

SERBIA

MARKET PROFILE

EMEE Music Market Study
2025

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1. General Context

1.1. Society, economy and communication

1.1.1. Society

Serbia is situated in South East Europe in the Balkan region. It borders Hungary to the North; Romania and Bulgaria to the East; North Macedonia to the South; and Montenegro, Bosnia and Croatia to the West. Serbia has a population of around 6,6 mln according to the Government Statistics Officer, although other sources, like the World Population Review put that number at 8,7 mln. The most populous cities include the capital, Belgrade, as well as cities like Novi Sad, Niš and Kragujevac.

CITY	POPULATION
Belgrade	1 683 229
Novi Sad	370 623
Niš	249 072
Kragujevac	170 811

Table 1: Population of major cities in Serbia Based on the latest available data from 2024. Sources: [Statistical office of the republic of Serbia](#)

The official language in Serbia is Serbian, though several other languages are also commonly spoken, including Croatian, Macedonian, Bosnian, Romani, and Slovenian. English is widely recommended for communication with local professionals, especially in business and academic settings. The currency is the Serbian Dinar (RSD), with an exchange rate of approximately 1 RSD to 0.0085 EUR. When it comes to living expenses, the average gross salary is €1162 (net €842) and the estimated monthly costs for a single person is €642 excluding rent ([europa.eu](#), [numbeo](#)).

AGE	PERCENTAGE OF POPULATION
0-14 years	14.3%
15-24 years	11.1%
25-54 years	42.6%
55-64 years	14.1%
65 years and over	17.9%

Table 2: The age distribution of the Serbian population

1.1.1. Economy

GDP (nominal)	Approximately \$92 billion with a per capita GDP of \$12,280
GDP per capita	2025: Approx. \$14 000.
YOY Growth	The Serbian economy saw an annual growth of 3,9% in 2024
Average Gross Monthly Wage	As of March 2025, the average gross salary in Serbia was approximately €1 1270, and the net salary was around €8920
Minimum Wage	The minimum wage for 2025 was set at around €457 per month
VAT Rate	Serbia's VAT rate is 20% for most goods and services

Table 3: The Serbian economy

For more detailed information, you can consult the [IMF report](#) and Serbia's official [statistical office](#).

1.1.1. Digital & communication

As of 2024, there were about **8,89 mln mobile connections**, which amounts to 124,9% of the population. This high number reflects the fact that many people use multiple SIM cards for personal and work purposes. Serbia has around **6,4 mln internet users**, with internet penetration at approximately 90%. About 85,4% of individuals aged 16-74 use the internet regularly, reflecting a substantial digital reach across Serbian households ([DataReportal, 2024](#); [Stat.gov.rs](#)). There are around **5 mln active social media users**, making up 70,3% of the population. The most popular platforms include Facebook, Instagram, YouTube, and TikTok.

These figures indicate a strong digital presence, with social media and mobile internet playing significant roles in daily life ([BYYD](#); [Datareportal, 2024](#)).

1.2. Geography and Getting Around

Serbia’s main music hubs are concentrated in its largest cities - Belgrade, Novi Sad, Niš and Kragujevac. As the country’s capital and largest city, **Belgrade** is the main centre for music, cultural events, and festivals. It is home to numerous venues and institutions. The second largest city, **Novi Sad** is known for its vibrant cultural scene, and the famous EXIT Festival, as well as other cultural events. **Niš** is a major city in southern Serbia with a growing music scene and several local festivals. **Kragujevac** is also worth mentioning due to its cultural contributions and local music events.

Distance and Travel Times Between Main Cities

- **Belgrade to Novi Sad:** 80 km and ~36min to 1,15 hours by train or car. Train tickets cost around ~300-500 RSD.
- **Belgrade to Niš:** 240 km and ~2.5 to 3 hours by train or car. Train tickets ~700-1,000 RSD, car travel cost depends on fuel.
- **Belgrade to Kragujevac:** 140 km and ~2 hours by train or car. Train tickets ~400-600 RSD, car travel cost depends on fuel.

Modes of Transport

There are multiple modes of transportation for getting around in Serbia, including:

- Train: Managed by [Serbian Railways](#), offering extensive intercity connections.
- Bus: Several operators provide intercity services, with various comfort levels. [Bus station](#)
- Car: Renting or driving is flexible and popular for intercity travel.
- Domestic Flights: Limited options for quicker travel over longer distances. [Air Serbia](#)

Climate and Seasonal Considerations

Serbia has a continental climate with hot summers and cold winters. Snow and cold can affect travel conditions, especially in rural areas and during winter. Most major outdoor events, including music festivals like EXIT, are held in summer (from June to August) when the weather is milder. Indoor events and festivals occur in winter, although harsh weather can impact travel.

1.3. Artist status, copyright, tax and Legal

1.3.1. Artist status & business identity management

Musicians and other creative professionals in Serbia often operate as freelancers or form legal entities such as sole proprietorships (*preduzetnici*) or limited liability companies (DOO).

Many musicians in Serbia choose to register as freelancers, allowing them to bill for services while managing their taxes and social contributions. Serbian law allows artists flexibility in setting up their businesses, including options to work under a more formal business structure depending on their needs (e.g., collaborating with larger businesses or organising tours).

Serbian freelancers are subject to income tax based on their earnings, with a tax rate ranging from 10% to 15% depending on the nature of their income. There are tax incentives available, including deductions for work-related expenses. In recent years, the government has introduced reforms that streamline tax declarations for freelancers, simplifying their tax obligations ([ZIS](#)).

1.3.2. Copyright and related rights

Serbia's copyright framework is well-aligned with EU standards, which makes it easier for artists to operate in both domestic and international markets. Serbian copyright law grants creators moral and economic rights over their works. Artists retain the right to control how their music is used, distributed, and licensed, with protection extending over their lifetime and continuing for 70 years after their death.

Collective Management Organisations (CMOs) play a crucial role in managing licensing for the use of music in public spaces, broadcasting, and online. SOKOJ is the leading CMO for musical works in Serbia, managing royalties and licensing for authors. Music creators can register with CMOs to ensure they receive compensation when their works are performed, broadcast, or streamed ([ZIS](#)).

In addition to copyright, performers (musicians, singers) and producers of sound recordings have related rights. This ensures that performers also receive royalties for the use of their performances in radio, TV, and digital platforms.

Copyright Law and Collective Licensing organisations in Serbia

- [SOKOJ](#) The organisation for collective management of music authors' rights.
- [PI](#) The organisation for performers' rights.
- [OFPS](#) The organisation for phonogram producers' rights.

Which licences are granted collectively by the CMOs vs negotiated individually

USAGE	AUTHOR'S RIGHTS	NEIGHBOURING RIGHTS
Public performance	collectively	collectively
Broadcasting in radio and TV	collectively	collectively
Reproduction and distribution (physical)	collectively	Individually
Background music	collectively	collectively
Making available online	collectively	Individually
Licensing to film production	Individually	Individually
Licensing to TV production	Individually	Individually
Licensing to advertisements	Individually	Individually
Licensing to video games production	Individually	Individually

Which licences are granted collectively by the CMOs vs negotiated individually

USAGE	AUTHOR'S RIGHTS	NEIGHBOURING RIGHTS
Private events	collectively	collectively

Table 4: Collective and individual licensing of author's rights and neighbouring rights in Serbia.

1.3.3. Visa and mobility info

Visa and Mobility Information for Musicians Entering Serbia

Short-Term Stays (Up to 90 Days): Citizens from many countries can enter Serbia without a visa for stays up to 90 days within a 180-day period. Additionally, individuals holding valid Schengen, UK, or U.S. visas, or residence permits from Schengen area countries, the EU, or the U.S., can enter Serbia visa-free under the same conditions ([Министарство спољних послова](#)).

Long-Term Stays (Over 90 Days): For stays exceeding 90 days, a long-stay visa (Visa D) is required. This visa is typically issued for purposes such as employment, study, or family reunification. Musicians intending to work or perform in Serbia for an extended period should apply for this visa ([VisaGuide World](#)).

While Serbia is not a member of the European Union, it has agreements that facilitate mobility for certain professionals, including artists. However, specific provisions can vary, and it's advisable to consult with Serbian diplomatic missions or consulates in your home country for detailed information. Serbia offers a "Single Permit" system that combines both residence and work permits into one document. This permit is applicable to foreign nationals intending to reside and work in Serbia. Musicians planning to stay and perform in Serbia for longer durations should consider applying for this permit ([Generis Global Legal Services](#)).

Serbia recognises the importance of cultural exchange and has provisions to facilitate the mobility of artists. Temporary residence permits can be granted for artistic activities, but the requirements and application processes may vary. It's recommended to contact the Serbian Ministry of Culture or local cultural institutions for guidance.

Musicians seeking to tour in Serbia should check the visa requirement in advance and apply for any necessary permits. If they are bringing instruments or equipment, they'll need to secure an ATA Carnet to facilitate hassle-free customs procedures (more on this in the next section). Additionally, musicians and artists can reach out to Serbian diplomatic missions, the Ministry of Culture, or the Chamber of Commerce for specific guidance.

1.3.4. Additional Considerations

Artists and musicians carrying musical instruments and equipment will need to apply for an ATA Carnet. The ATA Carnet (Admission Temporaire/Temporary Admission) is an international customs document allowing the temporary import and export of goods without paying duties or taxes. It is

often referred to as a "passport for goods" and is particularly useful for musicians, artists, and businesses travelling with equipment. The Serbian Chamber of Commerce and Industry is the issuing authority for ATA Carnets in Serbia ([Privredna komora Srbije](#)).

The ATA Carnet can be used for musical instruments (e.g., guitars, violins, drum kits), sound and stage equipment (e.g., microphones, amplifiers, mixers), as well as props or costumes related to performances. All items brought into Serbia with the ATA Carnet must leave the country in their original condition. Failure to comply may result in penalties or duties ([Customs, International chamber of music](#)).

Artists and musicians will need to obtain an ATA Carnet from their home country's issuing authority before departure and ensure all items are listed in detail (with serial numbers or identifying marks) on the carnet. They'll then need to present the ATA Carnet at customs when entering and exiting Serbia. Customs officials will stamp and validate the carnet, checking listed items. An ATA Carnet is valid for one year and can be used for multiple trips within that period. Each country has specific rules for the temporary admission period; for Serbia, ensure equipment does not exceed the permissible duration ([Customs, International chamber of music](#)).

Artists can also benefit from partnerships with Performing Rights Organisations (PROs), which help manage the collection of performance royalties both domestically and internationally. Serbian musicians who join international PROs (e.g., GEMA, PRS) gain more opportunities for global exposure. This comprehensive legal framework ensures that Serbian musicians have access to protections, both within their home country and when operating abroad, while collective management and visa programs support their creative work and mobility.

1.4. Music Policy

Law on Culture

- The primary law regulating cultural fields in Serbia, including support for the music industry can be found at [kultura.gov.rs](#).
- Law on Copyright and Related Rights: A key law for protecting the rights of music authors, performers, and producers can be found at [zis.gov.rs](#).
- Regulation on Collective Management of Copyright and Related Rights. A regulation concerning the operation of organisations like [SOKOJ](#) and [OFPS](#).

