

MEDIA LANDSCAPE BULGARIA 2022



- Sociodemographic & economic development
 - Population development in Bulgaria
 - Development of the age structure of the population
 - Development of consumer spending by industry
 - Development of the gross domestic product
 - Key economic sectors – distribution and change



- TV advertising market continues to grow
 - New TV
 - All media available
- Top 5 TV ad agencies at top 10 networks
 - Market share of 4 TV channels
 - Great opportunity for smart VOD comparison

TV/VIDEO RECEPTION

VIEWING BEHAVIOUR

- Five-year net income development 2014-2019
- Online advertising
 - By device platform
 - By device ad revenue share

DIGITAL LANDSCAPE

ONLINE USAGE

RADIO LANDSCAPE

PRINT LANDSCAPE

CINEMA LANDSCAPE

GENERAL INSIGHTS



- » The media market in Bulgaria rebounds after the pandemic, driven by an increase in TV and digital ad revenues.
- » Traditional TV viewership and daily TV reach decrease rapidly as we move out of the pandemic. This trend, combined with the fact that TV still delivers the lowest possible CPT (price per thousand contacts) and the FIFA World Cup in Qatar, put a high pressure on the inventories of the main TV groups in 2022. Advertisers feel more than ever the importance of campaign visibility and positioning, increasing their interest in product placement, content sponsorship and non-standard formats.
- » Despite the decrease of traditional TV viewership, TV content is more relevant than ever, consumed through TV Everywhere platforms and Over-the-Top media. Thanks to Mediaconnection's research on media consumption in 2022, our market understands how these platforms align and compare with traditional TV for the very first time.
- » The pandemic accelerated changes in the audience behavior like higher consumption of streaming services and more personalized content consumption online. The rise of eCommerce and the digitalization of industries contribute to a serious growth in digital ad revenues especially in performance channels and through mobile.
- » The radio market remains stable. Radio chains increase their digital presence through improved streaming platforms and podcasts to respond to changing audience habits.
- » The print market continues declining. The circulation of over a dozen titles was discontinued in 2022. Most of the remaining titles rely on the strong digital presence they have built over the years to maintain relevance with an increasingly demanding audience.
- » Cinema is making a comeback after the pandemic, with ticket admissions increasing by more than 50% compared to 2021. Besides anticipated blockbusters, the top movies for 2022 affirm the growing importance of family movies and Bulgarian titles.



KEY FACTS

- Sociodemographic & economic facts

- Gross domestic product
- Population age structure
- Comparative population
- Gross value added by economic sector
- Consumer private household spending by sector

In the full version, you will also find ...

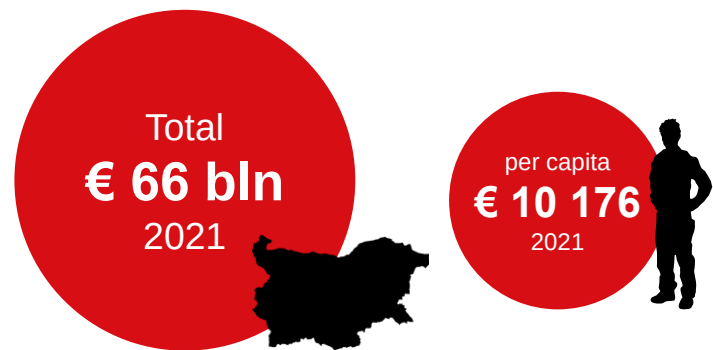
- Sociodemographic & economic development

