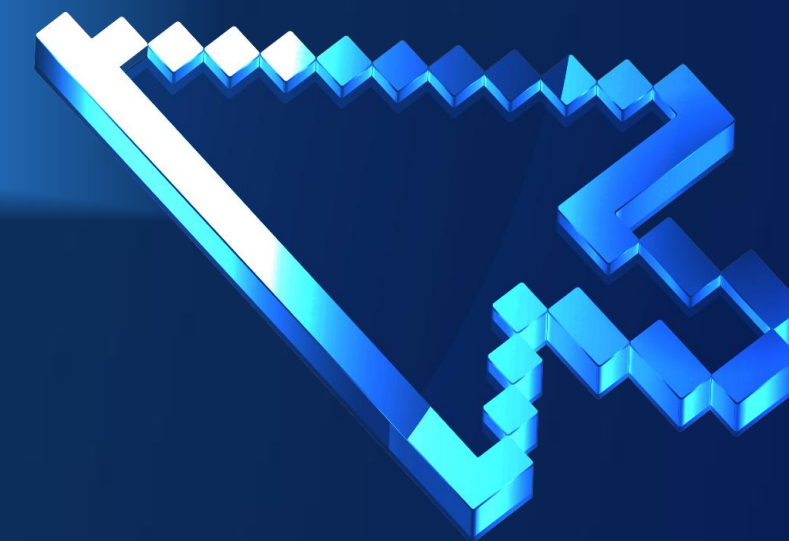


Business event by



Media Group

# Driving the Future Of Media





# DAI

## NEXT-GEN VIDEO INTEGRATION

A new format places digital video ads inside TV livestreams, combining the strengths of both channels – TV + Digital. Clickable, 6” - 60” long, and fully measurable (CTR, Reach, Viewability, etc.).

## POWER OF TV + DIGITAL

Together with traditional TV ads, it delivers maximum campaign effectiveness.



