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

Media Group

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 Dec 1, 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	01.12.2026	23.12.2026	Morning show	MTWTF..	6:00	9:29	2.5	3.8	3.1
bTV	24.12.2026	31.12.2026	Animated movie	MTWTF..	6:00	6:59	1.0	1.5	1.5
bTV	24.12.2026	31.12.2026	Morning show	MTWTF..	7:00	9:29	2.5	3.8	3.1
bTV	01.12.2026	31.12.2026	Late Morning Show	MTWTF..	9:30	11:59	2.5	3.1	2.5
bTV	01.12.2026	31.12.2026	12 o'clock News	MTWTF..	12:00	12:29	2.5	3.8	3.1
bTV	01.12.2026	23.12.2026	The Comedians and Friends (re-run)	MTWTF..	12:30	13:29	2.5	3.8	3.1
bTV	24.12.2026	31.12.2026	Concert	...T...	12:30	14:29	4.0	5.0	5.0
bTV	25.12.2026	30.12.2026	Movie 12:30	MTWTF..	12:30	14:29	2.0	2.5	2.5
bTV	01.12.2026	23.12.2026	Series	MTWTF..	13:30	14:29	2.0	2.7	2.7
bTV	01.12.2026	23.12.2026	Series	MTWTF..	14:30	15:59	2.0	2.7	2.7
bTV	24.12.2026	31.12.2026	Movie 14:30	MTWTF..	14:30	16:29	2.0	2.5	2.5
bTV	01.12.2026	23.12.2026	Series	MTWTF..	16:00	16:59	2.0	2.7	2.7
bTV	24.12.2026	25.12.2026	Movie *	...TF..	16:30	17:29	3.5	5.0	4.5
bTV	24.12.2026	25.12.2026	Movie *	...TF..	17:30	17:59	3.5	5.0	4.5
bTV	28.12.2026	31.12.2026	Movie *	MTW....	16:30	17:29	3.5	5.0	4.5
bTV	28.12.2026	31.12.2026	Movie *	MTW....	17:30	18:59	3.5	5.0	4.5
bTV	01.12.2026	23.12.2026	17 o'clock News	MTWTF..	17:00	17:29	3.5	4.7	4.1
bTV	01.12.2026	23.12.2026	Face to Face	MTWTF..	17:30	17:59	3.5	4.5	4.0
bTV	01.12.2026	25.12.2026	Who Wants To Be A Millionaire	MTWTF..	18:00	18:59	5.0	7.5	6.5
bTV	01.12.2026	31.12.2026	News Hour	MTWTF..	19:00	19:59	8.5	10.6	10.1
bTV	01.12.2026	03.12.2026	The Farm	.TWT...	20:00	21:59	10.0	11.4	12.2
bTV	07.12.2026	07.12.2026	Who knew? (re-run)	M.....	20:00	22:29	6.5	7.5	7.0
bTV	08.12.2026	30.12.2026	Who knew? (re-run)	MTWT...	20:00	21:29	6.5	7.5	7.0
bTV	04.12.2026	11.12.2026	Traitors S2	....F..	20:00	21:59	10.0	12.3	12.3
bTV	24.12.2026	25.12.2026	Movie	...TF..	20:00	21:59	8.0	9.2	8.6
bTV	31.12.2026	31.12.2026	Good News Of The Year	...T...	20:00	20:59	8.0	9.2	8.6
bTV	31.12.2026	31.12.2026	New Year's Eve Concert *	...T...	21:00	23:59	6.0	6.5	6.5
bTV	31.12.2026	31.12.2026	New Year's Eve Concert *	...T...	0:00	0:29	6.0	6.5	6.5
bTV	08.12.2026	18.12.2026	Bachelor in Paradise S2	MTWTF..	21:30	22:59	9.0	11.0	11.0
bTV	01.12.2026	04.12.2026	Bachelor in Paradise S2	.TWTF..	22:00	23:29	9.0	11.0	11.0
