



# TV & DIGITAL REPORT

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SEPTEMBER 2020





# TV REPORT

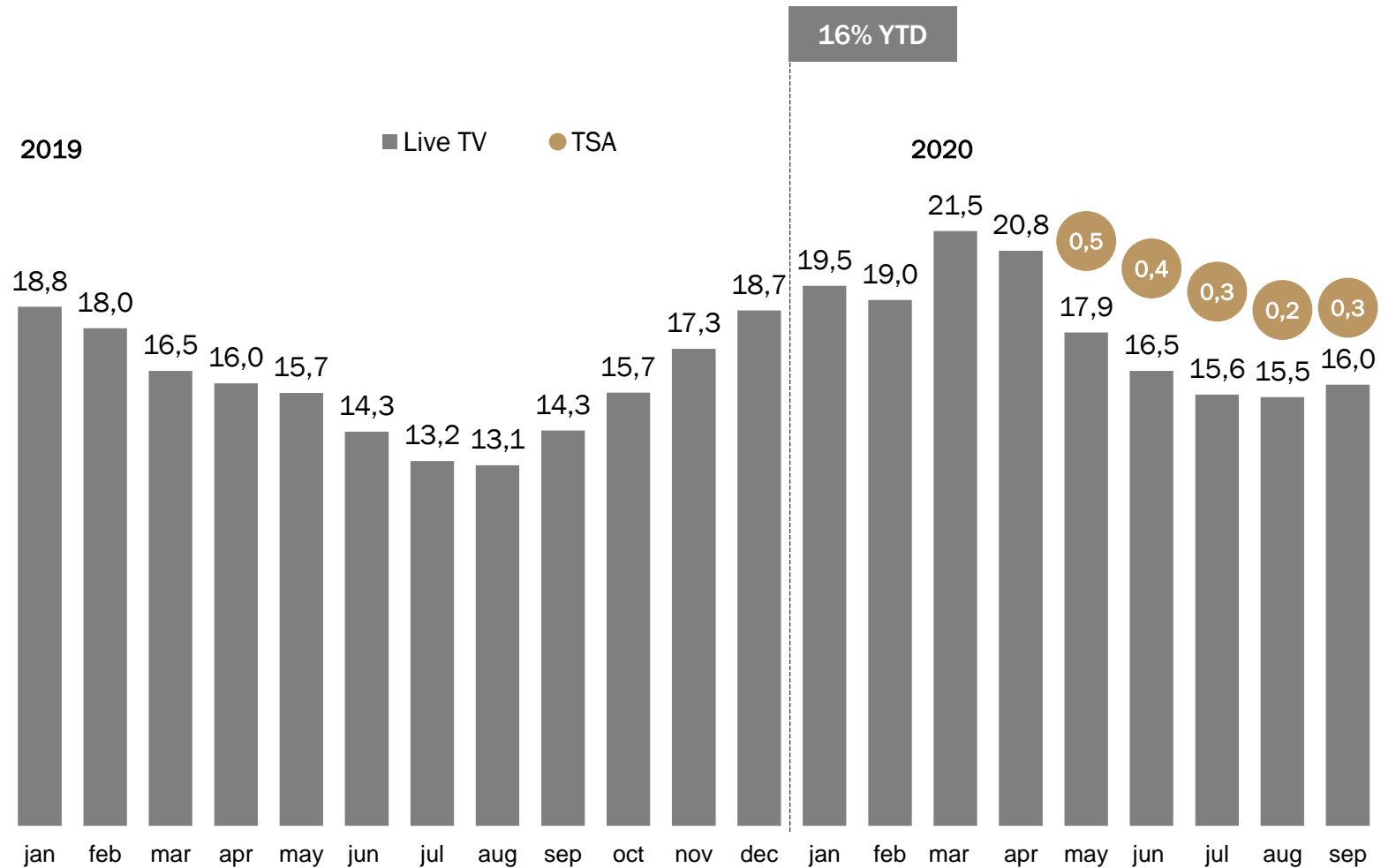
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FOCUSED ON PT SHOWS DEBUT EPISODES

Source: GARB and Nielsen Admosphere  
Data: People meter, national base  
TG: A 18-49  
Currency: BGN gross

# TV AUDIENCE IS GROWING AS USUAL IN SEPTEMBER

Double digits increase on YTD base.

