

Trends and problems in Lithuanian media

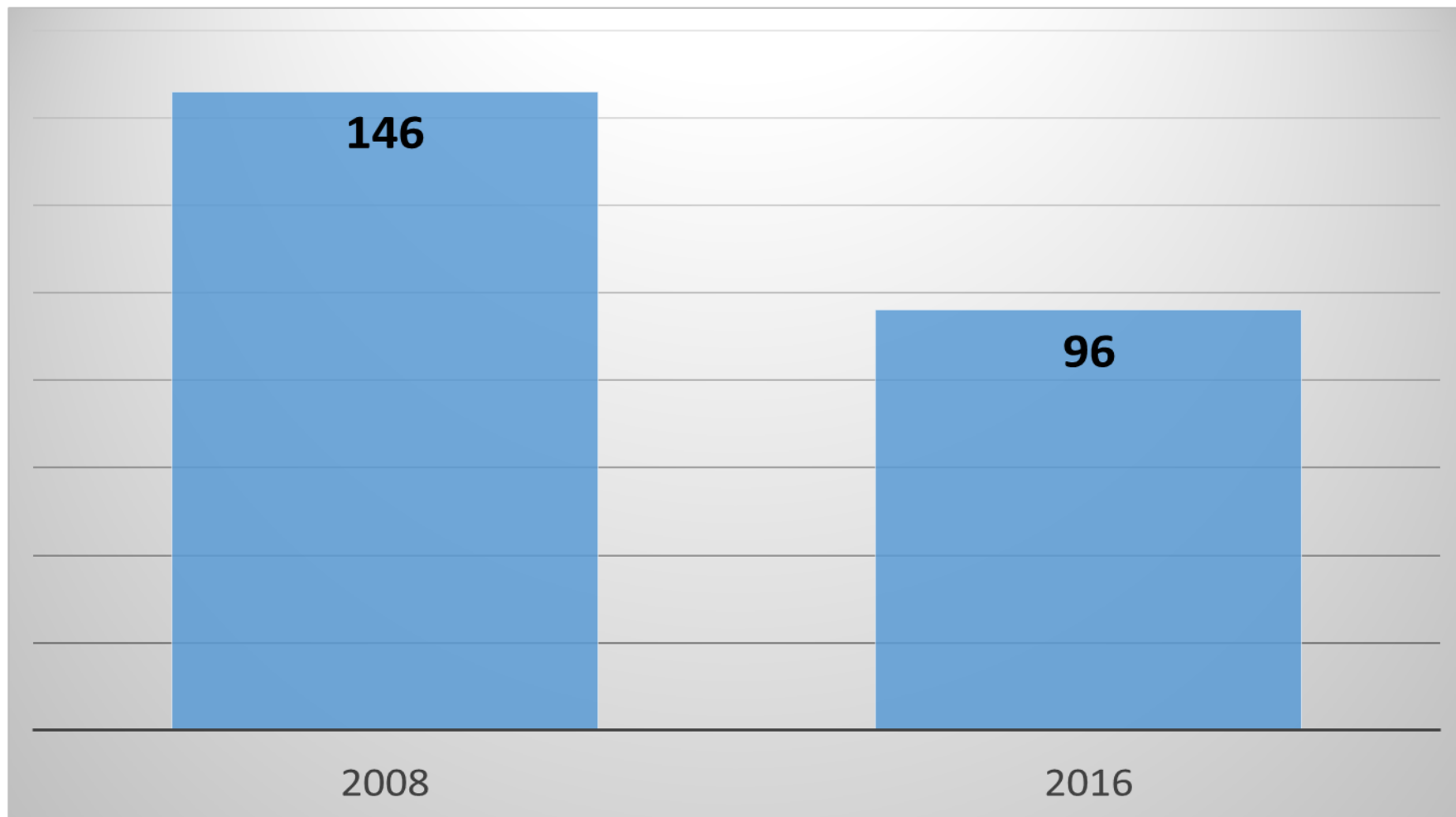
Deimantas Jastramskis



Vilnius University

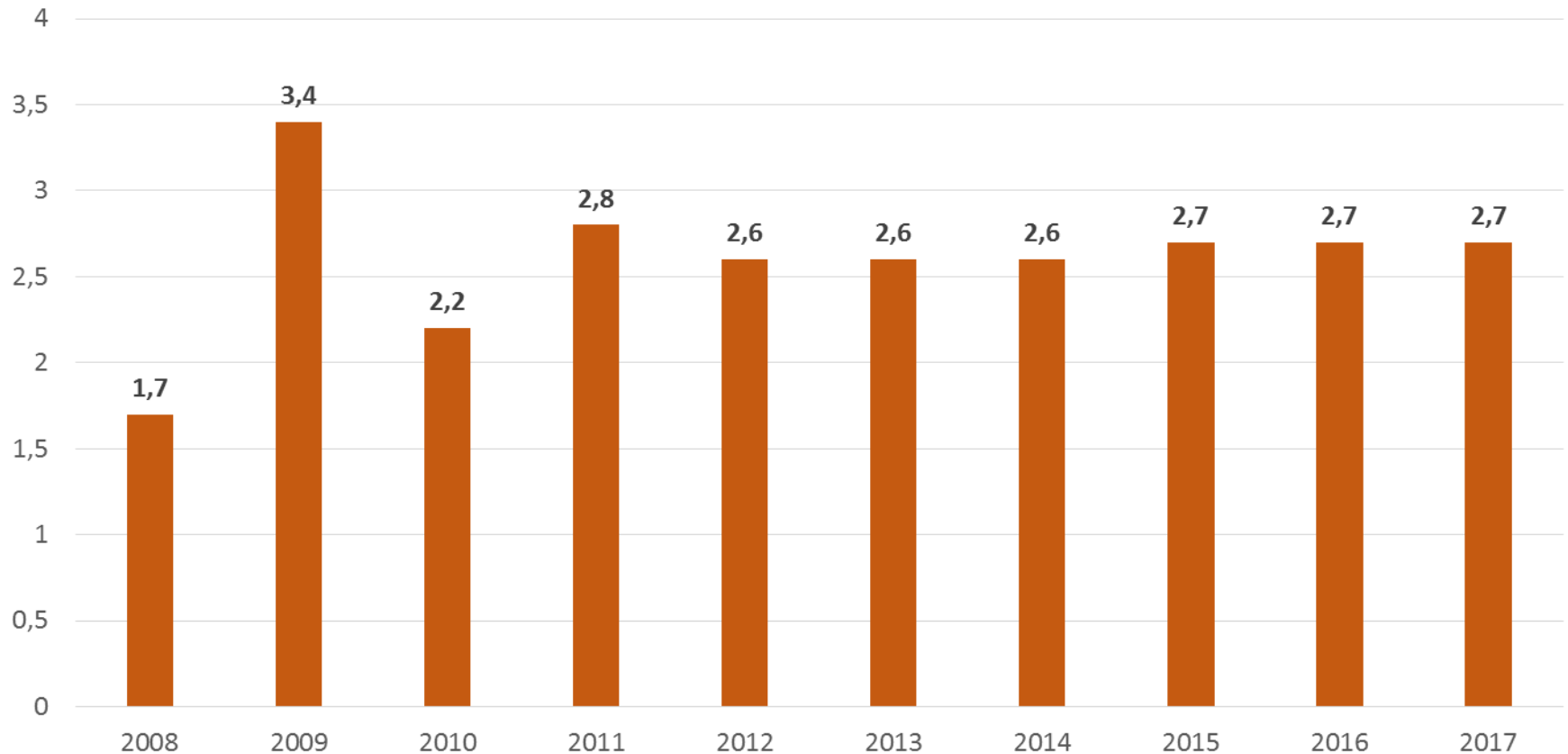
LT ad market: TV, press, internet, radio

Mln. €, TNS LT



Direct subsidies for media organizations

State budget allocation for Press, Radio and TV Support Foundation



VAT for Press (%)