# DYNAMIC AD INSERTION PERFORMANCE CASE STUDY ЕРГЕНЪТ

1 week before  
the start of the  
season

DAI Jan-Dec 2025

**83.11%**

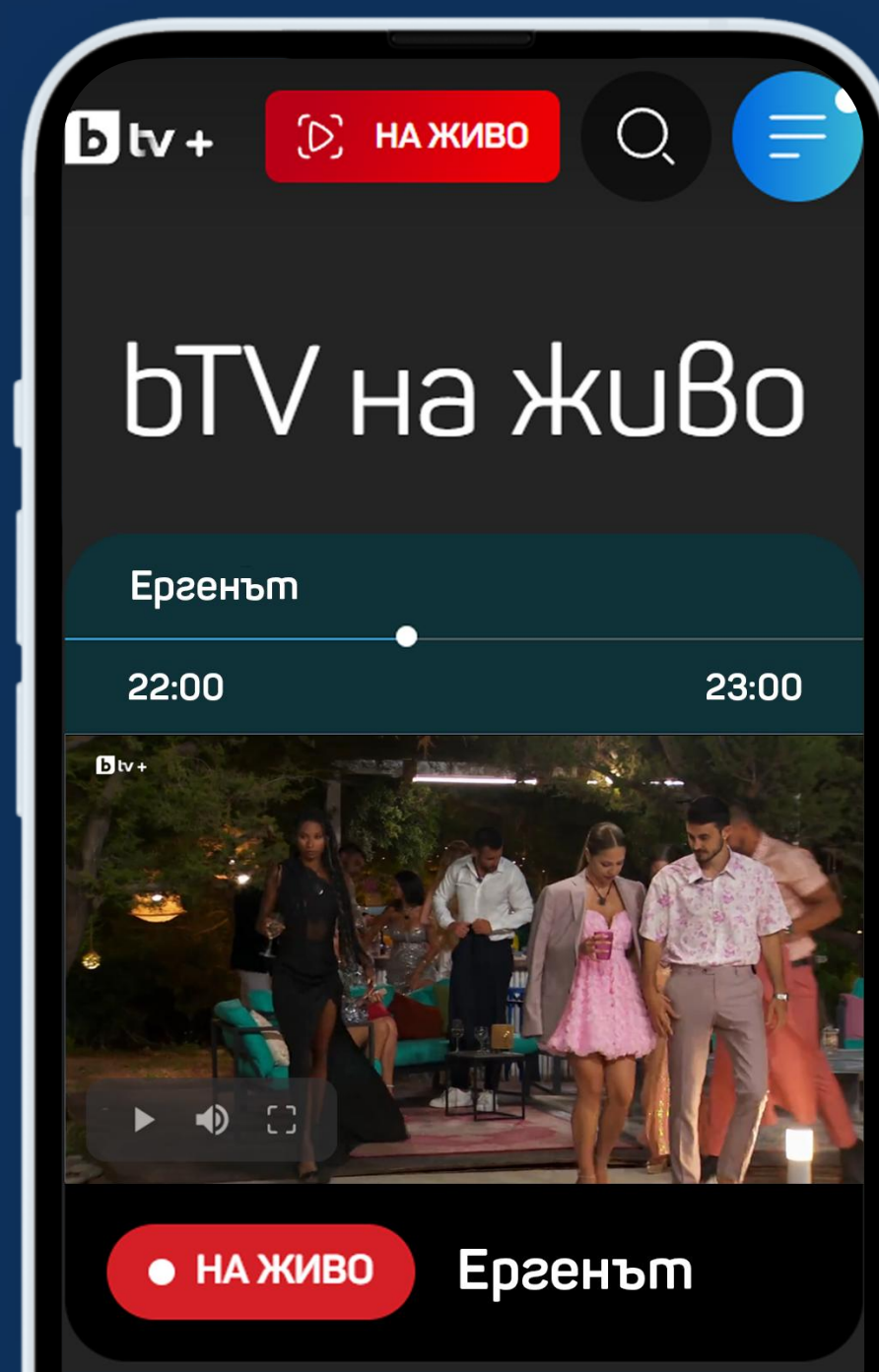
Viewability

**0.26%**

\*CTR

**74 190 604**

Video Impressions



1 week before  
the start of the  
season

The Bachelor Feb-May 2025

**85.03%**

Viewability

**0.51%**

\*CTR

