

Official Gazette of the RS, number 101/2016

Pursuant to Article 28, paragraph 5, Article 30, paragraph 3, Article 31, paragraph 3, Article 34, paragraph 7 and Article 65, paragraph 7 of the Law on Advertising (Official Gazette of the RS, number 6/16),

at its session held on 9 December 2016, the Council of the Regulatory Authority for Electronic Media adopted a

RULEBOOK on Advertising and Sponsorship in Electronic Media

I. INTRODUCTORY PROVISION

Scope of Rulebook

Article 1

This Rulebook regulates in more detail the requirements and manner of displaying and referring to goods, services, trademarks or other designations in the programme contents when placing the product, form, duration and place of product placement notification, notification content, the manner of broadcasting and the time of broadcasting the notification of the sponsor, the terms of use of the name or other symbol of the sponsor as the name of the sponsored programme content, the manner and terms of broadcasting television advertising (hereinafter: TV advertising) and radio advertising, or television shopping (hereinafter: teleshopping) and radio shopping, forms, as well as the terms of broadcasting TV advertising and teleshopping without interrupting the programme.

Analogous application

Article 2

Within the meaning of Article 31, paragraph 4 of the Law on Advertising, the provisions of this Rulebook relating to TV advertising and teleshopping shall apply accordingly to radio advertising and radio shopping.

II. PROVISIONS RELATING TO ALL MEDIA SERVICES

1. Product placement

Direct encouragement

Article 3

Direct encouragement to purchase, lease or use goods or services subject to placement shall be deemed to be in particular the following: direct call to purchase or lease goods or services subject to product placement; indicating the price, benefits, quality or efficiency of goods or services or their leading position in the market; indicating the location, address at which, or phone number and web address through which goods or services can be purchased or leased.

Appropriate appearance of goods, services or trademarks that are subject to placement

Article 4

The appropriateness of appearance (display or reference) of goods, services or trademarks in a programme containing product placement shall be assessed by considering whether there is an editorial justification for the manner and extent of such appearance.

When assessing the existence of editorial justification referred to in paragraph 1 of this article, particular consideration shall be given to the nature and objective of the programme, the nature of the goods or services appearing in it, and whether the appearance of goods, services or trademarks has been executed in an unnatural (artificial) manner, so that goods, services or trademarks are not to a sufficient extent integrated into the programme storyline.

The appearance shall be deemed inappropriate in particular if the goods, services or trademarks:

- 1) appear or are referred to in the programme overly frequently or if some of their appearances or references are excessively long or the intervals between their appearances or references are excessively short;
- 2) appear or are referred to in a manner that is overly prominent (e.g. in the studio, without any particular reason, there is a large number of items of particular goods; the goods and their logo are without a justified reason present on a large number of displayed objects, such as caps, T-shirts, cups, boards; for no particular reason, a certain shooting angle is favoured or a close-up shot is used unnecessarily, etc.);
- 3) appear or are referred to in a manner that is artificially constructed or is inconsistent with the natural storyline (e.g. if there is a product present in the set, although there are no justified reasons for this, given the storyline and the nature of the content).

Notification of product placement in audio-visual media services

Article 5

Within the audio-visual media service, the notification that a product is placed in a certain programme content shall be broadcast in the form of a visual symbol, which is displayed at the beginning and end of the programme, as well as immediately after the end of a commercial break or a segment of teleshopping messages broadcast during the programme.

The visual symbol referred to in paragraph 1 of this article shall be displayed in the bottom corner of the screen for at least 30 seconds and occupy 1/32 of the screen.

The visual symbol referred to in paragraph 1 shall consist of a black circle containing large print Cyrillic alphabet letters "ПП" or Latin alphabet letters "PP" written in white.

At the beginning of the programme containing product placement, along with the visual symbol referred to in paragraph 1 of this article, the following textual notification shall be broadcast: "The following programme contains product placement".

If the programme content is intended for a national minority, the textual notification referred to in paragraph 4 of this article shall be broadcast in the language of that national minority whenever the visual symbol referred to in paragraph 1 of this article is present on the screen.

In the closing credits of the programme containing product placement, along with the previous textual notification: "This programme contained product placement.", the logo of the goods or services subject to placement or the name or logo of the person whose goods or services were subject to placement may be displayed.

