

Number: 1423/2025/3
Date: 06/02/2026
Belgrade

Report of the Monitoring and Analysis Service of the REM acting ex officio

Procedure initiated ex officio**Ex officio
procedure**

Complainant: Anonymous complaint
Against: ARENA CHANNELS GROUP doo, Beograd - Agro TV (Vladimira Popovića 6, floor M, apartment B 31-35, Belgrade)
Date of receipt: 30/12/2025

Report

An anonymous sender submitted a complaint against Agro TV to the Regulatory Authority for Electronic Media, stating that in the Dobra Zemlja programme broadcast on 07 December 2024, "a person was shown engaging in servicing radiators, without any indication that it is an unregistered business activity".

"According to the Business Registers Agency's decision number BP XXXXXXXXX, the sole trader XXXXXXXXX has been in a dormant status since 16 April 2019, without registering a continuation of his business activity. By broadcasting such a report, the media misled the public and indirectly promoted unregistered operation, which is contrary to the Law on Advertising and the Law on Electronic Media", the report claims.

In the response of the media service provider (19/01/2026), which also submitted a recording of the programme broadcast on 07 December 2025, it is pointed out that on the date stated in the complaint, there was no first-run or rerun broadcasting of the Dobra Zemlja show. The report with Darko Poparić was broadcast, as stated in the response, on 07 December 2025, pointing out "the Agro TV channel does not encourage or promote unregistered operation nor does it in any way deceive the public".

"A journalist is not formally required to verify the status of a sole trader with the BRA. In this respect, the author of the show, Uroš Davidović, had no reason to doubt the lawfulness of business activities of the sole trader XXXXXXXXXXXX, so he did not conduct any verifications. Nevertheless, after receiving the complaint, the author of the show, Uroš Davidović, contacted the sole trader XXXXXXXXXXXX in order to comply with the ethical and professional standard practice and received a confirmation that he performs his business activity lawfully, in line with regulations", Agro TV says in their response.

A statement of the author of the show, Uroš Davidović, is also attached, who states that if this refers to the programme broadcast on 07 December 2025, the complaint "does not contain any real data except for malicious claims and lies". He points out that the report was not part of any TV shopping, product placement or advertising slot, that is, any advertising form. XXXXXXXXX was presented, as indicated, as an individual, tractor radiator expert, rather than as a legal entity. The author of the report further specifies in his

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