



WELCOME WORDS



COLLECT
b treasures

CHOOSE A MEMENTO OR GIVE YOURSELF AN ADVENTURE

with the new season of **b** Media Group

PLAY



SEASON HIGHLIGHTS



share
engage
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SUPPORTING BRAND GROWTH



CONTENT / REALITY FORMATS



TECHNOLOGY



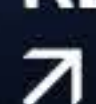
GRIDS



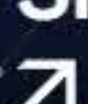
ONE SHOW, MANY PEOPLE

2.4m monthly engaged viewers

KEY FIGURES



SPECIAL SALES PROJECTS



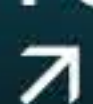
CSR



b Media Group



PORTFOLIO



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WELCOME WORDS

Dear clients and partners,

Finding a right solution for the business is much more than just the effort by a single person. It's a team achievement and making real change happen begins with each of us and the choices we make every day.

Over the past two years, the determination of bTV Media Group, part of the CME and PPF, to establish itself as a brand for innovative media excellence has been especially keen.

Our efforts have been focused on providing more entertainment and local content, adding new opportunities for advertisers, along with creating memorable user experience across all platforms.

We are very happy that once again we proved to achieve excellent business results and maintain the stable position of bTV Media Group on the media market. We've upgraded our premium primetime shows, added more digital content, new formats and innovative products.

A top priority in our programming continues to be news and current affairs content - a preferred source of information and territory for commentary analysis, where our mission is to deliver high quality journalism and professional news coverage. We are constantly adding more technology and innovation to the programs and developing our digital presence to reach a wider audience.

A new season is ahead of us with exciting entertainment productions such as the adventure reality format Survivor, which in spring will surprise both participants and viewers. The popular show "The Bachelor" returns with its second season premiere. New "Who wants to be a millionaire" episodes will delight the fans of the game with even more interesting questions and prizes. Tradition of the Bulgarian series continues with "I'll be fine", and the denouement in the relationship between the main characters. Strong emotions from the world of sports and UEFA European tournaments, new digital series and technological solutions that connect advertisers with consumers, are only part of our new projects.

We are proud of the results of the implementation of our ambitious plans and of the achievements that resonate in the other markets of our group. We consider carefully our clients' business needs and remain focused on what we do best. To create high-quality video and local content, in full synergy and with even more innovative solutions for brand integrations on our TV, radio and web platforms.

I believe that our constant commitment to be your trusted partner leads to excellent business results for all of us. Thank you for being together and look forward to our further cooperation with you!

Sincerely yours,

Lubos Jetmar

President, CME Bulgaria

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SEASON HIGHLIGHTS

The Screen – the window to find it all in Spring 2023

He loves me, he loves me not. He loves me, he loves me not. No, this is not a game, but reality – the reality of 25 ladies battling for the heart of The Bachelor in the long-awaited second season of the reality show of the same name. The return of the massively successful format to the bTV air in February next year is part of the highlights that will captivate the audience in the upcoming Spring 2023 season. For the first time, bTVplus.bg users will have the opportunity to sink into the emotions, challenges, conflict and love in a special digital segment twice a week.

Evenings on the air of bTV will be the home to the seventh season of the most expensive and exotic project on Bulgarian TV - *Survivor*. Under the slogan "In Unknown Waters", the format will lead participants into the adventure of a lifetime in a battle for the title *the last survivor*. The show returns on the air air bringing a mixture of affirmed concept and a season innovations waiting to surprise participants and viewers alike.

The joy of following the progress of one's favorite characters on specific days of the week is a fundamental principle in the broadcasting of such formats and sits at the foundation of the emotional charge with which the audience meets every episode. *I'll Be Fine* is the title we are all thinking of – and the great news is the return of the series with its third season in Springtime's program schedule.

The greatest TV game show, *Who Wants To Be A Millionaire*, is among the formats without analogue in Bulgaria that engage fans of knowledge among all ages. In the Spring season of 2023, the new episodes of the show will once again meet people who are happily ready to test their own knowledge and wish to learn new facts while receiving accolades from the wider audience in front of the screens. The virtual version of the game is available on the bTV website for all those who want to feel the thrill of sitting in the Millionaire's Chair. And the best bit about it is that it is accessible from anywhere at any time via desktop or mobile.

The newest health show with the charming Dr. Nedelya Shtonova, *The World of Health*, will continue informing viewers about the health topics that interest them. With the help of proven experts from Bulgaria and around the world, the show will tell us about conscious eating, the power of movement and incredible personal stories, through which *The World of Health* sets the goal of establishing new standards in modern health journalism based on scientific facts, to inspire viewers to utilize their full potential and the power of a disciplined mind.

The newsroom with countless awards in Bulgaria, that of *bTV News*, is continuing its dedication to the most current and diverse reporting live and on air in the company of expert opinions to the benefit the highest level of information value for the viewer. Our current affairs programs will return with new seasons, humor and good mood to entertain the audience from the morning all the way to the evening show.

All titles in bTV Media Group's portfolio in Spring 2023 are a trusted partner in achieving an impressive effect of visual solutions for enhancing brands' communications frameworks.

see more from OUR SHOWS



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SEASON HIGHLIGHTS

Springtime emotions in exclusive content across bTV's online platforms

bTV's Spring season will overjoy internet users with new digital additions and exclusive content: exciting extension episodes especially and exclusively online, opportunities to watch TV content about their favourite shows and participate in some of them, always new and various special offers.

The Bachelor – digital editions

The most romantic show on air, *The Bachelor*, is back with a new season. This year, the participants' emotions will be transferred from the TV screen into a digital environment as well. For the first time at bTVplus.bg, viewers will have access to the TV episodes, and on the show's landing page at bTV.bg they can sink into the emotions, challenges, conflict and love in a special digital segment twice a week.

LADYZONETV – the latest ladyzone.bg project is now a fact

The ladies' favorite page from the bTV Media Group portfolio is already offering exclusive video content on its Ladyzonetv. Online users will have the opportunity to watch three exclusive series in the women's zone of the online TV.

- *The Little Conversations* podcast is dedicated to the personal and exciting topics of well-known and loved public personalities, their emotions, life stories, lessons learnt, fun events, challenging and happy moments.

- *In the handbag of...* introduces us to the diverse world of favorite Bulgarian ladies who disclose the contents of their handbags and which their essential items are, what they cannot go without, how they deal with their busy daily lives, how they relax and what makes them happy.

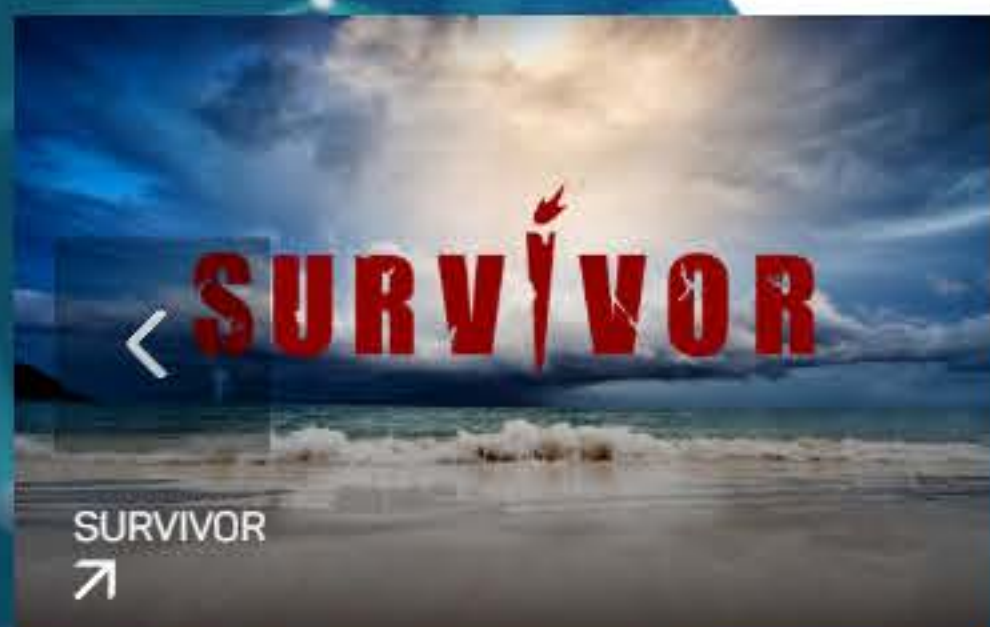
- *My 5 on Instagram* is a one-of-a-kind video segment across the Bulgarian internet space that meets us with interesting ladies and the stories behind their favorite photos published on social media.

In all three series, users can "invite" their favorite stars to a meeting by writing to the editorial team.

On the platform, users can also find further interesting videos from the bTV air and the bWEB pages relating to lifestyle, health, family, relationships, interesting individuals, culture and more.

Video podcasts are another part of the bTV Media Group digital portfolio. You can read more about them [here](#).

see more from OUR SHOWS



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PODCASTS

SEASON HIGHLIGHTS

Wide variety of interesting topics in bTV Media Group's video podcasts

bTV's podcasts promise their viewers a wide range of interesting topics, exciting guests, useful advice and honest discussions. The hosts, both new and established, will be once again presenting different points of view through a useful and interesting delivery and diverse content.

BVP

The special podcast of businessnovinite.bg, BUSINESS VIDEO PODCAST, offers its viewers discussions on the most important and current affairs in the sphere of business, finance and the economy. Every Tuesday, the host Zhivka Popatanassova introduces the public to prominent experts from the world of business, politics, state institutions and show business.

NEWSROOM

In the latest project among bWEB's podcasts, the Director of News, Current Affairs and Sport at bTV, Anton Hekimyan, sits in the journalist's seat to speak openly with his top journalist colleagues about hot social, economic and political topics, about their love towards their profession, the battle against fake news, of writing, journalist ethics and objectivity.

About Sport Without the Cliches

bTV's sports-themed podcast hosted by Petar Bakardjiev meets us every Thursday with interesting sports personalities, discussing honestly and without prejudice hot topics in sports, about life, losses and wins, about balance and emotion, about discipline, competitions, records and fame.

Little Conversations

The "Little conversations" on the ladyzone.bg website will submerge the ladies, and why not some of the gentlemen as well, in exciting and interesting topics regarding family, love, art, sports, good mood and balancing a successful career and a happy family. Every Wednesday, the hosts will meet us with moving stories of famous Bulgarian personalities discussing openly the events of their life.

Two and A Half Gamers

The bTV show *Gamer* has its natural continuation into the podcast *Two and A Half Gamers*, which comments on the latest from the world of gaming and the culture surrounding it. The guests, together with the host Natali Trifonova, perform reviews, comment, play popular games and discuss the news, current tendencies and events from the gaming space.

The Women of Bulgaria

The Women of Bulgaria is an exciting series of meetings with inspiring and impressive ladies who built a successful career in Bulgaria and abroad. The guests speak openly about the lessons, families, business, sacrifices and their emotions. Every Wednesday, an exceptional lady – a leader in her field – talks about her journey towards success.

bTV's podcasts provide a unique opportunity to advertisers to associate their topics and connect the image of their brands to high quality content and specific topics. With their wide spectrum of topics, bWeb's podcasts create many opportunities for thematic profiling and maximum overlap with the audience of the specific client with specialised content.

All podcasts from bTV's portfolio are accessible as audio and video content on the global platforms Google, Apple, Spotify, YouTube and Soundcloud.

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bTV Media Group

SUPPORTING BRAND GROWTH

We are what we watch

Have you ever wondered about which factors make a given communication a success? Inductive generalisation will allow us to synthesize three of them – time, space and visualisation. Quality content and quality journalism – which make up over 80% of media content – are united exactly by those three. In the same way a news report needs these three details to report a piece of news, content adds additional value to its message when broadcast at the right time and environment, on the right screen and presented via a memorable visual form. Advertising messages are no exception.

As users in a modern-day, multi-screen world, we consume content at anytime, anywhere and in various formats. Our full-of-messaging day leads to a natural filtration of the information in our consciousness and, respectively, its selective memorisation. How to ensure better visibility and message retention in the users' mind? Here comes the place of the well positioned advertising, led by time, place and illustration of its own creative visual.

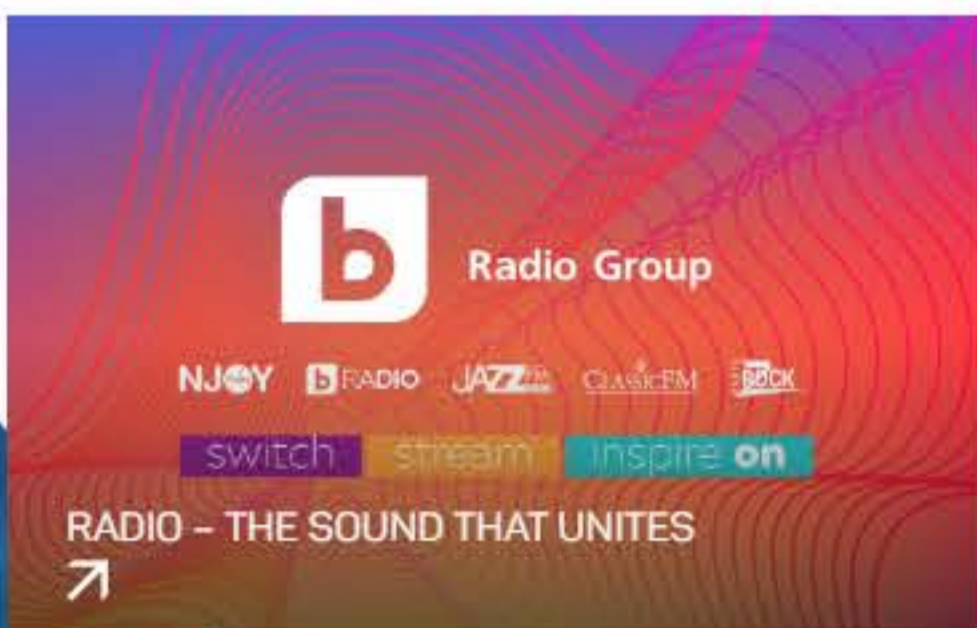
In the interesting times we live in, we continue to see clearly that business sustainability comes namely through advertising even during turbulent times, and the main dynamic of the market is focused on the same elements that bTV Media Group emphasizes on – ensuring high-quality video content and building a stable connection with people. Identical to the way a user chooses a brand they trust, the same user selects content as a viewer. Entertainment, quality journalism, laughter, competition, culture – if there is one place where the audience can find it, it is the media brand they trust and is part of their daily lives – bTV Media Group.

With the help of the available cognitive surveys, the power of TV and the advantage of a larger screen have been empirically proven. The TV environment creates memories which are retained sufficiently by the viewer to cause the recollection of the visual image at the most important moment – the one of decision making. When a specific brand is positioned amidst the greatest available attention – namely, that across TV, it is absorbed by the users' visual and audible memory, thus ensuring its place in the consciousness of the viewer beyond the singular moment of the broadcast.

Emotions propel the success of any campaign. TV gives the opportunity to transmit the advertising message, generating attention, creating an emotional connection with the audience and its affirmation through the opportunity for repetition at various times of the day and maximum scope of the audience.

As we live in a time in which every product and service is one click away, the role of good content and the classic form of TV broadcasting – live, long-awaited and with the accumulation of tension – plays an ever-increasing role. Throughout the industry, the tendencies are becoming clearer when it comes to how the audience selects content, following the principles of preference for powerful local productions that stimulate the diversity of human emotions.

We are what we watch, and bTV Media Group is gazing into the future of technological and TV innovations; a future charged with emotion and entertainment, exciting topics and characters; a future that ensures the right place and the right time for brands.



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boost >

reach beyond

Premium multiplatform solutions by bTV Media Group

SUPPORTING BRAND GROWTH

Brand safe environment and attractive design? Yes, please.

In the era of technology, smart design, the metaverse and an innovation-oriented market, the opportunity to secure brand presence in a technologically advanced and secure environment that walks hand in hand with the industry progress is a significant advantage.

As a result of the lengthy and constant efforts of its creative and sales teams, bTV Media Group delivers memorable visual integrations with the use of the latest technologies and the application of creative ideas for personalized brand communication.

In 2021, we officially launched boost – our brand for the unconventional, out-of-the-box and individual approach in the multiplatform universe of content. United by TV, radio and digital experts, our team successfully demonstrates in practice the ways that brand presence can go beyond the commercial break through the application of bold solutions which nobody has attempted before. And those are precisely the solutions that work.

For years, those very same teams have been paving the way towards a technological revolution on TV, while bTV air has always embraced innovation and the pursuit of diverse content. bTV Media Group is the media that first introduced alternative advertising forms on the Bulgarian market in 2009. Since then, we are constantly growing and evolving by offering more and more innovative advertising solutions to our partners. The application of the latest AR technology as a medium for visual brand communication opened up new opportunities to boost audience engagement. Our teams also connect brands with the popular faces of bTV, ensuring contact with authentic fans in an organic environment.

We welcome every intent for an interactive campaign with creative excitement and anticipation, and cannot wait to bring it to life. The new, as well as beloved established titles in the portfolio of bTV Media Group in Spring 2023 are your trusted partner for achieving remarkable visual results.



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Radio Group



switch

stream

inspire on

SUPPORTING BRAND GROWTH

Radio – the sound that unites

Throughout the last decade, the audio industry has marked an increase in the consumption and production of audio on a global scale. As consumers, we now listen to over 70 million hours of podcast per week, which is twice the figure of only four years ago¹. In the first quarter of 2022 alone, people aged 18-24 years old streamed in excess of 578 billion minutes of music on Spotify – more than any other audio platform and with 16 billion minutes more than the 25-34-year-old audience². Radio shows are the most distributed form of audio entertainment³.

This channel, however, is not only a certain source of legitimate information and entertainment, but also a priceless aid to marketers in the development of the right media mix. When we speak of various target groups, products and services, bTV Radio Group comes to the rescue – the group with a unique portfolio on the radio market, combining radio stations N-JOY, bTV Radio, Jazz FM, Classic FM and Z-Rock. The creative entwining of carefully selected music, recognizable voices, live moderation and sound in the programs of the radio stations helps the messaging of every advertiser to reach the audience at any time and any place, at the same time increasing the brand recognition and positioning. A NeuroLab survey shows that radio has the unsurpassed capacity to engage the listener, including for extended periods of time. Radio creates 60% more engagement compared to other audio formats by keeping the brain alert and engaged⁴.

Every year, the bTV Radio Group radio stations provide a voice to hundreds of significant social and public campaigns. The air frequencies help meaningful messages reach a huge audience, uniting and engaging thousands of consumers by which we can improve the environment. We could not make that happen without the power of radio and our employees' dedication, which we thank them for. The consecutive campaign within the framework of our group was dedicated to the super people with which bTV Radio celebrated its 11th anniversary. Another such campaign is the NJOY Summer summer tour, which over the last three years supports Bulgarian tourism, as well as the campaign *Back to School with Radio N-JOY*, which highlighted the security of our children and held safety briefings among youths and parents.

This year again, radio was once again announced as the most trusted media source in Europe in a survey of the European Commission⁵. The annual Eurobarometer survey defines trust as "an individual's perception of the reliability of other individuals and institutions and the result of socio-economic conditions, education and long-standing perceptions", with 56% of those surveyed confirming their trust in the media. Radio informs, entertains and unites, helping the important messages reach the right people at the right time.

¹EGTA, THIERRY MARS, RADIO DIRECTOR AT EGTA, AT EGTA RADIO DAYS

²<https://www.warc.com/content/feed/what-you-can-learn-about-gen-z-from-their-listening-habits/en-gb/7315>

³<https://www.radiocentre.org/the-audio-market/the-future-of-radio/>

⁵ <https://>

⁴ ARN NEUROLAB, SOUND YOU CAN



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SUSTAINABLE TV PRODUCTIONS

bTV Green Filming

bTV Media Group

SUPPORTING BRAND GROWTH

Green filming – the sustainable way to produce TV content

In October 2021, CME as a part of PPF Group joined the leaders in the media industry working strategically towards the reduction of carbon waste. The ensuring of a sustainable supply chain, performing of operational upgrades during the working process and changing the culture of every employee, partner, supplier and distributor, as well as reducing energy and waste, are only part of the steps initiated across six countries by which CME believes it will inspire continuous sustainable behaviors.

bTV is already actively applying the so-called "green filming" methods in part of its key TV projects. The green practices' main goals are to reduce greenhouse gas emissions, the more efficient use of resources and protecting the environment. These models encompass all elements and stages of TV production – from décor construction, styling, catering, hygiene and waste management through content and post-production. The certification for it is carried out by albert – the organization that has been supporting the environmental sustainability of the TV and film industries for over than 10 years in partnership with BAFTA. The certification process involves the measuring of productions' carbon footprint, compensating carbon emissions through investments in environmental projects, and training the production and creative teams.

The Voice of Bulgaria is the first certified environmentally sustainable, carbon neutral TV format in the country. *Nikolaos Tsitiridis' Show* and *Before Noon* also implemented the green practices this year and other local productions from the bTV Media Group portfolio will join them in 2023. With combined efforts, the media group has the aim of demonstrating a successfully functioning TV station that is focused on nature and inspiring actions for a cleaner, greener environment. The benefits of these processes will be many for the end users and TV viewers, as well as for the offered communication solutions aimed at a sustainable business for the partners of bTV Media Group.



