



TV & DIGITAL REPORT

JANUARY 2021





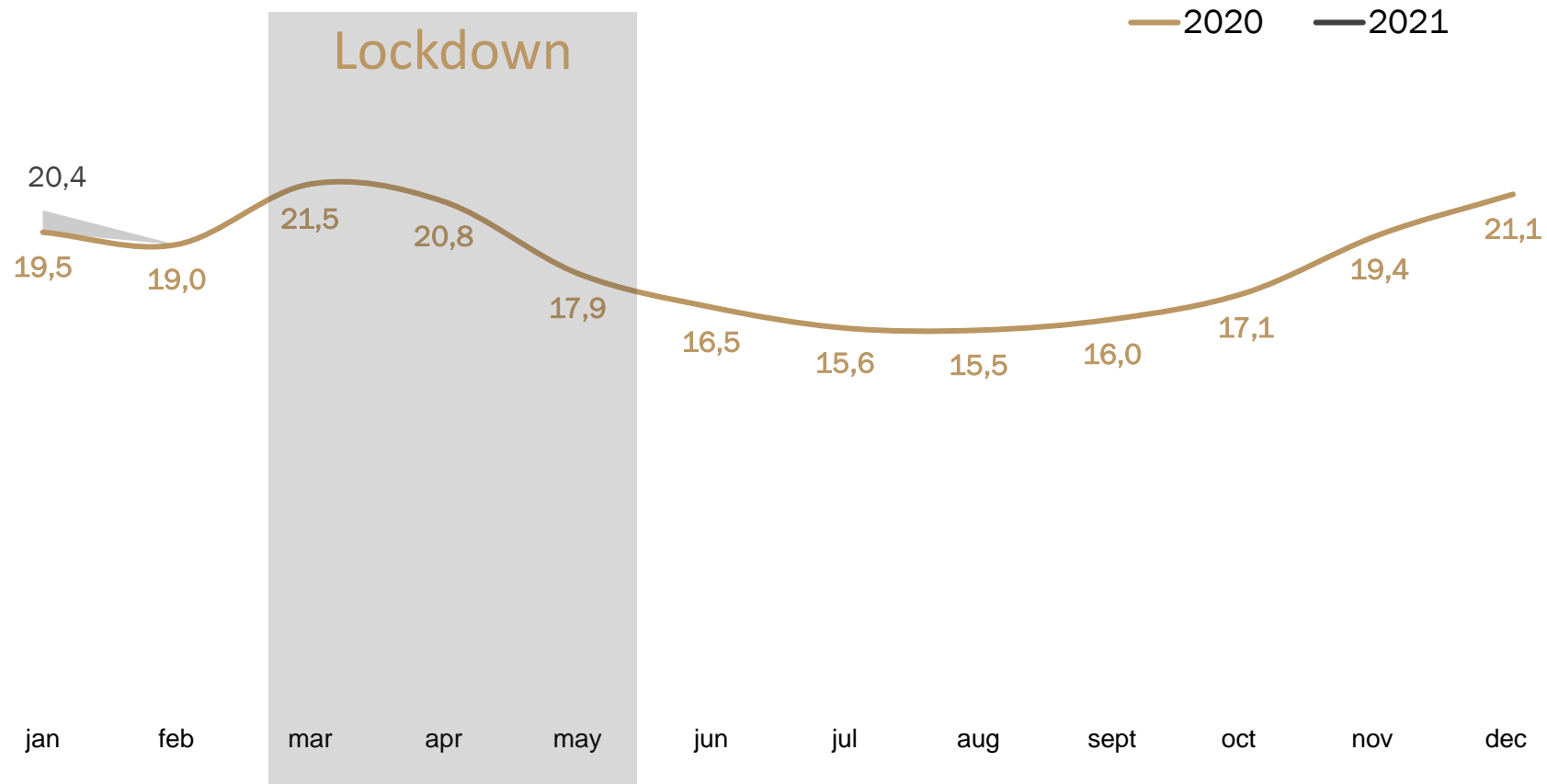
TV REPORT

FOCUSED ON NOVA NEWS

Source: GARB and Nielsen Admosphere
Data: People meter, national base
TG: A 18-49
Currency: BGN gross