**7 620 886**

Video Impressions





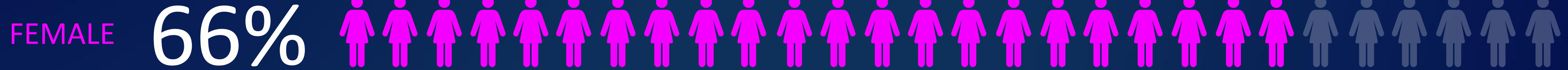
# CASE STUDY

## DYNAMIC AD INSERTION

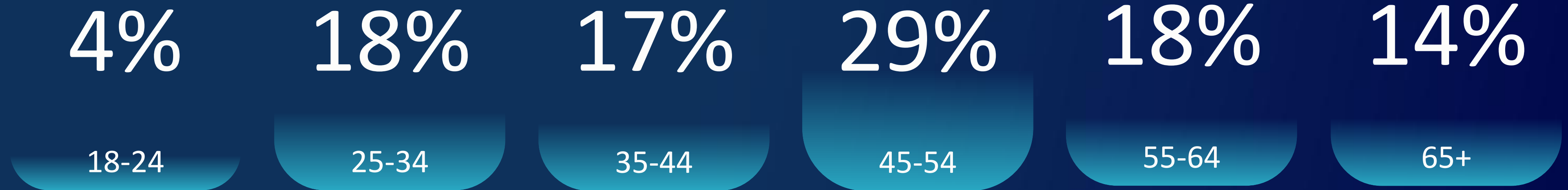
### TV ONLINE POSITION



# DEMOGRAPHIC USER PROFILE



DEMOGRAPHIC  
USER PROFILE  
by age



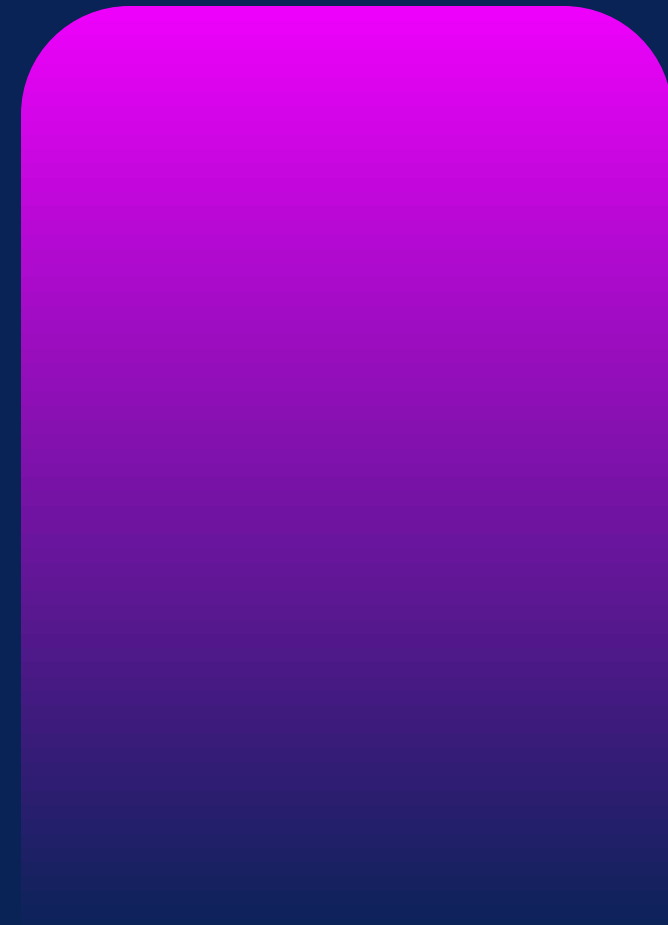
# DEMOGRAPHIC USER PROFILE

76%

FEMALE

24%

MALE



