



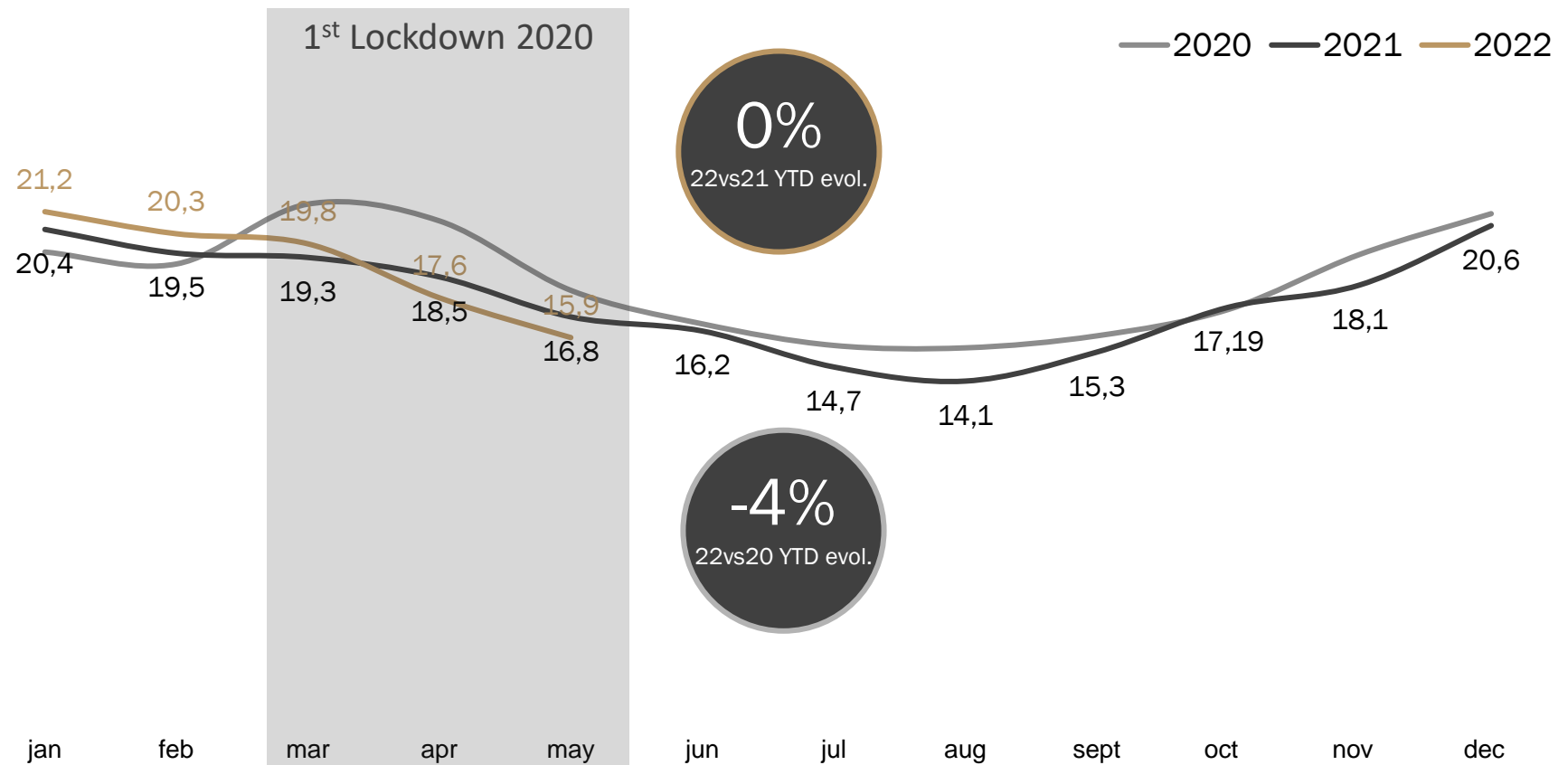
TV REPORT

MAY 2022

FOCUSED ON TV GAMES

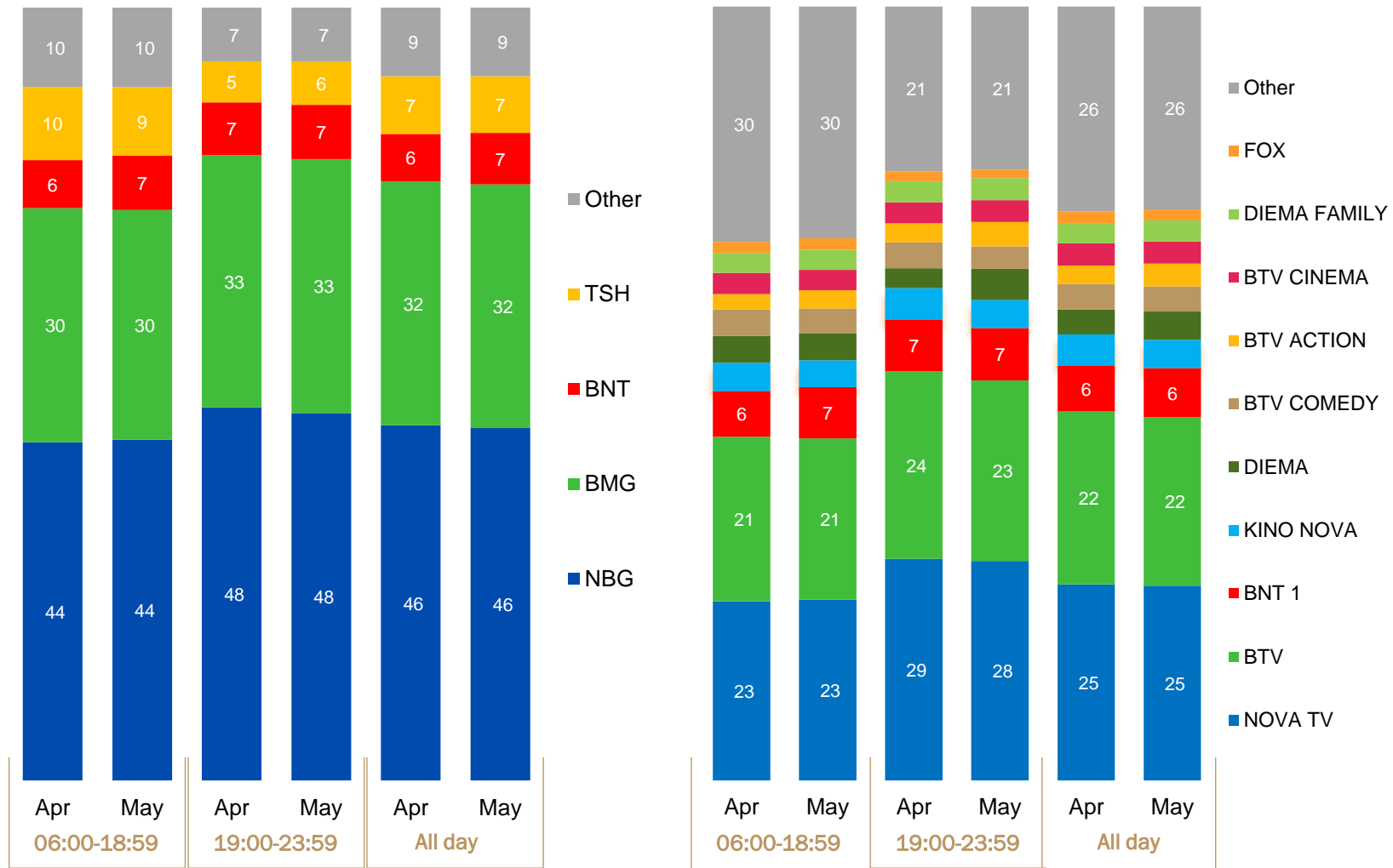


LIVE TV VIEWERSHIP REMAINED STABLE ON A YTD BASE



STEADY AUDIENCE SHARES IN MAY

On a channel basis both Nova TV & bTV lost 1pp PT audience share since many of top programs finished