SLIGHTLY HIGHER TV AUDIENCE ON YTD BASE

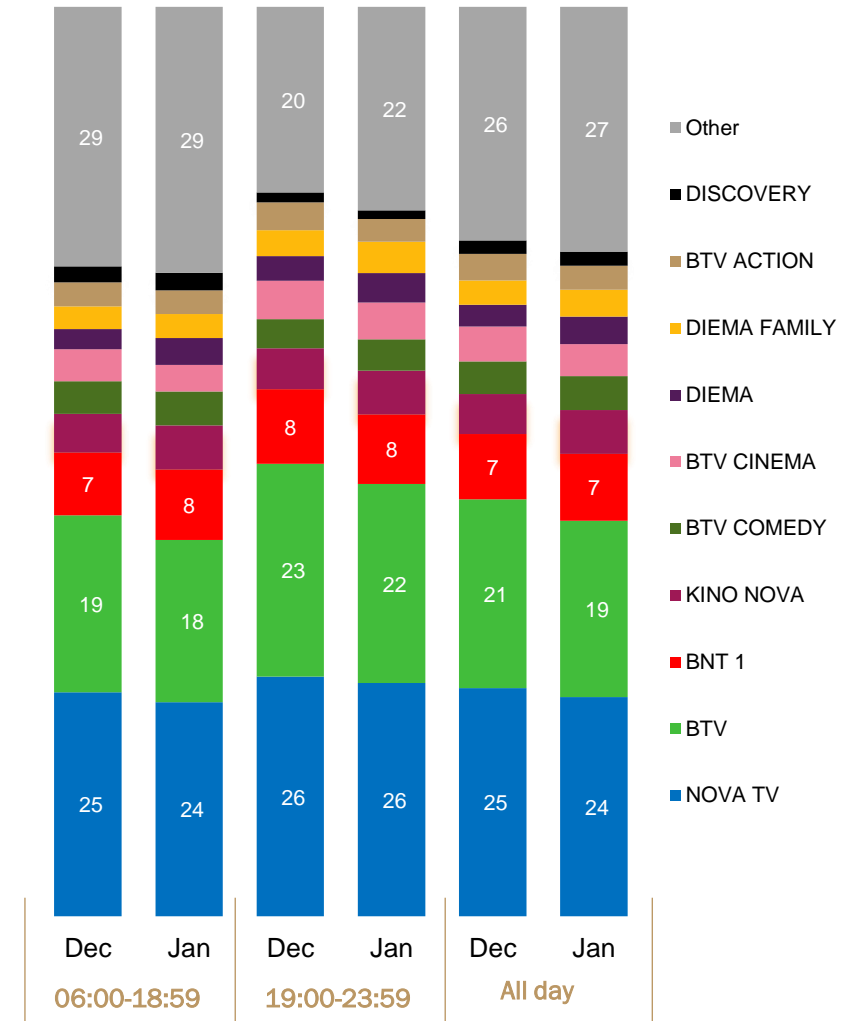
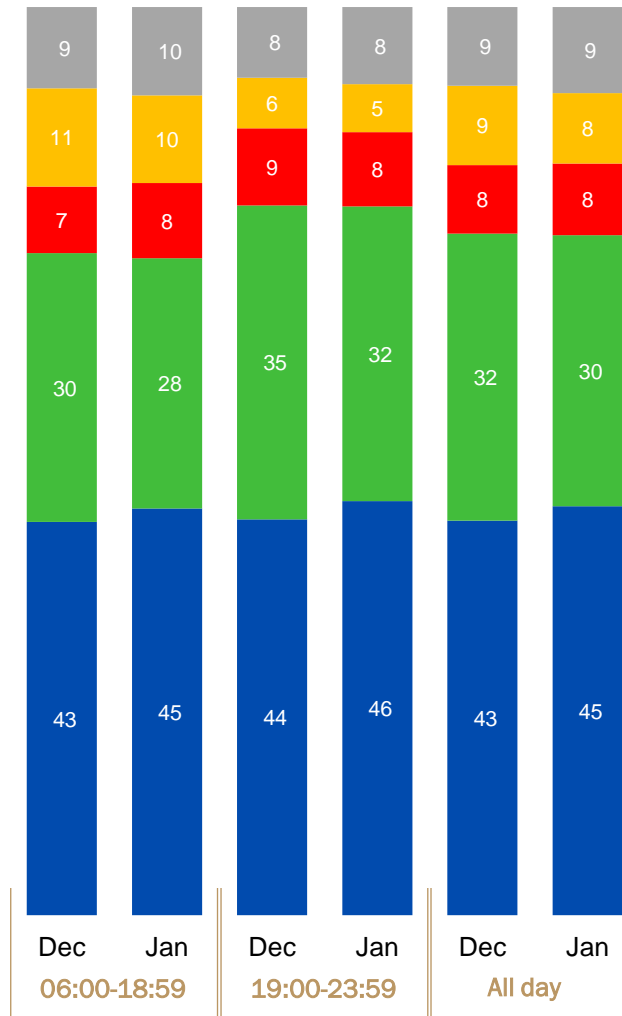
Jan 2021 registered 5% higher TV viewership than Jan 2020.



