

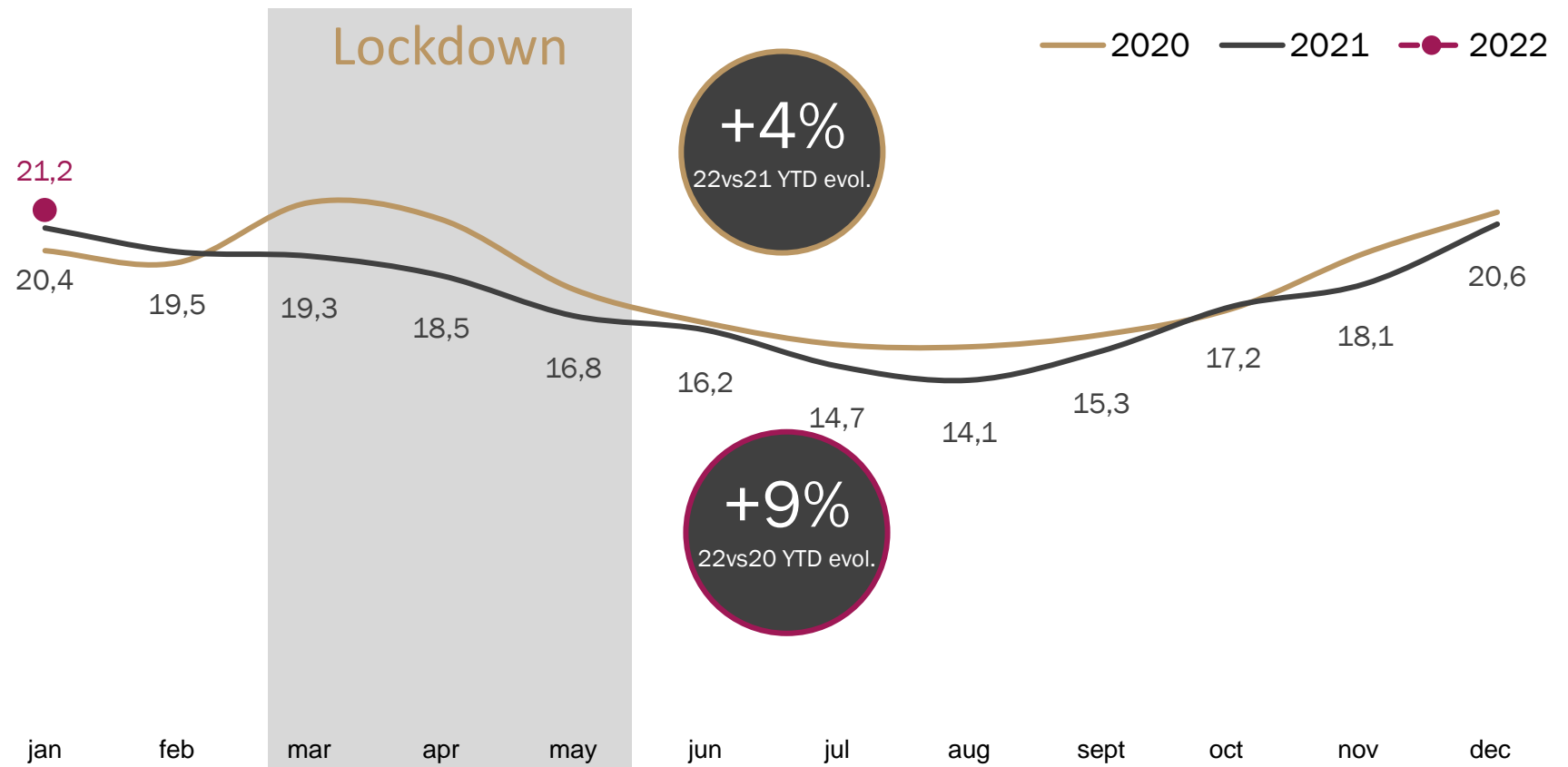


TV REPORT

JANUARY 2022

FOCUSED ON BNT SATURDAY NIGHT PROGRAM

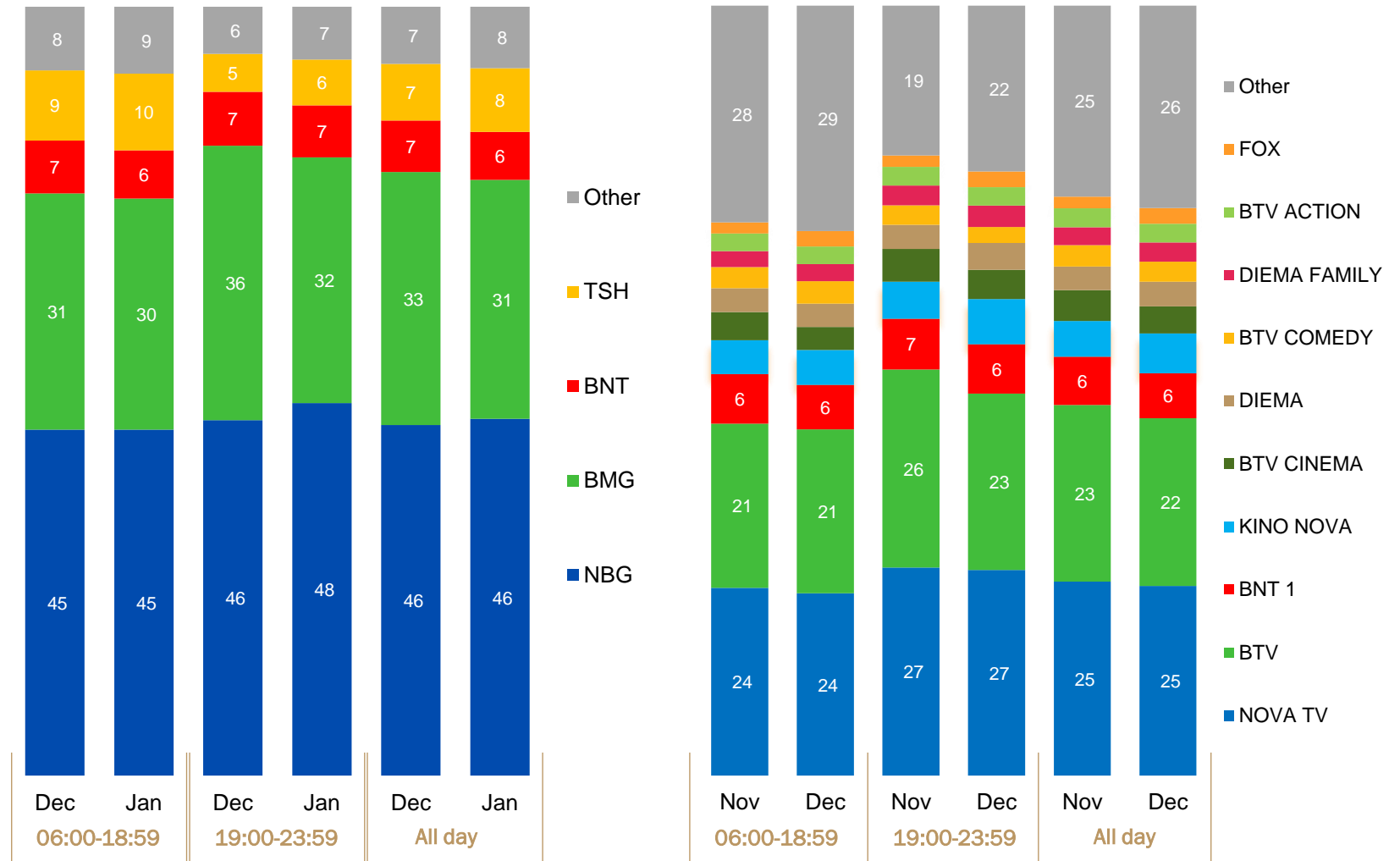
LIVE TV ATTRACTED HIGHER AUDIENCE IN JAN 2022 THAN THE SAME PERIOD IN 2021 AND 2020



BMG DECLINED PT SHARE BY 4PP

NBG on the other hand increased by 2pp via niche channels as Nova kept stable share.

