

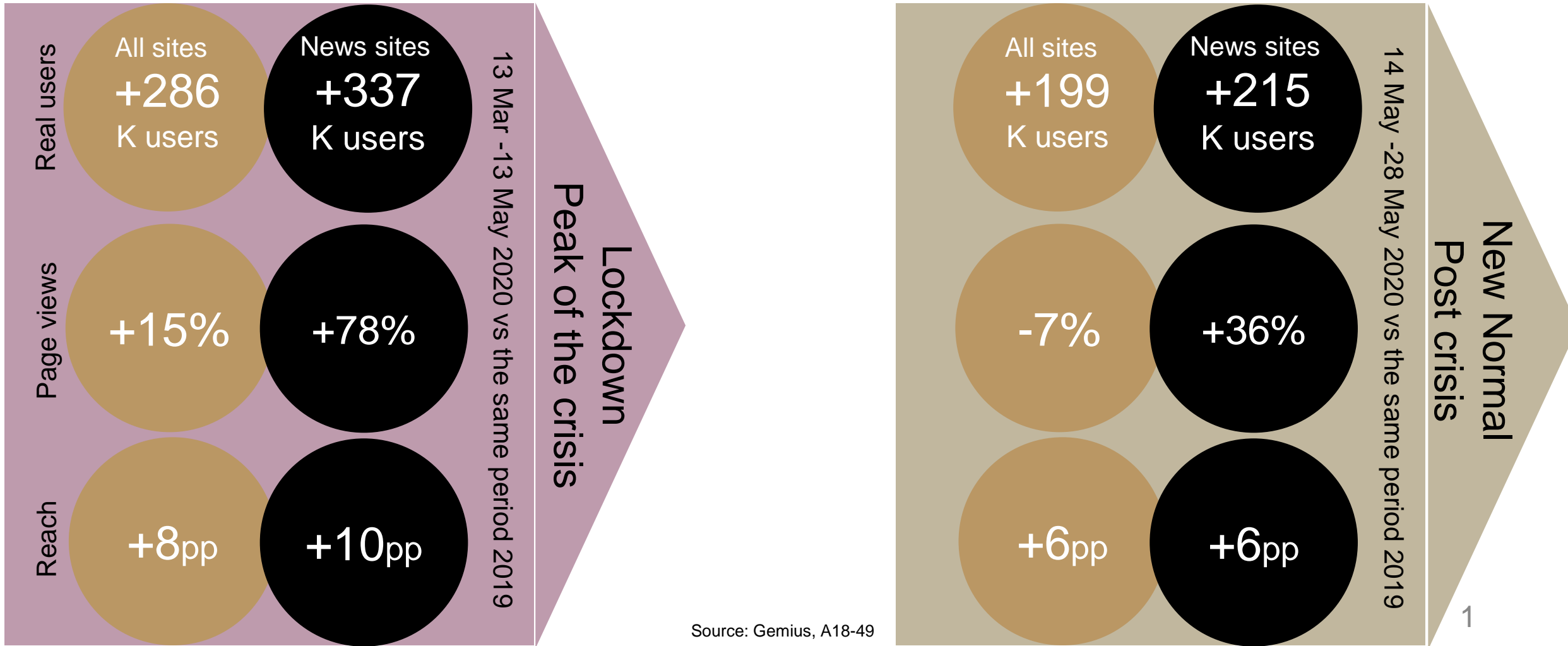


TV WEEKLY REPORT

FOCUSED ON SEASONAL PERFORMANCE OF NOVA'S PROGRAMS

Source: GARB
Data: People meter, national base
Period: 18–24.05.
TG: A 18-49
Currency: BGN gross

