

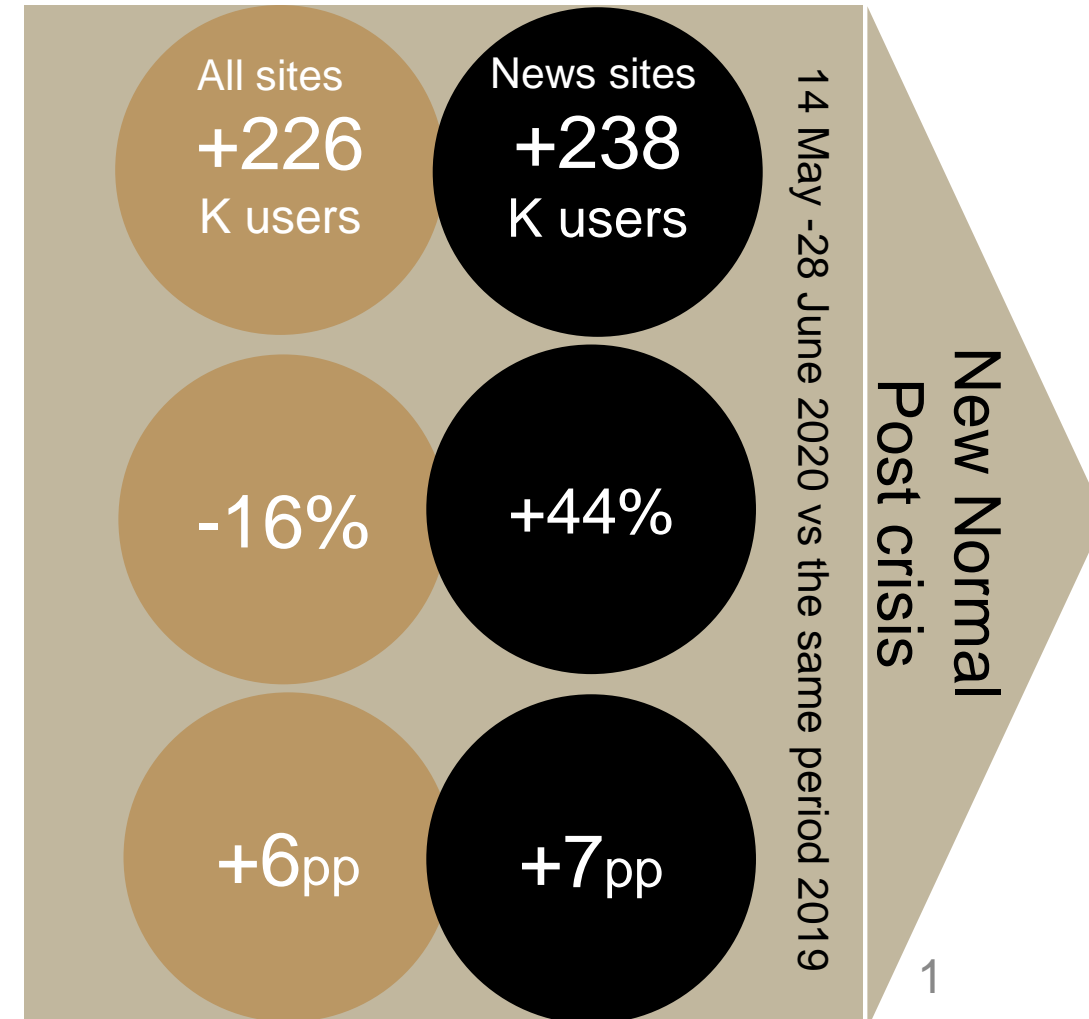