Within the meaning of Article 30, paragraph 1 of the Law on Advertising, the provisions of this article shall apply only in cases of programme content produced or commissioned by a media service provider or its related person within the meaning of the law governing the position of companies.

Notification of product placement in radio media services

Article 6

Within the radio media service, the notification that a product is placed in a certain programme content shall be broadcast at its beginning and end, as well as immediately after the end of a commercial break or a segment of radio shopping messages broadcast during the programme, and shall have the following content: "This programme contains product placement."

At the end of the programme containing product placement, along with the previous notification that reads: "This programme contained product placement.", the logo of the goods or services subject to placement or the name or logo of the person whose goods or services were subject to placement may be stated.

Within the meaning of Article 30, paragraph 1 of the Law on Advertising, the provisions of this article shall apply only if it is a programme content produced or commissioned by the media service provider or its related person within the meaning of the law governing the position of companies.

Simultaneous presence of sponsorship and product placement

Article 7

The programme sponsor may be at the same time a person whose goods, services or trademarks are subject to placement in that programme, but in such a case it is necessary to comply with both the provisions of the Law on Advertising and of this Rulebook regulating sponsorship, as well as those provisions regulating product placement.

2. Sponsorship

Content of the notification about the sponsor

Article 8

The notification about the sponsor shall contain only the statement or the display of the sponsor's name, goods, services, the logo of goods, services or other logos or the sponsor's advertising slogan.

Direct encouragement to purchase or lease the sponsor's goods or services shall be deemed to be in particular the following: direct call to purchase or lease goods or services; indicating the price, benefits, quality or efficiency of the sponsor's goods or services or their leading position in the market; indicating the location, address at which, or phone number and web address through which goods or services can be purchased or leased; the advertising slogan encouraging the purchase or lease of the sponsor's goods or services.

During the sponsored programme content, the sponsor's name, goods, services, logo or activity shall be displayed, stated or otherwise referred to only when providing the notification about the sponsor.

Within the meaning of paragraph 3 of this article, if during the sponsored programme content, the sponsor's goods or any other object with its name or logo are present in the studio (e.g. a panel or screen in the studio displaying the sponsor's logo), they shall be broadcast only during the notification about the sponsor.

Manner of broadcasting the notification about the sponsor

Article 9

The media service provider shall use some of the common terms when providing a notification about the sponsor, which will make it clear to the average viewer or listener that it is the sponsor of programme content (e.g. "Sponsor", "Sponsor of the programme is...", "This programme is broadcast with support from...", "Sponsor of the programme is...", "This programme is brought to you by...", etc.).

The media service provider shall be free to determine how the notification about the sponsor will be broadcast (e.g. through text and image in the opening and closing credits; by the host of the programme announcing who the sponsor of the programme is, when the sponsor's goods located in the studio may be in the frame during such an announcement; during the programme, without any additional notification, an inserted overlay will appear in the corner of the screen with the label "Sponsor" and the name of the sponsor or its trademark, etc.), provided that the notification is clear and complete, and that it does not violate the integrity of the sponsored programme content (e.g. making it impossible or difficult to follow programme content).

If an image is used when providing a notification about the sponsor (e.g. if the name of the sponsor, a picture of its goods, a goods or service trademark present on the set is displayed on the screen, or if this is done by means of an inserted overlay, etc.), it may only be a still image.

If the notification about the sponsor is broadcast in the form of an image, its duration may not exceed the time that the average viewer would need to deduce who the sponsor of the programme content is.

When providing the notification about the sponsor, no sponsor's advertising messages or telemarketing messages may be broadcast.

Time of broadcasting the notification about the sponsor

Article 10

The notification about the sponsor shall be broadcast at the beginning and end of the sponsored programme content.

Within the meaning of paragraph 1 of this article, the beginning of the sponsored programme content shall be understood to mean the period immediately preceding its opening credits, its opening credits or the period immediately following those credits, while the end of the sponsored programme content shall be understood to mean the period immediately preceding its closing credits, its closing credits or the period immediately following that sequence.

The notification about the sponsor may also be broadcast during the sponsored programme content, but not for its entire duration.

