

THE ROLE OF THE NATIONAL AUDIO-VISUAL COUNCIL IN ROMANIAN MASS-MEDIA MANAGEMENT

Elena Enache¹
Cristian Moroza²

Abstract:

The National Audio-visual Council of Romania represents a guarantor of the public interest in the field of audio-visual communication, ensures respect for the pluralistic expression of ideas and opinions in the programs transmitted by the broadcasters under the jurisdiction of Romania, the pluralism of information sources and the free competition in the audio-visual field, the protection of the culture and the Romanian language, the culture and languages of national minorities, the protection of minors, the protection of human dignity, as well as a balanced relationship between national broadcasting services and local, regional or thematic services. Also, the Council is authorized to issue, in the application of the law, norms regarding the audio-visual advertising and teleshopping, the programming and broadcasting of the broadcasts regarding the electoral campaigns, as well as to the cultural responsibilities of the broadcasters.

Keywords: audio-visual, media, content, people

JEL Classification: L82

Audiovizualul în general, reprezintă un domeniu cu o dinamică fără precedent în ultimii ani și cu un puternic impact educațional, cultural și emoțional asupra oamenilor. Televiziunea și radioul sunt parte din viața de zi cu zi și o influențează foarte puternic. Aceste două canale media sunt atât purtătoare de informație cât și creatoare de curente și opinii. Este un fapt demonstrat că pot determina mase mari de oameni să gândească sau să acționeze într-un fel sau altul.

România nu face excepție de la această evoluție. În condițiile în care dinamica este fără precedent, devine evident faptul că a fost și este nevoie de reglementare, coordonare și control din partea statului. Astfel, a luat ființă CONSILIUL NAȚIONAL AL AUDIOVIZUALULUI. Este o instituție publică autonomă care se află sub control parlamentar. În componența acestui Consiliu intră 11 membri, cu mandat pentru 6 ani, numiți de către Parlamentul României în conformitate cu prevederile Legii audiovizualului nr. 504/2002, pentru un mandat de șase ani. Propunerile vin din următoarele direcții: trei de la Senat, trei de la Camera Deputaților, două de la Președinte și trei de la Guvernul României. Consiliul este condus de un Președinte, numit prin votul Parlamentului, după ce membrii Consiliului îl aleg într-o ședință închisă.

Audiovisual, in general, is an area with unprecedented dynamics in recent years and with a strong educational, cultural and emotional impact on people. Television and radio are a part of everyday life and are very influential. These two media channels are both bearers of information, current and opinion creators. It is a proven fact that they can cause large masses of people to think or act in one way or another.

Romania is no exception to this evolution. Given the unprecedented dynamics, it becomes obvious that there has been and needs regulation, coordination and control by the state. Thus, the NATIONAL AUDIOVISUAL COUNCIL was established. It is an autonomous public institution under parliamentary control, which includes 11 members, with a mandate for 6 years, appointed by the Romanian Parliament in accordance with the provisions of the Audiovisual Law no. 504/2002. The proposals come from the following

¹ Ph.D. Professor, "Constantin Brâncoveanu" University from Pitești, Faculty of Management-Marketing in the Economic Affairs Brăila, e_enache2005@yahoo.com

² Ph.D. Associate Professor, „Constantin Brâncoveanu” University from Pitești, Faculty of of Management-Marketing in the Economic Affairs Brăila

directions: three from the Senate, three from the Chamber of Deputies, two from the President and three from the Government of Romania. The Council is headed by a President, appointed by the vote of the Parliament, after the members of the Council elect him in a closed session.

1. Brief history. Duties

The National Audiovisual Council (NAC) was established in 1992 as a guarantor of the public interest in the field of audiovisual communication. After 27 years since its establishment, its mission, defined in Law no. 48/1992, is just as current. Specifically, we are talking about regulating and supervising the free market of the audiovisual domain, its support in development, but also the intervention with clear measures when appropriate (http://www.cna.ro/IMG/pdf/_01_Reportul_de_activitate_al_CNA_pe_anul_2018.pdf).

In 2002, a new Audiovisual Law (no. 504/2002) was adopted, which was required after a decade of activity of the CNA, during which the Romanian audiovisual landscape has evolved continuously.

