



TV & DIGITAL REPORT

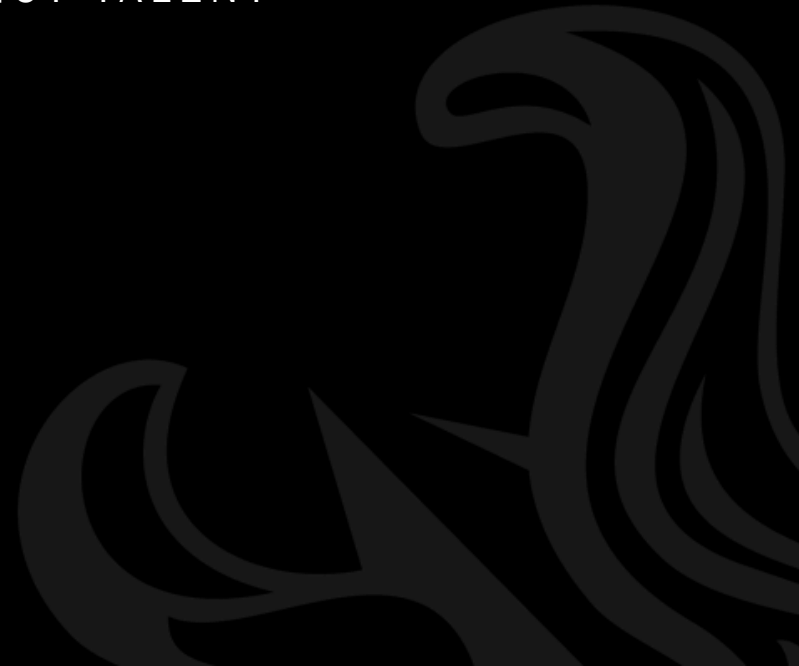
FEBRUARY 2021





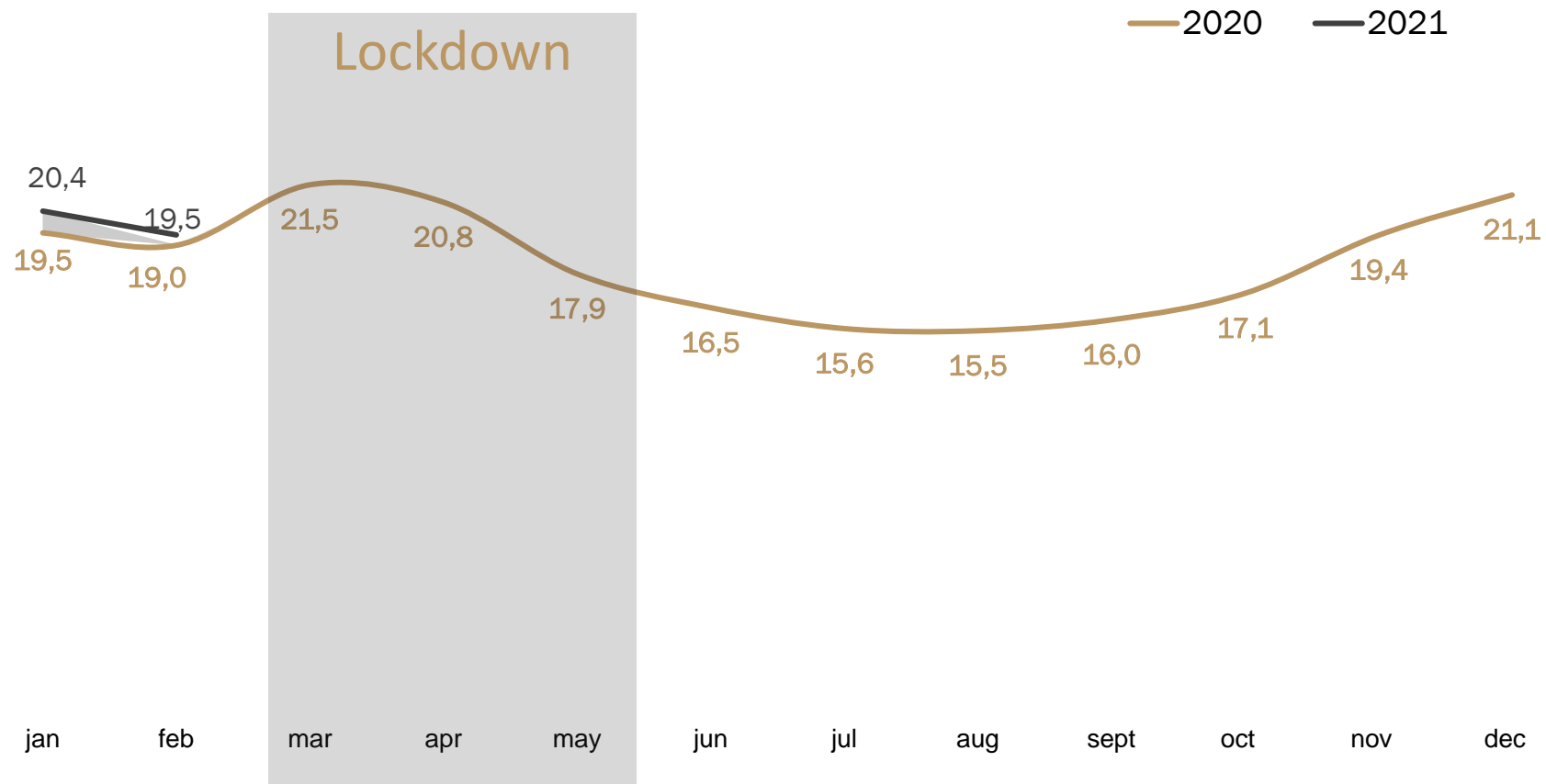
TV REPORT

FOCUSED ON BULGARIA'S GOT TALENT



