

FreeEx Digest

- 9th edition

TIME IS MONEY



Kingdom of the Netherlands

This FreeEx Digest is part of the "Promoting critical thinking in a pre-electoral and electoral context" project funded by the Embassy of the Kingdom of the Netherlands. The views and information presented in this project do not represent the position of the Embassy of the Kingdom of the Netherlands. Responsibility for the accuracy of information and editorial decisions rests solely with ActiveWatch.

The non-governmental organization ActiveWatch and the investigative publication Snoop unravel how substantial amounts of public money have been infused into the accounts of news broadcasters to promote candidates participating in the European Parliament elections, turning the newsrooms into entities selling political cosmetics. Tens and hundreds of thousands of euros have been paid by some parties for interviews and debates organized by journalists in programs with an editorial appearance. *"Some programs during the campaign for the European Parliament elections were more expensive than a luxury car, topping €200,000, the major parties admit"* writes Snoop.

Read the ActiveWatch report below and the Snoop investigation [here](#). The report and investigation were conducted independently, using the same dataset.

CUPRINS

How the political parties bought the editorial time of all-news televisions during the electoral campaign	1
Case studies. All-news televisions in the campaign for the EU elections	3
Conclusions	14
Methodological limitations	16
Political sponsorship of news and current affairs programs by political parties is prohibited by law	19
Relevant legislation	23
Explanatory facsimiles	24

How the political parties bought the editorial time of all-news televisions during the electoral campaign

In a year marked by successive elections, massively financed from the state budget, the political parties have consolidated their role as significant investors in the media market, simultaneously becoming financiers, actors, regulators and direct beneficiaries of the media coverage. After the decade of media moguls, during which the mission of the press was subordinated to the politico-economic interests of the owners, the last few years led us to the era of newsrooms directly financed by political parties, a situation that is more than alarming for the health of the public debate and the democratic process.

During the campaign for the European Parliament elections, the main political forces in Romania (PSD-PNL Alliance, AUR Alliance and Dreapta Unită Alliance) spent about 9 million euros for the production and broadcasting of propaganda materials on radio, television and in the written press, according to [centralized data](#) from the Permanent Electoral Authority (PEA). Out of this amount, according to data provided by some of the all-news televisions to the authorities, tens and hundreds of thousands of euros were paid for interviews and even debates conducted by journalists within programs with an editorial appearance.

Antena 3 CNN, România TV, Realitatea Plus and Digi24 refused to confirm for ActiveWatch the costs of broadcasting these interviews and debates with candidates or to clarify whether the broadcasts were free of charge. The only TV channel that responded transparently was Prima News, which confirmed that the cost of broadcasting a journalist's interview with a candidate was over 80,000 euros.

PSD, PNL and AUR have proved to be equally opaque, as they have not officially answered [Snoop's](#) repeated requests to clarify the costs of the campaign on the mentioned all-news channels, during the EU elections.

However, sources from AUR revealed to this publication that the only advertising contract in the campaign, worth about 2 million euros, was signed with Realitatea Plus, which broadcasted programs, amounting each to over €200,000.

This opacity of most major parties and most all-news televisions in terms of how public money is spent in election campaigns not only impacts the health of the media ecosystem, but also affects the right to correct information of citizens. For example, the practice of some TV stations to charge for airtime during election campaigns, for interviews or debates moderated by journalists, violates both journalistic ethics and audiovisual legislation. The presence of journalists in such programs provides a transfer of credibility to a political advertising product, provided by the broadcasters in exchange for a fee, which represents an abandonment of the media's mission to serve the public interest and to inform correctly and impartially. This is why the audiovisual legislation firmly prohibits both the sponsorship of news and current affairs programs, including debate programs, as well as any editorial intervention of journalists in the sponsored programs with candidates, as explained in detail below ([page 19](#)).

In addition the already proverbial opaqueness of the way political parties spend public money in the media, the conclusion of our analysis is that the audiovisual legislation has been violated by some of these all-news televisions, who have accepted party sponsorship (funding) of their editorial content, and the National Audiovisual Council has failed to sanction these malpractices. Moreover, in a [public meeting](#) on September 19, CNA members and some private broadcasters argued that it is legal and ethical for the latter to receive money from political parties for interviews they conduct with electoral competitors during the campaign.

Case studies.

All-news televisions in the campaign for the EU elections

ActiveWatch has analyzed how the broadcasting legislation was applied during the campaigns for the June 2024 local and European Parliament elections at the main all-news televisions. We consulted the public documents with the [fixed tariffs](#) charged by each private all-news television, which, according to the law, they have to submit to CNA. The tariffs were correlated with the self-reported data on the coverage of the election campaign, which these channels were also required to submit to CNA on a weekly basis during the four weeks of the campaign in audiovisual. We have also analyzed AEP's reports on political parties' expenditure during the campaign which, although they contain some additional information, they do not provide sufficient transparency regarding these expenses.

For this analysis we have only selected all-news televisions with national coverage and programs lasting over 10 minutes, according to the data submitted by the broadcasters to CNA. Moreover, the institution analyzed these data (selectively) and discussed them in its regular meetings during the campaign, but did not issue any sanctions for such programs. In fact, CNA does not consider that politically financed journalistic interviews with candidates violate the broadcasting legislation. ActiveWatch strongly contradicts CNA's interpretation of the audiovisual legislation.

Prima News

Broadcasted by Prima News, the [May 26 edition of "La final"](#) program was moderated by Ionuț Cristache and had Mihai Tudose, candidate of the PSD-PNL Alliance for the EU elections, as a guest. The program was labeled as "electoral promotion" and had the code assigned by PEA for promotional materials in the campaign for the EU elections. Taking the fixed tariff reported by Prima News to CNA (€1,500/minute) and the airtime (45 minutes) into account, ActiveWatch estimated that the program would have cost €67,500 – more precisely, €80,325 including VAT. The price was confirmed for

ActiveWatch by representatives of Prima News' sales department. The cost was also confirmed for Snoop by the TV station, via its newsroom sources.



Antena 3 CNN


For the whole electoral campaign, Antena 3 CNN only reported 1,200 seconds of electoral promotion (which demands payment) to CNA. Specifically, the channel reported a 20-minute live interview with Rareș Bogdan, a candidate on the PSD-PNL list for the European Parliament. [The interview, conducted by journalist Sabina Iosub, was aired on June 5 during the program "În fața națiunii"](#) and was labeled as an electoral program. Antena 3 CNN has reported a fixed tariff of €3,000 per minute for electoral programs broadcast



during prime-time to CNA, so we estimate that the broadcaster would have received €60,000 – or €71,400 including VAT – from the electoral competitor for this program.

Antena 3 CNN did not report the broadcasting of any electoral ads in the campaign for the EU elections to CNA. However, according to [data](#) made public by the Permanent Electoral Authority, Antena 3 CNN received a minimum of 370,000 euros (1,858,397 lei) from the PSD-PNL Alliance through the National Liberal Party (PNL). According to [PNL statements concerning the number of electoral propaganda materials](#), Antena 3 CNN received this amount for 3 programs and 7 electoral ads. Furthermore, a PSD leader told Snoop, under anonymity, that "PSD had ads broadcasted by Antena 3, they were visible during the campaign. We don't know why they weren't reported to CNA, but there were very many ads".

