Number: 201*/2025/1*
Date: 27/03/2025
Belgrade

Report of the Programme Monitoring and Analysis Service of the REM

Ex officio report	**Against:** *Prva televizija d.o.o, Beograd - Prva* **Summary:** Based on a letter from XXXXXXXXX, the Monitoring and Analysis Service was notified about the content broadcast on *TV Prva* on 21 February, which according to the letter was contentious from the standpoint of content categorisation.
Report	Based on the letter, the Monitoring and Analysis Service was informed about the broadcasting on *TV Prva*, on 21 February, of a film titled *Dekica pušten sa lanca (Dirty Grandpa),* which according to the letter, was improperly categorised. By examining the broadcast content that was part of the programme on the specified date in the time slot from 22:51:50 to 00:37:12 the following day, it was noted that film was an American film initially labelled verbally and in writing as content not suitable viewers under the age of 12. During the film, the numerical label was displayed in the upper left corner of the screen, repeatedly in equal time intervals (once every fifteen minutes), for ten seconds. A more detailed analysis of the film *Dekica pušten sa lanca (Dirty Grandpa)* found that following the death of his wife, the leading character with a symbolic name *Dik (Dick)* wanted to go crazy, go out and have fun, although he was in his sunset years (Robert De Niro). On a trip to Florida, he was accompanied by his young grandson (Zac Efron), together with whom, in a series of comical situations, he attended debauched parties where beautiful, young women were always present. The film contains scenes of nude human bodies in the context of sexuality, sexual allusions, alcohol use, swearing, profanity was heard, albeit in a comical context. Therefore, the content falls under fiction, film, comedy, with potentially harmful content, shown occasionally, with a manner of communication that involves profanity, but also the author's clear and exclusive intent to make the audience laugh and have fun.

	Based on a comparative analysis of the film's categorisation in different countries, it was established that the media service provider had labelled the film with the same numerical label as in several other European countries (Denmark, Germany, Iceland, the Netherlands, Norway), while in other countries, the numerical label varied from 14 to 18 years.
Conclusion	The media service provider **TV Prva** aired the film *Dekica pušten sa lanca (Dirty Grandpa)* on 21 February, labelling it as content not recommended for persons under the age of 12. The time of broadcast (from 22:51:50) additionally prevented the content aired from causing harm to minors, and in this sense the media service provider took action to ensure that the content was aired without endangering the physical, mental or moral development of minors. Certain scenes in the film can be rated as content that could carry a higher numerical label, but considering the context, frequency of such segments, the nature and goal of the programme content, the categorisation displayed can be considered as appropriate. For the purpose of encouraging and establishing a co-regulation system in the field of labelling programme content, in addition to the regulator and media service providers, the role of parents as the third party in the division of responsibility for the protection of minors from potentially harmful programmes is particularly important. The responsibility of the MSP, in this case, however, lies in the fact that the labelling was not done in accordance with the *Rulebook on the Protection of Minors in the Area of Media Service Provision*, which stipulates that the numerical (graphic) label shall be broadcast in an upper corner of the screen, throughout the entire duration of categorised content. I propose contacting **TV Prva** representatives in order to highlight to them again the importance of proper labelling of programme content. There are no grounds for initiating an examination procedure.

REM Monitoring and Analysis Service
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