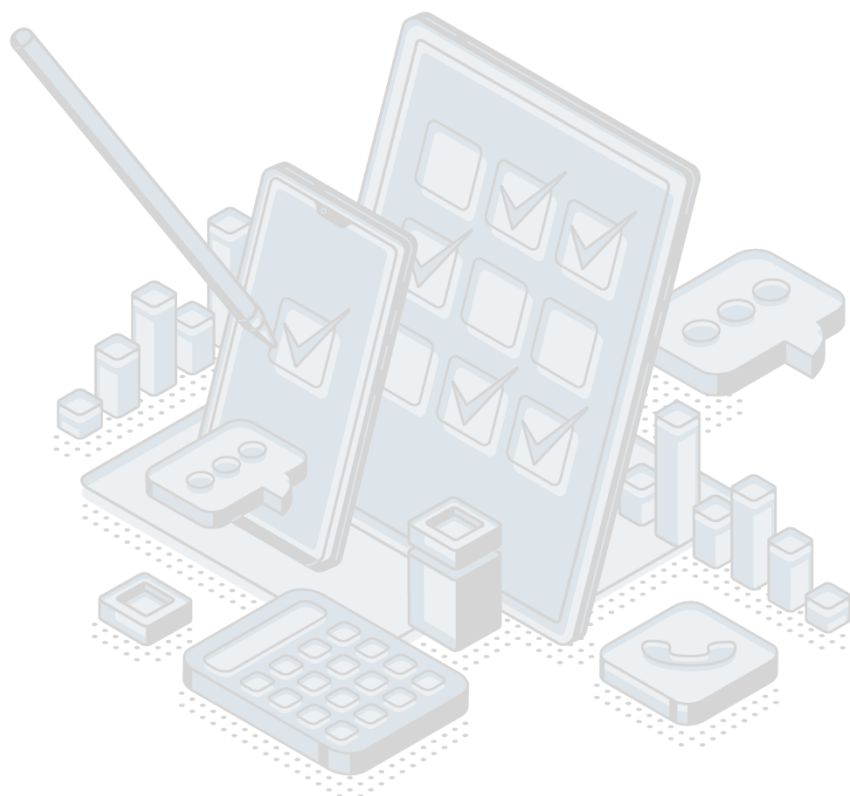


QUALITY REPORT

ELECTRONIC MEDIA 2024



Responsible person: Dragana Kalezic

Department: Department of education, culture and justice

Table of contents:

1. Introduction – Basic information on survey	3
1.1 Purpose, goal, and subject of survey.....	3
1.2 Legal basis.....	3
1.3 Statistical units	3
1.4 Coverage and scope of survey.....	3
1.4.1 Sectors	3
1.4.2 Statistical population.....	3
Spectators, listeners.....	3
1.5 Reference geographical area	3
1.6 Concepts and definitions	3
1.7 Classifications	3
1.8 Frequency of data collection.....	3
1.9 Dynamics of data collection.....	3
1.10 Methodology.....	4
1.11 Base period	4
1.12 Unit of measure	4
1.13 Data source.....	4
1.14 Method of data collection	4
2. Relevance – data users	4
2.1 User needs.....	4
2.2 User satisfaction.....	4
3. Accuracy and reliability.....	4
3.1 Accuracy – overall.....	4
3.2 Sampling error.....	4
Sampling error indicators	5
3.3 Non-sampling error.....	5
3.3.1 Coverage error	5
3.3.2 Measurement error	5
3.3.3 Non-response error.....	5
4. Timeliness and punctuality	5
4.1 Timeliness.....	5
Time lag of preliminary results	5
Time lag of final data.....	5
4.2 Punctuality	5
5. Availability and clarity	5
5.1 Statistical Release Calendar	5
5.2 Access to Statistical Release Calendar	6
5.3 Releases	6
5.4 Publications.....	6
5.5 Online database	6
5.6 Access to microdata.....	6
5.7 Metadata occupancy	6
6. Comparability.....	6
6.1 Spatial comparability	6
6.2 Time comparability	6
Time comparability indicator	6

1. Introduction – Basic information on survey

1.1 Purpose, goal, and subject of survey

The purpose of statistics on electronic media is to provide the data on structure of broadcasters, by size of coverage zone and technological platforms that broadcast the program; number of broadcasters with national coverage and net time of broadcasting audiovisual products of independent producers and European audiovisual products; structure of AVM service providers upon the request ('cable operators'), that perform the distribution of radio and TV program to the end users, by type of technological platform that use, and number of connectors.

1.2 Legal basis

The Law on Official Statistics and Official Statistical System (Official Gazette of Montenegro No 18/12, 47/19 and 23/25) defines provisions for collection, processing, and dissemination of data. The Law provides to the Statistical Office legal powers to collect and access the data necessary for the implementation of Programme and Annual Plan. The Law gives a priority to the use of administrative data and right of access to individual data that are a result of survey of other official statistical producers.

