

KRRiT

**Report**  
**of the National Broadcasting**  
**Council (KRRiT)**  
**on Activities in 2025**  
**– Summary**



**KRAJOWA RADA**  
**RADIOFONII i TELEWIZJI**

**Report  
of the National Broadcasting Council (KRRiT)  
on Activities in 2025  
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Warsaw, May 2026

**The National  
Broadcasting Council**

**RESOLUTION NO. 101/2026  
of 13 May 2026**

Pursuant to Article 9(1) in conjunction with Article 12(1) and (2) of the Act of 29 December 1992 on Broadcasting (consolidated text: Journal of Laws of 2022, item 1772, as amended), the National Broadcasting Council

**resolves**

1. To adopt the *Report of the National Broadcasting Council on Activities in 2025*, together with the dissenting opinion of KRRiT Member Tadeusz Kowalski, as an annex to this resolution.
2. To present the *Report of the National Broadcasting Council on Activities in 2025* to:
  - the Sejm of the Republic of Poland,
  - the Senate of the Republic,
  - the President of the Republic of Poland.
3. To present the *Report of the National Broadcasting Council on Activities in 2025* to the Prime Minister.



Chairman  
of the National Broadcasting Council

*Agnieszka Glapiak*  
dr Agnieszka Glapiak

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## Foreword

The National Broadcasting Council (KRRiT) holds a special status within the system of state bodies, arising from its constitutional placement in Chapter IX as one of the organs of state oversight and the protection of law, with its scope of competence set out in Article 213 of the Constitution of the Republic of Poland: *The National Broadcasting Council shall safeguard the freedom of speech, the right to information as well as safeguard the public interest regarding radio broadcasting and television.*

### The KRRiT's Place in the Democratic System

It must be stated emphatically that the National Broadcasting Council is not a body of government administration, and its autonomy is systemic in character, justified by the tasks it performs. The independence of the regulatory body in the field of media is a guarantee of the modern media order and of media accountability for actions taken in areas including respect for audience rights and the maintenance of journalistic standards. It is worth stressing clearly that programme monitoring of the media is permissible exclusively ex post. This form of monitoring is carried out solely by the National Broadcasting Council, which should serve as a guarantee of media independence from impermissible external influences.

### The Unlawful Takeover of Public Media

The legal provisions governing the media market in Poland were established in 1992 by the Broadcasting Act, supplemented by the Subscription Fee Act of 2005 and the National Media Council Act of 2016. In December 2023, these norms were broken in an unprecedented manner. The governing coalition forcibly seized control of public media, with the then-Minister of Culture and National Heritage, Bartłomiej Sienkiewicz, announcing the commencement of a process of liquidation of the public media — a process that continues to this day with no sign of resolution. These unlawful actions were subjected to detailed monitoring and described in KRRiT publications, which identified their negative consequences for the fulfilment of the public service remit.

The difficult situation of public media remains unresolved. This has a disorganising effect on their institutional, financial, and — above all — legal capacity to carry out their responsibilities. The KRRiT continually draws attention to the pathological situation arising from the liquidation of public media. The Minister of Culture and National Heritage remains deaf to appeals to bring this destructive process to an end. Meanwhile, public broadcasters are increasingly departing from the balance and objectivity required in presenting matters and decisions of importance to the broad public. This is evidenced clearly by the results of programme monitoring as well as falling viewing and listening figures.

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## **The KRRiT's Protection of Public Funds**

Given that the public media had been placed into liquidation, it was not possible for the National Broadcasting Council to apply its standard procedures for transferring subscription fee funds to them for the fulfilment of the public service remit. In the absence of certainty as to who in fact held legal title to public funds, at the start of 2024 the KRRiT decided that subscription fee revenues would be placed in court escrow accounts until such time as the registration of the companies' liquidation with the National Court Register (NCR) became legally binding. Following the legally binding registration of liquidators with the NCR, the KRRiT transferred subscription fee funds directly to the companies. The National Broadcasting Council also transferred to public media accounts the 2024 subscription fee revenues returned by the courts from the escrow accounts of the Minister of Finance.

