

# ELECTIONS 2022

## *Final Report*

**Monitoring and analysis of the program content provided by the media service providers  
during the election campaign for the Presidential, Republican and Local Elections**

Department for Monitoring and Analysis

Belgrade, August 2022

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## Introductory chapter



## Introduction

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In the time interval of two years, the Regulatory Authority for Electronic Media (hereinafter referred to as "REM") monitored the behaviour of media service providers (hereinafter referred to as MSP) in two election campaigns in the Republic of Serbia. Although two years do not represent a significant time distance, REM observed, following both election campaigns, that they were not identical in terms of their content and the way they were presented in the media, which the analysis in this report will clearly show. The 2022 election campaign for the Presidential, Republican and Local Elections was held in significantly different circumstances than the 2020 election campaign. Unlike the previous campaign, when part of the opposition parties boycotted the election process, this year, in 2022, all the most important political parties in the country took part in the election race. For this reason, there was no polarization of the media into those who support the parties that go to the elections, and the media that give the majority of their information to the political forces that advocate a boycott of the elections.

The election process in 2022 lasted longer than in previous years due to repeated elections at some polling stations. After the election day, on April 3, the opposition lists filed objections to the irregularities at the polling stations and to the decisions on the correction of logical calculation errors, which is why the voting was repeated: on April 16, in a total of 54 polling stations for deputies of the National Assembly and in 35 polling stations seats for the President of the Republic<sup>1</sup>; April 16 for councillors of the Assembly of the City of Belgrade at four polling stations (Stari grad PS<sup>2</sup> 39; Palilula PS 31, Palilula PS 49 and Čukarica PS 106); April 21st for councillors of the Assembly of the City of Belgrade at two polling stations (Zvezdara PS 57 and Rakovica PS 73). Voting for members of the National Assembly at the polling station Bujanovac PS 6 (Veliki Trnovac) was repeated 4 times: on April 28, May 27, June 23<sup>4</sup> and June 30. Since the elections at the polling station Bujanovac PS 6 (Veliki Trnovac) were successfully completed on June 30, 2022, the Republican Election Commission adopted the Report on the overall results of the elections for deputies of the National Assembly at the 79th session held on July 5, 2022. Thus, the overall election process was completed on July 5, 2022.

The election process in 2022 was significantly different, both for the media that represented it in their program contents, and for the Regulatory Authority for Electronic Media, from all previous elections. The most significant innovation was reflected in the formation of the Temporary Supervisory Authority for Media Monitoring during the Election Campaign (hereinafter: PNT), which resulted in new circumstances in the work of REM.

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<sup>1</sup> Based on the summary reports on the results of voting in the elections for the President of the Republic held on April 3, 2022 and repeated at 35 polling stations on April 16, 2022, the Republic Electoral Commission at its 70th session, held on May 9, 2022, adopted the Report on the overall results of the election for the President of the Republic. In this way, the presidential elections ended on May 9, 2022.

<sup>2</sup> PS – abbreviation for „polling station “.

<sup>3</sup> At the 36th session, held on May 9, 2022, the Local Electoral Commission submitted to the Assembly of the City of Belgrade a report on the conducted elections for Assembly of the City of Belgrade councillors, which were held on April 3, 2022 and repeated at four polling stations on April 16, 2022 and at two polling stations on April 21, 2022. Thus, on May 9, 2022, the elections for councillors of the Assembly of the City of Belgrade were completed.

<sup>4</sup> It was not held because the board members failed to agree on the way to conduct the procedure; and then "Muharem Kadriu" elementary school, whose classroom in Veliki Trnovac is polling station number 6, received a report about an allegedly planted bomb.

The Temporary Supervisory Authority for Media Monitoring during the Election Campaign was constituted at the session held on November 19, 2021 in Belgrade. The PNT was established by the Decision on the Establishment of a Temporary Supervisory Authority for Media Monitoring during the Election Campaign ("Official Gazette of the RS", No. 97/21), and in accordance with the Final Document of the Inter-Party Dialogue on Election Conditions with the mediation of the European Parliament from September 18, 2021 and the Agreement on Improving the Conditions for Holding Elections concluded on October 29, 2021 between the representatives of the ruling and opposition parties and the President of the National Assembly of Serbia. The composition of PNT included six representatives of opposition political parties and six representatives who were elected on the proposal of the REM Council. The agreements that were made in the PNT, with the active and constructive participation of the representatives elected at the proposal of the REM, and the acts resulting from that process adopted by the REM Council, created changed circumstances for monitoring election media content.

Apart from active participation in the work of PNT, REM undertook for the first time to monitor the participation of political entities in the programs of media service providers before the start of the election campaign. Legal acts regulating the behaviour of electronic media during the election campaign do not apply to the appearance of political subjects in the program content of MSP in the period before the start of the election campaign. In accordance with its legal obligation related to the overall monitoring of the program content of media service providers, with the aim of strengthening the democratic capacities of society, in anticipation of the elections announced for April 2022, REM conducted the monitoring and analysis of the participation of political actors in the programs of selected MSPs. The starting point for such research and monitoring of the MSP program is the position of the REM and PNT Council that the opinion and decision-making of voters is not only influenced by the presentation of political views during the declared election campaign, but that this opinion is formed continuously from election to election, that is, every day. In this sense, the appearance of political actors outside the election campaign in MSP programs can influence the final decision of voters on election day.

The subject of the analysis of political pluralism on that occasion was not the entire (24-hour) programs of the observed MSPs, but the program content in which political subjects most often appear, the most watched shows of an informative nature: morning program formats, central news shows and news shows that are shown in the so-called prime time. On this occasion, the program contents of the following media service providers were monitored: RTS 1, RTV 1, RTV Pink, TV Happy, TV B92, TV Prva, Nova S and N1.

In the period from January 1 to February 10, 2022, REM published three reports on monitoring political pluralism. Two reports covered periods of fifteen days, and the third covered ten days of the supervised program. They pointed to trends related to the representation of certain political options, as well as differences in the editorial policies of the observed MSPs. The intention of monitoring political pluralism in the pre-election period was to make the space of the electronic media transparent, because it is considered that they still exert the greatest influence on the public, and the publication of data can influence the increase of the media's responsibility for the displayed media content before and during the election campaign itself, in order to achieve public interest. All three reports, which were made during January and February, indicated trends related to the representation of certain political options in the programs of the relevant media service providers. At the same time, by making the space of the media transparent to the circumstances of program contents that have political implications, the influence, as will be shown later, on the increased responsibility of a large number of media during the reporting period during the election campaign was increased.

On February 15, the President of the Republic of Serbia, Aleksandar Vučić, announced the extraordinary elections for members of the National Assembly (republican elections), and the President of the National Assembly, Ivica Dačić, the elections for councillors of city and municipal assemblies<sup>5</sup> (local elections). The election for the President of the Republic was announced by the President of the National Assembly in the technical mandate, Ivica Dačić, on March 2, 2022. All three levels of elections were held on the same day - April 3, 2022.

The decision of the REM Council on media monitoring during the election campaign included the monitoring of the program contents of twelve media service providers according to the formula: 4 + 4 + 4. REM monitored four television channels of public media services: RTS 1, RTS 2, RTV 1 and RTV 2; four commercial media service providers with licenses to cover the entire territory of Serbia: RTV Pink, Happy TV, TV B92 and TV Prva; and four cable media service providers: N1, Nova S, Al Jazeera and Insajder TV. The decision on the selection of cable MSPs was made by the REM Council based on an assessment of the greatest impact of program content on viewers. Such assessment becomes especially important during the election campaign. The program contents of the mentioned media were monitored and analysed during the 24 hours of every day of the election campaign. Therefore, this supervision represents the most comprehensive and detailed supervision of electronic media carried out in the Republic of Serbia. The data obtained through such monitoring represent a unique basis for further analysis of the situation in the electronic media in order to improve their behaviour during future election campaigns.

By announcing the election, REM started the so-called electoral supervision. During the election campaign, the Department for Monitoring and Analysis prepared, and the REM Council adopted, five periodic reports on monitoring the course of the election campaign, which were published every seven days of the election campaign. Supervision of MSP program content is fully aligned with OSCE Guidelines. Content analysis was applied by determining the tonality of the articles in three categories: positive, neutral and negative. This approach made it possible to tabulate the content profile of each MSP. Analysis of tonality with a comparative analysis of the most frequent topics will fully identify the position of the MSP in relation to individual participants in the electoral campaign. Also, for the first time, the classification of election campaign participants by gender was introduced, in order to determine the mutual relationship between male and female participants in the election program. The results of the data analysis according to the mentioned criteria will be relevant for the adoption of future media regulations that will regulate the election campaign.

The basic unit of monitoring and analysis of the programs of media service providers in the election campaign is a television program whose content is unequivocally of an election nature, which is defined, first of all, by: subject (participant in the election campaign), topic, tonality (context), as well as other variables used in analysis of the election program, expressed through two parameters: duration (hours:minutes:seconds); and percentage (%), which refers to the share of duration of the defined category in the total election time.

The public is presented with the REM's Final Report on the monitoring and analysis of the program of media service providers during the election campaign for the Presidential, Republican and Local Elections in 2022, made for the entire election period and for all levels of elections. The report contains data on the behaviour of supervised MSP for the period from February 15 to March 31, 2022.

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<sup>5</sup> Elections for Councillors of the Assemblies of City of Bor and Belgrade, and the Assemblies of the Municipalities of Arandelovac, Smederevska Palanka, Lučani, Medveđa, Knjaževac, Bajina Bašta, Doljevac, Kula, Kladovo, Majdanpek and Sečanj



## // chapter

### Methodology of monitoring the election media campaign

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The Regulatory Authority for Electronic Media (REM) in accordance with its legal obligations and competences defined in Article 22, paragraph 1, point 8.)<sup>6</sup> and in Article 24<sup>7</sup> of the Law on Electronic Media carried out supervision over the programs of media service providers (MSPs) during the campaign for the Presidential, Republican and Local Elections in the Republic of Serbia in 2022 (election campaign).

REM is responsible for monitoring the program content of MSP during the election campaign, not its participants.

Freedom and independence of the media are the basic conditions for fostering a free, open and democratic society, which guarantees human rights and basic freedoms. Therefore, it is particularly important that MSPs during the election campaign respect democratic principles and the regulation governing the course of the election campaign.

Special attention during the monitoring of the election campaign was paid to the following facts:

- Media service providers are responsible for the published program content during the election campaign;
- Media service providers are obliged to apply all the rules of regulation in a non-selective and impartial manner, especially in informative program content;
- Media service providers apply the rules of regulation in program contents that are not of an informative nature, and therefore do not relate directly to the election campaign, but can influence the attitudes of voters (documentary, entertainment and other types of program contents);
- Reports on the activities of state officials must be published by MSP with particular care, bearing in mind that such information can significantly influence the attitudes of voters and enable privileged treatment by public authorities;
- Media service providers are obliged to publish price lists for political advertising in their programs before the start of the election campaign<sup>8</sup>;

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<sup>6</sup> Regulator shall:

(...) control the operation of media service providers and ensure the consistent application of the provisions of this Law;

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### **Control of the operation of media service providers**

#### **Article 24**

The Regulator shall control the operation of media service providers in terms of consistent implementation and improvement of the principles underlying the regulation of relations in the field of electronic media, in terms of meeting the requirements for the provision of media services, performing other obligations which providers have under the provisions of the Law and bylaws, and take the required measures without delay.

During the implementation of the control referred to in paragraph 1 of this Article the Regulator shall ensure that media service providers comply with the obligations relating to program content provided by this Law and the conditions under which they were issued the license, which is particularly related to the type and nature of the program.

The Regulator, before a competent court or other public authority, shall initiate proceedings against the media service provider or the person responsible if their act or omission has the character of an offense punishable by law.

<sup>8</sup> Law on Electronic Media; article 47, paragraph 1, point 5): "The media service provider, in relation to its program content, in accordance with its program concept, is obliged to: 5) (...) before the start of the election campaign to announce the tariffs for political advertising (...).

- Media service providers are obliged not to accept for publication the contents of political advertising that contain a negative campaign of any electoral list submitter or candidate from the electoral list in relation to other electoral list submitters or candidates from the electoral lists.

Department for Monitoring and Analysis of the Regulatory Authority for Electronic Media carried out the supervision and analysis of the programs of media service providers during the election campaign. The monitoring is based on the decision of the REM Council made at the 414th extraordinary session<sup>9</sup> held on February 21, 2022, which determined that monitoring and analysis during the election campaign should be carried out over 12 media service providers, namely: four television programs of public media services (RTS 1, RTS 2, RTV 1 and RTV 2); four commercial media service providers with national coverage (RTV Pink, Happy TV, TV B92 and TV Prva); and four cable media service providers (N1, Nova S, Al Jazeera and Insajder TV).

The Department for Monitoring and Analysis based its work on the provisions of the Law on Electronic Media, the Law on Public Media Services, the Law on Advertising, the Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Recommendation to Commercial Media Service Providers on the Manner of Behaviour During the Election Campaign, Rulebook on the Protection of Minors in the Field of Media Services, Rulebook on the Protection of Human Rights in the Field of Media Services and Rulebook on Advertising and Sponsorship in Electronic Media.

The Regulatory Authority for Electronic Media, as well as other institutions responsible for monitoring and controlling the course of the election campaign, did not have jurisdiction over the programs of television stations that are not registered in Serbia and publish their programs on its territory. Namely, the REM can initiate proceedings and impose measures against MSPs registered in Serbia, due to violations of the norms regulating their behaviour during the election campaign. Providers of cable media services that publish their program on the territory of Serbia, and are not registered in Serbia, are not under the direct authority of REM, nor can it, apart from monitoring their program in order to obtain clear indicators of program content, initiate proceedings against them, nor impose measures on them. The only way REM can influence on the mentioned MSPs programs is indirect: when violations are noticed in their programs, REM can only turn to the Regulator that issued them the license to broadcast the program.

## Methodological bases of monitoring and analysis of media service providers during the election campaign

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The methodology of monitoring the election media campaign is based on the following:

1. OSCE Guidelines for reporting by public media services and commercial MSP during election campaigns<sup>10 11</sup>;
2. The conclusions of the inter-party dialogue on election conditions with the mediation of the European Parliament;
3. The efforts of representatives of the civil sector to improve the electoral process;
4. Good practice of REM in monitoring previous election processes<sup>12</sup>.

## The goal of monitoring and analysing media service providers during the election campaign

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The main goal of monitoring the program of media service providers during the election campaign in the Republic of Serbia in 2022 involves monitoring and analysing the behaviour of the MSPs in question. More precisely, the goal of monitoring is to determine how much programming time MSPs devoted to each participant of the election campaign and in what way. Therefore, the objectives of monitoring and analysis should be viewed exclusively in the light of the activities of the MSP, and not of the participants in the election campaign.

In accordance with the basic goal of monitoring and analysing the MSP during the election campaign, five main goals were defined.

1. The first goal of monitoring and analysing the MSP program during the election campaign is to determine how much program time they devoted to the election campaign and to each of its participants. The term "participant of the election campaign" is broader than the term "participant of the election process". Namely, the term election campaign participants, in addition to election lists, also includes parties that did not submit election lists of candidates for deputies or lists of candidates for the election of the President of the Republic, political analysts, as well as other entities such as: journalists (MSP), the Republic Electoral Commission (Republička izborna komisija - RIK), Local Electoral Commissions (Gradska izborna komisija - GIK), Regulatory Authority for Electronic Media (REM), Temporary Supervisory Authority for Media Monitoring during the Election Campaign (PNT), Centre for Free Elections and Democracy (Centar za slobodne izbore i demokratiju - CeSID), Centre for Research, Transparency and Accountability (Centar za istraživanje, transparentnost i odgovornost - CRTA), Organization for Security and Cooperation in Europe (OSCE) and others. The term "participant of the election process" means exclusively election lists and lists of candidates confirmed by the electoral commissions: Republican and Local electoral commissions. All entities that influence the final result of the election process are included in the analysis of the election campaign. The way in which the stated goal is achieved is to determine the representation of election campaign participants on MSP programs expressed in duration (hours: minutes: seconds) and share (percentage participation) in the total election time. TOTAL ELECTION TIME is the total time that MSP devoted to elections in its program (Table 1).

<sup>10</sup> Handbook On Media Monitoring for Election Observation Missions: <https://www.osce.org/files/f/documents/1/0/92057.pdf>

<sup>11</sup> Handbook on media monitoring for election observation missions (translation into Serbian): [https://www.osce.org/files/f/documents/b/1/384831\\_0.pdf](https://www.osce.org/files/f/documents/b/1/384831_0.pdf)

<sup>12</sup> [Final report on the monitoring of media service providers during the election campaign for the 2020 republican, provincial and local elections:](#)

2. The second goal is to check compliance with the provisions of all relevant norms that regulate the MSP behaviour in the election campaign. This goal relies directly on the legal basis of the monitoring and analysis of the election media campaign.
3. The third goal of monitoring the MSP program during the election campaign is to determine the relationship of the MSP towards the participants of the election process through the analysis of the tonality (or context) of the election content by analysing the program content. The election content, as the basis of the units of supervision and analysis, is determined, first of all, by the subject, which is the participant of the election campaign: electoral list or candidate; analyst, or anybody else from the "other participants" category, including, of course, the journalist of the related MSP. Depending on the quality of the text of the subject itself, and in relation to the topic discussed, the quality of that content is determined, i.e., its tone or context. Also, the tonality of election content is recognized through the clear position of the MSP in the form of an audio-visual narrative on the one hand, or a thoughtful, targeted selection of analysts, journalists and other interlocutors whose views are recognized and determined against specific electoral lists as participants in the election campaign, on the other sides.
4. The fourth objective of the monitoring and analysis of the program of media service providers during the election campaign is to record and define the most frequent topics of election contributions, as well as contributions in which state officials appear. Monitoring topics contributes to the recognition of electoral messages that motivate the voters in the election process.
5. The fifth goal of monitoring the election media campaign on the programs of the relevant MSPs is to determine how much of their program time, in all types of program content, they devoted to reporting on the activities of state officials during the election campaign, expressed in duration (hours:minutes:seconds) and share (percentage participation). By analysing the content, it is determined whether MSP, by showing the activities of state officials, publishes information that, by its nature, could be classified as an election political campaign.
6. The sixth objective is to determine the number, duration and share of election advertising messages shown on the programs of media service providers during the election campaign.

### **The basic unit of monitoring and analysing the programs of media service providers in the election campaign**

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The basic unit of monitoring and analysis of the programs of media service providers in the election campaign is a television program whose content is unequivocally of an election nature, that is, a television program whose content can influence the determination of viewers as potential voters on election day itself. A television program is the smallest complete unit of meaning of the constructed television reality that conveys a specific media message to which voters are exposed during the election campaign. The television program is defined, first of all, by the subject (participant of the election campaign), topic, tonality (context), as well as other variables used in the analysis of the election program, which are explained in detail in the chapter *Variables in the monitoring and analysis of the election campaign*. In this context, the television program should not necessarily be equated with the usual television program unit - the show (program content delimited by the opening and closing credits), which can be divided into smaller segments. According to the form, television programs can be: survey, news, report, statement, interview, commentary, studio conversation, debate, reportage, announcement, thematic report, audio report. All recorded and processed television applications are added up at the level of the specific media service provider and form the TOTAL ELECTION TIME of that MSP (Table 1).

**Table 1:** The structure of TOTAL ELECTION TIME

TOTAL ELECTION TIME			
GENERAL INFORMATIVE PROGRAM	SPECIALIZED ELECTION BROADCASTS	OTHER TYPES OF PROGRAM CONTENTS	ELECTION ADVERTISING MESSAGES
<ul style="list-style-type: none"> <li>▪ <b>Daily informative broadcasts</b> – news and journals;</li> <li>▪ <b>central informative shows</b> – the most important daily current affairs, as a rule in the so-called <i>prime time</i>;</li> <li>▪ <b>General electoral broadcasts</b> – broadcasts from the regular programming scheme with an election theme, most often in the form of interviews or debates;</li> <li>▪ <b>Other daily electoral broadcasts</b> (morning programs, city chronicles...)</li> </ul>	<ul style="list-style-type: none"> <li>▪ new shows with election themes of various forms, starting from presentations of election lists and presidential candidates to interviews or debates</li> </ul>	<ul style="list-style-type: none"> <li>▪ includes other types, except informative ones - genres (entertaining, documentary, scientific-educational...) in which election content appears</li> </ul>	<ul style="list-style-type: none"> <li>▪ television spots advertising electoral lists and/or presidential candidates</li> </ul>

## Subject of election campaign monitoring and analysis

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**Table 2:** The subject of monitoring and analysis of the election media campaign

Media Service Providers subjected to monitoring and analysis	
1.	<b>RTS 1</b>
2.	<b>RTS 2</b>
3.	<b>RTV 1</b>
4.	<b>RTV 2</b>
5.	<b>RTV Happy</b>
6.	<b>Happy TV</b>
7.	<b>TV B92</b>
8.	<b>TN Prva</b>
9.	<b>N1</b>
10.	<b>Nova S</b>
11.	<b>Al Jazeera</b>
12.	<b>Insajder TV</b>

The subject of monitoring and analysis was the total 24-hour program of twelve media service providers from Table 2.

Monitoring of the election campaign began on February 15, 2022, when the President of the Republic of Serbia announced extraordinary elections for members of the National Assembly (republican elections), and the President of the National Assembly announced elections for councillors of city and municipal assemblies (local elections). The elections for the President of the Republic were announced by the President of the National Assembly in the technical mandate, Ivica Dačić, on March 2, 2022.

The monitoring and analysis of the election campaign ended on March 31, 2022 at midnight, when the election silence period began, which is the end of the media election campaign. The monitoring of the programs of the MSPs in question continued until the end of the election process, in order to determine whether the MSPs in question respected the election silence. Extraordinary elections for deputies of the National Assembly, elections for councillors of city and municipal assemblies, and elections for the President of the Republic were held on the same day - April 3, 2022.

## Variables in election campaign monitoring and analysis

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Variables relevant for monitoring and analysis are divided into those related to election campaign participants (Table 3) and those related to media service providers (Table 4). The categories from tables 3 and 4 can be expressed through two parameters:

- 1) Duration (hours:minutes:seconds); and
- 2) Percentage (%) - refers to the share of the duration of the defined category in relation to the total election time.

Since the concepts denoting the categories in the variables are generally accepted, it is not necessary to explain them further or more precisely. However, for categories that are less frequently used, the meanings of which are not generally known and may cause confusion, interpretations are given in the footnotes below each table.

**Table 3:** Variables referring to the participants of the election

No.	Name of the variable	Categories
1.	<b>Type of monitoring</b>	<ol style="list-style-type: none"> <li>1. Presidential elections;</li> <li>2. Republican elections;</li> <li>3. Local elections.</li> </ol>
2.	<b>Participant of election campaign</b>	<ol style="list-style-type: none"> <li>1. List of candidates for the election of the President of the Republic of Serbia, announced by the Republic Electoral Commission;</li> <li>2. Electoral lists for the elections for deputies of the National Assembly of the Republic of Serbia, announced by the Republic Electoral Commission;</li> <li>3. Electoral lists for the elections for councillors of city assemblies and municipal assemblies, which were announced by the Local Electoral Commissions;</li> <li>4. Political analysts;</li> <li>5. Journalists – Media service providers;</li> <li>6. Other campaign participants: Republic Electoral Commission; Local Electoral Commissions (this category will be treated as unique for all local electoral commissions); Regulatory Authority for Electronic media - REM; Temporary Supervisory Authority for Media Monitoring during the Election Campaign - PNT; Agency for Prevention of Corruption (Agencija za sprečavanje korupcije), Centre for Free Elections and Democracy - CeSID; Research Centre - CIS; Centre for Research, Transparency and Accountability - CRTA; Organization for European Security and Cooperation - OSCE; Factor Plus; Transparency Serbia (Transparentnost Srbija); Commissioner for the Protection of Equality (Poverenica za zaštitu ravnopravnosti); Civic Initiatives (Gradjanske inicijative); Association of Students with Disabilities (Udruženje studenata sa hendikepom) - USH; and other.</li> </ol>
3.	<b>Individual</b>	Open type question <sup>13</sup> : the name and surname of the participant in the election process, who can be a politician from a specific party or a civil servant with a specific function.
4.	<b>Gender representation</b>	<ol style="list-style-type: none"> <li>1. Male;</li> <li>2. Female;</li> <li>3. Unclassified<sup>14</sup>.</li> </ol>
5.	<b>State function</b>	Open type question: the function that a participant in the election process performs by exercising power as a civil servant - President of the Republic, Prime Minister, Minister for..., Mayor, etc.

<sup>13</sup> there is no suggested answer, but data is entered for each subject individually

<sup>14</sup> the "Unclassified" category in the analysis of gender representation records those electoral content in which it was not possible to precisely define the gender of the subject of the election campaign. The "Unclassified" category records announcements, news, reports and election content of other forms in which information and media messages of organizations and political entities participating in the election campaign are transmitted in the plural and in principle



**Table 4:** Variables referring to the media service providers

No.	Name of the variable	Categories
1.	<b>Type of media service provider</b>	1. Public media services; 2. Commercial media service providers with national coverage; 3. Cable media service providers.
2.	<b>Name of the electoral content</b>	Open-ended question: names of shows in which optional content is recorded - electoral reports.
3.	<b>Content type<sup>15</sup></b>	1. General informative program; 2. Specialized election broadcasts; 3. Other types of program contents; 4. Election advertising messages.
4.	<b>Content form</b>	Genres of television journalists in the form of which election reports appear: 1. Survey; 2. News; 3. Report; 4. Statement; 5. Interview; 6. Commentary; 7. Studio conversation; 8. Debate <sup>16</sup> ; 9. Reportage; 10. Announcement; 11. Thematic report <sup>17</sup> ; 12. Audio report; 13. TV spot <sup>18</sup> .

<sup>15</sup> Explained in detail in Table 1: Structure of TOTAL ELECTION TIME

<sup>16</sup> A studio show in which several participants confront their views on given topics

<sup>17</sup> The thematic report is a complex form of television journalism (TV package) that interprets a complex media event in a wider context with images, tone and journalistic text, giving it new and different meanings. During the monitoring and analysis of the election campaign, it was used to mark those contents (election contributions) in which the MSP directly or indirectly takes a value position towards one of the campaign participants.

<sup>18</sup> The form of "TV spot" recorded announcements by state bodies (Republic Electoral Commission - RIK) and non-profit organizations (USH - Association of Students with Dissabilities): short audio-visual forms by which these organizations invited voters to go to the polls.

5.

## Tonality

The attitude of media service provider towards the election campaign participant is expressed through the determination of MSP according to the subject in question, which can be:

1. Positive (affirmative; emphasizing good, positive qualities, in this case one of the participants of the election campaign, directly or indirectly; also, it means to agree with someone's actions - the participant of the election campaign);
2. Negative (condescending, belittling, unfavourable, bad, with elements of insult, the opposite of positive);
3. Neutral (transmits without commentary, unspecified, inconspicuous, impartial).

The main goal of monitoring the MSP program during the election campaign involves monitoring and analysing the **behaviour** of the related MSPs. The behaviour of the MSP in the election campaign implies, on the one hand, the measurement of the **program time** that each MSP dedicated to the election campaign and each of its participants, as well as indexing the **method** in which the MSP presented that program time, that is, announced it. "Therefore, accurate monitoring of the media requires the use of a general index of reporting quality. The difficulty that immediately appears is related to the need to minimize the subjectivity of persons in charge of monitoring the media when assessing the tone of reporting, a characteristic that is quite subjective by nature. The tone is usually measured using a scale of five values (very negative, negative, neutral, positive, very positive) or three values (positive, neutral, negative)."<sup>19</sup> The Department for Monitoring and Analysis opted for a scale of three values.

The electoral content, as the basis of the units of supervision and analysis, is determined, first of all, by the subject, which is the participant of the election campaign: electoral list or candidate; analyst, or any other from the "other participants" category, including, of course, the journalist of the MSP in question. Depending on the quality of the text of the subject itself, and in relation to the topic discussed, the quality of that content is determined, i.e., its tone or context. If the participant of the election campaign spoke positively, negatively or neutrally about a certain topic in an election content, that content is classified as positive, negative or neutral. Also, if one of the participants of the election campaign talked positively, negatively or neutrally about another subject (participant of the election campaign), that content is classified as positive, negative or neutral, which is defined in the topic as: "positive, negative, or neutral about... (to the relevant subject, participant of the election campaign) “.

<sup>19</sup> Handbook on media monitoring for election observation missions (translation into Serbian): [https://www.osce.org/files/f/documents/b/1/384831\\_0.pdf](https://www.osce.org/files/f/documents/b/1/384831_0.pdf); page. 50.

	<b>Tonality</b>	<p>The main starting legal basis for monitoring and analysing the election campaign is that media service provider<sup>20</sup> has responsibility<sup>21</sup> for every published program content during the election campaign. The TV image of the election is "a journalist's construct, created on the basis of professional decisions that turn real events into television stories." The emphasis is on the professional strategies used by the media to produce exactly this kind of presentation, and not some other, possible, presentation of the event"<sup>22</sup>. The aim of the research of the media election campaign is to "reveal the structure of manufactured TV reality"<sup>23</sup>. Therefore, since television content is not an image of objective reality, but a construct of journalists and editors whose act is subjective: from setting the "agenda" of topics, repetition, rhetorical or visual effects of emphasizing certain news, through the networking of news and topics, to the targeted selection of analysts , journalists and other interlocutors whose views are recognized and determined against specific election lists as participants in the election campaign; each election content classified as positive, negative or neutral represents the value position and behavioural gesture of the respective media service provider in the election campaign.</p>
6.	<b>Content topic</b>	<p>Open-ended question: the most frequent and important topics that appear in electoral content, as segments of political programs presented by the participants of the electoral process, and in which state officials appear.</p>
7.	<b>Violations</b>	<p>An open question: violations of provisions of the current media laws, which regulate the behaviour of media service providers during election campaigns:</p> <ol style="list-style-type: none"> <li>1. Law on Electronic Media;</li> <li>2. Law on Public Media Services;</li> <li>3. Law on Advertising;</li> <li>4. Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign;</li> <li>5. Recommendation to Commercial Media Service Providers on the Manner of Behaviour During the Election Campaign;</li> <li>6. Rulebook on the Protection of Minors in the Field of Media Services;</li> <li>7. Rulebook on the Protection of Human Rights in the Field of Media Services;</li> <li>8. Rulebook on Advertising and Sponsorship in Electronic Media.</li> </ol>

<sup>20</sup>Law on Electronic Media; Article 4, Paragraph 1, Item 6): "**media service provider** means a natural or legal person who has editorial responsibility for the choice of audiovisual content of an audiovisual media service, (i.e., audio content of a radio media service), and determines the manner in which it is organized; "

<sup>21</sup> Law on Electronic Media; Article 4, Paragraph 1, Item 5): "**editorial responsibility** means the exercise of effective control both over the selection of the programmes and over their organization either in a chronological schedule, in the case of television broadcasts, or in a catalogue, in the case of on-demand audiovisual media services, unless the law provides otherwise; "

<sup>22</sup> Matić, Jovanka (2007): *Television against voters: television presentation of campaigns for parliamentary elections in Serbia 1990–2000*. IP Dobar naslov, Belgrade, p. 43

<sup>23</sup> Likewise.

## The process of monitoring and analysing the election campaign

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The process of monitoring and analysing the election media campaign takes place on three levels:

1. Level of monitoring;
2. Level of data analysis;
3. Data synthesis level.

### Levels of MSP monitoring during the media election campaign

1. Level of monitoring - the first level of monitoring the election campaign involves detailed monitoring of the recorded program (entering relevant data on program content related to the election campaign, in accordance with the defined variables from Tables 1, 2, 3 and 4) using specially designed software for program monitoring and analysis. The software is intended for the monitoring and analysis of audio and audio-visual material, regardless of the medium or platform of its publication - monitoring and analysis are performed on the recorded material.
2. The level of data analysis - it implies first, control of the quality of work at the level of monitoring. At this level of work, the data obtained through monitoring are processed and analysts prepare reports - tabular, graphic and narrative representations of the election campaign. The analysis of the data provided the basis for the creation of cross-sectional reports (total of 5) that represent the stages of monitoring the course of the election media campaign. Based on data analysis, individual reports on the behaviour of each relevant media service provider during the election campaign are compiled.
3. The level of data synthesis - implies the strategic level of election campaign monitoring. At this level of work, individual reports on the behaviour of media service providers during the election campaign are integrated into a single *Final Report*.

## Validation mechanisms of election campaign monitoring

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The process of validating election campaign monitoring takes place on a daily, weekly and final report level. On a daily basis, after the monitoring of the recorded program is completed, the accuracy of the entry of all data, i.e., the categories from the variables listed and described in *Tables 1, 2, 3 and 4*, is checked. On a weekly basis, the consistency of the application of criteria during the entry and alignment with the data on, announced in the meantime, election lists by the RIK and GIK. At the level of the *Final Report*, there is a control of the consistency of the entry of all data, that is, the categories from the variables of each individual media service provider and the control of the conformity of the criteria for all MSPs.

When irregularities, inconsistencies or non-compliance with established criteria are observed, a protocol on final validation of data entry quality is applied. The protocol involves the harmonization of data with established criteria by media analysts in charge of monitoring and analysis of individual media service provider, with the supervision of analysts in charge of data synthesis.

## The course of monitoring the election campaign

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The Department for Monitoring and Analysis monitored the election media campaign of media service providers with national coverage (12 subject MSPs - Table 2.) from the first day, i.e., from February 15, 2022, when the President of the Republic of Serbia announced extraordinary elections for the national deputies of the National Assembly, and the President of the National Assembly elections for councillors of city and municipal assemblies; the elections for the President of the Republic were announced by the President of the National Assembly in a technical mandate on March 2, 2022.

Already after the first six days of the campaign, the Department for monitoring and analysis made a cross-section of the flow of that part of the election campaign. *Report for the period: 15.02.2022 - 20.02.2022. on monitoring the course of the election campaign for the republican and local elections (first section)* brought data on the amount of program time that each of the 12 subject MSPs, individually, dedicated to the election campaign, that is, to each of its participants in the observed period, within its 24h program in all types of program content (except optional messages). The cross-section also provided data on the total amount of programming time that each MSP dedicated to state officials, with the possibility of comparing these two times: election time and time dedicated to state officials. Also, the first section provides a tabular presentation of all the topics that political subjects used to shape the election campaign on the program of related MSPs. The quality of MSP reporting on the activities of campaign participants on specific topics and through their relationship with other political entities is shown in a table, with a scale of three values (positive, neutral, negative tone of reporting). The first section of the course of the election campaign was adopted at the 416th extraordinary session of the REM Council held on February 28, 2022 and published on the REM website on the same day<sup>24</sup>.

Then, Department compiled a second cross-section of the course of the election campaign, which brings the same type of data as the first cross-section, but, in this case, for a longer period – 13 days. *Report for the period: 15.02.2022 - 27.02.2022, on monitoring the course of the election campaign for Republican and Local elections (section II)* was adopted at the 419th extraordinary session of the Council held on March 8, 2022, when it was also published on the REM website<sup>25</sup>.

*Report for the period: 15.02.2022 - 06.03.2022. on monitoring the course of the election campaign for Republican and Local elections (III section)*<sup>26</sup> was adopted by the REM Council at the 420th extraordinary session.

Fourth - *Report on the supervision of media service providers during the election campaign for the Presidential, Republican and Local elections from 02/15/2022. – 13.03.2022. year (IV section)*<sup>27</sup> and fifth - *Report on the supervision of media service providers during the election campaign for the Presidential, Republican and Local Elections from 02.15.2022. – 20.03.2022. year (V section)*<sup>28</sup>, with identical structures as the previous three, also bring data on the representation of candidates for the presidential elections, which were announced in the meantime - March 2, 2022.

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<sup>24</sup> [http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.-20.%20februar%20\(I%20presek\).pdf](http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.-20.%20februar%20(I%20presek).pdf)

<sup>25</sup> [http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.-27.%20februar%20\(II%20presek\).pdf](http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.-27.%20februar%20(II%20presek).pdf)

<sup>26</sup> [http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.02-06.03.2022%20\(III%20presek\).pdf](http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20period%2015.02-06.03.2022%20(III%20presek).pdf)

<sup>27</sup> [http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20preiod%2015.02-13.03.2022%20\(IV%20presek\).pdf](http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20za%20preiod%2015.02-13.03.2022%20(IV%20presek).pdf)

<sup>28</sup> [http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20-%20za%20period%2015.02-20.03.2022%20\(V%20presek\).pdf](http://www.rem.rs/uploads/files/lzbori%202022/lzbori%202022%20-%20za%20period%2015.02-20.03.2022%20(V%20presek).pdf)

During the duration of the media election campaign, the Department for Monitoring and Analysis compiled a total of five cross-sectional reports on monitoring the course of the election campaign, which were adopted at the meetings of the REM Council and published up-to-date on the same day on the website of the Regulator<sup>29</sup>. Monitoring the course of the election campaign through the analysis of the representation of participants in the programs observed by MSP on a weekly basis is a way of fulfilling the obligations arising from the decision of the REM Council on the monitoring of elections and the competences defined in the Law on Electronic Media, by the Department for Monitoring and Analysis, as well as an act of transparency of the work of REM. The cross-sectional reports represent the stages of the final shaping of the Final Report, and all five sections can thus be considered an integral part of the *Final Report on the monitoring and analysis of media service providers' programs during the election campaign for the Presidential, Republican and Local elections*.

## Structure of the Report and method of data presentation

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*The final report on the monitoring and analysis of media service providers' programs during the election campaign for the Presidential, Republican and Local Elections* is divided into six chapters.

**The introductory chapter** outlines the political circumstances of the pre-election and election period with reference to the position and role of REM in the election process.

**Chapter II** elaborates the methodology used to monitor and analyse the programs of media service providers during the election campaign.

**Chapters III, IV and V** provide an analysis of the program content of each of the relevant media service providers (12 MSPs - Table 2), in accordance with the Decision of the REM Council on monitoring and analysing the programs of selected media service providers during the election campaign for the Presidential, Republican and Local Elections in Republic of Serbia in 2022. *Chapter III* provides an analysis of four television programs of public media services: RTS 1, RTS 2, RTV 1 and RTV 2; *Chapter IV* – program analysis of four commercial media service providers with national coverage: RTV Pink, Happy TV, TV B92 and TV Prva; and *chapter V* - analysis of the programs of four cable media service providers: N1, Nova S, Al Jazeera and Insajder TV.

In these chapters, the time that each individual MSP dedicated to the participants of the election campaign is analysed, namely, program time, which includes program contents<sup>30</sup> - in the largest percentage of informative (own production), but also of other types, in which election program contents are recorded. The media service provider's own programming time devoted to elections and election campaign participants were analysed through tabular representations of election campaign participants:

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<sup>29</sup> <http://www.rem.rs/sr/arhiva/vesti#gsc.tab=0>

<sup>30</sup> as defined in the Law on Electronic Media; Article 4, Paragraph 1, Item 4): "program content is information, ideas and opinions as well as author's works in sound form (hereinafter: audio content), i.e., in the form of moving images with or without sound (hereinafter: audio-visual content) that represent an individual item in the program and are available to the public via electronic media for information, entertainment, education, etc. "

1. Structure of the TOTAL ELECTION TIME of the media service provider according to the **names of all program content (broadcasts)** in which election programs are recorded, classified by types into: General informative program; Specialized election broadcasts; Other types of program contents; Election advertising messages;
2. Structure of the TOTAL ELECTION TIME (program content of all types, at all levels of elections, without advertising election messages) of the subject MSP according to the **levels of elections**: presidential, republican, local level of elections;
3. Structure of TOTAL ELECTION TIME (program content of all types, at all levels of elections, without advertising election messages) of the MSP in question according to the **representation of election campaign participants**: electoral lists, political parties and movements that did not submit electoral lists, analysts, journalists (MSP) and other campaign participants;
4. Structure of the TOTAL ELECTION TIME (program content of all types, at all levels of the election, without advertising election messages) of the MSP according to the **quality of reporting (tonality or context)**: positive, negative, neutral;
5. Structure of the TOTAL ELECTION TIME (program content of all types, at all levels of the election, without advertising election messages) of the MSP according to the **audio-visual form of election contributions**: survey, news, report, statement, interview, commentary, studio conversation, debate, reportage, announcement, thematic report, audio report and TV spot;
6. Structure of the TOTAL ELECTION TIME (program content of all types, at all levels of the election, without advertising election messages) of the media service provider according to the **gender representation of the election campaign participants**: male, female, unclassified;
7. Representation of campaign participants at all levels of elections in **daily news shows (News and Journals)**;
8. Representation of campaign participants at all levels of the election in the **daily current affairs**;
9. Representation of campaign participants at all levels of elections in **regular and specialized news broadcasts**;
10. Representation of campaign participants at all levels of elections in **other types of content**;
11. Structure of the TOTAL ELECTION TIME (program content of all types, at all levels of the election, without advertisement election messages) of the media service provider in question according to the **representation of the presidential candidates**;
12. Comparative presentation of **state officials and election campaign participants** of all election levels in the overall observed program;
13. Comparative presentation of **all topics during the media election campaign**: topics promoted by state officials and topics used by participants at all levels that shaped the election campaign;
14. ADVERTISING TIME structure: **representation of campaign participants at all election levels in advertising messages** expressed through duration (hours:minutes:seconds), percentage (%), and number of advertising messages.

After all the tabular presentations of data related to the time that the MSP devoted to the participants of the election campaign in different program categories, an analysis of the election program content was given in the form of a description of the election program illustrated by examples of the behaviour of the MSP in question during the election campaign.

**Chapter VI** provides an overview of the work of the Regulator during the election campaign: acting ex officio on reports from the Department, and acting on complaints from citizens, political parties, participants in the electoral process and other organizations.

**Chapter VII** – final considerations and recommendations.

## */// chapter*

### **Public media services**

**Radio Television of Serbia (RTS) and Radio Television of Vojvodina (RTV)**



PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

## **Radio Television of Serbia – First program**



Program statistics for the time interval 15.02.2022 – 31.03.2022.  
TOTAL ELECTION TIME: ALL LEVELS OF THE ELECTIONS

Table 5: TYPES AND NAMES OF PROGRAM CONTENTS

MSP	Name of the content type	Name of the content	Duration	% of share in program duration
RTS 1	General informative program	“Oko”	16:12:52	28,37
		“Dnevnik 2”	04:55:32	8,62
		“Jutarnji program”	04:43:39	8,27
		“Šta radite bre”	03:29:16	6,09
		“Beogeradska hronika”	02:34:02	4,49
		“Dnevnik TRV Vojvodine”	01:53:35	3,31
		“Jutarnji dnevnik”	00:45:13	1,32
		“Oko magazin”	00:43:49	1,28
		“Vesti”	00:25:56	0,76
		“Specijalna emisija”	00:18:03	0,53
		“Dnevnik 1”	00:14:04	0,41
		“Vesti (C3J)”	00:12:27	0,36
		“Dnevnik 3”	00:09:02	0,26
		“Ovo je Srbija”	00:00:16	0,01
	TOTAL:		36:37:46	64,08
	Specialized election broadcasts	“Reč na reč”	13:06:53	22,94
		“Izborni TV spot: PIK”	00:21:56	0,64
		“Izborni TV spot: USH (DOG)”	00:00:13	0,01
		TOTAL:		13:29:02
	Election advertising messages		05:50:44	10,23
	Entertainment	“Na večeri kod/At dinner with”	01:06:07	1,93
	Documentary program	“Dosije Kosovo i Metohija”	00:05:47	0,17
	Other types of content TOTAL:		01:11:54	2,10
TOTAL ELECTION TIME			57:09:26	100,00

Program statistics for the time interval 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

In program contents of all types (except election advertising messages)

**Table 6: ELECTION LEVELS**

MSP	Type of monitoring (LEVEL OF ELECTION)	Duration of broadcasting	% of share in program duration
RTS 1	Republican	37:25:48	72,94
	Presidential	10:29:51	20,46
	Local	03:23:03	6,60
TOTAL ELECTION TIME		51:18:42	100,00

## Program statistics for the time interval 15.02.2022 – 31.03.2022

### TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS in ALL TYPES of program content  
(except election advertising messages)

**Table 7 - broadcasts: Belgrade Chronicle, News, News (SZJ), Journal 1, Journal 2, Journal 3, Journal RTV Vojvodina, Dosije Kosovo i Metohija, Election TV spot: RIK, Election TV spot: USH (DOG), Morning Journal, Morning program, Na večeri sa , Ovo je Srbija, Oko, Oko magazin, Reč na reč, Special show, Šta radite, bre**

MSP	Name of campaign participants	context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	<b>Other campaign participants (RIK, GIK, REM, PNT, OSCE, CeSID, USH)</b>	Neutral	<b>01:58:59</b>	<b>3,86</b>
	<b>Journalist (MSP)</b>	Neutral	01:26:32	2,81
		Negative	00:00:52	0,03
		Σ	<b>01:27:24</b>	<b>2,84</b>
	<b>Analysts</b>	Neutral	<b>00:31:16</b>	<b>1,02</b>
	Σ		<b>03:57:39</b>	<b>7,72</b>
	Left of Serbia (Levica Srbije)	Negative	<b>00:00:35</b>	<b>0,02</b>
	Socialism is the only way out (Socijalizam jedini izlaz)	Neutral	<b>00:00:24</b>	<b>0,01</b>
	Serbian left (Srpska levica)	Neutral	<b>00:00:21</b>	<b>0,01</b>
	Green party (Zelena stranka)	Neutral	<b>00:00:11</b>	<b>0,01</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:01:31</b>	<b>0,05</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (ALEKSANDAR VUČIĆ – ZAJEDNO MOŽEMO SVE)</b>	Positive	02:51:51	5,58
		Neutral	02:20:36	4,57
		Negative	01:59:24	3,88
		Σ	<b>07:11:51</b>	<b>14,03</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA (MARINIKA TEPIĆ – UJEDINJENI ZA POBEDU SRBIJE)</b>	Negative	02:51:54	5,58
		Positive	01:25:38	2,78
		Neutral	00:59:16	1,93
		Σ	<b>05:16:48</b>	<b>10,29</b>
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA (IVICA DAČIĆ – PREMIJER SRBIJE)</b>	Positive	01:54:06	3,71
		Neutral	01:29:10	2,90
		Negative	01:01:27	2,00
		Σ	<b>04:24:43</b>	<b>8,61</b>

RTS 1	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ (MORAMO-AKCIJA-EKOLOŠKI USTANAK-ĆUTA-"NE DAVIMO BEOGRAD"-NEBOJŠA ZELENVIĆ)	Negative	01:24:27	2,74
		Positive	01:15:55	2,47
		Neutral	01:11:43	2,33
		Σ	03:52:05	7,54
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA (DR MILOŠ JOVANOVIĆ – NADA ZA SRBIJU)	Positive	01:24:27	2,74
		Neutral	01:12:07	2,34
		Negative	01:09:07	2,24
		Σ	03:45:41	7,32
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" – POKS (BOŠKO OBRADOVIĆ – SRPSKI POKRET DVERI – POKS)	Positive	01:30:01	2,92
		Negative	01:25:44	2,78
		Neutral	00:34:38	1,12
		Σ	03:30:23	6,82
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (SUVERENISTI – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ)	Positive	01:16:18	2,46
		Negative	01:08:09	2,21
		Neutral	01:04:19	2,09
		Σ	03:28:46	6,76
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI" (MILICA ĐURĐEVIĆ STAMENKOVSKI – SRPSKA STRANKA ZAVETNICI)	Positive	01:25:46	2,79
		Negative	01:15:04	2,44
		Neutral	00:37:42	1,22
		Σ	03:18:32	6,45
	BORIS TADIĆ - COME ON PEOPLE (BORIS TADIĆ – AJMO LJUDI)	Negative	00:55:41	1,81
		Positive	00:51:08	1,66
		Neutral	00:46:14	1,50
		Σ	02:33:03	4,97
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY (DR VOJISLA ŠEŠELJ – SRPSKA RADIKALNA STRANKA)	Positive	00:53:17	1,73
		Neutral	00:47:43	1,55
		Negative	00:27:18	0,89
		Σ	02:08:18	4,17
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ (MUFTIJIN AMANET – STRANKA PRAVDE I POMIRENJA (SPP) – USAME ZUKORLIĆ)	Positive	00:31:20	1,02
		Neutral	00:26:58	0,88
		Negative	00:13:33	0,44
		Σ	01:11:51	2,34
	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ ( <i>presidential level of the election</i> ) (GG SRPSKI PATRIOTA – MIŠA VACIĆ)	Negative	00:33:53	1,10
		Positive	00:26:04	0,85
		Neutral	00:09:24	0,31
		Σ	01:09:21	2,26

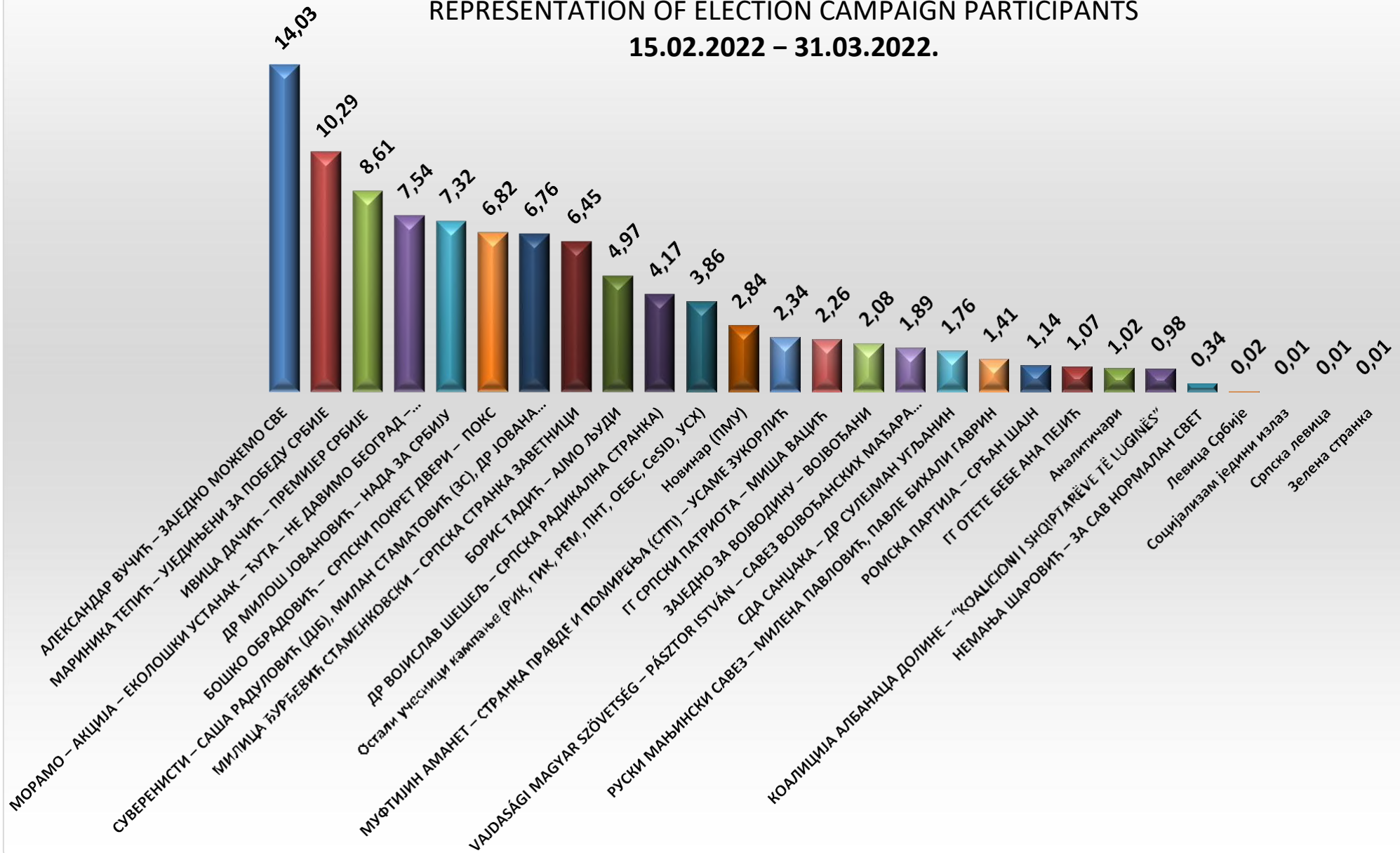
RTS 1	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA  (ZAJEDNO ZA VOJVODINU – VOJVODJANI)	Negative	00:22:23	0,73
		Neutral	00:21:46	0,71
		Positive	00:19:49	0,64
		Σ	01:03:58	2,08
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR  (VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – SAVEZ VOJVOĐANSKIH MAĐARA – IŠTVAN PASTOR)	Neutral	00:38:35	1,25
		Positive	00:19:34	0,64
		Σ	00:58:09	1,89
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:28:31	0,93
		Negative	00:22:35	0,73
		Neutral	00:03:06	0,10
		Σ	00:54:12	1,76
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN  (RUSKI MANJINSKI SAVEZ – MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN)	Positive	00:22:44	0,74
		Neutral	00:11:03	0,36
		Negative	00:09:40	0,31
		Σ	00:43:27	1,41
	ROMA PARTY - SRDJAN ŠAJN  (ROMSKA PARTIJA - SRDJAN ŠAJN)	Positive	00:28:48	0,94
		Neutral	00:04:17	0,14
		Negative	00:01:53	0,06
		Σ	00:34:58	1,14
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ  (GG OTETE BEBE – ANA PEJIĆ)	Positive	00:12:48	0,42
		Negative	00:12:44	0,41
		Neutral	00:07:18	0,24
		Σ	00:32:50	1,07
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS  (KOALICIJA ALBANACA DOLINE - COALITIONS AND SHQIPTARËVE TË LUGINËS)	Negative	00:13:05	0,42
		Neutral	00:10:06	0,33
		Positive	00:07:03	0,23
		Σ	00:30:14	0,98
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election) (NEMANJA ŠAROVIĆ – ZA SAV NORMALAN SVET)	Negative	00:09:53	0,32
		Neutral	00:00:29	0,02
		Σ	00:10:22	0,34
	Electoral lists		47:19:32	92,23
TOTAL ELECTION TIME		51:18:42	100,00	

# RTS 1

## TOTAL ELECTION TIME

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

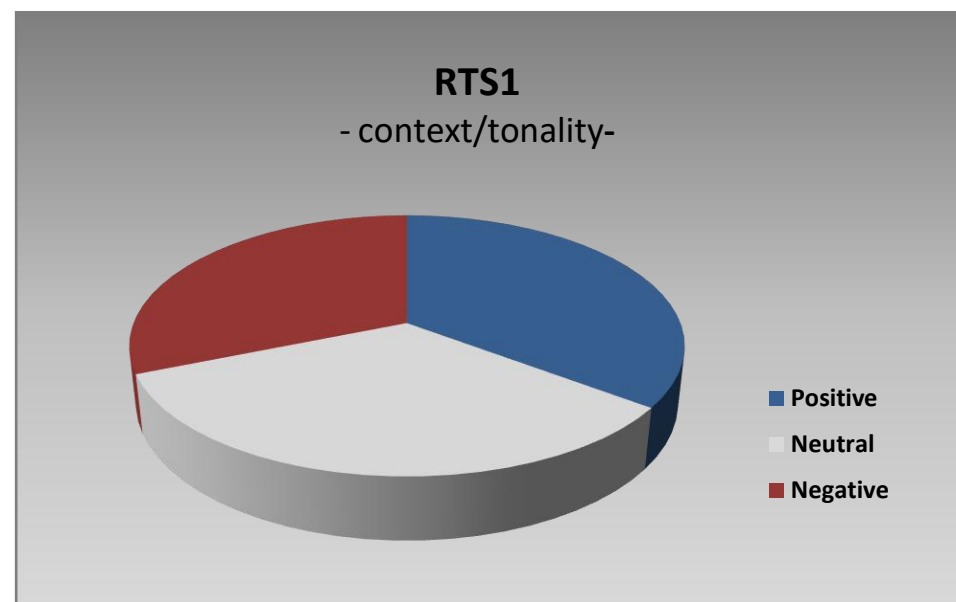
15.02.2022 – 31.03.2022.



Program statistics for the period 15.02.2022 - 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 in program contents of ALL TYPES (except electoral advertising messages)

**Table 8: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Classification name	Duration of broadcasting	% of share in program duration
RTS 1	Positive	18:05:08	35,25
	Neutral	17:14:13	33,59
	Neutral	15:59:21	31,16
<b>TOTAL ELECTION TIME</b>		<b>51:18:42</b>	<b>100,00</b>





Program statistics for the period 15.02.2022 - 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
in program contents of ALL TYPES (except electoral advertising messages)

**Table 9: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Form of the content	Duration of broadcasting	% of share in program duration
RTS1	Interview	28:35:17	55,71
	Audio report	07:30:22	14,63
	Studio conversation	06:08:33	11,97
	Statement	04:12:59	8,22
	Report	03:31:58	6,89
	News	00:26:08	0,85
	Thematic report	00:16:47	0,55
	Announcement	00:14:29	0,47
	TV spot	00:22:09	0,72
<b>TOTAL ELECTION TIME</b>		<b>51:18:42</b>	<b>100,00</b>

**Table 10: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Form of the content	Duration of broadcasting	% of share in program duration
RTS 1	Male	36:28:01	71,07
	Female	11:42:10	22,81
	Unclassified	03:08:31	6,12
<b>TOTAL ELECTION TIME</b>		<b>51:18:42</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 - 31.03.2022.

DAILY INFORMATIVE BROADCASTS (News and Journals)

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 11 – broadcasts: News, News (SZJ), Morning Journal, Journal 1, Journal 2, Journal 3, Journal of RTV Vojvodina

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	Other campaign participants (RIK, GIK, REM, PNT, OSCE, CeSID)	Neutral	00:52:37	10,20
	Journalists (MSP)	Neutral	00:50:55	9,87
	Analysts	Neutral	00:10:49	2,10
	Σ		01:54:21	22,17
	Green party (Zelena stranka) <sup>31</sup>	Neutral	00:00:07	0,02
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:45:20	8,79
		Neutral	00:17:46	3,44
		Negative	00:08:41	1,68
		Σ	01:11:47	13,91
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:19:19	3,74
		Positive	00:16:36	3,22
		Neutral	00:06:27	1,25
		Σ	00:42:22	8,21
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:21:44	4,21
		Neutral	00:10:03	1,95
		Negative	00:07:32	1,46
		Σ	00:39:19	7,62
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:17:35	3,41
		Negative	00:10:14	1,98
		Neutral	00:05:20	1,03
		Σ	00:33:09	6,42
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Positive	00:16:59	3,29
		Negative	00:06:04	1,18
		Neutral	00:06:02	1,17
		Σ	00:29:05	5,64

<sup>31</sup> A political party that has not submitted an election list of candidates for deputies.

RTS 1	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović	Positive	00:18:36	3,61
		Negative	00:05:16	1,02
		Neutral	00:04:59	0,97
		$\Sigma$	<b>00:28:51</b>	<b>5,60</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:19:23	3,76
		Neutral	00:06:24	1,24
		Negative	00:02:35	0,50
		$\Sigma$	<b>00:28:22</b>	<b>5,50</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:16:04	3,13
		Negative	00:05:36	1,09
		Neutral	00:05:38	1,09
		$\Sigma$	<b>00:27:18</b>	<b>5,31</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:17:02	3,30
		Neutral	00:05:15	1,02
		Negative	00:03:59	0,77
		$\Sigma$	<b>00:26:16</b>	<b>5,09</b>
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:09:37	1,86
		Neutral	00:05:54	1,14
		Negative	00:00:43	0,14
		$\Sigma$	<b>00:16:14</b>	<b>3,14</b>
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:09:54	1,92
		Negative	00:02:37	0,51
		Neutral	00:01:41	0,33
		$\Sigma$	<b>00:14:12</b>	<b>2,76</b>
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:09:16	1,80
		Negative	00:02:59	0,58
		Neutral	00:01:29	0,29
		$\Sigma$	<b>00:13:44</b>	<b>2,67</b>
	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ ( <i>presidential level of the election</i> )	Positive	00:05:26	1,05
		Neutral	00:01:11	0,23
		Neutral	00:00:33	0,11
		$\Sigma$	<b>00:07:10</b>	<b>1,39</b>
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:04:33	0,88
		Neutral	00:00:50	0,16
		Negative	00:00:20	0,06
		$\Sigma$	<b>00:05:43</b>	<b>1,10</b>

RTS 1	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:02:28	0,48
		Positive	00:02:15	0,44
		Σ	00:04:43	0,92
	CITIZEN GROUP “KIDNAPPED BABIES - ANA PEJIĆ	Positive	00:03:08	0,61
		Neutral	00:01:04	0,21
		Σ	00:04:12	0,82
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:02:55	0,57
		Neutral	00:01:08	0,22
		Σ	00:04:03	0,79
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Positive	00:01:25	0,27
		Neutral	00:01:00	0,19
		Σ	00:02:25	0,46
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Positive	00:01:09	0,22
		Neutral	00:00:54	0,17
		Negative	00:00:23	0,07
		Σ	00:02:26	0,46
Electoral lists		06:41:21	77,81	
TOTAL		08:35:49	100,00	

Program statistics for the period 15.02.2022 – 31.03.2022.