NBG INCREASED SHARE ON THE ACCOUNT OF BMG

On channel basis Nova & bTV declined slightly in all time slots, Nova remained rather stable.

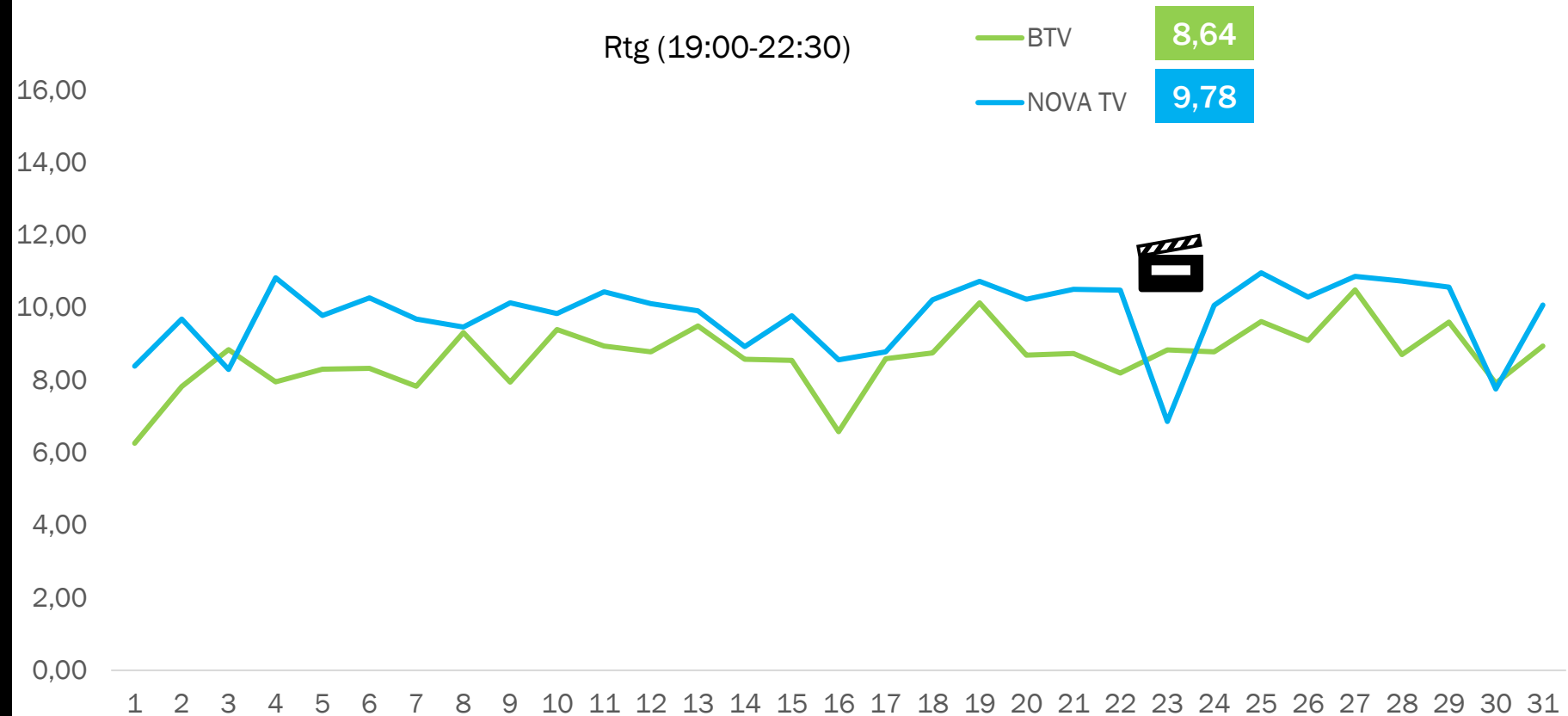
Kino Nova was the top niche channel as usual.