## **Attack on the KRRiT Chair**

It must be emphasised that the transfer of funds to court escrow accounts stemmed from an evident duty of care regarding public funds contributed by Poles through the subscription fee, and was the only correct course of action available to the KRRiT in the situation of the unlawful takeover of public media. Unfortunately, this decision by the National Broadcasting Council became the basis for a fierce political campaign directed against certain members of the Council, including its Chairman, Maciej Świrski. This campaign was grounded in an unjust motion by a group of members of the governing coalition to refer the KRRiT Chair to the State Tribunal. Following months of disruption to the KRRiT's work caused by hearings before the Constitutional Accountability Committee, and contrary to the Constitutional Tribunal's ruling of 16 July 2025, the motion was voted through by the Sejm a few days later. However, the strategy of politically undermining the independence of the KRRiT and disrupting its proper functioning ultimately failed. Following the suspension of Maciej Świrski as an KRRiT member, and with a sense of responsibility for the continued operation of the constitutional body, the KRRiT members elected new leadership to ensure institutional continuity. By resolution, I assumed the role of KRRiT Chair, and Dr Hanna Karp became Deputy Chair. From that point forward, the National Broadcasting Council has taken unanimous decisions on numerous matters essential to ensuring the proper development of audiovisual media and overseeing broadcasters' compliance with their statutory obligations.

The proceedings against the former KRRiT Chair are not the only element of the political strategy aimed at eliminating the institutional independence of the regulatory body for the media market, that is, the National Broadcasting Council. The KRRiT is being sidelined in significant matters relating to the future of the audiovisual market in Poland on an unprecedented scale.

## **The Damaging Marginalisation of the KRRiT in Shaping the Media Market – DSA and EMFA**

Under the Digital Services Act (DSA), the National Broadcasting Council should be the competent authority in the area of protecting freedom of expression and the right to information of users of video-sharing platforms. The KRRiT has repeatedly drawn the Minister of Digitisation's attention to the consistent exclusion of the KRRiT from its rightful role as one of the competent bodies for supervising

the application of DSA provisions in Poland. Between January 2023 and December 2025, the KRRiT submitted numerous positions regarding the manner of implementing the DSA, but these views were not taken into account. The draft of July 2025 was the first to finally acknowledge the KRRiT's role, but solely in respect of video-sharing platforms (VSP). The KRRiT was not involved in work on the draft. This raises concerns regarding the transparency of the legislative process and respect for the KRRiT's position as a constitutional state body. The KRRiT's recommendations were not reflected in any of the legislative drafts for DSA implementation prepared by the Ministry of Digitisation. The implementation of the DSA in Poland has become entirely politicised.

A similar situation pertains to the implementation of the European Media Freedom Act (EMFA). The National Broadcasting Council submitted comments to the Minister of Culture and National Heritage on the draft amendment of 5 December 2025 to the so-called Media Act. In the assessment of the majority of KRRiT members, the proposed provisions not only fail to strengthen the independence of the media market and the regulatory body, but in many respects give rise to legitimate doubts as to their coherence, proportionality, and genuine connection to the objectives of EMFA. The KRRiT noted, inter alia, the absence of a clear link between the proposed provisions and those of EMFA, and the risk of weakening the institutional independence of the KRRiT as well as the operational stability of public media.

The majority of KRRiT members are firmly opposed to the European Media Freedom Act being used as a pretext to introduce solutions that destabilise the national media system and weaken the constitutional guarantees of regulatory independence.

The exclusion of the KRRiT from work on legal solutions relating to the market it regulates, and its future role in applying European media regulations in Poland, is not only outrageous from the standpoint of the principles of institutional cooperation, but also disrespectful of the KRRiT's constitutional role. It is furthermore inconsistent with Article 6(2)(1) of the Broadcasting Act, which provides that the tasks of the National Broadcasting Council include in particular: *to draw up, in agreement with the Prime Minister, the directions of the State policy in respect of radio and television broadcasting.*

## **Monitoring the Activities of Audiovisual Media Service Providers**

Programme monitoring and the annual programme reporting submitted to the KRRiT are tools that make it possible to exercise full and objective control over the activities of audiovisual media service providers. The National Broadcasting Council conducts various types of programme monitoring: systematic monitoring in accordance with a prepared plan, intervention monitoring based on complaints received by the KRRiT, and ad hoc monitoring related to media coverage of significant events in a given year.

