



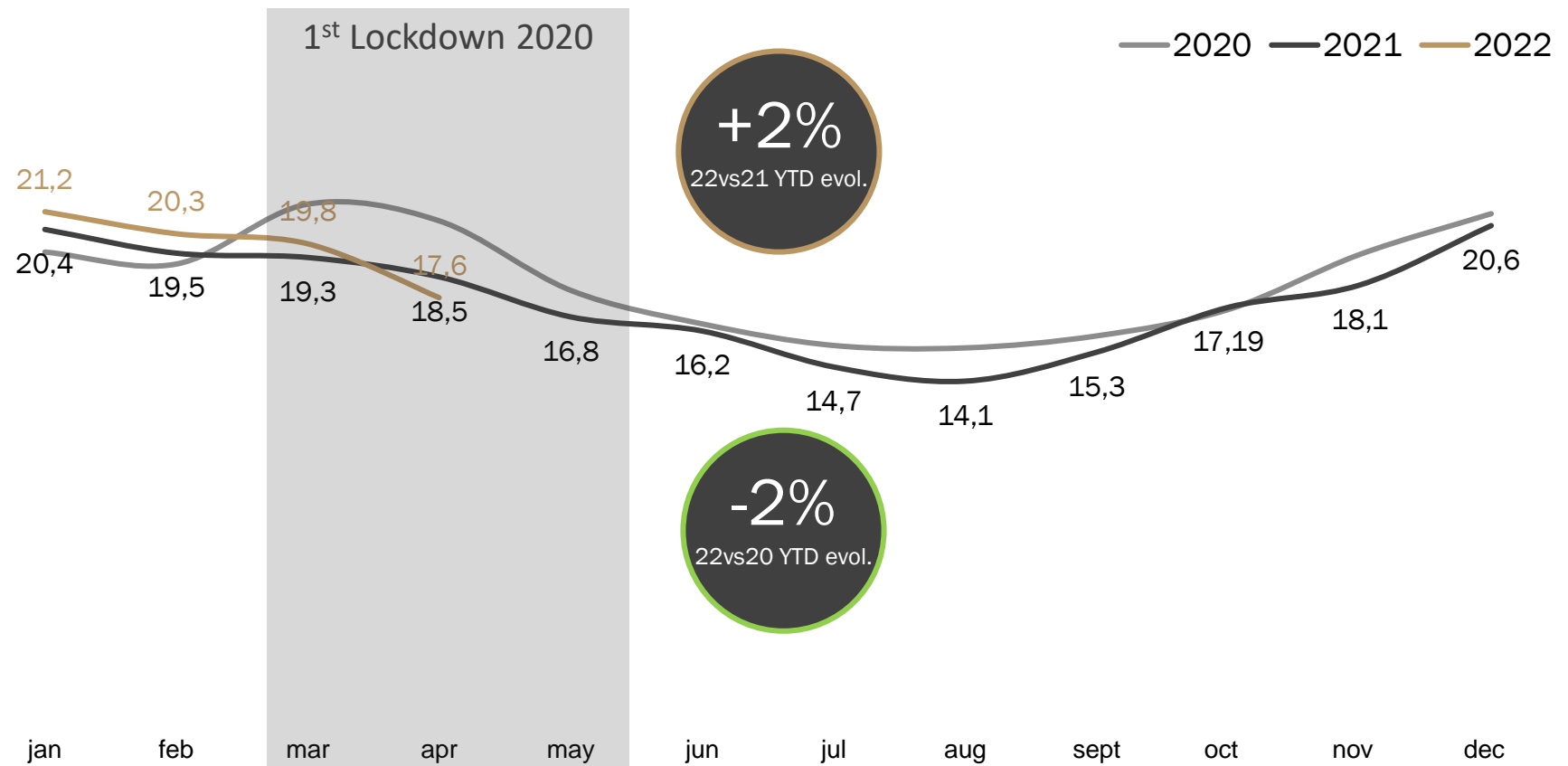
TV REPORT

APRIL 2022

FOCUSED ON PUBLICISM PROGRAMS



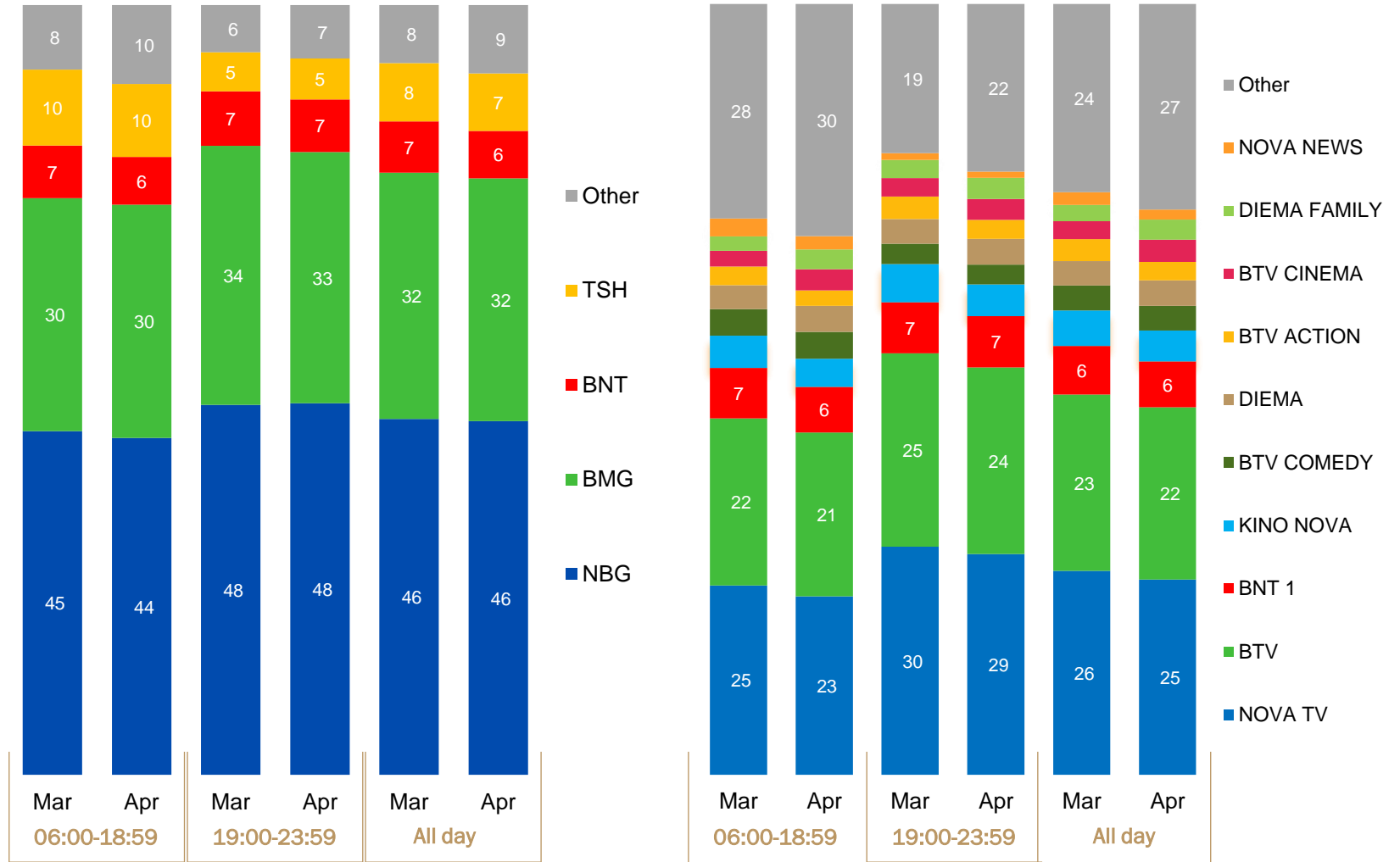
LIVE TV VIEWERSHIP IN YTD22 REMAINED BIT HIGHER VS LAST YEAR, BUT IS LOWER THAN THE SAME PERIOD IN 2020 DUE TO THE COVID-19 OUTBREAK



