



AUDIOVISUAL MEDIA AUTHORITY



RADIO AND TELEVISION SUPREME COUNCIL

No. \_\_\_\_ Prot.  
Tirana, on 07 . 02 . 2024

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## MEMORANDUM OF UNDERSTANDING

between

THE AUDIOVISUAL MEDIA AUTHORITY OF THE REPUBLIC OF ALBANIA  
AND

THE RADIO AND TELEVISION SUPREME COUNCIL OF THE REPUBLIC OF  
TÜRKİYE

Memorandum of Understanding in the field of Audiovisual Media



## **Article 1**

### **"Objective"**

This Memorandum of Understanding aims to create a framework for increasing cooperation in the areas of mutual interest and assistance, which is important for the development of media in both countries and therefore mutually beneficial to the activity of the Audiovisual Media Authority, Albania (hereinafer "AMA"), and the Radio and Television Supreme Council, Türkiye (hereinafer "RTÜK").

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## **Article 2**

### **"Areas of Cooperation"**

#### **1. Media Literacy**

In order to promote the knowledge and skills of audiovisual media users, both authorities will engage in the development of joint media literacy programs. These programs will address the challenges of increased use of audiovisual media, as well as promote awareness and skills for critical examination of media content.

#### **2. Audience Measurement**

AMA and RTÜK will cooperate in the exchange of know-how regarding the role of the regulatory authority on the implementation of audience measurement mechanism, including methodologies and the experience of each institution. This collaboration will help to improve content and services in line with audience preferences and needs in respective countries.

#### **3. Public Opinion Research**

AMA and RTÜK will cooperate in the exchange of used practices for conducting public opinion research in relation to audiovisual media. These practices will provide different perspectives on the preferences, opinions and concerns of the public, regarding content and services in the audiovisual media market.

#### **4. Monitoring of Broadcasted Content**

- a) *Software Technology used:* Both authorities will share information on the software technologies used for the transmission of audiovisual content, including digital platforms, streaming, and other innovative technologies.
- b) *Methods of Monitoring:* Common methods for monitoring broadcast content will be developed, including content analyses, independent content assessments, and periodic audits to ensure compliance with standards set by the authorities.
- c) *Equipment used:* Knowledge and experience will be shared regarding the use of advanced equipment to monitor broadcast content.



**Article 3**  
**"Expert Exchange Programs"**

1. Parties, conduct expert exchange programs (whose details are to be determined within the framework of a separate protocol) in order to improve their knowledge and awareness about each other's working methods, original projects and national media regulatory systems related to cooperation in the field of media literacy, audience measurement, public opinion research and monitoring of broadcast content, to guarantee the implementation of this Memorandum of Understanding. Page | 3
2. In order to facilitate the exchange programmes and other cooperative activities stated under this Memorandum, the Parties will strengthen their communication with each other, and each authority will designate a liaison person for the communication.

**Article 4**  
**"Consultation"**

1. The high-level officials of each of the Parties shall regularly consult on the implementation of this Memorandum of Understanding, to determine the priorities of cooperation within its framework, to exchange views and to undertake, as appropriate, joint actions and positions.
2. The Parties shall consider the need for improvements in their cooperation and make suggestions accordingly to modify the scope of this Memorandum of Understanding, when needed.

**Article 5**  
**" Confidentiality of Information "**

1. The Parties ensure that the technical data and information exchanged, including the results of any joint research conducted under this Memorandum of Understanding, are not transferred, disclosed or distributed to a third party without the prior consent and written permission of the Parties. In addition, they may not be used for purposes other than those specified in this Memorandum of Understanding.

**Article 6**  
**"Amendments"**

1. This Memorandum of Understanding may be amended at any time, by mutual written consent of both Parties, at least 1 (one) month in advance. Such amendment shall become an integral part of this Memorandum of Understanding and shall enter into force on a date to be determined between the Parties.



2. The change procedures will be carried out in accordance with the same procedures followed for signing the Memorandum of Understanding.

**Article 7**  
**" Dispute Resolution"**

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1. Any dispute arising from the implementation or interpretation of the provisions of this Memorandum of Understanding shall be resolved amicably through consultations and negotiations between the two Parties, through diplomatic channels and without recourse to a national or international court or third party for the purpose of settlement.
2. This Memorandum of Understanding does not create any legal or financial obligations under national or international law for the Parties.

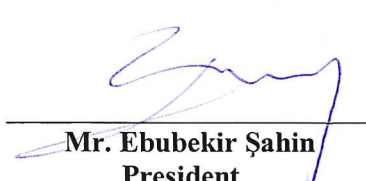
**Article 8**  
**"Entry into Force"**

1. This Memorandum of Understanding will enter into force on the date of signature by the Parties.
2. This Memorandum of Understanding will be valid for a period of (five) 5 years and will continue in operation unless one Party notifies the other Party in writing of its intention to revise or terminate it before the end of the term, with a period of at least one (1) month.
3. This Memorandum of Understanding was issued in Tirana, on 07.02. 2024 in two original copies in Turkish, Albanian and English language, equally authentic and in case of discrepancy in interpretation, the text in English will take precedence.

**Audiovisual Media Authority  
of the Republic of Albania**

  
\_\_\_\_\_  
**Mrs. Armela Krasniqi**  
**Chairperson**

**The Radio and Television Supreme Council of  
the Republic of Türkiye**

  
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**Mr. Ebubekir Şahin**  
**President**