During the reporting year, the KRRiT conducted monitoring of the main television programmes and other audiovisual services, assessing the manner in which they covered the presidential election campaign. The KRRiT paid particular attention to public media's compliance with their obligation

to present candidates for the office of President of the Republic of Poland in an equal, fair, and objective manner, and to the space they created for public debate.

During the presidential election campaign, the KRRiT also responded to audience complaints regarding, inter alia, the manner in which candidates were presented in the media.

During the past year, the National Broadcasting Council also observed how the media responded to crisis events, in particular the presence of Russian drones in Polish airspace. An assessment was made as to whether the media reported information with due regard for national security.

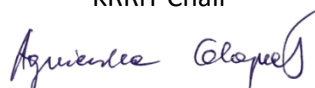
The KRRiT also paid particular attention to examining the presence of content that is prohibited or harmful to minors, both through its own monitoring and by responding to audience complaints.

The KRRiT welcomes the engagement of citizens who demand a high standard of journalism from the media and compliance with the provisions of the Broadcasting Act, and who express concern for media accountability in the content they broadcast and for the information security of the state.

### **An Invitation to Read the KRRiT's Report**

The reporting documentation for 2025, submitted to the Sejm, Senate, and President of the Republic of Poland in accordance with Article 12(1) of the Broadcasting Act, contains information on all the most important events and issues arising both from the activities of the KRRiT itself and from the audiovisual media market in Poland. The Report contains detailed information on the fulfilment of the tasks assigned to the National Broadcasting Council, including, inter alia, the protection of freedom of speech, safeguarding the interests of viewers, listeners, and consumers of online video content, the conduct of licensing proceedings, and monitoring of public media in respect of their fulfilment of the public service remit.

KRRiT Chair

  
**dr Agnieszka Glapiak**

## 1. The KRRiT Safeguards Freedom of Speech and Journalistic Standards

The Constitution of the Republic of Poland (Article 213(1)) entrusts the National Broadcasting Council with the special role of guardian of freedom of speech, the right to information, and the public interest in broadcasting and television. In practice, this means not only responding to violations of these values, but also continuous oversight of the manner in which the media function and the quality of public debate.

In 2025, the National Broadcasting Council carried out these constitutional tasks by focusing on the protection of freedom of speech, the right to information, and the raising of journalistic standards. These activities covered a broad range of work — from monitoring media coverage of the election campaign and crisis situations, through analysis of online content, to interventions in matters of media pluralism and freedom of journalistic practice.

The KRRiT's activities in the area of protecting freedom of speech included responding to instances of restricted access to information and unequal treatment of media outlets. The Council objected, *inter alia*, to TVP (in liquidation) blocking other broadcasters' access to transmission of the presidential debate. It also filed a complaint with the public prosecutor's office in connection with reporters from selected editorial teams being prevented from attending government press conferences. In the context of the election campaign, the KRRiT submitted a request to the National Electoral Commission to examine the legality of organising the debate in Końskie, pointing to possible violations of the principle of equal access for candidates and a lack of transparency in its financing.

The Council also made its position known loudly on the implementation of the Digital Services Act (DSA), emphasising that this EU legislation cannot lead to restrictions on freedom of expression or interference in public debate. The Council pointed out that the mechanisms provided for in the DSA — in particular the 'notice and action' procedures — must not lead to the arbitrary removal of content or to restrictions on media pluralism. It drew attention to the need to introduce transparent moderation rules and effective appeal mechanisms to guarantee the protection of users' and broadcasters' rights.

The KRRiT's activities in the area of maintaining journalistic standards focused on detailed monitoring of media output and the enforcement of applicable regulations. Two hundred and eighty seven (287) news bulletins and 32 current affairs programmes were analysed as part of its monitoring of coverage of the presidential campaign. The results indicated a clear bias in reporting. In TVN's *'Fakty'*, 92.5% of coverage of Rafał Trzaskowski was positive in tone; in TVP (in liquidation)'s *'19.30'*, the figure was 63.6%; and in Polsat's *'Wydarzenia'*, 53.2%. Meanwhile, Telewizja Republika presented Karol Nawrocki in a positive light in 84% of its coverage. At the same time, TVP (in liquidation) and TVN broadcast no positive coverage of Karol Nawrocki, presenting him predominantly in a negative and emotive manner. Monitoring also revealed that the remaining presidential candidates were marginalised, receiving no comparable airtime.

