



TV REPORT

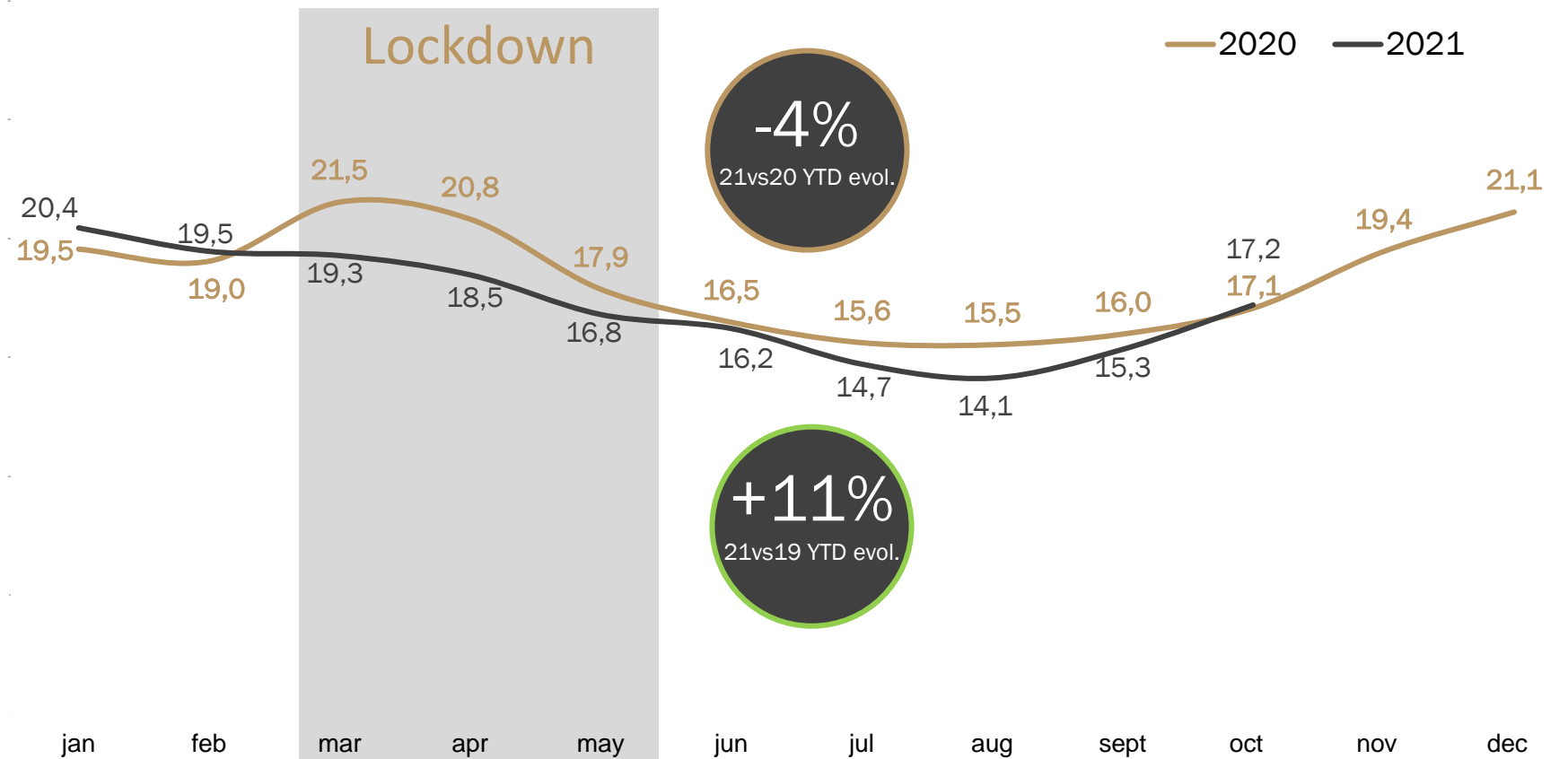
OCTOBER 2021

FOCUSED ON WEEKEND PT SHOWS



EQUAL VIEWERSHIP IN OCTOBER 2020 AND 2021

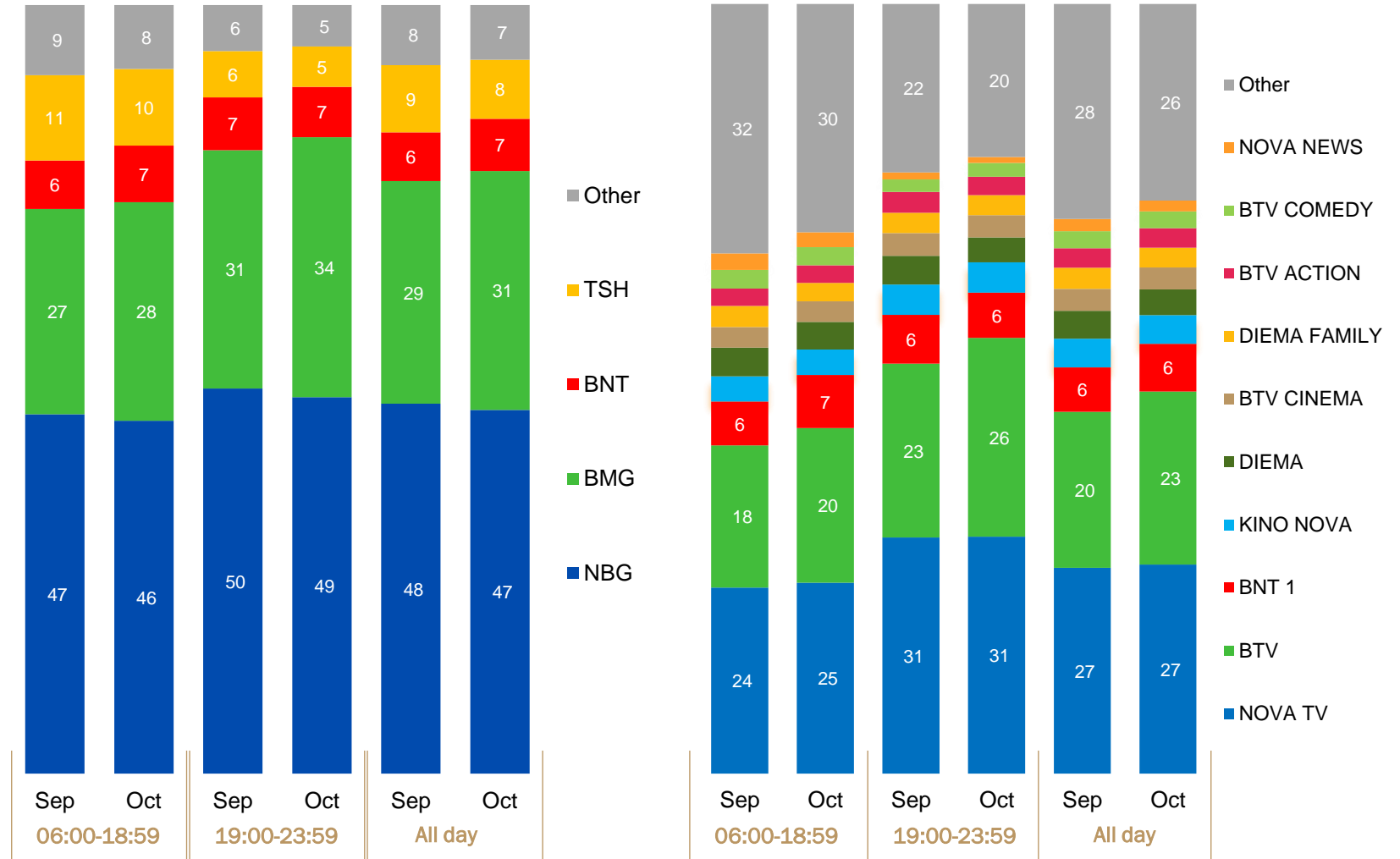
Despite the slight decrease in total viewership 21YTD, it's still higher compared to 2019 driven by COVID and changing consumer habits



BMG REGAINED 3PP PT SHARE THANKS TO bTV

NBG declined PT slightly
while Nova remained stable.

Nova News replaced Nick JR
in top 10.

