TELEVISION

MAIN TV GROUPS

bTV Media Group (bMG)
bTV, bTV Action, bTV Cinema, bTV Comedy, bTV Lady, Ring.bg

Nova Broadcasting Group
Nova, Diema, Kino Nova, Diema Family, Nova Sport

Discovery Group
Discovery Channel, ID Xtra, TLC

Scripps Networks Interactive
Fine Living, Food Network, Travel Channel

BNT Group
BNT1, BNT2, BNT3 (BNT HD), BNT4 (BNT world)

FOX International Channels
FOX, Fox Life, Fox Crime, National Geographic, Nat Geo WILD, 24 Kitchen

AXN Group: AXN, AXN Black, AXN White

TV AD SALES GROUPS

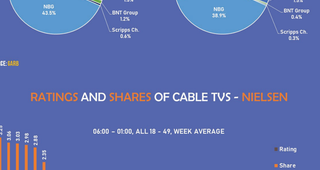
bTV Media Group
bTV, bTV Action, bTV Cinema, bTV Comedy, bTV Lady, Ring.bg, Cartoon Network

Nova Broadcasting Group
Nova, Diema, Kino Nova, Diema Family, Nova Sport, FOX, FOX Life, FOX Crime, National Geographic, Nat Geo WILD, 24 Kitchen, AXN, Disney Chanel, City TV, Nickelodeon, Nick Junior

The Sales House
Discovery, ID, TLC, Travel Channel, Fine Living, Food Network, Kanal 3, Weos TV

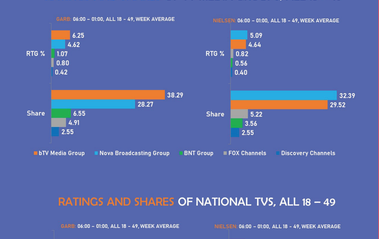
BNT Group
BNT1, BNT2, BNT3 (BNT HD), BNT4 (BNT world)

TOTAL NET TV ADVERTISING EXPENDITURES, MIL. EURO

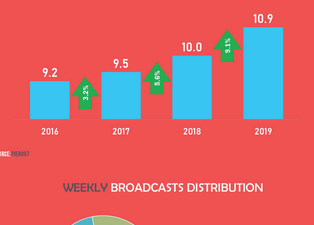


SOURCE: PIERO97

RATINGS AND SHARES OF TV MEDIA GROUPS, ALL 18 – 49

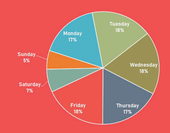


TOTAL NET RADIO ADVERTISING EXPENDITURES, MIL. EURO



SOURCE: PIERO97

WEEKLY BROADCASTS DISTRIBUTION



Monitored radio channels:
BG Radio, bTV Radio, Radio Nova, Bulgaria On Air Radio, City, Focus, Darik, Doris Nostalgie, FM+, Fresh, Horizont, Hristo Botev, Magic FM, Melody, N.Joy, Nevinite sega, NRJ, Radio1, Radio 1 Rock, Radio Sofia, The Voice, Veronika, Veselina, Vitosha, Zorana, ZRock.

SOURCE: NEW MEDIA LAB

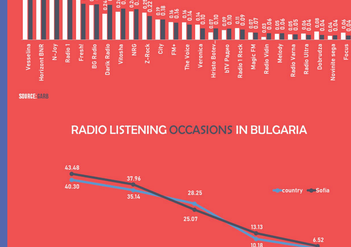
AUDIENCE SHARE BY RADIO GROUPS

SOURCE: GARB

RADIOSTATIONS AND GROUPS AUDIENCE SHARES

SOURCE: GARB

AVERAGE RATING OF THE RADIO STATIONS



SOURCE: GARB

RADIO LISTENING OCCASIONS IN BULGARIA

SOURCE: GARB

TOP ADVERTISERS IN RADIO

Monitored radio channels:
BG Radio, bTV Radio, Radio Nova, Bulgaria On Air Radio, City, Focus, Darik, Doris Nostalgie, FM+, Fresh, Horizont, Hristo Botev, Magic FM, Melody, N.Joy, Nevinite sega, NRJ, Radio1, Radio 1 Rock, Radio Sofia, The Voice, Veronika, Veselina, Vitosha, Zorana, ZRock.

