



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
AUDIOVISUAL MEDIA AUTHORITY

**AUDIOVISUAL MEDIA BROADCASTING CODE**  
**(Approved with AMA Decision No. 228, dated 11.12.2017)**

## **INTRODUCTION**

The Broadcasting Code entails and sets forth the principles, rules, requirements and practices for audiovisual broadcasting in the Republic of Albania. It was drafted pursuant to the Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended. The Broadcasting Code structure and content are based on the fundamental audiovisual broadcasting activity principles, highest present-day professional standards, moral and ethical norms as well as on the up-to-date practice of audiovisual activity in the Republic of Albania.

This Broadcasting Code acknowledges the important role of the Audiovisual Media Service Providers (AMP) as independent information outlets and public, political, and social developments media platforms with an informational, cultural, entertaining, and educational role. It also acknowledges AMA’s function as a regulatory authority in the audiovisual broadcasting sector.

The Broadcasting Code purpose is to ensure AMPs independence and unbiased activity, thus aiming to raise their awareness on their role and responsibilities in broadcasting content by observing the fundamental human rights and freedoms, as well as societal moral and ethical standards and principles, with a particular emphasis on upholding the rights of the child, right to protection, expression and information, privacy, dignity, pluralism, impartiality, etc.

Fundamentally, the Broadcasting Code puts forward the basic broadcasting principles and governs almost the entire audiovisual activity multifaceted and wide spectrum in its current stage. The Code has been developed in distinct sections entailing principles and rules on informative programs, child protection in all types of programs against gratuitous on screen violence, various commercial communications, upholding dignity, protecting personal data of people with disability, etc.

AMPs should read or implement the Rules of the Broadcasting Code not in isolation, but within the overall context of the Code and in close connection with the general and specific definitions interacting with and complementing each other at the service and in the function of the whole.

The Code does not endeavor to address all cases and situations AMPs may face, therefore a series of specific situations may not have been specifically addressed in this Code. The examples included in the Code are not exhaustive. However, the principles, as described in the following sections, must render clear the goal for conceiving such a Code and assist media services providers in making the necessary judgments.



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
INSTITUTI I MEDIAVE AUDIOVIZIVE

## LEGAL BASIS

- 1) The Broadcasting Code, developed and adopted by AMA in compliance with the obligation stipulated under Article 46 of the Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, puts forward broadcasting rules, standards, and practices in accordance with the provisions of the following legislation and bylaws:
  - Constitution of the Republic of Albania.
  - Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.
  - Law No. 18/2017 "On Child Rights and Protection".
  - Law No. 9887, dated 10.03.2008, "On Personal Data Protection", as amended
  - Law No. 8096, dated 21.03.1996 "On Cinematography", as amended.
  - Law No. 10221, dated 04.02.2010 "On Protection from Discrimination".
  - Guideline of the Commissioner for the Protection of Personal Data No. 9, dated 15.09.2010 "On fundamental rules for the protection of personal data in print, visual and audiovisual media", as amended.
- 2) The Broadcasting Code was drafted based on requirements related to audiovisual activity in the European Union, as foreseen by the EU Directive 2010/13 ("Audiovisual Media Services Directive").
- 3) The Broadcasting Code was drafted in accordance with international acts on human rights protection and observance.
  - "European Convention on Human Rights and Fundamental Freedoms" (1998), Article 8, Article 9, Article 10, and Article 14.
  - UN Convention "On Child Rights Protection" (1989).

## DEFINITIONS

For the purposes of this law, the following terms shall have the relevant meanings:

1. "Child" shall be any person under 18 years of age.
2. "Complaints Council" shall be the structure charged with overseeing the observance of the Broadcasting Code, pursuant to provisions of Article 20 of the Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.
3. "Community with special sensory needs" shall be a community with partial or full visual or hearing shortcomings, the ability to perceive audio or audiovisual signals of which is limited to the extent that renders the exercise of the right to information impossible.
4. "Audiovisual Media Service Providers (AMP)" shall be the natural or legal person, holding editorial responsibility for the selection of audiovisual broadcasting services content and determining their manner of organization.
5. "Editorial responsibility" shall be the exercise of an effective control on program selection and organization in:
  - a) a list and schedule, in event of live audiovisual broadcasting services;
  - b) a catalog, in event of on demand audiovisual programming services;



