



## **ANNUAL REPORT 2024**

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## **MESSAGE FROM THE AUDIOVISUAL MEDIA AUTHORITY CHAIRPERSON**

**Distinguished Chair of the Parliament of Albania,**

**Distinguished Members of the Parliamentary Committee on Education and Public Information,**

**Distinguished Members of the Parliament of Albania,**

The year 2024 has been one of active engagement in various work processes, aimed at further enhancing AMA's supervisory and regulatory role in Albania's audio and audiovisual market. Beyond strengthening internal institutional capacities for effective functioning, the Authority has prioritized closer alignment with the standards of an EU member-state regulator, to ensure an increasingly pluralistic audio and audiovisual market that offers audiences diverse and high-quality content.

Within the framework of fulfilling periodic obligations to align national legislation with the EU acquis in the audiovisual media field and in line with the obligations arising from the 2024 - 2026 National Plan for European Integration (NPIE), the Authority has drafted and adopted two important secondary legal acts that further enhance the work on audio and audiovisual media ownership structure and the Video-Sharing Platforms (VSPs) regulation. In this context, in April of the reporting year, AMA adopted the regulation "On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership", which specifically addresses ownership structure transparency and the declaration of other data related to audiovisual media service providers licenses/authorizations. This regulation represents an initial alignment with the European Media Freedom Act (EMFA) provisions as well as the transposition of EU Directive 2018/1808. Currently, beyond the legal framework, AMA has prepared and published, in graphic form on its website (<https://ama.gov.al/media-ownership-transparency/?lang=en>), the ownership declarations and transparency data of companies/individuals licensed or authorized by AMA, including the beneficial owner declaration of entities operating audio and audiovisual activities in the Republic of Albania, thus fulfilling one of the key obligations of the European Integration process.

Additionally, the Regulation "On the specific requirements that Video-Sharing Platforms providers must fulfil for the establishment and provision of transparent, effective and user-friendly

systems” has been adopted. This constitutes an important by-law that specifically addresses the legal regulation of Video-Sharing Platforms (VSPs). The Regulation also aims to regulate the general conditions for the provision of user-generated audiovisual content on VSPs and does not apply to supporting audiovisual broadcasting services, whose primary purpose is the provision of programmes for information, entertainment, or educational purposes.

In implementation of the obligations arising from the latest amendments to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, adopted with the aim of fulfilling the requirement to transpose Directive (EU) 2018/1808 of the European Parliament and of the Council, which entrust the Authority with the Video-Sharing Platforms regulation, official communication between AMA and the TikTok platform commenced in June 2024. The purpose of this communication was to establish a dedicated reporting channel for harmful content and commercial communications aimed at the Albanian audiovisual products piracy. The discussions were concluded in August with the establishment of a cooperation framework based on AMA’s regulatory functions and TikTok willingness, aimed at protecting Albanian platform users. As a result, a dedicated reporting channel was established through which the Authority mediated the submission and review of complaints from Albanian users regarding harmful content, accompanied by the relevant legal reasoning concerning the violations committed by such content. To facilitate this process, AMA had previously created a dedicated window on its official website, for submitting complaints related to harmful content published on TikTok. Within the framework of this cooperation, from August to December 2024, based on user reports, AMA’s teams reviewed a total of 743 videos for harmful content and 1,513 videos for piracy. In cooperation with the platform, 286 videos containing harmful content, 1,505 videos related to piracy and 193 profiles reported for piracy were removed.

During 2024, we were also successfully engaged in fulfilling another task arising from the Rule of Law Roadmap, namely addressing media market concentration, enhancing transparency and expanding audience reach. As the regulatory authority, AMA’s commitment has been to assist and support audiovisual media service providers operating in the Albanian audiovisual market in ensuring a transparent process. In order to enable Audience Measurement, at the institutional level, AMA undertook the initiative to promote this process by organizing three roundtable discussions with all stakeholders in the media sector and by contributing insights on methodologies used by countries in the region and the European Union, with the aim of properly guiding and facilitating the process. These initiatives, by AMA, led to the establishment of the Joint Industry Committee (JIC), composed of nine members. The Committee has continued with the subsequent stages, including registration with the court, representing another step toward the practical launch of the Audience Measurement process, an important instrument, among other things, for identifying the media’s impact on the wider public.

It’s also worth highlighting the partnerships established and the signing of Memoranda of Understanding with the regulators of Turkey, Poland and Portugal, which have created new bridges

of cooperation between the respective countries in key areas of audiovisual market regulation. During 2024, AMA held a number of meetings and participated in conferences abroad with EU institutions and counterpart authorities in the Region and across Europe. Of particular note is the participation in June in the 59th meeting of the European Platform of Regulatory Authorities (EPRA), the oldest and largest network of audiovisual regulators in Europe. At this meeting, AMA's Chairwoman was elected by majority vote as Vice-Chair of the Network. This marks the first time that Albania has been elected and represented at such high levels within a pan-European platform.

During 2024, significant efforts were also devoted to Media Literacy for the Public. The Council of Complaints conducted a media literacy campaign focused on the pre-school age group, involving parents and educators in 21 kindergartens in Tirana, across 11 administrative units. AMA organized meetings with parents and educators, during which discussions were held on Digital Parenting, the protection of children from cyber risks and guidance on how to help children benefit from technology in a safe and constructive manner. A total of 425 participants took part in these roundtables, of whom 12% were educators, 14% grandparents and 16% fathers. Throughout 2024, AMA continued to prioritize the Media Literacy for the Public process by publishing videos and other awareness-raising materials on its website and social media platforms. These materials covered topics such as the proper use of the internet, protection from fake news and disinformation, the responsible use of Artificial Intelligence, the protection of children and young people from hate speech and the risks associated with online games, etc.

During the reporting year, the monitoring and evaluation of broadcast content continued in a systematic manner. Particular attention was given to ethical violations in general, including the protection of children, hate speech and discrimination, advertising and commercial communications, as well as compliance with warning signage within specific time slots, the programming catalogue of RTSH, in line with the requirements set out in the Public Service Contract, etc.

On-site inspections were carried out on cable/IPTV/OTT operators to verify compliance with broadcasting rights and a number of cases involving the unauthorized online sale of audiovisual products were identified. As a result of this declared fight against piracy, several entities that were not authorized by AMA to provide audiovisual services were blocked. These were mainly Internet Service Provider (ISP) entities that engaged in television piracy through internet-based transmission. Following these findings, AMA, in cooperation with AKEP, took measures to shut down more than 20 servers that were transmitting audiovisual content without the necessary rights and imposed sanctions on three ISP entities operating in violation of Law No. 97/2013, as amended. For the year 2024, AMA also forwarded 37 official cases to AKEP with the aim of taking measures to close 346 online websites that were found to be in violation of the law.

Complaints submitted by individuals and various entities remain an invaluable contribution to the Authority's work. These complaints have been reviewed carefully and individually by the Council of Complaints, in accordance with the legislation in force requirements. During the reporting year, the Council of Complaints examined a total of 349 complaints. Based on the violations identified, the Council issued 36 warnings to audiovisual media service providers and imposed two fines.

Overall, in the course of its work on the supervision and regulation of the audio/audiovisual market during 2024, following the violations identified by audiovisual media service providers, AMA imposed 48 administrative measures in the form of fines and issued 107 "Attention Drawn".

The report on AMA's one-year activities provides a comprehensive overview of all aspects of the Authority's institutional engagement, both according to its constituent units and in relation to the realities and challenges faced by the audio/audiovisual market in our country. This concrete reflection of AMA's work dynamics is, in every case, assessed in light of the specific demands and needs of the public, as well as in alignment with the standards upheld by a country that aspires to full membership in the European Union.

*Thank you for your attention!*

## INTRODUCTION

The Audiovisual Media Authority, in fulfilment of the duties and functions arising from Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, as well as from the Strategy and Action Plan 2024 - 2026, has continued its work, thereby fulfilling its responsibility for the ongoing monitoring and regulation of the Albanian audio and audiovisual media market.

The objectives set by AMA in the 2024 - 2026 Strategy, adopted by Decision No. 18, dated 26.02.2024, and detailed through a well-structured action plan, are aimed at:

- Promoting and supporting rising professional standards in audiovisual broadcasting, through the application of international best practices;
- Ensuring and fostering diversity and pluralism in audiovisual broadcasting;
- Adopting a proactive approach to responsible audiovisual broadcasting, driven by the public interest;
- Continuously improving the quality and effectiveness of the Authority's supervisory and regulatory role.

Throughout 2024, AMA's work and activities were focused on several significant processes, of which the following are highlighted as foremost:

Further alignment of our legislation with that of the European Union. In the context of fulfilling the periodic obligations to align the national legislation with the EU acquis in the audiovisual media field and the commitments undertaken by AMA under the National Plan for European Integration (NPEI) 2024 - 2026, the Authority adopted, by Decision No. 40, dated 26.04.2024, the regulation "*On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership*". This important bylaw addresses, in particular, ownership structure transparency and the declaration of other data related to the license/authorization by audiovisual media service providers, effecting an initial alignment of the Regulation with the European Media Freedom Act (EMFA) provisions, as well as the transposition of EU Directive 2018/1808. The Regulation, which is rigorously enforced by AMA's structures, introduces innovations with regard to: The review by AMA of ownership structure changes within the same audiovisual media service provider legal entity holding a license/authorization from AMA, where such changes do not entail the assignment or transfer of rights arising from the license/authorization; The review of ownership structure changes between private audiovisual media service provider legal entities, in cases of entering into civil legal relationships that entail the assignment or transfer of rights arising from the license/authorization; The declaration of information on the ownership structure composition of the audiovisual media service provider legal entity holding a license/authorization from AMA, including the beneficial owner; Enhanced transparency regarding the origin of funding sources used by a partner/shareholder for conducting commercial capital transactions within the media company;

The declaration by owners of any potential conflict of interest affecting the audiovisual media service providers activities; The declaration of revenues derived from advertising, donations, sponsorships and similar sources received by the beneficial owner from public legal entities, carried out for the purposes of media promotion, etc.

Currently, beyond the regulatory framework, AMA has prepared and presented in a graphic form on its website (<https://ama.gov.al/media-ownership-transparency/?lang=en>) the ownership structure declaration and transparency of companies/individuals licensed/authorized by AMA, as well as the beneficial ownership declaration of those entities conducting audio and audiovisual activities in the Republic of Albania, thereby fulfilling one of the key obligations of the Integration process. The database presented in graphic form is a model selected from among European regulators, specifically that of the Portuguese regulatory authority.

Furthermore, in the context of fulfilling the periodic obligations to align the national legislation with the EU Acquis in the audiovisual media field, and the obligations arising from the NPEI 2024 - 2026, AMA adopted, by Decision No. 128, dated 23.12.2024, the regulation: *"On the specific requirements that Video-Sharing Platforms providers must fulfil for the establishment and provision of transparent, effective and user-friendly systems"*. This Regulation constitutes an important by-law that addresses, in particular, the legal regulation of Video-Sharing Platforms (VSPs). It also aims to regulate the general conditions governing the provision of audiovisual content by users on VSPs, and does not affect the supporting services of audiovisual broadcasting, the primary purpose of which is the provision of programmes for information, entertainment, or education.

The transposition of Directive 2018/1808 of the European Parliament and of the Council into Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, made it necessary to supplement the Broadcasting Code with specific provisions pertaining to the activities of Video-Sharing Platforms (VSPs). This was reflected in the adoption of the amendments and additions to the Broadcasting Code by Decision No. 128, dated 23.12.2024. This regulatory measure not only fulfilled a legal obligation, but also represented a further step towards clarifying the Authority's competences and responsibilities in relation to Video-Sharing Platforms, as well as towards structuring the procedures for handling complaints and reports concerning violations identified thereon.

Following the most recent amendments to Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, which were aimed at fulfilling the obligation to transpose Directive 2018/1808 of the European Parliament and of the Council, Video-Sharing Platforms were added to the Audiovisual Media Authority competences. Notwithstanding the absence of direct jurisdiction, owing to the fact that no such platform is registered in the Republic of Albania, and bearing in mind the Albanian users interests, from June 2024 official communication commenced between AMA and the TikTok platform, with the aim of establishing a dedicated reporting channel for harmful content and commercial communications, as well as for the purpose

of combating piracy of Albanian audiovisual content. The discussions were concluded in August with the establishment of a cooperation framework based on AMA's regulatory functions and TikTok willingness, aimed at protecting Albanian platform users. The establishment of a dedicated reporting channel was achieved, through which the Authority mediated the submission and review of complaints from Albanian users regarding harmful content, accompanied by the relevant legal reasoning concerning the violations committed by such content. To facilitate this process, AMA had previously created a dedicated window on its official website, for submitting complaints related to harmful content published on TikTok. Within the framework of this cooperation, from August to December 2024, based on users reports and the Platform's collaboration, a total of 286 videos containing inappropriate content were successfully removed, of which: 20 for acts of violence, 3 videos for hate speech because of sexual orientation, 2 for religious hatred, 31 for footage of criminal acts, 110 for the exposure of children to pornography, narcotics, alcohol, tobacco and violence, 107 videos for incitement to violence and hatred and 13 audios for language exceeding the moral and ethical standards of society. As has been consistently emphasized, the piracy of Albanian audiovisual products emerged as a particularly alarming phenomenon. From August to December 2024, the TikTok Platform blocked 1,505 videos and closed 193 profiles reported for piracy. During the same period, AMA's teams reviewed a total of 743 videos for harmful content and 1,513 for piracy.

According to the Rule of Law Roadmap, a state policy document of Albania adopted by the Council of Ministers Decision on 13.12.2023, AMA has been assigned the task of, among other things, addressing media market concentration, enhancing transparency and expanding audience reach. As the regulatory authority, AMA's commitment has been to assist and support audiovisual media service providers operating in the Albanian audiovisual market in ensuring a transparent process. In order to enable Audience Measurement, at the institutional level, AMA undertook the initiative to promote this process. Specifically, from January to February 2024, AMA organized three roundtables with audiovisual media service providers and communications and marketing agencies, with the aim of discussing the modalities for conducting the audiovisual audience measurement process in the Republic of Albania. AMA has likewise contributed to the methodology and the plan for establishing and implementing the system through which this process is carried out in practice. At the roundtables organized on audience measurement, AMA presented to participants the methodology of best practices drawn from EU member states and region. Following extensive discussions among the participating representatives, agreement was reached on the establishment of a Joint Industry Committee (JIC), with 9 members, according to the following formula:

- 3 (three) representatives of private televisions with a national license;
- 3 (three) representatives of regional televisions;
- 1 (one) representative of Albanian Public Television (RTSH); and
- 2 (two) representatives of marketing agencies.

Following an encouraging process for all parties, under AMA's leadership, the JIC, as a fully organized body comprising all its stakeholders, has advanced to the next steps, namely registration in the court, which will enable the practical commencement of the Audience Measurement process as an important instrument for, among other purposes, identifying the influence of media on the general public.

In the context of Media Literacy and the protection of the best interests of the child, the Council of Complaints conducted a campaign focused on pre-school age children, with parents and educators at kindergartens across Tirana. This campaign was carried out in cooperation and coordination with the General Directorate of Kindergartens and Nurseries of the Municipality of Tirana. The campaign involved 21 kindergartens across 11 administrative units of Tirana, focusing on preschool children aged 5 - 6, due to the specific characteristics of their developmental stage and their need for guidance in the audiovisual and digital world, at a critical moment in their lives as they prepare for school.

AMA organized meetings with parents and educators at which concrete discussions were held on Digital Parenting, the protection of children from cyber risks and guidance on deriving maximum benefit from technology. A total of 425 participants attended these roundtables, of whom 12% were educators, 14% grandparents and 16% fathers. As part of this audiovisual campaign, 23 videos were produced aimed at raising public awareness on the responsible use of audiovisual and online media, addressing issues such as content signaling in audiovisual environments, digital parenting, balanced internet use, digital risks, personal data protection in digital spaces, etc.

AMA has prioritized the Public Media Literacy process throughout 2024, through the publication on its website and social media platforms of videos and other awareness-raising materials on the responsible use of the internet, protection against fake news and disinformation, the appropriate use of Artificial Intelligence, the protection of children and young people from hate speech and the risks associated with online gaming, etc.

In accordance with its legal obligation, as provided for under Law No. 97/2013 and the by-laws deriving therefrom, the Council of Complaints has continued to examine complaints received by the institution against audiovisual media service providers. In total, during the reporting period, the Council of Complaints examined 349 complaints, submitted respectively by: 72.5% individuals; 14.6% institutions; 6.3% law firms; 5.9% civil society organizations; 1.4% media outlets; and 1.3% commercial entities.

The largest percentage of complaints submitted concerned the best interests of the child (59.5%); violation of the victim's dignity (15.2%); violation of privacy (8.9%); the right of reply (8.6%); gender-based discrimination/sexism (5.7%); violation of dignity (5.7%); footage/acts of violence (1.7%); racial discrimination (1.2%); commercial communications in audiovisual media (2.3%); other ethical violations (21.5%); and violations falling outside the scope of AMA's activities (13.5%). With regard to the handling of complaints, the Council of Complaints requested submissions from audiovisual media service providers in 25.2% of cases, concluded with an

"Attention Drawn" in 11.9% of the complaints handled, and imposed a financial sanction in 2 cases. In 6.7% of the Council of Complaints decisions, freedom of expression prevailed and the decision was made in favor of editorial freedom. In numerical terms, during the reporting year, the Council of Complaints issued warnings to audiovisual media service providers in 36 cases and imposed 2 fines.

One of the Authority's important responsibilities, in the service of the public through programme offerings, is the thematic review of broadcast content. During 2024, AMA examined primarily on an ex officio basis 241 cases concerning the legal compliance of transmitted content, focusing on aspects such as: the protection of children from inappropriate content; hate speech and discrimination; gender equality; ethical violations in general; advertising and commercial communications; the use of standard written and spoken Albanian; compliance with warning signage during specific time slots; the overall programming of the RTSH platform, in line with the Service Contract requirements; etc. In the process of reviewing transmitted content, AMA addressed, across 77 cases, 62 "Attention Drawn" to audiovisual media service providers and in 15 cases a "fine". From January to December 2024, 48 recording units were in operation for the monitoring of digital broadcasts at AMA's Monitoring Studio. In addition to audio and audiovisual entities, the Digitalb Satellite, Digitalb Terrestrial, Tring Satellite, Tring Terrestrial and Vodafone platforms were also registered for monitoring. Throughout the year, a total of 420,000 hours of audiovisual broadcasts and approximately 34,500 hours of audio broadcasts were recorded across digital transmissions. Advertising monitoring across national audiovisual entities accounted for 24,564 hours of monitored programming. With regard to the handling of complaints by the Directorate of Content Monitoring and Analysis, during 2024, a total of 9 requests/complaints from various entities were received at the Monitoring Studio for follow-up.

With regard to compliance with broadcasting rights, the Authority conducted a considerable number of on-site inspections of cable/IPTV/OTT entities during 2024. Furthermore, 2024 saw innovations in the manner in which inspections are conducted, as specialists from the Directorate of Inspection and Supervision also carried out online networks monitoring, identifying a series of cases involving the abusive sale of audiovisual products. Following the identification of these violations, AMA formally reported them, with official evidence, to other law enforcement institutions, including the State Police. Following exemplary work by the Police, aided in part by the evidence made available by AMA, in December 2024 a successful operation was conducted to apprehend several perpetrators who were trading and producing audiovisual products in violation of the law.

Furthermore, the Authority addressed all complaints/requests from operators concerning interference and non-compliance with broadcasting rights by cable/IPTV/OTT entities, providing responses to all complainant entities and taking appropriate measures in cases of violations. It's worth emphasizing that the overwhelming majority of complaints regarding broadcasting rights violations during 2024 related to the phenomenon of television piracy carried out by entities unauthorized by AMA to provide audiovisual services, principally Internet Service Provider (ISP)

entities conducting television piracy via the internet. Given the alarming nature of this phenomenon, in September AMA commenced a series of consultative meetings across all regions of the country with licensed operators. The roundtables, chaired by AMA's Chairwoman, focused on identifying the problems and concerns of cable operators, as well as on mutual assistance in combating this phenomenon. The concerns raised by operators were addressed by the Directorate of Inspection and Supervision, and through on-site inspections conducted by working groups, it was possible to identify a considerable number of ISP operators carrying out audiovisual activities in violation of the law. Following these findings, AMA, in cooperation with AKEP, took measures to shut down more than 20 servers transmitting audiovisual content without authorization and sanctioned 3 ISP entities operating in violation of Law No. 97/2013, as amended. For the year 2024, AMA forwarded to AKEP 37 official case files to take measures for the closure of 346 online platforms that were in violations of the law.

With regard to inspection activities, the Directorate of Inspection and Supervision at AMA, during 2024, conducted 393 inspections of audiovisual media service providers' activities through its inspection teams. Of these, 220 were inspections carried out on the basis of complaints and 173 were primarily ex officio monitoring activities. Upon the inspections conclusion and the examination of the relevant administrative procedures, 11 decisions imposing fines were issued against audiovisual media service provider entities found to be in violation of the law, and in 9 other cases the "Attention Drawn" measure was applied. During 2024, the Directorate of Inspection and Supervision also placed particular emphasis on monitoring compliance with broadcasting rights for feature films and sporting events across various pay platforms and programmes. For 2024, a total of 1,168 hours of monitoring were conducted regarding broadcasting rights for feature films and sporting events.

As above, in the course of its work in supervising and regulating the audio/audiovisual market, including the measures taken by the Directorate of Finance and Services following violations identified on the part of audiovisual media service providers, during 2024 AMA imposed a total of 48 administrative sanctions by way of fines and 107 "Attention Drawn".

Throughout 2024, AMA continued its awareness-raising and informational campaign "Speak Albanian", aimed at improving spoken and written language in audio/audiovisual broadcasts, a campaign that directly contributes to raising the professional standards of editorial teams. The campaign was launched at the beginning of 2024 with an inclusive journalists-linguists roundtable entitled "Speak Albanian – Let Us Protect and Cherish the Albanian Language", the purpose of which was to raise awareness among media professionals regarding the protection of the Albanian language from foreign words. AMA periodically published on its official website and social media accounts foreign words used by journalists, as well as inaccurate formulations, accompanied by their Albanian equivalents and the correct linguistic forms. The findings of this initiative are also reflected in the programme "Fol Shqip Show", which is broadcast in Kosovo and North Macedonia.

During 2024, AMA engaged in a series of meetings and participated in conferences abroad with EU institutions and counterpart authorities across the Region and Europe and concluded several Cooperation Agreements. In June, at the 59th meeting of the European Platform of Regulatory Authorities (EPRA), the oldest and largest network of audiovisual regulators in Europe, AMA's Chair, Ms. Armela Krasniqi, was elected by a majority of votes as Vice-Chair of this network. Competing against the candidate of the United Kingdom's audiovisual regulator, OFCOM, Ms. Krasniqi received the votes of 28 participating countries, against 21 votes cast for the British candidate, Siobhan Walsh. This marks the first occasion on which Albania has been elected and represented at such a high level within a pan-European platform. Other notable participations included meetings organized by the European Regulators Group for Audiovisual Media Services (ERGA), the Black Sea Broadcasting Regulatory Authorities Forum (BRAAF), the European Audiovisual Observatory, WorldDAB, the Mediterranean Network of Regulatory Authorities (MNRA), and the Global Conference known as the "Global Network Forum", organized by UNESCO, etc. Memoranda of Understanding were also signed with the Turkish regulator RTÜK, the Polish regulator KRRiT and the Portuguese regulator ERC. The key pillars of these collaborations are grounded in media literacy, audience measurement, public opinion research and audiovisual content monitoring methodology.

An important aspect of AMA's work during 2024 was also the capacities enhancement with regard to the internal institutional functioning. One of the key projects was the construction of a new IT infrastructure based on Hyper-Converged Infrastructure (HCI) nodes, which provides high capacity and advanced technology for the management of resources and data storage. A yearly maintenance plan was also drawn up and implemented for this infrastructure. Measures were taken to ensure high availability and to reduce downtime, by providing 24/7 monitoring and regular training for IT staff.

During 2024, the Directorate of Monitoring and Analysis was reorganized, with human resource capacities for audiovisual broadcast monitoring increased and qualitative reviews relating to discrimination, hate speech, various forms of information disorder, electoral processes, etc. The process of digitizing the archival documentation of the archive-protocol unit was completed, enabling the optimization of efficiency and a considerable reduction in the turnaround time for document circulation within the institution. The institution has likewise digitized all of its activities, which are continuously published on the official website and administered through a centralized Content Management System (CMS).

The Directorate of Publishing and Engagement at AMA developed an automated system for data collection and analysis on audiovisual media service providers, bringing to an end a laborious and slow manual process in the records coordination and maintenance. The implementation of the new platform has ensured the data automation and centralization, increased efficiency in the information processing and analysis and enabled real-time monitoring of the audio and audiovisual market.

AMA continues to publish its Periodic Bulletin to ensure transparency within the audiovisual sector in Albania, analyzing economic trends, ownership structure, technical aspects and personnel characteristics. The 10th edition, covering the year 2023, includes data on the financial performance of television broadcasters, radio stations and cable platforms. Particular focus has been given to the digitization process and internet accessibility for persons with disabilities. Cooperation with various partners working in the media field has served the Authority in supporting and carrying out projects aimed at improving reporting in audiovisual media, enriching professional literature, standardizing the relationship between employers and employees and raising awareness on a number of topical issues of significance.

## **1. THE AUTHORITY'S STRATEGY**

The Authority's strategic objectives and Action Plan align with AMA's ongoing work processes, owing to new developments and changes or improvements to the legal framework. For this reason, the Strategy includes processes and activities that extend over time across a three-year period, specifically for the period 2024 - 2026.

The objectives set by AMA in the 2024 - 2026 Strategy, adopted by AMA's Board with Decision No. 18, dated 26.02.2024, and detailed with specific objectives and an action plan, will contribute to the fulfilment of the Audiovisual Media Authority's strategy for this period. AMA's strategic goals, covering the three-year period of the strategy, each containing specific objectives, are as follows:

1. Promotion and support of progressively higher professional standards in audiovisual broadcasting through international best practices:
  - a) Strengthening cooperation and consultation relations with international partners engaged in the protection of freedom of expression and media freedom in the EU and the region, with the aim of harmonizing the Authority's regulatory practices;
  - b) Initiating the regulator's engagement in recognizing and applying European legal practices concerning public advertising, adopting a methodology for a transparent audience measurement process in the audiovisual market and establishing principles governing video sharing activities on social media platforms operating in Albania;
  - c) Providing support, through the concept of co-regulation, to initiatives undertaken by audiovisual media service providers and other stakeholders in relation to audiovisual broadcasting, with the aim of adopting international best practices for audiovisual content that meets audience needs at the highest level.

2. Ensuring and promoting diversity and pluralism in audiovisual broadcasting:
  - a) Supporting the audiovisual media services freedom and pluralism, guided by the public interest and ensuring the creation of a functional media environment that fulfils, through audiovisual broadcasting, the needs of the citizens of the Republic of Albania, while respecting the nation, language, tradition, religious beliefs, culture and diversity, as well as the principle of audience inclusiveness;
  - b) Promoting diversity and higher quality in audiovisual broadcasting in line with the best professional standards and practices, with a focus on service to the public and exclusively to the public, so that, in exercising the right to information, the public may form its own free opinion, uninfluenced by information disorders;
  - c) Encouraging audiovisual productions that use and respect the Albanian language, as well as promoting the use of sign language in audiovisual broadcasting in order to serve audiences with disabilities.
3. A proactive approach to responsible audiovisual broadcasting, guided by the public interest:
  - a) Supporting the promotion of media literacy in audiovisual broadcasting and providing continuous training for staff involved in the creation of audiovisual content, particularly with regard to the prevention of and response to information disorders;
  - b) Supporting, through partnerships, the implementation of media literacy initiatives for audiences and the promotion of their critical thinking, with the aim of delivering media literacy training to various audience groups such as parents, schoolchildren, teachers and preschool educators;
  - c) Supporting and involving audiences and other stakeholders in actively engaging in the identification of solutions to sensitive issues related to audiovisual broadcasting.
4. Continuous improvement of the quality and effectiveness of the Authority's supervisory and regulatory role:
  - a) Enhancing capacities for both qualitative and quantitative monitoring of audiovisual broadcasting in support of the Authority's supervisory and regulatory role, including increased qualitative assessments relating to discrimination, hate speech, various forms of information disorders, electoral processes, etc., as well as the technical and technological monitoring modernization through the use of advanced software tools;

b) Strengthening technical capacities for the audiovisual piracy detection and the protection of broadcasting rights, in coordination with all relevant institutional stakeholders. Developing and enhancing technical capacities and infrastructure for measuring compliance with audiovisual service quality standards;

c) Maintaining a fair and open system for the licensing/authorization and regulation of audiovisual media services, in compliance with fairness, impartiality and free competition principles. Promoting the significant facilitation of procedures through the use of online applications for licenses/authorizations.

5. Further development of capacities and improvement of the Authority's internal operational systems:

a) Digitizing the Authority's activities within a centralized management system and publishing the Authority's website content in accessible formats for persons with disabilities;

b) Supporting the process of digitizing the Authority's internal documentation, a process which contributes to transparency and accountability, including the digitization of the Authority's physical archives;

c) Providing continuous training for the Authority's staff, with particular emphasis on capacity-building programmes for newly recruited employees following the implementation of the Authority's new organizational structure.

The Action Plan of the Strategic Document sets out the priority activities, as well as the expected results for the achievement of the strategic objectives, structured according to implementation timelines for the period 2024 - 2026, across all these areas of action:

- Legal Framework, Secondary Legislation and Policies;
- Information and Knowledge Infrastructure;
- Digital Broadcasting;
- Radiofrequency Spectrum Monitoring;
- Supervisory and Compliance Activities;
- Frequencies and Technological Developments;
- Promotion of Responsible Broadcasting and Audience Empowerment;
- Finance;
- Communication and Publications;
- Human Resources and Organizational Development.

One of AMA's main objectives, to which careful attention has been devoted throughout this reporting year, remains the effective fulfilment of the Republic of Albania citizens needs by

audiovisual media service providers, while respecting the language and the diversity of traditions, religious beliefs, culture and moral values of the citizens, the democratic values enshrined in the Constitution and in particular the freedom of expression.

AMA has already initiated its contribution to the process of aligning our national legislation with European Union standards, by aligning the national legal framework with Directive (EU) 2018/1808 of the European Parliament and of the Council through amendments to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended. The year 2024 marked significant progress in the adoption of by-laws. Within the integration process framework and legislative alignment, two by-laws were adopted during the reporting year, formalizing the institutional activity and implementing the respective legal amendments.

The ownership structure transparency of entities licensed and/or authorized by AMA has been implemented in order to fulfil one of the European Union’s requirements. Beyond the legal framework, this has involved the preparation of a register and the graphical presentation on the Authority’s official website of the declarations and ownership structures of companies or individuals holding licenses/authorizations from AMA, as well as the declarations of the beneficial owners of these entities carrying out audio and audiovisual activities in Albania. In this context, by Decision No. 40 of April of the reporting year, the Audiovisual Media Authority approved the Regulation “On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers’ ownership”. This legal and practical framework for ensuring the audiovisual media service providers’ ownership structure transparency, constitutes an implementation of the Authority’s functional duties and will continue throughout the period covered by the Strategy’s implementation.

During 2024, as an important part of the obligations arising from the Authority’s Action Plan and within the framework of the national legislation alignment process with that of the European Union in the audiovisual media field (including, the transposition of Directive (EU) 2018/1808), as well as in response to the overall increase in the work volume under review, the need arose to further improve the existing secondary legal framework governing the Authority’s activity. With the entry into force of the latest amendments to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended on 25 May 2023, which fully aligned the national legal framework with Directive 2010/13/EU “Audiovisual Media Services Directive” (AVMSD), as amended by Directive (EU) 2018/1808 of the European Parliament and of the Council, the legal provisions in the field of linear audiovisual media services, non-linear audiovisual media services and their supporting services, as well as video-sharing platform services, were brought into line with EU standards. These amendments also established the necessity for a detailed legal framework concerning the Authority’s procedural regulatory competences in cases involving content provided by video-sharing platform service providers established under the jurisdiction of the Republic of Albania, as well as for regulating the administrative procedures applicable to content addressed to Albanian audiences and provided by video-sharing platforms established in another State. Finally, in implementation of the obligations undertaken under the National Plan for European Integration

(NPEI) 2024–2026, and with the aim of further improving AMA’s regulatory framework, AMA adopted Decision No. 128, dated 23.12.2024, approving the Regulation “On the specific requirements that Video-Sharing Platforms providers must fulfil for the establishment and provision of transparent, effective and user-friendly systems”.

AMA cooperates closely with AKEP in inspections carried out in relation to the audiovisual piracy phenomenon and pirate operators transmitting via the internet and various websites that offer audiovisual products without AMA’s authorization.

In light of the results achieved during this reporting year, it remains necessary to continue working with a clear vision translated into concrete objectives across a number of areas, including: the pursuit of the procedural steps required for the entry into force of the secondary legislation on changes in ownership structure and increased ownership transparency, in line with the obligations arising from the most recent harmonization of Law No. 97/2013, as amended, with Directive (EU) 2018/1808 on Audiovisual Media Services; the rigorous monitoring of compliance by Audiovisual Media Service Providers with the obligations set out in Law No. 97/2013 and the Broadcasting Code, in particular with regard to the protection of minors from content that may harm their physical, mental or moral development; ensuring access to information for persons with disabilities; the prevention and prohibition of hate speech; media literacy, etc.

Likewise, future work will also focus on: strengthening cooperation with the stakeholders of the interinstitutional working group for the clearance of the DD2 band from audiovisual broadcasting and its allocation for 5G mobile services, in support of the country’s economic, social and cultural development, while ensuring the continuity of audiovisual broadcasting at the local level as a fundamental standard for the democracy development and the representation of diverse communities in the public sphere. AMA also aims to strengthen its regulatory role and, where appropriate, its facilitating role in a number of processes whose implementation is intended to advance the country’s path towards European Union membership. Such initiatives include, for example, the drafting of a methodology for audience measurement as one of the key criteria for achieving full media market transparency, as well as the gradual implementation of the European Media Freedom Act.

## **2. IMPLEMENTATION OF THE RECOMMENDATIONS SET OUT IN THE PARLIAMENTARY RESOLUTION ON THE AUTHORITY’S ANNUAL REPORT FOR THE YEAR 2024**

- 1) To contribute to the amendments of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, in accordance with EU standards and recommendations, addressing key issues such as media funding transparency, high concentration of media ownership, public advertising, strengthening the independence of the regulator, etc.*

The alignment of the national legislation with the European Union acquis has been, and continues to be, one of the ongoing priorities of the Audiovisual Media Authority, even though the legislative amendment processes are initiated and led by the line Ministry. With reference to this recommendation, we provide the following information:

### **1.1. Ensuring media ownership transparency**

The Audiovisual Media Authority has undertaken regulatory measures to ensure the ownership structures transparency and secondary legislation by adopting the Regulation “On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership”, under Decision No. 40, dated 26.04.2024.

Currently, beyond the legal framework, the Audiovisual Media Authority has prepared and graphically presented on its website the declarations and ownership structures of companies/individuals holding licenses or authorizations from AMA, as well as the declarations of the beneficial owners of these entities carrying out audio and audiovisual activities in the Republic of Albania, thereby fulfilling one of the key obligations of the integration process <https://ama.gov.al/media-ownership-transparency/?lang=en>.

The database, presented graphically and now published on AMA’s official website, is a model selected among European regulators, specifically inspired by the Portuguese regulator, within the cooperation framework established between the two authorities for the exchange of best institutional and policy-making practices regarding ownership transparency of entities licensed and/or authorized for audiovisual services.

### **1.2. Institutional advertising**

According to Law No. 97/2013, as amended, there is no specific provision regarding the procedures for broadcasting institutional advertisements. The only regulation relates to the election period, during which the broadcasting of this type of advertisement is conducted in accordance with the provisions of Law No. 10019, dated 29.12.2008 “Electoral Code of the Republic of Albania”, as amended.

Since 2022, through institutional self-regulation, AMA, via the Monitoring Directorate, has been measuring the institutional advertising volume, ensuring transparency through periodic publication of the institutional advertisements broadcast by audiovisual media services. Within the framework of the legal definition established in the Authority’s organic Law, legislative amendments will be proposed to the competent legislative body, specifically to regulate and formalize the process currently carried out by AMA regarding the measurement of institutional advertising volume.

This legal framework will align with the approach used for the regulation, broadcasting and measurement of institutional advertising in other countries in the region and the European Union, including, for example, Italy, France and the Czech Republic.

### **1.3. Independence of the regulator**

In line with the institutional stance consistently maintained by AMA, we reaffirm that Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, guarantees the Authority’s full and clear independence, starting with the provisions defining AMA’s status, the procedure for the nomination and election of its members and Chairperson, as well as the incompatibilities and conflicts of interest applicable to the members and Chairperson and extends to the independent financing, organization, functioning and decision-making of the Authority.

Articles 7 - 10 of Law No. 97/2013, as amended, set out the procedures and criteria for the Board and AMA’s Chair appointment.

**Referring to other European countries legislation, it’s evident that AMA’s composition, functioning and financing are similar to the majority of these states. For example, in Italy and France, the media regulator is either entirely (Italy) or partially (France) appointed by the Parliament and reports to it on its annual activities, while having full institutional independence from the executive branch, both in financial matters and in decision-making.**

**Below, we cite several models of institutional independence regulation according to established European practices:**

1. The regulator’s independence in Italy is explicitly established under Article 1 of Law No. 249/1997, as amended. The members of the Authority are elected by Parliament and appointed by decree of the President of the Republic, following a clearly defined procedure, whereby the President of the Authority is appointed by Presidential decree upon the proposal of the President of the Council of Ministers in agreement with the Minister of Economic Development.

According to Article 2, paragraph 8 of Law No. 481/1995, members of the Authority serve a term of seven years and may not be reappointed, except in cases where they are elected for a period of less than three years to replace commissioners who have not completed their mandate.

2. In France, the regulatory authority ARCOM is established and operates under Decree-Law No. 12/2003 “On the Establishment of the Regulatory Authority for Communication and the Adoption of its Statutes”, as follows:

ARCOM is composed of a college of nine members:

- the President of ARCOM, appointed by the President of the Republic;
- three members appointed by the President of the National Assembly;
- three members appointed by the President of the Senate;
- one member appointed by the Vice-President of the Council of State and one member appointed by the First President of the Court of Cassation.

The appointment of the President and the eight councilors by five separate authorities constitutes one of the main guarantees of the body's independence. According to Chapter III of the above-mentioned decree-law, each member of ARCOM's governing bodies is appointed for a renewable three-year term.

**On the other hand, in developed countries, understood in terms of rule of law, separation and balance of powers and implementation of democratic principles, there are media regulatory authorities that do not enjoy full institutional independence but operate as administrative bodies under the authority of the Ministry of Culture (Norway), the Ministry of Public Administration (Slovenia), or are partially funded by the state budget (Czech Republic).**

3. **The Norwegian Media Authority** is a governmental supervisory and administrative body that implements legislation and decisions issued by the Government and the Ministry of Culture and Equality. The Media Authority (Medietilsynet) operates under the authority of the Ministry of Culture (Kulturdepartementet) and is funded by the National Budget. Unlike many media regulators in Europe, it does not have a board or council.
4. The Agency for Communication Networks and Services (AKOS) is the **audiovisual media regulator in Slovenia**, operating under the Ministry of Public Administration. AKOS reports to this Ministry, which oversees various sectors, including communications, broadcasting and media. AKOS is also subject to oversight by the National Assembly (Parliament) of Slovenia, which reviews the agency's activities, budget and compliance with media regulations.

In this context, AMA's legal framework is complete, detailed and exhaustive in terms of guaranteeing the regulator's independence.

#### **1.4. Drafting of secondary legislation**

In support of commitments to regulatory and secondary legislative amendments and in implementation of the obligations arising from the Directive (EU) 2018/1808 transposition into the amended Law No. 97/2013, AMA has completed the development of the Draft Regulation on Video-Sharing Platforms. This regulation aims to clarify the operational framework of these

platforms within the territory of the Republic of Albania, as well as the relevant procedures for handling complaints addressed to them, among other provisions. Currently, the draft is in the public consultation phase, involving all stakeholder groups.

***2) To play a proactive role in organizing discussion roundtables with audiovisual operators and other key stakeholders to promote the audience measurement process, serving as an important tool for the operators themselves while directly contributing to the proper functioning and transparency of the audiovisual market in Albania.***

According to the Rule of Law Roadmap, a state policy document of Albania adopted by the Council of Ministers Decision on 13.12.2023, AMA has been assigned the task of, among other things, addressing media market concentration, enhancing transparency and expanding audience reach. As the regulatory authority, AMA's commitment has been to assist and support audiovisual media service providers operating in the Albanian audiovisual market in ensuring a transparent process.

