



# TV REPORT

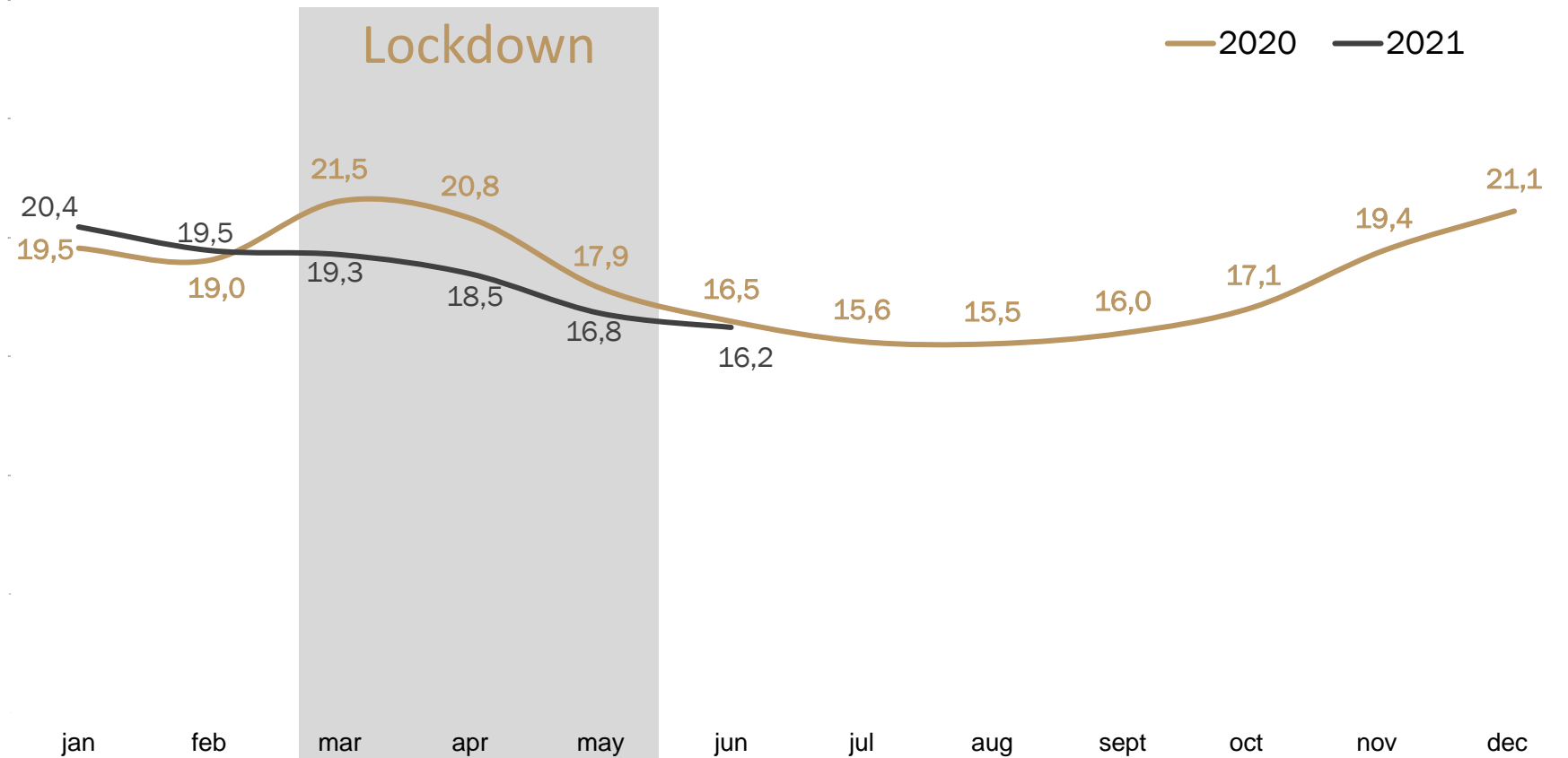
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JUNE 2021