Anexa nr. 19



Declarație privind numărul de materiale de propagandă electorală produse și utilizate, defalcat pe categorii, la alegerile membrilor din România în Parlamentul European din data de 09.06.2024

Organizația teritorială/Nivelul central/ Numele și prenumele candidatului independent	Tipul materialului de propagandă electorală	Caracteristici tehnice	Cantitatea	Furnizorul	Modul de utilizare
NATIONAL	materiale tv	emisiuni tv	3	ANTENA 3	difuzare tv
NATIONAL	materiale tv	spoturi tv	7	ANTENA 4	difuzare tv

Extract from the report on electoral propaganda materials submitted by PNL to PEA.

In response to questions from ActiveWatch, Antena 3 CNN neither confirmed nor denied the price of the program, and instead invited us to request information about these expenses from the political parties. Although we returned with questions to Antena 3 CNN several times during July and August, the channel did not provide additional information and did not seek to clarify whether the program was aired against payment (as reported to CNA) or not. Antena 3 CNN also did not clarify whether or not paid-for ads were broadcast during the campaign for the EU elections.

Revin cu răspunsul nostru la solicitarea pe care am primit o ieri prin intermediul Dumneavoastră

11:27



Antena 3 CNN - Exclusive News Channel Partner
Antena 3 CNN - Exclusive News Channel Partner,
prima opțiune pentru știri online în timp real din
Romania și din lume

Avand in vedere solicitarea ActiveWatch din 11.07.2024, facem următoarele precizări:

- Antena 3CNN a depus în termenul prevăzut de Decizia CNA nr 149/2024, anexa 2 cuprinzând informații complete în legătură cu emisiunile de promovare electorală și emisiunile de dezbateri electorală prevăzute în grila televiziunii precum și tarifele practicate în campania electorală pentru alegerile europarlamentare 2024.
- De asemenea, așa cum s a stabilit pentru campania electorală din acest an, tot prin decizia CNA menționată, Antena 3 CNN a publicat aceleași informații si pe site ul antena3.ro, acestea putând fi accesate foarte ușor și într un mod transparent.
- În ce privește estimările de calcul făcute, precum si legătura pe care o faceți in solicitare cu "inadvertentele" existente în datele furnizate de AEP ca urmare a raportărilor făcute de competitorii electorali, precizăm ca Antena 3 CNN este un post de televiziune care a respectat principiul echității, dând posibilitatea tuturor candidaților și competitorilor electorali care au formulat cereri de acordare de timp de antena în condiții legale, să se exprime.

În consecință considerăm ca eventuale informații suplimentare privind diferențele de sume existente între estimările făcute de ActiveWatch și datele preliminar AEP pot fi solicitate celor care au furnizat datele respective catre Autoritatea Electorală Permanentă.

De asemenea, în spiritul transparenței și în scopul unei informări corecte, va stăm în continuare la dispoziție cu clarificări, potrivit atribuțiilor pe care le avem.

Vă mulțumim!

11:28

România TV

On June 5th, according to self-reported data to CNA, România TV aired an edition of the program "România la Raport", moderated by Andreea Crețulescu, which had Gabriela Firea and Victor Negrescu as guests, both as candidates on the PSD-PNL list for the EU elections, for which – if it was broadcast against payment, as stated in the self-reported data to CNA – it would have received 202,500 euros, or 240,975 euros including VAT, from the PSD-PNL Alliance. The prime-time electoral promotion tariff reported by România TV to CNA is 4.500 euros per minute. The program was reported to CNA as having a cumulative duration of 7,200 seconds for both candidates, i.e. 120 minutes. According to our monitoring, the actual airtime was 45 minutes. We therefore used this airtime when estimating the potential price.



In order to verify whether the estimation – which exceeds €200,000 – is correct or not, ActiveWatch asked the station to officially communicate the price of the program, but România TV responded evasively. The TV channel confirmed that it had broadcast the program, but did not provide any information about its price and invited us to contact the Permanent Electoral Authority for the requested data. Subsequent requests for information, repeatedly formulated by ActiveWatch during July and August, did not receive any response from România TV representatives.

Bună ziua,

Vă mulțumim pentru interesul manifestat față de anumite emisiuni pe care postul de televiziune România Tv le-a realizat în timpul campaniei electorale.

Confirmăm difuzarea emisiunii cu cei 2 candidați la alegerile europarlamentare, fiind una dintre multele emisiuni cu caracter electoral difuzate de postul de televiziune România Tv pe parcursul campaniilor electorale pentru alegerile europarlamentare și cele locale din iunie 2024. Raportările către CNA se fac, după cum bine știți, din punct de vedere editorial. În ceea ce privește finanțarea legală de către partidele politice a anumitor tipuri de emisiuni cu caracter electoral, vă rugăm să vă adresați Autorității Electorale Permanente care se ocupă, împreună cu mandatarii financiari ai partidelor politice, de raportările pentru campaniile electorale.

Cu stimă,

Roxana Niculescu

Roxana Niculescu

Director Programe

PSD candidate Gabriela Firea told [Snoop](#) that she does not know if the program was paid for. According to the same publication, the other PSD candidate, Victor Negrescu, has not been informed by the party if the

program was paid either. Also, PSD refused to respond to Snoop's request concerning the payments made to broadcasters during the campaign for the European Parliament elections.

As a reminder, the candidates had free access to all formats of programs dedicated to the campaign for local elections. Gabriela Firea was invited to the aforementioned program as a candidate for the EU elections, where the topics of discussion were supposed to be specific to the European agenda. The debate, moderated by Andreea Crețulescu, started out from the European issue of pollution, but Gabriela Firea, who is also a candidate for the Bucharest City Hall, shifted the discussion to local issues. The program was labeled as electoral promotion – the [illegible label](#) used by the station was considered acceptable by CNA – and was self-reported to CNA as such, so theoretically it would have been aired against payment. If the broadcast was politically sponsored (financed), we are talking both about a violation of the audiovisual legislation and about misleading the public and the other electoral competitors, as a candidate for the local elections uses their financial resources and their position as a candidate for the EU elections to buy time on TV screens.

According to the data made public by PEA, România TV has received only one direct payment, which comes from the National Liberal Party (PSD-PNL Alliance) and amounts to approximately 358,000 euros (1,793,820 lei).

On the other hand, according to [PEA data](#), the payments from PSD to România TV were made for "electoral propaganda materials" through Concept Media Management SRL, with no indication of what exactly these materials refer to, their number or the sums involved. Also according to the data available on the PEA website, Concept Media Management received a total of approximately 2,673,000 euros (13,366,652 lei) from PSD in exchange for "TV electoral propaganda", from which it paid contracts signed with B1 TV, Etno TV, Digi24, România TV, Realitatea Plus, Prima TV and Antena 3 CNN.

Realitatea Plus

The [May 31st edition of the Realitatea Plus program "100%", moderated by Laurențiu Botin and labeled as electoral promotion](#), featured six representatives of the AUR Alliance: Gheorghe Piperea, Georgiana Teodorescu, Nicolae Vlahu, Marian Cucșa, Cristian Terheș, George Simion. As

the self-reported electoral promotion minutes declared to CNA amounted to 663 minutes of airtime for all the participating candidates, we decided to base our calculations on the actual minutes of airtime (about 80 minutes), without commercial advertising and without adding up the minutes for each individual guest. Therefore, according to our estimated calculations, taking into account the prime-time tariff for the broadcasting of electoral promotion programs in the campaign for the European Parliament elections (2,900 euros/minute), the amount that Realitatea Plus could have received from AUR would have been 232,000 euros, or 276,080 euros including VAT, for this edition of the program "100%". Given the reported duration of the program, this is a minimal cost estimate.



