



**Montenegro**  
**THE AGENCY FOR ELECTRONIC MEDIA**  
**Ref. no. 02 – 1456**  
**Podgorica, 06.11.2017**

**REVIEW OF THE PROGRAMME STRUCTURE  
OF LOCAL PUBLIC TV BROADCASTERS**

### **Legal framework**

Article 56 of the Electronic Media Law (EML)<sup>1</sup> stipulates that the programme base of a general television broadcasting is to contain the schedule which determines: type of programme, 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.

Article 74 stipulates that public broadcasters are obliged to produce and transmit radio and/or television broadcasts with news, cultural, art, educational, scientific, children's, entertainment, sport and other programmes ensuring the exercise of rights and interests of citizens and other entities in the information sector.

Public service implies autonomous and independent production, editing and broadcasting of programmes not in the service of political, economic or other levers of power; informing the public in an objective and timely fashion of political, economic, cultural, educational, scientific, sport and other major events and occurrences in the country and abroad, as well as production and broadcasting of programmes intended for different groups in society, free of discrimination, particularly taking into account specific societal groups such as children and the young, members of minority nations and other minority communities, persons with disabilities, socially and health-disadvantaged groups, etc.

Public broadcasters are obliged to cherish public communication culture and linguistic standards; to produce and transmit programmes expressing Montenegrin national and cultural identity, and cultural and ethnic identity of minority nations and other minority communities; and to produce and transmit programmes in languages of minority nations and other minority communities within the areas where they reside.

Pursuant to Art 76 of the EML, the type and scope of all public services provided by the public broadcaster are to be set in an agreement concluded between the local self-government unit and the local public broadcaster. Apart from the programme requirements set in Art 74 of the EML, it also identifies the programmes intended to foster the development of science, education and culture, information made available to persons with hearing and visual disabilities, as well as the ones provided in languages of minority nations and other minority communities.

### **Methodological framework**

Aiming to check consistency in observing the reported programme structure, the AEM sent a request<sup>2</sup> to all public 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

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

<sup>2</sup> Ref. no. 02- 953 of 26 June 2017

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>3</sup>.

2) daily, weekly and monthly **programme schemes** for the general television 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 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 16 to 22 October 2017, reaching the conclusions presented below based on the quantitative analysis done.

## Baseline data

Three local public broadcasters (LPB) hold television broadcasting licences using local multiplexes in Budva, Nikišić and Pljevlja:

- LPB "Radio Televizija Budva" d.o.o. for broadcasting the programme of TV Budva;
- LPB "Radio i Televizija Nikšić" d.o.o. for broadcasting the programme of TV Nikšić, and
- LPB "Radio Televizija Pljevlja" for broadcasting the programme of TV Pljevlja.

### TV Budva

TV Budva 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 (72%).

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<sup>4</sup>.

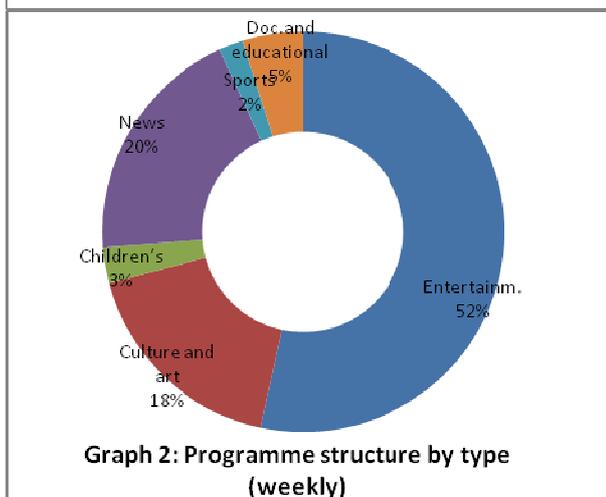
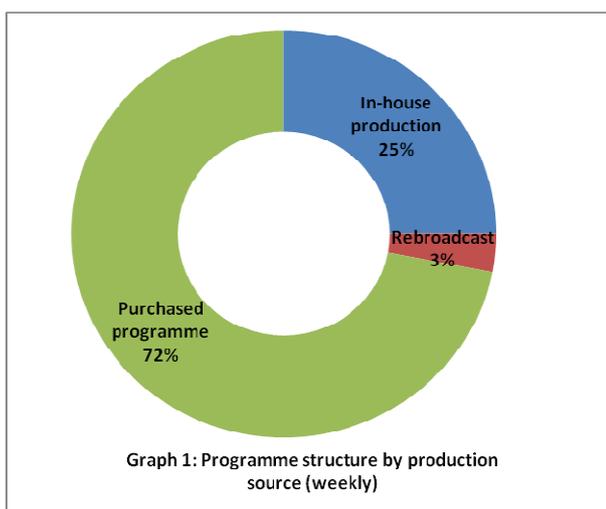
In-house production makes up 25% of the total programmes broadcast by TV Budva.