The KRRiT also carried out supervisory activities relating to breaches of journalistic standards. In response to audience complaints, 223 proceedings were initiated concerning journalistic unreliability. As a result, warnings and recommendations concerning impartiality were issued to broadcasters. The KRRiT also conducted monitoring of current affairs programmes on TVP (in liquidation) (*'Bez retuszu'*, *'Trójkąt polityczny'*, *'Bez trybu'*, *'Niebezpieczne związki'*, *'Co ludzie powiedzą?'* and *'Kontrapunkt'*). This found that 71% of coverage relating to the opposition was negative and accusatory in character. Only 10% of the content analysed was neutral and analytical, based on a factual presentation of facts and arguments. At the same time, 78% of discussions centred on assessments of individuals and their intentions rather than substantive analysis of public affairs, thereby exacerbating the polarisation of debate.

The National Broadcasting Council also analysed how the media responded in extraordinary situations. It conducted monitoring of 120 hours of broadcast time from news programmes and channels during the unprecedented attack by Russian drones. No violations of information security were identified, though differences in the speed of editorial response were noted.

The use of artificial intelligence has emerged as a new challenge in the context of journalistic standards and media professionalism. Research commissioned by the KRRiT found that over 92% of Poles are aware of the use of AI in the media, yet 66% are concerned about manipulation through such content. The KRRiT indicated that the use of AI must not replace genuine journalistic work and should be carried out in accordance with high ethical and professional standards.

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## 2. The KRRiT Protects the Interests of Media Audiences

In 2025, the protection of audience interests was one of the key areas of KRRiT activity, encompassing both traditional media and digital services and audiovisual content published online. The Council responded to breaches of standards of journalistic reliability, objectivity, and pluralism; monitored broadcasts potentially harmful to viewers' and listeners' rights. The Council also took action against content containing hate speech, discrimination, profanity, or material harmful to minors.

Audience complaints constituted an important source of information about audience concerns. In 2025, the KRRiT received 18,088 complaints, which led to the initiation of 379 investigative proceedings. The largest number concerned news and current affairs programmes — allegations of lack of objectivity and journalistic reliability — as well as the protection of minors (e.g. the broadcast of violent content at inappropriate times), the presence of profanity, hate speech, and improper commercial communications, including covert advertising and an excessive number of advertising breaks.

The KRRiT did not limit itself to analysing complaints but took concrete action. It imposed penalties for the broadcast of pornographic and violent content without appropriate warnings, sanctioned broadcasters for excessive product placement in breakfast programmes and for interrupting news broadcasts with advertisements. It also successfully brought about the withdrawal from broadcast of a controversial beer advertisement using the image of Father Christmas, found to be in breach of social values. The Council likewise intervened in matters of sports broadcasting, drawing attention to content inappropriate for children.

The KRRiT Chair, acting as a regulatory authority, issued 167 decisions imposing financial penalties totalling nearly PLN 5 million, covering, inter alia, improper commercial communications, hate speech, breaches of minor protection, the dissemination of pornographic content, and the absence of accessibility features for persons with disabilities. A significant proportion also comprised penalties for formal infringements in VoD services — primarily the absence of registration with the relevant register and failure to submit required reports.

The KRRiT Chair's decisions are subject to judicial review. The case law has in many instances confirmed the validity of the KRRiT's actions and the strength of its arguments, reinforcing established regulatory practice.

In parallel, the KRRiT made extensive use of less restrictive supervisory tools. Forty-four (44) notices and warnings were issued to broadcasters concerning, above all, journalistic reliability, including lack of objectivity and inaccurate presentation of information, as well as the protection of minors, profanity, and the rules on commercial communications. These measures were designed not only to remedy specific violations, but also to bring about systemic changes such as editorial procedures for verifying content prior to broadcast, improvements to age classification, and a more disciplined approach to the scheduling of advertising to reduce repeat violations.

A new area of activity was the protection of internet users. In 2025, the Department for Online Content Creators was established, responsible for, inter alia, oversight of influencers, countering pathological streaming, disinformation and harmful content, and cooperation with platforms such as YouTube, Instagram, and TikTok.

