



TV REPORT

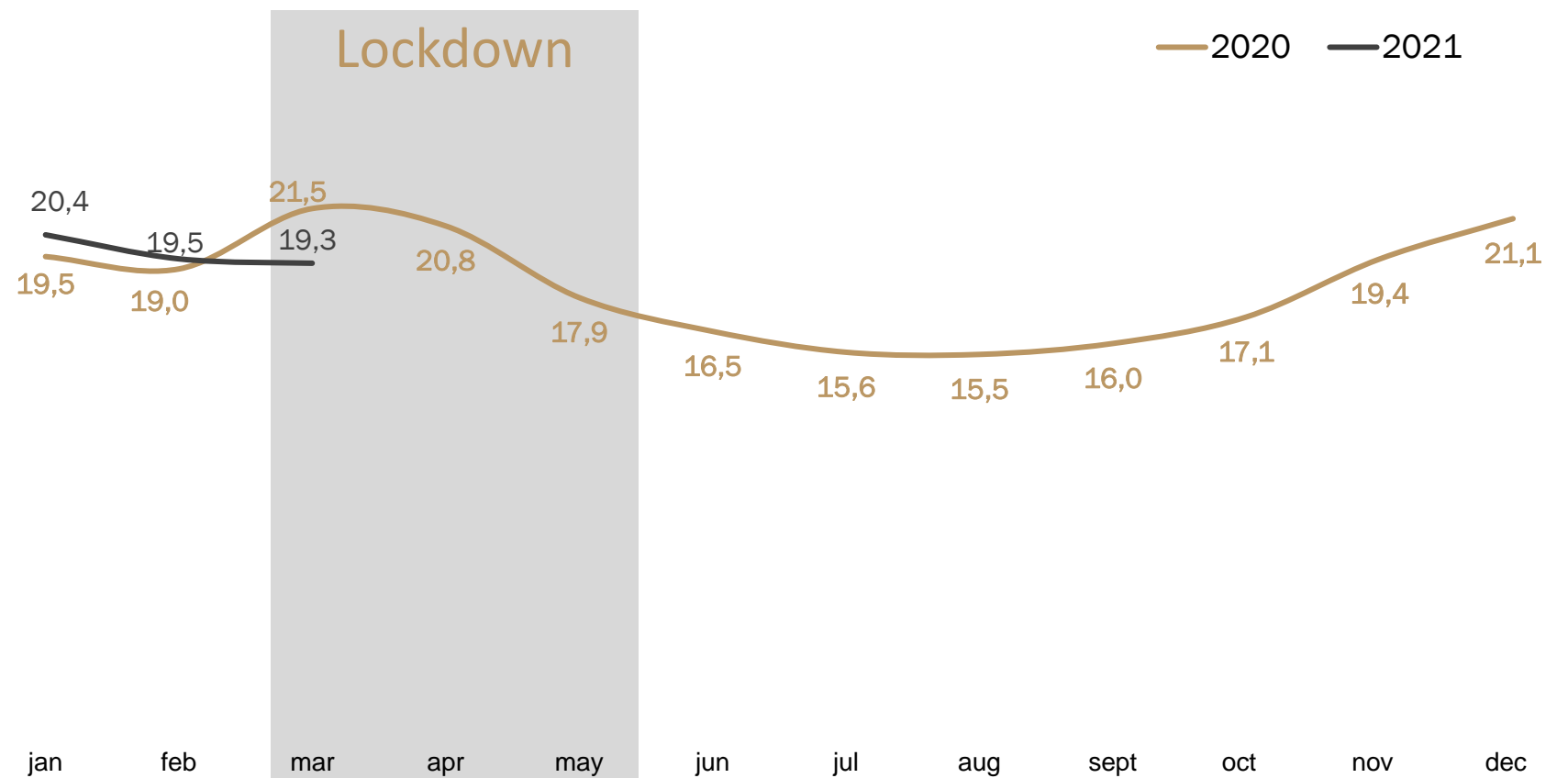
MARCH 2021

FOCUSED ON PT NEWS



IN MAR'21 TV VIEWERSHIP SEEMS GETTING DOWN VS MAR'20

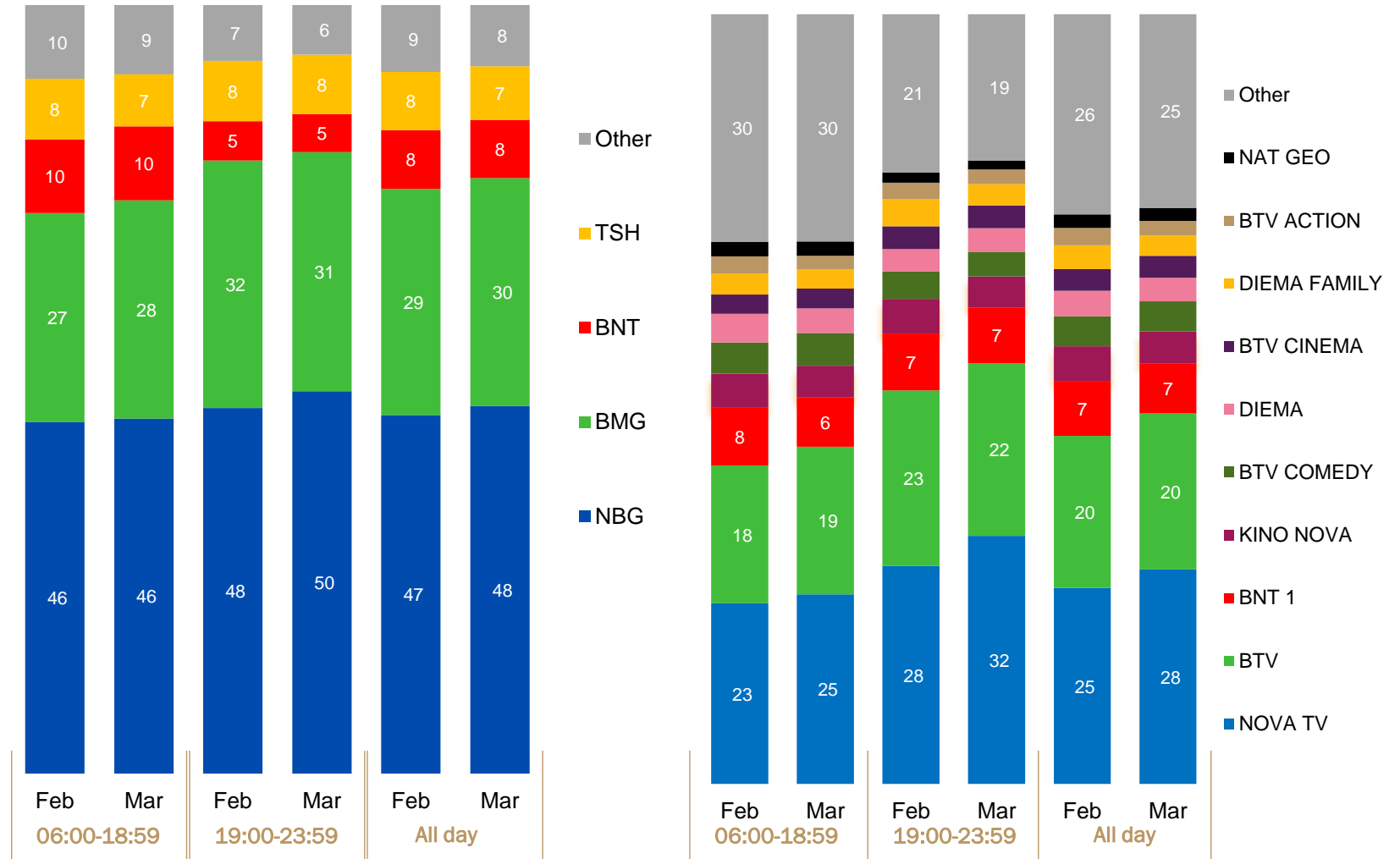
Last's year peak in March viewership was entirely driven by the pandemic and the 1st lockdown.



NBG INCREASED PT SHARE, BMG SLIGHTLY DECLINED

On channel basis Nova increased PT share by 4pp, while bTV declined by 1pp.

