



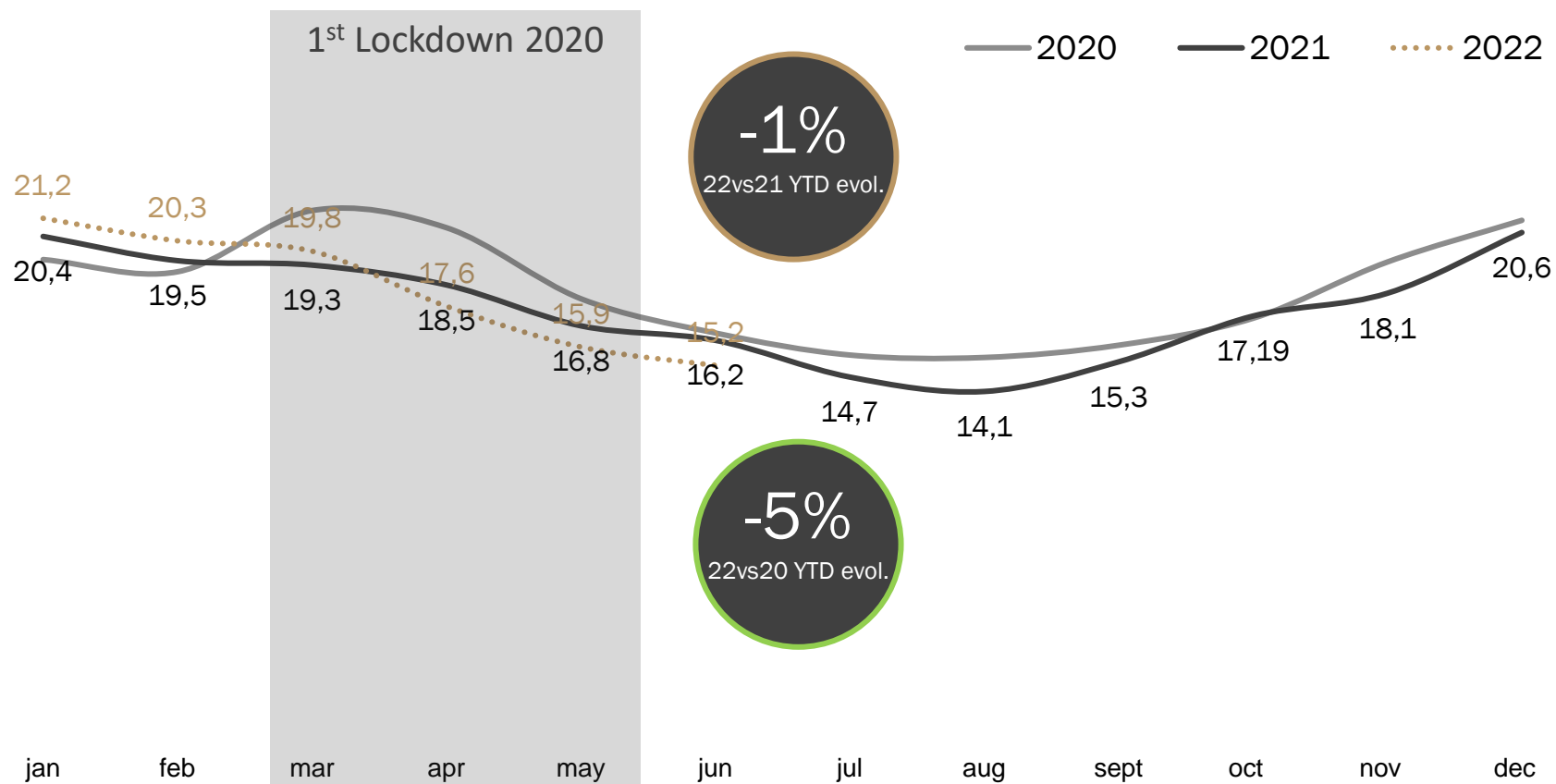
TV REPORT

JUNE 2022

FOCUSED ON UEFA NATIONS LEAGUE



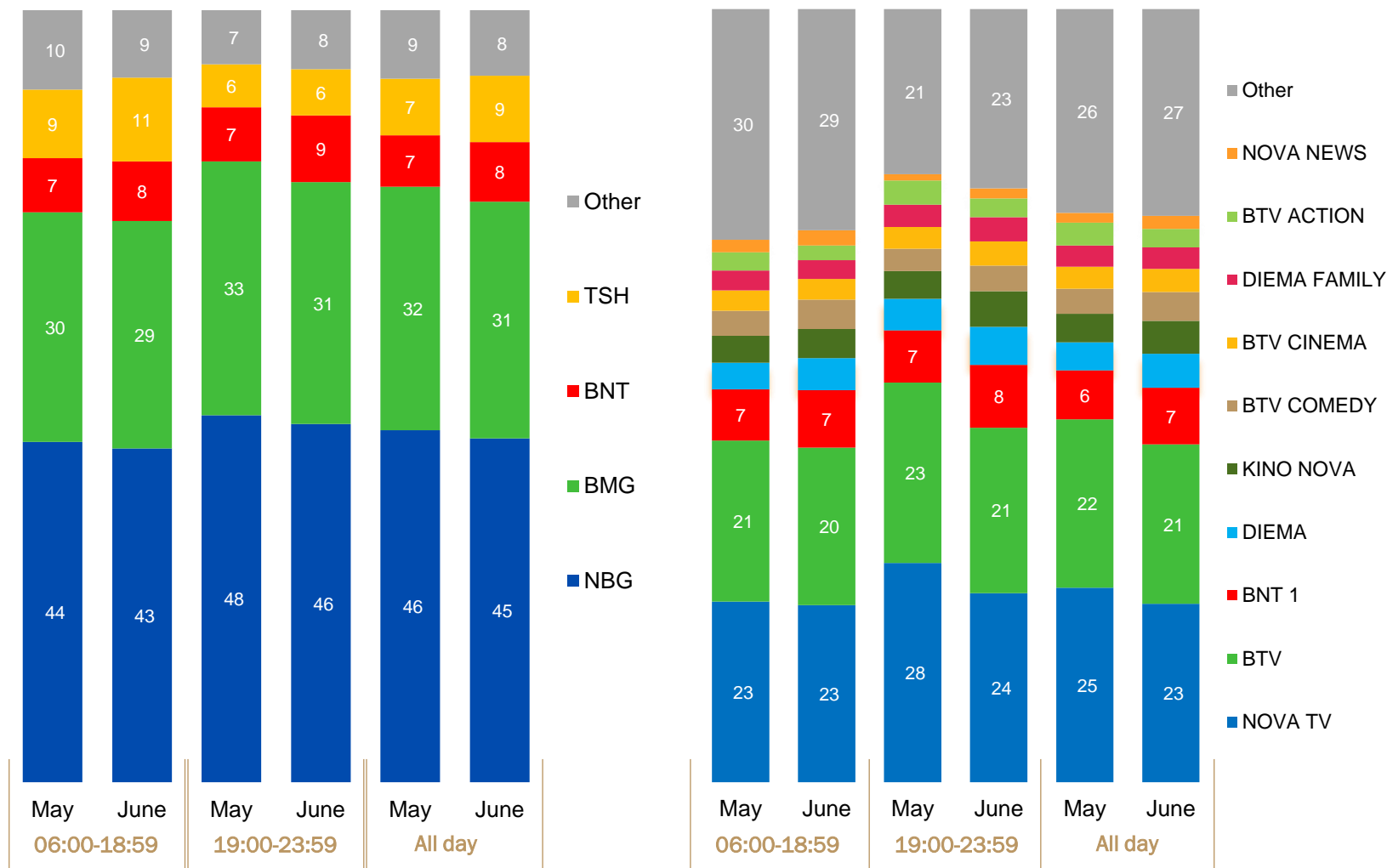
LIVE TV VIEWERSHIP MARKED SLIGHT