FOCUSED ON ELECTION CAMPAIGN IN MORNING BLOCKS

# TYPICAL SUMMER TV VIEWERSHIP

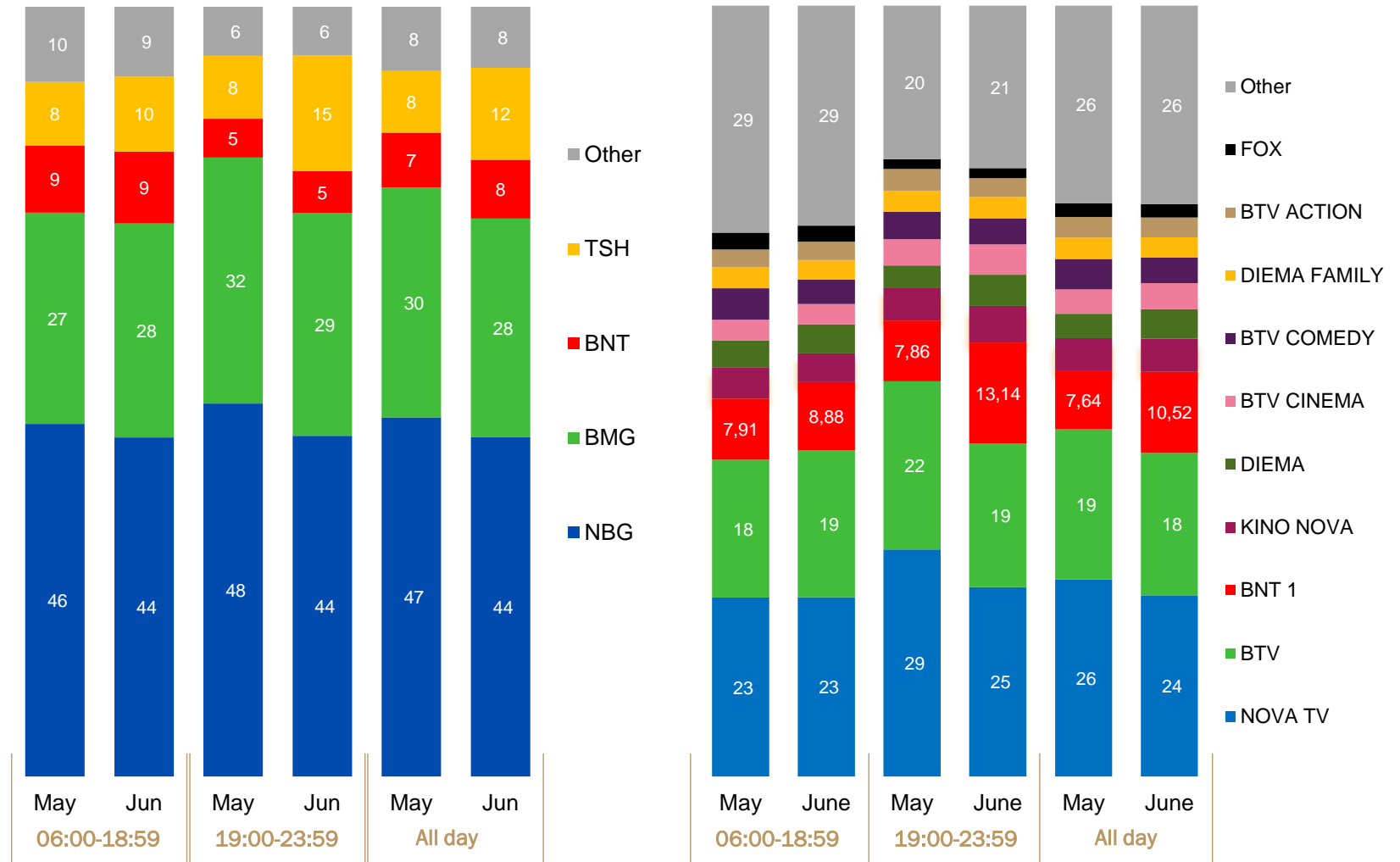
Total viewership in June is very close to one in June last year