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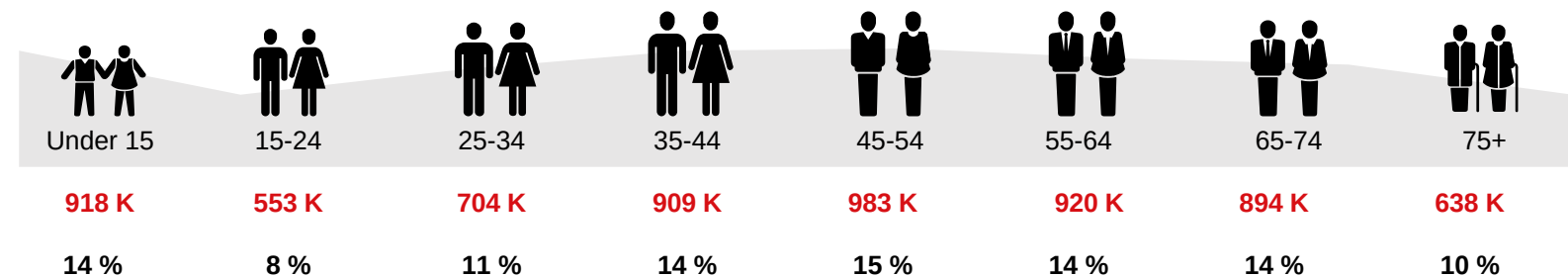
SOCIODEMOGRAPHIC & ECONOMIC FACTS



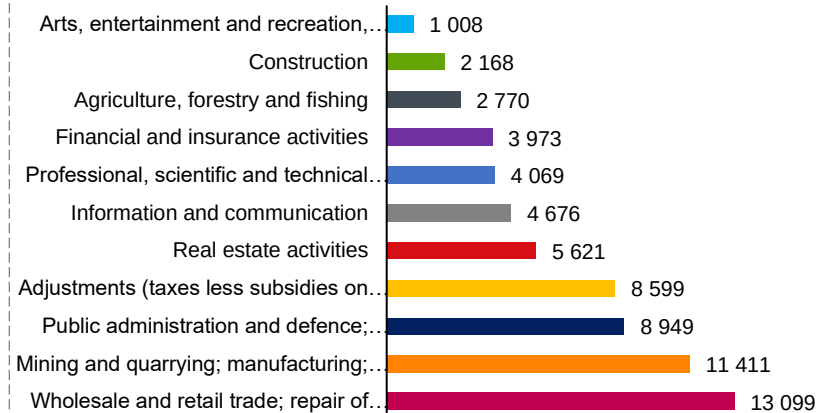
Gross domestic product



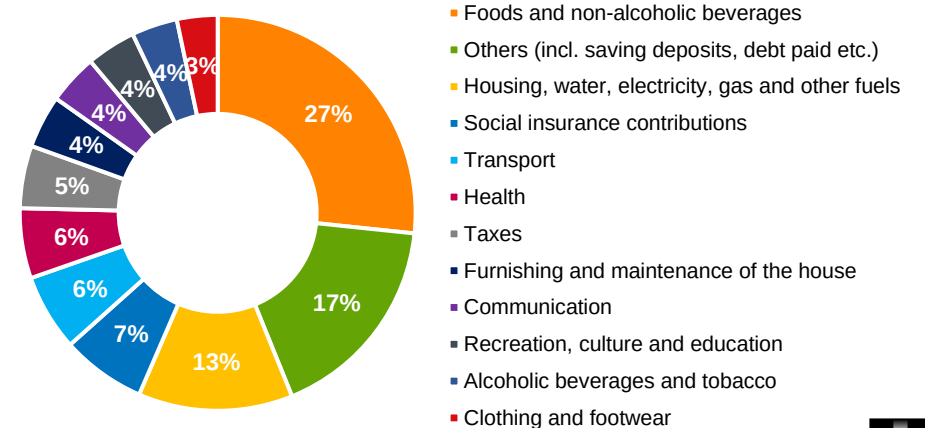
Population age structure 2021 absolute and in %