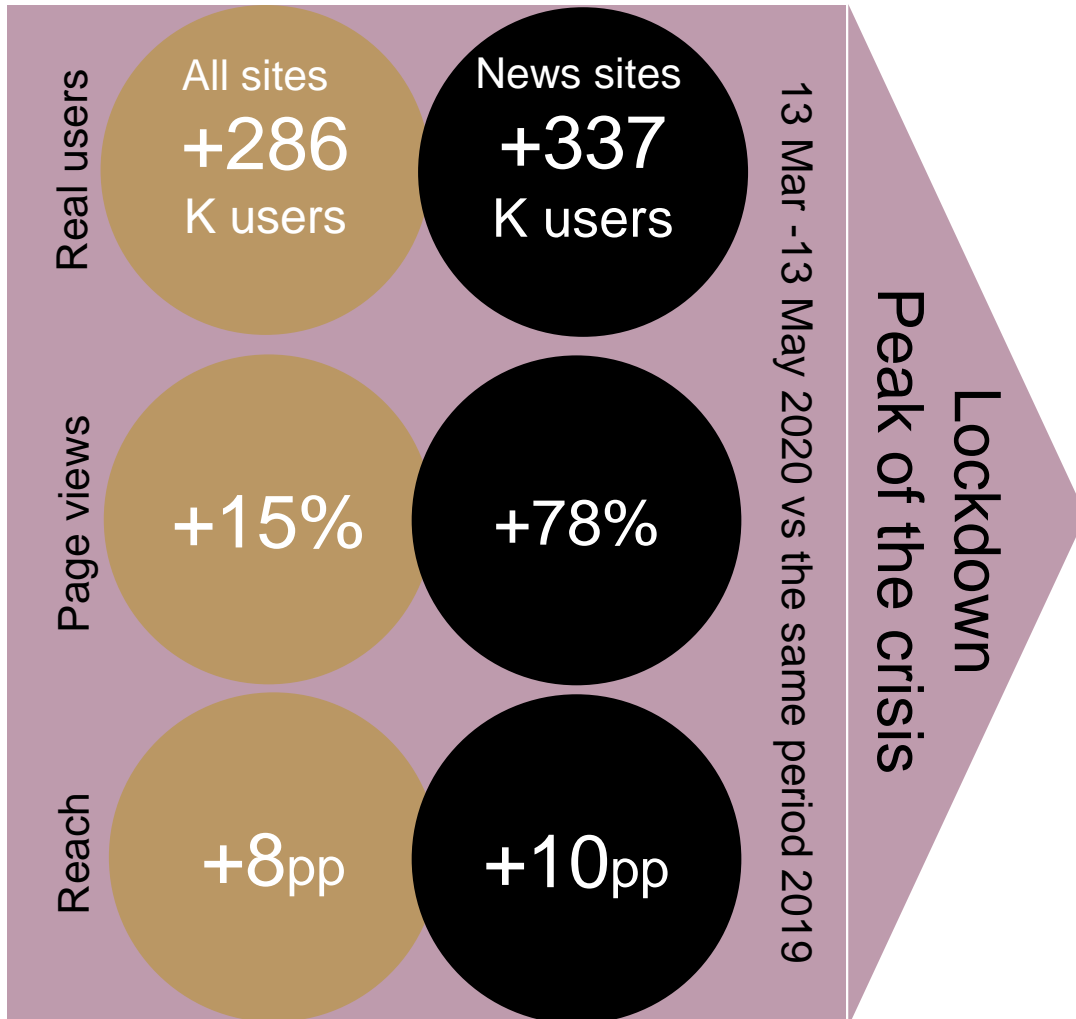