SIGNIFICANT INCREASE IN DIGITAL CONSUMPTION DURING THE CRISIS & SIGNS FOR NEW NORMAL IN THE POST-CRISIS PERIOD



Source: Gemius, A18-49

HUGE INCREASE IN TV VIEWERSHIP DURING THE CRISIS TENDED TO NORMALIZE DURING THE POST-CRISIS PERIOD

13 Mar -13 May 2020 vs the same period 2019

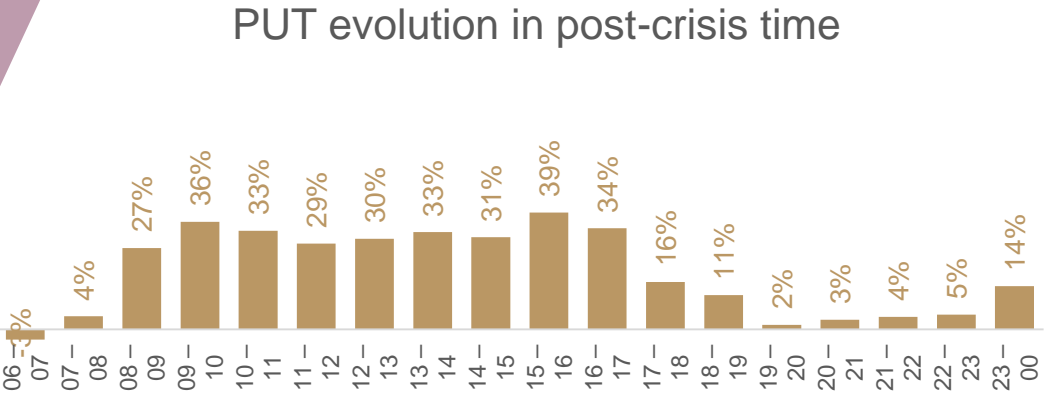
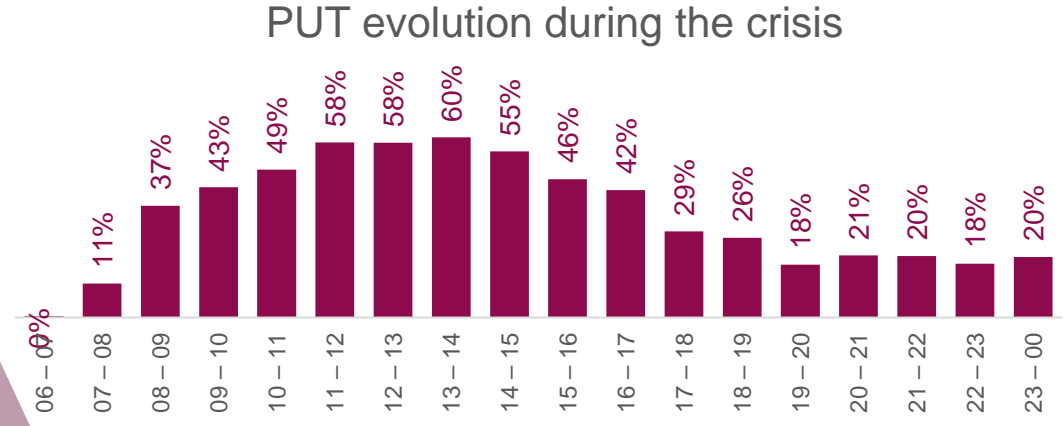
Lockdown

