

Pursuant to Article 83 of the Law on Electronic Media (Official Gazette of the RS, number 92/2023),
at its session held on 7 May 2024, the Council of the Regulatory Authority for Electronic Media adopted a

RULEBOOK

on the Protection of Human Rights in the Area of Media Service Provision

I. INTRODUCTORY PROVISIONS

Scope of Rulebook

Article 1

This Rulebook regulates in more detail the manner of fulfilling the obligations of media service providers regarding the respect of the right to true, complete, timely and diverse information, personal dignity, the right to privacy, the presumption of innocence and the right to a fair trial and freedom of thought, conscience and religion.

Obligation to respect human rights

Article 2

In the course of providing media services, the media service provider shall respect the human rights of users, participants in the programme or persons to whom the broadcast information refers, as guaranteed by the Constitution of the Republic of Serbia (Official Gazette of the RS, numbers 98/06 and 115/21) and ratified international documents regulating the area of human rights.

Interpretation of provisions of this Rulebook

Article 3

The provisions of this Rulebook shall be interpreted in accordance with the provisions of the law governing the area of public information and media, the law governing the area of electronic media and the law governing public media services.

II. THE RIGHT TO TRUE, COMPLETE, TIMELY AND DIVERSE INFORMATION

General obligation

Article 4

The media service provider shall ensure the provision of free, true, objective, complete and timely information, and in particular that news and current affairs programmes truly and objectively present facts and events and encourage free formation of opinions.

The media service provider shall ensure the diversity of information content for the purpose of ensuring the exercise of the right to free expression, as well as encourage the free formation of political and critical thinking.

If it broadcasts a statement or content of a document of a public authority or its representative that violates a human right (e.g. violation of the presumption of innocence, hate speech, etc.) or if a human right is violated during a live broadcast, the media service provider shall distance itself from the above information, and state as the reason a possible violation of human rights.

Truthfulness, completeness and diversity of information

Article 5

The media service provider shall ensure the truthfulness and completeness of information, as well as the veracity and completeness of the ideas and opinions it broadcasts, especially in the news and current affairs programs with due care corresponding to circumstances and in accordance with the rules of the journalistic profession.

The media service provider shall provide information to media service users based on facts obtained from a number of different sources, as well as provide a variety of views, opinions and issues discussed in the public within its news and current affairs programme.

The media service provider shall, with due care corresponding to circumstances and in accordance with the rules of the journalistic profession, verify the origin, truthfulness and completeness of certain information containing personal data, data about an event or phenomenon, before broadcasting it.

When different or opposing opinions or ideas are presented to the public in several programmes that, considering their content, constitute a whole, the media service provider shall:

- 1) clearly inform the public that this is a series of programmes or programmes that are mutually connected in terms of their content;
- 2) ensure that such programmes are broadcast within an appropriate time span;
- 3) at the end of a programme, which is part of a series of two or more programmes, inform the public about the time of broadcasting the next programme and its subject matter;
- 4) ensure that the series of programmes is aired on the same channel, if the media service provider broadcasts on multiple channels.

If the information is taken over from another medium, the media service provider shall state the name of that medium.

If the media service provider notices that, due to its own or other person's negligence or for objective reasons, it has made a mistake when providing information, which has affected the truthfulness and completeness of the broadcast information, it shall publicly remove such consequences without delay, bearing in mind the time when this information was broadcast and the nature of the programme in which it was broadcast.

Timely information

Article 6

The media service provider shall provide timely information on issues of public importance, in particular broadcast, without delay, information whose publication is in the interest of national security, public safety or economic well-being of the country, necessary for the prevention of unrest or crime, protection of life or health of people, protection of the environment and other rights and freedoms.

The media service provider shall broadcast, without delay, an urgent public statement of a public authority in its programme and at its own expense, by which the public is informed about a threat to life, health, security or property.

The media service provider shall broadcast the public statement referred to in paragraph 2 of this article in a manner that will not cause unnecessary concern or panic in the public.