Within the meaning of paragraph 3 of this article, the notification about the sponsor may be broadcast during the sponsored programme content only:

- 1) twice in sponsored programme contents that last less than 30 minutes, and in those that last 30 minutes or longer, twice in each separate part of that programme content whose intended duration is at least 30 minutes;
- 2) immediately following a commercial break or a segment of teleshopping messages, if that break or segment was not broadcast immediately after the start, or just before the end of the sponsored programme content;

- 3) at the beginning and end of a particular segment in the programme content, if the sponsor financed only the production of such segment, with this not precluding the obligation to broadcast the notification about the sponsor at the beginning and end of the broadcast;
- 4) within the on-screen graphics (subtitles, captions), used to introduce a participant in the programme (name, place, occupation, etc.).

If sports news or weather forecast is an integral part of the news programme, the notification about their sponsor shall be broadcast only at the beginning, during and at the end of sports news or weather forecast.

The media service provider may also broadcast the notification about the sponsor when broadcasting the announcement of sponsored programme content (the so-called promo content).

Notification about several sponsors

Article 11

If the sponsored programme content has more than one sponsor, the media service provider may, during the sponsored programme content, identify those sponsors who have a significant share in the financing of content production costs.

Sponsor's name as part of the name of the sponsored programme content

Article 12

The name of the sponsor and its product, service or other trademark shall be used as the name of the sponsored programme content under the following conditions:

- 1) name of the sponsor and its product, service or other trademark may constitute only one part of the sponsored programme content's name;
- 2) name of the sponsor and its product, service or other trademark may not be part of the set design of that programme content, nor part of the content (e.g. jingle, on-screen text, short promo clip) used to transition from one part to another part of the programme content.

Sponsor's advertising message or teleshopping message

Article 13

If immediately before, during or immediately after the sponsored programme content an advertising message or a teleshopping message recommending the sponsor's goods or services is broadcast, the provisions of the Law on Advertising and this Rulebook governing TV advertising and teleshopping shall apply to such message.

3. Recognisability of information referring to advertising within an interactive environment

Article 14

The designation by which the media service user is invited to access an interactive environment during the broadcast of programme content in order to recommend a particular product or service may be present on the screen only when broadcasting advertising messages or teleshopping messages and when broadcasting the notification about the sponsor.

If the advertising message or teleshopping message is broadcast through the screen division, the designation referred to in paragraph 1 of this article may be present only in the part of the screen intended for TV advertising or teleshopping.

The designation referred to in paragraph 1 of this article shall contain a clear textual notification that the media service user is accessing by his or her own choice commercial content, or content recommending certain goods or services.

III. PROVISIONS RELATING ONLY TO LINEAR MEDIA SERVICES

1. Broadcasting TV advertising or teleshopping between programmes or with their interruption

Recognisability

Article 15

The broadcast of advertising messages or teleshopping messages between programmes or with their interruption shall be preceded by the opening sequence, and after their ending, the closing sequence shall be broadcast.

In the television programme, the opening sequence and closing sequence referred to in paragraph 1 of this article shall contain a textual notification on the basis of which the average viewer can deduce that the content about to start or finish is of a commercial nature (e.g. "Advertising", "Marketing", "Ads", "Commercial Messages", etc.).

In the radio programme, the notification referred to in paragraph 2 of this article shall be broadcast as a sound, so that the average listener can deduce that the content about to start or finish is of a commercial nature.

If the programme content announcement (the so-called promo content) is broadcast outside a commercial break or a segment of teleshopping messages, the provisions of this article shall apply, with the opening sequence and closing sequence obligatorily containing a notification on the basis of which the average viewer or listener can deduce that the content about to start or finish is of a self-promotional nature (e.g. "promo", "promo clip", "programme announcement").

Broadcasting a single advertising message or teleshopping message

Article 16

The broadcasting of a single advertising message or teleshopping message is justified especially during the broadcasting of sports events characterised by longer continuous duration without pauses (e.g. no breaks between halftimes, rounds, quarters or no so-called time out).

Methods of interrupting programme broadcasting in order to broadcast TV advertising or teleshopping

Article 17

The media service provider shall interrupt the programme for the purpose of broadcasting advertising messages or teleshopping messages only at the moment when a natural pause occurs in that programme, avoiding unnatural, inappropriate and forced interruptions of the programme, and especially interruptions in the middle of a scene, dialogue, narrative flow or in moments of suspense or anticipation.

A natural pause, within the meaning of this rulebook, shall be understood to mean the moment in the programme where its course is interrupted, and which would occur regardless of whether at that moment the programme is interrupted by broadcasting advertising messages or teleshopping messages.

