



# TV WEEKLY REPORT

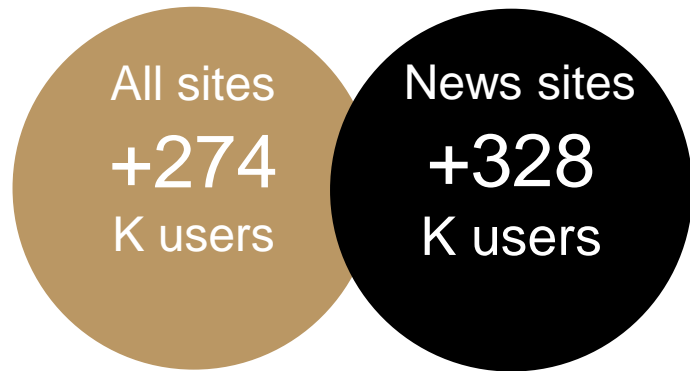
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FOCUSED ON EFFECT OF STATE OF EMERGENCY ON TV VIEWERSHIP

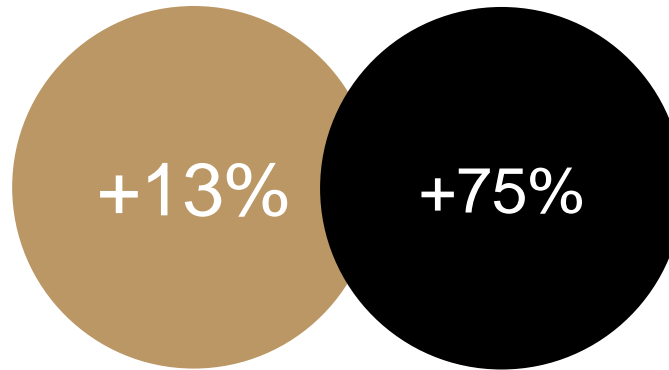
Source: GARB  
Data: People meter, national base  
Period: 11-17.05.  
TG: A 18-49  
Currency: BGN gross

