



Montenegro
THE AGENCY FOR ELECTRONIC MEDIA
Ref. no. 02 – 1329
Podgorica, 05 October 2017

REVIEW OF THE PROGRAMME STRUCTURE OF COMMERCIAL RADIO BROADCASTERS

Legal framework

Article 56 of the Electronic Media Law (EML)¹ stipulates that the programme base of a general radio broadcast is to contain the schedule which determines: type of programmes, or their classification into specific groups; envisaged shares of specific programme groups; envisaged maximum share of advertising contents; envisaged share of in-house audiovisual works; transmission time.

Pursuant to Article 100 of the EML, the scope and structure of applicant's programmes is one of the selection criteria on the public competition for allocation of broadcasting frequencies.

Article 58 of the EML sets forth that a broadcaster is obliged to ask for AEM's approval, in writing, of any significant intended changes in the structure of a radio or television broadcast. A significant change in the programme structure, in terms of this provision, means any change over 10% in the programme structure based on which broadcasting licence was granted. The EML also envisages that AEM may deny a broadcaster the approval for the change of programme structure should it determine that it would lead in the area covered by a certain radio or television broadcast to a lack of a certain type of programmes for which the broadcaster was licensed.

Chapter 2, Programme Structure and Other Programme Obligations, of the Broadcasting Licence envisages that broadcasters are obliged to adhere to the programme schedule or the programmes structure provided for licencing purposes, and inform the Agency for Electronic Media (AEM) in writing of any changes that occurred, and seek approval from the AEM Council for all intended significant changes in programme structure.

Article 59 the EML requires broadcasters to air on daily basis at least 12 hours of programmes, and to assign at least 10% of total weekly air time to news and current affairs from the coverage zone. Moreover, a broadcaster is obliged to broadcast at least 30 minutes of news a day within which it should have at last one block lasting at least 20 minutes.

Methodological framework

Aiming to check consistency in observing the reported programme structure, the AEM sent a request² to all commercial radio broadcasters asking them to provide the updated versions of the following documents:

1) **the programme base**, by providing the overview requested in the schedule attached to the request. The overview contains the main elements of the programme base in line with Article 56 of the EML, as follows: type of programme, duration and brief description of the programmes, envisaged shares of specific programme groups, the information on the total share of in-house production, purchased or rebroadcast programmes. With a view of more precise identification of the programmes requested, broadcasters are referred to the Rulebook on Terms for Identifying Programmes as In-house Production.

¹ Official Gazette of Montenegro nos. 046/10, 040/11, 053/11, 006/13, 055/16

² Ref. no. 02- 953 of 26 June 2017

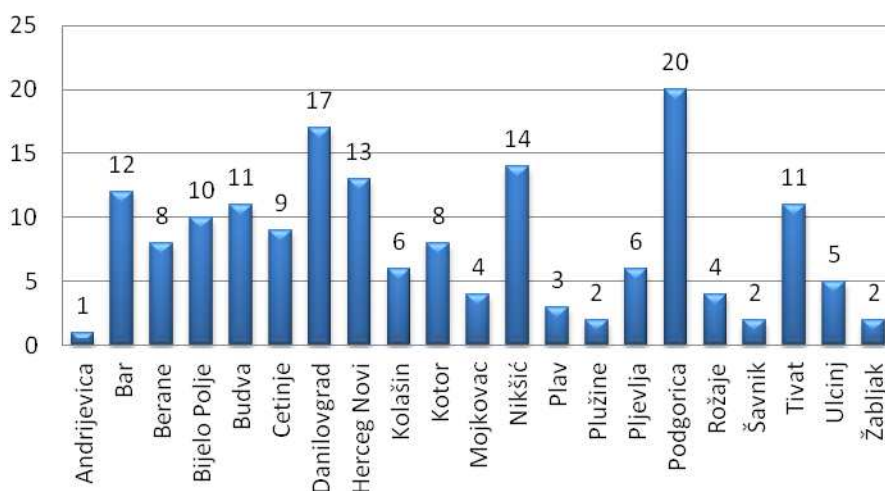
2) daily, weekly and monthly **programme schemes** for the general radio programme, or if the programme scheme is unified, or planned with unchanging structure, with the monthly scheme being a collection of identical weekly schemes, then a weekly scheme.

Between June and September 2017, based on programme schemes, data were collected referring to the type of programmes, duration and brief description of broadcasts, intended shares of specific groups of programmes, the data on the total share of in-house production, purchased or rebroadcast programmes; the results of the quantitative analysis of the requested data are as presented below³.

Baseline data

The total of 36 radio broadcasters hold broadcasting licences. Out of the total number, 24 are radio stations with local coverage (as many as 13 covering the territory of one municipality only), 7 regional and 4 with the national coverage.

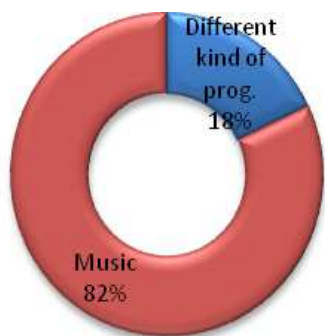
Radio broadcasters show diverse interest in covering the territories of certain municipalities, hence, for instance, Podgorica is covered by the signal of 20 commercial radio broadcasters, while Andrijevica by one only.



Graph 1: Number of broadcasters covering the territory of a municipality

Programme structure

All 36 radio broadcasters air their programmes 24 hours a day, or 10,080 minutes of radio broadcasting per one operator a week.



