

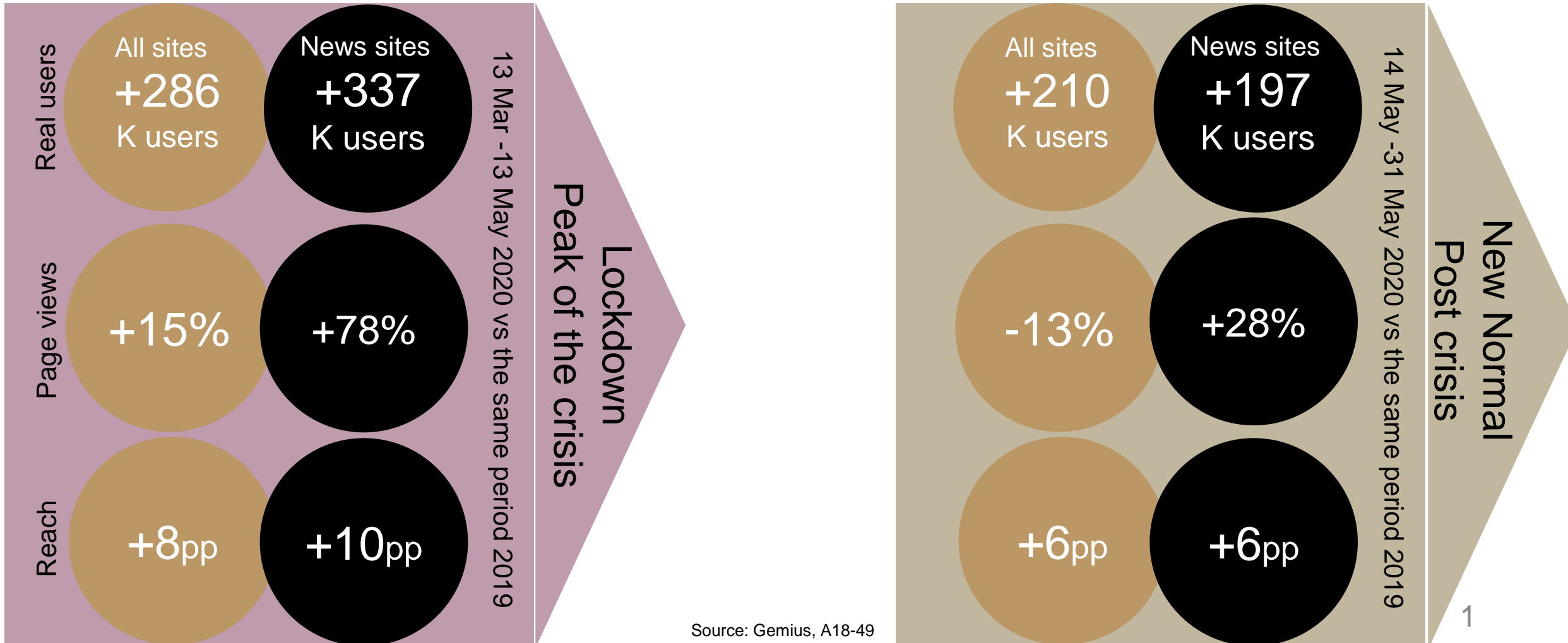


TV WEEKLY REPORT

FOCUSED ON PT PROGRAMS IN BTV AND NOVA

Source: GARB
Data: People meter, national base
Period: 01-07.06
TG: A 18-49
Currency: BGN gross

THE POST CRISIS PERIOD STILL GENERATES NEARLY 200K NEW USERS MOST OF WHICH COME FROM THE NEWS WEBSITES



Source: Gemius, A18-49

TV VIEWERSHIP AFTER THE STATE OF EMERGENCY REMAINS HIGHER THAN THE SAME PERIOD LAST YEAR. THE GROWTH HOWEVER IS SMALLER THAN IN THE CRISIS PERIOD

