



# TV REPORT

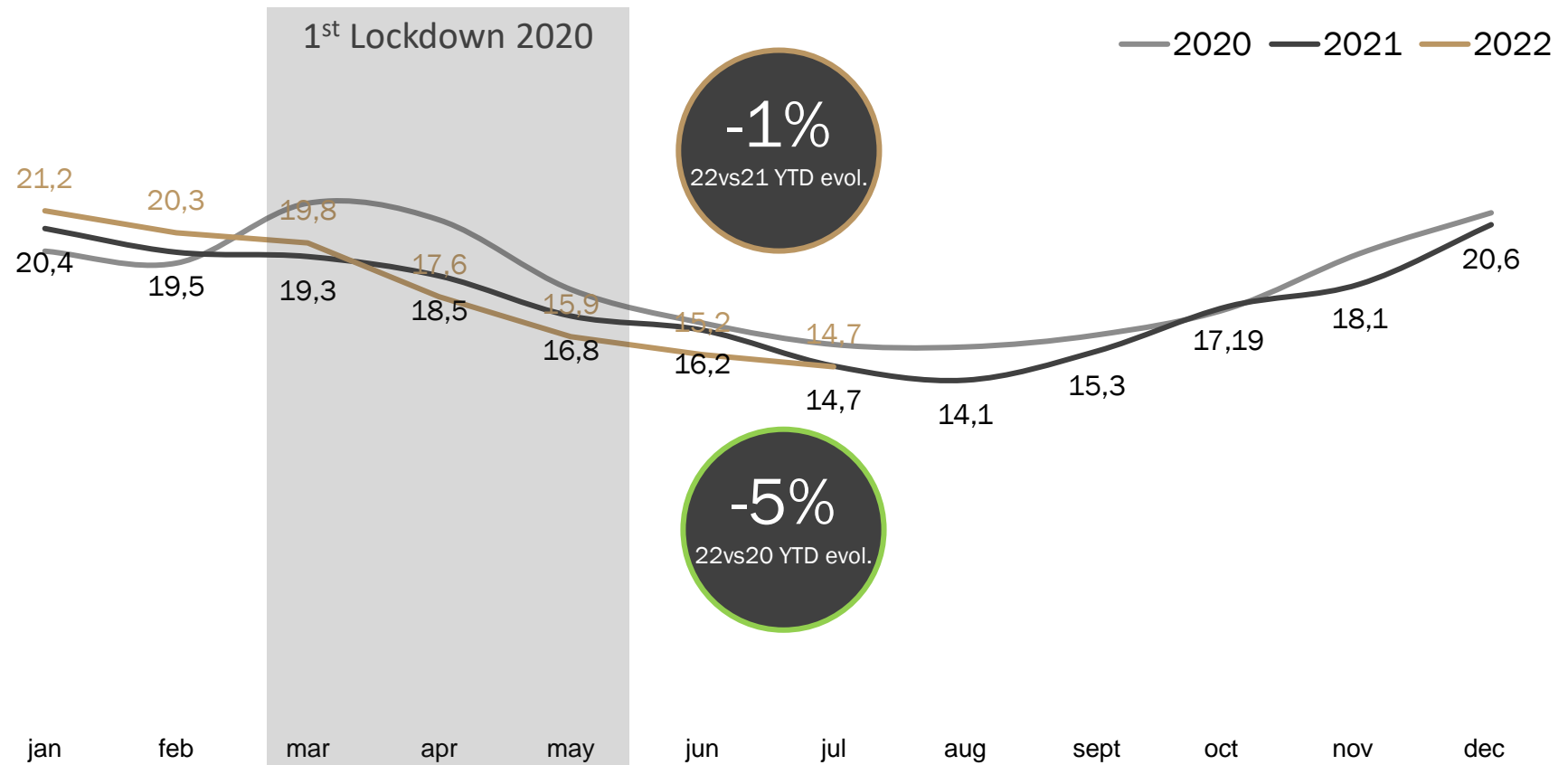
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JULY 2022

