



COUNTRY REPORT

BULGARIA

**CEM**

**СЪВЕТ ЗА ЕЛЕКТРОННИ МЕДИИ  
COUNCIL FOR ELECTRONIC MEDIA**

## INSTITUTIONAL RENEWAL

- Appointment of *Ms. Kadrinka Kadrinova* to the Council
- Chairpersons in 2024: *Momchilova* (until April), *Naplatanova*, *Veleva*
- *Milen Mitev* re-elected as *Director General of BNR*

## MEDIA MONITORING

- 14,000+ hrs TV, 8,500 hrs radio, 870 hrs online content reviewed
- Key topics: Ukraine, Middle East, elections, surreptitious ads, reality TV, minorities
- 3 national elections monitored, 68 formal submissions to CEC
- Discussion hosted: 'Elections, Media, and Social Networks'

## MEDIA LITERACY

- Campaign: 'Verify Before You Trust!' with Ministry of Culture
- National survey: 1,300+ children/parents on media use
- Smartphones most used for video; TV most watched overall
- Screen time guidelines shared with schools and kindergartens

## INTERNATIONAL ENGAGEMENT

- Participation in ERGA transition to EBMS
- Involved in AVMSD, EMFA, DSA, AI Act, political ads, FIMI
- Active in EPRA and national content oversight exchanges
- Support to MFA on human rights reporting
- Continued work under US–Bulgaria MoU on disinformation
- Event: Media Freedom Act (Sofia) with broad stakeholder participation

## PUBLIC EVENTS & PARTNERSHIPS

- Participated in events by ABRO, UNICEF, CSD, Sofia Info Forum
- Early 2025 events: Sofia University panel, influencer training (NSS), AI roundtable
- Open to deeper regional cooperation

## REGULATION & OVERSIGHT

- Supervising 96 TV, 54 radio, and 63 on-demand services
- New licence renewal cycle launched
- 45 court hearings, 37 sanctions (hate speech, misleading content, non-compliance)
- MoU signed with NSS on advertising and surreptitious communication

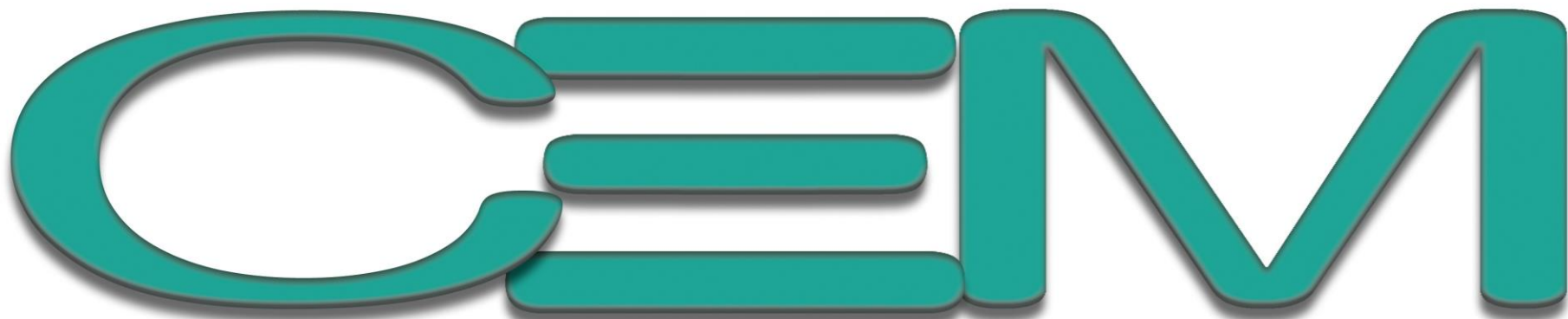
## INSTITUTIONAL CAPACITY

- Training in cybersecurity, public administration, financial management
- 4,500+ official documents processed
- 121 decisions, 43 meeting records, 17 court rulings published



## CONCLUSION AND RECENT UPDATES

- CEM remains committed to media freedom, pluralism, child protection
- Guided by principles of democratic governance and EU values
- Early 2025 activities: AI roundtable, influencer training, academic discussion.



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**THANK YOU FOR YOUR ATTENTION!**