

# Rate Card for Broadcasting Commercial Communications in BTV Media Group Valid from Jul 1, 2026



Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

bMG defines the following TV bundles that include the channels specified below, according to the target group.

| A25-64      | A 18-49     | F 25-54     |
|-------------|-------------|-------------|
| bTV         | bTV         | bTV         |
| bTV Action  | bTV Action  | bTV Action  |
| bTV Cinema  | bTV Cinema  | bTV Cinema  |
| bTV Comedy  | bTV Comedy  | bTV Comedy  |
| bTV Story   | bTV Story   | bTV Story   |
| RING        | RING        | RING        |
| Soul&Pepper | Soul&Pepper | Soul&Pepper |
| Wness TV    | Wness TV    | Wness TV    |
| Dizi        | Dizi        | Dizi        |

For all channels in a TV bundle, subject to the present ratecard, for standard advertising (spots) bMG guarantees rating points as described in detail in the current Rate card. The gross costs will be applied to the guaranteed rating points for each program in bTV and the guaranteed rating points for the respective time slot in each Thematic Channel.

The rating points (RTG) in the rate card include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the audience measurement agency whose services BTV Media Group EAD uses.

### Time Slots

bMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

| Time Slot      | From - To     |
|----------------|---------------|
| Off Prime Time | 00:00 – 17:29 |
| Prime Time     | 17:30 – 23:59 |

### Sponsorship and alternative forms of advertising

Special proposals can be made by the Sales Department according to the clients' needs, including all possible alternative forms of advertising.

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2026 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD.

The Sales Department of bTV Media Group reserves the right to make changes in the present Rate Card.