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
REGJISTRIMI I MEDIAVE AUDIOVIZIVE

6. "Radio Program" shall be the set of audio messages comprising an individual item in a list or catalog produced by the service provider, the form and content of which are comparable to the TV broadcasting form and content;
7. "TV Program" shall be the set of moving images, with or without sound, constituting an individual item in a list or catalog produced by the service provider, the form and content of which are comparable to the TV broadcasting form and content. Program examples include movies, sporting events, comedies, documentaries, children's programs and original dramas.
8. "Commercial Communication" shall mean any form of publication broadcasted against payment or other profits by a public or non-public enterprise, or an individual for self-promotional purposes in relation to its own commercial, profit, and professional activities, or expertise, as well as to support the supply of goods or services, including immovable property, rights and other obligations against payment;

Other terms adopted in the Broadcasting Code shall have the same meaning with those provided for in Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.

## SECTION 1

### FUNDAMENTAL PRINCIPLES

*The fundamental principles comprising the baseline for the development of audiovisual activities, guaranteeing the freedom and pluralism of audiovisual means of communication are as follows:*

- 1.1 Audiovisual media service operators shall guarantee and observe human rights and freedoms, freedom of expression, right to information, non-discrimination principle and personal data protection while carrying out their activities.
- 1.2 Audiovisual broadcasting activities shall observe the constitutional order, as well as the national sovereignty and integrity.
- 1.3 Audiovisual broadcasting shall respect the human personality, dignity, and other fundamental human rights and freedoms.
- 1.4 Audiovisual broadcasting activities shall particularly observe the rights and best interest of the child, as well as moral and legal requirements for child rights protection.
- 1.5 Audiovisual broadcasts should not encourage hatred, intolerance, and discrimination, or give grounds for violence among citizens.
- 1.6 Audiovisual broadcasting activities shall observe societal moral and ethical norms, and the deontological requirements for the journalistic profession.
- 1.7 Audiovisual broadcasts shall respect copyrights and other related rights.
- 1.8 All broadcasts shall respect the Albanian literary language.
- 1.9 Audiovisual broadcasting activities shall uphold in particular the rights of people with disabilities.
- 1.10 Audiovisual broadcasts shall respect privacy and ensure the right of reply.



REPUBLIKA E SHQIPËRISË  
**AUTORITETI I MEDIAVE AUDIOVIZIVE**  
REGJISTRIMI I MEDIAVE AUDIOVIZIVE

- 1.11 Audiovisual broadcasts shall provide a wide range of content and information, by observing the freedom of competition and making use of technological development opportunities.
- 1.12 Audiovisual broadcasts of all types shall respect the right to equality and non-discrimination.
- 1.13 Audiovisual broadcasts containing pornographic elements or extreme violence must be subject to specific rules of a control system, such as that of conditional access or encrypted broadcasting. No pornographic content shall be aired during children's programs time slot.
- 1.14 Audiovisual media service operators should be open to ideas, opinions, tendencies, and various political, social, cultural, and religious affiliations.
- 1.15 Audiovisual broadcasts should protect and promote ethnic peculiarities, as well as cultural, artistic, and environmental heritage at the national and local level.
- 1.16 Audiovisual broadcasts should promote and protect children's wellbeing, health, and harmonious moral and physical development. The principle of best interest for children's protection must come first in any decision-making related to broadcasting, programming, participation or information related to them in audio and audiovisual media.

## **SECTION 2**

### **COMPLAINTS COUNCIL**

- 2.1 The monitoring of the AMA approved Broadcasting Code shall reside with the Complaints Council with regards to the observance of fundamental human rights and dignity, focusing especially on child rights protection, right to information and public opinion awareness raising on observing moral and ethical norms in audiovisual programs.
- 2.2 The Complaints Council shall monitor the implementation of the Broadcasting Code by AMPs and the RTSH (Albanian Radio Television), pursuant to the provisions of the Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.
- 2.3 The Complaints Council shall periodically oversee the compatibility of a foreign broadcaster's programs, targeting entirely or primarily the public within the territory of the Republic of Albania, pursuant to the legislation in force.
- 2.4 The Complaints Council may carry out public surveys on broadcasting ethical issues building on independent expertise. Conclusions drawn from the survey study and public complaints shall be reported to AMA, suggesting improvement measures. Conclusions may be published via public information channels.
- 2.5 The Complaints Council shall publish every six months a summary of reached conclusions in a special newsletter issued by AMA, in accordance with paragraph 2.4 above.