SLIGHTLY HIGHER TV AUDIENCE ON YTD BASE

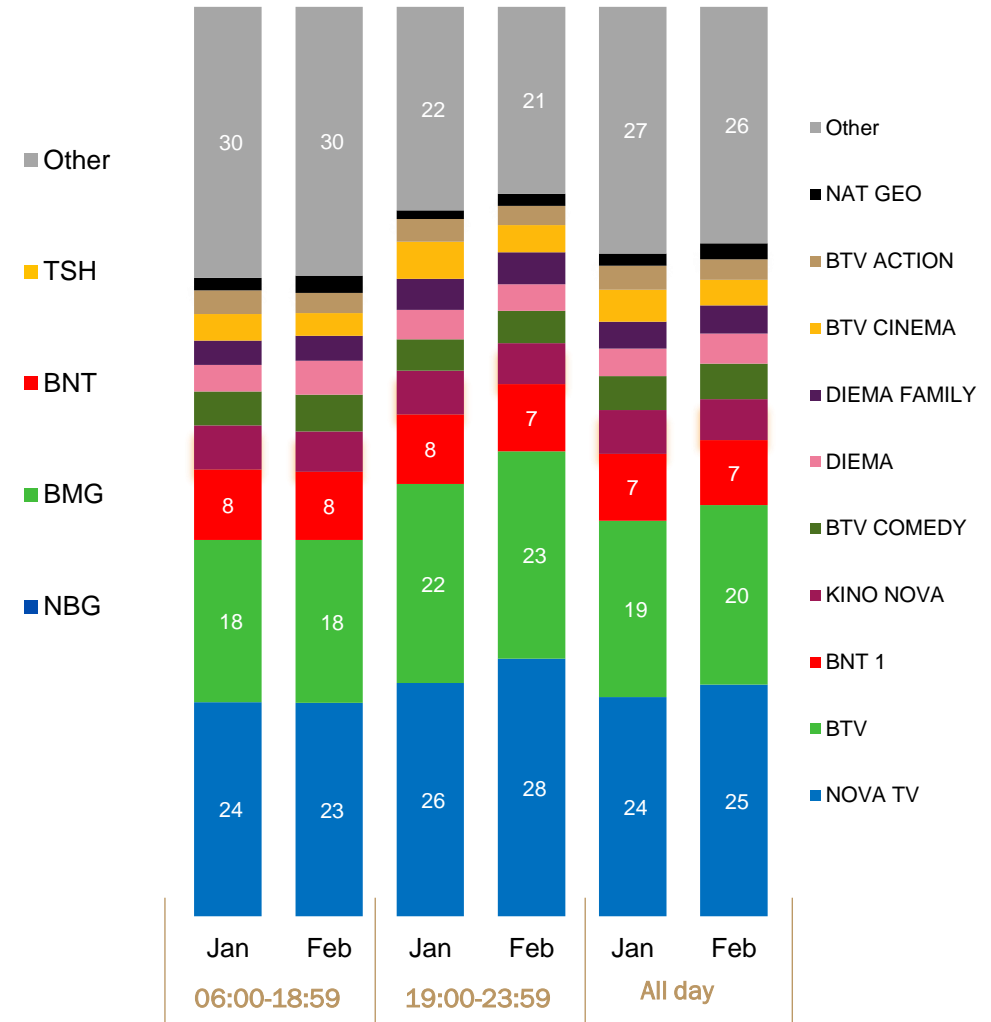
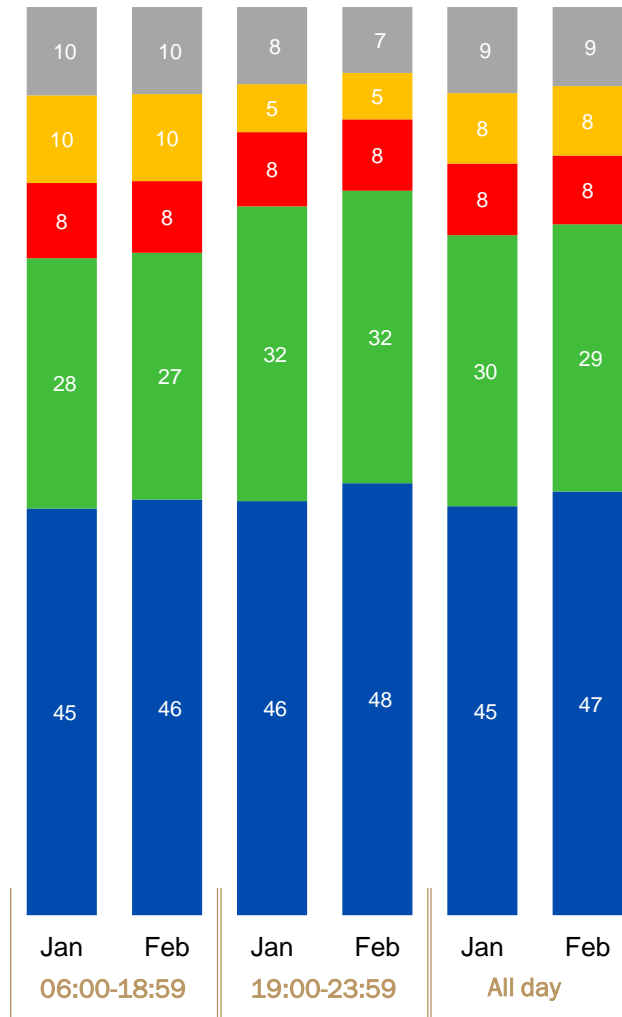
Same as last year, February generated a bit lower TV audience than January.