### 3. The KRRiT Safeguards the Public Service Remit

The National Broadcasting Council has consistently indicated that the public media remain in a state of profound legal, organisational, and financial crisis following the commencement of the liquidation process in 2023, which has reduced their capacity to fulfil the public service remit. The currently applicable system for financing the public service remit — based largely on subscription fees — is insufficient. The government has not secured funding for public media through any legislative act. It supplements this through ad hoc grants from the Ministry of Culture and National Heritage, creating a situation of dependence of public media on government decisions.

The KRRiT has repeatedly appealed to the Minister of Culture and National Heritage to bring the liquidation process to an immediate end and restore normal operating conditions for public media.

The consequences of the crisis are most visible in viewing figures. In 2025, the combined audience share of TVP S.A. (in liquidation) was 20.5%, compared with 26.8% in 2023 — a fall of over 6 percentage points. Declines affected both the main channels (TVP1 and TVP2) and thematic and regional channels. Particularly pronounced was the regression of TVP INFO, whose market share fell to just 1.71%, compared with 4.93% in 2023 — a nearly threefold decline and the loss of its position as one of the leading news channels to private broadcasters. At the same time, the audiences for the main news programmes ‘19.30’, ‘Teleexpress’ and ‘Panorama’ fell significantly, losing hundreds of thousands of viewers, indicating audience migration and a weakening of the public media’s news function.

Furthermore, analysis of the presence of political party representatives in public media programmes during airtime designated for the presentation of the positions of all political parties revealed significant shortcomings. Data for 2025 show that in TVP S.A. (in liquidation), 78% of this airtime was devoted to the governing parties and 22% to the opposition. A similar pattern was observed in radio. Depending on the radio station, the governing parties’ share of this airtime ranged from approximately 55% to as much as 75%, confirming the continued dominance of one side of the political spectrum in public media.

Difficulties in fulfilling the public service remit were confirmed by the KRRiT’s supervisory activities. The Council refused to accept the reports of nine public media companies, citing departures from programme recommendations, a reduction in public service programming, and — in the case of Polish Radio S.A. (in liquidation) — financial irregularities. The KRRiT continues to emphasise that the Duty (Obligation) Charters are the key instrument defining the scope of fulfilment of the public service remit; yet the inability to agree new Charters for the period 2025–2029, resulting from the ongoing liquidation process and the absence of a stable funding system, deepens the state of uncertainty and hinders broadcasters in properly planning their public service activities.

The KRRiT paid particular attention to the content directed at the Polish diaspora and Poles living abroad. In the case of TVP Polonia, a reduction in some planned programmes was noted, along with organisational changes that raise doubts as to the channel’s future and its capacity to fulfil its remit

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for this audience. The KRRiT was also concerned by the suspension of TVP Wilno’s cooperation with the Polish Studio Theatre in Vilnius — an institution that has for many years promoted Polish culture in Lithuania — which may adversely affect the presence of cultural and educational content in the programming directed at Poles living abroad.

The model for financing public media remains a significant concern. In 2025, the KRRiT transferred PLN 692,356,000 in subscription fee funds, whilst noting that the subscription fee covers only a portion of the costs of the public service remit. The growing importance of state budget grants, alongside falling subscription fee revenues, in the KRRiT’s assessment, leads to a situation in which broadcasters become dependent on government decisions and their independence may be constrained. The KRRiT criticised the changes to the draft Media Act in this respect, emphasising that a system based on discretionary budget funding is contrary to European standards.

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## 4. The KRRiT Grants Television and Radio Concessions

In 2025, the KRRiT conducted activities relating to the licensing and supervision of the radio and television media market as well as online audiovisual services. These activities included the granting of new programme concessions and their renewal. Among others, 8 new satellite concessions were granted, 20 concessions were renewed for a further period, and 18 concessions were granted for programmes broadcast on cable networks. In radio broadcasting, 6 new local concessions were granted and 14 concessions were renewed for a further 10 years. The KRRiT also took decisions on programme and technical changes, as well as on the transfer of entitlements between entities.

A significant area was the changes to digital terrestrial television multiplexes. In May 2025, a competition was announced for 2 concessions on MUX-8. Only one entity applied — Telewizja Republika. In December 2025, a further competition was announced, to which no broadcaster applied. This clearly demonstrated the low level of market interest.

With respect to the launch of MUX-5, the National Broadcasting Council proposed that it should accommodate a maximum of 8 television programmes broadcast in the modern DVB-T2/HEVC standard and be available to viewers free of charge. The KRRiT requested that low service costs for broadcasters should be the key criterion in selecting the operator of this multiplex.

