

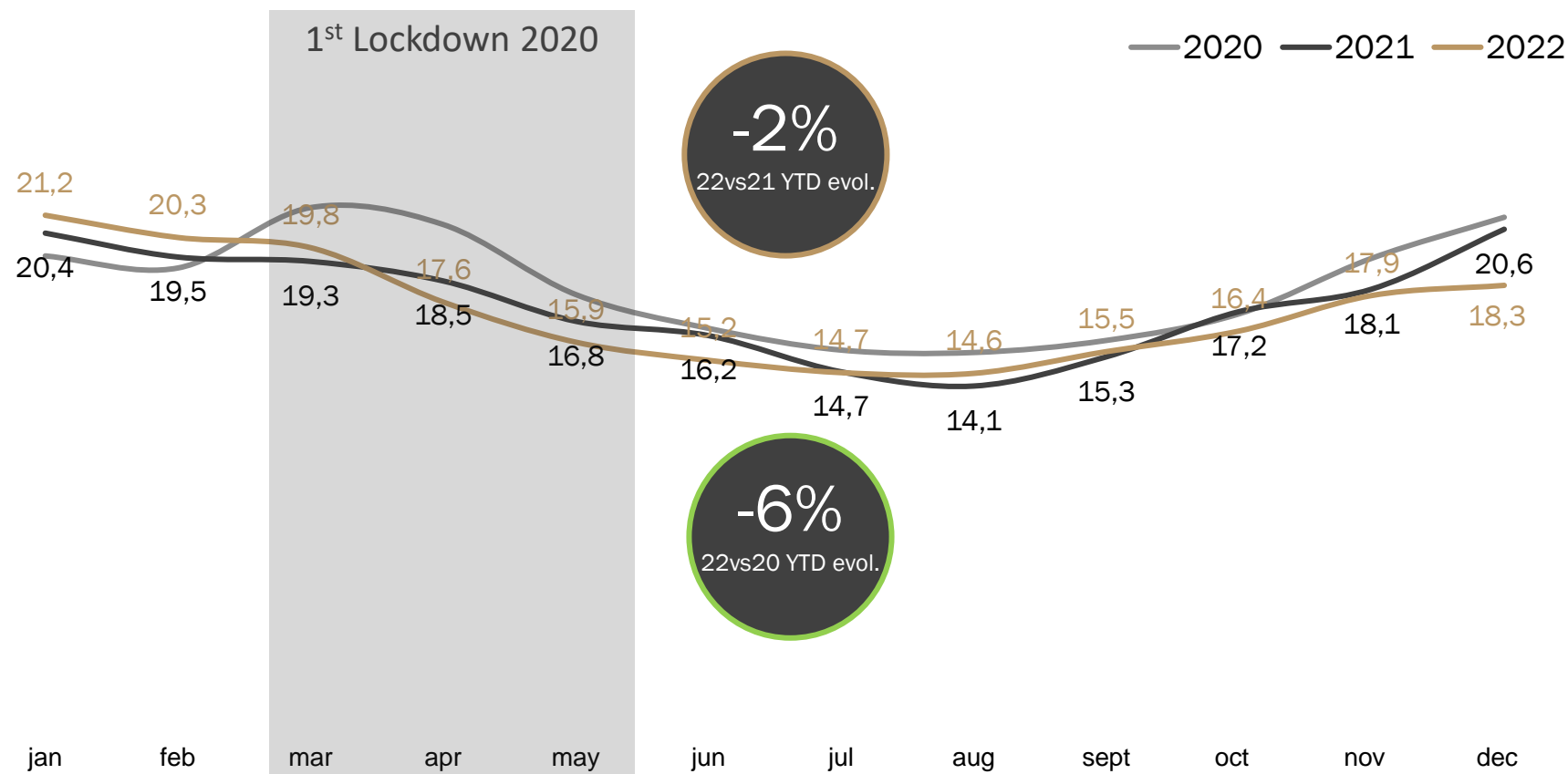


TV REPORT

DECEMBER 2022

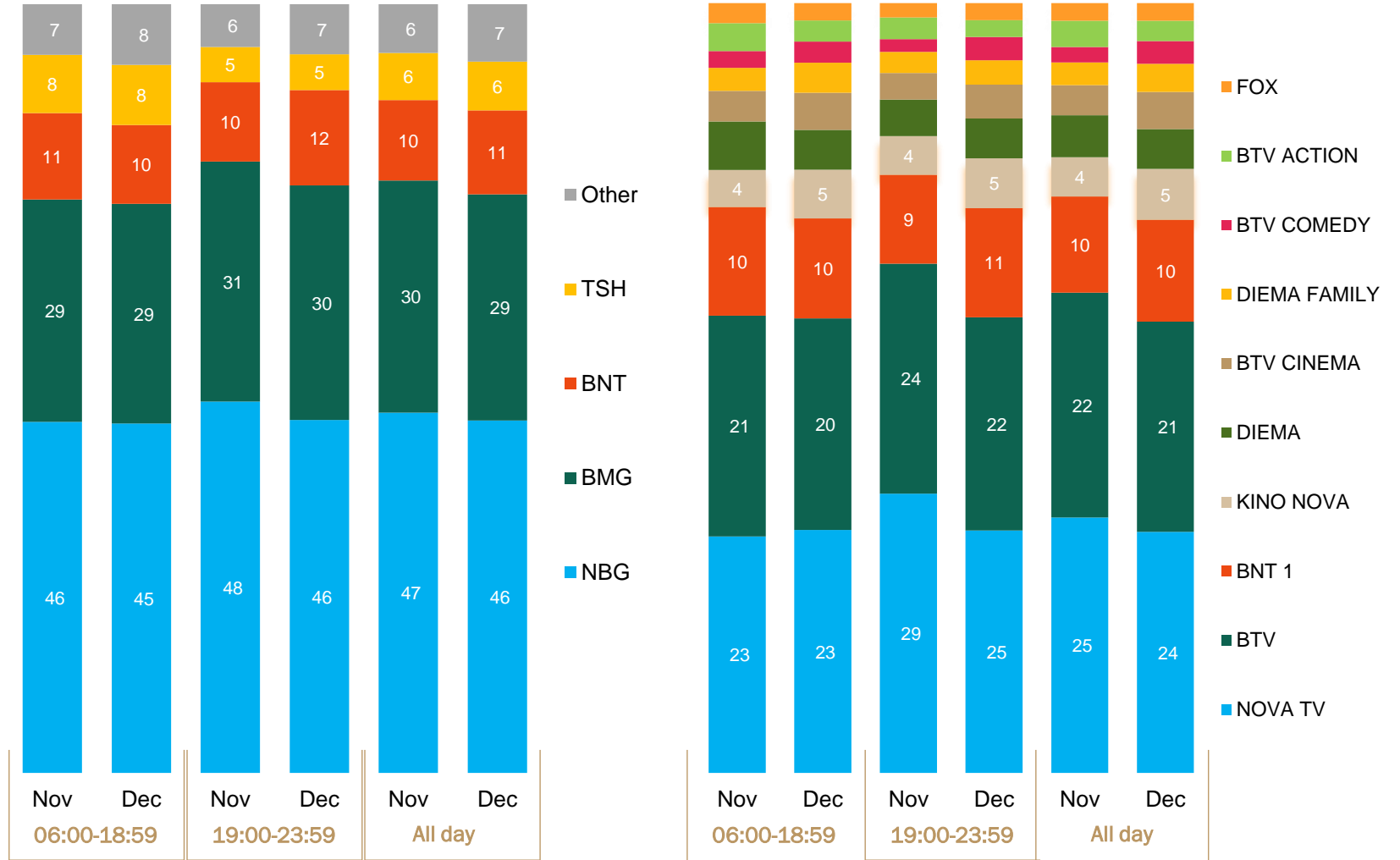
FOCUSED ON TOP PROGRAMS OF 2022

