

Electronic Media Regulation

In implementation of the provisions of this resolution, the following words and phrases wherever mentioned in this resolution shall have the meanings ascribed thereto hereunder unless the context indicates otherwise:

The Electronic Media	The electronic activity that is carried out through the electronic modes and tools of publishing or transmission.
Social Media	They are the number of technologies made available on the World Wide Web (the internet) that are used by people for communication and interaction purposes.
The Electronic Domain	The domain registered on the World Wide Web (the internet) or any other telecommunication network through which the websites can be accessed or found.
The Responsible Manager	The natural or corporate person who is confirmed to own the website or the electronic media.
The Electronic Advertisement	The mode used to present and promote the ideas, commodities and services through the electronic means or telecommunication applications and the paid or unpaid fees.
The Website	Any website that is made available on the World Wide Web (the internet) that has a brand name through which the media or advertising related information and other specialized websites are circulated, including the websites that carry out media or advertising activities for commercial purposes.
The News Site	The website that has a specific brand name and address, including the location where the activity is carried out, and it provides online news, including the social media (the sites that publish or transmit news, reports, investigations, articles, etc.) that are released on regular or irregular scheduled times and dates.

Scope of Applicability or Validity

- This resolution shall apply to all electronic media activities that are carried out inside the country, including the free zones.
- Any electronic media activity that is determined by the council shall be prohibited before the decision on the approval for granting the license is issued as per the laws and regulations as well as this resolution.

Objectives of Regulating The Electronic Media Activities

The media regulation that is organized in accordance with the provisions of this resolution is aimed at the following:

- 1-Support the electronic and digital media industry and regulate the activities of the same as an effective industry that could contribute to supporting the publishing industry.
- 2-Keep abreast of the rapid developments in the electronic media spheres to enrich the digital content.
- 3-Reinforce the respect of the religious, cultural and social values prevailing in the country and respect the freedom of opinion and expression and constructive interaction in the field of the electronic media.
- 4-Provide a balanced, responsible and impartial media content that could respect the individual privacy and protect the various community members against any possible negative effects.

Electronic Media Activities that should be Licensed

- For the purposes of this resolution, the activities below shall be considered as electronic media requiring a prior license in accordance with the provisions of the same even if they are carried out in regards to social media:
 - 1- The sites used to trade, present and sell print, video, and audio materials.
 - 2- The electronic publishing activities and on call printing.
 - 3- The specialized websites such as the electronic advertisements, news sites, etc.).
 - 4- Any electronic activity that the council deems appropriate to be added.
- The aforesaid activities shall be subject to the provisions of this resolution, which are carried out and applied to the social for commercial purposes.

The Licensee Requirements

Subject to the provisions of applicable legislations, the UAE citizen applying for license shall meet the requirements below in accordance with the provisions of this resolution:

- 1-The applicant should be of full legal capacity; however, the age requirement may be exempted as the case may be.
- 2-The applicant should have good reputation and decent conduct.
- a crime involving a breach of honor or public trust
- 3-The applicant should not be convicted of unless he has been already rehabilitated or pardon has been issued in his favor by the appropriate authorities.
- 4-The applicant should hold a high academic qualification from a college, institute or an accredited university; however, he may be exempted from meeting such qualification requirement.
- 5-The licensing applicant shall meet the required activity requirements.
- 6-The applicant should not have any license that has already been suspended or cancelled, or his company has been shut down or closed, or he has already been prevented from carrying out a certain media activity unless the related reasons for issuance of the decision or judgment have been remedied or removed as the case may be.
- 7-The applicant should not have any financial dues towards the council.
- 8-Abide by the instructions and regulations set for carrying out media activities.
- 9-Any other terms, requirements or regulations as decided by the council or as may be required by the media activity to be licensed.

The corporate person

Subject to the applicable legislations, the corporate person applying for license shall meet the requirements below under the provisions of this resolution:

- 1-The corporate person or company shall not have any outstanding payments to be made to the council.
- 2-The corporate person or company representatives shall be of full legal capacity; however, this can be exempted by a decision from the council.
- 3-The company shall be established in accordance with applicable legislations of the country and must not have any violations against local regulatory legal entities or authorities.
- 4-The media activity shall be part of the activities whose purposes allow for that.
- 5-Abide by the instructions and regulations set for carrying out media activities.

Responsible Manager

Each website shall have a responsible manager who actually supervises the content of such website.

Responsible Manager Criteria and Qualifications

The license applicant shall appoint a responsible manager to act as his representative before the council and government entities or any other third party to handle the website or the electronic media mode. Moreover, he shall also be responsible for the media content of any published material whether it is issued by him or any third party. Such a responsible manager shall meet the requirements below:

1-The applicant should be of full legal capacity and the age requirement may be exempted as the case may be.

2-The applicant should have good reputation and decent conduct.

a crime involving a breach of honor or public trust 3-The applicant should not be convicted of unless he has been already rehabilitated or pardon has been issued in his favor by the appropriate authorities.

