



# TV REPORT

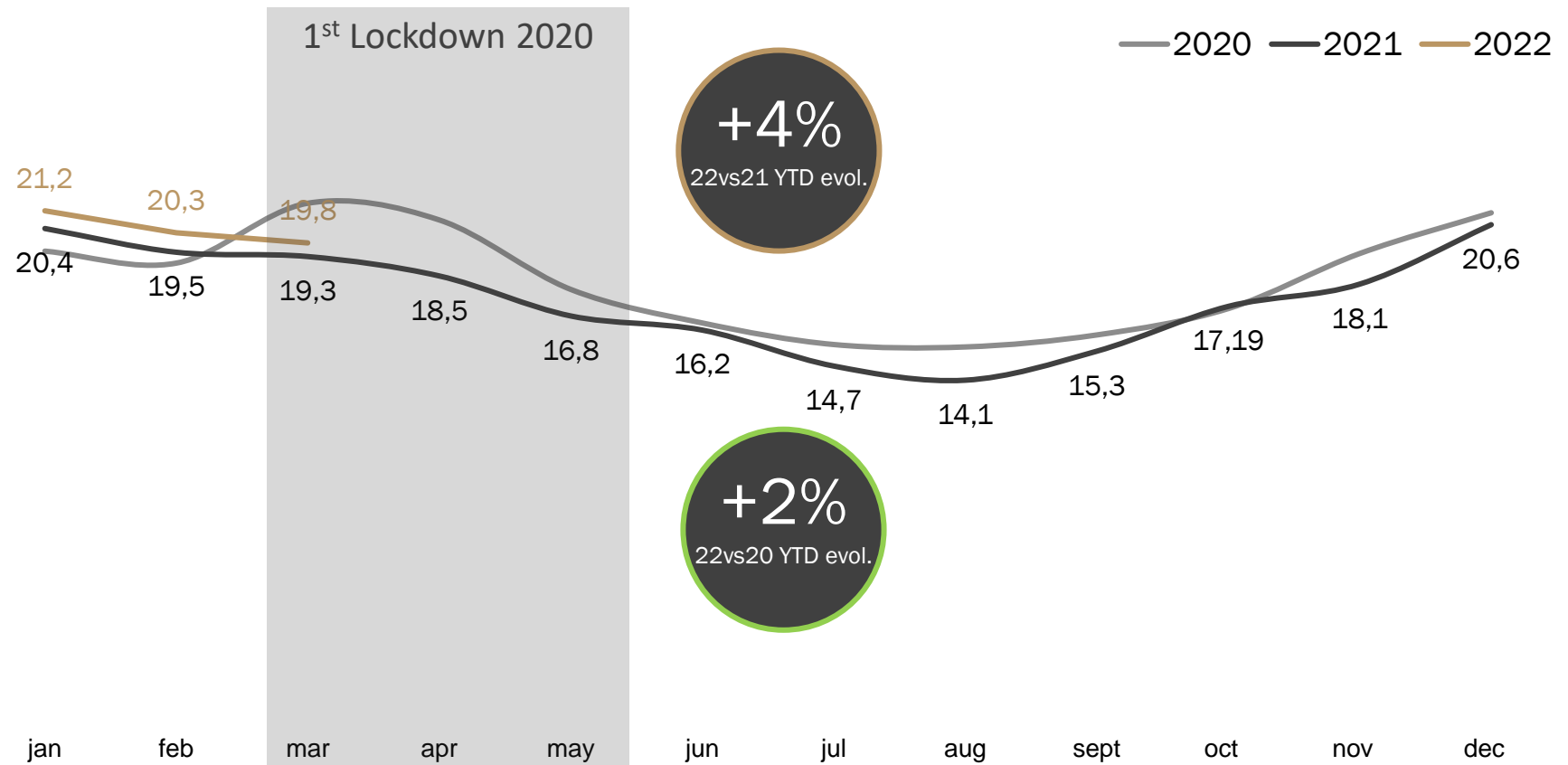
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MARCH 2022

