

REGULATORY
AUTHORITY FOR
ELECTRONIC
MEDIA

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11103 Belgrade, Serbia
www.rem.rs

548/2025/1

Number: 436/2025/; 548/2025; 554/2025

Date: 04/06/2025

Belgrade

To the REM Council

Subject: Ex officio report on political advertising outside of election campaign on Prva televizija d.o.o. – Prva

The Regulatory Authority for Electronic Media received a complaint from the Kreni-promeni association (436/2025, 03 April 2025) against several media service providers (Prva, B92, Pink and TV Informer) due to the broadcasting from 31 March to 2 April 2025 of, as stated, “political video clips inviting people to attend a party rally of the ruling party in Belgrade, while at the same time discrediting opposition actors and current civic protests”. From Kreni-promeni, also on 25 April 2025 (548/2025), a complaint was received against MSP Prva stating that, in the period from 25 March to 9 April 2025, the MSP broadcast political video clips outside of an official election campaign.

The Regulatory Authority for Electronic Media received a complaint from the Crta organisation against MSP Prva (554/2025, 28 April 2025) stating that from 27 March to 11 April 2025, the MSP broadcast in its programme political advertising outside of the election campaign inviting people to attend the rally Ne damo Srbiju (Hands off Serbia), at which the programme of the Movement for the People and the State would be presented, supported, first and foremost, by the Serbian Progressive Party and the Socialist Party of Serbia. At the same time, in the video clips, “student and citizens’ protests are portrayed as seeking to destroy the state” and the government and Aleksandar Vučić are “credited with the development of the economy and the construction of infrastructure”.

The received complaints have the status of notifications, and the report was prepared ex officio.

By reviewing the content of the programme of MSP Prva in the period from 25 March to 13 April 2025, it was established that from 25 March and ending on 12 April 2025, 481 ads containing political content were broadcast in relation to the invitation to the political rally on 12 April. The fewest ads (two) were broadcast on 25 March, and the most on 11 April (35), while on 12 April (on the same day as the rally was held) 20 ads were broadcast. It was observed that 24 different forms (types) of ads were broadcast, out of the total 481 observed.

1. 25/03/2025 20:37:57 – 20:38:25

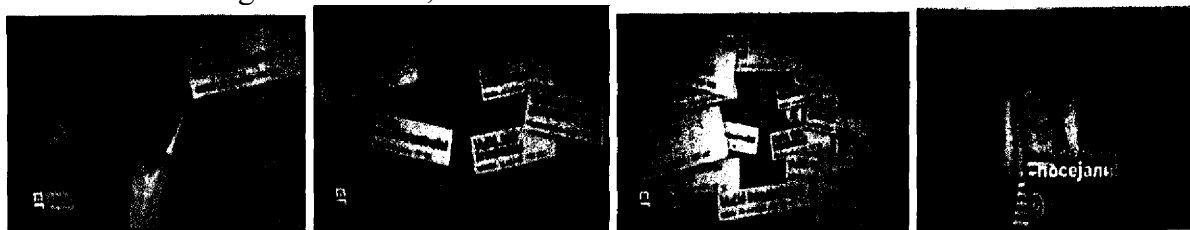
tel: 011/2028 700
fax: 011/2028 745
e-mail: office@rem.rs
TIN: 102945724
Registry number: 17488554

The transcript of spoken text (female voice): "Every day, new lies, (Vučić) ordered an attack, (Vučić) prepared thugs, (Vučić) protects criminals, (Vučić) encourages running over people, (Vučić) does not have jurisdiction, (Vučić) exerts pressure, protests because of Vučić, (Support for Vučić) disgrace for Europe, (Vučić) exploits victims, (Vučić) is reckless, (Vučić's) terrorist act, (Vučić) has no support, (Vučić) pays people to guard him. Every lie of theirs lasts for 24 hours, but the hate has been sown.

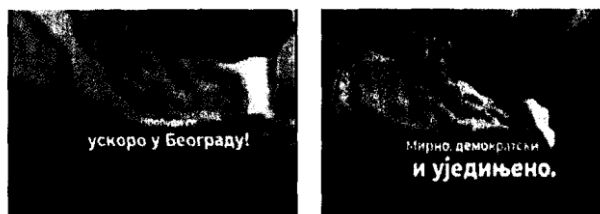
Wake up, in Belgrade soon! Peacefully, democratically and united."

The spoken text did not mention Vučić, that is why the surname is placed in brackets, but the visual part of the ad showed that it referred to him.

The visual part featured frames in which journalists and editors of TV Nova S and N1 appeared, along with, it seems, the indicated quotes from these televisions' portals (Jelena Obućina, Slobodan Georgijev, Žana Bulajić, Maja Dragić, Maja Žeželj, Željko Veljković, Goran Dimitrijević, Zana Cimili, Nataša Miljković, Ivana Marković). They were mentioned in a negative context, as those who lied and had sown the seeds of hatred.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

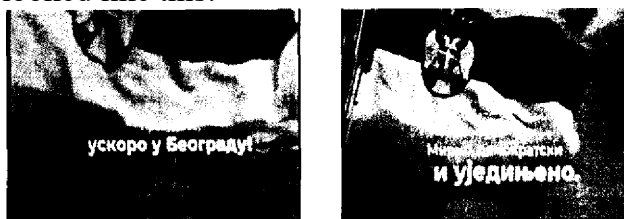
2. 25/03/2025 23:30:18 - 23:30:40

The transcript of the spoken text (female voice): "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 clip also featured frames with likenesses of opposition politicians (Miroslav Aleksić, Radomir Lazović, Dragan Djilas, Marinika Tepić) and public figures (actor Dragan Bjelogrić, journalist and standup comedian Zoran Kesić, former basketball player Dejan Bodiroga...), a frame from the protests of students holding blockades ("students in the blockade") and a frame that showed an N1 journalist taking a statement from a child. They were mentioned in a negative context, in relation to spoken and written text on the screen, without listing of names; instead, their likeness was displayed.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

3. 26/03/2025 08:49:27 – 08:50:27

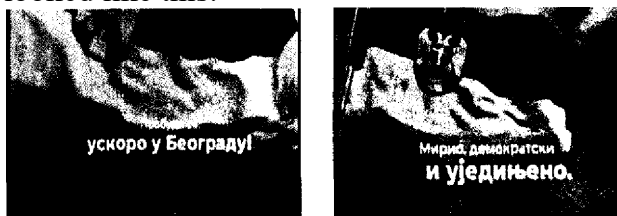
The transcript of the spoken text (female voice): "For more than four months, they have been using blockades to harass citizens, create chaos and commit violence. Because of violence we cannot go to work, because of violence we cannot educate our children, because of violence we putting our future at risk! It's time to stop the madness! It's time to decide in what kind of country you want to live.

For Serbia's victory! Wake up, soon in Belgrade! Peacefully, democratically and united."

In the visual part of the video, in a negative context, in relation to the spoken and written text on the screen, there were frames showing students who were blocking ("students in the blockade") and the opposition violently disrupting a sitting of the national assembly:



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



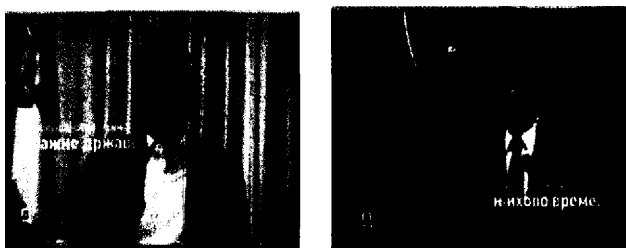
The spoken text was also displayed on the screen during the broadcasting of the ad.

4. 26/03/2025 08:55:48 — 08:56:11

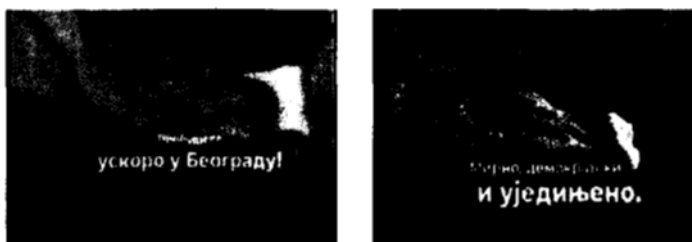
The transcript of the spoken text (female voice): "Do not forget. The March pogrom and the attempted secession of the false state happened during their period. I do not want a new pogrom and I do not want a Kosovo outside of Serbia!

Wake up, soon in Belgrade! Peacefully, democratically and united."

