

Culture and Audiovisual Policy

1.1. Culture

The EU legislation in the field of culture covers the Culture 2000 Community programme which supports artistic and cultural projects that have a European dimension, both in their conceptual stage and in the organisation of and participation in the project. Activities supported so far have included festivals, co-productions, masterclasses, exhibitions, artistic creations, tours, and conferences.

The EU legislation in the field of culture does not cover acts binding for Member States. Thus, the Armenian legislation in this field is not subject to approximation with that of the EU.

1.2. Audiovisual Policy

Introduction

The EU audiovisual policy legislation includes a number of papers on establishing a single market in broadcasting, high-definition television, as well as Media Programmes (Measures to Encourage the Development of the Audiovisual Industry) etc., which are not subject to approximation.

In the field of audiovisual policy, the EU legal act subject to approximation relates to the television. The relevant Armenian legislation differs from that of the EU in terms of the regulation of a considerable part of legal relations. Particularly, it does not provide for the regulation of legal relations such as Telemarketing, etc.

Although the Armenian legislation, particularly the RoA Law on Advertising¹, encompasses provisions on advertising alcohol and tobacco, nevertheless these provisions are different from those of the EU legislation in terms of their regulation and approaches of regulation. For example, the advertisement of tobacco is prohibited by the EU legislation, whereas the Armenian legislation, although with certain restrictions, allows the advertisement of tobacco.

A special attention should be paid also to the sponsorship in the field of television. Thus, the Armenian legislation does not stipulate a provision according to which the sponsorship is prohibited for organizations, the main activity of which is the production and selling of alcohol or tobacco.

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To bridge the gaps in this field and in view of regulating issues relating to advertising and other issues in accordance with EU requirements, the Council Directive No 89/552 of 3 October 1989 shall be approximated.²

To this end, amendments shall be made to the RoA laws “On Television and Radio” and “On Advertising”

¹ HO-55, 30.04.1996

² Council Directive No 89/552 of 3 October 1989 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities.

1.1.1 Legislative approximation

0	1	2	3	4	5	6
NN	Measure	EU legal source	Responsible Institution	Submission Date	Necessary Resources (man/ days)	EU Technical Assistance
2007						
1.	<ul style="list-style-type: none"> • Elaboration of a draft law on making amendments to the RoA Law on Television and Radio • Elaboration of a draft law on making amendments to the RoA Law on Advertising 	Council Directive No 89/552 of 3 October 1989 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities	National Commission on Television and Radio	2 nd quarter	27	Consultancy, provisional expertise
TOTAL					27	

1.1.2 Institutional Capacities

0	1	2	3	4
N/N	Institution	Reorganization	Training Needs	Technical Assistance Needs
1.	National Commission on Television and Radio	-	Training courses on Audiovisual Policy (5 days/2007)	Consultancy