



# TV REPORT

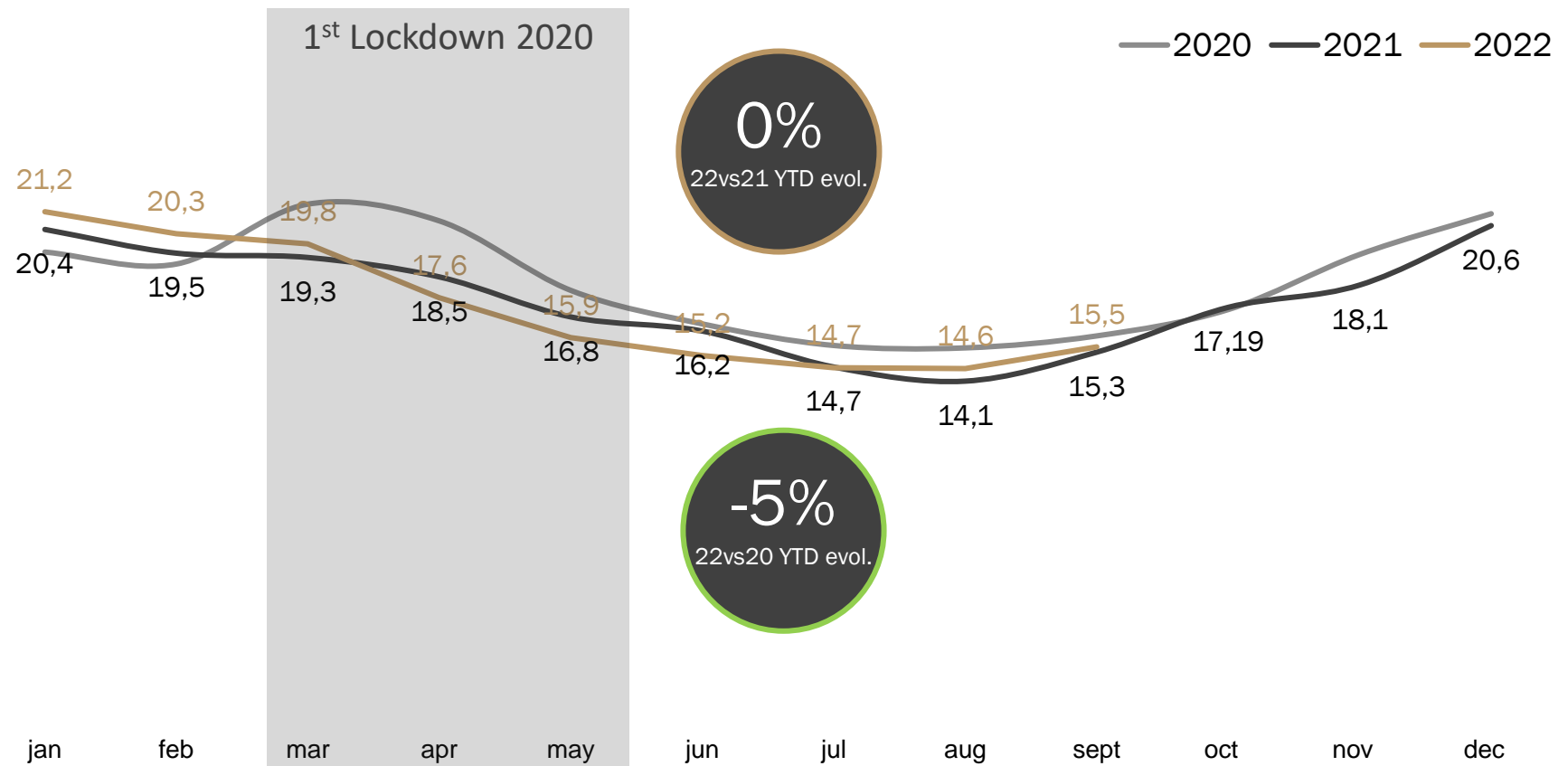
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SEPTEMBER 2022

