

## VII CONCLUSION

The Serbian media scene is still waiting for the long-promised reforms in the media sector. The new government is slowly appointing people to positions relevant for the media, failing sometimes, like in the case of the Deputy Culture Minister Dragan Kolarevic, to avoid controversies with chosen solutions. Time is not plenty, the aforementioned changes are pressing, as evidenced by the fact that up to three radio or TV stations in average remain without a license every month. This average could get even worse, since it was reported that the RBA had initiated another 35 license revocation procedures. The new government needs to step up its activities in the media sector, otherwise there won't be any (broadcast at least) media left to privatize when it finally decides to go with media reforms. The situation is also dire for print media, as evidenced by the call of the managing board of the Media Association (an association of the largest print media publishers in Serbia) to the Prime Minister Ivica Dacic and Culture Minister Bratislav Pektovic for an urgent dialogue on measures to improve the conditions for business in the newspaper publishing sector. The message is the same – failing the introduction of the necessary measures, Serbia will become one of the rare countries in Europe where the newspapers have become extinct.