

13th BRAF Meeting 2026

AI & MEDIA REGULATION

THE SERBIAN EXPERIENCE

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Where is Serbia now?

- As of September 2026, Serbia does not yet have a comprehensive standalone AI law in force.
- A first AI law is being prepared, with announced adoption targeted for December 2026 and alignment with EU standards.
- Mandatory labelling of AI-created or AI-modified content is part of the planned framework.
- Until then, media-specific risks can already be addressed through existing electronic-media rules.

What has REM actually done?

- August 2023: REM Council adopted a statement on the use of AI in programmes.
- Article 47 of the Law on Electronic Media (now Article 61 of the revised Law) prohibits programming that exploits credulity or misleads the public, particularly in informative programmes.
- For entertainment, documentary, educational and other programmes using AI, REM called for a visible notice before, throughout and at the end of the programme.
- The statement also highlighted the duty to prevent misuse of personal data and identity, including image and voice.

Happy TV: the case that made the issue real

June 2026 — AI-generated presenters in national television news.

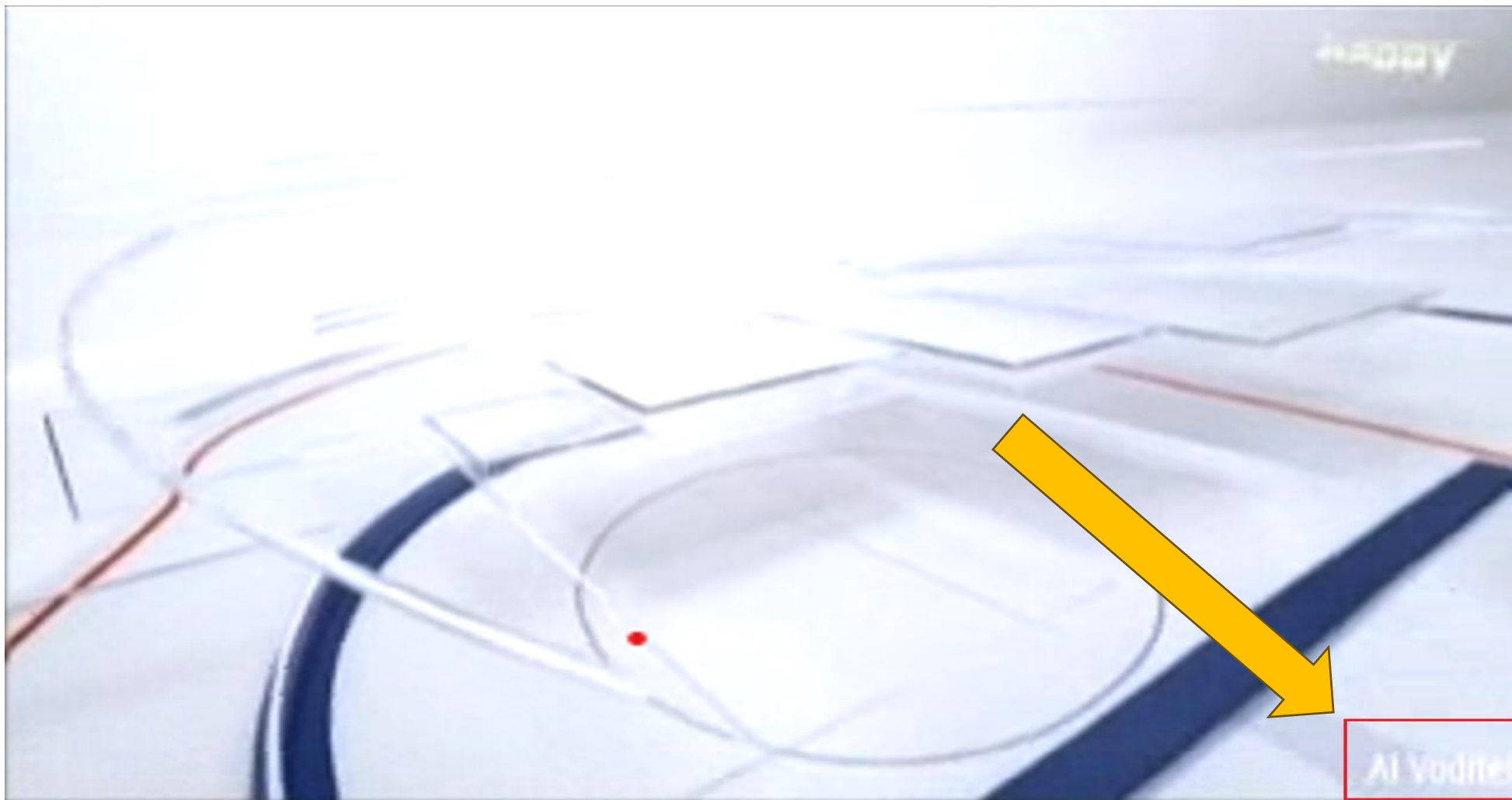
- AI-generated presenters were introduced as Bojana Filipović and Marko Popović and read news on Happy TV.
- Initially, the audience was not clearly informed that the presenters were AI-generated.
- The case put REM's existing transparency principle to a concrete test: does the audience understand what — and who — is presenting the news?
- The regulatory issue was not the use of AI itself, but transparency and the risk of misleading the audience.



Happy TV's response to REM

The broadcaster proposed concrete safeguards.

- AI presenters were used only to present pre-prepared informative texts; according to Happy TV, they did not independently create, select or edit information.
- Happy TV accepted the need for clearer disclosure of AI use.
- It proposed visible AI marking, internal editorial guidelines and additional pre-broadcast editorial control.
- It also proposed keeping records of programmes in which AI is used and continuing to align its practice with future REM rules or recommendations.



What does the Serbian experience add to BRAF?

A practical regulatory lesson.

- We did not have to wait for a dedicated AI law: existing media law provided a basis to address immediate audience-protection risks.
- The Happy TV case shows that disclosure must be clear and audience-facing, especially in news.
- For supervision, the useful questions are practical: What was AI-generated? Who reviewed it? What was disclosed? Who approved the broadcast?
- The next step is to connect sector-specific media regulation with Serbia's forthcoming general AI framework.

THANK YOU

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