Gross value added by economic sector 2021 in million €



Consumer private household spending by sector 2021 in %



GENERAL MEDIA OVERVIEW

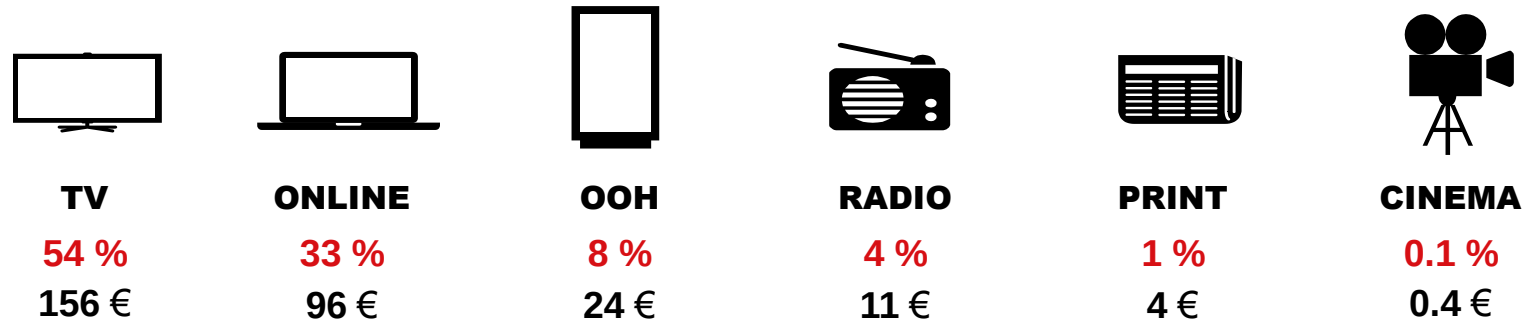




ADVERTISERS' MOST PREFERRED MEDIA CHANNELS ARE TV AND DIGITAL MEDIA



Net Media mix € total advertising market
in % and million €, 2022



TV ADVERTISING MARKET

- TV market summary
- Net Media Investments by media channel
- The top 10 industries of TV market share
 - Total TV ad Investments
 - Top 10 industries TV
 - Competition share - Top 10 Industries / Top 5 companies
- TV media groups market share

In the full version, you will also find ...

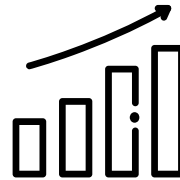
- TV advertising market development in Bulgaria:
 - Key Facts
 - Ad minutes per day
- Top 5 TV advertisers of top 10 industries
- Market share of all TV channels
- Gross advertising investment YOY comparison



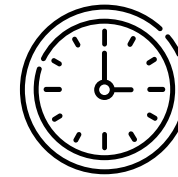
SUMMARY



Gross TV spending
increased by
15% YOY



TV clutter increased by
22% to **17 074** ad
spots aired per day (avg.).



Average time spent
watching TV decreased
by 5 minutes to
5:38 hours/day.



TOP 10 INDUSTRIES ACCOUNT FOR 96% TV AD MARKET SHARE.



Total Gross TV ad investments 2022: 1 598 million €

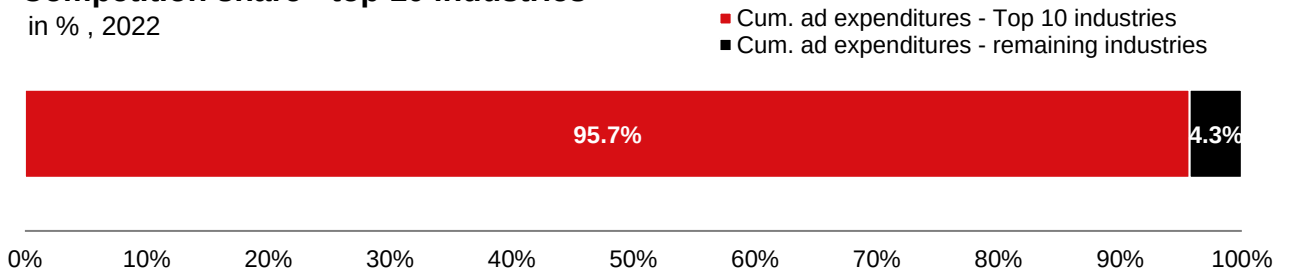
Top 10 industries TV

in million € and in % of total ad investments

	Pharmaceuticals	393.9	24.7%
	Retail & Online Stores	345.0	21.6%
	Food	167.6	10.5%
	Cosmetics	144.7	9.1%
	Drinks	130.8	8.2%
	Hobby. Fashion. Sport	120.4	7.5%
	Telecommunications	73.6	4.6%
	Household Chemistry	69.0	4.3%
	Finance	61.6	3.9%
	Household Appliances	22.7	1.4%

