

The Story of an Unfinished Transformation to True Public Service Media

The case of Teleradio-Moldova

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Introduction

The national public broadcasting institution Teleradio-Moldova Company (TRM) (official name: *Institutia Publica Nationala a Audiovizualului Compania Teleradio Moldova*) is the national public service media in the Republic of Moldova. It is funded from the government budget, operates in the entire territory of Moldova, and provides programme services to all groups of population. It currently has two TV channels – Moldova 1 and Moldova 2 – and three radio channels: Radio Moldova Actualităţi, Radio Moldova Tineret and Radio Moldova Muzical.

The TRM has been a member of the European Broadcasting Union (EBU) since 1994. It has also signed a Memorandum of Understanding with DW (*Deutsche Welle*) and co-operation agreements with EuroNews, TRT (Turkish Radio and Television Corporation), TVR (Romanian Television Society), SRR (Romanian Radio Broadcasting Corporation) from Belarus, Radio Television of Ukraine, BNT (Bulgarian National Television), and LRT (Lithuanian Teleradio Company).¹

The mission of Teleradio-Moldova is to address the needs of diverse categories of citizens in terms of information, education and entertainment and nurture respect for human beings, dignity, tolerance, public morality, attachment to democratic values and the promotion of universal human rights. The TRM should develop, produce and broadcast programmes on national and international, social, political and economic topics and on culture, entertainment, education, and sports. Programmes should be pluralistic, impartial and innovative in order to provide the public with fair and equidistant information, ensuring political balance, freedom of expression, freedom of

¹ Website Teleradio-Moldova, www.trm.md.

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creation and beliefs. It must also respect the journalists' right to develop and be bound by self-regulatory codes of ethics.

Beside the national broadcaster, a regional public broadcaster (*Gagauziya Radio Televizionu, GRT*) also operates in Moldova. It comprises a TV station and a radio station. Both have coverage in the territory of the autonomous region Gagauzia. The broadcaster's founder is the Popular Assembly of Gagauzia (the regional Parliament). The GRT operates in accordance with the Audio-visual Media Services Code of Moldova and applicable local legislation. The GRT is not included in the current analysis. This text will focus on Teleradio-Moldova as it is the only national public broadcaster.

History of Teleradio-Moldova

The history of the national public broadcaster goes back to 1939, when Radio Bessarabia was launched in Chisinau by the Romanian Radio Broadcasting Company.² In the period 1940-1941, radio services were part of the Radio and Broadcasting Committee alongside the People Soviet Commissars of Soviet Socialist Republic of Moldova (RSSM).³ In 1958, the central television of the Soviet Union began to re-broadcast its content in the RSSM, with two to three hours of content per day being locally produced in Moldova. In 1970, the TV channel TVM was established and in 1990 it was restructured into the National Radio Television (*Radioteleviziune Națională*). In 1994, the State Company Teleradio-Moldova was established and operated for a period of ten years. On 1 August 2004, following the adoption of the Law on the national public audio-visual institution on, the Teleradio-Moldova State Company was granted the status of National Public Broadcasting Institution Teleradio-Moldova.

It should be noted that in 2000 the TVM channel was renamed to Moldova 1 TV Channel, the Moldovan Radio to Radio Moldova, and Radio Chisinau to Radio Moldova International. In 2010, Radio Moldova was renamed to Radio Moldova Actualități.

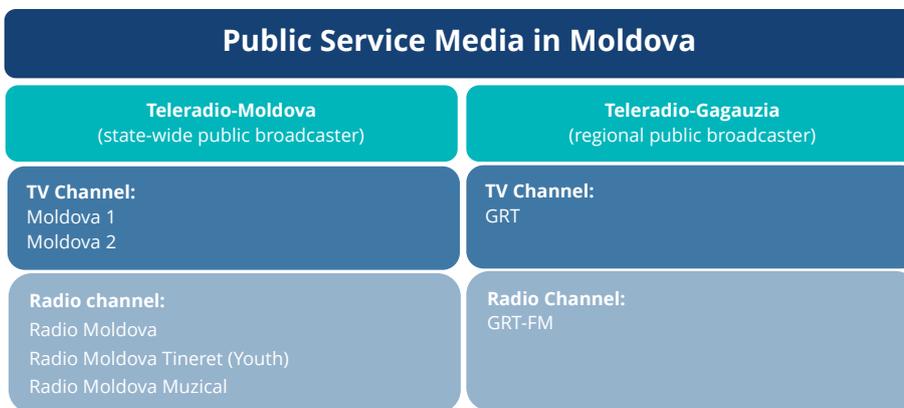
The TRM currently comprises 2 TV stations (Moldova 1 and Moldova 2) and three radio stations – Radio Moldova, Radio Moldova Tineret (Youth) and

² Alex Lancuzov (2011) Radiofonie românească: Radio Basarabia, Radio Romania Actualități, 23 Novembre, http://www.romania-actualitati.ro/radiofonie_romaneasca_radio_basarabia-35596.