bTV	21.12.2026	30.12.2026	Movie 21:30	MTW....	21:30	23:29	6.5	7.6	7.6
bTV	24.12.2026	25.12.2026	Movie 22:00 *	....F..	22:00	23:59	5.0	5.5	6.0
bTV	24.12.2026	24.12.2026	Movie 22:00 *	....F..	0:00	0:29	5.0	5.5	6.0
bTV	07.12.2026	07.12.2026	Late News	M.....	22:30	22:59	4.0	4.6	4.6
bTV	08.12.2026	18.12.2026	Late News	.TWTF..	23:00	23:29	4.0	4.6	4.6
bTV	07.12.2026	07.12.2026	Series	M.....	23:00	23:59	3.0	3.5	3.5
bTV	22.12.2026	30.12.2026	Movie 23:30 *	MTW....	23:30	23:59	3.0	3.6	3.6
bTV	22.12.2026	30.12.2026	Movie 23:30 *	MTW....	0:00	1:29	3.0	3.6	3.6
bTV	01.12.2026	11.12.2026	Late News	.TWTF..	23:30	23:59	4.5	5.2	5.2
bTV	08.12.2026	18.12.2026	Series *	.TWTF..	23:30	23:59	2.5	3.0	3.0
bTV	08.12.2026	18.12.2026	Series *	.TWTF..	0:00	0:29	2.5	3.0	3.0
bTV	01.12.2026	21.12.2026	Series	MTWTF..	0:00	0:59	2.0	2.0	2.5
bTV	08.12.2026	18.12.2026	Series	MTWTF..	0:30	1:29	2.0	2.0	2.5
bTV	31.12.2026	31.12.2026	Concert Azis	...T...	0:30	1:59	4.5	5.5	5.5
bTV	01.12.2026	21.12.2026	Series	MTWTF..	1:00	1:59	1.0	1.5	1.5
bTV	08.12.2026	30.12.2026	Series	MTWTF..	1:30	1:59	1.0	1.5	1.5
bTV	01.12.2026	31.12.2026	Night Program	MTWTF..	2:00	5:59	1.0	1.0	1.0
bTV	05.12.2026	19.12.2026	World of Health (re-run)	.....S.	6:00	6:29	1.0	1.0	1.0
bTV	26.12.2026	26.12.2026	Animated movie	.....S.	6:00	6:59	1.0	2.0	2.0
bTV	05.12.2026	19.12.2026	Series	.....S.	6:30	7:29	1.0	1.5	1.5
bTV	26.12.2026	26.12.2026	Movie 07:00	.....S.	7:00	8:59	2.0	3.0	2.0
bTV	05.12.2026	19.12.2026	This Saturday	.....S.	7:30	10:59	2.5	3.8	3.1
bTV	26.12.2026	26.12.2026	This Saturday	.....S.	9:00	10:59	2.5	3.8	3.1
bTV	05.12.2026	26.12.2026	The Taste of Bulgaria	.....S.	11:00	11:29	2.5	3.0	3.0
bTV	05.12.2026	19.12.2026	World of Health	.....S.	11:30	11:59	2.5	3.0	3.0
bTV	05.12.2026	26.12.2026	12 o'clock News	.....S.	12:00	12:29	3.0	3.6	3.6
bTV	05.12.2026	19.12.2026	bTV World	.....S.	12:30	12:59	3.0	3.6	3.6
bTV	26.12.2026	26.12.2026	Movie 12:30	.....S.	12:30	14:29	2.5	3.5	3.5
bTV	05.12.2026	19.12.2026	Movie 13:00	.....S.	13:00	14:59	2.5	3.5	3.5
bTV	05.12.2026	19.12.2026	Series	.....S.	15:00	15:59	2.5	3.5	3.5
bTV	26.12.2026	26.12.2026	Movie 14:30	.....S.	14:30	16:29	2.5	3.5	3.5
bTV	05.12.2026	19.12.2026	Life based on a true story *	.....S.	16:00	17:29	3.0	3.5	3.5
bTV	05.12.2026	19.12.2026	Life based on a true story *	.....S.	17:30	17:59	3.0	3.5	3.5
bTV	26.12.2026	26.12.2026	Movie 16:30 *	.....S.	16:30	17:29	3.5	4.0	4.5
