

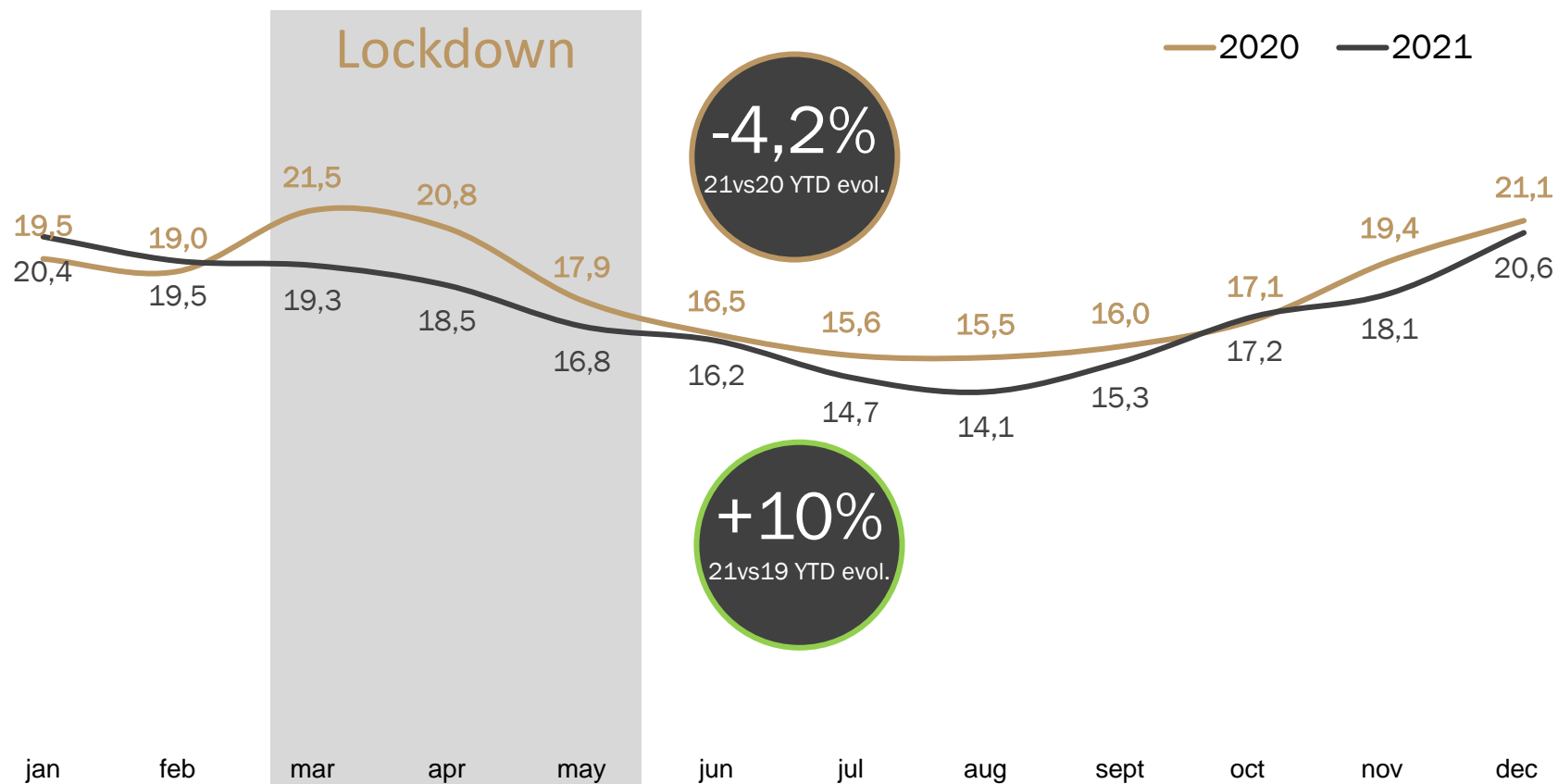


TV REPORT

DECEMBER 2021

FOCUSED ON TOP CHANNELS YEARLY PERFORMANCE

