



TV REPORT

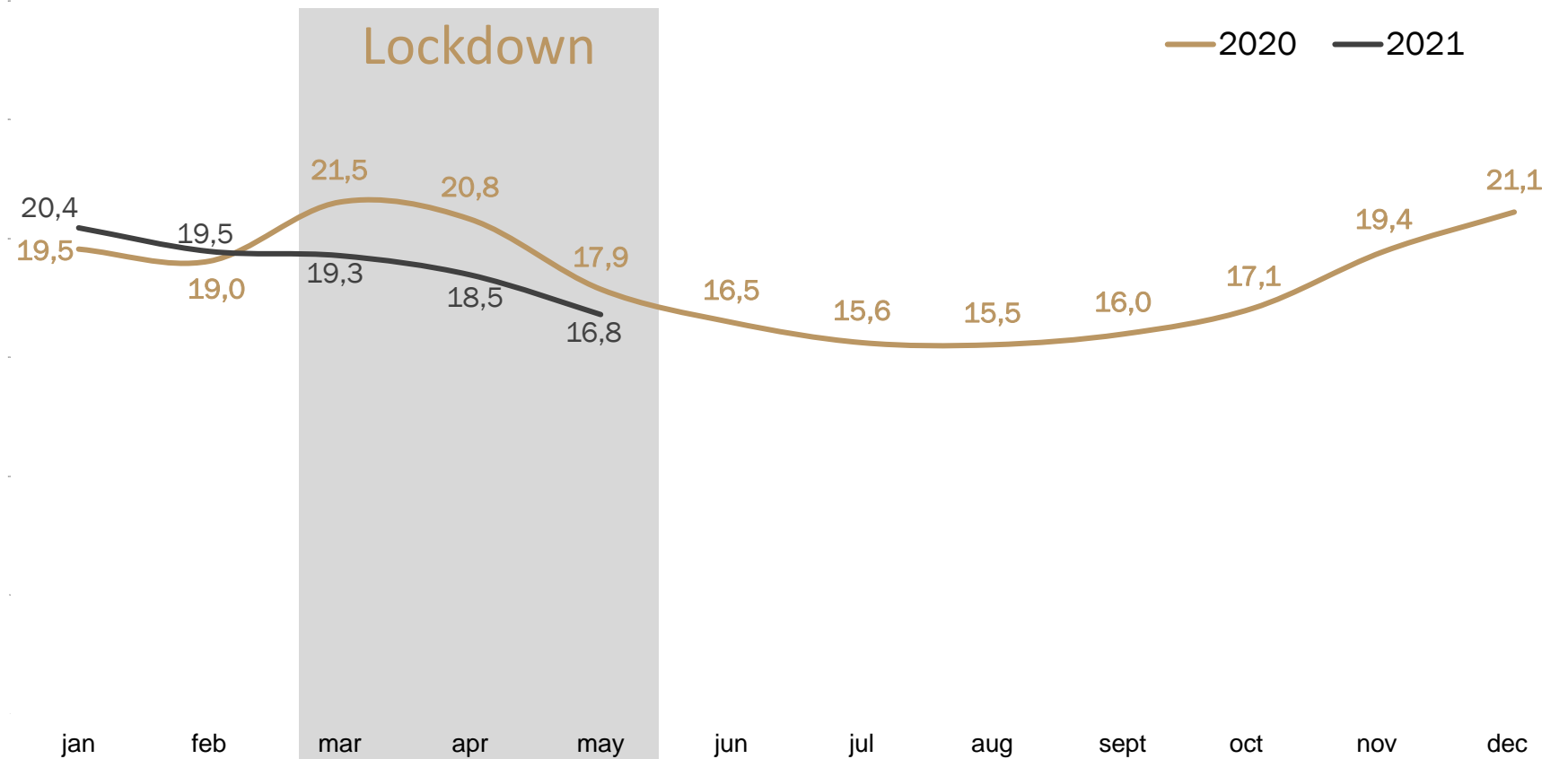
MAY 2021

FOCUSED ON SATURDAY NIGHTS



TV VIEWERSHIP FOLLOWS THE USUAL SEASONALITY

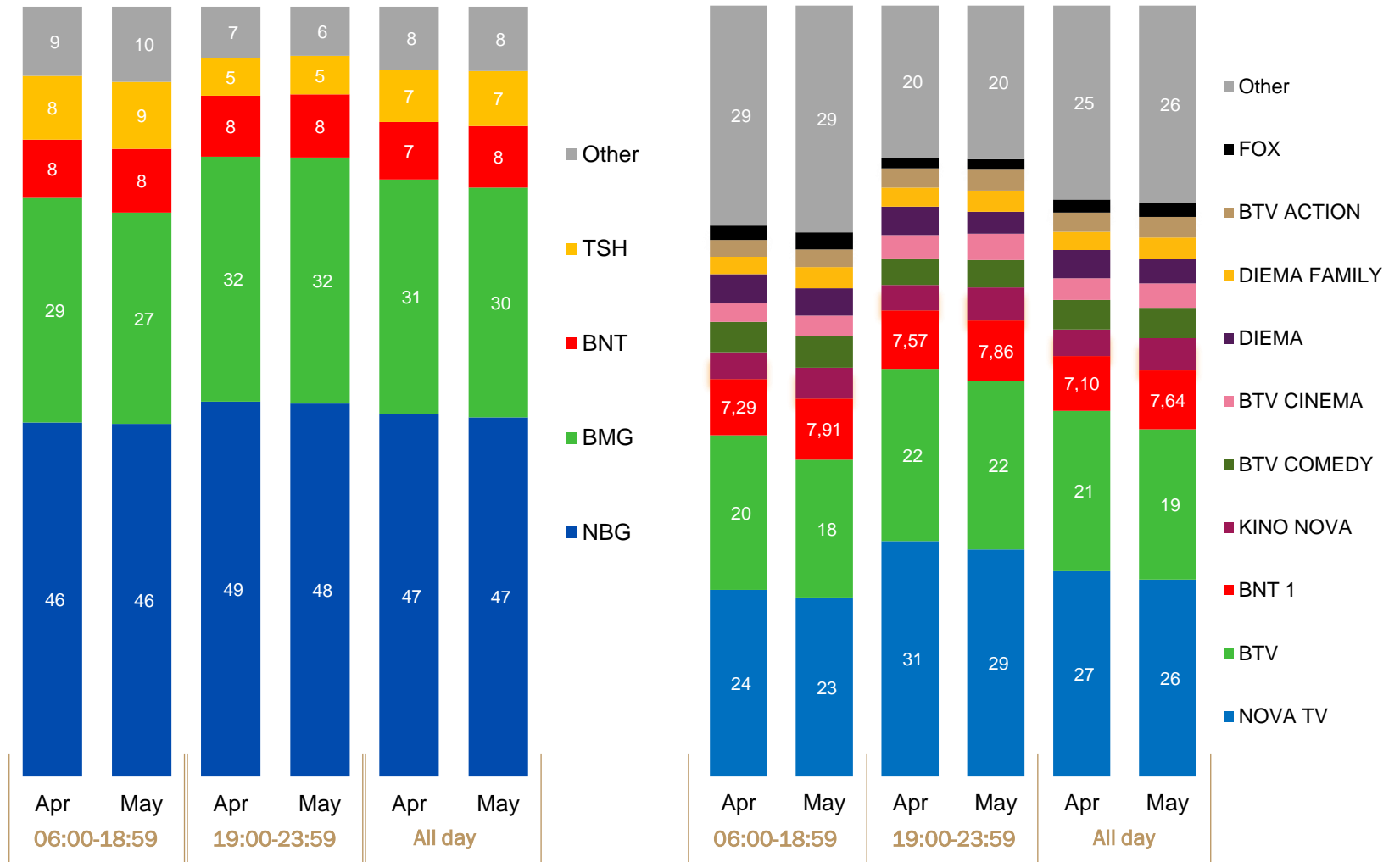
The monthly figures are still lower than last year's when Covid-19 increased TV consumption a lot



STABLE AUDIENCE DISTRIBUTION ON A MONTHLY BASIS

On a channel basis Nova sustained leadership but declined shares slightly.

