



Montenegro
THE AGENCY FOR ELECTRONIC MEDIA
Ref. no. 02 – 1487
Podgorica, 14 November 2017

**REVIEW OF THE PROGRAMME STRUCTURE
OF THE NATIONAL BROADCASTER RADIO TELEVISION OF MONTENEGRO**

Legal framework

Article 56 of the Electronic Media Law (EML)¹ 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 request² to Radio Television of Montenegro 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

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

rebroadcast programmes. With a view of more precise identification of the programmes requested, the broadcaster is referred to the Rulebook on Terms for Identifying Programmes as In-house Production³.

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

The information concerning TV Montenegro was compared with the monitoring data for the period 9 to 15 October 2017, reaching the conclusions presented below based on the quantitative analysis done.

The information concerning the Radio Montenegro includes only the information obtained from the programme schemes, which has not been compared to the actual broadcasts.

Given that TVCG sometimes broadcasts the same programmes via the two different channels, and that the Rulebook on Terms for Identifying Programmes as In-house Production stipulates that in-house production includes premieres and first reruns of programmes, this rule has been applied to the TVCG as a whole. This means that if the same programme was broadcast on TVCG 1 as a premiere, and the first rerun was aired on TVCG 2, the given programme was regarded as in-house production of both TVCG 1 and TVCG 2. If the same programme was premiered and had the first rerun on TVCG 1, and second rerun on TVCG 2, it was recorded as in-house production of TVCG 1 only.

Baseline data

The national public broadcaster Radio Television Montenegro (RTCG) has been granted the following broadcasting licences:

- Licence O-TV-J-01 for TV Montenegro 1 (TVCG1);
- Licence O-TV-J-02 for TV Montenegro 2 (TVCG2);
- Licence O-TV-J-03 for Satellite TV Montenegro;
- Licence O-R-J-01 for Radio Montenegro 1 (RCG1);
- Licence O-R-J-02 for Radio Montenegro 2 (Radio 98).

The programmes of Satellite TV Montenegro have not been covered by the present review.

TVCG1

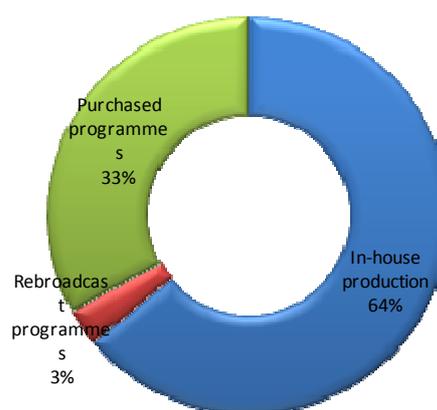
TVCG1 airs its programmes 24 hours a day, or 10,080 minutes of TV broadcasts a week.

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 account⁴.

Given the production source, in-house production is predominant in the total programmes broadcast (64%). The above includes 7 hours of programmes (a week) regarding second and other reruns of different programmes.

Purchased programmes account for 33% of total broadcasts.

Over the period observed, TVCG1 had 3% of rebroadcast programmes, which referred to rebroadcasting of RCG1 programmes.



Programme structure by production source (weekly)

³ Official Gazette of Montenegro 011/12

⁴ Rulebook on Requirements for Programmes Deemed as In-house Production.

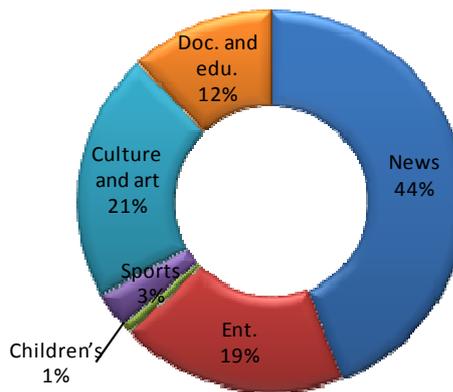
Regardless of the production source, current affairs programme is predominant in the overall broadcast programmes with 44%.