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

Regardless of the production source, entertainment programme is predominant in the overall broadcasted programmes with 52%. Approximately 44% of the total air time is accounted for by music video spots.

This is followed by current affairs programmes with 20% of the total air time.

The broadcaster has news programmes in excess of the statutory 30 minutes a day, including the prime time news programme of average duration of 26 minutes (the statutory minimum is 20 minutes).



<sup>3</sup> Official Gazette of Montenegro 011/12

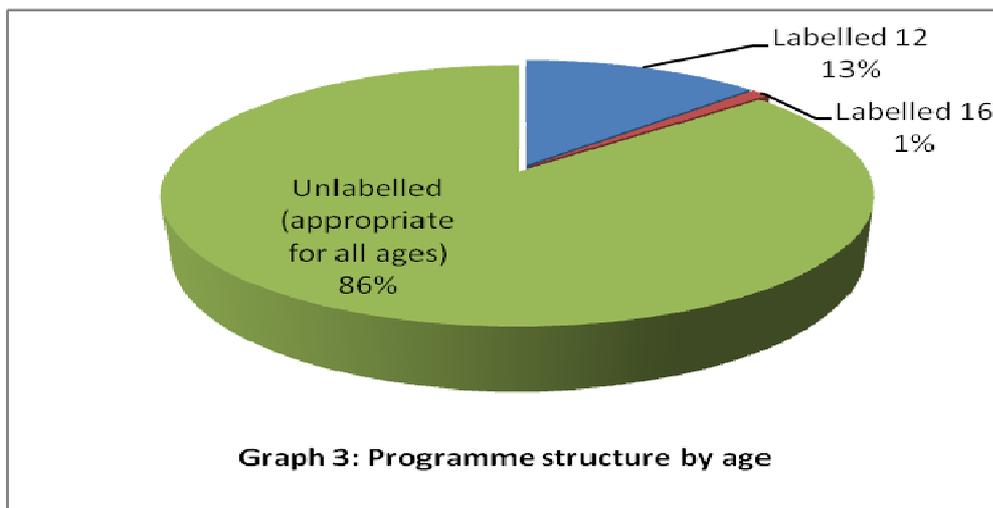
<sup>4</sup> Rulebook on Requirements for Programmes Deemed as In-house Production.

The culture and art programmes account for 18%, and documentary and educational programmes for 5% of the total contents.

Children’s programmes account for 3% of the total, with sports programmes having lowest weekly shares (2% of the total).

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 14% of the total programmes. Hence, 86% of TV Budva’s programmes, according to broadcaster’s own assessments, is not labelled, i.e. appropriate for all ages.

Out of the total, 13% of programmes are not appropriate for minors under 12 years of age. Only 1% of programmes are not appropriate for persons under the age of 16. TV Budva has no programmes labelled 18.