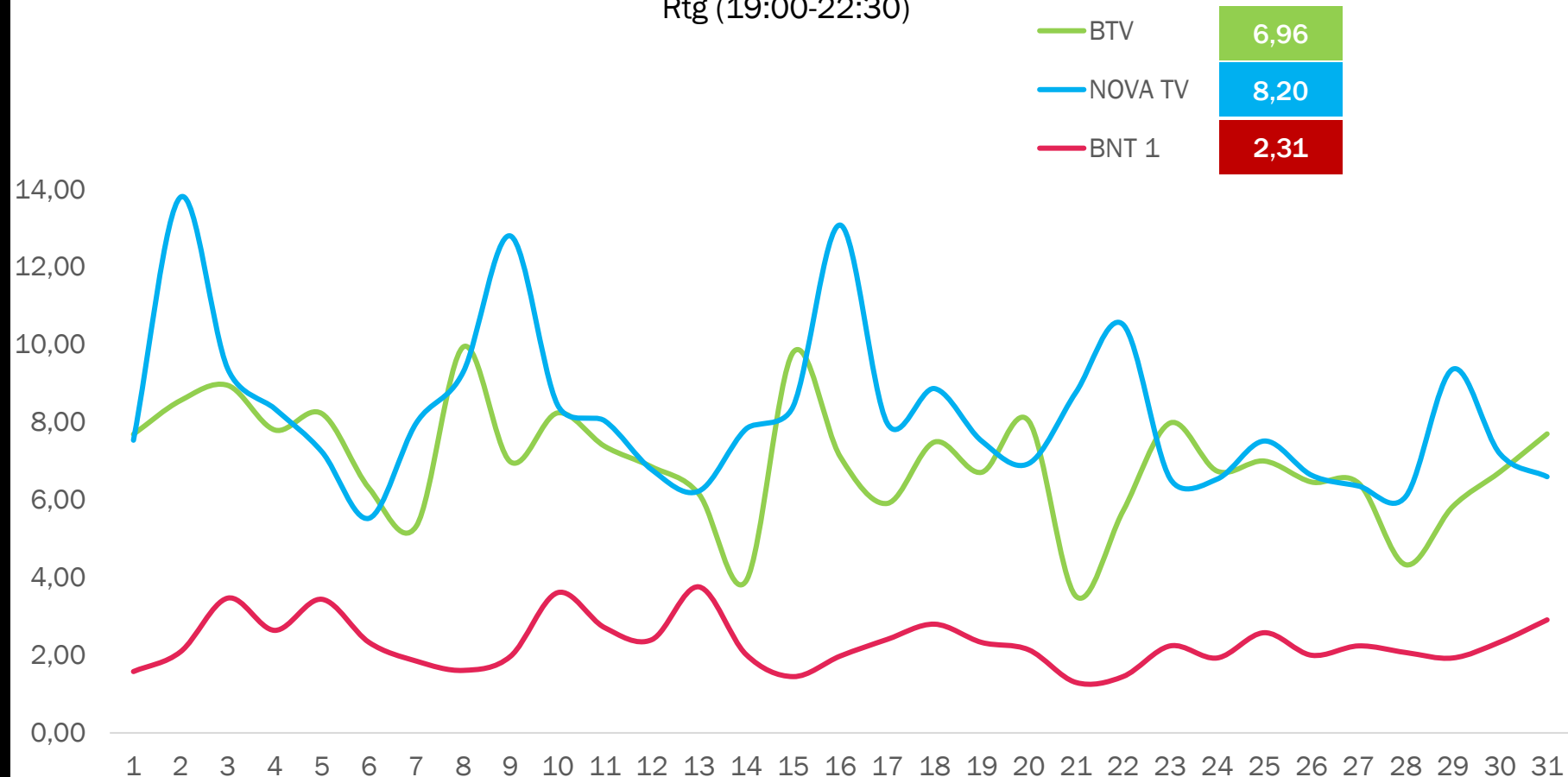
Source: GARB, A18-49

THE MAIN CHANNELS DECREASED PT RATINGS

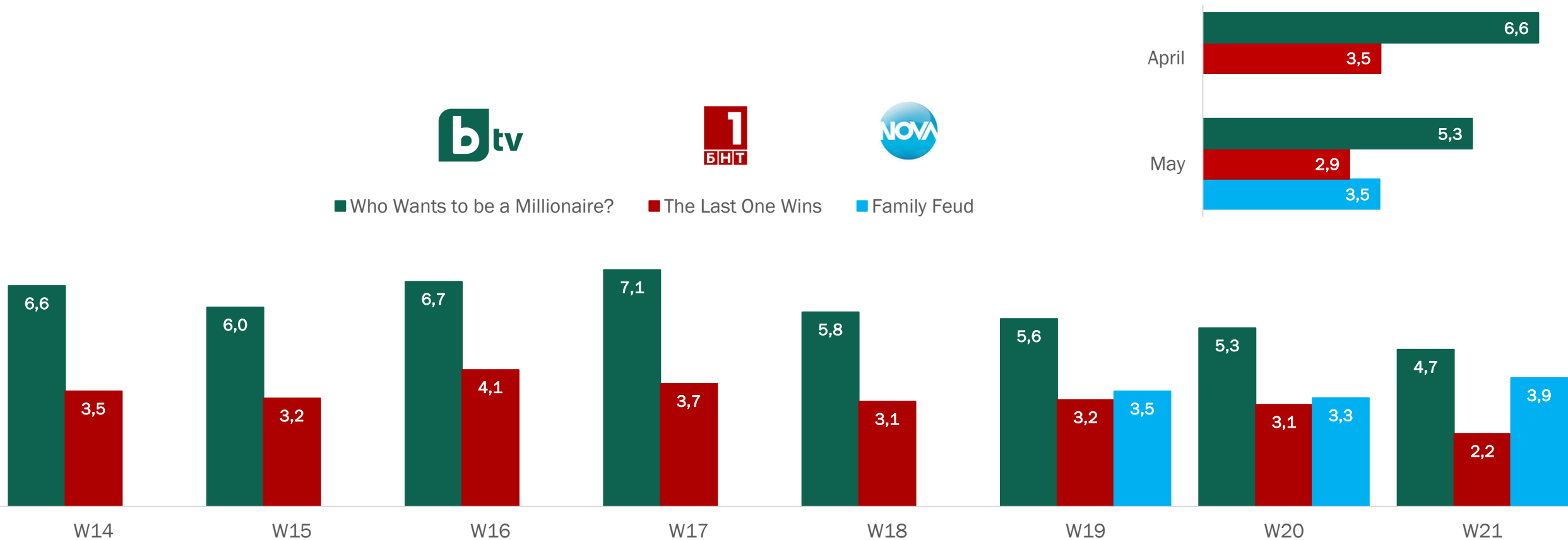
Nova TV and bTV's peaks are driven by the final episodes of the most popular realities & series