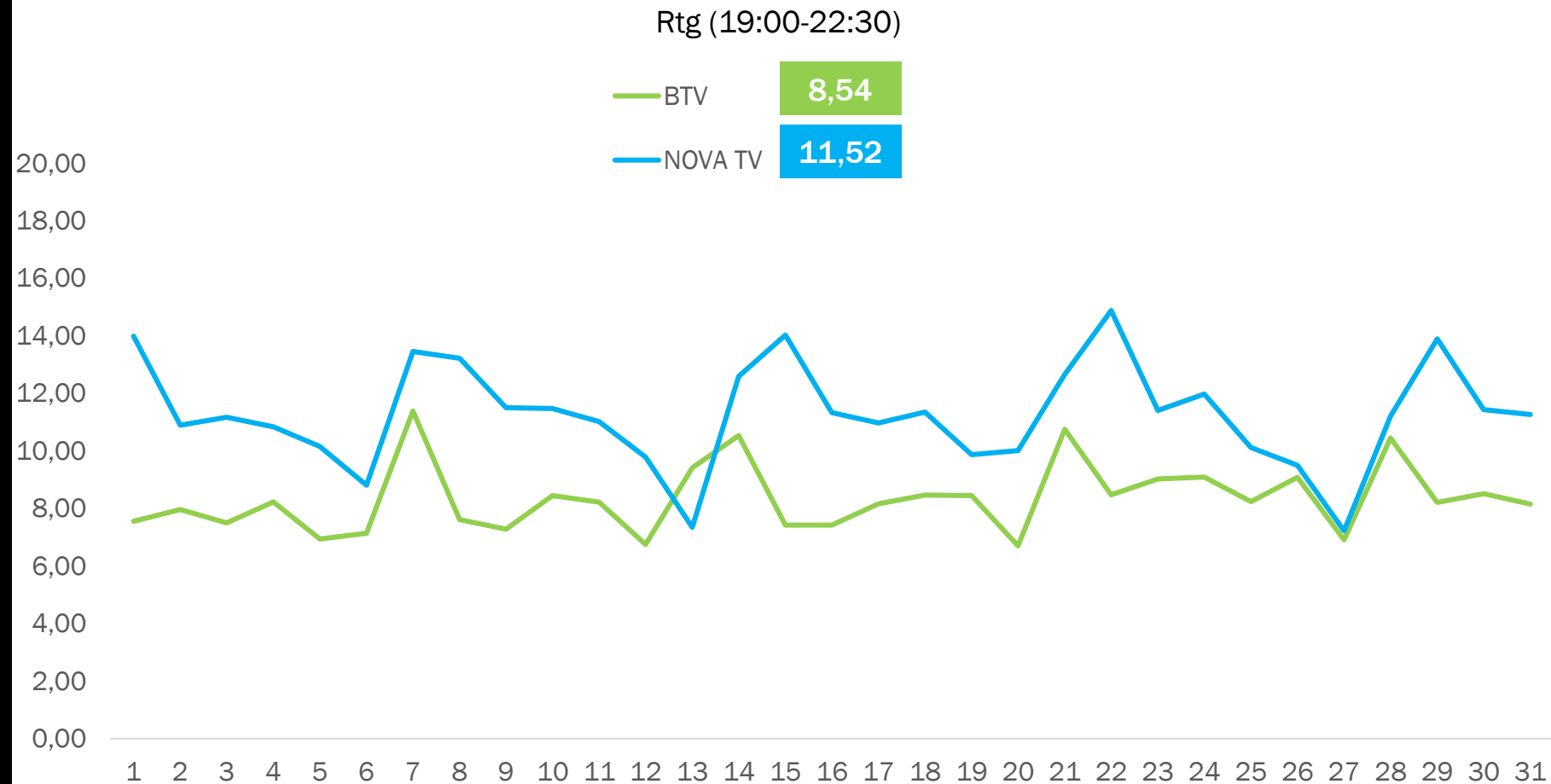
Kino Nova sustained top position among niche channels followed by bTV Comedy.