The broadcaster has news programme in excess of the statutory 30 minutes a day, including the prime time news programme of average duration of 37 minutes (the statutory minimum is 20 minutes). In addition, on workdays there is one news programme in Albanian, and one in sign language.

Culture and art programmes account for 21% of total air time, while entertainment programmes account for 19%.

This is followed by documentary and educational programme with 12% of air time.

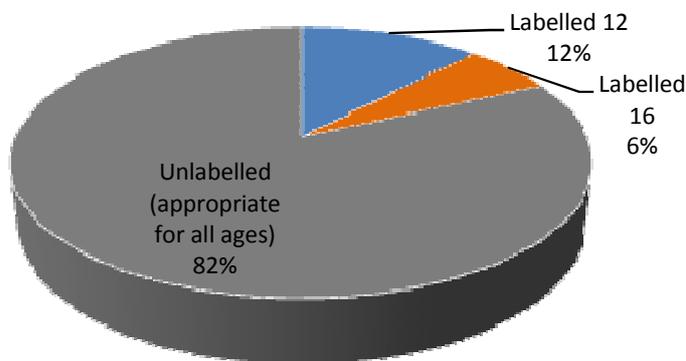
Sport programmes account for 3%, and the lowest share of air time is accounted for by children's programmes (1% on weekly basis).



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 18% of the total programmes. Hence, 82% of TVCG1 programmes, according to broadcaster's own assessments, is not labelled, i.e. appropriate for all ages.

Out of the total share of TVCG1 programmes, 12% is not appropriate for minors under 12 years of age. Then 6% of programmes are not appropriate for persons under the age of 16. TVCG1 has no programmes labelled 18.



Programme structure by age

TVCG2

TVCG2 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 (59%). In-house production accounts for 36% of the total TVCG2 broadcasts.

The above does not include 26 hours of programmes (a week) regarding reruns of different programmes not regarded as in-house production under the AEM's Rulebook.

Over the period observed, TVCG1 had 5% of rebroadcast programmes.

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

This is followed by entertainment programmes accounting for 23% of air time, and sports programmes accounting for 16%.

Current affairs programmes have a share of 15% of total air time.

The broadcaster has news programme in excess of the statutory 30 minutes a day. The statutory requirement of having one news programme of at least 20 minutes in duration is met by rebroadcasting the Voice of America, lasting 30 minutes on average.

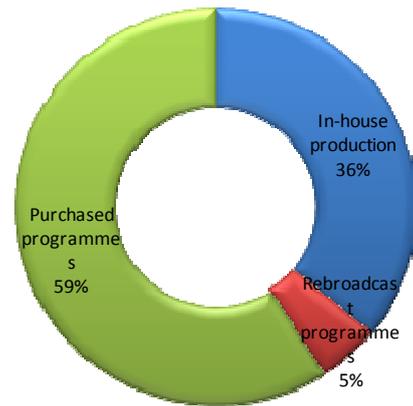
Documentary and educational programmes account for 13% of air time.

Over the period observed, the broadcaster had 6% of children's programmes.

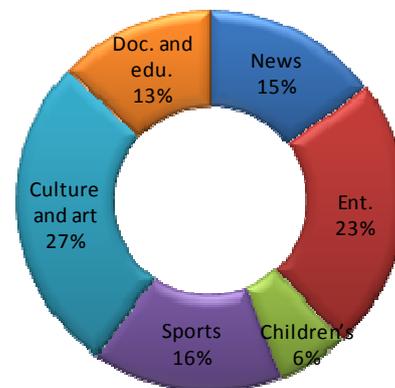
Given the broadcaster's obligation to identify age appropriateness of programmes, i.e. the obligation to publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors, TVCG2 labelled some 15% of the total.

Hence, 85% of TVCG2 programmes, according to broadcaster's own assessments, is not labelled, i.e. appropriate for all ages.

