

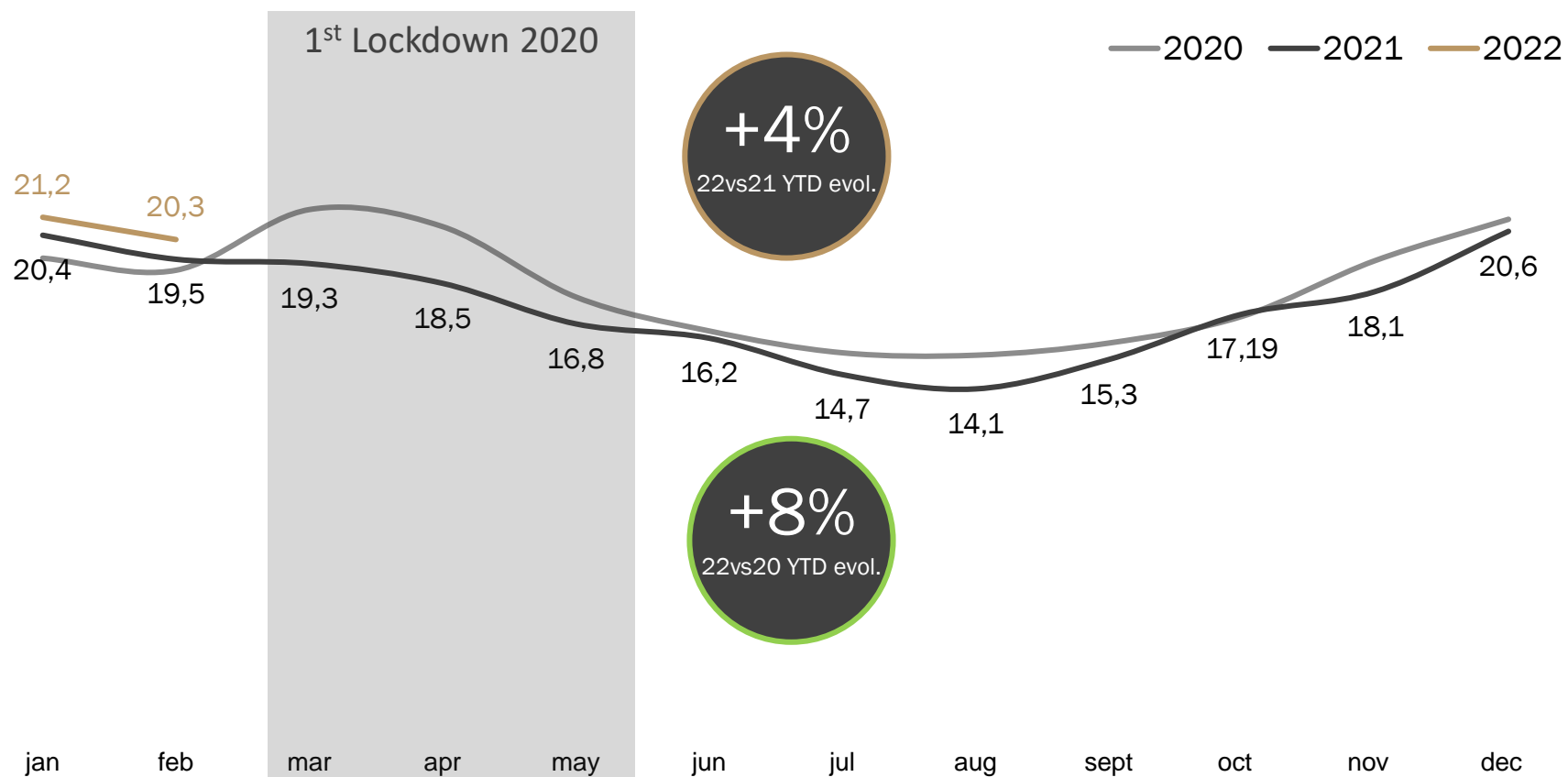


TV REPORT

FEBRUARY 2022

FOCUSED ON BTV & NOVA WEEKEND PT PROGRAMS

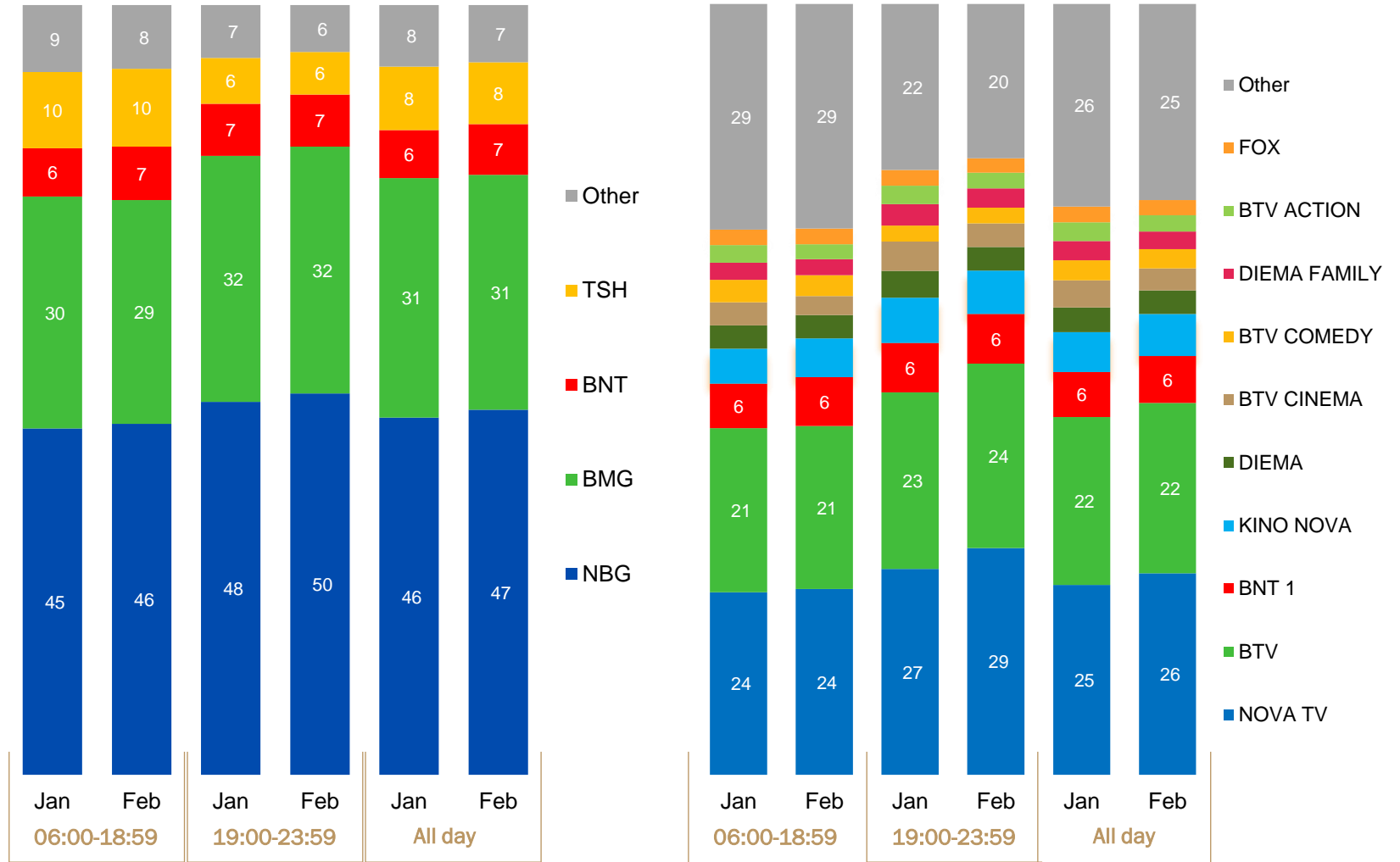
THE AUDIENCE
TREND
REMAINED THE
SAME IN 2022
KEEPING
HIGHER
VIEWERSHIP
LEVELS VS 2021



NBG INCREASED PT SHARE BY 2 PP. BMG KEPT STABLE LEVELS

On channel basis both Nova and bTV increased slightly during the PT.