13 Mar -13 May 2020 vs the same period 2019

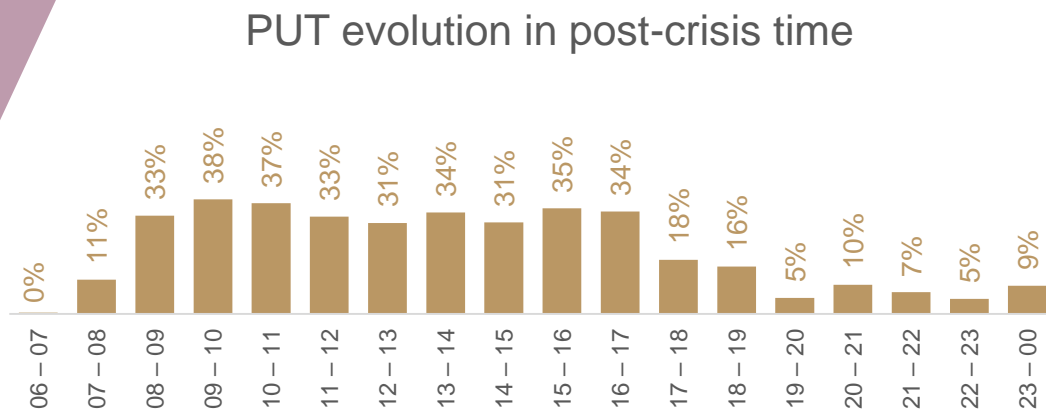
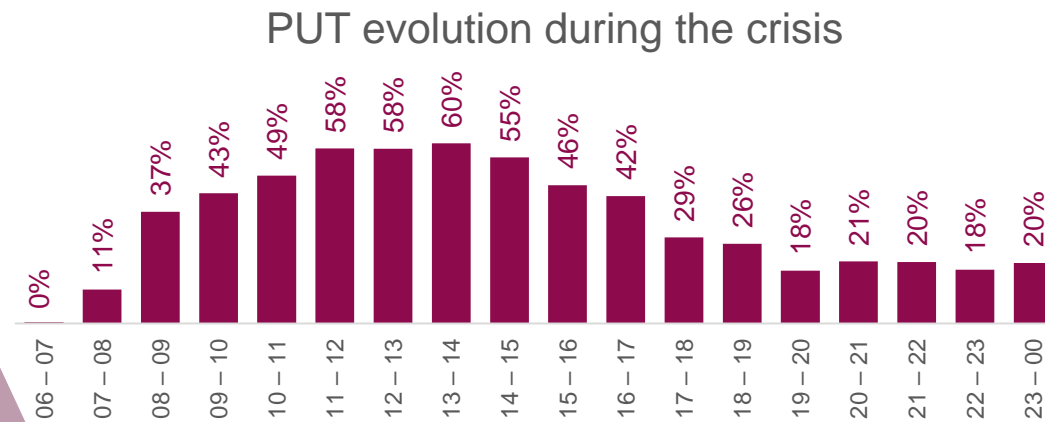
Lockdown