Objective information

Article 7

When providing information to the public, the media service provider shall ensure objectivity in its information provision that is appropriate to the nature of the information, the area of social life to

which it relates and the nature of the programme content in which the information is broadcast, with the highest degree of objectivity required when providing information about the issues referred to in the Article 6, paragraph 1 of this Rulebook.

The media service provider may, in accordance with its editorial concept, comment on the broadcast information, idea or opinion.

Within the meaning of paragraphs 1 and 2 of this article, the media service provider shall in particular separate factual reporting clearly from opinions or comments, ensure that a personal belief of the editor or journalist does not have a discriminatory impact on the selection of the topic and the manner of its presentation, not broadcast comments of an offensive nature, and shall refrain from manipulating statements, communications, photographs and other content in order to change their basic meaning.

If there is an interesting connection between the media service provider and the person, event or phenomenon to which the information relates, it shall identify such a connection separately when releasing the information.

Hear the Other Side rule

Article 8

If information in connection with which a particular person has a justified interest in making a statement is aired in the programme, and especially if allegations of incompetence, immoral or unlawful actions are presented or a dispute involving a conflict of opinions or views, the media service provider shall provide an opportunity for such person to respond to the released information, or participate in the discussion in an equal manner.

Within the meaning of paragraph 1 of this article, it is not permitted in particular to broadcast unilateral attacks on a person or conduct prolonged or repeated campaigns in connection with a particular person without relevant new data that would justify prolonged or repeated reporting on the same person, event or phenomenon.

Notwithstanding this, the media service provider may broadcast the information referred to in paragraph 1 of this article without a prior statement of such person, if it relates to an issue of particular interest to the public, the importance of which requires its urgent publication, with an obligation to provide such person with an opportunity to respond as soon as circumstances permit.

Failure to comply with the obligations referred to in paragraphs 1 and 3 of this article may not be justified by pointing out that the comment of the person was aired on another channel of the media service provider, if it broadcasts on multiple channels, or on a channel of another media service provider, or in another medium.

Special obligations related to news and current affairs programmes

Article 9

The media service provider may comment on the broadcast information, idea or opinion in the news under the following conditions:

- 1) if the comment is directly related to the information, idea or opinion that is the subject of the comment;
- 2) if the comment is broadcast immediately after the publication of the information, idea or opinion that is the subject of the comment.

The news anchor or reporter may not, when communicating information verbally or non-

verbally, without justified reasons, express his or her personal position or the position of the media service provider.

The current affairs programme host may present, during the programme, his or her opinion on the issue that is the topic of the said programme, but the media service provider must not allow the host to use such an opportunity to promote personal beliefs in a manner that violates the obligation of the media service provider to provide objective information to the public.

A person who is an official in a public authority or an official or a prominent representative of a particular political party may not be a host, anchor or reporter in a news or current affairs programme.

If the current affairs programme has a debate format, the media service provider shall strive to include all relevant parties in such programme, which will facilitate a comprehensive discussion of the issue at hand.

If the current affairs programme includes active participation of the studio audience, the media service provider shall ensure that the audience is composed of persons who have different opinions on the issue at hand.

Broadcasting a press release

Article 10

Press releases of public authorities, political parties, companies or other organisations must be clearly marked as such even in cases where their content has been edited by the editorial staff.

If the press release was prepared in response to an earlier statement or event or phenomenon on which the media service provider did not report, it shall clearly state the content of such release, or give a description of such event or phenomenon, when broadcasting the press release.

Unconfirmed or unofficial information

Article 11

The media service provider may broadcast information that cannot be verified or the accuracy of which has not been determined reliably, if it clearly indicates that it is an unofficial or unverified information.

The obligation to indicate referred to in paragraph 1 of this article shall also apply to cases where unconfirmed or unofficial information is broadcast in the prime-time news slot (e.g. headlines, news of the day or as the first or most important news, etc.).

