

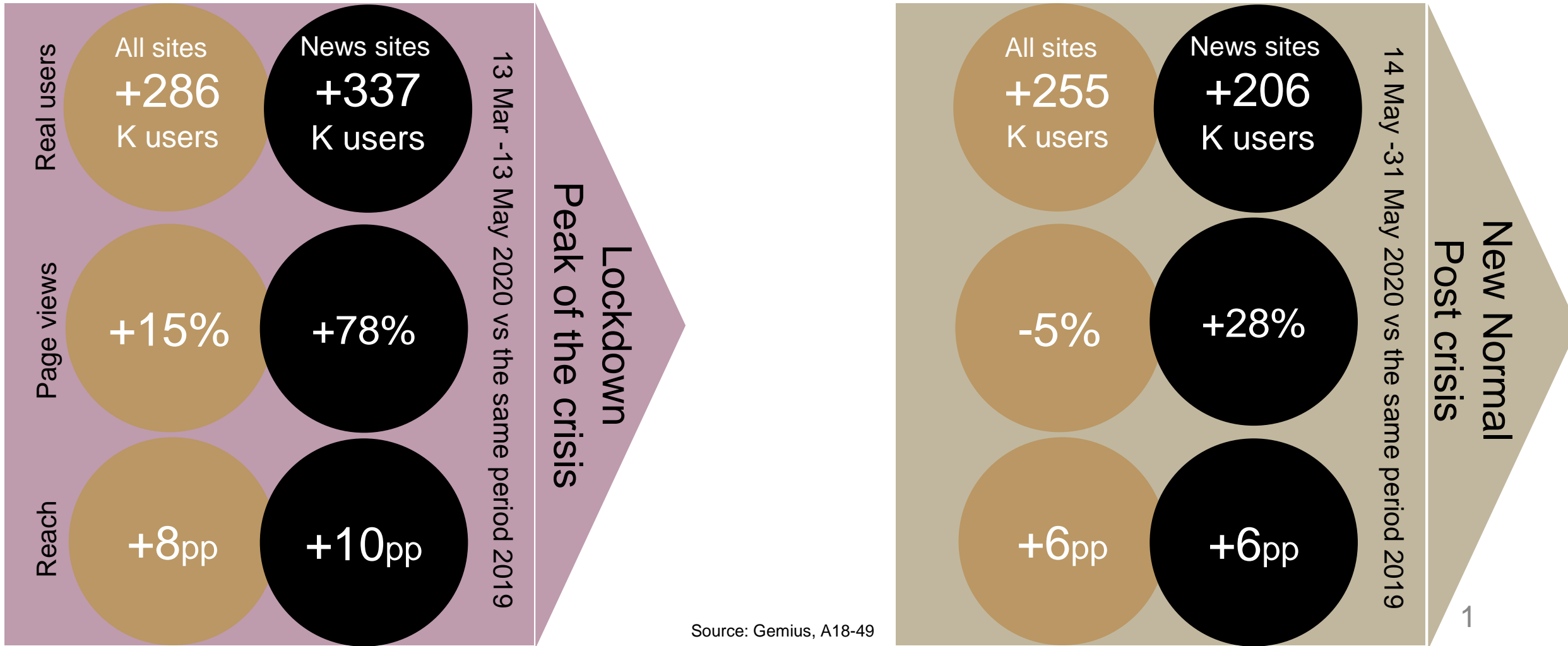


TV WEEKLY REPORT

FOCUSED ON WEEKEND PT PROGRAMS

Source: GARB
Data: People meter, national base
Period: 24-31.05.
TG: A 18-49
Currency: BGN gross

