

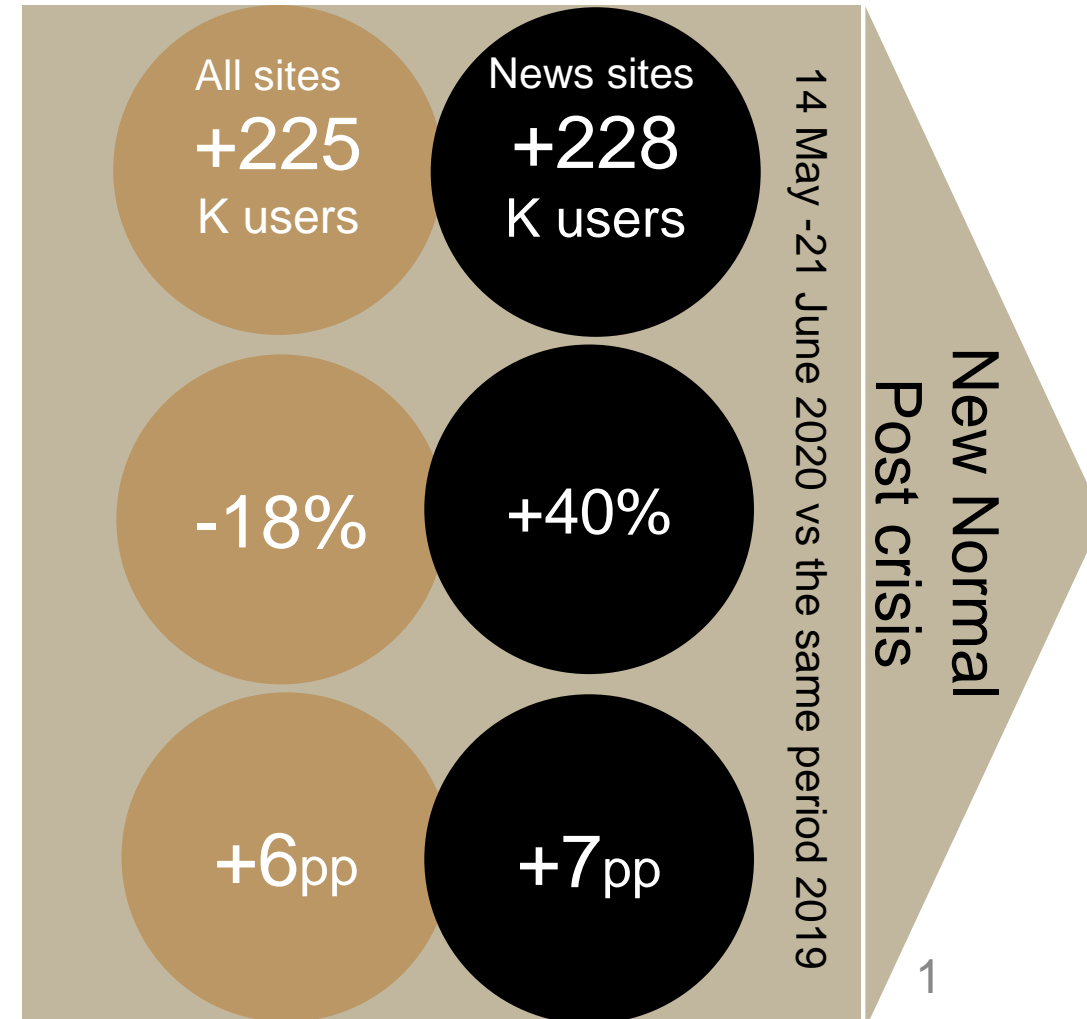