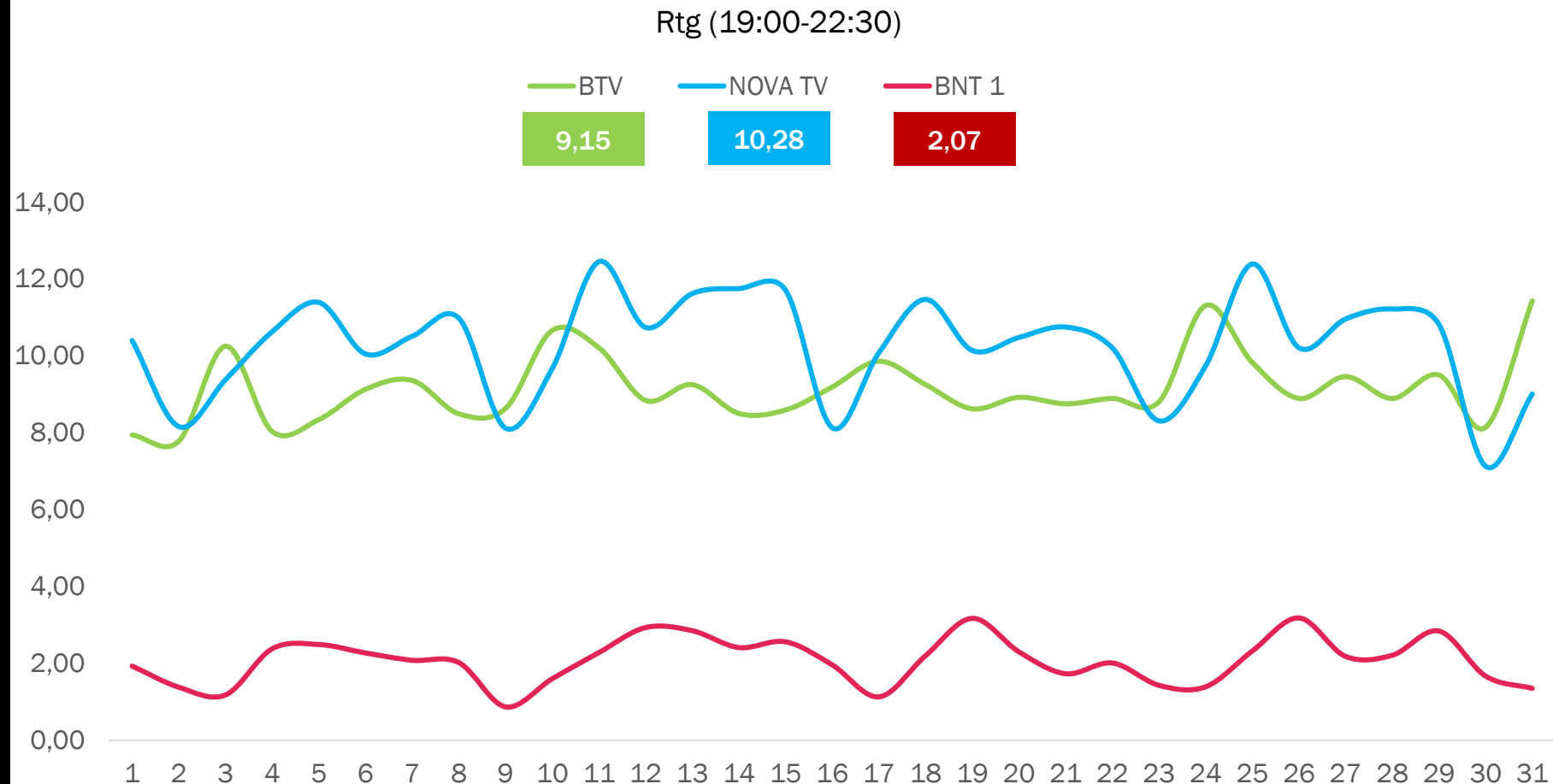


Source: GARB, A18-49

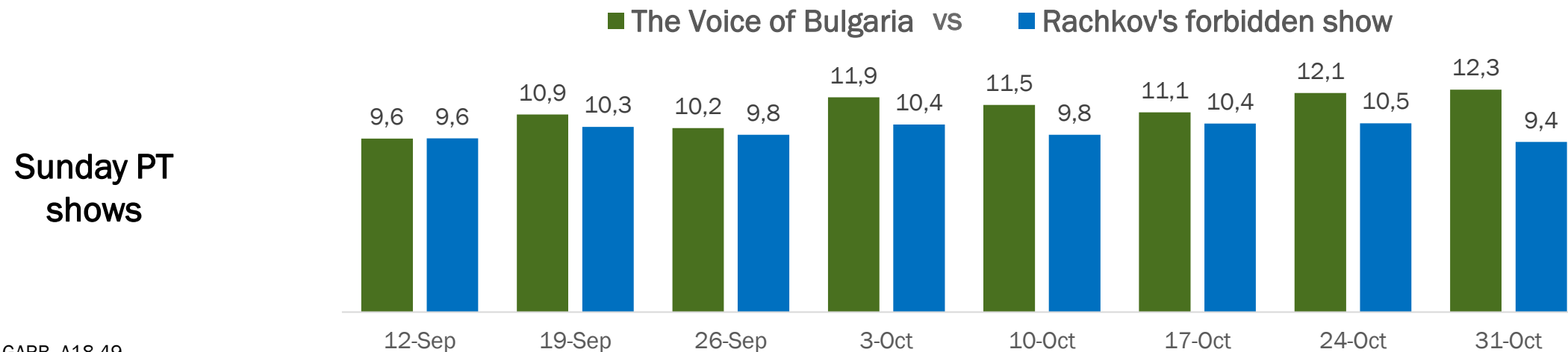
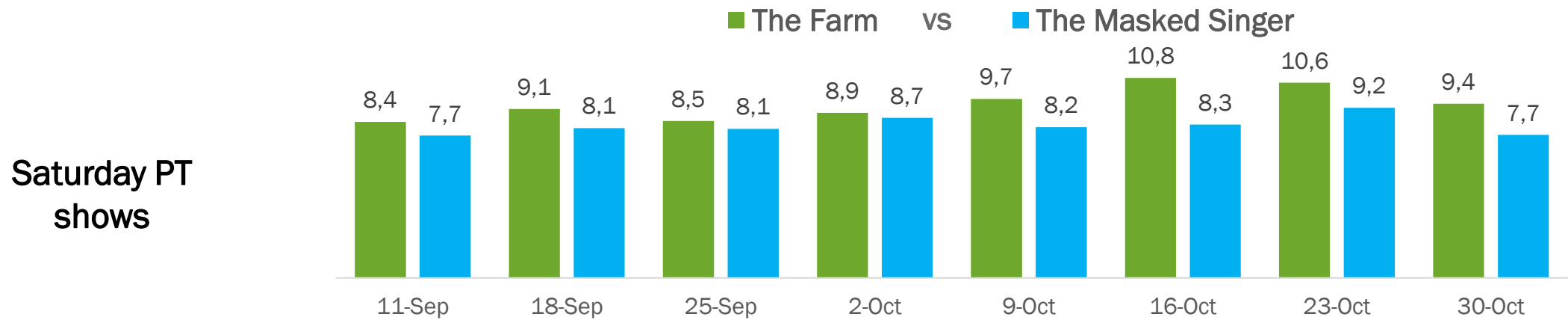
NOVA SUSTAINED LEADERSHIP IN PT HOURS

bTV competed successfully during the weekends – especially on Sunday with The Voice of Bulgaria.

