



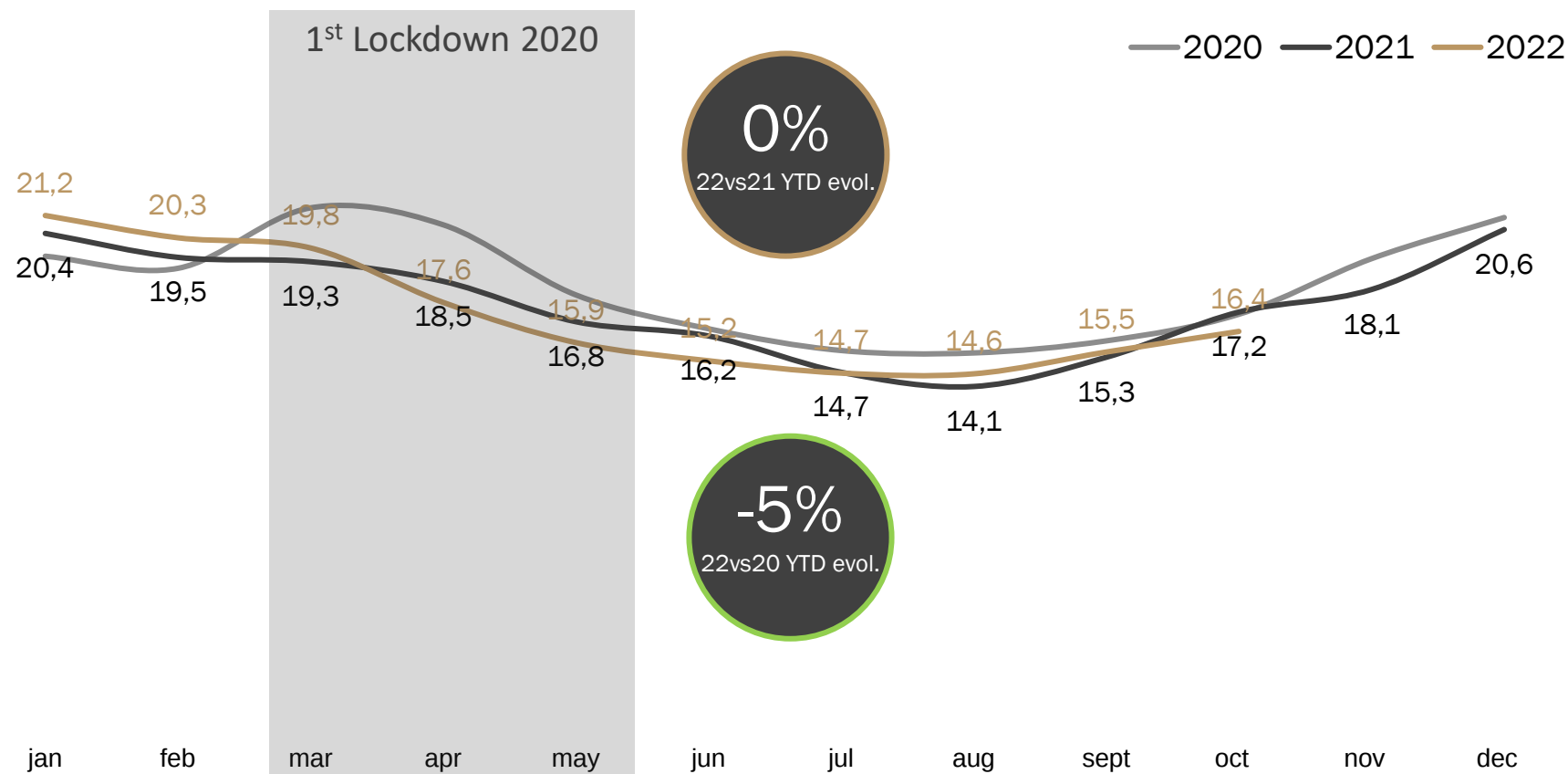
TV REPORT

OCTOBER 2022

FOCUSED ON NEWS & PUBLICISM