If it is subsequently determined that the information referred to in paragraph 1 of this article is untrue or incomplete, the media service provider shall act in the manner prescribed by Article 5, paragraph 6 of this Rulebook.

Identification of persons participating in the programme

Article 12

The media service provider shall indicate his name, occupation or other characteristic of the person participating in the programme, if necessary for the proper understanding and assessment of the objectivity of the broadcast information.

Using a video or photograph

Article 13

If the media service provider uses a video or photograph of a particular person, event or

phenomenon when broadcasting certain information, it shall:

- 1) ensure that the video or photograph is consistent, in terms of its nature and content, with the information being broadcast;
- 2) ensure that the content of the video or photograph does not mislead the public in respect of the persons, events or phenomena that are the subject of the information or are the subject of the video or photograph;
- 3) clearly indicate when the video or photograph is used only to illustrate the broadcast information.

If the media service provider broadcasts an archive footage when broadcasting certain information, it shall clearly state that it is an archive footage and, if necessary for its proper understanding, the date of its creation.

Reenactment of event

Article 14

The reenactment of an event, within the meaning of this Rulebook, shall be understood to mean a reenactment of the course of a particular event, in which, as a rule, its actual participants are not involved, and which is broadcast because the authentic recording of the event does not exist, is not available to the media service provider or would not be appropriate to broadcast in view of its content (e.g. reenactment of a historical event or manner of committing a crime).

The media service provider shall clearly state the source on the basis of which the reenactment was made (e.g. historical work of a certain author, court documents, media articles).

If the media service provider broadcasts a reenactment of a particular event, it shall clearly indicate that it is not an authentic recording of the event, unless that is unambiguously deduced from the content of the footage itself (e.g. the characters wear costumes that belong to another historical period).

Within the meaning of paragraph 3 of this article, the textual label “Event Reenactment” or “Event Dramatization” should be present in the corner of the screen for the entire duration of the event reenactment.

Labelling current event rerun and recording

Article 15

The media service provider shall specifically label a rerun of certain programme content, if the absence of such labelling may mislead media service users in respect of the person, event or phenomenon to which such programme content relates, and especially if it is a programme content in which media service users are invited to participate in the programme or to interact with the programme (reality programme content with a call to vote, interactive quizzes, etc.).

Within the meaning of paragraph 1 of this article, as part of the audio-visual media service, the text label "Rerun" shall be present in the corner of the screen for the entire duration of the programme content, whereas, as part of the radio media service, the corresponding notification shall be broadcast at the beginning of the programme content, as well as after each interruption.

The media service provider shall specifically label the recording of the current sports or other event, by broadcasting the textual label "Recording" in the corner of the screen for its entire duration, and, as part of the radio media service, the corresponding notification shall be broadcast at the beginning of the programme content, as well as after every interruption.

*Providing information to the public by broadcasting
the results of public opinion polls*

Article 16

The media service provider shall state, when announcing the results of a public opinion poll:

- 1) the name of the natural and/or legal person who organised and paid for the poll;
- 2) time and manner (method) of conducting the poll;
- 3) sample on which the poll was conducted;
- 4) maximum statistical error;
- 5) upon whose request the poll was conducted (who commissioned the poll).

The media service provider may not present as representative the results of the public opinion poll conducted during a programme on a particular issue (radio or TV surveys) or the results of a suitable street poll.

In the case of conducting a public opinion poll during the programme on a particular issue, the media service provider shall state the total number of votes (messages) received, regardless of the technical basis of their reception (e.g. telephone calls, text messages, e-mails, etc.).

*Providing information on national, ethnic, racial or
religious conflicts*

Article 17

Information relating to national, ethnic, racial or religious conflicts shall be broadcast after a thorough examination of the facts concerning such conflicts and in a manner that contributes to the development of spirit of tolerance and does not jeopardise the preservation or establishment of order and peace.

