



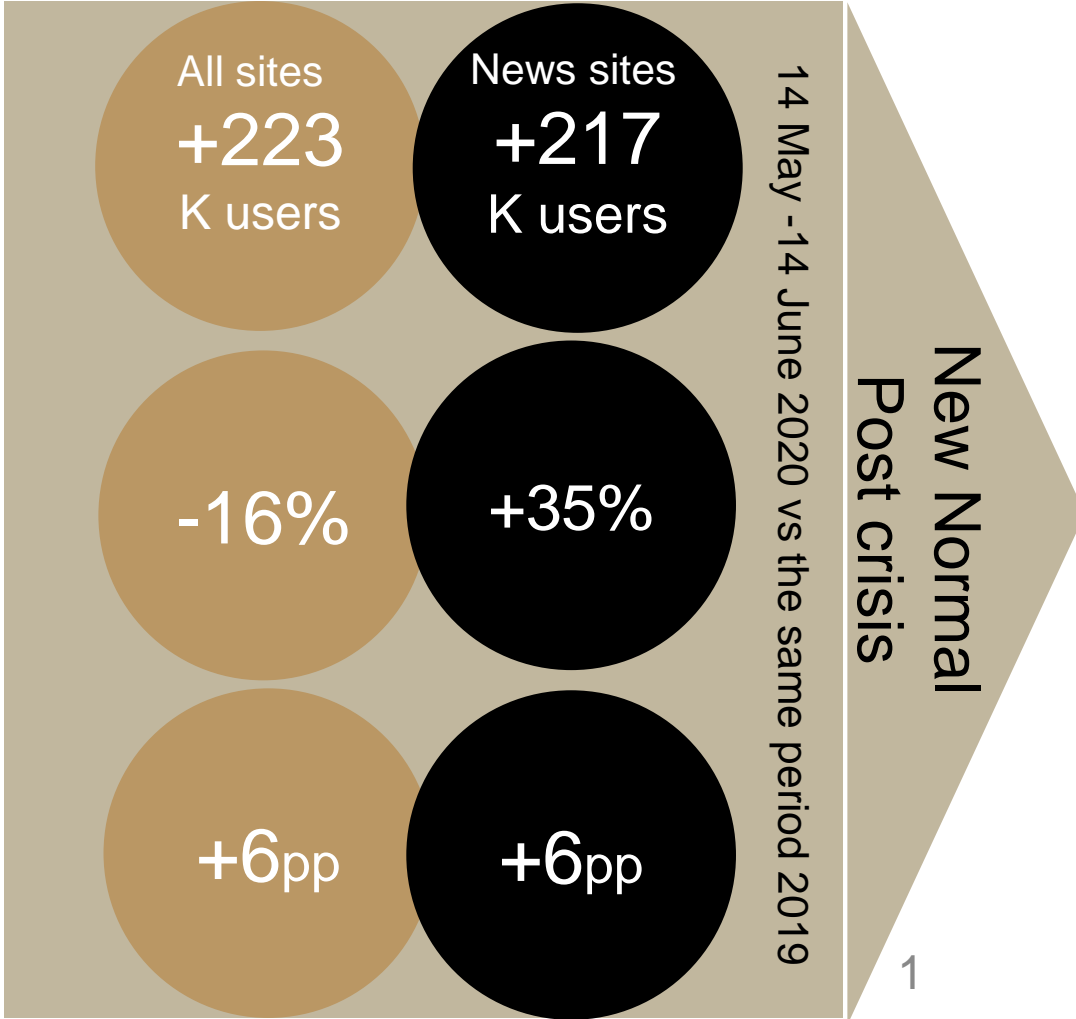
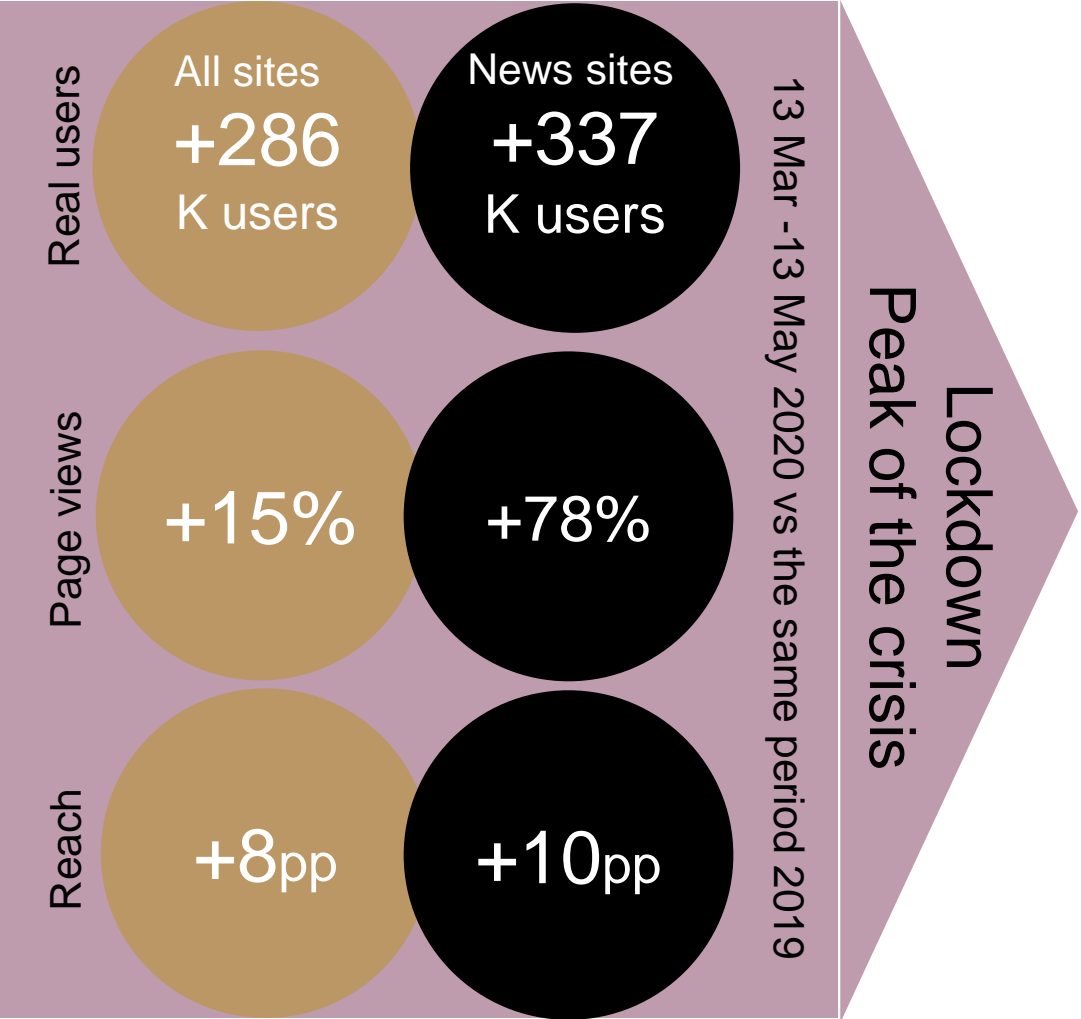
# TV WEEKLY REPORT