## TV Nikšić

TV Nikšić 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 (48%).

Over the period observed, the broadcaster had 29% of rebroadcast programmes.

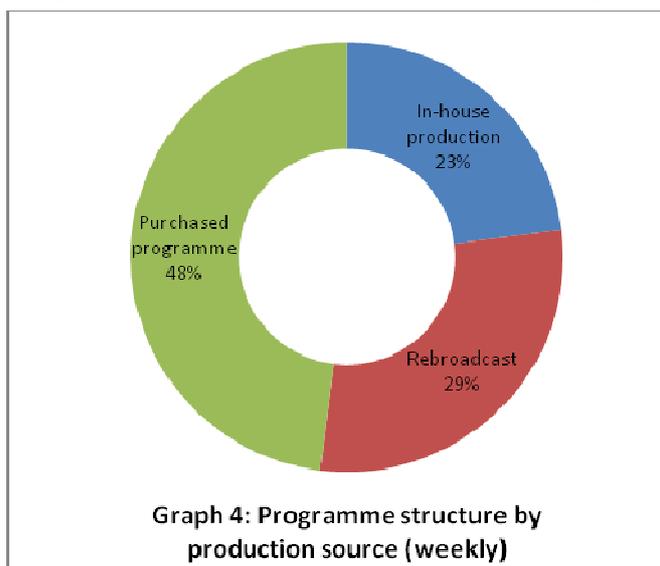
In-house production is deemed to include news, culture, art, music, sport and other contents, as well as other original programmes, produced by the broadcaster or as per its orders and for its account.

In-house production makes 23% of the total programmes broadcast by TV Nikšić.

Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 76%. Approximately 12% of the total air time is accounted for by music video spots.

This is followed by current affairs programmes with 21% of the total broadcast programmes.

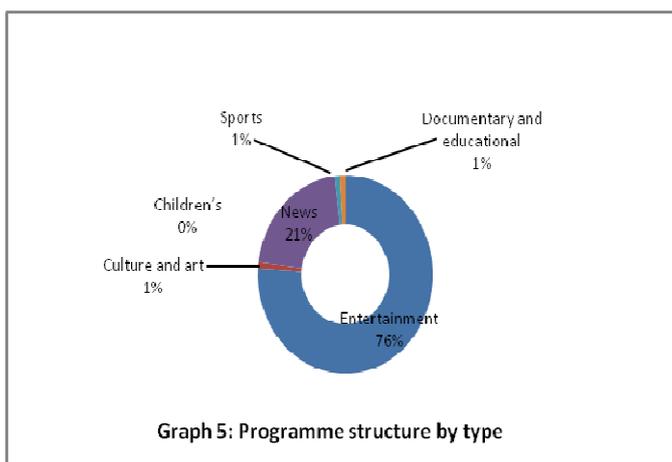
The broadcaster has news programme in excess of the statutory 30 minutes a day, but does not air the prime time news programme at least 20 minutes long.



The culture and art, documentary and educational, and sports programmes account for 1% each.

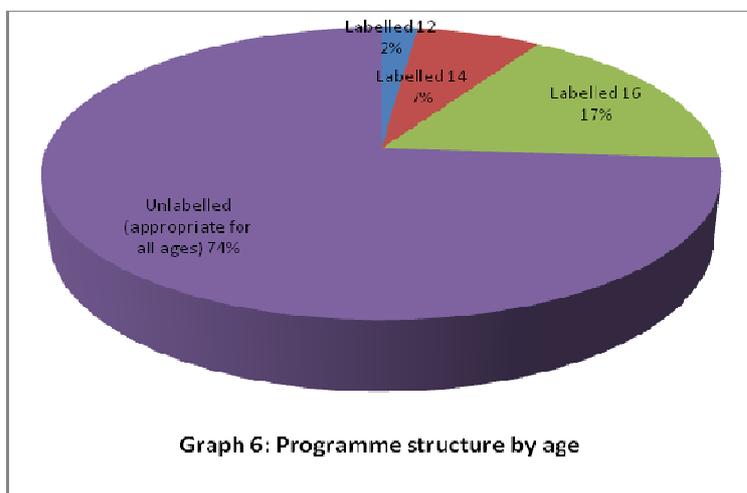
Over the observed week, the broadcaster had only 10 minutes of children’s programme, which is negligible compared to the total.