CENTRAL INFORMATIVE SHOWS

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 12 – shows: Journal 2

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	Journalists (MSP)	Neutral	00:25:04	8,48
	Other campaign participants (RIK, OSCE, CeSID)	Neutral	00:07:23	2,50
	$\Sigma$		00:32:27	10,98
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:30:45	10,40
		Negative	00:01:20	0,45
		Neutral	00:01:15	0,42
		$\Sigma$	00:33:20	11,27
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:12:49	4,34
		Positive	00:12:06	4,09
		Neutral	00:03:58	1,34
		$\Sigma$	00:28:53	9,77
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:16:00	5,41
		Neutral	00:05:09	1,74
		Negative	00:04:37	1,56
		$\Sigma$	00:25:46	8,71
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ	Positive	00:15:16	5,17
		Negative	00:04:47	1,62
		Neutral	00:03:05	1,04
		$\Sigma$	00:23:08	7,83
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:13:40	4,62
		Negative	00:04:53	1,65
		Neutral	00:04:05	1,38
		$\Sigma$	00:22:38	7,65
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” – POKS	Positive	00:11:32	3,90
		Negative	00:06:28	2,19
		Neutral	00:03:04	1,04
		$\Sigma$	00:21:04	7,13
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:12:34	4,27
		Negative	00:04:22	1,48
		Neutral	00:03:25	1,16
		$\Sigma$	00:20:21	6,91

RTS 1	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:12:12	4,13
		Negative	00:02:42	0,91
		Neutral	00:02:06	0,71
		Σ	00:17:00	5,75
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:11:28	3,88
		Neutral	00:03:02	1,03
		Negative	00:01:30	0,51
		Σ	00:16:00	5,42
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:08:24	2,84
		Neutral	00:04:33	1,54
		Negative	00:00:43	0,24
		Σ	00:13:40	4,62
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:07:17	2,46
		Negative	00:02:01	0,68
		Neutral	00:00:26	0,15
		Σ	00:09:44	3,29
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:06:20	2,14
		Negative	00:01:45	0,59
		Neutral	00:01:27	0,49
		Σ	00:09:32	3,22
	CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (presidential level of the election)	Positive	00:04:33	1,54
		Negative	00:01:11	0,40
		Neutral	00:00:23	0,13
		Σ	00:06:07	2,07
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:04:33	1,54
		Neutral	00:00:33	0,19
		Negative	00:00:20	0,11
		Σ	00:05:26	1,84
	CITIZEN GROUP “KIDNAPPED BABIES - ANA PEJIĆ	Positive	00:02:16	0,77
		Neutral	00:00:40	0,23
		Σ	00:02:56	1,00
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Positive	00:01:25	0,48
		Neutral	00:01:00	0,34
		Σ	00:02:25	0,82
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:02:05	0,70
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Positive	00:01:09	0,39
		Negative	00:00:23	0,13
		Σ	00:01:32	0,52
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:01:03	0,36
		Neutral	00:00:25	0,14
		Σ	00:01:28	0,50
	Electoral lists		04:23:05	89,02
TOTAL		04:55:32	100,00	

## Program statistics for the period 15.02.2022 - 31.03.2022

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 13 – broadcasts: Belgrade Chronicle, Morning Program, Ovo je Srbija, Oko, Oko magazine, Reč na reč, Election TV spot: RIK, Choice TV spot: USH (DOG), Special show, Šta radite, bre**

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	Other campaign participants (RIK, GIK, REM PNT, OSCE, CeSID, USH)	Neutral	01:06:22	2,66
	Journalists (MSP)	Neutral	00:35:37	1,43
		Negative	00:00:52	0,03
		Σ	00:36:29	1,46
	Analysts	Neutral	00:20:27	0,82
	Σ		02:03:18	4,94
	Left of Serbia (Levica Srbije)	Negative	00:00:35	0,02
	Socialism is the only way out (Socijalizam jedini izlaz)	Neutral	00:00:24	0,02
	Serbian left (Srpska levica)	Neutral	00:00:21	0,01
	Green party (Zelena stranka)	Neutral	00:00:04	0,00
	Political parties and movements that have not submitted election lists of candidates for deputies		00:01:24	0,05
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	02:06:31	5,08
		Negative	01:50:43	4,44
		Neutral	00:56:43	2,28
		Σ	04:53:57	11,80
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	02:32:35	6,13
		Positive	01:09:02	2,77
		Neutral	00:52:49	2,12
		Σ	04:34:26	11,02
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	01:37:04	3,90
		Neutral	01:20:54	3,25
		Negative	00:57:28	2,31
		Σ	03:55:26	9,46

<b>RTS 1</b>	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	Negative	01:19:11	3,18
		Neutral	01:06:44	2,68
		Positive	00:57:19	2,30
		$\Sigma$	<b>03:23:14</b>	<b>8,16</b>
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	Positive	01:02:43	2,52
		Negative	01:01:35	2,47
		Neutral	00:59:18	2,38
		$\Sigma$	<b>03:03:36</b>	<b>7,37</b>
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	Negative	01:02:33	2,51
		Neutral	00:58:41	2,36
		Positive	01:00:14	2,35
		$\Sigma$	<b>03:01:28</b>	<b>7,22</b>
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS</b>	Negative	01:15:30	3,03
		Positive	01:12:26	2,91
		Neutral	00:29:18	1,18
		$\Sigma$	<b>02:57:14</b>	<b>7,12</b>
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"</b>	Negative	01:09:00	2,77
		Positive	01:08:47	2,76
		Neutral	00:31:40	1,27
		$\Sigma$	<b>02:49:27</b>	<b>6,80</b>
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	Negative	00:52:42	2,12
		Neutral	00:44:45	1,80
		Positive	00:41:52	1,68
		$\Sigma$	<b>02:19:19</b>	<b>5,60</b>
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	Neutral	00:41:19	1,66
		Positive	00:33:54	1,36
		Negative	00:24:43	0,99
		$\Sigma$	<b>01:39:56</b>	<b>4,01</b>
	<b>CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ (presidential level of the election)</b>	Negative	00:32:42	1,31
		Positive	00:20:38	0,83
		Neutral	00:08:51	0,36
		$\Sigma$	<b>01:02:11</b>	<b>2,50</b>
	<b>MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ</b>	Positive	00:21:43	0,87
		Neutral	00:21:04	0,85
		Negative	00:12:50	0,52
		$\Sigma$	<b>00:55:37</b>	<b>2,24</b>



RTS 1	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:36:07	1,45
		Positive	00:17:19	0,70
		Σ	00:53:26	2,15
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:20:05	0,81
		Negative	00:19:46	0,79
		Positive	00:09:55	0,40
		Σ	00:49:46	2,00
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:23:58	0,96
		Negative	00:22:15	0,89
		Neutral	00:02:16	0,09
		Σ	00:48:29	1,94
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Positive	00:21:35	0,87
		Neutral	00:10:09	0,41
		Negative	00:09:17	0,37
		Σ	00:41:01	1,65
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:25:53	1,04
		Neutral	00:03:09	0,13
		Negative	00:01:53	0,08
		Σ	00:30:55	1,25
	CITIZEN GROUP “KIDNAPPED BABIES - ANA PEJIĆ	Negative	00:12:44	0,51
		Positive	00:09:40	0,39
		Neutral	00:06:14	0,25
		Σ	00:28:38	1,15
	COALITION OF ALBANIANS OF THE VALLEY – KOALICIONI I SHQIPTARËVE TË LUGINËS	Negative	00:13:05	0,53
		Neutral	00:09:06	0,37
		Positive	00:05:38	0,23
		Σ	00:27:49	1,13
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of elections)	Negative	00:09:53	0,40
		Neutral	00:00:29	0,02
		Σ	00:10:22	0,42
	Electoral lists		39:26:17	94,99
TOTAL		41:30:59	100,00	

**Program statistics for the period 15.02.2022 - 31.03.2022.**  
**OTHER TYPES OF PROGRAM CONTENT (Documentary and Entertainment)**  
**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 14 – broadcasts: *Dosije Kosovo, Na večeri kod***

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	01:06:07	91,96
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:03:01	4,19
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:02:46	3,85
<b>TOTAL</b>			<b>01:11:54</b>	<b>100,00</b>

The circumstances under which Iva Štrljić, a candidate on the election list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING for councillors in the Assembly of the City of Belgrade, appears in two episodes of the entertainment series "Na večeri sa" are explained in detail in the chapter "PROCEEDINGS OF THE REM COUNCIL AND COMPLAINTS IN THE ELECTION PROCESS", pg. 295-296 (subject number 07-630/22, initiated by **Vladana Jaraković** (CRTA), and addressed to Public Media Service -Radio Television of Serbia, Belgrade – RTS1, 236<sup>th</sup> regular session, May 5, 2022).

Namely, on February 28, 2022, RTS sent a letter to the Regulator so as to inform about the related case, stating that it was about a program that was recorded in November 2021, when no information could be obtained about the composition of candidate lists for the elections.

In the premiere episode on March 7, the appearance of Iva Štrljić is on a larger scale, considering that the episode was designed so that Iva plays the role of a housewife, while in the show premiered on February 28, the appearance is much smaller. According to RTS, the change in the dynamics of the presentation would affect the changes in the concept of the entire series, bearing in mind that it is also about the final show (in which a prize is awarded, the amount of which is intended for the Institution for children and people with disabilities "Sremčica").

The Department for Monitoring and Analysis recorded the appearance of Iva Štrljić in the entertainment show *Na večeri kod ...* and that time was allocated to the electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING.

## Program statistics for the period 02.03.2022 - 31.03.2022

### TOTAL ELECTION TIME

REPRESENTATION OF PRESIDENTIAL CANDIDATES in program contents of ALL TYPES (except election advertising messages)

Table15 – broadcasts: News, News (SZJ), Journal 1, Journal 2, Journal 3, Journal RTV Vojvodina, Morning program, Oko, Šta radite

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 1	MILOŠ JOVANOVIĆ	Positive	00:36:49	1,39
		Negative	00:27:38	1,04
		Neutral	00:21:44	0,82
		Σ	01:26:11	3,25
	ZDRAVKO PONOŠ	Negative	00:31:21	1,18
		Positive	00:27:08	1,02
		Neutral	00:21:12	0,80
		Σ	01:19:41	3,00
	BOŠKO OBRADOVIĆ	Positive	00:46:51	1,76
		Negative	00:18:18	0,69
		Neutral	00:13:33	0,51
		Σ	01:18:42	2,96
	MILICA ĐURĐEVIĆ STAMENOVSKI	Positive	00:45:37	1,72
		Negative	00:19:29	0,73
		Neutral	00:13:32	0,51
		Σ	01:18:38	2,96
	BILJANA STOJKOVIĆ	Positive	00:33:50	1,27
		Negative	00:27:57	1,05
		Neutral	00:15:44	0,59
		Σ	01:17:31	2,91
	BRANKA STAMENKOVIĆ	Positive	00:41:50	1,58
		Neutral	00:20:23	0,77
		Negative	00:10:38	0,40
		Σ	01:12:51	2,75
	MIŠA VACIĆ	Negative	00:33:53	1,28
		Positive	00:26:04	0,98
		Neutral	00:09:24	0,35
		Σ	01:09:21	2,61
	ALEKSANDAR VUČIĆ	Positive	00:45:44	1,72
		Neutral	00:13:46	0,52
		Negative	00:01:52	0,07
		Σ	01:01:22	2,31
	Presidential candidates			10:04:17
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			34:10:58	77,25
TOTAL ELECTION TIME			44:15:15	100,00

Program statistics for the period 15.02.2022 - 31.03.2022.  
**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising messages)

Table 16.

MSP	State function	Duration of broadcasting	% of share in program duration
RTS1	President of the Republic of Serbia	08:32:14	13,34
	President of the Assembly of Serbia	00:45:30	1,18
	Prime Minister of the Republic of Serbia	00:38:28	1,00
	Secretaries of State	00:31:49	0,83
	Presidents of municipalities	00:18:04	0,47
	Minister of Health	00:17:16	0,45
	Minister of Mining and Energy	00:11:57	0,31
	Minister of Trade, Tourism and Telecommunications	00:10:11	0,27
	Minister of Defence	00:08:49	0,23
	Minister of Foreign Affairs	00:07:27	0,19
	Minister of Finance	00:06:48	0,18
	Minister of Agriculture, Forestry and Water Management	00:06:17	0,16
	Republican officials	00:05:45	0,16
	Minister for the Countryside Care	00:05:34	0,14
	Deputy mayors	00:05:09	0,13
	Mayors	00:04:24	0,11
	Minister of Mining and Energy	00:03:55	0,10
	Minister of Interior Affairs	00:03:27	0,09
	Minister of Culture and Information	00:02:58	0,08
	Minister of Education, Science and Technological Development	00:02:27	0,06
	Minister without portfolio in charge of innovation and technological development	00:02:02	0,05
	Minister for Labour, Employment, Veterans and Social Affairs	00:01:56	0,05
	Governor of the National Bank of Serbia	00:01:54	0,05
	Assistant Ministers	00:01:22	0,04
	Minister for European Integration	00:01:16	0,03
	Minister for Human and Minority Rights	00:01:03	0,03
	Minister of Youth and Sports	00:00:41	0,02
	Minister of Economy	00:00:48	0,02
	Minister of Justice	00:00:13	0,01
	President of the Government of AP Vojvodina	00:00:24	0,01

RTS 1	Minister without portfolio in charge of improving the development of underdeveloped municipalities	00:00:34	0,01
	Provincial Secretary for Economy	00:00:15	0,01
	President of the City Assembly	00:00:09	0,00
	<b>TOTAL STATE OFFICERS</b>	<b>12:41:06</b>	<b>19,81</b>
MSP	Name of the participant of election campaign	Duration of broadcasting	% of share in program duration
RTS 1	<b>Other campaign participants (RIK, GIK, REM PNT, OSCE, CeSID, USH)</b>	01:58:59	3,10
	<b>Journalists (Media Service Provider)</b>	01:27:24	2,28
	<b>Analysts</b>	00:31:16	0,81
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	00:01:31	0,04
	<b>Σ</b>	<b>03:59:10</b>	<b>6,23</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	07:11:51	11,25
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	05:16:48	8,25
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	04:24:43	6,89
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	03:52:05	6,04
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	03:45:41	5,88
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” – POKS	03:30:23	5,48
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	03:28:46	5,43
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	03:18:32	5,17
	BORIS TADIĆ - COME ON PEOPLE	02:33:03	3,99
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	02:08:18	3,34
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	01:11:51	1,87
	GG SERBIAN PATRIOTS - MIŠA VACIĆ	01:09:21	1,81
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	01:03:58	1,67
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	00:58:09	1,51
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	00:54:12	1,41
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	00:43:27	1,13
	ROMA PARTY - SRDJAN ŠAJN	00:34:58	0,91
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	00:32:50	0,86
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	00:30:14	0,79
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	00:10:22	0,27
	<b>Electoral lists</b>	<b>47:19:32</b>	<b>73,95</b>
	<b>TOTAL ELECTION PROGRAM</b>	<b>51:18:42</b>	<b>80,20</b>
<b>TOTAL</b>		<b>63:59:48</b>	<b>100,00</b>

Program statistics for the time period 15.02.2022 – 31.03.2022.  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
 in program contents of ALL TYPES (except election advertising messages)

Table 17.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Election promises	7:34:37	14,77	Crisis in Ukraine	2:43:03	21,42
Elections in general, campaign, procedure	7:21:56	14,35	International political and economic cooperation	2:21:01	18,53
Challenging candidates, mutual criticism	5:48:15	11,31	Economic policy, tax policy	1:40:56	13,26
Criticism of the authorities	4:14:52	8,28	Investments, new jobs	0:51:33	6,77
Social policy, healthcare	2:17:45	4,47	Kosovo and Metohija	0:44:23	5,83
Economic policy, tax policy	2:00:29	3,91	Social policy, healthcare	0:43:38	5,73
European integration	1:58:54	3,86	Elections in general, campaign, procedure	0:34:59	4,60
Culture, tradition	1:57:30	3,82	Culture, tradition	0:34:39	4,55
Kosovo and Metohija	1:30:22	2,94	Infrastructure, energy	0:33:33	4,41
International political and economic cooperation	1:28:12	2,86	Covid 19	0:16:48	2,21
Infrastructure, energy	1:26:50	2,82	Traffic	0:15:03	1,98
Cooperation with Russia and China	1:20:51	2,63	Regular state activities	0:12:27	1,64
Crisis in Ukraine	1:19:53	2,59	European integration	0:10:25	1,37
Human and minority rights	1:18:55	2,56	Agriculture	0:10:12	1,34
Electoral support	1:12:10	2,34	Regional cooperation	0:08:23	1,10
Agriculture	1:06:24	2,16	Human and minority rights	0:06:37	0,87
Ecology	0:53:05	1,72	Tourism	0:05:51	0,76
The media	0:50:11	1,63	Youth, education	0:05:21	0,70
Military and political neutrality	0:49:04	1,59	The media	0:05:09	0,68
Regional cooperation	0:39:24	1,28	Army, police	0:04:58	0,65
Inter-party dialogue	0:25:38	0,83	Economy	0:04:43	0,62
Positive about the government	0:24:38	0,80	Military and political neutrality	0:03:05	0,41
Critical of the opposition	0:23:14	0,75	Cooperation with Russia and China	0:01:40	0,22
Constitution and legislation	0:21:50	0,71	Corruption, crime	0:01:09	0,15
Youth, education	0:18:02	0,59	Interethnic relations and dialogue	0:00:44	0,10
Decentralization	0:17:43	0,58	Sports, youth	0:00:22	0,05
Topics individually represented < 0.50% (total)	1:57:58	3,85	City administration, local self-government	0:00:24	0,05
<b>УКУПНО</b>	<b>51:18:42</b>	<b>100,00</b>	<b>УКУПНО</b>	<b>12:41:06</b>	<b>100,00</b>

Program statistics for the time period 15.02.2022 – 31.03.2022.

### ELECTION ADVERTISING MESSAGES

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 18.

MSP	NAME OF CAMPAIGN PARTICIPANT	Duration of broadcasting	% of share in program duration	No of broadcasts
RTS 1	ALEKSANDAR VUČIĆ (presidential candidate)	02:27:02	41,92	270
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (republican list)	00:58:11	16,59	66
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (local list)	00:05:57	1,70	7
	$\Sigma$	<b>03:31:10</b>	<b>60,21</b>	<b>343</b>
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA (republican list)	00:35:50	10,21	74
	ZDRAVKO PONOŠ (presidential candidate)	00:13:41	3,90	63
	$\Sigma$	<b>00:49:31</b>	<b>14,11</b>	<b>137</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA (republican list)	<b>00:58:52</b>	<b>16,78</b>	<b>122</b>
	MILOŠ JOVANOVIĆ (presidential candidate)	<b>00:22:26</b>	<b>6,40</b>	<b>41</b>
	BORIS TADIĆ – COME ON PEOPLE (republican list)	<b>00:07:15</b>	<b>2,07</b>	<b>15</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI (presidential candidate)	<b>00:01:30</b>	<b>0,43</b>	<b>6</b>
<b>TOTAL</b>		<b>05:50:44</b>	<b>100,00</b>	<b>664</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF RTS 1

### DAILY INFORMATIVE BROADCASTS

The National Public Media Service, on its First Program - RTS 1, in almost all daily news broadcasts (news and journals) decided to report in form of election blocs on the activities of parties, candidates and other participants in the election campaign. In addition to the election activities of confirmed lists, broadcasting of announcements and statements of political actors, it was also reported on the tasks that were the responsibility of election commissions, the procedures that precede the updating of election lists and the very act of control and the voting process. Most often, these were audio reports of approximately uniform duration. The general tone of the daily news broadcasts was neutral, while the topics related to the election campaign and procedures stand out, followed by: "election promises", "criticism of the government", "challenging candidates" and "mutual criticism", "social and economic politics".

During the campaign, the central informative program – “Dnevnik 2” was largely dedicated to the election process. The activities of the representatives of all nineteen election lists and all eight presidential candidates in this program content were reported mostly in the form of audio reports. The most represented lists were ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING with 11.27% and MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA with 9.77%. Electoral lists: DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA; WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ; MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS; SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS); IVICA DAČIĆ - PRIME MINISTER OF SERBIA and DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY, were represented approximately evenly with participation greater than 5%; The other lists: MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ; BORIS TADIĆ - COME ON PEOPLE; TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA; CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (*only the presidential level of the election*); SDA SANDŽAKA - DR SULEJMAN UGLJANIN; CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ; COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVES TË LUGINËS; ROMA PARTY - SRĐAN ŠJAN; RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN and VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR, had a representation of less than 5% in the central informative program of RTS 1.

The presence of state officials who are also participants in the election process in their regular activities, most often in the context of the crisis in Ukraine, can be seen in the daily informative broadcasts. The following topics are highlighted in the reporting on the activities of officials: "International political and economic cooperation", "economic and tax policy", "investments and new jobs" as well as issues related to the status of AP Kosovo and Metohija.



In the daily reporting, the activities of the applicants of the electoral lists were presented to the audience in the form of prepared party materials of a uniform duration. In the marked election block, the media service provider broadcasted program segments with an inserter (logo mark) of the election participants, with the campaign slogan and the serial number on the list, most often shown in the lower right corner. This phenomenon was observed when reporting on the election activities of all declared electoral lists.

The Radio Television of Serbia on its first program (RTS 1) also enabled hearing-impaired viewers to follow the election program content, unhindered. The program was also published in Serbian sign language as part of the daily news programs: Morning news, News, Journal 1 and Journal 2.

## **REGULAR AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS**

In the first five weeks of the campaign, once or twice a week, the program segment Interparty Dialogue dedicated to the election process was broadcast as part of the Morning Program. In the twenty-minute program content, two representatives of different election lists were guests, in the form of a conversation in the studio, in which they presented election programs in a polemical tone and confronted each other's positions. In eight out of nine broadcasted segments were dedicated to the republican elections, and one to the Belgrade elections.

The show "Oko" was conceptually transformed into an election program, and had 13 editions. Representatives of all election lists (19 in total) were invited to the show; most often, two participants were guests per show, with the exception of the shows from March 23, March 24, March 29, March 30 and March 31, when one presidential candidate was a guest: BILJANA STOJKOVIĆ, BOŠKO OBRADOVIĆ, ZDRAVKO PONOŠ, MILOŠ JOVANOVIĆ and ALEKSANDAR VUČIĆ. Show edition on March 25 was featured by three presidential candidates: MIŠA VACIĆ, MILICA ĐURĐEVIĆ STAMENKOVSKI and BRANKA STAMENKOVIĆ. On March 26, six electoral lists were presented in one edition of the show: COALITION OF ALBANIANS OF THE VALLEY - KOALICIONI I SHQIPTARËVE TË LUGINËS; RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN; CITIZEN GROUP "KIDNAPPED BABIES"- ANA PEJIĆ; TOGETHER FOR VOJVODINA – PEOPLE OF VOJVODINA; SDA SANDŽAK - DR SULEJMAN UGLJANIN and ROMA PARTY - SRĐAN ŠAJN. They presented the most important information about the elections and candidates, the reasons why the electorate should support them, presenting the priorities in political action after the elections. Six editions of the show were devoted to the presidential elections, and seven to the republican elections.

One edition of "Oko" magazine, in the second week of the campaign, was conceptually adapted to the election process. The topic of this edition was the Belgrade elections, and representatives of nine out of twelve declared lists at the local level shared the views on the issues of infrastructural development, living standards and environmental protection in the Serbian capital.

In the debate news show "Reč na reč", which in the past several election processes present a panel discussion on predetermined topics based on foreign television formats and organized by RTS and CeSID, representatives of more than half of the confirmed lists (12 out of 19 lists) were guests. The representatives of the list ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING, who participated in all eight debates, had the most appearances. In seven shows, the lists IVICA DAČIĆ - PRIME MINISTER OF SERBIA and MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA were represented, while the representatives of the SOVEREIGNIST- SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS) participated in four editions.

Three appearances were recorded by representatives of the lists: DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" – POKS; MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"; WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović. Representatives of BORIS TADIĆ – COME ON PEOPLE and DR MILOŠ JOVANOVIĆ - HOPE FOR SERBIA recorded two appearances. Representatives of VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR and MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ participated once. Through time-limited answers, the participants presented on the given topics such as the price increases, Serbia's foreign policy orientation, gender equality and birth rate in Serbia, Serbian healthcare, lithium deposits in Serbia, the impact of the Ukrainian crisis on the negotiations between Belgrade and Pristina, Serbia in the world economic and energy crisis, the future of Serbia's European integration and relations with Russia and China. The order of presentation in the debate was determined by lot before the start of the broadcast. Debate participants presented the most important information about the elections and candidates, often with harsh criticism of political opponents and a negative assessment of their actions. The editor of the show was in the role of a moderator, not entering into a confrontation with the guests, except in situations when the participants themselves argued with each other, crossing the boundaries of decent behaviour.

At the end of the election campaign, from March 22 to 31, within the *Belgrade Chronicle*, a program segment was broadcast daily in which twelve candidates for the Mayor of Belgrade were presented. During a ten-minute conversation with the editor, the candidates answered questions regarding the City's infrastructure, environmental protection, proposals for changes in the work systems of utility companies, and evaluation of the capital's tourist and cultural potential.

On the RTS 1 program, analysts were represented with only 1.02% of the total time devoted to the elections, and their appearances were mainly devoted to the evaluation of the election procedure.

During the entire campaign, RTS 1 broadcasted eight thematic programs dedicated to the history of elections in Serbia and interesting data on election processes.

On March 19, political marketing was broadcast four minutes after the children's show "Plava ptica", by which RTS violated the provisions of Article 3 of the Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, which prescribes a ban on broadcasting the election program during and at least ten minutes before or after showing children's shows.

PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

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## **Radio Television of Serbia – Second program**

***PTC* | 2**

Program statistics for the period 15.02.2022 - 31.03.2022  
TOTAL ELECTION TIME: ALL LEVELS OF ELECTION

Table 19: PROGRAM CONTENT TYPE AND NAME

MSP	Name of the program content type	Content name	Duration of broadcasting	% of share in program duration
RTS 2	Specialized election broadcast	<i>Elections 2022 – Presentation of political parties</i>	13:04:41	98,61
	General informative program	<i>RT Vojvodina Journal</i>	00:11:02	1,39
TOTAL ELECTION TIME			13:15:43	100,00

On its Second Program (RTS 2), the National Public Media Service fulfilled the obligation to **present declared electoral lists and candidates**, defined in Article 7 of the Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign - "The public media service is obliged to present all declared electoral lists and candidates in its program equally and without discrimination, under the same programmatic and technical conditions, while respecting the principles of party hierarchy, adhering to the agreement concluded in accordance with Article 144 of the Law on the Election of People's Deputies ("Official Gazette of the RS", number 14/22).

RTS fulfilled this obligation from the Rulebook in the form of a specialized election show Elections 2022 - Presentation of parties, which presents a complete picture of the election program on RTS 2.

In addition to this central election broadcast on the RTS 2 program, due to a change in the program schedule on the RTS 1 program, on March 11, 2022, the edition of Journal RTV Vojvodina, which as a rule is rebroadcast on the RTS 1 program, was exceptionally broadcast on the RTS 2 program in the fixed time slot from 5:00 p.m. Only for the sake of methodological consistency and completeness of the Report in Table 23 will be given an analysis of only this one edition of Journal RTV Vojvodina, in which a total of (only) 11 minutes and 2 seconds of election program content was recorded.

The analysis of the election program that follows in the rest of the Report will not take into account the election content published in this one, exceptional, edition of Journal RTV, but will refer only to the program *Elections 2022 - Presentation of the parties*, in which a total of 13 hours, 4 minutes and 41 seconds were published (98.61%) of the electoral program and is therefore relevant for the analysis.

Program statistics for the period 15.02.2022 - 31.03.2022  
PRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS:  
REPUBLICAN ELECTION LISTS and PRESIDENTIAL CANDIDATES  
Special broadcast: ELECTIONS 2022.

Table 20.

MSP	Type of monitoring	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 2	Journalist (MSP)		Neutral	00:08:54	1,14
	Republican elections	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:29:50	3,80
			Neutral	00:02:04	0,26
			Σ	00:31:54	4,06
		MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:22:09	2,82
			Negative	00:05:43	0,73
			Neutral	00:03:53	0,49
			Σ	00:31:45	4,04
		IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:24:36	3,14
			Neutral	00:03:37	0,46
			Negative	00:02:51	0,36
			Σ	00:31:04	3,96
		MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:20:06	2,56
			Negative	00:07:59	1,02
			Neutral	00:02:51	0,36
			Σ	00:30:56	3,94
		WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	00:14:01	1,79
			Positive	00:10:00	1,27
			Negative	00:06:45	0,86
			Σ	00:30:46	3,92
		SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	00:15:56	2,03
			Positive	00:13:27	1,71
			Neutral	00:01:17	0,16
			Σ	00:30:40	3,90
		ROMA PARTY - SRDJAN ŠAJN	Neutral	00:11:32	1,47
			Negative	00:09:49	1,25
			Positive	00:09:19	1,19
			Σ	00:30:40	3,91

RTS2	Republican elections	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:19:15	2,45
			Neutral	00:11:24	1,45
			Σ	00:30:39	3,90
		TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:23:44	3,02
			Negative	00:04:12	0,54
			Neutral	00:02:40	0,34
			Σ	00:30:36	3,90
		MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:13:41	1,74
			Negative	00:11:58	1,53
			Neutral	00:04:48	0,61
			Σ	00:30:27	3,88
		COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	00:11:48	1,50
			Positive	00:10:25	1,33
			Negative	00:08:08	1,04
			Σ	00:30:21	3,87
		BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Negative	00:16:36	2,12
			Positive	00:13:38	1,74
			Σ	00:30:14	3,86
		CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Negative	00:22:31	2,87
			Positive	00:05:35	0,71
			Neutral	00:01:42	0,22
			Σ	00:29:48	3,80
		DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:25:45	3,28
			Negative	00:01:59	0,25
			Neutral	00:01:38	0,21
			Σ	00:29:22	3,74
		BORIS TADIĆ - COME ON PEOPLE	Positive	00:18:43	2,39
			Negative	00:10:15	1,31
			Σ	00:28:58	3,70
		DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:14:11	1,81
			Negative	00:08:58	1,14
			Neutral	00:03:37	0,46
			Σ	00:26:46	3,41
		SDA SANDŽAKA - DR SULEJMAN UGLJANIN	Positive	00:17:27	2,22
			Negative	00:06:36	0,84
			Σ	00:24:03	3,06
		RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Positive	00:15:41	2,00
			Neutral	00:04:59	0,64
			Σ	00:20:40	2,64
		Republican electoral lists		08:49:39	67,49

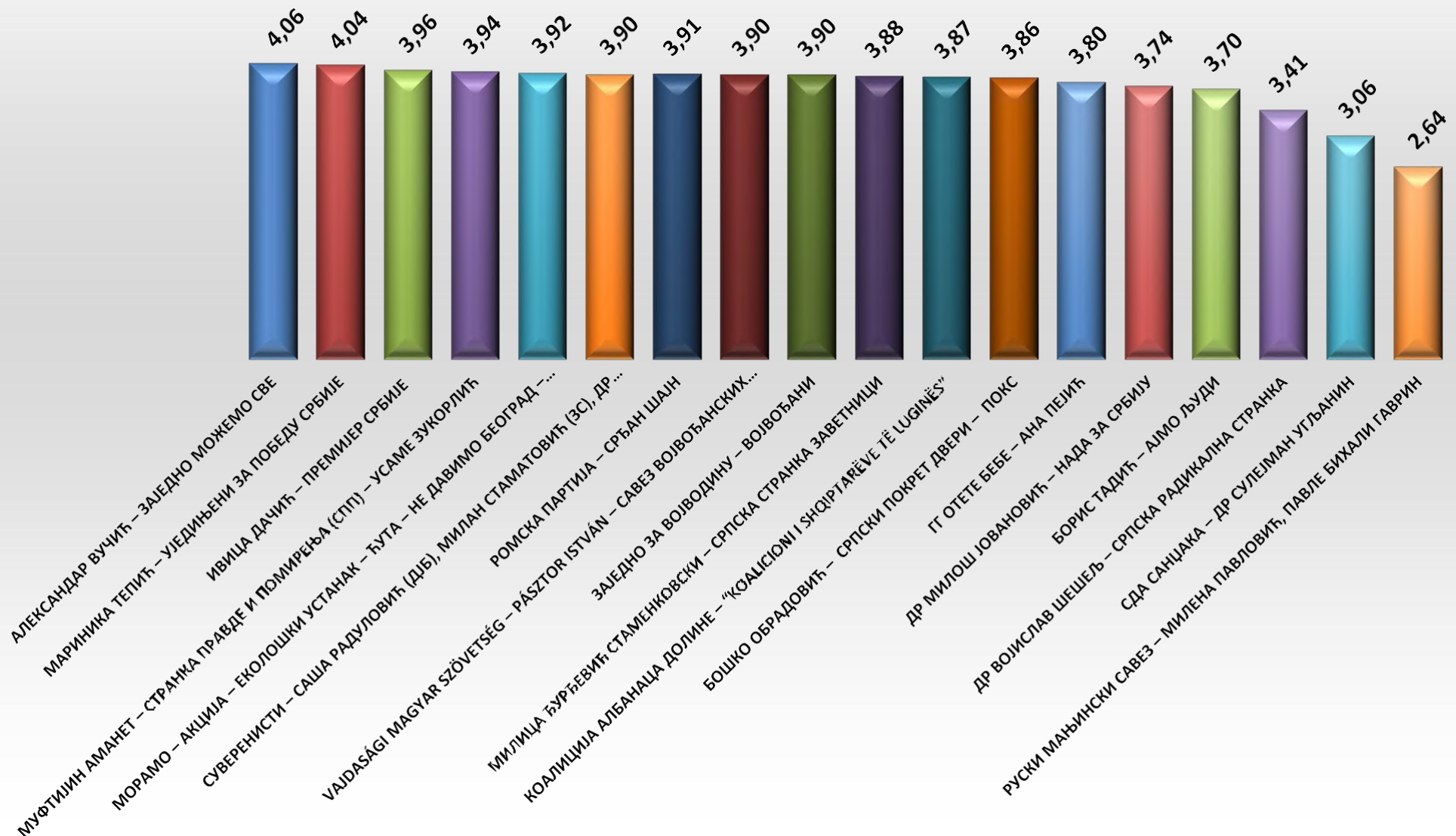
RTS 2	Presidential elections	ALEKSANDAR VUČIĆ	Positive	00:19:25	2,47
			Neutral	00:13:42	1,74
			Σ	00:33:07	4,21
		MILICA ĐURĐEVIĆ STAMENOVSKI	Positive	00:14:33	1,85
			Negative	00:09:50	1,25
			Neutral	00:06:32	0,84
			Σ	00:30:55	3,94
		BILJANA STOJKOVIĆ	Negative	00:11:30	1,47
			Positive	00:11:20	1,44
			Neutral	00:08:04	1,03
			Σ	00:30:54	3,94
		BRANKA STAMENKOVIĆ	Positive	00:18:13	2,33
			Neutral	00:06:49	0,87
			Negative	00:05:46	0,73
			Σ	00:30:48	3,93
		MIŠA VACIĆ	Positive	00:15:55	2,03
			Negative	00:08:19	1,06
			Neutral	00:06:34	0,84
			Σ	00:30:48	3,93
		MILOŠ JOVANOVIĆ	Positive	00:21:25	2,73
			Negative	00:06:49	0,87
			Neutral	00:02:21	0,30
			Σ	00:30:35	3,90
		ZDRAVKO PONOŠ	Neutral	00:11:13	1,43
			Negative	00:10:46	1,37
			Positive	00:07:39	0,97
			Σ	00:29:38	3,77
		BOŠKO OBRADOVIĆ	Positive	00:19:17	2,46
Negative	00:10:06		1,29		
Σ	00:29:23		3,75		
Presidential candidates			04:06:08	31,37	
TOTAL ELECTION TIME				13:04:41	100,00

## RTS 2

### Specialized election broadcast: *ELECTIONS 2022 – Representation of political parties*

#### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

15.02.2022 – 31.03.2022.

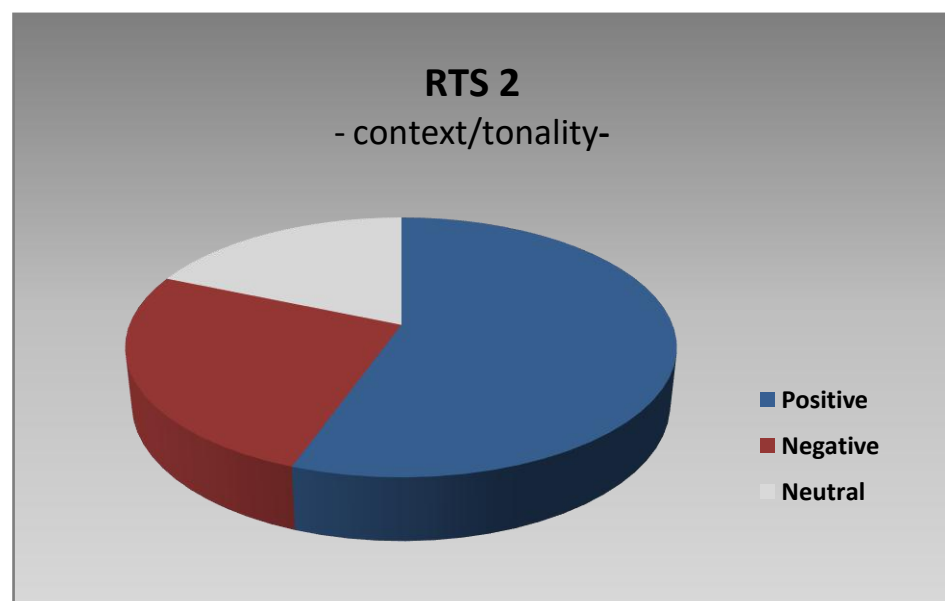




**Program statistics for the period 15.02.2022 - 31.03.2022**  
**PRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS:**  
**REPUBLICAN ELECTION LISTS and PRESIDENTIAL CANDIDATES**  
**Special broadcast: ELECTIONS 2022.**

**Table 21: CONTEXT OR TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTS 2	Positive	07:15:19	55,47
	Negative	03:23:22	25,92
	Neutral	02:26:00	18,61
TOTAL ELECTION TIME		13:04:41	100,00



Program statistics for the period 15.02.2022 - 31.03.2022  
PRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS:  
REPUBLICAN ELECTION LISTS and PRESIDENTIAL CANDIDATES  
Special broadcast: ELECTIONS 2022.

**Table 22: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTS 2	Male	08:09:33	62,39
	Female	04:46:14	36,48
	Uncategorized	00:08:54	1,13
TOTAL ELECTION TIME		13:04:41	100

Program statistics for the period 15.02.2022 - 31.03.2022.

DAILY INFORMATIVE BROADCASTS (News and Journals)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 23 – broadcasts: The Journal of RTV Vojvodina

MSP	Name of campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTS 2	Journalists (Media Service Provider)	Neutral	00:00:26	3,93
	Other campaign participants (Republic Electoral Commission)	Neutral	00:00:26	3,93
	Σ		00:00:52	7,85
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:00:56	8,46
		Neutral	00:00:24	3,63
		Σ	00:01:20	12,09
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Negative	00:00:54	8,16
		Positive	00:00:13	1,96
		Σ	00:01:20	12,09
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:01:05	9,82
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:01:03	9,52
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:00:30	4,53
		Neutral	00:00:26	3,93
		Σ	00:00:56	8,46
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:00:27	4,08
		Neutral	00:00:25	3,78
		Σ	00:00:52	7,86
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:00:23	3,47
		Positive	00:00:23	3,47
		Σ	00:00:46	6,94
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:00:39	5,89
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:00:38	5,74
	SOVEREIGNS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:00:29	4,39
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:00:22	3,32
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:00:20	3,02
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:00:19	2,87
	CITIZEN GROUP “KIDNAPPED BABIES”- ANA PEJIĆ	Negative	00:00:14	2,11
	Electoral lists		00:10:23	94,12
TOTAL			00:11:02	100,00

Program statistics for the period 15.02.2022 - 31.03.2022.

Table 24.

**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
**in program contents of ALL TYPES (except election advertising messages)**

MSP	State function	Duration of broadcasting	% of share in program duration
RTS 2	President of the Republic of Serbia	00:11:12	1,38
	Minister of Defense	00:01:58	0,24
	Republican officials	00:01:33	0,19
	<b>TOTAL STATE OFFICIALS</b>	<b>00:14:43</b>	<b>1,81</b>
MSP	Campaign participant	Duration of broadcasting	% of share in program duration
RTS 2	<b>Journalists (Media Service Provider)</b>	00:09:20	1,15
	<b>Other campaign participants (Republic Electoral Commission)</b>	00:00:26	0,05
	<b>Σ</b>	<b>00:09:46</b>	<b>1,20</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	01:03:40	7,86
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	01:02:47	7,75
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	01:02:09	7,67
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"</b>	01:02:00	7,65
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	01:01:57	7,63
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	01:01:17	7,56
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" – POKS</b>	01:00:16	7,44
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	00:32:09	3,97
	<b>TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA</b>	00:31:32	3,89
	<b>MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ</b>	00:31:15	3,86
	<b>VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR</b>	00:30:59	3,82
	<b>CITIZEN GROUP "SERBIAN PATRIOTS" - MIŠA VACIĆ</b>	00:30:48	3,80
	<b>ROMA PARTY - SRDJAN ŠAJN</b>	00:30:40	3,78
	<b>COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS</b>	00:30:21	3,74
	<b>CITIZEN GROUP "KIDNAPPED BABIES" - ANA PEJIĆ</b>	00:30:02	3,71
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	00:30:02	3,71
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	00:29:20	3,62
	<b>SDA SANDŽAKA - DR SULEJMAN UGLJANIN</b>	00:24:03	2,97
	<b>RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN</b>	00:20:40	2,55
	<b>Electoral lists</b>	<b>13:05:57</b>	<b>96,98</b>
	<b>TOTAL ELECTORAL PROGRAMS</b>	<b>13:15:43</b>	<b>98,18</b>
<b>TOTAL</b>		<b>13:30:26</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 - 31.03.2022

## TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN

in program contents of ALL TYPES (except election advertising messages)

Table 25.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE FUNCTIONS	Duration of broadcasting	% of share in program duration
Election promises	3:46:39	28,48	International political and economic cooperation	0:06:36	44,85
Criticism of the authorities	1:19:51	10,03			
Social policy, healthcare	1:03:14	7,95			
Kosovo and Metohija	0:45:46	5,75			
Interethnic relations and dialogue	0:34:01	4,27			
Human and minority rights	0:33:28	4,21	Kosovo and Metohija	0:02:15	15,29
Elections in general, campaign, procedure	0:29:06	3,66			
Crisis in Ukraine	0:27:19	3,43			
Decentralization	0:21:33	2,71			
Electoral support	0:21:19	2,68			
Challenging candidates, mutual criticism	0:16:29	2,07	Social policy, healthcare	0:01:57	13,25
Ecology	0:16:30	2,07			
Youth, education	0:14:40	1,84			
Regional cooperation	0:12:41	1,59			
Economic policy, tax policy	0:11:36	1,46			
European integration	0:20:13	2,55	Military and political neutrality	0:01:35	10,76
Positive about the government	0:11:15	1,41			
Culture, tradition	0:11:14	1,41			
Inter-party dialogue	0:10:11	1,28			
Economy	0:10:07	1,27			
Investments, new jobs	0:09:10	1,15	Army, police	0:01:30	10,19
Agriculture	0:08:03	1,01			
Constitution and legislation	0:07:35	0,96			
International political and economic cooperation	0:07:29	0,94			
Infrastructure, energy	0:07:04	0,89			
Military and political neutrality	0:06:47	0,85	Interethnic relations and dialogue	0:00:50	5,66
Vojvodina	0:06:33	0,82			
Covid 19	0:05:25	0,68			
Negative about Aleksandar Vučić	0:05:00	0,63			
Topics individually represented < 0.50% (total)	0:15:25	1,95			
<b>TOTAL</b>	<b>13:15:43</b>	<b>100,00</b>	<b>TOTAL</b>	<b>00:14:43</b>	<b>100,00</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF RTS 2

Except for one edition of *Journal RTV*, which is simultaneously broadcast on the program of the provincial public service, the election program on public media service RTS 2 was recorded in the specialized election broadcast *Elections 2022 - Presentation of parties*.

Fulfilling the legal obligation to present all election lists evenly and without discrimination, under the same programming and technical conditions, 18 out of 19 election lists, which were confirmed by the Republic Electoral Commission, appeared on the RTS 2 program in the specialized program *Presentation of parties*. The programs were broadcast from March 22 to 30, in the time slot from 20:00 to 21:45. The representatives of electoral lists that participated in the parliamentary elections had equal time for presentation – 30 minutes. The order of the electoral lists and their candidates was determined by lot. Most of the representatives participated directly in the program. Representatives of electoral lists: **BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”-POKS; DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA; BORIS TADIĆ - COME ON PEOPLE and SDA SANDŽAK -DR SULEJMAN UGLJANIN** instead of an interview (conversation in the studio) submitted video material. The electoral list of **ALTERNATIVES FOR CHANGE - ALBANIAN DEMOCRATIC ALTERNATIVE (ALTERNATIVA ZA PROMENE – ALBANSKA DEMOKRATSKA ALTERNATIVA)** did not use its time and the deadline for presentation. The presenter's attitude was neutral towards all representatives of the electoral lists.

## **Radio Television of Vojvodina –First program**



## Program statistics for the period 15.02.2022 - 31.03.2022

## TOTAL ELECTION TIME: ALL LEVELS OF ELECTION

Table 26: TYPES and TITLE OF PROGRAM CONTENTS

MSP	Content type	Name of the content	Duration of broadcasting	% of share in program duration
RTV 1	General informative program	Pravi ugao	19:19:32	32,88
		Signali	13:57:52	23,78
		Journal	06:07:46	10,43
		Vojvodina journal	01:59:31	3,39
		Journal 2 RTS	01:45:57	3,00
		Politbiro- stranačka sedmica	01:07:34	1,92
		News	00:21:34	0,61
		Morning program	00:21:16	0,60
		Paleta	00:09:53	0,28
		News (SZJ)	00:01:08	0,03
		Agrodnevnik	00:00:40	0,02
		Brazde	00:00:31	0,01
		TOTAL:		45:13:14
	Specialized election broadcast	Elections 2022	08:04:17	13,73
		Stranačka hronika	05:06:59	8,71
		Election TV spot: RIK	00:21:34	0,61
TOTAL:		13:32:50	23,05	
TOTAL ELECTION TIME			58:46:04	100,00



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME**  
 in program contents of ALL TYPES (except election advertising messages)

**Table 27: LEVELS OF ELECTIONS**

MSP	Type of monitoring (LEVEL OF ELECTION)	Duration of broadcasting	% of share in program duration
<b>RTV 1</b>	<b>Republican</b>	48:42:34	<b>82,89</b>
	<b>Presidential</b>	09:24:38	<b>16,01</b>
	<b>Local</b>	00:38:52	<b>1,10</b>
<b>TOTAL ELECTION TIME</b>		<b>58:46:04</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

in program contents of ALL TYPES (except election advertising messages)

Table 28 – broadcasts: Pravi ugao, Signali, Journal, Vojvodina journal, Journal 2 RTS, Politburo-stranačka nedelja, News, Morning program, Paleta, Journal (SZJ), Agrodnevnik, Brazde, Elections 2022, Stranačka hronika, Election TV spot: Republic Electoral Committee

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 1	Analysts	Neutral	03:02:21	5,17
		Negative	00:10:47	0,31
		Positive	00:07:57	0,23
		Σ	03:21:05	5,71
	Other campaign participants (REM, RIK, PNT, OSCE)	Neutral	01:16:38	2,17
	Journalists (Media Service Provider)	Neutral	00:55:23	1,57
	Σ		05:33:06	9,45
	People's freedom movement (Narodni slobodarski pokret)	Neutral	00:00:56	0,03
	People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Dunav)	Negative	00:00:38	0,02
	ALLIANCE OF THE BUNJEVAC FROM BAC (SAVEZ BAČKIH BUNJEVACA)	Positive	00:00:28	0,01
	Conservative reformist party (Konzervativno reformistička stranka)	Neutral	00:00:24	0,01
	New Communist Party of Yugoslavia (Nova komunistička partija Jugoslavije)	Neutral	00:00:18	0,01
	Political parties and movements that have not submitted election lists of candidates for deputies		00:02:44	0,08
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	05:05:07	8,65
		Positive	02:52:15	4,89
		Negative	00:59:04	1,68
		Σ	08:56:26	15,22
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	03:31:17	5,99
		Negative	01:01:13	1,74
		Positive	00:52:23	1,49
		Σ	05:24:53	9,22
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	02:25:34	4,13
		Positive	01:22:03	2,33
		Negative	00:27:31	0,78
		Σ	04:15:08	7,24

RTV 1	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	03:23:11	5,76
		Positive	00:41:42	1,18
		Negative	00:10:13	0,29
		Σ	04:15:06	7,23
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Neutral	02:16:22	3,87
		Positive	01:10:52	2,01
		Negative	00:37:52	1,07
		Σ	04:05:06	6,95
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	02:15:56	3,86
		Positive	00:57:08	1,60
		Negative	00:47:07	1,34
		Σ	04:00:11	6,80
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	02:22:07	4,03
		Positive	00:48:36	1,38
		Negative	00:44:20	1,26
		Σ	03:55:03	6,67
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Neutral	02:51:34	4,87
		Positive	00:40:33	1,15
		Negative	00:09:27	0,27
		Σ	03:41:34	6,29
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	02:08:50	3,65
		Positive	00:39:16	1,11
		Negative	00:17:01	0,48
		Σ	03:05:07	5,24
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	02:20:25	3,98
		Positive	00:26:07	0,74
		Σ	02:46:32	4,72
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	01:20:40	2,29
		Positive	00:31:53	0,90
		Negative	00:01:52	0,05
		Σ	01:54:25	3,24
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:53:05	1,51
		Positive	00:30:34	0,87
		Negative	00:14:44	0,42
		Σ	01:38:23	2,80

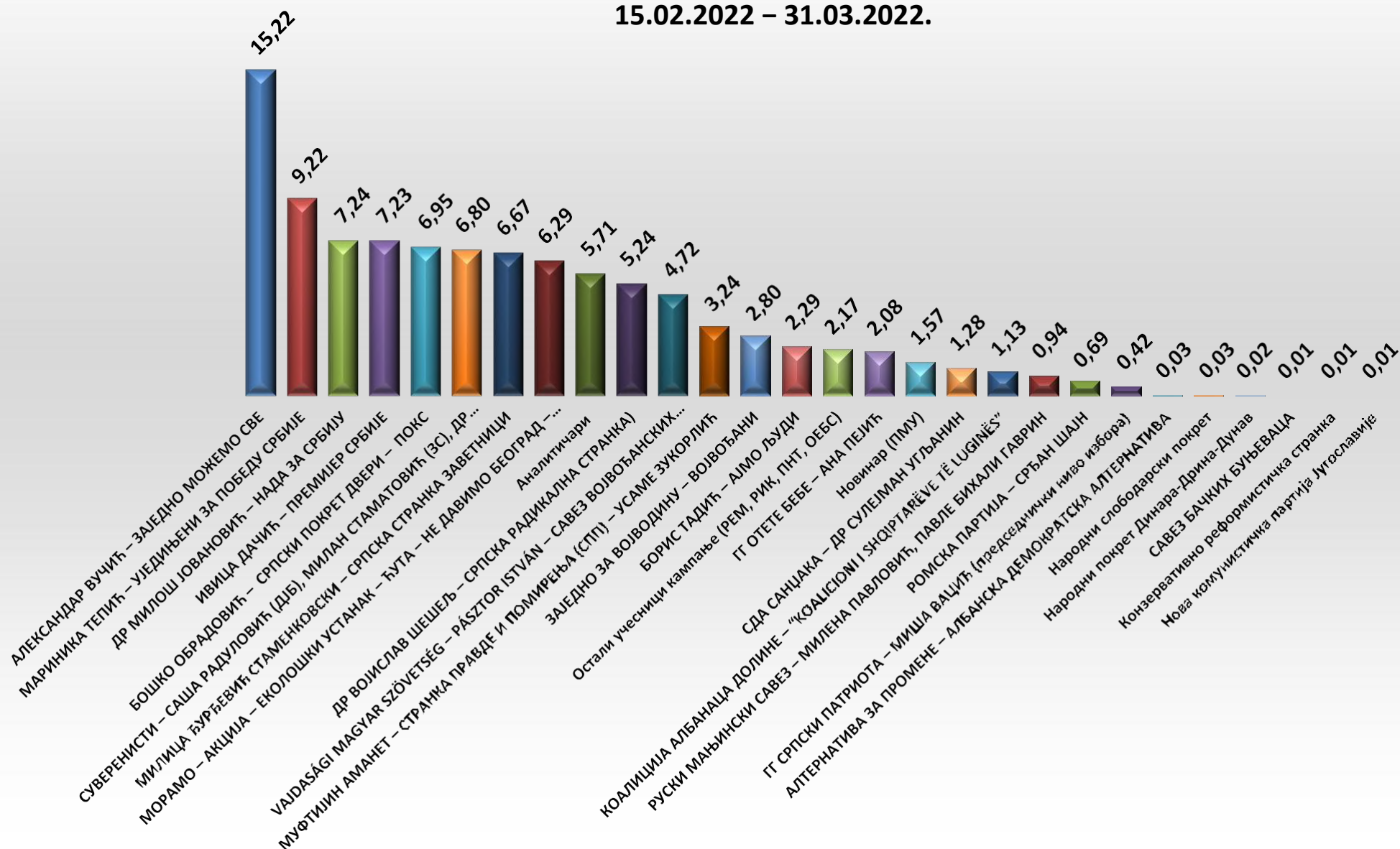
RTV 1	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:52:59	1,50
		Positive	00:17:39	0,50
		Negative	00:10:15	0,29
		Σ	01:20:53	2,29
	CITIZEN GROUP “KIDNAPPED BABIES”- ANA PEJIĆ	Negative	00:41:18	1,17
		Neutral	00:17:46	0,50
		Positive	00:14:28	0,41
		Σ	01:13:32	2,08
	SDA SANDŽAKA - DR SULEJMAN UGLJANIN	Negative	00:39:50	1,13
		Positive	00:02:43	0,08
		Neutral	00:02:31	0,07
		Σ	00:45:04	1,28
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	00:38:44	1,10
		Positive	00:00:37	0,02
		Negative	00:00:26	0,01
		Σ	00:39:47	1,13
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Neutral	00:24:21	0,69
		Positive	00:08:00	0,23
		Negative	00:00:32	0,02
		Σ	00:32:53	0,94
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:12:43	0,36
		Neutral	00:10:45	0,30
		Negative	00:00:59	0,03
		Σ	00:24:27	0,69
	CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (presidential level of the election)	Positive	00:08:16	0,23
		Negative	00:03:31	0,10
		Neutral	00:03:02	0,09
Σ		00:14:49	0,42	
ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:55	0,03	
Electoral lists		53:10:14	90,48	
TOTAL ELECTION TIME		58:46:04	100,00	

# RTV 1

## YU TOTAL ELECTION TIME

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

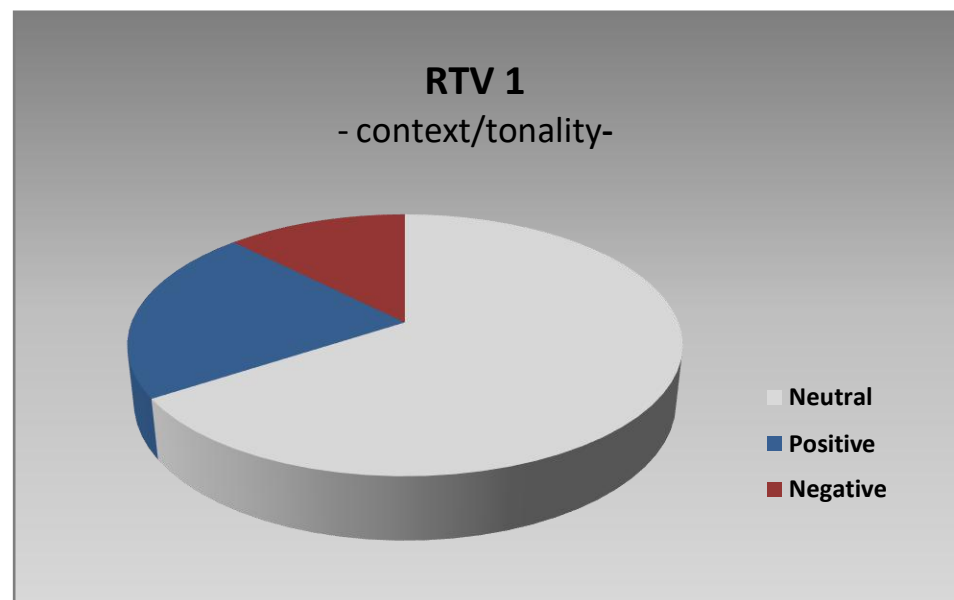
15.02.2022 – 31.03.2022.



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
in program contents of ALL TYPES (except election advertising messages)

**Table 29: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTV 1	Neutral	38:41:11	65,83
	Positive	12:46:13	21,73
	Negative	07:18:40	12,44
<b>TOTAL ELECTION TIME</b>		<b>58:46:04</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 in program contents of ALL TYPES (except election advertising messages)

**Table 30: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Program form	Duration of broadcasting	% of share in program duration
RTV 1	Studio conversation	35:52:06	<b>61,03</b>
	Audio report	10:36:05	<b>18,04</b>
	Interview	06:10:29	<b>10,51</b>
	Statement	02:35:10	<b>4,40</b>
	News	02:17:31	<b>3,90</b>
	Report	00:24:11	<b>0,69</b>
	Announcement	00:22:42	<b>0,64</b>
	TV spot	00:21:34	<b>0,61</b>
<b>TOTAL ELECTION TIME</b>		<b>58:46:04</b>	<b>100,00</b>

**Table 31: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	categorisation	Duration of broadcasting	% of share in program duration
RTV 1	<b>Male</b>	33:09:16	<b>73,43</b>
	<b>Female</b>	13:19:40	<b>22,68</b>
	<b>Uncategorized</b>	02:17:08	<b>3,89</b>
<b>TOTAL ELECTION TIME</b>		<b>58:46:04</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 - 31.03.2022.

## DAILY INFORMATIVE BROADCASTS (News and Journals)

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 32 – broadcasts: News, Journal (SZI), Journal (at 17:00), Vojvodina journal, Journal 2 RTS

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 1	<b>Journalists (MSP)</b>	Neutral	<b>00:47:29</b>	<b>7,71</b>
	<b>Other campaign participants (REM, RIK, PNT, OSCE)</b>	Neutral	<b>00:27:18</b>	<b>4,43</b>
	<b>Σ</b>		<b>01:14:47</b>	<b>12,14</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Positive	01:05:19	10,60
		Neutral	00:14:53	2,42
		Negative	00:02:30	0,41
		<b>Σ</b>	<b>01:22:42</b>	<b>13,43</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Positive	00:25:51	4,20
		Negative	00:20:56	3,40
		Neutral	00:13:29	2,19
		<b>Σ</b>	<b>01:00:16</b>	<b>9,79</b>
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	Positive	00:24:58	4,05
		Neutral	00:18:47	3,05
		Negative	00:07:47	1,26
		<b>Σ</b>	<b>00:51:32</b>	<b>8,36</b>
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS</b>	Positive	00:22:27	3,64
		Neutral	00:11:29	1,86
		Negative	00:09:39	1,57
		<b>Σ</b>	<b>00:43:35</b>	<b>7,07</b>
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”</b>	Positive	00:24:12	3,93
		Neutral	00:11:21	1,84
		Negative	00:07:32	1,22
		<b>Σ</b>	<b>00:43:05</b>	<b>6,99</b>
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	Positive	00:20:29	3,35
		Neutral	00:11:48	1,92
		Negative	00:07:11	1,17
		<b>Σ</b>	<b>00:39:28</b>	<b>6,44</b>



RTV 1	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:19:32	3,17
		Neutral	00:13:37	2,21
		Negative	00:05:29	0,89
		Σ	00:38:38	6,27
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Positive	00:20:10	3,27
		Neutral	00:11:44	1,90
		Negative	00:06:27	1,05
		Σ	00:38:21	6,22
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:14:36	2,37
		Positive	00:14:10	2,30
		Negative	00:06:11	1,00
		Σ	00:34:57	5,67
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:16:39	2,70
		Neutral	00:11:12	1,82
		Negative	00:01:09	0,19
		Σ	00:29:00	4,71
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:10:22	1,68
		Neutral	00:07:03	1,14
		Negative	00:04:13	0,68
		Σ	00:21:38	3,50
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:09:12	1,49
		Neutral	00:04:33	0,74
		Negative	00:04:17	0,70
		Σ	00:18:02	2,93
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:05:30	0,89
		Negative	00:02:38	0,43
		Neutral	00:01:56	0,31
		Σ	00:10:04	1,63
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:03:46	0,61
		Positive	00:02:39	0,43
		Σ	00:06:25	1,04
	CITIZEN GROUP “KIDNAPPED BABIES”- ANA PEJIĆ	Positive	00:03:45	0,61
		Neutral	00:01:31	0,25
		Negative	00:01:06	0,18
		Σ	00:06:22	1,04

<b>RTV 1</b>	<b>ROMA PARTY - SRDJAN ŠAJN</b>	Positive	00:04:18	0,70
		Neutral	00:01:25	0,23
		Negative	00:00:29	0,08
		$\Sigma$	<b>00:06:12</b>	<b>1,01</b>
	<b>SDA SANDŽAKA - DR SULEJMAN UGLJANIN</b>	Positive	00:02:43	0,44
		Neutral	00:01:57	0,32
		Negative	00:01:21	0,22
		$\Sigma$	<b>00:06:01</b>	<b>0,98</b>
	<b>COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS</b>	Neutral	00:02:03	0,33
		Positive	00:00:37	0,10
		Negative	00:00:26	0,07
		$\Sigma$	<b>00:03:06</b>	<b>0,50</b>
	<b>RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN</b>	Negative	00:00:32	0,09
		Neutral	00:00:33	0,09
		Positive	00:00:16	0,04
		$\Sigma$	<b>00:01:21</b>	<b>0,22</b>
	<b>ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE</b>	Neutral	<b>00:00:24</b>	<b>0,06</b>
		<b>Electoral lists</b>	<b>09:01:09</b>	<b>87,86</b>
<b>TOTAL</b>			<b>10:15:56</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 - 31.03.2022

## CENTRAL INFORMATIVE SHOW

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 33 – broadcast: *Journal* (at 5pm)

MSP	Other campaign participants	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 1	Journals (Media service provider)	Neutral	00:18:31	5,03
	Other campaign participants (REM, RIK, PNT, OSCE)	Neutral	00:13:59	3,80
	$\Sigma$		00:32:30	8,83
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:36:38	9,96
		Neutral	00:05:36	1,52
		Negative	00:01:54	0,52
		$\Sigma$	00:44:08	12,00
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:19:19	5,25
		Neutral	00:11:06	3,02
		Negative	00:06:20	1,72
		$\Sigma$	00:36:45	9,99
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:16:04	4,37
		Positive	00:13:37	3,70
		Neutral	00:03:18	0,90
		$\Sigma$	00:32:59	8,97
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:18:13	4,95
		Negative	00:07:20	1,99
		Neutral	00:05:47	1,57
		$\Sigma$	00:31:20	8,51
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:15:56	4,32
		Neutral	00:06:27	1,75
		Negative	00:03:59	1,08
		$\Sigma$	00:26:22	7,15
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Positive	00:14:39	3,98
		Neutral	00:05:19	1,45
		Negative	00:04:55	1,34
		$\Sigma$	00:24:53	6,77

RTV 1	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Positive	00:15:08	4,11
		Neutral	00:05:22	1,46
		Negative	00:03:28	0,94
		Σ	00:23:58	6,51
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:12:24	3,37
		Neutral	00:06:38	1,80
		Negative	00:03:55	1,06
		Σ	00:22:57	6,23
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:12:15	3,33
		Neutral	00:06:12	1,69
		Negative	00:03:19	0,90
		Σ	00:21:46	5,92
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:07:57	2,16
		Neutral	00:04:20	1,18
		Negative	00:03:34	0,97
		Σ	00:15:51	4,31
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:07:28	2,03
		Negative	00:03:14	0,88
		Neutral	00:03:07	0,85
		Σ	00:13:49	3,76
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:07:45	2,11
		Neutral	00:03:07	0,85
		Negative	00:00:27	0,12
		Σ	00:11:19	3,08
	CITIZEN GROUP "SERBIAN PATRIOT"- MIŠA VACIĆ (presidential level of the election)	Positive	00:04:26	1,21
		Neutral	00:01:33	0,42
		Negative	00:01:17	0,35
		Σ	00:07:16	1,98
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:03:22	0,92
		Neutral	00:01:25	0,39
		Negative	00:00:29	0,13
		Σ	00:05:16	1,44
	CITIZEN GROUP "KIDNAPPED BABIES" - ANA PEJIĆ	Positive	00:02:54	0,79
		Neutral	00:01:31	0,41
		Negative	00:00:44	0,20
		Σ	00:05:09	1,40

RTV 1	SDA SANDŽAKA - DR SULEJMAN UGLJANIN	Positive	00:02:14	0,61
		Negative	00:01:21	0,37
		Neutral	00:00:52	0,24
		Σ	00:04:27	1,22
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:01:54	0,52
		Neutral	00:00:59	0,27
		Σ	00:02:53	0,79
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	00:01:31	0,41
		Positive	00:00:37	0,17
		Negative	00:00:26	0,12
		Σ	00:02:34	0,70
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Negative	00:00:32	0,15
		Neutral	00:00:33	0,15
		Positive	00:00:16	0,07
		Σ	00:01:21	0,37
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:13	0,06
Electoral lists			05:35:16	91,16
TOTAL			06:07:46	100,00

## Program statistics for the period 15.02.2022 - 31.03.2022.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 34**– broadcasts: Agrodnevnik, Brazde, Election 2022. Election TV spot: RIK, Morning program, Paleta, Politbiro – stranačka sednica, Pravi ugao, Signali, Stranačka hronika

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 1	<b>Analysts</b>	Neutral	03:02:21	6,27
		Negative	00:10:47	0,37
		Positive	00:07:57	0,27
		$\Sigma$	<b>03:21:05</b>	<b>6,91</b>
	<b>Other campaign participants (RIK, PNT)</b>	Neutral	<b>00:49:20</b>	<b>1,70</b>
	<b>Journalists (MSP)</b>	Neutral	<b>00:07:54</b>	<b>0,27</b>
	$\Sigma$		<b>04:18:19</b>	<b>8,88</b>
	<b>People's freedom movement (Narodni slobodarski pokret)</b>	Neutral	<b>00:00:56</b>	<b>0,03</b>
	<b>People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Danube)</b>	Negative	<b>00:00:38</b>	<b>0,02</b>
	<b>ALLIANCE OF THE BUNJEVAC FROM BAC (SAVEZ BAČKIH BUNJEVACA)</b>	Positive	<b>00:00:28</b>	<b>0,02</b>
	<b>Conservative reformist party (Konzervativno reformistička stranka)</b>	Neutral	<b>00:00:24</b>	<b>0,01</b>
	<b>New Communist Party of Yugoslavia (Nova komunistička partija Jugoslavije)</b>	Neutral	<b>00:00:18</b>	<b>0,01</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:02:44</b>	<b>0,09</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Neutral	04:50:14	9,97
		Positive	01:46:56	3,67
		Negative	00:56:34	1,94
		$\Sigma$	<b>07:33:44</b>	<b>15,58</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Neutral	03:17:48	6,80
		Negative	00:40:17	1,38
		Positive	00:26:32	0,91
		$\Sigma$	<b>04:24:37</b>	<b>9,09</b>
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	Neutral	03:09:34	6,51
		Positive	00:22:10	0,76
		Negative	00:04:44	0,16
		$\Sigma$	<b>03:36:28</b>	<b>7,43</b>

RTV 1	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	02:06:47	4,36
		Positive	00:57:05	1,96
		Negative	00:19:44	0,68
		Σ	03:23:36	7,00
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	Neutral	02:04:53	4,29
		Positive	00:48:25	1,66
		Negative	00:28:13	0,97
		Σ	03:21:31	6,92
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	02:04:08	4,27
		Negative	00:39:56	1,37
		Positive	00:36:39	1,28
		Σ	03:20:43	6,92
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	02:10:46	4,49
		Negative	00:36:48	1,26
		Positive	00:24:24	0,84
		Σ	03:11:58	6,59
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Neutral	02:39:50	5,49
		Positive	00:20:23	0,70
		Negative	00:03:00	0,10
		Σ	03:03:13	6,29
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	02:16:39	4,70
		Positive	00:23:28	0,81
		Σ	02:40:07	5,51
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	01:54:14	3,93
		Positive	00:25:06	0,86
		Negative	00:10:50	0,37
		Σ	02:30:10	5,16
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	01:09:28	2,39
		Positive	00:15:14	0,52
		Negative	00:00:43	0,02
		Σ	01:25:25	2,93
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:46:02	1,58
		Positive	00:20:12	0,69
		Negative	00:10:31	0,36
		Σ	01:16:45	2,63

RTV 1	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Negative	00:40:12	1,38
		Neutral	00:16:15	0,56
		Positive	00:10:43	0,37
		Σ	01:07:10	2,31
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:48:26	1,66
		Positive	00:08:27	0,29
		Negative	00:05:58	0,21
		Σ	01:02:51	2,16
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Negative	00:38:29	1,32
		Neutral	00:00:34	0,02
		Σ	00:39:03	1,34
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	00:36:41	1,26
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Neutral	00:23:48	0,82
		Positive	00:07:44	0,27
		Σ	00:31:32	1,09
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:09:20	0,32
		Positive	00:08:25	0,29
		Negative	00:00:30	0,02
		Σ	00:18:15	0,63
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:02:46	0,10
		Neutral	00:01:06	0,04
		Negative	00:00:53	0,03
		Σ	00:04:45	0,17
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:31	0,02
	Electoral lists			44:09:05
TOTAL			48:30:08	100,00



## Program statistics for the period 02.03.2022 - 31.03.2022

## TOTAL ELECTION TIME

## REPRESENTATION OF PRESIDENTIAL CANDIDATES

in program contents of ALL TYPES (except election advertising messages)

Table 35 – broadcasts: Journal (at 17:00), Journal 2 RTS, Vojvodina journal, Elections 2022, Pravi ugo, Stranačka hronika

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV1	MILOŠ JOVANOVIĆ	Positive	00:57:16	1,99
		Neutral	00:36:23	1,27
		Negative	00:20:42	0,72
		Σ	01:54:21	3,98
	ZDRAVKO PONOŠ	Neutral	00:44:32	1,55
		Negative	00:32:22	1,13
		Positive	00:18:42	0,65
		Σ	01:35:36	3,33
	MILICA ĐURĐEVIĆ STAMENOVSKI	Neutral	00:42:01	1,46
		Positive	00:27:30	0,96
		Negative	00:25:26	0,88
		Σ	01:34:57	3,30
	BOŠKO OBRADOVIĆ	Positive	00:37:33	1,31
		Neutral	00:29:02	1,01
		Negative	00:27:10	0,94
		Σ	01:33:45	3,26
	BRANKA STAMENKOVIĆ	Neutral	00:33:57	1,18
		Negative	00:32:10	1,12
		Positive	00:18:27	0,64
		Σ	01:24:34	2,94
	ALEKSANDAR VUČIĆ	Positive	00:34:47	1,21
		Neutral	00:06:30	0,22
		Negative	00:02:42	0,09
		Σ	00:43:59	1,52
	BILJANA STOJKOVIĆ	Positive	00:15:59	0,56
		Neutral	00:04:07	0,14
		Negative	00:00:54	0,03
		Σ	00:21:00	0,73
	MIŠA VACIĆ	Positive	00:08:16	0,29
		Negative	00:03:31	0,12
		Neutral	00:03:02	0,11
		Σ	00:14:49	0,52
Presidential candidates			09:23:01	19,58
REPUBLICAN AND LOCAL ELECTIONS			38:32:57	80,42
TOTAL ELECTION TIME			47:55:58	100,00

**Program statistics for the period 15.02.2022 - 31.03.2022.**  
**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising messages)

Table 36.