These laws and documents form the foundation for policymaking and regulations in the music and creative industries in Serbia.

1.4.1. Organisations involved in music policy making

In Serbia, music policy-making and the creation of laws related to the music industry involve various institutions and organisations. Below is a list of some of the main institutions .

Government Institutions

Ministry of Culture of the Republic of Serbia Responsible for cultural policy, including support for music arts, festivals, and the preservation of musical heritage.

Ministry of Economy of the Republic of Serbia Responsible for the Copyright and Related Rights Act. This area directly impacts the rights of music authors, performers, and producers.

Ministry of Information and Telecommunications of the Republic of Serbia Oversees the Media Law and regulates public media services (RTS, RTV). This is crucial for broadcasting domestic music content and enforcing quotas.

Ministry of Finance of the Republic of Serbia Makes decisions regarding tax incentives and subsidies for the music industry, including support for the export of music content.

Intellectual Property Office of the Republic of Serbia Handles the protection of copyright and intellectual property rights in the music industry.

1.4.2. Main funding programmes for music

There are several funding programmes for music in Serbian including the following.

Ministry of Culture of the Republic of Serbia Provides funding for cultural and artistic projects, including music production, festivals, and educational programs, through annual competitions.

SOKOJ Cultural Fund The Organisation of Music Authors of Serbia offers financial support for the production and performance of works by domestic authors.

OFPS (Organisation of Phonogram Producers of Serbia) Provides financial support and scholarships for the development of music projects in collaboration with phonogram producers.

Organisation for Collective Administration of Performers' Rights Manages a fund that supports cultural and artistic projects, education and training programs, social support for performers and advocacy campaigns to promote performers' rights.

Additionally, Serbia is part of the **Creative Europe Programme**, a European programme in Serbia that funds cultural projects, including music production and collaboration between European countries.

These programs offer various opportunities to fund music projects and initiatives in Serbia, from local to international levels. If you have additional questions or need further details, feel free to reach out to them.

2. Music Consumption

2.1. Music Discovery and Engagement

In Serbia, music discovery and engagement are influenced by a mix of traditional and digital channels. According to a 2025 study by the International Federation of the Phonographic Industry (IFPI), Serbians engage with music primarily through streaming platforms and social media, as does the rest of the world. Music discovery often happens via recommendations on streaming services, social media platforms, and radio ([IFPI, 2025](#)).

When it comes to music streaming and consumption, Serbia remains a highly YouTube-centric market. YouTube continues to be the dominant platform for both everyday listening and music discovery.

According to the new research done for 2025 given to us by [Pioniri](#) and their partners [Smart Plus Research](#), YouTube leads with around 84.9% of the market share in Serbia, followed by Spotify with a significant presence of 21.4%. Local platforms like Deezer Serbia have around 13.5% of the market, while traditional radio remains relevant at 33.2%. Other platforms such as Apple Music, TIDAL, and Amazon Music hold a much smaller share of the market and remain relatively niche compared to the leading services.

Beyond paid subscriptions, research done by Pioniri shows that people consume music mostly on YouTube in Serbia, followed by radio.

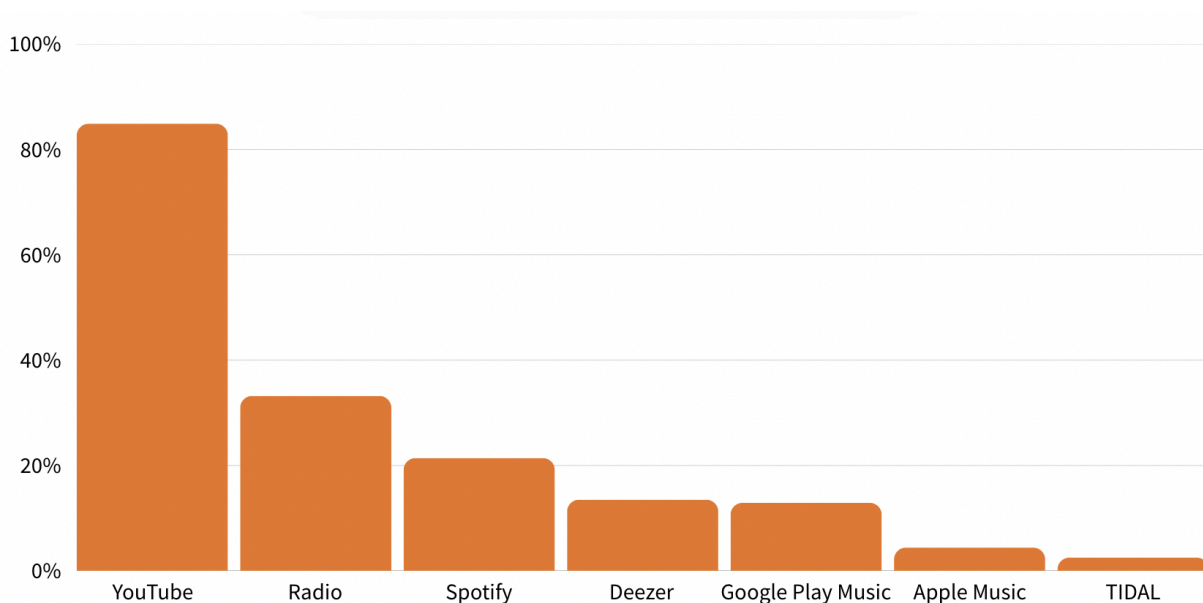


Figure 1: How people in Serbia consume music. Source: [Pioniri](#) (2025).

2.2. Participation in Live Events

Major festivals and concerts usually have ticket prices between 2000 and 5000 RSD. Smaller club events often cost between 500 and 1500 RSD. [Tickets](#), [Gigstix](#) and [Efinity](#) offer ticket purchasing options and prices. Online sales dominate, with platforms like Efinity, Eventim and Gigstix providing a large portion of ticket sales. Physical box offices and on-site purchases also contribute.

2.3. Listening to Recorded Music

In Serbia, music listening habits differ by age group. Younger audiences (under 30) primarily use streaming platforms like Spotify and YouTube—over half of Spotify users in Serbia are aged 18–24 ([Start.io](#)). Middle-aged listeners (30–50) mix streaming with traditional media like radio and TV. Older audiences (50+) rely mostly on radio, with 3,6 million radio listeners in the country ([MOM Serbia](#)). Spotify is the top music app in Serbia, followed by YouTube Music and Deezer and local radio apps ([SimilarWeb](#)).

Spotify holds a major share of the market, with growth reported in the region. YouTube is also a major player in the music industry, especially for music videos and user-generated content. Local Platforms like Deezer Serbia and others have a smaller but notable presence in the market.

Video content, especially on platforms like YouTube and TikTok, is essential for music promotion. Music Business Worldwide discusses how video has become a key tool for artists and labels.

3. Music Ecosystem

3.1. Music Economy

According to research by the Faculty of Economics in Belgrade titled [Analysis of economic effects of the music industry on the economy of Serbia \(2024\)](#) the growth in employment numbers, revenue, GDP share, and taxes paid indicates positive dynamics and strengthening of this sector of the creative industries in Serbia.

The music industry in Serbia in 2024 employs nearly 20 000 people across 29 different activities. In the past year alone, the music industry generated revenue of 168 million euros, representing an 89% increase compared to five years ago.

The research commissioned by the national platform [Serbia Creates](#), shows that over the past five years, the sector's gross value added (GVA) share in the total economy has increased by 202% in the entire economy (from 0,05% to 0,11%), with a 38% increase in GVA compared to the previous year. The amount paid in taxes and contributions increased by 84% from 2018, totalling over 6,5 million euros. Regarding employment (with 19 561 full-time employees), there has been a notable 33% increase compared to 2022, while the number of economic entities stands at 5838, with entrepreneurs making up 84%. It is also noteworthy that individuals aged 30 to 49 constitute more than half of the sector (55%), and the number of men (49%) and women (51%) is quite balanced.

3.2. Industry Events and Conferences

There are several professional music industry events taking place in Serbia that offer platforms for local and international music professionals to engage, showcase their work, and explore new opportunities.

[Runda Digital Day](#) is a significant industry event focusing on the music and creative sectors in the Balkans that takes place in different cities in the Balkans. The conference aims to bring together music professionals, artists, and industry leaders from across the region to discuss trends, network, and explore new opportunities in the music business. The Runda Digital Day Conference features a range of activities including panels, workshops, and networking sessions. It addresses various topics relevant to the music industry, such as music production, distribution, and promotion. The conference also highlights regional music trends and fosters collaboration among Balkan artists and industry professionals.

[Kontakt Music Conference](#) is an important industry event in Belgrade, focusing on the music business and creative industries. It brings together music professionals, artists, and industry stakeholders to discuss trends, share knowledge, and explore new opportunities in the music sector. The Kontakt Music Conference offers a platform for discussions on various aspects of

the music industry, including music production, marketing, management, and live performance. It features panels, workshops, and networking opportunities designed to foster professional development and collaboration among attendees. Every year there is an open call to all musicians, they can apply through the website.

Changeover festival is an annual music event taking place across multiple venues in Belgrade and Novi Sad. The festival showcases experimental and genre-crossing performances from artists worldwide. This conference brings together more than 30 music industry professionals, including managers, booking agents, and promoters, providing networking and learning opportunities. The event aims to highlight ambitious and visionary musicians while fostering an innovative music culture in Serbia. The festival offers the opportunity to apply if a musician wants to participate, meaning there is an open call to all, for more information, one can apply through the website.

3.3. Industry Trade and Development Associations, Unions

In the Serbian music industry, various trade associations, unions, and development organisations play vital roles in representing interests, advocating for policies, and supporting the growth of the sector. These organisations provide platforms for networking, professional development, and industry advancement. Here's an overview of the main associations and unions in Serbia's music industry, including their status, level of activity, and relevance.

The Association of Music Artists of Serbia (UMUS) is a professional organisation dedicated to representing and supporting the interests of music artists in Serbia. It aims to promote the professional and artistic development of its members while advocating for their rights and interests. Some of its key functions and activities include advocacy and representation (rights protection and lobbying); professional development (organising training programmes, workshops and networking opportunities); hosting music competitions and awards shows; endorsing certain festivals, concerts and events; and offering legal and financial advice to musicians.

Udruženje Kompozitora Srbije (Association of Composers of Serbia) is dedicated to representing the interests of composers and promoting the creation and performance of new music. It serves as a professional organisation for composers, offering support and advocacy in various aspects of their careers. Some of the organisation's key functions and activities include: protecting the rights of composers; lobbying and influencing policy; providing professional development opportunities through workshops, seminars, lectures and networking opportunities; hosting and/or supporting festivals, competitions, and other events; supporting and commissioning performances of new works by Serbian composers;

offering legal and financial advice; providing resources for the production and creation of new music; and collaborating with similar international organisations for cross-cultural opportunities.