FOCUSED ON WEATHER FORECASTS



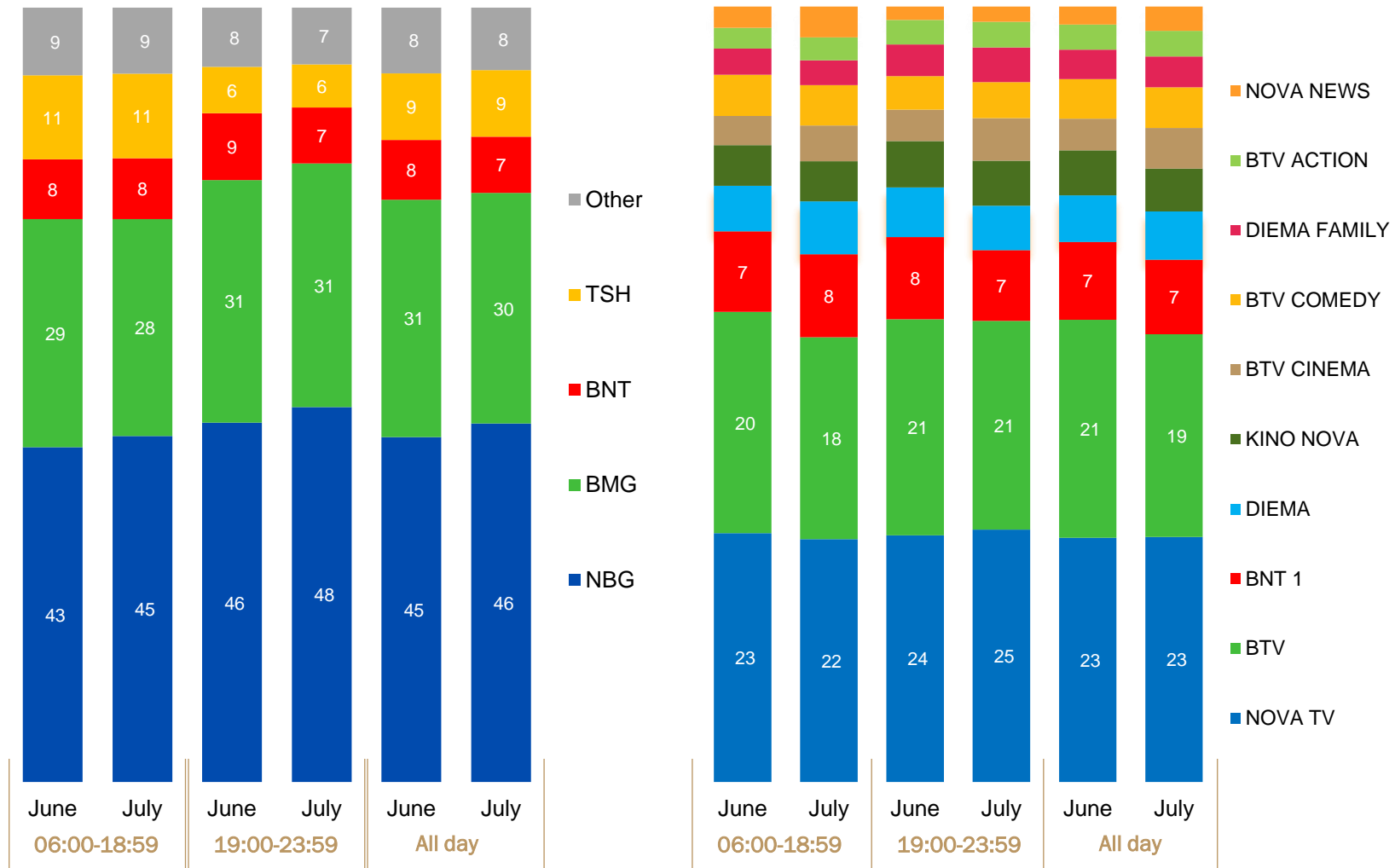
# SLIGHT DECREASE IN LIVE TV VIEWERSHIP



# NBG ATTRACTED NEW AUDIENCES THANKS TO THE NICHE CHANNELS

On a channel basis both bTV and BNT 1 lost PT audience on the opposite of Nova TV

