



AUDIOVISUAL MEDIA LANDSCAPE IN ALBANIA

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LEGAL BASIS AND AMA'S STATUS



Law No. 97/2013 "On audiovisual media in the Republic of Albania", as amended



This law defines AMA's status, competencies, structure and independence



In fulfilling its obligations arising from the alignment process with EU legislation AMA has also drafted further legal amendments as part of the EU alignment process, including:



Digital Services Act (DSA):
- Strengthening of platforms responsibility



European Media Freedom Act:
Safeguarding media freedom and strengthening transparency

Adoption of Law No. 15/2026

1

In line with the full alignment of the AVMSD and the transposition of EMFA, on 28 January 2026, the Albanian Parliament adopted Law No. 15/2026 “On Certain Amendments to Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended.



2

The law addresses issues related to media ownership transparency, relevant definitions, and fines on media service providers in cases of non-compliance with legal obligations.



3

These amendments establish a new framework for media ownership transparency, requiring providers to disclose legal identity, ownership, beneficial owners and revenues from state or third countries' public advertising, while safeguarding privacy and personal data.

Ongoing Amendments Concerning By-laws



Following the amendments to the media law, AMA has continued drafting the Regulation “On audio and/or audiovisual commercial communications, the formats, conditions and permitted daily duration for advertisements broadcasting, including the transparency of public funds allocated to state advertising”.



The amendments to the existing regulation address ownership transparency and the obligation to declare public funds allocated to state advertising, as well as total annual advertising revenue from public authorities or entities of third countries.



The proposed regulation and the Annual Data Declaration Form on Advertising are currently being consulted with media-sector interest groups and stakeholders.

AMA Board Decisions: 5-year Overview

1

Volume of Decisions

During 2025, AMA's Board issued approximately 110 decisions. Over the past five years, the cumulative total stands at around 550 decisions, more than 60% of which were adopted unanimously, reflecting consistent collegial agreement and strict compliance with the applicable legal framework.

2

Absence of Political Contestation

Among all decisions issued over this five-year period, none has been challenged on political grounds, neither by civil society, the industry, nor by political parties, as having been influenced by political considerations.

3

Financial Autonomy

AMA operates as a self-financed institution under Articles 24–27 of the law. Its financing structure is designed to ensure long-term sustainability and institutional autonomy, guided by principles of transparency, accountability and efficient resource use in fulfilling its statutory mandate.



Breakdown of Board Decisions by Category

The 550 decisions issued over the past five years span a wide range of regulatory actions:

- 27 decisions on invalidation of licenses/authorizations;
- 48 license renewals and 76 authorization renewals;
- 6 license revocations and 7 authorization revocations;
- 2 new license grants and 43 new authorization grants;
- 17 decisions on various bylaws;
- 9 decisions on opening of tenders for available audio/ audiovisual frequencies;
- 38 fines for content violations and 44 fines for television piracy, totaling over 80 million ALL.



Ama's Legal Track Record in Court

The legality of AMA's actions has been consistently reinforced through judicial review of complaints related to fines, piracy, and content violations, as well as through legal procedures, monitoring, inspections and the protection of lawful entities.

Reporting Year 2025 – First Instance Court Results

15 cases concluded in AMA's favor;

1 case concluded against AMA;

13 cases remain pending.

5-Year Cumulative Court Record (2021–2025)

49 cases reached judgment at first instance level:

39 won by AMA;

10 ruled against

a success rate of approximately 80%.



Audiovisual Media Authority And Media Literacy

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



Directly

- encouragement of using the complaint mechanism and friendly complaint processes by the public;
- awareness campaign;
- thematic consultation with audiovisual media market actors



Indirectly

- legal steps or review of legal and sub-legal acts;
- partnership with civil society;
- Inter-institutional cooperation



