

Threat Brief #: TBB003

Date: 26/03/2026

Title: Bulgarian news outlet Glasove repackages content from sanctioned Russian outlets

Summary

Bulgarian news outlet [Glasove](#) frequently cited European Union (EU)-sanctioned Russian media outlets while covering the war in Ukraine and Russia-West relations. Between 2024-2026, the DFRLab identified 1,054 unique URLs in which Glasove republished, repackaged, or allowed user content from sanctioned outlets. Among the top mentioned sanctioned sources were Ria Novosti and Izvestia. In total, these articles garnered at least 4.2 million views.

Target of operation	Bulgaria
Platforms	<ul style="list-style-type: none">• Primary: Website• Secondary: Facebook
Timeframe of activity	Glasove.com was registered in 2010. This analysis covers its activity between 2024-2026.
Language(s) of operation:	<ul style="list-style-type: none">• Primary: Bulgarian

Detailed explanation of activity

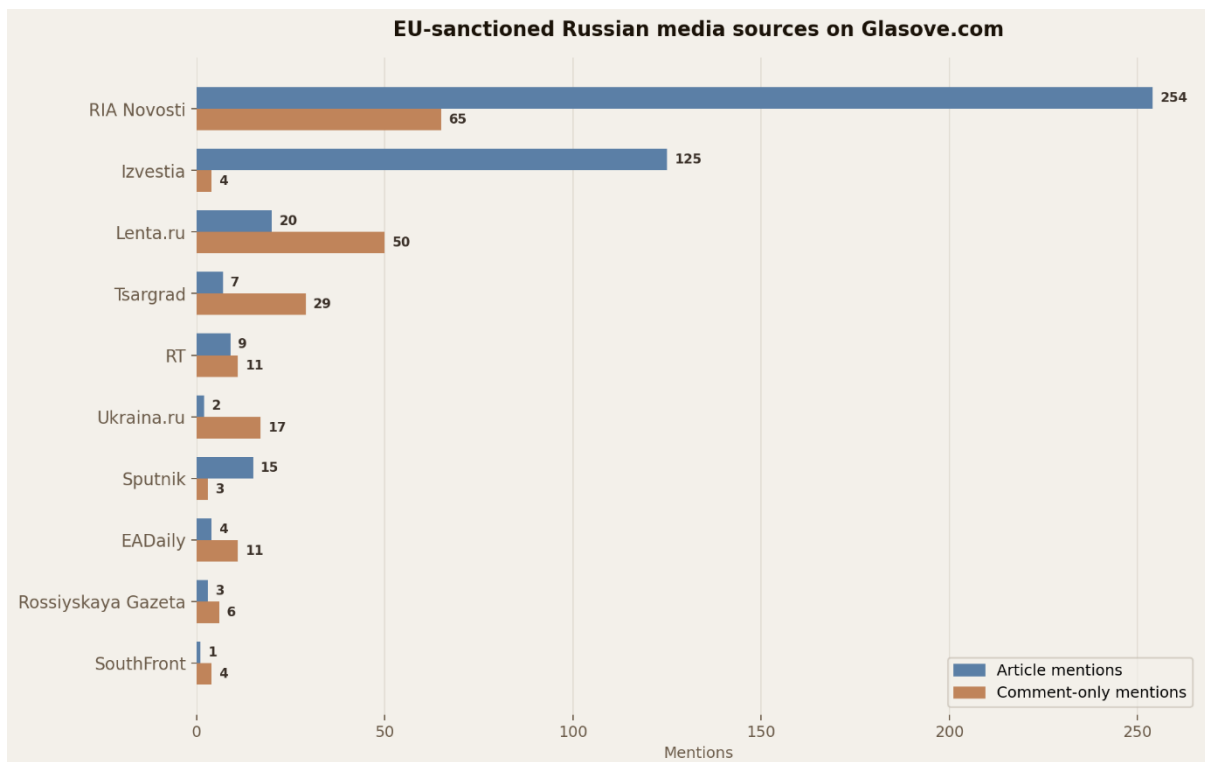
Glasove has been under [continuous scrutiny](#) from local counter-disinformation research organizations for its amplification of pro-Russian narratives into the Bulgarian information space. Between 2024 to March 6, 2026, the DFRLab detected 1,082 references to sanctioned Russia outlets on the Glasove website.

