

ADVERTISING PACKAGES



FIFA WORLD CUP
Qatar2022™

General Information



- FIFA World Cup Qatar 2022™ will be unique in many ways:
 - The competition will be a kind of farewell to its current format – for the last time ever, there will be 32 participating teams in the tournament;
 - For the first time ever, the FIFA World Cup™ will be held in the Arab world;
 - Due to the specific climate in the Middle East, the competition will not be held in the summer – it will rather take place in the last months of the year.

Participants



- Being the host of the FIFA World Cup Qatar 2022™, Qatar has qualified automatically and will make its debut in the world finals.
- Another 28 teams have already joined the hosts. One interesting fact is that 12 of the 29 qualified teams come from Europe.
- The names of the last three participants in the prestigious tournament will become known in the summer, when the qualifications will wrap up on all continents.

Dates & Events



- Period: **November 21 – December 18 2022**
- **64 top-notch football games over 22 game days**
- Times of game broadcasts:
 - Group stage: **12:00 h, 15:00 h, 18:00 h, 21:00 h** local time (Bulgaria);
 - Knockout stage: **17:00 h, 21:00 h** local time (Bulgaria)
- TV channels - **5 official channels**, part of the two biggest television groups in Bulgaria:
 - **BNT 1, NOVA, DIEMA** – main live broadcasts and reruns;
 - **BNT 3, DIEMA SPORT / DIEMA SPORT 2 / DIEMA SPORT 3** – parallel HD live broadcasts and reruns.
- Internet: the platforms of Bulgaria’s biggest digital media group **NetInfo** and **BNT’s websites** will offer adequate internet coverage and advertising options.

Established Partnership – BNT & NBG



Following the undisputed success of UEFA EURO 2020™, the Bulgarian National Television and Nova Broadcasting Group are planning to once again broadcast jointly all games from FIFA World Cup Qatar 2022™.

- An equal number of matches will be broadcasted live on the channels, operated by each of the media groups – in terms of number, hours of broadcasting and tournament stages;
- The advertising presence in each of the proposed packages is also evenly distributed between the media;
- The team of Nova Broadcasting Group is in charge of administering the sales process on behalf of the two media in a bid to facilitate both clients and agencies;
- 4 games will be aired simultaneously on the channels of both media:
 - The opening match on **Nov 21st, 2022 (Qatar – Ecuador)**;
 - The third-place final on **Dec 17th, 2022**;
 - The FIFA World Cup Qatar 2022™ final on **Dec 18th, 2022**;
 - One game from the group stage **Nov 27th, 2022 (Spain – Germany)**.

Match Schedule



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		Group Matches							Round of 16	Quarter-Finals	Semi-Finals	3 rd Place & Final																		
		Monday 21 November	Tuesday 22 November	Wednesday 23 November	Thursday 24 November	Friday 25 November	Saturday 26 November	Sunday 27 November	Monday 28 November	Tuesday 29 November	Wednesday 30 November	Thursday 1 December	Friday 2 December	Saturday 3 December	Sunday 4 December	Monday 5 December	Tuesday 6 December	Wednesday 7 December	Thursday 8 December	Friday 9 December	Saturday 10 December	Sunday 11 December	Monday 12 December	Tuesday 13 December	Wednesday 14 December	Thursday 15 December	Friday 16 December	Saturday 17 December	Sunday 18 December	
Al Bayt Stadium	...	1 QAT vs ECU 19:00	12 MAR vs CRO 13:00	20 ENG vs USA 22:00	28 ESP vs GER 22:00	36 NED vs QAT 18:00	44 ICP 2 vs GER 22:00	51 1B vs 2A 22:00	59 WS1 vs WS2 22:00	62 W59 vs W60 22:00																				
Khalifa International Stadium	...	3 ENG vs IRN 18:00	11 GER vs JPN 18:00	19 NED vs ECU 18:00	27 CRO vs CAN 18:00	35 ECU vs SEN 18:00	43 JPN vs ESP 22:00	49 1A vs 2B 18:00																				63 3 rd Place 18:00		
Al Thumama Stadium	...	2 SEN vs NED 18:00	10 ESP vs ICP 2 16:00	18 QAT vs SEN 16:00	26 BEL vs MAR 16:00	34 IRN vs USA 18:00	42 CAN vs MAR 18:00	50 1D vs 2C 18:00	58 WS5 vs WS6 18:00																					
Ahmad Bin Ali Stadium	...	4 USA vs EUR 22:00	9 BEL vs CAN 22:00	17 EUR vs IRN 13:00	25 JPN vs ICP 2 13:00	33 EUR vs ENG 22:00	41 CRO vs BEL 18:00	50 1C vs 2D 22:00																						
Lusail Stadium	...	8 ARG vs KSA 13:00	16 BRA vs SRB 22:00	24 KSA vs MEX 22:00	32 POR vs URU 22:00	40 KSA vs MEX 22:00	48 CMR vs BRA 22:00	56 1H vs 2G 22:00	57 W49 vs W50 22:00																					
Stadium 974	...	7 MEX vs POL 18:00	15 POR vs GHA 18:00	23 FRA vs DEN 18:00	31 BRA vs SUI 22:00	39 POL vs ARG 22:00	47 SRB vs SUI 22:00	54 1C vs 2H 22:00																						
Education City Stadium	...	6 DEN vs TUN 16:00	14 URU vs KOR 16:00	22 POL vs KSA 16:00	30 KOR vs GHA 16:00	38 TUN vs FRA 18:00	46 KOR vs POR 18:00	55 1F vs 2E 18:00	58 WS3 vs WS4 18:00																					
Al Janoub Stadium	...	5 FRA vs ICP 1 22:00	13 SUI vs CMR 13:00	21 TUN vs ICP 1 13:00	29 CMR vs SRB 13:00	37 ICP 1 vs DEN 18:00	45 GHA vs URU 18:00	53 1E vs 2F 18:00																						