DOWNTURN AS EXPECTED FOR THE SUMMER SEASON



SLIGHT INCREASE IN AUDIENCE SHARES FRO BNT & TSH

On a channel basis both Nova
& bTV lost PT audience share

Nova News replaced FOX in
TOP 10



Source: GARB, A18-49

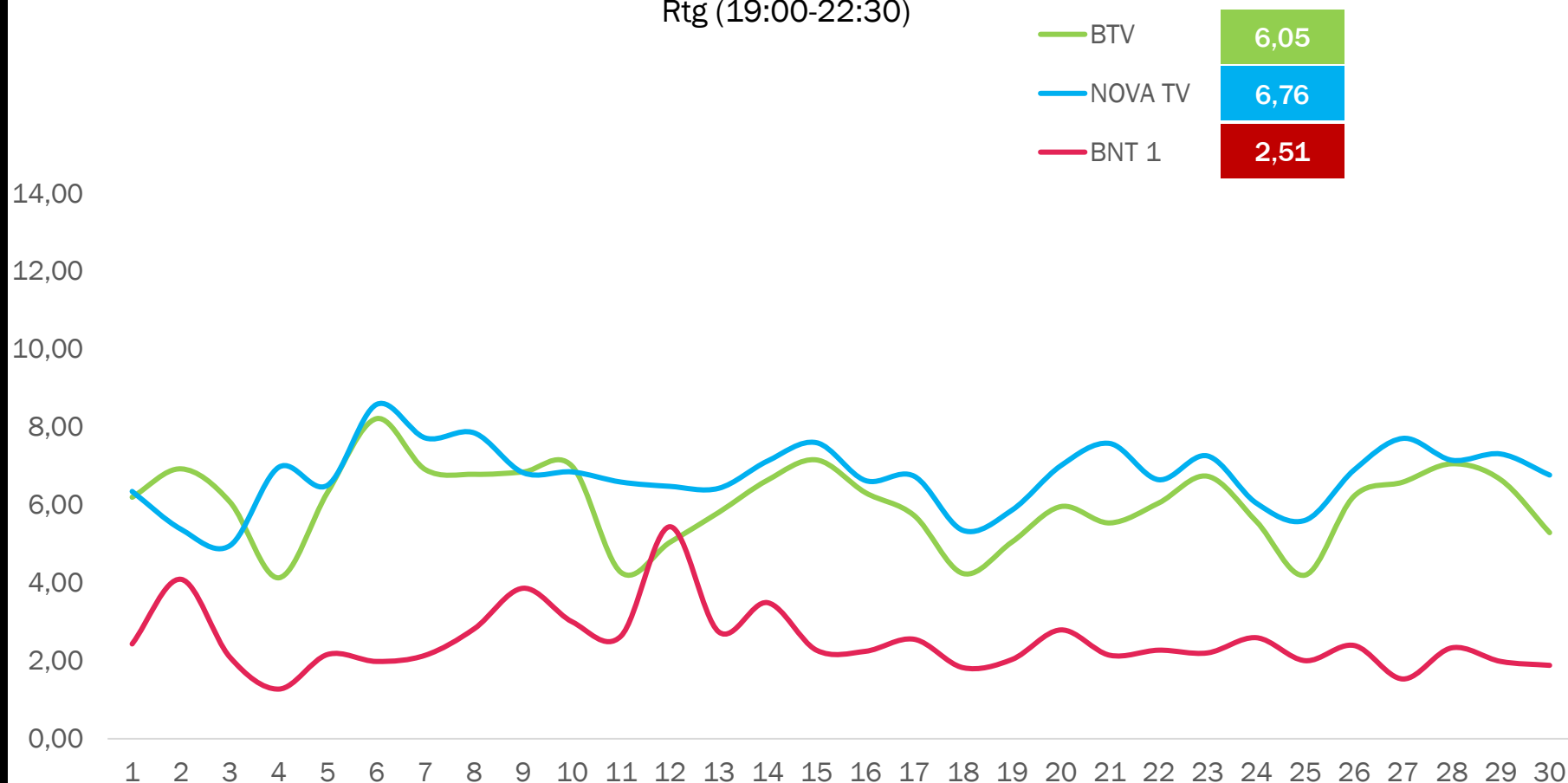
BTV & NOVA DECREASED PT RATINGS ON THE ACCOUNT OF BNT1 DURING THE DAYS WITH SPORT EVENTS

