



**Montenegro**  
**THE AGENCY FOR ELECTRONIC MEDIA**  
**Ref. no. 02 – 1554**  
**Podgorica, 21 November 2017**

**REVIEW OF THE PROGRAMME STRUCTURE OF COMMERCIAL TV BROADCASTERS WITH  
REGIONAL AND LOCAL COVERAGE**

**Legal framework**

Article 56 of the Electronic Media Law (EML)<sup>1</sup> stipulates that the programme base of a general television 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.

Section 2, Programme Structure and Other Programme Obligations, of the Broadcasting Licence envisages that broadcasters are obliged to adhere to the programme schedule or the programme 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 slot lasting at least 20 minutes.

Under Art 55 of the EML, a broadcaster is obliged to publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors and clearly identify such programmes by the presence of a visual symbol throughout their duration and to broadcast such programmes at the time and in the manner in which it is least likely that minors will normally hear or see it. The Rulebook on Programme Standards in Electronic Media<sup>2</sup> stipulates the use of graphic marks 12, 16 or 18 for respective programme categories, and the criteria to be taken into account when categorising programmes.

**Methodological framework**

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

<sup>2</sup> Official Gazette of Montenegro nos. 035/11, 007/16

Aiming to check consistency in observing the reported programme structure, the AEM sent a request<sup>3</sup> to all commercial television 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<sup>4</sup>.

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.

Based on the programme schemes for October and November 2017, data were collected referring to the type of programmes, their duration and brief description, envisaged shares among different groups of programmes, and the respective shares of in-house production, purchased and rebroadcast programmes.

The above information was compared with the monitoring data for the period 21 and 27 October 2017, reaching the conclusions presented below based on the quantitative analysis done.

## Baseline data

The total of eleven broadcasters hold licences for local multiplexes and/or electronic communication networks without the use of analogue broadcasting frequencies, thus having local or regional coverage:

- „Atlas Media Group" d.o.o., a broadcaster for TV Atlas;
- „Boin" d.o.o. a broadcaster for TV Boin;
- „M-Corona" d.o.o. a broadcaster for TV Corona;
- „Adnan" d.o.o. a broadcaster for TV Glas Plava;
- „Zen Master Production" d.o.o. a broadcaster for Novi TV;
- „Lutrija Crne Gore" a.d. a broadcaster for 777 TV Lutrija Crne Gore (Montenegrin Lottery);
- NGO Equality and Tolerance Association - AI, a broadcaster for Srpska TV;
- „Sun Sun" d.o.o. a broadcaster for TV Sun;
- „Mir i Teuta" d.o.o. a broadcaster for TV Teuta;
- „Blue Moon" d.o.o. a broadcaster for TV MBC;
- „National Research Institute MNE" d.o.o. a broadcaster for CHANNEL1.

Over the period observed, the "Adnan" d.o.o. company, a broadcaster for TV Glas Plava, broadcast no programmes, and the "National Research Institute MNE" d.o.o., a broadcaster for "CHANNEL1", had not started broadcasting its programme yet, hence the review covers only the other nine broadcasters with local or regional coverage.

## TV ATLAS

TV Atlas airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

<sup>3</sup> Ref. no. 02- 953 of 26 June 2017

<sup>4</sup> Rulebook on Terms for Identifying Programmes as In-house Production (Official Gazette of Montenegro 011/12)

Given the production source, purchased programmes are predominant in the total programmes broadcast (97%).

In-house production is deemed to include news, 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 account.

Given that the Rulebook on Terms for Identifying Programmes as In-house Production stipulates that it includes premieres and first reruns of programmes, thus the broadcaster has no in-house production.

Under the terms of its licence, this broadcaster is obliged to produce at least 54% of in-house production.

Over the period observed, the broadcaster had 3% of rebroadcast programmes.

Regardless of the production source, culture and art programmes (live action films and series) are predominant in the overall broadcast programmes with 61%.

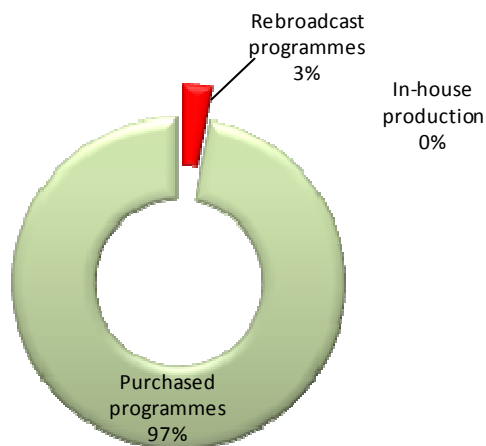
This is followed by entertainment programmes with 32% of the total air time.