Serbia Creates is a national platform designed to promote Serbian culture and creative industries, including music, arts, design, and other creative sectors. It aims to enhance Serbia's visibility and reputation on the global stage by supporting and showcasing the country's creative talent and industry advancements. Some of the organisation's key functions and activities include: promoting Serbian culture and creative achievements both culturally and domestically by organising events, performances and exhibitions; supporting creative industries through various initiatives, grants and development programmes; facilitating networking opportunities and collaborations between Serbian artists, industry professionals and international partners; and offering educational and professional development programmes (events, workshops and seminars).

Association of Jazz, Pop, and Rock Music of Serbia (*Udruženje Džez, Pop i Rok Muzike Srbije*) is an organisation dedicated to representing and supporting the jazz, pop, and rock music genres in Serbia. It aims to enhance the development and recognition of these music genres by providing a platform for artists, musicians, and industry professionals. Some of their key activities include: organising various concerts, festivals and other events; offering professional support to their members; facilitating networking opportunities; and representing the interests of jazz, pop and rock musicians and advocating for their needs.

3.4. Collective Management Organisations

The average profile of organisations for collective rights management in the music industry, based on the analysis of primary data, shows that organisations such as SokoJ have about 12000 members, whereas OFPS has 98. In 90% of cases, they generate income from rights in Serbia, with only 10% coming from abroad. On average, 60% of this income is distributed to the rights holders. These organisations usually have around 60 full-time employees and rarely engage workers for temporary or occasional jobs ([Serbia Creates](#), 2024).

SOKOJ (**Society of Composers and Authors of Music**) is the primary CMO in Serbia responsible for managing the rights of composers, authors, and music publishers. They collect royalties from sources like radio, TV, public performance and digital platforms and distribute royalties to the rights holders for the public performance, broadcasting, mechanical reproduction and online use of musical works. SOKOJ represents over 12 000 domestic authors and has over 100 reciprocal representation agreements with foreign collective management organisations, bringing its repertoire to more than 5 million authors and ensuring timely exchange of royalties, both for local use of international authors' works and use of its direct members' works abroad. SOKOJ is also a full member of CISAC – International

Confederation of Societies of Authors and Composers, and BIEM – International Bureau of Societies Administering the Rights of Mechanical Recording and Reproduction, two key umbrella organisations dedicated to promoting authors' interests, improving technical standards and increasing efficiency.

International authors do not need to register with SOKOJ if they are already registered with the CMO in their home country. Due to reciprocal agreements between CMOs worldwide, SOKOJ collects and distributes royalties for foreign authors through their local societies, ensuring they receive payments without direct registration in Serbia.

OFPS (Organisation for Collective Rights of Phonogram Producers) manages the rights of phonogram producers and is responsible for collecting and distributing royalties related to the use of sound recordings on the radio, TV, and digital platforms.

PI – Organisation for Collective Administration of Performers' Rights is a Serbian collective management organisation dedicated to protecting the rights of performers, such as musicians, actors, and dancers. It manages the collection and distribution of royalties for public performances, broadcasting, and other uses of recorded performances. PI represents the interests of performers by ensuring they are compensated for the use of their works and distributes royalties for public performance, broadcasting, mechanical reproduction and digital uses of works.

OFA – Organisation of Authors of Photographs is the collective rights management organisation in Serbia that specifically focuses on photographers and visual artists. It helps protect the copyright of photographs, ensuring that photographers receive compensation for the use of their works across various media platforms such as publications, exhibitions, and online usage.

OORP – Organisation for the Management of Reprographic Rights represents authors of written works in Serbia, managing the rights related to their reproduction, such as photocopying and digital reproduction. It ensures that authors receive compensation when their works are copied for non-commercial use, including educational materials, public institutions, and other forms of reproduction.

UFUS AFA Protection – Serbian Film Authors and Producers Protection is the collective management organisation for film authors and producers in Serbia. It works to safeguard the rights of filmmakers, directors, screenwriters, and producers by collecting royalties for public performances, screenings, and other uses of films.

3.5. Other Music Organisations

Kolarac Foundation is a significant cultural institution in Serbia that plays a key role in supporting and promoting the arts, including music. The Kolarac Foundation is dedicated to fostering cultural and artistic development in Serbia. It supports various artistic activities, including music, visual arts, theatre, and literature. The foundation aims to enhance cultural life and provide opportunities for emerging and established artists. Kolarac organises, hosts and/or supports a variety of cultural events and performances including festivals, exhibitions and other cultural activities. They also provide financial support, resources and grants for cultural projects and initiatives.

Zadužbina Milan Mladenović is an organisation established to honour the legacy of Milan Mladenović, a prominent Serbian musician, singer, and songwriter, known for his influential work in the rock and alternative music scenes. The foundation supports various musical and cultural initiatives that reflect the late musician's artistic vision. It aims to promote music education, support young musicians, and organise events that celebrate Mladenović's contribution to music.

Runda - Regional Association of Independent Discographers Balkans is an organisation that represents independent music labels and discographers across the Balkan region. Runda aims to support independent music producers and labels in the Balkans by fostering collaboration, promoting regional music, and advocating for the interests of its members. The association works to enhance the visibility of independent music and create opportunities for its members in the regional and international markets. They organise events, workshops and conferences and represent the interests of independent labels in policy making.

The Music Information Centre of Serbia (MICS) serves as a hub for information and resources in Serbia's music sector. It is a non-profit organisation dedicated to supporting Serbian music and the music industry. It focuses on genres such as traditional music, world music, jazz, classical, contemporary, experimental, and electronic. Its mission includes advocating for the industry, promoting Serbian music globally, and supporting the intangible cultural heritage of the country. Some of the organisation's key activities include: organising concerts, festivals, workshops and conferences; offering professional support to their members; facilitating networking opportunities; and advocating for the needs of Serbian musicians and industry professionals.

4. Live Music Sector

4.1. Live Music Industry in Figures

According to [Serbia Creates' annual research](#), the average music festival organiser in Serbia holds between 1 to 2 music festivals per year. The format of these festivals varies greatly in terms of size, theme, the number of sponsors, suppliers, and additional staff, making it challenging to generalise across the sector ([Serbia Creates, 2024](#)).

The number of permanent employees is directly proportional to the festival's size, which can be observed through factors such as festival duration, the number of performers, the structure of performers, and the size of the destination hosting the event. Larger festivals tend to employ more permanent staff, while smaller festivals generally rely on temporary workers.

Tourism plays a significant role in Serbia's economy, based on the country's resources and its experiential appeal as a destination. Music festivals are considered a key tourism product in national, regional, and local marketing strategies and plans.

Some music festivals have outgrown their original locations, while others are focusing on internationalisation. Data shows a consistent increase in foreign visitors at festivals from 2018 to 2023, now accounting for approximately 15-18% of festival attendees. This growth in foreign visitors contributes to an increase in foreign exchange earnings, benefiting Serbia's economy ([Serbia Creates, 2024](#)).

The estimated revenue multiplier based on the spending behaviour of festival visitors is as follows: For domestic visitors, for every 1 euro spent during their stay, an additional 0,3 euros is generated for the destination. For foreign visitors, for every 1 euro spent, an additional 0,9 euros is generated, showing a significantly higher economic impact from international guests.

4.2. Music Festivals

There are three main types of music festivals in Serbia, including **urban festivals**, which are often held in major cities, and feature contemporary music and international acts; **rural festivals**, which are often centred around traditional and folk music, are located in smaller towns or rural areas; and **genre-specific festivals**, which focus on specific musical genres, such as electronic music, rock, or jazz.

Below is a list of notable festivals in Serbia (in no particular order).

Exit Festival *Novi Sad*

One of Europe's largest music festivals, known for its diverse lineup and historic Petrovaradin Fortress setting.

When: July

Primary Genres: Rock, pop, electronic, hip-hop, punk, reggae

Capacity: Approximately 50 000 attendees daily

Notable International Acts: The Cure, The Prodigy, Calvin Harris, Wu-Tang Clan, David Guetta

Belgrade Beer Fest *Belgrade*

A festival combining music and beer, featuring various genres and a lively atmosphere.

When: August

Primary Genres: Rock, pop, alternative

Capacity: Approximately 500 000 attendees over the 5 day span

Notable International Acts: Rudimental, Simple Minds, CeeLo Green

Guca Trumpet Festival *Guča*

Celebrates Serbian brass band music and traditional folk music, attracting large crowds and featuring vibrant performances.

When: August

Primary Genres: Brass band, folk

Capacity: Approximately 100 000 attendees

Notable International Acts: Although mainly local, international artists occasionally perform alongside Serbian brass bands.

Belgrade Jazz Festival *Belgrade*

One of the oldest jazz festivals in the region, aiming at presenting key authors of contemporary jazz from all of the world

When: October

Primary Genres: Jazz

Capacity: Approximately 5000 attendees

Notable International Acts: Miles Davis, Duke Ellington, Dizzie Gillespie, Wayne Shorter, Pat Metheny

LoveFest *Vrnjačka Banja*

Lovefest is an electronic music festival renowned for its impressive line-up of international DJs and vibrant atmosphere. It is held in the picturesque spa town of Vrnjačka Banja, providing a unique combination of music and a scenic environment.

When: August

Primary Genres: Electronic music, house, techno

Capacity: Approximately 25 000 attendees daily

Notable International Acts: Solomun, Charlotte de Witte, Black Coffee, Amelie Lens.

Belgrade Music Week is a 3 day festival held in Belgrade at Ušće that spotlights the biggest names in regional pop, trap, hip-hop.

When: June

Primary Genres: Pop, trap, hip-hop soul

Capacity: Approximately 20 000 attendees daily

Notable International Acts: Coby, Relja, Nikolija, Sara Jo

Arsenal Fest *Kragujevac*

Arsenal Fest is a prominent rock and alternative music festival held in Kragujevac. It is celebrated for its high-energy performances and its ability to showcase both local and international rock acts. The festival also includes a variety of other cultural and entertainment activities, making it a comprehensive cultural experience.

When: June

Primary Genres: Rock, alternative, punk, metal

Capacity: Approximately 15 000 attendees daily

Notable International Acts: Massive Attack, Faithless, Michael Kiwanuka

Kaleidoskop Festival *Novi Sad*

Kaleidoskop Festival is a multi-genre cultural event that features a variety of performances, including music, dance, and theatrical productions. The festival aims to promote cultural diversity and creativity, offering a platform for both local and international artists.

When: August

Primary Genres: Music (various genres), dance, theatre, visual arts

Capacity: Approximately 10 000 attendees

Notable International Acts: Andrew Melchior, La Femme..

Nisville Jazz Festival *Niš*

One of the largest jazz festivals in the region, attracting renowned international jazz musicians and offering a diverse range of jazz styles.

When: August

Primary Genres: Jazz

Capacity: Approximately 100 000 attendees in total during the festival

Notable International Acts: Solomon Burke, Candy Dulfer, Tom Harrell, Richard Galliano, and Randy Brecker

Mountain Music Fest (MMF) is a boutique music and arts festival held annually in Divčibare, Serbia. Celebrated for its intimate atmosphere and natural setting.

When: August

Primary Genres: Jazz, soul, funk, disco, hip-hop, R&B, house

Capacity: Approximately 10 000 attendees during the festival

Notable International Acts: Letu Štuke, Dubioza Kolektiv, Kanda Kodža i Nebojša..