The National Broadcasting Council also conducted inspections to verify compliance with concession conditions in television and radio broadcasting, checking, inter alia, the conformity of programme structures with concession provisions and the proportion of local content. An analysis was also conducted of the functioning of the must-carry/must-offer principle, which ensures universal and free access to the most important television programmes, identifying problems relating to its application — particularly in online services. Work also continued on updating the list of major events to guarantee audiences access to broadcasts of events of particular social significance.

The growing importance of regulating the digital market meant that a significant portion of the Council's activities focused on digital services. In 2025, 343 registrations of online programmes were recorded, along with 235 registrations of VoD services. The KRRiT monitored VoD providers and video-sharing platforms, analysing hundreds of pieces of content and inspecting dozens of entities. Particular emphasis was placed on the protection of minors and transparency in the operations of digital sector entities. In this area, the National Broadcasting Council conducted administrative proceedings, and where legal violations were identified — including failure to register or failure to submit required reports — penalties were imposed. The KRRiT also carried out educational activities directed at the sector, including the preparation of a comprehensive guide for digital content creators.

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## 5. The Impact of Government Actions on the Functioning of the KRRiT

In 2025, the KRRiT was subjected to particularly intense political and institutional pressure. The Council indicated that the actions of the governing coalition — from the attempt to refer former KRRiT Chair Maciej Świrski to the State Tribunal, through the rejection of the KRRiT's Report by the Sejm and Senate, to draft legislation interfering with its competences and composition — were systemic in nature and aimed at weakening the constitutional position of the regulator and undermining its independence.

Despite these actions, the National Broadcasting Council continued its work under new leadership. Following the suspension of Maciej Świrski from the chairmanship, in connection with the procedure for referring him to the State Tribunal, the KRRiT members elected Dr Agnieszka Glapiak as Chair and Dr Hanna Karp as Deputy Chair. This change occurred in conditions of mounting political tensions and attempts to interfere in the functioning of the Council, but did not affect its operation or the fulfilment of its constitutional responsibilities.

The KRRiT consistently maintains that it is the guardian of the media order, freedom of speech, and citizens' right to information, and that the actions taken against it by the government constitute pressure on an independent state body. Particular concerns were raised by the majority of KRRiT members in 2025 regarding the manner of implementing EU regulations. The implementation of the European Media Freedom Act (EMFA) was, in the assessment of Agnieszka Glapiak, Hanna Karp, and Marzena Paczuska, used as a pretext to introduce changes going beyond the requirements of the regulation and interfering with the KRRiT's constitutional position. The draft Media Act provides for solutions leading to a reduction in the authority of the body, changes to its operational model, and the termination of the current membership's mandate. Particularly telling in this context is the proposal to increase the number of KRRiT members from 5 to 9, presented as an efficiency measure but in practice assessed as an attempt to reconfigure the Council's composition and effect a political takeover.

The majority of KRRiT members also criticised the manner of implementing the Digital Services Act (DSA), pointing to the marginalisation of the KRRiT's role as the competent authority for overseeing internet platforms and the failure to provide adequate resources for the fulfilment of new tasks. It was emphasised that the proposed solutions may lead to regulatory inconsistency and reduced effectiveness of oversight of online content.

One of the most damaging manifestations of the weakening of the KRRiT was regarded as the decision to withdraw funding from the National Media Institute, which led to its dissolution. In the Council's assessment, this deprived the state of a crucial analytical resource essential for researching the media market, monitoring pluralism, and conducting evidence-based media policy — particularly important in the context of new European regulations.

At the same time, the KRRiT emphasises that its activities, including its management of public funds, were assessed positively by the Supreme Audit Office (NIK), and that the Council's operations raised no concerns with regard to legality or economy of spending.

## 6. The KRRiT Promotes Media Literacy

The National Broadcasting Council, in accordance with Article 6(2)(14) of the Broadcasting Act,<sup>1</sup> carries out activities in support of media literacy. In 2025, activities in this area encompassed analyses, monitoring, expert work, and publishing. In addition, through the granting of patronage, the Council supported sectoral and academic events.

