

TIC'S ACTIVITY IN FACTS AND FIGURES (2018-2020)

2020

24 January - participation in the international conference "Media Self-Regulation VS Regulation" - TICs were invited on behalf of the OSCE Project Coordinator in Ukraine. The main goal of the Conference is to consider the tools of self-regulation in the media community, which would be useful for ensuring high standards of journalism, studying international experience and discussing the possibilities of improving Ukrainian practices in this area.

The event was held within the framework of the project "Strengthening Self-Regulation of Ukrainian Media", which is being implemented by the OSCE Project Coordinator in Ukraine with financial support from the Government of Norway, the United Kingdom of Great Britain and Northern Ireland, and the United States of America.

27 January - as part of the activities of the National Council of Ukraine on Television and Radio Broadcasting, a meeting was held with representatives of the international Swedish training program "Media Self-Regulation in Democracy" to discuss the possibilities of creating a self-regulation system in Ukraine.

The meeting was attended by managers, experts, national program coordinators in Ukraine, Armenia and Moldova, as well as representatives of TIC and other representatives of the media community.

29 January - The Television Industry Committee annually organizes and holds meetings on television measurements in Ukraine.

As part of the event, the following issues were considered: the results of a new baseline study were presented; delivery of deferred data to the market; coding the signal of TV channels on the satellite. As a result of the event, meetings were held by licensed users of TAM Panel in order to properly inform the participants about the state of television measurements in the Ukrainian media market.

29 January - A representative of the TIC took part in a meeting of the Verkhovna Rada of Ukraine on humanitarian and information policy.

TIC, one of the key representatives of the media market, took part in a public discussion of the draft Law "On Mass Media" No. 2693, which aims to create a unified system of regulation in the field of media and bring Ukrainian legislation in line with the EU Directive on Audiovisual Media Services in accordance with the Agreement on associations with EU and Council of Europe standards.

31 January - participation in a meeting of the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy. A TIC representative is a member of the Public Council.

At the meeting, it was decided to focus efforts on the following areas: development of amendments to the legislation on advertising, updating the definitions of key concepts, in particular, taking into account the development of the digital direction, eliminating the intersection of functions of regulatory bodies, development of spivregulation and self-regulation mechanisms for advertising issues.

The Public Council is a permanent independent public collegial expert body under the Committee of the Verkhovna Rada of Ukraine on humanitarian and information policy, coordinates the cooperation of non-governmental organizations and experts with the Committee.

4 February - A meeting of the Public Council at the National Council of Ukraine on Television and Radio Broadcasting was held. Executive Director of the Association "Industrial Television Committee" Sergey Semkin is the chairman of the Public Council.

The meeting discussed the provisions of the draft law "On Mass Media", which relate to the conduct of inspections by the regulator and the creation of a co-regulation body, as well as the possibility of

not coding the satellite signal of domestic broadcasters to the occupied territories of Donbass and annexed by the Autonomous Republic of Crimea.

The Public Council under the National Council of Ukraine on Television and Radio Broadcasting is a permanent independent collegial consultative and advisory body that creates effective organizational and legal conditions for the implementation of the constitutional right of citizens of Ukraine to participate in the management of public affairs; coordinates activities related to the provision of public consultations in order to take into account public opinion in the process of preparing and implementing decisions of the National Council.

4 February - The Ministry of Social Policy in pursuance of the Action Plan for the implementation of the National Human Rights Strategy for the period up to 2021 and the Concluding Observations provided by the Committee on the Elimination of Discrimination against Women based on the results of the 8th periodic report of Ukraine on the implementation of the UN Convention on the Elimination of All forms of discrimination against women, formed a working group to develop and amend the national legislation on media and advertising.

The TIC representative is a member of the working group working to eliminate discrimination in the Ukrainian media space.

6 February - Television Industry Committee joins anti-piracy Clear Sky Initiative.

The Clear Sky Initiative was created in 2013 with the aim of developing a legal audio-visual product in Ukraine and combating sites that distribute content in violation of intellectual property rights on the Internet.

TIC's participation in the activities of the anti-piracy organization "Clear Sky" will strengthen the expertise of this community of specialists in the development of legal viewing and the fight against content theft.

17 February - A TIC representative took part in a public discussion of the Concept of State Policy to Achieve Goal 7.8 "Owners of Works and Inventions are Protected and Receive Fair Remuneration" of the Program of Activities of the Cabinet of Ministers of Ukraine, which was held under the Ministry of Economic Development, Trade and Agriculture of Ukraine.

19 February - a meeting of the public council at the State Agency of Ukraine for Cinema was held. The authorized representative of the TIC is the Chairman of the Public Council under the State Agency of Ukraine for Cinema, and then chaired the meeting.

21 February - TIC directors are invited to take part in public consultations to discuss the concept of state policy to achieve goal 7.6. Program of activities of the Cabinet of Ministers of Ukraine "The Ukrainian exporter gets better working conditions by reducing barriers to the export of Ukrainian goods and services", which was carried out under the Ministry of Economic Development, Trade and Agriculture of Ukraine.

2 March - A representative of the TIC is a member of the Public Council under the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy and took part in the meeting. The meeting considered the issue of electing members of the Supervisory Board of the National Public Television and Radio Companies of Ukraine, analyzed the conclusion of the European Commission for Democracy through Law on the Law of Ukraine "On ensuring the functioning of the Ukrainian language as a state language" and other issues.

The Public Council is a permanent independent public collegial expert body under the Committee of the Verkhovna Rada of Ukraine on humanitarian and information policy, coordinates the cooperation of non-governmental organizations and experts with the Committee.

