# [CY] Amendments Proposed for Law on Public Service Broadcaster

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Along with amendment proposals for commercial radio television organisations (see IRIS 2013-10/13), another draft law is aimed at harmonising the Law regulating the public service broadcaster Ραδιοφωνικό Ιδρυμα Κύπρου (RIK - Cyprus Broadcasting Corporation) with the provisions of the Audiovisual Media Services Directive (2010/13/EU). In addition to the audiovisual media services of RIK, the amendments also concern radio regulation.

The amendments regulate the following

- Categories of goods and services, for which television advertising is prohibited during specific timeframes.

- Rules about the insertion and the content of advertisements on radio and goods and services prohibited from advertising during specific timeframes.

- Rules about protection of minors from harmful content in programmes and specific regulation of advertisements aimed at minors.

- Rating, warning and labelling of the category of programmes onscreen.

- Principles governing the content of programmes and commercial communication.

- Fair treatment and representation of issues and persons in view of sexual orientations.

- Rules about the participation of persons under 15 years old in RIK's programmes.

- Programmes on electronic and casino gambling.

- Prohibition of medical and food advice to individuals in television and radio programmes without the interested persons' prior medical examination.

Details are also provided to describe the meaning of a balanced schedule as regards different categories of content. A balanced relation of different categories is required from RIK as a public service organisation. The focus is placed on the

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number of hours that should be scheduled for information, cultural and entertainment programmes on radio and on television. The relevant regulations, defining the RIK's remit as a public service organisation (KDP 616/2003) are to be abrogated by the proposal.

The powers of the Radio Television Authority in relation to RIK are specified and broadened by the proposal.

The draft law furthermore requires RIK to maintain special capital reserves, amounting to at least 10% of its annual budget in order to face situations emerging from unexpected fluctuations in income and expenses as well as for adequate responses to special events or situations as a public service organisation.

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http://www.mof.gov.cy/mof/gpo/gpo.nsf/All/F71A8ECC327AC776C2257BDC002C2A72?OpenDocument

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