



TV REPORT

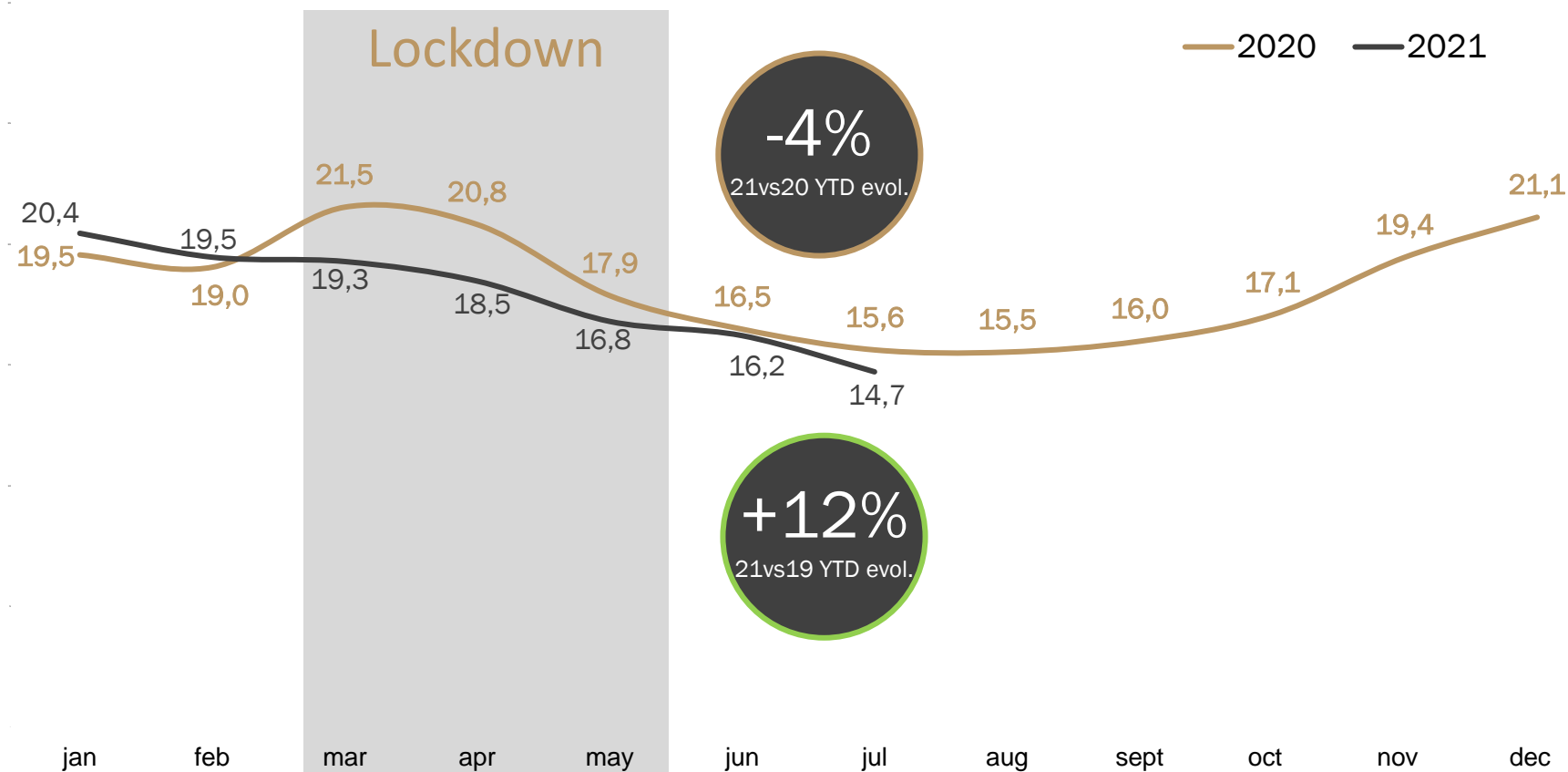
JULY 2021

FOCUSED ON NEWS COVERAGE



JULY TV VIEWERSHIP REACHED EXPECTEDLY DRIVEN BY HOT WEATHER

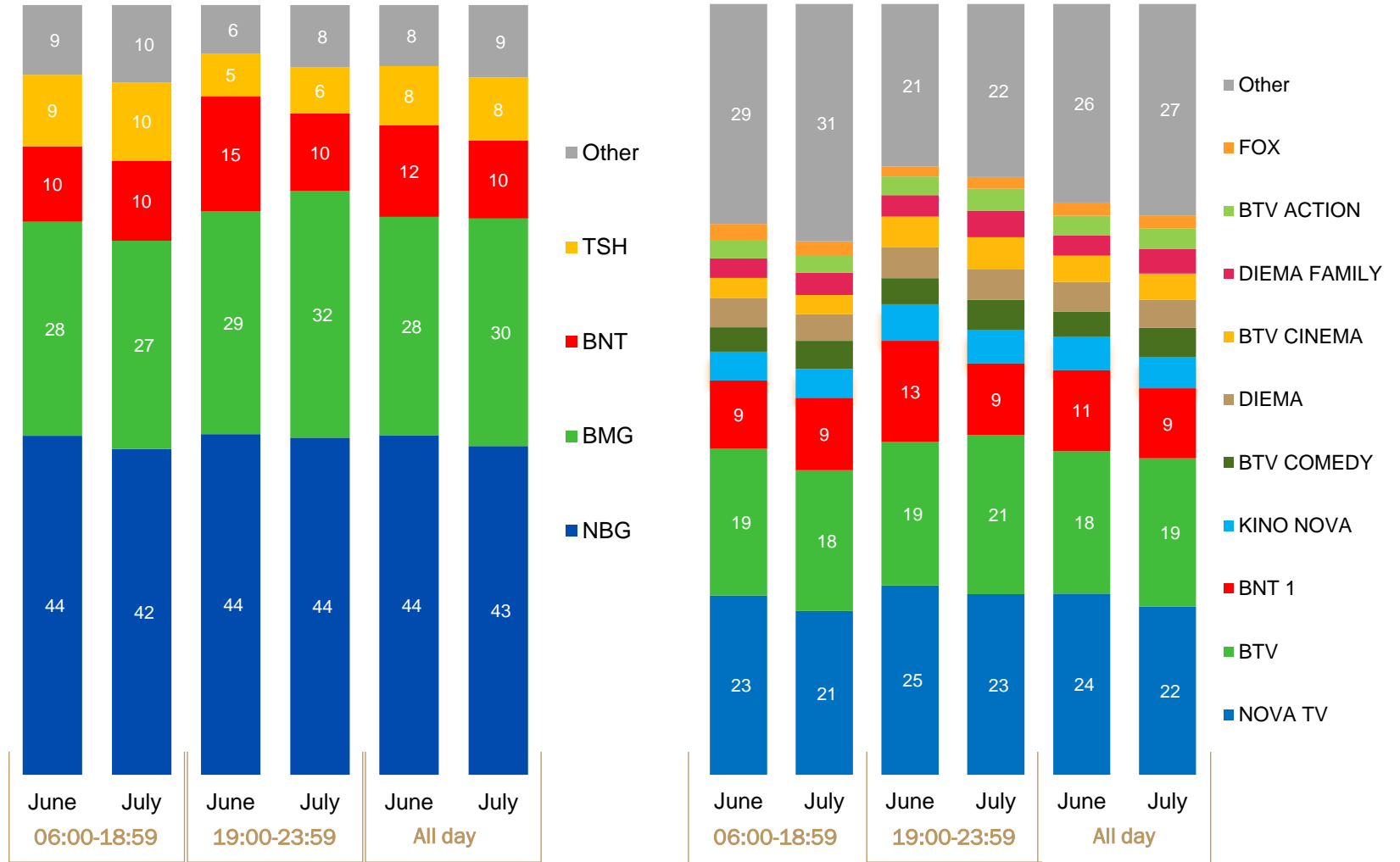
Despite the slight YTD decrease TV viewership is still higher vs 19YTD as the effect of COVID & Sport events



NBG & BNT LOST AUDIENCE ON THE ACCOUNT OF BMG

Nova TV decreased share across all time slots. After end of Euro 2020 so did BNT1 at much higher extend.