In the perspective of accession to the European Union, one of the main missions of the Council was the adoption and implementation of the community acquis in the audiovisual field at the secondary legislation level, the reference documents being the „Television without Frontiers” Directive and the Audiovisual Law. It established the legal framework for the free movement of television services throughout the European Union and provided a set of common rules regarding advertising, sponsorship, protection of minors, the right to dignity and self-image, to privacy, the right to reply, the transmission of events of major public importance and quotas of European works. It should be mentioned that in democratic countries, where freedom of expression and market economy are constitutionally guaranteed, there are regulatory authorities in the field of audiovisual.

According to the Audiovisual Law no. 504/2002, with the subsequent amendments and completions, the NAC ensures the respect of the pluralistic expression of ideas and opinions in the programs transmitted by the broadcasters under the jurisdiction of Romania, the pluralism of the sources of information and the free competition in the audiovisual field, the protection of the Romanian language and culture, the culture and the languages of national minorities, the protection of minors, the defense of human dignity, as well as a balanced relationship between national broadcasting services and local, regional or thematic services.

Also, the Council is authorized to issue, in the application of the law, norms regarding the audiovisual advertising and teleshopping, the programming and broadcasting of the broadcasts regarding the electoral campaigns, as well as to the cultural responsibilities of the broadcasters. The NAC issues audiovisual licenses, retransmission notices and audiovisual authorization decisions, according to the legal conditions, criteria and procedures. In exercising the powers conferred by law, the NAC issues decisions, instructions and recommendations. They are adopted in the presence of at least eight members and with the vote of at least six members. The Council meets, twice a week, or whenever necessary, in public meetings. The NAC verifies the aspects reported in the notifications received from the petitioners or self-assesses on the way the broadcasters comply with the audiovisual legislation. When it finds violations of the law, depending on the nature and severity of the deviation, the NAC applies public orders or fines.

In December 2007, the new European Audiovisual Media Services Directive modifies the „Television without Frontiers” Directive, and responds to the technological dynamics in the field, configuring the general legal framework necessary for the transition to digitalisation. Although Romania had two years to implement in the domestic legislation of the new directive, we managed to achieve this goal in less than a year, becoming the first country in the European Union that aligned its legislation with the European norms. In 2011, in the application of the Audiovisual Law, as well as the transposition into national law of the provisions of Directive 2010/13 / EU of the European Parliament and of the Council of March

10, 2010 (the Audiovisual Media Services Directive), was adopted the Decision no. 220 of February 24, 2011 regarding the Code of regulation of the audiovisual content, decision that was subsequently amended and supplemented.

Art. 10 of the Audiovisual Law no. 504/2002, with the subsequent modifications and completions, specify the following (http://cna.ro/IMG/pdf/LEGEA_AUDIOVIZUALULUI_nr_504_din_2002_CU_MODIFICARILE_LA_ZI_IUNIE_2019.pdf) : „(3) As a guarantor of the public interest council has the obligation to provide:

a) respecting the pluralistic expression of ideas and opinions within the content of the audiovisual media services transmitted by the audiovisual media service providers under the jurisdiction of Romania;

b) the pluralism of the sources of public information;

c) encouraging free competition;

d) a balanced relationship between the services of programs with national coverage and the local, regional or thematic services;

e) the protection of human dignity, the right to one's own image and the protection of minors;

f) protecting the Romanian culture and language, the culture and languages of national minorities;

g) the transparency of the organization, functioning and financing of the mass media in the audiovisual sector;

h) transparency of own activity;

i) raising the level of awareness of the public opinion regarding the use of audiovisual media services, by developing and promoting education for the media at the level of all social categories;

j) encouraging co-regulation and self-regulation in the audiovisual field;

k) encouraging the audiovisual media service providers to ensure that the services provided are accessible to people with visual or hearing impairments;

l) monitoring the program services and the audiovisual media services, including those on demand, in order to comply with them the legal provisions in the matter.

All these obligations can only be exercised by permanent control over the content of the programs and programs offered by the audiovisual media service providers. However, the control is only carried out after the public communication of these programs, periodically or when it becomes necessary (for example in response to public requests). If this check was done before, it would be censorship, which is forbidden in a democracy.

Another component of the Council's activity is to notify the competent authorities about the emergence or existence of restrictive competition practices, of the abuse of a dominant position or of economic concentrations, as well as of any other violations of the legal provisions that do not enter into its competence”.