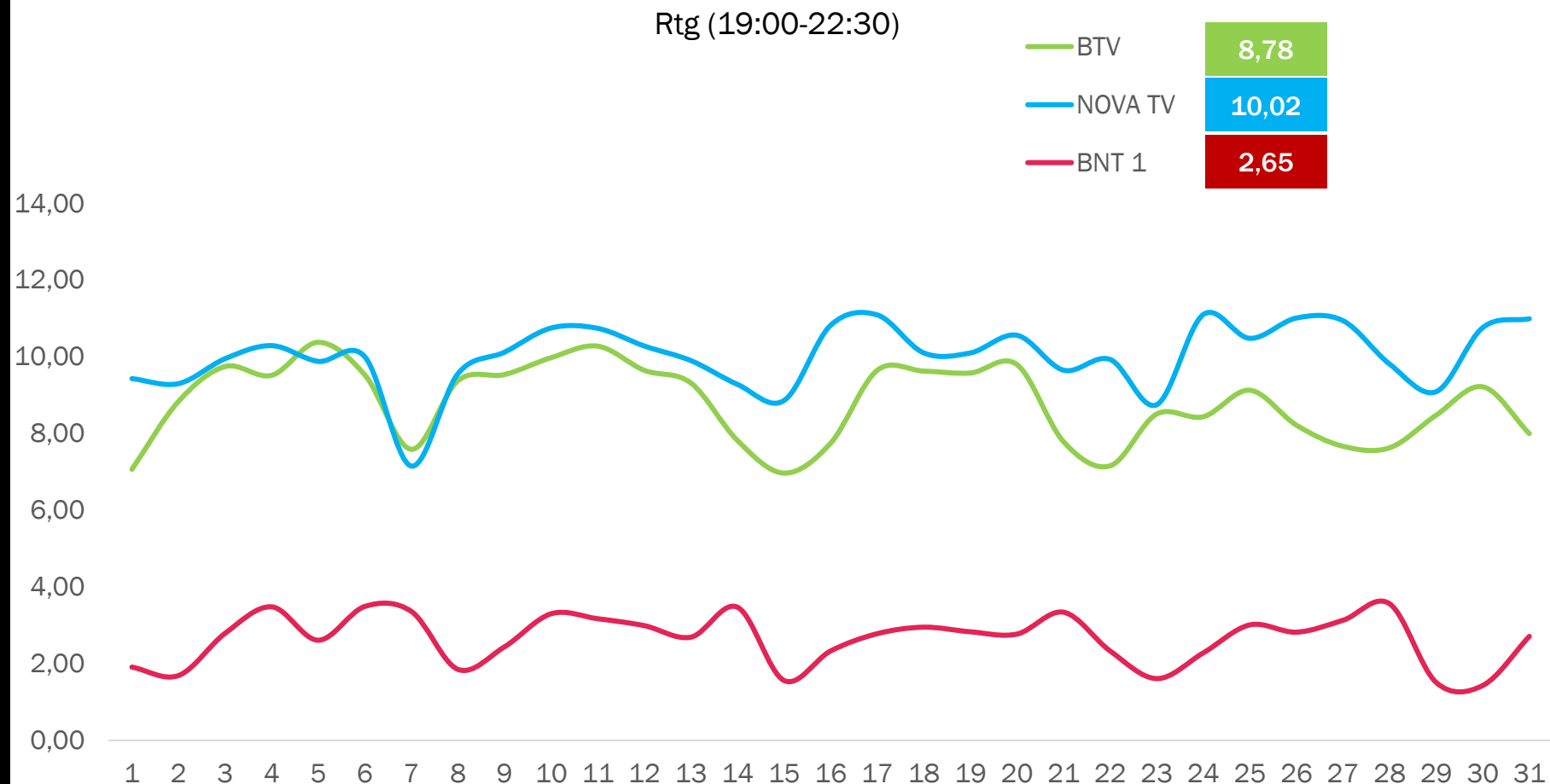
Kino Nova remained the top niche channel in Jan'22.