The broadcaster rebroadcasts current affairs programme (2% of the total structure) meeting the statutory requirement of 30 minutes a day, including the prime time news programme of average duration of 30 minutes (the statutory minimum is 20 minutes).

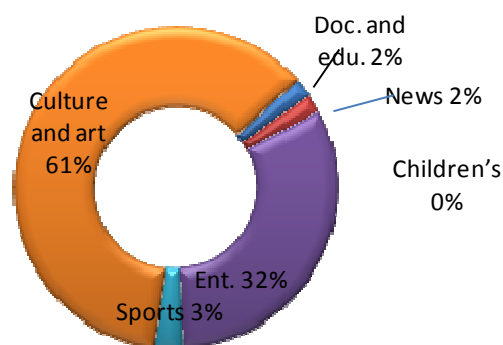
Sports programmes account for 3%, and documentary and educational ones for 2% of the total air time.

There are no children's programmes.

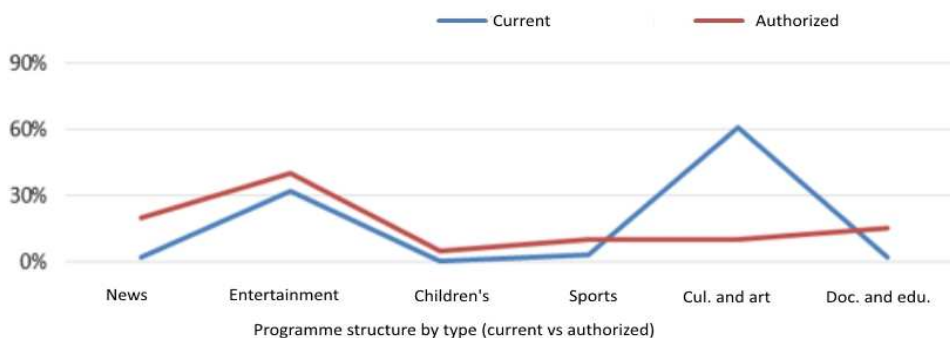
Compared to the terms of its license, TV Atlas shows major deviations, going in favour of culture and art programmes, while all other categories are less present than stipulated by the terms of their licence.



Programme structure by production source (weekly)



Programme structure by type (weekly)



Given the obligation to identify age appropriateness of programmes, the broadcaster does no categorisation of programmes, i.e. it does not publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors.

## TV BOIN

TV Boin airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant in the total programmes broadcast (83%).

In-house production is deemed to include news, 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 account.

In-house production makes up 11% of the total programmes broadcast by TV Boin. Under the terms of its licence, this broadcaster is obliged to produce at least 47.5% of in-house production.

Over the period observed, the broadcaster had 6% of rebroadcast programmes.

Regardless of the production source, entertainment programmes are predominant in the overall broadcast programmes with 77%.

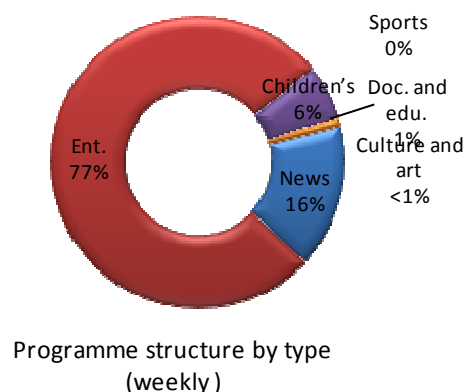
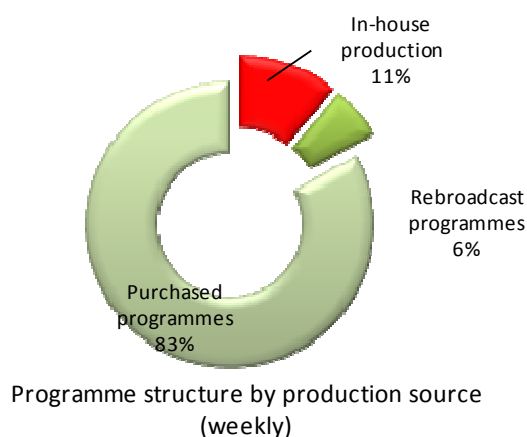
This is followed by current affairs programmes with 16% of the total air time.