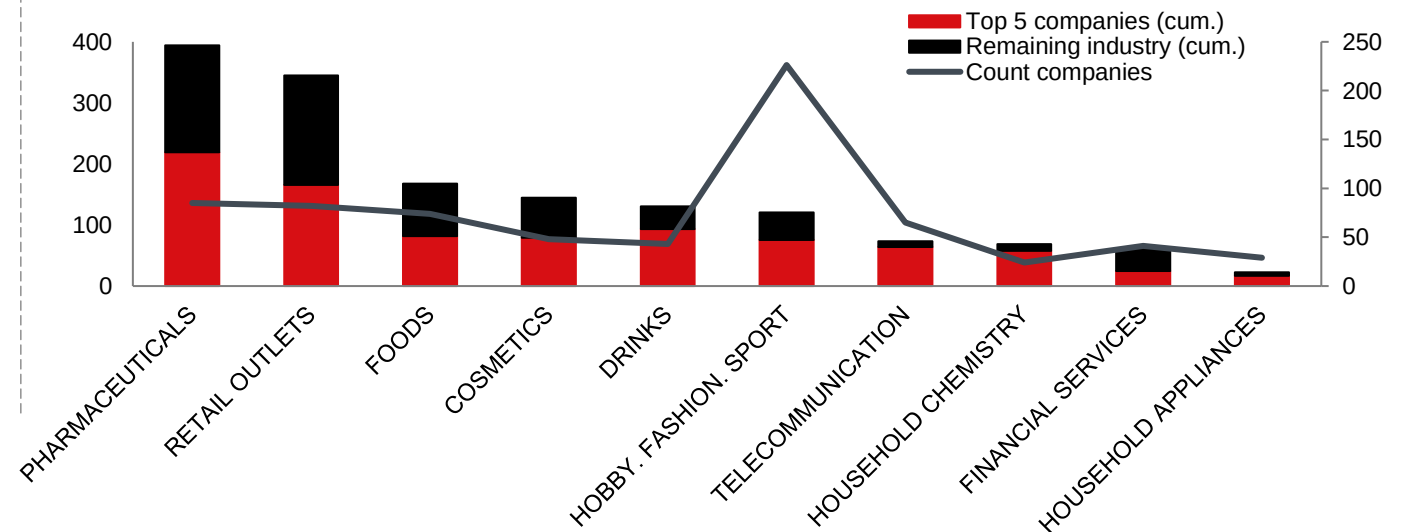
Competition share - top 10 industries

in % , 2022



Competition Share - Top 5 Companies

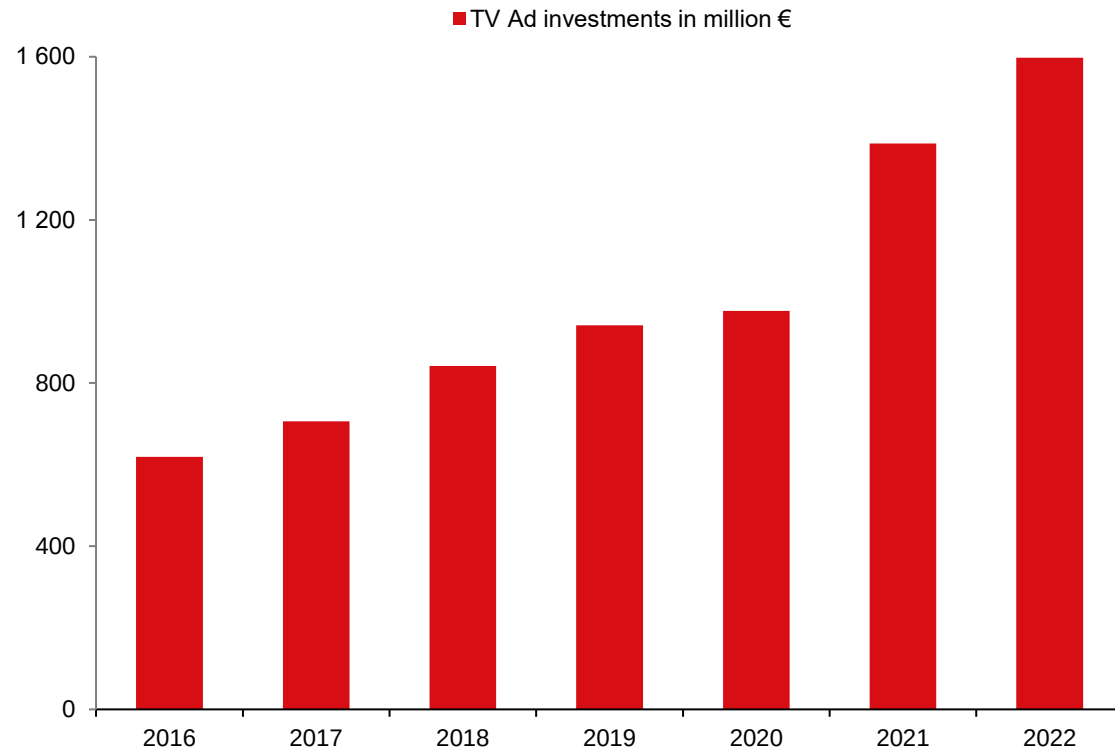
in million € / company count, 2022



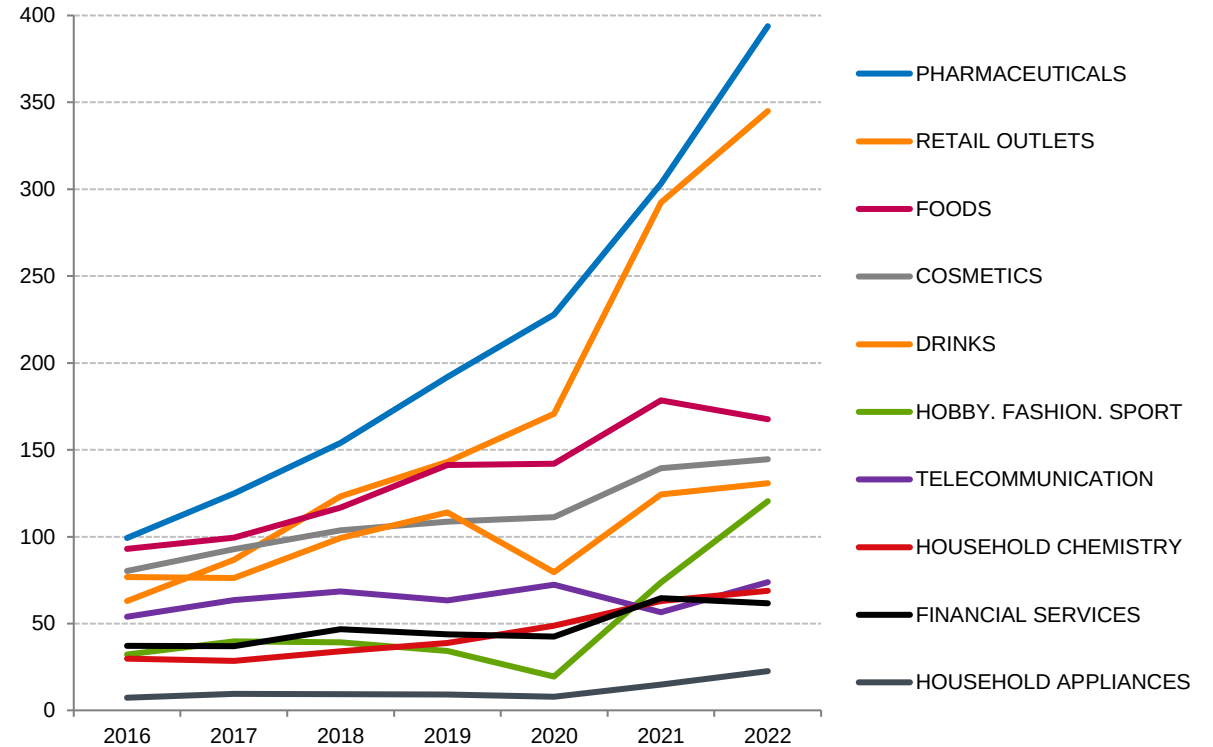


GROSS TV AD INVESTMENTS AND TV SHARE IN THE AD MIX INCREASE, DRIVEN BY PHARMA AND RETAIL