NBG INCREASED SHARE, BMG REMAINED STABLE

On channel basis both Nova and bTV increased PT share while BNT1 declined slightly.

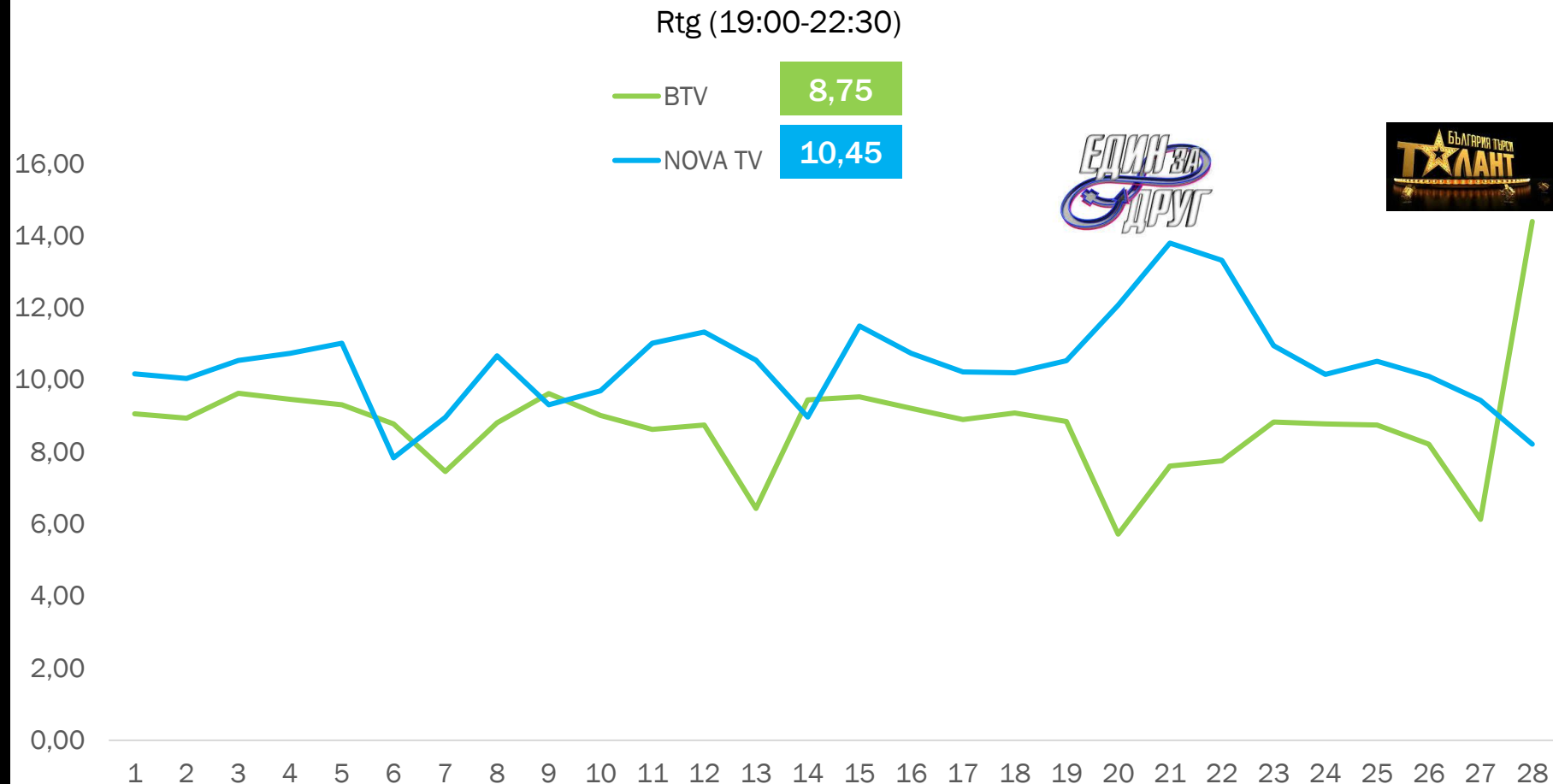
Kino Nova kept top position among niche channels followed by bTV Comedy.



Source: GARB, A18-49

NOVA KEPT 19% HIGHER OVERALL PT AUDIENCE THAN BTV IN FEBRUARY

bTV however outperformed Nova on several occasions. The most significant one was the premiere of *Bulgaria's got talent* new season.



