

# TV Monthly Report

FOCUSED ON NEW BULGARIAN  
SERIES

Source: GARB

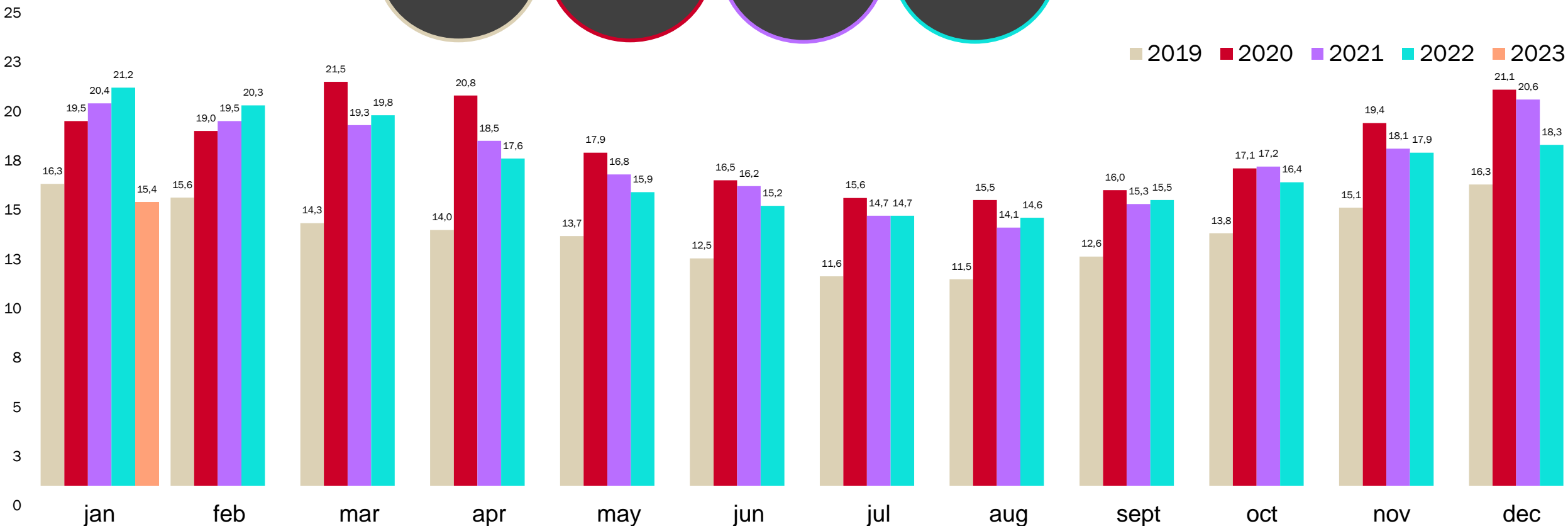
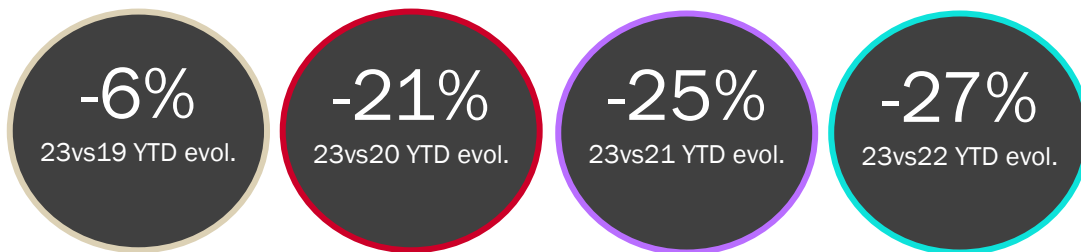
Data: People meter, national base