³ Website Teleradio-Moldova, www.trm.md.

Radio Moldova Muzical. The radio and TV content produced by TRM include newscasts, TV and radio shows, TV and radio talk shows, special projects, and concerts. It also broadcasts movies, series, cartoons, TV shows provided by international partners. A number of TV and radio shows target ethnic minorities and children.

Structure of the broadcasting system



Teleradio-Moldova operates according to the Audio-visual Media Services Code of the Republic of Moldova.⁴ As an institution that serves public interest, its editorial policy should be based on democratic values and promote the cultivation of human dignity, civic spirit and national unity. It should ensure fair, equidistant and impartial information to all groups in society in Moldova and abroad, respecting political balance, freedom of expression and pluralism of opinion. Radio and television programmes and web materials should promote the values of national heritage and the achievements of culture, science, national and international civilisation, producing and broadcasting knowledge and entertainment programmes for children, young people and adults.

In accordance with the Code on the Provision of Audio-visual Media Services, the TRM pursues several objectives, such as:

⁴ Code on Audiovisual Media Services (2018), <http://www.audiovizual.md/files/Codul%20serviciilor%20media%20audiovizuale.pdf>.

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- › ensuring access to information based on pluralism of opinion, impartiality and equidistance;
- › providing access to information to all groups in society, including co-inhabiting ethnic groups;
- › promoting democratic debate, exchange of opinion among different groups in the population and the social integration of citizens.

The activity of the national public broadcaster is supervised by a Supervisory Board (SB), which represents public interest in relations with the public institution and national public media service provider. The Board consists of nine members with varied professional backgrounds and is elected by the Audio-visual Council⁵, the state broadcasting regulatory body.⁶ According to the Code on the Provision of Audio-visual Media Services the members of the SB should represent areas such as mass media, legislation, communications, international relations, culture, cinema, financial management, IT, academia or engineering. At least three of the SB members should represent the regions. Candidates should meet a number of criteria, such as to be citizens of Republic of Moldova, to have at least five years of experience in the above areas, to speak Romanian and at least one internationally used foreign language, to have a good reputation and a clean criminal record, and not to have been members of Supervisory Board or Audio-visual Council in the last six years. The Supervisory Board approves the statute and bylaws governing the activity of the public broadcaster, elects the Director-General, approves long and middle-term development strategies and changes to the annual budget, presents annual reports, etc. The operations of the national public broadcaster are directed by a Managing Board consisting of the Director-General, Deputy Directors, managers of audio-visual media services and managers of joint/communal services. The Director-General is selected by the Supervisory Board in an open competition. In order to organise the competition, the Supervisory Board develops and approves an ad hoc regulation that sets out the requirements and selection criteria.

In 2014, the TRM established an ombudsman service. It is an autonomous entity and that acts as a self-regulation mechanism of the TRM. It also serves

⁵ The members of the Audio-visual Council are nominated by the Parliament (2), the President (1), the Government (1) and by civil society (5) and are elected by the Parliamentary committee on mass media.

⁶ Code on Audiovisual Media Services (2018), <http://www.audiovizual.md/files/Codul%20serviciilor%20media%20audiovizuale.pdf>.

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as a mediator in disputes between the broadcaster and the public, between broadcaster's employees and between the employees and the management. The goal of this service is to maintain and strengthen public trust in the public broadcaster.

