



bTV MEDIA GROUP

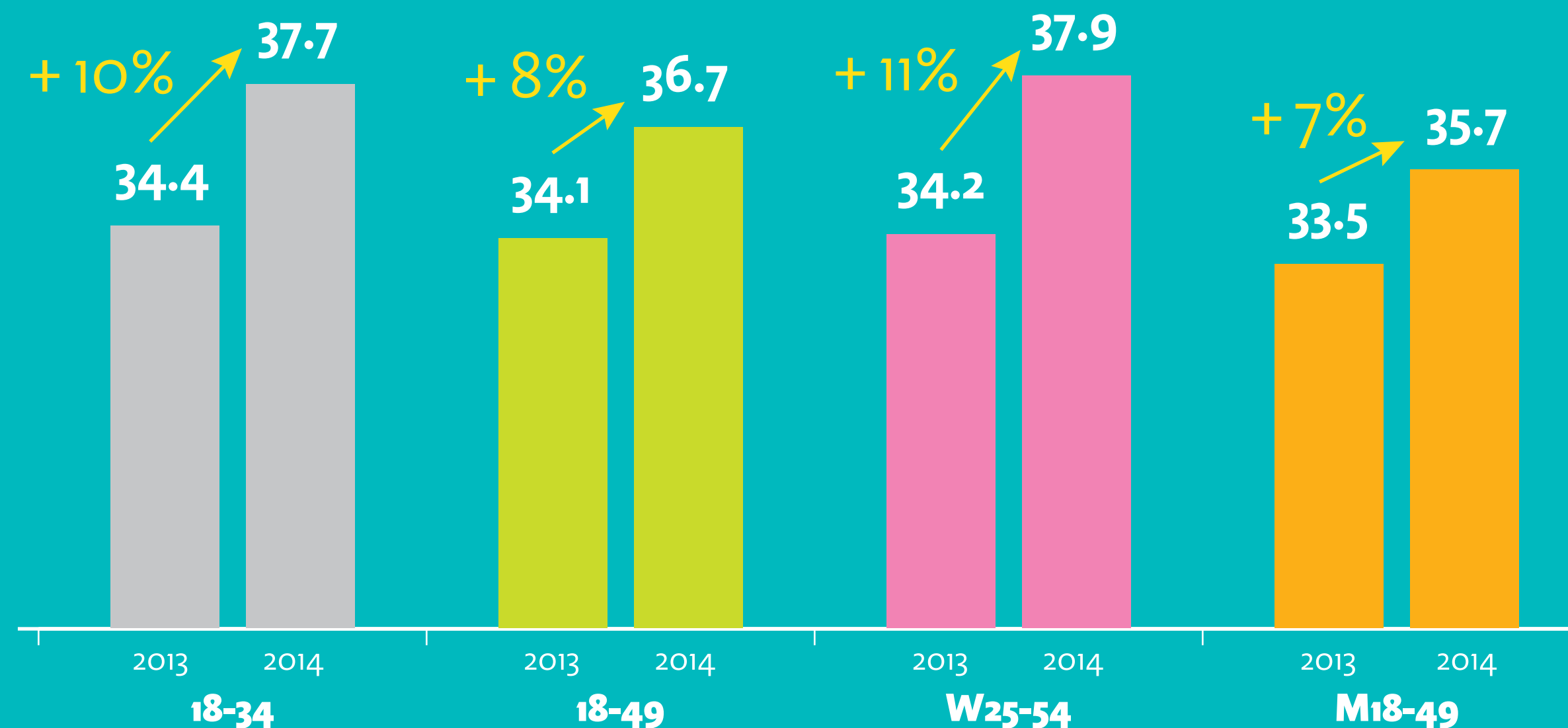
**OUTPERFORMING THE  
MARKET TRENDS**

# WE GROW SIGNIFICANTLY AMONG KEY TARGET GROUPS

Audience share/Autumn 2014

## AUDIENCE SHARES in % – BMG channels

PERIOD: 1 SEP - 31 DEC 2014 vs. 1 SEP - 31 DEC 2013



→ Our channels show audience share **growth** YoY among key target groups

→ The audience shares of both MTG or MTG+represented decline with **-7%** among TG18-49 and **-9%** TG18-34

Source: Garb, Nationally representative people meter panel

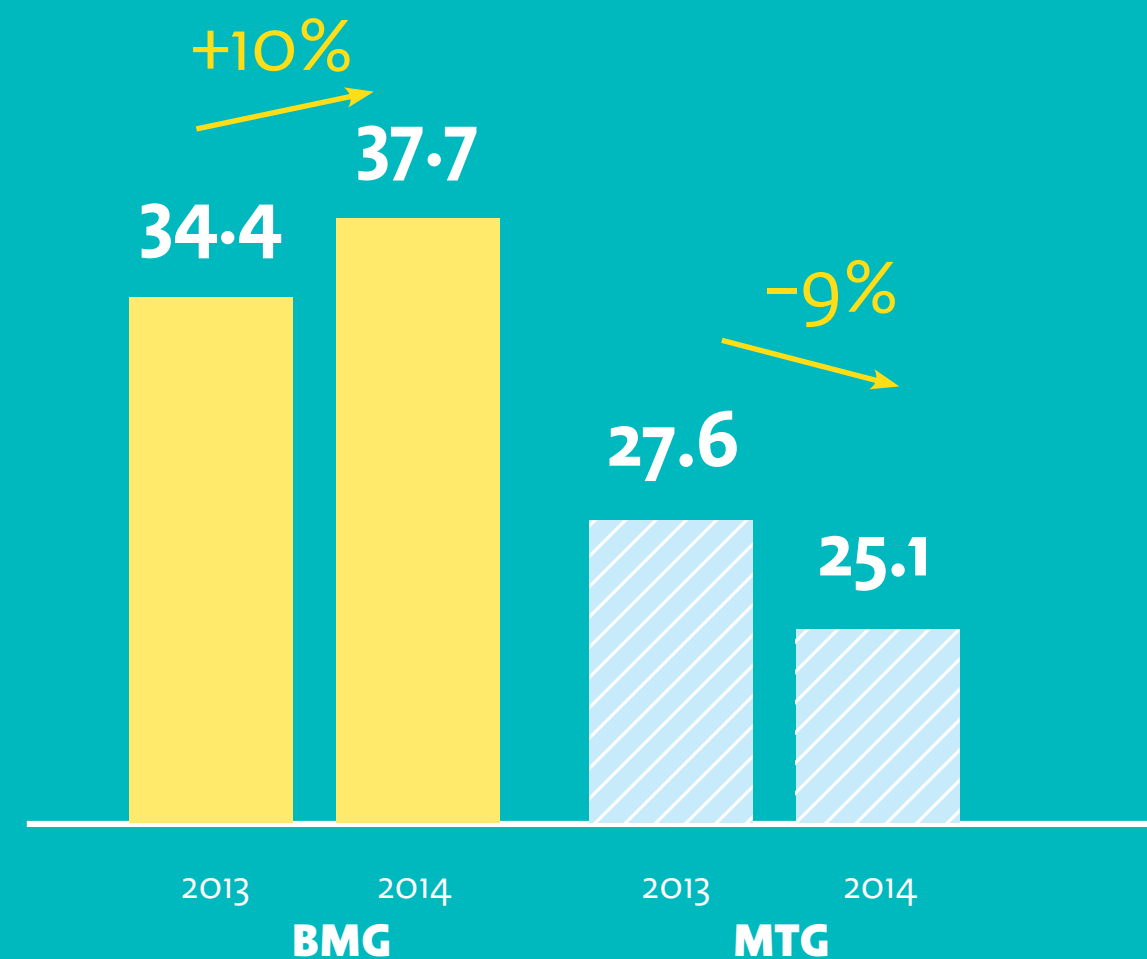
# BUT ESPECIALLY AMONG THE YOUNG AND URBAN