DURING THE POST-CRISIS PERIOD NEWS WEBSITES SUSTAIN GROWTH OF PAGE VIEWS, WHILE IN TOTAL THEY ARE DECREASING BY 5%



Source: Gemius, A18-49

THE HIGH INCREASE IN TV VIEWERSHIP DURING THE CRISIS CONTINUED TO NORMALIZE DURING THE POST-CRISIS PERIOD

13 Mar -13 May 2020 vs the same period 2019

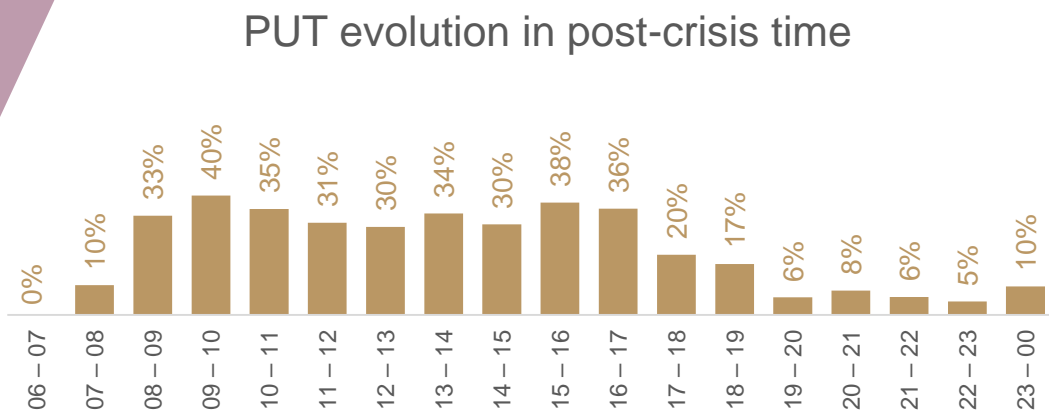
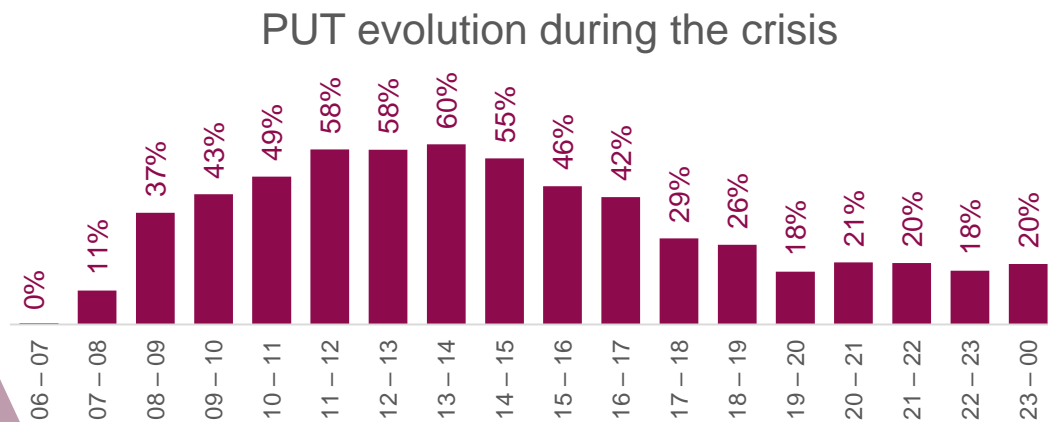
Lockdown