BNT 1 attracted PT audience with "Referendum" and "The last one wins"

Rtg (19:00-22:30)



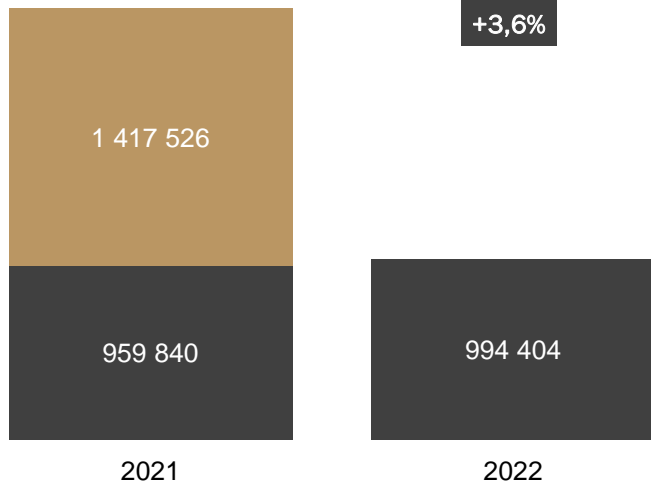
“WHO WANTS TO BE A MILLIONAIRE” REMAINS THE LEADING TV GAME, DESPITE THE DROP IN MAY WHEN RE-RUNS STARTED



