



- ▶ FILM STUDIOS
- ▶ TERRESTRIAL TELEVISION
- ▶ CABLE TELEVISION
- ▶ SATELLITE TELEVISION
- ▶ RADIO
- ▶ MUSIC RECORDING
- ▶ CD/DVD REPLICATION
- ▶ BUSINESS AVIATION



- ▶ PINK MEDIA GROUP Links
- Pink International
- Klik Pink
- Pink BH
- Pink M
- PFI
- City Records
- Airpink
- Pink Online
- ▶ PRESS RELEASES

CORPORATE COMMUNICATIONS

- PRESS RELEASES PMG COMPANY LOGOS PHOTOGRAPHS CONTACT INFO

Print

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PINK MEDIA GROUP

BIOGRAPHY: ZELJKO MITROVIC, PINK INTERNATIONAL COMPANY, PRESIDENT AND CHIEF EXECUTIVE OFFICER

Biography - business ventures and investment, achievements, philanthropy and humanitarian initiatives, music and art influences, honors and awards.

Zeljko Mitrovic (born on May 31st, 1967) is a media magnate, internationally renowned entrepreneur, investor, philanthropist and CEO and founder of [The Pink Media Group](#) (PMG), the largest media company in the Southeast Europe. He is also a member of the Serbian Group of the [Trilateral Commission](#), a non-governmental, non-partisan discussion group founded by [David Rockefeller](#), with the mission to foster substantive political and economic dialogue across the world.

Business ventures and investment

The Pink Media Group (PMG) is the largest, private commercial broadcast entertainment and media group in Southeast Europe, consisting of Pink International Company, Air Pink, Pink Films International (PFI), Pink BH, Pink M, City Records and Pink Digital. The Pink Media Group has expanded throughout more than two decades of experience into many diverse sectors – from filmed entertainment production, radio and television broadcasting, satellite TV production, music recording, optical disc media replication to executive VIP aviation services.

Mitrovic has challenged himself with many record breaking adventures. In 1988, Mitrovic had founded one of the first music recording studios in Serbia. He opened a radio station in 1993, followed by a TV station in 1994. TV Pink became the most popular commercial TV in the country.

Later on, Zeljko founded the music publishing house **CITY Records**, which has millions of CDs sold and more than 500 performers under its label today. After launching satellite program, Mitrovic launched **TV Pink Montenegro** in 2002 and **Pink BiH, in Bosnia and Herzegovina** a year later.

The Pink International Company is the leading commercial radio (Radio Pink) and television (TV Pink) broadcasting company in Serbia, setting the standards for the broadcast market.

Today, the Pink Media Group owns additional 5 broadcast channels in the networks of the biggest cable operators in Serbia, Montenegro and BiH. By the end of 2014, Mitrovic rounded up his program with more than 52 various profile channels – from music, movie blockbuster, educational to fashion channels, to name a few.

Zeljko included a subsidiary in the Pink International Company: the PFI – **Pink Films International** – a unique film production complex catering the most exciting producers of blockbusters and TV shows. The PFI Studios are one of the largest and most modern studio complexes in Europe, offering a fully integrated turnkey service for international and television production. In May 2008, [Los Angeles Times](#) conducted an interview with Zeljko and wrote about his new project, a 452,000-square-foot film studio complex boasting state-of-the-art sound stages and production facilities.

In 2004, Zeljko founded a business jet airline **AIR Pink**, which has established itself today as a leading East Europe private airline. The [Air Pink](#) business jet airline, one of seven companies under the [Pink Media Group](#), had recently extended its eleven airplane fleet with three new Cessna XLS+ aircraft. The [Airpink](#) specializes in VIP and corporate executive aviation services, with the high standards of the Air Pink company winning the global market.

Zeljko’s understanding of the global digital revolution and the digital demand to create the digital change by creating the digital team of architects of new digital reality, led Zeljko to create a new, digital company of the [Pink Media Group](#). The **Pink Digital** Company is becoming a leading regional provider of digital communications that bridges the difference and gap between cutting - edge digital creative ideas, products and technologies. The Digital Media System is working on the constant improvement of digital technologies, following the contemporary digital trends, creating a new digital growth strategy, identifying market opportunities and taking advantage of their potential for new projects.