Period: January 2023

TG: A18-49



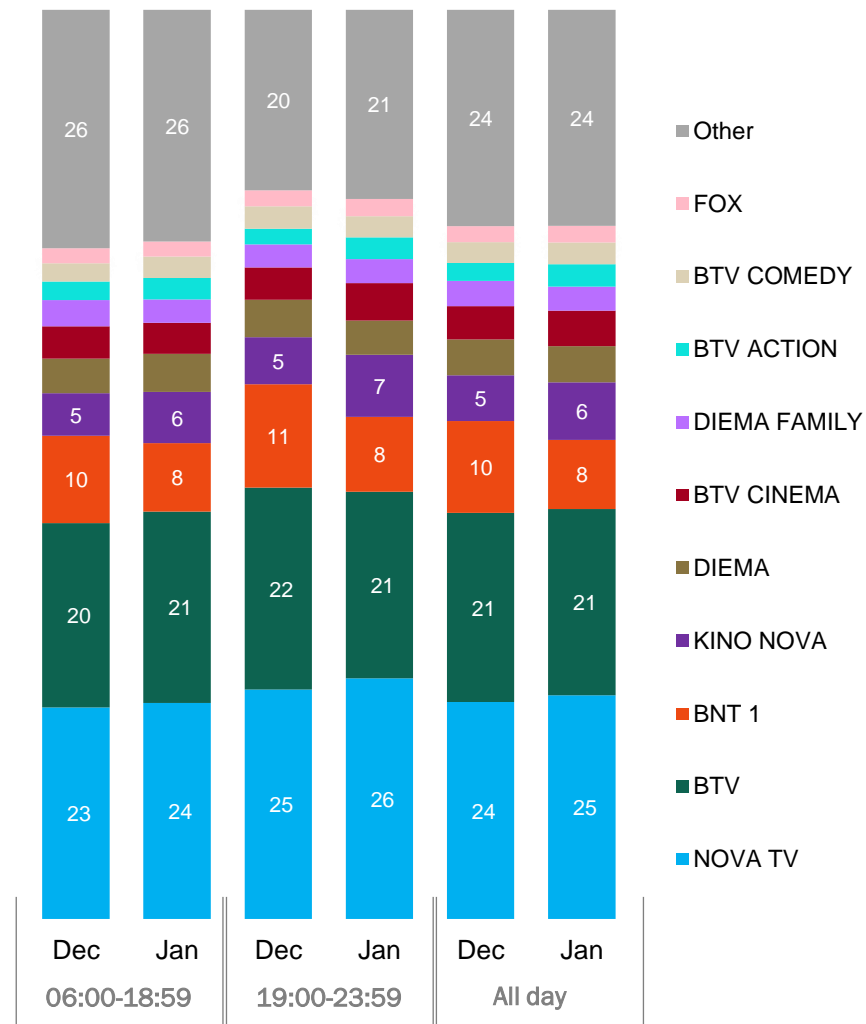
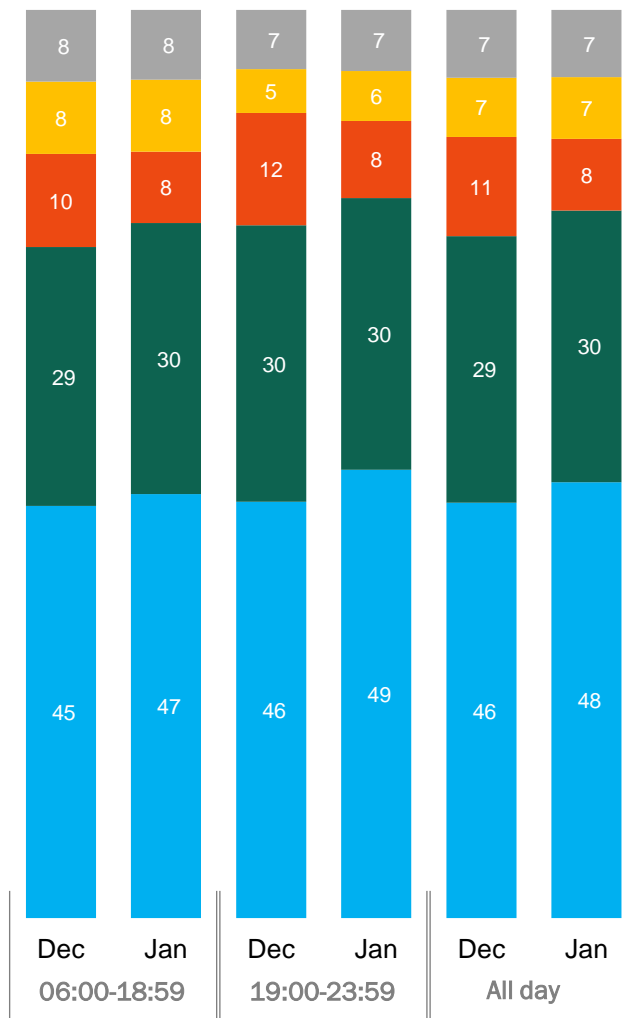
# 2023 STARTED WITH THE LOWEST LIVE TV VIEWERSHIP IN THE PAST 4 YEARS