4 March - The State Film Agency of Ukraine approved the composition of the Expert Commission on the Distribution and Demonstration of Films in accordance with the Law of Ukraine "On

Cinematography", clause 9 of the Regulation on the State Certificate for the Right to Distribute and Demonstrate Films, approved by the Resolution of the Cabinet of Ministers of Ukraine dated August 17, 1998 No. 1315, and within the powers determined by the Regulations on the State Agency of Ukraine for Cinema, approved by the Resolution of the Cabinet of Ministers of Ukraine dated July 17, 2014 No. 277.

According to the order of the State Agency of Ukraine for Cinema Issues No. 62 dated 03/04/2020, the Expert Commission on the distribution and demonstration of films included 16 people, including media experts, film critics and well-known representatives of the media community. Representatives of TIC were included in the Expert Commission on the distribution and demonstration of films at the State Agency of Ukraine for Cinema.

10 March - a regular meeting of the Expert Council of the Ministry of Culture of Ukraine on the selection of film projects for the provision of state financial support for the production (creation) and distribution of patriotic films was held.

The TIC representative is a member of the Expert Council and took part in the meeting.

11 March - the chairman of the subcommittee in the field of cinema and advertising, Pavel Sushko, together with the chairman of the State Agency of Ukraine for Cinema, Marina Kuderchuk, and representatives of the State Agency of Ukraine for Cinema, held a working meeting, during which they considered the criteria for the competitive selection of film projects.

The executive director of TIC S.V. Semkin joined the working meeting.

11 March - A meeting of the public council at the State Film Agency was held.

The TIC representative is the Chairman of the Public Council under the State Film Agency of Ukraine and chaired the meeting.

12 March - the Chairman of the Public Council and members of the Secretariat of the Public Council held a working meeting at the Committee of the Verkhovna Rada of Ukraine on humanitarian and information policy. The representative of the TIC is a member of the Public Council under the Verkhovna Rada Committee of Ukraine.

Within the framework of the meeting, the results of activities in each direction were announced, problematic issues and a further work plan were analyzed. They also considered proposals to amend the current version of the Regulation on the Public Council under the Committee on Humanitarian and Information Policy.

20 March - For the second year in a row, Tetiana Ilchuk, a representative of TIC and the Ukrainian Media League, has been a member of the jury of the international competition MEDEA AWARDS - an award awarded for the use of the best practices and tools of the media in education.

The aim of the MEDEA Awards is to encourage innovation and good practice in the use of media (audio, video, graphics and animation) in education. The awards also recognize and contribute to the quality of production and pedagogical design of media teaching materials, resources, tools, processes and services.

April 17 - Television Industry Committee for the second year in a row acts as a partner of the Kiev International Advertising Festival. The jury was formed from representatives of advertising companies - marketing directors and marketing specialists from leading companies.

Elena Mironova, Director of Television Audience Research at TIC, joined the jury of the industrial competition of the Kiev International Advertising Festival

April 21 - a meeting of the Supervisory Board of the Ukrainian Cultural Fund was held, at which the proposals of the Directorate of the Fund to support cultural projects after the entry into force of the

Law of Ukraine "On Amendments to the Law of Ukraine" On the State Budget of Ukraine for 2020 "dated April 13, 2020

Semkin S., Executive Director of the TIC Association, member of the Supervisory Board of the Ukrainian Cultural Fund and took part in the meeting.

5 May - 15 July - ADAMI Media Prize for Cultural Diversity in Vost. Europe is the largest existing platform, bringing together media, developing topics of integration and ethnic or religious minorities in the six countries of the EU Eastern Partnership (Azerbaijan, Belarus, Armenia, Georgia, Moldova and Ukraine).

Broadcasters, filmmakers and journalists are invited to present their best work annually at the prestigious ADAMI Media Prize. The prize is awarded in 6 Category: entertainment / fiction, documentary, news / short science fiction projects, student work, websites and online videos.

Ilchuk Tetiana is the coordinator of the competition and the representative of ADAMI Media in Ukraine and the head of the Ukrainian Media League.

10 May - a regular meeting of the Expert Council under the Ministry of Culture of Ukraine on the selection of patriotic film projects was held.

The TIC representative is a member of the Expert Council and took part in the film screening and meeting.

The meeting revised the completed production of documentary films of a patriotic direction. Films in the near future are planned to be presented at festivals and distribution on television screens and in cinemas of the country, as well as other issues related to the production of patriotic films.

20 May - according to the decision of the Board of the Ukrainian Bar Association dated May 18, 2020, Tetiana Ilchuk, as a lawyer, expert and representative of TIC and the Ukrainian Media League, became a member of three committees of the Ukrainian Bar Association.

In particular, Tetiana Ilchuk became a member of such committees: the Committee on Intellectual Property, the Committee on Media and Advertising Law, and the Committee on Alternative Dispute Resolutions.

20 May - The Committee of the Verkhovna Rada of Ukraine on Humanitarian and Information Policy held a visiting meeting at the state-owned enterprises "Ukrainian Studio of Chronicle Documentary Films" and "National Cinematheque of Ukraine" in order to monitor the implementation of the laws "On Culture" and "On Cinematography".

The participants of the meeting examined the indicated state-owned enterprises and familiarized themselves with the storage conditions of the film collections. Representative of TIC - Executive Director of the TIC Association Semkin S.V., as a member of the Public Council under the Committee of the Verkhovna Rada of Ukraine, took part in the visiting session.

28 May - members of the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy and representatives of the public held a working meeting on the functioning of the state film studios "Ukrkinokhronika" and "National Cinematheque of Ukraine".

The meeting also discussed the creation of the State Film Fund and the transfer of films to it, as well as the creation of the necessary conditions at state film studios for storing the source materials of films and film copies.

Executive Director of the TIC Association Semkin S.V., as a member of the Public Council under the Committee of the Verkhovna Rada of Ukraine, took part in the visiting session.