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January

June



LOVE MONTH



WOMEN'S MONTH



EASTER



CHILDREN'S DAY

SUPPORTING BRAND GROWTH

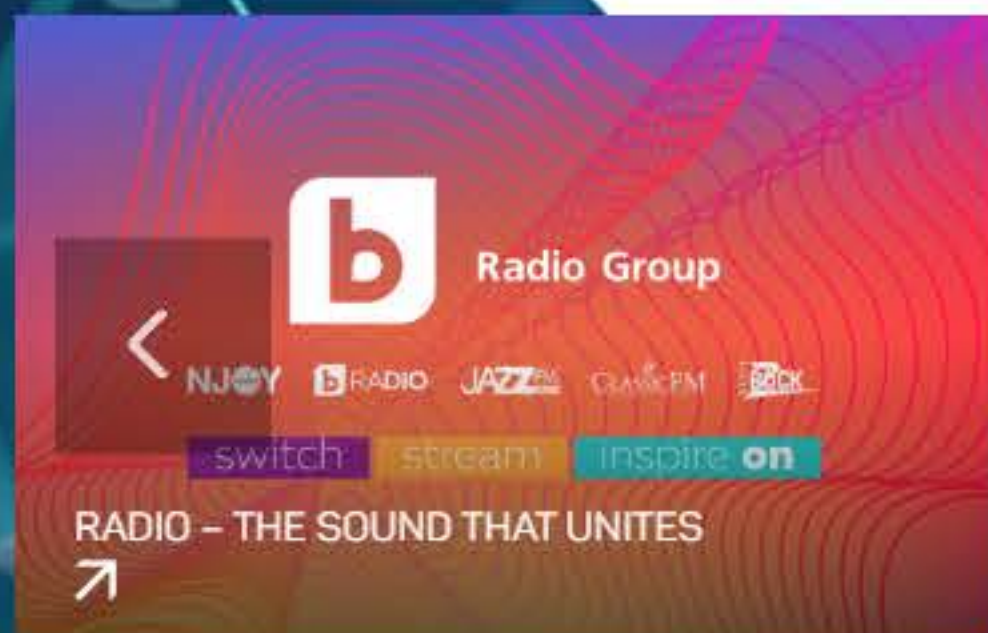
Our thematic content will tell you who we are

Every day can be an occasion for celebration. And every celebration is an occasion to be noticed. The same way that people feel uplifted in the spirit of organizing the special days of the year, we at bTV Media Group create occasions for onscreen euphoria for maximum visibility for brands and their campaigns.

Christmas and Easter come only once a year, but the appropriate occasions to associate a product with thematically selected content are available every month. The offers for presence in thematic content across the air and platforms of bTV Media Group are a long-standing tradition by which the media group supports its partners along the path of achieving maximum results within their communication campaigns. With the powerful aid of high quality video content on air, the thematic offers of bTV Media Group's creative teams ensure additional positioning in a digital and radio format, in a context oriented towards the empowerment of brand messages and their products' key selling points.

Independent of the occasion, we transform it into a celebration. We are constantly developing and offer ever more innovative advertising solutions for our partners beyond the advertising block. The sports content of various disciplines – football, volleyball, basketball, boxing and mixed martial arts, rhythmic gymnastics, beach volleyball – supplies a dose of refreshing choice for the representatives of any industry. As with holidays, common interests unite people, thanks to which we believe in the power of appropriately selected thematic offers.

In combination with the technological revolution happening on air and in the digital space, bTV Media Group enhances the communication with a visually creative reality – a celebration for all senses. The innovative formats, among which augmented reality, podcast positioning and 360° presence, are only several of the options with which we engage the audience, while the classic selection of alternative advertising forms is one of the most popular opportunities to display creativity – which our team is always ready to support our partners with through ideas and practical application.



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NEWS AND CURRENT AFFAIRS

● EVERY DAY - 12:00/19:00, WEEKDAYS - 7:00/8:00/9:00/17:00/23:00

bTV News

bTV News is the home for quality journalism in Bulgaria. With its proven professionalism and technical capabilities the news presents all viewpoints of the most current events in Bulgaria and the world.

In Spring 2023, bTV's newsroom continues monitoring everything most important and interesting and provides viewers with the power of information. In a heavy economic, political and social crisis, trusted sources are of key importance for a timely and reliable coverage, with bTV answering the viewers' expectations to receive an objective and an in-depth image of global and local events.

bTV's newsroom was defined as the media with highest levels of trust on election day on 2nd October, 2022, when it covered the consecutive round of early elections for over 18 hours on air. The political environment in the country, with the decisions of the legislative and executive authorities, are an important part of the content before, during and after elections – to ensure viewers are completely informed about the decisions directly influencing their lives.

Apart from politics, many consumer and socially important news from around the country, interesting reporter stories about little known issues, as well as information about global events and processes also find their place on bTV News, presented in line with the highest journalist standards.

Thanks to the latest technologies that bTV News possesses, interesting stories and raw facts are presented in an entertaining manner, with the assistance of augmented reality and innovative approaches with which the viewers themselves become part of the experience. An integral part of the central emission is the discussion at the end, in which the anchors discuss the most important topic of the day with experts.

bTV News continues to be where events occur, ceaselessly searching and creating news about all topics of importance to society. Extraordinary field reports, special emissions and everything important live are part of the characteristics of bTV News, presented by the most prominent, respected and awarded journalists in the country. Along with them, we regularly introduce new faces who receive opportunities for development and realization.

Apart from on air, *bTV News* has strong presence where the users need them – on bTV Radio, at the renewed website btvnovinite.bg, on social media - Twitter, Facebook, Instagram, and on the latest channel, TikTok. On all these platforms, not only the most current, but the most interesting news finds its place.

The latest channel for civil journalism is the mobile app *Reporter*, which is an extension of the well-known rubric for viewers' signals.

28.4%
AUDIENCE SHARE

■ Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

● EVERY DAY - 12:00/19:00, WEEKDAYS - 7:00/8:00/9:00/17:00/23:00

bTV Weather

One of the most distinguishable, followed and loved segments – bTV Weather – will once again this Spring be available for viewers with the most current and precise information. We can find out what the weather forecast is from morning to evening, 7 days a week and independently of whether it will rain or shine, the smiling hosts Natali Trifonova, Stanislava Tsalova and Borislav Lazarov charge us with smiles from the small screen.

bTV Weather is the only weather forecast which provides viewers information about the allergy-causing pollens via 3D visualisation.

The hosts present the professionally prepared weather forecast, which has become a trademark and enjoys high viewer trust ratings. Apart from warnings of dangerous occurrences, they do not miss a chance to share useful information on how to utilise good weather to the best extent.

bTV Weather also offers the opportunity for alternative advertising forms at the most watched TV time, for brands seeking to reach the mass audience.

The forecast from TV, detailed information about the weather around the whole world, codes announced for dangerous occurrences, road conditions and further useful information can also be found on the online platform dalivali.bg.

26.1% AUDIENCE SHARE

■ Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

● EVERY DAY - 12:00/19:00, WEEKDAYS - 7:00/8:00/9:00/17:00/23:00

bTV Sport

The most important and interesting news and events from the world of sport, presented in a different and dynamic way at the highest level by young and energetic professionals, await viewers in the new season in the bTV sports news. The inspired team at bTV Media Group's sports newsroom will continue making a selection of local and global news involving the most exciting tournaments and matches, presented in an attractive and professional way thanks to the integrated bTV studio and augmented reality technologies.

With their unique approach, the journalists will continue reporting on the most prestigious tournaments in the world - UEFA Champions League, UEFA Europa League and UEFA Conference League, as well as a number of special events.

Everything most interesting from the worlds of Bulgarian and global sport, as well as exclusive content, are available at the specially dedicated bTV Media Group website btvsport.bg. On it, users can find exclusive news, interviews, meetings with superstars and their coaches, tournament results, live stats, as well as the full programme of sporting events. btvsport.bg is the home of the bTV Media Group podcast, *About Sport Without Clichés*.

27.2%

AUDIENCE SHARE

■ Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

● WEEKDAYS - 6:00

THIS MORNING

bTV's morning block *This Morning* has been giving the tribune to the hot topics of the day, which later find development in the news emissions and online channels of bTV Media Group. The anchor Zlatimir Yochev meets the most current, interesting and special guests to discuss the events and stories of the latest hours.

Apart from discussions in the studio, the block offers news in real time, reports live from the scene, external studios on occasion, curious conversations, investigations and the most significant consumer topics.

This Morning will continue to be among the most dynamic journalistic shows on bTV in the coming Spring season.

Every weekday from 6 am over the course of an hour, the main anchor together with the remaining personalities from the newsroom of bTV News, Sport and the Weather discuss current topics as well as fun facts, viewer signals and curious stories from the social networks. Only on bTV air do four or five hosts present what is most important in the beginning of the day. In the time up to 9:30 am, bTV Radio listeners receive the big picture about the significant events from the country and abroad that concern everyone.

The team of the morning block is always prepared for longer airtime and for the broadcast of the events important to our country in a wider aspect, such as special studios for official celebrations, parliamentary events, important press conferences, protests, serious incidents, and others.

This Morning traditionally maintains consumer topics and rubrics for advice for viewers. Useful information on how to save from utility bills, how to plan a family budget reasonably, a price comparison of the staple stocks and services – important information for the day presented by bTV's reporters and correspondents.

Climatologist Prof. Georgi Rachev offers a detailed weather forecast in a special rubric every Tuesday and Friday. In a colourful and untraditional way, he comments the natural occurrences and the news in the sphere of tourism.

Within the scope of the programme continues the long-running rubric *Spirit Week* which is broadcast in the weeks around Christmas and Easter. In it, viewers meet popular personalities and artists, as well as doctors, firemen, policemen, lifeguards and regular civilians, who have impressed with their actions and inspire through their work.

The popular survey *The Question of bTV News* is presented and moderated on *This Morning*, in which viewers can choose from a poll of answers to a question about the latest current affairs, with the results being shown on the air of the morning block.

26.4%

AUDIENCE SHARE

■ Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

WEEKDAYS - 9:30

Before Noon

Always different. Always current. Always entertaining and for the entire family. This is the *Before Noon* show, which this Spring once again will make bTV viewers smile from 9:30 am all the way through to the midday news.

Normal people with abnormal fates, exciting stories and meetings with various personalities, analyses and commentary of events and occurrences from public life, which excite viewers and reflect upon their lives. This and a much larger diversity of topics, interlocutors and people will be part of the Spring season of *Before Noon*.

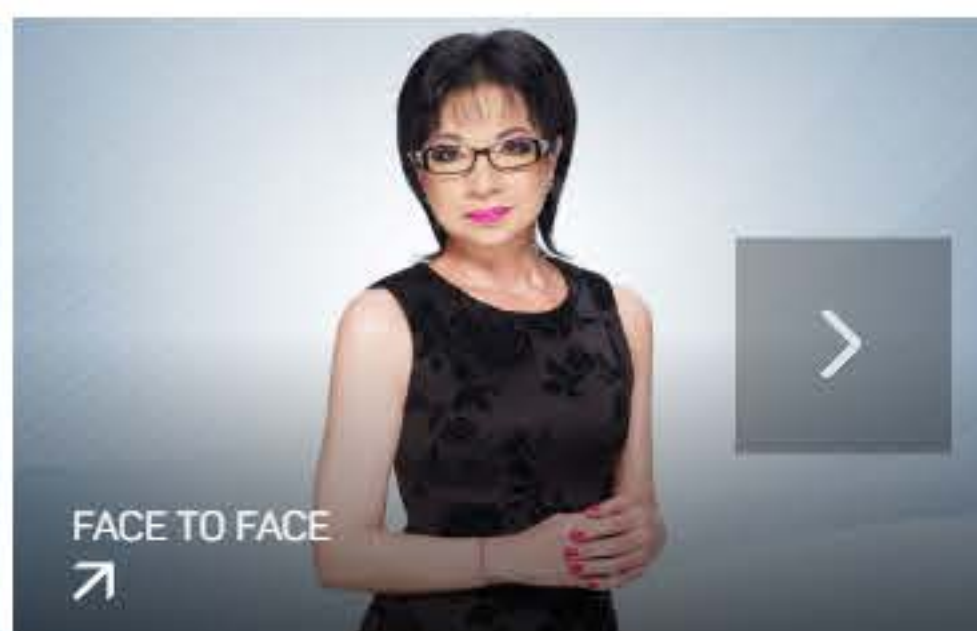
The hosts Desi Stoyanova and Sasho Kadiev will continue leading viewers through the vast world of life as it is, while various emblematic personalities from the small screen will lead intriguing and diverse rubrics and series. Among them are Radina Chervenova, Georgi Toshev, Dr. Martin Genov, Viktor Stoyanov, Vanko and Gani, Raya Peeva, Poli Nedkova, Milen Stamatov, Svetlozara Lazarova, Vessi Zürbrüg, Nencho Ilchev, Deyan Statulov, Ralitsa Stefanova and more. The show will be even closer to the viewers with an opportunity for interactive communication, while the social media conversation will continue to be live in real time and easy to navigate.

Before Noon will be accessible on bTV Media Group's online platforms, with excerpts from the show on the bTV website, the entire shows on bTVplus.bg and at any time at VOYO.

22.9%

AUDIENCE SHARE

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NEWS AND CURRENT AFFAIRS

SATURDAY / SUNDAY - 7:50

THIS SATURDAY, THIS SUNDAY

The bTV weekend block offers viewers a real diversity of topics and a pleasant start to the days of rest.

Every Saturday and Sunday from 7:30 am-11:30 am, the show radiates quality journalism, culture and entertainment. The hosts on Saturday, Zheni Marcheva and Diana Lyubenova, and those on Sunday, Maria Tsuntsarova and Petya Dikova, together with their teams develop four hours' worth of content, with topics and guests for all.

The very experienced journalist Zheni Marcheva meets prominent figures from social life, politicians, analysts and specialists with whom they comment the most important topics of the week. bTV's foreign correspondents also have active participation on Saturday and present the global events and their impact on Bulgaria. Zheni discusses the most current headlines from the information stream together with the anchor of the noon bTV News emission up to that time.

The second part of the show is dedicated to culture and art, in which the host Diana Lyubenova holds exclusive interviews with Hollywood stars, as well as discussing new projects by national artists. The Habits of Success is an interesting rubric in which Emanuela Toleva tells us of the paths towards success of popular and unknown personalities through which we can learn and be inspired. In another rubric, a winner of The Farm 6 Vania Ilieva - "Happy Vanche", helps the viewers travel around the world without leaving their sofa. The show also finds time for sport - professional or amateur, with guests such as famous sportspeople and journalists.

Part of the This Saturday team is also the host of bTV's Weather, Stanislava Tsalova. Apart from the weather report live from various locations, Stasi offers useful advice on how to use the weather best, interesting events and attractions for the Saturday ahead.

This Sunday offers a similar structure to the show. On Sunday mornings, anchor Maria Tsuntsarova begins with a journalistic approach to the events from the past week and meets guests to comment on the hottest topics. As one of the most popular and awarded journalists in the country, Maria invites top interlocutors, offers her original videos and exclusive reports, which create long-term impact across the media space.

At 10 am starts the time for show business, in which Petya Dikova shares with viewers interviews with popular actors and entertaining reports. In Mummy's Chair is her trademark rubric, in which she tells us stories of famous and successful ladies, who are also mothers. Apart from entertainment materials, Petya also performs social commentary and pays lots of attention to the topic of addiction.

The two hosts meet viewers with the personal interviews of famous guests and participants from bTV's current formats.

The Sunday edition also includes two authorial rubrics. Around in which reporter Radiana Bozhikova engages in the quest for seeking out stories from near and farther afield to inspire, make us smile and provoke us. In Simona's Kitchen is a fun culinary series by the singer Simona Zagorova in which popular personalities cook their favourite dishes and sing.

The weather forecast on Sunday is live, with the much-loved Bobi Lazarov presenting at every hour. Apart from the expected meteorological conditions, as an experienced reporter he shares curious and interesting facts and provides original content on important topics which often remain left out of the central news.

After the renewed studio and image wrap in the Fall, the Spring season will also bring further surprises with new faces and rubrics. The team of time-tested professionals will once again mark special events and celebrations, as well as the summer months ahead, with at-the-scene studios from various points around the country. The entire content of the Saturday and Sunday morning block is accessible on the bTV Media Group online platforms.

19.2% AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

● WEEKDAYS - 17:30

Face to Face

bTV's emblematic publicist talk show Face to Face meets the viewers with key interlocutors on the hot topics of every weekday from 5:30 pm.

One of the most authoritative and respected publicists in the country – Tzvetanka Rizova – is a long-standing author and host of the show, working in tandem with Bisera Angelova. The most precise questions towards politicians, experts and public figures seek the first comments and analyses of the day's news. Not only politicians, but also people of literature, actors, musicians, and personalities with bold social views are also guests of the show.

The show presents additional useful information, with materials and live reports from the scenes from where the latest news are happening, while the in-depth studio debates provide new viewpoints and food for thought for the viewers. The studio houses arguments in which conflicts are resolved or heightened, and the interlocutors are free to defend their theses – while the host is free to argue with them. Freedom is part of the Face to Face atmosphere.

As one of the most experienced journalists in Bulgaria, Tzvetanka Rizova is the bearer of numerous awards, among which the first Chernorizets Hrabar prize for TV journalism.

24.6%

AUDIENCE SHARE

■ Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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NEWS AND CURRENT AFFAIRS

SUNDAY - 16:30

120 MINUTES

The show 120 Minutes is one of the emblems of bTV journalism and among Bulgarian viewers' favourites. The host Svetoslav Ivanov, who is one of the most liked and approved of small screen hosts in numerous surveys, has created his own style and established the show as an authoritative tribune for interesting and important personalities and events.

From the new season, 120 Minutes will begin at 4:30 pm on Sunday, offering even more minutes of quality journalism served at a global standard. Sunday afternoon is a time for contemplation, for a deeper and objective view of the current themes and events from the week. The discussions on the show resound around society and – more often than not – out of the borders of the country. The emblematic rubric *Commentary of the Host* opens the show and enjoys large attention post-broadcast on online media and social networks, with the host succeeding to provoke viewers towards a new or different viewpoint on the topics that influence our daily lives. The power to provoke contemplation bring also the rubrics *In The Main Role*, *Roaming* and *Time for Answers*, through which the show's team introduces the viewers with current experts, politicians, public figures, as well as people from the worlds of business and art, inspiring and interesting personalities and their stories.

Stoyan Georgiev joined 120 Minutes from the Fall season in his own weekly rubric which carries the famous journalist's characteristic style. He provides a unique view of the most current topics of the week and, together with host Svetoslav Ivanov, comments on social, criminal, political and personal stories which interest the viewers. Top reporter Kristina Gazieva continues to touch the viewers with startling and lesson-filled tales about unusual people and the power of human spirit in her rubric, *The Saved Ones*, as well as sharing good practices and the challenges within education in *Entering the Classroom*.

120 Minutes' stats show constant viewer interest and position the show as a leader in the weekend program in Bulgaria. It is accessible on the small screen and online via the bTV Media Group digital platforms.

19.2% AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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b tv РЕПОРТЕРИТЕ

NEWS AND CURRENT AFFAIRS

SATURDAY - 19:30

bTV Reporters

One of the emblems of bTV News has continued presenting reporter investigations and a more in-depth look at daily issues for the past 15 years.

In the Spring season, bTV Reporters' focus will be reports from the hottest points of the country and the world as well as short films on social topics and problems of people's daily lives. The talented bTV reporters present unique personalities, unknown stories and diverse topics, attracting a wide circle of viewers in front of the TV screen every Saturday evening following the central emission of bTV News.

Producer of bTV Reporters is the general editor of bTV News, Vesselina Petrakieva. The journalist authors at bTV Reporters are valued highly not only by viewers, but also by the jury of numerous prestigious awards. Dimitar Tassev's investigation for bTV Reporters, *Doping in Deep Waters*, won the international sports journalism prize for 2022.



24.6%

AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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ЗАЩО /

ГОСПОДИН МИНИСТЪР?

с Мария Цънцарова

NEWS AND CURRENT AFFAIRS

Why, Mr. Minister?

In continuation of their quest to reflect all viewpoints, ask the most important questions of the week and be close to the people, the Current Affairs team at the bTV newsroom has prepared a new TV format for Bulgaria which has quickly gained a place among the viewers' preferences. The host of the programme is Maria Tsuntsarova, who at the end of every week has an honest discussion with a minister of cabinet regarding the hottest topics of the week.



Every Sunday following the bTV News' central emission, the top topics of our society's political and social lives are the main focus of Why, Mr. Minister?. The host seeks clear and concise answers to questions and topics which over the past week have provoked a multitude of various public reactions or passed through a speedy development.



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SEASON HIGHLIGHTS

I'll Be Fine (Season 3)

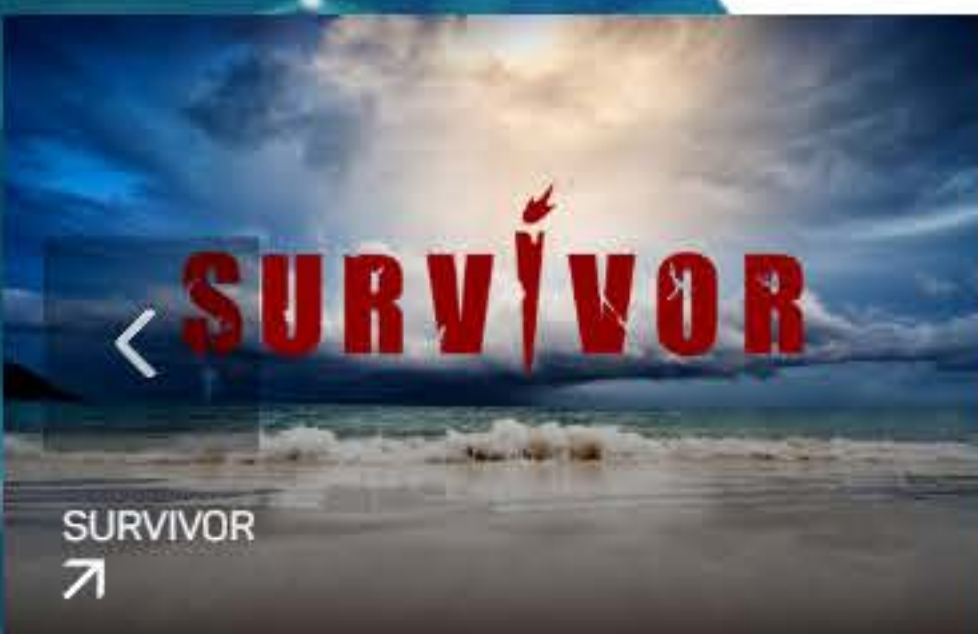
Life in its colourful variety, unexpected plot twists and unforeseen situations will continue to be in focus in the third season of the series *I'll Be Fine*. Current topics that form part of the lives of modern people will excite bTV viewers in Spring 2023 once again. They will be presented with a combination of fresh humour and moderate drama, which will guarantee the good mood of the audience from all age groups.