In the visual part of the video, frames were displayed showing Boris Tadić and Vojislav Koštunica.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



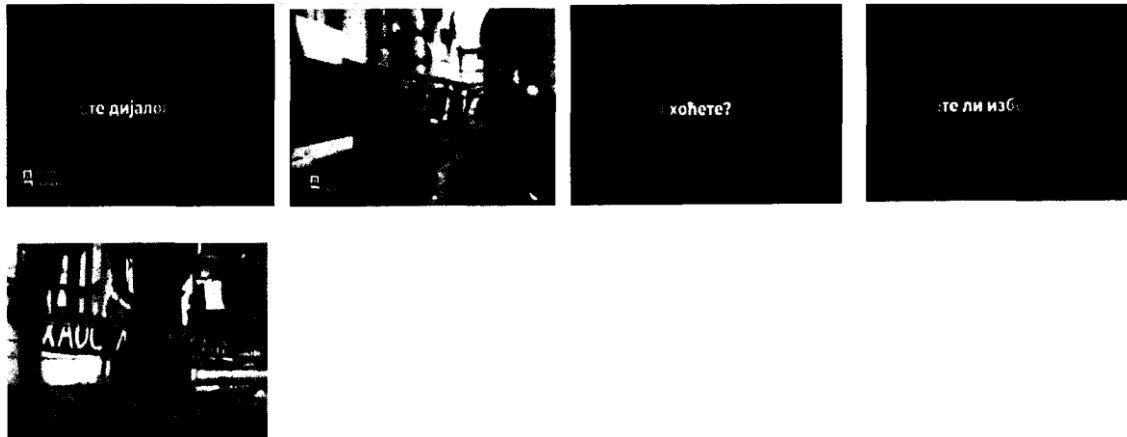
The spoken text was also displayed on the screen during the broadcasting of the ad.

5. 27/03/2025 19:28:34 – 19:28:57

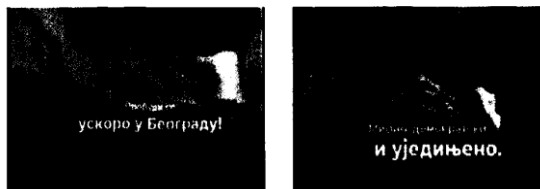
The transcript of the spoken text: "Do you want dialogue? We don't! Do you want to go to school? We don't! Do you want to work? We don't! Do you want elections? We don't! What do you want? Chaos and violence! Wake up, soon in Belgrade! Peacefully, democratically and united."

All the while, the questions as well as the answer "Chaos and violence" were spoken by a female voice off-screen, and the answer "We don't" is spoken by multiple male and female voices at the same time.

In the visual part, there were scenes of violence from protests and in the Serbian parliament.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:

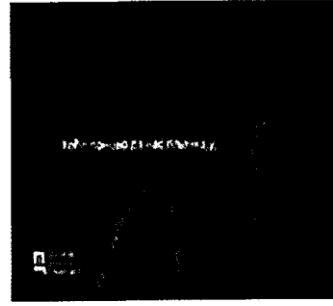
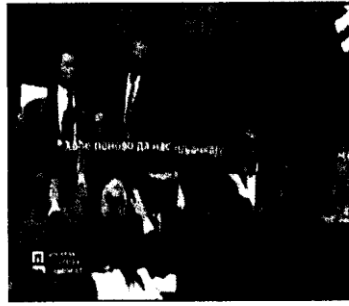


The spoken text was also displayed on the screen during the broadcasting of the ad.

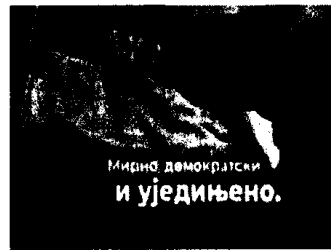
6. 27/03/2025 23:56:56 – 23:57:11

The transcript of the spoken text (female voice): "They want to rob us again; they want to destroy our country again. Will you let them? Wake up, soon in Belgrade! Peacefully, democratically and united."

In the visual part, first there was a scene from the National Assembly of Serbia, in which Ana Brnabić and Dragan Djilas appear, which was accompanied by displayed but unspoken text: "Djilas. Shame on you, you wretch." The scenes that ensued repeatedly showed Dragan Djilas in different situations, in a negative context, along with the text stated in the transcript.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:

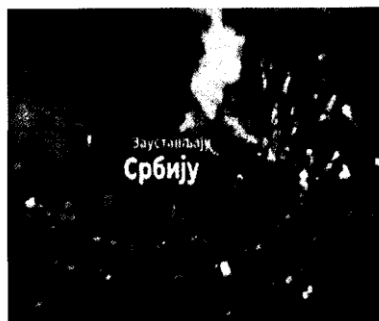
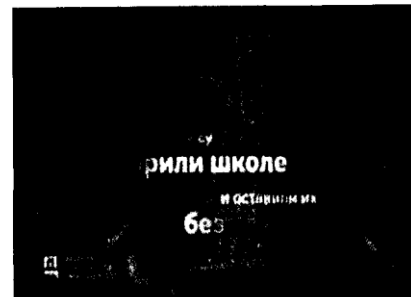
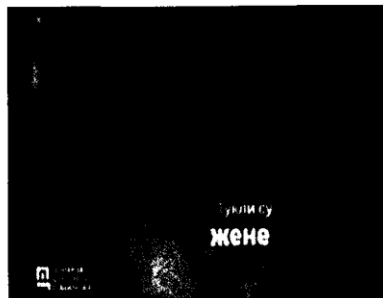


The spoken text was also displayed on the screen during the broadcasting of the ad.

7. 29/03/2025 07:28:42 – 07:29:06

The transcript of the spoken text (female voice): "They attacked a pregnant woman. They beat up women. They shut down children's schools and left them without teaching. They are stopping Serbia because they do not love the country. Let us show them that women are brave and not afraid of them. Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, there were scenes showing pregnant women (MPs of the ruling coalition), injured women, a sign banning entry into the school "to everyone except employees and senior-year students", scenes of violence caused by part of the opposition at a parliamentary sitting – everything in a negative context relating to the opposition. There ensued scenes with four women accompanied by the text "Let us show them that women are brave and not afraid of them."



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



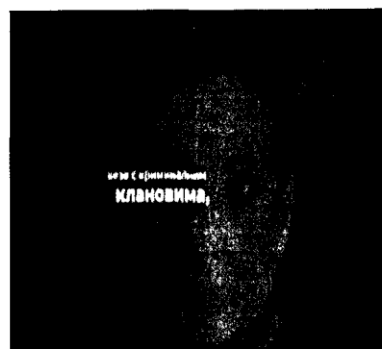
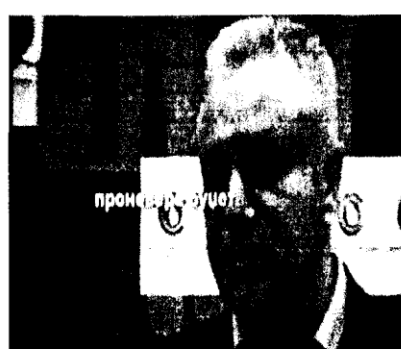
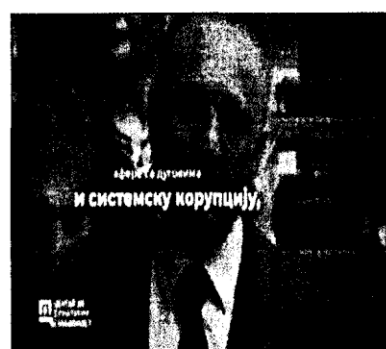
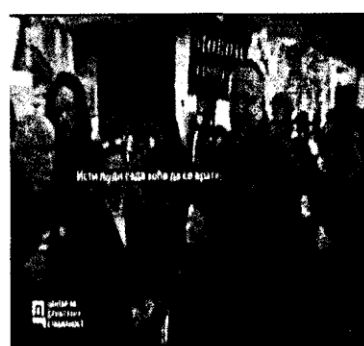
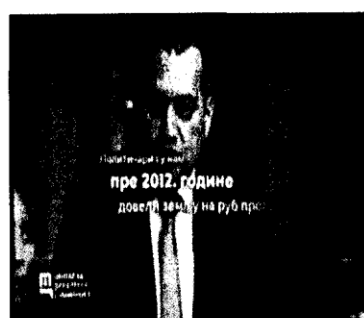
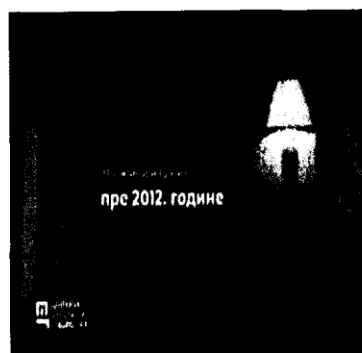
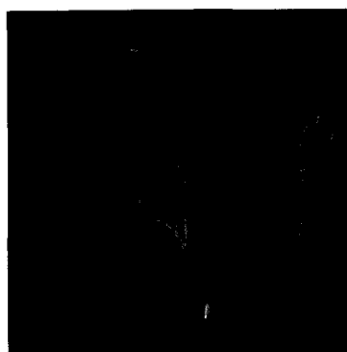
The spoken text was also displayed on the screen during the broadcasting of the ad.