Gradicfest *Novi Sad*

Gradicfest is a popular festival held in Novi Sad, featuring a mix of music genres and an engaging cultural program. It provides a platform for both local and international artists, creating a lively and inclusive environment for festival-goers.

When: June

Primary Genres: Rock, pop, alternative, electronic

Capacity: Approximately 10 000 attendees

Notable International Acts: Dejanije, Underdog, s-alt (Tuzla), and Grozni Gadovi

4.3. Music Venues and Clubs

Serbia has a diverse live music scene, with venues ranging from underground clubs to large arenas hosting international stars. Belgrade, Novi Sad, Niš, and Kragujevac are the main cultural hubs, each offering unique spots for concerts, club nights, and festivals. From legendary rock and jazz clubs to cutting-edge electronic music venues, Serbia's nightlife thrives year-round, attracting both local and

global artists. Below are some of the main venues in the largest Serbian cities (ordered by capacity, from largest to smallest).

Belgrade

Arena

Arena is one of Belgrade's largest indoor venues, used for major concerts, sports events, and exhibitions.

Capacity: 18 000

Genres: all, big mainstream acts

Notable international acts: Beyonce, Guns n' Roses, Pussycat Dolls, Rihanna, 50 Cent.

Sava Centar

A major venue for large-scale concerts, conventions, and other significant events in Belgrade.

Capacity: up to 4050

Genres: Classical, rock, pop, jazz, orchestral performances, and large-scale events.

Notable Acts: Bryan Ferry, Ludovico Einaudi, Goran Bregović, Tommy Emmanuel, André Rieu, Miles Davis

Dom Omladine

Dom Omladine is a major cultural center, established by City Hall of Belgrade in 1964, known for a wide range of genres from rock, punk, metal to hip hop, blues and jazz music. It's a very popular spot for both local and international acts, with 3 venues (2 standing, 1 seated).

Capacity: up to 1000

Genres: Rock, alternative, americana, jazz, blues, hip hop.

Notable Acts: Laibach, Nouvelle Vague, Orthodox Celts, Kultur Shock, Darko Rundek, Oliver Tree, Giant Sand.

Ložionica

A unique cultural and event space in a historic industrial setting, featuring 4,800 m² of a multifunctional center, 10 indoor spaces, and 10,000 m² for outdoor events.

Capacity: 200 - 12,000

KC Grad

A versatile cultural venue for indie and alternative music, as well as other artistic events.

Capacity: 400

Genres: Indie, alternative, electronic, experimental.

Notable Acts: Black Doldrums, Egg Idiot, Repetitor, Mac Demarco, Bojana Vunturišević.

Dragstor

Dragstor is known for rock and electronic music, featuring energetic performances in a lively setting.

Capacity: 1800

Genres: Rock, electronic, techno, house.

Notable Acts: Rodhad, Marko Nastić, Tijana T, Runy, Kristijan Molnar.

Hangar-Luka Beograd

An industrial riverside warehouse turned vibrant music venue, known for underground electronic and alternative music events.

Capacity: 1000+

Genres: Electronic, techno, house, experimental, hip hop.

Notable Acts: Nick Murphy, Fontaines D.C., Rosin Murphy

Dorćol Platz

An energetic venue featuring a mix of music genres and local events.

Capacity: 600

Genres: Rock, electronic, alternative, local acts.

Notable Acts: 1000mods, Slip-not (Slipknot tribute), Jarboli, KoiKoi, Korn Again, E-play, Eva Braun.

Karmakoma

Karmakoma offers a relaxed environment for alternative and electronic music, attracting both local and international acts.

Capacity: 200

Genres: Alternative, electronic, techno, indie.

Notable Acts: Nikola Vranjković, VHS Dream, Tijana T, KOIKOI

Kvaka 22

A creative venue for indie and alternative music, also featuring art exhibitions and cultural events.

Capacity: 200

Genres: Indie, alternative, experimental, art exhibitions.

Notable Acts: Rodhad, Stuttgart Online, KoiKoi, KOIKOI, Vizelj, Autopark, Ti, Turisti, Crvi.

Zappa Baza

Zappa Baza is known for its punk and alternative music scene, providing an intimate setting with a strong local following.

Capacity: 600

Genres: Punk, alternative, metal, hard rock.

Notable Acts: Combichrist, Suicidal Angels, Sajsi MC, Z++, Orthodox Celts, Mortal Kombat, Pero Defformero, Atomsko Sklonište.

Bitef Art Café

A café and cultural space known for jazz and experimental music, as well as art exhibitions.

Capacity: 450-500

Genres: Jazz, experimental, acoustic, alternative.

Notable Acts: Vasil Hadžimanov Band, Angie Stone, Brand New Heavies, Selah Sue, Bajaga, Matija Cvek, Ida Prester, Massimo Savić.

Tašmajdan Stadium

An iconic outdoor venue used for large concerts and cultural events, often featuring international and regional artists.

Capacity: 6000

Genres: Pop, Classical, Rock

Notable Acts: Senidah, Beogradski Sindikat, Deep Purple, Manu Chao

Ušće

A massive open-air space by the confluence of the Sava and Danube rivers, hosting music festivals and large-scale concerts, including Music Week Festival and Beer fest.

Notable Acts: Madonna, Jessie J, Ed Sheeran, Guns N' Roses

Mts Dvorana (formerly Kombank Dvorana)

A multifunctional indoor venue for concerts, film premieres, and cultural events, with excellent acoustics and seating.

Capacity: 1380

Notable Acts: Matteo Bocelli, Goca Tržan, Tijana Bogićević, Aleksandra Kovač, Splean

Novi Sad

SPENS

A large multi-purpose arena used for major concerts, sports events, and exhibitions. It's a central venue for significant performances in Novi Sad.

Capacity: 7000 big hall / 1000 small hall

Genres: Pop, rock, metal, electronic, large-scale concerts.

Notable Acts: Nick Cave & The Bad Seeds, Sting, The Cure, Arctic Monkeys, Dubioza Kolektiv, Bajaga i Instruktori, Van Gogh.

Kulturni Centar Novi Sad

A cultural centre hosting a variety of events, including classical music, theatre, and contemporary performances.

Capacity: 500

Genres: Classical, contemporary, alternative, experimental.

Notable Acts: Rade Šerbedžija i Zapadni Kolodvor, Bojan Zulfikarpašić, Vasil Hadžimanov, Miroslav Tadić.

SKCNS Fabrika

A hub for alternative music, cultural programs, and artistic events, known for its industrial vibe and dynamic programming.

Genres: Rock, alternative, indie, electronic.

Notable Acts: Obojeni Program, Kanda Kodža i Nebojša, Artan Lili.

SK 13

Known for its alternative and underground music scene, SK 13 is popular for its intimate atmosphere and diverse lineup.

Capacity: 300

Genres: Alternative, underground, indie, electronic.

Notable Acts: Crvi, Straight Mickey and the Boyz, Šajzerbiterlemon, Monohrom.

Club Tunnel

Located in Novi Sad, club Tunnel is an electronic music venue located on the Petrovaradin Fortress known for its raw vibe and top-tier techno parties.

Capacity: 200

Genres: House, techno

Gradska Koncertna Dvorana (City Concert Hall)

A premier venue for classical music concerts and cultural events, offering excellent acoustics and a refined atmosphere.

Kulturna Stanica Svilara

A cultural station housed in a beautifully restored former silk factory, hosting concerts, exhibitions, and creative workshops.

Niš

Cultural Centre Niš

A key venue for classical and contemporary music, as well as other cultural events, in Niš.

Capacity: 500

Genres: Classical, contemporary, jazz, alternative.

Notable Acts: Zoran Predin, Vasil Hadžimanov, Darko Rundek, Bojan Zulfikarpašić.

Banovina

An intimate venue that hosts a variety of local and international music performances, known for its warm atmosphere.

Capacity: 1000

Genres: Rock, jazz, pop, indie.

Notable Acts: Bajaga i Instruktori, Darko Rundek, Massimo Savić, Rade Šerbedžija.

Feedback

Kragujevac

SKC Kragujevac

A cultural centre hosting various music genres and cultural events, providing a space for both local and visiting artists.

Capacity: 500

Genres: Rock, alternative, indie, metal.

Notable Acts: Barcelona Gipsy Balkan Orchestra, BCUC, Putan Club, Avalanche Kaito, Sona Jobarteh, Yungchen Lhamo, Los Mambo Jambo

A venue offering a range of music genres from rock to electronic, popular with locals for live performances.

Capacity: 200

Genres: Rock, electronic, alternative, indie.

Notable Acts: Sony Vincent, Teleskops, Vizelj, Buč Kesidi, Mortal Kombat, Sunshine, Straight Mickey and the Boyz, Nikola Vranjković.

Niška Tvrđava (Niš Fortress)

A historic fortress that serves as a unique open-air venue for large concerts, festivals, and cultural events, blending history with modern performances.

Hala Čair

An indoor sporting arena located in Niš, Serbia. The seating capacity of the arena is 4800 for sports events and 6500 at concerts.

Dom Omladine Kragujevac

One of the oldest cultural institutions in the city of Kragujevac.

Capacity: 500

Genres: Rock, alternative, indie, metal.

Notable Acts: Ritam Nereda, Goblini, Orthodox Celts, Pero Deformero, Partibrejkers, Atheist Rap...

4.4. Promoters and Booking Agents

Promoting in Serbia is mainly managed by a mix of agencies and independent promoters specialising in various music genres. These actors handle booking, event promotion, and coordination with venues to bring both local and international artists to the Serbian market. They collaborate with international partners, particularly for larger events and festivals.

Promoters and Booking Agents In Serbia

SKYMUSIC

A leading agency in Serbia, focusing on various genres and artists from Europe and beyond.

Genres: Pop, rock, electronic

Notable acts: Lenny Kravitz, Ed Sheeran, Rammstein..

EXIT

One of the largest festivals in the region, EXIT promotes diverse international acts.

Genres: Electronic, rock, alternative

Notable acts: Arctic Monkeys, The Cure, David Guetta, Nick Cave, The Killers, Wu Tang Clan...

CEBEF

The Belgrade Festivals Centre (CEBEF) organises major cultural and music events in the city, including large festivals and international artist performances.

Genres: Various, with a focus on world music and classical crossover

Notable events: Nick Murphy, Manu Chao, Bemus, Fest, Belef

CharmMusic Serbia

Focused on promoting larger-scale international tours in Serbia.

Genres: Pop, rock, electronic

Notable acts: Iron Maiden, Fountains D.C., Five Finger Death Punch

Long Play

Promotes Serbian and regional artists, focusing on developing smaller and emerging acts.

Genres: Rock, indie

Notable acts: Kula Shaker, Morrissey, Billy Idol, Thievery Corporation, Josipa Lisac

Dom Omladine

A key promoter for local and international shows in Serbia focused on cultural and alternative events.

Genres: Indie, alternative, pop

Notable acts: Oliver Tree, Nouvelle Vague

Stars & More

An event organizer specializing in planning and executing high-quality concerts, festivals, and corporate events.

