Media Group

Sport Events Rate Card in bMG TV Channels, Season 2016-2017

Championship	Channel	Time	Prices		
			Studio	Match	Reports
UEFA Champions League Play Off	bTV Action	21:45	550	2 000	250
UEFA Champions League Play Off, BG Team	bTV Action	21:45	1 500	6 000	250
UEFA Champions League Play Off	bTV Action	00:00	200	500	150
UEFA Champions League Play Off	Ring	21:45	250	1 000	200
UEFA Champions League Play Off	Ring	00:00	100	250	100
UEFA Champions League - Group Stage	bTV Action	21:45	550	2 000	250
UEFA Champions League - Gr Stage, BG Team	bTV Action	21:45	1 500	6 000	250
UEFA Champions League - Group Stage	bTV Action	00:00	200	500	150
UEFA Champions League - Group Stage	Ring	21:45	250	1 000	200
UEFA Champions League - Group Stage	Ring	00:00	100	250	100
UEFA Champ League - Round of 16	bTV Action	21:45	750	3 000	250
UEFA Champ League - Round of 16	Ring	21:45	350	1 500	200
UEFA Champ League - Quarter Finals	bTV Action	21:45	1 000	4 000	250
UEFA Champ League - Quarter Finals	Ring	21:45	550	2 000	200
UEFA Champ League - Semi-finals	bTV Action	21:45	1 500	5 000	250
UEFA Champ League - Final	bTV Action	21:45	1 500	6 000	250

UEFA CHAMPIONS LEAGUE

Championship	Channel	Time	Prices		
			Studio	Match	Reports
UEFA League Europa - Group Stage	bTV Action	21:45	300	1 100	200
UEFA League Europa - Group Stage	bTV Action	00:00	110	300	100
UEFA League Europa - Group Stage	Ring	21:45	140	600	150
UEFA League Europa - Group Stage	Ring	00:00	60	150	75
UEFA League Europa - R32 & R16, QF	bTV Action	21:45	450	1 600	200
UEFA League Europa - R32 & R16, QF	bTV Action	00:00	170	450	100
UEFA League Europa - R32 & R16, QF	Ring	21:45	210	900	150
UEFA League Europa - R32 & R16, QF	Ring	00:00	100	250	75
UEFA League Europa - Semi-finals	bTV Action	21:45	750	3 000	200

UEFA EUROPA LEAGUE

Championship	Channel	Time	Prices		
			Studio	Match	Reports
UEFA Super Cup	bTV Action	21:45	750	3 000	250

Championship	Channel	Time	Prices		
			Studio	Match	Reports
Copa Del Rey - R32 & R16	bTV Action	TBC	300	1 100	
Copa Del Rey - R32 & R16	Ring	TBC	140	600	
Copa Del Rey - QF & SF	bTV Action	TBC	450	1 600	
Copa Del Rey - QF	Ring	TBC	210	900	
Copa Del Rey - Final	bTV Action	TBC	750	3 000	

COPA DEL REY

Championship	Channel	Time	Prices		
			Studio	Match	Reports
Serie A (Italy)	bTV Action	-	160	700	
Serie A (Italy)	Ring	-	55	300	

SERIE A

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
(+359 2) 9176 800 (+359 2) 9176 886
www.btv.bg

The above prices are gross, for 30” spot, in BGN, VAT excluded.
Lengths different from 30” are calculated as per the official coefficient scale.

Package Discount Scale Based on gross volume, VAT excluded		
From	From	From
35 000	79 000	10%
79 001	115 000	17%
115 001	165 000	25%
165 001	+	30%

The above discount scale is based on the reached gross volume and is valid for the whole guaranteed investment in the sport championships aired in the Season 2016-2017 in bTV Action and Ring. The package discount is valid only for the airings planned in the championships and is calculated after the standard discounts used by the client in bMG, standard package discount excluded.

The package discount can be obtained either in advance - if a gross volume is guaranteed in advance, or after reaching a certain level of gross volume – starting in the month when the corresponding gross volume level is reached.

If the guaranteed gross volume for Season 2016-2017 is not reached, the package discount is recalculated to the corresponding level of the actual investment and the difference is paid back to bMG.

bMG offers special packages including all AA forms, which may be aired during the matches and the studio programs. The packages are prepared upon request for a certain client.

The Sales Department of bMG can make changes in the current rate card without prior notice.