



TV REPORT

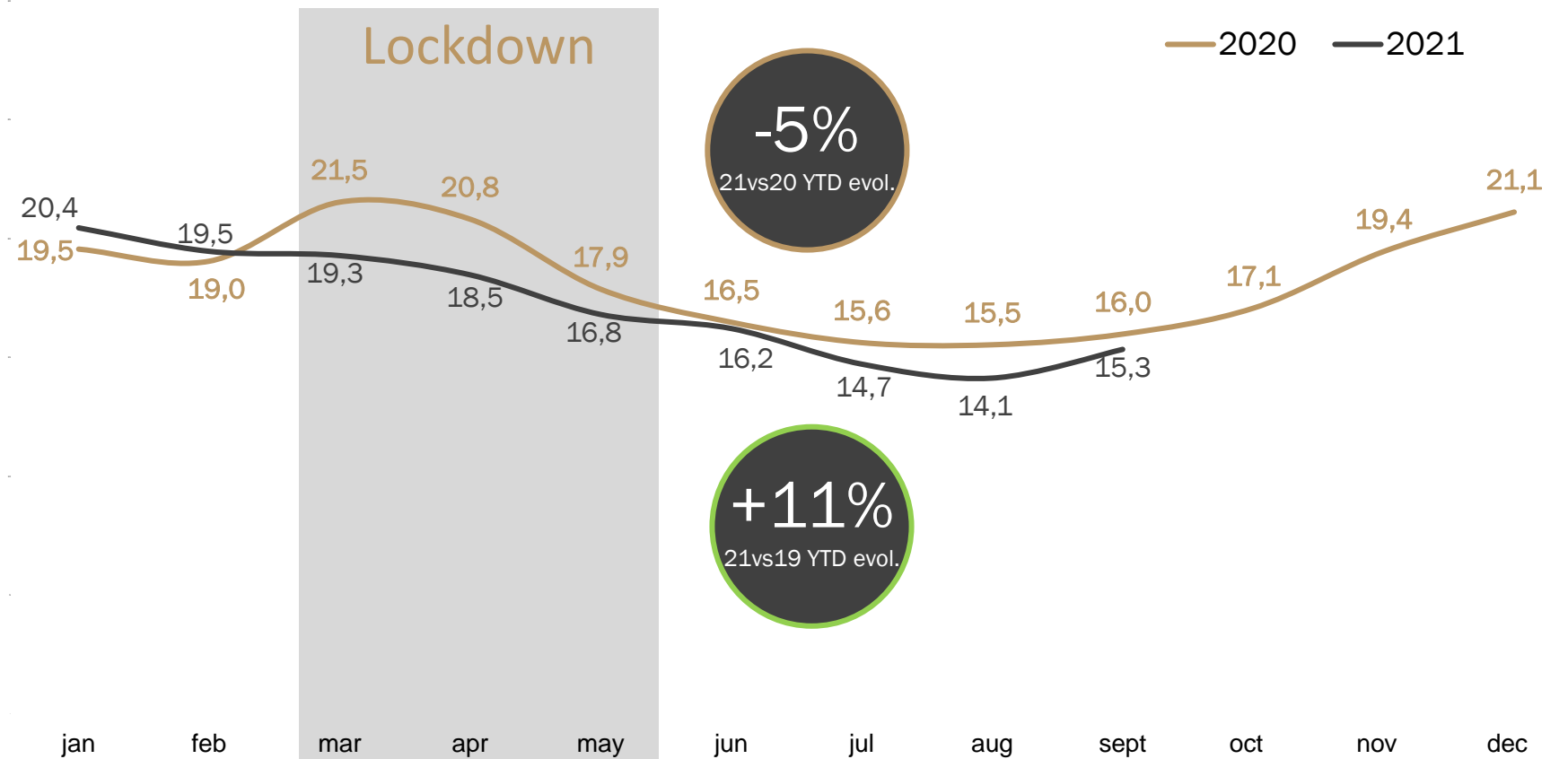
SEPTEMBER 2021

FOCUSED ON THE LAST ONE WINS



TV AUDIENCE INCREASED WITH THE START OF THE NEW SEASON

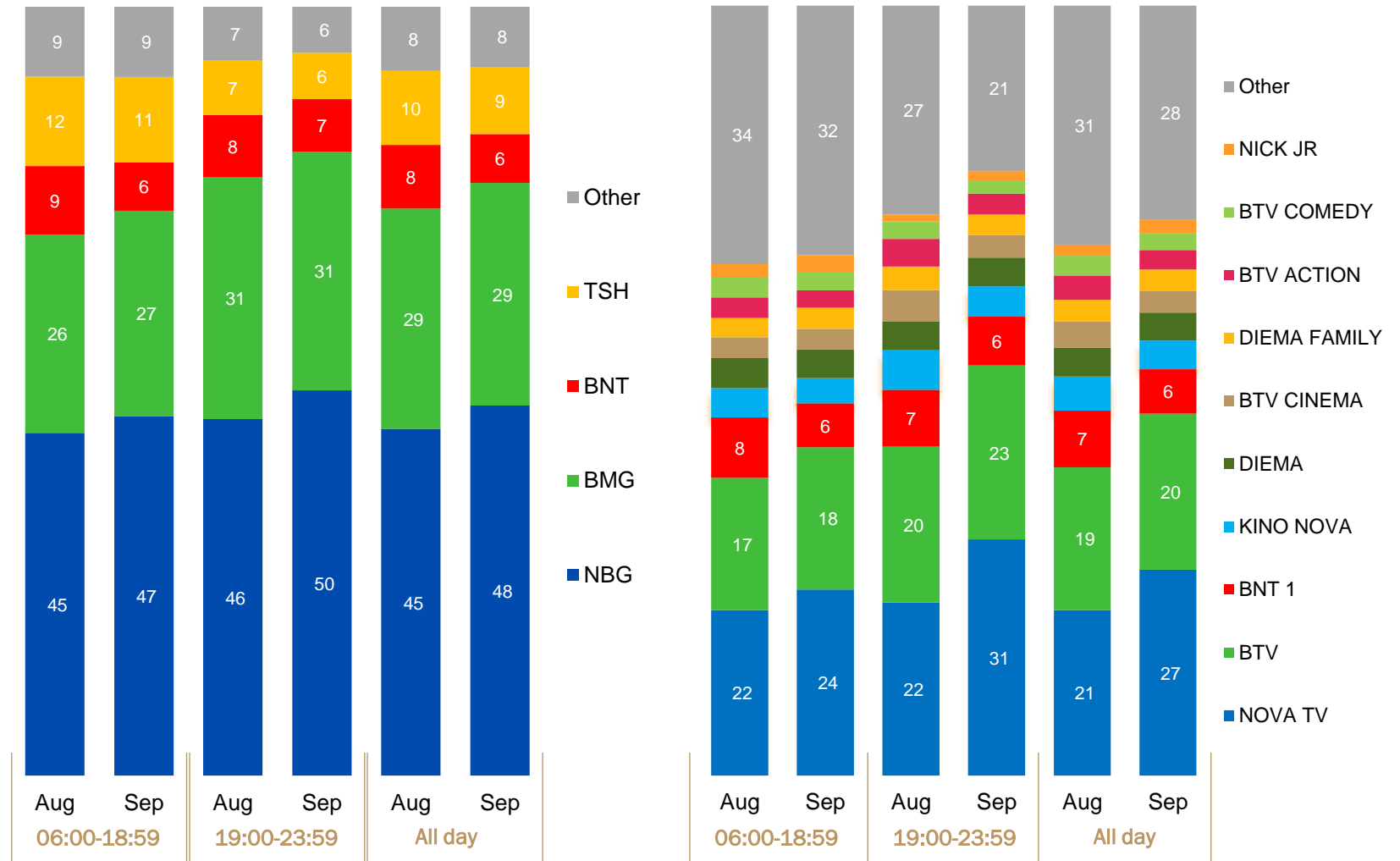
2021 cannot reach the Covid 19-driven viewership of 2020 but outperforms 2019



NBG REACHED 50pp SHARE IN PT HOURS

BMG overall remained stable but bTV as a separate channel increased share in all timeslots.