## DEMOGRAPHIC USER PROFILE by age

4%

18-24

15%

25-34

16%

35-44

29%

45-54

21%

55-64

15%

65+

VIDEO VIEWS PER MONTH  
SEASONAL MOMENTUM DRIVES DIGITAL  
GROWTH



# VIDEO VIEWS PER MONTH SEASONAL MOMENTUM DRIVES DIGITAL GROWTH



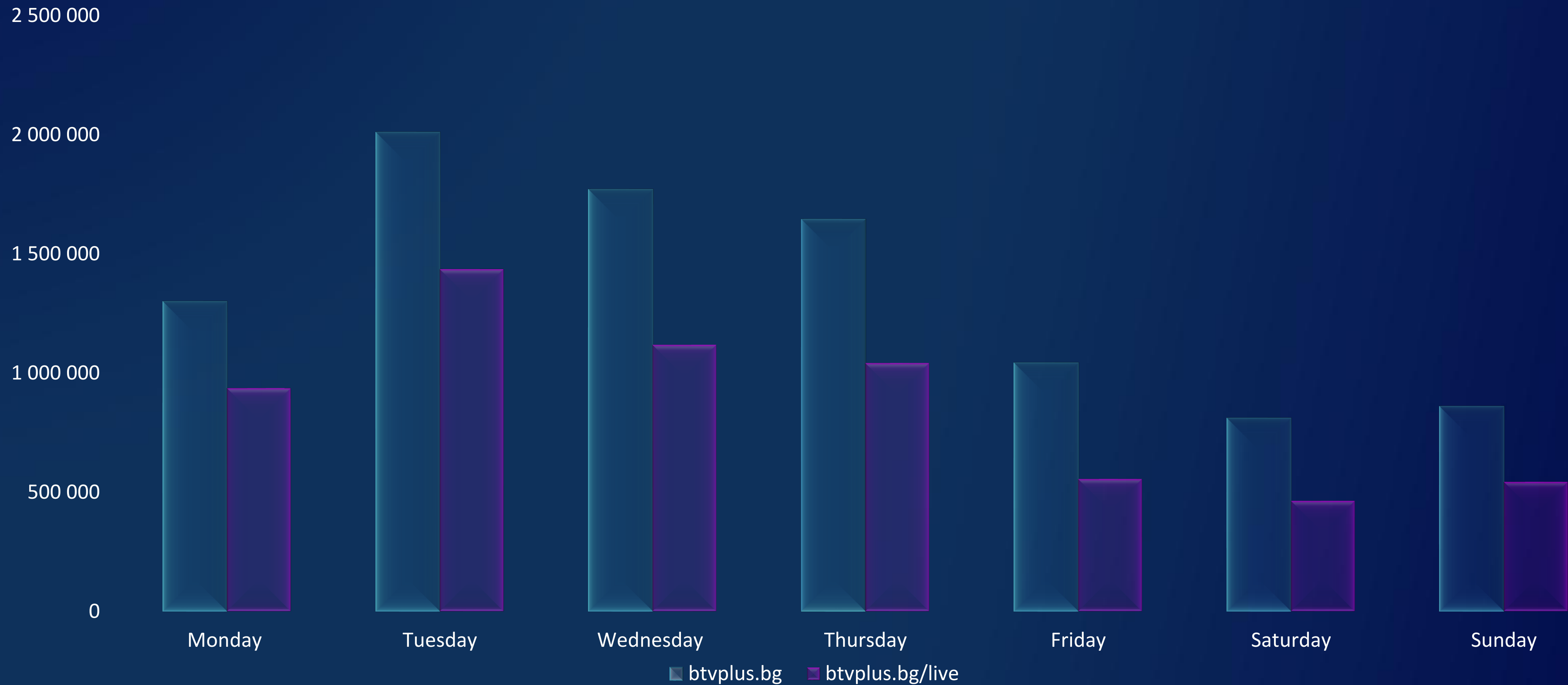
When new prime-time formats launch, viewer engagement surges.