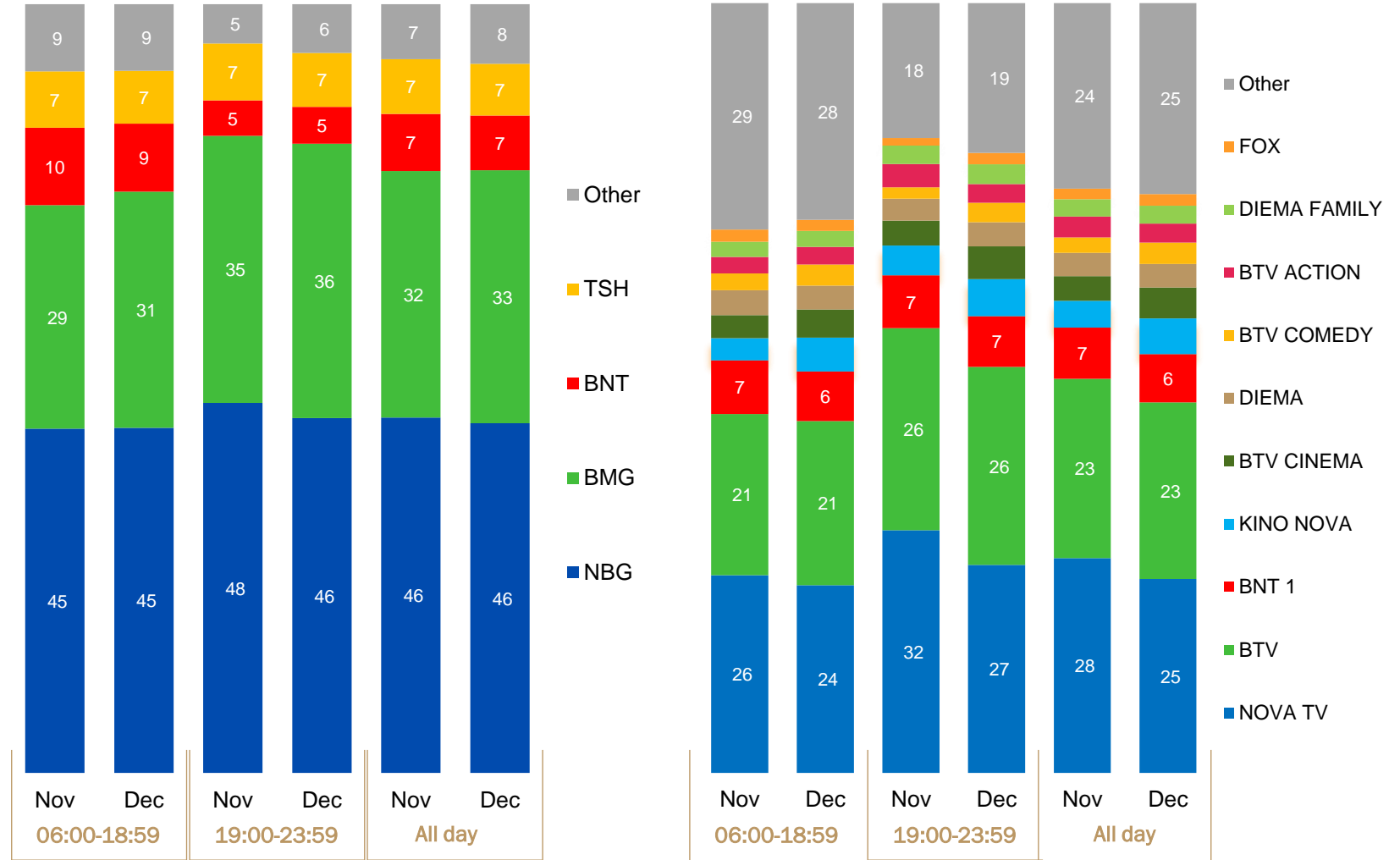
2021 FINISHED WITH 4% LOWER TV VIEWERSHIP THAN 2020, BUT WE STILL OBSERVED 10% INCREASE VS 2019



