



Media Group

# MONTH OF THE OSCARS



**SPECIAL PROPOSAL**  
**13 FEBRUARY - 18 MARCH 2023**

## A MONTH OF CINEMA

bTV will make you part of the magic of cinema through captivating content and some of the most exciting and trending film titles.

We provide you with an opportunity to send a message to the movie lovers through alternative advertising forms on the main channel - bTV and the movie channel bTV Cinema, as well as to position your brand in the thematic content related to the world of cinema..

**IT'S MOVIE TIME!**

AWARD  
NOMINATION

MOST NOMINATED TITLE

The highlight of the March 13 program will be the title that received 11 Oscar nominations this year, including Best Picture, Best Director, Best Screenplay, Best Actress in a Leading Role.

Just a few hours after the Academy Awards, we'll be airing one of this year's most popular movie titles.

"Everything Everywhere All At Once" is the story of an ordinary woman's fight against evil.



bTV Cinema

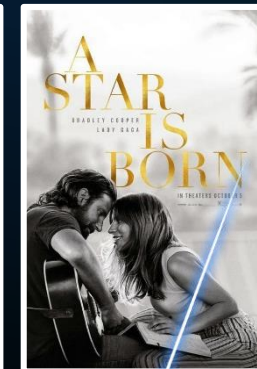
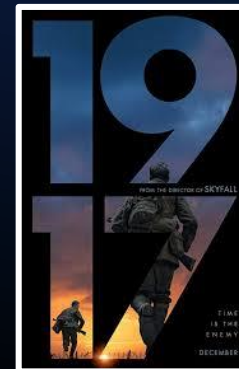
boost  
reach beyond

# MONTH OF THE OSCARS

bTV Cinema will once again delight the audience with some of the most successful titles that have fought for the golden statuette.

We offer a special integration opportunity to associate the client with some of the best film achievements and premiere titles through Sponsored Promo Frames and Promo Line Up of the slot "Cinema at 9 PM", broadcast in a variety of slots.

**bTV Cinema**



**boost**  
reach beyond



## IN THE WORLD OF CINEMA

We will associate the client's brand with a theme related to the 95th Academy Awards and the news coverage surrounding the 2023 ceremony.

The product integration will be tailored to the customer's specific product or service.

The brand will receive 20" of exposure in one episode of the show in March.

# BEFORE NOON

# MEGAHIT

Viewers of bTV will have the pleasure to enjoy three iconic action franchises, broadcast in the MEGA HIT slot, every Saturday at 20:00 and 22:30.

We will build on the brand's association with the movie content by airing a sponsored Promo Line Up airing in various time slots during the first half of March.



# bTV MEGA HIT



## DIGITAL MOVIE EXPERIENCE

In the digital environment we will seek out the users through DMP targeted video tailored to TV & Cinema fans; branding of the thematic pages of [btv.bg](http://btv.bg), as well as the special monthly theme of [ladyzone.bg](http://ladyzone.bg) dedicated to the Oscars.

We will boost the client's presence within the special theme in "Before Noon" with branding on the show's page throughout the relevant week.

## DIGITAL PRESENCE

# FINANCIAL PROPOSAL

TV	CHANNEL	POSITION	Numb. of airings	Length	Period	Gross Price Per RateCard	Special Gross Price	Final Net Price
AA Promo Line Up MEGAHIT	bTV	MEGAHIT 20:00 & 22:30	12	15"	March	<b>96 053,05</b>	<b>42 677,94</b>	<b>31 612,53</b>
AA Promo Frame CINEMA AT 21	bTV Cinema	Cinema at 21:00	33	7"	Feb - March			
AA Promo Line-Up CINEMA AT 21	bTV Cinema	Cinema at 21:00	33	15"	Feb - March			
Product Placement– Brand integration with a movie topic	bTV	Before Noon	1	20"	Mapm			
WEB	CHANNEL	POSITION	Numb. Of impressions	Length	Period	Gross Price Per RateCard	Special Gross Price	Final Net Price
Video Roll up to 15"	bweb	DMP audience (TV&CINEMA)	93 000	15"	Feb - March	<b>13 572,50</b>	<b>9 675,00</b>	<b>6 772,50</b>
Skin ad + wrapper	btv.bg	btv.bg/cinema + btv.bg/movies	47 500	N/A	Feb - March			
Skin ad + wrapper	ladyzone.bg	Oscars Monthly topic	68 000	N/A	March			
Skin ad + wrapper	btv.bg	btv.bg/shows/predi- obed/	49 000	N/A	Feb - March			
<b>TOTAL</b>								<b>38 385,03</b>

- All prices are in BGN, VAT excl.
- The net prices are final and no additional discounts can be applied. The price for TV does not include additional expenses related to the execution of the product placement and the production of advertising forms.





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National Palace of Culture • Sofia • 1 Bulgaria Square • 11th Floor • (+359 2) 9176 800 • (+359 2) 9176 886 [www.btv.bg](http://www.btv.bg)