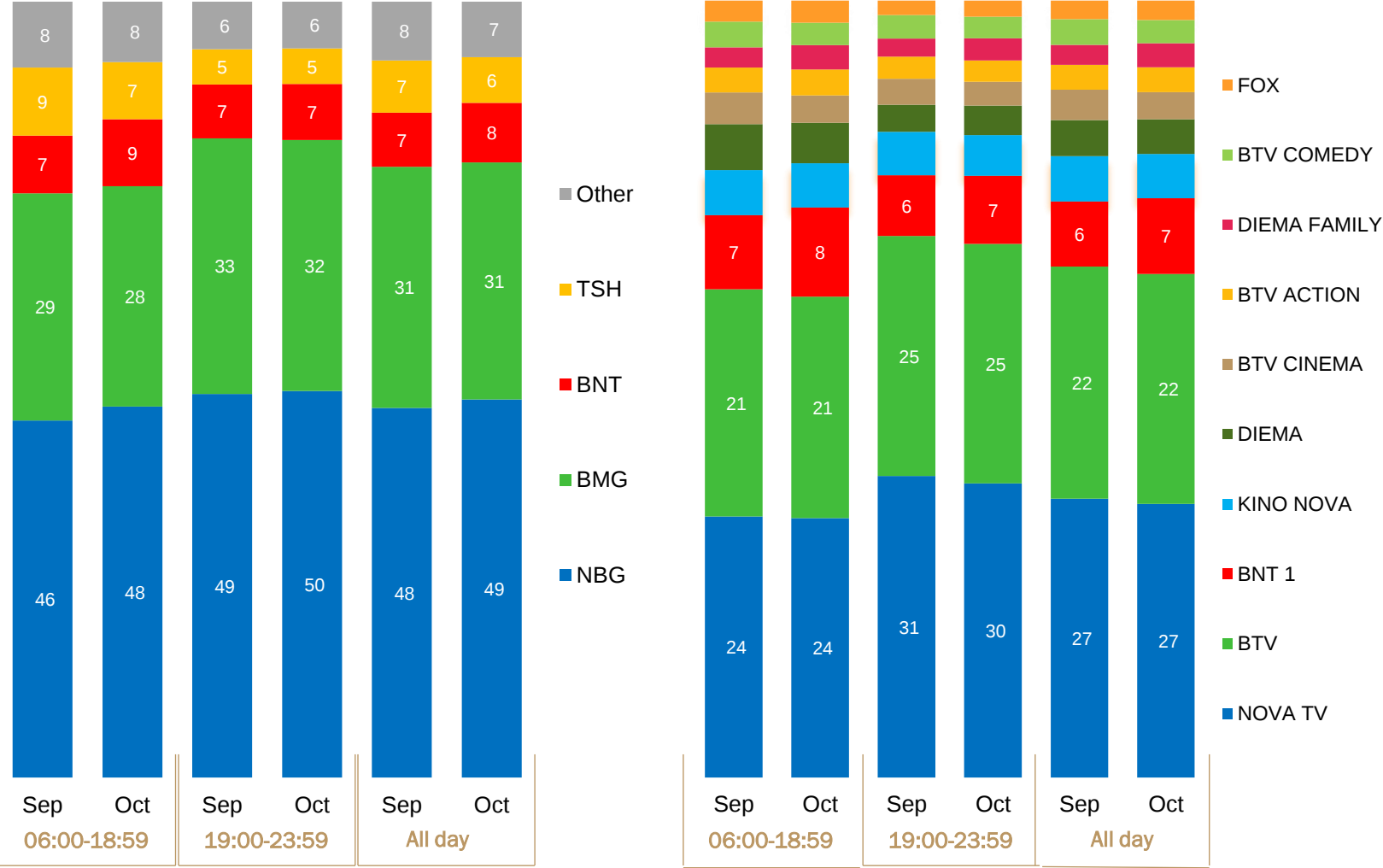
LIVE TV AUDIENCE CONTINUED GROWING IN OCTOBER