Audience share / Autumn 2014

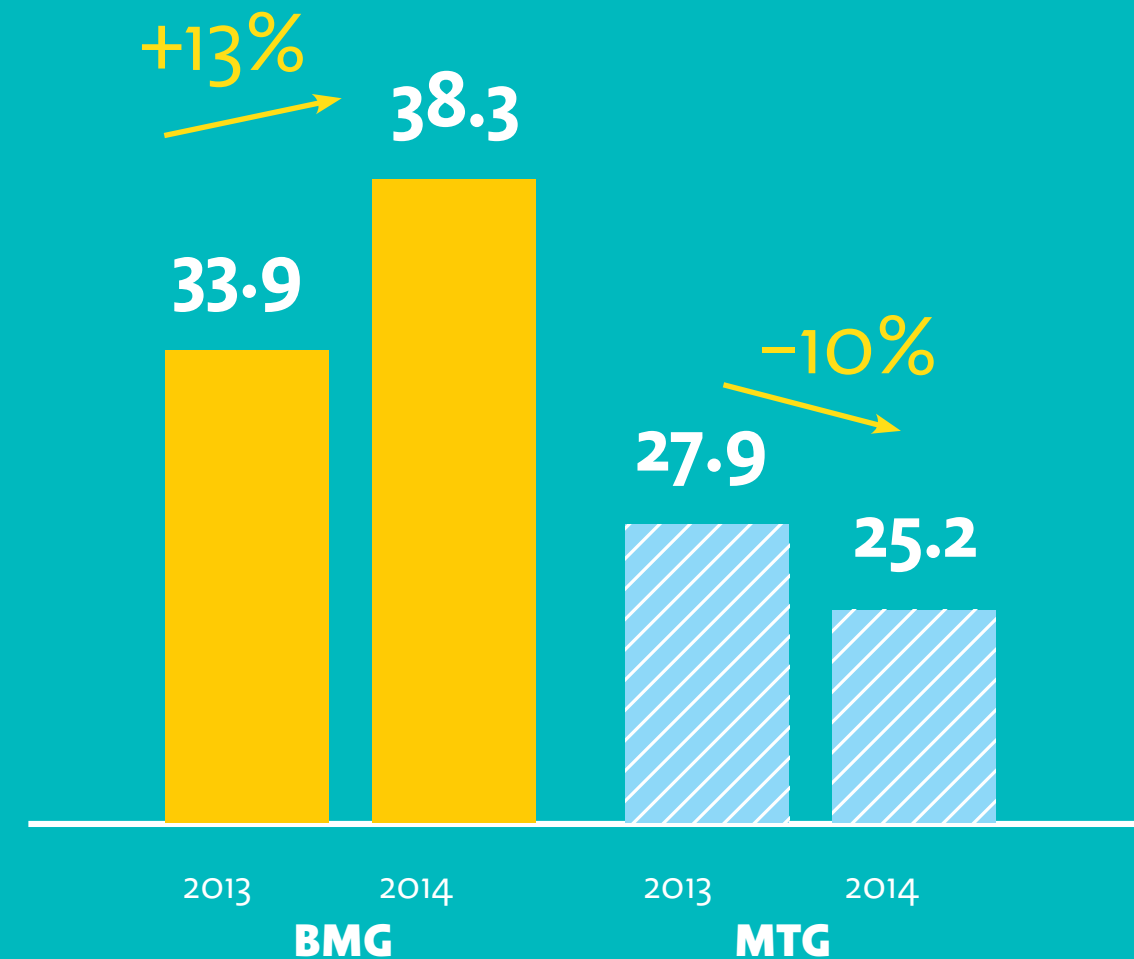
## AUDIENCE SHARES in % – BMG channels

TARGET GROUP: 18-34 PERIOD: 1 SEP - 31 DEC 2014 vs. 1 SEP - 31 DEC 2013

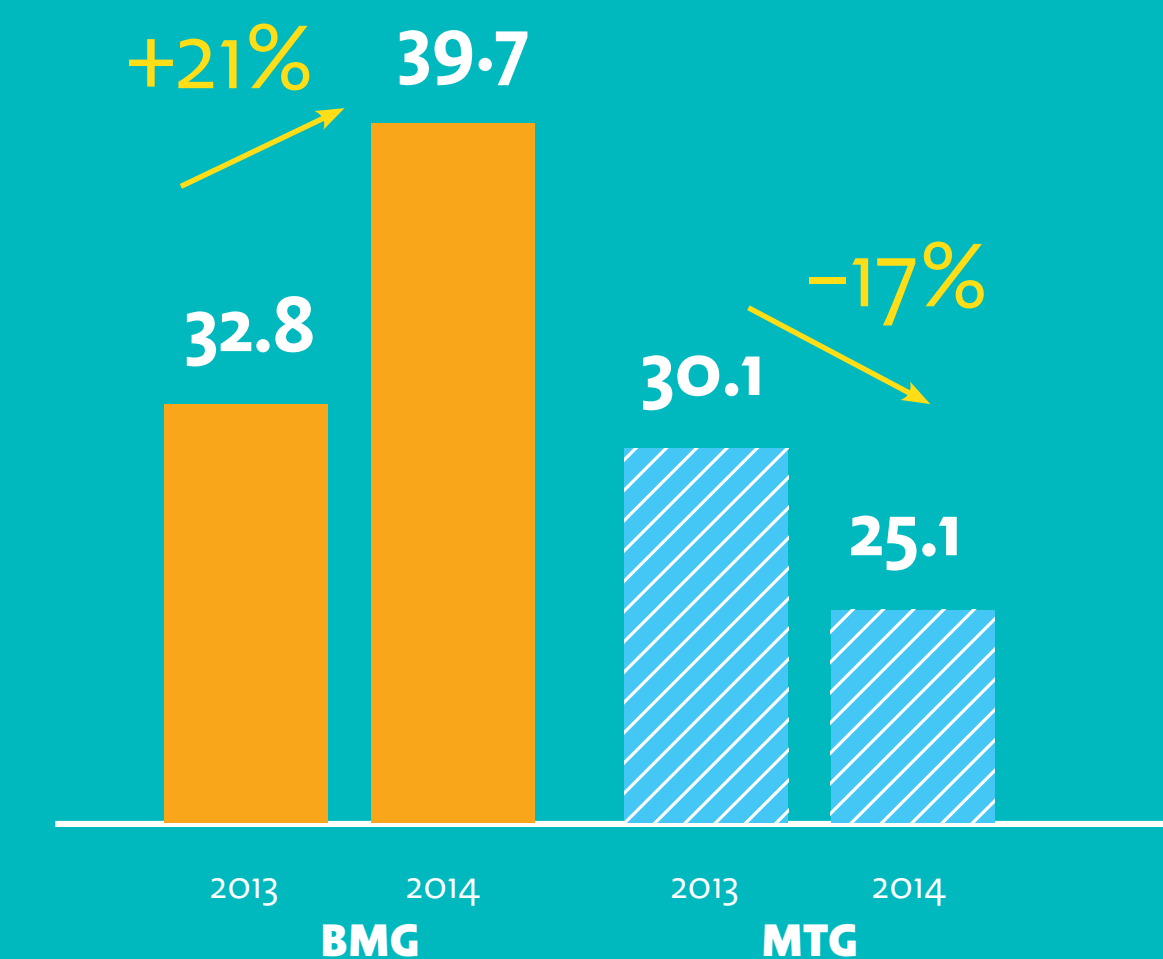
### NATIONAL



### URBAN



### SOFIA



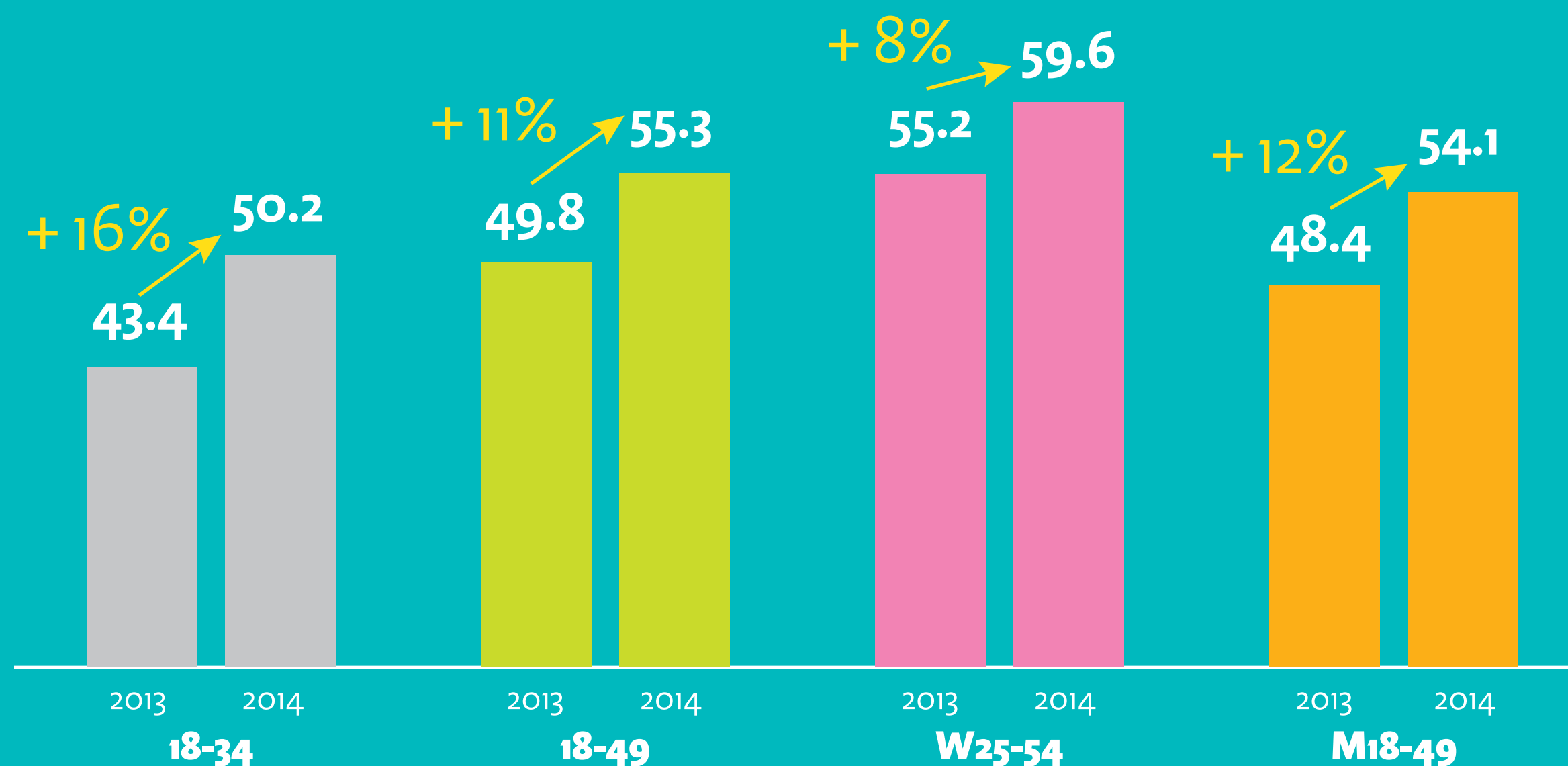
Source: Garb, Nationally representative people meter panel

# WE GROW SIGNIFICANTLY AMONG KEY TARGET GROUPS

Daily reach/ Autumn 2014

## AVERAGE DAILY REACH - BMG

PERIOD: 01 SEP - 31 DEC 2014 vs. 01 SEP - 31 DEC 2013



The AVG Daily Reach of our channels achieves **up to 16%** growth YoY among key target groups

Source: Garb, Nationally representative people meter panel

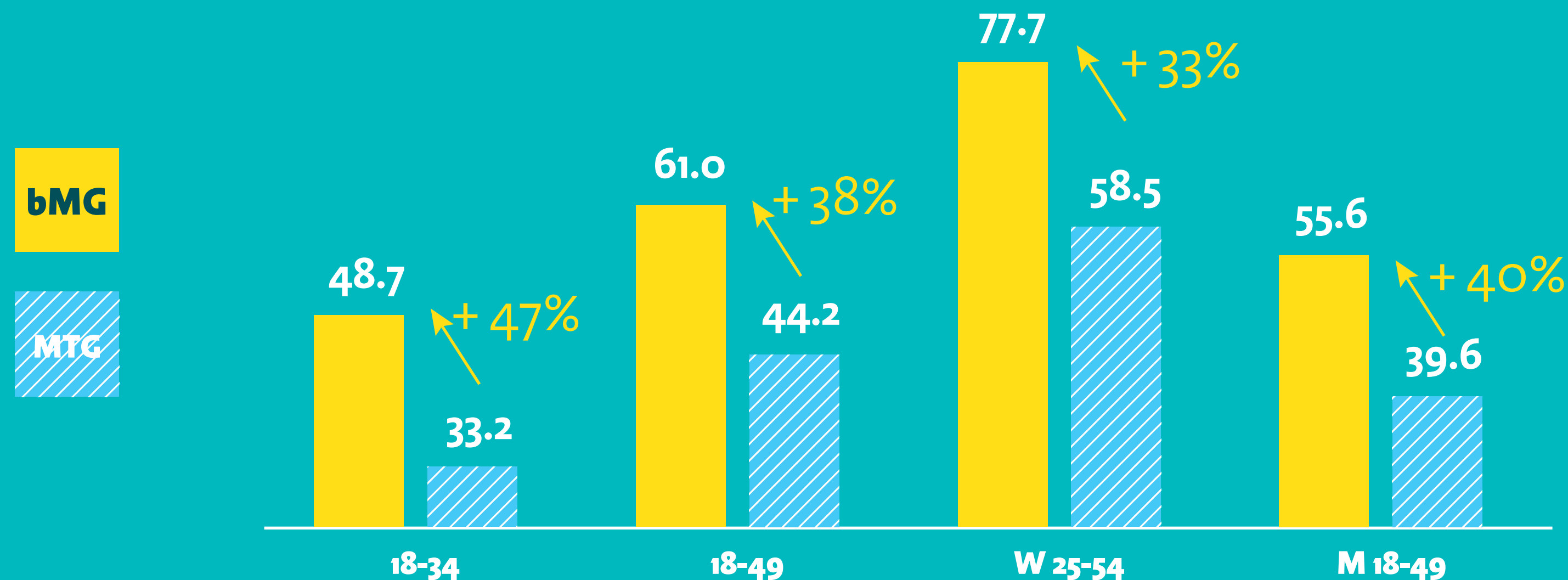


# WE OUTPERFORM MTG SIGNIFICANTLY AMONG KEY TARGET GROUPS

Minutes per day/Autumn 2014

## MINUTES per DAY

PERIOD: 01 SEP - 31 DEC 2014 vs. 01 SEP - 31 DEC 2013



The audience spends daily **47%** (TG18-34) and **38%** (TG 18-49) **more time** on our channels compared to the channels of MTG

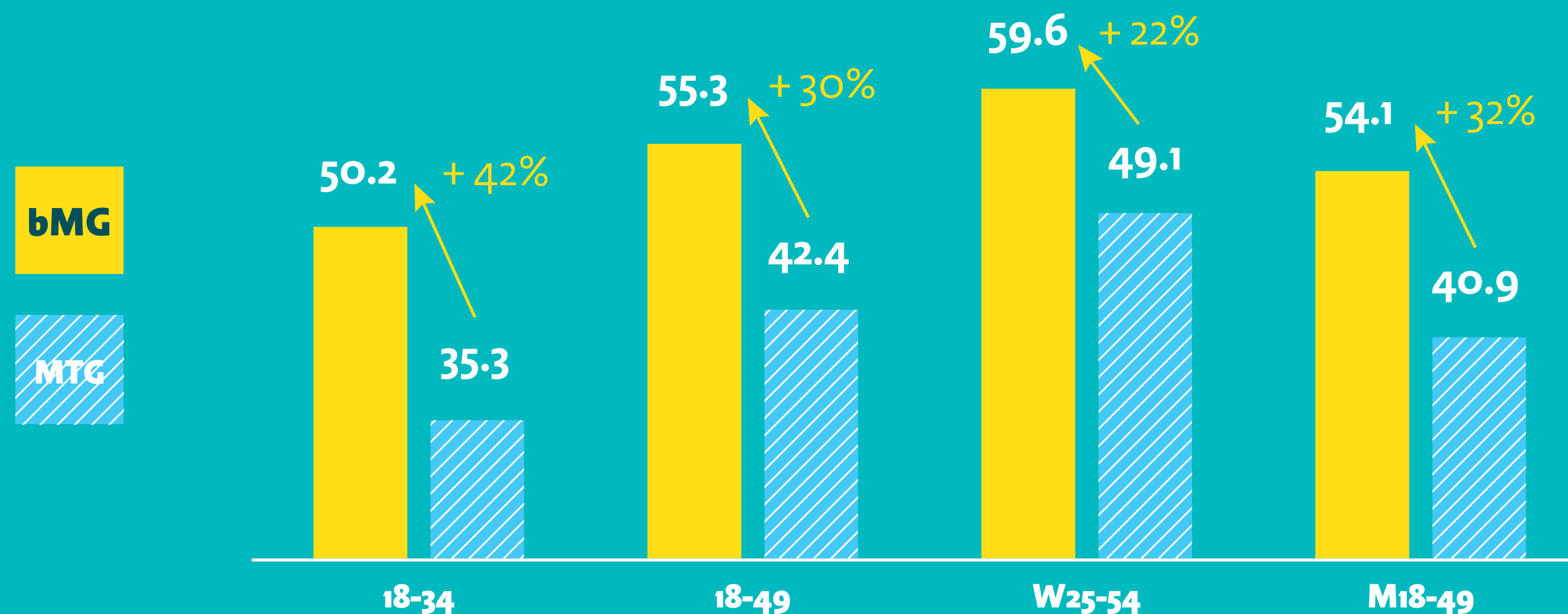
Source: Garb, Nationally representative people meter panel