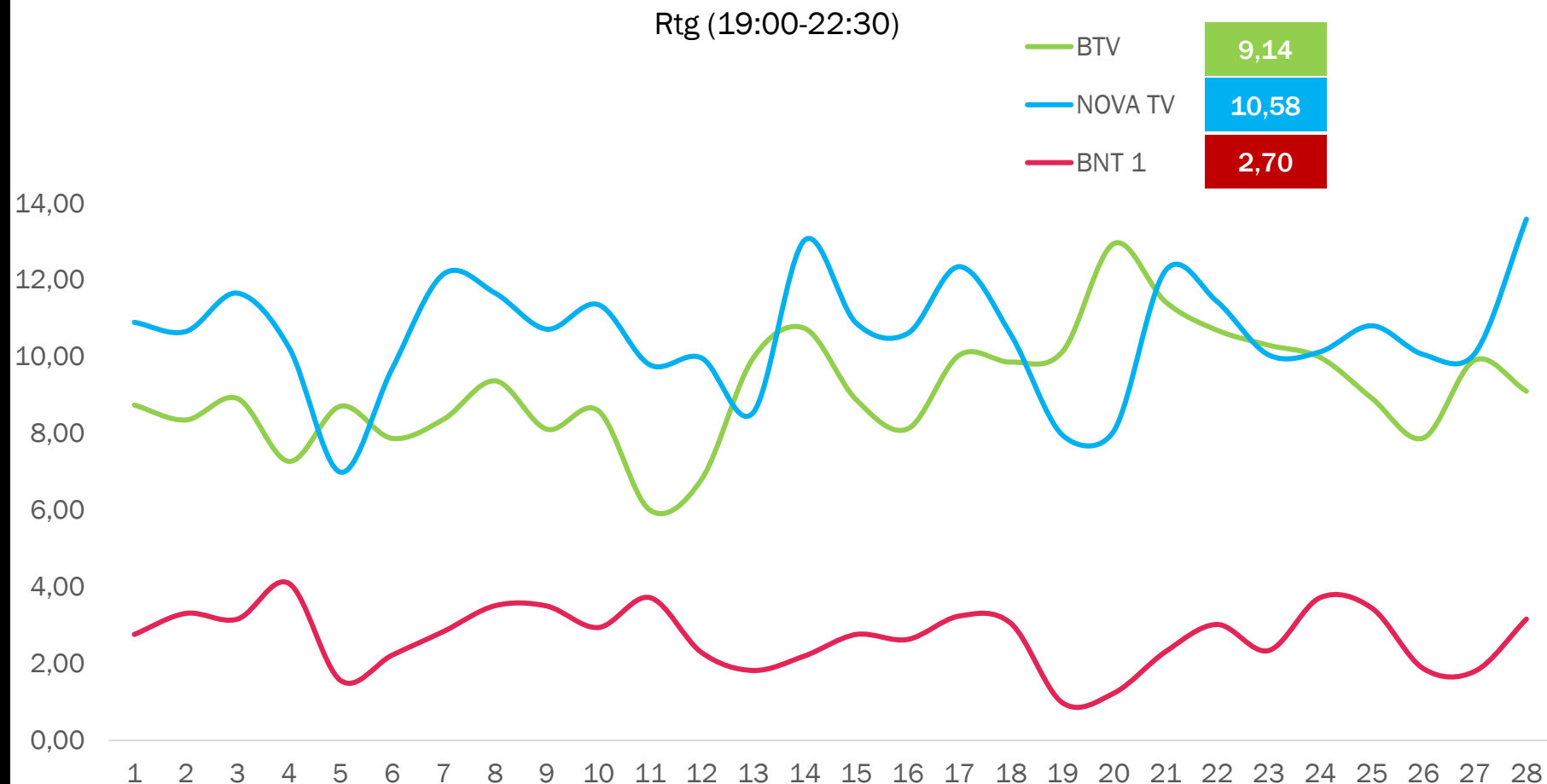
Kino Nova remained the top niche channel followed by Diema.