# Guaranteed Rating Points in bTV channel

## Valid from Jul 15, 2026



| Buying Target Group |            |            |                                                           |          |       |       |         |         |         |
|---------------------|------------|------------|-----------------------------------------------------------|----------|-------|-------|---------|---------|---------|
| Channel             | From Date  | To Date    | Program                                                   | Day      | From  | To    | A 18-49 | A 25-64 | F 25-54 |
| bTV                 | 01.07.2026 | 31.07.2026 | Face To Face                                              | MTWTF..  | 6:00  | 6:59  | 1.0     | 2.0     | 1.0     |
| bTV                 | 01.07.2026 | 31.07.2026 | Morning show                                              | MTWTF..  | 7:00  | 9:29  | 2.5     | 3.3     | 3.3     |
| bTV                 | 01.07.2026 | 17.07.2026 | Late Morning Show                                         | MTWTF..  | 9:30  | 11:59 | 2.0     | 2.7     | 2.7     |
| bTV                 | 20.07.2026 | 31.07.2026 | Best of The Late Morning Show                             | MTWTF..  | 9:30  | 11:59 | 2.0     | 2.7     | 2.7     |
| bTV                 | 01.07.2026 | 31.07.2026 | 12 o'clock News                                           | MTWTF..  | 12:00 | 12:29 | 2.5     | 3.1     | 3.1     |
| bTV                 | 01.07.2026 | 31.07.2026 | The Comedians and Friends (re-run)                        | MTWTF..  | 12:30 | 13:29 | 2.5     | 3.1     | 2.5     |
| bTV                 | 01.07.2026 | 31.07.2026 | Series                                                    | MTWTF..  | 13:30 | 14:29 | 2.0     | 2.7     | 2.7     |
| bTV                 | 01.07.2026 | 31.07.2026 | Series                                                    | MTWTF..  | 14:30 | 15:59 | 2.0     | 2.7     | 2.7     |
| bTV                 | 01.07.2026 | 31.07.2026 | Series                                                    | MTWTF..  | 16:00 | 16:59 | 2.0     | 2.7     | 2.7     |
| bTV                 | 01.07.2026 | 31.07.2026 | 17 o'clock News                                           | MTWTF..  | 17:00 | 17:29 | 3.0     | 4.5     | 3.0     |
| bTV                 | 01.07.2026 | 24.07.2026 | Face To Face                                              | MTWTF..  | 17:30 | 17:59 | 3.0     | 3.6     | 3.0     |
| bTV                 | 27.07.2026 | 31.07.2026 | The Taste of Bulgaria (re-run)                            | MTWTF..  | 17:30 | 17:59 | 3.0     | 3.6     | 3.0     |
| bTV                 | 01.07.2026 | 31.07.2026 | Who Wants To Be A Millionaire? (re-run)                   | MTWTF..  | 18:00 | 18:59 | 4.0     | 6.0     | 4.7     |
| bTV                 | 01.07.2026 | 31.07.2026 | News Hour                                                 | MTWTF..  | 19:00 | 19:59 | 6.0     | 7.8     | 6.6     |
| bTV                 | 01.07.2026 | 30.07.2026 | Who Knew? (re-run)                                        | MTWT...  | 20:00 | 21:29 | 6.0     | 8.0     | 6.7     |
| bTV                 | 28.07.2026 | 28.07.2026 | UEFA UECL CSKA 1948-FC Spartak Trnava                     | ...T.... | 20:00 | 22:59 | 6.0     | 8.0     | 6.7     |
| bTV                 | 03.07.2026 | 31.07.2026 | I Love My Country S3 (re-run)                             | ...F...  | 20:00 | 21:59 | 6.0     | 8.0     | 6.7     |
| bTV                 | 01.07.2026 | 30.07.2026 | Series                                                    | MTWT...  | 21:30 | 22:29 | 6.0     | 7.2     | 7.2     |
| bTV                 | 22.07.2026 | 22.07.2026 | UEFA UECL CSKA 1948-FC Spartak Trnava                     | ...W.... | 21:30 | 23:59 | 6.0     | 8.0     | 6.7     |
| bTV                 | 03.07.2026 | 31.07.2026 | Late News                                                 | ...F...  | 22:00 | 22:29 | 4.5     | 5.0     | 5.5     |
| bTV                 | 01.07.2026 | 30.07.2026 | Late News                                                 | MTWT...  | 22:30 | 22:59 | 4.0     | 4.5     | 4.5     |
