodology, enabled an interactive communication with each participant civil servant, thus creating a different and extremely effective means of information, idea, concept transmittal on managing and orienting human resources.
- Advanced training of organizational units management level, with the topic: “*Staff/individual performance management*” with the participation of 10 civil servants from management level, to enhance their management capacity building and promoting their professional development, with the purpose of

gaining experience according to the responsibility and specific rights fields that they cover.

In 2017, in the framework of cross-institutional cooperation with organizations and institutions that operate in the media field, AMA acknowledged the approach for partnership with the Council of Europe in the framework of the joint EU-CoE project “Enhancement of the Albanian Human Rights Protection and Anti-Discrimination System”, which enabled the training of 20 AMA employees. AMA’s role in monitoring broadcasted programs by audiovisual media service providers and the sanctioning of discriminating practices was one of the issues discussed during the training.

In the general framework of training programs, another training type was the participation of an AMA employee in training sessions carried out by the Leiden Law School, the Netherlands Helsinki Committee and The Hague Academy for Local Governance, where each participant was given the opportunity to be introduced to the best practices in the media field and beyond.

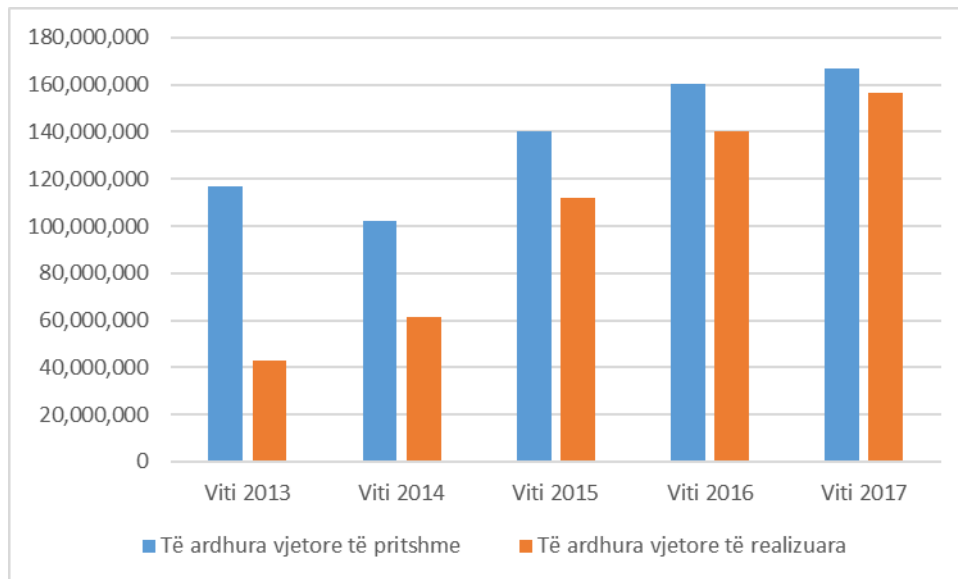
FINANCE

The Audiovisual Media Authority, as a self budgeted institution, ensures the fulfillment of its functions through its own financial resources. In this framework, the improvement of the Authority’s financial activity indicators and the increased efficiency of using these resources was one of the main objectives realized in 2017.

With its own funding sources, AMA made important investments and expenditures in order to adequately carry out its functions and activities. Despite the increase of revenue collection in 2017, AMA did not have enough budget to make investments and expenses that fully achieve its 2015-2017 Strategy and Action Plan objectives.

The achievement of AMA's annual objectives was focused on:

- Increasing revenue collection, through liquidating obligations from previous years and from 2017;



- Achieving one of AMA's strategy and the three year action plan objectives.

Pursuant Law 97/2013, as amended, the 2017-2019 Strategy and Action Plan, Decision No. 220, dated 01.12.2017 "On determining the payments for licenses/authorizations and services provided by the Audiovisual Media Authority" was approved. With this decision, all payment types and measures were included in a single administrative act, to be implemented by AMA. AMA's following needs were reflected in the act: the need to increase the level of self-funding to cover institutional expenses; to review the payment measures for AMSPs according to the new administrative division and inflation level; to review the payment measures for new audio/audiovisual services, provided in light of technological developments.

- Improving AMSP financial statement filing for 2016

Pursuant Law No. 97/2013, as amended, 2017 saw a considerable improvement in AMSP financial statement filing for 2016.

The 2017 binding measures, with citations for AMSPs that did not submit the 2015 financial statements was reflected the filing improvement in 2016.

The institution's new facilities

Pursuant DCM No. 468, dated 03.06.2015 "On transferring administration responsibilities for the ground, first, and second floor of the building called "Atelier for the Radio and Television décor" from the Albanian Radio and Television to the Audiovisual Media Authority and the investment supported completely by AMA funding, since April 2017, the institution carries out its activity in a new building, which is functional and contemporary.

The building was developed in line with all construction and safety instruments for physical and logistic access standards. Apart from all staff being accommodated in dedicated office space, according to the organizational chart, an issue that was not resolved in the previous building is now resolved in the new one. The new building has appropriate space for conferences, various events, space for audit teams, representatives and various guests.

All the instruments for physical safety and for preventing or identifying danger factors such as fire, water, etc., have been installed. The building has special areas for information-communication and data processing infrastructure, and for technical equipment of the monitoring studio.

2. AUTHORITY STRATEGY

During 2017, the Audiovisual Media Authority tried to achieve the main engagements and objectives regarding the institution's progress, and also implement the legal framework. Through Decision No.28 dated 29.03.2017, AMA approved the "Audiovisual Media Authority Strategy and Action Plan", which stipulates the main aims and activities for achieving AMA's objectives. The Action Plan stipulates the activities AMA needs to carry out during the 2017-2019 period.

In 2017, taking into consideration the recommendations of the Albanian Parliament Resolution, AMA prioritized the implementation of the Action Plan, by:

- Drafting and following up on legal procedures upon the approval of regulatory acts stated in the Annual Report.
- Approving the public broadcasting service contract, and its appendix with AMA Decision No.18, dated 02.03.2017.

In the framework of ensuring diversity and pluralism, and promoting conscious broadcasting, which aims at improving audio and audiovisual content, the following have been planned:

- legislative improvement (AMA's Broadcasting Code, commercial communications and advertising regulation);
- topical assessments of sensitive problems regarding broadcasted content (protection of minors, commercials, hate speech and discrimination, etc.)
- holding forums with AMSPs on specific topics (implementation of the Broadcasting Code, advertising and commercial communications);
- cooperation with partners on training sessions with journalists and market situation research (ethics in audiovisual broadcasting, gender equality, protection of minors, journalists in digital broadcasting conditions);
- AMA's Periodic Bulletin has continued to be published, along with significant data from AMSP performance. The collection, administration, and publication of information on the audiovisual media sector in the Republic of Albania as one of the main functions set forth by the law for AMA, was one of the main drivers for starting the periodic publication of this Bulletin, presenting to all stakeholders the indicators

and performance of the audiovisual media service providers (AMSPs), including data on ownership, commercial revenue, employment, etc.

The developments undertaken regarding the consolidation of institutional transparency and accountability have been elaborated in Paragraph 8.1 of this report on the Transparency Program.

3. AUTHORITY GOVERNANCE

In exercising its legal competencies, sanctioned in Law No. 97/2013 “On Audiovisual Media in the Republic of Albania” as amended, AMA’s decision-making has been carried out by granting licenses for national numeric broadcasting, authorizations for providing and relaying audio/audiovisual media services, renewing AMSPs licenses/authorizations, reviewing administrative complaints, but also other issues included within AMA’s activity.

During the administrative procedure of reviewing the documentation submitted by the subjects on granting licenses/authorizations or on their renewal, the observance of the conditions stipulated in the law and the license by the subjects that operate in the radio-television sector, was taken into consideration. Thus, during the review of license renewal requests, the verification of the observance of license/authorization criteria and conditions was carried out regarding the programs, financial obligations during the exercise of its activity, and the implementation of the legislation in general, and of Law No. 97/2013 in particular.

As was the case in 2016, during the reporting year, special attention was paid to guaranteeing continuous transparency on AMA’s activity, and uninterrupted communication and cooperation with all subjects involved in the media and broadcasting/copyrights fields. In this respect, during the reporting period, AMA did not prioritize repressive sanctions, but ensured continued communication with AMSPs regarding the protection and observance of broadcasting and copy rights.

We would like to note that the monitoring of broadcasted programs found a considerable decrease of program broadcasting without having obtained copyrights. In particular, cinematographic works broadcasting by local operators has been limited to broadcasting of works produced in Albania and by Albanian authors, since securing broadcasting and copyrights for these works is easier, compared to the rights of foreign works.

AMA, based on the functions granted by the organic law on monitoring the radio/audiovisual activity, has also approved decisions on revocation, invalidity, non-renewal or non-granting of licenses/authorizations for some subjects, which have not respected the conditions and criteria set forth in the law and approved license/authorization.

In 2017, AMA decided to:

- Grant community audio broadcasting licenses for 4 subjects;
- Grant authorizations for 2 subjects to provide audio/audiovisual programming services, or to expand/restrict the coverage area for 8 subjects;

- Renew audio broadcasting licenses for 10 subjects, renew and replace analog audiovisual broadcasting licenses for 18 subjects, and renew authorizations for 22 subjects;
- Not grant authorization for 8 subjects, to find the licenses and/or authorizations of 19 subjects invalid, to revoke the license and/or authorization for 6 subjects and to suspend renewal application review for 1 subject;
- Approve changes made to the request for license/authorization of 10 subjects' data.

In order to ensure observance of legal provisions on the ownership of broadcasting contractors' structure, AMA has periodically verified the data on changes made by the audio/audiovisual media service providers on the National Business Center's official website, of which the regulatory authority was not notified.

Following the controls carried out, AMA initiated administrative procedures against AMSPs by requiring information and legal documentation on changes made to the license/authorization data, and on a case by case basis, by imposing respective sanctions. AMA has fined 5 AMSP subjects in relation with this administrative offense.

During the reporting period, pursuant to the AMA law, the process for granting community audio broadcasting licenses was concluded. Upon approval of the regulatory framework on granting community audio broadcasting service licenses, and pursuant to Law No. 97/2013, as amended, and Decision No. 55, dated 04.04.2016, which approved the regulation on granting community audio broadcasting licenses, in December 2016, AMA publicly announced the procedure for granting community audio broadcasting licenses in 4 service provision areas, specifically: Tirana, Durrës, Lezha and Shkodra regions; Tirana, Durrës, Elbasan and Berat regions; Tirana, Durrës, Fier and Elbasan regions and Tirana and Durrës regions.

With Decision No. 20, dated 02.03.2017, AMA announced the opening of the competition for granting community audio broadcasting licenses for the Tirana, Kamza, Vora, Durrës, and Shijak Municipalities.

4 applications were submitted to AMA on the dates which were determined as the submission deadlines.

Upon reviewing the documentation submitted by the applicants, AMA decided to:

- Grant a community audio broadcasting license to the Muslim Community of Albania for the subject "Radio Spektrum" for service provision in Tirana, Kamza, Vora, Durrës, Shijak Municipalities. (Decision No. 59, dated 10.05.2017);
- Grant a community audio broadcasting license to the Radio Maria Association for the subject "Radio Maria" for service provision in Tirana, Durrës, Lezha and Shkodra regions; (Decision No. 60, dated 10.05.2017);
- Grant a community audio broadcasting license to the Autocephalous Orthodox Church in Albania for the subject "Radio Ngjallja" for service provision in Tirana, and Durrës, Shijak Regions (Decision No. 61, dated 10.05.2017);

- Grant a community audio broadcasting license to the Bektashi World Center in Albania for the subject “Radio Dodona” for service provision in Tirana, Durrës, Elbasan and Berat regions; (Decision No. 62, dated 10.05.2017);

4. THE AUTHORITY AS REGULATOR FOR A RESPONSIBLE AUDIOVISUAL MARKET

4.1. Topical assessment of broadcasted content

In the monitoring process of content broadcasted by AMSPs, AMA also conducts analytical and topical assessments, to assess the observance of the requirements of Law No.97/2013 and the Broadcasting Code. In 2017, the assessments focused on:

- a. protecting children in national television broadcasts;
- b. managing advertisement and commercial communication slots;
- c. avoiding hate speech and discrimination;
- d. respecting the Albanian language standard in audiovisual contents;
- e. avoiding inappropriate and unethical content in music channels.

a. Protecting children in national television broadcasts

One of AMA’s priorities remains protecting children from broadcasted audiovisual content, hence this aspect is constantly in the focus of topic assessments carried out on the broadcasted content by AMSPs. In June 2017, AMA monitored 4 national televisions: RTSH 1, Top Channel, Klan and Vizion Plus on issues related to the observance of the:

- right of children to privacy;
- aspects of child identification in broadcasted content;
- interview standards;
- requirements of the Broadcasting Code regarding commercials, entertainment culture programs and films;
- displaying audiovisual programming warning labels for child protection, etc.

In information programs (newscasts), all four televisions generally respected the requirements of the Broadcasting Code on child protection. However, cases of infringement of their right to privacy were identified, but compared to previous assessments, they were fewer in number. Another unresolved issue in national television broadcasts is the display of warnings labels for unsuitable or PG programs for children. It was noted that programs dedicated to children are few in number in these televisions, but this phenomenon is relative in the current conditions of the audiovisual market, where each subject is part of the digital platform, which has special topical channels that show only children’s programming.

b. Managing advertisement and commercial nature communication slots

One of AMA’s main focuses were and still are advertising and commercial communications slots, where it encourages audiovisual subjects to respect the legal framework currently into force, with the aim of informing and orienting the public in the best manner possible. Following the topic assessment on this aspect, in March 2017, the Authority held a meeting in Tirana with the audio and audiovisual subjects. Besides representatives from AMSPs, AMA partners such as: the State Agency for the Protection of Children’s Rights, Order of

Physicians of Albania, Order of Pharmacists of Albania, and experts from the Journalism and Communication Department in the University of Tirana, Albanian Media Institute, etc., who play an important role in achieving and cooperating for regulation the commercials market were also invited to the meeting.

The meeting allowed for a discussion among the parties on the introduction of findings and identified phenomena during the monitoring of broadcasted content by the audiovisual subjects; management methods of commercial slots and their impact on the audience; commercials and child protection; audiovisual promotion of health and drug recommendations through audiovisual broadcasts, etc.

Based on the problems and sensitivities that were mentioned during the meeting, AMA conducted a monitoring exercise focused on broadcasting advertisements and commercial communications on healthcare services, and various drugs given only with a medical prescription in four national televisions, specifically RTSH 1, Klan TV, Top Channel and Vizion Plus. Apart from RTSH 1, which respected the requirements of Law No.97/2013 regarding the above-mentioned issues, the other three private operators have committed infringements. These infringements were mostly regarding news stories and television show content, which included hidden commercials on the services provided, or regarding the promotion of various health treatments. All the drugs advertised were such that do not require a medical prescription.

The same assessment was conducted for News 24, Ora News, Report TV and ABC News, by monitoring the commercial slots in the corner of the screen and with subtitles; television sales; commercial communications, and also hidden commercial communications. It was noted that these operators also committed infringements, mostly regarding the broadcasting of news stories that functioned as hidden commercials. The same was noted for commercials slots in the corner of the screen.

In regard to the above-mentioned problems, AMA has reprimanded AMSPs on avoiding future infringements, but nonetheless, the assessment process shall continue, aiming at implementing the requirements of Law No.97/2013 and the Broadcasting Code. Should there be future similar infringements, sanctions shall be imposed based on the legislation in force. Moreover, specific improvements on medical services, and various drugs given only with a medical prescription, have been foreseen in the draft-regulation on advertising and commercial communications. AMA has consulted with and collected the opinions, suggestions and proposals of stakeholders, or partners operating in these fields, including the Physicians Order of Albania and the Pharmacists Order of Albania, which are both specialized structures.

c. Avoiding hate speech and discrimination

In November 2017, pursuant to Law No.97/2013 and AMA's Broadcasting Code, a topic assessment on the use of hate speech and discrimination in broadcasted content by the following national televisions: RTSH 1, Top Channel, Klan TV and Vizion Plus was undertaken. It was focused on information, debate or entertainment programs and column content, in which the journalists or guests themselves addressed current topics that have a big impact on the audience, confronted their opinions and attitudes on various topics, on current issues and social, economic, political, cultural, etc., perspectives. Nonetheless, borrowed content (from third parties) such as movies, documentaries, TV shows, etc., were not left unaddressed.

The assessment did not violate the freedom to expression and pluralism in audio and audiovisual broadcasts, but aimed at identifying specific cases of hate speech use and discrimination against individuals, different social groups, institutions, etc.

The detailed assessment during the first two weeks of November 2017, found that the four national televisions being assessed had not committed infringements of the law and Broadcasting Code, as regards the use of hate speech and discrimination. Regardless, AMA will plan such topic assessments in the future on broadcasted content not only by operators with a national license, but also by those with a local/regional license.

d. Respecting the Albanian language standard in audiovisual contents

One of the main focuses of the 2017 topic assessments was the written and spoken language used by national televisions, aiming at the assessment of respecting Albanian language standards. AMA considers this not simply as a legal obligation regarding the activity of public and private radio-television operators, but related to the fact that linguistic culture has a direct and indirect impact on the cultural, linguistic and literary formation of the audience, mostly of children and youth. On the other hand, the protection, preservation, development and enrichment of the Albanian language is a civil and patriotic responsibility of specialized academic institutions, but also of mass media outlets. Public interest for the preservation and development of language is always high, due to the fact that it is the foremost and most important sign of national identity. Language standard in media is a guarantee for communication culture, respecting the ethical and professional principles and requirements in radio-television programs. The main focus were RTSH 1, Top Channel, Klan TV, and Vizion Plus, due to the fact that national televisions need to make a linguistic culture that is in line with the national standard language norm part of their activities.