Source: GARB, A18-49

NOVA DOMINATED OVER BTV BEFORE THE START OF THE NEW TV SEASON

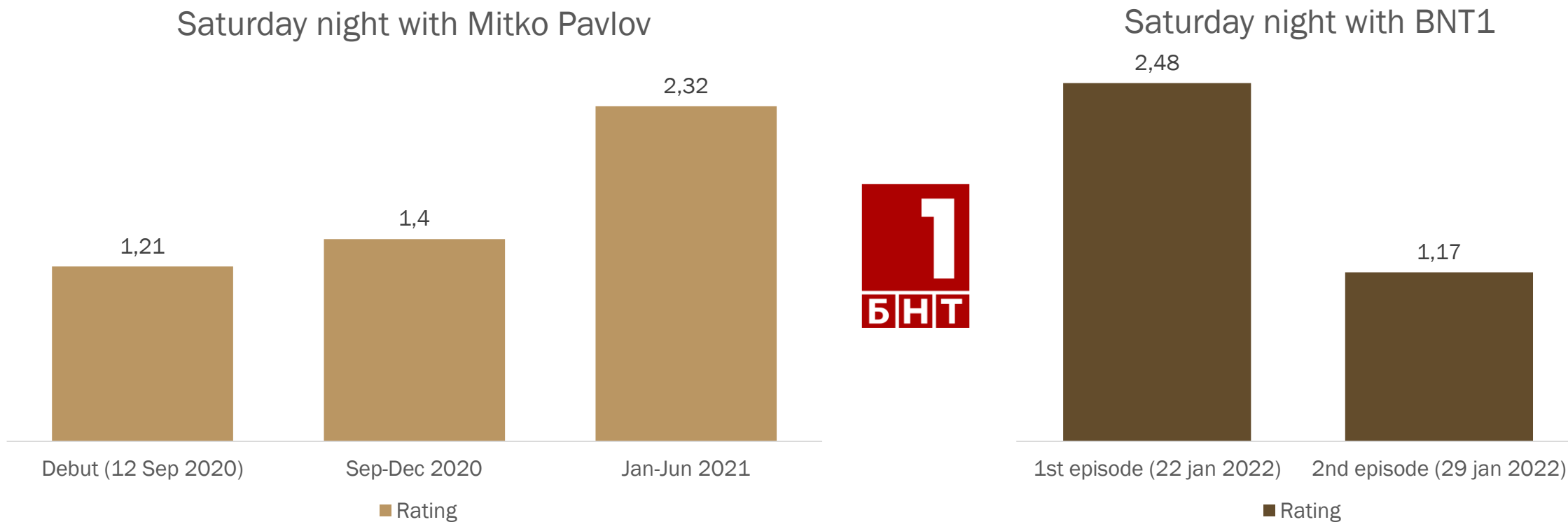
BNT1 kept lowest performance



Source: GARB, A18-49

BNT1 RETURNED ITS SATURDAY NIGHT SHOW WITH A NEW HOST BEFORE THE START OF THE NEW TV SEASON IN BTV & NOVA

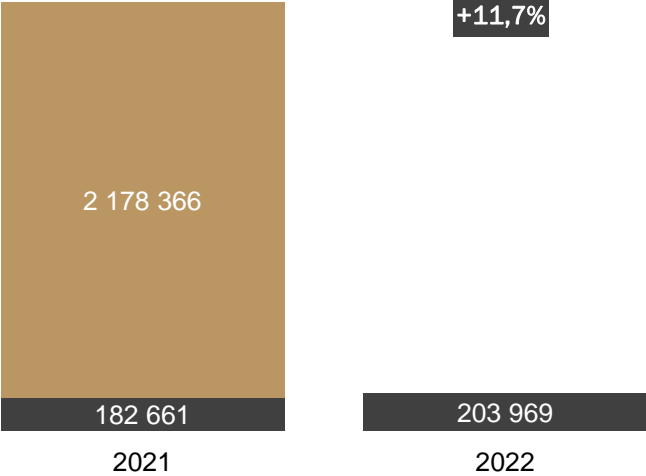
The debut was rather successful, but the show could not keep the same audience with its 2nd episode