# WE DELIVER HIGHER DAILY REACH

Daily reach/ Autumn 2014

## AVERAGE DAILY REACH

PERIOD: 01 SEP - 31 DEC 2014



The AVG Daily Reach of our channels is **30%** (TG18-49) and **42%** (TG18-34) **higher** than the AVG Daily Reach of MTG channels

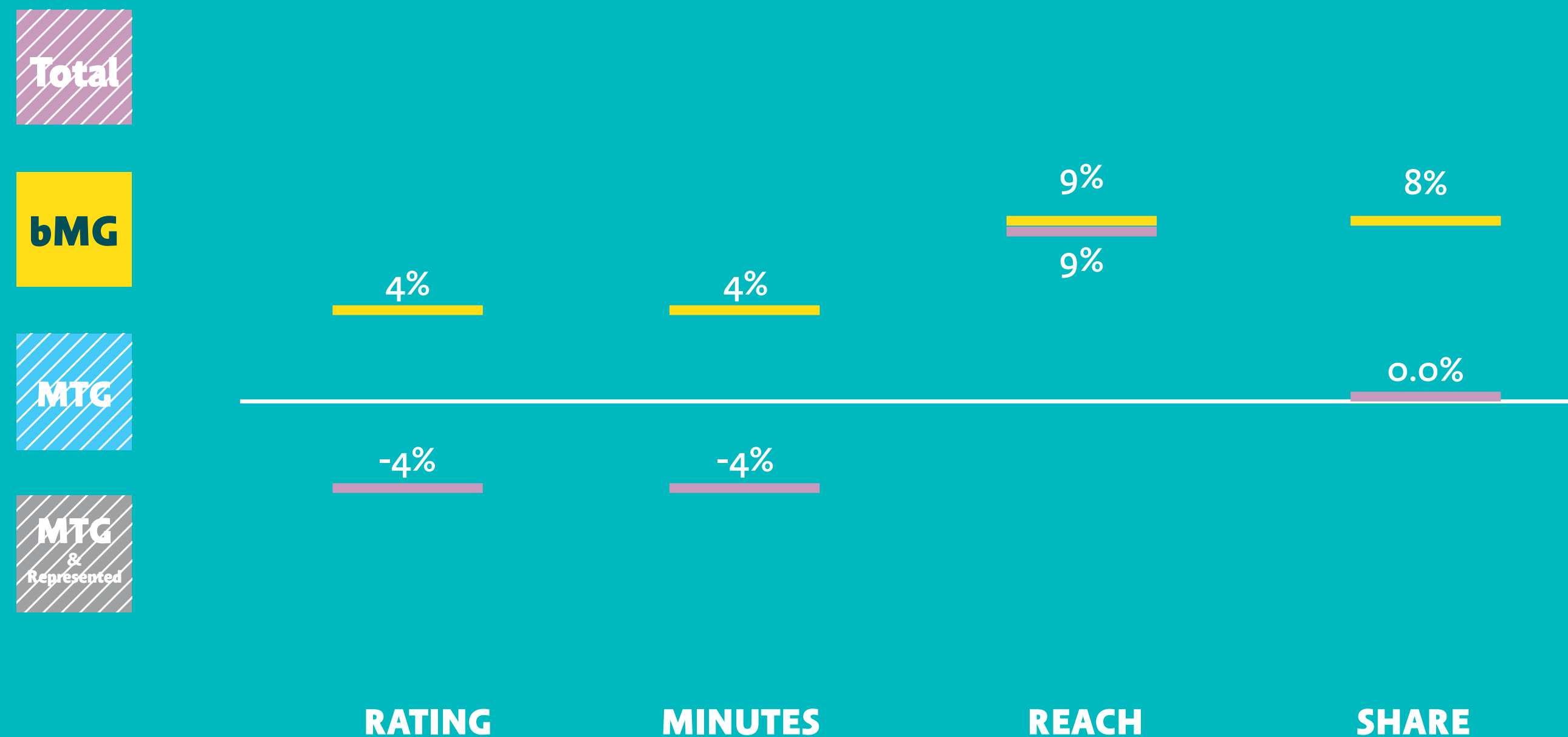
Source: Garb, Nationally representative people meter panel

# WE OUTPERFORM THE MARKET ON KEY PERFORMANCE INDICATORS

Period: Autumn 2014 vs. 2013

## CHANGE IN %- RTG%, MINUTES PER DAY, DAILY REACH %, SHARE %

TG 18-49 | PERIOD: 1 SEP - 31 DEC 2014 vs. 1 SEP - 31 DEC 2013



→ **BMG exceeds the market trends and achieves a positive change compared to fall 2013**  
Better results indicate not only increased number of viewers but higher loyalty

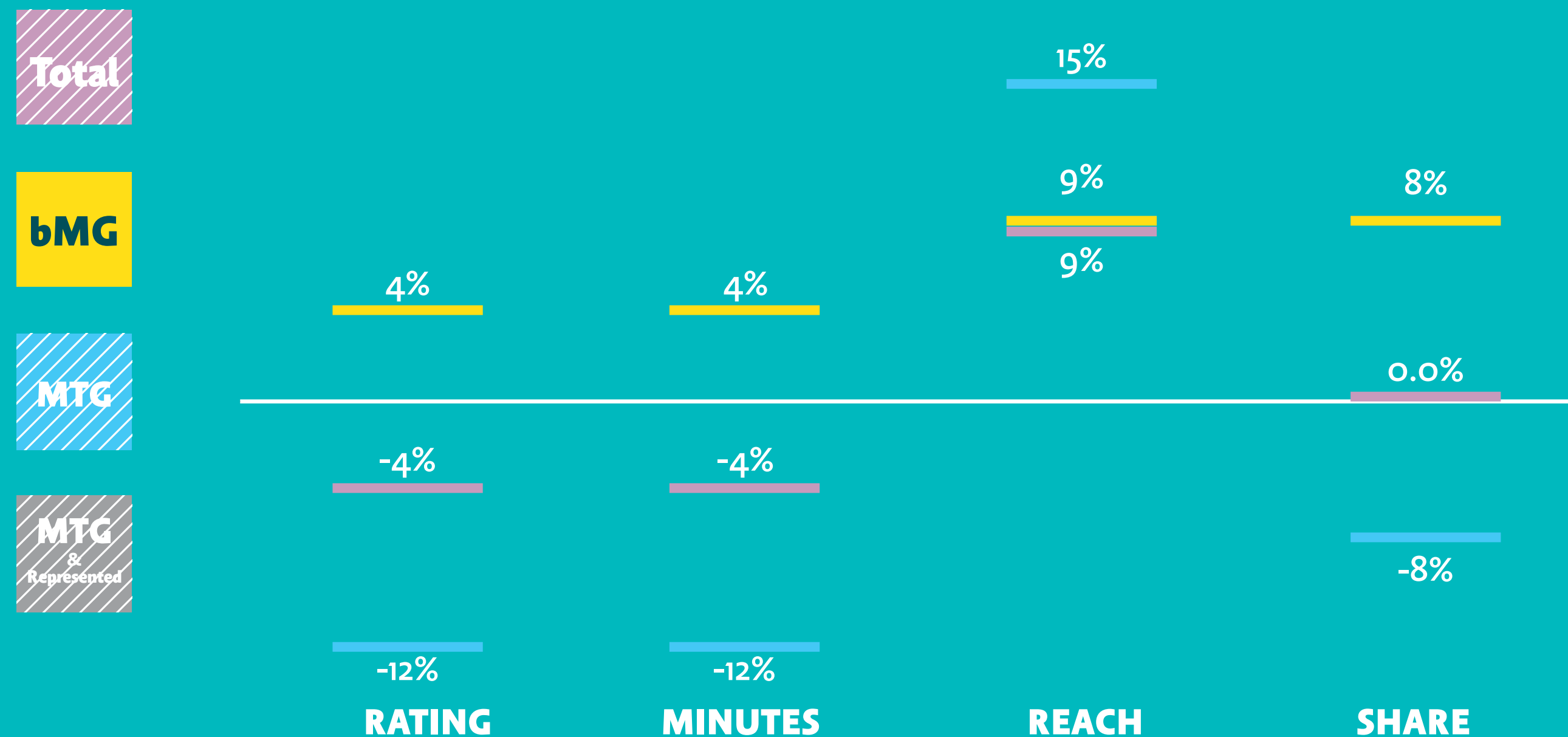
Source: Garb, Nationally representative people meter panel

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→ **MTG goes even below the negative market trends**  
More viewers are curious to interact but less viewers are satisfied to stay

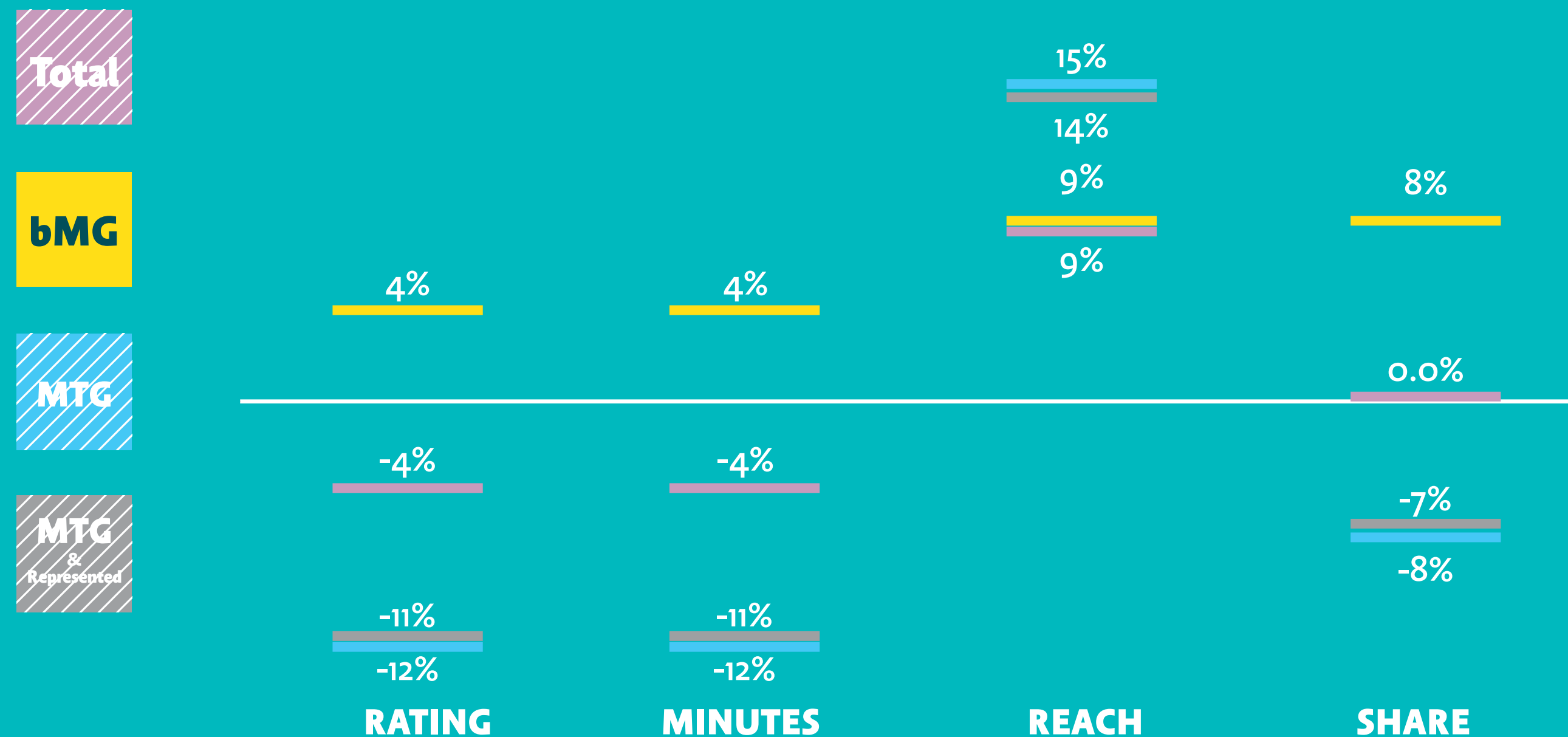
Source: Garb, Nationally representative people meter panel

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More viewers are curious to interact but less viewers are satisfied to stay

→ **Represented channels don't revive MTG's performance**  
Even with the accumulated results of the other 11 channels represented MTG's results stay negative