The high-quality series won viewers over with its authentic story as well as its unique star-studded cast, including actors Rushi Vidinliev, Vesela Babinova, Daria Simeonova, Ivan Yurukov, Deyan Angelov, Irina Miteva, Lyubomira Basheva, Vladimir Lyutskanov, etc.

Guest actors and famous personalities often join in, to muddle up or help tidy up their lives. Throughout the previous seasons, these included Stefka Yanorova, Mina Kaukova, Ovanes Torosian, Krastio Lafazanov, Mihaela Fileva, Deo, Kamen Alpiev-Kedara, etc.

The relationships between the characters in *I'll Be Fine* will be quite complex and muddled again in the third season of the series. There will be no lack to the unforeseen events and surprising situations that put their relations constantly to the test. How will their relationships resolve and will there ever be a happy ending? bTV viewers will find out in Spring 2023.

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SEASON HIGHLIGHTS

The Bachelor

Following the incredible and very successful debut of *The Bachelor* on the air of bTV, the reality show that provoked unmatched public interest will offer new emotions for viewers in Spring 2023. Amidst the exotic environment of one of the most famous resorts on the Mediterranean, Bodrum, the thrills of love and heat of passion will excite the audience in a new way.

The second season of the romantic adventure will steal away 25 new ladies on an incredible journey with a single aim – to find love with pianist Evgeni Genchev. The virtuoso, who has conquered the global scene on several continents, is ready to bare his soul not only to music but also to the woman who will succeed to win over his heart with her qualities.

The romantic story the participants will live through in the show will disclose to viewers a vast world of emotions and thrills unfolding in the magical environment of one of the most impressive and exotic places in the world.

The TV format offers also additional positioning forms to advertisers who wish to associate their brands with high quality content.



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SURVIVOR

SEASON HIGHLIGHTS

Survivor

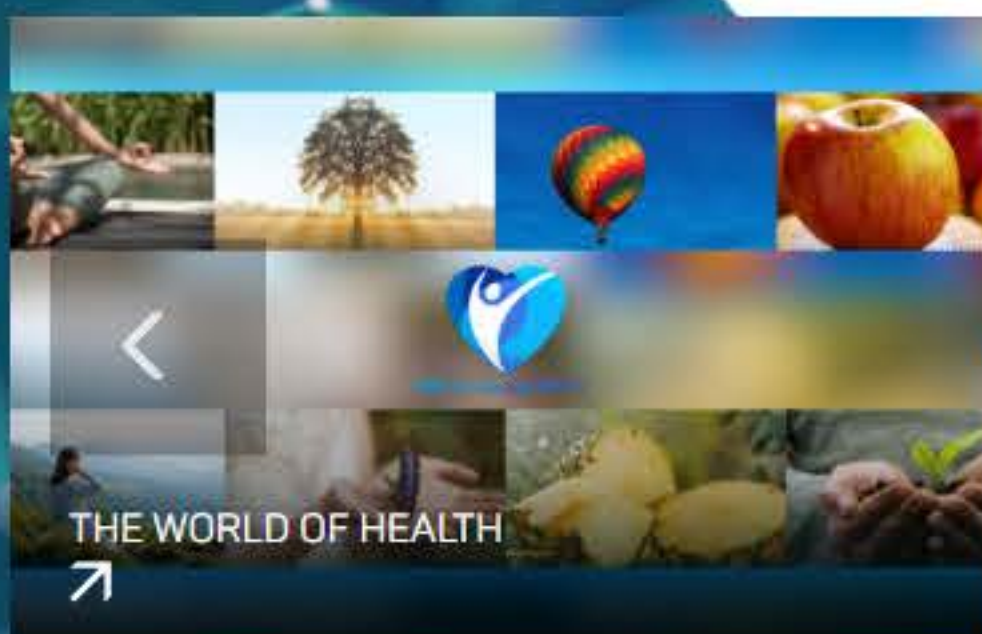
The most large-scale and exotic project of any portfolio of a TV in Bulgaria will once again excite the fans of extreme reality formats on bTV. Shot by global standards in the partnership of Bulgarian and international crews with many years of experience, *Survivor's* latest season will impress with an original concept by offering a new and different adventure that will surprise participants and viewers alike.

At average temperatures between 27° and 32° and in close proximity to the warmest sea on the planet – the Caribbean – on the other side of the world, the participants will have to raise to a severe battle to survive. The most important thing is to endure. To adapt. To remain to the end. To overcome the whims of the weather, sleeping under the open sky, with the thought that animals on whoever territory are unwelcome are everywhere and even the plants around can be deadly. This is *Survivor*.

The 7th season of *Survivor Bulgaria* will prove in a new way that the recognition and title Last Survivor is for those who possesses complex qualities such as a stable psyche, physical power, resourcefulness and strategic thinking. The fans of the reality format will become witnesses of not only epic battles testing human strength and spirit, but will also accompany the participants in the challenges they will undertake together.

A key moment in the reality adventure in 2023 is the short gap between the period of filming and the broadcast of the episodes. The new season of *Survivor* will offer a completely changed model for the production of an entertainment format on the Bulgarian market and will open up attractive opportunities for brand integrations in real time. Who will be the members of the tribes will be revealed very soon..

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ENTERTAINMENT

● WEEKDAYS - 18:00

Who Wants To Be A Millionaire

The greatest game show in the world - *Who Wants To Be A Millionaire* - will once again be one of the main forces of entertainment through knowledge sharing with people throughout the new TV season. Host Mihail Bilalov will meet new participants with whom to share the emotion of the game and discover new worlds of knowledge together.

Who Wants To Be A Millionaire is a show many generations of Bulgarians have grown up with and will continue to do so. With over 20 years on air, the game show has cemented its place as a symbol of encyclopaedic matter and erudition. This is also the long-term ambition of bTV Media Group - to continue offering its audience the most popular and captivating global formats.

The new season of *Who Wants To Be A Millionaire* will be accompanied by dynamic gameplay and lots of emotions. Interesting and curious participants will measure up their knowledge against the vast universe of information and facts the game show's team has prepared for them. Every one of them will have the chance to leave not only with new knowledge, but also with exciting monetary prizes, the greatest of which remains 100,000 leva.

Who Wants To Be A Millionaire is broadcast every weekday from 6 pm. Apart from the bTV air, the show will be accessible on bTV Media Group's online platforms, and also *Who Wants To Be A Millionaire* fans will be able to test their knowledge at any time through the online version of the game at btv.bg.

32.7%

AUDIENCE SHARE

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ШОУТО НА НИКОЛАОС ЦИТИРИДИС

ENTERTAINMENT

Late Night Show with Nikolaos

Entertaining, refreshing and charging with good mood, Nikolaos Tsitiridis' Show will be among bTV's main highlights in Spring's late primetime. With the precise doses of quality humour, intriguing meetings and hot commentary in combination with the multi-faceted talents of the inimitable host, Nikolaos Tsitiridis, the show will continue to entertain the viewers on weekday evenings.

With a light and friendly attitude available only to experienced hosts, Nikolaos Tsitiridis expertly predisposes his counterparts to conversation full of humour and meaning. Famous personalities from various spheres of social and cultural life, notable Bulgarians living in and out of borders, and lesser-known to the wider audience characters who deserve attention and serve as great examples will be among the *Nikolaos Tsitiridis' Show* guestlist.

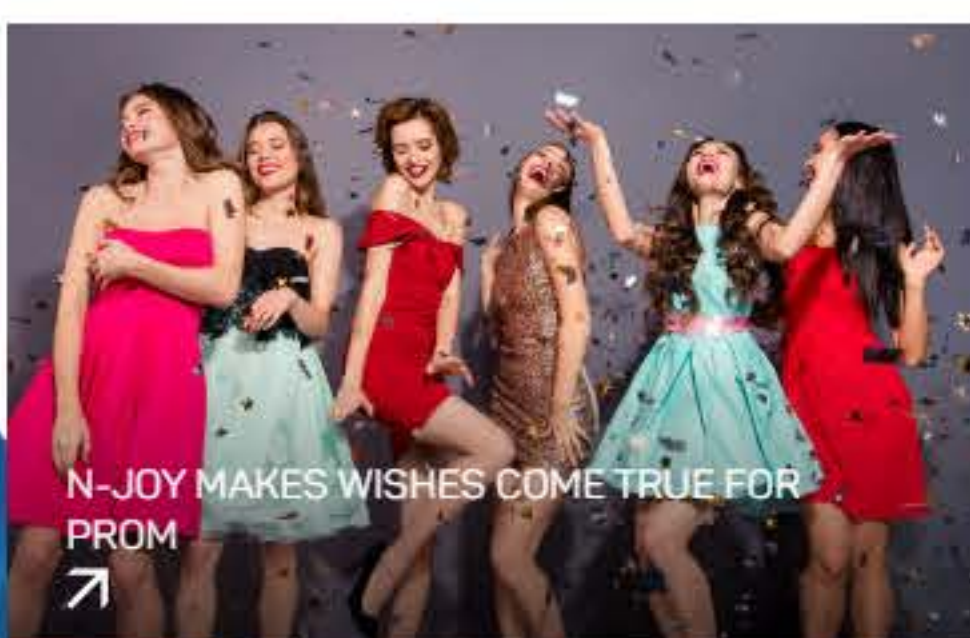
Up-to-date, full of provocative and current content which is liked by the young and active audiences, *Nikolaos Tsitiridis' Show* does not stop working on social causes and new series with reality content.

The zany stories of the host – told with laughter and a healthy dose of self-irony, will continue to entertain the fans of the original series NIKOLAOS+. Provocation and awkward situations await its multitude of fans, who will follow the new adventures of Nikolaos himself, as well as his favorite colleagues from the band, guest stars, as well as the only lady in front of the camera – the talented and extravagant Preya.



20.3%
AUDIENCE SHARE

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ЖИВОТЪТ ПО ДЕЙСТВИТЕЛЕН СЛУЧАЙ



ENTERTAINMENT

Life based on a true story

Life based on a true story is one of the newest local productions on bTV air. The talk show offers a rich palette of rubrics disclosing the irregular human stories of regular people and famous people alike. The main host of the show is Alexandra Surchadzhieva, whose fate has also supplied some surprises, and the charismatic Ivo Arukov hosts the *Top 10* rubric of current themes of Bulgarian life.

The mission of the new entertainment show is to inspire bravery and show that every problem has a solution. Through the guests' stories – how they overcame the most dramatic moments in their lives, what lessons they have learned and how they moved on – Alexandra Surchadzhieva gives strength and confidence to viewers in difficult life circumstances.

Life based on a true story is broadcast every Saturday from 5:00 pm-7:00 pm.



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СВЕТЪТ НА ЗАРАБЕТО



ENTERTAINMENT

SUNDAY - 11:30

The World of Health

The World of Health, authored and hosted by Dr. Nedelya Shtonova, is an educational programme about health and a proactive health culture which encourages healthy life choices to achieve harmony, happiness, longevity and prosperity.

The show presents all the latest and most useful from the world of medicine – it introduces people to the best medical specialists around Bulgaria and the world, tells emotional personal stories about severe diagnoses and the power of the human psyche in the battle for health and life, presents intriguing clinical trials and news from the world of modern-day medicine and a holistic, integral approach towards human health.

The show is broadcast every Sunday from 11:30 am on bTV with inspiring live guests, reports, witness' accounts, live reporting from the scene. The host, Dr. Nedelya Shtonova, is a neurologist with international specialisations at Weill Cornell Medical College in New York and Hôpital Européen Georges-Pompidou in Paris. Her doctor's dissertation at the Sofia Medical University Department of Neurology's topic was *The role of psychosocial risk factors for the emergence and development of atherosclerosis*. Thanks to Dr. Shtonova's in-depth authorial interpretation and her personal medical expertise, the show sets new standards for modern health journalism, forms a health culture of prevention and sustainable psychological consciousness among the viewers.



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ENTERTAINMENT

SUNDAY - 13:30

Wanted

This Spring the emblematic duo of *Wanted* will once again offer studio guests and viewers in front of the small screen a rich palette of resounding and diverse emotions. Happiness and sadness, smiles and tears, fun and honesty will keep the audience closely following with bated breath the deep conversations and personal meetings of Megi and Neli with the most interesting, famous and affirmed personalities of the country.

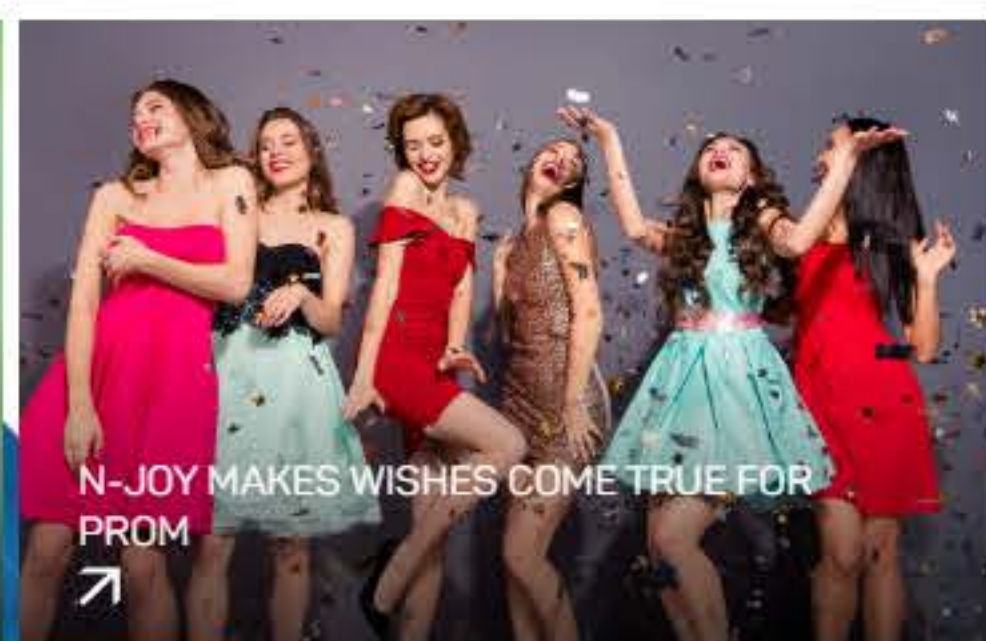
The Sunday talk show will continue to rely on its inimitable style and predisposing environment within its cosy set, and surprise meetings with favorite and close people to the guests. With their unique approach of sincerity and benevolence, Megi and Neli will disclose to the audience the real and human side of their guest and will connect to their own, diverse world together with the viewers.

For all fans, the most emotional and warm show on bTV will be accessible through the bTV website, the catch-up platform bTVplus.bg and the online platform VOYO.

18.9%

AUDIENCE SHARE

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НОВИ ИСТОРИИ ОТ ШИРОКИЯ СВЯТ



ENTERTAINMENT

SUNDAY - 13:30

No Luggage

New stories from the wide world await bTV's viewers this Spring with the documentary series *No Luggage*. Once again in the new season, the intriguing show will take curious viewers from all age groups to countless unknown corners of the planet, introducing them to distant cultures, nature and wildlife, tales and legends.

The show has become a firm favourite for the Bulgarian and foreign audiences. The episodes, shot in a distinctive reality style, have become part of the global documentary distributor TVF International's catalogue alongside the programmes of the most popular TV channels in the world. Various seasons of the format are broadcast on the most viewed TV stations in Spain, Brazil, Greece, Estonia, Slovakia, China, Hungary, Vietnam, Thailand, South Korea, Brunei, etc.

No Luggage was established as an original format in 2006. With even its first episodes, the series became an audience favorite among viewers of all ages. It has produced seasons in dozens of countries throughout Africa, Asia, Europe, Latin America and ocean islands. The episodes are intriguing, truly entertaining yet educational, telling tales of unknown corners of the planet, cultures of faraway nations, stories and legends, adventures, romantic and luxury voyages.

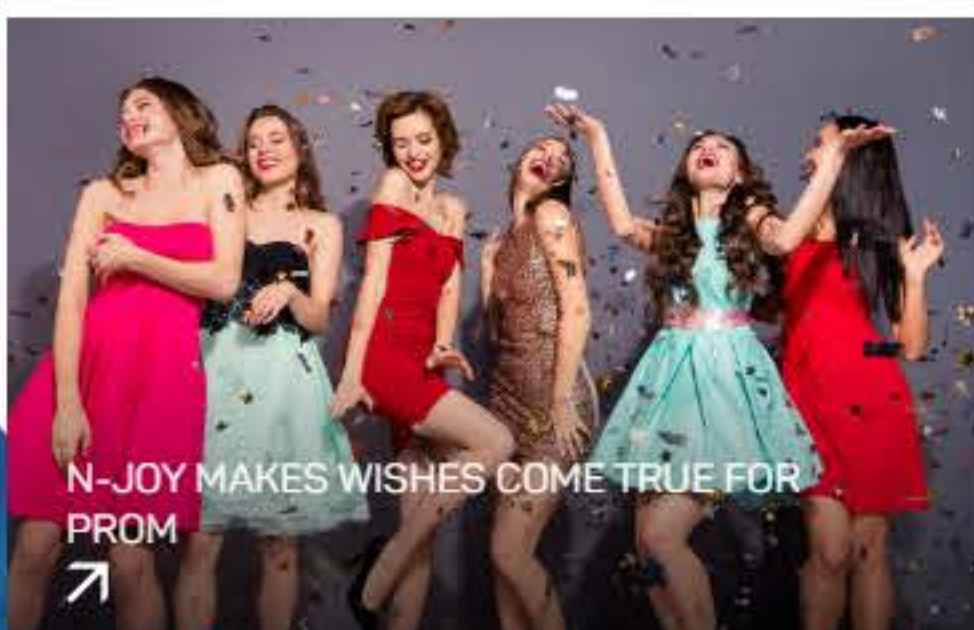
No Luggage is broadcast every Sunday from 1:30 pm.



14.9%

AUDIENCE SHARE

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ENTERTAINMENT

SATURDAY - 11:30

The Children of the Other Bulgaria

One of the most inspiring series is back on bTV air this Spring to find an answer to the question of what does it mean to be a Bulgarian in a global world divided artificially, and after 30 years of so-called "transition". In the films, shot by journalist Georgi Toshev, the focus is the retention of national identity through the stories of the children who were born and grew up abroad but feel Bulgarian nonetheless. The new season of the series will look further into the connection, adaptation, self-consciousness, transfer of traditions, the globalisation of these people and their families.

The team will tour the world to speak to the "Children of the Other Bulgaria" about events happening around the world and back home through their personal stories of people who wanted to change their fate by leaving Bulgaria.

As the father of a child born in the other Bulgaria, for the author of the series Georgi Toshev it is important to speak of the feeling of belonging towards a country in which you do not permanently live. This provoked him to find an answer to the questions such as what is the new generation of Bulgarians - are they Bulgarian or not, what is Bulgaria to them, how have they succeeded abroad, what have they gained from Bulgaria and how Bulgaria is present in their lives around the world.

With its documentary character and fascinating stories, *Children of the Other Bulgaria* is a continuation of the proven popular series *The Other Bulgaria*.

13.6%

AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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Богатствата на България

ENTERTAINMENT

Treasures of Bulgaria

bTV will present the most beautiful places in Bulgaria in the affirmed documentary series Treasures of Bulgaria once again in the next TV season. The crew tours the country to present all the treasures and symbols of the regions – cultural and historical heritage, nature, traditions, legends, rituals. The viewers will be submerged into the authentic environment of the various regions through curious facts, and the professional expertise of historians, archaeologists, and folklore specialists. Through beautiful and entertaining content – breath-taking shots and authentic ethnographic strolls into the past – the series will also present emblematic personalities and events which formed the multi-faceted fate and image of our country.

Treasures of Bulgaria is a trip into the past, but with a wide view of the present day in everything that left a permanent imprint on Bulgaria to this day. The show is broadcast every Saturday from 12:30 on bTV. The team is preparing the airing of another documentary series of 6 episodes – The Forest – thematically dedicated to protecting the forests, forestry and the forest rangers who have been protecting the green treasury of Bulgaria for over two decades.

15.8%

AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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НЕРАЗКАЗАНО В ИСТОРИЯТА

ENTERTAINMENT

The Untold History

The Untold History is a unique documentary series for the country, which casts light on curious facts that are little known, but have significant importance for the course of our country's history. Through personal stories and memories of participants, all emblematic events of Bulgarian history will be noted with special films in *The Untold History* on bTV in Spring 2023.

The time-tested series for a consecutive season will present the opportunity to advertisers to associate their brands with high-quality content in prime time. Among the highlights this Spring will be films about Boyan Maga (Boyan Magesnik), son of Simeon the Great, and a film on the Novo Selo revolt.



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ENTERTAINMENT

SATURDAY - 12:30

COOLt

In Spring 2023, the tenth season of the show COOLt will provide new, interesting meetings with popular faces from the world of art. Well-known or rising talent in the spheres of music, cinema, theatre and literature, as well as internet sensations, will be guests of the host Natali Trifonova every Saturday at 12:30 pm.