The June 5th edition of the program "Caravana România Suverană", moderated by Claudiu Giurgea, was broadcast live from Brașov and had several guests, including Siegfried Mureșan and Mara Mareș, PNL (PSD-PNL Alliance) candidates for the European Parliament. The program also featured candidates for local elections, presented as such, namely Adrian Veștea, PNL candidate for the County Council of Brașov, George Scripcaru, PNL candidate for the City Hall of Brașov, several PNL candidates on the list of local/county

electoral promotion program would have totaled 194 minutes. However, according to ActiveWatch's monitoring, its actual airtime was 94 minutes. The program was marked as electoral promotion. Since it occurred during the day, the tariff set by Realitatea Plus was 2,300 euros/minute. In addition, the program was interrupted for a live intervention of Nicolae Ciucă (lasting 6 minutes), which, according to the tariffs reported by Realitatea Plus, cost 3,400 euros/minute. Thus, according to ActiveWatch estimates, this program, including Ciucă's live statements, should have cost, in total, 236,600 euros excluding VAT – that is, 281,554 euros.



Realitatea Plus has stated through one of its representatives that not everything that was reported to CNA as electoral promotion programs was broadcast against payment. However, the TV channel has maintained the same secrecy about the details of the political financing of programs during the campaign and has not provided any response to requests for clarification repeatedly formulated by ActiveWatch during July, August and September. USR confirmed to Snoop that it did not pay Realitatea Plus for access to interviews with the party's EU elections candidates, even though these broadcasts had been labeled as electoral promotion.

According to the data made public by PEA, the Realitatea Group appears to have received direct payments through DBV Media House SRL ([Snoop](#) explains this company's link with the news channel) of approximately

€1,553,000, consisting of 1,502,000 euros (7,510,522 lei) from the National Liberal Party (PSD-PNL Alliance) and approximately 51,000 euros (254,649 lei) from the Mișcarea Populară Party (Dreapta Unită Alliance). The AUR Alliance does not appear in these payments because it used an intermediary for campaign payments, DGI Multimedia Design, to which it redirected about 2,190,000 euros (10,953,163 lei) for TV propaganda expenses. According to the list of electoral propaganda materials submitted by the AUR Alliance to PEA, among the materials paid for are several "debate" programs.

NIVELUL CENTRAL	Televiziune	EMISIUNE ELECTORALA DE TIP DEZBATERE ELECTORALA CU DURATA DE O ORA SI 39MIN CU CRISTIAN TERHES, CANDIDAT AUR LA ALEGERILE EUROPARLAMENTARE DIN 09.06.2024 :10000 LEVEMISIUNE	1	WORLD WIDE BIZCOM	EMISIUNE ELECTORALA DE TIP DEZBATERE
		EPT INTERVAL 07 00-18 00, 142 MIN x 2300EUR/MIN	152	DGI MULTIMEDIA DESIGN SRL	DIFUZARE MATERIALE DE PROPAGANDA RLCTORALA LA TELEVIZIUNE SI DEZBATERE
		PT 18 00-24 00, 98 MIN x 2900EUR/MIN	38		
		EPT INTERVAL 07 00-18 00, 42 MIN x 3400EUR/MIN	42		
		PT 18 00-24 00, 10 MIN x 4100EUR/MIN	10		
		INTERVAL 07 00-18 00, 33 MIN x 2300 EUR/MIN	33		
		INTERVAL 07 00-18 00, 140 MIN x 2900 EUR/MIN	140		DIFUZARE MATERIALE DE PROPAGANDA ELECTORALA LA TELEVIZIUNE (PREZENTA IN EMISIUNI DE PROMOVARE ELECTORALA "REALITATEA PLUS")
		INTERVAL 24 00-06 00, 29 SPOTURI x 30 SEC x 2000 EURO	29		DIFUZARE MATERIALE DE PROPAGANDA ELECTORALA LA TELEVIZIUNE :NT(NIGHT TIME)
		INTERVAL 24 00-06 00, 7 SPOT x 1 MIN x 4000 EURO	7		DIFUZARE MATERIALE DE PROPAGANDA ELECTORALA LA TELEVIZIUNE :DT(DAY TIME)
		INTERVAL 06 00-18 00, 101 SPOTURI x 30 SEC x 2100 EURO	101		
		INTERVAL 06 00-18 00, 15 SPOTURI x 1 MIN x 4400 EURO	15		
		INTERVAL 18 00-24 00, 40 SPOTURI x 30 SEC x 2700 EURO	40		DIFUZARE MATERIALE DE PROPAGANDA ELECTORALA LA TELEVIZIUNE : PT(PRIME TIME)
		INTERVAL 18 00-24 00, 10 SPOTURI x 1 MIN x 5400 EURO	10		

Extract from the report on electoral propaganda materials submitted by PNL to PEA.

AUR refused to give Snoop details regarding campaign expenses, but sources inside the party said that it had only one contract during the electoral campaign, the beneficiary of which was Realitatea TV. According to these [Snoop](#) sources, the contract had a value of 2 million euros and there were broadcasts for which more than 200,000 euros were paid.

Digi24

In the [June 3rd edition of the program "Jurnalul de Seară"](#), TV channel Digi24 invited Mihai Tudose, a candidate of the PSD-PNL Alliance in the European Parliament elections. The discussion between journalist Cosmin Prelipceanu and Mihai Tudose lasted 30 minutes, as stated in the self-reported data submitted by the TV station to CNA. The program was labeled as electoral promotion and, taking into account the tariff declared to CNA for prime-time

broadcasting (€35,000/15 minutes), its price would have been €70,000 – or €83,300 with VAT. That same evening, the Social Democratic Party (PSD) live-streamed the program with Tudose on Facebook. Before publishing the broadcasts in the [website's archive](#) and on its YouTube channel, Digi24 cut out the electoral promotion fragments, so our analysis was limited to the programs live-streamed on Facebook by PSD.



The self-reported data to CNA also includes other electoral promotion programs during the campaign for the European Parliament elections which were also broadcast as part of the program "Jurnalul de Seară": a June 5th edition, which had Rareș Bogdan as guest for 30 minutes (estimated by ActiveWatch at a potential cost of 70.000 euros, i.e. 83.300 euros with VAT), and another edition on May 22nd, with Siegfried Mureșan as guest for 10 minutes (estimated by ActiveWatch at a potential cost of about 27.700 euros with VAT).

Digi24 did not respond to repeated requests by ActiveWatch to officially disclose the price for the program with Mihai Tudose on June 3rd or for other similar programs broadcast by the same news channel. Questioned by [Snoop](#), the PSD candidate refused to say whether the Social Democrats paid for his appearance on the program moderated by Prelipceanu. Meanwhile, Rareș Bogdan told Snoop that he doesn't know whether Digi24 was paid or not for his access to the program.

PNL Alliance). Campus Media TV also received about 199,000 euros (994,901 lei) from the Uniunea Salvați România (Dreapta Unită Alliance), money paid for TV ads and electoral promotion materials, not for the participation of any candidate in interviews or debates moderated by journalists of the TV stations, according to statements made by party representatives to Snoop.