4-The applicant should hold a high academic qualification from a college, institute or an accredited university; however, he may be exempted from meeting such qualification requirement.

5-The applicant should not be a manager of any other licensed website or electronic media mode without the council's approval.

6-Any other terms, requirements or regulations as decided by the council

If the applicant is a natural person, he may act as the manager responsible for the website or mode of electronic media if he meets the previous requirements.

In case the position of the responsible manager is vacant or he misses any requirement that he should meet, the licensee shall provide the substitute who shall meet the prescribed requirements within a maximum period of three months.

Free Zones

- Subject to the provisions of applicable legislations, the applicant should meet the necessary requirements in accordance with the applicable regulations set for free zones.
- Abide by the laws, regulations and decisions pertaining to the license and whatever issued by the council in this regard.

License Application Requirements

The license application shall be submitted to the council as per the forms prepared for this purpose provided that the procedures below must be followed:

1-Fill out a new license application form and any other required forms

2-Provide a valid ID card for the applicant and responsible manager, where it should be marked by the officer in charge that he has seen the original of the same or the certified copy and that it is a true copy.

3-Provide a photocopy of the academic qualification of the applicant and responsible manager.

- 4-Provide named and information of the media professionals, including editors, writers and photographers working at the website.
- 5-The brand name of the website provided that it must not be in contravention of the provisions of the applicable legislations and public order and must not identical to or matching any other brand name, which could create confusion.
- 6-Determine the place or location where the media activity to be licensed will be carried out
- 7-Pay the due fees as per the applicable rules.
- 8-Provide any other information or studies as may be required by the council.
- 9-The council may ask the applicant to provide any other information or studies if needed.

Media Activities on Social media platforms

Each person carrying out the media activities mentioned in article (4) of this resolution for commercial purposes, using the social media shall obtain a license in advance from the council provided that the following requirements must be met:

- 1-There should be a recognized social media account.
- 2-The advertisements circulated on the social media shall meet the applicable advertising standards or criteria adopted by the council.
- 3-The social media account holders providing paid commercials shall obtain a license from the National Media Council in accordance with the applicable regulations and those prescribed in this regulation.
- 4-The account holder shall be responsible for the content of such account.

License Validity Duration & Renewal

- 1-The license shall be valid for one year which can be renewable for a similar period.
- 2-The license holder or any of his legal representative shall have the right to apply for the media license renewal to the council within 30 days from the expiration date of such license or 30 days after such expiration date.
- 3-The license shall be void and null after the elapse of thirty (30) days from the expiration of its validity unless it is renewed in accordance with the provisions of this resolution.
- 4-Notwithstanding the contents of paragraph (1) of this article, the licensee may apply for the license renewal for a maximum period of three years provided that the due fees per year must be paid.

Instructions and Regulations of Carrying out Electronic Media Activities

When carrying out the license granted to him, the license owner shall fulfill the rules and regulations below:

- 1-Abide by the issued license and refrain from making any modifications to the same without referring back to the council.
- 2-Complete and deposit the required financial guarantees as per the applicable procedures adopted by the council.

3-The licensee's heirs shall inform the council of the deceased whose license is issued within two months from the date of death; otherwise, such license shall be considered as void and null from that date.

4-Each license applicant shall have full legal liability for the correctness of the entire information included in the license application. In the case it turned out that any such information has been found to be incorrect, the council may cancel such license, and no already paid fees can be redeemed in this case.

5-All licensees shall implement any resolutions pertaining to their licensed activity carried out they are notified of by the council within the scheduled dates set by the council.

6-Abide by the standards set for the media and advertising content stipulated in the applicable rules and regulations.

7-Respect the government directives to reinforce its own national identity and engage the UAE citizens in the media activity market

8-Respect the media activity ethics, including privacy and the right of the audience to access the information and interact with the media space

9-Implement the highest professional and ethical standards related to media to maintain the media output quality.

10-Resort to the legal channels made available in the UAE to reach solutions for any issues or problems.

11-Renew the license during the scheduled dates; otherwise, they shall be considered to be cancelled.

12-Comply with the instructions issued by the council and competent agencies in emergency or crisis.

Determination of Applications

The council shall determine the new/renew application for license within the maximum period of thirty days from the date of submitting a complete application that meets all terms and conditions set out in this resolution; however, the council may postpone the determination of the application in any case below:

1-If the related legislations and decisions require the approval of other entities or agencies until they decide on such application.

2-If there is any need for a longer period to review the application.

3-Any other case identified or approved by the council.

Other approvals

Subject to the powers of the council mentioned in the rules, regulations and this resolution, the licensee shall obtain the approval of any other entity as may be required by such rules and regulations.

The licensee shall be prohibited to carry out the required media activity directly or indirectly without obtaining the license from the council as mentioned or specified in this resolution.

