



REGULATORY
AUTHORITY FOR
ELECTRONIC
MEDIA

Trg Nikole Pašića 5
11103 Belgrade, Serbia
www.rem.rs

Number: 89/2025/8

Date: 04/06/2025

Belgrade

Report of the Programme Monitoring and Analysis Service of the REM

Ex officio procedure

Against: *McBOXS d.o.o, Novi Sad - Music Box Senzi TV*

Summary: The Regulatory Authority for Electronic Media, as the competent regulator, was contacted by the Slovak Regulatory Authority (Council for Media Services/Rada pre mediálne služby, Bratislava) requesting an examination of allegations from an anonymous complaint submitted to them against ***McBOXS d.o.o, Novi Sad - Music Box Senzi TV***. The complaint states that the media service provider in question (hereinafter referred to as MSP) violated the provisions concerning the permitted time of broadcasting commercial messages on 8 November 2024. The complaint specifies that the MSP broadcasts 50% of the programme consisting of commercial messages, which is why the complainant expressed their concern.

The MSP submitted a continuous 24-hour recording of the broadcast programme, for which it could not be visually determined whether it corresponds to the requested date.

Report

The Monitoring and Analysis Service of the Regulatory Authority for Electronic Media (hereinafter referred to as REM), based on the complaint of the Slovak Regulatory Authority (Council for Media Services/ Rada pre mediálne služby), conducted an examination of the programme of ***Music Box Senzi TV*** broadcast on 8 November 2024. ***Music Box Senzi TV*** is an MSP that provides specialised media services (music programme), and according to the method of distribution, it belongs to the group of cable, satellite and IPTV media service providers. The programme is broadcast in the Slovak language, under the slogan *Sa nama je uvek zabavno! (It's always fun with us!)*.

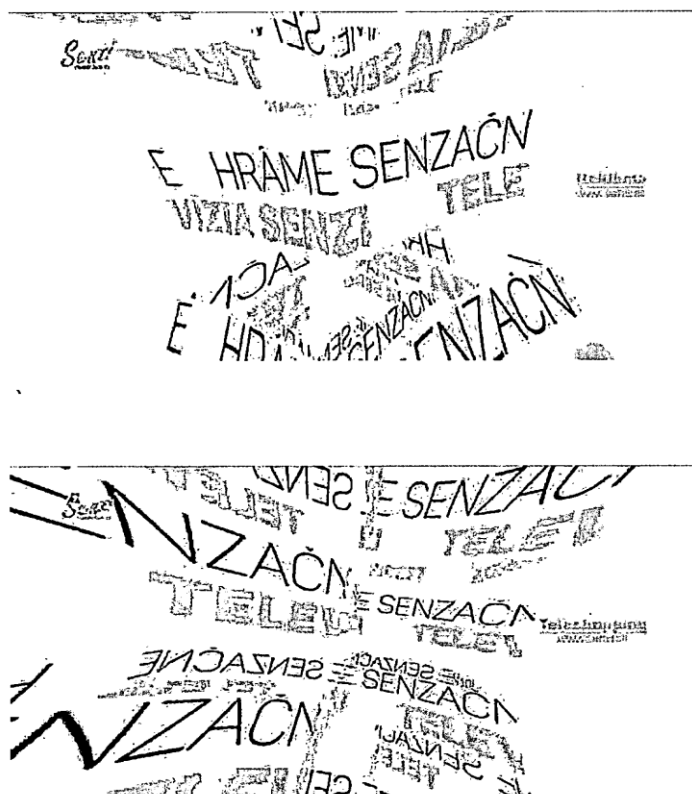
By using specially designed software, the REM Monitoring and Analysis Service conducted the monitoring of the programme in the submitted recording of 8 November and determined that the programme structure

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

included the following content:

MSP name	Type of content	Duration	Duration of commercials	Total duration	Share in %
Music Box Senzi	TV advertising and teleshopping	03:28:21	00:00:00	00:00:00	14.47
Music Box Senzi	Music programme	20:31:38	03:28:21	23:59:59	85.53
*	*	23:59:59	03:28:21	23:59:59	100.00

A detailed analysis found that the opening sequences announcing TV advertising and teleshopping were very similar, and that this could have caused confusion of the complainant. The opening sequence announcing advertising contained the word Reklama (*Commercial*), while the opening sequence announcing teleshopping displayed the word Teleshopping.



According to the applicable **Law on Advertising**, teleshopping is not included the total duration of TV advertising and teleshopping in one full hour of broadcast programme if it is broadcast as separate programme content, which was the case during the day under observation. Furthermore, teleshopping must be clearly labelled using

image and sound, by means of opening and closing sequences containing a text notification clearly specifying that it is a separate teleshopping programme (TV sales or TV purchase) and it must last for 15 minutes continuously (Articles 36 and 37 of the ***Law on Advertising***).

Monitoring of the programme of 8 November nevertheless established a violation of Article 35, Paragraph 1 of the ***Law on Advertising*** - *Within one full hour of programme broadcast by commercial media service providers, TV advertising and teleshopping may not occupy more than 20% of the time*. Namely, the software detected, as an automatic violation, that in the hour from 19 to 19:59, the allowed time for broadcasting commercial messages was exceeded:

MSP name	Date of monitoring	Name of content	Non-compliant duration	Additional description
Music Box Senzi	08/11/2024	Commercial messages	00:15:12	From 19:19:25 to 19:24:24 (00:04:59) From 19:43:58 to 19:49:12 (00:05:14) From 19:53:08 to 19:58:07 (00:04:59)

MSP ***Music Box Senzi TV*** broadcast three commercial breaks lasting for 04:59, 05:14 and 04:59, totalling 15:12, exceeding the allowed 12-minute limit within one full hour of broadcast programme by 3 minutes and 12 seconds.

Conclusion

Examination of the material submitted by ***Music Box Senzi TV*** did not establish the violation specified in the complaint, that is, there was no broadcasting of more than 50% of programme consisting of commercial messages. One violation of Article 35, Paragraph 1 of the ***Law on Advertising*** was established.

I propose not initiating an examination procedure against ***Music Box Senzi TV***.

REM Monitoring and Analysis Service