QUITE STABLE SHARE RESULTS BY GROUPS

bTV & Nova both decreased by 1pp PT shares on the account of small niche channels

FOX replaced Nova News in TOP 10



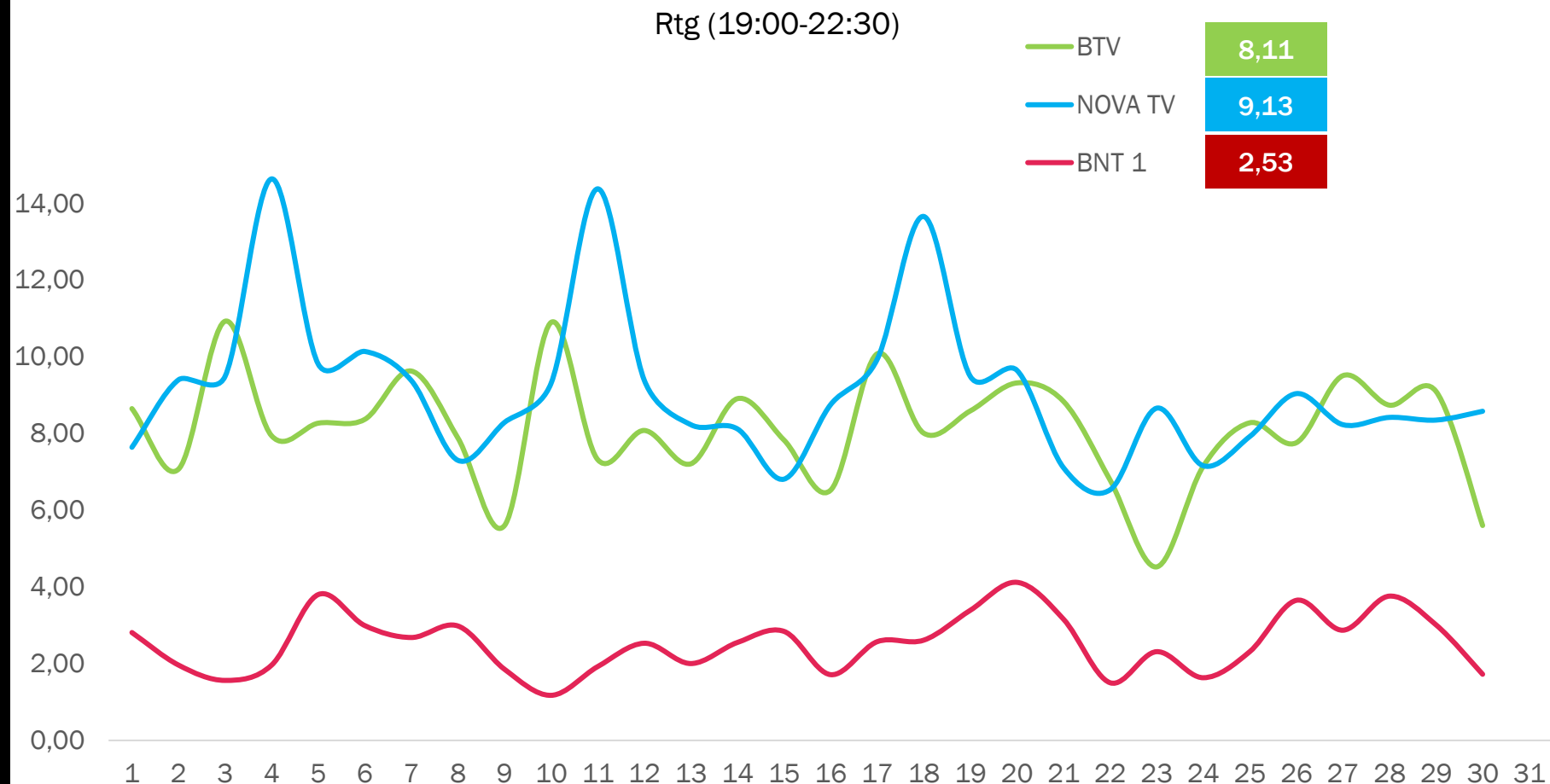
Source: GARB, A18-49

SLIGHT DECREASE IN AVERAGE PT AUDIENCE

Impressive audience peaks for Nova on Mondays thanks to "Your face sounds familiar"