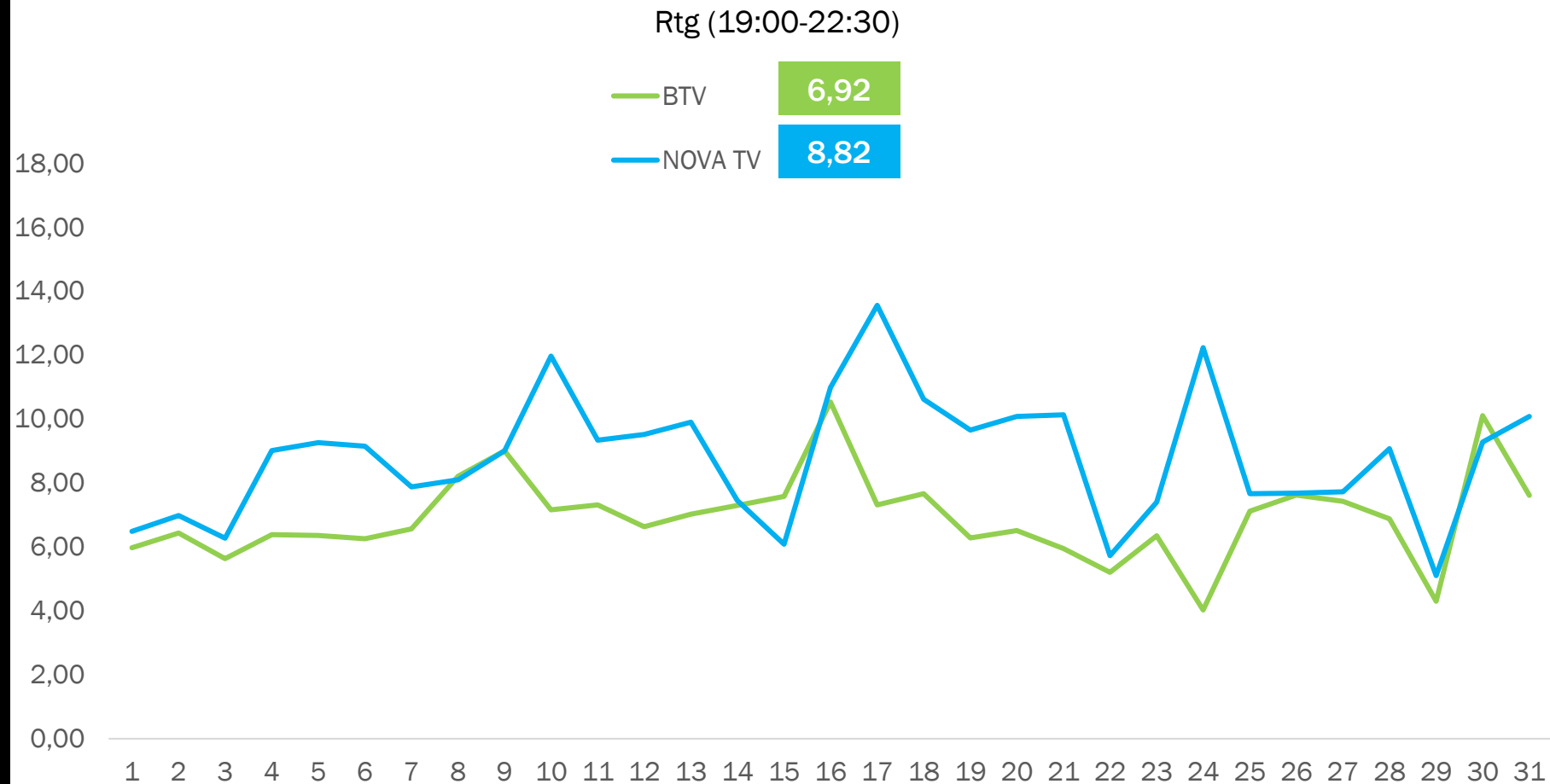
Kino Nova regained top position among niche channels from bTV Comedy.