Genres: All

Notable events: John Legend, Nick Cave, Luz Casal, Yasmin Levy, Andrea Bocelli

Strange Fear

An event organizer and agency specialized in planning and executing high-quality concerts, festivals.

Genres: All

Notable events: Roisin Murphy, Editors, Therapy?, Jessie Ware, Stereo MC.

Kontra

A dynamic music label and event organiser, Kontra is involved in promoting and producing diverse music events across Serbia.

Genres: Rock, indie, electronic

Notable acts: Baby Lasagna, Buč Kesidi, Silente.

Odličan Hrčak

Known for organising niche music events and supporting indie/underground music scenes.

Genres: Indie, experimental, electronic

Notable acts: ALTIN GÜN, Kontakt conference, Jarboli

SKCNS Fabrika

A promoter for various genres, facilitating both international and local talent in Novi Sad.

Genres: Rock, alternative, electronic

4.5. Organising a Tour or Gig

In Focus: Organising a Tour or Gig in Serbia

Interview with team of [Exit Festival](#)

EXIT team advises international artists seeking to organise a tour in Serbia to partner with a reliable local promoter. This promoter should have a strong business background, handle all aspects of the contract (payments, technical and catering riders, accommodations), manage PR effectively, and ensure the concert runs smoothly. Local promoters are preferable as they are more familiar with the legal requirements and logistical needs than foreign agents.

There is no official registry of concert organisers, so finding reputable partners involves looking into the most prominent and enduring festivals or concert series that regularly feature international performers. This can be done by researching prominent music festivals and concert organisers like EXIT. Notable companies in Serbia's live music industry include [EXIT](#) and [Sky Music Corporation](#),

though they, along with promoters, face significant challenges. These include visa complexities, travel expenses, and a generally complicated system for the importation of equipment.

Artists should keep in mind that, managers and bookers typically take 15-25% of the earnings, while promoters take on the financial risk and either retain the revenue or cover the event's expenses.

Ticket Pricing and Artist Fees

Average ticket prices vary: club venues usually range from €20-30, while arenas and outdoor venues range from €50-70. Prices depend on the artist's popularity, with local popularity sometimes diverging from international fame.

Artist fees are primarily based on their ability to sell tickets. However, festivals may sometimes pay artists more than their market value due to the artist's ability to enhance the event's image, thus increasing the festival's overall market potential.

Import and Export of Artists

The challenges of booking foreign artists stem from Serbia's non-EU status. Although Serbia offers competitive pay, higher travel costs and logistical complications, especially with equipment importation, make it a more challenging market.

Local artists face challenges in expanding into the EU market, particularly visa issues and navigating the complex bureaucratic landscape.

Improvements Needed for the Live Music Sector

The sector would benefit from more robust regulations and economic incentives that help differentiate competent event organisers from those who only occasionally manage concerts. This would help raise standards and attract better-quality events.

In summary, Serbia's live music industry faces logistical, financial, and regulatory challenges but also offers significant opportunities for international collaborations, particularly through events like EXIT. Local promoters are essential, and improvements in regulations and economic incentives could help the sector grow and attract higher-quality events.

5. Recorded Music Sector

5.1. Recorded Music Industry in Figures

The recorded music industry in Serbia has experienced significant growth in recent years. A study by the Faculty of Economics in Belgrade, titled "Analysis of Economic Effects of the Music Industry on the Economy of Serbia," revealed that the sector employs nearly 20 000 full-time individuals across 29 different activities. In the past year alone, the industry generated a turnover of €168 million, marking an impressive 89% increase compared to five years ago (srbija.gov.rs).

According to IBISWorld analysis, in 2025, Serbia's core **Sound Recording & Music Publishing**¹ industry is projected to generate €11,4 mln in revenue, fueled by a healthy annual growth of 5,1% between 2020 and 2025. In stark contrast, revenue from **Recorded Media Reproduction** is expected to be just €3,6 mln, continuing its 2,1% annual decline as consumers increasingly abandon physical media for digital streaming. (img1.ibisworld.com, img1.ibisworld.com).

5.2. Main Actors in the Recorded Music Industry

Serbia's recorded music industry is driven by a mix of major labels, independent record companies, distributors, streaming platforms, and rights management organisations. While international players have some presence, the market is primarily shaped by local labels, producers, and digital platforms catering to regional music trends.

A List of Independent Labels in Serbia

PGP-RTS (Popularna Gramofonska Ploča - Radio Televizija Srbije) is one of the oldest and most established record labels in Serbia. It is a division of the Radio Television of Serbia (RTS) and has a rich history in the Serbian music industry. PGP-RTS is known for its extensive catalogue that includes a wide range of music genres, from traditional folk and pop to rock and classical music. The label has played a significant role in the development and promotion of Serbian music and has been instrumental in launching the careers of many notable artists in the region. PGP-RTS is recognised for its contributions to both historical and contemporary music in Serbia.

Notable artists: Eyot Band, Djordje Balašević...

¹ "Sound Recording & Music Publishing" (18.20) and "Recorded Media Reproduction" (59.20) are based on the NACE classification system. These codes are not ideal for music statistics, as code 18.20 also includes non-music media (video, software).

Balkaton is a Serbian record label and music production company created by rapper Rasta. The label is known for its reggae folk approach. The label represents a variety of artists who are popular in the Balkan region and often collaborate with prominent names in the genre.

Notable artists: Ana Nikolić, Rasta and Kali...

Bassivity Digital is a Serbian record label and music production company that focuses primarily on electronic music, including genres like drum and bass, dubstep, and house. It has gained recognition in the hip-hop music scene for its roster of local and regional rappers and producers. The label is known for reshaping and creating new music trends.

Notable artists: Coby, Senidah, Sara Jo, Devito, Klinac...

Generacija Z is a Serbian music label known for its focus on contemporary pop and alternative music. The label represents a range of artists who are known for their innovative and genre-blending styles. Generacija Z often features up-and-coming talents as well as established acts, contributing to the evolving landscape of Serbia and Balkan music.

Notable artists: Nucci, Breskvica and Zera...

Grand Production is a Serbian record label known for its focus on pop and rock music. The label represents a variety of artists, ranging from emerging talents to well-established names in the Serbian music scene. Grand Production is recognised for its role in promoting diverse musical styles and contributing to the evolution of contemporary Serbian music.

Notable artists: Lepa Brena, Ceca...

IDJ (International Digital Jukebox) is a Serbian record label and music distributor. It is known for its extensive catalogue that spans various genres, including pop, rock, and electronic music. IDJ has a strong presence in the Balkan music industry and often collaborates with a diverse range of artists from the region and beyond.

Notable artists: Amna, Dzordzi, Voyage...

3PM is a Serbian record label that specialises in electronic music, particularly genres like techno and house. It is known for promoting both local and international electronic artists, contributing to the vibrant electronic music scene in Serbia and the wider Balkan region.

Notable artists: Teya Dora, Albino...

Kontra is a Serbian record label that focuses on various music genres, including pop, rock, and electronic music. It has a reputation for working with a range of artists, from established names to emerging talents. Kontra is known for its dynamic approach to music production and distribution, helping to shape the Serbian music scene with its diverse roster and innovative projects.

Notable artists: Buč Kesidi, Iva Lorens...

Long Play is a Serbian record label focusing on rock, alternative, and pop genres. Known for organising live events and promoting regional artists, the label is a key player in Serbia's music scene.

Notable Artists: Associated with Serbian rock and indie acts.

Made in BLKN is a Serbian music label and production company created by rapper Relja Popović and his long-time producer Djordje Djordjević that specialises in Balkan music genres, including turbo-folk, pop-folk, trap-folk. The label is known for working with a variety of regional artists that are up-and-coming and helping them reach a broader audience. It often features a mix of contemporary and traditional sounds, contributing to the diverse music scene in the Balkans.

Notable artists: Relja, Nikolija...

Mascom is a Serbian record label and music company known for its diverse range of music genres. It represents a variety of artists and focuses on both local and international music. Mascom is involved in music production, distribution, and promotion, contributing to the broader Serbian and Balkan music scenes.

Notable artists: Keni nije mrtav, Mlada Beba...

Odličan Hrčak is a niche, independent label dedicated to alternative, indie, and experimental music. The label fosters unique Serbian talent and unconventional music projects.

Notable Artists: Works with up-and-coming artists in the indie and experimental scene.

POP Depresija is an independent record label, concert agency, radio show, and webzine based in Belgrade, Serbia. It has become a central figure in the Balkan alternative and indie music scene, supporting artists. Beyond releasing music, Pop Depresija organizes concerts and promotes both regional and international acts, contributing significantly to Serbia's cultural landscape. The label's diverse activities reflect its commitment to fostering a vibrant music community

Notable artists: Egret, Ana & The Changes, Lenhart Tapes...

Glitch Records is an independent record label, based in Belgrade, Serbia, the label is focused on indie-rock, pop, house and funk. They also organize showcases held at different venues. This up-and-coming label focuses on nurturing their artist and helping them succeed in the realisation of their artistic vision.

Notable artists: Zhiva, Luton, Mapo Keys, Manivi...

Red Pill is a Serbian record label known for its focus on electronic music genres, including techno and house. The label is recognised for its role in promoting and supporting local electronic music artists, and it often engages in organising events and parties that feature both established and emerging talent. Red Pill is part of Serbia's vibrant electronic music scene and

contributes to the dynamic cultural landscape with its innovative approach to music production and event management.

Notable artists: Dzipsi, Mila, Chai...

Lampshade Media is a Serbian independent record label known for its emphasis on alternative and experimental pop music. It supports a new wave of local artists who blend contemporary sounds with introspective songwriting and strong visual identities. Lampshade has become a platform for fresh, genre-bending talent in Serbia's underground and emerging scenes, contributing to a more diverse and modern pop landscape.

Notable artists: Analogna Rasa, Traffic Jam, Kruz Roudi...

Menart is a regional music label and distributor operating in Serbia as part of the larger Menart Group. It focuses on mainstream pop, rock, and commercial music, and is known for representing both domestic and international artists. Menart plays a key role in the distribution of major global releases in the Balkans, while also developing local talent and providing strong promotional support in the region.

Notable artists: Igralom, Eyesburn, Urban & 4...

Major Labels

Sony Music Entertainment

Sony Music does not have a standalone office in Serbia, but it operates in the region through **Menart** and other licensed partners who handle distribution, promotion, and marketing of Sony's international catalog in Serbia and the Balkans. Sony's presence is most visible in the digital domain, with releases from global artists available through streaming platforms and occasional regional promo campaigns.

Local role: Distributor of international Sony artists (e.g., Beyoncé, Harry Styles) and sometimes involved in promoting international acts touring the Balkans.

Warner Music Group

Warner Music also does not have a direct office in Serbia. Instead, it relies on regional partnerships in Serbia they have partnered with **Mascom**. Like Sony, Warner's global releases are available in Serbia digitally, and some promotional activities may be done locally through affiliated PR and media agencies.

Local role: Distribution and promotion of Warner's global roster (e.g., Dua Lipa, Ed Sheeran) through regional partners.