As a synthesis of the activity carried out annually, the Council presents to the Romanian Parliament an annual activity report. The commissions for culture and the media, respectively the committees for the budget, finances of the Senate and the Chamber of Deputies, analyze and debate the report, together with the budget execution, until April 15 of the following year. The committees draw up a joint report which will be debated in the meeting of Parliament's Chambers. If the report is rejected, it will result in the dismissal of the President of the Council. The Parliament will appoint a new president, for the rest of the mandate of the former president, in compliance with the provisions of art. 14 paragraph (1). The former resigned president can no longer be re-elected until his term of office expires.

As it is under the direct authority of the Parliament, the Committees for Culture and the Media of the two Chambers have the right to ask the Council, whenever it deems necessary, specific reports.

2. Council activity in figures

At first glance, we are tempted to believe that only the content of the programs is the subject of the CNA activity. In reality, the importance is given equally to the television and radio stations, but also to the distribution companies of the program services, known in the current language, as the „cable companies”. If they did not exist, many of the localities of the country would not benefit from information about everything that is happening in the country or in the world. Obviously, there are alternatives to cable companies. For remote locations and only the DTH system is used, or more recently, the TVs and radios broadcast online, on the Internet. But not all the population uses these means, for various reasons, starting from the lack of money, the basic training needed, continuing with the lack of interest or even the convenience offered by the cable takeover of the programs. In the evolution of these companies, with retransmission activity, we find frequent changes, at present the largest and most known being RCS & RDS SA, UPC Romania SA, Telekom Communications SA. In addition to these, there are dozens of other small ami companies operating in this highly competitive market. In order to survive, but also to expand, almost all of them also offer Internet services.

In recent years, it has become increasingly apparent that there is competition among service distributors in the number of programs offered, but also in the level of related services. Romanian TVs also broadcast in HD format. Currently, all major telecommunications operators in Romania offer packages with HD / 4K programs. The trend in Europe is to close the analog cable broadcast and extend the digital grid over the released frequencies.

In short definitions: an *audiovisual license* represents the legal act issued based on the decision of the National Audiovisual Council, which grants a broadcaster in the jurisdiction of Romania the right to broadcast, in a certain area, a certain program service; depending on the technical mode of transmission, the audio-visual license may be analogue or digital; a service distributor is any person who constitutes and makes available to the public an offer of program services by retransmission, based on contractual relations with the broadcasters or with other distributors.

Since 1992, 2701 audiovisual licenses have been granted for terrestrial broadcasting, via satellite and other electronic communications networks of radio and television program services, of which, on 01.11.2019, 596 audiovisual licenses and 675 notices of retransmission were in force, owned by 493 companies. These figures are in a permanent dynamic, at the current meetings being constantly approved either grants or withdrawals of licenses. These are public data, can be consulted on the institution's website. For the annual evolution, the data are presented in Annual Reports (<http://www.cna.ro/-Reports-annual-.html>), which have been submitted to Parliament's approval. For the updated situation, you can consult another set of annexes (<http://www.cna.ro/Situa-ii-privind-licen-ele,6771.html>).

Table. no. 1. Statistical synthesis on 01.11.2019

	Terrestrial radio		Radio *) terrestrial - networks		Satellite radio		Cable radio		Terrestrial television – digital		Satellite television		Cable television		Cable retransmission notices	
	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019
Licenses / retransmission notices granted	1070	0	11	1	52	0	10	0	14	0	311	11	867	24	8255	26
Licenses / notices withdrawn	477	14	1	0	25	1	10	0	2	1	210	11	631	45	7580	90
Licenses / approvals in force	593		10		27		0		12		101		236		675	
Authorization decisions granted	892	12	279	1	44	0	7	0	12	0	202	1	724	13		
Decisions withdrawn	321	11	31	0	17	1	7	0	1	1	113	9	503	44		
Authorization decisions in force (positions in operation)	563		248 *)		27		0		11		89		221			
Companies holding licenses / approvals	163	0	10	1	17	0	0	0	5	0	47	6	197	16	175	14
Localities with licenses / approvals	153	0	107	3	5	0	0	0	8	0	14	3	114	11	7292	296