Kino Nova remained the top niche channel.

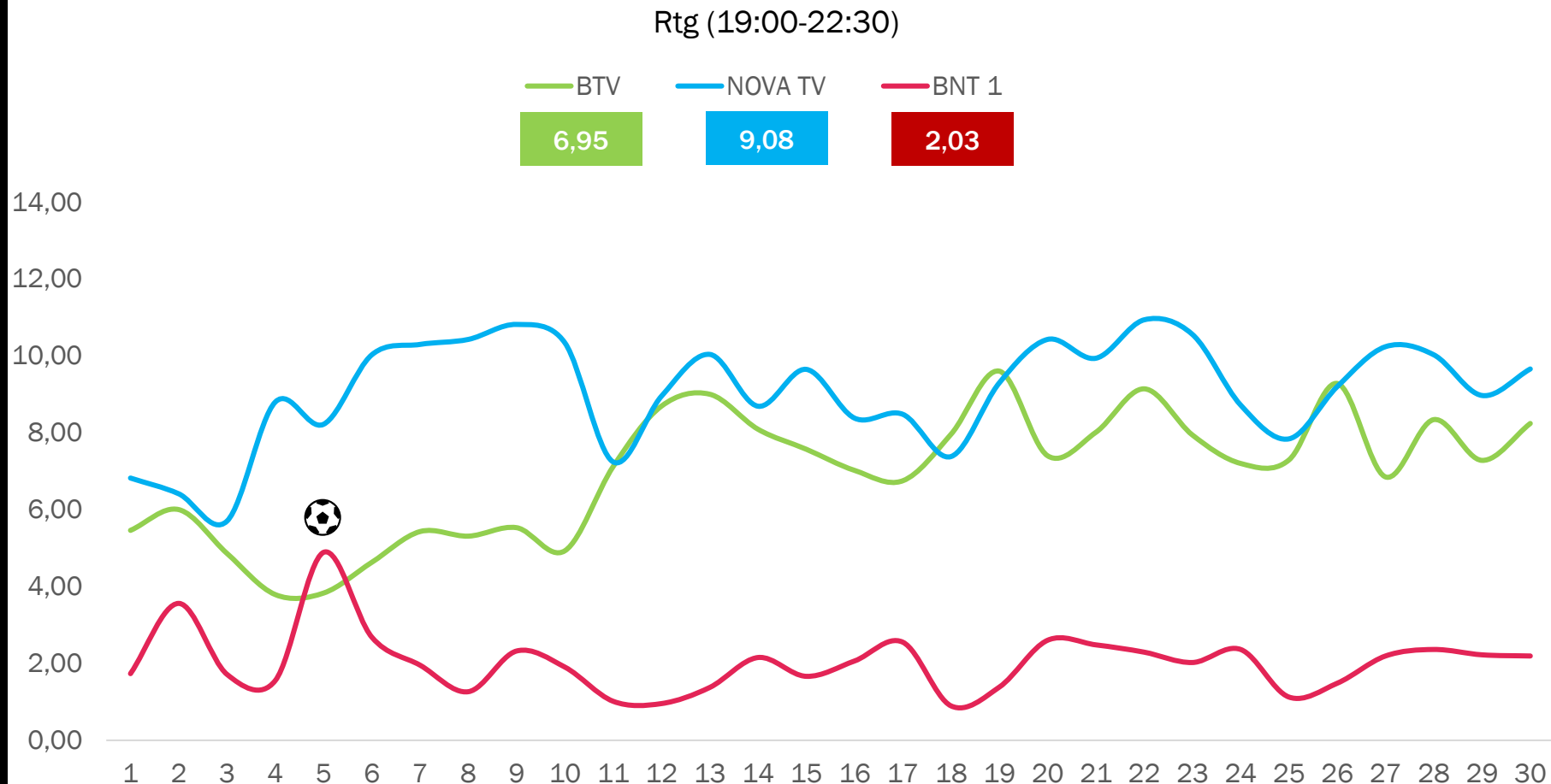


Source: GARB, A18-49

NOVA SUSTAINED LEADERSHIP IN PT HOURS