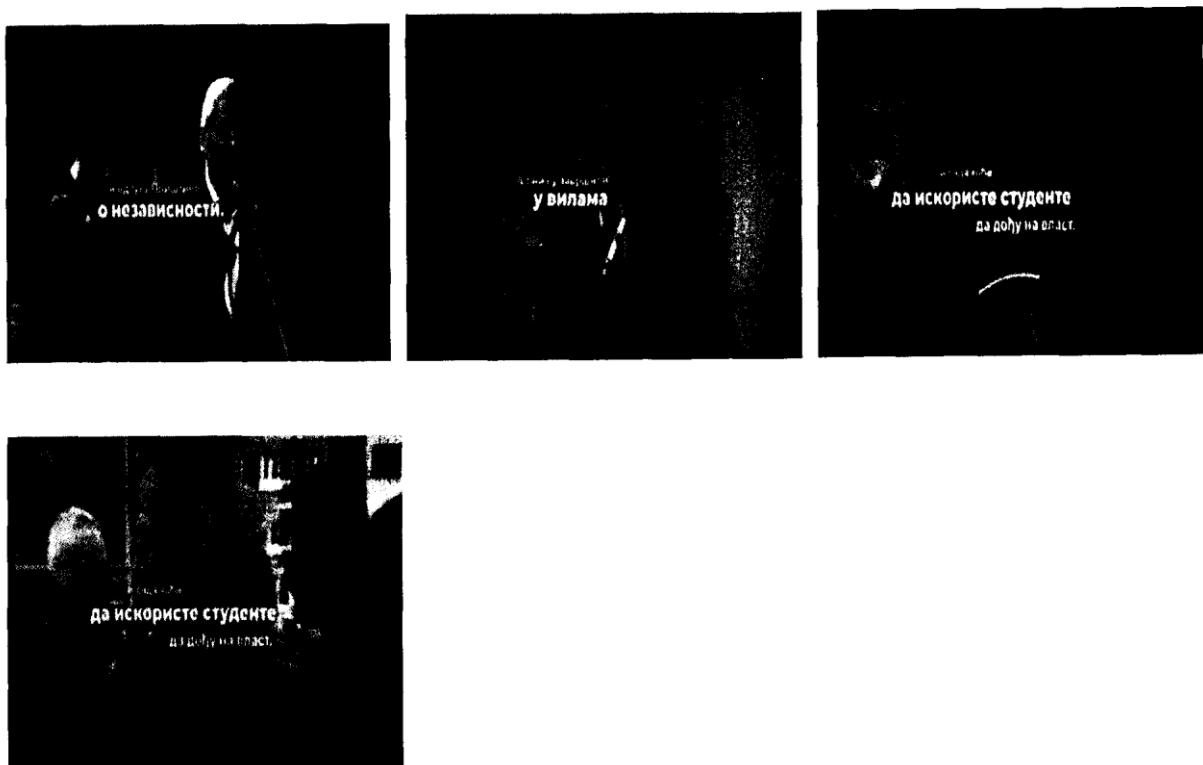
8. 29/03/2025 14:51:13 – 14:51:57

The transcript of the spoken text (female voice): "Before 2012, politicians brought our country to the brink of ruin. Now the same people want to come back, as if they had forgotten that everything they bequeathed to us were debt-related scandals and systemic corruption, budget embezzlement, ties to criminal clans, suspicious privatisations and Pristina's decision on independence. But they ended up in villas. And now they want to use students to come to power.

Wake up, soon in Belgrade! Peacefully, democratically and united. "

In the visual part, there were scenes of multiple current politicians (Dragan Djilas - who appeared the largest number of times, Zdravko Ponoš, Boris Tadić - several times, Srdjan Milivojević, Marinika Tepić - twice, Miroslav Aleksić - twice, Radomir Lazović, Aleksandar Jovanović Ćuta) and former politicians (Mladjan Dinkić - twice, Zoran Živković - several times, Oliver Dulić), of whom some were in power until 2012, and some of them even longer – until 2013 (D. Djilas and M. Dinkić). They were all mentioned in a negative context.





The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

9. 30/03/2025 17:03:56 – 17:04:21

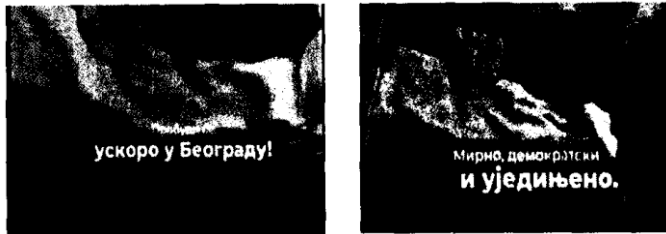
The transcript of the spoken text (female voice): "From 2008 to 2012 we lost 500,000 jobs. Today, they continue to harm the country even as part of the opposition. Imagine if they were in power!

Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, there were scenes of abandoned factories, very brief shots of opposition MPs Dragan Djilas and Aleksandar Jovanović Ćuta, as well as scenes of disorder in the assembly caused by part of the opposition (briefly, one could see Miloš Jovanović).



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

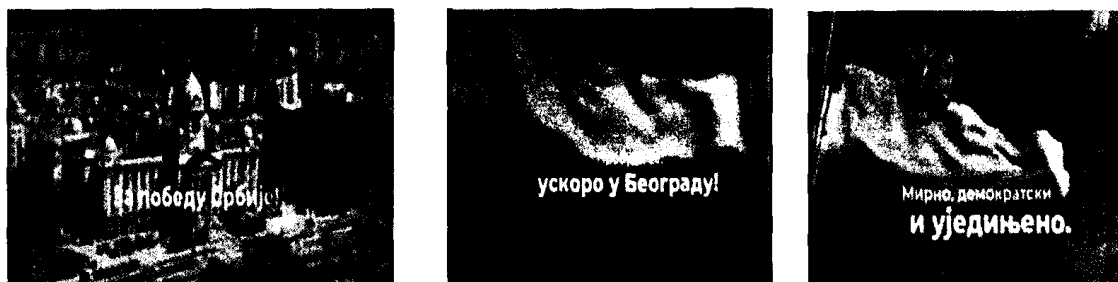
10. 31/03/2025 10:36:12 – 10:36:55

The transcript of the spoken text (female voice): "In underdeveloped countries, children sit at home. In underdeveloped countries, children do not go to school. In underdeveloped countries, diplomas are not created. It is time to stop the madness and take the future into our own hands. It is time for you to decide in what kind of country you want to live. For Serbia's victory! Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, there were scenes showing young people and adults, but also scenes showing a female child and minors.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

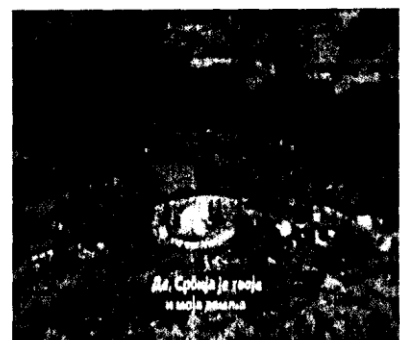
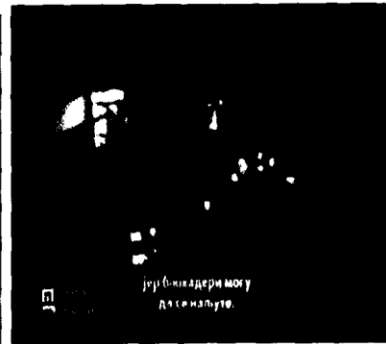
11. 02/04/2025 07:47:59 – 07:48:52

The transcript of the spoken text (female voice): "For four months terror has been unfolding in Serbia. They are preventing us from moving, working, sending our children to school. We are not even allowed to say we think differently, because the blockaders may become angry. Fear has entered the homes of honest people in Serbia. Enough is enough! We have all fallen! Both our society and we as individuals. Both me and you.

It is time to speak out against terror and say: Yes, Serbia is both your country and my country and we will not allow anyone to destroy it!

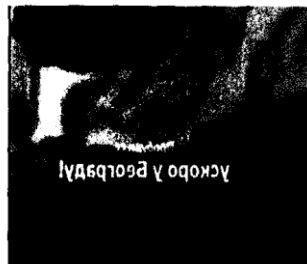
It is time for you to rise up, that is your mission. Fight bravely, fight against violence and terror. Fight, you have one country only. Bring together your family, gather your friends. Serbia has no one else to defend and safeguard it. Wake up, soon in Belgrade! Peacefully, democratically and united."