MSP	State function	Duration of broadcasting	% of share in program duration
RTV 1	President of the Republic of Serbia	07:10:26	9,62
	Minister for the Countryside Care	00:53:07	1,19
	Minister of Construction, Transport and Infrastructure	00:42:33	0,95
	Mayors	00:41:01	0,92
	Prime Minister of the Republic of Serbia	00:37:28	0,84
	Republican officials	00:33:44	0,73
	Provincial Secretary for Economy	00:33:35	0,75
	Presidents of municipalities	00:33:27	0,75
	President of the Assembly of Serbia	00:22:11	0,50
	Assistant Ministers	00:15:28	0,35
	Minister of Culture and Information	00:14:10	0,32
	Government of Republic of Serbia	00:12:40	0,28
	Provincial Secretary for Culture, Public Information and Relations with Religious Communities	00:12:34	0,28
	President of the Government of Vojvodina	00:12:13	0,27
	Minister of Agriculture, Forestry and Water Management	00:10:41	0,24
	Minister of Trade, Tourism and Telecommunications	00:09:32	0,21
	Secretaries of State	00:09:31	0,21
	Provincial Secretary for Higher Education and Scientific Research	00:09:22	0,21
	Minister for Labour, Employment, Veterans and Social Affairs	00:09:07	0,20
	Minister of Finance	00:08:57	0,20
	Minister of Foreign Affairs	00:08:50	0,20
	Provincial Secretary for Regional Development, Interregional Cooperation and Local Self-Government	00:08:42	0,19
	Deputy mayors	00:08:24	0,19
	Minister of Interior Affairs	00:08:23	0,19
	Protector of Citizens (Ombudsman)	00:08:19	0,19
	Provincial officials	00:07:54	0,18
	Minister of Health	00:07:04	0,16
	President of the Assembly of Vojvodina	00:05:58	0,13
	Minister of Défense	00:05:27	0,12
	Governor of the National Bank of Serbia	00:05:17	0,12
	Minister for Human and Minority Rights	00:04:51	0,11
	Provincial Secretary for Agriculture, Water Management and Forestry	00:03:29	0,08

RTV 1	Minister of Economy	00:03:04	0,07
	Minister of Education, Science and Technological Development	00:02:59	0,07
	Minister without portfolio in charge of innovation and technological development	00:02:31	0,05
	Minister of State Administration and Local Self-Government	00:00:57	0,02
	City and local officials	00:00:53	0,02
	Minister for European Integration	00:00:44	0,02
	President of the City Assembly	00:00:41	0,02
	Deputy Prime Minister of AP Vojvodina	00:00:38	0,01
	Minister of Justice	00:00:33	0,01
	Local officials	00:00:24	0,01
	<b>TOTAL STATE OFFICIALS</b>	<b>15:47:49</b>	<b>21,18</b>
MSP	Campaign participant	Duration of broadcasting	% of share in program duration
RTV 1	<b>Analysts</b>	03:21:05	4,49
	<b>Other campaign participants</b> (REM, RIK, PNT, OSCE)	01:16:38	1,71
	<b>Journalists</b> (Media service provider)	00:55:23	1,24
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	00:02:44	0,06
	<b>Σ</b>	<b>05:35:50</b>	<b>7,50</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	08:56:26	11,99
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	05:24:53	7,26
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	04:15:08	5,70
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	04:15:06	5,70
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	04:05:06	5,48
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	04:00:11	5,37
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	03:55:03	5,25
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ	03:41:34	4,95
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	03:05:07	4,14
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	02:46:32	3,72
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	01:54:25	2,56
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	01:38:23	2,20
	BORIS TADIĆ - COME ON PEOPLE	01:20:53	1,81
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	01:13:32	1,64
	SDA SANDŽAKA - DR SULEJMAN UGLJANIN	00:45:04	1,01
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	00:39:47	0,89
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	00:32:53	0,74
	ROMA PARTY - SRDJAN ŠAJN	00:24:27	0,55
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	00:14:49	0,33
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	00:00:55	0,02
	<b>Election lists</b>	<b>53:10:14</b>	<b>71,30</b>
	<b>TOTAL ELECTION PROGRAM</b>	<b>58:46:04</b>	<b>78,82</b>
<b>TOTAL</b>		<b>74:33:53</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 - 31.03.2022

## TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN

in program contents of ALL TYPES (except election advertising messages)

Table 37.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Elections in general, campaign, procedure	9:16:46	15,79	Crisis in Ukraine	2:52:49	18,23
Election promises	6:05:50	10,38	Investments, new jobs	2:12:11	13,95
Social policy, healthcare	5:41:55	9,70	Infrastructure, energy	1:49:40	11,57
Youth, education	4:11:56	7,14	International political and economic cooperation	1:14:52	7,90
Crisis in Ukraine	3:22:39	5,75	Social policy, healthcare	0:59:51	6,31
European integration	3:02:07	5,16	Culture, tradition	0:51:45	5,46
Interethnic relations and dialogue	2:42:59	4,62	Agriculture	0:49:28	5,22
Kosovo and Metohija	2:39:52	4,53	Traffic	0:48:12	5,09
Economic policy, tax policy	2:30:34	4,27	Economic policy, tax policy	0:36:37	3,86
Cooperation with Russia and China	2:18:26	3,93	Kosovo and Metohija	0:36:21	3,84
Human and minority rights	1:55:38	3,28	Human and minority rights	0:31:57	3,37
International political and economic cooperation	1:38:06	2,78	Youth, education	0:28:39	3,02
Criticism of the authorities	1:25:06	2,41	Elections in general, campaign, procedure	0:25:00	2,64
Agriculture	1:19:43	2,26	Economy	0:20:51	2,20
Constitution and legislation	1:17:36	2,20	Tourism	0:14:41	1,55
Ecology	1:12:48	2,06	Army, police	0:12:20	1,30
Infrastructure, energy	1:06:44	1,89	European integration	0:09:57	1,05
Electoral support	0:40:31	1,15	Cooperation with Russia and China	0:07:58	0,84
Investments, new jobs	0:40:14	1,14	Interethnic relations and dialogue	0:07:54	0,83
Culture, tradition	0:32:37	0,93	Corruption, crime	0:05:25	0,57
Army, police	0:31:55	0,91	Ecology	0:03:18	0,35
Challenging candidates, mutual criticism	0:31:32	0,89	Covid 19	0:02:21	0,25
Decentralization	0:29:26	0,83	Constitution and legislation	0:01:51	0,19
Negative about Aleksandar Vučić	0:28:09	0,80	Military and political neutrality	0:01:26	0,15
Corruption, crime	0:24:26	0,69	The media	0:01:12	0,13
Vojvodina	0:22:13	0,63	Regular state activities	0:01:04	0,11
Topics individually represented < 0.50% (total)	2:16:16	3,88	Vojvodina	0:00:09	0,02
<b>TOTAL</b>	<b>58:46:04</b>	<b>100,00</b>	<b>TOTAL</b>	<b>15:47:49</b>	<b>100,00</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF RTV 1

### DAILY INFORMATIVE BROADCASTS

In all daily news broadcasts (Morning program, News, Vojvođanski journal, Journal, Journal 2 RTS), in the observed period, the media service provider reported on the election activities of electoral list submitters and candidates, parties and other election campaign participants, mostly in a neutral context. The following topics stand out as the most present: "election promises", "human and minority rights", "cooperation with Russia and China", "social policy and health", "culture and tradition", "economy", "youth and education", "agriculture", "infrastructure and energy". This media service provider also reported on the activities that are part of every election process: announcement of electoral lists, updating of voter lists, details on voting methods and polling stations. When it comes to the objective and politically balanced tone of reporting, the exception is two appearances by analysts from the "Centre for Social Stability" who represented the interests of the ruling coalition in their appearances on the Morning Program on February 16 and 21.

In the central news program *Journal*, as well as in other daily news programs, the broadcast of pre-recorded party video materials was noticed. The prepared materials, in addition to the statements of representatives of the electoral list, contained the serial number of the list and the slogan of the campaign in the form of an inserter (graphic mark), in the corner of the screen, very similar in the form to the video with election advertising messages. One or two accents from the statement were singled out as a press announcement about the electoral list's activities that day. This way of media presentation of election participants in election blocs, in daily news broadcasts, cannot be considered a regular journalistic activity, as explained and set forth in the Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, and in that sense does not represent the specificity of media reporting in daily news broadcasts on the 2022 election campaign. A high percentage of this type of reports was also broadcast in "Stranačka hronika" - a specialized program dedicated to the elections by the provincial public media service.

The provincial public media service on its first channel (RTV 1) enabled hearing-impaired viewers to unhindered follow the election program content only in the News (broadcast at 12:00) with simultaneous sign language translation. Not all other daily and weekly news programs that dealt with the topic of the election were translated into sign language.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

The content of news broadcasts from the regular program scheme was almost entirely adapted to the election process.

Show *“Signal”*, a debate-type show, had 5 premiere editions with an election theme in the observed period. The show featured representatives of 10 election lists: ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING, IVICA DAČIĆ – PRIME MINISTER OF SERBIA, VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR; DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY; MARINIKA TEPIĆ – UNITED FOR THE VICTORY OF SERBIA; DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA; MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” – POKS, WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENKOVIĆ; SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS). The representatives of the election list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING were guests in four out of the five editions of the show.

The show *“Pravi ugao”* had 26 editions. In the first edition of the election series, the guests were analysts **Bojan Klačar** (CeSID) and **Boris Kaličanin** (student of Faculty of Political Sciences). In the continuation of the election campaign, the following non-partisan personalities were guests in three more editions of the show, namely professor of the Faculty of Economics in Belgrade **Ljubodrag Savić**; **Zlatko Minić** - Transparency Serbia; **Vujo Ilić** – CRTA (Centre for Research, Transparency and Accountability), **Miljana Pejić** – KOMS<sup>32</sup>; **Lazar Simić**, student of Faculty of Political Sciences and **Rade Veljanovski** - Temporary Supervisory Authority for Media Monitoring during the Election Campaign. Representatives of 16 election lists participated in other editions of the show. The author's approach to the interlocutors could be assessed as objective and uniformly engaged, professional, at times polemical, with clear and precise questions that resulted in dynamic and meaningful conversations.

The show *“Politbiro – stranačka sedmica”* was entirely devoted to the election process and had its three premier editions. In the first part of the show, the activities of the election participants were reported, while the second part of the show would feature a conversation in the studio on current election topics. In the observed period, the guests were **Đurađ Jakšić** as a representative of the list **DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY** and **Branimir Jovančičević** on behalf of the list **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA**. In one edition of the show, analyst **Bojan Klačar** appeared in front of the organization CeSID. The host of the show had a correct and neutral approach and directed the interlocutors in the direction of analysis of current events in our country and in the world, prediction of election results, cooperation in the region, solving the Kosovo issue, infrastructure development, standard of living, regularity of upcoming elections.

Radio-television of Vojvodina on its first channel broadcasted special election content - *Elections 2022*. In the March 21 edition of this show, the order of presentation of 18 out of 19 parliamentary lists was announced. From March 28 to 31, in several editions of the show Elections 2022, mainly in the evening prime time slot, the announced election lists were presented. In addition to the shows in which the representatives of 18 election lists were given the opportunity for a fifteen-minute presentation, four one-hour editions of the show Elections 2022 were realized in a debate format. In this way, the provincial public media service on its first television channel fulfilled the legal obligation to present all election lists evenly and without discrimination, under the same programming and technical conditions.

<sup>32</sup> Krovna organizacija mladih Srbije (National Youth Council of Serbia)

PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

## **Radio Television of Vojvodina – Second program**



## Program statistics for the period 15.02.2022 - 31.03.2022

## TOTAL ELECTION TIME: ALL LEVELS OF ELECTION

Table 38: PROGRAM CONTENT TYPE AND NAME

MSP	Type of program content	Name of the content	Language	Duration of broadcasting	% of share in program duration
RTV 2	General informative program	Fókuszban (Serb. U fokusu)	Hungarian	02:27:58	20,62
		Híradó (Journal)	Hungarian	01:48:04	15,06
		Journal	Ruthenian	01:02:29	8,71
		Dobri večar, Vojvodina (Serb. Dobro večer, Vojvodino)	Ruthenian	00:43:49	6,11
		Denník (Journal)	Slovak	00:40:06	5,59
		Telejournal (Journal)	Romanian	00:39:11	5,46
		Them Romano	Roma	00:39:08	5,45
		Kulturako Aresipe	Roma	00:39:03	5,44
		Napjaink (Naši dani)	Hungarian	00:37:42	5,25
		Journal	Croatian	00:35:58	5,01
		Paleta	Romanian	00:25:31	3,56
		Svetionik	Croatian	00:24:09	3,37
		Nevimata (Journal)	Roma	00:22:51	3,18
		Bună seara, Vojvodina (Dobro večer, Vojvodino)	Romanian	00:21:42	3,02
		Lački rjat, Vojvodina (Serb. Dobro večer, Vojvodino)	Roma	00:11:28	1,60
		Paleta	Roma	00:08:36	1,20
		Agromozaike	Serbian	00:08:24	1,17
		Hírek (News)	Hungarian	00:01:30	0,20
		TOTAL ELECTION TIME			



## Program statistics for the period 15.02.2022 - 31.03.2022

### TOTAL ELECTION TIME

in program contents of ALL TYPES (except election advertising messages)

**Table 39: LEVELS OF ELECTION**

MSP	Type of monitoring (LEVEL OF ELECTIONS)	Duration of broadcasting	% of share in program duration
RTV 2	Republican	10:54:16	91,16
	Presidential	00:57:53	8,07
	Local	00:05:30	0,77
TOTAL ELECTION TIME		11:57:39	100,00

## Program statistics for the time period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising messages)

**Table 40** – shows: *Fókuszban (U fokusu), Híradó (Journal), Dn'ovnik (Journal), Dobri večar, Voivodino (Serb. Dobro večer Vojvodino), Denník (Journal), Telejurnal (Journal), Them Romano, Kulturako aresipe, Napjaink (Serb. Naši dani), Dnevnik, Paleta, Svjetionik, Nevimata (Journal), Bună seara, Voivodină (Serb. Dobro večer Vojvodino), Lači rjat, Vojvodina (Serb. Dobro večer Vojvodino), Paleta, Agromozaiik, Hírek (News)*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 2	Analysts	Neutral	01:24:17	11,74
		Negative	00:01:02	0,14
		$\Sigma$	01:25:19	11,88
	Other campaign participants (REM, RIK, GIK, CRTA)	Neutral	00:39:19	5,48
	Journalists (MSP)	Neutral	00:22:46	3,17
		Negative	00:00:34	0,08
		$\Sigma$	00:23:20	3,25
	$\Sigma$		02:27:58	20,61
	Go change ("Kreni promeni")	Neutral	00:03:38	0,51
	Democratic Community of Croats (Demokratska zajednica Hrvata)	Negative	00:00:22	0,05
	Political parties and movements that have not submitted election lists of candidates for deputies		00:04:00	0,56
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	01:24:39	11,80
		Positive	00:49:59	6,96
		Negative	00:01:39	0,23
		$\Sigma$	02:16:17	18,99
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	01:26:49	12,10
		Positive	00:06:59	0,97
		Negative	00:02:03	0,29
		$\Sigma$	01:35:51	13,36
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:57:09	7,96
		Positive	00:33:25	4,66
		$\Sigma$	01:30:34	12,62

RTV 2	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:50:13	7,00
		Negative	00:05:11	0,72
		Positive	00:03:59	0,56
		$\Sigma$	<b>00:59:23</b>	<b>8,28</b>
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:37:42	5,25
		Positive	00:12:43	1,77
		Negative	00:01:38	0,23
		$\Sigma$	<b>00:52:03</b>	<b>7,25</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:23:01	3,21
		Positive	00:04:15	0,59
		$\Sigma$	<b>00:27:16</b>	<b>3,80</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:15:53	2,21
		Positive	00:06:25	0,89
		Negative	00:02:06	0,29
		$\Sigma$	<b>00:24:24</b>	<b>3,39</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	Neutral	00:13:42	1,91
		Negative	00:01:34	0,22
		positive	00:01:13	0,17
		$\Sigma$	<b>00:16:29</b>	<b>2,30</b>
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:08:02	1,12
		Positive	00:05:16	0,73
		Negative	00:00:36	0,08
		$\Sigma$	<b>00:13:54</b>	<b>1,93</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:09:10	1,28
		Positive	00:02:09	0,32
		Negative	00:01:16	0,18
		$\Sigma$	<b>00:12:35</b>	<b>1,78</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:07:15	1,01
		Positive	00:02:27	0,34
		Negative	00:01:19	0,18
		$\Sigma$	<b>00:11:01</b>	<b>1,53</b>
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:04:20	0,60
		Positive	00:02:42	0,38
		$\Sigma$	<b>00:07:02</b>	<b>0,98</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:04:23	0,61
		Negative	00:01:32	0,21
		Positive	00:00:44	0,10
		$\Sigma$	<b>00:06:39</b>	<b>0,92</b>

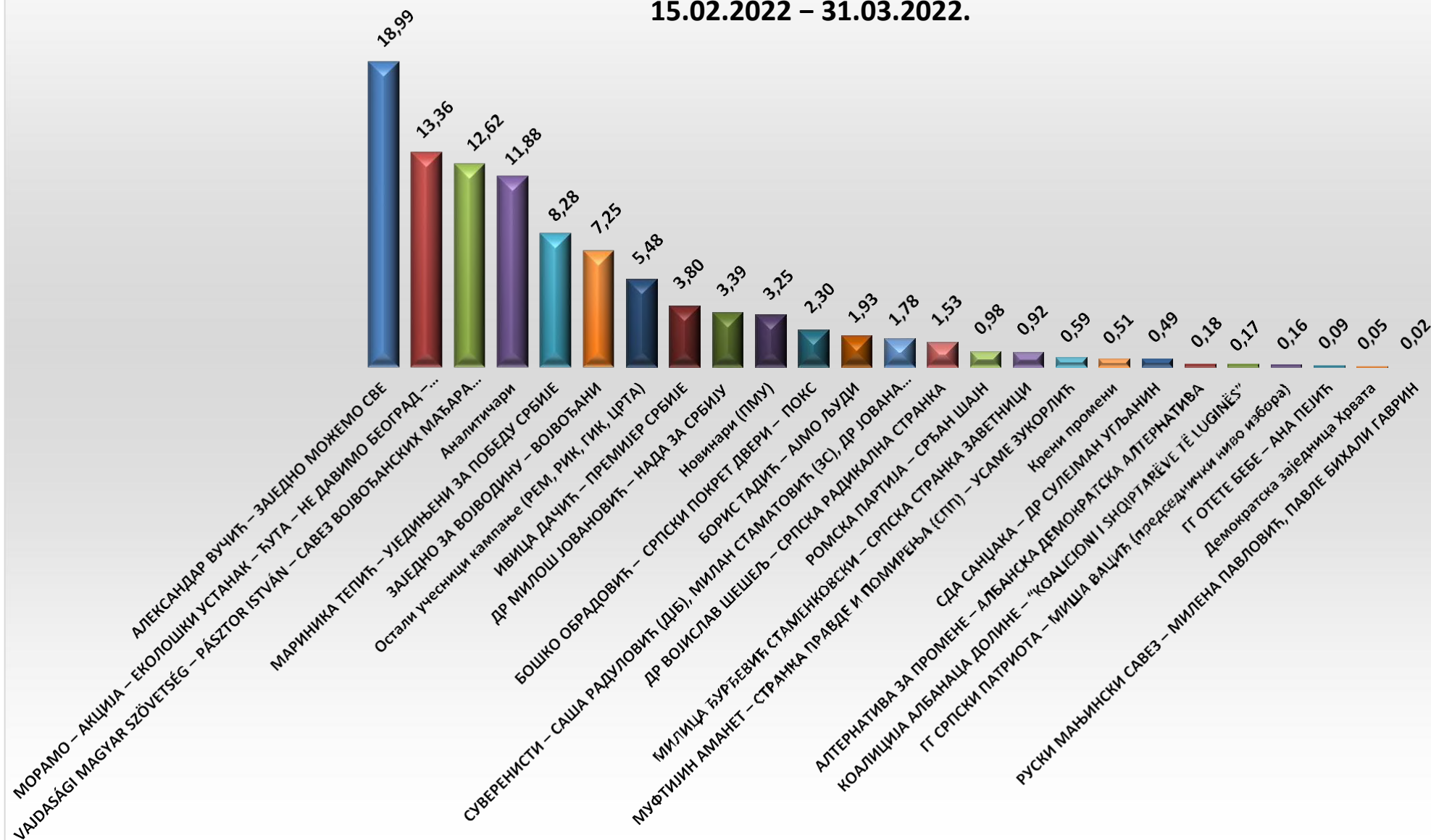
RTV 2	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:03:04	0,43
		Positive	00:01:08	0,16
		$\Sigma$	<b>00:04:12</b>	<b>0,59</b>
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Neutral	00:02:25	0,34
		Positive	00:01:05	0,15
		$\Sigma$	<b>00:03:30</b>	<b>0,49</b>
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	<b>00:01:18</b>	<b>0,18</b>
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	<b>00:01:14</b>	<b>0,17</b>
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Neutral	00:00:56	0,13
		Negative	00:00:15	0,03
		$\Sigma$	<b>00:01:11</b>	<b>0,16</b>
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Positive	00:00:22	0,05
		Neutral	00:00:17	0,04
		$\Sigma$	<b>00:00:39</b>	<b>0,09</b>
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Neutral	<b>00:00:09</b>	<b>0,02</b>
Election lists			<b>09:25:41</b>	<b>78,83</b>
TOTAL ELECTION TIME			<b>11:57:39</b>	<b>100,00</b>

## RTV 2

### UKRAJINA TOTAL ELECTION TIME

#### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

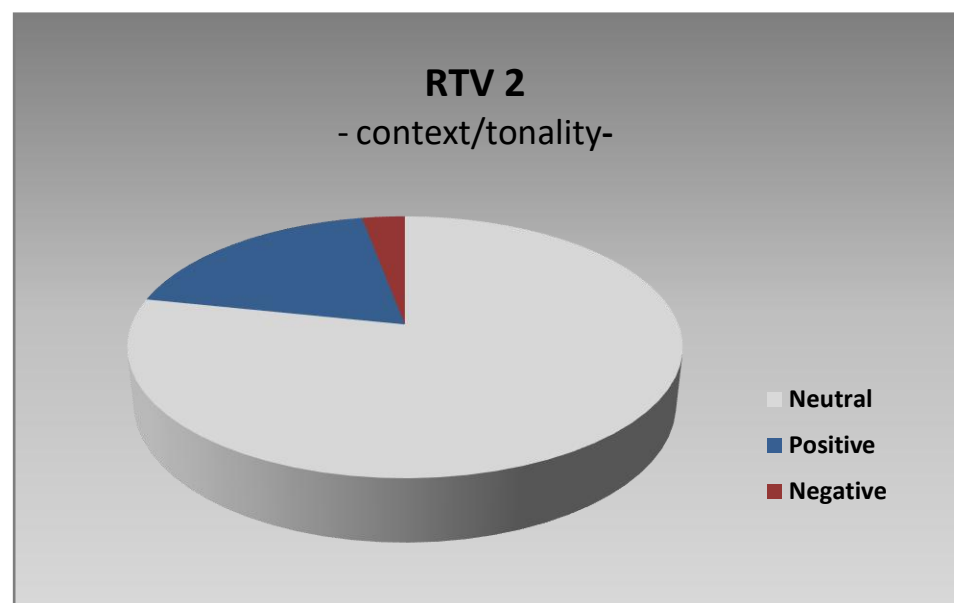
15.02.2022 – 31.03.2022.



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
in program contents of ALL TYPES (except election advertising messages)

**Table 41: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
<b>RTV 2</b>	<b>Neutral</b>	09:21:41	<b>78,27</b>
	<b>Positive</b>	02:14:51	<b>18,79</b>
	<b>Negative</b>	00:21:07	<b>2,94</b>
<b>TOTAL ELECTION TIME</b>		<b>11:57:39</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
in program contents of ALL TYPES (except election advertising messages)

**Table 42: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Form of the content	Duration of broadcasting	% of share in program duration
RTV 2	Report	04:40:56	<b>39,15</b>
	Interview	04:15:48	<b>35,64</b>
	Studio conversation	01:21:43	<b>11,39</b>
	Audio report	01:09:09	<b>9,63</b>
	Statement	00:13:57	<b>1,94</b>
	Thematic report	00:06:59	<b>0,97</b>
	News	00:08:08	<b>1,14</b>
	Announcement	00:00:59	<b>0,14</b>
<b>TOTAL ELECTION TIME</b>		<b>11:57:39</b>	<b>100,00</b>

**Table 43: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTV 2	<b>Male</b>	08:44:34	<b>73,10</b>
	<b>Uncategorized</b>	01:48:46	<b>15,15</b>
	<b>Female</b>	01:24:19	<b>11,75</b>
<b>TOTAL ELECTION TIME</b>		<b>11:57:39</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 - 31.03.2022.

## DAILY INFORMATIVE BROADCASTS (News and Journals)

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 44** – broadcasts: *Híradó* (Journal in Hungarian), *Hírek* (News in Hungarian), *Dn'ovnik* (Journal in Ruthenian), *Denník* (Journal in Slovak language), *Telejurnal* (Journal in Romanian language), *Dnevnik* (Journal in Croatian language), *Nevimata* (Journal in Romani language)

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 2	<b>Other campaign participants</b> (REM, RIK, GIK, CRTA)	Neutral	<b>00:30:06</b>	<b>9,70</b>
	<b>Journalists</b> (Media Service Provider)	Neutral	00:22:39	7,30
		Negative	00:00:34	0,18
		$\Sigma$	<b>00:23:13</b>	<b>7,48</b>
	<b>Analysts</b>	Neutral	00:02:49	0,91
		Negative	00:01:02	0,33
		$\Sigma$	<b>00:03:51</b>	<b>1,24</b>
	$\Sigma$		<b>00:57:10</b>	<b>18,42</b>
	<b>Go change</b> (Kreni promeni)	Neutral	<b>00:03:38</b>	<b>1,17</b>
	<b>Democratic Community of Croats</b> (Demokratska zajednica Hrvata)	Negative	<b>00:00:22</b>	<b>0,12</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:04:00</b>	<b>1,29</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Neutral	00:20:16	6,53
		Positive	00:09:01	2,91
		Negative	00:00:21	0,11
		$\Sigma$	<b>00:29:38</b>	<b>9,55</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Neutral	00:20:23	6,57
		Negative	00:05:11	1,67
		Positive	00:03:59	1,28
		$\Sigma$	<b>00:29:33</b>	<b>9,52</b>
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	Neutral	00:23:01	7,42
		Positive	00:04:15	1,37
		$\Sigma$	<b>00:27:16</b>	<b>8,79</b>



RTV 2	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:15:53	5,12
		Positive	00:06:25	2,07
		Negative	00:02:06	0,68
		Σ	00:24:24	7,87
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:15:52	5,12
		Positive	00:03:25	1,10
		Negative	00:01:38	0,53
		Σ	00:20:55	6,75
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Neutral	00:14:53	4,80
		Positive	00:02:24	0,77
		Negative	00:02:03	0,66
		Σ	00:19:20	6,23
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:13:24	4,32
		Positive	00:04:36	1,48
		Σ	00:18:00	5,80
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Neutral	00:13:42	4,42
		Negative	00:01:34	0,51
		Positive	00:01:13	0,39
		Σ	00:16:29	5,32
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:08:02	2,59
		Positive	00:05:16	1,70
		Negative	00:00:36	0,19
		Σ	00:13:54	4,48
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:09:10	2,96
		Positive	00:02:09	0,69
		Negative	00:01:16	0,41
		Σ	00:12:35	4,06
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:07:15	2,34
		Positive	00:02:27	0,79
		Negative	00:01:19	0,42
		Σ	00:11:01	3,55
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:04:20	1,40
		Positive	00:02:42	0,87
		Σ	00:07:02	2,27

RTV 2	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:04:23	1,41
		Negative	00:01:32	0,49
		Positive	00:00:44	0,24
		Σ	00:06:39	2,14
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:03:04	0,99
		Positive	00:01:08	0,37
		Σ	00:04:12	1,36
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Neutral	00:02:25	0,78
		Positive	00:01:05	0,35
		Σ	00:03:30	1,13
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:01:18	0,42
	COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS	Neutral	00:01:14	0,40
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Neutral	00:00:56	0,30
		Negative	00:00:15	0,08
		Σ	00:01:11	0,38
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Positive	00:00:22	0,12
		Neutral	00:00:17	0,09
		Σ	00:00:39	0,21
	RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN	Neutral	00:00:09	0,05
	Electoral lists		04:08:59	80,28
TOTAL		05:10:09	100,00	

## Program statistics for the time period 15.02.2022 – 31.03.2022.

## GENERAL INFORMATIVE PROGRAM

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 45** – shows: **Agromozai** (a show for farmers in Serbian); **Bunǎ seara, Voivodinǎ** (Serb. Dobro veče Voivodino) – weekly show in Romanian; **Paleta** – collage show in Romanian language; **Dobri veĉar, Voivodino** (Dobro veĉe, Voivodino) – a weekly show in the Ruthenian language; **Kulturako aresipe** - weekly show in Romani language; **Laĉhi rjat Voivodina** (Serb. Dobro veĉe Voivodino) – weekly show in Romani language; **Them Romano** – a weekly show in the Romani language; **Paleta** - a collage show in the Romani language; **Svjeticnik** - weekly show in Croatian; **Fókuszban** (Serb. U fokusu) – a regular weekly news show in Hungarian; **Napjaink** (Serb. Naši dani) – a weekly news show in Hungarian.

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 2	Analysts	Neutral	01:21:28	19,99
	Other campaign participants (CRTA)	Neutral	00:09:13	2,26
	Journalists (Media Service Provider)	Neutral	00:00:07	0,03
	Σ		01:30:48	22,28
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	01:04:23	15,80
		Positive	00:40:58	10,05
		Negative	00:01:18	0,32
		Σ	01:46:39	26,17
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Neutral	01:11:56	17,65
		Positive	00:04:35	1,12
		Σ	01:16:31	18,77
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:43:45	10,74
		Positive	00:28:49	7,08
		Σ	01:12:34	17,82
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:21:50	5,36
		Positive	00:09:18	2,28
		Σ	00:31:08	7,64
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:29:50	7,32
	Electoral lists		05:16:42	77,72
TOTAL			06:47:30	100,00

## Program statistics for time period 02.03.2022 – 31.03.2022

## TOTAL ELECTION TIME

## PRESENTATION OF PRESIDENTIAL CANDIDATES

In program contents of ALL TYPES (except election advertising messages)

**Table 46** – broadcasts: *Híradó* (Journal in Hungarian language), *Dn'ovník* (Journal in Ruthenian language), *Denník* (Journal in Slovak language), *Telejurnal* (Journal in Romanian language), *Journal* (in Croatian language), *Nevimata* (Journal in Romani language)

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV 2	MILOŠ JOVANOVIĆ	Neutral	00:06:39	1,24
		Positive	00:03:49	0,71
		Negative	00:01:09	0,21
		Σ	00:11:37	2,16
	ALEKSANDAR VUČIĆ	Neutral	00:08:02	1,49
		Positive	00:05:15	0,98
		Σ	00:13:17	2,47
	ZDRAVKO PONOŠ	Neutral	00:06:50	1,27
		Negative	00:02:03	0,38
		Positive	00:01:04	0,20
		Σ	00:09:57	1,85
	BILJANA STOJKOVIĆ	Neutral	00:05:13	0,97
		Positive	00:01:03	0,20
		Σ	00:06:16	1,17
	BOŠKO OBRADOVIĆ	Neutral	00:03:44	0,69
		Negative	00:01:14	0,23
		Positive	00:00:50	0,16
		Σ	00:05:48	1,08
	MILICA ĐURĐEVIĆ STAMENKOVSKI	Neutral	00:02:20	0,43
		Positive	00:00:44	0,14
		Negative	00:00:15	0,05
		Σ	00:03:19	0,62
	MIŠA VACIĆ	Neutral	00:00:56	0,17
		Negative	00:00:15	0,05
		Σ	00:01:11	0,22
	BRANKA STAMENKOVIĆ	Positive	00:00:49	0,15
		Neutral	00:00:14	0,04
		Σ	00:01:03	0,19
Presidential candidates			00:52:28	9,76
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			08:05:03	90,25
TOTAL ELECTION TIME			08:57:31	100,00

**Program statistics for the time period 15.02.2022 – 31.03.2022**  
**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
**in program contents of ALL TYPES (except election advertising messages)**

Table 47.

MSP	State function	Duration of broadcasting	% of share in program duration
RTV 2	President of the Republic of Serbia	01:48:20	7,41
	Secretaries of State	01:29:56	6,15
	Provincial Secretary for Culture, Public Information and Relations with Religious Communities	01:28:51	6,08
	Minister of Finance	01:16:21	5,22
	Minister for Human and Minority Rights	01:10:40	4,83
	Minister of Trade, Tourism and Telecommunications	00:38:53	2,66
	Minister of State Administration and Local Self-Government	00:38:04	2,60
	Minister for Labour, Employment, Veterans and Social Affairs	00:31:44	2,17
	President of the Government of AP Vojvodina	00:28:40	1,96
	Provincial Secretary for Economy	00:27:19	1,87
	Minister without portfolio for regional development and coordination of work of public enterprises	00:20:09	1,38
	Provincial Secretary for Education, Regulations, Administration and National Communities	00:19:04	1,30
	Minister of Economy	00:19:00	1,30
	Republican officials	00:16:40	1,17
	President of the Assembly of Serbia	00:14:36	1,00
	Prime Minister of the Republic of Serbia	00:12:57	0,89
	Minister of Culture and Information	00:06:36	0,45
	Minister of Mining and Energy	00:05:57	0,41
	Minister of Agriculture, Forestry and Water Management	00:05:53	0,40
	Minister of Interior Affairs	00:05:29	0,37
	Minister of Construction, Transport and Infrastructure	00:03:31	0,24
	President of the municipality	00:03:23	0,23
	Minister of Foreign Affairs	00:02:32	0,17
	President of the Assembly of Vojvodina	00:02:18	0,16
	Minister of Education, Science and Technological Development	00:02:04	0,14
	Minister of Health	00:01:31	0,10
	Minister for European Integration	00:01:20	0,09
	Provincial Secretary for Higher Education and Scientific Research	00:00:58	0,07
	Minister without portfolio in charge of innovation and technological development	00:01:05	0,07

RTV 2	Government of Republic of Serbia	00:00:38	0,04
	Mayor	00:00:19	0,02
	<b>TOTAL STATE OFFICIALS</b>	<b>12:24:48</b>	<b>50,95</b>
MSP	Campaign participants	Duration of broadcasting	% of share in program duration
RTV 2	<b>Analysts</b>	01:25:19	5,83
	<b>Other campaign participants</b> (REM, RIK, GIK, CRTA)	00:39:19	2,69
	<b>Journalists</b> (MSP)	00:23:20	1,60
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	00:04:00	0,28
	<b>Σ</b>	<b>02:31:58</b>	<b>10,40</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	02:16:17	9,32
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	01:35:51	6,55
	<b>VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR</b>	01:30:34	6,19
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	00:59:23	4,06
	<b>TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA</b>	00:52:03	3,56
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	00:27:16	1,86
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	00:24:24	1,67
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS</b>	00:16:29	1,13
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	00:13:54	0,95
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	00:12:35	0,86
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	00:11:01	0,75
	<b>ROMA PARTY - SRDJAN ŠAJN</b>	00:07:02	0,48
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"</b>	00:06:39	0,45
	<b>MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ</b>	00:04:12	0,29
	<b>SDA SANDŽAK - DR SULEJMAN UGLJANIN</b>	00:03:30	0,24
	<b>ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE</b>	00:01:18	0,09
	<b>COALITION OF ALBANIANS OF THE VALLEY – COALITIONS AND SHQIPTARËVE TË LUGINËS</b>	00:01:14	0,08
	<b>CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ</b>	00:01:11	0,08
	<b>CITIZEN GROUP "KIDNAPPED BABIES"- ANA PEJIĆ</b>	00:00:39	0,04
	<b>RUSSIAN MINORITY ALLIANCE - MILENA PAVLOVIĆ, PAVLE BIHALI GAVRIN</b>	00:00:09	0,01
	<b>Electoral lists</b>	<b>09:25:41</b>	<b>38,68</b>
	<b>TOTAL ELECTION TIME</b>	<b>11:57:39</b>	<b>49,07</b>
<b>TOTAL</b>		<b>24:22:27</b>	<b>100,00</b>

**Program statistics for the time 15.02.2022 – 31.03.2022**  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
in program contents of ALL TYPES (except election advertising messages)

Table 48.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Elections in general, campaign, procedure	7:20:43	61,41	Economic policy, tax policy	3:37:54	29,26
Human and minority rights	1:07:01	9,34	Human and minority rights	2:39:47	21,45
Election promises	1:02:17	8,68	Culture, tradition	0:59:50	8,03
Culture, tradition	0:30:16	4,22	The media	0:56:20	7,56
Youth, education	0:15:19	2,13	Economy	0:34:34	4,64
Agriculture	0:12:34	1,75	Investments, new jobs	0:32:07	4,31
Electoral support	0:08:12	1,14	International political and economic cooperation	0:27:56	3,75
International political and economic cooperation	0:06:31	0,91	Infrastructure, energy	0:25:19	3,40
Ecology	0:06:29	0,90	Traffic	0:15:50	2,13
The media	0:06:16	0,87	Crisis in Ukraine	0:15:37	2,10
Positive about the government	0:05:54	0,82	Regular state activities	0:13:58	1,88
Economic policy, tax policy	0:05:06	0,71	Youth, education	0:13:40	1,83
Social policy, healthcare	0:04:51	0,68	Tourism	0:12:53	1,73
Military and political neutrality	0:04:42	0,65	Social policy, healthcare	0:10:07	1,36
Infrastructure, energy	0:04:29	0,62	Agriculture	0:09:54	1,33
European integration	0:05:09	0,72	Kosovo and Metohija	0:09:50	1,32
Vojvodina	0:03:55	0,55	Elections in general, campaign, procedure	0:08:59	1,21
City administration, local self-government	0:03:51	0,54	Army, police	0:08:09	1,09
Criticism of the authorities	0:03:38	0,51	Ecology	0:04:00	0,54
Decentralization	0:03:28	0,48	Positive about the government	0:02:45	0,37
Constitution and legislation	0:01:54	0,25	Cooperation with Russia and China	0:01:37	0,22
Kosovo and Metohija	0:01:42	0,24	European integration	0:01:18	0,17
Crisis in Ukraine	0:01:29	0,21	Corruption, crime	0:01:01	0,14
Challenging candidates, mutual criticism	0:01:24	0,20	Military and political neutrality	0:00:41	0,09
Topics individually represented < 0.20% (total)	0:10:29	1,47	Covid 19	0:00:42	0,09
<b>TOTAL</b>	<b>11:57:39</b>	<b>100,00</b>	<b>TOTAL</b>	<b>12:24:48</b>	<b>100,00</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF RTV 2

The provincial public media service of Radio Television of Vojvodina on its second channel broadcasts programs in the languages of minority national communities living in Vojvodina<sup>33</sup>.

The largest amount of election program content was broadcast in Hungarian: **4 hours 55 minutes and 14 seconds**, which is **41.14%** of the total election program of this MSP. The following are optional contents: in the Romani language, **2 hours, a minute and 6 seconds**, that is, **16.87%**; in Ruthenian **one hour and 46 minutes and 18 seconds**, or **14.81%**; and in Romanian **one hour and 26 minutes and 24 seconds** – **12.04%** of the total election program of RTV 2. In Croatian, **one hour and 7 seconds**, or **8.38%**, was broadcast, in Slovak, **40 minutes and 6 seconds**, that is, **5.59 %** and in the Serbian language **8 minutes and 24 seconds**, which is **1.17%** of the total election time on the RTV 2 program.

### DAILY INFORMATIVE BROADCASTS

PSB RTV 2 gave the most comprehensive coverage of the electoral activities of candidates and political parties who did not submit electoral lists of candidates for deputies, and other participants in the election campaign in their Journals: **Híradó** (Journal in Hungarian), **Dn'ovník** (Journal in Ruthenian language), **Denník** (Journal in Slovak language), **Telejurnal** (Journal in Romanian language), **Dnevnik** (Journal in Croatian language), **Nevimata** (Journal in Romani language); and one news show **Hírek** (News in Hungarian). In this way, the election media campaign on RTV 2 is concentrated in the central news broadcasts in the languages of national minorities. In these broadcasts, RTV 2 reported on the activities of all the participants in the election campaign: 19 electoral lists of candidates for deputies of the National Assembly and eight presidential candidates. In addition to the election actions of confirmed lists and candidates, reports were also made on the tasks that are the responsibility of representatives of state bodies (election commissions) and the civil sector (CRTA) who procedurally and professionally deal with the election process and election campaign. The predominant audio-visual (television) form of election contributions in these shows are reports, without tone inserts and statements of political subjects (**87.61%**), neutral context (**77.11%**) and on general election topics (**63.85%**). In none of these central news broadcasts was the election program content broadcast in sign language.

<sup>33</sup> Ten (10) languages of minority national communities living in Vojvodina: Hungarian, Slovak, Romanian, Ruthenian, Romani, Ukrainian, Croatian, Macedonian, Bunjevac and German. Also, RTV 2 broadcasts program contents intended for the Montenegrin ethnic community in Vojvodina, but also in the majority - Serbian, as well as in foreign languages. With the linguistic diversity of the programs on its second channel, RTV confirms the realization of public interest: "satisfying the needs of citizens for program content that ensures the preservation and expression of the cultural identity of both the Serbian people and national minorities, taking into account that national minorities watch certain program units in their native language and letter" - Law on Public Media Services, Article 7, Paragraph 1, Item 6).



## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

Radio-television of Vojvodina on its second channel did not launch a single specialized show dedicated to the elections; only the program from the regular offer of informative contents in the Hungarian language *Fókuszban* (Serb. U fokusu) was dedicated to the election process during the campaign. In this studio show, guests were: **Zoltan Mesaroš** and **Ištván Pastor** in front of the list **VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR**; **Ferenc Ševenj** from the **Hungarian Movement** (Madjarski pokret) as a representative of the electoral list **WE MUST - ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ**; **Aron Čonka** from the **Democratic Union of Vojvodina Hungarians (Demokratska zajednica vojvodjanskih Madjara)** on behalf of the election list **MARINIKA TEPIĆ – UNITED FOR THE VICTORY OF SERBIA**; and analysts: **Alpar Lošonac**, **Peter Vataščin** and **Virag Đurković**.

In the weekly shows in the Romanian language, *Bună seara, Voivodină* (Serb. Dobro večē, Vojvodino) and *Paleta*, only the representatives of the **Romanian Party** (Rumunska partija) from the coalition **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ** were recorded; in the Romani-language shows *Kulturako aresipe*, *Lači rjat Vojvodina* and *Them Romano*, only one candidate was a guest - **Dragoljub Acković** on behalf of the list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**, while the weekly show in the Croatian language *Svjetionik* gave its time to only one campaign participant - **Tomislav Žigmanov** from **Democratic Alliance of Croats in Vojvodina** (Demokratski savez Hrvata u Vojvodini) on behalf of the coalition **TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA**. Radio-television of Vojvodina on its second channel in regular broadcasts from the weekly offer of informative content conceived the election program in accordance with the very nature - linguistic, national and identity specificity of this channel: it represented exclusively members of minority communities who are candidates on the electoral lists. The program content was dominated by a neutral tone, as the topics were mainly general electives, as well as those specifically related to human and minority rights and issues of culture, tradition and identity of minority communities in Vojvodina.

## STATE OFFICIALS

The relatively high percentage (**50.95%**) of the appearance of state officials during the election campaign in relation to the election program on RTV 2 is a consequence of the specific editorial concept of the RTV 2 news program and the structure of the election program (which could be characterized as more modest, since the media election the campaign was concentrated to the greatest extent on journals in the languages of national minorities). During the election campaign, a total of **11 hours, 57 minutes and 39 seconds** of election content was broadcast on RTV 2. In its overall information program, RTV 2 also reports on the activities of the authorities (at the republican, provincial and local government levels), mostly on topics that are specific to the target group of this MSP. In the articles in which state officials appear, identity topics dominate: human and minority rights, topics from the media, culture and traditions of minority communities in Vojvodina.

## *IV* chapter

### **Commercial Media Service Providers (MSP)**

**With coverage of the entire territory of the Republic of Serbia**

PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

## **RTV PINK**



Program statistics for the time period 15.02.2022 – 31.03.2022  
TOTAL ELECTION TIME: ALL ELECTION LEVELS

Table 49: TYPES AND NAMES OF PROGRAM CONTENTS

MSP	Type of the content	Name of the content	Duration of broadcasting	% of share in program duration
RTV Pink	General informative program	"National Journal"	31:11:40	46,84
		"National Journal at 18:30"	08:59:33	13,50
		"Novo jutro"	07:38:51	11,48
		"Hit tvit"	04:47:00	7,18
		"Intervju"	00:20:39	0,52
		"News in show Novo Jutro"	00:20:04	0,50
		"Poslednja vest"	00:01:13	0,03
	TOTAL:		53:19:00	80,05
	Election advertising messages		07:37:14	11,44
	Specialized election broadcasts	Parliamentary elections 2022	03:07:57	4,70
		Presidential elections 2022	01:33:54	2,35
	TOTAL:		04:41:51	7,05
	Entertainment program	"Amidži show"	00:58:10	1,46
TOTAL ELECTION TIME			66:36:15	100,00

## Program statistics for the time period 15.02.2022 – 31.03.2022

### TOTAL ELECTION TIME

In program contents of ALL TYPES (except election advertising messages)

**Table 50: ELECTION LEVELS**

MSP	Type of monitoring (ELECTION LEVEL)	Duration of broadcasting	% of share in program duration
RTV Pink	Republican	48:33:54	<b>82,33</b>
	Presidential	09:45:15	<b>16,54</b>
	Local	00:39:52	<b>1,13</b>
<b>TOTAL ELECTION TIME</b>		<b>58:59:01</b>	<b>100,00</b>

Program statistics for the time period 15.02.2022 – 31.03.2022.

## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

In program contents of ALL TYPES (except election advertising messages)

**Table 51** – broadcasts: *National Journal, National Journal at 18:30, Novo jutro, Hit tvit, Intervju, News in show Novo jutro, Poslednja vest, Parliamentary elections 2022, Presidential elections 2022, Amidži show*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	Journalist (Media Service Provider)	Positive	16:36:27	28,15
		Negative	04:02:51	6,86
		Neutral	00:35:51	1,01
		$\Sigma$	<b>21:15:09</b>	<b>36,02</b>
	Analysts	Negative	03:38:51	6,18
		Positive	01:20:54	2,29
		Neutral	01:09:31	1,96
		$\Sigma$	<b>06:09:16</b>	<b>10,43</b>
	Other campaign participants (REM, RIK, PNT, ASK)	Neutral	00:20:06	0,57
		Negative	00:02:58	0,08
		$\Sigma$	<b>00:23:04</b>	<b>0,65</b>
	$\Sigma$		<b>27:47:29</b>	<b>47,10</b>
	Association of Albanians in Serbia (Matica Albanaca Srbije)	Negative	<b>00:05:37</b>	<b>0,16</b>
	State-building movement of Serbia (Državotvorni pokret Srbije)	Neutral	<b>00:00:54</b>	<b>0,03</b>
	Political parties and movements that have not submitted election lists of candidates for deputies		<b>00:06:31</b>	<b>0,19</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	06:05:47	10,34
		Neutral	02:30:32	4,25
		Negative	01:14:39	2,11
		$\Sigma$	<b>09:50:58</b>	<b>16,70</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	01:29:44	2,54
		Positive	01:01:13	1,73
		Negative	00:14:03	0,40
		$\Sigma$	<b>02:45:00</b>	<b>4,67</b>

RTV Pink	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	01:15:47	2,14
		Positive	00:46:48	1,32
		Negative	00:20:08	0,57
		$\Sigma$	<b>02:22:43</b>	<b>4,03</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:51:04	1,44
		Neutral	00:50:10	1,42
		Negative	00:29:29	0,83
		$\Sigma$	<b>02:10:43</b>	<b>3,69</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:54:46	1,55
		Neutral	00:54:31	1,54
		Negative	00:19:14	0,54
		$\Sigma$	<b>02:08:31</b>	<b>3,63</b>
	BOŠKO OBRADOVIĆ – SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:49:29	1,40
		Neutral	00:43:49	1,24
		Negative	00:20:45	0,59
		$\Sigma$	<b>01:54:03</b>	<b>3,23</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (Žzs)	Neutral	01:03:13	1,79
		Positive	00:28:52	0,77
		Negative	00:17:10	0,49
		$\Sigma$	<b>01:49:15</b>	<b>3,05</b>
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Neutral	00:49:49	1,41
		Positive	00:31:01	0,88
		Negative	00:13:54	0,39
		$\Sigma$	<b>01:34:44</b>	<b>2,68</b>
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:45:57	1,30
		Positive	00:22:12	0,63
		Negative	00:13:46	0,39
		$\Sigma$	<b>01:21:55</b>	<b>2,32</b>
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:42:42	1,21
		Positive	00:31:49	0,90
		Negative	00:03:54	0,11
		$\Sigma$	<b>01:18:25</b>	<b>2,22</b>
	BORIS TADIĆ - COME ON PEOPLE	Negative	00:25:32	0,72
		Neutral	00:25:09	0,71
		Positive	00:10:12	0,29
		$\Sigma$	<b>01:00:53</b>	<b>1,72</b>

RTV Pink	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:21:49	0,62
		Neutral	00:11:13	0,32
		Negative	00:05:44	0,16
		Σ	00:38:46	1,10
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:19:19	0,55
		Negative	00:10:12	0,29
		Neutral	00:04:32	0,13
		Σ	00:34:03	0,97
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:21:33	0,61
		Neutral	00:09:15	0,26
		Σ	00:30:48	0,87
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Neutral	00:14:22	0,41
		Negative	00:06:43	0,19
		Positive	00:00:53	0,02
		Σ	00:21:58	0,62
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:14:42	0,42
		Neutral	00:04:27	0,13
		Negative	00:02:05	0,06
		Σ	00:21:14	0,61
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:11:47	0,33
		Positive	00:08:57	0,25
		Negative	00:00:18	0,01
		Σ	00:21:02	0,59
	Electoral lists		31:05:01	52,70
TOTAL ELECTION TIME		58:59:01	100,00	

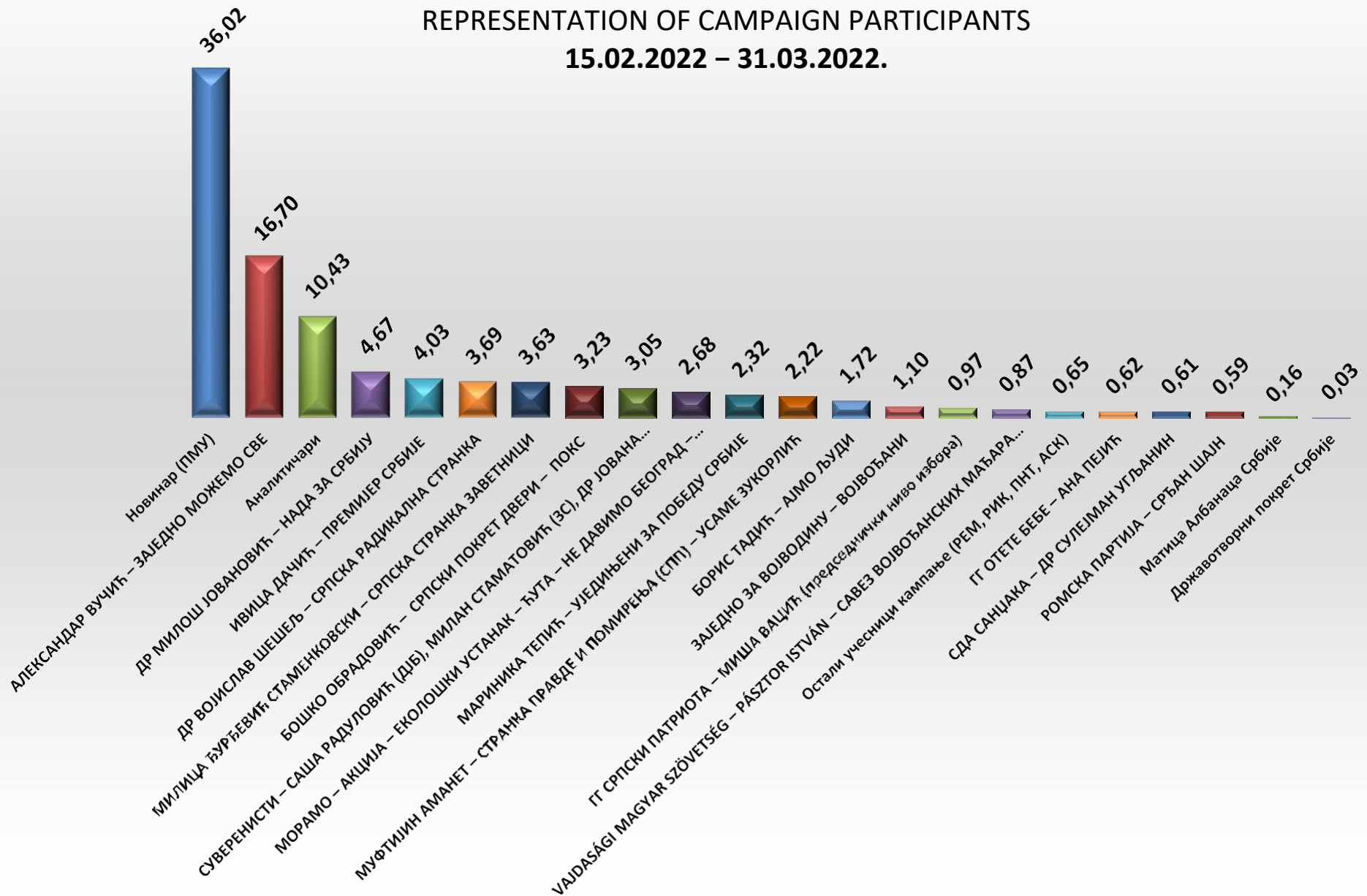


## RTV PINK

### UKUPNO VREMENE

#### REPRESENTATION OF CAMPAIGN PARTICIPANTS

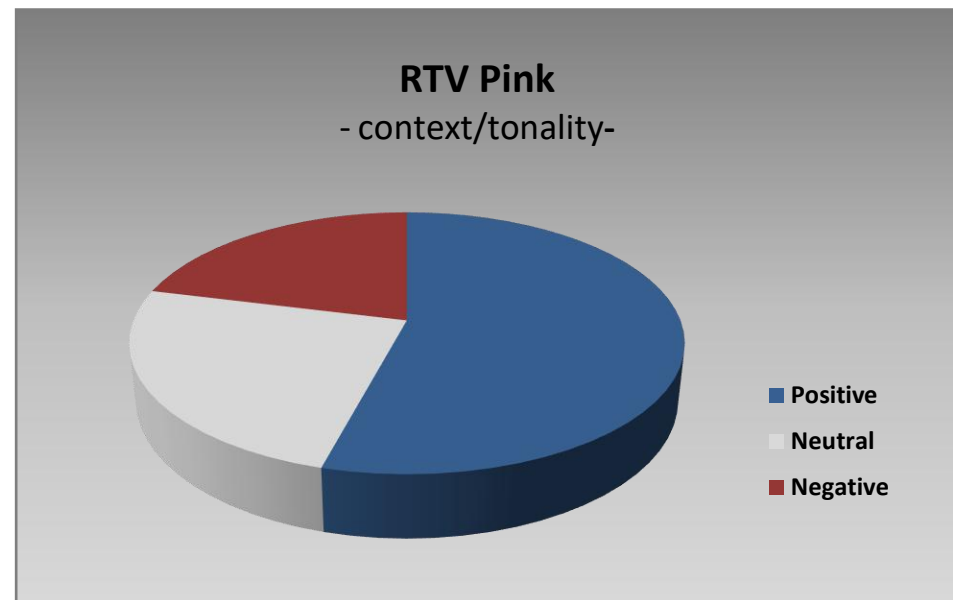
15.02.2022 – 31.03.2022.



**Program statistics for the time period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME: ALL ELECTION LEVELS**  
 in program contents of ALL TYPES (except election advertising)

**Table52: CONTEXT or TONALITY of ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTV Pink	Positive	31:57:47	54,19
	Neutral	14:33:21	24,68
	Negative	12:27:53	21,13
<b>TOTAL ELECTION TIME</b>		<b>58:59:01</b>	<b>100,00</b>



**Program statistics for the time period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising)

**Table 53: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Content form	Duration of broadcasting	% of share in program duration
RTV Pink	<b>Thematic report</b>	20:26:02	34,64
	<b>Audio report</b>	16:10:23	27,42
	<b>Interview</b>	15:07:49	25,65
	<b>Studio conversation</b>	03:02:28	5,16
	<b>Report</b>	01:54:01	3,22
	<b>Statement</b>	01:36:49	2,74
	<b>News</b>	00:41:29	1,17
<b>TOTAL ELECTION TIME</b>		<b>58:59:01</b>	<b>100,00</b>

**Table 54: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
RTV Pink	<b>Male</b>	30:08:12	<b>51,09</b>
	<b>Uncategorized</b>	21:50:47	<b>37,04</b>
	<b>Female</b>	07:00:02	<b>11,87</b>
<b>TOTAL ELECTION TIME</b>		<b>58:59:01</b>	<b>100,00</b>

Program statistics for the time period 15.02.2022 – 31.03.2022

DAILY INFORMATIVE BROADCASTS (News and Journals)

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

table 55 – broadcasts: *National Journal, National Journal at 18:30, News in show Novo jutro, Poslednja vest*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	Journalists (MSP)	Positive	15:56:20	39,31
		Negative	03:53:48	9,61
		Neutral	00:35:51	1,47
		Σ	20:25:59	50,39
	Analysts	Negative	00:46:48	1,92
		Positive	00:03:08	0,13
		Σ	00:49:56	2,05
	Other campaign participants (REM, RIK, PNT)	Neutral	00:20:06	0,83
		Negative	00:01:14	0,05
		Σ	00:21:20	0,88
	Σ		21:37:15	53,32
	State-building movement of Serbia (Državotvorni pokret Srbije) <sup>34</sup>	Neutral	00:00:54	0,04
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	04:36:51	11,38
		Neutral	00:45:40	1,88
		Negative	00:21:21	0,88
		Σ	05:43:52	14,14
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:52:47	2,17
		Neutral	00:40:42	1,67
		Negative	00:08:54	0,37
		Σ	01:42:23	4,21
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Positive	00:44:24	1,83
		Neutral	00:35:42	1,47
		Negative	00:11:03	0,45
		Σ	01:31:09	3,75

<sup>34</sup> A political movement that did not submit an election list of candidates for deputies.