Source: GARB, 18-49; Live TV

NBG OWNS 50% OF THE PT SHARE DRIVEN BY THE NICHE CHANNELS

Rather stable results on a channel basis

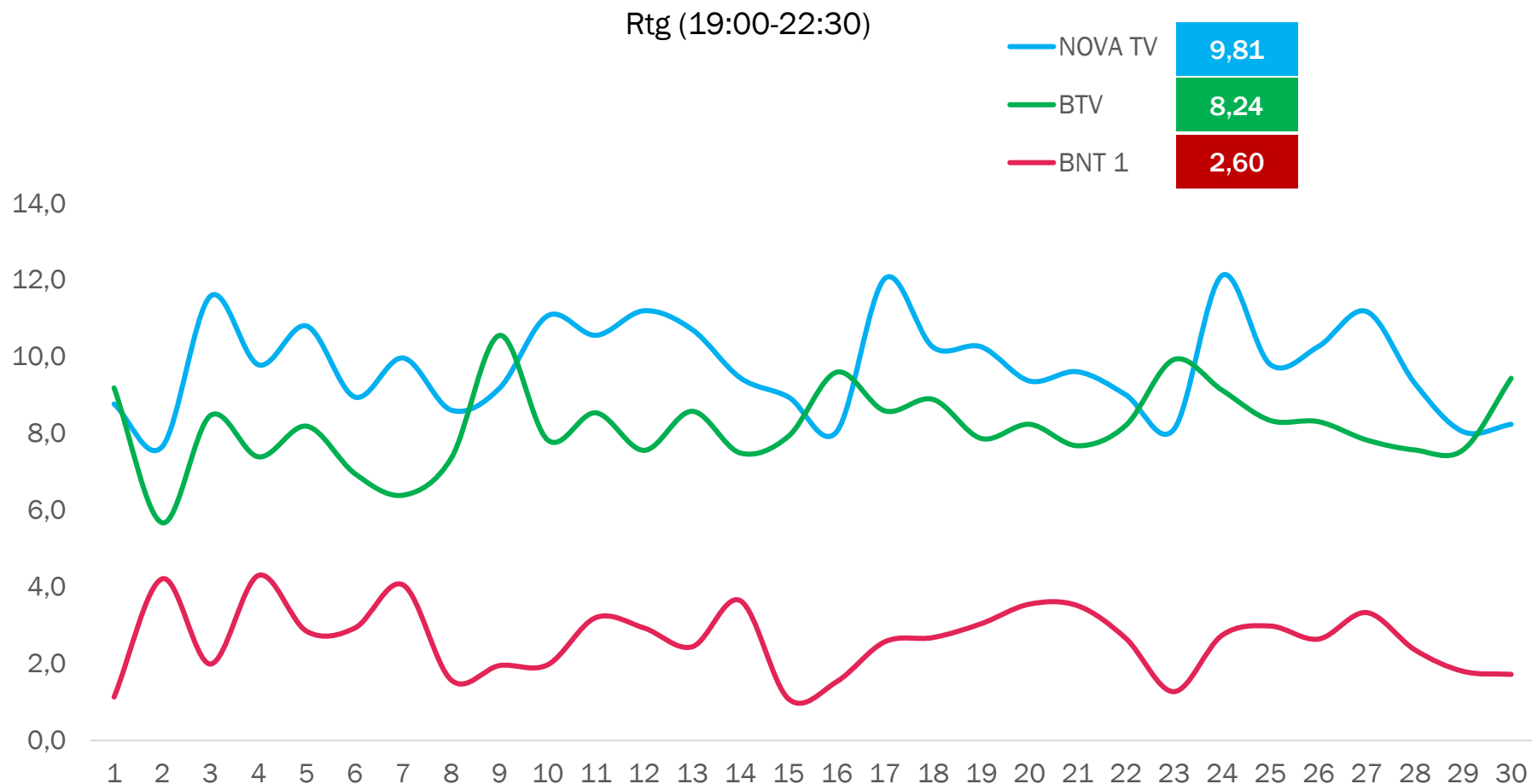


PT RATING OF THE MAIN CHANNELS GREW

Nova won the Mondays thanks to territory battles of “Desafio”

bTV attracted biggest audience with “The Voice of BG” on Sundays

BNT 1 had peaks behind “Referendum” & “Panorama”

