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## HIS MIND IS EXTRAORDINARY





## SOMETIMES BEING DIFFERENT...



## CAN MAKE ALL THE DIFFERENCE



## FROM THE CREATOR OF HOUSE





AWARD-WINNING medical drama

STREAMED ON btvplus.bg

**PROMOTED ON** bTV Radio Group

reach more **Б** 



reach **b** 

#### "HOUSE meets Rain Man, that just might be enough to make it interesting" Ethan Anderton, /Film

THE MOST WATCHED
TV DRAMA IN THE WORLD\*
WITH **47.4 Min.** VIEWERS

Shaun Murphy, a young surgeon with autism and savant syndrome, relocates from a quiet country life to join a prestigious hospital surgical unit. Alone in the world and unable to personally connect with those around him, Shaun uses his extraordinary medical gifts to save lives and challenge the scepticism of his colleagues.



# BOOK YOUR MEGASERIES CAMPAIGN





### MEGAHIT SERIES PACKAGES

#### SUMMARY OF LEVELS

#### **SUPREME**

slot sponsoring full period + wide range multiplatform promo pack

Includes sponsoring of the MegaHit Series slot on bTV for the whole period of airing and catch-up of the series and a media plan with the full spectrum of sponsored ad forms for TV & radio + on btvplus.bg sponsor will receive a package of pre-rolls (25") and skin ad.

ADVANCED slot & catch-up sponsoring full period + radio promo pack

Solo sponsoring of the MegaHit Series slot on bTV for the full period of airing of The Good Doctor + the sponsorship association will be promoted on N-JOY and bTV Radio + on btvplus.bg sponsor will receive a package of pre-rolls (25").

#### **BASIC**

2 week sponsoring + basic promo pack

Includes sponsoring of the MegaHit Series slot on bTV airing and catch-up of the series during JULY and a basic package of sponsored promos on TV & radio.





#### MEGAHIT SERIES PROPOSAL STRUCTURE & AD FORMS

premiere platform



Sponsored MegaHit Series ID

Sponsored MegaHit Series Promo Branded MegaHit Series Promo Buq Sponsored MegaHit Series Promo Frame

**DIGITAL** catch-up & promo



Sponsored MegaHit ID Pre-roll 25" Skin Ad

**RADIO** promo platform



Sponsored MegaHit Promo Teaser for MegaHit Series

Countdown for MegaHit Series

TV examples







## MEGASERIES PACKAGES FINANCIAL PROPOSAL

| AD FORM  | MEDIA  | SUPREME   | ADVANCED                        | BASIC   |
|--|--|---|---------------------------------|---|
| Sponsored Slot IDs x 2<br>Sponsorship Slot IDs x 2<br>Pre-roll 25"<br>Skin Ad  | bTV<br>btvplus.bg<br>btvplus.bg<br>btvplus.bg                                    | 36 pairs<br>36 pairs<br>36<br>16 days             | 36 pairs<br>36 pairs<br>36<br>- | 11 pairs<br>11 pairs<br>-<br>-                  |
| Sponsored promo – 15"+7"<br>Sponsored promo bug – 10"<br>Sponsored promo frame – 30<br>Countdown – 10"<br>Sponsored promo – 30"<br>Teaser -10" | bTV<br>bTV<br>D" bTV<br>N-JOY, bTV Radio<br>N-JOY, bTV Radio<br>N-JOY, bTV Radio | 24 (only PA, PT, LF)<br>3<br>12<br>70<br>432<br>- | -<br>-<br>-<br>288<br>40        | 13 (only PA, PT, LF)<br>-<br>-<br>-<br>120<br>- |
| RC GROSS PRICE<br>SPECIAL GROSS PRICE  |  | <del>399 386</del><br>132 446                     | <del>239 148</del><br>81 458    | <del>102 020</del><br>43 002                    |
| NET PRICE M  | ULTI-PLATFORM  | 79 588  | 51 291                          | 28 091  |
| MONTHLY NET PRICE<br>DISTRIBUTION  | JULY<br>AUGUST<br>SEPTEMBER  | 40 090<br>33 184<br>6 314                         | 15 405<br>30 248<br>5 639       | 28 091<br>-<br>-                                |

- 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.





#### STAND OUT WITH YOUR MEGASERIES CAMPAIGN

































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