RTV Pink	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:42:01	1,73
		Neutral	00:34:46	1,43
		Negative	00:13:24	0,55
		Σ	01:30:11	3,71
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:41:18	1,70
		Positive	00:22:49	0,93
		Negative	00:08:39	0,36
		Σ	01:12:46	2,99
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:32:22	1,33
		Positive	00:27:27	1,13
		Negative	00:10:39	0,44
		Σ	01:10:28	2,90
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:41:20	1,70
		Positive	00:19:48	0,81
		Negative	00:08:18	0,34
		Σ	01:09:26	2,85
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović	Neutral	00:34:00	1,40
		Positive	00:24:57	1,03
		Negative	00:07:54	0,32
		Σ	01:06:51	2,75
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:29:57	1,23
		Neutral	00:19:56	0,82
		Negative	00:07:47	0,32
		Σ	00:57:40	2,37
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:36:28	1,50
		Positive	00:15:06	0,62
		Negative	00:02:02	0,08
		Σ	00:53:36	2,20
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:16:57	0,70
		Positive	00:07:25	0,30
		Negative	00:05:52	0,24
		Σ	00:30:14	1,24
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:14:42	0,60
		Neutral	00:04:27	0,18
		Negative	00:02:05	0,09
		Σ	00:21:14	0,87

RTV Pink	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:13:04	0,54
		Negative	00:07:10	0,29
		Neutral	00:00:33	0,02
		Σ	00:20:47	0,85
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:13:51	0,57
		Neutral	00:03:16	0,13
		Negative	00:00:58	0,04
		Σ	00:18:05	0,74
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:06:28	0,27
		Neutral	00:02:37	0,11
		Σ	00:09:05	0,38
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Neutral	00:08:49	0,36
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:04:38	0,19
		Neutral	00:03:07	0,13
		Σ	00:07:45	0,32
Electoral lists		18:54:21	46,63	
TOTAL		40:32:30	100,00	

Program statistics for the time period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE SHOW

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 56 – broadcast: National Journal at 18:30

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	Journalists ( <i>Media Service providers</i> )	Positive	02:56:11	32,65
		Negative	00:50:25	9,34
		Neutral	00:15:48	2,93
		$\Sigma$	<b>04:02:24</b>	<b>44,92</b>
	Analysts	Negative	00:09:28	1,75
		Positive	00:01:34	0,29
		$\Sigma$	<b>00:11:02</b>	<b>2,04</b>
	Other campaign participants ( <i>REM, RIK, PNT</i> )	Neutral	00:03:26	0,64
		Negative	00:00:38	0,12
		$\Sigma$	<b>00:04:04</b>	<b>0,76</b>
	$\Sigma$		<b>04:17:30</b>	<b>47,72</b>
	State-building movement of Serbia (Državotvorni pokret Srbije) <sup>35</sup>	Neutral	<b>00:00:13</b>	<b>0,04</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:02:31	11,59
		Neutral	00:08:16	1,53
		Negative	00:06:39	1,23
		$\Sigma$	<b>01:17:26</b>	<b>14,35</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:13:26	2,49
		Neutral	00:10:19	1,91
		Negative	00:02:31	0,47
		$\Sigma$	<b>00:26:16</b>	<b>4,87</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Positive	00:12:00	2,22
		Neutral	00:09:01	1,67
		Negative	00:02:43	0,50
		$\Sigma$	<b>00:23:44</b>	<b>4,39</b>

<sup>35</sup> A political movement that did not submit an electoral list of candidates for deputies.

PRV Pink	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI"- POKS	Positive	00:11:18	2,09
		Neutral	00:08:17	1,54
		Negative	00:03:21	0,62
		Σ	00:22:56	4,25
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:10:53	2,02
		Positive	00:06:21	1,20
		Negative	00:02:11	0,40
		Σ	00:19:25	3,62
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović	Neutral	00:08:37	1,60
		Positive	00:06:55	1,28
		Negative	00:02:24	0,44
		Σ	00:17:56	3,32
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:08:00	1,48
		Positive	00:07:19	1,36
		Negative	00:02:26	0,45
		Σ	00:17:45	3,29
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:09:15	1,71
		Positive	00:05:01	0,93
		Negative	00:01:55	0,36
		Σ	00:16:11	3,00
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:07:43	1,43
		Neutral	00:05:16	0,98
		Negative	00:02:04	0,38
		Σ	00:15:03	2,79
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:08:54	1,65
		Positive	00:04:13	0,78
		Negative	00:00:31	0,10
		Σ	00:13:38	2,53
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:04:26	0,82
		Negative	00:02:43	0,50
		Positive	00:01:59	0,37
		Σ	00:09:08	1,69
	CITIZEN GROUP "SERBIAN PATRIOT"- MIŠA VACIĆ (presidential level of the election)	Positive	00:03:43	0,69
		Negative	00:02:05	0,39
		Neutral	00:00:08	0,02
		Σ	00:05:56	1,10



RTV Pink	SDA SANDŽAK- DR SULEJMAN UGLJANIN	Positive	00:03:44	0,69
		Neutral	00:01:01	0,19
		Negative	00:00:42	0,13
		Σ	00:05:27	1,01
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:03:34	0,66
		Neutral	00:00:44	0,14
		Negative	00:00:29	0,09
		Σ	00:04:47	0,89
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:01:48	0,33
		Neutral	00:00:46	0,14
		Σ	00:02:34	0,47
	CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ	Neutral	00:02:33	0,47
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:00:36	0,11
		Neutral	00:00:29	0,09
		Σ	00:01:05	0,20
Electoral lists		04:41:50	52,24	
TOTAL		08:59:33	100,00	

## Program statistics for the period 15.02.2022 - 31.03.2022

## GENERAL AND SPECIALIZED INFORMATIVE PROGRAM

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 57 – broadcasts: *Novo jutro, Hit tvit, Intervju, Parliamentary elections 2022, Presidential elections 2022*

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	Journalists (Media Service providers)	Negative	02:52:03	16,41
		Positive	01:17:46	7,42
		Neutral	01:09:31	6,63
		$\Sigma$	<b>05:19:20</b>	<b>30,46</b>
	Analysts	Positive	00:40:07	3,83
		Negative	00:09:03	0,86
		$\Sigma$	<b>00:49:10</b>	<b>4,69</b>
	Other campaign participants (ASK)	Negative	00:01:44	0,17
	$\Sigma$		<b>06:10:14</b>	<b>35,32</b>
	Association of Albanians in Serbia (Matica Albanaca Srbije) <sup>36</sup>	Negative	00:05:37	0,54
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:20:24	7,67
		Neutral	00:56:40	5,41
		Negative	00:51:52	4,95
		$\Sigma$	<b>03:08:56</b>	<b>18,03</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY)	Neutral	00:30:14	2,88
		Negative	00:21:42	2,07
		Positive	00:21:07	2,01
		$\Sigma$	<b>01:13:03</b>	<b>6,96</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:43:25	4,14
		Positive	00:19:21	1,85
		Negative	00:09:29	0,90
		$\Sigma$	<b>01:12:15</b>	<b>6,89</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:49:02	4,68
		Positive	00:08:26	0,80
		Negative	00:05:09	0,49
		$\Sigma$	<b>01:02:37</b>	<b>5,97</b>

<sup>36</sup> Political party that has not submitted an election list of candidates for deputies.

RTV Pink	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Neutral	00:18:49	1,79
		Positive	00:10:22	0,99
		Negative	00:08:11	0,78
		Σ	00:37:22	3,56
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:21:55	2,09
		Negative	00:08:31	0,81
		Positive	00:06:03	0,60
		Σ	00:36:29	3,50
	BORIS TADIĆ - COME ON PEOPLE	Negative	00:19:40	1,88
		Neutral	00:08:12	0,78
		Positive	00:02:47	0,27
		Σ	00:30:39	2,93
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović	Neutral	00:15:49	1,51
		Positive	00:06:04	0,58
		Negative	00:06:00	0,57
		Σ	00:27:53	2,66
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:16:43	1,59
		Neutral	00:06:14	0,59
		Negative	00:01:52	0,18
		Σ	00:24:49	2,36
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Neutral	00:09:03	0,86
		Positive	00:07:28	0,71
		Negative	00:07:21	0,70
		Σ	00:23:52	2,27
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:16:55	1,61
		Neutral	00:06:08	0,59
		Σ	00:23:03	2,20
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:07:57	0,76
		Positive	00:07:58	0,76
		Negative	00:04:46	0,45
		Σ	00:20:41	1,97
	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ (presidential level of the election)	Positive	00:06:15	0,60
		Neutral	00:03:59	0,38
		Negative	00:03:02	0,29
		Σ	00:13:16	1,27
	CITIZEN GROUP "KIDNAPPED BABIES" - ANA PEJIĆ	Negative	00:06:43	0,64
		Neutral	00:05:33	0,53
		Positive	00:00:53	0,08
		Σ	00:13:09	1,25

RTV Pink	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:05:28	0,52
		Neutral	00:04:37	0,44
		Positive	00:02:24	0,23
		Σ	00:12:29	1,19
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:09:10	0,87
		Positive	00:02:29	0,24
		Negative	00:00:18	0,03
		Σ	00:11:57	1,14
	Electoral lists		11:12:30	64,15
TOTAL			17:28:21	100,00

## RTV Pink



Program statistics for the period 15.02.2022 - 31.03.2022

OTHER TYPES OF PROGRAM CONTENT (Entertainment)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 58 – broadcast: *Amidži show*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	00:48:12	82,87
		Positive	00:08:32	14,67
		Negative	00:01:26	2,46
TOTAL			00:58:10	100,00

## Program statistics for the time period 02.03.2022 – 31.03.2022

### TOTAL ELECTION TIME

### REPRESENTATION OF PRESIDENTIAL CANDIDATES

in program contents of ALL TYPES (except election advertising messages)

**Table 59 – broadcasts: *Amidži Show, News in show Novo Jutro, Intervju, National Journal, National Journal at 18:30, Novo Jutro, Poslednja vest, Presidential elections 2022, Hit Tvit***

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
RTV Pink	ALEKSANDAR VUČIĆ	Positive	02:44:38	6,35
		Neutral	01:15:22	2,91
		Negative	00:35:07	1,35
		Σ	04:35:07	10,61
	MILOŠ JOVANOVIĆ	Positive	00:38:54	1,50
		Neutral	00:17:44	0,68
		Negative	00:03:21	0,13
		Σ	00:59:59	2,31
	MILICA ĐURĐEVIĆ STAMENKOVSKI	Positive	00:28:23	1,09
		Neutral	00:16:36	0,64
		Negative	00:07:54	0,30
		Σ	00:52:53	2,03
	BILJANA STOJKOVIĆ	Positive	00:21:48	0,84
		Neutral	00:16:29	0,64
		Negative	00:05:57	0,23
		Σ	00:44:14	1,71
	ZDRAVKO PONOŠ	Neutral	00:22:40	0,87
		Positive	00:11:26	0,44
		Negative	00:09:43	0,37
		Σ	00:43:49	1,68
	MIŠA VACIĆ	Positive	00:19:19	0,74
		Negative	00:10:12	0,39
		Neutral	00:04:32	0,17
		Σ	00:34:03	1,30
	BOŠKO OBRADOVIĆ	Positive	00:17:48	0,69
		Negative	00:10:29	0,40
		Neutral	00:04:45	0,18
		Σ	00:33:02	1,27
	BRANKA STAMENKOVIĆ	Neutral	00:16:00	0,62
		Positive	00:10:54	0,42
		Negative	00:04:58	0,19
		Σ	00:31:52	1,23
	Presidential candidates			09:34:59
REPUBLICAN AND LOCAL LEVELS OF ELECTIONS			33:38:25	77,86
TOTAL ELECTION TIME			43:13:24	100,00

**Program statistics for the time period 15.02.2022 – 31.03.2022**  
**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising messages)

**Table 60.**

MSP	State function	Duration of broadcasting	% of share in program duration
RTV Pink	President of the Republic of Serbia	32:59:45	34,12
	Minister of Interior Affairs	02:04:18	2,14
	Prime Minister of the Republic of Serbia	00:43:09	0,74
	Minister of Finance	00:37:43	0,65
	Governor of the National Bank of Serbia	00:32:54	0,57
	President of the Assembly of Serbia	00:15:17	0,26
	Minister of Health	00:12:46	0,22
	Republican officials	00:04:03	0,07
	Government of Republic of Serbia	00:02:34	0,04
	Minister for the care of the countryside	00:01:53	0,03
	President of the Assembly of Vojvodina	00:01:44	0,03
	Minister of Trade, Tourism and Telecommunications	00:01:37	0,03
	Mayor	00:01:24	0,02
	Minister of Environmental Protection	00:01:03	0,02
	Minister of Défense	00:00:59	0,02
	Minister of Construction, Transport and Infrastructure	00:00:48	0,01
	Minister of Foreign Affairs	00:00:37	0,01
	Minister for Family Care and Demography	00:00:32	0,01
	Minister of Economy	00:00:27	0,01
	Deputy mayor	00:00:21	0,01
	<b>TOTAL STATE OFFICIALS</b>	<b>37:43:54</b>	<b>39,01</b>
MSP	Campaign participant	Duration of broadcasting	% of share in program duration
RTV Pink	<b>Journalists</b> ( <i>Media service provider</i> )	21:15:09	21,97
	<b>Analysts</b>	06:09:16	6,36
	<b>Other campaign participants</b> ( <i>REM, RIK, PNT, ASK</i> )	00:23:04	0,40
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	00:06:31	0,12
	<b>Σ</b>	<b>27:54:00</b>	<b>28,85</b>

RTV Pink	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	09:50:58	10,18
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	02:45:00	2,84
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	02:22:43	2,46
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	02:10:43	2,25
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	02:08:31	2,21
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	01:54:03	1,97
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	01:49:15	1,89
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOWIĆ	01:34:44	1,63
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	01:21:55	1,41
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	01:18:25	1,35
	BORIS TADIĆ - COME ON PEOPLE	01:00:53	1,05
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	00:38:46	0,67
	CITIZEN GROUP “SERBIAN PATRIOTS” - MIŠA VACIĆ	00:34:03	0,59
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	00:30:48	0,53
	CITIZEN GROUP “KIDNAPPED BABIES”- ANA PEJIĆ	00:21:58	0,38
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	00:21:14	0,37
	ROMA PARTY - SRDJAN ŠAJN	00:21:02	0,36
	Electoral lists	31:05:01	32,14
	TOTAL ELECTION PROGRAM	58:59:01	60,99
TOTAL		96:42:55	100,00

**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
**in program contents of ALL TYPES (except election advertising messages)**

**Table 61.**

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Infrastructure, energy	9:44:20	16,51	Infrastructure, energy	6:36:42	17,52
Election promises	5:33:33	9,42	Crisis in Ukraine	4:54:38	13,01
Critical of the opposition	4:27:34	7,56	Investments, new jobs	4:52:30	12,92
Elections in general, campaign, procedure	4:03:20	6,88	International political and economic cooperation	2:52:58	7,64
Social policy, healthcare	3:46:27	6,40	Economic policy, tax policy	2:33:33	6,78
Traffic	2:18:02	3,90	Traffic	2:17:20	6,07
Electoral support	2:16:58	3,87	Social policy, healthcare	2:16:03	6,01
Crisis in Ukraine	1:49:14	3,09	Kosovo and Metohija	2:06:21	5,58
Negative about Zdravko Ponoš	1:47:06	3,03	The media	1:17:06	3,41
Economic policy, tax policy	1:43:05	2,91	Regional cooperation	1:06:13	2,92
Investments, new jobs	1:30:01	2,54	Army, police	1:02:03	2,74
Challenging candidates, mutual criticism	1:23:35	2,36	Military and political neutrality	0:59:21	2,62
The media	1:11:42	2,03	Economy	0:43:59	1,94
Youth, education	1:09:48	1,97	Corruption, crime	0:41:36	1,84
Cooperation with Russia and China	1:05:04	1,84	EU, negative connotation	0:34:50	1,54
Constitution and legislation	1:04:28	1,81	Elections in general, campaign, procedure	0:30:33	1,35
Economy	1:02:13	1,76	Agriculture	0:27:47	1,23
Tourism	1:01:22	1,73	Critical of the opposition	0:26:58	1,19
Human and minority rights	0:59:52	1,69	Youth, education	0:16:19	0,72
Agriculture	0:56:57	1,61	Positive about the government	0:16:05	0,71
International political and economic cooperation	0:56:11	1,59	Culture, tradition	0:14:41	0,65
Positive about the government	0:55:33	1,57	Interethnic relations and dialogue	0:08:46	0,39
European integration	0:55:30	1,57	City administration, local self-government	0:07:28	0,33
Kosovo and Metohija	0:47:28	1,34	Cooperation with Russia and China	0:03:44	0,16
Culture, tradition	0:40:39	1,15	Covid 19	0:03:35	0,16
Decentralization	0:32:17	0,91	Human and minority rights	0:03:35	0,16
Ecology	0:31:44	0,90	Electoral incidents	0:03:29	0,15
Criticism of the authorities	0:30:36	0,86	Ecology	0:03:23	0,15
Negative about Dragan Đilas	0:29:04	0,82	EU, positive connotation	0:01:16	0,06
Negative about Vladeta Janković	0:28:43	0,81	European integration	0:00:41	0,03
Topics individually represented < 0.80% (total)	3:16:35	5,57	Sports, youth	0:00:21	0,02
<b>TOTAL</b>	<b>58:59:01</b>	<b>100,00</b>	<b>TOTAL</b>	<b>37:43:54</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**ELECTION ADVERTISING MESSAGES**  
**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 62.**

MSP	Campaign participant	Duration of broadcasting	% of share in program duration	No of broadcasts
RTV Pink	ALEKANSDAR VUČIĆ (presidential candidate)	02:54:23	38,14	244
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (republican list)	02:59:31	39,26	78
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (local list)	00:05:57	1,30	7
	$\Sigma$	<b>05:59:51</b>	<b>78,70</b>	<b>329</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA (republican list)	00:48:37	10,63	100
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA (local list)	00:02:45	0,60	6
	$\Sigma$	<b>00:51:22</b>	<b>11,23</b>	<b>106</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY (republican list)	<b>00:36:38</b>	<b>8,01</b>	<b>81</b>
	BORIS TADIĆ – COME ON PEOPLE (republican list)	<b>00:06:46</b>	<b>1,48</b>	<b>14</b>
	MILOŠ JOVANOVIĆ (presidential candidate)	00:00:48	0,17	12
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA (republican list)	00:00:49	0,18	1
	$\Sigma$	<b>00:01:37</b>	<b>0,35</b>	<b>13</b>
	MILICA ĐURĐEVIC STAMENKOVSKI - SERBIAN PARTY ZAVETNICI (republican list)	<b>00:01:00</b>	<b>0,23</b>	<b>4</b>
<b>TOTAL</b>		<b>07:37:14</b>	<b>100,00</b>	<b>547</b>

On March 30, 2022, in the period from 17:00:24 to 17:43:24, RTV Pink broadcasted the program content (announced with a flash as "Live in the electoral convention of the Aleksandar Vučić list - together we can do everything in Niš") during which the insert "RENTED TIME LIVE IN NIŠ" was displayed in the upper left corner of the screen in the period from 17:00:36 to 17:01:15. The aforementioned program content lasted 43 minutes and related to the promotional activities of the electoral list ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING (electoral convention in Nis).

Also, on March 31, 2022, in the period from 21:05:05 to 22:57:59, program content was shown (announced with flash "Live in the election show "Aleksandar Vučić – Dela govore"), during which in the left corner of the screen there was the inserter RENTED TIME several times (21:06:08 – 21:10:13; 21:19:53 – 21:20:35; 21:38:03 – 21:38:14; 21:48 :48 – 21:49:00; 22:53:09 – 22:53:21). The mentioned program content lasted 1 hour 52 minutes and 54 seconds and related to the promotional activities of the electoral list ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING.

RTV Pink defined the program contents shown as "rented time", which the Law on Advertising does not foresee as a form of advertising in electronic media. Since Article 31, Paragraph 1 of the Law on Advertising defines television advertising as "a form of advertising in the electronic media that consists in the publication of advertising messages in a television program", the relevant program contents shown on the RTV Pink program are classified as TV advertising, that is, in election advertising messages.

## ANALYSIS OF ELECTION PROGRAM CONTENTS OF RTV Pink

### DAILY INFORMATIVE BROADCASTS

The media service provider RTV Pink decided to report on the election campaign in all daily news programs (National Journal - more broadcasts during the day, National Journal at 18:30, Novo jutro, News in show Novo jutro), in election blocks. Most often, these were news or audio reports on the activities of the participants in the election process, of approximately uniform duration, except for the reports on the activities of the coalition ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING and their presidential candidate, which were broadcast, in the first place, in the electoral block with larger time shares. Also, on a couple of occasions, direct participation in rallies, as well as the final convention of the mentioned list, were recorded.

Instead of classic journalistic reports on the 2022 elections, columns with an inserter (logo mark) of the election participants or a campaign slogan and the ordinal number on the list most often displayed in the corner of the screen dominated; also, musical backgrounds and tonally uttered slogans at the end of the sections were observed. The media service provider RTV Pink relied almost entirely on this prepared (supplied) material of the majority of the participants in the election process.

Columns (thematic articles) that talk negatively about certain participants in the election process were also observed in the daily news broadcasts. Most often, these were reactions and commentaries on the statements and activities of opposition candidates, with the participation of analysts as interpreters of that campaign, while at the same time, the successes of the government were shown in the daily broadcasts through the analysis of what was done, mostly from infrastructural facilities, to behaviour during the covid pandemic. These segments about realized projects, as the participation of journalists, that is, the MSP itself in the election campaign, were included in the total election time.

Conceptually, the morning program was often adapted to election events; the election campaign was commented through guest appearances, and the guest-analysts took the main role in the assessment; MSP devoted the most time to the ruling party and its coalition partners, as well as to the presidential candidate ALEKSANDAR VUČIĆ.

However, in the morning program, in the second part of the election process, guest appearances were also recorded by representatives of several electoral lists, as well as candidates for the President of the Republic, and a different view of the election events, current socio-political circumstances, events in the region and the world could be heard. Representatives of electoral lists were guests: **DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY; DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA; IVICA DAČIĆ – PRIME MINISTER OF SERBIA; MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS; SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS); VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR; TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA;** as well as presidential candidates, **DR MILOŠ JOVANOVIĆ** and **MILICA ĐURĐEVIĆ STAMENKOVSKI**.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

During the election campaign, six editions of the regular news program *“Hit Tvit”* were transformed, for the most part, into an election program. The largest space was given to government representatives (visiting Prime Minister, Minister of Finance, President of the Serbian Parliament), then to candidates from the list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**, representatives of the parties that supported their presidential candidate, as well as to the analysts. One presidential candidate, **DR MILOŠ JOVANOVIĆ** and the former President of Serbia Boris Tadić representing the list **BORIS TADIĆ – COME ON PEOPLE**, were guests in one of the broadcasts. In the show aired on March 13, a sharp polemic was conducted between Prime Minister, **Ana Brnabić**, and the President of the Serbian Parliament, **Ivica Dačić**, on the one hand and **Boris Tadić** on the other, about key issues and everything that happened in the past ten years.

The show *“Intervju”*, broadcast on March 12 on the occasion of the events in Ukraine, with the participation of the President of the Republic of Serbia, **Aleksandar Vučić**, was thematically, to a lesser extent, a review of the election campaign. In addition to the dominant conversation about economic moves and the government's response to the Ukrainian crisis, criticism was also directed at the behaviour of certain opposition participants in the election, in the context of thoughtless and harmful statements about the current war conflict. In addition, as an introduction to the election segment of the *“Intervju”*, inserts were prepared from shows of other televisions in which insults were spoken against the President, to which he replied that *“that is not the vocabulary of decent people”*. The President called on citizens to go to the polls, apostrophizing their importance in the current social and geopolitical moment.

It should be noted that RTV Pink, for the first time if we look at the behaviour of commercial MSPs in election campaigns, launched specialized programs dedicated to elections, which were broadcast live on weekdays from March 16 to 28 and in which lists for parliamentary elections were presented as well as presidential candidates (*“Parliamentary elections 2022”* and *“Presidential elections 2022”*), of uniform duration and with identical access to each guest. The areas and topics on which the guests (candidates) expressed their opinion with the presenter in the role of moderator were specified. The order of appearance was predetermined by lot. This behaviour of a commercial MSP represents a positive precedent on the domestic media scene and can represent a roadmap for future legal regulation as well as the behaviour of all commercial MSPs in the following election processes.

## CONTEXT AND TOPICS OF REPORTING

Looking at the entire election program on RTV Pink, more than half of the content had a positive connotation. Neutral and negatively connoted coverage almost equally share the second half of the total election time of this MSP.

The most dominant topics in the election campaign were "infrastructure projects" and "energy". Reports on election procedures, along with election promises of campaign participants viewed together, are represented to the same extent as the most dominant topic. According to the representation in the overall election program, the topic "criticism of the opposition" stands out. The thematic framework of reporting was changed in the second part of the election campaign when the Russian-Ukrainian conflict took over the primacy.

## STATE OFFICIALS

The crisis in Ukraine was also the reason for a somewhat greater presence of state officials in reporting; at the same time, infrastructure projects, investments and new jobs, the opening of new plants, railways, roads, with the presence of the authorities, were also recorded during this election campaign. Reporting on the activities of officials in the program content of RTV Pink is markedly reduced in the last ten days of the election campaign, in accordance with the amendment to the *Law on Electronic Media*, which refers to media reporting on the so-called official campaign in the last ten days before the voting day.

Presidential candidate **ALEKSANDAR VUČIĆ** was a guest on the last day of the election campaign in the evening hours in the two-hour slot immediately before the election silence came into force in the RTV Pink program marked as a "*rented slot*".

Also, **Aleksandar Vučić** was a guest a couple of days earlier in the show of the entertainment program "Amidži šou", answering informal and entertaining questions in accordance with the concept of the show.

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PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

**Happy TV**

*happy*

Program statistics for the period 15.02.2022 - 31.03.2022

**TOTAL ELECTION TIME: ALL LEVELS OF ELECTION**

**table 63: TYPE and NAME od program content**

MSP	Type of program content	Content name/title	Duration of broadcasting	% of share in program duration
Happy TV	General informative program	<i>Dobro jutro Srbijo</i>	29:53:00	48,23
		<i>Vikend jutro</i>	10:06:11	16,31
		<i>Telemaster 2</i>	06:31:13	10,52
		<i>Ćirilica</i>	04:19:58	7,00
		<i>Telemaster</i>	04:14:39	6,85
		<i>News</i>	00:46:53	1,26
		<i>Aktuelnosti</i>	00:41:23	1,11
		<i>Tema dana</i>	00:27:40	0,74
		<i>Rano jutro</i>	00:00:37	0,02
		<i>TOTAL:</i>	<b>57:01:34</b>	<b>92,04</b>
	Election advertising messages		<b>04:24:16</b>	<b>7,11</b>
	Entertainment program	<i>"After lunch"</i>	<b>00:31:27</b>	<b>0,85</b>
<b>TOTAL ELECTION TIME</b>			<b>61:57:17</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

In program contents of ALL TYPES (except election advertising messages)

**table 64: ELECTION LEVELS**

MSP	Type of monitoring (LEVEL OF ELECTION)	Duration of broadcasting	% of share in program duration
Happy TV	Republican	43:17:11	75,22
	Presidential	09:08:42	15,89
	Local	05:07:08	8,89
<b>TOTAL ELECTION TIME</b>		<b>57:33:01</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

### TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising messages)

**Table 65** – shows: *Dobro jutro Srbijo, Vikend Jutro, Telemaster 2, Ćirilica, Telemaster, Aktuelnosti, News, Tema dana, Rano jutro, Posle ručka*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration	
Happy TV	Analysts	Negative	08:41:44	15,11	
		Positive	01:41:34	2,94	
		Neutral	01:10:54	2,05	
		Σ	11:34:12	20,10	
	Other campaign participants (REM, RIK, GIK, PNT)		Neutral	00:47:07	1,36
	Journalists (Media Service Provider)	Neutral	00:03:24	0,10	
		Positive	00:01:29	0,04	
		Negative	00:01:12	0,03	
		Σ	00:06:05	0,17	
	Σ		12:27:24	21,63	
	Patriotic Movement of Serbia (Patriotski pokret Srbije)		Positive	00:10:41	0,31
	Association of Albanians in Serbia (Matica Albanaca Srbije)		Positive	00:02:10	0,06
	State-building movement of Serbia (Državotvorni pokret Srbije)		Neutral	00:00:59	0,03
	People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Dunav)		Positive	00:00:58	0,03
	Political parties and movements that have not submitted election lists of candidates for deputies			00:14:48	0,43
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	06:38:49	11,55	
		Negative	02:20:18	4,06	
		Neutral	01:17:28	2,24	
		Σ	10:16:35	17,85	
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	04:24:39	7,66	
		Neutral	02:00:35	3,49	
		Negative	01:50:32	3,20	
		Σ	08:15:46	14,35	



Happy TV	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	02:48:14	4,87
		Negative	01:47:31	3,11
		Neutral	00:54:37	1,58
		$\Sigma$	<b>05:30:22</b>	<b>9,56</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	01:54:43	3,32
		Positive	01:49:30	3,17
		Negative	00:44:15	1,28
		$\Sigma$	<b>04:28:28</b>	<b>7,77</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	Positive	01:31:23	2,65
		Negative	01:06:21	1,92
		Neutral	00:49:08	1,42
		$\Sigma$	<b>03:26:52</b>	<b>5,99</b>
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Negative	02:01:54	3,53
		Neutral	00:45:23	1,31
		Positive	00:11:43	0,34
		$\Sigma$	<b>02:59:00</b>	<b>5,18</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Negative	01:06:32	1,93
		Positive	00:56:21	1,63
		Neutral	00:42:34	1,23
		$\Sigma$	<b>02:45:27</b>	<b>4,79</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	00:54:21	1,57
		Neutral	00:43:16	1,25
		Positive	00:40:36	1,21
		$\Sigma$	<b>02:18:13</b>	<b>4,03</b>
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Positive	00:34:01	0,99
		Negative	00:27:10	0,79
		Neutral	00:10:38	0,31
		$\Sigma$	<b>01:11:49</b>	<b>2,09</b>
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:29:10	0,84
		Neutral	00:22:47	0,66
		Negative	00:02:19	0,07
		$\Sigma$	<b>00:54:16</b>	<b>1,57</b>
	BORIS TADIĆ - COME ON PEOPLE	Negative	00:23:18	0,67
		Positive	00:12:29	0,36
		Neutral	00:08:57	0,26
		$\Sigma$	<b>00:44:44</b>	<b>1,29</b>

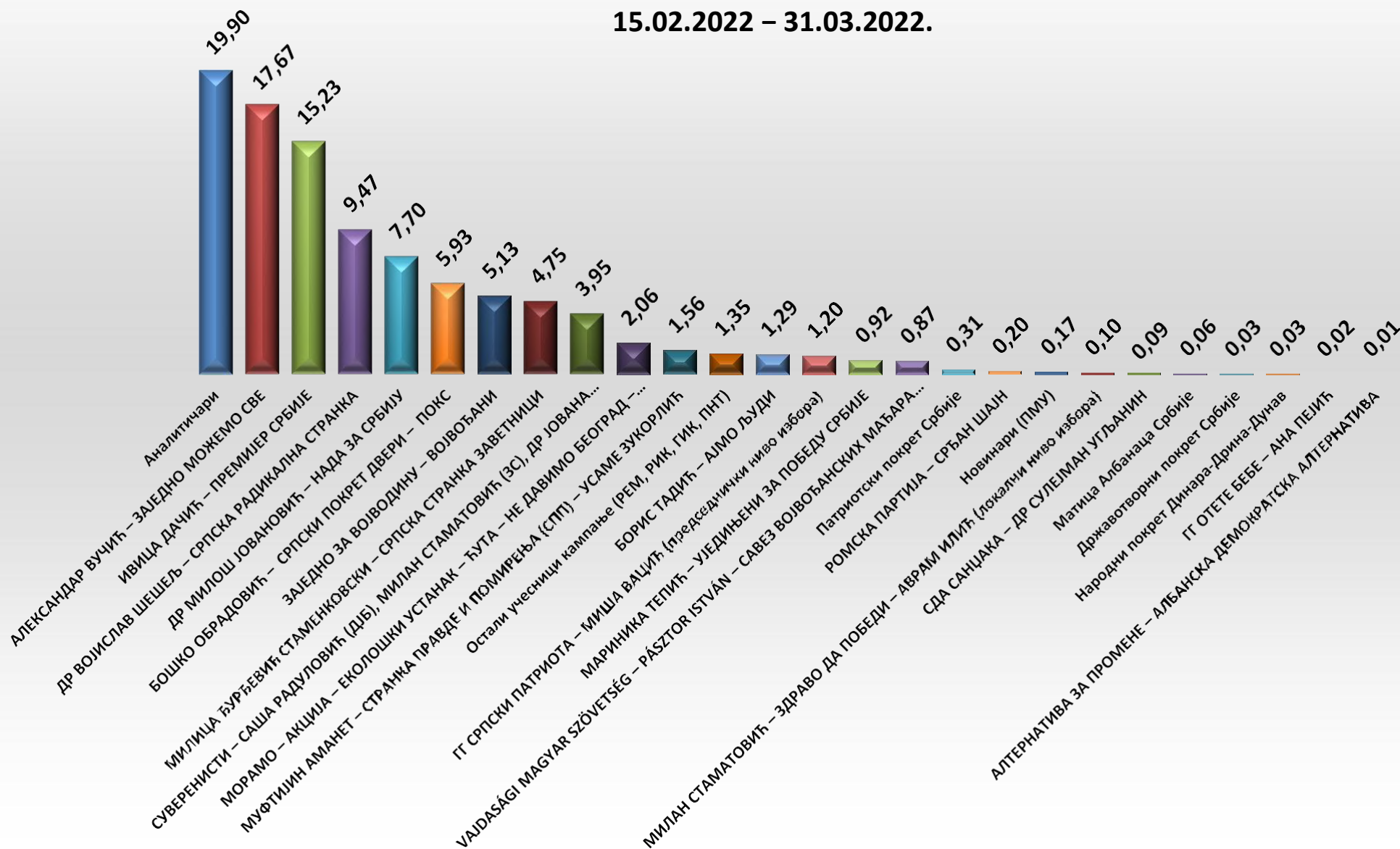
Happy TV	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ (presidential level of the election)	Negative	00:19:57	0,58
		Positive	00:11:55	0,35
		Neutral	00:09:58	0,29
		Σ	00:41:50	1,22
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:17:06	0,50
		Negative	00:07:47	0,23
		Neutral	00:07:26	0,22
		Σ	00:32:19	0,95
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:25:36	0,74
		Neutral	00:04:44	0,14
		Σ	00:30:20	0,88
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:03:32	0,10
		Positive	00:03:34	0,10
		Σ	00:07:06	0,20
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Neutral	00:03:28	0,10
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Negative	00:03:16	0,09
	CITIZEN GROUP "KIDNAPPED BABIES"- ANA PEJIĆ	Neutral	00:00:32	0,02
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:26	0,01
Electoral lists			44:50:49	77,94
TOTAL ELECTION TIME			57:33:01	100,00

# Happy TV

## UKUPNO VREMENE

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

15.02.2022 – 31.03.2022.



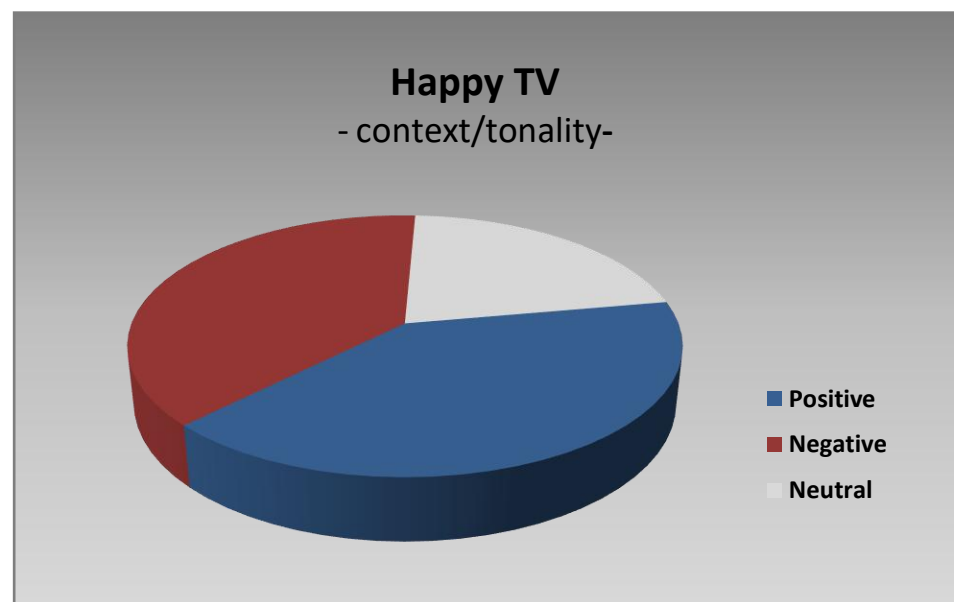
Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME (ALL ELECTION LEVELS)

In program contents of all types (except election advertising messages)

**Table 66: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	categorization	Duration of broadcasting	% of share in program duration
Happy TV	Positive	23:11:58	40,31
	Negative	21:58:27	38,18
	Neutral	12:22:36	21,51
TOTAL ELECTION TIME		57:33:01	100,00



Program statistics for the period 15.02.2022 – 31.03.2022  
**TOTAL ELECTION TIME: ALL ELECTION LEVELS**  
 In program contents of all types (except election advertising messages)

**Table 67: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Content form	Duration of broadcasting	% of share in program duration
Happy TV	Interview	31:45:01	55,17
	Studio conversation	14:22:40	24,98
	Audio report	09:25:59	16,39
	Report	01:02:37	1,81
	News	00:39:07	1,14
	Statement	00:13:30	0,39
	Thematic report	00:02:41	0,08
	Announcement	00:01:26	0,04
<b>TOTAL ELECTION TIME</b>		<b>57:33:01</b>	<b>100,00</b>

**Table 68: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Happy TV	Male	49:44:13	86,42
	Female	06:21:43	11,05
	Uncategorized	01:27:05	2,53
<b>TOTAL ELECTION TIME</b>		<b>57:33:01</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 - 31.03.2022

DAILY INFORMATIVE BROADCASTS (News and Journals)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 69 – shows: News, Telemaster, Telemaster 2

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Happy TV	Analysts	Neutral	00:17:53	2,58
		Positive	00:03:54	0,56
		Negative	00:01:28	0,21
		Σ	00:23:15	3,35
	Journalists (Media Service Provider)	Neutral	00:02:12	0,32
	Other campaign participants (REM, RIK, GIK, PNT)	Neutral	00:47:07	6,80
	Σ		01:12:34	10,47
	State-building movement of Serbia (Državotvorni pokret Srbije)	Neutral	00:00:59	0,14
	People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Dunav)	Positive	00:00:58	0,14
	Political parties and movements that have not submitted election lists of candidates for deputies		00:01:57	0,28
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	02:20:35	20,29
		Neutral	00:01:54	0,27
		Negative	00:00:52	0,13
		Σ	02:23:21	20,69
	VICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:53:41	7,75
		Neutral	00:16:08	2,33
		Negative	00:02:36	0,38
		Σ	01:12:25	10,46
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:35:22	5,11
		Negative	00:18:12	2,63
		Neutral	00:16:27	2,37
		Σ	01:10:01	10,11
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:31:44	4,58
		Neutral	00:21:52	3,16
		Negative	00:10:33	1,52
		Σ	01:04:09	9,26
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:38:56	5,62
		Neutral	00:18:39	2,69
		Negative	00:04:24	0,64
		Σ	01:01:59	8,95

Happy TV	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:23:38	3,42
		Neutral	00:13:56	2,01
		Negative	00:04:23	0,63
		Σ	00:41:57	6,06
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Positive	00:22:43	3,28
		Negative	00:09:15	1,34
		Neutral	00:06:35	0,95
		Σ	00:38:33	5,57
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:24:49	3,58
		Neutral	00:04:48	0,69
		Negative	00:04:10	0,60
		Σ	00:33:47	4,87
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:17:06	2,47
		Negative	00:07:47	1,12
		Neutral	00:07:26	1,07
		Σ	00:32:19	4,66
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:11:36	1,67
		Neutral	00:04:29	0,65
		Σ	00:16:05	2,32
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:07:19	1,06
		Negative	00:03:40	0,53
		Neutral	00:03:15	0,47
		Σ	00:14:14	2,06
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:08:16	1,19
		Neutral	00:02:56	0,42
		Negative	00:01:11	0,17
		Σ	00:12:23	1,78
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:03:32	0,51
		Positive	00:03:34	0,51
		Σ	00:07:06	1,02
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:03:00	0,43
		Neutral	00:00:53	0,13
		Σ	00:03:53	0,56
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC ( <i>local level of elections</i> )	Neutral	00:03:28	0,50
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ ( <i>presidential level of the election</i> )	Positive	00:00:52	0,13
		Negative	00:00:44	0,11
		Σ	00:01:36	0,24
	CITIZEN GROUP “KIDNAPPED BABIES”- ANA PEJIĆ	Neutral	00:00:32	0,08
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:26	0,06
		Electoral lists	10:18:14	89,25
TOTAL			11:32:45	100,00

Program statistics for the time period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE SHOW

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 70 – broadcast: Telemaster 2**

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Happy TV	Analysts	Neutral	00:13:08	3,36
		Positive	00:03:54	1,00
		Negative	00:01:28	0,37
		Σ	00:18:30	4,73
	Journalists (Media Service Provider)	Neutral	00:01:20	0,34
	Other campaign participants (REM, RIK, GIK, PNT)	Neutral	00:20:31	5,24
	Σ		00:40:21	10,31
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:17:16	19,75
		Neutral	00:00:34	0,14
		Negative	00:00:26	0,11
		Σ	01:18:16	20,00
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI"- POKS	Positive	00:19:32	4,99
		Negative	00:11:34	2,96
		Neutral	00:09:08	2,33
		Σ	00:40:14	10,28
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:31:02	7,93
		Neutral	00:06:22	1,63
		Negative	00:02:13	0,57
		Σ	00:39:37	10,13
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:22:18	5,70
		Neutral	00:12:51	3,28
		Negative	00:02:36	0,66
		Σ	00:37:45	9,64
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:20:38	5,27
		Neutral	00:11:41	2,99
		Negative	00:05:23	1,38
		Σ	00:37:42	9,64



Happy TV	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:13:45	3,52
		Neutral	00:07:20	1,87
		Negative	00:02:50	0,72
		Σ	00:23:55	6,11
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:15:53	4,06
		Neutral	00:02:56	0,75
		Negative	00:02:49	0,72
		Σ	00:21:38	5,53
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Positive	00:13:56	3,56
		Negative	00:05:13	1,33
		Neutral	00:02:08	0,55
		Σ	00:21:17	5,44
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:10:35	2,71
		Negative	00:04:49	1,23
		Neutral	00:02:39	0,68
		Σ	00:18:03	4,62
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:04:20	1,11
		Negative	00:02:02	0,52
		Neutral	00:01:32	0,39
		Σ	00:07:54	2,02
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:05:47	1,48
		Neutral	00:01:58	0,50
		Σ	00:07:45	1,98
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:04:53	1,25
		Negative	00:01:11	0,30
		Neutral	00:00:58	0,25
		Σ	00:07:02	1,80
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:02:09	0,55
		Neutral	00:01:48	0,46
		Σ	00:03:57	1,01
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIĆ ( <i>local level of elections</i> )	Neutral	00:02:15	0,58
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:01:31	0,39
		Neutral	00:00:32	0,14
		Σ	00:02:03	0,53
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ ( <i>presidential level of the election</i> )	Positive	00:00:52	0,22
		Negative	00:00:28	0,12
		Σ	00:01:20	0,34
	ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE	Neutral	00:00:09	0,04
		Electoral lists	05:50:52	89,69
TOTAL			06:31:13	100,00

Program statistics for the period 15.02.2022 - 31.03.2022.

GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 71** – Shows: *Aktuelnosti, Vikend jutro, Dobro jutro Srbijo, Rano jutro, Tema dana, Ćirilica*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Happy TV	Analysts	Negative	08:39:59	19,06
		Positive	01:33:13	3,42
		Neutral	00:53:01	1,94
		$\Sigma$	<b>11:06:13</b>	<b>24,42</b>
	Journalists ( <i>Media Service Providers</i> )	Positive	00:01:29	0,05
		Negative	00:01:12	0,04
		Neutral	00:01:12	0,04
		$\Sigma$	<b>00:03:53</b>	<b>0,13</b>
	$\Sigma$		<b>11:10:06</b>	<b>24,55</b>
	Patriotic Movement of Serbia (Patriotski pokret Srbije)	Positive	<b>00:10:41</b>	<b>0,39</b>
	Association of Albanians in Serbia (Matica Albanaca Srbije)	Positive	<b>00:02:10</b>	<b>0,08</b>
	Political parties and movements that have not submitted election lists of candidates for deputies		<b>00:12:51</b>	<b>0,47</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	04:18:14	9,46
		Negative	02:19:26	5,11
		Neutral	01:15:34	2,77
		$\Sigma$	<b>07:53:14</b>	<b>17,34</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	03:27:54	7,62
		Neutral	01:37:05	3,56
		Negative	01:31:39	3,36
		$\Sigma$	<b>06:36:38</b>	<b>14,54</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	02:09:18	4,74
		Negative	01:43:07	3,78
		Neutral	00:35:58	1,32
		$\Sigma$	<b>04:28:23</b>	<b>9,84</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	01:32:51	3,40
		Positive	01:17:46	2,85
		Negative	00:33:42	1,23
		$\Sigma$	<b>03:24:19</b>	<b>7,48</b>

Happy TV	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Negative	01:58:14	4,33
		Neutral	00:42:08	1,54
		Positive	00:04:24	0,16
		Σ	02:44:46	6,03
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:56:01	2,05
		Negative	00:48:09	1,76
		Neutral	00:32:41	1,20
		Σ	02:16:51	5,01
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Negative	01:02:22	2,29
		Neutral	00:37:46	1,38
		Positive	00:31:32	1,16
		Σ	02:11:40	4,83
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	00:49:58	1,83
		Neutral	00:29:20	1,07
		Positive	00:16:58	0,64
		Σ	01:36:16	3,54
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:20:54	0,77
		Neutral	00:19:51	0,73
		Negative	00:01:08	0,04
		Σ	00:41:53	1,54
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Negative	00:19:13	0,70
		Positive	00:11:03	0,40
		Neutral	00:09:58	0,37
		Σ	00:40:14	1,47
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Negative	00:17:55	0,66
		Positive	00:11:18	0,41
		Neutral	00:04:03	0,15
		Σ	00:33:16	1,22
	BORIS TADIĆ - COME ON PEOPLE	Negative	00:23:18	0,85
		Neutral	00:04:28	0,16
		Positive	00:00:53	0,03
		Σ	00:28:39	1,04
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:22:36	0,83
		Neutral	00:03:51	0,14
		Σ	00:26:27	0,97
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Negative	00:03:16	0,13
	Electoral lists		34:05:52	74,98
TOTAL		45:28:49	100,00	

Program statistics for the period 15.02.2022 - 31.03.2022

OTHER TYPES OF PROGRAM CONTENT (Entertainment)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**table 72 – show: “Posle ručka”**

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Happy TV	Analysts	Positive	00:03:20	10,60
		Positive	00:01:07	3,55
		Negative	00:00:17	0,90
		Σ	00:04:44	15,05
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Negative	00:16:17	51,78
		Neutral	00:07:22	23,42
		Positive	00:03:04	9,75
		Σ	00:26:43	84,95
TOTAL			00:31:27	100,00

## Program statistics for the period 02.03.2022 – 31.03.2022

TOTAL ELECTION TIME

### REPRESENTATION OF PRESIDENTIAL CANDIDATES

in program contents of ALL TYPES (except optional advertising messages)

**Table 73** – shows: *Vikend jutro, Dobro jutro Srbijo, Telemaster, Telemaster 2, Ćirilica*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Happy TV	ALEKSANDAR VUČIĆ	Positive	02:21:00	6,51
		Negative	00:39:39	1,83
		Neutral	00:30:13	1,40
		Σ	03:30:52	9,74
	MILOŠ JOVANOVIĆ	Positive	01:12:10	3,34
		Neutral	00:26:21	1,22
		Negative	00:17:49	0,82
		Σ	01:56:20	5,38
	BOŠKO OBRADOVIĆ	Positive	00:35:37	1,65
		Negative	00:11:01	0,51
		Neutral	00:04:10	0,19
		Σ	00:50:48	2,35
	MILICA ĐURĐEVIC STAMENKOVSKI	Positive	00:26:27	1,22
		Negative	00:20:46	0,96
		Neutral	00:02:00	0,09
		Σ	00:49:13	2,27
	MIŠA VACIĆ	Positive	00:11:55	0,55
		Negative	00:10:53	0,50
		Neutral	00:09:58	0,46
		Σ	00:32:46	1,51
	BRANKA STAMENKOVIĆ	Positive	00:17:07	0,79
		Neutral	00:08:36	0,40
		Negative	00:04:54	0,23
		Σ	00:30:37	1,42
	BRANKA STAMENKOVIĆ	Positive	00:08:51	0,41
		Negative	00:03:38	0,17
		Neutral	00:01:42	0,08
		Σ	00:14:11	0,66
	BILJANA STOJKOVIĆ	Positive	00:09:20	0,43
		Neutral	00:01:57	0,09
		Negative	00:01:06	0,05
		Σ	00:12:23	0,57
	Presidential candidates			08:37:10
REPUBLICAN and LOCAL LEVEL OF ELECTIONS			27:26:43	76,10
TOTAL ELECTION TIME			36:03:53	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising messages)

Table 74

MSP	State function	Duration of broadcasting	% of share in program duration
Happy TV	President of the Republic of Serbia	07:39:39	10,38
	Minister of Trade, Tourism and Telecommunications	01:02:34	1,46
	Prime Minister	00:55:39	1,25
	Minister of Mining and Energy	00:38:17	0,85
	Minister of Health	00:34:58	0,78
	Minister of Construction, Transport and Infrastructure	00:34:25	0,77
	Deputy mayor	00:28:15	0,63
	Republican officials	00:27:53	0,62
	Government of Republic of Serbia	00:25:04	0,56
	Mayors	00:22:45	0,51
	Minister of Finance	00:19:55	0,44
	President of the Government of Vojvodina	00:18:31	0,41
	Minister of State Administration and Local Self-Government	00:17:05	0,38
	Presidents of municipalities	00:15:58	0,36
	The Mayor of Belgrade	00:15:48	0,35
	Minister of Education, Science and Technological Development	00:14:57	0,33
	Minister of Interior Affairs	00:13:18	0,30
	Minister without portfolio for regional development and coordination of work of public enterprises	00:13:04	0,29
	President of the Assembly of Serbia	00:11:41	0,26
	Minister of Foreign Affairs	00:11:31	0,26
	Minister of Culture and Information	00:09:09	0,20
	Minister of Environmental Protection	00:07:50	0,17
	Minister for Labour, Employment, Veterans and Social Affairs	00:07:35	0,17
	Minister of Defence	00:07:07	0,16
	City and local officials	00:05:09	0,11
	Minister for Human and Minority Rights	00:03:14	0,07
	Minister of Agriculture, Forestry and Water Management	00:03:11	0,07
	President of the Assembly of Vojvodina	00:02:36	0,06
	Minister of Justice	00:02:14	0,05
	Minister without portfolio in charge of innovation and technological development	00:02:12	0,05
	Provincial Secretary of Health	00:00:37	0,01
	Minister for European Integration	00:00:26	0,01
	<b>TOTAL STATE OFFICIALS</b>	<b>16:32:37</b>	<b>22,32</b>

MSP	Campaign participant	Duration of broadcasting	% of share in program duration
Happy TV	<b>Analysts</b>	11:34:12	15,62
	<b>Other campaign participants</b> (REM, RIK, GIK, PNT)	00:47:07	1,06
	<b>Journalists</b> (Media Service Provider)	00:06:05	0,14
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	00:14:48	0,33
	<b>Σ</b>	<b>12:42:12</b>	<b>17,15</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	10:16:35	13,87
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	08:15:46	11,15
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	05:30:22	7,43
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	04:28:28	6,04
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS</b>	03:26:52	4,65
	<b>TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA</b>	02:59:00	4,03
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”</b>	02:45:27	3,72
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	02:18:13	3,11
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ</b>	01:11:49	1,62
	<b>MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ</b>	00:54:16	1,22
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	00:44:44	1,01
	<b>CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (presidential level of the election)</b>	00:41:50	0,94
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	00:32:19	0,73
	<b>VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR</b>	00:30:20	0,68
	<b>ROMA PARTY - SRDJAN ŠAJN</b>	00:07:06	0,16
	<b>MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)</b>	00:03:28	0,08
	<b>SDA SANDŽAK - DR SULEJMAN UGLJANIN</b>	00:03:16	0,07
	<b>CITIZEN GROUP “KIDNAPPED BABIES” - ANA PEJIĆ</b>	00:00:32	0,01
	<b>ALTERNATIVE FOR CHANGES - ALBANIAN DEMOCRATIC ALTERNATIVE</b>	00:00:26	0,01
	<b>Electoral lists</b>	<b>44:50:49</b>	<b>60,53</b>
	<b>TOTAL ELECTION PROGRAM</b>	<b>57:33:01</b>	<b>77,68</b>
<b>TOTAL</b>		<b>74:05:38</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 - 31.03.2022

TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN

in program contents of ALL TYPES (except election advertising messages)

Table 75.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Critical of the opposition	6:54:37	12,01	Infrastructure, energy	2:55:38	17,69
Elections in general, campaign, procedure	5:09:53	8,97	Crisis in Ukraine	1:55:19	11,62
Crisis in Ukraine	4:23:02	7,62	Social policy, healthcare	1:35:18	9,60
Election promises	4:22:24	7,60	Investments, new jobs	1:21:25	8,20
Electoral support	3:22:35	5,87	Kosovo and Metohija	1:14:56	7,55
Cooperation with Russia and China	3:02:53	5,30	Economic policy, tax policy	1:04:25	6,49
The media	2:16:11	3,94	International political and economic cooperation	0:57:28	5,79
International political and economic cooperation	2:05:32	3,64	Culture, tradition	0:50:40	5,10
Infrastructure, energy	2:01:27	3,52	Traffic	0:49:35	5,00
Positive about the government	1:51:01	3,22	Youth, education	0:47:36	4,80
Negative about Zdravko Ponoš	1:49:41	3,18	Elections in general, campaign, procedure	0:30:27	3,07
Social policy, healthcare	1:46:00	3,07	Economy	0:23:36	2,38
Challenging candidates, mutual criticism	1:45:12	3,05	Human and minority rights	0:16:53	1,70
Economic policy, tax policy	1:32:27	2,68	Military and political neutrality	0:14:58	1,51
Culture, tradition	1:25:08	2,47	Regional cooperation	0:11:24	1,15
Military and political neutrality	1:08:01	1,97	Cooperation with Russia and China	0:11:01	1,11
Criticism of the authorities	1:06:44	1,93	Tourism	0:10:51	1,09
Kosovo and Metohija	0:57:14	1,66	Constitution and legislation	0:10:57	1,08
Human and minority rights	0:48:40	1,41	Ecology	0:10:01	1,01
Youth, education	0:47:52	1,39	Army, police	0:09:11	0,93
Negative about Boris Tadić	0:47:09	1,37	Regular state activities	0:09:16	0,93
Agriculture	0:42:24	1,23	Agriculture	0:07:00	0,71
Corruption, crime	0:39:42	1,15	Covid 19	0:05:38	0,57
Ecology	0:37:59	1,10	Sports, youth	0:03:08	0,32
European integration	0:42:42	1,23	Corruption, crime	0:02:14	0,22
Investments, new jobs	0:36:01	1,04	Interethnic relations and dialogue	0:01:53	0,19
Constitution and legislation	0:32:23	0,94	European integration	0:01:03	0,11
Topics individually represented < 0.80% (total)	4:18:07	7,44	Vojvodina	0:00:46	0,08
<b>TOTAL</b>	<b>57:33:01</b>	<b>100,00</b>	<b>TOTAL</b>	<b>16:32:37</b>	<b>100,00</b>



## Program statistics for the time period 15.02.2022 – 31.03.2022

### ELECTION ADVERTISING MESSAGES

#### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 76.**

MSP	Campaign participant	Duration of broadcasting	% of share in program duration	No of reports
Happy TV	<b>ALEKSANDAR VUČIĆ (presidential candidate)</b>	01:37:19	36,83	207
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (republican list)</b>	00:15:47	5,97	19
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (local list)</b>	00:03:24	1,29	4
	<b>Σ</b>	<b>01:56:30</b>	<b>44,09</b>	<b>230</b>
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA (republican list)</b>	<b>01:08:03</b>	<b>25,75</b>	<b>78</b>
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY (republican list)</b>	<b>01:03:49</b>	<b>24,15</b>	<b>99</b>
	<b>MILICA ĐURĐEVIC STAMENKOVSKI - SERBIAN PARTY ZAVETNICI (republican list)</b>	<b>00:07:01</b>	<b>2,65</b>	<b>28</b>
	<b>BORIS TADIĆ – COME ON PEOPLE (republican list)</b>	<b>00:05:47</b>	<b>2,19</b>	<b>12</b>
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS (local list)</b>	<b>00:03:06</b>	<b>1,17</b>	<b>16</b>
<b>TOTAL</b>		<b>04:24:16</b>	<b>100,00</b>	<b>463</b>

The MSP National Happy TV on March 29, 2022, in the period from 19:59:53 to 20:35:36, broadcasted program content, during which the inscription ELECTIONS 2022 was always in the upper left corner of the screen, and below it PAID TIME. The aforementioned program content lasted 35 minutes and 43 seconds and related to the promotional activities of the electoral list of IVICA DAČIĆ - PRIME MINISTER OF SERBIA (studio conversation with Ivica Dačić). It was shown as part of the broadcast “Aktuelnosti”, after which, the program continued with political marketing and studio conversation with guests about the war in Ukraine.

Happy TV defined the displayed program content as a "paid time", which the Law on Advertising does not foresee as a form of advertising in electronic media. Since Article 31, Paragraph 1 of the *Law on Advertising*, television advertising is defined as "a type of advertising in electronic media that consists in the publication of advertising messages in a television... program", the subject program content shown on the MSP National Happy TV program can only be classified as TV advertising, and thus classified as election advertising messages.

## ANALYSIS OF ELECTION PROGRAM CONTENT OF HAPPY TV

On the Happy TV program, the appearance of nineteen announced election lists was observed, whose participation was slightly more than sixty percent of the total election time. Most of the time was devoted to the electoral list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**, and then to the list **IVICA DACIC - PRIME MINISTER OF SERBIA**. It was also observed that there were certain participation of parties and movements (**Patriotic Movement of Serbia, Association of Albanians of Serbia, Sate-building Movement of Serbia, People's Movement of Dinara-Drina-Danube**) which were not participants in the election process, but appeared on Happy TV in support of the electoral list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**, and in support to the presidential candidate **ALEKSANDAR VUČIĆ**.

### DAILY INFORMATIVE BROADCASTS

In the news and journals on Happy TV (*News, Telemaster and Telemaster 2*), program content about the elections was broadcast within the marked election blocks, in segments divided by republican, presidential and local election levels. The activities of the parties, election lists and presidential candidates were reported in a concise and reduced manner, highlighting a few highlights, usually in the form of a audio report. Reports on the activities of eighteen electoral lists were broadcast. In all the daily news broadcasts in the election blocs, when the activities of almost all election lists and presidential candidates were reported, it was observed that prepared materials by political parties were broadcast, which are very similar in form to election commercials. The recorded materials, in addition to the statement of the representative of the electoral list or the presidential candidate, contained in the corner of the screen the serial number of the list and the slogan of the campaign in the form of inserters (graphic marks).

The presidential candidates and their activities were reported in daily news broadcasts and Journals within the electoral blocs, usually in short audio reports. All eight presidential candidates were reported.

When it comes to the topics that appeared in election articles in daily news programs, the most represented were those related to: "elections in general, campaign and procedure", followed by: "election promises", "election support", "infrastructure, energy", topics related to "social policy and health", and "human and minority rights".

### GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

Happy TV did not have a specialized election broadcast, but the shows *"Dobro jutro Srbijo"* and *"Vikend jutro"* from the regular program scheme were adapted to the election process and conceptually shaped into the election program. Every day, within the segments marked as an election program, during the entire campaign, representatives of electoral lists, individual presidential candidates and other guests who talked about the elections, most often presented as analysts, participated in the program. The participation of representatives of fourteen electoral lists, of all levels of elections, was recorded. Collectively, the representatives of the list **ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING** were the most represented. Individually, **Vojislav**

Šešelj received the most time as the holder of the election list **DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY**, and the largest number of guest appearances (as many as seven) was made by presidential candidate **MILOŠ JOVANOVIĆ**, also the holder of the election list **DR MILOŠ JOVANOVIĆ - HOPE FOR SERBIA**. By choosing topics and guests, Happy TV directly influenced the context of the shows and thematic direction. One of the characteristics of this election campaign is the significant representation of analysts in the program of Happy TV, who were guests in these shows every day. Since the beginning of the election campaign, forty-eight analysts have been guests in these two shows (some more than once). In addition to political analysts, there were also representatives of various professions in this role; journalists, owners of portals and daily newspapers, military experts, former generals, advisers, experts in the fields of media, law and economics were invited. As a rule, the appearance of political analysts should ensure the possibility of looking at electoral issues from multiple angles. However, in the election program of this broadcaster, those analysts who declared in favor of one list, that is, the presidential candidate **ALEKSANDR VUČIĆ**, were much more represented.

The direction and tone of the conversation was particularly influenced by the presenters, with their choice of topics and their critical attitude towards the opposition and their favourable attitude towards the authorities, especially towards the President of Serbia. Most of the participants in the morning program *“Dobro jutro Srbijo”* and *“Vikend jutro”* used the opportunity to express their attitude and attitude towards opposition parties and opposition presidential candidates in a negative tone. Hence, "criticism of the opposition" stands out as the most dominant topic within these shows, and also as the most represented topic of this election cycle on the Happy TV program. The thematic framework of the campaign was changed by the Ukrainian crisis, which at one point became the dominant theme, as well as the theme "cooperation with Russia and China".

In contrast to previous election cycles, since the beginning of the election campaign, only two editions of the *“Ćirilica”* show have featured party representatives, that is, electoral lists. In *“Ćirilica”* broadcasted on February 18, there were guest appearances by three representatives of the list **IVICA DAČIĆ - PRIME MINISTER OF SERBIA**, and on March 28, a guest appearance by the President of Serbia and presidential candidate **ALEKSANDR VUČIĆ**, holder of the electoral list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**. Also, in two editions of the informative program from the regular program scheme *“Aktuelnosti”*, guests of the list representative **IVICA DAČIĆ - PRIME MINISTER OF SERBIA** were recorded. The guest appearance of **Ivica Dačić** was also recorded in the entertaining show *“Posle ručka”*.

The presidential candidates presented themselves live in the programs *“Dobro jutro Srbijo”* and *“Vikend jutro”*. Only four presidential candidates participated: **MILOŠ JOVANOVIĆ**, **BOŠKO OBRADOVIĆ**, **MILICA ĐURĐEVIĆ STAMENKOVSKI** and **BRANKA STAMENKOVIĆ**.

Presidential candidate **MILOŠ JOVANOVIĆ** achieved by far the highest representation through seven guest appearances. Presidential candidate **ALEKSANDAR VUČIĆ** had his presentation (one hour and fifty-three minutes) in the already mentioned edition of the *“Ćirilica”* show (March 28). In the presentation of the presidential candidates, the following topics prevailed: "crisis in Ukraine", "international political and economic cooperation", "election promises" and "challenging candidates and mutual criticism". The most recorded adverbs were positive tonality, followed by negative and finally neutral context.

## REPORTING ON THE ACTIVITIES OF STATE OFFICIALS

For the activities of state officials, Happy TV allocated sixteen and a half hours, or slightly more than twenty-two percent of the total analysed program time. The representation of state officials increased periodically during the election cycle. The most intensive reporting on the activities of state officials was recorded in the period from the announcement of the presidential elections to the last ten days before the election silence, when it drastically decreased. The lower participation of state officials in this period can be connected with the observance of Article 6. *Recommendation to Commercial Media Service Providers on the Manner of Behaviour During the Election Campaign*, in which MSP is ordered not to report on public gatherings where infrastructure and other facilities are opened, i.e., marks the beginning of construction such facilities, in which public officials, candidates for the President of the Republic and deputies appear. In the articles in which state officials appeared, the most represented topics were: "infrastructure and energy", "crisis in Ukraine", "social policy and health care".

## ACTIONS TAKEN BY THE COUNCIL OF THE REGULATOR

On April 1, 2022, Happy TV broke the election silence by showing election program content in the show *“Dobro jutro, Srbijo”*, which violated Article 6, Paragraph 3 of the Law on the Election of People's Deputies, which was determined by the **Council of the Regulatory Authority for Electronic Media** at its session.

On April 2, after midnight, Happy TV repeated the show *“Dobro jutro Srbijo”*, premiered the previous day, with program segments in which the participants commented on the election campaign and opted for individual participants.

The REM Council made a decision to inform the competent state authority about the observed violation of election silence by Happy TV, in accordance with the provisions of the *Law on the Election of People's Representatives*.

