



Achievements of the Project

The Project started on September 2nd 2013. An extensive set of activities was implemented in the whole duration of 21 month period (September 2013 – May 2015), which is described in more details below.

Achievements with the Agency for Electronic Communications

Workshops, presentations and guidance documents for AEK in the electronic communications sector on:

- The impact of new technologies
- Spectrum management and digital dividend
- Complaints and disputes procedures
- Market research and analysis methods
- Universal service including broadband
- Numbering management and number portability
- Network infrastructure investment
- Market self-regulation and co-regulation
- Systems of advice for consumers

Legal alignment

- Comments on the draft new Law on Electronic Communications
- Gap analysis and gap plugging reports on AEK regulations on:
 - Services and quality
 - Network and data security
 - Spectrum management legal framework
 - Universal service
 - Interoperability of interactive TV services
 - Notification procedures
 - Transparency of AEK
 - Customer care
 - Accounting separation
 - Cost modelling
 - AEK supervision fee
 - Mediation procedures
 - Numbering scheme
 - Numbering assignment
 - Numbering fees
 - Number portability

- **Quality Management System ISO 9001:2008 reviewed, improved and a process of recertification finalized**
- **Market analyses assessed and methodology for conducting of a market analyses improved**
- **Market survey method improved**

Achievements with the Agency for Audio and Audiovisual Media Services

- Quality Management System ISO 9001:2008 introduced
- Legal alignment - Twelve draft by-laws prepared and adopted by the AAAMS Council
- Methodology for media literacy research developed, which was used when the baseline research studies were commissioned by the AAAMS
- Analysis on self-regulation and co-regulation conducted with Guidelines aimed for the AAAMS's future activities on developing alternative forms of regulation
- Guidelines for monitoring of hate speech produced and presented to different stakeholders
- Study on media concentration and Review of the Law on Audio and Audiovisual Media Services in respect to protection of media pluralism completed
- Draft -program developed for encouraging AVMS provid-

ers to make their services accessible to people with hearing or visual disabilities

- Guidelines for Digital Rights Management produced and presented
- Guidelines for Audience Research developed and AAAMS staff trained
- Methodology on media market analysis finished
- Program for encouraging media literacy in Macedonia drafted and presented to stakeholders
- Several trainings for the staff of AAAMS and for the AVMS's providers and other stakeholders delivered (European audio-visual works, new advertising techniques, product placement, media literacy, digital rights management, hate speech etc.)
- Communication and visibility strategy and plan for the Project produced.

□ **A total of 36 workshops were organized for both beneficiaries, which provided the participation of representatives of national and regional media and services providers.**