FOCUSED ON PA GAMES & PT NEWS



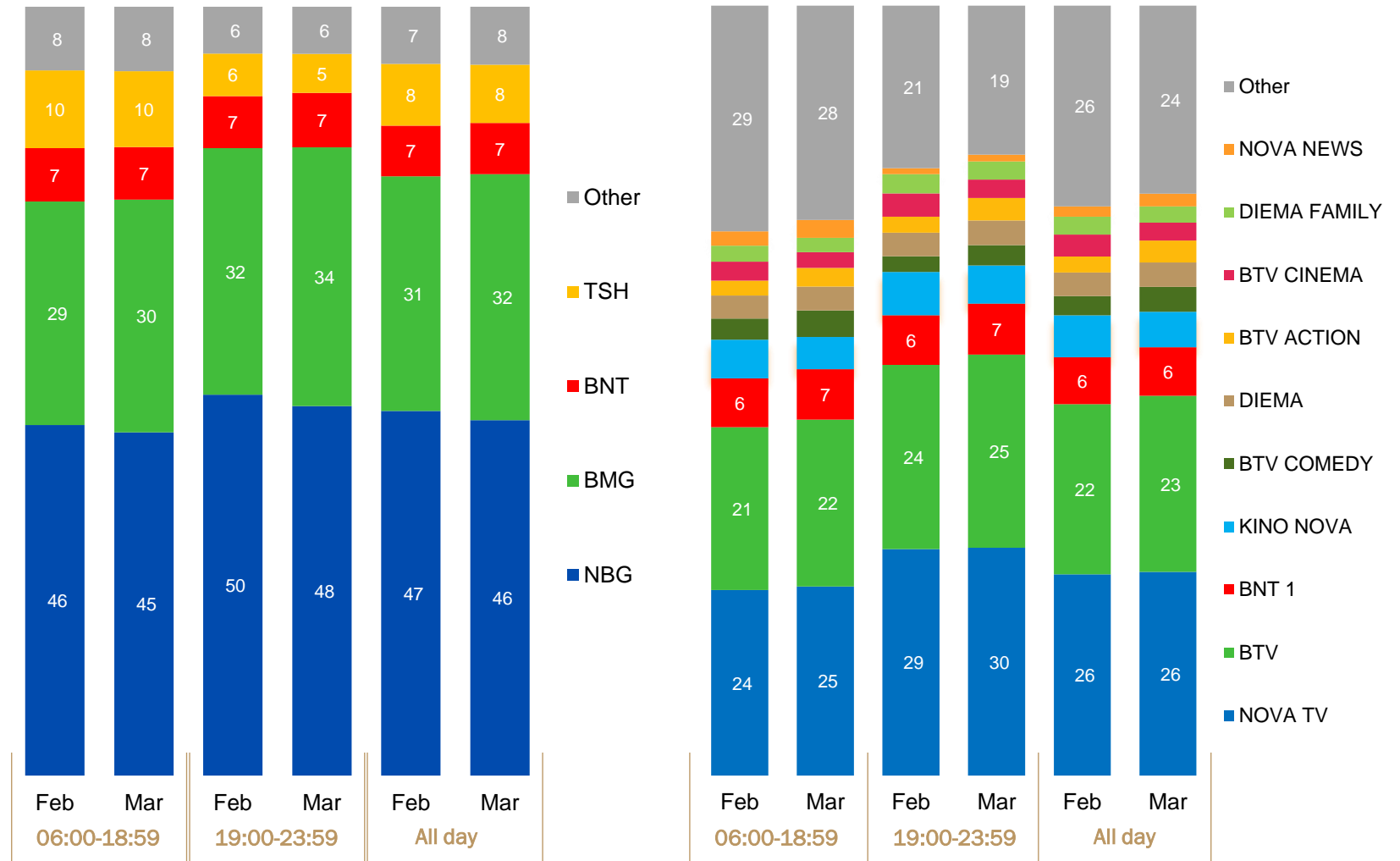
# LIVE TV VIEWERSHIP IN YTD22 REMAINED AT HIGHER LEVEL VS THE SAME PERIOD IN THE PAST TWO YEARS



# BMG INCREASED PT AUDIENCE BY 2pp ON THE ACCOUNT OF NBG

This was driven both by national and niche channels as Nova & bTV both increased by 1pp PT shares.