Gross TV advertising investments 2016- 2022
in million €



Development of TV top 10 industries investments
in million €



TWO MEDIA GROUPS DOMINATE THE TV LANDSCAPE WITH 93% MARKET SHARE



Overview TV Landscape and Largest Media Groups

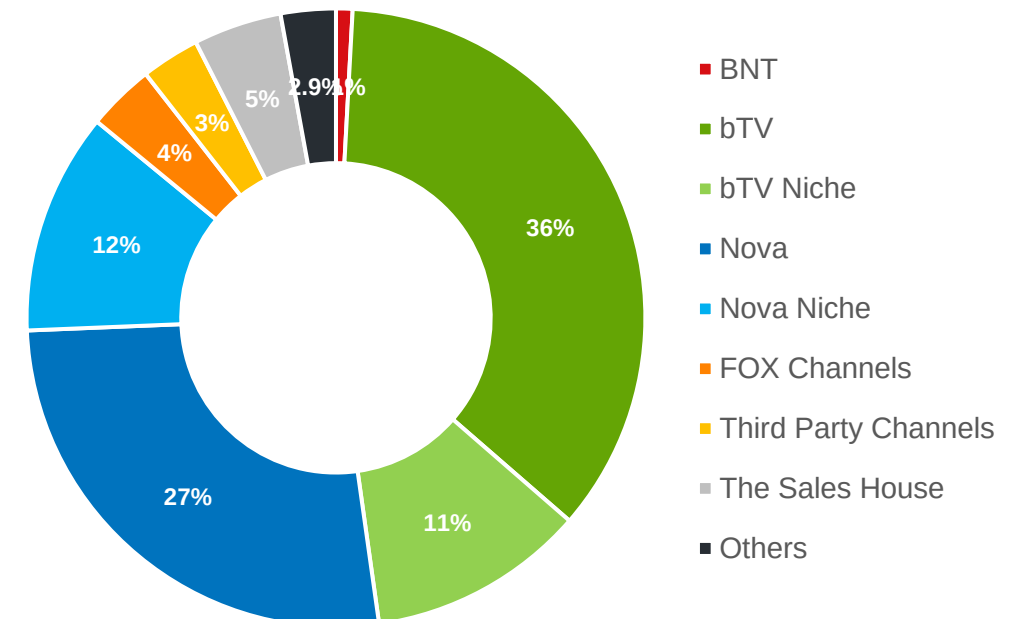
Media Group	BNT	bTV Media Group	Nova Broadcasting Group	The Sales House	Others
Portfolio of channels	 	 	 	 	



of monitored channels*:

55

Market Share of Media Groups (gross advertising revenue) in %, 2022



Total gross ad revenues TV in 2022: 1 598 million €



- Television / video map

In the full version, you will also find ...