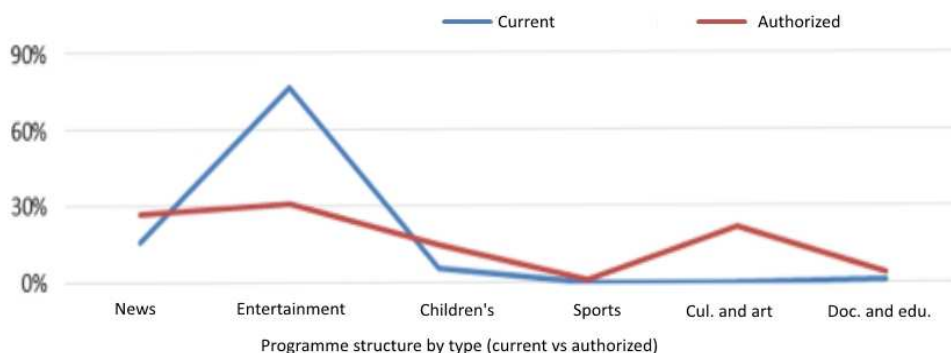
The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, including the prime time news programme of average duration of 21 minutes (the statutory minimum is 20 minutes).

Children's programme accounts for 6%, while documentary and educational programmes account for 1% of the total.

There are no sports programmes.

Compared to the terms of its license, TV Boin shows major deviations, going in favour of entertainment programmes, while all other categories are less present than stipulated by the terms of their licence.





Given the obligation to identify age appropriateness of programmes, the broadcaster does not broadcast live action films or series, or any other shows requiring such categorisation.

## TV CORONA

TV Corona airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant in the total programmes broadcast (89%).

In-house production is deemed to include news, 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 account.

In-house production makes up 11% of the total programmes broadcast by TV Corona. Under the terms of its licence, this broadcaster is obliged to produce at least 82% of in-house production.

Over the period observed, the broadcaster had no rebroadcast programmes.

Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 86%.

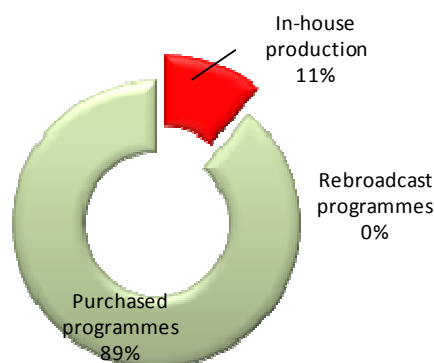
This is followed by current affairs programmes with 13% of the total.

The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, including the prime time news programme of average duration of 11 minutes (the statutory minimum is 20 minutes).

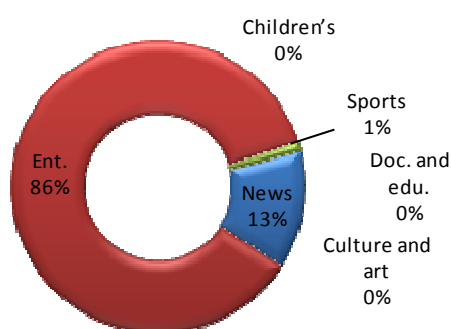
Sports programmes account for 1% of the total air time.

There are no documentary and educational or children's programmes.

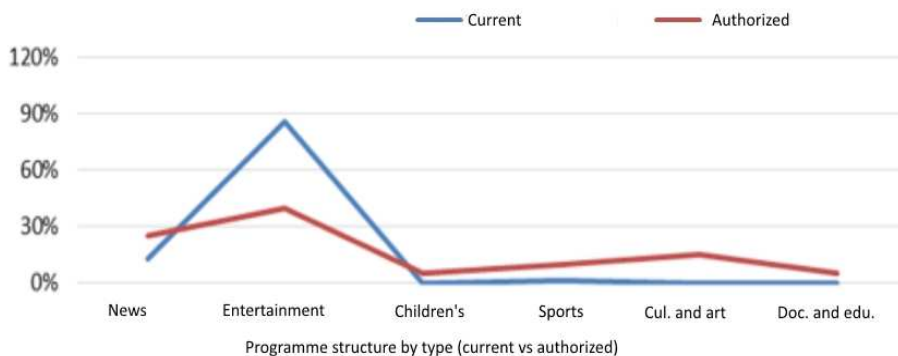
Compared to the terms of its license in reference to the programme breakdown, TV Boin shows major deviations, going in favour of entertainment programmes, while all other categories are less present than stipulated by the terms of their licence.