The review noted that national televisions are generally more attentive and careful in respecting the Albanian standard language in the programs they broadcast. Efforts for the recognition and assessment of Albanian language orthography rules and the ethics of television linguistic communication, by avoiding the use of jargon and vulgar expressions have been increased. The program presenters and moderators are still characterized by the disturbing phenomenon of using unnecessary foreign words, even when they can be completely avoided by using the respective Albanian language words. A repeated infringement is the orthographic norm for spelling foreign proper names and name case suffixes in news subtitles. The absence of the letter “Ë” (capital) and “Ç” (capital) in newscast subtitles infringes the orthographic norm, and makes them difficult for viewers to understand.

AMA submitted a letter to the monitored AMSPs, reprimanding them on the review findings. In addition, considering this as an important component of audiovisual broadcasts, AMA will conduct a review on the news televisions. A work, information and awareness-raising meeting has been planned for 2018 with AMSP representatives on the problems faced and to encourage respect for the written and spoken Albanian standard language, through the engagement of Albanian language experts and researchers.

e. Avoiding inappropriate and non-ethic content in music channels.

In October 2017, AMA focused on the broadcasts of music televisions, based on viewers' concerns for inappropriate lyrics or videos with violent or erotic scenes, which are broadcast during the day when children could be watching. While AMA appreciates the engagement of these subjects in promoting national culture, specifically promoting music creativity and performance in the Albanian language, it has identified content which infringes the requirements of Law No. 97/2013 "On audiovisual broadcasting in the Republic of Albania", and AMA's Broadcasting Code, thus not respecting the rights, interests and moral and legal requirements for the protection of minors.

As stipulated by the law in Article 4, paragraph 1, subparagraph b, audiovisual broadcasting activities shall especially respect the moral and legal rights, interests, and requirements for child protection. Similarly, Article 33, paragraph 1, subparagraph d, provides that "the audiovisual service provider must respect the ethics and public moral rules..."

These legal requirements are emphasized and improved upon in AMA's Broadcasting Code. Section 1, paragraphs 1.4 and 1.7, and Section 5, paragraph 5.29 state that in cultural and entertainment programs, AMSPs must keep in mind the public's sensitivity and the impact these programs could have on the moral, mental and physical development of minors." Similarly, paragraphs 5.32 and 5.33 of the Code determine that when programs harmful to children are broadcast, they must be preceded by an acoustic or visual warning, and paragraphs 5.34 and 5.35 determine that AMSPs need to keep in mind the impact level caused by content harmful to children and that they need to avoid the risk of television addiction and model imitation.

Upon the conclusion of the review, AMA reprimanded the monitored subjects on avoiding such broadcasts during inappropriate air times for children. Should this infringement be repeated, the Authority shall proceed in accordance with the requirements of the legal framework in force.

4.2. Content Monitoring

In addition to AMSP analog broadcast recording, in 2017 the Monitoring studio started the recording of digital audiovisual broadcasting as well.

10 recording computers are operational for the monitoring of analog broadcasting, in line with an approved plan in with the requirements by other directorates or with the complaints of third parties, which record the audio and audiovisual subjects broadcasting in Tirana, and the Abcom platform from 07:00 AM to 04:00 AM of the following day (restarting again at 07:00 AM).

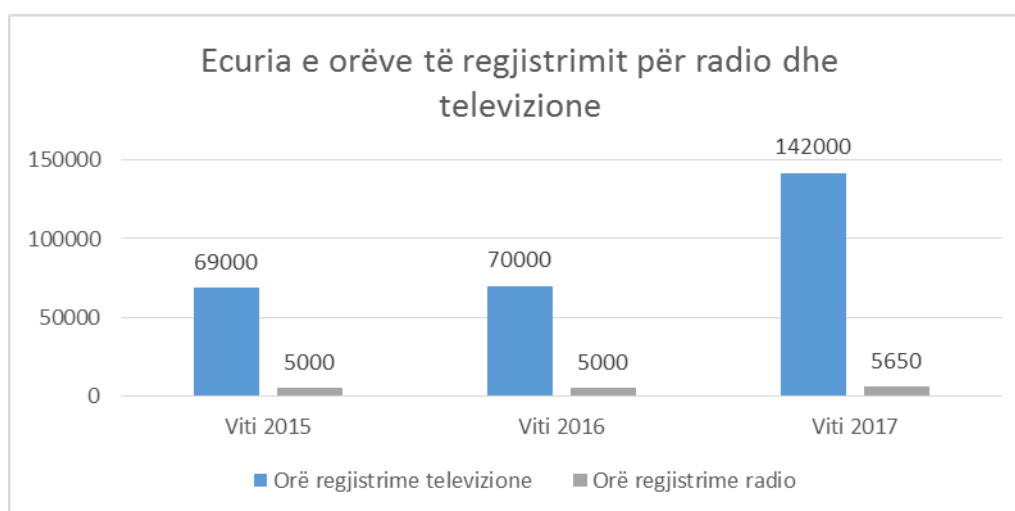
16 recording units (24/7 recording) are operational to monitor digital broadcasts.

From the statistical point of view, the following were recorded last year:

- *approximately 70,000 hours of audiovisual broadcasting, 2,500 hours of audio broadcasting in national subjects, and 650 hours of audio subject broadcasting requested by third parties in analog broadcasting.*
- *approximately 72,000 hours of audiovisual broadcasting and 2,500 hours of audio broadcasting in digital broadcasting*

which compared to 2016, are as follows:

| Year | 2015 | 2016 | 2017 |
|---------------------------|--------|--------|---------|
| Television recorded hours | 69,000 | 70,000 | 142,000 |
| Radio recorded hours | 5,000 | 5,000 | 5,650 |



Apart from recording audio and audiovisual broadcasting, which are part of the Audiovisual Media Authority's Archive, the Monitoring Studio is focused on monitoring:

- Commercials;
- Newscasts;
- Programming obligations;
- Addressing of public complaints;
- Addressing of operator complaints;
- Monitoring of broadcasting rights;
- Monitoring of copy rights;

*In 2017, the Archive and Monitoring Studio carried out **275** monitoring sessions of Audiovisual media service providers (AMSP), while 22 (63 days) AMSP subjects program recordings, that cannot be monitored by the Monitoring Studio, were requested.*

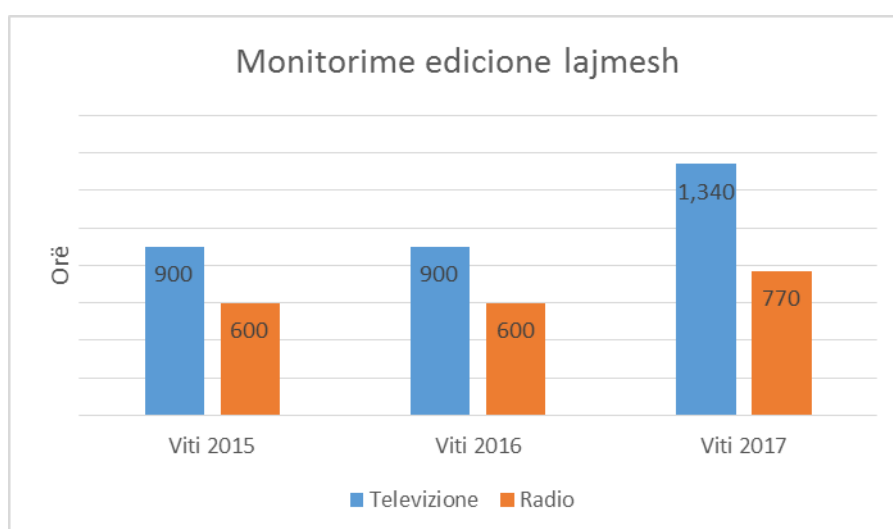
- A total of 16,000 hours of national audiovisual subject commercials were monitored.

- A total of 2,100 (1,340 newscasts of national audiovisual subjects and 770 newscasts of national audio subjects) 2,100 newscasts by national audio and audiovisual subjects were monitored.
- Programming monitoring regarding broadcasting and copyrights:
 - A total of 6,700 hours of broadcasting by local subjects,
 - A total of 2,100 hours of broadcasting by the Tring and Digitalb platforms,
 - 1,260 hours of broadcasting (in the context of 22 requests or 63 days of recording) for subjects that cannot be recorded by the Monitoring Studio.

Compared to 2015 and 2016, the data are as follows:

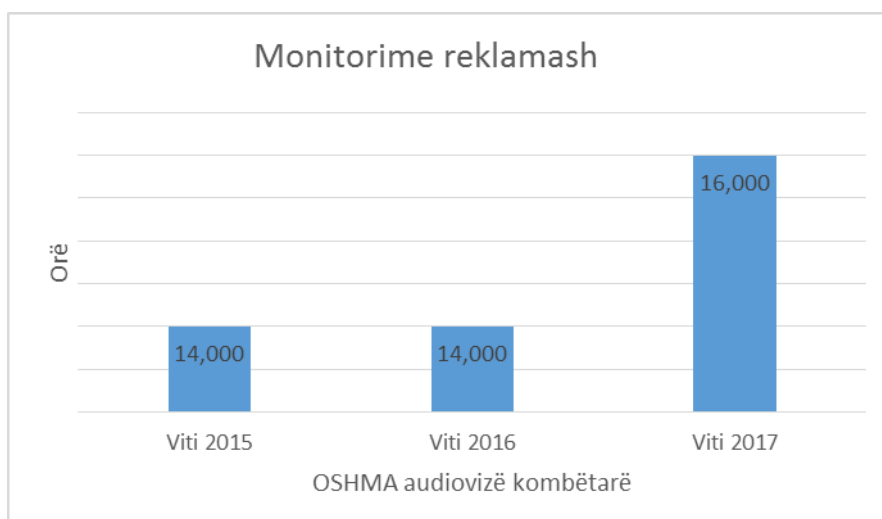
A. Newscasts monitoring

| | AMSPs category | Year 2015 | Year 2016 | Year 2017 |
|---|----------------|-----------|-----------|-----------|
| 1 | Televisions | 900 | 900 | 1,340 |
| 2 | Radios | 600 | 600 | 770 |



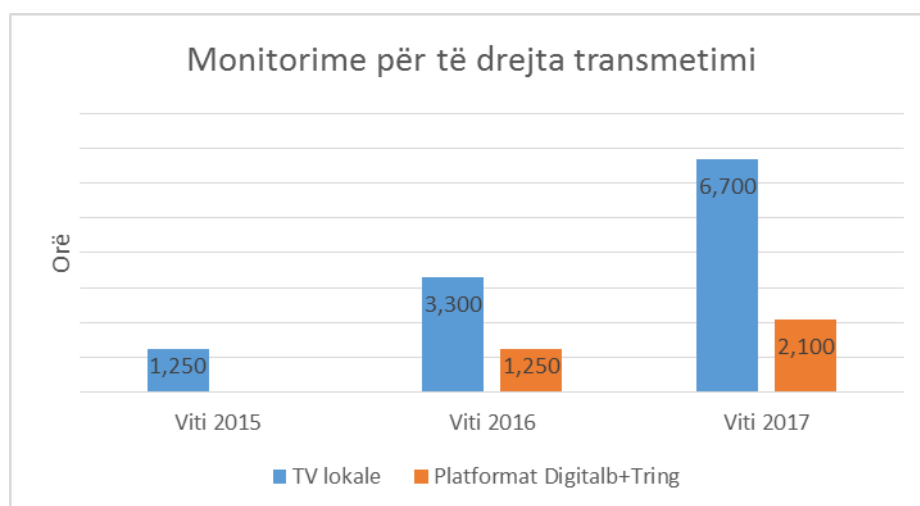
B. Commercials monitoring

| | AMSPs category | Year 2015 | Year 2016 | Year 2017 |
|---|-------------------------------|-----------|-----------|-----------|
| 1 | National audiovisual subjects | 14,000 | 14,000 | 16,000 |



C. Monitoring of broadcasting rights;

| | AMSPs category | Year 2015 | Year 2016 | Year 2017 |
|---|------------------------------|------------------|------------------|------------------|
| 1 | Local televisions | 1,250 | 3,300 | 6,700 |
| 2 | Digitalb and Tring Platforms | | 1,250 | 2,100 |



During the May – June 2017 period, AMA’s Archive and Monitoring Studio provided services exclusively for the Central Election Commission, based on the Republic of Albania’s Electoral Code and the AMA-CEC Cooperation Agreement.

Based on the Electoral Code, the monitoring of the electoral campaign as covered by the electronic media is undertaken by the Media Monitoring Board (BMB). The Monitoring Studio was fully committed to adapting the monitoring methodology, training the monitoring staff, developing the necessary techniques and relevant infrastructure at AMA’s

Monitoring Studio.

During the electoral campaign, 12 audiovisual subjects and 2 audio subjects were monitored regarding newscasts (audio and audiovisual), and political commercials and TV shows broadcasting, as follows:

- Approximately 1800 newscasts of audio and audiovisual subjects;
- Approximately 3000 hours of recording for political TV shows broadcasting;
- Approximately 3000 hours of recording for political commercials broadcasting;

Air time of main newscasts by national subjects

During the monitoring process of content broadcasted by subjects with a national license, a main focus is the monitoring of their main newscasts. The following are monitored:

| | |
|--------------------|------------------------|
| -RTSH | (Newscast at 08.00 PM) |
| Top Channel | (Newscast at 07:30 PM) |
| TV Klan | (Newscast at 07:30 PM) |
| Vizion Plus | (Newscast at 07:30 PM) |
| Radio Tirana | (Newscast at 08:00 PM) |
| -Top Albania Radio | (Newscast at 04:00 PM) |

The monitoring of the main newscast is selection of a subject's information flow, which is considered by AMA as one of the main indicators of the editorial line, of the care that radios or televisions take in allocating air time dedicated to political subjects and institutions (in minutes and percentage), thus providing an assessment of the observance or lack thereof of balance during reporting on current events.

AMA's assessment is only quantitative. These data is aggregated with monthly findings, and the resulting indicators are made public and can be downloaded from the Institution's official website. Every six months, the indicators are also included in AMA's Periodic Bulletin. The table below provides data of the main newscasts of 6 national subjects for 2017 (grouped in the respective months). There are no indicators for June 2017, due to the fact that it was an election month, during which the information and debate content monitoring is undertaken and assessed by the CEC.

The calculation of time in minutes or percentage is only quantitative (as in the following tables) but not qualitative (on nuances, trends or evident attitudes), due to the fact that these cannot be carried out periodically.

In recent years AMA has been focused on addressing cases of operator broadcasting a political commercial (not during the electoral period), since this is prohibited by Law No. 97/2013. It is evident that the audiovisual subjects are now more aware of the fact that political commercials need to be avoided, due to AMA's insistence.

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|----------|----------|----------|----------|-------------|----------|-----------|----------|-----------|-------------|-----------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| JANUARY 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time/min | time / % | time/min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 2.57 | 1.34% | 10.85 | 1.86% | 4.9 | 1.86% | 5.63 | 2.68% | 1.17 | 1.18% | 6.35 | 2.04% |
| Prime Minister's Office | 14.32 | 7.48% | 25.25 | 14.88% | 39.27 | 14.88% | 34.57 | 16.47% | 19.08 | 19.34% | 47.92 | 15.43% |
| Government | 55.25 | 28.86% | 35.85 | 37.15% | 98.07 | 37.15% | 79.83 | 38.03% | 29.4 | 29.80% | 90.68 | 29.20% |
| Parliament | 20.68 | 10.80% | 10.08 | 11.23% | 29.63 | 11.23% | 18.75 | 8.93% | 10.1 | 10.24% | 34.37 | 11.07% |
| Socialist Party | 16.6 | 8.67% | 17.02 | 7.95% | 20.98 | 7.95% | 18.3 | 8.72% | 6.08 | 6.17% | 20.95 | 6.75% |
| Democratic Party | 35.48 | 18.54% | 36.03 | 17.41% | 45.95 | 17.41% | 32.95 | 15.70% | 14.83 | 15.04% | 60.9 | 19.61% |
| Socialist Movement For Integration | 13.28 | 6.94% | 11 | 5.13% | 13.55 | 5.13% | 13 | 6.19% | 7.15 | 7.25% | 23.7 | 7.63% |
| Party for Justice Integration and Unity | 2.98 | 1.56% | 2.35 | 1.77% | 4.68 | 1.77% | 2.25 | 1.07% | 2.07 | 2.09% | 0 | 0.00% |
| Others | 6.9 | 2.04% | 5.25 | 2.35% | 6.22 | 2.35% | 3.38 | 1.61% | 2 | 2.03% | 6.65 | 2.15% |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| FEBRUARY 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time/min | time / % | time/min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 7.67 | 2.89% | 32.25 | 13.21% | 6.65 | 2.20% | 7.92 | 3.51% | 3.2 | 2.87% | 3.1 | 1.11% |
| Prime Minister's Office | 35.07 | 13.24% | 42.65 | 17.47% | 41.57 | 13.73% | 44.12 | 19.58% | 17.32 | 15.52% | 48.03 | 17.12% |
| Government | 58.53 | 22.10% | 58.82 | 24.09% | 93.77 | 30.96% | 71.97 | 31.95% | 26.38 | 23.64% | 61.37 | 21.88% |
| Parliament | 20.05 | 7.57% | 28.38 | 11.62% | 32.7 | 10.80% | 27.03 | 12.00% | 8.63 | 7.74% | 26.92 | 9.59% |
| Socialist Party | 13.62 | 5.14% | 11.35 | 4.65% | 15.58 | 5.15% | 12.08 | 5.36% | 8.13 | 7.29% | 11.5 | 4.10% |
| Democratic Party | 63.9 | 24.12% | 59.55 | 24.39% | 80.37 | 26.54% | 45.55 | 20.22% | 34.72 | 31.11% | 101.75 | 36.27% |
| Socialist Movement For Integration | 19.17 | 7.24% | 7.32 | 3.00% | 12.2 | 4.03% | 9.53 | 4.23% | 5.6 | 5.02% | 10.67 | 3.80% |
| Party for Justice Integration and Unity | 5.3 | 2.00% | 0 | 0.00% | 1.4 | 0.46% | 1.15 | 0.51% | 0 | 0.00% | 1.5 | 0.53% |
| Others | 8.72 | 3.28% | 3.85 | 1.58% | 18.6 | 6.14% | 4.66 | 2.07% | 4.08 | 3.66% | 12.5 | 4.45% |