5.3. Digital Distribution and Physical Distribution

Digital Distribution

Key platforms such as Spotify, Apple Music, Deezer, Amazon Music, and YouTube dominate digital distribution in Serbia, as they do in most global markets. Spotify's entry into Serbia in 2020 has significantly increased access to international music distribution channels. Deezer and YouTube are particularly popular due to their early adoption in the region. There are, however, also some local digital platforms like [RTS Zvuk](#) that cater specifically to regional music and artists. RTS Zvuk, for example, focuses on all regional music genres. A distribution platform such as [IDJDigital](#) is offering tailored distribution services for artists in the region, it mainly focuses on Balkan pop and folk genres. Platforms like YouTube, TikTok, and Instagram are vital for promoting and distributing music, especially among younger audiences. Artists can use these platforms not only for streaming but also for fan engagement and viral marketing. Another major distributor on the Serbian market is [Believe](#), a leading global music company dedicated to empowering artists at every stage of their career across local and global markets. For over five years, they have been working with independent labels and artists in Serbia by providing cutting-edge distribution and marketing solutions. Their mission is to amplify their music, develop their audiences, and deepen fan engagement. Powered by proprietary technology and a team of passionate music and data experts, they deliver scalable audience development strategies that drive sustainable, long-term growth.

International artists and companies aiming to enter the Serbian market can benefit significantly from working with local distributors and aggregators. Companies like IDJDigital offer insight into local tastes and trends, helping foreign artists penetrate the regional market. Investing in localised marketing is also a good strategy, for example, engaging local audiences through regionally relevant promotion strategies (e.g., using TikTok challenges or YouTube ads tailored to Serbian trends). Since YouTube and TikTok dominate the digital landscape in Serbia, especially among younger audiences, leveraging these platforms is essential. TikTok's viral dynamics, in particular, make it a powerful tool for amplifying new releases and gaining rapid exposure.

Physical Distribution

In terms of physical distribution, international artists should keep in mind physical record stores, retailers and online stores. Independent record stores like [Jugoton](#) and [Yugovinyl](#) are iconic in Serbia, offering vinyl, CDs, and other physical formats. These stores cater to niche audiences, including vinyl collectors and music enthusiasts. Large retailers such as [Laguna](#) sometimes stock CDs and vinyls, although their music sections have dwindled, as do [Mascom](#) and [Metropolis](#). Another option is to sell CDs and vinyl in online stores. Platforms like [KupujemProdajem](#) (a local e-commerce marketplace) and [Discogs](#) are popular for physical record trading in Serbia.

While digital platforms dominate, physical distribution still has a niche audience, particularly among vinyl collectors. This market is growing globally, and Serbia is no exception. As for CDs, they are still being sold at gas stations and are popular.

Physical distribution is relevant for niche audiences, especially those targeting collectors or fans of retro formats. While it shouldn't be the primary focus, foreign artists could consider limited vinyl pressings or collectable physical editions to cater to Serbian enthusiasts. However, there are no pressing plants in Serbia, thus one would have to import. It is recommended they be sold as merchandise when artists have a concert, along with other merchandise such as t-shirts.

These stores often collaborate with local artists and labels, and working with them can enhance visibility for foreign releases.

5.5. Releasing and Distributing Your Music

In Focus: Organising a Tour or Gig in Serbia

Interview with Iva Lorens, local musician signed by Kontra distributed by Universal Music Group

Distribution and Promotion of Recorded Music for International Artists

International artists can best distribute and promote their music in Serbia by organising a concert, as local promoters will focus on media attention and presence. A press release and radio airplay are commonly arranged, and artists should ideally arrive a few days before the event to organise additional PR activities, as foreign artists rarely engage in such promotional efforts. It is also recommended that artists bring vinyl records and merchandise to sell at the concert or establish contact with local shops, as physical record sales are not typically popular through online channels.

Strategy and Preparation for Artists

In today's music industry, it is crucial for artists to understand every role within the sector. Those who succeed tend to be proactive and possess a clear vision of their career path. Artists must organise their own music videos, find collaborators for their albums, and take on a hands-on approach in promoting their music through social media, as self-promotion has become essential across the globe.

Need for a Local Record Label or Distributor

While it is not difficult to find a local publisher or distributor, it may be more challenging for artists who have not yet demonstrated success. Most deals are made through personal connections rather than discovering new talent. Success often relies on networks and relationships rather than traditional talent scouting.

Importance of Having a Record Label

In Serbia, having a record label behind an artist may not have much impact, as many artists do not thrive in such a setup. Independent approaches are often more profitable, with labels frequently lacking developed marketing strategies. A release plan may sometimes be more about luck than an

intentional marketing strategy. Artists are encouraged to have a clear vision and actively seek their place within the industry.

Common Types of Contracts in the Serbian Music Industry

360-degree contracts are rare in Serbia. Instead, distribution, publishing, or internal agreements are more common, usually between managers and artists, rather than directly with the record label. However, exceptions exist, and artists are increasingly aware that they must be entrepreneurs as well as musicians.

A&R and Management Roles in Record Labels

The A&R sector is not well-developed in Serbia. While some labels have individuals to help guide artists, the general approach is that artists should understand their direction and audience on their own. Management, however, plays a crucial role, with many managers investing financially in their artists, such as funding music videos or PR campaigns, but in return, they take a significant portion of the artist's earnings. Managers often fulfill multiple roles, including booking, A&R, and overall career management. There have been a few A&R's in the past when Universal Music Group was present, but now there are a handful of them at IDJ.

The Importance of a PR Sector within Record Labels

PR is extremely important, though many labels do not prioritise it. For emerging artists, media presence is vital for attracting opportunities, including performances, collaborations, and sponsorships. Strong social media presence also plays a crucial role in boosting visibility and opening doors for more offers.

Most Profitable Revenue Sources for Artists

The live music sector remains the most profitable for artists, especially for those with a strong presence. For artists not frequently performing live, revenue from social media can be significant. In genres like folk music, many artists rely on income from international performances, especially within diaspora communities.

Issues and Improvements in the Recorded Music Sector

The digital distribution sector in Serbia is still underdeveloped, with platforms like Spotify only recently gaining traction. Few record labels have the resources to buy advertising or participate in playlist placements on digital platforms. The industry lacks significant labels capable of investing in their artists and turning that investment into profit. As a result, most musicians remain independent or part of a collective that became successful together. These collectives rarely accept new artists or focus on expanding their reach; instead, they invest in maintaining and growing their existing popularity.

6. Music Publishing & Synch Sector

According to Serbia Creates' 2024 report, the average profile of a publishing company in Serbia releases 6 music albums and 10 singles annually, this is due to the fact that most companies function as labels thus they produce, release and take care of the publishing. Additionally, they work with 2 to 3 artists who are part of the company's artist development program. This includes helping artists build their image, brand, and artistic identity, while also focusing on vocal training, live performance coaching, and business management aspects, such as performances, collaborations with sponsors, and other related activities.

An interesting trend from 2018-2023 is the increasing implementation of artist development programs. This complex business and creative process includes activities such as songwriting, voice training, and managing business aspects. The goal is to help emerging musicians who are not yet recognised by consumers to build their brand and improve their performance skills.

Serbia Creates' report also indicates that the average publishing company in Serbia reaches a listener market of over 850 000 people annually. This figure could be significantly higher for publishers focused on popular music markets, rather than niche genres. Of the total listener base, around 70-75% are domestic listeners, while 20-25% are international ([Serbia Creates, 2024](#)).

In Focus: The way music publishing works in Serbia

Interview with Nikola Jovanovic, Vice President Virgin Music Group Western Balkans and Head of Society Relations, Universal Music Western Balkans

The Role of a Local Sub-Publisher

All global music catalogues are available in the Serbian market through the largest digital services. However, being present on platforms is not enough, additional investment in promotion is required to achieve visibility and audience engagement. A local sub-publisher can be highly beneficial because, in addition to distribution, they ensure the promotion of a release. A sub-publisher's team can attract media attention, increase radio airplay, arrange interviews, and monitor opportunities for synchronisation deals (sync deals).

Producers and Contracts

Producer contracts depend on whether the producer receives a fixed fee upfront, and whether they participate as a composer, arranger, or lyricist. Producer rights in Serbia are not yet standardised, making it difficult to regulate their share of song revenue.

The Role of Record Labels in Connecting Artists and Producers

The practice varies depending on the label. Some actively engage in the creative process, while others focus solely on the final product—an album or a single. Larger record labels with in-house studios and employed producers often insist on keeping the creative process within their ecosystem.

Challenges in the Music Publishing Sector and Potential Improvements

The biggest issue is the lack of transparency in collective rights management organisations, which are prone to corruption and legal loopholes. Government intervention is necessary to ensure these organisations become digitalised and proactive. Some additional challenges include high customs duties on vinyl records and physical music formats; taxes on artists' earnings; a lack of incentives for music publishing (e.g., reduced VAT rates).

Most Profitable Revenue Streams for Artists and Songwriters

Revenue streams vary depending on the music genre. For example, in the folk scene, writing songs for other artists can be highly profitable; whereas in the alternative scene, most of the income is generated from concerts and touring. Major artists typically earn their revenue from digital streaming, concerts, merchandise, and sponsorship deals. Diaspora-focused artists usually generate most of their income from performances abroad. The regulation and taxation of income from diaspora performances remain a challenge for both the industry and the government.

Creative Collaborations

Based on interviews conducted with local artists, the majority emphasised the absence of songwriting camps in Serbia, which has led them to establish their own networks of collaborators. Most collaborations happen within recording studios and production teams. These collaborations typically emerge through two main avenues: mutual admiration and respect for each other's work, or serendipitous encounters in settings such as universities, music schools, concerts, events, and social gatherings. This lack of structured opportunities underscores the importance of organic relationship-building within the local music community. Songwriting camps and masterclasses have the potential to further develop the industry.

Synch Sector

The music sync sector in Serbia remains underdeveloped due to limited infrastructure, low awareness among artists and producers, and a lack of dedicated sync agencies. Local film and TV industries often rely on stock music rather than investing in original sync deals, while complicated copyright management further hinders growth. However, opportunities are emerging through global platforms like Artlist and Songtradr, as well as collaborations with foreign sub-publishers. With increasing international interest in Balkan music, Serbia has the potential to expand its sync market by establishing local agencies, educating rights holders, and incentivising the use of domestic music in media.

7. Media and PR

The music media landscape in Serbia is diverse and vibrant, comprising a mix of traditional outlets, online platforms, and emerging social media channels. It plays a vital role in promoting both local and international artists across various genres, including pop, rock, jazz, electronic, and hip-hop. The media helps shape public tastes and keeps fans informed about new music releases, concerts, and festivals.

Radio – Radio remains a core medium for music discovery in Serbia. Popular stations like Radio Beograd 1, Rock Radio, and Radio Novi Sad offer diverse programming ranging from classical and rock to contemporary pop and indie music. Online platforms such as O Radio and Radio Aparat focus on niche genres like alternative and electronic music, reaching younger and more digitally engaged audiences.

Television – Serbian TV channels like RTS, Prva TV, and K1 offer music-related programming, including live performances, interviews, and music video shows. These channels are essential for mass media exposure, especially for mainstream artists.