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PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

**TV B92**



Program statistics for the period 15.02.2022 – 31.03.2022.  
TOTAL ELECTION TIMING: ALL LEVELS OF ELECTIONS

Table 77: TYPES and NAME OF PROGRAM CONTENT

MSP	Content name	Name of program content	Duration of broadcasting	% of share in program duration
TV B92	General informative program	“Fokus”	22:34:43	35,24
		“Osvrt”	13:00:18	20,30
		“News at 16”	08:22:18	13,07
		“Presek”	07:36:23	11,87
		“News”	04:11:04	6,53
		“B92 sport”	04:05:52	6,40
		“Direktno sa Minjom Miletić”	02:04:06	3,23
		TOTAL:	61:54:44	96,64
	Election advertising messages	02:09:07	3,36	
TOTAL ELECTION TIME			64:03:51	100,00

**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME**  
**in program contents of ALL TYPES (except election advertising messages)**

**Table 78: ELECTION LEVELS**

MSP	Type of monitoring (ELECTION LEVEL)	Duration of broadcasting	% of share in program duration
TV B92	Republican	38:55:47	<b>62,88</b>
	Presidential	18:39:18	<b>30,13</b>
	Local	04:19:39	<b>6,99</b>
<b>TOTAL ELECTION TIME</b>		<b>61:54:44</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

in program contents of ALL TYPES (except election advertising messages)

Table 79 – shows: Fokus, Osvrt, Vesti u 16, Presek, Vesti, B92 sport, Direktno sa Minjom Miletić

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration	
TV B92	Analysts	Negative	10:54:18	17,61	
		Neutral	03:59:54	6,46	
		Positive	03:02:48	4,92	
		Σ	17:57:00	28,99	
	Journalists (Media Service provider)	Negative	10:29:35	16,95	
		Neutral	02:05:52	3,39	
		Positive	01:27:08	2,35	
		Σ	14:02:35	22,69	
	Other campaign participants (REM, RIK GIK, OSCE, “Factor plus”)	Neutral	00:49:50	1,34	
	Σ		32:49:25	53,02	
	People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Dunav)	Positive	01:25:09	2,29	
		Neutral	00:26:58	0,73	
		Negative	00:17:02	0,46	
		Σ	02:09:09	3,48	
	Association of Albanians in Serbia (Matica Albanaca Srbije)	Neutral	00:21:15	0,57	
		Positive	00:08:14	0,22	
		Negative	00:03:42	0,10	
		Σ	00:33:11	0,89	
	Political parties and movements that have not submitted election lists of candidates for deputies			02:42:20	4,37
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	05:47:01	9,34	
		Negative	04:10:25	6,74	
		Neutral	02:31:24	4,08	
		Σ	12:28:50	20,16	
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	Neutral	01:09:53	1,88	
		Positive	00:57:53	1,56	
		Negative	00:29:42	0,80	
		Σ	02:37:28	4,24	



TV B92	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	01:12:28	1,95
		Positive	00:39:25	1,06
		Negative	00:23:56	0,64
		Σ	02:15:49	3,65
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ	Neutral	00:40:46	1,10
		Positive	00:27:45	0,75
		Negative	00:20:07	0,54
		Σ	01:28:38	2,39
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	01:02:49	1,69
		Positive	00:11:55	0,29
		Negative	00:07:39	0,21
		Σ	01:22:23	2,19
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:39:12	1,06
		Neutral	00:20:48	0,56
		Negative	00:11:17	0,30
		Σ	01:11:17	1,92
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:28:09	0,76
		Positive	00:23:32	0,63
		Negative	00:07:23	0,20
		Σ	00:59:04	1,59
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:20:15	0,55
		Neutral	00:19:39	0,53
		Positive	00:14:48	0,40
		Σ	00:54:42	1,48
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:29:15	0,79
		Neutral	00:18:48	0,51
		Negative	00:04:31	0,12
		Σ	00:52:34	1,42
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:19:30	0,52
		Positive	00:16:23	0,44
		Negative	00:08:34	0,23
		Σ	00:44:27	1,19
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:17:40	0,48
		Negative	00:10:23	0,28
		Neutral	00:06:34	0,18
		Σ	00:34:37	0,94

TV B92	BORIS TADIĆ - COME ON PEOPLE	Positive	00:07:01	0,19
		Neutral	00:06:22	0,17
		Negative	00:03:06	0,08
		Σ	00:16:29	0,44
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:05:13	0,14
		Neutral	00:04:31	0,12
		Negative	00:03:46	0,10
		Σ	00:13:30	0,36
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:04:41	0,13
		Negative	00:02:03	0,06
		Neutral	00:01:23	0,04
		Σ	00:08:07	0,23
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Positive	00:07:12	0,19
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:04:31	0,12
		Positive	00:00:36	0,02
		Neutral	00:00:12	0,01
		Σ	00:05:19	0,15
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:01:41	0,05
		Positive	00:00:52	0,02
		Σ	00:02:33	0,07
Electoral lists		26:22:59	42,61	
TOTAL ELECTION TIME		61:54:44	100,00	

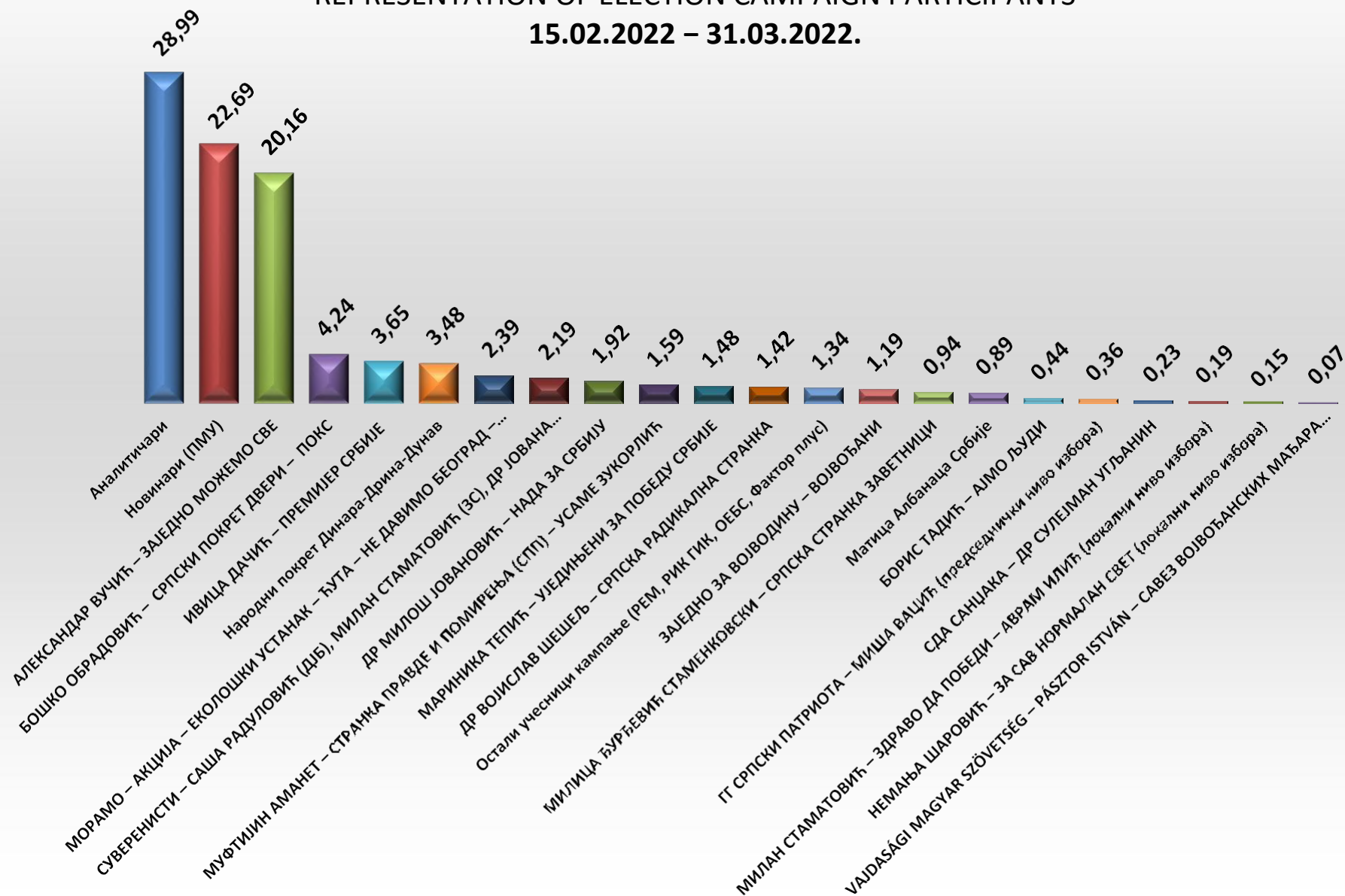
## TV B92

### UKRAJINA

### TOTAL ELECTION TIME

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

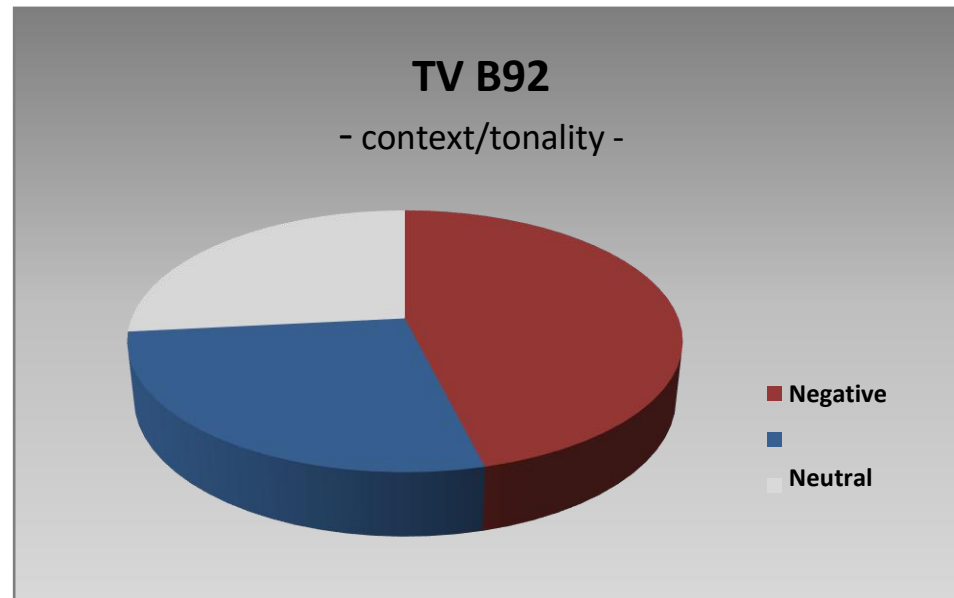
15.02.2022 – 31.03.2022.



Program statistics for the period 15.02.2022 - 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 in program contents of ALL TYPES (except election advertising messages)

**Table 80: CPONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
TV B92	Negative	28:32:15	46,09
	Positive	16:53:43	27,29
	Neutral	16:28:46	26,62
<b>TOTAL ELECTION TIME</b>		<b>61:54:44</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 - 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
**in program contents of ALL TYPES (except election advertising messages)**

**Table 81: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	The form of the content	Duration of broadcasting	% of share in program duration
TV B92	<b>Interview</b>	26:09:41	<b>42,26</b>
	<b>Audio report</b>	15:06:13	<b>24,38</b>
	<b>Thematic report</b>	13:27:56	<b>21,75</b>
	<b>Studio conversation</b>	03:30:23	<b>5,66</b>
	<b>News</b>	02:35:20	<b>4,19</b>
	<b>Report</b>	00:37:48	<b>1,02</b>
	<b>Commentary</b>	00:13:16	<b>0,36</b>
	<b>Statement</b>	00:11:32	<b>0,31</b>
	<b>Announcement</b>	00:02:35	<b>0,07</b>
<b>TOTAL ELECTION TIME</b>		<b>61:54:44</b>	<b>100,00</b>

**Table 82: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
TV B92	<b>Male</b>	43:21:48	<b>70,04</b>
	<b>Uncategorized</b>	15:29:28	<b>25,02</b>
	<b>Female</b>	03:03:28	<b>4,94</b>
<b>TOTAL ELECTION TIME</b>		<b>61:54:44</b>	<b>100,00</b>

**Program statistics for the period 15.02.2022 – 31.03.2022**  
**DAILY INFORMATIVE SHOES (News and Journals)**  
**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 83 – broadcasts: *News, News at 16, Presek***

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV B92	<b>Other campaign participants</b> ( <i>REM, RIK, GIK, OSCE, "Factor plus"</i> )	Neutral	<b>00:49:50</b>	<b>4,12</b>
	<b>Journalists</b> ( <i>Media service provider</i> )	Negative	00:27:29	2,27
		Neutral	00:08:09	0,67
		$\Sigma$	<b>00:35:38</b>	<b>2,94</b>
	<b>Analysts</b>	Negative	<b>00:08:33</b>	<b>0,71</b>
	$\Sigma$		<b>01:34:01</b>	<b>7,77</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Positive	05:26:49	27,02
		Negative	03:10:49	15,77
		Neutral	01:43:54	8,59
		$\Sigma$	<b>10:21:32</b>	<b>51,38</b>
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	Positive	00:39:12	3,24
		Neutral	00:20:48	1,72
		Negative	00:11:17	0,93
		$\Sigma$	<b>01:11:17</b>	<b>5,89</b>
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	Positive	00:24:14	2,00
		Neutral	00:23:49	1,97
		Negative	00:16:33	1,37
		$\Sigma$	<b>01:04:36</b>	<b>5,34</b>
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS</b>	Positive	00:22:30	1,86
		Neutral	00:20:19	1,68
		Negative	00:13:06	1,08
		$\Sigma$	<b>00:55:55</b>	<b>4,62</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	00:20:15	1,67
		Neutral	00:19:39	1,62
		Positive	00:14:48	1,22
		$\Sigma$	<b>00:54:42</b>	<b>4,51</b>
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	Positive	00:29:15	2,42
		Neutral	00:18:48	1,55
		Negative	00:04:31	0,37
		$\Sigma$	<b>00:52:34</b>	<b>4,34</b>

TV B92	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:27:32	2,28
		Neutral	00:15:26	1,28
		Negative	00:03:44	0,31
		Σ	00:46:42	3,87
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:21:43	1,80
		Positive	00:11:55	0,99
		Negative	00:05:55	0,49
		Σ	00:39:33	3,28
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:17:40	1,46
		Negative	00:10:23	0,86
		Neutral	00:06:34	0,54
		Σ	00:34:37	2,86
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:10:39	0,88
		Negative	00:03:36	0,30
		Neutral	00:03:07	0,26
		Σ	00:17:22	1,44
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:07:01	0,58
		Neutral	00:06:22	0,53
		Negative	00:03:06	0,26
		Σ	00:16:29	1,37
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:05:13	0,43
		Neutral	00:04:31	0,37
		Negative	00:03:46	0,31
		Σ	00:13:30	1,11
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:08:09	0,67
		Positive	00:02:26	0,20
		Negative	00:00:21	0,03
		Σ	00:10:56	0,90
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:04:41	0,39
		Negative	00:02:03	0,17
		Neutral	00:01:23	0,11
		Σ	00:08:07	0,67
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:04:31	0,37
		Positive	00:00:36	0,05
		Neutral	00:00:12	0,02
		Σ	00:05:19	0,44
VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:01:41	0,14	
	Positive	00:00:52	0,07	
	Σ	00:02:33	0,21	
Electoral lists		18:35:44	92,23	
TOTAL		20:09:45	100,00	

Program statistics for the period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE BROADCASTS

Table 84 – show: News at 16

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV B92	Journalists ( <i>Media service provider</i> )	Negative	00:13:02	2,59
		Neutral	00:00:57	0,19
		Σ	00:13:59	2,78
	Other campaign participants ( <i>RIK, GIK, OSCE, "Factor plus"</i> )	Neutral	00:08:36	1,71
	Analysts	Negative	00:01:45	0,35
	Σ		00:24:20	4,84
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:38:09	19,54
		Negative	00:12:53	2,56
		Neutral	00:11:25	2,27
		Σ	02:02:27	24,37
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:29:23	5,85
		Neutral	00:13:59	2,78
		Negative	00:08:23	1,67
		Σ	00:51:45	10,30
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Positive	00:17:59	3,58
		Neutral	00:17:30	3,48
		Negative	00:12:43	2,53
		Σ	00:48:12	9,59
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI"- POKS	Neutral	00:17:26	3,47
		Positive	00:16:38	3,31
		Negative	00:08:51	1,76
		Σ	00:42:55	8,54
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:16:14	3,23
		Neutral	00:16:04	3,20
		Positive	00:08:30	1,69
		Σ	00:40:48	8,12
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:19:58	3,98
		Neutral	00:11:43	2,33
		Negative	00:03:18	0,66
		Σ	00:34:59	6,97



TV B92	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:19:24	3,86
		Neutral	00:09:17	1,85
		Negative	00:02:46	0,55
		Σ	00:31:27	6,26
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:17:50	3,55
		Positive	00:08:11	1,65
		Negative	00:04:17	0,85
		Σ	00:30:18	6,05
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:11:30	2,29
		Negative	00:08:02	1,60
		Neutral	00:03:18	0,66
		Σ	00:22:50	4,55
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:05:13	1,04
		Neutral	00:04:31	0,90
		Negative	00:03:18	0,66
		Σ	00:13:02	2,60
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:07:34	1,51
		Negative	00:02:25	0,48
		Neutral	00:02:18	0,46
		Σ	00:12:17	2,45
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:05:53	1,17
		Neutral	00:03:38	0,72
		Negative	00:01:51	0,37
		Σ	00:11:22	2,26
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:04:52	0,97
		Positive	00:01:52	0,37
		Σ	00:06:44	1,34
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:03:00	0,60
		Negative	00:01:37	0,32
		Σ	00:04:37	0,92
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:02:35	0,51
		Positive	00:00:36	0,12
		Neutral	00:00:12	0,04
		Σ	00:03:23	0,67
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Positive	00:00:52	0,17
		Electoral lists	07:57:58	95,16
TOTAL			08:22:18	100,00

Program statistics for the period 15.02.2022 - 31.03.2022.

GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 85 – broadcasts: Osvrt, Fokus, B92 sport, Direktno sa Minjom Miletic

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV B92	Analysts	Negative	10:45:45	25,78
		Neutral	03:59:54	9,58
		Positive	03:02:48	7,30
		$\Sigma$	<b>17:48:27</b>	<b>42,66</b>
	Journalists (Media service provider)	Negative	10:02:06	24,04
		Neutral	01:57:43	4,70
		Positive	01:27:08	3,48
		$\Sigma$	<b>13:26:57</b>	<b>32,22</b>
	$\Sigma$		<b>31:15:24</b>	<b>74,88</b>
	People's Movement Dinara-Drina-Danube (Narodni pokret Dinara-Drina-Dunav)	Positive	01:25:09	3,40
		Neutral	00:26:58	1,08
		Negative	00:17:02	0,68
		$\Sigma$	<b>02:09:09</b>	<b>5,16</b>
	Association of Albanians in Serbia (Matica Albanaca Srbije)	Neutral	00:21:15	0,85
		Positive	00:08:14	0,33
		Negative	00:03:42	0,15
		$\Sigma$	<b>00:33:11</b>	<b>1,33</b>
	Political parties and movements that have not submitted election lists of candidates for deputies		<b>02:42:20</b>	<b>6,49</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Negative	00:59:36	2,38
		Neutral	00:47:30	1,90
		Positive	00:20:12	0,81
		$\Sigma$	<b>02:07:18</b>	<b>5,09</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Neutral	00:49:34	1,98
		Positive	00:35:23	1,41
		Negative	00:16:36	0,66
		$\Sigma$	<b>01:41:33</b>	<b>4,05</b>

TV B92	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:57:02	2,28
		Negative	00:20:12	0,81
		Positive	00:11:53	0,47
		Σ	01:29:07	3,56
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:21:06	0,84
		Neutral	00:20:00	0,80
		Negative	00:07:02	0,28
		Σ	00:48:08	1,92
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:41:06	1,64
		Negative	00:01:44	0,07
		Σ	00:42:50	1,71
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:16:23	0,65
		Positive	00:05:44	0,23
		Negative	00:04:58	0,20
		Σ	00:27:05	1,08
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Neutral	00:16:57	0,68
		Negative	00:03:34	0,14
		Positive	00:03:31	0,14
		Σ	00:24:02	0,96
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Positive	00:07:12	0,29
		Electoral lists	07:47:15	18,66
TOTAL			41:44:59	100,00

Program statistics for the period 02.03.2022 – 31.03.2022  
**TOTAL ELECTION TIME**  
**REPRESENTATION OF PRESIDENTIAL CANDIDATES**  
in program contents of ALL TYPES (except election advertising messages)

**Table 86** – broadcasts: *News, News at 16, Direktno sa Minjom Miletić, Presek, Fokus*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV B92	ALEKSANDAR VUČIĆ	Negative	02:39:50	6,12
		Positive	02:31:05	5,79
		Neutral	02:03:38	4,73
		Σ	07:14:33	16,64
	BOŠKO OBRADOVIĆ	Neutral	00:36:07	1,38
		Positive	00:15:07	0,58
		Negative	00:10:56	0,42
		Σ	01:02:10	2,38
	BILJANA STOJKOVIĆ	Neutral	00:30:44	1,18
		Positive	00:10:41	0,41
		Negative	00:08:02	0,31
		Σ	00:49:27	1,90
	MILOŠ JOVANOVIĆ	Positive	00:22:04	0,84
		Negative	00:06:09	0,24
		Neutral	00:06:16	0,24
		Σ	00:34:29	1,32
	ZDRAVKO PONOŠ	Neutral	00:10:23	0,40
		Negative	00:09:15	0,35
		Positive	00:04:37	0,18
		Σ	00:24:15	0,93
	MILICA ĐURĐEVIĆ STAMENKOVSKI	Positive	00:10:21	0,40
		Negative	00:05:36	0,21
		Neutral	00:03:15	0,12
		Σ	00:19:12	0,73
	BRANKA STAMENKOVIĆ	Neutral	00:11:18	0,43
		Positive	00:02:47	0,11
		Negative	00:01:50	0,07
		Σ	00:15:55	0,61
	MIŠA VACIĆ	Positive	00:05:13	0,20
		Neutral	00:04:31	0,17
		Negative	00:03:46	0,14
		Σ	00:13:30	0,51
	Presidential candidates			10:53:31
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			32:38:05	74,97
TOTAL ELECTION TIME			43:31:36	100,00

Program statistics for the time period 15.02.2022 – 31.03.2022

**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
**in program contents of ALL TYPES (except election advertising messages)**

Table 87.

MSP	State function	Duration of broadcasting	% of share in program duration
TV B92	President of the Republic of Serbia	34:16:18	32,97
	Prime Minister of the Republic of Serbia	02:29:18	2,39
	Minister of Finance	01:21:16	1,30
	Minister of Interior Affairs	01:19:33	1,28
	Republican officials	00:33:53	0,54
	Minister for Labour, Employment, Veterans and Social Affairs	00:29:02	0,47
	Deputy mayor	00:25:58	0,42
	President of the Assembly of Serbia	00:20:16	0,32
	Minister of Construction, Transport and Infrastructure	00:09:44	0,16
	Minister of Trade, Tourism and Telecommunications	00:09:09	0,15
	Minister of Environmental Protection	00:07:43	0,12
	Minister of Agriculture, Forestry and Water Management	00:05:06	0,08
	Minister of Health	00:02:57	0,05
	Mayors	00:02:38	0,04
	Minister of Justice	00:02:40	0,04
	Minister of Foreign Affairs	00:01:48	0,03
	Minister of Defence	00:01:48	0,03
	Secretaries of State	00:01:13	0,02
	Minister of Culture and Information	00:00:59	0,02
	President of the municipality	00:00:28	0,01
	Minister without portfolio in charge of innovation and technological development	00:00:09	0,00
	<b>TOTAL STATE OFFICIALS</b>	<b>42:01:56</b>	<b>40,44</b>
MSP	Campaign participant	Duration of broadcasting	% of share in program duration
TV B92	<b>Analysts</b>	17:57:00	17,27
	<b>Journalists</b> ( <i>Media service provider</i> )	14:02:35	13,51
	<b>Other campaign participants</b> (REM, RIK GIK, OSCE, "Factor plus")	00:49:50	0,80
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	02:42:20	2,60
	<b>Σ</b>	<b>35:31:45</b>	<b>34,18</b>

TV B92	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	12:28:50	12,01
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	02:37:28	2,52
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	02:15:49	2,18
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	01:28:38	1,42
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	01:22:23	1,32
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	01:11:17	1,14
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	00:59:04	0,95
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	00:54:42	0,88
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	00:52:34	0,84
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	00:44:27	0,71
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	00:34:37	0,56
	BORIS TADIĆ - COME ON PEOPLE	00:16:29	0,26
	CITIZEN GROUP "SERBIAN PATRIOTS" - MIŠA VACIĆ	00:13:30	0,22
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	00:08:07	0,13
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	00:07:12	0,12
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	00:05:19	0,09
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	00:02:33	0,04
	Electoral lists	26:22:59	25,39
	TOTAL ELECTION TIME	61:54:44	59,57
	TOTAL	103:56:40	100,00

Program statistics for the period 15.02.2022 – 31.03.2022.

## TOPICS OF PROGRAM CONTENTS DURING THE ELECTION CAMPAIGN

In program contents of ALL TYPES (except election advertising messages)

Table 88.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Critical of the opposition	12:48:29	20,69	Crisis in Ukraine	5:49:19	13,85
Elections in general, campaign, procedure	5:57:07	9,61	International political and economic cooperation	5:30:39	13,11
Public opinion research, forecasts	4:21:04	7,03	Economic policy, tax policy	4:48:00	11,42
Challenging candidates, mutual criticism	4:11:49	6,78	Social policy, healthcare	4:10:57	9,95
The media	3:57:14	6,39	Kosovo and Metohija	3:06:17	7,39
Positive about the government	3:18:17	5,34	Infrastructure, energy	3:04:59	7,33
Electoral support	2:43:58	4,41	Investments, new jobs	2:28:09	5,87
Election promises	2:19:50	3,76	Regional cooperation	2:04:58	4,96
Negative about Zdravko Ponoš	1:50:09	2,97	Traffic	1:30:41	3,60
Infrastructure, energy	1:39:20	2,67	Economy	1:26:53	3,45
Economic policy, tax policy	1:16:16	2,05	Army, police	1:08:38	2,72
International political and economic cooperation	1:11:30	1,92	Youth, education	1:04:59	2,58
Kosovo and Metohija	1:09:23	1,87	The media	1:02:58	2,50
Crisis in Ukraine	1:08:34	1,85	Elections in general, campaign, procedure	0:41:36	1,65
Negative about Dragan Đilas	1:01:34	1,66	Regular state activities	0:39:13	1,56
Social policy, healthcare	0:56:29	1,52	Interethnic relations and dialogue	0:37:04	1,47
Interethnic relations and dialogue	0:50:46	1,37	Military and political neutrality	0:34:26	1,37
Negative about Vladeta Janković	0:51:00	1,37	Culture, tradition	0:33:57	1,35
Cooperation with Russia and China	0:46:52	1,26	Corruption, crime	0:28:54	1,15
Investments, new jobs	0:41:08	1,11	Human and minority rights	0:17:03	0,68
Agriculture	0:40:11	1,08	Sports, youth	0:09:33	0,38
Criticism of the authorities	0:38:45	1,04	Cooperation with Russia and China	0:09:21	0,37
Culture, tradition	0:36:37	0,99	Constitution and legislation	0:09:47	0,36
Ecology	0:36:09	0,97	Ecology	0:08:05	0,32
Human and minority rights	0:33:41	0,91	European integration	0:05:54	0,23
Regional cooperation	0:33:04	0,89	Tourism	0:03:42	0,15
Economy	0:28:58	0,78	Covid 19	0:03:16	0,13
Topics individually represented < 0.75% (total)	4:46:30	7,71	Agriculture	0:02:38	0,10
<b>TOTAL</b>	<b>61:54:44</b>	<b>100,00</b>	<b>TOTAL</b>	<b>42:01:56</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022  
**ELECTION ADVERTISING MESSAGES**  
 REPRESENTATION OF CAMPAIGN REPRESENTATIVES: ALL ELECTION LEVELS

**Table 89.**

MSP	Campaign participant	Duration of broadcasting	% of share in program duration	No of reports
<b>TV B92</b>	<b>ALEKSANDAR VUČIĆ (presidential candidate)</b>	01:46:59	82,86	130
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (republican list)</b>	00:16:51	13,05	22
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (local list)</b>	00:03:27	2,67	4
	$\Sigma$	<b>02:07:17</b>	<b>98,58</b>	<b>156</b>
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS (republican list)</b>	00:01:50	1,42	9
<b>TOTAL</b>		<b>02:09:07</b>	<b>100,00</b>	<b>165</b>



## ANALYSIS OF ELECTION PROGRAM CONTENTS OF MEDIA SERVICE PROVIDER TV B92

During the election campaign, TV B92 did not introduce new program formats, but reported on the election process as part of its regular informative program - daily informative broadcasts (*Presek, News*) and author shows "*Fokus*", "*Osvrt*" and "*B92 sport*". Also, in the same period, this MSP also rebroadcast two editions of the show "*Direktno sa Minjom Miletić*" of the Euronews Serbia channel, in which the guests were presidential candidates.

Almost half of the total election program of TV B92 consisted of negatively intoned content (mostly devoted to criticism of the opposition and its candidates). The tones of the remaining part of the election program were almost equal - the positive value context (**27.29%**) was largely related to the affirmation of the authorities, electoral support and election promises, while the neutral tone (**26.62%**) mostly involved reporting on the election campaign and procedures, that is, about public opinion surveys and election forecasts.

### DAILY INFORMATIVE BROADCASTS

TV B92 program reported daily on the programs and activities of candidates and candidates in the central news program *News at 16* within the marked election blocks, and most often in another later edition of this program. There was a trend of media reporting on the activities of the election participants in such a way that promotional (recorded) materials with an inserter (logo mark) and serial number on the list were shown, mostly in the form of shorter audio reports, while the journalistic role meant only the announcement of these contributions. In the same show, the presidential candidates had the opportunity to present themselves in a special segment dedicated to the presidential elections in the form of a ten-minute interview, which was used by all the participants in the election for the President of the Republic, except for **ALEKSANDR VUČIĆ**, while **BOŠKO OBRADOVIĆ** was a guest on two occasions. The presentations were transmitted in a manner adapted to deaf and hard of hearing people and organized under the same technical and programming conditions, with the fact that during the interview in which **ZDRAVKO PONOŠ** was a guest, a somewhat more pronounced critical attitude of the presenter towards this presidential candidate was observed (*News of March, 22*).

In the daily news broadcasts (*Presek, News*), in addition to the election activities of the confirmed lists and candidates, the transmission of announcements and statements of political actors, reports on the activities of other participants in the election campaign were also published. The specifics of those contents represent their most frequent presentation during reporting on the activities of state officials. Since most of them actually took part in the election game, these contents were attributed to the ruling party, i.e. the list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**.

Also, within the framework of regular news reviews, segments of the President of the Republic's guest appearances on other televisions that had an election character were occasionally recorded as an election program.

TV B92 showed 15 thematic reports with a negative tone towards the opposition in its daily news program.

### **OTHER GENERAL INFORMATIVE BROADCASTS**

The author's show *"Fokus"*, which deals with current social and political issues with guests in the studio, represents the content with the largest share of election time (**36.46%**). This format continued to air during the election campaign in its usual weekday timeslot. The show was most often conducted in the form of an interview, and representatives of electoral lists were invited to it, as well as guests who commented or analysed the election campaign.

Representatives of 6 declared electoral lists and 18 prominent personalities from various domains participated in the *"Fokus"* show, who were guests as analysts (journalists, editors, former officials, professors, media workers, etc.). During the analyst's guest appearance, negatively intoned contributions prevailed, most of which were devoted to criticism of the opposition and the media.

During the guest appearance of representatives of electoral lists in this show, contributions of a neutral tonality prevailed. Apart from the election campaign and procedure, among the most frequent topics were the "Ukrainian crisis", "international political and economic cooperation" as well as "international relations".

During the election campaign on TV B92, a special edition of *"Fokus"* was recorded (on March 8) in prime time with the President of the Republic. The largest part of that hosting was devoted to economic topics, the economy and the Ukrainian crisis, while a smaller part consisted of program segments devoted to criticism of political opponents and the election campaign.

The show *"B92 sport"* is an authentic weekly author format, most often realized in the form of an interview. During the election campaign, editions were shown with analysts and a representative of a political movement that was not a participant in the election process. In addition to the reports directly related to the election campaign, positively intoned reports towards the government, i.e., critical towards the opposition, were also recorded, while occasionally commentaries were also recorded by the presenter who provided open support to the ruling party and made election forecasts.

The show *"Osvrt"* is a weekly author's format with an overview of socio-political events from Serbia and the region. A total of 12 premieres and 16 reruns were shown, and the specificity of this format was its more intense showing during the last 3 weeks of the election campaign, when instead of the usual two times, it was on the program 8 times a week: the premiere 3 times and another 5 reruns. After the end of the election campaign, this content started to be shown again in its usual time slot.

In the show “*Osvrt*”, 458 thematic reports have been shown, among which the majority were negatively intoned - 350 reports. Almost equal number of reports was devoted to general criticism of the opposition (105 reports) and to mutual challenges between candidates (104 reports), and a similar number was devoted to criticizing opposition candidates (90 reports). This show during the election campaign was characterized by a pronounced critical attitude towards the opposition, while the government was presented positively. Such an editorial manner was especially reflected in the announcements of the presenter, who used her commentaries to put the events and statements of the actors she was reporting in a certain context. Certain items also contained inscriptions, thus intensifying the overall impression of the auditorium.

An example of the presenter's announcement - **Vladeta Janković** announces that he will visit the place called “Marinkova bara”: "I think he is late, and the advisers he gathered should pay special attention so that he does not say afterwards that he was in the village (pejorative meaning)." We don't know what happened to the professor, but it is impossible to describe him as a nice person after his anthology statements. There is a widespread opinion that Djilas is not interested in the campaign. After the declaration that Janković is nice, those who are counting on him, should either make him buy a TV set, or ask him not to help them anymore".

Contrary to the previous one, reports about the government were mostly positively intoned.

During the election campaign, TV B92 broadcast two shows “*Direktno sa Minjom Miletić*” of *Euronews Serbia* television, in which the presidential candidates were guests. Both were marked as optional programs throughout their duration. In the first broadcast, the participants were presidential candidates **BOŠKO OBRADOVIĆ** and **BILJANA STOJKOVIĆ** (March 18), while in the second the guest was **ALEKSANDAR VUČIĆ** (March 25), announced as the current President of Serbia and a candidate for another presidential term.

## REPORTING ON THE ACTIVITIES OF STATE OFFICIALS

Reports dedicated to state officials and their activities on the TV B92 program were most often recorded in the information review “*Presek*”, shown several times a day and in the programs “*News*”, while the dominant forms of reporting were audio reports and news.

More than half of the program dedicated to state officials consisted of reports of a neutral tone, while among them the most frequent topics were "Ukrainian crisis", "international political and economic cooperation", "economic topics" and issues related to the status of Kosovo and Metohija.

TV B92 respected the legal prohibition not to report on official public gatherings at which infrastructural and other facilities (roads, bridges, schools, hospitals, factories) are opened ten days before the voting day, i.e., to mark the beginning of the construction of such facilities if at those gatherings public officials who are participants in the electoral process participate.

On April 1, 2022, TV B92 broke the election silence by showing election program content on the show *Presek* because it published research on the assessment of turnout and election results, as well as the election activities of candidates for deputy from the declared election lists, which violated Article 6, paragraph 3. of the *Law on the Election of People's Deputies*.

PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

## TV PRVA



Program statistics for the period 15.02.2022 – 31.03.2022  
TOTAL ELECTION TIME: ALL LEVELS OF ELECTION

**Table 90: TYPE AND NAME OF PROGRAM CONTENT**

MSP	Name of program content	Content name	Duration of broadcasting	% of share in program duration
TV Prva	General informative program	"Jutro"	12:26:06	39,76
		"News at 18"	08:58:07	28,67
		"Prva tema"	04:04:16	13,02
		"News"	00:36:21	1,94
	TOTAL:		26:04:50	83,39
	Election advertising messages		05:01:41	16,07
	Entertainment program	Exclusive	00:10:06	0,54
TOTAL ELECTION TIME			31:16:37	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

In program contents OF ALL TYPES (except election advertising messages)

**Table 91: ELECTION LEVELS**

MSP	Type of monitoring (ELECTION LEVELS)	Duration of broadcasting	% of share in program duration
TV Prva	Republican	17:45:23	<b>67,64</b>
	Presidential	05:00:28	<b>19,08</b>
	Local	03:29:05	<b>13,28</b>
<b>TOTAL ELECTION TIME</b>		<b>26:14:56</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

In program contents of ALL TYPES (except election advertising messages)

Table 92 – broadcasts: *Jutro, News at 18, Prva tema, News, Ekskluziv*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration	
TV Prva	Analysts	Neutral	01:52:06	7,12	
		Positive	00:10:45	0,68	
		Negative	00:06:51	0,43	
		Σ	02:09:42	8,23	
	Other campaign participants (RIK, GIK, REM, PNT, OSCE)		Neutral	00:38:00	2,41
	Journalists (Media Service Provider)		Neutral	00:30:21	1,93
	Σ		03:18:03	12,57	
	“Da se struka pita” Movement (Pokret “Da se struka pita”)	Neutral	00:12:37	0,80	
		Negative	00:10:02	0,64	
		Σ	00:22:39	1,44	
	State-building movement of Serbia (Državotvorni pokret Srbije)		Negative	00:00:43	0,05
	Go change (Kreni promeni)		Negative	00:00:40	0,04
	Political parties and movements that have not submitted election lists of candidates for deputies		00:24:02	1,53	
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	03:35:14	13,67	
		Neutral	01:09:53	4,44	
		Negative	00:40:07	2,55	
		Σ	05:25:14	20,66	
	BORIS TADIĆ - COME ON PEOPLE	Neutral	01:09:23	4,41	
		Positive	00:57:45	3,67	
		Negative	00:32:36	2,07	
		Σ	02:39:44	10,15	
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:59:55	3,80	
		Negative	00:47:14	3,00	
		Neutral	00:38:31	2,45	
		Σ	02:25:40	9,25	

TV Prva	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENOVIĆ	Positive	01:05:23	4,15
		Negative	00:35:28	2,25
		Neutral	00:23:43	1,51
		$\Sigma$	<b>02:04:34</b>	<b>7,91</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:55:00	3,49
		Positive	00:48:48	3,10
		Negative	00:04:09	0,26
		$\Sigma$	<b>01:47:57</b>	<b>6,85</b>
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:47:55	3,04
		Positive	00:30:31	1,94
		Neutral	00:19:06	1,21
		$\Sigma$	<b>01:37:32</b>	<b>6,19</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:30:31	1,94
		Neutral	00:27:39	1,76
		Negative	00:18:44	1,19
		$\Sigma$	<b>01:16:54</b>	<b>4,89</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Positive	00:26:23	1,68
		Negative	00:20:34	1,31
		Neutral	00:20:16	1,29
		$\Sigma$	<b>01:07:13</b>	<b>4,28</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:28:45	1,78
		Neutral	00:22:20	1,42
		Negative	00:14:35	0,93
		$\Sigma$	<b>01:05:40</b>	<b>4,13</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:41:36	2,64
		Neutral	00:12:44	0,81
		Negative	00:10:40	0,68
		$\Sigma$	<b>01:05:00</b>	<b>4,13</b>
	CITIZEN GROUP "SERBIAN PATRIOT"- MIŠA VACIĆ ( <i>presidential level of the election</i> )	Positive	00:11:10	0,71
		Neutral	00:02:39	0,17
		$\Sigma$	<b>00:38:22</b>	<b>2,44</b>
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:14:42	0,93
		Positive	00:12:35	0,80
		Negative	00:01:59	0,13
		$\Sigma$	<b>00:29:16</b>	<b>1,86</b>

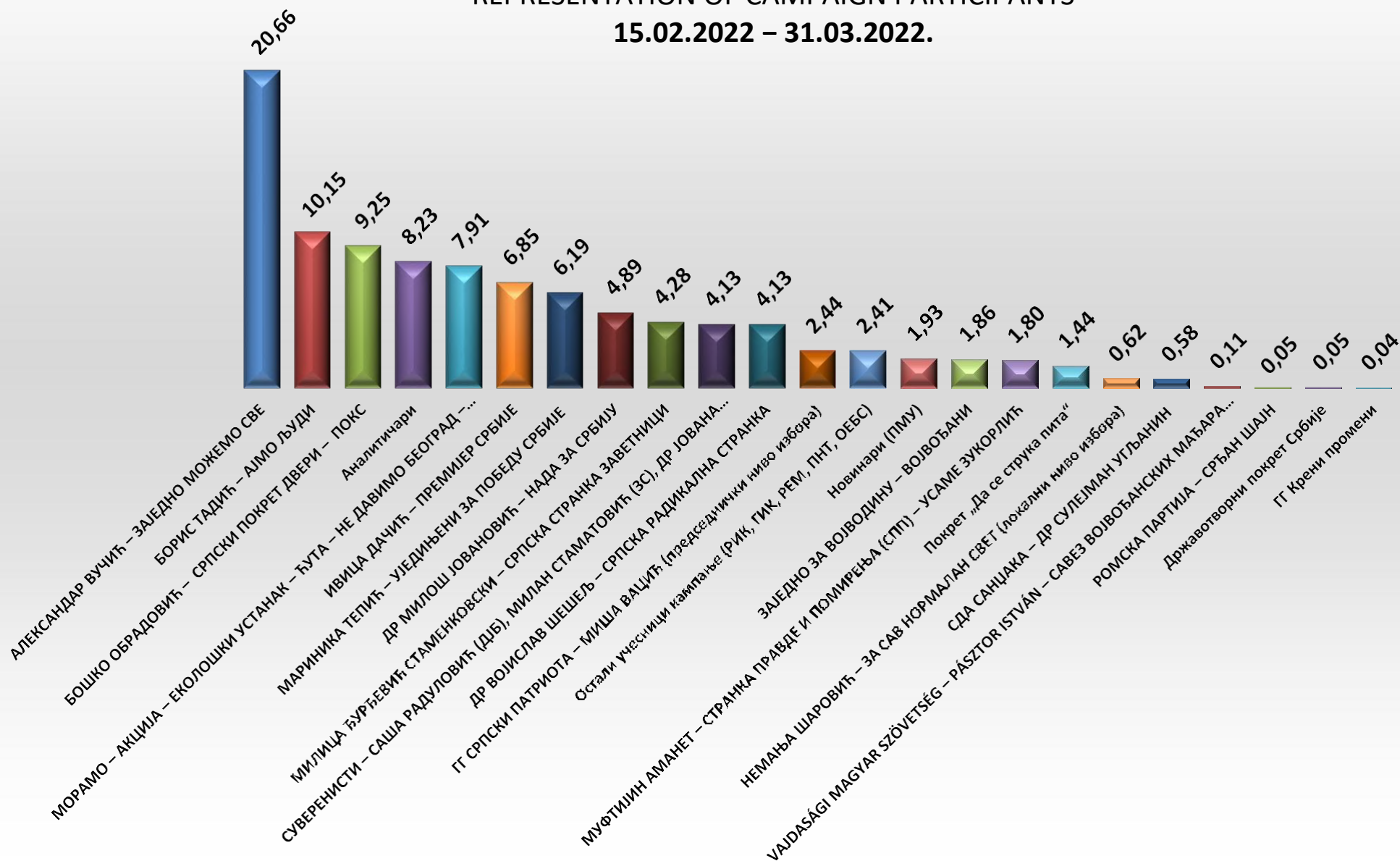


TV Prva	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:15:02	0,95	
		Neutral	00:11:38	0,74	
		Negative	00:01:42	0,11	
		Σ	00:28:22	1,80	
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)		Negative	00:09:43	0,62
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:06:54	0,44	
		Neutral	00:01:38	0,10	
		Negative	00:00:39	0,04	
		Σ	00:09:11	0,58	
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR		Neutral	00:01:43	0,11
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:00:28	0,03	
		Positive	00:00:18	0,02	
		Σ	00:00:46	0,05	
		Electoral lists	22:32:51	85,90	
TOTAL ELECTION TIME			26:14:56	100,00	

## TV Prva

### UKRAJINA

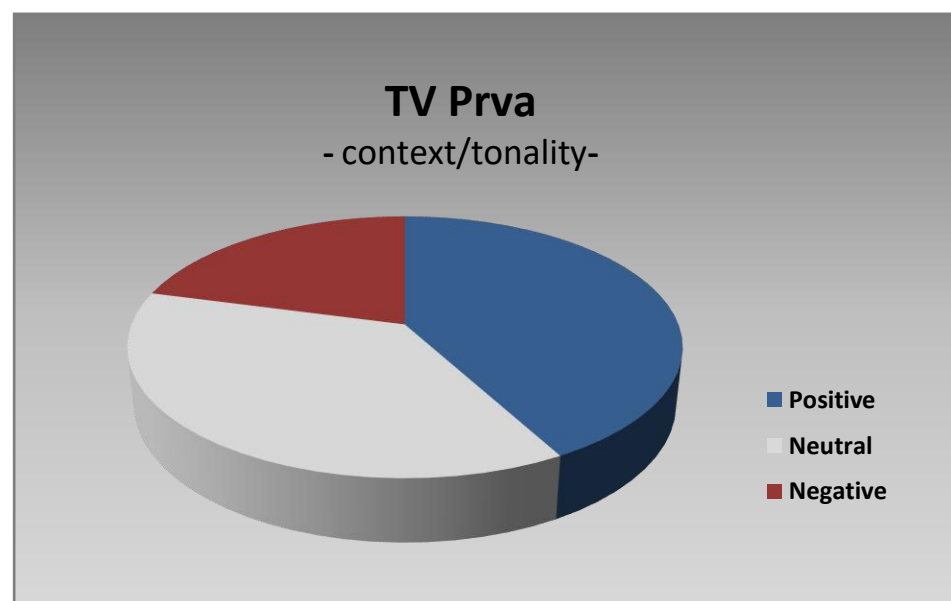
**TOTAL ELECTION TIME**  
**REPRESENTATION OF CAMPAIGN PARTICIPANTS**  
**15.02.2022 – 31.03.2022.**



**Program statistics for the period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (except election advertising messages)

**Table 93: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
TV Prva	Positive	11:01:35	42,01
	Neutral	09:44:27	37,11
	Negative	05:28:54	20,88
<b>TOTAL ELECTION TIME</b>		<b>26:14:56</b>	<b>100,00</b>



Program statistics for the period 15.02.2022 – 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (except election advertising messages)

**Table 94: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Form of the content	Duration of broadcasting	% of share in program duration
TV Prva	Interview	09:05:10	<b>34,62</b>
	Audio report	08:10:09	<b>31,11</b>
	Studio conversation	07:23:54	<b>28,19</b>
	Announcement	00:37:55	<b>2,41</b>
	News	00:26:18	<b>1,67</b>
	Statement	00:20:04	<b>1,27</b>
	Report	00:08:27	<b>0,54</b>
	Thematic report	00:02:59	<b>0,19</b>
<b>TOTAL ELECTION TIME</b>		<b>26:14:56</b>	<b>100,00</b>

**Table 95: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
TV Prva	<b>Male</b>	21:21:31	<b>81,37</b>
	<b>Female</b>	04:21:07	<b>16,58</b>
	<b>Uncategorized</b>	00:32:18	<b>2,05</b>
<b>TOTAL ELECTION TIME</b>		<b>26:14:56</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022  
DAILY INFORMATIVE BROADCASTS (News and Journals)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 96 – broadcasts: News, News at 18

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV Prva	Other campaign participants (REM,RIK,GIK, OSCE)	Neutral	00:23:14	4,04
	Journalists (Media Service Provider)	Neutral	00:09:28	1,65
	Σ		00:32:42	5,69
	Go change (Kreni promeni)	Negative	00:00:40	0,12
	State-building movement of Serbia (Državotvorni pokret Srbije)	Negative	00:00:43	0,12
	Political parties and movements that have not submitted election lists of candidates for deputies		00:01:23	0,24
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:37:17	16,93
		Neutral	00:14:00	2,44
		Negative	00:06:37	1,15
		Σ	01:57:54	20,52
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:37:11	6,47
		Neutral	00:08:42	1,51
		Negative	00:04:09	0,72
		Σ	00:50:02	8,70
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ	Positive	00:31:49	5,54
		Negative	00:11:46	2,05
		Neutral	00:04:47	0,83
		Σ	00:48:22	8,42
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:26:18	4,58
		Neutral	00:10:32	1,83
		Negative	00:08:25	1,47
		Σ	00:45:15	7,88
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:21:53	3,81
		Negative	00:17:16	3,01
		Neutral	00:04:00	0,70
		Σ	00:43:09	7,52
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:21:24	3,74
		Neutral	00:10:53	1,89
		Negative	00:08:28	1,47
		Σ	00:40:45	7,10

TV Prva	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:28:47	5,01
		Neutral	00:06:33	1,14
		Negative	00:03:29	0,61
		Σ	00:38:49	6,76
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI”- POKS	Positive	00:20:38	3,59
		Negative	00:12:57	2,25
		Neutral	00:05:11	0,90
		Σ	00:38:46	6,74
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:20:12	3,52
		Negative	00:10:22	1,80
		Neutral	00:07:24	1,29
		Σ	00:37:58	6,61
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:13:27	2,34
		Neutral	00:04:36	0,80
		Negative	00:00:23	0,07
		Σ	00:18:26	3,21
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:09:39	1,68
		Neutral	00:04:02	0,70
		Negative	00:02:39	0,46
		Σ	00:16:20	2,84
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:09:38	1,68
		Negative	00:01:59	0,35
		Neutral	00:01:46	0,31
		Σ	00:13:23	2,34
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:03:50	0,67
		Negative	00:03:22	0,59
		Neutral	00:02:39	0,46
		Σ	00:09:51	1,72
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:09:43	1,69
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:06:54	1,20
		Neutral	00:01:38	0,28
		Negative	00:00:39	0,11
		Σ	00:09:11	1,59
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:01:43	0,30
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:00:28	0,08
		Positive	00:00:18	0,05
		Σ	00:00:46	0,13
	Electoral lists		09:00:23	94,07
TOTAL		09:34:28	100,00	

## Program statistics for the period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE SHOW

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 97 – broadcast: News at 18

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV Prva	Other campaign participants (REM,RIK,GIK, OSCE)	Neutral	00:12:06	2,25
	Journalists (Media Service Provider)	Neutral	00:05:16	0,98
	Σ		00:17:22	3,23
	State-building movement of Serbia (Državotvorni pokret Srbije)	Negative	00:00:43	0,13
	Go change (Kreni promeni)	Negative	00:00:40	0,12
	Political parties and movements that have not submitted election lists of candidates for deputies		00:01:23	0,25
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:27:40	16,29
		Neutral	00:09:18	1,73
		Negative	00:06:37	1,23
		Σ	01:43:35	19,25
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Positive	00:31:49	5,91
		Negative	00:11:46	2,19
		Neutral	00:04:47	0,89
		Σ	00:48:22	8,99
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:33:00	6,13
		Neutral	00:08:42	1,62
		Negative	00:04:09	0,77
		Σ	00:45:51	8,52
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Positive	00:26:18	4,89
		Neutral	00:10:32	1,96
		Negative	00:08:25	1,56
		Σ	00:45:15	8,41
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:21:53	4,07
		Negative	00:17:16	3,21
		Neutral	00:02:22	0,44
		Σ	00:41:31	7,72
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Positive	00:21:24	3,97
		Neutral	00:10:53	2,02
		Negative	00:08:28	1,57
		Σ	00:40:45	7,56

TV Prva	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:28:47	5,35
		Neutral	00:06:33	1,22
		Negative	00:03:29	0,65
		Σ	00:38:49	7,22
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:20:38	3,83
		Negative	00:12:57	2,41
		Neutral	00:05:11	0,96
		Σ	00:38:46	7,20
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Positive	00:20:12	3,75
		Negative	00:10:22	1,93
		Neutral	00:07:24	1,38
		Σ	00:37:58	7,06
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:13:27	2,50
		Neutral	00:04:36	0,85
		Negative	00:00:23	0,07
		Σ	00:18:26	3,42
	BORIS TADIĆ - COME ON PEOPLE	Positive	00:09:39	1,79
		Neutral	00:04:02	0,75
		Negative	00:02:39	0,49
		Σ	00:16:20	3,03
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Positive	00:09:38	1,79
		Negative	00:01:59	0,37
		Neutral	00:01:46	0,33
		Σ	00:13:23	2,49
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Positive	00:03:50	0,71
		Negative	00:03:22	0,63
		Neutral	00:02:39	0,49
		Σ	00:09:51	1,83
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:09:43	1,81
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	Positive	00:06:54	1,28
		Neutral	00:01:38	0,30
		Negative	00:00:39	0,12
		Σ	00:09:11	1,70
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:00:50	0,15
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:00:28	0,09
		Positive	00:00:18	0,06
		Σ	00:00:46	0,15
Electoral lists		08:39:22	96,51	
TOTAL		08:58:07	100,00	



Program statistics for the period 15.02.2022 – 31.03.2022  
GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 98 – broadcasts: *Jutro, Prva tema*

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV Prva	Analysts	Neutral	01:52:06	11,32
		Positive	00:10:45	1,09
		Negative	00:06:51	0,69
		Σ	02:09:42	13,10
	Journalists (Media Service Provider)	Neutral	00:20:53	2,11
	Other campaign participants (PNT)	Neutral	00:14:46	1,49
	Σ		02:45:21	16,70
	"Da se struka pita" Movement (Pokret "Da se struka pita")	Neutral	00:12:37	1,27
		Negative	00:10:02	1,01
	Political parties and movements that have not submitted election lists of candidates for deputies		00:22:39	2,28
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:57:57	11,91
		Neutral	00:55:53	5,64
		Negative	00:33:30	3,38
		Σ	03:27:20	20,93
	BORIS TADIĆ - COME ON PEOPLE	Neutral	01:05:21	6,60
		Positive	00:48:06	4,86
		Negative	00:29:57	3,02
		Σ	02:23:24	14,48
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:39:17	3,97
		Negative	00:34:17	3,46
		Neutral	00:33:20	3,37
		Σ	01:46:54	10,80
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Positive	00:33:34	3,39
		Negative	00:23:42	2,39
		Neutral	00:18:56	1,91
		Σ	01:16:12	7,69

TV Prva	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:42:38	4,30
		Positive	00:11:37	1,17
		Σ	00:54:15	5,47
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:30:39	3,09
		Neutral	00:08:40	0,88
		Positive	00:08:38	0,87
		Σ	00:47:57	4,84
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:17:07	1,73
		Negative	00:10:19	1,04
		Positive	00:04:13	0,43
		Σ	00:31:39	3,20
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:12:52	1,30
		Negative	00:10:12	1,03
		Positive	00:06:11	0,62
		Σ	00:29:15	2,95
	CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (presidential level of the election)	Negative	00:21:11	2,14
		Positive	00:07:20	0,74
		Σ	00:28:31	2,88
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:12:49	1,29
		Negative	00:07:11	0,73
		Neutral	00:06:11	0,62
		Σ	00:26:11	2,64
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:11:27	1,16
		Positive	00:07:21	0,75
		Negative	00:06:07	0,62
		Σ	00:24:55	2,53
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:12:56	1,31
		Positive	00:02:57	0,30
		Σ	00:15:53	1,61
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:07:02	0,71
		Positive	00:01:35	0,16
		Negative	00:01:19	0,13
		Σ	00:09:56	1,00
Electoral lists		13:22:22	81,02	
TOTAL		16:30:22	100,00	

Program statistics for the period 15.02.2022 – 31.03.2022

**OTHER TYPES OF PROGRAM CONTENT** (Entertainment)

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 99 – broadcast: *Ekskluziv***

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV Prva	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:06:26	63,70
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:03:40	36,30
TOTAL			00:10:06	100,00

Program statistics for the period 02.03.2022 – 31.03.2022

TOTAL ELECTION TIME

REPRESENTATION OF PRESIDENTIAL CANDIDATES

in program contents of ALL TYPES (except election advertising messages)

Table 100 – broadcasts: News, News at 18, Jutro

MSP	Campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
TV Prva	ALEKSANDAR VUČIĆ	Positive	00:44:37	3,38
		Negative	00:24:45	1,88
		Neutral	00:09:44	0,74
		Σ	01:19:06	6,00
	BOŠKO OBRADOVIĆ	Positive	00:27:02	2,05
		Neutral	00:14:05	1,07
		Negative	00:11:46	0,89
		Σ	00:52:53	4,01
	MIŠA VACIĆ	Negative	00:24:33	1,86
		Positive	00:11:10	0,85
		Neutral	00:02:39	0,20
		Σ	00:38:22	2,91
	ZDRAVKO PONOŠ	Negative	00:30:43	2,33
		Positive	00:07:08	0,54
		Σ	00:37:51	2,87
	BILJANA STOJKOVIĆ	Positive	00:14:44	1,12
		Negative	00:10:55	0,83
		Neutral	00:05:54	0,45
		Σ	00:31:33	2,40
	MILICA ĐURĐEVIC STAMENKOVSKI	Positive	00:13:57	1,06
		Negative	00:06:47	0,51
		Neutral	00:04:24	0,33
		Σ	00:25:08	1,90
	MILOŠ JOVANOVIĆ	Positive	00:20:07	1,53
		Neutral	00:02:32	0,19
		Negative	00:02:27	0,19
		Σ	00:25:06	1,91
	BRANKA STAMENKOVIĆ	Positive	00:06:36	0,50
		Neutral	00:01:21	0,10
		Negative	00:01:18	0,10
		Σ	00:09:15	0,70
	Presidential candidates			04:59:14
REPUBLICAN AND LOCAL LEVELS OF ELECTIONS			16:58:32	77,30
TOTAL ELECTION TIME			21:57:46	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising messages)**

Table 101.

MSP	State function	Duration of broadcasting	% of share in program duration
TV Prva	President of the Republic of Serbia	08:04:28	21,83
	Minister of Finance	00:53:47	2,42
	Prime Minister of the Republic of Serbia	00:29:47	1,34
	President of the Assembly of Serbia	00:14:44	0,66
	Minister of Trade, Tourism and Telecommunications	00:13:41	0,62
	President of the City Assembly	00:13:26	0,61
	Minister for the care of the countryside	00:10:37	0,48
	Mayors	00:05:10	0,23
	Deputy mayor	00:03:31	0,16
	The Mayor of Belgrade	00:03:04	0,14
	Minister of Mining and Energy	00:02:46	0,12
	Presidents of the municipality	00:02:41	0,12
	Minister of Interior Affairs	00:02:06	0,09
	Minister of Environmental Protection	00:01:10	0,05
	Republican officials	00:00:57	0,06
	Minister without portfolio in charge of improving the development of underdeveloped municipalities	00:00:54	0,04
	Minister of Construction, Transport and Infrastructure	00:00:48	0,04
	Minister of Foreign Affairs	00:00:37	0,03
	Minister of Justice	00:00:15	0,01
	<b>TOTAL STATE OFFICIALS</b>	<b>10:44:29</b>	<b>29,05</b>
MSP	Election campaign participant	Duration of broadcasting	% of share in program duration
TV Prva	<b>Analysts</b>	02:09:42	5,84
	<b>Other campaign participants (RIK, GIK, REM, PNT, OSCE)</b>	00:38:00	1,71
	<b>Journalists (MSP)</b>	00:30:21	1,37
	<b>Political parties and movements that have not confirmed their electoral lists</b>	00:24:02	1,08
	<b>Σ</b>	<b>03:42:05</b>	<b>10,01</b>

TV Prva	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	05:25:14	14,65
	BORIS TADIĆ - COME ON PEOPLE	02:39:44	7,20
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	02:25:40	6,56
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović	02:04:34	5,61
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	01:47:57	4,86
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	01:37:32	4,39
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	01:16:54	3,46
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	01:07:13	3,03
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	01:05:40	2,96
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	01:05:00	2,93
	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ (presidential level of the election)	00:38:22	1,73
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	00:29:16	1,32
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	00:28:22	1,28
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	00:09:43	0,44
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	00:09:11	0,41
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	00:01:43	0,08
	ROMA PARTY - SRDJAN ŠAJN	00:00:46	0,03
	Electoral lists	22:32:51	60,96
	<b>TOTAL ELECTION PROGRAM</b>	<b>26:14:56</b>	<b>70,95</b>
	<b>TOTAL</b>	<b>36:59:25</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022

## TOPICS OF PROGRAM CONTENTS DURING THE ELECTION CAMPAIGN

In program contents of ALL TYPES (except election advertising messages)

Table 102.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Election promises	6:18:23	24,03	Crisis in Ukraine	3:59:19	37,13
Elections in general, campaign, procedure	3:49:29	14,57	Economic policy, tax policy	1:06:10	10,27
Crisis in Ukraine	1:44:09	6,61	Social policy, healthcare	0:53:12	8,25
Social policy, healthcare	1:06:29	4,22	Investments, new jobs	0:41:19	6,41
Public opinion research, forecasts	1:01:55	3,93	Infrastructure, energy	0:34:11	5,30
Challenging candidates, mutual criticism	1:00:01	3,81	Kosovo and Metohija	0:33:56	5,27
Kosovo and Metohija	0:57:13	3,63	Military and political neutrality	0:30:41	4,76
Electoral support	0:51:56	3,30	International political and economic cooperation	0:28:08	4,37
European integration	0:49:57	3,17	European integration	0:21:55	3,40
Criticism of the authorities	0:43:29	2,76	Culture, tradition	0:15:33	2,41
Infrastructure, energy	0:40:29	2,57	Regional cooperation	0:15:30	2,41
Economic policy, tax policy	0:40:20	2,56	Regular state activities	0:11:16	1,75
Army, police	0:31:58	2,03	Traffic	0:10:50	1,68
The media	0:31:14	1,98	City administration, local self-government	0:09:57	1,54
Culture, tradition	0:28:26	1,81	Elections in general, campaign, procedure	0:08:46	1,36
Corruption, crime	0:26:24	1,68	Cooperation with Russia and China	0:06:37	1,03
Ecology	0:25:04	1,59	Sports, youth	0:04:09	0,64
Military and political neutrality	0:20:50	1,32	The media	0:02:58	0,46
Negative about Aleksandar Vučić	0:19:14	1,22	Agriculture	0:02:44	0,42
Youth, education	0:18:56	1,20	Ecology	0:01:52	0,29
Cooperation with Russia and China	0:16:46	1,06	Economy	0:01:26	0,22
International political and economic cooperation	0:15:46	1,00	Corruption, crime	0:01:24	0,22
Critical of the opposition	0:15:06	0,96	Constitution and legislation	0:00:53	0,15
Human and minority rights	0:14:51	0,94	Tourism	0:00:58	0,15
Agriculture	0:14:06	0,90	Covid 19	0:00:28	0,07
Subjects individually represented < 0.90% (total)	1:52:25	7,15	Army, police	0:00:17	0,04
<b>TOTAL</b>	<b>26:14:56</b>	<b>100,00</b>	<b>TOTAL</b>	<b>10:44:29</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

## ELECTION ADVERTISING MESSAGES

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 103.

MSP	Campaign participant	Duration of broadcasting	% of share in program duration	No of reports
TV Prva	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (republican list)	02:18:55	46,05	55
	ALEKSANDAR VUČIĆ (presidential candidate)	02:10:28	43,25	202
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING (local list)	00:03:25	1,13	4
	<b>Σ</b>	<b>04:32:48</b>	<b>90,43</b>	<b>261</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA (republican list)	00:10:40	3,52	21
	BOŠKO OBRADOVIĆ (presidential candidate)	00:09:55	3,29	51
	MILOŠ JOVANOVIĆ (presidential candidate)	00:06:12	2,06	14
	MILICA ĐURĐEVIĆ STAMENKOVIĆ (presidential candidate)	00:02:06	0,70	8
<b>TOTAL</b>		<b>05:01:41</b>	<b>100,00</b>	<b>355</b>

On March 30, 2022, in the period from 22:00:00 to 22:45:27, the TV Prva program showed program content, separated from the rest of the program by credits that read Elections, and during its showing, in the upper left corner of the screen, the inserter RENTED TIME (22:00:31 – 22:01:10; 22:10:31 – 22:11:10; 22:20:01 – 22:20:39; 22:40: 46 – 22:41:24). The mentioned program content lasted 45 minutes and 27 seconds and related to the promotional activities of the election list ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING (promotional election videos and broadcast of the election convention in Niš). TV Prva defined the displayed program content as "rented time", which the Law on Advertising does not foresee as a form of advertising in electronic media. Since Article 31, Paragraph 1 of the Law on Advertising, television advertising is defined as "a form of advertising in electronic media that consists in the publication of advertising messages in a television... program", the relevant program content shown on the TV Prva program can only be classified as TV advertising, so it is counted as election advertising messages.



## ANALYSIS OF ELECTION PROGRAM CONTENTS OF TV Prva

TV Prva, like other media service providers in Serbia, devoted a significant part of its information program to the 2022 election campaign. Regular news broadcasts were mainly dedicated to the election process. There were no special shows on the subject of elections in Serbia.