Peak of the crisis

PUT **+31%**

Time spent **+0:55 hour**

Reach **+6pp**



Source: GARB, A18-49

14 May - 07 June 2020 vs the same period 2019

New Normal

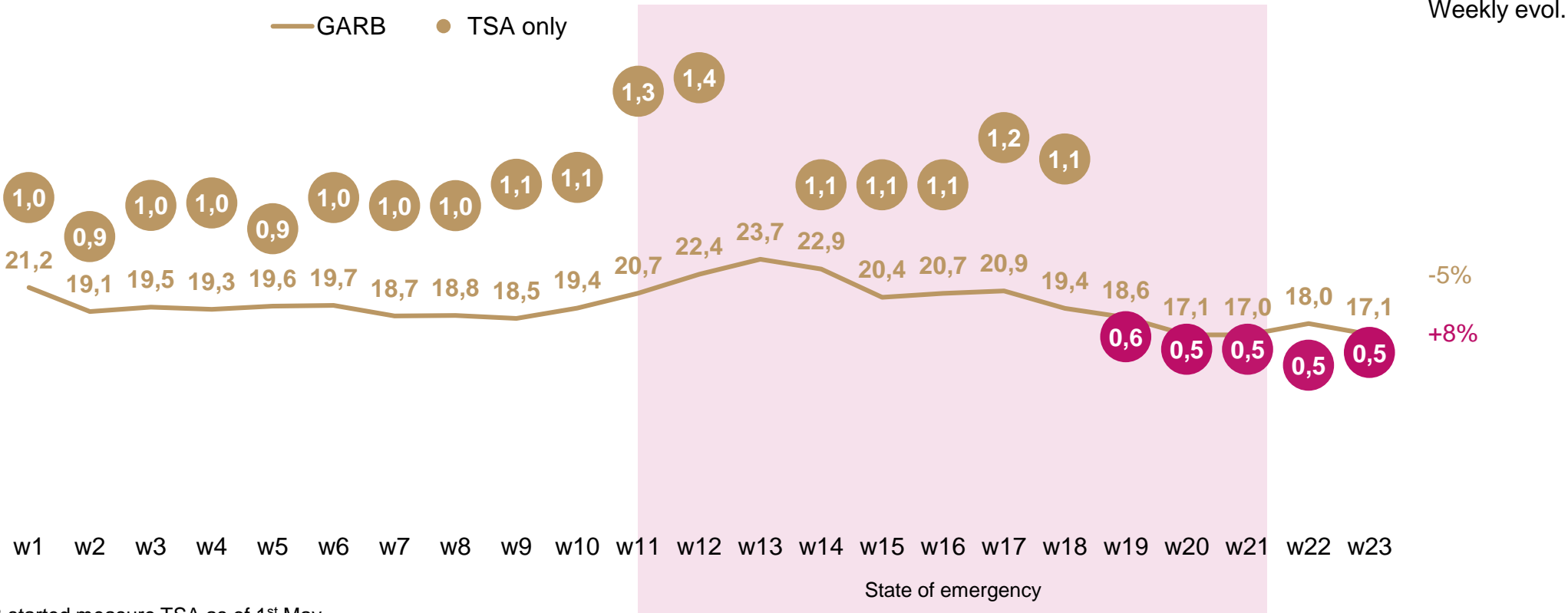
Post crisis

+18%

+0:29 hour

+3pp

SLIGHT DECLINE IN VIEWRSHIP AS THE HIGH SEASON HAS ENDED. TIMESHIFTED REMAINED RATHER STABLE



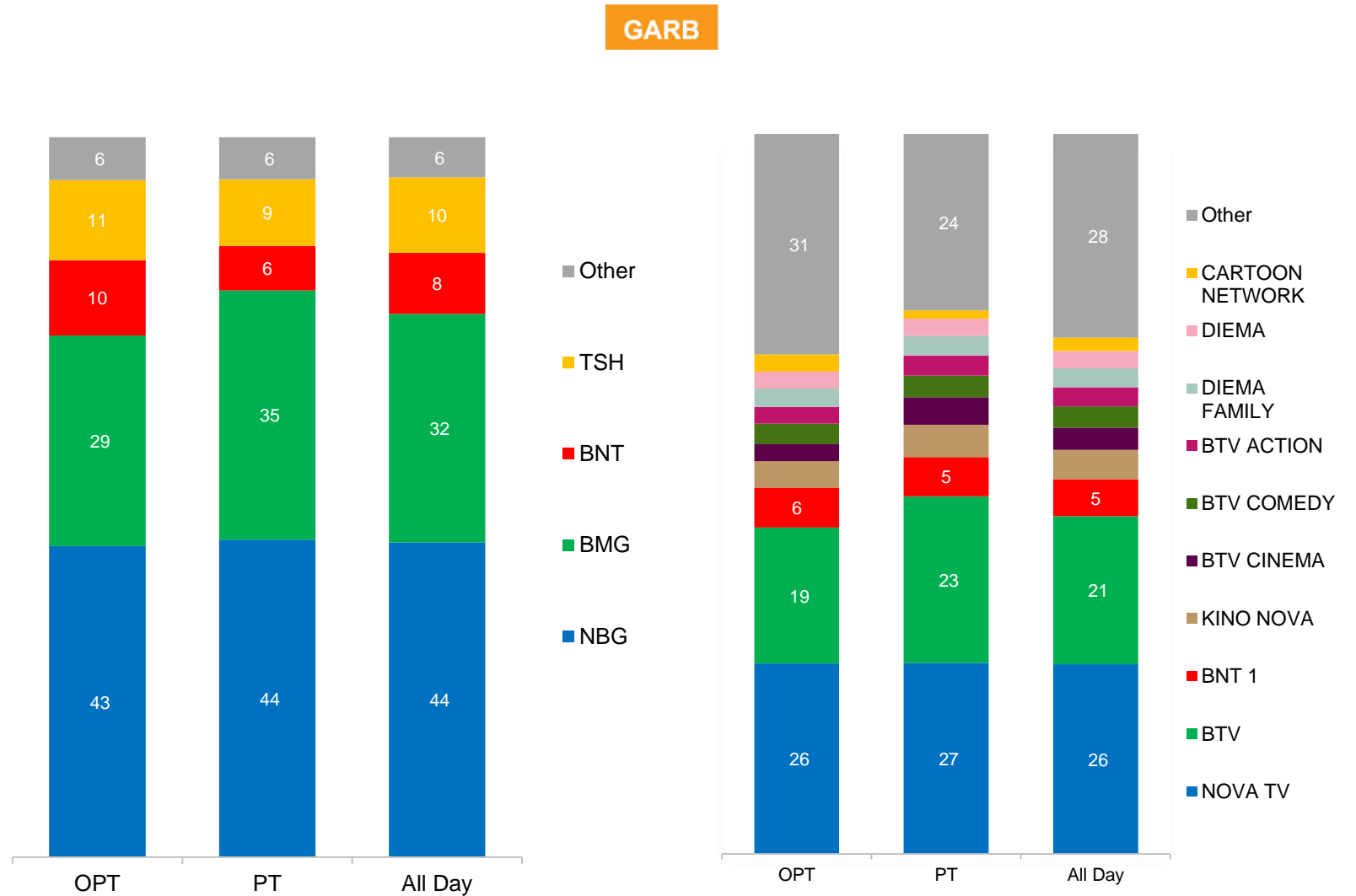
*GARB started measure TSA as of 1st May

NBG SUSTAINED LEADERSHIP