29 May - Ilchuk Tetiana, as a lawyer, expert and representative of the TIC and the Ukrainian Media League, was included in the international program "Media Self-Regulation in Democracy" 2020-2021.

The program is organized by NIRAS Sweden AB, FOJO: Media Institute, Global Reporting and IMS through the international development cooperation organization Sida.

4 June - within the framework of the meeting of the Verkhovna Rada Committee on Freedom of Expression, the following issues were considered: a draft law on amendments to the Law of Ukraine "On Advertising" regarding combating discrimination on the basis of sex (No. 3427 of 05/04/2020) And other issues on the protection of the rights of journalists and guarantees of journalistic activity, the right to freedom of speech and expression, and to receive information in due course.

TIC representatives are members of the Public Council under the Committee of the Verkhovna Rada of Ukraine on Freedom of Expression and regularly participate in meetings and consultations of the Committee.

10 June - a regular meeting of the Expert Council under the Ministry of Culture of Ukraine on the selection of patriotic film projects was held.

The TIC representative is a member of the Expert Council and took part in the film screening and meeting

Two documentaries of a patriotic direction were considered at the meeting. The films are planned to be presented at festivals in the near future and distributed on TV screens and in cinemas of the country, as well as other issues related to the production of patriotic films.

7 July - A meeting of the Public Council at the National Council of Ukraine on Television and Radio Broadcasting in an online format was held.

The executive director of the TIC Association S.V. Semkin is the chairman of the Public Council.

At the meeting, professional opinions were expressed regarding the draft law "On Mass Media" recommended for the first reading in parliament. The Public Council generally supported the bill. Also at the meeting, the issue was raised about the fulfillment by the provider of the national digital network LLC Zeonbud of the promises that were announced during the meeting with the President of Ukraine in March - to reduce modulation and install additional transmitters.

8 July, 10 July - working meetings and open discussions were held on the topic "Draft Law" On Mass Media "2693-d: Discussion of the regulation of online media and platforms for public access to information and video.

The event was organized by the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy in cooperation with the European Union and Council of Europe Working Together to Support Freedom of the Media in Ukraine Project and Human Rights Platform NGO with financial support from Counterpart Int.

A TIC representative as an expert and media manager was invited to participate in the discussion and joined the online discussion, presenting the industry position.

14 July - the Chairman of the Public Council and members of the Secretariat of the Public Council held a working meeting at the Committee of the Verkhovna Rada of Ukraine on humanitarian and information policy. The representative of the TIC is a member of the Public Council under the Verkhovna Rada Committee of Ukraine. Within the framework of the meeting, the results of activities in each direction were announced, problematic issues and a work plan for the future were analyzed.

22 July - A TIC representative is a member of the Public Council under the Verkhovna Rada of Ukraine Committee on Humanitarian and Information Policy. Executive Director

TIC Association Semkin S. presided over the meeting of the Public Council on the basis of the election of the secretariat.

The meeting addressed the issue of the work of the Verkhovna Rada Committee on Humanitarian and Information Policy, grants from the Ukrainian Cultural Fund for institutional support and approval of amendments to the Regulation on the Public Council and other issues that directly or indirectly affect the activities of the Committee and public involvement.

12 August - Executive Director of the TIC Association S.V. Semkin is a member of the competition committee for the selection of members of the Expert Council under the Ministry of Culture of Ukraine for the selection of film projects for the provision of state financial support for the production (creation) and distribution of patriotic films.

Semkin S.V. took part in an interview with applicants, after which the members of the competition commission held a discussion and open rating voting.

13 August - Order No. 112 of August 13, 2020 of the State Archival Service of Ukraine approved the composition of the board of the Central State Cinema and Photophone Archive of Ukraine named after I. S. Wheat. TIC representative - Executive Director of the Association Semkin S.V. became a member of the archive board.

The GS Pshenichny Central State Cinema and PhotoPhono Archives of Ukraine is one of the largest archival institutions in Ukraine; it is the methodological and coordinating center of archival institutions in working with audiovisual documents.

21 August - By Order No. 2057 of August 21, 2020, the Ministry of Culture and Information Policy of Ukraine approved the Expert Council for the selection of film projects to provide state financial support for the production (creation) and distribution of patriotic films.

The Expert Council includes a representative from the Television Industry Committee Association.

28 August - Executive Director of the TIC Association S.V. Semkin is a member of the public council at the State Committee for Television and Radio Broadcasting of Ukraine and took part in the meeting.

Within the framework of the meeting of the public council, issues were considered: Draft appeal of the public council to the people's deputies of Ukraine, chairmen of parliamentary factions and the leadership of the Verkhovna Rada of Ukraine on the draft law "On Mass Media", No. 2693-d dated 02.7.2020

Draft appeal of the public council to the Cabinet of Ministers of Ukraine on the tariffs of Ukrposhta.

The Public Council is a temporary consultative and advisory body formed to facilitate public participation in the formation and implementation of state and regional policy. Among the main tasks of the public council: assistance in accounting by the executive authority of public opinion in the formation and implementation of state, regional policy; facilitating the involvement of stakeholder representatives in public consultation and monitoring of the results of policy formulation and implementation; conducting in accordance with the legislation of public monitoring of the activities of the executive authority; preparation of expert proposals, conclusions, analytical materials on the formation and implementation of state, regional policy.

28 August - the management was changed at the Industrial Television Committee LLC, Yulia Kakhnovska became the new director of the TIC.

Igor Koval worked in TIC since 2009: first he was engaged in research and creation of legislative initiatives for the proper functioning of the media market of Ukraine, in 2012 he headed the GR direction in the Association, was also responsible for cooperation with international and partner

organizations, and from 2015 to 2020 he held the post of director of the Television Industry Committee.

