

Abstract

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**Problems With Project Based Model
Of State Co-Financing Media
Content Production In Serbia**

This paper deals with analysis of the problems with project based co-financing of the public interest content in the media, an instrument of media pluralism in Serbia that has been introduced in August 2014 with the adoption of the Law on Public Information and Media. Using secondary analysis and interpretation, two monitoring reports are brought together in the paper. The first one, prepared by the Coalition of Journalists and Media Organisations for the period April 2015 - April 2016, focuses on the processual aspects of project co-financing, such as the amount of funds, selection and composition of the members of commissions for distribution of funds, irregularities in the process. The second monitoring is done by the Balkan Investigative Reporting Network with the Transparency Serbia and Independent Journalists' Association of Serbia in 2014 and 2015. It presents with the analysis of the content produced with the co-financing from the state, provincial and local budgets. The results of the reports are placed in the theoretical framework of comparative media systems and in the context of European media pluralism and diversity policies. The paper discusses future paths for development of project based state subsidies for media content production in Serbia.