

Threat Brief #: TBB001

Date: 04/02/2026

Title: Sanctioned Russian content enters Bulgarian information space via Pogled.Info

Summary

Pogled.Info is an openly pro-Kremlin Bulgarian outlet that distributes content from sanctioned Russian media, in violation of EU sanctions, while monetizing its website and YouTube channel. Pogled hosts tens of thousands of articles originating from sanctioned outlets such as the Strategic Culture Foundation, RIA, Tsargrad, Sputnik, Eurasia Daily, RT, and others.

Target of operation	Bulgaria
Platforms	<ul style="list-style-type: none">• Primary: Website• Secondary: YouTube
Timeframe of activity	2008 – to date
Language(s) of operation:	<ul style="list-style-type: none">• Primary: Bulgarian• Secondary: Russian

Detailed explanation of activity

Pogled.Info violates EU media-related [sanctions](#), which prohibit the broadcasting or publication of material produced by sanctioned entities. By distributing illegal content from EU-sanctioned Russian sources, Pogled serves as an entry point for sanctioned narratives into the European Union. Despite extensive evidence and reports published by local research organizations, Pogled.Info continues to operate and actively monetizes both its website and YouTube channel.

The website’s contact information [lists](#) Rumen Petkov as editor-in-chief and names the company Еврокариери ЕООД (“Eurocarriers” SLLC). Pogled.Info does not appear as a separate legal entity in the Bulgarian public registry. However, Eurocarriers is [registered](#) and was established in 2008. Petkov is listed as the company’s sole owner. This indicates that Pogled.Info operates under the legal entity Eurocarriers that is registered in the Bulgarian public registry.

According to [Center for the Study of Democracy](#), a leading Bulgarian think tank, Petkov is a former member of Bulgarian Socialist Party (BSP), the successor to the Bulgarian Communist Party. He was a candidate MP for the Levitzata! (The Left!) coalition during general elections in 2023 and 2024.

Pogled's [website](#) was also registered in 2008. The website uses Google Tag Manager (GTM-K83F69Z) for website analytics and a Google AdSense publisher ID (pub-3085955838165860) for monetization (see screenshot 1 for WhoIs data).

Pogled.Info translates content from sanctioned Russian outlets, although these articles are often editorially repackaged. Each article cites and links to the original Russian source. Pogled.Info also uses AI-generated images taken from Russian media as article cover images.

Pogled.Info operates two YouTube channels: [@pogledinfochannel](#) and [@aktualenpogled](#). The main channel, @pogledinfochannel, is monetized and has 157,000 subscribers. The channel publishes political analysis videos, including content in Russian featuring Russian political commentators. A frequent guest is Kremlin propagandist Yaakov Kedmi, who has been under [EU sanctions](#) since 2023. The second channel, @aktualenpogled, is not monetized. It has 29,200 subscribers and has accumulated over 16.3 million total views. It publishes videos based on Pogled.Info articles, sourced from sanctioned Russian outlets, using AI images and AI voiceovers to read the article texts. Pogled also operates two accounts on Facebook: a [Facebook page](#) and a [public group](#), both named "Поглед Инфо" ("Pogled Info"). The Facebook page was created in 2009. Since 2022, the page has not run any ads; however, prior to 2022, Pogled ran 170 ads, as [listed](#) in Meta's Ad Library. The public group was created in 2018.

Attribution

The owner and editor-in-chief of Pogled.Info is Rumen Petkov. This information is given on the [website](#), and in Bulgaria's public registry. Pogled was [registered](#) in Bulgaria in 2008 with the name "ЕВРОКАРИЕРИ" SLLC (Eurocarriers).



Confidence Level

100% confirmed

90%+ probable

80%+ likely

Known links to previous incidents or threat actors: N/A

Narratives

Primary narratives:

The website hosts tens of thousands of articles from sanctioned Russian outlets. Pogled.Info amplifies Kremlin talking points on every major political development, including pushing anti-Ukraine and anti-EU narratives.

Social media analytics:

Pogled.Info is a well-established media outlet in Bulgaria. According to website traffic data from Semrush, it generates up to 500,000 organic visits from Google search results. Based on Similarweb data, Pogled had 3.5 million monthly visitors in December 2025.

Using Semrush, we compared Pogled's monthly visitors to two other Bulgarian media outlets, Dnevnik and Mediapool, and two international media outlets, RFE/RL Bulgaria and Euronews Bulgaria. While both Dnevnik and Mediapool overperform Pogled, with 7 and 6 million visitors in December respectively, Pogled outnumbered RFE/RL (834,000) and Euronews (103,000) in December. Pogled's website traffic demonstrates proliferation of sanctioned pro-Russia content among Bulgarian audiences.

The below analytics of Pogled's YouTube and Facebook channels are as of January 20, 2025.

