

## VII CONCLUSION

The month of August has seen the last days of the old Serbian government, on the eve of its long announced reshuffle. One of the ministers whose term of office ended is Bratislav Petkovic, the Minister of Culture and Media. The key reproach made against the former Minister is that he has failed, after slightly more than 13 months in office, to introduce in the parliamentary proceedings a single piece of legislation of the long awaited media laws. When Minister and his team posted on the Ministry's website the draft Electronic Communications Law and Law on Public Service Broadcasters, it is possible that they had in mind the fact that there was no results and that they needed to show that something was achieved. However, this has resulted in a new problem. The draft laws proved to be different from those previously formulated by the working group of the same ministry, which, again, provoked a series of criticism for non-transparency. By the time this Report was completed, nobody informed the public about who altered the drafts of the Ministry's working group, at whose order and for what reasons. August also saw the end of an unusual competition for the national coverage-broadcasting license. It was unusual from multiple standpoints. If we compare it to the previous competition in 2006, the first striking thing is the absence of big European and international players. We remind that, in 2006, major networks such as News Corporation or the RTL competed for a frequency. A "big shot" station like RTL failed in its bid to get the license. Seven years later, News Corporation fled Serbia and never looked back and RTL never returned either. The tender for the national license in Serbia did not attract anyone whose reputation would be at least close to the two media groups. The total lack of interest for our tender by European and regional media companies is proof of the low expectations and to what extent these companies hold little hope for the potential recovery of the Serbian media market. That is precisely why a failed tender should be considered as a last minute warning to the new, reshuffled Government of Serbia – that the time is up and that media reforms are needed now.