The payments from PSD to Digi24, according to [PEA data](#), were made for "electoral propaganda materials" through Concept Media Management SRL, without specifying what exactly these materials are, their number and the sums received. Also according to the data available on the Authority's website, Concept Media Management received a total of approximately 2,673,000 euros (13,366,652 lei) from PSD for "TV electoral propaganda", from which it paid contracts concluded with B1 TV, Etno TV, Digi 24, România TV, Realitatea Plus, Prima TV and Antena 3 CNN.

B1 TV

Among self-reported programs submitted by B1 TV to CNA as electoral promotion for the European Parliament elections, we did not identify any broadcasts containing editorial intervention by journalists, but our monitoring was limited by the technical difficulties encountered in the online archive of the TV channel's website. For example, during the [June 6 program "Bună, România!"](#) journalists Radu Buzăianu and Răzvan Zamfir separated the editorial space from the space promoting the Dreapta Unită Alliance for the EU elections. However, due to the unavailability of B1 TV programs, we could not extend the analysis to check in which format other paid promotional materials were broadcast.

However, it should be noted that the representative of B1 TV at CNA stated, in a [public debate](#) (see min. 1:00:00) of the audiovisual council, that it is legitimate for news channels to receive money from parties for interviews with candidates conducted by TV journalists and that this is a long-standing practice in this field. In addition, ActiveWatch pointed out that B1 TV's practice of broadcasting promotional materials for candidates on the news during the electoral campaigns for local and EU elections [violates the audiovisual legislation](#), practice which was eventually sanctioned by CNA with a warning.

Euronews România

According to self-reported data submitted to CNA, Euronews România did not broadcast any electoral promotion programs.

Conclusions

ActiveWatch has analyzed the audiovisual electoral campaign for the European Parliament elections and has identified situations where legislation is violated or creates confusion even among broadcasters, who sometimes end up reporting misleading data to CNA, which significantly hinders the institutional process of verification and control.

A possible solution to ensure the legality of political parties' audiovisual campaign spending would be to strengthen the cooperation between the National Audiovisual Council and the Permanent Electoral Authority. This solution is, however, rejected by the two institutions, which do not consider that electoral and audiovisual legislations can collide and lead to violations of legal provisions. Constantin Rada, general director at the Permanent Electoral Authority, explained to ActiveWatch that PEA verifies the legality of political parties' spending, while the National Audiovisual Council is the institution in a position to ensure compliance with audiovisual legislation. Furthermore, representatives of CNA have publicly stated that the Council is not interested in contracts between parties and broadcasters, which are the responsibility of PEA.

In ActiveWatch's view, the broadcasting of programs paid by parties and moderated by TV journalists not only violates the principles of journalistic ethics, but also the audiovisual legislation, which means that the settlement of these expenses of parties by PEA should not be allowed. The legal prohibition is laid down in the Audiovisual Law, the Code of Regulation of Audiovisual Content, the Audiovisual Media Services Directive, which **prohibit sponsorship (financing) by political parties (legal entities of public law) of news and current affairs programs**. In the case of the European Parliament elections, the ban is explained in detail in the CNA Decision regulating the electoral campaign in the audiovisual media, which stipulates that radio and television stations may broadcast **for a fee** only those audiovisual productions for electoral promotion which are produced by the electoral competitors and to which broadcasters **have no editorial contribution**. The National Audiovisual Council has refused to incorporate a similar ban in decisions regulating campaigns for parliamentary and presidential elections.

CNA considers this practice legitimate, so the scenario will be repeated in the next two election campaigns in November and December.

The opacity of all the news channels mentioned, with the exception of Prima News, made it impossible to verify the exact costs of each of the election promotion programs presented above. They must therefore be considered estimated figures based on the data self-reported by the channels themselves. Contrary to the data declared to CNA, it is possible that access to some of the programs mentioned may have been free of charge.

Although the data currently available on the [website of the Permanent Electoral Authority](#) are, for the first time, much more detailed and transparent, providing slightly more information about the recipients of the sums paid by political parties, it is still difficult to understand exactly how much each media company receives from each electoral competitor. It is even more obscure for citizens to know exactly where these sums are going, i.e. what services are being purchased.

According to the [centralized data](#) available on the website of the Permanent Electoral Authority at the date of publication of this report, the total amounts spent by the main parties in the campaign for the EU elections for the production and dissemination of electoral propaganda materials on radio, television and in the written press were as follows:

- PSD-PNL Alliance: 28,947,745 lei (5,790,000 euro)
- AUR Alliance: 11,141,566 lei (2,228,000 euro)
- Dreapta Unită Alliance: 4.398.977 lei (880.000 euro)

According to an INSCOP [survey](#) published in March 2024, television remains the main source of information for Romanians.

ActiveWatch has already written about the legislative and editorial problems raised by the broadcasting of the electoral campaign for the EU elections [here](#) and [here](#).

Methodological limitations

While researching for this article, ActiveWatch considered the possibility that some broadcasters may have self-reported erroneous data to CNA – that is, that they may have mistakenly listed electoral debate programs, for which no money can be charged, as electoral promotion programs, which were broadcast for a fee. Concerning the declarations that were filled in by broadcasters for the European Parliament elections, the only difference between the table for electoral promotion (paid) and the table for electoral debate (free) is that the table for the former has a column for the duration of the promotion, measured in seconds, because they are counted as airtime, which is available to parties against payment. Thus, in the case of electoral debate programs, which are broadcast free of charge, there is no solid argument for keeping track of their seconds. The counting of seconds by broadcasters therefore suggests that a program was paid for by a particular party. Explanatory facsimiles can be found [here](#).

However, labeling the programs as electoral promotion – both live and in self-reported data to CNA – does not guarantee that the broadcasts were paid for by a party, which is why ActiveWatch and Snoop have asked the TV stations and political parties involved to provide clarifying information on the costs of the programs. Except for Prima News, which transparently and promptly confirmed that the interview with MEP Mihai Tudose, moderated by journalist Ionuț Cristache, cost 67,500 euros excluding VAT (i.e. 80,325 euros), all the all-news channels involved in electoral interviews with candidates refused to answer ActiveWatch's questions regarding the costs of broadcasting these electoral programs, despite written and telephonic requests. The same was the case for most of the political parties that Snoop asked for information about these expenses in the campaign for the EU elections. USR (Union Save Romania) was the only party that clarified that a Realitatea Plus program (an interview of journalist Anca Alexandrescu with Cristina Prună), which was reported live and to CNA as electoral promotion (for a fee), was broadcast for free.

In the absence of any explanatory answers, the price estimates are based on data self-reported by the broadcasters themselves and their publicly declared

tariffs. In some cases, the costs estimated by ActiveWatch are lower than those that would be derived from the broadcasters' self-reported data. For example, if a broadcaster reported a one-hour electoral promotion program, but ActiveWatch's monitoring shows that 15 minutes were allocated to commercial advertising, our calculation counts the actual airtime of the political content, i.e. 45 minutes. We did the same for some broadcasts with at least two guests that were self-reported by broadcasters with longer airtimes because, for example, for each guest individual seconds were counted for the entire duration of the broadcast, thus multiplying the airtime.

As for B1 TV, ActiveWatch's monitoring was limited by the technical difficulties encountered in the TV station's website archive. According to data self-reported to CNA, apart from the June 6th program "Bună, România!", in which journalists separate the editorial space from the politically funded space, the longest sequence of electoral promotion lasts about 8 minutes, suggesting that all other materials could be live broadcasts of campaign rallies without editorial interventions.