| bTV                 | 03.07.2026 | 31.07.2026 | Series                                                    | ...F...  | 22:30 | 23:29 | 3.0     | 4.0     | 3.5     |
| bTV                 | 01.07.2026 | 30.07.2026 | Series                                                    | MTWT...  | 23:00 | 23:59 | 3.0     | 3.6     | 3.6     |
| bTV                 | 03.07.2026 | 31.07.2026 | Series *                                                  | ...F...  | 23:30 | 23:59 | 2.5     | 3.0     | 3.0     |
| bTV                 | 03.07.2026 | 31.07.2026 | Series *                                                  | ...F...  | 0:00  | 0:29  | 2.5     | 3.0     | 3.0     |
| bTV                 | 01.07.2026 | 30.07.2026 | Series                                                    | MTWT...  | 0:00  | 0:59  | 1.5     | 2.3     | 2.3     |
| bTV                 | 03.07.2026 | 31.07.2026 | Series                                                    | ...F...  | 0:30  | 1:59  | 1.5     | 2.3     | 2.3     |
| bTV                 | 01.07.2026 | 30.07.2026 | Series                                                    | MTWT...  | 1:00  | 1:59  | 1.0     | 1.0     | 1.5     |
| bTV                 | 01.07.2026 | 31.07.2026 | Night Program                                             | MTWTF..  | 2:00  | 5:59  | 1.0     | 1.0     | 1.0     |
| bTV                 | 04.07.2026 | 04.07.2026 | World of Health (re-run)                                  | ...S...  | 6:00  | 6:29  | 1.0     | 1.0     | 1.0     |
| bTV                 | 11.07.2026 | 25.07.2026 | Documentary                                               | ...S...  | 6:00  | 6:59  | 1.0     | 2.0     | 1.0     |
| bTV                 | 04.07.2026 | 04.07.2026 | Series                                                    | ...S...  | 6:30  | 7:29  | 1.0     | 2.0     | 2.0     |
| bTV                 | 11.07.2026 | 25.07.2026 | Series                                                    | ...S...  | 7:00  | 7:59  | 1.0     | 2.0     | 1.0     |
| bTV                 | 04.07.2026 | 04.07.2026 | This Saturday                                             | ...S...  | 7:30  | 10:59 | 2.5     | 4.2     | 3.3     |
| bTV                 | 11.07.2026 | 25.07.2026 | This Saturday                                             | ...S...  | 8:00  | 9:59  | 2.5     | 4.2     | 3.3     |
| bTV                 | 11.07.2026 | 25.07.2026 | Movie                                                     | ...S...  | 10:00 | 11:59 | 2.5     | 4.2     | 3.3     |
| bTV                 | 04.07.2026 | 04.07.2026 | The Taste of Bulgaria (re-run)                            | ...S...  | 11:00 | 11:29 | 2.5     | 3.1     | 3.1     |
| bTV                 | 04.07.2026 | 04.07.2026 | World of Health (re-run)                                  | ...S...  | 11:30 | 11:59 | 2.5     | 3.8     | 3.1     |
| bTV                 | 04.07.2026 | 25.07.2026 | 12 o'clock News                                           | ...S...  | 12:00 | 12:29 | 2.5     | 3.8     | 3.1     |
| bTV                 | 04.07.2026 | 25.07.2026 | Movie 12:30                                               | ...S...  | 12:30 | 14:59 | 2.5     | 3.3     | 4.2     |
| bTV                 | 04.07.2026 | 25.07.2026 | Series                                                    | ...S...  | 15:00 | 15:59 | 2.5     | 4.2     | 3.3     |
| bTV                 | 04.07.2026 | 25.07.2026 | CoolIT                                                    | ...S...  | 16:00 | 16:59 | 2.5     | 4.2     | 3.3     |
| bTV                 | 04.07.2026 | 25.07.2026 | Home Makeover S7 (re-run) *                               | ...S...  | 17:00 | 17:29 | 3.0     | 5.0     | 4.0     |
| bTV                 | 04.07.2026 | 25.07.2026 | Home Makeover S7 (re-run) *                               | ...S...  | 17:30 | 18:59 | 3.0     | 5.0     | 4.0     |
| bTV                 | 04.07.2026 | 25.07.2026 | News Hour                                                 | ...S...  | 19:00 | 19:59 | 6.0     | 8.3     | 6.8     |
| bTV                 | 04.07.2026 | 25.07.2026 | Dancing Stars 2024 (re-run)                               | ...S...  | 20:00 | 22:59 | 6.0     | 8.3     | 6.8     |