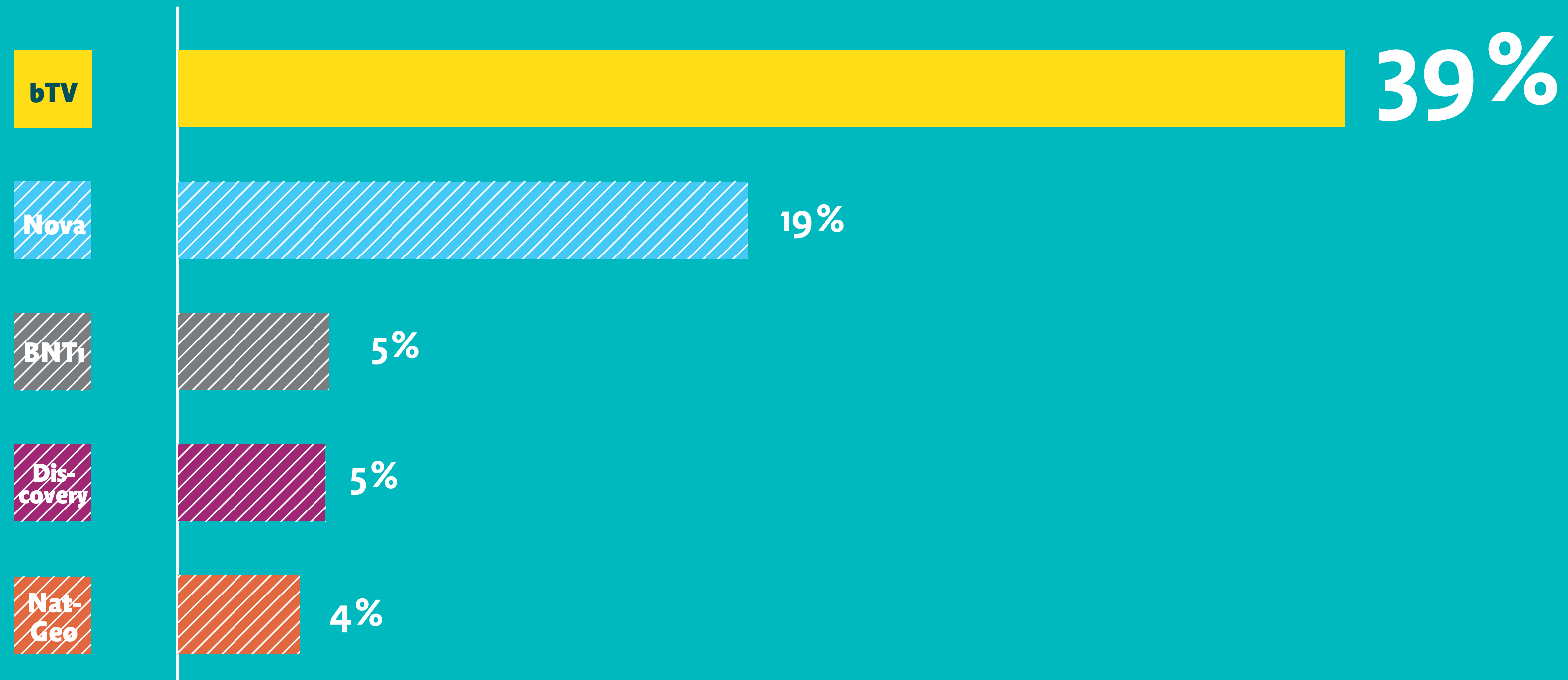
Source: Garb, Nationally representative people meter panel





bTV is a lovemark and superbbrand  
among a large and loyal audience

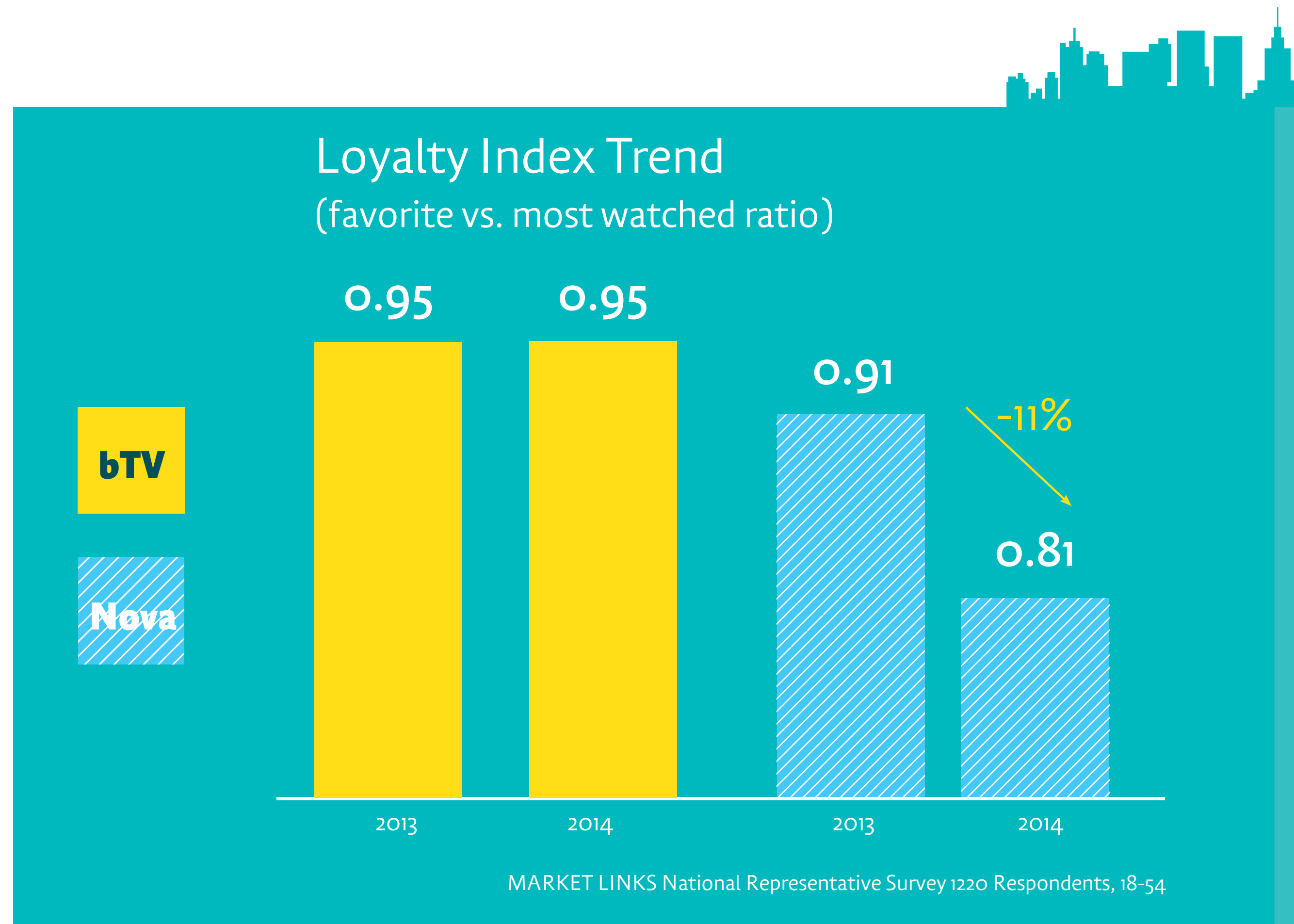
# bTV IS THE MOST FAVOURITE CHANNEL



Even the next 4 channels combined are favourite to a smaller part of the audience.

