

СЪВЕТ ЗА ЕЛЕКТРОННИ МЕДИИ
COUNCIL FOR ELECTRONIC MEDIA

Country Report – Bulgaria

BRAF FORUM, SEPTEMBER 2025

Institutional Developments

- ▶ **Dr. Simona Veleva elected Chair** (22 April 2025, one-year term)
- ▶ **New procedure for election of BNT Director-General** → vote
scheduled: 16 October 2025
- ▶ **Semi-annual report of BNR Director-General adopted** (July 2025)

Monitoring

- ▶ **Extensive monitoring of linear & non-linear media services**
- ▶ **Focus on public service broadcasters**
 - Pluralism of viewpoints in news and current affairs (Horizont & BNT1)
 - Compliance with national & regional licensing (BNR has 9 regional programmes)

Licensing

- ▶ **Almost 60% of radio licences expiring in 2025–2026** (25-year term)
- ▶ **Renewal tied to monitoring of licensing parameters**
- ▶ **Decisions:**
 - 43 radio licences extended
 - 3 television licences extended
 - 3 new audiovisual services registered
 - 4 inactive providers deregistered

Thematic Monitoring

- ▶ Coverage of the Israel–Iran war
- ▶ Coverage of fatal incidents involving children
- ▶ Product placement & surreptitious commercial communications in reality shows
- ▶ Compliance with advertising volume limits
- ▶ **Results:** 13 administrative violations → 10 sanctioning decisions

Research

- ▶ **Nationwide survey on audiences & expectations of Bulgarian public service broadcasters** (BNT & BNR)
- ▶ **Methods:** expert interviews, focus groups, representative poll (1,382 citizens)
- ▶ **Findings:**
 - Public mission remains central
 - Expected roles: informational, cultural-educational, entertaining
 - Clear majority satisfied with performance
 - Younger generations increasingly seek digital access

International Cooperation

► **Active role in European Board for Media Services (EBMS)**

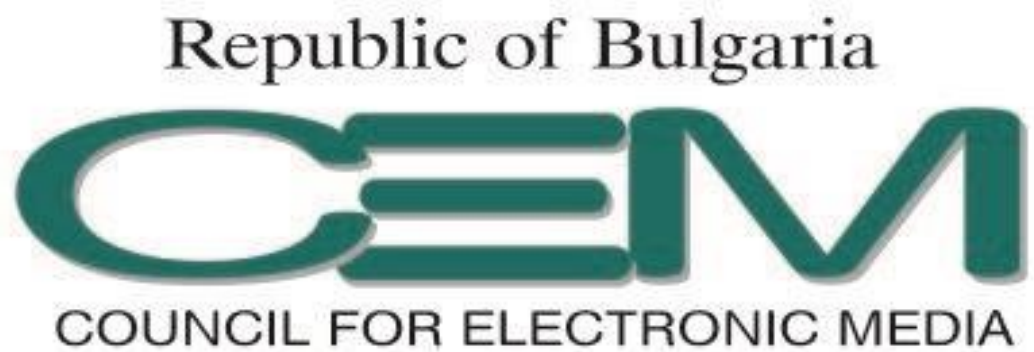
- 20+ working group meetings in 2025
- Serving as a drafter in one workstream

National Legislative Work

- ▶ **CEM representatives in Ministry of Culture working group**
 - Task: Preparing amendments to the Radio and Television Act
 - Goal: alignment with EMFA

CEM's Priorities

- ▶ Protection of minors
- ▶ Countering disinformation
- ▶ Effective election monitoring
- ▶ Strengthening media literacy



THANK
YOU