Within the meaning of paragraph 1 of this article, it is in particular not permitted in connection with national, ethnic, racial or religious conflicts to broadcast information in a sensationalist manner or in a manner that violates the prohibition of hate speech.

*Identification of a particular person's belonging, orientation, or
affiliation*

Article 18

The media service provider may identify the national, ethnic, religious, racial or other belonging, orientation or affiliation of the person on whom it is reporting or the person participating in the programme, only if these properties are of importance for a proper understanding of the information being broadcast.

Within the meaning of paragraph 1 of this article, in reporting on a criminal or other illegal act, it is not permitted in particular to emphasise national, ethnic, racial, religious or other belonging, orientation or affiliation of the persons suspected of having committed or convicted of the offense, unless it is a property of importance for the proper understanding of the information being broadcast.

Providing information about tragic events

Article 19

The media service provider shall broadcast information about the tragic event without sensationalism and with respect to the privacy and dignity of the victim of such an event, the victim's relatives or other persons close to the victim.

The media service provider must not speculate inappropriately about the cause, course and consequences of the tragic event, the number of victims of the tragic event, their identity and their condition after the event (e.g. if they were hurt, died, disappeared, etc.)

The media service provider must not put pressure on the victim, the victim's relatives or other persons close to the victim to make a statement regarding the tragic event.

The media service provider shall strive to present to the public a past tragic event in a programme dealing with it (e.g. a programme discussing facts about the tragic event, dramatised reenactment of the tragic event, etc.) in a manner that will not cause undue distress to the victim and the victim's relatives or other close persons.

The provisions of this article shall apply accordingly when reporting on violence (mass violence, domestic violence, suicide, etc.).

III. RESPECT FOR PERSONAL DIGNITY

General obligation

Article 20

The media service provider shall provide the media service in a manner that respects the personal dignity of media service users, participants in the programme and persons to whom the broadcast information relates.

Prohibition of broadcasting programme content violating human dignity

Article 21

The media service provider must not broadcast programme content showing violence, drug addiction, degrading treatment, torture or other inhuman treatment of a human being in a manner that encourages, glorifies, justifies, diminishes its importance or otherwise presents it in a manner that violates human dignity.

The media service provider must not violate human dignity when presenting the actual events, especially by presenting a person suffering from an illness or a victim of violence or a tragic event that is dying or in grave physical or mental distress.

When assessing the existence of a breach of obligations referred to paragraphs 1 and 2 of this article, it shall be taken into account whether there is a programme or artistic justification for the broadcasting of programme content (e.g. education programme content, documentary or feature film).

Respect for dignity of participants in the programme

Article 22

The media service provider must respect the personal dignity of the participants in the programme, and in particular it is not allowed to belittle them, treat them in a discriminatory, inhuman or degrading manner or unjustifiably deny them participation in the programme.

If a particular person has agreed to participate in the programme subject to the protection of his or her identity, all necessary measures must be taken to ensure his or her anonymity (e.g. masked or blurred image and modulated tone or use of the voice of another person, omitting data that could directly or indirectly indicate identity, use of acting, etc.), and particular care must be taken of the necessary degree of anonymity (e.g. if it is necessary to keep the identity hidden only from the general public or

from his or her family or friends).

Media service users must be clearly informed that acting or the voice of another person is used to protect the identity of a particular person.

The media service provider may deny a particular person the initiated participation in the programme, if such person acts violently or indecently, calls for the perpetration of a crime, uses hate speech, insults other participants in the programme or representatives of the media service provider, or fails to respect the conditions under which his or her participation in the programme has been agreed upon.

If a person who is seriously ill, has mental disabilities, a pronounced physical impairment or disability participates in the programme, it is not allowed to treat such person with pity or with the intention of inspiring a feeling of pity in the public, because of such person's stated properties.

General prohibition of abuse of credulity

Article 23

The media service provider must not abuse the credulity of participants in the programme or media service users, in particular taking care of the interests of minors, persons who are seriously ill, have a mental illness or mental disabilities, or have survived trauma as victims of violence or tragic events.