MARKET LINKS  
National Representative Survey  
1220 Respondents, 18-54

# ...AND WE ENJOY SUSTAINED AUDIENCE LOYALTY



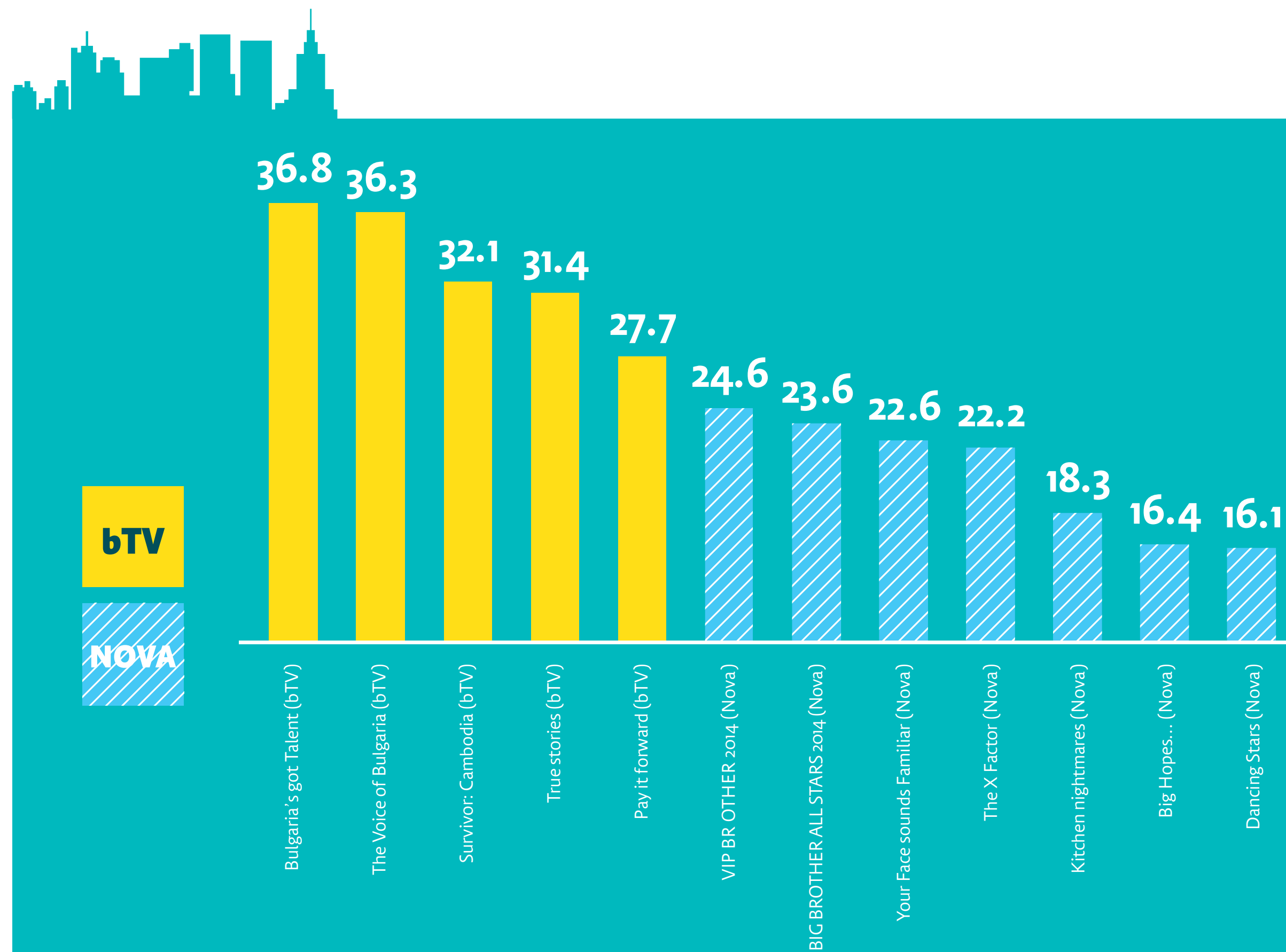




We create positive context via  
excellent programing mix


# LOCAL CONTENT IS THE KING

Local Productions Audience Shares 18-49 March - 31 December 2014



Source: Garb, Nationally representative people meter panel

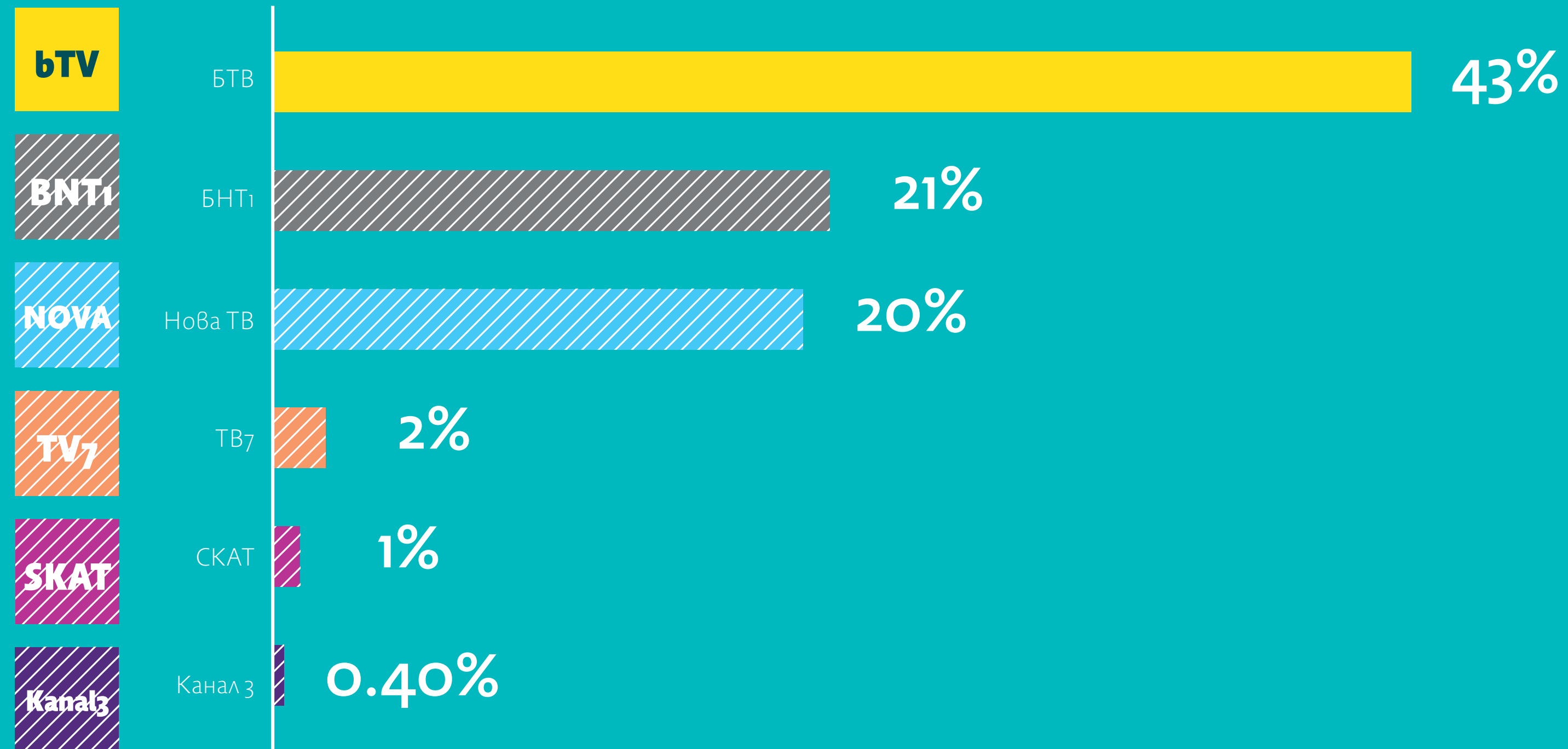


- 
- Leaders in all key genres
  - The most trusted TV personalities that are recognised even by our competitors
  - International experience with local flavour



We have the most  
influential newscast

# WE ARE TRUSTWORTHY



Which TV channel do you trust the most when you need information about the situation in Bulgaria?

