



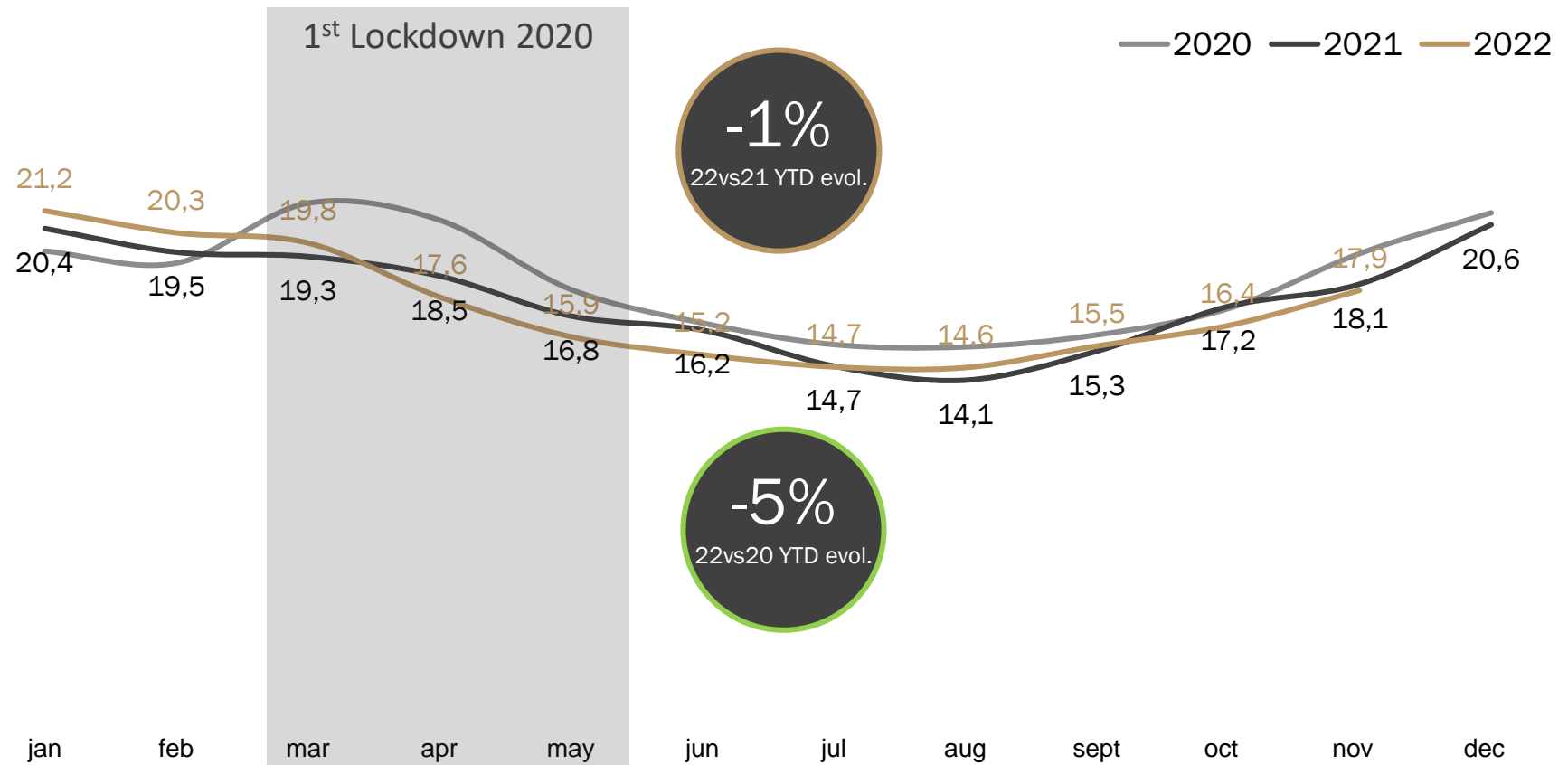
TV REPORT

NOVEMBER 2022

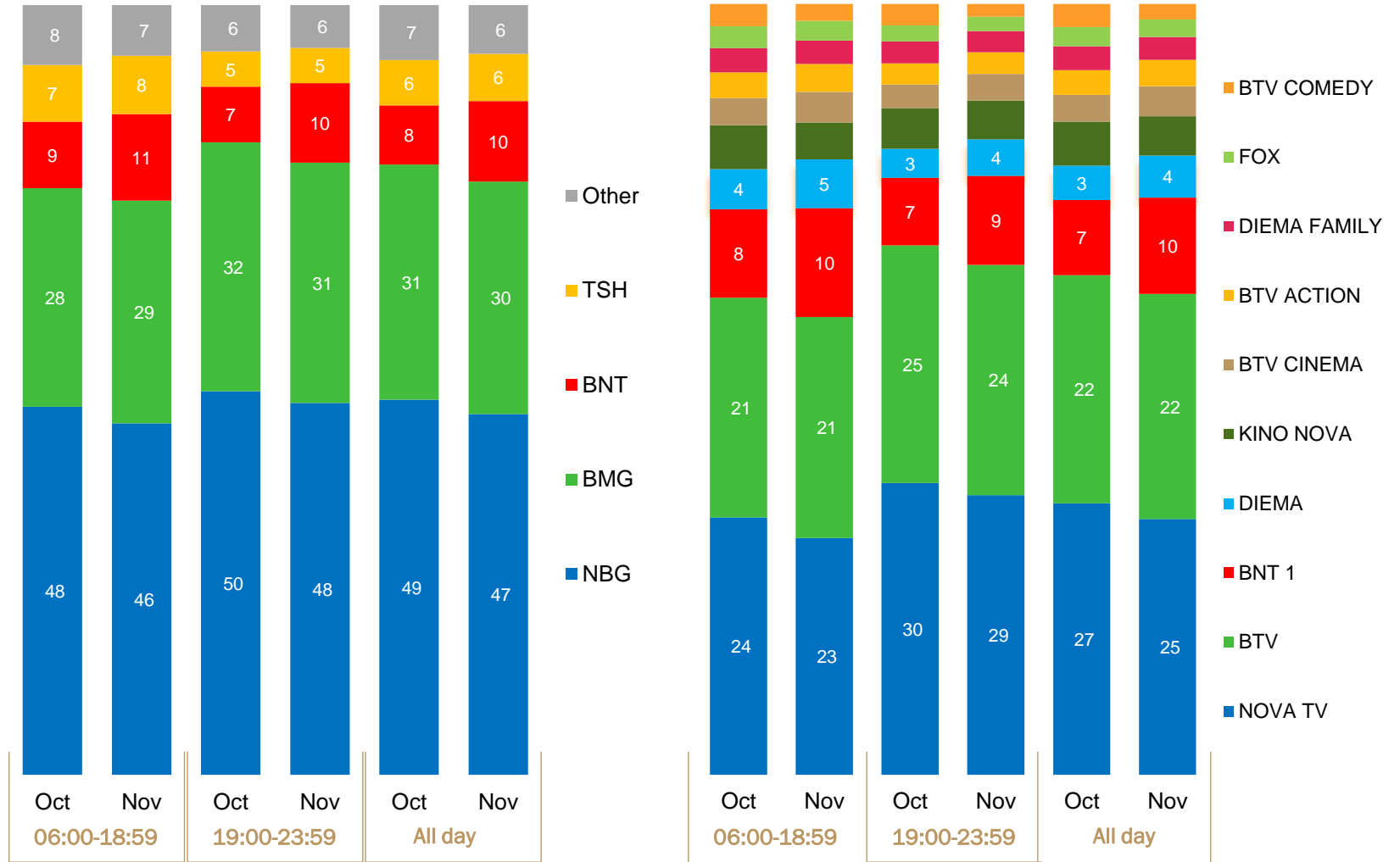
FOCUSED ON FIFA WORLD CUP 2022



LIVE TV AUDIENCE INCREASED AS USUAL FOR THIS PART OF THE YEAR



