

REM – country report 2026

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Outline

- Two major media researches
- Capacity building
- Media literacy activities
- International activities

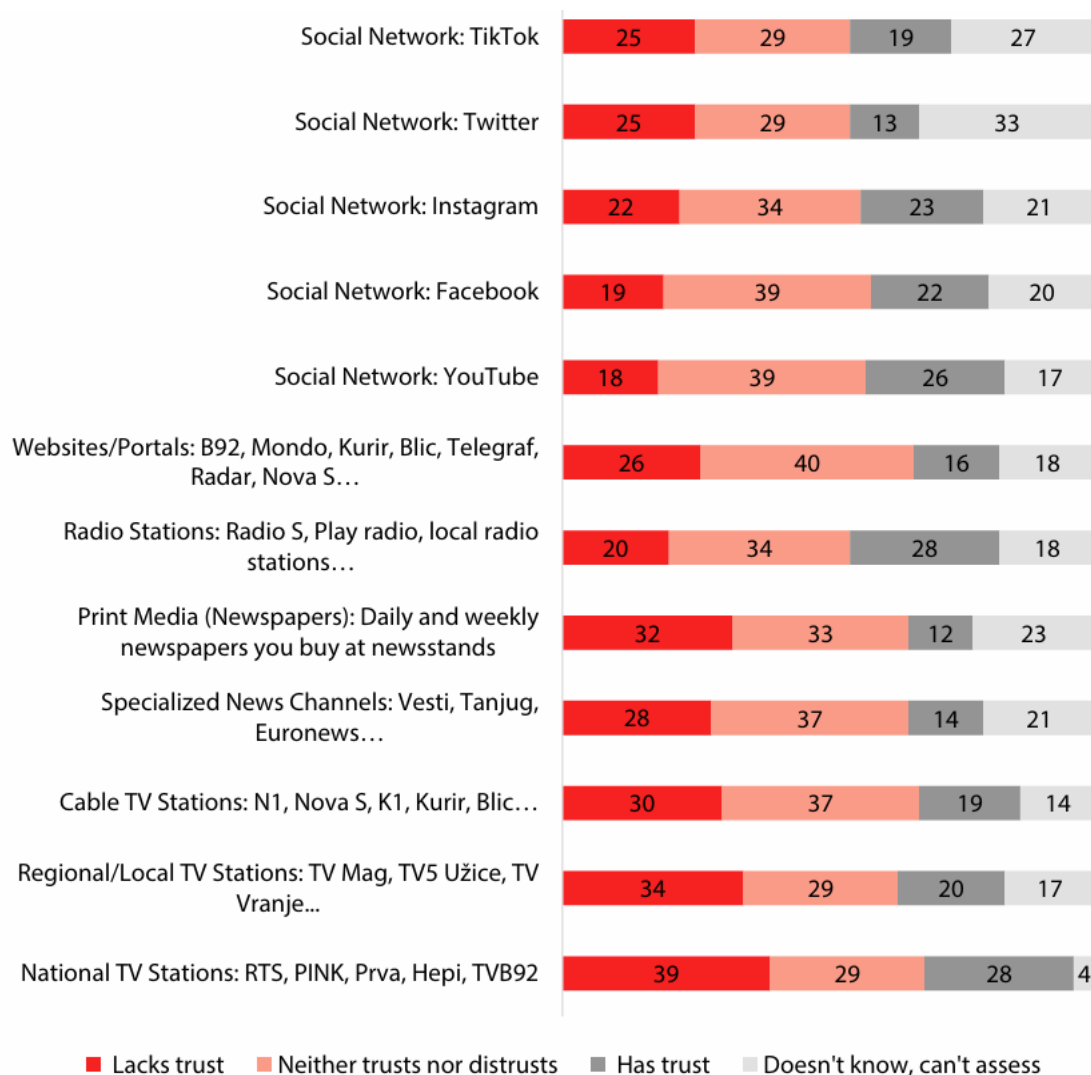


Researches....