bTV wins Sunday PT with "Bulgaria's got talent"

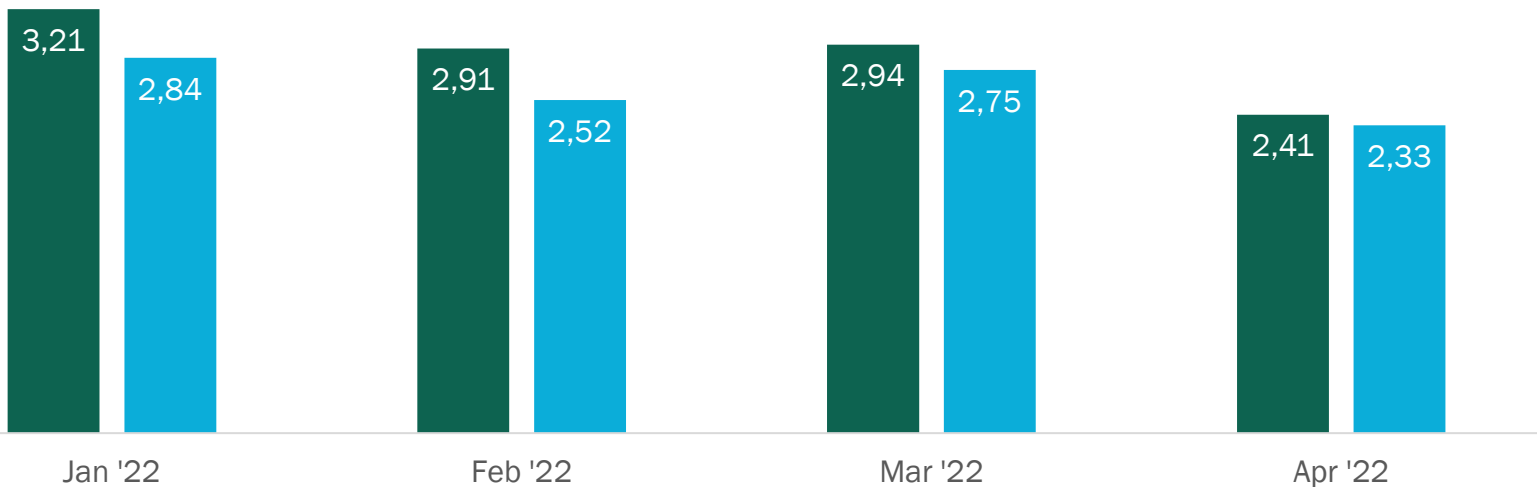
BNT1 peaks are driven by Publicism on Tuesdays ("Referendum") and on Fridays ("Panorama")



“FACE TO FACE” SUSTAINED BIGGER AUDIENCE THAN “INTERSECTION”
Both programs declined viewership following the typical seasonality pattern. “Referendum” on the contrary had growing audience



FACE TO FACE VS. INTERSECTION



REFERENDUM
(Tuesdays 21:00 - 22:00)

