## VII    CONCLUSION

The delays in the adoption of media laws and the postponement of implementation of the Media Strategy, in addition to complicating the media situation even further, have made the relationship with the EU even more complex too. Namely, the EU has insisted on the adoption of the Media Strategy, as a requirement for progress on the accession path. There are two key consequences of the delay in the adoption of media laws. First, the delay postpones the privatization of state media and second, it postpones the switch to project-based financing, instead of direct budget financing of the media. For many media, especially local outlets in communities with a weak advertizing market (almost all communities in Serbia), the latter model represents the only way out from the current situation of barely making ends meet and mere postponing imminent disappearance. The key reason for the delay is also the problems faced by the state, incapable of finding an acceptable, stable and sustainable model for financing the public service broadcaster. Hence, while the working group of the Ministry of Culture proposed subscription as the main model of financing the public service broadcasters, the politicians have, apparently for populist reasons, opted for budget financing. The latter concept is not unfeasible *per se*, but is difficult to implement in the situation when the budget is empty and the state is desperately seeking for new budget cuts. The media landscape in Serbia continues to sink even deeper into apathy, as evidenced by the lethargic reactions to brutal attacks on journalists, such as the one described earlier in this Report, where a ruling party MP waved in Parliament with leaflets branding the editors and managers of critical media pedophiles and calling citizens to keep their children away from them. After such incidents, the crucial question is what are the individuals occupying certain positions in this country and exerting considerable influence, prepared to do next?