

БЪЛГАРИЯ ТЪРСИ
ТАЛАНТ

БЪЛГАРИЯ ТЪРСИ
ТАЛАНТ

reach
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BREATHTAKING LIVE SHOWS

UNLIMITED TALENT

SAVE VOTE

UNREAL SHOW

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WORLD'S №1

The most successful
reality TV format.
Distributed in 58
countries since its launch
in the USA during 2006.



Talent and entertainment go hand-in-hand

The most positive show on air, with a big variety of personal stories & performances

The most spectacular entertainment platform



HIGHLIGHTS

GOLDEN BUZZER



5 contestants directly reach the Grand Finale thanks to the golden buzzer button of each jury member.

SAVE VOTING



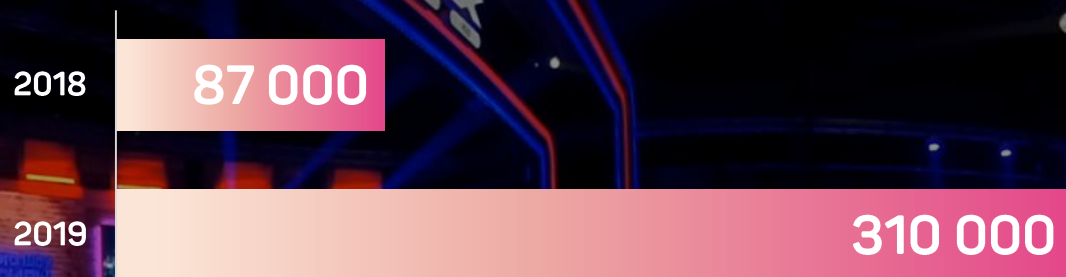
SAVE A TALENT online voting on talant.btv.bg – the audience give a 2nd chance by sending one of the contestants that left the game directly back to the FINALE.

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UNIQUE USERS VIEWED THE 360 LIVESTREAM



360 LIVESTREAM

Approved standard in the LIVE finals of entertainment shows

Unique perspective of the events on the stage

High engagement levels of fans

Execution of innovative 3D ad forms

Source: Youtube



DIGITAL EXTENSION

Kris Zahariev is this season's host of
BG' Got More Talent

Young vlogger and director. Popular
YouTube channel with inspiring messages

During 2020, he wins the prestigious prize
"Stoyan Kambarev: A flew in art"