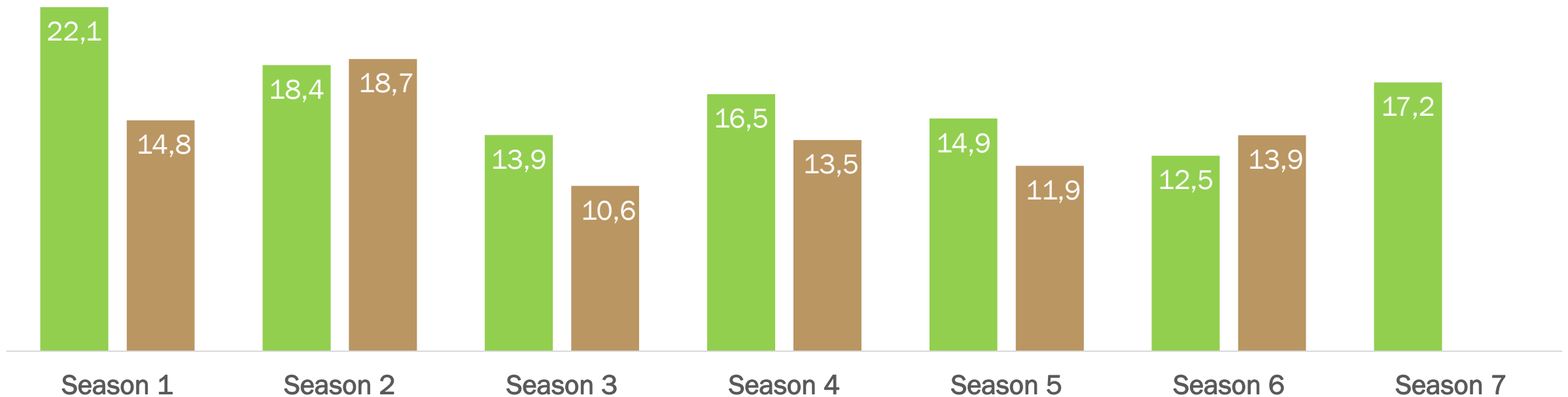


THE NEWEST SEASON OF BULGARIA'S GOT TALENT REGISTERED THE 3RD STRONGEST DEBUT OF THE SHOW

IT ALSO ENDED THE DECLINING AUDIENCE TREND BEHIND THE SEASON PREMIERES YoY

Bulgaria's Got Talent

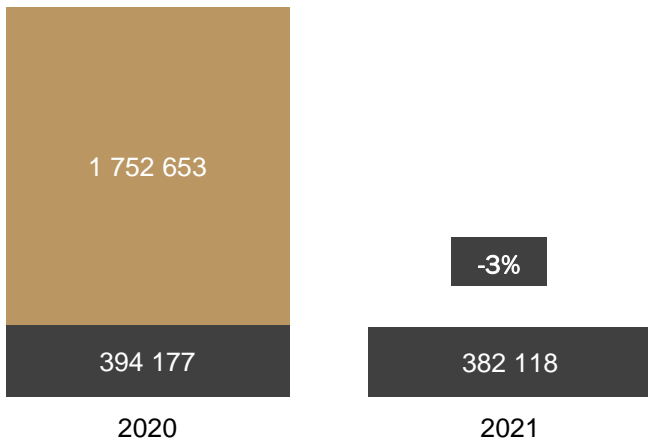
■ Premiere ■ Season average



3% LESS GRPs IN 21YTD HALF OF TOP 20 ADVERTISERS ARE PHARMA COMPANIES INCLUDING TOP 3 POSITIONS