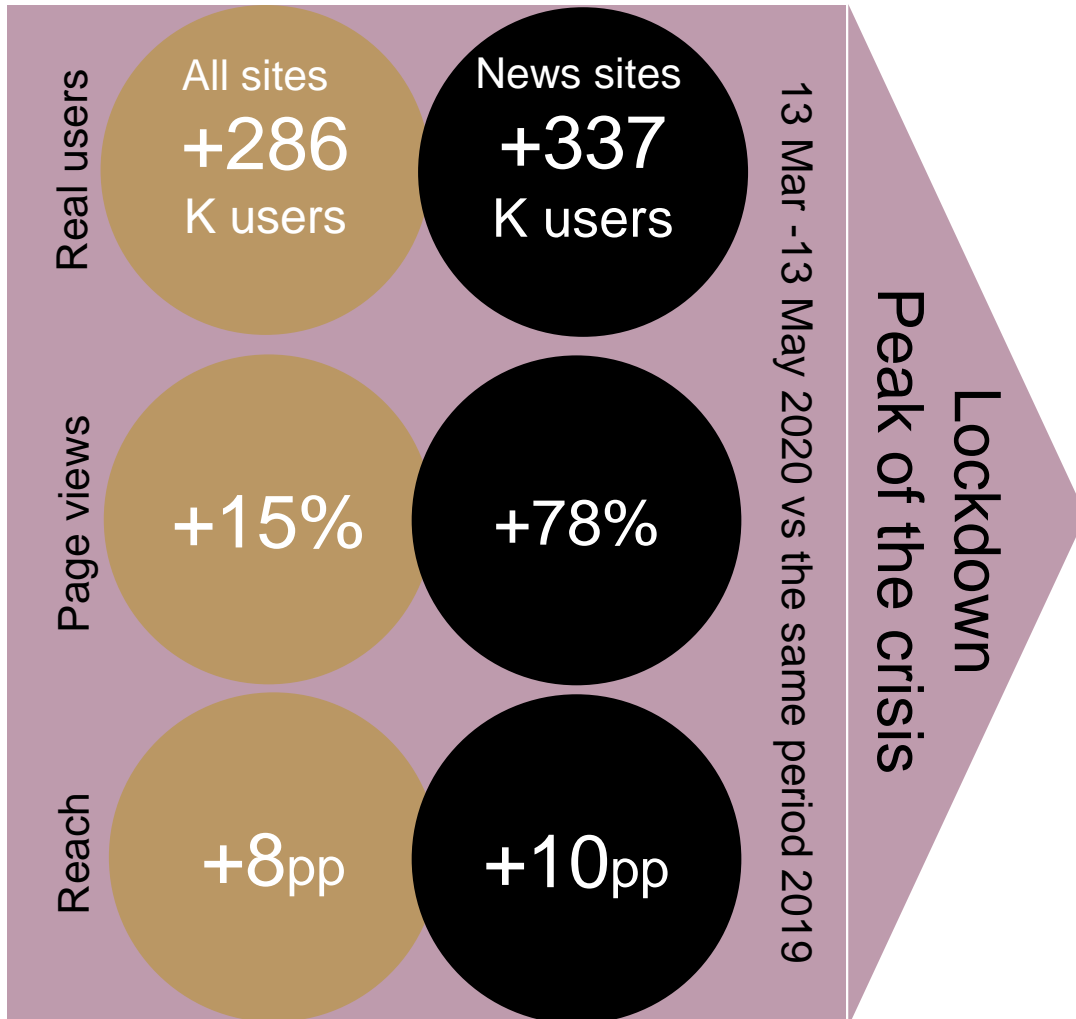