During the broadcast of sports events where breaks are their integral part (breaks between halftimes, rounds, quarters, time out, etc.), advertising messages or teleshopping messages may be broadcast only during such breaks.

Sports event broadcasts characterised by a longer continuous flow without pauses (e.g. cycling or car racing), may be interrupted in order to broadcast advertising messages or teleshopping messages when the focus of the broadcast shifts from one point to the other (e.g. after a summary of the current positions in the race, before focusing on a certain stage of the race, etc.).

The drama programme may be interrupted to broadcast advertising messages or teleshopping messages:

- 1) at the moment when, in the storyline, there is a clearly indicated break or important break from the point of view of dramatic structure;
- 2) at the moment between two scenes, the transition between which presents the interruption of the flow of the storyline;
- 3) between two separate parts in the broadcast drama programme (e.g. a pause between the acts of the theatre performance whose recording is broadcast).

A programme consisting of a dialogue may be interrupted in order to broadcast advertising messages or teleshopping messages when the topic of the dialogue changes, after new interlocutors are introduced into the programme or when the host of the programme announces a commercial break.

The broadcast of a musical work may not be interrupted for the purpose of broadcasting advertising messages or teleshopping messages, and they may only be broadcast before or after the performance of the musical work is completed.

Notwithstanding paragraph 7 of this article, in the course of a musical stage work (e.g. ballet, opera), advertising messages or teleshopping messages may be broadcast, but only in breaks between acts of the work.

A programme may not be interrupted in order to have a commercial break or segment of teleshopping messages if the length of the break or segment exceeds the length of the editorial (non-commercial) content of that programme.

It is not allowed to interrupt a programme in order to broadcast advertising messages or teleshopping messages if this is not appropriate given the gravity or sensitivity of its content (e.g. broadcast of a funeral, memorial service, inauguration, parliamentary debate, etc.).

Special requirements for the interruption of certain types of programme content for the purpose of broadcasting TV advertising or teleshopping

Article 18

A feature film, television film, news programme and children's programme may be interrupted once (for the first time) in the first 30 minutes of their intended duration, once (for the second time) in the other 30 minutes of their intended duration and so on (e.g. if the film lasts less than 30 minutes, it may not be interrupted by broadcasting advertising messages or teleshopping messages; if the film lasts for 45 minutes, it may only be interrupted once in the first 30 minutes of its duration; if the film lasts for 90 minutes, it may be interrupted three times, once in each 30-minute part).

The term "intended duration" referred to in paragraph 1 of this article shall be understood to mean the duration of the programme in which the duration of the editorial (non-commercial) content of

the programme is included, as well as the duration of advertising messages and teleshopping messages for the purpose of whose broadcasting the programme is interrupted (the so-called gross duration of programmes).

Telepromotion

Article 19

Telepromotion is understood to mean a form of TV advertising that entails a particular programme broadcast from a studio being interrupted, in order for its host to communicate a relevant advertising message or teleshopping message during that interruption.

Telepromotion shall be clearly separated by sound and image (recognisable opening and closing sequence) from the rest of the programme in which it is broadcast.

The duration of telepromotion shall be included in the total duration of TV advertising and teleshopping in one full hour of broadcast programme.

For the entire duration of telepromotion, the "Telepromotion" label shall be clearly displayed on the screen.

Telepromotion shall be broadcast only during the entertainment programme, provided that it is not intended for children or minors.

2. Broadcasting TV advertising or teleshopping without interrupting the programme

Recognisability

Article 20

Advertising messages or teleshopping messages that are broadcast simultaneously with an ongoing programme must be easily recognisable and spatially separated from the content of that programme.

Within the meaning of paragraph 1 of this Article, recognisability shall be ensured by the broadcasting of an advertising message or teleshopping message being preceded by an audio or visual notification (e.g. textual notification), based on which the average viewer can deduce that the content that follows is of a commercial nature.

The notification referred to in paragraph 2 of this article shall not violate the integrity of the broadcast, or prevent uninterrupted viewing of its content.

Within the meaning of paragraph 1 of this article, spatial separation shall be ensured by separating the part of the screen in which advertising messages or teleshopping messages are broadcast from the content of the programme by a clearly defined dividing line.