Peak of the crisis

PUT +31%

Time spent +0:55 hour

Reach +6pp



14 May -28 May 2020 vs the same period 2019

Post crisis

New Normal

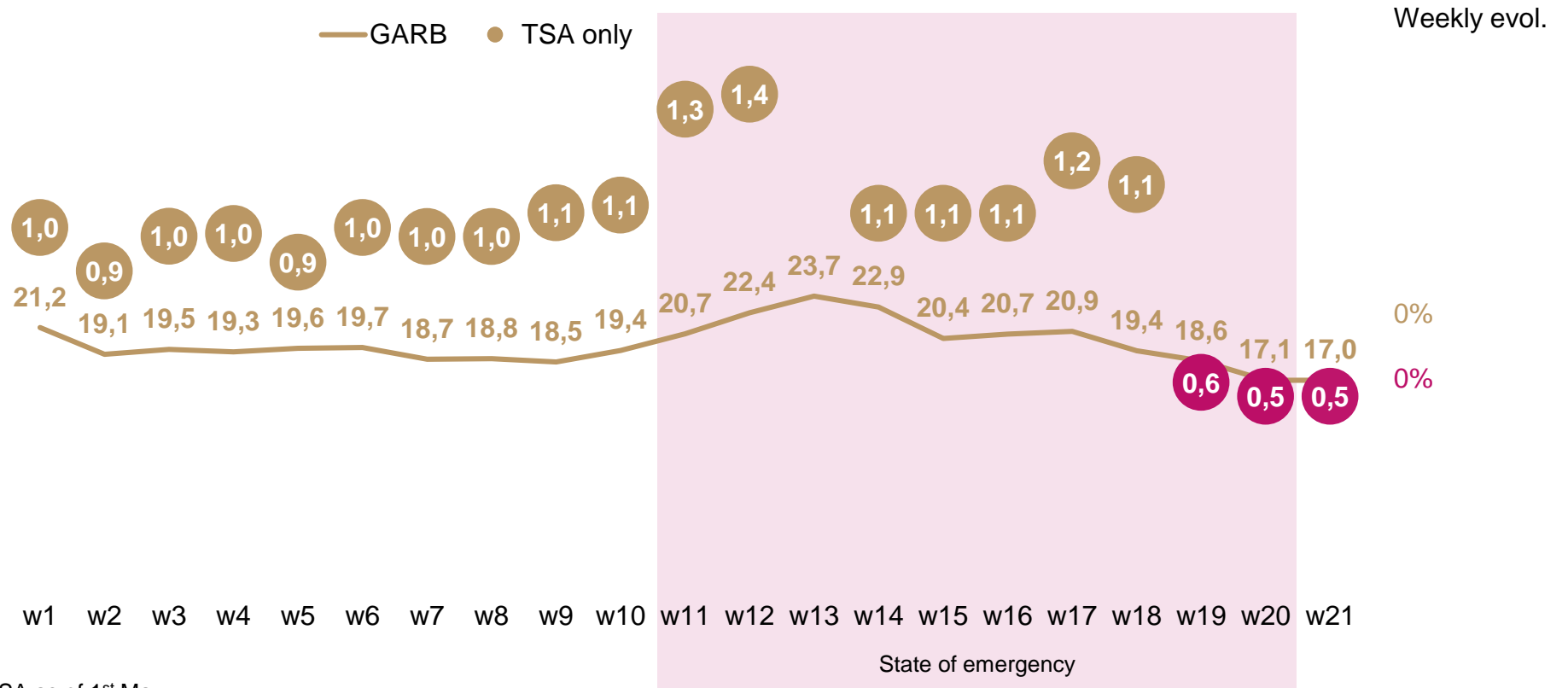
+15%

+0:26 hour

+1pp

Source: GARB, A18-49

WEEKLY VIEWERSHIP GOT BACK TO NORMAL SEASONAL LEVELS WITH THE END OF NATIONAL QUARANTINE, COMING SUMMER AND END OF HIGH TV SEASON



