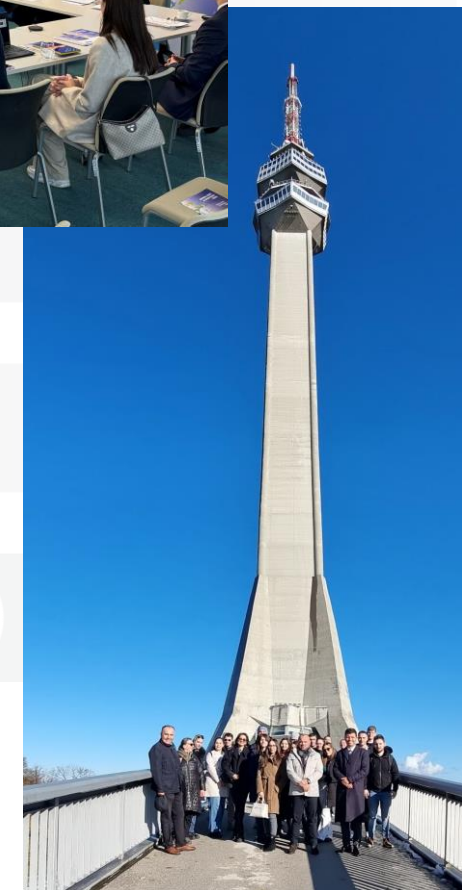


Saša Simović – REM Serbia  
12th BRAF Annual Meeting, Albania, 2025  
*Public Awareness Campaigns and  
International Perspectives on  
Regulating Online Media Content*

# Activities of Regulator

- Discussions on initiating co-regulation of commercial communications in the light of the protection of minors - inappropriate advertising of food or beverages containing high levels of fat, saturated fat or trans-fatty acids, salt or sugars
- Cooperation with University in Belgrade - lecture on the technological development of electronic media for students of the Faculty of Law
- Cooperation with the Center for the Protection of Victims of Human Trafficking organized the lecture, attended by journalists from all over Serbia



# Media literacy activities



- training for over **200 educators and professional associates in preschool institutions** in Belgrade, Novi Sad, Niš, Subotica, Kraljevo, and Čačak
- The **third Media Literacy Open Days**, 14-18 October 2024 - "Media Wide Open Doors" campaign:
  - **Partners:** Radio Television of Serbia, Radio Television of Vojvodina, Prva TV, Naksi Radio and Panon TV, Public Enterprise "Broadcasting Technique and Connections"
  - Over **1,500 preschoolers** from Belgrade, Novi Sad and Subotica
  - round table "**Media Literacy and Children in the Digital Environment**" – panelists: Regulator, Belgrade City Library and TikTok





# Media literacy activities

- 28th Radio Day RAB SERBIA - owners and directors of 170 radio stations from Serbia, as well as their colleagues from Hungary, Great Britain, Croatia, Bosnia and Herzegovina and North Macedonia as part of the in Zlatibor
- regional workshop "Digital Security Agenda for the Western Balkans", which was held in Sarajevo



# International activities



- RTUK workshop on “Representation of Women in the Media”
- JICA "The Role of the Media in Democratic Countries",
- ODIHR Promoting Conditions for Free and Fair Election Campaigns in the Western Balkans",
- Regular membership activities (Media Board, EPRA, BRAF, MNRA)

## *Challenges Ahead*

- Rapid spread of hate speech and disinformation online
- Balancing freedom of expression with protection of vulnerable groups
- Lack of unified approach for global platforms on regional level
- Need for technological tools and stronger cooperation with online services

# Recommendations

- Strengthen co-regulation mechanisms
- Public involvement in raising awareness on online safety - actions before reactions
- Enhance international and regional cooperation and alignment with EU Digital Services Act
- Focus on child protection in digital environments - multilevel stakeholders approach

# Conclusion

- Regulator as a bridge between regulation, education, and international cooperation
- Public awareness and literacy are key to reducing harmful online content
- International and regional cooperation essential for success



THANK YOU

[sasa.simovic@rem.rs](mailto:sasa.simovic@rem.rs)