Specifically, to enable institutional-level audience measurement, AMA has initiated a series of discussion roundtables with stakeholders in the media sector, aimed at establishing a Joint Industry Committee (JIC).

Specifically, from January to February 2024, AMA organized three roundtables with audiovisual media service providers and communications and marketing agencies, with the aim of discussing the modalities for conducting the audiovisual audience measurement process in the Republic of Albania. AMA has likewise contributed to the methodology and the plan for establishing and implementing the system through which this process is carried out in practice.

In order to expedite the implementation of this process, in December 2023, AMA prepared draft proposals for the relevant amendments to the amended Law No. 97/2013, including provisions on audience measurement. The proposed amendments are currently in the public consultation phase.

**At the first roundtable, held on 15 January under the topic “Audience measurement in the Albanian audiovisual market and modalities for implementing this process”,** high-level executive representatives of the operators from audiovisual content and programme producers, as well as advertising agencies operating in the market, participated. AMA presented to the participants two audience measurement models implemented in neighboring countries with geographic proximity to Albania and with similar economic and social realities, namely North Macedonia and Croatia. At the conclusion of the meeting, it was agreed as follows:

- The first meeting would be considered the Working Group meeting, whose members consisted of the audiovisual operators and advertising agencies present, serving as forerunners to the Joint Industry Committee; and

- AMA would act as the coordinating body in this process and, at the next meeting, would present models from other countries in the region so that the operators could select the most suitable and effective model for them, proceeding subsequently with the modalities for implementing audience measurement.

**At the two subsequent roundtables, held on 31 January 2024 and 6 February 2024 under the topic “*Audience measurement in the Albanian audiovisual market: details on the functioning of the Joint Industry Committee*”,** AMA presented 5 (five) examples from other countries in the region and the European Union, illustrating the methodologies applied in those countries, with the aim of selecting the most suitable and effective model for the Albanian audiovisual market. The reference models were drawn from the methodologies used in:

- Bulgaria;
- Austria;
- Spain;
- North Macedonia;
- Turkey.

Following the discussions on the methodology to be applied, the participants agreed on:

- The establishment of the Joint Industry Committee with nine members; and
- The formula for the formation of this Committee.

**The agreed formula consists of nine members as follows:**

- **3 (three) representatives of private televisions with a national license;**
- **3 (three) representatives of regional televisions;**
- **1 (one) representative of Albanian Public Television (RTSH); and**
- **2 (two) representatives of marketing agencies.**

The agreed formula will be implemented after the period requested by the regional television representatives to study the examples drawn from other countries in the region and to decide among themselves on the method for selecting their respective representatives.

Ultimately, on 10.07.2024, after six months of continuous discussions with media stakeholders to reach a common formula that would reflect both the primary weight of the media and that of advertising agencies, the official establishment of the Joint Industry Committee (JIC) was agreed.

Following an encouraging process for all parties, under the guidance of the Audiovisual Media Authority, the JIC, as a fully organized body with all its stakeholders, is now set to take the next step: registration with the court. This will practically enable the start of the audience measurement process, serving as an important tool, among other things, for identifying the impact of media on the general public.

***3) To take the necessary measures to ensure the implementation of the New Broadcasting Code by audiovisual media service providers, particularly regarding the fight against discrimination and the promotion of gender equality, as well as the prevention and combat of hate speech in audiovisual broadcasts, which have been included for the first time in the Broadcasting Code.***

The Broadcasting Code is the most important by-law under Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended. It contains and defines the principles, rules, requirements and practices for audio and audiovisual broadcasting in the Republic of Albania. The structure and content of the Broadcasting Code are based on the fundamental principles of audio and audiovisual broadcasting, the most advanced contemporary professional standards, moral and ethical norms and requirements, as well as the existing practices of audio and audiovisual activities in the Republic of Albania.

The additional obligations introduced in the sections of the New Broadcasting Code, such as “Combating discrimination and promoting gender equality”, “Right to privacy and protection of personal data” and “children in audiovisual broadcasts”, have resulted in a restructuring of the thematic categories for public complaints.

From January to December 2024, issues concerning children represented the highest share of complaints, accounting for 59.5% of cases. This marks a significant increase compared to 16.4% of complaints regarding children’s rights and privacy in 2023 and 32% in 2022, indicating heightened public concern about the protection of children from inappropriate media content.

Another category that saw a notable increase was “Other Ethical Violations”, which in 2024 accounted for 21.5% of complaints, compared to 13.3% in 2023 and 13% in 2022. This category includes complaints not directly related to a specific media content but rather broader issues in the audiovisual market, such as the use of unethical language, inaccuracies or deviations in expression, or misunderstandings of the specific characteristics of media genres. The growth of this category underscores the need to intensify media literacy initiatives.

On the other hand, commercial communications in the audiovisual media recorded a slight decrease, from 3.6% in 2023 to 2.3% in 2024, possibly reflecting stricter oversight of advertising content. At the same time, complaints regarding matters outside AMA’s mandate increased to 13.5% in 2024, compared to 7.2% in 2023, though they remained lower than in 2022 (15%).

Following the amendments to the Broadcasting Code, the 2024 reporting structures complaints in greater detail, identifying for the first time specific issues such as infringement of the victim’s dignity (15.2%), violation of privacy (8.9%), right of reply (8.6%), gender discrimination/sexism (5.7%), violation of dignity (5.7%), violent images/acts (1.7%) and racial discrimination (1.2%). This more detailed presentation provides a nuanced view of media-related issues.

Overall, the 2024 trend reflects an increased public concern for children’s interests and media ethics, as well as a rise in complaints regarding general ethical matters and issues beyond AMA’s mandate, compared with 2023.

In the context of handling complaints and with reference to Article 51 of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, the Regulation “On procedures for reviewing complaints by the Council of Complaints and the right of reply” and the guideline “On procedures for handling complaints by audiovisual media service providers”, the Council of Complaints has maintained continuous communication with the Complaints Review Boards of audiovisual media service providers. This coordination has been reflected in the fulfilment of their legal obligations, including the removal of harmful audiovisual content from their official channels.

Additionally, during the reporting period, AMA conducted primarily ex officio reviews of 241 cases concerning the legal compliance of broadcast content. Non-compliance with the requirements of Law 97/2013 or the Broadcasting Code was identified in 77 of these cases. Among these 77 cases, 16 instances (21%) involved the use of hate speech and discrimination, with four of these cases specifically involving gender-based discrimination.

In 2024, AMA’s reviews of transmitted audio and audiovisual content also focused specifically on the use of hate speech and discrimination. To illustrate the weight of these negative phenomena, the following figures are noteworthy: of the 77 cases of inappropriate content identified in violation of Law 97/2013 or the Broadcasting Code, 16 cases (21%) involved the use of hate speech and discrimination, with four of these cases constituting gender-based discrimination.

During the legal compliance analysis of these 16 cases, sanctions were applied in the four most serious instances against licensed audiovisual entities: one case resulted in a fine of 50,000 ALL, two cases in fines of 100,000 ALL each and one case in a fine of 200,000 ALL.

In addition to the specific legal provisions that were not respected, audiovisual media service providers were requested to remove inappropriate content from their YouTube channels and editorial social media accounts, a request that was fully complied with in all cases.

From the legal compliance analysis concerning the use of hate speech and discrimination across 10 audiovisual media service providers, “Attention Drawn” official letters were issued, detailing the specific legal references that had been violated. The recent amendments to the Broadcasting Code regarding the prevention of hate speech and discrimination have had a positive effect on communication between AMA and audiovisual media service providers, resulting in greater editorial sensitivity and professionalism in avoiding such content, both for nationally licensed and locally/regionally licensed entities.

Below is a tabulated summary of the specific cases identified in 2024, in violation of the law and the Broadcasting Code, along with the corresponding legal references:

<b>TYPE OF VIOLATION</b>	<b>AUDIOVISUAL MEDIA SERVICE PROVIDER</b>	<b>SANCTION</b>
Ethical violation, use of offensive and denigrating language (Not in compliance with Broadcasting Code requirements, Article 1.6)	National Audiovisual Media Service Provider	Attention Drawn
Ethical violation, use of offensive and denigrating language, inappropriate conduct (Not in compliance with the Law 97/2013 requirements, Articles 4 and 32)	Regional Audiovisual Media Service Provider	Attention Drawn
Ethical violation, inappropriate language and conduct (Not in compliance with the Law 97/2013 requirements, Articles 4 and 33/1)	National Audiovisual Media Service Provider	(Fine: 100,000 ALL)
Ethical violation, use of offensive and denigrating language (Not in compliance with the Broadcasting Code requirements, Articles 1.6 and 7.10)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (Not in compliance with Law 97/2013 requirements, Article 4, Paragraph 1; and the Broadcasting Code, Article 1.6)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (Not in compliance with the Law 97/2013 requirements, Articles	Regional Audiovisual Media Service Provider	(Fine: 100,000 ALL)

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
4 and 32; and the Broadcasting Code, Articles 1.5 and 1.12)		
Ethical violation, use of offensive and denigrating language  (Not in compliance with Law 97/2013 requirements, Article 32, Paragraph 4 and Article 33, Paragraph 1/e; and the Broadcasting Code, Article 7.9)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content  (Not in compliance with Law 97/2013, Article 33, Paragraph 1/ç; and the Broadcasting Code, Articles 1.6, 5.1, 5.2, 7.1, and 7.2)	Regional Audiovisual Media Service Provider	(Fine: 200,000 ALL)
Inappropriate content with discriminatory language  (Not in compliance with Law 97/2013, Article 32, Paragraph 4/a; and the Broadcasting Code, Articles 7.4 and 7.9)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content with hate speech and denigration  (Not in compliance with Law 97/2013, Article 4, Paragraph 2/e, and Article 32, Paragraph 4/a)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate content  (Not in compliance with Law 97/2013, Article 4, Paragraph 2/f; Article 33; and point 1.5 of the Broadcasting Code)	Regional Audiovisual Media Service Provider	(Fine: 50,000 ALL)

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
Inappropriate content (Not in compliance with Law 97/2013, Article 4, Paragraph 1/b; Article 32/1; Article 33, Paragraph 1/f; and points 4.10, 4.24, and 4.25 of the Broadcasting Code)	Regional Audiovisual Media Service Provider	Attention Drawn
Use of unethical language with aggressive and derogatory expressions (Not in compliance with Law 97/2013, Article 4, Paragraph 2/e; and Broadcasting Code, points 1.5 and 1.6)	National Audiovisual Media Service Provider	Attention Drawn
Use of inappropriate language (In violation of Law 97/2013, Article 33, point e; and Broadcasting Code, point 1.3)	Regional Audiovisual Media Service Provider	Attention Drawn
Use of inappropriate language (In violation of Law 97/2013, Article 4, points 1/b and 2/e)	Regional Audiovisual Media Service Provider	Attention Drawn
Use of inappropriate language (In violation of Law 97/2013, Article 4, points 1/b and 2/e)	National Audiovisual Media Service Provider	Attention Drawn

***4) To monitor audiovisual media service providers implementation of the New Broadcasting Code, particularly the provisions related to the protection of children, which have been expanded in the section “Children in audiovisual media” and the relevant subsections.***

In fulfilling its legal and other obligations, the protection of children in audiovisual broadcasts has been and remains a priority for AMA and the Council of Complaints.

The best interests of the child are paramount in every decision of the Council of Complaints and guide its daily activities, including through awareness-raising initiatives and media literacy

campaigns aimed at enhancing individuals’ understanding of the various forms of media messages and promoting critical thinking regarding the information diversity.

During 2024, 59.5% of the complaints handled by the Council of Complaints concerned violations of children’s rights in audiovisual broadcasts. In the course of reviewing these complaints, when violations were identified, the Council of Complaints issued warning measures and recommended financial sanctions to AMA’s Board.

No.	Audiovisual media service providers	Period	Format	Violation	Sanction
1.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
2.	National	January 2024	News Edition and Talk Show	Indirect identification of a child victim	Attention Drawn
3.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
4.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
5.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
6.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
7.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
8.	Regional	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
9.	National	January 2024	News Edition	Indirect identification of a child victim	Attention Drawn
10.	National	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
11.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn

No.	Audiovisual media service providers	Period	Format	Violation	Sanction
12.	Regional	February 2024	News Edition and Talk Show	Indirect identification of a child witness to violence	Attention Drawn
13.	National	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
14.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
15.	National	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
16.	Programme Service/ National audiovisual service provider	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
17.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
18.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
19.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
20.	Regional	February 2024	News Edition	Indirect identification of a child witness to violence	Attention Drawn
21.	Regional	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn

No.	Audiovisual media service providers	Period	Format	Violation	Sanction
22.	National	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
23.	National	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
24.	Regional	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
25.	National	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
26.	Programme Service/ National audiovisual service provider	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
27.	Regional	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
28.	National	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
29.	Regional	February 2024	News Edition	Indirect identification of a child victim	Attention Drawn
30.	National	December 2024	Entertainment, Informative and Educational Program	Unbalanced treatment of historical events and facts, including issues that are subjects of public debate	Attention Drawn
31.	National	December 2024	Political Program	Discrimination against vulnerable groups	Attention Drawn

Following the serious incident on 18.11.2024, which resulted in the death of an adolescent and injuries to several others, the Authority also issued three public statements regarding the coverage

of the event's dynamics. Through these statements, it drew the attention of media outlets to exercise maximum responsibility and professionalism in the name of the best interests of the child, respect for the grief of the families, sensitivity to the wider Albanian public and the broader social obligation.

Within the framework of the best interests of the child, the Council of Complaints, as part of the Audiovisual Media Authority, recognizing the importance of media literacy tailored to age-specific needs, conducted a Media Literacy campaign focusing on preschool-aged children, their parents and educators in kindergartens across Tirana.

This campaign was carried out in cooperation and coordination with the General Directorate of Kindergartens and Nurseries of the Municipality of Tirana. The campaign involved 21 kindergartens across 11 administrative units of Tirana, focusing on preschool children aged 5 - 6, due to the specific characteristics of their developmental stage and their need for guidance in the audiovisual and digital world, at a critical moment in their lives as they prepare for school.

A total of 425 participants attended these roundtables, of whom 12% were educators, 14% grandparents and 16% fathers. Participants expressed interest and actively engaged in discussions, raising several concerns related to digital parenting, including: unhealthy habits due to parents' lack of time, the negative influence of the environment encouraging excessive phone use, the malfunctioning of some online control mechanisms in Albania and the irregular use of content signaling by television, etc.

As part of this audiovisual campaign, 23 videos were produced aimed at raising public awareness on the responsible use of audiovisual and online media, addressing issues such as content signaling in audiovisual environments, digital parenting, balanced internet use, digital risks, personal data protection in digital spaces, digital games, misinformation, advertising and online purchases, cybersecurity, etc.

The protection of children has been and remains a priority for AMA in the monitoring and analysis of broadcast content. Fundamentally, the monitoring and analysis process is based on the principle that the best interests of the child are paramount in any action by audiovisual media service providers involving or directed at children and that licensed entities must treat all children participating in audio and audiovisual programs with respect, dignity and professionalism.

Of the 77 cases identified as violations of Law No. 97/2013 and the Broadcasting Code during 2024, 34 cases (or 44%) were related to the protection of children. For three serious cases, a "sanction with fine" was imposed on the broadcasters (two fines of 50,000 ALL and one of 100,000 ALL).

Analysis of these cases shows that their typology included:

- Broadcasting of extreme violence or content with strong emotional impact during hours when children are likely to be watching;

- Transmission of films or documentaries intended for adults at inappropriate times;
- Absence of warning signals for programmes that should be viewed by children only in the presence of parents or adult guardians;
- Publication of personal details of children, etc.

Cases concerning the protection of children are presented in tabular form below, showing the relevant legal references that were not respected by the audiovisual media service providers.

<b>TYPE OF VIOLATION</b>	<b>AUDIOVISUAL MEDIA SERVICE PROVIDER</b>	<b>SANCTION</b>
Ethical violation, protection of minors (The requirements of the Broadcasting Code, point 4.64, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Ethical violation, protection of minors, publication of a child's personal details (The requirements of the Broadcasting Code, point 4.24, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Ethical violation, protection of minors (The requirements of Article 32/1 of Law No. 97/2013 were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Ethical violation, protection of minors (The requirements of the Broadcasting Code, points 4.28 and 4.63, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Articles 4 and 33 of Law No. 97/2013 were not respected)	National Audiovisual Media Service Provider	Attention Drawn

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
Broadcasting of graphic content (The requirements of Articles 4 and 33 of Law No. 97/2013 were not respected)	National Audiovisual Media Service Provider	(Fine: 100,000 ALL)
Non-compliance with advertising and commercial communication time for alcoholic beverages (The requirements of Law No. 97/2013, Article 42, point 5, and the Broadcasting Code, point 4.43, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Law No. 97/2013, Article 33, point 5, and the Broadcasting Code, Section 7, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Law No. 97/2013, Article 4, point 2, and the Broadcasting Code, point 3.1, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Law No. 97/2013, Article 33, point 1/e and the Broadcasting Code, point 1.6, were not respected)	National Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Law No. 97/2013, Article 4, point 1/b and Article 33, point 1/e, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate content	National Audiovisual Media Service Provider	Attention Drawn

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
(The requirements of the Broadcasting Code, point 4.64, were not respected)		
Inappropriate content (The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)	National Audiovisual Media Service Provider	(Fine: 50,000 ALL)
Inappropriate content (The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)	Regional Audiovisual Media Service Provider	(Fine: 50,000 ALL)
Inappropriate content (The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate content (The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn

<b>TYPE OF VIOLATION</b>	<b>AUDIOVISUAL MEDIA SERVICE PROVIDER</b>	<b>SANCTION</b>
<p>Inappropriate content</p> <p>(The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Inappropriate content</p> <p>(The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Inappropriate content</p> <p>(The requirements of Articles 32/1 and 33, point 1/c, of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Inappropriate content</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/dh, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Inappropriate content</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/f, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Inappropriate content</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/f, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)		
<p>Inappropriate content</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/f, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)</p>	Regional Audiovisual Media Service Provider	Attention Drawn
<p>Inappropriate content</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/f, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)</p>	Regional Audiovisual Media Service Provider	Attention Drawn
<p>Inappropriate content</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 1/f, Article 33, point 1/e, and the Broadcasting Code, points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69, were not respected)</p>	Regional Audiovisual Media Service Provider	Attention Drawn
<p>Inappropriate content</p> <p>(The requirements of Article 4, points 2/b and 2/f, Article 33, point 1/e, as well as points 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, were not respected)</p>	Regional Audiovisual Media Service Provider	Attention Drawn

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
<p>Film broadcast at an inappropriate time</p> <p>(The requirements of Law No. 97/2013, Article 4, point 1/b, as well as points 4.1, 4.6, and 4.11 of the Broadcasting Code, were not respected)</p>	<p>National Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Broadcasting of inappropriate images</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 2/b, as well as point 1.6 of the Broadcasting Code, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Broadcasting of inappropriate images</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 2/b, as well as point 1.6 of the Broadcasting Code, were not respected)</p>	<p>National Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Broadcasting of inappropriate images</p> <p>(The requirements of Law No. 97/2013, Article 4, points 1/b and 2/b, as well as point 1.6 of the Broadcasting Code, were not respected)</p>	<p>Regional Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>
<p>Unethical images broadcast at an inappropriate time</p> <p>(The requirements of Law No. 97/2013, Article 4, point 1/b, Article 33, point 1/e, and the Broadcasting Code, point 4.11, were not respected)</p>	<p>National Audiovisual Media Service Provider</p>	<p>Attention Drawn</p>

TYPE OF VIOLATION	AUDIOVISUAL MEDIA SERVICE PROVIDER	SANCTION
Inappropriate images  (The requirements of the Broadcasting Code, points 3.16 and 3.18, were not respected)	Regional Audiovisual Media Service Provider	Attention Drawn
Inappropriate images for the broadcast time  (In violation of Law No. 97/2013, Article 4, point 1/b, as well as points 4.1, 4.6, and 4.11 of the Broadcasting Code)	National Audiovisual Media Service Provider	Attention Drawn

- 5) Following the completion of the training course for 15 additional sign language interpreters, to continue monitoring the process of ensuring adequate staffing with interpreters/translators for sign language broadcasting, so that this legal obligation concerning the right to information for persons with hearing disabilities is fully fulfilled***

With reference to AMA's legislation, Article 32(2) of Law No. 97/2013, as amended, requires audiovisual media service providers to take proportionate measures to ensure that their broadcast programmes are made accessible, in a gradual and progressive manner, to persons with disabilities and to report periodically on the measures taken in this regard. Furthermore, pursuant to Article 67, paragraph 2(f) of Law No. 97/2013, the licensee of an audiovisual programme service is required to reasonably include the use of sign language in news programmes for persons who are deaf, thereby enabling the provision of programming in accordance with the established requirements.

Pursuant to Article 4(e) of Law No. 97/2013, audiovisual broadcasting activity must guarantee the right of every citizen to receive audio and/or audiovisual broadcasting services offered to the public by audiovisual media service providers operating within the territory of the Republic of Albania.

The fulfilment of this legal obligation, in cooperation with AMA, has been carried out by audiovisual media service providers, namely Klan, Top Channel, Vizion Plus and RTSH.

- 6) To devote increased attention to the relevant measures implementation of the National Action Plan for Persons with Disabilities (2021–2025), approved by the Council of***

***Ministers, particularly those measures directly related to accessibility to information and communication for this category (persons with disabilities)***

AMA, in its capacity as the regulatory authority in the audiovisual media field, maintains continuous and particular attention to all audiovisual content that must ensure compliance with legal requirements concerning the protection of fundamental human rights and freedoms. Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, expressly guarantees non-discrimination on the grounds of disability in access to audio and audiovisual content by persons with disabilities.

Furthermore, the Broadcasting Code adopted by AMA contains a number of provisions relating to the rights and access of persons with disabilities. These provisions have been drafted in accordance with Law No. 93/2014 “On the Inclusion and Accessibility of Persons with Disabilities” and the United Nations Convention on the Rights of Persons with Disabilities, while also taking into consideration the National Action Plan for Persons with Disabilities (2021–2025).

In this context and within the international commitments framework aimed at respecting and promoting the rights and freedoms of persons with disabilities, the Audiovisual Media Authority will continue to pay particular attention to the adoption of the necessary measures to ensure that persons with disabilities have access to audiovisual broadcast content. This is intended to ensure that broadcast programmes become gradually and progressively accessible, particularly for persons with hearing and visual impairments, through sign language interpretation, subtitling and audio description of subtitles.

It is noted that, among national audiovisual media service providers, the subtitling and dubbing of televised series have contributed significantly to improving accessibility, particularly for persons with hearing and visual impairments.

The implementation of the above-mentioned measures will be required from national audiovisual media service providers, initially focusing on prime-time broadcasts, news editions and programmes of particular relevance to this category.

Following the communication with the Ministry of Health and Social Protection regarding the implementation of the National Action Plan for Persons with Disabilities 2021 - 2025, approved by Decision No. 276/2021, the Plans’ objectives are aligned with the EU Strategy for the Rights of Persons with Disabilities 2020 - 2030. We emphasize that the relevant legal framework and implementing decisions of the Council of Ministers are already in place, such as Decision No. 1074/2015, where point 18 states that: “*National television broadcasters shall regularly transmit the main news programme with the option of subtitling and sign language interpretation.*” Within this framework, interinstitutional working tables will be organized to define the concrete measures to be undertaken by the institutions involved in this action plan, as well as to establish guiding policies for the effective implementation of these measures.

- 7) To continue providing its contribution as part of the interinstitutional working group for the release of the Digital Dividend II (DD2) band, as a process of significant importance with a direct impact on the country's economic, social and cultural development, as well as on the provision of high-speed internet services***

The participation and engagement of the Audiovisual Media Authority (AMA) in the process of releasing the 700 MHz band remains ongoing, with the aim of ensuring that every aspect of this transition is successfully implemented and fully aligned with the public interest.

In this context, AMA has taken part in a series of meetings held among countries of the region, closely monitoring the progress of the Digital Dividend II (DD2) release process. During these meetings, AMA has contributed by proposing temporary solutions to address the issues encountered throughout the process.

Following the completion of the draft law “On the release of the Digital Dividend II (DD2) frequencies”, AMA is currently awaiting its approval and entry into force, which will enable the continuation of this important process. The purpose of this draft law is to ensure that citizens maintain continuous access to all television programmes transmitted via terrestrial networks, even after the release of the 700 MHz band. To this end, it provides for a mechanism of partial compensation for the additional and direct costs that may arise as a result of these frequencies release.

- 8) To maintain a continuous focus on enhancing the quality and effectiveness of its regulatory role, as well as on further improving the Authority's human resources and internal operational systems***

With AMA's structural changes, approved by Decision No. 86/2022 “On the approval of the structure, staffing and classification of positions within the Audiovisual Media Authority (AMA),” the Directorate of Monitoring and Analysis has been reorganized, with increased human resource capacities for monitoring audiovisual broadcasts in support of the Authority's supervisory and regulatory role. This reorganization has also enhanced qualitative reviews related to discrimination, hate speech, various forms of misinformation, electoral processes, etc. During the reporting period, AMA reviewed primarily ex officio 185 cases concerning the legal compliance of broadcast content, identifying violations of Law No. 97/2013 requirements or the Broadcasting Code in 60 cases. Of these, 12 cases (20%) involved hate speech and discrimination, two of which involved gender-based discrimination.

Regarding its supervisory and regulatory role, AMA has maintained continuous contact with its counterparts during this period concerning the techniques and equipment necessary to combat television piracy. This remains an ongoing process. Additionally, through the cooperation channel established with the TikTok platform, AMA reported 1,513 cases of videos transmitting audiovisual content without rights to the platform by the end of December 2024, of which 1,505

videos were blocked by TikTok. Furthermore, 193 TikTok profiles used for the illegal distribution of audiovisual products were subsequently closed. AMA has also held meetings with the State Police regarding the piracy phenomenon and will soon establish joint task forces with other institutions to conduct coordinated on-site inspections to address this issue.

Another initiative this year has been the meetings held by AMA's Chairwoman, together with her staff, with all cable operators across the country. The primary focus of these discussions is the phenomenon of piracy carried out by ISP operators not authorized by AMA for audiovisual broadcasting. These discussions also emphasize mutual cooperation in identifying cases of unauthorized transmissions by cable operators and reporting them to AMA, enabling the Authority to continue with further on-site inspection procedures. This process, too, remains ongoing.

During 2024, as part of the further development of its capacities and the improvement of its internal operational systems, AMA completed the archival documentation digitalization of its archive - protocol unit. This process has enabled the optimization of efficiency, a significant reduction in official documents processing time within the institution and the provision of electronic copies of hard-copy records.

Furthermore, the institution has digitalized all of its activities, which are continuously published on the official website and managed through a centralized Content Management System (CMS). In line with AMA's standards and requirements for ensuring equal access to information for persons with disabilities, several important measures have been undertaken to guarantee full accessibility, including:

- Providing alternative text and descriptions for images, ensuring that users with special needs have full access to content;
- Enabling text size and visual elements adjustment on the website for a more personalized and easily accessible user experience;
- Creating a simple and fully accessible contact form for all visitors;
- Optimizing the website's color scheme to improve contrast and readability, in accordance with international accessibility standards.

Currently, a dedicated section for persons with disabilities is under development, which will provide textual content in audio formats to facilitate access to public information and enhance the user experience. These measures are fully in line with AMA's resolution and international commitments to ensuring equality in access to information.

As part of improving human resource capacities, training policies have been a key focus within the human resources strategy, aimed at ensuring an effective, accountable and professional public administration. Specifically, an annual training calendar has been developed, supported by a detailed training plan based on the specific needs of each organizational unit, as well as to encourage employees' engagement in the development of their professional and organizational knowledge.

In line with the implementation of this training calendar and in exercise of their right to professional development, all civil servants have had the opportunity to enhance their professional skills through continuous training.

The training formats have been diverse, including close cooperation with the Albanian School of Public Administration (ASPA), where a total of 20 civil servants from AMA were trained during the period from January to December. The types of training attended at ASPA varied, ranging from in-depth courses introducing the fundamental principles, administrative organization, legal framework and effective resource management for achieving objectives, to career development trainings.

High participation of civil servants and other staff members was also recorded in conferences, symposiums, workshops and seminars organized by national and international institutions or organizations across various professional fields.

***9) AMA is to play a proactive role by, on one hand, responding decisively to threats and attacks against journalists, and on the other hand, improving working conditions for journalists, particularly by strengthening the protection of their employment and social rights***

During the reporting period, AMA responded to an incident that occurred on 28 May 2024 in an open area in front of the Tirana Municipality building, where a protest was taking place. The safety of reporters and cameramen was put at risk due to the use of explosive devices (Molotov cocktails). Expressing concern over the event, AMA publicly stated that: "The insecurity faced by media covering a protest or demonstration is unacceptable, it constitutes an attack on freedom of expression and a restriction on public information. Law enforcement authorities, as well as protest organizers, must take concrete measures to protect reporters working in the field, ensuring that their communication with the public remains open while covering the dynamics of events." AMA also urged the authorities "to promptly identify and legally pursue any act that directly attacks or endangers media teams performing their duties."

Additionally, during the reporting period, AMA continued to support professional standards in audiovisual broadcasting by co-financing projects aimed at improving newsroom reporting on the various thematic issues covered in broadcast content.

This concrete support from AMA is provided through projects and has been intended to facilitate the implementation of quantitative and qualitative studies, qualification and training activities, awareness-raising and informational campaigns, as well as publications and translations in the media field.

Within this framework, AMA has responded positively to the obligations arising from the integration process by addressing the protection of journalists during reporting, as well as the

specific challenges of their profession by being an active participant in the Interinstitutional Group, coordinated by the Ministry of Justice, with the involvement of the High Council of Justice (HCJ), the High Prosecutorial Council (HPC), the State Police, the Labor Inspectorate, journalist associations and the Faculty of Journalism. The Group's mandate is to address all issues related to the journalist profession, including their position and access while performing professional duties, as well as the regulation of employment contracts for journalists, thereby paving the way for the implementation of a targeted action plan in this area. 2024 concluded with numerous challenges for the institutions involved, together with AMA, as the common goal was the establishment of a joint platform and the implementation of concrete steps, in line with the requirements set forth by the European Commission regarding media professionals.

Another project supported by AMA is titled "Preventing hate speech in audiovisual media". Hate speech continues to be an ongoing challenge faced by society and particularly by the media. The rapid development of technology has reshaped traditional media, extending its presence to social media. The aim of this initiative is to monitor audiovisual media to understand the prevalence of hate speech, identify the factors that contribute to its occurrence and examine successful practices in other countries that have effectively reduced hate speech following rapid technological developments.

Another significant project aimed at improving the journalism profession was implemented under the initiative "*The journalism profession in the era of technological and new media changes*". The journalism profession is undergoing continuous transformation, largely due to technological advancements that have affected the style, format and distribution of information. New media and technological developments have fundamentally changed work processes in media organizations compared to several years ago. In these conditions, there arose a need to observe the media environment in Albania. Such observation helps to understand how the journalism profession has evolved and the extent to which audiovisual media in the country have adapted to technological changes, in comparison with Western countries.

In accordance with its legal obligations, during the second half of 2024, the Council of Complaints designed and initiated a national survey aimed at measuring public perceptions of ethical standards in audiovisual offerings.

Undertaking a proper quantitative study of this nature was deemed necessary under the following conditions:

- The completion of the digitalization process, which has consequently expanded and diversified the audiovisual offering;
- The need to verify public behavior and expectations under the aforementioned conditions;
- Obligations arising from the Albanian organic legislation alignment with that of the EU;
- The increase in citizen initiatives expressing public expectations and perceptions and the limited ability to confront these with corresponding measurements;

- The necessity of creating a reliable database to provide statistical support for the decision-making of the Council of Complaints in particular and the Authority more broadly.

To better address contemporary challenges and requirements, the questionnaire prepared by the Council of Complaints also included a set of questions focusing on freedom of expression and journalists' rights, as well as a set of questions centered on video-sharing platforms.

To ensure the highest scientific standards in achieving the study's objectives and to design a statistically and demographically representative national sample with the smallest possible margin of error, the survey was conducted in cooperation with the Institute of Statistics.

***10) To focus its work on promoting and supporting professional standards in audiovisual broadcasting through best international practices, as well as ensuring diversity in audiovisual content***

During the reporting period, AMA continued the awareness and information campaign "Speak Albanian" with the aim of improving spoken and written language in audio and audiovisual broadcasts, a campaign that directly contributes to raising professional standards in newsrooms. Periodically, AMA has published on its official website and social media accounts foreign words used by newsrooms, as well as expressions not aligned with the standards of spoken and written Albanian. At the beginning of February 2024, AMA organized a roundtable entitled "Speak Albanian – Protecting and Cherishing the Albanian Language", attended by prominent linguists supporting the campaign, journalists from audio, audiovisual and print media, as well as journalism faculty and students. During the roundtable, the immediate support for the campaign from both the media community and linguists and researchers in the field was highlighted, demonstrating the sensitivity to this issue. Participants emphasized that the Albanian language is a fundamental feature of the Albanian nation and therefore must be preserved and protected, written and spoken as clearly and beautifully as possible. It was also underlined that language culture is part of the broader cultural heritage, and when the language culture declines, the general culture declines as well.

Many journalists have joined AMA's campaign, which has also resonated in Kosovo and North Macedonia. One of the main programmes of RTV21, titled "Fol Shqip Show," collaborates with AMA to identify foreign words and provide journalists with Albanian alternative terms.

Meanwhile, on AMA's official website, following the monitoring of foreign words used in audiovisual media, the words are presented graphically along with their corresponding Albanian equivalents. This initiative aims to train journalists and other media professionals in preserving the accuracy and purity of the Albanian language.

***11) To work on improving the regulatory framework to strengthen the fight against television piracy, in accordance with EU standards and best international practices***

As part of the implementation of periodic obligations to align domestic legislation with the EU acquis in the audiovisual media field, AMA has proposed amendments to Law No. 97/2013, as amended, to strengthen the fight against television piracy, along with other updates concerning the scope and operation of audiovisual licenses, addressing gaps identified in the law during the exercise of the Authority's functions.

European Union Regulation 2022/2065 includes rules applicable to intermediary services in the internal market, which are particularly relevant in cases of unauthorized retransmission of live events.

In order to fulfill the obligations arising from the implementation of the National Plan for European Integration (2024–2026), AMA, based on EU recommendations, is prepared to establish a legal framework that provides maximum protection to creators of artistic programmes and holders of broadcasting rights for major events. This framework aims to prevent abuses, unauthorized transmissions, or retransmissions that could result in significant revenue losses for both event organizers and those legally holding the broadcasting rights.

In this context, it's AMA's functional duty, within the process of aligning the national legislation with EU audiovisual media law, to improve the existing legal framework to prevent the misuse of broadcasting rights and to support stakeholders who legally hold these rights. The proposed amendments to the law regarding television piracy are as follows:

**Article 132/1 "Piracy"**

- The producer of an audiovisual work is the natural or legal person responsible for the production of the work, as well as for providing the necessary technical and financial resources for its realization, in accordance with the contract terms. The audiovisual broadcasting right is the exclusive right of the producer or of the entity holding the right to broadcast or distribute the work by license or agreement for the transfer of rights with the producer.
- The transfer of this right shall be made only on the basis of a written contract, which must be deposited to the Audiovisual Media Authority.
- An entity/person who, without a license/authorization: broadcasts, removes or alters audiovisual broadcasting rights data in electronic form, produces or distributes works or objects protected by broadcasting rights or other related rights with the intent of placing them on the market, broadcasts, communicates to the public or makes such works available to the public, commits a violation of this law, shall be punished accordingly. The beneficiaries who profit from such violations and receive programs without rights shall also be considered subjects of this law.

- Licensed entities by AKEP, as internet service providers, who broadcast themselves or through their network programs without having broadcasting rights, must immediately stop such unauthorized broadcasting within 30 minutes of AMA's notice. If the entity fails to respond within this timeframe, it shall be subject to the provisions of Article 133/5 of this law.

This article represents one of the most significant and comprehensive proposals to the law regarding the concept of "Piracy," addressing it in terms of broadcasting rights violations. This initiative has been developed based on observed phenomena and issues identified in the field, which highlighted the need to update and regulate AMA's organic law to address the various challenges that have increasingly emerged in our media environment.

The draft law is currently open for public consultation on AMA's official website. Following the conclusion of this consultation, AMA will proceed with the subsequent phases, culminating in the preparation of the final draft law, which will then be submitted to the Parliament.

### **3. RECOMMENDATIONS ISSUED IN THE EU PROGRESS REPORT AND OTHER INTERNATIONAL OBLIGATIONS TOWARDS THE AUTHORITY<sup>1</sup>**

#### **Some of the recommendations from the 2024 EU Progress Report for Albania include:**

- *Addressing the media ownership high concentration and significantly increasing transparency in media financing, including the review of legal requirements for public advertising, in accordance with European standards*

The benchmarks outlined in the Parliamentary Resolution for 2024 clearly align with the recommendations of the 2024 EU Progress Report for Albania. In its periodic reports on obligations arising from the negotiation chapters in which it contributes, AMA has emphasized, as reflected in the Resolution, its position and the concrete measures undertaken regarding the issues addressed.

As previously reported by AMA, the institution prepares an annual Periodic Bulletin, which contains a set of data, including information on ownership shares held by shareholders of audiovisual media service providers, not only in the media market but also in other sectors of the media industry.

Periodic Bulletin No. 10 is the latest edition published on AMA's official website and contains data for the year 2023.

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<sup>1</sup> [https://commission.europa.eu/document/download/0154dce1-5026-45de-8b37-e3d56eff7925\\_en?filename=59\\_1\\_58088\\_coun\\_chap\\_albania\\_al.pdf](https://commission.europa.eu/document/download/0154dce1-5026-45de-8b37-e3d56eff7925_en?filename=59_1_58088_coun_chap_albania_al.pdf) page 15,16,19

Furthermore, based on Article 62, paragraph 12 of Law No. 97/2013, as amended, in addition to restrictions on shares in media companies, a “ceiling” on advertising revenues is established. According to this provision, no holder of national audio broadcasting licenses or national audiovisual broadcasting licenses, including audiovisual media service providers authorized for satellite-based programme services, may broadcast more than 30% of the advertising in the audiovisual broadcasting market. This legal provision aims to prevent the centralization of media power in the hands of a single media entity licensed for a national digital network or national audiovisual service, as well as to avoid market domination by one or more entities.

Under this provision, AMA monitors and publishes periodic information on a monthly basis regarding the volume of advertising broadcast by national broadcasters. For the reporting year, institutional advertising accounted for 0.08% to 2.21% for private entities and 0.003% to 10.95% for the public broadcaster.

AMA also monitors other elements of audiovisual broadcasts, including: total airtime (in minutes and percentage) for political parties; airtime for public institutions (in minutes and percentage); synchronized actors; news topics (in minutes and percentage) on radio and television with national licenses; and the largest buyers of television airtime. This comprehensive database on trends in audio and audiovisual broadcasting is published monthly on AMA’s official website: <https://ama.gov.al/monitorimi-i-permbajtjeve/>.

Furthermore, the existing legal and sub-legal framework establishes restrictions related to the organizational structure of the company holding a national digital audio/audiovisual broadcasting license, the shares percentage that a natural or legal person may hold in that company, as well as the number of audio/audiovisual broadcasting licenses that can be owned. Such restrictions aim to promote media pluralism and encourage diversity in broadcast content.

It’s also important to note that, with the latest amendments to the Law on Audiovisual Media, which entered into force in May 2023 as part of the EU Directive 2018/1808 (AVMSD) transposition, audiovisual media service providers are now required to publicly disclose information about their ownership structure, including the ultimate beneficial owners.

In April 2024, AMA approved the Regulation on ownership changes and declaration of the beneficial owner. The regulation, titled “On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership”, introduced new provisions regarding changes in ownership structure, including:

- Review by AMA of ownership changes occurring within the same audiovisual media service provider legal entity holding a license or authorization from AMA, which do not entail the transfer or assignment of rights deriving from the license or authorization;

- Review of ownership changes between audiovisual media service provider private legal entities in cases of entering into civil law relationships that entail the transfer or assignment of rights deriving from the license or authorization;
- Declaration of information on the ownership structure of the audiovisual media service provide legal entity holding the license or authorization from AMA, including the beneficial owner;
- Increased transparency regarding the funding source for transactions involving the capital of the media company by partners/shareholders;
- Declaration of any potential conflicts of interest that may affect the activity of the audiovisual media service provider by its owners;
- Procedures for application assessment and decision-making by AMA;
- Cooperation of the regulator with other state institutions or agencies directly involved in the practical implementation of the regulation, on a case-by-case basis, etc.