In the case of Digi24, the electoral promotion fragments are cut before the broadcasts are published in the site's archive and on the YouTube channel, so our analysis was limited to the live broadcasts of PSD on Facebook.

To the same extent, the information reported to PEA on political parties' propaganda expenditures is incomplete and placed in excessively general categories, making it particularly difficult to trace the public money used, for example, to pay for programs moderated by journalists.

In the images below we can notice the example of PSD, which although reports the sums to PEA, does not specify what the "TV electoral propaganda materials" consist of and their quantity. Also during this electoral campaign, the political parties used intermediary companies through which they made the payments to the TV stations, which makes it possible to hide the precise transactions.

● PSD



Anexa nr. 19
la normele metodologice

Declarație privind numărul de materiale de propagandă electorală produse și utilizate, defalcat pe categorii la campania electorală:
ALEGERI PARLAMENTUL EUROPEAN DIN 09 06 2024

Organizația teritorială/Nivelul central/Numele și prenumele candidatului independent	Tipul materialului de propagandă electorală	Caracteristici tehnice	Cantitatea	Furnizorul	Modul de utilizare
Videoclipuri		emisiuni TV de promovare electorală, Victor Negrescu	3	CETATEA ALBA CAROLINA SRL	Alba Carolina TV
		materiale de propagandă electorală TV	conf. anexa	CONCEPT MEDIA MANAGEMENT SRL	B1 TV
		materiale de propagandă electorală TV	conf. anexa		Etas TV
		materiale de propagandă electorală TV	conf. anexa		Diaga 24
		materiale de propagandă electorală TV	conf. anexa		România TV
		materiale de propagandă electorală TV	conf. anexa		Realitatea Plus
		materiale de propagandă electorală TV	conf. anexa		Prima TV
materiale de propagandă electorală TV	conf. anexa	Antena 3 CNN			

Centralizator declarație cheltuieli electorale - alegeri europarlamentare

Partid politic/ Alianță politică/ Organizație a cetățenilor/apartenință minorităților naționale	Tip finanțare	Furnizor	Nr. facturi	Data facturii	Valoarea facturii	Tipul cheltuielii electorale ⁵	Observație
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 077	15.05.2024	3.094.128,97	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 078	15.05.2024	1.639.494,13	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 079	15.05.2024	2.442.741,26	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 080	15.05.2024	3.909.396,02	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 081	15.05.2024	1.639.494,13	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 082	15.05.2024	375.698,84	propagandă electorală tv	
PARTIDUL SOCIAL DEMOCRAT	finanțare privată	CONCEPT MEDIA MANAGEMENT SRL	CMDIFF 083	15.05.2024	322.698,84	propagandă electorală tv	

● AUR

Centralizator declarație cheltuieli electorale - alegeri europarlamentare											
No. c. w.	Tip competiție	Competiție electorală	Partid politic/ Alianță politică/ Organizație a cetățenilor/apartenință minorităților naționale	Tip finanțare	Furnizor	Nr. facturi	Data facturii	Valoarea facturii	Tipul cheltuielii electorale ⁵	Observație	
477	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	1276	24.05.2024	2.022.665,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		
478	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	128	26.05.2024	1.280.740,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		
479	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	130	26.05.2024	495.130,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		
482	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	130	26.05.2024	119.010,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		
483	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	138	31.05.2024	1.811.490,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		
484	ALIANȚĂ ELECTORALĂ	ALIANȚA AUR	PARTIDUL A. IANȘĂ/PENTRU UE/ROMANIA ROMÂNILOR	TRANȘANAL PRIV. A. I.	DIGI MULTIMEDIA DESIGN SRL	139	31.05.2024	1.934.700,00	PROPAGANDĂ ELECTORALĂ A TELEZIUNII		

● PNL



Anexa nr. 19

Declarație privind numărul de materiale de propagandă electorală produse și utilizate, defalcat pe categorii, la alegerile membrilor din România în Parlamentul European din data de 09.06.2024

Organizația teritorială/Nivelul central/Numele și prenumele candidatului independent	Tipul materialului de propagandă electorală	Caracteristici tehnice	Cantitatea	Furnizorul	Modul de utilizare
NATIONAL	materiale tv	emisiuni tv	3	ANTENA 3	difuzare tv
NATIONAL	materiale tv	spoturi tv	7	ANTENA 4	difuzare tv
NATIONAL	materiale tv	transmisiuni electorale în direct de la activitățile de campanie	14	B1 TV CHANNEL SRL	difuzare tv
NATIONAL	materiale tv	spot electoral 60 secunde	5	B1 TV CHANNEL SRL	difuzare tv
NATIONAL	materiale tv	transmisiuni live, participare emisiuni tv	19	CAMPUS MEDIA TV SRL	difuzare tv
NATIONAL	materiale tv	difuzare activități de propagandă electorală (mingi)	16	RTV HD SRL	difuzare tv
NATIONAL	materiale tv	emisiuni tv	30	DBV MEDIA HOUSE SRL	difuzare tv realitatea
NATIONAL	materiale tv	emisiuni promovare electorală 10 24 mail	1	CLEVER MEDIA NETWORK SRL	difuzare tv
NATIONAL	materiale tv	spot 60 secunde	92	CLEVER MEDIA NETWORK SRL	difuzare tv
NATIONAL	materiale tv	emisiune promovare electorală 3 -3 iunie	1	CLEVER BUSINESS TRANSILVANIA SRL	difuzare tv

Political sponsorship of news and current affairs programs by political parties is prohibited by law

Representatives of the National Audiovisual Council and some private broadcasters believe that it is legal and ethical for the latter to receive money from political parties for interviews they conduct with electoral competitors during the campaign. These ideas were supported in [a public meeting of the CNA](#) and led to the rejection of a provision that would have clarified a ban on broadcasters from collecting money from electoral competitors, during the campaign, for programs to which they have an editorial contribution.

ActiveWatch contradicts this opinion and argues that the sponsorship (financing) of news programs and political current affairs programs (including interviews and other similar editorial formats) by electoral competitors is prohibited by the Audiovisual Law, in accordance with the provisions of the Audiovisual Media Services Directive.

ActiveWatch calls on the CNA to urgently analyze these legal provisions and clarify their application.

The CNA organized a public debate on September 19, 2024, in which it adopted the secondary legislation regulating the electoral campaigns in audiovisual media for the parliamentary and presidential elections.

Although the CNA decisions were improved during the debates, with the Council accepting several proposals formulated by ActiveWatch with a view to standardizing the legislation ([details here](#)), an important proposal supported by us was rejected. This concerns the transposition of an article from the CNA decision that regulated the audiovisual campaign for the European Parliament elections, a campaign that had a similar regime to the ones that follow, in the sense that it was also carried out for a fee. This article from the European Parliament campaign decision adopted by CNA provided that:

„Private broadcasters may broadcast for a fee only those audiovisual productions for electoral promotion that are made by electoral competitors and to which the broadcasters have no editorial contribution.“ (art. 10)

ActiveWatch argued that the existing provision in the secondary legislation, adopted long ago by the CNA, is correct and necessary, being also supported by the text of the audiovisual law, which transposes the Audiovisual Media Services Directive (AMSD). Thus, according to [the audiovisual law](#):

„Sponsorship of news programs and political current affairs programs is prohibited.“ (art. 34, para. 4)

In the opinion of the CNA representatives, interviews with candidates are electoral promotion programs, broadcast within the airtime to which electoral competitors are entitled to. according to electoral legislation, so private broadcasters can legitimately collect money for their production and broadcasting. The station representatives supported the same point of view. (see min. 1:00:00 - 1:35:00 [here](#))

In ActiveWatch's opinion, interviews with candidates and any other formats to which private broadcasters have editorial contributions fall within the scope of political current affairs programs mentioned in the audiovisual law. Any interview taken by a journalist of a radio or television station with a candidate represents an informative, current affairs program. The presence of journalists in such a program, broadcast for a fee, provides a transfer of credibility to a political advertising product, which represents a betrayal of the press's mission to serve the public interest and to inform correctly and impartially. Hence the legal prohibition on charging money for such programs.