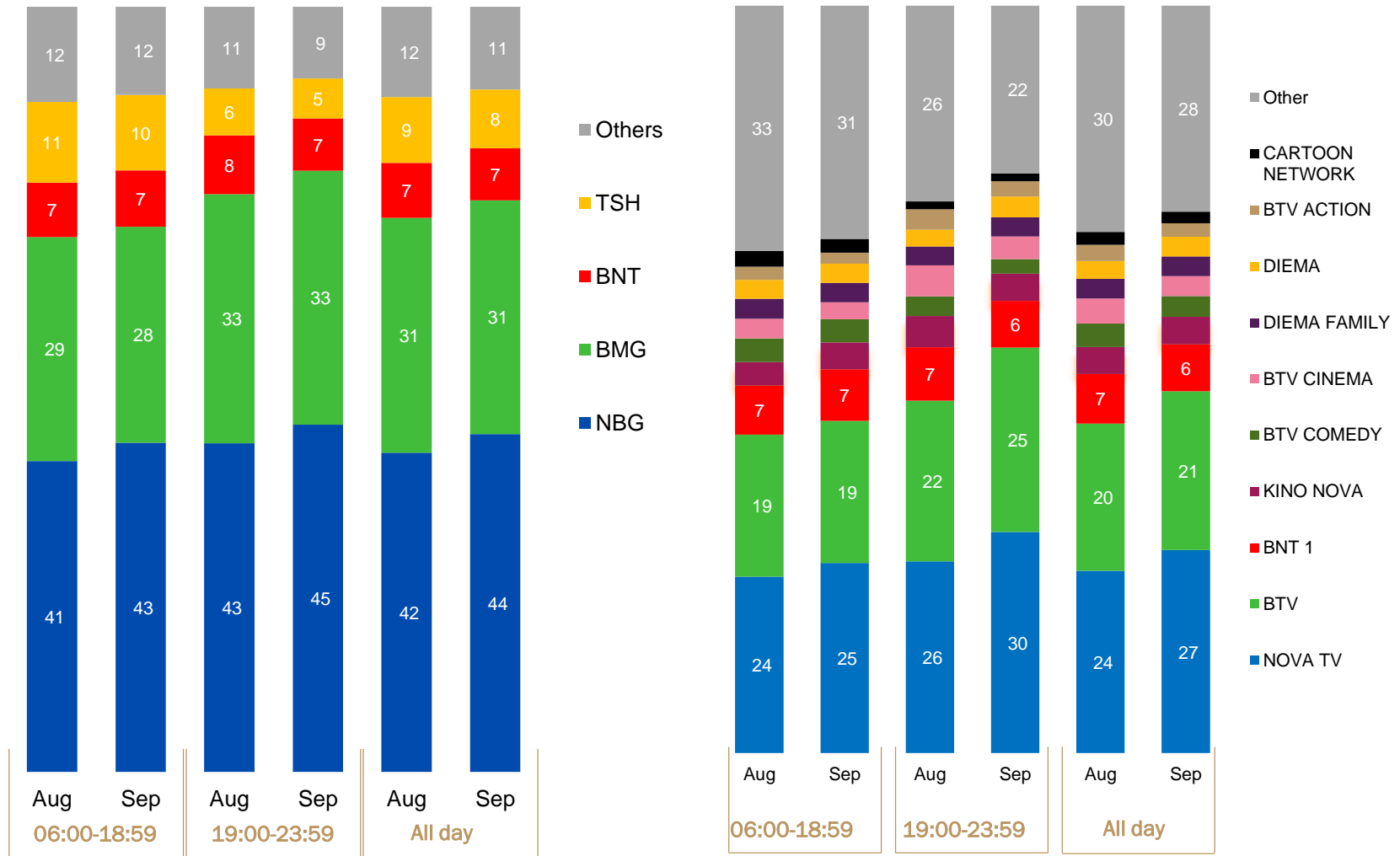


Source: GARB, A18-49

# MAJOR TV GROUPS INCREASED SHARES WITH THE START OF THE NEW SEASON

Nova sustained overall leadership on channel basis.