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FOCUSED ON THE VOICE OF BULGARIA

Source: GARB  
Data: People meter, national base  
Period: 08-14.06  
TG: A 18-49  
Currency: BGN gross

# A MONTH AFTER THE LOCKDOWN THE POSITIVE EFFECTS ON DIGITAL CONSUMPTION ARE STILL VISIBLE



Source: Gemius, A18-49

# DT HOURS SUSTAINED DOUBLE DIGITS INCREASE SINCE THE LOCKDOWN HAS ENDED. PT AUDIENCE IS GRADUALLY REACHING ITS USUAL LEVELS

**13 Mar -13 May 2020 vs the same period 2019**

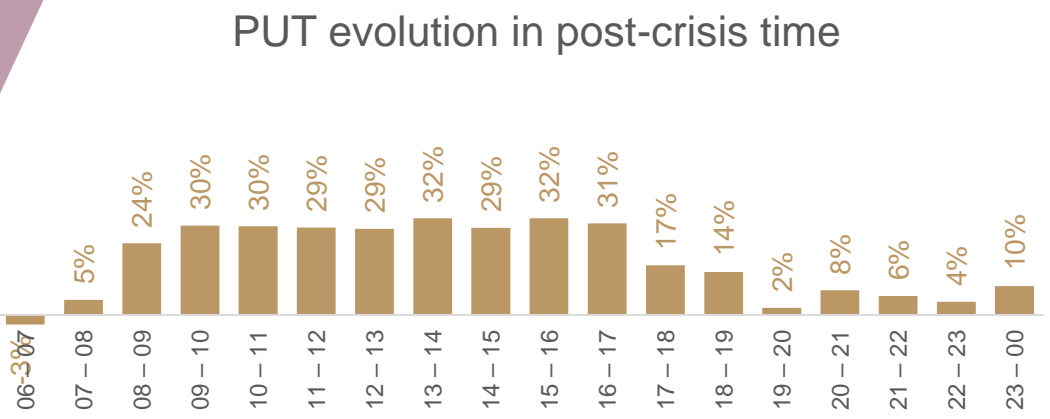
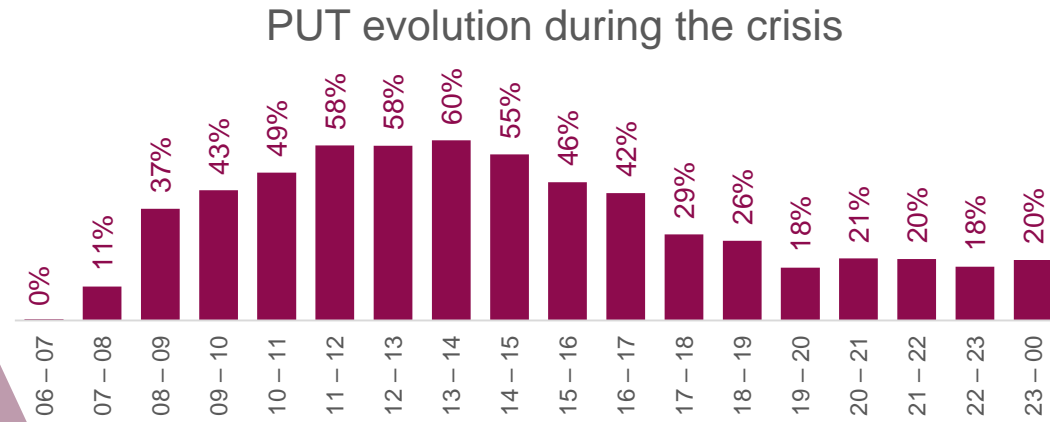
**Lockdown**