4% INCREASE IN DELIVERED AUDIENCE IN 22YTD P&G AND FORTEX MOVED WITH 1 POSITION UP CARLSBERG JUMPED FROM PENULTIMATE TO MIDDLE POSITION

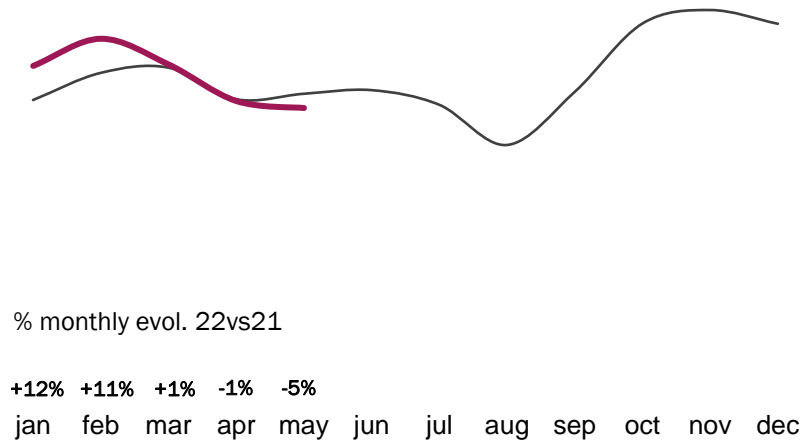
TOTAL TRP30

■ YTD ■ Rest

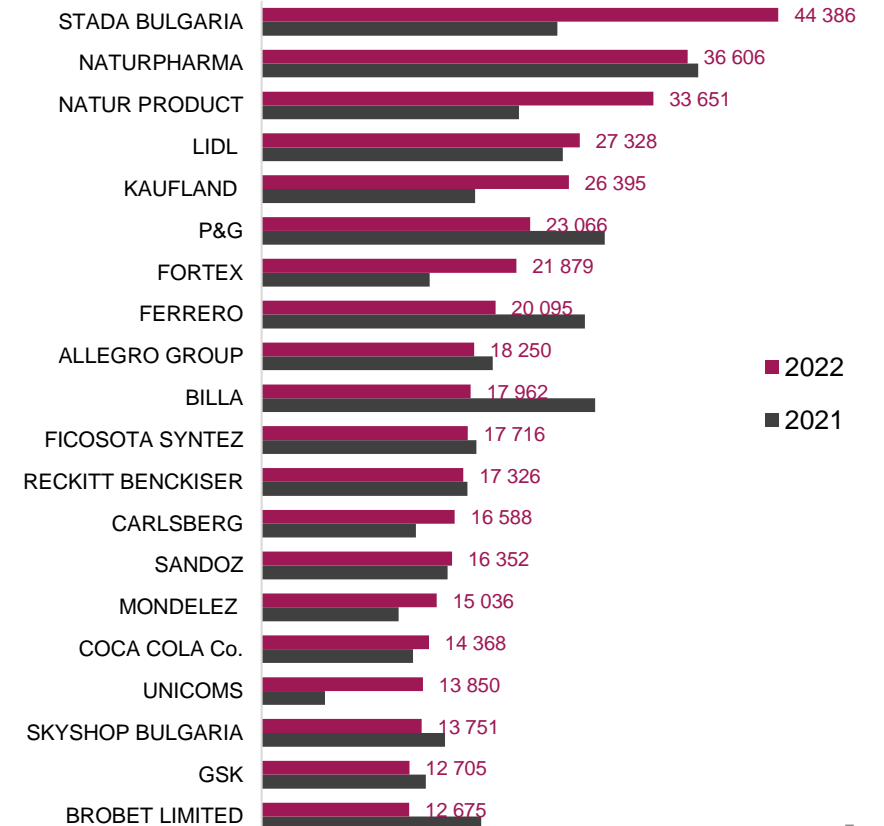


SEASONALITY

