



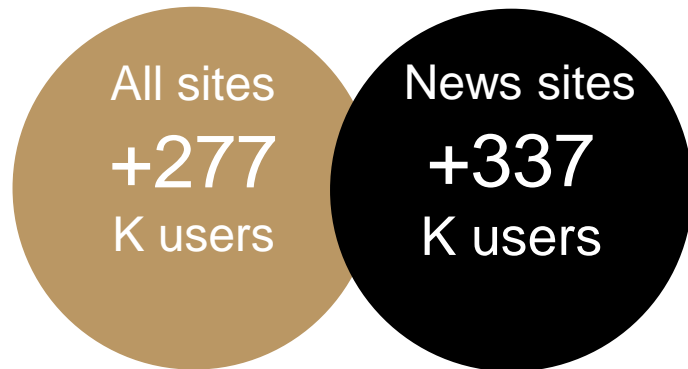
TV WEEKLY REPORT

FOCUSED ON WEEKDAY LATE PT PROGRAMS

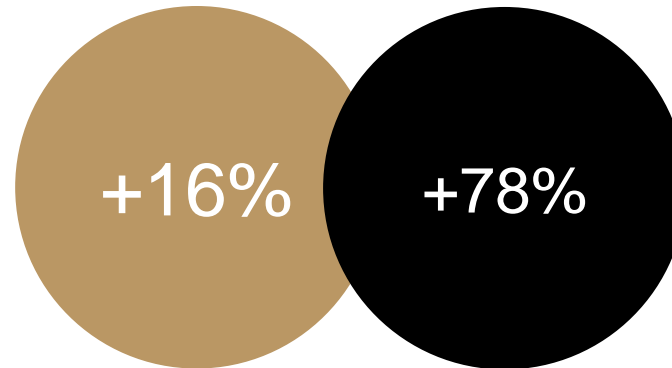
Source: GARB
Data: People meter, national base
Period: 04–10.05.
TG: A 18-49
Currency: BGN gross

GROWING DIGITAL CONSUMPTION COMPARED TO THE SAME PERIOD IN 2019

13 Mar -10 May 2020 vs the same period 2019



Huge increase in Real users



Uplift in page views especially via News



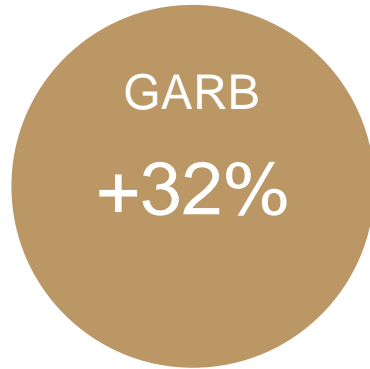
Higher Reach

TV CONSUMPTION REMAINS HIGH DURING THE LOCKDOWN

Almost 1 hour more spent with TV per day;

~6pp higher TV coverage;

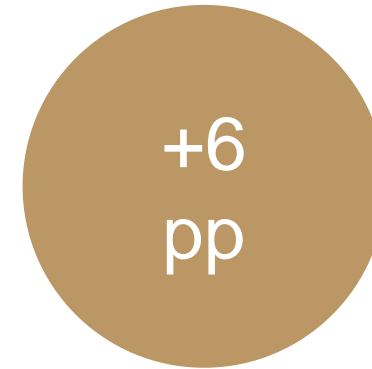
Significant increase in PUT during the day time hours



