



TV REPORT

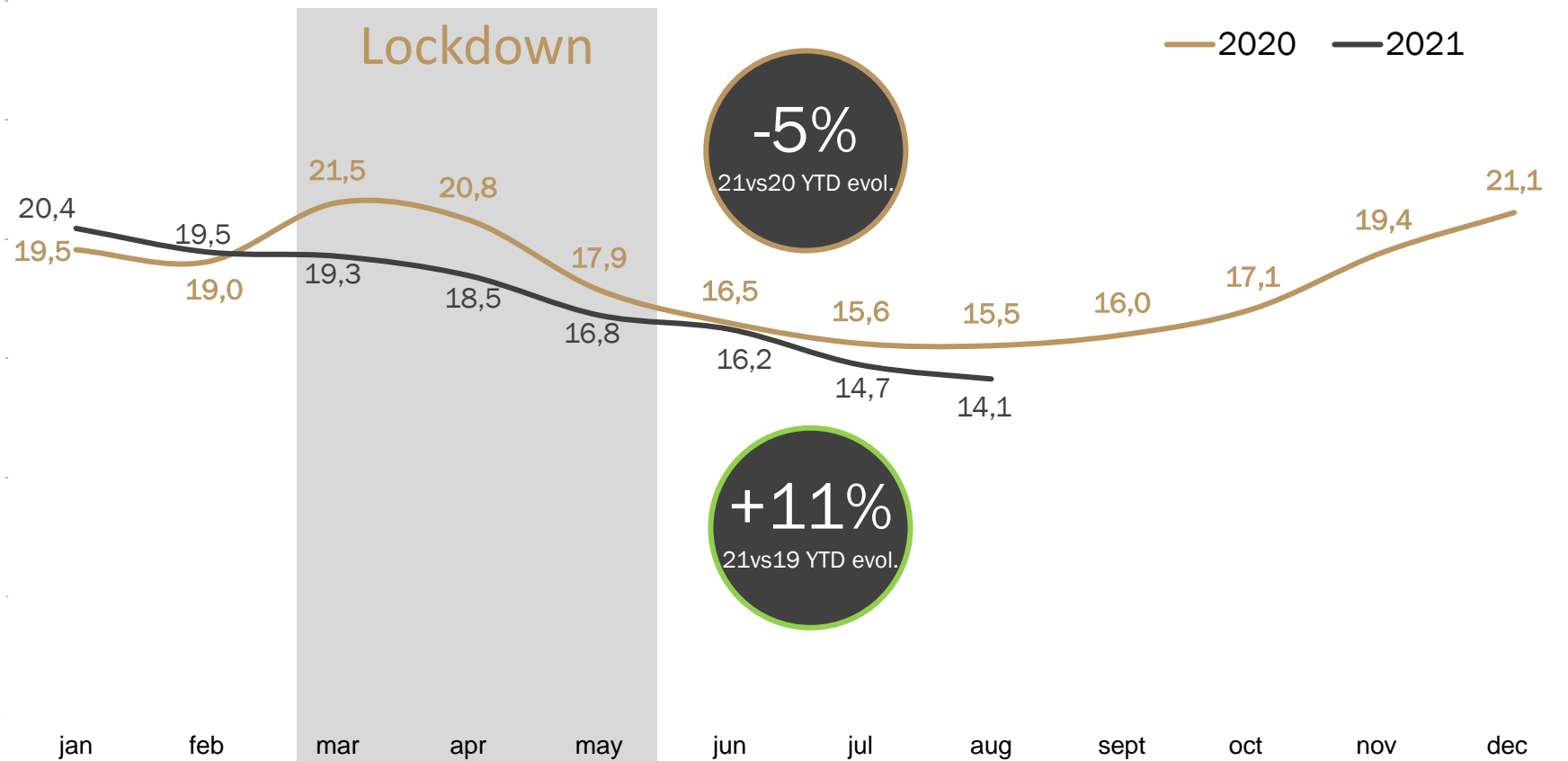
AUGUST 2021

FOCUSED ON THE OLYMPIC GAMES



THE TREND OF DECREASING