NBG increased PT share in all observed periods while BMG remained stable.

GARB reported stable PT figures for both bTV and Nova and slight increase in All day shares.

bTV Cinema and Kino Nova remained in top 5. 7/8 dropped out of top 10 on the account of Cartoon Network.



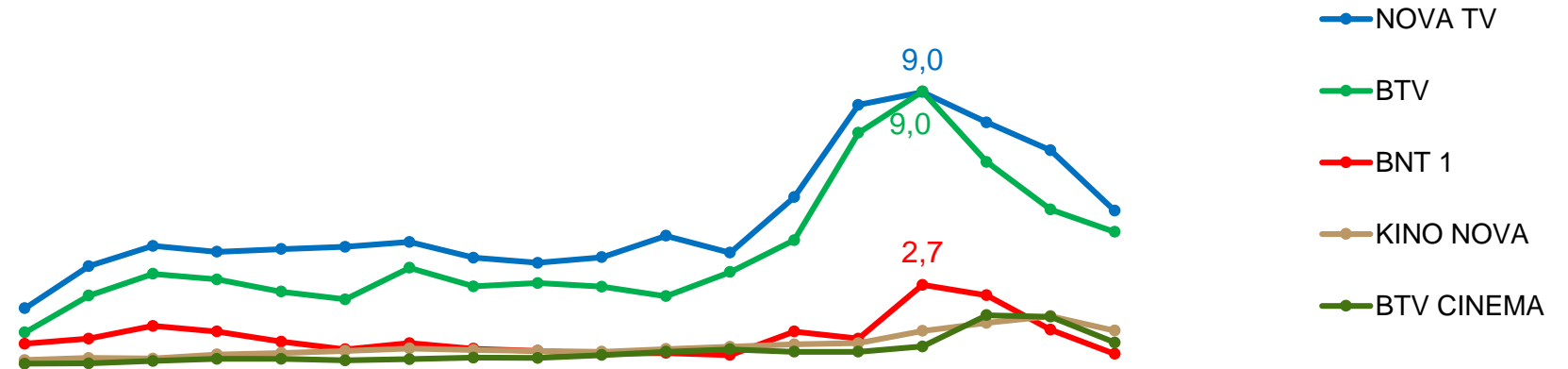
PARITY BETWEEN NOVA AND BTV IN 20-21 TIME SLOT

Apart from this period, Nova kept higher viewership than bTV.

