

AUDIOVISUAL MEDIA LANDSCAPE IN **ALBANIA**

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CONTEXT

01

This presentation focuses on the activity of the Audiovisual Media Authority (AMA);

02

AMA is an independent regulatory authority responsible for regulating audio, audiovisual and video-sharing platform services in Albania;

03

AMA shapes the policy objectives on audiovisual media landscape in AL.

LEGAL BASIS AND STATUS OF AMA



Law no. 97/2013 “On audiovisual media in the Republic of Albania”, as amended.



This law defines AMA’s status, competencies, structure and independence.



Law no. 97/2013, as amended, does not apply to print or online written media

CURRENT AUDIOVISUAL MEDIA LANDSCAPE IN ALBANIA

AMA grants licenses/authorizations under Law no. 97/2013 and AMA regulations to audio, or cable retransmission subjects, OTT/IPTV subjects. There are currently:

- **56** audio broadcasters;
- **38** audiovisual broadcasters;
- **66** cable retransmission subjects;
- **2** private satellite platforms;
- **17** repetitive OTT/IPTV;
- **2** Video On Demand (VOD).

The public service broadcaster Albanian Radio and Television (RTSH) is composed of 16 TV Channels and 11 radio channels, all of which are freely accessible by more than 95% of the Albanian population.

AMA'S RECENT ACTIVITIES

01

The Albanian legislation alignment with EU standards.

02

The drafting and adoption of the regulation, “On the criteria and procedures for reviewing changes in ownership structure and the transparency of data related to the ownership of OSHMAs”.

03

The drafting and adoption of the regulation, “On the Special Requirements for Video Sharing Platform Providers”.

04

Media Literacy Campaign.

05

Audience Measurement process.

06

Carrying out inspections or administrative investigations and making decisions on sanctions with penalties.



ELECTORAL PROCESS MONITORING

Since 2021, AMA has monitored elections in line with the Albanian Electoral Code. During this year's parliamentary election, based on its technical capacities, AMA conducted daily broadcast monitoring and prepared daily and weekly reports for the Central Election Commissioner (CEC), evaluating the following criteria:

- Monitoring time of each broadcaster;
- Minutes of broadcasts for each electoral subject;
- The media space for every political subject;
- The gender ratio regarding the media coverage of the candidates.

AUDIOVISUAL MEDIA AUTHORITY AND MEDIA Literacy

Media Literacy in the framework of AMA's regulatory activity is carried out:

- **Directly** which includes:
 - encouragement of using the complaint mechanism and friendly complaint processes by the public;
 - awareness campaign;
 - thematic consultation with audiovisual media market actors
- **Indirectly** which includes:
 - legal steps or review of legal and sub-legal acts;
 - partnership with civil society;
 - Inter-institutional cooperation

EmpowERING AUDIENCES



Promotion of the complaint mechanism as a tool for meeting the public's expectations regarding audiovisual offerings.



Run information, awareness and sensitization campaigns to raise public awareness of ethical standards in audiovisual media.



