



Content

Events

Media on Media

Press Releases

Vacancies

Incoming Events

Free Media Help Line

Protection of Market Competition
at Electronic Media Market in BiH

Through Case Study

By: Stjepo Pranjić

Financial Survival of Radio and
Television in BiH

By: Reuf Herić

People Meters for Meneaters

By: Aldin Arnautović

Investigation on TV viewership in
BiH – another affair...

By: Nataša Tešanović

Events

25-26 Apr 2016

BiH Journalists hosting EFJ General Meeting in Sarajevo

European Federation of Journalists General Meeting was held in cooperation with BH Journalists Association in Hotel "Europe" Sarajevo on 25 and 26 April, with participation of 150 journalists, učestvovalo 150 novinara, 93 delegates and 53 organizations from 38 countries in Europe and Middle East. According to the EFJ data, the two-day meeting in Sarajevo gathered the largest number of participants since the founding of this organization, and it was also the first time such event held in Bosnia and Herzegovina.

[Details](#)

Editorial

In our last E-Journalists edition, we warned about the devastating consequences of disorganized marketing area in BiH and we also pointed out about the necessity of passing the law on advertising in BiH. Apart from the disorganized market, significant and large competition, backing up in front the advertisers, unprofessional work and absence of legislative, marketing experts also emphasized the long – existing problem of TV audience measurement, including both viewership and listening in BiH market.

Soon after this edition was posted, the decision by the Council of Competition in BiH, after requests submitted by several marketing agencies and media houses, found the "Audience Measurement", (company which dealt with TV audience measuring), guilty for misuse of their dominant position in the field of service providing and consequently sanctioned and fined this company.

Council of Competition in BiH officials concluded that "Audience Measurement" misused the position on the market by conditioning business partners from the media field, forcing them to accept additional duties and responsibilities, irrelevant with contract provisions regarding the TV audience measurement. Several violations, regarding the work and operations of "Audience Measurement", had also been identified by the Council's officials, including the following: they failed to submit the information regarding the ownership company shares, to the Council of Competition officials, including the license of "Nielsen" Company; their price list was also not appropriately defined and some media houses were significantly better positioned than the others. Also, "Audience Measurement" officials claimed, in front of the Council of Competition officials, that they had continually been making no profit whatsoever, that is, they were frequently creating financial losses instead of making profit.

This decision by the Council of Competition of BiH may introduce the beginning of discipline and proper and adequate work in the field of marketing industry in BiH. Problems have become so apparent that they could simply not be put aside and ignored. Cash flow direction for advertising/commercial campaigns to neighboring countries shall never terminate before the BiH market appears with clear and precise business rules. Legally defined and relevant measurement of listening of radio stations and TV viewership presents key reasons for future investments and advertising of large and powerful world – wide companies. The issues of listening measurement and TV audience measurement, the decision by the Council of Competition of BiH in order to solve problems, shall, in this E – Journalists edition, be discussed by Stjepo Pranjić, member of the Council of Competition of Bosnia and Herzegovina, Reuf Herić, president of the BoD of the Association of Private Electronic Media houses BiH – PEM, Aldin Arnautović, an independent journalist and Nataša Tešanović, Alternative Television Manager.

We tried to get a statement or comment on the decision of CC from "Audience Measurement", but there was no answer from this company by days.

Adis Šušnjar, BH Journalists Association

Competition Advocacy

Protection of Market Competition at Electronic Media Market in BiH Through Case Study

By: Stjepo Pranjić

What does market competition mean?

What if there were a single manufacturer, tradesman / merchant or service provider, in your own neighborhood? What if you can watch one TV channel only? What if there were single TV shops in your neighborhood or what if only one person could sell results of TV viewership audience measurement in BiH? Non – market economies, shops or service providers of TV viewership audience measurement, are simply not encouraged to reduce their prices, that is, they have no reasons to purchase technologically advanced production means / items or to employ new staff with better skills and knowledge, which by default, would additionally lead to quality and quantity increase of products or services provided and, accordingly lead to lower prices, that is, it would benefits end users. With no competition, TV shops would have no reason to offer an alternative

Events

20 Apr 2016

Debate on cooperation between media and OCD in Brcko District in BiH

Civil society organizations should advance cooperation with media houses but should also include media houses in project applications, claimed participants during the debate held in Brcko, regarding the cooperation between media houses and civil society organizations (OCD). During this debate, the journalists agreed that many quality based projects remained unnoticed, due to lack of communication with media houses and awareness about media significance.

Details

15 Apr 2016

Cooperation between media and civil society organizations requires improvement

Cooperation and partnership between media houses and civil society organizations should be advanced to a higher level in Central Bosnia Canton, outlined the participants during the workshop covering the minorities issue and civil society organizations (OCD) held in Vitez. During this workshop journalists and OCD representatives pointed out disadvantages and problems in regard with the cooperation, promotion of activities conducted by the OCD, media support, but also outlined the existence of numerous organizations whose activities were primarily based on making profit and personal interest.

Details

2 Apr 2016

Conference on economic issues held at Jahorina Mountain organized by Banjaluka Journalists' Club

Thirty regional journalists and lecturers took part at the final conference titled: "Economy on Media – Media on Economy", held at Jahorina Mountain. The conference was organized by Banjaluka Journalists' Club and Center for Research and GEA Studies, also from Banjaluka. Experienced lecturers, such as Milan Culibrk, chief-in-editor of "NIN", popular weekly magazine and Goran Milic, the Al – Jazeera program director and Eldar Dizdarevic, a local journalist, expressed their opinions based on their personal experiences regarding the reporting on economy issues.

