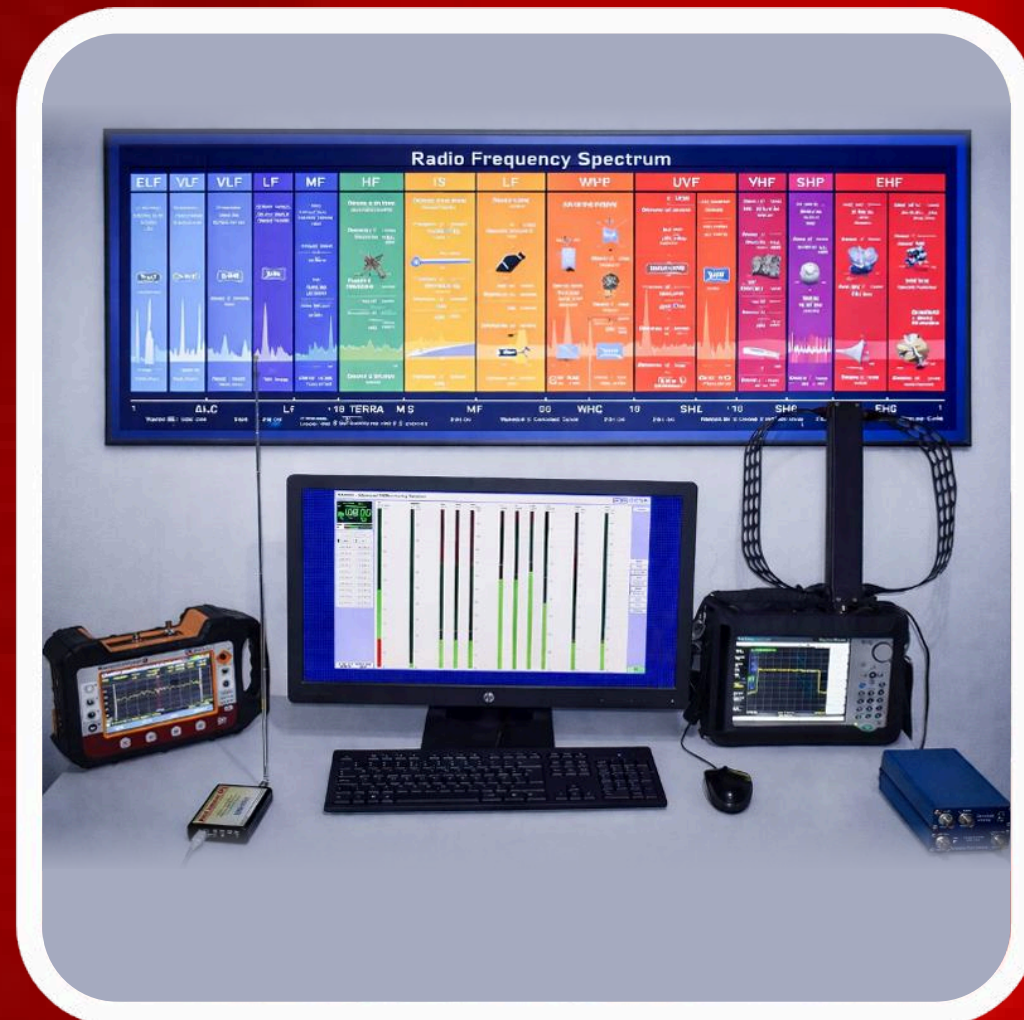



# AUDIOVISUAL MEDIA LANDSCAPE IN ALBANIA

**Mrs. Armela Krasniqi**  
**Chairwoman**  
**Audiovisual Media Authority**




# LEGAL BASIS AND AMA'S STATUS



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

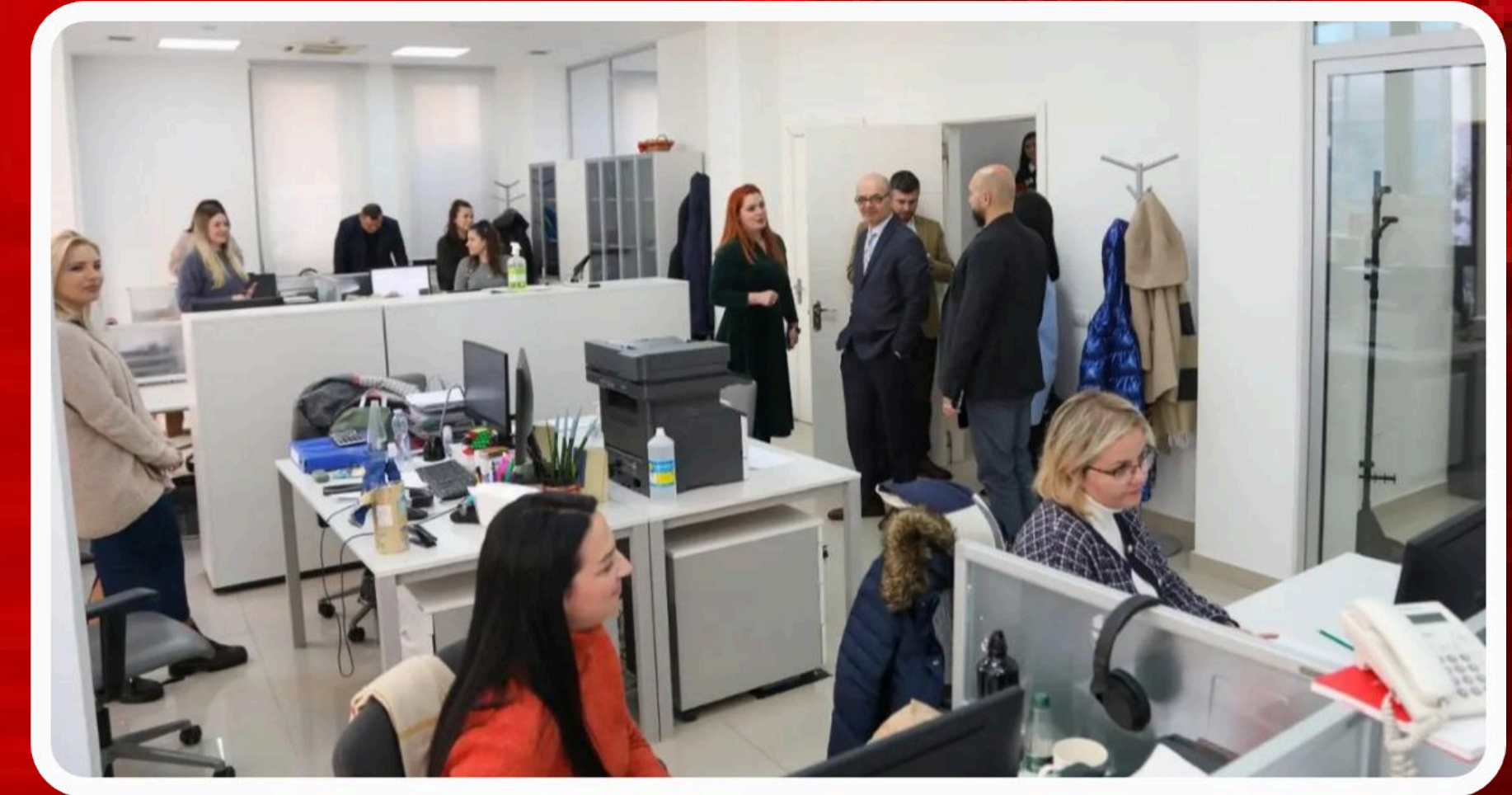
 This law defines AMA’s status, competencies, structure and independence.

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

# AMA'S BROADCASTING CODE

## New Broadcasting Code, adopted in July 2023

Its revision was driven by the need to address issues arising in practice, technological developments, the standards set out in Albanian legislation, the European legislation standards, the international institutions recommendations and the necessity of reflecting the European Court of Human Rights decisions jurisprudence.



# AMA's Strategy

AMA has developed a strategic approach aimed at enhancing transparency and aligning with European Union standards.

This process is closely linked to:



The European Audiovisual Media Services Directive (AVMSD),



The European Media Freedom Act (EMFA)



The Digital Services Act (DSA)



AMA's 2024-2026 Strategic Action Plan

# Ongoing legislative amendments

As part of aligning with EU legislation, AMA has drafted further legal amendments, currently in progress, incorporating provisions from the Digital Services Act (DSA) and the European Media Freedom Act (EMFA).

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



**2- European Media Freedom Act (EMFA):**  
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 legal amendments to the media law, AMA has continued its work on drafting the Regulation “On audio and/or audiovisual commercial communications, the formats, conditions and permitted daily duration for the advertisements broadcasting, including the transparency of public funds allocated to state advertising”.



