



REGULATORY
AUTHORITY FOR
ELECTRONIC
MEDIA

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Belgrade

Report of the Monitoring and Analysis Service of the REM

Ex officio procedure

Against: McBOXS d.o.o, Novi Sad - Music Box Folklorika

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 in an anonymous complaint submitted to them against *McBOXS d.o.o. from Novi Sad - Music Box Folklorika*. The complaint stated that on 25 December 2024, the media service provider in question (hereinafter referred to as MSP) had broadcast content that might harm the physical, mental and moral development of minors. The anonymous complainant claimed that his/her underage daughter (five years of age) had suffered consequences due to viewing the content in question, and that it was supposed to be adequately labelled.

Based on a request, the MSP submitted a recording of the broadcast programme, for which it could not be determined whether it was the continuous 24-hour programme on the requested date.

Report

Based on a complaint of the Slovak Regulatory Authority (Council for Media Services/Rada pre mediálne služby), the Monitoring and Analysis Service of the Regulatory Authority for Electronic Media (hereinafter referred to as REM) conducted an examination of the submitted material, that is, the programme of *Music Box Folklorika* television. *Music Box Folklorika* is an MSP that provides specialised media services, 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. The submitted material consists of a series of programmes of the following names: *Folklór podľ'a nás*, *Moje korene*, *L'udova kuchňa*, *Nárečja slovenskje*, *Remesló má zlaté dno*, *Vojvodina*. It was not possible to determine the timing of their broadcast in real time.

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In the L'udova kuchina show, the contentious content was observed (time code: 00:14:54 – 00:19:06). It is a 2018 music video featuring the band *Silband* and singer *Veronika Rabada*. They performed the song Pokoj vám:

Raz prišlo dieťa na ten svet
A bol to Boží syn
A veľké vojská anjelov sem na Zem zlietli s ním
A takto ľuďom spievali chorálom nádherným :
Óo, nádej a lásku všetkým vám, posielala Pán
Óo, k vám prišiel sám, pokoj vám
Keď počuli to pastieri hneď klesli do kolien
Veď každý túžil nad hlavou mať nebo pokojné
A od vtedy ten pozdrav zo všetkých strán sveta znie :
Óo, nádej a lásku všetkým vám, posielala Pán
Óo, k vám prišiel sám, pokoj vám
Nech pokoj je tu stále s vami
Aj v čas vianočný
Nech máte v roku veľa krásnych a pokojných dní
Ten pokoj prinieslo vám dieťa čo v jasličkách sní
Óo, nádej a lásku všetkým vám, posielala Pán
Óo, k vám prišiel sám, pokoj vám

Once a child came into the world
And it was the Son of God
And great armies of angels flew down to the Earth with him
And so they sang to the people in a beautiful hymn:
Oh, hope and love to all of you, the Lord sends
Oh, he came to you alone, peace be with you
When the shepherds heard this, they at once fell to their knees
For they all longed for a peaceful sky over their heads
Ever since then, that greeting has been heard from all corners of the world:
Oh, hope and love to you all, the Lord sends
Oh, he came to you alone, peace be with you
May peace always be with you here
And at the time of Christmas
May you have many beautiful and peaceful days this year
That peace was brought to you by a child dreaming in a manger
Oh, hope and love to you all, the Lord sends
Oh, he came to you alone, peace be with you

The song is appropriate in nature, performed by a renowned artist from Slovakia, with the participation of a children's choir and a band that uses traditional instruments. The displayed form of the music

video and text carry a universal message of peace and forgiveness (the music video was broadcast during the Christmas holidays), and the wish that no child be in war conflicts. Incidentally, the music video is a form of cinematic expression that aims to promote and create the visual identity of a particular song. It combines different types of recording, effects, archive footage, animation.

The concept of the observed video is based on the lyrics of the song, using archival, black and white footage of war conflicts and child suffering, which serve as a reprimand and warning. The video is an art form and here it illustrates today's world, showing the drastic consequences of war and suffering of children, and interprets this as a warning that humanity is moving further away from the messages of peace, love and hope brought and symbolised by the celebration of the birth of Christ.

The broadcast music video was not marked with a numerical label as content that is unsuitable for a particular age category.





SILBAND FEAT. VERONIKA RABADA
POKOJ VÁM



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The REM Monitoring and Analysis Service carefully conducted an analysis of the music video in question, because the complaint alleged that the broadcast content had resulted in consequences for an underage, five-year-old child. Based on a request, *Music Box Folklorika* submitted a recording of the broadcast programme containing the contentious content. In determining whether a certain programme should be marked with a numerical label, the MSP must take into account the context in which it is broadcast, the goal and nature of the content, the degree of realism of potentially harmful scenes, their number and frequency, its expected effect on viewers. It is particularly important whether it is fiction or non-fiction content, and what position is taken on violence or some other discriminatory behaviour.

The music video is fictional content, in the course of whose execution a certain degree of artistic freedom is permitted. Archival black and white footage in the video are part of a thematic approach - they send a message about the hypocrisy of political elites deciding about war, and first and foremost, they warn and reprimand concerning the importance of peace and tolerance for humanity as a whole. The video in no way glorifies violence; instead, the messages contained in the song's lyrics take a critical view of it. The context in which the video was broadcast is festive (Christmas, candles), supported by soft children's voices and sounds of traditional instruments, and the contrast between certain verses and displayed scenes solely serves to glorify and highlight the importance of universal messages of peace and forgiveness.

Conclusion

The REM Programme Monitoring and Analysis Service is of the opinion that the editorial team of *Music Box Folklorika* television acted in accordance with the *Law on Electronic Media* and the *Rulebook on the Protection of the Rights of Minors in the Area of Media Service Provision*), and was not required to label the broadcast content as unsuitable for minors. Our legislation, for now, only recognises numerical labels 12, 15, 18, without pictograms, symbols of certain concepts or words. *Music Box Folklorika* television is an MSP that broadcasts entertainment and music content, and in line with the nature of such content, it rarely or never broadcasts images of violence. We are also aware of the view of psychologists warning that children view and understand TV programmes differently, depending on their age; numerical labels are actually indicators of how children could respond to the content. In this case, some other content is more suitable for a five-year-old child. Naturally, cultural differences and context can lead to discrepancies in interpretations of whether some content is permitted for viewing by younger minors.

The responsibility of the media and their role in distributing content is great, as is that of the Regulator in supervising the application of the law, but that does not preclude the role and responsibility of parents in selecting content for their children. Parents should assume a more active role in selecting programmes in traditional media, especially in supervising and scrutinising the content that children consume online.

REM Monitoring and Analysis Service

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