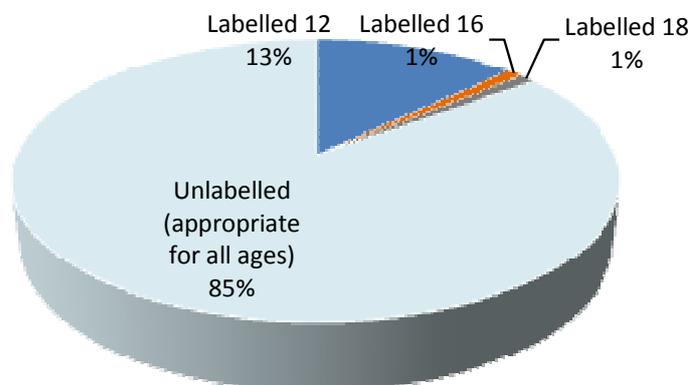
The programmes not appropriate for minors under 12 years of age account for 13%. Over the period observed, programmes not appropriate for persons under the age of 16 or 18 accounted for 1% each.



Programme structure by production source (weekly)

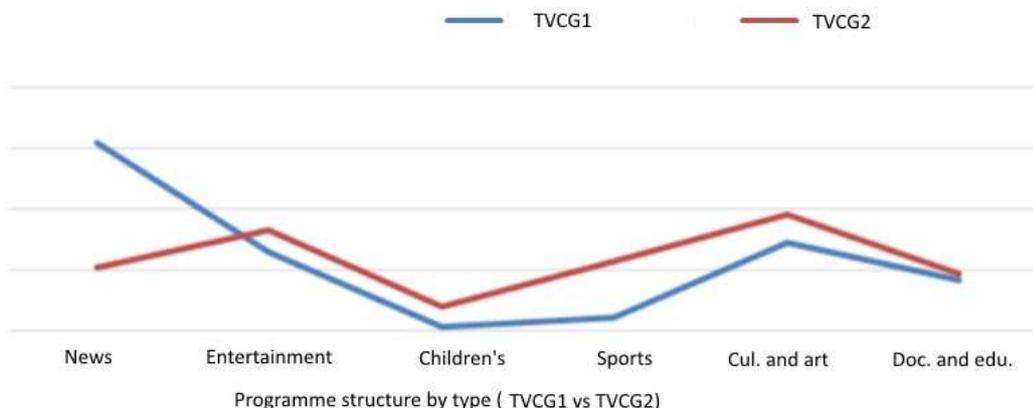


Programme structure by type (weekly)



Programme structure by age

Comparing the breakdown of TVCG1 and TVCG2 programmes by type, current affairs programme is predominant on TVCG1, while TVCG2 has somewhat more varied structure, with considerable shares of sports and children’s programmes.



RCG1

RCG1 airs its programmes 24 hours a day, or 10,080 minutes of radio broadcasting a week.

On average, RCG1 has weekly broadcasts composed 57% of music and 43% of different kind of programmes (by category, genre or production source).

The above means that RCG1 broadcasts some 13.5 hours of diverse programmes, while the rest of air time is accounted for by music.

Given the production source, all programmes aired constitute RCG1’s in-house production. There are no rebroadcast or purchased programmes.

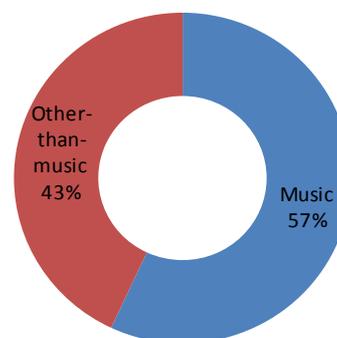
Regardless of the production source, current affairs programmes are predominant in the overall broadcast programmes with 85%.

The broadcaster has news programme in excess of the statutory 30 minutes a day, as well as one stipulated news programme with the statutory minimum of 20 minutes.