2022 STARTED WITH DOUBLE DIGITS INCREASE IN TERMS OF TRP30s UNSURPRISINGLY, IN JANUARY MORE THAN HALF OF THE TOP 20 PLAYERS WERE PHARMA ADVERTISERS

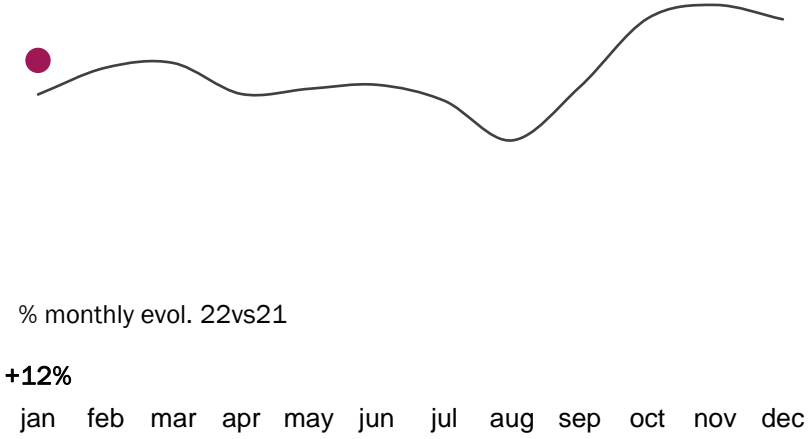
TOTAL TRP30

■ YTD ■ Rest

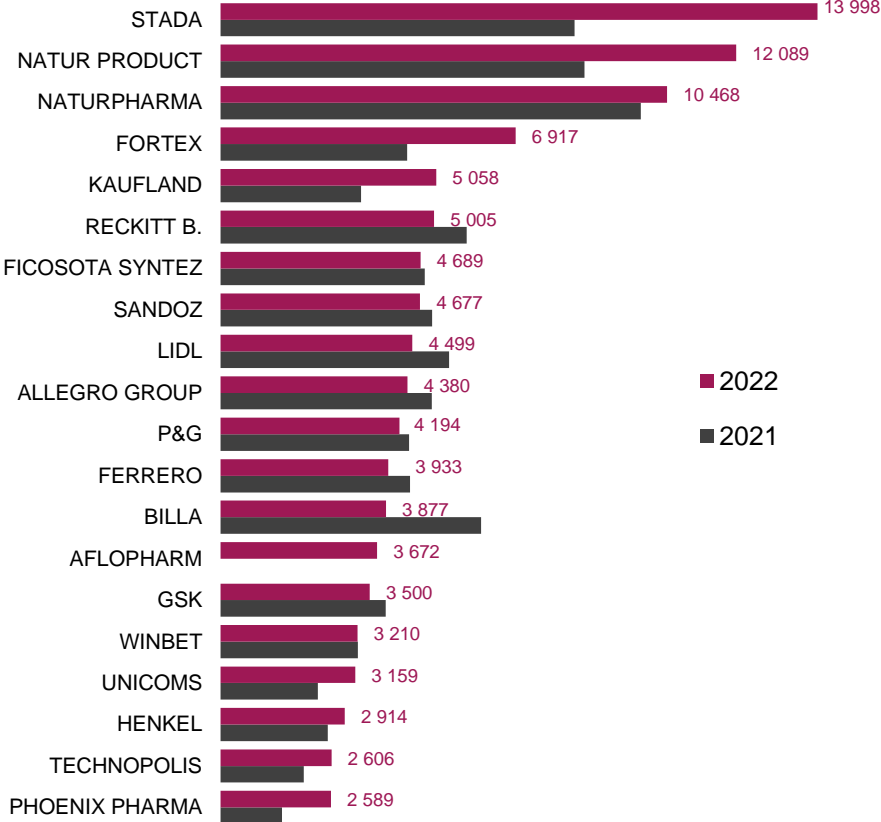


SEASONALITY

— 2021 ● 2022