Thematic consultations with stakeholders and market actors



THE **COLLABORATION** WITH THE **TIKTOK AND X PLATFORM**

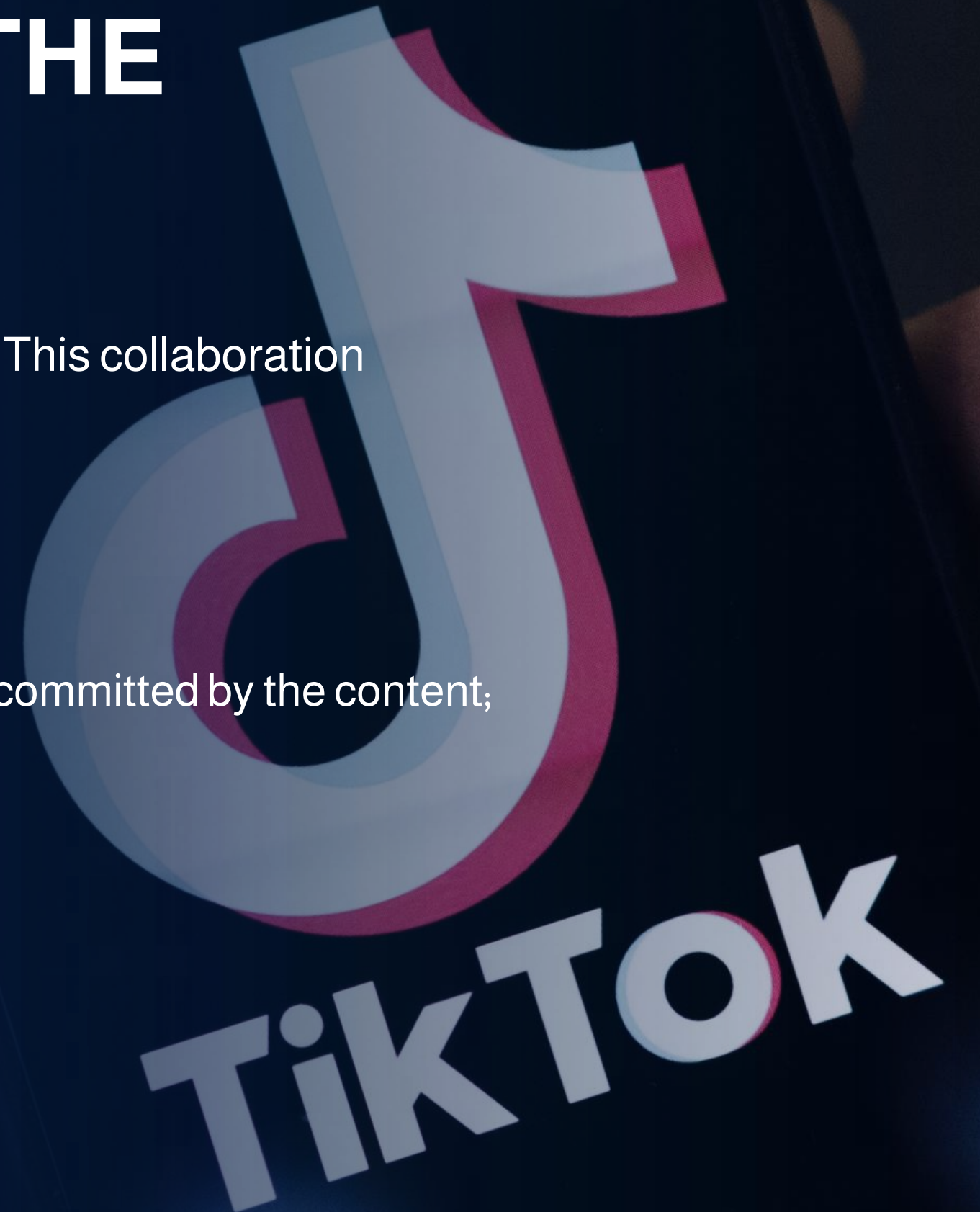
In August 2024, AMA established a collaboration with the TikTok platform. This collaboration included:

- A dedicated channel for the Authority;
- Analysing public complaints regarding harmful content published on TikTok;
- Reporting to the platform through this channel based on the legal violations committed by the content;
- Submitting requests to the platform to take action and remove the content.

Types of harmful content:

- Violence;
- Violation of children's rights;
- Violation of communities rights;
- Piracy.

From August 2025, AMA established a collaboration with the X platform



LegAL AMENDMENTS AND EXPECTED ACHIEVEMENTS

AMENDMENTS

- ▶ align national legislation with EU acquis in the audiovisual media field;
- ▶ guarantee the right to information and freedom of expression;
- ▶ AVMSP's ownership transparency;
- ▶ protecting human dignity, rights and fundamental freedoms, especially children's, from harmful content;
- ▶ encouraging self-regulation and co-regulation alongside legislative and judicial and administrative mechanisms;
- ▶ increase access to audiovisual content for people with disabilities
- ▶ improving media literacy as a mean to counter disinformation.