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



The proposed regulation and the Annual Data Declaration Form on Advertising are currently undergoing consultation with interest groups and stakeholders in the media sector.

# Alignment with the European Legal Framework

1



AVMSD Directive full harmonization with Law No. 97/2013 “On Audiovisual Media in the Republic of Albania”, as amended.

2



Article 32, point 1/1 of AMA’s law, establishes the preparation and publication of the audiovisual media service providers complete ownership structure, including the ultimate beneficial owners.

3

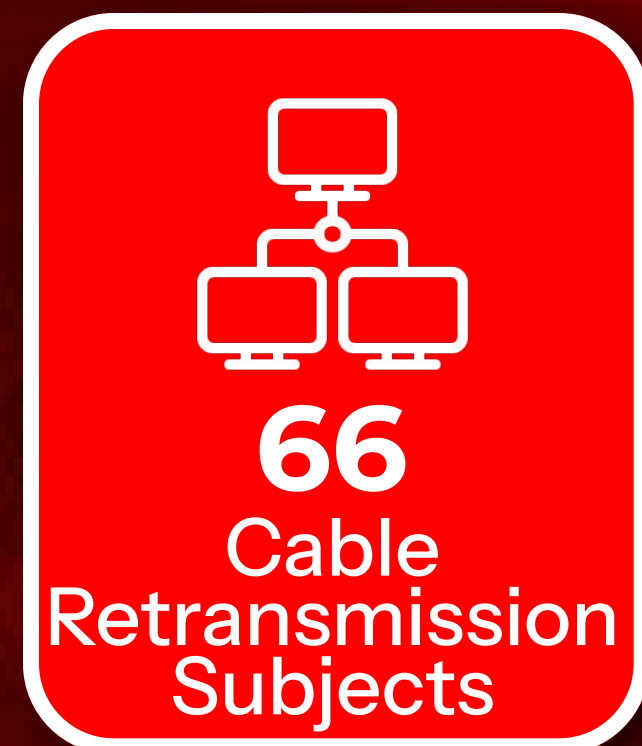


The Regulation “On the criteria and procedures for reviewing changes in ownership structure and the transparency of data related to audiovisual media service providers ownership”.



# 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:



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.

# Access to Ownership Structure in the Albanian Audiovisual Media

AMA has created and published the ownership structure transparency database, accessible on its official website.



The database includes all licensed/authorized companies and individuals, including ultimate beneficial owners.

This process aims to provide full visibility of audiovisual media service providers ownership structures, up to the identification of the ultimate beneficial owners.



The objective is to ensure transparency, prevent hidden market concentrations and guarantee compliance with the European Directive 2018/1808 and EMFA standards regarding media ownership transparency.

# Electoral Monitoring Process

Since 2021, AMA has monitored elections in line with the Albanian Electoral Code. During 2025 parliamentary elections, 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.