Media Literacy Through Campaigns



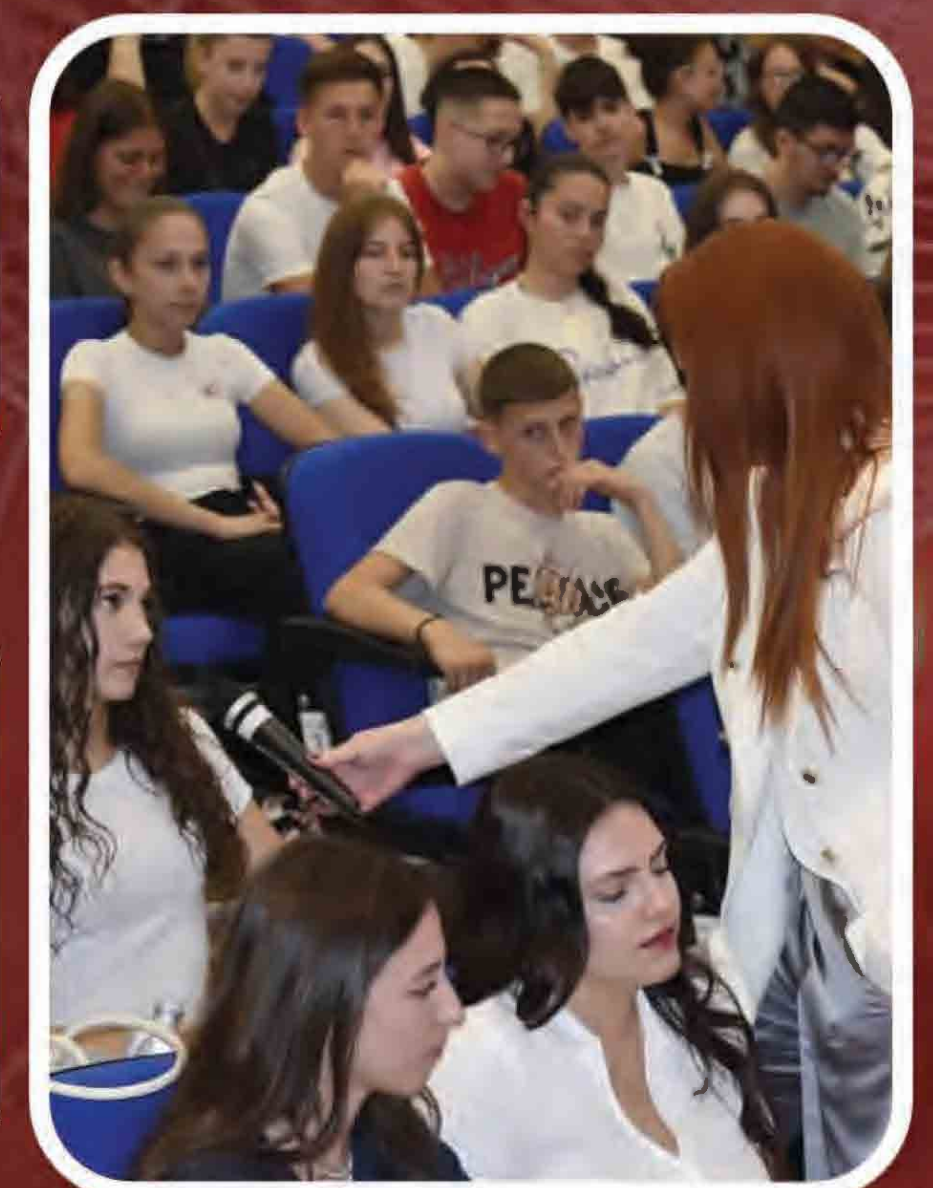
Media Literacy audiovisual campaign (23 videos) focusing on raising public awareness about the responsible use of audiovisual and online media



Following the successful completion of the “Media Literacy for Preschool Ages” campaign in urban kindergartens in Tirana, a new nationwide campaign was launched in May 2026, focusing on pre-university students and led by AMA’s Council of Complaints.



1 Minute for 1 Parent – a new media literacy campaign launched by AMA in July 2026, aimed at informing and guiding parents on children’s safe and responsible use of media and digital platforms.



The Collaboration with TikTok and Platform X

During 2024 - 2025, as part of AMA's strategies to respond to technological developments, cooperation with international platforms such as TikTok and Platform X was intensified.

During the period February 2026 – 24 August 2026, a total of 292 complaints were handled.

Following their assessment, 132 pieces of content were found to be in violation and the platform removed 107 videos/audios, while 25 remained under review at the end of the reporting period. Of the 107 removed pieces of content:

- 14 concerned acts of violence,
- 3 religious hatred,
- 3 depicted criminal acts,
- 31 exposed children to pornography, narcotics, alcohol, tobacco or violence,
- 53 involved incitement to violence or hatred, and
- 3 contained audio language exceeding accepted moral and ethical standards.



Upcoming Priorities for 2026

Continued EU Legal Alignment: Pursuing the transposition and full implementation of the remaining obligations under EMFA and DSA within the domestic audiovisual media framework, including the bylaws currently under consultation.

Continued Partner Cooperation: Strengthening cooperation with national and international partners active in the media sector through the implementation of targeted projects aimed at enhancing the quality, professionalism, and sustainability of journalism in audiovisual media.

Expanded Media Literacy Outreach: Expanding ongoing media literacy campaigns to reach new target groups and regions, building on existing initiatives focused on school-age children and parents.