



**Republic of Serbia  
REGULATORY AUTHORITY  
FOR ELECTRONIC MEDIA**

Number: 461/2025/4

Date: 17/07/2025

Belgrade

---

**Report of the Monitoring and Analysis Service of the REM  
acting upon a complaint due to a violation of personal interest**

---

**Complainant:**

Acting upon a complaint due to a violation of personal interest.

In relation to the stated content, complaint XXXXXXXXXXXXXXX was submitted.

**Against:** TV B92

**Summary:** violation of personal interest and possible hate speech and violation of obligations to respect human rights and personal dignity

**Monitoring period:** 25 March 2025, from 23:00:35 to 23:00:57

---

**Broadcast time:** 25 March 2025, from 23:00:35 to 23:00:57

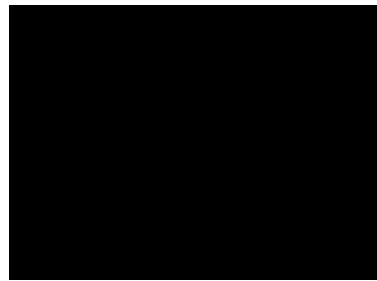
On 25 March 2025, in the time slot from 23:00:35 to 23:00:57, on TV B92, at the beginning of properly labelled commercial break:



**Report**

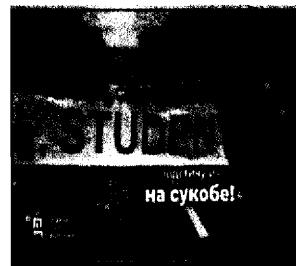
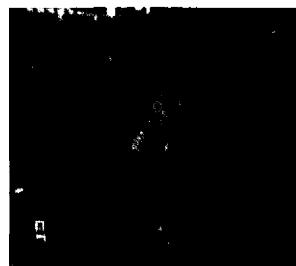
a political propaganda video clip was broadcast.

As part of the clip, from 23:00:44 to 23:00:45, during less than a second, a photo of the complainant, XXXXXXXXXXXXXXX, was also inserted.



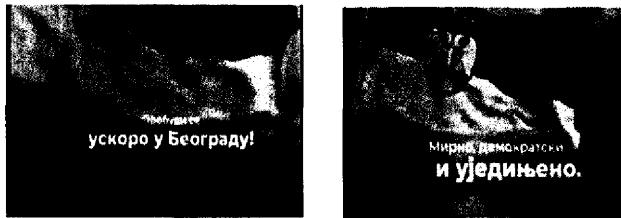
At the moment of broadcasting of the shot in question, a female voice off-screen uttered the text: "they are pushing our children to the front lines..." which was displayed on the screen at the same time. The transcript of the entire text uttered in the video reads: "They are pushing our children to the front lines; they are encouraging them to engage in conflict! And when chaos ensues, they find a way to escape! Their children are safe; they are using our children to come to power! Wake up, soon in Belgrade! Peacefully, democratically and united."

The visual part of the video also featured shots with pictures of opposition politicians (Miroslav Aleksić, Radomir Lazović, Dragan Djilas, Marinika Tepić) and public figures (actor Dragan Bjelogrlić, former basketball player Dejan Bodiroga...), a shot from the protests of students holding blockades ("students staging a blockade") and a shot that showed an N1 journalist taking a statement from a child. They were mentioned in a negative context, in relation to both spoken and written text on the screen, without mentioning names; their likeness was displayed instead.





The ad ended with a call: "Wake up", and a notification: "in Belgrade soon", which is uttered off-screen and displayed on the screen during the broadcast of the message.



The video ad did not explicitly specify the political movement that was being promoted and whose gathering was announced with the words "in Belgrade soon"; the ad was only signed by the NGO Centre for Social Stability. On its website <https://czds.rs/o-nama/>, persons who are close to or members of SNS are listed as its officials or associates of this organisation: Petar Djurđev, MP in the Vojvodina Assembly (member of the Committee on Issues of Constitutional and Legal Status of the Province); Nemanja Starović, who currently serves as the Minister of European Integration of the Republic of Serbia, and was also previously the Minister of Labour, Employment, Veteran and Social Affairs of the Republic of Serbia in the governments of the SNS-led coalition.

Considering that the identity of the complainant, XXXXXXX, was unequivocally misused for political propaganda purposes in a very negative context for the complainant, the conclusion is that there is a clear violation of personal interest. The fact that the shot in question only lasted less than a second is not an extenuating circumstance, since that time was sufficient for viewers to take in the information.

---

Also, broadcasting a political propaganda video clip outside the election campaign violates the obligation referred to in Article 62, Paragraph 1 of the Law on Electronic Media ("The media service provider shall: 1) comply the ban on political advertising outside the election campaign;"), while the broadcasting of a photographic image of a person in an ad without permission violates Article 15 of the Law on Advertising.

Claims of the complainant's team of lawyers about possible violations of Articles 70 and 71 of the LEM are deemed unfounded.

NOTE: By examining the video material, several other political propaganda video clips of the same authors were identified, which are already subject to ex officio procedures and/or procedures based on complaints of other complainants, which do not concern the violation of personal interest of the complainant who submitted this specific complaint – <https://www.rem.rs/uploads/files/Resenja%20Prijave/Prijave%202025/Izvestaj%20sluzbe%20po%20prijavi%20436-2025%2C%20547-2025%2C%20553-2025.pdf>

---

**Possible violation** of Article 62, Paragraph 1, Item 1 of the Law on Electronic Media:

"The media service provider shall:

- 1) comply with the ban on political advertising outside the election campaign;"

**Explanation:** a political propaganda video clip was broadcast at a time when no elections had been called.

## Conclusion

**Possible violation** of Article 15 of the Law on Advertising, Paragraphs 1 and 2: "If an advertisement features a personal good that allows for the identification or recognition of an individual, such advertisement may not be broadcast without the prior consent of the person concerned. Personal data, personal content or visual likeness (photographic, illustrative, graphic, cinematic, video or digital likeness), audio recordings of the voice or spoken words of a specific natural person are shall be deemed personal goods."

**Explanation:** a person's photographic likeness was used without permission and in an extremely negative context.