Source: GARB, A18-49

NOVA SUSTAINED 27% LEAD IN MAY IN THE MOST WATCHED TIME SLOT

bTV reached Nova's figures
in just a few occasions.



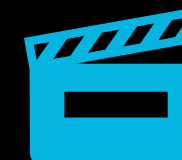
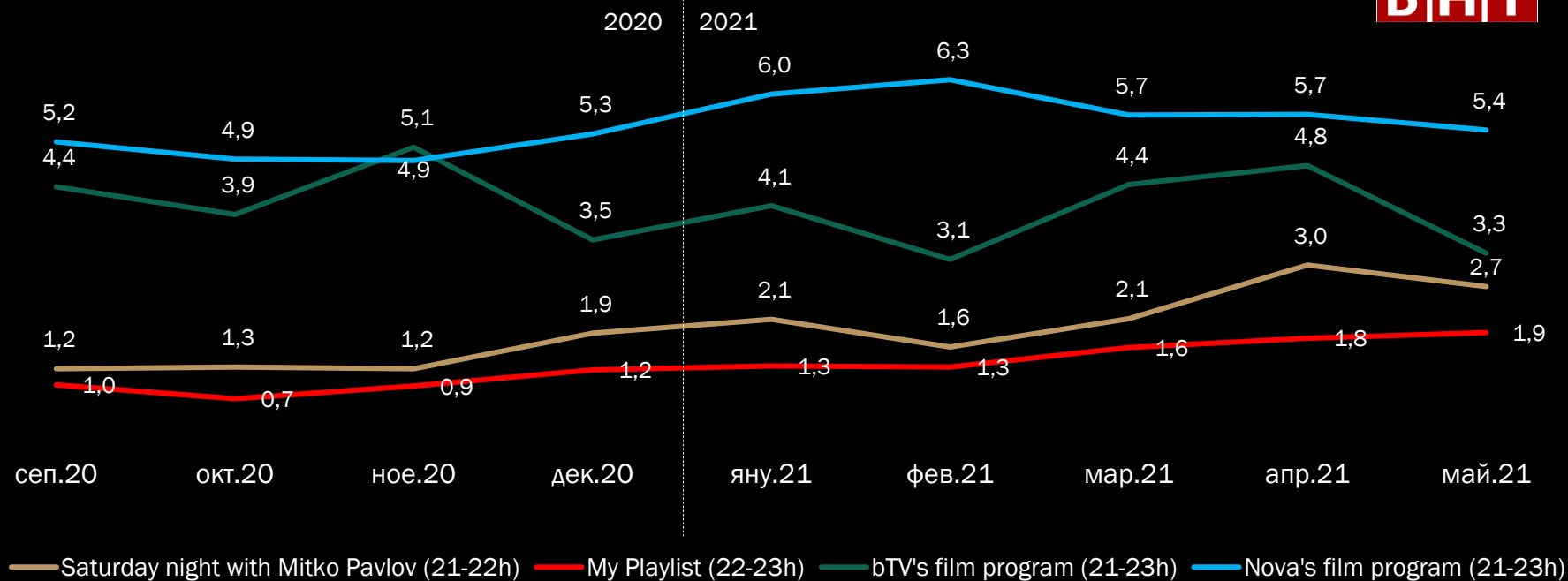
Source: GARB, A18-49



BNT BEGUN THE TV SEASON IN SEPTEMBER WITH A BRAND-NEW SATURDAY NIGHT PROGRAM

The average monthly audience of both *Saturday night with Mitko Pavlov* and *My Playlist* remains lower than the film programs of bTV and Nova. However, they're gradually growing popularity & establishing stable audience.