Details

25 Mar 2016

Politicians and public figures must demonstrate greater degree of tolerance when criticized in public

"Incorrect implementation of the Law on the Protection against the Defamation in BiH creates direct pressure imposed against journalist denying thus rights for free expression", claimed journalists, editors and other participants during the workshop about the freedom of expression and defamation issues, held in the city of Trebinje.

They emphasized that BiH politicians failed to demonstrate greater degree of tolerance when being criticized in public and this was why media representatives often encounter great number of defamation charges pressed against them by politicians and/or public figures.

The mediating process is thus being bypassed (prior to charges pressed against journalists) and this is in contrast with the Law on the Protection against the Defamation, Article 8 – explicitly defining obligation of charges appeasing, with Press Council officials playing major role in this issue. Kristina Cendic, media rights expert, claimed that European Court of Human Rights focuses on freedom of expression and politicians and public figures shall consequently be able to handle critics directed against them by media representatives and / or ordinary citizens.

Details

choice to their customers. Service providers of TV viewership audience measurement shall not be encouraged to offer different modes of services provided. Competition is a question of the protection of freedom of market competition which would lead to formation of different prices, different qualities, payment terms, and designs, that is, it would lead to choice for goods purchased and services acquired which would again benefit the clients / customers. Free market competition thus makes economy more efficient and this again may lead to general public benefits.

Right of market competition

Right market competition attempts to reach and achieve presented / displayed state, so one could talk here about achieved market competition issues. The purpose and goal of this right is therefore to accomplish free, unique and widely available, open, and also sustainable efficient market. This may be achieved by establishing the rule of competition rules that would prevent unpermitted completion of actions including; forbidden / unpermitted agreements; misuses of ruling / governing positions; forbidden / unpermitted concentrations or state (interventions) supports, which may lead to disturbance of market relations, excessive liberalizations, e.g. banking sector, which again, altogether, may be considered as subject or content referred to as "disloyal / unequal competition".

Competition Council of BiH is an authorized body in charge with the implementation of the Law on Competition in BiH (abbreviation ZOK). ZOK defines materialistic and legal rules of disallowed / unpermitted competition actions and organizations of the law implementation system, that is, organizations of the constituting systems, scope and way of work operations and decision made by the CC, including legal rules of managing procedures purposed to pass required acts, impose measures and sanctions, deriving from the official competences of the CC, aimed to provide legal protection and promotion of market competition freedom, that is, to produce benefits for all users in BiH.

Council of Competition of BiH sanctioned seller/provider of results of TV audience measurements results in BiH thus preventing the limitations of efficiency in media market space in BiH

During the determining process of the misuse of ruling / governing position instigated, pursuant to (indictment) claims filed / submitted in by the following companies:

„Pink BH Company“ d.o.o. Sarajevo, „Tvornica“ d.o.o. Sarajevo, „P Plus“ d.o.o. Sarajevo, „S.V.-R.SA“ d.o.o. Sarajevo, „Hayat“ d.o.o. Sarajevo, i „Direct Media“ d.o.o. Sarajevo (hereinafter the Companies), the right of EZ competition and court practice determine / shape the company pursuant to economic activity of both legal and physical entities, not pursuant to legal forms), Vs „Audience Measurement“ d.o.o. Sarajevo, on 30 March 2016, hereby passed the Decision No 04-26-2-027-105-II/15, ¹: ascertaining the following:

1. „Audience Measurement“ had, pursuant to the Clause of Articles 3 and 9 of adhesive Contract on TV audience measurement, signed with the RTV FBiH, including the agreed prices and payment terms, hereby misused the ruling position on the subject / relevant market of services provided, regarding the measurement of TV viewership in terms of implementing different prices towards their clients, for identical or similar kinds of services on subject / relevant market, bringing them thus into unequal and disadvantaged competition position; and

¹ This decision is final and shall be published in the „Official Gazette“ of both Entities and Brcko District in BiH

Press Releases

12 Apr 2016

Press RS journalists lose their jobs

Closing down of Press RS newspaper had once again, outlined how serious and worrying the situation in media field in BiH and RS was and still is. After Focus, Respect, Extra, New Magazine and Reporter, another and one of the most popular daily newspapers in Republic of Srpska ceased publishing and closed down for good. Uncertainty of journalists' profession could best be illustrated through Press RS case as they closed down for business, particularly if we knew that tens of employees of this magazine were about to be sacked and lose their jobs. Press RS ceased with publishing after nine consecutive years and their last edition was released on Monday, 11 April 2016.

[Details](#)

24 Mar 2016

Supporting journalist Stevan Dojcinovic

Association of BiH journalists strongly condemned the assault against Stevan Dojcinovic, chief-in-editor of KRIK web site, that is, Network for Investigating Criminal activities and corruption in Serbia.

Association expressed their concerns because of inappropriate and well-organized chase against journalist, being dedicated to the principles of journalism and fight for freedom of public speech. The fact that Serbian officials have taken no actions to protect KRIK journalists from these rather serious threats and lynch – encouragements, is even more worrying.