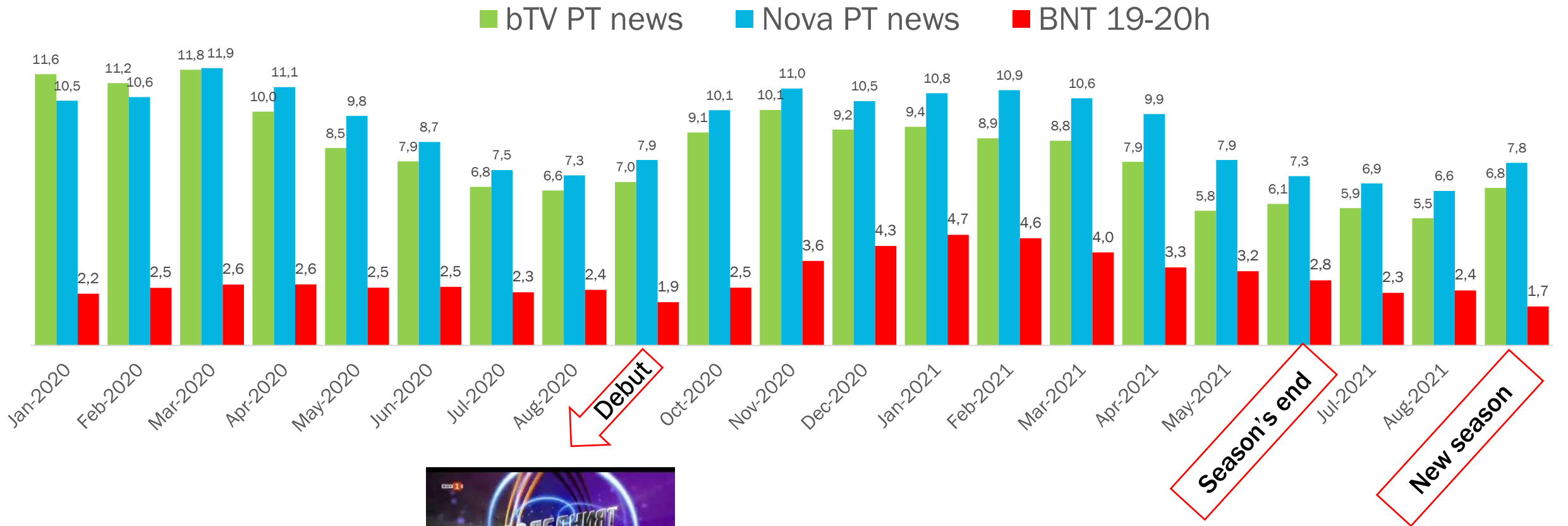
bTV could compete on Saturday with The Farm's battle episode.

BNT1 had a peak of audience driven by the national football team.