The representatives of the CNA and those of the private broadcasters present at the debate also stated that the provision in the law refers to the sponsorship of broadcasts by private entities and that it cannot in any way refer to the money that political parties spend in the electoral campaign, which represents financing.

In perfect accordance with the text of the Audiovisual Media Services Directive (AMSD) that it transposes, the audiovisual law states that audiovisual sponsorship represents:

"any contribution to the financing of the audiovisual media service, the video-sharing platform service, user-generated videos or programmes, made by legal entities under public or private law or by natural persons, not engaged in the activities of providing audiovisual media services or video-sharing platform services or in the production of audiovisual works, for the purpose of promoting their own name, brand, image, activity or products;" (art. 1, para. 1, point. 19).

Political parties are legal entities under public law, according to [the law on political parties](#). The same principle is also supported by the Constitutional Court of Romania (CCR) in several recent decisions on constitutional matters (CCR Decisions [249/2018](#), [531/2018](#), [686/2020](#)), which states that the definition of legal entities under public law in the Civil Code includes political parties. The same is the conclusion of the High Court of Cassation and Justice (ICCJ) – Panel for the Resolution of Legal Issues (decision [37/2022](#)).

If audiovisual sponsorship means, according to the Audiovisual Law and the jurisprudence of the CCR and the ICCJ, any contribution to the financing of the audiovisual media service made by political parties or even independent candidates, as individuals, for the purpose of promoting the name, image and activity, it follows that **the sponsorship (financing) of news programs and political current affairs programs by political parties is prohibited by the audiovisual law, in accordance with the provisions of the Audiovisual Media Services Directive.**

Therefore, ActiveWatch requests the CNA to urgently analyze these legal provisions and clarify their application.

The open letter sent to the CNA [here](#).

The response of the President of the National Council of Romania, Monica Gubernat, from October 16, 2024, [here](#).



INVESTIGAȚII

Mirosul banilor din campanie. AUR și PNL au dat peste 3 milioane de euro la Realitatea, șapte televiziuni au promovat PSD

■ Cristian Andrei

The Snoop article:

[The smell of money in the campaign. AUR and PNL gave over 3 million euros to Realitatea, seven television stations promoted PSD](#)

Relevant legislation

<p>Sponsorship - any contribution to the financing of the audiovisual media service, the video-sharing platform service, user-generated videos or programmes, made by legal entities under public law or by natural persons, not engaged in the activities of providing audiovisual media services or video-sharing platform services or in the production of audiovisual works, for the purpose of promoting their own name, brand, image, activity or products;</p>	<p>Audiovisual Law, art. 1 para. 1 point 19</p>
<p>Political parties are political associations of Romanian citizens with the right to vote, who freely participate in the formation and exercise of their political will, fulfilling a public mission guaranteed by the Constitution. They are legal entities under public law.</p>	<p>Law on Political Parties, art. 1</p>
<p>Sponsorship of news programs and political current affairs programs is prohibited.</p>	<p>Audiovisual Law, art. 34 paragraph 4</p>
<p>News programs and debates on political topics cannot be sponsored.</p>	<p>Audiovisual Content Regulatory Code, art. 98, para. 1</p>
<p>Private broadcasters may broadcast for a fee only those audiovisual electoral promotion productions that are made by electoral competitors and to which the broadcasters have no editorial contribution.</p>	<p>CNA decision on the rules for conducting the electoral campaign in audiovisual media for the election of Romanian members of the European Parliament in 2024, art. 10</p>
<p>News and current affairs programmes shall not be sponsored.</p>	<p>Audiovisual Media Services Directive, art. 10, para. 4</p>
<p>According to the provisions of art. 191 of the Civil Code, legal entities under public law are established by law, by acts of central or local public administration authorities or in other ways provided for by law. In a 2018 decision, the Constitutional Court “finds that art. 191 para. (1) of the Civil Code refers to state authorities and institutions [establishment of the Government, ministries, autonomous administrative authorities (for example, the Competition Council), the Legislative Council, the Constitutional Court, etc.], to administrative-territorial units, all of which exercise the prerogatives of public power, while para. (2) of the same legal text refers to economic operators, political parties, etc., respectively to legal entities that are qualified as public law in terms of their purpose and object of activity, providing, for example, a service of public/general interest, administering public property, etc.</p>	<p>CCR Decision 249/2018, paragraph 55</p>

Explanatory facsimiles

Prima News

- Fixed tariff for EU elections, as declared to CNA

Tip de expunere	Durata	Cost fix
DIFUZARE SPOT ELECTORAL 30 sec in PT (18:00 - 24:00)	30 sec	€ 2.500,00/spot
DIFUZARE SPOT ELECTORAL 30 sec in OPT (07:00 - 18:00 si 24:00 - 26:00)	30 sec	€ 2.000,00/spot
Difuzare material audiovizual electoral sau difuzarea in direct sau inregistrata a mitingurilor/conferintelor de presa/alte activitati de campanie ale competitorilor electorali All Day (07:00 – 26:00)	1 minut	€ 1.500,00/min

- Data self-reported to CNA – Total seconds of electoral promotion programs

EMISIUNI INFORMATIVE										EMISIUNI DE PROMOVARE ELECTORALĂ				EMISIUNI DE DEZBATERE ELECTORALĂ				SPOTURI ELECTORALE										
Formațiune politică	Nr. prezente				Total	Formațiune politică	Durată materiale [s]				Formațiune politică	Nr. prezente				Formațiune politică	Nr. spoturi											
	S1	S2	S3	S4			S1	S2	S3	S4		Total	S1	S2	S3		S4	Total	S1	S2	S3	S4	Total					
ALIANȚA ELECTORALĂ PSD PNL	0	0	0	0	0	ALIANȚA ELECTORALĂ PSD PNL	480	1000	4500	0	13800	ALIANȚA ELECTORALĂ PSD PNL	2	1	2	7	15	ALIANȚA ELECTORALĂ PSD PNL	0	0	0	24	24	0	0	0	1305	1305
PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	ALIANȚA DREAPTA UNITĂȚII USR-PMP-UDMR-ORIE	1	0	2	3	6	PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	0	0	0	0	0
ALIANȚA DREAPTA UNITĂȚII USR-PMP-UDMR-ORIE	0	0	0	0	0	ALIANȚA DREAPTA UNITĂȚII USR-PMP-UDMR-ORIE	0	0	0	0	0	ALIANȚA AUR	1	0	1	4	6	ALIANȚA DREAPTA UNITĂȚII USR-PMP-UDMR-ORIE	0	0	0	0	0	0	0	0	0	0
ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	CANDIDAT INDEPENDENT	0	1	0	3	4	ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	0	0	0	0	0
ALIANȚA AUR	0	0	0	0	0	ALIANȚA AUR	0	0	0	0	0	PARTIDUL RENOVAREA ROMÂNIEI	0	0	0	3	3	ALIANȚA AUR	0	0	0	0	0	0	0	0	0	0
PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	PARTIDUL ALTERNATIV DREAPTA	0	0	0	1	1	PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	0	0	0	0	0
PARTIDUL DIASPORA UNIĂ	0	0	0	0	0	PARTIDUL DIASPORA UNIĂ	0	0	0	0	0	UNIUNEA DEMOCRATĂ VAȘARĂȘII ROMÂNIEI	0	1	0	0	1	PARTIDUL DIASPORA UNIĂ	0	0	0	0	0	0	0	0	0	0