AMA has published a database containing information on audio and audiovisual operators in the Republic of Albania, available in the audiovisual media service providers section of its official website. This database includes information on all audiovisual media service providers' entities that AMA has authorized or licensed, compiled in a format that is easily accessible and user-friendly for citizens and other stakeholders.

A key achievement of the Audiovisual Media Authority in 2024 is the publication of a digital database on the audiovisual media service providers' ownership structure authorized/licensed by AMA. This database is readily accessible to any interested party, as its design and structure have been developed to ensure clarity and ease of understanding. The information can be accessed on AMA's official website under the section "Media Ownership Transparency": <https://ama.gov.al/media-ownership-transparency/?lang=en>.

- *Addressing the issue of strengthening the independence and autonomy of the regulator*

The Audiovisual Media Authority is a collegial and independent regulatory body in the field of audio and audiovisual broadcasting services in Albania. AMA is composed of the Chairperson, Vice Chair and five members. AMA's Board members are free from financial or political influence and are appointed by the Parliament of the Republic of Albania from among distinguished media or legal professionals in the country. Board members serve a five-year term, with the possibility of renewal for only one additional term. AMA's members carry out their duties with integrity and professional independence, avoiding any influence from financial interests or political views, thereby ensuring the public's right to information.

In addition to the Board, AMA includes another independent body operating within the Authority, the Council of Complaints. The Council of Complaints is appointed by AMA with a 3/5 majority vote and is composed of the Head of the Council and two expert members in the media field.

The Council serves a three-year term, with the possibility of renewal for only one additional term. The Council of Complaints handles complaints or requests concerning a broadcast audiovisual programme, content, or news, submitted by any interested party that has suffered any harm to privacy, private life, dignity, or other rights.

The Authority's independence is guaranteed by law through:

1. The process for electing the Chair and AMA's members (Articles 8 - 12);
2. Regulation of the identification of potential of incompatibility and conflicts of interest cases for AMA's members and Chair (Article 7) – Members must not have political affiliations or memberships, must not hold capital, shares, or other rights in the audiovisual media sector, must declare any potential conflict of interest in decision-making and must refrain from expressing or taking public positions that could compromise their impartiality;
3. The manner of the Authority's financing (Articles 24 - 27) – AMA's activities aim to preserve the institution's financial sustainability through the efficient use of its resources, fulfilling the Authority's duties and needs and guided by transparency and accountability;
4. AMA's organization, functioning, competencies and decision-making (Articles 15 - 21, 23, 28 - 29).

In accordance with Article 24 of Law No. 97/2013, dated 19.03.2013, AMA's funding sources are as follows:

- revenue from the granting and renewal of licenses/authorizations;
- revenue from annual license/authorization payments;
- revenue from administrative processing application requests;
- All financial indicators are published on AMA's website.

In accordance with Article 25 of the aforementioned law, it's stated: "...In order to cover the necessary expenses for performing its own functions, AMA determines, by a special decision, all fees for licenses and / or authorizations of audio and audiovisual broadcasting service providers, other services, and also payments for administrative processing audio-visual broadcasting service providers, other services, and also payments for administrative processing." Pursuant to this provision, AMA Decision No. 220, dated 01.12.2017, "On the determination of fees for licenses/authorizations and services provided by the Audiovisual Media Authority" was adopted to establish the fees collected from media service providers. AMA is a self-financing institution and, in accordance with Article 25(5) of Law No. 97/2013, "...Any surplus from the incomes of fees/payments, remaining from the relevant AMA's functional expenses, at the end of the financial year, is kept at AMA's accounts and is included in next year's expenditure plan...".

In line with the institutional position consistently maintained by AMA in addressing this matter, we reiterate that Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended, guarantees the Authority's full and clear independence. This begins with the provisions

establishing AMA's status, the procedures for proposing and electing its members and Chair and the rules regarding incompatibilities and conflicts of interest for members and the Chair. It continues with the provisions governing the Authority's independent financing, as well as its organization, functioning and decision-making processes.

Referring to other European countries legislation, it's evident that the manner of establishment, functioning and financing of AMA is similar to that of most of these states, including Italy and France. In these countries, the media regulator is appointed either entirely (Italy) or partially (France) by the Parliament and reports to it on its annual activities, while enjoying full institutional independence from the executive branch, both in financial matters and decision-making. During 2024, AMA reported, in the context of addressing this matter, that the legal framework securing the regulator's independence and autonomy is fully aligned with the statutory provisions. The Authority welcomes any references to legislative amendments that reinforce the independence and autonomy of the Audiovisual Regulator.

- *Strengthening the rules on media advertising to ensure transparency and media independence, including regulations on the allocation of state advertising*

The monitoring of advertising volume is carried out by the Audiovisual Media Authority and published on the institution's website as part of the overall process of measuring advertising volume. The Authority has defined the term "institutional advertising", which, during election periods, is applied in accordance with the provisions of the Electoral Code. The transparency of state advertising allocation is not included in the advertising volume measurement conducted by AMA. Since 2022, AMA has been monitoring advertising volumes, including institutional advertising, as a transparency indicator of the advertising volume monitoring process among audiovisual entities. The measurement of advertising volume is also accessible and published on AMA's website. AMA monitors and publishes periodic information, on a monthly basis, regarding the volume of advertisements broadcast by national broadcasters. On an annual basis for the reporting year, institutional advertising accounted for between 0.08% and 2.21% for private entities and between 0.003% and 10.95% for the public broadcaster.

#### **4. DATA ON THE AUTHORITY'S ACTIVITIES REGARDING THE CONDUCT OF INSPECTIONS OR ADMINISTRATIVE INVESTIGATIONS AND DECISIONS ON FINES IN RELATION TO RECENT YEARS**

One of AMA's functional duties is to verify compliance with licenses and/or authorizations conditions by entities operating audio and/or audiovisual activities in the Republic of Albania. Pursuant to Article 78 of Law No. 97/2013, as amended, AMA has the right to exercise control over the licensee's and/or authorization holder's programming, financial, technical and organizational activities. AMA also has the authority to impose sanctions under Article 133,

“Fines”, on entities acting in violation of legal provisions. Fines may be imposed by inspectors or by AMA itself, either on its own initiative or following a complaint from interested parties.

Regarding compliance with broadcasting rights, the Authority conducted a significant number of on-site inspections of cable, IPTV and OTT operators during 2024. That year introduced new approaches to monitoring infringements of broadcasting rights, whereby specialists within this directorate also conducted monitoring of online networks from the institutions’ offices, identifying numerous cases of abusive audiovisual products online sales. Following the identification of these infringements, AMA officially reported the violations, with supporting evidence, to other law enforcement authorities, including the State Police. As a result of the excellent work carried out by the police and based on the evidence provided by AMA, in December 2024, a police operation was conducted leading to the apprehension of several individuals who were producing and distributing audiovisual products in violation of the law.

In addition, particular attention has been given to the inspection and monitoring of audiovisual entities regarding signal quality as well as program content. Services are required to be fast, uninterrupted and of digital quality to ensure that citizens receive a high-quality audiovisual broadcasting service.

Inspections have been conducted based on complaints filed by rights-holding entities, as well as, primarily, by AMA itself. All complaints or requests from operators regarding broadcasting rights violations by cable, IPTV, or OTT providers have been addressed by the Authority, providing responses to all complainants and taking appropriate measures in cases of violations.

Regarding entities authorized by AMA for the retransmission of audiovisual products, the Directorate of Inspection and Supervision has conducted inspections with rigor and impartiality, taking the necessary measures in cases of violations of Law No. 97/2013, as amended.

It’s worth emphasizing that the vast majority of complaints regarding broadcasting rights violations in 2024 were related to the phenomenon of television piracy carried out by entities not authorized by AMA to provide audiovisual services. Specifically, these were ISP (Internet Service Provider) entities that conducted television piracy via the internet without AMA’s authorization.

In cooperation with AKEP, AMA took measures to shut down more than 20 servers transmitting audiovisual content without rights and sanctioned three ISP entities operating in violation of Law No. 97/2013, as amended, each being fined 5,000,000 ALL.

It should be clarified that internet-based television piracy is both a concerning and complex phenomenon to identify, as in most cases the audiovisual content transmitted abusively originates from servers located in various countries worldwide, as well as from servers operating within the

territory of Albania. Regarding the servers identified within our country, as mentioned above, 20 such servers were shut down.

Additionally, in 2024, AMA submitted 37 official reports to AKEP with the aim of taking measures to shut down 346 online pages that were violating Law No. 97/2013, as amended. In relation to this phenomenon, the Directorate of Inspection and Supervision also requested various Video Sharing Platforms (VSPs) to remove 1,539 links from their accounts that were transmitting audiovisual content without broadcasting rights.

As a result, and thanks to cooperation with the TikTok platform, in 2024 a total of 1,513 videos reported for piracy were identified, of which 1,505 were removed from the platform and 193 profiles were closed after being reported for pirated content.

Every complaint received from citizens was responsibly reviewed by the working group responsible for cooperation with TikTok, with each report analyzed in accordance with the applicable legal provisions.

The following provides comparative information for the period 2021 - 2024:

<b>SUBJECT</b>	<b>Year 2021</b>	<b>Year 2022</b>	<b>Year 2023</b>	<b>Year 2024</b>
DigitAlb	48	175	83	11
Tring	4	4	49	24

Regarding inspection activities, the Directorate of Inspection and Supervision within AMA conducted 393 inspections of audiovisual media service providers in 2024 through its inspection teams. Of these, 220 were inspections carried out based on complaints and 173 were primarily monitoring activities.

Following the completion of inspections and the review of the relevant administrative procedures, the following measures were taken:

Eleven (11) decisions imposing fines were issued against audiovisual media service providers found to be in violation of Law No. 97/2013, as amended, of which:

- 3 (three) fines of 1,000,000 ALL each were imposed on repetitive third-party service providers for broadcasting rights violations;
- 2 (two) fines were imposed for refusing inspection by entities authorized by AMA, in the amounts of 120,000 and 200,000 ALL;

- 3 (three) fines of 5,000,000 ALL each were imposed on ISP (Internet Service Provider) entities not authorized by AMA, which were transmitting audiovisual content illegally;
- 3 (three) fines of 40,000 ALL each were imposed on audiovisual media service providers for failing to submit audiovisual content;
- In 9 (nine) other cases, warnings were issued to audiovisual media service providers.

The table below contains comparative information for the previous four years:

<b>YEAR</b>	<b>INSPECTIONS</b>	<b>TOTAL FINES</b>	<b>ATTENTION DRAWN</b>	<b>SEIZURES</b>
<b>2021</b>	118	13	12	3
<b>2022</b>	249	15 (1)	20	-
<b>2023</b>	332	9 (2)	3	3
<b>2024</b>	393	11 (1)	9	5

Regarding monitoring activities, the Directorate of Inspection and Supervision in 2024 placed particular focus on ensuring compliance with broadcasting rights for feature films and sporting events on various subscription-based platforms/programmes. In 2024, a total of 1,168 hours of monitoring were conducted specifically for broadcasting rights related to feature films and sporting events.

At the beginning of 2024, the outstanding obligations of audiovisual media service providers amounted to 317,248,000 ALL. This reflects the continued accumulation of debt by operators for previous violations and represents a challenge for the institution in collecting these obligations.

*Fines imposed in 2024:*

During 2024, AMA imposed administrative sanctions on operators with a total value of 19,721,000 ALL. This reflects the institution's efforts to ensure the enforcement of regulations and to sanction entities that fail to comply with legal standards.

*Payments of fines and late fees in 2024:*

In 2024, service providers paid a total of 1,771,000 ALL, contributing to a reduction in overall outstanding debt. However, compared to the total fines imposed, this amount remains low, indicating the need for improved collection of fine-related obligations.

*Fines annulled or reduced in 2024:*

An amount of 1,200,000 ALL from imposed fines was annulled or reduced as a result of court decisions or decisions by AMA’s Board. This was due to appeals submitted by audiovisual media service providers.

The progress in the execution of enforceable titles for fines, covering the years 2018 - 2023, including amounts collected and the portion attributable to the institution, is presented below:  
Table No. 1

<b>Enforceable Titles with Fines / Years Collected</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>Total Collections (100%)</b>	12,977	8,832	2,008	2,553	5,951	5,478	1,771
<b>Revenue for AMA from Fines (20%)</b>	2,595	1,766	402	511	1,190	1,095	354

**Total Outstanding Obligation at the End of 2024:**

After accounting for all components, including outstanding obligations, newly imposed fines, payments made and annulled fines, the total remaining obligation at the end of 2024 amounts to 333,998,000 ALL. This represents an increase compared to the beginning of the year, indicating that new obligations have exceeded collections and reductions resulting from fine-related decisions.

During 2024, amounts totaling 3,000,000 ALL were returned for two fines that had been imposed and paid in previous years by the company Tring JSC. For these amounts, 80% was reduced from the state’s share of fines, while 20% of the sum was allocated as revenue to the institution.

## **5. THE AUTHORITY'S GOVERNANCE**

### **5.1 Decision-making on licenses/authorizations**

Throughout 2024, in the performance of its functional duties, with a particular focus on effective implementation and in accordance with the legal framework governing administrative activity, the Authority undertook all necessary procedural steps related to: licensing/authorization, license/authorization renewal, approval of amendments to license and/or authorization conditions, zone expansions and the initiation of administrative investigations against audiovisual media service providers. These procedures address cases in which operators, by failing to meet financial and other obligations, violate the legal duties arising from their administrative relationship with AMA. All procedural steps were followed to initiate and ensure the continuity of administrative oversight for the cases under review.

Since February 2022, AMA's Board has conducted administrative activities as a full collegial body, composed of seven members, enabling the approval of all decisions requiring either a qualified or a simple majority. In addition to performing its functions as a collegial body, other important aspects of AMA's administrative activity during the reporting period include representing the institution in judicial proceedings where AMA is a party, conducting various inspections and controls of entities operating in the audiovisual sector and cooperating with and providing guidance to other state authorities.

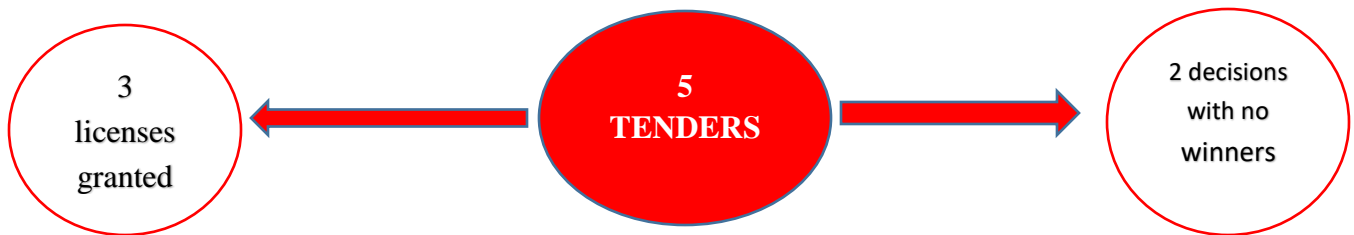
The primary legal reference on which AMA bases its administrative and regulatory activities remains Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended. Additionally, AMA's activities are carried out in compliance with the Constitution, relevant laws and by-laws governing the audio and audiovisual media sector. Secondary legislation (regulations, decisions and guidelines) adopted under and in implementation of the specific organic law plays a key role in fulfilling the Authority's mission and functions.

As the regulatory authority for audio and audiovisual services, and in accordance with its organic law, the Audiovisual Media Authority, also during 2024, worked on drafting or amending by-laws with the aim of improving institutional activity and facilitating the operations of audio/audiovisual operators.

In application of Article 60 of the organic law, AMA, either on its own initiative or upon request from interested parties, initiated several tenders for the issuance of licenses for analog audio program services, taking into account the availability of free technical capacities in the digital networks of the public operator and local private broadcasting operators.

Specifically, in support of Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended, and the Regulation "On procedures and criteria for the issuance of licenses for analog audio broadcasting", adopted by AMA Decision No. 7, dated 21.02.2023, the Audiovisual Media

Authority (AMA) announced five tenders for analog audio broadcasting. Upon completion of the procedures, AMA issued three decisions granting licenses for analog audio transmission and two decisions with no winners. The allocation of frequencies by AMA is carried out in accordance with the provisions of the National Frequency Plan and the Frequency Usage Plan, while adhering to the principles of non-discrimination, transparency and objectivity. The allocation of frequencies, as a national public asset, follows an open procedure in compliance with Law No. 97/2013, as amended, and the by-laws adopted in its implementation.



With regard to the authorization applications, which are reviewed upon request by interested entities, 10 entities expressed interest during 2024. Following the review process completion, AMA approved the granting of authorizations for a five-year period for the provision and retransmission of third-party audiovisual program services over cable networks to the applicant entities.

Regarding license and authorizations applications, during 2024 AMA decided as follows:

- The granting of authorizations to 10 entities (repetitive/providers on cable networks and internet-based IPTV and OTT platforms);
- The renewal of authorizations for 17 entities (repetitive /providers on cable networks and internet-based IPTV and OTT platforms);
- The renewal of licenses for 15 analog audio entities;
- The revocation or declaration of invalidity of licenses/authorizations for audiovisual transmissions for 5 entities (repetitive/providers on cable networks and internet-based IPTV and OTT platforms).

<b>APPLICATIONS</b>		
<b>NO.</b>	<b>LICENSE/AUTHORIZATIONS</b>	<b>ENTITY</b>
10	Granting of authorizations	Repetitive/Providers on cable networks/Internet IPTV and OTT
17	Renewal of authorizations	Repetitive/Providers on cable networks/Internet IPTV and OTT

15	License renewals	Analog Audio
5	Revocation / Declaration of Invalidity	Repetitive/Providers on cable networks/Internet IPTV and OTT

During the same year, 2 existing entities authorized to retransmit third-party audiovisual services based on cable networks requested the expansion of their service coverage areas, while 3 existing authorized entities requested the reduction of their service coverage areas.

It's worth emphasizing that, in all cases, AMA has adhered to the spirit of the law, without overlooking any violations of legal provisions, while at the same time emphasizing that any administrative infringement is subject to sanctions, including fines, as well as decisions for the licenses and/or authorizations revocation. Within the framework of implementing the licensing plan and granting authorizations for the use of audiovisual capacities for the purpose of public information, the decision-making process regarding applications has been conducted with consistency and full transparency, accompanied by continuous official communication to ensure the continuity of the rights already granted to authorization and license holders.

### **Changes in Ownership**

Pursuant to Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended, licensed and/or authorized entities are required to notify AMA within 30 days of any changes to their license and/or authorization application, including the transfer of rights or changes in ownership structure within the same commercial entity. Among the conditions of audiovisual media service providers licenses and authorizations is the obligation to inform AMA of any changes to the data related to the license or authorization.

In 2024, 2 entities were sanctioned for changes made to their ownership structure, as well as for failing to notify the Authority of changes to the company's registered information. Pursuant to the provisions of Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended, entities have the legal obligation to notify AMA of any changes to the data submitted in their authorization application within 30 days from the date the changes occur and to request the Authority's approval.

Regarding applications for the structural changes approval during 2024, AMA decided as follows:

- Approval of changes in the company's ownership structure, processed on a case-by-case basis for licenses/authorizations, formalized through decisions in 15 cases;
- Approval of changes related to the company/entity name of audiovisual media service providers, formalized through decisions in 4 cases;
- Approval of changes to the technical conditions of an audio license, formalized through a decision in 1 case.

<b>2024 APPLICATIONS</b>	
<b>CASES</b>	<b>APPROVALS OF CHANGES IN THE COMPANY'S OWNERSHIP STRUCTURE</b>
<b>15</b>	Approval of changes in the company's ownership structure, processed on a case-by-case basis for licenses/authorizations
<b>4</b>	Approval of changes related to the company/entity name of audiovisual media service providers, formalized through decisions
<b>1</b>	Approval of changes to the technical conditions of an audio license, formalized through a decision

## **5.2 Progress of judicial proceedings**

The exercise of judicial authority is a legal instrument through which AMA has been made a party in various court proceedings involving entities affected by the Authority's administrative acts and decisions.

The legality and validity of administrative acts under judicial review are related to administrative sanctions against audio and/or audiovisual entities, decisions regarding the revocation or invalidity of licenses, etc. In cases where audiovisual media service providers fail to voluntarily settle their financial obligations, AMA, as a public legal entity, has referred the matter to the competent judicial authorities, requesting that the indebted audio/audiovisual entities settle their financial obligations toward AMA or the State Budget. In other instances, AMA has approached the courts as the claimant, such as in filing requests for the issuance of enforcement orders.

During 2024, AMA was involved in 27 judicial proceedings before the Tirana Administrative Court of First Instance, of which:

a) 5 judicial proceedings as the plaintiff:

- Won: 2
- Lost: 0
- Cases returned for review: 0
- Ongoing: 3

b) 21 judicial proceedings as the defendant:

- Won: 6
- Lost: 5
- Cases returned for review: 9
- Ongoing: 1

c) 1 judicial proceeding as a third party:

- Ongoing: 1

For judicial proceedings that were lost at the Tirana Administrative Court of First Instance, appeals have been filed with the Administrative Court of Appeal and these cases are currently ongoing.

Furthermore, it's noted that during 2024, AMA administered 11 decisions of the Administrative Court of Appeal, specifically:

- **Won: 8, of which:**

- 7 final decisions regarding sanctions; and
- 1 decision concerning the invalidity of an administrative act (Taxes).

- **Lost: 3, of which:**

- 1 concerning employment relations;
- 1 concerning a sanction decision (fine);
- 1 concerning financial obligations (dismissed).

AMA has continuously monitored the progress of judicial cases ongoing before the Administrative Court of Appeal and the Supreme Court, including cases carried over from previous years. During the reporting period, the enforcement of AMA's decisions transformed into enforceable titles, in accordance with Article 132 of the organic law, continued to be carried out through private enforcement services. In 2024, AMA concluded service contracts for the execution of 19 enforceable titles, while procedures for enforcing titles under contracts concluded in previous years also continued during this period.

In 2024, 20 debtor entities settled their obligations related to fines.

AMA also signed installment agreements with 8 audiovisual media service provider entities for the financial obligations repayment.

A detailed overview of judicial cases pending across the three levels of the judiciary is provided in Annex No. 1, attached.

## **6. THE AUTHORITY AS REGULATOR OF A RESPONSIBLE AUDIOVISUAL MARKET**

### **6.1 Thematic review of broadcast content**

Ensuring the legal compliance of transmitted audio and audiovisual content is a daily responsibility of AMA, always referencing Law No. 97/2013, as amended, as well as various by-laws adopted by the Authority. The thematic review covers all types of audiovisual media service providers formats:

- National or local/regional licensed broadcasters;
- Generalist or thematic programmes.

During the reporting year, AMA conducted primarily ex officio reviews of 241 cases regarding the legal compliance of transmitted content. These reviews were planned on an annual basis, but also based on daily broadcast monitoring, sensitivities that certain content may create among the public, various signals received by the institution, etc.

In 2024, thematic reviews focused on aspects such as:

- a. Protection of children from inappropriate content;
- b. Hate speech and discrimination;
- c. Gender equality;
- d. Ethical violations in general;
- e. Advertisements and commercial communications;
- f. Use of standard written and spoken Albanian;
- g. Compliance with content warnings during designated time slots;
- h. Overall programming of the RTSH platform, in accordance with the Service Contract requirements, etc.

Of the 241 cases reviewed, 77 were found to be non-compliant with the applicable legislation. Following a detailed analysis of these violations, AMA imposed fines in 15 cases, either due to repeated non-compliance with legal requirements or in instances of serious ethical breaches. In the remaining 62 cases, AMA issued “Attention Drawn” to audiovisual media service provider entities.

Based on this concrete data, there is a noticeable increase in the number of reviews conducted. This trend becomes even clearer when comparing the figures with those of the previous three years, as shown in the table below.

	During 2021	During 2022	During 2023	During 2024
Thematic reviews	67	96	114	241
“Attention Drawn” to audiovisual media service providers	24	38	49	62
Fine	-	-	1	15

Analyzing the figures for 2024, it’s evident that the majority of violations concerned the protection of children from inappropriate content (44%), as detailed above in the section on AMA’s implementation of the Albanian Parliament’s recommendations. Other significant violations during the reporting period included non-compliance with programming schedules based on license conditions by audio entities (23%), as well as the use of hate speech and discriminatory language (21%). Issues related to advertisements and commercial communications (12%) were less frequent compared to recent years.

#### Typology of Violations in 2024

Typology	Number	Percentage
Protection of children from inappropriate content	34 cases	44%
Non-compliance with programming schedules based on license conditions	18 cases	23%
Use of hate speech and discriminatory language	16 cases	21%
Issues with transmitted advertisements	9 cases	12%
<b>Total</b>	<b>77 cases</b>	<b>100%</b>

#### Attention Drawn and fines from thematic reviews in 2024

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
1	Suggestions for improving the programme schedule (Compliance with the Public Broadcasting Service Contract)	National TV	Programme schedule	Attention Drawn
2	Ethical violation, protection of minors	National TV	Entertainment programme	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	(Failure to comply with the requirements of the Broadcasting Code, point 4.64)			
3	Ethical violation, use of offensive and denigrating language (The requirements of the Broadcasting Code, point 1.6, have not been respected)	National TV	Educational	Attention Drawn
4	Ethical violation, protection of minors, publication of a child's personal details (The requirements of the Broadcasting Code, point 4.24, have not been respected)	National TV	Investigative and entertainment	Attention Drawn
5	Ethical violation, use of offensive and denigrating language, inappropriate conduct (The requirements of Law No. 97/2013, Articles 4 and 32, have not been respected)	Regional TV	Debate	Attention Drawn
6	Hidden advertisement (The requirements of Article 42 of Law No. 97/2013 have not been respected)	National TV	Debate	Attention Drawn
7	Ethical violation, protection of minors (The requirements of Article 32/1 of Law No. 97/2013 have not been respected)	Regional TV	Investigative	Attention Drawn
8	Ethical violation, inappropriate language and behavior (The requirements of Articles 4 and 33/1 of Law No. 97/2013 have not been respected)	National TV	Entertainment	Sanction with a fine
9	Hidden advertisement (The requirements of Article 42 of Law No. 97/2013 have not been respected)	National TV	News edition	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
10	Ethical violation, protection of minors (The requirements of the Broadcasting Code, points 4.28 and 4.63, have not been respected)	National TV	Entertainment	Attention Drawn
11	Inappropriate content (The requirements of Articles 4 and 33 of Law No. 97/2013 have not been respected)	National TV	Debate	Attention Drawn
12	Broadcasting of graphic images (The requirements of Articles 4 and 33 of Law No. 97/2013 have not been respected)	National TV	News edition	Sanction with a fine
13	Ethical violation, use of offensive and denigrating language (The requirements of the Broadcasting Code, points 1.6 and 7.10, have not been respected)	National TV	Entertainment	Attention Drawn
14	Non-compliance with the timing of broadcasts for beverages advertisements and commercial communications (The requirements of Article 42, point 5 of Law No. 97/2013, as well as the Broadcasting Code, points 4.43, 4.28, and 4.63, have not been respected)	National TV	News edition	Attention Drawn
15	Inappropriate content (The requirements of Article 33, point 5 of Law No. 97/2013, as well as Section 7 of the Broadcasting Code, have not been respected)	National TV	Entertainment	Attention Drawn
16	Inappropriate content (The requirements of Article 4, point 2 of Law No. 97/2013, as well as point 3.1 of the	Regional TV	Debate	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	Broadcasting Code, have not been respected)			
17	Inappropriate content (The requirements of Article 4, point 1 of Law No. 97/2013, as well as point 1.6 of the Broadcasting Code, have not been respected)	National TV	Debate	Attention Drawn
18	Inappropriate content (The requirements of Article 33, point 1(e) of Law No. 97/2013, as well as point 1.6 of the Broadcasting Code, have not been respected)	National TV	Entertainment	Attention Drawn
19	Inappropriate content (The requirements of Articles 4 and 32 of Law No. 97/2013, as well as points 1.5 and 1.12 of the Broadcasting Code, have not been respected)	Regional TV	Debate	Sanction with a fine
20	Broadcast of political advertisement (Non-compliance with Article 41, point 2 of Law No. 97/2013)	Regional TV	Commercial break	Attention Drawn
21	Inappropriate content (The requirements of Article 4, point 1(b) and Article 33, point 1(e) of Law No. 97/2013 have not been respected)	Regional TV	Entertainment	Attention Drawn
22	Inappropriate content (The requirements of the Broadcasting Code, point 4.64, have not been respected)	Regional TV	Entertainment	Attention Drawn
23	Suggestions for improving the program lineup (Compliance with the Public Broadcasting Service Contract)	National TV	Programme schedule	Attention Drawn
24	Ethical violation, use of offensive and denigrating language	National TV	Debate	

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	(The requirements of Article 32, point 4, and Article 33, point 1(e) of Law No. 97/2013, as well as point 7.9 of the Broadcasting Code, have not been respected)			Attention Drawn
25	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
26	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
27	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
28	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
29	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
30	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
31	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
32	Non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Attention Drawn
33	Inappropriate content (The requirements of Article 4, point 1(b) and Article 33, point 1(ç) of Law No. 97/2013, as well as point 4.5 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
34	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
35	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
36	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
37	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
38	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
39	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
40	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
41	Repeated non-compliance with the requirements of Law No. 97/2013, Article 4, point “d” and Article 56, point “7” regarding the plurality of broadcast content	Regional TV	Programme schedule	Sanction with a fine
42	Use of hate and denigrating language (Non-compliance with Article 33/1, points “ç” and “e” of Law No. 97/2013, as well as points 1.6, 5.1, 5.2, 7.1, and 7.2 of the Broadcasting Code)	Regional TV	Debate	Sanction with a fine
43	Broadcast of inappropriate images (Non-compliance with Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code)	National TV	News edition	Sanction with a fine
44	Broadcast of inappropriate images (Non-compliance with Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code)	Regional TV	News edition	Sanction with a fine

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
45	Non-compliance with blurring techniques for violent images (Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
46	Non-compliance with blurring techniques for violent images (Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
47	Non-compliance with blurring techniques for violent images (Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
48	Non-compliance with blurring techniques for violent images (Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
49	Non-compliance with blurring techniques for violent images (Articles 32/1 and 33 of Law No. 97/2013, as well as point 3.9 of the Broadcasting Code, have not been respected)	Regional TV	News edition	Attention Drawn
50	Broadcast of inappropriate images (Non-compliance with Article 4, point 1(b) of Law No. 97/2013, as well as points 4.1, 4.6, 4.11, and 4.66 of the Broadcasting Code)	National TV	Entertainment	Attention Drawn
51	Inappropriate content (The requirements of Article 4, points 1(b) and 1(dh), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and	Regional TV	Programme schedule	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	4.69 of the Broadcasting Code, have not been respected)			
52	Inappropriate content (The requirements of Article 4, points 1(b) and 1(f), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, have not been respected)	Regional TV	Programme schedule	Attention Drawn
53	Inappropriate content (The requirements of Article 4, points 1(b) and 1(f), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, have not been respected)	Regional TV	Programme schedule	Attention Drawn
54	Inappropriate content (The requirements of Article 4, points 1(b) and 1(f), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, have not been respected)	Regional TV	Programme schedule	Attention Drawn
55	Inappropriate content (The requirements of Article 4, points 1(b) and 1(f), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, have not been respected)	Regional TV	Programme schedule	Attention Drawn
56	Inappropriate content (The requirements of Article 4, points 1(b) and 1(f), and Article 33, point 1(e) of Law No. 97/2013, as well as points 4.5, 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code, have not been respected)	Regional TV	Programme schedule	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
57	Inappropriate content with discriminatory language (Non-compliance with Article 32, point 4(a) of Law No. 97/2013, as well as points 7.4 and 7.9 of the Broadcasting Code)	National TV	Debate	Attention Drawn
58	Inappropriate content with hate and denigrating language (Non-compliance with Article 4, point 2(e), and Article 32, point 4(a) of Law No. 97/2013)	Regional TV	Debate	Attention Drawn
59	Inappropriate content (Non-compliance with Article 4, point 2(f) and Article 33 of Law No. 97/2013, as well as point 1.5 of the Broadcasting Code)	Regional TV	Debate	Sanction with a fine
60	Inappropriate content (Non-compliance with Article 4, point 1(b); Article 32/1; and Article 33, point 1(f) of Law No. 97/2013, as well as points 4.10, 4.24, and 4.25 of the Broadcasting Code)	Regional TV	Investigative	Attention Drawn
61	Inappropriate content (Non-compliance with Article 4, points 2(b) and 2(f); Article 33, point 1(d); as well as points 4.6, 4.11, 4.66, 4.67, and 4.69 of the Broadcasting Code)	Regional TV	Entertainment	Attention Drawn
62	Broadcast of political advertisement (Non-compliance with Article 41, point 2; Article 39, points 1(a) and 2(a) of Law No. 97/2013)	Regional TV	Programme schedule	Attention Drawn
63	Film broadcast at an inappropriate time (Non-compliance with Article 4, point 1(b) of Law No.	National TV	Entertainment	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	97/2013, as well as points 4.1, 4.6, and 4.11 of the Broadcasting Code)			
64	Broadcast of prohibited advertisement (In violation of Article 19, point 10 of Law No. 97/2013)	National TV	Entertainment	Attention Drawn
65	Broadcast of inappropriate images (Non-compliance with Article 4, points 1(b) and 2(b) of Law No. 97/2013, as well as point 1.6 of the Broadcasting Code)	Regional TV	Debate	Attention Drawn
66	Broadcast of inappropriate images (Non-compliance with Article 4, points 1(b) and 2(b) of Law No. 97/2013, as well as point 1.6 of the Broadcasting Code)	National TV	Debate	Attention Drawn
67	Broadcast of inappropriate images (Non-compliance with Article 4, points 1(b) and 2(b) of Law No. 97/2013, as well as point 1.6 of the Broadcasting Code)	Regional TV	Debate	Attention Drawn
68	Unethical images broadcast at an inappropriate time (Non-compliance with Article 4, point 1(b) and Article 33, point 1(e) of Law No. 97/2013, as well as point 4.11 of the Broadcasting Code)	National TV	Entertainment	Attention Drawn
69	Broadcast of prohibited advertisement (In violation of Article 19, point 10 of Law No. 97/2013)	National TV	Investigative dhe entertainment	Attention Drawn
70	Broadcast of prohibited advertisement (In violation of Article 19, point 10 of Law No. 97/2013)	National TV	Investigative dhe entertainment	Attention Drawn
71	Inappropriate images	Regional TV	News edition	Attention Drawn

No.	Violation Category	Audiovisual Media Service Provider	Programme/Segment	SANCTION
	(Non-compliance with points 3.16 and 3.18 of the Broadcasting Code)			
72	Use of unethical language with aggressive and disparaging terms (Non-compliance with Article 4, point 2(e) of Law No. 97/2013, as well as points 1.5 and 1.6 of the Broadcasting Code)	National TV	Entertainment	Attention Drawn
73	Use of inappropriate language (In violation of Article 33, point (e) of Law No. 97/2013, and point 1.3 of the Broadcasting Code)	Regional TV	Debate	Attention Drawn
74	Inappropriate images for the broadcast time (In violation of Article 4, point 1(b) of Law No. 97/2013, as well as points 4.1, 4.6, and 4.11 of the Broadcasting Code)	National TV	Entertainment	Attention Drawn
75	Broadcast of prohibited advertisement (In violation of Article 42, points 1 and 4 of Law No. 97/2013)	National TV	Entertainment	Attention Drawn
76	Use of inappropriate language (In violation of Article 4, points 1(b) and 2(e) of Law No. 97/2013)	Regional TV	News edition	Attention Drawn
77	Use of inappropriate language (In violation of Article 4, points 1(b) and 2(e) of Law No. 97/2013)	National TV	News edition	Attention Drawn

During 2024, the Authority maintained communication with audiovisual media service providers, addressing them through notices published on its official website, on its social media accounts and through direct written correspondence, with the aim of ensuring compliance with legal requirements and standards in various aspects of broadcast content.

### Reminder communications to audiovisual media service providers during 2024

	Theme	Link	Date
1	Statement of the Audiovisual Media Authority on the incident that occurred in front of the Tirana Municipality building, where the reporters and cameramen safety was put at risk due to the use of explosive devices (Molotov cocktails)	<a href="https://ama.gov.al/reagim-i-autoritetit-te-mediave-audiovizive/">https://ama.gov.al/reagim-i-autoritetit-te-mediave-audiovizive/</a>	28.05.2024
2	Compliance with the standards and requirements of the Electoral Code in the partial elections of Himara Municipality	<a href="https://ama.gov.al/respektimi-i-standardeve-dhe-kerkesave-te-kodit-zqjedhor-ne-zqjedhjet-e-pjesshme-ne-bashkine-e-himares/">https://ama.gov.al/respektimi-i-standardeve-dhe-kerkesave-te-kodit-zqjedhor-ne-zqjedhjet-e-pjesshme-ne-bashkine-e-himares/</a>	23.07.2024
3	Statement of the Audiovisual Media Authority on the tragic incident in Tirana, in which a 14-year-old lost their life and several others were injured. AMA calls on audiovisual media to refrain from publishing unnecessary or unverified information and details that constitute misuse, aiming to exploit the event from a sensationalist perspective while neglecting its human dimension	<a href="https://ama.gov.al/statement-of-the-audiovisual-media-authority/?lang=en">https://ama.gov.al/statement-of-the-audiovisual-media-authority/?lang=en</a>	19.11.2024
4	Statement of the Audiovisual Media Authority following the tragic incident in Tirana, in which a 14-year-old lost their life and several others were injured. AMA's statement comes in response to complaints from a significant number of parents, who raised concerns about the conduct of the media and journalists' insistence on interviewing children. AMA calls on media outlets to report ethically and to safeguard the best interests of the child, in accordance with their legal obligations	<a href="https://ama.gov.al/statement-of-the-audiovisual-media-authority-2/?lang=en">https://ama.gov.al/statement-of-the-audiovisual-media-authority-2/?lang=en</a>	20.11.2024
5	Statement of the Audiovisual Media Authority Board on the tragic incident in Tirana, in which a 14-year-old lost their life and several others were injured	<a href="https://ama.gov.al/reagim-i-bordit-te-autoritetit-te-mediave-audiovizive/">https://ama.gov.al/reagim-i-bordit-te-autoritetit-te-mediave-audiovizive/</a>	13.12.2024

## 6.2 Content Monitoring

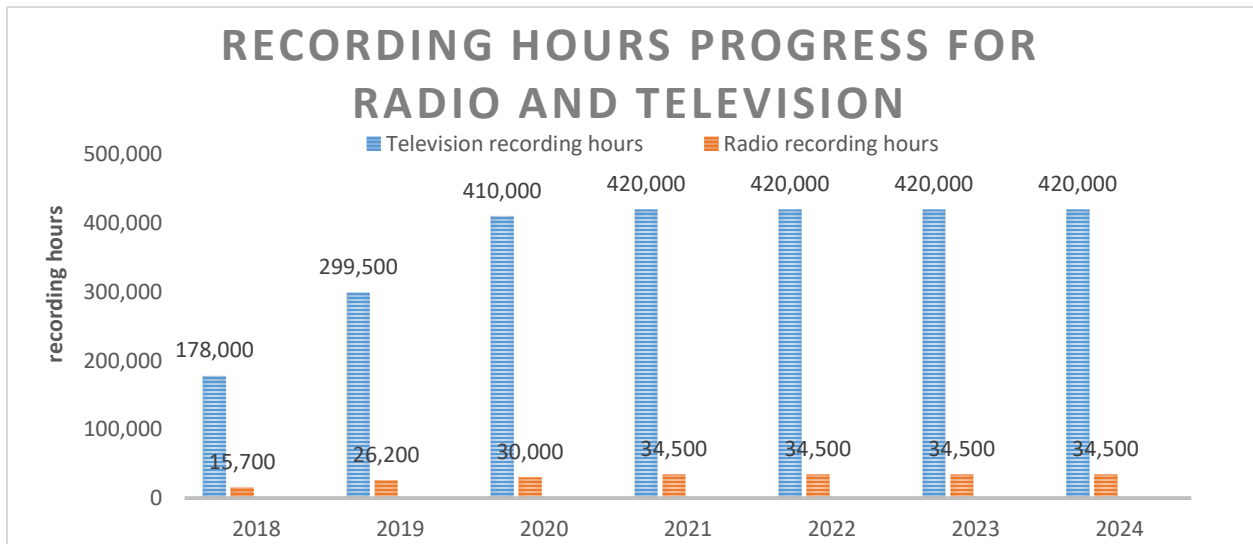
From January to December 2024, the digital broadcasts monitoring at AMA’s Monitoring Studio included 48 recording units. In addition to audio and audiovisual entities, the recordings also covered the platforms Digitalb Satellite, Digitalb Terrestrial, Tring Satellite, Tring Terrestrial and Vodafone.

