THE REPORT OF THE THIRTEENTH 13th ANNUAL MEETING OF THE BLACK SEA BROADCASTING REGULATORY AUTHORITIES FORUM (BRAF) 16-18 September 2026 Sofia, Bulgaria

The 13th Annual Meeting of the Black Sea Broadcasting Regulatory Authorities Forum (BRAF) was held in Sofia from 16 to 18 September 2026 hosted by the Council for Electronic Media of Bulgaria.

The main theme of the Meeting was "Artificial Intelligence in Media and Regulation." The Meeting brought together representatives of the BRAF Member Authorities, namely the Albanian Audiovisual Media Authority (AMA), the Commission on Television and Radio of Armenia (CTR), the Council for Electronic Media of Bulgaria (CEM), the Georgian National Communications Commission (COMCOM), the Greek National Council for Radio and Television (NCRTV), the National Audiovisual Council of Romania (NAC), the Regulatory Authority for Electronic Media of Serbia (REM) and the Turkish Radio and Television Supreme Council (RTÜK) as well as the Sectoral Dialogue Partner, Organization of the Black Sea Economic Cooperation (BSEC) Permanent International Secretariat (PERMIS).

Following the approval of the Agenda, attached as an Appendix to this Report, the Meeting commenced on Thursday, 17 September 2026 with the remarks delivered by Mr. Ivan Vasilev, Minister of Innovation and Digital Transformation of Bulgaria.

The Meeting then continued with the Opening Remarks of Dr. Deniz Güçer, Secretary General of BRAF and Deputy President of RTÜK, focusing primarily on the main theme of the Meeting, "Artificial Intelligence in Media and Regulation". Dr. Güçer noted that Artificial Intelligence (AI) is rapidly transforming the media sector, particularly the ways in which information and content are created, distributed and consumed. She also referred to its growing impact on editorial processes, content moderation and audience engagement. She highlighted the opportunities offered by AI in supporting innovation, creativity, efficiency, multilingual communication, accessibility and wider access to information. At the same time, she drew attention to the challenges arising from the use of AI, including disinformation, manipulation, accountability, privacy concerns and potential harm to human dignity and risks to fundamental rights. Dr. Güçer underlined that the responsible use of AI requires transparency, human oversight, and respect for fundamental rights. She further stressed the important role of media regulators in supporting technological innovation while ensuring appropriate safeguards against the misuse of AI and protecting freedom of expression, media pluralism, and the independence of journalism. Emphasizing that the cross-border nature of AI-related developments makes international dialogue and regulatory cooperation increasingly important, the Secretary General of BRAF highlighted the

value of sharing expertise, exchanging best practices and developing common principles while respecting the different national legal frameworks of Member Authorities.

H.E. Ambassador Dr. Merve Safa KAVAKCI, First Deputy Secretary General of the BSEC PERMIS, also addressed the delegates of the Member Authorities during the Opening Session of the Meeting. She highlighted the valuable role of BRAF in advancing the objectives of BSEC through closer interaction among broadcasting regulatory authorities. She emphasized that the Forum provides an important platform for sharing knowledge, expertise and experiences in the broadcasting field, while facilitating dialogue and opening new avenues for cooperation across the wider Black Sea region. Ambassador Kavakcı also put particular emphasis on the opportunities and challenges associated with Artificial Intelligence (AI).

Dr. Gabriela Naplatanova, Chair of the Council for Electronic Media (CEM), delivered her Welcoming Remarks in Opening Session. Pointed out the speed of the advancement in AI sector, she called attention to the use of AI technologies by nearly all of the stakeholders in media ecosystem including the national regulatory authorities. She also underlined the need to act cautiously to find the right balance between technological progress and protection of public interest.

The BRAF Permanent Secretariat provided a brief overview of the 12th BRAF Annual Meeting, held in Vlora, Albania, on 16–18 September 2025. The presentation highlighted the main activities and outcomes of the meeting, including a summary of the speeches delivered and, in particular, the discussions held during the two panels addressing the issue of "Hate Speech."

As part of the Country Reports session, representatives of the broadcasting regulatory authorities of the participating countries shared updates on recent developments in their respective broadcasting sectors. They also outlined key achievements and current priorities since the previous BRAF Annual Meeting, while exchanging views and experiences on developments within their national media landscapes.

As the final agenda item of the First Session, it was unanimously decided that the Term Presidency of BRAF for 2027 would be assumed by the Commission on Television and Radio of Armenia.

The Second Session of the Meeting was held in the afternoon and focused on various dimensions of Artificial Intelligence (AI) in Media and Regulation, through two panel discussions.

The first panel, entitled "How AI is Reshaping Content Creation, Moderation, and Distribution" explored the regulatory perspective on AI-generated content, with particular attention to the principles of pluralism, transparency, and the protection of fundamental rights. The panel was moderated by Mr. Alexei Nistrean, Executive Manager of BSEC PERMIS, and featured Ms. Milla Velcheva, Chief Expert of CEM-Bulgaria, Mr. Costas Apostolas Special Scientist/Electronics Engineer of NCRTV-Greece and Lilia Simonyan Adviser to the Chairperson of CTR-Armenia as panelists.

The second panel addressed "The Future of Media Regulation in an AI-Driven World" examining key aspects such as regulatory tools, monitoring mechanisms, best practices, and prospects for regional cooperation in the context of AI-driven media. Dr. Simona Veleva, Council Member of CEM-Bulgaria, moderated the panel, and Dr. Deniz Güler, Vice President of RTÜK-Türkiye, Mr. Saša Simović, Assistant Director for Legal Affairs of REM-Serbia, Valentin - Alexandru Jucan, Vice President of NAC-Romania and Ms. Armela Krasniqi, Chair of AMA-Albania featured as speakers.

Throughout the sessions, the participants provided an overview of the current media landscape, regulatory frameworks, and technological developments in their respective countries, supported by relevant examples and practical experiences. They also shared information on recent technological advancements and developments related to the regulation of AI at the national and EU level. The panelists exchanged views and experiences on different approaches, highlighting commonalities and differences among the participating countries, as well as opportunities for further dialogue and cooperation among relevant stakeholders.

The presentations and related materials are available on the official BRAF website http://www.braf.info.

The Meeting provided an opportunity for the participating authorities to exchange information and views on recent developments in the broadcasting and media sectors, with particular emphasis on the implications of artificial intelligence for media and regulatory frameworks.

At the closure, BRAF Secretary General Dr. Deniz Güçer expressed her gratitude to CEM for their kind hospitality and to the representatives of the member authorities for their participation and their valuable contributions, which will foster regional cooperation. She also congratulated the Armenian Authority for their term presidency.

Appendix: Agenda of the Meeting