Popular faces and alternative creators chose one of the most loved lifestyle shows for the premiere of their new projects, also where viewers can see exclusive shots from behind the scenes at some of bTV's most popular formats and meet the loved faces from bTV air.

The smiling Natali will continue to provoke her guests over a full hour with new surprises – to share unknown facts or stories from their professional challenges and personal lives.

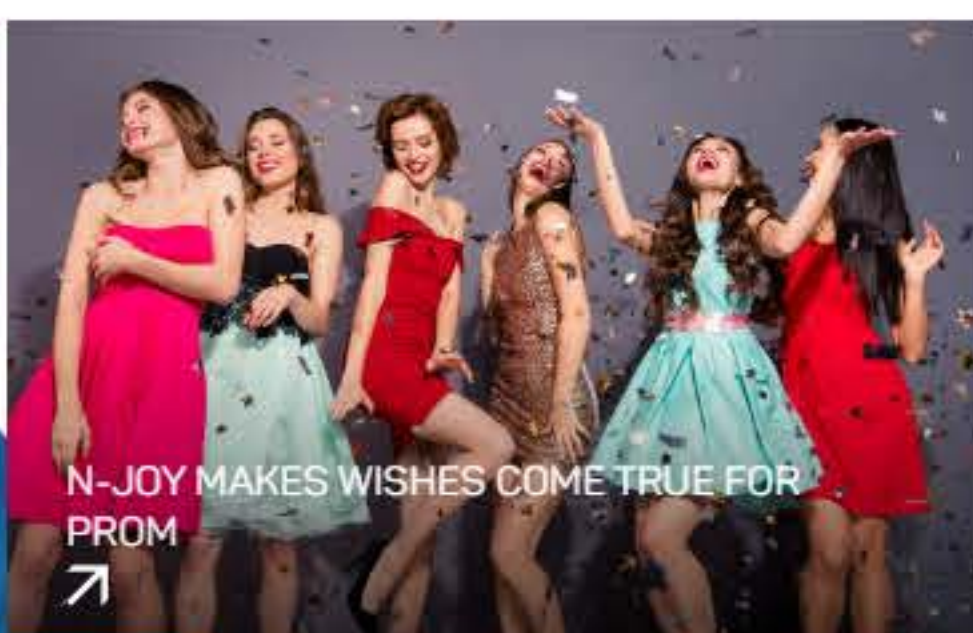
Throughout the new season again, COOLt will tell inspiring stories about interesting personalities from around the world, as well as not miss any important events and news around the brightly shining Bulgarian and global stars.

In addition to the bTV viewers, the show will be accessible to online consumers – live at btvplus.bg and the past episodes at btv.bg.

16.7%

AUDIENCE SHARE

Source: GARB, SPRING season 2022, central newscast consolidated data, target 18-49 y.o.



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ENTERTAINMENT

SATURDAY - 17:00

Gamer

Everything most interesting from the incredible world of gaming awaits bTV Action viewers throughout the new season on Gamer. The host of the unique to Bulgaria show will once again be charming Natali Trifonova. Every week, she will submerge the viewers into the gaming industry with the latest news from the sector. The topic's best experts will regularly review various games, not missing the chance to demonstrate the best strategies, as well.

Entertainment on air will be guaranteed, but Natali will also direct the focus towards the serious side of the gaming industry that has become a favourite hobby for children and adults alike. Gamer is the consecutive innovative project by bTV Media Group created in reply to consumer demand and an undeniable proof of the central strategy of the media group to create original content synchronised with the latest tendencies. The show accesses a unique TV audience for advertisers together with opportunities for alternative positioning formats.

The show is broadcast every Saturday with a starting time of 5:00 pm.



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RING



ENTERTAINMENT

RING

In the Spring, the bTV Media Group sports channel will continue relying on top-class matches from the most interesting European tournaments. Connoisseurs will be able to follow a number of their favorite sports events on RING airtime, while advertisers will have the opportunity to reach the male audience with varied advertising forms.

In the new season, football will once again be the traditional leader in RING's broadcasting. Sports experiences at the highest levels await viewers with UEFA tournaments - UEFA Champions League, UEFA Europa League and UEFA Conference League, as well as the Italian Serie A, Liga Portugal and the Scottish Premiership. Adding to the dynamics are boxing matches and MMA and kickboxing tournaments.

Curious and inquisitive fans will have the chance to follow a series of special documentaries about the life of famous sportspeople and historical sporting events. A variety of sports tournaments and world-level events will complete the programming line-up of the longest-standing sports channel on Bulgarian air.

HIGHLIGHTS:

- FOOTBALL:
- UEFA CHAMPIONS LEAGUE
- UEFA EUROPA LEAGUE
- UEFA CONFERENCE LEAGUE
- ITALIAN SERIE A
- LIGA PORTUGAL
- SCOTTISH PREMIERSHIP (CINCH PREMIERSHIP)
- CONTACT SPORTS:
- BELLATOR, UFC, PFL
- PROFESSIONAL BOXING EVENTS
- WORLD ICE HOCKEY CHAMPIONSHIP



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b ACTION



ENTERTAINMENT

bTV Action - Sport

The matches from the UEFA tournaments: **Champions League**, **Europa League** and **Conference League**, will entertain football fans in the Spring season once again on the air of bTV Action, but also on VOYO. Special commentary studios with the most influential names in Bulgarian sports will continue exciting viewers in front of the screen. The studios' hosts are the faces from the sports newsroom at bTV Media Group, with the backing of the bTV News team as well.



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▶ VOYO



ENTERTAINMENT

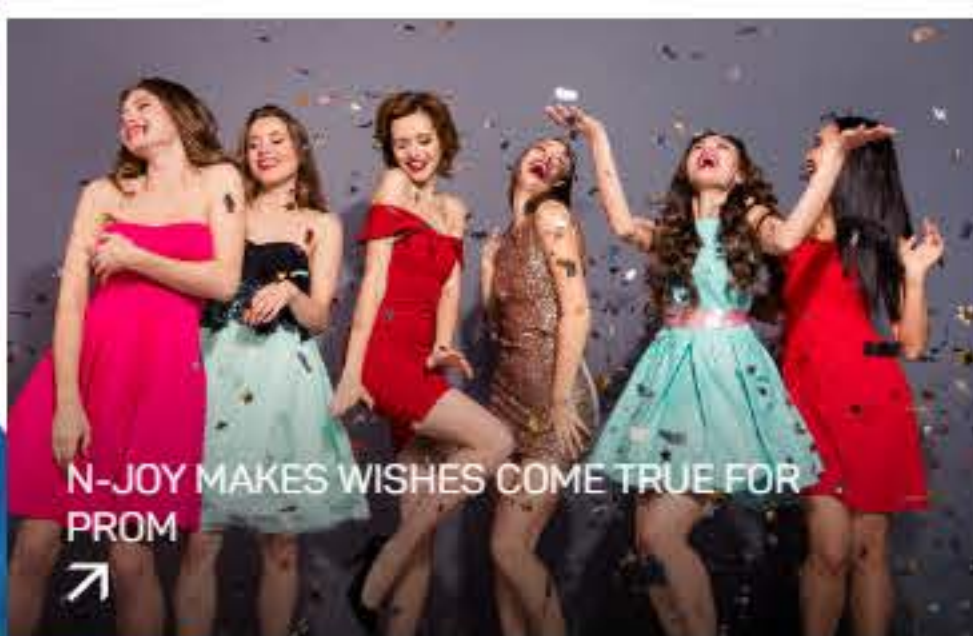
VOYO

A rich movie library, premier titles and over 7,000 hours of diverse video content with no advertising await VOYO users in Spring. bTV Media Group's SVOD platform offers an enormous catalogue of live action movies, series, animated movies and shows updated daily. VOYO users can watch the most popular realities, entertainment shows, as well as their favourite series in advance of their premieres on air at a time convenient for themselves.

Football fans will be able to follow live exclusive matches from UEFA's tournaments and the most popular European club championships. Exclusive premier series also have their reserved place on the platform, such as *Mr Wrong* (Bay Yanlis) with viewers' favourite Can Yaman, *When You Love Her* with Alperen Duymaz and more. The youngest viewers will have the opportunity to have fun and learn with lots of new animated series and films dubbed in Bulgarian, among which *The Adventures of Paddington*, *Franklin and Friends*, *Winx Club* and more.

Apart from a rich selection of movies from all genres and top reality formats, VOYO offers users online access to all of bTV Media Group's TV channels and radio stations.

HIGHLIGHTS:



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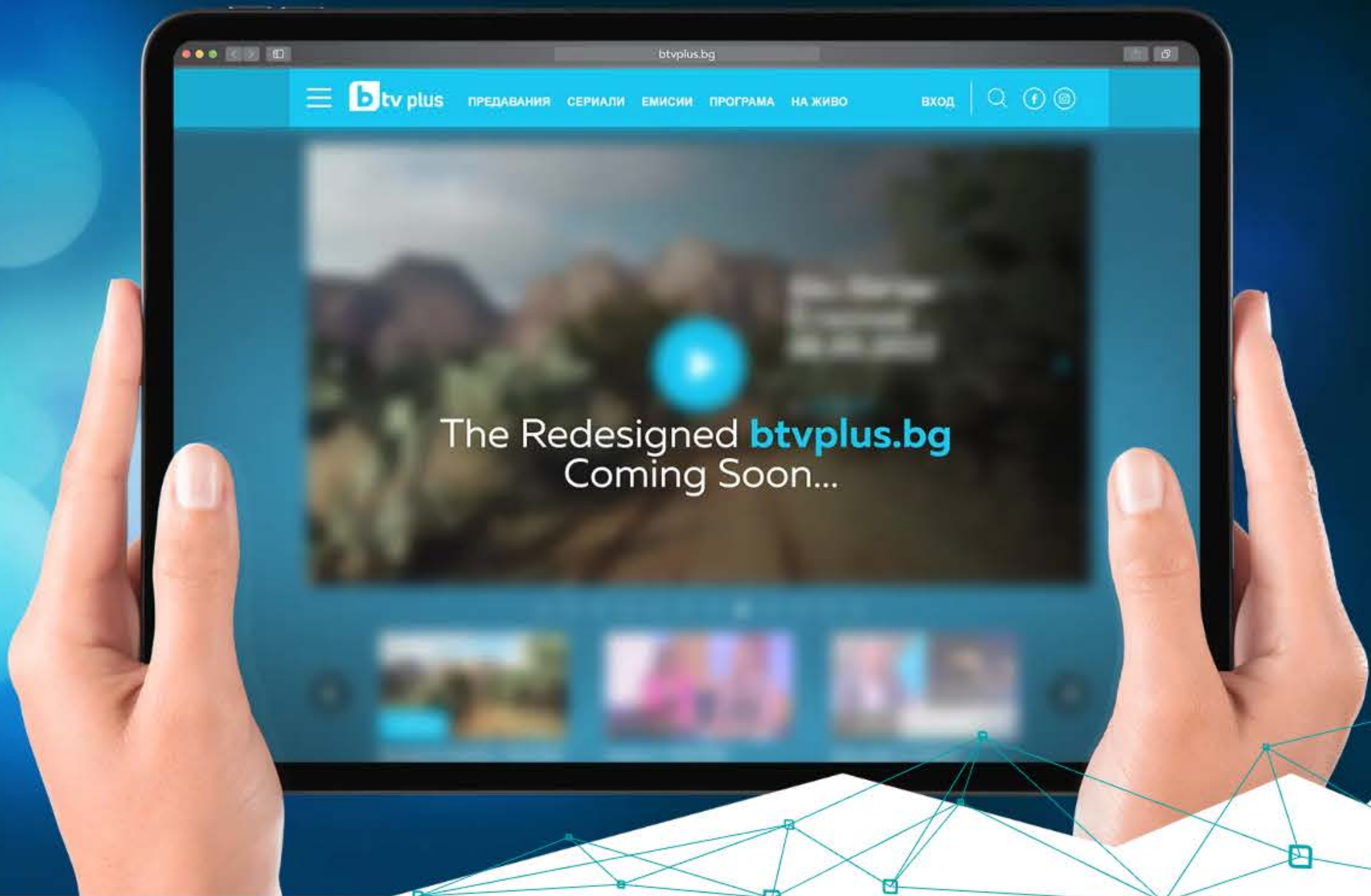
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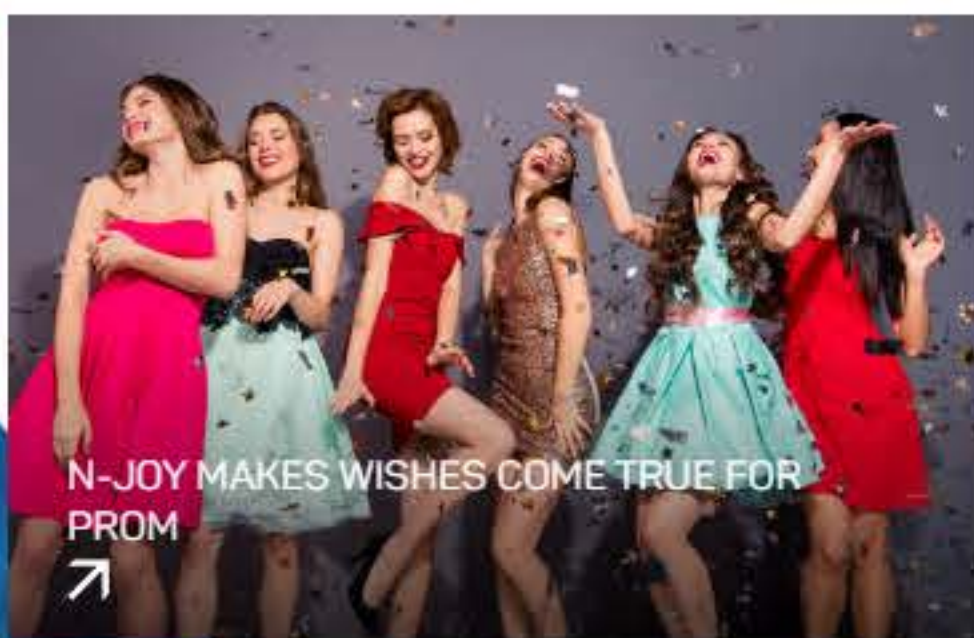


ENTERTAINMENT

bTV PLUS' NEW DESIGN – an exceptional user-friendly experience

bTVplus.bg – bTV Media Group's video platform – has a new, optimised design following the latest global video-on-demand website tendencies. Apart from the cutting-edge and intuitive new looks, the platform will provide users with a new, completely free of charge delayed viewing content up to 30 days after broadcast. bTVplus.bg provides its users the opportunity to watch from anywhere at any time, with an internet connection alone to access quickly and easily their desired content or the missed favourite TV episodes.

Through the package offers of the Digital Sales Department – TV Packages, bTV Plus gives the opportunity for every advertiser to maintain the attention of the viewers in an online environment, to reach a high number of unique users and construct a successful communication strategy by which to increase the efficiency of their campaigns.



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ENTERTAINMENT

N-JOY

Radio N-JOY is one of the largest radio station chains and a national airtime leader* in the main listener categories with its profile in only hits, modern music, curious news, games, etc. N-JOY offers undoubtedly one of the most high-quality and attractive solutions in the world of alternative advertising, combining airtime, online and outdoor positioning.

In 2023, N-JOY will continue to develop its programme and broadcasting with new content following the latest audio tendencies and answering to market demand.

The radio's team was enhanced in the end of 2022 by the arrival of a new host in the programme – Domenika Dimitrova. Mid-September, she made her stunning debut onstage with *Back to School with N-JOY Radio*, charming the radio station's guests and partners. The voice of Nika, as she is known by her closest circle, has been heard on air since 2013 as a news anchor, reporter and creator of topical editions in a programme dedicated to literature. She has vast experience as a voice-over actress for live-action, animated and children's film at one of Bulgaria's biggest audio recording companies. From the beginning of 2023, Domenika will begin her first separate radio show focused on N-JOY's music charts. You can read more about this here.

During the week, the radio programme entertains, informs and engages the audience with its shows. The working day begins energetically with *Inspector N-JOY* and its current rubrics relating to the audience, such as "him and her" relationships, books, astrology, technologies and art. On N-JOY's airwaves at 10 am every weekday, Neya welcomes you to her culinary rubric and the latest gossip from the world of show business in Bulgaria and around the world. On *Pleasantly Distracted* in the late afternoons, the co-traveller of all fans of good music is Desi, who often charms her listeners with prizes. Affable host Niki charges listeners up with the dynamics of her primetime show, *Party Time*. On the show, anyone can send and receive their own individual, musical greetings during the evening traffic – when there is no place to rush, but is a small party on the way home!

* Pop radio with most minutes of listening on average per day across the 18-45 yo target group. Data provided by peoplemetrics agency GARB over the period August 2021-August 2022

HIGHLIGHTS:

- INSPECTOR N-JOY
- FROM 10 TO 2 WITH NEYA
- PLEASANTLY DISTRACTED WITH DESI
- PARTY TIME WITH NIKI
- ONLY HITS



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ENTERTAINMENT

bTV Radio

bTV Radio is the leading information/music radio broadcast in 9 cities across the country. Listeners can follow the latest hot topics of the day in the authors' shows About the City and The Important Things Said Out Loud, through the current affairs and sports programmes on bTV, which are broadcast live, as well as on the regular news emissions prepared by the hosts of bTV News.

bTV Radio's Spring season will begin with an updated programmatic scheme and a new host. More local news, information about current traffic conditions, regular musical guests and rubrics focusing on psychology, health, sports, and lifestyle are only part of the things awaiting the listeners of the musical-informative radio station.

Every weekday from around 4:30 pm, the programme will focus on varied content, with two of the rubrics including the participation of profiled specialists. The health series with the regular participation of Dr Detelina Simeonova will respond to the increased interest in health-related topics. A quite different sports rubric will find its place on bTV Radio airtime as well, led by Ognyan Gunchev. It is distinguishable by its focus on less traditional sports, the dynamic presentation of the history of sport, curious interlocutors and up-to-date information.

HIGHLIGHTS



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Добрич
Шумен
Варна
Трапезна

JAZZ

В ЦЯЛАТА СТРАНА

ENTERTAINMENT

Jazz FM Radio

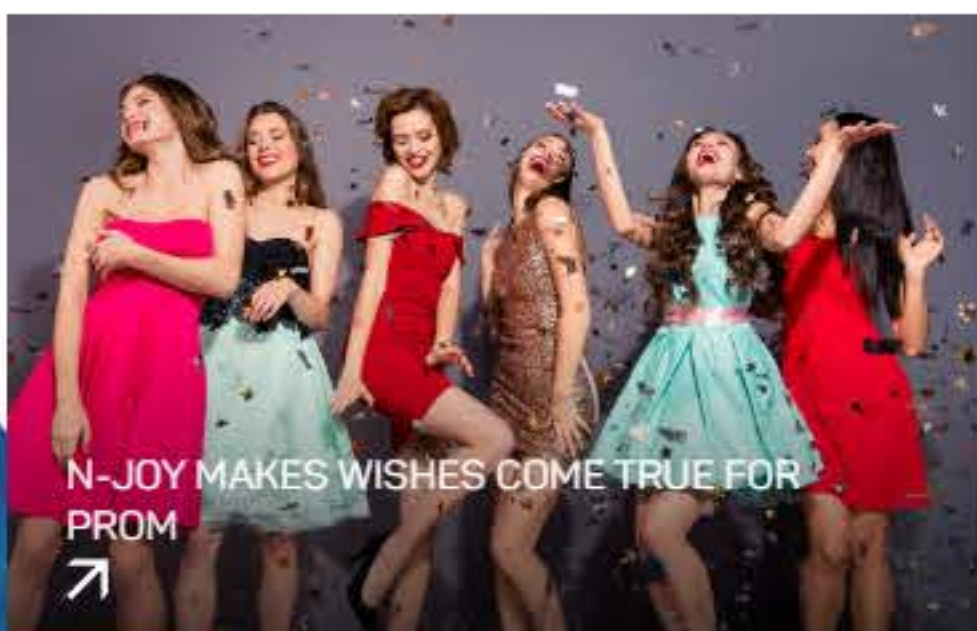
Jazz FM is the only Bulgarian radio station to broadcast the best of jazz, soul, the blues, funk and world music. Guided by the motto *Because Music Matters*, the station offers top hits and the latest music from the genres, providing a meeting point for musicians and listeners.

In 2023, Jazz FM will carry out the latest edition of its festival initiative *Jazz Around the Country*. This will be the second edition of the campaign, which supports the most prominent Bulgarian jazz musicians from the places where they create their music and inspire their audiences. During the initiative, the radio station presents the performers and their work live on air and across its digital platforms through interviews and performances in visual and audio mediums.

In the first edition of the campaign, Jazz FM visited our seaside capital Varna, where over two days guests and listeners were able to listen to 13 projects by 26 musicians working across the territories of regions Varna and Dobrich. In the two 3-hour concerts on the coast held on the 9th and 10th June 2022, jazz resounded in its entire rich palette: classical and electronic, vocal and instrumental, traditional and experimental. The audience of the only jazz radio station in the country were introduced to magnificent creators through their music and the interviews the Jazz FM hosts – program director Svetoslav Nikolov and Tania Ivanova – held before and after their performances. The radio created a close emotional bond between listeners and creators, who are significant but also relatively unknown and can be rarely listened to live due to geographic distance. The music presented in the project continues to be heard on the airwaves of Jazz FM and chosen performances are to be published individually on digital platforms and issued in an album produced by the radio station itself. Next year's journey continues, with the radio taking up a new direction to discover and get to know, to bond and to inspire.