TV WEEKLY REPORT

FOCUSED ON SUNDAY PUBLICISM

Source: GARB
Data: People meter, national base
Period: 22-28.06
TG: A 18-49
Currency: BGN gross

NEWS PAGE VIEWS KEPT HIGHER LEVELS THAN LAST YEAR PROBABLY DRIVEN BY COVID CRISIS ALL WEB PAGE VIEWS HOWEVER DECLINED



Source: Gemius, A18-49

PEOPLE STILL SPENT MORE TIME WITH TV EVEN AFTER THE LOCKDOWN

13 Mar -13 May 2020 vs the same period 2019

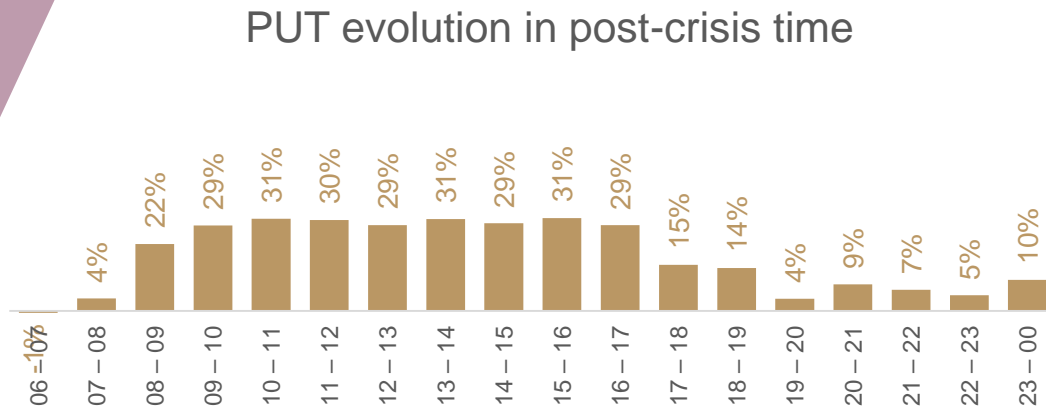
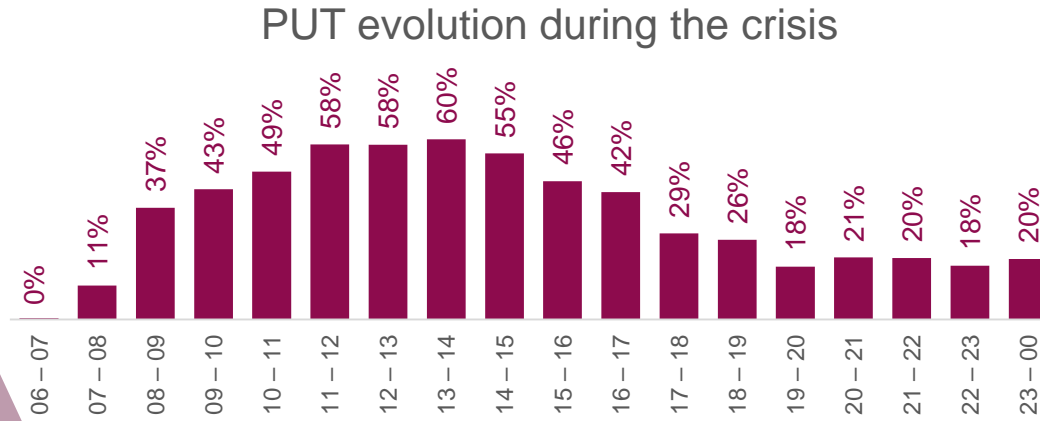
Lockdown