Source: GARB, A18-49

NOVE KEPT 13% HIGHER OVERALL PT AUDIENCE THAN BTV IN JANUARY

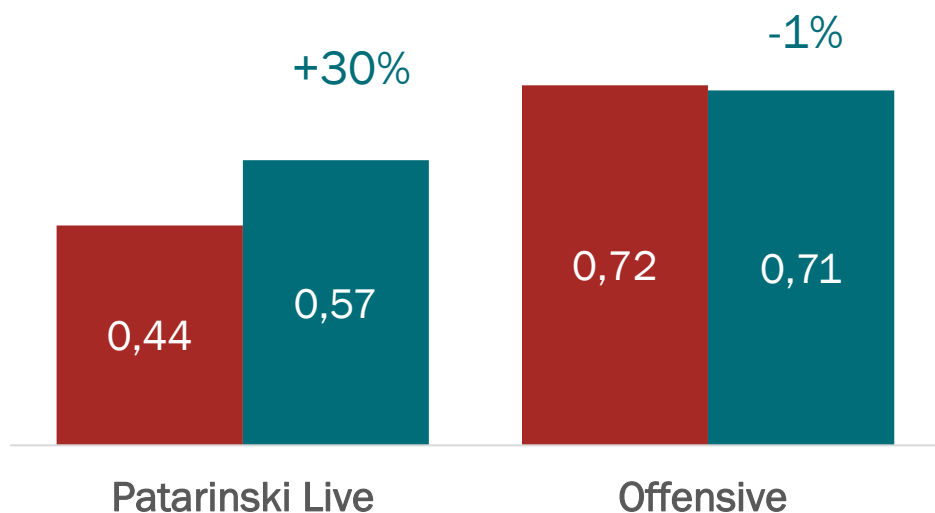
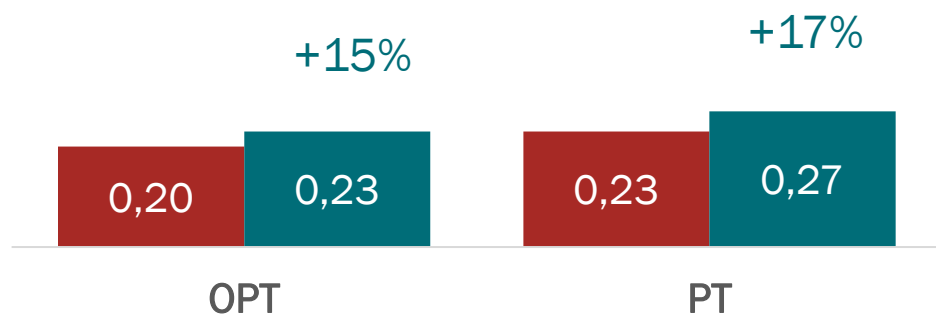
bTV outperformed Nova on 23rd of January with its Saturday movie program.



Source: GARB, A18-49



■ Kanal 3 (Jan 20) ■ Nova news (Jan 21)



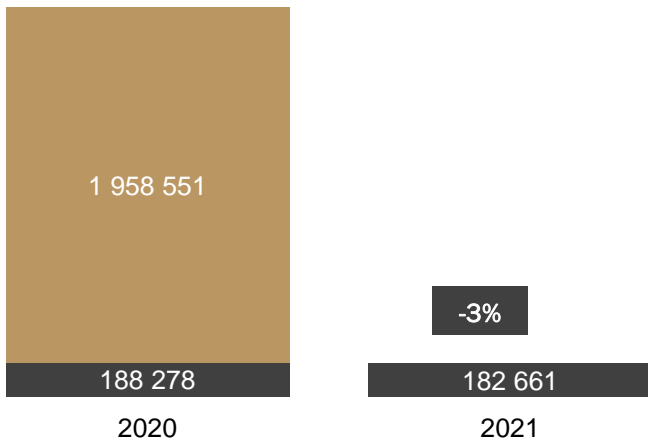
KANAL 3 WAS ACQUIRED BY NBG AND REBRANDED AS NOVA NEWS IN JANUARY. IT INCREASED RATINGS BOTH IN PT & OPT HOURS.