In the visual part, in a negative context there appeared scenes from protests of blockading students ("students in blockade", that is, "blockaders") and scenes of violence from a parliamentary sitting, but also scenes showing faces of women and men and sights of beautiful nature and monasteries in Serbia in a positive context, calling on people to protect Serbia and come together against those portrayed in a negative context and terrorising Serbia.





The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

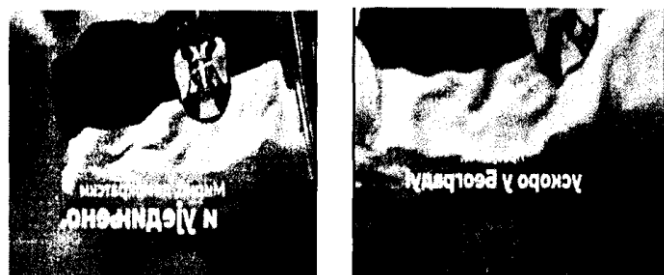
12. 03/04/2025 08:58:50 – 08:59:16

The transcript of the spoken text (female voice): "When Serbia is moving forward, they want to block it. When Serbia is being built up more than ever, they want to tear it down! When we are connecting people across Serbia, they want to divide them! When Serbia is strengthening its global reputation, they want to humiliate it! Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, there were scenes illustrating the successes of the government and scenes of those who want "to block" Serbia, "to destroy", "to divide", "to humiliate". The scenes also briefly showed opposition politicians (Z. Ponoš, D. Djilas, A. Jovanović Ćuta, M. Aleksić, P. Grbović) along with a negative comment.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



The spoken text was also displayed on the screen during the broadcasting of the ad.

13. 04/04/2025 12:29:16 - 12:29:46

The transcript of the spoken text (female voice): "They said they regretted that people had died, yet they threw themselves a party. They said that the protests were peaceful, yet they only gave us violence! They said they wanted the truth, yet they brought us lies! They said they wanted the country to progress, yet they devastated the economy! Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, scenes were shown from protests illustrating the claims made, and scenes with the likenesses of M. Aleksić and Z. Ponoš appeared as an illustration of the claim that they "wanted the country to progress, yet they devastated the economy!".



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



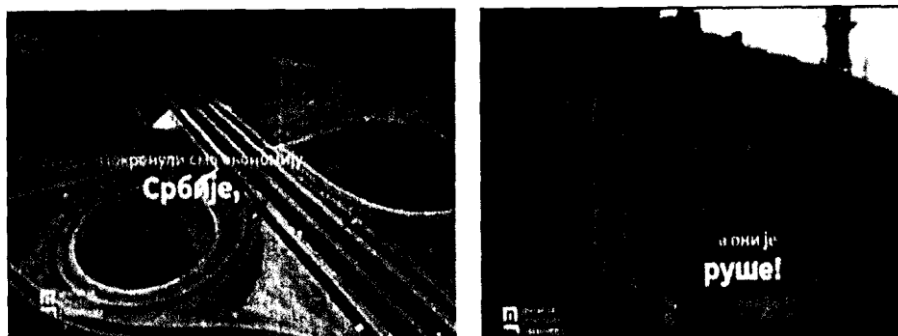
The spoken text was also displayed on the screen during the broadcasting of the ad.

14. 04/04/2025 13:47:46 - 13:48:07

The transcript of the spoken text (female voice): "Blockades come at a price, investors are leaving, the credit rating is falling, jobs are disappearing. We restarted Serbia's economy, but they are tearing it down!

Wake up, soon in Belgrade! Peacefully, democratically and united".





The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:



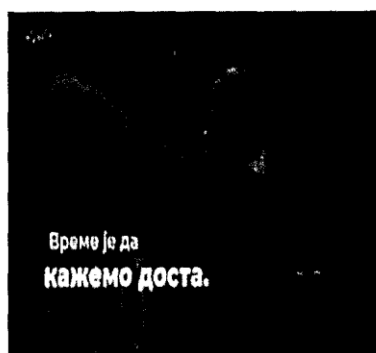
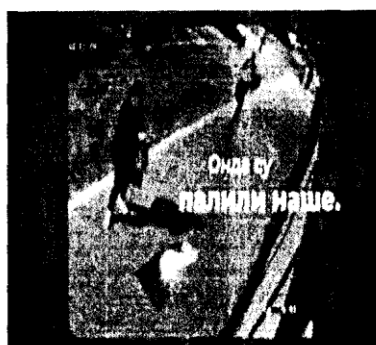
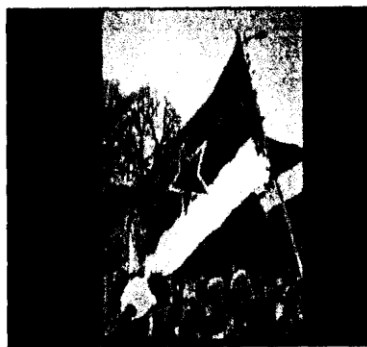
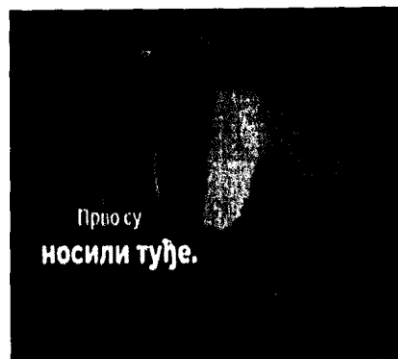
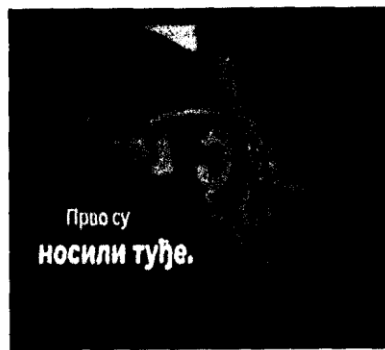
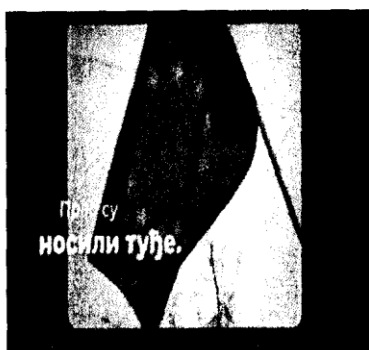
The spoken text was also displayed on the screen during the broadcasting of the ad.

15. 08/04/2025 00:34:15 - 00:34:56

The transcript of the spoken text (female voice): "First they carried what belonged to others. Then they burned what belonged to us.

Whereas we have always had only one flag. The Serbian flag. It is time we said enough. Serbia will win! See you in Belgrade on 12 April at 19:00".

In the visual part, there were scenes with (foreign) flags: EU, KLA, NATO, the Bosniak flag of the Sandžak Bosniaks, the flag of the Socialist Republic of Serbia and SFRY, which were carried at protests. Also shown was a scene with a burning Serbian flag, which was lit by a woman, but not during a protest. There ensued scenes in which the flag of the Republic of Serbia was shown ("Whereas we have always had only one flag") and the President of the Republic of Serbia Aleksandar Vučić ("It is time we said enough").



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



The spoken text was also displayed on the screen during the broadcasting of the ad.

16. 08/04/2025 07:43:16 - 07:44:25

The transcript of the spoken text (multiple female and male voices, voice of a female child, multiple children): "Sometimes you think that things will resolve on their own. That it is enough to wait. (female children's voice - pupil) *Mom, will we go to school normally again?*

But sometimes... you are the one who has to stand up. (voice of a woman - the mother). *Yes, we will.*

Not for your own sake. But for the sake of those who still cannot decide. For the sake of the children asking. And for the sake of those who still do not dare. That is why you say: (voice of woman - mother): *Are we going?* (male voice – father) *We are going.*

There are hundreds of such moments. And they all mean the same.

(male voice – worker) *Are we going?* (other male voice – worker) *You bet we're going!*

(third male voice – worker) *Of course we're going!*

(male voice) *Are we going?* (other male voice) *We are going.*

(children's voices) *Are we going?* (female teacher) *Of course we're going!*

(female voice) *Are we going?* (male voice) *We are going.*

(female retiree) *Are we going, granddad?* (male retiree) *We are going.*

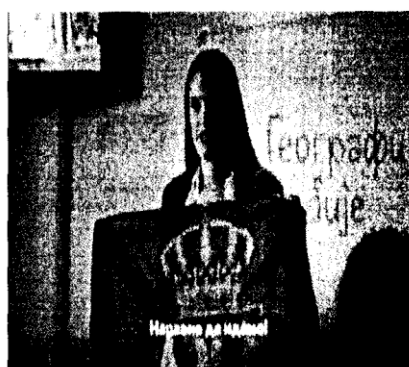
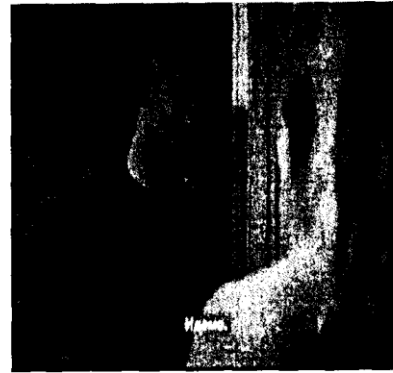
(girl) *Are we going?* (young man) *We are going.*

The moment of decision is not always easy. But it always belongs to you. If you do not decide – someone will decide instead of you. Rise! Serbia is calling you!