| bTV                 | 04.07.2026 | 25.07.2026 | Movie 23:00 *                                             | ...S...  | 23:00 | 23:59 | 3.0     | 4.0     | 4.0     |
| bTV                 | 04.07.2026 | 25.07.2026 | Movie 23:00 *                                             | ...S...  | 0:00  | 1:59  | 3.0     | 4.0     | 4.0     |
| bTV                 | 04.07.2026 | 25.07.2026 | Night Program                                             | ...S...  | 2:00  | 5:59  | 1.0     | 1.0     | 2.0     |
| bTV                 | 05.07.2026 | 05.07.2026 | World of Health (re-run)                                  | .....S   | 6:00  | 6:29  | 1.0     | 2.0     | 1.0     |
| bTV                 | 11.07.2026 | 26.07.2026 | Documentary                                               | .....S   | 6:00  | 6:59  | 1.0     | 2.0     | 2.0     |
| bTV                 | 05.07.2026 | 05.07.2026 | Series                                                    | .....S   | 6:30  | 7:29  | 1.0     | 2.0     | 2.0     |
| bTV                 | 11.07.2026 | 26.07.2026 | Series                                                    | .....S   | 7:00  | 7:59  | 1.0     | 1.5     | 2.0     |
| bTV                 | 05.07.2026 | 05.07.2026 | This Sunday                                               | .....S   | 7:30  | 10:59 | 2.5     | 3.3     | 3.3     |
| bTV                 | 11.07.2026 | 26.07.2026 | This Sunday                                               | .....S   | 8:00  | 9:59  | 2.5     | 3.3     | 3.3     |
| bTV                 | 11.07.2026 | 26.07.2026 | Movie                                                     | .....S   | 10:00 | 11:59 | 2.5     | 3.3     | 3.3     |
| bTV                 | 05.07.2026 | 05.07.2026 | Treasures of Bulgaria (re-run)                            | .....S   | 11:00 | 11:29 | 2.5     | 3.3     | 3.3     |
| bTV                 | 05.07.2026 | 05.07.2026 | World of Health (re-run)                                  | .....S   | 11:30 | 11:59 | 2.5     | 4.2     | 3.3     |
| bTV                 | 05.07.2026 | 26.07.2026 | 12 o'clock News                                           | .....S   | 12:00 | 12:29 | 2.5     | 3.8     | 2.5     |
| bTV                 | 05.07.2026 | 26.07.2026 | Movie 12:30                                               | .....S   | 12:30 | 14:29 | 2.0     | 3.3     | 2.7     |
| bTV                 | 05.07.2026 | 26.07.2026 | Movie 14:30                                               | .....S   | 14:30 | 16:29 | 2.0     | 3.3     | 2.7     |
| bTV                 | 05.07.2026 | 26.07.2026 | 120 minutes *                                             | .....S   | 16:30 | 17:29 | 3.5     | 4.9     | 4.2     |
| bTV                 | 05.07.2026 | 26.07.2026 | 120 minutes *                                             | .....S   | 17:30 | 18:59 | 3.5     | 4.9     | 4.2     |
| bTV                 | 05.07.2026 | 26.07.2026 | News Hour                                                 | .....S   | 19:00 | 19:59 | 6.0     | 7.8     | 7.2     |
| bTV                 | 05.07.2026 | 05.07.2026 | FIBA EuroBasket 2029 Pre-Qualifiers: Bulgaria - Norway ** | .....S   | 19:30 | 22:29 | 7.0     | 9.1     | 8.4     |
| bTV                 | 12.07.2026 | 26.07.2026 | Bulgaria's Got Talent S9 (re-run)                         | .....S   | 20:00 | 22:29 | 6.0     | 7.8     | 7.2     |
| bTV                 | 05.07.2026 | 26.07.2026 | Movie 22:30 *                                             | .....S   | 22:30 | 23:59 | 3.0     | 3.8     | 3.8     |
| bTV                 | 05.07.2026 | 26.07.2026 | Movie 22:30 *                                             | .....S   | 0:00  | 0:59  | 3.0     | 3.8     | 3.8     |
| bTV                 | 05.07.2026 | 26.07.2026 | Movie 01:00                                               | .....S   | 1:00  | 1:59  | 1.0     | 1.0     | 1.4     |
| bTV                 | 05.07.2026 | 26.07.2026 | Night Program                                             | .....S   | 2:00  | 5:59  | 1.0     | 1.0     | 1.0     |