AUDIENCE CONTINUED IN AUGUST

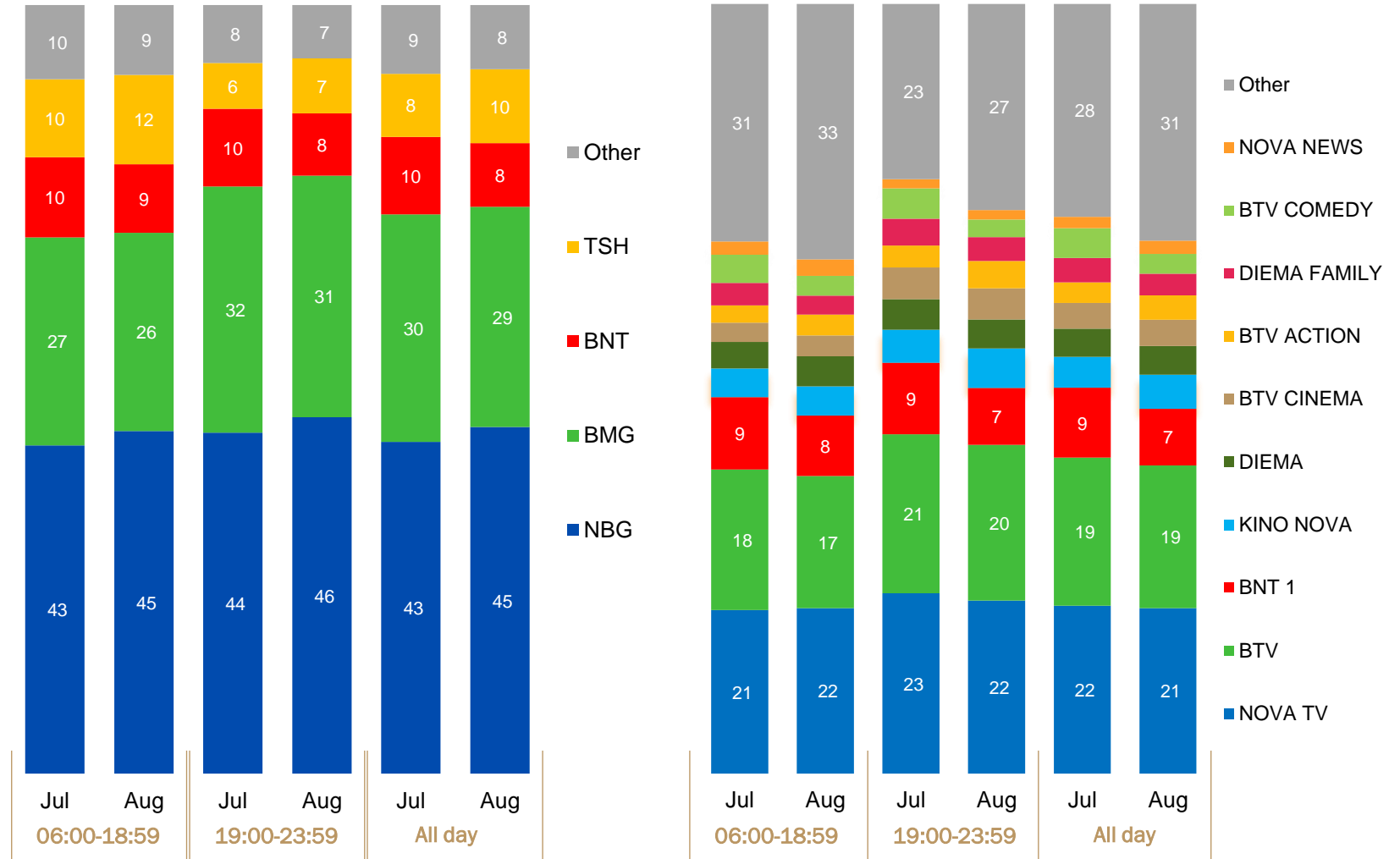
But the overall TV viewership is still higher vs 19YTD



