Dear Rakuten TV, mr. Mikitani,

We are writing to express our most vigorous protest and profound concern regarding the recent promotion of lyrics associated with the aggression and genocide in the Republic of Bosnia and Herzegovina. It has come to our attention that such lyrics have been used in promotional materials for Novak Đoković, covered by Rakuten, and we would like to seek clarification on your company's stance on this matter. The rendition of a warmongering hymn of Serb extremist forces, "Mars na Drinu," was a scandalous insult to the victims of aggression and genocide in the Republic of Bosnia and Herzegovina.

Serb extremist forces used this particular warmongering song to inspire ethnic and nationalist hatred against non-Serbs. It was used as a tool to encourage the murder and rape of thousands of non-Serb civilians, culminating in genocide in Srebrenica, Zepa, and elsewhere in the Republic of Bosnia and Herzegovina.

A chilling example of this comes from the US State Department's Seventh Report on War Crimes in the Former Yugoslavia:

"Day and night, soldiers came to the house, taking two to three women at a time. There were four to five guards at all times, all local Foca Serbs. The woman knew the rapes would begin when 'Mars na Drinu' was played over the loudspeaker of the main mosque. ('Mars na Drinu,' or 'March on the Drina,' is reportedly a former Chetnik fighting song that was banned during the Tito years.) While 'Mars na Drinu' was playing, the women were ordered to strip, and soldiers entered the homes, taking the ones they wanted. The age of women taken ranged from 12 to 60. Frequently, the soldiers would seek out mother-and-daughter combinations. Many of the women were severely beaten during the rapes."

It is deplorable that the same song echoed in promotional materials for Novak Đoković covered by Rakuten. It is unbearable for victims to see promotional materials for Novak Đoković, covered by Rakuten, be used to perform a warmongering song under which the war crimes and genocide in Bosnia and Herzegovina have been committed.

Mr. Mikitani, we urge you, Rakuten, to issue a public apology to all the victims of war crimes in the Republic of Bosnia and Herzegovina committed in the name of Serbian nationalism.

The use of lyrics that have a history linked to genocide and ethnic cleansing, as determined by multiple judgments of the International Tribunal, is highly distressing and offensive to many. It is crucial that organizations like Rakuten TV, which are influential and have a global reach, take a responsible approach when it comes to the content they promote.

We kindly urge Rakuten TV to disassociate from such offensive material publicly and clearly state your commitment to ethical and responsible content promotion. This would be a responsible action and a step towards fostering a more inclusive and respectful environment.

We look forward to your response on this critical issue.

Sincerely,

Dr. Emir Ramic

Director of the Institute for Research of Genocide Canada