

Regulation of Political advertising

A comparative study with reflections on the situation in South-East Europe

As part of the annual dialogue among media regulatory authorities in the region under the auspices of the JUFREX regional action, on 3 July 2020 the online regional round table on “Elections, pandemics and disinformation” was organised with participation of media regulatory authorities from South-East Europe. It was deemed to be vital to discuss the issue of elections and to relate the experiences of regulatory authorities, especially considering that a number of elections were taking place in the region in 2020. The discussion raised many questions relating to the political campaigning and advertising.

As a follow up activity, the Study: Political Advertising: A Comparative Study with Reflections on the Situation in South-East Europe, provides the beneficiaries with valuable and applicable references on regulating political advertising during the electoral campaigns. The study addresses the issue of political campaigning and advertising from a media regulatory perspective and offers guidelines, in line with European standards and best practices in this field.

Regulatory authorities, beneficiaries of JUFREX has actively contributed to preparation of the Study by providing information on their legal frameworks and practices.

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