BNT 1 has peaks behind UEFA Nations League

Nova and bTV attracted highest audience with series & realities



Rtg (19:00-22:30)



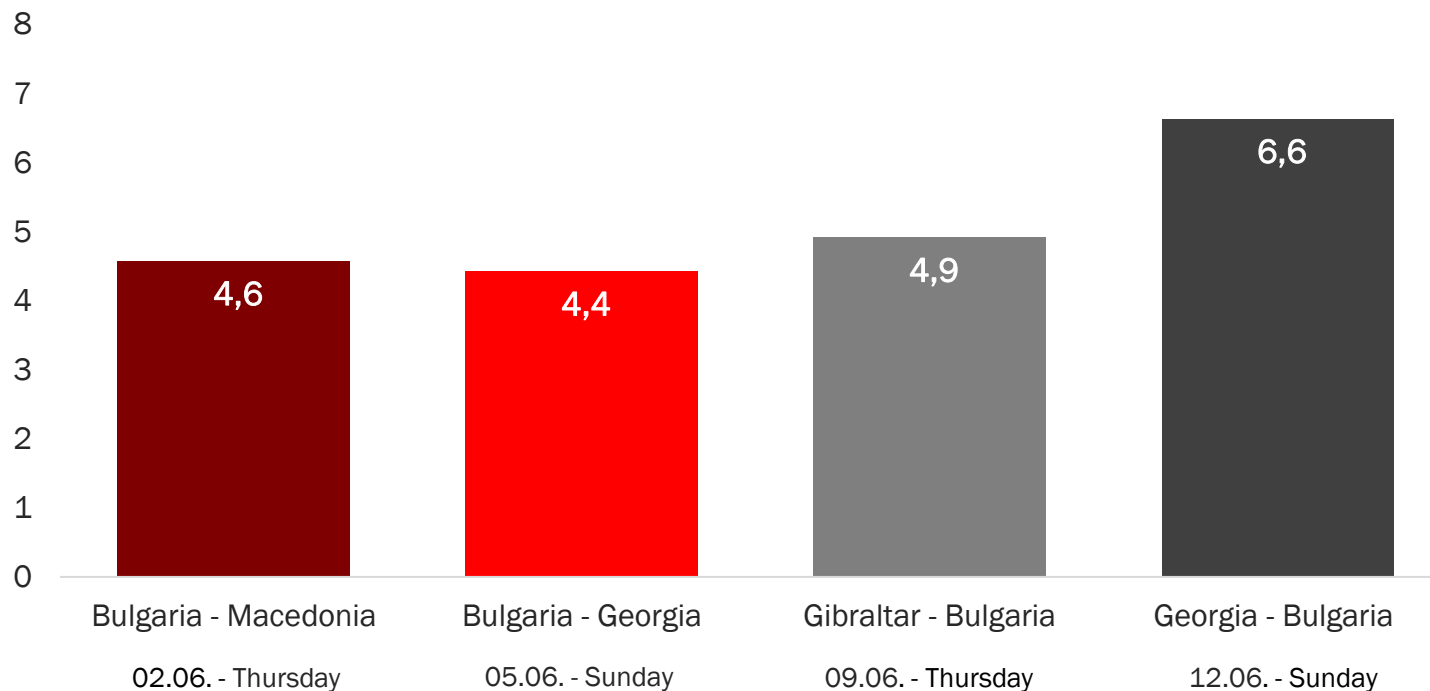


POSITIVE TREND REGISTERED THANKS TO UEFA NATIONS LEAGUE

BNT 1 marked increase in the first half of June due to the four broadcasted football matches

