



The challenges facing the media regulator in Moldova

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Specific media context in Moldova

- ▶ Tiny market of approx. 3 million consumers and therefore a tiny advertising market resulting in little funding for traditional TV channels (approx. 9 million Euros in 2022);
- ▶ Russian TV channels are present in Moldova with subsidiaries/daughter companies – all of them mainly use Russian TV shows, movies and TV series and produce very little local content in the Romanian language;
- ▶ Most important TV channels (with higher audience) are owned or controlled by fugitive oligarchs or Russian citizens/people who try to promote the Kremlin agenda;
- ▶ The Internet is not regulated and social media represents the most important means of promoting Russian propaganda (esp. Telegram, Facebook, Odnoklassniki).

Usual questions regarding the Audiovisual Council

- ▶ When will we ban all the Russian channels and stop all their propaganda and disinformation?
- ▶ Why are we „following the governmental agenda” and do not protect the freedom of expression (meaning the pro-russian agenda)?
- ▶ Why do we not control and regulate the Internet?
- ▶ Why would there be a real need for our existence?

Beginning of the war from Ukraine

- ▶ The members of the Audiovisual Council of the Republic of Moldova were appointed by the Parliament on December 3, 2021;
- ▶ The start of the war in Ukraine challenged our entire activity and we had to adapt our plans as a new team to the war realities;
- ▶ Prior to February 24, the Audiovisual Council started to monitor the Russian propaganda programs that were very aggressive in January-February;
- ▶ The subsidiaries/daughter companies of the Russian TV channels voluntarily stopped the broadcasting of the news and political/military talk shows from the Russian Federation beginning with February 24;
- ▶ On 2 March, all news, political debates and talk shows, military movies coming from states who did not ratify the European Convention on Transfrontier Television were banned.

Changes in the Moldovan audiovisual in 2022

- ▶ The War context helped in speeding the changes in the Moldovan Audiovisual Code (for instance, the notion of disinformation was recently introduced and additional safeguards for the minimum quotas of local TV content production were introduced);
- ▶ We prepared and enacted several regulations in order to improve the quality of the local TV contents (The Regulation regarding the Audiovisual content, The Regulation regarding TV commercials, The Methodology of monitoring the hate speech and other more technical ones);
- ▶ We had many monitorings regarding the Article 13 of the Audiovisual Code – ensuring correct information;
- ▶ The decrease of the advertising market, the reduced unofficial fundings from the fugitive oligarchs and hopefully from the Russian Federation will most certainly shake the market and determine a more transparent and competitive situation in the following years.



Thank you for your kind attention!