Peak of the crisis

PUT +31%

Time spent +0:55 hour

Reach +6pp



Source: GARB, A18-49

14 May – 28 June 2020 vs the same period 2019

New Normal

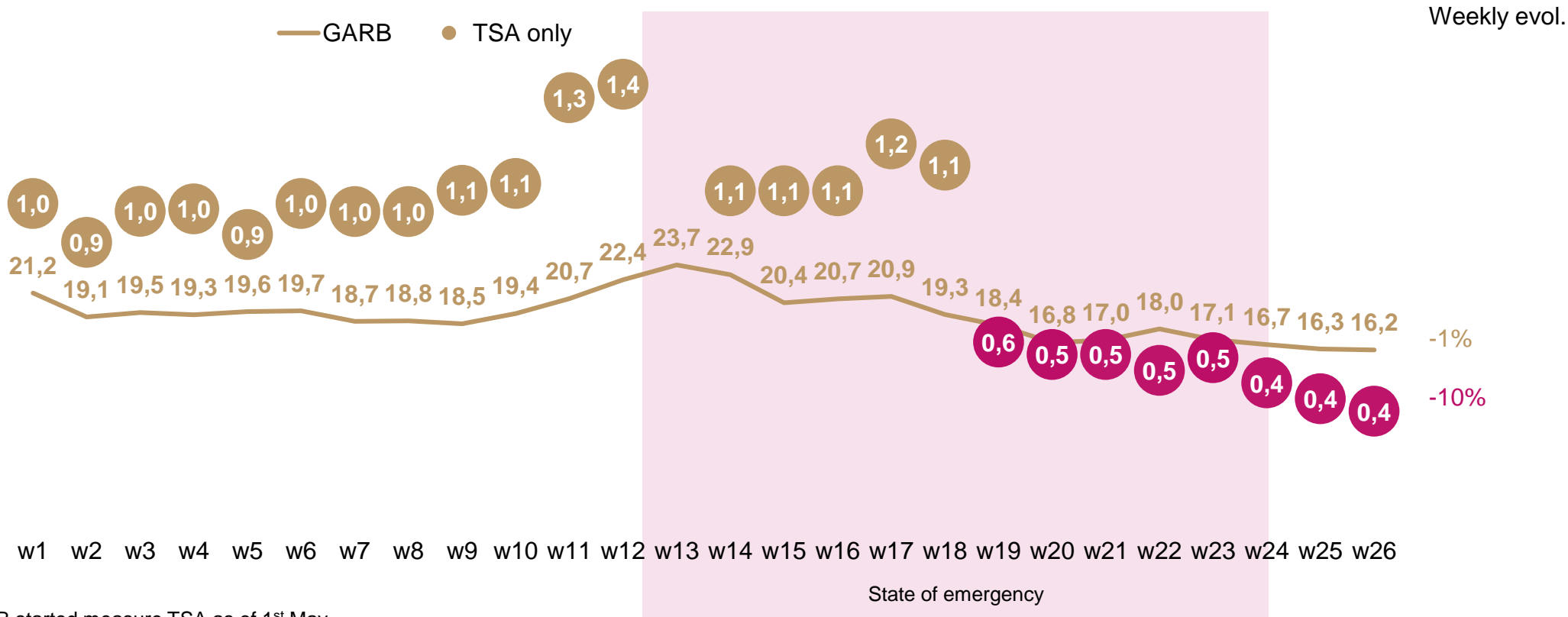
Post crisis

+15%

+0:25 hour

+1 pp

GETTING MORE INTO SUMMER WE OBSERVED 4TH CONSECUTIVE WEEK OF TV VIEWRSHIP DECLINE



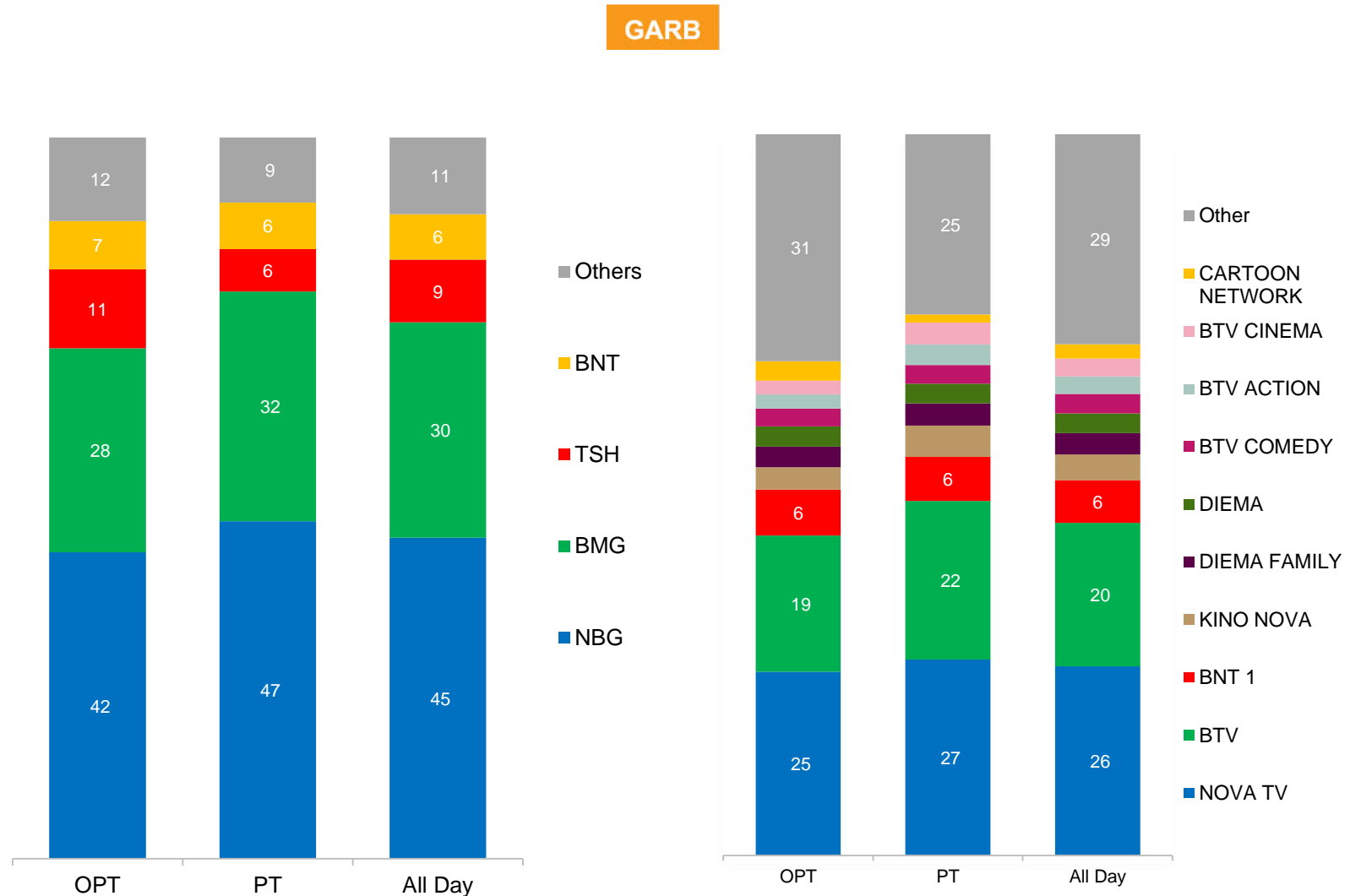