Programme structure by production source (weekly)



Programme structure by type (weekly)



Given the obligation to identify age appropriateness of programmes, the broadcaster does not broadcast live action films or series, or any other shows requiring such categorisation.

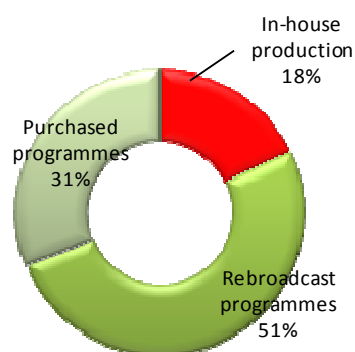
## NOVI TV

Novi TV airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, rebroadcast programmes are predominant in the total programmes broadcast (51%).

Over the observed period, the broadcaster had 31% of purchased programmes.

In-house production is deemed to include news, 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 account.



Programme structure by production source (weekly)

In-house production makes up 18% of the total programmes broadcast by Novi TV. Under the terms of its licence, this broadcaster is obliged to produce at least 31.65% of in-house production.

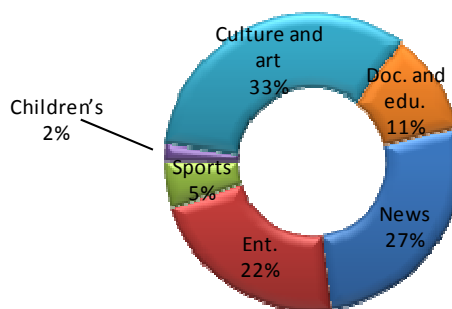
Regardless of the production source, culture and art programmes are predominant in the overall broadcast programmes with 35%.

This is followed by current affairs programmes with 27% of the total air time.

The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, but does not feature a prime time news programme of the stipulated duration of 20 minutes.

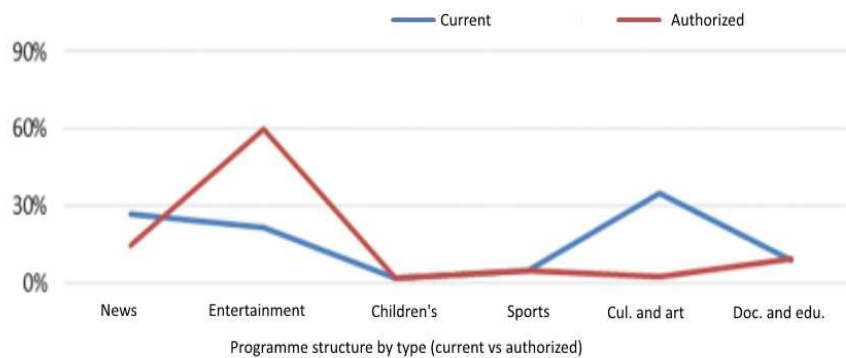
Entertainment programmes account for the share of 22%.

Documentary and educational programmes account for 9%, sports programmes for 5%, and children's for 2% of the total programme structure.



Programme structure by type (weekly)

Compared to the terms of its license in reference to the programme breakdown, Novi TV shows major deviations. There are less entertainment programmes in favour of more culture and arts programmes.



Given the obligation to identify age appropriateness of programmes, the broadcaster does no categorisation of programmes, i.e. it does not publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors.

## 777 TV LUTRIJA CRNE GORE

777 TV airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

In-house production is deemed to include news, 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 account.

Given the production source, in-house production is predominant in the total programmes broadcast with 54% of the total.

Given the terms of its licence, the broadcaster undertook to produce at least 20.55% of in-house production.

Over the observed period, the broadcaster had 46% purchased programmes.

There are no rebroadcast programmes.

Regardless of the production source, culture and art programmes are predominant in the overall broadcast programmes with the share of 27%.

