REPUBLIKA E SHQIPËRISË

**PARLIAMENT**
**LEGISLATIVE SERVICE**
**LEGAL SERVICE**

Nr. 1345/3 prot. Tirana, 23.07.2026

Subject: Transmission of the resolution and accompanying documents

**TO THE AUDIOVISUAL MEDIA AUTHORITY**

*Tirana*

Please find attached the:

The Resolution "On the Assessment of the Activities of the Audiovisual Media Authority for 2025 and the Recommendations for 2026", as well as the accompanying letter from the Committee on Petitions, Cooperation and Institutional Oversight regarding the implementation of the recommendations approved in the Resolution of the Assembly of Albania.

Thank you for your cooperation.

**SECRETARY-GENERAL**

**Genci GJONÇAJ**

REPUBLIKA E SHQIPËRISË

**PARLIAMENT**

Nr.1345/3 prot. Tirana, 23.07.2026

**COMMITTEE ON CITIZEN INITIATIVES, COOPERATION AND INSTITUTIONAL OVERSIGHT**

**Subject:** On the implementation of the recommendations adopted in the Resolution of the Parliament of Albania

**TO THE AUDIOVISUAL MEDIA AUTHORITY**

**Tirana**

In the exercise of the Assembly of Albania's constitutional function of parliamentary oversight, pursuant to Article 103 of its Rules of Procedure, a work plan has been prepared for monitoring the implementation of the recommendations for 2026 addressed to your institution, which is hereby enclosed.

The Parliamentary Committee on Petitions, Cooperation and Institutional Oversight, in addition to its responsibilities in the field of petitions and other matters within its remit, also monitors and oversees the implementation of the Assembly's strategies, resolutions, decisions and action plans.

The recommendations approved include the obligation of your institution to "prepare, within 30 days of the adoption of the resolution, a plan of action for implementing the recommendations, specifying the concrete measures, deadlines and responsible structures, as well as the indicators and objectives envisaged, and to report periodically on the level of implementation thereof." We would appreciate receiving this action plan by 31 August of this year.

To facilitate cooperation in the process of periodic monitoring of progress in implementing the resolution and the exchange of relevant information, the Committee invites you to continue institutional communication through the designated contact point appointed by your institution. Should you require any clarification in this regard, please contact us by 31 July at the following email address: komisioni.nisma.monitorimi@parlament.al.

For any further clarification, the Monitoring Service of Institutions at the Assembly is available to assist you throughout this process.

Thank you for your cooperation.

**FATMIR XHAFAJ**

**CHAIRMAN**

REPUBLIKA E SHQIPËRISË

**PARLIAMENT**

**APPROVED**

**CHAIRMAN**

**Niko PELESHI**

# RESOLUTION

## ON THE ASSESSMENT OF THE ACTIVITY OF THE AUDIOVISUAL MEDIA AUTHORITY FOR 2025 AND RECOMMENDATIONS FOR 2026

**The Parliament of Albania,**

Recognizing the AMA as an independent institution and regulatory authority in the field of audio and audiovisual broadcasting services and other supporting services within the territory of the Republic of Albania;

Considering that the recent amendments to the media law further align this law with EU standards, focusing on strengthening the transparency of media ownership and media financing through public funds allocated for state advertising and the total annual amount of advertising revenues received by public authorities or entities from third countries;

Emphasizing the promotion and support of professional standards in audiovisual broadcasting through international best practices;

**Having reviewed the activity of the Audiovisual Media Authority for 2025, acknowledges:**

The contribution to the amendments to the media law, which further align this law with EU standards, focusing on strengthening the transparency of media ownership and media financing through public funds allocated for state advertising and the total annual amount of advertising revenues received by public authorities or entities from third countries.

The work carried out in the field of media literacy, as a long-term investment and one of the AMA's priorities, and at the same time as a key preventive instrument for protecting the public interest and raising public awareness, particularly among young people and children, of the risks associated with the audiovisual and digital environment.

The AMA's cooperation with the X network, one of the major online platforms, to monitor and prioritize any harmful content in the Albanian language, where violence of any kind is displayed or incited, hate speech is used, and content violates the rights of children and communities, fundamental freedoms and human rights, etc.

