



ГОДИНИ С ТЕБ



**#goLIVE**  
**#SummerVibes**  
**JULY 2020**

# THE SUMMER AT bTV MEDIA GROUP WITH MORE WORLD-CLASS ENTERTAINMENT

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.

- **bTV** will offer viewers more of high-quality TV drama – from the creator of House, the TV drama series announced in 2019 as the most watched TV drama – **The Good Doctor** starts airing on the 13<sup>th</sup> of July at 22:30 o'clock, every weekday. The audience can follow **Crash** – the latest series with Kavanch Tatlatu with the participation of the Bulgarian actor Ivo Arakov, every weekday at 21:00.
- World class cinema comes to **bTV Cinema** with premiere titles in prime-time every Monday and Tuesday.
- The most successful Canadian sitcom in recent years – **Schitt's Creek** will entertain the audience of **bTV Comedy**.
- **bTV Action** will offer the audience thrilling action series and movies.
- The romantic by nature will sail away with **Das Traumschiff** on **bTV Lady**.

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





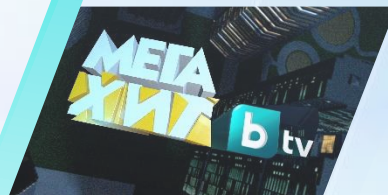
**THE GOOD DOCTOR** the most watched TV drama in the world with 47.4 Mln. Viewers starts airing on bTV on the 13<sup>th</sup> of July



**CRASH** starring Kavanch Tatlatu and the Bulgarian actor Ivo Arakov every weekday at 21:00 o'clock



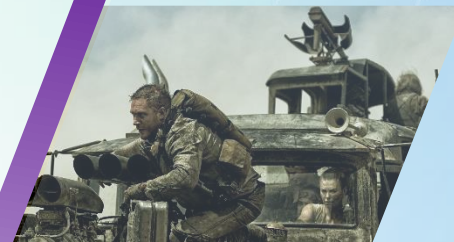
**MEGAHIT** will fill the prime time with action, comedy and epic film series



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



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



**CINEMA X** for the fans of thrilling experiences a special selection of horror movies



**SCHITT's CREEK** the best Canadian sitcom in recent years Saturday and Sunday in June



**7 BEETHOVEN MOVIES** the classical movie sequel will entertain families during weekends in July and August



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





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

**X-WEEKENDS** the attention will be captured by the clash between X-Men and the Brotherhood of mutants

**THE ACTION GANG** a special selection of action movies every evening at 22:00 o'clock.



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

**MEDICAL DRAMA** the German hit series “Betty’s Diagnose” continues on bTV Lady at 21:00

**SUNDAY ROMANCE** beautiful romantic stories on air every Sunday at 18:00 with „Das Trauschiff”



# PACKAGE 1 | BREAK IDs | JULY 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
This Morning	bTV	M-F	7:00	10	30.0
Before Noon	bTV	M-F	9:30	4	12.0
The best of Before Noon	bTV	M-F	9:30	10	20.0
Series	bTV	M-F	18:00	14	49.0
Series	bTV	M-F	22:30	6	36.0
Series	bTV	M-F	0:00	8	16.0
CoolT	bTV	Sat	11:00	2	6.0
Movie	bTV	Sat	13:00	4	12.0
Movie	bTV	Sat	15:00	4	12.0
Movie	bTV	Sat	22:30	4	16.0
120 Minutes	bTV	Sun	17:00	4	20.0
Movie	bTV	Sun	20:00	2	14.0
Movie	bTV	Sun	22:30	2	8.0
DT, PA, PT, LF	bTV Action	M-S	-	130	63.70
DT, PA, PT, LF	bTV Comedy	M-S	-	128	69.12
DT, PA, PT, LF	bTV Cinema	M-S	-	116	64.96
<b>TOTAL - paid and bonuses</b>				<b>448</b>	<b>448.78</b>
<b>GUARANTEE OF RATING POINTS</b>				✓	
Gross RC Price - paid and bonus				198 696	
Bonus GRPs over the number of paid, included in the above number				<b>240%</b>	
<b>SPECIAL GROSS PRICE</b>				<b>58 960</b>	
<b>NET PRICE</b>				<b>37 860</b>	



# PACKAGE 2 | CO-BRANDING | JULY 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	6 915
bTV Cinema	2 weeks	Every day	DT, PA, PT, LF	between 250 - 300	6 942
bTV Comedy	2 weeks	Every day	DT, PA, PT, LF	between 250 - 300	6 803
bTV Lady	2 weeks	Every day	DT, PA, PT, LF	between 450 - 500	2 495

- /// 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.



# WELCOME TO

A banner with a pink-to-purple gradient background. In the center is a circular image of a woman with long, multi-colored braids, smiling and holding a green and white swirl lollipop. The words 'LADY' and 'ZONE' are written in a stylized, outlined font on either side of the image.

LADY ZONE

Now, more than ever, we need the Sun's warmth, the freshness of the grass, the sky's blue colors and the salty water drops on our skin. Thirsty for color and brightness, we want to immerse you in their glow HERE and NOW.

Welcome to the zone of summer delight. Let's go!

**Summer Zone |**  
for the fans of  
ladyzone.bg!

**Tips & tricks**

**Family vacation**

**Summer looks**

**Health tracking & diets**



# PACKAGE | SUMMERZONE | JULY 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
<b>TOTAL – paid and bonus</b>				<b>453 600</b>
<b>GUARANTEE OF IMPRESSIONS</b>				<b>✓</b>
RC Gross Price – paid and bonuses				<b>13 115</b>
Bonus impressions over the number of paid, included in the above				<b>47%</b>
<b>SPECIAL GROSS PRICE</b>				<b>8 994</b>
<b>NET PRICE</b>				<b>6 431</b>





**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 | JULY 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
<b>TOTAL – paid and bonus</b>		<b>225</b>
RC GROSS PRICE- paid and bonus		10 990
Bonus airings over the number of paid, included in above		<b>25%</b>
<b>SPECIAL GROSS PRICE</b>		<b>8 305</b>
<b>NET PRICE</b>		<b>5 981</b>

-  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 July 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