The TOP 10 channels remained the same



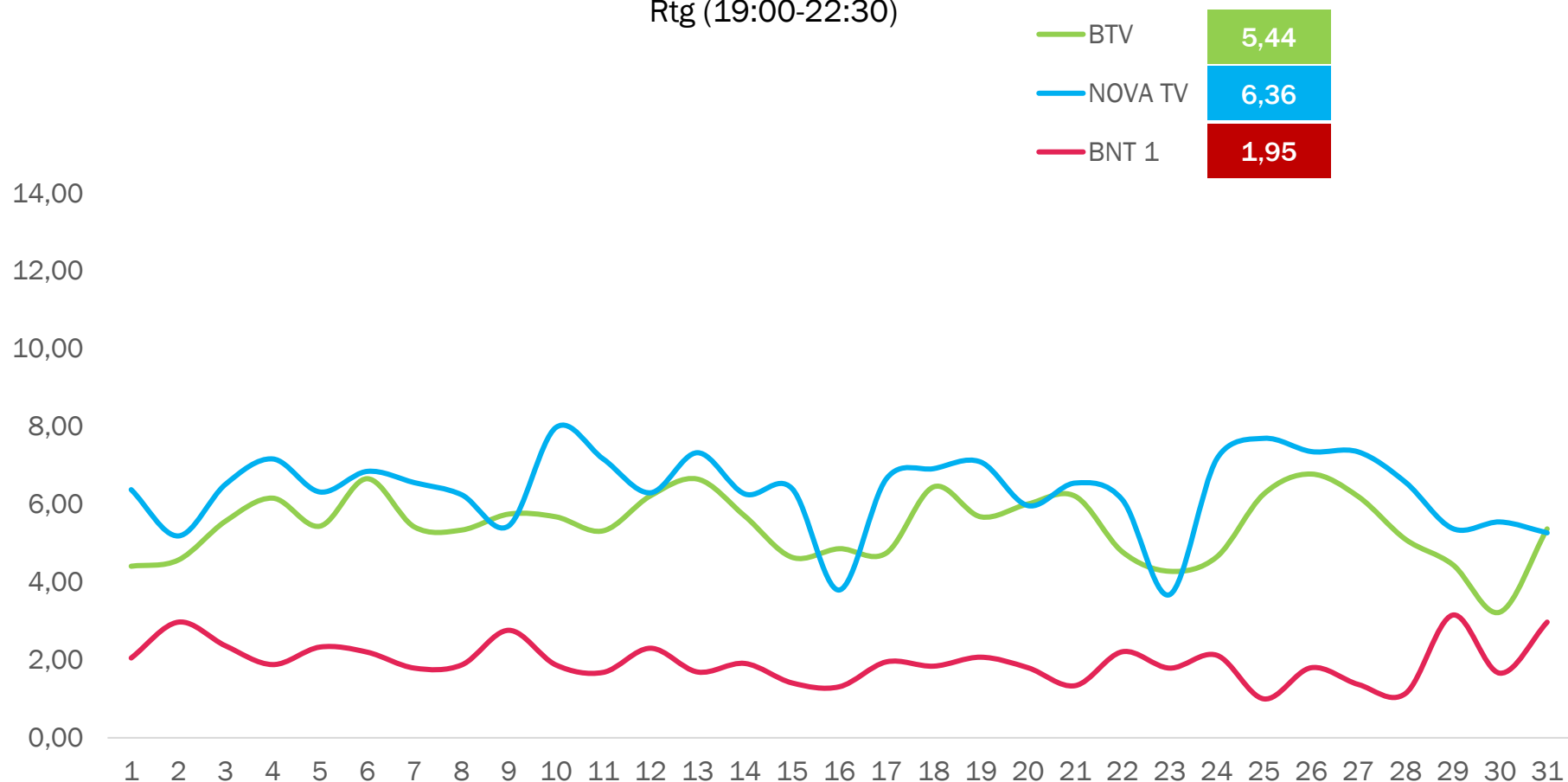
Source: GARB, A18-49

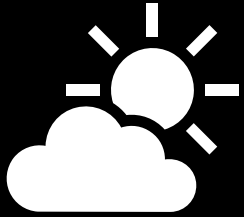
# THE MAIN CHANNELS REGISTERED LOWER PT RATING