FOCUSED ON PT PROGRAMS



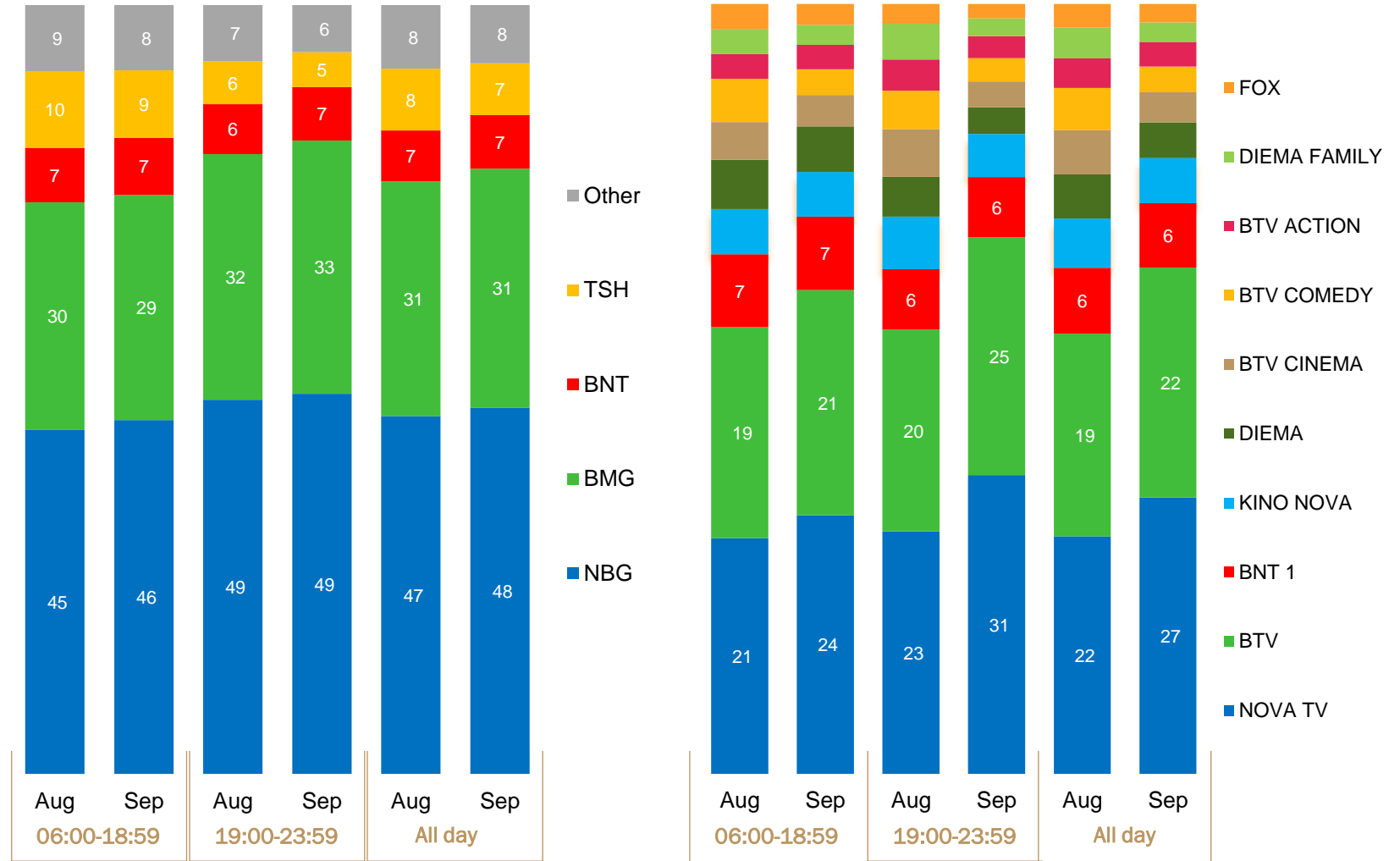
# LIVE TV VIEWERSHIP STARTED GROWING WITH THE BEGIN OF THE NEW TV SEASON



Source: GARB, 18-49; Live TV

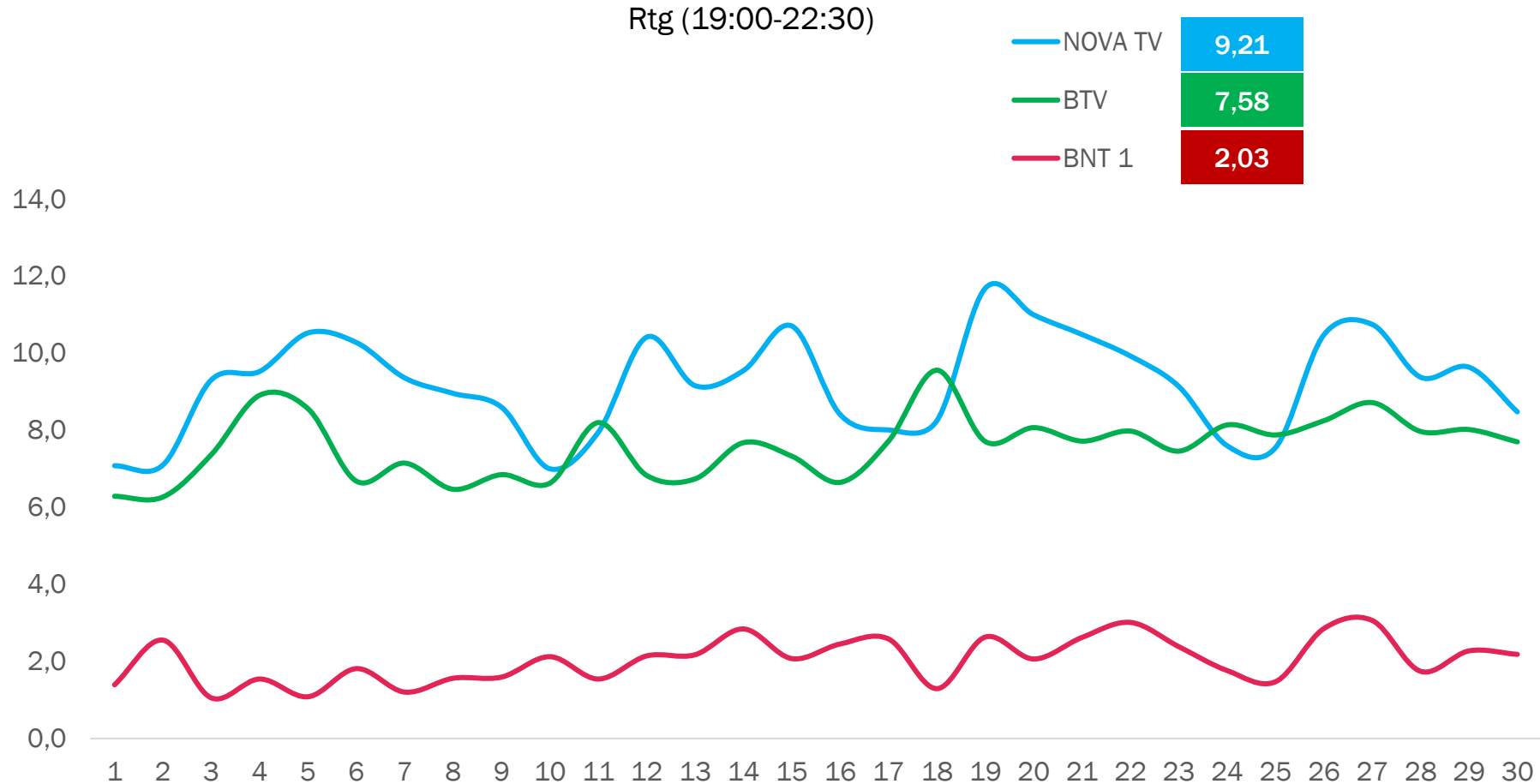
# STABLE AUDIENCE SHARES ON MONTHLY BASIS

With the start of the new TV season Nova TV & bTV won new audiences in all time slots, and mostly in PT: Nova grew by 8pp, while bTV by 5pp



# SIGNIFICANT GROWTH IN PT OWING TO DIFFERENT EVENTS

In addition to the new TV season, some other events also have contributed to the higher ratings: Queen's Death, Independence Day, Pre-election discussions