Patarinski Live benefited from the new brand of the channel, Offensive kept rather stable audience

2021 STARTED WITH 3% LESS GRPS VS 2020 TOP ADVERTISERS ARE PREDOMINANTLY PHARMA COMPANIES TWO BETTING COMPANIES REACHED TOP 20

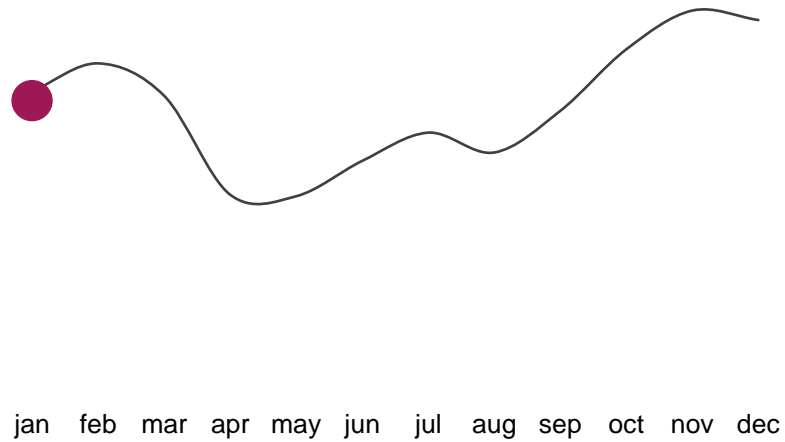
TOTAL TRP30

■ YTD ■ Rest