BNT1 had occasional peaks on Tuesday with the political program “Referendum”.

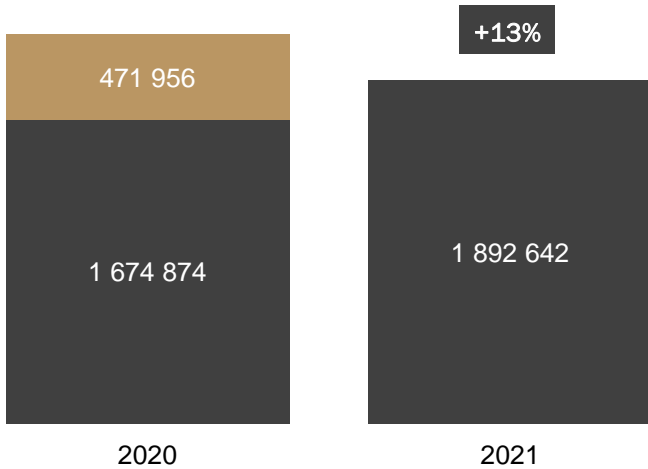


DESPITE THE OVERALL DOMINANCE OF NOVA, BTV ATTRACTS HIGHER INTEREST IN THE WEEKEND PT SINCE THE BEGINING OF THE NEW TV SEASON