# NEWS WEBSITES BENEFITED SIGNIFICANTLY FROM THE LOCKDOWN: 3-DIGIT GROWTH IN USERS

13 Mar -17 May 2020 vs the same period 2019



Huge increase in Real users



Uplift in page views especially via News



Higher Reach

**TV CONSUMPTION GREW SIGNIFICANTLY 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

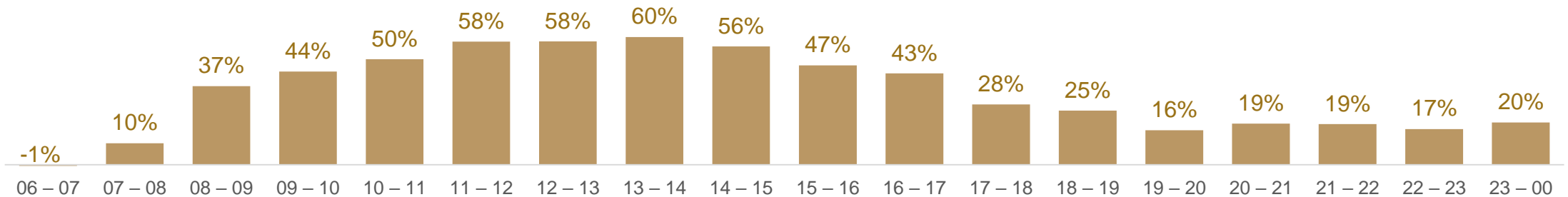


Growing time spent with TV



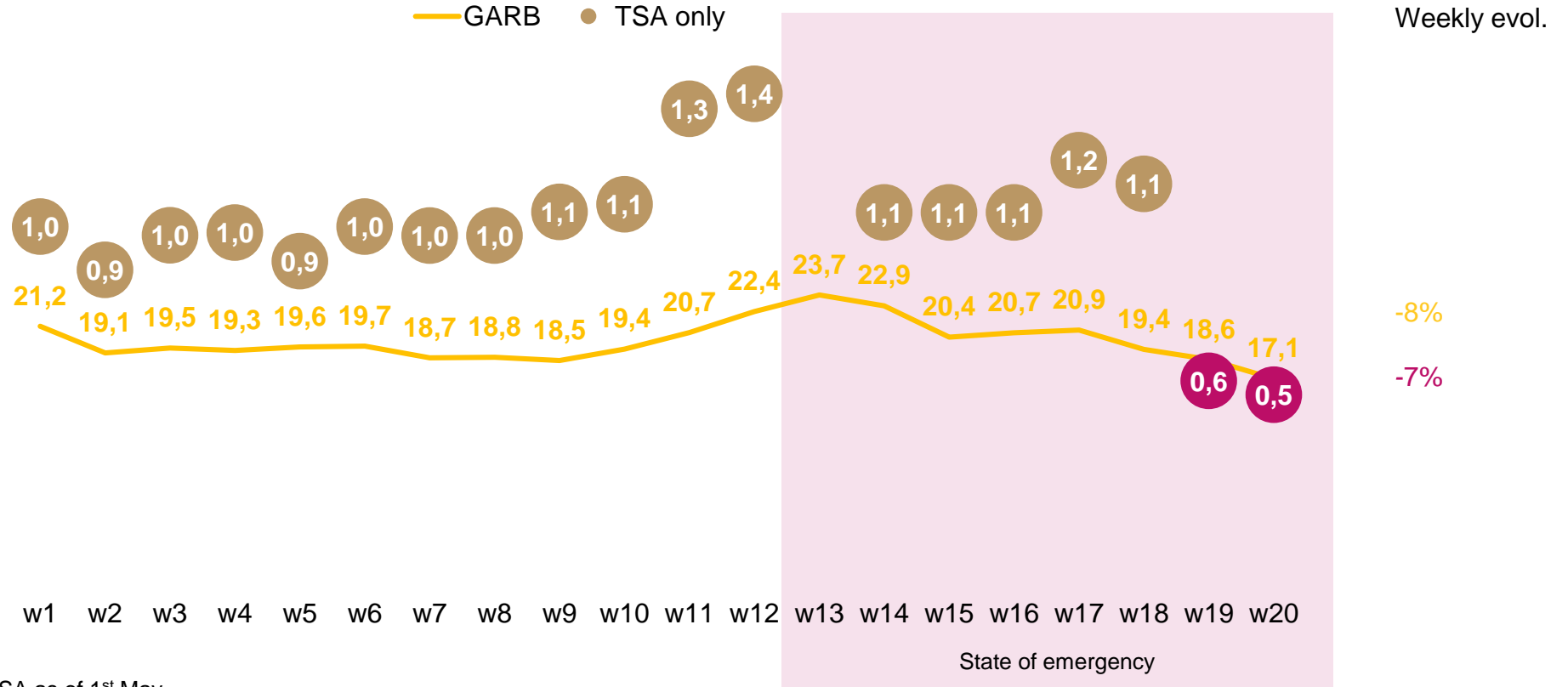
Higher Reach

PUT evolution



13 Mar -17 May 2020 vs the same period 2019