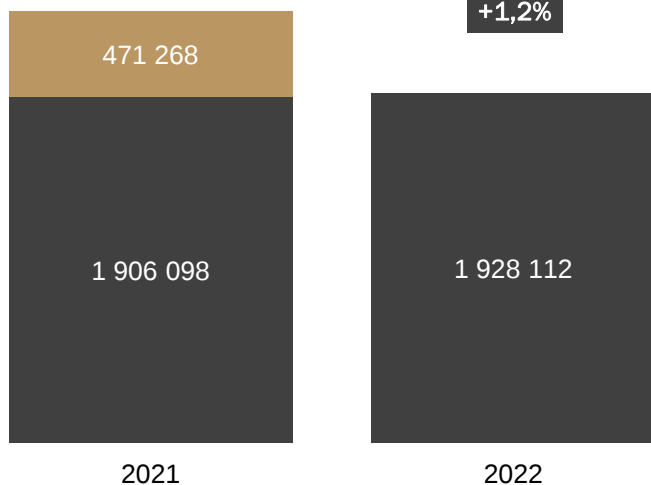


DELIVERED AUDIENCE INCREASED A BIT ON YTD BASIS

Stada sustained leadership, GSK entered TOP 20

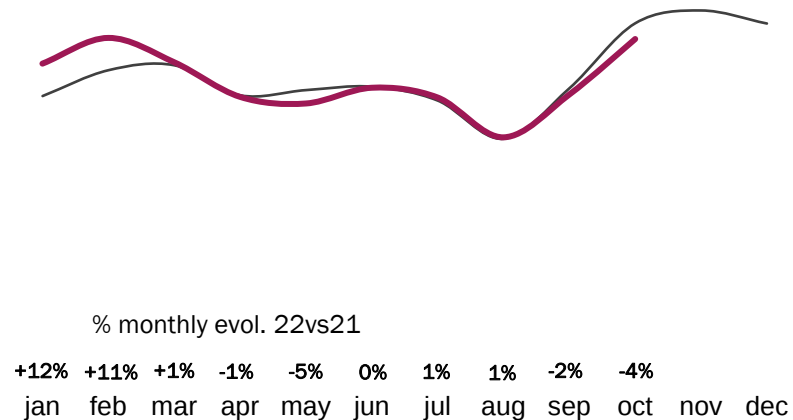
TOTAL TRP30

■ YTD ■ Rest

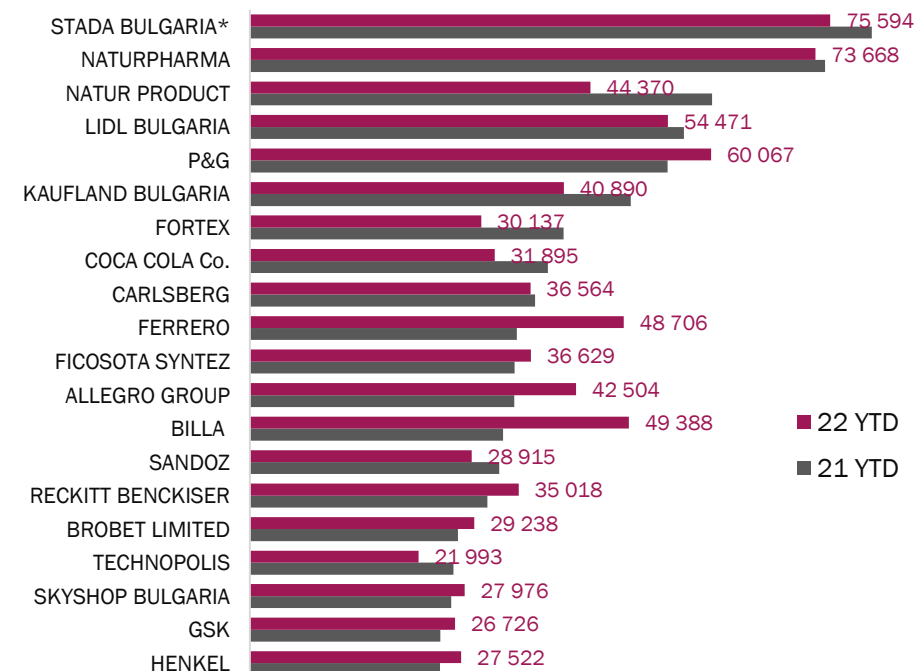


SEASONALITY

— 2021 — 2022



