



ГОДИНИ С ТЕБ



#goLIVE
#SummerVibes
JUNE 2020

CELEBRATE THE SUMMER WITH BTV MEDIA GROUP

The Summer season is the time to embark on adventures. Even though this summer feels slightly different, we are still impatient to travel, to enjoy being in the nature and have fun outdoors. Traditionally, content preferences are also changing – the audience seeks positive emotions, and brands need a partner to enable their delivery in the most suitable context.

In the spirit of summer adventures and in sync with the alternated viewer habits in the period, we have set out a diversified program schedule with an emphasis on premiere content across our thematic channels.

The following pages will illustrate all the highlights that will entertain the audience and the web users in June 2020, as well as the special proposals that brands can choose from and stay active in their communication.





THE VOICE OF BULGARIA with an epic return live all the way through the finale

LATE NIGHT SHOW will entertain with guests and games by mid-July

MEGAHIT will fill the prime time with action, comedy and epic film series

FAMILY ENTERTAINMENT will cheer young and adults on the weekends with favorite characters from the best animated movies



CHILDREN'S WEEK | the first week of June will be dedicated to the youngest audience with special content

THE WEEK OF MARK WAHLBERG | everyone's favorite actor from action and comedy movies will take over the screen in a 5-day marathon

PREMIERE TITLES will entertain the audience every Monday and Tuesday at 21:00, and 23:00 on Fridays





WEEKEND CARTOONS | every Saturday and Sunday in June

ENGLISH HUMOR | one of the funniest British series kicks off with episodes every evening on weekdays

FAVORITE SITCOMS | with the beloved characters from "Friends", "Two and a half men," "Modern family" and brand new titles



MIND YOUR LANGUAGE



b ACTION

ACTION AT 8 | with premiere seasons of the action-fueled "Arrow," "Supergirl" and "The 100"

THEMATIC FILM SERIES | the attention will be captured by the adventures of "X-Men," "Jurassic Park" and the missions of Jason Bourne

SUPERHERO HOUR |
traditionally, every weeknight at
19:00



PREMIERE TITLES | a positive nod to summer romance with the episodes of “You are everywhere”

MEDICAL DRAMA | the German hit series “Betty’s Diagnose” will hit the screens in mid-June

SUNDAY ROMANCE | beautiful romantic stories on air every Sunday at 18:00



PACKAGE 1 | BREAK IDs | JUNE 2020

AD FORM:
2 X BreakIDs + VO
IN 3" + OUT 4"

BONUS
GRPs **240%**

BONUS
PRODUCTION

PROGRAM	CHANNEL	DAY	HOUR	# TOTAL OF SINGLE AIRINGS	GRPs A-18-49
Morning Show	bTV	П-П	7:00	4	16.0
Late Morning Show	bTV	П-П	9:30	4	12.0
The Late Night Show	bTV	П-Ч	22:00	2	13.0
Late News	bTV	П-П	23:30	2	9.0
Series	bTV	П-П	0:00	4	12.0
Cool-T	bTV	Съб	11:00	4	12.0
Movie	bTV	Съб	22:00	2	9.0
Movie	bTV	Съб	0:00	4	8.0
Movie	bTV	Нед	15:00	2	6.0
The Voice	bTV	Нед	20:00	2	24.0
Movie	bTV	Нед	0:00	2	4.0
DT, PA, PT	bTV Comedy	П-Н	-	28	17
DT, PA, PT	bTV Cinema	П-Н	-	28	17.6
TOTAL –paid and bonus				88	159.6
GUARANTEE OF RATING POINTS				✓	
Gross RC Price – paid and bonus				97 035	
Bonus GRPs over the number of paid, included in the above number				240%	
SPECIAL GROSS PRICE				28 015	
NET PRICE				18 251	