NBG REGISTERED DECREASE IN PT IN DEC'21 ON THE ACCOUNT OF BMG

This is particularly driven by 5pp loss for Nova in PT

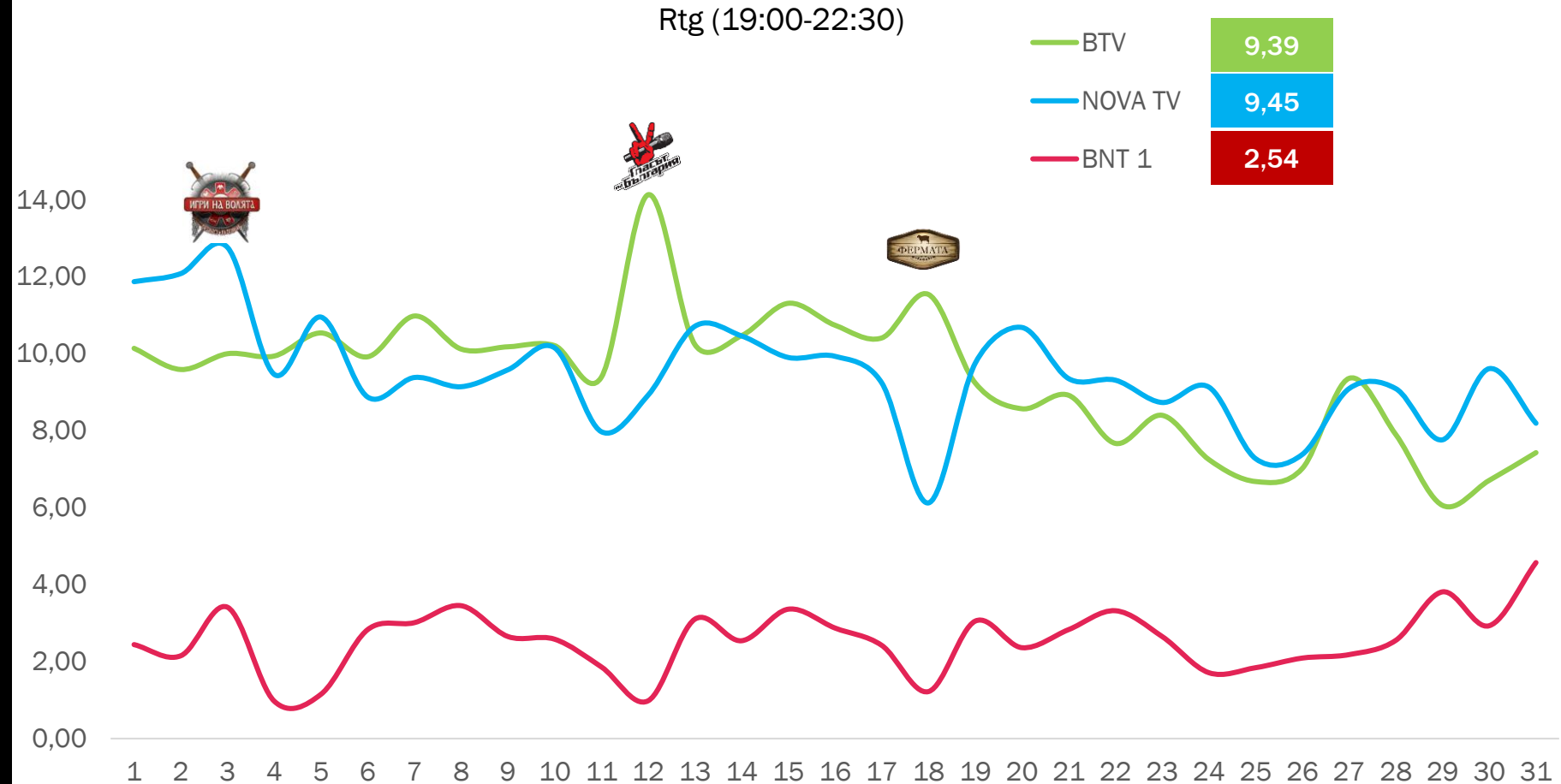
BMG registered slight raise in audience, but it is mainly due to higher interest in niche channels