1 September - A meeting of the Public Council at the National Council of Ukraine on TV and Radio Broadcasting in an online format was held.

The executive director of the TIC Association S. Semkin is the chairman of the Public Council.

Within the framework of the meeting, two main issues were considered: 1. Anti-corruption program of the regulatory body in 2021-2022, drawn up in accordance with legislative requirements. 2. The procedure for the formation of the List of programs of foreign television and radio organizations that are retransmitted, the public discussion of which has come to an end.

16 September - in accordance with Order No. 112 dated August 13, 2020 of the State Archival Service of Ukraine "On approval of the composition of the board of the Central State Cinema and Photographic Archive of Ukraine named after S. Wheat ". Executive Director of the Association Semkin S.V. became a member of the archive board and took part in the meeting.

8 September - TIC representatives attended a round table on "Ways to develop the Ukrainian film industry: strategy development and challenges."

The main topic of discussion at the round table was the efficiency and sustainability of the industry development, the development of a common view on the strategy for the development of Ukrainian cinema and the rules for holding competitions for obtaining state funding for films.

23 September - A representative of the TIC is a member of the Expert Council on Prevention and Counteraction to Sex Discrimination and took part in a regular meeting of the Expert Council.

29 September - Executive Director of the TIC Association S.V. Semkin is a member of the public council at the State Committee for Television and Radio Broadcasting of Ukraine and took part in the meeting.

Within the framework of the meeting of the public council, the issue of selecting candidates for delegates to the Public Commission for the election of the Supervisory Board of the NSTU was considered.

6 October - A meeting of the Public Council at the National Council of Ukraine on Television and Radio Broadcasting in an online format was held.

The executive director of the TIC Association S.V. Semkin is the chairman of the Public Council.

The meeting discussed the provisions of the draft law "On Amendments to Certain Laws of Ukraine Regarding Ensuring the Independence of the National Council of Ukraine on Television and Radio Broadcasting" and the regulator making adjustments to the methodological clarifications of monitoring the air of TV channels to comply with language quotas.

8 October - ADAMI Media Prize for Cultural Diversity in Vost. Europe is the largest existing platform, bringing together media, developing topics of integration and ethnic or religious minorities in the six countries of the EU Eastern Partnership (Azerbaijan, Belarus, Armenia, Georgia, Moldova and Ukraine).

Ilchuk Tetiana is the coordinator of the competition and the representative of ADAMI Media in Ukraine and the head of the Ukrainian Media League. In the period from October 1 to October 8, 2020, Ilchuk Tetiana selected experts and media professionals involved in the competition as a jury and evaluated the work.

20 October - The Television Industry Committee joined the jury of the Effie Awards Ukraine 2020.

The Effie Awards is the largest award in marketing communications that evaluates the combination of strategy, creativity and, as a result, the effectiveness of communications.

Effie Awards Ukraine is the national stage for the selection of effective projects in the world and is an annual prestigious award in the field of marketing communications in Ukraine. The organizer of the Effie Awards Ukraine is the All-Ukrainian Advertising Coalition, which in 2005. Received the exclusive right to host the award in Ukraine and in 2020. Held it 15 times in a row.

21 October - in accordance with the Charter, the General Meeting is the supreme governing body of the Coalition and is convened once every two years. The right to vote at the General Meeting is held by the full members of the All-Russian Committee.

The Industrial Television Committee is a full member of the VRK, then a representative of the TIC took part in the general meeting, heard a report and the presentation of candidates to the Supervisory Board of the VRK.

28 October - Irina Grebinsky, senior analyst at TIC, presented a separate report on the 2019-2020 Constituent Study, and also joined a panel discussion with the participation of representatives of government agencies, software service providers, producers and content distributors.

29 October - in accordance with Order No. 112 dated 08/13/2020 of the State Archival Service of Ukraine "On approval of the composition of the board of the Central State Cinema and Photographic Archive of Ukraine named after S. Wheat ". Executive Director of the Association Semkin S.V. became a member of the archive board and took part in the meeting

1-8 November - Tetiana Ilchuk, as a lawyer, expert and representative of the TIC and the Ukrainian Media League, was included in the international program "Media Self-Regulation in Democracy" 2020-2021.

In the period from November 1 to November 8, an offsite meeting was held in Lviv with program participants from Ukraine, Armenia and Moldova, representing the media, higher government bodies, companies and civil society institutions in their countries in order to exchange experience and discuss trends in the field of self-regulation.

The program is organized by NIRAS Sweden AB, FOJO: Media Institute, Global Reporting and IMS through the international development cooperation organization Sida

3 November - A meeting of the Public Council at the National Council of Ukraine on Television and Radio Broadcasting in an online format was held.

The executive director of the TIC Association S.V. Semkin is the chairman of the Public Council.

Within the framework of the meeting, comments were made on the draft laws on self-regulation of economic and professional activities and on amendments to the Law of Ukraine "On the Security Service of Ukraine" regarding the improvement of the organizational and legal framework of the SBU. "

The results of the activities of the Public Council for the period 2018-2020 were also noted, based on the results of which a report was prepared and approved.

10 November - A meeting of the subcommittee on information policy of the Verkhovna Rada Committee on humanitarian and information policy was held.

Within the framework of the meeting, bills submitted to the Committee were discussed, in particular:

- Draft Law on Amendments to the Law of Ukraine "On Television and Radio Broadcasting" regarding the improvement of mechanisms for ensuring transparency of ownership and financing of audiovisual (electronic) media (No. 2072 dated 09/05/2019);
- draft law on amendments to Part 8 of Art. 72 Law of Ukraine "On Television and Radio Broadcasting" to ensure freedom of speech and expression (No. 3079 dated February 18, 2020);
- the draft Law on Amendments to the Law of Ukraine "On Television and Radio Broadcasting" regarding countering information warfare (No. 4188 of 05.10.2020).

