



REPUBLIKA E SHQIPËRISË
AUTORITETI I KONKURRENCËS

PRESS RELEASE

The Competition Commission, in its meeting on 23.02.2024, reviewed the draft Strategic Document and Action Plan of the Audiovisual Media Authority for the period 2024-2026. After the assessment, the Competition Commission, by Decision no. 1060, dated 23.02.2024 decided:

1. To recommend to the Audiovisual Media Authority that, in designing the methodology for measuring the audience of television operators (OSHMA), apply the most appropriate methods, reflecting the basic principles of competition, which are equality, inclusiveness, transparency, non-discrimination, accountability etc. On the basis of which all market operators express their opinions and suggestions.
2. To bring for *ex ante* assessment to the Competition Authority, any draft normative act that will result from the implementation of the Strategic Action Plan for the period 2024-2026, in relation to audience measurement.
3. After the formation of the Joint Industry Committee (JIC), the joint study of the audiovisual industry that it will produce, to inform the Competition Authority.
4. Any decision-making of the KPI that may be related to market shares according to the measurement of the audience, to be sent for consideration to the Competition Authority, to assess whether it affects free and effective competition in the market.

The Competition Commission also reviewed the notification of the concentration obtained through the acquisition of control of Studio Moderna Albania LLC from SMA Holding LLC.

The concentration will not create overlaps or upstream or downstream relationships between the activities of the parties at the national level and for these reasons, the intended transaction will not bring change and will not have an impact on the Albanian market.

For these reasons, the Competition Commission by Decision no. 1059, dated 23.02.2024, decided to authorize the concentration obtained through the acquisition of control of Studio Moderna Albania LLC from SMA Holding LLC.

Furthermore, please consult the official page of the Competition Authority at <http://caa.gov.al>