

Appendix A- List of all analyzed portals with an indication of their type, ownership and orientation.

Portal	Type	Ownership ¹	Orientation / Editorial Profile ²
Blic.rs	Online news portal	Private, Ringier Axel Springer	Popular tabloid-style news, sensationalist, mainstream
Danas.rs	Online news portal / daily newspaper (print + web)	Private, United Media	Independent, liberal, pro European, serious journalism
Euronews Serbia	TV channel + online portal	owned by Telekom Serbia	European-focused, informative, international news
N1info.com	TV channel + online portal	Private, United Group / CNN affiliate	Regional, professional, TV-news style, current affairs
Nova.rs	Online news portal	Private, United Media	Tabloid-oriented, opinion-based, critical attitude towards authorities.
Alo.rs	Online news portal / tabloid	Private, company Alo Media System, individual owner	Populist tone, often pro government
Novosti.rs	Online news portal / daily newspaper (print + web)	Private, Novosti AD, Individual ownership	Mainstream, state-friendly, broad news coverage
Telegraf.rs	Online news portal	Private, Internet Group d.o.o.; Individual ownership	Popular, tabloid-style, sensationalist
Kurir	Online news portal / daily newspaper (print + web)	Private, Wireless Media, Individual ownership	Tabloid, sensationalist, populist
Politika	Daily newspaper (print + online)	Mixed, 50% owned by company Media 026 and 50% by the state owned Politika AD	Traditional, conservative, serious, elite readership
b92	Online news portal + radio + TV	Private, Kopernikus Stream T.V., Individual ownership	Tabloid-oriented, opinion-based, not critical of the authorities.

¹ Ownership data has been obtained from legitimate websites engaged in media monitoring in Serbia, such as [Raskrikavanje](#), [Media Ownership Monitoring 2023](#), as well as the [Serbian Business Registers Agency](#).

² The authors assessed the orientation and editorial policies of the analyzed media outlets by relying on existing media analyses, their professional experience in monitoring the Serbian media landscape, and a critical evaluation of published content.

Al Jazeera Balkans	TV channel + online portal	Private, Al Jazeera Media Network	Regional, in-depth, critical, human rights focus
NIN	Weekly magazine (print + online)	Private, elena Drakulić Sekulić is the owner of 99.82% of this company, while the rest belongs to the founders and honorary owners.	Analytical, intellectual, political and social commentary
Novi magazin	Weekly magazine (print + online)	Private, Agenda 2020 doo, Individual ownership	Critical, investigative, political analysis
Nedeljnik	Weekly magazine (print + online)	Private, NIP Nedeljnik doo, Individual ownership	Investigative, analytical, moderate-liberal
RTV	Radio and TV (public broadcaster) + online portal	Public, Republic of Serbia	Public broadcaster, neutral to government-leaning
Pravda.rs	Online news portal	Private, Avala Press, Individual ownership	right-wing opposition tabloid, critical of the authorities that promised EU entry
Radio 021	Radio station + online portal	Private, Emirates Telecommunication Group Company	Local, alternative, youth-oriented
Radio slobodna Evropa	Radio + online portal	state-owned by the United States government	Pro-democracy, human rights focus
Sputnik Srbija	Online news portal	state-owned, Federal State Enterprise Mia Rossiya Segodnya	pro-Russian and anti-Western
Insajder	Online investigative portal	Private, Individual ownership	Critical, Investigative journalism, watchdog role
Mondo.rs	Online news portal	Private, Wireless Media, Individual ownership	Popular, entertainment and general news
Vesti online	Online news portal	Private, Info Media Press DOO	tabloid-oriented portal targeting the Serbian diaspora, with a mix of news and entertainment content and a generally neutral or pro government editorial stance
Beta	News Agency	Private, Ownership is distributed primarily among its founding journalists, each holding equal shares, with a minority stake held by the Media Investment Loan Fund and a few other individuals	editorial autonomy, high journalistic quality

RTS	Public broadcaster: TV, radio, online	Public, Republic of Serbia	Public broadcaster, government aligned
Dnevnik	Daily newspaper (print + online)	Private, Galens Invest DOO Novi Sad	traditional, state-influenced regional daily based in Novi Sad, with a predominantly pro government editorial stance and a focus on local news, politics, and public affairs.
Radio sto plus	Radio + online portal	Private, distributed ownership among media professionals with minority institutional stake	Popular local radio, entertainment and news mix
DW	International TV + online service (German public broadcaster)	a branch of the German state-owned public broadcaster, with content distributed locally through independent partners in Serbia	International, objective
BBC news na srpskom	International TV + online service (British public broadcaster)	part of the BBC World Service, a publicly funded British state broadcaster	International, impartial,
Južne vesti	Local news portal	privately owned by its founders and a small group of individual investors, primarily media professionals.	Editorial policy is independent, focusing on local issues and professional standards
Indeks online	Regional news portal	Private, EMEDIA GROUP Novi Pazar	The portal focuses on news, politics, community issues, and civil society topics, promoting tolerant communication and respect for cultural, ethnic, gender, and other differences.
Bloomberg Adria	Online news portal / finance and business	licensed joint venture with Bloomberg Media, operated locally by Telekom Srbija's affiliate	Business, finance, market oriented
Biznis.rs	Online news portal / business	Private, INFO BIZNIS.RS DOO	Business-focused, economic news
Radar	Online investigative portal	Private, United Media	Investigative journalism, critical
Velike priče	Online magazine / investigative journalism	Private, Individual ownership	subscriber-supported digital platform

SEEbiz	business-focused online portal	Private, ownership details not found	Business, regional economic news
Nova ekonomija	Specialized business journal	Private, Business Info Group	operating independently from political or corporate interests and sustained by subscriptions, advertising, and project funding
PC press	Specialized IT magazine	Privately owned by its founders	Technology-focused, IT news
Glas Zaječara	Local online news portal	Private, PR Kompas Media, Individual ownership	Local news, community-oriented
Forbes	Licensed edition of the global business media brand Forbes	Private, partnership with United Media	Business, entrepreneurship, economic analysis
Glas Šumadije	Local online news portal	Private, Individual ownership	Local news, community-oriented
Peščanik	Independent online investigative portal	Private, ownership details not found	funded by donations and projects, with no commercial or political affiliations
Sandžak press	Regional online portal	ownership is unclear	the outlet is often associated with political and religious structures in Sandžak
Glas Amerike	International radio + online service (US public broadcaster)	part of the U.S. government-funded international media service that broadcasts in Serbian	Pro-democracy, impartial international news