Higher PUT

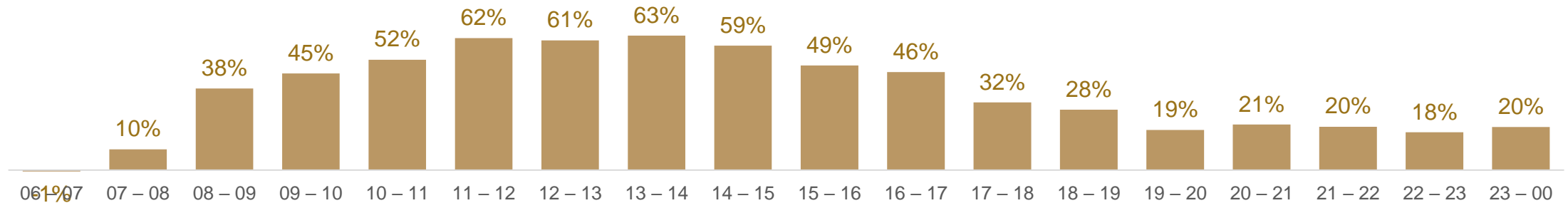


Growing time spent with TV



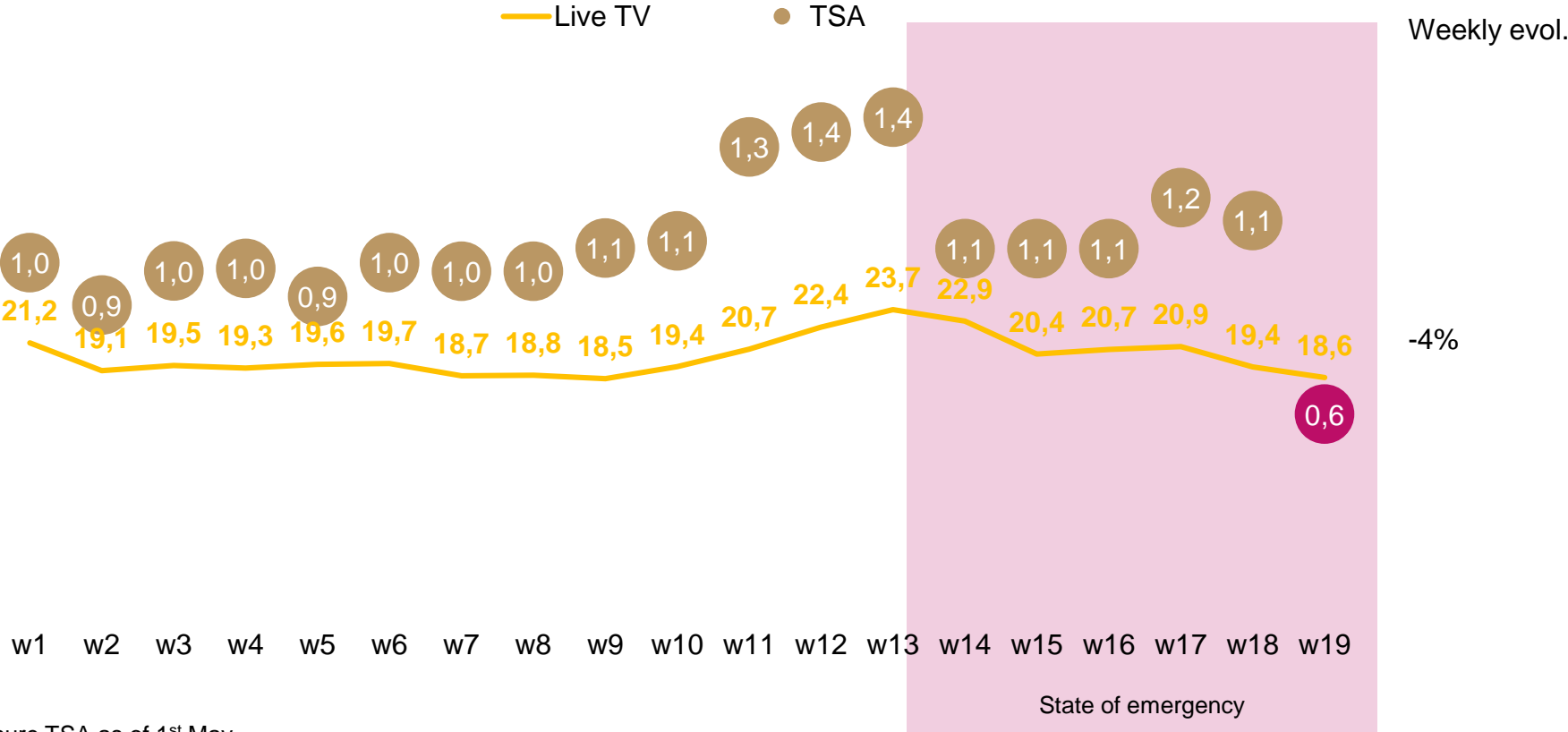
Higher Reach

PUT evolution



13 Mar -10 May 2020 vs the same period 2019

TV AUDIENCE CONTINUED TO DECREASE ALONG WITH THE UPCOMING END OF THE STATE OF EMERGENCY SHOWING SIGNS TO NORMALIZE WITHIN TYPICAL TV SEASONALITY