Source: GARB, A18-49

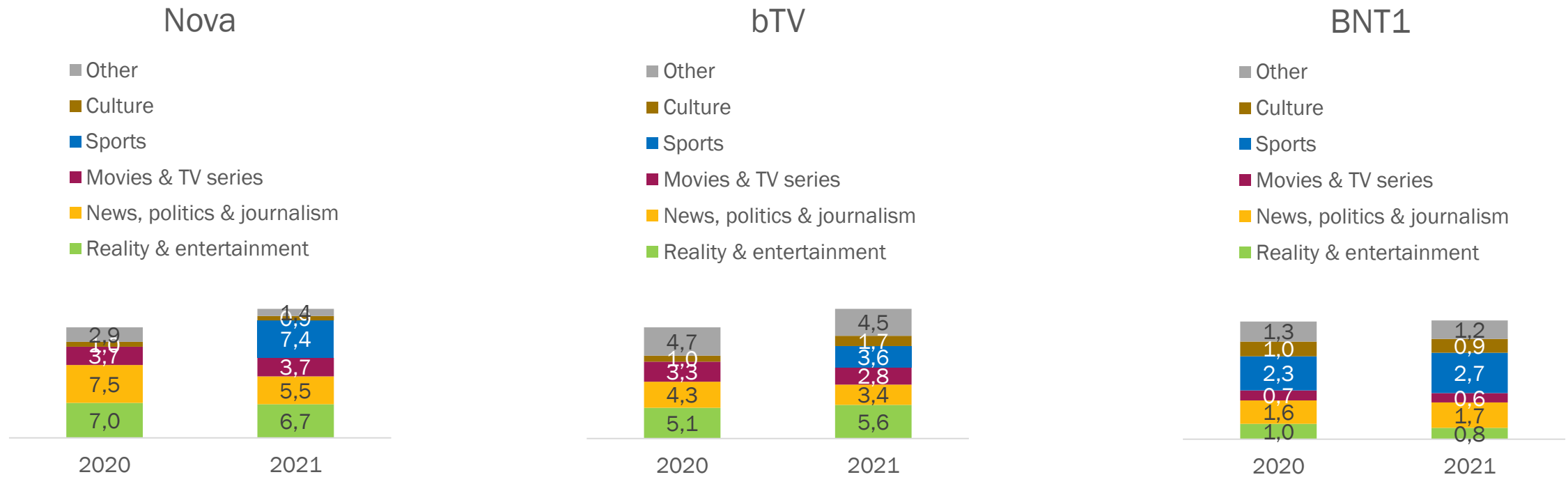
BTV ALMOST CLOSED THE PT GAP WITH NOVA

Reality shows drive peak performance behind bTV & Nova



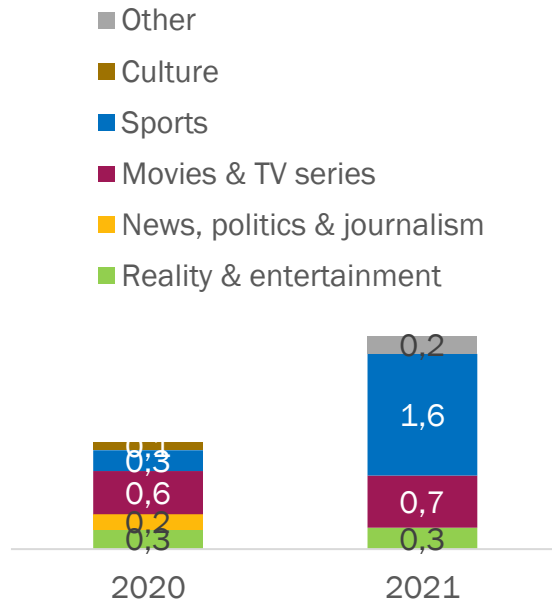
SPORT IS THE MAJOR CONTRIBUTOR TO THE GROWING AUDIENCE INTEREST OF NATIONAL CHANNELS

bTV registers improvement in Realities & Entertainment driven by “Who wants to be a millionaire?”