TV WEEKLY REPORT

FOCUSED ON THE MORNING SHOWS

Source: GARB
Data: People meter, national base
Period: 15-21.06
TG: A 18-49
Currency: BGN gross

PAGE VIEWS SUSTAINED DOUBLE DIGITS GROWTH AFTER THE LOCKDOWN PERIOD



Source: Gemius, A18-49

TV VIEWERSHIP KEEPS HIGHER LEVELS DURING THE POST-CRISIS TIMES DRIVEN BY DT HOURS

13 Mar -13 May 2020 vs the same period 2019

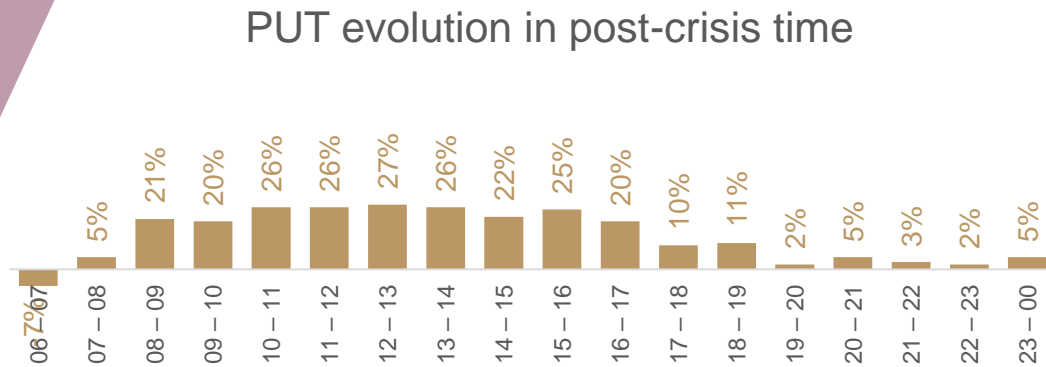
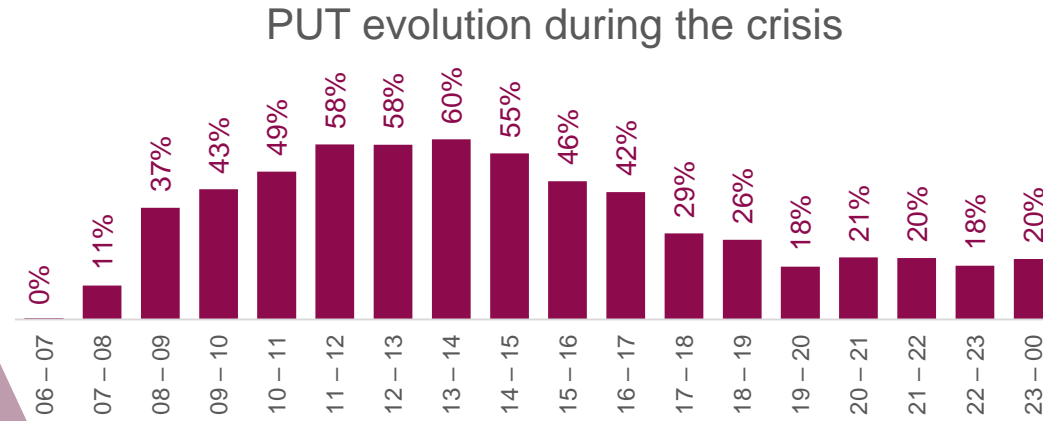
Peak of the crisis