### DAILY INFORMATIVE BROADCASTS

*“Jutarnji program”*, as one of the dominant informative shows on TV Prva, was mostly devoted to current political events in the country and abroad. The crisis in Ukraine was the dominant topic in the program. Almost **44%** of the time was devoted to this topic. Government officials and campaign participants spoke about the crisis in Ukraine. Almost everyone spoke about the events in Ukraine in a neutral context. A segment of *“Jutarnji program”*, almost every day, was dedicated to the election process. In the form of an interview, representatives of electoral lists presented their programs. This form of reporting with **34.46%** was the most dominant in the entire time dedicated to the elections. The presenters of the program had a neutral attitude towards all representatives of the electoral lists. There were several joint guest appearances by representatives of various election lists in the form of a debate, where they discussed their views on current issues.

*“Prva tema”* was broadcast as part of *“Jutarnji program”*, but also every Friday in the regular time slot. The concept of this show was conceived as a debate, so that in each of the shows, representatives of different election lists were guests, three guests each, and they discussed their views. The form of the show was recorded as a conversation in the studio. Most of the time devoted to the election process on TV Prva was concentrated in these two regular news shows (almost **63%**). It should be emphasized that the representatives of certain electoral lists did not want to be guests on TV Prva, even though they were invited to participate in the mentioned shows, which the presenter of *“Prva Tema”* repeated several times in the shows.

The central informative program *“News at 18”* was almost entirely devoted to the election process. All presidential candidates and 17 out of 19 electoral lists were represented. The most dominant form of reporting in *“News at 18”* was the audio report, which is the second most represented form in the overall program. Eight lists were evenly represented in *“News at 18”*, the percentages are between **8.99%** and **7.06%** of the total time. Six lists are represented in the range of **3.42%** to **1.70%** of participation. Two lists were represented below one percent, while the most popular list **ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING** had a total of **19.25%** of the election time of the central news broadcast. Most of the items that were broadcast were party productions, and a smaller part was news and announcements from electoral lists.

It is noticeable that in TV Prva program was a modest representation of analysts - **8.23%** of the total time devoted to the elections. Their guest appearances were mostly devoted to evaluations of election results and analysis of election campaigns. It is interesting that the analysts presented their research in “*Jutarnji program*” and “*Prva Tema*”, while they were not present in the central information program.

#### **OTHER TYPES OF PROGRAM CONTENTS**

Two short programs in which representatives of electoral lists appeared, lasting **10 minutes and 6 seconds**, were broadcast as part of the entertainment program.

When it comes to the context of the election program, it was balanced: positive **42.01%**, neutral **37.11%** and negative **20.88%**. The context or tonality was observed in relation to what the participants of the election process said during the campaign, and not the direct position of the MSP. When it comes to the behaviour of TV Prva presenters, their attitude towards all campaign participants was neutral.

It is interesting that only one thematic report of **3 minutes** duration was broadcast on TV Prva: on March 14, 2022, a journalist from TV Prva informed viewers in a neutral context who the presidential candidates were and which parties and coalitions submitted lists for participation in the elections. During the campaign on TV Prva, government officials were represented by **29.05%** compared to **70.95%** of representatives of electoral lists and presidential candidates.

## *V* chapter

### **Providers of cable media service**

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PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

**N1**



## Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME: ALL ELECTION LEVELS

Table 104: TYPES AND NAMES OF PROGRAM CONTEXT

MSP	Type of program content	Content name	Duration of broadcasting	% of share in program duration	
N1	General informative program	“Novi dan”	25:56:46	15,32	
		“360 stepeni”	19:19:27	11,41	
		“Dan uživo”	10:39:36	6,29	
		“Novi dan: Tema jutra”	10:10:42	6,01	
		“Journal”	09:38:07	5,69	
		“N1 studio lajv”	08:52:34	5,24	
		“7 na N1”	08:41:29	5,13	
		“Journal at 19”	05:59:44	3,54	
		“Da razumemo”	05:20:32	3,15	
		“N1 Info”	04:39:08	2,75	
		“News”	01:52:55	1,11	
		“Rekonstrukcija”	01:22:47	0,81	
		“Promo”	01:15:56	0,75	
		“N1 direktno”	00:47:25	0,47	
		“Crvena linija”	00:18:31	0,17	
		“Info biz”	00:00:39	0,01	
		TOTAL:		114:56:18	67,85
	Documentary program	“Junaci doba zlog”	22:14:19	13,14	
		“Decenija vlasti”	13:40:03	8,07	
		“Ispod površine – Beograd na vodi”	03:05:47	1,83	
		“Ne okreći se tigre”	02:51:05	1,68	
		“Ana je tu”	02:18:12	1,36	
		“Ispod površine – Zlatna otmica”	02:08:03	1,26	
		“Ide gas”	00:43:57	0,43	
		TOTAL:		47:01:26	27,77
	Specialized election broadcast	“Elections 2022”	04:07:27	2,43	
		“Elections 2022 – debate”	02:49:59	1,67	
		TOTAL:		06:57:26	4,10
	Election advertising messages		00:28:32	0,28	
	TOTAL ELECTION TIME			169:23:42	100,00

**Program statistics for the period 15.02.2022 – 31.03.2022**

**TOTAL ELECTION TIME**

In program contents of ALL TYPES (except election advertisement)

**Table 105: LEVELS OF ELECTIONS**

MSP	Type of monitoring (LEVEL OF ELECTION)	Duration of broadcasting	% of share in program duration
N1	Republican	132:51:02	78,65
	Presidential	20:22:42	12,06
	Local	15:41:26	9,29
<b>TOTAL ELECTION TIME</b>		<b>168:55:10</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising messages)

**Table 106 – broadcasts: Novi dan, 360 stepeni, Dan uživo, Novi dan: Tema jutro, Journal, N1 studio lajv, 7 na N1, Journal at 19, Da razumemo, N1 Info, News, Rekonstrukcija, Promo, N1 direktno, Crvena linija, Info biz, Junaci doba zlog, Decenija vlasti, Ispod površine – Beograd na vodi, Ne okreći se tigre, Ana je tu, Ispod površine – Zlatna otmica, Ide gas, Elections 2022, Elections 2022- debate**

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
N1	Journalists (Media service provider)	Negative	67:23:36	39,90
		Neutral	03:55:33	2,32
		Positive	00:00:28	0,00
		Σ	<b>71:19:37</b>	<b>42,22</b>
	Analysts	Negative	24:38:55	14,59
		Neutral	07:53:30	4,67
		Positive	00:21:52	0,22
		Σ	<b>32:54:17</b>	<b>19,48</b>
	Other campaign participants (REM, RIK, GIK, PNT, CIS <sup>37</sup> , Civic initiatives, CRTA)	Neutral	01:47:18	1,06
		Negative	00:52:30	0,52
		Σ	<b>02:39:48</b>	<b>1,58</b>
	Σ			
	Go change (Kreni promeni)	Negative	01:33:50	0,93
		Neutral	00:05:09	0,05
		Σ	<b>01:38:59</b>	<b>0,98</b>
	Assembly of Free Serbia (Skupština slobodne Srbije)	Negative	<b>01:14:47</b>	<b>0,74</b>
	Local front (Lokalni front)	Neutral	00:30:47	0,30
		Negative	00:19:42	0,19
		Σ	<b>00:50:29</b>	<b>0,49</b>
	State-building movement of Serbia (Državotvorni pokret Srbije)	Negative	00:39:39	0,39
		Neutral	00:01:35	0,02
		Σ	<b>00:41:14</b>	<b>0,41</b>

<sup>37</sup> Centre for research

N1	New optimism (Novi optimizam)	Negative	00:34:30	0,34
	Independent (Vladan Glišić) (Nezavisni, Vladan Glišić)	Negative	00:28:31	0,28
	Alliance of Ecological Organizations of Serbia (Savez ekoloških organizacija Srbije, SEOS)	Negative	00:25:34	0,25
		Neutral	00:00:08	0,00
		Σ	00:25:42	0,25
	Centre for Local Self-Government (Centar za lokalnu samoupravu)	Negative	00:05:29	0,08
	Centre for Democracy (Centar za demokratiju)	Positive	00:01:35	0,02
	Let's protect Dobrinja and its surroundings (Zaštitimo Dobrinju i okolinu)	Negative	00:00:41	0,01
	"Da se struka pita" Movement (Pokret "Da se struka pita")	Negative	00:01:00	0,01
	Civic Democratic Forum (Građanski demokratski forum)	Neutral	00:00:49	0,01
	Liberal Democratic Party (Liberalno demokratska partija)	Neutral	00:00:15	0,00
	Political parties and movements that have not submitted election lists of candidates for deputies		06:04:01	3,62
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	05:00:54	2,97
		Neutral	04:18:13	2,55
		Positive	03:40:39	2,18
		Σ	12:59:46	7,70
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	03:33:25	2,11
		Positive	03:23:21	2,01
		Negative	03:00:34	1,78
		Σ	09:57:20	5,90
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" – POKS	Negative	03:16:54	1,94
		Positive	02:36:59	1,55
		Neutral	00:49:59	0,49
		Σ	06:43:52	3,98
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Negative	02:44:41	1,62
		Neutral	01:34:56	0,94
		Positive	01:06:43	0,66
		Σ	05:26:20	3,22
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	02:07:09	1,25
		Neutral	02:03:10	1,22
		Positive	00:17:24	0,12
		Σ	04:27:43	2,59
	BORIS TADIĆ - COME ON PEOPLE	Neutral	02:12:43	1,31
		Negative	01:43:51	1,02
		Positive	00:29:25	0,29
		Σ	04:25:59	2,62



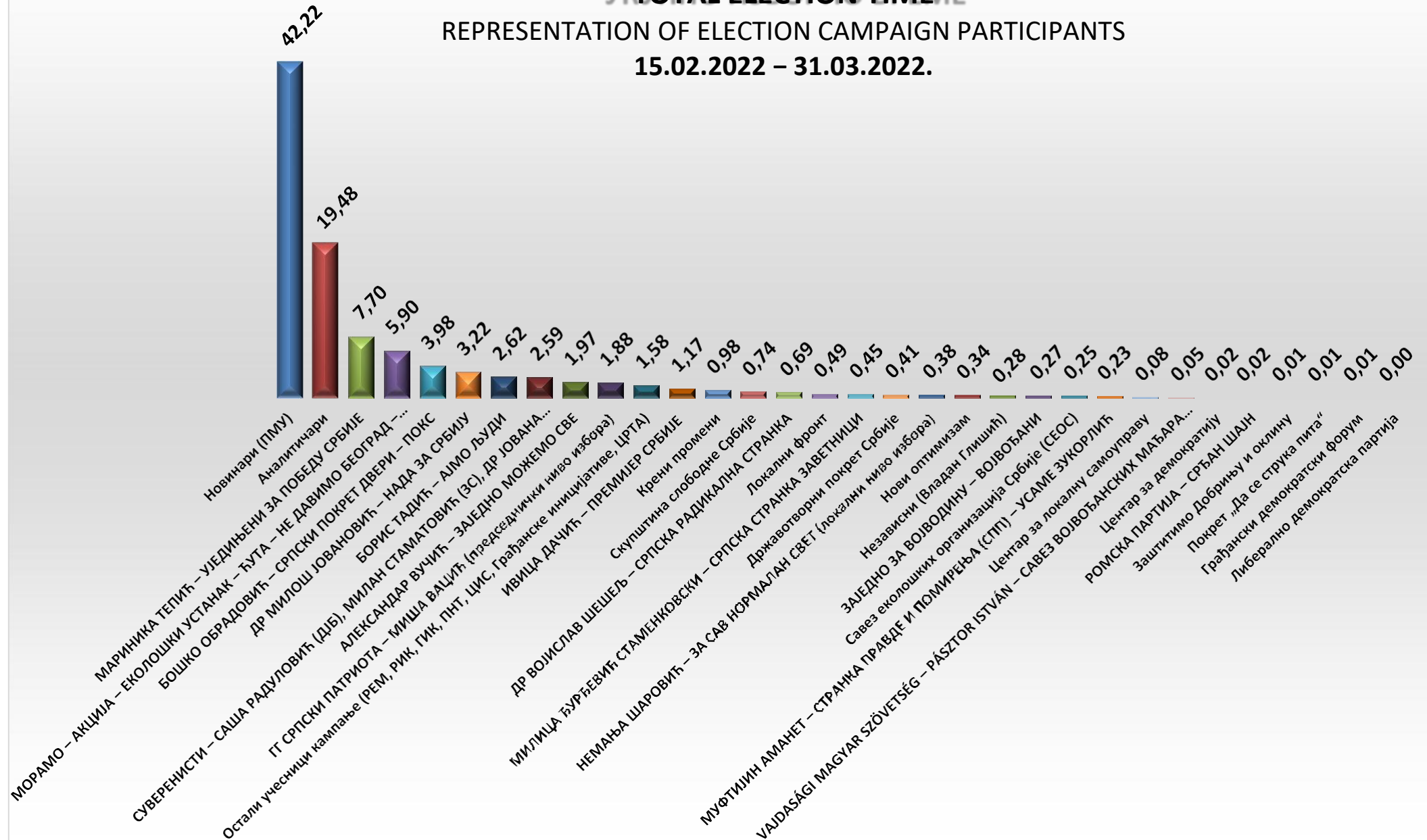
N1	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	01:29:30	0,88
		Neutral	01:11:41	0,71
		Negative	00:38:06	0,38
		Σ	03:19:17	1,97
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Negative	01:46:29	1,05
		Neutral	00:44:25	0,44
		Positive	00:39:06	0,39
		Σ	03:10:00	1,88
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	01:31:46	0,91
		Positive	00:16:47	0,17
		Negative	00:09:09	0,09
		Σ	01:57:42	1,17
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:33:08	0,33
		Positive	00:25:00	0,25
		Negative	00:11:11	0,11
		Σ	01:09:19	0,69
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Negative	00:20:11	0,20
		Positive	00:16:14	0,16
		Neutral	00:09:06	0,09
		Σ	00:45:31	0,45
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:36:09	0,36
		Neutral	00:02:08	0,02
		Σ	00:38:17	0,38
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:17:59	0,18
		Positive	00:06:01	0,06
		Negative	00:02:54	0,03
		Σ	00:26:54	0,27
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:08:14	0,08
		Positive	00:07:43	0,08
		Negative	00:07:26	0,07
		Σ	00:23:23	0,23
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:04:56	0,05
	ROMA PARTY - SRDJAN ŠAJN	Neutral	00:00:37	0,01
		Positive	00:00:31	0,01
		Σ	00:01:08	0,02
	Electoral lists		55:57:27	33,12
TOTAL ELECTION TIME		168:55:10	100,00	

N1

## UKRAJINE TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

15.02.2022 – 31.03.2022.



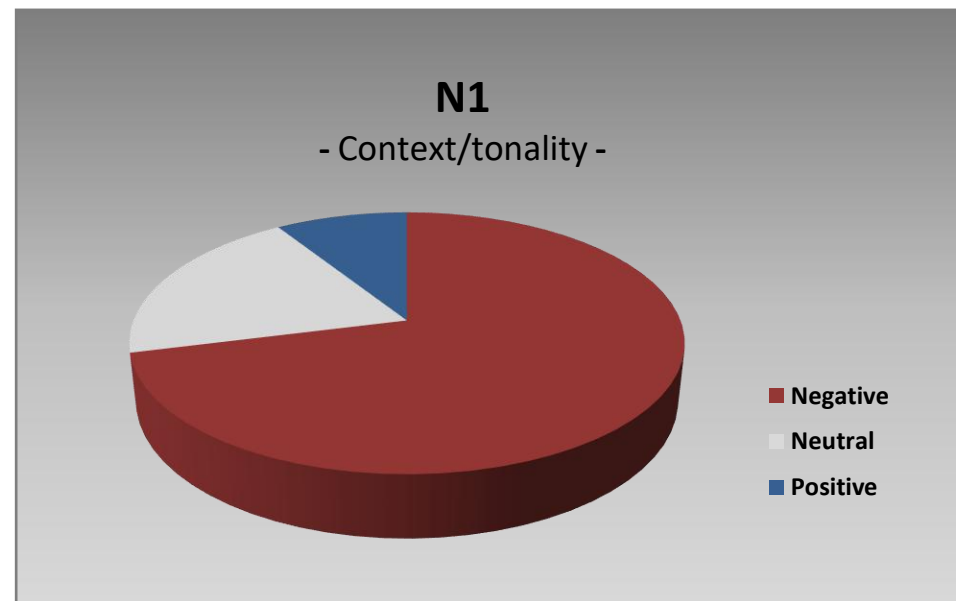
**Program statistics for the period 15.02.2022 – 31.03.2022**

**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**

In program contents of ALL TYPES (except election advertising messages messages)

**Table 107: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorisation	Duration of broadcasting	% of share in program duration
N1	Negative	120:04:22	71,08
	Neutral	33:31:30	19,85
	Positive	15:19:18	9,07
TOTAL ELECTION TIME		168:55:10	100,00



**Program statistics for the period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (Except election advertising messages)

**Table 108: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Form of program content	Duration of broadcasting	% of share in program duration
<b>N1</b>	Thematic report	70:26:47	<b>41,70</b>
	Interview	64:33:22	<b>38,22</b>
	Studio conversation	12:12:04	<b>7,22</b>
	Audio report	08:27:34	<b>5,03</b>
	Statement	08:08:57	<b>4,82</b>
	Report	03:36:03	<b>2,13</b>
	News	00:57:10	<b>0,56</b>
	Announcement	00:32:45	<b>0,32</b>
	Survey	00:00:28	<b>0,00</b>
<b>TOTAL ELECTION TIME</b>		<b>168:55:10</b>	<b>100,00</b>

**Table 109: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
<b>N1</b>	<b>Male</b>	75:20:41	<b>44,60</b>
	<b>Uncategorized</b>	72:29:54	<b>42,92</b>
	<b>Female</b>	21:04:35	<b>12,48</b>
<b>TOTAL ELECTION TIME</b>		<b>168:55:10</b>	<b>100,00</b>

**Program statistics for the period 15.02.2022 – 31.03.2022**  
**DAILY INFORMATIVE BROADCASTS (News and Journals)**

**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 110 – broadcasts: Dnevnik, Dnevnik u 19, Vesti, N1 Info**

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
<b>N1</b>	<b>Journalists</b> ( <i>Media Service provider</i> )	Negative	09:28:51	42,77
		Neutral	01:09:01	5,19
		Σ	<b>10:37:52</b>	<b>47,96</b>
	<b>Analysts</b>	Negative	01:07:33	5,08
		Neutral	00:37:04	2,79
		Positive	00:01:30	0,11
		Σ	<b>01:46:07</b>	<b>7,98</b>
	<b>Other campaign participants</b> ( <i>REM, RIK, GIK, PNT, CIS, CRTA</i> )	Neutral	00:57:51	4,35
		Negative	00:12:14	0,92
		Σ	<b>01:10:05</b>	<b>5,27</b>
	Σ		<b>13:34:04</b>	<b>61,21</b>
	<b>Go change</b> ( <i>Kreni promeni</i> )	Negative	00:32:40	2,46
		Neutral	00:03:42	0,28
		Σ	<b>00:36:22</b>	<b>2,74</b>
	<b>Alliance of Ecological Organizations of Serbia</b> ( <i>Savez ekoloških organizacija Srbije, SEOS</i> )	Negative	00:12:13	0,92
		Neutral	00:00:08	0,01
		Σ	<b>00:12:21</b>	<b>0,93</b>
	<b>Local front</b> ( <i>Lokalni front</i> )	Neutral	<b>00:05:15</b>	<b>0,39</b>
	<b>Assembly of Free Serbia</b> ( <i>skupština slobodne Srbije</i> )	Negative	<b>00:02:28</b>	<b>0,19</b>
	<b>Independent</b> ( <i>Vladan Glišić</i> ) ( <i>Nezavisni, Vladan Glišić</i> )	Negative	<b>00:01:40</b>	<b>0,13</b>
	<b>Centre for Democracy</b> ( <i>Centar za demokratiju</i> )	Positive	<b>00:01:35</b>	<b>0,10</b>
	<b>State-building movement of Serbia</b> ( <i>Državotvorni pokret Srbije</i> )	Neutral	<b>00:01:20</b>	<b>0,10</b>
	<b>"Da se struka pita"</b> Movement ( <i>Pokret Da se struka pita</i> )	Negative	<b>00:01:00</b>	<b>0,08</b>
	<b>Liberal Democratic Party</b> ( <i>Liberalno demokratska partija</i> )	Neutral	<b>00:00:10</b>	<b>0,01</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>01:02:11</b>	<b>4,67</b>

N1	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	01:08:21	5,14
		Neutral	00:47:21	3,56
		Positive	00:19:19	1,45
		Σ	02:15:01	10,15
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	00:59:42	4,49
		Positive	00:32:16	2,43
		Negative	00:31:58	2,40
		Σ	02:03:56	9,32
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Negative	00:31:42	2,38
		Neutral	00:13:38	1,03
		Positive	00:13:32	1,02
		Σ	00:58:52	4,43
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:20:47	1,56
		Negative	00:10:19	0,78
		Σ	00:31:06	2,34
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:22:59	1,73
		Positive	00:00:22	0,03
		Σ	00:23:21	1,76
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Neutral	00:10:25	0,78
		Positive	00:09:16	0,70
		Negative	00:01:19	0,10
		Σ	00:21:00	1,58
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:16:45	1,26
		Positive	00:01:23	0,10
		Σ	00:18:08	1,36
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:14:18	1,08
		Negative	00:00:34	0,04
		Positive	00:00:27	0,03
Σ		00:15:19	1,15	
SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:09:05	0,68	
	Positive	00:01:10	0,10	
	Σ	00:10:15	0,78	
VAJDASÁGI MAGYAR SZÖVETSEG – THE ASSOCIATION OF VOJVODINA HUNGARIANS – IŠTVAN PASTOR	Neutral	00:04:26	0,33	
MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:03:36	0,27	
MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:01:50	0,14	
	Positive	00:01:48	0,14	
	Σ	00:03:38	0,28	
CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Neutral	00:02:42	0,20	
NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:02:19	0,17	
Electoral lists		07:33:39	34,12	
TOTAL		22:09:54	100,00	

## Program statistics for the period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE SHOW

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 111 – broadcast: *Journal at 19*

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
N1	<b>Journalists</b> ( <i>Media service provider</i> )	Negative	03:31:44	58,86
		Neutral	00:24:45	6,88
		$\Sigma$	<b>03:56:29</b>	<b>65,74</b>
	<b>Analysts</b>	Negative	00:11:11	3,11
		Neutral	00:09:58	2,77
		$\Sigma$	<b>00:21:09</b>	<b>5,88</b>
	<b>Other campaign participants</b> ( <i>REM, RIK, GIK, PNT, CIS</i> )	Neutral	00:08:31	2,37
		Negative	00:02:22	0,66
		$\Sigma$	<b>00:10:53</b>	<b>3,03</b>
	$\Sigma$		<b>04:28:31</b>	<b>74,65</b>
	<b>Go change</b> ( <i>Kreni promeni</i> )	Negative	00:07:18	2,03
		Neutral	00:00:47	0,22
		$\Sigma$	<b>00:08:05</b>	<b>2,25</b>
	<b>Alliance of Ecological Organizations of Serbia</b> ( <i>Savez ekoloških organizacija Srbije, SEOS</i> )	Negative	<b>00:01:44</b>	<b>0,48</b>
	<b>Local front</b> ( <i>Lokalni front</i> )	Neutral	<b>00:01:03</b>	<b>0,29</b>
	<b>Centre for Democracy</b> ( <i>Centar za demokratiju</i> )	Positive	<b>00:00:48</b>	<b>0,24</b>
	<b>"Da se struka pita" Movement</b> ( <i>Pokret "Da se struka pita"</i> )	Negative	<b>00:00:29</b>	<b>0,13</b>
	<b>State-building movement of Serbia</b> ( <i>Državotvorni pokret Srbije</i> )	Neutral	<b>00:00:09</b>	<b>0,04</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:12:18</b>	<b>3,43</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Neutral	00:09:35	2,66
		Positive	00:07:24	2,06
		Negative	00:06:03	1,68
		$\Sigma$	<b>00:23:02</b>	<b>6,40</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	00:13:45	3,82
		Neutral	00:06:17	1,75
		Positive	00:02:19	0,64
		$\Sigma$	<b>00:22:21</b>	<b>6,21</b>

N1	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ	Negative	00:04:48	1,33
		Neutral	00:02:37	0,73
		Positive	00:00:30	0,14
		Σ	00:07:55	2,20
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:05:11	1,44
		Negative	00:02:25	0,67
		Σ	00:07:36	2,11
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Neutral	00:02:31	0,70
		Positive	00:00:47	0,22
		Negative	00:00:39	0,18
		Σ	00:03:57	1,10
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:03:25	0,95
		Positive	00:00:22	0,10
		Σ	00:03:47	1,05
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:02:51	0,79
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:02:27	0,68
		Positive	00:00:16	0,09
		Σ	00:02:43	0,77
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:01:23	0,38
		Positive	00:00:27	0,13
		Negative	00:00:16	0,07
		Σ	00:02:06	0,58
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:00:33	0,15
		Positive	00:00:20	0,09
		Σ	00:00:53	0,24
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Negative	00:00:47	0,22
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:00:32	0,15
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:00:25	0,12
	Electoral lists		01:18:55	21,94
TOTAL		05:59:44	100,00	



Program statistics for the period 15.02.2022 – 31.03.2022  
GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 112 – broadcasts: *Elections 2022, Elections 2022 – Debate, 360 stepeni, 7 na N1, Novi dan, Novi dan: Tema jutro, Da razumemo, N1 studio lajv, N1 direktno, Dan uživo, Promo, Rekonstrukcija, Crvena linija, Info biz*

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
N1	Analysts	Negative	23:31:22	23,59
		Neutral	07:16:26	7,29
		Positive	00:20:22	0,34
		Σ	<b>31:08:10</b>	<b>31,22</b>
	Journalists (Media Service Provider)	Negative	13:11:31	13,23
		Neutral	00:28:20	0,47
		Positive	00:00:28	0,01
		Σ	<b>13:40:19</b>	<b>13,71</b>
	Other campaign participants (REM, RIK, PNT, CIS, Civic initiatives, CRTA)	Neutral	00:49:27	0,83
		Negative	00:40:16	0,67
		Σ	<b>01:29:43</b>	<b>1,50</b>
	Σ		<b>46:18:12</b>	<b>46,43</b>
	Assembly of Free Serbia (Skupština slobodne Srbije)	Negative	01:12:19	1,21
	Go change (Kreni promeni)	Negative	01:01:10	1,02
		Neutral	00:01:27	0,02
		Σ	<b>01:02:37</b>	<b>1,04</b>
	Local front (Lokalni front)	Neutral	00:25:32	0,43
		Negative	00:19:42	0,33
		Σ	<b>00:45:14</b>	<b>0,76</b>
	State-building movement of Serbia (Državotvorni pokret Srbije)	Negative	00:39:39	0,66
		Neutral	00:00:15	0,00
		Σ	<b>00:39:54</b>	<b>0,66</b>
	New optimism (Novi optimizam)	Negative	<b>00:34:30</b>	<b>0,58</b>
	Independent (Vladan Glišić) (Nezavisni, Vladan Glišić)	Negative	<b>00:26:51</b>	<b>0,45</b>
	Alliance of Ecological Organizations of Serbia (Savez ekoloških organizacija Srbije, SEOS)	Negative	<b>00:13:21</b>	<b>0,22</b>

N1	Centre for Local Self-Government (Centar za lokalnu samoupravu)	Negative	00:05:29	0,09
	Let's protect Dobrinja and its surroundings (Zaštitimo Dobrinju i okolinu)	Negative	00:00:41	0,01
	Civic Democratic Forum (Građanski demokratski forum)	Neutral	00:00:49	0,01
	Liberal Democratic Party (Liberalno demokratska partija)	Neutral	00:00:05	0,00
	Political parties and movements that have not submitted election lists of candidates for deputies			
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	03:52:33	3,89
		Neutral	03:30:52	3,52
		Positive	03:21:20	3,36
		Σ	10:44:45	10,77
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	03:19:47	3,34
		Positive	03:09:49	3,17
		Negative	02:28:52	2,49
		Σ	08:58:28	9,00
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Negative	03:15:35	3,27
		Positive	02:27:43	2,47
		Neutral	00:39:34	0,66
		Σ	06:22:52	6,40
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Negative	02:44:41	2,75
		Neutral	01:18:11	1,31
		Positive	01:05:20	1,09
		Σ	05:08:12	5,15
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	02:07:09	2,12
		Neutral	01:54:05	1,91
		Positive	00:16:14	0,28
		Σ	04:17:28	4,31
	BORIS TADIĆ - COME ON PEOPLE	Neutral	01:51:56	1,87
		Negative	01:33:32	1,56
		Positive	00:29:25	0,49
		Σ	03:54:53	3,92
	CITIZEN GROUP "SERBIAN PATRIOT" – MIŠA VACIĆ (presidential elections)	Negative	01:46:29	1,78
		Neutral	00:41:43	0,70
		Positive	00:39:06	0,65
		Σ	03:07:18	3,13
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	01:08:47	1,15
		Positive	00:16:25	0,27
		Negative	00:09:09	0,15
		Σ	01:34:21	1,57

<b>N1</b>	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Positive	00:57:14	0,96
		Neutral	00:11:59	0,20
		Negative	00:06:08	0,10
		$\Sigma$	<b>01:15:21</b>	<b>1,26</b>
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	Positive	00:24:33	0,41
		Neutral	00:18:50	0,31
		Negative	00:10:37	0,18
		$\Sigma$	<b>00:54:00</b>	<b>0,90</b>
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"</b>	Negative	00:20:11	0,34
		Positive	00:14:26	0,24
		Neutral	00:07:16	0,12
		$\Sigma$	<b>00:41:53</b>	<b>0,70</b>
	<b>NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)</b>	Negative	00:33:50	0,57
		Neutral	00:02:08	0,04
		$\Sigma$	<b>00:35:58</b>	<b>0,61</b>
	<b>TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA</b>	Neutral	00:17:59	0,30
		Positive	00:06:01	0,10
		Negative	00:02:54	0,05
		$\Sigma$	<b>00:26:54</b>	<b>0,45</b>
	<b>MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ</b>	Positive	00:07:43	0,13
		Negative	00:07:26	0,12
		Neutral	00:04:38	0,08
		$\Sigma$	<b>00:19:47</b>	<b>0,33</b>
	<b>ROMA PARTY – SRDJAN ŠAJN</b>	Neutral	00:00:37	0,01
		Positive	00:00:31	0,01
		$\Sigma$	<b>00:01:08</b>	<b>0,02</b>
	<b>VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR</b>	Neutral	<b>00:00:30</b>	<b>0,01</b>
		<b>Electoral lists</b>	<b>48:23:48</b>	<b>48,53</b>
<b>TOTAL</b>			<b>99:43:50</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022  
 OTHER TYPES OF PROGRAM CONTENT (Documentary)  
 REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 113** – broadcasts: *Junaci doba zlog, Decenija vlasti, Ne okreći se tigre, Ana je tu, Ispod površine – Zlatna otmica, Ide gas*

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
N1	Journalists (Media Service Provider)	Negative	44:43:14	95,10
		Neutral	02:18:12	4,90
TOTAL			47:01:26	100,00

## Program statistics for the period 02.03.2022 – 31.03.2022

## TOTAL ELECTION TIME

## REPRESENTATION OF PRESIDENTIAL CANDIDATES

in program contents of ALL TYPES (except election advertising messages)

Table 114 – broadcasts: 360 stepeni, 7 na N1, News, Da razumemo, Dan uživo, Journal, Journal at 19, Elections 2022, Elections 2022 – debate, N1 Info, N1 studio lajv, Novi dan, Novi dan: Tema jutro

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
N1	BILJANA STOJKOVIĆ	Neutral	02:17:31	1,89
		Positive	02:01:57	1,68
		Negative	01:09:21	0,95
		Σ	05:28:49	4,52
	BOŠKO OBRADOVIĆ	Positive	02:17:45	1,89
		Negative	02:13:13	1,83
		Neutral	00:33:33	0,46
		Σ	05:04:31	4,18
	BRANKA STAMENKOVIĆ	Negative	01:58:50	1,63
		Neutral	01:51:25	1,53
		Positive	00:04:04	0,06
		Σ	03:54:19	3,22
	MIŠA VACIĆ	Negative	01:46:29	1,46
		Neutral	00:44:25	0,61
		Positive	00:39:06	0,54
		Σ	03:10:00	2,61
	ZDRAVKO PONOŠ	Negative	00:29:02	0,40
		Neutral	00:20:00	0,27
		Positive	00:14:46	0,20
		Σ	01:03:48	0,87
	MILOŠ JOVANOVIĆ	Positive	00:19:14	0,26
		Neutral	00:12:31	0,17
		Negative	00:00:40	0,01
		Σ	00:32:25	0,44
	MILICA ĐURĐEVIĆ STAMENKOVSKI	Positive	00:13:28	0,19
		Negative	00:12:54	0,18
		Neutral	00:02:50	0,04
		Σ	00:29:12	0,41
	ALEKSANDAR VUČIĆ	Positive	00:19:55	0,27
		Neutral	00:05:25	0,07
		Negative	00:02:30	0,03
		Σ	00:27:50	0,37
	Presidential candidates			20:10:54
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			101:03:56	83,38
TOTAL ELECTION TIME			121:14:50	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

Table 115.

**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
**in program contents of ALL TYPES (except election advertising messages)**

MSP	State function	Duration of broadcasting	% of share in program duration
N1	President of the Republic of Serbia	07:02:59	3,94
	President of the Assembly of Serbia	00:53:58	0,50
	Minister of Mining and Energy	00:30:46	0,29
	Prime Minister of the Republic of Serbia	00:25:49	0,24
	Minister of Finance	00:19:09	0,18
	Minister for Labour, Employment, Veterans and Social Affairs	00:11:02	0,10
	Governor of the National Bank of Serbia	00:08:20	0,08
	Minister of Health	00:05:48	0,05
	Minister of Construction, Transport and Infrastructure	00:04:56	0,05
	Minister of Interior Affairs	00:03:41	0,03
	Minister of Foreign Affairs	00:02:18	0,02
	Minister of State Administration and Local Self-Government	00:02:07	0,02
	Deputy mayor	00:01:40	0,02
	Minister of Youth and Sports	00:00:25	0,00
	<b>TOTAL STATE OFFICIALS</b>	<b>09:52:58</b>	<b>5,52</b>
MSP	Election campaign participant	Duration of broadcasting	% of share in program duration
N1	Journalists ( <i>Media service provider</i> )	71:19:37	39,87
	Analysts	32:54:17	18,39
	Other campaign participants (REM, RIK, GIK, PNT, CIS, <i>Civic initiatives</i> , CRTA)	02:44:33	1,53
	Political parties and movements that have not submitted election lists of candidates for deputies	06:04:01	3,41
	$\Sigma$	<b>113:02:28</b>	<b>63,20</b>
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	12:59:46	7,27
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENKOVIĆ	09:57:20	5,57
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	06:43:52	3,76
	DR MILOŠ JOVANOVIĆ - HOPE FOR SERBIA	05:26:20	3,04
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	04:27:43	2,47
	BORIS TADIĆ - COME ON PEOPLE	04:25:59	2,48

N1	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	03:19:17	1,86
	CITIZEN GROUP "SERBIAN PATRIOT" - MIŠA VACIĆ (presidential level of the election)	03:10:00	1,77
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	01:57:42	1,10
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	01:09:19	0,65
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	00:45:31	0,42
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	00:38:17	0,36
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	00:26:54	0,25
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	00:23:23	0,22
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – ISTVAN PASTOR	00:04:56	0,05
	РОМСКА ПАРТИЈА – СРЂАН ШАЈН	00:01:08	0,01
	Electoral lists	55:57:27	31,28
	Total election program	168:59:55	94,48
TOTAL		178:52:53	100,00

N1



Program statistics for the period 15.02.2022 - 31.03.2022.  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
in program contents of ALL TYPES (except election advertising messages)

Table 116.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Criticism of the authorities	52:23:24	31,01	Crisis in Ukraine	3:38:35	36,87
Elections in general, campaign, procedure	22:17:16	13,19			
Negative about Aleksandar Vučić	17:19:25	10,26	Infrastructure, energy	1:14:21	12,53
Election promises	6:50:27	4,05			
The media	6:48:22	4,03	International political and economic cooperation	1:13:29	12,39
Negative about Vojislav Šešelj	6:14:07	3,69			
Economic policy, tax policy	4:18:24	2,55	Kosovo and Metohija	0:56:45	9,57
Negative about Irinej Bulović	4:15:55	2,53			
Negative about Nebojša Krstić	4:06:40	2,43	Economic policy, tax policy	0:47:19	7,98
Negative about Željko Mitrović	3:54:47	2,32			

Negative about Ljiljana Smajlović	3:53:35	2,30	Elections in general, campaign, procedure	0:43:10	7,28
City administration, local self-government	3:37:47	2,15			
Human and minority rights	3:37:37	2,15	Covid 19	0:20:03	3,38
Public opinion research, forecasts	2:04:29	1,23			
Challenging candidates, mutual criticism	2:04:52	1,23	Corruption, crime	0:11:42	1,97
Crisis in Ukraine	2:03:27	1,22			
European integration	2:00:06	1,19	Culture, tradition	0:10:27	1,76
Cooperation with Russia and China	1:48:40	1,07			
Infrastructure, energy	1:41:42	1,00	Media	0:09:22	1,58
Ecology	1:30:49	0,90			
Corruption, crime	1:20:09	0,79	Regional cooperation	0:09:01	1,52
International political and economic cooperation	1:18:41	0,78			
Negative about Goran Vesić	1:03:17	0,62	Youth, education	0:06:01	1,02
Negative about Danica Grujičić	1:01:30	0,61			
Regional cooperation	1:00:52	0,60	Investments, new jobs	0:05:24	0,91
Critical of the opposition	0:54:16	0,54			
Culture, tradition	0:53:46	0,53	European integration	0:02:45	0,46
Kosovo and Metohija	0:49:12	0,49			
Social policy, healthcare	0:47:57	0,47	Regular state activities	0:01:57	0,33
Electoral incidents	0:44:44	0,44			
Electoral support	0:41:48	0,41	Social policy, healthcare	0:01:33	0,27
Interethnic relations and dialogue	0:37:14	0,37			
Covid 19	0:32:32	0,32	Army, police	0:00:34	0,10
Lustration	0:29:21	0,29			
Youth, education	0:25:57	0,26	Human and minority rights	0:00:30	0,08
Topics individually represented < 0.20% (total)	3:22:03	1,98			
<b>TOTAL</b>	<b>168:55:10</b>	<b>100,00</b>	<b>TOTAL</b>	<b>09:52:58</b>	<b>100,00</b>



## Program statistics for the period 15.02.2022 – 31.03.2022

## ELECTION ADVERTISING MESSAGES

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 117.

MSP	Election campaign participant	Duration of broadcasting	% of share in program duration	No of reports
N1	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA ( <i>republican list</i> )	00:07:48	27,34	16
	ZDRAVKO PONOŠ ( <i>presidential candidate</i> )	00:06:49	23,89	32
	Σ	00:14:37	51,23	48
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA ( <i>republican list</i> )	00:10:17	36,04	57
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ ( <i>republican list</i> )	00:01:59	6,95	2
	ALEKSANDAR VUČIĆ ( <i>presidential candidate</i> )	00:01:39	5,78	2
TOTAL		00:28:32	100,00	109

## THE ANALYSIS OF ELECTION PROGRAM CONTENTS OF MEDIA SERVICE PROVIDER N1

The cable TV channel N1 broadcasted **169 hours 23 minutes and 42 seconds** of election program during the election campaign for the Presidential, Republican and elections in several cities and municipalities in Serbia. The election program contents were shown in regular news programs, specialized shows dedicated exclusively to the presentation of the participants in the election race, as well as in documentary shows that thematically included social phenomena and events that are related to government representatives or other election participants. Almost two-thirds of the election content program consisted of the participation of guests from various professions who commented on the election campaign, political and other events as analysts, as well as other participants in the campaign (Republic Electoral Commission, Local Electoral Commission, Regulatory Authority for Electronic Media, Temporary Supervisory Authority for Media Monitoring during the Election Campaign, etc.). A significant share of the election content was the thematic contributions of the media service provider himself, in which he unambiguously expressed his political attitude towards individual participants in the election process, especially those from the ranks of government representatives, and in a negative tone.

### DAILY INFORMATIVE BROADCASTS

Until the end of February, N1 television presented party activities within marked election blocs in daily journals and news (from March 1, these contents were broadcasted in the specialized program *Elections 2022*, in the evening). The presentation of parties and electoral lists in daily journals and news broadcasts was mostly in the form of short audio reports in a neutral context. The thematic reports, however, had a pronounced critical attitude towards the representatives of the authorities, especially the President of Serbia and officials of the **Serbian Progressive Party (SNS)**, and the media service provider broadcast them mainly in daily broadcasts. The notion of official campaign has been addressed several times with the accent that the President of Serbia uses it the most. A frequent topic was the situation related to the crisis in Ukraine, emphasizing that it pushed the election campaign into the background. The media service provider tried to present the use of the crisis as a way of animating SNS voters by government representatives.

In addition to the above stated, the media service provider also used other topics in order to report on the activities of government representatives in negative connotations. Some of those topics are the so-called phantom voters and possible abuse of voter lists, non-response of government representatives to participate in broadcasts on N1, awarding of recognition to bishop Pahomi on the occasion of Statehood Day, reminder of the former statements of **Aleksandar Vučić** and the alleged change in his rhetoric, the so-called Savamala case, election promises during previous election cycles, affairs related to the state of the EPS and others. The media service provider itself recorded some of these contents as an optional program, and apart from the journals they were often broadcast in the morning program as well. On the same principle, critical reports on the situation in municipalities and cities where local elections were to be held (Belgrade, Bajina Bašta, Knjaževac, Kladovo, Majdanpek, Medveđa, Bor, Sečanj, Sevojno, Smederevska Palanka, etc.) were broadcast N1 paid attention by placing them in daily and other news programs.

Journals and news broadcasts had more than **60%** participation of analysts and other campaign participants (Republic Electoral Commission, Local Electoral Commission, Regulatory Authority for Electronic Media, Temporary Supervisory Authority for Media Monitoring during the Election Campaign, etc.), as well as content that was statistically attributed to the media service provider (thematic reports), while almost 35% of the election content was the share of direct participants in the elections.

Thematically, viewed as a whole, the most represented was criticism of the government.

### **GENERAL AND SPECIAL INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS**

The morning program *“Novi Dan”* and the daily informative shows *“N1 studio lajv”* and *“Dan uživo”*, dedicated to current events and the guests who commented on them, had a notable share of election content, and they presented election lists and candidates participating in the elections.

The election content within the morning program *“Novi Dan”* was thematically devoted mostly to the criticism of government representatives, mostly in the form of interviews, which were broadcast as part of *“Tema jutro”* and flipping through the press. Those segments are regularly repeated in the afternoon and are included in the statistics of the show *“Novi dan”*. More than half of the participants in the show were analysts and other campaign participants. Almost a third of the total duration of the election content of the morning program was made up of guest appearances in the studio by representatives of six opposition coalitions and parties (**MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA; BORIS TADIĆ - COME ON PEOPLE; WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS; DR MILOŠ JOVANOVIĆ - HOPE FOR SERBIA and DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY** and one electoral list participating in the government represented by the guest appearance of Toma Fila, candidate of the Socialist Party of Serbia for mayor of Belgrade.

The daily news program *“N1 studio lajv”* spent half of the election content in the form of interviews, criticism of the government and the media dominated, as well as topics related to the election procedure and the campaign in general. Most of the election content consisted of guest appearances by analysts and other participants in the campaign, while about **30%** of the election time was attended by participants in the elections, of which representatives of parties and coalitions were guests in the studio: **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA; WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ; BORIS TADIĆ - COME ON PEOPLE; TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA and MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ.**

The show *“Dan uživo”* also had the highest participation of analysts and other campaign participants in the total recorded election time. Discussions in the studio were dominant form of this content, and criticism of the government was thematically most represented as almost half of the election time of this content was dedicated to this topic. Guest appearances and presentations in the show were made by representatives of parties and electoral lists: **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENVIĆ; MARINIKA TEPIĆ – UNITED FOR THE VICTORY OF SERBIA; BORIS TADIĆ - COME ON PEOPLE; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS; MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI” and NEMANJA ŠAROVIĆ - FOR ALL THE WHOLE NORMAL WORLD (local list).**

Since March 1, N1 has marketed party election activities daily in a specialized, separate format, *“Elections 2022”*. The presentation of parties and electoral lists was mostly in the form of short audio reports, which were mostly submitted by the participants in the elections. The show was divided into three blocks with grouped reports for each level of elections: presidential, republican and local. The electoral list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING** had the most time within this content, for all three levels of the election (the video of this electoral list was broadcast twice, which was recorded as an advertising message), then the coalition **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović** and **MARINIKA TEPIĆ – UNITED FOR THE VICTORY OF SERBIA**. There were parliamentary elections most of the reports within this show, about **40%**, were devoted to presidential elections, about **33%**, and about **27%** to local elections. The reports mostly had a neutral or positive context, and thematically they mostly related to election promises.

Two special debate shows *“Elections 2022”*, dedicated to the parliamentary and presidential elections, were broadcast by the media service provider at the end of the campaign, the evening before the election silence. Representatives of the following lists took part in the program dedicated to the elections for the Serbian Assembly: **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA; WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović; DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA; BORIS TADIĆ - COME ON PEOPLE; BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” – POKS and SOVEREIGNISTS - SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)**. The second debate show was dedicated to the elections for the President of Serbia and the following candidates participated in it: **BILJANA STOJKOVIĆ, BOŠKO OBRADOVIĆ, MILICA ĐURĐEVIĆ STAMENKOVSKI and MILOŠ JOVANOVIĆ**. The dominant theme was criticism of the Government.

The debate show *“360 stepeni”* was adapted during the election campaign (from February 24) and dedicated to the presentation of the presidential candidates; the exception was the edition of the show from March 3, 2022, realized from the Ukrainian-Romanian border. Guest appearances by the candidates: **BOŠKO OBRADOVIĆ, BILJANA STOJKOVIĆ, BRANKA STAMENKOVIĆ, MILOŠ JOVANOVIĆ and MIŠA VACIĆ** were recorded.

Negative context prevailed and it made up almost half of this content. "Criticism of the government" and "elections in general" dominated thematically, and topics related to cooperation with Russia and China, the crisis in Ukraine, criticism of the EU, the media, regional cooperation, election promises, etc., also played a significant role. The shows were repeated three or four times, so **BOŠKO OBRADOVIĆ** had the longest participation time.

The weekly overview of events is the informative show *“7 na N1”*, which is characterized by a highly critical attitude towards government representatives, often ironic and satirical, because selected events are connected and put into context through the presenter's announcements, followed by ironic signatures of the articles. Thus, for example, in the show of February 27, the report about the visit of the President of Serbia to the ceremony marking the completion of the first phase of the Nestle factory is accompanied by the signature: *"a sandwich without mayonnaise is not good"*, and while the President says that once in London after work hours, he only ate ready-made food this signature is displayed: *"President of Serbia - promoter of ready-made meals"*. In the same edition, in the section on **Goran Vesić's** election activities, the presenter's announcement says: *"What the President does not achieve in the campaign, Goran Vesić achieves - to the people of Belgrade on the left bank of the Danube for the umpteenth time promise sewerage"*.

During the footage from Krnjača, which **Goran Vesić** and Minister **Tomislav Momirović** tour, the signatures alternate: "infrastructure experts - Goran Vesić and Toma Mona in Krnjača" and "Goran Vesić and Toma Mona - sewerage experts". The show is designed so that more than 85% are thematic contributions, over 90% of the content is in a negative context, dominated by criticism of the government, the media, **Goran Vesić, Aleksandar Vučić**, the election procedure, etc.

In the informative program "*Da razumemo*", the guest appearance of **Pavle Grbović** (representative of the election list **MARINIK TEPIĆ - UNITED FOR THE VICTORY OF SERBIA**) and analysts was recorded, as well as contributions and short statements of participants in the election process that were related to the topic of the show. More than half of the content had a negative context, and thematically related to the situation in the media, the election process, criticism of the government and the President of Serbia, etc.

Other regular news programs: "*Crvena linija*", "*Rekonstrukcija*" and "*N1 direktno*" had less election content. Only the participation of guests who were not participants in the elections was recorded, and in a negative context they commented and analysed certain events and phenomena related to representatives of the authorities and the President of Serbia, such as the trial of the **Veljko Belivuk** group, the murder of Oliver Ivanovic, affairs, crime and corruption.

During the election campaign, TV N1 pointed out that the representatives of the Serbian Progressive Party, i.e., the list **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING**, did not respond to its invitations to participate in shows and debates, so their guest appearances were not recorded in regular news shows, nor in specialized debate show.

## DOCUMENTARY PROGRAM CONTENTS

The documentary program in its own and independent production had a significant participation in the election content, because the shows were repeated usually three times.

The five-part series *Decenija vlasti* in a negative context gave an account of the past decade since the **Serbian Progressive Party** came to power, that is, **Aleksandar Vučić's** journey from the first Deputy Prime Minister to the President of Serbia, the events and affairs that took place during that period. The series "*Junaci doba zlog*" gives a biographical perspective of the political and social activities of persons who are in power or are close to it, with an extremely negative attitude towards the persons to whom a certain episode is dedicated.

The documentary series "*Ispod površine*", shows "*Ide gas*" and "*Ne okreći se tigre*" were also shown. All shows in a negative context talk about the work and behaviour of state bodies and officials, or the consequences of their (in)work. An exception is the documentary show "*Ana je tu*", which dealt with the issue of the LGBT community and was made in a neutral context. The emphasis was on the rights of this social group, especially in relation to the fact that the Prime Minister of Serbia is a gay person.

## ELECTION ADVERTISING MESSAGES

From March 24, the media service provider also broadcast election advertising messages with a total duration of slightly less than thirty minutes. The coalition **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA** had the most election spots - **51.23%**, of which **23.89%** were spots for the presidential level of the election and their candidate **ZDRAVKO PONOŠ**, and the rest related to the parliamentary elections. The coalition **TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA** had a participation of **36.04%** in broadcast advertising messages, and the coalition **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović** had almost seven percent. Although the list **ALEKSANDAR VUČIĆ – TOGETHER WE CAN DO EVERYTHING** did not broadcast election spots on TV N1, the statistics include their two spots that were broadcast in the specialized news show *Elections 2022* and were recorded as election advertising messages, and their participation was **5.78%**.

## ACTIONS TAKEN BY THE COUNCIL OF THE REGULATOR

On the occasion of the screening of the documentary series *Decenija vlasti* on the TV N1 program, the **Council of the Regulatory Authority for Electronic Media** determined at the session held on March 1, 2022, the decision that Art. 4 paragraph 1, Art. 5 Paragraph 1 and 2, Art. 7 Paragraph 3, Art. 8 paragraph 2 and Art. 27 Paragraph 1 of the Rulebook on the Protection of Human Rights in the Field of Media Services, as well as to inform the **Regulator of Audio-Visual Media Services in Luxembourg (ALIA)** in which the TV N1 registered as a media service provider. Earlier, on February 7, 2022, a letter was sent to the same regulator regarding the series *"Junaci doba zlog"* (episode *Fikus za šefa*), because the REM Council made a decision that its content violated Article 27 of the Rulebook on the Protection of Human Rights in the Field of Media Services.

The announcement that the REM Council published the next day caused reactions from part of the public, so we singled out those parts that caused the most commentaries:

*"The series is dedicated to **Aleksandar Vučić** and his political work. The approach to the topic is multi-layered and is in accordance with a widely set narrative which, in addition to the text, is supported on an associative level by a combination of image, tone and visual effects and aimed at making the viewer believe that the years in which the current President of the Republic performed some of the earlier political the function, at the same time, of the years of general decline and ruin of Serbia in all fields.*

*The value orientation of the content of all five episodes of the "Decenija vlasti" series in relation to **Aleksandar Vučić** is extremely unfavourable and marked by political intolerance, and as a whole consists of political and moral disqualifications, which is adapted to the choice of interlocutors in the show.*

*The Department for Monitoring and Analysis and the REM Council, in reaching conclusions, observed and interpreted the mentioned episodes through a wider prism of meaning offered by the audio-visual presentation of the content. The associative series of audio-visual expression is wider than that expressed by the text spoken by the narrator or interlocutors because it carries with it its metaphorical and symbolic meaning and is shaped by a consistent dramaturgical process ".*

## STATE OFFICIALS

During the election campaign, the media service provider often criticized the Government, especially the President of Serbia, for running a civil servant campaign, and in its program, it only reported on events and activities in which the political subjects are state officials.

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PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

**Nova S**



Program statistics for the period 15.02.2022 – 31.03.2022

**TOTAL ELECTION TIME: ALL ELECTION LEVELS**

**Table 118: TYPES and NAMES OF PROGRAM CONTENTS**

MSP	Name of program content	Content came	Duration of broadcasting	% of share in program duration
Nova S	General informative program	„Među nama“	41:11:06	35,83
		“Probudi se”	16:06:30	14,01
		“Utisak nedelje”	13:32:26	11,78
		“Pregled dana”	12:10:44	10,59
		“Journal”	06:17:37	5,48
		“News”	03:26:10	2,99
		“Evening news”	01:57:18	1,70
	TOTAL:		<b>94:41:51</b>	<b>82,38</b>
	Entertainment program	“Mentalno razgibavanje”	04:13:24	3,67
		“24 minuta sa Zoranom Kesićem”	03:21:34	2,92
		“4 i po muškarca”	01:37:05	1,41
	Scientific and educational program	“Zdravo misli”	01:03:20	0,92
	Other content types TOTAL:		<b>10:15:23</b>	<b>8,92</b>
	Specialized election broadcast	“Zato glasaj”	<b>09:06:03</b>	<b>7,92</b>
	Election advertising		<b>00:53:49</b>	<b>0,78</b>
<b>TOTAL ELECTION TIME</b>			<b>114:57:06</b>	<b>100,00</b>



## Program statistics for the period 15.02.2022 – 31.03.2022

### TOTAL ELECTION TIME

In program contents of ALL TYPES (except election advertising)

**Table 119: ELECTION LEVELS**

MSP	Type of monitoring (ELECTION LEVEL)	Duration of broadcasting	% of share in program duration
Nova S	Republican	91:10:38	79,94
	Local	15:40:42	13,75
	Presidential	07:11:57	6,31
TOTAL ELECTION TIME		114:03:18	100,00

**Program statistics for the period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME**  
**REPRESENTATION OF CAMPAIGN PARTICIPANTS: ALL LEVELS OF ELECTIONS**  
**In program contents of all types (except election advertising)**

**Table 120 – broadcasts: *Među nama, Probudi se, Utisak nedelje, Pregled dana, Journal, News, Evening news, Mentalno razgibavanje, 24 minuta sa Zoranom Kesićem, 4 i po muškarca, Zdravo misli, Zato glasaj***

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Nova S	Journalists ( <i>Media Service Provider</i> )	Negative	32:04:25	28,12
		Neutral	13:05:13	11,47
		Positive	01:01:59	0,91
		Σ	<b>46:11:37</b>	<b>40,50</b>
	Analysts	Negative	13:35:32	11,92
		Neutral	08:58:14	7,87
		Positive	01:18:36	1,15
		Σ	<b>23:52:22</b>	<b>20,94</b>
	Other campaign participants ( <i>REM, RIK, GIK, PNT, CIS, Civic Initiatives, Transparency Serbia, Commissioner for the Protection of Equality, CRTA</i> )	Neutral	00:48:21	0,71
		Negative	00:16:28	0,24
		Σ	<b>01:04:49</b>	<b>0,95</b>
	Σ		<b>71:08:48</b>	<b>62,39</b>
	Go change ( <i>Kreni promeni</i> )	Negative	00:21:30	0,31
		Positive	00:12:53	0,19
		Neutral	00:11:43	0,17
		Σ	<b>00:46:06</b>	<b>0,67</b>
	New Serbia ( <i>Nova Srbija</i> )	Negative	00:18:35	0,27
		Neutral	00:02:13	0,03
		Positive	00:01:15	0,02
		Σ	<b>00:22:03</b>	<b>0,32</b>
	Let's protect Dobrinja and its surroundings ( <i>Zaštitimo Dobrinju i okolinu</i> )	Negative	00:09:37	0,14
		Neutral	00:01:40	0,02
		Σ	<b>00:11:17</b>	<b>0,16</b>

Nova S	"Da se struka pita" Movement (Pokret "Da se struka pita")	Neutral	00:10:19	0,15
		Negative	00:00:29	0,01
		$\Sigma$	<b>00:10:48</b>	<b>0,16</b>
	Alliance of Environmental Organizations of Serbia (Savez ekoloških organizacija Srbije, SEOS)	Negative	00:08:15	0,12
		Neutral	00:00:15	0,00
		$\Sigma$	<b>00:08:30</b>	<b>0,12</b>
	Local front (Lokalni front)	Neutral	<b>00:02:08</b>	<b>0,03</b>
	Centre for Democracy (Centar za demokratiju)	Positive	<b>00:01:28</b>	<b>-0,03</b>
	Rebellion - Real Jagodina (Bunt- Prava Jagodina)	Negative	<b>00:00:32</b>	<b>0,01</b>
	Eco Guard (Eko straža)	Negative	<b>00:00:52</b>	<b>0,01</b>
	Political parties and movements that have not submitted election lists of candidates for deputies		<b>01:43:44</b>	<b>1,45</b>
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	09:16:43	8,14
		Neutral	07:31:36	6,60
		Positive	03:05:09	2,71
		$\Sigma$	<b>19:53:28</b>	<b>17,45</b>
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	02:32:41	2,23
		Negative	02:26:53	2,15
		Positive	00:55:33	0,81
		$\Sigma$	<b>05:55:07</b>	<b>5,19</b>
	BORIS TADIĆ - COME ON PEOPLE	Neutral	02:32:23	2,23
		Negative	02:00:30	1,76
		Positive	00:21:58	0,32
		$\Sigma$	<b>04:54:51</b>	<b>4,31</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	01:13:06	1,07
		Negative	00:45:38	0,67
		Positive	00:23:35	0,34
		$\Sigma$	<b>02:22:19</b>	<b>2,08</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Negative	00:42:04	0,61
		Neutral	00:41:01	0,60
		Positive	00:26:01	0,38
		$\Sigma$	<b>01:49:06</b>	<b>1,59</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:50:04	0,73
		Positive	00:27:28	0,38
		Negative	00:13:21	0,20
		$\Sigma$	<b>01:30:53</b>	<b>1,31</b>

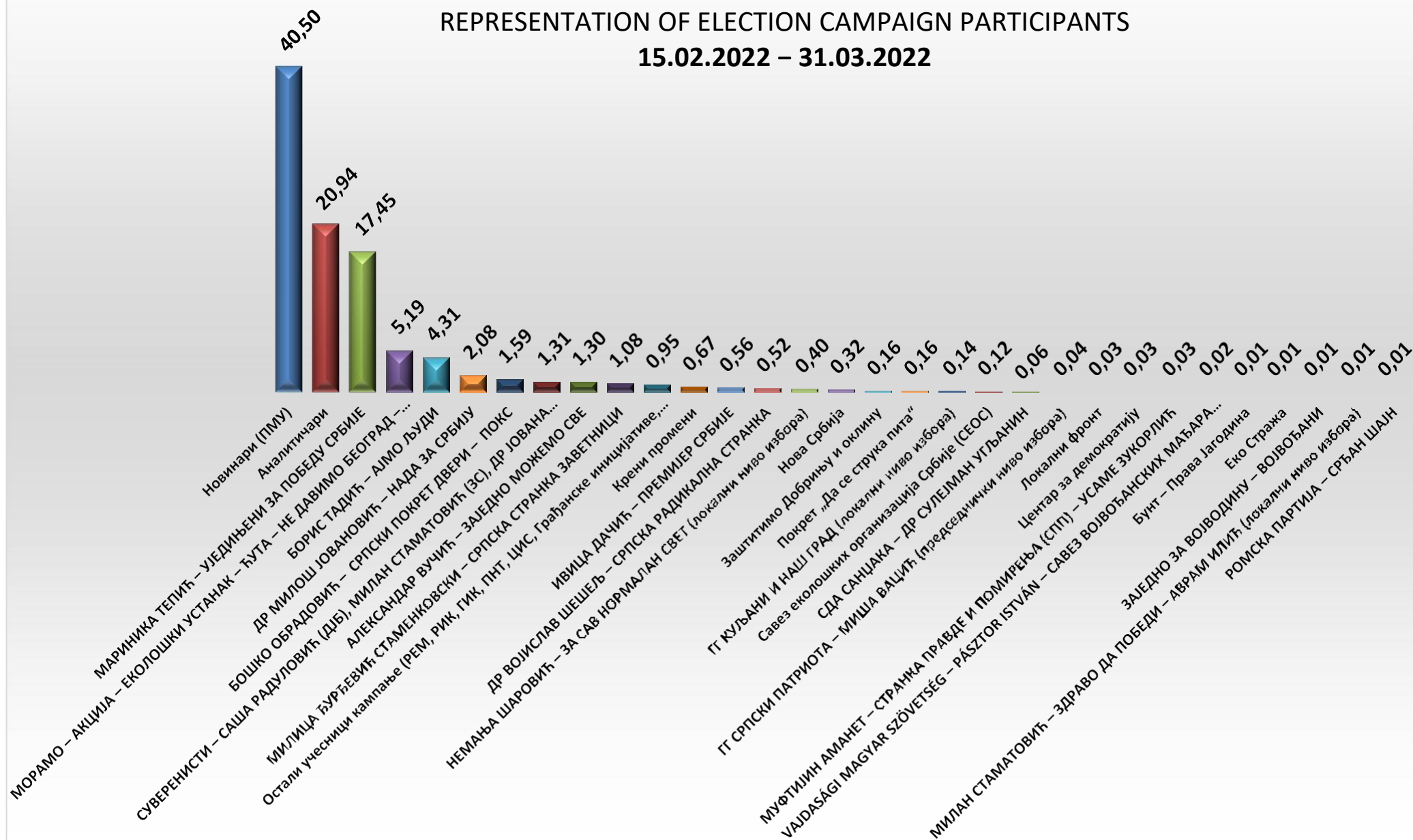
Nova S	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:41:48	0,61
		Negative	00:25:23	0,37
		Neutral	00:22:04	0,32
		Σ	01:29:15	1,30
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:47:07	0,69
		Negative	00:18:55	0,28
		Positive	00:07:50	0,11
		Σ	01:13:52	1,08
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:19:51	0,29
		Neutral	00:16:07	0,24
		Negative	00:02:09	0,03
		Σ	00:38:07	0,56
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:16:50	0,25
		Neutral	00:15:09	0,22
		Negative	00:03:10	0,05
		Σ	00:35:09	0,52
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Neutral	00:14:42	0,21
		Negative	00:13:14	0,19
		Σ	00:27:56	0,40
	GG KULJANI AND OUR CITY (local level of elections)	Neutral	00:05:20	0,08
		Negative	00:04:15	0,06
		Σ	00:09:35	0,14
	SDA SANDŽAK – DR SULEJMAN UGLJANIN	Negative	00:02:31	0,04
		Neutral	00:01:06	0,02
		Σ	00:03:37	0,06
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	00:01:30	0,02
		Neutral	00:00:56	0,01
		Σ	00:02:26	0,03
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ (presidential level of the election)	Neutral	00:01:02	0,02
		Positive	00:01:04	0,02
		Negative	00:00:18	0,00
		Σ	00:02:24	0,04
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:01:19	0,02
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:00:35	0,01
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Neutral	00:00:24	0,01
	ROMA PARTY - SRDJAN ŠAJN	Positive	00:00:22	0,01
	Electoral lists		41:10:45	36,11
TOTAL ELECTION TIME		114:03:17	100,00	

# Nova S

## UKRAJINA TOTAL ELECTION TIME

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

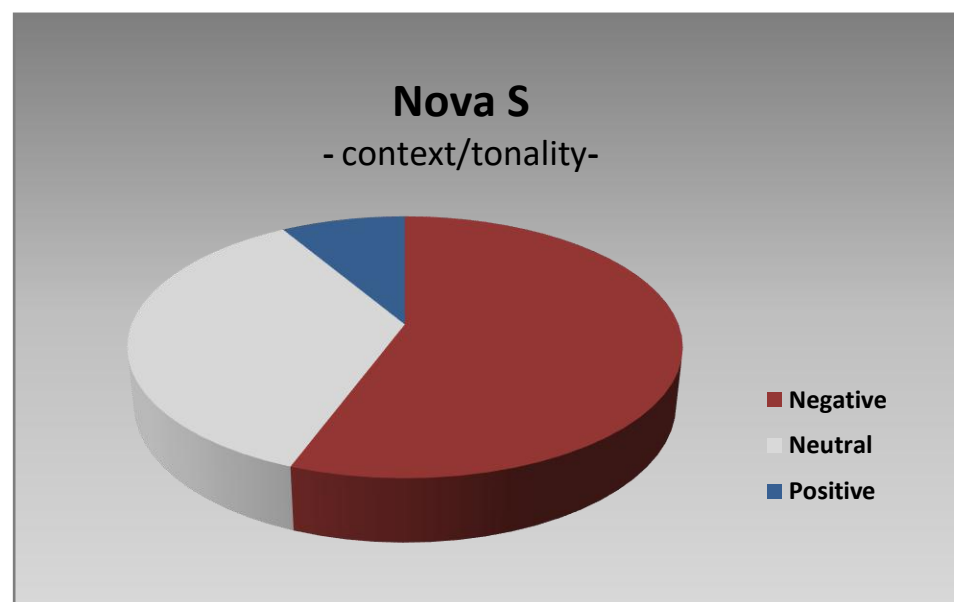
15.02.2022 – 31.03.2022



**Program statistics for the period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (except election advertising messages)

