

Pursuant to Articles 68 and 83 of the Law on Electronic Media (Official Gazette of the Republic of Serbia, 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 the Rights of Minors in the Area of Media Service Provision**

#### **I. INTRODUCTORY PROVISIONS**

##### *Scope of Rulebook*

##### **Article 1**

This Rulebook regulates in more detail the manner of fulfilment of obligations of media service providers regarding the manner of broadcasting programme content that may impair the physical, mental or moral development of minors (hereinafter: the development of minors), in connection with the participation of minors in the programme and the broadcasting of information directly or indirectly related to the minor.

##### *Meaning of terms in this Rulebook*

##### **Article 2**

The terms used in this Rulebook shall have the following meaning:

- 1) a **minor** is a person who has not reached 18 years of age;
- 2) a **particularly vulnerable minor** is a minor who has serious mental issues or is in a vulnerable life situation (e.g. victim of domestic, sexual, peer or other forms of violence, mental illness, committed a crime, attempted suicide, engaged in prostitution, abuse of alcohol or narcotics, whose parents are in prison or have abandoned the minor, etc.);
- 3) **depiction** is deemed to be any overt or covert, single or multiple depiction, presentation, appearance or description, performed by means of sound or moving or fixed image with or without sound;
- 4) **categorisation of programme content** is deemed to be the classification of certain programme content into one of the categories provided for in this Rulebook, given its (un)suitability for minors of a particular age or for all minors;
- 5) **fiction programme content** is deemed to be content showing fictional events, phenomena or persons or actual events, phenomena or persons, but which are reconstructed by means of an appropriate artistic process (e.g. biography, content based on true events). Fiction programmes include cinematographic films, television films, TV dramas, TV series and serials, radio dramas, animated films, etc.;
- 6) **non-fiction programme content** is deemed to be content depicting events, phenomena or persons that viewers or listeners receive (accept, perceive) as real or actual (e.g. educational, documentary or reality programme content, talk show content, quizzes, etc.);

- 7) **pornography** is deemed to be an explicit representation of the sexual organ or sexual act without a specific programme or artistic justification;
- 8) **erotic programme content** is deemed to be content showing naked human bodies in the sexual act or naked bodies themselves, without explicit scenes involving sexual acts (penetration, oral sex, masturbation, etc.) or sexual organs, but in the context of conducting sexual activity;
- 9) **reality programme content** is programme content that primarily, for the purpose of entertaining media service users, depicts, in a natural or artificially created environment (e.g. an artificially created community of people in a limited physical space), how the participants of that content behave for a certain period of time in predetermined, spontaneous or otherwise generated concrete life situations (e.g. co-existence in a community of people, mutual communication, work, leisure, solving certain tasks or unforeseen specific life problems, etc.), and in which participants, as a rule, participate in order to obtain certain benefits;
- 10) **children's programme content** is content that is exclusively intended for minors under 12 years of age in terms of its form, content, function and time of broadcasting (hereinafter: children's programme);
- 11) **programme content intended for minors** is content that is, in terms of its form, content, function and time of broadcasting, exclusively intended for minors aged 12 years or older;
- 12) **violence** is deemed to be behaviour that involves the use of force or threat to harm or endanger another person, another living being or thing (physical, verbal, psychological or sexual violence);
- 13) **severe violence** is deemed to be behaviour in which a victim is deprived of life by use of force or severely injured or caused grave suffering (e.g. cruel, inhuman treatment, mutilation of a living person or a corpse, sadistic actions), as well as resulting in a large number of victims or major destruction;
- 14) **sexual violence** is deemed to be behaviour that, with the use of force or threat, forces another person against his or her will, to engage in sexual intercourse or to have intimate body parts touched;
- 15) **depiction of sexuality** is deemed to be the depiction of the touching of intimate body parts for the purpose of inciting sexual arousal or depicting sexual intercourse;
- 16) **frightening scenes** are deemed to be contents that may inspire the feeling of shock, fear, anxiety or disgust in viewers or listeners;
- 17) **harmful substance** is a substance whose abuse, due to its composition or other properties, may be harmful or dangerous;
- 18) **dangerous behaviour** is deemed to be behaviour by which the person who engages in it places himself or herself or others in danger and which the minor may easily imitate (e.g. causing fire in a manner that a minor may imitate, careless handling of dangerous tools accessible to the minor, unsafe handling of a motor vehicle, etc.);