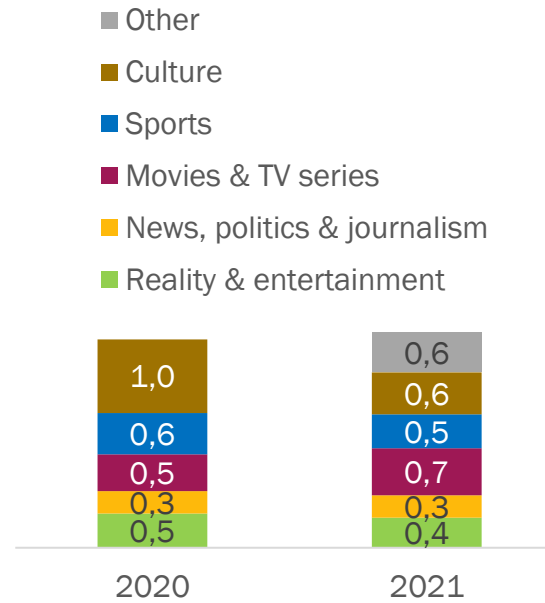


DIEMA MADE ITS WAY TO TOP POSITION AMONG NICHE CHANNELS THROUGH SPORT AS WELL

Diema



Kino Nova

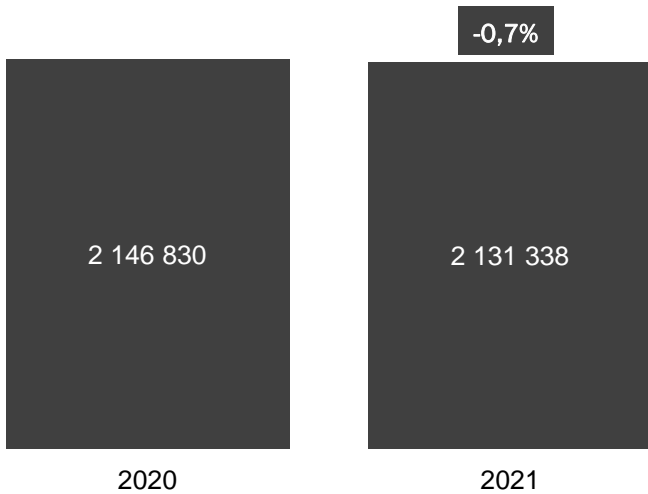


bTV Comedy

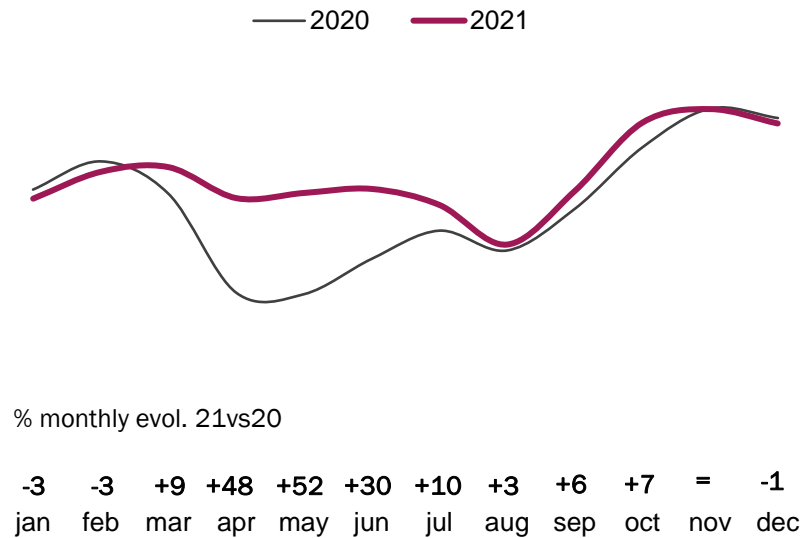


TINY DECREASE IN DELIVERED AUDIENCE YoY DRIVEN BY JAN-FEB & DEC NATURPHARMA & P&G CLOSE THE YEAR ON TOP, FOLLOWED BY LIDL & FERRERO