Source: GARB, A18-49

ALL THREE MAIN CHANNELS INCREASED PT RATINGS

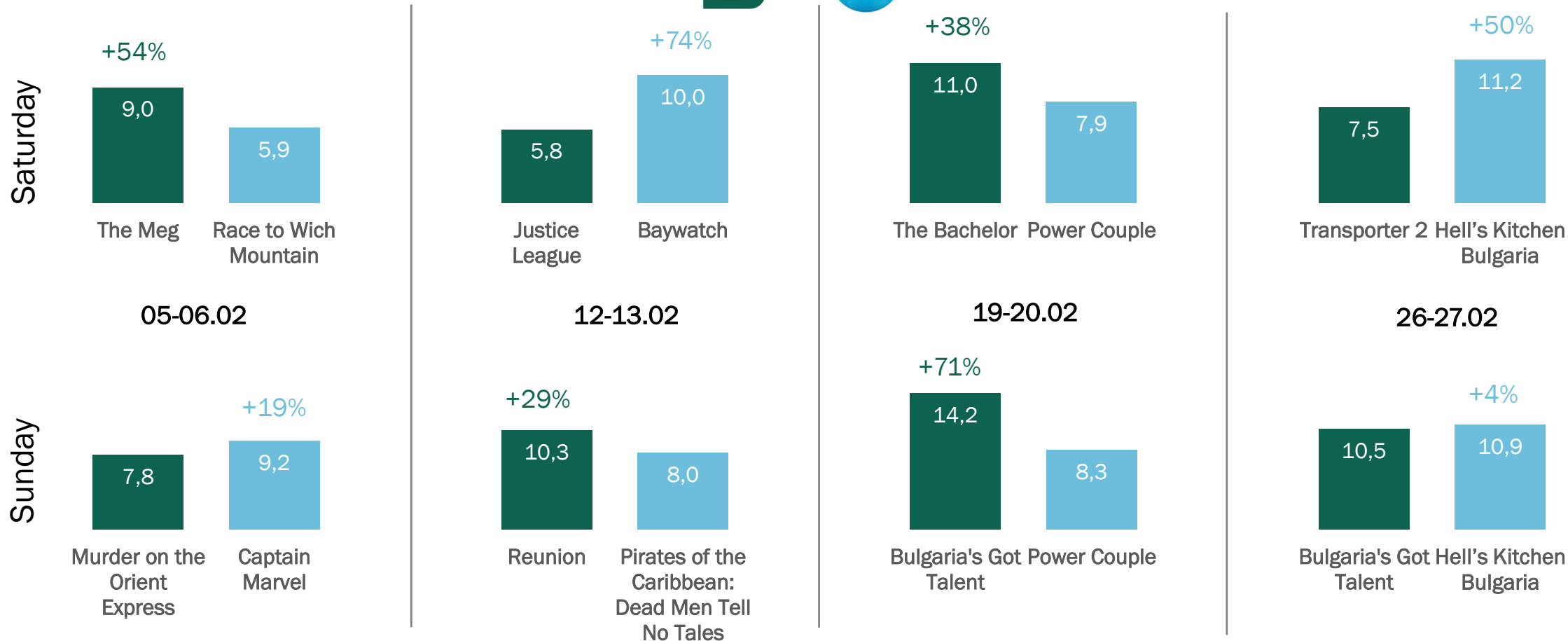
BTV competed successfully
in the weekends.