Prime time boosts digital performance — merging TV impact with online reach.



# WEEKLY COMPARISON OF USERS

Over **70%** of users of bTV+ engaged with the livestream.

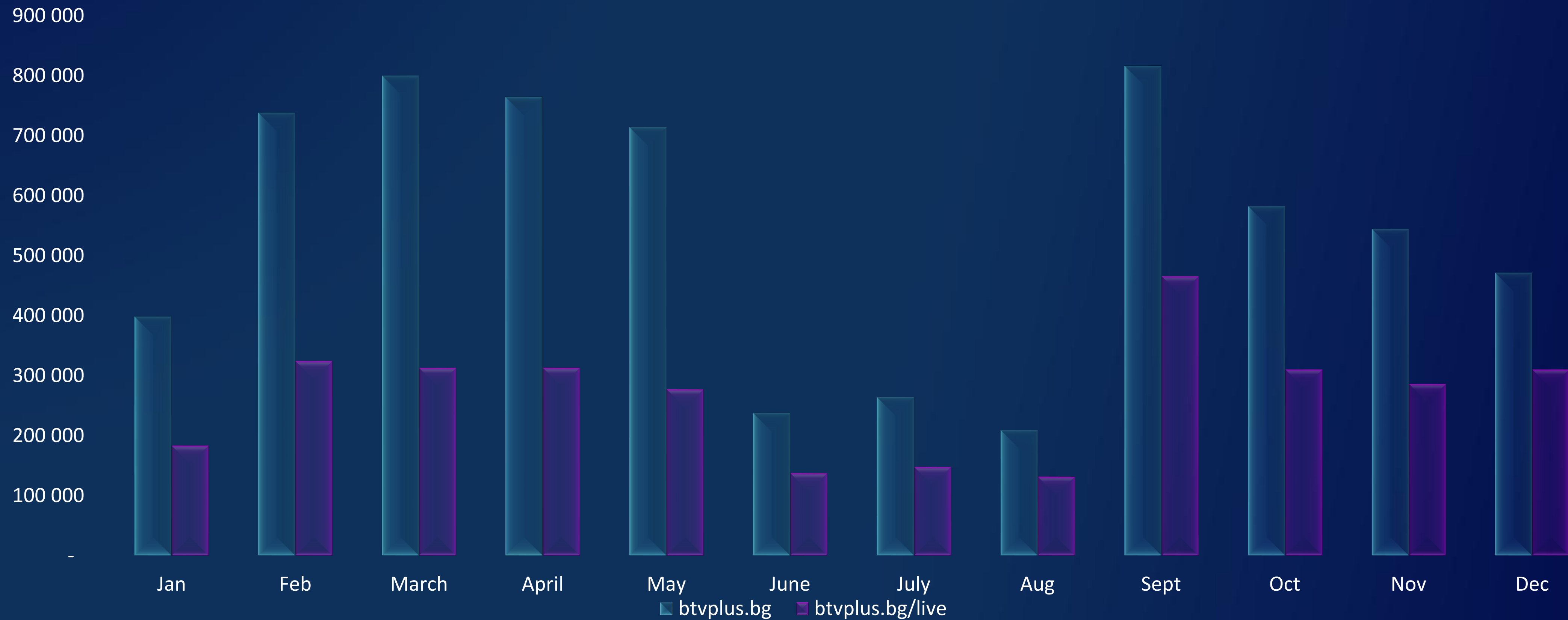


The graph shows, what proportion of btvplus.bg users watch prime time formats (from 20:00 till 24:00) during the week.