BNT WAS THE BIGGEST WINNER FROM FIFA WORLD CUP GAINING BY 2pp AUDIENCE SHARES ACROSS ALL SLOTS



Source: GARB, A18-49

BNT 1 ATTRACTED 35% HIGHER AUDIENCE IN PT

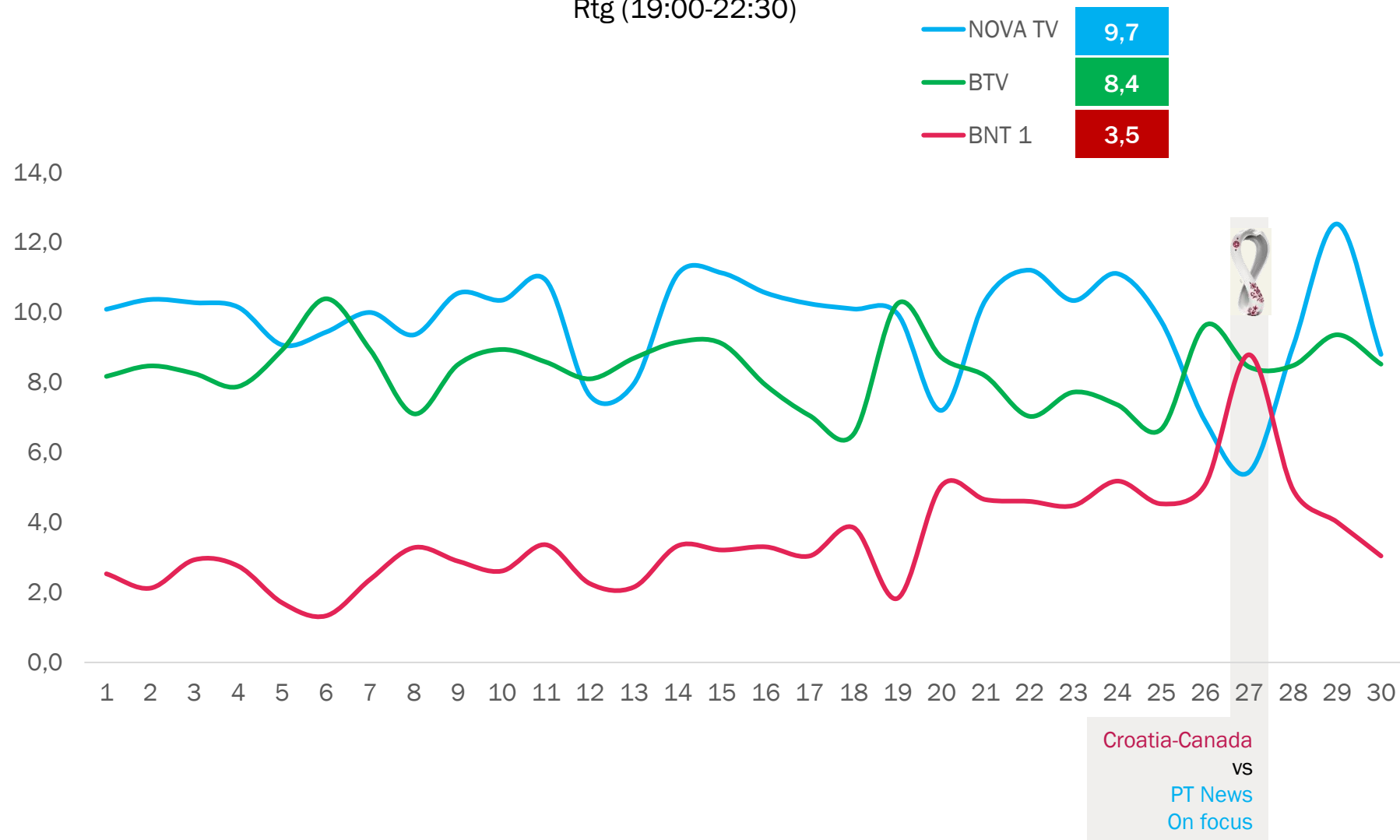
Nova has peaks behind the last battles of "Desafio" & the final episode on 29th Nov

bTV attracted highest audience with both realities – "The Voice of BG" & "The Farm"