Serbia will win! See you in Belgrade on 12 April at 19:00."

In the visual part, there were scenes showing parents, children, workers, farmers, teachers, youth, retirees.





The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:

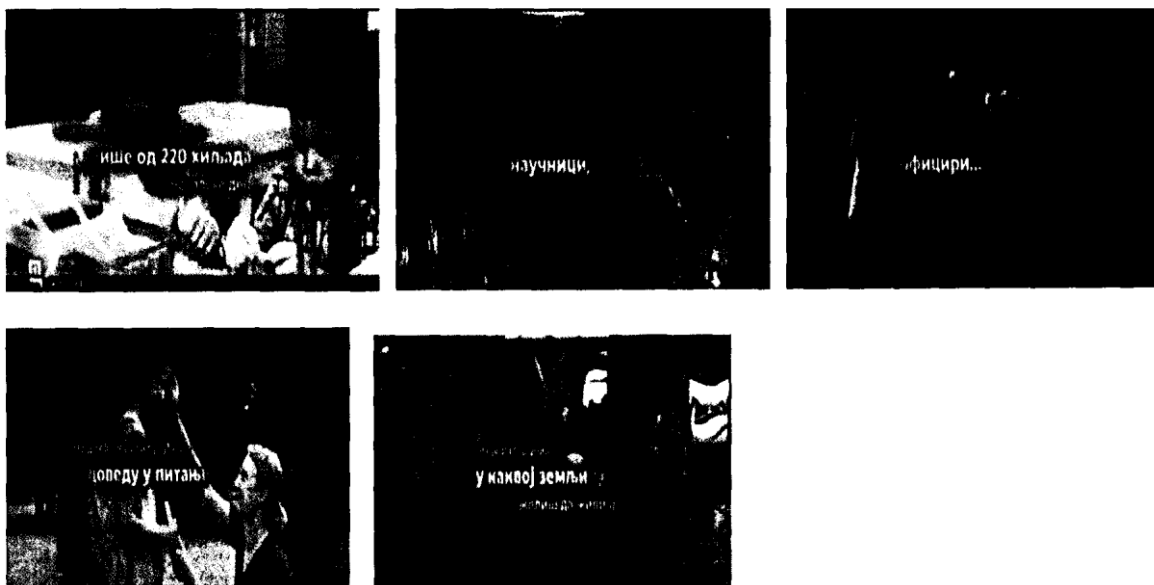


The spoken text was also displayed on the screen during the broadcasting of the ad.

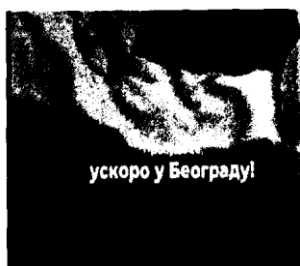
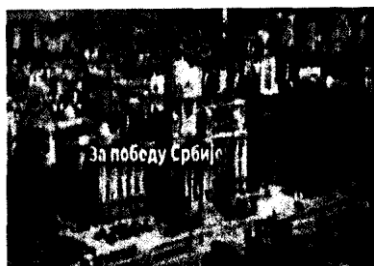
17. 08/04/2025 07:54:02 - 07:54:54

The transcript of the spoken text (female voice): "Serbia takes care of education for more than 220 thousand preschool-age children, more than 540 thousand primary school pupils, more than 220 thousand secondary school pupils, more than 250 thousand university students. They are future teachers, craftsmen, professors, engineers, doctors, artists, scientists, military officers... Do not let them jeopardise your future. It is time for you to decide in what kind of country you want to live. For Serbia's victory! Wake up, soon in Belgrade! Peacefully, democratically and united".

In the visual part, there were scenes with preschool age children, primary school pupils, secondary school pupils, university students, teachers, craftsmen, professors, engineers, doctors, artists, scientists, military officers.



The ad ended with a call ("Wake up") and a notification ("Soon in Belgrade") that visually looked like this:

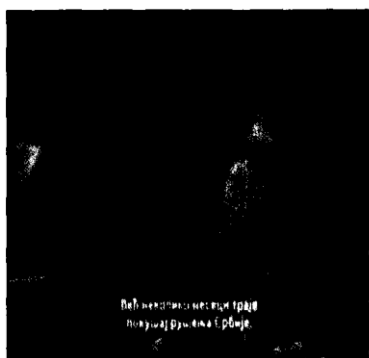


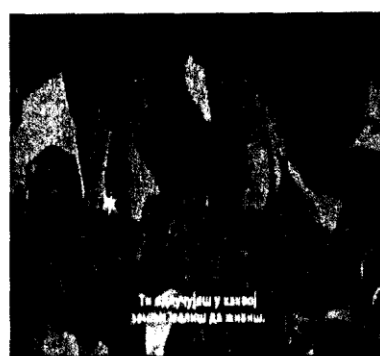
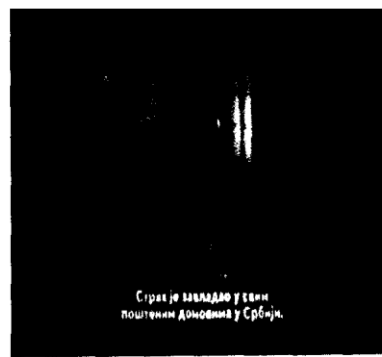
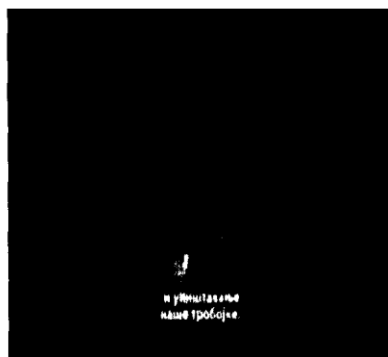
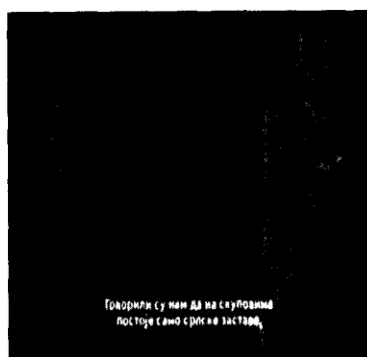
The spoken text was also displayed on the screen during the broadcasting of the ad.

18. 08/04/2025 08:45:05 - 08:46:42

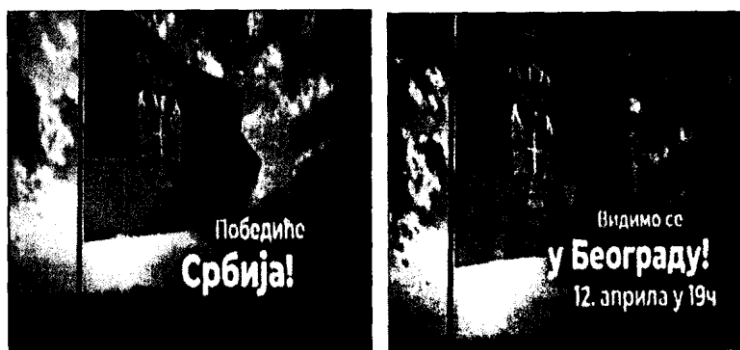
The transcript of the spoken text (Serbian President Aleksandar Vučić): "For several months now, there has been an attempt to destroy Serbia. Organised from the outside and from within. A lot of money has been spent to achieve those goals. And in the beginning, they would tell us that they were against violence, but then they changed their tune. Violence is everywhere around us. In institutions, in the streets. Terror has literally taken over the country. They would tell us that at rallies there were only Serbian flags, but then we saw all the foreign flags and the destruction of our tricolour. Fear has taken over the homes of all the decent people in Serbia. Yet after the initial shock, people realised that there was no one except them who can save and protect Serbia. We must do this, precisely we and only we, the citizens of Serbia. Therefore, we must hoist our red, blue, and white tricolour back on the mast of freedom. We must restore security to our homes, bring back children to schools and put Serbia once more on the path of successes and victories of which we have had countless in recent years. We must reclaim our stolen country. You decide in what kind of country you want to live. It is up to you. And yes, tomorrow already it may be too late. Serbia will win! See you in Belgrade on 12 April at 19:00."