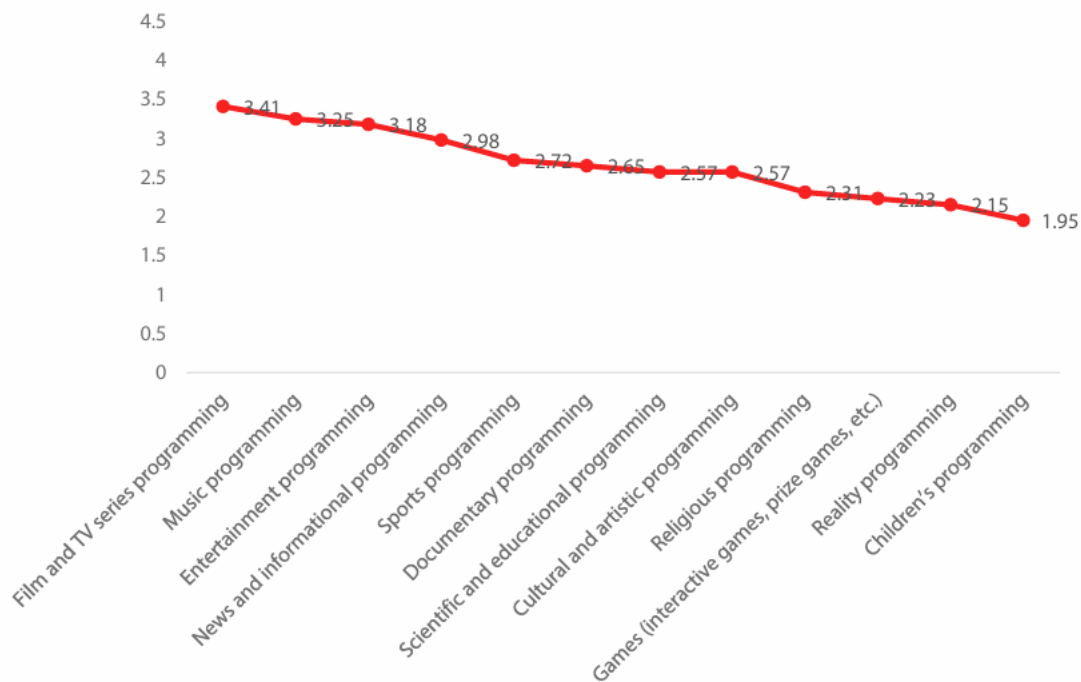
- Report on the Needs of Media Users in Serbia, CoE
https://www.rem.rs/uploads/files/Baners/Report%20on%20media%20service%20user%20preferences%20in%20Serbia%20ENG_Final_13%20February%202026.pdf
- Strengthening The Digital Resilience Of Youth In Serbia, RCC (soon to be published)

Report on the Needs of Media Users in Serbia



- Accelerated digitalisation of the media environment in Serbia, deep-rooted generational and educational differences.
- Trust in the media is low to moderate
- Social networks perceived as source of information, but high risk of misinformation and manipulation.

Report on the Needs of Media Users in Serbia



- Content wise: film and serial programs, music, entertainment, information, sports and documentary programs
- Perception of citizens on high presence of harmful media content – propaganda, disinformation and spin – in domestic media.
- Checking information usually comes down to comparing several sources, while systematic checking is rare

Strengthening The Digital Resilience Of Youth In Serbia

Domain	Rating	Evidence	Gap to be closed
Access and seeking	Strong	99% access by phone; 84.4% online for 3+ hours; broad platform repertoire	Not a skills gap. The youngest cohort's disconnection from edited news (19.7% do not follow news online) represents a structural exposure risk
Critical evaluation	Weak	Verification index 3.09; 48.2% never use fact-checking; no significant variation by any demographic variable	A systematic, transferable verification routine - above all, source tracing and use of checking resources
AI literacy	Critical	95% use it; 73% experienced fabrication; only 28.6% always verify; the youngest and least educated verify least often and use AI for checking most often	Understanding what a language model is and does; verification of AI answers by default; separating confidence from competence
Safety and rights	Weak	49.2% know of neither the PDPL nor the DSA; 86.4% of those who report use only the platform button; 34.2% feel unsafe	Legal literacy and knowledge of remedies beyond the platform interface
Civic resilience	Mixed	48.7% trust no platform; saturated exposure to synthetic media; trust in AI content 1.67	Not scepticism - which is abundant - but the ability to act on it: reporting, correction, participation

Capacity building



- Media pluralism, TAIEX
- Privacy protection in the media, CoE



Capacity building

- The Role of Media in Democratic Countries, JICA
- Training of Trainers - Strengthening The Digital Resilience Of Youth In Serbia, RCC



