

BULGARIA

Legal Base

Law on Radio and Television – adopted in 1998

Law on the Protection of Competition and Related Rights, prom. SG No. 52/1998; as amended by SG No. 9/2003 and on 25.04.2006.

Regulation of Media Ownership

Ownership Restrictions Television	Restrictions on the simultaneous possession of both a national and a regional (local) programming licence for the same kind of activity. Restrictions prevent advertising companies, or companies dealing with advertising, from owning TV channels. General competition law
Ownership restrictions Print	No specific restrictions – common restrictions in the Protection of Competition Act for companies, including media groups.
Cross ownership restrictions	No restrictions
Foreign ownership restrictions Print and TV	No restrictions
Restrictions for political parties and organisations	The political Parties do not have the right to undertake commercial activities or to own commercial companies. (Political Parties Law – in force from 01.04.2005)

Market Situation – Audiovisual

Public broadcaster: BNT (Kanal 1)

Main national commercial operator: Bolkan Nyuz Korporeushan EAD (bTV), owned by News Corporation

Audience share main channels 2005 - daily share (%):

bTV	Kanal 1	Nova TV	Planeta	Diema+	Evrokom
31.8	24	17.9	2.3	2	1.3

Source: European Audiovisual Observatory, Yearbook 2006

Market Situation – Print

Top Nine Daily Newspapers (2004)

Title	Publisher	Circulation (000)	Cover price (Lev)
Dneven Trud	Media Holding	145	0.70
24 Chasa	168 Chasa Ltd.	106	0.70
Standart	Standart News	48	0.50
Maritsa	Maritsa	27	0.50
Noshten Trud	Media Holding	26	0.50
Novinar	Novinar	25	0.50
Sega	Sega AD	15	0.70
Dnevnik	Economedia	14	0.70
Duma	PM Press	11	0.50

Source: World Association of Newspaper, Word Press Trends 2006

Top Ten publishing companies (2003)

Media Holding
168 Hours
Media magazine publishing house
Agency for Investment information (since 2005 part of Economedia)
Standart news
Press Group Monitor
Sega
7 days sport
Novinar
Printing Compex Pari

Source: World Association of Newspaper, Word Press Trends 2006

News Agencies:

BTA - Bulgarskata Telegrafna Agentsiya БТА - Българската Телеграфна Агенция [B](#)