Source: GARB, A18-49

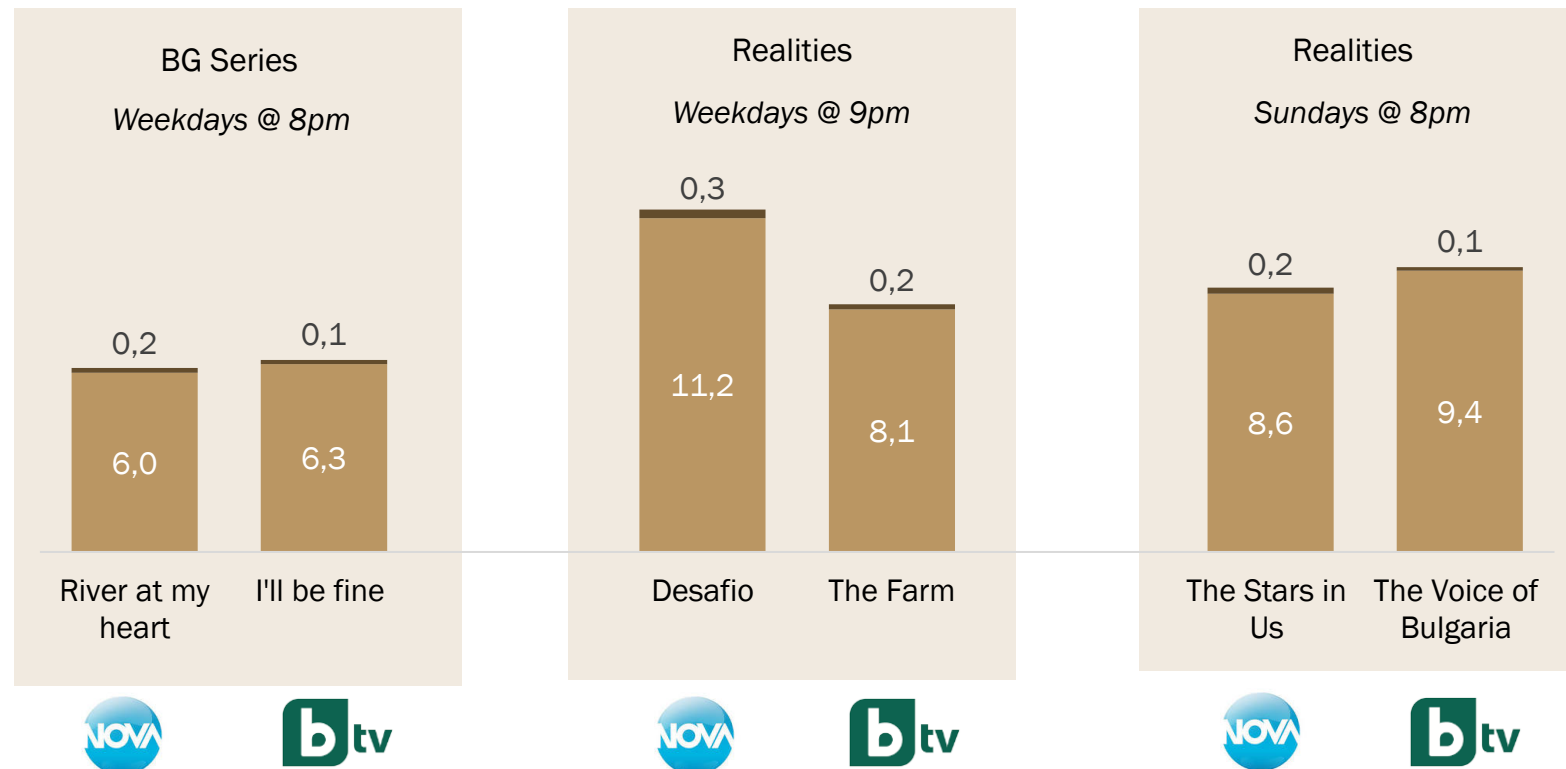
# DESAFIO BECAME THE VIEWERS' FAVOURITE PROGRAM

bTV won the Sunday PT battle thanks to "The Voice of Bulgaria"

