



REPUBLIC OF SERBIA



REPUBLIC BROADCASTING AGENCY

THE BROADCASTING AGENCY OF THE REPUBLIC OF SERBIA

Overview of the Broadcasting Sector in
Republic of Serbia

Tbilisi, 2011

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AND BEGINNING
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COMPETENCIES OF REPUBLIC BROADCASTING AGENCY

- **Passing the Broadcasting Development Strategy**
- **Controlling application of relevant regulation**
- **Issuing broadcasting licenses (terrestrial, cable and satellite)**
- **Setting technical, organizational and programming conditions for program production**
- **Prescribing rules binding on broadcasters**
- **Monitoring broadcasting program**
- **Considering submissions and complains on content**
- **Imposing adequate sanctions against broadcasters**
- **Protection of minors in program content**
- **Enforcing regulation on copyright**
- **Preventing the broadcasting of programmes which contain information inciting discrimination, hatred or violence against an individual or a group of individuals on grounds of race, religion, nationality, ethnicity or sex.**



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ESTABLISHMENT & BEGINNING OF OPERATION

- The Broadcasting Law adopted on 27 July 2002
- The Agency established in September 2003
- Members of the RBA Council elected on 15 February 2005



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Council of Republic Broadcasting Agency



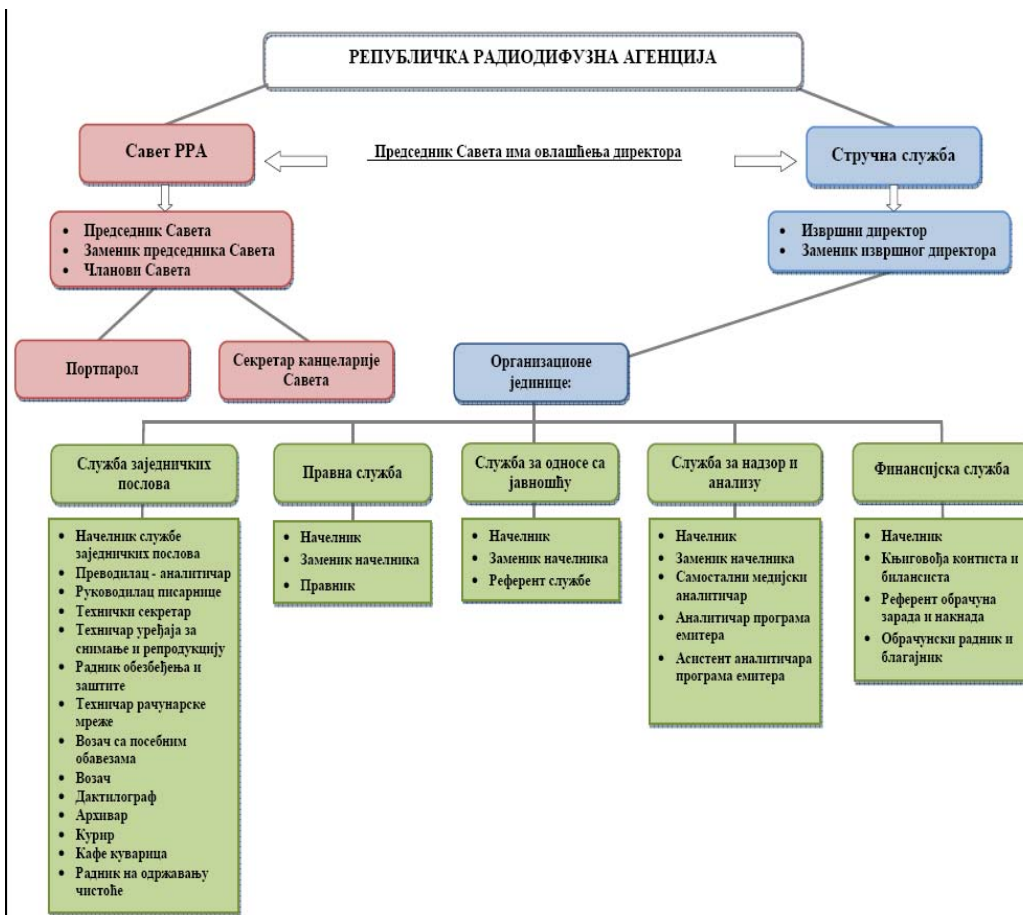
☐ RBA Council -9 members

- appointed from the ranks of reputed experts (media experts, advertising experts, lawyers, economists, telecommunication engineers, et al.)
- appointed by the National Assembly of the Republic of Serbia at the proposal of authorised nominators
- Council Members do not represent in the Council the bodies or organisations which nominated them, and fulfil their duties independently
- Council member is appointed to a tenure of six years



2 COUNCIL & AGENCY

Republic Broadcasting Agency



Agency – 80 staff in five Departments

- Monitoring and Analysis Department
- Legal Department
- General Administration Department
- Public Relations Department
- Financial Department



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Agency competences:

Law and by-law

Law

- Broadcasting Law
- Advertising Law
- Public Information Law
- Electronic Communication Law
- Law on Copyright and Related Rights, etc.
- Law on Ratification of European Convention on Transfrontier Television
- Strategy of Broadcasting Development in the Republic of Serbia until 2013



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Agency competences:

Law and by-law

- **Broadcasters Code of Conduct** (general obligations of broadcasters, general programme contents in news and current affairs program, protection of children and youth...)
- **Regulations** – related to the manner of license issuance, amount of broadcasting fee, conditions for the pronouncement of measures
- **General binding instructions** – mostly refer to the conduct of RTV stations during pre-election campaigns and election of national councils of national minorities.
- **Binding instructions** – on reality show program, broadcasting the program that may impair the physical, mental and moral development of minors
- **Recommendations** –regulating the rules of conduct of RTV stations during pre-election campaigns, as well as other program contents

By-law



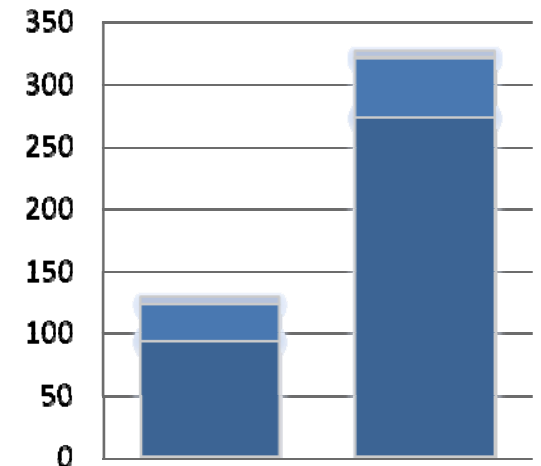
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Agency competences:

BROADCASTING LICENSES

Graphical presentation of the total number of licenses issued to broadcasters in Serbia

• Broadcasters • Coverage	TV	RADIO
National	6+2*	5+5*
Provincial	0+2*	0+4*
Regional	30	47
Local	93	274
Total	133	335
TOTAL Broadcasters in Serbia	468	



TV Radio

- National
- Provincial
- Regional
- Local



* Public broadcasting services:

National: RTS (Radio Television of Serbia)

Provincial: RTV (Radio Television of Vojvodina)

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Agency competences:

BROADCASTING LICENSES



Monitoring of broadcasters' operation – standard monitoring is for 24 hours

REGULAR - All national broadcasters (11), public service of Serbia and Vojvodina (7)

EX OFFICIO- Monitoring of operations of a number of broadcasters determined on a monthly basis (average 10 broadcasters)

ON SUBMISSION - Monitoring of broadcasters' operations regarding citizens' submissions (250 submissions a year on average)

OVERALL RESULT - 120.000 hours of monitored content per year

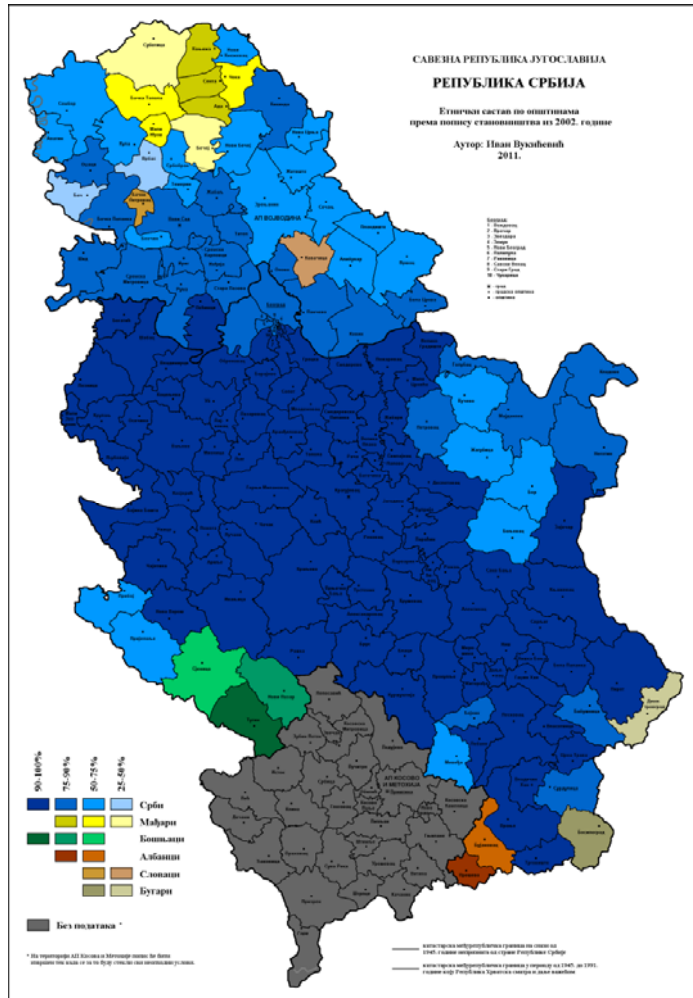


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Agency competences:

BROADCASTING LICENSES

Broadcasting in minority languages



No.	Broadcasting in minority languages	TV	RADIO
1	Albanian	4	4
2	Bosniac	1	1
3	Bulgarian	2	3
4	Vlach	1	3
5	Hungarian	8	32
6	German	0	2
7	Romani	8	28
8	Romanian	3	10
9	Ruthenian	1	13
10	Slovak	5	22
11	Ukrainian	0	8
12	Croatian	0	11
13	Czech	0	1
Total		33	138
TOTAL		171	

FUTURE WORK OF THE AGENCY

- Ongoing issuance of licenses for cable distribution
- Active participation in digital switch over process with relevant state institutions
- Increase of broadcasters' awareness of the regulation
- Experience exchange with regulatory bodies in region, Europe and international associations (EPRA, BSEC-BRAF, MNRA, CERF)

THANK YOU FOR
ATTENTION

Republic of Serbia
Republic Broadcasting Agency