1.3 Statistical units

Electronic media

1.4 Coverage and scope of survey

1.4.1 Sectors

Not relevant.

1.4.2 Statistical population

Spectators, listeners

1.5 Reference geographical area

Montenegro

1.6 Concepts and definitions

Electronic media (linear AVM service) is a radio or television program that represents a set of information in the form of images and / or tones or their combination (audiovisual content) organized as a whole, under a common name, with the aim of informing and satisfying cultural, educational, social and other needs of the public, allowing simultaneous listening and / or viewing of program contents based on program schedule / scheme;

1.7 Classifications

Not relevant.

1.8 Frequency of data collection

Annual frequency of data collection..

1.9 Dynamics of data collection

Annual dynamics of data collection - final data.

1.10 Methodology

Methodological guide for culture and art statistics is available at the website of Statistical Office, link:

<https://www.monstat.org/eng/page.php?id=78&pageid=78>

1.11 Base period

Not relevant.

1.12 Unit of measure

Number of electronic media

1.13 Data source

Administrative Data Source, Agency for Electronic Media.





1.14 Method of data collection

Administrative Data Source, Agency for Electronic Media.

2. Relevance – data users

2.1 User needs

National users:

-  Ministry of culture and media;
-  Students;
-  Researchers;
-  Media.

2.2 User satisfaction

The Statistical Office has adopted the Quality Management Strategy, the Guide for the Implementation of the Quality Management Strategy, as well as the Implementation Plan for the Implementation of the Quality Policy. In order to measure the degree to which it fulfills its obligations towards users and as part of the new quality policy, the Statistical Office conducted a user satisfaction survey.

The results of the survey are available on the website of the Statistical Office, link:

<https://www.monstat.org/eng/page.php?id=1502&pageid=1>

3. Accuracy and reliability

3.1 Accuracy – overall

Reporting units are obliged to provide accurate, complete and up-to-date data that, in terms of content and form, meet the requirements of official statistics.

3.2 Sampling error

Not relevant.

Sampling error indicators

Not relevant.

3.3 Non-sampling error

Not relevant.

3.3.1 Coverage error

The Statistical Office has adopted 'Revision policy' and it is available on the website:

<https://www.monstat.org/eng/page.php?id=1411&pageid=3>

3.3.2 Measurement error

In this statistical surveys, regular revisions are applied, because the Annual Plan foresees the final publication of the data. There were no unplanned revisions.

3.3.3 Non-response error

Not relevant.

4. Timeliness and punctuality

4.1 Timeliness

Data are published in accordance with the Annual Plan of Official Statistics for 2024 and the Statistical Office's Statistical Data Release Calendar for 2024. Data are published on the date specified in the Statistical Data Release Calendar.

Time lag of preliminary results

Not relevant.

Time lag of final data

The data is published in Statistical Yearbook as final.

4.2 Punctuality

The data are published on the date provided for in the Annual Plan and the Statistical Data Publication Calendar. There is no difference between the planned and actual announcement.

5. Availability and clarity

5.1 Statistical Release Calendar

The Law on Official Statistics and the System of Official Statistics (Official Gazette of Montenegro No 18/12, 47/19 and 23/25) prescribes that the producers of official statistics prepare, update and publish the Calendar of publication of statistical data.

It is published on the website of the Administration for Statistics no later than December 20 for the following year, for all producers of official statistics, which includes the dates of publication of statistical data.

Any change in the publication date in the Calendar is announced in advance in accordance with the Procedure on unplanned revisions.

5.2 Access to Statistical Release Calendar

The calendar of publication of statistical data is available at the following link: [Release Calendar](#)

5.3 Releases

No press releases are published for these statistical survey.

5.4 Publications

The Statistical Office publishes data for Electronic media in the following publications:

- ✚ Statistical Yearbook,
- ✚ Montenegro in figures,
- ✚ Women and men in Montenegro.

All publications published by the Statistical Office are available at the following link:
<https://www.monstat.org/eng/publikacije.php>

5.5 Online database

Not available.

5.6 Access to microdata

The Law on Official Statistics and the System of Official Statistics ("Official Gazette of Montenegro" No 18/12 ,47/19 and 23/25) regulates the rules under which external users can gain access to individual data for research purposes. Article 58 defines the types of scientific and research organizations that can receive such data. The provision of individual data without identifiers is possible only at the written request of scientific and research institutions, for the purpose of carrying out scientific and research activities, as well as international statistical organizations and producers of statistics from other countries. The research subject signs the Agreement with the Statistical Office, as well as the Declaration on respect for the principle of confidentiality. Producers of official statistics keep special records on the users and on the purpose for which the statistical data are made available.

5.7 Metadata occupancy

Metadata completion rate represents the ratio of the number of completed metadata data in relation to the total number of acceptable metadata fields. For this research, the metadata data completion rate is 100%.

6. Comparability

6.1 Spatial comparability

Not relevant.

6.2 Time comparability

Time series data are available since 2004

Time comparability indicator

The CC2 indicator is 20.