Rate Card for Broadcasting Commercial Communications in BTV Media Group Valid from Nov 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 Nov 13, 2026

Media Group

							Buying Target Group		
Channel	From Date	To Date	Program	Day	From	To	A 18-49	A 25-64	F 25-54
bTV	02.11.2026	30.11.2026	Morning show	MTWTF..	6:00	9:29	2.5	3.1	3.1
bTV	02.11.2026	30.11.2026	Late Morning Show	MTWTF..	9:30	11:59	2.5	3.3	3.3
bTV	02.11.2026	30.11.2026	12 o'clock News	MTWTF..	12:00	12:29	2.5	3.1	3.1
bTV	02.11.2026	30.11.2026	The Comedians and Friends (re-run)	MTWTF..	12:30	13:29	2.5	3.1	3.1
bTV	04.11.2026	04.11.2026	Karlos Nassar - World Weightlifting Championship 2026 **	..W....	12:30	15:29	4.0	5.0	3.4
bTV	02.11.2026	30.11.2026	Series	MTWTF..	13:30	14:29	2.0	3.0	3.0
bTV	02.11.2026	30.11.2026	Series	MTWTF..	14:30	15:59	2.0	3.0	3.0
bTV	04.11.2026	04.11.2026	Series	..W....	15:30	15:59	2.0	3.0	3.0
bTV	02.11.2026	30.11.2026	Series	MTWTF..	16:00	16:59	2.0	3.0	3.0
bTV	02.11.2026	30.11.2026	17 o'clock News	MTWTF..	17:00	17:29	3.0	3.6	3.0
bTV	02.11.2026	30.11.2026	Face to Face	MTWTF..	17:30	17:59	3.5	4.0	3.5
bTV	02.11.2026	30.11.2026	Who Wants To Be A Millionnaire	MTWTF..	18:00	18:59	4.5	6.0	5.5
bTV	02.11.2026	30.11.2026	News Hour	MTWTF..	19:00	19:59	7.0	9.5	9.0
bTV	03.11.2026	19.11.2026	The Farm	.TWT...	20:00	21:59	10.0	12.2	12.9
bTV	02.11.2026	23.11.2026	The Farm	M.....	20:00	22:59	10.0	12.2	12.9
bTV	24.11.2026	26.11.2026	Who knew? (re-run)	.TWT...	20:00	21:59	6.5	8.3	8.3
bTV	30.11.2026	30.11.2026	Who knew? (re-run)	M.....	20:00	22:29	6.5	8.3	8.3
bTV	06.11.2026	06.11.2026	Traitors S2 **	....F..	20:00	21:59	10.0	11.4	11.4
bTV	13.11.2026	27.11.2026	Traitors S2	....F..	20:00	21:59	10.0	11.4	11.4
bTV	03.11.2026	27.11.2026	Bachelor in Paradise S2	.TWTF..	22:00	23:29	9.0	10.3	10.3
bTV	30.11.2026	30.11.2026	Late News	M.....	22:30	22:59	4.5	4.5	4.5
bTV	02.11.2026	23.11.2026	Late News	M.....	23:00	23:29	4.5	5.3	5.3
bTV	30.11.2026	30.11.2026	Series	M.....	23:00	23:59	2.5	3.0	3.5
bTV	03.11.2026	27.11.2026	Late News	.TWTF..	23:30	23:59	4.5	5.4	6.3
bTV	02.11.2026	23.11.2026	Series *	M.....	23:30	23:59	2.5	3.0	3.0
bTV	02.11.2026	23.11.2026	Series *	M.....	0:00	0:29	2.5	3.0	3.0
bTV	03.11.2026	30.11.2026	Series	MTWTF..	0:00	0:59	2.0	2.0	2.0
bTV	02.11.2026	23.11.2026	Series	M.....	0:30	1:29	2.0	3.0	3.0
bTV	03.11.2026	30.11.2026	Series	MTWTF..	1:00	1:59	1.0	1.5	1.5
bTV	02.11.2026	23.11.2026	Series	M.....	1:30	1:59	1.0	1.0	1.0
bTV	02.11.2026	30.11.2026	Night Program	MTWTF..	2:00	5:59	1.0	1.0	1.0
bTV	07.11.2026	28.11.2026	World of Health (re-run)	.....S.	6:00	6:29	1.0	1.0	1.0
bTV	07.11.2026	28.11.2026	Series	.....S.	6:30	7:29	1.0	1.0	1.0
bTV	07.11.2026	28.11.2026	This Saturday	.....S.	7:30	10:59	3.0	3.5	3.5
bTV	07.11.2026	28.11.2026	The Taste of Bulgaria	.....S.	11:00	11:29	2.5	3.8	3.1
bTV	07.11.2026	28.11.2026	World of Health	.....S.	11:30	11:59	2.5	3.1	3.1
bTV	07.11.2026	28.11.2026	12 o'clock News	.....S.	12:00	12:29	3.0	3.6	3.6