- A** Qatar (QAT)
Ecuador (ECU)
Senegal (SEN)
Netherlands (NED)
- B** England (ENG)
Iran (IRN)
USA (USA)
Iraq Play-off (ICP 1)¹
- C** Argentina (ARG)
Saudi Arabia (KSA)
Mexico (MEX)
Poland (POL)
- D** France (FRA)
Canada (CAN)
Denmark (DEN)
Croatia (CRO)
- E** Spain (ESP)
Germany (GER)
Japan (JPN)
- F** Belgium (BEL)
Morocco (MAR)
Croatia (CRO)
- G** Brazil (BRA)
Switzerland (SUI)
Cameroon (CMR)
- H** Portugal (POR)
Ghana (GHA)
Uruguay (URU)
Korea Republic (KOR)

¹Note: ICP 1: UAE/Australia v. Peru; ICP 2: Costa Rica v. New Zealand; EUR: Wales v. Scotland/Ukraine



All times are local times. Subject to change. W = Winner

Advertising Packages (Premium Package) - Television



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	Premium package
Advertisement - live games	TV spots - 30 sec.
Opening game	4
Group stage / first 48 games	98
Last 16 / 8 games	20
Quarterfinals / 4 games	8
Semifinals / 2 games	6
Play-off for third place / 1 game	4
Final / 1 game	4
Singular gross prices	978 493.00 BGN
Sponsorship - Live matches and Official FIFA Studio	Sponsorship Tags Sets! - 2 x 7 sec.
Group stage / first 48 games	32
Last 16 / 8 games	8
Quarterfinals / 4 games	4
Semifinals / 2 games	4
Play-off for third place / 1 game	2
Final / 1 game	2
Singular gross prices	376 523.00 BGN
Advertisement - re-runs	BONUS SPOTS! Guaranteed 2 re-runs for every live game on the channels of both media groups (BNT & NBG)
Advertisement and Sponsorship / Highlights programmes at the end of each game day	
Advertisement	32
Sponsorship sets	16
Singular gross prices	103 944.00 BGN
TOTAL GROSS in leva, without VAT	1 458 960.00 BGN
TOTAL NET with maximum package discount (in leva, without VAT)	729 480.00 BGN
Discounts according to confirmation period	
till 15 June 2022	50%
NET in leva, without VAT	729 480.00 BGN
16 June - 31 July 2022	45%
NET in leva, without VAT	802 428.00 BGN
1 August - 15 September 2022	35%
NET in leva, without VAT	948 324.00 BGN
16 September - 20 November 2022	30%
NET in leva, without VAT	1 021 272.00 BGN
From 21 November 2022	0%
NET in leva, without VAT	1 458 960.00 BGN