The analysis was based on two crawler datasets that accessed Glasove content from 2024 to early 2026. Matches were identified where article text, titles, or bylines referenced EU-sanctioned Russian media outlets. The initial dataset returned 1,082 unique URLs from four categories on the Glasove website. Glasove routinely cross-posted the same article across multiple website sections. This practice multiplied reader exposure to content sourced from

sanctioned outlets. Of these results, 720 articles referenced sanctioned content in the main article text. In total, these articles garnered 4.2 million views. The viewership of each article was captured from the webpage data as Glasove articles include the number of times the article was read. The most read article with up to 79,000 views [titled](#), “Von der Leyen: Europeans are paying an unbearable price for abandoning Russian energy resources” was sourced from sanctioned Izvestia.

For the purposes of source counting, thematic clustering, and content analysis, matches were deduplicated by article title. This review yielded 583 unique articles. Of this content, 382 matches appeared in article bodies or bylines, while 201 were comment-only matches. User comments that included links to sanctioned Russian outlets also exposed readers to illegal content from EU-sanctioned Russian outlets. Since Glasove does not appear to moderate such links, references in the comments section were included in the analysis. Detailed methodology and limitations were described below.

Among the most frequently cited outlets, RIA Novosti led with 254 mentions in article bodies and 65 in comment sections, followed by Izvestia with 125 article mentions and 4 in comments. RIA Novosti and Izvestia were predominantly mentioned directly in articles. Other sanctioned outlets—Lenta.ru, Tsargrad, EADaily, Ukraina.ru— appeared mostly on the website’s comments sections.



Glasove repackaged articles from sanctioned outlets to amplify Kremlin talking points. For these articles, the website relied on a single sanctioned source. On 19 January 2025, Glasove [published](#) an article titled "Video Shows Atrocities by Ukrainian Troops Against Elderly Civilians in Kursk." Citing RIA Novosti, the outlet repeated Russian allegations that "Ukrainian Nazis

tortured elderly people who did not have time to evacuate the village; their hands were tied and they were put in a basement." In another example, on 23 July 2025, Glasove directly republished an [article](#) from Ria.ru that claimed EU sanctions on Russian fertilizers would threaten the collapse of Europe's agricultural sector.

Glasove also published lengthy reports on interviews from Russian officials, including Vladimir Putin and Sergey Lavrov. These articles relied exclusively on sanctioned outlets such as Lenta.ru, Izvestia, and RIA Novosti. The DFRLab found 108 instances when more than one sanctioned Russian media outlet was cited in a single article. RIA Novosti and Izvestia appeared together as the most common pairing, based on the analysis.

This pattern of behavior is significant. Even in ostensibly neutral news reporting, Glasove routinely cited sanctioned outlets, thereby amplifying and legitimizing them in defiance of existing EU sanctions. Glasove may also bear liability for user-generated content in its comments sections. By failing to moderate such comments, Glasove allowed its platform to facilitate the amplification of sanctioned media.

Beyond EU-sanctioned outlets, Glasove most heavily cited TASS, the Russian state news agency. The DFRLab identified 327 backlinks and 2,681 article mentions in this outlet. TASS was not subject to EU media sanctions, though its director Sergey Mikhailov was. TASS, however, was sanctioned by Ukraine and Canada.

Content sourced from EU-sanctioned Russian outlets was regularly amplified on Glasove's Facebook page. Using Junkipedia, the DFRLab identified 201 Facebook posts that shared sanctioned content from the website. Glasove did not post direct article links on its Facebook page. Instead, it shared screenshots with an introductory post text that matched the article introduction. It posted the full article URL in the comments. These 201 posts collectively garnered 48,087 likes, 3,463 shares, and 8,220 comments between 2024-March 2026.