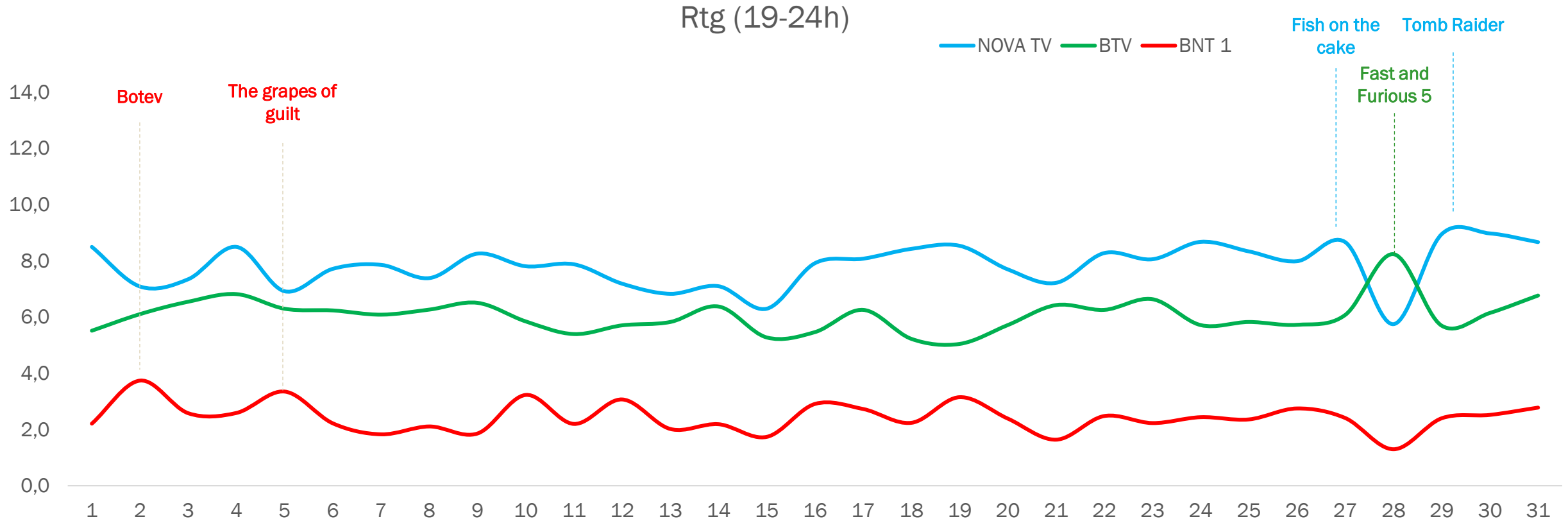
# NBG SUSTAINED LEADERSHIP BOTH ON A GROUP AND CHANNEL LEVEL

bTV raised the distance behind Nova in Jan'23

NBG's niche channels Kino Nova & Diema outperformed BMG's niche channels



