

MEDIA LANDSCAPE

IH 2025.

Ukupan broj medija u Srbiji

Vrsta medija	2018	2024
Štampani mediji	863	468
Radio program	309	268
Televizijski program	211	217
Samostalna elektronska izdanja internet portali	433	/
Samostalna elektronska izdanja uređivački oblikovane internet stranice	57	/
Onlajn mediji	/	1180
Servis novinskih agencija	23	31
Ukupno	2034	2186

Total auditorium

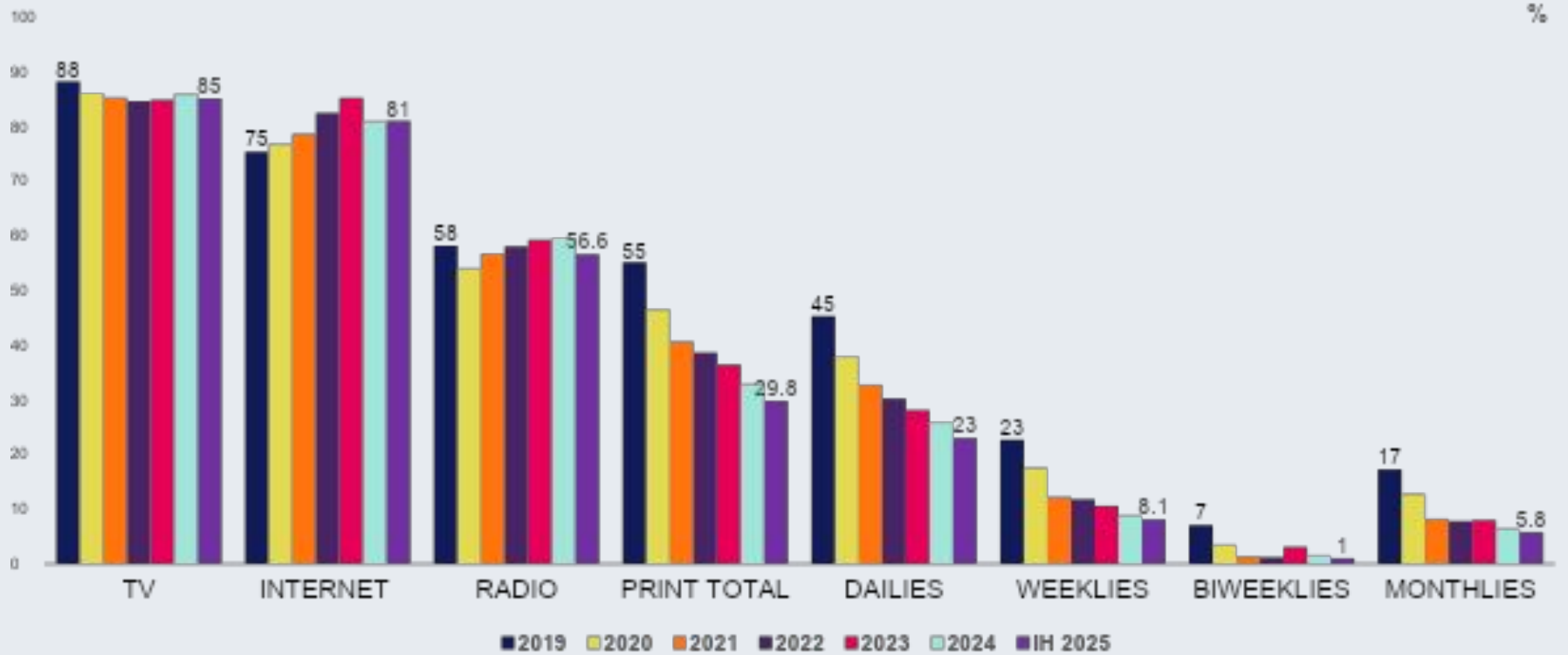
(daily RCH/average issue readership)

In the realm of media consumption, global trends are evident in Serbia as well. Intense growth in internet usage, stable consumption of radio and television as media, and a constant decline in the readership audience are characteristics of the media scene in Serbia over the past 5 years.



Source: IPSOS PRRAdex & Nielsen TAM 2024.

Total auditorium (maximal RCH)



Source: IPSOS PRRAdex & Nielsen TAM 2023.

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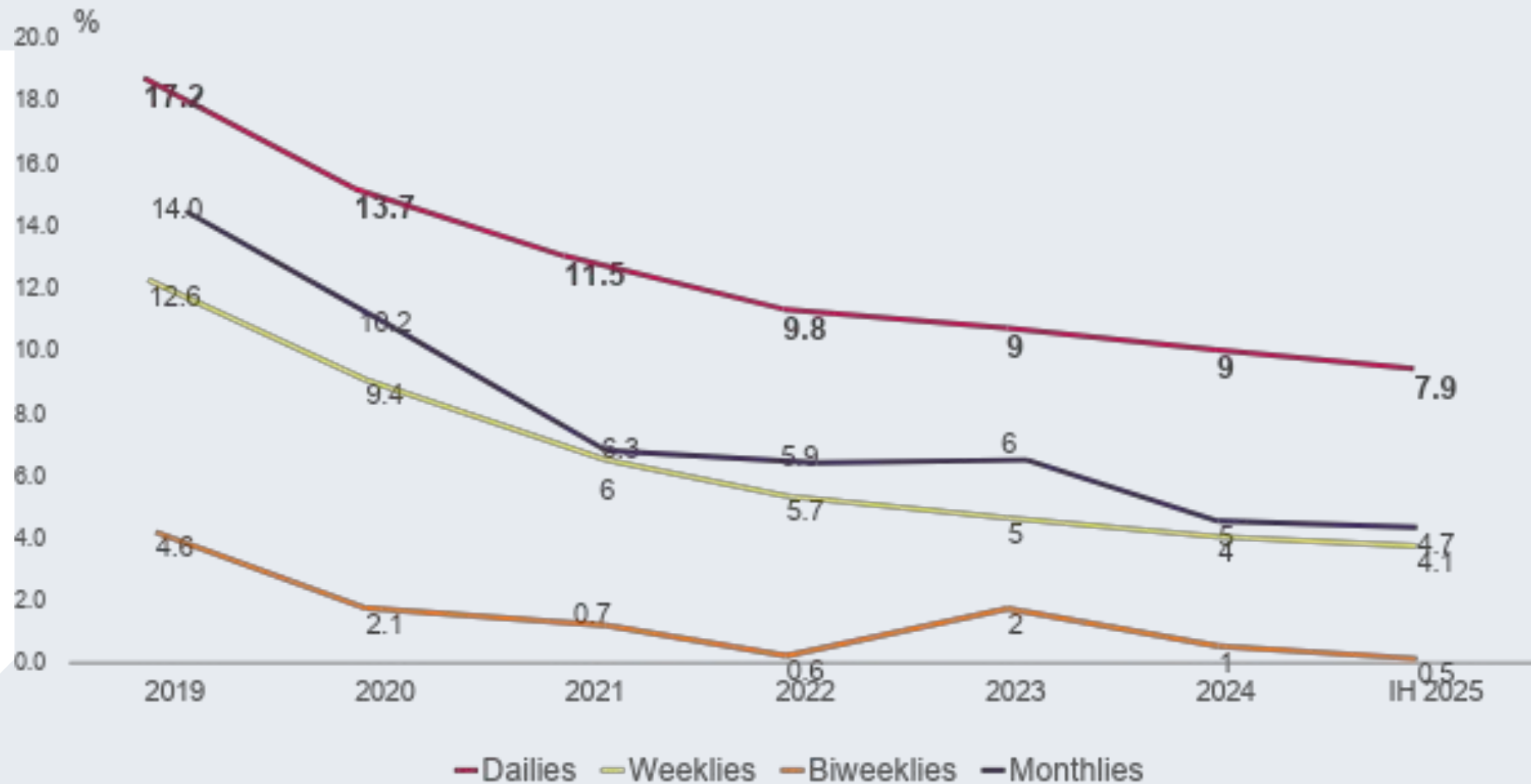
PRINT AUDITORIUM

IH 2025.