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|-----------|----------|-----------|----------|-------------|----------|-----------|----------|-----------|-------------|-----------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| MARCH 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time/min | time / % | time/min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 11.68 | 4.05% | 25.92 | 11.34% | 7.73 | 3.18% | 6.93 | 3.26% | 2.58 | 2.07% | 7.03 | 2.08% |
| Prime Minister's Office | 36.6 | 12.68% | 54.62 | 23.89% | 49.98 | 20.52% | 49.25 | 23.15% | 13.77 | 11.04% | 71.93 | 21.27% |
| Government | 63.68 | 22.07% | 24.88 | 10.88% | 45.4 | 18.64% | 46.18 | 21.71% | 26.88 | 21.55% | 70.93 | 20.97% |
| Parliament | 22.47 | 7.79% | 13.72 | 6.00% | 22.97 | 9.43% | 22.17 | 10.42% | 8.8 | 7.06% | 31.4 | 9.28% |
| Socialist Party | 39.6 | 13.72% | 14.3 | 6.25% | 19.98 | 8.21% | 16.57 | 7.79% | 16.45 | 13.19% | 42.4 | 12.54% |
| Democratic Party | 60.7 | 21.04% | 69.65 | 30.46% | 62.2 | 25.54% | 42.77 | 20.10% | 30.32 | 24.31% | 72.95 | 21.57% |
| Socialist Movement For Integration | 23.9 | 8.28% | 17.9 | 7.83% | 15.62 | 6.41% | 15.37 | 7.22% | 10.22 | 8.19% | 22.28 | 6.59% |
| Party for Justice Integration and Unity | 4.03 | 1.40% | 0 | 0.00% | 7.27 | 2.98% | 4.87 | 2.29% | 3.73 | 2.99% | 0 | 0.00% |
| Others | 4.75 | 1.65% | 6.68 | 2.92% | 12.4 | 5.09% | 8.65 | 4.06% | 5.09 | 4.07% | 10.09 | 2.99% |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| APRIL 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time /min | time / % | time /min | time / % | Time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 4.73 | 2.00% | 12.73 | 5.36% | 11.1 | 4.09% | 8.18 | 3.70% | 3.4 | 2.89% | 6.22 | 1.71% |
| Prime Minister's Office | 49.03 | 20.69% | 53.63 | 22.56% | 47.33 | 17.46% | 51 | 23.03% | 21.88 | 18.63% | 70.8 | 19.51% |
| Government | 41.93 | 17.69% | 15.55 | 6.54% | 44.33 | 16.36% | 33.98 | 15.34% | 30.2 | 25.71% | 40.58 | 11.18% |
| Parliament | 14.62 | 6.17% | 23.22 | 9.77% | 23.93 | 8.83% | 19.28 | 8.71% | 11.85 | 10.09% | 58.52 | 16.12% |
| Socialist Party | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Democratic Party | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Socialist Movement For Integration | 27.2 | 11.48% | 31.05 | 13.06% | 41 | 15.13% | 24.95 | 11.27% | 5.22 | 4.44% | 51.75 | 14.26% |
| Party for Justice, Integration and Unity | 65.05 | 27.45% | 69.93 | 29.41% | 64.23 | 23.70% | 51.18 | 23.11% | 30.65 | 26.09% | 82.08 | 22.61% |
| Others | 34.42 | 14.52% | 31.64 | 13.31% | 39.13 | 14.44% | 254.36 | 14.84% | 14.28 | 12.16% | 46.76 | 12.89% |

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|-----------|----------|-----------|----------|-------------|----------|-----------|----------|-----------|-------------|-----------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| MAY 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 16.65 | 7.47% | 23.55 | 12.71% | 12.75 | 7.44% | 13.8 | 7.93% | 5.07 | 6.46% | 7.48 | 2.74% |
| Prime Minister's Office | 39.88 | 17.90% | 34.52 | 18.63% | 21.98 | 12.83% | 26.05 | 14.98% | 15.1 | 19.24% | 29.42 | 10.76% |
| Government | 24.82 | 11.14% | 8.75 | 4.72% | 19.7 | 11.50% | 19.63 | 11.29% | 7.27 | 9.26% | 23.8 | 8.71% |
| Parliament | 12.17 | 5.46% | 5.5 | 2.97% | 11.08 | 6.47% | 9.92 | 5.70% | 5.18 | 6.60% | 22 | 8.05% |
| Socialist Party | 26.27 | 11.79% | 30.13 | 16.27% | 30.73 | 17.94% | 39.35 | 22.63% | 8.62 | 10.98% | 60.47 | 22.12% |
| Democratic Party | 77.2 | 34.65% | 48.05 | 25.94% | 43.9 | 25.62% | 32.87 | 18.90% | 24.07 | 30.66% | 71.9 | 26.30% |
| Socialist Movement For Integration | 9.87 | 4.43% | 22.17 | 11.97% | 14 | 8.17% | 19.12 | 10.99% | 8.15 | 10.38% | 21.33 | 7.80% |
| Party for Justice, Integration and Unity | 0 | 0.00% | 0.87 | 0.47% | 2.4 | 1.40% | 5.05 | 2.90% | 1.47 | 1.87% | 0 | 0.00% |
| Others | 10.44 | 4.68% | 11.72 | 6.31% | 14.81 | 8.64% | 8.14 | 4.67% | 3.56 | 4.53% | 29.58 | 10.81% |
| Full time for the political subjects and central institutions (Parliamentary elections 2017) | | | | | | | | | | | | |
| JUNE 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prime Minister's Office | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Government | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Parliament | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Socialist Party | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Democratic party | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Socialist Movement For Integration | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Party for Justice, Integration and Unity | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Others | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|-----------|----------|-----------|----------|-------------|----------|-----------|----------|-----------|-------------|-----------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| JULY 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 4.98 | 2.90% | 7.92 | 4.58% | 0.3 | 0.23% | 8.83 | 7.14% | 1.73 | 2.82% | 4.67 | 2.20% |
| Prime Minister's Office | 56.23 | 32.74% | 46.65 | 27.00% | 28.88 | 0.23% | 48.28 | 39.02% | 16.18 | 26.31% | 42.9 | 20.20% |
| Government | 22.02 | 12.82% | 8.23 | 4.77% | 21.72 | 21.98% | 11.48 | 9.28% | 8.03 | 13.06% | 31.52 | 14.84% |
| Parliament | 0 | 0.00% | 0 | 0.00% | 0.65 | 16.53% | 0.93 | 0.75% | 0.62 | 1.00% | 2.77 | 1.30% |
| Socialist Party | 9.33 | 5.43% | 7 | 4.05% | 10.58 | 0.49% | 7.43 | 6.01% | 1.1 | 1.79% | 15.32 | 7.21% |
| Democratic Party | 66.47 | 38.70% | 98.17 | 56.82% | 61.77 | 8.05% | 40.5 | 32.73% | 29.65 | 48.20% | 109.43 | 51.53% |
| Socialist Movement For Integration | 12.7 | 7.40% | 4.8 | 2.78% | 4.93 | 47.00% | 5.3 | 4.28% | 2.87 | 4.66% | 5.17 | 2.43% |
| Party for Justice, Integration and Unity | 0 | 0.00% | 0 | 0.00% | 2.58 | 3.75% | 0.98 | 0.79% | 1 | 1.63% | 0 | 0.00% |
| Others | 0 | 0.00% | 0 | 0.00% | 0 | 1.97% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| AUGUST 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | VIZION PLUS | | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 6.3 | 8.78% | 1.82 | 2.12% | 7.32 | 12.04% | 4.58 | 9.56% | 2.43 | 10.25% | 4.3 | 4.94% |
| Prime Minister's Office | 28.73 | 40.04% | 33.95 | 39.62% | 13.63 | 22.43% | 25.65 | 53.49% | 11.18 | 47.09% | 35.07 | 40.26% |
| Government | 22.43 | 31.26% | 9.72 | 11.34% | 19.47 | 32.03% | 8.08 | 16.86% | 5.75 | 24.21% | 20.6 | 23.65% |
| Parliament | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Socialist Party | 7.85 | 10.94% | 13.47 | 15.72% | 4.2 | 6.91% | 2.87 | 5.98% | 1.35 | 5.68% | 9.8 | 11.25% |
| Democratic Party | 3.15 | 4.39% | 13.53 | 15.79% | 8.55 | 14.07% | 4.13 | 8.62% | 2.23 | 9.40% | 9.05 | 10.39% |
| Socialist Movement For Integration | 3 | 4.18% | 6.37 | 7.43% | 1.97 | 3.24% | 1.83 | 3.82% | 0.8 | 3.37% | 7.83 | 8.99% |
| Party for Justice, Integration and Unity | 0.3 | 0.42% | 0.38 | 0.45% | 0.5 | 0.82% | 0.43 | 0.90% | 0 | 0.00% | 0.45 | 0.52% |
| Others | 0 | 0.00% | 6.45 | 7.53% | 3.35 | 5.51% | 0.37 | 0.76% | 0 | 0.00% | 0 | 0.00% |

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|-----------|----------|-----------|----------|-------------|----------|-----------|----------|-----------|----------|-------------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| SEPTEMBER 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | | VIZION PLUS | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 16.27 | 9.89% | 6.43 | 3.81% | 12.2 | 8.06% | 17.2 | 12.70% | 6.27 | 7.80% | 16.53 | 6.19% |
| Prime Minister's Office | 26.68 | 16.23% | 35.1 | 20.80% | 23.3 | 15.40% | 22.88 | 16.89% | 12.83 | 15.97% | 44.9 | 16.80% |
| Government | 38.58 | 23.47% | 26.52 | 15.71% | 41.6 | 27.49% | 38.47 | 28.40% | 21.52 | 26.77% | 51.25 | 19.18% |
| Parliament | 30.53 | 18.57% | 25.63 | 15.19% | 20.13 | 13.31% | 11.57 | 8.54% | 10.93 | 13.60% | 47.1 | 17.62% |
| Socialist Party | 9.35 | 5.69% | 11.63 | 6.89% | 11.2 | 7.40% | 11.25 | 8.30% | 8.3 | 10.33% | 18.18 | 6.80% |
| Democratic Party | 32.5 | 19.77% | 51.63 | 30.59% | 30.27 | 20.00% | 22 | 16.24% | 15.27 | 18.99% | 64.73 | 24.22% |
| Socialist Movement For Integration | 9.25 | 5.63% | 8.48 | 5.03% | 10.42 | 6.88% | 10.83 | 8.00% | 5.27 | 6.55% | 10.95 | 4.10% |
| Party for Justice Integration and Unity | 0.67 | 0.41% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Others | 0.57 | 0.34% | 3.35 | 1.98% | 2.2 | 1.45% | 0 | 0.00% | 0 | 0.00% | 6.44 | 2.41% |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| OCTOBER 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | | VIZION PLUS | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 4.25 | 1.88% | 4.35 | 1.85% | 11.95 | 4.72% | 10.1 | 4.53% | 3.2 | 3.45% | 6.27 | 1.91% |
| Prime Minister's Office | 39.7 | 17.59% | 64.02 | 27.16% | 40.38 | 15.95% | 53.48 | 24.00% | 17.72 | 19.10% | 70.85 | 21.59% |
| Government | 59.12 | 26.20% | 40.72 | 17.27% | 46.55 | 18.38% | 51.77 | 23.23% | 22.7 | 24.48% | 78.88 | 24.04% |
| Parliament | 30.33 | 13.44% | 33.33 | 14.14% | 34.47 | 13.61% | 21.65 | 9.71% | 9.48 | 10.23% | 40.3 | 12.28% |
| Socialist Party | 20.35 | 9.02% | 24.72 | 10.49% | 34.38 | 13.58% | 24.18 | 10.85% | 9.5 | 10.24% | 35.47 | 10.81% |
| Democratic Party | 49.02 | 21.72% | 51.22 | 21.73% | 55.98 | 22.11% | 39.37 | 17.66% | 20.22 | 21.80% | 66.05 | 20.13% |
| Socialist Movement For Integration | 12.6 | 5.58% | 15.27 | 6.48% | 23.65 | 9.34% | 16.75 | 7.52% | 7.28 | 7.85% | 10.23 | 3.12% |
| Party for Justice, Integration and Unity | 0 | 0.00% | 0.6 | 0.25% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0.22 | 0.07% |
| Others | 8.25 | 3.66% | 1.52 | 0.64% | 5.85 | 2.31% | 2.27 | 1.02% | 2.63 | 2.84% | 11.9 | 3.62% |

| Audiovisual Media Authority | | | | | | | | | | | | |
|---|-----------|----------|-----------|----------|-------------|----------|-----------|----------|-----------|----------|-------------|----------|
| Newscast Program Directorate Report | | | | | | | | | | | | |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| NOVEMBER 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | | VIZION PLUS | |
| | time /min | time / % | time /min | time / % | Time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 13.38 | 6.75% | 13.3 | 6.63% | 16.8 | 6.33% | 15 | 6.16% | 7.15 | 6.83% | 13.37 | 4.48% |
| Prime Minister's Office | 23.68 | 11.95% | 56.72 | 27.83% | 53.88 | 20.25% | 50.1 | 20.56% | 16.03 | 15.31% | 66.25 | 22.21% |
| Government | 60.87 | 30.71% | 42 | 20.61% | 64.38 | 24.20% | 68.9 | 28.28% | 26.58 | 25.39% | 61.33 | 20.56% |
| Parliament | 26.92 | 13.58% | 23.7 | 11.63% | 32.4 | 12.18% | 28.98 | 11.90% | 11.88 | 11.35% | 38.3 | 12.84% |
| Socialist Party | 19.73 | 9.96% | 19.98 | 9.81% | 24.43 | 9.18% | 22.02 | 9.04% | 10.65 | 10.17% | 33.37 | 11.18% |
| Democratic Party | 35.33 | 17.83% | 45.45 | 22.30% | 46.58 | 17.51% | 29.47 | 12.09% | 23.92 | 22.84% | 65.42 | 21.93% |
| Socialist Movement For Integration | 11.42 | 5.76% | 2.32 | 1.14% | 16.23 | 6.10% | 18.02 | 7.39% | 5.35 | 5.11% | 8.42 | 2.82% |
| Party for Justice Integration and Unity | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Others | 0.85 | 0.43% | 0.1 | 0.05% | 10.4 | 3.92% | 0 | 0.00% | 1.16 | 1.12% | 0 | 0.00% |
| Full time for the political subjects and central institutions | | | | | | | | | | | | |
| DECEMBER 2017 | | | | | | | | | | | | |
| Subjects | TCH | | KLAN | | TVSH | | R.TIRANA | | TAR | | VIZION PLUS | |
| | time /min | time / % | time /min | time / % | time in min | time / % | time /min | time / % | time /min | time / % | time /min | time / % |
| Presidential Office | 8.05 | 6.75% | 13.02 | 6.85% | 15.6 | 7.60% | 18.25 | 8.63% | 4.97 | 6.20% | 14.27 | 4.92% |
| Prime Minister's Office | 19.75 | 16.57% | 44.08 | 23.19% | 40.7 | 19.84% | 41.6 | 19.67% | 11.8 | 14.72% | 54.97 | 18.96% |
| Government | 33.87 | 28.41% | 40.08 | 21.09% | 46.78 | 22.80% | 65.38 | 30.92% | 19.13 | 23.87% | 72.4 | 24.98% |
| Parliament | 16.52 | 13.85% | 15.33 | 8.07% | 19.57 | 9.54% | 19.08 | 9.02% | 8.48 | 10.58% | 22.05 | 7.61% |
| Socialist Party | 8.58 | 7.20% | 18.47 | 9.72% | 13.45 | 6.56% | 14.45 | 6.83% | 5.53 | 6.90% | 27.13 | 9.36% |
| Democratic Party | 23.23 | 19.49% | 51.52 | 27.10% | 50.65 | 24.69% | 37.42 | 17.69% | 20.87 | 26.03% | 77.98 | 26.90% |
| Socialist Movement For Integration | 4.28 | 3.59% | 3.65 | 1.92% | 16.25 | 7.92% | 11.72 | 5.54% | 6.9 | 8.61% | 13.88 | 4.79% |
| Party for Justice Integration and Unity | 0 | 0.00% | 0 | 0.00% | 1.75 | 0.85% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Others | 4.93 | 4.14% | 2.72 | 1.43% | 0.42 | 0.20% | 0.94 | 0.44% | 2.48 | 3.10% | 2.3 | 0.79% |

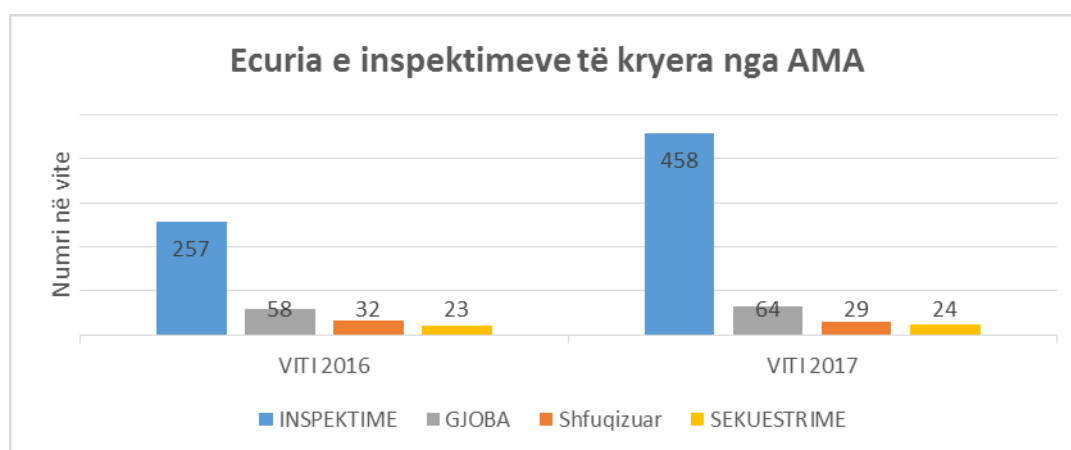
4.3. Approach to the piracy phenomenon in audiovisual broadcasting

In April 2016, AMA established the Oversight Directorate for an effective approach to the piracy phenomenon. Since then, AMA has been more active regarding the exercise of oversight tasks against the piracy phenomenon and the protection of broadcasting rights.