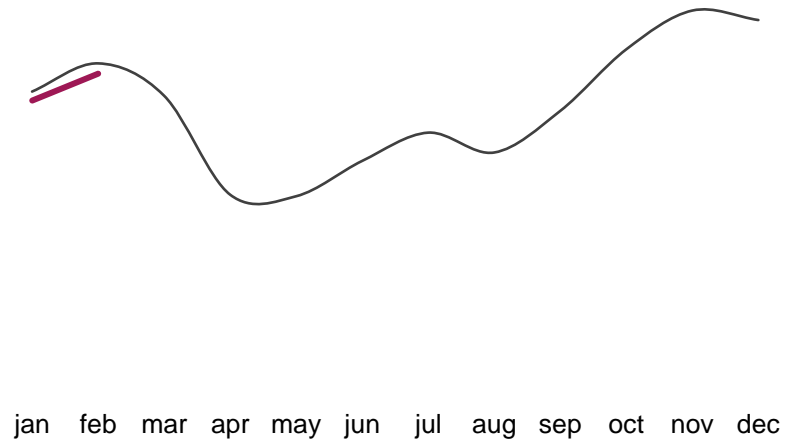
TOTAL TRP30

■ YTD ■ Rest

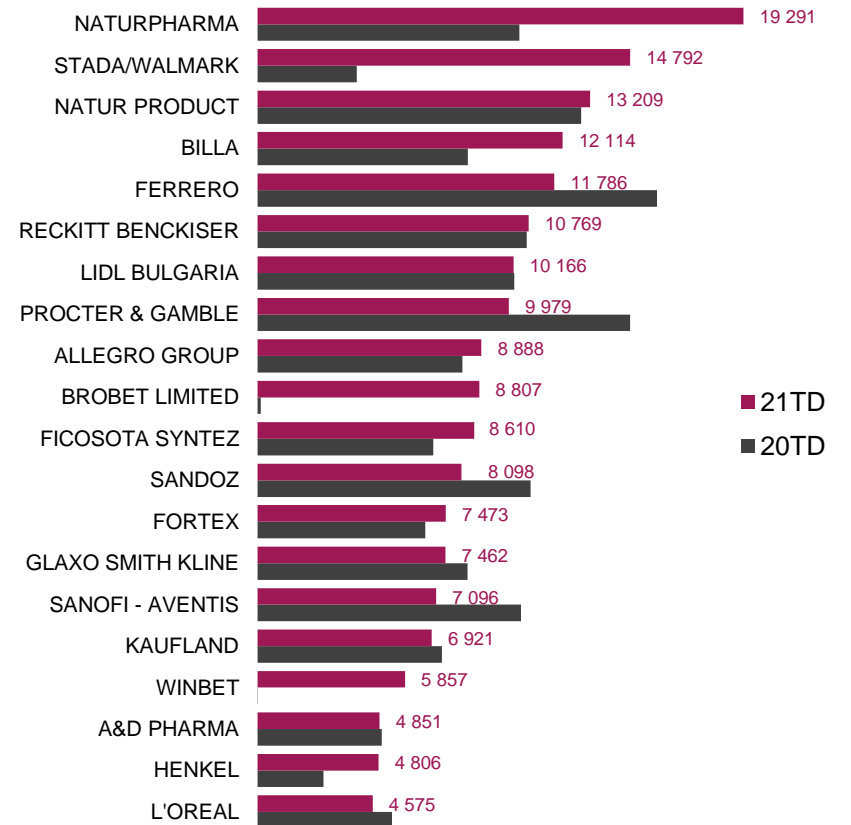


SEASONALITY

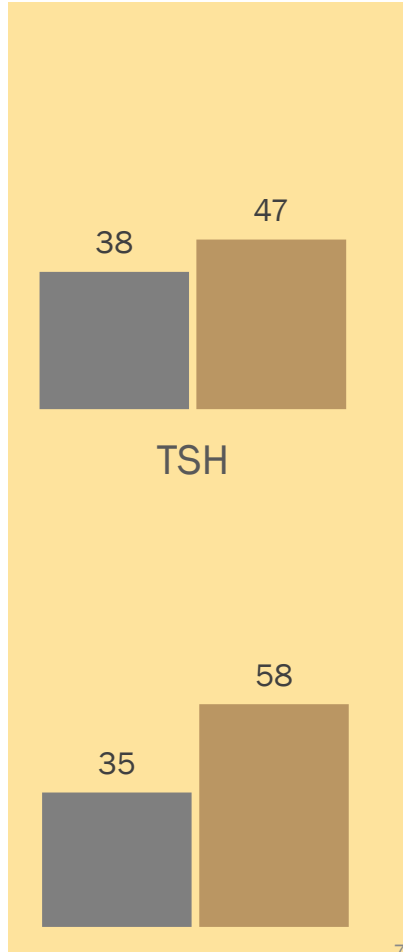
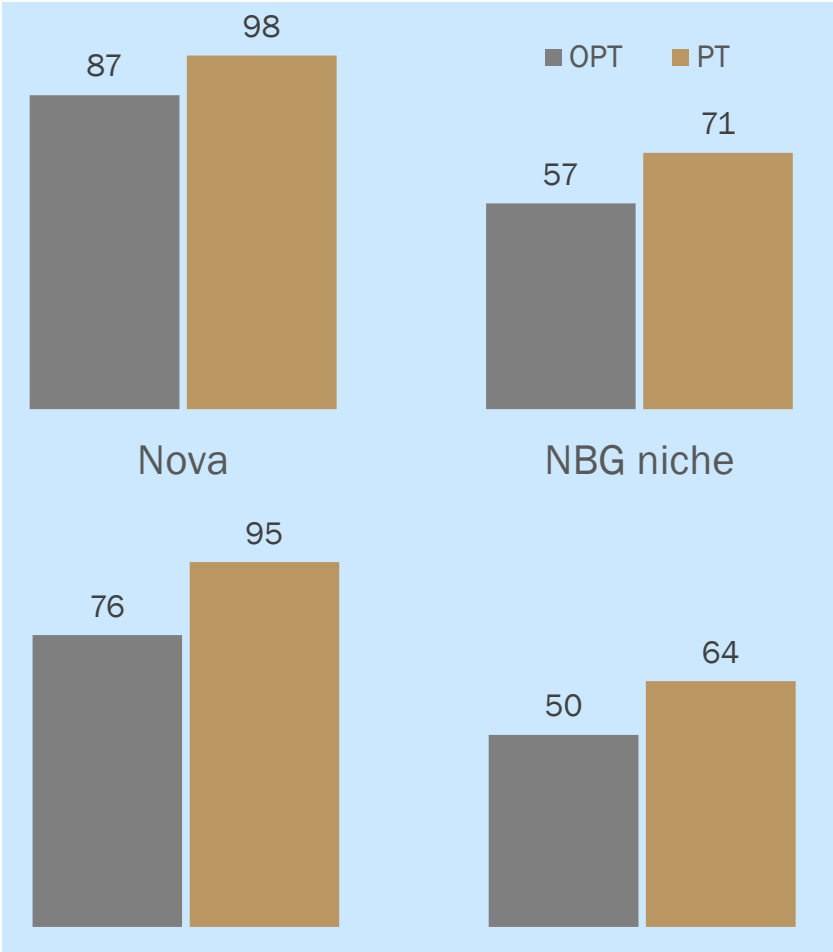
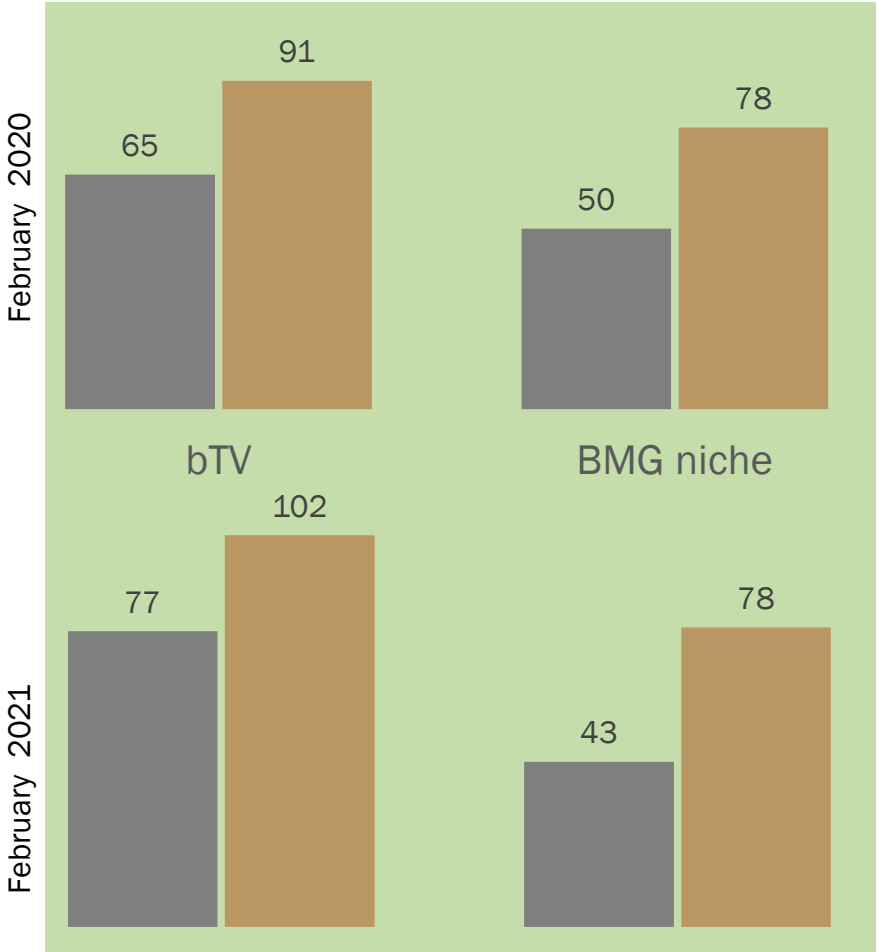
— 2020 — 21TD



TOP ADVERTISERS



BTV REACHED FULL CAPACITY IN FEBRUARY NOVA IS FOLLOWING THE SAME PATH WITH ONLY 5% FREE INVENTORY