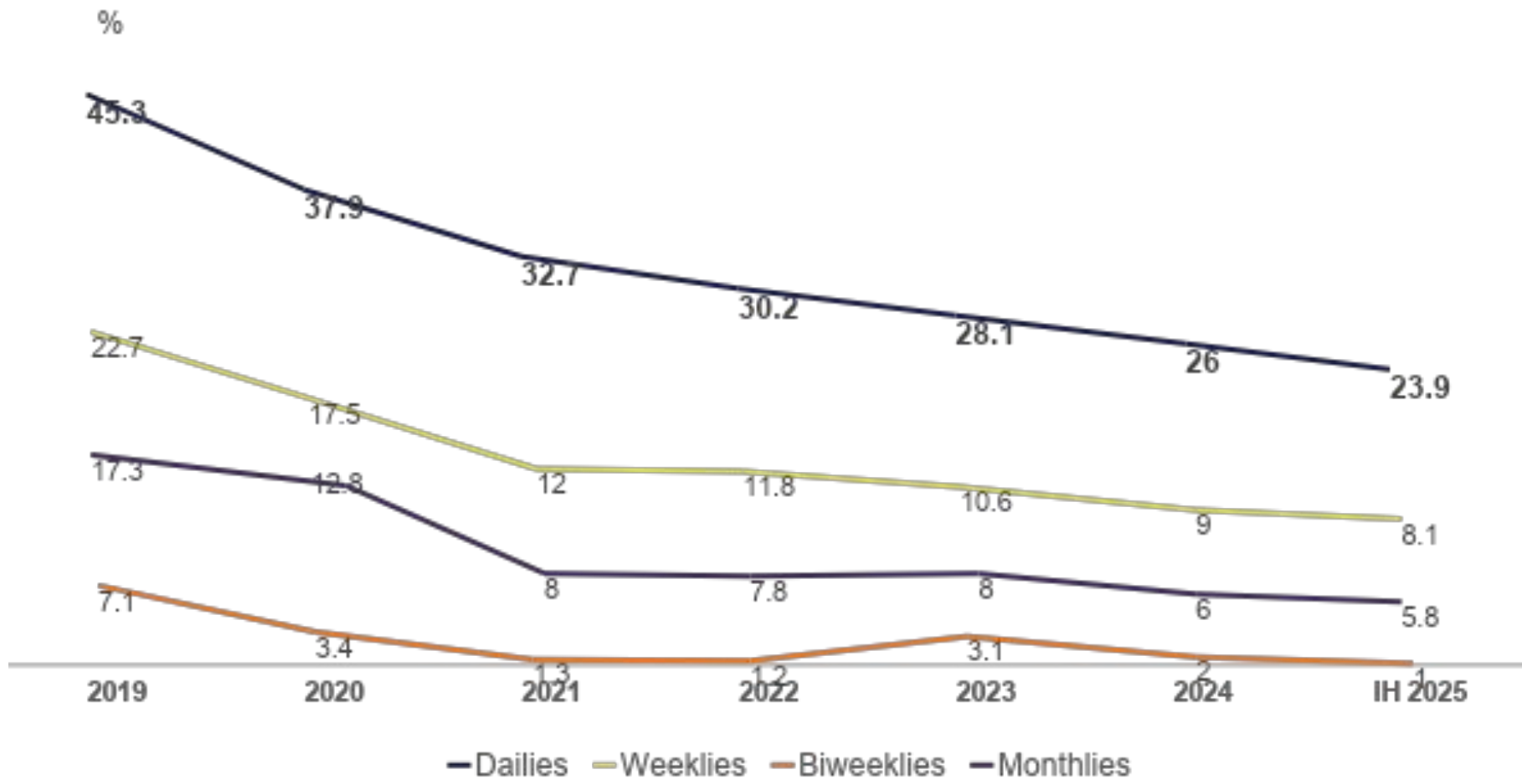
Print auditorium by type (rating)

The print audience has been declining year by year, mostly in the segment of daily newspapers, although the same trend is observed in other (periodical) print editions as well.





Print auditorium by type (RCH)



Source: IPSOS PRRADEx 2024.
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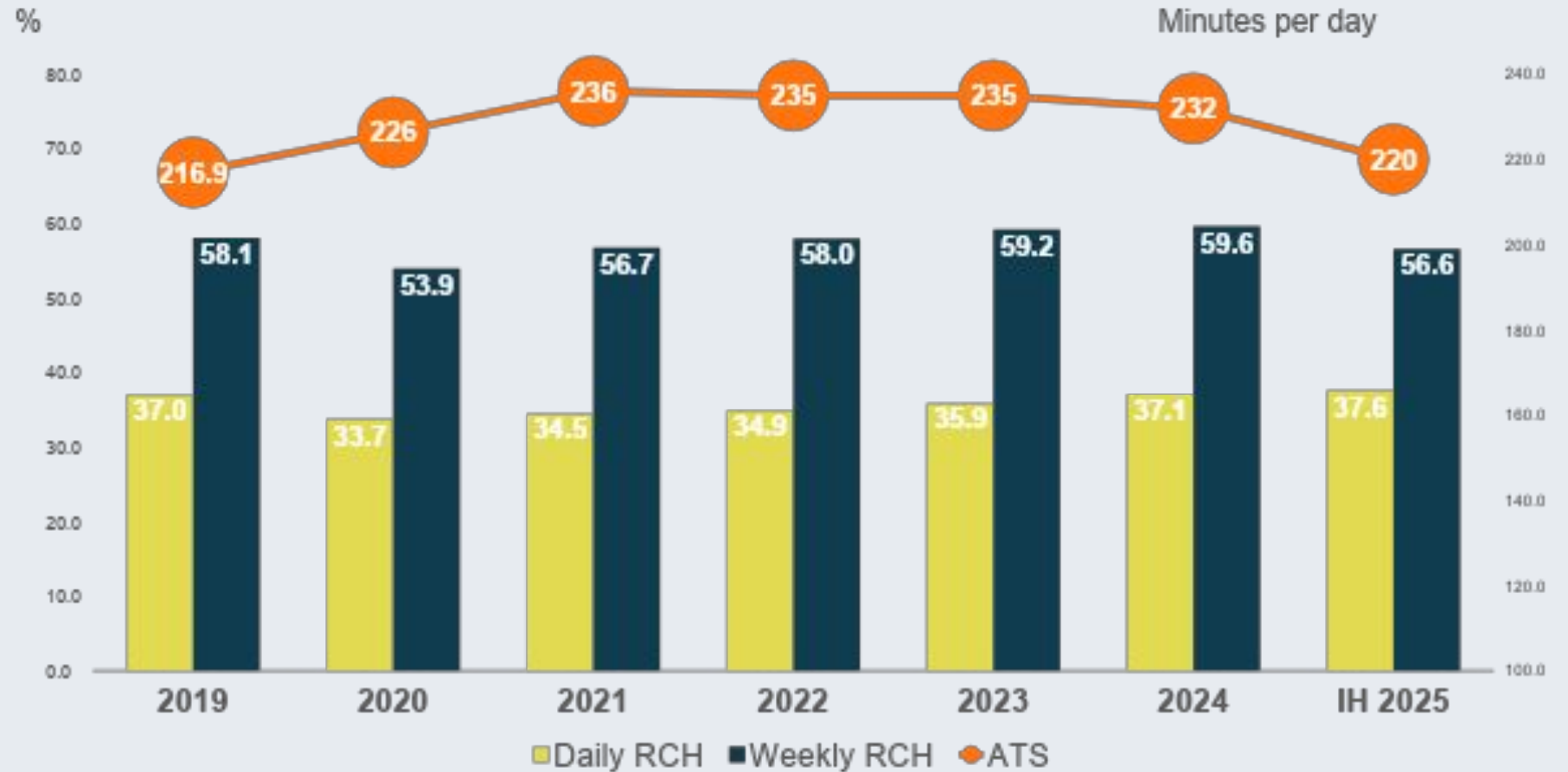
RADIO AUDITORIUM

ON AIR

IH 2025.