The specialized expertise provided by the AMA within the framework of the Media Dialogue Platform, as a consultation and cooperation mechanism with experts and stakeholders in the media

sector, regarding the package of amendments necessary to the media law and its approximation with the standards required by the EU.

The work carried out to ensure compliance with broadcasting rights, particularly the monitoring of online networks, by identifying and blocking a number of cases involving the use of various servers that were used for the unauthorized distribution and sale of audiovisual products.

The work carried out through information and awareness-raising activities with secondary school students, extending this programme not only in Tirana but also to other districts. These activities are directly related to the safety and well-being of young people in the media and digital environment, with the aim of ensuring a clean environment, free from violence and hate.

The signing of two cooperation agreements by the AMA, respectively with the State Inspectorate of Market Surveillance, which aims to prevent violations of broadcasting rights and help raise awareness of respect for copyright, and with the State Inspectorate of Labour and Social Services, which aims to strengthen cooperation between the two institutions in taking measures to increase information and awareness in the audiovisual media sector concerning working conditions, the protection of employees in the exercise of their profession, wages, insurance and well-being at work.

The work carried out for the implementation of the software programme dedicated to the Register of Monitoring and Analysis of Data, as an important step towards modernizing the processes of collecting, administering and analysing data on the audiovisual market and increasing the effectiveness of the institution's work.

**The Parliament of Albania recommends that, in 2026, in fulfilling the duties assigned to it by law, the Audiovisual Media Authority should engage particularly in the following areas:**

**1.** In light of the new legislative changes, to give priority, during the following year, to the implementation of the national media ownership database, containing the information specified in Article 33/1 of Law No. 15/2026, “On some amendments to Law No. 97/2013, ‘On audiovisual media in the Republic of Albania’”, as amended.

**2.** To continue to provide concrete contributions to the expected legislative amendments to the media package, which aim to approximate our legislation with that of the European Union.

**3.** To implement, on the main official website, a section entitled “For Persons with Disabilities”, which shall also include a simplified contact form containing information on access rights and the AMA's public services, the contact details of the person designated within the institution to handle requests, complaints and provide assistance to this category, as well as practical information on the use of accessibility tools on the official website, in order to ensure equal access to information, in accordance with legal requirements and international standards.

**4.** With the aim of meeting national and international legal standards on digital accessibility, as well as increasing transparency and equal access to public information, to undertake a process of standardizing the visual and functional structure of the official website, which shall include the unification of the navigation menu and information structure, harmonization of graphic design across all pages and subpages, integration of accessibility functions into every section of the

website, and optimization of the website's coding for compatibility with screen readers and assistive technologies.

**5.** The increase in the number of complaints (by approximately 24% compared with the previous year) indicates, on the one hand, increased public sensitivity regarding the content broadcast by audiovisual media and increased public confidence in the AMA, while at the same time it is also an indicator of the need for further development of the media literacy process, with the aim of strengthening audiences in terms of being well-informed, decision-making and protection from negative phenomena and harmful content in audiovisual broadcasts.

**6.** To assess the technical, operational and financial possibilities for the establishment and gradual operationalization of a Monitoring Studio at the AMA, with the aim of strengthening institutional capacities for the monitoring, analysis and evaluation of media content, in accordance with the strategic priorities and budgetary possibilities of the institution.

**7.** To cooperate with the responsible structures of the Parliament of Albania in developing and consolidating a standardized methodology for key performance indicators as a basis for monitoring and evaluating the implementation of the recommendations of the parliamentary resolution, in support of accountability and parliamentary oversight. This engagement shall be completed within the third quarter of this year.

**8.** To strengthen and institutionalize inter-institutional cooperation with the Electronic and Postal Communications Authority, the General Prosecutor's Office, the State Police, the General Directorate of Taxes, the General Directorate of Customs, the Copyright Directorate and the State Inspectorate of Market Surveillance, through the signing of a memorandum of cooperation, with the aim of increasing coordination for the prevention of and fight against digital piracy, the protection of intellectual property rights and the strengthening of security in the digital space. Within 30 days of the adoption of this Resolution, to inform the Parliament of the measures taken to implement this recommendation.

Approved on 16.7.2026