WEEKEND PT HOURS ARE AMONG THE MOST COMPETITIVE SLOTS ON TV

In February, bTV & Nova win equal number of battles

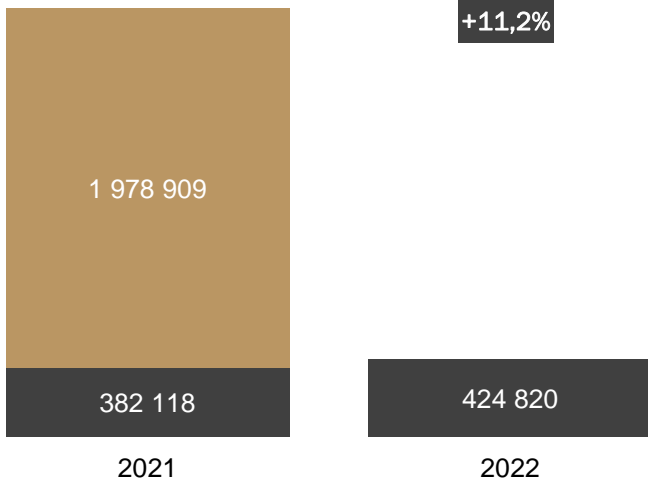
Source: GARB, A18-49



DOUBLE DIGITS INCREASE OF DELIVERED AUDIENCE FOR 2ND MONTH PHARMA ADVERTISERS PREDOMINATED IN TOP 20

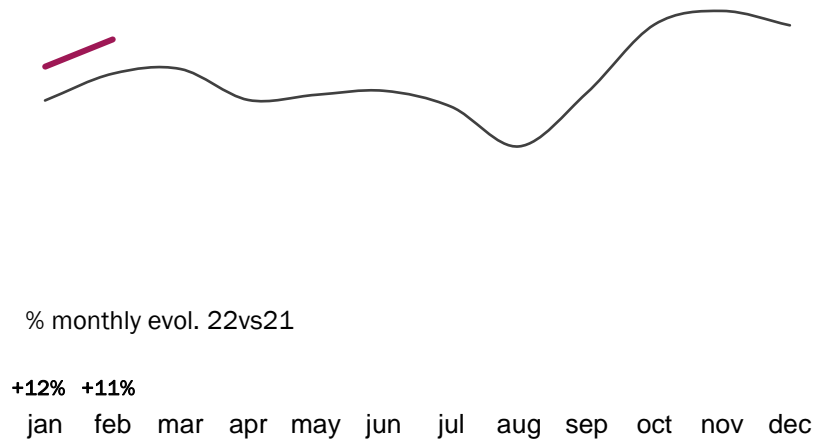
TOTAL TRP30

■ YTD ■ Rest

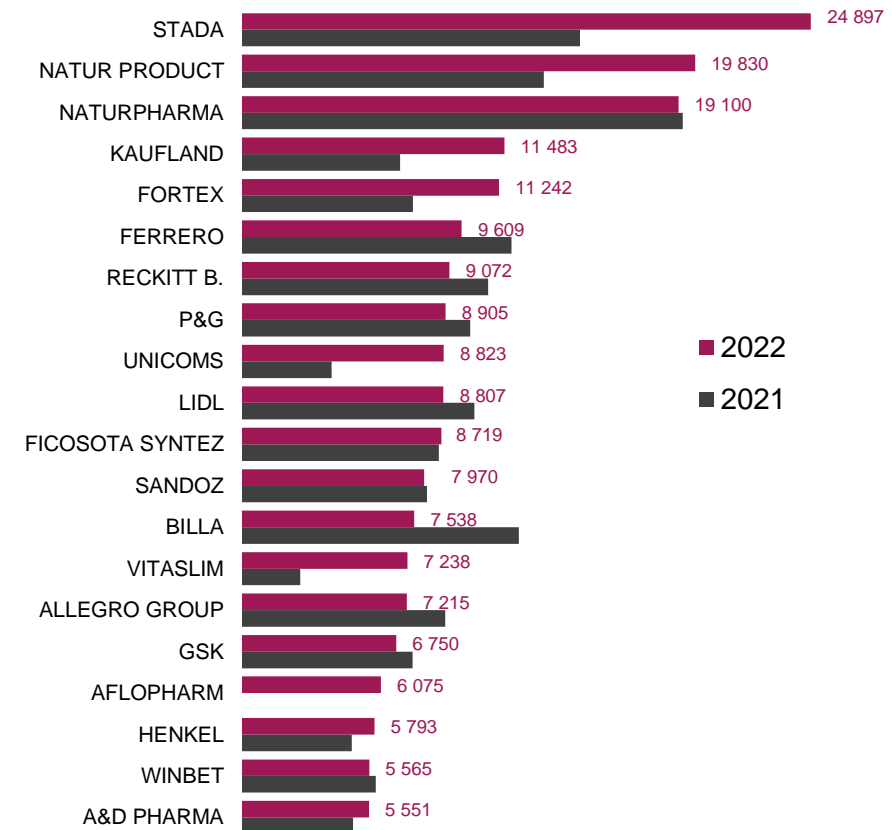