Throughout the year, a total of:

- **420,000** ( $48 \times 365 \times 24$ ) hours of audiovisual broadcasts were recorded on digital transmissions, and
- Approximately **34,500** ( $4 \times 12 \times 30 \times 24$ ) hours of audio broadcasts were recorded.

The following table presents a comparison with the recordings from previous years:

Year	2018	2019	2020	2021	2022	2023	2024
Television recording hours	178,000	299,500	410,000	420,000	420,000	420,000	420,000
Radio recording hours	15,700	26,200	30,000	34,500	34,500	34,500	34,500



At the Monitoring Studio, in addition to the audio and audiovisual broadcasts recordings, which form part of the Audiovisual Media Authority’s archive, the following are also monitored:

**A. News editions in national audio and audiovisual entities:**

Approximately **2,848 news editions** were monitored, including editions from national audiovisual entities and national audio entities.

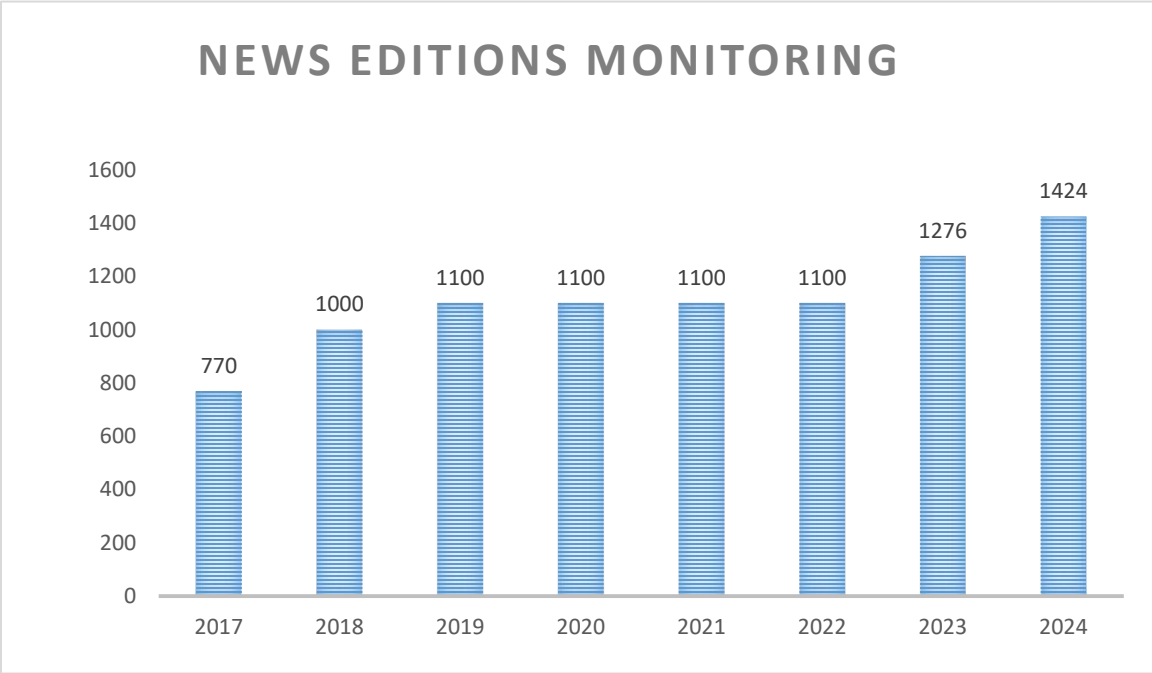
**B. Monitoring of advertisements on national audiovisual entities approximately 24,564 hours of programming have been monitored:**

Regarding the monitoring of the main news editions of national audiovisual media service providers, AMA evaluates one edition per day, as the bearer of the editorial line. Quantitative data on the time proportionality in the main news editions are published regularly each month on the Authority’s website, in a dedicated section.

For the aforementioned monitoring activities, compared to previous years, the data are as follows:

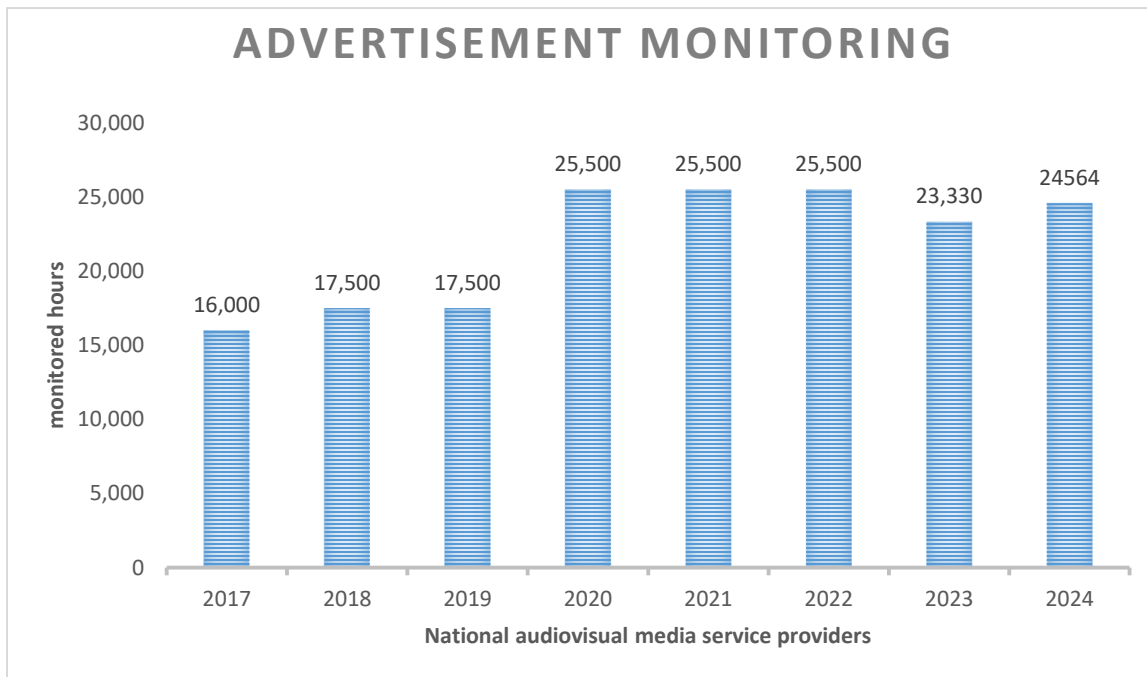
**a. News editions monitoring\***

	<b>Audiovisual media service providers category</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
1	Televisions	1,340	1,500	1,500	1,500	1,500	1,500	1,276	1,424
2	Radio	770	1,000	1,100	1,100	1,100	1,100	1,276	1,424



***B. Advertisement monitoring***

	<b>Audiovisual media service providers category</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
1	National audiovisual entities	16,000	17,500	17,500	25,500	25,500	25,500	22,330	24,564



### ***c. Review of public complaints***

- During 2024, the Monitoring Studio received 9 requests/complaints from various entities for follow-up. In comparison, in 2023, there were 8 requests.

### ***a. Monitoring of the repeated Mayoral Elections in Himara Municipality, 27.07.2024 – 03.08.2024***

During 2024, AMA was involved in the partial mayoral elections of Himara Municipality, held on 4 August 2024. AMA's engagement is based on:

- Article 19, point 16 of Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended;
- Articles 77 - 85 of Law No. 10019, dated 29.12.2008; The "Electoral Code of the Republic of Albania", as amended;
- Decision No. 2 of the Regulatory Commission of the CEC "On the approval of the methodology for monitoring audio and audiovisual media", dated 30.01.2021;
- Decision No. 3 of the Electoral College, Tirana, dated 17.07.2024;
- Decision No. 124, dated 25.07.2024, of the State Election Commissioner, regarding "The review of the request of the 'Together We Win' coalition for registration as an electoral entity in the partial Mayoral Elections of Himara Municipality on 4 August 2024".

The focus was on monitoring how audiovisual media service providers covered the electoral campaign, as well as the observance of the election silence one day prior to voting in this municipality.

- The monitoring period for each audiovisual media service provider, covering broadcasts from 08:00 to 24:00;
- The broadcasts airtime for each electoral subject;
- The media space allocated to each political subject;
- Live broadcasts;
- The political advertisements volume;
- Gender representation in media coverage of candidates;
- The manner of presenting election polls.

Prior to the start of the campaign, AMA addressed audiovisual media service providers with an extended notice outlining the key aspects that should be observed by audiovisual newsrooms in covering the electoral campaign, in accordance with the requirements of the Electoral Code of the Republic of Albania and the acts adopted by the CEC. The notice was published on the Authority's

official website, distributed by email to all audiovisual media service providers and also sent by post.

In implementation of point 2 of Decision No. 3 of the Electoral College, Tirana, dated 17.07.2024, AMA also monitored the audiovisual coverage of public activities conducted by public institutions, as identified by the CEC, classified as “prohibited activities” from 26.07.2024.

During this period, AMA monitored the “Prohibited Activities” section on the official CEC website, where no announcements were posted. Likewise, AMA did not receive any official correspondence from the CEC regarding information on “prohibited activities.”

Based on the content format of audiovisual media service providers, their territorial signal coverage and AMA’s existing technical capacities, audiovisual broadcasts of 25 licensed entities were monitored.

AMA informed the CEC periodically about the violations that were identified:

- For 2 local audiovisual media service providers that broadcast political advertisements outside the timeframe permitted by the Electoral Code (the exact timing of each violation was also communicated);
- 1 local audiovisual media service provider broadcast a political advertisement within a news edition;
- 8 audiovisual media service providers (national and local) did not respect the election silence.

During this campaign, no presentation of election polls was identified.

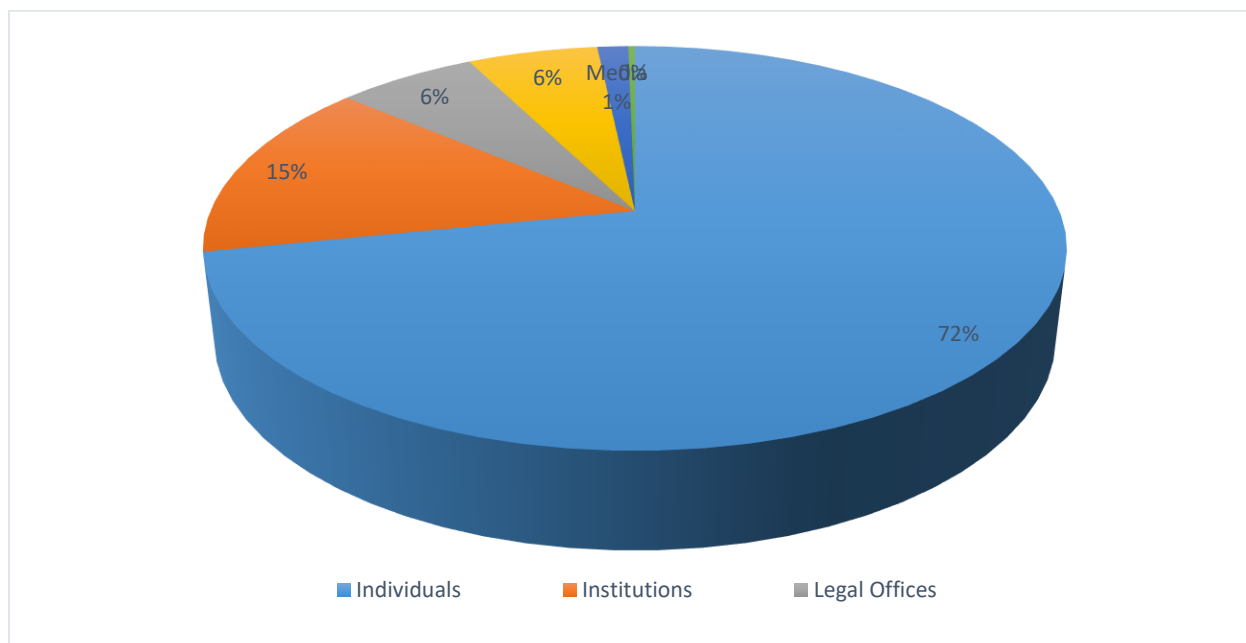
## 7. COUNCIL OF COMPLAINTS

### 7.1 Complaints administration from citizens or various interest groups addressed to audiovisual media service providers

In accordance with its legal obligations and the relevant recommendation of the Parliament of Albania, the Council of Complaints has continued to review complaints submitted to the institution against audiovisual media service providers, based on Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, and the applicable by-laws.

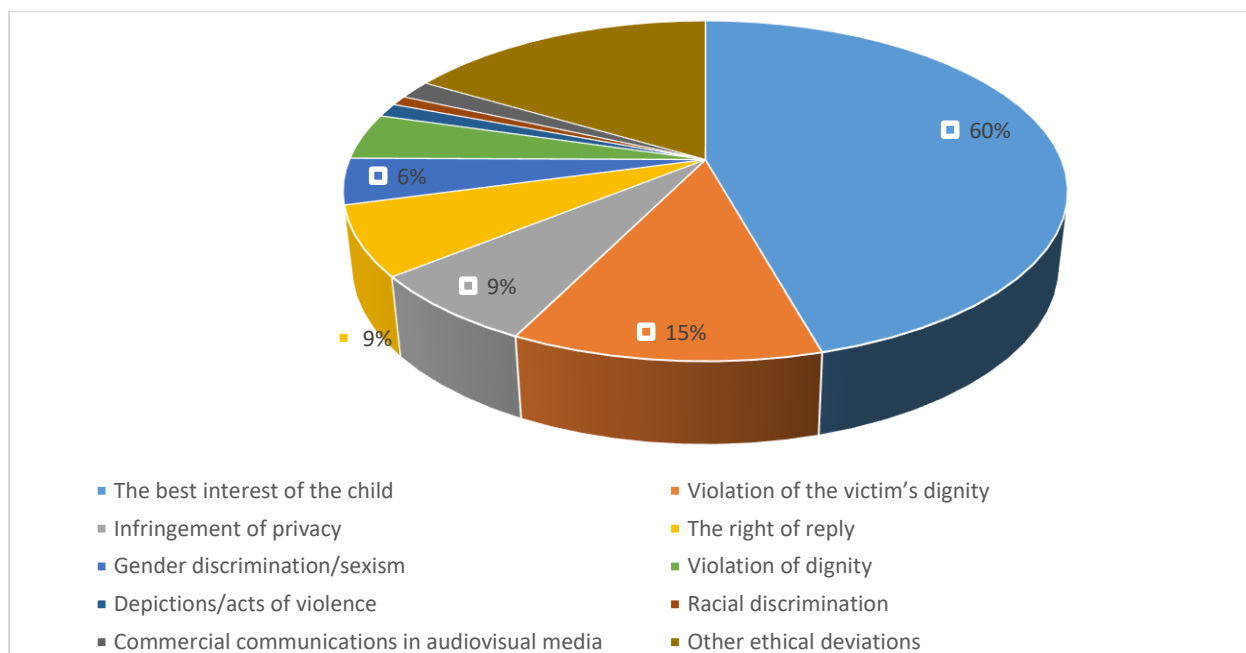
Overall, during the entire reporting period, the Council of Complaints reviewed 349 complaints, submitted as follows:

- 72.5% - from individuals;
- 14.6% - from institutions;
- 6.3% - from legal offices;
- 5.9% - from civil society;
- 1.4% - from media;
- 1.3% - from commercial entities.



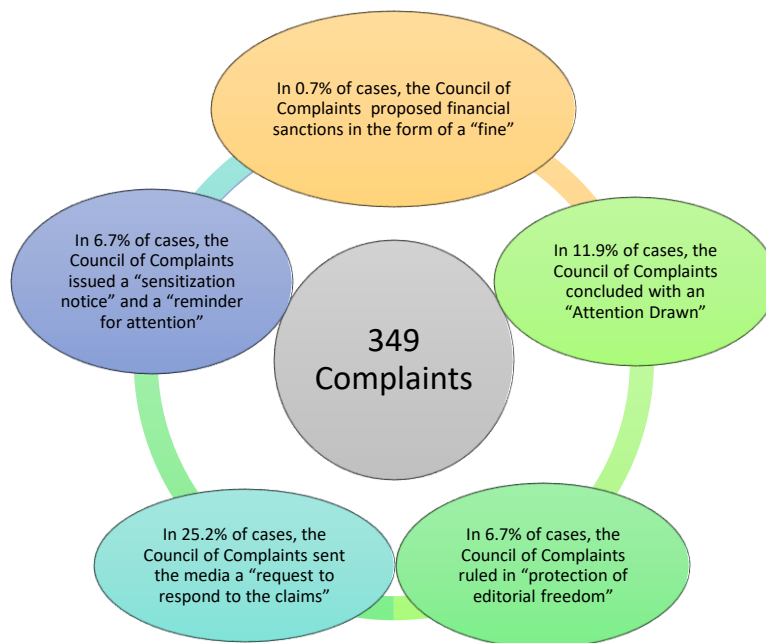
The submitted complaints addressed the following issues:

- 59.5% - the best interest of the child;
- 15.2% - violation of the victim's dignity;
- 8.9% - infringement of privacy;
- 8.6% - the right of reply;
- 5.7% - gender discrimination/sexism;
- 5.7% - violation of dignity;
- 1.7% - depictions/acts of violence;
- 1.2% - racial discrimination;
- 2.3% - commercial communications in audiovisual media;
- 21.5% - other ethical deviations (*complaints not directly related to specific media content, but concerning broader issues in the audiovisual market, such as the programming structure of audiovisual media providers, use of unethical language, inaccuracies or deviations in discourse, or resulting from a misunderstanding of the specific characteristics of media genres*);
- 13.5% - violations outside the scope of AMA's mandate, as defined by Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended.



Within the framework of complaint administration, the Council of Complaints requested audiovisual media service providers to provide statements on the claims; in 25.2% of cases, it concluded with an "Attention Drawn" in 11.9% of the complaints administered and imposed a

financial sanction in 2 cases. In 6.7% of the Council’s decisions, freedom of expression prevailed and the Council of Complaints ruling favored editorial freedom.



## 7.2 Administrative measures

During 2024, the Council of Complaints proposed to the Audiovisual Media Authority Board the imposition of fines in 2 cases. These proposals were also approved by AMA’s Board.

- Imposition of a fine on a **national audiovisual entity** for violations of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended and the Broadcasting Code, approved by AMA Decision No. 60, dated 10.07.2023 (intimate scenes, provocations and inappropriate communications, followed by physical violence (slaps and hands on the throat)) (**DECISION NO. 2, DATED 09.04.2024;**)
- Imposition of a fine on a **local audiovisual entity** for violations of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended (violation of the right of reply in the case of the mother of a deceased girl, whose story, according to the mother (the complainant) was being used for media purposes) (**DECISION NO. 97, DATED 16.09.2024).**)

## 7.3 Calls / Awareness Raising

### 7.3.1 Calls / Awareness Raising

During 2024, the Council of Complaints, as part of the Audiovisual Media Authority, raised awareness among audiovisual media service providers, on several occasions regarding the

observance of obligations arising from Law No. 97/2013, as amended, and the fundamental principles of the Broadcasting Code, adopted by AMA Decision No. 60, dated 10.07.2023.

<b>Date</b>	<b>Entity</b>	<b>The case addressed</b>
24 January 2024	Audiovisual entity	Call to uphold standards in protecting the identity of child victims in both audiovisual broadcasts and online accounts.
24 January 2024	National audiovisual entity	Call for the same standard in protecting the identity of child victims in both audiovisual broadcasts and online accounts.
25 March 2024	National audiovisual entity	Call for respect of human dignity and fundamental rights in both audiovisual broadcasts and online content.
9 September 2024	National audiovisual entity	Request for the publication of a revised version of an advertisement that, in its original form, had caused public concern.
19 November 2024	Audiovisual media service provider	Call for ethical coverage of the serious events of 18 November, avoiding the publication of unverified information and refraining from a sensationalist approach.
20 November 2024	Audiovisual media service provider	Reminder regarding the impact of the continuous presence of filming crews at the “Fan Noli” middle school and the legal obligations concerning the interviewing of children involved in the serious incident.

### **7.3.2 Attention Drawn**

During 2024, the Council of Complaints drew the attention of audiovisual media service providers in 36 cases regarding the failure to comply with obligations arising from Law No. 97/2013, as amended, and the fundamental principles of the Broadcasting Code, adopted by AMA Decision No. 60, dated 10.07.2023.

No.	Entity	Broadcast	Violation	Legal Basis	Decision
1	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 295 prot., date 25.01.24
2	National Audiovisual Entity	News Edition, Studio Debate	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 296 prot., date 25.01.24
3	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 297 prot., date 25.01.24
4	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 298 prot., date 25.01.24
5	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 299 prot., date 25.01.24
6	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 300 prot., date 25.01.24
7	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 986 prot., date 25.01.24
8	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 301 prot., date 25.01.24
9	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 304 prot., date 25.01.24
10	National Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2;	No. 305 prot., date 25.01.24

				Article 33, Point 1(ç) and (e)	
<b>11</b>	Regional Audiovisual Entity	Studio Debate	Misinformation on matters of public debate	Law No. 97/2013, Article 33, Point 1(b)	No. 763 prot., date 19.02.24
<b>12</b>	Regional Audiovisual Entity	Reality Show	Racial discrimination	Law No. 97/2013, Article 76, Point 1; Article 33, Point 1(c)	No. 776 prot., date 19.02.24
<b>13</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 985 prot., date 18.03.24
<b>14</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 986 prot., date 18.03.24
<b>15</b>	Regional Audiovisual Entity	Studio Debate	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 987 prot., date 18.03.24
<b>16</b>	National Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 988 prot., date 18.03.24
<b>17</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 989 prot., date 18.03.24
<b>18</b>	National Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 990 prot., date 18.03.24
<b>19</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 991 prot., date 18.03.24
<b>20</b>	Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1),	No. 992 prot., date 18.03.24

				Points 1 and 2; Article 33, Point 1(ç) and (e)	
<b>21</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1026 prot., date 18.03.24
<b>22</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1027 prot., date 18.03.24
<b>23</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1027 prot., date 18.03.24
<b>24</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1027 prot., date 18.03.24
<b>25</b>	National Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1027 prot., date 18.03.24
<b>26</b>	National Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1029 prot., date 18.03.24
<b>27</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1030 prot., date 18.03.24
<b>28</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1031 prot., date 18.03.24
<b>29</b>	National Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2;	No. 1032 prot., date 18.03.24

				Article 33, Point 1(ç) and (e)	
<b>30</b>	Regional Audiovisual Entity	News Edition	Indirect identification of minor witnesses	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1033 prot., date 18.03.24
<b>31</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1035 prot., date 18.03.24
<b>32</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1036 prot., date 18.03.24
<b>33</b>	Regional Audiovisual Entity	News Edition	Indirect identification of a minor victim	Law No. 97/2013, Article 32(1), Points 1 and 2; Article 33, Point 1(ç) and (e)	No. 1037 prot., date 18.03.24
<b>34</b>	National Audiovisual Entity	Studio Debate	Violation of the Code of Ethics	Law No. 97/2013, Article 33, Point 1(a)	No. 2997 prot., date 21.10.24
<b>35</b>	National Audiovisual Entity	News Edition	Use of unauthorized materials	Law No. 97/2013, Article 35	No. 3319 prot., date 02.12.24
<b>36</b>	National Audiovisual Entity	Reality Show	Copyright violation	Law No. 97/2013, Article 42	No. 3320 prot., date 02.12.24

#### **7.4 Hearing Session**

*(Article 52, Point 6 of Law 97/2013)*

In the context of handling a complaint regarding a programme broadcast by an audiovisual service provider on January 6, 2024, expressing concern about the “compromise of the Orthodox Church by N. Xh., self-proclaimed Orthodox cleric”, and based on Article 51 of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, the regulation “On procedures for the complaints review by the Council of Complaints and the right of reply”, as well as the instruction “On procedures for handling complaints by audiovisual media service providers”, the Council of Complaints requested the television Complaints Review Board to submit its claims, but no response was received. Nevertheless, in the continuation of the complaint’s handling and based on Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, Article 52,

Point 6, the Council of Complaints organized a hearing session at the Audiovisual Media Authority offices.

During the hearing session, the audiovisual media service provider representative stated that the complaint from the Autocephalous Orthodox Church of Albania had arrived during an administrative transition phase, which justified the lack of response. However, following the change of director and receipt of the correspondence from the Audiovisual Media Authority, the media outlet had initiated communication with the Church's representatives. During the session, the audiovisual media service provider representative agreed that the cleric would no longer be invited or presented as a representative of the Autocephalous Orthodox Church of Albania. Following this agreement and based on Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, the Council of Complaints considered the administration of the complaint to be closed.

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In the context of handling a complaint regarding a debate programme broadcast by an audiovisual service provider on February 15 and 22, 2024, expressing concern about the "compromise of the Orthodox Church by N. Xh., self-proclaimed Orthodox cleric", and based on Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, Article 52, Point 6, the Council of Complaints organized a hearing session at the Audiovisual Media Authority offices.

During the hearing, the audiovisual media service provider representative acknowledged the validity of the concern raised by the Autocephalous Orthodox Church of Albania and confirmed that this position had been reflected in the communication that the Church's representatives had with the television management. This was further confirmed by the representatives of the Autocephalous Orthodox Church of Albania, who emphasized their willingness to engage in partnership with any audiovisual service provider, as well as with any cultural, religious, or state institution, highlighting the importance of inter-institutional respect.

Based on the above and in accordance with Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, the Council of Complaints considered the administration of the complaint to be closed.

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In the context of handling a complaint regarding an investigative programme broadcast by an audiovisual service provider on October 14, 2024, the content of which was alleged to constitute a "serious threat to the LGBTIQ community and the individuals appearing on video" and "used a

child... to manipulate public opinion” and based on Article 51 of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, the regulation “On procedures for the complaints review by the Council of Complaints and the right of reply”, as well as the instruction “On procedures for handling complaints by audiovisual media service providers”, the Council of Complaints initially requested the television to submit its claims. Subsequently, based both on the submitted complaint and the claims presented by the audiovisual media service provider and pursuant to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, Article 52, Point 6, the Council of Complaints organized a hearing session with the parties at the Audiovisual Media Authority offices.

During the hearing, the complainant maintained their claims regarding the “risk posed by the broadcast of the October 14, 2024 programme for members of the LGBTIQ community” and the “use of a child to manipulate public opinion”, requesting the removal of the relevant audiovisual content from the service provider’s accounts on video-sharing platforms. The audiovisual media service provider representative, for its part, upheld audiovisual media service providers’ claims, previously submitted in writing, emphasizing the need for age restrictions on participation in such activities, which, according to the representative, also served as a motivation for the investigative programme in question.

After reviewing the audiovisual content, hearing the parties and examining the advertising material provided by the parties, the Council of Complaints identified several issues that were inconsistent with the provisions of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended and the Broadcasting Code.

Based on the above and in the name of the best interests of the child, with the aim of ensuring that this case does not set a precedent for the media, the Council of Complaints at the Audiovisual Media Authority drew the attention of audiovisual media in the Republic of Albania to avoid such practices, in accordance with Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended and the Broadcasting Code, approved by Decision No. 60, dated 10.07.2023, of AMA’s Board. Accordingly and based on Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, the Council of Complaints considered the administration of the complaint to be closed.

## **7.5 Drafting of by-laws regarding Video-Sharing Platforms in compliance with and implementation of Law 97/2013 "On Audiovisual Media in the Republic of Albania", as amended by Law 30/2023 in transposition of Directive 2018/1808 of the European Parliament and Council**

### **7.5.1 Amendment of the Broadcasting Code**

The transposition of Directive 2018/1808 of the European Parliament and Council, dated 14 November 2018, into Law 97/2013 “On Audiovisual Media in the Republic of Albania” through

Law 30/2023 “On Certain Amendments and Additions to Law 97/2013”, created the need to amend the Broadcasting Code with specific provisions affecting the Video-Sharing Platforms (VSPs) activities.

The interventions undertaken by the Council of Complaints, given the specific nature of VSPs as services that, based on algorithms, distribute user-generated videos without assuming editorial responsibility, *affected the Broadcasting Code only in those paragraphs or provisions related to fundamental principles and/or fundamental rights*, leaving intact those provisions or paragraphs concerning editorial activity and responsibilities.

Since this was no longer a review of the Broadcasting Code (a process already concluded with its adoption by AMA’s Board through Decision No. 10, dated 10.07.2023), the introductory part of the Code, which explains the reasons, process and lines of intervention in the previous Code, was not substantially altered. Only **one paragraph was added to clarify that the Code also reflected the amendments to Law 97/2013 resulting from the transposition of Directive 2018/1808** of the European Parliament and Council.

After consultation with the Legal Directorate and the Directorate for European Legislation and Integration and following the preliminary familiarization of AMA’s Board with the proposed amendments, the Draft Amended Broadcasting Code was published for public consultation in accordance with the obligations arising from Law 146/2014 “On Public Notification and Consultation”, which provides that *“For particularly complex or significant acts, the public authority may extend the deadline for submitting comments up to 40 working days from the date of notification”* (Article 15, Point 2). In line with this provision, the amended Broadcasting Code remained published on the official website of the Authority, under the “Public Consultation” section, during the period 03.09.2024 - 30.10.2024. At the conclusion of this period, in compliance with and pursuant to Law 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, the Code was submitted to AMA’s Board, which approved it through Decision No. 107, dated 11.11.2024.

With the approval of the amendments to the Broadcasting Code, introducing specific provisions affecting the Video-Sharing Platforms (VSPs) activities, not only was a fulfilled legal obligation, but an additional step was taken toward:

- clarifying the Authority’s competencies and responsibilities regarding Video-Sharing Platforms; and
- structuring the procedures for handling complaints and reports concerning violations identified on these platforms.

### **7.5.2 Drafting of the Regulation on specific requirements that Video-Sharing Platform Providers must fulfill for the creation and provision of transparent, effective, and user-friendly systems**

The transposition of Directive 2018/1808 of the European Parliament and Council, dated 14 November 2018, into Law 97/2013 “On Audiovisual Media in the Republic of Albania” through Law 30/2023 “On Certain Amendments and Additions to Law 97/2013” also created the need to regulate the Authority’s procedural competencies regarding Video-Sharing Platforms providers under the jurisdiction of the Republic of Albania, as well as the procedures for handling complaints or reports concerning content offered by video-sharing platforms established in another country that are directed at the Albanian public.

The Draft Regulation provisions, prepared by the Directorate for International Legislation and Integration in cooperation with the Council of Complaints and the Legal Directorate, were organized in accordance with the provisions of Law 97/2013, as amended, and the needs for procedural regulation by the Authority regarding the administration of reports on harmful content published on platforms, commercial communications and infringements of broadcasting rights.

Following the preliminary familiarization of AMA’s Board with the draft, the draft regulation “On general principles and specific requirements for Video-Sharing Platforms” was published for public consultation, in accordance with the obligations arising from Law 146/2014 “On Public Notification and Consultation”, on the Authority’s official website on 30.09.2024, under the “Public Consultation” section.

In accordance with this provision, the draft regulation remained published on the Authority’s official website, under the “Public Consultation” section, during the period 30.09.2024 - 30.11.2024. At the conclusion of this period, in compliance with and pursuant to Law 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, it was submitted to AMA’s Board, which approved it through Decision No. 128, dated 23.12.2024.

## **7.6 Cooperation with TikTok**

Following the recent amendments to Law 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, aimed at fulfilling the obligation for the partial transposition of Directive 2018/1808 of the European Parliament and Council, the Audiovisual Media Authority competencies were extended to include video-sharing platforms (Article 2, “Scope of Application”; Article 3, “Definitions,” Points 17/1 and 52/1; Article 19, “AMA’s Functions”; Article 32, “General rules for audio and/or audiovisual media services providers and video sharing platforms providers”, Point 4; Article 32/1, Point 4).

Beyond the lack of direct jurisdiction of the Authority, due to the absence of any video-sharing platform registered in the Republic of Albania and its technological and legislative limitations in monitoring them, the Video-Sharing Platforms regulation also presents several additional challenges, related to:

- the composition of users, who belong to all social strata and categories and consequently may fail to adhere to the ethical standards derived from the law;
- the proportion of Albanian and Albanian-speaking users in the total global user base and the resulting lack of interest from platforms in complying with national/local regulatory legislation;
- the mismatch between the technological capacities of video-sharing platforms and the technological capacities of regulators to monitor and verify content in real time or as quickly as possible,

which present a serious challenge to the practical fulfillment of the obligations set by law for the Video-Sharing Platforms regulation, including strategic planning and the prioritization of compliance and enforcement policies.

In light of the above and taking into account the interests of the platforms' Albanian users, official communication between AMA and TikTok began in June 2024, with the aim of enabling a **dedicated reporting channel** for harmful content and commercial communications intended to pirate Albanian audiovisual products.

In August, based on AMA's regulatory functions and TikTok's willingness to protect Albanian users of the platform, an agreement was reached to open a dedicated reporting channel, through which the Authority would mediate complaints from Albanian users. Simultaneously, AMA launched a dedicated window on its website allowing the submission of complaints related to harmful content published on TikTok. Within the framework of this cooperation, from August to December 2024, based on user reports and collaboration with the platform, 286 videos containing inappropriate content were removed, of which: 20 - for acts of violence, 3 - for hate speech based on sexual orientation, 2 - for religious hate speech, 31 - for depictions of criminal acts, 110 - for exposing children to pornography, drugs, alcohol, tobacco and violence, 107 - for incitement to violence and hate, 13 – audio content exceeding the moral and ethical standards of society.

## **7.7 Media Literacy**

Within the Media Literacy framework, in cooperation with the Turkish regulatory authority, the Council of Complaints developed and adapted a media literacy audiovisual campaign into the local language and legislation. The campaign included over 20 awareness-raising videos aimed at children and their parents, with the objective of equipping all stakeholders to use audiovisual content in a useful, safe and non-harmful manner, as well as to enable safe navigation, guidance and effective parenting in the digital environment.

The awareness videos have been published in the dedicated "Media Literacy" section on the Authority's official website, as well as on the Authority's social media accounts.

Following the above initiative, the Council of Complaints, as part of the Audiovisual Media Authority, also designed and implemented an awareness campaign in the form of advisory roundtables, organized by age groups and initially focused on preschool children. Within this framework and in cooperation with the Municipality of Tirana (General Directorate of Kindergartens and Nurseries), 20 roundtables were held with parents, educators and children from kindergartens in Tirana. A total of 425 participants attended these discussions, including 12% educators, 14% grandparents and 74% parents, of whom 16% were fathers. The discussions extensively addressed the challenges of educating this age group in the digital era and informational materials were distributed to support “media literacy”.

The campaign is planned to continue in other regions and with additional age groups.

## **7.8 Public perception measurement**

In accordance with its legal obligations, during the second half of 2024, the Council of Complaints designed and organized a national survey aimed at measuring public perception, with the objective of assessing the Albanian public views regarding the **audiovisual content ethical standards**.

Undertaking a comprehensive quantitative study of this nature was deemed necessary under the following conditions:

- the completion of the digitalization process and, consequently, the expansion and diversification of the audiovisual offer;
- the need to verify audience behavior and expectations under the aforementioned conditions;
- obligations arising from the alignment of Albanian organic legislation with that of the EU;
- the increase in civic initiatives representing the expectations and perceptions of the wider public, coupled with the limited ability to compare them against our own measurements;
- the need to create a reliable data foundation to support, including statistically, the decision-making of the Council of Complaints in particular, and the Authority in general.

To better address contemporary challenges and demands, the questionnaire developed by the Council of Complaints also included a set of questions focusing on **freedom of expression and the rights of journalists, as well as a set of questions focusing on video-sharing platforms**.

To ensure the highest scientific standards in achieving the objectives, including the design of a statistically and demographically representative national sample with a minimal margin of error, the survey was conducted in cooperation with the Institute of Statistics.

## **8. THE AUTHORITY IN FULFILLING LEGAL COMPLIANCE**

### **8.1 Legal references supporting the institution's activity**

The primary legal reference on which AMA bases its administrative and regulatory activities remains Law No. 97/2013, "On Audiovisual Media in the Republic of Albania", as amended. Additionally, AMA's activities are carried out in compliance with the Constitution, relevant laws and by-laws governing the audio and audiovisual media sector. Secondary legislation (regulations, decisions and guidelines) adopted under and in implementation of the specific organic law plays a key role in fulfilling the Authority's mission and functions.

During the reporting period, there were significant additions and amendments to the legal framework on which the administrative activity of the Audiovisual Media Authority is based. Through Law 30/2023, adopted on 13.04.2023, amendments were made to Law 97/2013 "On Audiovisual Media in the Republic of Albania". The development of secondary legislation continued with regulatory acts aimed at creating a healthy and well-regulated media environment, ensuring the audiovisual broadcasting sector growth and improvement.

### **8.2 Completion of by-laws necessary for the operation of audiovisual media service providers**

As the regulatory authority for audio and audiovisual services and in implementation of the organic law, the Audiovisual Media Authority, throughout 2024, continued working on the drafting and amendment of by-laws, with the aim of improving the institution's activities and facilitating the operations of audio/audiovisual service providers.

The entire process of developing the sub-legal framework was consistently accompanied by public consultation and advisory processes. This approach served not only to implement the organic legislation provisions, enhancing institutional transparency, but also to gather opinions, proposals and comments from various stakeholder groups.

Specifically, in implementation of Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended, in 2024 AMA approved the following by-law:

- *Regulation "On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership"*

Within the framework of fulfilling periodic obligations to align the national legislation with the EU acquis in the audiovisual media field and the commitments undertaken by the Audiovisual Media Authority (AMA) under the National Plan for European Integration (NPEI) 2024 - 2026,

the Authority adopted, by Decision No. 40, dated 26 April 2024, the regulation "On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers ownership", which specifically addresses ownership structure transparency and the declaration of other data related to audiovisual media service providers licenses/authorizations. This regulation represents an initial alignment with the European Media Freedom Act (EMFA) (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022PC0457>) provisions as well as the transposition of EU Directive 2018/1808.

With the entry into force of the latest amendments to Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended on 25 May 2023, amendments aimed at high-level alignment with EU Directive 2018/1808, new criteria have been established regarding the information that the Audiovisual Media Authority must manage concerning the audiovisual media service providers ownership structure and the requirement for ownership transparency declared to the institution by these entities. Specifically, Article 32, Point 1/1 of the law provides that: *"1/1. The audiovisual media services providers shall publish information about their ownership structure, including the beneficiary owners, according to the provisions of the applicable legislation"*.

These new legal obligations imposed on the Authority, combined with the increasing demands from the EU for improving the national regulatory framework on the disclosure of ownership information in the audio/audiovisual media sector, make it necessary for AMA to establish a dedicated monitoring mechanism.

Within this framework, the regulation, which has entered into force and is being rigorously enforced by AMA's structures, introduces several innovations regarding:

- Review by AMA of ownership changes occurring within the same audiovisual media service provider legal entity holding a license or authorization from AMA, which do not entail the transfer or assignment of rights deriving from the license or authorization;
- Review of ownership changes between audiovisual media service provider private legal entities in cases of entering into civil law relationships that entail the transfer or assignment of rights deriving from the license or authorization;
- Declaration of information on the ownership structure of the audiovisual media service provide legal entity holding the license or authorization from AMA, including the beneficial owner;
- Increased transparency regarding the funding source for transactions involving the capital of the media company by partners/shareholders;
- Declaration of any potential conflicts of interest that may affect the activity of the audiovisual media service provider by its owners;
- The declaration of income from advertising, donations, sponsorships, etc., received by the beneficial owner from public legal entities, conducted for the purpose of media promotion.

Currently, beyond the legal framework, the Audiovisual Media Authority has prepared and graphically presented on its website the declarations and ownership structures of companies/individuals holding licenses or authorizations from AMA, as well as the declarations of the beneficial owners of these entities carrying out audio and audiovisual activities in the Republic of Albania, thereby fulfilling one of the key obligations of the integration process <https://ama.gov.al/media-ownership-transparency/?lang=en>.

The database, presented graphically and now published on AMA's official [website](#), is a model selected among European regulators, specifically inspired by the Portuguese regulator, within the framework of cooperation established between the two authorities for the exchange of best institutional and policy-making practices regarding ownership transparency of entities licensed and/or authorized for audiovisual services.

- *Regulation "On the specific requirements that video-sharing platform providers must fulfil for the establishment and provision of transparent, effective and user-friendly systems"*

Furthermore, in the context of fulfilling the periodic obligations to align the national legislation with the EU Acquis in the audiovisual media field and the obligations arising from the NPEI 2024 - 2026, AMA adopted, by Decision No. 128, dated 23 December 2024, the regulation: " *On the specific requirements that video-sharing platform providers must fulfil for the establishment and provision of transparent, effective and user-friendly systems*". This Regulation constitutes an important by-law that addresses, in particular, the legal regulation of video-sharing platforms.