Lockdown

PUT +31%

Time spent +0:55 hour

Reach +6pp



Source: GARB, A18-49

14 May - 21 June 2020 vs the same period 2019

New Normal

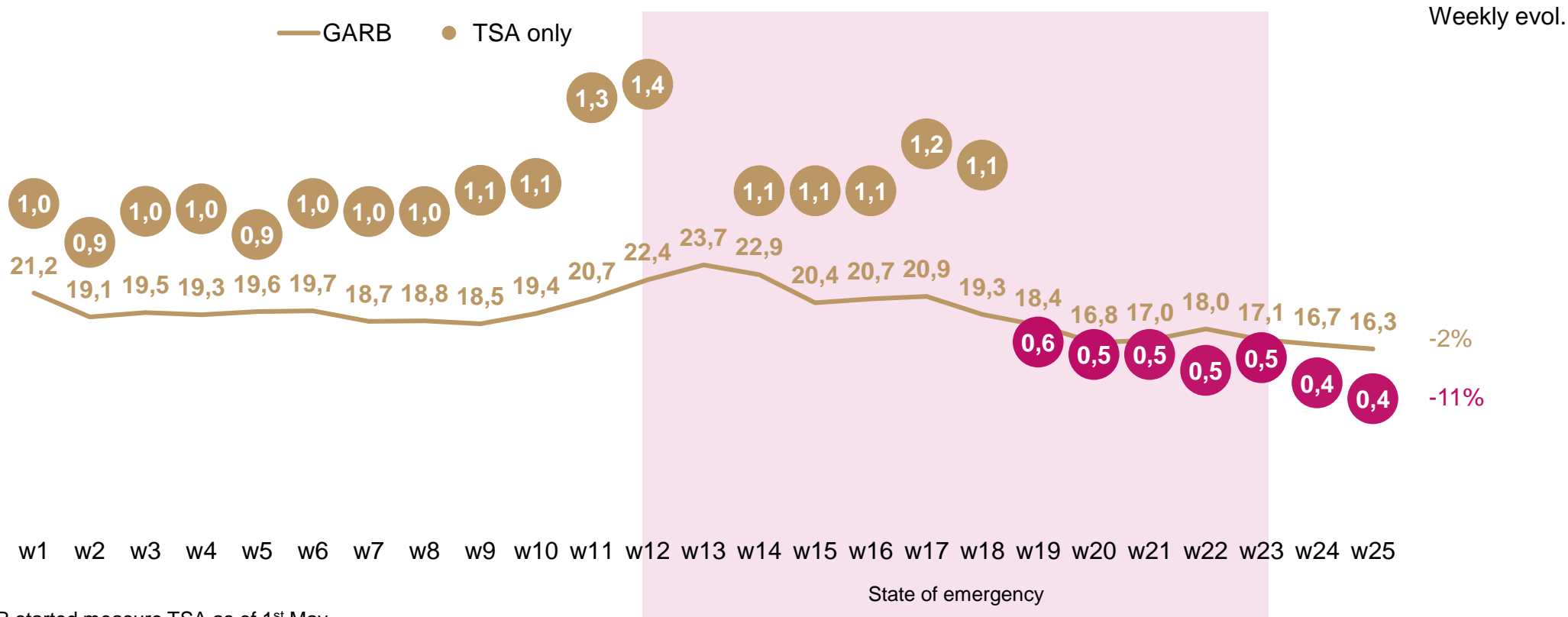
Post crisis

+15%

+0:25 hour

+1 pp

LAST WEEK TV AUDIENCE DECREASED FOLLOWING THE TYPICAL SEASONALITY PATTERN



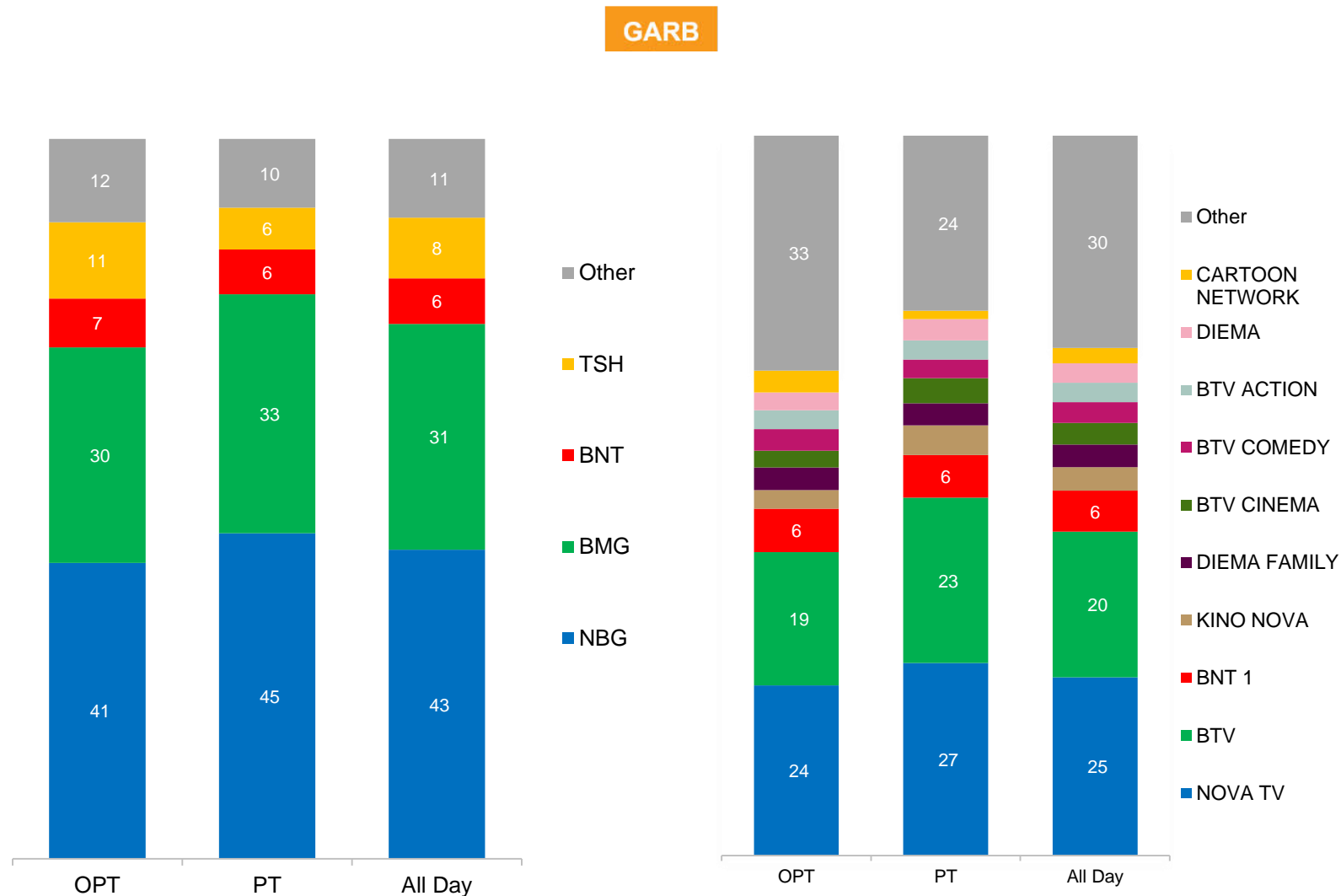
*GARB started measure TSA as of 1st May

BOTH MAJOR TV GROUPS KEPT RATHER STABLE SHARES

Both bTV and Nova increased PT shares by 1pp. BNT sustained 6pp share in all observed slots.

Diema Family replaced bTV Cinema in top 5.

Cartoon Network regained its place within the top 10 on the account of Fox.