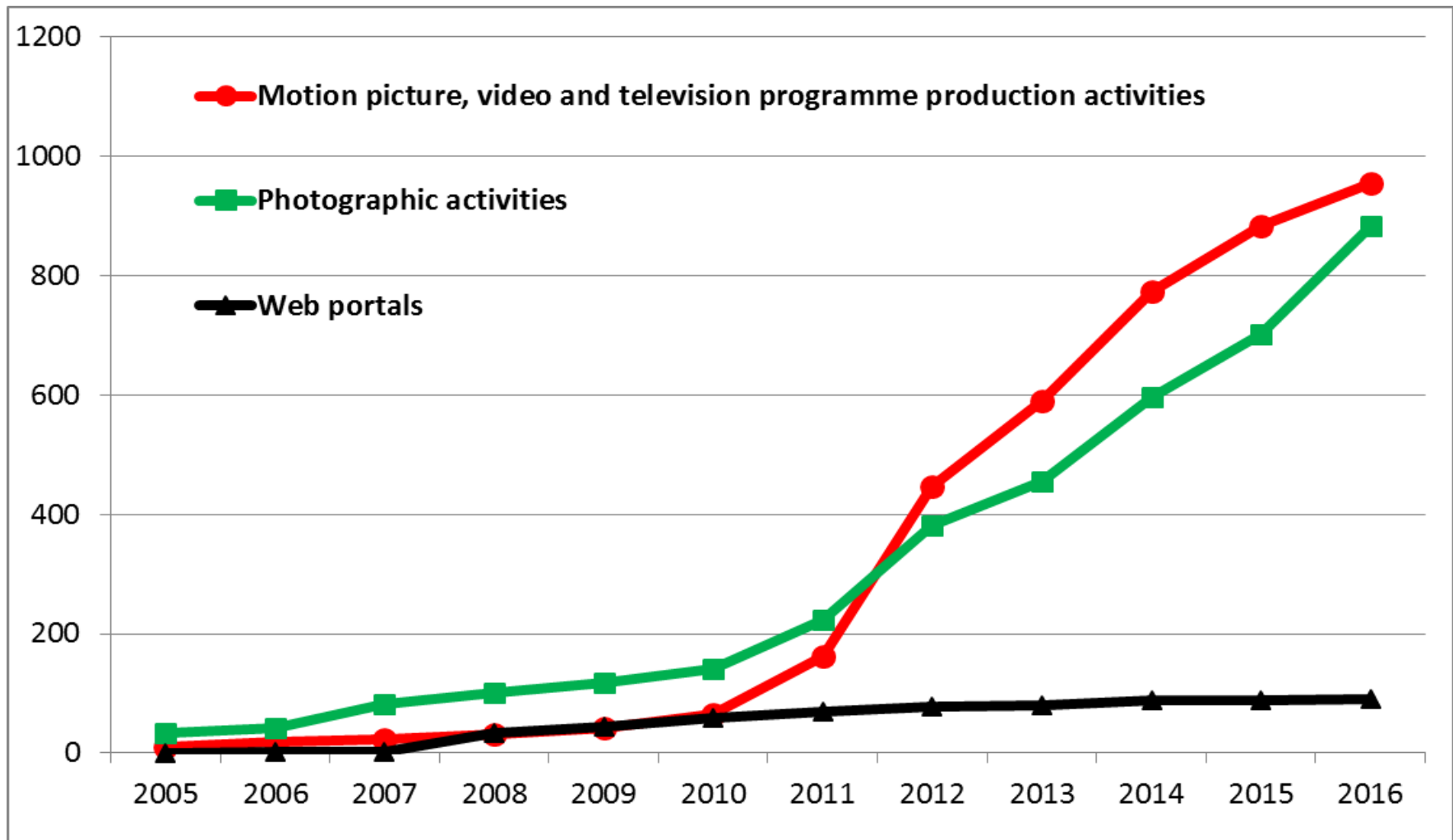
0

1991-2002

5, 19, 21, 9

2003 - now

Number of freelancers (2005–2016)



Suspension of retransmission of Russian channels for **3 months** (RTCL)

2013	PBK Lithuania
2014	NTV Mir Lithuania RTR Planeta
2015	Ren TV Baltic RTR Planeta
2016	RTR Planeta

Audience share, % (01/2013 - 02/2017)