The budget of the public broadcaster comprises a subsidy from the state budget and a component of own revenues. The state subsidy is determined annually in the State Budget Act and should be equal to the subsidy for the previous year, multiplied by the index of consumption prices for the last budget year. In 2018, the state subsidy was approximately 122 million Moldovan Lei (approx. 6 million Euro), which constitutes 87 percent of the total budget of the organisation while the own revenue stood at approximately 18.5 million Moldovan Lei (approx. 0.8 million Euro). The own revenue is generated from selling advertising, programme content and co-productions, donations, sponsorships and other legal sources.⁷

Radio Moldova Actualitati and Moldova 1 TV are among the most viewed/ listened broadcasters. Their rating is relatively high owing to their national wide coverage according to the Public Opinion Barometer. For instance, in October 2018 approximately 40 percent of the population said that Moldova 1 TV channel is their principal source of information.⁸ The most recent media survey conducted in October 2018 showed that the daily share of Moldova 1 is 22 percent, with a daily rating of 15 percent and its market share of 8 percent.⁹ For Radio Moldova Actualități these figures are as follows 21 percent in daily share of the audience, a daily rating of 7 percent and a market share of 13 percent.

According to media experts Teleradio-Moldova is underfunded, having run a budget deficit of up to 40 percent in some years.¹⁰ Although in the last decade the governments have repeatedly stated their commitment to reforming and supporting the institution, no government has succeeded in providing

⁷ Code on Audiovisual Media Services (2018), <http://lex.justice.md/md/378387>.

⁸ Public Policies Institute (2018) Barometer of Public Opinion, November, <http://ipp.md/2018-12/sondajul-sociologic-barometrul-opinii-publice-noiembrie-2018>.

⁹ Dumitru Slonovschi (2018) Studiu asupra audienței tv, radio, internet și presa scrisă, Centrul pentru Jurnalism Independent, November, <http://www.media-azi.md/ro/publicatii/%E2%80%9Estudiul-na%C8%9Bional-de-audien%C8%9B%C4%83-mass-media%E2%80%9D>.

¹⁰ Fulfilment of objectives of the Strategic Development Directions of the National Public Broadcaster Teleradio-Moldova for 2010–2015.

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adequate funding to Teleradio-Moldova. In 2018, the Code of Audio-visual Media Services was adopted but Parliament did not approve a fixed share of the annual national budget for the public broadcaster Teleradio-Moldova, meaning that it remains dependent on state funding.¹¹ In 2018, public media service providers¹², especially broadcasters, continued to be treated as ‘the poor relative’ through underfunding and politically motivated nominations, although formal public competitions took place with the participation of some civil society candidates. The results of the competitions were a foregone conclusion, perpetuating political control over public media. As a result, experts believe that although public broadcasters benefit from a special status and are supported by public money their editorial content often favours the government of the day.¹³

Independence from political influence

The TRM is an autonomous institution and should operate in accordance with the Code on the Provision of Audio-visual Media Services. Public authorities, parties, commercial, economic organisations, social-political bodies and trade unions are not allowed to interfere in the operation of the public broadcaster. The editorial policy should be developed and adopted independently by the governing bodies of the company.¹⁴ The values in which the activities of the TRM are grounded include corporate responsibility to the public, quality, credibility, relevant information, non-association with persons and groups of interest, independence (avoidance of attempted internal and external interference), political and social pluralism (presenting different opinions of various social and political actors), equidistance, etc.¹⁵

Under the law, public media managers should be elected democratically and should be free from any outside influence. In fact, neither the members of the national public broadcaster supervisory boards nor their managers are totally

¹¹ IREX (2018) Media Sustainability Index 2018 – Europe & Eurasia, <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2018-full.pdf>.

¹² Besides the public service broadcasters, there are print media which are funded by state institutions, such as Official Gazette, specialized magazines issued by ministries, governmental agencies.

¹³ IREX (2018) Media Sustainability Index 2018 – Europe & Eurasia, <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2018-full.pdf>.

¹⁴ Code on Audiovisual Media Services(2018), <http://lex.justice.md/md/378387>.

¹⁵ Website Teleradio-Moldova, www.trm.md.

independent of politics.¹⁶ The law guarantees the independence of public media editorial policy. However, public broadcasters receive state funding, which influences the nomination of leaders based on political considerations and which, as most media experts believe, leads to self-censorship.