If the programme content announcement (the so-called promo content) is broadcast outside the commercial break or a segment of teleshopping messages, the provisions of this article shall apply, and the notification must clearly state that the content about to be broadcast is of a self-promotional nature (e.g. "promo", "promo clip", "programme announcement").

The provisions of this article shall not apply to virtual advertising.

Manner of broadcasting TV advertising or teleshopping

Article 21

Advertising messages or teleshopping messages must not be broadcast simultaneously with an ongoing programme in a manner that prevents or significantly hinders the viewer's uninterrupted viewing of the programme content, and in particular, the sound level of the advertising message or the teleshopping message must not interfere with the viewing of the content.

Advertising messages or teleshopping messages may be broadcast simultaneously during the broadcast of sporting events where pauses are their integral part (breaks between halftimes, time out, period between rounds, etc.), during such breaks, at other moments where there is a certain interruption in the course of that event (e.g. when the game is interrupted because the ball is outside the field or because of a player's replacement), as well as while replaying certain details from the event (e.g. replay of an attempt to score during a football game).

The provisions of Article 17, paragraphs 4 to 8 of this Rulebook shall apply accordingly to the broadcasting of advertising messages or teleshopping messages, simultaneously with the broadcasting of sports events characterised by a longer continuous flow without pauses, drama programmes, programmes consisting of dialogue and a musical part.

Broadcasting of advertising messages or teleshopping messages simultaneously with the programme is not allowed if not appropriate given the seriousness or sensitivity of its content (e.g. a broadcast of funerals, memorials, inaugurations, parliamentary debates, etc.).

The provisions of paragraphs 1 to 3 of this article shall not apply to virtual advertising.

Time interval between different methods of broadcasting TV advertising or teleshopping

Article 22

Five minutes at minimum must pass between the interruption of the programme to broadcast an advertising message or a teleshopping message and the interruption to broadcast an advertising message or a teleshopping message simultaneously with the programme.

If the opening or closing sequence for broadcasting advertising messages or teleshopping messages contains an advertising message or a teleshopping message, the time interval referred to in paragraph 1 of this article shall be counted up to the beginning of the opening sequence and from the end of the closing sequence.

The limitation referred to in paragraph 1 of this article shall not apply in the case of sports event broadcasts where pauses are their integral part, and the occurrence of such pauses does not depend on the time elapsed but on the course of the sporting event itself (e.g. breaks between games in a tennis match, breaks between sets in a volleyball game, timeouts during a basketball game, etc.).

The provisions of this article shall not apply to virtual advertising.

Advertising by means of screen division

Article 23

Advertising by means of screen division, within the meaning of this Rulebook, is a manner of broadcasting TV advertising or teleshopping where the broadcast visual content (television picture) is divided into two separate parts, with editorial programme content broadcast in one part, and advertising messages or teleshopping messages broadcast in the form of moving images in the other part.

Apart from the conditions provided for by Articles 20 to 22 of this Rulebook, advertising by means of screen division must meet the following requirements:

- 1) the two parts into which the broadcast visual content (television picture) is divided must be separated by a clearly defined dividing line, which does not preclude the obligation to label advertising messages or teleshopping messages by means of image or sound, while the volume and content of that sound must not interfere with the viewing of the programme;
- 2) the content of the advertising message or teleshopping message must not be placed in the context of content of the programme with which it is broadcast simultaneously, and in particular the content of the advertising message or the teleshopping message must not be meaningfully related to the content of the programme (e.g. the content of the advertising message meaningfully related to the dialogue conducted in the TV series);
- 3) the separate part intended for broadcasting advertising messages or teleshopping messages by means of screen division may occupy up to 1/2 of the total broadcast visual content (television picture).

If the notification about the sponsor is broadcast by means of screen division, the provisions of paragraph 2 of this article, as well as the provisions of the Law on Advertising and this Rulebook governing sponsorship, shall apply accordingly.

Advertising by means of on-screen text

Article 24

Advertising by means of on-screen text, within the meaning of this Rulebook, is a method of broadcasting TV advertising or teleshopping, in which, as part of the broadcast visual content (television picture), simultaneously with editorial programme content, advertising messages or teleshopping messages are broadcast in the form of text that moves from one side of the screen to the other.