[Details](#)

in dominant position”, which as a result, may end up with misuse or excluding legal competition from the market. This evaluation should be based on individual cases by observing and examining the conditions of entering the market and the possibility of expanding business opportunities on the market as well. In this concrete case, users (clients / buyers) of information of TV audience measurements results may be purchased only from “Audience Measurement” company. This means that customers would have no alternative choice in terms of being provided with TV audience measurement services. The reality in some neighboring countries proves that there can be only one (single) company conducting the measuring on the territory of that particular country from one hand, and, on the other hand, the number of buyers (clients / users) would be limited, that's is, they would be classified as permanent business categories which additionally means that the market would for a long period of time remain rather static and would undergo through no changes in terms of exchange service quantities. Therefore, that opportunity for acquiring a greater number of clients or discovering new clients would be brought to a minimum which is not the case in vast number of other adequate and related markets. Also, we should take into consideration the costs and expenses whilst entering the market and these expenses are not be underestimated (purchasing of devices, licenses, verifications etc) and also take into consideration the fact that this market is rather small, in terms of its ratio and scope, so the interests for having wider competition on the market, is not very sufficient. Due to particularity of the subject / relevant market, there is not much possibility for any company willing to enter relevant market, because of the administrative barriers (required permits and licenses issued by the Institute for Measurements, device calibration and verification by the „Audience Measurement “laboratory) on one hand, and lack of possibility for larger expanding for clients (treated as stable category clients) for TV audience measuring services. „Audience Measurement“ have 20 clients (marketing agencies and TV stations / houses) whom they charge for measurement providing services, so there is no tendency of increasing the number of clients and therefore there is no business interest at present for having new service provider (seller) of TV audience measuring services entering the BiH market in this particular business field. Clients using services of TV audience measurements provided by the „Audience Measurement“, cover 80% to 90% of the total market share of both advertisers and viewers as well. „Audience Measurement“ are consequently the only company providing data / information regarding the TV audience measuring in BiH, which means that their market share is 100% on subject and relevant market of TV audience measuring, which additionally brings them into the ruling position in this specific business branch. Company's ruling position on the market is not unpermitted, instead the misuse of ruling position is indeed forbidden.

Misuse of ruling (dominant) position

In 2014 and 2015 „Audience Measurement” had no defined price list for providing and selling data information,

2. 2. „Audience Measurement“ had misused the ruling position on subject / relevant market of services provided, regarding the measurement of TV viewership, in terms of conditioning the Companies to unconditionally accept additional duties that, according to the nature of the Contract subject, were completely irrelevant with the contract content for TV Audience measurement.

Due to advertised and unpermitted competition operations, the CC disallowed „Audience Measurement “with any future anti – competition actions on subject market. Furthermore, it had been ordered to issue new price list for TV audience measurement services with accurate, unequivocal and transparent criteria and prices that must be identical for all potential service users / clients. This price list was also to be submitted to the CC of BiH. „Audience Measurement “was also fined, as both legal and physical entity, and had to cover all expenses of court proceedings.

Adequate (relevant) market

The CC, in order to determine the scope of illegal and unpermitted competition action / operations, must, in the first place, define relevant or adequate market and, in this particular case, define relevant market in terms of information selling (services) of measurement of TV viewership in BiH. Besides, the authorized body must define and determine, (for unpermitted competition body, misuse of ruling or dominant position), the market strength of competition subjects, market structure at the particular field, that is, ruling position.

Ruling (dominant) position

Ruling position, pursuant to EK opinion, deriving from the following act *“Guideline on the implementation of the Commission on the implementation of article 102 UFEU for proceeding of the Companies*

regarding TV audience measurements, while in 2016 they did have partially defined price list which related only to prices for marketing agencies, while the calculation methods applied to TV houses and prices for public service broadcasters had been arranged in accordance with their budget fund limits.

To make this issue even more difficult, the contracts regarding the TV audience measurements, signed in 2014 and 2015, had additionally been signed on a free will basis without clear and defined criteria and required price list. Prices for identical services differed between certain agencies, TV houses and public broadcasters and accordingly contract contents were different for some clients. By examining the contract contents one could conclude that the „Audience Measurement“ had provided certain TV houses and agencies with additional discounts in relation to other clients for identical services provided with no clearly defined and determined criteria. In other terms, the CC ascertained that „Audience Measurement„ in 2014, with no clearly defined criteria and price list, assessed that all TV houses should pay equal amounts in local currency (BAM) with VAT not included, and that they (AM) allowed special price discounts for public broadcasters (RTV FBiH, BHTV and RTRS). By doing this, the annual amount that RTV FBiH and RTRS should have paid, was to be lessened by 51.25%, and BHRT by 2.5%, in comparison to other TV houses.

This practically meant that the „Audience Measurement“ applied different charges for identical or similar services provided, bringing thus other competitors on the subject and relevant market into a completely discriminatory position. This practice continued in 2015 and 2016. Apart from this, the „Audience Measurement“ had in 2015 evenly increased their prices by 9% for all agencies involved, founding this action on the fact that the license price provided by foreign license providers had also increased. This price increase applied to agencies only, not including TV houses or public broadcasters. Televisions had four models of price establishing, while public broadcasters would sign contracts based on their budget fund limits. The only conclusion deriving from these facts was that the „Audience Measurement„ business operations had been illegal and against the law, because they had established, formed and implemented different price lists for identical or similar services provided, towards their clients which resulted in positioning these clients into discriminatory and inappropriate competitive position on the market.

Another typical action displaying illegal competition operations was that, pursuant to Article 3 of the contract on TV audience measurement, „Audience Measurement“ would, in case the client (TV) failed to settle their bills, exclude the information from the total review including (TAM Data BAsE, Programs & Breaks Data Base and Spod Data BAsE) in accordance with the contract terms, that is, the contract party shall be deprived of information that it had previously paid for, should a third party, with whom the prior contract party had no business commitments, fail to settle their bills towards the „Audience Measurement“, in accordance with contract agreements.