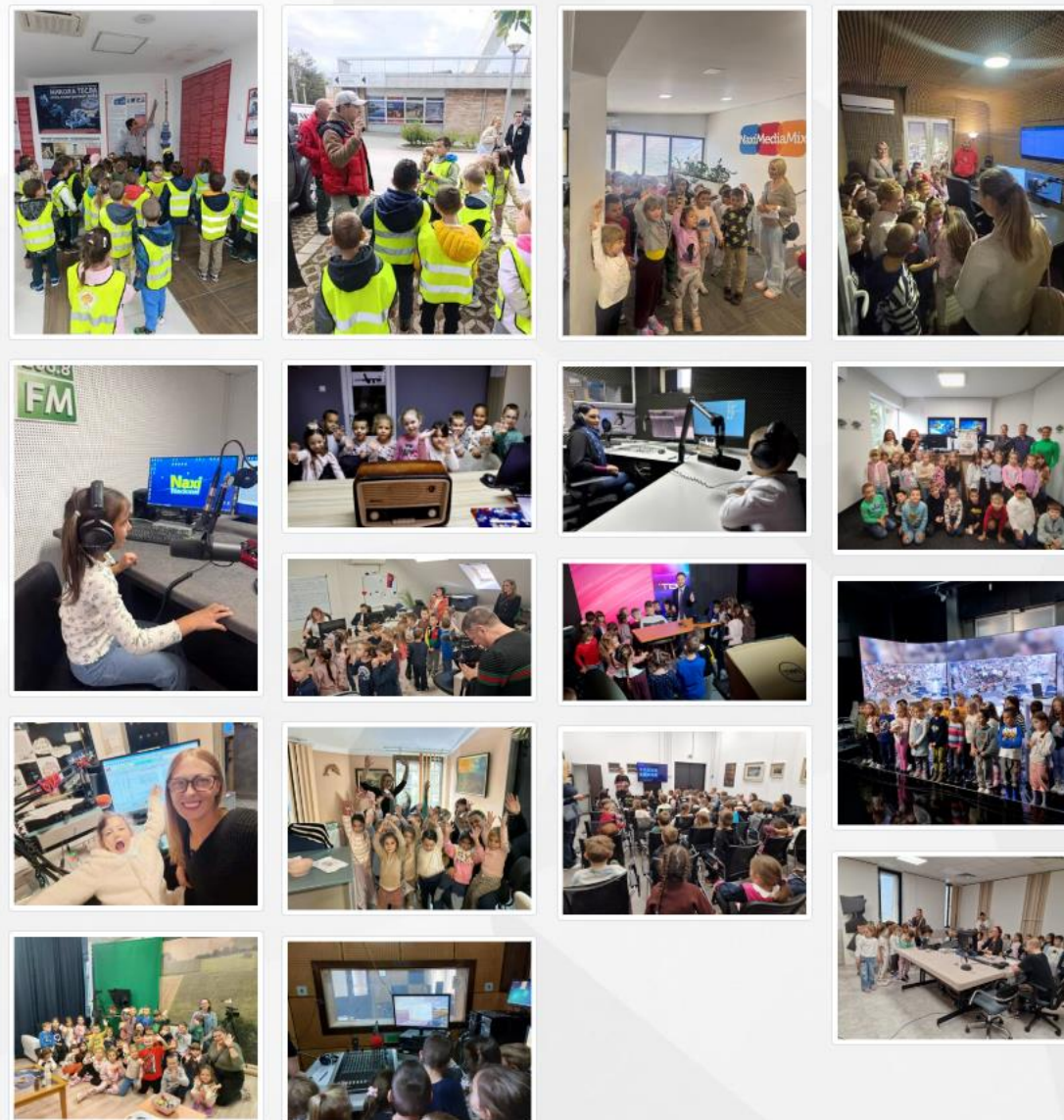
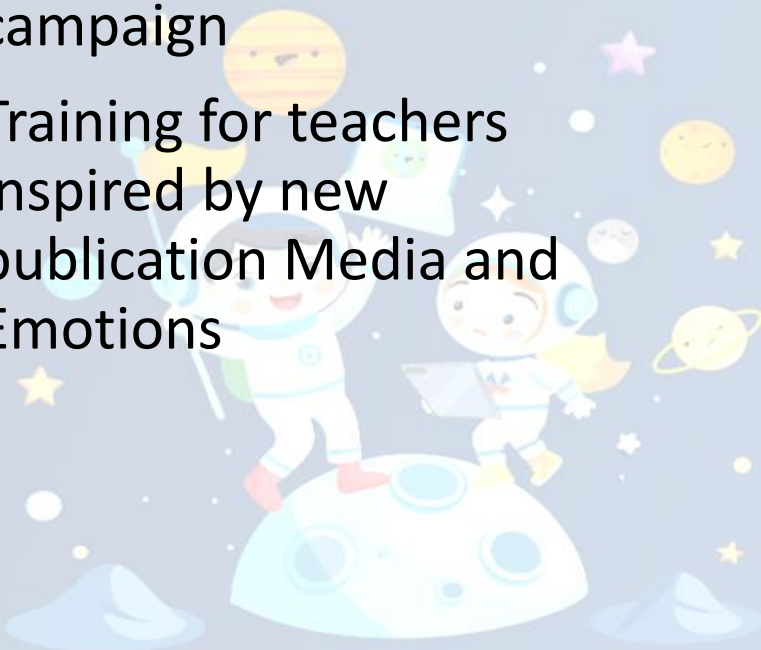
Media literacy

- Fourth Open Days of Media Literacy, October 2025
- International Children's Day, 1 June 2026
- Publication Media and Emotions
- Preparation for Fifth Open Media Literacy Days, October 2026

Media Literacy Days

МАТЕРИЈАЛИ ЗА РАЗВОЈ МЕДИЈСКЕ И ЕМОЦИОНАЛНЕ

- Media Wide Open Doors campaign
- Training for teachers inspired by new publication Media and Emotions



International Children's Day, 1 June

- Preschool Teachers on a Mission of Healthy Choices – Click on Healthy



International activities



THANK YOU



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