*GARB started measure TSA as of 1st May

NBG INCREASED PT AUDIENCE

BMG at the same time declined.

Top 5 channels remained the same with Kino Nova and Diema Family keeping stable performance.

Diema reached 6th place outperforming BMG niche channels.



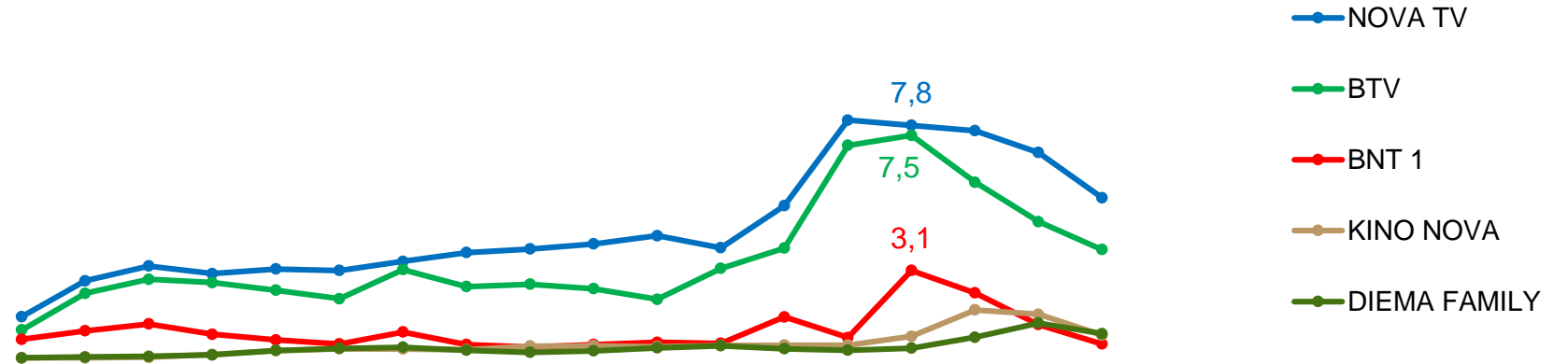
NOVA SUSTAINED DOMINANCE THROUGHOUT THE DAY

NBG niche channels outperformed BMG channels.