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



DIGITAL REPORT

Artificial Intelligence



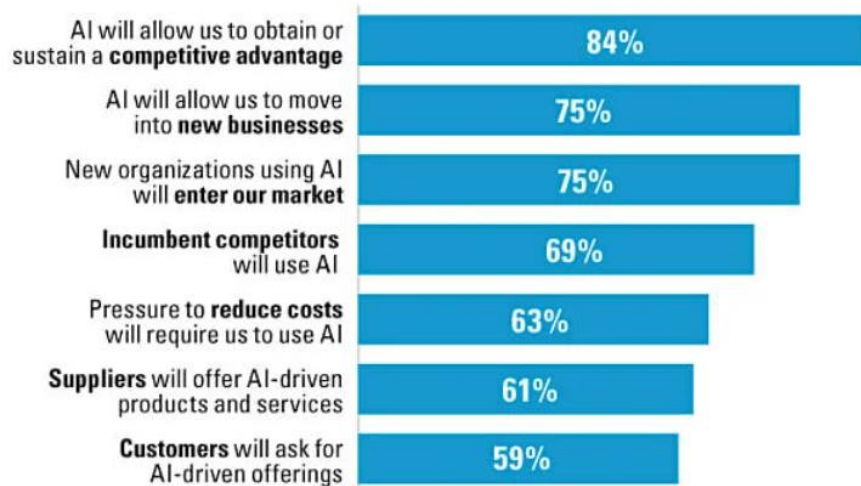
AI in a post COVID reality

If you haven't already realized it, 2020 may be the year that a lot of people wake up to the dominance of artificial intelligence (AI). It's sure to be at the heart of global business and industry in the future – and it's already taking over many simple jobs.