- 19) **discriminatory treatment** is deemed to be any unjustified distinction or unequal action or failure to act (exclusion, limitation or giving priority), towards persons or groups, as well as towards members of their families, or persons close to them, in an overt or covert manner, based on their actual or presumed personal characteristics (e.g. race, skin colour, nationality, national or ethnic origin, language, religious or political belief, sex, gender identity, sexual orientation, property status, genetic characteristics, health status, disability, marital and family status, prior convictions, age, appearance, etc.);
- 20) **offensive behaviour** is deemed to be behaviour, including speech, which is unacceptable in the context of the average viewer or listener (e.g. swearing, offensive gestures or facial expressions, etc.).

Other terms used in this Rulebook shall have the meaning set out in the law governing electronic media.

### *General obligations*

#### Article 3

The media service provider shall take all necessary measures so as to ensure that its programme content does not impair the development of minors, bearing in mind that minors enjoy the right to a higher degree of protection of free development of personality than adults.

The media service provider shall be guided by the best interest of minors in categorising programme content or other means of protection of minors when broadcasting programme content, when minors participate in programme content, as well as when broadcasting information directly or indirectly related to the minor and his or her private and family life.

## II. MANNER OF BROADCASTING PROGRAMME CONTENT THAT MAY IMPAIR THE DEVELOPMENT OF MINORS

### **1. Programme content that may severely impair the development of minors**

#### Article 4

It is prohibited to broadcast:

- 1) pornography;
- 2) brutal violence, without special programme and artistic justification;
- 3) other programme content that may severely impair the development of minors.

Notwithstanding paragraph 1, item 1) of this article, pornography may be made available to the public only if it is broadcast through a media service with conditional access, accessed through a personal identification number (electronic user authorisation code) or using other technical measures to ensure that the minor will not hear or see such content in regular circumstances.

For the entire duration of the programme content referred to in paragraph 2 of this article, in the upper corner of the screen a graphic symbol shall be displayed in the form of a red circle in which "18+" is written in white, occupying 1/32 of the screen.

If the programme content referred to in paragraph 2 of this article is broadcast as part of a non-linear media service with conditional access, it shall be separated from other programme content and placed in a separate part of the programme catalogue and labelled by the graphic symbol referred to in paragraph 3 of this article in the programme catalogue, and such a symbol must also be present for the entire duration of that programme content.

A copy of the graphic symbol referred to in paragraph 3 of this article is attached to this Rulebook as Annex 1, constitutes its integral part and shall be published on the website of the Regulatory Authority for Electronic Media (Regulator).

## **2. Programme content that may impair the development of minors**

### *General obligations*

#### Article 5

The media service provider shall clearly label the programme content that may impair the development of minors in the manner prescribed by this Rulebook and shall not broadcast it outside the time prescribed by Article 8 of this Rulebook.

If it broadcasts programme content that may impair the development of minors, the media service provider shall, at the time of its broadcasting, by means of technical measures intended for age verification or other technical measures, ensure that minors will not hear or see such content in regular circumstances.

Notwithstanding this, if the media service provider provides programme content that may impair the development of minors as a protected service with conditional access, it may broadcast it outside the time prescribed by Article 8 of this Rulebook, but it is still obliged to label it clearly in the manner prescribed by this Rulebook.

### *Obligation to categorise programme content*

#### Article 6

The media service provider shall categorise any programme content that may impair the development of minors.

Notwithstanding paragraph 1 of this article, the media service provider is not obliged to categorise news and current affairs programmes, while the sports programme shall be categorised only in the case provided for in this Rulebook.