Nova News replaced Fox in top 10.



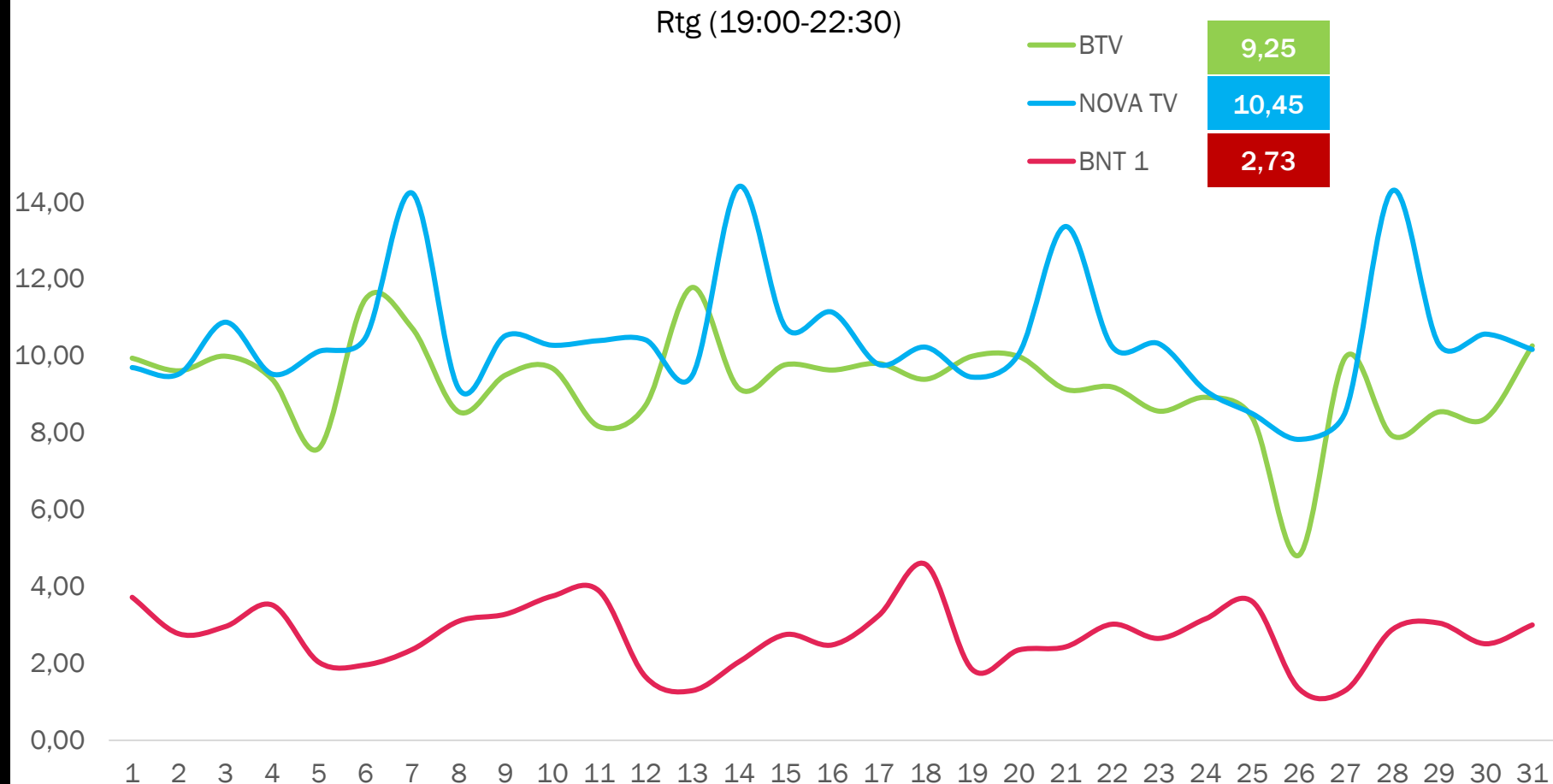
Source: GARB, A18-49

# STABLE AVERAGE PT AUDIENCE ON MONTHLY BASIS

Significant audience peaks for Nova every Monday with "Your face sounds familiar"