The viewers prefer to watch the PT programs in real time, than time shifted

## Average Rating% for September

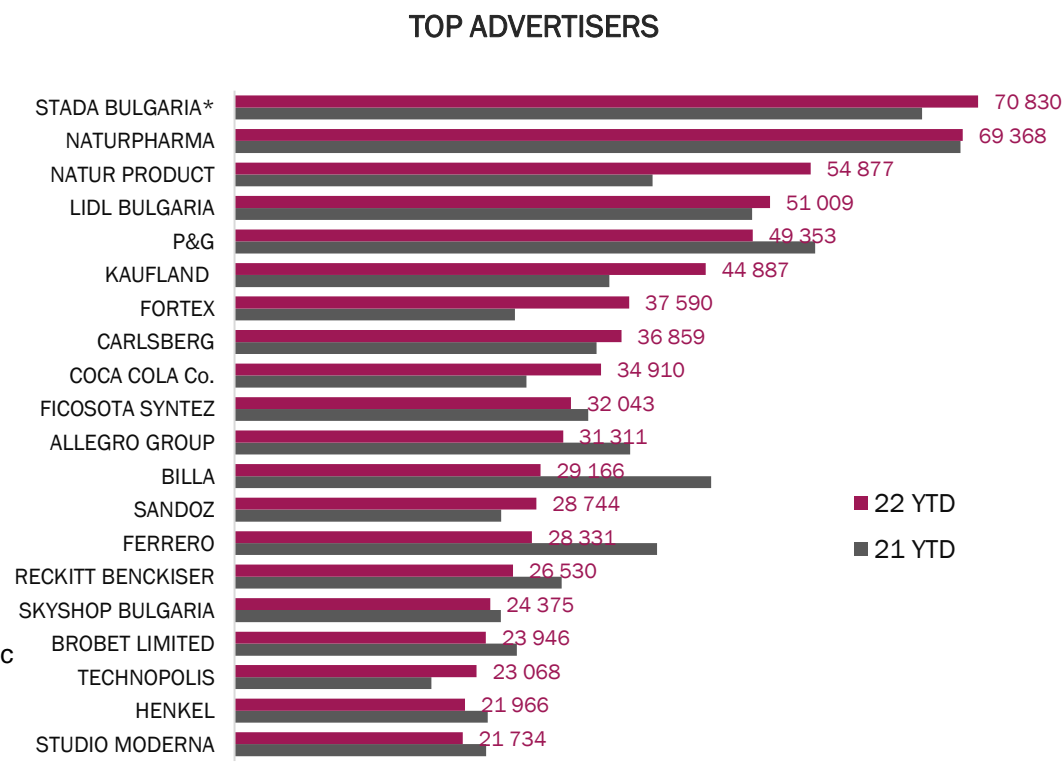
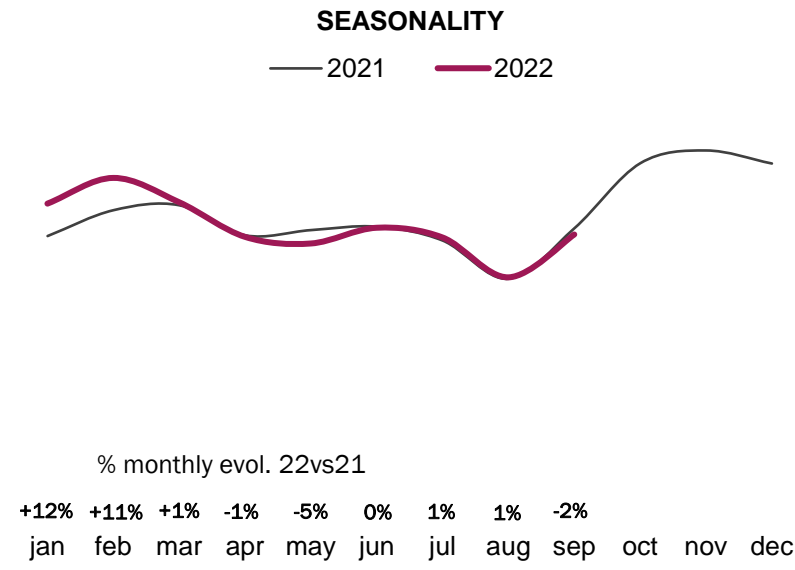
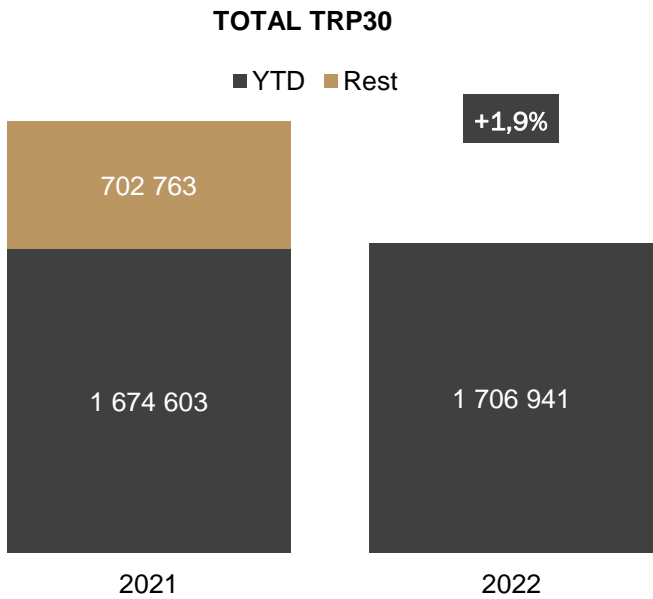
■ Live ■ Time shifted



