

## INTRODUCTION

Working for the benefit of its members and entire Serbian media sector as well, ANEM set as one of its primary goals the establishment of optimal legal framework for development of media, as a contribution to the continuance of media reforms. The project “ANEM and its Legal Department: Legal Monitoring of the Serbian Media Sector and Follow - up Activities”, supported by USAID and IREX Serbia, presents one step toward achievement of the mentioned goal.

The project predicts continuous monitoring of the entire Serbian media sector, and especially: freedom of expression, media legislation (implementation of existing laws and amending process/adoption the new ones), the practice of state authorities, regulatory agencies and collective societies, as well as monitoring of the process of privatization and digitalization, as the most important for media scene.

Monitoring is conducted by Law Office „Živković-Samardžić“, reliable, long-term ANEM partner, which, by its reputation and media-related expert knowledge of its lawyers, guarantees that the undertaken task will be performed according to the highest professional standards. Along with them, ANEM coordinator, as a lawyer and a long-term Law Office associate, will be engaged on monitoring, reports and all other planned activities.

The process of monitoring implies gathering and analysis of the data, collected by: following the media reports on daily basis; monitoring the work of public authorities, regulatory agencies and other relevant organizations; careful monitoring of implementation and practical outcomes of certain laws on every-day work of the media outlets; monitoring of processes important to media sector; participation at public debates and round tables; checking the documents on web sites of all relevant authorities; regular contact with ANEM Secretariat and its member stations etc.

Results of monitoring will point out good and bad sides of the existing media legislation and its implications, as well as the other relevant issues, important for the further development of Serbian media sector. The results will also serve as a starting point for further advocacy activities of ANEM and other interested organizations, aiming toward creation of an adequate environment for continuance of development and improvement of position of the media.

In the observed period, in May and June 2009, all planned monitoring activities are conducted, and the results are presented in the following report.