## **SECTION 3**

### **RIGHT TO PRIVACY AND PERSONAL DATA PROTECTION**

- 3.1. Information dissemination to the public, including photographs on individuals' private life without their consent shall be allowed unless a legal public interest oversteps their right to privacy, or the said material must be published to the public interest, thus overstepping the right to privacy. The journalist should ensure, for the purposes of complying with the highest professional standards, that the disseminated information be accurate, and fairly



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
REGJISTRIMI I MEDIAVE AUDIOVIZIVE

- and objectively rendered, especially when including the disclosure of private life dimensions or personal data. Participation in the public life shall not exclude individuals from their right to privacy, except for cases when such circumstances may affect their performance or adaptation with the public roles they occupy or demand.
- 3.2. The indirect or accidental identification of a business or an individual in reporting a public interest event may be published except for cases when established that such action may harm them directly or may trigger prejudice against them.
  - 3.3. AMPs shall not broadcast images or photographs of arrested individuals in handcuffs without their prior consent, with the exception of cases of high public interest. AMPs should observe in particular the right of individuals to privacy when reporting on vulnerable groups, or in events of calamities, diseases, or distress. The journalist should avoid any type of harassment, free intervention and speculation that may outgrow the pain and distress of those involved. AMSPs should not make public the identity of deceased or individuals involved in accidents, unless the AMSPs confirm that their family members are informed and aware of the situation.
  - 3.4. AMPs must observe the presumption of innocence principle. However, this should not prevent AMPs from reporting objectively on public interest issues.
  - 3.5. Public interest involves, but is not limited to:
    - i) Reveling or uncovering a crime or serious injustice.
    - ii) Protecting public health and safety.
    - iii) Preventing the public from being deceived by an act or statement of an individual or organization.
    - iv) Guaranteeing access to information facilitating citizens' opinion shaping on political, economic, or social issues. For the purposes of this code, public interest should not justify inaccuracies or speculations.
  - 3.6. AMPs should observe the legislation on personal data protection and directives issued by the Commissioner for the Right to Information and Protection of Personal Data, applicable to personal data processing for journalistic, literary, or artistic purposes. Archived data possessed by AMPs might be accessed, modified or written off pursuant to legal requirements. However, AMSPs should be allowed to keep such data for historical purposes, as part of their broadcasting data, and for reporting public interest cases.



## SECTION 4

### INFORMATIVE PROGRAMS BROADCASTING

*Audiovisual information activity, regardless of the audiovisual media service operator exercising it, shall in all cases constitute a general public interest service and shall be conducted in compliance with the following principles and requirements:*

- 4.1 AMPs should observe during their informative activity the provisions on freedom of expression and information, including those on human rights, provided for by the Constitution, legislation in force in the Republic of Albania, international legal acts, and standards of international institutions and organizations covering and operating in this field.
- 4.2 AMPs should exercise their information activity pursuant to the requirements set forth in the Constitution and legislation of the Republic of Albania, and in compliance with the rules and norms put forward by this Code.
- 4.3 The aired information should be veracious, accurate, balanced, and verified.
- 4.4 The aired information should observe the pluralism and diversity of thought and free public opinion shaping.
- 4.5 All aired news shall be made public objectively and impartiality.
- 4.6 Journalists shall have the right to keep information sources confidential, unless the court decides that the information source be disclosed.
- 4.7 AMPs should not broadcast news violating ethical rules and public morality, likely to incite criminal offenses commission, or threaten the constitutional order, sovereignty and national integrity.
- 4.8 Informative audiovisual broadcasts should not directly contain or imply discriminatory messages on grounds of gender, race, age, color, ethnicity, language, gender identity, sexual orientation; political, religious, or philosophical affiliations; economic, educational, or social status; or on any other ground.
- 4.9 AMPs should not propagandize for crime, terrorism, or any other violence-based activity for sensational purposes.
- 4.10 AMPs should pay particular attention to child rights observance when reporting cases of children victims or perpetrators of violent acts, bullying, sexual violence, serious crimes etc.
- 4.11 AMPs should not be permitted to broadcast programs displaying or communicating and compelling children into violent or pornographic behaviors, participation in conflict etc.
- 4.12 AMPs should neither mislead the public, nor misuse or distort statements issued within certain contexts.
- 4.13 AMPs shall have access to information, but that information should be both ethically and lawfully collected, and professionally reported from the linguistic perspective.
- 4.14 AMPs should consider public sensitivity towards catastrophes, and accidents, and prioritize rescue and support operations.
- 4.15 The aired information should not be used for personal profits or other direct profits by audio and/or audiovisual media owners, managers, and journalists.