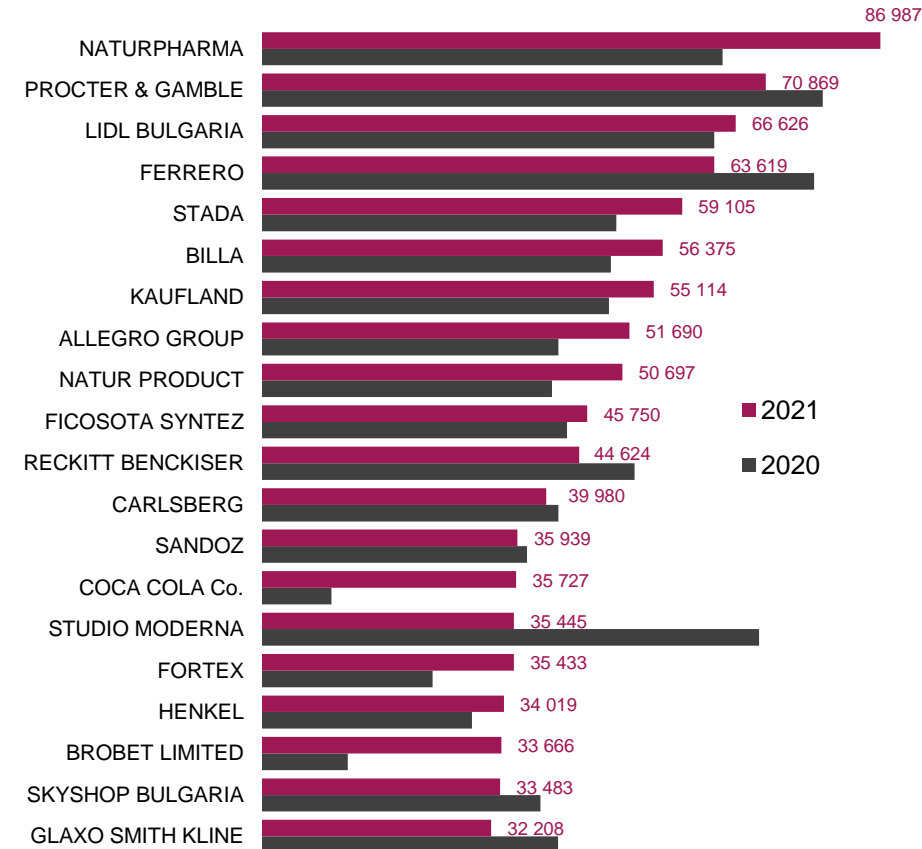
TOTAL TRP30



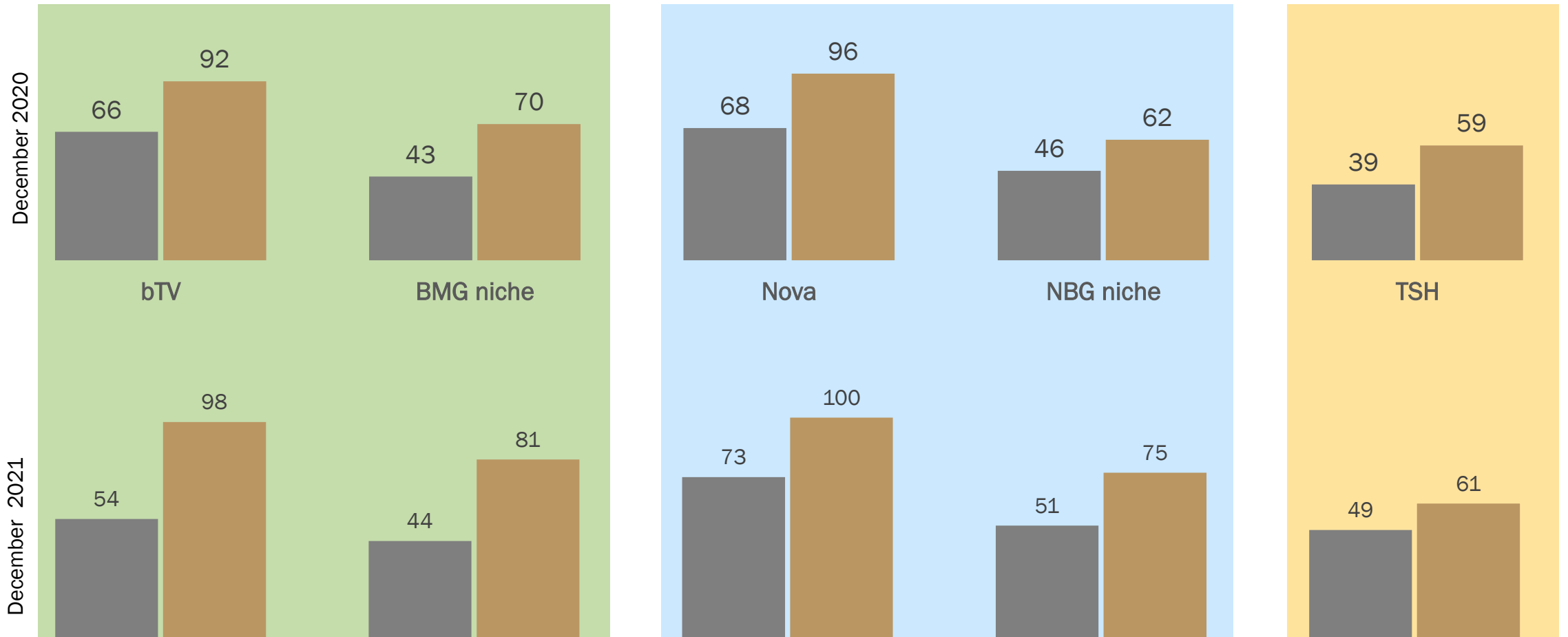
SEASONALITY



TOP ADVERTISERS



HIGHER PT FULFILLMENT FOR BOTH MAIN & NICHE CHANNELS



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



THANK YOU!

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