The visual part contained scenes of violence on the streets during protests staged by students ("students in blockade") and the opposition - in a negative context, as well as scenes featuring A. Vučić on different occasions and scenes from rallies organised by supporters of the government – in a positive context.





The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



The spoken text was also displayed on the screen during the broadcasting of the ad.

19. 10/04/2025 12:34:14 – 12:34:46

The transcript of the spoken text: "It is no time for fear. It is no time to be silent. We have been silent long enough. Now we must speak out. Peacefully and together. We are a family, we are workers, students, retirees. We are the people. Let us show how many we are. Everyone who loves Serbia, on 12 April at 19:00, in front of the National Assembly in Belgrade. Serbia will win! See you in Belgrade on 12 April at 19:00".

The text was successively uttered by public figures: Ljubica Vraneš, award-winning opera singer (MP of the Serbian Progressive Party - SNS), Svetlana Miletić Drakulić, tenured professor, neurologist (signatory of support for the electoral list Aleksandar Vučić Serbia Must Not Stop for the 2023 elections and member of the Initiating Committee for the founding of the Movement for the People and the State, and Žika Nikolić, TV host (SNS councillor in the City Assembly of Belgrade).



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:

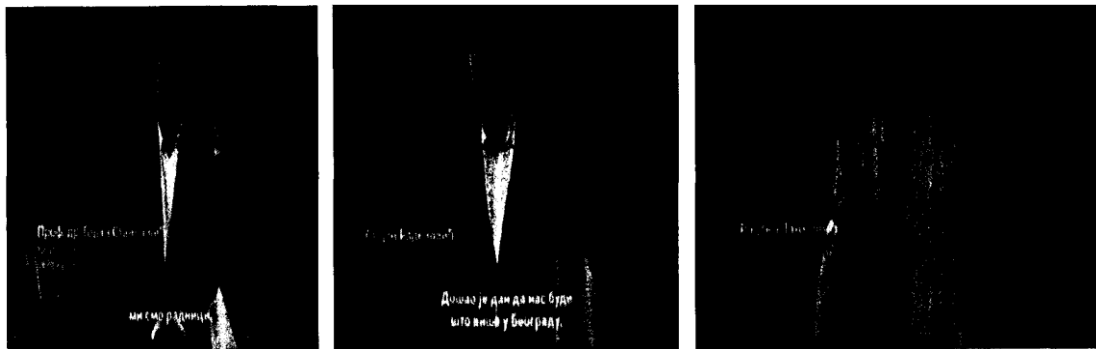


The spoken text was also displayed on the screen during the broadcasting of the ad.

20. 10/04/2025 12:48:50 – 12:49:32

The transcript of the spoken text: "We are a family, we are workers, students, retirees. The day has come for as many of us as possible to be in Belgrade to prevent the tearing down of everything that we have built. It is time for all of us to be serious, to support each other, to be united. See you on 12 April, at 19:00, in front of the National Assembly. Everyone together, for Serbia! Serbia will win! See you in Belgrade! On 12 April at 19:00".

The text was successively uttered by public figures: Prof. Dr Goran Stanojević, surgeon at the University Clinical Centre of Niš (member of the Initiating Committee for the founding of the Movement for the People and the State), Stojan Radenović (SNS Member of Parliament) and Rastko Janković, actor (SNS).



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



The spoken text was also displayed on the screen during the broadcasting of the ad.

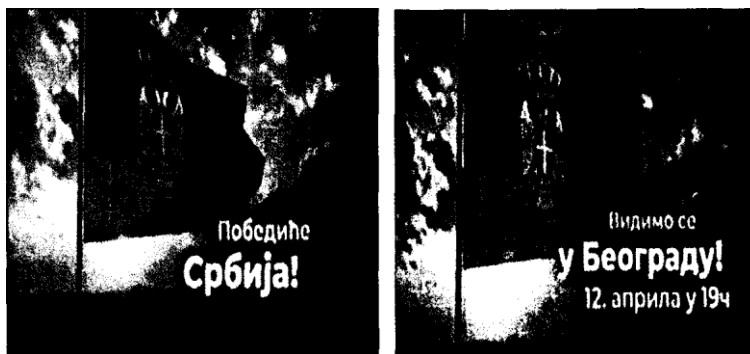
21. 10/04/2025 12:54:08 – 12:54:32

The transcript of the spoken text: "Enough fear. Enough silence. Serbia will not stop. Our country will not give up. Enough silence. Now we must speak up, peacefully and together. We will not let Serbia down. And we will prove this on 12 April at 19:00 in front of the National Assembly. Serbia will win! See you in Belgrade on 12 April at 19:00. "

The text was successively uttered by public figures: Lidija Vukićević, actress (signatory of support for the electoral list Aleksandar Vučić Serbia Must Not Stop for the 2023 elections), Dragoslav Bokan, film director, Marko Kešelj (basketball player, SNS).



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



The spoken text was also displayed on the screen during the broadcasting of the ad.

22. 11/04/2025 08:44:57 – 08:45:27

The transcript of the spoken text: "If you feel that they are taking away your country, your family, your right to live in peace. Do not be silent, join us. We have been silent for long enough. Now is the time to speak up. Peacefully and together. It is no time for fear. It is no time for silence. If you love Serbia, show that there are more of us. Serbia is calling us, on 12 April at 19:00. Serbia will win! See you in Belgrade on 12 April at 19:00".

The text was successively uttered by public figures: Lepomir Ivković, actor (SNS Member of Parliament), Iva Štrljčić, actress (SNS councillor in the City Assembly of Belgrade), Dušan Borković, race car driver (SNS).



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:

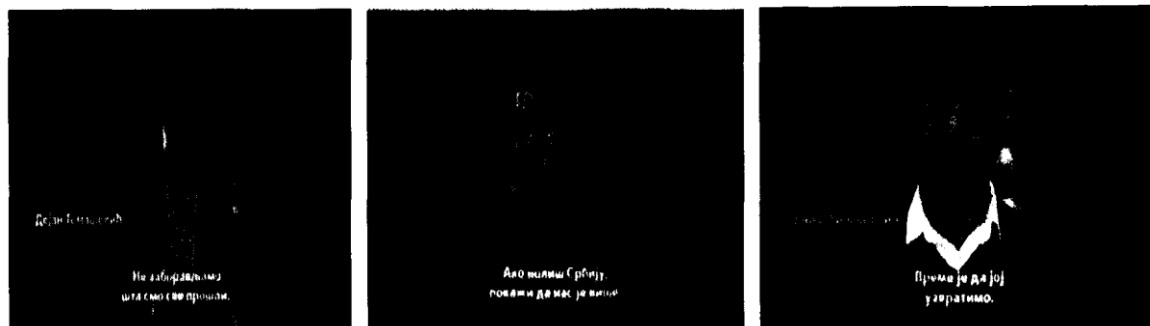


The spoken text was also displayed on the screen during the broadcasting of the ad.

23. 11/04/2025 09:39:25 – 09:39:53

The transcript of the spoken text: "We do not forget all the things we have gone through. And we will not allow ourselves to once more lose what we have built. It is no time for fear. It is no time for silence. If you love Serbia, show that there are more of us. This wonderful country has given us a lot. It is time to give back. Let us make Serbia even stronger, on 12 April at 19:00. All of us together, for Serbia! Serbia will win! See you in Belgrade! On 12 April at 19:00".

The text was successively uttered by public figures: Dejan Tomašević (former basketball player, SNS Member of Parliament), Jelena Djukić, actress, Janko Tipsarević (former tennis player, SNS).



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



The spoken text was also displayed on the screen during the broadcasting of the ad.

24. 11/04/2025 09:49:06–09:49:39

The transcript of the spoken text: "Divisions, conflict, blockades are not good for our country. If you want your children to grow up in a country where work and knowledge are respected, join us. If we have awoken, and we have, if we have arisen, and we have, let us all now come together on 12 April at 19:00 in Belgrade. Long live Serbia! Serbia will win! See you in Belgrade on 12 April at 19:00".

The text was successively uttered by public figures: Jovan Kolundžija (SNS Member of Parliament), Prof. Dr Nenad Arsović, director of the Otorhinolaryngology and Maxillofacial Surgery Clinic (signatory of support for the electoral list Aleksandar Vučić Serbia Must Not Stop for the 2023 elections and member of the Initiating Committee for the founding of the Movement for the People and the State), Predrag Antonijević, film director (signatory of support for the electoral list Aleksandar Vučić Serbia Must Not Stop for the 2023 elections)



The ad ended with a notification and a call to take part in the rally on 12 April, which looked as follows:



During the broadcasting of ads in the lower left corner, there appeared (not all the time, and often only briefly, just in the beginning) a logo of the association Centre for Social Stability. On their website <https://czds.rs/o-nama/> it says that the Centre for Social Stability (CZDS) was created in 2004. "Throughout our existence, we have made efforts to promote tolerance in public dialogue, to raise awareness about the necessity of democracy as a political and social system of values and the proposing of new solutions intended to improve civic society, building on patriotic foundations". Their goal is to "demonstrate the benefits of a civilised confrontation of ideas, which goes beyond superficial debate. We believe that we have the ability to position ourselves in the mosaic of our city and our country as a place that brings together differences with the aim of discovering new ideas and the most effective solutions".