**Table 121: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Nova S	Negative	63:31:19	55,69
	Neutral	40:46:48	35,75
	Positive	09:45:10	8,56
<b>TOTAL ELECTION TIME</b>		<b>114:03:17</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 – 31.03.2022**  
**ALL ELECTION TIMING (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (Except election advertising messages)

**Table 122: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Content form	Duration of broadcasting	% of share in program duration
Nova S	Interview	45:28:59	39,88
	Thematic report	30:52:16	27,07
	Studio conversation	25:24:42	22,28
	Audio report	06:04:51	5,32
	Commentary	02:50:46	2,50
	Report	01:41:57	1,49
	News	01:21:46	1,19
	Statement	00:08:45	0,13
	Announcement	00:06:32	0,10
	Survey	00:02:43	0,04
TOTAL ELECTION TIME		114:03:17	100,00

**Table 123: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Nova S	Male	53:51:14	47,22
	Uncategorized	46:58:04	41,18
	Female	13:13:59	11,60
TOTAL ELECTION TIME		114:03:17	100,00

**Program statistics for the period 15.02.2022 – 31.03.2022.**  
**DAILY INFORMATIVE BROADCASTS (News and Dairies)**  
 REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 124 – broadcasts: News, Evening news, Journal**

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Nova S	<b>Journalists</b> ( <i>Media Service Provider</i> )	Negative	05:05:50	43,62
		Neutral	00:50:24	7,19
		Positive	00:00:34	0,08
		$\Sigma$	<b>05:56:48</b>	<b>50,89</b>
	<b>Analysts</b>	Negative	00:20:23	2,91
		Neutral	00:07:42	1,10
		Positive	00:00:46	0,11
		$\Sigma$	<b>00:28:51</b>	<b>4,12</b>
	<b>Other campaign participants</b> ( <i>REM, RIK, GIK, PNT, CIS, Transparency Serbia, Commissioner for the Protection of Equality, CRTA</i> )	Neutral	00:26:34	3,79
		Negative	00:08:00	1,14
		$\Sigma$	<b>00:34:34</b>	<b>4,93</b>
	$\Sigma$		<b>07:00:13</b>	<b>59,94</b>
	<b>Go change</b> ( <i>Kreni promeni</i> )	Negative	00:11:49	1,69
		Neutral	00:00:48	0,11
		Positive	00:00:19	0,05
		$\Sigma$	<b>00:12:56</b>	<b>1,85</b>
	<b>Local front</b> ( <i>Lokalni front</i> )	Neutral	<b>00:02:08</b>	<b>0,30</b>
	<b>Centre for Democracy</b> ( <i>Centar za demokratiju</i> )	Positive	<b>00:01:28</b>	<b>0,18</b>
	<b>Alliance of Ecological Organizations of Serbia</b> ( <i>Savez ekoloških organizacija Srbije, SEOS</i> )	Negative	<b>00:01:10</b>	<b>0,17</b>
	<b>Eco Guard</b> ( <i>Eko Straža</i> )	Negative	<b>00:00:52</b>	<b>0,12</b>
	<b>"Da se struka pita"</b> Movement ( <i>Pokret "Da se struka pita"</i> )	Negative	<b>00:00:29</b>	<b>0,07</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:19:03</b>	<b>2,69</b>



Nova S	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	00:41:32	5,92
		Neutral	00:35:07	5,01
		Positive	00:13:53	1,98
		Σ	<b>01:30:32</b>	<b>12,91</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:21:53	3,12
		Neutral	00:18:45	2,67
		Negative	00:17:31	2,50
		Σ	<b>00:58:09</b>	<b>8,29</b>
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	00:11:55	1,70
		Negative	00:08:26	1,20
		Positive	00:07:19	1,04
		Σ	<b>00:27:40</b>	<b>3,94</b>
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:10:17	1,47
		Positive	00:05:12	0,74
		Negative	00:03:44	0,53
		Σ	<b>00:19:13</b>	<b>2,74</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:08:53	1,27
		Positive	00:05:48	0,83
		Negative	00:01:12	0,17
		Σ	<b>00:15:53</b>	<b>2,27</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Positive	00:07:45	1,11
		Neutral	00:04:12	0,60
		Negative	00:01:36	0,23
		Σ	<b>00:13:33</b>	<b>1,94</b>
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:07:20	1,05
		Positive	00:05:22	0,77
		Σ	<b>00:12:42</b>	<b>1,82</b>
	SOVEREIGNISTS – SAŠA RADULOVIC (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:05:50	0,83
		Positive	00:02:11	0,32
		Negative	00:00:25	0,06
		Σ	<b>00:08:26</b>	<b>1,21</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:03:46	0,54
		Positive	00:02:02	0,29
		Σ	<b>00:05:48</b>	<b>0,83</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Neutral	00:02:48	0,40
		Positive	00:01:37	0,23
		Σ	<b>00:04:25</b>	<b>0,63</b>

Nova S	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:01:19	0,19
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:00:56	0,13
		Positive	00:00:23	0,05
		Σ	00:01:19	0,18
	CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ (presidential level of elections)	Neutral	00:00:35	0,08
		Negative	00:00:18	0,04
		Σ	00:00:53	0,12
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of elections)	Neutral	00:00:36	0,09
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Neutral	00:00:35	0,08
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Neutral	00:00:24	0,06
ROMA PARTY - SRDJAN ŠAJN	Positive	00:00:22	0,05	
Electoral lists			04:21:49	37,35
TOTAL			11:41:05	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

## CENTRAL INFORMATIVE SHOW

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL LEVELS OF ELECTIONS

Table 125 – broadcasts: *Journal*

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Nova S	<b>Journalists</b> (Media Service Provider)	Negative	03:59:10	63,34
		Neutral	00:37:21	9,89
		Positive	00:00:34	0,15
		$\Sigma$	<b>04:37:05</b>	<b>73,38</b>
	<b>Analysts</b>	Negative	00:11:10	2,96
		Neutral	00:02:27	0,65
		Positive	00:00:19	0,08
		$\Sigma$	<b>00:13:56</b>	<b>3,69</b>
	<b>Other campaign participants</b> (REM, RIK PNT, CIS, Transparency Serbia)	Neutral	00:04:37	1,22
		Negative	00:04:03	1,07
		$\Sigma$	<b>00:08:40</b>	<b>2,29</b>
	$\Sigma$		<b>04:59:41</b>	<b>79,36</b>
	<b>Go change</b> (Kreni promeni)	Negative	00:04:47	1,27
		Neutral	00:00:48	0,21
		Positive	00:00:19	0,08
		$\Sigma$	<b>00:05:54</b>	<b>1,56</b>
	<b>Local front</b> (Lokalni front)	Neutral	<b>00:01:04</b>	<b>0,28</b>
	<b>Alliance of Ecological Organizations of Serbia</b> (Savez ekoloških organizacija Srbije, SEOS)	Negative	<b>00:00:53</b>	<b>0,23</b>
	<b>Eco Guard</b> (Eko Straža)	Negative	<b>00:00:52</b>	<b>0,23</b>
	<b>Centre for Democracy</b> (Centar za demokratiju)	Positive	<b>00:00:47</b>	<b>0,21</b>
	<b>"Da se struka pita"</b> Movement (Pokret "Da se struka pita")	Negative	<b>00:00:29</b>	<b>0,13</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>00:09:59</b>	<b>2,64</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	00:12:42	3,36
		Neutral	00:09:15	2,45
		Positive	00:01:35	0,42
		$\Sigma$	<b>00:23:32</b>	<b>6,23</b>

Nova S	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Negative	00:07:51	2,08
		Positive	00:06:05	1,61
		Neutral	00:04:36	1,22
		Σ	00:18:32	4,91
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:01:58	0,52
		Negative	00:01:29	0,39
		Positive	00:00:50	0,22
		Σ	00:04:17	1,13
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:02:25	0,64
		Positive	00:01:48	0,48
		Σ	00:04:13	1,12
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:02:05	0,55
		Neutral	00:01:22	0,36
		Negative	00:00:37	0,16
		Σ	00:04:04	1,07
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Neutral	00:02:09	0,57
		Negative	00:01:40	0,44
		Positive	00:00:09	0,04
		Σ	00:03:58	1,05
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	00:02:56	0,78
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:02:05	0,55
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Neutral	00:01:33	0,41
		Positive	00:00:25	0,11
		Σ	00:01:58	0,52
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Neutral	00:00:55	0,24
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	Neutral	00:00:38	0,17
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Neutral	00:00:25	0,11
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIC (local level of elections)	Neutral	00:00:24	0,11
	Electoral lists		01:07:57	17,99
TOTAL		06:17:37	100,00	

Program statistics for the period 15.02.2022 – 31.03.2022.  
**GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS**  
 REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL LEVELS OF ELECTIONS

**Table 126** – broadcasts: *Među nama, Probudi se, Utisak nedelje, Pregled dana, Zato glasaj*

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Nova S	<b>Journalists</b> ( <i>Media Service Provider</i> )	Negative	20:04:11	21,79
		Neutral	11:36:08	12,60
		Positive	00:09:40	0,17
		Σ	<b>31:49:59</b>	<b>34,56</b>
	<b>Analysts</b>	Negative	12:43:39	13,82
		Neutral	08:37:33	9,36
		Positive	01:15:06	1,36
		Σ	<b>22:36:18</b>	<b>24,54</b>
	<b>Other campaign participants</b> ( <i>REM, RIK, GIK, PNT, Civic Initiatives, Transparency Serbia</i> )	Neutral	00:21:47	0,39
		Negative	00:08:28	0,15
		Σ	<b>00:30:15</b>	<b>0,54</b>
	Σ		<b>54:56:32</b>	<b>59,64</b>
	<b>Go change</b> ( <i>Kreni promeni</i> )	Positive	00:12:34	0,23
		Neutral	00:10:55	0,20
		Negative	00:09:41	0,18
		Σ	<b>00:33:10</b>	<b>0,61</b>
	<b>New Serbia</b> ( <i>Nova Srbija</i> )	Negative	00:18:35	0,34
		Neutral	00:02:13	0,04
		Positive	00:01:15	0,02
		Σ	<b>00:22:03</b>	<b>0,40</b>
	<b>Let's protect Dobrinja and its surroundings</b> ( <i>Zaštitimo Dobrinju i okolinu</i> )	Negative	00:09:37	0,17
		Neutral	00:01:40	0,03
		Σ	<b>00:11:17</b>	<b>0,20</b>
	<b>"Da se struka pita" Movement</b> ( <i>Pokret "Da se struka pita"</i> )	Neutral	<b>00:10:19</b>	<b>0,19</b>
	<b>Alliance of Environmental Organizations of Serbia</b> ( <i>Savez ekoloških organizacija Srbije, SEOS</i> )	Negative	00:07:05	0,13
		Neutral	00:00:15	0,00
		Σ	<b>00:07:20</b>	<b>0,13</b>
	<b>Rebellion - Real Jagodina</b> ( <i>Bunt – Prava Jagodina</i> )	Negative	<b>00:00:32</b>	<b>0,01</b>
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>		<b>01:24:41</b>	<b>1,54</b>

Nova S	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	08:35:11	9,32
		Neutral	05:53:09	6,39
		Positive	02:51:16	3,10
		$\Sigma$	<b>17:19:36</b>	<b>18,81</b>
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ	Neutral	02:20:46	2,55
		Negative	02:18:27	2,51
		Positive	00:48:14	0,87
		$\Sigma$	<b>05:27:27</b>	<b>5,93</b>
	BORIS TADIĆ - COME ON PEOPLE	Neutral	02:22:06	2,57
		Negative	01:56:46	2,11
		Positive	00:16:46	0,30
		$\Sigma$	<b>04:35:38</b>	<b>4,98</b>
	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Neutral	01:04:13	1,16
		Negative	00:44:26	0,80
		Positive	00:17:47	0,32
		$\Sigma$	<b>02:06:26</b>	<b>2,28</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Negative	00:40:28	0,73
		Neutral	00:36:49	0,67
		Positive	00:18:16	0,33
		$\Sigma$	<b>01:35:33</b>	<b>1,73</b>
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Neutral	00:44:14	0,80
		Positive	00:25:17	0,46
		Negative	00:12:56	0,23
		$\Sigma$	<b>01:22:27</b>	<b>1,49</b>
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"	Neutral	00:44:19	0,80
		Negative	00:18:55	0,34
		Positive	00:06:13	0,11
		$\Sigma$	<b>01:09:27</b>	<b>1,25</b>
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:19:55	0,36
		Negative	00:07:52	0,14
		Neutral	00:03:19	0,06
		$\Sigma$	<b>00:31:06</b>	<b>0,56</b>
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Positive	00:14:48	0,27
		Neutral	00:11:23	0,21
		Negative	00:03:10	0,06
		$\Sigma$	<b>00:29:21</b>	<b>0,54</b>
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD (local level of election)	Neutral	00:14:06	0,26
		Negative	00:13:14	0,24
		$\Sigma$	<b>00:27:20</b>	<b>0,50</b>

Nova S	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:14:29	0,26
		Neutral	00:08:47	0,16
		Negative	00:02:09	0,04
		$\Sigma$	<b>00:25:25</b>	<b>0,46</b>
	CITIZEN GROUP “KULJANI AND OUR CITY” (GG KULJANI I NAŠ GRAD) ( <i>local level of elections</i> )	Neutral	00:05:20	0,10
		Negative	00:04:15	0,08
		$\Sigma$	<b>00:09:35</b>	<b>0,18</b>
	SDA SANDŽAK – DR SULEJMAN UFGLJANIN	Negative	00:02:31	0,05
		Neutral	00:01:06	0,02
		$\Sigma$	<b>00:03:37</b>	<b>0,07</b>
	CITIZEN GROUP “SERBIAN PATRIOT”- MIŠA VACIĆ ( <i>presidential level of elections</i> )	Positive	00:01:04	0,02
		Neutral	00:00:27	0,01
		$\Sigma$	<b>00:01:31</b>	<b>0,03</b>
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	Positive	<b>00:01:07</b>	<b>0,02</b>
		<b>Electoral lists</b>	<b>35:45:36</b>	<b>38,83</b>
TOTAL			<b>92:06:49</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022.  
**OTHER TYPES OF PROGRAM CONTENT (Entertainment, Scientific and Educational)**  
**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 127 – broadcasts: 24 minuta sa Zoranom Kesićem, 4 i po muškarca, Mentalno razgibavanje, Zdravo misli**

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Nova S	Journalists (Media Service Provider)	Negative	06:54:24	67,34
		Positive	00:51:45	8,41
		Neutral	00:38:41	6,29
		Σ	08:24:50	82,04
	Analysts	Negative	00:31:30	5,12
		Neutral	00:12:59	2,11
		Positive	00:02:44	0,44
		Σ	00:47:13	7,67
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA		Neutral	01:03:20
TOTAL			10:15:23	100,00



Program statistics for the period 02.03.2022 – 31.03.2022  
TOTAL ELECTION TIME

REPRESENTATION OF PRESIDENTIAL CANDIDATES  
in program contents of ALL TYPES (except election advertising)

Table 128 – broadcasts: News, Evening news, Journal, Među nama, Pregled dana, Probudi se, Utisak nedelje

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Nova S	BILJANA STOJKOVIĆ	Neutral	00:44:50	0,89
		Negative	00:41:28	0,82
		Positive	00:15:49	0,31
		Σ	01:42:07	2,02
	MILOŠ JOVANOVIĆ	Negative	00:40:51	0,81
		Neutral	00:31:13	0,62
		Positive	00:21:26	0,42
		Σ	01:33:30	1,85
	BOŠKO OBRADOVIĆ	Neutral	00:19:14	0,38
		Negative	00:16:42	0,33
		Positive	00:09:52	0,19
		Σ	00:45:48	0,90
	MILICA ĐURĐEVIC STAMENKOVSKI	Neutral	00:22:25	0,44
		Negative	00:09:50	0,19
		Positive	00:07:50	0,15
		Σ	00:40:05	0,78
	ZDARVKO PONOŠ	Neutral	00:17:31	0,35
		Positive	00:10:28	0,21
		Negative	00:06:55	0,14
		Σ	00:34:54	0,70
	ALEKSANDAR VUČIĆ	Positive	00:14:48	0,30
		Negative	00:05:50	0,12
		Neutral	00:01:55	0,04
		Σ	00:22:33	0,46
	BRANKA STAMENKOVIĆ	Neutral	00:09:03	0,18
		Positive	00:04:13	0,08
		Negative	00:02:02	0,04
		Σ	00:15:18	0,30
	MIŠA VACIĆ	Neutral	00:01:02	0,02
		Positive	00:01:04	0,02
		Negative	00:00:18	0,01
		Σ	00:02:24	0,05
	Presidential candidates			05:56:39
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			78:28:25	92,94
TOTAL ELECTION TIME			84:25:04	100,00

Program statistics for the period 15.02.2022 – 31.03.2022

## REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS in program contents of ALL TYPES (except election advertising)

Table 129.

MSP	State function	Duration of broadcasting	% of share in program duration
Nova S	President of the Republic of Serbia	01:08:58	0,99
	President of the Assembly of Serbia	00:11:10	0,16
	Mayors	00:10:24	0,15
	Prime Minister of the Republic of Serbia	00:07:21	0,11
	Governor of the National Bank of Serbia	00:03:46	0,05
	Minister of Interior Affairs	00:03:22	0,05
	Minister of Mining and Energy	00:03:06	0,04
	Deputy mayor	00:02:38	0,04
	Provincial officials	00:02:27	0,04
	Republican officials	00:02:11	0,04
	Minister of State Administration and Local Self-Government	00:01:58	0,03
	Minister of Finance	00:01:55	0,03
	Minister of Health	00:01:20	0,02
	Minister of Construction, Transport and Infrastructure	00:00:35	0,01
	Minister for Labour, Employment, Veterans and Social Affairs	00:00:22	0,01
	Minister of Environmental Protection	00:00:20	0,00
	Minister of Trade, Tourism and Telecommunications	00:00:10	0,00
	<b>TOTAL STATE OFFICIALS</b>	<b>02:02:03</b>	<b>1,76</b>
MSP	Election campaign participant	Duration of broadcasting	% of share in program duration
Nova S	<b>Journalists (Media Service provider)</b>	46:11:37	39,79
	<b>Analysts</b>	23:52:22	20,56
	<b>Other campaign participants</b>	01:04:49	0,93
	<b>Political parties and movements that have not submitted election lists of candidates for deputies</b>	01:43:44	1,49
	<b>Σ</b>	<b>72:52:32</b>	<b>62,77</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	19:53:28	17,13
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	05:55:07	5,10
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	04:54:51	4,23

Nova S	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	02:22:19	2,04
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	01:49:06	1,57
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	01:30:53	1,30
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	01:29:15	1,28
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	01:13:52	1,06
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	00:38:07	0,55
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	00:35:09	0,50
	NEMANJA ŠAROVIĆ – FOR ALL THE NORMAL WORLD ( <i>local level of election</i> )	00:27:56	0,40
	CITIZEN GROUP “KULJANI AND OUR CITY” ( <i>local level of elections</i> )	00:09:35	0,14
	SDA SANDŽAK - DR SULEJMAN UGLJANIN	00:03:37	0,05
	MUFTIJIN AMANET - PARTY OF JUSTICE AND RECONCILIATION (SPP) - USAME ZUKORLIĆ	00:02:26	0,03
	CITIZEN GROUP “SERBIAN PATRIOT” - MIŠA VACIĆ ( <i>presidential level of the election</i> )	00:02:24	0,03
	VAJDASÁGI MAGYAR SZÖVETSÉG – PÁSZTOR ISTVÁN – ALLIANCE OF HUNGARIANS OF VOJVODINA – IŠTVAN PASTOR	00:01:19	0,02
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	00:00:35	0,01
	MILAN STAMATOVIĆ - CHEERS TO WIN - AVRAM ILIĆ ( <i>local level of elections</i> )	00:00:24	0,01
	ROMA PARTY - SRDJAN ŠAJN	00:00:22	0,01
	Electoral lists	41:10:45	35,46
	TOTAL ELECTION PROGRAM	114:03:17	98,24
TOTAL		116:05:20	100,00

Program statistics for the period 15.02.2022 – 31.03.2022  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
 in program contents of ALL TYPES (except election advertising)

Table 130.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Criticism of the authorities	36:36:45	<b>32,10</b>	Crisis in Ukraine	0:25:26	<b>20,84</b>
Elections in general, campaign, procedure	34:47:12	<b>30,50</b>	Elections in general, campaign, procedure	0:16:50	<b>13,79</b>
The media	5:42:59	<b>5,01</b>	International political and economic cooperation	0:15:07	<b>12,39</b>
Corruption, crime	3:35:14	<b>3,15</b>	Economic policy, tax policy	0:14:02	<b>11,50</b>
Ecology	3:19:16	<b>2,91</b>	Infrastructure, energy	0:11:04	<b>9,07</b>
Challenging candidates, mutual criticism	3:02:13	<b>2,66</b>	Kosovo and Metohija	0:09:18	<b>7,62</b>
City administration, local self-government	2:26:42	<b>2,14</b>	Regular state activities	0:05:18	<b>4,34</b>
Inter-party dialogue	2:14:04	<b>1,96</b>	Military and political neutrality	0:05:03	<b>4,14</b>
Negative about Aleksandar Vučić	2:06:48	<b>1,85</b>	Social policy, healthcare	0:04:36	<b>3,73</b>
Public opinion research, forecasts	2:02:52	<b>1,80</b>	Ecology	0:03:30	<b>2,87</b>
Election promises	1:51:45	<b>1,63</b>	Traffic	0:03:19	<b>2,72</b>
Positive about the opposition	1:51:08	<b>1,62</b>	Corruption, crime	0:02:02	<b>1,67</b>
Culture, tradition	1:46:20	<b>1,55</b>	The media	0:01:13	<b>1,00</b>
Economic policy, tax policy	1:26:13	<b>1,26</b>	Migrant crisis	0:00:54	<b>0,74</b>
Social policy, healthcare	1:08:45	<b>1,00</b>	Youth, education	0:00:43	<b>0,59</b>
International political and economic cooperation	1:05:15	<b>0,95</b>	Challenging candidates, mutual criticism	0:00:32	<b>0,44</b>
Electoral support	0:56:32	<b>0,83</b>	EU, positive connotation	0:00:32	<b>0,44</b>
Kosovo and Metohija	0:46:57	<b>0,69</b>	Cooperation with Russia and China	0:00:30	<b>0,41</b>
Crisis in Ukraine	0:45:27	<b>0,66</b>	Investments, new jobs	0:00:27	<b>0,37</b>
Agriculture	0:39:20	<b>0,57</b>	Regional cooperation	0:00:26	<b>0,36</b>
Infrastructure, energy	0:37:12	<b>0,54</b>	EU, negative connotation	0:00:25	<b>0,34</b>
Constitution and legislation	0:28:18	<b>0,46</b>	Culture, tradition	0:00:22	<b>0,30</b>
European integration	0:30:21	<b>0,45</b>	Covid 19	0:00:13	<b>0,18</b>
Topics individually represented < 0.40% (total)	4:15:39	<b>3,71</b>	Election promises	0:00:11	<b>0,15</b>
<b>TOTAL</b>	<b>114:03:17</b>	<b>100,00</b>	<b>TOTAL</b>	<b>2:02:03</b>	<b>100,00</b>

## ELECTION ADVERTISING

## REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 131.

MSP	Election campaign participant	Duration of broadcasting	% of share in program duration	No of reports
Nova S	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA ( <i>local list</i> )	00:25:35	47,54	48
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA ( <i>republican list</i> )	00:07:31	13,97	16
	ZDRAVKO PONOŠ ( <i>presidential candidate</i> )	00:07:17	13,53	34
	$\Sigma$	00:40:23	75,04	98
	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA ( <i>republican list</i> )	00:11:28	21,31	63
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović ( <i>republican list</i> )	00:01:58	3,65	2
TOTAL		00:53:49	100,00	163

## ANALYSIS OF ELECTION PROGRAM CONTENT OF Nova S

Television Nova S, as a cable news channel, broadcasted election program content on the occasion of the Presidential, Republican and Local Elections in the Republic of Serbia in 2022 as part of the regular information program: journals, news, as well as in the shows from the regular program scheme. Regular informative program was by far the most dominant type of content.

In the analysed period, there were visits by representatives of political parties that participated in the election race, as well as political analysts, representatives of RIK, GIK, REM and CRTA. The articles had a pronounced critical attitude towards the representatives of the authorities, especially directed towards the President of Serbia and officials of the **Serbian Progressive Party**, and the media service provider aired them mainly in daily broadcasts. The dominant topics were: "criticism of the government" and "elections in general, campaign, procedure". Apart from the mentioned MSP, he also used other topics in order to report on the activities of government representatives in negative connotations.

Out of the entire election program, a little more than one third of the program content, **36.11%**, was dedicated to the presentation of the list and candidates. Of the mentioned time, more than half, **17.45%** lasting 19 hours, was devoted to the list **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA**. Most of the time of the total election program belonged to the MSP itself, i.e., journalists **40.50%**.

More than half of the election program had a negative tonality, and thematically, most of such reports belonged to the topic of "criticism of the government" - a third of the total election program shown, which in terms of duration is **36 hours, 36 minutes and 45 seconds**.

The MSP devoted **1.76%** of the total election time to the activities of state officials or **2 hours 2 minutes and 3 seconds** compared to the total election time of **114 hours 3 minutes and 17 seconds**.

### DAILY INFORMATIVE BROADCASTS

Of the daily informative shows during the current election campaign, within the regular news program, the show "*Medju nama*" was the most popular. "*Journal at 19*" is a central news program that is shown live every day starting at 7 p.m. and lasting about 40 minutes. This show is taken over by Nova S from the N1 television program. Negative tonality is dominant in all the mentioned shows, and "criticism of the Government and the President of Serbia" were recorded as the most frequent topics ".

## GENERAL AND INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

During the 2022 election campaign, TV Nova S also broadcast other informative programs that dealt with the current elections at all levels: “*Među nama*”, “*Mentalno razgibavanje*”, “*Utišak nedelje*” and “*Probudi se*”.

The program “*Medju nama*” is a talk-show television program of an entertaining and informative character, composed of two parts. During the election campaign, a total of nine shows marked as debates were broadcast. In the show, the participants had the opportunity to present their views on the political situation in Serbia through individual guest appearances in the form of a debate (February 17 and 21; March 1, 3, 7, 9, 22, 28 and 29).

In the first part of the show every day, there is a guest analyst who comments on the day's current and political topics, while in the second part, the presenter talks to her guests about the topic of the day. The show was broadcast from 17:30 to 19:30 every working day, and it was dedicated to the election cycle, and dealt with all topics related to the current elections. Reruns of these shows were aired the following day in the early hours of the morning. Depending on the current events, topics and interlocutors were chosen, who gave their statements in recorded attachments, direct inclusions or guest appearances in the studio. Through individual guest appearances and debate forms, the participants presented their political programs and their view of the political situation in Serbia, expressing a critical or negative attitude, first of all, in relation to the current government.

During the election campaign in the period from February 15 to March 31, a large number of analysts and representatives of certain coalitions were guests in the broadcasts “*Među nama*”. This show dealt with various topics related to the elections, with the negative tonality of the coverage prevailing.

“*Pregled dana*” was broadcast every day starting at 20:00 for 30 minutes. The presenters of this show covered topics of their choice with the intention of explaining current political events, giving the shows an author's stamp. They also discussed current issues during the election campaign with guests in the studio who belonged to opposition parties and coalitions. Two-thirds of the total content of this show had a negative tone, and the topic was dominated by criticism of government representatives.

“*Probudi se*” is an informative and talk show morning television show that is broadcast on weekdays at 6 a.m. and on weekends at 7 a.m. and lasts 2 hours and 40 minutes. Reporters from Belgrade are included in the show, but an important segment of the show is also the inclusion of reporters from other bigger cities in Serbia. The topics represented in these shows are diverse, and the predominant context was negative (**52.74%**). During the election campaign, seven editions of the show “*Probudi se*” in the form of a debate were realized.

One of the shows that dealt with the elections is “*Utišak nedelje*”, a political talk show, broadcast live on Sundays at 9 p.m. and presenting a summary of the previous week's events. The show mainly covers political topics with the participation of one or more figures from public life, with whom the presenter discusses topics that were ongoing during the previous week. The guests in the studio, as well as the viewers, had the opportunity to vote for their impression from the past week, from a list of suggestions compiled by the author of the show.

During the election campaign, in the period from February 15 to March 31, 2022, a total of four *Utisak nedelje* and the same number of reruns were broadcasted. The participation of 5 analysts and 9 representatives of electoral coalitions was recorded in these broadcasts. The topics of the shows were varied, but the dominant one is criticism of the government, that is, of the President of Serbia. The negative tonality of the content was recorded in more than half of the time of this show.

*“Zato glasaj”* is the only specialized election show that MSP Nova S launched during the 2022 election campaign. In cooperation with the civil society organization CRTA, a show was realized with the aim of promoting the culture of voting: why it is important to vote, go to the polls and use your voice explained are public figures, guests and participants of this 20-minute show, which was broadcast in 10 premiere editions during the election campaign.

#### **OTHER TYPES OF PROGRAM CONTENTS (entertainment program)**

During the election campaign, Nova S programs recorded three shows of an entertaining nature that dealt with the current elections in some of their segments: *“24 minuta sa Zoranom Kesićem”*, *“Mentalno razgibavanje”* and *“4 i po muškarca”*.

*“24 minuta sa Zoranom Kesićem”* is a show of the entertainment genre, a satirical political talk show. It was shown on Saturdays from 21:30 and repeated on Sundays from 18:00. The satirical attitude in the commentaries of events whose main actors are representatives of the government, and most often the President of Serbia, was dominant during the election campaign. Each show featured an analyst who, in conversation with the host, reflected on the media appearances of government representatives, trying to comment on them, at all costs, in a witty and ironic way. The shows were characterized by a negative tonality, and the inevitable topic was the President of Serbia or one of the government representatives.

*“Mentalno razgibavanje”* is a show with an entertaining character. The dates in which the contents related to the participants in the election campaign were recorded are shown on March 25, 28, 29, 30 and 31. The tonality of the mentioned shows was mostly negative, and thematically related to representatives of the authorities, the President and Prime Minister of Serbia and other officials.

*“4 i po muškarca”* is a show with an entertaining character. During the election campaign, two broadcasts were recorded. In both programs, the President of Serbia was discussed in a negative context, and the work of other representatives of the government was contested. The shows were shown on March 25 (repeat on March 26) and March 27 (repeat on March 28).

*“Zdravo misli”* is a show of the scientific and educational genre in which the appearance of **Vladeta Janković**, a representative of the electoral list **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA**, was recorded.



## **ACTIONS TAKEN BY THE COUNCIL OF THE REGULATOR**

On April 1, 2022, Nova S breached the election silence by showing election program content in the broadcast of the “*Među nama*” information program.

The show featured a 30-minute interview with presidential candidate **BILJANA STOJKOVIĆ**. During the conversation, a clip of the election content was also broadcast. At its meeting, the **Council of the Regulatory Authority for Electronic Media** determined that such showing of program content, 48 hours before voting day, violated Article 6, Paragraph 3 of the *Law on the Election of People's Deputies*.

The Council of the Regulatory Authority made a decision to inform the competent regulatory authority in Luxembourg about the observed violation of election silence by NOVA S.

PROGRAM STATISTICS AND ANALYSIS OF PROGRAM CONTENT INDIVIDUALLY BY MEDIA SERVICE PROVIDERS

## **Al Jazeera**



Program statistics for the period 15.02.2022 – 31.03.2022  
TOTAL ELECTION TIME: ALL ELECTION LEVELS

**Table 132: TYPES and NAMES OF PROGRAM CONTENTS**

MSP	Name of program content	Content name	Duration of broadcasting	% of share in program duration
<b>Al Jazeera</b>	<b>General informative program</b>	<i>Recite Al Jazeera</i>	10:38:14	45,31
		<i>News</i>	10:32:00	44,88
		<i>Kontekst</i>	01:06:26	4,72
		<i>УКУПНО:</i>	<b>22:16:40</b>	<b>94,91</b>
	<b>Documentary program</b>	<i>Tada i sada</i>	<b>01:11:37</b>	<b>5,09</b>
<b>TOTAL ELECTION TIME</b>			<b>23:28:17</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022

## TOTAL ELECTION TIME

In program contents of ALL TYPES (except election advertising)

**Table 133: ELECTION LEVELS**

MSP	Type of monitoring (LEVEL OF ELECTIONS)	Duration of broadcasting	% of share in program duration
<b>Al Jazeera</b>	<b>Republican</b>	20:18:11	<b>86,50</b>
	<b>Presidential</b>	02:07:34	<b>9,06</b>
	<b>Local</b>	01:02:32	<b>4,44</b>
<b>TOTAL ELECTION TIME</b>		<b>23:28:17</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022.

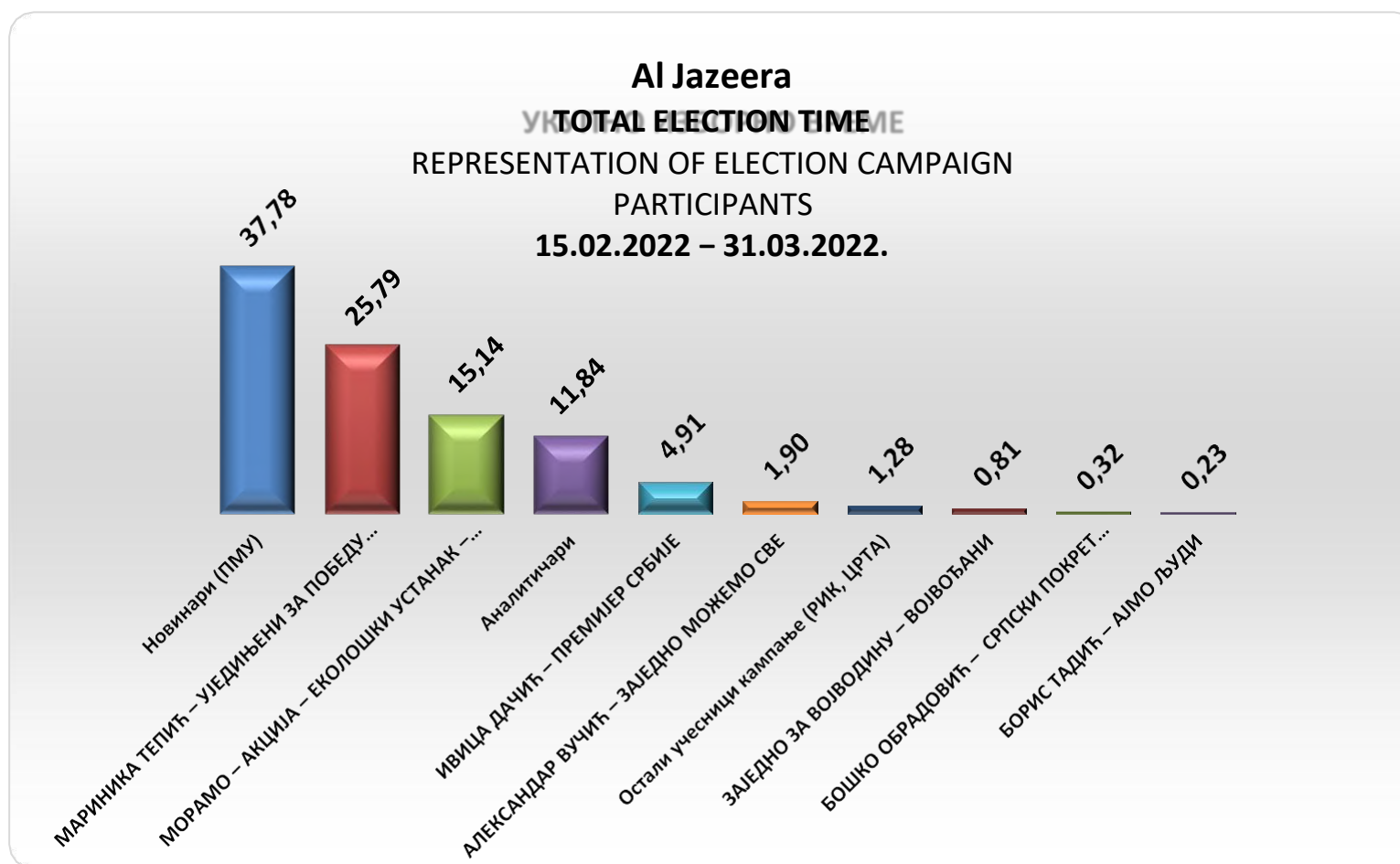
## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising)

**Table 134 – broadcasts: *Recite Al Jazeera, News, Kontekst, Tada i sada***

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Al Jazeera	<b>Journalists</b> ( <i>Media Service Provider</i> )	Negative	07:28:36	31,85
		Neutral	01:08:31	4,87
		Positive	00:14:56	1,06
		Σ	<b>08:52:03</b>	<b>37,78</b>
	<b>Analysts</b>	Negative	02:42:48	11,56
		Neutral	00:03:57	0,28
		Σ	<b>02:46:45</b>	<b>11,84</b>
	<b>Other campaign participants</b> ( <i>RIK, CRTA</i> )	Negative	00:17:16	1,23
		Neutral	00:00:46	0,05
		Σ	<b>00:18:02</b>	<b>1,28</b>
	Σ		<b>11:56:50</b>	<b>50,90</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	04:39:17	19,83
		Neutral	01:04:10	4,56
		Positive	00:19:46	1,40
		Σ	<b>06:03:13</b>	<b>25,79</b>
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	Negative	02:08:14	9,11
		Positive	00:46:49	3,32
		Neutral	00:38:12	2,71
		Σ	<b>03:33:15</b>	<b>15,14</b>
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	Neutral	00:50:01	3,55
		Negative	00:17:31	1,24
		Positive	00:01:42	0,12
		Σ	<b>01:09:14</b>	<b>4,91</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Neutral	00:20:01	1,42
		Positive	00:06:42	0,48
		Σ	<b>00:26:43</b>	<b>1,90</b>

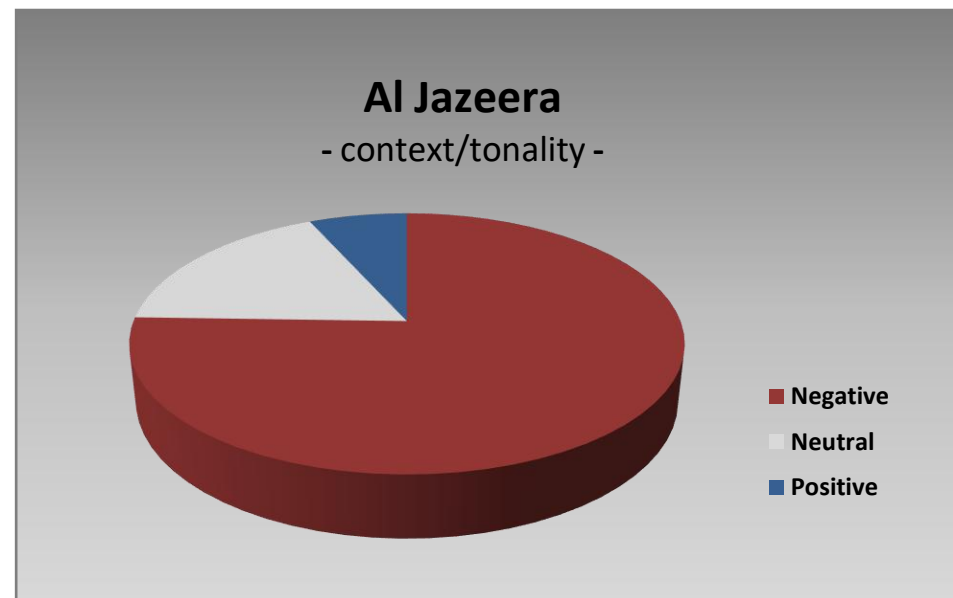
Al Jazeera	TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Negative	00:06:59	0,50
		Positive	00:02:54	0,21
		Neutral	00:01:24	0,10
		$\Sigma$	<b>00:11:17</b>	<b>0,81</b>
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS	Negative	00:02:14	0,16
		Positive	00:02:16	0,16
		$\Sigma$	00:04:30	0,32
	BORIS TADIĆ - COME ON PEOPLE	Neutral	<b>00:03:15</b>	<b>0,23</b>
Electoral lists			<b>11:31:27</b>	<b>49,10</b>
TOTAL ELECTION TIME			<b>23:28:17</b>	<b>100,00</b>



**Program statistics for the period 15.02.2022 – 31.03.2022**  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (except election advertising messages)

**Table 135: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Al Jazeera	Negative	17:42:55	75,48
	Neutral	04:10:17	17,77
	Positive	01:35:05	6,75
<b>TOTAL ELECTION TIME</b>		<b>23:28:17</b>	<b>100,00</b>



Program statistics for the period 15.02.2022 – 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 In program contents of ALL TYPES (except election advertising messages)

**Table 136: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Content form	Duration of broadcasting	% of share in program duration
<b>Al Jazeera</b>	Thematic report	07:41:05	<b>32,74</b>
	Interview	06:42:47	<b>28,60</b>
	Studio conversation	04:22:44	<b>18,66</b>
	Statement	02:06:53	<b>9,01</b>
	Audio report	01:13:18	<b>5,21</b>
	Report	01:12:18	<b>5,13</b>
	News	00:09:12	<b>0,65</b>
<b>TOTAL ELECTION TIME</b>		<b>23:28:17</b>	<b>100,00</b>

**Table 137: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
<b>Al Jazeera</b>	<b>Male</b>	10:01:13	<b>42,69</b>
	<b>Uncategorized</b>	09:00:28	<b>38,38</b>
	<b>Female</b>	04:26:36	<b>18,93</b>
<b>TOTAL ELECTION TIME</b>		<b>23:28:17</b>	<b>100,00</b>



Program statistics for the period 15.02.2022 – 31.03.2022.

## CENTRAL INFORMATION SHOW

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 138 – broadcast: *News*<sup>38</sup>

MSP	Election campaign participant	Context/tonality	Duration of broadcasting	% of share in program duration
Al Jazeera	Journalists (Media Service Provider)	Negative	06:57:21	66,04
		Neutral	01:08:08	10,78
		Positive	00:14:56	2,36
		Σ	08:20:25	79,18
	Analysts	Negative	00:17:14	2,73
		Neutral	00:03:57	0,62
		Σ	00:21:11	3,35
	Other campaign participants (RIK, CRTA)	Negative	00:17:16	2,73
		Neutral	00:00:46	0,12
		Σ	00:18:02	2,85
	Σ		08:59:38	85,38
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Positive	00:19:46	3,13
		Negative	00:18:34	2,94
		Neutral	00:10:16	1,62
		Σ	00:48:36	7,69
	WE MUST -ACTION- ECOLOGICAL UPRISING - ČUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović	Negative	00:18:50	2,98
		Neutral	00:02:03	0,32
		Positive	00:01:06	0,17
		Σ	00:21:59	3,47
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	00:07:37	1,21
		Positive	00:04:43	0,75
		Σ	00:12:20	1,96
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Positive	00:02:16	0,36
		Negative	00:02:14	0,35
		Σ	00:04:30	0,71
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:03:15	0,51
	IVICA ĐAČIĆ – PRIME MINISTER OF SERBIA	Positive	00:01:42	0,27
	Изборне листе		01:32:22	14,61
УКУПНО			10:32:00	100,00

<sup>38</sup> On the program of the cable media service provider Al Jazeera, optional program contents are recorded only in one daily news program - News (from the News and Journals category), which is also the central information program.

Program statistics for the period 15.02.2022 – 31.03.2022.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 139** – broadcasts: *Recite Al Jazeera, Kontekst*

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Al Jazeera	Analysts	Negative	02:25:34	20,66
	Journalists (Media service provider)	Negative	00:01:30	0,21
		Neutral	00:00:23	0,05
		Σ	00:01:53	0,26
		Σ	02:27:27	20,92
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Negative	04:20:43	37,00
		Neutral	00:37:42	5,35
		Σ	04:58:25	42,35
	WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENOVIĆ	Negative	01:49:24	15,53
		Positive	00:45:43	6,49
		Neutral	00:36:09	5,13
		Σ	03:11:16	27,15
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Neutral	00:50:01	7,10
		Negative	00:17:31	2,49
		Σ	01:07:32	9,59
	Electoral lists		09:17:13	79,09
TOTAL			11:44:40	100,00

Program statistics for the period 15.02.2022 – 31.03.2022.  
**OTHER TYPES OF PROGRAM CONTENT (Documentary)**  
**REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**

**Table 140** – broadcast: *Tada i sada*

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Al Jazeera	Journalists (Media Service Provider)	Negative	00:29:45	41,54
	MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA	Neutral	00:16:12	22,62
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Neutral	00:12:24	17,31
		Positive	00:01:59	2,77
		Σ	00:14:23	20,08
		TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA	Negative	00:06:59
	Positive		00:02:54	4,05
	Neutral		00:01:24	1,95
	Σ		00:11:17	15,75
	Electoral lists		00:41:52	58,45
TOTAL			01:11:37	100,00

**Program statistics for the period 02.03.2022 – 31.03.2022**  
**TOTAL ELECTION TIME**  
**REPRESENTATION OF PRESIDENTIAL CANDIDATES**  
**in program contents of ALL TYPES (except election advertising)**

**Table 141 – broadcasts: News, Kontekst, Recite Al Jazeera, Tada i sada**

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
Al Jazeera	BILJANA STOJKOVIĆ	Negative	00:39:57	3,89
		Neutral	00:36:22	3,54
		Positive	00:27:33	2,68
		Σ	01:43:52	10,11
	ZDRAVKO PONOŠ	Neutral	00:08:40	0,84
		Positive	00:04:53	0,48
		Negative	00:00:28	0,05
		Σ	00:14:01	1,37
	ALEKSANDAR VUČIĆ	Neutral	00:06:32	0,64
		Positive	00:02:22	0,23
		Σ	00:08:54	0,87
	Presidential candidates			02:06:47
REPUBLICAN AND LOCAL LEVEL OF ELECTIONS			15:00:45	87,65
TOTAL ELECTION TIME			17:07:32	100,00

Program statistics for the period 15.02.2022 – 31.03.2022.

## REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS in program contents of ALL TYPES (except election advertising)

Table 142.

MSP	State function	Duration of broadcasting	% of share in program duration
Al Jazeera	Minister of Mining and Energy	02:39:13	9,40
	President of the Republic of Serbia	01:36:49	5,71
	President of the Assembly of Serbia	00:08:55	0,53
	Prime Minister of the Republic of Serbia	00:08:31	0,50
	Republican officials	00:06:13	0,37
	Minister of Interior Affairs	00:03:07	0,18
	Minister of Finance	00:01:46	0,10
	Minister for Labour, Employment, Veterans and Social Affairs	00:01:42	0,10
	<b>TOTAL STATE OFFICIALS</b>	<b>04:46:16</b>	<b>16,89</b>
MSP	Election campaign participant	Duration of broadcasting	% of share in program duration
Al Jazeera	<b>Journalists</b> ( <i>Media Service Provider</i> )	08:52:03	31,40
	<b>Analysts</b>	02:46:45	9,84
	<b>Other campaign participant</b> ( <i>RIK, CRTA</i> )	00:18:02	1,06
	<b>Σ</b>	<b>11:56:50</b>	<b>42,30</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	06:03:13	21,43
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	03:33:15	12,58
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	01:09:14	4,09
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	00:26:43	1,58
	<b>TOGETHER FOR VOJVODINA - THE PEOPLE OF VOJVODINA</b>	00:11:17	0,67
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS</b>	00:04:30	0,27
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	00:03:15	0,19
	<b>Electoral lists</b>	<b>11:31:27</b>	<b>40,81</b>
	<b>TOTAL ELECTION PROGRAM</b>	<b>23:28:17</b>	<b>83,11</b>
<b>TOTAL</b>		<b>28:14:33</b>	<b>100,00</b>

**Program statistics for the period 15.02.2022 – 31.03.2022.**  
**TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN**  
**in program contents of ALL TYPES (except election advertising)**

**Table 143.**

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Criticism of the authorities	7:46:52	33,15	Infrastructure, energy	2:46:32	58,17
Crisis in Ukraine	1:54:03	8,10	Crisis in Ukraine	0:54:38	19,08
Elections in general, campaign, procedure	1:45:06	7,46	Kosovo and Metohija	0:17:53	6,25
Ecology	1:38:17	6,98	Elections in general, campaign, procedure	0:10:32	3,68
The media	1:26:39	6,15	International political and economic cooperation	0:08:40	3,03
Economic policy, tax policy	1:02:43	4,45	Cooperation with Russia and China	0:08:06	2,83
Culture, tradition	0:57:32	4,09	Economic policy, tax policy	0:05:20	1,86
Corruption, crime	0:40:26	2,87	Economy	0:03:21	1,17
Electoral incidents	0:35:58	2,55	Traffic	0:02:49	0,98
Cooperation with Russia and China	0:34:51	2,47	Army, police	0:02:41	0,94
Election promises	0:30:23	2,16	Social policy, healthcare	0:01:42	0,60
Negative about Dragan Marković	0:29:45	2,11	Culture, tradition	0:01:36	0,56
European integration	0:28:27	2,03	Topics individually represented < 0.50% (total)	0:02:26	0,85
Human and minority rights	0:24:55	1,77			
Kosovo and Metohija	0:22:24	1,59			
Regional cooperation	0:21:50	1,55			
Traffic	0:21:41	1,54			
Infrastructure, energy	0:17:56	1,27			
Inter-party dialogue	0:16:35	1,18			
Negative about Aleksandar Vučić	0:16:16	1,16			
Youth, education	0:15:43	1,12			
Social policy, healthcare	0:13:22	0,95			
Constitution and legislation	0:13:10	0,92			
International political and economic cooperation	0:11:12	0,80			
Army, police	0:07:15	0,51			
Topics individually represented < 0.50% (total)	0:14:56	1,07			
<b>TOTAL</b>	<b>23:28:17</b>	<b>100,00</b>	<b>TOTAL</b>	<b>4:46:16</b>	<b>100,00</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF MEDIA SERVICE PROVIDER Al Jazeera

Al Jazeera television, a cable news channel, broadcast election content as part of its regular news program - news and broadcasts of the regular programming scheme. During the election campaign for the Republican, Presidential and Local elections **23 hours, 28 minutes and 17 seconds** of election programs (without advertising election messages) were broadcasted on TV Al Jazeera.

The topic of almost a third of all broadcasts was criticism of the government. Other dominant topics were infrastructural and energy problems as a consequence of the war in Ukraine, and the crisis in Ukraine itself, environmental problems, mostly related to the exploitation of lithium in Serbia, and the situation in the media. Broadcasts with a negative tonality (context) dominated.

### DAILY INFORMATIVE BROADCASTS

Election content was occasionally published in the *News*. Focused on the war in Ukraine and daily events from the region (state of the former SFR Yugoslavia), the editorial staff of Al Jazeera television did not devote much time to the elections in Serbia. More than half of the content in the *News* was thematic articles, mostly critical of the government, for a total duration of **7 hours 41 minutes and 5 seconds**, which represents **32.74%** of the total broadcast election program. It is mainly about analyses of the impact of certain events, directions or phenomena, such as the murder of **Zoran Đinđić**, the failure of European integration, etc. on society, in a long period of time. Topics are covered from multiple angles, that is, from various points of view. Broadcasts structurally included statements and positions of actors of different political orientations, explanations of analysts, surveys with citizens, archival recordings and the position of journalists (media service provider) in the form of shorter commentaries. The focus was mainly on the criticism of the authorities in relation to doing or not doing.

A relatively significant amount of time was devoted only to the regular political activities of the President of Serbia, **Aleksandar Vučić**, outside of the election context and official campaign - **one hour, 36 minutes and 49 seconds**. All attachments were reports or news and statements about specific activities, without commentaries from journalists, in a neutral context. On the other hand, only 8 minutes and 54 seconds were devoted to the election activities of **ALEKSANDR VUČIĆ** as a presidential candidate.

In the central news broadcast, **66.03%** of the contributions were recorded in a negative tone, the most explicit criticism of the authorities (**15.66%**), followed by environmental and economic issues, and corruption and crime issues. There were **27.37%** of contributions in a neutral tone, mostly on the topic of the crisis in Ukraine, election procedures and the status of Kosovo and Metohija, and in a positive context - **6.60%** of contributions, mostly about the European Union, culture and tradition, and election promises.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

The regular show *“Recite Al Jazeera”*, a studio interview with one guest, was the central show at the time of the election in which candidates, lists and political programs were presented. Presidential candidates **ZDRAVKO PONOŠ**, candidate of the list **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA** and **BILJANA STOJKOVIĆ** from the coalition **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović** were guests, party champions and representatives: **Ivica Dačić** (list **IVICA DAČIĆ - PRIME MINISTER OF SERBIA**), **Siniša Kovačević** (**MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA**), activist **Svetlana Bojković**, **Milan St. Protić** in the capacity of political analyst, as well as **Zorana Mihajlović** in the capacity of Minister of Mining and Energy. Considering that there were two representatives of the coalitions **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA** and **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - “LET’S NOT BELGRADE DROWN” - NEBOJŠA ZELENović**, and to the fact that the shows in which **Zdravko Ponoš** and **Zorana Mihajlović** were guests were repeated (with Ponoš twice), unlike the others, overall, the mentioned two lists were favoured over all other candidates. Almost half of the time in this show is devoted to criticism of the government, other prevailing topics were possible problems in infrastructure and energy as a consequence of the war in Ukraine and the war itself, and election procedures and relations between the participants of the election process. The statements and opinions of the guests were dominated by the negative tonality, the neutral one related to the topics of infrastructure and energy, election issues, and culture and tradition, and the positive context mainly through advocacy for political and military neutrality, environmental protection and election promises and support.

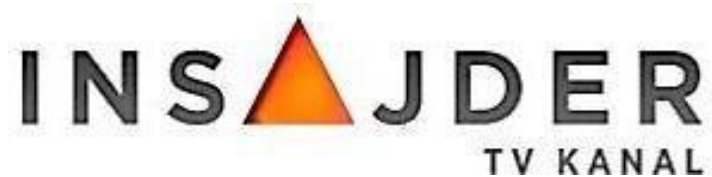
**Dubravka Valić-Nedeljković**, a media analyst, was also included in one edition of the regular show *“Kontekst”* (in the form of a conversation in the studio on a specific topic, with live participation of several competent interlocutors from different countries of the region), indirectly touching on the election topic. The episode was dedicated to the situation in the media in the countries of the former Yugoslavia, and Valić very critically analysed the media in Serbia, especially the situation in the public media service, emphasizing their alleged dependence on the influence of politicians and authorities. There were no specialized shows dedicated to the election campaign.

## DOCUMENTARY PROGRAM CONTENTS

*“Tada i sada”* - the author's travel documentary series by **Goran Milić**, an older production, was rerun during the election campaign, without a clear editorial justification and occasion in current events. The author comprehensively presents individual cities of Serbia, in each episode of the conversation with an influential politician from that area, most of whom are participants in the current elections. Therefore, certain segments of that show, such as the video of **Dragan Marković-Palma** sparring in a suit with a girl decorated in martial arts, in the episode replayed on February 19, e.g., can put in the context of election reporting. In the repeated episodes, recordings of conversations with the participants of the current elections, **Dragan Đilas** and **Nenad Čanak**, were broadcast, mostly in a neutral and positive tone, and the mentioned insert with **Dragan Marković Palma** in a clearly negative (mocking) context.



## Insajder TV



Program statistics for the period 15.02.2022 – 31.03.2022.

**TOTAL ELECTION TIME: ALL ELECTION LEVELS**

**Table 144: TYPES and TITLE OF PROGRAM CONTENTS**

MSP	Type of content	Content name	Duration of broadcasting	% of share in program duration
Insajder TV	General informative program	<i>"Insajder debata"</i>	54:10:13	28,64
		<i>"Intervju sa Jugoslavom Čosićem"</i>	30:33:58	16,16
		<i>"Marker"</i>	08:09:35	4,31
		<i>TOTAL:</i>	<b>92:53:46</b>	<b>49,11</b>
	Specialized election broadcast	<i>"Marker special"</i>	44:15:02	23,39
		<i>"Pravo na glas"</i>	32:16:19	17,06
		<i>"Election TV spot: CRTA"</i>	00:04:24	0,04
		<i>TOTAL:</i>	<b>76:35:45</b>	<b>40,49</b>
	Documentary program	<i>"Insajder"</i>	19:40:09	10,40
	<b>TOTAL ELECTION TIME</b>		<b>189:09:40</b>	<b>100,00</b>

## Program statistics for the period 15.02.2022 – 31.03.2022

### TOTAL ELECTION TIME

In program contents of ALL TYPES (except election advertising messages)

**Table 145: ELECTION LEVELS**

MSP	Type of monitoring (ELECTION LEVEL)	Duration of broadcasting	% of share in program duration
Insajder TV	Republican	170:45:32	90,27
	Presidential	12:55:24	6,83
	Local	05:28:44	2,90
TOTAL ELECTION TIME		189:09:40	100,00

Program statistics for the period 15.02.2022 – 31.03.2022.

## TOTAL ELECTION TIME

REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS  
in program contents of ALL TYPES (except election advertising)

**Table 146 – broadcasts: *Insajder, Insajder debata, Intervju sa Jugoslavom Ćosićem, Marker, Marker specijal, Pravo na glas, ElectionTV spot: CRTA***

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
TV Insajder	<b>Journalists</b> ( <i>Media Service Provider</i> )	Negative	27:26:01	14,50
		Neutral	06:23:48	3,38
		Positive	00:29:39	0,26
		$\Sigma$	<b>34:19:28</b>	<b>18,14</b>
	<b>Analysts</b>	Negative	17:40:41	9,35
		Neutral	09:40:38	5,12
		Positive	00:09:49	0,09
		$\Sigma$	<b>27:31:08</b>	<b>14,56</b>
	<b>Other campaign participants</b> ( <i>CRTA, PNT</i> )	Negative	11:31:54	6,10
		Neutral	02:07:35	1,12
		Positive	00:04:52	0,04
		$\Sigma$	<b>13:44:21</b>	<b>7,26</b>
	$\Sigma$		<b>72:34:57</b>	<b>39,96</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	22:02:31	11,65
		Neutral	06:30:26	3,44
		Positive	01:36:47	0,85
		$\Sigma$	<b>30:09:44</b>	<b>15,94</b>
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	Negative	21:49:11	11,53
		Neutral	04:09:45	2,20
		Positive	01:48:10	0,95
		$\Sigma$	<b>27:47:06</b>	<b>14,68</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Negative	12:28:02	6,59
		Neutral	01:36:22	0,85
		Positive	01:29:30	0,79
		$\Sigma$	<b>15:33:54</b>	<b>8,23</b>

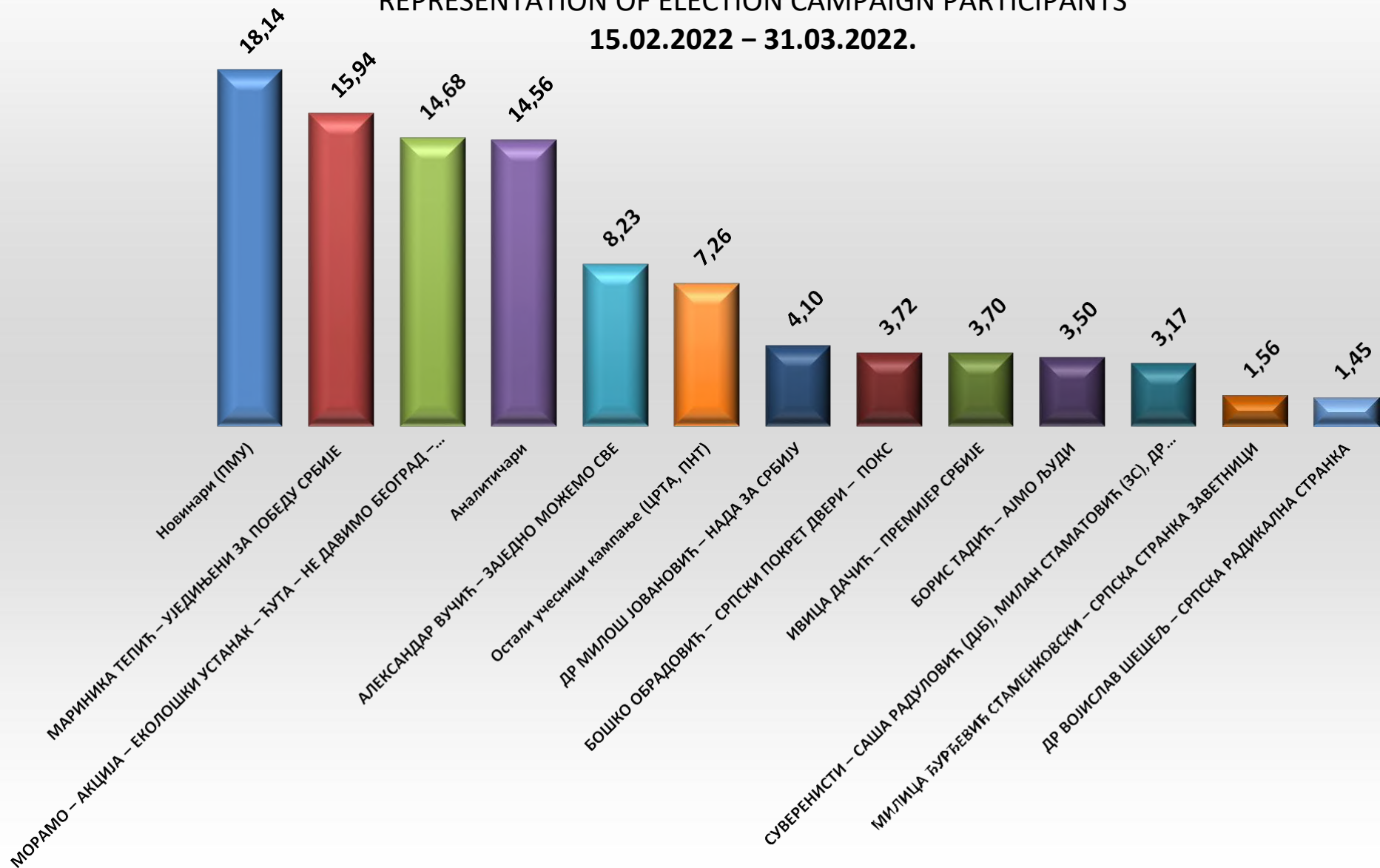
TV Insajder	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Negative	05:46:21	3,05
		Neutral	01:34:18	0,83
		Positive	00:25:12	0,22
		Σ	07:45:51	4,10
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Negative	06:04:04	3,21
		Neutral	00:41:56	0,37
		Positive	00:15:52	0,14
		Σ	07:01:52	3,72
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Negative	05:34:20	2,95
		Neutral	00:52:12	0,46
		Positive	00:32:58	0,29
		Σ	06:59:30	3,70
	BORIS TADIĆ - COME ON PEOPLE	Negative	04:56:00	2,61
		Neutral	01:24:56	0,75
		Positive	00:15:32	0,14
		Σ	06:36:28	3,50
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	05:38:36	2,98
		Positive	00:10:00	0,10
		Neutral	00:10:24	0,09
		Σ	05:59:00	3,17
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Negative	01:46:52	0,94
		Positive	00:50:39	0,45
		Neutral	00:18:47	0,17
		Σ	02:56:18	1,56
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Negative	02:14:48	1,19
		Positive	00:19:36	0,17
		Neutral	00:10:36	0,09
		Σ	02:45:00	1,45
	Electoral lists		113:34:43	60,05
TOTAL ELECTION TIME		189:09:40	100,00	

# Insajder TV

## TOTAL ELECTION TIME

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

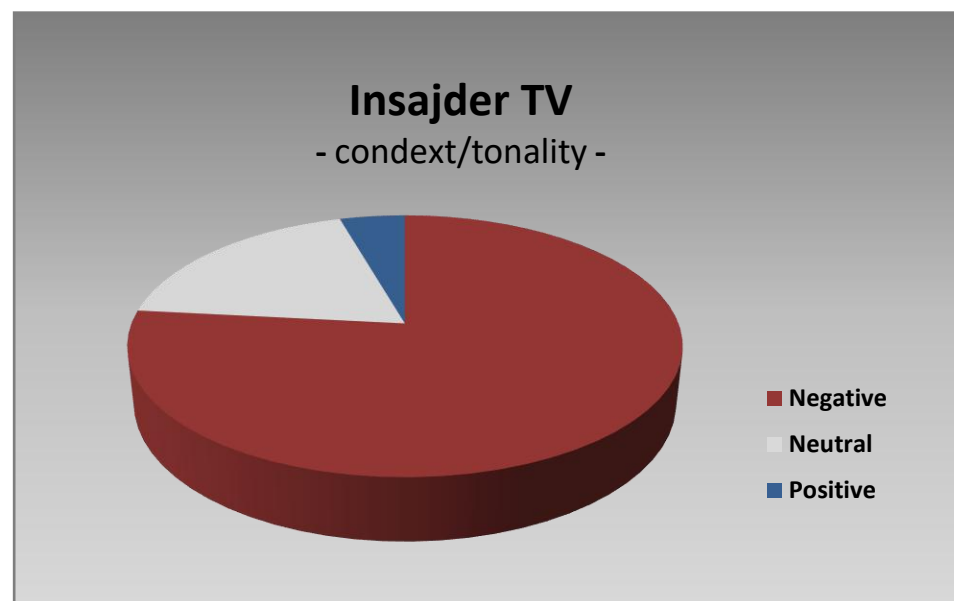
15.02.2022 – 31.03.2022.