	Terrestrial radio		Radio *) terrestrial - networks		Satellite radio		Cable radio		Terrestrial television – digital		Satellite television		Cable television		Cable retransmission notices	
	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019	Total	2019
Localities with authorization decisions	153	12	107	1	5	0	0	0	7	0	14	1	112	7		
Counties with licenses / approvals	42	0	41	1	5	0	0	0	8	0	14	3	42	11	42	18
Counties with authorization decisions	42	11	41	1	5	0	0	0	7	0	14	1	42	7		

Total audiovisual licenses / retransmission notices: 1670

Companies holding audiovisual licenses / retransmission notices: 493

Localities in which there are audio-visual licenses / retransmission notices: 7310

*) Authorization decisions are granted for each component station of the national or regional land network

Source: <http://www.cna.ro/Situa-ii-privind-licen-ele,6771.html>

Table no. 2. Statistical synthesis on 31.12.2018

	Terrestrial radio		Radio *) terrestrial - networks		Satellite radio		Cable radio		Terrestrial television – digital		Satellite television		Cable television		Cable retransmission notices	
	Total	2018	Total	2018	Total	2018	Total	2018	Total	2018	Total	2018	Total	2018	Total	2018
Licenses / retransmission notices granted	1070	54	10	2	52	5	10	0	14	1	300	8	843	9	8229	31
Licenses / notices withdrawn	463	31	1	1	24	0	10	0	1	1	199	3	586	45	7490	122
Licenses / approvals in force	607		9		28		0		13		101		257		739	
Authorization decisions granted	880	28	275	9	44	5	7	0	12	1	201	6	711	9		
Decisions withdrawn	318	18	31	31	16	0	7	0	0	0	104	2	459	43		
Authorization decisions in force (positions in operation)	562		244 *)		28		0		12		97		252			
Companies holding licenses / approvals	172	20	9	2	18	1	0	0	5	1	46	3	203	8	197	13
Localities with licenses / approvals	156	46	105	9	5	1	0	0	8	1	14	2	120	6	7599	249
Localities with authorization decisions	154	23	105	9	5	1	0	0	7	1	14	1	120	6		
Counties with licenses / approvals	42	33	41	6	5	1	0	0	8	1	14	2	42	6	42	19
Counties with authorization decisions	42	15	41	8	5	1	0	0	7	1	14	1	42	6		

Total audiovisual licenses / retransmission notices: 1754

Companies holding audiovisual licenses / retransmission notices: 511

Localities in which there are audio-visual licenses / retransmission notices: 7640

*) Authorization decisions are granted for each component station of the national or regional land network

Source: http://www.cna.ro/IMG/pdf/Anexa_nr_1.2_-_Licente_si_autorizari-2.pdf

In order to demonstrate that audiovisual is a dynamic field, by comparing the figures in the two tables it can be easily observed that some activities disappear and others are set up. The reasons we find ourselves in this situation are different. The decisions of those working in the field are based mainly on the financial, human, material and informational resources available to them, which dictate the growth, maintenance or exit of the market in a market economy. But let us not forget that we are talking about a representative field for the phenomenon of globalization. Worldwide evolution, lack of effective or virtual borders in this field, the possibility for shareholders to be from anywhere, the programs having their origins in any country in the world, acquisitions and mergers, etc. there are other causes that lead to frequent changes.

In recent years, there has been a decrease in the number of licenses and companies. According to the figures published in 2018 compared to 2016 we see: licenses and opinions 1670 as compared to 1898, companies 493 as compared to 596 and localities 7310 as compared to 8036. See table no. 1 and no. 3.

The good news for our country is given the return found in 2019 compared to 2018. The figures are increasing as the number of licenses and permits (1754 as against 1670), as the number of companies (511 as against 493) and as the number of localities (7614 compared to 7310).

Table no. 3. Statistical situation as of 31.12.2016

	Terrestrial radio		Radio *) terrestrial - networks		Satellite radio		Cable radio		Terrestrial television – digital		Satellite television		Cable television		Cable retransmission notices	
	Total	2016	Total	2016	Total	2016	Total	2016	Total	2016	Total	2016	Total	2016	Total	2016
Licenses / retransmission notices granted	968	0	8	1	402	0	47	1	288	15	10	0	815	23	8119	90
Licenses / notices withdrawn	404	24	0	0	402	0	24	6	193	8	9	0	503	52	7224	299
Licenses / approvals in force	564		8		0		23		95		1		312		895	
Authorization decisions granted	817	36	254	1	275	0	38	0	191	13	7	0	682	27		
Decisions withdrawn	287	22	0	0	275	0	16	5	99	3	6	0	381	39		
Authorization decisions in force (positions in operation)	530		254 *)		0		22		92		1		301			
Companies holding licenses / approvals	173	0	7	1	0	0	18	1	51	4	1	0	244	20	265	35
Localities with licenses / approvals	157	0	103	11	0	0	5	1	16	2	1	0	151	17	8023	632
Localities with authorization decisions	156	32	103	1	0	0	5	0	16	2	1	0	144	18		
Counties with licenses / approvals	42	0	41	9	0	0	5	1	16	2	1	0	42	12	42	34
Counties with authorization decisions	42	23	41	1	0	0	5	0	16	2	1	0	42	15		

