

AGREEMENT

Today, 15 September 2026,

THE CENTRAL ELECTION COMMISSION (CEC), with its seat in Sofia, 1 Knyaz Aleksander I Square, represented by its Chairperson Georgi Horozov, and

THE COUNCIL FOR ELECTRONIC MEDIA (CEM), with its seat in Sofia, 69 Shipchenski Prohod Blvd., represented by its Chairperson Gabriela Naplatanova, PhD,

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 establish the most favourable media environment in connection with the elections for President and Vice President of the Republic of Bulgaria, scheduled for 25 October 2026, and the campaign preceding them;

conclude this Agreement pursuant to Article 57, paragraph 1, item 24 of the Election Code in conjunction 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 campaign for the elections for President and Vice President of the Republic of Bulgaria.

(2) The Agreement is based on the provisions of the Radio and Television Act, the rules governing the election campaign set out in Chapter Twelve of the Election Code, the recommendations of the Organization for Security and Co-operation 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 programmes when presenting 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 programmes 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 selection of linear media services included in the monitoring is based on the degree of their influence on public opinion. Their territorial coverage, the specialisation and the profile of the programmes are taken into account.

(5) The monitoring covers 13 (thirteen) linear media services produced and distributed by the national public media service providers the Bulgarian National Television (BNT) and the Bulgarian National Radio (BNR):

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

(6) The monitoring also covers 13 (thirteen) linear media services provided by commercial media service providers: 11 (eleven) television programmes and 2 (two) radio programmes.

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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. SKAT | |

(7) The monitoring also covers 18 (eighteen) non-linear media services provided at the following web addresses: www.bta.bg, www.dnevnik.bg, www.actualno.com, www.segabg.com, www.bgn.es.bg, www.safenews.bg, www.zaistinata.com, www.altanalyses.org, www.divident.eu, www.mediamall.info, www.otupor.com, www.debati.bg, faktor.bg, interfacts.bg, z-cast.buzzsprout.com, www.flagman.bg, www.pik.bg and www.gospodari.com.

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

(9) The Council for Electronic Media also monitors linear and on-demand media services not listed in this Agreement where it is necessary – such as in cases of complaints, reports or upon self-referral.

(10) Some of the media services specified in paragraphs 5, 6 and 7 in which no election-related activity has been observed are monitored according to the course of the election campaign and the information from the contracts published on the providers' websites in accordance with Article 180 of the Election 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 websites no later than 40 days before 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 Election Code regarding the requirements for the disclosure of public opinion polls or sociological surveys relating to the elections, carried out through media services.

Article 3. (1) The Agreement specifies the monitoring time slots for each programme on each day of the election period. Monitoring shall commence on 25 September 2026 and continue through 25 October 2026, inclusive. In the event of a run-off election, the monitoring will continue until 1 November 2026, inclusive.

(2) The daily monitoring periods are primarily consistent with the media's programming schedules but also with the OSCE recommendations (morning prime time for radio programmes and evening prime time for television programmes). 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 Election Code is monitored.

(3) The scheduled monitoring time slots may be adjusted as necessary in response to changes in the media's programming schedules or the inclusion of campaign materials in other time slots.

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

(2) The monitoring parameters are the same for the programmes of public and commercial media service providers. For the Bulgarian National Radio and the Bulgarian National Television, additional parameters are included to assess compliance with 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 accessibility measures provided by media service providers to enable persons with hearing or visual impairments to access election campaign messages and the relevant programmes, including specialised subtitles, sign language interpretation, audio description, audio subtitles, etc.

Article 5. In the programmes of the Bulgarian National Radio and the Bulgarian National Television, the monitoring follows the implementation of the provisions of the Election 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 programmes 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 CEM website.

FOR CEC: <Signature>
GEORGI HOROZOV

FOR CEM: <Signature>
GABRIELA NAPLATANOVA, PhD