



# REM – country report

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# Outline

Activities of Regulator

Media literacy activities

International activities

Issuing licenses



# Activities of Regulator

- 4 November 2024, Council members no longer perform their functions (Article 126, paragraph 1. Law on Electronic Media ("Official Gazette of the Republic of Serbia" No. 92/2023)
- Discussions on initiating co-regulation of commercial communications in the light of the protection of minors - inappropriate advertising of food or beverages containing high levels of fat, saturated fat or trans-fatty acids, salt or sugars
- Cooperation with University in Belgrade - lecture on the technological development of electronic media for students of the Faculty of Law
- cooperation with the Center for the Protection of Victims of Human Trafficking organized the lecture, attended by journalists from all over Serbia



# Media literacy activities



- training for over **200 educators and professional associates in preschool institutions** in Belgrade, Novi Sad, Niš, Subotica, Kraljevo, and Čačak
- The **third Media Literacy Open Days**, 14-18 October 2024 - "Media Wide Open Doors" campaign:
  - **Partners:** Radio Television of Serbia, Radio Television of Vojvodina, Prva TV, Naksi Radio and Panon TV, Public Enterprise "Broadcasting Technique and Connections"
  - Over **1,500 preschoolers** from Belgrade, Novi Sad and Subotica
  - round table "**Media Literacy and Children in the Digital Environment**" – panelists: Regulator, Belgrade City Library and TikTok



# Media literacy activities

- 28th Radio Day RAB SERBIA - owners and directors of 170 radio stations from Serbia, as well as their colleagues from Hungary, Great Britain, Croatia, Bosnia and Herzegovina and North Macedonia as part of the in Zlatibor
- regional workshop "Digital Security Agenda for the Western Balkans", which was held in Sarajevo



# International activities



- RTUK workshop on “Representation of Women in the Media”
- JIKA "The Role of the Media in Democratic Countries",
- ODIHR Promoting Conditions for Free and Fair Election Campaigns in the Western Balkans",
- Regular membership activities (ERGA, EPRA, BRAF, MNRA)

# Issuing licenses

- In 2024, a total of 75 licenses for providing media services were issued, of which 53 were issued based on a public tender, 22 on demand for those whose program is distributed via cable, satellite and IPTV platforms

Total No of MSP				
No.	Coverage	Radio	TV	
			Old	Alotment
1	Republic of Serbia	5	0	4
2	Autonomous Province of Vojvodina	1	0	27
3	Region of Belgrade	17	0	
4	Region	23	5	
5	Local	204	30	
Overall		<b>250</b>	<b>35</b>	
Total RTV		<b>312</b>		
Overall No of cable MSP				350
Overall No of Internet MSP				49
<b>Total No of MSP</b>				<b>711</b>

THANK YOU



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