BNT 1 started growing with the Opening of FIFA World Cup on 20th Nov



Rtg (19:00-22:30)



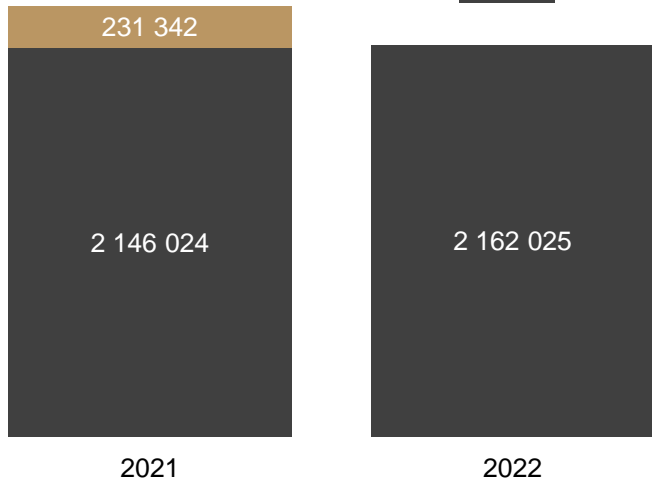
Source: GARB, A18-49

DELIVERED AUDIENCE IS QUITE SIMILAR TO 21YTD TOP ADVERTISERS REMAINED THE SAME AS IN OCTOBER WITH SLIGHT SHIFT IN ORDER