bTV	07.11.2026	28.11.2026	bTV World	.....S.	12:30	12:59	3.0	4.8	3.6
bTV	07.11.2026	28.11.2026	Movie 13:00	.....S.	13:00	14:59	2.5	3.8	3.8
bTV	07.11.2026	28.11.2026	Series	.....S.	15:00	15:59	2.5	3.8	3.8
bTV	07.11.2026	28.11.2026	Life based on a true story *	.....S.	16:00	17:29	3.0	3.6	3.6
bTV	07.11.2026	28.11.2026	Life based on a true story *	.....S.	17:30	17:59	3.0	3.6	3.6
bTV	07.11.2026	28.11.2026	Two on two	.....S.	18:00	18:59	5.0	6.7	6.7
bTV	07.11.2026	28.11.2026	News Hour	.....S.	19:00	19:59	7.0	8.2	8.2
bTV	07.11.2026	28.11.2026	Traitors S2	.....S.	20:00	21:59	10.0	11.4	11.4
bTV	07.11.2026	28.11.2026	Movie 22:00 *	.....S.	22:00	23:29	3.5	4.5	4.5
bTV	07.11.2026	28.11.2026	Movie 22:00 *	.....S.	0:00	0:29	3.5	4.5	4.5
bTV	07.11.2026	28.11.2026	Movie 00:30	.....S.	0:30	1:59	2.0	2.7	2.7
bTV	07.11.2026	28.11.2026	Night Program	.....S.	2:00	5:59	1.0	1.0	1.0
bTV	01.11.2026	01.11.2026	Series	.....S	6:00	6:59	1.0	1.0	1.0
bTV	08.11.2026	29.11.2026	World of Health (re-run)	.....S	6:00	6:29	1.0	1.0	1.0
bTV	08.11.2026	29.11.2026	Series	.....S	6:30	7:29	1.0	1.0	1.0
bTV	01.11.2026	01.11.2026	This Sunday - Presidential Elections Studio	.....S	7:00	11:59	3.0	3.5	3.5
bTV	08.11.2026	29.11.2026	This Sunday	.....S	7:30	10:59	3.0	3.5	3.5
bTV	08.11.2026	08.11.2026	Treasures of Bulgaria (re-run)	.....S	11:00	11:29	2.5	3.1	3.1
bTV	08.11.2026	29.11.2026	bTV Tells	.....S	11:00	11:29	2.5	3.0	3.0
bTV	08.11.2026	29.11.2026	World of Health	.....S	11:30	11:59	2.5	3.1	3.1
bTV	15.11.2026	29.11.2026	12 o'clock News	.....S	12:00	12:29	3.0	3.6	3.6
bTV	01.11.2026	01.11.2026	12 o'clock News	.....S	12:00	12:59	3.0	3.5	3.5
bTV	08.11.2026	22.11.2026	Movie 12:30	.....S	12:30	14:29	2.5	3.8	3.1
bTV	29.11.2026	29.11.2026	Movie 12:30	.....S	12:30	15:59	2.5	3.1	3.1
bTV	01.11.2026	01.11.2026	Movie 13:00	.....S	13:00	15:59	2.5	3.1	3.1
bTV	08.11.2026	22.11.2026	Movie 14:30	.....S	14:30	16:29	2.5	3.1	3.1
bTV	29.11.2026	29.11.2026	Manager of the Year	.....S	16:00	16:29	3.0	3.8	3.8
bTV	01.11.2026	01.11.2026	120 minutes - Elections Studio *	.....S	16:00	17:29	4.0	5.0	4.5
bTV	01.11.2026	01.11.2026	120 minutes - Elections Studio *	.....S	17:30	18:59	4.0	5.0	4.5
bTV	08.11.2026	29.11.2026	120 minutes *	.....S	16:30	17:29	4.0	5.1	4.6
bTV	08.11.2026	29.11.2026	120 minutes *	.....S	17:30	18:59	4.0	5.1	4.6
bTV	01.11.2026	29.11.2026	News Hour	.....S	19:00	19:59	6.5	7.6	7.6
bTV	01.11.2026	01.11.2026	Presidential Elections Studio *	.....S	20:00	23:59	7.0	8.8	8.2
bTV	01.11.2026	01.11.2026	Presidential Elections Studio *	.....S	0:00	0:29	7.0	8.8	8.2
bTV	08.11.2026	29.11.2026	The Voice of Bulgaria	.....S	20:00	21:59	11.0	13.7	14.2
bTV	08.11.2026	29.11.2026	Movie 22:00 *	.....S	22:00	23:59	3.5	4.0	4.0
bTV	08.11.2026	29.11.2026	Movie 22:00 *	.....S	0:00	0:29	3.5	4.0	4.0
bTV	01.11.2026	29.11.2026	Movie 00:30	.....S	0:30	1:59	2.0	4.0	4.0
bTV	01.11.2026	29.11.2026	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 Nov 1, 2026

