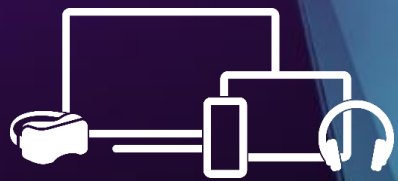


**b** **cinema**  
**ПРЕМИЕРИ**



# PREMIERE MOVIE TITLES

BTV CINEMA WILL MEET THE MOVIE JUNKIES WITH THEIR FAVOURITE ACTORS AND WILL BRING NEW AND EXCITING STORIES FROM THE GLOBAL MOVIE SCENE TO THE HOMES OF VIEWERS

A special selection of nine premiere titles from Warner Bros., Universal u Jeewa are chosen for the August schedule of premieres aired every Monday and Tuesday from 21:00 o'clock on bTV Cinema!

Jessica Chastain, Sandra Bullock, Matt Damon, Tom Cruise, Will Smith are only some of the stars that will join viewers during the premiere movie nights.

**OUR BRAND IS  
CRISIS**

SANDRA BULLOCK  
BILLY BOB THORNTON  
ANTHONY MACKIE



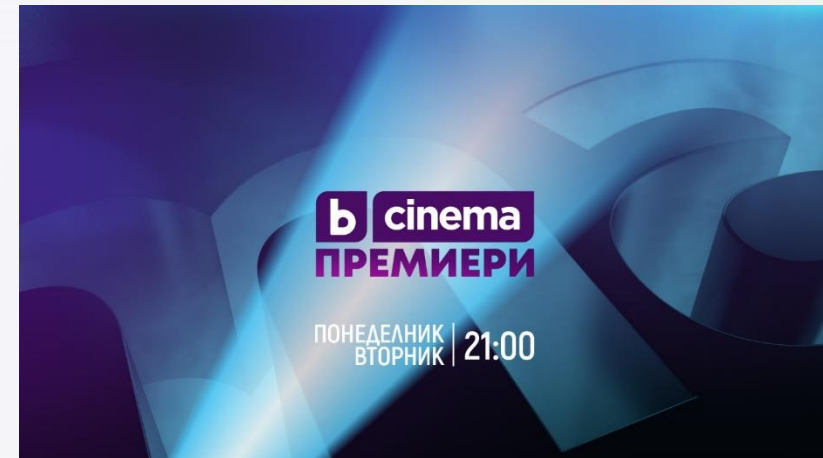
# bTV CINEMA PREMIERES

THE NEW MOVIE SLOT GIVES THE OPPORTUNITY TO ADVERTISERS TO CONNECT THEIR BRAND WITH WORLD-CLASS MOVIE ENTERTAINMENT

Constantly on the search for new solutions bTV Media Group offers a variety of instruments as means for adding brand value.

bTV Cinema PREMIERES is the new umbrella brand with attractive creative which is thematically associated and covers the premiere movie slot on bTV Cinema. The current offer includes sponsorship of the slot with all the premiere titles during August, as well as a communication plan including sponsored promotional forms aired during various time zones on bTV and bTV Cinema.

Aiming at better communication and at attracting a wider and diverse audience the proposal also includes a special game associated with the content of the movie titles organized in bTV Radio Group.



**b** **cinema**  
**ПРЕМИЕРИ**

ПОНЕДЕЛНИК |  
ВТОРНИК | 21:00



**SPECIAL PROPOSAL**

reach  
more **b**

# bTV CINEMA PREMIERES – NEW SLOT

PREMIUM AD FORMS WITH THE NEW, ATTRACTIVE CREATIVE  
ESTABLISHING CONNECTION WITH PREMIERE MOVIE TITLES

bTV Media Group offers a variety of options for developing brand value communications and strives to create new opportunities for positioning in attractive context.

bTV Cinema PREMIERES is the newest umbrella brand with an attractive creative under which we position the selection of first-class premiere titles. The illustration below shows the special ID of the slot, which is aired before and after each movie title on bTV Cinema. Attached to it the tag of the sponsor will link the brand with high-quality movie content. [HERE](#) you will find an example of a similar brand association.

## Sponsored Slot ID



ID for positioning of the new brand bTV Cinema PREMIERES

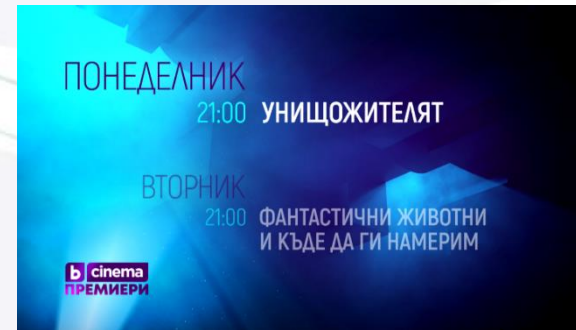
# bTV CINEMA PREMIERES - PROMOTION

## PREMIUM AD FORMS WITH THE NEW, ATTRACTIVE CREATIVE ESTABLISHING CONNECTION WITH PREMIERE MOVIE TITLES

bTV Media Group offers a variety of options for developing brand value communications and strives to create new opportunities for positioning in attractive context.

The illustration shows the promo line-up form, which announces the upcoming movie titles for bTV Cinema PREMIERES to which a sponsorship tag is attached. Furthermore, brand elements may be positioned on the overlay of the promo and in the line-up screen. The sponsored promo form is aired in different time slots on bTV and bTV Cinema. [HERE](#) you will find an example of a similar brand association.