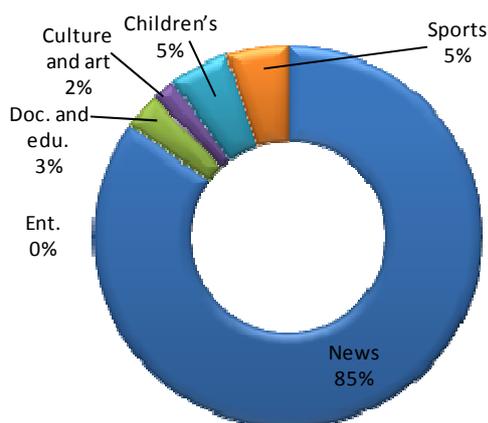
Each day, one news programme is aired in Albanian, and a programme in Romani language is broadcast once in two weeks.

Given the programme breakdown by type, this is followed by sports and children’s programmes (5% each), then documentary and educational (3%) and culture and arts (2%).

There are no entertainment programmes aired on RCG1.



Structure of radio programme (weekly average)



Structure of other-than-music programme by type (weekly average)

Radio 98

Radio 98 airs its programmes 24 hours a day, or 10,080 minutes of radio broadcasting a week.

On average, Radio 98 has weekly broadcasts composed 96% of music and 4% of different kind of programmes (by category, genre or production source).

The above means that Radio 98 broadcasts approximately an hour of diverse other-than-music programmes a day, with 62% rebroadcasts.

Rebroadcast programmes refer to RCG1 news programmes. There are no purchased programmes.

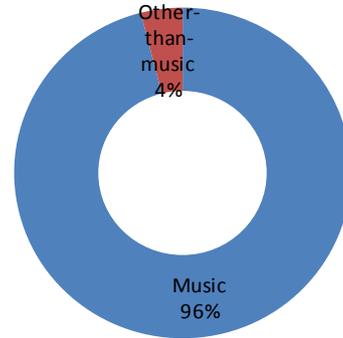
Regardless of the production source, other-than-music programmes predominantly refer to current affairs programmes with 62%.

The broadcaster has news programme in excess of the statutory 30 minutes a day, as well as one stipulated news programme with the statutory minimum of 20 minutes.

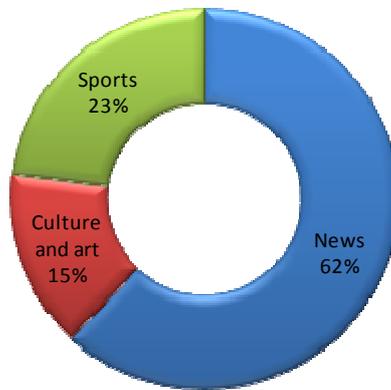
Given other-than-music programme breakdown by type, this is followed by sports (23%) and culture and arts programmes (15%).

There are no other types of programmes.

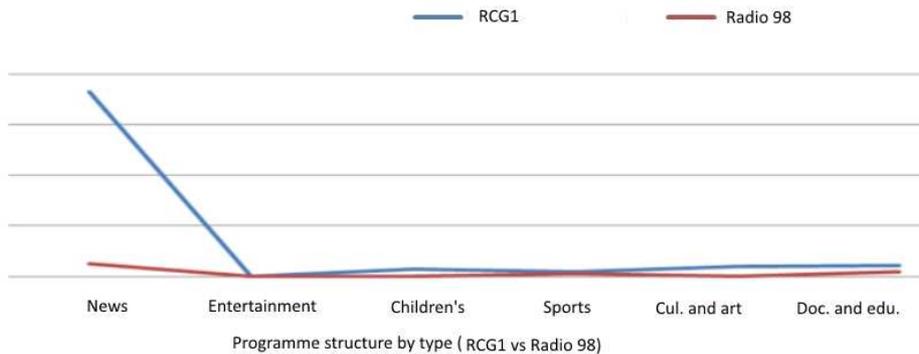
Comparing the breakdown of RCG1 and Radio 98 programmes by type, current affairs programmes are predominant on RCG1, while Radio 98 is predominantly a music radio.



Structure of radio programme (weekly)



Structure of other-than music programme by type(weekly average)



Programme structure by type (RCG1 vs Radio 98)

Monitoring Department
 Suncica Bakic