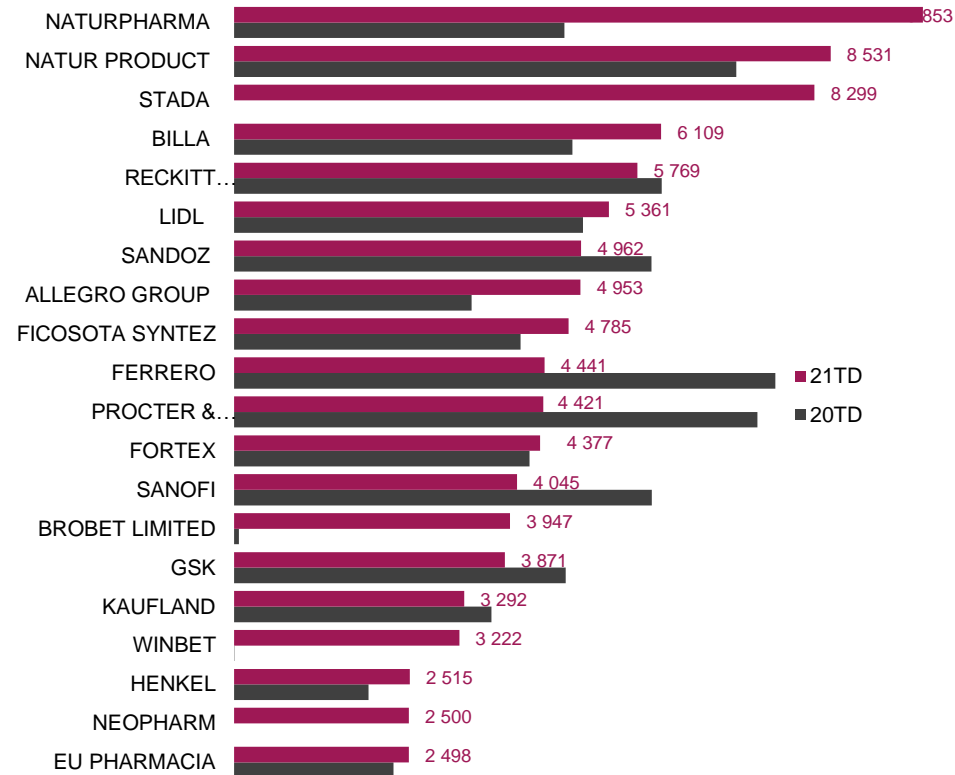


SEASONALITY

— 2020 ● 21TD

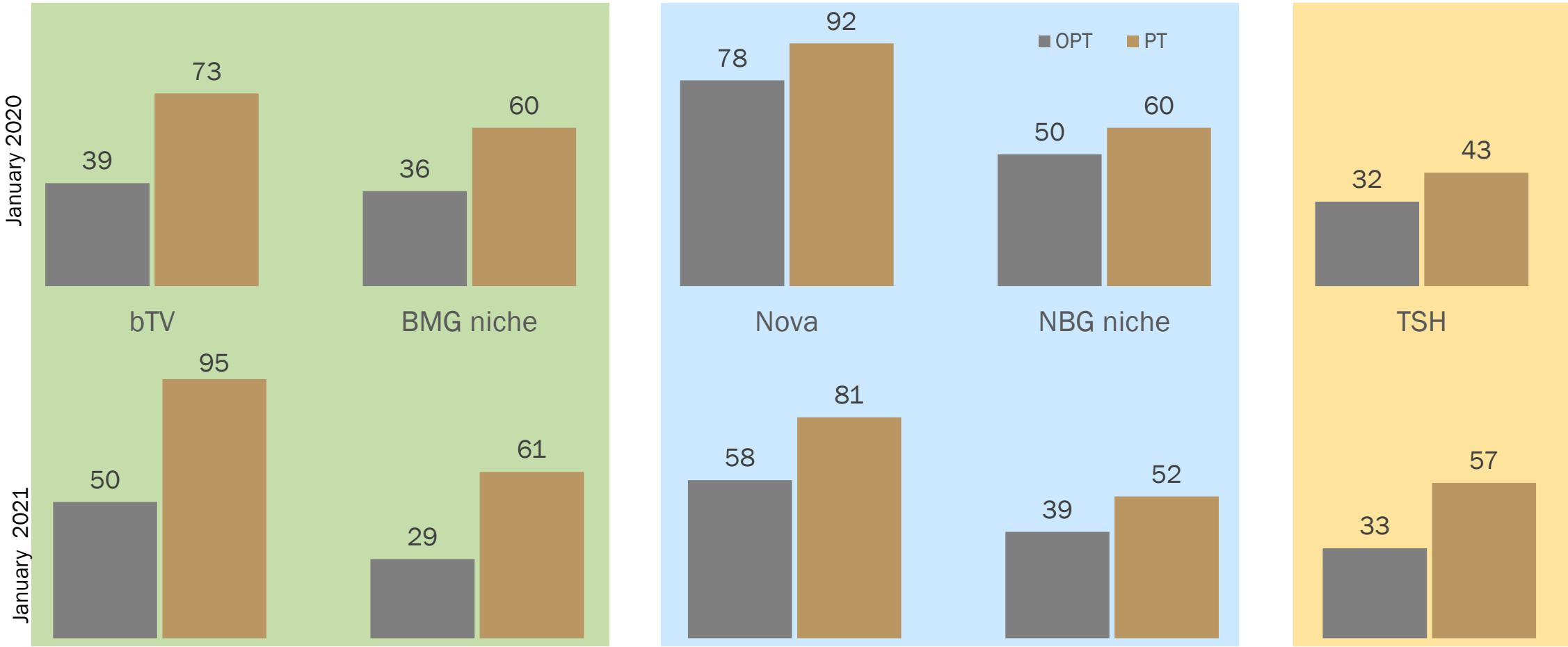


TOP ADVERTISERS



IN JANUARY BTV HAD ITS PT INVENTORY ALMOST FULL

Nova had more free space with 81% fulfillment



Source: GARB, based on 12 min/hour ad time. PT (19:00-24:00)



