

## Campaign finance field monitoring in Lithuania

In **Lithuania**, the CEC outsources the monitoring of campaign advertising to a private company, which estimates the market value of advertisements outdoors and on traditional media and online. Lower-level electoral commission (Constituency Election Commissions and Precinct Election Commissions) are also involved in the monitoring of political advertising as they monitor campaign activities, estimate expenditures within their constituencies and report to the CEC. After the election, the CEC conducts an analysis of placed political advertisements that is then compared with the information collected by the private company and sent to the CEC. The CEC also uses tools such as social media ‘ad libraries’ to monitor spending by contestants and identify cases of unreported or hidden advertising and its own platform - the ‘ad catcher’ – that was developed internally to gather ‘tip-offs’ from the public concerning campaign violations.