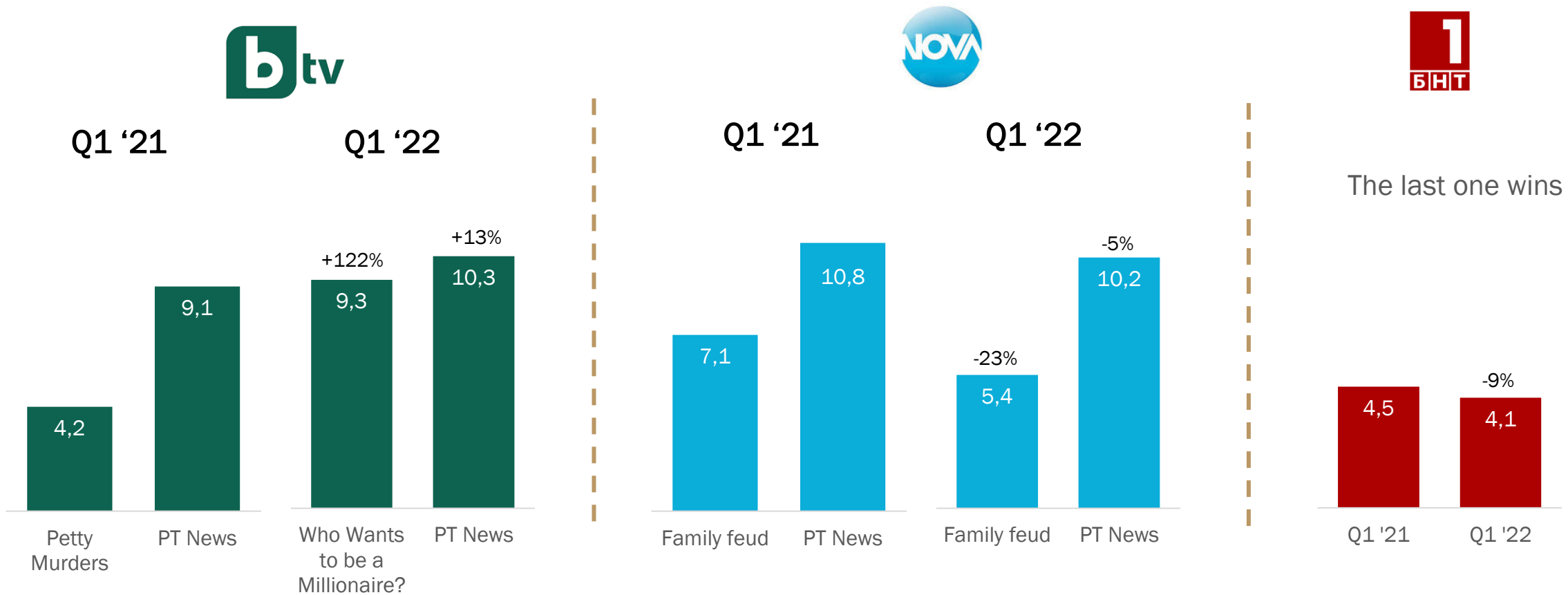
bTV wins Sunday PT with "Bulgaria's got talent"

BNT1 peaks are defined by Panorama each Friday



# BTV LED 6-7pm SLOT WITH “WHO WANTS TO BE A MILLIONAIRE” & FURTHER INCREASED PT NEWS AUDIENCE

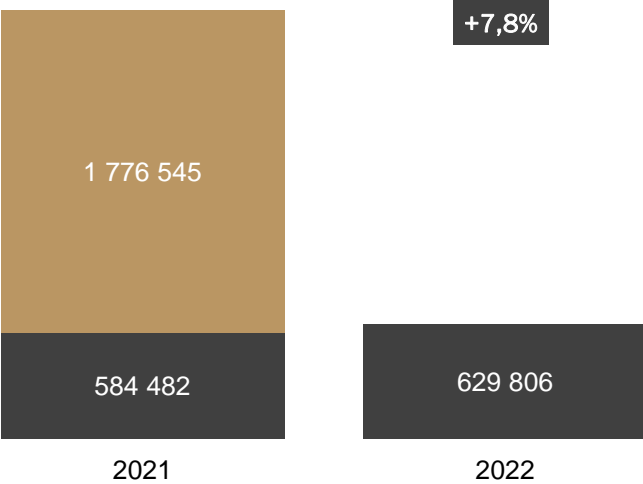
Nova’s Family Feud lost 1/4<sup>th</sup> of its audience in 22YTD and affected PT news audience. “The last one wins” on BNT1 also declined viewership



