



REGULATORY
AUTHORITY FOR
ELECTRONIC
MEDIA

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Number: 499/2025/7

Date: 30/07/2025

Belgrade

Subject: Ex officio report on the advertising of the *CarGo* app in the programmes of three radio media service providers

The Regulatory Authority for Electronic Media received a complaint of the Contractual Taxi Chamber of Commerce of Serbia (499/2025, 14/04/2025) against three radio media service providers: Radio S4, Radio TOP FM and Radio *Nostalgie*; due to the broadcasting of ad messages advertising the *CarGo* ride-hailing app on 8 and 11 April 2025, which was allegedly in violation of provisions of the Law on Electronic Media and of the Law on Advertising.

The complaint states that the radio media service providers "without an issued approval, license or other act from the competent authority, advertised an activity for which it is prescribed by law that it may be performed only on the basis of an approval of the competent authority, thus grossly violating the provisions of Article 7, Paragraph 2 of the Law on Advertising."

In accordance with Article 79, Paragraph 1 and Article 80, Paragraph 1 of the Law on Public information and Media (Official Gazette of the RS, no. 92/2023) and Article 35, Paragraph 3 of the Law on Electronic Media (Official Gazette of the RS, no. 92/2023), the Regulator requested continuous 24-hour recordings of the programmes of the radio media service providers: Radio S4 for 8 April; Radio TOP FM for 11 April; Radio *Nostalgie* for 11 April 2025.

By examining the programme content of the radio service provider Radio S4 for 8 April, the Monitoring and Analysis Service found that this MSP, in the monitoring period from 08:31:08 – 08:31:23, broadcast a 15-second ad message advertising the *CarGo* ride-hailing app, with the following content: "Ride smarter, pay less! With the *CarGo* app, save up to 30% on every ride. Now you can also pay with cash. Download CarGo and enjoy safe and affordable rides! *CarGo* - part of your family."

By examining the programme content of the radio media service provider Radio TOP FM for 11 April, the Monitoring and Analysis Service did not find the broadcasting of an ad message advertising the *CarGo* ride-hailing app.

The radio media service provider Radio *Nostalgie* did not submit recordings of its programme for 11 April 2025, neither upon the Order (issued by the Regulator on 24 April 2025), nor upon the Urgent order to submit recordings (issued on 9 July 2025), and therefore, it was impossible to investigate the allegations presented in the Complaint.

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