Source: Open Society survey, 2014

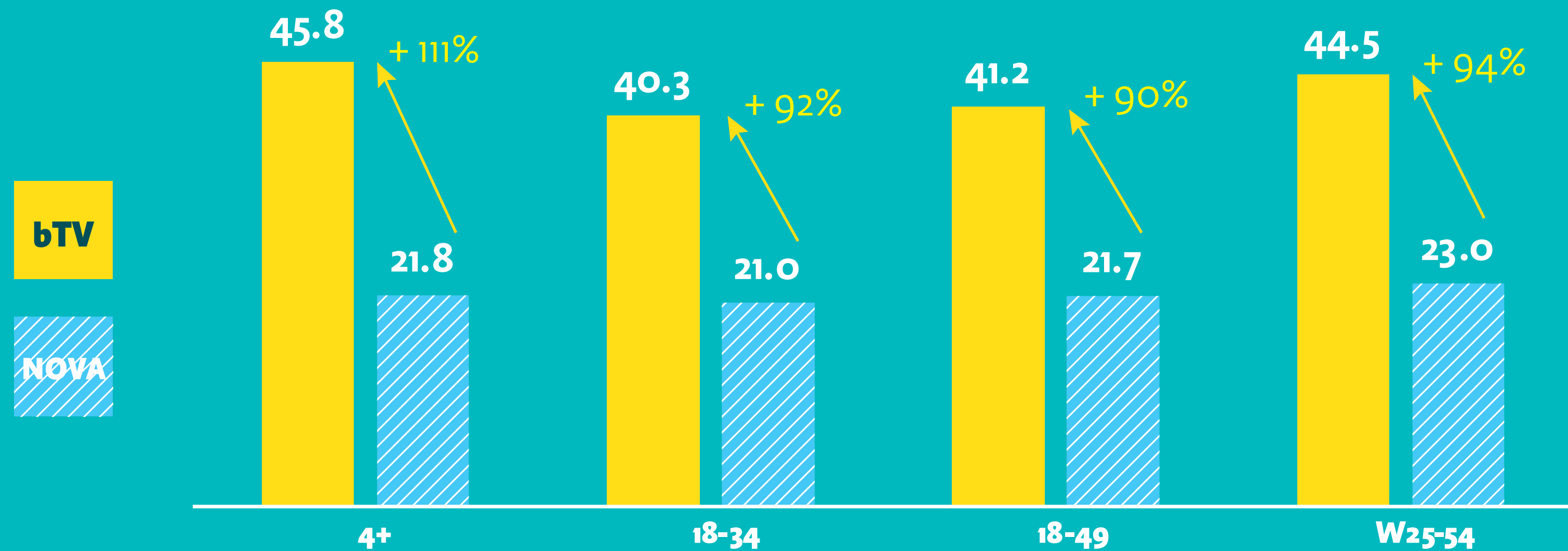


# BTV'S NEWSCASTS

The most influential news source, leader in all key targets

## CENTRAL NEWSCASTS ON WEEKDAYS

18-49 Audience Share Comparison



Source: GARB Nationally Representative Panel 01 Jan - 31 Dec 2014

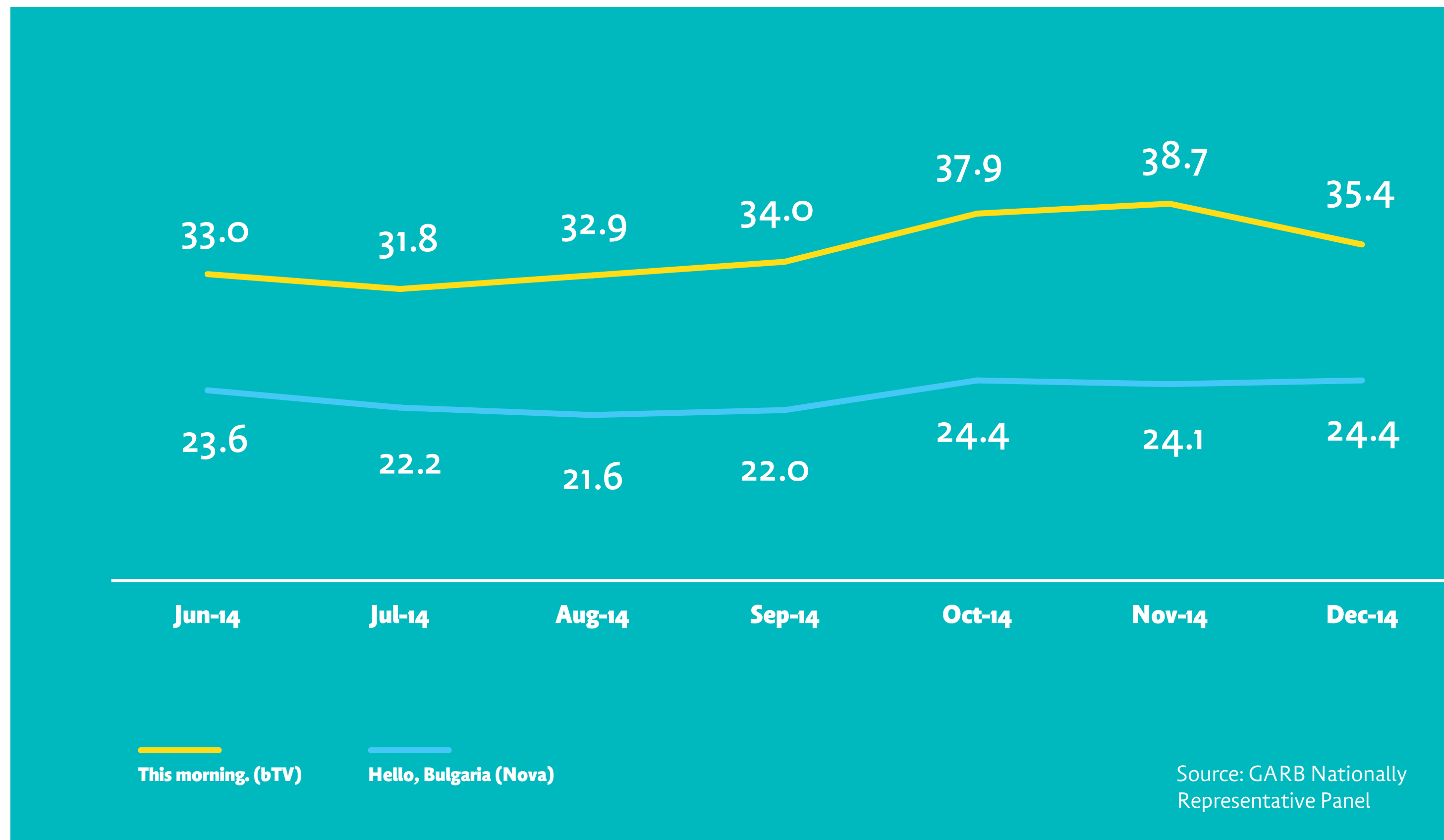
# WE INTRODUCE AND DEVELOP

the most popular and fresh TV personalities in Bulgaria



# BTV'S MORNING BLOCK

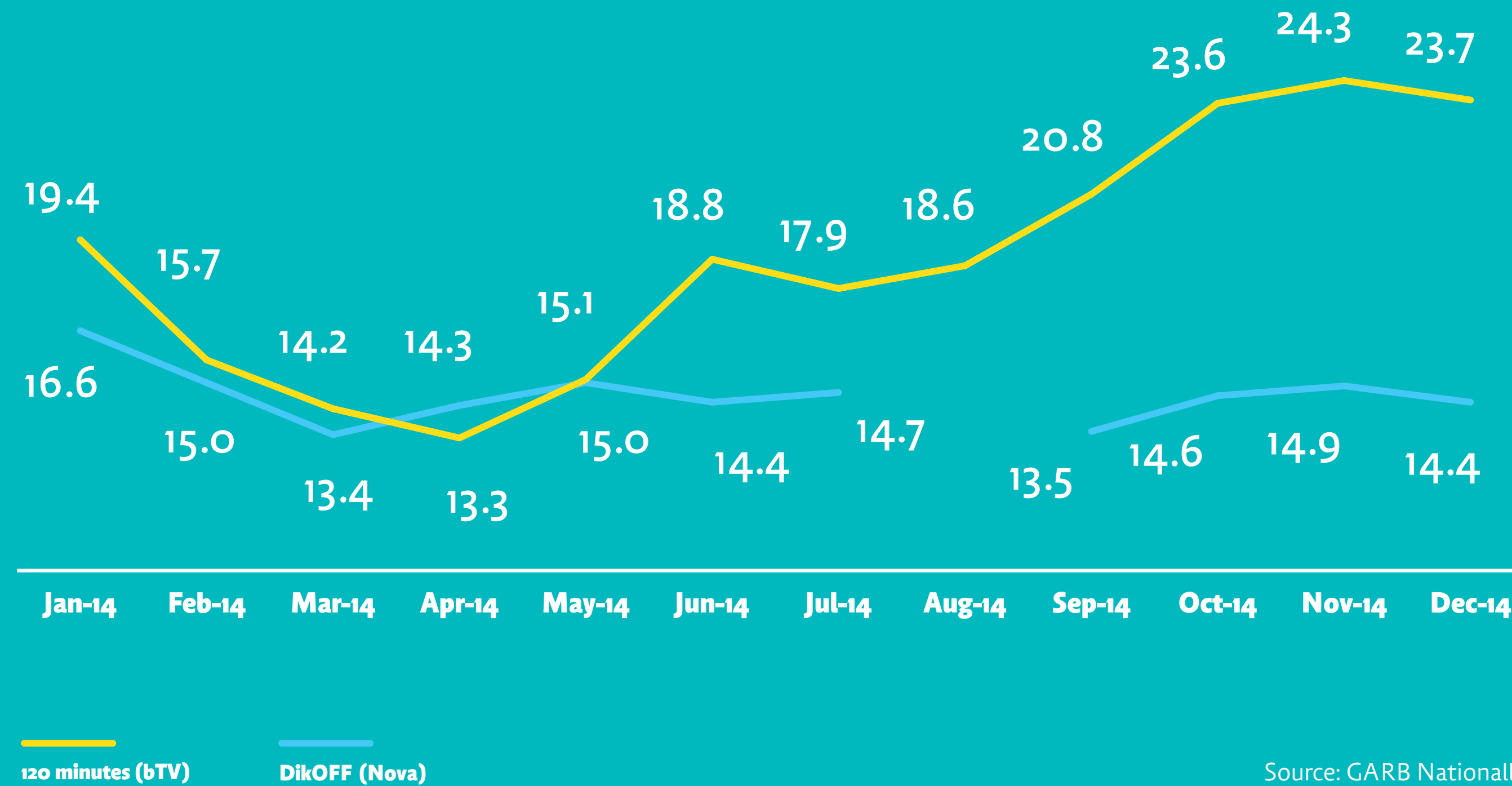
Audience share 18-49





# 120 MINUTES

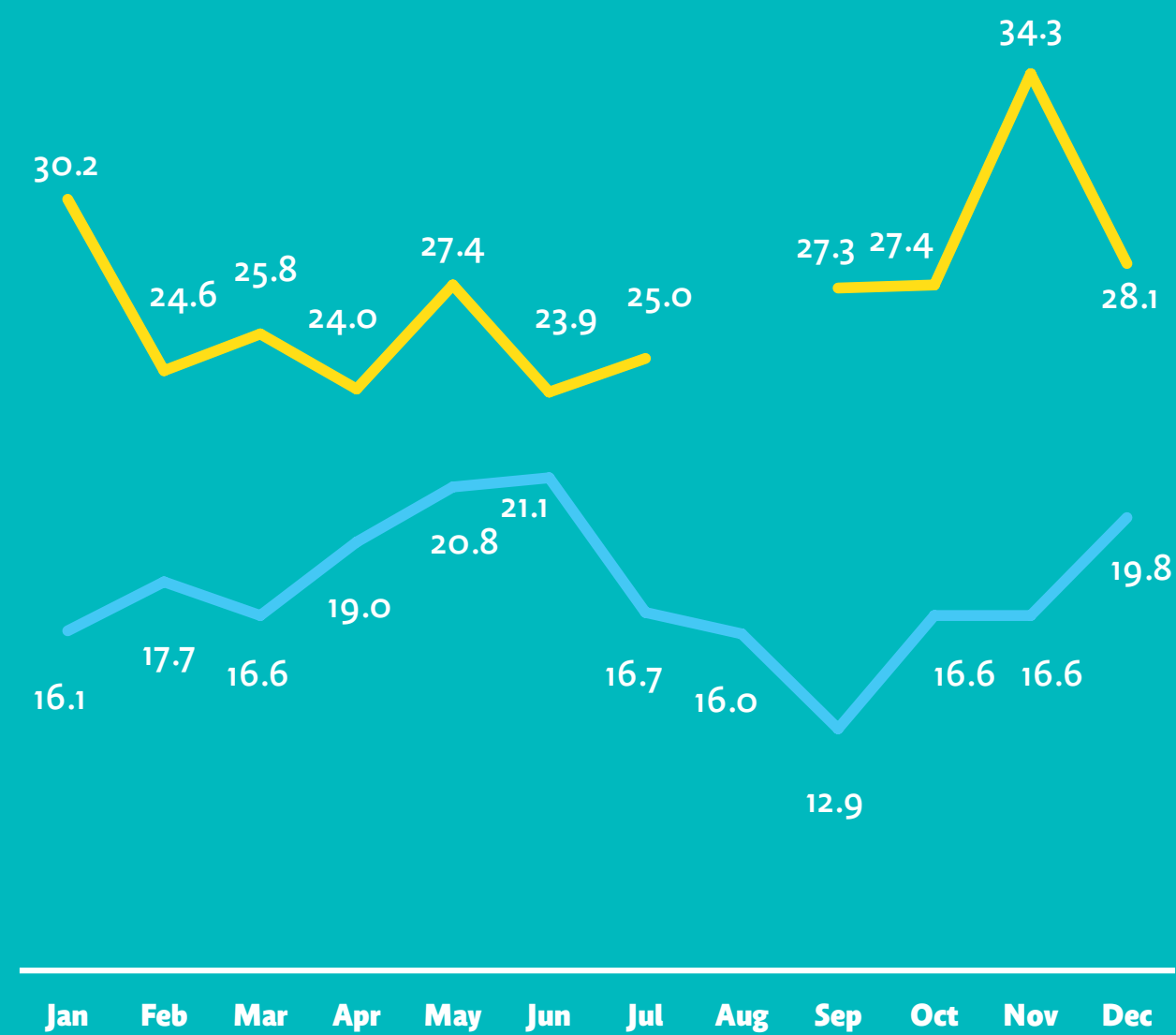
Audience share 18-49



Source: GARB Nationally Representative Panel

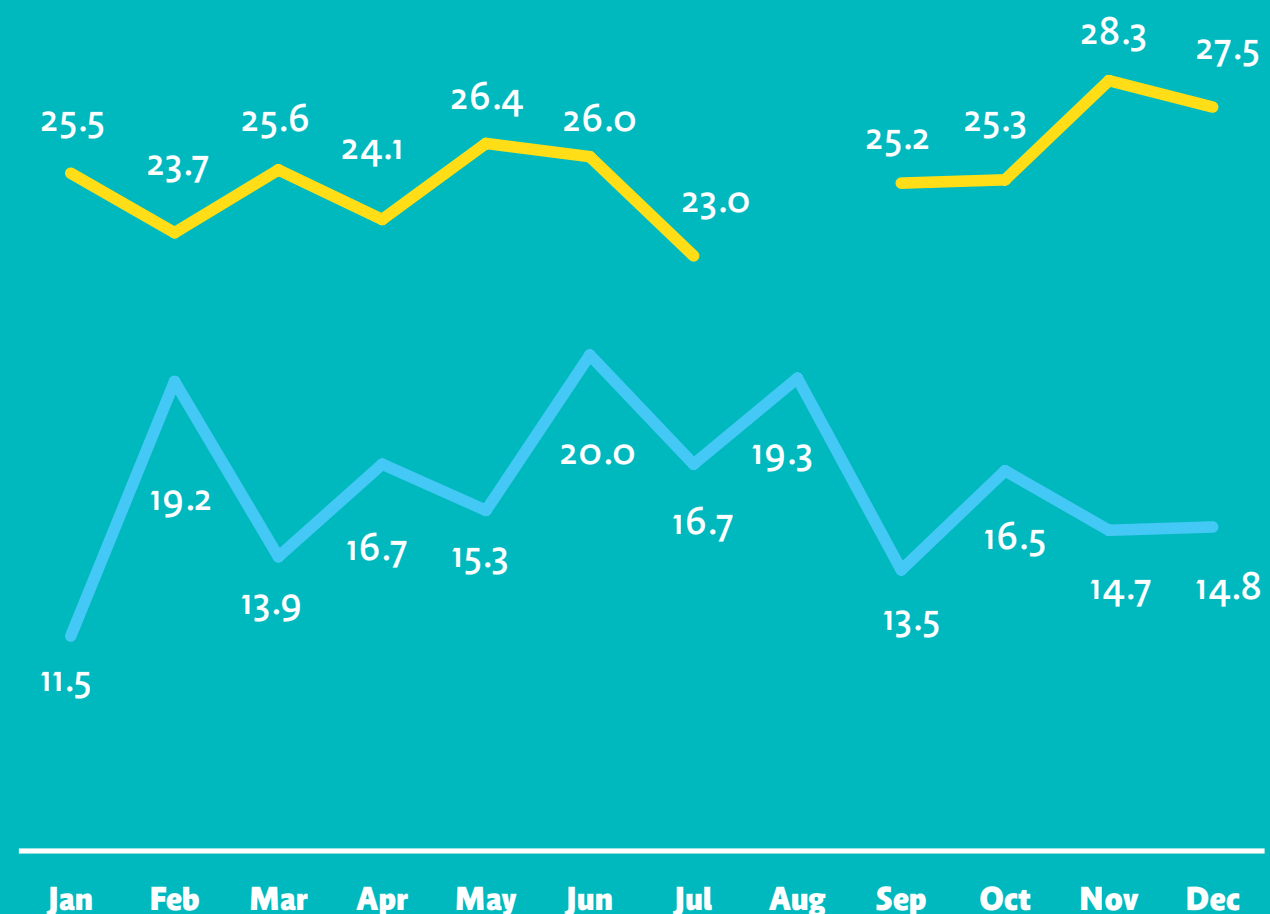
# WEEKEND MORNING BLOCK

Audience share 18-49 | 2014



This Saturday (bTV)

Wake up... (Nova)



This Sunday (bTV)

Wake up... (Nova)

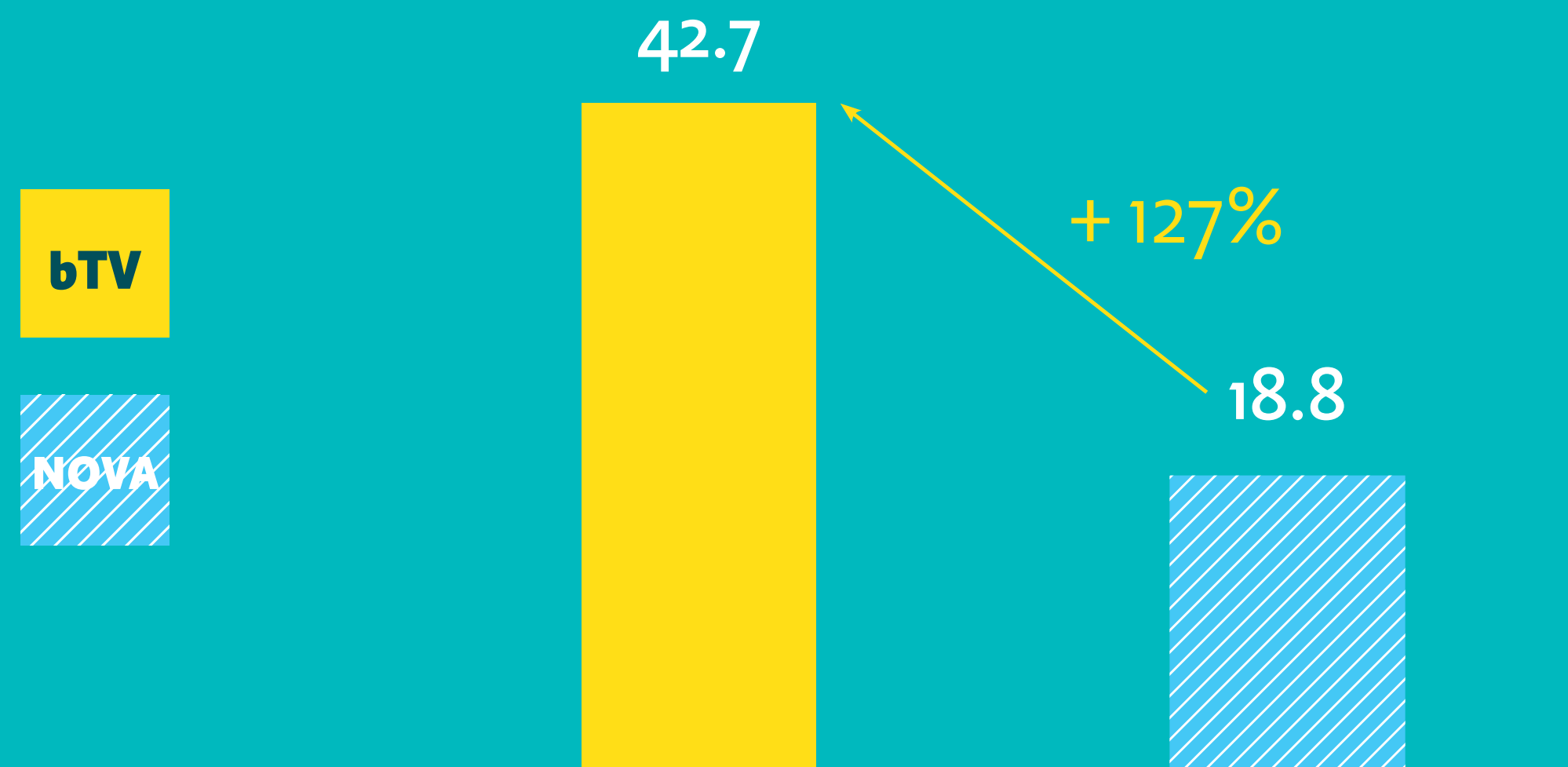
Source: GARB Nationally Representative Panel

