



UEFA

CHAMPIONS  
LEAGUE®

# UEFA CHAMPIONS LEAGUE

2022/23

THE BEST OF THE BEST ON THE ULTIMATE STAGE

Highlights and Rate Card

**ACTION**  
CHAMPIONS TV

**RING**  
RADIO



# UEFA Champions League

Broadcasting in Bulgaria 2021-2024



bTV Media Group has the rights to be a partner in the most prestigious and watched club football tournaments on the Old Continent until 2024.

The broadcasting rights for the upcoming three football seasons include the UEFA Champions League games on Wednesday, the finals between the two best teams, and the matches for the UEFA Super Cup.

Every Wednesday, the audience will be able to follow the games live on bTV Radio, while Champions TV promises the users of [btvnovinite.bg](http://btvnovinite.bg) a 90-minute live broadcast and additional exclusive content with special commentary programs from the Sports Department at bMG, including the participation of famous football personalities.

**b ACTION**  
CHAMPIONS TV

**b RING**  
RADIO

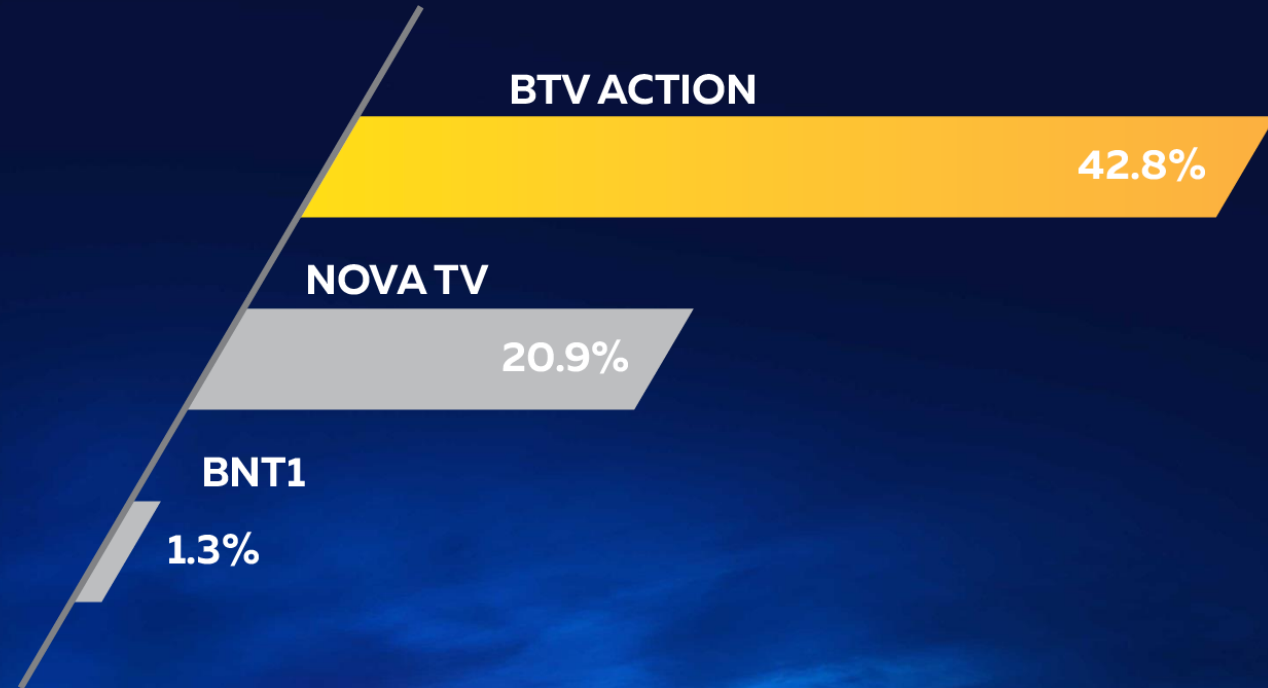


# UEFA Champions League

The Best Of The Best On The Ultimate Stage

UEFA Champions League 2021/2022 Final  
Liverpool vs. Real Madrid

Passionate and inspiring  
The benchmark global competition  
Top-division European clubs  
The most prestigious club competition in Europe  
The interest in the UEFA Champions League in Bulgaria over the years is undisputable, proven by its excellent performance on the channels of bTV Media Group.