Total audiovisual licenses / retransmission notices: 1754

Companies holding audiovisual licenses / retransmission notices: 511

Localities in which there are audio-visual licenses / retransmission notices: 7640

*) Authorization decisions are granted for each component station of the national or regional land network

Source: http://www.cna.ro/IMG/pdf/Anexa_nr.1.1_Licente_si_autorizari.pdf

A less used category is the *on-demand audiovisual media services*. These are non-linear audiovisual media services, in which the viewing of programs is done at the individual request of the user and at the time chosen by him, provided by a media service provider based on a catalog of selected programs and made available by the media service provider (example: protvplus.ro). Because there are people who do not have daily time for the television, but are interested in certain programs, these services offer the possibility to see anytime, at other times, on other days, as many times as they wish, whatever a person does not want to be depending on the broadcast time of a program.

Table no. 4. Notices for the provision of audiovisual media services on request on 31.12.2018

2012	2013	2014	2015	2016	2017	2018	TOTAL
7	3	4	1 (1 retras)	1 (2 retrase)	1	5 (1 retras)	18

Nr.	Service name	Company name	Internet page	Service type	Access type
1.	VOYO	PRO TV SRL	www.voyo.ro	Video service on request, mixed service	Restricted
2.	DolceTV.ro	TELEKOM ROMANIA COMMUNICATIONS S.A.	www.dolcetv.ro	Video service on demand, video service on resume, mixed service	Restricted
3.	MYVIDEO	MYVIDEO BROADBAND S.R.L.	www.myvideo.ro	Video service on demand, video service on resume, mixed service	Free and restricted
4.	WEBSITE	PRIMA BROADCASTING GROUP S.R.L.	www.primatv.ro	Mixed service	Liber
5.	ORANGE TV GO	ORANGE ROMANIA S.A.	tvgo.orange.ro	Video service on demand, video service on resume, mixed service	Free and restricted
6.	ANTENA PLAY	ANTENA TV GROUP S.A.	www.antenaplay.ro	Video service on demand, video service on resume, mixed service	Restricted

Nr.	Service name	Company name	Internet page	Service type	Access type
7.	UPC Pay-per-view	UPC ROMANIA S.R.L.	www.upc.ro	Video service on demand, video service on resume	Restricted
8.	DIGI ONLINE	RCS&RDS S.A.	digi.online	Mixed service	Restricted
9.	DIGI PLAY	RCS&RDS S.A.	digi.play	Video service on request	Restricted
10.	PRO TV PLUS	PRO TV S.R.L.	www.protvplus.ro	Video service on demand, video service on resume, mixed service	Free and restricted
11.	TELEKOM TV WEB&MOBILE	TELEKOM ROMANIA COMMUNICATIONS S.A.	www.telekomtv.ro	Video service on demand, video service on resume	Restricted
12.	SEENOW	DIRECT ONE NEW MEDIA S.R.L.	www.seenow.ro	Video service on demand, video service on resume	Free and restricted
13.	www.cardiotvsrc.ro	SOCIETATEA ROMÂNĂ DE CARDIOLGIE	www.cardiotvsrc.ro	Video service on demand, video service on resume, mixed service	Free and restricted
14.	LOOKSPORT	CLEVER MEDIA NETWORK S.R.L.	www.looksport.ro	Video service on demand, video service on resume, mixed service	Restricted
15.	VODAFONE TV	VODAFONE ROMANIA S.A.	neaplicabil	Mixed service	Restricted
16.	Travel Balkan (RO, MNE, BG, SRB, GR, AL, Ex-YU)	LINK NETWORK COMPANY S.R.L.	travelbalkan.info.ro	Video service on demand, video service on resume, mixed service	Free and restricted
17.	CORNEA TV	CORNEA TV S.R.L.	www.corneatv.ro	Video service on demand, video service on resume	Free
18.	TVR+	SOCIETATEA ROMÂNĂ DE TELEVIZIUNE	www.tvrplus.ro	Video service on request, mixed service	Free