If, as part of the news or current affairs programme, content that may impair the development of minors is broadcast (e.g. the consequences of violence, tragic events or natural disasters), it must be clearly announced immediately before its broadcast by appropriate verbal or textual warning.

### *Categories of programme content*

#### Article 7

The media service provider shall categorise programme contents that may impair the development of minors into the following categories:

- 1) programme content unsuitable for minors under 12 years of age;
- 2) programme content unsuitable for minors under 15 years of age;

- 3) programme content unsuitable for persons under 18 years of age.

*Time of broadcasting categorised programme content in  
linear media services*

Article 8

Programme content unsuitable for minors under the age of 12 may only be broadcast in the period from 9 p.m. to 6.00 a.m..

Programme content unsuitable for minors under the age of 15 may only be broadcast in the period from 10 p.m. to 6.00 a.m.

Programme content unsuitable for persons under 18 years of age may only be broadcast in the period from 11 p.m. to 6.00 a.m.

The time restrictions referred to in paragraphs 1-3 of this article shall refer both to the first-run and repeat (rerun) broadcasting of a specific programme content.

The programme content referred to in paragraphs 1-3 of this article may be broadcast without time restrictions, if it is part of a protected service (conditional access service), accessed by means of a personal identification number (electronic user authorisation code) or other similar conditional access system.

*Manner of broadcasting categorised programme content in  
non-linear media services*

Article 9

In non-linear media services, programme content unsuitable for all minors under the age of 18 may be made available only within a separate section within the catalogue or in a separate catalogue with the application of appropriate technical measures to ensure that minors will not hear or see such content in regular circumstances.

*Manner of labelling categorised programme content in  
linear media services*

Article 10

The media service provider shall label programme content unsuitable for minors under the age of 12 by means of a textual or voice notification, which shall contain a warning that the content is not suitable for persons under the age of 12, indicating potentially harmful content within the meaning of Article 13 of this Rulebook, as well as a graphic symbol in the form of a green circle containing number 12 written in white.

The media service provider shall label programme content unsuitable for minors under the age of 15 by means of a textual or voice notification, which shall contain a warning that the content is not suitable for persons under the age of 15, indicating potentially harmful content within the meaning of Article 13 of this Rulebook, as well as a graphic symbol in the form of a yellow circle containing number 15 written in white.

The media service provider shall label the programme content unsuitable for persons under 18 years of age by means of a textual or voice notification, which shall contain a warning that the content is not suitable for persons under 18 years of age, indicating potentially harmful content within the meaning of Article 13 of this Rulebook, as well as a graphic symbol in the form of a red circle containing number 18 written in white.

The textual or voice notification referred to in paragraphs 1-3 of this article shall be broadcast immediately before the start of categorised programme content.

The graphic symbol referred to in paragraphs 1-3 of this article shall be broadcast in the top corner of the screen for the entire duration of categorised content and occupy 1/32 screens.

If categorised programme content is broadcast as part of a radio programme, it shall be labelled by means of voice notification referred to in paragraphs 1-3 of this article, which shall be broadcast immediately before broadcasting such programme content and after each interruption of its broadcasting.

Examples of the graphic symbols referred to in paragraphs 1-3 of this article are attached to this Rulebook as Annexes 2, 3 and 4, constituting its integral part and shall be published on the Regulator's website.

#### *Manner of labelling categorised programme content in non-linear media services*

##### Article 11

The non-linear media service provider shall label categorised programme content by placing in the programme catalogue a graphic symbol referred to in the provision of Article 10, paragraphs 1-3 of this Rulebook, and the manner of its placement must clearly demonstrate to which programme content it refers.

#### *Announcement of categorised programme content*

##### Article 12

Categorised programme content may also be announced in a time period in which its broadcasting is not allowed, if the announcement does not contain potentially harmful content within the meaning of Article 13 of this Rulebook.

If the categorised programme content is announced by broadcasting short excerpts from that content (the so-called promotional content):

- 1) in the tv programme, a graphic symbol referred to in Article 10, paragraphs 1-3 of this Rulebook shall be broadcast throughout the duration of the announcement;
- 2) in the radio programme, such announcement shall be preceded by a voice notification referred to in Article 10, paragraphs 1-3 of this Rulebook.