# 8% INCREASE IN DELIVERED AUDIENCE IN 22YTD MARCH FIGURES WERE PRETTY CLOSE TO THE '21 PHARMA ADVERTISERS STILL DOMINATED IN TOP 20

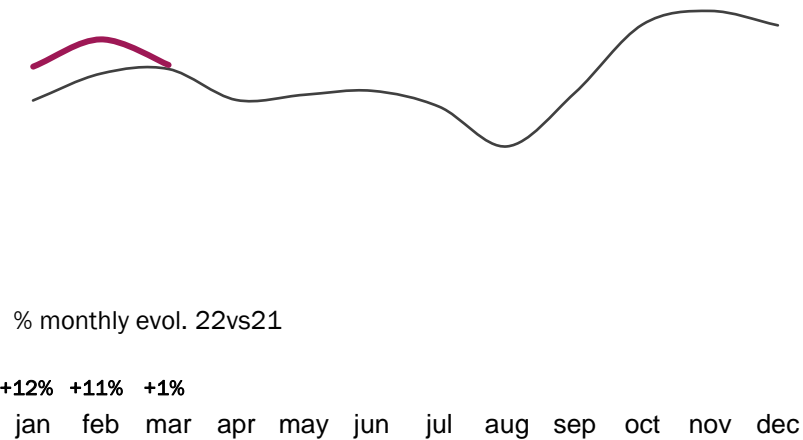
## TOTAL TRP30

■ YTD ■ Rest

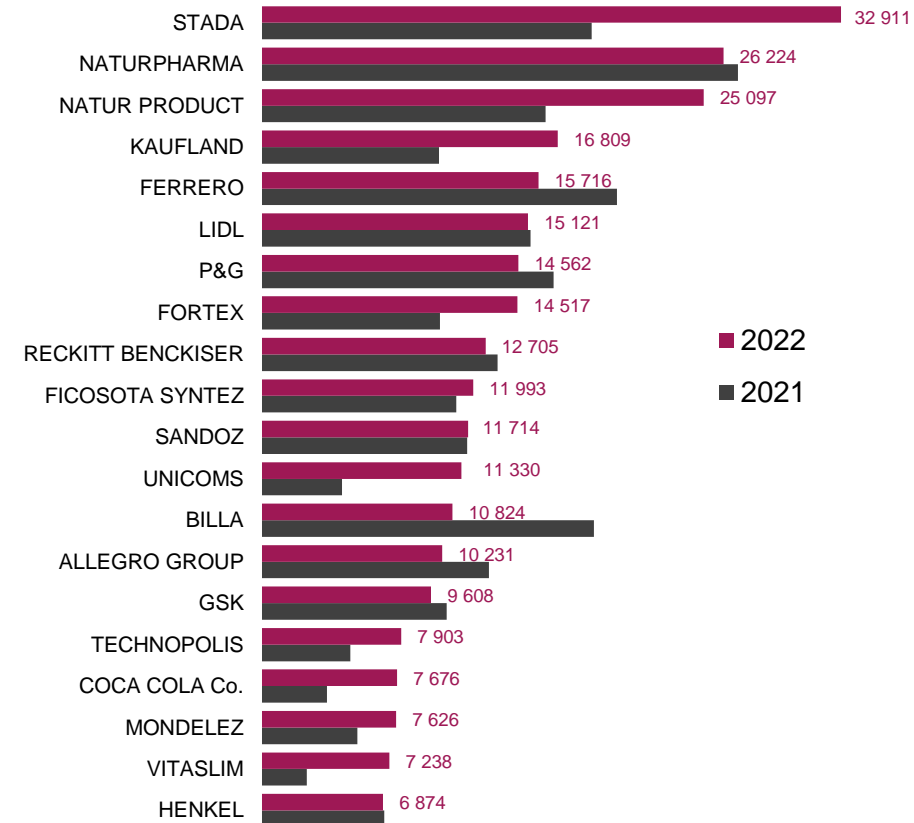


## SEASONALITY

— 2021 — 2022

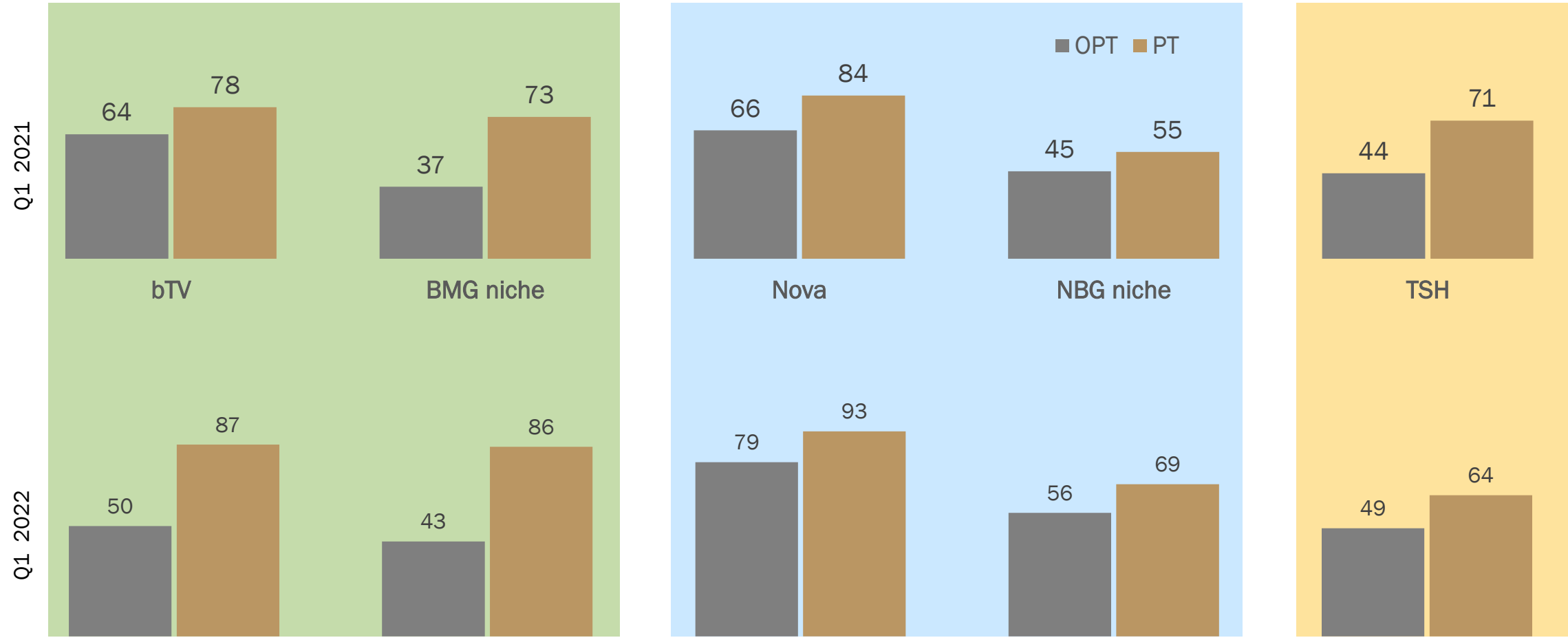


## TOP ADVERTISERS



# BMG & NBG KEEP HIGHER FULFILMENT ON YTD BASE IN BOTH SLOTS

In Q1'22 Nova showed higher inventory both in PT and OPT hours, while bTV increased inventory only in PT



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



**THANK YOU!**

For more details, please contact us at:  
[filipa.traikova@publicisgroupe.com](mailto:filipa.traikova@publicisgroupe.com)  
[damyam.kolarov@publicisgroupe.com](mailto:damyam.kolarov@publicisgroupe.com)  
[svetlana.tacheva@publicisgroupe.com](mailto:svetlana.tacheva@publicisgroupe.com)