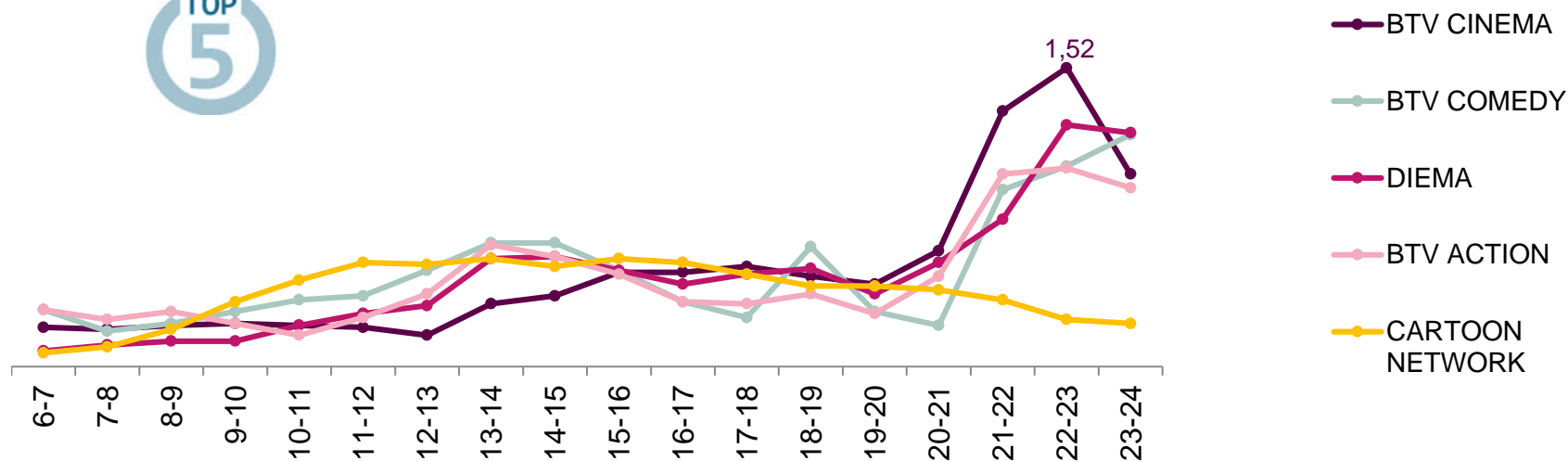
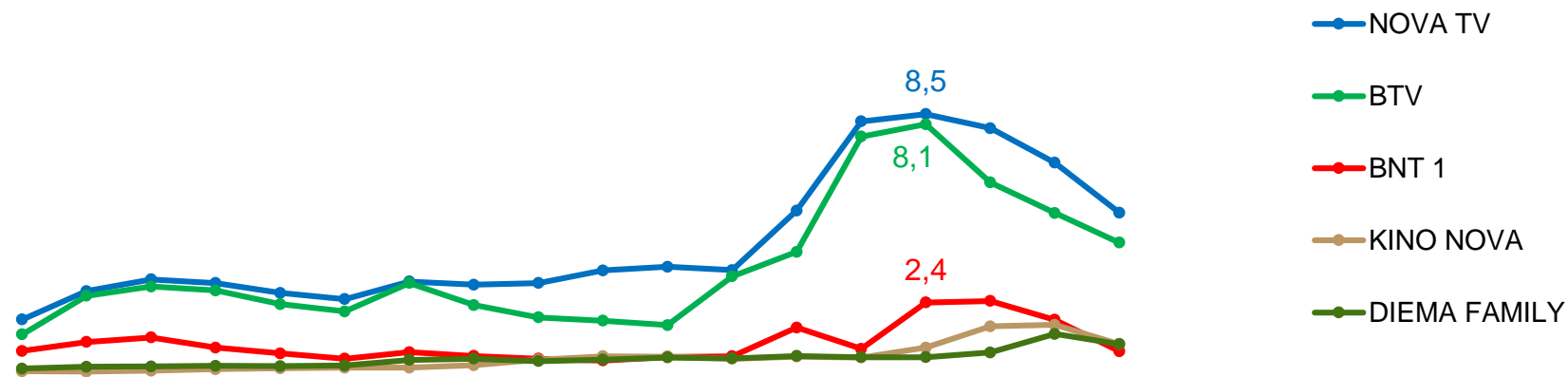
THE NATIONAL CHANNELS DECLINED RATINGS IN 20-21 TIME SLOT

Nova sustained leadership throughout the day.

bTV Comedy outperformed Diema and bTV Action.