To make things worse, „Audience Measurement“ contracts with RTV FBiH in 2014, 2015 and 2016 were different from typical contracts with other clients. These contracts did not contain defined limitations in relation with other signed contracts with other clients.

„Audience Measurement“ conditioned their clients that should they refuse to sign new contracts for 2015, they would not be provided with historical data (information) they had in the previous years, paid for. This means that the „Audience Measurement“ had imposed their conditions that were anti – competitive and displayed the misuse of the dominant position on the relevant market. The CC correctly concluded that the above mentioned contract terms and conditions prevented the clients of acquiring the rights to use services provided, that these clients had paid in previous year. Furthermore, we should emphasize that „Audience Measurement“, in 2016, ensured the access to historical data information to all clients, since it had enabled technical conditions that had previously been unavailable, except in the RTV FBiH case. „Audience Measurement“ conditioned the RTV FBiH, in terms of making them to accept additional duties that, by the nature or trade ethics, had been irrelevant with the contract contents. According to the above mentioned fact, we could conclude that the CC made correct decision when they, pursuant to item 2 of this Decision, determined and outlined the anti – competitive actions taken by the „Audience Measurement“, displaying typical illegal deeds including the misuse of their ruling position.



Media on Media

20 Apr 2016

BiH on 68th position in the world according to Freedom Press Index

Latest report on media liberties at world level (2016 World Press Freedom Index) issued by Reporters without borders, positioned Bosnia and Herzegovina on the 68th place out of 180 states/countries included by this investigation report. Research indicators outlined a significant decline of press freedoms in the world during the period between 2013 and 2016. This report, as basic reasons for the above mentioned results, among other things, highlighted the increased authoritarian tendencies in countries such as Turkey or Egypt, with larger control by governing officials over state media houses, including some European countries such as Poland and worsened security situation in countries like Libya, Burundi or even a complete chaotic situation like Yemen.

[Details](#)

14 Apr 2016

RAK (CRA) BiH: Appointing of Director of Communication Regulatory Agency (CRA) Still Uncertain

Plamenko Custovic, president of the CRA Council confirmed allegations of other members of the Communication Regulatory Agency Council that this body had been under constant pressure imposed from the outside. He added that, due to this pressure and based on a unique stance, after the meeting session held in March, the CRA Council members requested an urgent meeting with the Council of Ministers of BiH officials.

"However, the Council of Ministers officials never replied to our demands and also never replied to at least five or six of our previous enquires that had been sent to them", emphasized Custovic. According to his own opinion, the pressure imposed upon the CRA Council members can be seen through the decision by the Council of Ministers of BiH officials, regarding the appointing of acting general manager of the Agency.

"We considered and treated this appointing as illegal action and we consequently warned the officials about this farce, since they had decided to appoint a person that had not even been employed or engaged with the agency at all, as acting general manager?! There was no response to our appeals so far", stated Custovic.

[Details](#)

7 Apr 2016

Sustainable financing of public service as the condition set by the EU as part of the SSP adaptation process?

"European Union is carefully watching over the situation in BiH public services. The issue of financial stability of the entire public broadcasting system in BiH represents the priority for this country and this issue is positioned highly among all other issues in our political agenda", stated Johannes Han, European Commissioner for Enlargement, in his letter, directed to Ingrid Deltentre, director of EBU.

[Details](#)

6 Apr 2016

Parliament decide: Present RTV tax fee pay system valid until 30 June 2016

House of People of the Parliamentary Assembly of Bosnia and Herzegovina, during their session meeting, supported the Proposition of the Law on amendments, regarding the Law on Public radio and television system in BiH.

The Proposal was initiated by the Council of Ministers of BiH.

[Details](#)

Financial Survival of Radio and Television in BiH

By: Reuf Herić

Until 2007 there were certain denotations of possible financial reinforcement of companies manufacturing goods and companies broadcasting radio and / or TV program. However, the foundation to financially stabilize this sector has never been systematically established. Also, there were no new leaders in media field that would eventually advance this industry and at least push it closer to the industry in our surrounding countries. The times where more money was invested in an advertising marketing field had long passed resulting thus in a decrease of possibilities for creation of better conditions for financial stability of radio and television in sector in BiH.

Too many electronic media houses in BiH

43 television houses and 145 radio stations (not including public broadcasting services) broadcast their programs via ground radio diffusion, pursuant to the permit issued by the Communication Regulatory Agency of BiH. Cable system in BiH is also used for around thirty television houses that broadcast one or more than one channel. Additionally, three Public Broadcasting Services in the field of radio and television also operate here.

For some 3.8 million people living in BiH, also people with not very good living standard, this is by far too many media houses. Therefore, the limited funds granted for media houses (money distributed for advertising / marketing or simply money deriving from various sources) is distributed to "too many hungry bellies".

Below is a comparison based on the radio stations level:

COUNTRY	POPULATION (millions)	BDP in billions EUR	NUMBER of RADIOSTATIONS	PUBLIC BROADCASTING SERVICE
BiH	3,8	14	145	3
SERBIA	7,2	42	360	5
CROATIA	4,2	43	144	3 national 8 regional
AUSTRIA	8,3	425	65	3 national 9 regional
HONG KONG (city)	7,1	300	2	0

Significance of TV audience viewership and listening

In order to stimulate large international companies and make them invest in advertising and marketing on radio and television stations in any market, certain but rather important conditions must be fully met: both viewership and listening audience measurement in that particular market must be conducted. The rule usually requires the United Media Industry (UMI – JIK) to invite all interested parties to bid, specifying terms and conditions of measuring process, so certain licensed house could, through the above mentioned public tender, be appointed to conduct this measuring procedure. At this particular moment, there are TV and radio audience measurements that are considered at least disputable according the Council of Competition in BiH, and occasional radio measurements (via phone polls) that have not been organized by the UMI and which are rarely used by some local companies because, due to their public status, must have some measurement results regardless to their accuracy.