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
REGJISTRIMI I MEDIAVE AUDIOVIZIVE

4.16 In order to avoid disproportionate promotion, AMPs must observe the proportionality and non-discrimination principle while broadcasting commercial communications on goods, by refraining themselves from favoring specific commercial companies or entities directly or indirectly related to audio and/or audiovisual companies' partners or shareholders.

## SECTION 5

### CHILDREN IN AUDIOVISUAL BROADCASTING

*Every child enjoys the right to adequate information, to be heard, to express his/her opinions, and to be regarded as an individual with inalienable rights. The implementation of a set of child-centered principles and rules, prioritizing child's best interest, is more than necessary.*

*Other basic principles focus on guaranteeing child protection, the absolute right of the child to privacy, fight against prejudice, discrimination and stereotypes in the society, confirmed veracity and accuracy of child related story reporting, right to participation, and the paramount principle of placing the media at children's service.*

*In order to realize and implement the above-mentioned principles, Audiovisual Media Service Providers should consider the following rules:*

#### Child identification

- 5.1 Any reporting or broadcast, leading directly or indirectly to the visual or audio identification of any child that might be a victim, witness, person under investigation, indicted, or proven guilty of a criminal offense, by disclosing his/her general data, address, or any description thereof is banned to AMPs, except for cases of public interest.
- 5.2 Any reporting or broadcast leading directly or indirectly to the identification of any child that may or has been involved in a serious family law case should be avoided. Interviewing a child that may be involved in a grave situation such as runaway children, children that have made suicide attempts, children exploited by criminal groups and children that were part of a prostitution network, or children with convicted parents is banned.
- 5.3 The adequate technology concealing the identity on video or audio of the child should be used in cases foreseen in paragraphs 5.1 and 5.2 above.
- 5.4 Child-related data disclosed in the media should avoid: child identity and initials; identity of parents or any relative enabling child's identification; circumstances and details on the event, enabling child's identification, violating his/her dignity, and not serving to the public interest; the name of the kindergarten, school, or institution in case the abuse or criminal offense were not committed in the premises of that institution; the name of the perpetrator in kinship relations with the victim.
- 5.5 Circumspection is also required when dealing with third non-child parties reporting and broadcasts that might leading to the direct or indirect identification of the child, in line with paragraphs 5.1 and 5.2 above.



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
AGJENCIA E MEDIARASH

- 5.6 Children's images or pictures should not be taken secretly. They should be taken upon parents or child's legal guardian consent and approval, after having been informed on their purpose and manner of use.
- 5.7 AMPs should avoid broadcasting degrading images of children and should stimulate instead the broadcasting of positive images of children.
- 5.8 AMPs are banned from broadcasting children's sexually suggestive images, or depicting the child in inappropriate positions. They should also avoid broadcasting images of children in situations or premises conveying denigrating messages and rendering the child identifiable.
- 5.9 AMPs should enact strict rules for child material and footage archiving and dissemination, restricting and preventing the possibility of abuse with such materials.

### **Child Interviewing**

- 5.10 Child should be interviewed in the presence of his/her legal representative, or another person appointed by him/her.
- 5.11 The child and his/her legal representative should preliminarily be informed on the purpose of the interview and its possible use. Both the child and his/her legal representative's right to refuse to be interviewed should be observed.
- 5.12 In case the legal representative refuses the child to be interviewed, then such interview may only be conducted if the child insists to do so and if the journalist's judgment that the interview will serve the child's interest is specifically grounded. In such a case, the journalist shall not conduct the interview all alone with the child, but shall request the presence of a psychologist, child rights protection worker, school teacher, educator, etc.
- 5.13 The journalist shall in no case exert pressure, make promises, or grant gifts to the child or his/her legal representative in order to get the interview.
- 5.14 If necessary, the journalist shall seek the assistance of a specialized psychologist or social worker while interviewing the child.
- 5.15 The interview should be conducted in adequate premises, so that the child feels free and not under pressure. Lengthy interviews and filming tiring and negatively impacting the child and the repetition of the interview and filming with the same child on no reasonable cause should be avoided.
- 5.16 Questions should be clear and direct and should not be suggestive.
- 5.17 Questions or prejudicing comments dangerous to the child and those reminding him/her of traumatic events should be avoided.
- 5.18 Should the journalist become aware during the interview of a criminal offense committed against the child or jeopardizing the child, he/she should immediately inform the relevant authorities.
- 5.19 Should the journalist become aware during the interview of facts, the publication of which could threaten the life, health, education, or the physical, emotional and moral wellbeing of the child, the entire or specific parts of interview should not be broadcasted.
- 5.20 AMPs should avoid interviewing and broadcasting interviews with children victims of sexual abuse or any other form of abuse, unless the broadcasting of the interview serves both to the child's best interest and public interest.





REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE

### **Children and commercials**

- 5.21 AMPs should not air commercials that may harm children's physical, mental, or moral development. AMPs should not broadcast commercials of services and products that pose threats to children's physical, mental, and moral development.
- 5.22 AMPs should not air during children's programs commercials of special food and beverages categories considered harmful to them, especially those with high fat, sugar, salt, etc. contents.
- 5.23 AMPs should control the content of commercials and program promotional messages, especially of commercials for and with children, by guaranteeing that the use of every single child or child image in commercials be accompanied by the child's parent or legal guardian written consent.
- 5.24 AMPs should ensure that children's involvement in commercials be not to the detriment of their education, health, and physical and mental development.
- 5.25 Commercials should not depict children in violent, dangerous, aggressive, or auto-aggressive situations, attitudes and actions.
- 5.26 Commercials should not depict children, or adults consuming alcoholic beverages, smoking, or other harmful substances at children's presence.
- 5.27 Children should not be directly depicted in purchasing the products being advertised, as this could constitute an abuse of their trust and lack of experience.
- 5.28 Advertising a service or product should not imply that the lack of that service or product will put the child in an inferior or discriminatory position compared to other children.
- 5.29 Children commercials should be developed in a language that is adequate for the abilities/capacities of the age group targeted by the commercial.

### **Cultural and entertainment programs, movies and children**

- 5.30 AMPs shall not be permitted to broadcast programs that could seriously harm children's physical, mental, or moral development, especially movies or programs containing pornography or depicting extreme and gratuitous scenes of violence.
- 5.31 AMPs should be circumspect as regards public sensitivity and the impact of such programs on children's moral, mental and physical development when broadcasting cultural and entertainment programs, especially concerning the depiction of violent and sexual behavior.
- 5.32 AMPs should allot adequate time slots for specific cultural and entertainment programs for children.
- 5.33 AMPs should rigorously comply with ethical and moral requirements and protect child rights in cultural and entertainment programs for children.
- 5.34 AMPs should allot a specific time slot for programs that could harm children's mental, physical, or moral development, or take other technical measures to restrict children from watching or listening to such broadcasts (adequate time slot 22:00 hrs to 06:00 hrs).
- 5.35 When programs with content that may harm children are freely aired, they should be preceded by an acoustic warning or should be identified by the presence of a visual sign throughout its airtime.
- 5.36 AMPs should consider the level of harm caused by broadcasting any content harmful to children, in general or specific nature programs.



---

REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
REGJISTRIMI I MEDIAVE AUDIOVIZIVE

- 5.37 AMPs should also take into account children's requirements regarding the quantity and quality of audiovisual broadcasts to avoid both child dependence on television and emulating television models.
- 5.38 AMPs should treat all children participating in audiovisual programs with respect, dignity, and professionalism.
- 5.39 AMPs should refrain from involving children with pathological issues or disabilities in their programs for propaganda purposes or any other purpose violating their rights.
- 5.40 AMPs shall be bound to display child protection warning labels for any aired program, especially during movies and programs with problematic content and scenes.
- 5.41 AMPs should pay special attention to the language and ethical communication practices in entertainment programs and shows produced with and for children.
- 5.42 In event of on demand Audiovisual Media Services, AMSPs should broadcast the programs that could seriously harm children's physical, mental, and moral development in an encrypted form. AMSPs should not broadcast pornographic programs without ensuring children's protection through conditional access and parental control devices.
- 5.43 AMPs must comply with the requirements of Law No. 8096, dated 21.03.1996 "On Cinematography", as amended, while broadcasting movies.