*\*Programme which fits within two time slots.*

*\*\* In the price for broadcast in a commercial break of this program a surcharge is included, as provided in the Surcharges section of this Rate card.*



# Guaranteed Rating Points in Thematic Channels

## Valid from Jul 1, 2026



Guaranteed rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

| Buying Target Group |            |            |         |           |         |                |         |         |         |
|---------------------|------------|------------|---------|-----------|---------|----------------|---------|---------|---------|
| Channel             | From Date  | To Date    | Weekday | From Time | To Time | Time Slot      | A 18-49 | A 25-64 | F 25-54 |
| bTV ACTION          | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.20    | 0.23    | 0.19    |
| bTV ACTION          | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.55    | 0.67    | 0.53    |
| bTV CINEMA          | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.30    | 0.40    | 0.32    |
| bTV CINEMA          | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.65    | 0.80    | 0.71    |
| bTV COMEDY          | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.35    | 0.34    | 0.41    |
| bTV COMEDY          | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.55    | 0.55    | 0.65    |
| bTV STORY           | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.10    | 0.14    | 0.17    |
| bTV STORY           | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.30    | 0.53    | 0.62    |
| RING                | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.02    | 0.04    | 0.04    |
| RING                | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.03    | 0.04    | 0.03    |
| Dizi                | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.09    | 0.06    | 0.01    |
| Dizi                | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.09    | 0.15    | 0.14    |
| SOUL&PEPPER         | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.01    | 0.01    | 0.01    |
| SOUL&PEPPER         | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.01    | 0.01    | 0.01    |
| WNESS               | 01.07.2026 | 31.07.2026 | Mon-Sun | 0:00      | 17:29   | Off Prime Time | 0.02    | 0.02    | 0.05    |
| WNESS               | 01.07.2026 | 31.07.2026 | Mon-Sun | 17:30     | 23:59   | Prime Time     | 0.01    | 0.01    | 0.01    |