Semkin S.V., Executive Director of the Association, is a member of the Public Council under the Committee of the Verkhovna Rada of Ukraine on Humanitarian and Information Policy.

11 November - A TIC representative is a member of the Public Council under the Committee of the Verkhovna Rada of Ukraine on Humanitarian and Information Policy.

Semkin S.V., Executive Director of the TIC Association, chaired the meeting of the Public Council on the basis of the election of the secretariat in his name.

The meeting addressed the issue of the work of the Verkhovna Rada Committee of Ukraine on Humanitarian and Information Policy, grants from the Ukrainian Cultural Fund for institutional support and approval of amendments to the Regulation on the Public Council and other issues that directly or indirectly affect the activities of the Committee and public involvement.

19 November - Deputy Chairman of the Committee, Chairman of the Subcommittee on Cinematography and Advertising P. Sushko held a working meeting with representatives of the advertising industry, in particular, members of the Public Council under the Committee.

Semkin S.V., Executive Director of the TIC Association and member of the Secretariat of the Public Council under the Committee on Humanitarian and Information Policy, took part in the meeting.

Among the issues on the agenda, the following draft laws were considered: to prevent discrimination with regard to improving the norms of the Law of Ukraine "On Advertising" regarding the participation of individuals, the use of flags in advertising, protection of intellectual property rights and the beginning of regulation of online advertising; for outdoor advertising, in particular advertising along the roads; on advertising of gambling; on the use of the image of weapons in advertising (regarding the need to make appropriate changes to Art. 20 of the Law of Ukraine "On Advertising").

4 December - TIC began a set of lectures, held in the format of webinars and based on the results of researching needs and proposals received from market representatives. The lecturer was Irina Grebinsky, senior analyst at TIC.

The first lecture was held aimed at informing television and advertising communications specialists about the basics of measuring TV audience on the topic "TV Panelists - the hero of the invisible front. Everything that you wanted, but were afraid to ask about the work of the TV panel." During the lecture, the following questions were revealed: what is a TV panel and its purpose; principles of panel construction and selection of individuals to participate in it; Panelist participation: from the first survey in the Founding Survey to the last interview.

11 December - The second lecture on the work of the TV panel on the topic "Analysis of deferred viewing data: Markdata" took place. The lecturer was Irina Grebinsky, senior analyst at TIC, an expert was also invited - Anna Muravyova, Client Service, GfK Ukraine.

During the lecture, the following issues were considered: the concept of "deferred viewing" and its impact on general indicators; terminological categories VOSDAL, Time Shift, Consolidated; deferred viewing analysis methodology and miscalculations in Markdata Media Workstation (MMW) world benchmarks.

18 December - the third lecture on the work of the TV panel on the topic "Measurement technology: methods for identifying TV channels" took place. Irina Grebinsky, senior analyst at TIC, became the lecturer

During the lecture, the following issues were considered: the concept and content of the "audiometric" technology; the concept and operation of the peplemeter; a way to define viewing in households; data commit no.

2019

29 January - participation in a meeting of the Ukrainian Bar Association on Media and Advertising Law Committee on the topic "Regulation of sponsorship using trademarks under which alcoholic beverages are produced on radio and television".

1 February - participation in a meeting of the Ukrainian State Film Agency. February 1, 2019 - the chairman of the Ukrainian State Film Agency Philip Ilyenko, signed an order "The creation of an initiative group to prepare the constituent assembly for the formation of the Public Council at the Film Agency". The initiative group included 7 representatives of the Public Council, in particular, a representative of the TIC, and 2 representatives of the Film Agency.

1 February - meeting of the Public Council of the National Council of Television and Radio Broadcasting of Ukraine. Semkin S.V., executive director of the Association "Television Industry Committee" is the chairman of the Public Council.

Independent Expert Council of 11 representatives from public institutions on the activities of the media during the election was created at the meeting.

The Public Council of the National Council of Television and Radio Broadcasting of Ukraine is a permanent independent collegial consultative and advisory institution that creates effective organizational and legal conditions for the implementation of the constitutional right of citizens of Ukraine to participate in the management of public affairs; coordinates the activities related to the provision of public consultations in order to take into account public opinion into the process of preparation and implementation of decisions of the National Council.

5 February - meeting of the State Television and Radio Broadcasting Committee of Ukraine, at which TIC representatives were included in the initiative group. Initiative group was created for forming a new composition of the Public Council of the State Committee for Television and Radio Broadcasting of Ukraine and to implement the Decree of the Cabinet of Ministers of Ukraine of November 3, 2010 No. 996 "On ensuring public participation in the formation and implementation of state policy", the decision of the Public Council of the State Committee for Television and Radio Broadcasting of January 30, 2019. The main aim for this is to ensure the openness, transparency and publicity in the activities of the State Committee for Television and Radio Broadcasting of Ukraine, the implementation of public control over its activities approved the composition of the initiative group for the preparation and holding of the constituent assembly with the participation of civil society.

6 February - meeting of the Committee of the Verkhovna Rada of Ukraine on freedom of speech and information policy. The TIC representative is a member of the Public Council of the Committee.

Public Council - is a permanent independent public collegial expert institution of the Committee of the Verkhovna Rada of Ukraine on freedom of speech and information policy, coordinates the cooperation of non-governmental organizations and experts with the Committee.

15 February - board meeting of the All-Ukrainian Advertising Coalition, the one of the issues on meeting were to include TIC as a fully legitimate member of Coalition. In accordance with Protocol No. 002-19, the Television Industry Committee became a fully legitimate member of the All-Ukrainian Advertising Coalition.