**Peak of the crisis**

**PUT +31%**

**Time spent +0:55 hour**

**Reach +6pp**



Source: GARB, A18-49

**14 May – 14 June 2020 vs the same period 2019**

**Post crisis**

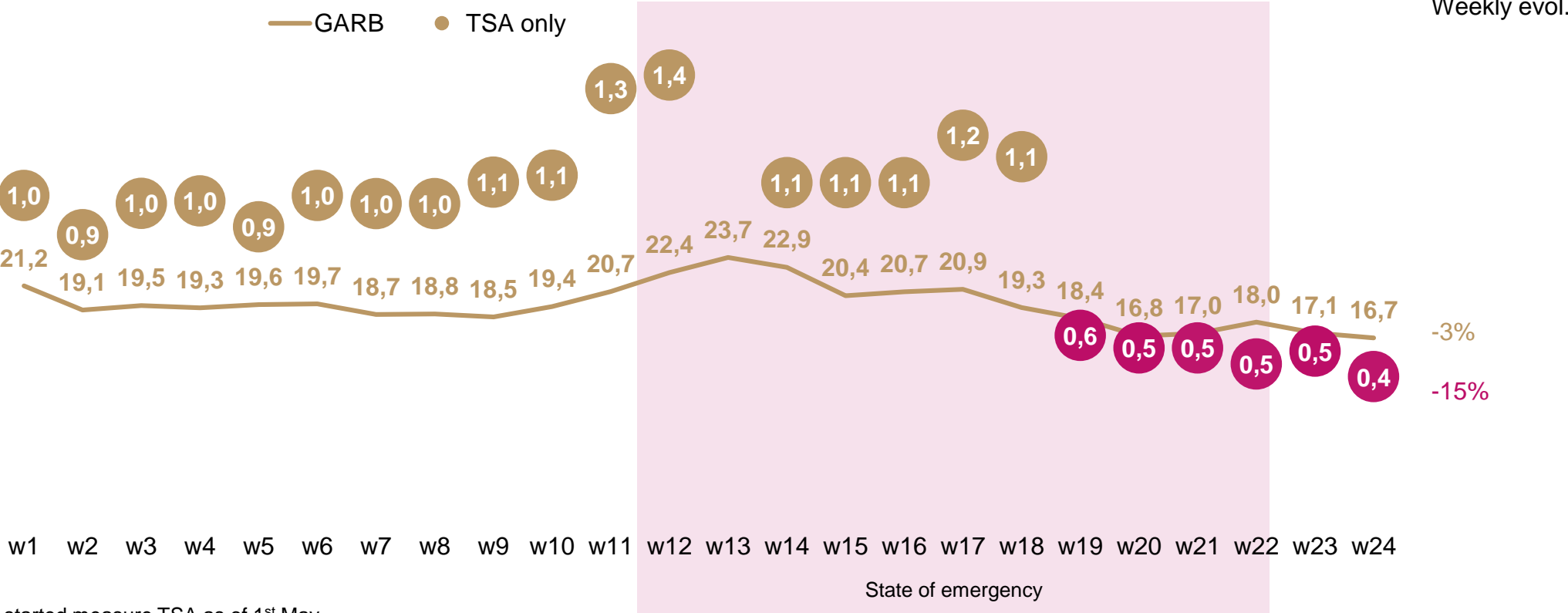