bTV	26.12.2026	26.12.2026	Movie 16:30 *	.....S.	17:30	18:59	3.5	4.0	4.5
bTV	05.12.2026	19.12.2026	Two on two	.....S.	18:00	18:59	5.0	5.6	5.6
bTV	05.12.2026	26.12.2026	News Hour	.....S.	19:00	19:59	7.0	8.1	8.1
bTV	05.12.2026	12.12.2026	Traitors S2	.....S.	20:00	21:59	10.0	12.3	12.3
bTV	19.12.2026	26.12.2026	Movie 20:00	.....S.	20:00	21:59	7.0	8.2	8.2
bTV	05.12.2026	19.12.2026	Movie 22:00 *	.....S.	22:00	23:29	4.0	5.0	5.0
bTV	05.12.2026	19.12.2026	Movie 22:00 *	.....S.	0:00	0:29	4.0	5.0	5.0
bTV	26.12.2026	26.12.2026	Red Bull Sound Clash *	.....S.	22:00	23:29	4.0	5.0	5.0
bTV	26.12.2026	26.12.2026	Red Bull Sound Clash *	.....S.	0:00	0:29	4.0	5.0	5.0
bTV	05.12.2026	26.12.2026	Movie 00:30	.....S.	0:30	1:59	1.5	2.3	2.3
bTV	05.12.2026	26.12.2026	Night Program	.....S.	2:00	5:59	1.0	1.0	1.0
bTV	06.12.2026	20.12.2026	World of Health (re-run)	......S	6:00	6:29	1.0	2.0	2.0
bTV	27.12.2026	27.12.2026	Animated movie	......S	6:00	6:59	1.0	1.5	1.5
bTV	06.12.2026	20.12.2026	Series	......S	6:30	7:29	1.0	1.5	1.5
bTV	27.12.2026	27.12.2026	Movie 07:00	......S	7:00	8:59	1.0	1.5	1.5
bTV	06.12.2026	20.12.2026	This Sunday	......S	7:30	10:59	2.5	3.8	3.1
bTV	27.12.2026	27.12.2026	This Sunday	......S	9:00	10:59	2.5	3.8	3.1
bTV	06.12.2026	20.12.2026	bTV Tells	......S	11:00	11:29	2.5	3.8	3.1
bTV	06.12.2026	27.12.2026	World of Health	......S	11:30	11:59	2.5	3.8	3.1
bTV	06.12.2026	27.12.2026	12 o'clock News	......S	12:00	12:29	3.0	4.2	4.2
bTV	06.12.2026	27.12.2026	Movie 12:30	......S	12:30	14:29	2.5	3.5	3.5
bTV	06.12.2026	27.12.2026	Movie 14:30	......S	14:30	16:29	2.5	3.5	3.5
bTV	06.12.2026	20.12.2026	120 minutes *	......S	16:30	17:29	4.0	5.0	5.0
bTV	06.12.2026	20.12.2026	120 minutes *	......S	17:30	18:59	4.0	5.0	5.0
bTV	27.12.2026	27.12.2026	Movie 16:30 *	......S	16:30	17:29	4.0	5.1	5.1
bTV	27.12.2026	27.12.2026	Movie 16:30 *	......S	17:30	18:59	4.0	5.1	5.1
bTV	06.12.2026	27.12.2026	News Hour	......S	19:00	19:59	8.0	9.1	9.1
bTV	06.12.2026	13.12.2026	The Voice of Bulgaria	......S	20:00	22:29	11.0	12.6	13.1
bTV	20.12.2026	27.12.2026	Movie 20:00	......S	20:00	22:29	8.0	9.0	9.0
bTV	06.12.2026	27.12.2026	Movie 22:30 *	......S	22:30	23:59	4.0	4.5	4.5
bTV	06.12.2026	27.12.2026	Movie 22:30 *	......S	0:00	0:29	4.0	4.5	4.5
bTV	06.12.2026	27.12.2026	Movie 00:30	......S	0:30	1:59	2.0	2.0	2.0
bTV	06.12.2026	27.12.2026	Night Program	......S	2:00	5:59	1.0	1.0	1.0