### Promo Line-up



Promo + overlay with airing information (branding option)

Line-up (branding option)



# GAMIFICATION IN bTV RADIO GROUP

## HIGH ENGAGEMENT LEVELS AND POSITIVE CONSUMER ATTITUDE TOWARD BRAND

Radio N-JOY is one of the largest radio chains in the country and according to GARB's autumn research ranks in the top positions among a widest spectrum of radio audiences.

The game on bTV Radio Group and the high-quality prizes provided by sponsors, guarantee high levels of activity and positive commitment of consumers to the brand. In this case, the client first provides diverse and enriching content, which the presenters share with the audience in an engaging but casual way.



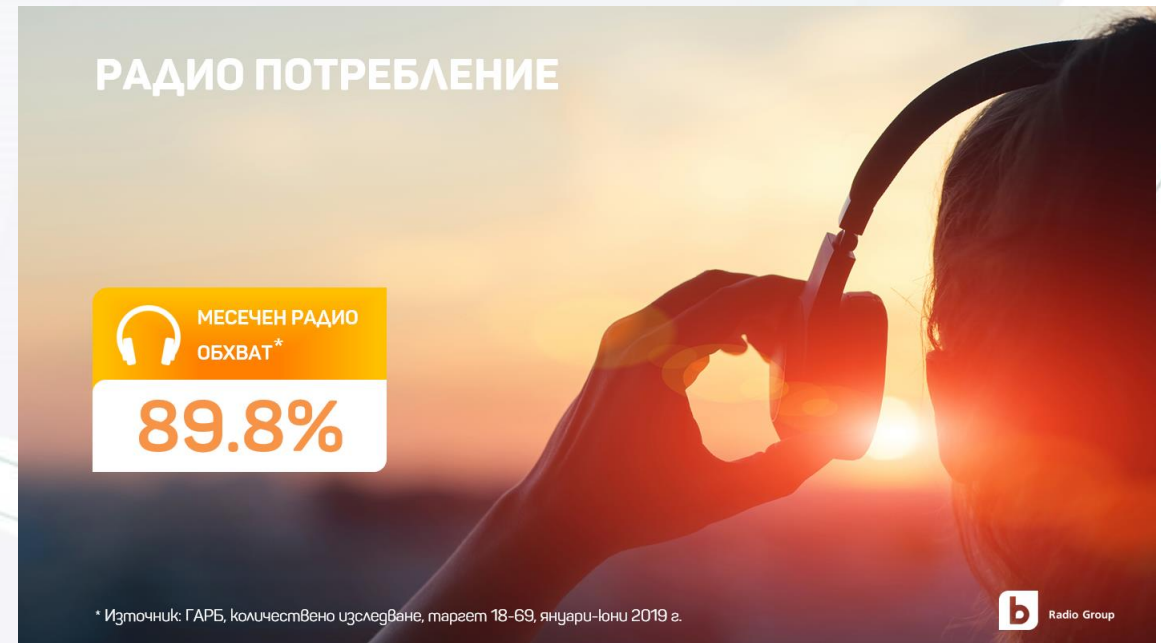


# GAMIFICATION IN bTV RADIO GROUP

## A THEMATIC GAME ON RADIO N-JOY, bTV RADIO AND JAZZ FM ATTRACTS CONSUMERS' ATTENTION AND AMPLIFIES THE EFFECTIVENESS OF THE CAMPAIGN

During a period of three weeks in August, on a special landing page on the site of Radio N-JOY we will ask questions linked to the content of the upcoming premiere titles on bTV Cinema and together with the sponsor will motivate listeners to play the game and watch the movies. Fun publications will be positioned on the sites of bTV Radio and Jazz FM to further communicate the activation.

On air of the game, movies and the sponsor will be intensively communicated on the air of N-JOY, bTV Radio and Jazz FM through sponsored promos, live announcements by the hosts and sponsorship tags before announcing the winners in the game, drawn randomly on a daily or weekly basis.



# FINANCIAL PROPOSAL

SPONSORSHIP OF bTV CINEMA PREMIERES	Channel	Period	Position	SUPREME	ADVANCED	BASIC
Sponsored promo line-up	bTV Cinema	4 weeks	PT 40% / OPT 60%	48	45	100
Sponsored promo line-up	bTV	4 weeks	PT 25% / OPT 75%	33	20	-
Sponsored Slot ID before and after movie	bTV Cinema	4 weeks	PT / bTV Cinema Premieres – 21:00 o'clock	16	16	16
GAME IN bTV RADIO GROUP	Channel	Period	Position	SUPREME	ADVANCED	BASIC
Sponsored promo announcement	N-JOY, bTV Radio, Jazz FM	3 weeks	Media plan	315	225	135
LIVE announcements by hosts	N-JOY, bTV Radio, Jazz FM	3 weeks	Media Plan	135	135	90
Sponsorship tags	N-JOY, bTV Radio, Jazz FM	3 weeks	Before winner announcement	45	45	45
<b>TV</b>	GROSS RC PRICE			118 753	79 040	34 040
	SPECIAL GROSS PRICE			39 878	29 908	13 440
	<b>NET PRICE</b>			<b>25 123</b>	<b>17 582</b>	<b>8 467</b>
<b>RADIO</b>	GROSS RC PRICE			31 420	26 766	18 979
	SPECIAL GROSS PRICE			26 810	23 320	16 473
	<b>NET PRICE</b>			<b>10 738</b>	<b>8 254</b>	<b>6 563</b>

**BONUS!** Production of ad forms for bTV Cinema Premieres upon receiving of source materials from client.

- Prices are in BGN, excl VAT.
- The net prices are final and no other discounts are applicable.
- The prices for radio activities include the cost for production of the game.

# **b** cinema ПРЕМИЕРИ