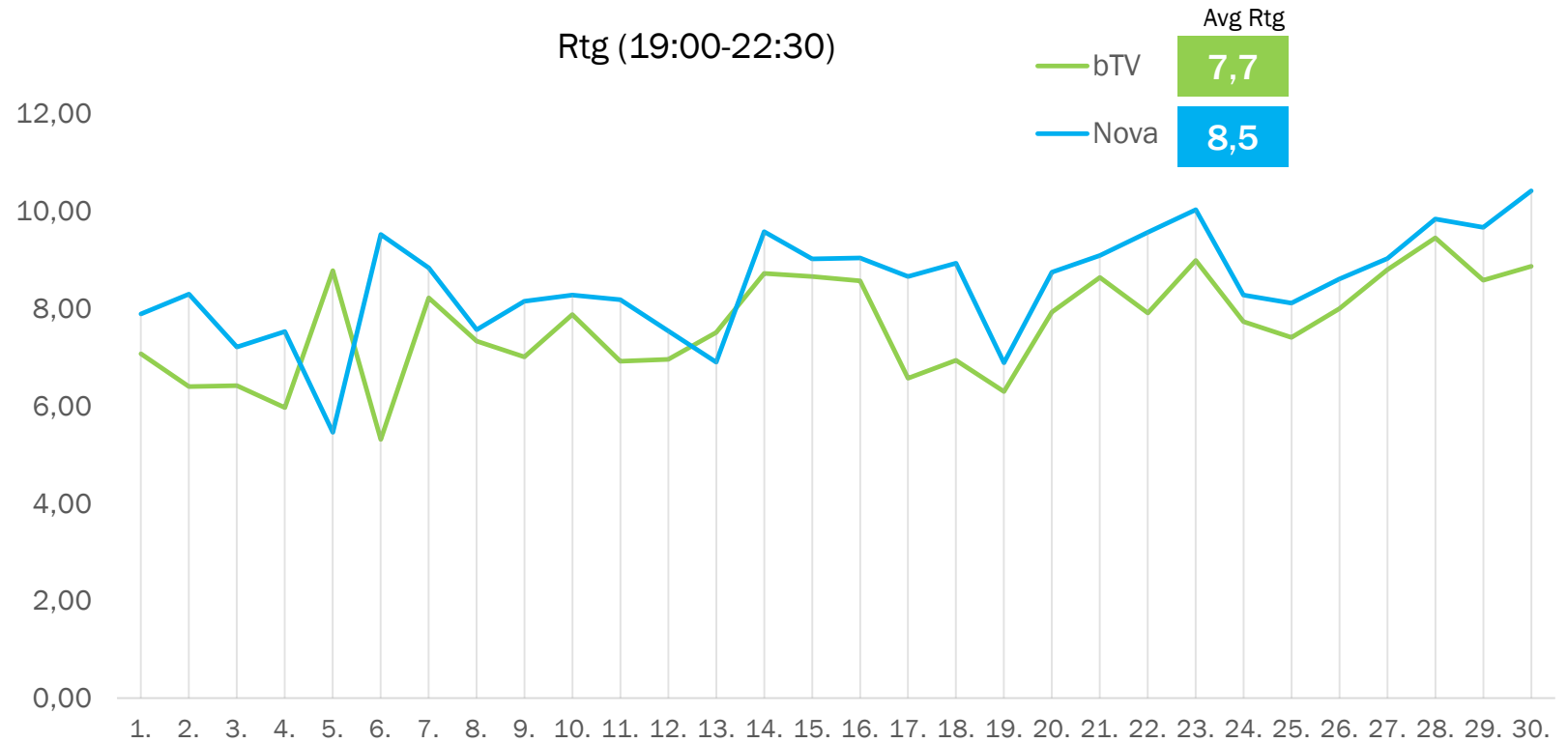
Kino Nova was the top niche channel.



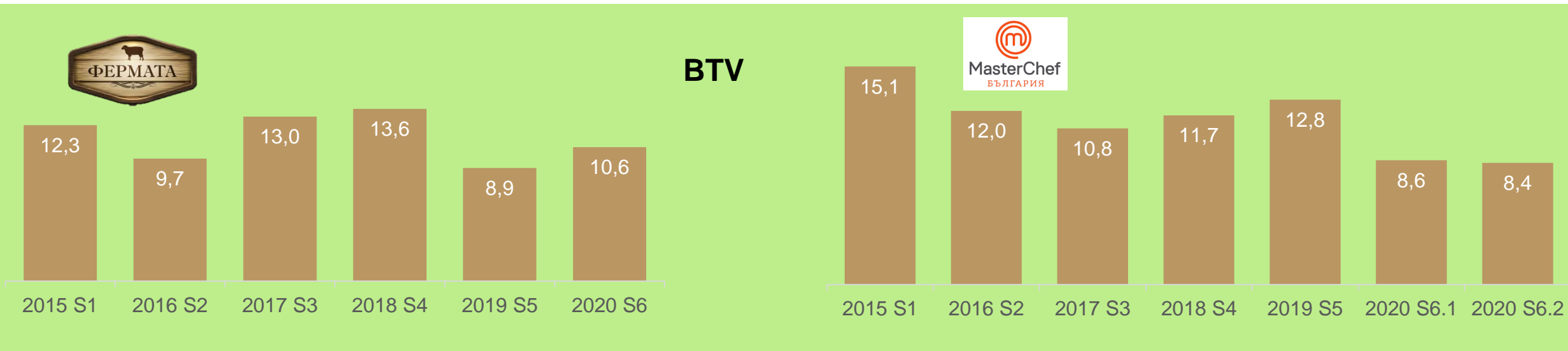
Source: GARB, A18-49

# NOVA DOMINATED CENTRAL PT HOURS

bTV competed successfully on two occasions only – the debut episodes of the Farm and Master Chef.