Bulgaria didn't win any of them, but the audience interest was strong, especially on 12th June

UEFA NATIONS LEAGUE: avg. rating %



Source: GARB, A18-49

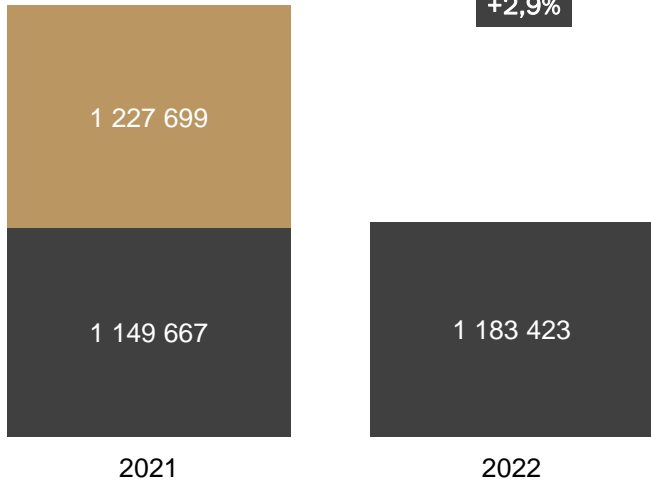
3% GROWTH IN DELIVERED AUDIENCE IN 22YTD