BNT 1 attracted highest audience with News, Publicism & BG movies

Both bTV and Nova have peaks behind series & realities

Rtg (19:00-22:30)





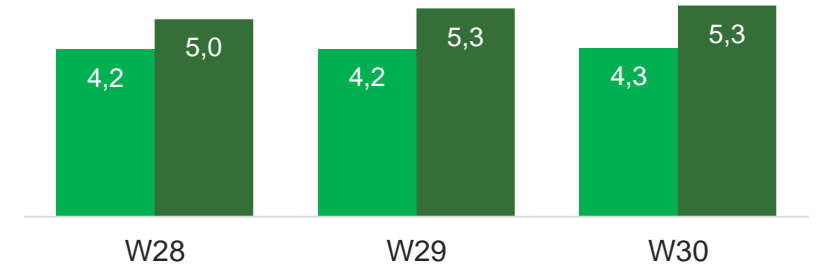
# THE WEATHER FORECASTS ON BTV & NOVA ARE HIGHLY COMPETITIVE BOTH IN PT & WHOLE DAY



■ Avg. all forecasts ■ PT emission

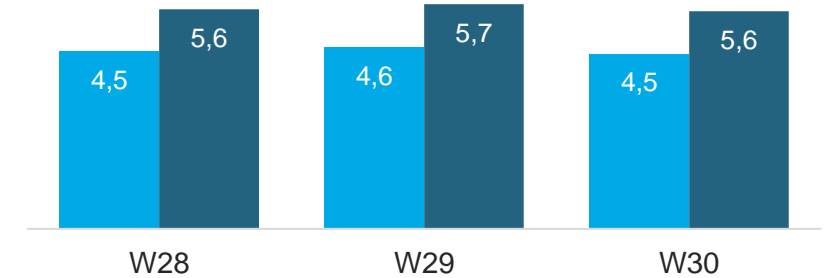
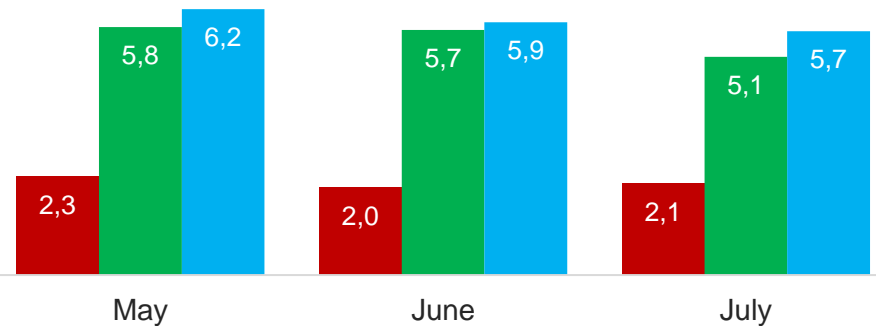