As various media monitoring reports and case studies show, the public broadcaster Moldova 1 TV does not cover all events in line with these stated objectives and the provisions laid down by law. The topics covered in news reports broadcast during the main newscast 'Mesager' on Moldova 1 are at variance with the stated public service remit of the organisation according to which news programmes should be informative and comprehensive, educative, current and original. Topics aiming to promote the central authorities' activities are inserted almost daily in newscasts. The coverage is mostly positive, presenting dozens of reports and success stories on the activities of the Prime Minister and the Speaker of Parliament. In September 2018, the newscast Mesager, for instance, included a large number of news reports based on press releases issued by government press centres, opinions of public servants and electoral promises. In addition to news reports, some TV shows (magazine genre, ethno-musical or entertainment) feature ministries, mayors, secretaries of state, deputies and heads of districts. Almost all of them speak about the ruling party's merits and efforts to improve people's lives.¹⁷

No single newscast in September 2018 was focused on topics of public interest.¹⁸ When such reports are included, they were not tackled in depth. Some were too general and superficial. Most reports were not comprehensive and did not address issues in a way that could help viewers become more knowledgeable or better informed about the topics discussed. The reports did not rely on different sources, in most cases only on representatives of central authorities being cited. Also, the opinion of representatives of the governing party – Democratic Party of Moldova (PDM) – was presented in various reports. This type of coverage is consistent with PR reports that promote the ruling party.¹⁹

¹⁶ IREX (2018) Media Sustainability Index 2018 – Europe & Eurasia, <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2018-full.pdf>

¹⁷ Ibid.

¹⁸ Aneta Gonța (2018b) Quo vadis, Moldova 1? Postul public de televiziune cade în capcana întinsă de politicieni, Media-Azi.md, 3 October, <http://www.media-azi.md/ro/stiri/quo-vadis-moldova-1-postul-public-de-televiziune-cade-%C3%AEn-capcana-%C3%AEntins%C4%83-de-politicieni>.

¹⁹ Aneta Gonța (2018a) Limbajul de lemn, omniprezent în știrile de la Moldova 1, Media-Azi.md, 30 May, <http://www.media-azi.md/ro/stiri/limbajul-de-lemn-omniprezent-%C3%AEn-%C8%99tirile-de-la-moldova-1>.

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According to mass media monitoring reports relating to the last election campaign, the public broadcaster maintained social and political balance in its programmes dedicated to parliamentary elections, but observers found a positive tone towards government actors.²⁰ This warrants the conclusion that the content produced by the public broadcaster is influenced by political actors, pursuing ideological effects rather than fair and objective coverage of events.

The public broadcaster's lack of independence has been flagged as a challenge by civil society organisations and opposition party leaders on various occasions. One of the most prominent cases occurred in 2015, when media and civil society organisations reacted to the way the Parliament elected four Supervisory Board members and the way the senior management of the TRM was subsequently elected by this board. In a press statement a number of media NGOs expressed their concern about '...the continuation of reprehensible, anti-democratic and illegal practices and politically distributing positions on the regulatory and supervisory bodies of the broadcaster' and urged real reforms for media development instead of media suppression. The statement was issued after four Supervisory Board members of the TRM were appointed by Parliament without any clear, measurable and transparent criteria. Also, media NGOs made their own assessment of the way the Board conducted the competition for the position of Director-General of Teleradio-Moldova and concluded that the selection was flawed.²¹

In 2017, the extra-parliamentary opposition parties, notably the Party for Action and Solidarity (PAS) and the Political Party for Fairness and Truth (PPDA), claimed that the public broadcaster is politically controlled. They organised anti-government protests in September in front of the Parliament building in Chisinau and then continued at the premises of the public broadcaster Moldova 1. The participants in the protest adopted a resolution calling for 'de-politicisation' of the National Public Broadcasting Institution Teleradio-Moldova, offering the extra-parliamentary opposition enjoying genuine popular support airtime during primetime hours at least once per week to allow it to share its position on the socio-political situation in the country. The management of Moldova 1 TV rejected the request to grant one hour of airtime per week to 'the real opposition'. 'In accordance with the provisions laid down

²⁰ IJC (2014) Press Freedom Report Republic of Moldova 2014, Independent Journalism Center, <http://www.media-azi.md/en/press-freedom-report-republic-moldova-2014>.

²¹ IJC (2015) Press Freedom Report Republic of Moldova 2015, Independent Journalism Center, <http://www.media-azi.md/en/press-freedom-report-republic-moldova-2015>.

by law, the administration of the public television will not admit pressure or illegal interference in its editorial activity and independence, regardless of the authority or party it comes from', the Teleradio-Moldova stated in a reply. The management of Moldova 1 TV disagreed with what was perceived as PAS and PPDA attempts at 'discrediting and defaming the image of national television through aggressive pressure and interference in its editorial policy'.²²

It should be noted that experts who may express critical opinions towards the government officials are rarely invited to the public broadcaster's talk shows. There are some reports pointing out that there is a so-called blacklist of experts, politicians, editorialists who are not invited to talk shows because they are too critical toward the central administration.²³ Opposition politicians say that the public broadcaster does not provide free airtime to the opposition leaders and that the management mimics pluralism by inviting pseudo-experts or parties that are not functional at all.