NBG REGAINED 2PP SHARE IN EACH TIME SLOT

Nova on the other hand, declined PT share by 1pp

BNT1 and bTV declined as well on the account of niche channels

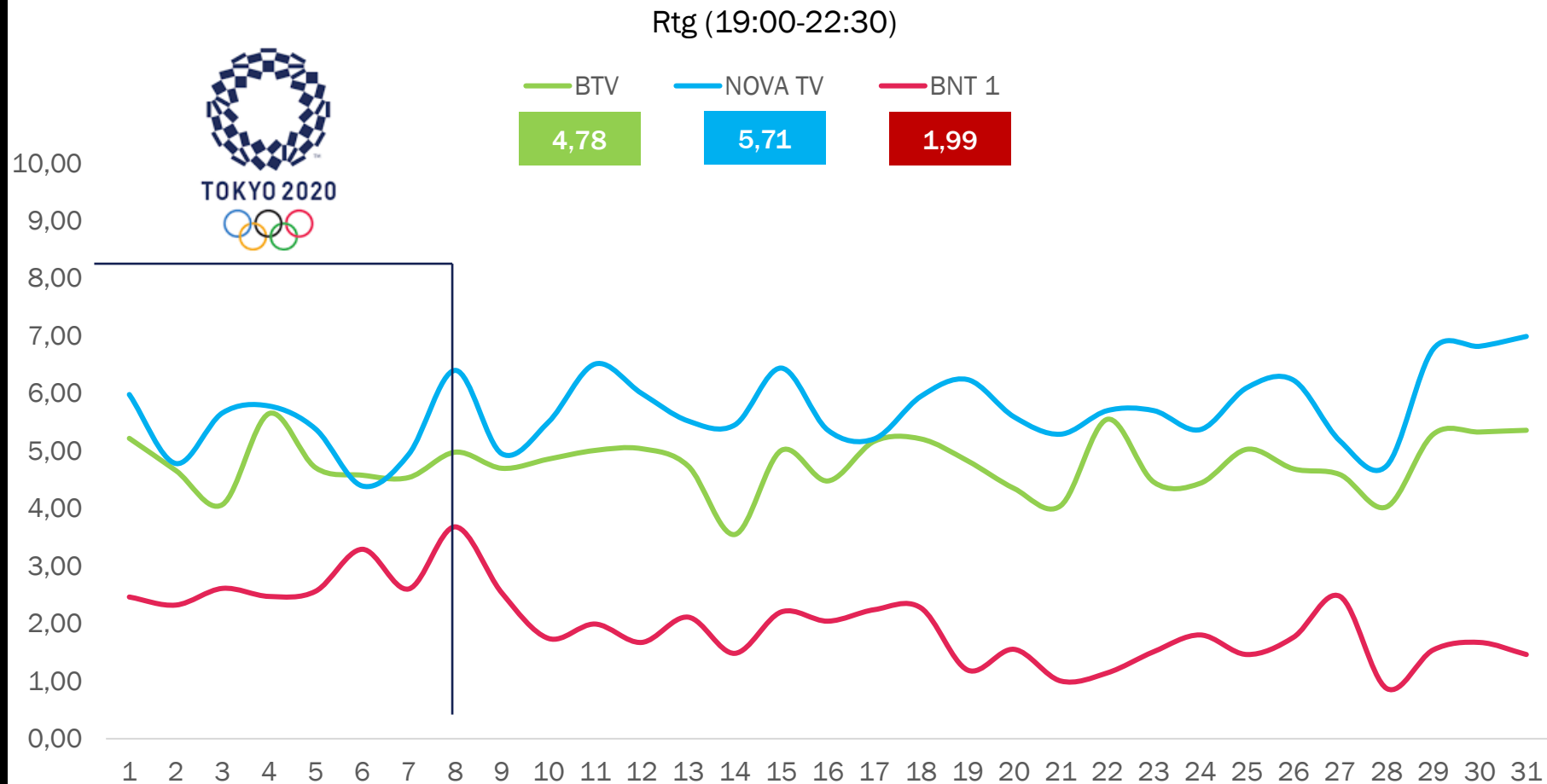