The Farm improved its debut episode's performance. MasterChef registered its worst result with the 2<sup>nd</sup> part of the 6<sup>th</sup> season. Desafio doubled its debut audience compared to season 1, The masked singer sustained, while Stolen life decreased audience



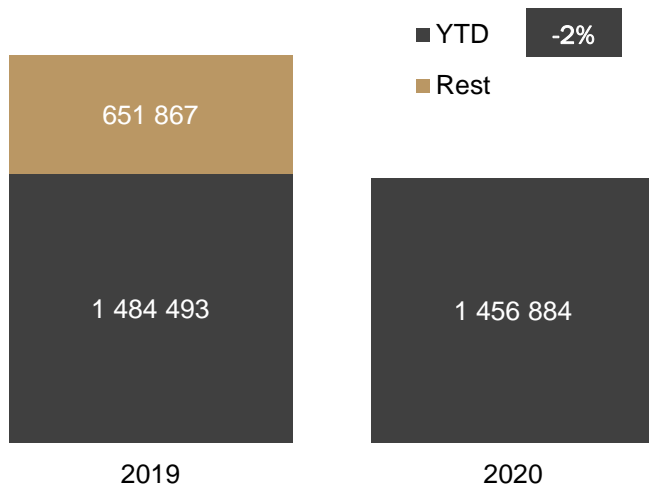
Debut episodes, rating, A18-49

# FALL TV SEASON STARTED WITH HIGHER RESULTS THAN LAST YEAR

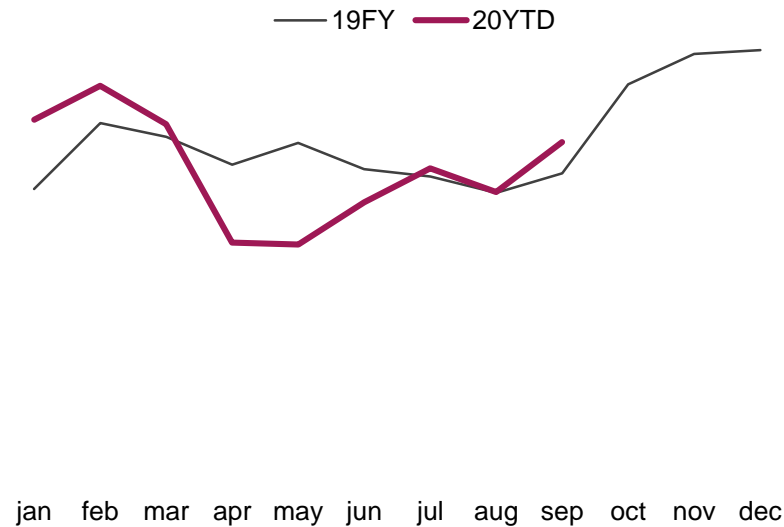
P&G sustained leadership. Top 5 remained the same as last month.

Top 10 consists of 4 pharma players, 3 retailers and 3 FMCGs.