Apart from the requirements provided for in Articles 20 to 22 in this Rulebook, advertising by means of on-screen text must satisfy the following requirements:

- 1) part of the visual content (television picture) in which advertising messages or teleshopping messages are broadcast must be separated by a clearly defined dividing line from editorial content, which does not preclude the obligation to mark them by means of image or sound, and that the sound must not interfere with the viewing of the programme with its volume or content;
- 2) advertising messages or teleshopping messages may be broadcast by means of on-screen text only along the top or bottom edge of the broadcast visual content (television picture);
- 3) the part intended for broadcasting advertising messages or teleshopping messages by means of on-screen text may occupy up to 1/20 of the total broadcast visual content (television picture);
- 4) the presence of on-screen text must not interfere with the viewing of the programme with which it is broadcast simultaneously, and in particular by affecting the visibility or understanding of the programme's flow;
- 5) the presence of on-screen text must not interfere with the visibility of the media service provider's identification logo;
- 6) on-screen text of a commercial nature may not be broadcast as part of on-screen texts that are not of such a nature and must be clearly separated from such texts (e.g. commercial content may not be broadcast as part of on-screen text with news highlights, either by being inserted between two pieces of news or directly preceding or following news without a clear separation).

The provisions of paragraph 2 of this article shall apply accordingly to the broadcasting of advertising messages by means of inserted overlay, or in the case when, simultaneously with editorial content, still images of a commercial nature are broadcast.

If the notification of the sponsor is broadcast by means of on-screen text or by means of an inserted overlay, the provisions of paragraph 2 of this article, as well as the provisions of the Law on Advertising and this Rulebook governing the manner of providing information about sponsorship, shall apply accordingly.

Virtual advertising

Article 25

Virtual advertising, within the meaning of this Rulebook, is a manner of broadcasting TV advertising that involves changing the broadcast signal, by having, in the broadcast visual content (television picture), an advertising message present at the location of an organised event that is being broadcast (e.g. a sports event or concert) replaced by another advertising message, advertising messages present at that location supplemented by another advertising message or presenting it on its own.

Apart from the requirements provided for in Article 21, paragraph 4 of this Rulebook, virtual advertising must meet the following requirements:

- 1) virtual advertising is allowed only during the live broadcast or recording of a broadcast of a particular organised event, which is not directed by the media service provider;
- 2) at the beginning and immediately after each interruption of the event broadcast, a short and clear notification must be broadcast stating that the event broadcast contains virtual advertising (e.g. notification by means of on-screen text, the announcement of the event commentator);
- 3) the presence of virtual advertising or virtual images must not interfere with the viewing of the event being broadcast, especially by affecting visibility or understanding of the event's course;
- 4) a virtual image of a commercial nature may be placed only in those areas of the event location that are normally designated for advertising messages, but not on the participants of the event, or their equipment or audience. Notwithstanding this, an image of a commercial nature may also be placed on the surface on which the broadcast event is taking place (e.g. pitch, arena, tracks, concert stage, etc.), but only outside the time planned for holding the event;
- 5) a virtual image of a commercial nature must be appropriate to the appearance of the location of the event being broadcast, and must not be, in terms of its appearance or manner of appearing, more prominent than the advertising messages that are directly present at the location of the event (e.g. a virtual image of an advertising billboard that is larger than the advertising billboards that are actually present onsite);
- 6) virtual advertising may be broadcast during the broadcasting of a particular event only with the prior consent of the organiser of the event or its representative, and during the broadcasting of this form of advertising, the rights of the advertiser and sponsor of the event whose advertising messages are present onsite must not be violated.

3.Duration of TV advertising and teleshopping

Article 26

A maximum of 12 minutes of TV advertising and teleshopping may be broadcast within one full hour of broadcast programme of the commercial media service provider.

A maximum of six minutes of TV advertising and teleshopping may be broadcast within one full hour of the broadcast programme of the public audiovisual broadcaster and the civil-sector audiovisual media service provider.

IV.FINAL PROVISIONS

Article 27

With the entry into force of this Rulebook, the Rulebook on Audio-Visual Commercial Communications (Official Gazette of the Republic of Serbia, number 69/15) shall cease to be valid.

Article 28

This Rulebook shall enter into force on the eighth day from the day of its publication in the Official Gazette of the Republic of Serbia.

Number 05-2240/16-5
In Belgrade, 9 December 2016
Regulatory Authority for Electronic Media
President of the Council,
Goran Karadžić, sgnd.