**New Normal**

**+15%**

**+0:25 hour**

**+1pp**

# SECOND CONSECUTIVE WEEK OF DECLINE IN TERMS OF LIVE AUDIENCE. TIMESFHITED AUDIENCE DECREASED AS WELL



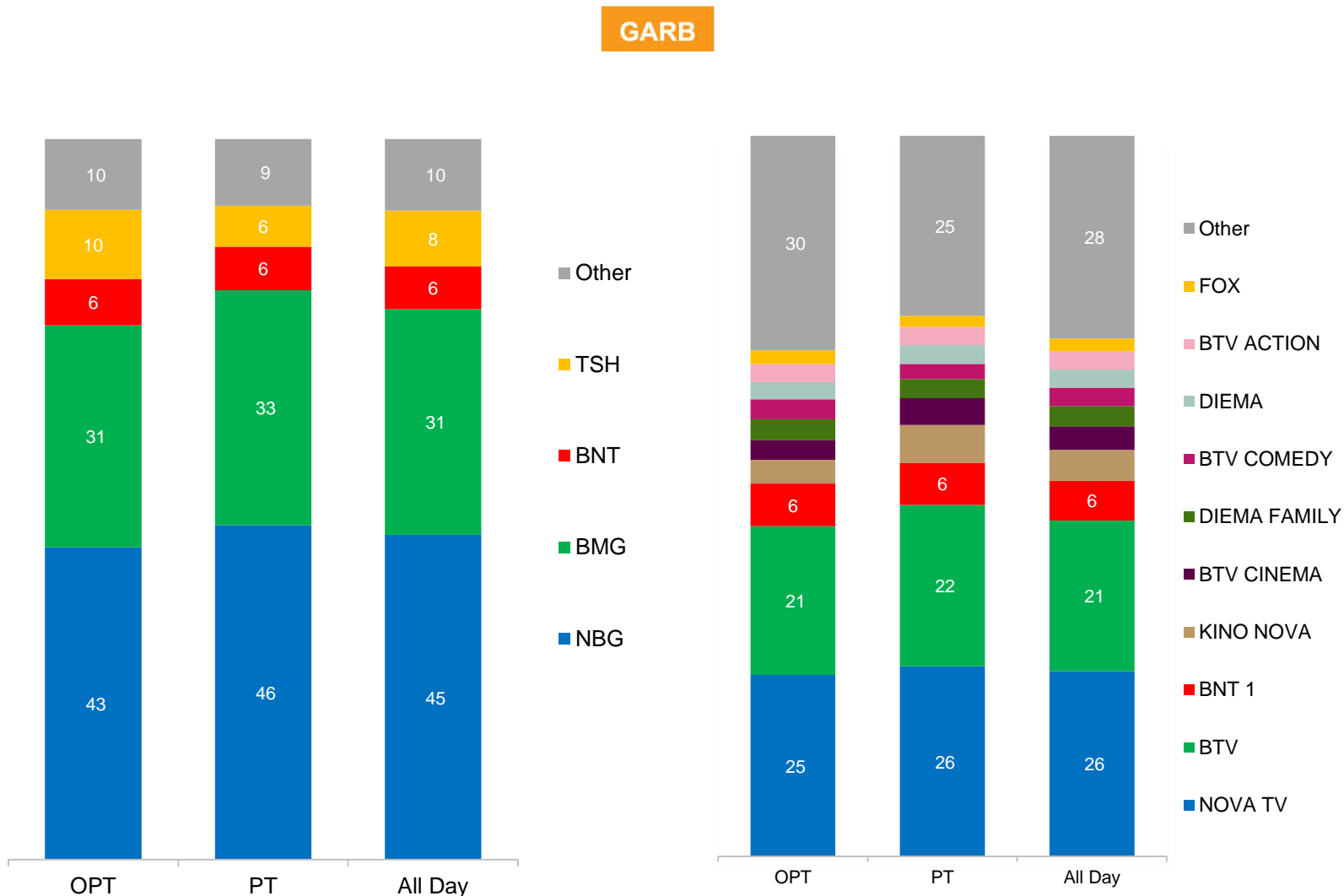
\*GARB started measure TSA as of 1<sup>st</sup> May

