

2008 Eurovision: An Economic Win for Serbia

Last May, Belgrade successfully hosted the 2008 Eurovision Song Contest, benefiting commercially and economically and attracting tourism to Serbia. Organizing the contest cost Serbia € 21 mln. The national radio and television (RTS) spent € 8.5 mln, while the state gave RTS more than € 10 mln to purchase high-definition equipment. The city of Belgrade alone invested € 2 mln...

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