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**THE REPORT  
OF THE SIXTH ANNUAL MEETING OF THE FORUM OF  
THE BLACK SEA BROADCASTING REGULATORY AUTHORITIES  
(BRAf)**

**19-20 November 2015  
Yerevan - Armenia**

The 6<sup>th</sup> Annual Meeting of the Forum of the Black Sea Broadcasting Regulatory Authorities was held in Yerevan, Republic of Armenia, on 19-20 November 2015.

The representatives of the Organisation of the Black Sea Economic Cooperation (BSEC) and the Broadcasting Regulatory Authorities of BRAf Member States participated in the Meeting.

Dr. Hamit ERSOY, Member of the Radio and Television Supreme Council (RTUK) of the Republic of Turkey and Secretary General of BRAf, welcomed the participants and presented a brief information regarding the previous activities of BRAf, which is an organization established in order to ensure cooperation at regional and international level in the BSEC Region.

The participants were welcomed by Mr. Gagik BUNIATYAN, Chairman of the National Commission on Television and Radio of Armenia (NCTR), who made an opening speech. Mr. BUNIATYAN emphasized the importance of cooperation in this field, commended the participants for the work done so far and wished them a fruitful meeting.

Dr. Eduard PANOIAN, Executive Manager of the Permanent International Secretariat (PERMIS) of BSEC in charge of ICT, Energy and Emergency, welcomed the participants on behalf of BSEC. Dr. PANOIAN underlined the importance of BSEC in promoting the regional cooperation opportunities and the initiatives. He informed on the establishment of BRAf as well as the decision by the BSEC Council of Ministers of Foreign Affairs of 18 June 2015 to grant the Sectoral Dialogue Partnership status to BRAf.

Mr. Michael VARDANIAN, Counsellor of the Department for Multilateral and Bilateral Economic Cooperation of the Ministry of Foreign Affairs of the Republic of Armenia welcomed the participants. In his speech Mr. VARDANIAN underlined the importance of BRAf to enhance the regional economic cooperation.

The Meeting was chaired by Dr. ERSOY.

The Draft Program of the Meeting was discussed and adopted. The Program, as adopted, is attached as Annex I.

A brief revision of the main theme on “media literacy” of the Fifth BRAf Annual Meeting held in Baku, the Republic of Azerbaijan, on 10 September 2014, was presented by Dr. ERSOY. He reminded the presentations on the subject made by participant countries during that meeting making a special point on the project of the Republic of Azerbaijan on “1 pupil-1 Computer”, the Social Programs of the Republic of Moldova on the protection of children, the Project of Ukrainian Press Academy and the Media Literacy Courses of the Republic of Turkey.

The representatives of the broadcasting regulatory authorities of the participant countries made presentations, provided information and exchanged views with regard to the progress and objectives achieved since the previous Annual Meeting of BRAF, in the broadcasting sector in their countries as part of Country Reports.

The detailed consideration was given to the “commercial communication” in the participating countries. The presentations and the relevant data are available at the BRAF website “<http://www.braf.info>”.

Dr. ERSOY, while focusing on scrutinizing on the main theme of the meeting, made a proposal regarding the possibility of the host country to invite a keynote national speaker or from abroad proposing the BRAF Permanent Secretariat (PS) to cover travel expenses and accommodation for foreign speakers. The proposal was agreed by the participants of the meeting.

Furthermore, Dr. ERSOY proposed to consider the issue on the future of the digital terrestrial broadcasting and new technologies as main theme for the next Annual Meeting in the Republic of Moldova.

The Regulatory Body for Electronic Media (REM) of the Republic of Serbia was nominated for Presidency of BRAF in 2017 for the 8<sup>th</sup> BRAF Annual Meeting.

The date of the next BRAF Annual meeting to be held in the Republic of Moldova will be communicated by the BRAF PS in due course and published on the latter’s website at “[www.braf.info](http://www.braf.info)”.

The delegations expressed their sincere gratitude to the National Commission on Television and Radio (NCTR) of the Republic of Armenia for the warm and generous hospitality extended to them and the excellent arrangement of the Meeting.

The participants of the meeting adopted the present Report.

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**THE 6<sup>TH</sup> ANNUAL MEETING OF  
THE BLACK SEA BROADCASTING REGULATORY AUTHORITIES FORUM  
(BRAF)  
19-20 November 2015, Yerevan, Armenia  
Program**

**Venue:** Opera Suite Hotel (Baghramyan 1-st Lane 1-3., Yerevan, Armenia)

● **18 November 2015**

- Arrival of Delegates
- Welcome Reception at 19:00

● **19-20 November 2015 - BRAF 6<sup>th</sup> Meeting**

**19 November**

- 09:30 - 10:00 Registration  
10:00 - 10:30 Opening of meeting, Welcome Speeches  
10:30 - 11:00 Adoption of the Agenda  
11:00 - 11:30 Brief Revision of Previous Meeting – *Media Literacy*- BRAF 2014  
11:30 - 12:00 Coffee Break  
12:00 - 13:00 Main Theme-“*Media Literacy*” - Coffee Break - “Country Reports” by All Countries on One Year Progress in Member States  
13:00 - 14:00 Lunch  
14:00 - 15:00 Main Theme: Presentations by all countries: “*Commercial communication (CC) with all its aspects covering its legal framework and implementation, product placement, sponsorships, teleshopping, public spots, the programs which are not allowed to take commercial communications, the products which cannot be the subject of CC, broadcasting principles applied to CC*”  
15:00 - 15:20 Coffee Break  
15:20 - 16:00 Continuation of Presentations  
19:00 - Dinner

**20 November**

- 10:00 - 11:00 Discussions on bilateral and/or multilateral cooperation opportunities  
11:00 - 11:30 Coffee Break  
11:30 - 12:00 Nomination for BRAF Presidency in coming years- 2017 (Moldova for 2016)  
12:00 - 12:30 Any Other Business  
12:30 - 13:00 Closing remarks by Armenian Presidency, BRAF Secretary General  
13:00 - 14:00 Lunch- Departure for excursion after Lunch

● **21 November 2015**

- Departure of the delegates