HIGHLIGHTS:

- JAZZ AROUND THE COUNTRY
- JAZZ DAY
- JAZZ FM HITS
- AFTERNOON IMPROVISATIONS
- ALL-TIME JAZZ MASTERS
- FAMOUS VOICES
- THE WORLD OF MUSIC
- JAZZ STORIES
- DESAFINADO
- AMERICAN LEGENDS
- JAZZTRONICA



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ENTERTAINMENT

Classic FM Radio

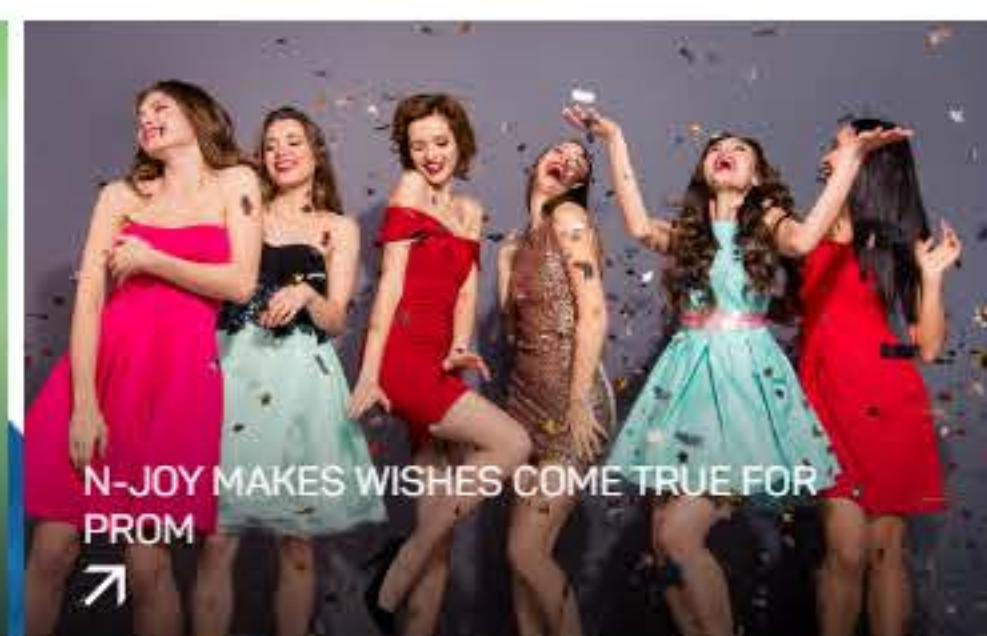
Classic FM is a boutique radio station without an analogue on the Balkans, offering a high-quality selection of classical music, authentic editorial content, games and competitions in the tradition and spirit of classical music. This music welcomes and inspires hope and calmness. It is a home to our souls, but which is its own home? We answer this question in a new rubric on Classic FM radio called *The Home of Music*.

Once a week during the show *Musical Moment*, hosted by Jura Troshanova, fans of the classical art will be able to learn more about some of the most emblematic music halls in the world. The audience of the only classical music radio in Bulgaria will hear the stories of significant musical spaces, concert halls and museums, accompanied by some of the virtuoso performances played there. The rubric will enrich the listeners' experience by presenting the latest audio productions from the global music market which airtime rotation will start after their premiering on the rubric.

The Classic FM program will enrich its content from the beginning of 2023 with the start of the rubrics *New Charts* and *Non-Musicians Talk About Music*. They will display respectively the new generations of classical musicians and their current projects and popular, well-recognized personalities' opinions about classical music. The non-musicians will be presented in a series of interviews with people from politics, economics, business, and more. The aim of the two rubrics is to enhance the current Classic FM program, providing food for the soul with the new classics' music and food for thought with the discussions of the non-musicians and their view on classical music.

HIGHLIGHTS:

THE HOME OF MUSIC
THE NEW CLASSICISTS



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ENTERTAINMENT

N-JOY makes wishes come true for Prom

Graduating from school and the beginning of our real life's journey can be one of the most important moments in life. Tradition dictates that it should be marked with a celebration and Radio N-JOY will add a game and prizes for the occasion. This is why in 2023, Radio N-JOY is planning on organising a competition that we will celebrate with countless surprises and prizes from advertisers from various fields. The condition is easy – Promgoers to share their closest desires for transformation.

To commemorate the 2023 Prom season appropriately, we will combine the energy of N-JOY's airwaves with the radio's social media profiles. The leading online communications channel is the choice of the client – Facebook or branded landing subpage on the radio's website including a registration form. The tribune of N-JOY's radio waves is the place for popularising the brand and presenting all the novelties, collections and services the sponsor would like to present. Every day, one N-JOY top wish will be awarded with a prize from the sponsor related to expert care and beautifying – within the specifics and concept of the advertiser.

For the purpose of the period and in order to popularize the brand of every sponsor, we will make use of our full palette of channels: the radio itself, Facebook profile and website.




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ENTERTAINMENT

WNESS TV

WNESS TV is the first TV channel in Bulgaria focused on wellness and a balanced, healthy way of life. With its messaging "Open Your Eyes To A Better Life," Wness TV creates and offers authentic and positive content for viewers with a focus on modern healthy habits and needs, a proper diet and practical sports activities. Shows about beauty and aesthetic procedures, yoga, aerobics, Pilates, fitness, functional training activities with proven trainers like Sammy Hossny, discussions on psychology, relationships, advice for future parents, as well as comedy shows with the incomparable Kamen Donev, make Wness TV an exciting source of polythematic video content.

The highlights of the new season Spring 2023 include *Morning Yoga* and *Morning Fitness*, the morning block *Nadya Daily*, *Wness TV Focus* – a short emission with the current topics of the day, the series *Sport for Pregnancy*, the rubric *Food Hour*, *The Path of Yoga with Sana*, the show for personal growth and professional motivation *Beyond The Limitations*, *Evening Show for Meeting and Dating*, *Matinee* – the show for culture and urban life, as well as the lifestyle show about life, happiness and health *In The Footsteps of Beauty with Geri Doncheva*.

Wness TV has been part of the bTV Media Group portfolio since 1st April 2022. GARB data for the period January-March 2022 shows that the channel's audience was comprised of 96% women, of which predominantly urban profile (94%) and with monthly income of over 900 BGN (76%).

HIGHLIGHTS:

MORNING YOGA
MORNING FITNESS

NADYA DAILY
SPORT FOR PREGNANCY
FOOD HOUR
WNESS TV FOCUS
THE PATH OF YOGA WITH SANA
BEYOND LIMITATIONS
EVENING SHOW FOR MEETING AND DATING



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ENTERTAINMENT

Soul&Pepper TV

Soul&Pepper TV is a specialised culinary channel offering over 300 hours of educational and fun content with the latest cooking tendencies. This is the channel which inspires viewers to find useful information for the source, taste qualities and ingredients of food, as well as encourage their creativity in the preparation of personal and delicious culinary tales. It is no coincidence that Soul&Pepper TV's slogan is *The easy route to taste*. Some of the shows' faces include the participant in the TV format *MasterChef* Elena Petreliiska, European and Asian culinary experts, as well as successful Bulgarians with experience in the company of Michelin-awarded chefs.

The new Spring 2023 season promises a rich thematic programme. An exciting highlight is *Dish of the Year* – the first Bulgarian culinary reality about authorial recipe interpretation. The format is an exciting TV battle in which professional chefs and amateurs show enviable cooking skills in 5 different categories in the fight for the prize "Dish of the Year". The winner will have the opportunity to realise their own culinary show broadcast on Soul&Pepper TV, to become the executive chef of a first-class restaurant and receive more awards. *The Easy Route to Taste* is the show of Elena Petreliiska – a graduated master chef and Oxford-certified nutritionist offering balanced, easy, spectacular and healthy recipes for body and soul. *Well Baked Stories* are skills with fire, spices and everything in between shared by Nikolai Krasimirov. *Cooking for Beginners* with first steps in and *Little Chef*, a show for kids with a taste for cuisine, bring additional flavour to the channel's schedule. *The Chef's Line*, *Let's Cook Californian*, *Nutty Chef*, *Lords and Ladies*, *Save Money: Good Food*, *Hairy Bikers* are the international culinary adventures in Soul&Pepper TV's programme.

The TV channel has been part of the bTV Media Group's portfolio since 1st April, 2022.

HIGHLIGHTS:

- DISH OF THE YEAR
- THE CHEF'S LINE
- LET'S COOK CALIFORNIAN
- NUTTY CHEF
- THE EASY ROUTE TO TASTE
- WELL BAKED STORIES
- LORDS AND LADLES
- SAVE MONEY GOOD FOOD



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MEGA HIT



MOVIES

MEGAHIT

Some of the most successful titles from the global box office will once again be part of the bTV movie programme in the Spring TV season. With its special selection of movies with an impressive range of cast, MegaHit will transport viewers to magical worlds through which advertisers will be able to associate their brands. This Spring, premiering on bTV is the Bulgarian movie *Petya of My Petya*, which won the love of viewers and overwhelmingly positive critical reviews.

bTV's movie selection offers a number of attractive forms in which to integrate various brand identity elements, or they themselves to be entwined with sponsorship banners.

HIGHLIGHTS:

- PETYA OF MY PETYA
- KONG: SKULL ISLAND
- HOW TO BE A LATIN LOVER
- THE FATE OF THE FURIOUS
- FAST & FURIOUS PRESENTS: HOBBS &



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Family AFTERNOON



MOVIES

Family Afternoon

Throughout the Spring TV season, bTV will again gather the entire family in front of the screen in the special slot *Family Afternoon*. An exciting cinematic experience with a rich portfolio of positive films awaits viewers every Sunday afternoon. bTV Media Group presents new positioning and association opportunities, with alternative advertising forms, as well as access for the brands to a wide audience. The main focus of *Family Afternoon* will be romantic comedies with exciting love stories, attracting ladies from all ages.

HIGHLIGHTS:

- ROSAMUNDE PILCHER'S THE FOUR SEASONS
- ROSAMUNDE PILCHER'S SHADES OF LOVE
- BLINDED BY THE LIGHT
- JOYFUL NOISE
- PRACTICAL MAGIC
- WHAT A GIRL WANTS



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MOVIES

bTV Cinema

Once again this new TV season, the fans of the seventh art will have the opportunity to watch hit Hollywood productions on bTV Media Group's film channel bTV Cinema. Its Spring line-up contains a number of premiere and proven titles from various genres: action, drama, thriller, comedy, horror, romance and adventure, which is an opportunity for advertisers to associate their brand with the most appropriate category for their product.

Every Monday, Bulgarian viewers will meet some of the greatest stars in movies premiering on TV for the first time in the country, while bTV Cinema's program promises exciting themed evenings dedicated to hit actors, directors and series. The late Saturday slot is reserved for the emblematic rubric *CINEMA X*, the place for the most striking and unpredictable horror thrillers.

The Month of the Oscars is also a trademark of the channel, which for a twelfth year in a row will present the most exciting productions awarded with or nominated for an Oscar. The first of its kind and unique cinema show *Like a Movie* is broadcast every evening before the 9 pm film.

HIGHLIGHTS:

PREMIERING MOVIES EVERY MONDAY:
1917
BOMBSHELL
MOONFALL
OPERATION FORTUNE: RUSE DE
CIEPPE



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b STUDIOS

MOVIES

bTV Studios

This Spring again, **bTV Studios** will continue distributing high-quality movie premieres throughout the country's cinema network. The brand, through which bTV Media Group has been presenting hit global and Bulgarian movie reels since 2013, will once again display some of the best and most awaited titles.



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SERIES

Forbidden fruit

The forthcoming fifth season of the most watched Turkish series nationally as well as in our southern neighbour, *Forbidden fruit*, will offer this Spring intriguing and complex storylines and new characters, played by well-known actors. Yildiz' dynamic relationship with charismatic businessman Çağatay continues to be the centre of the story, which has excited millions of small screen viewers around the whole world. When Yildiz finds out her lover is cheating on her, she is ready to retaliate and starts living in his home from where she has decided she will leave only after she makes him pay. To enact her revenge, she marries the father of Çağatay's lover, creating a series of unforeseeable events. The remarkable Ender returns from London and unites with Çağatay to fuel her own vendetta.

Love, passion and lies entwine in the hit series *Forbidden fruit*, and the first-class cast and high-quality acting promise exciting evenings for viewers in front of the screens this Spring again.

Forbidden fruit's episodes will be accessible 30 days after their broadcast on bTV at btvplus.bg, as well as 7 days in advance on voyo.bg.



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SERIES

bTV Lady

The world of love, emotional experiences and criminal mysteries will continue finding a place on the bTV Lady air this Spring again. For the latest TV season, the channel, which speaks the language of the entire family, has prepared exclusive content with exciting storylines from around the world, hit lifestyle shows and reality formats. In Spring, the most highly anticipated Turkish, Korean and Latin American series are set to premiere. The criminal weekend slot has a spot reserved in the program as well. Viewers will be able to enjoy the latest Turkish series *My Left Side* starring Özge Yağız (Reihan from *The Promise*), the second season of medical drama *The Good Doctor*, the Korean romantic hit *Discovery of Love*, Italian crime series *Makari* and the Mexican telenovela *A Little Yours*.

HIGHLIGHTS:

MY LEFT SIDE
THE GOOD DOCTOR – SEASON 2
DISCOVERY OF LOVE



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SERIES

bTV Comedy

Springtime mood and a huge dose of fun await bTV Comedy viewers in the new TV season. The only comedy channel on the Bulgarian air will continue offering high-quality entertainment content from around the world and for every taste. Smiles in front of the small screen are guaranteed with the best of comedy films, series and sitcoms from the USA, Spain, Portugal and more.

The rich title selection encompasses various viewer interests, ensuring advertisers' access to a wide audience. Time-tested hits such as *Alf*, *La Que Se Avecina* and *Citizens in Excess* will add to the programming variety once again in the Spring season. Emblematic movie classics will also find their place on the air of bTV Comedy every day from 10 am and every weekend from 8:30 pm. The comedy channel will continue to broadcast premiere and proven comedy reels to offer a positive and exciting alternative to the everyday dynamic.

HIGHLIGHTS:



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SERIES

bTV Action

Once again this new TV season, bTV action will offer genre variety, premieres and exclusive sports content to the active viewers seeking strong emotions from their screens. The channel can boast its huge variety of high-quality series, movies and programmes.

Viewers will have the opportunity to follow a number of dynamic storylines in the rubrics *Action at 20h* and *Action's Gang*, which include premier action titles and hit movie reels.

The special selection of breathtaking European and American premier series will attract both bTV Action's male and female audiences.

The channel's portfolio will once again be enhanced by the original, local production show *Gamer*, which will transfer viewers into the vast world of the gaming industry every Saturday together with host, Natali Trifonova.

bTV Action will continue broadcasting the Wednesday matches of the most exciting football tournament, the UEFA Champions League, as well as the first-class games from UEFA Europa League and UEFA Conference League. Viewers will be able to follow live the finals of all three tournaments as well.



HIGHLIGHTS:

- GAMER
- ACTION AT 20H – THE LATEST ACTION SERIES (PREMIERES)
- ACTION'S GANG
- FOOTBALL: UEFA CHAMPIONS LEAGUE



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TECHNOLOGY

Programmatic

Programmatic is a highly efficient method of purchasing advertising which is developing constantly and offers evermore innovative options for advertisers.

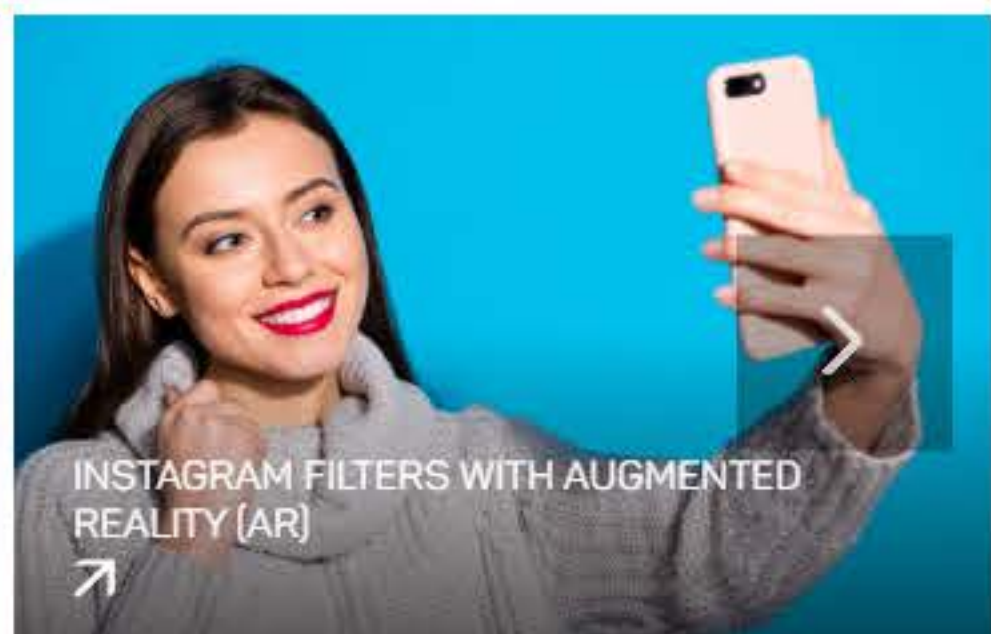
Thanks to the control and transparency that Programmatic advertising presents – as well as the settings the clients can modify at any time – fast and efficient campaign optimisation is ensured to achieve the best possible results. The advertising data that can be referenced in real time presents the opportunity for every advertiser to monitor the performance of their set formats. The platform allows for changes focused on achieving the targets of a certain campaign more efficiently.

The data for the first half of 2022 show serious growth in guaranteed deals in comparison to the same period in 2021 – by over 44%. It is clearly visible that ever more advertisers rely on this type of deals and achieve their targets exactly through them.

83% of video impressions this year were invested in guaranteed deals, with 17% in non-guaranteed deals.

Statistics show that throughout the remaining part of the year, Programmatic will continue its growth and the percentage of advertisers preferring this type of advertising purchase will also grow.

Source: Google Manager 360



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TECHNOLOGY

DATA MANAGEMENT PLATFORM

With a view towards the cookieless world of the future, this year we integrated a new data management platform. We chose to partner with Adform, one of the largest companies in the sphere. The new platform offers the functionality of gathering first-party data to optimise and increase efficiency.

For a consecutive year, we are proving through our clients that we can provide the adequate advertising messages to the precise users. In this way, by reaching the correct audience for the concrete campaign, the interest in the advertised product or service increases. The client has the opportunity to create a personalised message to impose even greater influence on the users during the communication process.

Thanks to DMP audiences, increased results are measured with regards to efficiency and trademark security.

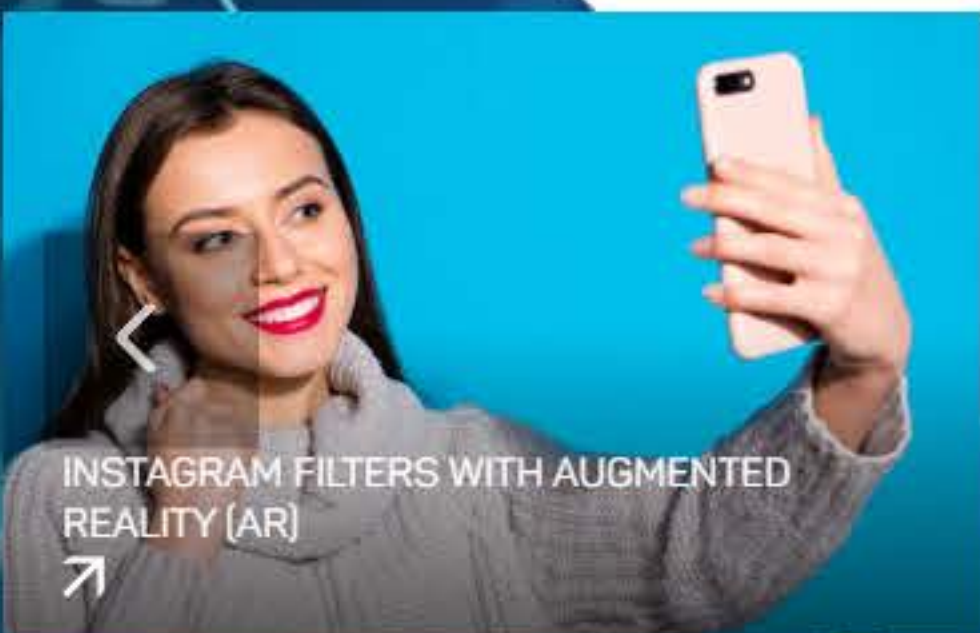
In 2022, the preference of our clients towards the sports audience is remarkable – 82% of all targeted advertising impressions are generated precisely through the fans and lovers of sports competitions and races.

The female audience ranks in second place. It generates 8% of the impressions of the campaigns purchased through DMP audiences and segmentation.

Third ranked among advertisers, with 5% of campaign impressions, is the lifestyle target group.

DMP audiences provide our clients freedom, ease, flexibility and precision in managing the various types of campaign.