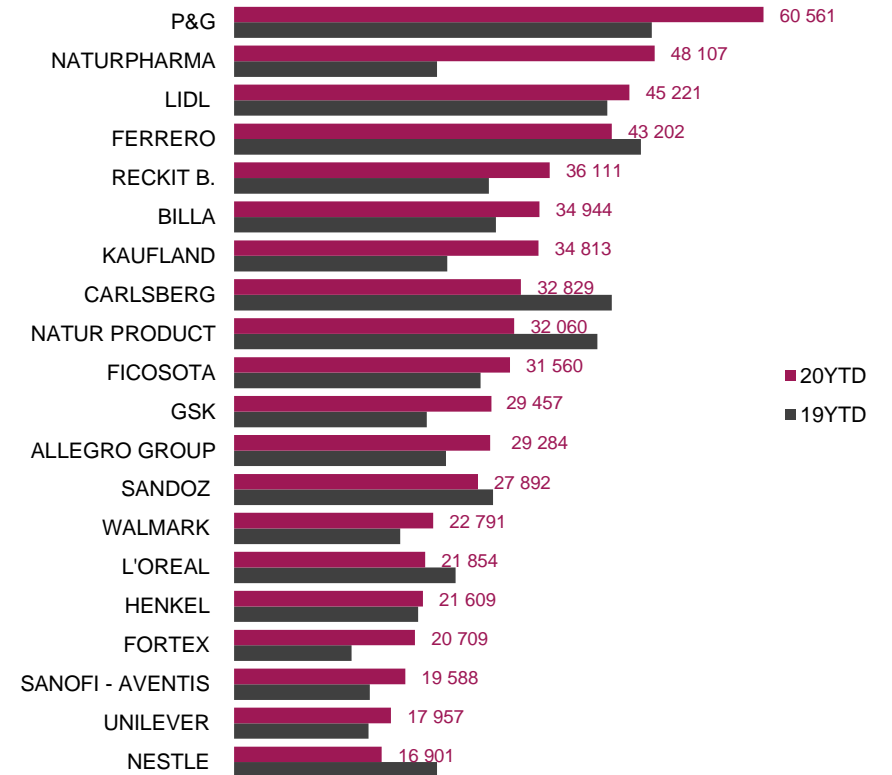
TOTAL TRP30



SEASONALITY

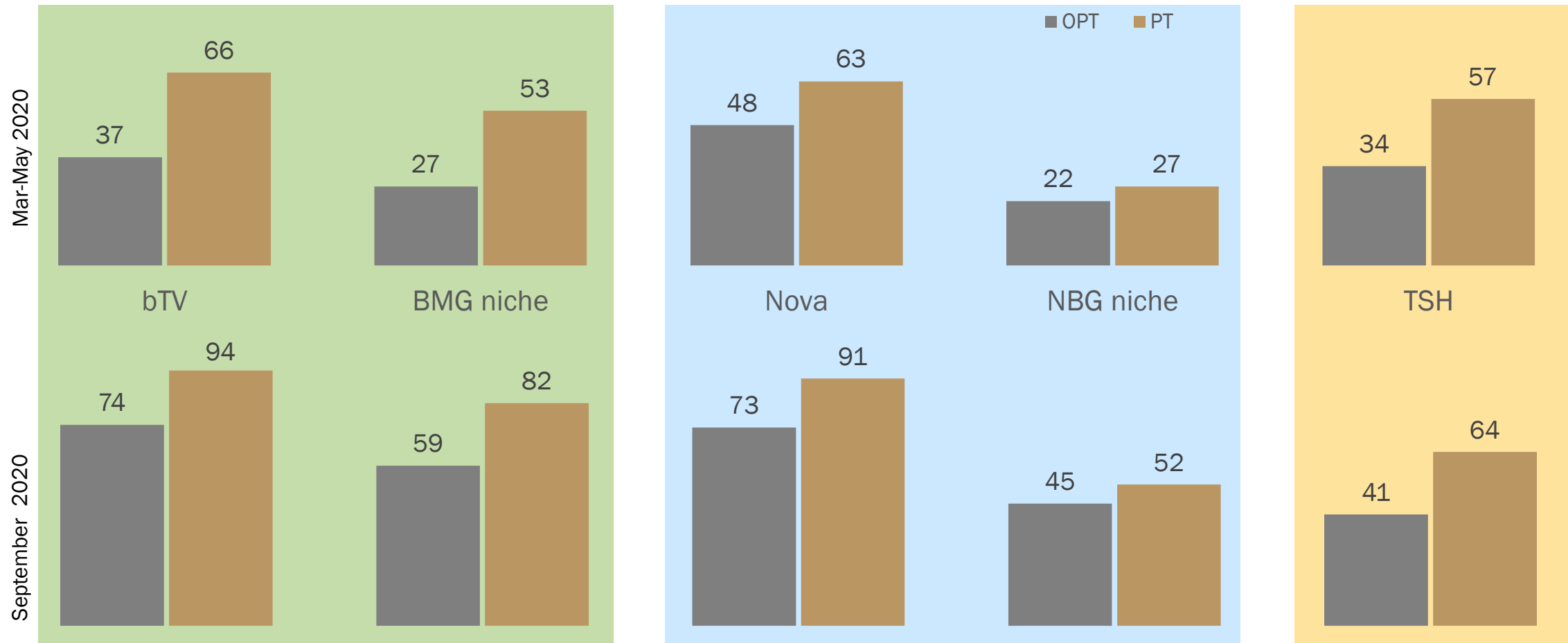


TOP ADVERTISERS



# SIGNIFICANT INVENTORY FULFILMENT FOR BOTH MAIN & NICHE TVs

All TV groups keep higher figures compared to the lockdown period



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



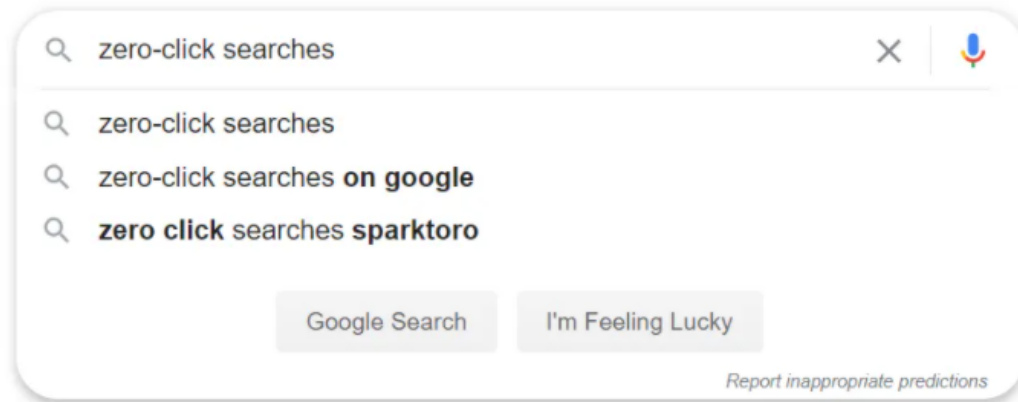


# DIGITAL REPORT

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FOCUSED ON ZERO-CLICK SEARCHES





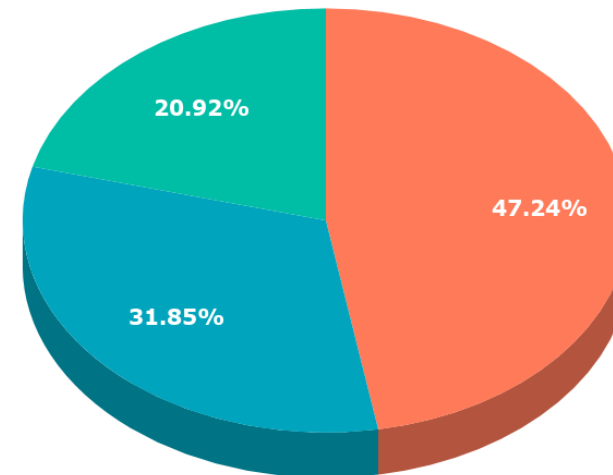
## What are Google zero click-searches?