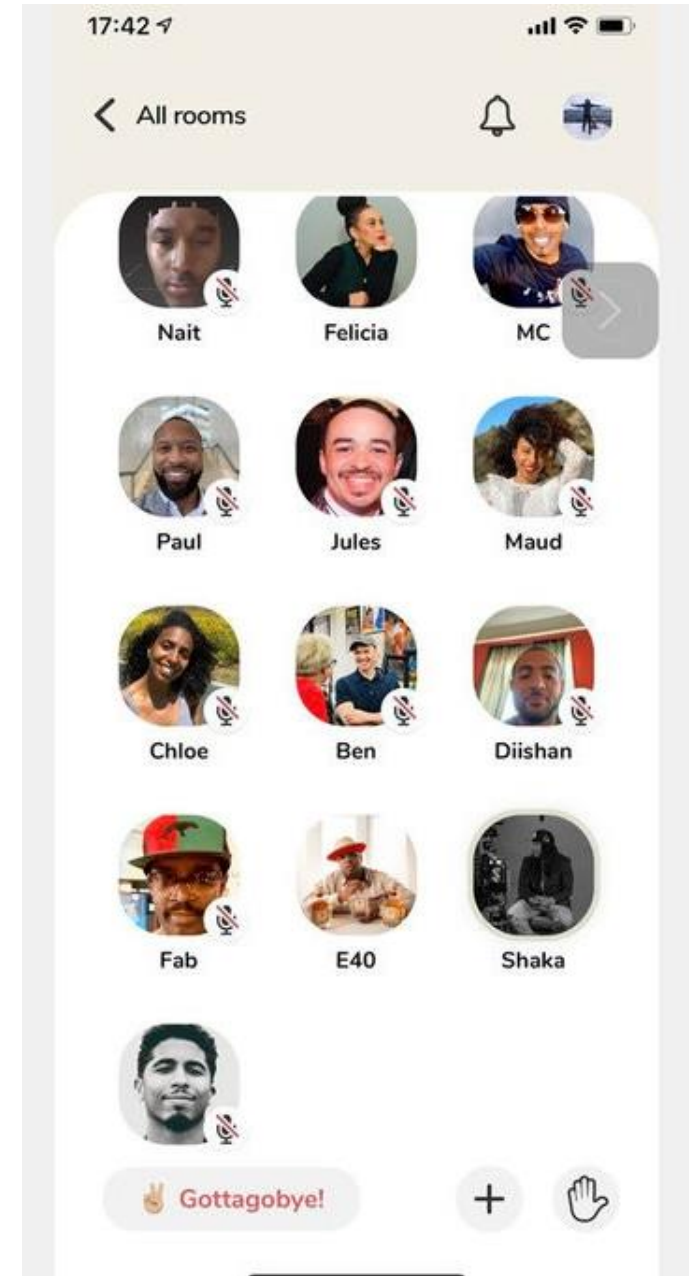
DIGITAL REPORT

WHAT'S CLUBHOUSE?



The Hot New Thing in Clubby Silicon Valley? An App Called Clubhouse

For all the high-minded talk among techies, their new favorite app is an invite-only (so far) social network for mingling with one another.



Clubhouse is a social media app where venture capitalists have gathered to mingle with one another while they are quarantined in their homes

Social



Twitter



Clubhouse



Facebook

Last summer, the social media app Clubhouse had just a few thousand users, mostly Silicon Valley tech workers and venture capitalists who wanted to connect with one another during the pandemic.

Today, it has millions of users, a valuation of roughly \$1 billion and a ton of buzz. Both the Tesla chief executive Elon Musk and the Facebook head Mark Zuckerberg recently appeared on Clubhouse, causing such a stir that the platform nearly crashed.

Imagine if you were in class with everybody in the world

One woman recently discussed spending more than 40 hours a week on it; others have tweeted similar statistics.

Clubhouse works by letting people join pop-up audio chat rooms that disappear when they end. Once in the rooms, users are segmented into tiers determined by moderators. Users can join any chat room, see who is speaking or listening, click into a profile page and follow others.



How to Advertise on Clubhouse?

Four ways to make money on the drop-in audio app.