AMA has prioritized and addressed all piracy complaints submitted to the authority, undertaking field inspections or oversight on a case by case basis. Upon conclusion of administrative procedures, the authority has fined subjects for infringing broadcasting rights, and for not allowing inspectors to access the space where the audiovisual equipment of the licensed and/or authorized subject was installed, or when refusing to provide the information requested by them. When audiovisual activity was exercised without a license or AMA's authorization, the offender was not allowed to further exercise the illegal activity and their audiovisual broadcasting equipment was seized.

Compared to previous years, AMA has been more active regarding inspections. More specifically:

| TASK | YEAR 2015 | YEAR 2016 | YEAR 2017 |
|----------------|-----------|-----------|-----------|
| INSPECTIONS | 114 | 257 | 458 |
| FINE | 46 | 58 | 64 |
| <i>Revoked</i> | 10 | 32 | 29 |
| Seizures | 9 | 23 | 24 |



Furthermore, AMA has vacated all radio frequencies used for illegal broadcasting. 5 audio activities operations in infringement of legal provisions were shut down.

- 2 in Vlora.
- 2 in Lezha.

- 1 in Tirana.

With regards to copyrights especially, AMA has always had the same approach towards all agencies or other subjects that represent and protect copyrights in the country. In this regard, AMA held meetings with all representative parties that operate in the audiovisual media field on awareness raising and legal provision for observance of broadcasting rights and copyrights. One of AMA's continuous concerns towards collective copyright protection agencies was the lack of transparency towards AMSP subjects and AMA itself. The fee collection method, which is levied as a fixed tariff at the beginning of the year, or the complete lack of transparency in revenue distribution, were two of the main issues, which were the focus during the ninth subcommittee meeting on "The internal market and competition, including the protection of the consumer and their health", held in Brussels on 17.10.2017, where the Albanian government was told that these agencies had not distributed royalties to the authors, regardless of the fact that the AMSP subjects had regularly paid the fees imposed unilaterally and without any criteria by the agencies.

Not only have agencies not been transparent, but following every meeting AMA held with the stakeholders, the Albanian Office for Copyrights (still functional during the previous year) carried out collective penalty campaigns against AMSP subjects that complained about the methods and lack of the Office's transparency. The measures were so repressive that all the fines handed down to AMSPs were filled out directly by the ACO on the same date.

With the amendment made to the legislation on Copyright, the control on the implementation of the law on copyright in the domestic market is undertaken in line with the law on inspection by the inspectorate which covers the field of market supervision at the ministry responsible for commerce.

The main problem is with the overlapping the rights and obligations that the law on audiovisual media provides for AMA and those that the law on copyright has provided for the above-mentioned inspectorate, which are the same regarding administrative citations. Hence, AMA has prepared a draft-cooperation agreement with the Directorate of Copyright (DoC) at the Ministry of Culture, as a body that coordinates and follows legislation implementation by protection of copyright collective agencies. Currently, we are waiting for the approval of this draft, which has been submitted to the Ministry of Culture, but no reply has been received yet due to the fact that it is being restructured.

As a result, during the reporting year significant awareness has been noted among audiovisual subjects regarding their obligations to uphold broadcasting and copy rights, which has also been reflected in the documentation submitted by the AMSPs on obtaining broadcasting rights for programs, and the relevant documentation on meeting obligations towards copyrights collective administration licensed agencies.

5. COMPLAINTS COUNCIL

- Public awareness and reviewed complaints

The establishment of the Complaints Council in 2016, encouraged civic and cross-sector awareness to raise issues on the content of audiovisual broadcasting. In 2017, the number of complaints and cases brought was double compared to 2016, marking an increasing trend of civic awareness not just in respecting fundamental principles of the audiovisual broadcasting activities regarding the most professional standards, norms and ethical requests. In 2016, approximately 35 complaints were filed, the majority being infringement of child rights protection. The complaints were mostly filed by citizens, with fewer coming from public institutions or different agencies that focus on the protection of fundamental human rights and freedoms. In 2017, there were a total of 70 complaints, the majority of which addressed infringement of privacy, observance of dignity and ethical rules. During the previous year, the complaints were filed by a larger number of citizens, agencies and organizations, including on social media and were addressed by the Complaints Council in an accurate and timely manner. The growing number of addressed cases, in light of AMA responding to every complaint, improved the awareness of audiovisual operators regarding a more correct implementation of the Broadcasting Code. According to the statistics, the majority of complaints submitted during this two-year period of Complaints Council operations, are related to the infringement of child rights and fundamental human rights. Complaints submitted by citizens from different groups, regarding commercials content in television broadcasting should also be noted. The most recent case addressed by the Complaints Council was a medical drug commercial, which was broadcast by almost all television operators. Based on the numerous complaints on the content of the above-mentioned commercial, AMA demanded that the pharmaceutical company intervened in order to pull some parts of the commercial, which displayed extreme and gratuitous violence scenes. In the absence of a second version by the company, the Complaints Council demanded that the commercial be immediately pulled from broadcasting. The pharmaceutical company removed the commercial from broadcast on the same day that the Council demanded it.

- Complaint addressing procedures regulation development

Since its establishment, one of the Complaints Council's objectives was facilitating communication with the public. The simplification of the complaint procedures and their review, were reflected in the approval of the new regulation, in line with legal requirements. The Regulation "On procedures for addressing complaints and the exercise of the right to reply" brings about further improvement of the Complaints Council's activity, but also of AMSPs in addressing audiovisual content problems.

This regulation sets forth the rules and procedures for addressing complaints brought against content broadcast by audio and/or audiovisual media service operators and for exercising the right to reply. The provisions of this regulation were developed pursuant Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended and Law No. 44/2015 "Code of Administrative Procedure of the Republic of Albania". The procedure for

addressing AMSPs complaints is described in this Regulation, which must review any reasoned written complaint submitted by any natural or legal person regarding its broadcasted content.

- Broadcasting Code Revision

The Broadcasting Code revision was deemed necessary to reflect the cases reviewed by the Complaints Council on the audiovisual broadcasting content. Based on the fact that the Broadcasting Code was approved in 2014, it could not provide for a resolution to some citizen complaints. The Complaints Council contribution in this regard and the cooperation and coordination with other AMA directorates, such as the Programming and Legal Directorate were fruitful. Based on previous experience and practice in addressing complaints, the Complaints Council proposed changes to the Broadcasting Code with the aim of clarifying and providing definitions to various concepts in the context of its implementation by AMSPs.

- Public surveys

Public Surveys were conducted with the aim of improving the Broadcasting Code, but also to directly include public opinion in the assessment of its performance. In cooperation with the Department of Journalism and Communication at the UT, two surveys were carried out with the participation of over 200 citizens from various social and gender groups. The survey results and conclusions were also made as recommendations for the improvement of the Broadcasting Code, and for awareness-raising of the AMSPs on audiovisual content.

The first survey was carried out between June 2016 and December 2016. It was carried out in accordance with the project drafted by the Complaints Council and was implemented by the Department of Journalism and Communication of the University of Tirana, with which AMA has had continuous collaboration with the purpose of this project. This department implemented the strategy on market research to determine public attitudes towards various important and awareness-raising issues. An important aspect of the survey was gathering opinions and perceptions on potential infringements of the Broadcasting Code in the television content. This was overview useful for the Complaints Council during the comprehensive Broadcasting Code review and improvement process.

The second survey was carried out between January and June 2017. It had more data and content due to the fact that our queries for the Broadcasting Code performance in audiovisual programs were more detailed and were based on the complaints submitted by the public and several institutions. The public provided some interesting responses in this survey on some of the main challenges Albanian media currently faces. Another finding is advertising in the media when taking into consideration the concern of hidden advertising. 67% of the respondents stated that they think the Albanian media broadcasts hidden advertisement. In addition, they stated which programs broadcast these commercials. Furthermore, the survey provided an assessment and relevant considerations of commercials.

- Complaints Council Bulletin

Every six months, the Complaints Council publishes compilation of findings in a special bulletin that is published by AMA. Each complaint addressed and reviewed by the Complaints Council, in cooperation with other AMA Directorates, is made public and transparent through this periodic bulletin. The bulletin includes the consideration, review and decision-making for complaints, thus serving as a guide to every AMSP that could be faced with similar situations in the future. The publication of every addressed complaint has made AMSPs aware of improving the Broadcasting Code implementation standards. Institutions, non-governmental organizations, and individuals are now paying more attention to the issues raised in audiovisual content. The second bulletin published by AMA, included 20 addressed complaints, for 14 of which decisions were made, whilst 1 complaint was rejected due to the expiration of the legal timeframe. A disaggregation in complaint types shows 8 complaints for infringement of child rights, 8 for infringement of ethics and dignity, and another 3 for various topics. The third Complaints Council Bulletin has just been completed. This bulletin covers the second half of the year for June to December 2017. 22 complaints were included in this bulletin, 7 of which for infringement of child rights, 6 for infringement of human dignity and personality, 5 complaints were of a commercial nature, etc.

- Conferences and roundtables

In 2017, the Complaints Council organized various roundtables/conferences on the ethical issues of audiovisual programs. The conferences and roundtables were developed by the Complaints Council as an effective platform for communicating and exchanging information amongst various institutions and organizations, which focus on protecting the fundamental human, governmental authorities and national organization rights. The discussions and the recommendations provided helped the development of new approaches for actions undertaken during the Complaints Council work and its constructive proposals developed in cooperation with other AMA units.

During this period, the Complaints Council held meetings with different civic stakeholders, to explain its role and duties in protecting the basic principles sanctioned by the Broadcasting Code. These meetings helped in raising the awareness of the society to address their complaints and concerns, and in raising the awareness of audiovisual operators on the observance of norms and principles provided for by law.

In the context of the Complaints Council, all these meetings are included in the Action Plan that the Complaints Council developed since its inception. An important aspect of this Action Plan is Interactive Communication. In the framework of this Strategy, the Council is making sure that it uses direct communication with the citizens, actors involved and stakeholders, as a more effective mechanism for achieving joint objectives. In addition, it has held roundtables, which focused on citizens concern about television content.

- The meeting on: *“Discussions among regulatory bodies and partners: Towards improving professional standards of the products provided by mass media services”* was one of the activities that brought institutional partners, such as the Ministry of Education, the Ministry of Welfare and Youth, the Commissioner for the Protection

of Personal data and the Commissioner for Protection from Discrimination, and other non-governmental organizations addressing fundamental human and other rights. (April 2017).

- Another initiative of the Council was a research conference, which was held in cooperation with the Department of Journalism and Communication of the UT, entitled "*Fake news and the challenge for the truth in the media*". The experts presented their works and currently, a book with their scientific research on this issue has been published. (October 2017)

- A roundtable on: *Child protection in Audiovisual Media Services - Challenges for the future*. This roundtable aims at promoting the culture child rights protection in audiovisual broadcasting, raising public and stakeholder awareness on this matter. The roundtable was organized in cooperation with the Ministry of Health and Social Protection, Ministry of Education, Youth and Sports, the Department of Journalism and Communication, international organizations, the Albanian Media Institute, etc.

In the framework of certain objectives, in addition to daily duties for receiving, addressing complaints, and making a relevant decision, the Complaints council has been an actor and has contributed to joint activities with institutional and international partners, such as the OSCE and the CoE, of which we can mention:

Conference on "Online freedom of expression"; Regional meeting organized by CoE on the development of the "On the regulatory media authorities and hate speech" publication; Montenegro, Belgrade, Durrës (July 2016 - February 2017 - July 2017).

Roundtable with the Albanian Media Institute on "Education on Media and Information (EMI) in Albania". (February 2017, Tirana)

Scientific conference on "The history of media and media transformations", organized by AAB College. (Prishtina, September 2017).

Roundtable with the Commissioner for the right to Information and Protection of Personal Data, on "Privacy protection in the media" (December 2017, Tirana)

Forum for the Development of the Media, organized by OSCE, on important development matters of the media in Albania, and focused on the achievements and challenges faced in transforming the RTSH into a public media, the main challenges regarding media freedom in the country, protection of privacy and access to information, defamation and fake news phenomenon, and the perspectives of media self-regulation development of in Albania. (December 2017, Tirana)

6. THE AUTHORITY AND COMPLIANCE WITH APPLICABLE LEGISLATION

6.1. Completing the necessary bylaw framework for the exercise of ASMP activity

With the purpose of enhancing legal implementation, in approving a number of normative acts AMA has met the obligations stipulated by law, including the review of bylaws in force. On the other hand, AMA developed other acts currently undergoing the approval process of the authority.

The process of completing the bylaw framework was followed by a public counseling process, includes stakeholders, audiovisual media service providers, public institutions, non-governmental institutions, and international organizations, such as the Organization for Security and Co-operation in Europe (OSCE) and the Council of Europe.

Pursuant Law No.97/2013 “On Audiovisual Media in the Republic of Albania”, AMA has approved the following bylaws:

- a. The regulation “On authorization granting procedures and requirements” approved with AMA Decision No. 99, dated 07.06.2017. This act determines the rules, criteria and procedures for granting and renewing authorizations for audiovisual media service provision, and for relaying third party audiovisual program service, on electronic communication networks different from terrestrial services.
- b. Regulation “On the procedures and criteria for granting local audiovisual broadcasting license during the transition period”, approved with AMA Decision No. 100, dated 07.06.2017. This act determines the criteria and rules to receive a local audiovisual broadcasting license by local analog subjects that are licensed to provide audiovisual program services in the area that is planned for coverage by an SFN network.
- c. Regulation “On the inspection procedures of the audiovisual activity of audio and/or audiovisual media service providers” approved with AMA Decision No. 101, dated 07.06.2017. The bylaw framework on the monitoring and control of program, financial, technical and organizational activity of audiovisual subjects was completed with the approval of this act. The aim of this regulation is to determine the rules and procedures for implementing the right of licensees and/or of the authorized parties, when AMA audits their activity.
- d. The regulation “On complaint addressing procedures and exercising the right of reply” approved with AMA Decision No. 181, dated 11.09.2017, which determines the rules and procedures the Complaints Council must follow, in line with the object of its work determined by the organic law, on overseeing the implementation of codes and regulations by the audiovisual media service providers and the Albanian Radio Television and reviewing complaints submitted

to AMA. Considering that the organic law is fully harmonized with the ‘acquis communautaire’, the regulation on addressing complaints procedures is in full compliance with EU Directive 2010/13/EU “On audiovisual media services”.

- e. “The Broadcasting Code for audiovisual media”, approved with AMA Decision No. 228, dated 11.12.2017. This bylaw, which amended the Broadcasting Code in force, includes and determines the principles, rules, requirements and practices for audiovisual broadcasting in the Republic of Albania. The Broadcasting Code was developed pursuant Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended.
- f. “License/authorization and services provided by the Audiovisual Media Authority fees”, approved with Decision No. 220, dated 01.12.2017. Through this act, amendments were approved for existing decisions on determining fees for licenses, authorizations, and other services provided by AMA, including all types and payment values in one administrative act.
- g. Changes to the regulation “On procedures and requirements for granting audio broadcasting licenses”, approved with Decision No. 192, dated 06.10.2017, aiming at regulating the license renewal procedure for broadcasting foreign audio programs.
- h. Changes to the Regulation “On determining requirements and procedures for listing audio and/or audiovisual services that are supported by numeric networks”, approved with Decision No. 196, dated 25.10.2017.
- i. *Draft-regulation “On audio and/or audiovisual communications of commercial nature. The types, conditions and air time allowed for broadcasting.”* This draft-regulation includes and clarifies in detail, the legal requirements on broadcasting commercials, air time and interruptions, conditions and requirements on consumer protection and mainly children, respecting the ethical rules on content and commercial broadcasting methods and commercial communications, not previously provided for in the Albanian legislation, such as “product placement” or “telesales windows”. Upon the conclusion of the public hearing process, the draft-regulation was submitted to AMA for approval.
- j. *Draft-regulation “On providing conditional access services”.* The object of this draft-regulation is determining the rules for providing conditional access services, to ensure the delivery of secure services to qualified subscribers in fair, reasonable and non-discriminating conditions. The draft-regulation defines conditional access as each technical measure or regulation which enables the provision of secure services in a reasonable form, upon a preliminary individual authorization. Upon the conclusion of the public hearing process, the draft-regulation was submitted to AMA for approval.
- k. *Draft-decision “On approving the list of events of high public interest to the public and the method of free of charge broadcasting by qualified AMSPs”.* Through this decision, AMA aims at determining the events which are considered of high

relevance to the public within the territory of the Republic of Albania in line with the criteria provided for in Law No. 97/2013 “On audiovisual media in the Republic of Albania”, as amended, and determine the free of charge broadcasting method of such an event, should it need to be broadcasted live, recorded or both methods, in all or one part of the country. Prior to approval this decision shall be submitted to the Ministry of Culture, Sport, Tourism, Complaints Council, etc.