8/20 OF THE TOP ADVERTISERS ARE PHARMA COMPANIES
STUDIO MODERNA (teleshop) APPEARED IN TOP 20

TOTAL TRP30

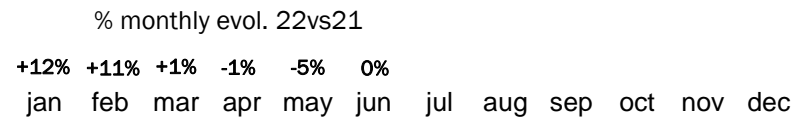
■ YTD ■ Rest

+2,9%

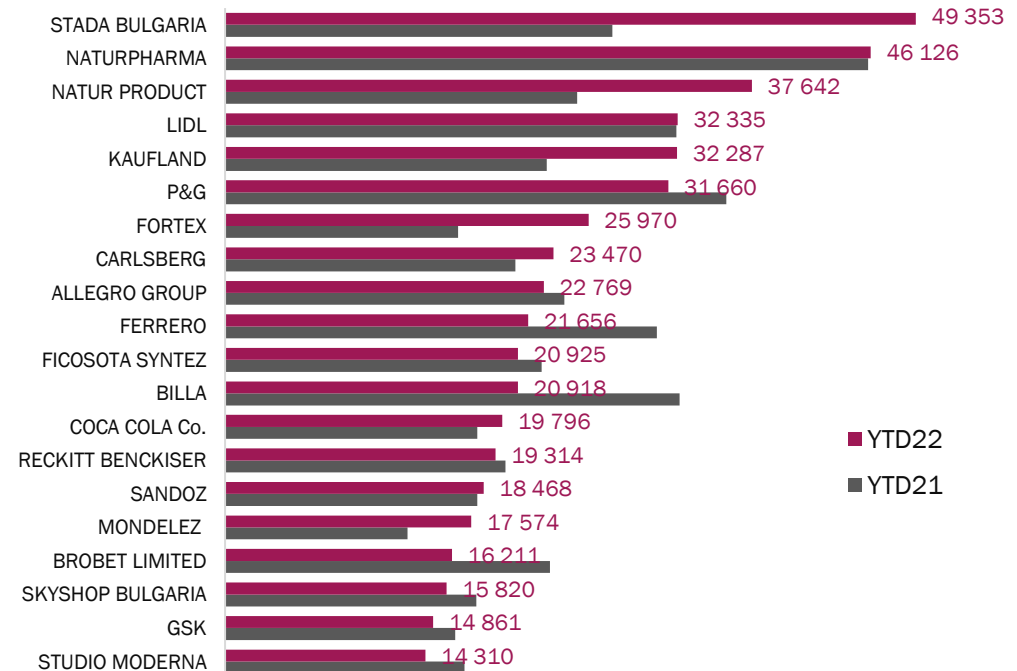


SEASONALITY

— 2021 — 2022

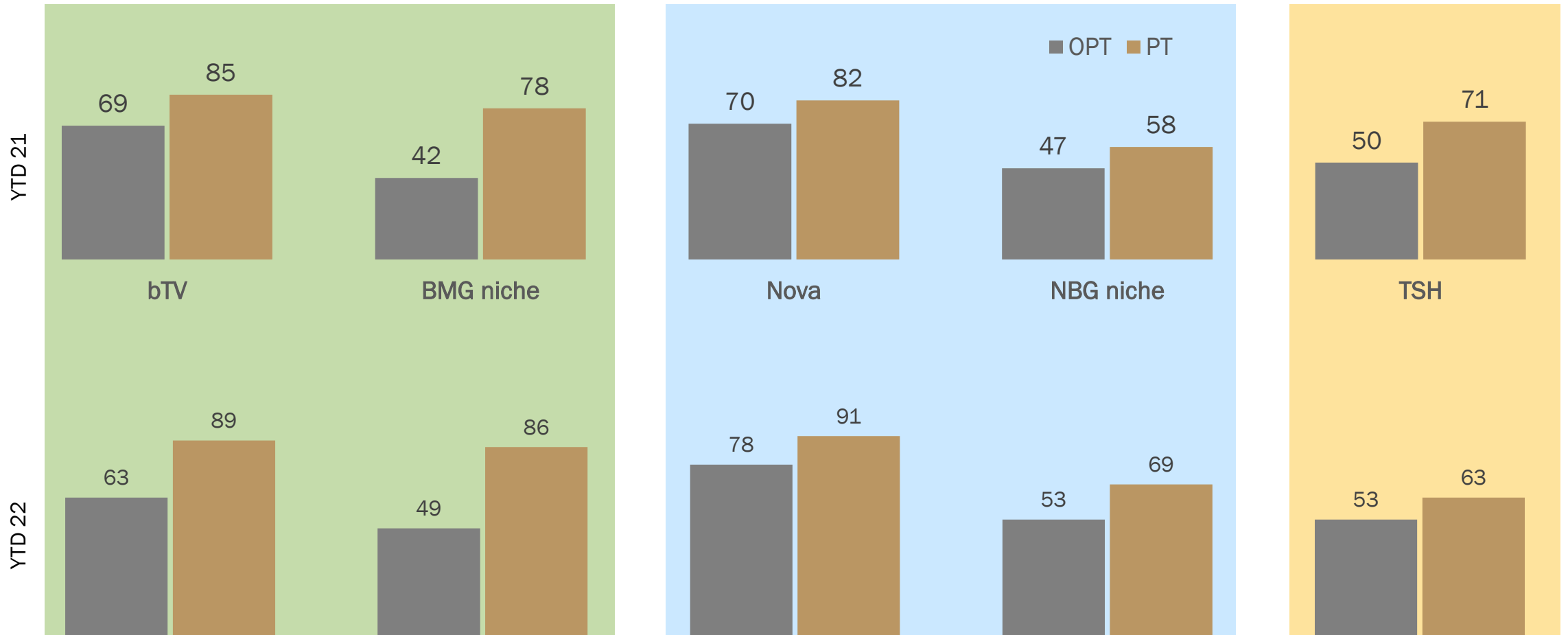


TOP ADVERTISERS



BMG & NBG HAD HIGHER INVENTORY THAN YTD21

BTV & NOVA REACHED 90% FULFILLMENT OF AD BLOCKS



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



THANK YOU!

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