Adaptation to the digital age

Digitalisation process is still under way in Moldova. The government decided to postpone the switchover to digital terrestrial television until March 2020, arguing that broadcasters were not prepared to create regional multiplexes or commence broadcasting through the national multiplexes; they had neither the technical means nor the money to do so. The original deadline was 17 June 2015, which was later extended until 31 December 2017.

Moldova 1 TV station is accessible via on air broadcasting (digital DVB-T) on DMV and in analogue mode (SECAM) on MV, through cable, sputnik TV, IPTV, and also through the internet (SECAM). Moldova 2 TV is accessible via on air broadcasting (digital DVB-T) and DMV, cable, Sputnik TV, IPTV and the internet, Radio Moldova Actualităţi, Radio Moldova Tineret are accessible via on air broadcasting analogue and CV mode and the internet. Radio Moldova Muzical is available through the internet. Most content produced by the TRM is also available online on www.trm.md, where viewers and listeners can watch programmes live as well as to search them in archives. Beside newscasts, TV

²² IJC (2017) Public Call of Moldova 1 regarding September 17th protests, Media-azi.md, 2 October, <http://www.media-azi.md/en/stiri/public-call-moldova-1-regarding-september-17th-protests>.

²³ Victoria Popa (2018) Indezirabilii de temut, Jurnal de Chisinau, 3 December, <http://www.jc.md/indezirabilii-de-temut>.

and radio shows, talk shows, there are also written news reports published only online, under the NEWS heading.

Current debate about Teleradio-Moldova

The failure to reform the national broadcaster Teleradio-Moldova into a genuinely independent public service media outlet appears to be one of the most pressing issues. One of the main objectives of all parties in government since 2009 has been to reform the TRM by modernising its management and ensuring that it is properly funded. However, the reforms launched were supported by international organisations rather than by local authorities.²⁴ The idea of a deep reform was to shape managerial and creative solutions needed to face both types of challenges – underfunding (shortage of both material and human resources) and serving public interest. Among the challenges faced by the management were certain operating structural changes, ensuring technologisation, enhancing personnel engagement, staff training, as well as resisting potential attempts at interference in editorial policy. But deep reforms and radical restructuring of the public broadcaster could not be achieved, largely due to its financial dependence on the government, adverse legislation and weak autonomy. In addition, lacking will power or personal autonomy and maybe antagonistic interests of the management often restrained the enthusiasm and ambition for reform to the advantage of ‘conservators’ in the TRM who were opposed to reform.²⁵

Some media experts believe problems are also rooted in the lack of professionalism in the broadcaster’s management and its inability to administer work efficiently. These claims are based on the conclusions set out in two audit reports conducted in 2016 and 2017 by the Court of Audit.²⁶ They

²⁴ Petru Macovei, Nadine Gogu, Ion Bunduchi (2014) Reformele în domeniul mass-media în perioada 2009-2013: între promisiuni și fapte, <http://api.md/upload/editor/studiu-REFORMELE-rom-WEB-1.pdf>.

²⁵ IJC (2014) Press Freedom Report Republic of Moldova 2014, Independent Journalism Center, <http://www.media-azi.md/en/press-freedom-report-republic-moldova-2014>.

²⁶ Maxim Stratan (2018) Audit la ‘Teleradio-Moldova’: denaturări, raportare neveridică, contabilizare tardivă și incompletă a veniturilor, Ziarul de Garda, 5 Aprilie, <https://www.zdg.md/editia-print/social/audit-la-teleradio-moldova-denaturari-raportare-neveridica-contabilizare-tardiva-si-incompleta-a-veniturilor>; All Moldova (2016) Curtea de Conturi a depistat lacune în modul de gestionare a fondurilor publice de către Ministerul Apărării, 28 June, www.allmoldova.com/ru/news/curtea-de-conturi-a-depistat-lacune-in-modul-de-gestionare-a-fondurilor-publice-de-catre-ministerul-apararii.

concluded that there were gaps in financial management and violations in the management of public resources, including gaps relating to acquisitions, selling advertising and renting goods. The report noted that the Supervisory Board, which is in charge of evaluating the performance of the broadcaster and its management, failed to do so in a timely manner in order to prevent inefficiencies in the disbursement of public funds.