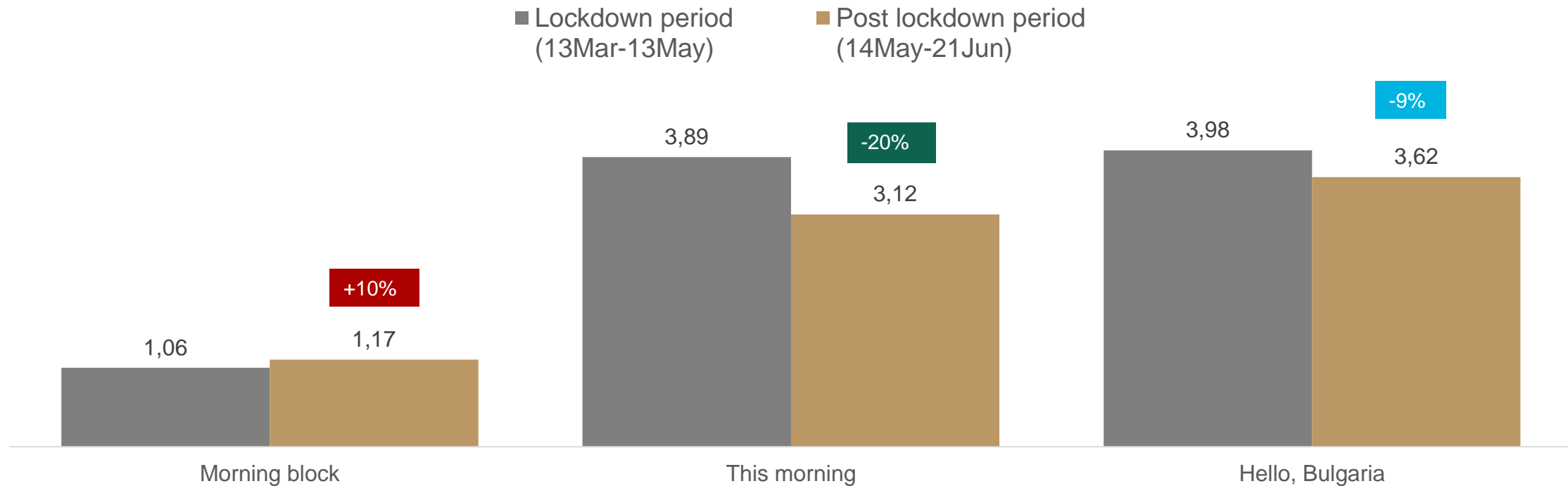


GARB



NOVA'S MORNING SHOW HAD THE HIGHEST VIEWERSHIP DURING AND AFTER THE LOCKDOWN

In the following period bTV show declined faster vs the one of Nova
BNT1 increased audience but still remained behind the leading channels



AS THE MAIN ENTERTAINMENT AND REALITY SHOWS HAVE ENDED, MOVIES ARE GRADUALLY OVERTAKING THE RANKING WITH 10 OUT OF 20 TOP PROGRAMS LAST WEEK

	Channel	Title	Type	Time start	Rating %	Shr %
1	NOVA TV	Fish on the cake	Culinary program	20:00	9,2	30,8
2	BTV	Evermore	Series	20:00	8,8	29,7
3	NOVA TV	xXx: Return of Xander Cage	Movies	20:00	8,8	28,4
4	NOVA TV	News block	News	19:00	8,1	33,0
5	NOVA TV	Magnum P.I.	Series	21:00	7,9	24,9
6	BTV	Taxi 3	Movies	22:00	7,7	28,3
7	BTV	News block	News	19:00	7,6	30,9
8	NOVA TV	News block	News	22:00	7,4	23,6
9	BTV	The Devil Wears Prada	Movies	20:00	7,4	24,0
10	NOVA TV	Opurnichavite	Movies	22:00	6,8	28,1
11	NOVA TV	The Bounty Hunter	Movies	20:00	6,3	26,0
12	NOVA TV	FBI	Series	22:30	5,9	20,8
13	BTV	Taken	Movies	20:00	5,9	24,7
14	BTV	Fi	Series	21:00	5,7	18,1
15	BTV	True Lies	Movies	22:00	5,7	25,7
16	NOVA TV	Family Feud	TV games	18:00	5,6	29,0
17	BTV	Like a Movie	Entertainment	23:50	5,3	27,3
18	NOVA TV	The Da Vinci Code	Movies	22:00	5,0	21,1
19	NOVA TV	Twist of fate	Movies	14:30	4,7	23,5
20	NOVA TV	Walking the Dog	Movies	12:30	4,7	25,1



THANK YOU!

For more details, please contact us at:

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