**Programme which fits within two time slots.*

Guaranteed Rating Points in Thematic Channels
Valid from Dec 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	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.29	0.29
bTV ACTION	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.72	0.61
bTV CINEMA	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.36	0.33
bTV CINEMA	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.75	0.89	0.86
bTV COMEDY	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.30	0.33	0.43
bTV COMEDY	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.65	0.72	0.84
bTV STORY	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.25	0.32	0.40
bTV STORY	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.80	1.16	1.43
RING	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.04	0.06	0.04
RING	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.06	0.07	0.04
Dizi	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.04	0.04	0.01
Dizi	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.04	0.07	0.03
SOUL&PEPPER	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.01	0.01	0.01
SOUL&PEPPER	01.12.2026	31.12.2026	Mon-Sun	17:30	23:59	Prime Time	0.01	0.01	0.01
WNESS	01.12.2026	31.12.2026	Mon-Sun	0:00	17:29	Off Prime Time	0.02	0.02	0.05
WNESS	01.12.2026	31.12.2026	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	09.12.2026	09.12.2026	..W....	17:30	23:59	bTV ACTION – PT – UEFA Champions League	2.15	2.22	1.25
bTV ACTION	10.12.2026	17.12.2026	...T...	17:30	23:59	bTV ACTION – PT – UEFA Europa League	1.00	0.94	0.48
bTV ACTION	10.12.2026	10.12.2026	...T...	17:30	23:59	bTV ACTION – PT – UEFA Europa League – BG Team *	5.00	5.74	3.09
RING	09.12.2026	09.12.2026	..W....	17:30	23:59	RING – PT – UEFA Champions League	0.65	0.59	0.26
RING	10.12.2026	17.12.2026	...T...	17:30	23:59	RING – PT – UEFA Europa League	0.10	0.11	0.11