The lack of financial resources and investment in technological upgrade is a serious obstacle to institutional reform. However, obstacles are not solely rooted in insufficient financing from the state budget. A more serious problem that affects the image and credibility of the public broadcaster is the influence, and even interference, of central authorities in the work of the Supervisory Board of Teleradio-Moldova. This body has been continually criticised by media watchdogs for polishing the government's image, serving the ruling party's interests, and applying double standards when appointing the new management of the public broadcaster.

Conclusions and recommendations

The reform of the national public broadcaster Teleradio-Moldova has not been implemented and the organisation has failed to be transformed into a truly independent and public service media.

As regards programme content, the public broadcaster Moldova 1 TV does not fully perform its duties to inform the public about the issues of general interest in a comprehensive, objective, balanced, and innovative way.

Most news reports that resonate with society are covered superficially, providing brief one-sided information, while most reports that cover the central administration and governing party activities are biased towards the government, promoting its endeavours.

As a public opinion maker, Moldova 1 TV²⁷ should be aware of the social responsibility that rests with it to cover accurately and equidistantly the activity of important stakeholders involved in tasks of public interest.

²⁷ This refers only to Moldova 1 as there is no scientific data on the other channels, for instance Radio Moldova Actualităţi. So far, Moldova 1 has been the main interest for researchers, taking into account the fact that Moldova 1 is among leaders in terms of viewership.

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Public opinion cannot be shaped solely on the basis of press releases and statements of the representatives of government bodies or politicians. Such information should serve as a starting point to produce comprehensive material that informs the public not only about successes but also on gaps and problems in government.

The Supervisory Board should ensure that the public broadcaster serves public interest and not the agenda of government institutions. It has to assume responsibility for applying the law to ensure proper functioning of the Teleradio-Moldova, imposing conduct and management standards for employees as well as for the management of the TRM.

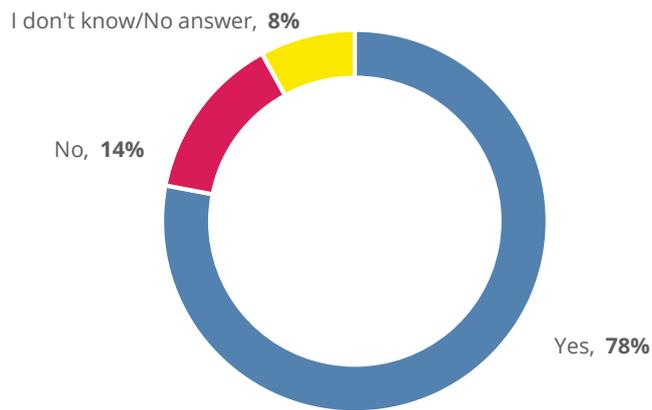
The Supervisory Board must monitor the audit reports on the financial management of Teleradio-Moldova drawn up by the Court of Audit. It should scrutinise on a permanent basis how the broadcaster's management follows up on the recommendations set out in the audit reports and insist on their implementation, as necessary.



Nadine Gogu is the Director of the Independent Journalism Center (IJC) in Chisinau. Since 2002, Nadine has been working with IJC helping to carry out the organisation's mission to promote independent and impartial media in Moldova. Under her supervision, since 2010, a number of important draft laws have been developed by IJC, including the draft Law on Freedom of Expression, Law on Advertising, amendments to the Broadcasting Code in order to ensure transparency of media ownership, amendments to the Law on Access to Information. Nadine entered journalism in 1995 working as a reporter, editor, and Editor-in-Chief at FLUX News Agency. Later on, in 2001, Gogu helped launching 'TIMPUL' ('The Times') magazine. Nadine is an instructor at Chisinau School of Advanced Journalism where she teaches Media Ethics and Diversity course.