# WEEKLY VIEWERSHIP TENDS TO GET BACK TO NORMAL WITH THE EASE OF MEASURES, COMING SUMMER AND END OF HIGH TV SEASON



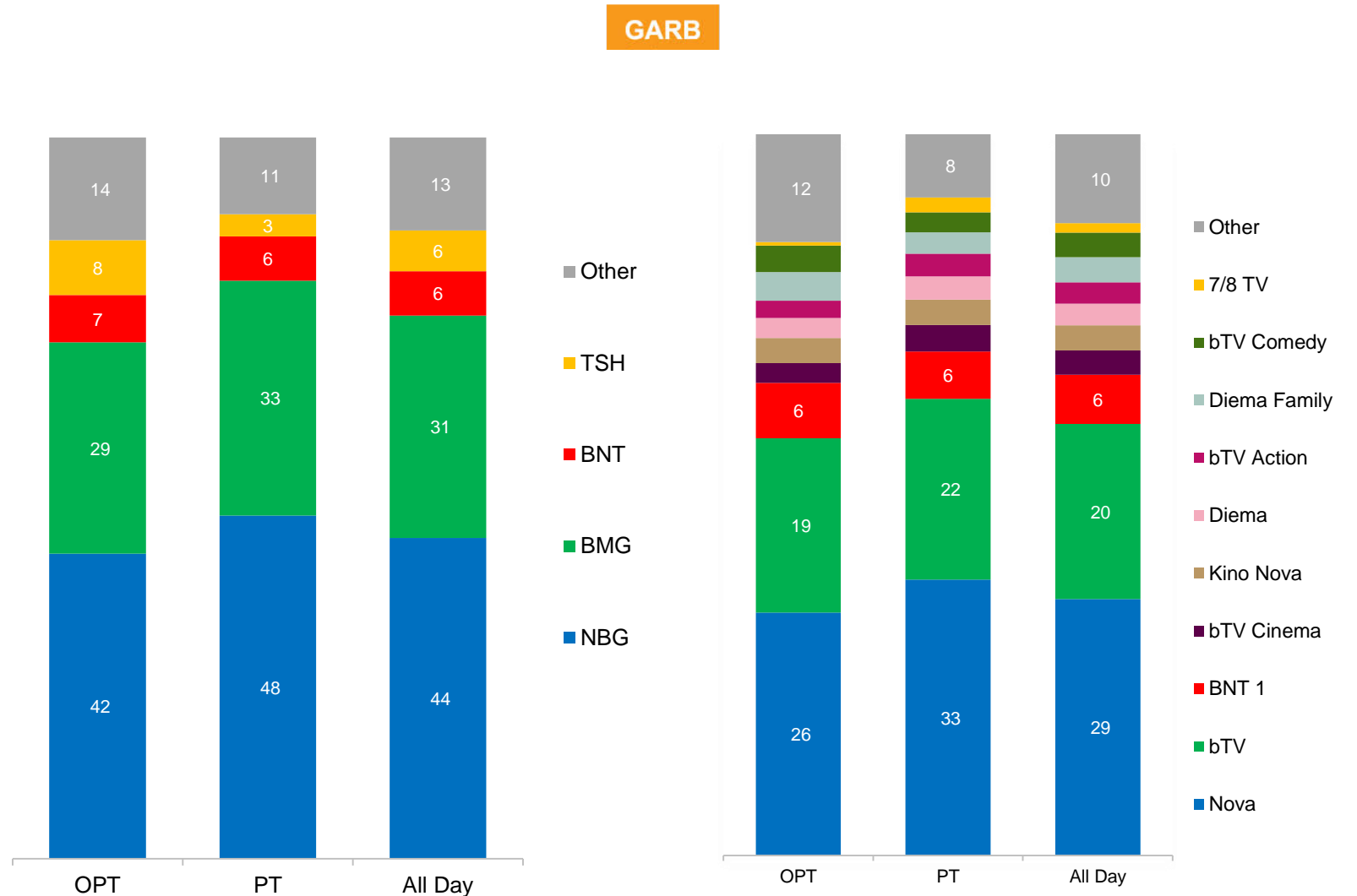
\*GARB started measure TSA as of 1<sup>st</sup> May

# NBG SUSTAINED PT LEADERSHIP DESPITE LOOSING SHARE

NBG increase with 1-2pp, while BMG decreased in all time slots. Both BNT and TSH increased OPT shares by 1pp.

Nova and bTV decreased audience shares by 1pp, whereas BNT 1 increased PT share with 1pp.

bTV Cinema remained the top niche channel. 7/8 TV returned to the top 10 ranking.