#### *Criteria for categorising programme contents*

##### Article 13

The media service provider shall assess whether it is necessary to categorise a particular programme content by considering whether the following potentially harmful content is shown in it:

- 1) violence and its consequences;
- 2) sexual violence;
- 3) naked human body.
- 4) sexuality;
- 5) frightening scenes;
- 6) smoking and abuse of narcotics, alcohol and other harmful substances;
- 7) dangerous behaviour;

- 8) discriminatory practices;
- 9) offensive behaviour.

In assessing whether it is necessary to categorise certain programme content, the media service provider shall also consider the context in which the potentially harmful content referred to in paragraph 1, items 1) -9) of this article, is broadcast:

- 1) the goal or nature of the programme content in which potentially harmful content is displayed (e.g. if potentially harmful content is displayed in an educational, historical, or comic context, this, as a rule, shall lead to a less strict categorisation of programme content);
- 2) the nature of the content of the media service in which certain programme content is broadcast (e.g. media service specialised in children's programme content);
- 3) whether it is fiction or non-fiction programme content (e.g. non-fiction programme content in which violence is displayed, as a rule, shall be categorised more strictly);
- 4) the degree of realism of depicting potentially harmful content (e.g. if the action is set in a fantasy world and violence occurs among supernatural beings, this, as a rule, shall lead to a less strict categorisation of programme content; on the other hand, if the action is set in an environment that is familiar to the minor, such as family or school, the presence of violence, as a rule, shall lead to a stricter categorisation);
- 5) the number, length, frequency, intensity (to what extent there is audio, visual or verbal emphasis) and the level of detail of depicting potentially harmful content (e.g. detailed and intensive depiction of bodily injuries, blood or other scenes that may cause the viewer to feel discomfort, fear, anxiety or disgust, shall lead, as a rule, to stricter categorisation of programme content);
- 6) the anticipated effect that the programme content will have on viewers or listeners, especially in what environment, or atmosphere potentially harmful content is shown (e.g. if the severe consequences of violence or sexuality are depicted in a dark social environment or atmosphere, the programme content shall usually be categorised more strictly);
- 7) what position is taken in the programme content toward violence, abuse of harmful substances, dangerous behaviour or discriminatory treatment (e.g. if a critical position is taken towards violent behaviour, this shall lead, as a rule, to a less strict categorisation of the programme).

The media service provider shall categorise the programme content that may impair the development of minors by applying the criteria referred to in paragraphs 1 and 2 of this article, after the assessment of the fulfilment of each criterion separately and all the criteria jointly.

#### *Programme contents unsuitable for minors under the age of 12*

#### Article 14

Programme content unsuitable for minors under the age of 12 is characterised by occasional, moderately long, moderately intensive and moderately detailed depiction of the contents referred to in Article 13, paragraph 1, items 1)-9) of this Rulebook, which, in view of the context in which they are shown, is not unsuitable for minors aged 12 or older, and has the following characteristics:

- 1) occasional depiction of moderate violence and its consequences, while severe violence and its consequences may be shown briefly and without detail. Notwithstanding this, short and rare showing of scenes containing detailed depiction of severe violence and its consequences may be present in programme content if justified by its educational purpose;
- 2) sexual violence must not be depicted, but in the course of action it may be indicated that it occurred;
- 3) naked human body may be depicted, but not in the context of sexuality;

- 4) sexuality may be depicted occasionally and discreetly;
- 5) frightening scenes must be shown in moderation, but they must not be frequent and especially emphasised;
- 6) the depiction of smoking and abuse of narcotics, alcohol and other harmful substances must not be frequent, nor should the significance and effects of their abuse be presented as amusing or less important than they are in real life;
- 7) dangerous behaviour must not be depicted in detail, nor may a positive attitude be expressed towards such behaviour in the programme content as a whole;
- 8) discriminatory treatment must not be depicted with a positive attitude towards such treatment, nor may it be depicted if it is engaged in simultaneously with violence;
- 9) moderately offensive behaviour is permitted, but must not be frequent, nor may it be a way of communicating (e.g. a profanity used in communication as a filler), while very offensive behaviour may be depicted only briefly, but never if it is used in the form of an act of aggression, that is, to offend someone.