Source: GARB, A18-49

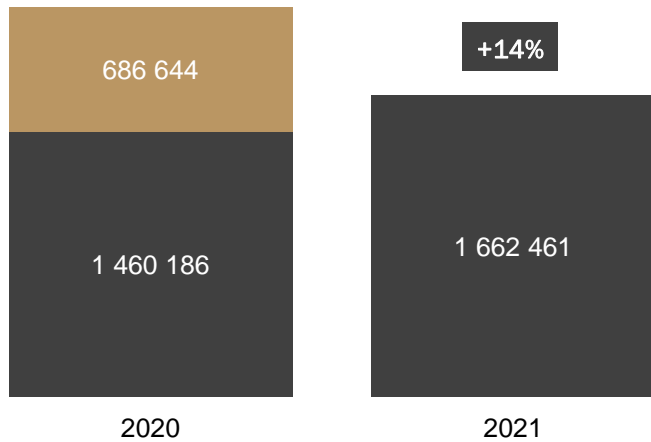
THE LAST ONE WINS NEARLY DOUBLED BNT'S AUDIENCE SINCE THE LAUNCH OF THE TV SHOW



14% GROWTH IN DELIVERED TRP30 ON YTD BASE TOP 5 REMAINED THE SAME AS IN AUGUST NATURPHARMA IS UNDISPUTABLE LEADER

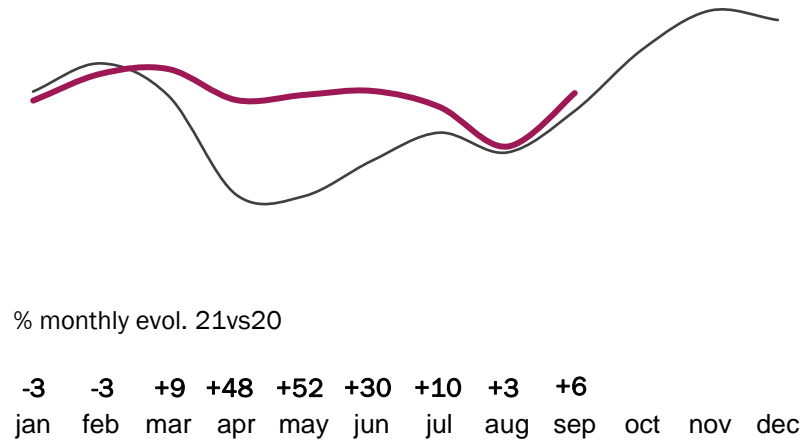
TOTAL TRP30

■ YTD ■ Rest