Prohibition of abuse of credulity in connection with programme contents related to paranormal phenomena

Article 24

Programme content relating to magic, fortune telling, horoscope interpretation or other similar phenomena, whether it involves the presentation or discussion of such phenomenon or not, must do so in a professional and objective manner, in particular by comparing scientific and non-scientific assumptions regarding this phenomenon, unless such a phenomenon is presented or described in an artistic or entertaining context.

Programme content referred to in paragraph 1 of this article must not be broadcast for the purpose of obtaining financial or non-financial benefits (e.g. reputation in the public so that it would use the services of a person who allegedly possesses paranormal abilities).

It is prohibited, in the programme content referred to in paragraph 1 of this article, to abuse the credulity of participants in the programme or media service users, give them advice that they should be guided by in connection with their own or other's behaviour (e.g. finance, health, employment, interpersonal relationships), encourage them to engage in harmful behaviour or supposedly predict their future, regardless of whether it is done for the purpose of obtaining financial or non-financial benefits.

Prohibition of abuse of credulity in connection with premium-rate services

Article 25

If media service users are invited to participate in the programme by means of premium-rate services of the electronic communication network (e.g. premium-rate telephone line) in order to express their opinion, make suggestions, vote or communicate otherwise in connection with the programme, the following data must be broadcast in a clear and truthful manner,:

- 1) total amount of premium rate (e.g. call setup fee, call price per unit of time, SMS price) and the amount of tax the service user pays on that amount of rate;

- 2) whether the use of premium-rate service guarantees participation in the programme;
- 3) how the premium-rate service will be charged (e.g. if it charged immediately after the start of use of the premium-rate service or only after joining the programme).

Within the audio-visual media service, data referred to in paragraph 1 of this article must be clearly visible as long as the number for the use of the premium-rate service is present on the screen, and the characters used for them must be of the identical colour, size and visibility as those used to indicate the number, while during their verbal communication they must be communicated immediately after the communication of the number for the use of the premium-rate service.

Within the radio media service, the data referred to in paragraph 1 of this article shall be communicated immediately after the releasing of the number for the use of the premium-rate service.

*Respect for the personal dignity and authenticity of the person to
whom the broadcast information relates*

Article 26

The media service provider shall respect the personal dignity (honour, reputation or respect) and the right to authenticity of the person to whom the information broadcast relates.

Notwithstanding paragraph 1 of this article, the media service provider may broadcast information that violates the honour, reputation or respect for the person to whom it relates, if the interest in its publication outweighs the interest in protecting his or her personal dignity, and especially if it contributes to the public debate on the phenomenon, an event or person to whom the information relates.

When providing information about violence or a tragic event, the media service provider shall do so in a manner that will not violate the personal dignity of the victim of violence or tragic event or the person close to the victim, and especially in a manner that will not expose him or her to repeated distress.

In a case referred to in paragraph 3 of this article, it is not permitted to show the victim of violence or a tragic event that is dying or is exposed to grave physical or mental distress, unless the public interest in receiving the information outweighs the interest of protecting the dignity of that person.

Caricatural, satirical, collage and other similar portrayals of persons shall not be considered a violation of personal dignity or of the right to authenticity, provided that the context or the apparent intent of such portrayal is not aimed at causing precisely such a violation.

Prohibition of hate speech

Article 27

The media service provider must not broadcast programme content that contains information inciting, in an overt or covert manner, discrimination, hatred or violence against persons or groups of persons due to their race, colour of skin, ancestors, nationality, ethnicity, language, religious or political beliefs, sex, gender identity, sexual orientation, property status, birth, genetic characteristics, health status, disability, marital and family status, convictions, age, appearance, membership in political, trade union and other organisations and other real, or assumed personal properties.

The media service provider must not broadcast content that glorifies, justifies or diminishes the significance of discrimination, hatred or violence against the person or group of persons referred to in paragraph 1 of this article.