1. **Branded Events and Clubs** - You can simply brand events and clubs by adding something to the effect of 'Presented by Company X' in the title of an event and/or the description of a club.
2. **Intermittent Host Sponsor Reads** you might have event moderators rattle off a short sponsor read or shout-out every 30 minutes or so, along with some kind of special offer for participants
3. **Paid Guest Spots** - you might be able to offer pay-to-play for speakers/moderators at your events
4. **Product Placement** - If you're running an event on, say, beauty, and you have a club that regularly draws thousands of people to its events, then you will no doubt find brands that will want to get in front of your audience

TOP 20 WEBSITES

N	Node	Real users			Page views			Time spent per user			Reach-Internet		
		total	pc	mobile	total	pc	mobile	total	pc	mobile	total	pc	mobile
1	novini.bg	2 144 614	206 111	2 118 839	29 344 690	4 028 924	25 315 765	0:13:51	0:28:01	0:11:18	45,97%	7,17%	47,82%
2	nova.bg	2 134 686	591 476	2 028 456	27 034 549	9 928 747	17 105 803	0:10:47	0:14:22	0:07:09	45,76%	20,58%	45,78%
3	olx.bg	1 957 791	674 340	1 901 431	320 638 954	48 354 041	272 284 913	1:44:21	1:06:28	1:23:52	41,97%	23,46%	42,91%
4	abv.bg	1 918 134	1 253 888	1 216 327	220 417 780	133 298 091	87 119 689	2:07:49	1:59:07	1:18:45	41,12%	43,63%	27,45%
5	btvnovinite.bg	1 670 397	239 451	1 608 496	9 487 215	1 215 160	8 272 054	0:04:34	0:06:47	0:03:44	35,81%	8,33%	36,30%
6	24chasa.bg	1 609 458	308 682	1 517 078	27 742 471	7 363 048	20 379 423	0:26:40	0:55:01	0:17:06	34,50%	10,74%	34,24%
7	dir.bg	1 552 938	366 778	1 397 885	38 359 685	18 063 052	20 296 634	0:33:27	1:13:34	0:17:52	33,29%	12,76%	31,55%
8	blitz.bg	1 516 671	302 142	1 444 578	58 029 468	17 737 971	40 291 497	0:57:44	1:36:03	0:40:31	32,51%	10,51%	32,60%
9	bazar.bg	1 466 310	473 829	1 293 056	90 994 478	29 683 443	61 311 035	0:42:39	0:49:16	0:30:19	31,43%	16,49%	29,18%
10	framar.bg	1 458 277	394 064	1 302 225	9 364 693	2 106 024	7 258 669	0:08:50	0:08:48	0:07:14	31,26%	13,71%	29,39%
11	dariknews.bg	1 387 303	275 376	1 279 115	11 840 163	2 854 257	8 985 906	0:07:23	0:10:49	0:05:40	29,74%	9,58%	28,87%
12	actualno.com	1 316 437	227 650	1 209 484	20 383 286	1 520 787	18 862 499	0:17:00	0:22:33	0:14:15	28,22%	7,92%	27,30%
13	vesti.bg	1 259 900	436 291	1 095 832	18 581 636	7 139 610	11 442 026	0:16:22	0:22:13	0:09:58	27,01%	15,18%	24,73%
14	dnes.bg	1 254 925	212 892	1 174 774	17 909 834	5 035 305	12 874 529	0:15:32	0:37:36	0:09:47	26,90%	7,41%	26,51%
15	vbox7.com	1 245 910	399 176	1 182 434	23 411 144	8 385 146	15 025 998	0:51:57	1:06:36	0:32:16	26,71%	13,89%	26,69%
16	fakti.bg	1 239 789	271 686	1 112 045	30 418 976	7 275 949	23 143 027	0:34:22	0:42:33	0:27:56	26,58%	9,45%	25,10%
17	marica.bg	1 167 894	103 025	1 147 444	20 881 812	1 647 902	19 233 910	0:23:16	0:21:49	0:21:43	25,04%	3,58%	25,90%
18	sinoptik.bg	1 165 847	226 412	1 113 760	50 257 576	8 454 569	41 803 007	0:18:14	0:13:49	0:16:17	24,99%	7,88%	25,14%
19	mobile.bg	1 089 864	285 948	975 663	231 885 446	44 056 932	187 828 515	1:26:39	1:44:20	1:06:13	23,36%	9,95%	22,02%
20	woman.bg	1 039 828	139 685	936 836	5 422 439	678 128	4 744 311	0:03:43	0:04:55	0:03:23	22,29%	4,86%	21,14%



THANK YOU!

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