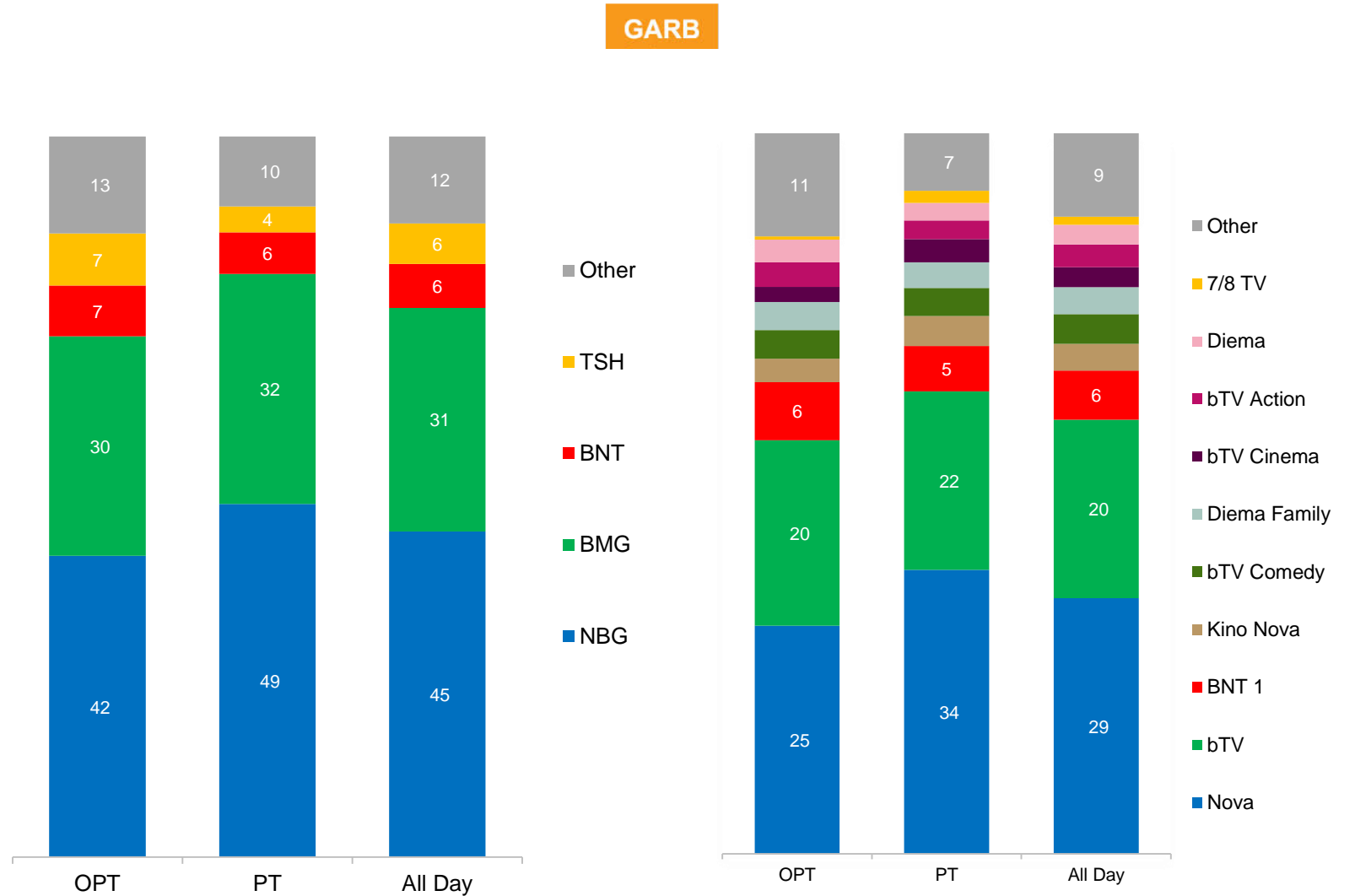
*GARB started measure TSA as of 1st May

NBG INCREASED ITS ADVANTAGE IN THE BATTLE FOR AUDIENCE SHARE

NBG's marked 1pp increase, while BMG's decreased. BNT remained stable, while TSH increased PT shares by 1pp.

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

Kino Nova was the top niche channel, outperforming bTV Cinema.



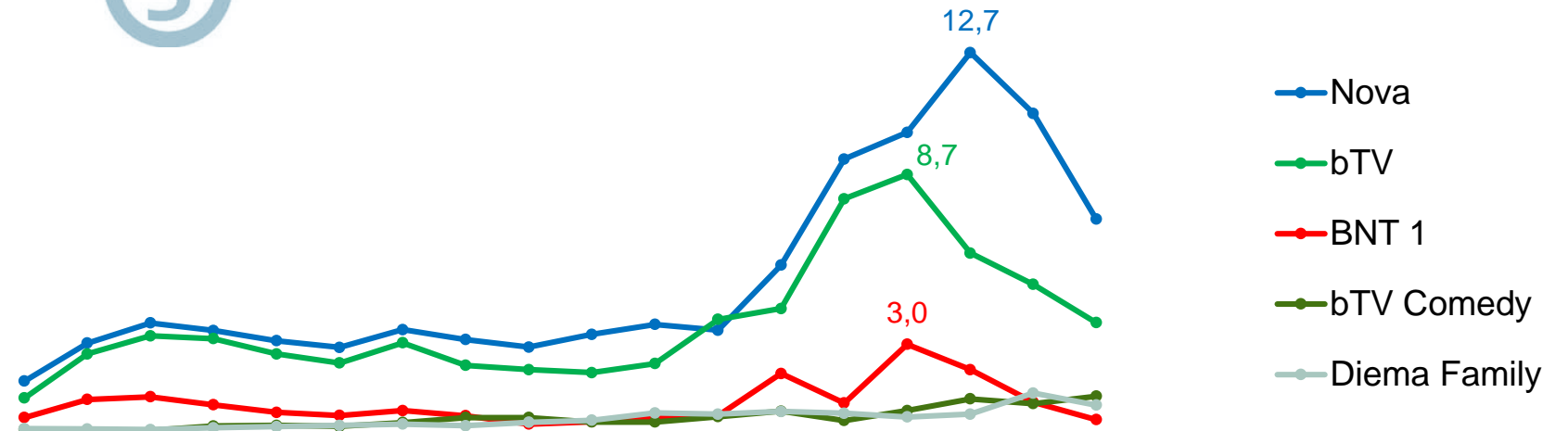
AUDIENCE VIEWERSHIP OF THE MAIN TV CHANNELS REMAINED STABLE ON WEEKLY BASIS

bTV is closing the gap during the daytime hours. Nova continues to dominate the PT slot.