Source: Google Manager 360



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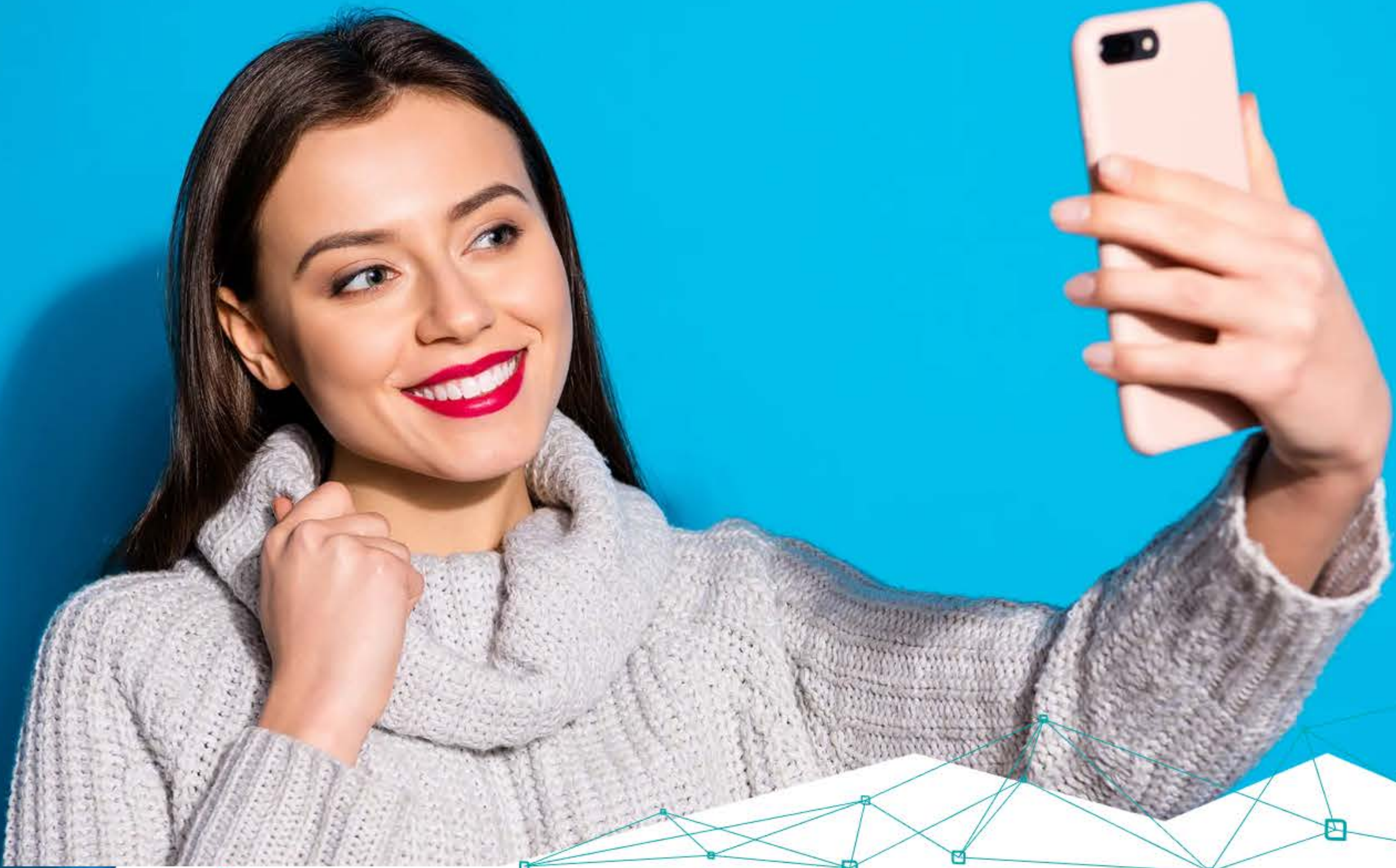
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TECHNOLOGY

INSTAGRAM Filters with Augmented Reality (AR)

In the Fall season of 2021, bTV Media Group created a new trend in communicating with the audience during its top formats. Through the integration of branded filters with added value in the Instagram channel of *The Voice*, we enhanced our opportunities for brand integrations and ensured direct access to our consumers.

In Spring 2023, we will once again provide the opportunity for a non-standard and expressive presence in some of the most current and popular shows and sports events.

Filters provide the opportunity to a number of brands to communicate through memorable and effective advertising positioning in an attractive media environment. Users, on the other hand, can use them in their daily communication between themselves or share them. Filters react to even the lightest facial expressions, contributing to even more creative results.

Types of augmented reality filters are:

- Filters adding various objects and textures to the face, body or background.
- Beautifying filters which can change skin tone, add makeup and sparkle, changing of hairstyles.
- Gamifying filters in which users can enter various challenges. They should be shared with other participants to compete for results.

The use of such an approach in a show's storyline enriches the communication between brands and the audience. The more the content's theme overlaps, the more integrated and provoking the filter becomes.

The engagement of popular faces from the media's portfolio in the communications mix of a campaign additionally stimulates the interest towards a specific filter, and ensures an effective connection with the end consumer.



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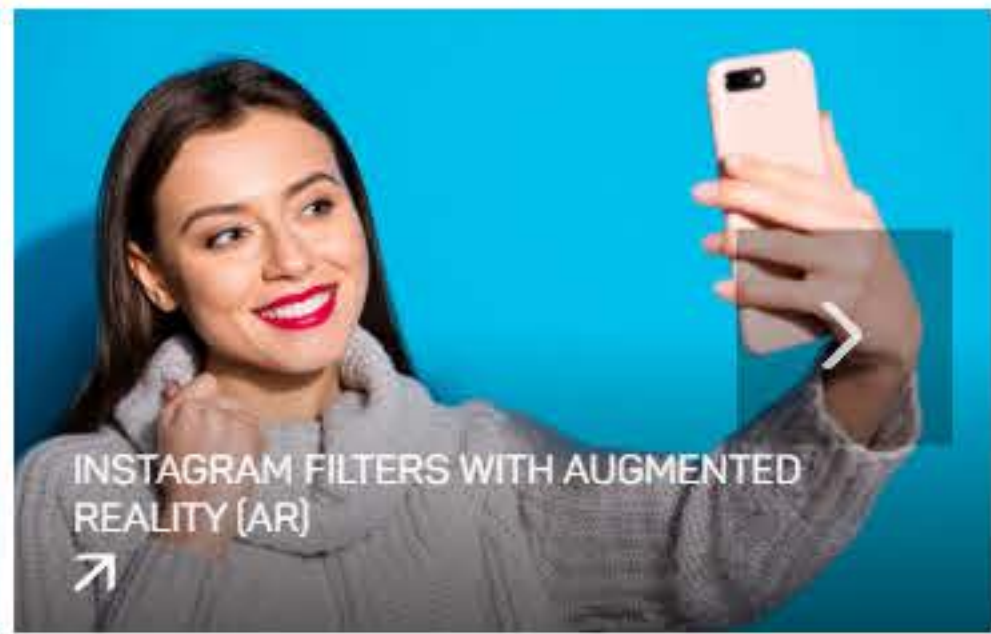
ИГРАЙ ОНЛАЙН
btv.bg/stani-bogat/igra

TECHNOLOGY

Fans of Who Wants to Be a Millionaire test their knowledge online at bTV.bg

Over 1,135,000 unique online users challenged the *Who Wants To Be A Millionaire* computer from the start of the first, successful season of the show up to September 2022. With an average length of 13 minutes per game, the fans of the legendary game show tested their knowledge online, without the stress of sitting in the millionaires' Hot Seat.

The digital game *Who Wants To Be A Millionaire* has over 8,700,000 views for the period since its start to present and can be accessible from anywhere via desktop or mobile device.



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Grids / SPRING 2023

Exclusive Digital Content



VIDEO EXTENSIONS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORE LATE NIGHT SHOW OF NIKOLAOS TSITIRIDIS	■	■	■	■	■		
THE BACHELOR			■	■			
PODCASTS	■						
SMALL TALKS			■				
BUSINESS VIDEO PODCAST		■					
ABOUT SPORTS WITHOUT THE CLICHES				■			
TWO GAMERS AND A HALF				■			■
NEWSROOM	ONCE A WEEK						
ONLINE PROJECTS	■						
WHO WANTS TO BE A MILLIONAIRE	FREE ONLINE GAME						
WOMEN OF BULGARIA	EVERY WEDNESDAY INTERVIEWS WITH SUCCESSFUL AND INSPIRING WOMEN						
LADYZONETV	WOMEN'S LIFESTYLE VIDEO CONTENT						

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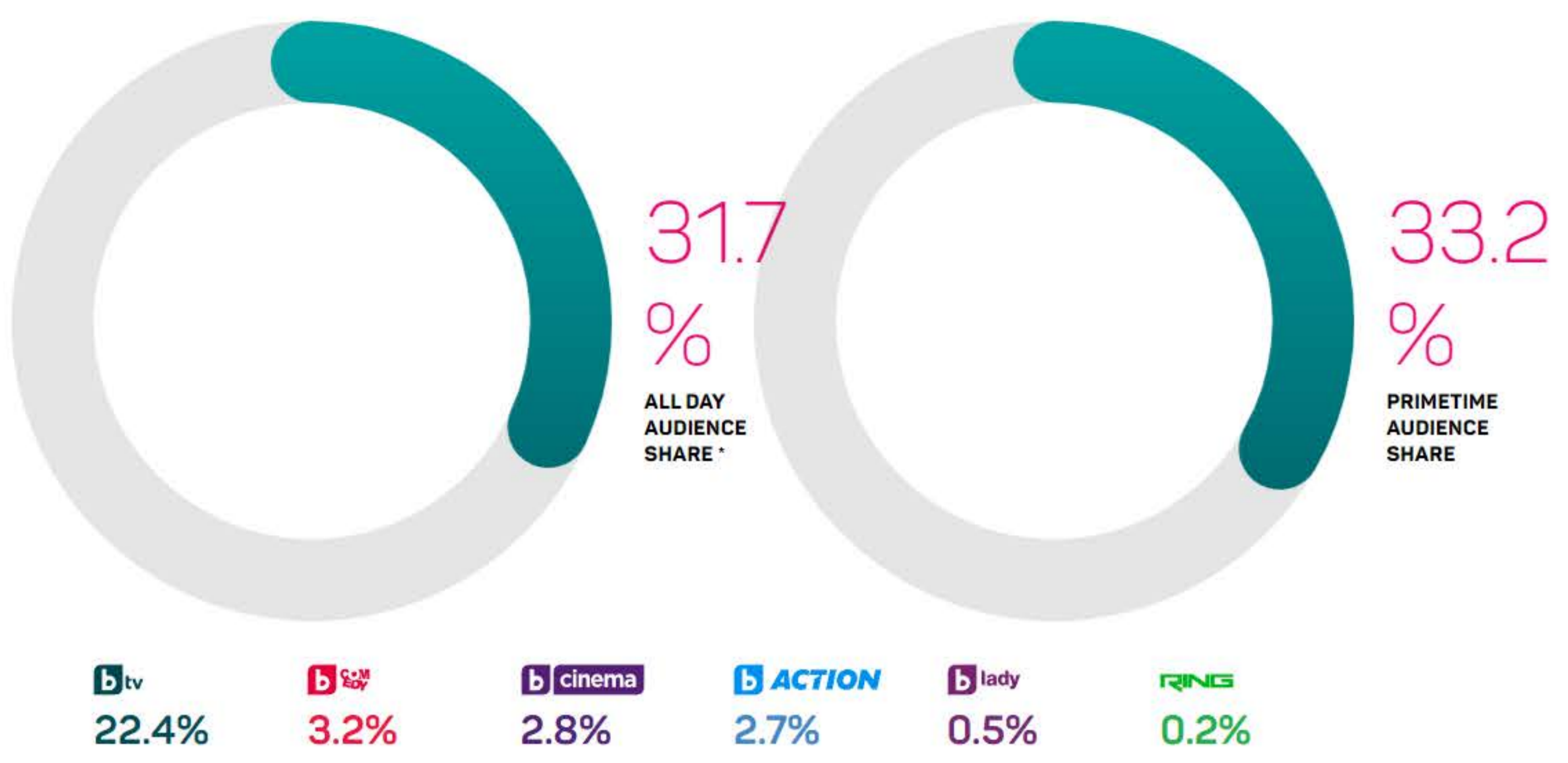
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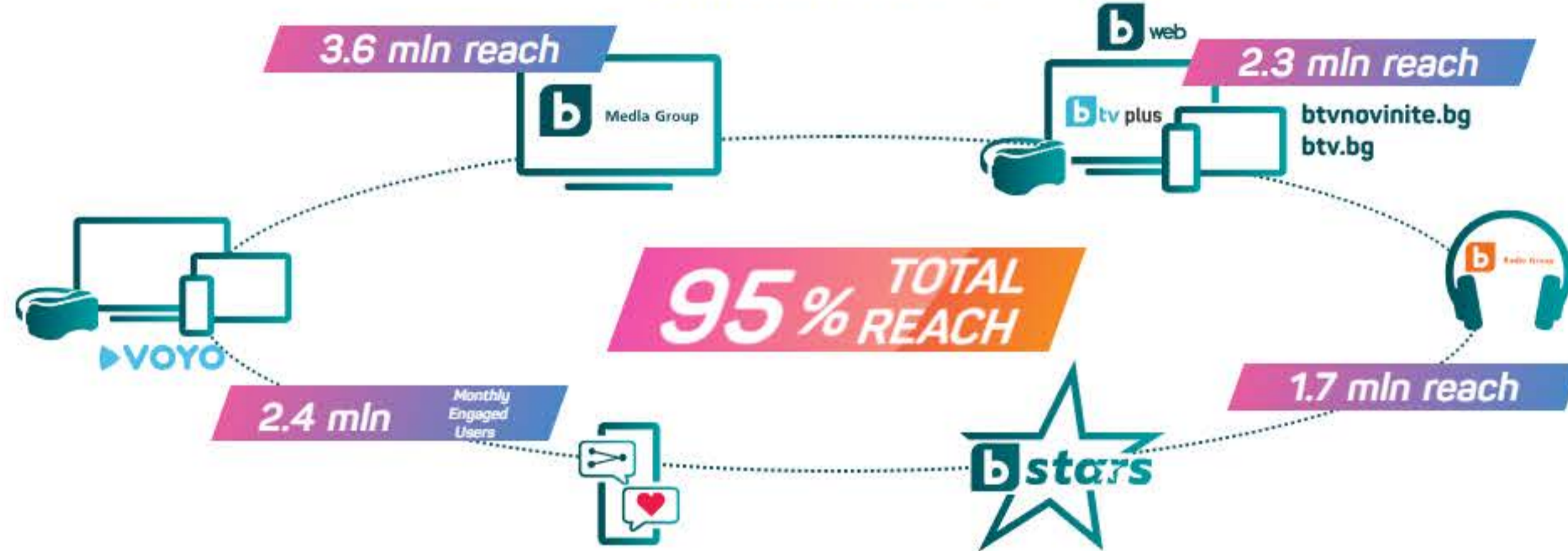
KEY FIGURES

VIEWERSHIP AND PERFORMANCE IN THE SPRING SEASON 2022



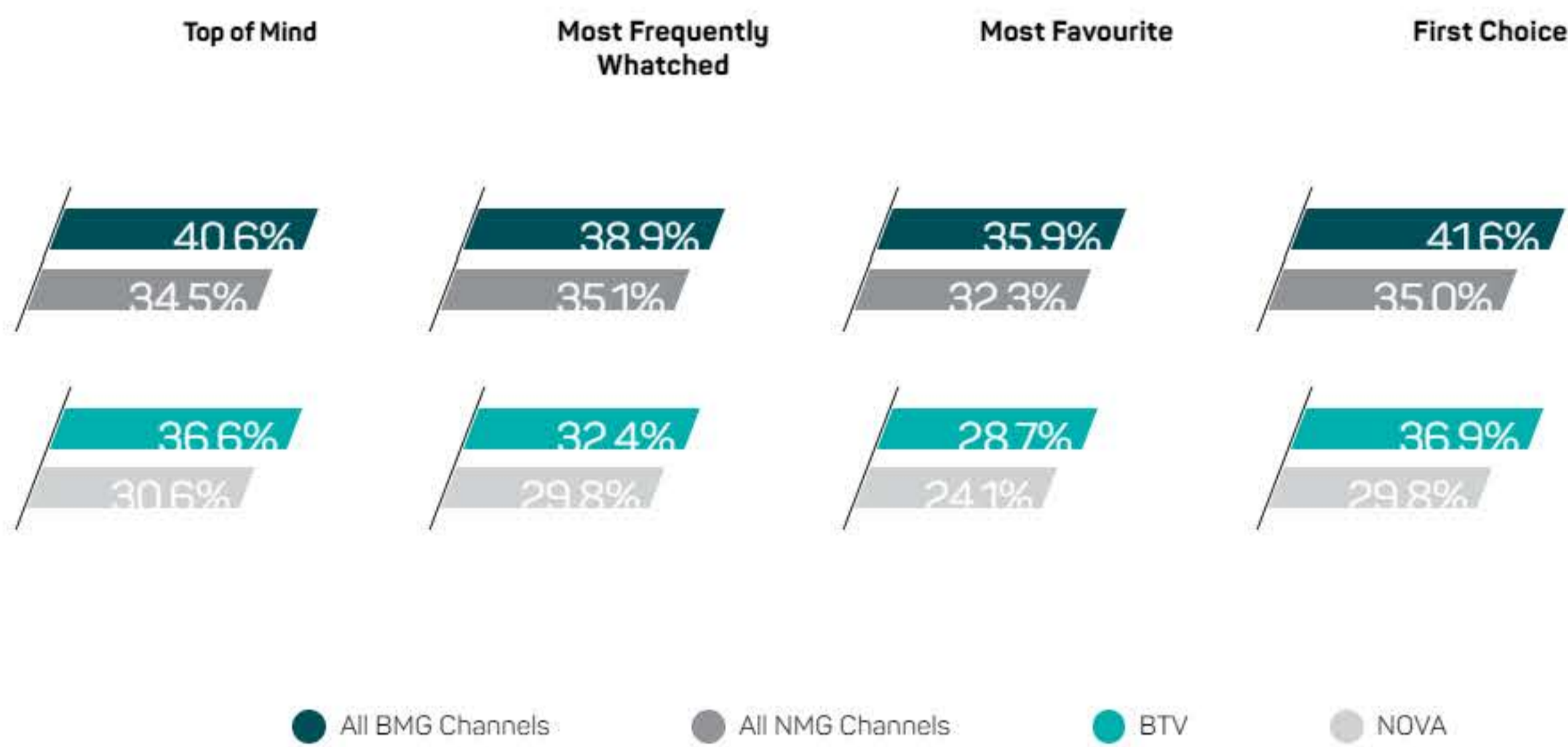
Source: GARB, Spring season 2022, target 18-49 y.o.

ONE SHOW, MANY PEOPLE



Market LINKS, Media Landscape, target 18-54 y.o, May 2022; Facebook, bTV News, Fall 2021

THE STRONGEST TV BRANDS ON THE BULGARIAN MARKET



Source: Noema, nationally representative survey, target 18-54 y.o., 1,004 complete interviews, fieldwork period 30.05 - 12.06.2022

ONE SHOW, MANY PLATFORMS



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bstars

SPECIAL SALES PROJECTS

bSTARS - all the faces of bTV Media Group in one place

bSTARS is the platform that gathers all the faces of bTV Media Group in one place, presenting creative solutions for businesses to associate with the most popular personalities, skillfully weaving in naturally their public image, interests, hobbies and skills to the specifics of the client and their brand.

The star-studded bSTARS portfolio includes many talented actors, internationally renowned chefs, favourite Bulgarian sportspeople and some of the nation's most experienced TV and radio hosts. Their high-level professionalism makes them especially appropriate and common choice for moderators of corporate events, conferences and new product line launches.

Since the fall season of 2022, favorite Bulgarian sports hosts also appear in the bSTARS starry sky. The extremely positive and smiling Gergana Guncheva, Karin Okolie and Iliia Iliev started their partnership with bTV Media Group, which provides our partners the opportunity to create collaborations with them in their advertising campaigns and reach effective results in a wider sphere of activities.

For the rising stars from the premium reality formats The Voice, Bulgaria's Got Talent, The Farm, The Bachelor and Survivor, as well as the actors from the series Sunny Beach, Daddies and I'll Be Fine, the bSTARS platform provides the opportunity to find partners based on their interests, while for businesses it gives the chance to collaborate with the most popular and current new faces.

Part of the bSTARS portfolio are also the most experienced hosts in Bulgaria, who with their vast experience, quick reactions and foreign language knowledge are the most appropriate choice to moderate corporate and gala events, conferences, product launches, PR events, etc.

Thanks to bTV Media Group's multi-platform world, bSTARS provides the opportunity for sophisticated partnerships with popular personalities across a diverse mix of communication channels – TV, web, social media, radio, offline activities.

Apart from integrating the faces of bSTARS into advertising campaigns, the platform allows the realisation of influencer communication through our partners' channels – they can reach the wide audience of every one of the stars via their personal social media channels.

The bSTARS portfolio does not stop expanding, which provides more and more brands from different business sectors with the opportunity to find the correct partners to deliver success in their upcoming campaigns and fulfil or even overachieve their set targets.



BMW AND THE WOMEN OF BULGARIA - TOGETHER IN A LUXURIOUS TRIP TOWARDS SUCCESS



МАЙСТОРИ И РЪКОВЕЩАТА РАБОТА - ЛЕКА И КОМФОРТНА ДОМА С ПОКРИТИТЕ ПРОЗОРЦИ НА VELUX



RADIO RUBRIC OF THE STATE AGENCY ROAD SAFETY

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boost >

reach beyond

Premium multiplatform solutions by bTV Media Group

SPECIAL SALES PROJECTS

Brand safe environment and attractive design? Yes, please.

In the era of technology, smart design, the metaverse and an innovation-oriented market, the opportunity to secure brand presence in a technologically advanced and secure environment that walks hand in hand with the industry progress is a significant advantage.

As a result of the lengthy and constant efforts of its creative and sales teams, bTV Media Group delivers memorable visual integrations with the use of the latest technologies and the application of creative ideas for personalized brand communication.

In 2021, we officially launched boost – our brand for the unconventional, out-of-the-box and individual approach in the multiplatform universe of content. United by TV, radio and digital experts, our team successfully demonstrates in practice the ways that brand presence can go beyond the commercial break through the application of bold solutions which nobody has attempted before. And those are precisely the solutions that work.