Peak of the crisis

PUT +31%

Time spent +0:55 hour

Reach +6pp



Source: GARB, A18-49

14 May -31 May 2020 vs the same period 2019

New Normal

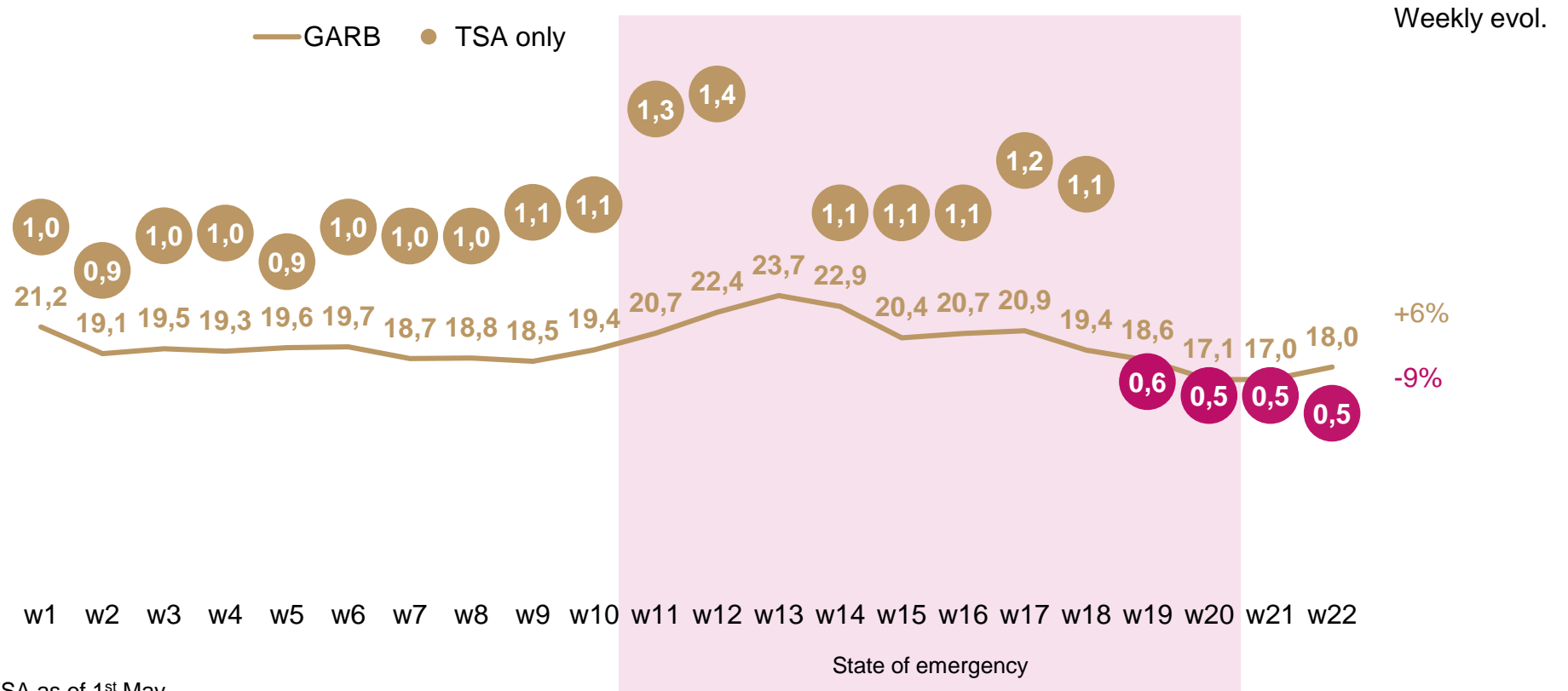
Post crisis

+17%

+0:29 hour

+2pp

WEEKLY VIEWERSHIP INCREASED SLIGHTLY. HOWEVER, IT RETURNED TO NORMAL SEASONAL LEVELS WITH COMING SUMMER AND END OF HIGH TV SEASON