26 February - TIC became a partner of Ukrainian Creative Awards.

The All-Ukrainian Advertising Coalition holds the Ukrainian Creative Awards, which includes 4 creative festivals: two international - the Kyiv International Advertising Festival and WOW DONE AWARDS, and two national - ADC*UA Awards and Ukrainian Design: The Very Best Of.

5 March - a meeting of the Public Council of the National Council of Television and Radio Broadcasting of Ukraine. Executive Director of the Association "Television Industry Committee" Semkin S.V. is the chairman of the Public Council.

20 March - meeting of the Committee of the Verkhovna Rada of Ukraine on freedom of speech and information policy. The TIC representative is a member of the Public Council of the Committee.

31 March - TIC became a partner of the MEDEA AWARDS international award. Representative of TIC was included in the jury members.

MEDEA AWARDS – was created for encourage using the best of practices and media tools in education. The main goal of MEDEA is to promote innovation and good practice in the use of the media (audio, video, graphics and animation) in education. The award also recognizes and contributes to improving the quality of production and the pedagogical design of media training materials, resources, tools, processes and services.

2 April - meeting of the Committee of the Verkhovna Rada of Ukraine on freedom of speech and information policy. In this meeting was created a working group, consisting of 8 representatives of industry and the public institutions, and which goal is to finalize the "Audiovisual media-services" draft law. The TIC representative joined the working group.

5 April - participation in the constituent assembly to form a new composition of the public council at the State Committee for Television and Radio Broadcasting of Ukraine.

9 April - TIC representative was invited to a meeting of Committee of the Ukrainian Bar Association on Intellectual Property as an expert to discuss bills No. 10143 and No. 10143-1 with the participation of their developers and market representatives.

10 April - participation in a meeting at the Ministry of Economic Development and Trade of Ukraine. For the execution of the protocol decision of the Prime Minister of Ukraine, following a meeting of the Government, the Department of Intellectual Property of the Ministry of Economic Development and Trade of Ukraine held a meeting to determine the temporary tariffs for CMOs.

10 April - a meeting of the Public Council of the Ukrainian State Film on the election of the chairman of the Public Council. Igor Koval, Director of TIC, was unanimously elected chairman of the public council at the Ukrainian State Film Agency.

17 May - participation in a meeting of the working group of the National Council of Television and Radio Broadcasting of Ukraine to oversee compliance by the broadcasting organizations with electoral legislation during the election campaign of the President of Ukraine in 2019. Within the meeting was analyzed the monitoring of broadcasting of television and radio companies before the second round of voting, and a conclusion was drawn up on how the media responded to the regulator's requests.

19-22 May - was held the annual conference of the European Media Research Organizations. TV Audience Measurement Director Olena Mironova attends an EMRO event in Bordeaux, France.

TIC is a fully legitimate member of EMRO and has been participating in EMRO international events since 2008.

European Media Research Organizations is a registered association, EMRO members are representatives of organizations that measure media audiences at the national level.

The main goal of EMRO is to maintain and expand contacts between representatives of national organizations, as well as stimulate discussion for the development of the media research field.

22 April - Director of TIC Igor Koval joined the jury of the industrial competition of the Kyiv International Advertising Festival.

22 May - TIC representative was included in the expert commission on the selection of professional personnel in the field of culture of the Ministry of Culture of Ukraine and took part in the meeting.

29 May - Television Industry Committee annually joins the organization and holding of the Kyiv International Television and Radio Fair business forum.

During the event, TIC presented the results of research on the television audience in 2019. Also TIC expert made a report on the topic "Potential of the satellite and pay TV market in Ukraine".

31 May - TIC representative was included in the expert commission on the selection of professional personnel in the field of culture of the Ministry of Culture of Ukraine and took part in the meeting.

1 June - participation in the Electronic Communications Days. Director of TIC Igor Koval was invited to participate in this event as an expert and joined to the panel discussion "Expectations and realities from reform in the field of copyright and (or) related rights. Will providers have to pay CMOs?".

4 and 5 June - meetings of the Public Council of the National Council of Television and Radio Broadcasting of Ukraine. Executive Director of the Association "Television Industry Committee" Semkin S.V. is the chairman of the Public Council.

During the meeting, it was decided to resume the work of the Independent Expert Council on media activities, which operates under the Public Council of the National Council of Television and Radio Broadcasting of Ukraine.

2 and 6 July - meetings of the Public Council of the National Council of Television and Radio Broadcasting of Ukraine. Executive Director of the Association "Television Industry Committee" Semkin S.V. is the chairman of the Public Council.

19 August - Olena Mironova, TV Audience Measurement Director, was invited to take part as an expert in the expert training for top managers of the media area "Global Broadcasting Content Producing and Distribution Training", which was held in the capital of South Korea, Seoul.

The event was supported by the regulatory authorities of the Republic of Korea in the field of information: the Ministry of Science, Information and Communication Technologies and Future Planning (MSIP), the National Agency for the Advancement of IT Technologies (NIPA) and the Broadcasting Standards Association (RAPA).

5 September - a meeting of the public council at the Ukrainian State Film Agency. Director of TIC Igor Koval is the Chairman of the Public Council.

16 September - in the framework of the international media forum Kyiv Media Week (KMW). A panel discussion was held on the theme "The future is in serial content. Plans for Ukrainian Broadcasters for the coming years" was led by Igor Koval, Director of TIC.

16 September - Igor Koval, Director of TIC, took part in the press-conference "Time for Changes" on the occasion of the opening of KMW and announced the theme of the "Television as Business" Conference 2019, noting that the purpose of the conference is to find ways for the industry to reach the pre-crisis level, television groups - in profit, and content on a global level.

18 September - was held the annual "Television as a Business" Conference, which has been organized and conducted by the Television Industry Committee for 10 years in a row. Leading

television brands and the best media professionals in a moderated discussion thread talk about relevant content, finance, management and the latest media technologies.