bTV & BMG niche channels improved on a monthly base

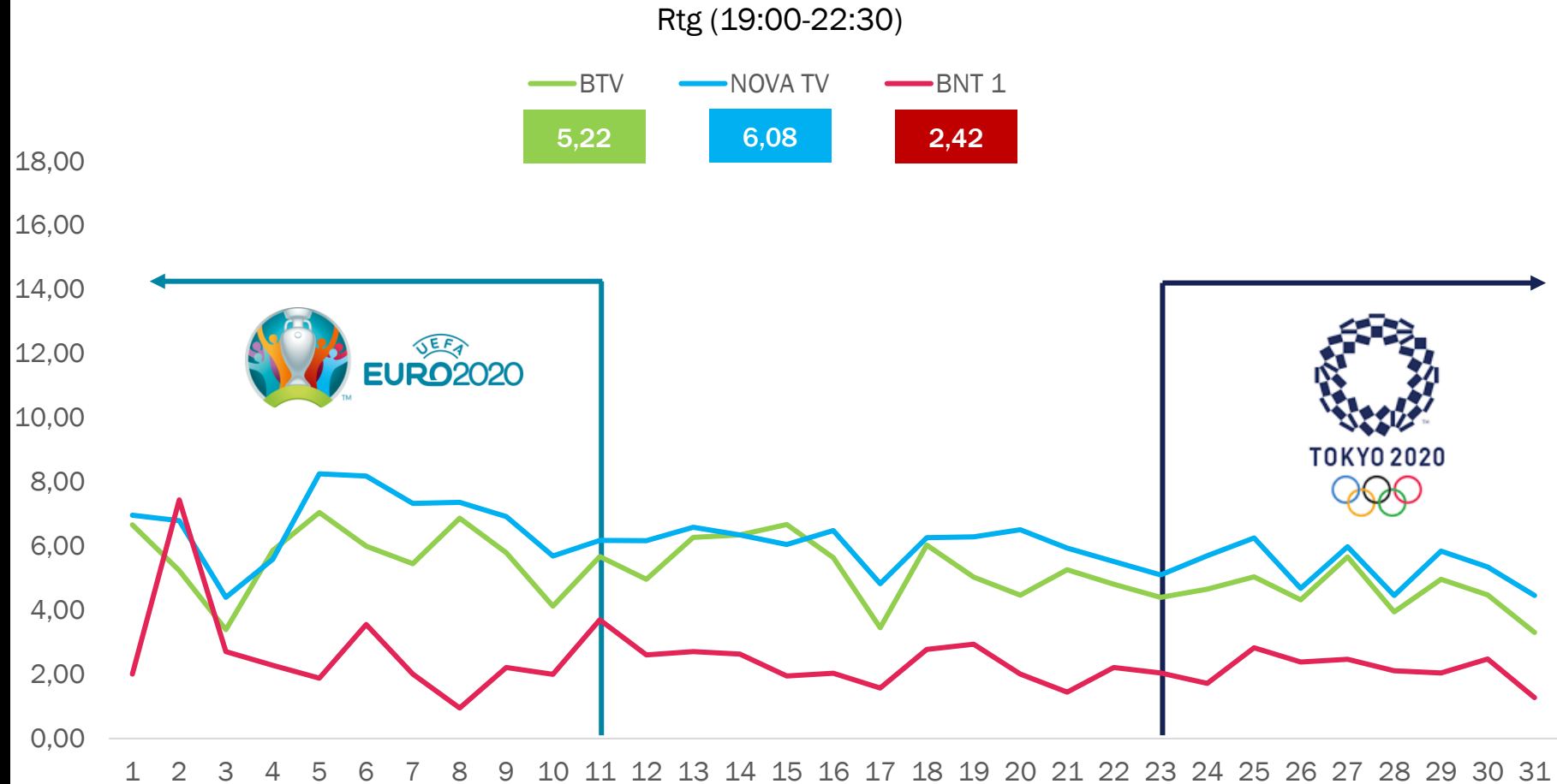


Source: GARB, A18-49

NOVA DECREASED PT VIEWERSHIP AFTER THE END OF EURO CUP

bTV and Nova compete vigorously in second half of July

BNT1 audience remained rather flat during the last 10 days of July driven by dynamics in political situation