Zero-click searches refer to search results that appear at the top of the first search engine results page. They answer queries in-search, allowing users to find relevant information without making any further clicks.

# How zero-click searches affect users?

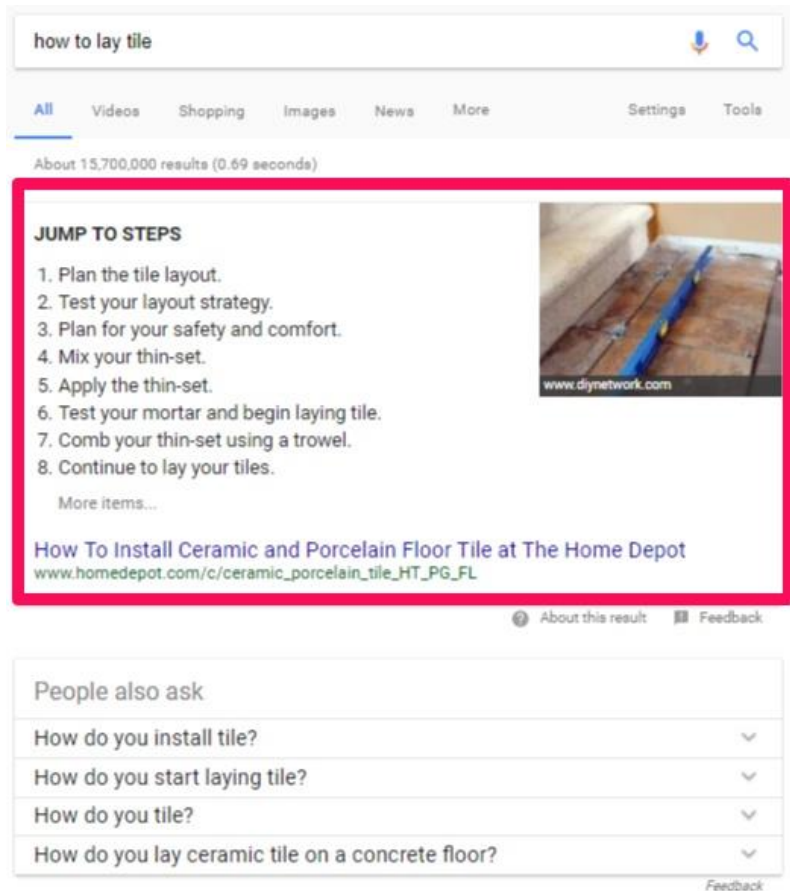
A survey by [Hubspot](#) reveals that 51% of users believe that zero-click searches will help them find information easier

How do you think this will impact the accuracy of the search results?



- I think this will make Google search results more accurate
- I think the accuracy of Google search results will stay the same
- I think this will make Google search results less accurate

# What is a Google featured snippet?



We often refer to the position that featured snippets give to content as “position zero.” This is because featured snippets take up the most space on a search results page. They’re usually at the very top of the page, too.

For instance, say that you’re searching for “How to lay tile.” Google will answer your question with a snippet containing information about your question above all of the other links on the search results.

# How Featured Snippets affect your SEO strategy

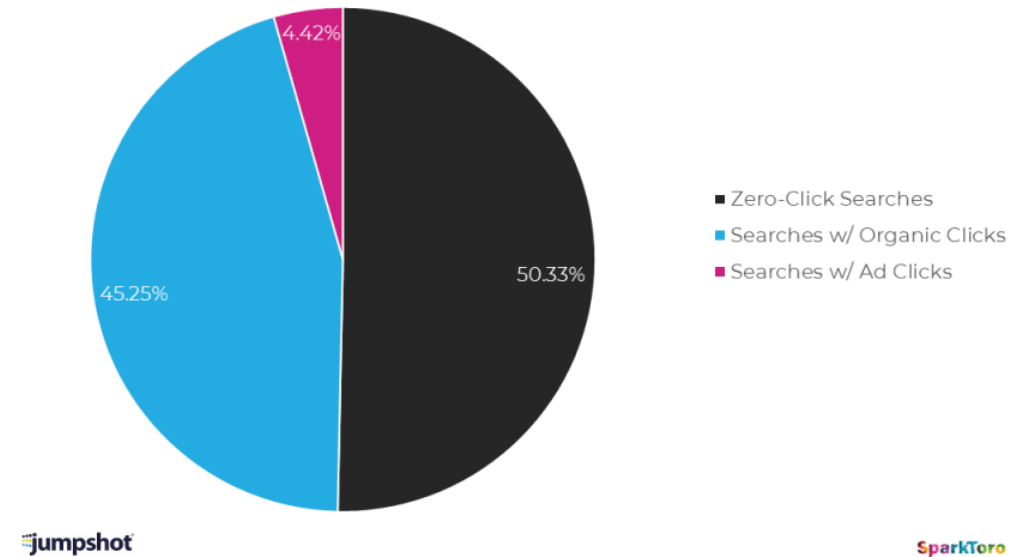
According to [SparkToro](#), 50% of all searches are zero-click searches.