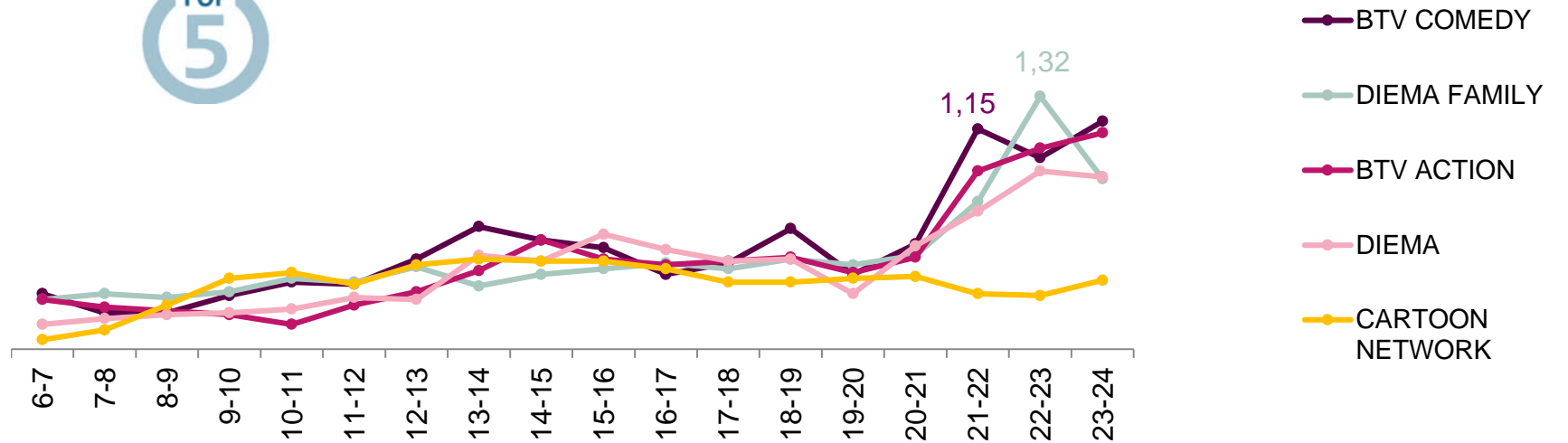
bTV Cinema replaced bTV Comedy in top 5. Rest of the channels kept their positions.