Graph 2: Radio programme structure (weekly average)

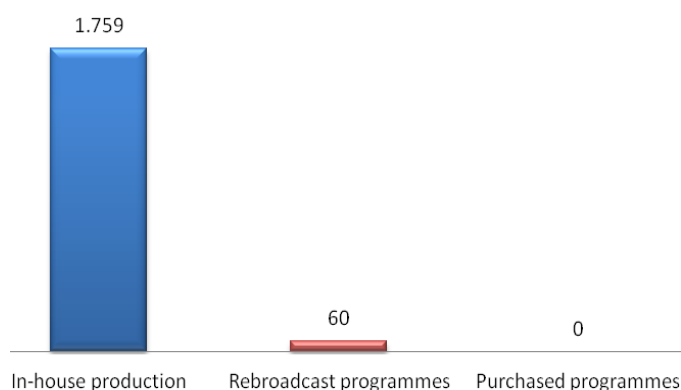
Pursuant to Art 55 of the EML, broadcasters are obliged to transmit radio programmes in Montenegrin language or in other languages in official use. The use of Montenegrin language is not mandatory in programmes intended for members of minority nations and other minority communities.

Twenty radio broadcasters use Montenegrin, while thirteen use other languages in official use (two of them Serbian, and one Croatian). Pursuant to their licences, three broadcasters have bilingual programmes (two use Montenegrin and Albanian, one Montenegrin and Romani).

³ A methodological note: the results include the data obtained based on the programme schemes provided and are not compared with the duration of actual broadcasts.

An average radio station has weekly broadcasts composed 82% of music and 18% of different kind of programmes (by category, genre or production source).

The above means that an average radio station broadcasts 1,819 minutes (around 30 hours) a week, or 260 minutes (some 4 hours) a day of diverse programmes, while the rest of air time is accounted for by music.

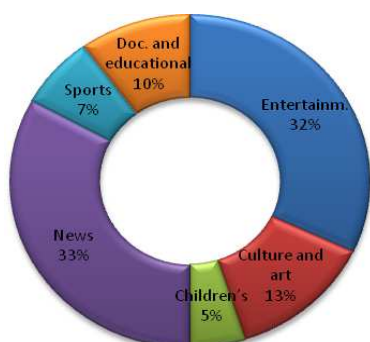


Graph 3: Production structure (weekly average)

In-house production is deemed to include information, culture, art, music, sport and other contents, as well as other original programmes, produced by the broadcaster or as per its orders and for its account⁴. In-house production of radio broadcasters means programmes containing at least 20% of original audio material or the copyrighted part.

Out of the 1,819 minutes of various programmes aired weekly, 97% is in-house production, while the remaining 3% is the rebroadcast programme. Radio stations have no purchased programmes.

Seen by the type of aired programmes, entertainment and current affairs are predominant in the daily schemes, while children’s programmes are least present.



Graph 3: Structure by programme type (weekly average)

Out of 36 radio stations, four have no current affairs programmes. Current affairs mostly refer to short broadcasts (up to 10 minutes) with the national and world news, separated in terms of their contents and form from other programmes and recognisable as “traditional” news programme. The total share of such programmes is increased on weekly basis (33% on average) by collage programmes, mixed programmes composed of current affairs (primarily local services and other information) and music.

Entertainment programmes are mostly characterised by talk programmes, collage programmes with news from the world of entertainment and top lists.

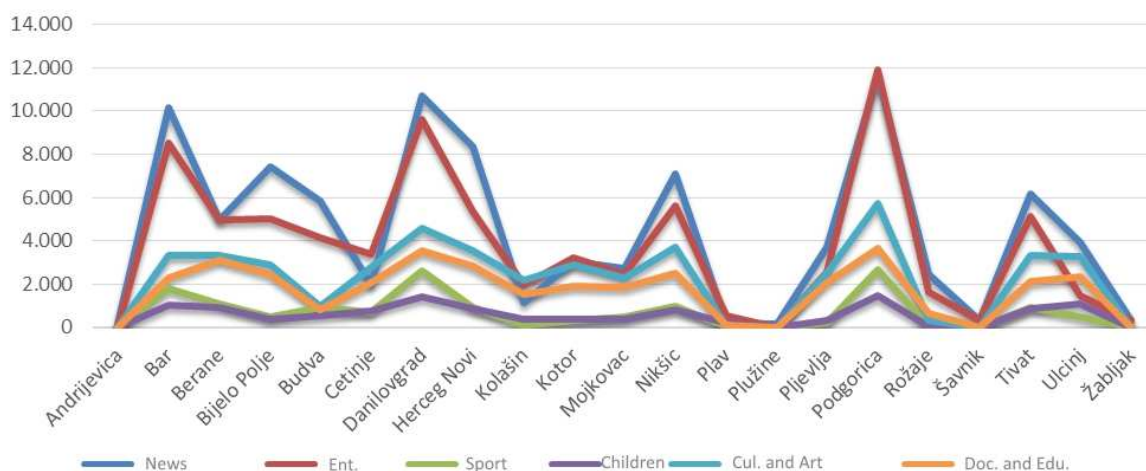
Eleven radio broadcasters have no programmes of cultural or artistic character. Such programmes are mostly composed of broadcasts with features on current cultural events, interviews or monologue forms covering different topics in the area of culture.

Documentary and educational programmes are characterised by broadcasts with predominant educational component on the issues of environment, tourism, agriculture, etc.

Almost half of radio broadcasters have no sport or children’s programmes.

Given the considerable difference in the number of stations available within the territory of one municipality, coupled with the data on the structure and amount of programmes currently aired by the 36 radio stations in Montenegro, we calculated the availability of certain types of programmes to listeners in each municipality.

⁴ Rulebook on Requirements for Programmes Deemed as In-house Production (Official Gazette of Montenegro 011/12)



Graph 5: Minutes (weekly) of programme by type available on the territory of a municipality

The data show substantial difference among municipalities with the trend of radio broadcaster concentration in larger municipalities while there is a lack of supply of radio programmes in smaller municipalities.



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