The prohibitions referred to in paragraphs 1 and 2 of this article shall apply regardless of whether a criminal offense has been committed by broadcasting programme content.

When assessing whether a particular programme content has the characteristics referred to in paragraphs 1 and 2, the nature and objective of that programme content shall in particular be considered, as well as the context in which the information is presented (e.g. the current socio-political situation in the domestic or international environment, current public opinion, as well as previous events that are relevant to the event, phenomenon or personality to which the content relates).

The prohibitions referred to in paragraphs 1 and 2 of this article shall not affect the right of the media service provider to:

- 1) broadcast information that is part of an objective journalistic report, without intending to incite discrimination, hatred or violence against a person or group of persons, or
- 2) broadcast information with the intention of pointing critically to discrimination, hatred or violence against persons or groups of persons or phenomena that constitute or may constitute an incitement to such behaviour.

Prohibition of incitement to terrorism

Article 28

The media service provider shall not broadcast programme content that contains information inciting, in an overt or covert manner, terrorism.

The media service provider must not broadcast content that glorifies or justifies terrorism.

The prohibitions referred to in paragraphs 1 and 2 of this article shall apply regardless of whether a criminal offense has been committed by broadcasting programme content.

The prohibitions referred to in paragraphs 1 and 2 of this article shall not affect the right of the media service provider to:

- 1) broadcast information that is part of an objective journalistic report, without intending to incite terrorism, or
- 2) broadcast information with the intention of pointing critically to terrorism or phenomena that constitute or may constitute an incitement to such behaviour.

IV. RIGHT TO PRIVACY

Article 29

The media service provider may not broadcast information from private life or personal record (letter, diary, note, digital record, etc.), likeness record (photographic, drawing, film, video, digital, etc.) or voice record (reel-to-reel audio, gramophone, digital, etc.), without the express consent of the person whose private life the information concerns, or the person whose words, likeness or voice it contains, if when broadcast, it can be concluded who the person it is.

The consent granted to one broadcast, for a particular manner of broadcasting, or to broadcasting for a particular purpose shall not be considered to be consent to re-broadcasting, to broadcasting in another manner, or to broadcasting for other purposes.

If the person referred to in paragraph 1 of this article has died, consent may be given by another person, within the meaning of Article 92 of the Law on Public information and Media (Official Gazette of the RS, number 92/2023).

Information from private life or personal record may be broadcast exceptionally without the

consent of the person referred to in paragraphs 1 and 3 of this article, if in a specific case the interest of the public to familiarise itself with the information or record outweighs the interest to prevent broadcasting, within the meaning of Article 93 of the Law on Public information and Media.

The media service provider may broadcast information containing personal data (e.g. name and surname, address of residence, telephone number, e-mail address, etc.) only if the requirements of paragraphs 1–4 of this article are met.

If the media service provider has violated the obligations referred to in paragraphs 1–5 of this article, it may not invoke the fact that the information or record has previously become known to the public by being made accessible through another media or in some other way.

V. PRESUMPTION OF INNOCENCE AND RIGHT TO FAIR TRIAL

Presumption of innocence

Article 30

The media service provider may not designate as the perpetrator of a criminal offense a person against whom the criminal procedure has been initiated or against whom actions have been taken that precede the criminal procedure (e.g. arrest, hearing of the arrested, detention of the suspect), before a final decision of the court determining his culpability.

The media service provider shall respect the presumption of innocence, regardless of whether this assumption is respected by another medium whose information it is retransmitting.

Preserving court authority and impartiality

Article 31

It is not permitted during the course of criminal proceedings to present ideas, information or opinions pre-empting the outcome of the proceedings or which assess the procedural value of the evidence, adducted or to be adducted in those proceedings, in a manner that could influence the outcome of the criminal proceedings.

