



TV & DIGITAL REPORT

SEPTEMBER 2020





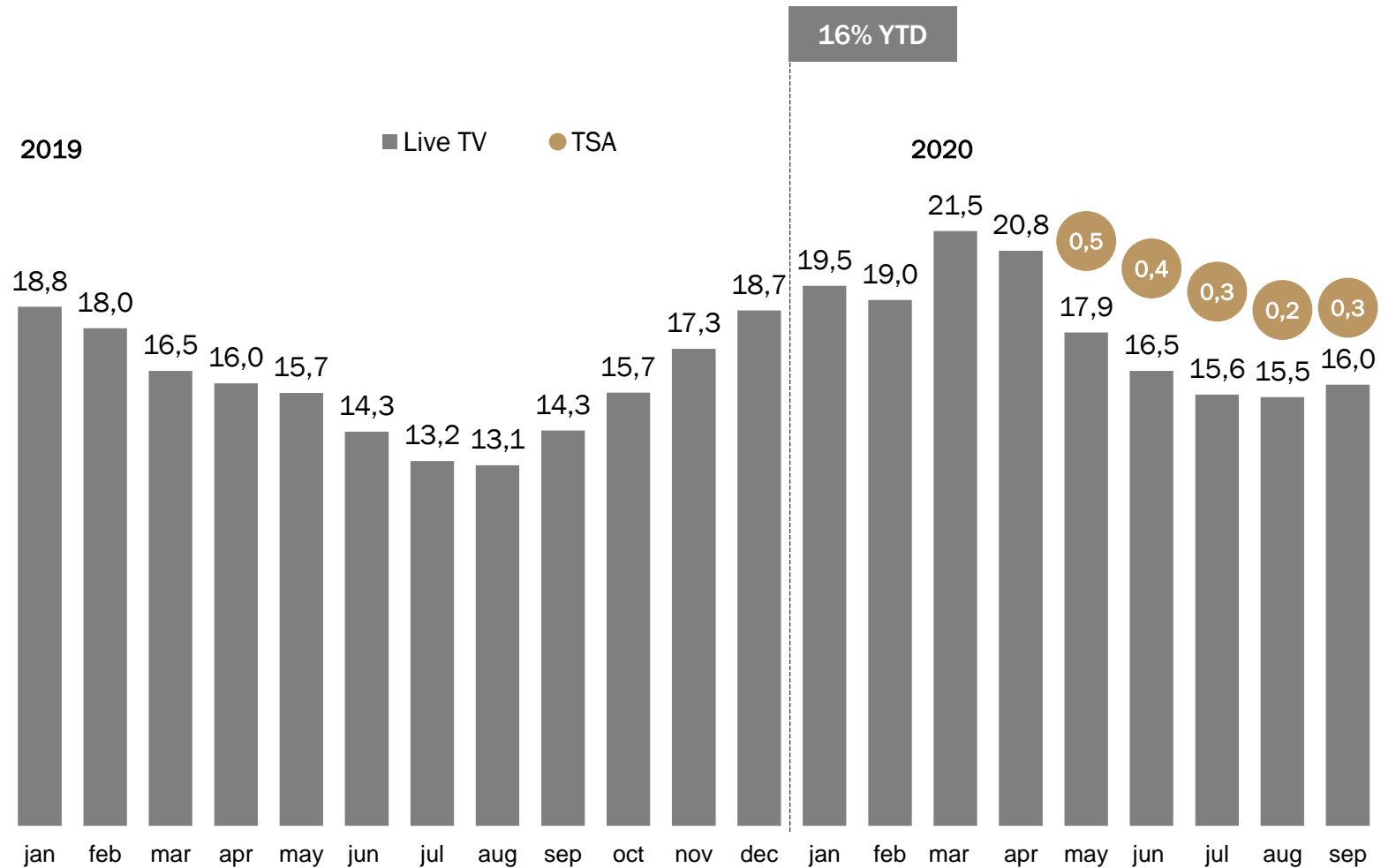
TV REPORT

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.