Source: GARB, A18-49

NOVA SUSTAINED LEADERSHIP IN PT HOURS

BNT1 decreased PT viewership after the end of the Olympics

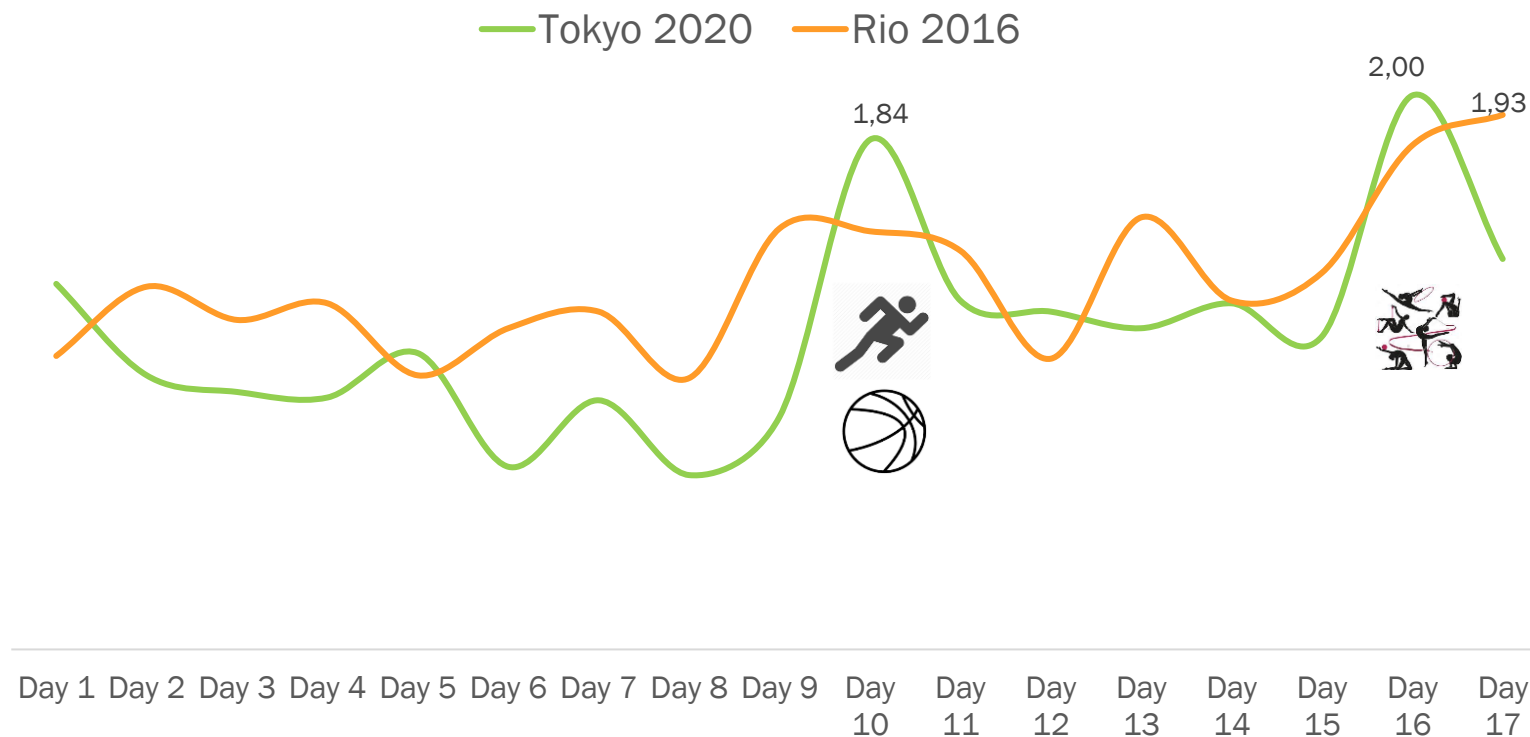
bTV got closer and competed only in several occasions