TOP 5

GARB



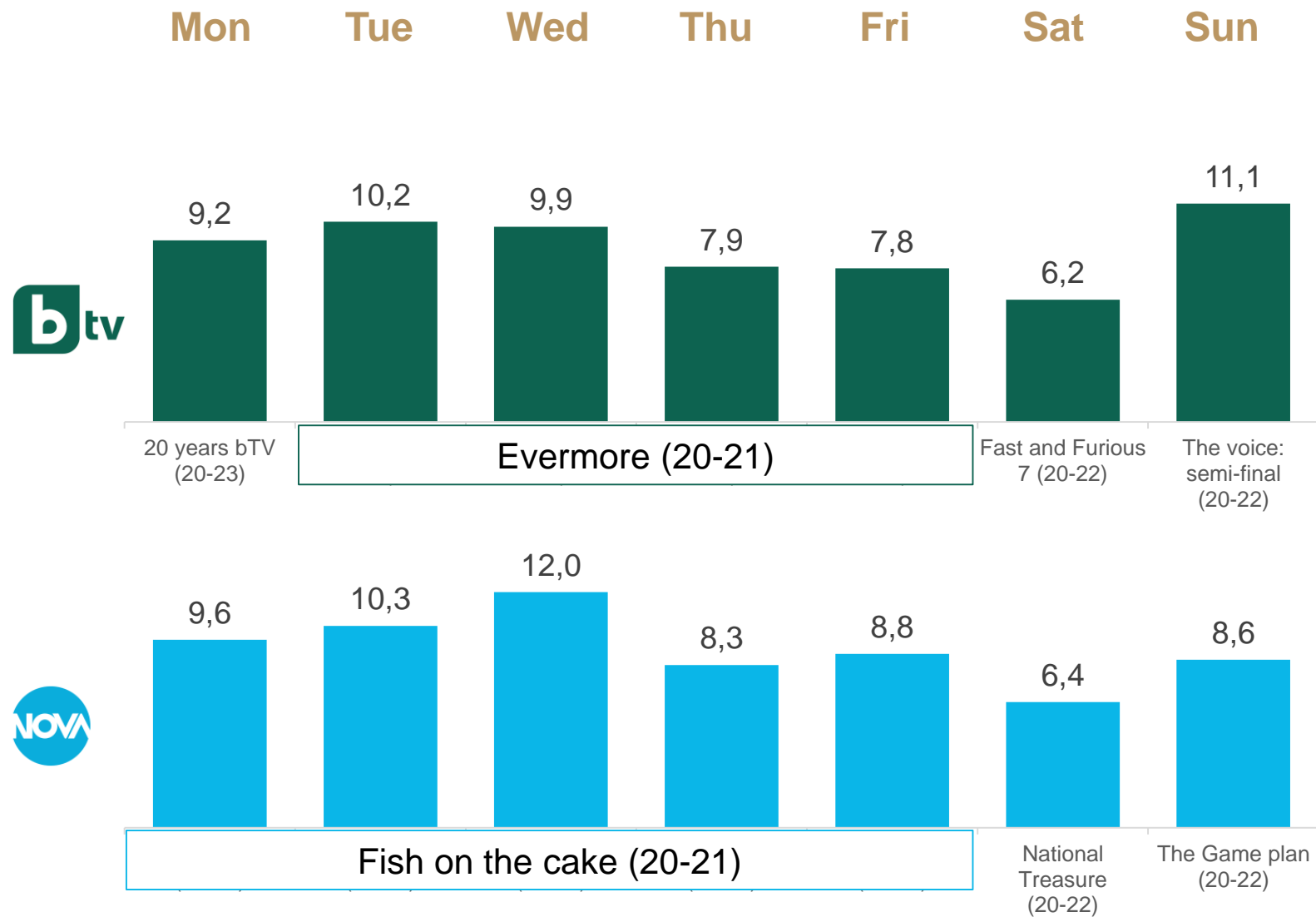
NEXT TOP 5



FISH ON THE CAKE OUTPERFORMED EVERMORE WITH EVERY EIPOSDE LAST WEEK

The special program “20 years with you” reached 9.9 in the 20-21 time slot, but lost audience in the following two hours.

The Voice remained the top bTV program on air but declined audience compared to the previous week.



TOP 20 PROGRAMS RANKING IN THE LAST WEEK DOMINATED BY NOVA

	Channel	Title	Type	Time start	Rating %	Shr %
1	bTV	The Voice of Bulgaria	Reality	20:00	11,1	33,0
2	Nova	Fish on the cake	Culinary program	20:00	9,8	30,0
3	bTV	20 years with you	Entertainment	20:00	9,2	26,7
4	bTV	Evermore	Series	20:00	9,0	28,1
5	Nova	The Gameplan	Movies	20:00	8,6	25,4
6	Nova	News block	News	19:00	8,5	33,1
7	Nova	Magnum P.I.	Series	21:00	8,1	24,4
8	Nova	News block	News	22:00	7,9	24,4
9	bTV	News block	News	19:00	7,6	29,8
10	Nova	Tracers	Movies	22:00	6,8	24,5
11	bTV	Blended	Movies	22:00	6,6	25,4
12	Nova	National treasure	Movies	20:00	6,4	24,4
13	Nova	FBI	Series	22:30	6,3	22,4
14	bTV	Fast and Furious 7	Movies	20:00	6,2	23,8
15	Nova	Family Feud	TV games	18:00	5,8	27,6
16	bTV	Fi	Series	21:00	5,0	15,5
17	Nova	Nichia zemia	Publicism	18:00	5,0	26,0
18	Nova	Criminal Minds	Series	23:30	5,0	24,5
19	Nova	Sunday at NOVA	Publicism	16:00	5,0	23,4
20	bTV	News block	News	23:00	4,7	18,4



THANK YOU!

For more details, please contact us at:

svetlana.tacheva@publicis.bg
damyant.kolarov@publicis.bg