For years, those very same teams have been paving the way towards a technological revolution on TV, while the bTV air has always embraced innovation and the pursuit of diverse content. bTV Media Group is the media that first introduced alternative advertising forms on the Bulgarian market in 2009. Since then, we are constantly growing and evolving by offering more and more innovative advertising solutions to our partners. The application of the latest AR technology as a medium for visual brand communication opened up new opportunities to boost audience engagement. Our teams also connect brands with the popular faces of bTV, ensuring contact with authentic fans in an organic environment.

We welcome every intent for an interactive campaign with creative excitement and anticipation, and cannot wait to bring it to life. The new, as well as beloved established titles in the portfolio of bTV Media Group in Spring 2023 are your trusted partner for achieving remarkable visual results.



BMW AND THE WOMEN OF BULGARIA – TOGETHER IN A LUXURIOUS TRIP TOWARDS SUCCESS



MAKING YOU A HANDYMAN IN YOUR OWN HOME WITH 10% LIGHTER AND COMFORTABLE HOME WITH NOVELUX ROOFING WINDOWS



RADIO RUBRIC OF THE STATE AGENCY ROAD SAFETY

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Altinbas

SPECIAL SALES PROJECTS

Matchmaking At Its Best With Altinbas

THIS SEASON'S MOST REMARKABLE ON-SCREEN PRODUCT INTEGRATION WAS AN EXQUISITE TREASURE FROM BULGARIA'S FIRST EVER BACHELOR

Probably many girls imagine finding themselves on an exotic location, surrounded by the sun, a handsome man who happens to be deeply affectionate for them, and on top of that – they receive a shiny gift in the form of a mesmerizing shiny bracelet. All of this happened to one lucky participant in the first-ever season of "The Bachelor" in Bulgaria on the air of bTV.

As a token of his feelings, Victor gave one of the lucky ladies a present that would quickly become the most talked about item in and out of the house. The luxurious bracelet, provided by the premium jewelry brand Altinbas, immediately extended a life of its own, becoming a continuous topic of conversation between the participants on screen, across social media and in online publications. A reason for conflict, a display of affection and an accessory that was seen many times on screen – the bracelet stirred the wheel of the entire show after its appearance.

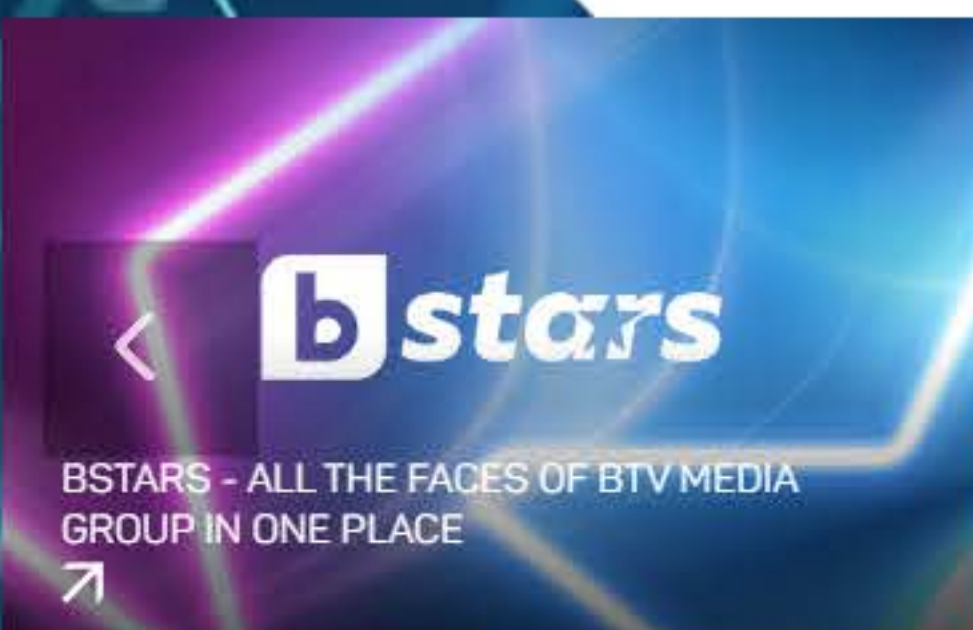
Designed with the careful consideration of fine jewelry experts at Altinbas, the bracelet was elegantly integrated during a romantic date on the beach, representing a treasure to be found by the lucky lady that Victor had invited on a date. The organic product placement was the result of the creative input of all parties – the partner, the producer and bTV Media Group, representing the perfect match between content and brand.

The finale of the first season of "The Bachelor" would not have been as exciting if the most romantic on-screen fairytale hadn't included the most desired symbol of love and commitment. Once again provided by Altinbas, the bright shine of this magnetic promise sent a message of considerate love to the audience.

Client: Altinbas

Period: April 2022

Format/Show: Season 1 of "The Bachelor"



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SPECIAL SALES PROJECTS

BMW and The Women of Bulgaria – together in a luxurious trip towards success

It is a true pleasure to see a beautiful, clever and successful woman.

It is even nicer to see her in one of BMW's brand new electric or plug-in hybrid models.

The digital series The Women of Bulgaria introduces us to strong women with different pasts, who have varied interests and professional careers, but are unsurpassed leaders in their field and have the skills and willpower to create, change and lead the rest.

In partnership with BMW, we successfully ensured a comfortable experience for some of the ladies by organising the transport to and from the photoshoot location. Part of the interviews were hosted by Zhivka Popatanassova in the cars themselves; in this way, we successfully enhanced the feeling of the luxury interiors as well as predisposing the ladies to tell us about their hobbies, daily rituals, family, interesting facts and stories.

A total of 10 BMW-branded episodes will be aired, telling new and interesting stories of the women of Bulgaria as well as many beautiful emotions.

The result of the first uploaded 3 episodes is almost 3,600 views and over 700,000 impressions presenting 3 different models from the BMW brand range.



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SPECIAL SALES PROJECTS

Radio rubric of the State Agency Road Safety

In the heat of the Summer season, when traditionally the most traffic incidents occur, we attempted in partnership with the State Agency Road Safety to influence listeners and drivers to be more careful. **We utilised the power of two radios in our portfolio – N-JOY and bTV Radio**, with their non-overlapping audiences – as part of the client's chosen media mix.

The brief: The State Agency Road Safety wanted to promote a message of mindfulness towards drivers and listeners: *"Speed is adrenaline! Do you think you are gaining time? You gain nothing! High speed kills!"*

The execution: Over several weeks, we realised a campaign across several platforms. We rotated 9 audio spots with varied content covering important guidance and messaging, reminded travellers of the most serious rules which could help avoid unpleasant and fatal situations. In focus were using mobile phones during driving, illegal overtaking, illegal speed, ignoring the usage of seatbelts and children's seats. The campaign across both radios was built upon further with a rubric in the morning blocks *Inspector N-JOY* and the show *About the City* on bTV Radio. Guest specialists from SARS started to give their advice, guidance, solutions and comments through 12 programmes on each radio. The themes were chosen to be maximally current and useful for the period of the year and events on the roads around the country. We started with *Advice before going on a trip*, through topics such as *Alcohol and drugs*, we paid attention to *Pedestrians*, *Travelling in the rain*, and *Fire during a trip*. We stopped over at *Distractions while driving*, *Children's seats*, and the newer-to-the-listener *Pregnancy Seatbelts*. We reached the discussion of the new strategies aimed by the institutions, the tests they performed and their conclusions within the topics *Emergency measures to reduce road trauma* and *Examining key criteria*.

Following the various participations, the interviews were uploaded as separate strategies on the bTV Radio website so that a larger range of the audience could hear the messaging, discussions and advice given by the specialists during their airtime conversations.

The choice of radio as a medium was not by chance, as the messages reached the audience at the right time and in the right place – during peak traffic hours, when most consumers are driving.

We developed further across the bTV Radio Group stations,

1. Utilising the power of the hosts;
2. Ensuring a platform to discuss current problems and sharing preventative advice;
3. Multiplying maximally the effect of the messaging and their use by publishing news with audio recordings of the interviews for further listening.

Client: State Agency Road Safety

Period: Summer 2022



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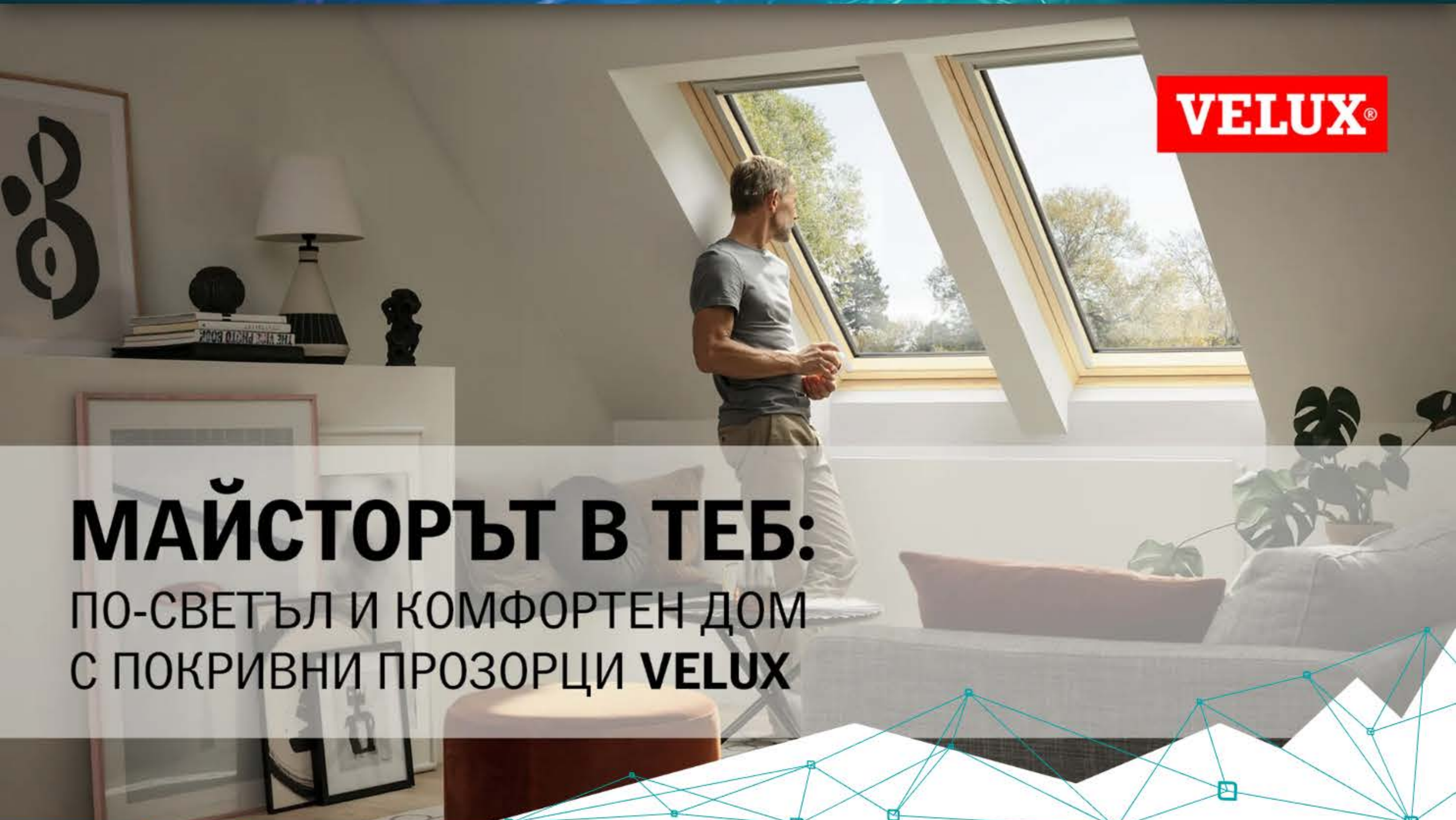
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МАЙСТОРЪТ В ТЕБ: ПО-СВЕТЪЛ И КОМФОРТЕН ДОМ С ПОКРИВНИ ПРОЗОРЦИ VELUX

SPECIAL SALES PROJECTS

The Handyman In You on N-JOY: A Lighter and Comfortable Home With VELUX Roofing Windows

"Now is not the time for renovations!" There is no such thing! It is always the time for improvements, a new beginning and decoration. At Radio N-JOY, we are always ready to aid our listeners with practical tips and a professional consultation by specialists in any field. This is why we created a subsequent rubric presenting useful information, this time in the sphere of construction and repairs, called *The Handyman In You*.

The brief: The expert in roofing windows VELUX wanted to popularise their product range and at the same time present the benefits of utilising our underroof space.

"To spend your free time in the underroof space is a dream for many children," they say. "The attic of an old house has always held a special charm because of the secret promise of mysteries and curious stories. The underroof space can be transformed into a well-lit and airy children's room, bedroom, kitchen, hobby room, home office or whatever else you can think of."

The execution: N-JOY hosts popularised the company's activity via live call-ins and product positioning. We realised *The Handyman In You* rubric with the participation of the advertiser's brand specialists, who recorded short pieces of advice for broadcast. The advice presented by VELUX's experts disclosed curious facts, suggestions, inspirations and solutions. Across ten themes, questions were discussed including: How to choose the correct roofing windows and mount them; Protection from heat and light; How to take care of windows; The importance of exterior daylight, fresh air and the view outside; The best room to take up your underroof space; What solution is best for flat roofs, etc.

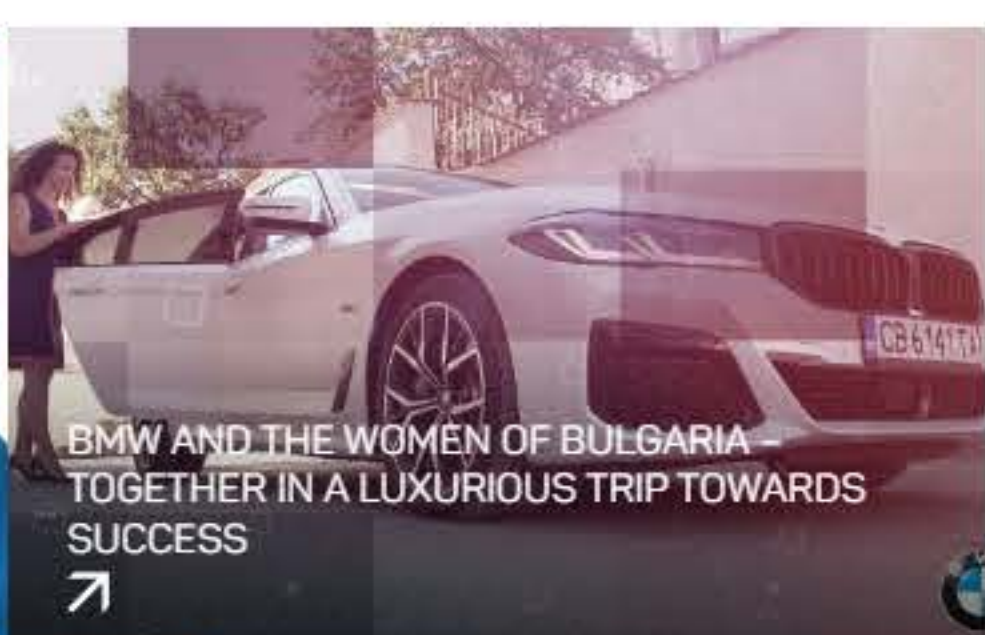
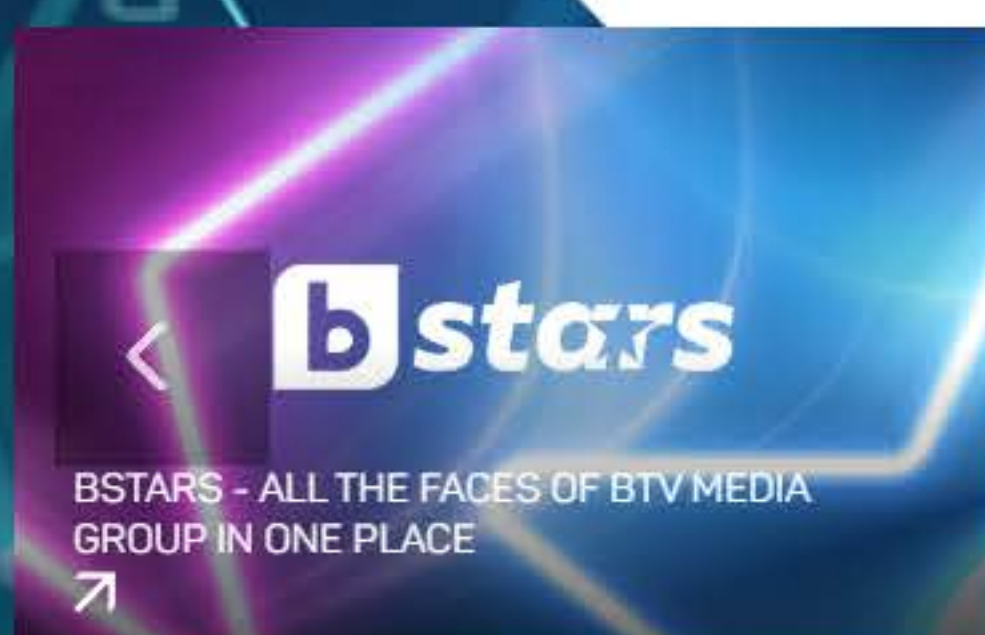
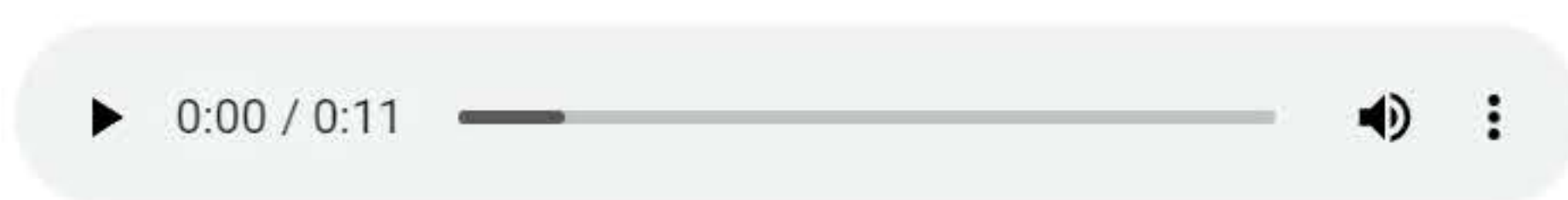
The result: Together with the sponsor's expert presence, we were able to make *The Handyman In You* rubric into an absolute hit on air. At Radio N-JOY, we await your experts and brand to present your products and solutions to a loyal audience in over 50 urban areas!

Client: VELUX

Agency: Dentsu

Campaign period: September 2022

Format/show: Radio campaign on Radio N-JOY



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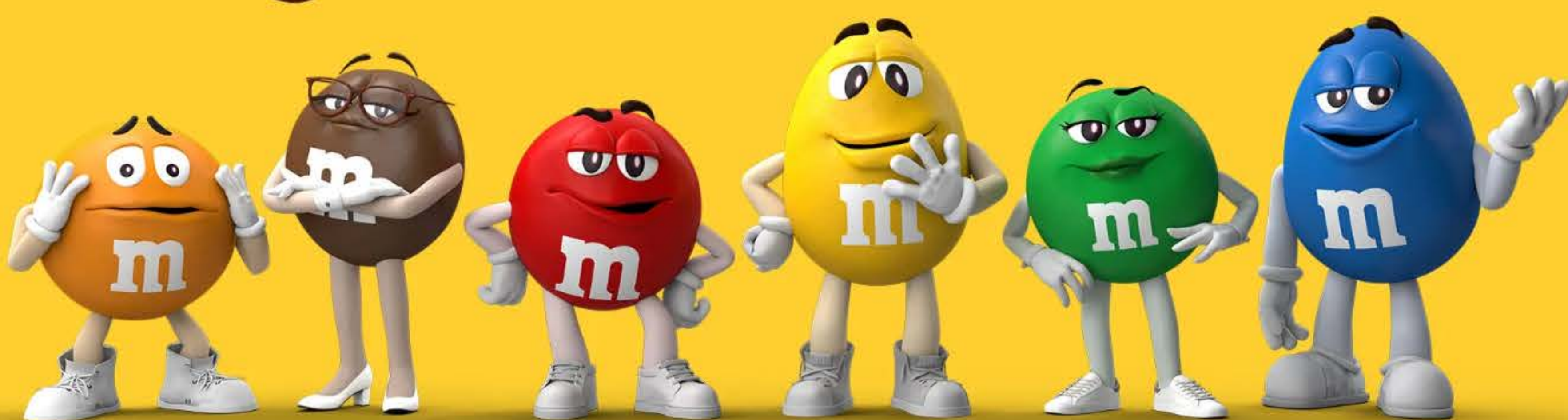
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Преоткрий Вкуса на Забавлението



ЕДИН ЗА ВСИЧКИ – ВСИЧКИ ЗА M&M'S.

SPECIAL SALES PROJECTS

We rediscovered the taste of fun on Radio N-JOY with M&M's chocolates

Radio N-JOY undoubtedly offers one of the highest quality and attractive solutions in the world of alternative advertising. For a consecutive time, the radio station realised a successful campaign starring M&M's chocolates.

The brief: The client aimed at highlighting the brand messaging to the Bulgarian audience, namely that M&M's believes in maintaining the power of fun to create a world in which everyone feels they belong. In their words: "Fun can cross borders and can overcome differences and divisions. The best is that there is always more of it when you are not the only one who has it".