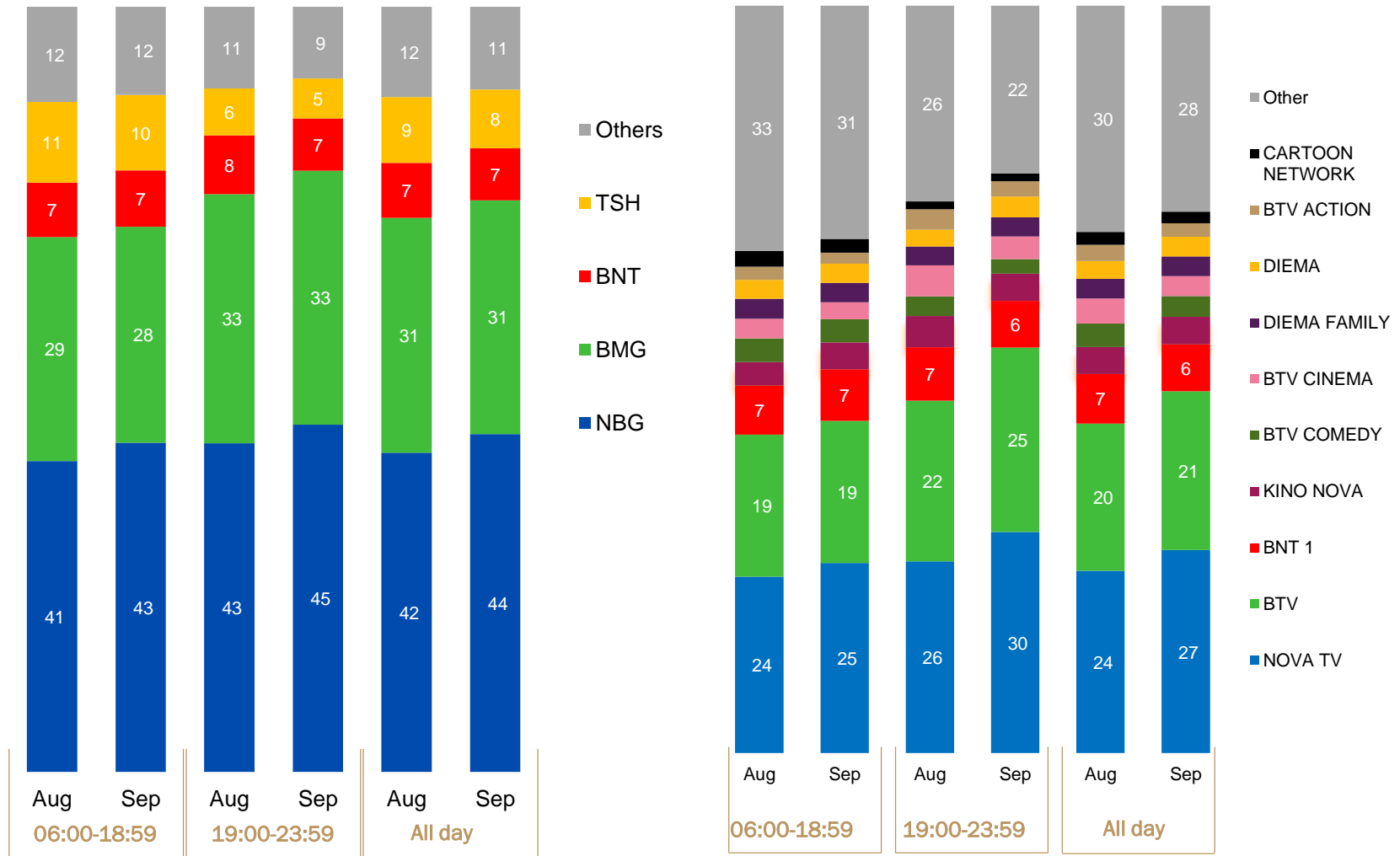


Source: GARB, A18-49

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

Nova sustained overall leadership on channel basis.