The Glasove.com domain was [registered](#) in 2010 and was hosted behind Cloudflare. It [used](#) Google Tags (g-w7bwk04cj0) for site analytics and a Google AdSense publisher ID (pub-3861755417615066) for monetization. On Facebook, the outlet operated a Facebook page "[Glasove](#)" with 58,000 followers as of March 8, 2026.

Attribution

Glasove is owned and operated by ПЛАСОВЕ.КОМ ЕООД, registered in Sofia, Bulgaria (EIK 201513755). The company is a single-member limited liability entity (EOOD), and its sole owner and manager is journalist Yavor Dachkov.



Confidence Level

100% confirmed

90%+ probable

80%+ likely

Known links to previous incidents or threat actors:

N/A

Narratives

In the collective article dataset, the most common keywords were Russia (205), Ukraine (160), Putin (121), President (117). Dominant themes were the war in Ukraine, Russia–West relations (including peace talks and EU policy), and statements by Russian leaders. Keywords, based on crawled text snippets, were analyzed using Claude to assist in data exploration.

Social media analytics:

According to Similar Web, Glasove.com was ranked 106 in Bulgaria with 3.6 million monthly visitors in January 2026. In February 2026, a separate Similar Web query [yielded](#) 3.5 million total visits for the website.

On [Facebook](#), Glasove has 64,000 followers as of March 24, 2026.



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

Given numerous independent reports of Glasove's pro-Russian ideological affiliation, the DFRLab initially expected BuzzSumo to reveal systematic backlinking to sanctioned outlets. When such results proved limited, however, the DFRLab tested an alternative approach. Researchers constructed Google search queries to determine whether sanctioned outlets were cited as sources on Glasove, for example: `site:glasove.com ("РИА Новости" OR "РИА-Новости" OR "Риа Новости" OR "RIA Novosti" OR "ria.ru")`. Applied across 15 sanctioned outlets, this returned 377 results.

As the Google results were limited to indexed content, the DFRLab extended the methodology to directly crawl Glasove articles published between January 2024 and 6 March 2025 across

four site categories — In Focus, Politics, News, and Economy — scanning for mentions of the same sanctioned 15 outlets. These outlets were: Ria Novosti, Izvestia, Lenta.ru, Tsargrad, Ukraina.ru, RT, Sputnik, EADaily, Rg.ru (Rossiskaya Gazeta), SouthFront, Strategic Culture Foundation, Katehon, Zvezda, News Front, New Eastern Outlook. Each mention was validated against false positives (e.g., "Sputnik" as a vaccine reference, "Zvezda" as a common Bulgarian noun) and tagged by location: title, byline, or body text (counted as article-level citations) or comments section. This search yielded 1,082 unique URLs that mentioned sanctioned outlets across the research period.

This approach had limitations. Not all site categories were crawled. The keywords list was not exhaustive, as citing conventions on the site were inconsistent (e.g., "Ria Novosti," ",Ria Novosti," RIA "Novosti"). The data was a sample and did not represent a comprehensive analysis of the entire website.

Thematic analysis was also limited to article-level mentions, excluding comments. The crawler collected each article's introductory paragraph and the paragraph surrounding each Russian media mention. These snippets were then analyzed using a Claude-assisted data explorer to identify top keywords and thematic clusters.

Junkipedia was also used to identify shared articles on Glasove's Facebook page.

TTPs

[T0137.001: Generate Ad Revenue](#): The website Glasove.com runs monetization via Google AdSense program.

[T0003: Leverage Existing Narratives](#): Website amplifies Ukraine and Russia related content from sanctioned outlets, thus injecting Bulgarian information space on these themes with Kremlin talking points and narratives.

[T0101: Create Localized Content](#): Glasove translates and repackages sanctioned content in Bulgaria language.

[T0119.002: Post across Platform](#): Glasove promotes identical content across website and Facebook assets.