# bTV'S WEATHER

Top weather show, hosted by the most attractive TV personality in Bulgaria

## WEATHER FORECAST CENTRAL NEWSCASTS ON WEEKDAYS

18-49 Audience Share Comparison



Source: Garb, Nationally representative panel  
01 Jan - 31 Dec 2014

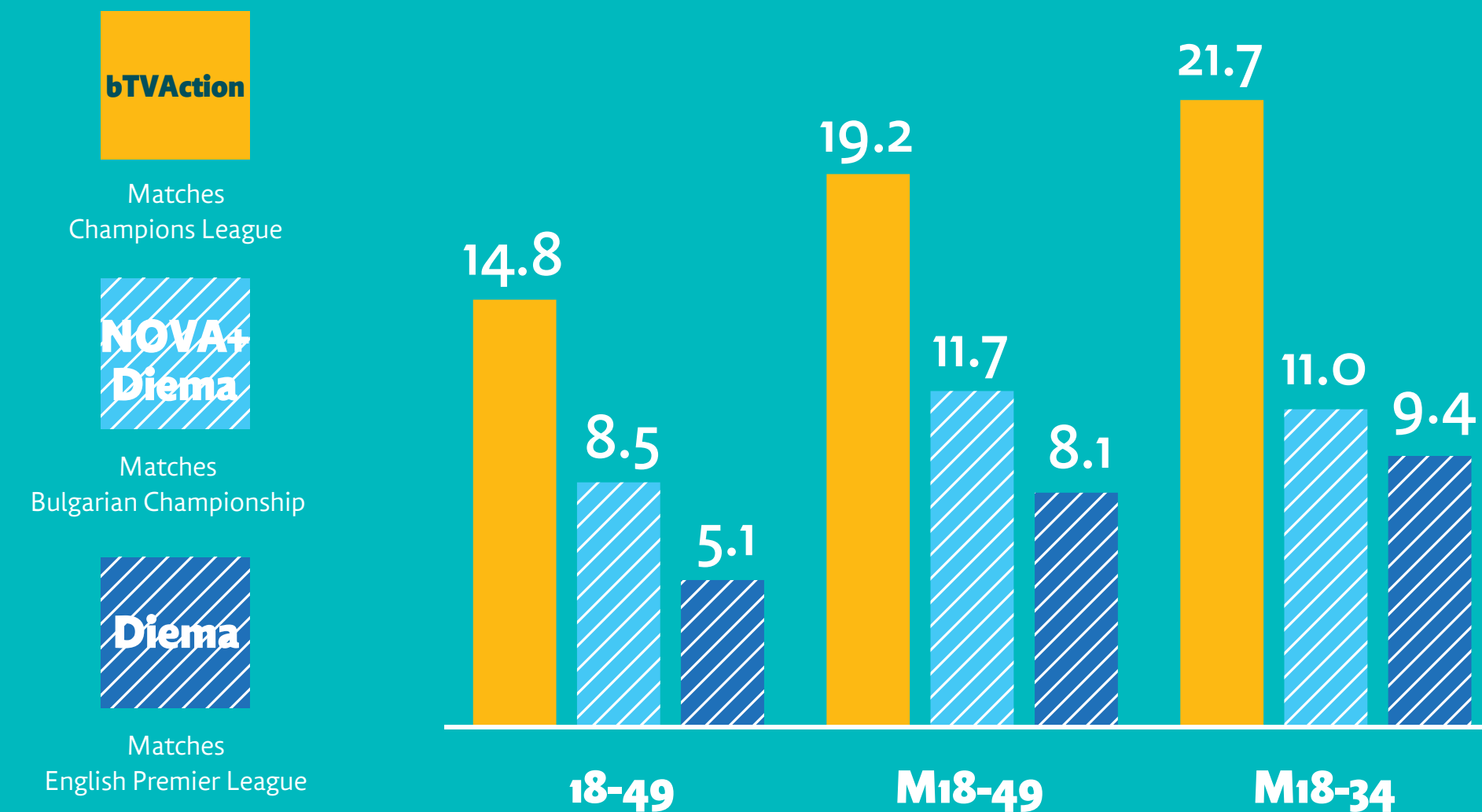


# CHAMPIONS LEAGUE

The best club championship is here

## AUDIENCE SHARE MATCHES CLUB CHAMPIONSHIPS

Autumn 2014



bTV Media Group acquired the exclusive rights to broadcast “Champions League” until 2018!

The Bulgarian football fans could follow the biggest club championship on bTV Action, RING.BG and online on Voyo.bg.

In addition, bTV Media group launched the web-based CHAMPIONS TV – real time streaming service for best moments of all Champions Leagues matches of the group phase.

The spring season starts in February and finish with the big Final in Berlin in the beginning of June.

Source: GARB Nationally Representative Panel  
1 Aug – 31 Dec 2014





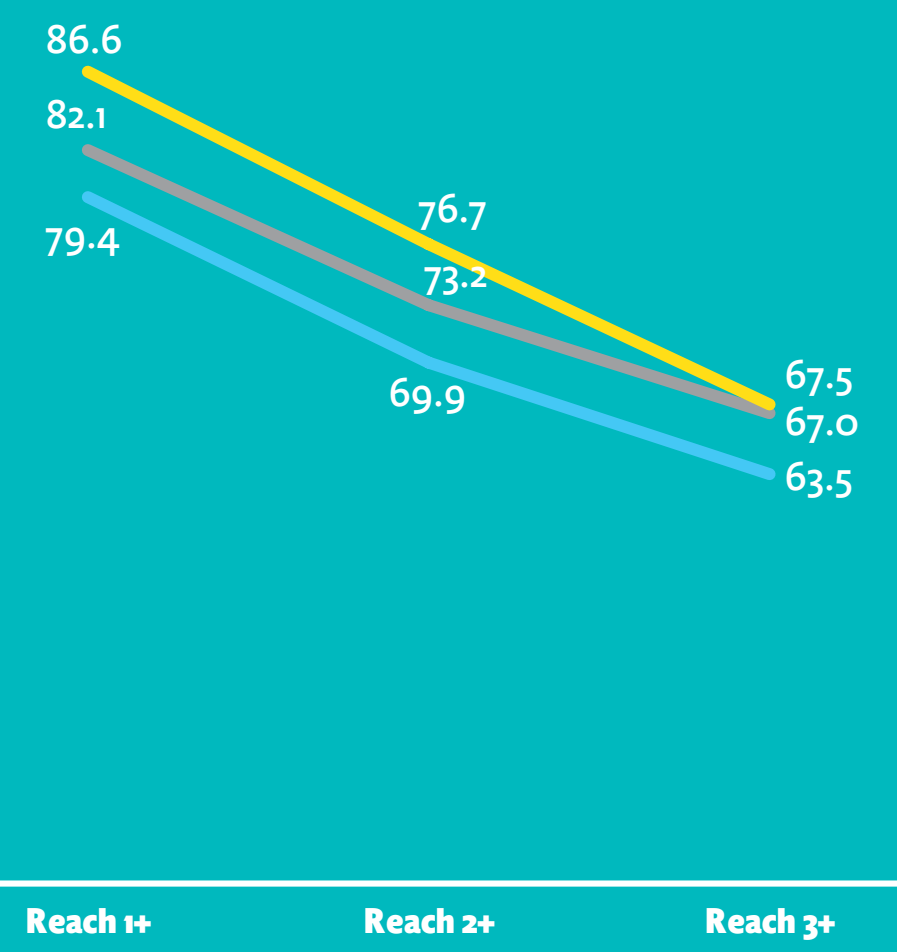
We are the best reachbuilder  
We deliver as promised

# BMG IS THE BEST REACH BUILDER

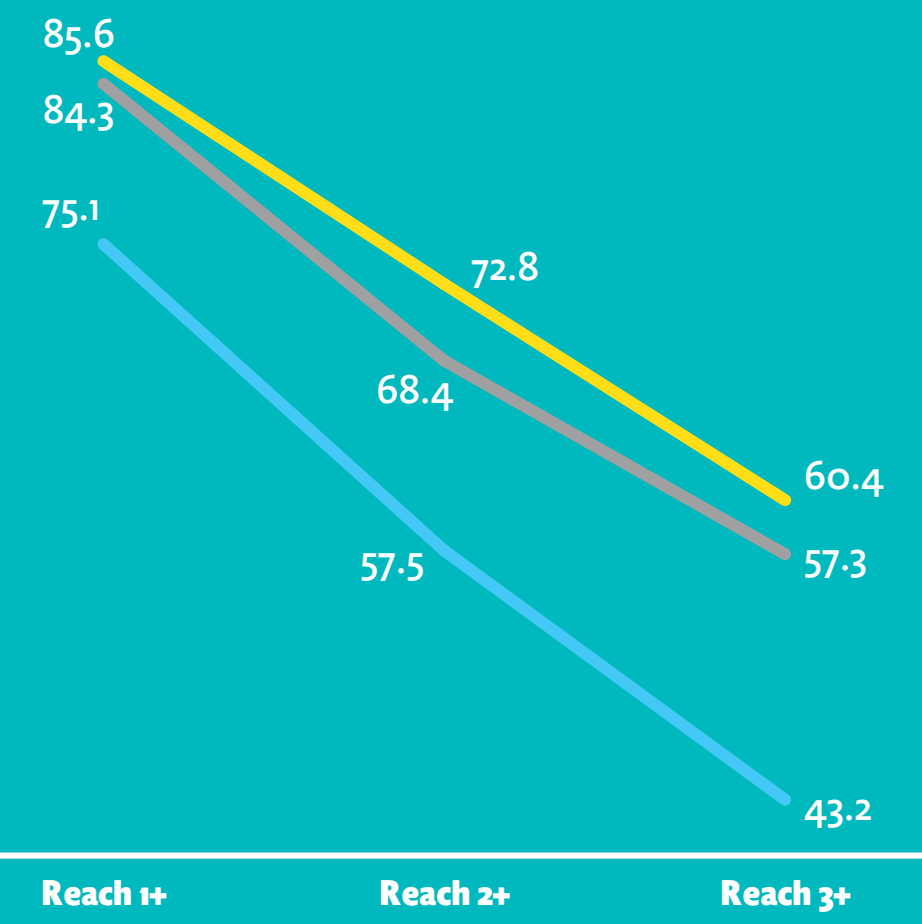
## ADDED VALUE BEYOND THE NUMBERS



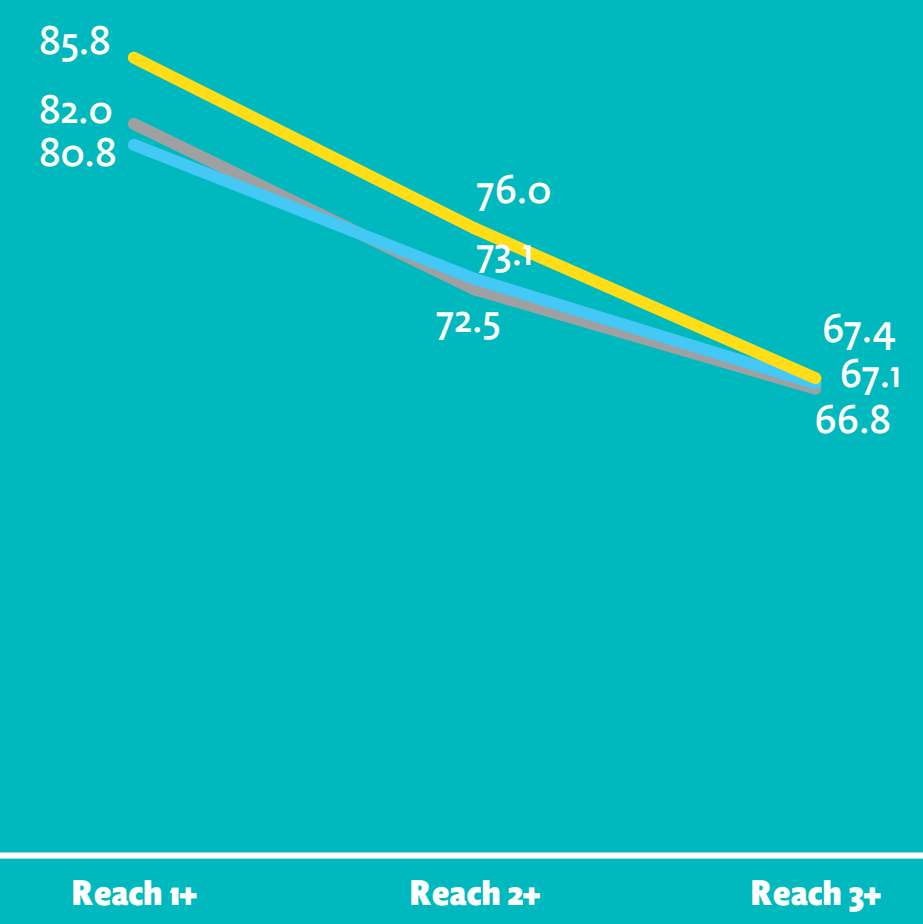
18-49 Reach Campaign  
Simulation Oct-Dec 2014



18-34 Reach Campaign  
Simulation Oct-Dec 2014



W25-54 Reach Campaign  
Simulation Oct-Dec 2014



3 scenarios for budget split:  
Scenario 1: Only at bMG  
Scenario 2: At MTG + represented (FOXlife, FOXcrime, FOX, Nat Geo, 24 K, AXN, TLC, Discovery, Disney, City)  
Scenario 3: Only at MTG

Distribution of the budget on Scenario 2:  
88% at MTG,  
5% at FIC,  
7% at Others Represented by MTG Channels