# MONTHLY COMPARISON OF USERS

**50%** of Unique Users watch the Livestream on [btvplus.bg](https://btvplus.bg)  
Monthly



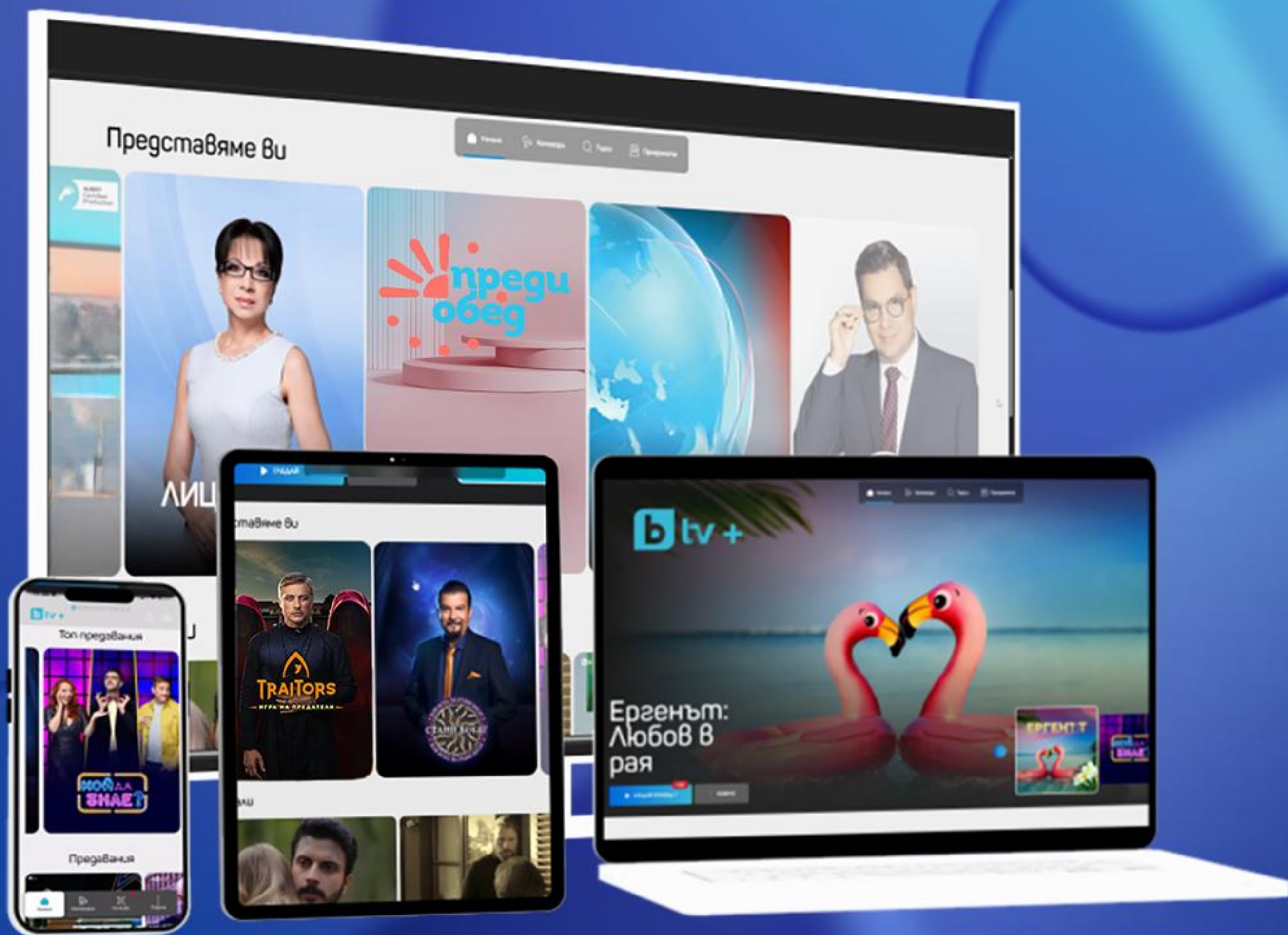


Гледай Всичко любимо,  
когато искаш.