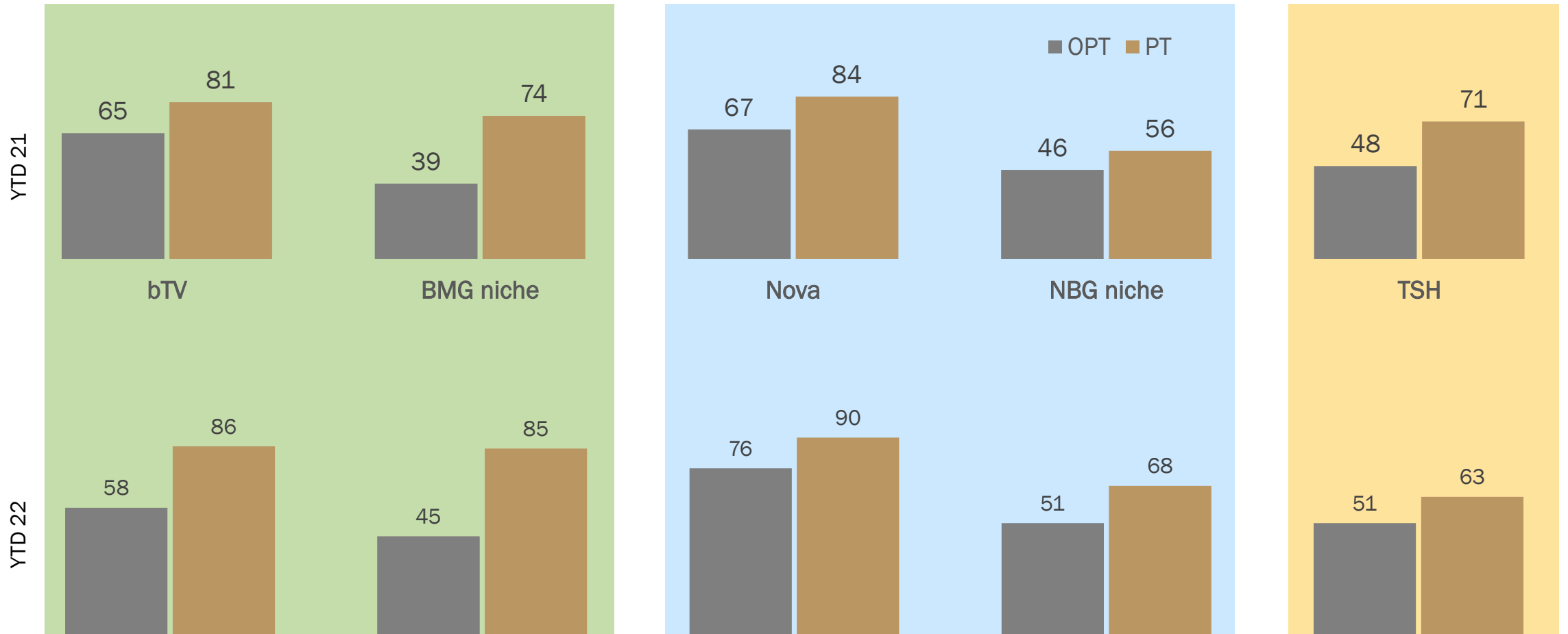
— 2021 — 2022



TOP ADVERTISERS



BMG & NBG HAD HIGHER INVENTORY FULLFILMENT THAN LAST YEAR



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



THANK YOU!

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