# 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

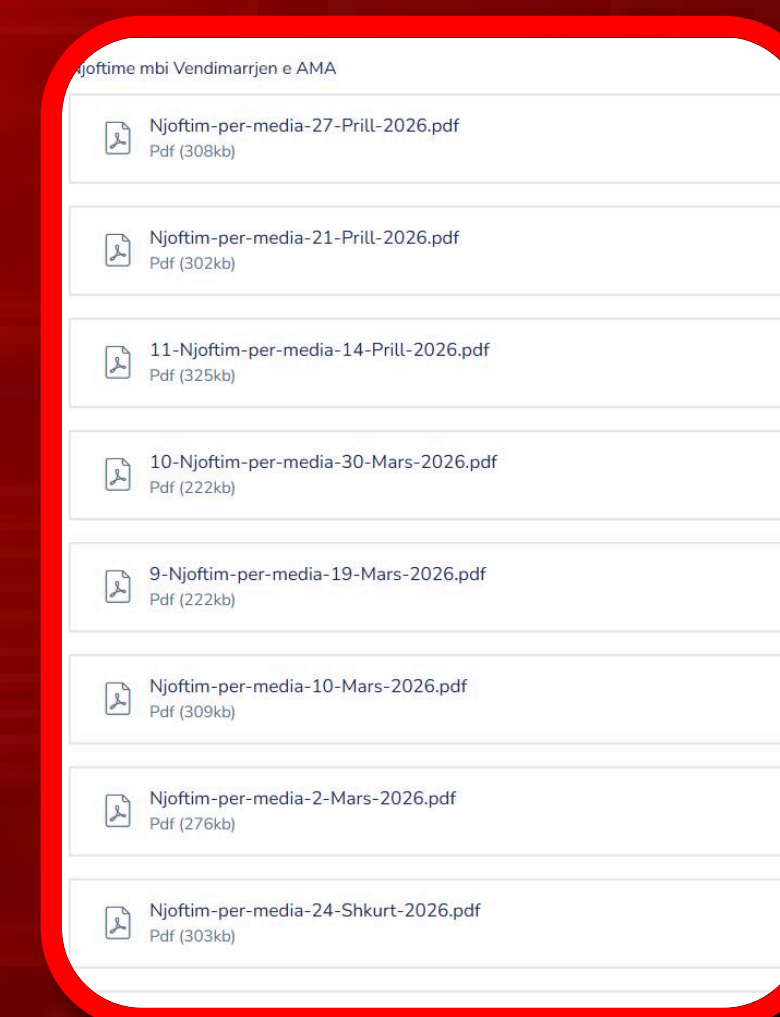
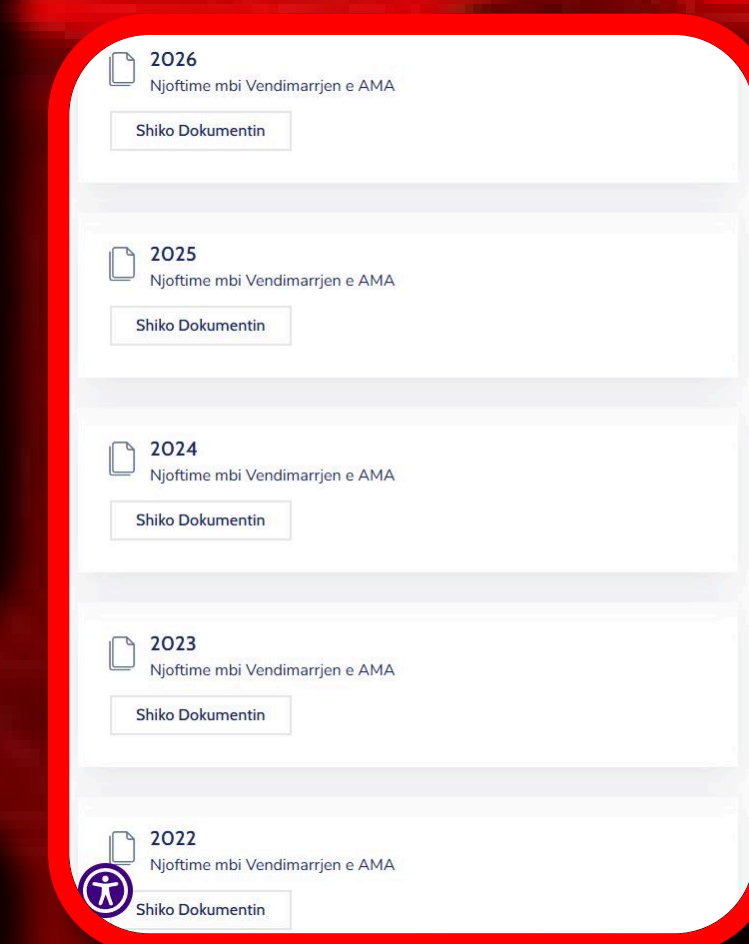
## Absence of Political Contestation

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.

## Electoral Campaign Monitoring

AMA has monitored 7 electoral campaigns:

- 2 general parliamentary elections,
- 1 general local election and
- 4 partial local elections.



# 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%.



# Ownership Type

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



# Audience Empowerment

Audience empowerment through media literacy is reflected in the following areas:



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.



# AMA in Collaboration with Civil Society



## Partnerships with NGO's

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.

# 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.

A reporting channel regarding harmful content was established in collaboration with TikTok, while a similar cooperation model was implemented with Platform X as well.

Between August 2024 - March 2025, 346 videos were blocked on TikTok for harmful content.

Following the reopening of TikTok in Albania, during February 2026 - May 2026, a total of 107 complaints were processed, of which 39 were identified as legal violations and reported to the platform.

During August 2025 - May 2026, regarding Platform X we've received 69 complaints regarding harmful and inappropriate content, of which 25 were identified as law violations.



# Upcoming Priorities for 2026

- Part of AMA's work will be focused on amendments to Law no. 97/2013, as amended
- Broadcasting rights and piracy
- 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