Guaranteed Rating Points for the sports tournaments/events in the thematic channels of bTV Media Group

| Buying Target Group |            |            |         |           |         |                                      |         |         |         |
|---------------------|------------|------------|---------|-----------|---------|--------------------------------------|---------|---------|---------|
| Channel             | From Date  | To Date    | Weekday | From Time | To Time | Name of sport event                  | A 18-49 | A 25-64 | F 25-54 |
| RING                | 01.07.2026 | 31.07.2026 | MTWTFSS | 0:00      | 17:29   | RING - OPT -Grifid Beach Volley Tour | 0.02    | 0.05    | 0.01    |

\* A surcharge is applied to the sports tournament/event, in accordance with the surcharge section in the present monthly ratecard.  
All games from sports tournaments will be published on <https://www.btv.bg/english/advertising/pricing/>



# Ratecard for broadcasting commercial communications in bTV,

## No rating guaranteed

## Valid from Jul 1, 2026



| Time  | Monday                                  | Tuesday                                 | Wednesday                               | Thursday                                | Friday                                  | Saturday                 | Sunday                         | Time  |
|-------|-----------------------------------------|-----------------------------------------|-----------------------------------------|-----------------------------------------|-----------------------------------------|--------------------------|--------------------------------|-------|
| 6:00  | Face to Face                            | Face to Face                            | Face to Face                            | Face to Face                            | Face to Face                            | Documentary              | Documentary                    | 6:00  |
| 6:30  |                                         |                                         |                                         |                                         |                                         |                          |                                | 6:30  |
| 7:00  | Morning Show                            | Morning Show                            | Morning Show                            | Morning Show                            | Morning Show                            | Series                   | Series                         | 7:00  |
| 7:30  |                                         |                                         |                                         |                                         |                                         |                          |                                | 7:30  |
| 8:00  |                                         |                                         |                                         |                                         |                                         | This Saturday            | This Sunday                    | 8:00  |
| 8:30  |                                         |                                         |                                         |                                         |                                         |                          |                                | 8:30  |
| 9:00  |                                         |                                         |                                         |                                         |                                         |                          |                                | 9:00  |
| 9:30  | Late morning show                       | Late morning show                       | Late morning show                       | Late morning show                       | Late morning show                       |                          |                                | 9:30  |
| 10:00 |                                         |                                         |                                         |                                         |                                         | Movie                    | Movie                          | 10:00 |
| 10:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 10:30 |
| 11:00 |                                         |                                         |                                         |                                         |                                         |                          |                                | 11:00 |
| 11:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 11:30 |
| 12:00 | News                                    | News                                    | News                                    | News                                    | News                                    | News                     | News                           | 12:00 |
| 12:30 | The Comedians and Friends (re-run)      | The Comedians and Friends (re-run)      | The Comedians and Friends (re-run)      | The Comedians and Friends (re-run)      | The Comedians and Friends (re-run)      | Movie                    | Movie                          | 12:30 |
| 13:00 |                                         |                                         |                                         |                                         |                                         |                          |                                | 13:00 |
| 13:30 | Series                                  | Series                                  | Series                                  | Series                                  | Series                                  |                          |                                | 13:30 |
| 14:00 |                                         |                                         |                                         |                                         |                                         |                          |                                | 14:00 |
| 14:30 | Series                                  | Series                                  | Series                                  | Series                                  | Series                                  |                          | Movie                          | 14:30 |
| 15:00 |                                         |                                         |                                         |                                         |                                         | Series                   |                                | 15:00 |
| 15:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 15:30 |
| 16:00 | Series                                  | Series                                  | Series                                  | Series                                  | Series                                  | Cool-T                   |                                | 16:00 |
| 16:30 |                                         |                                         |                                         |                                         |                                         |                          | 120 minutes *                  | 16:30 |
| 17:00 | News                                    | News                                    | News                                    | News                                    | News                                    | Home Makeover (re-run) * |                                | 17:00 |
| 17:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 17:30 |
| 18:00 | Who Wants To Be A Millionaire? (re-run) | Who Wants To Be A Millionaire? (re-run) | Who Wants To Be A Millionaire? (re-run) | Who Wants To Be A Millionaire? (re-run) | Who Wants To Be A Millionaire? (re-run) | Home Makeover (re-run) * | 120 minutes *                  | 18:00 |
| 18:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 18:30 |
| 19:00 | News                                    | News                                    | News                                    | News                                    | News                                    | News                     | News                           | 19:00 |
| 19:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 19:30 |
| 20:00 | Who Knew? (re-run)                      | Who Knew? (re-run)                      | Who Knew? (re-run)                      | Who Knew? (re-run)                      | I Love My Country (re-run)              | Dancing Stars (re-run)   | Bulgaria's Got Talent (re-run) | 20:00 |
| 20:30 |                                         |                                         |                                         |                                         |                                         |                          |                                | 20:30 |
| 21:00 |                                         |                                         |                                         |                                         |                                         |                          |                                | 21:00 |
| 21:30 | Series                                  | Series                                  | Series                                  | Series                                  |                                         |                          |                                | 21:30 |
| 22:00 |                                         |                                         |                                         |                                         | News                                    |                          |                                | 22:00 |
| 22:30 | News                                    | News                                    | News                                    | News                                    | Series                                  |                          | Movie*                         | 22:30 |
| 23:00 | Series                                  | Series                                  | Series                                  | Series                                  |                                         | Movie *                  |                                | 23:00 |
| 23:30 |                                         |                                         |                                         |                                         | Series *                                |                          |                                | 23:30 |
| 0:00  | Series                                  | Series                                  | Series                                  | Series                                  | Series *                                | Movie *                  | Movie *                        | 0:00  |
| 0:30  |                                         |                                         |                                         |                                         | Series                                  |                          |                                | 0:30  |
| 1:00  | Series                                  | Series                                  | Series                                  | Series                                  |                                         |                          | Movie                          | 1:00  |
| 1:30  |                                         |                                         |                                         |                                         |                                         |                          |                                | 1:30  |
| 2:00  | Night                                   | Night                                   | Night                                   | Night                                   | Night                                   | Night                    | Night                          | 2:00  |
| 6:00  |                                         |                                         |                                         |                                         |                                         |                          |                                | 6:00  |

The above prices are gross (in Euro, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.

- Programme which fits within two time slots.

Ratecard for broadcasting commercial communications in  
Thematic Channels  
No rating guaranteed  
Valid from Jul 1, 2026



| Time Slot      | Price |
|----------------|-------|
| Off prime time | 150   |
| Prime time     | 524   |
| Off prime time | 225   |
| Prime time     | 619   |
| Off prime time | 263   |
| Prime time     | 524   |
| Off prime time | 75    |
| Prime time     | 286   |
| Off prime time | 15    |
| Prime time     | 29    |



The above prices are gross (in Euro, VAT excl, without discounts) for 30" airings in a selected time slot in each of the thematic channels bTV Action, bTV Cinema, , bTV Comedy, bTV Story, RING, no rating guaranteed.