For example, Microsoft and Uber use Knightscope K5 robots to “patrol parking lots and large outdoor areas to predict and prevent crime. The robots can read license plates, report suspicious activity, and collect data to report to their owners.” You can rent these R2-D2-like robots for \$7 an hour – which is less expensive than a human security guard's wage.

Reasons for adopting AI

Why is your organization interested in AI?



Percentage of respondents who somewhat or strongly agree with each statement

According to Techgrabyte:

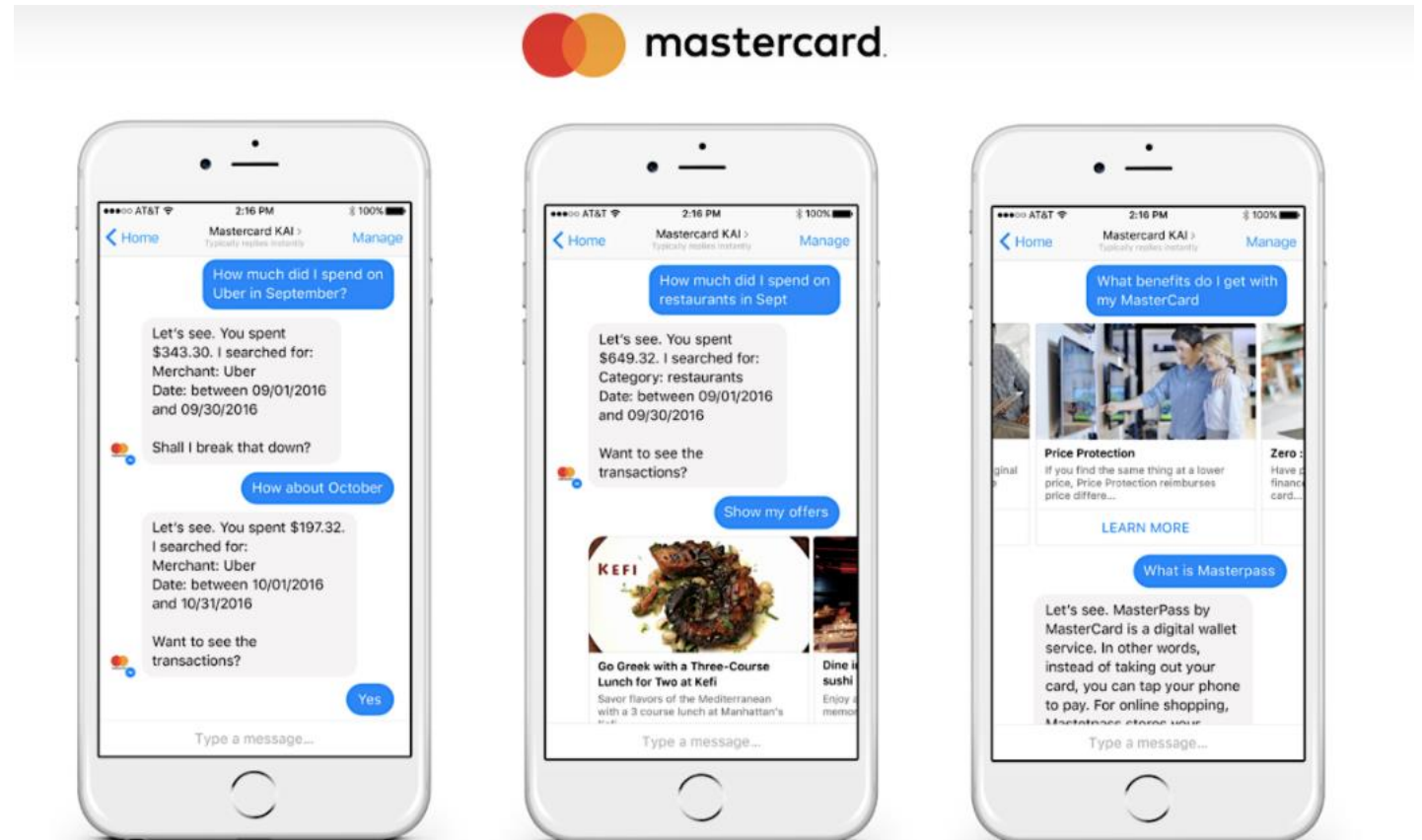
“Artificial intelligence is the biggest commercial opportunity for companies, industries, and nations over the next few decades” and “will increase global GDP by up to 14% between now and 2030,” which means that “AI latecomers will find themselves at a serious competitive disadvantage within the next several years.”

One exciting example of AI in practice are chatbots (more on that later)

Mastercard created a Facebook messenger bot – which uses natural language processing software to decipher what the customer wants and respond as if it were a real person – to automate handling payments.

Artificial intelligence will soon be the driving force behind many services and, currently, we already see it implemented in such areas as:

- Basic communication
- Product recommendations
- Email personalization
- E-commerce transactions
- Content creation



AI and Content creation

When it comes to content creation, for example, instead of guessing what subtopics to cover in an article, top content teams in 2021 are relying on AI, as with Clickflow's Content Editor. Using Artificial Intelligence to serve up subtopics and related keywords will make any article ultra-comprehensive and give it the best possible chance to rank on page one.