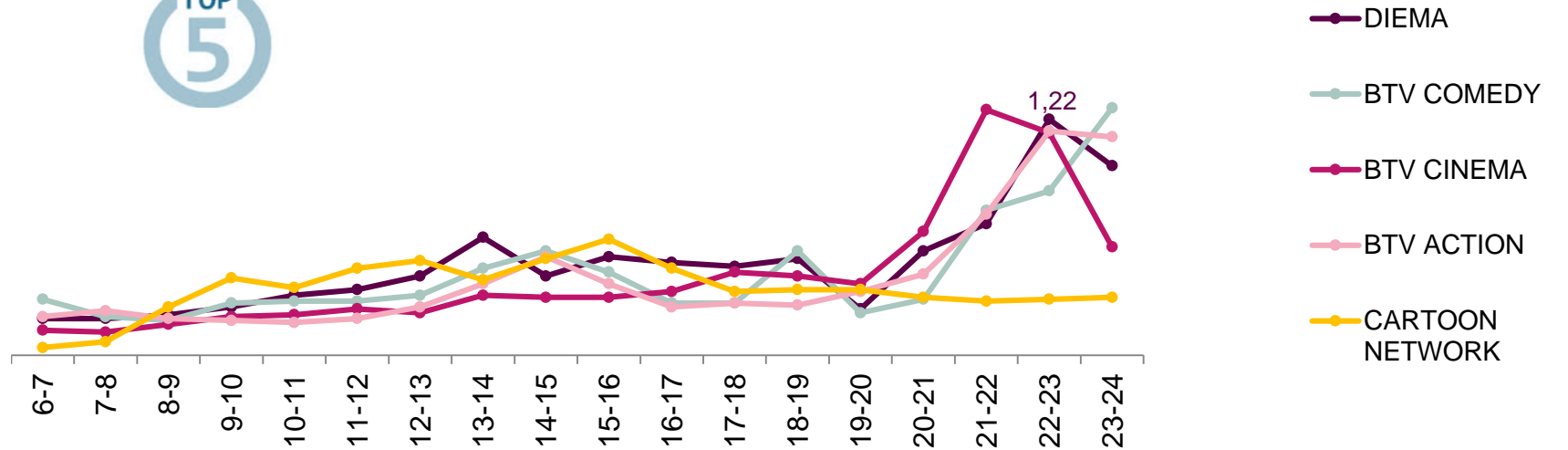
BNT1 is the only channel within top 10 that is not part of both major TV groups.

