

UEFA CHAMPIONS LEAGUE

COMPETITIONS RESUME
AUGUST 2020

THE BEST OF THE BEST ON THE ULTIMATE STAGE



UEFA
CHAMPIONS
LEAGUE®

Special Proposal

ACTION **RING**

UEFA Champions League

Resumed Broadcasting Bulgaria

The most anticipated news for football fans is a fact – UEFA Champions League returns!

- The remaining Round of 16 second-leg matches will be played on August 7/8, pending a decision on whether they will take place at the home team's stadiums or in Portugal. Matches from this stage will be aired on Aug 8th on bTV Action and Ring.
- Quarter-finals, semi-finals and the final will be played as a final eight straight knock-out tournament at the Estádio do Sport Lisboa e Benfica and the Estádio José Alvalade in Lisbon between 12 and 23 August 2020.



UEFA
**CHAMPIONS
LEAGUE**®

b ACTION RING

UEFA Champions League

The Best Of The Best On The Ultimate Stage

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 one of the most
watched annual
sports events worldwide



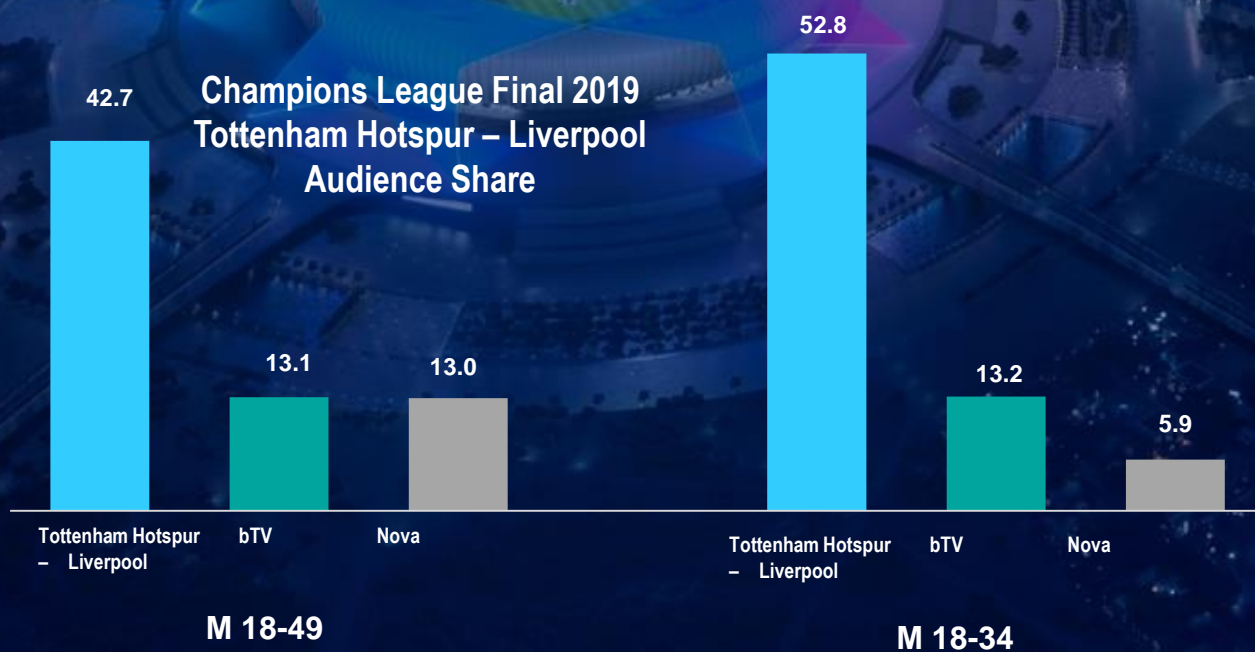
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The interest in the Champions League in Bulgaria over the years is undisputable, proven by its excellent performance on the channels of bTV Media Group.



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Special Packages Aug 2020

UEFA Champions League

AD FORM: BREAK ID IN 3" + BREAK ID OUT 4"				SUPREME # of Unit airings			ADVANCED # of Unit airings			BASIC # of Unit airings		
Channel	Date	STAGE	Match	Total	Bonus	Paid	Total	Bonus	Paid	Total	Bonus	Paid
bTV Action	08.08.2020	Round of 16	Napoli - Barcelona	4	-	4	2	-	2	-	-	-
bTV Action	08.08.2020	Round of 16	Studio Napoli - Barcelona	2	2	-	2	2	-	-	-	-
Ring	08.08.2020	Round of 16	Chelsea - Bayern	4	-	4	2	-	2	-	-	-
Ring	08.08.2020	Round of 16	Studio Chelsea - Bayern	2	2	-	2	2	-	-	-	-
bTV Action	13.08.2020	Quarter Finals	Leipzig - Atletico Madrid	4	-	4	2	-	2	2	-	2
bTV Action	13.05.2020	Quarter Finals	Studio Leipzig - Atletico Madrid	2	2	-	2	2	-	2	2	-
bTV Action	15.08.2020	Quarter Finals	Real Madrid/Man. City – Lyon /Juventus	4	-	4	2	-	2	2	-	2
bTV Action	15.08.2020	Quarter Finals	Studio Real Madrid/Man. City - Lyon/Juventus	2	2	-	2	2	-	2	2	-
bTV Action	19.08.2020	Semi Finals	TBA /teams/	4	2	2	2	-	2	2	-	2
bTV Action	19.08.2020	Semi Finals	Studio	2	2	-	2	2	-	2	2	-
bTV Action	23.08.2020	FINAL	TBA /teams/	4	2	2	4	-	4	2	-	2
bTV Action	23.08.2020	FINAL	Studio	2	2	-	2	2	-	2	-	2
TOTAL AIRINGS BREAK ID IN 3" + BREAK ID OUT 4"				36	16	20	26	12	14	16	6	10
RC GROSS PRICE				120 576			78 445			52 525		
SPECIAL GROSS PRICE				85 525			67 760			46 475		
NET PRICE				59 580			47 745			33 118		

- Prices are in BGN, excl. VAT.
- Net Prices are final and not additional discounts are applied.



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