Summary of violative behavior



Likely violates:

DSA

Platform policies

National policies

Sanctions

Possible intent

Glasove's owner, Yavor Dachkov, runs a podcast on YouTube in which he repeats pro-Russian narratives on Ukraine and broader geopolitical issues. This activity suggests Glasove's intent may be ideological: to inject the Bulgarian information space with repackaged content from sanctioned outlets that are otherwise inaccessible to Bulgarian audiences.

Realized consequences

Over the years Glasove readers have been exposed to content from EU-sanctioned Russia media.

Potential impacts

The systematic and regular use of sanctioned Russian media as source material normalized these outlets among Glasove's readership. It exposed Bulgarians to content that EU sanction measures were designed to restrict. By cross-posting website content to its Facebook page, Glasove extended this exposure to social media audiences.

Recommended actions

- Bulgaria's Prosecutor's Office, which is responsible for investigating EU sanctions breaches, should review Glasove's content originating from EU sanctioned Russian outlets and consider its removal.
- Google should review Glasove's adherence to its publisher policies.
- Meta should review posts shared on Glasove's Facebook page that originate from sanctioned outlets and consider their removal under Article 34 and 35 of Digital Service Act.
- Bulgaria's DSA coordinator should review Glasove's Facebook page to examine Meta's compliance with Article 34 and 35 of DSA.


Additional evidence



Видео показва зверствата на украинските войски срещу цивилни стари хора в Курск

Автор: Гласове 19 May 2025 10539 96

След като руските войски си възвърнаха контрола над четири села в Курска област, в мазетата на някои от къщите бяха открити телата на възрастни хора, съобщава [РИА Новости](#). „След освобождаването на село Руское Поречное нашите военнослужещи намериха в мазетата измъчвани цивилни граждани. Украинските нацисти са измъчвали възрастни хора, които не са имали време да се евакуират от селото, ръцете им са били вързани, вкарани са в мазето, там са хвърлени няколко гранати. Възрастните хора не са имали никакъв шанс да оцелеят. Две баби, един дядо, един разкъсан... няколко души. Всички цивилни граждани бяха в мазето“ - разказа руски военен пред агенцията. Зверствата над мирни жители в село Руское Поречное са крещящо доказателство за терористичния и неонацистски характер на киевския режим, който за пореден път, в своето военно и политическо безсилие на фронта, устройва канибалско клане на цивилни, заяви говорителятката на руското външно министерство Мария Захарова. Виновите за убийствата на цивилни в Курска област ще понесат неизбежно наказание и ще получат истински затвор, добави тя.




Син на британски политик, педофил от САЩ, ЛГБТ активисти, мафиоти от Колумбия. Руски хакери осветлиха над 3 хиляди чужденци, воюващи за Украйна

Автор: В. „Известия“ 27 Юни 2024 9021 21

Следвайте "Гласове" в Телеграм и Инстаграм

В деня на откриването на Олимпийските игри във Франция хакерската група RaHDit ("Злите руски хакери") публикува в канала си в Телеграм данните на повече от 3,2 хил. чуждестранни наемници, които се сражават на страната на Украйна. Тази база данни показва, че чужденците вече съставляват важна част от ВСУ, като някои от наемниците са в редците им от много години. Сред тях се оказват участници в Олимпийските игри през 2014 г., син на британски политик, представители на колумбийски картели и много други.



Лавров: Украйна има право да съществува, само ако се съобрази с избора на хората в Новорусия, Донбас и Крим

Автор: Гласове 24 Август 2025 3879 0

Следвайте "Гласове" в Телеграм и Инстаграм

„Украйна има право на съществуване при условие, че 'освободи' хората, които те наричат 'терористи' и 'особи', които на няколко референдума в Новорусия, в Донбас и в Крим решиха, че принадлежат към руската култура“, това каза руският външен министър Сергей Лавров в интервю за NBC News. Според него действията на украинските власти, подкрепяни от Запада, са насочени към унищожаване на всичко руско в страната, но Москва няма да позволи това.

В заключение Лавров повтори, че Москва ще отстоява своите интереси и правата на руснаците в Украйна, независимо от действията на Запада, а бъдещето на преговорите зависи от готовността на Киев да прояви реализъм.