SOURCE: NEW MEDIA LAB

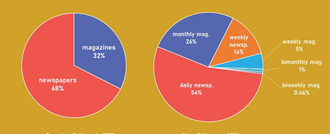
RADIO

PRESS

TOTAL NET PRESS ADVERTISING EXPENDITURES, MIL. EURO

SOURCE: PIERO97

PRESS ADVERTISING BUDGETS DISTRIBUTION

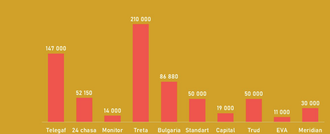


Canceled Editions in 2019
Magazines: Joy , Maxiv dete, Agrobiznesat
Zhati Trud newspaper

New Editions in 2019
Momichetata ot grada
In Globo, Playboy and Forbes have new publisher

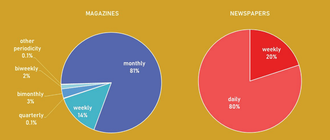
SOURCE: NIELSEN

AVERAGE CIRCULATION OF TOP 10 PUBLICATIONS, 2019



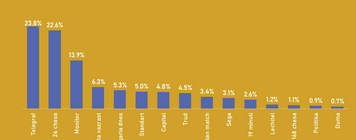
SOURCE: THE PUBLISHERS

AD BUDGETS DISTRIBUTION BY PERIODICITY



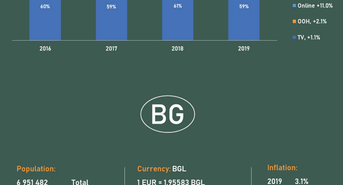
SOURCE: NIELSEN

PRESS AD MARKET SHARES OF TOP 15 NEWSPAPERS, 2019



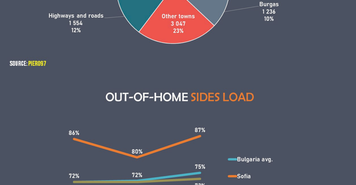
SOURCE: NIELSEN

TOP 15 EDITIONS BY AD BUDGETS



SOURCE: NIELSEN, GARB

PRESS AD MARKET SHARES OF TOP 15 MAGAZINES

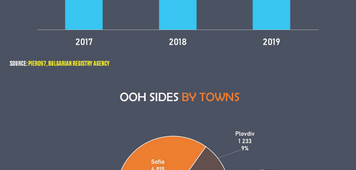


SOURCE: NIELSEN

TOP SECTORS IN PRESS

SOURCE: NIELSEN, GARB

TOTAL NET OOH ADVERTISING EXPENDITURES, MIL. EURO



SOURCE: PIERO97, BULGARIAN REGISTRY AGENCY

OOH SIDES BY TOWNS

SOURCE: PIERO97

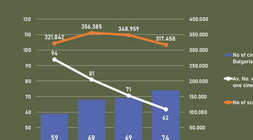
OUT-OF-HOME SIDES LOAD

SOURCE: PIERO97

CINEMA

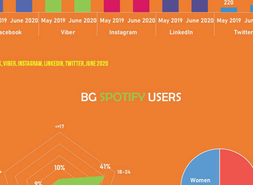
TOTAL NET CINEMA AD EXPENDITURES, MIL. EURO

NO. OF CINEMAS AND SCREENINGS



SOURCE: NIS

NUMBER OF CINEMA VISITS



SOURCE: NEW AGE MEDIA CINEMA CITY)

CINEMA AUDEINCE

SOURCE: CINEMA BOX OFFICE

TOP 20 FIMS OF 2019, B. O. GROSS USD

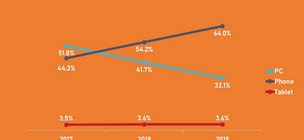
SOURCE: WWW.BOXOFFICEMOJO.COM

ONLINE

TOTAL NET ONLINE ADVERTISING EXPENDITURES, MIL. EURO

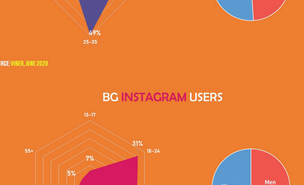
SOURCE: PIERO97; THE DATA DO NOT INCLUDE FACEBOOK AND GOOGLE

INTERNET TRAFFIC BY DEVICE



SOURCE: STATCS

BG FACEBOOK USERS



SOURCE: FACEBOOK, JUNE 2020

MOST VISITED SITE CATEGORIES, NOV. 2019

SOURCE: SEMRUSH

TOP PRODUCT SECTORS IN INTERNET

SOURCE: IAB BULGARIA

TOP 20 INTERNET ADVERTISERS, INDEX*

SOURCE: IAB BULGARIA

* The chart is based on indexes. The number1 advertiser in BG online websites is with an index of 100 and all the others are related to it.