*Programme contents unsuitable for minors under the age of 15*

Article 15

Programme content unsuitable for minors under the age of 15 is characterised by frequent, long, intensive and detailed display of the content referred to in Article 13, paragraph, items 1)-9) of this Rulebook, which, in view of the context in which it is displayed, is not unsuitable for minors aged 15 or older, and has the following characteristics:

- 1) severe violence and its consequences may be depicted in detail, but the programme content must not be specifically focused on the scenes in which they are depicted in detail;
- 2) sexual violence may only be depicted discreetly, without particular focus on the details of such behaviour and the victim's suffering;
- 3) there are no restrictions on the depiction of the naked human body, if it is not depicted in the context of sexuality, and the depiction in that context should not be detailed;
- 4) sexuality may be depicted frequently, but without details, unless it is depicted for the purpose of education about sexuality and human health;
- 5) frightening scenes may be frequently and intensively depicted, but only if such scenes are not the result of sadistic or sexual behaviour;
- 6) smoking and abuse of narcotics, alcohol or other harmful substances may be frequently depicted, but in the programme content as a whole a positive attitude towards such behaviour must not be depicted;
- 7) dangerous behaviour may be depicted in detail, but the programme content must not be specifically focused on the scenes in which such behaviour is depicted in detail, nor may a positive attitude towards such behaviour be depicted in the programme content as a whole;
- 8) discriminatory treatment may also be depicted when engaged in simultaneously with violence, but in the programme content as a whole, a negative attitude must be expressed towards such treatment;
- 9) very offensive behaviour may be frequent, while the most severe forms of offensive behaviour may only be briefly depicted, but never if it is used as an act of aggression, or to offend someone.

*Programme contents unsuitable for persons under the age of 18*

Article 16

Programme content unsuitable for persons under 18 years of age is characterised by very frequent, very long, very intensive and very detailed display of the content referred to in Article 13, paragraph 1, items 1)-9) of this Rulebook, and has the following characteristics:



- 1) particular focus on the detailed depiction of severe violence and its frightening consequences;
- 2) depiction of sexual violence, with a particular focus on the details of such behaviour and the victim's suffering;
- 3) detailed depiction of sexuality, provided that the primary purpose of the programme content is not to incite sexual arousal;
- 4) display of erotic content;
- 5) very detailed and very intensive presence of frightening scenes;
- 6) detailed depiction of the abuse of narcotics, alcohol or other harmful substances, although in the programme content as a whole, a positive attitude towards such behaviour is not expressed;
- 7) detailed depiction of dangerous behaviour, although in the programme content as a whole, a negative attitude towards such behaviour is not expressed;
- 8) detailed depiction of discriminatory behaviour, although in the programme content as a whole, a negative attitude towards such behaviour is not expressed;
- 9) depiction of the most severe offensive behaviour, even when used in the form of an act of aggression, or to offend someone.

The category of programme content unsuitable for persons under the age of 18 may not include content whose broadcasting is prohibited by law, in particular:

- 1) content that emphasises and supports violence, behaviour provided for by law as a criminal offense, misdemeanour or economic offense, or abuse of narcotics, and if it abuses the credulity of viewers or listeners, within the meaning of Article 72 of the Law on Electronic Media;
- 2) content that does not respect personal dignity or other human right, and especially if it depicts degrading treatment, scenes of violence and torture, except when there is a programme and artistic justification for it, within the meaning of the provisions of Article 70, paragraph 2 of the Law on Electronic Media;
- 3) content containing information inciting, in an overt or covert manner, discrimination, hatred or violence due to race, colour of skin, ancestry, nationality; ethnicity, language, religious or political beliefs, sex, gender identity, sexual orientation, property status, birth, genetic characteristics, health status, disability, marital and family status, prior convictions, age, appearance, membership in political, trade union and other organisations and other real or assumed personal properties, within the meaning of Article 71 of the Law on Electronic Media;
- 4) content encouraging an act of direct violent subversion of the constitutional order or an act of direct violence against a person or group based on race, ethnicity, political affiliation, religion, sexual orientation, disability or other personal property, within the meaning of Article 70 of the Law on Public information and Media (Official Gazette of the RS, number 92/2023);
- 5) content for the production of which an animal has been killed, abused or incited to engage in aggressive and unnatural behaviour, within the meaning of Article 7, paragraph 1, item 24) of the Law on Animal Welfare (Official Gazette of the RS, number 41/2009);
- 6) content that promotes or advertises prostitution, within the meaning of Article 184, paragraph 1 of the Criminal Code (Official Gazette of the RS, numbers 85/2005, 88/2005 - correction, 107/2005 - correction, 72/2009, 111/2009, 121/2012, 104/2013, 108/2014, 94/2016 and 35/2019);
- 7) pornographic content created by the exploitation of a minor, within the meaning of Article 185, paragraph 4 of the Criminal Code;
- 8) content that calls for the change of the constitutional order of the Republic of Serbia by force, within the meaning of Article 309, paragraph 1 of the Criminal Code;
- 9) content that calls for a war of aggression, in terms of Article 386, paragraph 1 of the Criminal Code.

*Special provisions relating to the broadcasting of reality programme content*

Article 17

Reality programme content is considered unsuitable for minors under the age of 15, if it shows offensive behaviour not used as an act of aggression, or to offend someone or depict the consumption of alcoholic beverages, unless it is left out of the footage or completely concealed by using high frequency tone (beeps), image blurring or other similar method.

Reality programme content is considered unsuitable for persons under the age of 18, if it depicts violence, offensive expression used as an act of aggression, or for the purpose of insulting, smoking, excessive consumption of alcoholic beverages or naked human body.

Reality programme content may not depict severe violence, sexuality, abuse of narcotics, as well as behaviour that constitutes hate speech or which violates human dignity or other human rights.

If during the live broadcast of reality programme content there is an escalation of violence or offensive behaviour engaged in for the purpose of insulting, the media service provider shall immediately interrupt its broadcasting, if it cannot avoid showing such behaviour in any other manner (e.g. muting the sound, changing the camera angle, etc.).

*Special provisions regarding the broadcasting of sports programme content*

Article 18

Sports programmes shall not be categorised.

Notwithstanding paragraph 1 of this article, live broadcasting or broadcasting a recording of extreme martial sports (e.g. Mixed Martial Arts (MMA), which may contain depictions of severe violence, shall be categorised as unsuitable for minors under the age of 15.

If there is a physical altercation among the spectators or participants of an event, disorder or unauthorised entry into the sports field during the live broadcast of a sports event, the media service provider may display them during the live broadcast only if the sports event has been disrupted (e.g. temporary interruption of the game), to the extent necessary for the viewer to become familiar with the reasons that affected the regular course of the sports event.

The restriction referred to in paragraphs 2 and 3 of this article shall not affect the showing of physical altercation, disorder or unauthorised entry into the field in the news and current affairs programme.

*Special provisions on the broadcasting of programme content related to suicide*

Article 19

Programme content depicting methods of committing suicide may only be broadcast if this is justified by the purpose and nature of such content (e.g. programme content of an artistic or educational nature), but such programme content shall be categorised as unsuitable for minors under the age of 15.

When informing the public about suicide or suicide attempt, the media service provider shall refrain from:

- 1) presenting details about the manner a person has committed or attempted suicide;

- 2) broadcasting data on committed or attempted suicide at the prime-time slot of the news programme (e.g. headlines, news of the day or as the first or most important news of the day, etc.);
- 3) broadcasting the footage of suicide, photographs of the deceased, as well as the location where the suicide was committed;
- 4) condoning suicide or attempted suicide;
- 5) presenting the causes of suicide or attempted suicide in a simplified manner (e.g. suicide was committed for one reason alone, etc.)