PACKAGE 2 | CO-BRANDING | JUNE 2020

AD FORMS:
Channel IDs

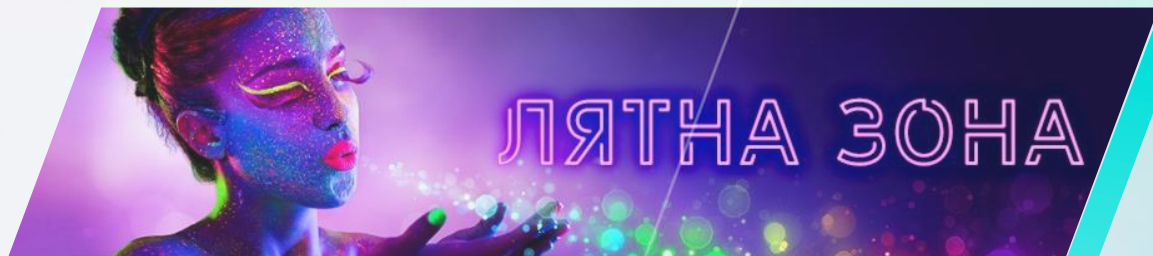
Every day
on-air

BONUS
PRODUCTION

OPTION/ CHANNEL	PERIOD	DAYS	TIME ZONES	APPROXIMATE # OF TOTAL UNIT AIRINGS	NET PRICE, excl. VAT
bTV Action	2 weeks	Every day	DT, PA, PT, LF	between 300 - 350	9 522
bTV Cinema	2 weeks	Every day	DT, PA, PT, LF	between 250 - 300	9 260
bTV Comedy	2 weeks	Every day	DT, PA, PT, LF	between 250 - 300	8 451
bTV Lady	2 weeks	Every day	DT, PA, PT, LF	between 450 - 500	3 352

- /// The packages include the integration of elements from the brand's DNA in the identification package of the channel.
- /// Guarantees all day, every day presence of the brand during a period of two weeks.
- /// This type of ad form transfers the positive traits of the image of the channel onto that of the brand.





Summer Zone |
for the fans of
ladyzone.bg!

Tips & tricks

Family vacation

Summer looks

Health tracking & diets



360 livestream at the GRANDE FINALE |

In addition to the LIVE concerts, viewers will have the chance to immerse themselves in the emotions on the big stage of The Voice through the innovative 360° livestream.



PACKAGE | SUMMERZONE | JUNE 2020

AD FORMATS:
Banner 300x600
PR article + FB post

BONUS
IMPR **47%**

BONUS
PRODUCTION

SITE	AD FORMAT	POSITION	# DAYS	# TOTAL IMPRESSIONS
ladyzone.bg	PR article	Category #SUMMER ZONE	3 units	n/a
Ladyzone.bg + dalivali.bg	300x600	All pages	30	453 600
Summerzone FB	Sponsored post	Ladyzone FB	3 units.	n/a
TOTAL – paid and bonus				453 600
GUARANTEE OF IMPRESSIONS				✓
RC Gross Price – paid and bonuses				13 115
Bonus impressions over the number of paid, included in the above				47%
SPECIAL GROSS PRICE				8 994
NET PRICE				6 431





6 regions

Personal stories

Local specifics

Sponsored game

#The DifferentSummer | During a period of 6 weeks, Inspector N-JOY, Desi, Neya, and Niki will acquaint the radio fans with 6 different types of tourism that can be experienced in Bulgaria. 6 regions will be seen through the eyes and stories of local people.





PACKAGE | THE DIFFERENT SUMMER | JUNE 2020

AD FORMS:
1 x break ID
10-12"

BONUS
AIRINGS **25%**

BONUS
PRODUCTION

CHANNEL	COVERAGE	# OF TOTAL SINGLE AIRINGS
RADIO N-JOY	National	75
bTV RADIO	National	75
JAZZ FM	Sofia	75
TOTAL – paid and bonus		225
RC GROSS PRICE- paid and bonus		10 990
Bonus airings over the number of paid, included in above		25%
SPECIAL GROSS PRICE		8 305
NET PRICE		5 981

-  An interactive game related to the tour's content, fun facts about the favourite places in Bulgaria, and information about the sponsor.
-  Every day listeners will be asked a question on the FB page of RADIO N-JOY, and at the end of the week winners will be chosen randomly and will receive the sponsor prizes. The campaign will be both fun and educational.



ADDITIONAL | INFO

The media plans for the different platforms are valid for June and on separate basis.

Net prices of the offers are in BGN, excl VAT and are final – no additional discounts are applicable.

The TV flights include branded break IDs, since this form allows swift creation and production, ensures unlimited access to the programming of bTV Media Group, and is adaptable for radio and digital platforms.

The option for channel co-branding excludes the guarantee of rating points and a preliminary defined exact number of airings, since the latter depends on the programming specifics of each channel.

Type of AA Form	Index to 30" bTV	Index to 30" NC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored Promo	90%	100%	15
Sponsored Content Frame for 30' spot	110%	110%	30
3"+4" Break IDs	110%	110%	7
3"+4" x Break Ids + VO	130%	130%	7
Content Split	130%	130%	10
Countdown	80%	100%	10
Skyscraper	80%	100%	10
Cut-in	80%	100%	10
Branded Bug	70%	100%	10
Branded Promo-bug	70%	100%	10

BMG's Sales Department is at your disposal to adapt the offers with other alternative forms keeping the same budget levels.

The bonus production of the alternative forms is executed after receiving all required source files from the client.





b tv

b cinema

b COMEDY

b ACTION

b lady

RING

b Radio Group

b web