Print and Online Media – Websites such as Balkanrock and Oblakoder provide coverage on local and international music scenes, offering news, album reviews, and event listings. These outlets contribute to the growth of Serbia's music culture, particularly in the rock and indie sectors.

Social Media – Platforms like Facebook, Instagram, and TikTok are crucial for fan engagement, event promotion, and artist branding. They offer artists direct communication with their audience, enabling them to build and maintain a loyal fanbase. Serbian music media outlets also leverage these platforms for a wider reach.

Serbian music media landscape is connected to global trends but remains focused on distinct local flavour, promoting Serbian music alongside international acts. This ecosystem continues to evolve with the increasing role of online and social media channels in shaping music consumption habits and artist visibility.

7.1. Social Media

Social media plays an important role in building an audience for international artists in Serbia, helping them connect with fans, promote events, and build a following. The primary platforms in Serbia that mirror global trends include Facebook, Instagram, TikTok, and YouTube. Serbia has a high penetration of social media use, with substantial engagement from younger generations.

According to [Pioniri](#) and [Smart Plus Research](#), the most used social media platforms in Serbia in 2025 were Facebook, Instagram, and YouTube.

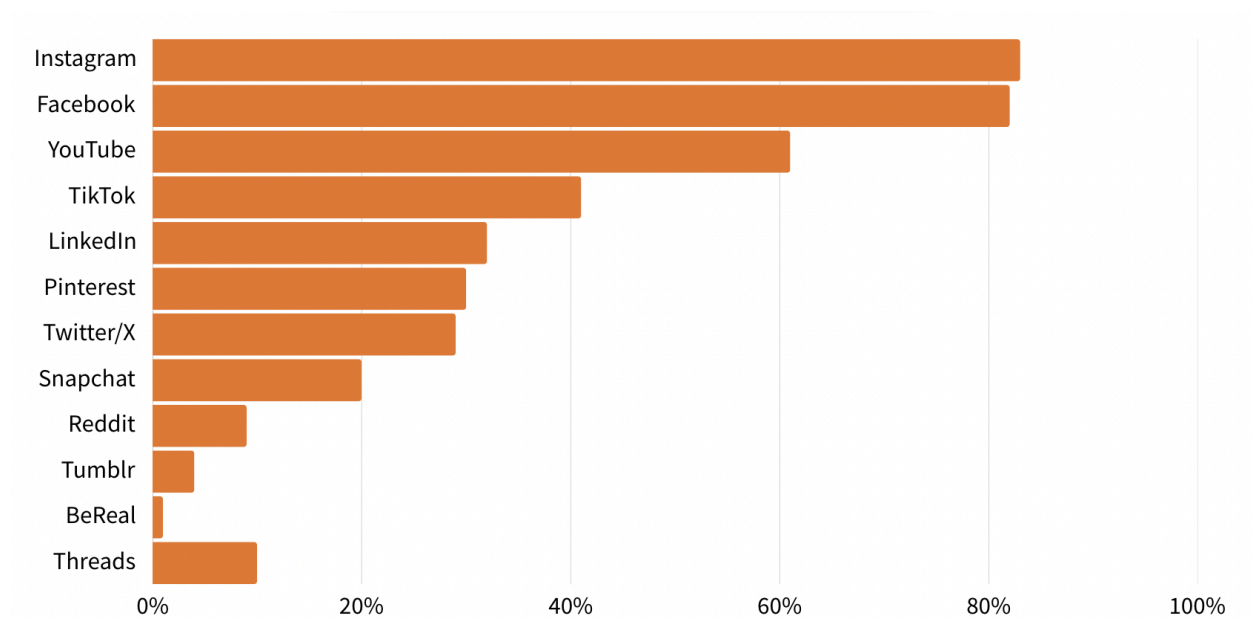


Figure 3: The use of social media platforms in Serbia by percentage in 2025. Source: [Pioniri](#) and [Smart Plus Research](#) (2025). Social Serbia.

Facebook – One of the most widely used platforms, particularly for general engagement, event promotion, and fan interactions. Serbia has about 4 million Facebook users, making it the most popular platform for both individuals and businesses ([StatCounter Global Stats, 2024](#)).

Instagram – This visual platform is popular for music and lifestyle brands, with a large young audience. It's used heavily by musicians and artists to showcase their work, engage with fans, and promote events ([DataReportal – Global Digital Insights, 2024](#)).

TikTok – Quickly growing in popularity, especially among younger audiences, TikTok is used for viral music content, promotional campaigns, and fan engagement. It's particularly useful for artists trying to reach the Gen Z demographic ([DataReportal – Global Digital Insights, 2024](#)).

YouTube – A go-to platform for music videos, live streams, and video content. Artists use YouTube to reach a broad audience and it's a key player in Serbia's digital media consumption ([StatCounter Global Stats, 2024](#)).

These platforms are invaluable tools for international artists to reach and interact with Serbian audiences. They help create visibility and engagement that can lead to concert attendance, social following, and fan loyalty.

7.2. Written Media – Print and Online

In Serbia, written media—both printed and online—play a crucial role in building an audience for international artists. Music, cultural, and lifestyle media outlets offer artists exposure to a broad local audience, helping them gain recognition, attract fans, and create opportunities for live performances and collaborations. This is particularly important for international artists, as Serbian media can introduce their music to local listeners who may not be familiar with global trends. Here's a list of key Serbian media outlets relevant to artists, particularly in the music industry:

Balkanrock is an online music portal dedicated to rock music and its culture. It features news, interviews, reviews, and event updates related to the regional and international rock scene. The site attracts a dedicated community of rock music fans from the Balkans, offering exposure for both local and international artists. It is a well-regarded platform for rock music news in the region.

City Magazine Serbia is a leading urban lifestyle publication that covers a wide range of cultural topics, including music, film, art, and entertainment. Its music section features news, interviews, and reviews, highlighting both local and international artists. The magazine serves as a cultural guide for readers interested in contemporary music trends and events in Serbia.

Headliner is an online publication dedicated to music and entertainment news, with a focus on the Serbian scene. It covers a broad range of genres, including pop, rock, and electronic music. The platform attracts a younger audience, particularly those interested in local and regional music events. It is a key source of information for concertgoers and music fans in Serbia.

Highwaystar Magazine is a Serbian music and culture publication that focuses on rock music and related genres, offering interviews, reviews, news, and event coverage. The magazine has become a prominent voice in Serbia's music scene, both online and through live events like the Highwaystar Fest.

Oblakoder is an online magazine focusing on the alternative music scene, including rock, punk, metal, and other underground genres. It features reviews, interviews, and articles that cater to niche musical communities. With a loyal following in the Serbian alternative music scene, Oblakoder provides essential visibility for international artists trying to break into the local market.

Rocksvirke is a website dedicated to covering rock music, from mainstream to more niche genres. It provides reviews, news, and event coverage for Serbian rock music fans. This outlet is an important platform for rock music, helping to connect artists with Serbian fans who are keen on both local and international rock music.

Rok Pokret is a Facebook-based community and media platform that focuses on promoting rock music culture in Serbia. It is known for its active social media presence and fan engagement. With a strong social media following, Rok Pokret is influential in the Serbian rock scene, frequently sharing news and updates on international rock bands.

Serbian Metal is a website dedicated to the metal genre, providing news, event information, and interviews with metal artists. It serves as a primary information source for metal music fans in Serbia, offering coverage of both local and international metal acts.

Each of these outlets provides significant exposure for international artists, whether through news articles, reviews, interviews, or event listings. They are especially effective in helping artists connect with niche, genre-specific audiences and contribute to a broader fanbase in the region. For artists targeting Serbia and the Balkans, securing coverage in these media can lead to increased visibility, opportunities for live shows, and a stronger local following.

7.3. Radio

Radio plays a vital role in building an audience for international artists in Serbia. It is one of the most effective ways to reach a wide and diverse audience, especially for genres that may not be covered heavily in mainstream media. Serbian radio stations broadcast a variety of music genres, from pop and rock to electronic and alternative, making them an important platform for artists seeking to expand their fanbase in the region. Here's a list of some of the most relevant radio stations in Serbia:

Radio Beograd 1 is one of the oldest and most prestigious radio stations in Serbia, Radio Beograd 1 is known for its informative and cultural programming. It plays a broad range of music, from classical to contemporary, offering valuable exposure for international artists looking to reach a well-rounded audience. It remains a popular station for listeners who enjoy diverse programming, including talk shows, music, and cultural content.

Radio Beograd 202 is a sister station to Radio Beograd 1, Radio Beograd 202 offers a more youthful and urban music programming, including rock, electronic music, and alternative genres. It plays a crucial role in bringing modern international music to Serbian audiences. It has a strong following among younger listeners and is a key platform for both local and international artists, especially in rock and alternative scenes.

Rock Radio focuses on rock music, including classic and modern rock, as well as sub genres such as punk and metal. It is a popular station for rock enthusiasts in Serbia and is a crucial platform for international rock artists to get airtime. Rock Radio has a dedicated audience base and serves as one of the best outlets for rock music promotion in Serbia.

Radio Novi Sad is the leading radio station in Vojvodina, offering a mix of music genres, news, and cultural content. It provides good exposure for international artists, especially those

looking to break into the broader Balkan market. Radio Novi Sad has a regional reach and is a respected station with a varied audience that includes both older and younger generations.

O Radio (Online) is an online station known for its eclectic music selection, featuring indie, electronic, and alternative music. It caters to a niche audience that enjoys contemporary, non-mainstream music. It is an excellent platform for international artists within these genres. With its growing online audience, O Radio is especially popular with younger listeners in Serbia and the broader region.

Radio Aparat (Online) is an online-only radio station that focuses on indie and underground music, Radio Aparat is ideal for international artists who are looking to reach more experimental or alternative music fans in Serbia. It provides a platform for up-and-coming artists and offers unique exposure to niche music lovers. It has a loyal and growing listener base among those interested in alternative, indie, and non-commercial music.

S1 Radio offers a wide variety of music and entertainment programs, catering to listeners interested in contemporary pop, rock, and electronic music. It serves as a useful platform for international artists seeking exposure to a younger, more dynamic audience in Serbia.

Play Radio is a contemporary hit radio station that plays a mix of international and Serbian pop, R&B, and dance music. It has a youthful vibe and features interactive shows, celebrity interviews, and trending music content.

S2 Radio is a part of the Radio S network, Radio S2 focuses on urban and club music, including pop, R&B, hip-hop, and electronic dance tracks. It caters to a younger, trend-conscious audience with engaging radio hosts, interactive shows.

Radio AS FM is known for its diverse music programming, including pop, rock, and electronic genres. It also features news, talk shows, and entertainment, catering to a wide audience. The station plays a key role in the Serbian media scene and supports both local and international artists.

Radio remains a crucial tool for international artists, offering not just airplay but also a space for interviews, live shows, and event promotions. These stations are important for building a connection with local fans and establishing a presence in the Serbian music scene. Since the mid-2010s, many Serbian radio stations have adopted a format where songs are tested with audiences through polls before being added to regular rotation. This approach can sometimes lead to delays in broadcasting new singles, as tracks undergo audience evaluation prior to airplay.