# EURO 2020 DISRUPTED CHANNELS SHARES

NBG and BMG lost audience accordingly by 4pp and 3pp. Same goes for their main channels Nova and bTV

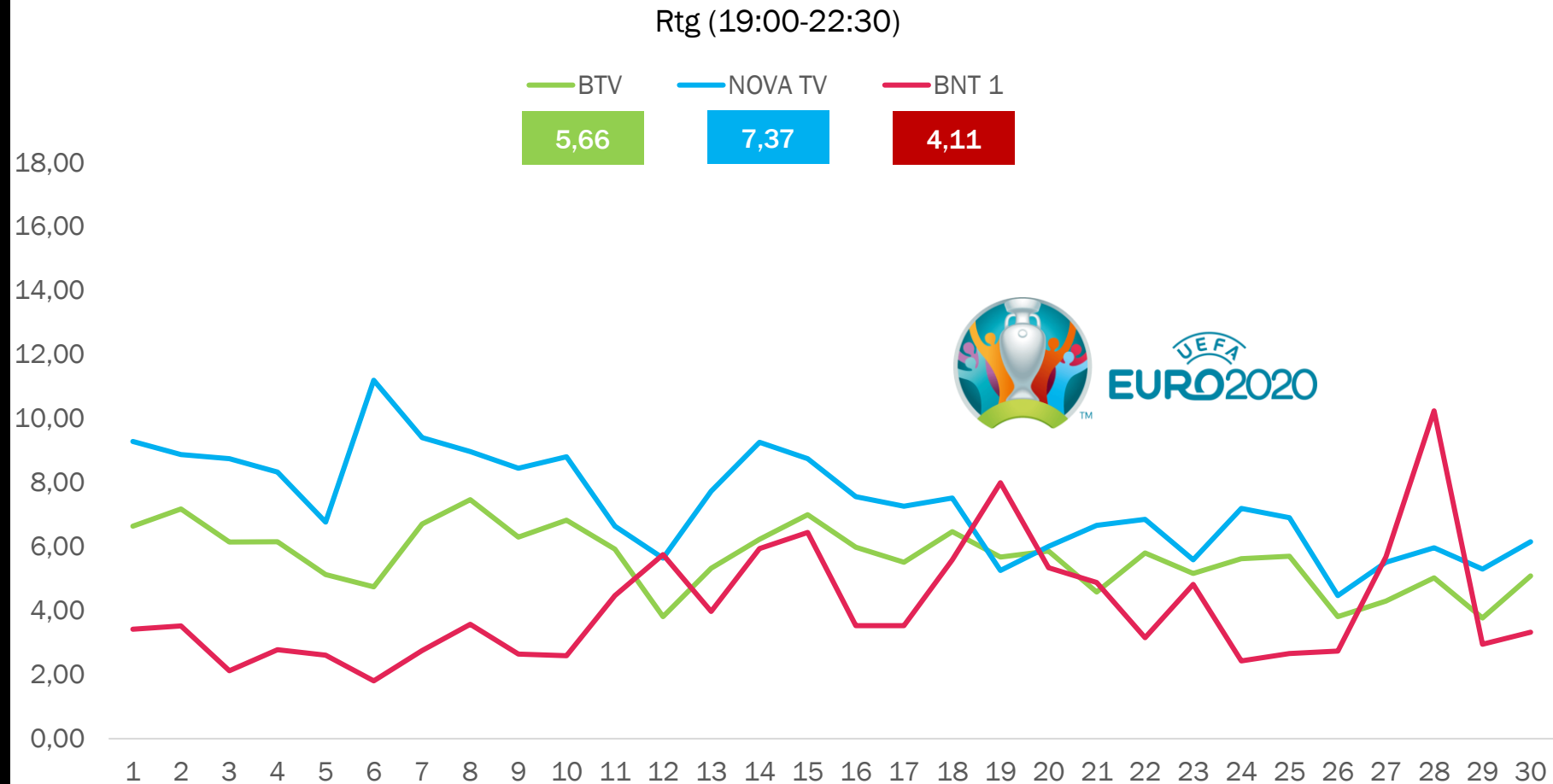
BNT 1 registered highest increase in audience share