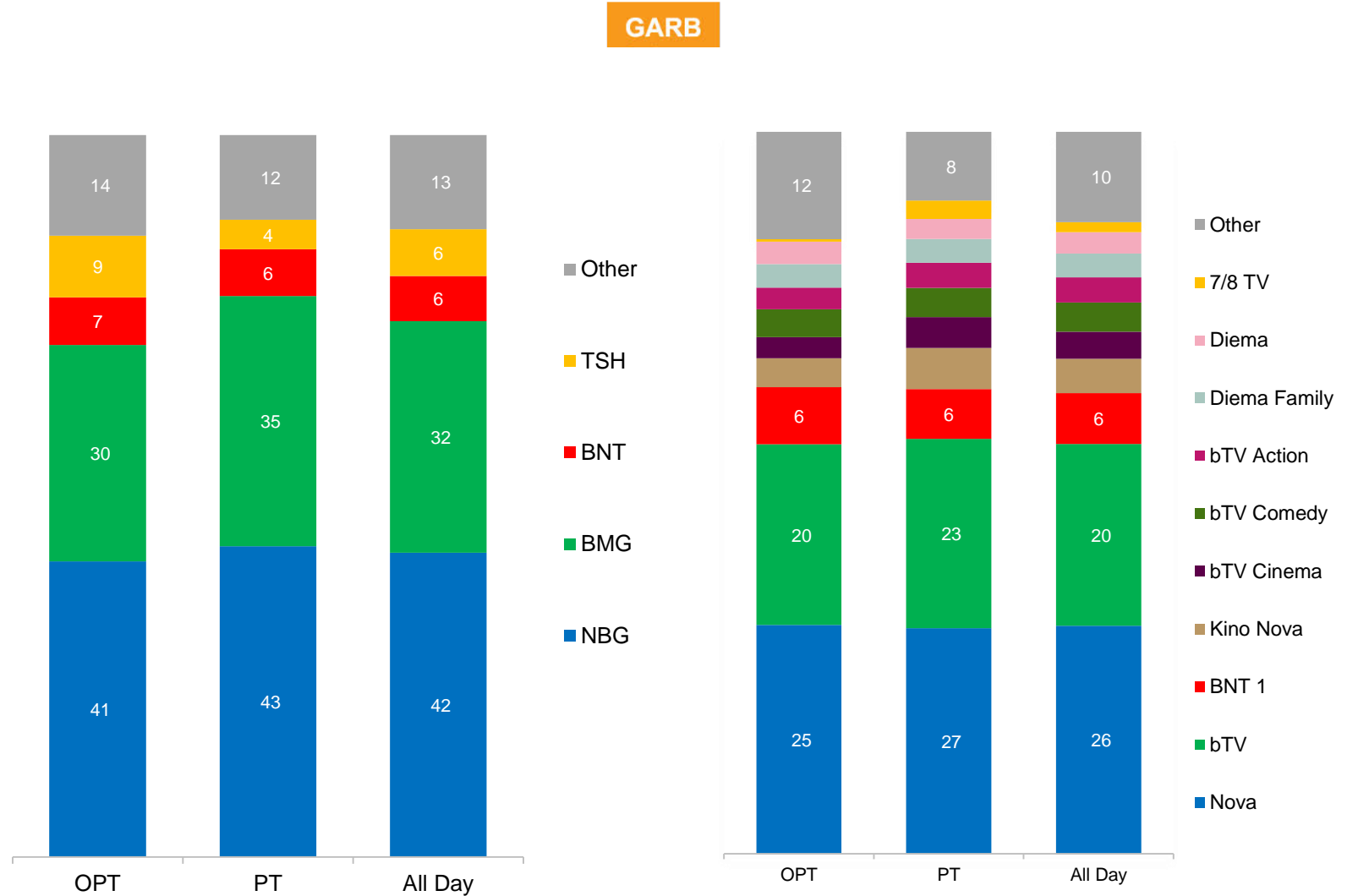
*GARB started measure TSA as of 1st May

NBG KEPT ITS LEAD, DESPITE SIGNIFICANT WEEKLY DECREASE

NBG's PT shares declined with 5pp, whereas BMG marked 2pp increase. BNT remained stable, while TSH increased OPT shares by 2pp.

GARB reported significant decline for Nova. The channel's PT share decreased by 7pp., while bTV and BNT1 increased with 1pp.

Kino Nova remained the top niche channel.