Media Group

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	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.30	0.23
bTV ACTION	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.70	0.79	0.57
bTV CINEMA	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.20	0.26	0.25
bTV CINEMA	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.77	0.74
bTV COMEDY	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.33	0.45
bTV COMEDY	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.72	0.89
bTV STORY	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.20	0.24	0.33
bTV STORY	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.80	1.18	1.44
RING	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.02	0.01
RING	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.05	0.08	0.02
Dizi	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.04	0.02	0.01
Dizi	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.04	0.05	0.07
SOUL&PEPPER	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
SOUL&PEPPER	01.11.2026	30.11.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01
WNESS	01.11.2026	30.11.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.02	0.02	0.05
WNESS	01.11.2026	30.11.2026	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
bTV ACTION	04.11.2026	25.11.2026	..W....	17:30	23:59	bTV ACTION - PT - UEFA Champions League	2.15	2.09	1.18
bTV ACTION	12.11.2026	19.11.2026	...T...	17:30	23:59	bTV ACTION - PT - UEFA Europa League	1.55	1.87	0.93
bTV ACTION	05.11.2026	26.11.2026	...T...	17:30	23:59	bTV ACTION - PT - UEFA Europa League - BG Team	4.50	5.41	2.69
RING	04.11.2026	25.11.2026	..W....	17:30	23:59	RING - PT - UEFA Champions League	0.65	0.73	0.21
RING	12.11.2026	19.11.2026	...T...	17:30	23:59	RING - PT - UEFA Europa League	0.10	0.23	0.05
RING	01.11.2026	08.11.2026	MTWTFSS	0:00	17:29	RING - OPT - World Weightlifting Championship	0.20	0.42	0.17

** A surcharge is applied to the sports tournament/event, in accordance with the surcharge section in the present monthly ratecard.*