It also aims to regulate the general conditions governing the provision of audiovisual content by users on VSPs, and does not affect the supporting services of audiovisual broadcasting, the primary purpose of which is the provision of programmes for information, entertainment, or education.

- *Adoption of several additions and amendments to the Broadcasting Code, adopted by AMA Decision No. 60, dated 10.07.2023, concerning video-sharing platforms (Decision No. 117, dated 11.11.2024)*

The transposition of Directive 2018/1808 of the European Parliament and Council of 14 November 2018 into Law No. 97/2013 "On Audiovisual Media in the Republic of Albania", as amended by Law No. 30/2023 "On Certain Amendments and Additions to Law No. 97/2013," made it necessary to supplement the Broadcasting Code with specific provisions concerning the Video-Sharing Platforms (VSPs) activities.

The supplemented Broadcasting Code, including the amendments proposed by the Council of Complaints, was published on the Authority's official website under the "Public Consultation" section for the period 30.09.2024 - 30.11.2024. Upon completion of the consultation process and in accordance with and pursuant to Law No. 97/2013 "On Audiovisual Media in the Republic of

Albania”, as amended, it was submitted to AMA’s Board, which approved it by Decision No. 128, dated 23.12.2024.

### **8.3 The need for amendments to the legal framework governing the institution’s activity**

As previously reported, the Audiovisual Media Authority (AMA) carries out its activities in accordance with Law No. 97/2013, dated 04.03.2013, “On Audiovisual Media in the Republic of Albania”, as amended. This law is aligned with Directive 2010/13/EC on Audiovisual Media Services and regulates the audiovisual media activities and their supporting services on the basis of technological neutrality principle within the territory of the Republic of Albania.

During the reporting period, AMA continued to develop the legal framework through the adoption of relevant by-laws affecting the audiovisual media activities. In implementation of the organic legislation provisions and in the interest of institutional transparency as well as the need to obtain opinions, proposals and feedback from interested parties, the drafting of implementing legislation was accompanied by a process of public consultation and advisory engagement among stakeholders.

Regulation (EU) 2022/2065 includes applicable rules for intermediary services in the internal market, which are particularly evident in cases of live events unauthorized retransmission. Such cases most often involve unauthorized broadcasts carried out by broadcasters that do not possess the rights or transmission agreements with the legitimate rights holders, thereby causing them financial harm.

During 2024, AMA also organized roundtables/meetings with all relevant stakeholders to gather opinions, suggestions and comments from all interested parties, especially audiovisual media service providers, which are directly affected by and/or benefit from the proposed amendments to the law.

According to the Rule of Law Roadmap, a state policy document of Albania adopted by the Council of Ministers Decision on 13.12.2023, AMA has been assigned the task of, among other things, addressing the issue of media market concentration, enhancing transparency and expanding audience measurement. AMA's commitment as a regulatory authority in this regard consists of providing assistance and support to audiovisual media service providers in the Albanian audiovisual market in ensuring a transparent process.

AMA is fulfilling this requirement by coordinating meetings and contributing to the methodology and action plan for establishing and implementing the system that will carry out this process.

In its capacity as an independent regulatory authority, AMA will continue its facilitating role until the establishment of the Joint Industry Committee (JIC), as well as by providing the necessary

assistance, as needed, for the methodology to be applied in audience measurement and for the continued incorporation of this objective into the law.

#### **8.4 Supervision of frequency spectrum use**

The main focus during 2024, with regard to the supervision of frequency spectrum use, has been on-site monitoring related to identifying the coverage of the country's territory with digital audiovisual signal, as well as verifying the carriage of local/regional operators on national digital networks.

From the monitoring carried out in all regions of the country, it results that RTSH and the national private digital operators do not provide digital signal coverage in certain areas of the country, as follows:

### **1. ALBANIAN PUBLIC BROADCASTER, RTSH**

#### **BERAT COUNTY**

- Neighborhoods behind Berat Castle
- Roshnik administrative unit
- Sinjë administrative unit
- Potom administrative unit
- Çepan administrative unit

Approximately 5% of the population of this county is not covered by the service

#### **KORÇË COUNTY**

- Voskopojë administrative unit
- Dardhë administrative unit
- Çerravë (center)
- Mokër (partially) administrative unit
- Gorë administrative unit
- Barmash administrative unit

Approximately 6 % of the population of this county is not covered by the service

#### **TIRANË – DURRËS COUNTIES**

- Shëngjergj administrative unit

- Baldushk (partially) administrative unit
- Krujë administrative unit
- Cudhi administrative unit

Approximately 2 % of the population of this county is not covered by the service

### **ELBASAN COUNTY**

- Labinot Fushë – Xibrakë administrative unit
- Qukës (partially) administrative unit
- Lunik (Kostenjë, Dranovicë, Orenjë, Streblevë) administrative unit

Approximately 1 % of the population of this county is not covered by the service

### **VLORË COUNTY**

- Borsh (partially) administrative unit
- Himarë (partially) administrative unit
- Villages along the Vlova River (Drashovicë, Kotë, Brataj, Tërbaç, Velçë, Vranisht, Kuç)

Approximately 3 % of the population of this county is not covered by the service

### **SHKODËR COUNTY**

- Ana e Malit administrative unit
- Vau i Dejës (partially) administrative unit
- Kelmend administrative unit

Approximately 4 % of the population of this county is not covered by the service

### **GJIROKASTËR COUNTY**

- Picar administrative unit
- Zagori administrative unit
- Kurvelesh administrative unit
- Krahës administrative unit
- Qesarat administrative unit

- Upper Dropull administrative unit
- Pogon administrative unit

Approximately 19 % of the population of this county is not covered by the service

## **DIBËR COUNTY**

- Maqellarë (partially) administrative unit
- Sllovë, Kala e Dodës administrative unit
- Bulqiza city (partially)
- Shupenzë, Zerçan and Ostren administrative unit

Approximately 6 % of the population of this county is not covered by the service

## **KUKËS COUNTY**

- Lekbibaj administrative unit

Approximately 2 % of the population of this county is not covered by the service

## **2. “MEDIA VIZION” COMPANY**

### **BERAT COUNTY**

- Kuçovë administrative unit
- Polican administrative unit
- Çorovodë administrative unit

*Approximately 19 % of the population of this county is not covered by the service*

### **KORÇË COUNTY**

- Voskopojë administrative unit
- Dardhë administrative unit
- Çërravë administrative unit
- Mokër administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

## **TIRANË COUNTY**

- Zall Bastar administrative unit
- Shëngjergj administrative unit
- Baldushk (partially) administrative unit
- Krrabë administrative unit
- Ndroq administrative unit

*Approximately 2 % of the population of this county is not covered by the service*

## **DURRËS COUNTY**

- Krujë administrative unit
- Cudhi administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

## **SHKODËR COUNTY**

- Malësia e Madhe administrative unit
- Pukë administrative unit
- Vau i Dejës administrative unit
- Fushë – Arrëz administrative unit
- Ana e Malit administrative unit

*Approximately 8 % of the population of this county is not covered by the service*

## **KUKËS COUNTY**

- Bajram Curri administrative unit
- Has administrative unit

*Approximately 12 % of the population of this county is not covered by the service*

## **DIBËR COUNTY**

- Peshkopi administrative unit
- Bulqizë administrative unit
- Klos administrative unit
- Maqellarë administrative unit

- Burrel administrative unit

*Approximately 41 % of the population of this county is not covered by the service*

## **LEZHË COUNTY**

- Rrëshen administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

## **ELBASAN COUNTY**

- Përrenjas administrative unit
- Librazhd administrative unit
- Qukës administrative unit
- Peqin administrative unit
- Gramsh administrative unit

*Approximately 8 % of the population of this county is not covered by the service*

## **GJIROKASTËR COUNTY**

- Tepelenë administrative unit
- Përmet administrative unit
- Këlcyrë administrative unit
- Krahës administrative unit
- Picar administrative unit
- Zagori administrative unit
- Kurvelesh administrative unit
- Qesarat administrative unit
- Dropull administrative unit
- Pogon administrative unit

*Approximately 40 % of the population of this county is not covered by the service*

## **VLORË COUNTY**

- Delvinë administrative unit
- Dhërmi administrative unit
- Borsh administrative unit

- Konispol administrative unit
- Villages along the Vlora River ( Drashovicë, Kotë, Brataj, Tërbaç, Velçë, Vranisht, Kuç etc.).

*Approximately 7 % of the population of this county is not covered by the service*

### **3. TV “KLAN” ENTITY**

#### **KORÇË COUNTY**

- Voskopojë administrative unit
- Dardhë administrative unit
- Çërravë administrative unit
- Mokër (partially) administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

#### **TIRANË COUNTY**

- Zall Bastar administrative unit
- Shëngjergj administrative unit
- Baldushk (partially) administrative unit
- Krrabë administrative unit
- Ndroq administrative unit

*Approximately 2 % of the population of this county is not covered by the service*

#### **DURRËS COUNTY**

- Krujë administrative unit
- Cudhi administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

#### **SHKODËR COUNTY**

- Malësia e Madhe administrative unit
- Pukë administrative unit
- Fushë – Arrëz administrative unit

- Ana e Malit administrative unit

*Approximately 8 % of the population of this county is not covered by the service*

### **GJIROKASTËR COUNTY**

- Krahës administrative unit
- Picar administrative unit
- Zagori administrative unit
- Kurvelesh administrative unit
- Qesarat administrative unit
- Dropull administrative unit
- Pogon administrative unit

*Approximately 25 % of the population of this county is not covered by the service*

### **VLORE COUNTY**

- Borsh administrative unit
- Konispol administrative unit
- Villages along the Vlora River (Drashovicë, Kotë, Brataj, Tërbaç, Velçë, Vranisht, Kuç etc.).

*Approximately 3 % of the population of this county is not covered by the service*

## **4. TV “TOP CHANNEL”, “DIGITALB” AND “ADTN” ENTITIES**

### **BERAT COUNTY**

- Kuçovë administrative unit
- Poliçan administrative unit (DIGITALB” AND “ADTN”)
- Çorovodë administrative unit

*Approximately 19 % of the population of this county is not covered by the service*

### **KORÇË COUNTY**

- Ersekë administrative unit
- Leskovik administrative unit
- Voskopojë administrative unit
- Dardhë administrative unit

- Çërravë administrative unit
- Mokër administrative unit

*Approximately 6 % of the population of this county is not covered by the service*

### **FIER COUNTY**

- Partially Divjakë Municipality

*Approximately 0.3 % of the population of this county is not covered by the service*

### **TIRANË COUNTY**

- Kavajë Municipality
- Zall Bastar administrative unit
- Shëngjergj administrative unit
- Baldushk (partially) administrative unit
- Krrabë administrative unit
- Ndroq administrative unit
- Partially Vorë Municipality

*Approximately 6 % of the population of this county is not covered by the service*

### **DURRËS COUNTY**

- Krujë administrative unit
- Cudhi administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

### **SHKODËR COUNTY**

- Malësia e Madhe administrative unit
- Vau i Dejës administrative unit
- Fushë – Arrëz administrative unit
- Ana e Malit administrative unit

*Approximately 8 % of the population of this county is not covered by the service*

## **KUKËS COUNTY**

- Bajram Curri administrative unit
- Kukës Municipality
- Has administrative unit

*Approximately 75 % of the population of this county is not covered by the service*

## **DIBËR COUNTY**

- Bulqizë administrative unit
- Klos administrative unit
- Maqellarë administrative unit
- Burrel administrative unit

*Approximately 41 % of the population of this county is not covered by the service*

## **LEZHË COUNTY**

- Rrëshen administrative unit

*Approximately 4 % of the population of this county is not covered by the service*

## **ELBASAN COUNTY**

- Përrenjas administrative unit
- Librazhd administrative unit (“DIGITALB” AND “ADTN”)
- Qukës administrative unit
- Peqin administrative unit
- Gramsh administrative unit

*Approximately 8 % of the population of this county is not covered by the service*

## **GJIROKASTËR COUNTY**

- Tepelenë administrative unit
- Përmet administrative unit
- Këlcyrë administrative unit
- Krahës administrative unit
- Picar administrative unit

- Zagori administrative unit
- Kurvelesh administrative unit
- Qesarat administrative unit
- Dropull administrative unit
- Pogon administrative unit

*Approximately 40 % of the population of this county is not covered by the service*

## **VLORE COUNTY**

- Selenicë administrative unit
- Dhërmi administrative unit (“DIGITALB” AND “ADTN”)
- Konispol administrative unit
- Delvinë administrative unit (“DIGITALB” AND “ADTN”).
- Villages along the Vlora River (Drashovicë, Kotë, Brataj, Tërbaç, Velçë, Vranisht, Kuç etc.).

*Approximately 16 % of the population of this county is not covered by the service*

At the national level, the percentage of the population not covered by digital audiovisual service is presented in the table below, for each operator.

<b>No.</b>	<b>Entity</b>	<b>Percentage of the population not covered by digital audiovisual service</b>
1	RTSH	2.8%
2	TV Klan	3%
3	Top Channel	11%
4	Digitalb	11%
5	Media Vizion	7.5%
6	ADTN	11%

We inform that for areas not covered by audiovisual service from national digital terrestrial networks, the provision of audiovisual services is made possible through cable, satellite, IPTV, OTT and Internet TV platforms, in accordance with the applicable legal and by-law provisions.

## 9. DIGITAL BROADCASTING

### 9.1 Release of the Digital Dividend II (DD2)

For the release of the 700 MHz band from audiovisual broadcasting and the transfer of the Digital Dividend II (DD2) frequencies for use by mobile electronic communications networks, the Audiovisual Media Authority (AMA) has undertaken a series of steps to accomplish this transition, including digital networks inventory, cross-border coordination and the frequency planning updating. The New UHF Digital Plan was developed in close cooperation with neighboring countries to ensure proper frequency coordination. This plan aimed to preserve the seven existing television networks in Albania, making our country the only one that, under the new digital television channel allocation plan, has succeeded in maintaining and confirming the use of seven digital networks.

Following the successful completion of the cross-border coordination process, the final plan was approved by AMA and formalized through the new allocation of digital television channels, as presented in the table below:

Digital Networks	AL 001D	AL 002D	AL 003D	AL 004D	AL 005D	AL 006D	AL 007D	AL 008D	AL 009D	AL 010D	AL 011D	AL 012D	No. of channels in total
MUX 1 (RTSH)	33	42	42	33	33	42	28	36	27	37	28	na	6
MUX 2 (RTSH)	34	40	40	34	34	40	27	22	28	38	27	na	6
MUX 3 (KLAN)	28	30	30	28	41	30	41	29	45	23	23	na	6
MUX 4 (DIGITALB)	21	36	38	21	21	45	31	48	48	48	31	na	5
MUX 5 (TOP CHANNEL)	22	32	32	24	39	47	39	47	47	47	na	na	6
MUX 6 (MEDIA VIZION)	45	45	45	45	43	43	43	43	43	43	na	na	6
MUX 7 (ADTN)	23	23	25	23	23	25	35	32	21	35	na	na	5
Local	41	26	27*	na	na	na	na	34*	na	42*	na	na	26

In continuation of this process, AMA has administered the final documents submitted by the Ministry of Infrastructure and Energy (MIE) regarding the EU project “Technical Assistance in the Field of Telecommunications”. These documents include recommendations on licensing, the assessment of migration costs and the migration strategy based on the “Island Procedure” methodology. This strategy will be implemented immediately following the adoption of the law “On the Release of the Digital Dividend II (DD2) Frequencies”, and will be carefully followed by AMA during its on-site implementation.

During 2024, AMA was fully engaged in updating the National Frequency Plan based on the final acts of WRC-23, actively participating in meetings organized by MIE. In these meetings, it was decided that the release of the DD2 band will be completed by December 2025.

## **9.2 AMA - RTSH Contract**

During 2024, the Authority continued implementing the standard practice of conducting two performance reviews of the Public Broadcaster (one for the first half of the year and one for the second), concerning the content broadcast by the RTSH channels, as well as data regarding the lack of signal coverage in certain service areas across our country territory.

These two reviews were conducted in accordance with the requirements of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, specifically Articles 18 and 19, which outline the Authority’s objectives and functions; Article 33, concerning the audiovisual media service providers’ obligations; and Chapter 12, which regulates the activity of RTSH, including Articles 90 - 126, etc. They also refer to the Public Service Broadcasting Contract provisions, approved by the Authority with Decision No. 18, dated 02.03.2017.

Regarding these reviews findings, AMA has informed the directors of RTSH, as well as the Albanian Parliament. The main aspects identified in the review carried out at the end of December 2024 were as follows:

- RTSH KUVENDI periodically broadcasts and rebroadcasts plenary sessions and meetings of the permanent and ad hoc parliamentary committees. However, the programming of this channel still does not include informative content, discussions, interviews, or consultations with experts and professionals regarding draft laws and other acts in the process of drafting and public consultation, which would be highly beneficial for viewers. This has also been a repeated recommendation of the Committee on Education and Public Information. Furthermore, we reiterate the suggestion that RTSH Kuvendi could prepare and broadcast programmes, documentaries, special features, etc., on the history of Albanian parliamentarism, prominent figures of the parliamentary past, as well as publications and presentations of the foundational acts of the European Parliament, etc.
- RTSH FËMIJË generally has programming that meets the requirements set out in the RTSH Public Service Broadcasting Contract. The inclusion of more recent films, as well as the production of interactive programmes, would make this channel more attractive, responding better to the tastes and demands of the younger generation. There is also a clear need to increase both the number and variety of programmes with and for children, particularly those targeting the 12 - 15 age group.

- AMA stands on the recommendation previously expressed that the teaching approach on the RTSH SHKOLLË channel could be conceptualized again by placing greater emphasis on the practical dimension, such as laboratory demonstrations, visits to historical and museum sites, production businesses and discussions with experts, according to the specific nature of the respective subjects. The enrichment of knowledge in vocational education would also represent an added value for this educational channel. The broadcast schedule of lessons delivered by subject teachers has remained the same as during the pandemic restrictions, when students were not attending school for objective reasons. Therefore, continuing with this time schedule, from the morning until the early afternoon hours, is not effective, as students are currently in school following the regular curriculum during this period. For weekends, the possibility should also be considered to increase entertaining and recreational programmes, while reducing the repetition of recorded subject explanations previously broadcast during the weekdays.
- Despite the difficulties in recruiting sign language experts, the RTSH 1 channel should continue, in a consistent manner, the broadcasting of news editions accompanied by sign language interpretation, in order to assist and support viewers who face hearing impairments. Furthermore, RTSH should consistently and fully comply with the requirements of Law No. 76/2014, on certain additions and amendments to Law No. 9636, dated 06.11.2006, “On the Protection of Health from Tobacco Products”, as amended. It should be recalled that Article 1 of this law states that RTSH “broadcasts every month educational programmes for the health protection from tobacco products, in accordance with the law on audiovisual media in the Republic of Albania”. These educational programmes have a total duration of 90 minutes and are broadcast between 08:00 and 22:00. One of these programmes, with a duration of 30 minutes, must be mandatorily broadcast between 17:00 and 22:00.

Following the official receipt from RTSH of the Draft Public Service Contract (protocolled at the institution under No. 3467/2, dated 12.12.2022), the draft underwent a detailed review phase, with ongoing correspondence throughout 2023 and on 31.01.2024, it was returned with the Authority’s comments for discussion with RTSH.

During 2024, despite the correspondence with RTSH regarding the corrections and additions to the draft public broadcaster contract, AMA, after reviewing the draft contract content, submitted its comments and proposals through official letter No. 201/1 prot., dated 06.02.2024, with the aim of improving the content in compliance with the organic law requirements.

Finally, RTSH, with letter No. 203/10 prot., dated 05.06.2024, submitted the 5-year Public Service Broadcasting Contract for the RTSH - AMA. This letter emphasizes that the RTSH Governing Council, by Decision No. 9, dated 08.04.2024, approved the revised public service broadcasting contract, which was signed by the Director General of RTSH.

At its next meeting, the Audiovisual Media Authority (AMA), with Decision No. 77, dated 09.07.2024, decided to:

1. Refuse the approval of the Public Service Broadcasting Contract between AMA and RTSH;
2. Require RTSH to revise the draft contract in accordance with AMA’s recommendations, as proposed in official letter No. 201/1 prot., dated 06.02.2024.

In accordance with the above and pursuant to Article 117, paragraph 3, of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania,” as amended, which states that “*AMA may sign a service contract of public broadcast or request for its revision within 30 days following its submission*”, RTSH has been requested to revise the draft public service broadcasting contract and submit it to AMA within the specified timeframe.

It should be noted that, as of the preparation of AMA’s annual report, the contract with the public broadcaster has still not been submitted and approved by AMA.

### 9.3 Frequency spectrum planning and management

The audio/audiovisual frequency spectrum planning and management is carried out in accordance with the provisions of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, as well as relevant national and international regulatory acts and by-laws. Effective management of the audio/audiovisual spectrum enables the new market operators licensing, ensures the avoidance of harmful interference both domestically and internationally and guarantees high-quality service for end users.

#### 9.3.1 Frequency planning for audiovisual services

Based on national and international legal and regulatory acts, the frequency bands allocated for Digital Terrestrial Television (DTT) transmissions are the UHF and VHF bands. According to the National Digital Plan (NDP), the UHF band is currently used by audiovisual operators, enabling digital transmissions throughout the country. The Albanian public broadcaster, RTSH, holds frequencies for two digital networks, while five national private digital operators each have frequencies for one digital network. Additionally, a local network has been licensed to provide service in the Elbasan allotment. The Digital Frequency Plan is presented as follows:

ALLOTMENTS	MUX-ET							
	MUX 1	MUX 2	MUX 3	MUX 4	MUX 5	MUX 7	MUX 6	Local
AL001D/ Shkodra	28	41	34	59	45	54	22	
AL002D/ Kukësi	26	32	50	40	42	52	36	

AL003D/ Dibra	38	24	<b>55</b>	30	25	<b>60</b>	<b>54</b>	
AL004D/ Lezha	43	23	33	46	29	na	na	
AL005D/ Tirana	34	21	41	<b>56</b>	<b>59</b>	39	<b>57</b>	
AL006D/ Elbasani	23	33	42	48	<b>49</b>	40	46	37
AL007D/ Fieri	27	31	35	28	22	45	29	
AL008D/ Berati	25	30	32	36	<b>54</b>	47	24	
AL009D/ Korça	43	45	<b>51</b>	<b>55</b>	<b>57</b>	27	21	
AL010D/ Gjirokastra	26	37	44	29	<b>50</b>	35	48	
AL011D/ Vlora	23	39	46	<b>57</b>	43	<b>51</b>	<b>53</b>	

### 9.3.2 Frequency planning for audio services

For the FM audio spectrum (87.5 – 108 MHz) planning and management, AMA has continuously and periodically assessed the availability of free audio frequencies and updated the Frequency Usage Plan for these services. The availability of free frequencies in the FM audio band remains a challenge for the regulator, as shortages are identified in regions with the highest demand, such as Tirana, Durrës, Fier and Vlora, while sufficient resources are available for other regions of the country.

In 2024, AMA conducted technical studies with the aim of:

- a) Renewing 11 licenses of entities providing analog audio transmissions;
- b) Expanding the licensing area of 3 entities interested in offering audio transmissions in various regions of the country;
- c) Modifying the technical transmission characteristics to ensure full coverage of the licensed area.

### 9.3.3 Audio and audiovisual frequency bands coordination

During 2024, AMA continued the coordination process with the countries party to the GE84 Agreement for analog FM audio transmissions, aiming to identify areas for optimization and the expansion of transmission capacities.

Based on coordination requests received from neighboring countries, AMA conducted technical studies and verified the compliance of proposals submitted by regional countries with the GE84 Agreement provisions. The administrations of Bosnia and Herzegovina, Bulgaria, Greece and North Macedonia requested AMA's approval regarding frequency assignments, in which Albania was considered affected by the requested modifications or additions.

Additionally, during this year, coordination procedures were carried out in accordance with:

- The Final Acts of the GE-06 Regional Conference (Region 1 and Region 3) regarding the plan for digital audio/audiovisual transmissions in the 174–230 MHz frequency band.

Within the coordination process framework for the VHF Band III for digital audio/audiovisual transmissions (using DVB-T2 and T-DAB technology) with countries bordering the Adriatic and Ionian Seas (Italy, Croatia, Slovenia, Montenegro, Bosnia and Herzegovina, Greece and Albania), initiated by the Italian administration, several meetings were organized during 2024, with the aim to ensure the efficient, proportional and interference-free reallocation and use of this band. Based on the GE-06 Plan, Albania can establish one national network for digital terrestrial audiovisual transmissions (DTT) and two national networks for digital terrestrial audio transmissions (T-DAB). Meanwhile, the draft new frequency reallocation plan for VHF Band III, compared to the GE-06 Plan, allows the Albanian administration, in addition to the above, to implement a third national network for digital audio T-DAB transmissions. The coordination procedure for VHF Band III will continue in 2025, with the aim of reaching an agreement on the use of frequency channels by each participating administration and finalizing proposals through the signing of a multilateral agreement among the participating countries.

#### **9.4 Addressing interference caused by audio/audiovisual operators**

##### **Avoidance of harmful interference**

As part of efforts to improve the interference identification originating from neighboring countries, as well as interference caused by transmitters within Albanian territory and to take measures to prevent it, AMA has continued in 2024 to place particular focus on monitoring the FM audio spectrum throughout the country. The monitoring aims to identify and promptly resolve interference caused by signals emitted from transmitters in neighboring countries.

In this context, AMA manages a centralized FM audio spectrum monitoring system across 12 transmission stations. This system monitors the FM audio spectrum online in the cities of Kukës, Shkodër, Lezhë, Durrës, Fier, Vlorë, Berat, Gjirokastrë, Korçë, Pogradec, Librazhd and Sarandë. In addition to enabling the immediate interference identification, the system allows for:

- a) Immediate detection of cases where market operators change frequencies;
- b) Immediate identification of illegal use of the audio spectrum;
- c) Verification of the actual transmission status of licensed audio entities (whether they are broadcasting or not);
- d) Monitoring of audio entities technical transmission parameters. In other cities, FM spectrum monitoring is carried out periodically through the Mobile Frequency Monitoring Center (MFMC).

### ***Interference caused within the country***

During 2024, AMA did not process any complaints regarding interference originating within the country.

### ***Interference caused to other countries***

Regarding audiovisual transmission interference in 2024, AMA handled complaints from the Montenegro, Greece, North Macedonia and Italy regulators, who reported high signal levels in their territories originating from our audiovisual transmitters. These signals caused interference with 5G mobile transmissions in the respective countries.

AMA was able to resolve some of these complaints through temporary transitional migrations, utilizing all available frequency spectrum capacities. However, under current conditions, it's not possible to implement additional temporary technical measures to fully eliminate interference with neighboring countries.

### ***Interference caused by audiovisual transmissions in the LTE 800 band***

Regarding internal interference, during 2024 AMA processed a complaint from the electronic communications operator "One Albania" JSC, concerning harmful interference in the LTE 800 transmission band in Gjirokastër County. To resolve the complaint, a joint monitoring team was established, comprising AMA, AKEP and the mobile operator. Following the necessary on-site verifications, the source of the interference was identified and addressed with the relevant operators.

### ***Interference caused by FM Transmissions in the aeronautical navigation band (108–137 MHz)***

Regarding interference caused by FM transmissions affecting neighboring countries, during 2024 AMA processed complaints from the North Macedonia and Croatia administrations concerning interference in the aeronautical band (108–137 MHz) from our operators "Radio Club FM" and "Radio MCN," respectively. In addressing this issue, the necessary verifications were carried out and measures were taken to adjust the technical transmission parameters of these operators, ensuring compliance with the permitted norms and thereby eliminating the harmful interference caused by these entities.

## **9.5 ICT sector**

During 2024, as part of the modernization and enhancement of technological capacities, a new IT infrastructure based on hyper-converged nodes (HCI) was established. This advanced technology provides high processing capacity and automated resource management, significantly improving the efficiency and performance of institutional services. The new system was implemented to

address the limitations of the existing infrastructure and to ensure a modern, secure and resilient platform for managing the institution's critical data and services.

Within the framework of this project, an advanced infrastructure based on hyper-converged node technology was established, providing optimized management of storage space and processing resources. Additionally, the existing network was upgraded with the installation of new firewall devices, ensuring a higher level of protection and secure communication with the virtualization nodes. To guarantee efficient use of this platform, specialized training sessions were organized for the IT staff, equipping them with the knowledge necessary to administer and operate the new infrastructure.

Data security and availability are key priorities of this new infrastructure. For this reason, measures were implemented to protect and store data in multiple copies, ensuring rapid recovery in the event of any incident. The improvements also resulted in a significant increase in system performance at the hardware level, including processing, data read/write operations and I/O performance. To maintain a high level of network security, dedicated solutions were deployed to protect the HCI infrastructure. Additionally, the new infrastructure has been designed to meet not only the current needs but also the institution's future requirements, providing the necessary capacity and specifications for hosting additional services and systems.

To ensure the stable and long-term operation of this advanced infrastructure, an annual maintenance plan has been developed. This plan aims to keep all technological equipment and systems performing at their optimal level, ensure protection against cyber threats and prevent unexpected interruptions to institutional services. Within this framework, regular updates of software and hardware are scheduled to address any security vulnerabilities and to ensure the efficient functioning of the system.

Another important project in 2024 was the implementation of a system for the digital archiving of the institution's documents and files. This system enabled the migration and organization of existing data into digital formats, creating a web-based platform for managing the digital archive. Through this system, compliance with international standards and Albanian legislation on electronic documents was ensured, automating the digitization process and guaranteeing the secure preservation of digital materials. This development has brought substantial benefits by improving document management and organization, enhancing access to information and ensuring more efficient administration.

In May 2024, the implementation of the digital archiving system for files and documents stored in the Audiovisual Media Authority archive was completed. Through this project, existing data were migrated to digital format, including previously digitized documents from the institution. This approach has facilitated the exchange of information between the institution, citizens and public administration, thereby increasing the efficiency of administrative processes.

The platform's respective modules operate in an integrated manner, enabling efficient exchange and transmission of information. The system is installed on one of the institution's servers and can be accessed exclusively via the internal network, ensuring data security and protection.

Through the implementation of this project, several key objectives have been achieved, including the deployment of a web-based information system for managing the digital archive. This system has significantly facilitated the administration, retrieval and processing of archival documents. Furthermore, compliance with general international archiving standards and with Law No. 10 273, dated 29.4.2010, "On the Electronic Document", as amended by Law No. 124/2016, has been ensured.

Another important aspect of this project has been ensuring uninterrupted system operation during working days, guaranteeing its availability and performance. To support this functionality, a training program was organized for both user and technical staff, allowing them to operate and maintain the system independently.

Additionally, the ICT sector, in collaboration with the Publishing and Engagement Directorate at AMA, has initiated the development of an automated system for collecting and analyzing data on audiovisual media service providers. Until now, the data collection process has been manual and slow, creating challenges in coordination and record-keeping. With the implementation of the new platform, AMA aims to ensure data automation and centralization, improving the accuracy of information processing and analysis, as well as enabling real-time monitoring of the audio and audiovisual market. This will assist in identifying market trends and issues, facilitating the review of complaints and supporting data-driven decision-making.

During 2024, the ICT sector initiated the development of an automated system for in-depth study and analysis of various aspects of the audio and audiovisual market dynamics in the Republic of Albania. This system will enable the data centralization from audiovisual media service providers and optimize their processing, thereby increasing efficiency and analytical capacity. The platform will assist in identifying market trends and issues, as well as in evaluating the performance of these entities. A major improvement will be the ability to access and monitor them in real time. With this platform, AMA will gain a comprehensive overview of the market, facilitating reporting and effective supervision.

## **10. THE AUTHORITY IN IMPLEMENTING RECOMMENDATIONS ISSUED BY THE SUPREME AUDIT INSTITUTION**

Based on the audit program No. 896/2 prot., dated 03.11.2022, the Supreme Audit Institution (ALSAI) conducted, during 2023, an audit at AMA with the objective “On Financial and Compliance Audit”, covering the period from 01.01.2019 to 30.06.2022, to verify the applicability of rules, laws and regulations.

By letter No. 896/9 prot., dated 18.05.2023, ALSAI submitted the Final Audit Report, emphasizing that, in general, the institution’s activities were carried out in accordance with the legal framework and the applicable by-laws. For material, but not widespread, deviations identified, the report provided the corresponding recommendations.

After evaluating the final report and its recommendations, AMA prepared a “Recommendation implementation matrix” as provided by ALSAI. Following an analysis of the situation, AMA determined the responsible structure and the implementation deadlines for the recommendations, both for proposals regarding legislative or by-laws amendments and improvements, as well as for organizational measures, including administrative and disciplinary actions.

Through the audit program No. 900/1 prot., dated 11.10.2023, with the objective: “Verification of the implementation of recommendations issued by ALSAI for the audit carried out in the first half of 2023,” the Supreme Audit Institution conducted the corresponding verification procedure regarding the recommendations implementation. On 29.12.2023, ALSAI submitted the Final Report to AMA, highlighting the opinion that, out of 46 recommendations, the implementation status is as follows:

- 30 recommendations have been fully implemented;
- 15 recommendations are in the process of implementation; and
- 1 recommendation has not been implemented.

The status of ALSAI recommendations that are in progress or not yet implemented has not resulted from inaction by AMA, but rather from the deadlines set by ALSAI, which extend beyond the period covered by this audit.

AMA continues to take measures to ensure the implementation of these recommendations.

In accordance with Audit Program No. 1479 prot., dated 12.12.2024, “*On the implementation of recommendations issued by ALSAI in performance audits conducted in the second half of 2023*”, ALSAI, through Verification Act No. 3, requested AMA to implement the relevant recommendations issued by ALSAI.

In response to Verification Act No. 3, dated 16.01.2025, issued by the Supreme Audit Institution, the Performance Audit Department administered within the Audiovisual Media Authority (AMA), with No. 230 prot., dated 16.01.2025, regarding the implementation of recommendations issued in

the performance audit entitled “*Ensuring the protection of copyright*”, AMA submitted the following observations:

- Regarding the non-compliance with legal deadlines for informing and reporting to ALSAI on the recommendations implementation under Articles 15 and 30 of Law No. 154/2014, dated 27.11.2014, “*On the organization and functioning of the Supreme Audit Institution*”, by the Audiovisual Media Authority (AMA), **we note that** during this period AMA did not undertake any legislative initiatives concerning “*Ensuring the protection of copyright*”, as legislative initiatives on this matter originate from the Ministry of Education, Culture and Information (MEKI) as the responsible ministry, and not from AMA. Furthermore, we emphasize that AMA has continued its work process by focusing on combating piracy and infringement of broadcasting rights, guiding its activities within the institutional legal framework, as established by Law No. 97/2013, “*On Audiovisual Media in the Republic of Albania*”, as amended.
- Regarding measures for legislative changes to avoid overlapping competencies within areas of responsibility, as well as the review/signing of cooperation agreements related to ensuring copyright protection, ISHMT and AMA are currently examining the legal and institutional frameworks for drafting a Memorandum of Understanding between the two institutions. The proposal for signing this Memorandum has been institutionally addressed, evaluating the key points of this cooperation and its continuity, as reflected in the correspondence attached to this comment. The beginning of 2025 will mark the actual inter-institutional initiation, which will continue with the signing of the Memorandum of Understanding between the two institutions.

## **11. THE AUTHORITY IN FULFILLING TRANSPARENCY AND ENHANCING INSTITUTIONAL IMAGE**

### **11.1 Internal Organization of the Institution**

#### **Internal Organization of the Institution**

In support of AMA's 2024 - 2026 Strategic Action Plan, approved by Decision No. 18, dated 26.02.2024, of its members, the Human Resources and Archives–Protocol Directorate, in the context of further developing capacities and improving the institution internal operational systems, has focused its work on the efficient management of human resources and the continued development of both current employees and newly recruited staff.

Regarding the positions within the current structure approved by the Parliament of the Republic of Albania's Decision No. 86/2022, "On the Approval of the Structure, Staffing and Categorization of Positions of the Audiovisual Media Authority (AMA)", for which legal and financial employment relationships are governed by Law No. 7961, dated 12.07.1995, "Labor Code of the Republic of Albania," as amended, a total of 3 employment contracts have been concluded for the respective vacant positions within the structure.

Additionally, the process of filling vacant positions for civil servants within the structure continued during 2024, with the preparation of the annual recruitment plan and the inclusion of all legal stages for each announced position.

During 2024, a total of 21 announcements were published for vacant positions in the civil service (according to the structure), of which 5 were not followed through with subsequent procedures. In these cases, no candidates applied during the respective phases of the recruitment process and in one case, candidates who were qualified in the first phase were not declared winners by the Evaluation Commission. Overall, during 2024, 17 recruitments were carried out for the respective vacant positions through legal procedures, culminating in the issuance of individual appointment orders. Currently, there are 7 vacant positions according to the structure, 6 of which are civil service positions and 1 position under an employment contract (Head of the Technical Sector / Inspection and Supervision Directorate). Among these 6 vacant civil service positions, 4 are executive-level employees (4 specialists), 1 is a lower managerial-level employee (Head of Sector) and 1 is a mid-managerial-level employee (Director of a Directorate).

Regarding the filling of vacant civil service positions during 2024, of the 17 civil servants appointed in total:

- 3 are mid-managerial level civil servants (two promoted internally and one through the external recruitment procedure);
- 7 are lower managerial level civil servants (two promoted internally and five through the external recruitment procedure);

- 7 are executive-level civil servants (one through the lateral transfer procedure and six through the external recruitment procedure).

## **11.2 Transparency program**

The Audiovisual Media Authority conducts its activities based on Law No. 97/2013, “On Audiovisual Media in the Republic of Albania”, as amended, and as an independent public institution, ensures transparency toward the public by implementing the provisions of Law No. 119/2014, “On the Right to Information”, as amended.

The Transparency program, published on the institution’s official website, has been revised and divided into several subcategories for the publication of information by the public authority. It includes the legal framework governing the authority’s activities, within the scope of Law No. 119/2014, “On the Right to Information,” as amended; the control and monitoring mechanisms overseeing AMA; information on AMA’s budget and financial data; details regarding procurement procedures, competitive concession processes and public-private partnerships; services provided by AMA; procedures and mechanisms for submitting opinions on the drafting of acts; frequently requested information and documents; and other information deemed useful for publication by AMA, etc.

The information made public through this program aims to ensure transparency in the Authority’s work activities by providing a detailed overview on its official website, <https://ama.gov.al/?lang=en>. The transparency program highlights the publication scheme, which shows the menus where each document is located on the official website, along with the corresponding link. In addition, every published document is kept up to date in both form and content.

AMA’s official website has been designed to provide information to the public without the need for requests, in an easily understandable format. The website sections also include information that is subject to limitations regarding the personal data identification to protect the privacy of individuals/entities, a process overseen by the data protection officer appointed by the institution as the responsible person.

AMA has adhered to the standard of asking for opinions, suggestions and proposals from stakeholder groups by rigorously implementing public consultation and advisory processes, through which submitted draft projects on AMA’s official website are improved. Additionally, the Authority publishes the “Registry of requests and responses”, which reflects all information requests received by the institution and the responses provided. This registry is updated monthly and published on the Authority’s website. During 2024, approximately 72 information requests were submitted to AMA, all of which were responded to within the legally prescribed timeframe (10 working days), marking a positive record for the Authority.

In service of the public and to improve administrative procedures, transparency also includes digital forms for complaints and applications, which simplify the processes for providing services to the public. Increasing the regulator's transparency and accountability contributes to strengthening citizens' trust.

Reducing bureaucratic burdens through communication with the public, as well as with the entities licensed/authorized by the Authority, is one of the institution's main objectives. This is facilitated by AMA's official email, [info@ama.gov.al](mailto:info@ama.gov.al), with responses provided within the deadlines established by Law No. 119/2014, "On the Right to Information," as amended. Furthermore, since social media platforms such as Facebook and Instagram are widely used by citizens, AMA maintains official accounts on these networks, which has enhanced interaction with the public and is viewed as an efficient way to achieve objectives more quickly and with reduced bureaucracy.

AMA has published a database containing information on audio and audiovisual operators in the Republic of Albania, available in the *OSHMA* section on its website. This database includes information on all audiovisual media service providers authorized/licensed by AMA, presented in a format that is easily accessible and usable by citizens and stakeholder groups.

Another achievement of the Audiovisual Media Authority in 2024 is the publication of a digital database detailing the ownership structure of audiovisual media service providers authorized/licensed by AMA. This database is readily available and can be accessed by any interested party, as its design and structure have been developed to ensure clarity and comprehensibility for all users. This information can be found on AMA's website under the section "Media Ownership Transparency".