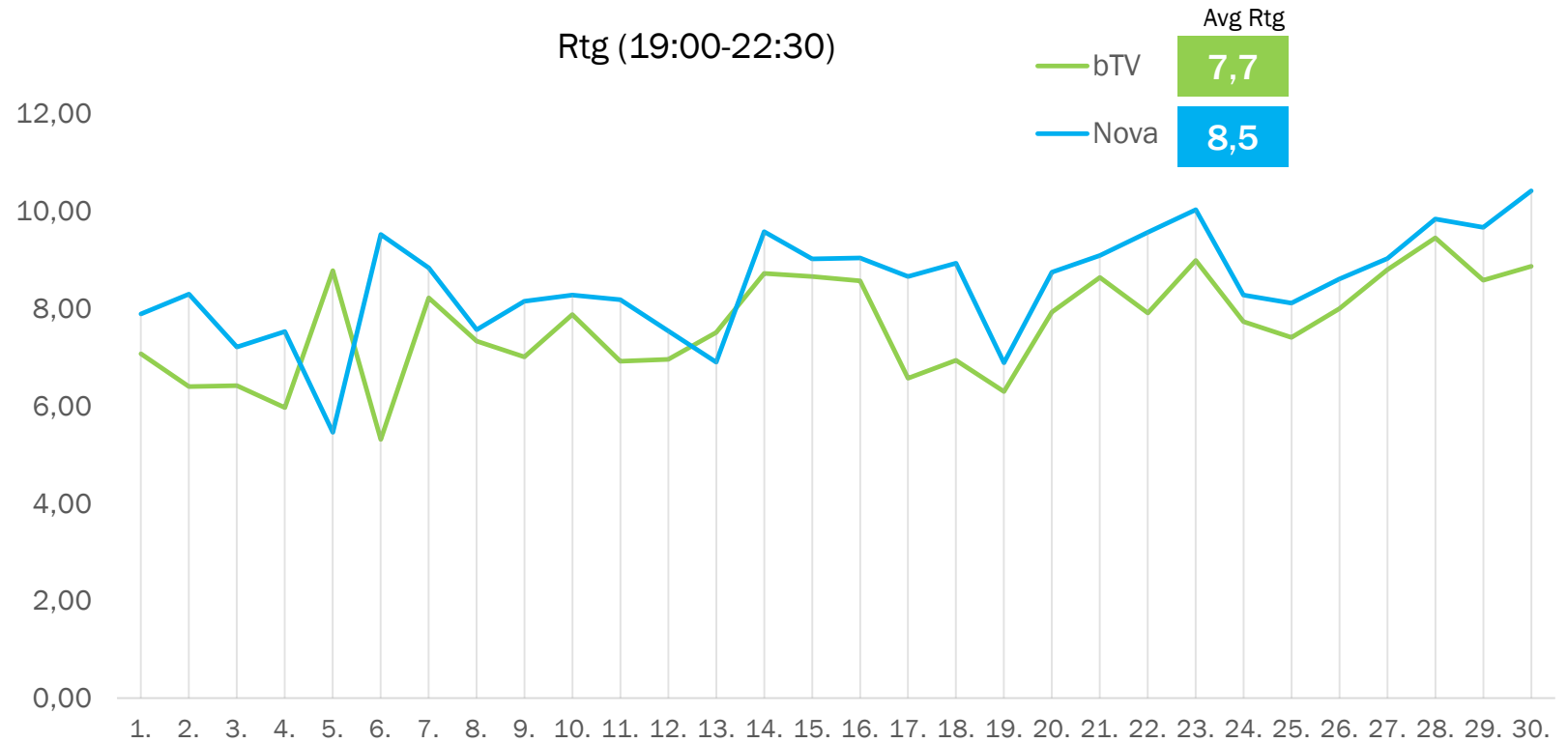
Kino Nova was the top niche channel.