Sursa: http://www.cna.ro/IMG/pdf/Anexa_nr._1.4_-_Licente_si_authorized.pdf

3. Legality check of the activity measured in applied sanctions

When there are deviations from the letter of the law, the Council has at its disposal several means of correcting the specific situations. Starting from the warnings, continuing with public summonses to enter into legality and culminating with monetary sanctions, established in Chapter VII Contraventions and sanctions of the Law 504/2002 of the audiovisual (<http://www.cna.ro/Legea-nr-504-of-11-July-2002.html>).

As in any field, there are permanently smaller or greater deviations, properly sanctioned, after being analyzed, debated and then voted in the public meetings of the Council. These are attended by those who are accused, thus having the opportunity, to defend their cause, in an open forum, publicly.

Regarding the application of sanctions, the best figures speak the best.

Table no. 4. The situation of the sanctions granted by the NAC in the last 3 years

Year	Radio, Cable, Televisions	Injunctions	Fines No / lei	Decisions regarding the rectification of some information	Decisions on granting the right to reply	Total penalties
2018	national radios	4	1/10000	-	-	5
	local radios	37	-	-	-	37
	national televisions	41	47/1.369.500	1	1	90
	local televisions	20	3/225.000	-	-	23
	cable	11	1/10.000	-	-	11
2017	national radios	2	-	-	-	2
	local radios	41	5/140.000	-	-	46
	national televisions	42	46/1.381.500	-	-	88
	local televisions	35	3/25.000	-	-	38
	cable	11	3/30.000	-	-	14
2016	national radios	2	1/20.000	-	-	3
	local radios	42	2/20.000	-	-	44
	national televisions	40	27/50.000	-	1	68
	local televisions	46	10/75.000	-	-	56
	cable	3	1/200.000	-	-	4
total		377	125/3556000	1	2	505

Source: Made by authors based on public information on the NAC website

As can be seen from table no. 4 were reported and sanctioned deviations from the law from all types of companies with audiovisual activity. The sanctions applied start from the public orders and reach the maximum ones, of 200,000 lei. They come to correct certain behaviors, but this does not mean that the audiovisual field becomes cleaner. Every year we find that as simple consumers of audiovisuals, they are repeated, sometimes by the same people. However, it is an evolution comparable to all other countries.

4. Conclusions

The National Audiovisual Council has been permanently concerned, regardless of its composition, to develop a free, pluralistic and competitive audiovisual market. It is an institution that, in terms of the object of activity, has collaborations with other institutions, among which we list the National Authority for Regulation and Administration in Communications (NARAC). Together, based on a collaborative protocol between them, they seek solutions and establish communication methods and procedures as efficiently as possible, taking into account their common goals. They concern the assurance and promotion of the public interest in the field of audiovisual communications and electronic communications. It also collaborates with the Competition Council, the National Trade Register Office, the National Institute of Statistics, CREDIDAM, UPFR, UNART et al.

The public interest is pursued for both Romanians and speakers of other languages.

Because in our country live co-operative nationalities, they are provided with radio programs made and broadcast by the Romanian Broadcasting Society (RBS) through the „Hungarian-German Program”, in the Hungarian and German languages, but also through the regional studios in Craiova, Constanta, Timișoara, Resita, Cluj-Napoca, Târgu Mureș, Iași, which broadcasts radio programs for local communities in the Bulgarian, Armenian, Greek, Turkish, Tatar, Aromanian, Italian, Russian-Lipavian, Rromanesque, Czech, Slovak, Croatian, Hungarian, German and Ukrainian. Audiovisual licenses are also granted for the broadcasting of some program services exclusively in Hungarian in localities in Covasna, Harghita, Cluj, Maramureș, Satu Mare, Sălaj, Bihor, Brasov counties.

In addition to national collaborations, there is also a good international connection. There are numerous participations and associations with bodies from outside the country, with the same purpose: the introduction and maintenance of the Romanian audiovisual field in the European and world elite, the application of directives established by agreement between the countries of the European Union, etc.

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