



SERBIA BROADCASTING

Market Overview

Serbia has a huge number of TV and radio stations, with the saturation of the broadcasting market greater than in other countries in the region.

Serbia has a total of 247 radio broadcasting stations: (including 6 national stations, 34 regional stations, and 207 local stations) and 7 national television channels, which can be viewed throughout Serbia including two public television networks- RTS (Radio Television of Serbia) www.rts.rs and RTV (Radio Television of Vojvodina) www.rtv.rs, as well as private networks Prva www.prva.rs, B92 www.b92.net, Pink <http://www.rtvpink.com/> and Happy TV <http://www.happytv.tv/>. There are 28 regional and 89 local television stations. Due to cable television being widely used across Serbia, many local and regional television stations can be viewed throughout the country. The digital switchover was completed in June 2015, but Serbia has yet to fully align with the 2009 EU regulatory framework for e-communications. Public company Emisiona Tehnika i Veze (JP ETV) <http://www.etv.rs/> is the national broadcasting operator of the Republic of Serbia. ETV's core business is wireless telecommunications, and the main task is planning, building and maintenance of transmission infrastructure on the territory of Republic of Serbia, providing radio and television broadcasting services to the home radio and TV receivers. Today, ETV operates more than 250 transmission sites

Serbia is currently ranked 38 out of 43 countries in Europe in the United Nations' list by the level of e-government development. The central e-Government portal of Serbia currently offers 635 electronic services, which are in nearly 70% cases (441) intended for citizens, 28% for businesses (181) and a small number for state institutions (13).

In terms of production, post-production and services, a number of local production companies, filming studios and equipment rental companies are available in Serbia to make filming on location as cost effective and as smooth as possible.

Serbia Film Center <http://www.fcs.rs> as a public institution and Serbia Film Commission <http://www.filminserbia.com/> as an independent non-profit association of the Serbia film industry, have a network of members, that can assist with various film projects and support international productions of feature films, TV and commercials in Serbia. There are also various government incentives for making audiovisual works in Serbia. <http://www.fcs.rs/new/wp-content/uploads/2016/04/Regulation-on-incentives.pdf> There are more than 20 various film festivals organized in Serbia with the International Film Festival FEST <http://www.fest.rs> being among the most popular.

Serbia is also home to officially "Best Major Festival" awarded by European Festival Awards in 2014, Exit Festival (www.exitfest.org), which attracts over 200,000 people. Moreover, there are other

festivals like the famous Dragacevo Trumpet Festival in Guca (www.guca.rs), Belgrade International Theater Festival–BITEF (www.bitef.rs), Belgrade dance Festival (www.belgradedancefestival.com) etc.

The entertainment market is dominated by The Pink Media Group (PMG) <http://www.pinkmediagroup.net>, one of the largest, private commercial broadcast entertainment and media group in Southeast Europe. The group's operations include filmed entertainment production, radio and television broadcasting, satellite tv production, music recording, optical disc media replication. PFI Studios is state-of-the-art film studio complex located 28km from the center of Belgrade

Main Players

Very often TV and Radio broadcasters are buying directly their equipment. Nevertheless, the most important market players in providing broadcasting facilities and professional audio/video equipment are

Amisys <http://www.amisys.rs/>, active in integration, installation, deployment and maintenance of large to small scale broadcast systems, well as audio and video professional systems, production and post-production facilities and OBs

Valtech video <http://www.valtechvideo.com/> system integrator and distributor of professional and broadcast audio and video equipment

AVL Projekt <http://www.avlprojekt.rs/> distributor professional audio and light equipment, video projection and LED systems, stage and trussing.

Skymusic corporation <http://www.sky-corporation.rs/>, organised the biggest and most famous concerts, festivals and events in Serbia and the region. They are organizer of Exit Festival (www.exitfest.org)

Studio Berar <http://www.studioberar.com/> specialized in professional audio, video and lighting integrated systems, successful in both sales and rentals.

Visual Impact Serbia <http://visuals.rs/en/> is a specialist broadcast equipment supplier that works in the TV and film market.

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