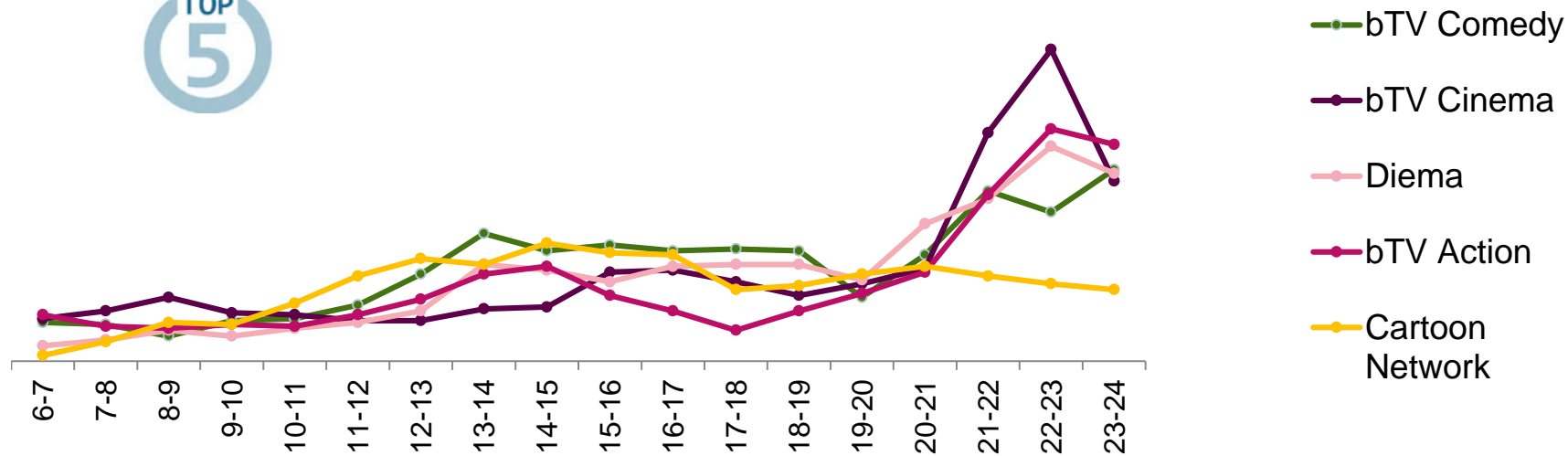
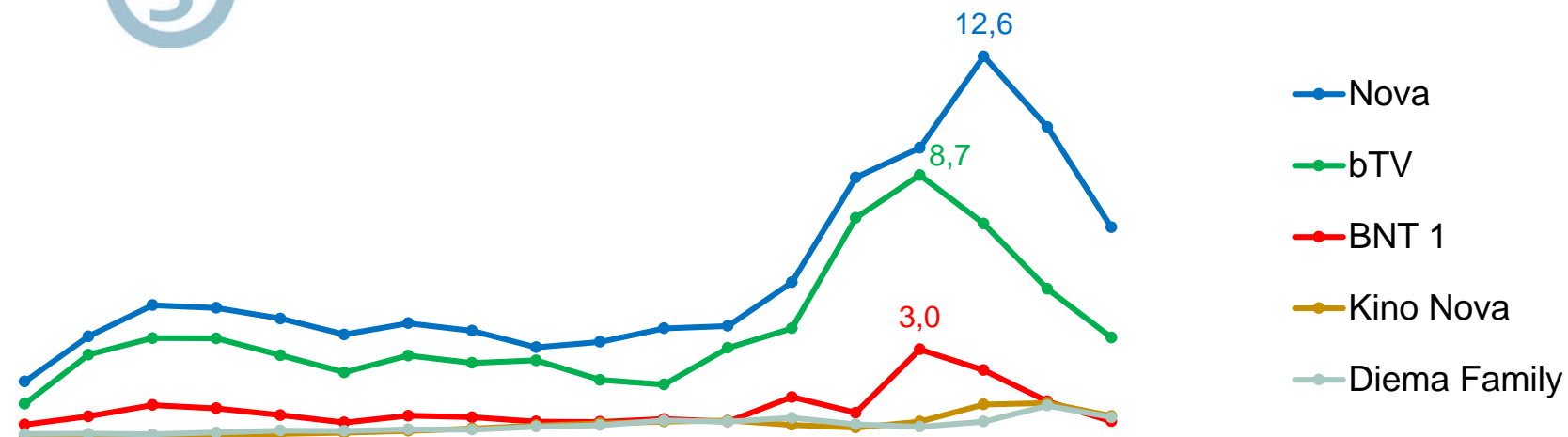