YouTube - [@pogledinfochannel](#)

Audience: 157,000 subscribers

Total views: 72.6 million

YouTube - [@aktualenpogled](#)

Audience: 29,200 subscribers

Total views: 16.3 million

Facebook page - [@PogledInfo](#)

Audience: 100,600 page followers

Facebook group - [@pogledinfo](#)

Audience: 15,900 group members



Breakout Scale Category

- 1 — One platform, no breakout
- 2 — One platform with breakout or many platforms, no breakout
- 3 — Multiple platforms, multiple breakouts**
- 4 — Cross-medium breakout (e.g., social → traditional media)
- 5 — Celebrity or high-follower amplification
- 6 — Policy response, offline mobilization, or call for violence

Breakout Scale adapted from Ben Nimmo, "[The Breakout Scale](#)," Brookings Institution (2020)

Methodology + Evidence

Initial research was conducted to identify relevant reports and literature on the Bulgarian information space and previously reported websites. One such report, "[Webs of Deceit](#)," published by the Center for the Study of Democracy, analyzed Pogled.Info among other local news-style websites. Pogled.Info was selected as the subject of this Threat Brief because it openly violates EU sanctions by republishing sanctioned Russian content within the EU information space. Among its top ten outbound links, identified via website analytics tool Semrush, four direct users to sanctioned Russian outlets: Tsargrad.tv (9,207 links), Vzglyad.ru (6,023 links), Ria.ru (5,869 links), and Fondsk.ru (4,614 links). This indicates that thousands of articles from sanctioned Russian media are translated into Bulgarian and published on Pogled.Info.

TTPs

[T0128.004: Launder Information Assets](#) - by republishing and reproducing sanctioned content

[T0101: Create Localized Content](#) - by translating and repackaging sanctioned content in Bulgaria language

[T0088: Develop Audio-Based Content](#) - by utilizing AI to generate voiceovers for articles in YouTube videos

[T0086.002: Develop AI-Generated Images \(Deepfakes\)](#) - by republishing politically charged AI-generated images

[T0119.002: Post across Platform](#) - by promoting identical content across website, YouTube and Facebook assets

[T0137.001: Generate Ad Revenue](#) - by monetizing its YouTube channel and website.

Summary of violative behavior



Likely violates:

DSA

National policies

Platform policies

Sanctions

Pogled.Info violates [Council Regulation \(EU\) 2022/350](#), which prohibits the broadcasting or publication of material produced by sanctioned entities.

By monetizing its website and YouTube channel, Pogled possibly violates Google Publisher Policies which [prohibit](#) monetization of illegal content and of content that is misleading, harmful, or based on unreliable claims.

Under the [EU Digital Services Act](#), Articles 34 and 35 require Very Large Online Platforms to assess and mitigate systemic risks linked to the dissemination and monetization of disinformation and foreign information manipulation.

Possible intent

Pogled.Info intends to circumvent sanctions to maintain Russian state media influence in the Bulgarian information spaces.

Realized consequences

Pogled is a well-established media outlet in Bulgaria. Its website traffic and number of YouTube subscribers demonstrate its reach and influence. In addition, research by the Center for the Study of Democracy (CSD) found that the Faculty of National and International Security and the Faculty of Political Science have shared articles written by their teaching staff for Pogled.Info, where these academics are frequent contributors.





















Potential impacts



The continued operation and monetization of Pogled.Info and its associated YouTube channels enable sanctioned Russian content to reach large audiences in Bulgaria and the wider EU.



Recommended actions

- **Demonetize Pogled’s website and its YouTube channel**, as monetizing illegal content possibly violates [Google Publisher](#) policies. Monetizing laundered content originating from EU-sanctioned Russian media creates a foreseeable systemic risk by enabling circumvention of sanctions through third-party publishers. Demonetization is therefore a possible mitigation measure, consistent with both Google’s ad-monetization policies and its obligations under EU law.
- **Deplatform the Pogled.Info website** as it violates [Council Regulation \(EU\) 2022/350](#) which prohibit broadcasting or publication of material from sanctioned entities and explicitly applies to hosting and intermediary service providers. The Council clarifies that domain-level blocking must extend to all subdomains.
- **Deplatform Pogled’s YouTube channels**, as they are republishing sanctioned content and potentially violating Google Publisher policies and platform’s obligations under EU law.