- l. Draft-instruction “On broadcast recording”, which will determine the procedures and rules to be followed for recording and archiving programs broadcasted by the audiovisual media service providers. Currently, the final draft has been developed and the public consultation procedure has started.
- m. Draft-regulation “On monitoring the frequency specter”. This bylaw aims at determining the frequency specter monitoring procedures with the purpose of it being used only by approved users, thus aiming at creating an appropriate environment and without harmful interference for operating audiovisual broadcasting systems and stations, which will be used for private or public purposes. Currently, the final draft has been developed and the public consultation procedure has started.

6.2. Supervision of the frequency specter

In the framework of the digitalization process, during the reporting period monitoring has been carried out in all broadcasting points throughout the country. This monitoring consisted in supervising the use of the frequency specter of the 174-230 MHz and of the 470-862 MHz band for audiovisual services and the 88 – 108 MHz for audio services.

The monitoring verified:

- Coverage of the the territory with signal by the Albanian public operator, RTSH;
- Whether the DD1 frequency band DD1 (790 -862 MHz) is vacant from audiovisual broadcasting;
- Whether the frequency specter is used only by licensed AMA subjects;

Monitoring carried out in the framework of the audiovisual media broadcasting digitalization process:

In the framework of switching from analog to numeric broadcasting, intensive monitoring was carried out throughout Albania, specifically in Berat and Korça regions, where analog broadcasting was terminated on the 15th of August 2017 (Berat) and the 8th of January 2018 (Korça).

The monitoring focused on verifying the interruption of analog broadcasting, the porting of local/regional operators to national networks, and the fulfillment of license requirements/conditions by numeric operators (carrying out the coverage with numeric signal of the territory, the signal quality, the programs logical number, etc.).

Meanwhile, monitoring is still being carried out in Fier, which will be the following region where analog broadcasting will be interrupted.

The following should be stressed regarding coverage with signal within the territory by the Albanian public operator, RTSH:

Regardless of the numeric broadcasting initiation and successful interruption of analog operators in the Berat and Korça allotments (regions), some areas of these allotments are not covered with signal by the licensed national operators, mainly by RTSH, as the only public operator using two numeric networks.

Specifically, the following areas are not covered with numeric signal by the public operator RTSH:

1. Korça Allotment:

- Voskopoja
- Dardha
- Çërrava
- Mokra
- Korça – Bilisht road axis (Plasa, Kuç i Zi, rrëzë malit Moravë);

2. Berat Allotment:

- Sinje Administrative Unit
- Three neighborhoods behind the caste.

Although citizens in these areas have DVB-T2 decoders, they are not able to obtain the numeric signal and cannot watch any of the RTSH programs.

Furthermore, RTSH does not provide numeric or analog signal coverage and does not provide audiovisual services to the following areas:

1. Municipalities:

- Himara
- Memaliaj
- Bulqiza
- Klos
- Divjaka
- Gramsh
- Konispol
- Selenica
- Këlcyra
- Librazhd
- Vau i Dejës

2. Administrative Units and villages:

- Rrëshen

- Qukës
- Dhërmi
- Qeparo
- Borsh
- Lukova
- Maqellara
- Lekbibaj
- Fierza
- Poga
- Razëm

In this regard, AMA has demanded that RTSH immediately provide signal for all these areas, especially for regions where the digitalization process has not been completed and the analog signal of TV operators has not yet been interrupted. The least it can do is provide analog signal, regardless of when the numeric signal is implemented.

Regarding the vacating of the DD1 (790-862 MHz) frequency band:

In 2017, AMA monitored the use of the DD1 band, thus enabling migration to band 470-790 MHz of analog broadcasting in all broadcasting points where they exist: Fushë-Dajt, Tarabosh, Kodra e Marinës, Himara, Tepelena, Berat, Kodër-Ishëm and Çardhak and the termination of unauthorized numeric broadcasting at broadcasting points: Fushë – Dajt, Tarabosh, Tyrbe – Lezha, Kodra e Marinës, Çardhak and Tushemisht.

Currently, work is underway to interrupt analog signal at the following broadcasting points: Zvërnec (Vlora), Petresh (Elbasan) and Ardenica (Fier)— for the signal provided by Digitalb.

Regarding the use of the frequency specter only by AMA licensed subjects:

During the reporting year the following was noted:

- Subjects broadcasting illegally:
 - Radio “Vlora 6+1” – Vlora
 - Radio “Re-Al” – Vlora;
 - Radio Moor – Lezha;

- Subjects broadcasting having license revoked by AMA:
 - TV“ARV” – Pogradec
 - Radio “DJ” – Tirana
 - Radio “Univers” – Tirana
 - Radio “Aldo 03” – Tirana
 - Radio “Italia” (relayed) – Tirana
 - Radio “Lezha” – Lezha.

All the above mentioned subjects broadcasting was immediately interrupted.

In addition to monitoring the specter, during the reporting year, special attention was paid

to addressing complaints on interference submitted to AMA by neighboring countries. The following are among the most important:

- Complaint by ALBtelecom Sh.a on interferences caused in the GSM-900 MHz band in Saranda by the Tele-Jon audiovisual subject;
- Complaint by Telekom Sh.a for the the same band in Kruja by the TV Kruja subject.

These complaints have been addressed with priority, thus immediately resolving them.

Similarly, the interference complaints submitted to AMA by neighboring countries have been addressed with priority, namely:

- Complaints on interference submitted by Montenegro and Italy regarding (numeric and analog) broadcasts in the DD1 frequency band (790 -862 MHz).
- Frequent communication with the Agency for Electronic Communications and Postal Services in Montenegro, during 2017 regarding damaging interference. Joint working groups were established as a result of this communication on carrying out the measurement of the frequency specter in the Montenegrin territory.
- The Aeronautical Service of Macedonia submitted an interference complaint in the 112.8 MHz frequency caused by the signal of Radio Logos (Korça).

AMA has taken immediate measures in these cases as well, by eliminating the interference caused.

7. THE AUTHORITY AS AUDIOVISUAL SECTOR DEVELOPMENT PROMOTER

7.1. Engagement of the Authority in the audiovisual market technological development

The digital technology is replacing the analog technology, not just in the field of audiovisual media, but in many other fields. The benefits that these technologies bring about, are entrepreneur and user-sensitive, and have a significant impact on the economic growth of a country.

As a result, through its Decision No. 182, dated 06.09.2016, AMA decided on the full switching of the audiovisual broadcasting supported by cable network to digital technology, providing the existing subjects in the market with a deadline (31.12.2017) to switch from analog to digital technology.

AMA has informed the subjects authorized to provide services supported by cable network that the final deadline for the use of analog technology is 31.12.2017. At the same time, they have authorized the new operators in the market to provide audiovisual services supported by digital technology.

On 17 May, the Audiovisual Media Authority, in cooperation with the Ministry of Innovation and Public Administration organized the “Digital Switchover & Broadband Services” Conference in the framework of Innovation Week.

The conference was attended by representatives from independent regulators - AMA and AKEP - representatives from the main operators in the field of audiovisual broadcasting and electronic communications, as well as media and electronic communication stakeholders.

This conference focused on the technological developments and audio/audiovisual and mobile market trends in Albania related to the new technologies implementation. The delivered presentations, among other things, brought in new information on advanced technologies in DVB-T2 networks, mobile technology revolution (the future of 5G network), the future generation networks/infrastructure, as well as broadband development projects in Albania.

7.2. Authority contribution in support of scientific research

Following the synergy between the Journalism and Communication Department at the Faculty of History and Philology at the University of Tirana and AMA, in 2017, a market research was carried out on “The crisis of Albanian television media and the need for a new economic model”. The object of the research was the performance of audiovisual operators in the country, in order to identify important elements related to the management model, the advertising market, ownership and co-ownership in the audiovisual activity, impact on broadcasted content, etc.

The study was based on two aspects: operator representatives, and the opinions and perceptions of the public. Based on data gathered from RTSH 1, Klan TV, Top Channel, Vizion Plus, News 24, Ora News, TV Kombi, Rozafa TV, Star Plus Tv, TV 1 Channel subjects, and two terrestrial digital platforms, Digitalb and Tring, the research included mixed indicators, from both local and national licensed subjects, which create a frame and give facts on a management process under the impact of internal market factors (digitalization), but also from external factors, not media based but with direct impact. The research functions as a file, where all the market actors understand the dynamics, and where researchers, scholars or other stakeholders in this field find current phenomenon and future trends.

The Department made the whole research material prepared in the framework of the research the main topic of a scientific conference on “The economic models of the television industry in Albania”, which is another main aim of the project “The crisis of Albanian television media and the need for a new economic model”. The speakers in this conference were not only the participants of the market research, but also university professors, PhD candidates and researchers in the media field, who presented different theses, thoughts and arguments in favor or as an alternative to the findings and conclusions of the working group.

The conference was divided into two sessions: presentation and discussion. The focus of the first session papers “Management and ownership aspects in the television industry” was on problems such as: business models and strategies, the case of companies in Albania; legal amendments and ownership types in media; ownership and co-ownership characteristics in the audiovisual market; business models among the innovation and resistance of operators; the need for formality in managing local televisions; and local televisions regarding the digitalization costs. Whereas the second session was focused on the connection between the economic performance of operators and the broadcasted content. During this part of the conference on “The financial models and media content”, training sessions and discussions were carried out on problems such as television financial models in the media

focus conditions; commercial synergy in televisions and on the web; changes made to the concept of commercials in the media under the technological changes conditions and media transformations; television content as a new funding opportunity for televisions, the relationship between the business model and media content; mass media as a model of information provider and monetary exchange with politics; television offers on the web for the Albanian audience; and income of televisions during the 2017 parliamentary election campaign.

During the whole process of the market research and the scientific conference, 25 university professors and scientific researchers participated, and 14 students were involved with the surveys in the Tirana Region and other areas.

7.3. Cooperation in audiovisual market regulation

In 2017, AMA established synergies with partner subjects that make a contribution to the media field by implementing projects focused on qualification and awareness-raising of audiovisual newsrooms with the aim of improving reporting on different contextual aspects of the broadcasted programs. The main aim was and remains the implementation of the Broadcasting Code, and the diversity and quality of programs for viewers, namely:

- *The improvement of reporting on victims of gender violence, domestic violence and trafficking*

The partnership between the Women Democracy Network in Albania and AMA, led to a project on capacity building of audiovisual newsrooms with the aim of improving reporting on victims of gender violence, domestic violence and trafficking. The implementation of this project was focused on investing in journalists and reporters that work in the audiovisual field, in order to share experiences, and to have an impact on respecting the standards of the Broadcasting Code, and other ethical codes.

In the forum and qualification activities carried out with stakeholders in Tirana, Vlora, Shkodra and Lezha, the presentations and discussions were focused on the issue of gender equality, more specifically on violence and trafficking which are delicate topics for the audience and audiovisual broadcasting. This is the space where Broadcasting Code requirement and even of other self-regulatory acts in the media sidestepping is noted.

WDN Albania preliminarily investigated the audiovisual journalism community in the abovementioned regions, by gathering data with a survey, which identified a series of current issues. For example: the fact that news stories on gender violence are considered very important to the newsrooms, and in many cases, such news is used to headline newscasts, mainly when people have lost their life due to this violence. Audiovisual media and its products in all formats play an awareness-raising role on such matters. It also has combined attitudes, in which the media is considered as a complex information tool which has an intermediate role between stopping and encouraging.

A specific product of the project was the drafting of a manual on improving the reporting in media regarding the issue of victims of gender violence, domestic violence and trafficking, as an instruction extract for guaranteeing professional standards in audiovisual media. The main aspects of focus were on privacy and maintenance of confidentiality, describing the physical characteristics, promoting roles and gender equality, quality and maintenance of

standards, survey findings on media coverage of gender violence, child and women victims in audiovisual broadcasting, etc. The manual was given to the newsroom members trained according to a summary approach of the theoretical knowledge on effective reporting, research on typical cases and practical experience of journalists to better understand the problems and intervention fields.

-General and ethical journalism

The project implemented by the "Active Media" Center, entitled "General and ethical journalism" focused on the aspects of implementing AMA's Broadcasting Code, and the journalism ethics code through discussions, ideas, and view exchanges on issues such as: ethics in newsrooms; television journalists vis-a-vis the government; ethical dilemmas, ethical challenges of the future for television journalism; Can the Public Broadcaster be an example?; Fake News and educating society on media; the rights of victims and children; national, religious symbols, minority rights, etc.

During the first stage, 14 training sessions were carried out, in which 70 new journalists participated, whilst during the second stage, a cycle of conversations were organized with the participation of renowned journalists in the audiovisual field, such as Mentor Kikia, Blendi Fevziu, Alban Dudushi, Endri Xhafo, Enkel Demi and Blendi Salaj. The guests shared their experience as radio television journalists with the participants, by giving examples and specific cases on ethical dilemmas, which the television journalist continuously face.

The project activities also included application elements in engaging the participant journalists, by including them not only in theory and discussion trainings, but also in the Studio Laboratory, where each of them dealt with a factual circumstance, similar to one they would face at work, by using their knowledge. Thus, the training sessions have had an impact on awareness-raising of participants, thus strengthening their conviction that respecting the requests of the Broadcasting Code and the general rules of ethics is the best approach an audiovisual media can use with its public, due to the fact that only by respecting the sensitivities, needs, and expectations of the Albanian public, can the media play its role in society.

- "Public vis-a-vis TV: Current challenges";

The Albanian Media Institute (AMI) was supported by AMA during 2017 to undertake a survey with the youth of high schools in Tirana, on: "Youth perspective on media", and by carrying out various discussion forums with students on "Television and Citizens". The two AMI products are intertwined with very important issues related to the audiovisual market, and media education, or with what is known as the audience's orientation ability to read and understand media content.

The survey aims at gathering the opinions of youth on current media actors, finding out how much they trust the media, information methods, their needs and preferences, their specific portrayal in radio television programs. Approximately 500 high school students aged 16-18 years old responded to the survey, thus identifying their attitudes and trends regarding television, trust and its role in their life, the internet or traditional information and education sources, such as textbooks, an inclusive approach to information sources and the credibility each source has in their life. Following data gathering, processing and their display in a special publication, during the completion stage of this component, AMI held a

forum meeting in Tirana with media representatives, youth and experts, who discussed the main findings and recommendations of the survey “Media in the eyes of youth”. The publication targets media newsrooms and mainly youth.

The concept and the organization of the four formats into one conversation format between the guests and students (Shkodra, Elbasan, Durrës and Tirana) was focused mainly on the current situation of the media, how students and citizens consider it, and the main problems of media image, intertwined with politics. The discussion, with guests being main media personalities, was oriented towards issues such as: self-censorship, fixing work relationships, intervention or the pressures from external factors, but also within the newsroom, aspects of their professional formation, addressing also the role universities play in educating the new generation, etc.

- *Child protection in Audiovisual Broadcasting*

The Albanian Center for Public Communication, ACPC, with the support of AMA, developed a guidance manual for journalists, editors and reporters that work in the audiovisual media field: “Guide on reporting events and topics regarding children in Albanian televisions”. As a product of a project on the protection of children in audiovisual broadcasting, the manual addressed aspects such as: children and the media, accountability and media’s education role; using the image of children with the purpose of attracting audience; local and international legal framework; deontological and ethical standards of broadcastings covering youth.

This didactic product expands the project beneficiaries, thus serving as a good theoretical and practical basis to daily engagements of audiovisual newsrooms, not only those that participated in the training sessions, but also others that will be given this material.

Representatives of the audiovisual newsrooms in Tirana, Shkodra, Elbasan, Korça and Vloa regions participated in the training sessions and joint discussions carried out in the framework of the ACPC project. Two training levels and a discussion with the project beneficiaries were carried out: firstly, focusing on joint groups of a region, and secondly by implementing the inhouse training format. The discussions for the first version were on special aspects of the Broadcasting Code and their specific implementation, which were dominated mostly by topics related to the protection of minors, but also by cases that bring about intolerance and hate speech.

During the inhouse trainings, ACPC chose special newsrooms and the experts were focused on addressing the daily situations faced in working conditions in the media of targeted regions. This is an important qualification element for working and consulting with small groups or individuals, in the circumstances of what it plans and realizes daily. The center has also organized two workshops in Tirana, with the participation of not only journalists and editors from audiovisual media, but also of experts, journalism students, which focuses mostly on the parts of AMA’s Broadcasting Code regarding the protection of children.

8. SWITCHING TO NUMERIC BROADCASTING

The AMA’s Strategic Document Action Plan sets forth scheduled priority actions, and

expected results for the fulfillment of strategic objectives, divided by time frames (for the 2017-2019 period), which among other things includes the switching to numeric broadcasting process.