Source: GARB, A18-49

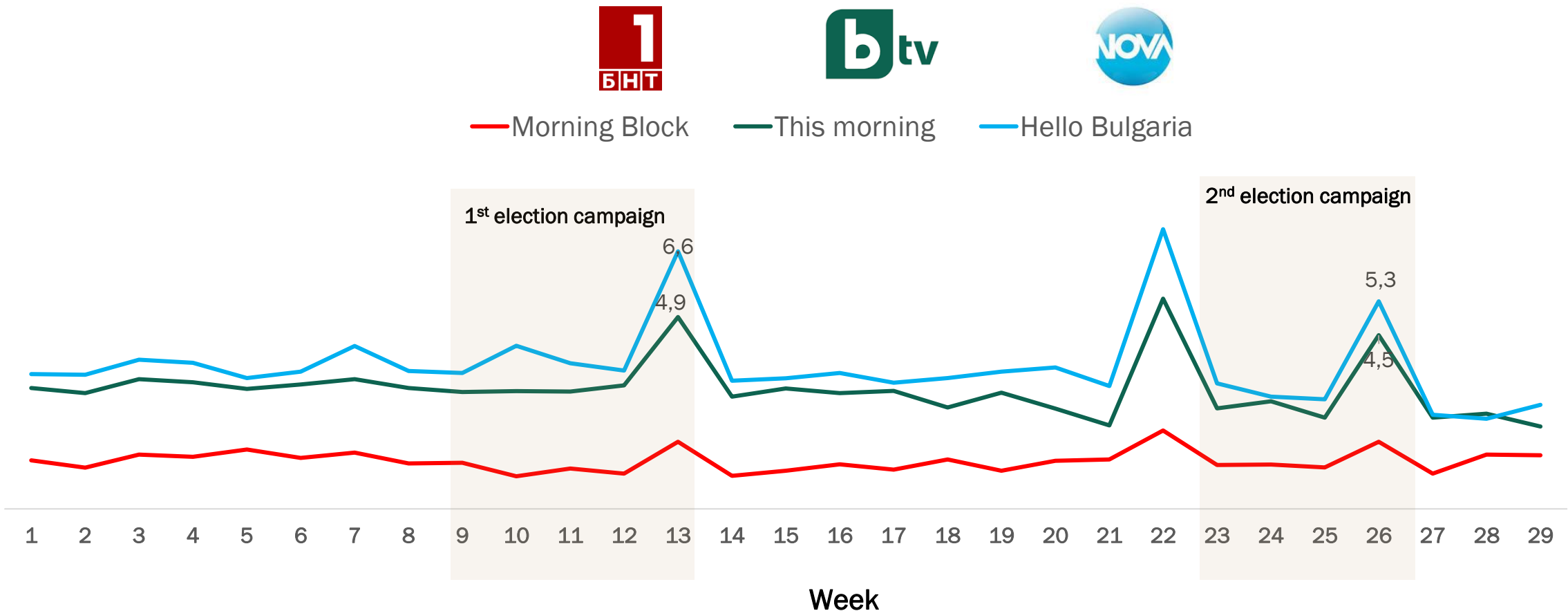
# NOVA SECURED PT DOMINANCE IN JUNE

Only several times when  
BNT1 outperformed Nova in  
PT



# NOVA'S "HELLO, BULGARIA" REGISTERED HIGHEST RATINGS DURING BOTH ELECTION CAMPAIGNS THIS YEAR.

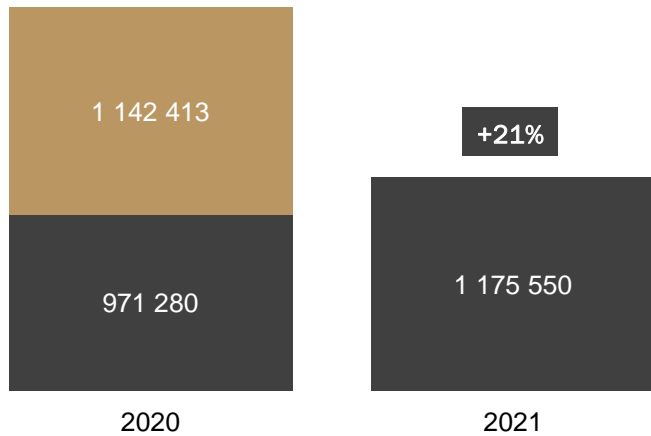
Otherwise, both campaigns had similar trends of viewership – they registered peaks of audience at the end and then going back to normal.



