



**Studio B p.c.,  
BEOGRAD**



## General Information

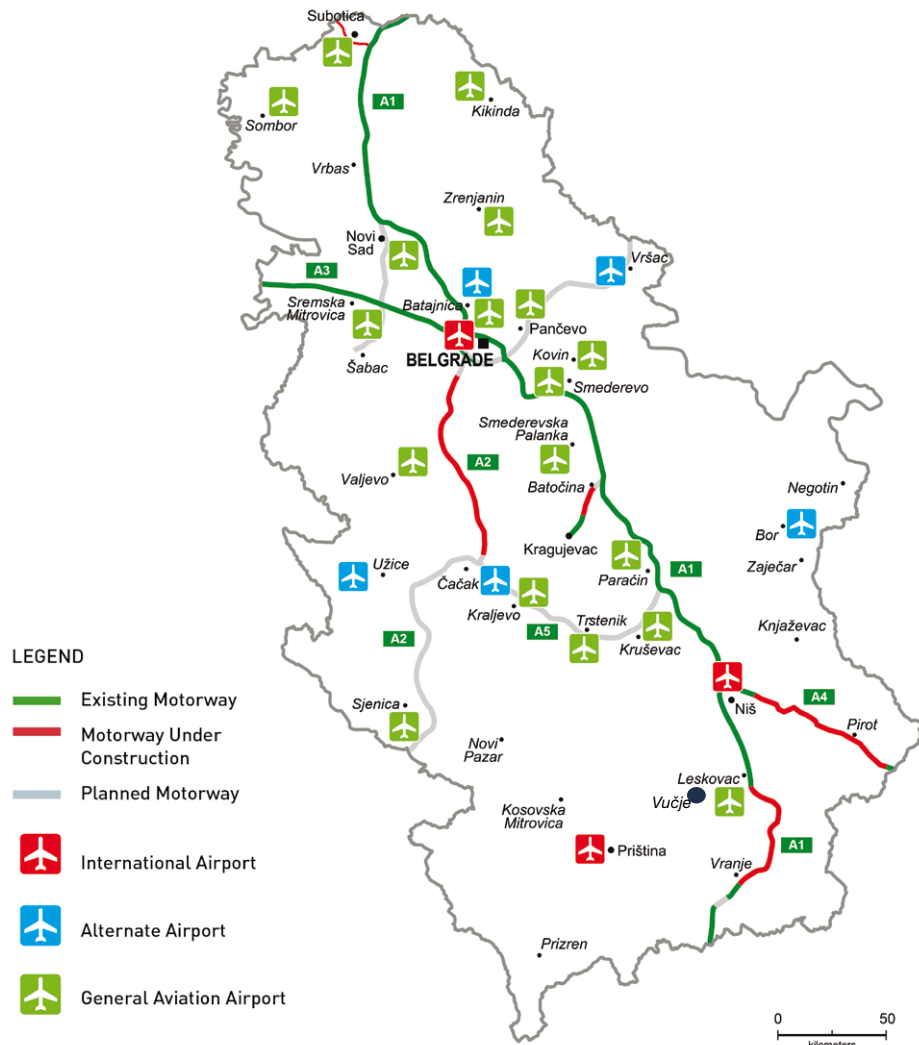
Full legal name	Studio B p.c., BEOGRAD
Address	Masarikova 5, Belgrade
Identification Number	07010109
Core activity	Production and broadcasting of television programs
Foundation Year	1972
Number of Employees	243



### Capital structure (in%)

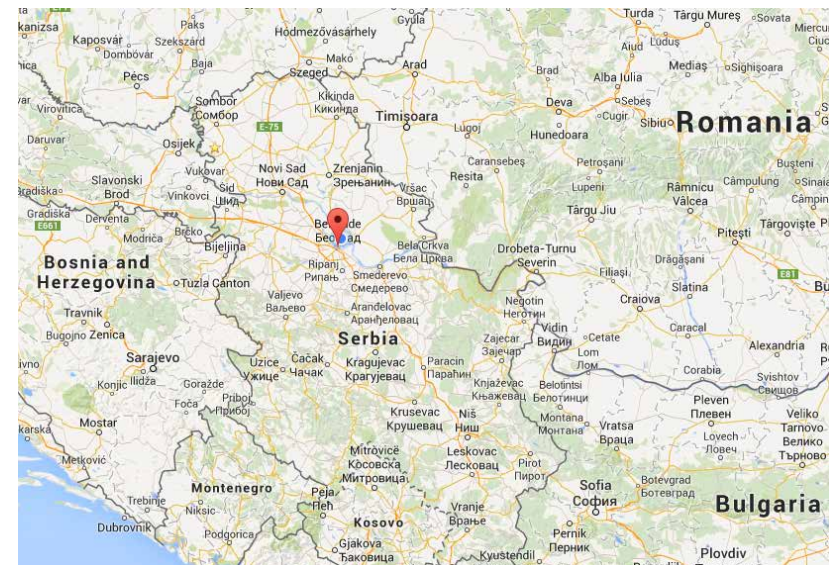
Socially-owned	100.00
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# General Information



## Distance form the Company to:

Belgrade	0 km
Regional Center	0 km
Main road	0 km
Port	0 km
Railway	0 km





# Location



Pan-European Transport Corridors

Geographical location of Studio B p.c., BEOGRAD is of strategic importance in the market area of southeaste Europe and provides opportunity for intensive bussines cooperation.