- "La final" program, May 26, 2024 – Data self-reported to CNA

REFLECTAREA CAMPANIEI ELECTORALE PENTRU ALEGEREA MEMBRILOR DIN ROMÂNIA ÎN PARLAMENTUL EUROPEAN DIN ANUL 2024						
EMISIUNI ELECTORALE						
POST: Prima News PERIOADA: 24-30 MAI 2024						
Data	Ora	Emisiune	Competitor (nume, prenume)	Formațiune politică	Durata promovării [s]	Marcaj
24.05.2024	16:43-16:56	Prima News cu Ciprian Aron	Ligia Deca	ALIANȚA ELECTORALĂ PSD PNL	780	promovare electorala
24.05.2024	16:48-16:51	Prima News cu Ciprian Aron	Rares Bogdan	ALIANȚA ELECTORALĂ PSD PNL	180	promovare electorala
24.05.2024	17:01-17:06	Prima News cu Ciprian Aron	Lucian Bode	ALIANȚA ELECTORALĂ PSD PNL	420	promovare electorala
24.05.2024	17:21-17:28	Prima News cu Ciprian Aron	Nicolae Ciuca	ALIANȚA ELECTORALĂ PSD PNL	420	promovare electorala
26.05.2024	20:00-20:45	La final	Mihai Tudose	ALIANȚA ELECTORALĂ PSD PNL	2700	promovare electorala

- Fixed tariff for EU elections, as declared to CNA

➤ Prezenta în emisiuni electorale (live sau material înregistrat)

- Interval orar 08.00 – 18.00: 2.400 euro / 1 minut
- Interval orar 18.00 – 22.00: 3.000 euro / 1 minut

- Self-reported data to CNA – Total seconds of electoral promotion programs

EMISIUNI INFORMATIVE										EMISIUNI DE PROMOVARE ELECTORALĂ					EMISIUNI DE DEZBATERE ELECTORALĂ					SPOTURI ELECTORALE					
Formațiune politică	Nr. prezențe				Total	Formațiune politică	Durată materiale [s]				Total	Formațiune politică	Nr. prezențe				Total	Formațiune politică	Nr. spoturi				Total	S3	
	S1	S2	S3	S4			S1	S2	S3	S4			S1	S2	S3	S4			S1	S2	S3	S4			
ALIANȚA ELECTORALĂ PSD PNL	0	0	0	7	7	ALIANȚA ELECTORALĂ PSD PNL	0	0	0	1200	1200	PARTIDUL LIBERAL	6	12	11	14	43	ALIANȚA ELECTORALĂ PSD PNL	0	0	0	0	0	0	0
PARTIDUL ALTERNATIV DREPTĂ	2	3	0	0	5	PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	ALIANȚA ELECTORALĂ PSD PNL	6	7	6	15	34	PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	0	0
PARTIDUL PATRIOTILOR	0	0	4	0	4	ALIANȚA DREPTĂ UNITĂ USR-PMF-FORȚA DREPTII	0	0	0	0	0	ALIANȚA AUR	5	2	3	4	14	ALIANȚA DREPTĂ UNITĂ USR-PMF-FORȚA DREPTII	0	0	0	0	0	0	0
CANDIDAT INDEPENDENT	1	0	0	0	1	ALIANȚA FOMÂNIA SOCIALISTĂ	0	0	0	0	0	ALIANȚA DREPTĂ UNITĂ USR-PMF-FORȚA DREPTII	2	1	1	3	7	ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	0	0
PARTIDUL S.O.S. ROMÂNIA	0	0	0	0	0	ALIANȚA AUR	0	0	0	0	0	CANDIDAT INDEPENDENT	1	2	1	3	7	ALIANȚA AUR	0	0	0	0	0	0	0
ALIANȚA DREPTĂ UNITĂ USR-PMF-FORȚA DREPTII	0	0	0	0	0	PARTIDUL ALTERNATIV DREPTĂ	0	0	0	0	0	PARTIDUL PATRIOTILOR	0	0	0	1	1	PARTIDUL ALTERNATIV DREPTĂ	0	0	0	0	0	0	0

- "În fața națiunii" program, June 5, 2024 – Data self-reported to CNA (details of broadcasting of electoral promotion programs)

REFLECTAREA CAMPANIEI ELECTORALE PENTRU ALEGEREA MEMBRILOR DIN ROMÂNIA ÎN PARLAMENTUL EUROPEAN DIN ANUL 2024						
EMISIUNI ELECTORALE						
POST: PERIOADA: 31 MAI - 8 Iunie 2024						
Data	Ora	Emisiune	Competitor (nume, prenume)	Formațiune politică	Durata promovării [s]	Marcaj
5.06.2024	20:00	In fata natunii	Rares Bogdan	ALIANȚA ELECTORALĂ PSD PNL	1200	emisiune electorală

- Fixed tariff for EU elections, as declared to CNA

Tarifele unice pe unitatea de timp și/sau pe emisiune practicate de postul nostru sunt următoarele:

- 00:00-18:00 - 3.000 € /spot electoral 30 sec
- 18:00-24:00 - 3.500 € /spot electoral 30 sec
- 08:00-18:00 - 3.500 € /1 min de promovare electorală
- 18:00-24:00 - 4.500 € /1 min de promovare electorală

- "100%" program, 31 May, 2024 – Data self-reported to CNA

REFLECTAREA CAMPANIEI ELECTORALE PENTRU ALEGEREA MEMBRILOR DIN ROMÂNIA ÎN PARLAMENTUL EUROPEAN DIN ANUL 2024						
EMISIUNI ELECTORALE						
POST: REALITATEA PLUS						
PERIOADA: 31 MAI - 8 Iunie 2024						
Data	Ora	Emisiune	Competitor (nume, prenume)	Formațiune politică	Durata promovării [s]	Marcaj
31.05.2024	21:00-22:00-23:00	100%	Gheorghe Piperea	ALIANȚA AUR	8100	Promovare electorală
31.05.2024	21:00-22:00-23:00	100%	Georgiana Teodorescu	ALIANȚA AUR	8100	Promovare electorală
31.05.2024	21:00-22:00-23:00	100%	Nicolae Vlahu	ALIANȚA AUR	8100	Promovare electorală
31.05.2024	21:00-22:00-23:00	100%	Marian Cucșa	ALIANȚA AUR	8100	Promovare electorală
31.05.2024	21:00-22:00	100%	Cristian Terheș	ALIANȚA AUR	4140	Promovare electorală
31.05.2024	22:00-23:00	100%	George Simion	ALIANȚA AUR	3240	Promovare electorală