Additional evidence

NS Records	IP	Provider	ASN
dns4.name-services.com used by 1,075,108 domains	216.40.47.202 (CA )	Tucows.com Co. (CA )	15348
	2604:4000:d:216:40:47:202 (CA )	Tucows.com Co. (CA )	15348
dns1.name-services.com used by 1,077,888 domains	64.98.148.137 (CA )	Tucows.com Co. (CA )	32491
	2604:4000:2800:2000:64:98:148:137 (CA )	Tucows.com Co. (CA )	32491
dns5.name-services.com used by 1,067,442 domains	64.98.148.139 (CA )	Tucows.com Co. (CA )	32491
	2604:4000:2800:2000:64:98:148:139 (CA )	Tucows.com Co. (CA )	32491
dns2.name-services.com used by 1,077,867 domains	216.40.47.201 (CA )	Tucows.com Co. (CA )	15348
	2604:4000:d:216:40:47:201 (CA )	Tucows.com Co. (CA )	15348
dns3.name-services.com used by 1,077,608 domains	64.98.148.138 (CA )	Tucows.com Co. (CA )	32491
	2604:4000:2800:2000:64:98:148:138 (CA )	Tucows.com Co. (CA )	32491

A/AAAA Records	Provider	ASN
79.124.44.156 (BG ) used by 1 domain	Telepoint Ltd (BG )	31083

MX Records	IP	Provider	ASN
mail.pogled.info used by 1 domain	185.80.2.127 (BG )	SuperHosting.BG Ltd. (BG )	201200

SPF record
v=spf1 a mx a:pogled.info mx:mail.pogled.info ip4:185.80.2.127 ?all

Screenshot 1: Pogled.Info providers by function (source: DNSlytics.com)

AS	Root Domain / Category	Outbound Links	First Seen	Last Seen
100	youtube.com Online Services	> 27,584	Oct 6, 2022	27m ago
92	t.me Mass Media	> 13,410	Jul 28, 2023	21m ago
55	tsargrad.tv Mass Media	> 9,207	Apr 9, 2024	48m ago
40	cross.bg Mass Media	> 8,237	Jul 28, 2023	39m ago
52	cri.cn Mass Media	> 6,292	Nov 26, 2023	31m ago
57	vz.ru Mass Media	> 6,023	Apr 9, 2024	32m ago
79	ria.ru Mass Media	> 5,869	Mar 9, 2023	53m ago
34	youtube-nocookie.com Mass Media	> 4,910	Jul 27, 2023	33m ago
28	fondsk.ru Mass Media	> 4,614	Nov 6, 2023	58m ago
55	pik.bg Mass Media	> 4,548	Nov 3, 2023	44m ago

Screenshot 2: Outbound links directing Pogled readers to sanctioned Russian media. (Source: Semrush.com)

Поглед Инфо
@pogledinfochannel · 158K subscribers · 3.2K videos

More about this channel ...more
pogled.info and 2 more links

Subscribe Join View channel stats

Quick channel stats

- Views gained (7 days): +868,363 (+12.05%)
- Est. monthly earnings: US\$7K - US\$21K
- Avg. video length: 27 minutes
- Upload frequency: ~12 uploads per week
- Subscribers rank: #388K

Popular videos

- Яков Кедми за удара по Южмаш: Не бъдете звяра!... (1.4M views · 1 year ago)
- Яков Кедми: Карлсон прави за решаване на конфликт... (392K views · 1 year ago)
- Проф. Иво Христов: Русия няма да спре до Донбас,... (320K views · 3 years ago)
- Яков Кедми взорвал студио: Европа воюет за... (295K views · 9 days ago)
- Яков Кедми: США больше не хотят войны с Россией.... (276K views · 2 months ago)

Screenshot 3: Snapshot of Pogled's main YouTube channel, which is monetized. It demonstrates that channel promotes sanctioned Kremlin propagandist Yaakov Kedmi. (Source: @aktualenpogled/archive)

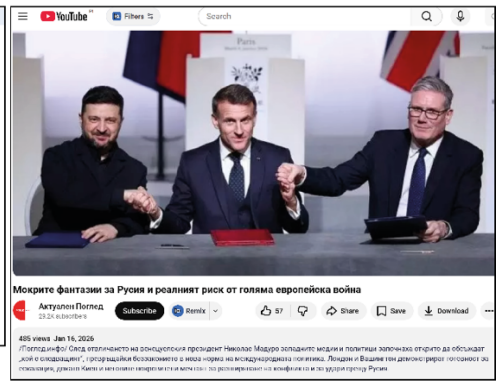
Step 1



Step 2



Step 3



Screenshot 4: Example of laundering of sanctioned content via the Pogled website and its YouTube channel. The first article was published on sanctioned Strategic Culture Foundation, then it was repackaged for Bulgarian audience on Pogled and third, it was amplified using Bulgarian AI voiceover via Pogled’s YouTube channel (Source: left to right - [Fondsk.ru/archive](https://fondsk.ru/archive), Pogled.Info/archive, @aktualenpogled/archive).



Screenshot 5: Example of laundering of sanctioned content via Pogled’s YouTube channel. This article was first published on Tsargrad and two days later was published in a video format on Pogled’s YouTube channel where it used AI voiceover to read the article text. (Source: Tsargrad, left/ archive; @aktualenpogled, right/archive)