** 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 Dec 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) 975	World of Health (re-run) 975	6:00
6:30						Series	Series	6:30
7:00						975	975	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00	2 438	2 438	2 438	2 438	2 438			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						2 438	2 438	10:30
11:00						The Taste of Bulgaria 2 438	bTV Tells 2 438	11:00
11:30	2 438	2 438	2 438	2 438	2 438	World of Health 2 438	World of Health 2 438	11:30
12:00	News 2 438	News 2 438	News 2 438	News 2 438	News 2 438	News 2 925	News 2 925	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 2 925	Movie	12:30
13:00	2 438	2 438	2 438	2 438	2 438	Movie		13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00	1 950	1 950	1 950	1 950	1 950		2 438	14:00
14:30	Series	Series	Series	Series	Series	2 438	Movie	14:30
15:00						Series		15:00
15:30	1 950	1 950	1 950	1 950	1 950	2 438		15:30
16:00	Series	Series	Series	Series	Series	Life based on a true story *		16:00
16:30	1 950	1 950	1 950	1 950	1 950		2 438	16:30
17:00	News 3 413	News 3 413	News 3 413	News 3 413	News 3 413	2 925	120 minutes * 3 900	17:00
17:30	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Life based on a true story * 3 715	120 minutes *	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	6 191	6 191	6 191	6 191	6 191	6 191	4 953	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	10 525	10 525	10 525	10 525	10 525	8 668	9 906	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	12 383	12 383	12 383	12 383	12 383	12 383		21:30
22:00	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Movie *		22:00
22:30							13 621 Movie *	22:30
23:00	11 144	11 144	11 144	11 144	11 144			23:00
23:30	News 5 572	News 5 572	News 5 572	News 5 572	News 5 572	4 953	4 953	23:30
0:00	Series	Series	Series	Series	Series	Movie * 3 900	Movie * 3 900	0:00
0:30	1 950	1 950	1 950	1 950	1 950	Movie	Movie	0:30
1:00	Series	Series	Series	Series	Series			1:00
1:30	975	975	975	975	975	1 463	1 950	1:30
2:00	Night	Night	Night	Night	Night	Night	Night	2:00
6:00	975	975	975	975	975	975	975	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 bTV, No rating guaranteed Valid from Dec 7, 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) 975	World of Health (re-run) 975	6:00
6:30						Series	Series	6:30
7:00						975	975	7:00
7:30						This Saturday	This Sunday	7:30
8:00								8:00
8:30								8:30
9:00	2 438	2 438	2 438	2 438	2 438			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						2 438	2 438	10:30
11:00						The Taste of Bulgaria 2 438	bTV Tells 2 438	11:00
11:30	2 438	2 438	2 438	2 438	2 438	World of Health 2 438	World of Health 2 438	11:30
12:00	News 2 438	News 2 438	News 2 438	News 2 438	News 2 438	News 2 925	News 2 925	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 2 925	Movie	12:30
13:00	2 438	2 438	2 438	2 438	2 438	Movie		13:00
13:30	Series	Series	Series	Series	Series			13:30
14:00	1 950	1 950	1 950	1 950	1 950		2 438	14:00
14:30	Series	Series	Series	Series	Series	2 438	Movie	14:30
15:00						Series		15:00
15:30	1 950	1 950	1 950	1 950	1 950	2 438		15:30
16:00	Series	Series	Series	Series	Series	Life based on a true story *		16:00
16:30	1 950	1 950	1 950	1 950	1 950		120 minutes *	16:30
17:00	News 3 413	News 3 413	News 3 413	News 3 413	News 3 413	2 925	3 900	17:00
17:30	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Face to Face 4 334	Life based on a true story * 3 715	120 minutes *	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	6 191	6 191	6 191	6 191	6 191	6 191	4 953	18:30
19:00	News	News	News	News	News	News	News	19:00
19:30	10 525	10 525	10 525	10 525	10 525	8 668	9 906	19:30
20:00	Who knew? (re-run)	Who knew? (re-run)	Who knew? (re-run)	Who knew? (re-run)	Traitors	Traitors	The Voice of Bulgaria	20:00
20:30								20:30
21:00		8 049	8 049	8 049	12 383			21:00
21:30		Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	Bachelor In Paradise	12 383		21:30
22:00	8 049					Movie *	13 621	22:00
22:30	News 4 953	11 144	11 144	11 144	11 144		Movie *	22:30
23:00	Series	News 4 953	News 4 953	News 4 953	News 4 953			23:00
23:30	3 715	Series * 3 715	Series * 3 715	Series * 3 715	Series * 3 715	4 953	4 953	23:30
0:00	Series	Series *	Series *	Series *	Series *	Movie *	Movie *	0:00
0:30	1 950	2 925	2 925	2 925	2 925	3 900	3 900	0:30
1:00	Series	Series	Series	Series	Series	Movie	Movie	1:00
1:30	975	1 950	1 950	1 950	1 950	1 463	1 950	1:30
2:00	Night	Series 975	Series 975	Series 975	Series 975	Night	Night	2:00
6:00	975	Night 975	Night 975	Night 975	Night 975	975	975	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 Dec 1, 2026

Media Group

Time Slot	Price
Off prime time	244
Prime time	805
Off prime time	244
Prime time	929
Off prime time	293
Prime time	805
Off prime time	244
Prime time	991
Off prime time	39
Prime time	74

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

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

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