# NBG INCREASED PT AUDIENCE ON THE ACCOUNT OF BMG

On channel basis however both Nova and bTV decreased PT viewership by 1pp.

Top 5 channels remained the same with BNT1 being the 3rd most popular channel followed by the movie-based niche channels Kino Nova and bTV Cinema.

FOX replaced Cartoon Network within top 10.



# THE MOST COMPETITIVE TIME SLOT IS STILL 20-21

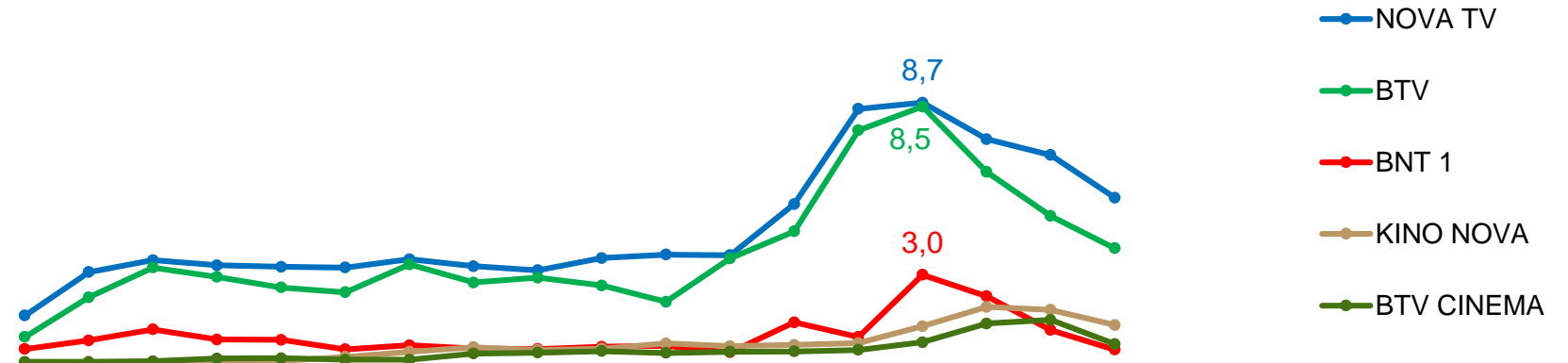
Nova's PT news sustained higher rating than bTV's.