Radio auditorium

After a slight decline in radio listenership during the COVID-19 crisis, the volume of the radio audience has returned to previous levels, with a slight increase in the total time spent with this medium.



Source: IPSOS PRRADDEX 2024.

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Average time spent listening to the radio by generations

Total population	3:40
Generation Z	2:32
Millennials	3:21
Generation X	3:50
Babyboomers	4:13
Silent	4:33

Source: IPSOS PRRADEx 2024.

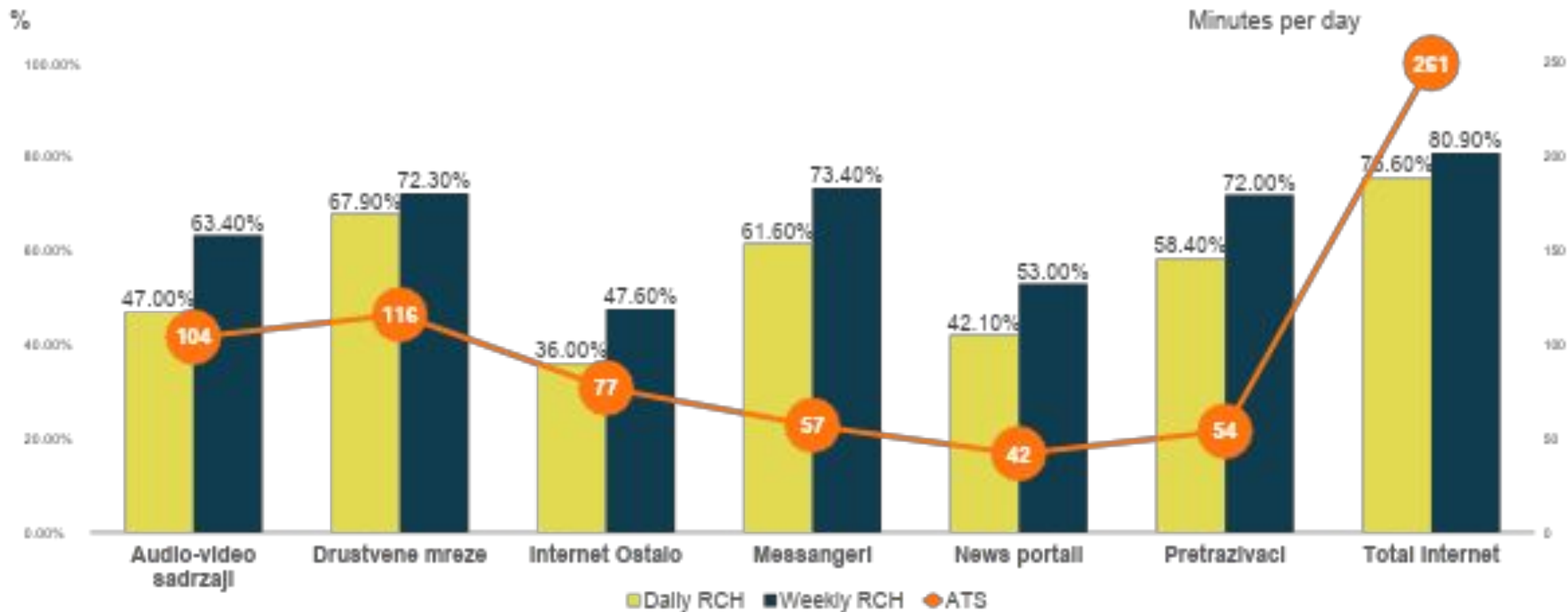
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INTERNET USAGE

IH 2025.

Internet auditorium



Average time spent on internet

Total population	4:21
Generation Z	6:56
Millennials	5:23
Generation X	3:41
Babyboomers	2:47
Silent	2:32

