

VII CONCLUSION

The first six months of 2012 have been irrecoverably lost for the media reforms in Serbia. Almost nothing provided for by the Media Strategy was accomplished. Meanwhile, we had elections that resulted in a new parliamentary majority. The new government faces a serious task that should involve, among other things, the reform of the regulatory framework and the withdrawal of the state from ownership in the media, the reform of public service broadcasters, state aid control, as well as suppressing any monopolies on the media market and related markets, such as the advertising market and the media content distribution market. The first messages the media have received from the new ruling coalition, however, are insufficiently clear and slightly contradictory – from the accusations by Mladjan Dinkic, whose party will be part of the new government, to the hints by Aleksandar Vucic, the leader of the strongest party in the new ruling coalition, that the media sector will be completely deregulated. His attitude to media freedoms, namely the manner in which his government will insist on addressing them (through deregulation – scrapping the Public Information Law) shows that, for the time being at least, the new government does not understand the problems faced by the media. They are particularly mistaking if they believe deregulation to be a magic stick that will help them deal with the many problems that have accumulated over the years. On the contrary, Serbia needs a comprehensive and meaningful reform of the regulatory framework and not merely the repealing of laws. It remains to be seen if the new government will be capable of addressing these needs and requirements.