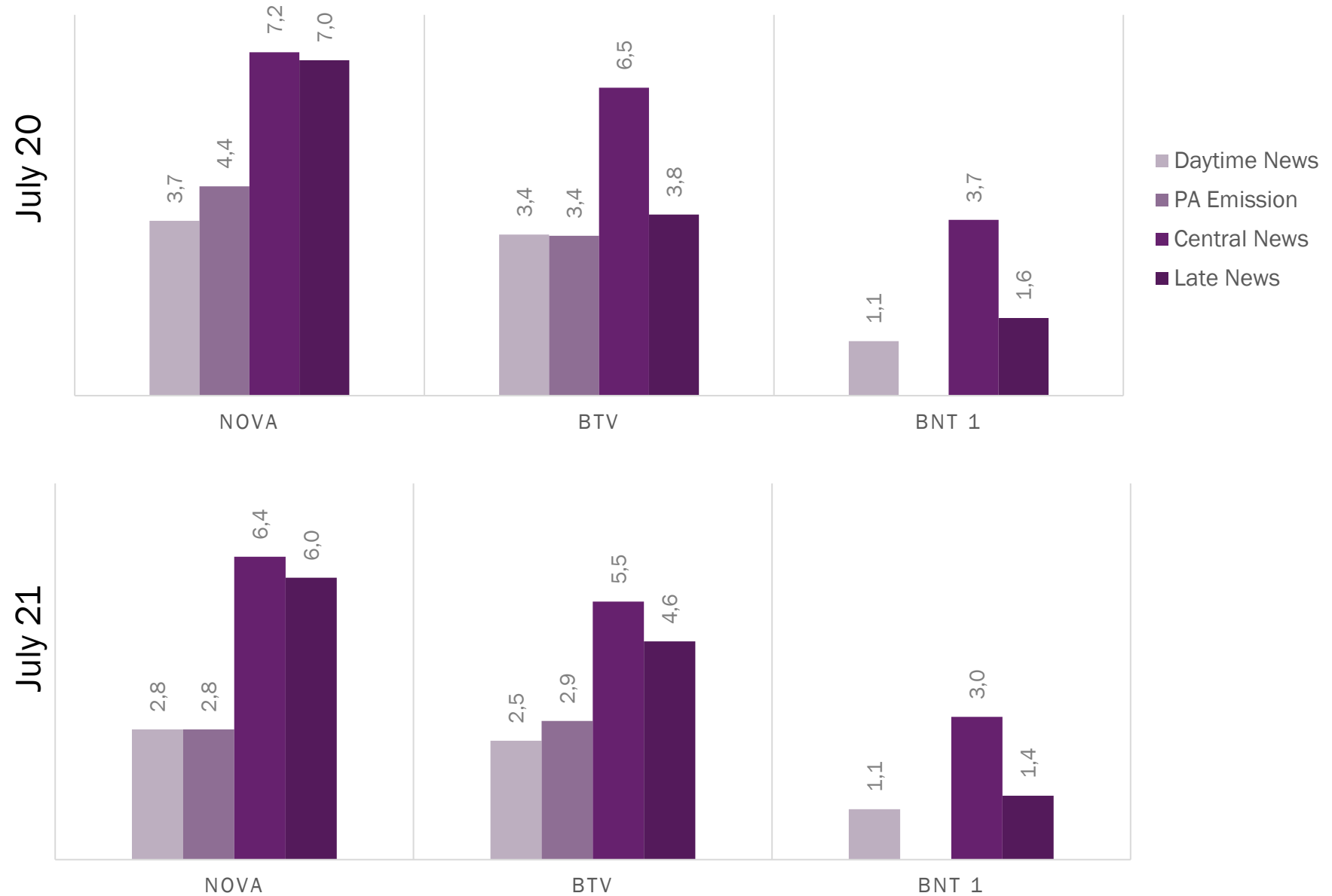


Source: GARB, A18-49

STILL PT NEWS ARE THE MOST WATCHED ONES DESPITE THE DECREASE vs JUL'20

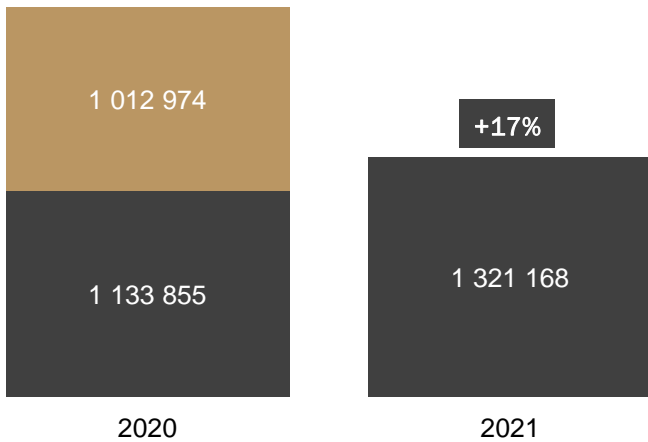
The single exception from general rule are the Late news on bTV which increased rating by 22% due to the 30 min early start in Jul'21

On the other hand, bTV PT emission is the central emission with biggest decline (-37%)