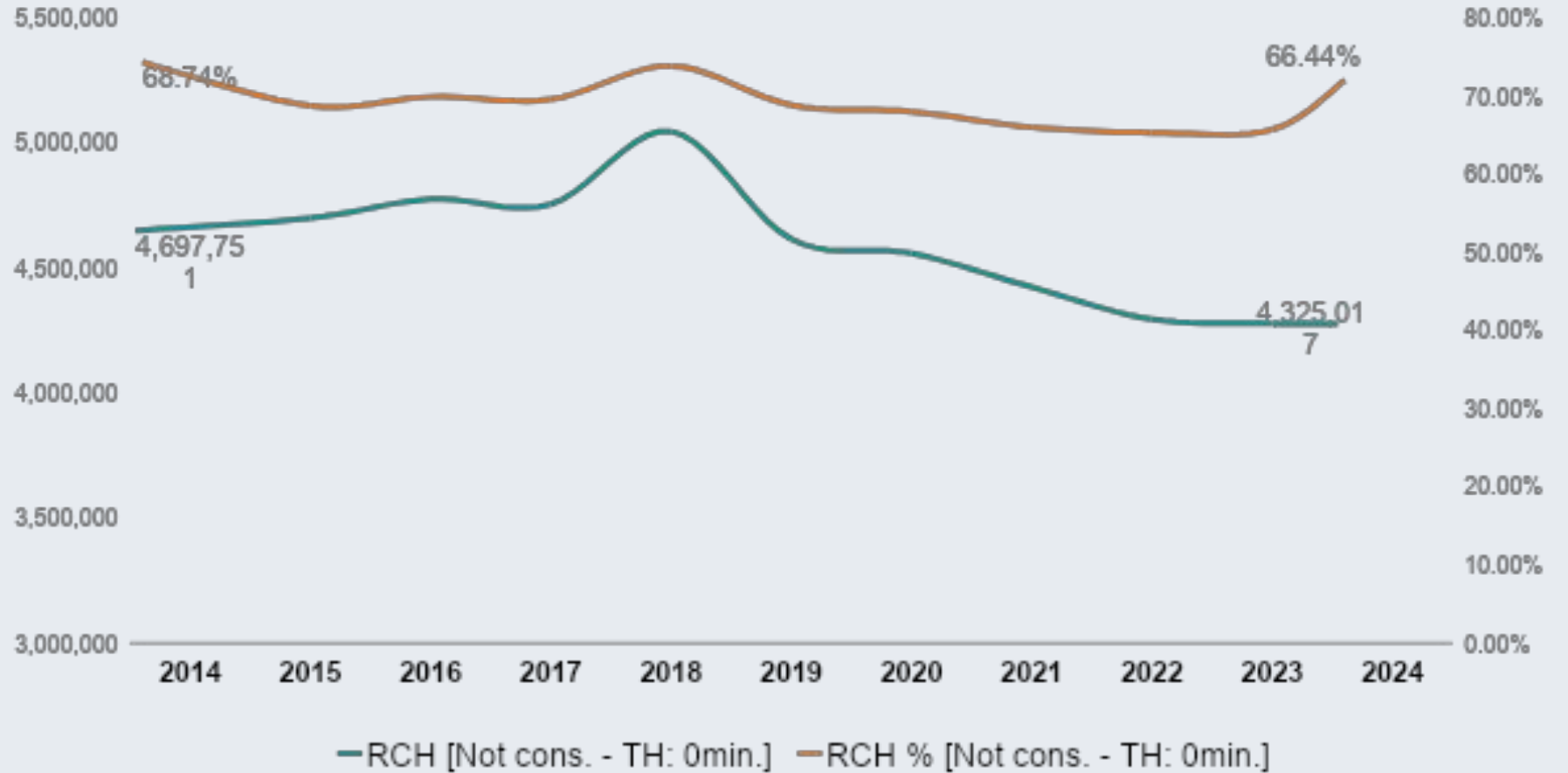


TV AUDITORIUM

2024.

Daily TV auditorium

The TV audience in Serbia has shown relative stability for many years, with minor fluctuations over time, remaining loyal to this medium.



Source: Nilesen TAM 2024.

© Ipsos | IPSOS FOCUS SERBIA 2024.

Weekly TV auditorium



Source: Nielsen TAM 2024.

© Ipsos | IPSOS FOCUS SERBIA 2024.

Average time spent watching TV by generations

	ATS	ATV
Total population	8:07:27	5:24:40
Generation Z	5:48:52	2:30:51
Millennials	7:00:18	3:39:34
Generation X	7:12:38	4:59:54
Babyboomers	9:25:26	8:00:24
Silent	9:48:01	8:10:14



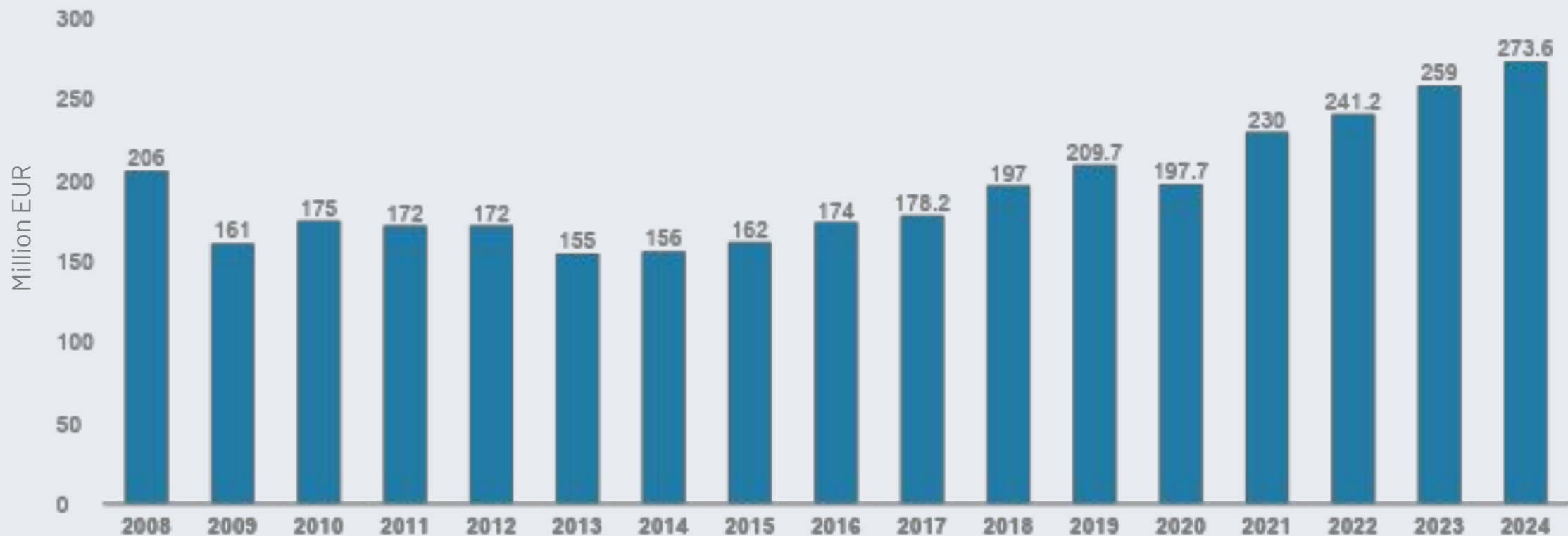
Source: Nilesen TAM 2024.

A close-up photograph of a person's face as they look through a pair of binoculars. The person has reddish-brown hair and is wearing a light blue shirt. The binoculars are the central focus, with their two large objective lenses prominently displayed. The background is a blurred outdoor scene, possibly a beach or a park, with a body of water and a cloudy sky. The overall tone is bright and clear.

ADEX

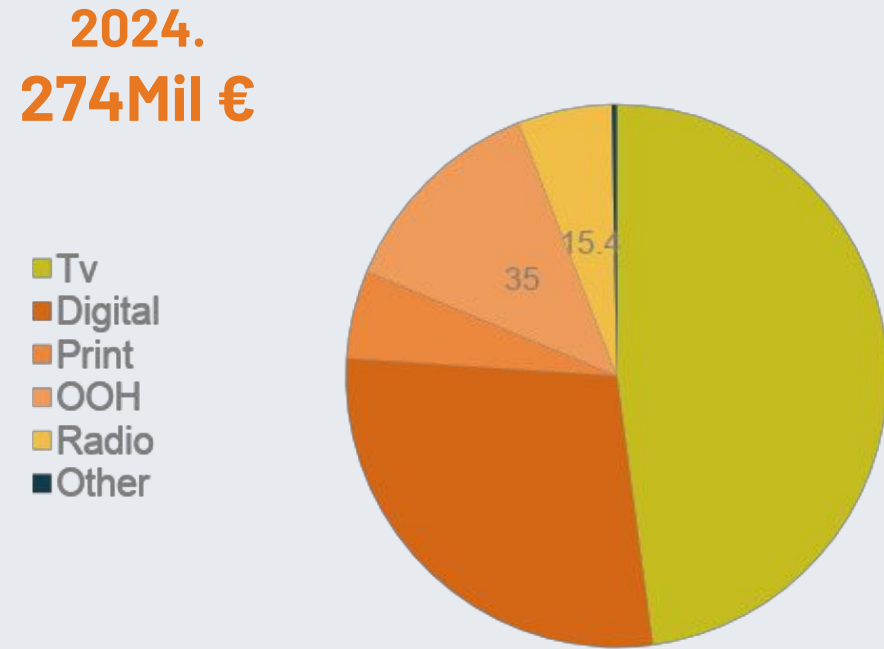
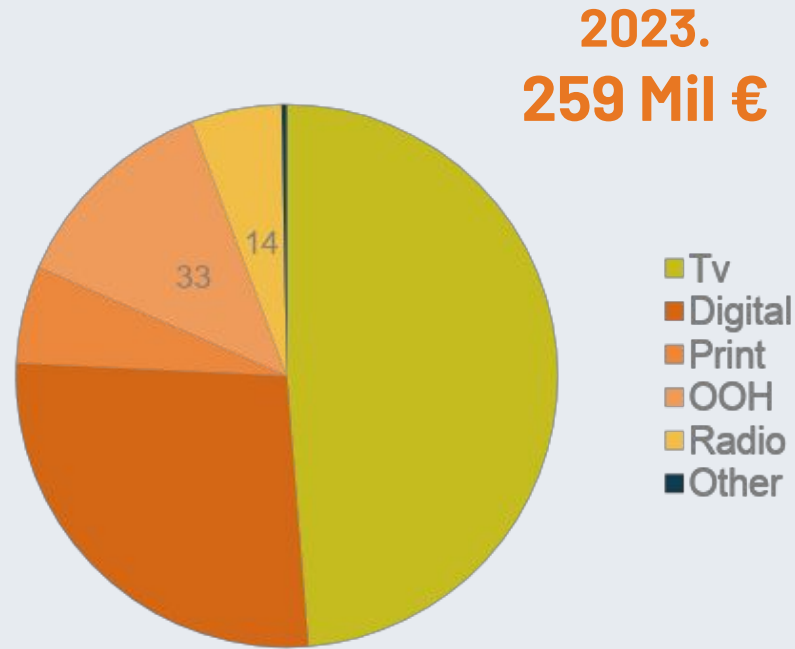
2024.