At the Business Registers Agency (BRA), CZDS is registered as an association, while on Wikipedia, CZDS is specified to be a non-governmental organisation. It would be desirable to determine the status and role of the CZDS in relation to the broadcasting of the ads in question and to request from the MSP TV B92 ad declarations for the ads in questions, in order to determine who the advertiser is.

But even without that information, based on an analysis of the content of the ads in question, it may be concluded that in all 24 different ads there was advertising with political content in which, additionally, at the end of each message indirectly ("Wake up, soon in Belgrade! Peacefully, democratically and united" – in 15 ads) or directly (Serbia will win! See you in Belgrade! On 12 April at 19:00" – in 9 ads) political activity was advertised – invitation to a rally held on 12 April 2025 in Belgrade on the occasion of the founding of the "all-people's movement initiated by President Vučić"

<https://www.tanjug.rs/srbija/politika/154442/odrzan-centralni-skup-sabora-vucic-podigla-se-casna-i-postena-srbija/vest>.

Two days before the rally, on 10 April, the President of Serbia said in an interview with the MSP Pink, according to Blic writing, the following: "The movement will be a civic association, and whether it will participate in the elections will be decided by the citizens of Serbia. The Serbian Progressive Party is the pillar of the movement. This is an opportunity for some people who are not party members to join as well. The Serbian Progressive Party is the country's greatest strength. I am a proud member of the Serbian Progressive Party." <https://www.blic.rs/vesti/politika/vucic-o-protestima-trebalo-je-darati-krenemo-u-jasnije-suprotstavljanje/3jevyex>

In 9 different ads (in this report they are under ordinal numbers 15, 16, 18, 19, 20, 21, 22, 23, 24) in which, at the end, there was a direct invitation to the rally (first broadcast observed on 8 April), in 6 of them (in this report they are under ordinal numbers 19, 20, 21, 22, 23, 24) three persons in each of them (actors, doctors, athletes and others), members of or close to the SNS, extended the invitation to the rally – "If you love Serbia, show that there are more of us" (Jelena Djukić, actress - ad under ordinal number 23); Dušan Borković, race car driver - ad under ordinal number 22); "Let us all now come together on 12 April at 19:00 in Belgrade" (one after the other: Jovan Kolundžija, Nenad Arsović and Predrag Antonijević, ad under ordinal number 24), "The day has come for as many of us as possible to be in Belgrade to prevent the tearing down of everything that we have built" (Stojan Radenković, ad under ordinal number 20); "We are the people. Let us show how many we are. Everyone who loves Serbia, on 12 April at 19:00, in front of the National Assembly in Belgrade" (one after the other: Žika Nikolić, Ljubica Vraneš and Svetlana Miletić Drakulić, ad under ordinal number 19).

In the ad that is under ordinal number 16 in the report, people representing different segments of society - workers, farmers, teachers, pupils, retirees, parents and children and youth decide to attend the rally on 12 April at 19:00.

In the ad that is under ordinal number 15 in the report, "they" were accused of carrying foreign flags (EU, NATO, KLA, etc.) and setting fire to ours (a scene showing the burning of the flag of the Republic of Serbia), but "we" have always had only one flag – the flag of the Republic of Serbia (one scene also showed the President of the Republic of Serbia along with the words "It is time we said enough"), and then there was a direct invitation to the rally on 12 April.

In one ad (ordinal number 18), the President of Serbia also spoke about the attempt to destroy Serbia, organised from the outside and from within, about violence that was everywhere around us, about terror that had "literally taken over Serbia". He also

mentioned foreign flags and "the destruction of our tricolour". These words were accompanied by scenes of violence recorded in recent months.

Then the President of Serbia spoke about how we, "the citizens of Serbia", must save and protect Serbia, restore security to our homes, bring back children to schools, and put Serbia once more "on the path of successes and victories of which we have had countless in recent years", "reclaim our stolen country". These words were accompanied by scenes of Aleksandar Vučić's supporters, and there also appeared scenes showing briefly supporters carrying Socialist Party of Serbia (SPS) and SNS flags. In the end, the President of Serbia Aleksandar Vučić invited people to attend the rally "Serbia will win! See you in Belgrade! On 12 April at 19:00".

What 15 ads (in this report they are under ordinal numbers 1 through 14, as well as ad under ordinal number 17) have in common is that they ended with a notification ("Soon in Belgrade") and a call ("Wake up") to take part in something the date of which was not specified in these ads, but it was clear that it was a rally related to the Movement for the People and the State, which had initially been announced for 28 March, and the meeting of the Initiating Committee was held on 23 March and covered by the media.

In one of these 15 ads (ordinal number 17 in this report, 08/04/2025 07:54:02 - 07:54:54), it is indicative that there was talk of Serbia taking care of education for children and youth along with the warning "Do not let them jeopardise your future. It is time for you to decide in what kind of country you want to live ...". Unlike in this one, in other ads the division between "they" (against Serbia) and "we" (for Serbia) was much more pronounced.

In the ad (ordinal number 2 in this report) observed on 25/03/2025 from 23:30:18 to 23:30:40, it was said (and the text was also displayed on the screen): "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!...".

In the ad (ordinal number 3 in the report) observed on 26/03/2025 from 08:49:27 to 08:50:27, it was said (and the text was also displayed on the screen): "For more than four months, **they** have been using blockades to harass citizens, create chaos and commit violence". In the rest of the ad, the following was said: "Because of violence we cannot go to work, because of violence we cannot educate our children, because of violence we putting our future at risk! It's time to stop the madness!..."

In the ad (ordinal number 5 in the report) observed on 27/03/2025 from 19:28:34 to 19:28:57, it was said (and the text was also displayed on the screen): "Do you want dialogue? We don't! Do you want to go to school? We don't! Do you want to work? We don't! Do you want elections? We don't! What do you want? Chaos and violence!..."

In the ad (ordinal number 6 in the report) observed on 27/03/2025 from 23:56:56 to 23:57:11, it was said (and the text was also displayed on the screen): "They want to rob us again, they want to destroy our country again. Will you let them?..." In the visual part of the ad, these words are illustrated by videos of Dragan Djilas in different situations.

In the ad (ordinal number 8 in the report) observed on 29/03/2025 from 14:51:13 to 14:51:57, it was said (and the text was also displayed on the screen): "Before 2012 politicians brought our country to the brink of ruin. Now the same people want to come back, as if they have forgotten that everything they bequeathed to us were debt-related scandals and systemic corruption, budget embezzlement, ties to criminal clans, suspicious privatisations and Pristina's decision on independence. But they ended up in villas. And now they want to use students to come to power..."

In the visual part of the ad, these words were connected to scenes with multiple current politicians (Dragan Djilas - who appeared the largest number of times, Zdravko Ponoš, Boris Tadić - several times, Srdjan Milivojević, Marinika Tepić - twice, Miroslav Aleksić - twice, Radomir Lazović, Aleksandar Jovanović Ćuta) and former politicians (Mladjan Dinkić - twice, Zoran Živković - several times, Oliver Dulić), of whom some were in power until 2012, and some of them even longer – until 2013 (D. Djilas and M. Dinkić).

In the ad (ordinal number 11 in the report) on 02/04/2025 from 07:47:59 to 07:48:52, it was said (and the text was also displayed on the screen): "For four months terror has been unfolding in Serbia. They are preventing us from moving, working, sending our children to school. We are not even allowed to say we think differently, because the blockaders may become angry. Fear has entered the homes of honest people in Serbia." These words were illustrated by scenes from protests of "students in blockade", that is, "blockaders", and scenes of violence from a parliamentary sitting. This was followed by: "Enough is enough! We have all fallen! Both our society and we as individuals. Both me, and you. It is time to speak out against terror and say: Yes, Serbia is both your country and my country and we will not allow anyone to destroy it! It is time for you to rise up, that is your mission. Fight bravely, fight against violence and terror. Fight, you have one country only. Bring together your family, gather your friends. Serbia has no one else to defend and safeguard it. Wake up, soon in Belgrade! Peacefully, democratically and united". These words were accompanied by scenes showing smiling women and men and sights of beautiful nature and monasteries in Serbia.