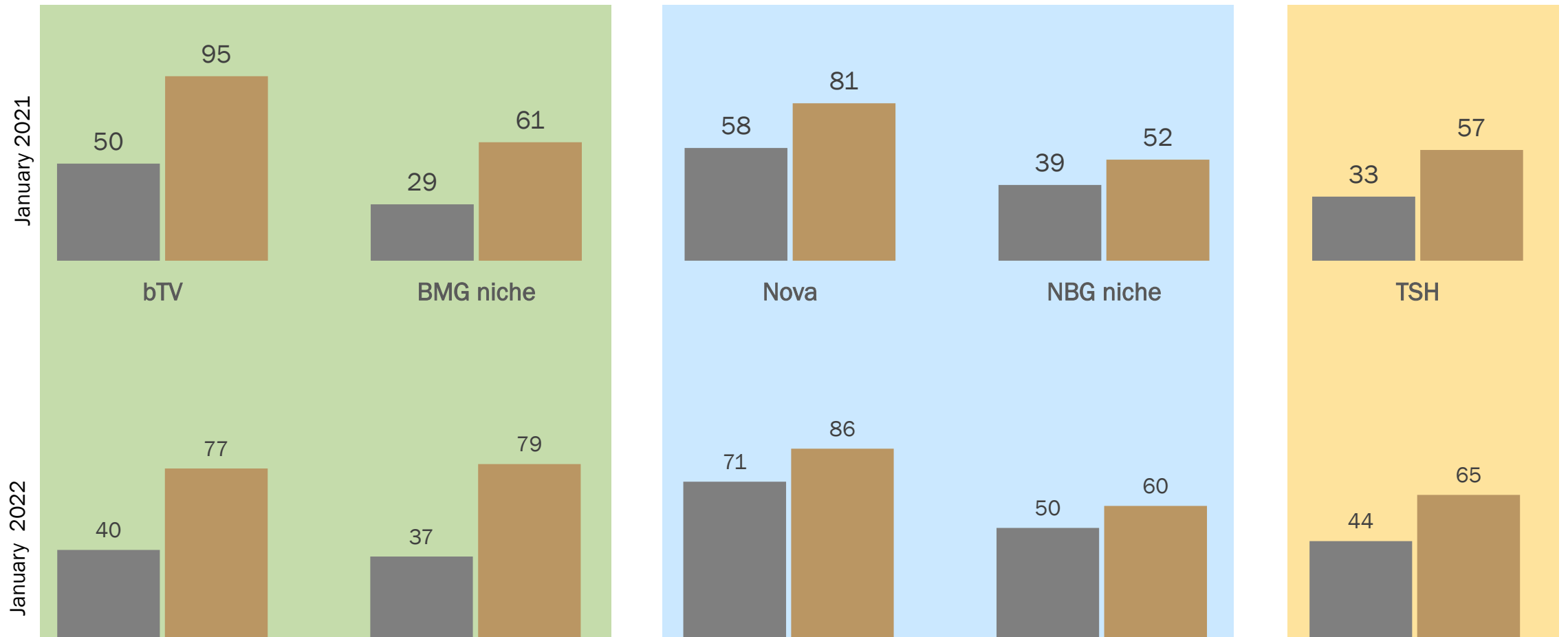
TOP ADVERTISERS



Source: GARB, A18-49

NOVA HAD HIGHER INVENTORY FULLFILMENT THAN LAST YEAR

bTV showed lower figures than the same period in 2021



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



THANK YOU!

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