SEASONALITY

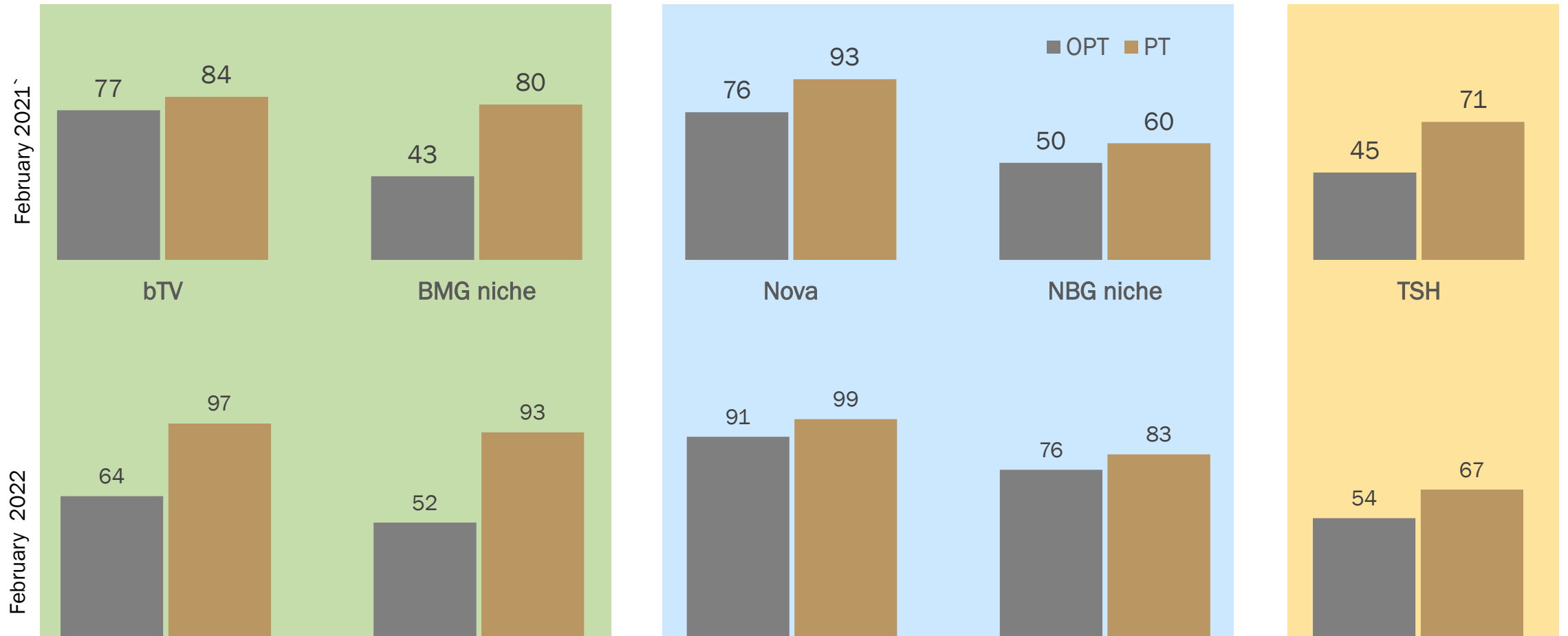
— 2021 — 2022



TOP ADVERTISERS



NOVA & BTV INCREASED INVENTORY FULFILMENT IN FEB'22 TSH DECREASED COMPARED TO FEB'22



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



THANK YOU!

For more details, please contact us at:
filipa.traikova@publicisgroupe.com
damyam.kolarov@publicisgroupe.com
svetlana.tacheva@publicisgroupe.com