TOTAL TRP30

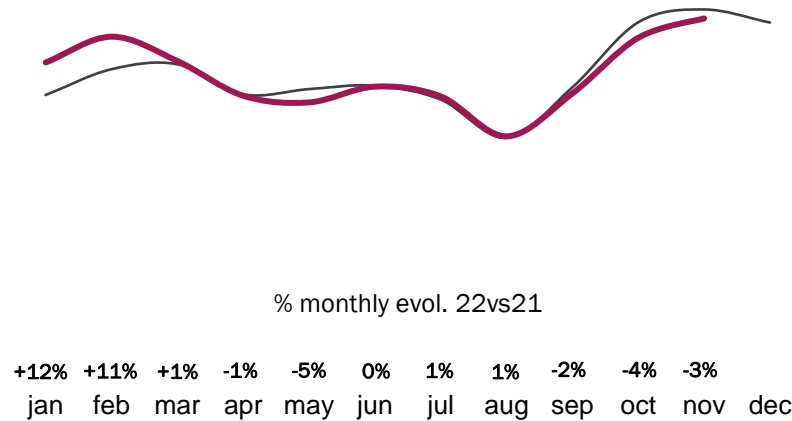
■ YTD ■ Rest

+0,7%

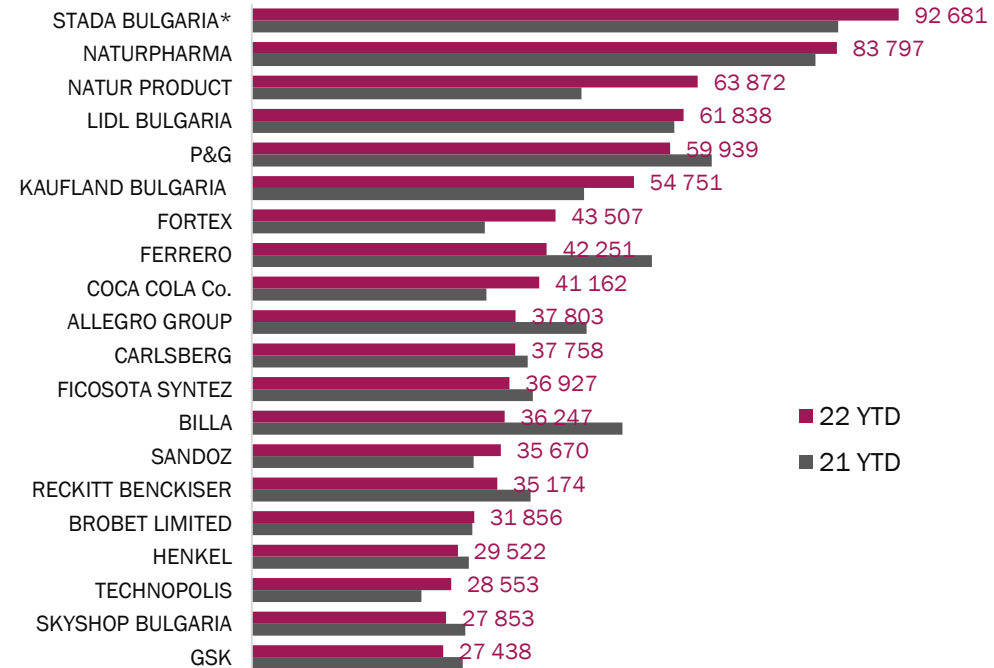


SEASONALITY

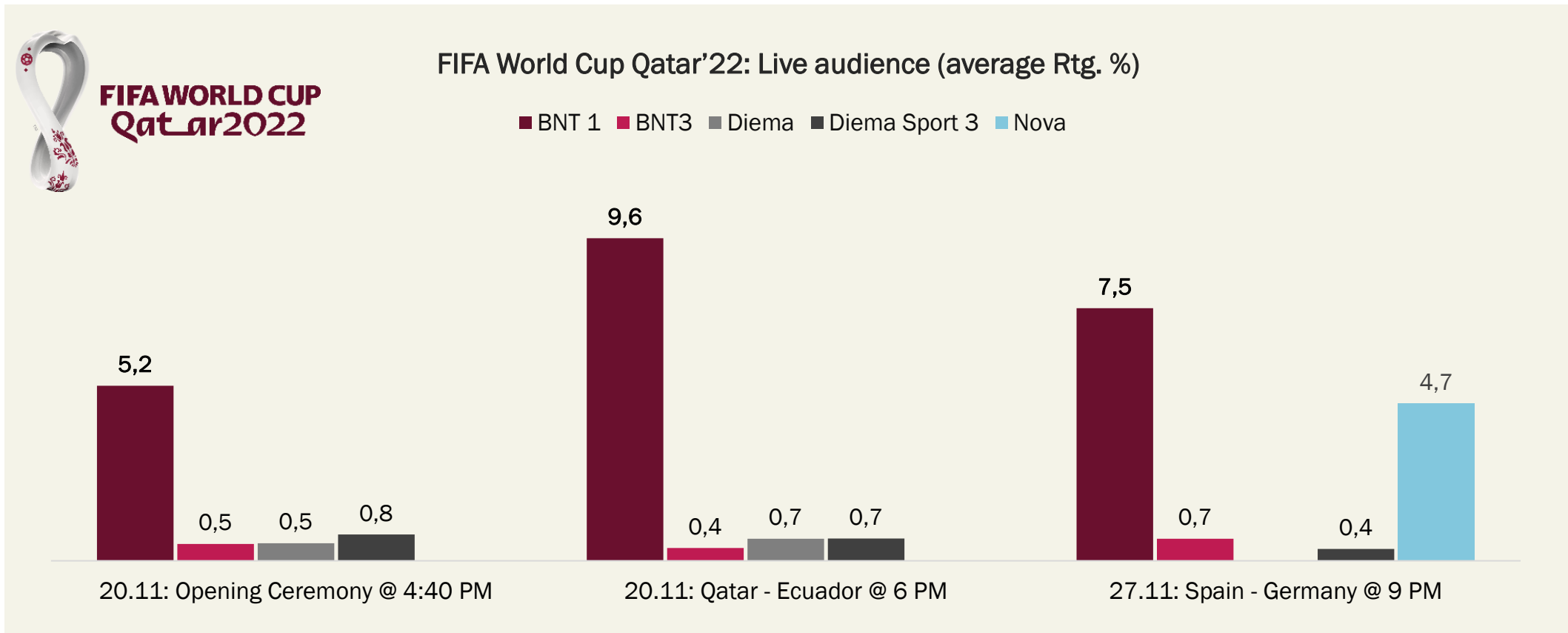
— 2021 — 2022



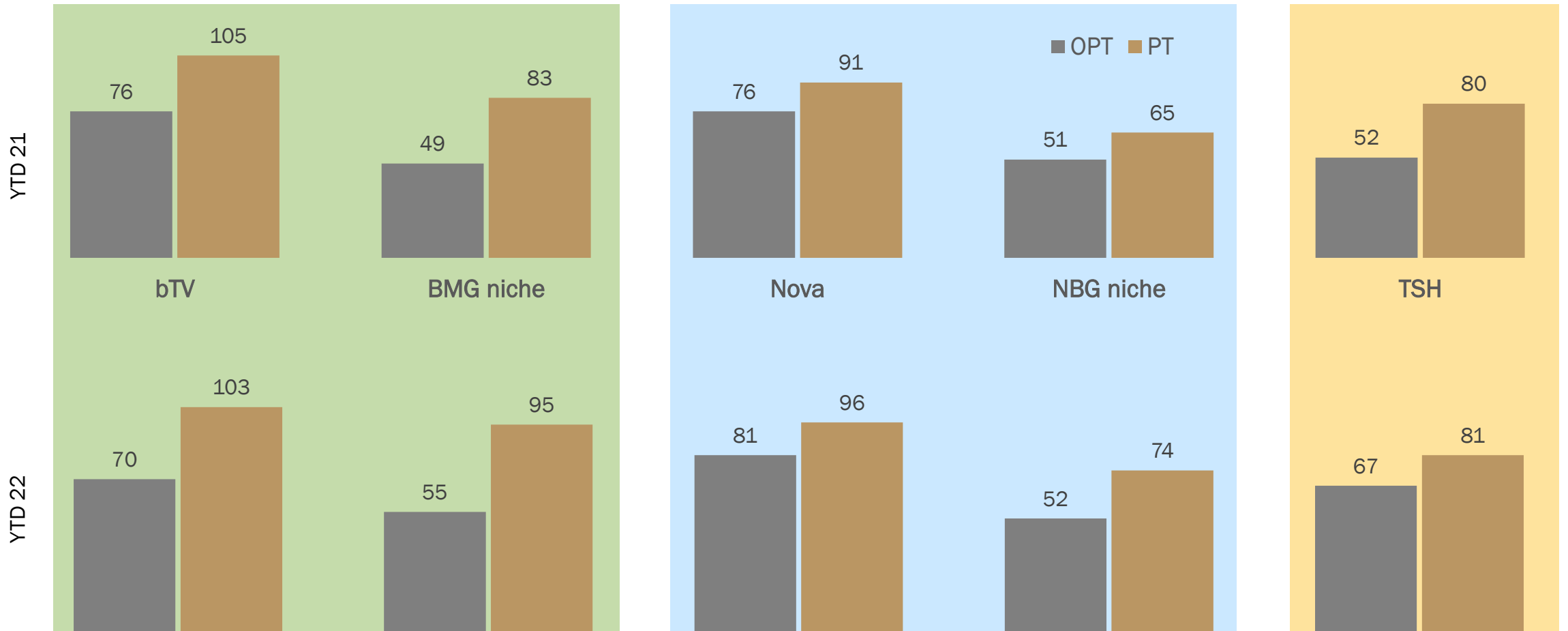
TOP ADVERTISERS



SOME FIFA MATCHES HAVE BEEN AIRED ON BOTH BNT & NBG CHANNELS THEN BNT1 WAS VIEWERS' TOP CHOICE



THE MAIN CHANNELS KEEP STRUGGLING WITH FULL INVENTORY



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



THANK YOU!

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