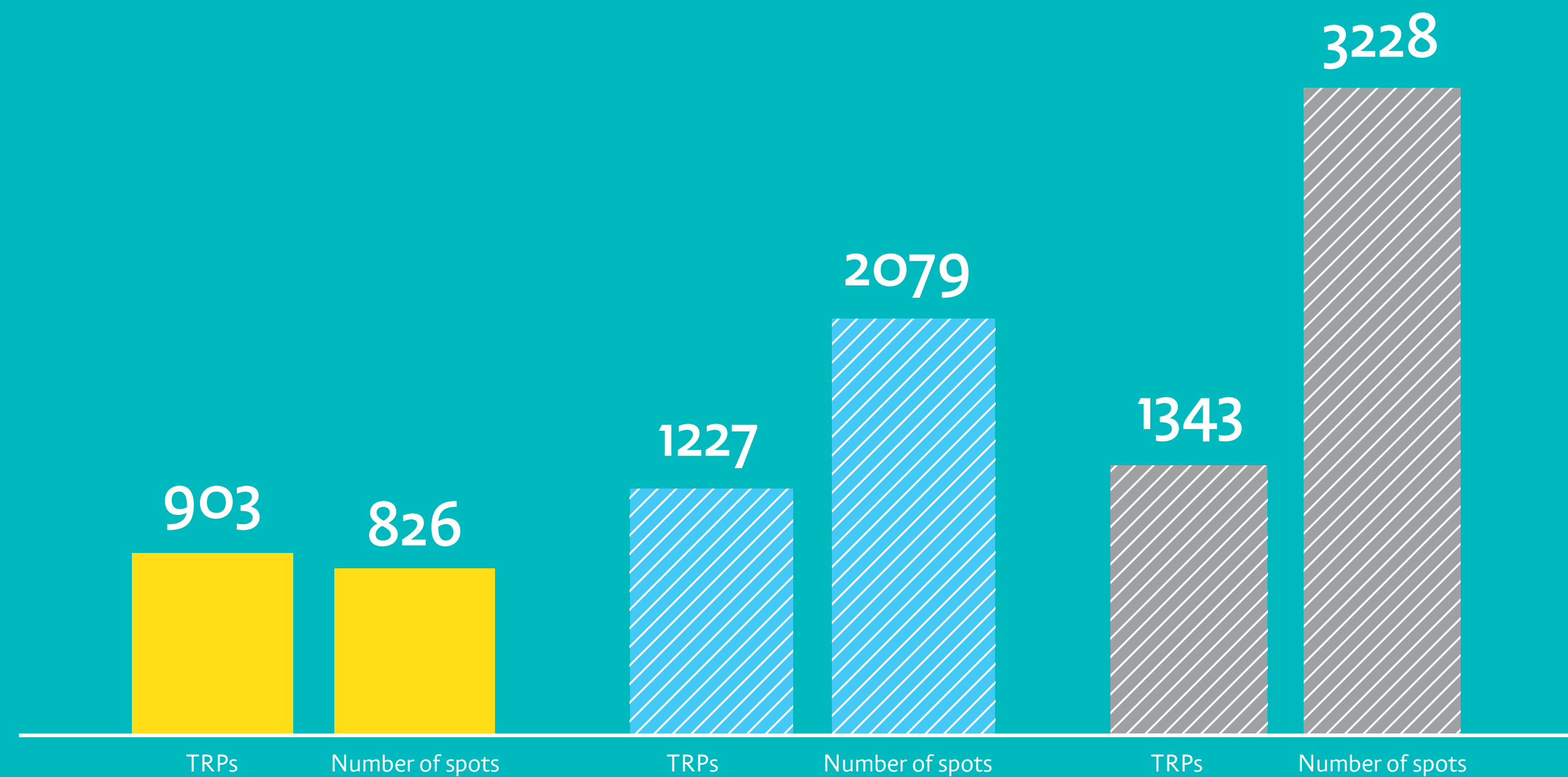
All scenarios are calculated based on equal budgets



+ represented

# LOWER EFFORTS – HIGH EFFICIENCY

Number of Spots Needed to Reach 18-49 TRPs  
Oct-Dec 2014



3 scenarios for budget split:

Scenario 1: Only at bMG

Scenario 2: At MTG + represented (FOXlife, FOXcrime, FOX, Nat Geo, 24 K, AXN, TLC, Discovery, Disney, City)

Scenario 3: Only at MTG

Distribution of the budget on Scenario 2:

88% at MTG,

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All scenarios are calculated based on equal budgets



+ represented

# EXCELLENT MANAGEMENT OF CAMPAIGNS:

You get what you pay for: timely delivery of scheduled GRPs

**99.2% delivery of GRPs as scheduled:**

**0.8%**

Only 0.8% of all ordered GRPs need to be rescheduled as compensation for previous periods\*

\*Period: 01/01/2014-31/08/2014



# A NEW CHANNEL IN bTV's FAMILY



→ Children interest content channel Cartoon Network is represented by bTV Media Group. With this partnership bTV Media Group will cover more of the most important thematic areas with targeted cable channels. Cartoon Network is sold with the other bTV channels from January 2015



A pair of hands is shown from the wrist up, cupped together and holding a glowing, translucent sphere. Above the sphere, the year '2015' is displayed in large, white, three-dimensional numerals. The background is dark with a bokeh effect of light spots. In the top right corner, there are several thin, parallel lines in various colors (red, orange, yellow, green, blue, purple) that appear to be part of a larger graphic or logo.

# 2015



## KEY PROJECTS



MasterChef

# MASTER CHEF BULGARIA

Master Chef is one of the most dramatic and thrilling cooking contests. It has established as a top TV program worldwide, watched by 200 million viewers all over the world. They love cooking, but they don't know what to expect in this unprecedented culinary challenge!

A gigantic clash of characters striving for perfection.

The world cooking phenomenon – this March on bTV!

They will cook as their lives depend on it. The gladiators in the kitchen are coming!







## BULGARIA'S GOT TALENT

The most successful talent TV show returns with its 4th season on bTV. Bulgaria's Got Talent offers a lot of fun and positive emotions in primetime. Adults and children from all ages show their spectacular abilities to bTV audience. From dancers and musicians, families with unordinary talents, to acrobats and extraordinary plastic people - all sorts of participants with various talents are joining the show. With its attractive jury, Bulgaria's Got Talent does everything to challenge the competitors and make the path for the 12 finalist more than interesting. There are no limits for the talent!



МАРМАЛАД

## MARMALADE

Marmalade is the newest weekend entertainment show on bTV, hosted by two of the most recognizable and loved TV personalities – Radost Draganova and Mitko Pavlov.

Marmalade is a different type of interactive TV show - without the traditional sofa interview! Every Saturday afternoon for an hour and a half our hosts will present exciting games, discuss on different relevant topics, and comment on the everyday life of famous Bulgarians.

The Marmalade crew provokes, makes spicy rankings on interesting issues and gives fabulous advises for everyone and everything.



## CAPITAL HILLBILLIES SEASON 8

The most successful Bulgarian TV series, Capital Hillbillies, returns with its 8th season – funnier than ever! This time there are comical interpretations of relevant topics from our everyday life – political issues, power, money, business and behind-the-scenes affairs, all of these from the characters who everyone loves: always funny, never a fake emotion!

Laughter... More laughter... Laughter through tears!  
The merry hillbillies are back!





## REVOLUTION Z SEASON 5

School is over but the school relationships aren't. Ex-teachers are in new roles supporting Revolution Z's new crew. They are grown up but still fun and provocative. And you never know what love has in store. At the end of the day, one question remains: Is there still place for music... Revolution Z, Season 5 of the only series created for the young people is coming in 2015!





Союз

## LIAISONS

The new Bulgarian TV series Liaisons is a mix of comedy and drama that will keep the viewers' attention until the very end. This is the story of a marriage consultant who helps couples to save their relationships, but instead of saving his own one, he gets involved in very spicy and complicated situations. Is he able to resist the temptations of the outside world?

Do not miss Michail Bilalov, Yana Marinova, Lili Maravilia and many others in lots and lots of interesting relationships and dramatic twists in Liaisons!



# NO MATTER WHAT

No Matter What is an original TV novella which tells the story of three grandchildren who go back to the village to see their grandfather for the last time. They will inherit a million Euro, but on a single condition that makes things much more complicated... Will they be able to forget the conflicts between them? Is money a good motive? The original TV novella - soon on bTV!

A close-up photograph of a black and white cow's head, featuring two yellow identification tags on its ears. The cow is in a lush green field, with other cows visible in the background. A semi-transparent teal box is overlaid on the lower left portion of the image, containing text.

# THE FARM

Have you ever thought of moving to the countryside?  
Do you want to see how Bulgarian highlife representatives milk a cow? Or plow a field?  
Don't miss out the newest TV challenge! Bulgarian celebrities facing an unfamiliar way of life: What's it like to live in a farm. Without water. Without electricity. Without communication with the outside world...

The hottest reality show - The Farm!





## BINGO MILLIONS

Bingo Millions offers the perfect mix of competitive and entertaining elements, both for participants and viewers. Every day four different players compete in a challenging contest for big money prizes up to 34 million leva! The show is hosted by Vlado Karamazov, who guides the participants through an intriguing labyrinth of games.

Bingo Millions - from Monday to Saturday on bTV.



# ИСТИНСКИ ИСТОРИИ

## TRUE STORIES

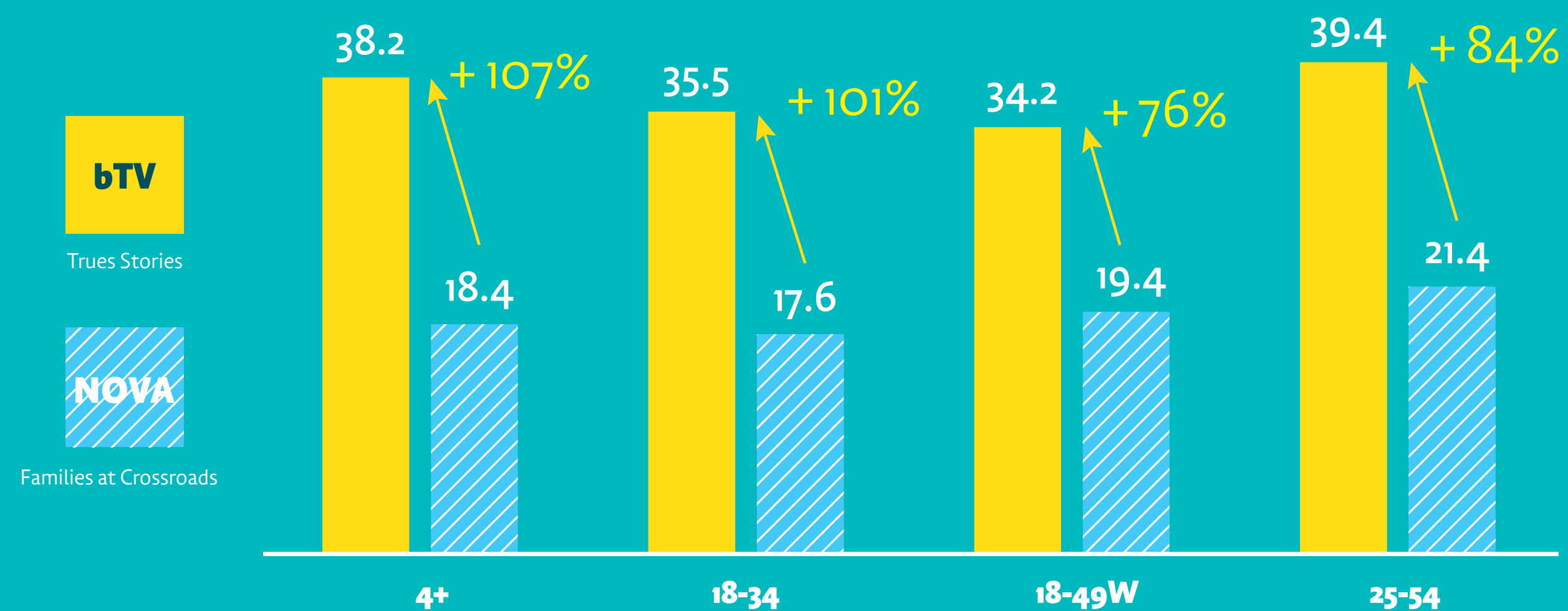
True Stories is a scripted reality show based on real stories. The Bulgarian psychologist Ani Vladimirova shares true moments from her everyday practice. Nothing is more intriguing than the unordinary stories of ordinary people! True Stories is a TV program full of love, dramatic turns, lies and infidelities, accompanied by a professional psychologist's point of view. On bTV only!



# ИСТИНСКИ ИСТОРИИ


## AUDIENCE SHARE COMPARISON

True Stories



Source: GARB  
Nationally  
Representative Panel  
01 Jan - 14 Feb 2015



- 
- bTV is a *lovemark* among a large and loyal audience
  - We create positive context via an excellent programming mix
  - We have the most influential newscast
  - We deliver as promised
  - We are the best reach builder