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ТЕЛО ЗА
ЕЛЕКТРОНСКЕ
МЕДИЈЕ

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ATTACHMENT 1

Explanation of the actions of the REM Council regarding the proposal for expanding election monitoring

The Council of the Regulatory Authority for Electronic Media was constituted on 22 September 2026, when the systematic monitoring of the election campaign for the snap parliamentary elections was already underway. The Monitoring and Analysis Service began the monitoring on 10 September, covering programme content broadcast from 9 September at 12:00, i.e., from the moment the elections were called. The monitoring was conducted according to the monitoring methodology and framework established in 2023.

Systematic election monitoring entails the continuous tracking and analysis of the programmes of selected media service providers according to a predefined methodology. Its purpose is to collect comparable data on the media representation of participants in the elections and other political actors during the campaign.

The monitoring covered 11 television programmes: four public media service programmes (RTS 1, RTS 2, RTV 1, and RTV 2), four commercial television programmes with a license to cover the entire territory of the Republic of Serbia (Pink, Happy, B92, and Prva), and three cable television programmes (N1, Nova S, and K1). The monitoring encompassed the entire programme of these televisions 24/7, including news and current affairs and other programme content.

At the session held on 22 September 2026, following the constitution of the new composition of the Council, readiness was expressed to consider a broader scope of monitoring, and it was agreed that the Council members would submit reasoned proposals for the inclusion of additional media service providers.

In preparation for the first extraordinary session, on 24 September the President of the Council invited the members to submit their proposals, emphasising the need for the decision on the potential expansion of monitoring to be based on clear and equally applicable criteria, as well as on an assessment of the available capacities of the Monitoring and Analysis Service. The submitted proposals and presented opinions of the Council members also pointed to the importance of this assessment. Certain members explicitly conditioned their support for the inclusion of additional television programmes on the possibility of the Service expanding the monitoring without jeopardising the quality of the already initiated tracking.

In Information No. 1154/2026 of 24 September 2026, the Monitoring and Analysis Service stated that monitoring 11 television programmes, alongside a significantly increased volume of election content, already required maximum staff engagement. According to the Service's assessment, including additional programmes during an ongoing campaign would negatively impact the dynamics and quality of the monitoring.

The Service's Information was submitted to Council members on 25 September, along with other materials for the first extraordinary session, following the exchange of proposals and opinions regarding the possible expansion of monitoring, and prior to the final decision. In this way, the Council members had at their disposal, alongside reasons supporting a broader scope of monitoring, an expert assessment of the objective possibilities for its implementation.

At the 1st extraordinary session of the Council, held on 28 September 2026, a proposal to expand the systematic election monitoring to TV Informer and Newsmax Balkans was considered. Four Council members voted for the proposal and four voted against, which is why the decision on expansion was not adopted. When deciding, both the reasons supporting a broader scope of monitoring and the assessment of the competent service regarding available capacities and the potential consequences of expansion on the quality and timeliness of the already initiated monitoring were taken into account. Voting against the proposed expansion therefore did not imply opposition to the inclusion of TV Informer in the systematic monitoring as such, but rather an assessment that, under the specific circumstances, appropriate conditions did not exist for its implementation without jeopardising the existing obligations of the Service.

The proposals, opinions of Council members, and the voting outcome are documented in the minutes from the session of 28 September 2026, which is publicly available on the Regulator's website.

For understanding the scope of election monitoring, it is important to distinguish the systematic tracking of the election campaign from the regular oversight of media service providers. Systematic election monitoring is conducted on a predetermined pool of television programmes, according to an established methodology, while the oversight of media service providers' compliance with legal obligations is conducted within REM's regular statutory responsibilities.

The fact that TV Informer was not included in the systematic election monitoring did not mean its exemption from the Regulator's oversight. The programme of this television station, as well as the programmes of other media service providers not covered by continuous monitoring, were subject to oversight and the handling of complaints in accordance with the Law on Electronic Media.

Documentation

Minutes from the 1st extraordinary session of the REM Council of 28 September 2026, with proposals and opinions of the Council members, Information of the Monitoring and Analysis Service no. 1154/2026 of 24 September and voting outcome.