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- Biography: Zeljko Mitrovic, Pink International Company, President And Chief Executive Officer
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- **January 25, 2017**
- TV PINK DOMINATION AS THE MOST WATCHED TELEVISION AMONG COMMERCIAL BROADCASTERS CONTINUES
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- **March 25, 2011**
- SERBIAN GOVERNMENT SUPPORTS FOREIGN PRODUCTIONS WITH A 15% CASH REBATE
- ▶ More
- **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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Pink Digital Media System has created applications, such as [Pink.rs](#), [KlikTV](#) thus far, with the parallel development of new applications that will be launched on the market, soon.

→ **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

More

PRESS



Los Angeles Times
BUSINESS
May 10, 2008



Philanthropy and humanitarian initiatives

The Pink Media Group is supporting various actions and initiatives throughout the years, with “[Stop the violence](#)” initiative being one of the latest. Mitrovic has devised entrepreneurial ways to inspire positive change in the country and region. At the age 17, Mitrovic was one of the best mathematicians; he attended mathematical Society "Archimedes" formerly known as Club young mathematicians "Archimedes", a specialized professional society in the field of education, assembling primarily gifted young mathematicians. Today, Mitrovic is supporting many initiatives to assist the youth, ranging from talented mathematicians, scientists to the individuals with special artistic talents.

Music and art influences

Zeljko was recognized as one of the most talented bass guitar players of his generation. Since an early age, Zeljko Mitrovic expressed his music talent and attended the music school. Zeljko founded “[Oktobar 1864](#)” rock band. Despite the fact they were praised by both fans and critics, and had so many famous music hits, the band members decided to end their activity in 1992.

In 2011, the "Crni ples" number was polled one of 60 greatest songs released by [PGP-RTB/PGP-RTS](#) during the sixty years of the label's existence by the listeners of [Radio 202](#).

Twenty years later, Zeljko formed Berklee Groove band, named by his favorite jazz college [Berklee College of Music](#).

In 2016, the Pink Media Group celebrated the 22nd anniversary with the gala party, with Golden Age era theme. Mitrovic presented and performed the new song “[Marina](#)” with his band Berklee Groove.

Honors and awards

In 2015, Mitrovic received the "Golden Chain" award from the Cultural and Educational Community of Belgrade for lasting contribution to culture.

In 2014, Karic foundation awarded Mitrovic for outstanding achievements in the sphere of the media, television and film production.

In 2012, Mitrovic was awarded by The Man magazine, in the category “Self-made man.”

In 2006, Zeljko Mitrovic, received the "Manager of the Year" award from the Belgrade Chamber of Commerce (BCC) for the achievement in the growth and development of the Pink Media Group, as one of the strongest and most influential media/entertainment businesses in Southeast Europe. The Chamber's annual awards are bestowed for exceptional results in production and other fields of business activity, for extraordinary contribution to the development and improvement of Belgrade's economy, for long-term work in the economy and for contribution to public communication of results in the economy.

References and external links

“[Zeljko Mitrovic: Srecan sam zbog nagrade](#)”, Hello, March 2012

“[Sledi nam sezona decenije](#)”, Večernje novosti, August 2015

“[Još jedan show Željka Mitrovica na Pinku](#)”, Blic, September 2015

[22 Years Pink Anniversary Gala Party](#), You Tube, September 2016

Zeljko Mitrovic, [Pink Media Group](#)

Zeljko Mitrovic, Advisory board, [East West Bridge](#)

[High International Standards of the Air Pink Company Winning the Global Market](#), PMG, February 2017

[TV Pink domination as the most watched television among commercial broadcasters continues](#), PMG, January, 2017

“[Serbian media tycoon is chasing big-screen dreams](#)”, Los Angeles Times, May 2008

Zeljko Mitrovic [Pink Media Group](#)

Zeljko Mitrovic, Advisory board, [East West Bridge](#)

[High International Standards of the Air Pink Company Winning the Global Market](#), PMG, February 2017

[TV Pink domination as the most watched television among commercial broadcasters continues](#), PMG, January, 2017

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