Annual ad spending trend



The values refer to mass media budgets, without VAT, production costs and agency discount.

Structure of ad spending



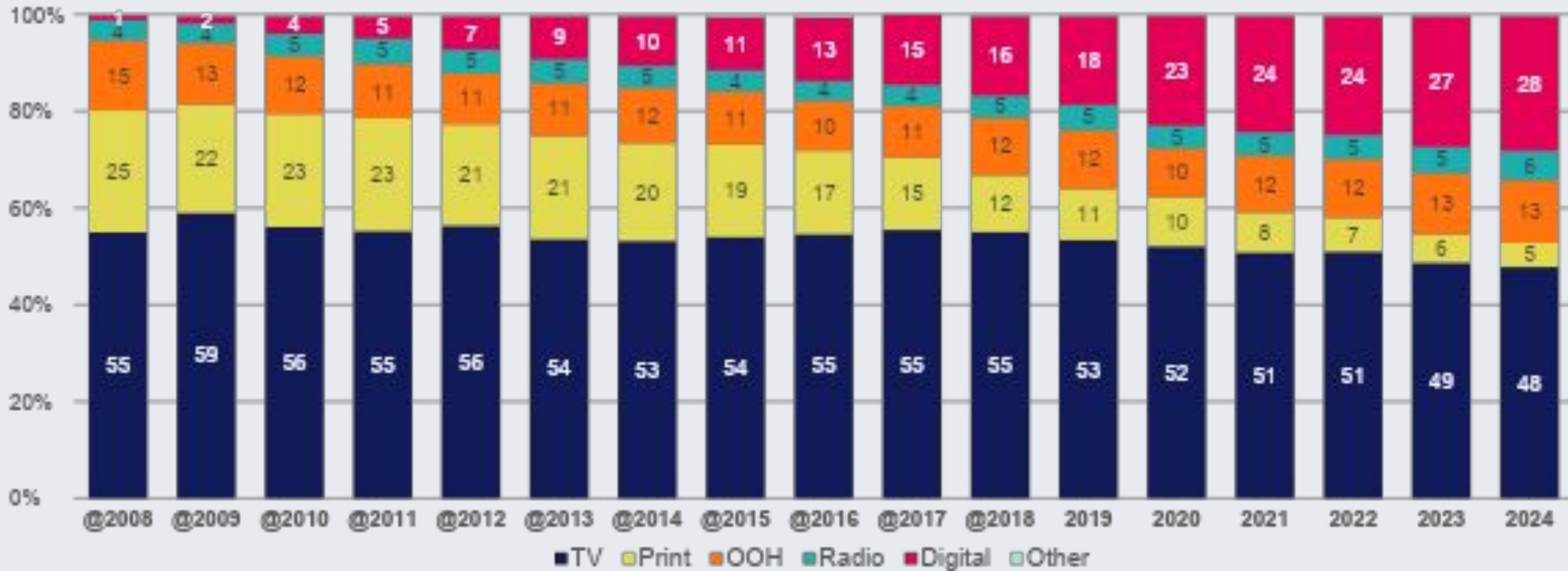
The values refer to mass media budgets, without VAT, production costs and agency discount.

Annual ad spending trend

	TV	Digital	Print	OOH	Radio	Other	Total
2024	131	77	14.4	35	15.4	0.8	274
2023	126.2	70	15	33	14	0.8	259
2023/2024	4%	10%	-4%	6%	10%	0%	6%

* In Mio EUR

Annual ad spending trend



The values refer to mass media budgets, without VAT, production costs and agency discount.

IPSOS ICTech Tracker

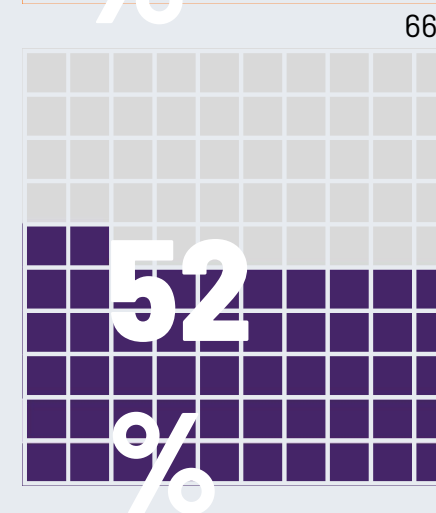
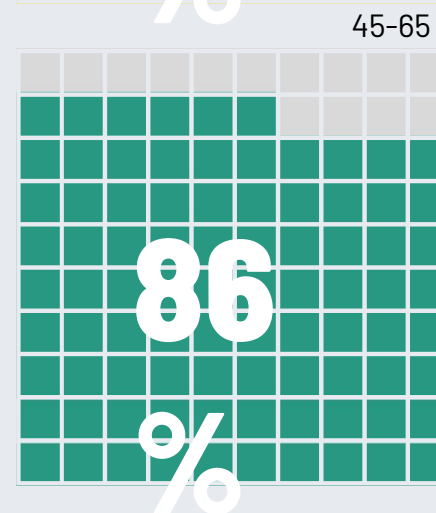
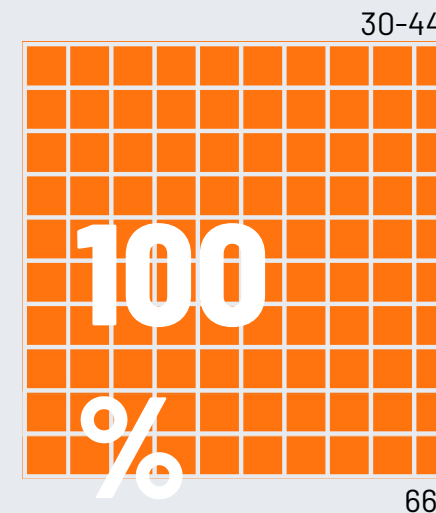
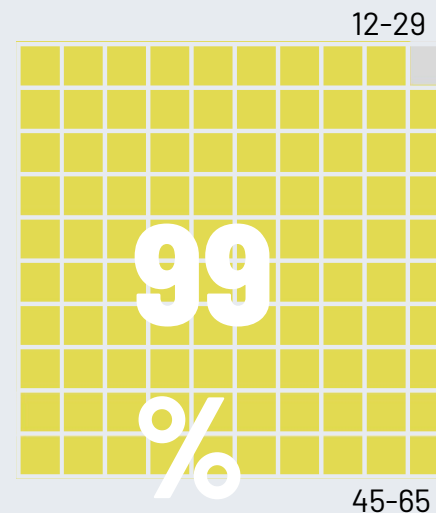
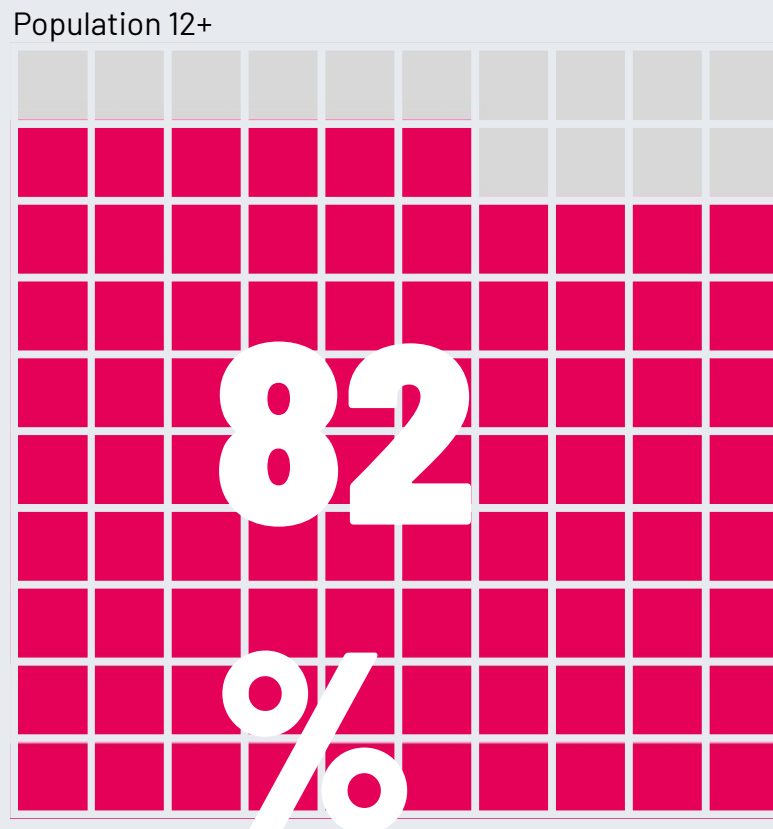
IH 2025.