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 26% of the total programmes.



Hence, 74% of TV Nikšić programmes, according to broadcaster’s own assessments, is not labelled, i.e. appropriate for all ages.

Out of total, 2% of programmes are not appropriate for minors under 12 years of age, while 17% of programmes are not appropriate for persons under the age of 16. Over the observed period, TV Nikšić had approximately 7% of programmes labelled 14, which is not envisaged by the AEM’s Rulebook. There were no programmes labelled 18.



## TV Pljevlja

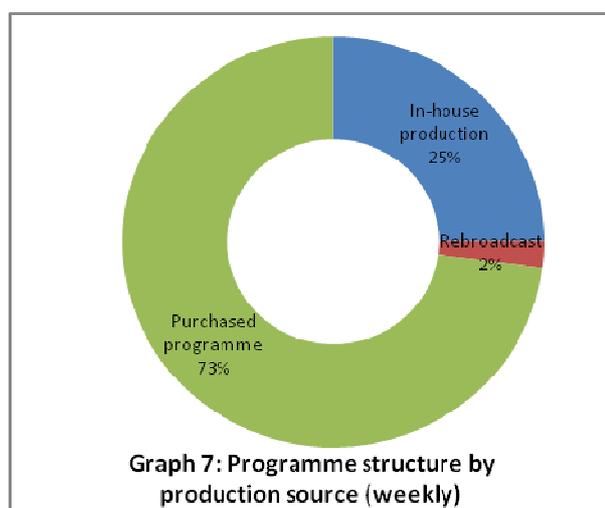
TV Pljevlja airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

Given the production source, purchased programmes are predominant in the total programmes broadcast (73%).

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 25% of the total programmes broadcast by TV Pljevlja.

Over the period observed, the broadcaster had 2% of rebroadcast programmes.



Regardless of the production source, entertainment programme is predominant in the overall broadcast programmes with 63%.

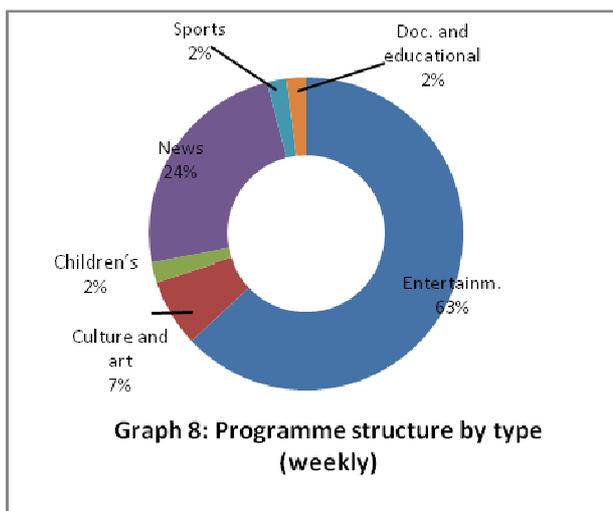
Some 60% of the total broadcasts is accounted for by music videos.

The share of the current affairs programme is 24%.

The broadcaster has news programme in excess of the statutory 30 minutes a day, but does not air the prime time news programme at least 20 minutes long.

The culture and art programmes account for 7%, and documentary and educational programmes, sports and children's programmes for 1% each.

The broadcaster does not identify age appropriateness of programmes, i.e. has no audio and visual warning for programmes which may impair the development of minors.



 **Monitoring Department**  
**Sunčica Bakic**