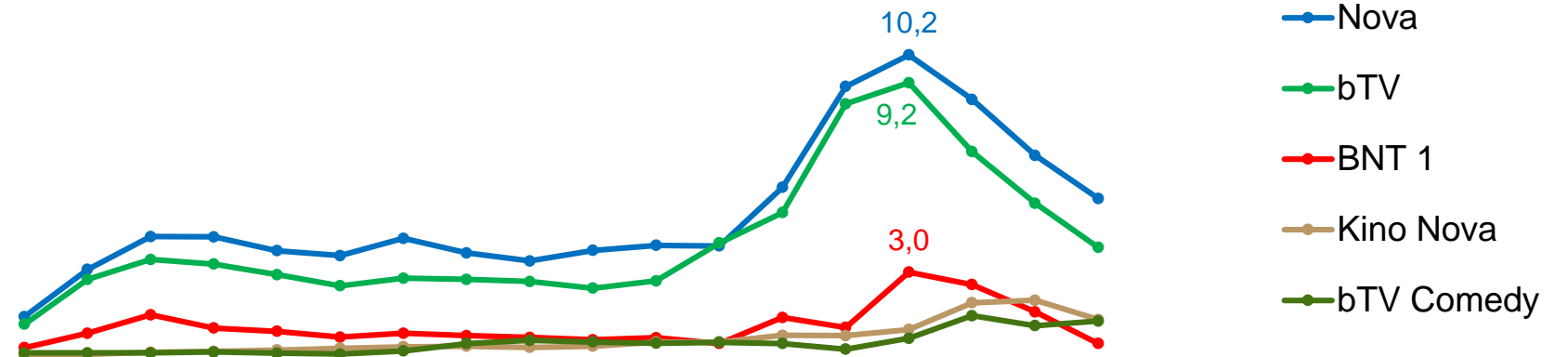


bTV IS CLOSING THE GAP DURING PT HOURS

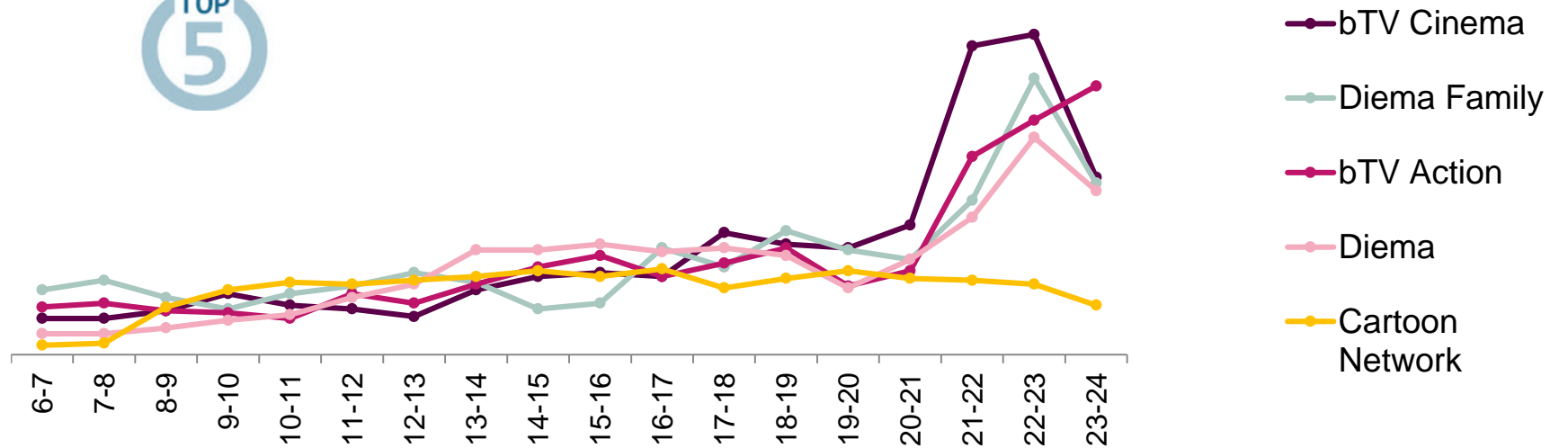
Nova declined PT peak audience with almost 2pp, while bTV increased slightly.