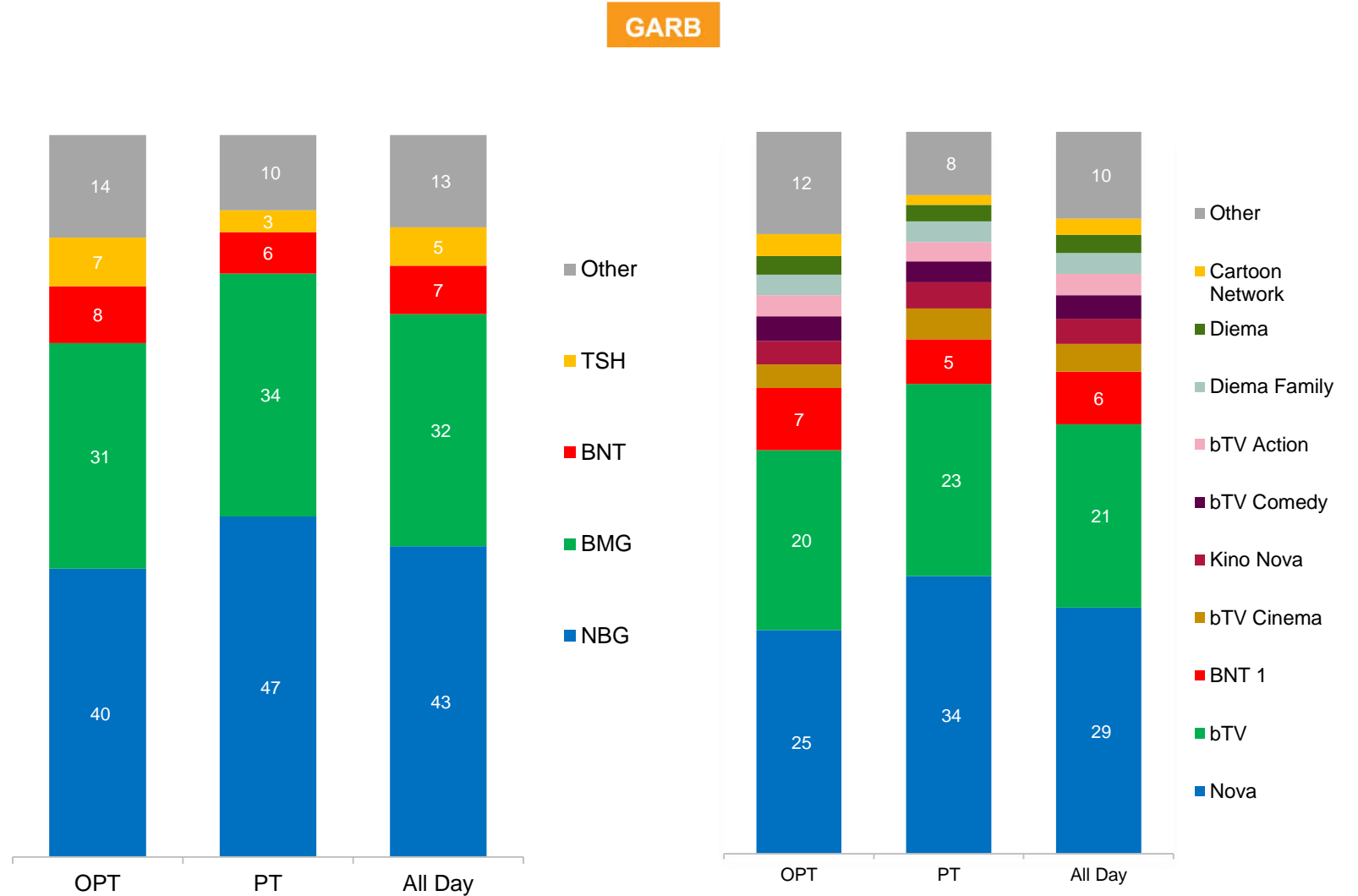
*GARB started measure TSA as of 1st May

NBG SUSTAINED PT LEADERSHIP DESPITE LOOSING SHARE

1pp decrease for NBG, while BMG remained stable. BNT increased shares in all time slots by 1pp. TSH decreased its OPT share by 1pp.

Nova decreased audience share by 1pp, whereas bTV and BNT 1 remained stable.

bTV Cinema remained the top niche channel. Cartoon Network entered top 10 ranking, outperforming 7/8 TV.