The Audiovisual Media Authority premises are open for meetings with citizens who have complaints or questions, as well as with entities experiencing uncertainties in completing documentation, difficulties during the application process, or inquiries regarding the issuance or renewal of licenses. The Directorates of the Authority, primarily led by the respective directors, hold face-to-face meetings in the waiting area, providing necessary information directly to the entities or citizens and thereby avoiding bureaucratic delays that can arise through written communication. Furthermore, to maintain communication and transparency between the Authority and stakeholders/citizens, AMA's official website publishes, in addition to the official email address, the emails and phone numbers of each directorate. This facilitates direct communication and allows issues to be addressed by the relevant department efficiently.

Through the entry into force of the latest amendments to Law No. 97/2013, dated 19.03.2013, "On Audiovisual Media in the Republic of Albania", as amended, which were primarily enacted to align national legislation in the audiovisual media sector with EU Directive 2018/1808 (Audiovisual Media Services Directive), the Authority's obligations have been strengthened to ensure more accessible access to information for persons with disabilities.

The designation of a contact person on the official website for providing information and receiving complaints, easily accessible to persons with visual or hearing impairments, supports AMA in achieving its objectives under the organic law on audiovisual media, as well as in implementing best practices established by EU law regarding the right of access to information for communities with partial or complete visual or hearing impairments, whose ability to perceive audio or audiovisual signals is limited to the extent that it prevents them from enjoying the right to information.

Secondly, regarding accessibility elements for persons with disabilities, analyzed within a broader framework, the National Action Plan of the Republic of Albania for Persons with Disabilities (NAPPWD 2021–2025), approved by Council of Ministers Decision No. 276, dated 12.05.2021, includes in its specific objective No. 3: “*ensuring accessibility to information and communication for persons with disabilities*”, specifically addressing the accessibility of this category to websites. The goal of web accessibility is to remove barriers for persons with disabilities in the use of websites.

- Individuals who are blind or have visual impairments require websites to be compatible with screen readers that read text aloud; provide alternative text for images and describe visual content; allow for resizing of text, images and page layouts; and offer alternative navigation tools for browsing the web.
- Persons who are deaf or hard of hearing require captions for all content, including videos, multimedia players and applications.
- Persons with mobility impairments may require additional time to navigate websites.

The planned measures aim to improve the existing legal framework, including the development or adaptation of standards for ensuring web accessibility, in order to guarantee that persons with disabilities have equal access to public sector websites, services, applications and their content.

### **11.3 Authority’s activities**

During 2024, AMA continued its activities with stakeholders on matters of importance affecting the audiovisual media sector. Within the framework of the Broadcasting Code reviewing process, align national legislation with the EU acquis, strengthen cooperation with partners and regulators in the region and beyond, as well as other significant issues, AMA carried out a series of activities and meetings, including:

- **AMA as initiator of the Audience Measurement process**

In 2024, AMA began the year by organizing three highly significant roundtables, marking the launch of the Audience Measurement process in Albania.

- **The first roundtable** was held on 15 January 2024, with the participation of all audiovisual service providers and various agencies operating in the audience measurement field.
- **The second roundtable** took place on 31 January 2024, again bringing together audiovisual service providers and advertising/marketing agencies. Participants were introduced to several models followed by other countries in the region and the EU for conducting the Audience Measurement process. During this meeting, key initial decisions were made, including the agreement on the composition and number of members for what will be called the Joint Industry Committee.
- **The third roundtable**, held on 6 February 2024, brought together audiovisual service providers holding regional licenses. The purpose was to select three of these providers to serve as members of the JIC until the next election, thereby completing the full composition of the Committee, as follows:
  - 1- Radio Televizioni Shqiptar (Public Television);
  - 2- Top Channel (National Audiovisual Service Provider);
  - 3- TV Klan (National Audiovisual Service Provider);
  - 4- Vizion Plus (National Audiovisual Service Provider);
  - 5- ABC News (Regional Audiovisual Service Provider);
  - 6- Euro Balkans News (Regional Audiovisual Service Provider);
  - 7- News 24 (Regional Audiovisual Service Provider);
  - 8- Ogilvy Albania (Advertising Agency);
  - 9- Plus Media (Advertising Agency).

Finally, on 10.07.2024, after six months of continuous discussions with media stakeholders to find a common formula that would include both the main media actors and advertising agencies, the official establishment of the Joint Industry Committee (JIC) was agreed upon. Following an encouraging process for all parties, under the guidance of the Audiovisual Media Authority, JIC, as a fully organized entity with all its actors, is now set to take the next step: registration with the court. This registration will practically enable the start of the audience measurement process, serving as an important instrument, among other things, for identifying the media impact on the broader public.

➤ **Other promotional meetings of values organized by AMA**

**Another notable meeting** during 2024 took place on **13 February 2024** in Gjirokaštër, on the occasion of **World Radio Day**, designated by UNESCO as an effort to highlight the importance of this medium in society. This event, organized by AMA, was attended by various personalities, representatives of audio service providers in the Gjirokaštër region, journalists, etc. The purpose

of this ceremonial meeting was to emphasize AMA's appreciation for such media, recognizing them as a vital part of society due to the role and impact they carry.

**On 20 February 2024**, AMA organized another significant event aimed at raising awareness among audiovisual service providers and journalists on the proper and correct use of the Albanian language, as a guiding principle that also directs these service providers' activities, in accordance with the law. The **Speak Albanian Conference** brought together linguists, journalists, professors, academics and journalism students in a joint roundtable, where they discussed the importance of preserving the purity of the Albanian language in audiovisual broadcasts, as well as curbing the unnecessary use of foreign words.

➤ **Development of the Media Literacy Campaign in Kindergartens, Tirana**

During the first period of 2024, the Council of Complaints within AMA organized a series of meetings in kindergartens across the capital as part of its media literacy campaign. The aim of these informative and educational sessions was to familiarize parents and educators with the risks that children may face while navigating the internet, the challenges involved and how to appropriately respond to such risks, with the ultimate goal of protecting minors from exposure to dangers in the online environment.

Due to the specific developmental characteristics of children and the need to guide them in the media and digital world, especially at a critical stage of their lives such as entering school, AMA's Media Literacy initiative focused on 20 kindergartens across all administrative units of Tirana. In each kindergarten visited by AMA teams, informative and educational discussions were conducted in collaboration with parents, grandparents and educators. Informative videos produced by AMA were presented and printed materials created for this purpose were distributed. Special attention during these sessions was given to guiding children in the audiovisual environment, using protective mechanisms for their physical and mental well-being, exercising parental control over children's online presence and behavior, managing screen time and protecting them from cyber risks.

In each meeting, participants expressed interest and requested more information on the proper use of the internet, the importance of protecting personal data in digital environments, as well as on tools and measures to safeguard against risks arising from the cyberspace.

➤ **AMA - EU, bilateral screening meetings with European Commission services (DG NEAR and DG CONNECT)**

Between January and May 2024, AMA's representatives reported in bilateral screening meetings with the European Commission services (DG NEAR and DG CONNECT) on the progress achieved by the institution regarding the alignment of national legislation with the EU acquis and

the implementation of the measures adopted. The discussions covered several accession chapters in which AMA has made a concrete contribution (Chapter 23 “Judiciary and Fundamental Rights”, Chapter 10 “Information Society and Media”, Chapter 24 “Justice, Freedom and Security”, Chapter 7 “Intellectual Property”, Chapter 28 “Consumer Protection”, Chapter 31 “Foreign, Security and Defence Policy”, etc.).

These meetings focus was on the progress in implementing freedom of expression and media standards, media literacy, media ownership transparency, audience measurement in terms of media market transparency, media monitoring during electoral processes, the information society, the functioning of democratic institutions, etc. Throughout this ongoing process, AMA has received the highest evaluations from European Union institutions for its role and impact in advancing these areas, which are of particular importance in Albania’s European integration process.

➤ **Periodic reporting within the framework of international and inter-institutional commitments**

The International Legislation and Integration Sector also carries out periodic quarterly (3-month) and semi-annual (6-month) reporting within the international commitments framework regarding the monitoring and implementation of the institutional measures necessary to fulfil the objectives and tasks set by the Commission in the audiovisual media field. Below we list the periodic and continuous contributions:

- Contribution to the Action Plan and the Indicators Passport within the framework of the Intersectoral Justice Strategy 2024 - 2030, drafted by the Ministry of Justice, in its role as the lead institution for the drafting and monitoring of strategic policies in the justice field (response to letter no. 4015 prot., dated 19.07.2024, registered with our letter no. 2184 prot., dated 22.07.2024);
- Contribution regarding the draft decision and strategic documents prepared by the Ministry of Justice, “On the approval of the Intersectoral Justice Strategy 2024 - 2030, its Action Plan and the Indicators Passport”;
- Contribution regarding Albania’s Fourth Periodic Report within the implementation framework of the United Nations Convention on Economic, Social and Cultural Rights, addressing the Committee on Economic, Social and Cultural Rights (CESCR) recommendations.
- Contribution of the Audiovisual Media Authority regarding the Draft Action Plan for Phase V (2025–2029) of the World Program for Human Rights Education (WPHRE), in accordance with Human Rights Council Resolution 54/7;
- Contribution of the Audiovisual Media Authority regarding the implementation of the recommendations for paragraphs 19.b and 35–36 of the CERD/C/ALB/CO/13–14 Concluding Observations of the Committee on the Elimination of Racial Discrimination

(CERD) within the framework of the International Convention on the Elimination of Racial Discrimination;

- Participation in the working group meetings established pursuant to Order No. 39, dated 24.01.2024, “On the establishment and functioning of the interinstitutional technical working group for drafting amendments to Law No. 9870/2008 ‘On Gender Equality in Society’”, as well as the provision of AMA’s contribution to the drafting of amendments to Law No. 9870/2008 ‘On Gender Equality in Society’ (period May - July 2024).
- Provision of contributions within the CEFTA Agreement framework, regarding the commitments undertaken by Albania as a result of its membership in the World Trade Organization (WTO);
- Contribution of the Audiovisual Media Authority to the preparation of the National Report on the Declaration and Platform for Action implementation;
- Contribution of the Audiovisual Media Authority within the framework of the Intersectoral Strategy for the Protection of Victims 2024 - 2030 implementation.
- Contribution of the Audiovisual Media Authority regarding the Growth Plan Reform for the freedom of expression improvement in accordance with EU standards, within the Rule of Law framework;
- Contribution of the Audiovisual Media Authority through the completion of the questionnaire on Hate Speech;
- Contribution of AMA within the framework of the commitment to draft the National Report of the Universal Periodic Review (UPR) regarding the recommendations implementation level according to its field of responsibility;
- Contribution to the drafting, amendment and finalization of the regulation “On the specific requirements that video-sharing platform providers must fulfil for the establishment and operation of transparent, effective and user-friendly systems”;
- Contribution of the Audiovisual Media Authority within the framework of the Program for Suicide Prevention in Albania 2025–2030;
- Drafting of the cooperation agreement between the General Directorate of the State Police and the Audiovisual Media Authority;
- Contribution of the Audiovisual Media Authority regarding the Action Plan of the National Intellectual Property Strategy 2022–2025;
- Contribution regarding the Action Plan for the Recommendations implementation under the Convention on the Rights of the Child (CRC);
- Participation in the Interinstitutional Working Group on European Integration meetings for Chapter 23 “Judiciary and Fundamental Rights” and the Political Criterion;
- Participation in the online meeting organized by the European Union Agency for Fundamental Rights (FRA) in cooperation with the European Commission, 2nd Xchange related to the EU Charter of Fundamental Rights.

- Participation in the trainings held at the Ministry of Infrastructure and Energy within the framework of the efficient use of the European Integration and Accession Platform (PIEA) for Chapter 10 “Digital Transformation and Media”;
- Participation in the meeting within the process framework of drafting the contribution to the European Union Rule of Law Report 2025, held at the Ministry of Justice;
- Participation in the meeting for the Intersectoral Strategy for the Protection of Victims 2024–2030 monitoring, held at the Ministry of Justice;
- Review, analysis and preparation of the contribution for the Reporting Instrument for the third semester (July - September period) of 2024, within the framework of the Semester Package & European Integration (PSIE) 2024, for Chapter 31 “Foreign, Security and Defence Policy”;
- Review, analysis and preparation of the contribution for the period January - December 2024, within the framework of the Semester Package & European Integration (PSIE) 2024, for Chapter 31 “Foreign, Security and Defence Policy”.
- Assessment of the 2024 European Commission Screening Report and the commitments within the negotiating framework of Chapter 31;
- Contribution regarding the tasks assigned by the 2024 European Commission Screening Report within the framework of Chapter 31;
- Official response letter regarding the Audiovisual Media Authority contribution for Chapter 31 “Foreign, Security and Defence Policy” (response to letter no. 9486/1 prot., dated 26.06.2024, registered with our letter no. 2007 prot., dated 01.07.2024);
- Assessment of the 2024 European Commission Screening Report and the commitments within the negotiating framework of Chapter 10.
- Review and preparation of the contribution for the Fourth Semester (October–December) of 2024 within the Semester Package & European Integration (PSIE) 2024 framework, referring to Chapter 10 “Digital Transformation and Media”;
- Review and preparation of the contribution for the period January–December 2024, referring to Chapter 10 “Digital Transformation and Media”;
- Provision of contribution regarding the guiding questions within the framework of Chapter 10 “Digital Transformation and Media”;
- Preparation of comments and revision of the negotiating position within the framework of Chapter 10 “Digital Transformation and Media”;
- Second contribution of the Audiovisual Media Authority within the Progress Report for Chapter 10 framework;
- Review and preparation of the contribution for the second quarter of 2024, referring to Chapter 7 “Intellectual Property”.
- Provision of AMA’s contribution regarding the European Integration Semester Package for Chapter 7 “Intellectual Property” for the second and fourth semesters of 2024;

- Provision of contribution on the tasks arising from the European Commission’s 2024 Progress Report for the periods January–July and October–December 2024, referring to Chapter 7 “Intellectual Property”;
- Review and preparation of contributions for the first, second, third and fourth semesters of 2024 regarding the monitoring of the Rule of Law Roadmap measures implementation, within the framework of Chapter 23 “Judiciary and Fundamental Rights”;
- Provision of contribution on the recommendations implementation issued in the 2024 Rule of Law Report;
- Provision of AMA’s contribution regarding the monitoring of the Semester Package & European Integration for the period October–December 2024, within the framework of “Functioning of Democratic Institutions”.
- Preparation of the contribution regarding the progress of measures outlined in the Guidelines on Freedom of Expression, within the framework of Chapter 23 “Judiciary and Fundamental Rights”;
- Providing input in response to questions sent by the Commission concerning “Media Pluralism and Media Freedom”, under Chapter 23 “Judiciary and Fundamental Rights”, as requested by the Ministry of Justice;
- Submission of AMA’s contribution regarding the draft 2024 Rule of Law Report, within the framework of Chapter 23 “Judiciary and Fundamental Rights”;
- Providing AMA’s periodic contribution on the Rule of Law Checklist progress for the period January–June 2024, within the framework of Chapter 23 “Judiciary and Fundamental Rights”;
- Contributing to the preparation of the 2025 European Integration Semester Plan with reference to Chapter 28 “Consumer Protection and Public Health”;
- Reviewing the negotiating position of Cluster 2 “Internal Market” within the framework of Chapter 28 “Consumer Protection and Public Health”.
- Preparation of AMA’s periodic semester report for the period April–June 2024, within the framework of Chapter 28 “Consumer Protection and Public Health”;
- Providing AMA’s contribution to the National Plan for European Integration (NPEI) 2025–2027 with reference to Chapter 23 “Judiciary and Fundamental Rights”, concerning concrete political, legal, institutional, or administrative measures, the envisaged timeframe for their implementation and the financing method;
- Providing AMA’s contribution to the planning of the European Integration Semester Package for “Functioning of Democratic Institutions” (FDI) for 2025;
- Providing AMA’s contribution to the National Plan for European Integration (NPEI) 2025–2027 with reference to Chapter 10 “Digital Transformation and Media”, concerning concrete political, legal, institutional, or administrative measures, the envisaged timeframe for their implementation, and the financing method.

- Review and submission of consent within the framework of the National Plan for European Integration (NPEI) 2025–2027, with reference to Chapter 3 “Right of Establishment and Freedom to Provide Services”;
- Submission of information on the capacities and structures adequacy regarding the Capacity Assessment Framework (CAF) report in follow-up to point 3 of the Operational Conclusions, within the Chapter 10 and Chapter 28 framework;
- Providing AMA’s contribution to the National Plan for European Integration (NPEI) 2025–2027 with reference to Chapter 28 “Consumer Protection and Public Health”;
- Providing AMA’s contribution to the National Plan for European Integration (NPEI) 2025–2027 with reference to Chapter 31 “Foreign, Security, and Defence Policy”, concerning concrete political, legal, institutional, or administrative measures, the envisaged timeframe for their implementation and the financing method;
- Preparation of the National Activity Report Package of NPEI & European Integration Capacity Index Assessment for Q4 (October–December 2024), as well as follow-up for the preparation and finalization of the European Integration Management Plan for Strengthening Administrative Capacities 2025, for each chapter to which AMA contributes.

➤ **Meetings within the framework of cooperation with counterparts from the region and beyond**

Throughout 2024, AMA continued its cooperation with regulators from regional countries, such as IMC, AVMU, AEM of Montenegro, etc. Meetings were held between AMA and its regional counterparts, with the main focus on fostering collaboration among regulators on key issues in the audio and/or audiovisual media sector, both current challenges and those that may arise in the future. The core of these meetings was the exchange of experiences among regulators on matters such as programme monitoring methods, handling of complaints, audio-audiovisual frequency spectrum management and drafting of by-laws in line with the approximation of national legislation with the EU acquis, etc.

➤ **Meetings between AMA and the Independent Media Commission, Kosovo**

Cooperation between AMA and the IMC continued throughout 2024 through mutual visits. Both regulators exchanged their experiences on key issues, with particular emphasis on discussions regarding the harmonization of national legislation with the EU acquis and the importance of ongoing collaboration between the two regulators.

➤ **Meetings between AMA and the Audiovisual Media Services Agency, North Macedonia**

The Audiovisual Media Services Agency organized the International Regulatory Conference (IRC) 2024 on the occasion of World Telecommunication Day, held on 14–15 May 2024.

IRC 2024 was a significant event in the communication technology field, highlighting the challenges, opportunities and innovations associated with the use of frequencies across the region. The meeting emphasized the importance of coordination among neighboring countries for the VHF III band, with the aim of implementing DAB+ technology and sought to establish an international cooperation and awareness network to support the sustainable and technologically advanced development and use of the frequency band for the benefit of all stakeholders.

➤ **Meetings between AMA and Audiovisual Regulators of the Western Balkans (IMC, IRC and AMU)**

The creation of a Digital Agenda for the Protection of Children in the Western Balkans was the focus of the first regional conference, organized in Tirana by the Audiovisual Media Authority in cooperation with the Center for Children’s Rights in Albania (CRCA/ECPAT). The roundtable was attended by TikTok platform representatives, regulators from Montenegro, Kosovo and North Macedonia, as well as sector experts. In August, AMA established a cooperation agreement with TikTok, which has proven highly successful to date. Aiming to regulate Video Sharing Platforms, as mandated by law, AMA created a dedicated link on its official website where citizens can report TikTok content they consider harmful. Reports submitted through this link are reviewed by AMA teams and content found to violate the law is reported to TikTok. AMA’s Chairwoman, Armela Krasniqi, invited counterparts from Montenegro, Kosovo and North Macedonia to the roundtable in Tirana, organized with TikTok and CRCA/ECPAT Albania, to enable the replication of this practice in other Western Balkan countries. The heads of the regulators who attended the meeting, Branko Boskovic and the Executive Director Suncica Bakic from the Montenegrin regulator, Jeton Mehmeti from IMC Kosovo and Selver Ajdini from the North Macedonia regulator, presented the overall situation in their respective countries regarding Video Sharing Platforms in general and TikTok in particular. All parties agreed on the need for cooperation between regulators and platforms and the establishment of a co-regulation framework to ensure a safe digital environment for citizens. The overall objective of TikTok’s Digital Agenda for the Western Balkans is to support the development of digital and online safety skills in six countries: Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia.

➤ **Interinstitutional cooperation**

Interinstitutional cooperation, as well as collaboration with international partners, was extensive and highly positive throughout 2024. AMA participated in a number of cooperation roundtables with other national institutions to address various issues and challenges, as well as within the framework of aligning legislation with the EU acquis. These meetings were held with authorities such as AKEP, OSSH, ISHTI, RrTL, the Albanian State Police, the Ministry of Culture, the Ministry of Finance, the Ministry of Justice, the CEC, the Competition Authority, etc., as outlined below:

– *Meetings on electoral processes*

The year 2024, as a pre-electoral year, contributed to close and positive cooperation between the Audiovisual Media Authority and the Central Election Commission. Several meetings were held in which AMA participated through its representatives, both in preparation for the start of the electoral campaign and following its conclusion. The focus of these meetings included issues such as the electoral processes digitalization, ethical standards, media's role and responsibility, as well as the use of hate speech during the electoral campaign, with the aim of preventing and/or addressing potential issues that may arise during this process in relation to the audio and audiovisual media field.

– *Meetings with ministries within the framework of aligning legislation with the EU acquis*

Throughout the 2024 calendar year, AMA participated in several meetings with various ministries as part of the cooperation process aimed at aligning national legislation with the EU acquis in a number of negotiation chapters to which AMA provides a concrete contribution. Specifically, meetings were held with the Ministry of Culture, the Ministry of Justice and the Ministry of Finance and Economy, in relation to chapters such as Chapter 23 “Judiciary and Fundamental Rights”, Chapter 28 “Consumer Protection”, Chapter 7 “Intellectual Property”, etc.

➤ **Meetings with international partners**

AMA held a series of periodic meetings with various international partners, such as the OSCE/ODIHR, Council of Europe, etc. The focus of these meetings primarily concerned issues related to media monitoring during the electoral process, disinformation, freedom of expression and media freedom, media literacy, etc.

– *Cooperation between AMA and OSCE/ODIHR*

AMA continued its close cooperation with its international partner, the OSCE/ODIHR, throughout 2024, by participating in conferences and roundtables organized by this important partner, as well as by hosting high-level delegations of OSCE/ODIHR representatives at the Authority's premises. The focus of these meetings included issues in which AMA has been actively engaged, such as the audience measurement process, proposed legal amendments to AMA's organic law, alignment with EU directives, technological developments, the need to regulate video-sharing platforms, the impact of artificial intelligence, etc. These meetings also placed particular emphasis on AMA's preparations for monitoring the media coverage of the electoral campaign by audiovisual media service providers for the 2025 general elections. In this context, discussions also addressed AMA's cooperation with the CEC in training the monitors involved in the process, as well as the issuance of reminder notifications to audiovisual media service providers regarding the need to comply with the standards and requirements set out in the Electoral Code, etc.

– *Cooperation between AMA and the Council of Europe*

AMA also continued its close cooperation with the Council of Europe throughout 2024, through meetings and roundtables held both at the Authority's premises and outside the institution. The focus of these meetings included AMA's engagement in various processes, such as audiovisual media ownership transparency, an initiative that has already been implemented, as well as the co-regulation of video-sharing platforms, initially launched with TikTok as a first step. Other topics discussed included media freedom, media literacy and the functioning of AMA's key departments, as well as the monitoring of media service providers during electoral campaign periods, in compliance with the Electoral Code and the methodology approved by the Central Election Commission for the audio and audiovisual media monitoring.

The Audiovisual Media Authority (AMA) has also played an important role as the Secretariat holder of the Alliance against Hate Speech, contributing to efforts aimed at combating this phenomenon and promoting a responsible and respectful media environment.

This engagement has been part of close cooperation with the Council of Europe Office in Tirana and the Delegation of the European Union to Albania, which have supported this initiative with the aim of improving the media environment in the country. Within the framework of this cooperation, AMA has organized discussion roundtables with various media stakeholders, the Faculty of Journalism, representatives of civil society, the Ombudsman and the Commissioner for Protection from Discrimination. These roundtables have provided an opportunity for the exchange of ideas and for in-depth discussions on issues related to hate speech in the media and possible ways to address it. Through these discussions, important topics were addressed, such as media literacy, the improvement of journalists' professional standards and the role of the media in promoting an open and democratic society in which every individual can express themselves without fear of discrimination or offense. The importance of strong cooperation between public institutions and civil society was also emphasized in order to ensure a fair and equal environment

for all. This engagement, carried out within the framework of cooperation with the Council of Europe Office, has contributed to raising public awareness of the consequences of hate speech and has supported the development of constructive and respectful debate in the media. It has also served as an opportunity to strengthen a culture of dialogue and mutual understanding, as well as to ensure that the media functions as a tool that promotes the values of democracy, diversity and equality.

The Council of Europe Office in Tirana has consistently been an important partner for AMA, assisting and supporting the Authority in several key areas with the aim of achieving European Union standards.

– *Meetings between AMA and regulatory authorities of EU Member States*

During the period July - November 2024, AMA's Chairwoman held consultative meetings and exchanged experiences with representatives of regulatory authorities from several EU Member States.

She also participated in the 21st and 22nd Plenary Assemblies of European Regulators Group for Audiovisual Media Services (ERGA), where participants, comprising high-level leaders of independent national regulatory authorities in the audiovisual media services field, focused on reconsidering the entire legal framework in line with the evolving dynamics of the media market. During these meetings, AMA's Chairwoman emphasized that the institution has both the willingness and the capacity to apply the same regulatory instruments used by regulators in the 27 EU Member States.

Furthermore, in all meetings with high-level representatives of European regulatory authorities, discussions focused on European best practices regarding transparency in the audiovisual media field and the possibilities for aligning them with Albania's national legislation. These practices will serve as a reference for the drafting of the relevant secondary legislation.

– *AMA's representation in international platforms in the audiovisual media field*

During 2024, the Audiovisual Media Authority participated in a number of meetings and conferences held abroad with European Union institutions and counterpart regulatory authorities from the region, Europe, and beyond the European continent. The meetings attended by AMA were of particular importance both in the context of the EU integration process and the alignment of Albanian legislation with EU directives, as well as for the exchange of best practices among regulatory authorities on sensitive issues faced by the media environment. Among these, several meetings of particular significance can be highlighted, as outlined below:

1. **ERGA:** European Regulators Group for Audiovisual Media Services (ERGA) is a coordinating structure that brings together high-level representatives of independent national regulatory authorities in the audiovisual media services field from EU Member States and candidate countries. For this reason, AMA has periodically attended the meetings organized by this platform. Throughout 2024, AMA participated in six ERGA meetings, including the two annual plenary sessions. These plenaries focused primarily on issues such as the protection of children from exposure to inappropriate audiovisual content, hate speech, policies related to the European Media Freedom Act (EMFA), the Audiovisual Media Services Directive (AVMSD), the Video-Sharing Platforms (VSPs) regulation, etc. Additional meetings were conducted in the form of workshops, focusing on the same themes, from which AMA gained knowledge and practical insights into the challenges faced by regulators through various simulations and case studies.
2. **EPRA:** The European Platform of Regulatory Authorities (EPRA) is the oldest and largest network of broadcasting regulators, providing an ideal environment for the exchange of information, cases and best practices among broadcasting regulators across Europe. During 2024, AMA attended three EPRA meetings, including two Plenary Assemblies held in Rotterdam and Limassol, as well as multilateral conferences addressing key topics for the audiovisual media landscape, such as the protection of journalists and access to information for individuals belonging to national minorities.

Of particular significance, in 2024, AMA's Chairwoman, Ms. Armela Krasniqi, was elected Vice-Chair of EPRA by a majority vote. This marked a very important milestone for AMA specifically, and for Albania more broadly, as it represented the first time the Authority secured such a position within a key platform in the audiovisual media field. This followed the Chairperson's election as President of the Mediterranean Network of Regulatory Authorities in September 2023, further highlighting AMA's growing presence in the international arena of audiovisual media regulators.

3. **The European Audiovisual Observatory:** The Observatory is an organization under the auspices of the Council of Europe, providing a European comparative overview of the audiovisual industry across 40 Council of Europe member states, as well as detailed analyses of national and regional audiovisual industries. During 2024, AMA's representatives participated in three meetings organized by the Observatory, of which AMA is also a member. These engagements aimed to strengthen professional capacities regarding regulatory aspects of the European audiovisual media landscape.
4. **WorldDAB:** WorldDAB is a global industry forum for DAB+ digital radio, of which AMA has been a member since 2023. During 2024, AMA was represented in four WorldDAB meetings held in various countries. These meetings focused on the exchange of experiences

and knowledge regarding the development of DAB+ networks, the role of emerging technologies and the use of artificial intelligence techniques in their advancement, etc.

5. **MNRA:** In 2024, AMA participated in the meetings of the Mediterranean Network of Regulatory Authorities, beginning with the Technical Group meeting, where members discussed and agreed on preparatory aspects related to the organization of the Plenary Assembly of the platform. The 23rd Plenary Assembly was held in Yerevan, where the host country's regulatory authority also held the position of Vice-President of MNRA. AMA was represented at this Assembly by Chairperson Ms. Armela Krasniqi, in her capacity as President of the Network. During the Assembly, participating authorities exchanged experiences and studies conducted in their respective countries on key issues in the audiovisual media sector, including media literacy, the management of digital platforms to promote freedom of expression, human rights, gender representation in the media, etc.
  
6. **UNESCO:** In 2024, AMA participated in one of the most significant events organized by UNESCO, namely the Global Conference, also known as the "Global Networks Forum". During the Forum, discussions focused on current phenomena that threaten democratic societies, may provoke conflicts, hinder peacebuilding processes and undermine people's right to access verified information, which is essential for the quality of collective public debate. The sessions particularly emphasized the management and administration of online platforms, considering their large user bases, with the aim of protecting users from harmful, misleading, or violent content. In its capacity as President of the Mediterranean Network of Regulatory Authorities (MNRA) and as the audiovisual regulator of the Republic of Albania, AMA participated in UNESCO's inaugural "Global Networks Forum" on Online Platform Governance. With over 200 participants from countries around the world, this conference, held in Dubrovnik, was attended by high-level UNESCO officials, the Head of EU Regulators, Giacomo Lasorella, the Vice-President of European Regulators, Stanislav Matejka, the President of African Regulators, Latifa Akharbach, the Vice-President of Francophone Regulators, Denis Rapone, the Executive Secretary of Iberian Regulators, Mònica Duran Ruiz, the Director of Online Safety Regulators, Camilla Bustani, etc. Following the adoption of UNESCO's Guidelines, the conference aimed to establish the Global Networks Forum as a community designed to bring together international electronic audiovisual media entities and regulators in the fight against disinformation, hate speech and for the promotion of media literacy. During the meeting, Chairwoman Ms. Armela Krasniqi presented to the participants the steps taken by AMA to improve the legal and sub-legal framework, fully aligned with EU Directives and Recommendations, to ensure the protection of human rights, freedom of expression and the fight against disinformation and hate speech.

7. During 2024, AMA was also represented at a high level in other international activities, including platforms organized by its counterpart regulatory authorities. These events addressed the latest technological developments in broadcasting, as well as the challenges of managing and administering digital platforms to protect the public from harmful, defamatory, violent, or misleading content. Each of these activities carried significant importance, as these regulatory forums provide a space where delicate issues and challenges faced by regulators are discussed, challenges that are largely common across all jurisdictions.

#### **11. 4 AMA in cooperation with partners**

Since 2015, the Authority has maintained close cooperation with institutions and organizations working in the media sector, developing projects aimed at improving media infrastructure, promoting high ethical standards in the media field, addressing various aspects of the audio and audiovisual market, research, studies and analyses of contemporary media phenomena and developments, as well as the publication in Albanian of foreign literature on media, etc. The Publishing and Engagement Directorate oversees and closely monitors the entire process of providing funding support for project proposals in the media sector.

Projects implemented by the Audiovisual Media Authority, in cooperation with entities operating in the media sector, aim to conduct quantitative and qualitative studies and research, organize capacity-building and training activities, run awareness-raising and informational campaigns and produce publications and translations in the media field.

For 2024, the Audiovisual Media Authority identified nine main project directions, of which two have been completed, while the remaining projects are ongoing and expected to be finalized according to their respective timelines. During 2024, the following projects were implemented:

- **“The role and impact of audiovisual media on the effectiveness of traffic rule enforcement and accident reduction”**

This project facilitated the publication of a guide designed to foster increased cooperation between relevant authorities, media organizations and community groups to create a unified approach for promoting compliance with traffic regulations. The manual included recommendations and conclusions, recognizing that road safety remains a critical global concern and that innovative solutions are necessary to address the actual number of road accidents. Distributing the guide among journalists and managers in the audiovisual media sector provided concrete support in improving reporting practices and expanding their knowledge on the effectiveness of traffic rules and accident reduction measures. This project was completed on 01/11/2024.

- **“The role and impact of audiovisual media in the fight against domestic violence”**

This project enabled the preparation of a monitoring report providing an analysis of education, awareness and social responsibility, aimed at assisting journalists in improving the way violence against women cases are addressed in the media and in strengthening ethical standards in reporting on violence. The planned meetings were held in Elbasan, Durrës, Kavajë, Përmet/Gjirokastrë and Shkodër/Lezhë, concluding in Tirana with a discussion on the findings of the monitoring process and the cases analyzed. As the fourth power, media must remain aware of its crucial role in shaping public perceptions and its responsibility to promote a more accountable approach to gender equality. Accurate reporting contributes to changing collective attitudes toward violence and encourages all stakeholders to engage as part of the solution. The meetings organized with journalists were particularly practical in nature, focusing on discussions about the manner in which violence cases are reported in the media and the role journalists play in responsible reporting. This study provided an important foundation for non-governmental organizations and other civil society actors to take measures aimed at improving media approaches to cases of violence and raising public awareness on this critical issue. It serves as a practical resource for journalists reporting on the role and impact of media in the fight against domestic violence. The manual included recommendations and conclusions, noting that domestic violence remains a significant concern. To improve the coverage of cases involving women victims and to prevent their stigmatization, the study recommended: training journalists in ethical reporting on violence, focusing on the root causes of violence, including survivors’ stories and collaborating with civil society organizations. This project was completed in December 2024.

### **Projects in the finalization phase**

- **“Audiovisual Broadcasting and Artificial Intelligence”**

This project was conceived in response to recent developments where Artificial Intelligence (AI), although primarily defined as a field of computer science, is increasingly present across all areas of life. Technological advances in AI, among other things, enable the discovery and improvement of information distribution. Given the gap in the literature regarding information and concepts on this topic, a key output of the first phase of the project is the: Readiness assessment and monitoring of AI use in newsrooms for audiovisual media in Albania. During the research, experts consulted scientific studies and research on the use of AI in media both in Albania and internationally. This work has produced a valuable body of literature for anyone seeking to address or advance ethical considerations related to the use of AI in audiovisual media. The qualitative study, currently in the preparation and implementation phase, will serve as a reference and manual for journalists, editors, media managers, students, academics and researchers in the communication sciences field.

- **“The impact of mass media on Gen Z youth”**

This project aims to develop a comprehensive study that includes a methodological report on focus groups, the qualitative research findings analyzed by specialists and a summarized presentation of the situational scan. As part of this project, which is currently in the implementation phase, workshops with young people are planned to be held in at least six cities across the country, where the study’s findings will be presented and discussed. The project is considered particularly important due to the impact the study and its publication will have on Gen Z, given the significant influence this generation has regarding mass media consumption and engagement.

- **“Preventing hate speech in audiovisual media”**

Hate speech remains an ongoing challenge for society and particularly for the media. The aim of this project is to monitor audiovisual media to assess the prevalence of hate speech, identify the factors contributing to its occurrence and study successful practices in other countries that have effectively reduced hate speech, especially in the context of rapid technological developments. The project foresees the creation of a study based on media monitoring data in Albania, interviews with journalists and editors’-in-chief and a review of best practices from other countries in preventing hate speech. Additionally, workshops and roundtable discussions are planned with journalists, editors and chief editors from audiovisual media in at least six cities across the country.

- **“Media Discourse”**

The aim of this project is to examine how the media communicates and shapes public opinion through reporting, interpretation and the information presentation. Media discourse plays a crucial role in forming public opinion and influencing perceptions of reality. The project foresees the development of a study on media discourse within audiovisual media. This project is currently in the implementation phase.

- **“The journalism profession in the era of technological change and new media”**

This project arose from the need to address the ongoing transformation of the journalism profession, driven by rapid technological changes that have affected the style, format and information distribution. Under these circumstances, there was a clear need to observe and analyze the media environment in Albania. As an outcome of this project, an in-depth study will be conducted on the media landscape in Albania, focusing on the evolving role of journalists and the types of professions most needed in a media ecosystem shaped by technological advancements and the emergence of social media. Additionally, the project includes the organization of a

scientific conference to present the study's findings and to provide an open space for discussion and exchange of perspectives among field experts and key stakeholders. This project is currently in the implementation phase.

- **“Avoiding the use of foreign words in the country”**

The use of foreign words in audiovisual media has become increasingly common, raising concerns among viewers and listeners. The aim of this project is to monitor audiovisual media to assess the use of foreign words and to identify the factors driving their usage. One of the key outputs of the project will be an analytical study on the use of foreign words in audiovisual media, highlighting and documenting their prevalence.

- **“The role and impact of audiovisual media in protecting mental health”**

Children and audiences are increasingly exposed to harmful audiovisual media content, including hate speech, sexism and sensationalist “crime reports”, which are often perceived as insensitive to public interest and the potential impact on consumers. The aim of this project is to publish a study to better understand the role and impact of audiovisual media in safeguarding mental health in Albania.

## **11.5 Cooperation agreements**

Throughout 2024, the Audiovisual Media Authority strengthened its collaboration through bilateral agreements. AMA signed several cooperation agreements with European counterpart authorities during 2024, as outlined below:

1. **Bilateral agreement AMA - RTÜK:** On 6 - 8 February 2024, a formal visit of the delegation from the Radio and Television Supreme Council (RTÜK), led by Mr. Ebubekir Şahin, President of RTÜK, took place at the Audiovisual Media Authority (AMA) premises in Tirana. During this visit, the main objective was the signing of a Memorandum of Understanding between AMA and RTÜK, based on four key pillars:
  - Media literacy
  - Audience measurement
  - Public opinion research
  - Methodology for monitoring audiovisual content

In addition to the Memorandum of Understanding, AMA and RTÜK also signed an Accompanying Protocol for the Expert Exchange Program, aimed at informing the experts from both authorities

about each other's working methods, directorates, projects and relevant institutions of interest. The program focuses on regulatory activities such as media literacy, audience measurement, public opinion research and monitoring.

2. **Bilateral agreement AMA - KRRiT:** On 10 - 11 September 2024, a formal visit of the delegation from the Polish National Broadcasting Council (KRRiT), led by Mr. Maciej Świrski, President of KRRiT, took place at the Audiovisual Media Authority (AMA) premises in Tirana. The main purpose of this visit was the signing of the Memorandum of Understanding between AMA and KRRiT, which is also structured around four key pillars:

- Media literacy
- Audience measurement
- Public opinion research
- Methodology for monitoring audiovisual content

In addition to the Memorandum of Understanding, AMA and KRRiT agreed on the continuation of their collaboration, aimed at informing the experts from both authorities about each other's working methods, directorates, projects and relevant institutions of interest. The program focuses on regulatory activities such as media literacy, audience measurement, public opinion research and monitoring.

3. **Bilateral Agreement AMA - ERC:** During the 22nd Plenary Assembly of ERGA, held in November 2024 in Rome, Italy, the heads of the respective regulatory authorities signed a Memorandum of Understanding, structured around three main pillars:

- Media literacy
- Methodology for monitoring audiovisual content
- Expert exchange Programs

The parties committed that, regarding the monitoring of broadcast content, both authorities will exchange information on the software technology used for audiovisual content, including digital platforms, online transmission and other innovative technologies. Joint methods will be developed for monitoring transmitted content, including content analysis, independent content assessments, and periodic audits, to ensure compliance with authority standards. Additionally, knowledge and experience regarding advanced equipment for monitoring broadcast content will be shared.

## **11.6 Proposals for by-law Acts**

1. AMA's Chairwoman conducted consultative meetings and exchanges of experience with regulatory authorities' representatives from several EU member states. The discussions focused on European best practices regarding transparency in the audiovisual media sector and the

possibilities for alignment with Albanian national legislation. These insights serve as a model for drafting the relevant by-law act. Specifically, based on the legislative models of Germany, Portugal and North Macedonia, in November 2023, the Legal Directorate drafted a regulation addressing transparency in media ownership structures and the reporting of other license/authorization-related data by audiovisual media service providers. The draft regulation includes concrete proposals for ensuring transparency in media ownership structures, in alignment with the European Media Freedom Act (EMFA), and was submitted for public consultation to audiovisual media service providers at the beginning of December 2023.