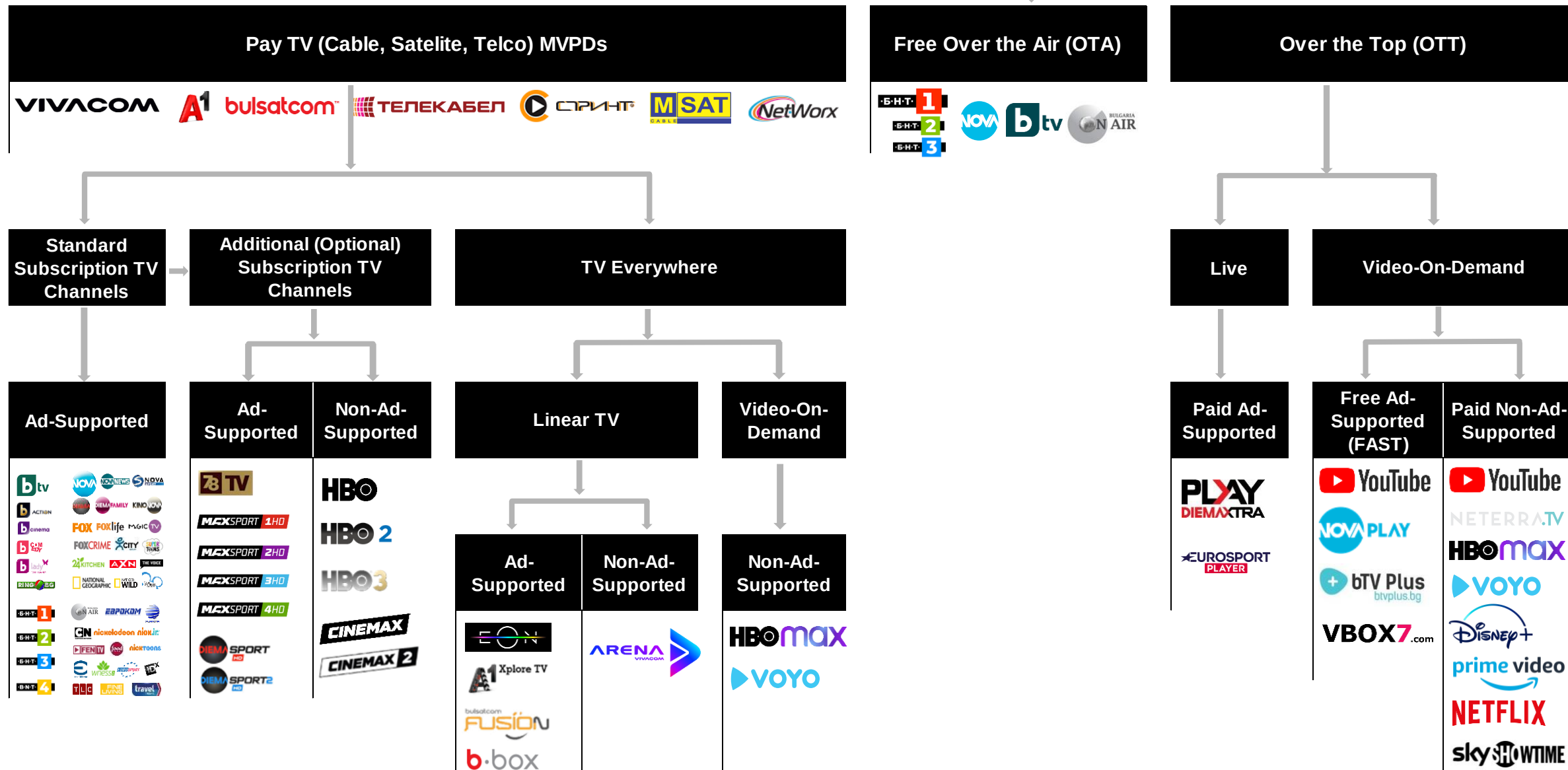
- Households TV reception

A modern desk setup featuring a large, curved monitor displaying a scenic mountain landscape. In front of the monitor is a laptop with a dark screen showing a grid pattern and the text "DREAM HARD. Work harders." The desk is white with a blue LED light strip underneath. A small potted plant is on the left, and a notebook and pen are on the right. The background wall is blue with a framed abstract painting.

TV/VIDEO RECEPTION



TELEVISION / VIDEO MAP



- 
- A close-up, slightly blurred photograph of a person's hands. One hand holds a black remote control with white buttons, and the other hand holds a small, clear plastic container of popcorn. The person is wearing a dark green long-sleeved shirt. The background is out of focus, showing what appears to be a couch or chair.
- Audience share fragmentation A 18+
 - Daypart reach
 - Top 25 channels AVG daily ratings (TGs: A 18+ , A 18-54)
 - Profile of top streaming platforms

In the full version, you will also find ...