2022 ENDED WITH LOWER LIVE TV VIEWERSHIP THAN 2021 & 2020



Source: GARB, 18-49; Live TV

BNT 1 GAINED PT AUDIENCE SHARE THANKS TO FIFA WORLD CUP & NEW YEAR'S EVE

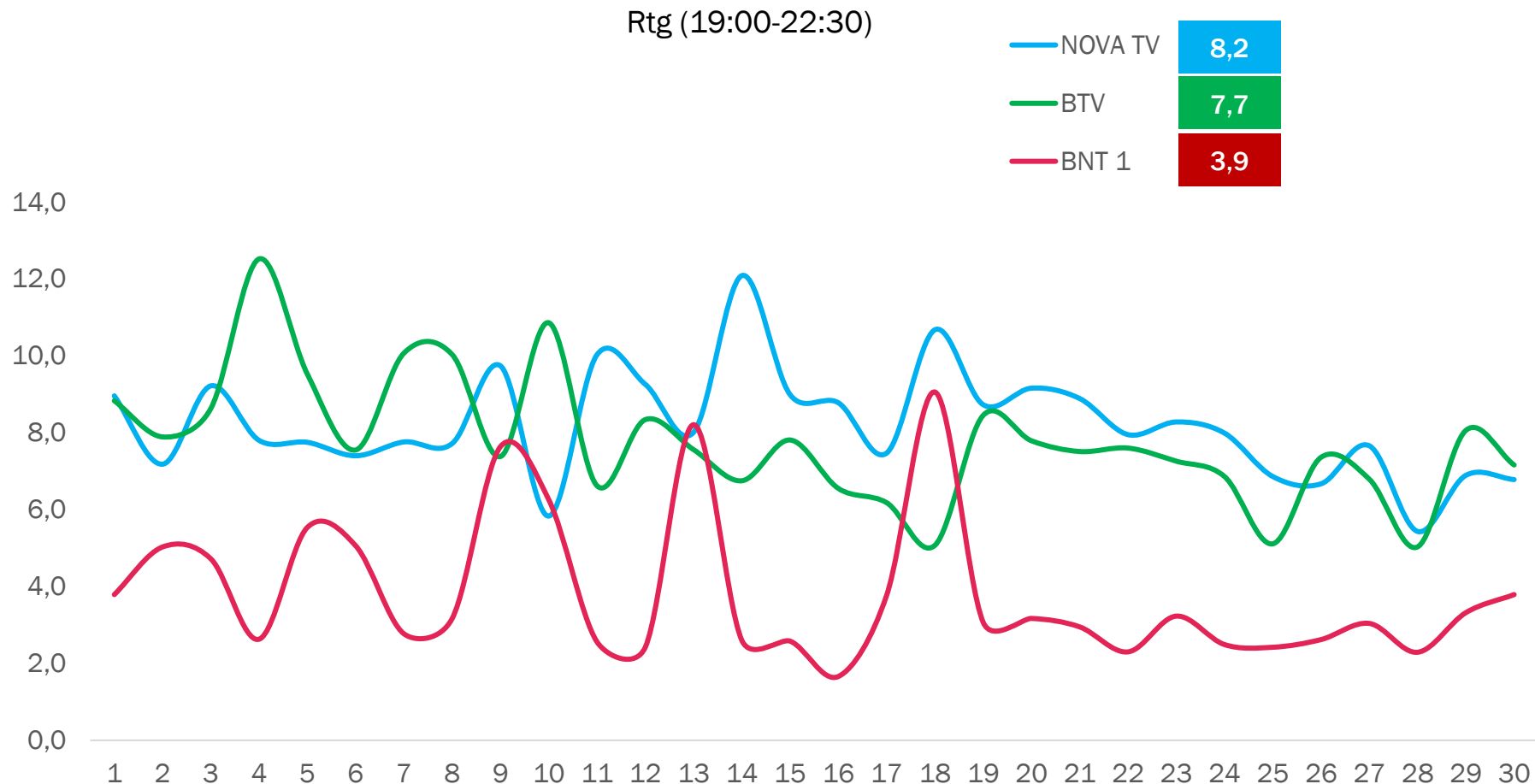


Source: GARB, A18-49

NOVA & BTV REGISTERED LOWER PT RATINGS

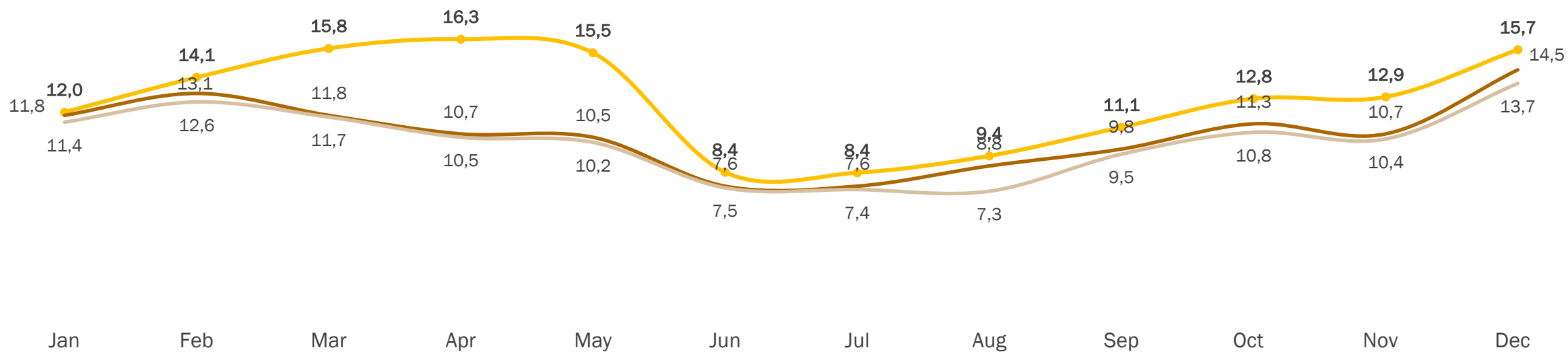
Nova & BNT 1 have peaks behind FIFA final matches (quarter-, semi- and big final)

bTV attracted highest audience with the final episodes of "The Voice of BG" & "The Farm"