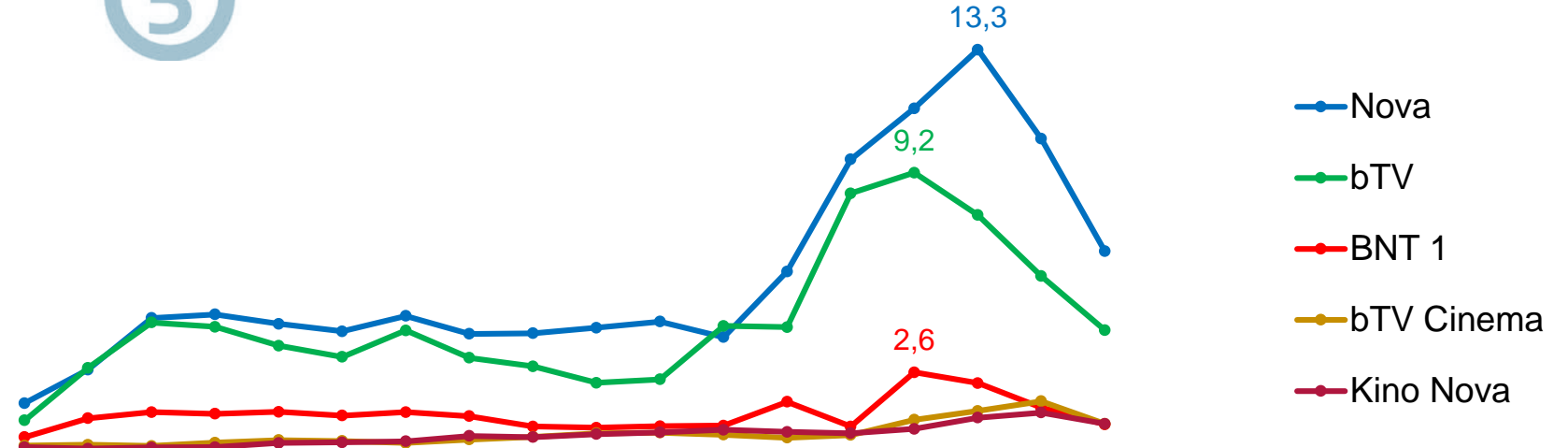


**NOVA DECLINED
PT PEAK
AUDIENCE WITH
MORE THAN 1pp**

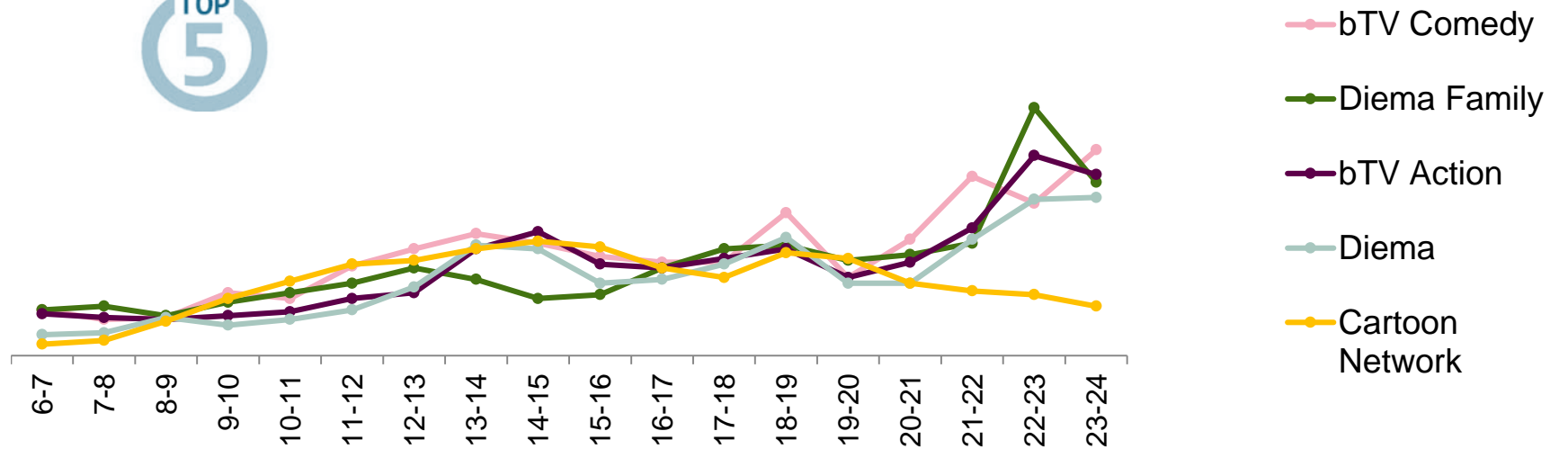
**There still is a
gap during
daytime hours in
favor for Nova**