Google decides which keywords and content will select to show on position zero. Wikipedia lost [21%](#) of its traffic after the launch of zero-click searches.

However, while the only thing business can do in this situation is to [optimize their content](#) for featured snippets, they should also look on the bright side of it.

**Paid, Organic, & Zero-Click Searches in Google** (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States

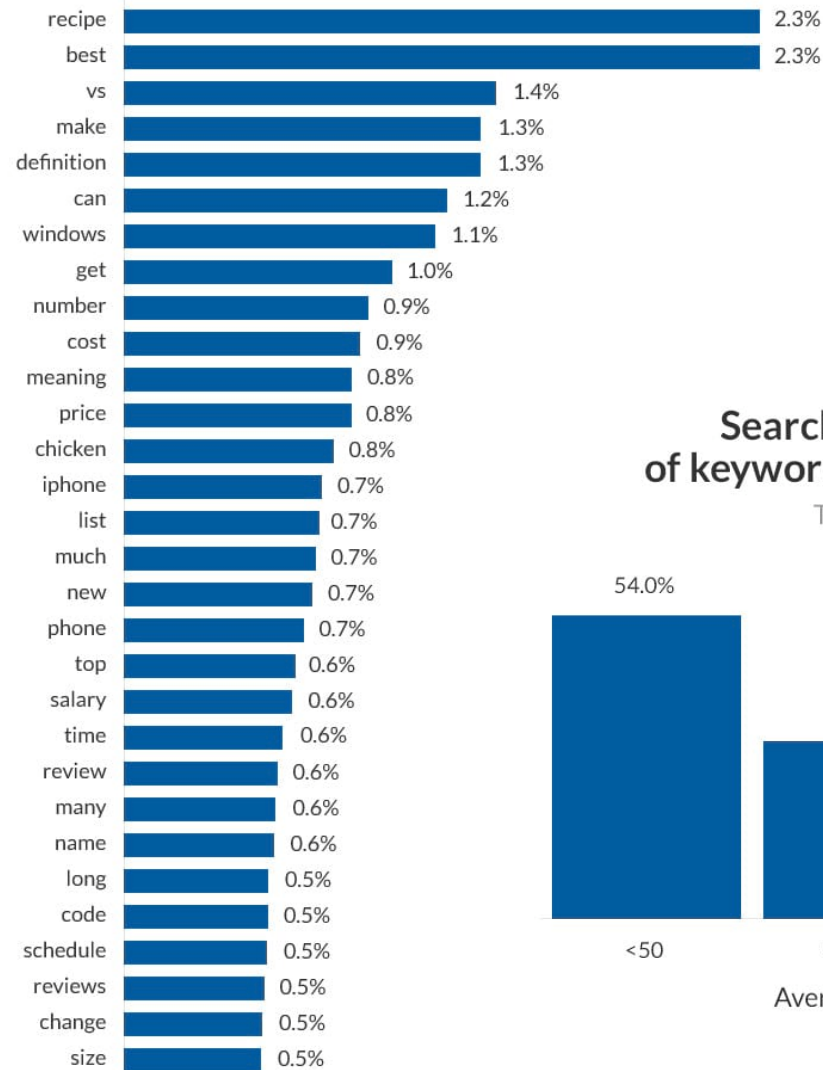


## To increase the chances to appear on featured snippets, make sure you:

- ✓ Focus on question-based keywords
- ✓ Produce quality content
- ✓ Use images
- ✓ Incorporate relevant stats & facts
- ✓ Pay attention to structure
- ✓ Include FAQ page
- ✓ Be concise