International companies, consequently, invest much less money in advertising / marketing on radio and television field in BiH than they would normally invest should the measuring system work properly and should it be considered reliable. Additional problem represent the fact that there is no monitoring of broadcasted advertisements on radio in BiH, and monitoring of broadcasted advertisements on TV is often denied. All these facts create the "advertising dark feeling" with the international companies and cause

Media on Media

29 Mar 2016

Research results regarding the use of social networks in journalism (BiH)

Pro Educa, Center for education from Banjaluka implemented the research and survey regarding the use of social networks in journalism. Research/survey was implemented between 26 January and 11 February 2016 and included over 110 examinees from the field of journalism and also included the staff (journalists) of both, public and private RTV services, including press and new media houses. They used online questionnaire to conduct the poll.

[Details](#)

23 March 2016

House of People of the PA of BiH: Proposition of the amendment of the Law on Public RTV System discussion procedure on regular basis

House of People of the Parliamentary Assembly of Bosnia and Herzegovina, during the meeting session held on 23 March, rejected the proposal by the Council of Ministers of BiH urging the PA to immediately take the Proposal for amendments of the Law of Public radio and television system of Bosnia and Herzegovina, into serious consideration.

The proposition for slower consideration of this Proposal was also rejected so this legal Proposal shall be a subject to discussion in the PA regular procedure.

[Details](#)

Vacancies

Photographer Vacancy Post

NewsBlic online magazine released a vacancy post for the position of a photographer. Deadline for application is **1 May 2016**.

[Details](#)

Video Montage Maker / Set Up

Reputable company, specialized for internet web site designs and online marketing announced post vacancy for the position of Video Montage Maker/Set Up

Deadline for application is **28 April 2016**.

[Details](#)

insecurity in terms of promotion.

Key culprits for such situation are surely media marketing agencies' managers / entrepreneurs in BiH. Until they decide to announce legal public invitation for bids, through the UMI system, and accordingly select licensed houses to conduct the measurements, based on accurate and required elements of this branch, it is definitely going to be difficult to expect a significant increase of advertising by international companies in BiH.

Is there a limited number of media houses and agencies that actually benefit from this situation in BiH? The answer to this question requires, in the first place, the setting of numerous facts and also requires more time and space for writing.

Spiral of low advertising prices

Advertising price on radio or television in BiH is significantly lower than the price in surrounding countries, particularly in Croatia and Slovenia. All media houses are involved in this spiral of low advertising prices, though the spiral should have its initial point. I personally can see this point in Public Broadcasting Service and I am certain that many people share my opinion.

FTV has often, based on some segments of their broadcasted program, been considered as most viewed TV house in BiH and has often been considered as most desired advertising destination. It has also disposed of highest budget amounts within key marketing agencies. If the advertising price on FTV has been too low, or if the FTV provided their clients with additional discounts, including special bonuses based on budgets, other TV houses would usually follow FTV pricing and would consequently be forced to lower their advertising prices even more. The same would apply to BHT and RTRS.

Most powerful TV houses in BiH have made several attempts in order to make the in Public Broadcasting Service to reconsider their advertising prices policy, but until present, these attempts resulted with no desired effects whatsoever.

Public service radio stations are cheaper than many private stations in terms of advertising prices. How can Public Service radio, covering the entire BiH territory, operate with lower advertising prices than private radio stations whose signal cover up 30% or 50% of the territory in BiH.

Public service is initial point within the spiral of low advertising prices and all media houses are involved in this process. FTV have, to some extent, forced ten of the most popular TV stations to operate with lower advertising prices which additionally enabled most listened radio stations to achieve higher prices. Even if some of the most listened radio stations insisted that their clients should pay higher price for advertisements, clients often responded by presenting low advertising and contract price they usually got from other TV houses, thus forcing this radio station on a "take it or leave it" basis. Consequently, radio station would usually back down and accept the client's terms and conditions.

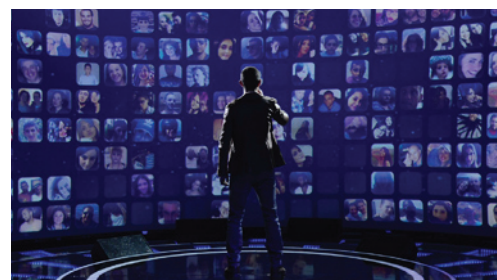
And finally something that should also be emphasized; namely, the habits by the sales department staff working with most media houses. Most common form of competition with most media houses is to beat your competition with the price. In direct contact with clients – advertisers, most media houses claimed that they were most viewed / most listened media house and were consequently prepared to provide their clients (as they usually do for any other client; the only difference is that they don't mention this openly in front of other clients) with special discount. The amount of this special discount is the amount the client is "willing to give away" (in other terms "willing to pay").

Taking into consideration that for the period of last two decades we had accustomed our clients to operate with prices as they wish, nobody in BiH knows how to use a magic stick in order to change this habit imposed upon us by our clients.

Conclusion

This is yet a view to less significant part of elements that should be outlined in the subject related to financial survival and sustainability of radio and TV media houses in BiH. There is a lot that could be added to this subject. The problem is that if you, shortly expressing your view, may be presented with a possibility of making a mistake due to lack of explanation completeness.