*** 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 Nov 1, 2026

Media Group

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	World of Health (re-run) 1 125	World of Health (re-run) 1 125	6:00
6:30						Series	Series	6:30
7:00						1 125	1 125	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00	2 813	2 813	2 813	2 813	2 813			9:00
9:30	Late morning show	Late morning show	Late morning show	Late morning show	Late morning show			9:30
10:00								10:00
10:30						3 375	3 375	10:30
11:00						The Taste of Bulgaria 2 813	Treasures of Bulgaria (re-run) 2 813	11:00
11:30	2 813	2 813	2 813	2 813	2 813	World of Health 2 813	bTV Tells 2 813	11:30
12:00	News 2 813	News 2 813	News 2 813	News 2 813	News 2 813	News 3 375	News 3 375	12:00
12:30	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	The Comedians and Friends (re-run) /n./	bTV World 3 375	Movie	12:30
13:00	2 813	2 813	2 813	2 813	2 813	Movie		13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00	2 250	2 250	2 250	2 250	2 250		2 813	14:00
14:30	Series	Series	Series	Series	Series	2 813	Movie	14:30
15:00						Series		15:00
15:30	2 250	2 250	2 250	2 250	2 250	2 813		15:30
16:00	Series	Series	Series	Series	Series	Life based on a true story *		16:00
16:30	2 250	2 250	2 250	2 250	2 250		2 813	16:30
17:00	News 3 375	News 3 375	News 3 375	News 3 375	News 3 375	3 375	120 minutes * 4 500	17:00
17:30	Face to Face 5 001	Face to Face 5 001	Face to Face 5 001	Face to Face 5 001	Face to Face 5 001	Life based on a true story * 4 286		17:30
18:00	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Who Wants To Be A Millionaire?	Two on Two		18:00
18:30	6 429	6 429	6 429	6 429	6 429	7 144	5 715	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	10 001	10 001	10 001	10 001	10 001	10 001	9 287	19:30
20:00	The Farm	The Farm	The Farm	The Farm	Traitors	Traitors	The Voice of Bulgaria	20:00
20:30								20:30
21:00								21:00
21:30		14 288	14 288	14 288	14 288	14 288	15 716	21:30
22:00		Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Movie *	Movie *	22:00
22:30	14 288							22:30
23:00	News 6 429	12 859	12 859	12 859	12 859			23:00
23:30	Series * 3 572	News 6 429	News 6 429	News 6 429	News 6 429	5 001	5 001	23:30
0:00	Series * 2 813	Series	Series	Series	Series	Movie * 3 938	Movie * 3 938	0:00
0:30	Series	2 250	2 250	2 250	2 250	Movie	Movie	0:30
1:00	2 250	Series	Series	Series	Series			1:00
1:30	Series 1 125	1 125	1 125	1 125	1 125	2 250	2 250	1:30
2:00	Night	Night	Night	Night	Night	Night	Night	2:00
6:00	1 125	1 125	1 125	1 125	1 125	1 125	1 125	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 Nov 1, 2026

Media Group

Time Slot	Price
Off prime time	281
Prime time	1000
Off prime time	225
Prime time	929
Off prime time	338
Prime time	929
Off prime time	225
Prime time	1143
Off prime time	11
Prime time	71

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

Media Group

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

Media Group

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 (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

- 30% surcharge for broadcast in a commercial break of the following sports events - UEFA Champions League, UEFA Europa League and Conference League in the channels of bTV Media Group
- 50% % surcharge for broadcast in a commercial break of the following sports events - UEFA Europa League and Conference League with the participation of Bulgarian football teams in the channels of bTV Media Group
- 20% surcharge for broadcast in a commercial break in the kickoff episode of Traitors
- 50% % surcharge for broadcast in a commercial break of the following sports events - World Weightlifting Championship with the participation of Karlos Nassar in bTV on 04.11.
- 30% % surcharge for broadcast in a commercial break of the following sports events - World Weightlifting Championship in RING

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