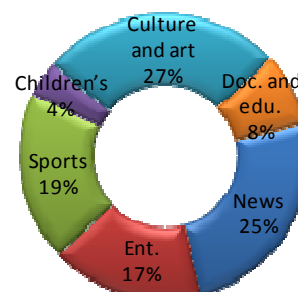
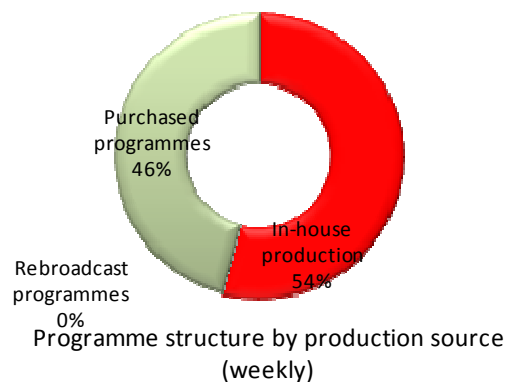
This is followed by current affairs programmes with 25% of the total air time.

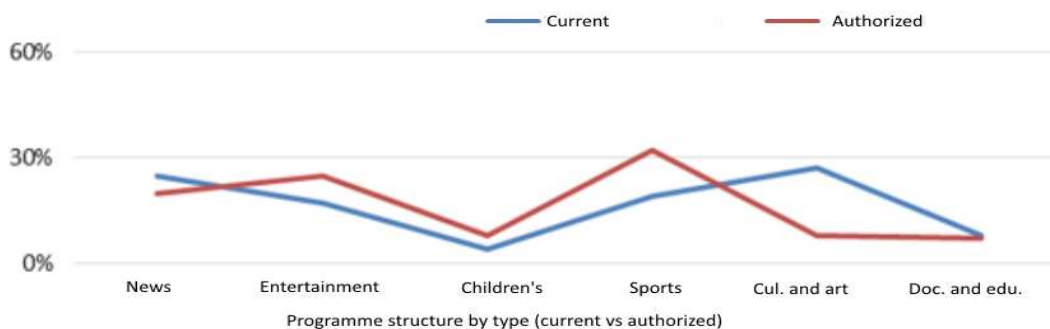
The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, including the prime time news programme of average duration of 20 minutes (the statutory minimum is 20 minutes).

Sports programmes account for 19%, and entertainment for 17%.

Documentary and educational programmes account for 8%, and children's programmes for 4% of the total.

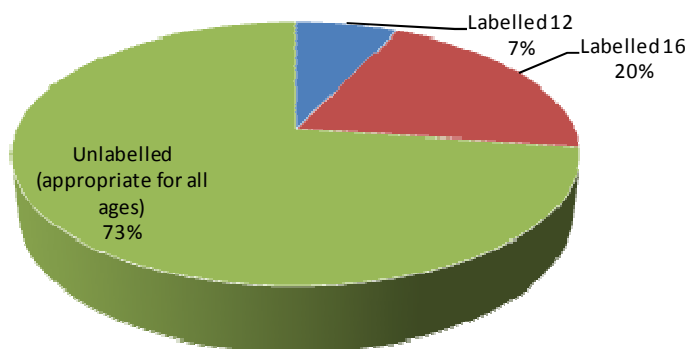
Compared to the terms of its license in reference to the programme breakdown, 777 TV shows major deviations in each category, with the exception of documentary and educational programmes.





Given broadcaster's obligation to identify age appropriateness of programmes, i.e. the obligation to publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors, the broadcaster labelled 27% of the total share of its programme. Hence, 73% of 777 TV programmes, according to broadcaster's own assessments, is not labelled, i.e. appropriate for all ages.

Out of the total share of programmes, 7% are not appropriate for minors under 12 years of age. In addition, 20% of programmes are not appropriate for persons under the age of 16. 777 TV has no programmes labelled 18.



Programme structure by age

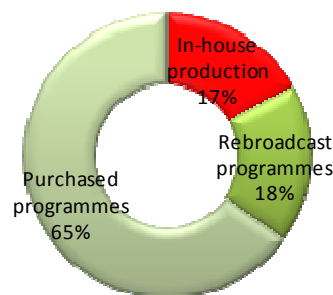
## SRPSKA TV

Srpska TV airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant with 65% of the total programmes broadcast.

Over the period observed, the broadcaster had 18% of rebroadcast programmes.

In-house production is deemed to include news, 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 account.



Programme structure by production source (weekly)



In-house production makes up 17% of the total programmes broadcast by Srpska TV. Under the terms of its licence, this broadcaster undertook to produce at least 56.35% of in-house production.

Regardless of the production source, culture and art programmes are predominant in the overall broadcast programmes with 32%.