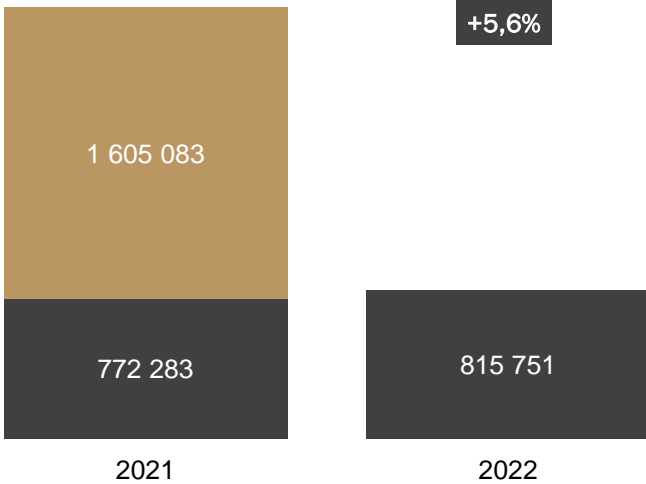


6% INCREASE IN DELIVERED AUDIENCE IN 22YTD

Pharma advertisers still dominated in TOP 20
LIDL replaced KAUF LAND in TOP 4 with fragile distance