BNT1 TRADITIONALLY AIRS THE OLYMPIC GAMES

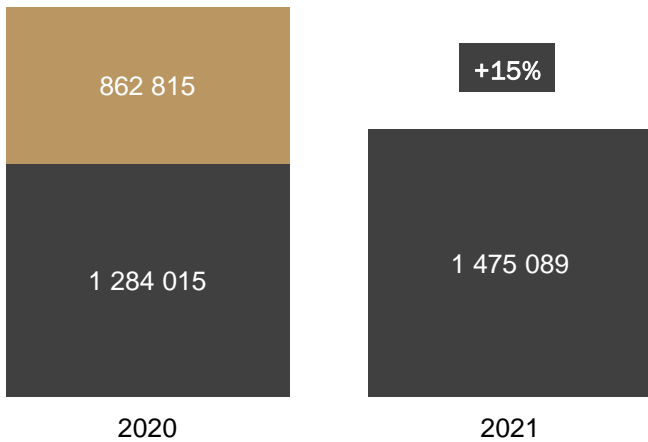
“Tokyo 2020” registered overall higher audience than “Tokyo 2020”

However, the last Olympics had higher peaks than Rio in several occasions

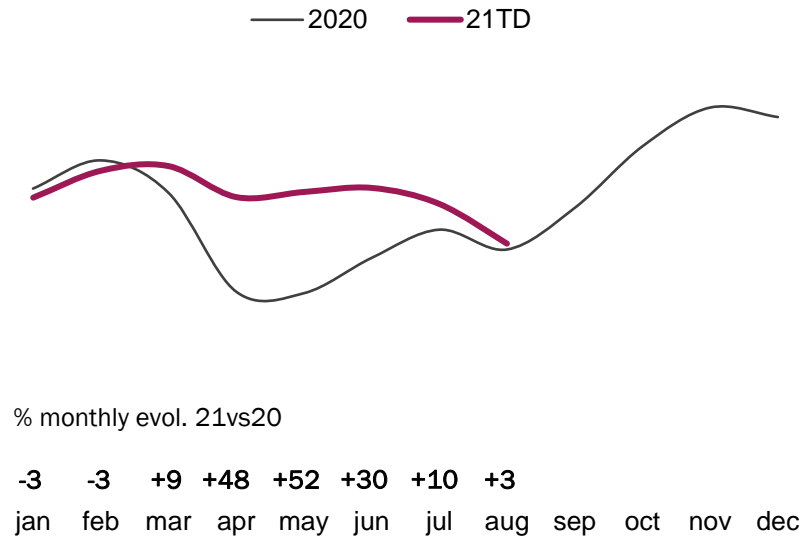


15% GROWTH IN DELIVERED AUDIENCE ON YTD BASE TOP 5 REMAINED THE SAME AS IN JULY NATURPHARMA IS UNDISPUTABLE LEADER

