

Legal framework for protection of children and its effective implementation

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Overall review

- Law on Electronic Media and Rulebooks
- Law on Advertising
- Law on Public Information
- Co-regulation mechanism, VSPs and other area of implementation



Law on Electronic Media

- General provisions on the protection of minors
- Program content that may harm the development of minors
- Participation of minors in program content
- Publishing programming content that concerns minors

Rulebook on protection of Minors



Rulebook on Urgent Notification of the Public About a Missing Minor

- Amber Alert
- September 2023 - once

Law on Advertising

- General provisions:
 - Protecting children and minors from inappropriate advertising
 - Advertising message aimed at children and minors
 - Abuse of inexperience, ignorance and gullibility
 - Health protection and development
 - Integrity protection
- Some examples of violation of article 21 – alcohol and gambling



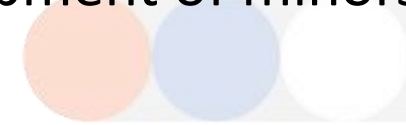
Co-regulation on HFSS

- Article 5a = HFSS + co-regulation mechanism
- Council of Europe support for further implementation of co-regulation in Serbia
- First meeting with industry April 2025



Law on Public Information

- General provision - media content and the manner of media distribution do not harm the moral, intellectual, emotional or social development of minors
- Prohibition of public display of pornography



Digital environment and challenges

- Regulation on mandatory measures for video sharing platform service providers
 - establish and implement a system for **checking the age of users** in terms of content that could harm the physical, **mental or moral development of minors**; establish and implement a system that enables users to determine the **categorization of certain content** that may be harmful to minors; establish and implement a **system for parental control** that is under the control of the user in terms of content that could harm the physical, mental or moral development of minors; and introduce **effective media literacy measures**, as well as work on raising user awareness of the existence of those measures.
 - **Code of conduct for HFSS**

Regulation and implementation

- Complaints
- Co-regulation on protection of minors
- Capacity building for REM employees (media literacy, protection of minors publication,...)
- Media Literacy (Media Literacy Open Days, collaboration with MSP, educators, parents/fosters)

THANK YOU

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