FOX replaced Cartoon Network in terms of rating as well.

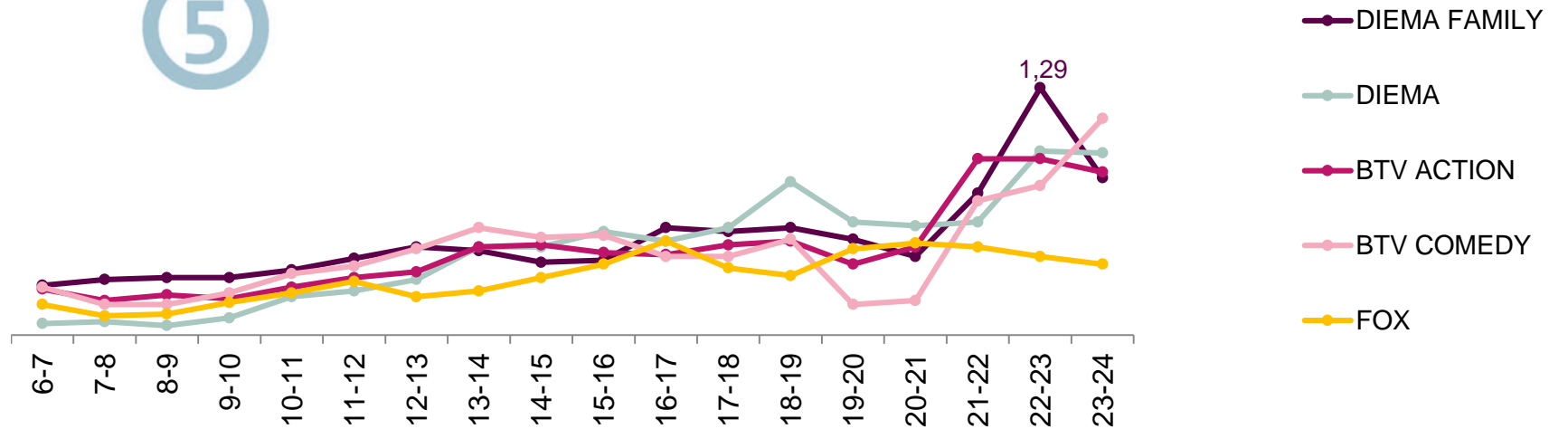


TOP 5

GARB



NEXT TOP 5

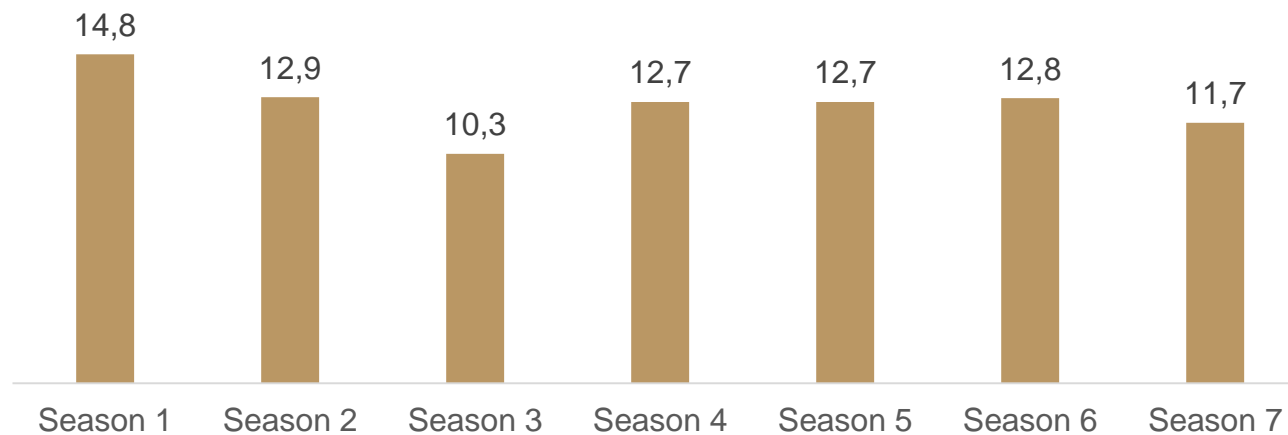


# SEASON 7 OF THE VOICE ENDED LAST WEEK WITH 12PP RATING

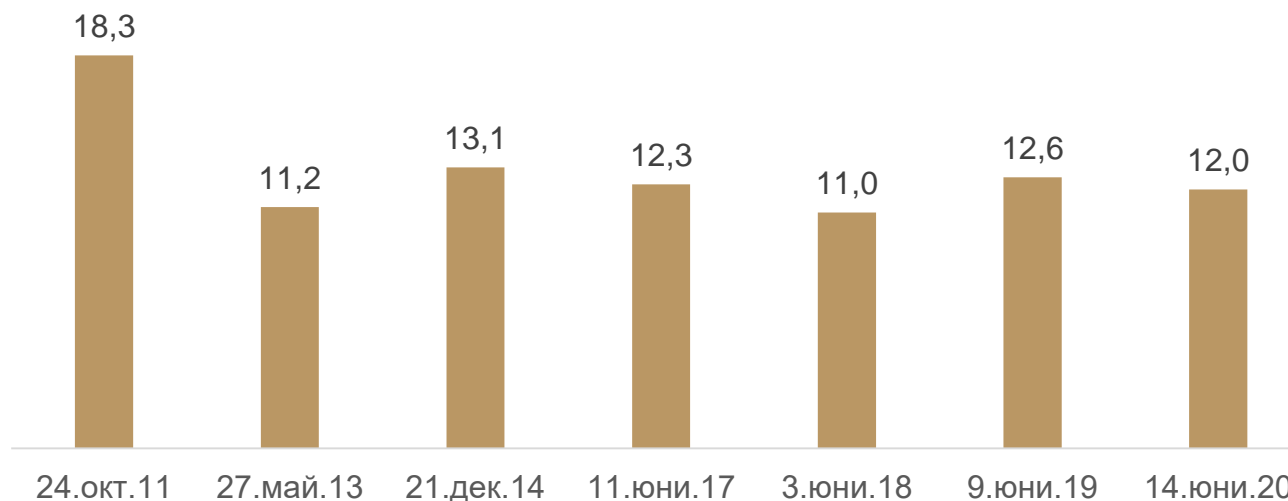
The last season of the show registered the 2nd least seasonal rating since it has been on air. Neither of the seasons could reach the figures of the show debut.



Full season ratings



Season finales



# BTV WAS ON TOP OF THE RANKING LAST WEEK BUT NOVA DOMINATED OVERALL

	Channel	Title	Type	Time start	Rating %	Shr %
1	BTV	The Voice of Bulgaria	Reality	20:00	12,0	37,9
2	NOVA TV	Fish on the cake	Culinary program	20:00	9,2	28,8
3	BTV	Evermore	Series	20:00	8,9	27,8
4	NOVA TV	Hummingbird	Movies	20:00	8,4	26,5
5	NOVA TV	News block	News	19:00	8,3	32,7
6	BTV	Taxi 2	Movies	22:00	8,2	29,8
7	BTV	News block	News	19:00	7,6	29,9
8	NOVA TV	News block	News	22:00	7,4	23,7
9	NOVA TV	Magnum P.I.	Series	21:00	7,3	22,5
10	NOVA TV	National treasure: Book of secrets	Movies	20:00	7,0	25,1
11	NOVA TV	The Avengers: Age of Ultron	Movies	22:00	6,4	25,9
12	NOVA TV	FBI	Series	22:30	6,0	22,6
13	BTV	Fi	Series	21:00	5,6	17,4
14	NOVA TV	Family Feud	TV games	18:00	5,2	26,4
15	NOVA TV	Criminal Minds	Series	23:30	5,2	26,7
16	BTV	120 Minutes	Publicism	17:00	5,1	21,9
17	NOVA TV	Sunday at NOVA	Publicism	16:00	5,1	22,4
18	NOVA TV	Hidalgo	Movies	22:30	5,0	25,9
19	NOVA TV	Nichia zemia	Publicism	18:00	4,7	22,7
16	BTV	Karbovski: Second plan	Publicism	18:00	4,7	22,6





# THANK YOU!

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