Advertising Packages (Packages 1,2,3,4,5 & 5A) - Television



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	Package 1	Package 2	Package 3	Package 4	Package 5	Package 5A
Advertisement - live games	<i>TV spots - 30 sec.</i>					
Opening game	4	2	2			
Group stage / first 48 games	90	48	36	18	14	10
Last 16 / 8 games	12	8	8	2		2
Quarterfinals / 4 games	6	4	2	2		
Semifinals / 2 games	4	2	2			
Play-off for third place / 1 game	2	1				
Final / 1 game	2	1				
Singular gross prices	743 094.00 BGN	407 931.00 BGN	300 220.00 BGN	123 208.00 BGN	73 318.00 BGN	64 774.00 BGN
Sponsorship - Official FIFA Studio	<i>Sponsorship Tags Sets! - 2 x 7 sec.</i>					
Group stage / first 48 games	18	8	2	2	4	3
Last 16 / 8 games	6	4	2	2		
Quarterfinals / 4 games	2	2	2			
Semifinals / 2 games	2	2				
Play-off for third place / 1 game	1					
Final / 1 game	1					
Singular gross prices	202 585.00 BGN	109 482.00 BGN	39 416.00 BGN	22 878.00 BGN	20 948.00 BGN	15 711.00 BGN
Advertisement - re-runs	<i>BONUS SPOTS! Guaranteed 2 re-runs for every live game on the channels of both media groups (BNT & NBG)</i>					
Advertisement and Sponsorship / Highlights programmes at the end of each game day	<i>This packages can choose only games in the first 12 days / group stage!</i>					
Advertisement	32	16	6	4	0	4
Sponsorship sets	16	10	4	4		
Singular gross prices	99 216.00 BGN	53 742.00 BGN	20 670.00 BGN	16 536.00 BGN	0.00 BGN	8 268.00 BGN
TOTAL GROSS in leva, without VAT	1 044 895.00 BGN	571 155.00 BGN	360 306.00 BGN	162 622.00 BGN	94 266.00 BGN	88 753.00 BGN
TOTAL NET with maximum package discount (in leva, without VAT)	522 447.50 BGN	342 693.00 BGN	234 198.90 BGN	113 835.40 BGN	68 814.18 BGN	66 564.75 BGN
Discounts according to confirmation period						
till 15 June 2022	50%	40%	35%	30%	27%	25%
NET in leva, without VAT	522 447.50 BGN	342 693.00 BGN	234 198.90 BGN	113 835.40 BGN	68 814.18 BGN	66 564.75 BGN
16 June - 31 July 2022	45%	35%	30%	25%	23%	23%
NET in leva, without VAT	574 692.25 BGN	371 250.75 BGN	252 214.20 BGN	121 966.50 BGN	72 584.82 BGN	68 339.81 BGN
1 August - 15 September 2022	35%	25%	20%	15%	13%	10%
NET in leva, without VAT	679 181.75 BGN	428 366.25 BGN	288 244.80 BGN	138 228.70 BGN	82 011.42 BGN	79 877.70 BGN
16 September - 20 November 2022	30%	20%	15%	10%	8%	5%
NET in leva, without VAT	731 426.50 BGN	456 924.00 BGN	306 260.10 BGN	146 359.80 BGN	86 724.72 BGN	84 315.35 BGN
From 21 November 2022	0%	0%	0%	0%	0%	0%
NET in leva, without VAT	1 044 895.00 BGN	571 155.00 BGN	360 306.00 BGN	162 622.00 BGN	94 266.00 BGN	88 753.00 BGN

Advertising Packages - Television



All advertising agencies, which purchase advertising time during the FIFA World Cup Qatar 2022™ will receive an additional agency discount of 5%, calculated cumulatively (in stages).

BONUSES

- *Parallel live broadcasts*: each match will be broadcasted in parallel live on BNT 3, DIEMA SPORT / DIEMA SPORT 2 / DIEMA SPORT 3. This includes the advertising breaks – thus, each client will benefit from a guaranteed extra live broadcast of each advertising or sponsorship form.
- *Game reruns*: Advertising agencies/Advertisers will benefit from additional broadcasts of their advertising forms (clips), aired during the live broadcasts, as well as in two reruns per match as part of the programs of NBG and BNT.