If the goal was to highlight the fact that BiH market of media industry is in rather poor state and advancing to a complete collapse, those with a little bit of common sense will understand the point of this statement.



People Meters for Meneaters

By: Aldin Arnautović

At this specific moment, TV audience measuring in BiH is indeed slow and non-transparent process with many disadvantages that actually, due to its disguise and clientelism opens space for malversation. A concrete material interest by individuals and groups from TV and marketing industry is usually behind it.

BBC news has just finished. In one of their editing desks, BBC Scotland in Glasgow, the night meeting of staff was under way. Broadcasted stories have been analyzed, planned assignments for evening news were discussed and the information on TV audience measuring about previous program were provided during this meeting session as they were also a subject to further discussion. Information was collected through "people meter", devices distributed in homes of their viewers that had digitally recorded details regarding the TV habits of these viewers, that is their audience.

Information arrived quickly through the internet often while the program being broadcasted was still on, providing thus a countless number of parameters to program editors and planners so they could advance the program scheme even while it's being broadcasted.

In 2002, the visit to BBC in London and Glasgow was part of the training process for me. Therefore, this happened 1/7 of the century ago. That's when I first had the opportunity to see the benefits of advanced TV audience measuring through people meter in practice/ reality.

In 2016, that is, 14 years after this, in BiH, if you happen to work for a local TV house, official results on program viewership of program being broadcasted could be revealed only the next day after 2 p.m.!? Friday's results could thus be released on Monday, since nobody would work on weekends, as we all well know.

I deliberately begin this article on TV audience measuring with this, rather comic comparison, attempting to increase the problem of primitive local / domestic legislation and practice in the field of media influence measuring. My goal is to outline the significance of exact figures on viewership for both, public and other spheres of society as well.

At this moment, TV audience measuring in BiH is a non – transparent process with many disadvantages that actually, due to its disguise and clientelism opens space for malversation. A concrete material interest by individuals and groups from TV and marketing industry is usually behind all of this. During the next few parts of this article I shall attempt to explain and outline disadvantages which, from the perspective of a TV professional, I detected in the existing TV measuring audience system. I shall also try to outline facts in as simple manner as possible, so the comments could be understandable for all people that are not engaged in TV industry.

Malversation space

Recent solution by the Council of Competition of Bosnia and Herzegovina, according to which the Agency for TV Audience Measurement seriously violated the market rules and regulations and was accordingly fined, proved that the created system would allow different and additional malversations and manipulations.

According to the decision passed by the Council of Competition of Bosnia and Herzegovina, the Agency was charging its clients differently for identical services provided, thus violating certain market rules and provisions and was accordingly imposed with BAM 30.000.00 fine, including the BAM 5.000.00 fine for its manager in charge.

The Decisions would benefit media groups and agencies that had previously questioned the Agency's credibility believing that the company had actually been established in an off – shore zone in Cyprus and that it also had ties with particular media groups in BiH. Several inadequate decisions made by completely incompetent people in the system, who actually "enjoyed" solving these problems, created consequently some space for various malversations. Additionally, "another thirty million reasons" that, according to some estimates, outlined the value of this year's "marketing cake" in BiH, it has become clear why this issue has been considered rather sensitive, creating turbulence.

(In) competence

It seems that whoever was matching the branch of TV audience measuring into the system did not quite understand what the branch was all about. Hence the Agency for TV audience measuring is not public, but rather private subject that has been subordinate to public Institute for Measuring of BiH and this Institute is further subordinate to the Council of Ministers of BiH.

Therefore, the Institute that deals with instruments for chemistry, medicine, physics etc has been assigned with the responsibility of controlling and supervising the legal operation of the Agency for TV audience measurement. Agency clients, on the other hand for TV audience measurement mostly consist of marketing agencies and media houses.

I would add that the legislative in BiH by its own nature is rather (in) adequate solution. TV audience measurement is more suitable for some advanced IT

Incoming events

- **General Assembly** of BH Journalists

Association

- Survey as part of **Media Circle Project**

ect



sectors, such as Agency for statistics, rather than the institute that has been held responsible for this issue. A 24 hours delay for information and data outline, in rather comical manner, technological incompetency of the people being tied into networks including the “bludgers” of this particular field.

Sample

Mjerenje gledanosti TV programa u BiH temelji se na petstotinjak sakupljača podataka (peoplemetara), TV audience measurement in BiH is based on information collected by some five hundred people meters distributed amongst the viewers' homes.

By using simple mathematical methods, at the moment

when either male or female user of connected people meter access certain program or it simply switches certain channel, the data / information provided, records the change of 6000 viewers. Therefore, any viewers using the box, statistically speaking, represent the TV habits of around 6000 people. This basis is founded on approximate estimate including the population of three million people whose TV habits are recorded through 500 devices.

It was said that the measuring on certain days was conducted through three hundred active information / data collectors hence one box would in this case, represent 10 000 people. Therefore, the information provided directly depended on the number and schedule of devices providing the information. In case of potential manipulation with these two variables, the information provided would significantly differ.

Non - Transparency

Due to levity of potential manipulations, the non - transparency of the measurement process is rather alarming. Wide audience is unaware about the distribution sites of people meters including the characteristics of households they have been distributed in. Information about viewership has been treated as classified (goods) and rather expensive item.

It is obvious that due to possible impact on results, the identities of persons having people-meters installed in their houses should not be revealed; however it is unaccepted that no information is provided to the public regarding the principles of the device's distribution.

Afteral, the potential manipulation and eventual socio - economical variables may cause significant changes in measurement results. Accordingly, the arguments in my opinion, may benefit the public control.