TOP PROGRAMS OF 2022: NOVA WAS THE VIEWERS' TOP CHOICE BNT1 MADE IT TO 3RD PLACE WITH FIFA WORLD CUP

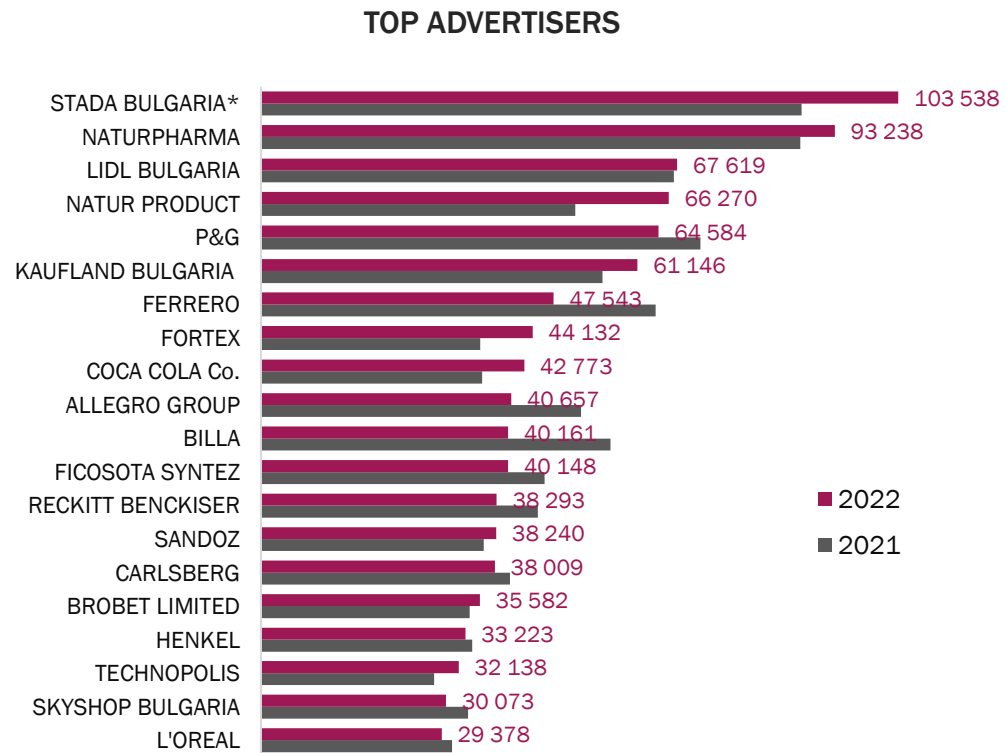
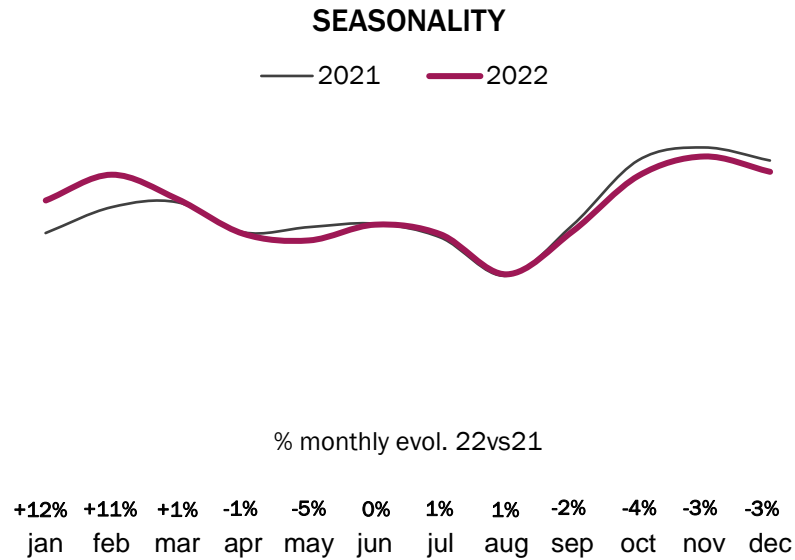
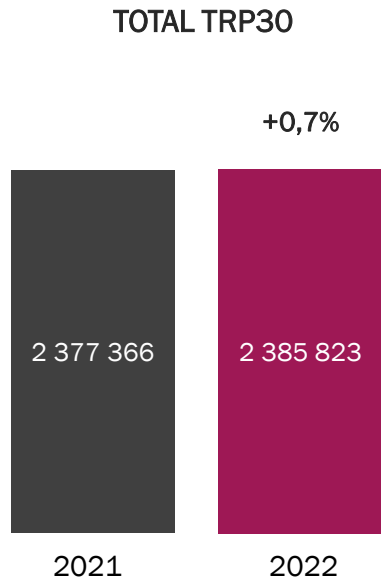
Top program	Kitchen Nightmares	Your Face Sounds Familiar				Sunny Beach	Weekend PT Movie	Emergency News	Desafio			FIFA France-Morocco	NOVA
2 nd	Weekend PT Movie	Kitchen Nightmares	Emergency News	Bulgaria's got Talent	Weekend PT Movie	Fish on the Cake	Weekend PT Movie	Weekend PT Movie	Emergency News	Kitchen Nightmares	Fish on the Cake	The Voice of BG	b tv
3 rd	Fish on the Cake		Bulgaria's got Talent	News	Bulgaria's got Talent	Weekend PT Movie	Fish on the Cake	Weekend PT Movie	The Voice of BG		FIFA: Croatia - Canada	FIFA: Argentina - Croatia	B-H-T 1