In answer to the sponsor's requirements, the N-JOY team created a special multi-platform campaign under the name *Rediscover the Taste of Fun with M&M's and Radio N-JOY*.

The execution: Over two weeks, we popularised M&M's as a chocolates brand with a mission! To be different means to be colourful and to form part of the greater palette. Central to the communication was the main visual of M&M's chocolate temptations. In the three blocks of Radio N-JOY's programming *Inspector N-JOY's Show*, *From 10 to 2 with Neya* and *Pleasantly Distracted with Desi*, the hosts presented on air M&M's history, characters and mission. Throughout the daily programming, we broadcast informational promo announcements that added to the saturation of the campaign on air. The loyalty and attention of the audience were additionally stimulated by an online game on the radio station's Facebook profile page.

Listeners had the opportunity to answer questions related to M&M's chocolates on the Radio N-JOY Facebook page under posts with the brand's visuals. A correct comment gave a chance for the audience to win 10 daily and 3 grand prizes.

For maximum effect, the campaign and game were presented on Radio N-JOY's website, with the M&M's brand and new chocolates' visuals together with the 6 characters visible on an individual subpage.

The result: Over the game's period of ten working days, the radio reached engagement of over 10,000 likes, shares and comments, the last of which numbered over 6,000. Proof of the interest towards the brand and the campaign were the exceptionally precise answers to the occasionally difficult questions and unrelenting daily activity.

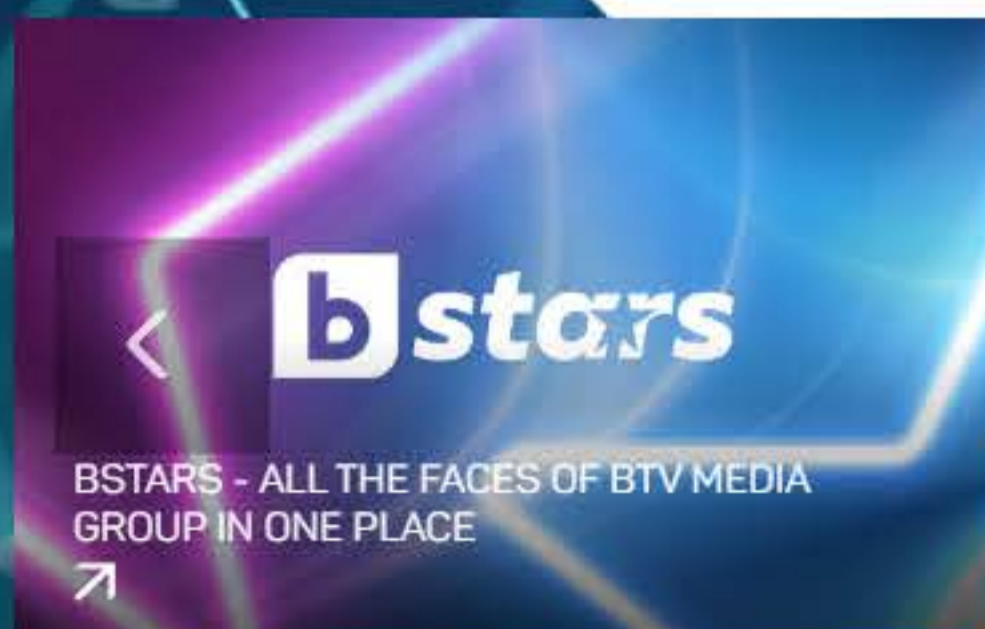


Client: M&M's/Mars

Agency: M3 Communications

Campaign period: September 2022

Format/Show: Radio campaign on Radio N-JOY via game with prizes



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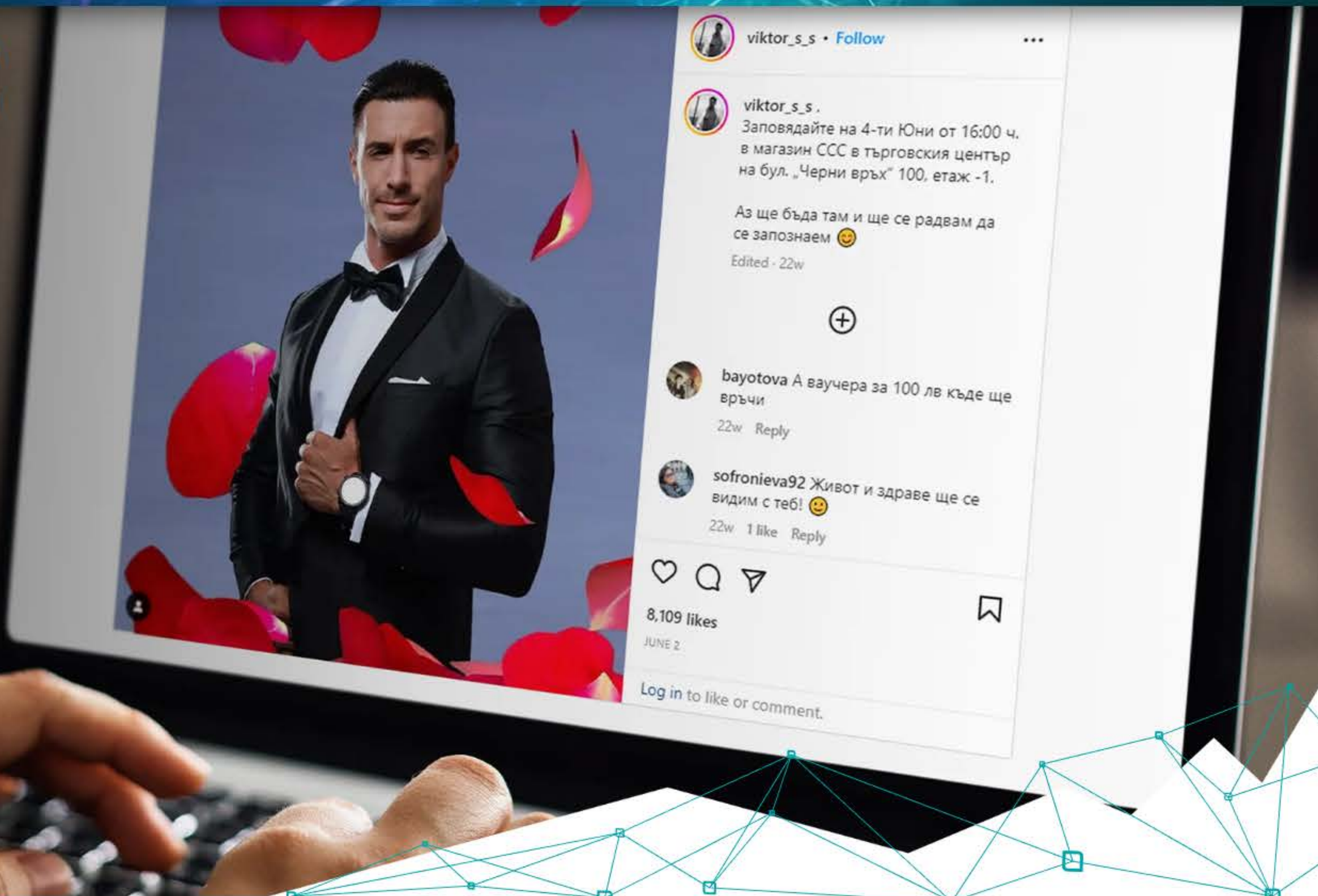
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CCC



SPECIAL SALES PROJECTS

The Bachelor and CCC

With the Bachelor – and the extended profile of the suitresses for his attention – come unlimited potential opportunities for the creation of quality collaborations with leading brands in their sphere, as did the CCC shops and bags with their choice of Viktor Stoyanov in an effective live campaign. The event in the beginning of June gave fans the opportunity to meet and take photos with the first Bulgarian Bachelor, whose lover's selection was followed by millions of bTV viewers in Spring 2022.

The campaign was announced by means of a creative invitation on the brand's Facebook page, gathering in one ladies' weakness for shoes and their exceptional interest in the dark-haired Viktor. Two days before the event, he himself addressed his numerous audience with an invitation and eagerness to meet his fans.

For the event, one of CCC stores marked with roses the shoe models which purchase would grant clients access to an autograph and special instant photo with Viktor. Those wishing to have their photo taken with the Bachelor in front of the store's arch were in the hundreds and the event continued several hours.

Apart from a photo and a pair of shoes, all fans left with a magnet with Viktor's autograph.

Client: CCC

Agency: V Consulting

Campaign period: June 2022



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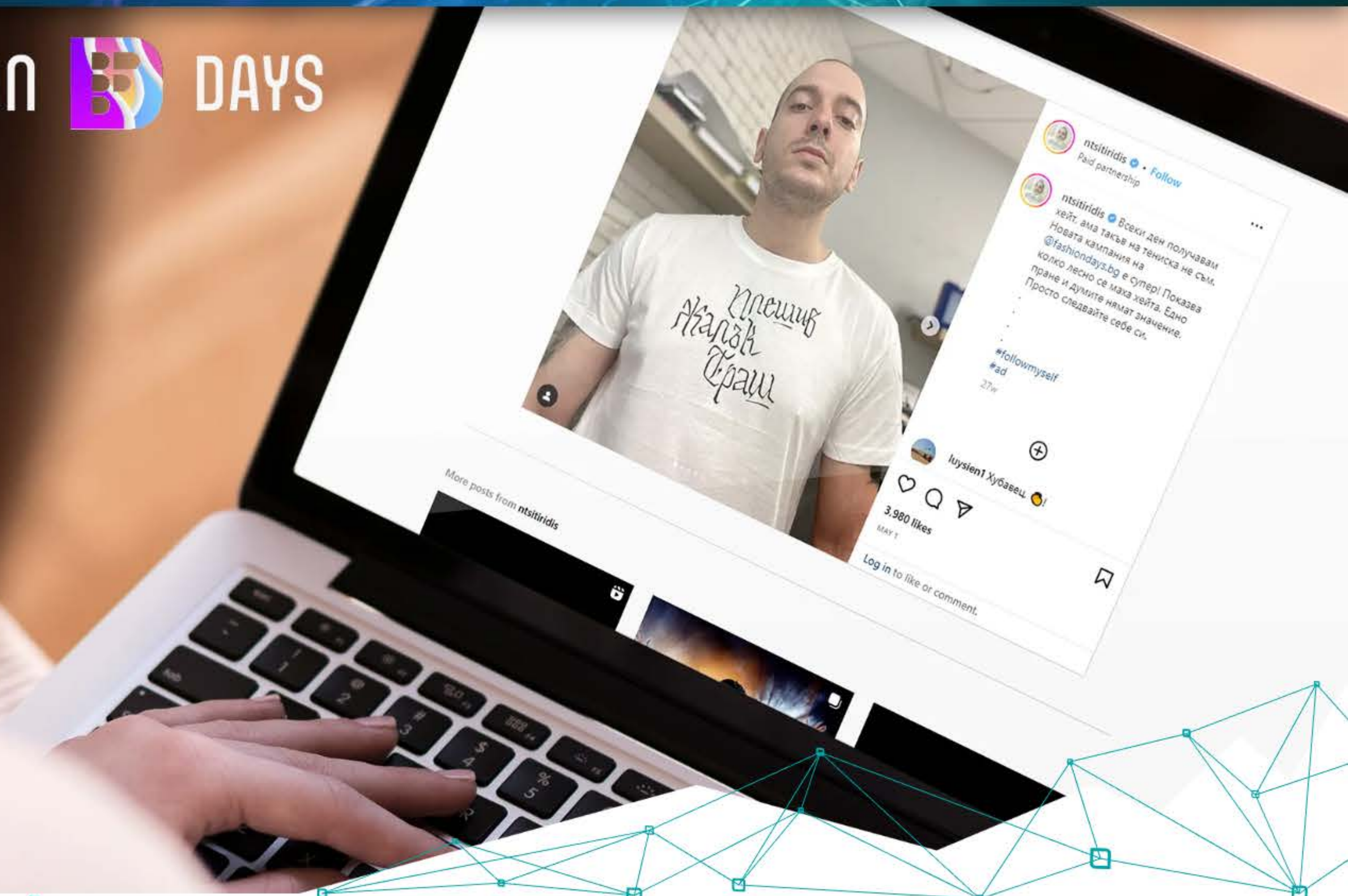
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FASHION DAYS



SPECIAL SALES PROJECTS

Fashion Days and Nikolaos

Influencers are used to receiving gifts from many brands. PR parcels are an appropriate way to communicate when launching new products, creating additional visuals on popular faces' profiles on social media.

For the first time, however, influencers received only hate from Fashion Days. In their creative campaign in partnership with agency Human, which beginning inspired the social media of famous Bulgarians, the brand collected hate comments towards chosen influencers and made them into personalised merch T-shirts. Every insult on them is hand-written, but with a special paint which disappears after the first wash. The aim of the campaign is to remind them, but also their followers, that hate is temporary, but style lasts forever – which is why it is best to follow ourselves.

As a popular face from the TV screen and a person used to self-irony, Nikolaos made a demonstration to his followers (and haters) how easy it is to wash hate away. You can see the campaign presentation on Nikolas Tsitiridis' profile here:

Client: Fashion Days

Agency: We Are Human

Campaign period: April 2022



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SPECIAL SALES PROJECTS

Your home under the stars from Decathlon Bulgaria

In extreme conditions of rain and wind, sand and mud, and in the company of the variety of insects, reptiles and birds offered by the nature of the Philippines, the opportunity to win a fully equipped sleeping set is almost like an unattainable dream. However, this is exactly what happened to some of the contestants in SURVIVOR The Hidden Idol, thanks to our partners from Decathlon Bulgaria. The provided inflatable beds, mattresses, pillows, hammocks provided real comfort to one of the tribes.

The brand integration of the client was complemented at the very end by providing complete camping equipment to the winner. A tent, an inflatable mattress for two, a double sleeping bag, a pillow, folding chairs and a table, a hammock, a camping lamp, an inflatable cooler bag, thermoses, and a set of dishes and utensils awaited the last survivor and his next outdoor adventure.

The integration of the brand were carried out in a memorable way through organic positioning in a contextually appropriate environment for the product range of the brand. Eager to experience the emotion, the partnerships unfolded until the very end, uniting the universes of the brand, SURVIVOR and bTV Media Group.

Client: Decathlon Bulgaria

Period: Spring 2022

Format/Show: Season 6 of SURVIVOR



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SPECIAL SALES PROJECTS

SDI Field Day In "The Bachelor" - Sports Sponsorship In A Reality Format

COMPETITIVE SPIRIT ON THE PATH TO LOVE – HOW ONE BRAND HELPED THE LADIES

"The Bachelor" is an entirely premium format that gives brands the opportunity to make a strong statement through the various reality segments and position themselves effectively in prime time, through direct exposure.

One of the elements of the format are the various challenges that the candidates must go through in competition with each other for the heart of The Bachelor. They are associated with physical activity and not-so-female oriented sports and extreme activities.

It was there that we saw potential for SDI's non-standard image integration.

Three sports challenges were planned in several separate episodes, during which the ladies had to prove and show physical and strategic qualities. In this way, each of them declared to the Bachelor their own ambition, refracted through the prism of sports zeal and the ability to work as a team. We called the series of sports meetings in basketball, water polo and football - SDI Field Day, which provided an exclusive image presence of the brand, and the branded sports teams and banner carried out the idea of sponsoring an event within the reality format.

You can check out one of the memorable challenges in the video here.



Client: SDI

Agency: GK Services

Period: Spring 2022



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ДОБРИЯТ ПРИМЕР

Environmental and socially responsible – in the media industry and in society

bTV Media Group, as part of the large family of Central European Media Enterprises (CME) and the international company PPF Group, continues showing its commitment towards important social causes and civil initiatives as part of its strategy for its sustainable media and social presence in Bulgaria. The responsible mission of the company is to create, realise and support projects which form a national identity and develop self-consciousness and positive action within civil society. These projects are based on shared environmental, social and governance standards (ESG – environmental, social and governance), which are set in the policies of the media group.

Two years ago, bTV Media Group placed the foundation for the development of its social brand The Good Example with the ambition to create a wide partnership network and platform to share good deeds in support of young talent, supporting people in need and preserving Bulgaria's nature. The company's efforts aim every significant social cause to receive maximally wide publicity and the support of millions of TV viewers, listeners and internet users.

Within the framework of The Good Example, bTV Media Group annually supports Annual Cleanup Day and appeals to all its viewers and partners to take part in the emblematic campaign Let's Clean Bulgaria Together. Launched in 2012, this is the largest eco initiative in the country, which cause set the beginning of voluntary care towards nature and the places we inhabit and visit daily. For ten years now, the initiative has gathered and united thousands of Bulgarians, loved faces from the screen and organisations. The figures as a result of the annual volunteer activities are curious: over 24 years' worth of labour have been saved for the cleaning institutions; between 300 and 400 companies and partners take part annually. The tenth edition of Let's Clean Bulgaria Together in 2022, for example, motivated 279,343 volunteers, who took part in hundreds of activities for cleaning, improving and reforesting across the entire country. 2,832.25 tons of waste were gathered during the campaign, statistics from the Ministry of Environment and Waters show. 412 unregulated rubbish dumps were cleared from the map of the country, as well as 3,457 polluted zones. Thanks to the widened scope of the initiative, 282 spaces for relaxation and culture in natural parks and historical sites were renovated and enhanced. In 2022, the campaign was supported by an exceptionally large number of schools – 575.

bTV Media Group gives a voice to a range of socially significant causes as part of The Good Example. On 24th February this year, Europe woke to a new reality. The war in Ukraine caused a wave of compassion all over the world. With its quick actions, the media group supported the charity initiatives with which Bulgarians and various organisations ensure aid to those affected. bTV Media Group stood behind dozens of valuable campaigns by providing free options for communicating through their channels. Among them are various causes by Bulgarian Red Cross, UNICEF, Junior Achievement, Run2Gather, etc.

The faces from TV who are the ambassadors of The Good Example are also personally engaged in a number of projects in support of society.

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Portfolio / Spring 2023

TV ↑



The channel which ensures high-quality and diverse information and entertainment TV content. Large-scale access to varied audience with even a single broadcast.

Daily reach: 41.6%
Target group: active population 18-49



Diverse schedule of hit series and films, sports tournaments, local programmes, live sports and news emissions. Action and powerful sports emotions in support of your messaging.

Daily reach: 9.8%
Target group: active population 18-49 slightly predominant male audience



Movie channel based on multiple genres – fantasy, sci-fi, action, thriller, drama, comedy, romance, family, etc. Thematic weekly packaging of genres, actors, directors, etc. Two premiere titles per week.

Daily reach: 10.3%
Target group: active population 18-49



The only comedy channel in Bulgaria. Broadcasts world-famous sitcoms and popular entertainment series. Attracts the power of humour and positive emotions to your side.

Daily reach: 6.9%
Target group: youth 18-34, slightly predominant urban audience



Romance, favourite telenovelas from Europe, Latin America and Turkey. Top lifestyle content from the USA.

Daily reach: 3.8%
Target group: women 25-54



Sports channel offering a variety of events and championships in football, basketball, rhythmic gymnastics, MMA, kickboxing, etc. The scene for Bulgarian champions in favourite sports.

Daily reach: 1.9%
Target group: men 18-49



Represented by BMG;
a channel focused on a modern and healthy lifestyle, with programmes about sports practices and good food; useful and positive content with added value for viewers

Target group: modern active urban audience with an interest in a healthy life, loyal and information, predominant female audience



Represented by BMG;
programmes about the most modern cooking tendencies; beautiful, colourful, seductive content; productions with fresh faces and captivating ideas

Target group: audience with wide age range and authentic interest towards cuisine, slightly predominant male audience

Source: GARB, Spring season 2022

Radio ↑

Digital Platforms ↑

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Portfolio / Spring 2023

- TV 
- Radio 



Modern hits; one of the largest music stations in the country, covering over 50 cities.

Target group: 18-45

njoy.bg



One of the leading music and information radios; broadcasts news at every hour, current and author shows.

Target group: 25-55

btvradio.bg



Unique advertising profile. The only radio for jazz, soul, funk, chillout and world music in Bulgaria

Target group: 25-55

jazzfm.bg



The only radio station for classical music on the Balkans.

Target group: 35+

classicfm.bg



The rock radio with original author content and news at every hour

Target group: 18-45

zrock.bg

Digital Platforms

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Portfolio / Spring 2023

- TV ↓
- Radio ↓
- Digital Platforms ↑



Information and entertainment portal:
btv.bg
 Video highlights from shows, series and news emissions. Original lifestyle content.
17 927 719 Impressions



HOBNHИTE News portal: btvnovinite.bg btvnovinite
App
 News brand with highest trust rating in Bulgaria. All local and international news in real time.
44 495 651 Impressions



Sports website btvsport.bg
 The sports website with current news, videos and podcasts. Content supported by the benchmark of sports journalism - the journalists and faces of bTV



Business website businessnovinite.bg
 bTV's new business hub; the most important financial and economic news - crediting, cryptocurrencies, the stock exchange, stock market trading, global and local business processes, regulations and policies; interviews and analyses about leading economic topics including a videocast with guests about current affairs.



Catch-up of TV shows: btvplus.bg
 Free of charge access to bTV video content up to 30 days following broadcast.
14 910 189 Impressions



Video-on-demand: voyo.bg
 A wide variety of Bulgarian and foreign TV series, live sports, live broadcast of TV pre-premieres and a catalogue of 500+ movies.
4 443 936 Impressions



Women lifestyle site: ladyzone.bg
 One of the most loved ladies' site for beauty tips, celebrities' news, love, fashion and lifestyle; with more video, video stories and video podcast.
8 147 707 Impressions



Weather site: dalivali.bg
 The accurate weather forecast and more



zodia.bg
 Astrology prediction of beloved Alena

Source: GA360, Spring season 2022

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