

Plug-in Failure

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[PINK MEDIA GROUP Links](#)

- [Pink International](#)
- [Klik Pink](#)
- [Pink BH](#)
- [Pink M](#)
- [PFI](#)
- [City Records](#)
- [Airpink](#)
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[PRESS RELEASES](#)

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Biography: Zeljko Mitrovic, Pink International Company, President And Chief Executive Officer

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Pink Films International Studios Celebrates Seven Years of Success

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→ [February 14, 2017](#)

High International Standards of the Air Pink Company Winning the Global Market

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TV PINK DOMINATION AS THE MOST WATCHED TELEVISION AMONG COMMERCIAL BROADCASTERS CONTINUES

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SERBIAN GOVERNMENT SUPPORTS FOREIGN PRODUCTIONS WITH A 15% CASH REBATE

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→ [November 08, 2010](#)

LEAD ACTORS IN SCI-FI FEATURE "ZONE OF THE DEAD," CO-PRODUCED BY PFI, AWARDED AT SOUTH AFRICAN HORRORFEST

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ABOUT US

- GROUP PROFILE MISSION STATEMENT HISTORY FACT SHEET FACILITIES

HISTORY



Zeljko and Milica Mitrović

The Pink Media Group has its antecedents in a small music recording studio founded by Zeljko Mitrovic in 1988. Capitalizing on the studio's success, Pink expanded into radio broadcasting. In the mid-1990s, TV Pink, a commercial television station, was launched. TV Pink rapidly became the leading television broadcaster in Serbia.

Pink's clear focus and strict adherence to its philosophy have driven PMG's successful expansion into complementary business sectors and new geographic markets that support the core entertainment businesses.

Major Milestones:

- 1988 - Founding of Pink's first venture, a music recording studio.
- 1993 - **Pink International** established with the launch of a privately-owned commercial radio station: **Radio Pink**.
- 1994 - Launch of **TV Pink**, a commercial entertainment television station.
 - **Media System** formed to provide production and marketing support to TV Pink and external clients.
- 1996 - TV Pink achieves second overall ranking in Serbia and expands to cover 65% of households in the country.
- 1998 - TV Pink achieves number one overall ranking in Serbia.
 - **City Records**, a new recording label, is added to the group and quickly emerges as the strongest label in the region.
- 1999 - Pink International licenses **Pink Plus** to Media System GmbH, a satellite television channel to reach viewers all over the world.
- 2002 - Establishment of **Pink M**, a terrestrial television station in Montenegro, which quickly gains dominant market share in its territory.
- 2003 - **Pink Extra**, a second satellite channel, is launched, expanding the viewer audience in Europe.
 - Television **Pink BH** begins broadcasting in Bosnia and Herzegovina.
- 2004 - **Airpink** is established to provide executive charter services for private individuals and businesses.
 - Pink International co-produces Serbia's single-largest box-office hit, *We Are Not Angels 2*.
- 2005 - **Pink Digital System (PDS)**, a CD/DVD replication and manufacturing facility, starts operations.
 - Pink BH broadcasts country-wide and achieves a leading market position.
 - Construction of the **Pink Films International (PFI)** motion picture studio complex begins with completion scheduled for mid-2007.

→ **September 30, 2009**

„ZONE OF THE DEAD”
IN OFFICIAL
SELECTION AT
SITGES, SPAIN

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→ **August 29, 2009**

“ZONE OF THE DEAD”
AWARDED AT
NATIONAL FESTIVAL
OF ACTORS’
ACHIEVEMENT IN
NIS, SERBIA

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[PRESS](#)



Los Angeles Times
BUSINESS
May 10, 2008