TNS LT

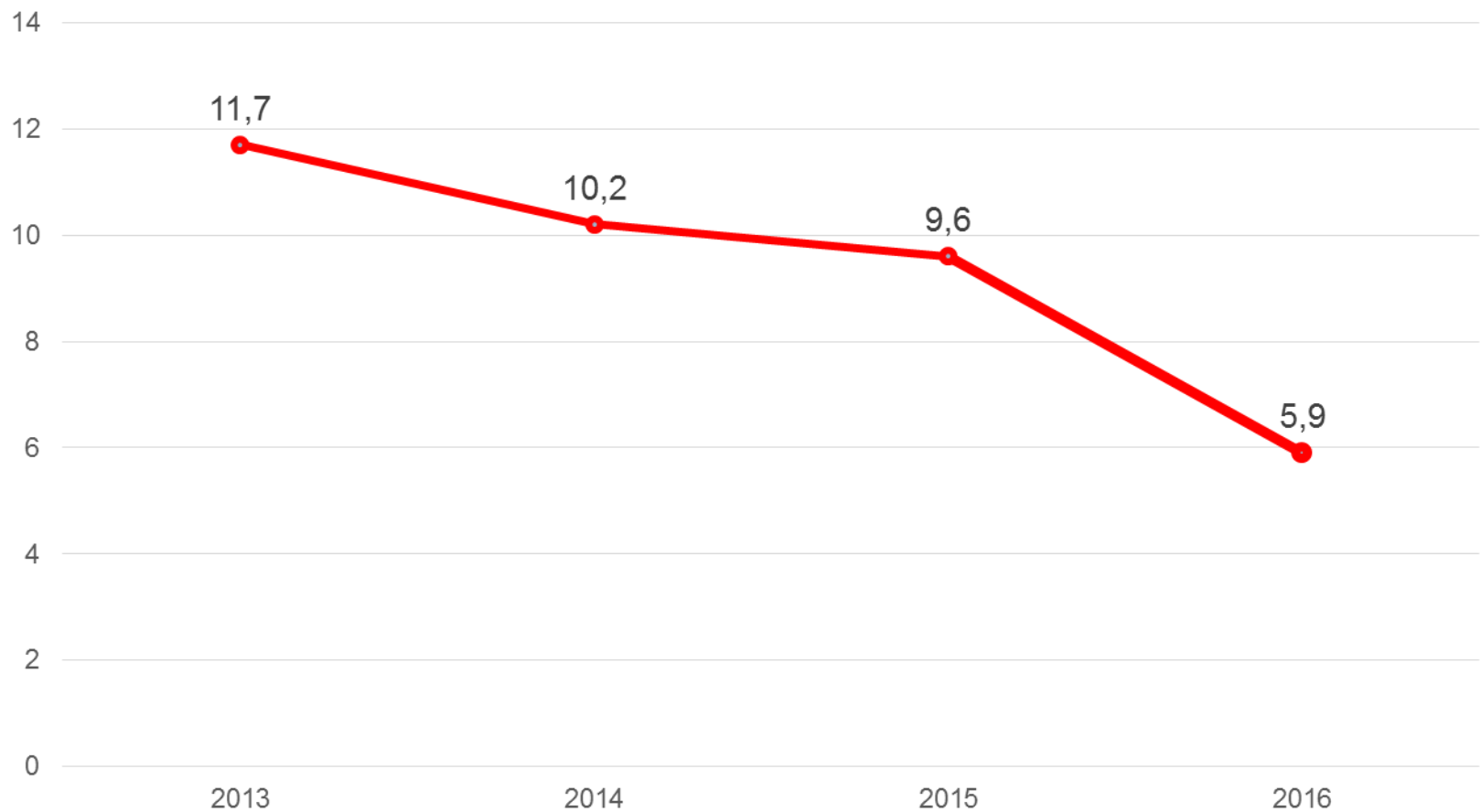
Baltijas Mediju Alianse: PBK, Ren TV, NTV Mir



Audience share, % (2013-2016)