AMA is fully committed to complete the activities set forth in the Strategic Document, with its final aim of successful implementation of the audiovisual broadcasting digitalization process.

Referring to the deadline set for the analog broadcasting interruption process in the Tirana-Durrës region (30 July 2017), the Technical Secretariat, which is the special structure established following the switching from analog to numeric broadcasting strategy, concluded at its meeting held on 7 June 2017 that the analog broadcasting interruption, initially in a low population density allotment, would easily identify and fulfill the citizen requests for television numeric receivers, and in case of unpredicted issues it would have a low impact compared to regions with higher population density.

Furthermore, AMA has not launched the public information campaign on broadcasting interruption in Tirana-Durrës regions, in line with the Strategy deadlines (3 months before the analog broadcasting interruption), due to the lack of state budget-allocated funds to cover this campaign's costs. Referring to the Action Plan, approved along with the 2020 Strategy, AMA organizes information campaigns only if they are allocated the respective funds from the state budget.

As a result, Berat region was the first allotment of analog broadcasting interruption, on 15 August 2017. Then, the digitalization process continued with the analog broadcasting termination in Korça region. The deadline set for the analog broadcasting termination in Korça region, on 15 November 2017, was postponed to 8 January 2018 due to the rainfalls, and the RTSH request, as the process was taking place during the end of the year celebrations and would probably cause problems on certain areas service coverage. Analog broadcasting has terminated in Berat and Korça regions, and the process is continuing with the analog broadcasting termination in Fier region, on 31 March 2018.

The public information campaign for Berat and Korça regions was realized only through subtitled advertising, and not through special TV shows, television ads, because of the lack of funds; while for Fier region the public information campaign will continue through television ads, as the Audiovisual Media Authority has been allocated, through Decision of the Council of Ministers No. 708, dated 01.12.2017, a fund of ALL 40,000,000 (forty million) for the public information campaign on switching from analog broadcasting to numeric broadcasting.

8.1. Public operator audiovisual broadcasting digitalization

In fulfilling its duties and functions as provided for in Law No. 97/2013 and the Strategy on Switching from Analog to Numeric Broadcasting, as well as its Strategic Action Plan, AMA has made the supervision of audiovisual broadcasting digitalization implementation a priority.

In particular, AMA has focused on the implementation of the Albanian public operator

numeric network (RTSH) and the implementation of conditions and obligations set forth in the Service Contract by the latter. The reason was that the Albanian audience will be provided with more free of charge television channels through the use of RTSH numeric networks, thus the number of programs broadcasted by RTSH (actually, RTSH broadcasts 10 channels in numeric broadcasting), as well as due to the fact that in one of its numeric networks they will support their audiovisual program for the existing local/regional operators in the market.

In 2017, AMA continuously communicated with RTSH, and organized high level and technical level meetings with the aim of preventing problems it could face with the digitalization process implementation.

Although the digitalization process in Berat and Korça allotments was concluded within the defined timeframe (analog broadcasting was interrupted in these regions on 15 August 2017 and 8 January 2018 respectively), it had some problems related to the numeric coverage of the entire territory by RTSH. Due to the hilly and mountainous terrain, certain areas in these regions could not be accessed by numeric audiovisual broadcasting. AMA has intensively coordinated its work with the Albanian public operator (RTSH), private national numeric operators and local/regional operators of Berat and Korça regions, aiming at the successful realization of the entire territory coverage with this service. In addition, it has carried out continuous on-site monitoring to check the situation, as a reply to the complaints submitted by the residents of these regions.

AMA has continued its public information campaign to inform the public on analog broadcasting termination in Berat and Korça regions, and to raise their awareness on actions to be taken on being numeric broadcasting beneficiaries. Actually, the public information campaign on analog broadcasting termination in Fier region has started since 31.03.2018.

The procedures and activities undertaken by AMA for Berat and Korça regions will be in place even for the audiovisual broadcasting digitalization in other regions of the country during 2018.

8.2. Private national audiovisual broadcasting digitalization

The activities organized under the framework of digitalization process focused on the cooperation or coordination with the 5 private national numeric operators licensed by AMA.

The coordination consists in determining and respecting the analog broadcasting interruption deadlines, identifying technical solutions for the existing local/regional operators support for their networks, fulfillment of conditions and criteria set forth in the license, and in particular, addressing problems related to territory coverage with analog signal, as well as service quality. Another aspect was the respecting of logical channel numbers (LCN) by these operators for their programs and local/regional operators' programs supported by their network.

The unified application of the implementation sequence by all the national operators (public and private) allows the implementation of legal provision on local/regional operators'

support in national numeric networks, giving them the opportunity to choose the national operator to support their audiovisual programs. Should the implementation sequence not be unified, the local/regional operators would not have a choice.

Regarding the fulfillment of conditions and criteria set forth in the license, giving a special importance to the territory coverage with audiovisual signal service and quality, AMA has conducted repeated on-site monitoring sessions. In case of the identification of areas uncovered with signal, private national operators have been contacted and are required to find quick solutions.

The private national numeric operators have not respected the deadlines set by AMA for analog broadcasting termination in Berat and Korça regions, while they are working to finalize the digitalization process in Fier region, and to install numeric infrastructure even in other regions of the country.

8.3. The analog networks digitalization for existing operators

The existing local analog networks digitalization constitutes a legal obligation, and the alternatives for these operators to switch to numeric broadcasting are set forth in Law No. 97/2013, as amended, as well as the Strategy on Switching from Analog to Numeric Broadcasting, approved by the Decision of the Council of Ministers No. 292, dated 02.05.2012.

These alternatives comprise the following:

1. Support of the existing local analog programs on the public television numeric network or other numeric networks

In reference to the above, AMA has requested that television operators deposit their support contracts with the numeric networks that will be used. Currently, contracts entered in with RTSH have been deposited by 9 (nine) audiovisual operators.

AMA has the obligation to ensure the continuation of television broadcasting by the existing analog operators in the respective coverage areas, enabling the open (free of charge) broadcasting of the existing analog programs, even after they are supported by the numeric platforms.

2. Joint application for a local numeric network license within an area planned to be covered by SFN network, in line with the numeric frequencies plan;

In order to implement this legal provision, AMA has approved with Decision No. 100, dated 07.06.2017, the regulation "On procedures and requirements on granting local audiovisual broadcasting licenses during the transition period".

The scope of this regulation is to determine the requirements and rules to receive a local audiovisual broadcasting license by local analog subjects, which are licensed to provide audiovisual program services in the area that is planned for coverage by an SFN network.

The approval of this bylaw has paved the way for the process of granting local audiovisual broadcasting licenses, ensuring not only the switching to numeric broadcasting of the subjects licensed for analog broadcasting, and the issuing of audiovisual program service licenses for these subjects as well.

Should none of the above-mentioned alternatives be selected, AMA will proceed with the competition procedure announcement on granting the local numeric network licenses.

In its premises and in Berat and Korça regions, AMA has organized consultation meetings with the local and regional television operators to discuss the concerns and issues related to the support of their programs by national numeric networks.

The local/regional operators in Berat and Korça regions, where the digitalization process was finalized, have had their programs supported by the public operator numeric network. Besides the coordination and consultation process organized by AMA with local analog operators regarding their being supported by one of the national operator networks, the issues of support contract signing in allotments of Berat and Korça regions, and technical aspects of submission and connection for local analog operators were marred by some significant delays, and their solutions were found close to the deadline.

Currently, AMA maintains correspondence with the existing local/regional operators in the Fier region, where the digitalization process will ensue, with the aim of meeting the deadline on analog broadcasting interruption for this region. Fier is one of the regions with a significant number of local/regional operators (16 local/regional operators in total), which makes it second largest after the Tirana allotment; thus, AMA will be fully engaged in all the activities it will undertake.

TERRITORY COVERAGE WITH NUMERIC BROADCASTING

Mbulimi i territorit të Shqipërisë me transmetime numerikë



8.4. Frequency migration process

Under the framework of the digitalization process, the Audiovisual Media Authority (AMA) has followed with priority the frequency GE06 Plan vacating process (approved by AMA for the development of the national numeric broadcasting networks), occupied by analog broadcasting television operators and their migration to frequencies that are not included in GE06 Plan.

The frequency migration process is very important, as it ensures the non-interruption of audiovisual broadcasting by operators currently operating in the market, protecting the end user who will continue to have uninterrupted access to audiovisual broadcasting.

The frequency migration process has been conducted in accordance with the frequency migration plan/chart, designed by AMA. The vacating of frequencies allocated for the establishment of national numeric networks in all the regions of the country was made possible during 2017.

8.5. Vacating of the Digital Dividend band

Pursuant Decision of the Council of Ministers No. 277, dated 29.03.2017, "On the approval of the National Frequency Plan", the 790-862 MHz (DD1) band needed to be entirely vacated from audiovisual broadcasting by 30 June 2017. The Minister of State for Innovation and Public Administration issued Instruction No. 1, dated 11.04.2017, "On the implementation of the National Frequency Plan for the effective vacating of digital dividend frequencies from audiovisual broadcasting". This instruction authorized the Audiovisual Media Authority (AMA) and the Electronic and Postal Communication Authority (AKEP) to establish a joint working group to monitor the DD1 band vacating process by the audiovisual broadcasting in the entire territory of the country.

Based on the above mentioned instruction, and Order No. 88, dated 18.04.2017, AMA and AKEP have established the joint working group "On monitoring the DD1 first numeric dividend vacating process by the audiovisual broadcasting in the entire territory of the country", which organized the first meeting upon the issue of the Order (dated 21.04.2017) under the framework of DD1 band vacating process acceleration.

Pursuant to the duties set forth by Order No. 88, dated 18.04.2017, AMA drafted the DD1 band monitoring plan for the entire country, and then the AMA-AKEP joint group, established following this plan, conducted the on-site monitoring.

Meanwhile, since March 2017, AMA informed all the audiovisual operators, who were using DD1 band frequency channels to provide analog broadcasting, to vacate these channels and to migrate in other channels specified by AMA. Correspondences have continued even after this process, and repeated meetings were organized with local/regional/national operators. Due to these activities, the vacating of frequencies that were used by analog broadcasting operators (10 operators in total) and by numeric broadcasting operators has been made possible.

AMA has conducted on-site monitoring for the use of 790-862 MHz band by audiovisual

operators. Based on the monitoring conducted in December 2017, it results that this band frequency channels have been vacated from 15 operators in 45 broadcasting points. Work has continued during this month to vacate the three remaining broadcasting points.

8.6. Public information campaign

The Strategy on Switching from Analog to Numeric Broadcasting appoints AMA as the responsible authority for the public information campaign organization. Since the switching from analog to numeric broadcasting process is not just a priority process for all the European countries, regardless of whether they are EU member states, but is first and foremost a process with broad impact on the entire Albanian society, since April 2016 and during 2017, AMA made available the (04-410-44-55 and 04-410-44-56) Call Center numbers. These two numbers are available to all questions citizens or operators might have from 09:00 to 21:00, 7 days a week.

In addition, in the “Digitalization” tab on its official website, AMA publishes announcements and keeps all the stakeholders informed in real time on the regulatory framework, the numeric frequency plan, general information, the brochure and leaflet developed by AMA for the digitalization process, the Call Center contact information, the link to AMA’s Facebook page, as well as all the special show interviews on the audiovisual broadcasting digitalization given by AMA’s staff.

Among other things, random citizen questions on the digitalization process are also addressed to the Authority’s official email address info@ama.gov.al. According to the specifics of the question, they are submitted for reply to the relevant directorate and are replied to within the deadlines set forth by Law No. 119/2014 “On the right to information”.

Under the framework of information campaign, AMA has set up its Facebook account “Audiovisual Media Authority - Digitalization”, which publishes all the information related to the process. In addition, all questions received in the inbox of this social media are replied to with the same procedure as those sent to info@ama.gov.al.

In addition, based on the digital broadcasting coverage plan, AMA provides information through television spots on the coverage process and the measures to be taken by audiovisual media users to continue watching audiovisual content.

We would like to stress that AMA will continue to inform the public on the process and relevant developments until digital broadcasting is active in the entire Albanian territory.

Nearly 2000 calls have been received by the Call Center in 2017.

- The most frequent questions during the first 6-month period were:
 1. When will the digitalization process start in different areas of Albania?
 2. Questions on decoders costs, sales points.
 3. Questions on the number of channels to be provided.
 4. When will the digitalization process end?
- Most of the calls were registered to come from the following cities: Elbasan, Librazhd, Korça, Shkodra, Lezha, etc.
- Most of the calls were placed by men.

8.7. AMA - RTSH contract

Upon approval of the public broadcasting Service Contract by AMA, (Decision No. 18, dated 02.03.2017), in compliance with the requirements of Law No. 97/2013, its ongoing focus was on the follow-up of this Contract's Terms of Reference implementation. Exactly 6 months after the approval of this contract, which for RTSH equals the licensing timeframe, in September 2017 AMA conducted an assessment on the development of the Public Broadcaster 12 channel program platform, and on the range of signal coverage throughout the country.

In designing and undertaking the assessment, the following elements were considered:

- AMA conducts monitoring on the range of coverage with broadcasting signal by audio and audiovisual subjects;
- the transition phase of switching from analog to numeric broadcasting and the Service Contract has exposed RTSH to challenges and obligations related to the programs' structure, nature, type and content;
- of special importance is the range, diversity of general programs, structural definition and improving quality of topic-specific programs (dedicated channels);
- the assessment is not just important to further the understanding and identification of RTSH content broadcasting issues, but also to help the public broadcaster through an institutional communication process with AMA.

AMA's assessment focused on all the general programs (channels): RTSH 1, RTSH 2, RTSH 3 and topic-specific ones: RTSH SHQIP, RTSH 24, RTSH MUZIKË, RTSH FILM, RTSH SPORT, RTSH KUVENDI of RTSH digital terrestrial platform.

Article 6 of the Contract specifies that RTSH will provide 12 channels (8 SD channels and 4 HD channels) to the public, out of which 7 programs will start broadcasting within March 2017, while the other programs will start broadcasting within 2017. The assessment conducted in September 2017 resulted that RTSH had:

- three all purpose channels (RTSH 1, RTSH 2 , RTSH 3);
- four topic-specific channels RTSH SHQIP, RTSH MUZIKË, RTSH FILM, RTSH SPORT;
- it also broadcasted in two other channels, RTSH 24 and RTSH KUVENDI, but RTSH 24 broadcasted the same programming (identical in structure and content) with RTSH Shqip, while RTSH KUVENDI did not broadcast content (it just had a logo and audio that was repeated without interruption, at any time and day of broadcasting), while the parliamentary sessions were broadcasted on RTSH 1.

From the quantitative point of view, it resulted that the obligation set forth in the Public Broadcaster's Service Contract was fulfilled. If we compare the types of RTSH current programs with the Catalog of Programs defined in this Contract, the following result to be still unfulfilled:

- two topic-specific program (channels) for children, RTSH Fëmijë 1 (programs dedicated to pre-school children) and RTSH Fëmijë 2, (programs dedicated to school children and youth);
- one topic-specific program (channel), RTSH Lajme (news-dedicated channel);

- one topic-specific program (channel), RTSH JETË (programs dedicated to lifestyle, travel, tourism, cooking, clothing, health and body).

RTSH is committed in the Contract that it will broadcast at least a newscast in 24 hours in two general channels RTSH 1 and RTSH 3 for people with special sensory needs, ensuring simultaneous broadcasting in the corner of the screen. The assessment found out that this type of access was provided only by RTSH 1.

The part of assessment that reviews the level of signal coverage of RTSH broadcasting, AMA identified that no audiovisual service was provided by the Public Broadcaster in 12 municipalities. In such situation, citizens were restricted one of their constitutional rights, the right to information, even though they paid the monthly fee on RTSH service.

The findings and conclusions of this assessment were submitted via an official letter to the General Directorate and the RTSH Executive Board members by AMA. AMA will periodically monitor and assess the RTSH programs platform establishment process, as well as the level of signal coverage, information that will be shared with this institution's management, both through letters and direct contacts.

Upon the approval of the above-mentioned contract, and pursuant to Article 15 of the Contract that stipulates how it can be amended, RTSH has requested the establishment of a new national broadcasting network (FM radio), free of charge, "Radio Tirana Klasik". The object of Contract appendix is the provision of a free of charge national audio service, "Radio Tirana Klasik". The audio channel "Radio Tirana Klasik" will broadcast classic music from the best international and Albanian repertoire in 24/24, executed by the RTSH Symphony Orchestra, as well as by other European and international orchestras.

Pursuant Law No. 97/2013, RTSH, as a public operator, has the right to establish, maintain and operate the national audio and audiovisual broadcasting service, which must be a free of charge broadcasting service, and receivable to the extent possible, by all the citizens of the Republic of Albania, and must include in its free of charge broadcasting no less than 2 national audio broadcasting programs.

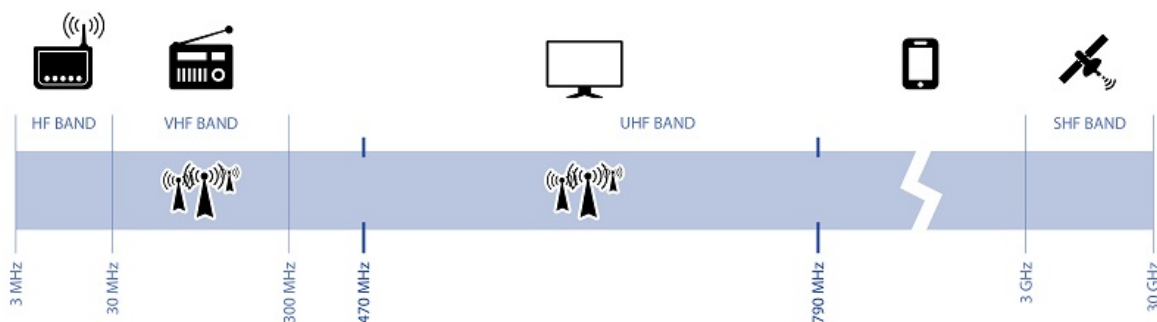
In reference to the above mentioned, though its Decision No. 82, dated 29.05.2017, AMA has approved the broadcasting service contract appendix.