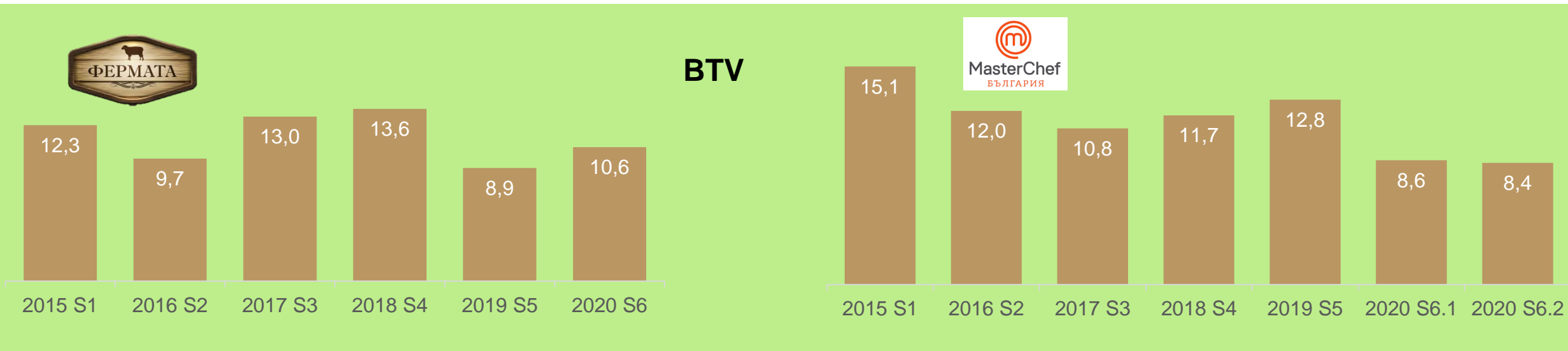
Source: GARB, A18-49

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 2nd part of the 6th season. Desafio doubled its debut audience compared to season 1, The masked singer sustained, while Stolen life decreased audience



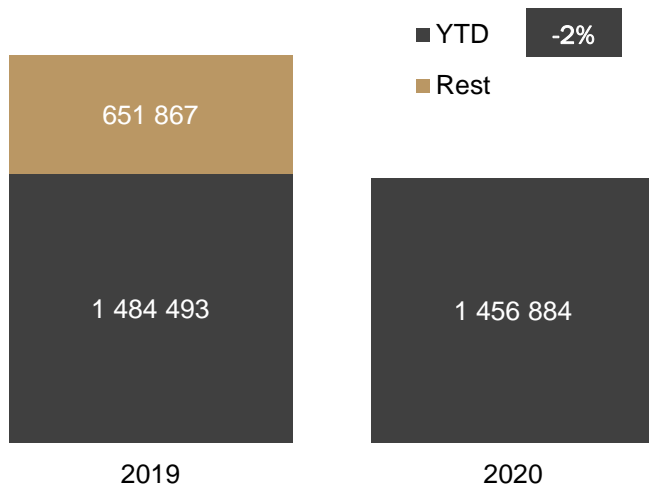
Debut episodes, rating, A18-49

FALL TV SEASON STARTED WITH HIGHER RESULTS THAN LAST YEAR

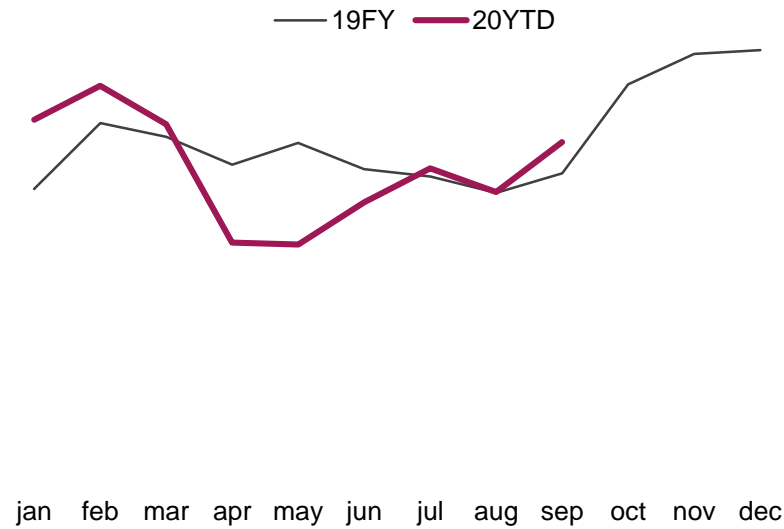
P&G sustained leadership. Top 5 remained the same as last month.

