[RU] TV audience measurement restricted

IRIS 2016-8:1/29

Andrei Richter
Comenius University (Bratislava)

On 22 June 2016 the State Duma (parliament) of the Russian Federation adopted a statute that amends the statutes on Mass Media (see IRIS 2001-9/25) and on Advertising (see IRIS 2006-4/34) by introducing rules for TV audience measurement services.

In particular, the amendments prohibit foreign entities, foreign governments, international organizations, as well as Russian entities under their control or with foreign participation or foreign capital exceeding 20 percent, from engaging in television audience measurement services. From now on this activity will be allowed only under special authorization of Roskomnadzor, a governmental watchdog in the sphere of media and communications (see IRIS 2012-8/36). The licenses it grants are valid for up to three years, subject to renewal and checking of the applicant's annual reports, submitted to Roskomnadzor (Article 1). Advertisers and TV companies shall be allowed to co-operate only with "authorized" companies in this field (Article 2).

The law enters into force on 1 September 2016. The list of entities that will be authorized to conduct audience measurement services shall be compiled by Roskomnadzor by 31 December 2016 (Article 3).

О внесении изменений в Закон Российской Федерации "О средствах массовой информации" и статьи 5 и 38 Федерального закона "О рекламе"

http://publication.pravo.gov.ru/Document/View/0001201607040018?index=1&rangeSize=1

Federal Statute of 3 July 2016 N 281-FZ "On amendments to the Statute of the Russian Federation "On the Mass Media" and articles 5 and 38 of the Federal Statute "On Advertising"

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026