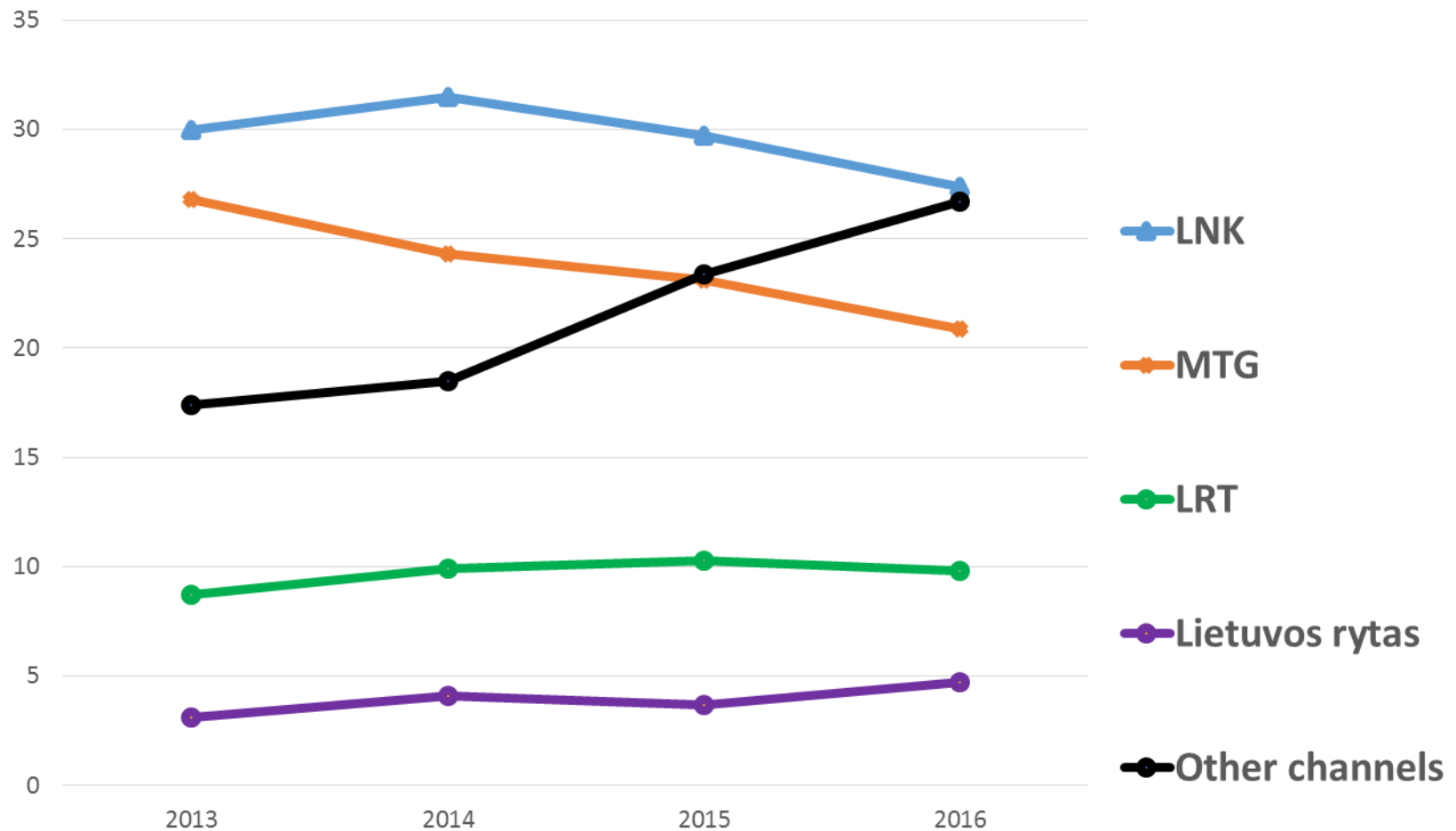
TNS LT

BMA



Audience share, % (2013-2016)