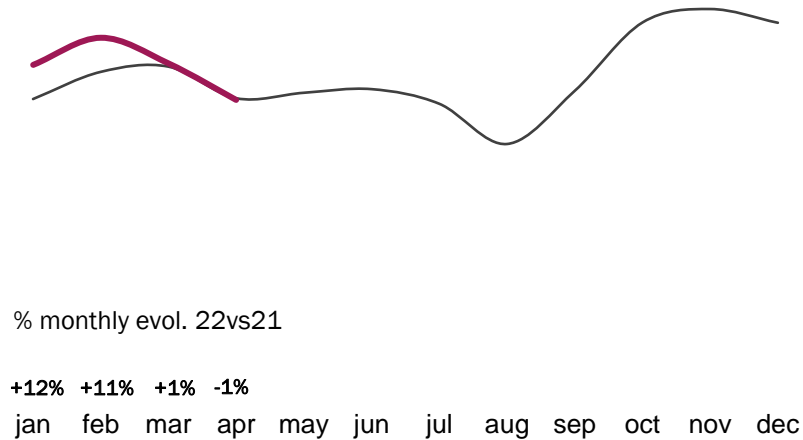
TOTAL TRP30

■ YTD ■ Rest

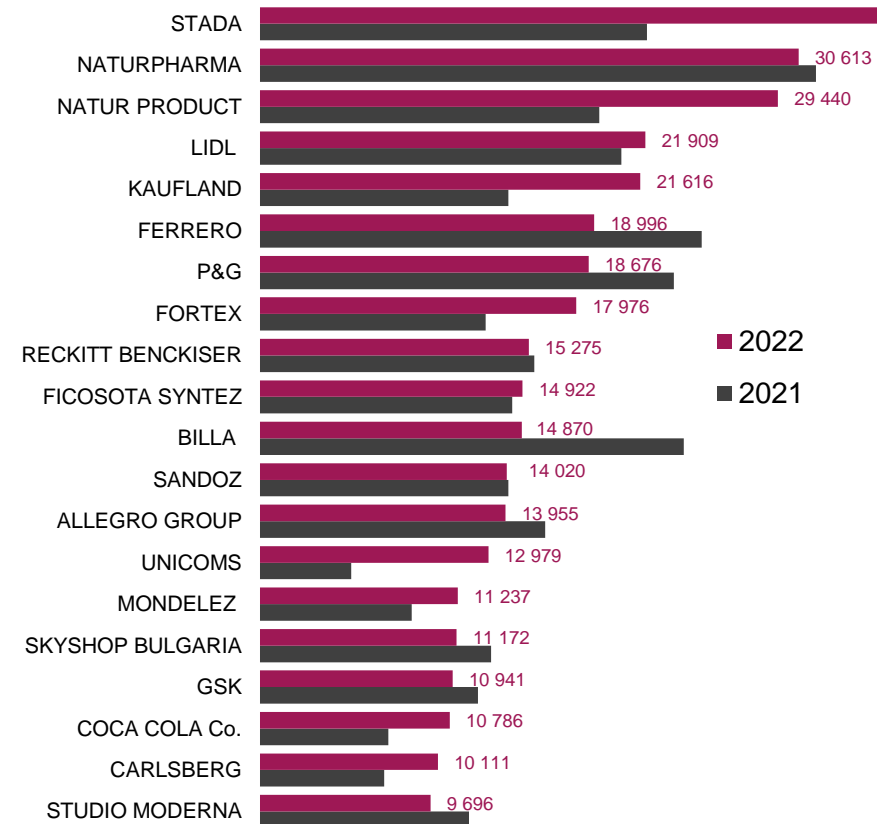


SEASONALITY

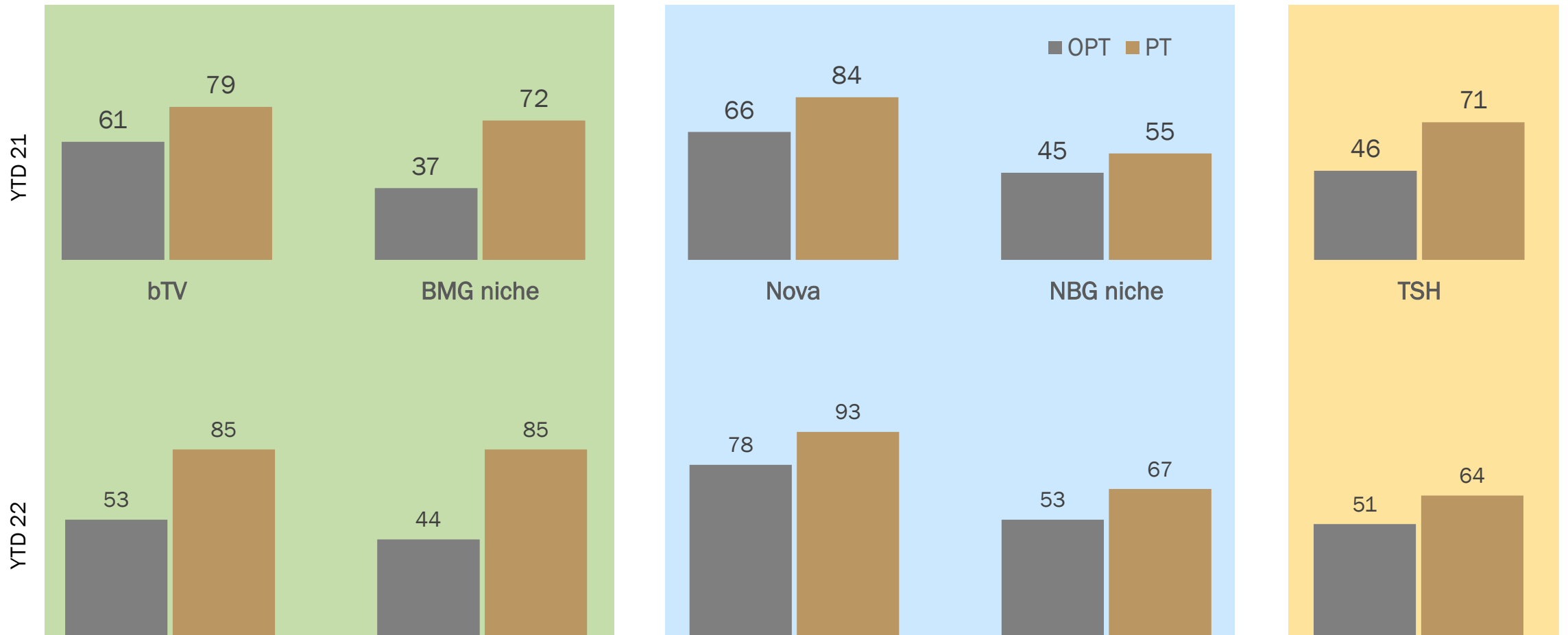
— 2021 — 2022



TOP ADVERTISERS



BMG & NBG KEEP HIGHER INVENTORY FULFILMENT ON YTD BASE BOTH IN PT & OPT HOURS



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



THANK YOU!

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