The draft regulation on changes in media ownership structure introduces innovations regarding:

- Review by AMA of ownership changes occurring within the same audiovisual media service provider legal entity holding a license or authorization from AMA, which do not entail the transfer or assignment of rights deriving from the license or authorization;
- Review of ownership changes between audiovisual media service provider private legal entities in cases of entering into civil law relationships that entail the transfer or assignment of rights deriving from the license or authorization;
- Declaration of information on the ownership structure of the audiovisual media service provider legal entity holding the license or authorization from AMA, including the beneficial owner;
- Increased transparency regarding the funding source for transactions involving the capital of the media company by partners/shareholders;
- Declaration of any potential conflicts of interest that may affect the activity of the audiovisual media service provider by its owners;
- Procedures for application assessment and decision-making by AMA;
- Cooperation of the regulator with other state institutions or agencies directly involved in the practical implementation of the regulation, on a case-by-case basis, etc.

To fulfill one of the EU requirements, the Media Ownership Transparency, AMA went beyond legal regulation by preparing a registry and graphically presenting on its official website the declarations and ownership structure transparency of companies or individuals licensed/authorized by AMA, as well as the declarations of the beneficial owners of these entities operating audiovisual activities in Albania. The 2023 European Union Progress Report for Albania identified market concentration and the lack of transparency in media financing as a concern for media freedom in the country. Following the October screening process, the Rule of Law Roadmap 2024 - 2030, adopted by the Council of Ministers in December 2023, tasked AMA with addressing media market concentration and ensuring transparency in media ownership. In line with this mandate, with Decision No. 40 of April 2024, the Audiovisual Media Authority approved the regulation “On the requirements and procedures for the review of changes in ownership structure and the data transparency related to the audiovisual media service providers’ ownership”. This regulation, drafted following the transposition of Directive 2018 into the institution’s law, introduced innovations in multiple areas.

2. In the context of fulfilling the periodic obligations for aligning national legislation with the EU acquis in the audiovisual media field and in continuation of the commitments undertaken by the Audiovisual Media Authority (AMA) within the framework of drafting the 2024 - 2026 National Plan for European Integration (NPEI), a need arose for AMA, during 2024, to take a formal decision regarding a by-law specifically addressing the legal regulation of video-sharing platforms. The fulfillment of these obligations has been a recurring requirement of the European Commission, presented during bilateral screening meetings for each chapter of legislation requiring alignment, as well as in other meetings held with European Commission representatives for this purpose. The Directorate of International Legislation and Integration has submitted a draft regulation proposal outlining general principles and specific requirements that video-sharing platform providers must meet in order to establish and operate transparent, effective and user-friendly systems. Its adoption also aimed to regulate the general conditions for the provision of audiovisual content by users on video-sharing platforms, without affecting supportive audiovisual broadcasting services, with the primary objective of ensuring the provision of programmes for information, entertainment, or educational purposes.

Within the framework of aligning national legislation with EU law in the audiovisual media field (for example, the transposition of EU Directive 2018/1808), and considering the increasing overall workload under review, the Audiovisual Media Authority identified the need to improve the existing secondary legal framework governing its activities. With the entry into force of the latest amendments to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, on 25 May 2023, amendments that fully aligned national provisions with Directive 2010/13/EU “Audiovisual Media Services Directive” (AVMSD), as amended by Directive 2018/1808 of the European Parliament and of the Council, the legal provisions governing linear and non-linear audiovisual broadcasts, their supporting services and video-sharing platform services were fully harmonized. This created the necessity for legal regulation concerning the Authority’s competencies for procedural oversight in cases involving content from video-sharing service providers established under the Republic of Albania jurisdiction, as well as the administrative procedures for content directed at the Albanian public provided by video-sharing platforms established in other countries. In conclusion, in fulfillment of the obligations undertaken under the 2024 - 2026 National Plan for European Integration (NPEI) and with the aim of further improving AMA’s regulatory framework, we propose the issuance of a new regulation outlining the general principles and specific requirements that video-sharing platforms must meet in order to create and operate transparent, effective and user-friendly systems.

The draft regulation has been prepared pursuant to Article 19, paragraph 1, letter “e,” and Article 32.4/1 of Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended, and has been aligned with Directive 2010/13/EU “Audiovisual Media Services Directive” (AVMSD), as amended by Directive 2018/1808 of the European Parliament and of the Council. The provisions of this regulation have been organized in accordance with the stipulations of Law 97/2013, as amended, addressing procedural regulation for video-sharing platforms, as well as AMA’s role in

the administration of reporting harmful content displayed on platforms. Additionally, it aims to prevent public access to commercial communications that infringe on broadcasting rights.

Following the preliminary presentation of the draft regulation “On the general principles and specific requirements for video-sharing Platforms” to AMA’s Board, including a detailed article-by-article discussion as well as review of content and definitions, the administration published the draft regulation on the Authority’s official website on 30 September 2024, under the section “Public Consultation”. Subsequently, no comments or recommendations were received beyond those contained in the draft presented on the website: [https://ama.gov.al/ova\\_doc/keshillim-publik/](https://ama.gov.al/ova_doc/keshillim-publik/).

In accordance with Law No. 146/2014 “On Public Notification and Consultation”, which, under Article 15, establishes the deadlines for submitting comments and recommendations in adoption cases of legislative and sub-legislative acts of administrative importance, the Audiovisual Media Authority administration submitted for approval the draft regulation “On the specific requirements that Video-Sharing Platforms providers must fulfil for the establishment and provision of transparent, effective and user-friendly systems”. Subsequently, AMA’s Board proceeded with the adoption of this by-law through Decision No. 128, dated 23 December 2024.

### **11.7 Publication of AMA’s Periodic Bulletin**

AMA continues its tradition of periodic reporting to ensure transparency and provide information on the audiovisual sector through the Periodic Bulletin. As in previous years, the 10th edition for 2023 analyzes economic trends, ownership structures, broadcasting technical aspects, characteristics of employed personnel and the content transmitted by audiovisual operators in Albania.

Using a well-defined methodology and based on data self-reported by audiovisual media service providers, the bulletin provides a clear overview of market dynamics, challenges and opportunities that have shaped the sector over the past year.

It includes data on the financial performance of television and radio broadcasters, cable platforms, etc. Another key aspect covered in this publication is the ownership structure within the audiovisual market, as well as the diversification of investments across different industries.

A particularly important section is the detailed analysis of personnel in the audiovisual sector, analyzing educational levels, experience, gender balance and the economic treatment of employees. While the gender distribution in the audiovisual sector continues to be male-dominated, a notable increase in female representation has been observed in the journalism field.

Regarding technical aspects, the 10th Bulletin presents the progress of the process for the release of the Digital Dividend II (DD2) and the reallocation of the VHF III band.

This edition also publishes the list of “free-to-air” programs across the 12 counties of the country.

The digitalization process encompasses two main aspects: the documents digital archiving and the improvement of website accessibility for persons with disabilities.

Within the archive digitalization framework, the implementation of a dedicated system for managing and storing documents in digital format continues, facilitating the exchange of information between the institution, citizens and public administration, while ensuring data protection against accidental loss or damage.

In parallel, AMA has undertaken measures to enhance accessibility on its websites in accordance with the National Plan for Persons with Disabilities. These measures involve improving the legal framework, including the development of standards for online security and accessibility, thereby ensuring equal access to services and information for persons with disabilities.

Through its Periodic Bulletin, AMA maintains its commitment to transparency and continuous information provision regarding the audiovisual sector, clearly reflecting the main developments and challenges in the audiovisual market.

### **11.8 Human resources performance management**

Human Resources management is a key component of the personnel selection, training and evaluation processes and serving as an important strategic tool that helps create a sustainable competitive advantage for staff and adds value to their work.

The institution’s organizational development has been supported by communication and collaboration among organizational units and by the performance of high-performing employees, advancing both individual and organizational performance. Performance evaluation, in turn, has been a crucial function of human resources management; when conducted efficiently and transparently, it has enabled the creation of a more professional and supportive work environment for staff.

Performance evaluation has also contributed to the effective management of employees and organizational units as a whole.

In view of ongoing recruitments and the structural changes that have occurred, particularly concerning newer staff members of the Authority, as well as the human resources unit’s objective of maintaining a compact, dynamic and professional administration in daily operations, human resources management has constituted a fundamental requirement aimed at enhancing work performance outcomes. Continuous training policies, as part of the human resources strategy, have also been developed dynamically and adapted step by step to evolving circumstances, enabling the Authority to fulfill its legal obligations.

The development of human and organizational resources has been supported not only through the foundational documentation of processes and job descriptions, as well as approved human resources policy manuals incorporating all relevant civil service and other applicable legislation (including contracted employees), but also through continuous training for newly recruited staff.

These continuous trainings, based on the approved annual calendar of training needs analysis, have been delivered both by the Albanian School of Public Administration (ASPA), in all formats offered, including online and by the Human Resources Directorate on a case-by-case basis, particularly for newly recruited employees. As noted above, the annual training calendar has been rigorously followed, supported by a detailed training plan tailored to the specific requirements of each organizational unit.

The informative and coordinating role of the Human Resources and Archives–Protocol Directorate, by assisting in achieving objectives and developing employees’ personal and professional skills, has enabled civil servants to participate in specific, general and needs-based trainings, including online sessions, with the aim of deepening knowledge and improving the performance of each civil servant.

Close cooperation with the Albanian School of Public Administration continued throughout the reporting year. The types of training attended by these civil servants at ASPA included:

In-depth training, attended by 11 executive-level civil servants. Through this training, participants were familiarized with fundamental principles, the organization of public administration, the legal framework and effective resource management aimed at achieving organizational objectives.

Professional development training, in which employees in various positions participated in specialized training modules covering not only topics related to their functional duties but also broader areas, including European integration, technology, legal matters, anti-corruption, cybersecurity, etc.

It’s also worth highlighting the participation of AMA civil servants in various workshops, aimed at gaining experience and fostering the creation and exchange of knowledge.

In total, throughout 2024, civil servants across different categories participated in 25 professional development trainings.

During 2024, AMA’s Board meetings continued as scheduled. In total, 37 meetings were held during the reporting year.

As part of the national work internship program, the Audiovisual Media Authority also participated in the 9th Call of the National Work Internship Program during 2024. Based on Decision No. 395, dated 29 April 2015, of the Council of Ministers, “On the Approval of the National Work Internship Program in the State Administration and Other Public Institutions”, as amended, point 12/a of the methodology and the action plan approved by the Ministry of Education, Sports, and Youth, AMA included two students in its educational internship program. Both students

successfully completed their internships within the Authority's organizational structures, gaining qualifying experience for the further development of their professional, academic and personal skills and were certified by the Ministry of Education, Sports, and Youth.

Furthermore, in support of AMA's planning regarding the potential employment of the most outstanding intern under a work contract and based on the relevant assessment of the supervisor, one intern was hired under a temporary one-year employment contract.

## **12. FINANCIAL INDICATORS AND RESOURCE MANAGEMENT**

### **12.1 Financial resources management**

The financial resources management is a key aspect of the Audiovisual Media Authority's activity, which operates as a self-financed institution. AMA's main objective is to ensure sufficient financial resources to carry out its duties and functions efficiently. In this context, improving financial indicators represents an important priority for AMA and has been implemented within the framework of its Strategy and Action Plan for the three-year period 2024 - 2026.

Law No. 97/2013, in Article 24, specifies AMA's main funding sources as follows:

- a. Revenue from licenses and/or authorizations: This includes payments for the issuance and renewal of licenses and/or authorizations. This funding source provides a significant portion of AMA's revenues;
- b. Annual revenue from licenses and/or authorizations: This includes the annual license and/or authorization fees paid by media entities, which contribute to maintaining AMA's financial resources and represent the largest share of revenues;
- c. Revenue from the applications administrative processing: This includes income derived from payments for the administrative processing of requests for applications for various licenses and/or authorizations;
- d. Fees for broadcasting services: This includes fees for certain broadcasting services established under fiscal legislation, where AMA acts as a tax collection agent, thus ensuring an additional revenue source.

### **12.2 Funding sources implementation in 2024**

**The progress of self-financing sources collection for “Current period revenues” and  
“Revenues from previous year debtors”, Table No. 2**

000 ALL

No.	Title	Revenue Forecast for 2024	Financial liabilities arising from licensed/authorized audiovisual media service providers in 2024 (invoiced during 2024)	Total revenues collected in 2024	Collection as % (according to budget plan)	Collection as % (actual)
		1	2	3	$4=(3*100/1)$	$5=(3*100/2)$
<b>A</b>	<b>Current period revenues (1+2+3+4+5+6)</b>	<b>338,745</b>	<b>259,062</b>	<b>231,659</b>	68	89
<b>1</b>	Revenue from licenses/authorizations + renewal fees	<b>227,012</b>	<b>218,917</b>	<b>170,181</b>	75	78
	<i>a) Collection of payments from local private television entities</i>	27,285	18,261	12,536	46	69
	<i>b) Collection of payments from national terrestrial, satellite and local digital networks</i>	56,592	56,592	27,673	49	49
	<i>c) Collection of payments from entities authorized by AMA for OTT, IPTV and Internet TV</i>	56,560	60,047	52,225	92	87
	<i>d) Collection of payments</i>	23,440	19,923	17,721	76	89

	<i>from local private analog radio entities</i>					
	<i>e) Collection of payments from entities authorized by AMA (Cable Operators)</i>	63,135	64,094	60,026	95	94
<b>2</b>	Revenue as a tax collection agent	<b>659</b>	<b>661</b>	<b>1,041</b>	158	157
	<i>- From licensed/authorized entities</i>					
	<i>- From entities with revoked licenses/authorizations</i>					
<b>3</b>	Revenue from administrative processing	<b>1,780</b>	<b>4,394</b>	<b>4,395</b>	247	100
<b>4</b>	Revenue from bank interest	<b>46</b>	<b>437</b>	<b>378</b>	822	86
<b>5</b>	Other revenue (DVD issuance, photocopying of materials)	<b>50</b>	<b>33</b>	<b>34</b>		103
<b>6</b>	Other revenue	<b>109,198</b>	<b>34,620</b>	<b>55,630</b>	51	161
	<i>-From late payment interest</i>	33,888	31,078	11,706	35	38
	<i>-From fines</i>	960	3,542		0	0
	<i>-From previous years debtors (Licenses/Authorizations + 5% RTV Fee)</i>	74,350		43,924	59	
	<i>- Revenue from debtors with revoked licenses/authorizations</i>					

B	Revenue from salaries returned by former AMA employees					
	<b>Total revenues (A+B)</b>	<b>338,745</b>	<b>259,062</b>	<b>231,659</b>	68	89

- Current period revenues (planned): The projected revenues for the period amount to ALL 338,745 thousand, based on financial planning expectations for potential revenues in the 2024 budget. Of this, ALL 259,062 thousand was realized, representing 68% of the planned amount;
- Revenues from 2024 annual obligations (collected): Of the total ALL 259,062 thousand invoiced to media entities, ALL 231,659 thousand was collected, corresponding to approximately 89% of total invoices issued during the year and from previous years.

These figures reflect the efficiency of the revenue collection process and represent a positive indicator for the Audiovisual Media Authority finances.

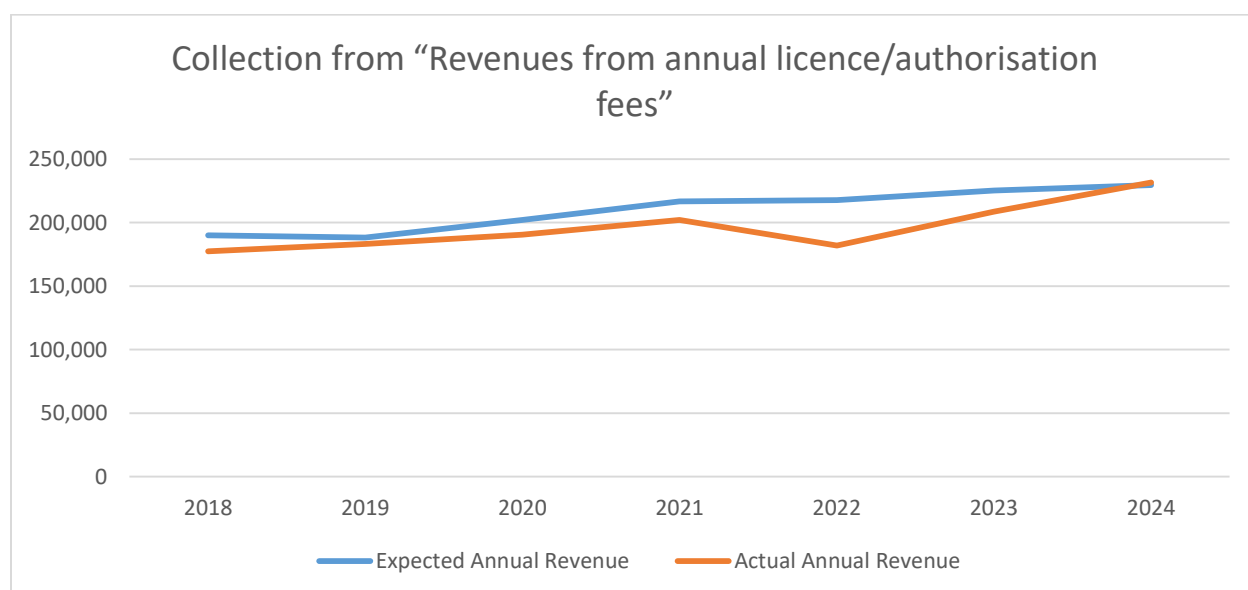
Revenues from licenses/authorizations and renewal fees were projected at ALL 227,012 thousand, based on the potential needs analysis of entities seeking licenses or authorizations from the institution.

From actual invoicing during the year, the amount collected was ALL 218,917 thousand, indicating a slight decrease compared to the projection, due to a reduction in the number of audiovisual entities.

A total amount of ALL 231,659 thousand was collected, of which ALL 170,181 thousand came from invoices issued in 2024, while ALL 61,478 thousand corresponded to obligations from the previous year. This represents a collection rate of approximately 68% of actual revenues from these sources compared to the planned amount.

The main source of AMA’s self-financing is “**Revenues from annual license/authorization fees**”. During 2024, AMA monitored the collectability of its funding sources, with the line item “**Revenues from annual license/authorization fees**” for the period 2018 - 2024 presented as shown in Table No. 3.

Years	Expected Annual Revenue	Actual Annual Revenue	Collection Rate (%)
2018	190,052	177,352	93%
2019	188,192	183,229	95%
2020	201,973	190,573	94%
2021	216,717	202,107	94%
2022	217,756	181,936	84%
2023	225,321	208,624	92%
2024	229,550	231,659	101%



### 12.3 Audiovisual media service providers' financial liabilities

Analysis of Financial Liabilities for audiovisual entities with active licenses/authorizations in 2024. Table No. 4

The data table presents the entities financial liabilities according to different audiovisual media categories for 2023 and 2024 (Television, Networks) and by type of liability (fines, interest, taxes).

These liabilities include outstanding debts carried over from 2023, new liabilities invoiced during 2024, unpaid debts throughout the year, as well as any possible restructurings undertaken to ease the financial burden. At the conclusion of the analysis, a percentage change, indicating an increase or decrease in liabilities, is shown for each category.

000 ALL

<b>Categorization of entities</b>	<b>Liabilities inherited from 2023 licenses/authorizations</b>	<b>Liabilities invoiced in 2024 without licenses/authorizations</b>	<b>Unpaid liabilities/authorizations during 2024</b>	<b>Remaining liability at the end of 2024</b>	<b>Restructured in 2024</b>	<b>Liability after restructuring at the end of 2024</b>	<b>Percentage increase in liabilities at the end of 2024</b>
Analog televisions	11,469	19,192	-1,422	10,047		10,047	-12
National terrestrial, satellite and local digital networks	28,297	57,180	4,250	32,547	31,631	942	-97
Internet-based programme / repetitive programme providers (IPTV/OTT)	12,131	60,906	1,615	13,746		13,746	13
Analog Radio	2,605	21,432	-252	2,353	0	2,353	-10
Programme re-transmitter via cable networks	7,145	66,519	-2,763	4,382		4,382	-39
Late payment interest	9,306	30,906	18,060	27,366	14,471	12,894	39
Fines	42,260	19,730	16,790	59,050		59,050	40
RTV Fees	8,373	13,245	-7,593	780		780	-91
<b>Total amount</b>	<b>121,586</b>	<b>289,110</b>	<b>28,685</b>	<b>150,271</b>	<b>46,102</b>	<b>104,194</b>	<b>-14</b>

## **1. Televisions**

- In 2023, these televisions carried forward outstanding liabilities to AMA amounting to ALL 11,469 thousand;
- In 2024, new liabilities totaling ALL 19,192 thousand were invoiced;
- During the year, unpaid liabilities decreased by ALL 1,422 thousand, reducing the outstanding balance to ALL 10,047 thousand by the end of the year;
- The percentage change indicates a 12% decrease, suggesting that a significant portion of these debts has been settled or more effectively managed.

This category appears to be moving toward financial stabilization. With a reduction in outstanding liabilities by the end of the year, it may be assumed that analogue television broadcasters are improving their capacity to meet operational costs and taxes.

## **2. National, Terrestrial, Satellite and Local Digital Networks**

- In 2023, the outstanding liability carried forward to AMA amounted to ALL 28,297 thousand;
- In 2024, new liabilities totaling ALL 57,180 thousand were invoiced;
- During the year, unpaid liabilities increased by ALL 4,250 thousand;
- By the end of the year, the total outstanding debt reached ALL 32,547 thousand;
- A major restructuring occurred in this sector, which reduced the debt to ALL 942 thousand by the end of the year;
- The percentage change indicates a drastic decrease of -97%.

This is one of the categories that has benefited the most from the restructuring and installment-based settlement of outstanding liabilities over a one-year period. The reduction of debt through this mechanism indicates that strong financial measures have been implemented for 2025 for several entities within this category.

## **3. IPTV/OTT Programme Service Providers**

- These entities carried forward an outstanding liability to AMA of ALL 12,131 thousand from 2023;
- In 2024, new liabilities totaling ALL 60,906 thousand were invoiced, representing a significant increase;
- During the year, unpaid liabilities amounted to ALL 1,615 thousand;
- By the end of the year, the final outstanding debt increased to ALL 13,746 thousand, reflecting a 13% increase.

The rise in liabilities in this sector indicates an expansion of IPTV and OTT services, but also suggests that these entities have experienced financial difficulties in meeting their obligations. While IPTV streaming technology is rapidly growing, operational costs and taxes represent a considerable financial burden for service providers.

#### **4. Analogue Radios**

- In 2023, their outstanding liability to AMA amounted to ALL 2,605 thousand;
- In 2024, new liabilities totaling ALL 21,432 thousand were invoiced;
- A portion of these liabilities was settled during the year (ALL -252 thousand);
- By the end of the year, the outstanding debt stood at ALL 2,353 thousand, representing a 10% decrease.

Although this category incurred a considerable amount of new liabilities, improved financial management resulted in a reduction of outstanding obligations. This indicates a gradual improvement in the financial stability of analogue radio broadcasters.

#### **5. Late payment interest for all categories**

- The outstanding debt carried forward to AMA in 2023 amounted to ALL 9,306 thousand;
- In 2024, ALL 30,906 thousand was invoiced;
- Unpaid liabilities increased by ALL 18,060 thousand, bringing the total outstanding amount to ALL 27,366 thousand;
- A portion of this debt (ALL 14,471 thousand) was restructured, leaving a final outstanding balance of ALL 12,894 thousand;
- The percentage change reflects an increase of 39%.

This line item experienced a significant increase in outstanding liabilities, mainly due to delays in the payment of regulatory fees and the failure of the previous financial administration to calculate late payment interest for 2023, which was subsequently calculated in 2024. The substantial increase suggests the need for greater attention and stricter enforcement measures for the collection of outstanding liabilities in the future.

#### **6. Fines**

- In 2023, unpaid fines owed to AMA amounted to ALL 42,260 thousand;
- In 2024, new fines totaling ALL 19,730 thousand were imposed;
- Unpaid liabilities increased by ALL 16,790 thousand, bringing the total outstanding amount to ALL 59,050 thousand;
- The percentage change indicates an increase of 40%.

This increase indicates a rise in the number of fines imposed and a decline in the rate of their payment.

#### **7. RTV Tax**

- The outstanding liabilities carried forward to AMA in 2023 amounted to ALL 8,373 thousand;
- In 2024, new liabilities totaling ALL 13,245 thousand were invoiced;
- During the year, there was a significant reduction of ALL 7,593 thousand, bringing the outstanding debt down to only ALL 780 thousand;
- The percentage change reflects a decrease of 91%.

This represents one of the most significant improvements among all categories and is largely the result of restructuring measures and the settlement of outstanding liabilities by television networks. It also reflects the prioritization of payments to the state budget by restructured entities, particularly television networks.

Overall, 2024 was characterized by a notable shift in the financial landscape of audiovisual media entities operating under AMA's jurisdiction. While certain segments, particularly fines and late payment interest, experienced significant increases in liabilities, others, such as digital network obligations related to the annual fee and the RTV tax, recorded substantial improvements through restructuring measures and debt repayments that led to a reduction in outstanding liabilities. These trends reflect not only the specific challenges faced by each segment, but also highlight the diverse dynamics shaping the audiovisual industry within a changing economic and regulatory environment. Addressing these challenges will require a balanced and sustainable approach, combining support for sectors experiencing financial difficulties with effective enforcement measures for the collection of outstanding obligations, in order to ensure AMA's financial stability and the sustainable growth of the audiovisual industry.

The data indicate an ongoing effort to stabilize the media and communication sectors liabilities, with some categories benefiting from restructuring measures, while others continue to face increasing debts to AMA. This highlights the need for stricter financial management measures in certain sectors and the importance of timely payments to prevent further escalation of outstanding debts.

## **12.4 Use of financial resources in 2024**

During the reporting year, AMA managed its financial resources based on the 2024 draft budget and the Public Procurement Forecast Register.

### **12.4.1 Expenditures and investments in 2024**

An Analysis of Expenditures and Investments for the Audiovisual Media Authority (AMA) in 2024. Table no. 5:

000 ALL

No.	Expenditures/Investments	Plan	Additions/reductions during 2024	Fact	Implementation Rate (%)
		1	2	3	3/(1+2)*100
I	<b>Current expenditures (a+b)</b>	<b>241,126</b>	<b>0</b>	<b>198,439</b>	<b>82</b>
	<i>a) Salaries, social and health insurance contributions, bonuses</i>	149,584	0	135,868	91
	<i>b) Expenditures on goods and services</i>	91,542	0	62,571	68
II	<b>Capital expenditures (a+b+c)</b>	<b>169,550</b>	<b>0</b>	<b>90,156</b>	<b>53</b>
	<b>a) Intangible Fixed Assets</b>	<b>15,200</b>	<b>0</b>	<b>7,366</b>	<b>48</b>
	<i>- Studies and research (2024)</i>	12,000	0	7,366	61
	<i>- Studies, research, surveys (initiated in 2023, to be completed in 2024)</i>	0	0	0	
	<i>- Programs/applications</i>	3,200	0	0	0
	<b>b) Tangible Fixed Assets</b>	<b>152,350</b>	<b>0</b>	<b>81,800</b>	<b>54</b>
	<i>- Installations, tools, and other technical equipment</i>	70,595	0	838	1
	<i>- Installations and systems initiated in 2024</i>	81,025	0	80,553	99
	<i>- Office furniture and other office equipment</i>	730	0	367	50
	<i>Electronic computer equipment</i>	0	0	0	0
	<i>Other technical support equipment</i>	0	0	0	0
	<i>Other equipment initiated in 2024</i>	0	0	0	0
	<i>Office furniture</i>	0	0	0	0
	<i>- Transport vehicles</i>	0	0	42	
<b>c) Expenditures for the enhancement of fixed assets</b>	<b>2,000</b>	<b>0</b>	<b>990</b>	<b>50</b>	

This analysis provides a detailed overview of the expenditures and investments of the Audiovisual Media Authority for 2024, compared to the initial planning. The data presented in the table show the execution of expenditures and investments by respective categories, reflecting the institution's financial performance.

## **1. Current Expenditures:**

The current expenditures planned for 2024 amounted to ALL 241,126 thousand, while actual expenditures reached ALL 198,439 thousand, resulting in a realization rate of 82%.

Salaries, social and health insurance contributions, bonuses: Planned at ALL 149,584 thousand, actual expenditures amounted to ALL 135,868 thousand, with a realization rate of 91%. This indicates an efficient use of funds for salaries and social and health insurance contributions.

Expenditures on goods and services: Of the ALL 91,542 thousand planned, ALL 62,571 thousand were spent, corresponding to a realization rate of 68%.

A reallocation of funds within operational expenditures was carried out, increasing the allocations for legal compensations and transportation expenses while reducing third-party expenses by ALL 3,084 thousand.

## **2. Capital Expenditures**

The capital expenditures for 2024 were planned at ALL 169,550 thousand, while actual expenditures amounted to ALL 90,156 thousand, resulting in an overall realization rate of 53%.

### **12.4.2 Intangible Fixed Assets**

Studies and research (2024): Planned at ALL 12,000 thousand, actual expenditures reached ALL 7,366 thousand, corresponding to a realization rate of 61%.

### **12.4.3 Tangible Fixed Assets**

Planned at ALL 152,350 thousand, actual expenditures amounted to ALL 81,800 thousand, corresponding to a realization rate of 54%.

Installations and systems initiated in 2023: Of the ALL 81,025 thousand planned, ALL 80,553 thousand were realized, achieving a high realization rate of 99%.

Installations, tools and other technical equipment: Of ALL 70,595 thousand planned, only ALL 838 thousand were realized, representing 1% realization.

Office furniture and other office equipment: From ALL 730 thousand planned, ALL 367 thousand were spent, resulting in a realization rate of 50%.

Transport vehicles: ALL 42 thousand were spent on the purchase of batteries for AMA vehicles.

#### 12.4.4 Expenditures for the Enhancement of Fixed Assets

For this category, ALL 2,000 thousand were planned, while actual expenditures amounted to ALL 990 thousand, resulting in a realization rate of 50%.

Conclusions:

From the analysis above, several key trends can be observed:

- Expenditures on salaries and social insurance contributions show a high level of realization, indicating effective management of human resources.
- Expenditures on goods and services have a lower realization rate, which may reflect cost savings or planning that exceeded actual needs.
- Investments in programs and applications remain largely unrealized, reflecting the investment in the creation of a monitoring studio and systems for audiovisual media audience measurement.
- Investments in digitalization installations from the previous year, with contracts initiated in 2023, were successfully executed, demonstrating effective management of ongoing projects.

#### 12.5 Financial statements

At the end of 2024, the Audiovisual Media Authority recorded a profit of **ALL 58,338,505**, representing a decrease compared to 2023, when the profit was **ALL 75,434,143**. This decline is primarily due to an increase in AMA's operational costs, including higher salaries and other operating expenditures.

The liquidity position also declined, decreasing from **ALL 284,677,819** at the beginning of 2024 to **ALL 225,022,153** at the end of the year. This change reflects the utilization of cash reserves, resulting from the execution of investments, the increase in expenditures, etc.

#### Balance sheet for 2023 - 2024

Account reference	Description	2024	2023
<b>A</b>	<b>ASSETS</b>	<b>985,753,178</b>	<b>959,563,056</b>
	<b>I. Current Assets</b>	<b>785,524,033</b>	<b>816,819,159</b>
	<b>1. Cash and Cash Equivalents</b>	<b>225,022,153</b>	<b>284,677,819</b>

531	Cash on hand	67	188,743
512, 56	Bank deposits	225,021,549	284,488,539
520	Treasury balances	537	537
50	Marketable securities		
532	Other cash equivalents		
54	Letters of credit and prepayment		
59	Provisions for impairment of marketable securities (-)		
	<b>2. Inventory</b>	<b>4,402,983</b>	<b>4,393,666</b>
31	Materials	4,402,983	4,393,666
32	Minor inventory		
33	Work in progress		
34	Products		
35	Goods		
36	Livestock (growth and fattening)		
37	Unfinished goods or goods held by third parties		
38	Differences from storage prices		
39	Provisions for inventory impairment (-)		
	<b>3. Account Receivables</b>	<b>553,425,883</b>	<b>525,074,661</b>
411	Clients and similar accounts	451,256,646	422,330,002
423.429	Personnel, advances, deficits, fines	97,200	200,000
431	Taxes		
432	Taxes collected on behalf of local authorities		
433	Natural disasters covered by the state		
435	Social security contributions		
436	Health insurance contributions		
437,438,	Other government bodies	6,283	6,283
44	Other public institutions		
465	Receivables from the marketable securities		

468	Different debtors	102,065,754	102,538,376
4342	Operations with the state (claims)		
45	Relations between institutions or economic units		
49	Amounts subject to impairment (-)		
	<b>4. Other current assets</b>	<b>2,673,013</b>	<b>2,673,013</b>
409	Prepayments	2,673,013	2,673,013
473	Pending accounts with the treasury		
477	Currency conversion differences (assets)		
481	Expenses to be allocated over multiple periods		
486	Future period expenses		
	<b>II. Non-current Assets</b>	<b>200,229,145</b>	<b>142,743,897</b>
<b>20</b>	<b>1. Intangible long-term assets</b>	<b>38,632,014</b>	<b>37,685,874</b>
201	Issue premiums and loan reimbursements		
202	Studies and research	38,632,014	37,685,874
203	Concessions, patents, licenses and similar rights		
<b>21</b>	<b>2. Tangible long-term Assets</b>	<b>161,597,131</b>	<b>105,058,023</b>
210	Land, plots and terrain		
211	Forests, plantations		
212	Buildings and constructions	71,578,291	74,523,306
213	Roads, networks and hydraulic works		
214	Technical installations, machinery and equipment	78,965,636	18,312,226
215	Transport vehicles	8,776,450	9,246,263
216	State reserves		
217	Work and production animals		
218	Economic inventory	2,276,755	2,976,229
24	Damaged non-current assets		
28	Allocations for non-current assets		

25-26	<b>3. Financial Non-Current Assets</b>	<b>0</b>	<b>0</b>
25	Loans and sub-loans		
26	Equity participation		
	<b>4. Investments</b>	<b>0</b>	<b>0</b>
230	For intangible non-current assets		
231	For tangible non-current assets		
<b>B</b>	<b>LIABILITIES (OBLIGATIONS)</b>	<b>396,137,749</b>	<b>391,719,968</b>
	<b>I. Current liabilities</b>	<b>396,137,749</b>	<b>391,719,968</b>
	<b>1. Payable accounts</b>	<b>396,137,749</b>	<b>391,719,968</b>
401-408	Suppliers and related accounts	204,312	312,161
42	Liabilities to personnel	0	0
16,17,18	Short-term loans		
460	Lenders		
431	Liabilities to the state for taxes	2,155,697	1,551,062
432	Taxes collected on behalf of local authorities		
433	Liabilities for natural disasters covered by the state		
435	Social security contributions	585,323	875,051
436	Health insurance contributions	170,637	131,492
437,438,	Other government bodies		
44	Other public institutions		
45	Relations between institutions or economic units		
464	Payables for the purchase of marketable securities		
466	Creditors for assets in custody	51,765,588	51,765,588
467	Different creditors	0	334,558
4341	Operations with the state (liabilities)	341,256,192	336,750,057
49	Amounts subject to impairment (-)		
	<b>1. Other current liabilities</b>	<b>0</b>	<b>0</b>
419	Creditors, prepayments		

475	Revenues to be recorded in subsequent years		
478	Currency conversion differences (liabilities)		
480	Revenues to be classified or adjusted		
487	Revenues collected before issuance of the relevant title		
	<b>II. Non-current liabilities</b>	<b>0</b>	<b>0</b>
Class 4	Payable accounts		
16.17,18	Long-term loans		
	Long-term provisions		
Class 4	Other		
<b>C</b>	<b>NET ASSETS/FUNDS (A–B)</b>	<b>589,615,429</b>	<b>567,843,088</b>
<b>D</b>	<b>CONSOLIDATED Fund:</b>	<b>589,615,429</b>	<b>567,843,088</b>
101	Surplus (Accumulated Fund) / Accumulated Deficit	426,276,923	387,408,945
12	Retained results		
85	Result from operational activities	58,338,505	75,434,143
111	Reserves		
115	From own investment funds		
15	Amounts set aside for risks and impairments		
105	Surplus of domestic capital grants	105,000,000	105,000,000
106	Surplus of foreign capital grants		
107	Value of assets allocated for use		
109	Revaluation reserve of non-current assets		
	Other		
<b>E</b>	<b>TOTAL LIABILITIES (B+C)</b>	<b>985,753,178</b>	<b>959,563,056</b>

**Revenues and expenditures statement for 2023 – 2024**

<b>Account no.</b>	<b>Description of Operations</b>	<b>2024</b>	<b>2023</b>
<b>A</b>	<b>REVENUES</b>	<b>259,062,188</b>	<b>230,577,695</b>
<b>70</b>	<b>I. TAX REVENUES</b>	<b>31,739,128</b>	<b>1,397,390</b>

<b>700</b>	<b>1. Income Taxes</b>	<b>0</b>	<b>0</b>
7000	Personal income tax		
7001	Profit tax		
7002	Small business tax		
7009	<i>Other income taxes</i>		
<b>702</b>	<b>2. Property taxes</b>	<b>0</b>	<b>0</b>
7020	Real estate tax		
7021	Tax on the sale of real estate		
7029	Other property taxes		
<b>703</b>	<b>3. Domestic goods and services taxes</b>	<b>660,598</b>	<b>650,130</b>
7030	Value Added Tax (VAT)		
7031	Excise duties		
7032	Taxes on specific services		
7033	Taxes on the use of goods and business permits	660,598	650,130
7035	Local taxes on the use of goods and business permits		
<b>704</b>	<b>4. Trade and international transaction taxes</b>	<b>0</b>	<b>0</b>
7040	Customs duties on imports		
7041	Customs duties on exports		
7042	Customs and postal service fees		
7049	Other taxes on trade and international transactions		
<b>705</b>	<b>5. Road taxes</b>		
<b>708</b>	<b>6. Other national taxes and levies</b>		
<b>709</b>	<b>7. Fines and late payment interest</b>	<b>31,078,530</b>	<b>747,260</b>
<b>75</b>	<b><i>II. Social and health insurance contributions</i></b>	<b>0</b>	<b>0</b>
750	From employees		
751	From employers		
752	From self-employed individuals		
753	From farmers		
754	From voluntary insurance		
755	Budget contributions for social insurance		
756	Budget contributions for health insurance		
<b>71</b>	<b><i>III. NON-TAX REVENUES</i></b>	<b>226,885,204</b>	<b>229,115,677</b>
<b>710</b>	<b>1. From enterprises and ownership</b>	<b>0</b>	<b>0</b>
7100	From non-financial public enterprises		
7101	From financial public enterprises		
7109	Other revenues from enterprises and ownership		
<b>711</b>	<b>2. Administrative services and secondary revenues</b>	<b>226,885,204</b>	<b>229,115,677</b>
7110	Administrative and regulatory fees	218,915,154	223,456,662
7111	Secondary revenues and service payments	4,394,750	3,116,080
7112	Fees for judicial and notarial actions		
7113	Revenues from the sale of goods and services		

7114	Ticket revenues		
7115	Fines, late payment interest, seizures and forfeitures	3,542,000	2,528,000
7116	Revenues from property transfers and legalization of unauthorized constructions	33,300	14,935
<b>719</b>	<b>3. Other non-tax revenues</b>	<b>0</b>	<b>0</b>
<b>76</b>	<b>IV. FINANCIAL REVENUES</b>	<b>437,855</b>	<b>64,628</b>
760	From interest on domestic lending		
761	From interest on foreign lending		
765	From deposit interests	378,739	54,425
766	From foreign exchange gains	59,116	10,203
<b>72</b>	<b>V. CURRENT GRANTS</b>	<b>0</b>	<b>0</b>
<b>720</b>	<b>1. Domestic current grants</b>	<b>0</b>	<b>0</b>
7200	From the budget for central government units (NJQP – Central)		
7201	From the budget for local government units (NJQP – Local)		
7202	From the budget for special payments of ISSH		
7203	From the budget to cover deficits (ISSH and ISKSH)		
7204	Participation of institutions in national taxes		
7205	Additional financing from revenues generated within the system		
7206	Expected financing from the budget		
7207	Domestic sponsorships (from third parties)		
7209	Other domestic current grants		
<b>721</b>	<b>2. Foreign current grants</b>	<b>0</b>	<b>0</b>
	From foreign governments		
	From international organizations		
	<b>VI. OTHER REVENUES</b>	<b>0</b>	<b>0</b>
781	Revenues from investments in the economy		
782	Recoveries of amounts provided for current assets		
783	Recoveries of amounts provided for non-current assets		
784	Recoveries of amounts for expenditures of future years		
787	Withdrawals from the investment section		
<b>73</b>	<b>VII. CHANGE IN PRODUCTS INVENTORY</b>		
<b>B</b>	<b>EXPENDITURES</b>	<b>200,723,682</b>	<b>155,143,552</b>
<b>600</b>	<b>I. SALARIES AND EMPLOYEE BENEFITS</b>	<b>119,282,223</b>	<b>97,505,006</b>
6001	Salaries, permanent personnel	106,223,891	86,080,232
6002	Salaries, temporary personnel	0	0
6003	Bonuses	13,058,332	11,424,774
6009	Other personnel-related expenses		
<b>601</b>	<b>II. INSURANCE CONTRIBUTIONS</b>	<b>16,587,201</b>	<b>13,162,668</b>
6010	Social insurance contributions	14,820,180	11,777,529