He wins it for his short films and online
projects



talant.btv.bg

28 епизода

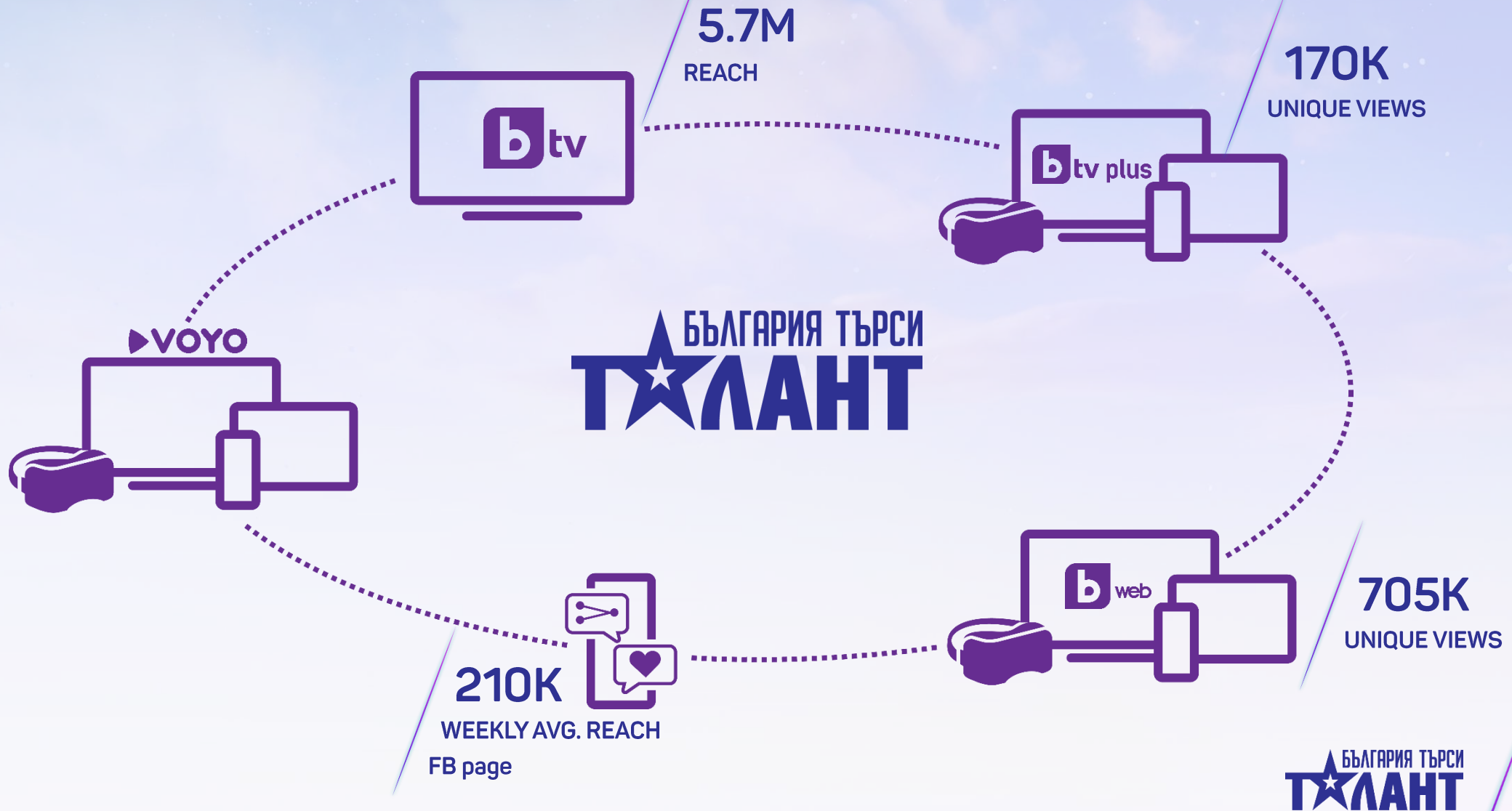
забавни игри

Интересното
заг кадър

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ONE SHOW, MORE PEOPLE





SPECIAL PROPOSAL

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SPECTACULAR LIVE SHOWS & 360 LIVESTREAM

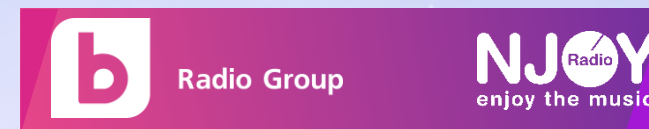
BBRAND INTEGRATION IN THE BREATHTAKING LIVE EPISODES, PREMIUM ONLINE PRESENCE AND SPONSORED CAMPAIGN ON RADIO N-JOY



- ★ Product placement in the video card of finalists aired during LIVE shows
- ★ Presence in backstage where contestants prepare for their performances and share their emotions with fans
- ★ Sponsorship tags before and after the Grand FINALE
- ★ Sponsored promos announcing the 360 livestream



- ★ Video Roll u Mobile Pull activation with DMP Entertainment Fans Audience as a push campaign for the 360 livestream FINAL
- ★ Sponsored posts on the FB page of Bulgaria's Got Talent (221K followers)
- ★ Online extension of the campaign during the 3D 360 livestream



- ★ Sponsored promos directing listeners to the LIVE episodes
- ★ Live announcements by hosts who will reveal backstage secrets and will direct viewers to expect and watch the 360 livestream of the FINALE.
- ★ Sponsored teaser aired during the week before the FINALE.

FINANCIAL PROPOSAL

b tv LIVE	Duration (secs.)	Channel	No. of Airings		Period	RC Gross Price	Special Gross Price	Final net price
			PAID	TOTAL				
PP in video-card and/ or backstage	5"	bTV	2	4	9 th - 30 th of May	145 506	57 630	36 201
Sponsorship tag /before and after ep./	7"	bTV	1	2	30 th of May			
Sponsored promo for 360 Livestream	15"+7"	bTV	4	12	9 th - 30 th of May			
b web 360°	Site	IMPR/ VV		Period	RC Gross Price	Special Gross Price	Final net price	
		PAID	TOTAL					
Video Roll c DMP targeting	talant.btv.bg	58 000	116 000	9 th - 30 th of May	13 654	8 919	7 788	
Mobile Pull	talant.btv.bg	51 750	138 000	9 th - 30 th of May				
Facebook Sponsored Posts	talant.btv.bg	10 000	10 000	9 th - 30 th of May				
360 Stream Final	talant.btv.bg	130 000	130 000	9 th - 30 th of May				
b Radio Group NJOY Radio enjoy the music	Duration (secs.)	Channel	No. of Airings		Period	RC Gross Price	Special Gross Price	Final net price
			PAID	TOTAL				
Sponsored promo announcements	30"	N-JOY	40	40	9 th - 30 th of May	20 475	15 356	9 742
Live announcement by host	30"	N-JOY	-	30	9 th - 30 th of May			
Sponsorship tag before and after live announcements	10"	N-JOY	60	60	9 th - 30 th of May			
FB post on the radio's profile	-	N-JOY	-	4	9 th - 30 th of May			
Teaser 1 week before FINALE	10"	N-JOY	50	50	9 th - 30 th of May			
TOTAL						179 635	81 905	53 731

★ Prices are in BGN, excl. VAT

★ Prices are final, after discounts applied, and include the production of ad forms.

JOIN THE UNREAL SHOW

4 SPECTACULAR LIVE SHOWS

EXTENSION IN YouTube CHANNEL

BREATHTAKING PERFORMANCES

EXCLUSIVE CONTENT

IMMEDIATE AUDIENCE REACH

CAMPAIGN IN RADIO N-JOY

GRAND FINALE

SAVE VOTING

360 LIVESTREAM

MORE FROM
BG's GOT TALENT

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