[BG] The Council for Electronic Media held a discussion concerning commercial communications in the media

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Съветът за електронни медии (the Council for Electronic Media – CEM) held a discussion focused on the topic of "Commercial Communications in the Media" on 6 July 2023. Representatives of *Комисията за защита на потребителите* (the Commission for Consumer Protection), *Асоциацията на българските радио- и телевизионни оператори* (the Association of Bulgarian Radio and Television Broadcasters), *Националния съвет за саморегулация* (the National Council for Self-Regulation), the general directors of *Българската национална телевизия* (Bulgarian National Television) and*Българското национално радио* (Bulgarian National Radio), as well as journalists from radio, television, and print media took part in the event, along with representatives from *Съюза на българските журналисти* (the Union of Bulgarian Journalists), charitable organizations, and communication agencies.

The core objectives of the discussion revolved around the legal framework governing the presentation of commercial communications, surreptitious commercial communications and the incorporation of common positive actions and trademarks within editorial content. The discourse examined both problematic instances and commendable practices in relation to these issues.

Central to the deliberations were the multifaceted challenges faced by media companies and advertisers alike within the contemporary media landscape. The conversation extended to issues of editorial autonomy and the independence of content creators in integrating commercial messages within their media offerings – as well as the presence and implications of self-censorship, examining whether it exists and whether it causes an information deficit within the media sphere. Additionally, the competition between advertising on the internet and the expanding trend of social media influencers promoting products and services was explored. This highlighted the absence of legal regulations governing these fields.

In summary, the discussion illuminated the delicate balance between commercial imperatives, editorial integrity, and ethical considerations within the media landscape with the ultimate aim of solving the most problematic issues.

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