All the described ads give rise to the conclusion that there are "they" who block, "destroy", "divide", "harass citizens, create chaos and commit violence", "are stopping Serbia because they do not love the country", "want to rob us again, want to destroy our country again", "continue to harm the country as part of the opposition", "want to use students to come to power". On the other side are "we", and "We are the people", "We restarted Serbia's economy, but they are tearing it down!", "It is time to speak out against terror and say: Yes, Serbia is both your country and my country and we will not allow anyone to destroy it! It is time for you to rise up, that is your mission. Fight bravely, fight against violence and terror", "Let us all now come together on 12 April at 19:00 in Belgrade", "If you love Serbia, show that there are more of us", "Do not let Serbia down", "Everyone who loves Serbia, on 12 April at 19:00, in front of the National Assembly in Belgrade", "We must reclaim our stolen country", "Rise! Serbia is calling you!"

"They" were the opposition, especially individuals from the opposition who were portrayed in a negative context, students demanding that their demands be fulfilled and staging blockades (calling themselves "students in blockade", and the government and those close to it call them "blockaders") and journalists and editors of televisions Nova S and N1 – "Every lie of theirs lasts 24 hours, but the hate is sown".

All of the above indicates that the ads broadcast from 25 March to 12 April 2025 fall under advertising with unequivocal political content. Advertised were activities - the holding of a rally and call to take part in it, as well as views - about the situation in Serbia, about the opposition, about students staging blockades.

In accordance the definition of political advertising in the Law on Electronic Media (Article 4, Paragraph 1, Item 19), in this specific case it may be concluded that the

broadcasting of the aforementioned and described ads is not compliant with the obligation referred to in Article 62, Paragraph 1, Item 1 of the Law on Electronic Media. ("The media service provider shall: 1) comply with the prohibition of political advertising outside the election campaign").

Political advertising is defined, in the Law on Electronic Media (Article 4, Paragraph 1, Item 19), as "programme content recommending, against compensation, registered political parties, groups of citizens, coalitions, candidates or their activities, ideas or positions for the purpose of achieving success in elections".

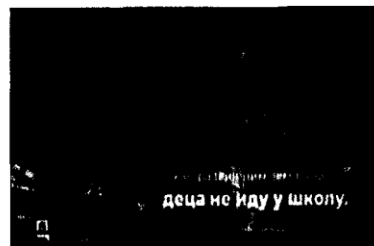
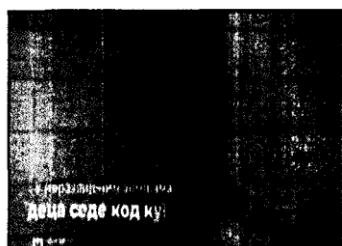
This means that political advertising may be conducted, against compensation, by "registered political parties, groups of citizens, coalitions, candidates", in particular "for the purpose of achieving success in elections"; therefore, only they (not non-governmental organisations, associations, organisations, etc.) and only during the election campaign, given that political advertising outside the election campaign is prohibited, as stipulated by Article 62, Paragraph 1, Item 1 of the Law on Electronic Media. Outside the election campaign, in accordance with the definition of political advertising and the prohibition of political advertising outside the election campaign, neither they nor their activities, ideas or positions may be advertised, and certainly not anyone else whose political advertising is not even allowed during the election campaign (non-governmental organisations, associations, organisations, etc.).

In 3 different forms (types) of ads (in this report they are under ordinal numbers 10, 16 and 17), the participation of children and minors was observed.

10. 31/03/2025 10:36:12 – 10:36:55

The transcript of the spoken text (female voice): "In underdeveloped countries, children sit at home. In underdeveloped countries, children do not go to school. In underdeveloped countries, diplomas are not created. It is time to stop the madness and take the future into our own hands. It is time for you to decide in what kind of country you want to live. For Serbia's victory! Wake up, soon in Belgrade! Peacefully, democratically and united."

In the visual part, there were scenes showing young people and adults, but also scenes showing a female child and minors.



16. 08/04/2025 07:43:16 - 07:44:25

The transcript of the part of the spoken text in which a child was heard and seen: ...*Mom, will we go to school normally again?*



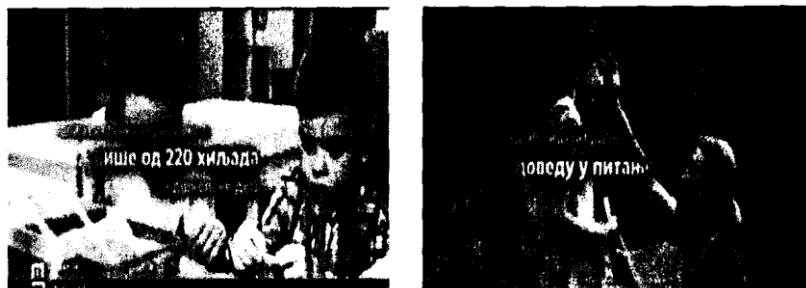
In the visual part, there were scenes showing parents, children, workers, farmers, teachers, youth, retirees and in several scenes, children were also shown.



17. 08/04/2025 07:54:02 - 07:54:54

The transcript of the spoken text (female voice): "Serbia takes care of education for more than 220 thousand preschool-age children, more than 540 thousand primary school pupils, more than 220 thousand secondary school pupils, more than 250 thousand university students. They are future teachers, craftsmen, professors, engineers, doctors, artists, scientists, military officers... Do not let them jeopardise your future. It is time for you to decide in what kind of country you want to live. For Serbia's victory! Wake up, soon in Belgrade! Peacefully, democratically and united",

In the visual part, there were scenes with preschool age children, primary school pupils, secondary school pupils, university students, teachers, craftsmen, professors, engineers, doctors, artists, scientists, military officers.



The aforementioned actions taken in the three described ads are contrary to Article 66, Paragraph 5 of the Law on Electronic Media:

"It is forbidden to use the participation of minors in programme content for political purposes or to abuse it."

In 9 different forms (types) of ads (the descriptions are under ordinal numbers 1, 2, 4, 6, 7, 8, 9, 12, 13 in this report), the display of figures from the opposition and previous governments, public figures who are opposed to the government, as well as of journalists and editors of televisions N1 and Nova S was observed – all in a negative context.

The ads in question showed the likeness of Miroslav Aleksić, Radomir Lazović, Dragan Djilas, Marinika Tepić, Dragan Bjelogrić, Dejan Bodiroga, Boris Tadić, Vojislav Koštunica, Zdravko Ponoš, Srdjan Milivojević, Aleksandar Jovanović Ćuta, Miloš Jovanović, Mladjan Dinkić, Zoran Živković, Oliver Dulić, Pavle Grbović, Jelena Obućina, Slobodan Georgijev, Žana Bulajić, Maja Žeželj, Željko Veljković, Goran Dimitrijević, Zana Cimili, Maja Dragić, Nataša Miljković, Ivana Marković.

Dragan Djilas appeared in the largest number of ads (ads under ordinal numbers 2, 6, 8, 9 and 12 in this report). Thus, in the ad (ordinal number 6 in this report) observed on 27/03/2025 (23:56:56 to 23:57:11) along with the text: "They want to rob us again, they want to destroy our country again. Will you let them?" in five scenes Dragan Djilas was also shown.



Such display is contrary to Article 15, Paragraphs 1 and 2 of the Law on Advertising:

"If an ad contains a personal good on the basis of which the identity of a person can be determined or recognised, the ad may not be released without the prior consent of the

person to whom the personal good relates. Personal data, personal recordings, recorded images (photographic, cartoon, graphic, cinematic, video and digital recordings), the voice audio recordings and those of the spoken words of a particular natural person are considered personal goods."

Conclusion: By broadcasting 481 ads in 24 different forms (types), in the period from 25 March to 12 April 2025, MSP Prva violated Article 62, Paragraph 1, Item 1 of the Law on Electronic Media relating to the prohibition of political advertising outside the election campaign.

Broadcasting 3 different forms (types) of ads, in an indetermined number of broadcasts, violated Article 66, Paragraph 5 of the Law on Electronic Media, which stipulates that it is forbidden to use the participation of minors in programme content for political purposes.

Broadcasting 9 different forms (types) of ads, in an undetermined number of broadcasts, violated Article 15, Paragraphs 1 and 2 of the Law on Advertising relating to the consent of the person to the use of a personal good (display of likeness), in relation to multiple persons.

Furthermore, in order to determine who the advertiser is, it would be desirable for the MSP Prva, as the transmitter of the ad, to submit ad declarations for the broadcasting of the ads in questions, in order to determine whether the advertiser is the Centre for Social Stability, whose name and logo can be seen in the lower corner of ads, and in what capacity, in accordance with Article 2, Paragraph 1, Item 3 of the Law on Advertising: "An advertiser is a person engaging in advertising, in the capacity of a trader in line with regulations governing trade or operating in the name and on behalf of a trader, that is, performing a professional or business activity of selling goods and services, real estate, as well as the transfer of rights and obligations, in line with separate regulations. "

Monitoring and Analysis Service