The program of the Conference is annually formed on the basis of the realities of the media market, raising topical issues. Speakers focus on financial planning, analyze the best television formats, the development of cross-media platforms, the management of creative and executive groups, the competition of production technologies and content distribution. A separate pool of discussions at the Conference dedicated to the dialogue between the leaders of the media and advertising market on the state, development and prospects of the market as a whole.

1 October - a meeting of the Public Council of the National Council of Television and Radio Broadcasting Ukraine. Executive Director of the Association "Television Industry Committee" Semkin S.V. is the chairman of the Public Council.

29 October - was held a regular meeting of Committee of Verkhovna Rada of Ukraine on Humanitarian and Information Policy at which was approved the composition of the Public Council of the Committee.

The Public Council of the Committee of Verkhovna Rada of Ukraine on Humanitarian and Information Policy included authorized representatives of the TIC - Koval Igor and Semkin S.V.

30 October - was held a regular meeting of Committee of Verkhovna Rada of Ukraine on Freedom of Speech at which was approved the composition of the Public Council of the Committee. The structure of the Public Council of the Committee of Verkhovna Rada of Ukraine on Freedom of Speech included an authorized representative of TIC - Director Igor Koval.

7 November - at the invitation of the Ministry of Economic Development, Trade and Agriculture, TIC representatives took part in the discussion of issues of fees for using of copyright and related rights in accordance with the Law on "Effective Management of Property Rights of Copyright Holders and/or related rights" under the chairmanship of Deputy Minister Dmitry Romanovich.

19 November - was held the annual "Media Law" Conference which is organized by the Television Industry Committee in conjunction with the Ukrainian Bar Association with the support of the Kiev Bar Council.

Media Law is a professional conference which purpose is the exchange of experience and the development of practical recommendations on the most pressing media issues in the field of cinema, television and advertising. Speakers and participants of the event are practicing lawyers of media companies, production companies and companies representing related businesses for film and television, experts in the field of intellectual property, copyright and related rights, lawyers and attorneys, representatives of consulting and legal companies, specialists of public authorities.

23 November - Igor Koval joined the Effie Awards Ukraine as a jury member.

The Effie Awards is the largest award in the field of marketing communications, which evaluates the combination of strategy, creativity and, as a result, the effectiveness of communications.

The main goal of the award is to promote and evaluate the quality of marketing communications of the campaign, to demonstrate the possibilities of advertising in achieving marketing goals.

28 November - 1 December - The Television Industry Committee is a member of the Association of Joint Industry Committees for Media Research (I-JIC) and is annually invited to a meeting of the members of the Association.

Igor Koval, Director of TIC, took part in the annual meeting of representatives of industrial committees from around the world, which held in Brussels, Belgium.

3 December - A meeting of the Public Council at the National Council of Ukraine on Television and Radio Broadcasting took place. Executive Director of the Association "Television Industry Committee" Semkin S.V. is the chairman of the Public Council.

16 December - at the invitation of the Committee of Verkhovna Rada of Ukraine on Economic Development, Director of TIC Igor Koval took part in the parliamentary hearings "Building an Effective System of Intellectual Property Protection in Ukraine".

In addition, Igor Koval publicly presented to the Members of Ukrainian Parliament, representatives of central executive authorities and civil society institutions a consolidated position of the media sphere regarding the effective reform of the intellectual property system in Ukraine.

2018

1 January - 30 April - the National Television Awards “Teletriumph”, which is organized by the Television Industry Committee with the participation of the Ukrainian Television Academy.

Teletriumph is the national television award of Ukraine, founded on December 14, 2000.

The aim of the Award is to stimulate the development of the domestic television industry, to demonstrate/promote significant achievements in the field of television and to build high standards of television broadcasting in Ukraine.

The main objectives of the Awards are: increasing the role of the television industry in the socio-political and cultural life of Ukraine; promoting the development of a competitive television industry product in Ukraine; increasing public interest in Ukrainian television and its problems; development of new television production technologies; an objective reflection of the successes of the television industry.

During the period **from 21 February to 15 March** was held a series of meetings regarding the interpretation of the nomination descriptions and TIC received about 500 applications from national and regional broadcasting organizations.

In the period **from 20 March to 3 April** a vote was taken for the works submitted for participation in the competition. 180 media experts, members of the Ukrainian Television Academy took part in the voting and discussions.

16 February - The Television Industry Committee, the Ukrainian Television Academy and PwC held a press conference announcing the rules and conditions of participation, nominations, as well as criteria for evaluating the work at the National Television Award “Teletriumf”.

21 March - The TIC representative took part in a meeting of the Ministry of Social Policy of Ukraine. The Ministry of Social Policy formed a working group to develop and amend national legislation on media and advertising pursuant to the Action Plan for the implementation of the National Strategy for Human Rights until 2021 and the Concluding Observations provided by the Committee on the Elimination of Discrimination against Women on the basis of the 8th periodic report of Ukraine on the implementation of the UN Convention on the Elimination of All Forms of Discrimination against women.

TIC representative joined the working group working to eliminate discrimination in the Ukrainian media area.

27 March - meeting of the Public Council of the National Council of Television and Radio Broadcasting of Ukraine. The TIC representative is a member of the public council.

In this meeting were discussing a main issues of television and radio area. The draft amendments to the Procedure for the election of members of the Supervisory Board of the Public Broadcaster (NSTU), which was submitted for public discussion by the National Council, were also generally supported with some minor clarifications. In addition, was considered the issue of the need to appeal to the regulatory authority regarding the broadcast of advertising on the transition to digital broadcasting, which is distributed by broadcasters.

17 April - TIC representatives are invited as experts to a meeting of the Committee of Verkhovna Rada of Ukraine on science and education.