# Rate Card Season 2022/23

## UEFA Champions League

STAGE	PERIOD	CHANNEL	STUDIO	MATCH	HIGHLIGHTS
SuperCup	Aug	bAction	1 450	7 250	
Play-offs BG Team	Aug	bAction	3 950	18 500	625
Play-offs	Aug	bAction	1 150	5 450	625
Play-offs	Aug	RING	550	2 500	
Group Stage BG Team	Sep-Nov	bAction	3 950	18 500	625
Group Stage	Sep-Nov	bAction	1 150	5 450	625
Group Stage	Sep-Nov	RING	550	2 500	
Round of 16	Feb-Mar	bAction	1 795	11 150	
Round of 16	Feb-Mar	RING	725	5 150	
Quarter Finals	Apr	bAction	2 650	13 650	
Quarter Finals	Apr	RING	1 150	6 500	
Semi Finals	May	bAction	3 250	16 500	
Final	Jun	bAction	4 050	18 500	

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

bMG offers special packages including all approved advertising forms, which may be aired around 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.



# UEFA Champions League 2022/23

Detailed Competition and Airing Schedule

STAGE	DATE	TIME	CHANNEL
SuperCup	10.08.22	22:00	bAction
Play-offs	17.08.22	22:00	bAction
Play-offs	17.08.22	22:00	RING
Play-offs	24.08.22	22:00	bAction
Play-offs	24.08.22	22:00	RING
Group Stage	07.09.22	19:45	bAction
Group Stage	07.09.22	19:45	RING
Group Stage	07.09.22	22:00	bAction
Group Stage	07.09.22	22:00	RING
Group Stage	14.09.22	19:45	bAction
Group Stage	14.09.22	19:45	RING
Group Stage	14.09.22	22:00	bAction
Group Stage	14.09.22	22:00	RING

STAGE	DATE	TIME	CHANNEL
Group Stage	05.10.22	19:45	bAction
Group Stage	05.10.22	19:45	RING
Group Stage	05.10.22	22:00	bAction
Group Stage	05.10.22	22:00	RING
Group Stage	12.10.22	19:45	bAction
Group Stage	12.10.22	19:45	RING
Group Stage	12.10.22	22:00	bAction
Group Stage	12.10.22	22:00	RING
Group Stage	26.10.22	19:45	bAction
Group Stage	26.10.22	19:45	RING
Group Stage	26.10.22	22:00	bAction
Group Stage	26.10.22	22:00	RING
Group Stage	02.11.22	19:45	bAction
Group Stage	02.11.22	19:45	RING
Group Stage	02.11.22	22:00	bAction
Group Stage	02.11.22	22:00	RING



UEFA  
CHAMPIONS  
LEAGUE®

# UEFA Champions League 2022/23

Detailed Competition and Airing Schedule

STAGE	DATE	TIME	CHANNEL
Round of 16	15.02.23	22:00	bAction
Round of 16	15.02.23	22:00	RING
Round of 16	22.02.23	22:00	bAction
Round of 16	22.02.23	22:00	RING
Round of 16	08.03.23	22:00	bAction
Round of 16	08.03.23	22:00	RING
Round of 16	15.03.23	22:00	bAction
Round of 16	15.03.23	22:00	RING
Quarter Finals	12.04.23	22:00	bAction
Quarter Finals	12.04.23	22:00	RING
Quarter Finals	19.04.23	22:00	bAction
Quarter Finals	19.04.23	22:00	RING
Semi Finals	10.05.23	22:00	bAction
Semi Finals	17.05.23	22:00	bAction
Final	10.06.23	22:00	bAction







UEFA  
CHAMPIONS  
LEAGUE®

# UEFA CHAMPIONS LEAGUE

**b ACTION**  
CHAMPIONS TV

**RING**  
**b RADIO**