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

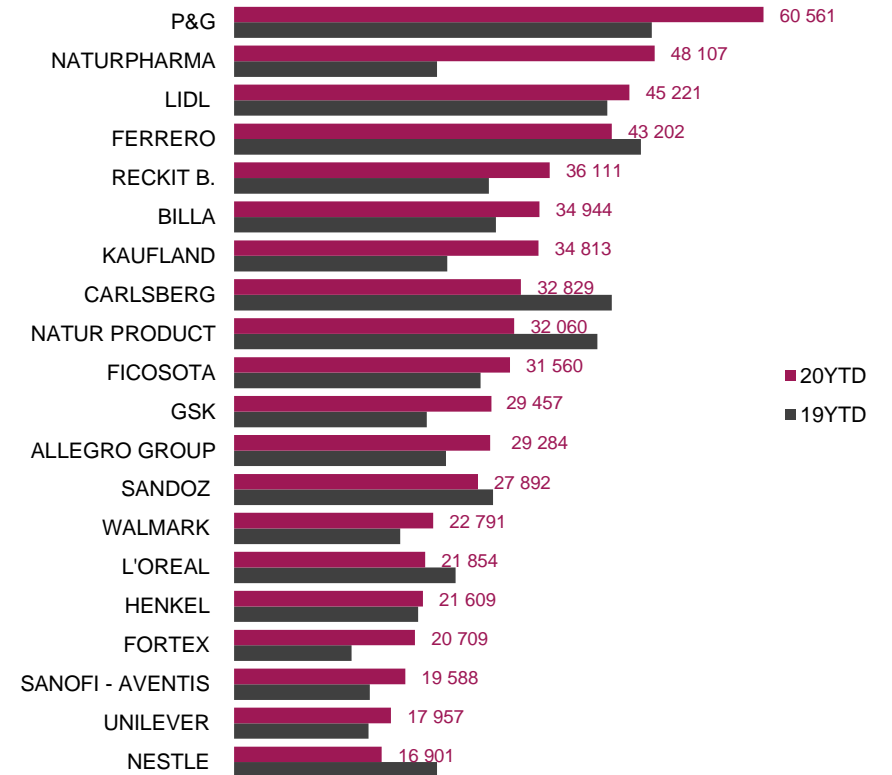
TOTAL TRP30



SEASONALITY

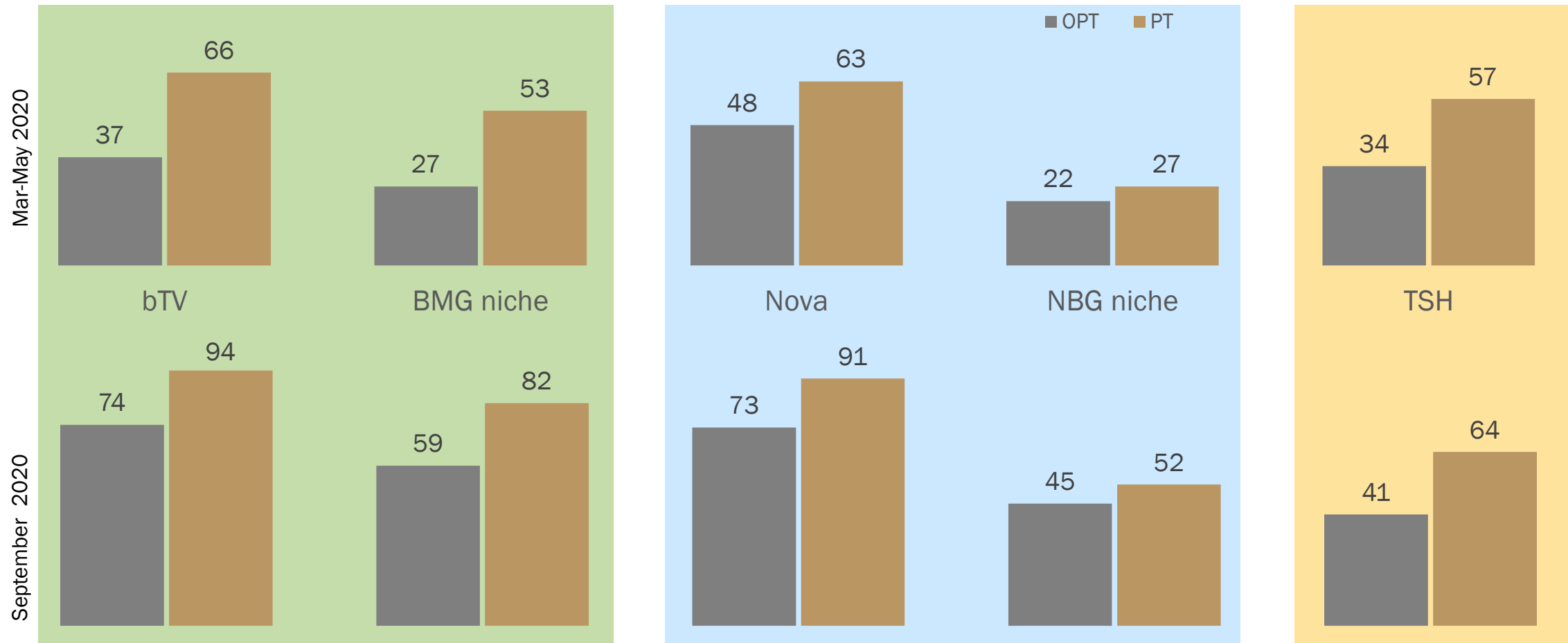


TOP ADVERTISERS



SIGNIFICANT INVENTORY FULFILMENT FOR BOTH MAIN & NICHE TVs

All TV groups keep higher figures compared to the lockdown period