BG VIBER USERS

SOURCE: FONEO, JUNE 2020

BG INSTAGRAM USERS

SOURCE: INSTAGRAM, JUNE 2020

BULGARIAN MEDIA MAP

EDITION 2020

Since year 2007, Piero97.com announces the Bulgarian Media Map™ – the main market data, analysis and trends of the Bulgarian advertising and media market.

The map is a result of an extensive annual research and data survey, based on the data from all available official sources and agencies in the field of advertising and media in Bulgaria, and also on our own sources and analysis.

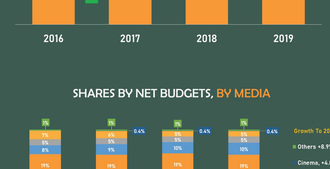
All present figures and data are for the year 2019, released in August 2020.

Sources: GARB Audience Measurement Bulgaria, Nielsen Admosphere, publishers, TV and radio stations, abonamenti.com, predavatel.com, press publications, Piero97 internal statistics, Gemius Bulgaria, New Media Lab, Google Consumer barometer, Facebook, Viber, LinkedIn, Twitter & Spotify.

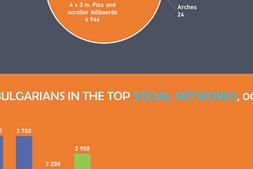
Bulgarian Media Map™ is a trademark of Piero97.com, research division of Direct Media.

OUT-OF-HOME

BULGARIAN MEDIA AD MARKET, NET BUDGETS, MIL EURO



OUT-OF-HOME IN BULGARIA, SIDES



SOURCE: PIERO97

SHARES BY NET BUDGETS, BY MEDIA

BULGARIANS IN THE TOP SOCIAL NETWORKS, 000s

SOURCE: FACEBOOK, VIBER, INSTAGRAM, LINKEDIN, TWITTER, JUNE 2020

BG SPOTIFY USERS

SOURCE: SPOTIFY, JUNE 2020

BG VIBER USERS

SOURCE: FONEO, JUNE 2020

BG INSTAGRAM USERS

SOURCE: INSTAGRAM, JUNE 2020

GROSS TV ADVERTISING BUDGETS BY GROUP, GARB, MIL. EURO

SOURCE: GARB

RATINGS OF MAIN TVS, ALL 18 – 49, MON – SUN, 06:00 – 01:00

GROSS TV ADVERTISING BUDGETS BY GROUP, NIELSEN, MIL. EURO

SOURCE: NIELSEN

TOP 30 ADVERTISERS, GROSS BUDGETS AND SHARES IN bMG & NBG

SOURCE: NIELSEN

GROSS MARKET SHARES BY TV MEDIA GROUPS, NIELSEN

TV CHANNELS GROSS MARKET SHARES

SOURCE: GARB

GROSS MARKET SHARES BY TV MEDIA GROUPS, GARB

SOURCE: GARB

GROSS TV AD BUDGETS, MIL. EURO

SOURCE: NIELSEN

RATINGS AND SHARES OF CABLE TVS - NIELSEN

06:00 – 01:00, ALL 18 – 49, WEEK AVERAGE
Rating
Share
2.58
2.37
2.04
2.03
1.94
1.88
1.29
1.25
1.20
1.15
1.09
1.09
1.03
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0.93
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Nova News
Kino Nova
bTV Cinema
bTV Action
Diema
Diema Family
bTV Comedy
Nat Geo WILD
Fox
Nova Sport
Fox Crime
Nickelodeon
Discovery Channel
Discovery ID Xtra
Travel Channel
Fine Living
Food Network
bTV Lady
Kanal 3
Cartoon Network
Bulgaria On Air
Cherry
Kanal 1
Weos TV
Ring
Bloomberg
Fox Life
Nat Geo
24 Kitchen
Viasat Explorer
Viasat History
Viasat Nature
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