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Tiivistelmä-Referat-Abstract  <p>The research attempts to foresee the future of the Bulgarian public service broadcaster, named Bulgarian National Television (BNT), as a result of the approaching complex process of transition to digital terrestrial broadcasting in the country. The study seeks an answer to the question – “Will the Bulgarian National Television (BNT) succeed to effectively serve the public interest or will it be marginalized among the increasing number of commercial broadcasters, if unable to successfully adapt to the challenges of the digital age?”</p> <p>First; the author goes through exploring the state of development of the public service concept in Bulgaria after the change of the political regime in 1989, taking into consideration the common developments in the media systems of post-Communist Central and Eastern European countries as a whole. This early historical perspective is needed in order to set our assumptions and points of special attention when analysing the current arrangements for the upcoming digitalisation of terrestrial broadcasting. Consequently the author points out the external factors, mainly legal and regulatory actions based on certain political decisions, having played important role in the process of designing the digital switch-over.</p> <p>Second; in addition to the external factors affecting the efficient adjustment of the Bulgarian National Television (BNT) to the digital environment, internal arrangements, in respect to the interests of the audience, are studied, too. Thus, the author tries to establish a normative model for public service broadcasting in the digital environment, including certain criteria the public service organisations should take care of in order to conduct their special remits. In this sense, a special attention is paid to the funding and programming strategies as well as the technological and new media opportunities applied by the broadcaster itself.</p> <p>To conclude; there is an essential level of awareness on the side of the Bulgarian National Television (BNT) of both the opportunities and the challenges of the upcoming digitalisation of broadcasting. The management body of the public service broadcaster bears in mind the idea of serving the interests of the public in terms of diversified programming content and general interactive services crucial to keep abreast with the move of audience preferences towards online applications. However, the perspectives of the Bulgarian National Television (BNT) do not seem indeed successful in the digital era as there are major external factors affecting its efficient digital switch-over process.</p>			
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