



UEFA
CHAMPIONS
LEAGUE®

UEFA CHAMPIONS LEAGUE 2018/19

The Best Of The Best On The Ultimate Stage

 **ACTION**

RING

 **VOYO**

Highlights and Rate Card



UEFA
**CHAMPIONS
LEAGUE**

Passionate and inspiring

The benchmark global competition

Contested by top-division European clubs

The most prestigious club competition in Europe

The UEFA Champions League final is one of the most watched annual sports events worldwide

 **ACTION**

RING

 **VOYO**



UEFA Champions League

Broadcasting Bulgaria

bTV Media Group has acquired the media rights to broadcast UEFA Champions League until 2021.

Every Wednesday the football games will be available for the broader audience on bTV Action and Ring. Giving all the fans the best of the best on the ultimate stage.

The games will be broadcasted also on VOYO.BG

Fans will be able to track the games, special highlights and comments on bTV Media Group platforms.

Exclusive content, highlights and extra commentary selected by our group's sports editors will be available online.

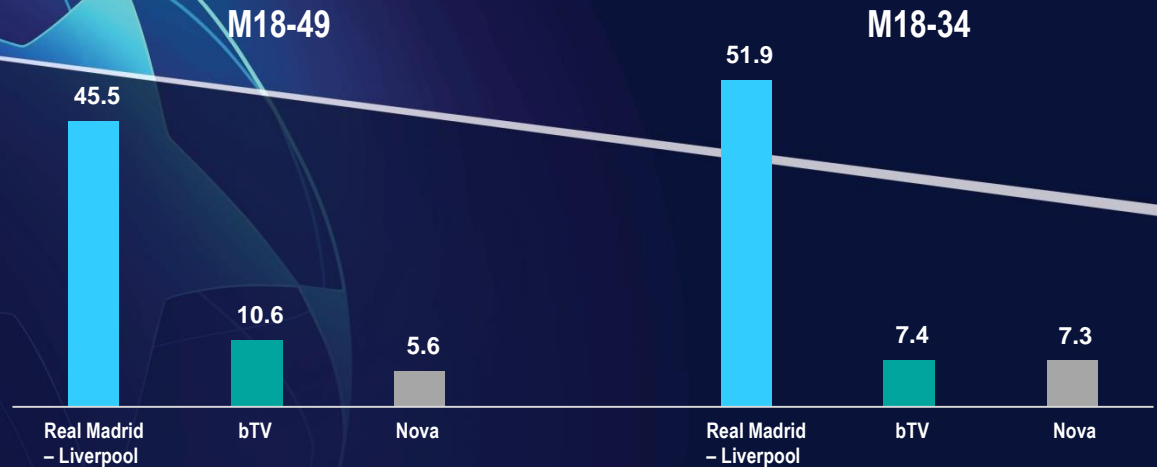


UEFA Champions League

The Best Of The Best On The Ultimate Stage

The interest in the Champions League in Bulgaria over the years is undisputable, proven by its excellent performance on the channels of bTV Media Group.

Champions League Final 2018
Real Madrid – Liverpool
Audience Share



ACTION

RING

VOYO



Rate Card Season 2018/19

UEFA Champions League

STAGE	PERIOD	CHANNEL	STUDIO	MATCH HIGHLIGHTS	
SuperCup	Aug	bAction	850	4 000	
Play-offs BG Team	Aug	bAction	2 250	10 000	350
Play-offs	Aug	bAction	650	3 000	350
Play-offs	Aug	RING	300	1 400	
Group Stage BG Team	Sep-Dec	bAction	2 250	10 000	350
Group Stage	Sep-Dec	bAction	650	3 000	350
Group Stage	Sep-Dec	RING	300	1 400	
Round of 16	Feb-Mar	bAction	1 000	6 000	
Round of 16	Feb-Mar	RING	400	2 800	
Quarter Finals	Apr	bAction	1 500	7 500	
Quarter Finals	Apr	RING	650	3 500	
Semi Finals	May	bAction	1 850	9 000	
Final	Jun	bAction	2 250	10 000	

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 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 CL Season 2018/19

Detailed Competition and Airing Schedule

STAGE	DATE	TIME	CHANNEL
SuperCup	15.08.18	22:00	bAction
Play-offs	22.08.18	22:00	bAction
Play-offs	22.08.18	22:00	RING
Play-offs	29.08.18	22:00	bAction
Play-offs	29.08.18	22:00	RING
Group Stage	19.09.18	19:55	bAction
Group Stage	19.09.18	19:55	RING
Group Stage	19.09.18	22:00	bAction
Group Stage	19.09.18	22:00	RING
Group Stage	03.10.18	19:55	bAction
Group Stage	03.10.18	19:55	RING
Group Stage	03.10.18	22:00	bAction
Group Stage	03.10.18	22:00	RING
Group Stage	24.10.18	19:55	bAction

STAGE	DATE	TIME	CHANNEL
Group Stage	24.10.18	19:55	RING
Group Stage	24.10.18	22:00	bAction
Group Stage	24.10.18	22:00	RING
Group Stage	07.11.18	19:55	bAction
Group Stage	07.11.18	19:55	RING
Group Stage	07.11.18	22:00	bAction
Group Stage	07.11.18	22:00	RING
Group Stage	28.11.18	19:55	bAction
Group Stage	28.11.18	19:55	RING
Group Stage	28.11.18	22:00	bAction
Group Stage	28.11.18	22:00	RING
Group Stage	12.12.18	19:55	bAction
Group Stage	12.12.18	19:55	RING
Group Stage	12.12.18	22:00	bAction
Group Stage	12.12.18	22:00	RING

STAGE	DATE	TIME	CHANNEL
Round of 16	13.02.19	22:00	bAction
Round of 16	13.02.19	22:00	RING
Round of 16	20.02.19	22:00	bAction
Round of 16	20.02.19	22:00	RING
Round of 16	06.03.19	22:00	bAction
Round of 16	06.03.19	22:00	RING
Round of 16	13.03.19	22:00	bAction
Round of 16	13.03.19	22:00	RING
Quarter Finals	10.04.19	22:00	bAction
Quarter Finals	10.04.19	22:00	RING
Quarter Finals	17.04.19	22:00	bAction
Quarter Finals	17.04.19	22:00	RING
Semi Finals	01.05.19	22:00	bAction
Semi Finals	08.05.19	22:00	bAction
Final	01.06.19	22:00	bAction