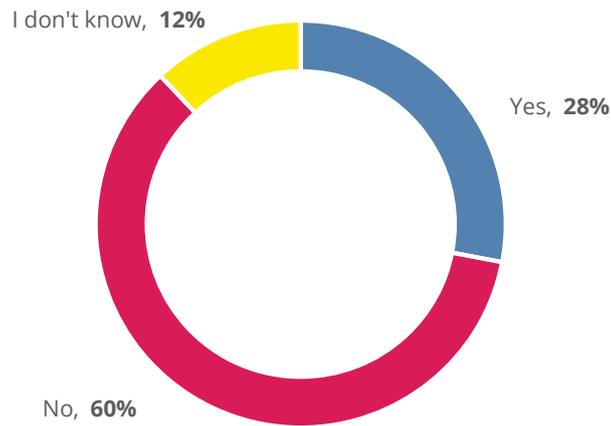
Opinion Poll Moldova

Chart 1: Are Public Service Media (PSM) important for democracy in your country? (Base: Total Moldovan sample, in percent)



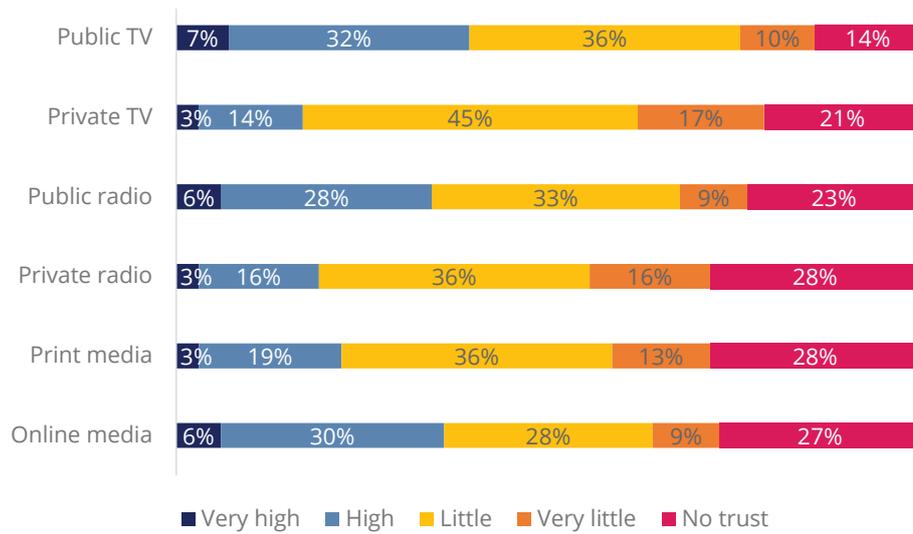
As compared to the rest of the region and in keeping with the trend in of the EU countries in the sample, a higher percentage of Moldovans believe that PSM are important for democracy in the country. This opinion is shared by 78 percent of respondents.

Chart 2: In your opinion, are PSM free from political influence in your country? (Base: Total Moldovan sample, in percent)



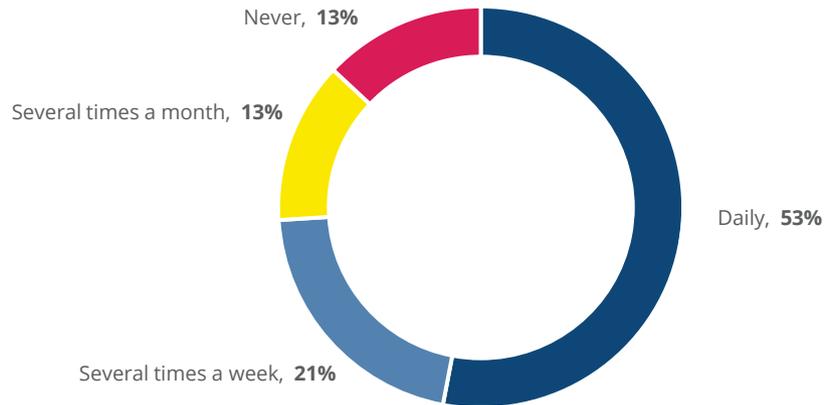
Moldovan citizens consider PSM to be important for democracy (see Chart 1). However, they also believe that PSM are not free from political influence (60 percent) (see Chart 2). Opinions differ significantly on the basis of level of education: up to 74 percent of Moldovans with university degrees share this opinion as compared to 52 percent with primary education and 57 percent with secondary education who see political influence to a lesser degree.