Източници: ТАСС, РИА Новости, "Известия"

Sample screenshots illustrating how Glasove cites sanctioned Russian media either within the article body ("according to," "reports RIA," etc.), in the byline, or at the end of the text, in all cases without hyperlinking to the primary source.

(Sources and titles: “Video shows atrocities by Ukrainian troops against elderly civilians in Kursk,” [left/archive](#); “Son of a British politician, a pedophile from the US, LGBT activists, mafia from Colombia. Russian hackers exposed over 3 thousand foreigners fighting for Ukraine,” [center/archive](#); “Lavrov: Ukraine has the right to exist only if it respects the choice of the people in Novorossiya, Donbass and Crimea,” [right/archive](#).)

Glasove
November 10, 2024 · 🌐

Глобализацията, която Западът представя като идеален начин за функциониране на световната икономика, се разрушава от него с помощта на незаконни санкции и злоупотреба с долара. Това заяви руският външен министър Сергей Лавров по време на заключителното събитие на първата министерска конференция на Форума за партньорство Русия-Африка. Той отбеляза, че форумът и всички негови двустранни срещи са очертали задачата, която се състои в необходимостта да се премахне зависимостта от глобалните механизми, които се контролират от Запада.

„Самата глобализация, която дълги десетилетия ни беше рекламирана като идеален начин за функциониране на световната икономика, всъщност се разрушава от самия Запад, който я фрагментира. Причините за това са незаконните санкции, злоупотребата с долара“, заяви Лавров.

Лавров: Западът злоупотребява с долара и фрагментира световната икономика

Автор: Glasove 10 Ное 2024 · 🌐 · 🗨️ · 📄 · 📌

Следвайте "Гласове" в Телеграм и Инстаграм

Glasove
July 25, 2025 · 🌐

„Лондон играе водеща разрушителна роля в украинския конфликт, докато киевският режим е просто послушен изпълнител в ръцете на британците“, заяви в интервю за РИА Новости помощникът на руския президент и председател на руската военноморска колегия Николай Патрушев.

Патрушев: Лондон е с водеща роля в украинския конфликт, Киев е слабохарактерен изпълнител

Glasove
October 1, 2024 · 🌐

„Руските войски са навлезли от запад и юг в разположения в Донецка област град Угледар, съобщава военно-аналитичният ресурс DeepState. Отбелязва се, че в западната част на града войниците на Москва са успели да окачат националния си флаг, пояснява "Фокус".

Промосковски източници докладват, че руската армия е превзела западната част на Угледар, поемайки контрола над участък с високи сгради.“

Руските войски навлязоха в Угледар от запад и юг и издигнаха знамето си

Glasove
January 1, 2025 · 🌐

Основният резултат от работата на представителите на руските власти през последните години е, че руснаците вече нямат нужда да доказват нищо на Запада. Това заяви говорителят на руското външно министерство Мария Захарова в ефира на радио "Спутник".

„Мисля, че сега сме свършили невероятна работа. Станаме безразлични към това, което са там, русофоби или не“, смята дипломатът. Захарова изтъкна, че въпреки нарастването на симпатиите към Русия и русофилските настроения в някои страни, Москва не възнамерява да отстъпва от позициите си. „Ние сме спокойни за това“, добави тя.

„Това, което чувстват сега момчетата на фронтната линия, хората в регионите, страната като цяло, е по-важно за нас, отколкото историята за красивите славянки, която са измислили там (на Запад). За нас е по-важно това, което се случва тук“, подчерта дипломатът.

Захарова: Нямаме какво да доказваме на Запада, тяхната русофобия ни стана безразлична

Автор: Glasove 01 Яну 2025 · 🌐 · 🗨️ · 📄 · 📌

Следвайте "Гласове" в Телеграм и Инстаграм

Examples of posts from Glasove’s Facebook page that are sourced from EU-sanctioned Russia media outlets. (Source: Facebook, [top left](#), [top right](#), [bottom left](#), [bottom right](#))