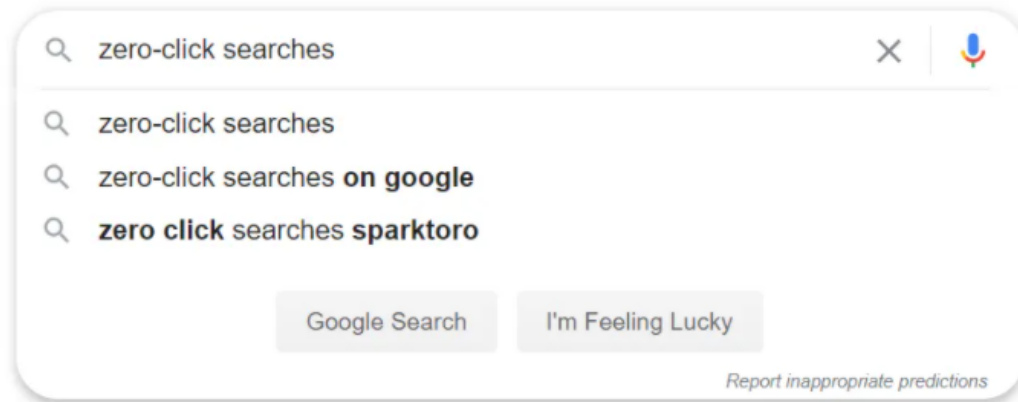
Source: GARB, based on 12 min/hour ad time. PT (19:00-24:00)



DIGITAL REPORT

FOCUSED ON ZERO-CLICK SEARCHES





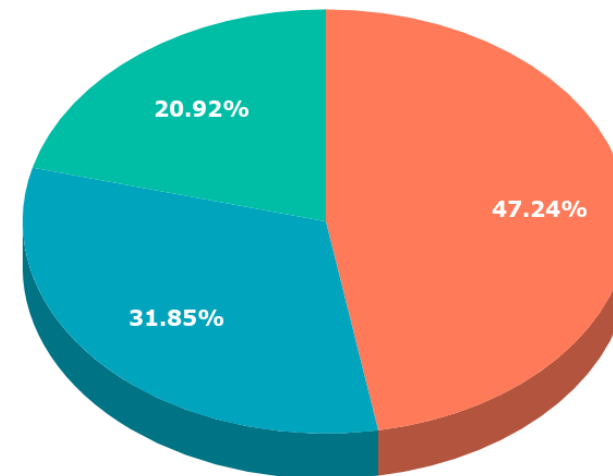
What are Google zero click-searches?

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?