License Application Rejection

The council may refuse the new/renew license application in any case below:

- 1-Fail to fulfill the requirements and terms as per the provisions of this resolution
- 2-In case that the required guarantees are not provided as per the applicable legislations
- 3-Lack of approval from any other entities where legislations require their approval for license
- 4-Violate the instructions and regulations of media activities mentioned in article (17) and any other instructions and regulations issued by the council.

Approving the License Application

The council shall issue a decision of approving the license application, whether it is new or renew, in case requirements this resolution are met as per the forms prepared for this purpose provided that the license issued by the council should include the following:

- 1-The license applicant name
- 2-Type of the media activity that can be licensed
- 3-The effective date of license whether it is new or renew as well as expiration date of the same
- 4-The licensee's address for notification and communication purposes in connection to the license
- 5-Any other requirement or prohibition pertaining to the media activity

Use of License

In the cases determined by the council, the council may ask the licensee to sign certain contracts or appendices that include instructions and regulations for carrying out the media activity in addition to the licensee's rights and responsibilities.

The Licensee's Obligations

The licensee and everyone representing him or working for his own interest shall abide by the provisions of this resolution and any applicable legislation adopted by the local government, including the following:

- 1-Abide by the type of the media activity and all requirements according to which such license has been granted.
- 2-Obtain the prior consent of the council on any license related modification.
- 3-Provide any information or data as may be requested by the council.
- 4-Refrain from the main principles and media content standards stated in the related legislations and resolutions
- 5-Abide by the media activity practice related instructions and regulations set by the council.
- 6-Respect the society values and observe the public interest requirements.
- 7-Pay the financial dues and/or fees and provide the guarantees as decided by the related legislations.
- 8-Submit the license renewal application during the duration set for such purpose.
- 9-Maintain a record that includes all materials presented by the licensee or registration applicant on the site within twelve consecutive months, including the date and time on which such materials were displayed and allow the council to review such recordings at any time.
- 10-Show the name of the website and name of the responsible manager on the site or account

The License Cancellation

If interested to cancel the license, the licensee and everyone representing him or working for his own interest shall do the following:

- 1-Submit media license cancelation application
- 2-Pay the due fees

Licensing Agencies

Without prejudice to the powers of the council stated in the laws and regulations, the council shall be responsible for coordination with the Authority in connection to the relevant technical issues.

Licensing Fees

The Minister's Council shall be responsible for issuing licensing fees incurred by media activities services provided by the council and making any modifications to the same in terms of any addition, deletion or amendment.

Ser. No.	Activity	New Application Processing fee in AED	Renew Application Processing fee in AED
1	The electronic or online accounts/websites, including the specialized ones (commercials/advertising, news, etc.)	15,000	15,000
2	Trading, selling and displaying audio materials websites and online accounts	4,000	2,000
3	Trading, selling and displaying video materials websites and online accounts	6,000	3,000
4	Online accounts and websites of the electronic publishing and on call printing related activities	3,500	3,500
5	Selling books	1000	500
6	Selling newspapers and magazines	1000	500
	Selling electronic video games	8,000	4,000

Media Content of Electronic Media Activities

1-All electronic media activities whether those are licensed by the council or otherwise shall be subject to media content principles and standards in addition to the terms and conditions referred to in this resolution.

- 2-The manager supervising the electronic media activity shall be held responsible for whatever published through such activity whether it is licensed or unlicensed.
- 3-The electronic media activities shall not publish any comment if it contravenes media content standards or constitutes a crime under the provisions of the applicable laws.
- 4-The penalty imposed on the website, its owner, editor-in-chief and media material writer upon violating the provisions of the law shall not exempt the person making the comment from legal liability in accordance with the applicable legislations for whatever is mentioned in such comment.

successive or interrupted years in one single year without obtaining the council's approval for that.

Grievances

Anyone concerned shall provide a written complaint letter to the Director General against any decision issued in accordance with the provisions of this resolution as per the requirements and procedures below:

1. The grievance should be made within fifteen (15) days from the date of notification of the decision such a grievance is made about.
2. The grievance should be justified and attached with all supporting documents.
3. Any grievance or complaint shall be considered and handled within thirty (30) days from the date of filing the same as per the procedures applied by the council.
4. The concerned department shall notify the complainant of the result of his complaint.

Closing Provisions

The website of any entity below shall be excluded from the provisions of article (2) of this resolution provided that it should abide by the resolutions made by the council to regulate their functions, which are as follows:

- Government or public colleges, universities, institutes and schools
- Government agencies in regards to the websites that are specialized in introducing their activities.
- Any other entities to be specified or determined by the council.

Licensed websites

The website of the traditional mass media such as TV, radio, newspapers and magazines shall be licensed in accordance with the provisions of this resolution to carry out the same activities electronically.

The manager responsible for the electronic media activities existing prior to issuance of this resolution shall rectify their statuses in accordance with the provisions of this resolution and

instructions issued by the council for this purpose within the maximum period of three months from the date on which this resolution comes into force.

Implementation of this Resolution

All appropriate agencies shall implement this resolution respectively and shall come into force effective from the date of promulgation of the same.