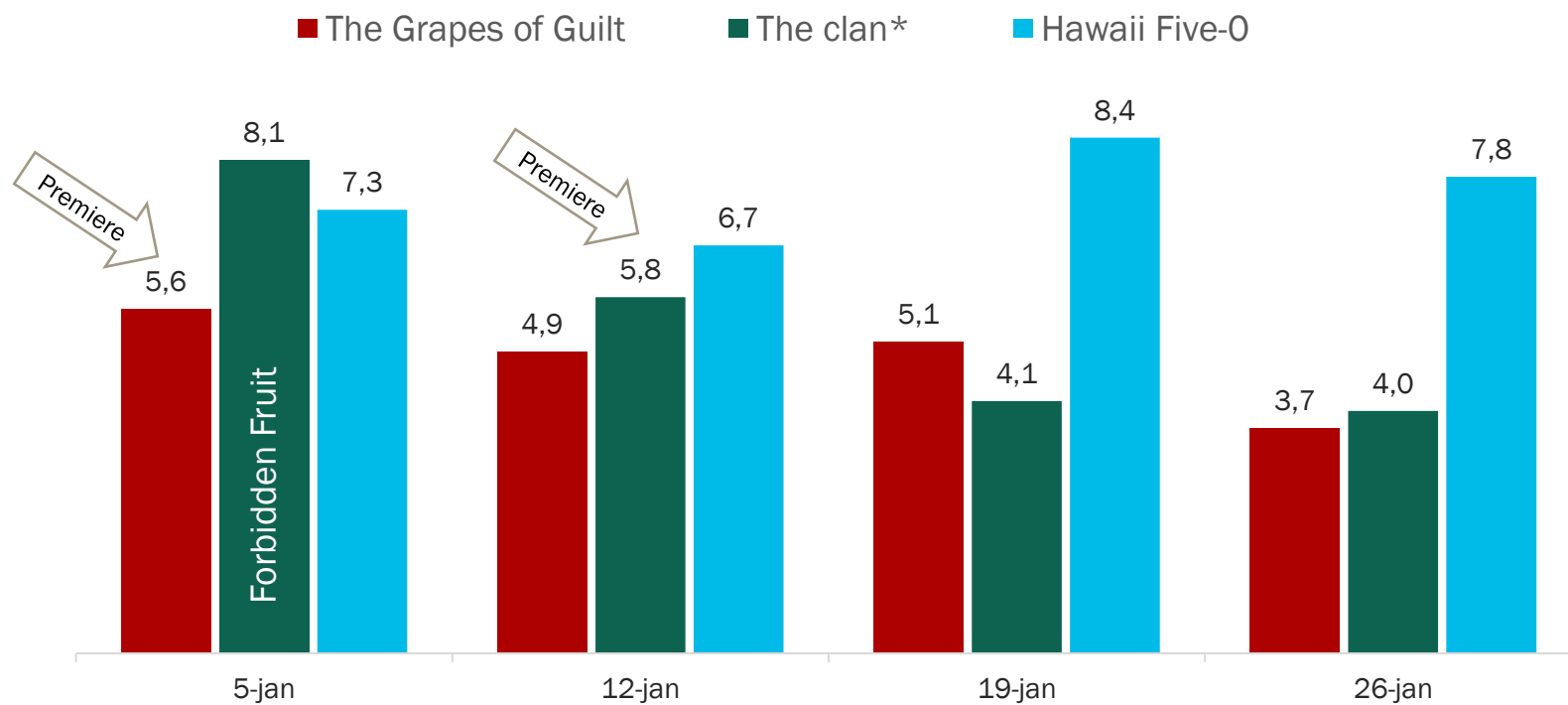
# TV Series & Movies generated the highest audiences in January



## THE GRAPES OF GUILT DIDN'T SUSTAIN ITS DEBUT AUDIENCE NOVA'S HAWAII FIVE-0 IS THE TOP PROGRAM AS BTV'S THE CLAN IS DECLINING FOR TWO CONSCUTIVE WEEKS