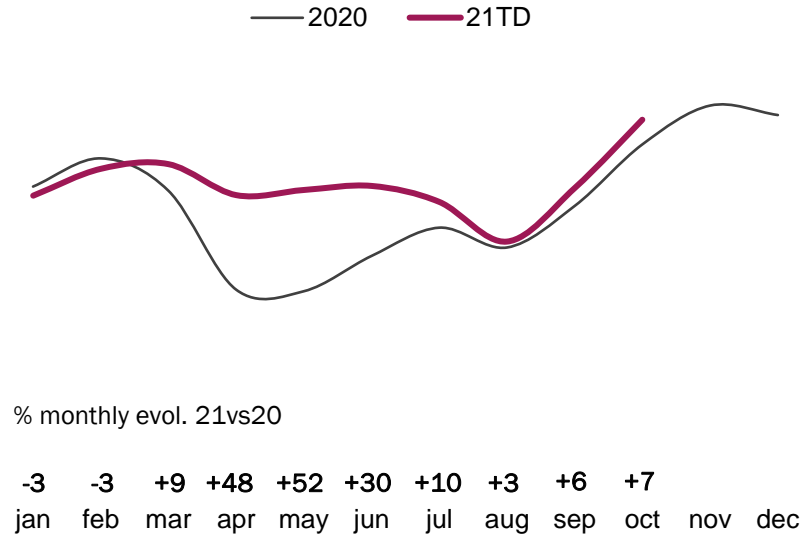


13% GROWTH IN DELIVERED TRP30 ON YTD BASE THE SEASONALITY REMAINED RATHER SIMILAR NATURPHARMA SUSTAINED LEADRESHIP, ALLEGRO REACHED TOP 3

