In Bulgaria, there are 201 television stations, which broadcast their program in cable or satellite network. 185 are registered as merchandising operators, according to the law for radio and television, and 16 are social channels. 62 of them broadcast 24 hours per day. The televisions, which target the youth, are usually monothematic. Despite the large number of TV channels and stations, there are still free program niches. Such an empty niche is the idea for a youth TV channel, created by students, graduates and professors. In the university there is a large number of subjects, which, if properly coordinated, could realize the potential of one youth TV station, free from censorship and prejudice. This TV station could be DREAM TV – the channel of the New Bulgarian University.

The New Bulgarian University has a special place in Bulgarian education. Its founders managed to create a territory, free for thought, speech and knowledge. One of its key characteristics is the students’ motivation. I dare to say that it is higher than the motivation of their colleagues in other universities. At NBU, there is a large variety of different subjects, which, if coordinated in the right way, will give huge potential for one free of censorship and prejudice television station, which will aim at the young audience.

Television like DREAM TV.
It is a matter of will and hard work. This project can happen and it will increase radically the level of education at NBU, first, but not only, in the area of distant learning.

On the other hand, we will be able to create capable, competitive experts – directors, operators, editors, actors, already experienced in TV, managers. The whole society will have the unique opportunity to hear the viewpoint of young people. And not simply “young people”, but young people who will develop themselves as leading experts and professionals. This is the real program niche. What do the young people think? Charles de Gol, the great French president, retired from politics with the words: “Nobody can win against the students”. So, not only will we develop our already advanced utilitarian way of preparing good, young
This project could increase dramatically the quality of education at NBU, last, but not least, in the area of distance learning. The whole society will have the unique opportunity to hear the point of view of the young people taking them. This is, actually, the program niche.

The academic community – students and professors, who have potential, will be able to participate in the public debate and defend their opinions.

As the civil society in Bulgaria stagnates, NBU can be catalyst for its development with its own TV station. The program of Dream TV will be connected to the production and broadcasting for educational shows and movies, for distance learning, like the ones which the University film centre produces now.

The TV station will also be a powerful channel for advertising and PR for NBU. In the free time the TV studio could be used as a technological base for the students, who study in the program “Cinema and television”.

Dream TV will create a program, which is necessary for the people in Sofia and Bulgaria. It will create a multifunctional, student, low-budget cable channel, which will reach the viewers throughout the whole nation and will fulfill the following targets:

- It will prepare young people for the challenges of the media-driven society and the digital informative and telecommunication technologies, so they will be able to create a high quality audiovisual product, compatible with the European and world standard.
- It will create a media, which is independent from the state and from the corporate interests, and with it the young people will be able to achieve and improve their skills and knowledge for independence and pluralism when showing different opinions and topics. They will learn to actively participate in the dialogue, which is necessary for the strengthening of the civil society in our country.
- It will create a base for manufacturing different programs for publicity for the problems, fought by non-government organizations, which defend the rights of the minorities, the cultural and linguistic pluralism, and the rights for free education and information.
- It will show, comment and analyze the problems of young people, especially young scientists and the perspectives in front of them in our society.
- It will create a base for distance learning.
for people who live in far off regions, who are disadvantaged in their education.

**Our main communicative tasks will be:**
- To inform.
- To comment and to analyze.
- To educate.
- To use higher lexical style.
- To cultivate social and esthetic point of view.
- To entertain.
- To amaze!!

**Our program priorities will be**
- The relations between the authorities and civil society, between the people and the institutions.
- The motivation of the person and the challenges in the EU.
- The development of different economic initiatives.
- The integration and the future of the youth.
- The problems of the culture and the intellectual property.
- The quality of life in Bulgaria and abroad – the opinion of the young person.
- The integration of the minorities and the disadvantaged people.
- Protection of the cultural traditions and customs in the regions.

**Program ideas**
The development of the program ideas is projected according to the two main criteria:
- The expectations of the young public
- The most effective way of achieving the aims of the NBU and DREAM TV.

We will talk to the viewer and not “in front of the public” as some colleagues from the so-called big TV stations often do.

Dignity, Justice and Compassion will be key subjects for DREAM TV.

We will show our messages with humor, so the information will be delivered attractively and emotionally.

Important criteria for our concept are the development and the choice of the following type of programs:
- Educational shows for the purposes of distance learning.
- Specialized programs for different groups and subgroups of people.

**In conclusion, the main idea of DREAM TV is the creation of:**
- A tribune for young people.
- A bridge between the society and the institutions.
- A bridge between young people and the business.
- A main source for news and knowledge for the young people, which will prepare them for the challenges, which every Bulgarian faces after our entrance in the EU.