



UEFA
**EUROPA
LEAGUE**

2018/19

HIGHLIGHTS AND RATE CARD

 **ACTION**  **RING**  **VOYO**



UEFA EUROPA LEAGUE 2018/19

STRIVING TOGETHER FOR EUROPEAN GLORY

UEFA Europa League matches will again enrich bTV Media Group's premium sports content by 2021.

bTV Media Group acquired 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 during the live broadcasts.



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UEFA Europa League 2018/19

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 2018/19

UEFA EUROPA LEAGUE



STAGE	PERIOD	CHANNEL	STUDIO	MATCH	HIGHLIGHTS
Group Stage	Sep-Dec	bAction	320	1 300	220
		Ring	175	700	
Round of 32	Feb	bAction	475	1 900	275
		Ring	250	1 050	
Round of 16	Mar	bAction	500	2 000	275
		Ring	275	1 100	
Quarter Finals	Apr	bAction	525	2 100	275
		Ring	275	1 150	
Semi Finals	May	bAction	875	3 500	275

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	20.09.18	20:00	bAction
Group Stage	20.09.18	20:00	Ring
Group Stage	20.09.18	22:00	bAction
Group Stage	20.09.18	22:00	Ring
Group Stage	04.10.18	20:00	bAction
Group Stage	04.10.18	20:00	Ring
Group Stage	04.10.18	22:00	bAction
Group Stage	04.10.18	22:00	Ring
Group Stage	25.10.18	20:00	bAction
Group Stage	25.10.18	20:00	Ring
Group Stage	25.10.18	22:00	bAction
Group Stage	25.10.18	22:00	Ring
Group Stage	08.11.18	20:00	bAction
Group Stage	08.11.18	20:00	Ring
Group Stage	08.11.18	22:00	bAction

STAGE	DATE	TIME	CHANNEL
Group Stage	08.11.18	22:00	Ring
Group Stage	29.11.18	18:00	bAction
Group Stage	29.11.18	20:00	bAction
Group Stage	29.11.18	20:00	Ring
Group Stage	29.11.18	22:00	bAction
Group Stage	29.11.18	22:00	Ring
Group Stage	13.12.18	20:00	bAction
Group Stage	13.12.18	20:00	Ring
Group Stage	13.12.18	22:00	bAction
Group Stage	13.12.18	22:00	Ring
Round of 32	14.02.19	18:00	bAction
Round of 32	14.02.19	20:00	bAction
Round of 32	14.02.19	20:00	Ring
Round of 32	14.02.19	22:00	bAction
Round of 32	14.02.19	22:00	Ring

STAGE	DATE	TIME	CHANNEL
Round of 32	21.02.19	18:00	bAction
Round of 32	21.02.19	20:00	bAction
Round of 32	21.02.19	20:00	Ring
Round of 32	21.02.19	22:00	bAction
Round of 32	21.02.19	22:00	Ring
Round of 16	07.03.19	20:00	bAction
Round of 16	07.03.19	20:00	Ring
Round of 16	07.03.19	22:00	bAction
Round of 16	07.03.19	22:00	Ring
Round of 16	14.03.19	20:00	bAction
Round of 16	14.03.19	22:00	bAction
Round of 16	14.03.19	22:00	Ring
Quarter Finals	11.04.19	22:00	bAction
Quarter Finals	11.04.19	22:00	Ring
Quarter Finals	18.04.19	22:00	bAction
Semi Finals	09.05.19	22:00	bAction





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