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Živković Samardžić Advises Antenna Group on Sale of Its Media Operations in Serbia and Montenegro to Kopernikus Corporation

Živković Samardžić, one of the Serbia's leading full-service independent law firms, has advised Antenna Group, which owns Prva TV, O2 TV, Prva TV Montenegro, Play Radio, six cable channels and [Prva.rs](#), [o2tv.rs](#) and [b92.net](#) web portals, on sale of media operations in Serbia and Montenegro to Kopernikus Corporation for EUR 180 million. The change of the ownership rights is now before the regulatory authorities of Serbia and Montenegro.

At the end of 2009, the Antenna Group took over Fox television in Serbia and in September 2010 changed its name to Prva Srpska Televizija. At the time of the purchase of Fox television in Serbia in 2009, the station had only four percent of the market share, and today, eight years after investments and continuous expansion of the business, the company has 45 percent of the market share.

The Antenna Group, which was founded in 1988, is an international media group with a portfolio of various media operations in over 20 countries in Europe, North America and Australia.

Kopernikus, which was established in 1998, provides cable television and broadband services through cable and optical internet facilities.

Živković Samardžić team that has advised Antenna Group on sale of its media operations in Serbia and Montenegro to Kopernikus Corporation consisted of Nebojša Samardžić, Branislav Živković and Igor Živkovski, Partners and Sava Pavlović, Senior Associate.