As part of its educational responsibilities, the KRRiT carried out expert and publishing work, preparing reports and publications relating to, inter alia, the situation of public media, coverage of the election campaign, pluralism and freedom of speech, and the impact of new technologies on the media. An important element was also the preparation of a guide for online content creators, explaining their obligations under the Broadcasting Act. Educational activities also included extensive media monitoring. Media output was analysed, compliance with subscription conditions was assessed, and issues relating to the protection of minors, the accessibility of content for persons with visual or hearing impairments, and adherence to rules on advertising and commercial communications were examined. These activities not only made it possible to identify violations, but also raised public awareness of the standards to which media should conform.

The KRRiT organised the conference; ‘AI – Media in the Age of Algorithms’, dedicated to the impact of artificial intelligence on the media and the need for accountability and transparency in media output.

The National Broadcasting Council also engaged in disseminating knowledge about the media through the granting of awards and extending patronage to sector initiatives. An important distinction is the Dr Paweł Stępką Award, granted jointly with the University of Warsaw, which recognises the best academic work in the field of electronic media, supporting the development of research into the media market. Furthermore, the KRRiT extended patronage to sector initiatives promoting the development of the media market and raising the quality of public debate.

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<sup>1</sup> The Broadcasting Act, Article 6(2)(14): *to conduct research and evaluate progress of media education, including assessment of operations of media service providers and video sharing platform providers in this regard.*

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## 7. The KRRiT Is Active on the International Stage

In 2025, the National Broadcasting Council conducted intensive international activities, representing Poland within the structures of the European Union and the Council of Europe and actively participating in the work of regulatory and expert bodies. The KRRiT not only monitored legislative developments at EU level, but also contributed to the development of solutions relating to the implementation of EU media law.

The KRRiT played a particularly significant role in the first year of operation of the European Board for Media Services (EBMS), established under EMFA — the European Media Freedom Act. Within this Board, the KRRiT contributed to the development of solutions supporting the implementation of new regulations. Its key contribution concerned the work of the EBMS's sixth Working Group, which developed, inter alia, criteria for applying provisions to providers outside the EU, a report on threats to public security, and organised expert workshops. The adoption of these criteria by the EBMS was regarded as one of the most important outcomes of its activities in 2025.

In parallel, the KRRiT engaged in the activities of the European Commission, including the work of the media literacy group, which discussed threats relating to disinformation, information manipulation, and cyber-attacks, underscoring the need for greater accountability on the part of internet platforms and the development of critical thinking skills, particularly among children and young people. A significant area was also cooperation within the European Audiovisual Observatory and the European Platform of Regulatory Authorities, where the focus was on, inter alia, the protection of minors online and regulatory challenges in the digital environment.

International activities were further supplemented by the work of the Single Point of Contact (SPOC), coordinating cooperation between regulators, and the development of bilateral relations, including with partners from Albania.

At the same time, the KRRiT presented its position on freedom of speech and the functioning of public media in the context of OSCE–ODIHR reports, pointing to the omission of information and arguments it had submitted. These reports did not take into account the observations and materials provided by the KRRiT. Omitted were, inter alia, the legal context of the Council's functioning as presented by the KRRiT Chair, concerns regarding changes to public media after 2023, and the results of monitoring indicating a lack of balance and impartiality in coverage of the presidential election campaign.

## 8. The KRRiT in Numbers

In 2025, the National Broadcasting Council conducted intensive regulatory and administrative activity. It held 18 sessions, adopted 330 resolutions, and issued nearly 10,000 decisions, the overwhelming majority of which concerned subscription fee matters, including decisions on remissions and payment by instalments.

The KRRiT also exercised extensive concession competences, publishing 10 announcements of new broadcasting opportunities and issuing resolutions on the granting, renewal, and extension of radio and television concessions.

At the end of the year, 322 radio concessions and 304 television concessions were in force, with programmes broadcast by 160 and 200 entities respectively. At the same time, the digital services sector continued to expand rapidly. There were 343 registrations of online programmes and 235 registrations of VoD services.

The subscription fee system remained an important source of funding for public media, though its effectiveness was limited. Of approximately 12.5 million households, only 4.5 million had registered receivers, and fees were paid by approximately 30% of those obligated to do so. Furthermore, of the registered households, 2.7 million subscription fee payers were exempt from payment.

KRRiT

[www.krrit.gov.pl](http://www.krrit.gov.pl)