

**INTRODUCTION OF TV LICENSE AS A FACTOR FOR IMPROVING THE
MANAGEMENT OF NATIONAL TELEVISION OF THE REPUBLIC OF
BULGARIA**

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Abstract:

The article analyzes some options for the aforementioned license implementation in the Republic of Bulgaria. Based on that an annual amount and a facilitation of the TV license has been proposed. Two possible scenarios for the future funding of the national TV of Bulgaria have been drawn. In the first one, the government directs license income towards forming an independent national TV budget and in the second they keep the current funding and add the TV license to it. The outcomes for its management and the common citizens of the country have been analyzed in both scenarios. A discussion about the benefits for the national TV management has been done.

Key words: TV license; national TV; Management; budget

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