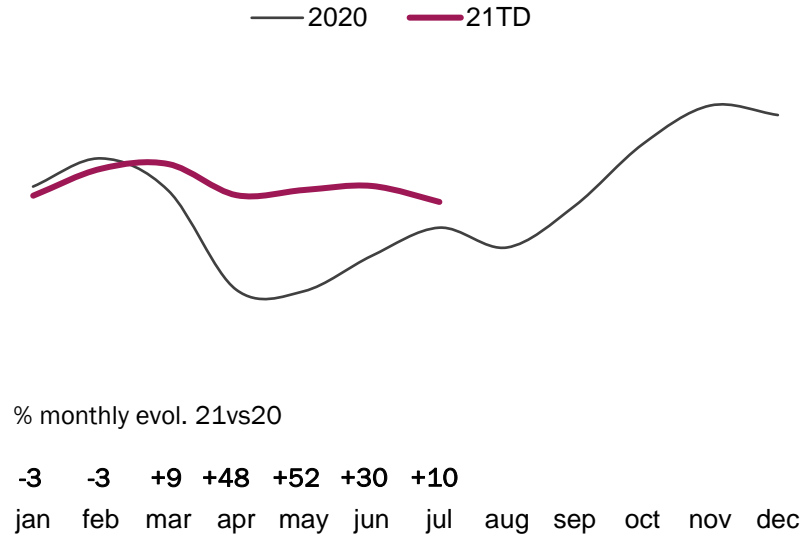


TV MARKET GROWS BY 17% ON YTD BASE NATURPHARMA LOOKS LIKE UNMATCHABLE LEADER STADA REACHED TOP 5

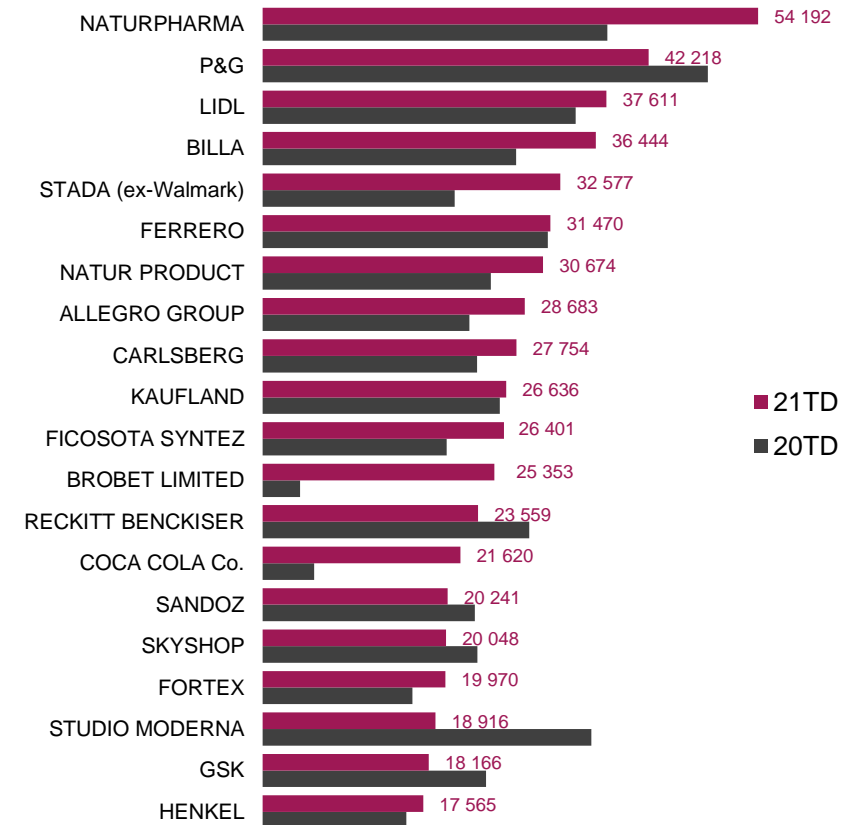
TOTAL TRP30
■ YTD ■ Rest



SEASONALITY