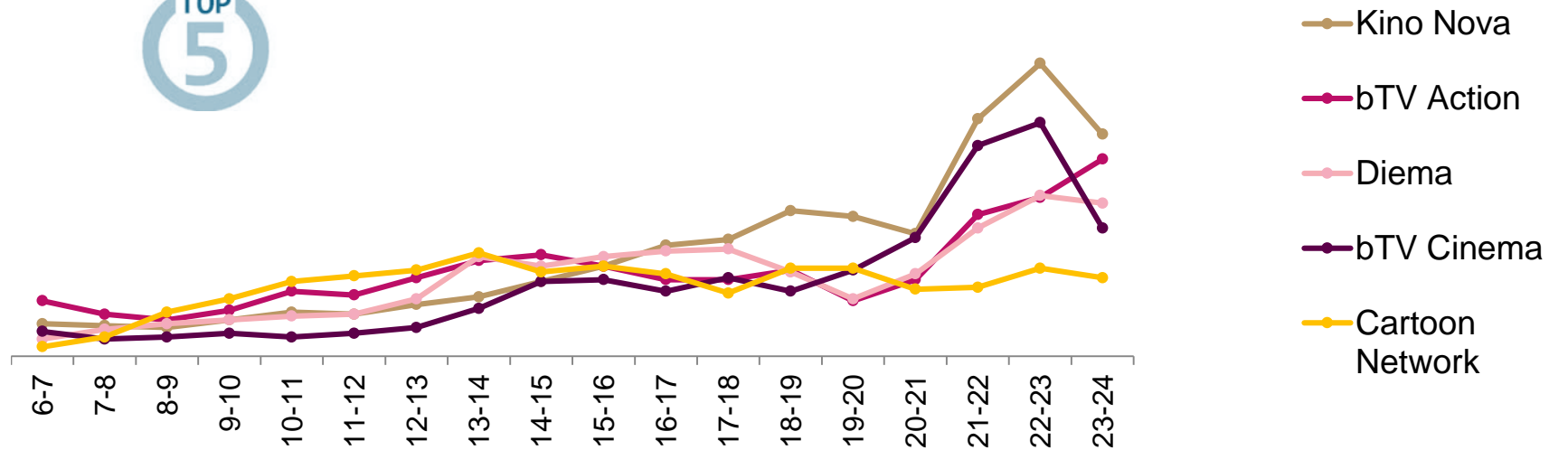


TOP 5

GARB



NEXT TOP 5



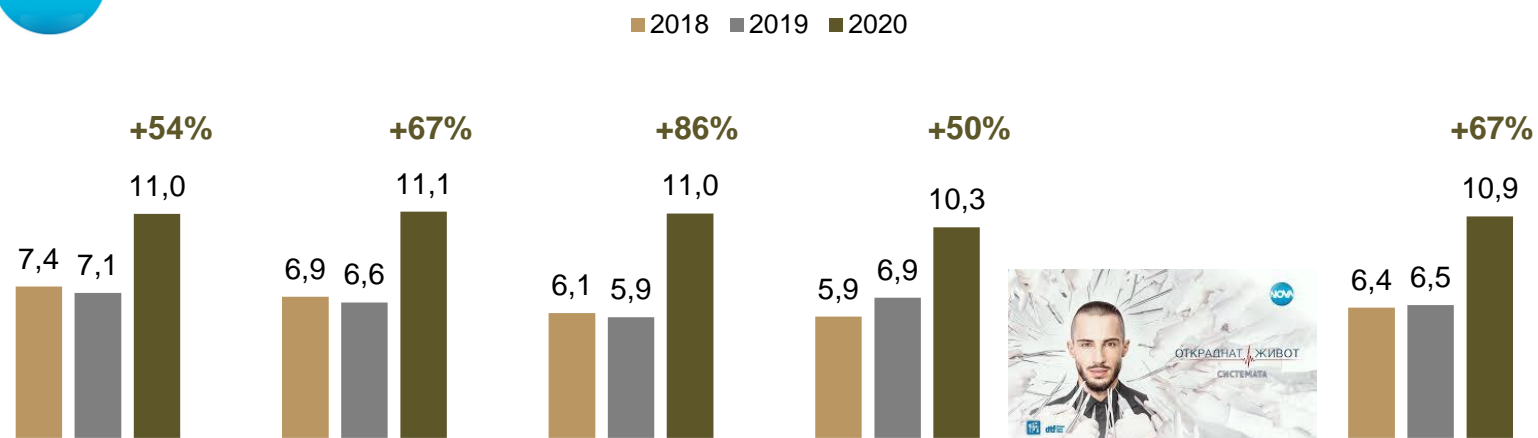
SIGNIFICANT AUDIENCE INCREASE FOR NOVA'S PROGRAMS

Nova aired the final episodes of Stolen life and Hell's Kitchen's seasons. Both programs registered tremendous increase on a yearly base. Overall, Hell's Kitchen recorded higher ratings.