Source: GARB, A18-49

NOVA INCREASED ITS OVERALL LEAD DURING CENTRAL PT SLOT TO 19%

bTV has competitive
audience on a few occasions

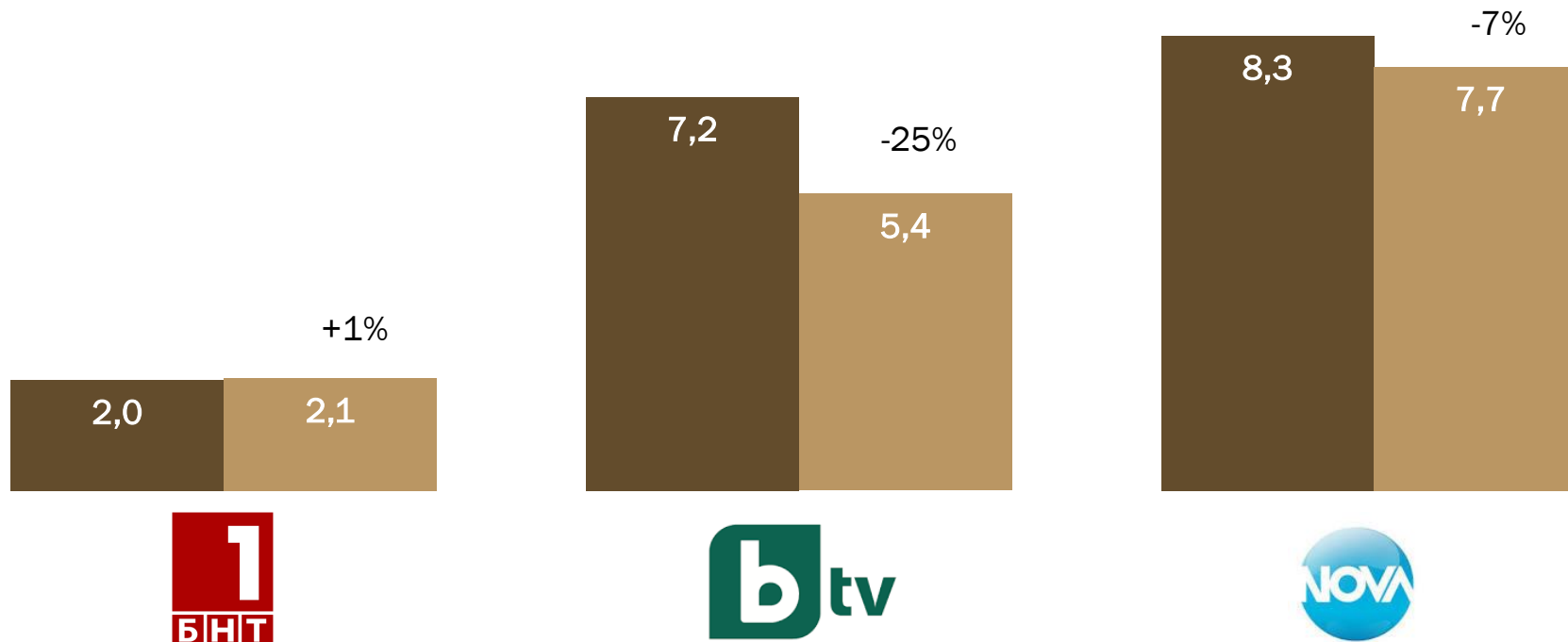


Source: GARB, A18-49

PT NEWS IN MAR'21 WHEN PARLIAMENT ELECTIONS WAS A KEY TOPIC DID NOT BRING AN AUDIENCE AS HIGH AS MAR'20 WHEN THE 1ST LOCKDOWN HAPPENED