СВАЛИ НОВОТО ПРИЛОЖЕНИЕ

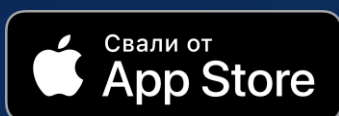


Гледай на Android TV App





NEW MOBILE APP



# b tv+ NEW TV APP

**b tv+**

**КОЛКО МИ ДАВАШ?**

СЕЗОН: 3 • 92 ЕПИЗОДА

**НОВ** ▶ ГЛЕДАЙ ЕПИЗОД 2

ТРЕЙЛЪР

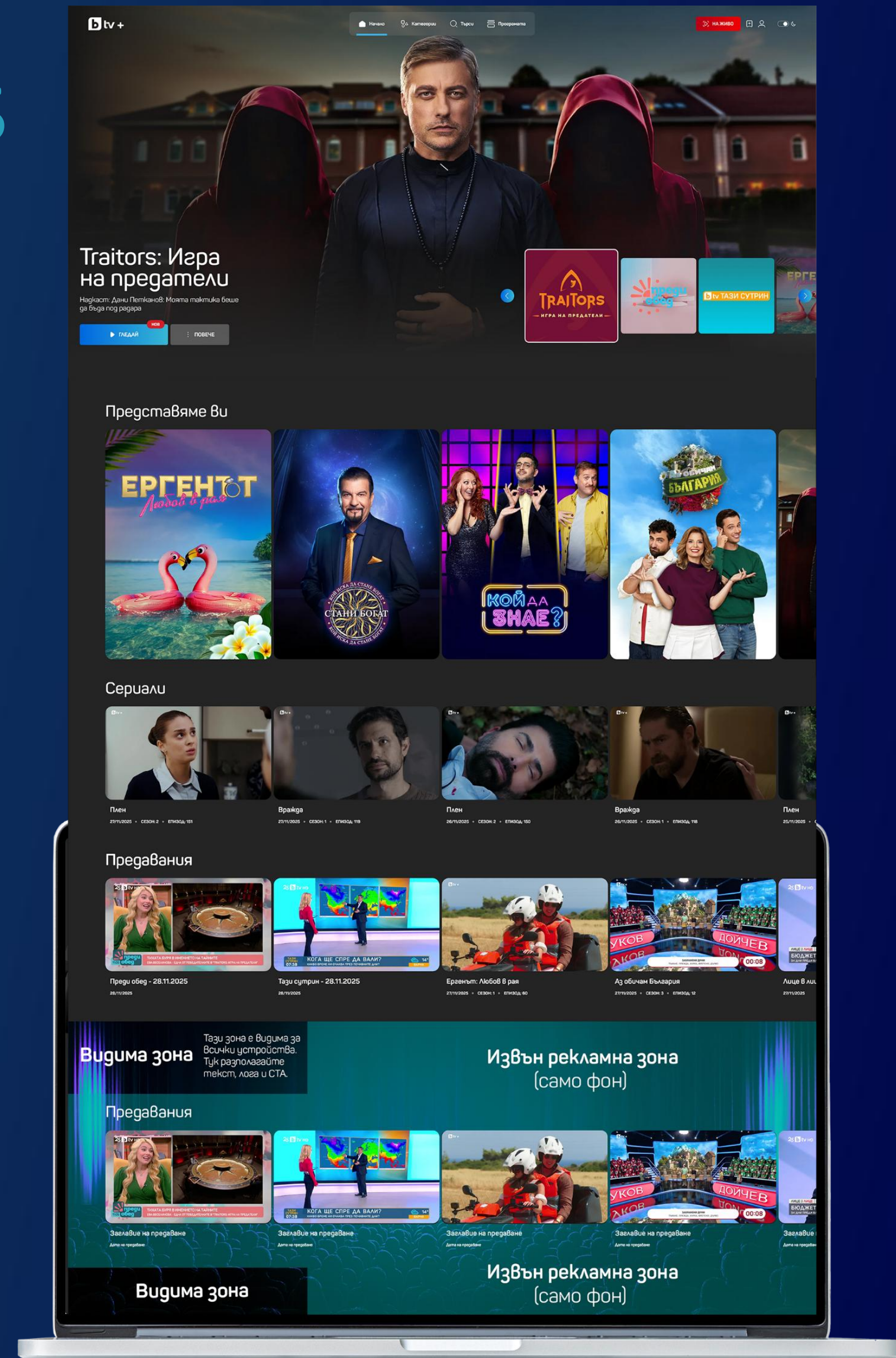