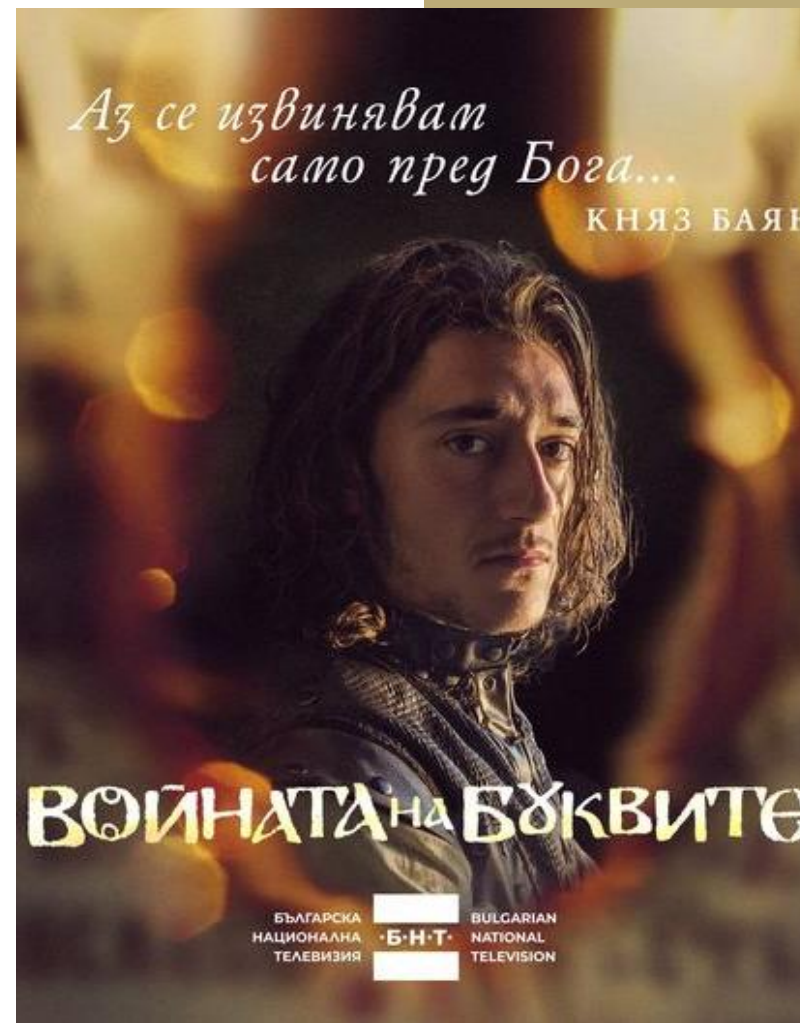
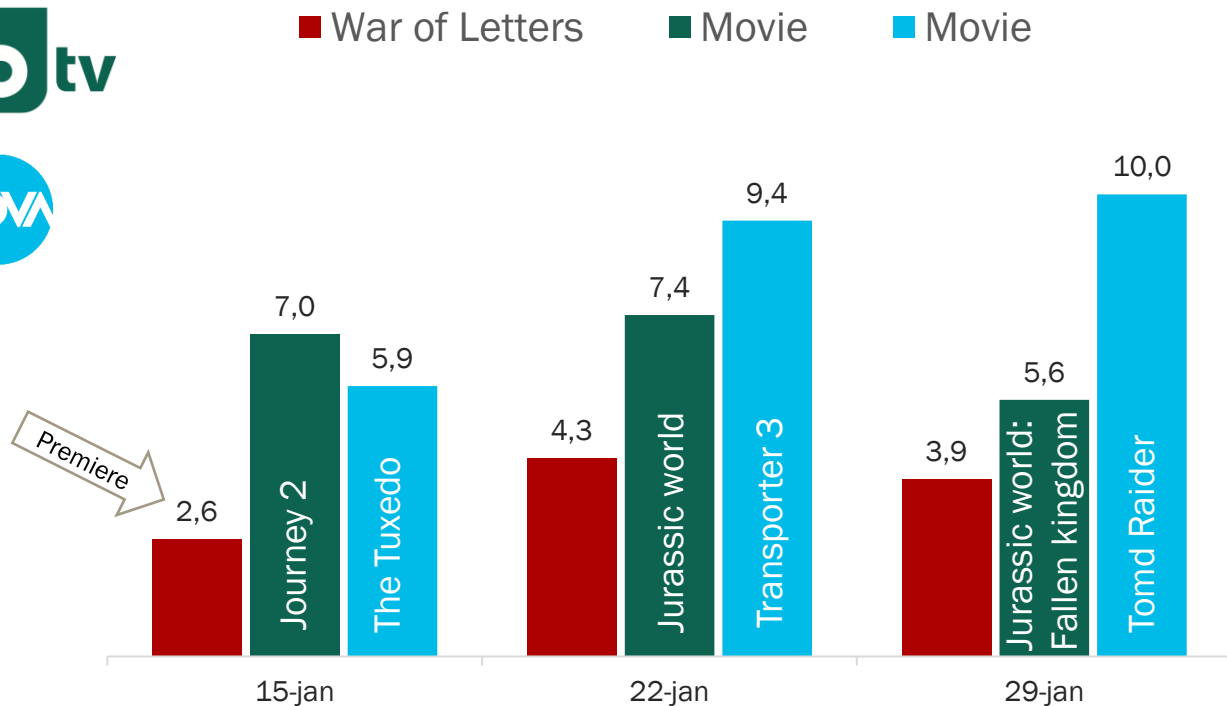
Thursday's rating (21-22h)



# THE OTHER NEW BULGARIAN TV SERIES WAR OF LETTERS STARTED POORLY BUT MANAGED TO ATTRACT HIGHER AUDIENCE SINCE



Sunday's rating (21-22h)