When broadcasting information referred to in paragraph 2 in this article, the media service provider shall also broadcast the contact information of the relevant organisation dealing with suicide prevention, if possible, given the nature and duration of the programme content in which this information is broadcast.

The provisions of this article shall also apply to content related to self-harm.

### **3. Children's programme and programme contents intended for minors**

#### **Article 20**

Children's programme must be suitable for minors under 12 years of age.

Children's programme may address certain issues related to children's growing up and development (e.g. relationships with peers, learning issues), but they must be covered in an age-appropriate manner.

Programme content intended for minors must be suitable for minors aged 12 or older, and it may address serious issues related to their growing up and development (e.g. adolescent problems, peer violence, domestic violence), as well as other social issues that are within the scope of their judgment.

Violence, smoking, abuse of narcotics, alcohol or other harmful substances or offensive behaviour is not allowed to be shown in children's programme, or in programme content intended for minors, unless it has an educational purpose or is done in order to point to the unacceptability of such behaviour, but in an age-appropriate manner.

Naked human body and sexuality shall not be shown in children's programmes or in programme content intended for minors, unless they have an educational purpose, but in an age-appropriate manner.

Children's programme, or programme content intended for minors, may not contain information that would lead to behaviour that could impair their physical, mental, emotional or other integrity.

Within the meaning of paragraph 6 of this article, such programme contents may not contain in particular the depiction of minors in a dangerous situation (e.g. climbing unsecured objects; entering unfamiliar premises; talking to unknown people; using matches, lighters, gasoline, medicines and household electrical devices), unless it is a warning of the danger to the health and safety of the minor or his or her integrity.

After the broadcast of the children's programme, or programme content intended for minors, the transition to other programme content not intended for them must be gradual rather than abrupt, without an appropriate pause.

#### **4. Content of interactive services related to programme content**

##### **Article 21**

If the interactive service related to programme content contains an announcement or schedule of programme content, the media service provider shall label categorised programme content, by placing the appropriate figure indicating the category to which it is classified, and it must be clear to which programme content it refers.

Within the service referred to in paragraph 1 of this article, content that may impair the development of minors must not be broadcast.

### **III. PARTICIPATION OF MINORS IN PROGRAMME**

#### *Consent to participation in the programme*

##### **Article 22**

The participation of the minor in the programme requires the explicit consent of the minor and parent, carer or adoptive parent (hereinafter: parent).

Parental consent shall be provided in writing, if a particularly vulnerable minor is to participate in the programme.

All facts of importance for making a decision on granting consent to participation in the programme must be presented to parents and minors in a timely, clear, true and complete manner.

The consent of parents and minors does not preclude the duty of the media service provider to pay special attention when minors participate in the programme and does not preclude its responsibility for the broadcast content.

The obligation to obtain consent does not apply to cases where a minor is depicted as part of a multitude of characters (e.g. concert audience, street passers-by, etc.) or if he or she is part of the landscape, nature, panorama, settlement, square, street or similar scene.

#### *Participation of particularly vulnerable minors in programme*

##### **Article 23**

A particularly vulnerable minor may participate in the programme when such participation relates to one of the reasons for the minor's special vulnerability, only if his or her identity is protected.

In the case referred to in paragraph 1 of this article, all necessary measures must be taken to ensure the anonymity of the minor (e.g. masked or blurred image and modulated tone or use of another person's voice, omitting data that could directly or indirectly indicate identity, use of acting, etc.), paying special attention to the necessary degree of anonymity (e.g. whether it is necessary to keep the identity hidden only from the general public or from the minor's family or friends).

Viewers or listeners must be clearly informed that acting or voice of another person is used to protect the identity of a particularly vulnerable minor.

The provisions of this article shall not apply when one or more minors with mental or physical disability participate in the programme, especially if the programme content aims to inform the public about the conditions in which such persons live, work or are educated, and to promote the idea of respecting diversity and their inclusion in society as its equal members.