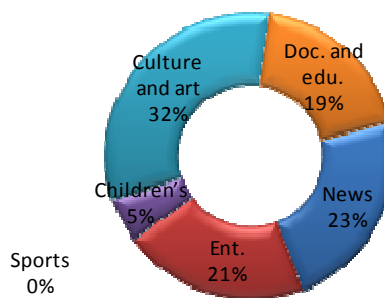
This is followed by current affairs programmes with 23% of the total air time.

The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, including the prime time news programme of average duration of 24 minutes (the statutory minimum is 20 minutes).

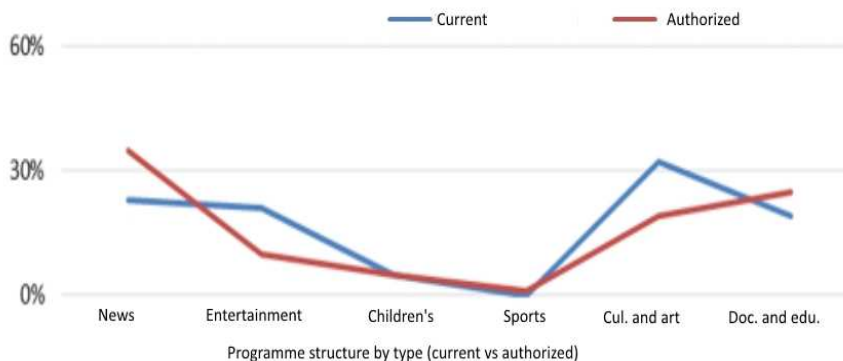
Entertainment programmes have the share of 21%, and documentary and educational ones account for 19%.

Children’s programmes account for 5%, while there are no sport programmes at all.

Compared to the terms of its license in reference to the programme breakdown, Srpska TV shows major deviations, going in favour of entertainment or culture and art programmes, while current affairs and documentary and educational programmes are less present than stipulated by the terms of their licence.



Programme structure by type (weekly)



Given the obligation to identify age appropriateness of programmes, the broadcaster does no categorisation of programmes, i.e. it does not publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors.

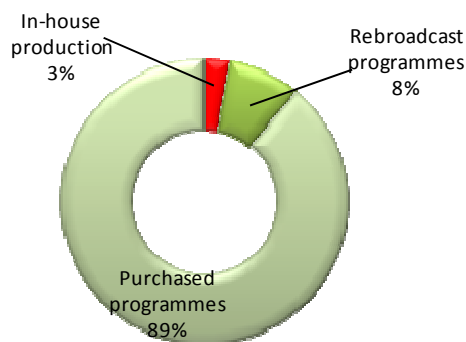
## TV SUN

TV Sun airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant with 89% of the total programmes broadcast.

Over the period observed, the broadcaster had 8% of rebroadcast programmes.

In-house production is deemed to include news, 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 account.



Programme structure by production source (weekly)

In-house production makes up only 3% of the total programmes broadcast by TV Sun. Under the terms of its licence, this broadcaster is obliged to produce at least 37.5% of in-house production.

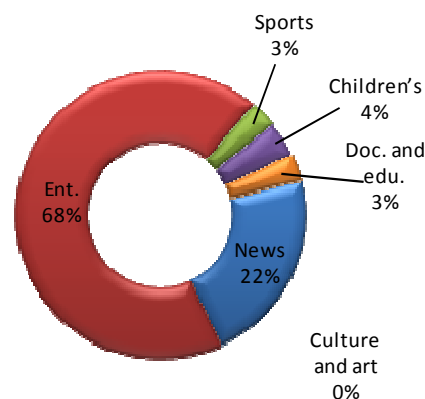
Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 68% (music videos).

This is followed by current affairs programmes with 22% of the total air time.

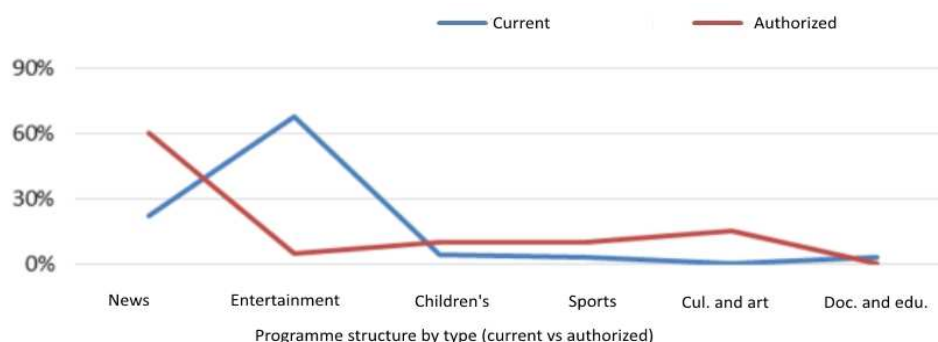
The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, including the prime time news programme of average duration of 29 minutes (the statutory minimum is 20 minutes).