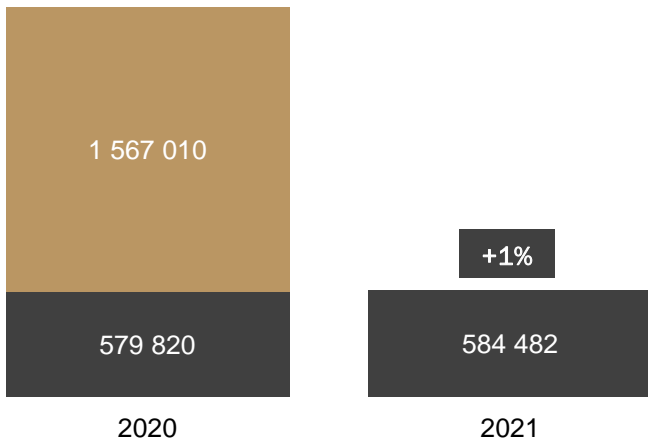
CENTRAL PT NEWS

■ March 2020 ■ March 2021

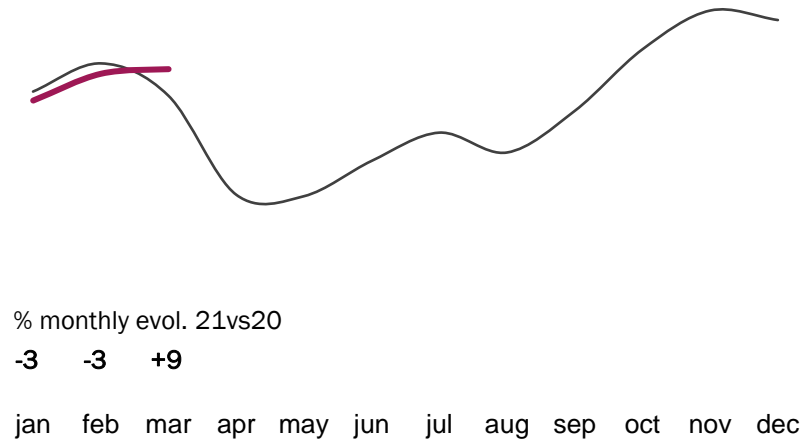


1% HIGHER GRPs IN 21YTD THANKS TO MARCH GROWTH THE SEASONALITY REMAINED SIMILAR YoY PHARMA COMPANIES DOMINATED TOP 10 ADVERTISERS