*Respect for dignity and free development of minor's personality*

Article 24

During the minor's participation in the programme, his or her personal dignity must be respected, and the nature of the programme content and the manner of participation must be adapted to his or her age, maturity, reason of participation and the minor's attitude toward that reason of participation.

Within the meaning of paragraph 1 of this article, it is in particular not permitted to belittle a minor, to treat him or her discriminatively, to ask him or her questions regarding sensitive family issues or an age-inappropriate topic, or to expose him or her to a situation that may inspire the feelings of fear, shame, anxiety or anger in the minor.

If a minor who is seriously ill, has mental disabilities, a pronounced physical impairment or disability participates in the programme, it is not allowed to treat him or her with pity or with the intention to cause a feeling of pity in the public, because the minor has the above characteristics.

It is forbidden to use the participation of minors in the programme for political purposes or otherwise abuse that participation.

*Appropriate prize*

Article 25

The prize in children's programme and programme content intended for minors must be age-appropriate in terms of its nature, form, quality and other characteristics.

*Non-participation in certain programme contents*

Article 26

The minor who has not reached the age of 15 may not participate in programme content that is broadcast live after 10.00 p.m.

The minor who has not reached the age of 15 may not participate in programme content that consists of a reconstruction of a crime, violence or dramatic tragic event.

The minor may not participate in programme content relating to a family conflict in which he is directly or indirectly involved.

#### IV.PROTECTION OF MINORS TO WHOM INFORMATION RELATES

##### *Protection of identity in connection with certain information*

###### Article 27

The media service provider shall protect the identity of the minor, if there are indications or the minor is an offender, witness or victim of violence, criminal offense or other punishable behaviour or if he or she has attempted or committed suicide.

If there is justified public interest in broadcasting an audio or audio-visual recording of the commission of violence, criminal offence or other punishable conduct in which the minor participated, the media service provider may broadcast such a recording while respecting the obligation referred to in paragraph 1 of this article (e.g. blurred or masked by image and modulated tone).

In the case referred to in paragraphs 1 and 2 of the media service provider shall refrain from broadcasting data that directly reveals the identity of the minor (e.g. name, names of parents or close relatives, address of residence, etc.) and data that could indirectly indicate identity, either independently or in conjunction with data that is already available to the public (e.g. school attended, workplace, personal description of the minor, his or her photo or video, etc.).

The media service provider shall protect the identity of the minor even when it is not done by a public authority or other person, including another media publisher, whose release or statement is aired or transmitted in connection with the cases referred to in paragraphs 1 and 2 of this article.

##### *Protection of private and family life*

###### Article 28

Information relating to the private and family life of the minor may not be disclosed if this would result in a violation of the minor's interests and dignity.

The media service provider shall pay particular attention to the privacy of the minor, and shall keep in mind that the minor's right to privacy does not cease by having a parent or other close person who holds a public office, actively participates in public life or otherwise is known to the public.

It is not allowed to broadcast programme content aimed at determining the identity of the minor's parents (e.g. contesting or determining paternity or maternity), regardless of whether the minor is under parental care.

It is not permitted to broadcast programme content discussing the entrusting of a particular minor to the care of one or another parent or the justification of placement in a foster family or of adoption.

A family conflict in which the minor is directly or indirectly involved must not be used in programme content for the purpose of entertaining the public.

Data relating to custody, foster care or adoption of a particular minor must not be aired.

## V.FINAL PROVISIONS

### Article 29

With the entry into force of this Rulebook, the Rulebook on the Protection of the Rights of Minors in the Area of Media Service Provision (Official Gazette of the RS, number 25/2015) shall cease to be valid.

### Article 30

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.

**No. 753/2024/1**  
**In Belgrade, 7 May 2024**  
**Regulatory Authority for Electronic Media**  
**President of the Council**

**Olivera Zekić**

## Attachments

### ANNEX 1



### ANNEX 2



### ANNEX 3



### ANNEX 4