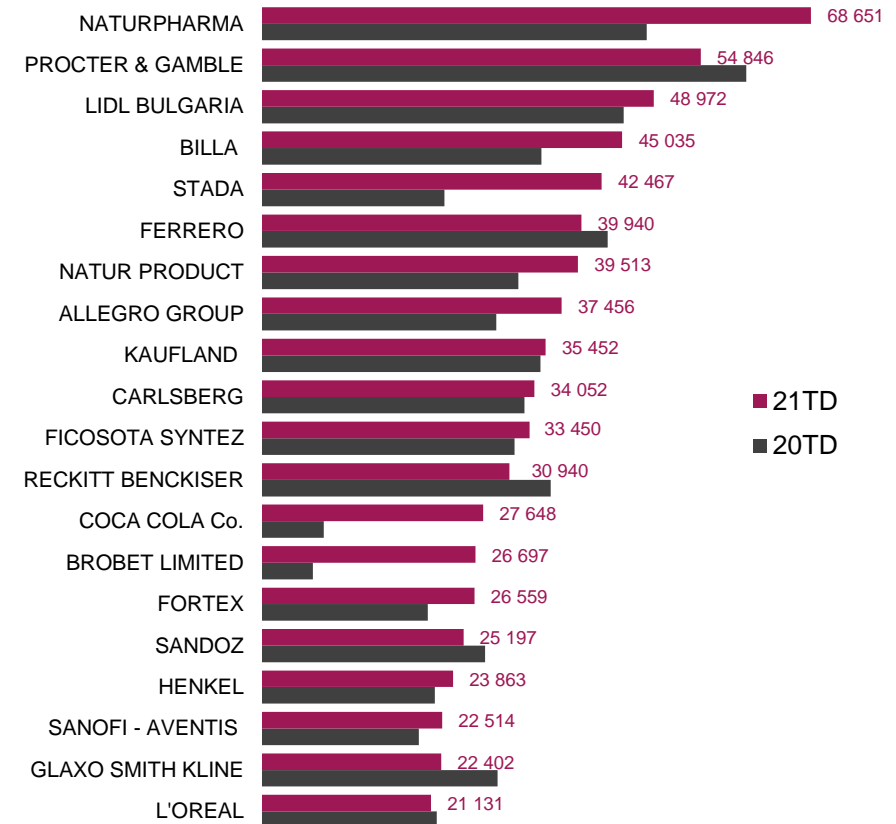


SEASONALITY

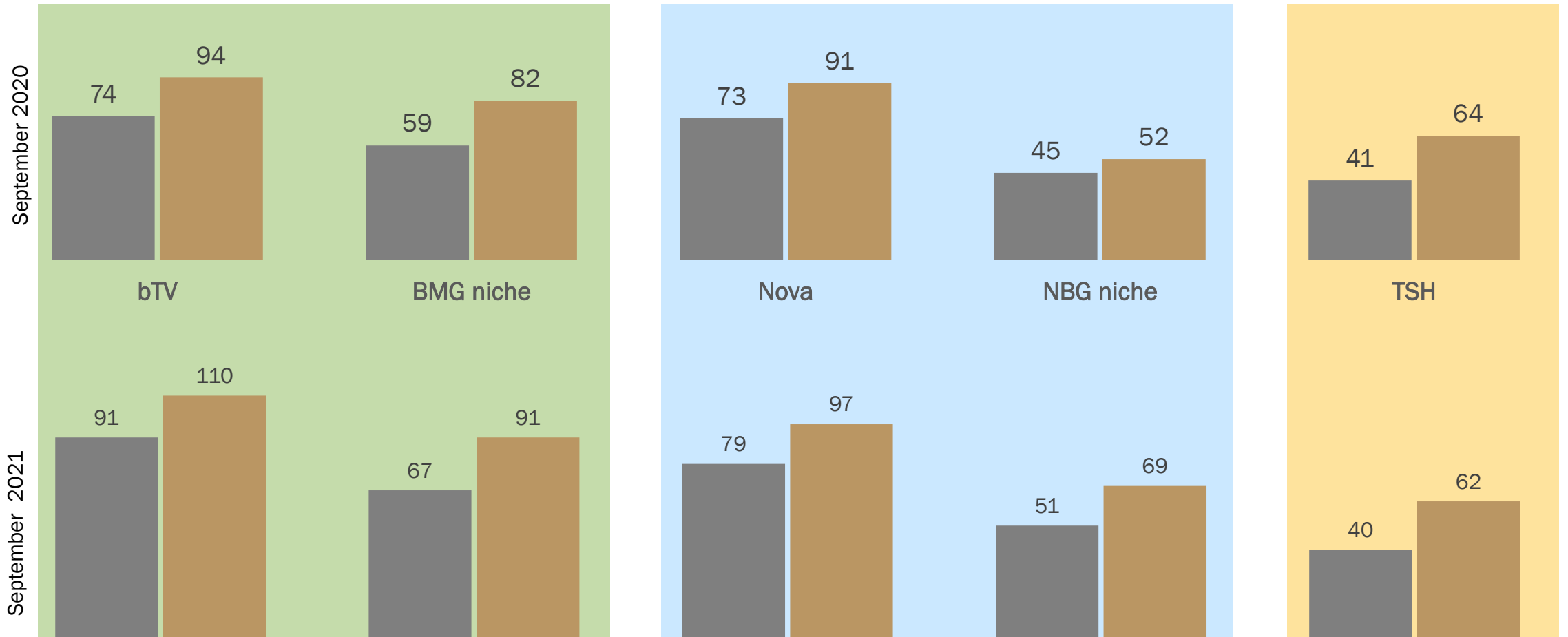
— 2020 — 21TD



TOP ADVERTISERS



NOVA HAS SOME FREE INVENTORY WHILE BTV KEEPS STRUGGLING TSH KEEPS THE SAME FIGURES AS IN 2020



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



THANK YOU!

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