# Tradition



Radio Studio B was founded in 1970 as the first stop off the national electronic media. The editorial policy was completely revolutionary at the time - the city radio with lots of music and a three-minute conversation between two music tracks. Already in 1971 launched the second program on medium waves, primarily focused on music, with news on the hour. Later, he launched the third program, for classic music, and by production of gramophone records and production of TV commercials.

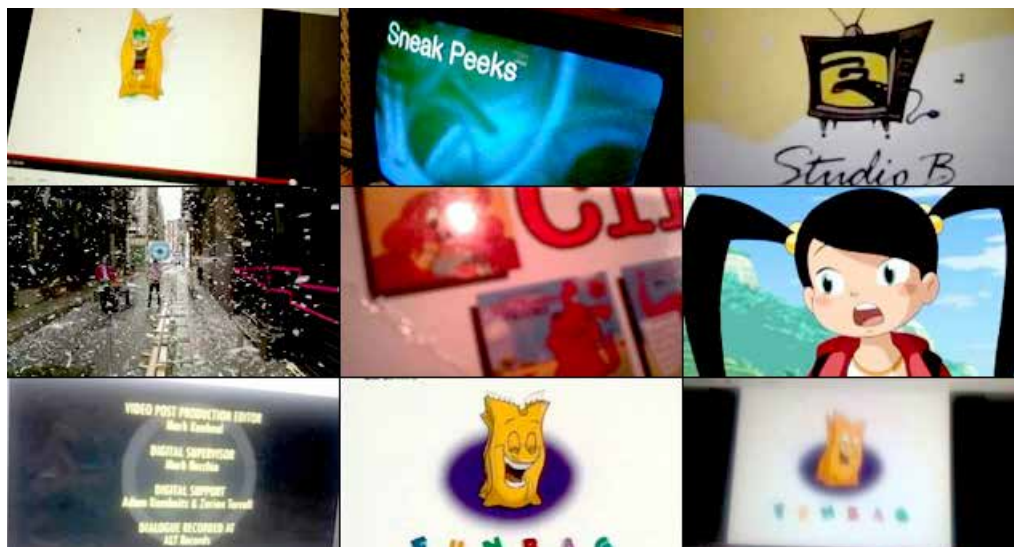
In the eighties of the 20th century, the trademark of Studio B was a poet and writer Dusko Radovic. Dusko Radovic has created a logo of Studio B.

Since 1996 the foundation rights over Studio B assumes City Assembly of Belgrade (then under control of socialists), thereby the right to nominate the management, which led to the departure of a number of well-known journalists. Some of them returned in 1997 after the change of city authorities, but then again there was a large political interference in their work, which culminated on 17 May 2000. He then armed police action Studio B is busy, disbanded The former editorial team and brought the pro-regime media journalists .

Today, the Studio B consists of TV Studio B and Radio Studio B.



# TV Studio B



24-hour program, with news, contact and talk-show programs, music, films, TV series and documentaries.

UHF channels - transmitter location:

- 53 Beograđanka
- 49 Košutnjak
- 32 Pančevački put
- 40 Kosmaj
- 51 Torlak



# Radio Studio B



24-hour program, with news, contact and talk-show programs and mainstream music.

VHF frequencies - transmitter location:

- 105,4 MHz Beograd - Kosmaj
- 100,8 MHz Beograd - Torlak
- 99,1 MHz Beograd - centar





# Certificates



**Quality assurance certificate ISO 9001**

Quality assurance certificate ISO 9001.



# Installed Capacity



Machine (Production line)	Unit	Installed capacity
AUDIO MATRIX VAM 1616 VA 2 1x16		
AUDIO MIXER YAMAHA IM8 40 with power supply		
CAMERA SONY DSR-PD175P		
MOBILE STUDIO DV-MS-500		
Camera lenses DIGIPOWER AT2 / FUJINON A10x4.8BEZD-T28		
RECORDER SONY DSR 1800 P DV CAM		
TELESCOPIC CRANE FOR REMOTE UPR.PORTA JIB CONVERSION KIT		
VIDEO MIXER ECHOLAB OPERA 16IN / 8OUT, CLASSIC PANEL 7, SAMS MSG SINH		