Internet usage

At the end of the first part of 2025, there was more than 5 million internet users in Serbia, which represents 82% of total population aged 12+.

Nine of ten of all internet users are on the digital network every day.



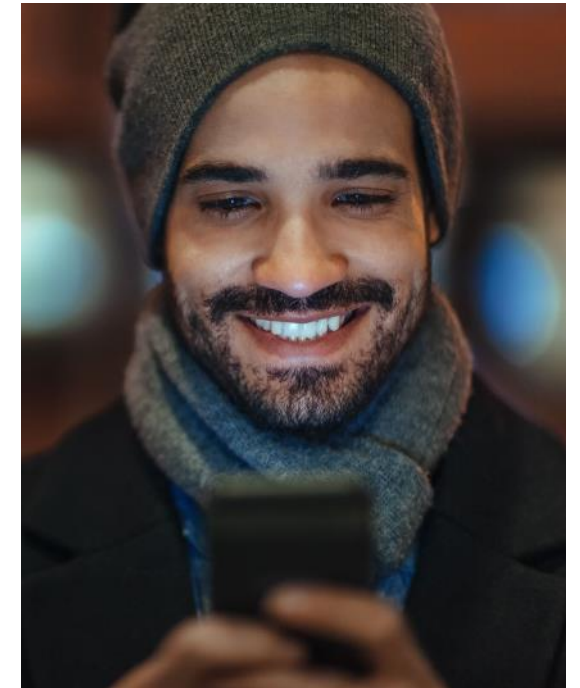
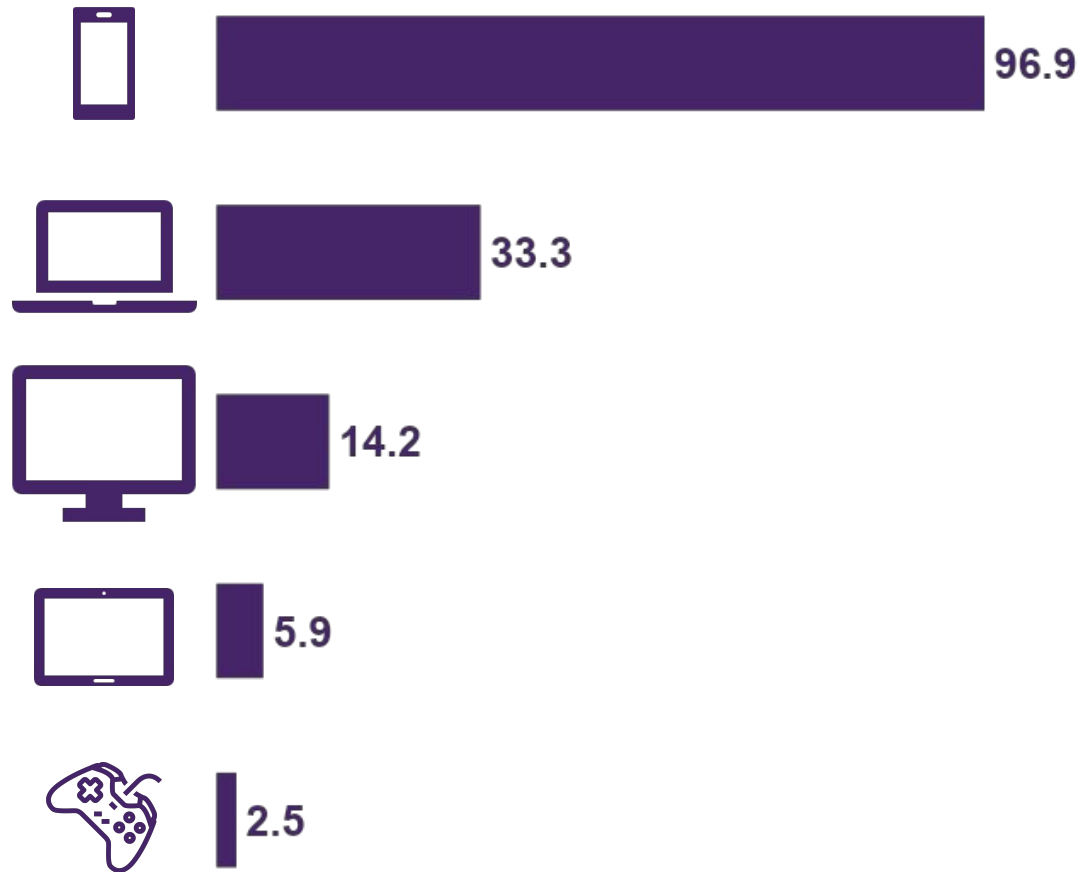
Internet access DEVICE

The dominant device for accessing the Internet is the Smartphone.

Internet access via SmartTV has been growing significantly in the last few years.

The youngest generation of Internet users significantly more often than other age groups access the Internet from all devices (PC or laptop - 48%, Smart TV - 21%).