6011	Health insurance contributions	1,767,021	1,385,139
<b>602</b>	<b>III. PURCHASE OF GOODS AND SERVICES</b>	<b>62,571,163</b>	<b>41,156,404</b>
602	Goods and other services		
6020	General and office supplies	1,331,150	1,386,940
6021	Special materials and services	1,489,553	
6022	Services from third parties	13,643,768	10,721,794
6023	Transportation expenses	4,043,501	2,124,331
6024	Travel expenses	14,573,844	13,166,283
6025	Routine maintenance expenses	1,532,252	686,130
6026	Rent expenses	1,317,600	
6027	Expenses related to legal compensations	9,322,187	754,499
6028	Loan-related expenses		
6029	Other operating expenses	15,317,307	12,316,428
<b>603</b>	<b>IV. SUBSIDIES</b>	<b>0</b>	<b>0</b>
6030	Price difference subsidies		
6031	Employment promotion subsidies		
6032	Loss coverage subsidies		
6033	Subsidies for individual enterprises		
6039	Other subsidies		
	<b>V. CURRENT TRANSFERS</b>	<b>0</b>	<b>0</b>
<b>604</b>	<b>1. Domestic current transfers</b>	<b>0</b>	<b>0</b>
6040	Current transfers to other levels of government	0	0
6041	Current transfers to various government institutions		
6042	Current transfers to Social and Health Insurance funds		
6044	Current transfers to non-profit organizations		
<b>605</b>	<b>2. Foreign current transfers</b>	<b>0</b>	<b>0</b>
6051	Transfers to international organizations		
6052	Transfers to foreign governments		
6053	Transfers to foreign non-profit institutions		
6059	Other foreign current transfers		
<b>606</b>	<b>3. Transfers to household budgets and individuals</b>	<b>0</b>	<b>0</b>
6060	Transfers paid by ISSH and FSDKSH		
6061	Transfers paid by other institutions and local government bodies		
	<b>VI. FINANCIAL EXPENDITURES</b>	<b>2,292,413</b>	<b>4,216,167</b>
<b>65</b>	<b>1. Domestic financial expenditures</b>	<b>2,292,413</b>	<b>4,216,167</b>
650	Interest on treasury bills and direct loans		
651	Interest on other domestic loans		
652	Interest on other government securities		
656	Expenses from foreign exchange transactions	2,292,413	4,216,167

<b>66</b>	<b>2. Foreign financial expenditures</b>	<b>0</b>	<b>60,271</b>
660	Interest on loans from foreign governments		
661	Interest on financing from international institutions		
662	Interest on other foreign loans	0	60,271
	<b>VII. DEPRECIATION AND PROVISIONS</b>	<b>0</b>	<b>0</b>
681	Depreciation and amortization of non-current assets in use		
682	Net book value of non-current assets disposed of or sold		
683	Provisions for asset utilization		
686	Provisions for financial assets		
<b>63</b>	<b>VIII. CHANGE IN INVENTORY</b>	<b>-9,317</b>	<b>-956,963</b>
	<b>IX. OTHER EXPENSES</b>	<b>0</b>	
<b>85</b>	<b>SURPLUS OR DEFICIT FOR THE PERIOD</b> <i>(Result from the fiscal year operations)</i>	<b>58,338,505</b>	<b>75,434,143</b>

**ANNEX 1**

**LEGAL CASES IN WHICH THE AUDIOVISUAL MEDIA AUTHORITY IS A PARTY**

<b>LEGAL CASES PENDING TRIAL IN FIRST INSTANCE COURTS</b>				
<b>No.</b>	<b>Plaintiff / Defendant</b>	<b>Subject</b>	<b>Stage of Proceedings</b>	<b>Outcome in the Current Stage (Won / Lost)</b>
1	Plaintiff: Company "NISATEL" LLC Defendant : AMA	The full annulment of Decision No. 11, dated 29.09.2021, issued by AMA's Inspection Directorate	At the Tirana Administrative Court of First Instance	In process / Obligation settled
2	Plaintiff: Company Media + JSC. Defendant : AMA	Compensation for damages	At the Tirana Administrative Court of First Instance	In process
3	Plaintiff: "TIBO" LLC Defendant: AMA	Annulment of AMA's Decision No. 62, dated 02.06.2022; Annulment of Supervision Directorate Decision No. 15, dated 28.12.2021; Securing of the claim; Issuance of the decision with provisional enforcement	At the Tirana Administrative Court of First Instance	In process
4	Plaintiff: "TIBO" LLC Defendant: AMA	Annulment of AMA's Decision No. 106, dated 30.09.2022, which upheld Fine No. 7, dated 24.08.2022; Securing of the claim; Issuance of the decision with provisional enforcement.	At the Tirana Administrative Court of First Instance	In process
5	Plaintiff: "TIBO" LLC Defendant: AMA	Annulment of AMA's Decision No. 115, dated 12.10.2022, which upheld Decision No. 9, dated 02.09.2022, of the Supervision Directorate imposing a fine.	At the Tirana Administrative Court of First Instance	In process

6	Plaintiff: AMA Defendant: Teknomedia	Financial liabilities	At the Tirana Administrative Court of First Instance	In process
7	Plaintiff: Kushtrim Gjakova Defendant: “Intermed” LLC “Anima Pictures” LLC Third party: AMA	“Infliction of damage”	At the Tirana Administrative Court of First Instance	In process
8	Plaintiff: Astrit Basha Defendant: AMA	Annulment of the administrative act, namely the decision imposing a fine No. 1, dated 09.04.2024, upheld by AMA’s Decision No. 43, dated 07.05.2024	At the Tirana Administrative Court of First Instance	In process
9	Plaintiff: Teknomedia Defendant: AMA	Annulment of the administrative act, namely the decision imposing a fine No. 43, dated 18.09.2024, upheld by AMA’s Decision No. 104, dated 14.10.2024	At the Tirana Administrative Court of First Instance	In process
10	Plaintiff: AMA Defendant: Teknomedia	Financial liabilities	At the Tirana Administrative Court of First Instance	In process
11	Plaintiff: AMA Defendant: “AVIA Center”	Financial liabilities	At the Tirana Administrative Court of First Instance	In process
12	Plaintiff: AMA Defendant: Channel 7	Financial liabilities	At the Tirana Administrative Court of First Instance	In process
13	Plaintiff: RTSH Defendant: AMA	Finding of the absolute invalidity of Administrative Act Decision No. 97, dated 16.09.2024, ‘On the imposition of a fine on the audiovisual entity RTSH for violation of Law	At the Tirana Administrative Court of First Instance	In process

		No. 97/2013, “On Audiovisual Media in the Republic of Albania”		
14	Plaintiff: Sevada Guço Defendant: AMA	Resolution of the labor dispute regarding the recognition of the right to accrued but unused paid annual leave for the years 2021, 2022 and 2024.	At the Tirana Administrative Court of First Instance	In process
15	Plaintiff: Media Vizion Defendant: AMA	Annulment of the administrative act, namely the decision imposing a fine No. 36, dated 28.08.2024, upheld by AMA’s Decision No. 105, dated 14.10.2024	N At the Tirana Administrative Court of First Instance	In process
16	Plaintiff: TIBO Defendant: AMA	Annulment of Decision No. 109, dated 06.12.2023, “On the review of the administrative appeal filed by the company “TIBO” LLC, against Decision No. 13, dated 02.11.2023, imposing a fine on the audiovisual entity “TIBO”, of the Audiovisual Media Authority.	At the Tirana Administrative Court of First Instance	In process
17	Plaintiff: TIBO Defendant: AMA	Annulment of the decisions imposing fines No. 8, No. 10 and No. 11 of 2023.	At the Tirana Administrative Court of First Instance	In process
18	Plaintiff: Kujtim Cakrani Defendant: AMA	Objection to the response No. 6/1 prot., dated 24.01.2024, of the Audiovisual Media Authority, as legally unfounded, regarding the failure of the defendant administrative body to take measures to prohibit and prevent the broadcast of the historical film “Nëntori i Dytë,” on the grounds that its main content is not based on historical facts and events and that some of the characters are fictitious	At the Tirana Administrative Court of First Instance	In process

19	Plaintiff: Anila Haxhiu Defendant: AMA	Objection to the letter No. 1845 prot., dated 01.07.2024, of the Audiovisual Media Authority, requesting that the defendant be required to register the complaint, conduct a confrontation and issue a decision regarding the complaint I, the plaintiff, filed against the programme "STOP"	At the Tirana Administrative Court of First Instance	In process
20	Plaintiff: Company "TIBO" LLC Defendant: AMA	Annulment of Decision No. 112, dated 11.12.2023, of the Audiovisual Media Authority, concerning the authorization revocation of the company "TIBO" LLC	At the Tirana Administrative Court of First Instance	In process
<b>LEGAL CASES PENDING TRIAL AT THE COURT OF APPEAL</b>				
1	Plaintiff: Company "TIBO" LLC Defendant: AMA	Annulment of AMA Decision No. 82, dated 21.10.2021, against the fine imposition Decision No. 10, dated 27.09.2021.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost/ In process
2	Plaintiff : Company "Sky Gjrokastër" LLC Defendant: AMA	Annulment of AMA Decision No. 140, dated 12.07.2017, regarding the refusal to grant authorization	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost/ In process
3	Plaintiff: Company "Johaniteri" LLC Defendant: AMA	Annulment of AMA Decision No. 89, dated 21.10.2021, which upheld the fine imposition Decision No. 7, dated 08.06.2021	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
4	Plaintiff: Company "Egnatia Televizion" JSC Defendant: AMA	Annulment of AMA Decision No. 87, dated 21.10.2021, which upheld the fine imposition Decision No. 8, dated 08.06.2021.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won / In process

5	Plaintiff: Company "TIBO" LLC Defendant: AMA	Annulment of AMA Decision No. 95, dated 26.11.2021, against the fine imposition Decision No. 12, dated 10.11.2021	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Won at First Instance/In process
6	Plaintiff: Company "TIBO" LLC Defendant: AMA	Annulment of AMA Decision No. 103, dated 21.12.2021, against the fine imposition Decision No. 13, dated 01.11.2021.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost at First Instance/In process
7	Plaintiff: Company "TIBO" LLC Defendant: AMA	Annulment of AMA Decision No. 04, dated 07.01.2022, against the fine imposition Decision No. 14, dated 10.11.2021	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost at First Instance/In process
8	Plaintiff: Company "Ora" JSC Defendant: AMA	Annulment of AMA Decision No. 86, dated 21.10.2021, against the fine imposition Decision No. 6, dated 08.06.2021	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost/ In process
9	Plaintiff: Preng Doda Defendant: AMA	Annulment of AMA Decision No. 69, dated 21.08.2020, which upheld the fine imposition Decision No. 1, dated 21.07.2020.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Lost/ In process
10	Plaintiff: AMA Defendant: Radio Motiv	Financial liabilities	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Won / In process
11	Plaintiff: Dritan Memushi Defendant: AMA	Annulment of AMA Decision No. 70, dated 21.08.2020, which upheld the fine imposition Decision No. 03, dated 21.07.2020	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won / In process
12	Plaintiff: AMA Defendant: Company "Alba_Tra_Net Scu" LLC	Financial liabilities	In the Administrative Court of Appeal, Tirana. (Appeal filed by the defendant party)	Lost/ In process

13	Plaintiff: Gëzim Ismaili (Media+) Defendant: AMA	Obligation of the defendant to acknowledge the statute of limitations for the administrative penalties execution for:  Fine No. 387, dated 01.06.2011, in the amount of 200,000 ALL; Fine No. 433, dated 16.11.2011, in the amount of 400,000 ALL; Fine No. 616, dated 11.04.2013, in the amount of 2,000,000 ALL.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
14	Plaintiff: "Ora" JSC Defendant: AMA	Annulment of AMA Decision No. 86, dated 21.10.2021, which upheld the fine imposition Decision No. 06, dated 08.06.2021	In the Administrative Court of Appeal, Tirana. (Shortened appeal for deadline extension filed by AMA)	Won/ In process
15	Plaintiff: Ismet Drishti Defendant: AMA	Annulment of AMA Decision No. 27, dated 22.04.2020, "Regarding the issuance of a license for providing the audiovisual program service "Zjarr TV""	In the Administrative Court of Appeal, Tirana. (Appeal filed by both parties involved in the mediation)	Partially accepted/ In process
16	Plaintiff: Sevi Mediu (Cable TV Anfab) Defendant: AMA	Annulment of the fine imposition Decision of the Supervision Directorate, No. 7, dated 17.04.2019;  Annulment of the fine imposition Decision of the Supervision Directorate, No. 8, dated 19.04.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
17	Plaintiff: Gerantina Zylo Defendant: AMA	Annulment of AMA Decision No. 156, dated 11.10.2019, which upheld the fine imposition Decision No. 14, dated 10.05.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Won/ In process

18	Plaintiff: Albi Kreci (Cable TV Alb Vito Peqin) Defendant: AMA	Annulment of AMA Decision No. 157, dated 11.10.2019, which upheld the fine imposition Decision No. 16, dated 07.08.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
19	Plaintiff: Company “Beqaj Kabllor 2014” LLC (Cable TV Beqaj) Defendant: AMA	Annulment of AMA administrative acts: Inspection report of audiovisual activity, dated 28.09.2019; AMA Decision No. 19, dated 15.10.2019, regarding the imposition of a fine.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
20	Plaintiff: Altin Sharka, (Cable TV Hysgjokaj) Defendant: AMA	Annulment of AMA Decision No. 114, dated 11.07.2019, which upheld the fine imposition Decision No. 4, dated 15.04.2019	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Partially lost/ In process
21	Plaintiff: Company “Teknomedia” LLC (Nesër TV) Defendant: AMA	Annulment of AMA Decision No. 91, dated 16.05.2018, regarding the non-renewal of the entity’s license. Obligation of the defendant to compensate the plaintiff: Moral and psychological damage resulting from the defendant’s actions, in the amount of 5,000,000 ALL; Financial damage in the form of lost profits, in the amount of 5,316,186 ALL.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process

22	Plaintiff: Company “G NET” LLC Defendant: AMA	Annulment of AMA Decision No. 83, dated 16.05.2019, which upheld the fine imposition Decision No. 2, dated 11.04.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
23	Plaintiff: Gëzim Cake, (Cable TV Zargoçan” Defendant: AMA	Annulment of AMA Decision No. 115, dated 11.07.2019, which upheld the fine imposition Decision No. 10, dated 25.04.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
24	Plaintiff: Elion Boriçi (Cable TV Brado) Defendant: AMA	Annulment of AMA Decision No. 95, dated 07.06.2019, which upheld the fine imposition Decision No. 3, dated 12.04.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
25	Plaintiff: Company “DEVI-E.R.I.” LLC (Cable TV Devi-Eri) Defendant: AMA	Declaration of the executive title invalidity, fine imposition Decision No. 47, dated 18.11.2015, for which Execution Order No. 2233/3/2, dated 20.06.2018, was issued by the First Instance Administrative Court of Tirana, on the grounds that the obligation has been extinguished.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
26	Plaintiff: Sevi Mediu (Cable TV Anfab) Defendant: AMA	Annulment of AMA Decision No. 180, dated 05.11.2018, which upheld the fine imposition Decision No. 16, dated 08.06.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process

27	Plaintiff: Ismail Buçpapaj, (TV Bajram Curri) Defendant: AMA	Opposition to and declaration of invalidity of AMA Decision dated 31.01.2019, “Regarding the exercise of audio and/or audiovisual broadcasting activity” and of the inspection reports On the inspection of audiovisual activity dated 31.01.2019.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
28	Plaintiff: Guri Meko (Cable TV Delta) Defendant: AMA	Recognition of the statute of limitations for KKRT fines: No. 303, dated 16.12.2010, upheld by Decision No. 26, dated 20.01.2011; Fine No. 449, dated 29.02.2012; and Fine No. 479, dated 19.07.2012, upheld by Decision No. 119, dated 31.08.2012, of KKRT.	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
29	Plaintiff: Guri Meko (Cable TV Aral) Defendant: AMA	Annulment of AMA Decision No. 181, dated 05.11.2018, which upheld the fine imposition Decision No. 17, dated 11.06.2018.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
30	Plaintiff: Ermal Marinaj, unauthorized Defendant: AMA	Invalidity of the executive title, Decision No. 22, dated 06.07.2018, of the Supervision Directorate	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
31	Plaintiff: Dritan Memushi, (Cable TV Tepelena Sat) Defendant: AMA	Annulment of AMA Decision No. 186, dated 05.11.2018, which partially upheld Decision No. 20, dated 03.07.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
32	Plaintiff: Company “AVN” LLC Defendant: AMA	Annulment of AMA Decision No. 169, dated 12.09.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process

33	Plaintiff: Company “Tring Tv” JSC Defendant: AMA	Objection to enforcement actions and annulment of the Order “On the Imposition of Seizure” No. 215/2 Prot., No. 215 Reg., dated 26.11.2018, issued by the enforcement company ‘Tirana Execution Office’ LLC	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
34	Plaintiff: Company “New Media Vizion” LLC Defendant: AMA	Annulment of AMA Decision No. 160, dated 12.09.2018, “Regarding the rejection of the request to expand the licensing area of “Radio 1””	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Lost/ In process
35	Plaintiff: Spiro Zguri, (TV Magic Channel) Defendant: AMA	Invalidity of the executive title for AMA Decision No. 104, dated 12.07.2017, regarding the settlement of financial liabilities	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
36	Plaintiff: Lartment Mato, unauthorized Defendant: AMA	Annulment of AMA Decision No. 155, dated 13.07.2018, which upheld the fine imposition Decision No. 10, dated 29.05.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
37	Plaintiff: Company “Fokus TV” LLC Defendant: AMA	Objection to enforcement actions:  Fine No. 509, dated 23.10.2012, of AMA’s Inspection Group; Fine No. 13, dated 22.05.2015, of AMA’s Inspection Group.	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process
38	Plaintiff: Dritan Memushi, ( Cable TV Tepelena Sat) Defendant: AMA	Annulment of AMA Decision No. 117, dated 16.05.2018, which upheld the fine imposition Decision No. 4, dated 20.02.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/ In process

39	Plaintiff: Company “4+ Media Group” LLC, (TV 4+)  Defendant: AMA	Annulment of AMA Decision No. 122, dated 08.06.2018	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
40	Plaintiff: Company “Capital Radio” LLC  Defendant: AMA	Annulment of AMA Decision No. 73, dated 20.04.2018;  Restoration of the appeal period for the company ‘Capital Radio’ against AMA Decision No. 90, dated 19.05.2016	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Partially lost/ In process
41	Plaintiff: Company “Media Nord” JSC  Defendant: AMA	Objection to enforcement actions regarding the executive title, fine imposition Decision No. 41, dated 27.04.2017	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
42	Plaintiff: Company “Media +” JSC  Defendant: AMA	Objection to enforcement actions notified by document No. 405/1, dated 24.04.2013	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
43	Plaintiff: Company “Media Nord” JSC  Defendant: AMA	Invalidity of the executive title, fine imposition Decision No. 41, dated 27.04.2017	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
44	Plaintiff: Abedin Fraholli, (Cable TV Fraholli)  Defendant: TRING  Third party: AMA	Compensation for contractual damage under the contract dated 01.01.2016, concluded between Tring TV and TV Kabllor Fraholli.  Payment of the obligation pursuant to AMA Decision No. 51, dated 24.10.2016	In the Civil Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process

45	Plaintiff: Private entity Sevi Mediu, (Cable TV Kabllor) Defendant: AMA	Annulment of AMA Decision No. 179, dated 04.09.2017, which upheld the fine imposition Decision No. 74, dated 02.08.2017	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
46	Plaintiff: Company “4 Plus Media Group” LLC, (TV 4+) Defendant: AMA	Invalidity of the executive title, AMA Decision No. 44, dated 27.04.2017, issued against the company “4 Plus Media Group” LLC	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
47	Private entity Fred Hasa, (Cable TV Pirg) Defendant: AMA	Annulment of AMA Decision No. 171, dated 04.09.2017, against Decision No. 63, dated 19.07.2017	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
48	Plaintiff: Company “Radio Link” LLC., (Radio DJ 96.1) Defendant: AMA	Annulment of AMA Decision No. 210, dated 25.10.2017, which upheld the fine imposition Decision No. 83, dated 09.08.2017	In the Administrative Court of Appeal, Tirana. (Appeal filed by the plaintiff party)	Won/In process
49	Plaintiff: AMA Defendant: Company “Radio Albania News”	Financial liabilities	In the Administrative Court of Appeal, Tirana. (Appeal filed by AMA)	Partially lost/ In process
50	Plaintiff: Dritan Memushi, (Cable TV Tepelena Sat)	Annulment of AMA Decision No. 115, dated 09.12.2015, which upheld the fine imposition Decision No. 15/1, dated 22.09.2015	Judgment concluded in the Administrative Court of Appeal. (Appeal filed by the plaintiff party)	Won/In process

	Defendant: AMA			
51	Plaintiff: Cable TV Apollon Defendant: AMA	Annulment of KKRT Decision No. 63/2011	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
52	Plaintiff: Private entity Dritan Xhaçi, (Cable TV Xhaçi) Defendant: AMA	Annulment of AMA Decision No. 69, dated 04.04.2016, which upheld the fine imposition Decision No. 6, dated 10.02.2016	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Lost/ In process
53	Plaintiff: Private entity Dritan Xhaçi, (Cable TV Xhaçi) Defendant: AMA	Annulment of AMA Decision No. 234, dated 03.11.2016, “On the application review of the private entity Dritan Xhaçi, for the authorization renewal to retransmit the audiovisual program service to third parties, via the cable network TV Kabllor Xhaçi	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
54	Company “Tring TV” JSC Defendant: AMA	Annulment of AMA Decision No. 114, dated 12.07.2017, which upheld the fine imposition Decision No. 65, dated 01.12.2016.	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
55	Company “Beqaj Kabllor 2014” LLC Defendant: AMA	Annulment of AMA Decision No. 169, dated 04.09.2017, which upheld the fine imposition Decision No. 60, dated 14.06.2017	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
56	Edmond Sulejmani, (Cable TV Jug) Defendant: AMA	Objection to and suspension of enforcement actions	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process

57	Company “Reçi KGM” LLC (Cable TV Lissus) Defendant: AMA	Annulment of AMA Decision No. 26, dated 27.01.2016, which upheld the fine imposition Decision No. 62, dated 15.12.2015	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
58	Plaintiff: Private entity Dritan Xhaçi, (Cable TV Xhaçi) Defendant: AMA	Annulment of AMA Decision No. 180, dated 23.07.2016, which upheld the fine imposition Decision No. 18, dated 03.06.2016	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
59	Plaintiff: Company “Kombi” LLC (TV Kombi) Defendant: AMA	Annulment of AMA Decision No. 53, dated 12.04.2017, which upheld the fine imposition Decision No. 13, dated 27.01.2017	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
60	Plaintiff: Company “Kombi” LLC (TV Kombi) Defendant: AMA	Recognition of the absolute illegality of AMA Decision No. 264, dated 21.12.2016, which upheld the fine imposition Decision No. 41, dated 18.10.2016	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
61	Plaintiff: Company “Envo-Company” LLC (Cable TV Envo Company) Defendant: AMA	Annulment of Fine Imposition Decision No. 55, dated 23.05.2017, and Fine Imposition Decision No. 56, dated 02.06.2017	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
62	Plaintiff: Gazmir Mango (New Planet Radio)	Objection to enforcement actions	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process

	Defendant: AMA			
63	Plaintiff: Gazmir Mango (New Planet Radio) Defendant: AMA	Recognition of the statute of limitations for fine imposition Decision No. 237, dated 03.03.2010	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Lost/ In process
64	Plaintiff: Company "Arlibon" LLC (Cable TV Fieri) Defendant: AMA	Annulment of AMA Decisions No. 106, 107, 108, 109, 110, 111, and 115, dated 12.07.2017	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/ In process
65	Plaintiff: Aristotel Petro, TV Alpo Defendant: AMA	Annulment of administrative acts: 1. Inspection Report dated 08.02.2018; 2. Decision dated 08.02.2018; 3. Obligation of the defendant to return the seized equipment	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/ In process
66	Plaintiff: AMA Defendant: Private entity Ruzhdi Bajrami, (Cable TV Bajram Net)	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/ In process
67	Plaintiff: AMA Defendant: Company "Media 99" JSC, (TV Koha)	Financial liabilities	In the trial process before the Civil Court of Appeal (Appeal filed by the defendant party)	Won/ In process

68	Plaintiff: Private entity Aqif Haveriku, TV 6 Third party: AMA	Objection to enforcement actions regarding fine imposition Decision No. 61, dated 22.11.2016	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
69	Plaintiff: Private entity Aqif Haveriku, TV 6 Third party: AMA	Objection to enforcement actions regarding fine imposition Decision No. 43, dated 27.04.2017	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
70	Plaintiff: Private entity Josif Shegani, (Cable TV Lin) Defendant: AMA	Declaration of the invalidity of the executive title, Fine Imposition Decision No. 1, dated 07.03.2014	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Lost/ In process
71	Plaintiff: Private entity Ledio Shameti, (Cable TV Kamza) Defendant: AMA	Invalidity of the executive title, fine imposition Decision No. 506, dated 23.10.2012.  Suspension of the executive title enforcement.	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
72	Plaintiff: Company “Beqaj Kabllor 2014” LLC Defendant: AMA	Invalidity of the executive title, fine imposition Decision No. 60, dated 14.06.2017.  Suspension of the executive title enforcement.	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
73	Plaintiff: Private entity Fatjon Latifi, “ENT-Kabllor TV” Defendant: AMA	Statute of limitations of the executive title and the invalidity recognition of fine imposition Decision No. 392, dated 01.07.2011	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process

74	Plaintiff: Private entity Fred Stakaj Defendant: AMA	Objection to and annulment of the obligation in the amount of 312,490 ALL	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
75	Plaintiff: AMA Defendant: Private entity Elona Shaha for the entity "TV Stream"	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
76	Plaintiff: AMA Defendant: Company "Cable Albania Shkodër" LLC	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Lost/ In process
77	Plaintiff: AMA Defendant: Company "Reci KGM" LLC	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
78	Plaintiff: AMA Defendant: Company "Veçëniku" LLC for the entity TV Veçëniku	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
79	Plaintiff: AMA Defendant: Private entity Shpëtim Plaku	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Partially lost/In process

	for the entity “TV Alb Pajovë”			
80	Plaintiff: AMA Defendant: Company “ACN” LLC	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
81	Plaintiff: AMA Defendant: Private entity Ardjan Sulovari for the entity “TV Kabllor Dire”	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
82	Plaintiff: AMA Defendant: Company “Egnatia-Radio TV Kabëll” LLC	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
83	Plaintiff: AMA Defendant: Company “Vraniger Communication” LLC	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
84	Plaintiff: AMA Defendant: Natural person entity Sulejman Leshi	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process

85	<p>Plaintiff: AMA</p> <p>Defendant: Klodjan Shqau</p> <p>Edmond Kristo</p> <p>Former administrator and former partner of the company Egnatia-Radio TV Kabel" LLC.</p>	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Dismissed by the Court/In process
86	<p>Plaintiff: Zylyftar Bregu</p> <p>Defendant: AMA and the Parliament</p>	<p>Annulment of Decision No. 82/2019, dated 04.07.2019, of the Parliament of Albania, regarding the dismissal of AMA's member;</p> <p>2. Reinstatement of the plaintiff as a member of AMA;</p> <p>3. Payment of the corresponding remuneration as a member of AMA until reinstatement.</p>	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
87	<p>Plaintiff: Company "Cable Tv Vlora Cable" LLC</p> <p>Defendant: AMA</p>	<p>Annulment of AMA Decision No. 05, dated 16.01.2020, which upheld the fine imposition Decision No. 21, dated 17.12.2019</p>	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Lost/In process
88	<p>Plaintiff: Tibo LLC</p> <p>Defendant: AMA</p>	<p>Annulment of AMA Decision No. 63, dated 02.06.2022, which upheld Decision No. 02, dated 28.01.2022</p>	In the Administrative Court of Appeal (Appeal filed by the State Attorney)	Won/In process
89	<p>Plaintiff: Dritan Memushi (Tepelena Sat)</p>	<p>Annulment of AMA Decision No. 88, dated 15.07.2022, which upheld Fine Imposition No. 3, dated 05.04.2022</p>	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process

	Defendant: AMA			
90	Plaintiff: My Tv ALB Defendant: AMA	Annulment of Fine Imposition Decision No. 4, dated 27.04.2022	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
91	Plaintiff: Company “Tibo” LLC Defendant: AMA	Annulment of AMA Decision No. 116, dated 12.10.2022, which upheld the fine imposition Decision No. 10, dated 06.09.2022.	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
92	Plaintiff: Company “Tibo” LLC Defendant: AMA	Annulment of AMA Decision No. 117, dated 21.10.2022, which upheld the fine imposition Decision No. 11, dated 07.09.2022	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
93	Plaintiff: Company “Tibo” LLC Defendant: AMA	Annulment of AMA Decision No. 119, dated 21.10.2022, which upheld the fine imposition Decision No. 13, dated 09.09.2022.	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
94	Plaintiff: Company “Tibo” LLC Defendant: AMA	Annulment of Fine Imposition Decision No. 6, dated 17.06.2022 and AMA Decision No. 105, dated 30.09.2022	In the Administrative Court of Appeal (Appeal filed by the plaintiff party)	Won/In process
95	Company “Tring TV” JSC Defendant: AMA	Amendment of AMA Decision No. 285, dated 29.12.2016, by determining the qualification and granting the private national audiovisual license to the company “Tring TV” JSC	In the trial process before the Supreme Court. The Administrative Court of Appeal has decided to annul the decision of the First Instance Administrative Court and to return the case for re-trial by a different judicial panel. (Recourse filed by AMA)	Won/In process
96	Pandi Kasapi	Compensation for damages (calculated based on the monthly salary of Category III-a/1 from	The plaintiff party	Lost/ In process

	Defendant: AMA	21.07.2009 until the issuance of the order by KKRT)		
97	Plaintiff: RTSH Defendant: AMA	Recognition of the absolute invalidity of the administrative act, Decision No. 66, dated 02.08.2023, "On the imposition of a fine on the channel "RTSH Film" of the public broadcaster "Radio Televizioni Shqiptar (RTSH)"	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
98	Plaintiff: Mirela Mileti Defendant: AMA	1. Annulment of Order No. 41, dated 04.01.2023, " <i>On the termination of Ms. Mirela Mileti's civil service employment...</i> "	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
99	Plaintiff: Gresa Dogani Defendant: AMA	Annulment of Order No. 8, dated 04.01.2023, "On the termination of civil service employment..."	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
100	Plaintiff: "ARAL" Defendant: AMA	Annulment of the fine imposition Decision No. 15, dated 04.10.2022, upheld by AMA Decision No. 6, dated 08.02.2023	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won/In process
101	Plaintiff: Arjola Kadareja Defendant: AMA	"Obligation of the defendant to compensate the plaintiff with 12 monthly salaries, as a result of the immediate termination of the employment contract without reasonable cause..."	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Lost/ In process
102	Plaintiff: "Tibo" LLC Defendant: AMA	Annulment of AMA Decision No. 118, dated 21.10.2022, which upheld the fine imposition Decision No. 12, dated 08.09.2022, of the Supervision Directorate	In the First Instance Administrative Court, Tirana	Won/In process
103	Plaintiff: AMA Defendant: Focus Cable	Financial liabilities	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Won
104	Plaintiff: Company "Tibo" LLC Defendant: AMA	Annulment of AMA Decision No. 119, dated 21.10.2022, which upheld the fine imposition Decision No. 13, dated 09.09.2022	In the Administrative Court of Appeal (Appeal filed by the defendant party)	Dismissed

105	Plaintiff: AMA Defendant: "TIBO" LLC	Financial liabilities	Appeal filed by AMA	Suspended
<b>LEGAL CASES PENDING TRIAL AT THE SUPREME COURT</b>				
<b>No.</b>	<b>Plaintiff / Defendant</b>	<b>Subject</b>	<b>Party filing the recourse</b>	
1	Endrit Kopliku Defendant: AMA	Declaration of the termination of the employment contract dated 02.12.2013, as immediate and unjustified	AMA	Lost/ In process
2	Fokus "Focus Media News" LLC, for the entity "TV News 24" Defendant: AMA	Annulment of AMA Decision No. 10, dated 27.01.2016, which upheld the fine imposition Decision No. 53, dated 07.12.2015	AMA	Lost/ In process
3	Company "Fibernet" LLC Defendant: AMA	Annulment for relative invalidity of Order No. 283, dated 03.09.2015, and Decision No. 1, dated 03.09.2015	The plaintiff party	Won/ In process
4	Company "Fibernet" LLC Defendant: AMA	Annulment for relative invalidity of AMA Decision No. 85, dated 26.10.2015	The plaintiff party	Won/ In process
5	Company "Intel-Media" LLC for the entity "TV Kabllor Jug" Defendant: AMA	Annulment of AMA Decision No. 93, dated 26.10.2015, which upheld the fine imposition Decision No. 39, dated 15.09.2015	AMA	Lost/ In process

6	Cable Television “AVN” Defendant: AMA	Annulment of KKRT Decision No. 62, dated 11.02.2011 and Fine Imposition Decision No. 339, dated 11.01.2011	AMA	Lost/ In process
7	Cable Television “AVN” Defendant: AMA	Annulment of KKRT Decision regarding Fine Imposition No. 72/2010	AMA	Lost/ In process
8	Company “Digit- Alb” JSC Defendant: AMA	Annulment of AMA Decision No. 65, dated 04.04.2016; Annulment of the administrative act, Inspection Report for Fine No. 3, dated 26.01.2016, regarding the imposition of a fine on the company “Digitalb” JSC	The plaintiff party	Won/In process
9	Fitnete Hajdari Defendant: AMA	Reinstatement of the plaintiff to her previous position, due to the unilateral termination of the indefinite-term employment contract without reasonable cause.	AMA	Partially lost/ In process
10	“Tv. Ca. Ura Vajgurore” Defendant: AMA	Invalidity of the executive title of fine imposition Decision No. 9, dated 07.03.2014, as it has expired due to the statute of limitations	The appellant is the plaintiff party and the counter-appeal is filed by AMA.	Won/In process
11	Fred Stakaj, (TV Lezha Kabëll) Defendant: AMA	Invalidity of the executive title, Fine Imposition Decision No. 9, dated 17.03.2016; Objection to and suspension of enforcement actions	The plaintiff party	Won/In process
12	Company “Elbasan Cable” LLC Defendant: AMA	Annulment of AMA Decision No. 67, dated 04.04.2016, which upheld the fine imposition Decision No. 4, dated 10.02.2016	The plaintiff party	Won/In process

13	Company "Devi-E.R.I" LLC Defendant: AMA	Annulment of AMA Decision No. 19, dated 27.01.2016, which upheld the fine imposition Decision No. 47, dated 18.11.2015	The plaintiff party	Won/In process
14	Private entity Eneritan Pupa, for the entity "TV Kabllor Pupa" Defendant: AMA	Recognition of the invalidity of AMA Decision No. 270, dated 22.12.2016, which upheld the fine imposition Decision No. 53, dated 04.11.2016	The plaintiff party	Won/In process
15	Company "Cable TV Shijaku" sh.p.k., for the entity "Cable TV Shijaku" Defendant: AMA	Annulment of AMA Decision No. 106, dated 19.05.2016, which upheld the fine imposition Decision No. 7, dated 04.03.2016	The plaintiff party	Won/In process
16	Company "Media +" JSC Defendant: AMA	Annulment of KKRT Decision No. 95, dated 03.04.2013 and AMA Decision No. 09, dated 22.05.2013.	State Attorney's Office	Lost/In process
17	Company "Tring TV" JSC Defendant: AMA	Annulment of AMA Decisions No. 67 and No. 112, dated 12.07.2017	The plaintiff party	Won/In process
18	Blerta Boriçi Defendant: AMA	Employment relation	AMA	Lost/In process
19	Company "Tring TV" JSC Defendant: AMA	Annulment of AMA Decision No. 40, dated 11.05.2015, which upheld the fine imposition Decision No. 3, dated 13.03.2015	AMA	Lost/In process

20	Company "Media Vizion" JSC Defendant: AMA	Obligation of the defendant to suspend the licensing procedure for national digital networks initiated by AMA Decision No. 29, dated 16.04.2015	The plaintiff party	Won/In process
21	Company "Media 99" JSC Defendant: AMA	Annulment and cancellation of Decision No. 77, dated 19.05.2016	The plaintiff party	Won/In process
22	Company "Intel-Media" LLC Defendant: AMA	Annulment of the fine imposition decision in the amount of 300,000 ALL, imposed by the private cable television entity "TV Jug"	State Attorney's Office	Won/In process
23	Complainant : AMA	Request for the issuance of the execution order for Fine Imposition Decision No. 49, dated 24.11.2015	AMA	Lost/ In process
24	Company "ACN" LLC Defendant: AMA	Annulment for relative invalidity of AMA Decision No. 103, dated 12.07.2017	The plaintiff party	Won/In process
25	Company "Elbasan Cable" LLC, (TV Elbasan Cable) Defendant: AMA	Annulment of Fine Imposition Decision No. 13, dated 11.04.2016, and Decision No. 147, dated 13.06.2016	The plaintiff party	Won/In process
26	Company "Tring TV" JSC Defendant: AMA	Annulment of AMA Decision No. 105, dated 19.05.2016, which upheld the fine imposition Decision No. 10, dated 23.03.2016	The plaintiff party	Won/In process

27	Company “Media +” JSC Defendant: AMA	Annulment and declaration of AMA Decision No. 09, dated 22.05.2013, as invalid	State Attorney’s Office	Lost/ In process
28	Private entity Fred Hasa, for the entitu “Cable TV Pirg” Defendant: AMA	Annulment of AMA Decision No. 178, dated 04.09.2017	The plaintiff party	Won/In process
29	Company “TV Alsat” JSC Defendant: AMA	Financial liabilities	State Attorney’s Office (against the decision for re-trial)	Won/In process
30	Plaintiff: AMA Defendant: Alfred Bej	Obligation of the defendant to return the amount of 1,995,656 ALL	The defendant party	Won/In process
31	Plaintiff: AMA Defendant: Anila Hajnaj	Obligation of the defendant to return the amount of 1,631,500 ALL	The defendant party	Won/In process
32	Plaintiff: Endirë Bushati Defendant: AMA	Annulment of Decision No. 94/2014 of the Parliament of the Republic of Albania “On the election of the Chairperson of the Audiovisual Media Authority” Regulation of the financial relationship between the plaintiff and AMA, obliging AMA to compensate the plaintiff’s salary from the date of termination until 21.07.2016.	AMA	Lost/ In process
33	Plaintiff: Company “Tring TV” JSC	Annulment of AMA Decision No. 150, dated 13.06.2016, which upheld the fine imposition Decision No. 12, dated 11.04.2016	The plaintiff party	Won/In process

	Defendant: AMA			
34	Plaintiff: AMA Defendant: Company “Epiri-2011” LLC	Financial liabilities	AMA	Lost/ In process
35	Plaintiff: Top Channel Defendant: AMA	Recognition of the absolute invalidity of fine imposition Decision No. 54, dated 07.12.2015 (political advertisement)	Recourse filed by the State Attorney’s Office	Lost/ In process
36	Plaintiff: “Adria-Med” LLC Defendant: AMA	Recognition of the absolute invalidity of AMA Decision No. 233, dated 11.12.2017, which upheld the fine imposition Decision No. 88, dated 10.10.2017	Recourse filed by AMA and the State Attorney’s Office	Lost/ In process
37	Plaintiff: Abidin Fraholli, (Cable TV Fraholli) Defendant: AMA	Annulment of AMA Decision No. 274, dated 22.12.2016, which upheld the fine imposition Decision No. 51, dated 24.10.2016	The plaintiff party	Won/ In process
38	Plaintiff: Company “Envo-Company” LLC, for the entity “Cable TV Envo Company” Defendant: AMA	Annulment of AMA Decision No. 118, dated 12.07.2017, which upheld the fine imposition Decision No. 34, dated 10.04.2017	The plaintiff party	Won/ In process