8.8. Frequency specter planning and administration

8.8.1. Audiovisual service frequency planning

The frequency specter planning is an important process supporting the improvement of the existing audio/audiovisual operators' signal coverage, which helps in creating the necessary space for the introduction of new operators in the market, as well as with the aim of preventing damaging interferences to audio/audiovisual and other services.

The bands managed by AMA are the bands used for audio and audiovisual broadcasting.



In the framework of audiovisual service frequency planning, AMA has followed the frequency migration process and DD1 band vacating process during 2017. The activities undertaken related to these processes are identified as above.

In addition, AMA has assessed the vacant capacities of audiovisual band frequencies, with the aim of fulfilling the requests submitted to AMA by audiovisual operators in the market, on their temporary use until the complete switching to numeric broadcasting.

The frequency determinations on the establishment of national numeric networks (public or private) have not changed.

Meanwhile, the vacant frequencies that are set forth for the local/regional operators licensing are not used. Through its Decision No. 100, dated 07.06.2017, AMA approved the regulation “On procedures and requirements on granting local audiovisual broadcasting licenses during the transition period”, paving the way for local/regional operators licensing.

Frequency channels for the 2 public national numeric networks of the RTSH in the UHF band

| Public Networks | Shkodra Allot. | Kukës Allot. | Dibra Allot. | Lezha Allot. | Tirana Allot. | Elbasan Allot. | Fier Allot. | Berat Allot. | Korça Allot. | Gjirokastra Allot. | Vlora Allot. |
|-----------------|----------------|--------------|--------------|--------------|---------------|----------------|-------------|--------------|--------------|--------------------|--------------|
| MUX-1 | 28 | 26 | 38 | 43 | 34 | 23 | 27 | 25 | 43 | 26 | 23 |
| MUX-2 | 41 | 32 | 24 | 23 | 21 | 33 | 31 | 30 | 45 | 37 | 39 |

Frequency channels for the 5 private national numeric networks in the UHF band

| Private Networks | Shkodra Allot. | Kukës Allot. | Dibra Allot. | Lezha Allot. | Tirana Allot. | Elbasan Allot. | Fier Allot. | Berat Allot. | Korça Allot. | Gjirokastra Allot. | Vlora Allot. |
|------------------|----------------|--------------|--------------|--------------|---------------|----------------|-------------|--------------|--------------|--------------------|--------------|
| Klan MUX-3 | 34 | 50 | 55 | 33 | 41 | 42 | 35 | 32 | 51 | 44 | 46 |
| DigitAlb | 59 | 40 | 30 | 46 | 53 | 48 | 28 | 36 | 55 | 29 | 57 |

| | | | | | | | | | | | | |
|----------------|----|----|----|------------|----|----|----|----|----|----|-------|--|
| MUX-4 | | | | | | | | | | | | |
| Top Channel | | | | | | | | | | | | |
| MUX-5 | 45 | 42 | 25 | 29 | 59 | 49 | 22 | 54 | 57 | 50 | 43 | |
| Vizion + MUX-6 | 22 | 36 | 54 | ----- - | 57 | 46 | 29 | 24 | 21 | 48 | ----- | |
| ADTN MUX-7 | 51 | 52 | 60 | ----- - | 39 | 40 | 45 | 47 | 27 | 35 | ----- | |

The following are vacant frequency channels for the VHF and UHF bands:

| | Shkodra Allot. | Kukës Allot. | Dibra Allot. | Lezha Allot. | Tirana Allot. | Elbasan Allot. | Fier Allot. | Berat Allot. | Korça Allot. | Gjirokastra Allot. | Vlora Allot. | Tirana Suballot. |
|-----------------------------|----------------|--------------|--------------|--------------|---------------|----------------|-------------|--------------|--------------|--------------------|--------------|------------------|
| Vacant channels in VHF band | 9 | 9 | 8 | 9 | 10 | 7 | 10 | 5 | 6 | 8 | 8 | 6 |
| Free channels in UHF band | | 56 | | | | 56 | 51 | 52 | 28 | 38 | | 26 |
| | | | | | | 58 | | | 59 | 53 | | 37 |
| | | | | | | | | | | 56 | | 44 |
| | | | | | | | | | | 58 | | 50 |
| | | | | | | | | | 60 | | | 60 |

8.8.2. Audiovisual band frequency coordination

Pursuant AMA's Strategic Document Action Plan, which includes among other planned activities the coordination with the GE06 Contract signatory countries on the reorganization of the respective frequencies of frequency plans for the identification of the broadcasting capacities optimization and extension spaces, AMA has participated in coordination activities organized by countries of the Region.

The countries of the Region have undertaken initiatives on joint coordination related to the audiovisual band use, driven by the recent developments on reducing this band. The 470-790 MHz band will be reduced, except the 694-790 MHz (DD2) band, which is defined to be used by broadband services.

More specifically, AMA has participated in the coordination meetings organized by the Adriatic and Ionian coastal area administration (specifically the administrations of Albania, Croatia, Greece, Italy, Montenegro, San Marino and Slovenia), and they were informed on the multilateral contract outcomes of the South European Digital Dividend Implementation

Forum (SEDDIF).

Regarding these two international initiatives, AMA relayed information that Albania has no approved acts for the legal/regulatory framework that addresses the strategy, modalities or deadlines for the DD2 band vacating. The only document expected to address this issue is the National Specter Policy Document, which is currently being drafted.

AMA organized a meeting with national (public and private) numeric operators to inform them on these coordination processes. This meeting found out that the numeric audiovisual operators contested these processes because they were still investing on the establishment of numeric networks, and the changes that will follow the DD2 band vacating do not take into account such investments. AMA has licensed the numeric operators for a 15-year period, taking into account the return on investment value. The changes foreseen to take place in such a short time are unaffordable for these operators. Under these circumstances, AMA has not signed the above-mentioned draft-contracts.

Meanwhile, AMA has carried out technical studies and has verified the compliance of proposals presented by the countries of the Region with the GE06 Plan stipulation. It results that all the channels comply with this plan stipulations, except for Ch46, which under the contract is determined to be used by Italy; but it is currently being used by our audiovisual operators. In this regard, this concern was expressed to the Italian party, with which we expect to organize bilateral meetings to discuss on the use of this channel and other topics.

8.8.3. Audio service frequency planning

Regarding the 87.5-108 MHz audio specter planning and administration, AMA has periodically assessed the vacant audio frequency capacities, and has updated the Frequency Use Plan for these services.

The areas identified as areas of concerns related to the vacant frequency availability are Tirana, Durrës and Fier regions, while the rest of the areas do have the necessary resources.

AMA has undertaken technical studies using the professional ICS Telecom program on granting licenses to two national radios; one of them belongs to the public operators and the other to any interested private subject.

In addition, studies have been undertaken related to the requests filed by audio subjects on changes to technical broadcasting characteristics (such as CRI, Rash, Radio Fieri, etc). The studies consist in undertaking technical estimations on the service area signal coverage, and avoiding various interferences domestically and across the border.

Referring to AMA's Strategic Document Action Plan, the compliance of broadcasting points and audio broadcasting licensed frequencies in the Republic of Albania with the international contracts into force has been assessed.

Based on the verifications, it resulted that there is no compliance between the broadcasting points/frequencies used by audiovisual operators in the market with the data registered in

international registers. For that reason, the coordination of frequencies with the neighboring countries is needed, and upon their approval their registration in the international ITU register must take place. As AMA was engaged in the audiovisual broadcasting digitalization process, it was impossible to take coordinating measures with the neighboring countries in relation to the audio service frequencies.

8.9. Addressing of interference caused in neighboring countries

During 2017, AMA has undertaken some activities to avoid the damaging interferences caused by the Albanian audiovisual operators to the neighboring countries operators, such as Montenegro and Macedonia. The interferences have been caused in 790-862 MHz (DD1) band, which in our country was used by audiovisual broadcasting, while the neighboring countries used this band for mobile services (LTE).

In order to solve the issue of interferences caused to Montenegro, AMA has closely cooperated with our counterparts in neighboring countries, as well as the audiovisual operators that were using the DD1 band frequencies. The coordination with the Montenegro Regulatory Authority (EKIP) made possible to avoid the interferences caused by the Albanian audiovisual operators, which broadcasted at the Tarabosh (Shkodra) broadcasting point, but the interferences from other broadcasters were still present. After the organization of a joint working meeting focused on the opportunities and final deadlines to solve the issue, AMA and EKIP conducted a joint on-site monitoring, which identified that the interferences were present even at Fushë-Dajt and Tyrbe Lezha broadcasting points. They were avoided in a short period of time, thus eventually eliminating the interferences to Montenegro.

Furthermore, some cooperation steps have been taken with the regulatory authority of Macedonia in the context of identifying sources of interference. As these interferences were caused by the broadcasting points located in Korça region, their total avoiding was made possible only after the analog broadcasting termination in Korça region.

Therefore, AMA has eventually solved the issue of damaging interferences caused to neighboring countries.

In addition, the interferences caused by the audiovisual operators of Macedonia to our country are avoided; they used frequencies out of GE06 plan, which were allocated to our audiovisual operators broadcasting in Korça region. The correspondences and cooperation with the Macedonian counterparts ensured the avoiding of interferences and the analog broadcasting termination in Korça region within the deadline.

8.10. Engagement of the Authority in the audiovisual market technological developments

The digital technology is replacing the analog technology, not just in the field of audiovisual media, but in all the fields. The benefits that these technologies bring about are

entrepreneur and user-sensitive, and have a significant impact on the economic growth of a country.

As a result, through its Decision No. 182, dated 06.09.2016, AMA decided on the full switching of the audiovisual broadcasting supported by cable network to digital technology, providing the existing subjects in the market with a deadline (31.12.2017) to switch from analog to digital technology.

Through its official letters, AMA has informed the subjects authorized to provide audiovisual services supported by cable network that the final deadline for the use of analog technology was 31.12.2017. At the same time, they have authorized the new operators in the market to provide audiovisual services supported by digital technology.

On 17 May 2017, the Audiovisual Media Authority, in cooperation with the Ministry of Innovation and Public Administration organized the “Digital Switchover & Broadband Services” Conference, under the framework of the Innovation Week.

Participants in that conference were the representatives from independent regulators - AMA and AKEP - representatives from the main operators in the field of audiovisual broadcasting and electronic communications, as well as media and electronic communication stakeholders.

This conference focused on the technological developments and audio/audiovisual and mobile market trends in Albania related to new technologies implementation. The delivered presentations, among other things, brought in new information on advanced technologies in DVB-T2 networks, mobile technology revolution (the future of 5G network), the future generation networks/infrastructure, as well as broadband development projects in Albania.

9. THE AUTHORITY’S COMPLIANCE WITH TRANSPARENCY PRINCIPLES AND ENHANCEMENT OF THE INSTITUTIONAL IMAGE

9.1. Transparency program

Under the framework of the transparency program, the Audiovisual Media Authority is engaged in periodically updating public information in compliance with the Law “On the Right to Information”. AMA’s official website, www.ama.gov.al, is an information source for many media, experts, journalists, international organizations, etc. and takes into account the highest interest of the public, and especially guaranteeing maximum access to public information. This is achieved by making available information without prior request, in order to limit the need for individual information requests.

In accordance with the transparency program, AMA’s official website, www.ama.gov.al includes in the relevant transparency section, updated information on the annual budget, the execution of revenue and expenses and information on public procurement procedures followed by AMA.

In addition, all other information on the AMA organizational structure, data on education,

qualifications, and remuneration of officials that have the obligation to declare wealth, and the salary structure for all other employees has also been published on AMA's official website.

During the reporting year AMA has received approximately 80 requests, which have also been reflected in the request and reply record on the official website www.ama.gov.al under the Activities/Transparency Section, which also includes the requests for provision of services by the Authority.

This transparency program is in full compliance with the Law "On the Right to Information", and considerably improves Authority governance and institutional image.

During the reporting period, AMA has been a defendant party or a third party in administrative/civil court proceedings to solve different conflicts. Besides the court proceedings initiated during 2017, AMA has also followed the court proceedings initiated before 2017, which due to the appeals and recourses by litigants are being tried at the Appeals Court or High Court.

In some cases, AMA, as a legal person, has filed a suit as a plaintiff against the audio/audiovisual subjects as defendants. More specifically, AMA has filed a lawsuit to Tirana First Instance Administrative Court against debtor subjects, whose licenses/authorizations were revoked during 2015 and 2016.

The summarized reflection of court proceedings under trial, in the three instances, executed and closed during 2017, is presented in Annex 1.

9.2. Publishing of AMA' Periodic Bulletin

The publishing of economic, technical, ownership, content and human resources data, which are part of AMA' Periodic Bulletin, is a contribution to the audiovisual market transparency in the Republic of Albania. During 2017, the Bulletin indicators have been too referential to the study works and researches of journalism and communication sciences professors, as well as to the process of students' course assignments and master thesis preparation. Besides this, two non-governmental subjects well-known for their international projects in the field of media transparency - the Balkan Investigative Reporting Network, BIRN and IDRA Research and Consulting - based on the Periodic Bulletin data, have started to cooperate with AMA since the end of 2017 on the audiovisual market information exchange, especially related to these sector's ownership aspects.

In the third edition of the Bulletin, AMA will present detailed data on licensed audio and audiovisual subjects' ownership, in compliance with the transparency and information of the public and stakeholders.

In the two first editions, the ownership is indicated based on the four large groups of AMSP: televisions, radios, cable services and other services, and not for specific subjects.

The AMA's Periodic Bulletin will contain performance indicators, which will reflect the objective changes that the audiovisual market in the Republic of Albania has and will encounter from the digitalization process finalization; the market will be reconfigured with 7 digital terrestrial platforms and their respective television channels.

9.3. Management of human resources performance

In order to fulfill the strategic aim of the Strategic Action Plan 2017-2019, on the specific objective related to the governance enhancement and organization's development, AMA has shown maximum commitment on consolidating a flexible and effective public service organization, which evolves constantly.

Under the framework of AMA's institutional capacity building and the priorities set for 2017, as well as based on an analytical study on the needs and new opportunities for training, the Human Resources and Foreign Relations Directorate developed at the start of the new calendar year the Annual Training Schedule, specifying the needs for training analysis; this schedule helped the organization of the employees who attended the training throughout the year, which introduced them to the best public administration practices and standards.

Training have been realized in a number of ways, starting with direct training within the workplace from the most qualified employees, to the experience exchange with international bodies, as well as training at the Albanian School of Public Administration (ASPA), including introduction practices for the newly recruited civil servants and ongoing professional training programs for the public administration civil servants.

AMA has paid a special attention to the cooperation with various international organizations experts, under the framework of staff capacity building, professional skills enhancement and basic knowledge improvement. In this context, we can mention the following training sessions:

- The training of the Audiovisual Media Authority (AMA) staff, with its topic "Human Rights Protection and Anti-Discrimination", delivered by the Council of Europe experts, under the framework of joint EU-CoE project: "Increase of the Albanian Human Rights Protection and Anti-Discrimination System efficiency". This training focused on human rights protection, anti-discrimination concept analysis under the frame of national and international legal framework, institutional map presentation and attention paid to the relevant roles and responsibilities on anti-discrimination issues, as well as AMA's role in promoting anti-discrimination practices and sanctioning the discriminatory language and practices.

The Council of Europe experts addressed the legal framework and non-discrimination standards, and provided general information about the Albanian legal framework on the anti-discrimination rules, standards and measures. This brought to attention the need for AMA's legal framework review and update with the European practice, referring to the International Ratified Conventions, Convention for the Protection of Human Rights and Fundamental Freedoms, as well as European Union Equal Treatment Directives.

The training of the institution's employees, with the topic: "Increase of efficiency in meeting the objectives, role and responsibility of each civil servant", organized by international long-term experience experts, specialized in the field of human resources management, who with their experience and selected methodology ensured an interactive communication with any participating employee, creating this way a different and efficient method of conveying information, ideas and concepts on human resources management and orientation.

- Individual training of organizational units management level, with the topic:

“Individual staff/performance management”, whose overall aim included setting of the objectives, methods and means for staff management and performance management, mainly: performance assessment as an orientation mean; objectives-based orientation; setting of objectives, indicators and plan; providing civil servant with an opportunity to enhance their managerial capacities on human resources and to promote their professional development, with the aim of gaining experience in the fields of responsibilities and specific rights they cover.

During the reporting year, AMA has implemented the annual recruiting plan on work organization and orientation for the full compliance with the legislation on civil servants, by strengthening the principle of merit in recruiting, mobility increase and career development within the civil service.

- Another form of training was the participation in the training sessions organized by Leiden Law School, Netherlands Helsinki Committee (NHC) and the Hague Academy for Local Governance (THA), where each civil servant was provided with the chance through online application to be trained in the field of media, to be introduced to the best practices in a series of topics related to rule of law through interactive sessions that combined theory, practice and study visits. This cooperation network provided a learning, exchange and cooperation platform.