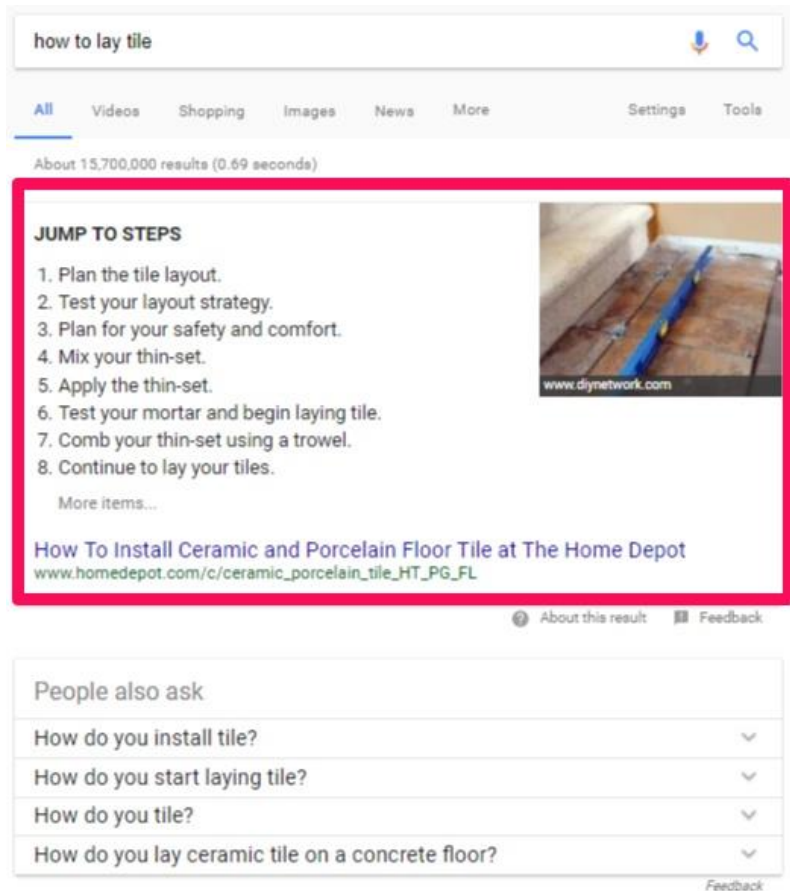
A survey by [Hubspot](#) reveals that 51% of users believe that zero-click searches will help them find information easier

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.

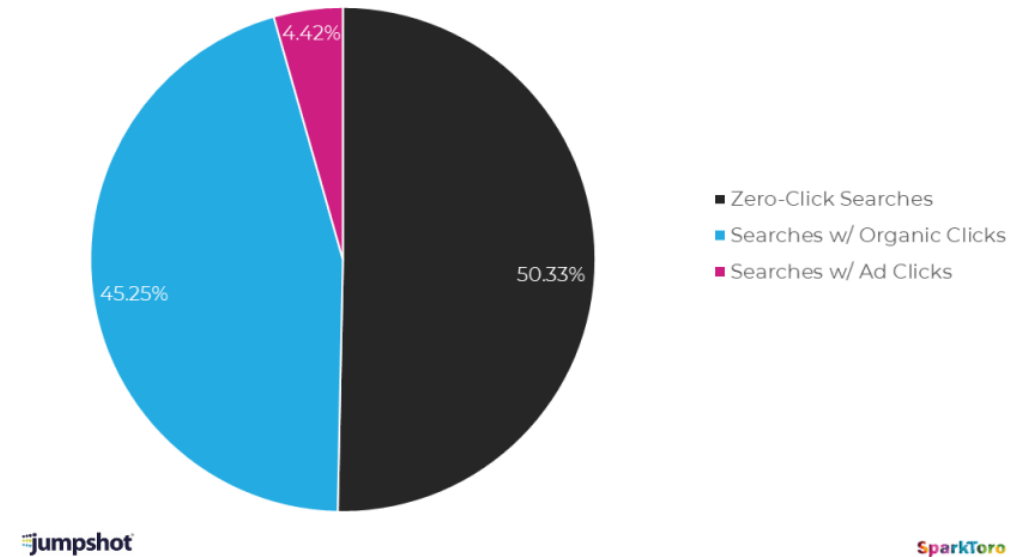
How Featured Snippets affect your SEO strategy