■ Avg. all forecasts ■ PT emission



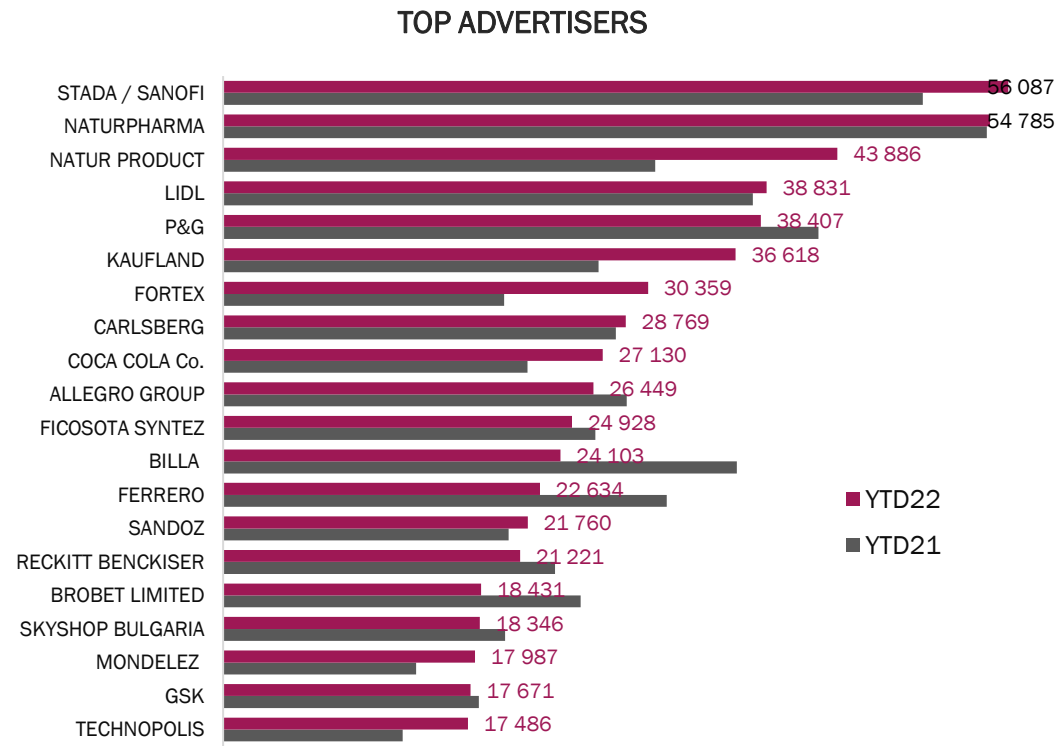
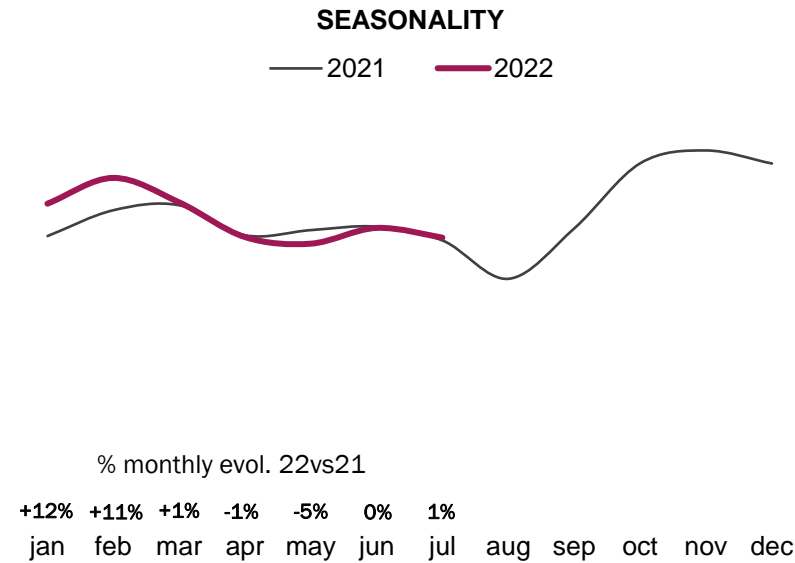
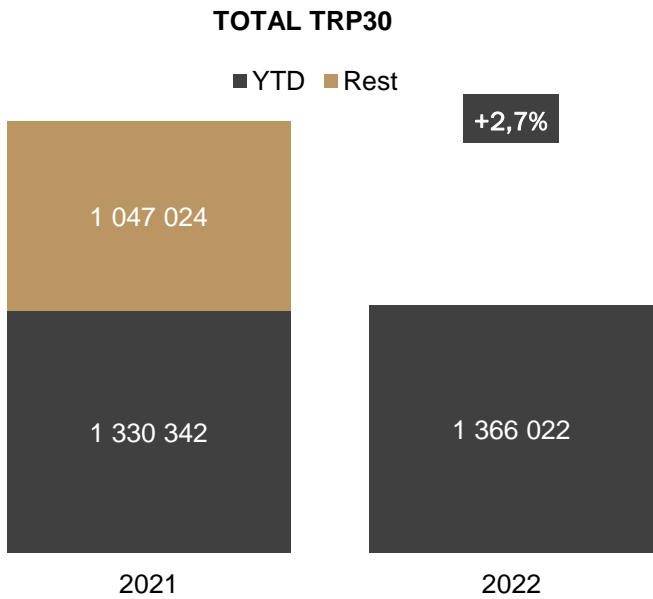
■ BNT ■ BTV ■ NOVA