# MAIN TV CHANNELS DECLINED PT PEAK AUDIENCE WITH ALMOST 1pp

Nova's advantage during the entire day continued to grow



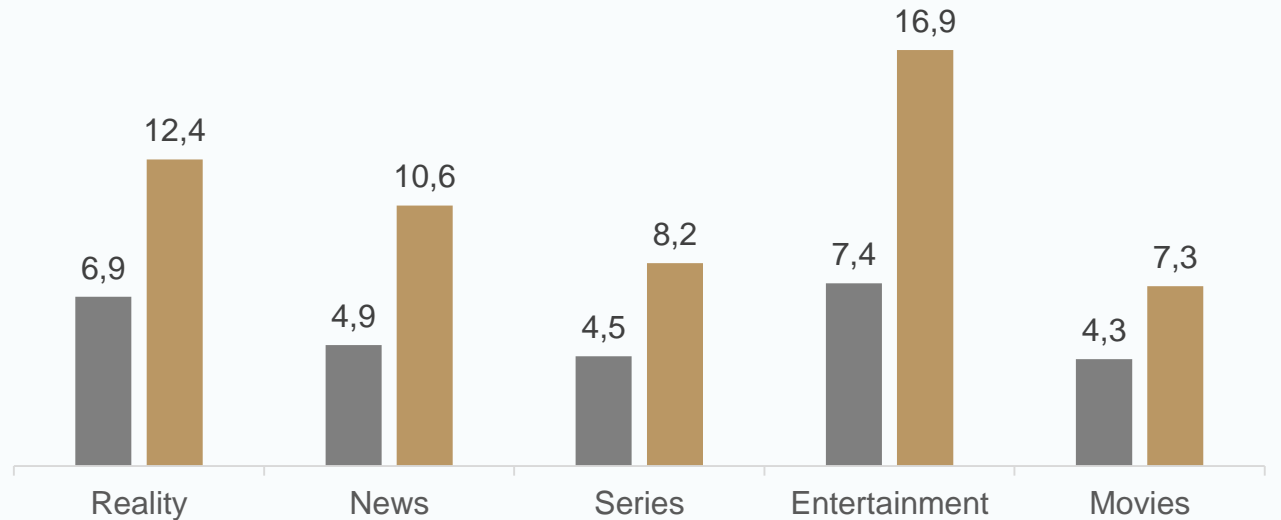
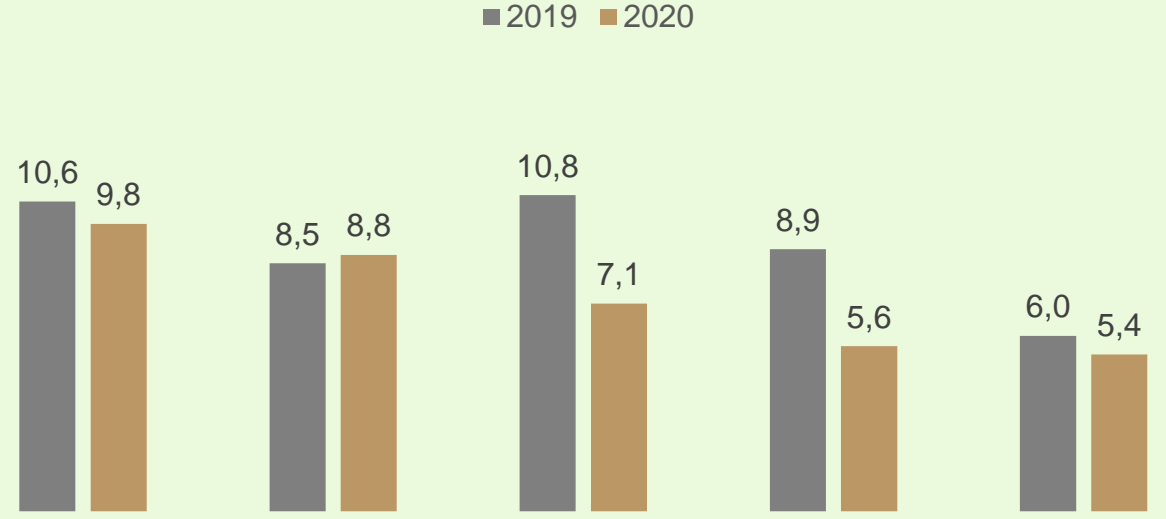
GARB



# NOVA'S PT VIEWERSHIP INCREASED SIGNIFICANTLY IN ALL CATEGORIES DUE TO COVID-19

bTV programs in all categories, except News decreased in comparison to the same period last year.

PT Entertainment, Reality and News programs registered the highest increase during the lockdown.



13 Mar -17 May 2020 vs the same period 2019

# TOP 20 WEEKLY RANKING DOMINATED BY NOVA PT PROGRAMS

	Channel	Title	Type	Time start	Rating %	Shr %
1	Nova	Your Face Sounds Familiar	Entertainment	20:00	16.5	47.9
2	Nova	Hell's Kitchen Bulgaria	Reality	21:00	13.9	36.4
3	Nova	News - Emergency Feed	News	20:30	12.5	34.3
4	Nova	Kitchen Nightmares	Reality	21:00	12.3	40.3
5	Nova	Stolen life	Series	20:00	11.6	32.4
6	bTV	News - special emission	News	20:30	11.5	31.6
7	bTV	Evermore	Series	20:00	10.7	29.5
8	bTV	The Voice of Bulgaria	Reality	20:00	10.1	33.8
9	bTV	MasterChef	Reality	21:00	9.6	24.7
10	Nova	Undercover Boss	Reality	22:30	9.6	30.6
11	Nova	Familles at Crossroads	Documentary	22:00	9.3	31.3
12	Nova	Strawberry Moon	Series	22:00	9.3	25.7
13	bTV	Brigade New Home	Entertainment	21:00	8.8	25.9
14	Nova	News block	News	19:00	8.6	35.7
15	bTV	True Stories	Reality	21:30	8.5	20.5
16	Nova	News block	News	23:00	8.0	32.5
17	Nova	Iron Man	Movies	22:00	8.0	30.7
18	Nova	The Proposal	Movies	20:00	7.7	29.3
19	Nova	The Accidental Spy	Movies	20:00	7.6	24.7
20	bTV	News block	News	19:00	7.1	29.8





# THANK YOU!

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