# Pricing Indexes



## Length indexes

| Type of advertising form | Length | Index to 30" spot |
|--------------------------|--------|-------------------|
| Advertising Spot         | 5"     | 50%x 30" price    |
| Advertising Spot         | 10"    | 60%x 30" price    |
| Advertising Spot         | 15"    | 75%x 30" price    |
| Advertising Spot         | 20"    | 90%x 30" price    |
| Advertising Spot         | 25"    | 95%x 30" price    |
| Advertising Spot         | 30"    | 100%x 30" price   |
| Advertising Spot         | 35"    | 120%x 30" price   |
| Advertising Spot         | 40"    | 160%x 30" price   |
| Advertising Spot         | 45"    | 175%x 30" price   |
| Advertising Spot         | 50"    | 190%x 30" price   |
| Advertising Spot         | 55"    | 200%x 30" price   |
| Advertising Spot         | 60"    | 220%x 30" price   |

The prices of spots with different lengths (minimum 3 seconds) are calculated as follows: the ones whose length ends in 1, 2, 6 and 7 shall be rounded to the lower price and the ones whose length ends in 3, 4, 8 and 9 shall be rounded to the higher price.

## AA Forms Indexes

| Type of AA Form                      | Index to 30" bTV | Max Length in Sec |
|--------------------------------------|------------------|-------------------|
| 7"+7" Sponsorship tags               | 120%             | 14                |
| Sponsored promo                      | 110%             | 15                |
| Sponsored Content Frame for 30" spot | 120%             | 30                |
| Wrapper                              | 250%             | 10                |
| 5"+5" Break IDs                      | 120%             | 10                |
| 5"+5" Break IDs + VO                 | 140%             | 10                |
| Content split                        | 180%             | 10                |
| Countdown                            | 110%             | 10                |
| Skyscraper                           | 110%             | 10                |
| Cut-in                               | 110%             | 10                |
| Branded bug                          | 100%             | 10                |
| Branded promo-bug                    | 100%             | 10                |
| Premium Break for two 30" spots      | 300%             | 30                |



# Surcharges



| Surcharge                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Price Surcharge Coefficient                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Break Choice                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 15%                                                                                                                                                                          |
| First/Last in Break (FIB/LIB)                                                                                                                                                                                                                                                                                                                                                                                                                                | 40%                                                                                                                                                                          |
| Second/Before Last in Break (SIB/BLIB)                                                                                                                                                                                                                                                                                                                                                                                                                       | 25%                                                                                                                                                                          |
| Third in Break (TIB)                                                                                                                                                                                                                                                                                                                                                                                                                                         | 20%                                                                                                                                                                          |
| Break & FIB/LIB                                                                                                                                                                                                                                                                                                                                                                                                                                              | 55%                                                                                                                                                                          |
| Top & Tail                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 50%                                                                                                                                                                          |
| Tandem Spot                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 20% on the second tandem spot                                                                                                                                                |
| Co - Advertising<br>(if a brand, service or product of another advertiser is present in the commercial material)                                                                                                                                                                                                                                                                                                                                             | up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc. |
| Surcharge for requesting campaigns with AR forms only in bTV                                                                                                                                                                                                                                                                                                                                                                                                 | 20%                                                                                                                                                                          |
| Cancellation of broadcasts                                                                                                                                                                                                                                                                                                                                                                                                                                   | bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term                                                                                     |
| Urgent order / urgent cancellation of broadcasts                                                                                                                                                                                                                                                                                                                                                                                                             | bTV / TC - 250 / 50 Euro, VAT excl., per each day of delay                                                                                                                   |
| Late submission of the commercial material during any of the months Jaunary, February, July, August                                                                                                                                                                                                                                                                                                                                                          | bTV / TC - 250/ 50 Euro, VAT excl., per each day of delay                                                                                                                    |
| Late submission of the material during any of the months March - June and September -December, incl.                                                                                                                                                                                                                                                                                                                                                         | bTV / TC - 500/ 100 Euro, VAT excl., per each day of delay                                                                                                                   |
| <ul style="list-style-type: none"><li>• 30% surcharge for broadcast in a commercial break of the following sports events - Grifid Beach Volley Tour</li><li>• 50% surcharge for broadcast in a commercial break of the following sports events -FIBA EuroBasket 2029 Pre-Qualifiers: Bulgaria - Norway ** on bTV</li><li>• 50% surcharge for broadcast in a commercial break of the following sports events -UEFA UECL CSKA 1948-FC Spartak Trnava</li></ul> |                                                                                                                                                                              |

*The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).*

