

187.

Pursuant to Article 65, point 5 of the Electronic Media Law ("Official Gazette of Montenegro", Nos 46/10, 40/11 and 53/11), at the meeting held on 10 February 2012, the Council of the Agency for Electronic Media adopted the following

RULEBOOK

ON THE CONDITIONS FOR DETERMINING THE CONTENTS CONSIDERED TO BE IN-HOUSE PRODUCTION

("Official Gazette of Montenegro", No 011/12 of 22 February 2012)

Article 1

This Rulebook defines the criteria for determining the content in the broadcasters' programmes that are considered to in-house production.

Article 2

- (1) In-house production includes news, cultural, art, music, sports and other programmes, as well as other originally produced contents, either produced or commissioned by a broadcaster.
- (2) For the purpose of this Rulebook, in-house production is considered to be:
 - 1) the content of TV broadcasters, more than 50 percent of which is original audio or video material or an author's contribution,
 - 2) the content of radio broadcasters, more than 20 percent of which is original audio material or an author's contribution.

Article 3

In-house production also includes the following:

- 1) content subject to a franchise agreement,
- 2) acquired formats,
- 3) content produced in bilateral co-production, if a broadcaster's share in the total production costs is at least 20%. The scope of in-house production is considered to be at:
 - a) the percentage of a broadcaster's share in the total production costs, if the share is between 20% and 50%,
 - b) 100 %, if a broadcaster's share in the total production costs exceeds 50%.
- 4) content produced in multilateral coproduction, if the share of a broadcaster in the production costs is at least 10%. The scope of in-house production is considered to be at:
 - a) the percentage of a broadcaster's share in the total production costs, if the share is between 10% and 50%,
 - b) 100 %, if a broadcaster's share in the total production costs exceeds 50%.
- 5) direct or deferred coverage of the events a broadcaster carries out independently or participates in its realization,
- 6) direct or deferred coverage of the events a broadcaster acquired the right to, carried out by the event organizer using its own or rented resources for several users, if the broadcaster that acquired the right actively participates in the production and realization,
- 7) programmes of other producers a broadcaster broadcasts as a whole or in parts on the basis of the acquired rights, if it actively participates in their production.

Article 4

The in-house production of news includes the programmes aimed at informing the citizens about events in line with Articles 2 and 3 of this Rulebook, particularly:

- 1) daily news bulletins,
- 2) interviews, debates, comments, statements,

- 3) overviews of sporting events,
- 4) weather reports,
- 5) business news,
- 6) information on traffic, and other service information.

Article 5

The in-house production of cultural, art and documentary programmes includes the programmes in line with Articles 2 and 3 of this Rulebook, particularly:

- 1) live coverage or footage of cultural or art events,
- 2) programmes focusing on the protection and maintenance of cultural and spiritual heritage and resources,
- 3) cultural programmes,
- 4) art shows, portraits, travel shows,
- 5) documentary series,
- 6) feature and animated television films and series,
- 7) radio and TV dramas.

Article 6

The in-house production of educational, children and youth programmes includes the programmes in line with Articles 2 and 3 of this Rulebook, particularly:

- 1) thematic educational programmes,
- 2) thematic children and youth programmes,
- 3) educational films and series,
- 4) films and series for children and youth,
- 5) coverage of events for children and youth.

Article 7

The in-house production of sports programmes includes the programmes in line with Articles 2 and 3 of this Rulebook, particularly:

- 1) sports shows,
- 2) live coverage or footage of sporting events.

Article 8

The in-house production of entertainment programmes includes the programmes in line with Articles 2 and 3 of this Rulebook, particularly:

- 1) feature and animated entertainment series,
- 2) quizzes,
- 3) talk shows,
- 4) live coverage or footage of concerts,
- 5) music shows,
- 6) fashion, entertainment and show business programmes.

Article 9

The in-house production includes both premiere and the first repeat of the programmes belonging to this category.

Article 10

Advertisements, announcements of the in-house programmes, teletext, commercials and teleshopping are not considered to be in-house production.

Article 11

A broadcaster of general television programme is obliged to make sure that the works considered to be in-house production in compliance with this Rulebook account for at least 10% of its monthly airtime.

Article 12

This Rulebook shall come into effect on the eighth day after its publication in the “Official Gazette of Montenegro”.

Number 01-227

Podgorica, 14 February 2012

Agency for Electronic Media

Chairman of the Council,

Ranko Vujović