Within the framework of the enlarged meeting of the Committee were considered two fundamental drafts of law that directly affect the media area: “On approval of the inclusion in the comparative table for the second reading of the draft Law of Ukraine “On the effective management of property rights of copyright holders in the field of copyright and (or) related rights” (reg. No. 7466 dated 12.28.2017), filed by the Cabinet of Ministers of Ukraine, additional People’s Deputies of Ukraine

and “On the Effective Management of Property Rights users in the fields of copyright and (or) related rights”(reg. No. 7466 of 12/28/2017, CMU) (second reading).

18 April - was held a press-conference by the Television Industry Committee, the Ukrainian Television Academy and PwC to announce the nominees for the victory in the National Television Award “Teletriumf”.

25 April - Award ceremony for the winners of the National Television Award “Teletriumph”.

19 March, 17 April, 15 May - meetings of the Public Council of the Committee of Verkhovna Rada of Ukraine on freedom of speech. The TIC representative is a member of the Public Council.

15 May - 17 May - TIC representatives took part in the Media Innovation Technologies international meeting (conference). In addition, the TIC expert presented a report “The numbers warn. Presentations of the main changes in the behavior of the media audience” as part of the discussion panel.

“Media innovation technologies” is an international meeting of leading media managers of Ukraine and other countries of the region, dedicated to best practices and innovations in the field of television, radio and online media.

17 May - the first meeting of the Competition Commission for the selection of members of the Expert Council for the selection of film projects for the provision of state financial support for the selection (creation) and distribution of films of a patriotic nature. Igor Koval, Director of TIV, was included in the specified Expert Council as an expert.

30 May – 31 May – Television Industry Committee annually joins the organization and holding of the Kiev International Television and Radio Fair business forum.

During the event, the TIC presented the results of research on the television audience in 2018, the TIC expert made a report “The potential of the satellite and pay TV market in Ukraine”.

6 June - The Ministry of Economic Development together with the International Trade Center (ITS) launched the first national consultations on the development of sectoral and cross-sectoral export strategies. The corresponding initiative is part of the next stage in the development of the export strategy of Ukraine, approved by the Government at the end of 2017.

Igor Koval, Director of TIC, was invited to participate as an expert and representative of the television industry.

26 May - 29 May - was held the annual conference of the European Media Research Organizations. TIC is a full member of EMRO and has been participating in EMRO international events since 2008. Audience Measurement Director Olena Mironova attends the annual EMRO conference in Bordeaux, France.

The European Media Research Organizations is a registered association, EMRO members are representatives of organizations that measure media audiences at the national level. The main goal of EMRO is to maintain and expand contacts between representatives of national organizations, as well as stimulate discussion for the development of the media research field.

15 June - TIC organized and conducted Business Talks, the purpose of which was to meet with leading experts and media representatives in business in the format of a dialogue, a master class.

20 June - were held negotiations on cooperation within the framework of the international competition ADAMI Media Prize for cultural diversity in Eastern Europe. Based on the results of the negotiations TIC representative became the coordinator of the competition in Ukraine.

Director of TIC Igor Koval, was invited to join the ADAMI Media Prize as a member of the jury from Ukraine.

20 July - participation in a round table on the topic “Ways to improve the advertising of medicines” organized by the Committee of the Ukrainian Bar Association on Medical Law in conjunction with the Association of Representatives of International Pharmaceutical Manufacturers AIRM. The main topic of discussion is the draft law of the Ministry of Health “On Amending Certain Legislative Acts of Ukraine (regarding the improvement of the advertising of medicines)”.

August-September - The Television Industry Committee entered the Ukrainian Film Industry guide 2018 catalog (which was prepared for the Ukrainian stand at the TIFF Festival - Toronto International Film Festival).

6-7 September - National consultations on the development of cross-sectoral export strategies. The TIC representative was invited by the Ministry of Economic Development and Trade of Ukraine to participate in panels on the topic of creative industries and information and communication technologies in order to represent the media sphere.

17 September - in the framework of the international media forum Kyiv Media Week (KMW), a panel discussion took place with the participation of representatives of the largest Ukrainian broadcasters, led by Director of TIC Igor Koval.

20 September - Every year, the Television Industry Committee holds the “Television as a Business” Conference. Leading television brands and the best media professionals in a moderated discussion stream talk about relevant content, finance, management and the latest media technologies.

The program of the Conference is annually formed taking into account the realities of the media market, raising topical issues. Speakers focus on financial planning, analyze the best television formats, the development of cross-media platforms, the management of creative and executive groups, the competition of production technologies and content distribution. A separate pool of discussions at the Conference dedicated to the dialogue between the leaders of the media and advertising market on the state, development and prospects of the market as a whole.

25 September - took place the refereeing of the international competition ADAMI Media Prize for Cultural Diversity in Eastern Europe. Igor Koval, Director of the Television Industry Committee, joined the Adam Media Prize jury session.

5 November - Igor Koval joined to the panel discussion “Advertising and Media. Comparative Advertising: Beyond Permitted, held at the Arzinger International Intellectual Property Conference (IIPC).

8 November - TIC representatives took part in “#TIM2018: Telecom, IT, Media”. Igor Koval, Director of TIC, took part in the discussion “Providers, Broadcasters, Zeonbud: Are Comfortable Conditions for Pay TV Business Possible?”

In addition, in the framework of #TIM, TIC expert presented a report on the topic “Forecasts of the migration of viewers to other television platforms. Portraits of the audience”

22-24 November - The Television Industry Committee is a member of the Association of Joint Industry Committees for Media Research (I-JIC) and is annually invited to a meeting of the Association.

TIC Director Igor Koval participated in the annual meeting of representatives of industrial committees from around the world, held in Amsterdam, the Netherlands.