



4.14. HR - Croatia¹⁹⁸

4.14.1. Key findings

- There are no specific obligations imposed on media service providers beyond progressive realisation.
- There are no public records of reports to the national media regulatory authority – the Agency for Electronic Media of the Republic of Croatia (AEM) (*Agencija za elektronicke medije*).
- The AEM handles complaints, including those about accessibility. There is no separate complaints procedure.
- The public broadcaster HRT has implemented some accessibility functions for news and political programming.

4.14.2. Legal framework: primary and secondary legislation

National legislation	Summary of the measures
Article 7(1) AVMSD	
Electronic Media Act – Article 18 (1) – (<i>Zakon o elektroničkim medijima, NN - 111/21, 114/22</i>) ¹⁹⁹	Progressive realisation obligation to make broadcasts accessible for children with “developmental disabilities”, and persons with disabilities through proportionate measures.
Article 7(2) AVMSD	
Electronic Media Act – Article 18 (3), (5)	Media service providers report to the Council for Electronic Media on a yearly basis by 1 September. The Council reports to the European Commission every three years.
Article 7(3) AVMSD	
Electronic Media Act – Article 18 (2)	Media service providers are encouraged to develop action plans to implement obligations of Article 18(1).
Article 7(4) AVMSD	

¹⁹⁸ The summary on Croatia incorporates feedback received from Sanja Pančić, advisor to the Director for International Cooperation and Public Relations, at the Agency for Electronic Media (AEM) during the checking round with the national regulatory authorities.

¹⁹⁹ https://narodne-novine.nn.hr/clanci/sluzbeni/2021_10_111_1942.html



Electronic Media Act – Article 18 (2)	The Agency for Electronic Media is an online contact point for all complaints relating to audiovisual media, including complaints regarding accessibility. It also provides information about accessible content.
Article 7(5) AVMSD	
Electronic Media Act – Article 20 (2)	Media Service Providers will provide emergency broadcasting time free of charge. The information communicated will be accessible to children with developmental disabilities and persons with disabilities.

4.14.3. Overview of national rules

Types of accessibility measures	Brief overview of existing rules
Accessibility measures (hearing impairments)	Not specifically listed.
Accessibility measures (visual impairments)	Not specifically listed.
Accessibility measures developed by self- or co-regulatory process	Yes – media service providers are encouraged to produce action plans.
Reporting to the NRA – frequency	Yes – annual basis.
Designated point of contact for information and complaint	Yes, general complaints procedure for all issues relating to audiovisual content, including complaints regarding accessibility go to the Agency for Electronic Media website. The same body is responsible for disseminating information.

4.14.4. Law in practice: selected example of the public service broadcaster²⁰⁰

The public service broadcaster (HRT) has implemented accessibility measures in their audiovisual media services. Implementation of the measures started in 2007 and continued in 2014 under the action plan named “Adaptation of the HRT programme for people with hearing and visual impairments”.

Firstly, measures were implemented for television news programmes, and later on they were expanded to parliamentary debates and documentary programmes produced by

²⁰⁰ Examples as reported by the national expert.



HRT. Finally, measures were implemented on HRTi, video-on-demand services provided by public services broadcaster HRT.