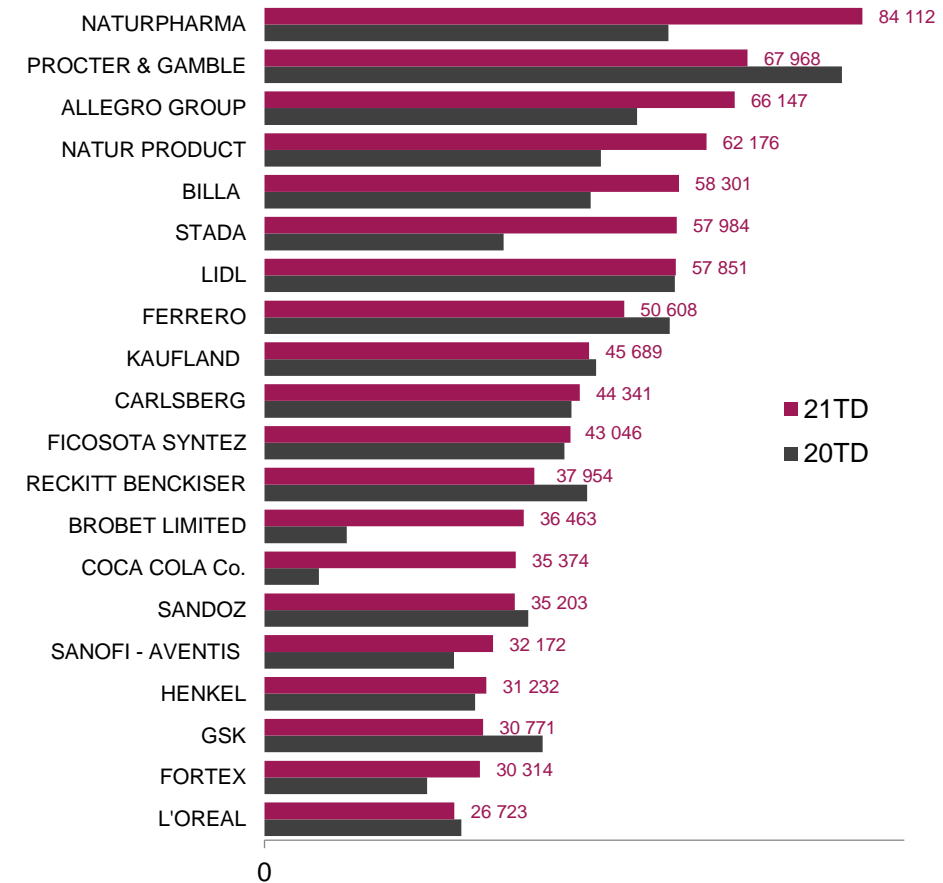
TOTAL TRP30
■ YTD ■ Rest



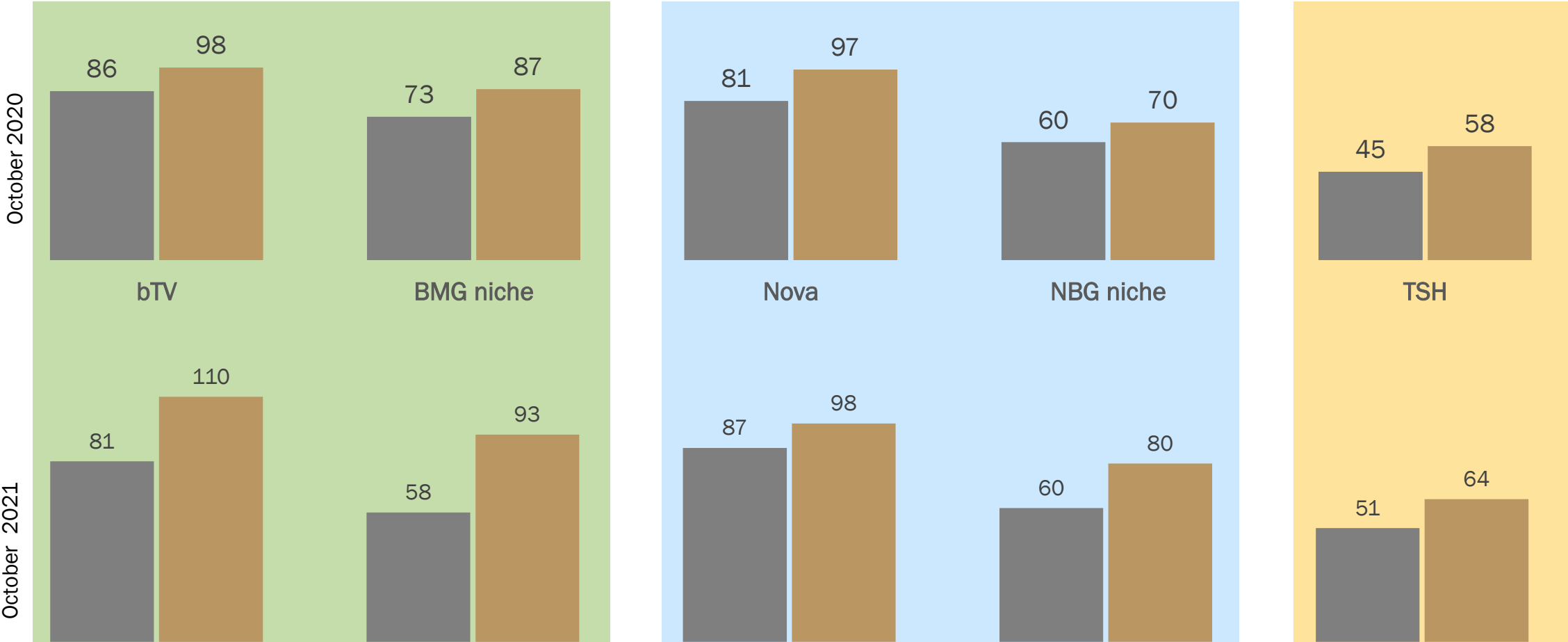
SEASONALITY



TOP ADVERTISERS



INVENTORY SELL OUT FOR THE MAIN CHANNELS



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



THANK YOU!

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