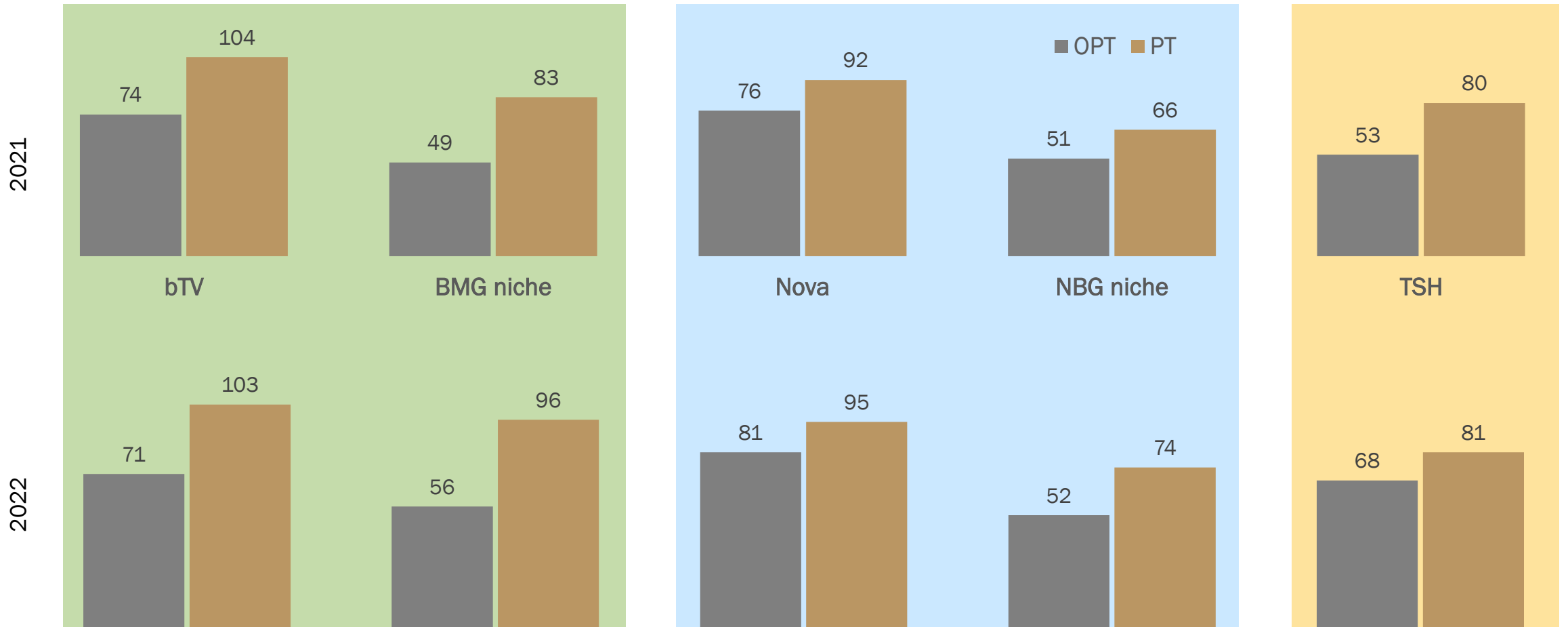
STABLE AUDIENCE DELIVERY FOR TV ADVERTISERS

L'OREAL ENTERED TOP 20 & REPLACED GSK

6 OUT OF 20 LEADING ADVERTISERS ARE PHARMA COMPANIES



BTV WAS COMPLETELY OVERBOOKED FOR ANOTHER YEAR NBG & TSH INCREASED INVENTORY FULFILLMENT



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



THANK YOU!

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