Program statistics for the period 15.02.2022 – 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
 in program contents of ALL TYPES (except election advertising)

**Table 147: CONTEXT or TONALITY OF ELECTION REPORTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Insajder TV	Negative	144:59:21	76,65
	Neutral	35:41:43	18,87
	Positive	08:28:36	4,48
TOTAL ELECTION TIME		189:09:40	100,00



Program statistics for the period 15.02.2022 – 31.03.2022  
**TOTAL ELECTION TIME (ALL ELECTION LEVELS)**  
in program contents of ALL TYPES (except election advertising)

**Table 148: AUDIO-VISUAL FORMS OF ELECTION REPORTS**

MSP	Content form	Duration of broadcasting	% of share in program duration
Insajder TV	Interview	98:09:02	<b>51,89</b>
	Studio conversation	51:55:11	<b>27,45</b>
	Thematic report	26:06:59	<b>13,81</b>
	Report	12:37:56	<b>6,68</b>
	Survey	00:07:27	<b>0,07</b>
	TV spot	00:04:24	<b>0,04</b>
	Statement	00:02:38	<b>0,02</b>
	Audio report	00:03:54	<b>0,02</b>
	News	00:02:09	<b>0,02</b>
<b>TOTAL ELECTION TIME</b>		<b>189:09:40</b>	<b>100,00</b>

**Table 149: GENDER REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS**

MSP	Categorization	Duration of broadcasting	% of share in program duration
Insajder TV	<b>Male</b>	111:44:46	<b>59,07</b>
	<b>Uncategorized</b>	38:57:16	<b>20,60</b>
	<b>Female</b>	38:27:38	<b>20,33</b>
<b>TOTAL ELECTION TIME</b>		<b>189:09:40</b>	<b>100,00</b>



Program statistics for the period 15.02.2022 – 31.03.2022.

## CENTRAL INFORMATIVE SHOW

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

Table 150 – broadcast: *Marker*<sup>39</sup>

MSP	Name of the party	context/tonality	Duration of broadcasting	% of share in program duration
TV Insajder	Analysts	Neutral	02:02:57	25,11
		Negative	01:31:44	18,74
		Σ	03:34:41	43,85
	Journalists (Media Service Provider)	Negative	02:14:52	27,55
		Neutral	01:27:09	17,80
		Positive	00:03:51	0,79
		Σ	03:45:52	46,14
	BORIS TADIĆ - COME ON PEOPLE	Neutral	00:45:08	9,22
	ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING	Positive	00:03:54	0,79
TOTAL			08:09:35	100,00

<sup>39</sup> On the program of the cable media service provider Insajder TV, optional program content is recorded only in one daily news show - Marker (from the News and Journals category), which is also the central news show.

Program statistics for the period 15.02.2022 – 31.03.2022.

## GENERAL AND SPECIALIZED INFORMATIVE BROADCASTS

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 151 – broadcasts: *Insajder debata, Intervju sa Jugoslavom Ćosićem, Marker specijal, Pravo na glas, Election TV spot: CRTA***

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
TV Insajder	<b>Analysts</b>	Negative	16:08:57	10,01
		Neutral	07:37:41	4,73
		Positive	00:09:49	0,10
		$\Sigma$	<b>23:56:27</b>	<b>14,84</b>
	<b>Journalists (Media Service Provider)</b>	Negative	05:31:00	3,42
		Neutral	04:56:39	3,06
		Positive	00:25:48	0,27
		$\Sigma$	<b>10:53:27</b>	<b>6,75</b>
	<b>Other campaign participants (CRTA, PNT)</b>	Negative	11:31:54	7,15
		Neutral	02:07:35	1,32
		Positive	00:04:52	0,05
		$\Sigma$	<b>13:44:21</b>	<b>8,52</b>
	$\Sigma$		<b>48:34:15</b>	<b>30,11</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	Negative	22:02:31	13,66
		Neutral	06:30:26	4,03
		Positive	01:36:47	1,00
		$\Sigma$	<b>30:09:44</b>	<b>18,69</b>
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENVIĆ</b>	Negative	21:49:11	13,52
		Neutral	04:09:45	2,58
		Positive	01:48:10	1,12
		$\Sigma$	<b>27:47:06</b>	<b>17,22</b>
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	Negative	12:28:02	7,73
		Neutral	01:36:22	1,00
		Positive	01:25:36	0,88
		$\Sigma$	<b>15:30:00</b>	<b>9,61</b>

TV Insajder	DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA	Negative	05:46:21	3,58
		Neutral	01:34:18	0,97
		Positive	00:25:12	0,26
		Σ	07:45:51	4,81
	BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT “DVERI” - POKS	Negative	06:04:04	3,76
		Neutral	00:41:56	0,43
		Positive	00:15:52	0,16
		Σ	07:01:52	4,35
	IVICA DAČIĆ – PRIME MINISTER OF SERBIA	Negative	05:34:20	3,45
		Neutral	00:52:12	0,54
		Positive	00:32:58	0,34
		Σ	06:59:30	4,33
	SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)	Negative	05:38:36	3,50
		Positive	00:10:00	0,13
		Neutral	00:10:24	0,11
		Σ	05:59:00	3,74
	BORIS TADIĆ - COME ON PEOPLE	Negative	04:56:00	3,06
		Neutral	00:39:48	0,41
		Positive	00:15:32	0,16
		Σ	05:51:20	3,63
	MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY “ZAVETNICI”	Negative	01:46:52	1,10
		Positive	00:50:39	0,52
		Neutral	00:18:47	0,19
		Σ	02:56:18	1,81
	DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY	Negative	02:14:48	1,39
		Positive	00:19:36	0,20
		Neutral	00:10:36	0,11
		Σ	02:45:00	1,70
	Electoral lists		112:45:41	69,89
TOTAL		161:19:56	100,00	

Program statistics for the period 15.02.2022 – 31.03.2022  
OTHER TYPES OF PROGRAM CONTENT (Documentary)  
REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS

**Table 152 – broadcasts: *Insajder*, Male velike priče**

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
<b>TV Insajder</b>	<b>Journalists (MSP)</b>	Negative	<b>19:40:09</b>	<b>100,00</b>

**Program statistics for the period 02.03.2022 – 31.03.2022**  
**TOTAL ELECTION TIME**  
**REPRESENTATION OF PRESIDENTIAL CANDIDATES**  
**in program contents of ALL TYPES (except election advertising)**

**Table 153 – shows: Insajder, Insajder debata, Intervju sa Jugoslavom Ćosićem, Marker specijal, Pravo na glas, Election TV spot: CRTA**

MSP	Election campaign participant	context/tonality	Duration of broadcasting	% of share in program duration
TV Insajder	ZDRAVKO PONOŠ	Neutral	04:21:21	3,02
		Negative	02:16:21	1,58
		Positive	00:17:30	0,20
		Σ	06:55:12	4,80
	BILJANA STOJKOVIĆ	Negative	04:45:12	3,30
		Positive	00:50:00	0,58
		Neutral	00:18:00	0,21
		Σ	05:53:12	4,09
	BRANKA STAMENKOVIĆ	Positive	00:07:00	0,08
		Presidential candidates	12:55:24	8,97
REPUBLICAN AND LOCAL LEVELS OF ELECTIONS			131:07:21	91,03
TOTAL ELECTION TIME			144:02:45	100,00

Program statistics for the period 15.02.2022 – 31.03.2022  
**REPRESENTATION OF STATE OFFICIALS AND ELECTION CAMPAIGN PARTICIPANTS: ALL ELECTION LEVELS**  
in program contents of ALL TYPES (except election advertising)

Table 154.

MSP	State function	Duration of broadcasting	% of share in program duration
TV Insajder	President of the Assembly of Serbia	00:54:46	0,47
	Secretaries of State	00:44:31	0,39
	Minister for Human and Minority Rights	00:32:40	0,28
	President of the Republic of Serbia	00:24:10	0,21
	Minister for Labour, Employment, Veterans and Social Affairs	00:20:31	0,18
	Republican officials	00:15:45	0,14
	Prime Minister of the Republic of Serbia	00:04:35	0,04
	Minister without portfolio for regional development and coordination of work of public enterprises	00:04:13	0,04
	Minister of Interior Affairs	00:00:18	0,00
	<b>TOTAL STATE OFFICIALS</b>	<b>03:21:29</b>	<b>1,75</b>
MSP	Election campaign participant	Duration of broadcasting	% of share in program duration
TV Insajder	<b>Journalists (Media Service Provider)</b>	34:19:28	17,83
	<b>Analysts</b>	37:31:08	14,29
	<b>Other campaign participants (CRTA, PNT)</b>	13:44:21	7,14
	<b>Σ</b>	<b>75:34:57</b>	<b>39,26</b>
	<b>MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA</b>	30:09:44	15,67
	<b>WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović</b>	27:47:06	14,43
	<b>ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING</b>	15:33:54	8,08
	<b>DR MILOŠ JOVANOVIĆ – HOPE FOR SERBIA</b>	07:45:51	4,03
	<b>BOŠKO OBRADOVIĆ - SERBIAN MOVEMENT "DVERI" - POKS</b>	07:01:52	3,65
	<b>IVICA DAČIĆ – PRIME MINISTER OF SERBIA</b>	06:59:30	3,63
	<b>BORIS TADIĆ - COME ON PEOPLE</b>	06:36:28	3,43
	<b>SOVEREIGNISTS – SAŠA RADULOVIĆ (DJB), MILAN STAMATOVIĆ (ZS), DR JOVANA STOJKOVIĆ (ŽZS)</b>	05:59:00	3,12
	<b>MILICA ĐURĐEVIĆ STAMENKOVSKI - SERBIAN PARTY "ZAVETNICI"</b>	02:56:18	1,53
	<b>DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY</b>	02:45:00	1,43
	<b>Electoral lists</b>	<b>113:34:43</b>	<b>59,00</b>
	<b>TOTAL ELECTION PROGRAM</b>	<b>189:09:40</b>	<b>98,26</b>
<b>TOTAL</b>		<b>192:31:09</b>	<b>100,00</b>

Program statistics for the period 15.02.2022 – 31.03.2022

## TOPICS OF PROGRAM CONTENT DURING THE ELECTION CAMPAIGN in program contents of ALL TYPES (except election advertising)

Table 155.

ELECTION PROGRAM	Duration of broadcasting	% of share in program duration	STATE OFFICIALS	Duration of broadcasting	% of share in program duration
Elections in general, campaign, procedure	41:04:35	21,72	Social policy, healthcare	0:57:24	28,49
Social policy, healthcare	24:49:00	13,12			
The media	22:03:30	11,66			
Corruption, crime	18:47:45	9,94	Crisis in Ukraine	0:51:05	25,35
Youth, education	11:01:55	5,83			
Criticism of the authorities	10:19:46	5,46			
Crisis in Ukraine	10:03:46	5,32	Economic policy, tax policy	0:33:21	16,55
International political and economic cooperation	7:20:48	3,88			
Election promises	6:14:22	3,30			
Kosovo and Metohija	5:00:12	2,65	Kosovo and Metohija	0:18:22	9,12
Public opinion research, forecasts	4:58:47	2,63			
Critical of the opposition	4:29:29	2,37			
Army, police	3:29:00	1,84	Culture, tradition	0:15:45	7,82
Ecology	2:50:16	1,50			
Human and minority rights	2:21:52	1,25			
European integration	1:59:02	1,05	Ecology	0:11:10	5,54
Covid 19	1:49:14	0,96			
Culture, tradition	1:47:03	0,94			
Challenging candidates, mutual criticism	1:41:54	0,90	Regular state activities	0:08:19	4,13
Inter-party dialogue	1:11:28	0,63			
Economic policy, tax policy	1:09:16	0,61			
Lustration	0:42:30	0,37	Montenegro	0:06:03	3,00
Electoral support	0:37:37	0,33			
Topics individually represented < 0.30% (total)	3:16:33	1,74			
<b>TOTAL</b>	<b>189:09:40</b>	<b>100,00</b>	<b>TOTAL</b>	<b>3:21:29</b>	<b>100,00</b>

## ANALYSIS OF ELECTION PROGRAM CONTENT OF MEDIA SERVICE PROVIDER INSAJDER TV

On the TV Insajder program during the election campaign for the Republican, Presidential and Local elections in 12 municipalities and two cities (Belgrade and Bor), **192 hours 31 minutes and 9 seconds** of election programs (without advertising election messages) were broadcasted, which resemble **17.83%** total broadcast program of this television. Television Insajder, a cable news channel, broadcast election content as part of its regular news program - in daily news (news), shows from the regular program schedule and one specialized show.

The regular news program was the most dominant type of content during the election campaign. The dominant topics, apart from election procedures, were: "social policy", "media", "corruption and crime", "youth and education" and "crisis in Ukraine". Contributions with a negative tonality (context) dominated - **76.65%**, followed by neutral ones, **18.87%** of the realized program, while **4.48%** of the content was broadcast in a positive context.

### DAILY INFORMATIVE BROADCASTS

TV Insajder published information about the promotional activities of parties and electoral lists in the central (and only) daily news program *Marker*. This recorded show is broadcast four times a day: around 6, 12, 18 and 23:30; most of the features are the same, except that in later shows the content is supplemented with more current columns about current events. Following daily events and current topics, outside of the election context, government officials were guests. Most of the time was devoted to **Ivica Dačić**, President of the Serbian Parliament, **Uroš Kandić**, State Secretary, and **Gordana Čomić**, Minister for Human and Minority Rights. As far as the election topic is concerned, in this show, by far the most time was devoted to analysts.

In the central news broadcast, **62.47%** of the contributions were in a neutral tone, mostly on the topic of election procedures, the crisis in Ukraine, public opinion research and economic, environmental and social issues. **36.37%** of the rubrics were recorded as negative; the highest criticism of the government, as well as "about corruption and crime", and election promises were mostly presented in a positive context - **1.16%**.



## REGULAR AND INFORMATIVE BROADCASTS DEDICATED TO THE ELECTIONS

As part of regular and specialized shows, election content was broadcast in regular shows: *Insajder debata*, *Marker specijal* and *Intervju sa Jugoslavom Ćosićem*, and the specialized election show *Pravo na glas*.

The regular show *Insajder debata*, in the form of a conversation in the studio with several guests of different ideological positions, with recorded contributions and polls, was the central election show. The shows were repeated several times during the premiere and the following day, some even five or six times. Most of the time was dedicated to the coalitions **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA** and **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović**, whose representatives participated in five debates each, and the lists **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING** and **IVICA DAČIĆ – PRIME MINISTER OF SERBIA**, whose representatives participated in two debates, together with analysts and members of organizations that monitor the regularity of elections (CRTA). Representatives of other electoral lists participated in one debate each. Due to the critical approach in the statements and attitudes of the guests, the negative tonality dominated with **95.19%** participation, mostly in relation to the social, educational and media situation and politics; neutral context, mainly on the topics of election procedures and the crisis in Ukraine was recorded in 2.61% of the broadcast, and positive (mainly election promises and support) in **2.20%**.

The interview with Yugoslav Ćosić is a show by one of the editors of the news program of this MSP, in the form of a conversation with one guest in the studio. It is characterized by an author's approach to topics. Representatives of coalitions were guests: **WE MUST -ACTION- ECOLOGICAL UPRISING - ĆUTA - "LET'S NOT BELGRADE DROWN" - NEBOJŠA ZELENović**; **BILJANA STOJKOVIĆ** candidate in the presidential elections and **Nebojša Zelenović**; **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA: ZDRAVKO PONOŠ**, candidate in the presidential elections and Vladeta Janković, holder of the electoral list in the Belgrade elections; and **ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING: Danica Grujičić**, prominent representative of the election list. In the show in which the guest was **Nebojša Vujović**, an analyst and former career diplomat, which was mostly devoted to the war in Ukraine, the guest looked back at certain personalities who were participants in the election process, so this show also had an election character. The presenter's attitude towards the guests was neutral, but strongly critical, as a result of which most of the participants' statements were negatively intoned, mostly critical of the authorities, but also of the opposition and the topic of environmental problems related to the exploitation of lithium in Serbia.

The *Marker specijal*, an interview with individual election participants, along with thematic contributions in which their work is presented and analyzed, was the central show for presenting the program and the participants of the election process. All-important participants in the election process were presented, time-balanced, and each had a premiere show. Due to several repeat editions of the show, in the final total, more time was dedicated to the representatives of the coalition **MARINIKA TEPIĆ - UNITED FOR THE VICTORY OF SERBIA - Marinika Tepić** and **DR MILOŠ JOVANOVIĆ - HOPE FOR SERBIA - Miloš Jovanović**. Media analysts **Rade Veljanovski** (Temporary Supervisory Authority for Media Monitoring during the Election Campaign) and **Zoran Gavrilović** (BIRODI) and political analysts: **Dejan Vuk Stanković** and **Cvijetin Milivojević** participated in the shows. In this show as well, the views of the participants were mostly negatively intoned mostly on the topics of corruption and crime, the situation in the media and direct, explicit criticism of the government.

Analysts and observers of the election process from the observation mission of the CRTA were guests in the specialized program *Pravo na glas*, in the form of a conversation in the studio with guests along with recorded contributions and surveys. The show was conceived in a very problematic way; analysts analysed and explained specific problems and procedures related to the election process in detail and expertly. The ratio between negatively, neutrally and positively intoned attitudes was similar to the other mentioned shows of this MSP: **65.01%** were negative, of which the majority were on the topic of electoral behaviour of the participants and procedures, then on the situation in the media, while one whole show was devoted to the analysis of the election promises of the election participants, about which the guests were extremely critical, so a large number of segments on that topic were negatively intoned.

#### **OTHER TYPES OF PROGRAM CONTENT (documentary program)**

The documentary-research form “Insajder”, in which state officials and personalities participating in the election process appear, was repeated several times during the election campaign without a clear editorial justification or grounding in current events. Episodes of older productions are rerun, many times during the day. So, for example, Episodes *Politika kao biznis* Part 1 and 2 from 2020, rerun on February 21, and the 3rd, 4th, and 5th continuations of the same show on February 27th and 28th, twice each. Frequent replays during the election process can be interpreted as the attitude of the broadcaster: in a negative context, primarily towards the authorities. Therefore, all broadcast segments from this show that directly or indirectly refer to the election participants are negatively intoned. Only two topics were registered - corruption and crime and the situation in the media.

Broadcasts that indirectly related to the election participants were also aired in the show “*Male velike priče*”.

## *VI* chapter

### **REM COUNCIL PROCEEDINGS, COMPLAINTS AND APPEALS TO THE ELECTION PROCESS**

- 07-422/22, Ex officio report, TV N1, 417<sup>th</sup> extraordinary session, March 1, 2022.

As part of the series “*Decenija vlasti*”, TV N1 broadcast a show in the genre of informative program, with documentary elements. It is entirely dedicated to the President of the Republic of Serbia, Mr. Aleksandar Vučić, and his political activity. In parts of the show, Aleksandar Vučić is linked to the criminal milieu without any evidence or insinuations about his close connection with the criminal milieu. The current Government in Serbia, embodied in Aleksandar Vučić, is strongly insinuated and linked with the murder of Oliver Ivanović; the government embodied in Aleksandar Vučić is linked, without any evidence or court rulings, to many criminal acts that the media informed the public about. The value determination of the content of the show in relation to Aleksandar Vučić is extremely unfavourable and marked by political intolerance; the show as a whole consists of political and moral disqualifications, which was adapted to the choice of interlocutors in the show, who also spoke very unfavourably about his political role. A distinctly one-sided approach affects the credibility and completeness of the ideas and opinions it publishes, and the show in question could be considered from the point of view of Article 5 of the Rulebook on the Protection of Human Rights in the Field of Media Services (Truthfulness and Completeness of Information). Nevertheless, bearing in mind that the statements from the show rely on knowledge that is known to the public beyond this show, and that documentary content was also provided with the aim of supporting the presented assessments, and above all due to the fact that Aleksandar Vučić is in a high political position, the REM Department believes that in this case preference should be given to the provision from Article 7, Paragraph 2 of the Rulebook, which gives the media service provider the freedom to comment on information, ideas or opinions in accordance with its editorial concept. When viewed, not only this but all shows from the “*Decenija vlasti*” series, a very negative assessment of the entire political activity of Aleksandar Vučić was observed, but it can be brought under the editorial right of the author of the series and TV N1. However, the accusations that are constantly levelled against the President represent a series of insinuations skillfully illustrated with pictures and different tonal commentaries by the participants of the shows in order to create the impression of the truth of such claims.

**Decision:** The Council made a decision that Article 4, Paragraph 1, Article 5, paragraph 1 and 2, Article 7, paragraph 3, Article 8, paragraph 2 and Article 27, paragraph 1 of the Rulebook on the Protection of Human Rights in the Field of Providing Media Services have been violated. The REM Department was ordered to send the Letter on committed violations of the Rulebook and the Report of the Department for Monitoring and Analysis of the Broadcaster's Program and deliver it to the Regulator of Audio-Visual Media Services in Luxembourg (ALIA)<sup>40</sup> and to the Media Service Provider TV N1.

<sup>40</sup> Earlier, on February 7, 2022, a letter was sent to the same Regulator regarding the series “*Junaci doba zlog*” (episode *Fikus za šefa*), because the REM Council made a decision that its content violated Article 27 of the Rulebook on the Protection of Human Rights in the Field of Media Services.

- 07-476/22, **Pavle Dimitrijević (CRTA – Centre for Research, Transparency and Accountability)**, Media Service Provider PINK MEDIA GROUP LLT, Belgrade - News, **236th regular session, May 5, 2022**

The person who filled the appeal stated that the media service provider, in the program broadcast under the abbreviated identification sign "Vesti", broadcast directly from Merošina the pre-election meeting of the declared electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING from 12:08 to 13:02. According to the text of the appeal, the aforementioned program was separated by sound and image from the rest of the program, and labelled as "political marketing". Further on the appeal states that TV Vesti thereby exceeded the permitted duration of advertising within the full hour provided for in Article 35 of the Law on Advertising and, in addition, with continuous advertising in the duration of 54 minutes put the other submitters of electoral lists in an unequal position.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was published for about 53 minutes. The subject program is marked as election marketing at the beginning and end. The broadcast began with a telop with the inscription: "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING" in Merošina, with the party's logo. As part of the event, a 75-second SNS promotional video has been released.

Decision: File a request to initiate misdemeanor proceedings based on Article 35 of the Law on Advertising against MSP PINK MEDIA GROUP LLT, Belgrade - News.

- 07-477/22, **(CRTA)**, SOS channel PLUS, **236th regular session, May 5, 2022.**

The person who filled the complaint stated that the media service provider, in the program broadcast under the abbreviated identification sign "SOS channel plus" directly from Merošina, broadcast the pre-election meeting of the declared electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING from 12:05 to 13:00.

The applicant indicated that "SOS channel plus" is a media service specialized in sports content and, as such, the holder of the appropriate license. Given that the program in question is not of a sports nature, the Regulator is requested to initiate appropriate proceedings in this regard.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was published for about 53 minutes. The content is not marked as election marketing or advertising. The broadcast was started with a telop with the inscription: "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING" in Merošina, with the party's logo (time code 12:06:45). As part of the event, a 75-second SNS promotional video was released.

According to Article 24 of the Law on Electronic Media (paragraph 2), the Regulator is obliged to take particular care that media service providers comply with the obligations related to the program content provided for in this law and the conditions under which the license was issued to them, which in particular applies on the type and character of the program.

Decision: There is no grounds for initiation of proceedings.

- 07-478/22, **Pavle Dimitrijević (CRTA)**, Media Service Provider ZONA PLUS LLT, Niš - TV Zona Plus,

**236<sup>th</sup> regular session, May 5, 2022.**

The applicant stated that media service provider in the program broadcast under the abbreviated identification sign "Zona plus" in its information program from Merošina from 12:07 to 13:00 directly broadcast the pre-election meeting of the declared electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was published for about 53 minutes. The broadcast started with a telop with the inscription: "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING" in Merošina, with the party's logo (time code 12:06:45). As part of the event, a 75-second SNS promotional video was released.

**Decision:** File a request to initiate misdemeanor proceedings based on Article 35 of the Advertising Act against MSP ZONA PLUS LLT, Niš - TV Zona Plus.

- 07-479/22, **Pavle Dimitrijević (CRTA)**, Media Service Provider Radio Television BELLE AMIE LLT, Niš - TV Belle amie, **236<sup>th</sup> regular session May 5, 2022.**

The lodger stated that in the program that is broadcast under the abbreviated identification sign "TV Belle amie" directly from Merošina, media service provider broadcast the pre-election meeting of the declared electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING from 12:08 to 13:02. The aforementioned program, according to the appeal, was separated by sound and image from the rest of the program with the label "political marketing", and states that TV Belle amie thereby exceeded the allowed duration of advertising within the full hour provided for in Article 35 of the Law on Advertising and, in addition, uninterrupted by advertising for a duration of 54 minutes, put the other candidates on the electoral lists in an unequal position.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was published for about 53 minutes. The subject program is marked as elective marketing at the beginning and end. The broadcast started with a telop with the inscription: "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING" in Merošina with the party's logo. As part of the event, a 75-second SNS promotional video was released.

**Decision:** File a request to initiate misdemeanor proceedings based on Article 35 of the Law on Advertising against MSP Radio Television BELLE AMIE LLT, Niš - TV Belle amie.

- 07-480/22, **Pavle Dimitrijević (CRTA)**, MSP Association for foreign and domestic wholesale and retail trade, services and cooperation SAT-TV COMMUNICATIONS export-import LLT, Požarevac - SAT TV, **236<sup>th</sup> regular session May 5, 2022.**

The applicant stated that MSP, in the program broadcast under the abbreviated identification sign "SAT TV", directly from Merošina broadcast the pre-election meeting of the declared electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING from 12:08 to 13:02. The aforementioned program, according to the application, is separated by sound and image from the rest of the program and marked as "political marketing". Further on it is stated in the appeal that SAT TV then exceeded the allowed duration of advertising within a full hour provided for in Article 35 of the Law on Advertising and, in addition, with continuous advertising lasting 54 minutes, put the other candidates on the electoral lists in an unequal position.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was published for about 53 minutes. The subject program is marked as elective marketing at the beginning and end. The broadcast started with a telop with the inscription "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING" in Merošina with the party's logo. As part of the event, a 75-second SNS promotional video was released.

Decision: File a request to initiate misdemeanor proceedings based on Article 35 of the Law on Advertising, against MSP Society for Foreign and Domestic Wholesale and Retail Trade, Services and Cooperation SAT-TV COMMUNICATIONS eksport-import d.o.o., Požarevac - SAT TV.

- 07-481/22, **Pavle Dimitrijević (CRTA)**, Media Service Provider TV MOST LLC for informative publishing activity, Novi Sad - TV Most, **236<sup>th</sup> regular session, May 5, 2022.**

The lodger has stated that media service provider, in the program broadcast under the abbreviated identification sign "TV Most", in its information program from Merošina on February 19, 2022, from 12:09 to 1:01 p.m., directly broadcast the pre-election meeting of the announced electoral list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING. The lodger perceived this as a violation of the Law on Advertising (Art. 35) and requested the initiation of a misdemeanour procedure due to the violation of the aforementioned Law.

Upon inspection of the content, it was determined that within the program, at the indicated time, the broadcast of the pre-election meeting of SNS was aired for about 53 minutes. The statement from the application is incorrect in the part where it is said that the program was published under the label "political marketing". The broadcast of the meeting was carried out under the label "election program". The broadcast began with a text with the inscription: "Live from the electoral convention of the list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING in Merošina with the party's logo." As part of the event, a 75-second SNS promotional video was released.

Decision: File a request to initiate misdemeanor proceedings based on Article 35 of the Law on Advertising against TV MOST LLT for informative publishing activity, Novi Sad - TV Most

- 07-629/22, **Vladana Jaraković (CRTA)**, Media Service Provider RADIO TELEVISION NOVI PAZAR LLC, Novi Pazar - TV Novi Pazar, 236<sup>th</sup> regular session May 5, 2022. Presentation of Minister Tatjana Matić's visits to Novi Pazar and Tutin, within the electoral block, and other election contents. In the complaint, it was stated that the holder of public authority (Minister Tatjana Matić) during the informative news presented within the marked election program, appeared in the capacity of her public function and at the same time as a party functionary who referred to party lists or candidates in a promotional way.

An inspection of the program of TV Novi Pazar revealed that on March 11, 2022, in the program "Dnevnik" within the block (for about 15 minutes) marked "Elections 2022" this media service provider reported on the visit of Minister Tatjana Matić, who spoke about the investments of the Ministry in the city of Novi Pazar, during which the mayor of Novi Pazar, Anela Halilović Šemsović, also made a statement. In the continuation of the same block, Tatjana Matić is directly involved in the program, this time in the capacity of Vice-President of the political party SDPS, from the party premises in Novi Pazar. Content related to other parties (SNS, SPP) was also presented within the same electoral block, without distinguishing between regular official

activities in the election campaign, and classic election spots. According to the described scheme, an election block was also published in "Dnevnik" on March 14, 2022, where the visit of Minister Tatjana Matić to Tutin and the contribution of the Ministry of Trade, Tourism and Telecommunications to the improvement of Tutin was reported about for about four minutes, and then, in the party premises of the SDPS, lasting about three minutes, where Tatjana Matić approximately repeated what she had previously stated in the capacity of a state official. Among the other election content, a two-and-a-half-minute report from the SDPS pre-election meeting was shown, as well as a part of the speech of Ušame Zukorlić, the President of the Justice and Reconciliation Party, in Frankfurt, lasting about 45 seconds. It was also reported on the visit of Nikola Selaković and other officials of the Serbian Progressive Party to the Pomoravlje District. Although it is presented as a report, it is a promotional video, without significant content specific to the Pomoravlje District.

By treating election content in the described manner, RTV Novi Pazar did not implement recommendation number 5 directed to the commercial media service providers about the manner of behavior during the election campaign by not adhering to the rules of professionalism, objectivity and journalistic ethics, and by bringing the activities of certain candidates from the electoral lists, i.e. their political views, into a privileged position, and enabling the privileged position of government representatives - public office holders in relation to other participants in the election process.

Decision: The procedure for imposing a measure on MSP RADIO TELEVISION NOVI PAZAR LLC, Novi Pazar - TV Novi Pazar is initiated due to the existence of reasons underlined in Article 47, paragraph 1, item 5 of the Law on Electronic Media.

- 07-630/22, **Vladana Jaraković (CRTA)**, Public Media Institution Radio Television of Serbia, Belgrade – RTS1, **236th regular session May 5, 2022.**

Appearance during the election campaign in the entertainment program of Iva Štrljić, who is a candidate on the council list of SNS.

In the appeal, it was stated that during the election campaign period, RTS 1 broadcast two episodes of the entertainment series "Na večeri kod..." in which Iva Štrljić, a candidate on the declared election list for councilors in the Assembly of the City of Belgrade, participated. The shows were then repeated. The program contents presented were produced in 2022, which is the information presented in the show's closing credits.

After reviewing the recording of the RTS 1 program, it was determined that the statements in the application are correct. It is about an entertainment program (a culinary show-program in which celebrities perform) without any political content. In the episode premiered on March 7, the appearance of Iva Štrljić is on a larger scale, considering that the episode was designed so that Iva plays the role of a housewife, while in the show premiered on February 28, the appearance is much smaller.

On February 28, 2022, RTS sent a letter to the Regulator informing them about the case, stating that it was about a program that was recorded in November 2021, when no information could be obtained about the composition of the candidate lists for the elections. According to those statements, changing the dynamics of the presentation would disrupt the concept of the entire series, bearing in mind that it is the final show (in which a prize is awarded, the amount of which is intended for the Institution for Children and the Disabled "Sremčica").

Iva Štrljić was on the list of candidates for councilors for the city of Belgrade, and, on that basis, the applicant requests the application of Article 4, para. 4 of the Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, which does not allow the appearance of candidates from the electoral lists in feature, documentary and entertainment programs and other programs, and the appearance of Iva Štrljić is inconsistent with the said regulation.



In this way, the public media service, according to the application, provided the SNS electoral list with a privileged position in relation to other election participants, and thus violated the obligation from Article 47, paragraph, point 5 of the Law on Electronic Media, more closely determined by Article 4, Paragraph 4 of the Regulations.

After reviewing the program of RTS 1, it was determined that the series "Na večeri sa..." represents a program unit. A possible stoppage of its publication until the end of the election campaign in terms of programming and other aspects would represent a difficulty for RTS and even partially make the series pointless. Bearing in mind the above mentioned, and starting from the assessment that Iva Štrljić is a professional actress whose performance in television programs is not unusual and that her appearance in an entertainment show does not represent a political affirmation that would be of great benefit to the candidate list she represents, RTS could not have knowledge of the composition of the candidate lists for the elections, the REM Department believes that the statements from the RTS letter should be taken into account, and the appeal rejected as unfounded.

**Decision:** There is no grounds for initiation of proceedings.

- 07-631/22, **Vladana Jaraković (CRTA)**, Media Service Provider VTV d.o.o., Subotica – TV Subotica, **236<sup>th</sup> regular session May 5, 2022.**

The appeal refers to the transmission of the ceremonial opening of the section of the Belgrade - Novi Sad railway. The President of Serbia, Aleksandar Vučić, and the Prime Minister of Hungary, Viktor Orbán, opened the section. The transmission lasted about 90 minutes.

Upon inspection of the recording, it was determined that it was a direct broadcast of the journey from Belgrade to Novi Sad and the manifestation of the opening of the railroad, with speeches by Aleksandar Vučić and Viktor Orbán. The program is marked as an election, which is why the applicant of the appeal believes that the activity of the President of the Republic is presented as an election activity, and therefore the privileged position of the government representative - holder of public office in relation to other participants in the election process is enabled.

During the event, no direct election messages were delivered, with the exception of one uttered by Viktor Orbán, which referred to the expectation that Aleksandar Vučić and Orbán himself will be in power in the next term (elections were held in Hungary on the same day as in Serbia), and what TV Subotica could not influence.

The REM Department believes that this is a very significant event and that the legitimate editorial decision of TV Subotica to show it in a live broadcast cannot be disputed, especially because of the visit of the Prime Minister of Hungary Orbán, bearing in mind the interest of the Hungarian national minority, which is in large numbers represented in Subotica. The nature of the event is such that it is not appropriate to mark it as an election program. The content, whose usual place is within the news program, is marked as electoral, however, it is not visible how this circumstance significantly favored the list led by Aleksandar Vučić. The mere fact that the program was wrongly marked as electoral is not enough to conclude about favoritism, that is, discrimination of participants in the electoral process.

**Decision:** There is no grounds for initiation of proceedings.

- 07-632/22, **Vladana Jaraković (CRTA)**, MService Provider VTV LTD, MSP Broadcasting Company B92 AD, Belgrade - TV B92, **236<sup>th</sup> regular session May 5, 2022**.  
The lodger of the appeal stated that TV B92, in its news program - News, as one of the programs in the show, published the election content of the Serbian Progressive Party, which is actually a promotional video where the website address [www.delagovore.rs](http://www.delagovore.rs) was shown at the end of the video (this is the election slogan of SNS).

Upon inspection of the recording of the TV B92 program, the REM Department determined that the statements in the appeal were correct. The promotional video is 20 seconds long. The content in question does not comply with point 3. Recommendation to Commercial Media Service Providers on the Manner of Behaviour During the Election Campaign. By publishing the SNS promotional video as part of the regular news program, TV B92 brought the electoral list of participants in the elections to a favored position.

**Decision:** File a request to initiate misdemeanor proceedings based on Article 35 of the Law on Advertising against MSP B92 AD, Belgrade - TV B92.

07-844/22, **Vladana Jaraković (CRTA)**, Media Service Provider PINK MEDIA GROUP LLC, Belgrade – TV Pink

The lodger of the appeal refers to the “Amidži Show” broadcast on March 29, 2022, in which, as stated, the guest was the President and candidate in the presidential elections and holder of the list, Aleksandar Vučić. The presenter introduced the guest as the President, but allowed him to present the program and talk about the ongoing campaign. As stated, the show featured a clip of the promotional video of the presidential candidate Aleksandar Vučić, i.e. the election list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING.

**The appeal is still being processed.**

- 07-651/22, **Aleksandar Baltić**, TDI RADIO

The lodger of the appeal states that during the election silence, TDI radio broadcasts alleged news every hour, but in fact the campaign of a party.

Request for arrangement sent - The lodger of the appeal did not respond.

- 07-653/22, **Ex officio report**, TV Nova S

United Media - Nova S in the show "Među nama" on April 1, during the election silence, broadcast election content in the news program. The guest of the show was BILJANA STOJKOVIĆ, candidate of the WE MUST coalition. During the conversation (30 min) the election content was broadcast. Srđan Milivojević also spoke on the show, signed as UNITED FOR THE VICTORY OF SERBIA. In the section dealing with the student protest, an invitation to young people to vote against the dictatorial regime was published. The statements of Aleksandar Jovanović - Ćuta and Milan Turanjanin (signed as the WE MUST coalition), Tamara Milenković Kerković (SERBIAN MOVEMENT "DVERI"), Janko Veselinović (UNITED OPPOSITION OF SERBIA) and Mioljub Majstorović (founder of SNS in Čačak) were published. A promotional election block entitled "Elections 2022" was also published.

**Conclusion:** The content does not comply with the regulation regarding the observance of election silence. Report sent to the Luxembourg Regulatory authority and United Media.

- 07-653/22-1, **Ex officio report**, Media Service Provider Happy TV, Belgrade - National Happy TV, **423<sup>rd</sup> extraordinary session, April 4, 2022.**  
On April 1, 2022, after midnight, from approximately 00:02:28 to 3:04:00 a.m., the program content *Dobro jutro, Srbijo* was shown on the National Happy TV program, in which the election campaign was commented on in certain segments of the program and individual campaign participants who are on electoral lists. Apparently, it is about program content that was premiered on the last day of the election campaign, March 31, 2022, parts of which were repeated in the specified time, when the election silence was in effect. Hosts were Milomir Marić and Katarina Korša.  
In the segment in which the guests were journalist Marko Matić and political scientist Darko Zlojutro, the support given by more than a thousand people to the presidential candidate ALEKSANDAR VUČIĆ was commented on in a positive way, and in a positive context the composition of the election list was also mentioned at one point. In a negative context, the opposition was mentioned, without specifying, which constantly recycles spent, old compromised personnel, as well as that the opposition does not have an adequate program. In a critical context, Dragan Đilas (candidate for MP of the coalition UNITED FOR THE VICTORY OF SERBIA) and presidential candidate ZDRAVKO PONOŠ were mentioned by name. In the segment of the program in which the guests were journalists Saša Milovanović (Srpski Telegraf) and Duško Vukajlović (Objektiv), among other things, a video was shown in which Vladimir Orlić (candidate for deputy from the election list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING) talks about election promises of this list, and Dragan Đilas was also mentioned in a negative context (allegedly that he has 35 apartments). Saša Milovanović said that he proudly voted for Vučić, because he guarantees peace and stability, and he pulled the country out of the ashes. A segment was also shown in which the Minister for State Administration and Local Self-Government in the technical mandate, Marija Obradović, explained the election procedures and technical details related to the elections and confirmed that there are no fake and phantom voters in the voter list. She called on the citizens to go to the polls, but she also expressed her fear of how the opposition will react due to the bad results they will have in the elections. In the program segment in which the guests were Dejan Vuk Stanković, Bojan Bilbija and Nebojša Krstić, the election campaign was also discussed. So, for example, Dejan Vuk Stanković stated that very few people will vote for Tadić; Nebojša Krstić spoke critically about Tadić and Ponoš in connection with the election campaign; a video from 2012 was shown in which Dragan Đilas speaks negatively about PRIDE, and a video of Sulejman Ugljanin's statement about same-sex unions was also shown. Ugljanin is the holder of the SDA Sandžak list. In the program segment in which Boža Spasić was the guest, the guest said at the end that the citizens will come out to celebrate the victory of the magnificent Aleksandar Vučić. Two program segments were also shown in which the war in Ukraine was discussed.

**Decision:** It is established that Media Service Provider Happy TV, Belgrade - National Happy TV violated Article 6, Paragraph 3 of the Law on the Election of People's Representatives. The competent state body was informed about the observed irregularities in the MSP program, in accordance with the provisions of the Law on the Election of People's Deputies.

- 07-653/22-2, **Ex officio report**, MSP B92 d.o.o., Belgrade - TV B92, **423<sup>rd</sup> extraordinary session, April 4, 2022.**

On April 1, 2022, starting at 17:51, TV B92 published the show "Presek" from the category of informative program - news subgenre, lasting about 5 minutes. In the 61-second report, there were statements related to the election activities of MP and SNS official Vladimir Orlić was published.

*Transcript:*

(Off) People's deputy Vladimir Orlić said that part of the opposition led by Dragan Đilas is looking for an alibi for its collapse in the elections, as well as a way to dispute the results of the elections. Orlić said that part of the opposition printed invitations for the elections that they distributed to the citizens in order to challenge the electoral process in Serbia and showed that these were falsified ballots that were distributed by Đilas' activists. Vladimir Orlić said: "We also believe, we found out, we heard, that the slips were printed and personally distributed by Dragan Đilas, Vuk Jeremić and others, with the desire and intention to steal the elections" (...) In the following report, lasting 57 seconds, research by the agency "Faktor plus" was published with detailed estimates of the turnout and the percentage of votes that candidate lists will receive in the elections on April 3.

Given that an official of the party participating in the elections and a candidate on the lists was given the opportunity to make serious accusations against political opponents, which have the character of a criminal offense, during the period of election silence, and that they were not able to respond to the accusations in a regular manner, due to the fact that there is an election silence, the procedure of the MSP is not in accordance with Article 6 of the Law on the Election of People's Representatives: "The media service provider is obliged to provide representation without discrimination to the submitters of declared electoral lists and candidates for people's representatives during the election campaign, in accordance with the regulations governing public media services and electronic media". The publication of the content in question is not in accordance with Article 6, paragraph 3 of the aforementioned Law, which prohibits the publication of evaluations of election results in the media and public gatherings, and the public presentation of candidates in the elections for deputies.

Decision: It is established that Media Service Provider B92 LLC, Belgrade - TV B92 violated Article 6, Paragraphs 2 and 3 of the Law on the Election of People's Representatives. The competent state body was informed about the observed irregularities in the MSP program, in accordance with the provisions of the Law on the Election of People's Deputies.

## **VII** *chapter*

### **FINAL CONSIDERATIONS AND RECOMMENDATIONS**

During the election campaign in the period from February 15 to March 31, 2022, the REM Department for Monitoring and Analysis monitored the entire 24-hour programs and analysed the election content of the 12 relevant media service providers. Four public service television channels, four commercial and four cable media service providers were under supervision. Since the subject media service providers are conceptually different, their direct mutual comparison is not justified, thus the analyses include the programs of individual media service providers, based on all monitored criteria. That is why the "formula" of monitoring and analysing media behaviour was named "4 + 4 + 4"; distinguishing between the legal and programming obligations of public services in relation to the obligations of commercial and cable media service providers.

#### *THE STRUCTION OF THE ELECTION PROGRAM*

*Public media services* (national: RTS 1 and RTS 2; and provincial: RTV 1 and RTV 2) reported on the election activities of the submitters of election lists and candidates, political parties and movements that did not submit election lists of candidates for deputies, and other election campaign participants reported predominantly in their regular news shows: daily news (news and Journals), and author's and weekly shows from the regular offer of news content. RTS 1 broadcasted during this election campaign, as well as a few election cycles back, the specialized debate news program *Reč na reč*<sup>41</sup> - a panel discussion on predetermined topics, modelled on foreign television formats, in which representatives of more than half of the confirmed electoral lists were guests. (12 of 19 sheets). The National Public Media Service on its second channel (RTS 2) published election program content as a rule and exclusively in the specialized program *Elections 2022 - Presentation of parties*, thus fulfilling the obligation to report "equally and without discrimination, under the same programming and technical conditions, while respecting the principles of party hierarchy, present all declared election lists and candidates, adhering to the agreement concluded in accordance with Article 144 of the Law on the Election of People's Deputies ("Official Gazette of RS", number 14/22)<sup>42</sup>. In an identical way, the provincial public media service on its first channel (RTV 1), broadcasting special election content "*Elections 2022*" presented 18 out of 19 parliamentary lists.

*Commercial media service providers with national coverage* (RTV Pink, Happy TV, TV B92 and TV Prva) broadcast election program content as part of their informative content from the regular program offer: news and Journals as daily informative, and author's and weekly informative shows. Only RTV Pink launched two specialized shows dedicated to the elections in this election campaign: *Parliamentary Elections 2022* and *Presidential Elections 2022*, in which this media service provider presented electoral lists and presidential candidates exactly as provided for in the Recommendation to commercial media service providers on the manner of behaviour during the election campaign in point 8 : "if they represent declared electoral lists or candidates, they do so in their program evenly and without discrimination, under the same programmatic and technical conditions while respecting the principles of party hierarchy ".

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<sup>41</sup> The show is the result of cooperation between the national public media service (RTS), the non-governmental organization "Centre for Free Elections and Democracy" (CeSID) and the United States Agency for International Development (USAID), as part of CeSID's and of the USAID project called "People First", which was launched in April 2015, with the aim of enabling the citizens of Serbia to have direct contact with the elected representatives.

<sup>42</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign; article 7.

*Cable media service providers* (N1, Nova S, Al Jazeera and Insajder TV) broadcast election content as part of their regular news programs; specialized shows dedicated to the 2022 election campaign were launched by N1 (*Elections 2022 and Elections 2022 - debate*); Nova S (*Zato glasaj*) and Insajder TV (*Marker special and Pravo na glas*), but without the ambition that these shows will be realized in the form "representation of the applicants of declared election lists and candidates"<sup>43</sup> in the way that a public media service is obliged to do, or a commercial media service provider if it opts for this way of conducting a media election campaign. Moreover, the only specialized election content of media service provider Nova S – "*Zato glasaj*" generated in cooperation with the civil society organization CRTA, aimed at promoting the culture of voting, while the specialized election show Insajder TV - "*Pravo na glas*" features analysts and observers of the election process from the observation mission of CRTA who analysed and explained in detail specific problems and procedures related to the electoral process.

### REPRESENTATION OF ELECTION CAMPAIGN PARTICIPANTS

The representation of electoral lists and candidates, political parties and movements that did not submit electoral lists of candidates for MPs, and other election campaign participants (analysts, journalists, representatives of state bodies and the civil sector who procedurally and professionally deal with the electoral process and electoral campaign<sup>44</sup>) was presented in the Final Report on the monitoring and analysis of the programs of media service providers during the election campaign for the Presidential, Republican and Local Elections in 2022 in several ways and in several program categories, with the intention of being presented with maximum content and eloquence in response to the question: how the MSP in question behaved in the election campaign<sup>45</sup>; whether he represented the political subjects of the campaign in a fair and balanced manner, without discrimination, bearing in mind the importance of political parties and candidates, i.e. the importance of the events in which they participate, in accordance with the law<sup>46</sup> and by-laws<sup>47</sup>.

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<sup>43</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Article 2, Paragraph 4, and Recommendation to commercial media service providers on the manner of behaviour during the election campaign, point 8.

<sup>44</sup> Republic Electoral Commission - RIK; Local Electoral Commission - GIK; Regulatory Authority for Electronic Media - REM; Temporary Supervisory Authority for Media Monitoring during the Election Campaign - PNT; Agency for Prevention of Corruption, Centre for Free Elections and Democracy - CeSID; Research Centre - CIS; Centre for Research, Transparency and Accountability - CRTA; Organization for European Security and Cooperation - OSCE; Factor plus; Transparency Serbia; Commissioner for the Protection of Equality; Civic Initiatives; and other.

<sup>45</sup> The main goal of monitoring the MSP program during the election campaign in the Republic of Serbia in 2022 involves monitoring and analysing the behaviour of the MSPs in question. More precisely, the goal of monitoring is to determine how much programming time MSPs devoted to each participant of the election campaign and in what way.

<sup>46</sup> Law on Electronic Media, Article 47.

<sup>47</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign and Recommendation to commercial media service providers on the manner of behaviour during the election campaign.

*Public media services* reported on the activities of the participants in the election campaign, both in the form of information on the election activities of the submitters of electoral lists and candidates<sup>48</sup>, and in the form of presenting the submitters of declared electoral lists and candidates<sup>49</sup>. In this way, the activities of all applicants of declared electoral lists and presidential candidates were reported on the programs of public media services; with one exception- the electoral list ALTERNATIVE FOR CHANGE - ALBANIAN DEMOCRATIC ALTERNATIVE did not use its time and slot scheduled for presentation in the specialized show *Elections 2022* - Representation of parties on the RTS 2 program, as well as in the special election content of RTV 1 - *Elections 2022*. The activities of these electoral lists were reported by the provincial public media service on both of its channels as part of regular news broadcasts. Observed at the level of the total election time<sup>50</sup>, public media services provided information on election activities and presented the submitters of declared election lists and candidates "without discrimination, bearing in mind the importance of political parties and candidates, i.e. the importance of the events in which they participate"<sup>51</sup>, and "in accordance with principles of impartial, fair and balanced representation of political subjects, i.e. electoral lists and candidates in elections"<sup>52</sup>, which is particularly visible in central news broadcasts (see RTS 1: Table 12. p. 36-37; RTV 1: Table 33. p. 74-76; RTV 2: Table 44. pp. 95-97), in regular and specialized broadcasts dedicated to the election campaign on the RTS 1 program (Table 13. pp. 38-40), and especially on the RTS 2 program in the specialized program *Elections 2022* - Representation of the parties in which all declared election lists and presidential candidates are presented (Table 20, p. 52-54).

The *commercial media service providers*, all except TV Prva, gave a significant part of their program time to analysts and their journalists, who, through commentaries or reports, usually spoke positively about the rulers. Thus, in regular news programs with an election theme, analysts on RTV Pink are represented by 30,46%, on Happy TV by 24,10%, and on TV B92 by 42,66%. The representation of journalists and analysts, as participants in the campaign, resulted in the election lists themselves, as direct participants in the election process, in the total election time of commercial MSP programs being represented as follows: on RTV Pink 52,70%; on Happy TV 78,15%; and on the program TV B92 42,61%. On the TV Prva program, the representation of analysts and journalists is significantly lower than in the other mentioned commercial MSPs, so the direct participants of the election process (electoral lists and presidential candidates) in the total election program of this MSP are represented by 85,90%. On the programs of all commercial MSPs, the most represented election list is ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING.

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<sup>48</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Article 2, paragraph 3: "Informing about the election activities of the submitters of election lists and candidates is considered program content that is shown, without monetary or other compensation, as a regular journalistic activity within the information program or special broadcasts exclusively dedicated to the election campaign, with the aim of reporting on the electoral actions of the applicants of electoral lists or candidates, the ideas and opinions they expressed during those actions or to, in the form of an interview or discussion (e.g. a TV or radio duel, a public confrontation and etc.), discussed certain issues arising in connection with their activities, ideas and opinions.

<sup>49</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Article 2, paragraph 4: "Presentation of the applicants of declared election lists and candidates is program content that is shown without monetary or other compensation and aims to, through a special broadcast exclusively dedicated to the elections, acquaint the public with the activities, ideas and opinions of all applicants of declared electoral lists or candidates.

<sup>50</sup> The total election time means the total program of all types of content in which the media service provider reported on the election activities and actions of all campaign participants during the entire duration of the election campaign.

<sup>51</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Article 5, Paragraph 1.

<sup>52</sup> Rulebook on the Manner Public Media Services Perform their Obligations During the Election Campaign, Article 5, Paragraph 3.



*Cable media service providers* devoted the most attention and amount of program time to analysts and journalists in those cases of their appearance when they took a clear position towards certain election topics and participants in the election process (lists and candidates) and themselves took part in the election media campaign. This resulted, first of all, in a lower representation of direct participants in the electoral process (electoral lists and presidential candidates), as well as in selectivity in the selection of lists and candidates whose activities they will report on and present in their programs. This editorial approach is particularly visible on the programs of N1, which devoted 33,12% of its total election program to election lists, 19,48% to analysts, and 42,22% to (its) journalists; Nova S devoted 36,11% to election lists, 20,94% to analysts, and 40,50% of its total election program to journalists, authors, and presenters of shows in which they represented clear and recognizable political positions; Al Jazeera devoted 11,84% of its total election program to analysts, 37,78% to its own journalists, authors and presenters, and seven selected electoral lists (out of a total of 19 that participated in the parliamentary elections) are represented by 49,10% of the total elective program of this media service provider.

MSPs covered by election monitoring reported on the activities of all eight presidential candidates, both in the form of information about their election activities and in the form of their presentation - which was done by public media series and RTV Pink; with the exception of MSP Al Jazeera and Insajder TV, which reported on the activities of only three presidential candidates (Al Jazeera: BILJANA STOJKOVIĆ, ZDRAVKO PONOŠ and ALEKSANDAR VUČIĆ; Insajder TV: ZDRAVKO PONOŠ, BILJANA STOJKOVIĆ and BRANKA STAMENKOVIĆ).

#### *APPEARANCE OF STATE OFFICIALS DURING THE ELECTION CAMPAIGN*

During the monitoring of the media election campaign, the REM Department for Monitoring and Analysis measured the appearance time of state officials in the performance of their regular state activities, and compared the time devoted to them with the time of the election campaign. State officials on the programs of the MSP in question participated in the total analysed program<sup>53</sup>: RTS 1 – 19.81%; RTS 2 – 1.81%<sup>54</sup>; RTV 1 – 21.18%; RTV2 – 50.95%<sup>55</sup>; RTV Pink – 39.01%; Happy TV – 22.13%; TV B92 – 40.44%; TV Prva – 29.05%; N1 – 5.52%; New S – 1.76%; Al Jazeera -16.89%; Insajder TV – 1.75%. The time that all MSPs, especially public services and commercial MSPs, set aside for publishing information

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<sup>53</sup> total analysed programs = time dedicated by media service provider to state officials + time of media election campaign.

<sup>54</sup> On its second channel, the national public media service does not broadcast daily and topical information program content, but informational programs intended for a specialized, i.e., specific target group, and therefore the appearance of state officials in such a profiled and formatted informational program is less certain. In addition to the central and dominant in every respect, the election show Elections 2022 - Presentation of parties on the RTS 2 program during the election campaign, except for one edition of the Journal of Radio-television Vojvodina, which is simultaneously shown on the program of the provincial public service, the appearance of state officials was recorded only in some editions of the specialized news show *Dozvolite...* and the Albanian-language journal *Lajmet*.

<sup>55</sup> The relatively high percentage of state officials appearing during the election campaign, in relation to the election program, on RTV 2 is a consequence of the specificity of the program of the second channel of the provincial public media service, which broadcasts programs in the languages of minority national communities. During the election campaign, RTV 2 broadcasted a total of (only) 11 hours 57 minutes and 39 seconds of election content, which as a rule was published as part of regular news programs, and mostly in journals in the languages of national minorities, in which RTV also reports on the activities of the authorities (at the republican, provincial and local government levels). This is the reason why election content is equated with program content in which RTV 2 reports on the work and regular activities of state officials in the languages of national minorities.

on the activities of state officials decreased in the last ten days of the election campaign, in accordance with the amendment to the Law on Electronic Media, which refers to media reporting on the activities of state officials<sup>56</sup>.

#### *ELECTION TOPICS AND TONALITY*

The specificity of this election campaign, when it comes to topics, is the sudden shift of the thematic focus at the moment of the beginning of the armed conflict in Ukraine on February 24 and its return to "regular election flows" towards the end of the campaign. This explains to a good extent the relatively high representation of state officials on the programs of public services and commercial media service providers, who attached great importance to this topic in light of the emerging security implications for Serbia. When it comes to the change of thematic focus, which we further note in the election campaign, a difference can be seen between public services and commercial media service providers, on the one hand, and cable ones, on the other. The same topics are often interpreted in completely opposite ways, depending on which media service provider is in question. Thus, for example, on the programs of public services and commercial media service providers, topics such as achieved results in the field of energy security, international cooperation, economic growth, were presented in an affirmative tone, while on the programs of cable MSPs they were presented in negative connotations for the government and the individuals who personify it.

The participants of the election campaign on the programs of public media services shaped the media election campaign with a wide range of election topics, among which the general election topics and election promises of the election participants stand out, but also "mutual challenges and criticisms of participants and candidates" and "criticism of the government". Topics from the domain of social policy and healthcare are highly positioned, and the RTV 2 program also includes topics from the area of human and minority rights protection. The quality of reporting is in accordance with this thematic framework: on the program of RTS 1, all three tones (neutral, positive and negative) are equally represented; on the RTS 2 program, on which the national public media service fulfilled the legal obligation to present all declared election lists and candidates, the campaign participants shaped their media appearances to a slightly greater extent through election promises, so the positive context prevailed with 55.47%; neutral tone of reporting dominates on both channels of the provincial public media service (RTV 1 - 65.83%, and RTV 2 - 78.27% of the total election time).

On the programs of commercial media service providers, in addition to general election topics related to the activities of election campaign participants and the election process, the following topics predominate-on RTV Pink, in daily informative broadcasts, journalists (media service provider) presented in a positive tone the government's successes in the area of investments and infrastructure projects, as well as their behaviour at the time of the Covid pandemic, which resulted in the positive tone of reporting being dominant with 54.19%; on the Happy TV program, the theme "criticism of the opposition" and its leaders prevails, which is why the negative tone of the reporting is represented in 37.79% of the total election time, while guest appearances by analysts (journalists, editors of portals and daily newspapers, military experts, media experts, law and economy) whose performances were most often in the function of support

<sup>56</sup> Law on Electronic Media, Article 47, paragraph 2: "Ten days before the day set for voting, the media cannot report on official public gatherings at which infrastructure and other facilities (roads, bridges, schools, hospitals, factories, etc.) are opened." that is, it marks the beginning of the construction of such facilities if public officials who are candidates for the President of the Republic, deputies, deputies in the assembly of the autonomous province and councillors in the assembly of the local self-government unit participate in those gatherings.

for the election list ALEKSANDAR VUČIĆ - TOGETHER WE CAN DO EVERYTHING, the share of positive tone in reporting increased to 40.89%; "criticism of the opposition" and its leaders through the performance of analysts and the views of the journalists, authors and presenters of this media service provider is by far the most represented topic on the TV B92 program, which resulted in the negative tone of reporting prevailing with 46.09%; on the TV Prva program, the most represented topic is "election promises" of campaign participants and candidates, so the positive tone of reporting is the most pronounced - 42.01%.

The *providers of cable media services*, primarily through their journalists, presenters and authors of the show, and then through selected analysts, participated to a significant extent (both quantitatively and qualitatively) in the election media campaign through "criticism of the government" and extremely negative reporting on its perpetrators: N1 realized more than half (55.77%) of its election program through contributions that presented the government and its implementers in a critical and negative tone (in the first place of the President of the Republic), so in addition to other election contributions, the negative tone is represented in 71, 08% of the total electoral program; Nova S devoted a third of its election program (32.10%) to criticism of the government, so with other election contributions and topics, the share of negative reporting tone in the total election time of this MSP is 55.69%; and the election program of media service provider Al Jazeera is dominated by "criticism of the government" (33.15%) and negative reporting tone (75.48%); The negative tone of reporting also dominates in the election program Insajder TV - 76.65%, and the most represented are general election topics, procedures and topics in the field of social policy and health, through thematizing the situation in the media, "corruption and crime" and this MSP criticized the government in a negative tone.

#### *AUDIO-VISUAL FORMS OF REPORTING*

The public media services reported on the activities of the election campaign participants in the form of event reports, tone statements and in the form of presentations of the applicants of declared election lists and candidates, so more complex audio-visual (television) forms of election contributions dominate: the presentations of the election participants were realized in the form of interviews and conversations in the studio (studio shows and debates) and these two forms are the most represented on the programs of public media services; information about the activities of campaign participants (in daily news broadcasts) was realized most often in the form of tone reports and statements, therefore, in forms that contain inserted statements of political subjects. It can be concluded that public media services shaped the media election campaign on their programs by choosing those forms of reporting and presentation through which political subjects themselves testify about their activities, presenting political positions, programs, ideas and opinions, as active participants in the election campaign.

On the programs of public media services and commercial media service providers, election content was observed that does not represent an example of classic journalistic reports on elections, but prepared party material, which is very similar in form to an election advertising video. The recorded material (party productions) in addition to the statement of the representative of the electoral list or the presidential candidate, contains in the corner of the screen the serial number of the list and the slogan of the campaign in the form of inserters (graphic marks).

Interviews and conversations in debate shows, as audio-visual forms of election contributions, are represented in the programs of *commercial media service providers* to the extent that the media election campaign on their programs was conducted within regular and specialized election shows (RTV Pink, which

had specialized shows presenting lists and candidates; Happy, TV B92 and Prva which presented campaign participants in their regular news programs).

On the programs of several MSPs, mostly *cable* ones, it was recorded that the so-called thematic contributions. It is a form of television which, during the monitoring and analysis of the election campaign, was recognized as content in which the MSP most often takes a value position towards one of the campaign participants in a direct manner. The content of informing the viewers represented a challenge to one political party, that is, a coalition in favour of another. This form of reporting, that is, shaping the media election campaign, is dominant: in the election program N1 41.70%; Al Jazeera 32.74%; Nova S 27.07%; Insajder TV 13.81%. In the form of thematic reports, the authors and presenters of cable media service providers led an active media election campaign, most often through criticism of the government and its implementers (mostly the President of the Republic) in a negative context.

Broadcasts in which a value stance was taken - thematic contributions, were also recorded on TV B92 programs - 21.75% of the total election program, and on RTV Pink with a share of 34.64%, but in them, unlike such content on cable programs of MSP, took, to the greatest extent, a positive and non-critical attitude towards the authorities.

*RECOMMENDATIONS FOR IMPROVING THE SELF-REGULATORY AND REGULATORY FRAMEWORK ON THE BEHAVIOR OF MSP DURING ELECTION CAMPAIGNS IN SERBIA*

Bearing in mind the basic characteristics of this election campaign, in order to further regulate the role and behaviour of the media service providers in monitoring all participants in the election process, the Regulatory Authority for Electronic Media makes the following recommendations:

- that media service providers take responsibility for adequate connection and implementation of self-regulation and regulatory measures;
- that the rules of regulation and self-regulation are impartially applied in all program contents;
- to prohibit the bad practice of MSP participation in the election campaign through the display of attachments that unambiguously present, negatively or positively, the participants of the electoral process (electoral lists and candidates);
- to encourage commercial MSPs to apply the rules of presenting lists and candidates in the way that public media services do;
- to precisely define the so-called official campaign and to be clearly demarcated from informing the public about the regular activities of state officials during the election campaign;
- that prepared party video materials, which were not produced by MSP, are not shown as a regular journalistic activity, but that these contents are published as election advertising messages;
- to additionally strengthen the independence of the Regulatory Authority from the influence of authorities, political and financial power centres, as well as from the influence of non-governmental organizations, that is, the civil sector, by clearly defining its role in electoral processes.