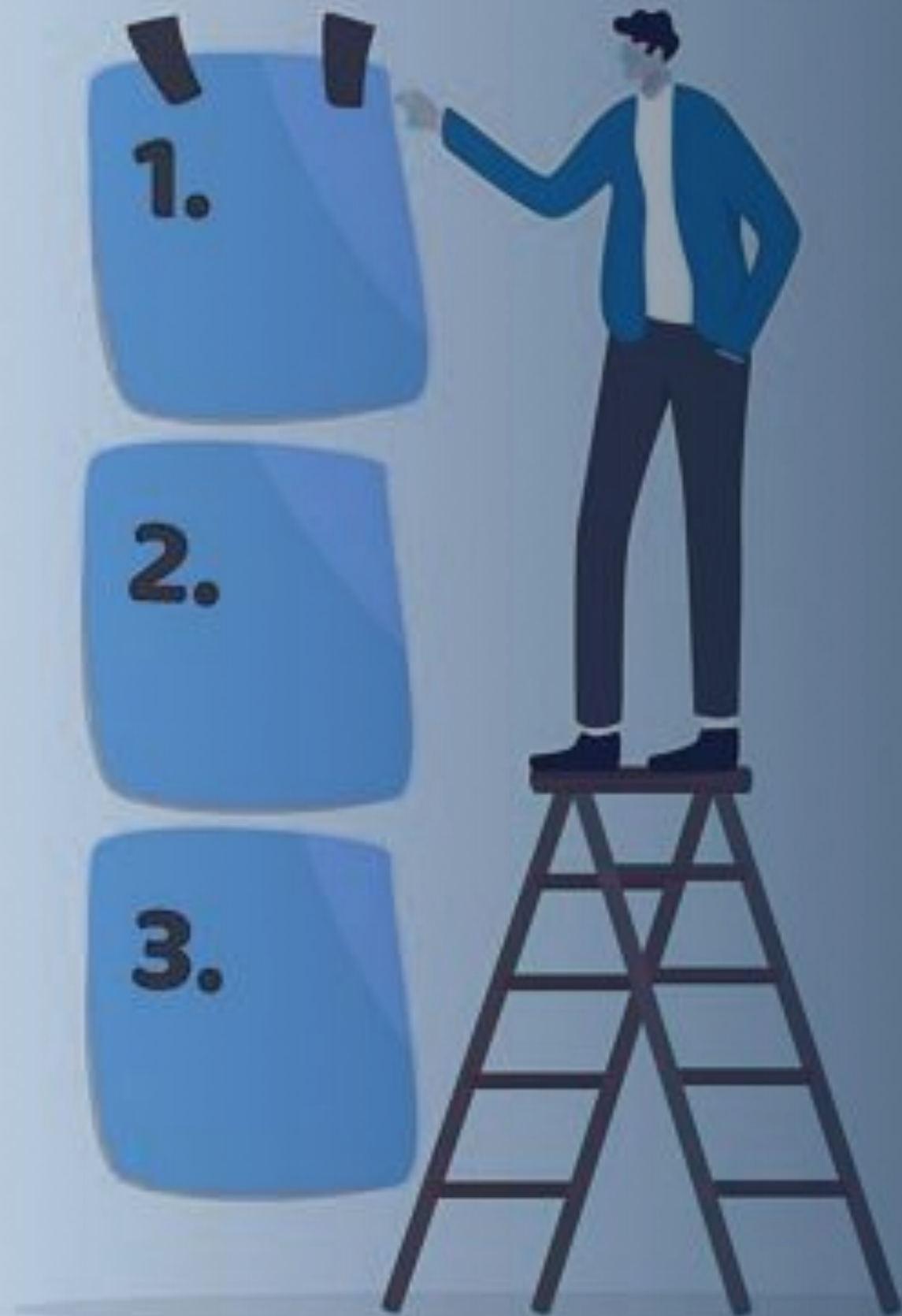


AMA IN COLLABORATION WITH CIVIL SOCIETY ACTORS

The Authority has ongoing collaborations with media NGOs, institutions and international partners.

AMA has created projects supporting media freedom and quality journalism, as well as training programs for young people in journalism.

Studies analyzing media freedom in the country and highlighting its importance for the functioning of democracy and national development.



● Broadcasting rights and piracy;

● Media financing transparency.

● AMA will continue its cooperation with various partners working in the media field, for the realization of various projects in favor of improving the quality of journalism in audiovisual media.

Upcoming priorities for 2025

Part of AMA's work will be focused on amendments to Law no. 97/2013 to address:

THANK YOU
FOR YOUR ATTENTION!

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