This generation is also the most common smartphone used as a device for accessing the Internet (96)



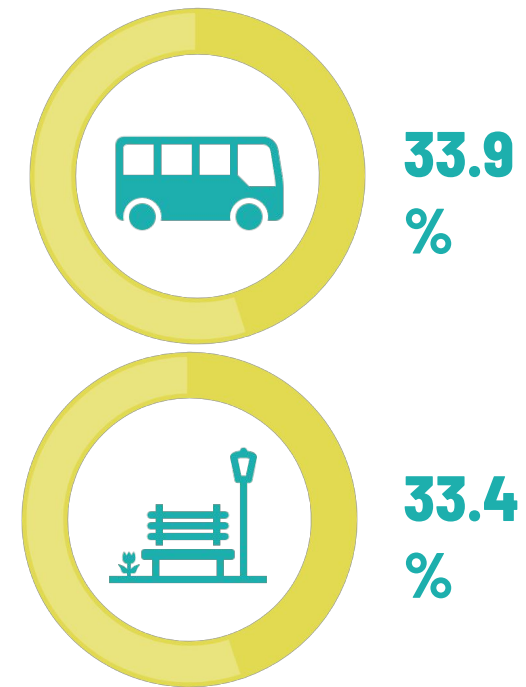
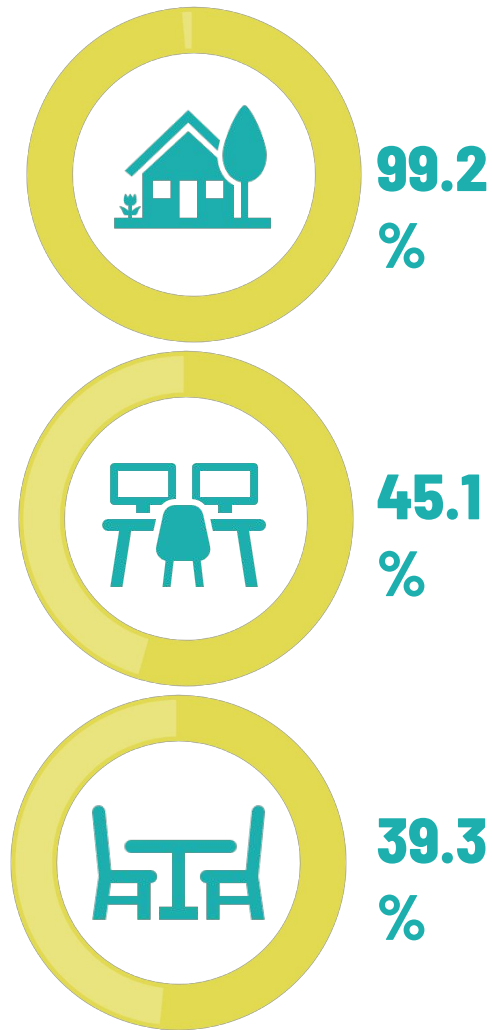
Internet access LOCATION

The majority of Serbian internet users access the internet from home and then at work/school/college (five out of ten).

In public places (cafes, restaurants, shopping centers, sports centers, etc.), the Internet is used by almost 40% of Serbian Internet users.

More than 1/3 of them access the Internet while using public public transport.

Already in the 44 to 64 generation, the frequency of Out of Home internet use is significantly lower, and in the 66+ category it is extremely rare.



SOCIAL NETWORKS & MESSENGERS



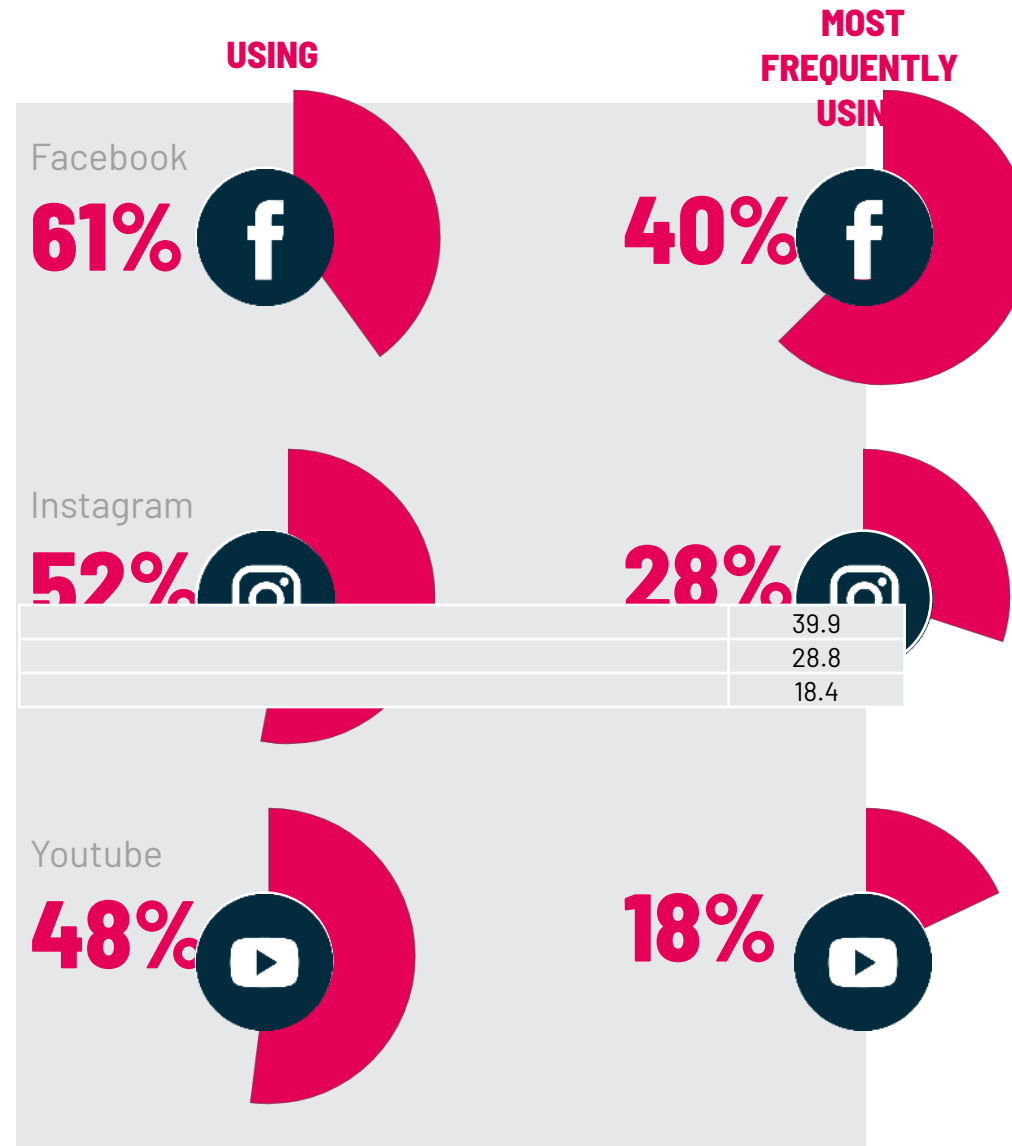
2024.



Social networks

Nine out of ten Internet users in Serbia (85%) are on some social network.