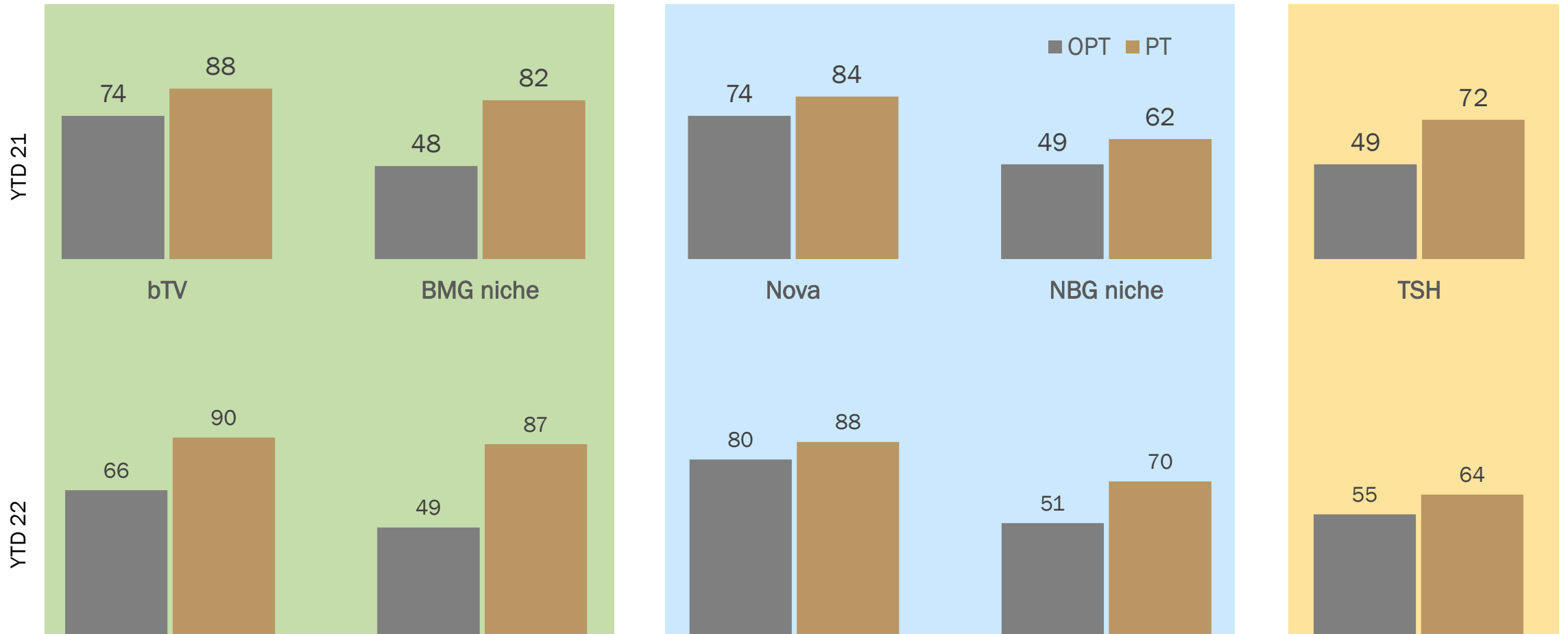
Source: GARB, A18-49

# SLIGHT INCREASE IN DELIVERED AUDIENCE IN 22YTD

Summer '22 registered similar data to Summer '21  
Henkel entered TOP 20



# BMG & NBG KEEP HIGHER INVENTORY THAN 21YTD ONLY TSH MANAGED TO DECREASE PT FULLFILMENT



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



**THANK YOU!**

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