

UEFA CHAMPIONS LEAGUE 2020/ 21

SPECIAL PROPOSAL FOR THE GROUP STAGE



UEFA
CHAMPIONS
LEAGUE®

 **ACTION**

RING

CHAMPIONS TV

 **RADIO**

b ACTION

Passionate and inspiring

The benchmark global competition

Contested by top-division European clubs

The most prestigious club competition in Europe

The UEFA Champions League final
is the most watched annual
sports event worldwide

Streamed on:



Digital Extension:

CHAMPIONS TV

UEFA CHAMPIONS LEAGUE

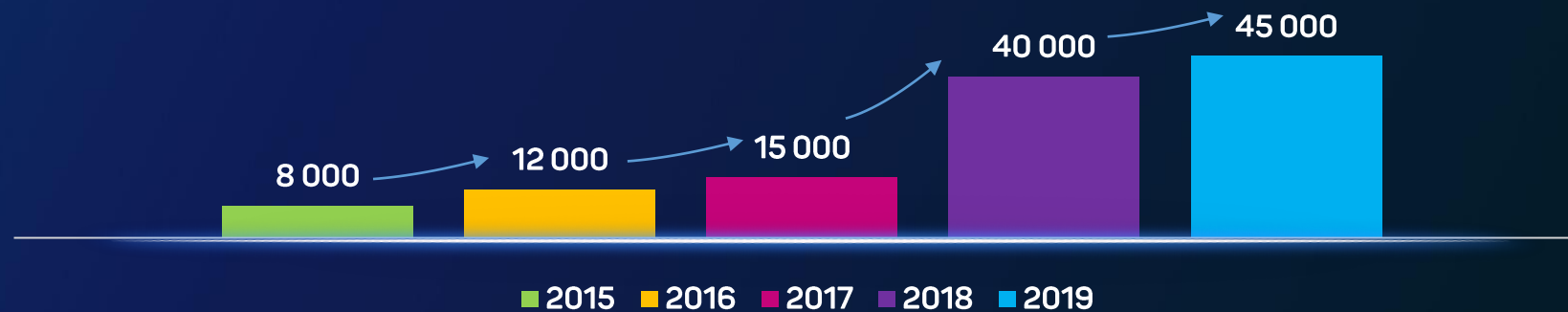


CHAMPIONS TV

350K
IMPRESSIONS



IMPRESSIONS PER MATCH DAY



Source: Google Analytics, 2020

reach
more **b**

Don't miss out on the chance to reach and share the emotions of the genuine and loyal audience

21st OF OCT – 9th OF DEC

2 games x **b ACTION**

2 games x **RING**

Streamed on **b RADIO**

Available online **CHAMPIONS TV**

bTV Media Group offers the football fans numerous outlets to follow the football games during the Group Phase – bTV Action and Ring will be the hosts of the games from 19:55 and 22:00 o'clock every Wednesday.

Fans who do not have the opportunity to watch the games can listen to them on bTV Radio, and the users who prefer to watch them online can do so on Champions TV where they will also find highlights of the most spectacular moments of the games.

GROUP PHASE

Take advantage of our multiplatform special proposal to reach the hearts of the loyal fans



SPECIAL PROPOSAL

Premium Positioned Break IDs

Break IDs are with premium positioning - at the beginning and end of the commercial break. Book a premium position for your brand!

Premium Spots On bTV Radio

Reach an exclusive fan base of listeners of the games though preferentially positioned spots in the breaks during the stream on bTV Radio!

Exclusive Branding of the Player

Champions TV will stream all matches live and will highlight the most memorable moment during the games. Your brand can stand out with the exclusive branding of the player directed from the top news site btvnovinite.bg!

reach
more 

Special Packages – Group Stage UEFA Champions League

AD FORM	MEDIA	SUPREME	ADVANCED	BASIC
DURATION		6 WEEKS	3 WEEKS	1 WEEK
Break ID IN 3"+ OUT 4" (VO)	bTV Action - match	12 pairs	6 pairs	2 pairs
Break ID IN 3"+ OUT 4" (VO)	bTV Action - studio	12 pairs (BONUS)	6 pairs (BONUS)	-
Break ID IN 3"+ OUT 4" (VO)	RING - match	12 pairs	6 pairs	2 pairs
Break ID IN 3"+ OUT 4" (VO)	RING - studio	12 pairs (BONUS)	6 pairs (BONUS)	2 pairs (BONUS)
Skin AD + 300 x 600	btvnovinite.bg/ Championstv	180 000 IMPR	90 000 IMPR	15 000 IMPR
Branded Button	btvnovinite.bg	150 000 IMPR	-	-
300 x 600 Mobile	btvnovinite.bg	511 200 IMPR	269 100 IMPR	82 500 IMPR
Video pre-roll – 15"	btvnovinite.bg	182 400 IMPR - sport & emissions	96 000 IMPR - all pages	28 400 IMPR - sport & emissions
Spot + UCL positioned spot	bTV Radio	252 airings	115 airings	35 airings
RC GROSS PRICE		147 778	73 197	23 455
SPECIAL GROSS PRICE		125 376	62 094	21 786
NET PRICE	MULTI-PLATFORM	84 438	42 526	15 915

- Prices are in BGN, excl. VAT.
- Net prices are final and no additional discounts are applicable.
- For more details about the proposal and opportunities, please, contact your partner at bTV Media Group's Sales Department.
- Please, have in mind that the Group Phase is planned from the 21st of October until the 9th of December. However, should any changes occur given the ongoing situation, you will be dully notified and the packages will be adjusted, if needed.

Share the prestige of the benchmark global competition in our multi-platform environment



bTV Sales Department

Seize the opportunity to associate your brand with first-class sports entertainment. Our team is at your disposal to discuss the details about the special packages and any other option for advertising with us!

ENJOY THE GAME

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