No pay no gain

In the existing measurement system, where any TV house could get information regarding the viewership, it has to pay a reasonable amount of money on an annual level in order to have this specialized service. There can be no measurement without advanced payment. Thus we have the situation where local / domestic, but influential TV houses, funded by the public means, are not even part of the measuring system.

In my opinion it would be useful to see how the public TV houses spent the public money. Although I believe the viewership should not be the fundamental parameter regarding the quality of TV houses, it is certain that it should be the parameter upon which the quality of the program they broadcast is evaluated.

Shouldn't it be useful if, for instance, the Institute or Agency, measuring regularly the viewership of the existing TV houses, inform the public about the results from time to time? I am certain that it would be the useful source of information for many social branches in the scenario if that work was to be conducted by a public agency, including the source of income.

I reckon that during the digital era, including the internet, it is easy to make better, more accurate and faster system of TV audience measurement than the existing system. Why shouldn't we have public and permanent results of TV program viewership? Technically speaking, it could be done.

If this should happen, and if media houses would be placed in an equal position, many would benefit from the information provided. This would include everyone, except certain groups and individuals that at the moment use the non - ideal system to increase their personal wealth and power.

And that is why, non-ideal situation that outline this field is no different than any similar situation of non-perfect or wrong situations and decision in different segments of our society. These situations are surely “legally based”.

Hence, in the field of TV audience measurement pursuant to my estimate, we lack at least one seventh of the century behind the advanced and modern world in sense of media system and other segments as well where politically biased persons make the rules. The comment is dedicated to them accordingly.

Investigation on TV Viewership in BiH – Another Affair...

By: Nataša Tešanović

The dust has not settled down in, as they referred to it at the time, biggest media – marketing affair in Bosnia and Herzegovina, with key figures being spectacularly arrested and later released during the action coded “GIBRALTAR” and the public was once again shocked as there was a possibility of yet another scandal arising in this field. INFORMER, Belgrade magazine published on 19 March 2016 an article titled: ROBBERY IN BiH with the agency for TV audience measurement, Audience Measurement being involved as the key party in this affair, which, at the time being, presented itself on the BiH market under the name and using the logo of well – known and reputable company, AGB Nielsen. AM verified TV ratings that had not even been broadcasted in the first place and TV MREZA consequently charged both local and foreign advertisers for (none) broadcasted advertisements and commercials on a regular basis. Zlatko Saracevic, who was the company’s manager at the time, admitted that this Agency had never actually monitored all 7 members of TV MREZA Group, but instead it monitored only one, namely TV 1. Nielsen also issued an open and public statement confirming that they, as reputable company, only shared technology with the above mentioned and disputable Agency (AM) in Sarajevo, not including the sharing of their name, software or reputation either. Several journalists’ agencies, TV houses and internet web sites soon discovered elusory and suspicious ties between the TV1 and AM: the very same entrepreneur actually owned both of these companies, through a single offshore company with its head office being located in Cyprus, as they claimed.

Although a new affair did seem inevitable, the investigation official authorities of this country never actually paid enough attention to media warning titles and headlines, regarding this case so the authorities could accordingly launch an investigation. This case concluded with the AM Agency being forced to change their manager. TV 1 management accordingly pressed charges against media houses that had revealed and exposed these information regarding ownership – interests based ties between the two companies. Consequently, advertising agencies and television houses, disposing of information on TV audience measurement results as their only tool for business operation, simply had to give up and bow down before the fact that the AM Measurement company was still the only licensed agency for TV audience measuring in BiH, as their business thus depended on the AM mercy.

The fact that the Institute of Measurement (as the only European legally authorized body for TV audience measurement), provided AM laboratory with the permit/license so they could verify their measuring instruments / devices and AM additionally licensed themselves for all work operations, including TV audience measurement processes, also didn’t help in this specific case. Simply, there was no alternative provided for this particular issue, since, without TV audience measurement results, there would be no advertising and without advertising commercials, there would be no cash flow and without the cash flow the story generally ends. Thereby, some TV stations were well satisfied with the high viewership results provided, since they used these “TV audience measuring facts” publically to boast themselves during their daily program shows, so any attempt to discredit the measurement agency would consequently discredit the TV houses themselves.

A year later, the above mentioned Gibraltar affair, with the initial amount of BAM 6.800.000, 00 of defalcated money, decreased at the end to BAM 214.000.00, also of defalcated money, as part of, so far the only, indictment, and the whole story about the disputable viewership researcher and their illegal business actions, moves and ties, suddenly changed its original scope. Although it seemed that the entire case would be based on attempts of particular media representatives to, despite the indictments submitted, continue to reveal and release that the TV audience measurement for viewership results were simply unreliable, because the sample that these measuring methods had been used for testing were not sufficient enough in terms of quantity of households being subjects to testing (officially testing included some 550 households (officially), and (unofficially) 200 households and in reality this number was even smaller). The information on schedule and number of people meters, despite numerous requests for information providing, the AM refused to provide to their clients and many irregularities then became obvious, in terms of the measurement research methods and results, as the number of this irregularities was increasing as well. In the meantime when the AM doubled the prices of their services and began to present their clients with new and non-negotiable conditions, in order to provide their clients with required information, a new and (un) expected turnout commenced, regarding this whole affair.