Children’s programmes have a share of 4%, while sports and documentary and education programmes have 3% each. There are no culture and arts programmes.

Compared to the terms of its license in reference to the programme breakdown, TV Sun shows major deviations, going in favour of entertainment, while all other programmes are less present than stipulated by the terms of their licence.



Programme structure by type (weekly)



Given the obligation to identify age appropriateness of programmes, the broadcaster does not broadcast live action films or series, or any other shows requiring such categorisation.

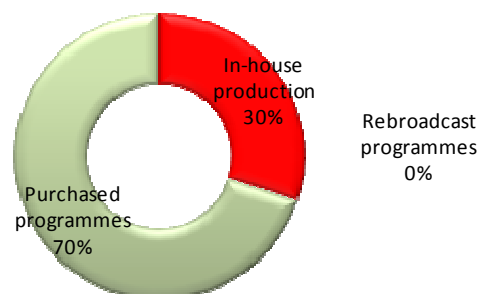
## TV TEUTA

TV Teuta airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant with 70% of the total programmes broadcast.

In-house production is deemed to include news, 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 account.

In-house production makes up 30% of the total programmes broadcast by TV Teuta. Under the terms of its licence, this broadcaster is obliged to produce at least 17.84% of in-house production.



Programme structure by production source (weekly)

Over the period observed, the broadcaster had no rebroadcast programmes.

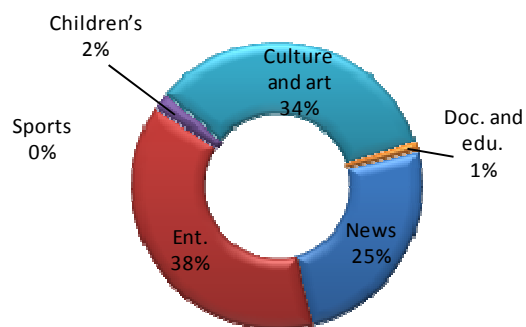
Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 38%.

This is followed by culture and arts programmes with the share of 34%.

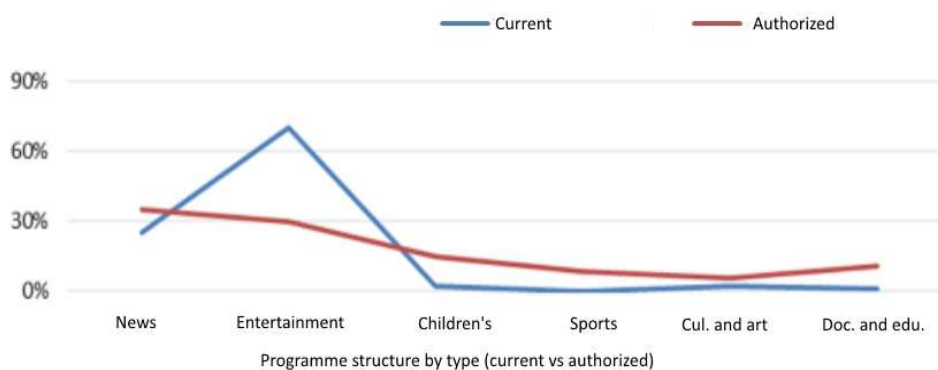
Current affairs programmes account for 25% of total air time. The broadcaster meets the statutory requirement of having 30 minutes of current affairs programmes a day, but does not feature a prime time news programme of the stipulated duration of 20 minutes.

Children's programmes have a share of 3%, while documentary and education programmes account for 1%. There are no sports programmes.

Compared to the terms of its license in reference to the programme breakdown, TV Teuta shows major deviations, going in favour of entertainment, while all other programmes are less present than stipulated by the terms of their licence.