The screenshot displays the Clickflow Content Editor interface. On the left is a dark sidebar with navigation options: DASHBOARD, CONTENT EDITOR (selected), CONTENT DECAY, EXPERIMENTS, PAGES (All Pages, Page Changes, New Page Tracking), and SITES. The main area shows the article title '11 Proven Hacks to Increase Your Organic CTRs' from 'google.com | United States'. A table provides key metrics: GRADE (C, with a note 'C- or higher recommended'), READABILITY (10th grade, with a note '8th grade recommended'), and WORD COUNT (2,632, with a note '1,365 recommended'). Below the table is a rich text editor with a 'Save' button and a timestamp 'Last Saved At 14:23 on 16/11/2020'. The article content includes a paragraph about digital marketing spend and a definition of Click Through Rate (CTR). On the right, a 'RELEVANT TERMS' sidebar lists terms like 'organic click-through rates', 'search engine optimization', 'click-through rate', 'search engine', and 'digital marketing', each with a green checkmark and usage statistics.

GRADE	READABILITY	WORD COUNT
C C- or higher recommended	10th grade 8th grade recommended	2,632 1,365 recommended

RELEVANT TERMS

- organic click-through rates: 1 current uses, suggested 1-3 uses
- search engine optimization: 3 current uses, suggested 1-3 uses
- click-through rate: 5 current uses, suggested 3-6 uses
- search engine: 3 current uses, suggested 2-4 uses
- digital marketing: 4 current uses

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	novini.bg	2 058 902	164 271	2 039 875	18 492 580	2 371 010	16 121 570	0:08:27	0:21:49	0:06:47	44,14%	5,72%	46,04%
2	nova.bg	1 947 203	549 329	1 812 169	23 364 758	9 711 579	13 653 179	0:10:55	0:15:24	0:07:03	41,74%	19,11%	40,90%
3	abv.bg	1 889 015	1 233 522	1 163 663	204 949 789	127 146 399	77 803 390	2:02:07	1:56:38	1:14:36	40,49%	42,92%	26,26%
4	olx.bg	1 873 255	610 082	1 800 751	267 874 109	39 837 762	228 036 347	1:32:24	1:01:56	1:15:08	40,16%	21,23%	40,64%
5	btvnovinite.bg	1 499 338	216 358	1 451 857	7 719 737	1 035 701	6 684 036	0:04:09	0:06:34	0:03:19	32,14%	7,53%	32,77%
6	24chasa.bg	1 494 918	290 779	1 416 845	25 091 553	6 845 741	18 245 812	0:27:17	0:55:16	0:17:27	32,05%	10,12%	31,98%
7	dir.bg	1 419 293	326 566	1 263 351	32 488 350	15 560 451	16 927 899	0:32:25	1:14:29	0:17:10	30,42%	11,36%	28,51%
8	framar.bg	1 403 516	346 968	1 269 095	8 396 126	1 917 907	6 478 218	0:08:07	0:08:59	0:06:31	30,09%	12,07%	28,64%
9	bazar.bg	1 391 021	427 741	1 206 145	79 278 612	25 870 121	53 408 491	0:39:30	0:47:47	0:28:37	29,82%	14,88%	27,22%
10	blitz.bg	1 375 724	238 726	1 319 409	48 794 204	16 095 255	32 698 949	0:51:12	1:48:19	0:33:48	29,49%	8,31%	29,78%
11	actualno.com	1 337 465	193 404	1 255 952	21 208 451	1 406 835	19 801 616	0:20:17	0:25:27	0:17:41	28,67%	6,73%	28,35%
12	fakti.bg	1 189 492	240 899	1 093 310	26 407 847	6 505 038	19 902 809	0:30:36	0:43:13	0:23:46	25,50%	8,38%	24,67%
13	dariknews.bg	1 136 111	235 228	1 031 429	8 866 332	2 216 936	6 649 397	0:06:51	0:10:45	0:05:05	24,35%	8,18%	23,28%
14	sinoptik.bg	1 101 967	213 670	1 057 098	43 716 493	7 521 073	36 195 420	0:17:21	0:13:03	0:15:27	23,62%	7,43%	23,86%
15	vesti.bg	1 101 589	391 138	946 115	15 799 182	6 252 654	9 546 529	0:15:57	0:21:45	0:09:34	23,61%	13,61%	21,35%
16	dnes.bg	1 093 823	203 720	1 003 359	14 382 859	4 381 765	10 001 095	0:14:47	0:35:28	0:08:55	23,45%	7,09%	22,64%
17	marica.bg	1 043 376	97 561	1 016 608	14 905 441	1 453 308	13 452 133	0:18:00	0:20:10	0:16:33	22,37%	3,39%	22,94%
18	vbox7.com	1 039 288	369 176	970 020	18 958 714	6 976 944	11 981 770	0:50:52	1:00:08	0:31:37	22,28%	12,85%	21,89%
19	woman.bg	1 009 058	95 706	948 990	5 459 590	583 535	4 876 055	0:04:11	0:06:25	0:03:48	21,63%	3,33%	21,42%
20	mobile.bg	998 953	288 452	903 930	204 422 261	39 169 687	165 252 574	1:23:19	1:30:51	1:03:05	21,41%	10,04%	20,40%



THANK YOU!

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