



# AUDIO- AND AUDIOVISUAL MONITORING

# Department „Monitoring and analysis“

- ▶ 20 experts monitor audio and audiovisual content
- ▶ protection of children
- ▶ hate speech
- ▶ scenes of violence
- ▶ commercial messages,
- ▶ accidents and privacy,
- ▶ cases right of reply,
- ▶ reality formats,
- ▶ cases from the war in Ukraine,
- ▶ licenses



# Specialized election monitoring

- ▶ 2021 – 4 election campaigns
- ▶ 2022 – 1 election campaign
- ▶ **The challenges:** content increase in online and in social networks;
- ▶ Monitoring of non-linear services;
- ▶ Blurring the line between editorial content and campaigning especially in programs close to parties;



# Agreement with Central Election Commission (CEC)

List of linear and non-linear services

30 days of campaigning, reflection day and election day

Monitoring - Electoral Code and the Law on Radio and Television

The CEC is the leading body – CEM sends signals to CEC

The public media service providers BNR and BNT are monitored according to the Agreements signed by them with the political entities

# Basic principles



Equality

Tolerance

Respect for human rights - good name, dignity

Protection of children

Right of reply

Transparency of funding for paid campaigning and for sociology

Clear separation of journalism from campaigning

Non-use of national symbols ( flag and coat of arms) and religious signs

# Methods of observation

- ▶ **Quantitative** – for volumes of content by political subjects, volumes by genres, volumes for paid and free campaigning and editorial content;
- ▶ **Qualitative** - separation of editorial content - journalism and campaigning (call for support and non-support);
- ▶ In the campaign, presence of the message that "buying and selling votes is a crime"
- ▶ Presence of sign translation (accessibility)
- ▶ Participation of women and men
- ▶ The topics

# Awareness campaign

- ▶ CEC videos on how to vote (with machines, epidemic, for people with disabilities)
- ▶ Providers' videos to increase election activity
- ▶ Public figures call to participate in the elections
- ▶ Reporting of sociological surveys and references

# The public media service providers BNR and BNT



- ▶ Agreements of BNR and BNT with political parties for covering election campaigns on the framework of specially designed broadcasts in the form of videos clips, debates and other forms
- ▶ BNR and BNT are limited regarding investigative journalism
- ▶ Limited time for free intro and outro campaign videos
- ▶ Limited time to participate in discussions for free
- ▶ Possibilities for paid campaigning – the government sets the rates for paid political advertising



# Equal participation



New legal text -  
guaranteeing equal  
participation of  
parliamentary and  
non-parliamentary  
parties

Non-systemic parties,  
with little  
representation and  
with non-standard  
views participate in  
prime time

# The election day exit polls

## **Widespread and traditional violation:**

The programs and online media services announce exit polls before the end of the election day.

Coded language – horse racing, zebra racing, auto racing, ranking of songs...

# Parliamentary elections 2 Oct. 2022

- 1

The topic of Covid-19 in this election is replaced in importance by **the war in Ukraine**, which occupies a dominant place in the public space, along with the topic of inflation and energy carriers.

**A lack of leadership debates** deprives the electorate of the opportunity to make comparisons between political subjects and, accordingly, to guide themselves more easily in the characteristics of the contenders.

For another campaign, a number of political candidates for members of Parliament also appear as **presenters of TV shows**.

# Elections 2 Oct. 2022 - 2

Specialized monitoring reports the representation of women and men in pre-election content as unequal - with a significant predominance of men.

No violations on the part of the public media service providers were reported, regardless of behavior problems of some of the participants.

# CEM and EXACTA – a sociological survey of the audience about the sources of information

- ▶ Nationally representative survey during the 2021 and 2022 campaigns (71 settlements, 1050 adults and persons)
- ▶ Direct semi-standardized face-to-face interview
- ▶ Television as a medium is ahead of the Internet and the social media networks, radio and the press.
- ▶ Preferences – public vs. private
- ▶ Information about the election day – traditional media or the Internet
- ▶ Questioning the importance of the debates.

# Thank you for your attention!

Latest report on the results of the specialized monitoring - at the following link:

<https://www.cem.bg/controlbg/1447>