TNS LT



LRT funding since 2015

State budget

Income tax

- 1.5 %

Excise revenues

- 1.3 %

Advertising

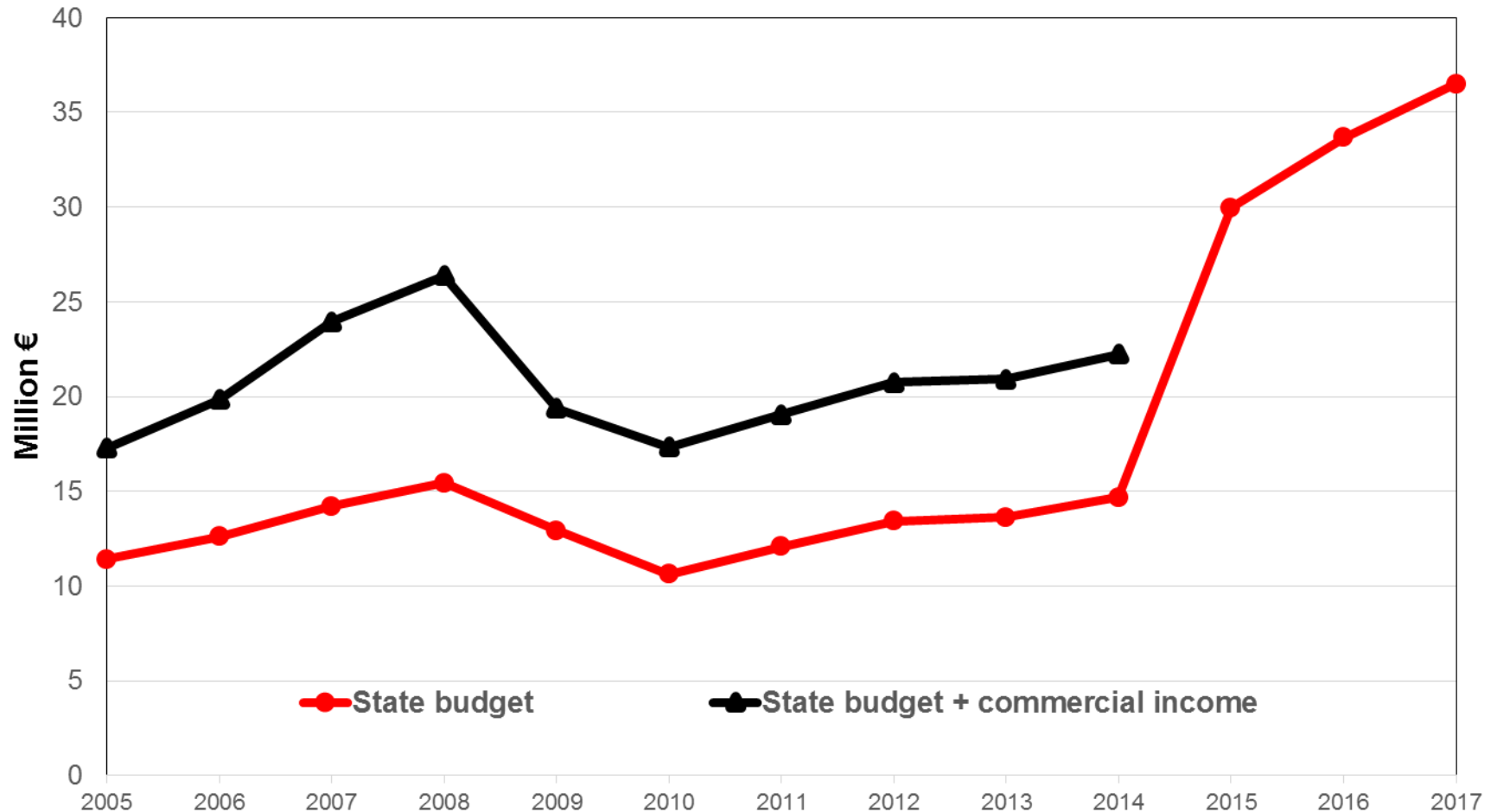
No

- TV, Radio

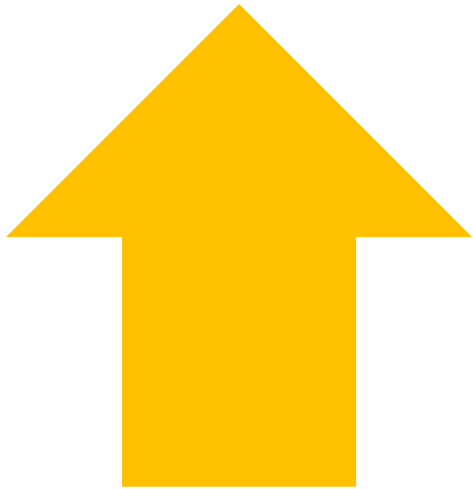
Yes

- Web portal

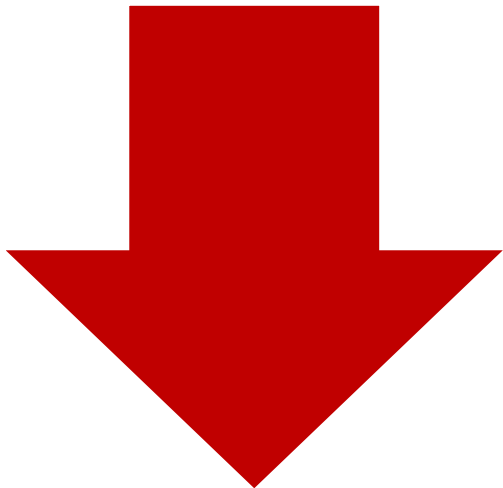
LRT: revenues and subsidies



To ban advertising of alcohol from 2018



Government approval of draft
law 12/04/2017



Decrease of revenues of
media companies

Social advertising revenues?