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

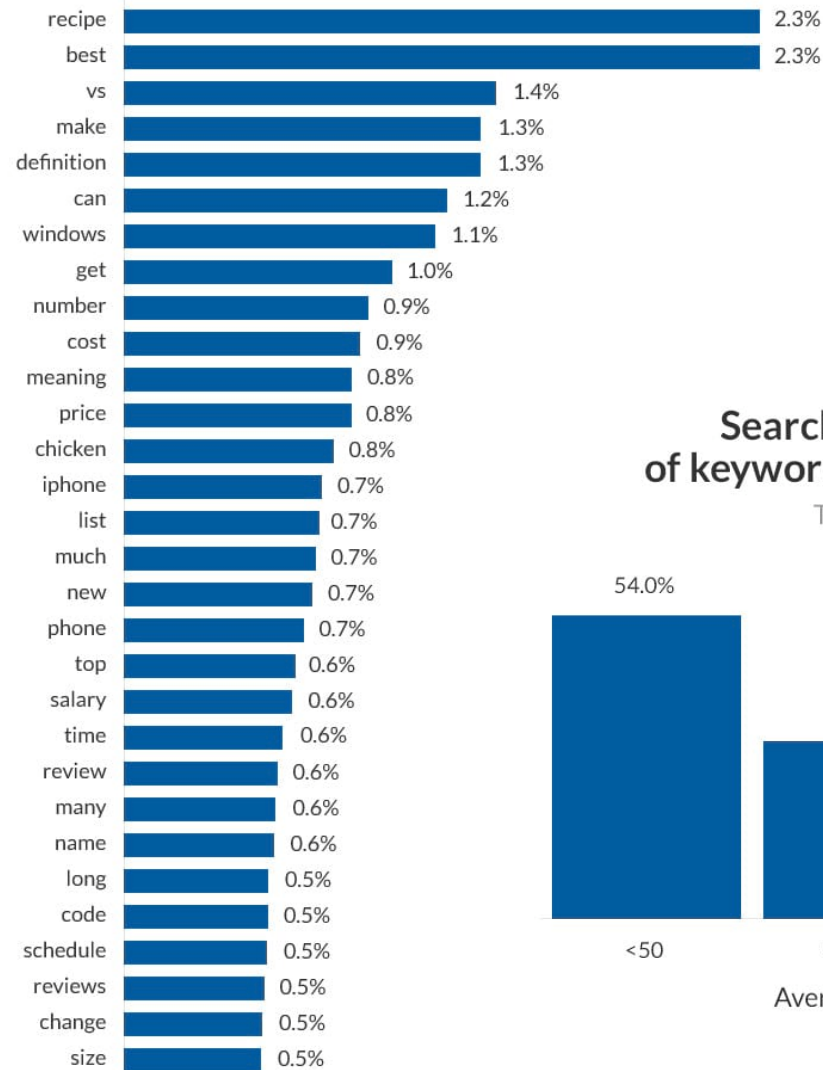


To increase the chances to appear on featured snippets, make sure you:

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

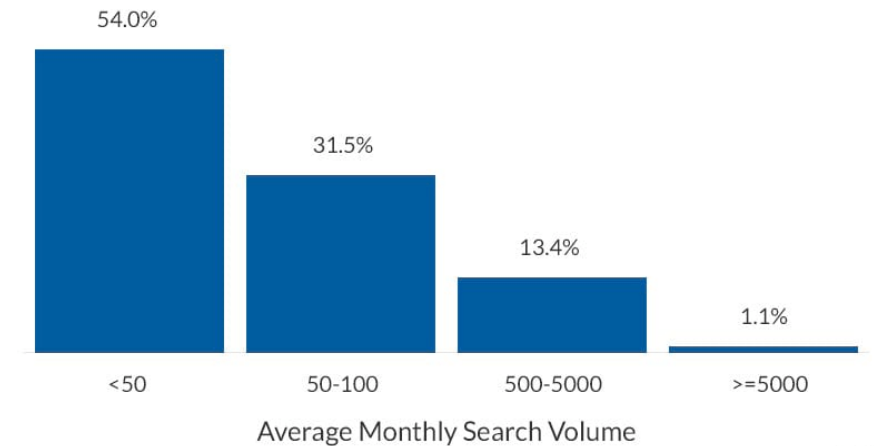
Top30 most frequently met words in search queries with Featured Snippets

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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