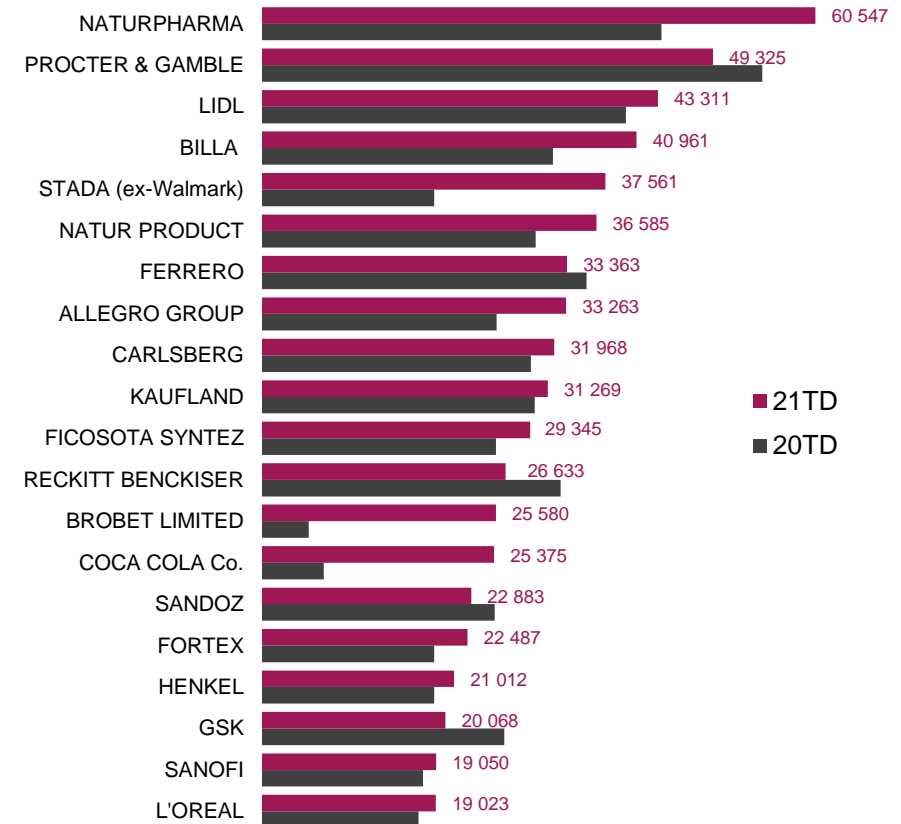
TOTAL TRP30
■ YTD ■ Rest



SEASONALITY

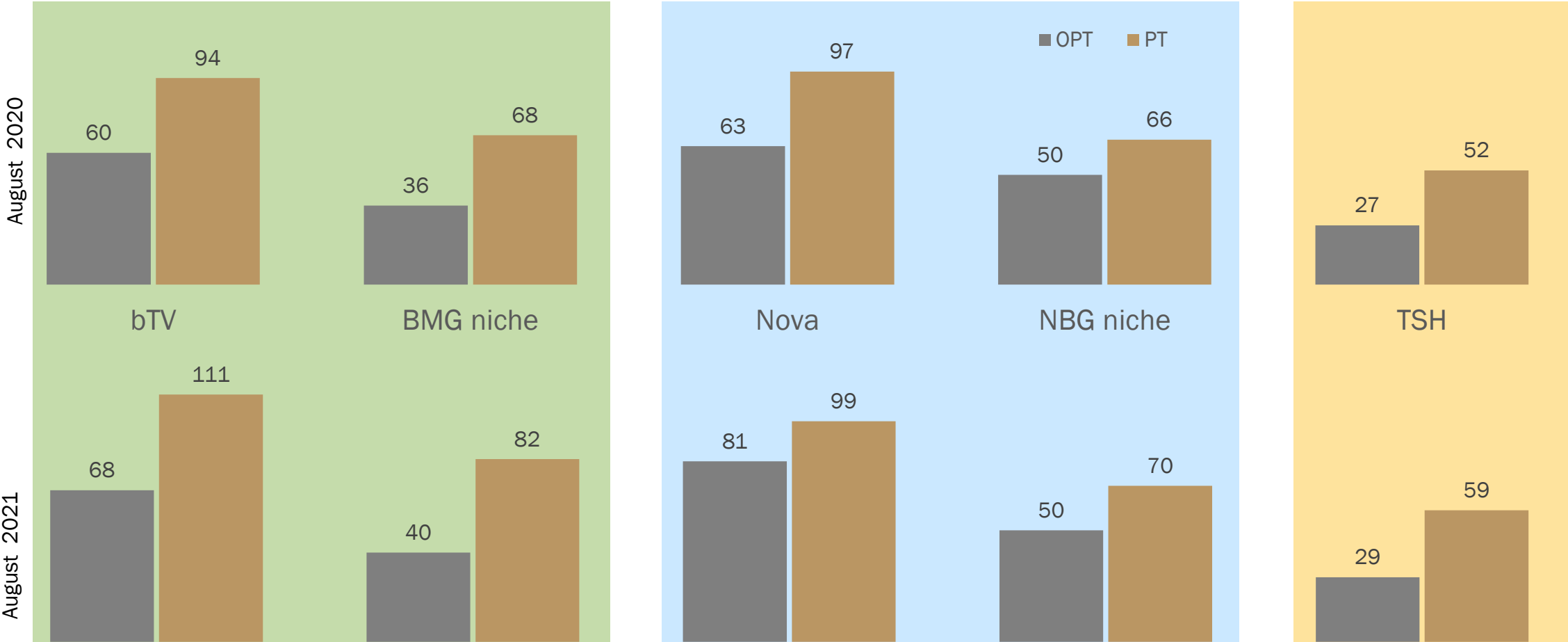


TOP ADVERTISERS



bTV KEEPS STRUGGLING WITH THE FREE INVENTORY

Nova basically reached maximum fulfillment in PT hours



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



THANK YOU!

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