

VII CONCLUSION

The Serbian media community still waits for the Government to adopt the Media Strategy, but the enthusiasm has dropped noticeably. The fact that the position of authorities and those of the journalists' associations are opposed to that point, even concerning elementary issues such as the issue of state's withdrawal from media ownership or the issue of resources Serbia as a country has at its disposal to fund six new public broadcasting services in the situation when financial stability of the two existing ones is insecure, does not leave space for great expectations. Also, obviously the Strategy – whatever final solutions concerning media concentration being adopted in it – will be late to regulate vertical integration in time in this sector. The acquisition giving Telekom Srbija control over the operator of specialized regional sport channels – ArenaSport, and the announced entrance of the owner of the most powerful cable and satellite DTH operator into the ownership structure of Pink television, show precisely that vertical integration is no longer a mere possibility but a reality in the media sector. Meanwhile, the number of threats, attacks or pressures editorial boards and journalists are exposed to shows no tendency of reducing. On the other hand, verdicts reached in media matters still provoke doubt regarding their compliance with European standards, in particular with the case law of the European Court of Human Rights in applying Article 10 of the European Convention. Two of these verdicts, where the court narrowed the scope of application of Article 82 of the Public Information Law – stipulating that a journalist, editor and the media are not accountable for damages if the untrue or incomplete information was reported verbatim from a document of a competent state body – solely to the situations where the information is reported verbatim from a document that the state body officially has communicated to the media, are described in this report. The impact of these verdicts to self-censorship and conformity in media language is indubitable and increasing.