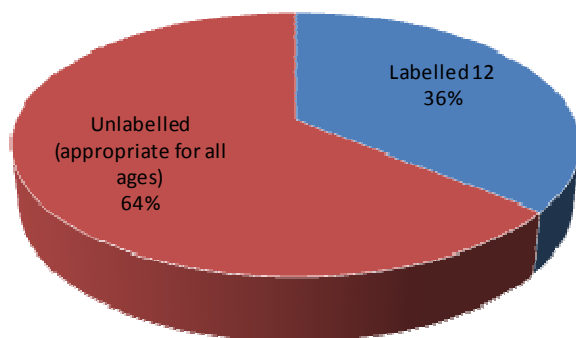


Programme structure by type (weekly)



Given broadcaster's obligation to identify age appropriateness of programmes, i.e. the obligation to publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors, the broadcaster labelled some 36% of the total programmes. Hence, 64% of TV Teuta programmes, according to broadcaster's own assessments, is not labelled, i.e. appropriate for all ages.

Out of the total, 36% of programmes are not appropriate for minors under 12 years of age.



Programme structure by age

## TV MBC

TV MBC airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant with 93% of the total programmes broadcast (with a substantial share of music video spots).

Over the period observed, the broadcaster had 7% of rebroadcast programmes.

In-house production is deemed to include news, 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 account.

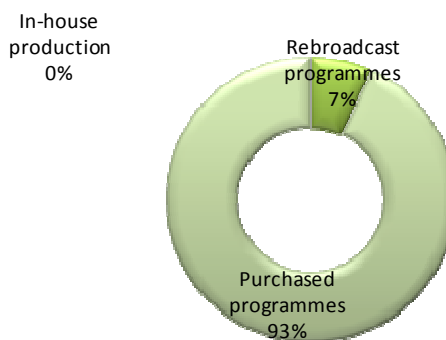
Over the period observed, TV MBC had no in-house production. Under the terms of its licence, this broadcaster is obliged to produce at least 13.27% of in-house production.

Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 73% (music videos predominantly).

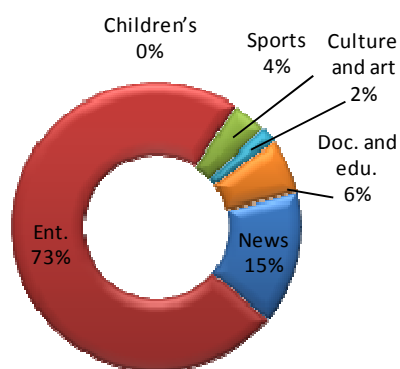
This is followed by current affairs programmes with 15% of the total air time.

The broadcaster has no traditional current affairs programmes (shows featuring news from the country and/or the world).

Documentary and educational programmes account for 6% of the total, sports for 4%, and culture and art for 2%. There are no children's programmes.

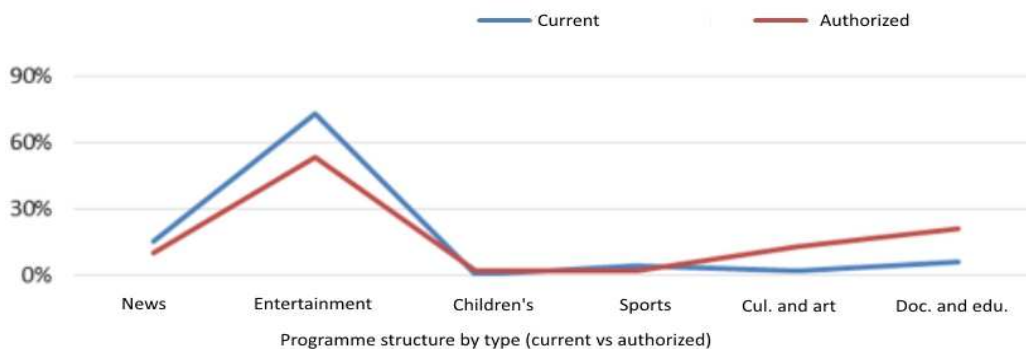


Programme structure by production source (weekly)



Programme structure by type (weekly)

Compared to the terms of its license in reference to programme breakdown by type, TV MBC shows major deviations, going in favour of entertainment, while all other programmes are less present than stipulated by the terms of their licence.



Given the obligation to identify age appropriateness of programmes, the broadcaster does not broadcast live action films or series, or any other shows requiring such categorisation.

**Monitoring Department**

**Sunčica Bakić**