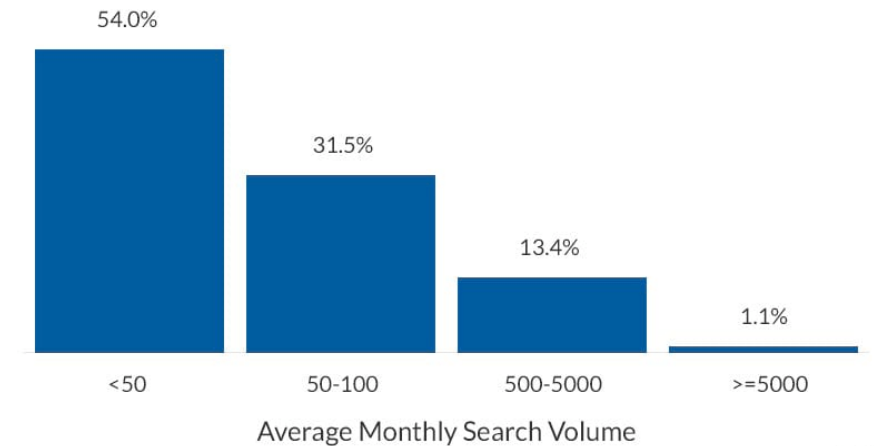
### Top30 most frequently met words in search queries with Featured Snippets

Total search queries = 2 million



### Search volume distribution of keywords with Featured Snippets

Total keywords = 2 million



# TOP 20 WEBSITES

N	Node	Real users			Page views			Time spent per user			Reach-Internet		
		total	pc	mobile	total	pc	mobile	total	pc	mobile	total	pc	mobile
1	nova.bg	1 968 754	577 858	1 840 451	23 970 820	8 024 181	15 946 639	0:12:39	0:16:32	0:08:20	42,20%	20,11%	41,54%
2	novini.bg	1 846 907	209 257	1 817 904	20 667 880	3 600 207	17 067 673	0:09:42	0:24:10	0:07:04	39,59%	7,28%	41,03%
3	abv.bg	1 809 996	1 196 071	1 157 087	186 358 284	114 683 228	71 675 056	1:54:43	1:50:24	1:05:21	38,80%	41,62%	26,11%
4	olx.bg	1 750 841	569 049	1 692 100	234 739 502	38 349 857	196 389 645	1:24:25	1:00:24	1:07:03	37,53%	19,80%	38,19%
5	24chasa.bg	1 632 111	314 208	1 537 205	25 169 226	6 713 063	18 456 163	0:22:55	0:48:04	0:14:30	34,99%	10,93%	34,69%
6	btvnovinite.Bg	1 551 690	234 862	1 503 558	8 635 264	1 357 647	7 277 617	0:04:38	0:08:27	0:03:28	33,26%	8,17%	33,93%
7	blitz.bg	1 428 324	267 326	1 377 390	61 968 905	18 727 927	43 240 978	1:03:45	1:53:18	0:44:07	30,62%	9,30%	31,09%
8	fakti.bg	1 397 004	266 310	1 311 042	30 707 610	6 650 645	24 056 965	0:30:17	0:39:06	0:24:19	29,95%	9,27%	29,59%
9	dariknews.bg	1 382 987	306 608	1 267 628	12 662 018	2 461 548	10 200 470	0:07:58	0:08:40	0:06:36	29,65%	10,67%	28,61%
10	dir.bg	1 328 453	323 940	1 171 911	34 732 968	16 624 736	18 108 232	0:34:55	1:14:51	0:18:53	28,48%	11,27%	26,45%
11	framar.bg	1 287 351	332 493	1 159 422	7 409 134	1 725 809	5 683 325	0:07:36	0:08:08	0:06:07	27,60%	11,57%	26,17%
12	bazar.bg	1 275 353	398 818	1 109 966	68 877 648	21 538 025	47 339 623	0:35:11	0:41:28	0:25:31	27,34%	13,88%	25,05%
13	marica.bg	1 180 202	96 808	1 161 044	17 600 806	1 450 481	16 150 325	0:19:45	0:19:54	0:18:25	25,30%	3,37%	26,20%
14	vesti.bg	1 119 207	437 914	910 991	15 935 665	6 236 095	9 699 570	0:15:30	0:19:04	0:09:52	23,99%	15,24%	20,56%
15	dnes.bg	1 078 396	207 926	983 742	14 290 528	4 467 620	9 822 908	0:14:40	0:33:27	0:09:00	23,12%	7,23%	22,20%
16	actualno.com	1 073 773	211 852	949 356	10 559 501	1 250 722	9 308 780	0:09:11	0:19:22	0:06:03	23,02%	7,37%	21,43%
17	mobile.bg	1 055 537	252 520	966 005	196 722 456	35 391 611	161 330 845	1:13:44	1:33:37	0:56:06	22,63%	8,79%	21,80%
18	sinoptik.bg	1 052 810	258 462	960 973	32 362 411	5 221 050	27 141 361	0:12:25	0:09:05	0:11:09	22,57%	8,99%	21,69%
19	dnevnik.bg	1 028 360	208 838	965 510	14 286 649	4 502 194	9 784 455	0:19:06	0:38:19	0:12:04	22,04%	7,27%	21,79%
20	profit.bg	1 021 511	320 556	760 034	3 343 727	1 286 175	2 057 552	0:01:33	0:02:03	0:01:14	21,90%	11,15%	17,15%



**THANK YOU!**

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