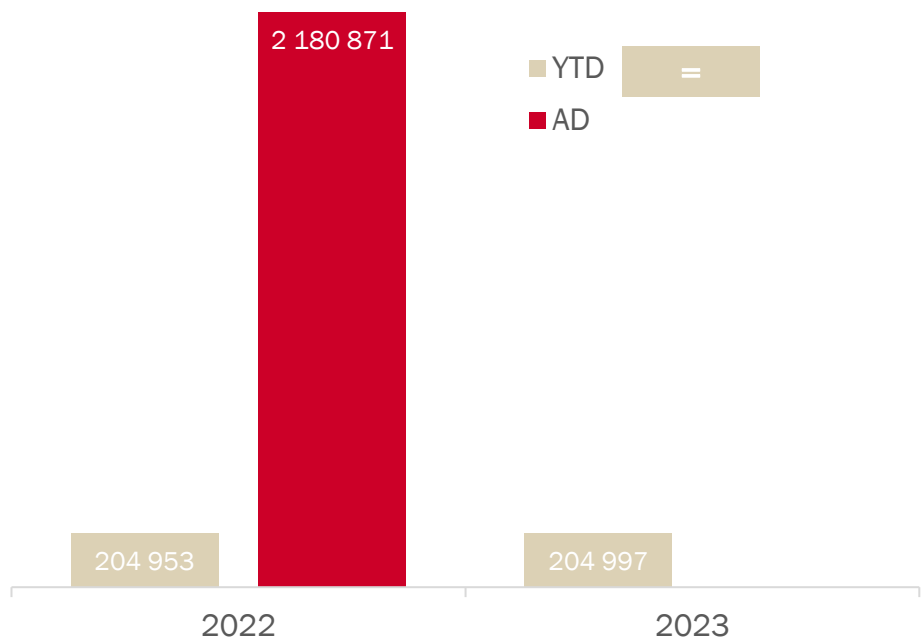


# TV advertising

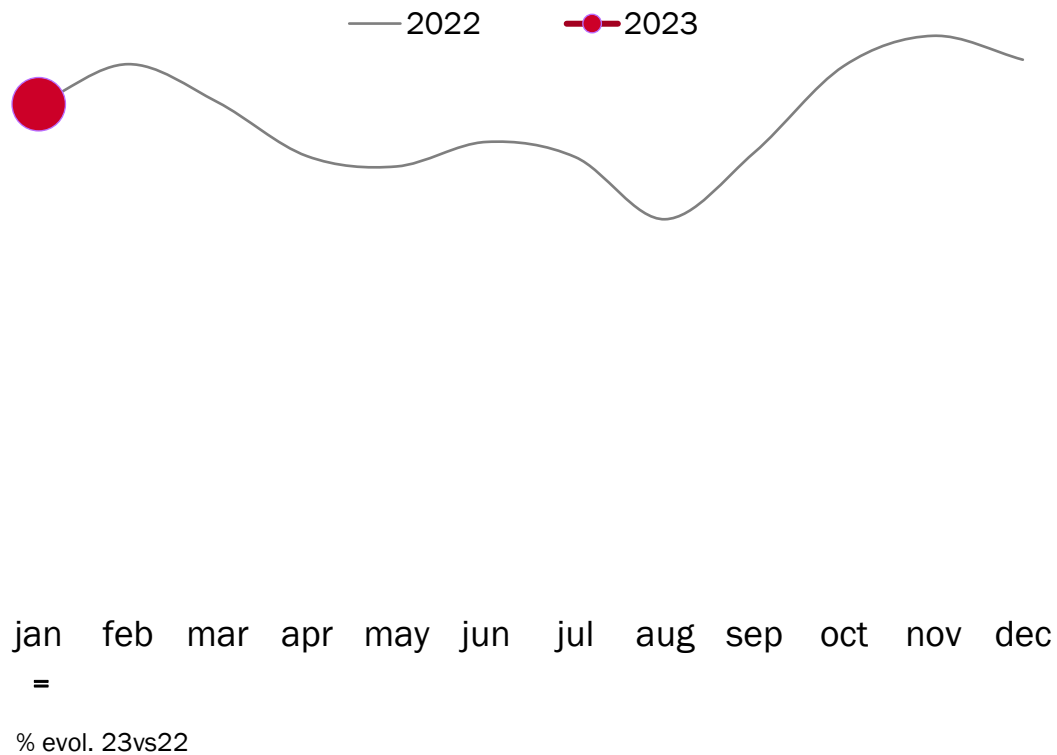


# 2023 started with the same TRP30 levels as 2022

### TOTAL TRP30



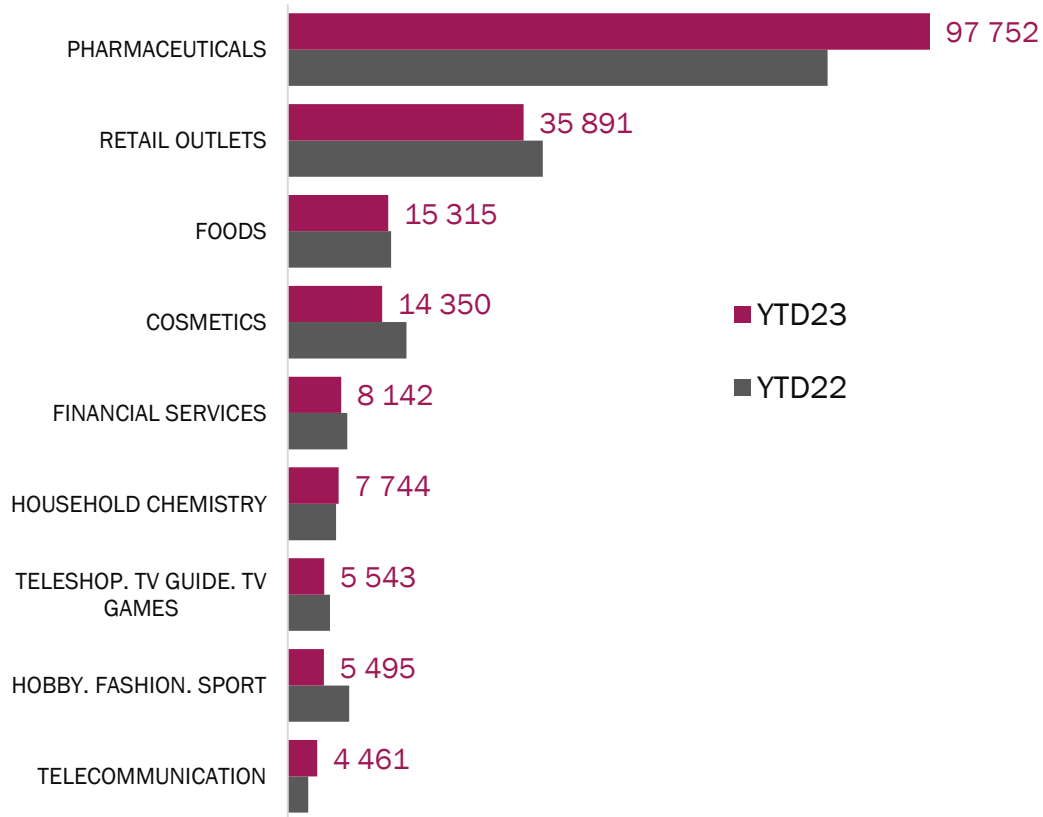