TOP 5

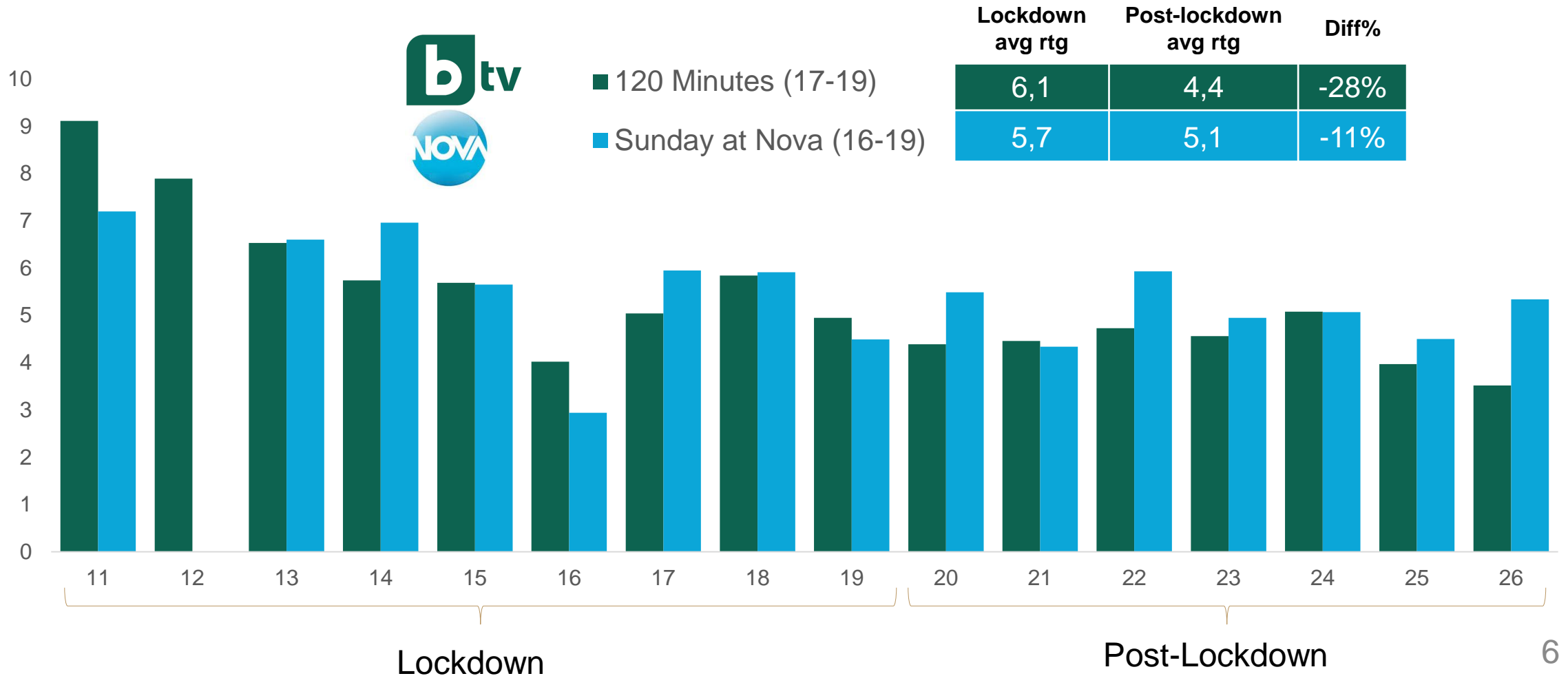
GARB



NEXT TOP 5



DURING THE LOCKDOWN 120 MINUTES REGISTERED SLIGHTLY HIGHER AVERAGE RATING THAN SUNDAY AT NOVA IN THE FOLLOWING PERIOD, HOWEVER, IT COULDN'T SUSTAIN THE AUDIENCE AND NOVA'S PROGRAM OUTPERFORMED IT



BTV REGISTERED THE HIGHEST WEEKLY RATING VIA EVERMORE NOVA HOWEVER DOMINATED OVERALL RANKING

	Channel	Title	Type	Time start	Rating %	Shr %
1	BTV	Evermore	Series	20:00	8,7	28,7
2	NOVA TV	Fish on the cake	Culinary program	20:00	8,5	28,4
3	NOVA TV	Magnum P.I.	Series	21:00	8,1	25,5
4	NOVA TV	The Hitman's Bodyguard	Movies	20:00	8,1	29,6
5	NOVA TV	News block	News	19:00	8,0	33,9
6	NOVA TV	News block	News	22:00	7,5	24,6
7	BTV	News block	News	19:00	7,1	30,2
8	NOVA TV	FBI	Series	22:30	6,7	24,5
9	BTV	Couples Retreat	Movies	20:00	6,0	22,0
10	BTV	Fi	Series	21:00	5,8	18,4
11	NOVA TV	Sunday at NOVA	Publicism	16:00	5,3	27,7
12	NOVA TV	Criminal Minds	Series	23:30	5,1	26,1
13	NOVA TV	Family Feud	TV games	18:00	5,1	26,7
14	NOVA TV	Bad company	Movies	22:00	5,0	24,1
15	NOVA TV	The News	News	16:00	4,8	32,2
16	NOVA TV	Nichia zemia	Publicism	18:00	4,8	28,8
17	NOVA TV	The Ugly Truth	Movies	20:00	4,8	22,0
18	NOVA TV	My New Best Friend	Movies	12:30	4,6	27,9
19	BTV	This means war	Movies	22:30	4,5	20,2
20	NOVA TV	Mrs. Fazilet and her daughters	Series	13:30	4,5	29,4



THANK YOU!

For more details, please contact us at:

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