The prohibition referred to in paragraph 1 of this article is aimed at preventing the pressure, intentional or unintentional, on the court denying the defendant the right to a fair and impartial trial, but not at affecting the freedom of the media service provider to present ideas, information or opinions about the work of courts and other judicial bodies.

Disclosure of information regarding criminal proceedings

Article 32

Information from ongoing criminal proceedings may be broadcast if it was presented at the trial or if it has been obtained or if it could have been obtained from the public authorities on the basis of the law governing access to information of public importance.

If the media service provider broadcasts the content of a court record regarding which the final court decision on exclusion has been made, it shall emphasize in advance that the evidence related to which the record was compiled could not be used in criminal proceedings, or that a decision in those proceedings could not be based on it.

Identification of participants in proceedings

Article 33

If a person who has or has had a procedural role in certain proceedings takes part in the programme about such proceedings (e.g. a judge, public prosecutor, defendant, defence attorney, the

injured, witness, an expert) or a person who is otherwise associated with a party to the proceedings (e.g. a blood relative or spouse of the defendant or the injured party), the media service provider shall clearly indicate this.

Analogous application to providing information regarding other offenses and proceedings

Article 34

Provisions of Articles 30-33 of this Rulebook shall apply accordingly to the provision of information on misdemeanours or economic offenses committed, as well as misdemeanour proceedings and economic offense proceedings.

VI.FREEDOM OF THOUGHT, CONSCIENCE AND RELIGION

Respect for the equality of churches and religious communities

Article 35

When broadcasting programme contents related to religious affairs, the media service provider shall respect the freedom of religion of citizens and the equality of churches and religious communities, guaranteed by the provisions of Article 43, paragraph 1 and Article 44, paragraph 1 of the Constitution of the Republic of Serbia and Articles 1 and 4 of the Law on Churches and Religious Communities (Official Gazette of the RS, number 36/2006).

Within the meaning of paragraph 1 of this article, it is in particular not permitted to belittle any religion, church or religious community or to abuse the religious beliefs of members of a certain religion.

Identifying a church or religious community

Article 36

Religious programme content, within the meaning of this Regulation, shall be understood to mean the programme content that is, in terms of its nature and content, intended for the presentation of religious beliefs, rules of conduct, customs of a particular church, religious community, confessional community or other religious organisation (hereinafter: churches and religious communities) or reporting on current phenomena and events related to a particular church or religious community, with the aim of providing religious information or education, preserving, fostering, developing or promoting religious culture and tradition.

At the beginning of religious programme content, the church or religious community it refers to must be clearly indicated.

If the programme of the media service provider is fully dedicated to contents related to a particular church or religious community (specialised media service), this must be clearly indicated at the beginning and end of the programme and at least once during two hours of the programme.

Respecting the decision to ban a religious community

Article 37

The media service provider may not broadcast religious programme content dedicated to a religious community that is prohibited in accordance with the provision of Article 44, paragraph 3 of the Constitution of the Republic of Serbia.

Prohibition of calling for change of religious beliefs

Article 38

It is forbidden to call on media service users to change their religious beliefs or join a particular church or religious community.

Within the meaning of paragraph 1 of this article, it is in particular not allowed to promise certain benefits (e.g. money, job, scholarship, travel, etc.) if the media service user joins a particular church or religious community.

Prohibition of abuse of credulity

Article 39

Attempts may not be made in religious programme content to persuade media service users that due to the action of supernatural forces an unfavourable event will befall them (e.g. loss of job, illness), if they do not change their religious beliefs or do not join a particular church or religious community.

VII.FINAL PROVISIONS

Cessation of validity of regulation

Article 40

Upon entry into force of this Rulebook, the Rulebook on the Protection of Human Rights in the Area of Media Service Provision (Official Gazette of the RS, number 55/2015) shall cease to be valid.

Entry into force

Article 41

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 752/2024/1
In Belgrade, 7 May 2024
Regulatory Authority for Electronic Media
President of the Council**

Olivera Zekić