TOP
5

GARB



NEXT
TOP
5



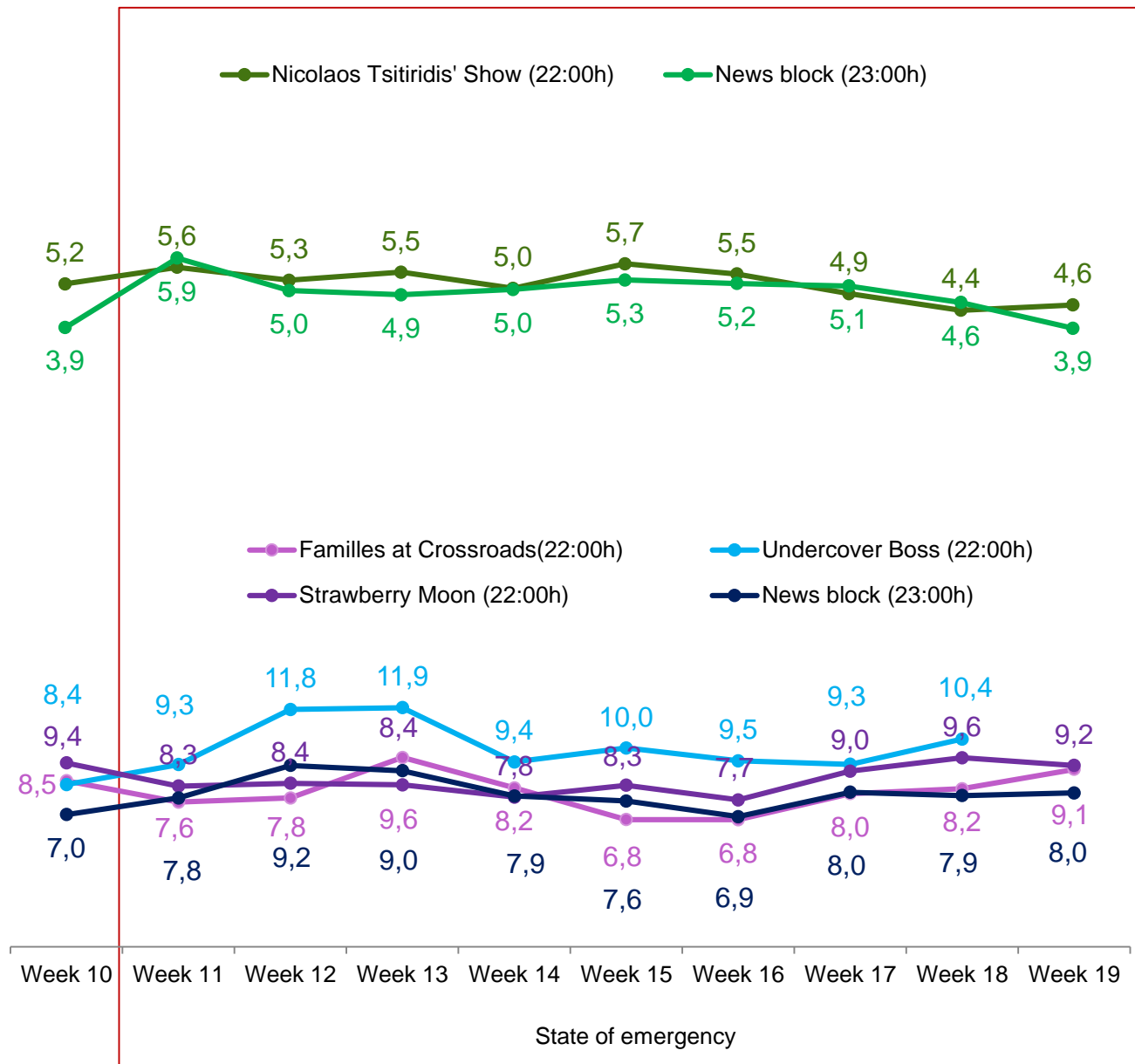
NOVA LATE PT PROGRAMS INCREASED AUDIENCE DURING THE LOCKDOWN

Audience viewership of bTV remained rather stable during the State of emergency, decreasing the past weeks.

Nova dominates the late PT slot with all of its programs.



GARB



TOP 20 WEEKLY RANKING DOMINATED BY NOVA PT PROGRAMS

bTV entered only 2 programs within top 10

	Channel	Title	Type	Time start	Rating %	Shr %
1	Nova	Your Face Sounds Familiar	Entertainment	20:00	17.0	45.0
2	Nova	Kitchen Nightmares	Reality	21:00	13.2	39.3
3	Nova	All Inclusive	Series	20:00	13.1	39.6
4	Nova	News - Emergency Feed	News	20:30	12.2	35.1
5	Nova	Hell's Kitchen Bulgaria	Reality	21:00	11.9	34.9
6	Nova	Power Couple	Reality	20:00	11.3	36.3
7	Nova	Stolen life	Series	20:00	11.0	31.2
8	Nova	News block	News	19:00	10.5	35.3
9	bTV	Evermore	Series	20:00	10.3	28.5
10	bTV	The Voice of Bulgaria	Reality	20:00	9.8	31.0
11	Nova	Strawberry Moon	Series	22:00	9.2	27.9
12	Nova	Familles at Crossroads	Documentary	22:00	9.0	27.9
13	bTV	Cradle 2 the grave	Movies	21:00	8.8	27.1
14	bTV	Help From Home 2 - Charity Concert	Music	20:00	8.2	22.0
15	bTV	News block	News	19:00	8.2	30.6
16	bTV	MasterChef	Reality	21:00	8.2	23.4
17	bTV	Wife Swap	Reality	21:30	7.9	23.0
18	Nova	Den of Thieves	Movies	21:30	7.9	29.8
19	Nova	News block	News	23:00	7.8	29.8
20	Nova	Family Feud	TV games	18:00	6.9	29.5



THANK YOU!

For more details, please contact us at:

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