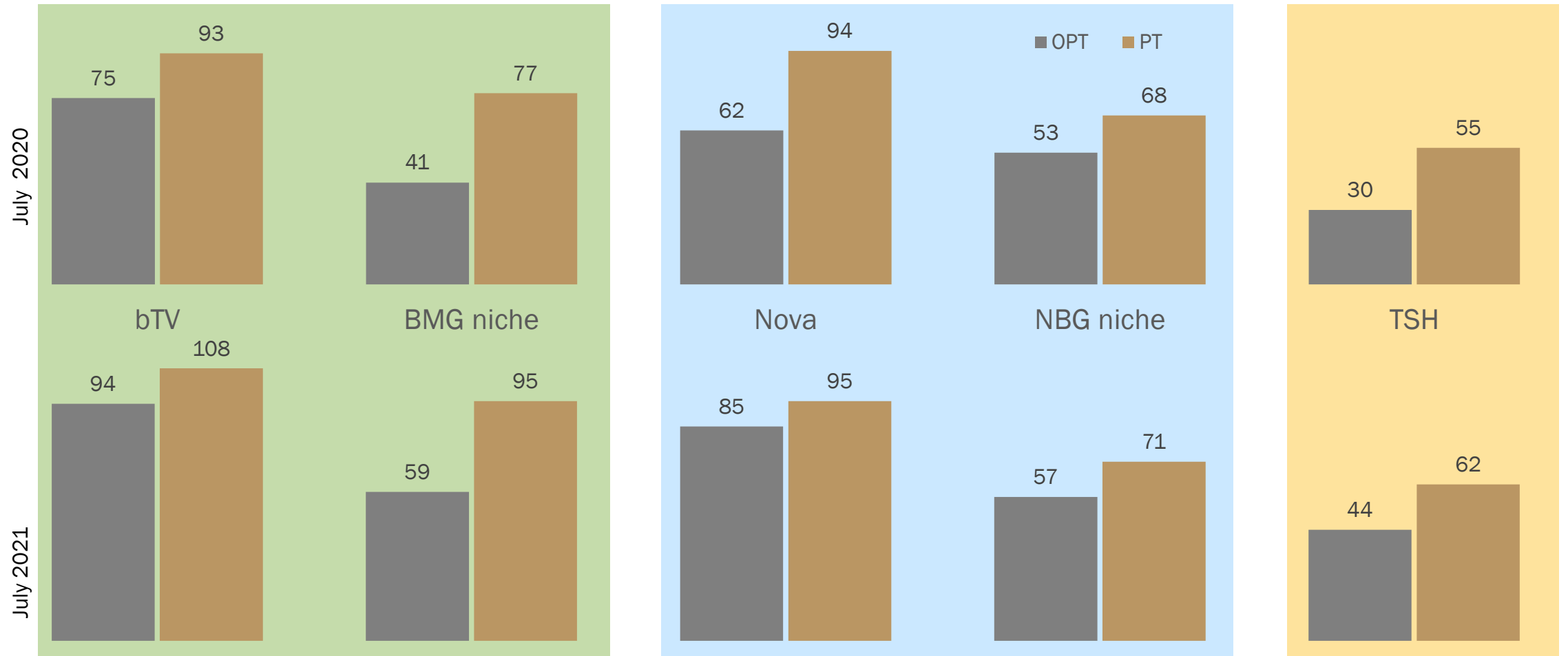


TOP ADVERTISERS



BMG PT IS FULL BOTH IN MAIN & NICHE CHANNELS

NBG still has some free space



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



THANK YOU!

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