7.4. Television

TV channels in Serbia are still a significant medium for international artists looking to build an audience. Music programs, live performances, and promotional spots on TV provide a substantial platform for exposure, especially for artists seeking mainstream recognition. While traditional TV still has a broad reach, online streaming services are also growing, but TV remains important for those targeting a diverse, local audience. Here's a list of key TV channels in Serbia that are relevant for music and entertainment:

RTS 1 is the flagship channel of the national broadcaster, Radio Television of Serbia. It features a mix of cultural, educational, and entertainment programming, including music shows. International artists can gain exposure through music events and concerts broadcast on this channel, especially during high-profile events like festivals or national celebrations. RTS 1 has a broad reach across Serbia and the region, catering to a diverse audience, with significant viewership among older and mainstream audiences.

K1 is a Serbian TV channel known for its focus on entertainment, music, and pop culture. The station frequently airs music videos, live performances, and interviews with both local and international artists. It is a valuable platform for exposure, particularly in pop and mainstream music genres. K1 has a young and engaged viewership, making it a suitable channel for international pop artists aiming to tap into the Serbian and regional music scene.

Blic TV is part of the Blic media group, Blic TV offers entertainment, news, and lifestyle programming, with a focus on current affairs and popular culture. While it doesn't exclusively feature music, it often airs music-related content, such as interviews, concert coverage, and celebrity news. Blic TV attracts a diverse audience and is an important outlet for reaching both the general public and music fans through entertainment-focused programming.

NovaS is a Serbian TV station focusing on entertainment, news, and music. It airs a variety of music programs, including reality shows and concerts, where international artists can showcase their music. NovaS is a popular platform for young audiences interested in current trends. With its dynamic programming, NovaS is widely watched by younger viewers, making it an important channel for pop and contemporary artists.

Una TV is a regional Serbian TV station known for its music programming, including music videos, live shows, and coverage of music festivals. It's a key platform for both local and international music acts to reach Serbian audiences in Vojvodina and beyond. Una TV has a loyal audience in the northern regions of Serbia, particularly among viewers interested in mainstream and regional music.

N1 is a Serbian TV channel that primarily focuses on news, but it also covers entertainment and cultural events. While not primarily music-oriented, N1 occasionally broadcasts segments on music festivals, concerts, and artist interviews, making it a useful channel for high-profile

international artists. N1 has a broad viewership across the region, especially among viewers interested in news and contemporary culture.

Prva TV is one of the most popular Serbian TV channels, focusing on entertainment, reality shows, and lifestyle content. It airs a variety of music-related programs, including music videos, talent shows, and concert broadcasts. It's an influential channel in Serbia, with a large, diverse audience. Prva TV has a wide reach and is especially popular among younger viewers, making it an important platform for international artists looking to engage with mainstream Serbian audiences. It is known for its pop music focus, offering good exposure for contemporary artists.

Pink TV is a Serbian television network that offers a wide range of entertainment content, including reality shows, dramas, talk shows, and music programming. It is one of the largest private TV stations in the country, known for its influence in Serbian media and pop culture (mainly folk music). Pink TV also broadcasts a variety of international and local content, with a particular focus on the Balkan region.

TV channels in Serbia continue to be important for building an audience due to their broad reach and established infrastructure. For international artists, TV provides an opportunity for high visibility, including promotional campaigns, live performances, and exclusive interviews. These channels can be pivotal in reaching different demographics, from younger, trend-driven viewers to older, more mainstream audiences. They also help artists tap into Serbia's rich cultural landscape by connecting them with local music fans who may otherwise not be aware of global acts.

These TV outlets are valuable partners for international artists trying to break into the Serbian market, offering platforms for both niche and mass-market exposure.

7.5. Developing a Marketing and PR Strategy

Developing a Marketing and PR Strategy

Interview with Alek Bošković - Senior Artist & Label Manager at Believe Distribution

What would a good PR and promotion strategy look like for an international artist? Which components should it include—press, radio, TV, social media, etc.?

A successful PR strategy for Serbia isn't radically different from other markets, but there are some key local priorities to consider. Traditional media still carries weight, particularly radio, which remains a powerful tool for mainstream exposure. Securing radio play can significantly increase awareness across generations and demographics.

Press and online media also play a role, especially if the artist has a compelling angle—like a cultural connection, upcoming show, or collaboration with a local artist. TV coverage is more selective and usually reserved for well-known acts or special campaigns.

Social media is crucial, with TikTok and short-form content driving much of the organic music discovery. Collaborating with local influencers or musicians can help bridge cultural gaps and lend authenticity to your rollout. The key is striking a balance between professional planning and culturally relevant storytelling.

Is it necessary to find a local partner for PR and promotion, or can artists work directly with promoters, labels, etc.?

While it's certainly possible to run campaigns remotely, artists will see markedly better results by partnering with a local PR specialist, consultant, or label. These partners understand the local media ecosystem, have established contacts with gatekeepers (radio programmers, journalists, playlist editors), and can help fine-tune messaging for local audiences.

For artists entering the region for the first time, working without a local partner often leads to underwhelming results, especially when it comes to timing, media outreach, and adapting tone and language.

What is the typical timeline like? How far in advance should international artists plan?

The Serbian market doesn't generally operate on long-lead timelines the way some western countries do. Presave and preorder campaigns haven't proven as effective locally, and local media often reacts better to fresh, post-release momentum rather than long build-ups.

For optimal impact, artists should begin working with local partners around 3–4 weeks before a release or live event. This allows enough time for content preparation, outreach, and buzz-building without risking audience fatigue.

Are the deals mainly campaign-based, monthly retainers, or something else?

There's no one-size-fits-all model. Some partners prefer campaign-based deals (centered on a specific release or show), while others may offer monthly retainers for artists with a longer-term vision in the region. The structure often depends on the artist's scope, goals, and budget—and the service provider's preferences.

Are there well-established market rates, or is pricing still fluid?

Pricing in Serbia is still largely negotiable and varies depending on who is handling the campaign. Some established agencies and consultants have structured offers, but many still operate with custom quotes based on artist profile, deliverables, and scope.

It's recommended to discuss expectations openly and request detailed breakdowns before committing, especially when entering the market for the first time.

What are the most important social media platforms for artists?

TikTok is currently the dominant force, followed closely by Instagram (particularly Reels) and YouTube

Shorts. These platforms drive real-time discovery and audience interaction, especially for younger demographics.

Artists should also maintain some presence on Facebook and YouTube proper, especially for longevity and catalog exposure, but the real engine of music discovery is on short-form platforms.

What makes an effective social media strategy for international artists in Serbia? Should they post in the local language?

Authenticity is everything. If an international artist wants to connect with Serbian audiences, content in the local language—especially short, fun, or meaningful "local IDs" in Serbian—can resonate deeply. However, it's important that the content feels natural and not forced.

Avoid generic intros like "Hi Serbia" unless there's something culturally relevant behind it. Instead, look for ways to embed yourself in local trends, memes, or collaborate with regional creators for a more genuine presence.

8. Music opportunities in the Serbian Market

Music video services

Serbia offers a growing range of services for foreign musicians looking to shoot music videos, thanks to its diverse landscapes, affordable production costs, and professional crews. Here are some key services and advantages for foreign musicians seeking music video production in Serbia:

Experienced Production Companies: Serbia is home to several reputable production companies specialising in music videos, including film production, camera work, and editing. These companies offer end-to-end services, from pre-production to post-production.

Diverse Locations: Serbia boasts a variety of unique locations perfect for music videos, from urban environments in Belgrade, historic sites, to natural landscapes like mountains, rivers, and forests.

Affordable Costs: Serbia's production costs are lower than in many Western countries, making it an attractive destination for foreign artists. The cost of hiring a local production team, renting equipment, and securing permits is competitive and often offers substantial savings, especially compared to other European or U.S. locations.

Skilled Crew: Serbia has a skilled and professional workforce in the audiovisual sector, with many crew members having worked on international productions. Serbian cinematographers, directors, and editors are known for their creativity and technical proficiency, often bringing fresh ideas to music video projects.

Legal Support and Permits: The Serbia Film Commission assists international artists with the necessary permits and legal requirements for shooting in Serbia. It helps to navigate local regulations and ensures that the production runs smoothly.

Equipment Rental: Serbia offers competitive rates for renting high-end video production equipment, including cameras, lighting, and drones, which are essential for creating professional-grade music videos.

Post-Production Services: Serbia has a range of post-production services available, including video editing, color grading, visual effects (VFX), and sound design, which are often available at more affordable rates than in many Western countries.

Foreign artists looking to shoot music videos in Serbia can find a welcoming environment with a professional, cost-effective, and creative team that can help bring their vision to life.

Notable music videos shot in Serbia include; Gorillaz – "The Apprentice" (2018), Cypress Hill – "Rock Superstar" (1998), Jason Derulo – "In My Head" (2010), The Prodigy – "Invaders Must Die" (2009), Slowthai – "Doorman" (2019).

Music for commercials

Serbia also offers a variety of services for foreign companies looking to create music for commercials. Some notable services include:

Studio Production – Serbia has multiple professional recording studios with the capability to produce high-quality commercial music.

Music Composition and Arrangement – Many local composers and music arrangers specialise in crafting original music for advertisements. These musicians can collaborate to create custom soundtracks to suit the tone and message of a brand.

Sound Design – Serbian companies provide sound design services that ensure commercials are complemented with effective sound effects, background scores, and music.

Voiceover and Jingles – Local agencies also offer voiceover talent and jingle creation, ensuring that commercials have memorable and engaging sound elements.

Music Licensing – For foreign companies, Serbian music agencies provide access to an extensive library of local and international music, offering licensing deals for commercial use.

Post-Production and Mixing – Serbian post-production studios handle mixing, editing, and mastering to ensure commercial music meets global standards.

Sync Licensing for Film, TV, and Advertising

The rise of Serbian film, television, and commercial productions has opened the door for foreign companies to license music for use in local and international projects. Serbian media productions are increasingly gaining recognition, with films, TV shows, and commercials being distributed both domestically and abroad. This provides a unique opportunity for foreign companies to place music in the Serbian market, ensuring exposure to a broader audience.

Several Serbian production companies and sync agencies are active in licensing music for use in Serbian and international projects. These companies help foreign musicians and composers place their music in the right media, ensuring that the music reaches the right audience. Additionally, Serbia's lower production and labor costs make it an appealing location for international companies to outsource music licensing for their projects at a more affordable rate.

Growing Digital Music Platform Presence

The increasing popularity of streaming platforms such as **Spotify**, **Apple Music**, and **YouTube** in Serbia has made it easier for foreign music to be accessed and placed in sync licensing opportunities. As these platforms expand, there is a growing demand for diverse music to be used in commercials, films, and TV shows, and foreign companies are taking notice of Serbia's potential for this type of collaboration.

Music for Video Games

Serbia's emerging gaming industry presents another sync opportunity for foreign music. Serbia is home to a number of game development studios that produce both local and international games. Many Serbian game developers are looking to work with foreign musicians to provide soundtracks that enhance the gaming experience. This growing market allows foreign musicians to find new opportunities to have their work featured in video games, either through licensing deals or collaborations with Serbian game developers.

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