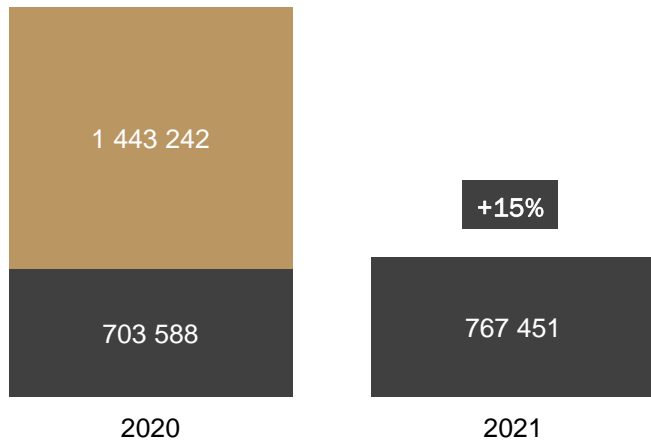
Rating (21-23 time slot)



15% HIGHER eq.TRP LEVELS ON YTD BASE NATURPHARMA IS A SOLID LEADER, LIDL IS BACK IN TOP 5

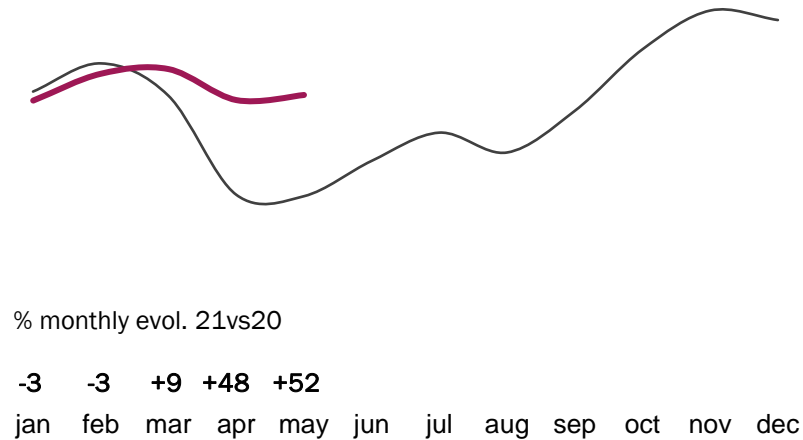
TOTAL TRP30

■ YTD ■ Rest

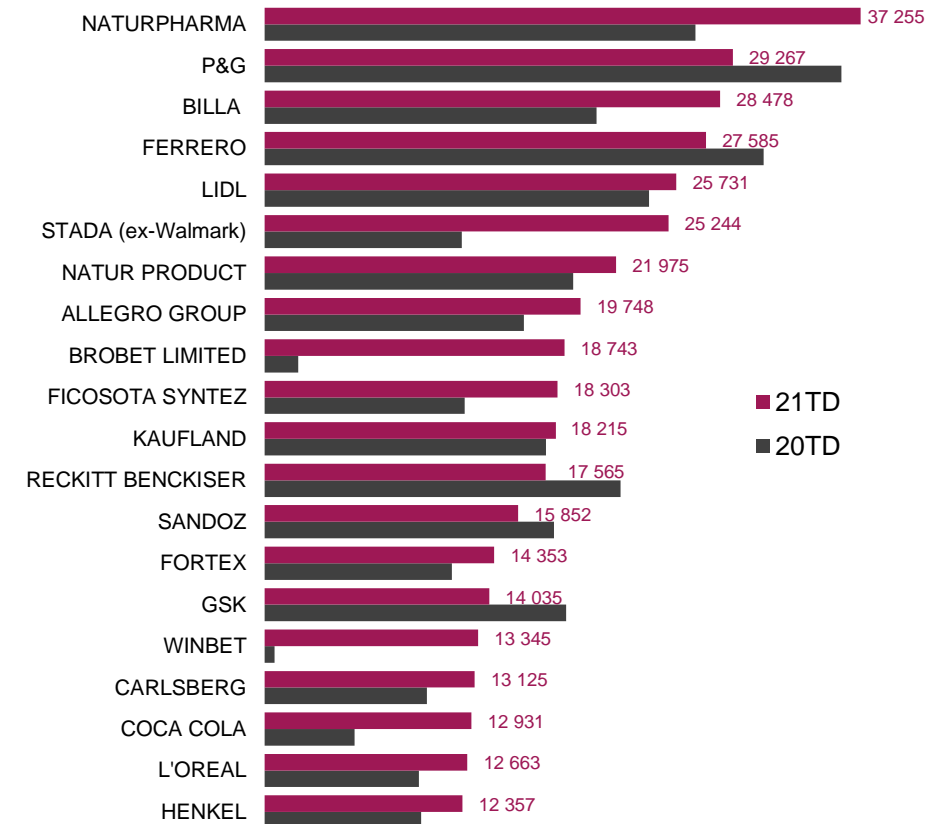


SEASONALITY

— 2020 — 21TD