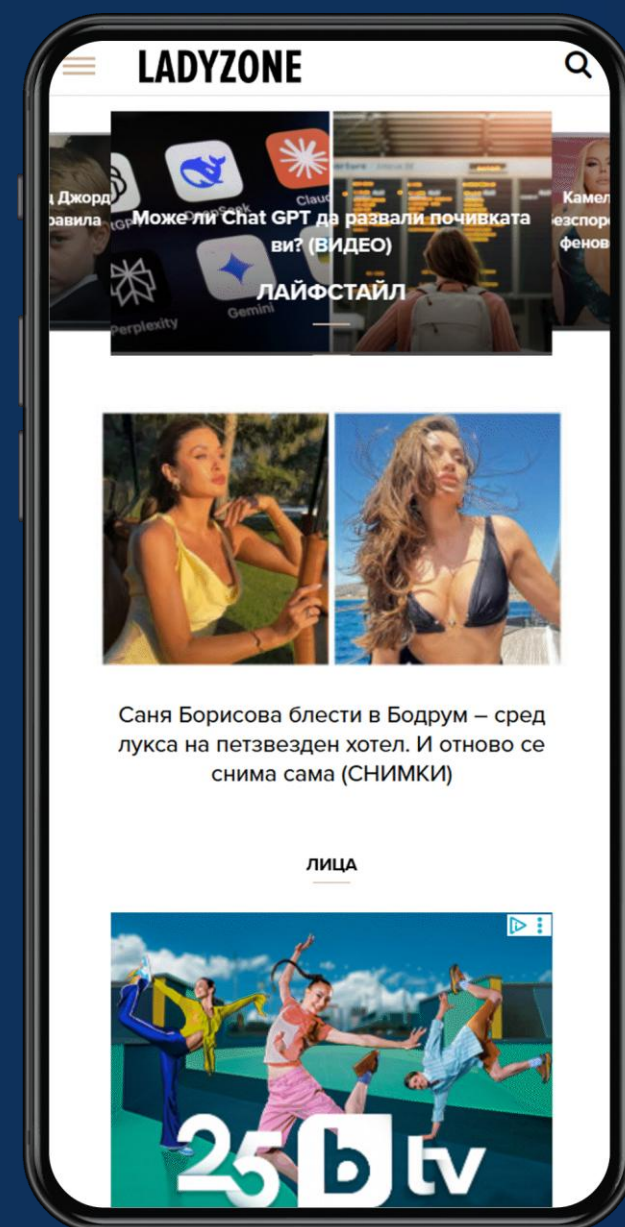
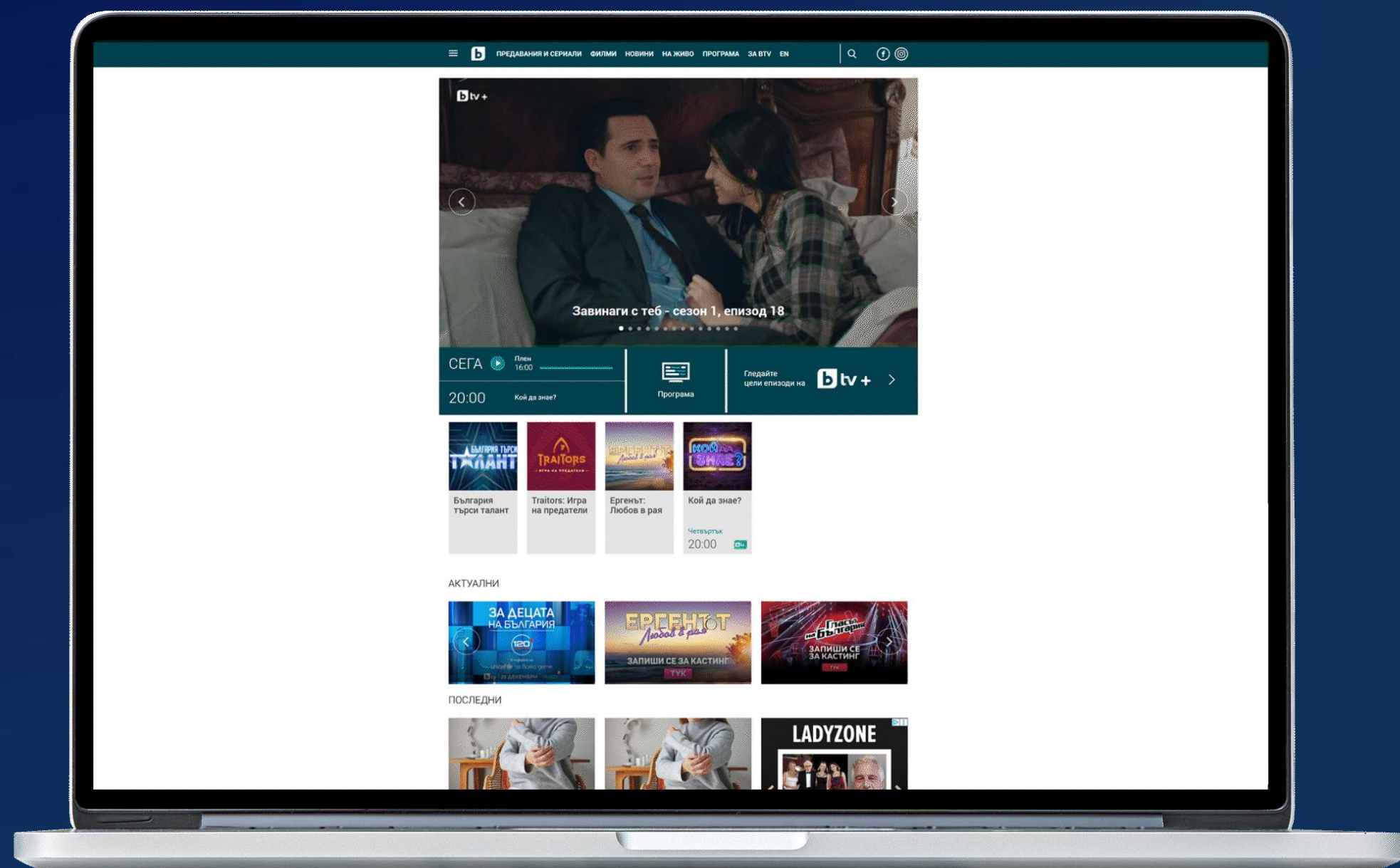
ЗАПАЗЕНО

УВЕДОМИ МЕ

TV enuzogu



# NEW DISPLAY POSITIONS



# WHAT IS NEXT IN 2026

Content plans, anticipated premieres and titles offering highly effective solutions



2026 Content Lineup

# THANK YOU!