# 21% INCREASE IN TRPs IN FIRST HALF OF THE YEAR NATURPHARMA IS NOT ONLY A LEADER, BUT ALSO THE FASTEST GROWING PLAYER IN TOP 5

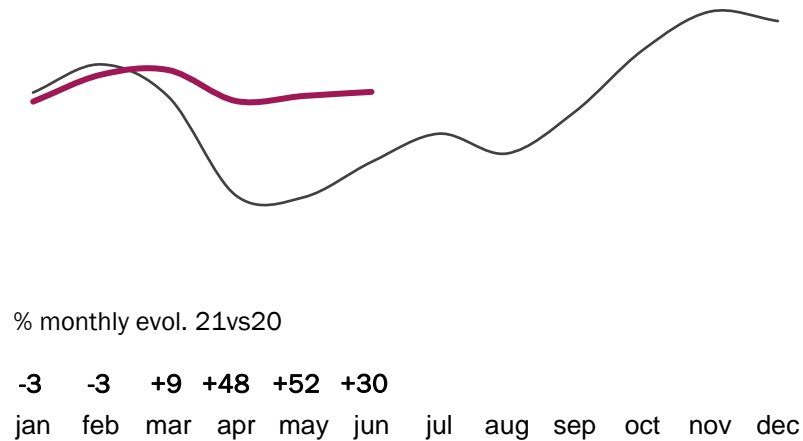
TOTAL TRP30

■ YTD ■ Rest

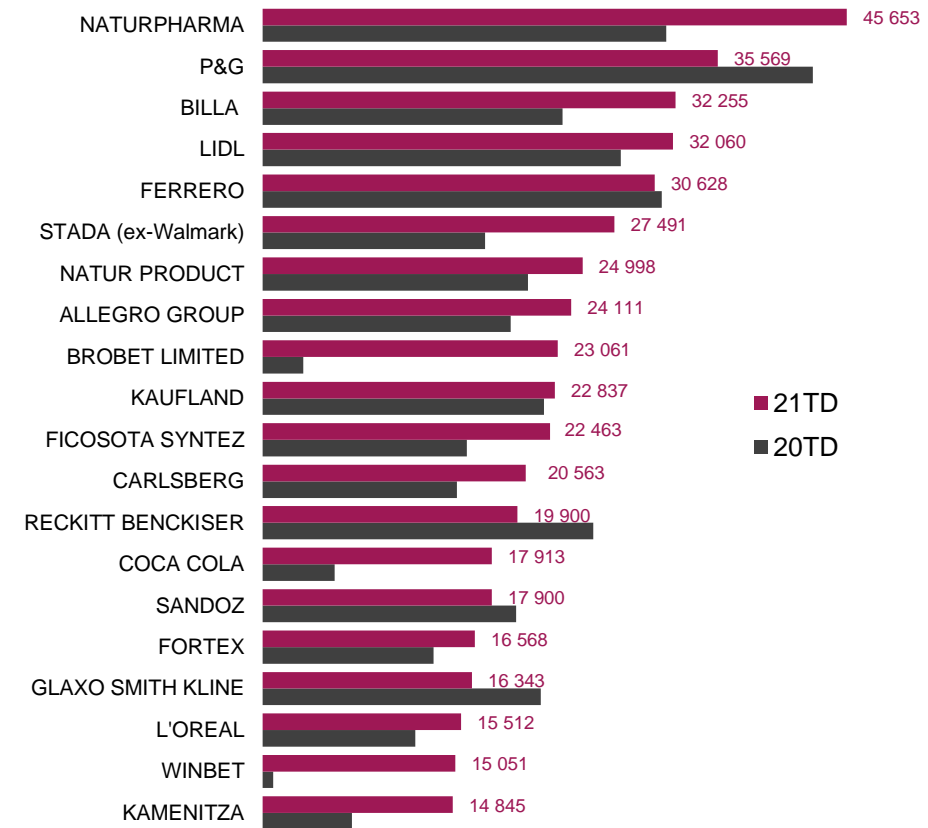


SEASONALITY

— 2020 — 21TD

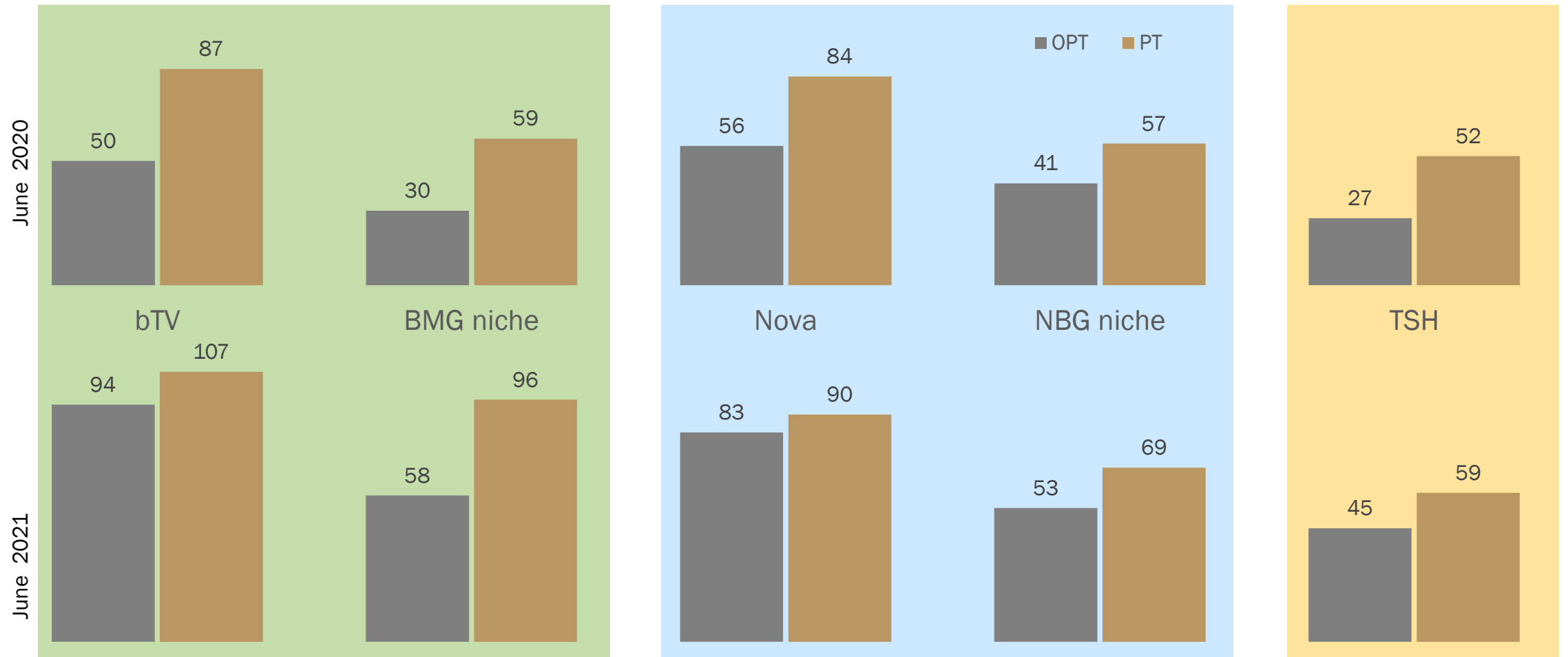


TOP ADVERTISERS



# NBG KEEPS SOME FREE INVENTORY BOTH IN NOVA AND THE NICHE CHANNELS

BMG on the other hand is still struggling especially in the PT hours



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



**THANK YOU!**

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