TOP 5

GARB



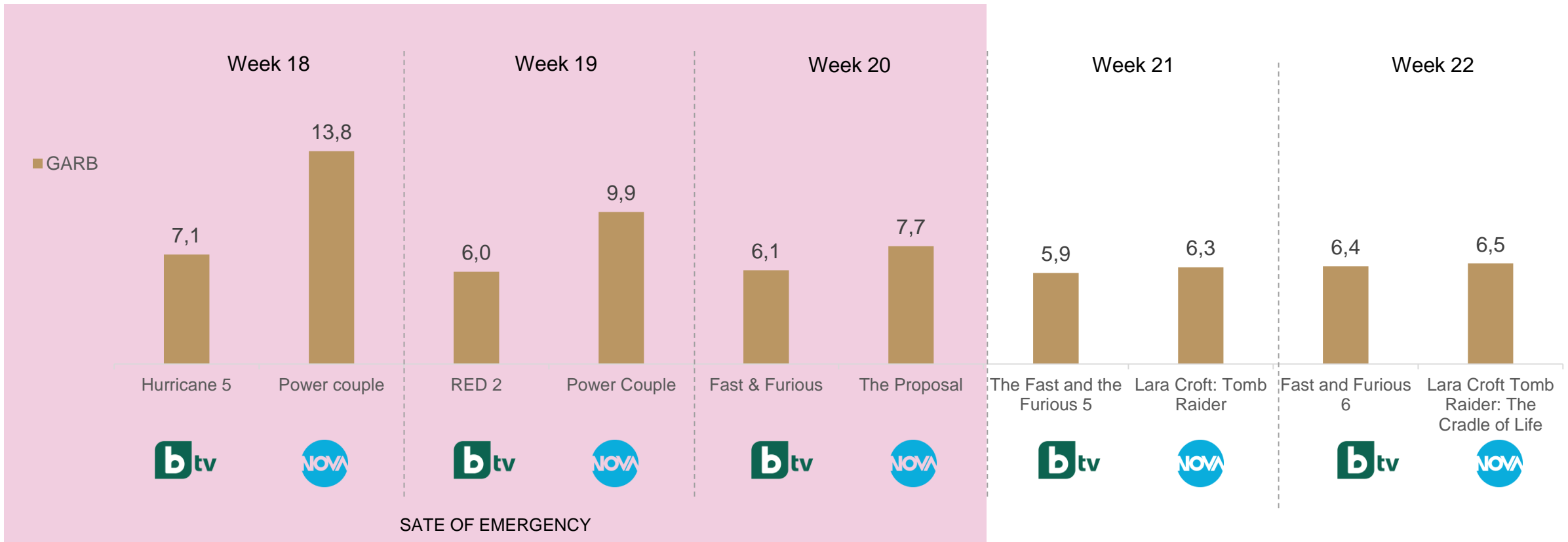
NEXT TOP 5



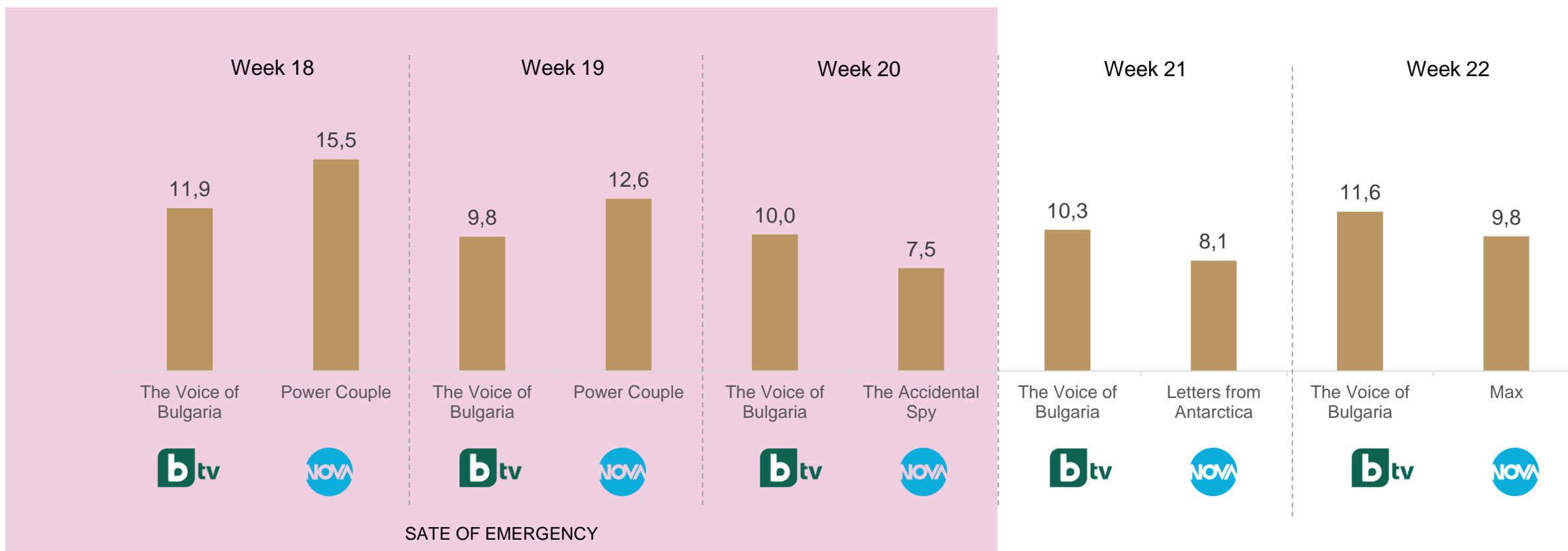
NOVA DOMINATED SATURDAY EARLY PT

bTV focused on action movies, yet could not surpass Nova

Audience viewership decreased for both channels during the post-outbreak period



bTV WAS ABLE TO WIN SUNDAY EARLY PT AUDIENCE WITH THE VOICE OF BULGARIA, AFTER THE FINAL OF NOVA'S REALITY POWER COUPLE
bTV sustained audience viewership with the end of the national quarantine, while Nova's audience decreased.



TOP 20 PROGRAMS RANKING IN THE LAST WEEK.

bTV RETURNED WITH MORE PROGRAMS IN TOP 10.

	Channel	Title	Type	Time start	Rating %	Shr %
1	bTV	The Voice of Bulgaria	Reality	20:00	11.6	34.3
2	Nova	Fish on the cake	Culinary program	20:00	11.1	32.6
3	Nova	Max	Movies	20:00	9.8	28.7
4	bTV	Evermore	Series	20:00	9.4	27.4
5	Nova	News block	News	19:00	9.1	32.3
6	bTV	Brigade New Home	Entertainment	21:00	8.7	24.8
7	Nova	Magnum P.I.	Series	21:00	8.6	24.3
8	bTV	News block	News	19:00	8.5	30.3
9	bTV	Wife Swap	Reality	21:00	8.1	21.9
10	Nova	Iron man 3	Movies	22:00	7.8	29.2
11	bTV	Last Vegas	Movies	21:00	7.7	23.3
12	Nova	FBI	Series	22:00	6.9	21.8
13	bTV	Citizens in Excess	Series	21:00	6.6	20.0
14	Nova	Lara Croft Tomb Raider: The Cradle of Life	Movies	20:00	6.5	23.9
15	bTV	Fast and Furious 6	Movies	20:00	6.4	22.9
16	Nova	Family Feud	TV games	18:00	6.1	26.4
17	Nova	Sunday at NOVA	Publicism	16:00	5.9	28.0
18	Nova	News block	News	23:00	5.7	22.0
19	bTV	Tower Heist	Movies	17:00	5.5	23.4
16	Nova	The Thomas Crown affair	Movies	22:00	4.9	20.1



THANK YOU!

For more details, please contact us at:

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