# Land/Buidings



Location	Land (m2)	Buildings (m2)
Borca (agricultural land)	16428	
Part of a business building in Belgrade Palace		35
Building to accommodate the transmission installations		119,5
Building to accommodate the transmission installations		72
Building for broadcasting facilities		42
Concrete slab - the foundation of the transmitter		53,05





# Realization



## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	100.00
Wholesale	0.00
Retail	0.00
Intermediaries	0.00



# Organization



## EMPLOYEES



### Number of employees

Working	238
Paid leave	0
Unpaid leave	1
Other (sick leave, vacation, etc.)	0
<b>TOTAL NUMBER OF EMPLOYEES</b>	<b>239</b>

### Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	1	35	54	69	37	26	19



### Average salaries

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	000	000
2012	000	000
2013	000	52.237





# Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS			16.316.862.16
NON-CURRENT ASSETS			1.066.505,39



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).

# SWOT Analysys

## **STRENGTHS:**

Tradition, good image, recognizable brand (name and logo), city media service, years of experience in the production of television and radio programs.

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## **OPPORTUNITIES:**

Introduction of new programs, taking leadership in urban news program, the introduction of new technologies (software, live streaming extension).

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## **WEAKNESS:**

Limitations on local fervency, outdated technology and equipment (lighting, sound, editing, software, etc.), lack of viewership, an insufficient number of clients to advertise on Studio B.

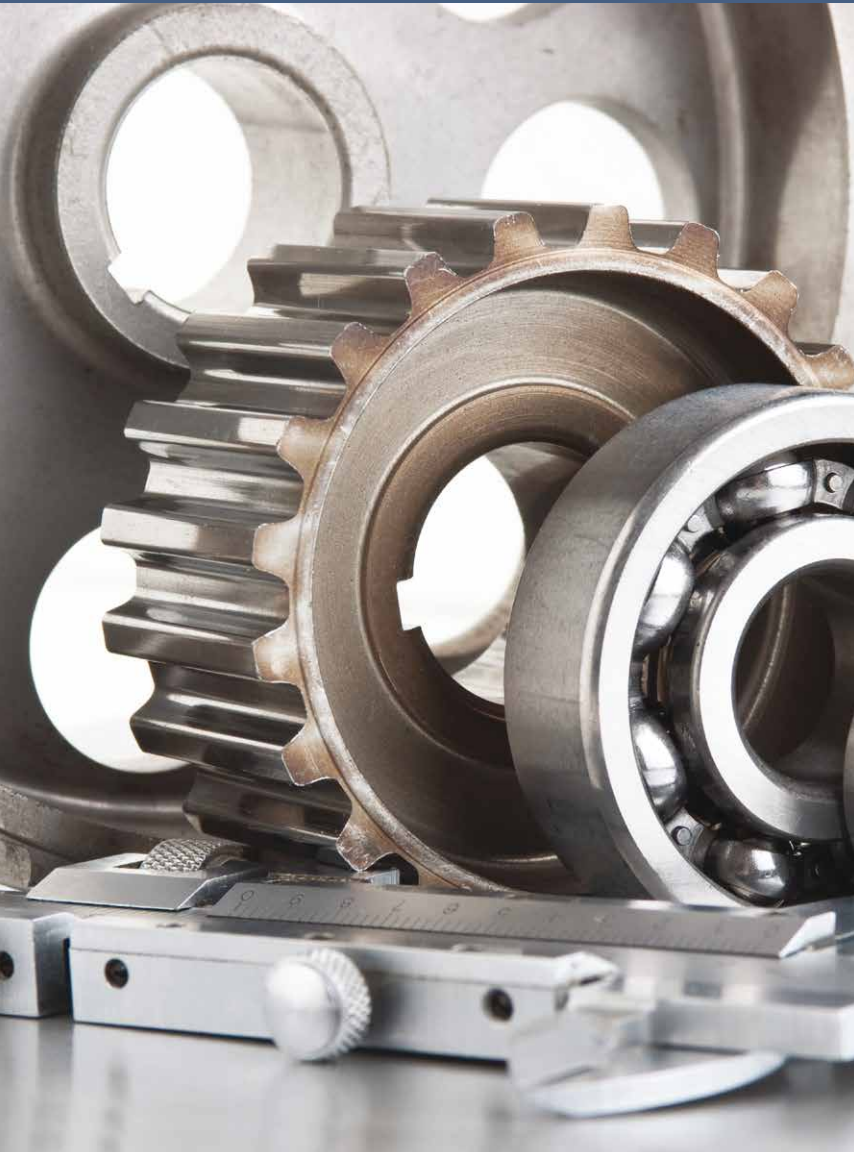
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## **THREATS:**

Lack of development strategy, competition with other tv, modern technology (equipment) and lower production costs, dependence on funding, inadequate own walk, difficult economic situation.



# Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey

# Contact



**PRIVATIZATION  
AGENCY**

Republic of Serbia

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