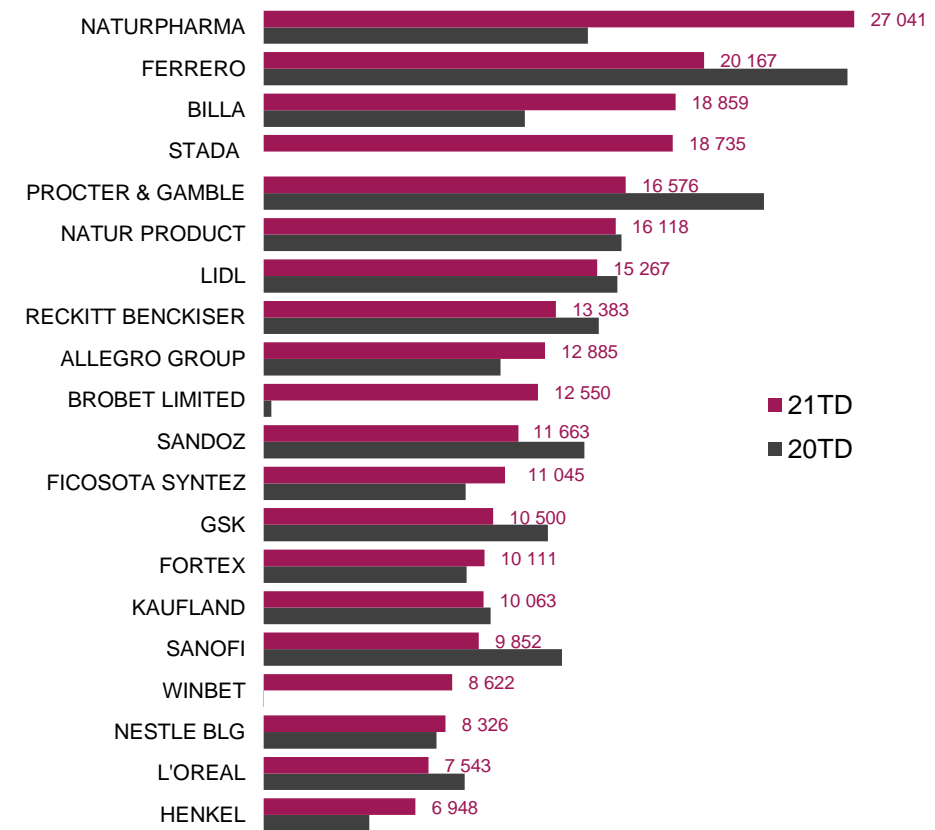
TOTAL TRP30
■ YTD ■ Rest



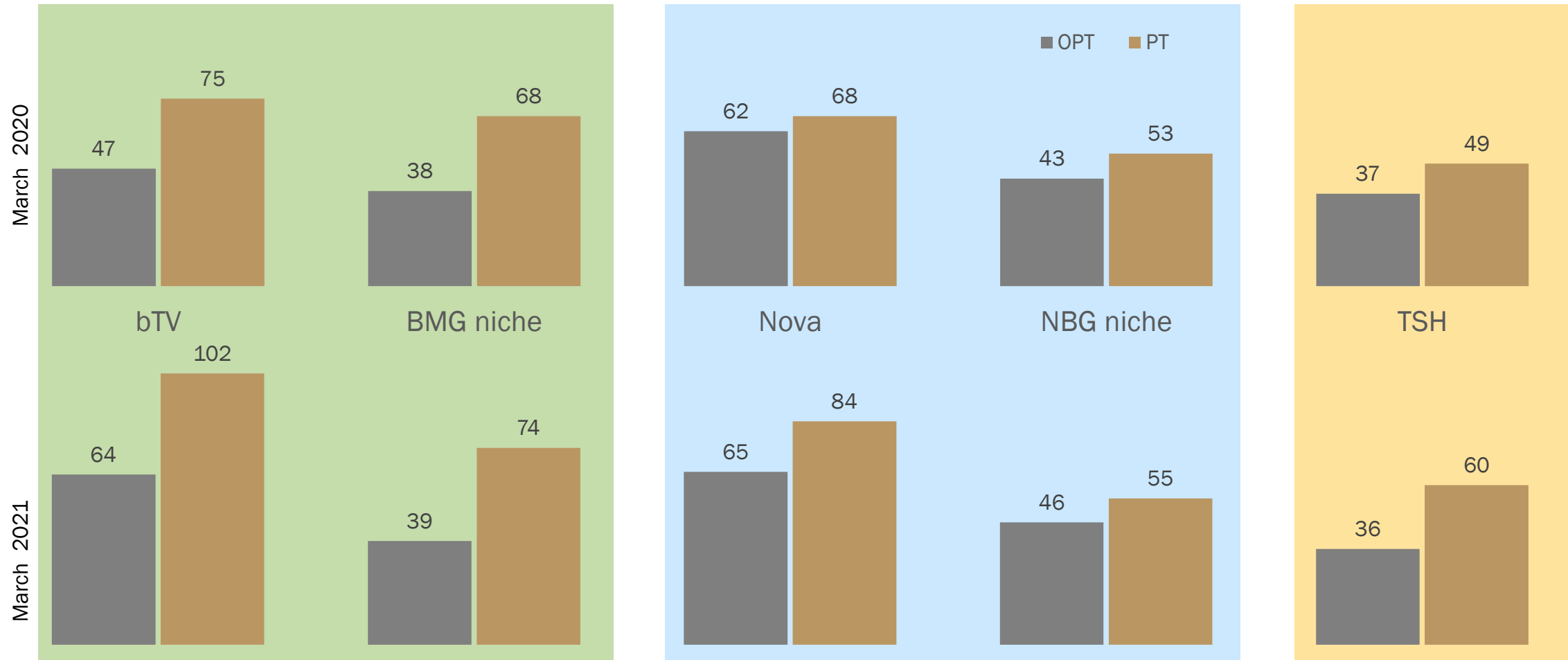
SEASONALITY
— 2020 — 21TD



TOP ADVERTISERS



MAJOR TV GROUPS SHOWED HIGHER INVENTORY IN MAR'21 BTV SUSTAINED FULL CAPACITY, WHILE NOVA STILL HAS SOME FREE SPACE IN AD BREAKS



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



THANK YOU!

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