■ Avg. all forecasts ■ PT emission



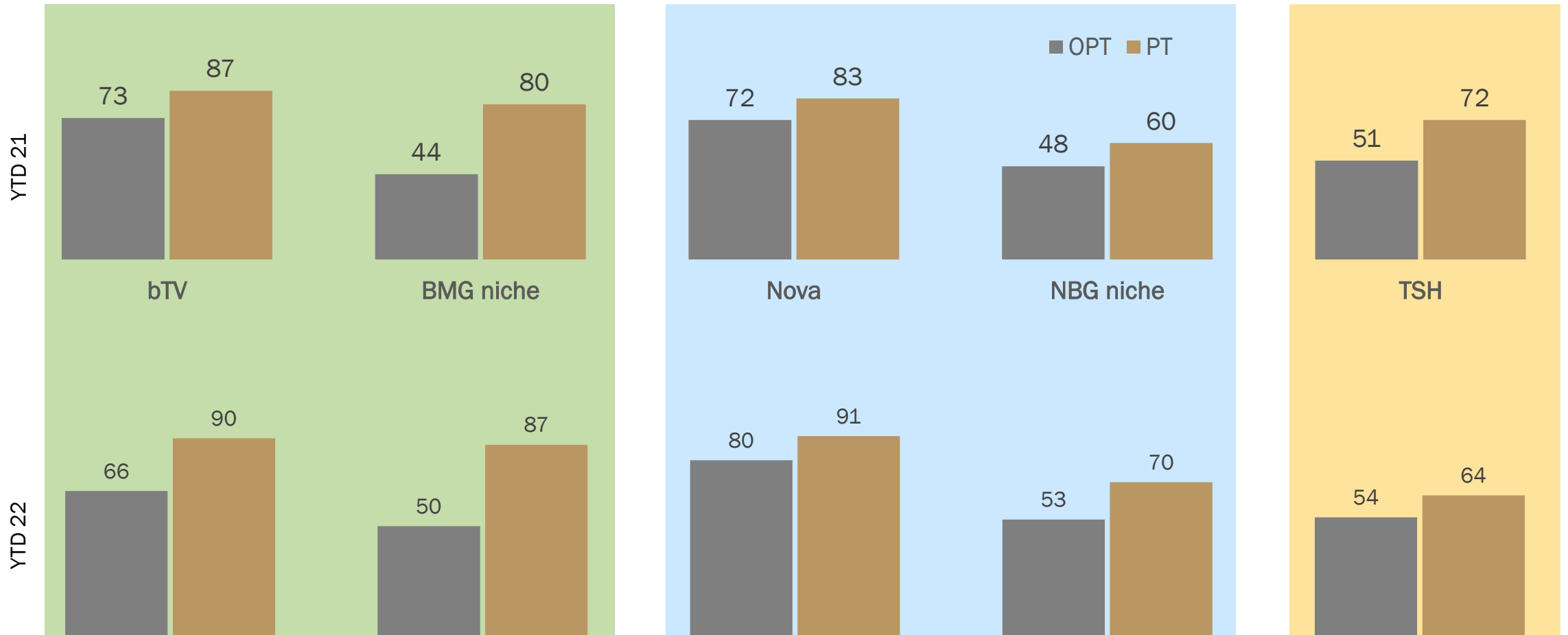
# 3% GROWTH IN DELIVERED AUDIENCE IN 22YTD

7/20 OF THE TOP ADVERTISERS ARE PHARMA COMPANIES  
TECHNOPOLIS APPEARED IN TOP 20



# BMG & NBG HAD HIGHER INVENTORY THAN YTD21

## BTV & NOVA REACHED 90% OF PT FULFILLMENT



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



**THANK YOU!**

For more details, please contact us at:  
[filipa.traikova@publicisgroupe.com](mailto:filipa.traikova@publicisgroupe.com)  
[damyant.kolarov@publicisgroupe.com](mailto:damyant.kolarov@publicisgroupe.com)  
[svetlana.tacheva@publicisgroupe.com](mailto:svetlana.tacheva@publicisgroupe.com)