Chart 3: How much trust do you have in following media? (Base: Total Moldovan sample, in percent)



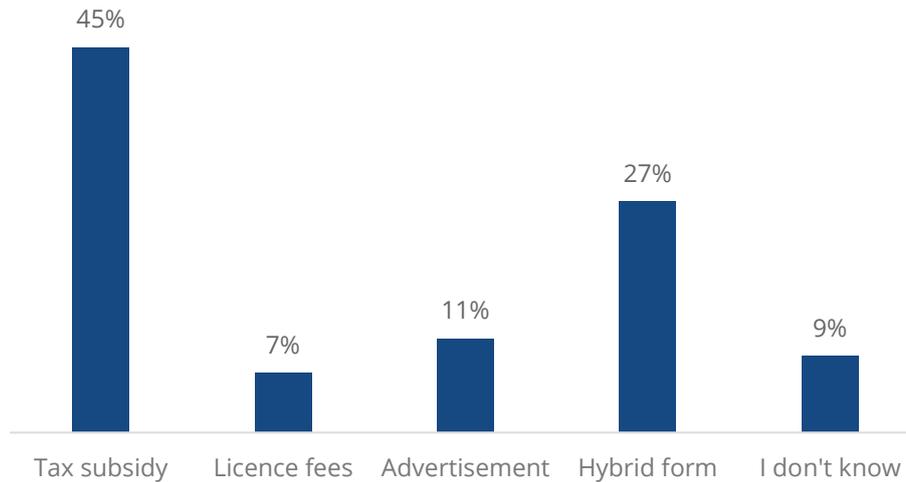
Moldovan citizens have greater trust (high or very high) in public service media (39 percent – TV and 34 percent – radio) than in commercial media (17 percent – TV and 19 percent – radio). Only online media enjoy similar levels of trust (36 percent).

Chart 4: How often do you use the services of Public Service Media (PSM)?
(Base: Total Moldovan sample, in percent)



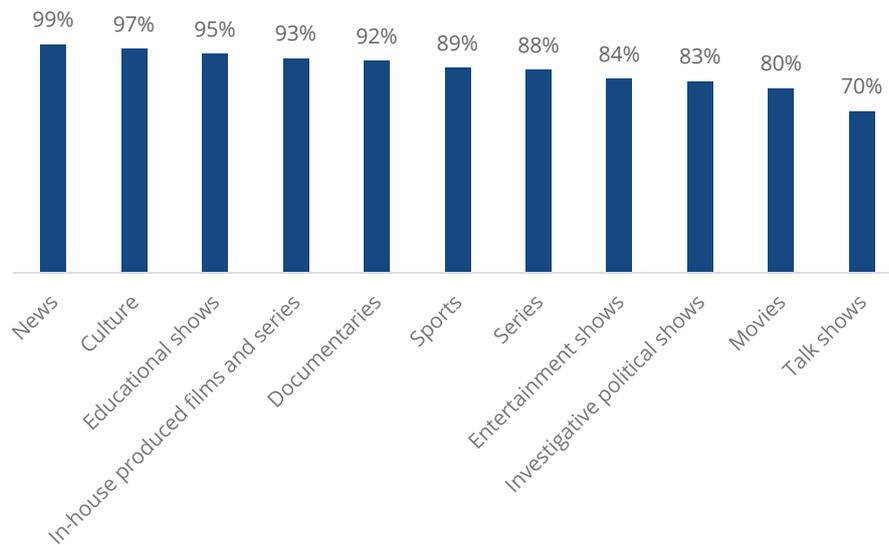
In terms of PSM use, the responses from Moldovans are similar to those of the citizens of other countries in the region (see results in Chart 4). They also confirm and repeat the age-based differences observed. Citizens aged 64+ years and 50-64 years use PSM daily to a greater extent than citizens aged 18-29 years – 72 percent of citizens over 64 years and 65 percent of those aged 50-64 years use PSM daily as compared to only 31 percent of citizens aged 18-28 years who report daily use of PSM.

Chart 5: What type of funding do you prefer for PSM? (Base: Total Moldovan sample, in percent)



Similar to their neighbours in Romania (see p. 212), citizens in Moldova believe that best type of funding of PSM is a tax subsidy. Almost half of the population (45 percent) would like to have this type of funding, followed by those in favour of a hybrid model (27 percent). Moldova has the highest rate for funding through tax subsidy in the entire region.

Chart 6: What kind of content should PSM present? (Base: Total Moldovan sample, in percent, multiple answers possible)



The similarity between Romania and Moldova is also reflected in the opinion of respondents on the type of content they would like to see on PSM, showing a greater demand for PSM as compared to other countries in the region. Regarding this question, citizens of Moldova did not present any statistically significant differences.