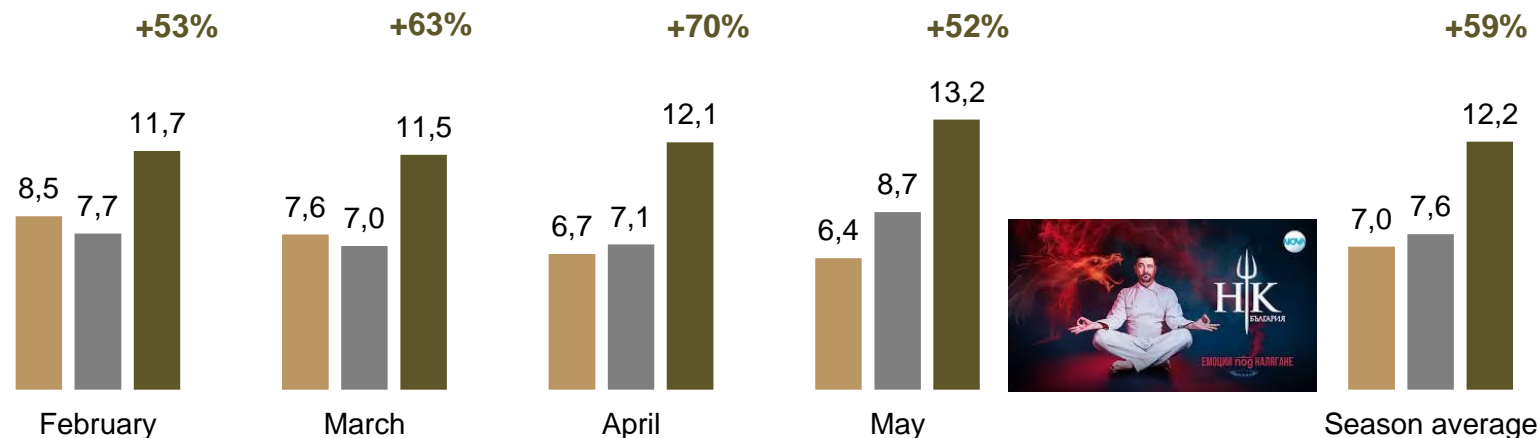
The increase was highest in April, due to COVID-19 and the national quarantine.



Stolen life (20:00–21:00)



Hell's Kitchen (21:00–22:00)



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	18.3	52.1
2	Nova	Hell's Kitchen Bulgaria	Reality	21:00	14.2	41.0
3	Nova	Kitchen Nightmares	Reality	21:00	11.3	34.8
4	Nova	Stolen life	Series	20:00	10.8	33.3
5	bTV	The Voice of Bulgaria	Reality	20:00	10.1	33.6
6	Nova	FBI	Series	22:00	9.7	30.5
7	Nova	News block	News	19:00	9.1	35.1
8	bTV	Evermore	Series	20:00	9.1	28.0
9	Nova	News block	News	23:00	8.5	30.8
10	Nova	Letters from Antarctica	Movies	20:00	8.1	26.0
11	bTV	News block	News	19:00	7.8	29.9
12	bTV	Brigade New Home	Entertainment	21:00	7.4	20.6
13	Nova	Iron man 2	Movies	22:00	6.8	28.5
14	Nova	Lara Croft: Tomb Raider	Movies	20:00	6.3	24.4
15	Nova	Family Feud	TV games	18:00	6.3	29.0
16	Nova	Criminal Minds	Series	23:30	6.2	31.4
17	bTV	Slumdog Millionaire	Movies	21:00	6.1	20.8
18	bTV	Wife Swap	Reality	21:00	6.1	18.0
19	bTV	The Fast and the Furious 5	Movies	20:00	5.9	22.6
20	bTV	Citizens in Excess	Series	21:00	5.8	17.9



THANK YOU!

For more details, please contact us at:

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