

UEFA EUROPA LEAGUE 2020/21

STRIVING TOGETHER FOR EUROPEAN GLORY
HIGHLIGHTS AND RATE CARD



 ACTION  RING  VOYO

UEFA EUROPA LEAGUE 2020/21

UEFA Europa League matches will again enrich bTV Media Group's premium sports content.

bTV Media Group has the media rights until 2021 and will air second choice matches to the benefit of the numerous sports fans in Bulgaria.

UEFA Europa League enjoys high viewership within bTV Media Group. bTV Action is the most preferred thematic channel among M18-34 & M18-49 during the live broadcasts.



UEFA Europa League

STRIVING TOGETHER FOR EUROPEAN GLORY

The UEFA Europa League is the biggest European club football competition - in its geographical scale and sheer number of matches. The diversity of the 48 clubs that compete ensures the competition is always dynamic and never predictable.

The annual football club competition is organized by UEFA since 1971 for eligible European football clubs.

Clubs qualify for the competition based on their performance in their national leagues and cup competitions.

It brings clubs, players and fans thrilling European football experiences.



Rate Card Season 2020/21

UEFA EUROPA LEAGUE

STAGE	PERIOD	CHANNEL	STUDIO	MATCH	HIGHLIGHTS
Group Stage	Oct-Dec	bAction	425	1 750	275
Group Stage BG Team	Oct-Dec	bAction	1 500	5 750	275
Group Stage	Oct-Dec	Ring	225	950	275
Round of 32	Feb	bAction	625	2 525	350
		Ring	345	1 400	
Round of 16	Mar	bAction	650	2 700	350
		Ring	375	1 500	
Quarter Finals	Apr	bAction	675	2 825	350
		Ring	375	1 575	
Semi Finals	May	bAction	1 200	4 725	350

All prices are gross, for 30" spot, in BGN, VAT excluded.

Lengths different from 30" are calculated as per the official coefficient scale of BMG.

bMG offers special packages including all approved advertising 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.



UEFA Europa League

DETAILED COMPETITION AND AIRING SCHEDULE



STAGE	DATE	TIME	CHANNEL
Group Stage	22.10.20	20:00	bAction
Group Stage	22.10.20	20:00	Ring
Group Stage	22.10.20	22:00	bAction
Group Stage	22.10.20	22:00	Ring
Group Stage	29.10.20	20:00	bAction
Group Stage	29.10.20	18:00	Ring
Group Stage	29.10.20	20:00	Ring
Group Stage	29.10.20	22:00	bAction
Group Stage	29.10.20	22:00	Ring
Group Stage	05.11.20	20:00	bAction
Group Stage	05.11.20	20:00	Ring
Group Stage	05.11.20	22:00	bAction
Group Stage	05.11.20	22:00	Ring
Group Stage	26.11.20	20:00	bAction
Group Stage	26.11.20	18:00	Ring
Group Stage	26.11.20	20:00	Ring
Group Stage	26.11.20	22:00	bAction

STAGE	DATE	TIME	CHANNEL
Group Stage	26.11.20	22:00	Ring
Group Stage	03.12.20	20:00	bAction
Group Stage	03.12.20	18:00	Ring
Group Stage	03.12.20	20:00	Ring
Group Stage	03.12.20	22:00	bAction
Group Stage	03.12.20	22:00	Ring
Group Stage	10.12.20	20:00	bAction
Group Stage	10.12.20	20:00	Ring
Group Stage	10.12.20	22:00	bAction
Group Stage	10.12.20	22:00	Ring
Round of 32	18.02.21	20:00	bAction
Round of 32	18.02.21	18:00	Ring
Round of 32	18.02.21	20:00	Ring
Round of 32	18.02.21	22:00	bAction
Round of 32	18.02.21	22:00	Ring

STAGE	DATE	TIME	CHANNEL
Round of 32	25.02.21	20:00	bAction
Round of 32	25.02.21	20:00	Ring
Round of 32	25.02.21	22:00	bAction
Round of 32	25.02.21	22:00	Ring
Round of 16	11.03.21	20:00	bAction
Round of 16	11.03.21	20:00	Ring
Round of 16	11.03.21	22:00	bAction
Round of 16	11.03.21	22:00	Ring
Round of 16	18.03.21	20:00	bAction
Round of 16	18.03.21	22:00	bAction
Round of 16	18.03.21	22:00	Ring
Quarter Finals	08.04.21	22:00	bAction
Quarter Finals	08.04.21	22:00	Ring
Quarter Finals	15.04.21	22:00	bAction
Semi Finals	06.05.21	22:00	bAction





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EUROPA LEAGUE