### SEASONALITY



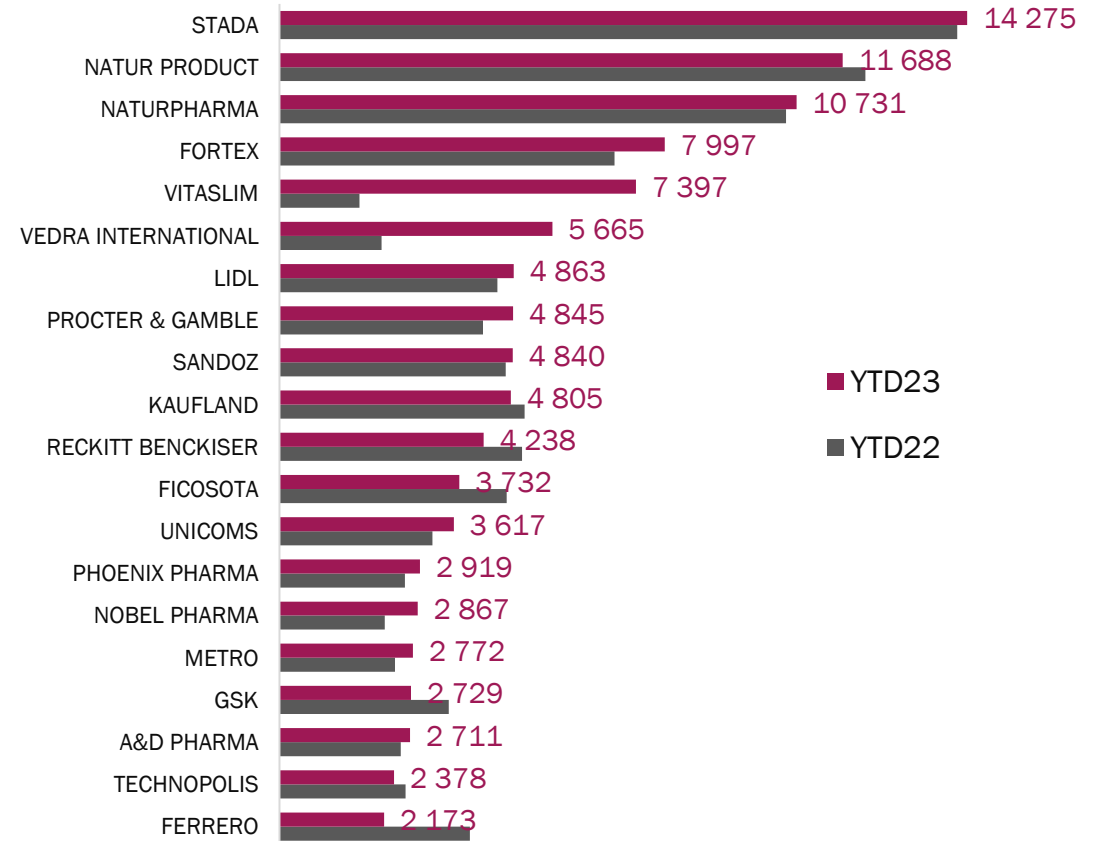


# PHARMA WAS THE TOP CATEGORY IN JANUARY & PHARMA COMPANIES DOMINATED ACROSS TOP 20 TV ADVERTISERS

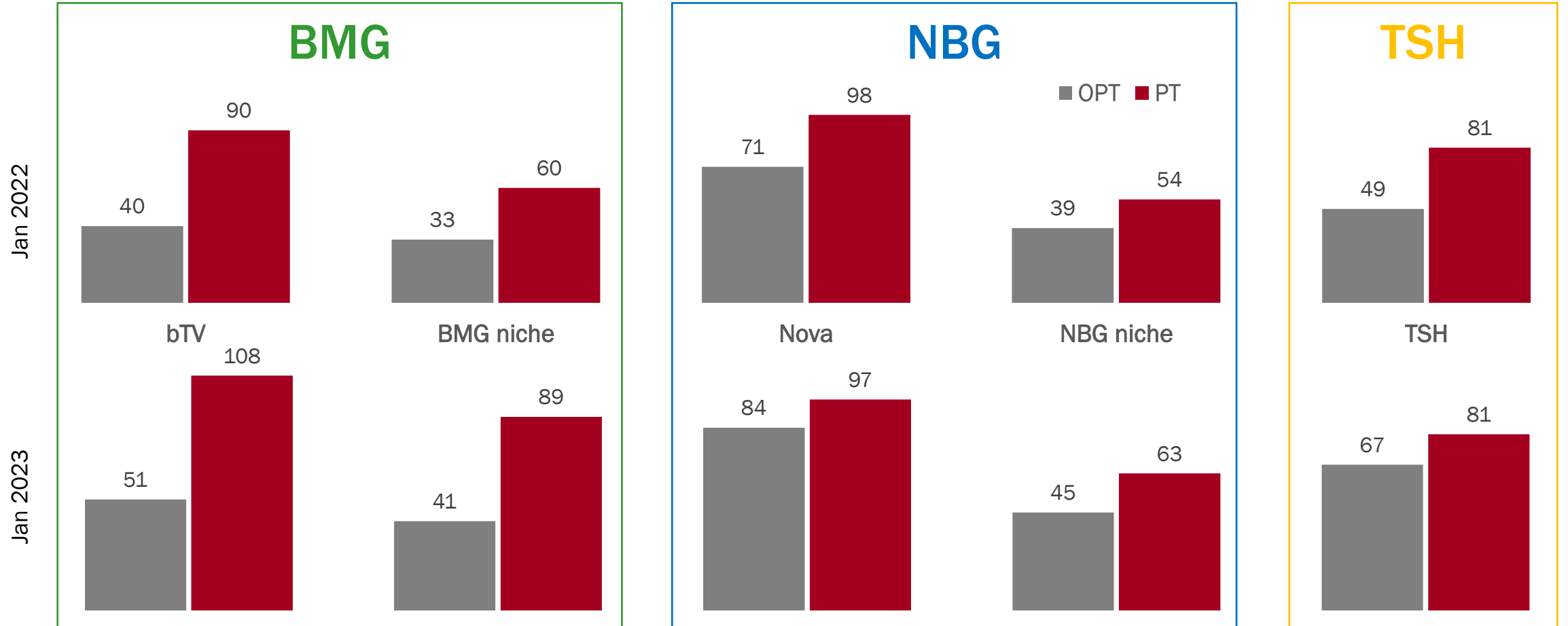
TOP INDUSTRIES



TOP ADVERTISERS



# THE MAIN TV STATIONS BEGUN 2023 WITH EVEN HIGHER INVENTORY BTV COULD NOT FIT ALL ADS IN THE ALLOWED 12 MIN/H.





**PUBLICIS**

**THANK YOU!**

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