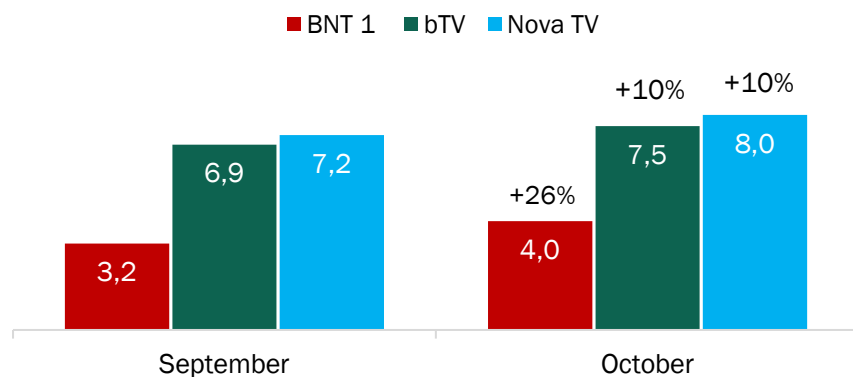
TOP ADVERTISERS



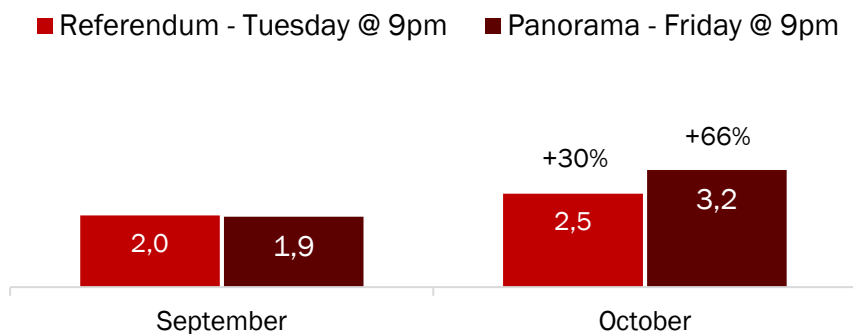
PT NEWS & PUBLICISM PROGRAMS INCREASED RATINGS DUE TO POLITICAL DISCUSSIONS AROUND THE ELECTIONS

BNT 1 registered the biggest growth in both genres

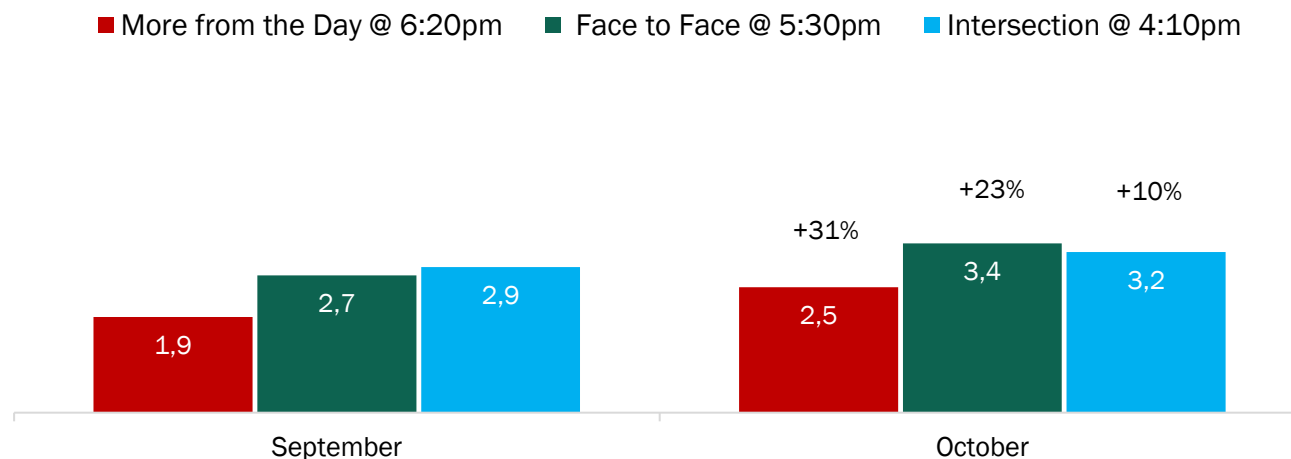
CENTRAL NEWS (avg rtg %)