- "Caravana România Suverană" program – Data self-reported to CNA

REFLECTAREA CAMPANIEI ELECTORALE PENTRU ALEGEREA MEMBRILOR DIN ROMÂNIA ÎN PARLAMENTUL EUROPEAN DIN ANUL 2024						
EMISIUNI ELECTORALE						
POST: REALITATEA PLUS						
PERIOADA: 31 MAI - 8 Iunie 2024						
Data	Ora	Emisiune	Competitor (nume, prenume)	Formațiune politică	Durata promovării [s]	Marcaj
05.06.2024	10:00	Plus Matinal	George Simion	ALIANȚA AUR	420	Promovare electorală
05.06.2024	11:00-12:00	Caravana 100% pentru România	Nicolae Ciucă	ALIANȚA ELECTORALĂ PSD PNL	360	Promovare electorală
05.06.2024	11:00-12:00	Caravana 100% pentru România	Mara Mareș	ALIANȚA ELECTORALĂ PSD PNL	5640	Promovare electorală
05.06.2024	11:00-12:00	Caravana 100% pentru România	Siegfried Mureșan	ALIANȚA ELECTORALĂ PSD PNL	5640	Promovare electorală



- Fixed tariff for EU elections, as declared to CNA

Prezența în emisiune de promovare electorală*: 15 minute / candidat:	
Emisiunea electorală	EUR
11:00-15:00	25.000
15:00-19:00	30.000
19:00-23:00	35.000

- Data self-reported to CNA – Total seconds of electoral promotion programs

CONSILIUL NAȚIONAL AL AUDIOVIZUALULUI																													
DIRECȚIA MONITORIZARE SERVICIUL MONITORIZARE MEDIA										REFLECTAREA CAMPANIEI ELECTORALE PENTRU ALEGEREA MEMBRILOR DIN ROMÂNIA ÎN PARLAMENTUL EUROPEAN DIN ANUL 2024																			
POST: DIGI 24 DIGI 24 FM										FORMAȚIUNI POLITICE																			
PERIOADA: 31 MAI - 8 Iunie 2024																													
EMISIUNI INFORMATIVE				EMISIUNI DE PROMOVARE ELECTORALĂ				EMISIUNI DE DEZBATERE ELECTORALĂ				SPOTURI ELECTORALE																	
Formațiune politică	Nr. prezențe			Total	Formațiune politică	Durată materiale [s]			Total	Formațiune politică	Nr. prezențe			Total	Formațiune politică	Nr. spoturi			Total	Durată spoturi [s]			Total						
	S1	S2	S3	S4		S1	S2	S3	S4		S1	S2	S3	S4		S1	S2	S3	S4		S1	S2	S3	S4					
ALIANȚA AUR	6	0	0	3	9	ALIANȚA AUR	1785	3208	350	0	5353	ALIANȚA AUR	3	4	2	1	10	ALIANȚA ELECTORALĂ PSD PNL	0	0	0	38	38	0	0	0	840	840	
ALIANȚA ELECTORALĂ PSD PNL	5	0	0	4	9	ALIANȚA DREAPTA UNITĂ USR-PMP-FORȚA DREPTEI	0	0	1462	3602	5064	ALIANȚA ELECTORALĂ PSD PNL	1	1	0	6	8	ALIANȚA DREAPTA UNITĂ USR-PMP-FORȚA DREPTEI	0	0	0	15	15	0	0	0	256	256	
ALIANȚA DREAPTA UNITĂ USR-PMP-FORȚA DREPTEI	5	1	0	0	6	ALIANȚA ELECTORALĂ PSD PNL	0	0	0	4295	4295	ALIANȚA DREAPTA UNITĂ USR-PMP-FORȚA DREPTEI	1	2	2	2	7	ALIANȚA AUR	0	0	0	0	0	0	0	0	0	0	
CANDIDAT INDEPENDENT	0	0	0	5	5	ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	ALIANȚA ROMÂNIA SOCIALISTĂ	1	1	0	0	2	ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	0	0	0	0	0	0
ALIANȚA ROMÂNIA SOCIALISTĂ	0	0	0	0	0	CANDIDAT INDEPENDENT	0	0	0	0	0	CANDIDAT INDEPENDENT	1	1	0	0	2	CANDIDAT INDEPENDENT	0	0	0	0	0	0	0	0	0	0	0
PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	PARTIDUL REÎNNOIM PROIECTUL EUROPEAN AL ROMÂNIEI	0	0	0	2	2	PARTIDUL ALTERNATIV DREAPTA	0	0	0	0	0	0	0	0	0	0	0

- "Jurnalul de Seară" program, 3 June, 2024 – Data self-reported to CNA

EMISIUNI ELECTORALE						
POST: DIGI24				PERIOADA: 31 MAI - 8 IUNIE 2024		
Data	Ora	Emisiune		Formațiune politică	Durata promovării [s]	Marcaj
31.05.2024	15:00	Studio politic	material electoral de sinteza	ALIANȚA DREAPTA UNITĂ USR-PMP-FORTA DREPTEI	381	bumpere si promovare electorală
31.05.2024	21:00	Ediție specială cu Anca Suclu	material electoral de sinteza	ALIANȚA DREAPTA UNITĂ USR-PMP-FORTA DREPTEI	390	bumpere si promovare electorală
3.6.24	18:00	Știrile amiezii	material electoral de sinteza	ALIANȚA DREAPTA UNITĂ USR-PMP-FORTA DREPTEI	307	bumpere si promovare electorală
3.6.24	21:00	Jurnalul de seară	material electoral de sinteza	ALIANȚA DREAPTA UNITĂ USR-PMP-FORTA DREPTEI	326	bumpere si promovare electorală
3.6.24	21:00	Jurnalul de seară	Mihai Tudose	ALIANȚA ELECTORALĂ PSD PNL	1800	bumpere si promovare electorală

FreeEx Digest is an editorial project of the ActiveWatch Association, produced by the ActiveWatch team and its collaborators and financially supported by the Embassy of the Kingdom of the Netherlands.

The FreeEx Digest project is inspired by more than [20 years of work in monitoring freedom of the media](#) and contained in the annual reports on freedom of expression in Romania.

- FreeEx Digest no. 1 [Safety of Journalists. Public Lynching and Kompromat](#) can be read [here](#).
- FreeEx Digest no. 2 [Control and censorship of digital communications](#) can be read [here](#).
- FreeEx Digest no. 3 [Breaking \(News\) Democracy](#) can be read [here](#).
- FreeEx Digest no. 4 [Parties, money and the press - a toxic relationship](#) can be read [here](#).
- FreeEx Digest no. 5 [The journalists and their sources](#) can be read [here](#).
- FreeEx Digest no. 6 [Youth, tough votes](#) can be read [here](#).
- FreeEx Digest no. 7 [2 IN 1 ELECTORAL CAMPAIGN. Voters caught between legislative loopholes and very low electoral markers](#) can be read [here](#).
- FreeEx Digest no. 8 [The strange Roşia Montană case. The Romanian media and the painted black swans](#) can be read [here](#).

Team

Liana Ganea

Șerban Barbu

Radu Bănică

Ionuț Codreanu

Răzvan Martin

Research: Valentina Netu

DTP: Ioana Popa

Thank you to

Cristian Andrei, Bogdan Manolea, Ștefan Căndea, Robert S.,
Luiza Vasiliu, Victor Ilie, Răzvan Luțac

License

Creative Commons CC-BY 4.0 (Attribution)

Bucharest,
October 2024