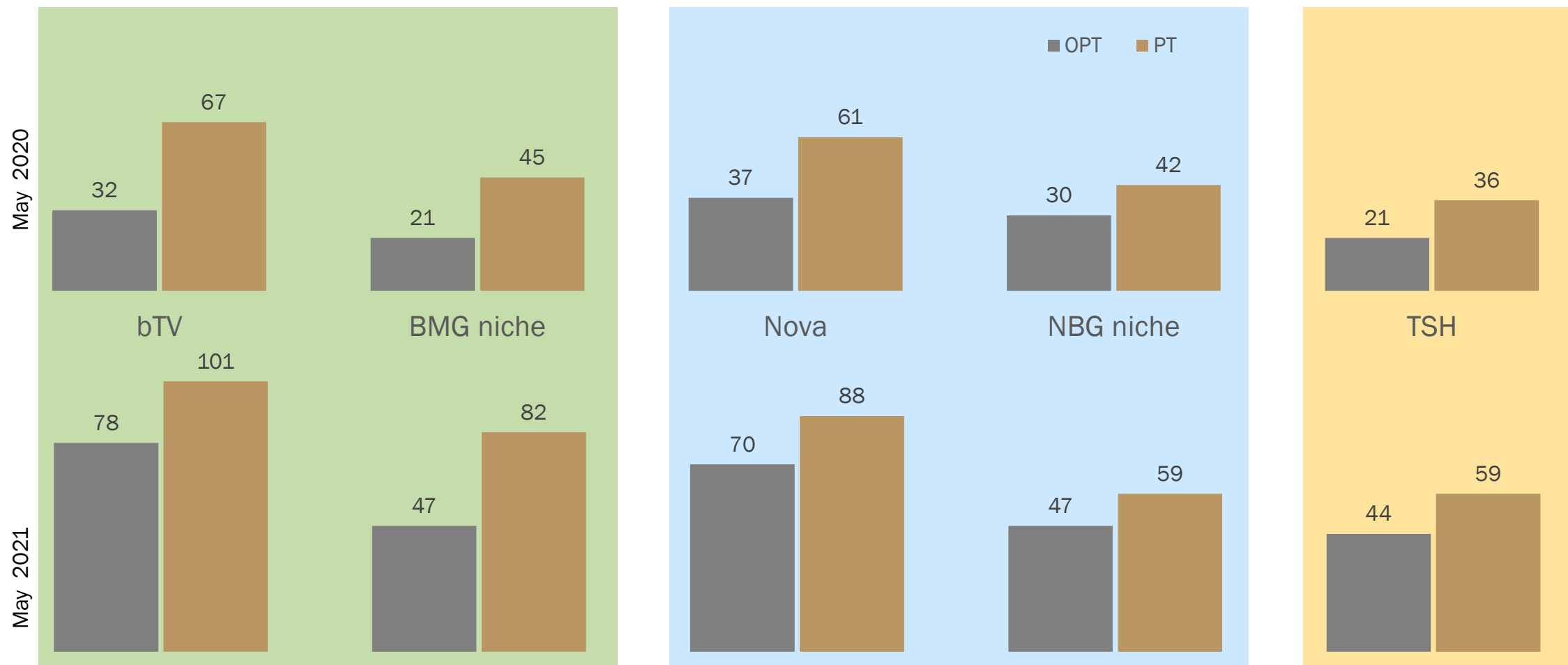


TOP ADVERTISERS



NBG KEEPS MORE FREE INVENTORY THAN BMG WITH BOTH THE MAIN CHANNEL & THE NICHE ONES

Huge difference with 2020 figures entirely defined by the Lockdown



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



THANK YOU!

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