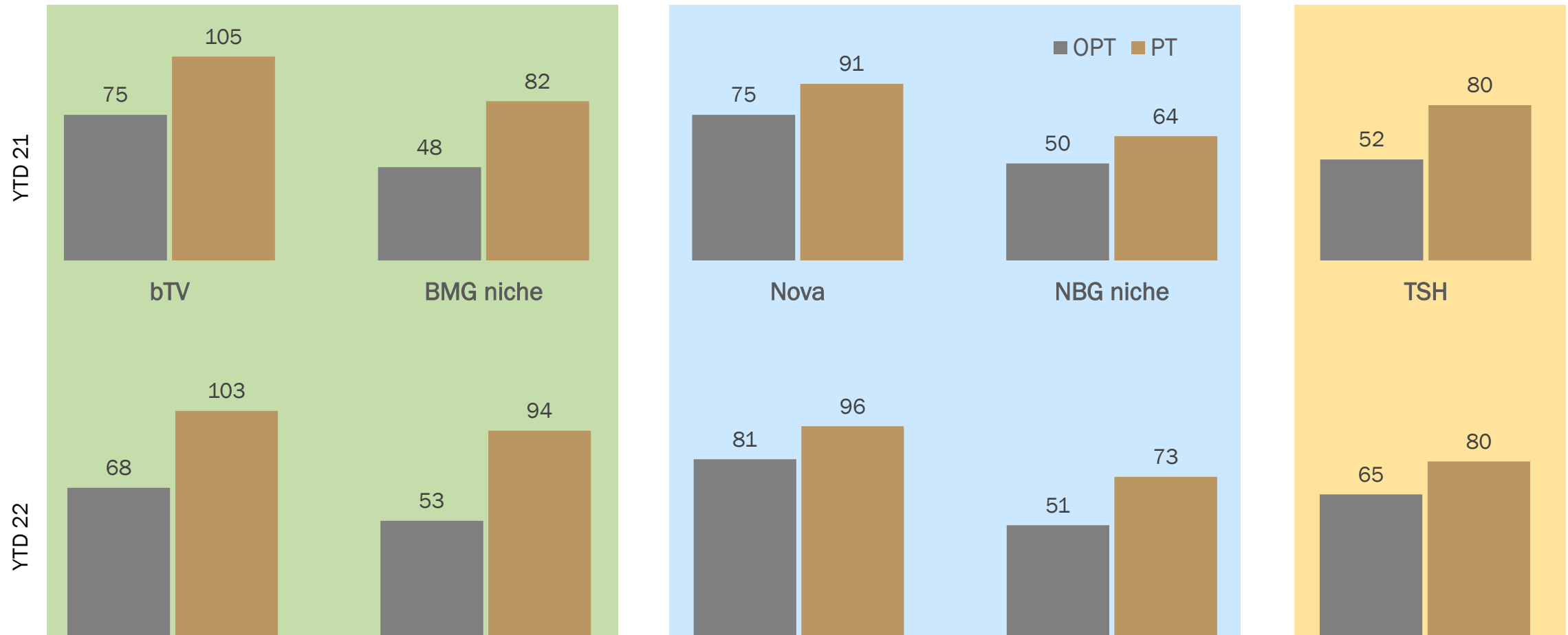
PUBLICISM ON BNT 1 (avg rtg %)



PUBLICISM ON WEEKDAYS (average Rtg.%)



INVENTORY SELL OUT FOR THE MAIN CHANNELS REACH HIGHER LEVELS IN 22YTD



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



THANK YOU!

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