Namely, the Council of Competition of BiH, on 30 March 2016 issued a DECISION / CONFIRMATION acknowledging that AM Measurement d.o.o. MISUSED THEIR DOMINANT POSITION ON RELEVANT MARKET IN PROVIDING SERVICES OF TV AUDIENCE MEASURING IN BIH, BY IMPOSING DIFFERENT CONDITIONS FOR DIFFERENT CLIENTS FOR IDENTICAL OR SIMILAR SERVICES ON RELEVANT MARKET PURSUANT TO ARTICLE 10, PARAGRAPH 2, ITEM C, OF THE LAW ON COMPETITION, which altogether resulted in bringing the above mentioned clients into discriminatory and inappropriate competitive and market position.

This Decision / Confirmation actually confirmed the allegations from the wide known claims, forwarded and submitted by several agencies from BiH. AM was accordingly fined with BAM 30.000.00 and was ordered to officially introduce and present the new Price List of services for TV Audience Measurement with precisely defined, unequivocal and transparent criteria and prices for all potential clients. This order had to be implemented 30 days after the official receiving of the Council’s Decision.

Pursuant to the Decision’s Exposition, available to wide public in BiH, Council of Competition asserted that the

Free Media Help Line

Actual Cases:

Srdan Puhalo - Elementary Court of Banjaluka submitted charges pressed against Mr. Puhalo for defamation on 29 Feb 2016. Puhalo was charged by Marinko Umicevic, Member of the Banjaluka City Assembly because of the blog content where Umicevic was referred to as fascist. Preliminary court hearing date is still to be scheduled.

Death threats in public media by Amir Selimovic - Amar Selimovic had, during his speech which he had uploaded on YouTube channel, made open threats against Husein ef. Kavazovic, (head of the Islamic Community in BiH) and he also made threats against media representatives in BiH. Free Media Help Line sent notices directly to SIPA officials and Federal Police Administration regarding this issue. On 3 March 2016, SIPA informed the FMHL officials that all activities related to this case had been monitored and suggested the FMHL official to contact the Prosecutors Office for further information. FPA replied by stating that all actions regarding this case had also been taken.

Dinko Gruhonjić NDNV- Members of the Board of Directors of the Association of BiH Journalists released public statement expressing full support to their colleague and president of the Independent Association of Vojvodina Journalists due to professional and personal denouncing in Informer and TV Pink, Serbian media houses.

Media in Turkey - On 4 March 2016, Turkish authorities took over ZAMAN head office, most popular critical public voice of governing authorities, amongst all Turkish media houses. Actions were taken pursuant to Court's decision. The Court on one hand, failed to provide single evidence against ZAMAN works or actions taken, in this particular case. Turkish authorities justified their actions by relying on the above mentioned Court's decision, thus taking over ZAMAN facilities by the use of excessive force. Association of BiH Journalists joined the Associations of European Journalists in global and public condemnation of open attack against the freedom of press in Turkey.

AM had, in 2015 and 2016 through contract provision, prioritized public broadcasters. The AM Company deprived information regarding the results on viewership to all contracting parties, in cases when some of them did not settle and pay their bills. Therefore, contract signing with clients for 2015, from the AM point of view, terminated in conditioning the clients by non - providing them with so called historical information, even though the clients had paid for them in previous year as they needed these information for further analysis of target groups and presentations to their own clients.

Also, the Decision's Exposition contained several facts that seriously questioned the AM Company credibility and confirmed the fundamentals of information and critics of authorized TV Audience Measurement Company in BiH, that media community had been providing official bodies with for months.

This, above anything else, referred to the fact that (despite repeated requests by the Council of Competition of BiH, as stated in the Decision's exposition), **the AM Measurement Company had never submitted official information regarding their ownership share structure, that is, the structure of the "NMAM MEDIA AUDIENCE MEASUREMENT LIMITED"** company, with head office in Cyprus, including other relevant and associated companies.

They also failed to submit the copy of contract, signed with Nielsen Company, which was also requested by the Council's officials.

In the meantime, deliberately or not, only TV houses that raised questions and enquired about the regularity of AM Agency work operations and activities, noticed constant decreases in their viewership ratings. Direct Media Agency, (which, among many other agencies, reported the AM to the Council of Competition of BiH), was denied in signing contract with AM, so this marketing agency has, up to the present day, never had access to data information essential to their work and their business future was thus seriously jeopardized. Few months ago, 3 television channels, decided to quit cooperation with TV MREZA, as one of the top 5 viewed and watched TV channels in BiH, and TV 1, as TV MREZA crucial member surprisingly recorded an increase in viewership rating, even though TV 1, on the other hand, (for the period of last two years) did not broadcast its program terrestrially in Republic of Srpska and was warned that it may lose its license by the Communication regulatory Agency, as a result of this irregularity. All this has been paid by local and foreign companies, based on reports and information provided to them by the AM, since AM was and still is the only licensed company to conduct / implement this kind of viewership measurement where the AM owners have so far been holding joystick firmly. They could thus decide where to distribute millions of marks paid by advertisers.

When their identities become available to the public, the estimated damage in marketing /commercial advertising and media market in Bosnia and Herzegovina shall be huge, but it may be reduced to some extent if their identities are revealed sooner, rather than later.

We are just waiting for those in charge to launch an investigation process about this case.

Impressum

Bulletin Board of Editors

Faruk Kajtaž

Siniša Vukelić

Borislav Vukojević

Bedrana Kaletović

Amer Tikveša

Editor

Adis Šušnjar

Art Editor

Arman Fazlić

BH Journalists Association

Kralja Tvrtka 5/5, Sarajevo, Bosnia and Herzegovina

Tel/Fax +387 33 223 818; + 387 33 443 072

e-mail: bhnovinari@bhnovinari.ba;

web: www.bhnovinari.ba



E-journalist is published with the financial support of the Norwegian Embassy