

## Executive summary:

# MONTENEGRO



### Key Country Facts

Population	620,029 (2011 census)
% of unemployed	16,2 %
Net income per person (average) EUR	513 EUR
Number of local communities	21
Number of local media	80 (estimation)
Annual advertising revenue in media sector	10 million EUR to 11 million EUR (estimate)

### Context

**Number:** There are a total of 80 local media outlets in Montenegro (defined as primarily locally-oriented outlets operating away from Podgorica and those active in the capital but only covering local developments). Of these, five are local public TV broadcasters (in the towns of Pljevlja, Nikšić, Budva, Herceg Novi, and Rožaje), 14 are local radio stations, and 34 are web sites.

**Problems:** The key issues faced by Montenegro's local media outlets are: restricted advertising revenue, opaque public funding; and polarisation, with a highly visible division into pro-government and pro-opposition camps.

**Sources of funding:** Local outlets' main sources of income are public funds, public-sector advertising revenue (looking at both municipalities 70% of all funds are the ones coming from public sources), commercial advertising revenue (20% of all finances), and grants and sponsorships (10%).

### Supply side

**Mission:** Most of the outlets primarily cover local developments, providing a mix of news, utility information, and sports, complemented by plenty of entertainment.

**Capacities:** Most of these media are run by small teams numbering fewer than ten staff; all staff are relatively young, on average under 40 years of age. At five of the six outlets, journalists make up the ma-

majority of the staff; Most employees have university degrees at five of the six media outlets. Five of the six local media outlets believe their staff have sound language, computer, and web design skills; All outlets complain about lacking sufficient properly trained employees to produce more original content, as well as about not having well-developed networks they could use to sell their services. The media also have limited numbers of staff able to develop projects required to apply for programme financing.

**Content:** Four of the six outlets focus primarily on the local level, with national issues accounting for some 20 percent of their reporting.

**Business models:** Lack of funds is the key issue for all outlets. This financial instability means commercial outlets are in a precarious position and face threats to their independence. The media are unable to find staff due to their dire economic straits and the unwillingness of businesses to advertise.

**Interaction with audience:** Rare local media outlets has information about its audience or potential audience profiles, which suggests they neither perform nor commission audience research; They interact with audience through web sites, e-mail and on social networks.

## Demand side

**Key observations:** Local media outlets in their communities are not free due to insufficient freedom of speech and political pressures; Younger respondents primarily use web sites to access news; local print media are either non-existent or are not utilised, whilst local radio stations are not neglected in the communities investigated; most participants are unaware of how the media are financed.

**Key problems of local media:** Insufficient freedom of speech and political pressure; Lack of funds; insufficiently competent, imaginative, and creative staff.

**Main trends and habits:** Radio and web are cited as the primary source of local information, followed by the local television channels. As many as 91 percent of those polled do not read local newspapers, and 83 percent report not reading national ones.

**Preferences:** Information about local events (as reported by 42 percent), content suited their needs (18 %); and easy access (16 %) citizens mentioned as reasons to follow local media; As problem they mentioned lack content equally accessible to audiences of different ages; edutainment (such as quiz shows and interesting facts); children's shows; and cultural programs (that would go beyond strictly local coverage); The five types of content most frequently sought by respondents were: local cultural events, the weather forecast, local human interest stories, sports, and road/traffic information. There are also gender-based differences in terms of the content accessed in local outlets: women were less likely to look for political stories, focusing more on local cultural events and utility information.