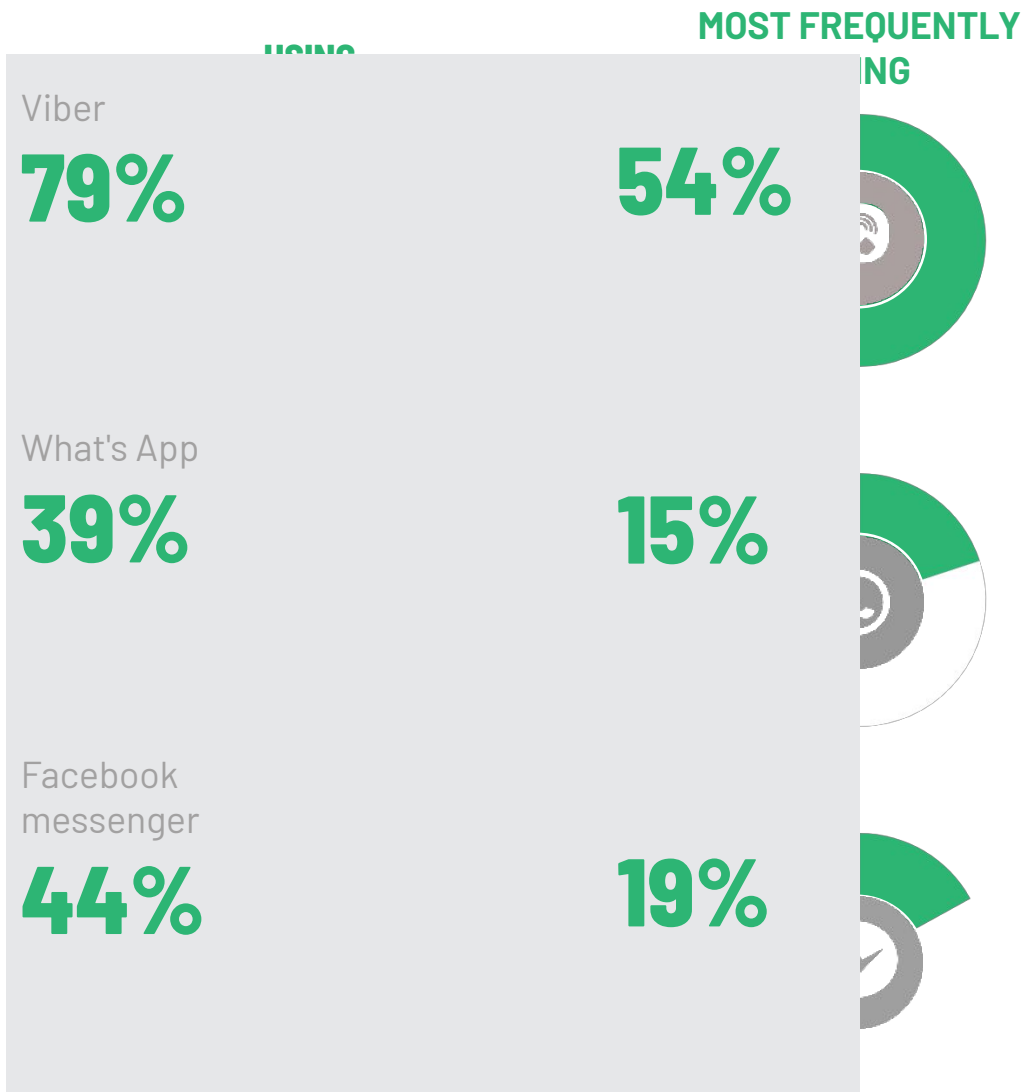
The most widespread among Internet users (over 12 years old) is Facebook, followed by Youtube and Instagram.



Instant messengers

The use of applications for immediate exchange of messages and calls over the Internet is somewhat more widespread compared to social networks, so that this type of communication means is used by 95% of Internet users in Serbia.

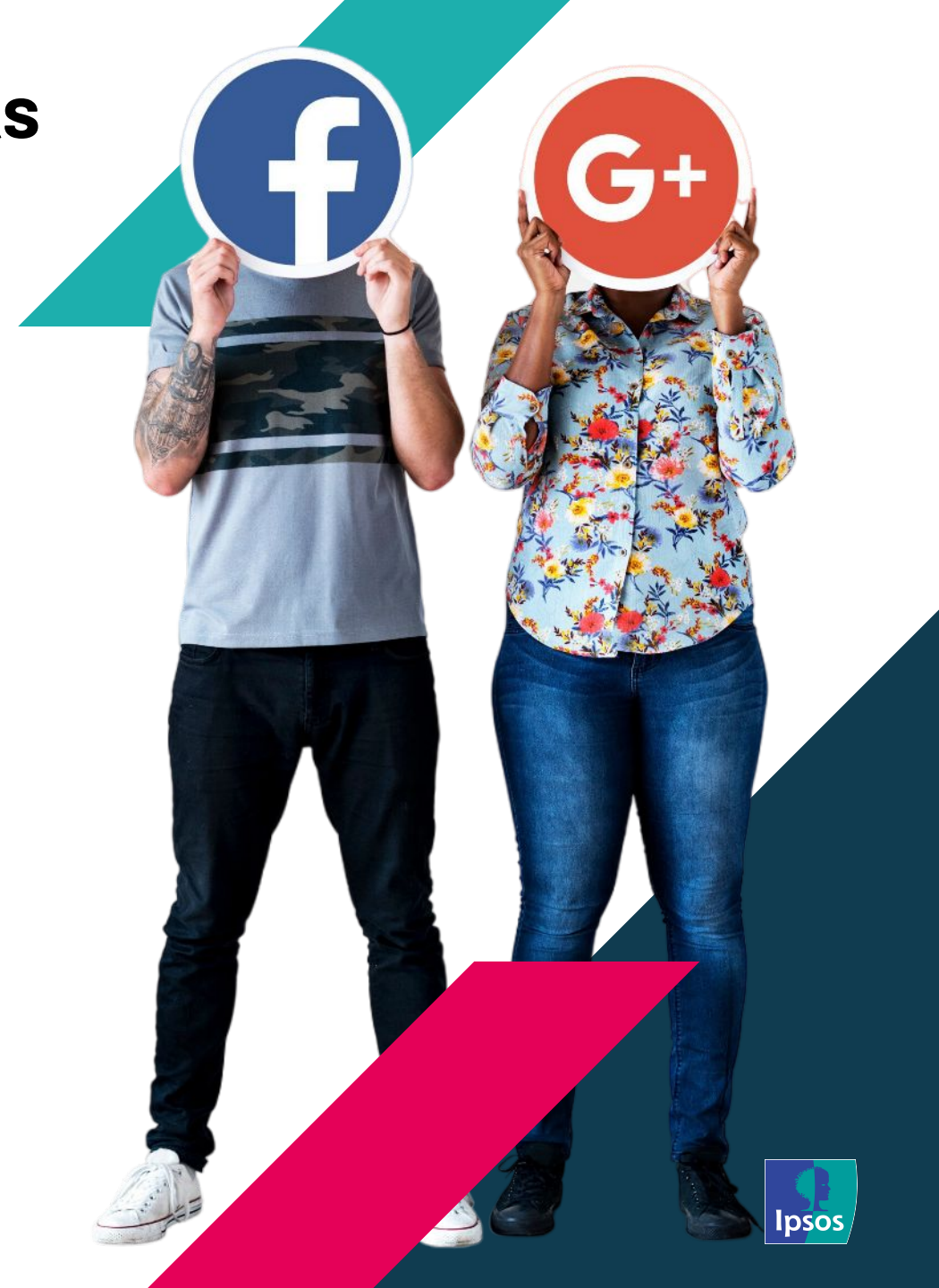
The most widespread among them is the Viber application, which is used by eight out of ten Internet users, followed by What's App and Facebook Messenger.



Average time spent on social networks by generations

Total population	1:56
Generation Z	3:14
Millennials	2:07
Generation X	1:32
Babyboomers	1:21
Silent	1:24

Source: IPSOS ICT Tracker 2025.



THANK YOU

For additional information, you can contact us at: OfficeSerbia@ipsos.com.