## Audiovisual programming warning labels for child protection

- 5.44 Warning labels for programs that harm or damage children shall be obligatory for programs broadcasted during the 19:00 hrs to 22:00 hrs time slot.
- 5.45 AMPs should broadcast the programs set forth in paragraph 5.41 above with the appropriate warning sign, which should be displayed in a visible part of the screen, in clear and distinguishable color.
- 5.46 AMPs should prepare the broadcasting of movies or programs set forth in paragraph 5.41 along with the relevant sign (when the program does not include it), based on the preliminary program review, according to the Broadcasting Code requirements, standards, and rules.
- 5.47 The warning sign shall be displayed on screen from the very beginning of the movie or program throughout its airing. The warning sign shall be broadcasted prior to and after all interruptions to the broadcast, through its ending.
- 5.48 AMPs shall use three types of warning labels:
- A. *Red color* warning label for content that should be broadcasted only after 22:00 hrs, containing scenes of heavy psychological and physical violence, sex, and use of inadequate language, lexicon and communication ethics.
  - B. *Orange color* warning label for content that must be watched by children accompanied from adults.
  - C. *Green color* warning label for content suitable for all ages, including children.
- 5.49 AMPs may use various graphical representation forms for these warning labels such as group age categorization, providing that the warning label color and clarity remain unchanged and binding for all.

## SECTION 6

### PEOPLE WITH DISABILITIES IN AUDIOVISUAL BROADCASTING

- 6.1 AMPs should play an important role in depicting a respectful image of people with disabilities in their audiovisual broadcasts. National AMPs shall be bound to provide sign language services in at least one of their news edition in order to guarantee the right to information of people with sensory disabilities.
- 6.2 AMPs shall have the duty to attract the attention and raise the awareness of the society and various institutions on the responsibility towards people with disabilities.
- 6.3 AMPs should promote the efforts of people with disability and related associations on their integration in social life.
- 6.4 AMPs should ensure a fair and objective treatment of people with disabilities during their programs, providing neither mercy, nor denigration, but appreciation and encouragement.
- 6.5 AMPs should not allow the use of the image of people with disability image for publicity or commercials.
- 6.6 Audiovisual broadcasting should not prejudice, use, or identify people with disability, in order not to infringe on their rights and interests.
- 6.7 AMPs should not make use of audience sensitivity towards people with disabilities for commercial or profit purposes.



REPUBLIKA E SHQIPËRISË  
AUTORITETI I MEDIAVE AUDIOVIZIVE  
REGISTRIMI I MEDIAVE AUDIOVIZIVE

6.8 AMPs should treat footage of people with disability in the best ethical manner possible; no details of their deformities should be displayed and the language of journalists should respect their dignity.

## **SECTION 7**

### **COMMERCIALS IN AUDIOVISUAL BROADCASTING**

- 7.1 Commercials broadcasting by AMPs should consider legal requirements in force, especially with regard to forbidden commercials and those containing subliminal messages.
- 7.2 AMPs shall be forbidden the use of unconscious viewer enticement and suggestive techniques negatively impacting viewers while airing commercials.
- 7.3 AMPs should not accept or broadcast commercials that openly or subliminally encourage discrimination and do not respect human rights and dignity.
- 7.4 Commercials should not encourage or propel children to purchase or obtain products or services, by directly driving them to ask parents or other relatives to obtain the advertised products or services for them, or exploit the position of the child in relation to parents, teachers, or other relatives.
- 7.5 Prescribed pharmaceutical or medical products commercials in audiovisual broadcasts are banned.
- 7.6 Medical treatment commercials in audiovisual broadcasts are banned. Physician's participation in commercials of any type is banned, unless they serve to educational or scientific purposes.
- 7.7 Interruptions of commercial communications broadcasting in various programs should observe the air time allotted for commercials in relation to other programs and communication ethics norms and requirements.

## **SECTION 8**

### **ENTRY INTO FORCE AND PUBLICATION**

- 8.1 The Broadcasting Code shall enter in force upon its approval by the Audiovisual Media Authority.
- 8.2 The Broadcasting Code shall be published forthwith in the Audiovisual Media Authority official website [www.ama.gov.al](http://www.ama.gov.al).