

AGREEMENT

Today, March 18, 2026

THE CENTRAL ELECTION COMMISSION with its seat in Sofia, 1, Knyaz Aleksander R. square, chaired by Kameliya Neykova - chairperson and

THE COUNCIL FOR ELECTRONIC MEDIA with headquarters in Sofia, 69 Shipchenski Prohod Blvd. chaired by Simona Veleva, PhD – chairperson:

Taking into account:

- the constitutional right of every citizen to seek, receive and disseminate information;
- the European principles and recommendations for media coverage of information campaigns as well as the European experience in election monitoring;
- the importance of responsible, objective, accurate and fair media conduct and respect for good morals and the human dignity of the candidates;
- the need to create the most favorable media environment in connection with the elections for Members of Parliament to the National Assembly, scheduled for 19 April 2026 and the campaign preceding them;

conclude this Agreement on the basis of Article 57, paragraph 1, item 24 of the Electoral Code in connection with Article 32, paragraph 1, item 22 of the Radio and Television Act.

Article 1. (1) The Agreement defines the principles and parameters of the specialised monitoring that the Council for Electronic Media carries out during the electoral campaign for elections for members of the National Assembly.

(2) The agreement is based on the provisions of the Radio and Television Act, the Rules for conducting the election campaign - Chapter Twelve of the Election Code, the recommendations of the Organization for Security and Cooperation in Europe (OSCE) for monitoring the behaviour of electronic media in the context of elections, the European experience as well as the practices of the Council for Electronic Media applied in monitoring other election campaigns.

Article 2. (1) The monitoring aims to establish the compliance of the pre-election behaviour of the media content providers with the media and the election legislation during the conduct of the campaign. It will also cover the observance of basic professional standards and principles, the requirements for objectivity, equality and balance in the programs when presenting the political contenders and taking into account the diversity of opinions.

(2) In case of a violation of the rules of the election campaign, the Council for Electronic Media sends a signal to the Central Election Commission indicating the type of violation and its exact time parameters (hour, minute and second of the beginning and end of the violation).

(3) The monitoring will take into account quantitative and qualitative indicators in the programs of the media service providers and the observance of the provisions of the Election Code in connection with the pre-election agitation and will make an analysis of the data.

(4) The choice of linear media services included in the monitoring is based on the degree of their influence on public opinion. The territorial distribution, the specialization and the profile of the programs are taken into account.

(5) The monitoring covers 13 (thirteen) programs which are created and provided for distribution by the national public media service providers the Bulgarian National Television (BNT) and the Bulgarian National Radio (BNR):

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| 1. BNT1 | |
| 2. BNT2 | 8. RADIO VIDIN |
| 3. HORIZONT | 9. RADIO PLOVDIV |
| 4. HRISTO BOTEV | 10. RADIO SOFIA |
| 5. RADIO BLAGOEVGRAD | 11. RADIO STARA ZAGORA |
| 6. RADIO BURGAS | 12. RADIO SHUMEN |
| 7. RADIO VARNA | 13. BNR-RADIO KARDZHALI |

(6) The monitoring also covers 13 (thirteen) linear media services of commercial providers: 11 (eleven) television and 2 (two) radio programs.

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| 1. BTV | 8. BULGARIA 24 |
| 2. NOVA TV | 9. 7/8 TV |
| 3. NOVA NEWS (television) | 10. TV1 |
| 4. BULGARIA ON AIR | 11. KANAL 3 |
| 5. TV EURONEWS BULGARIA | 12. DARIK RADIO BULGARIA |
| 6. EVROKOM | 13. RADIO FOCUS |
| 7. SCAT | |

(7) The monitoring also covers 14 (fourteen) non-linear services provided at the following addresses: www.bta.bg, www.dnevnik.bg, www.actualno.com, www.segabg.com, www.bgnes.bg, www.safenews.bg, www.zaistinata.com, www.alternativata.bg, www.radiok2.bg, www.varnafix.com, www.z-cast.buzzsprout.com, www.flagman.bg, www.pik.tv, www.gospodari.com.

(8) The monitoring also covers the video-sharing platform VBox7.

(9) The Council for Electronic Media also monitors linear media services and on-demand services beyond those described in the Agreement where necessary - such as in cases of complaints, reports or upon self-referral.

(10) Some of the media services specified in paragraph 5, paragraph 6 and paragraph 7, in which no election activity is observed are monitored according to the course of the election campaign and the information from the contracts announced on the providers' websites in accordance with Article 180 of the Electoral Code.

(11) The monitoring also includes tracking compliance with the provision of Article 198, paragraph 5 of the Election Code, obliging media service providers to announce the tariffs for coverage of the election campaign on their website no later than 40 days before the election day. The inspection covers media service providers registered in the public register of the Council for Electronic Media.

(12) The monitoring also includes observation of compliance with Article 204 and Article 205 of the Electoral Code regarding the requirements for the disclosure of public opinion polls or sociological surveys on the occasion of the elections, carried out through media services.

Article 3. (1) The Agreement regulates the hourly monitoring of each programme for each day of the election period. The start date of the monitoring is 20 March 2026 and shall continue up to and including 19 April 2026.

(2) The daily monitoring period is primarily consistent with the media's programming schedules but also with the OSCE recommendations (morning prime time for radio programs and evening prime time for television programs). For the media services of the Bulgarian National Television and the Bulgarian National Radio, the implementation of the Agreements concluded on the basis of Article 189, paragraph 4 of the Electoral Code is monitored.

(3) The assigned program time may be changed as necessary upon ascertaining an update of the media's program schedule and the possible inclusion of campaign materials in other program times.

Article 4. (1) The parameters of the monitoring are in accordance with the norms of the Radio and Television Act and the Election Code and with the recommendations of OSCE.

(2) The monitoring parameters are the same for the programs of public and commercial media service providers. For the Bulgarian National Radio and the Bulgarian National Television, additional parameters are envisaged, related to the reporting of their specific obligations.

(3) The monitoring takes into account the share of paid and free forms of campaigning as well as the presence of candidates in the media's editorial content.

(4) The monitoring also takes into account the opportunities provided by the media for the perception of the election campaign messages and access to the respective program for persons with hearing and visual impairments: the use of specialized subtitles, sign language, audio description, audio subtitles, etc.

Article 5. In the programs of the Bulgarian National Radio and the Bulgarian National Television, the monitoring follows the implementation of the provisions of the Electoral Code regarding the two national public service providers as well as compliance with the imperative obligation to reflect the different ideas and beliefs in society through pluralism of points of view in each of the news and current affairs programs with political and economic topics, according to Article 6, paragraph 3, item 6 of the Radio and Television Act.

Article 6. The Council for Electronic Media, after notifying the Central Election Commission submits a report on the results of the election campaign monitoring within four weeks after the end of the elections. The report will also be published on the website of CEM.

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KAMELIYA NEYKOVA
CHAIRPERSON OF CEC

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SIMONA VELEVA, PhD
CHAIRPERSON OF CEM