- A special attention was paid to the innovative training of AMA’s staff on environmental awareness-raising, in particular the training organized by AMA in cooperation with Creative Business Solution (CBS), an organization that provides consultancy to the best expertise in that field, under the framework of green policies “Energy efficiency and the adoption of an action plan for its improvement”. Taking into account its high social responsibility as a state institution, and as the Audiovisual Media Regulatory Authority, AMA is one of the first institutions that were committed to promote further efforts to be more environment-friendly and to support the environmental policies.

In regard to its meetings, AMA has organized 14 meetings with the participation of its whole staff members during 2017.

9.4. Information and knowledge infrastructure

Increase of communication and processing capacities in the field of Information Technology

During 2017, under the framework of increasing work efficiency, the AMA’s information communication and processing capacities have been increased. This increase has led to a higher performance of functional duties fulfillment, as well as an increase of information storage security components.

More specifically, the increase of AMA’s communication and processing capacities, and information security components consists in the following elements:

- The computerized communication network is completely new and within contemporary parameters, enabling a fast communication and uninterrupted work for AMA's employees (these changes took place due to AMA's transfer in another building).
- Putting AMA's central server into efficiency, leading to the increase of AMA's communication and processing information security components.
- Increase of electronic and programming capacity in program monitoring studio by 70 %, significantly increasing the media information processing, and its safe storage.
- Enhancement of AMA's control systems, including the camera system, alarm system and institution's entry-exit system.
- Enhancement of mobile communication lines.
- AMA's electric network is completely new and within contemporary parameters enabling the work flow in case of electricity interruption (these changes took place due to AMA's transfer in another building).
- Provision of two independent internet lines for internal communication between employees, ensuring work flow in case of faults.

Under the framework of regulating the data and information administration, storage, functioning, processing and management, AMA has approved the relevant regulations and procedures to be followed by AMA's employees.

The prepared acts are listed as follows:

- Terminal equipment change procedure;
- Terminal equipment incident management procedure;
- Monitoring and maintenance procedure;
- Technical room (server room) changes procedure;
- Distance connection with AMA's network procedure;
- Mail client configuration and website maintenance procedure;
- Operation system installation procedure;
- Backup and Restore procedures (procedures related to information storage in AMA's computer network).

10. FINANCIAL INDICATORS AND RESOURCES MANAGEMENT

10.1. Financial resources management

10.1.1. Financial Resources

Pursuant to Article 24 of Law No. 97/2013, AMA's financial resources are as follows:

- a) revenue from the payments on the receiving and renewing of licenses and/or authorizations;
- b) revenue from annual payments on licenses and/or authorizations;

- c) revenue from the administrative processing of requests for application;
- ç) revenue from the fees on broadcasting services set forth in fiscal laws, as the tax agent;
- d) funding by state budget;
- dh) other legal sources.

Through Decision No. 247, dated 21.12.2016, AMA has approved the annual budget for 2017.

The *expected revenue* line includes revenue from self-funding and expected revenue by state budget.

For 2017 state budget, AMA has foreseen funding by state budget for the obligation deriving for “Media+” sh.a. Company (Tv Shijak) to the amount of **ALL 81,951,292**. AMA has signed an agreement-act with “Media +” sh.a. Company on December 2015, to prevent the immediate execution of the obligation set forth in the mandatory execution order. This signed agreement-act terminated on 01 January 2018. AMA has not being allocated any fund by state budget for this obligation so far.

Pursuant to DCM No. 292, dated 02.05.2012, “*On the Approval of the Strategy on Switching from Analog to Numeric Broadcasting*”, AMA has requested to be allocated funds by state budget during 2017, in order to continue with the public information process.

During 2017, due to the lack of funds allocated by state budget for the continuation of public information campaign on switching from analog to numeric broadcasting (during May-November 2017 period), AMA approved the changes to budget through Decision No. 17, dated 02.03.2017, and Decision No. 58, dated 10.05.2017.

Through DCM No. 708, dated 01.12.2017 “*On an extra fund to 2017 state budget, approved for the Prime Minister’s Office*”, AMA has been allocated a fund of ALL 40,000,000, which is being used for the continuation of public information campaign on switching from analog to numeric broadcasting for January-April 2018 period.

10.1.2. Self-funding sources collection progress

During 2017, AMA has continued its increasing funding sources collection trend, mainly the “**Revenue from obligation for annual license/authorization fees**” line, as follows:

ALL

| Years | Expected annual revenue | Realized annual revenue | Realization in % |
|-------------|-------------------------|-------------------------|------------------|
| 2013 | 116,958,810 | 42,899,741 | 37% |
| 2014 | 102,413,197 | 61,525,629 | 60% |
| 2015 | 140,277,514 | 111,769,232 | 80% |
| 2016 | 160,610,044 | 140,241,752 | 87% |
| 2017 | 166,773,463 | 156,661,376 | 94% |



10.1.3. Financial obligation of AMSPs

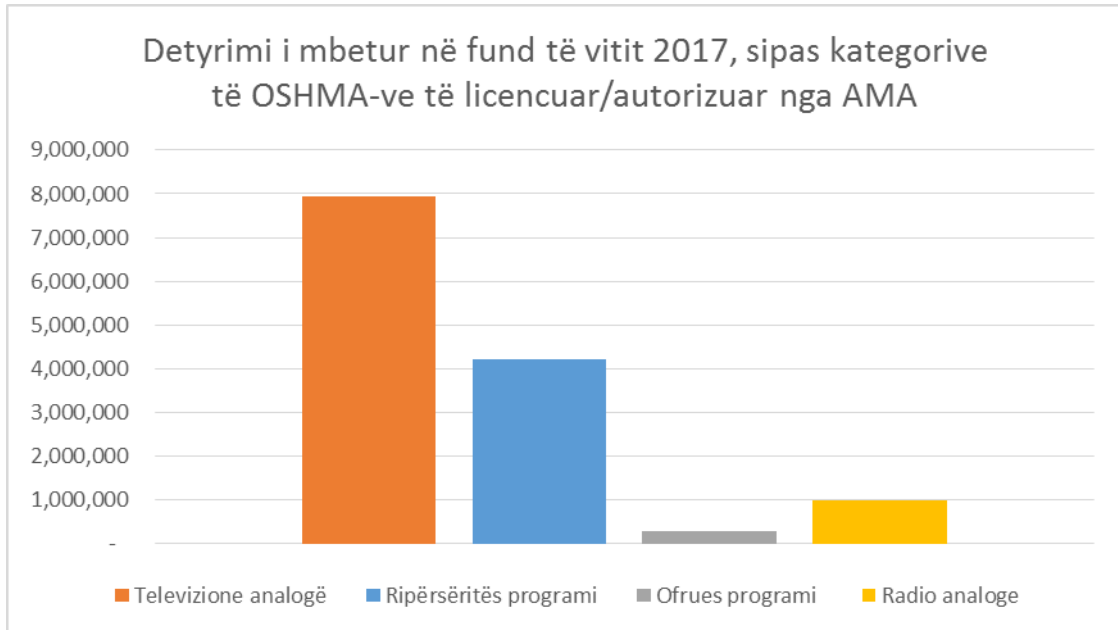
AMSPs that have unpaid financial obligations are classified as follows:

a. Licensed/authorized AMSPs;

The summary overview for the licensed/authorized AMSPs, which have unpaid financial obligations to AMA and state budget until the end of 2017, is as follows:

ALL

| Classification of AMSPs | The remaining unpaid obligation for 2017 |
|-------------------------|--|
| Analog televisions | 7.931.882 |
| Program repeaters | 4.201.093 |
| Program providers | 293.050 |
| Analog radios | 994,486 |
| Total | 13.420.511 |

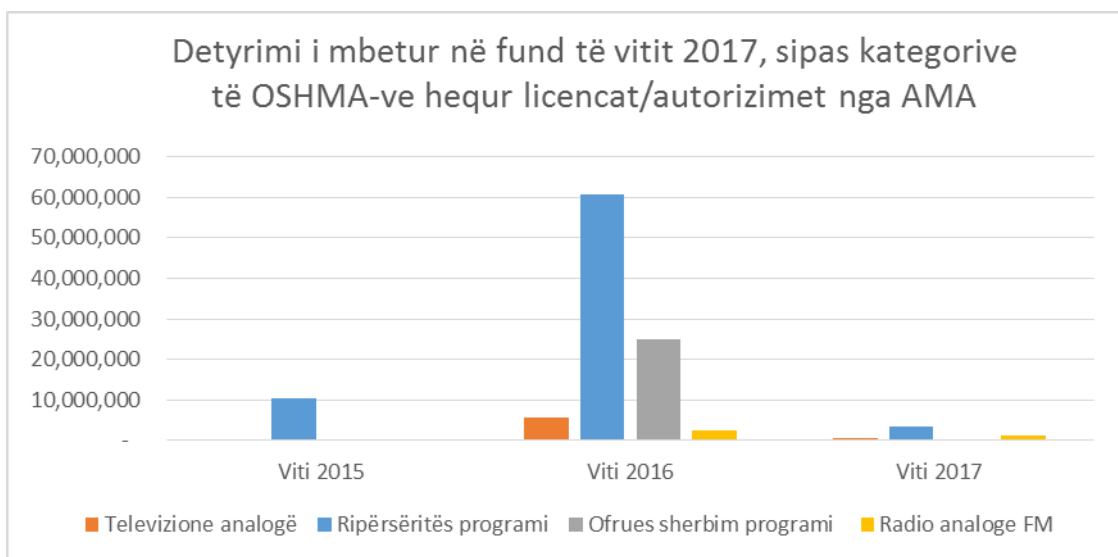


b. AMSPs with revoked/invalid licenses/authorizations during 2017

During 2017, AMA has made decisions to revoke licenses/authorizations for AMSPs, as follows:

ALL

| Classification of AMSPs | Year 2015 | Year 2016 | Year 2017 | Total |
|-------------------------|------------|------------|-----------|--------------------|
| Analog televisions | | 5,485,300 | 415,228 | 5,900,528 |
| Program repeaters | 10,450,000 | 60,767,125 | 3,243,285 | 74,460,410 |
| Program providers | | 25,041,700 | 161,545 | 25,203,245 |
| Analog radios | | 2,428,490 | 1,232,760 | 3,661,250 |
| Sum | | | | 109,225,433 |



10.1.4. Decisions for fines

During 2017, AMA has imposed 99 sanctions punishable by fine, as follows:

- Supervision Directorate has imposed 77 sanctions punishable by fine.
- Internal Services Directorate has imposed 14 sanctions punishable by fine;
- Complaints Council has imposed 2 sanctions punishable by fine;
- Programming Directorate has imposed 1 sanction punishable by fine;
- Legal and Licensing Directorate has imposed 5 sanctions punishable by fine.

Financial progress of sanctions punishable by fine during 2017

| | ALL |
|---|--------------------|
| Opening at the beginning of 2017 | 231.625.817 |
| Decisions for fines in 2017 | 110.080.000 |
| Late fees | 25,224,722 |
| Paid obligations for decisions for fines and late fees | 11.325.738 |
| Decisions for fines annulment/reduction/cessation of executive title by the bailiff | 59.782.000 |
| Obligation at the end of the year | 295.822,801 |

10.1.5. Financial resources use

During 2017, AMA has managed the financial resources based on budget Decision No. 247, dated 21.12.2016, as amended, Public Projections Register for 2017, as amended and funds allocated by state budget.

The main investments and expenses are as follows:

- DCM No. 468, dated 03.06.2015 *“On the transfer of administration responsibility from the Albanian Radio and Television to the Audiovisual Media Authority of the ground floor, first and second floor of the building named “Atelier for the Radio and Television Decoration”*, was not followed by a state budget-allocated fund, neither for the “Implementation draft projection” investment, nor for its implementation. With its funds, AMA made an investment to the amount of ALL 95,5 million to turn a completely depreciated building into a functional and contemporary building.
- With its funds, AMA has made an investment to the amount of ALL 19 million for the refurbishment of the new building premises/offices.
- Through DCM No. 768, dated 02.11.2016 *“On an amendment of DCM No. 402, dated 01.06.2016, “On an extra fund to the 2016 fund, approved for the Prime Minister’s Office”* AMA has been allocated a fund of ALL 45,000,000 by the state budget. This fund was used to fund the public information campaign on the switching from analog to numeric broadcasting, and its monitoring for December 2016 – April 2017 period.

10.2. Financial Statements

- ***“Assets and Liabilities” Statement***

| No. | Name | Year 2017 | Year 2016 |
|-----------|--|--------------------------|--------------------------|
| A. | Short-term assets (I - IV) | 488.792.447 | 416,835,743 |
| I. | Detailed inventory situation | 2.367.054 | 3.039.950 |
| II. | Requests for collection to third parties (1 - 4) | 420.786.406 | 313.109.857 |
| 1 | -Clients for license <i>(Collectibles from clients)</i> | 114.032.821 9.117.208 | 70.699.449 18.298.879 |
| | <i>(Clients with revoked licenses)</i> | 104.915.613 | 90.167.115 |
| | <i>(Clients with revoked licenses, written off)</i> | - | - 37.766.545 |
| 2 | -Clients for radio and TV services fee <i>(Collectibles from clients)</i> | 8.422.857 4.305.057 | 10.307.801 6.752.301 |
| | <i>(Clients with revoked licenses)</i> | 4.117.800 | 3.555.500 |
| 3 | -Fined clients | 272.152.989 | 231.625.817 |
| 4 | -Late fee clients <i>(Late fee clients for authorizations)</i> | 26.177.739 2.507.927 | 476.790 476.790 |
| | <i>(Late fee clients for fines)</i> | 23.669.812 | |
| III. | Other requests to third parties | 2.351.354 | 68.907 |
| | -Advances | 145.210 | 64.166 |
| | -Differences from state for taxation | 11.372 | 4.741 |
| | -Advance payment to third parties, personal fines, etc. | 2.194.772 | - |
| IV. | Coffers and Bank | 63.287.633 | 100.617.029 |
| B. | Long-term assets (I - II) | 151.313.459 | 57.387.371 |
| I. | Studies and research | 10.705.689 | 6.308.708 |
| II. | Net sustainable assets | 140.607.770 | 51.078.663 |
| | - Economic inventory | 18.568.656 | 264.270 |
| | - Technical installations, equipment, work tools | 18.259.522 | 11.367.490 |
| | - Transport vehicles | 4.264.528 | 4.547.661 |
| | - Expenses for administrative facilities | 99.515.064 | 34.899.242 |
| C. | Liabilities (I-IV) | 640.105.906 | 474.223.114 |
| I. | Own funds | 35.253.150 | 74.459.019 |
| II. | MoF allocation for Public Information Campaign on Digitalization | 105.000.000 | 105.000.000 |
| III. | Annual financial result | 118.800.048 | -39.205.869 |
| IV. | Short-term obligation to third parties (1 - 6) | 381.052.708 | 333.969.964 |
| 1 | Staff, deficits and fines | 259.334 | - |
| 2 | Obligations to clients, to state for taxation, fines and late fees | 284.849.691 | 230.064.562 |
| 3 | Obligations to suppliers | 7.700.096 | 11.234.158 |
| 4 | Obligations to state for taxation and | 819.322 | 1.586.605 |

| | | | |
|---|-------------------------------|------------|------------|
| | contributions | | |
| 5 | Creditors from previous years | 82.893.542 | 89.494.892 |
| 6 | Creditors for layaway means | 4.530.723 | 1.589.747 |

- **«Income and expenses» statement**

| | | | | ALL |
|----------|--|--------------------|--------------------|-----|
| No. | Name | Year 2017 | Year 2016 | |
| A | Current period income | 177.256.938 | 196.156.075 | |
| 1 | Revenue from Licensing/Authorizations | 151.702.955 | 178.623.198 | |
| 2 | Revenue as tax agent | 2.498.611 | 992.725 | |
| 4 | Revenue from administrative processing | 1.670.000 | 5.440.000 | |
| 5 | Revenue from bank interests | 95.043 | 120.838 | |
| 6 | Other revenue from fines, late fees for authorizations/fines | 21.290.329 | 10.979.314 | |
| B | Operational expenses | 95.389.415 | 89.316.932 | |
| 1 | Office supplies | 2.610.825 | 1.584.513 | |
| 2 | Salaries, bonuses and other staff expenses | 79.385.814 | 73.068.973 | |
| 3 | Building maintenance | 1.392.900 | 879.500 | |
| 4 | Electronic equipment maintenance | 110.272 | 378.970 | |
| 5 | Supply services | 5.794.261 | 5.607.447 | |
| 6 | Transport and vehicle maintenance | 3.925.639 | 2.640.621 | |
| 7 | Local taxes | 1.149.258 | 15.000 | |
| 8 | Legal, court expenses | 1.020.446 | 5.141.908 | |
| C | Expenses for AMA's functional activity | 10.942.603 | 22.358.406 | |
| 1 | Consultations, training, market research | 1.040.186 | 4.668.837 | |
| 2 | Representation expenses | 6.534.592 | 4.770.021 | |
| 3 | Digitalization expenses | 3.367.825 | 12.919.548 | |
| D | Special MoF fund for the Public Information Campaign | 37.846.801 | 67.095.980 | |
| E | Annual losses | 2.034.225 | 8.621.100 | |
| | Annulment of fines | 1.780.000 | 3.840.000 | |
| | License/authorization revocation, adjustments | 254.225 | 4.781.100 | |
| F | Amortization and depreciation of incorporated assets | 7.958.991 | 10.202.981 | |
| G | Transfers from/to foreign organizations/state budget | 40.000.000 | 0 | |

| | | | |
|----------|---|--------------------|--------------------|
| H | Projected risk fund/previous years adjustments | -55.715.145 | 37.766.545 |
| | TOTAL | 118.800.048 | -39.205.869 |