- Age and gender profile of top 25 TV channels
- CPT / reach ratio by month and daypart
- Top 25 recurring shows (TGs: A 18+ , A 18-54)
- Age profile comparison of competing TV live programs

VIEWING BEHAVIOUR

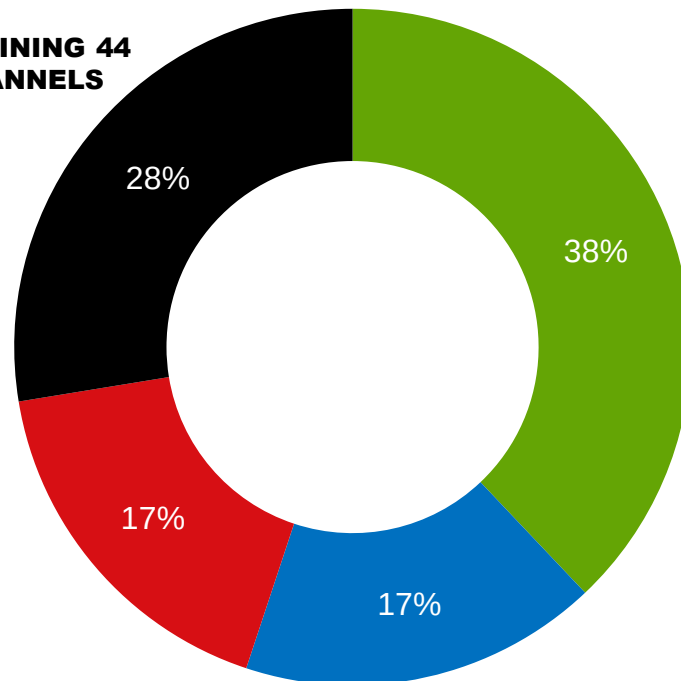
A CHANGING TV MARKET: THE MARKET GROWS INCREASINGLY FRAGMENTED



Audience Share A18+
Values in %

2006

REMAINING 44
CHANNELS



■ BTV

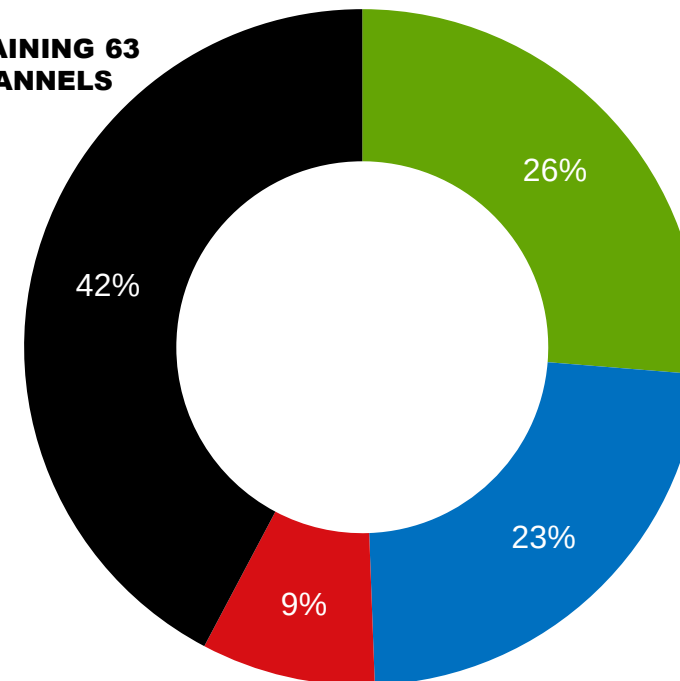
■ NOVA TV

■ BNT 1

■ Other

2022

REMAINING 63
CHANNELS



■ BTV

■ NOVA TV

■ BNT 1

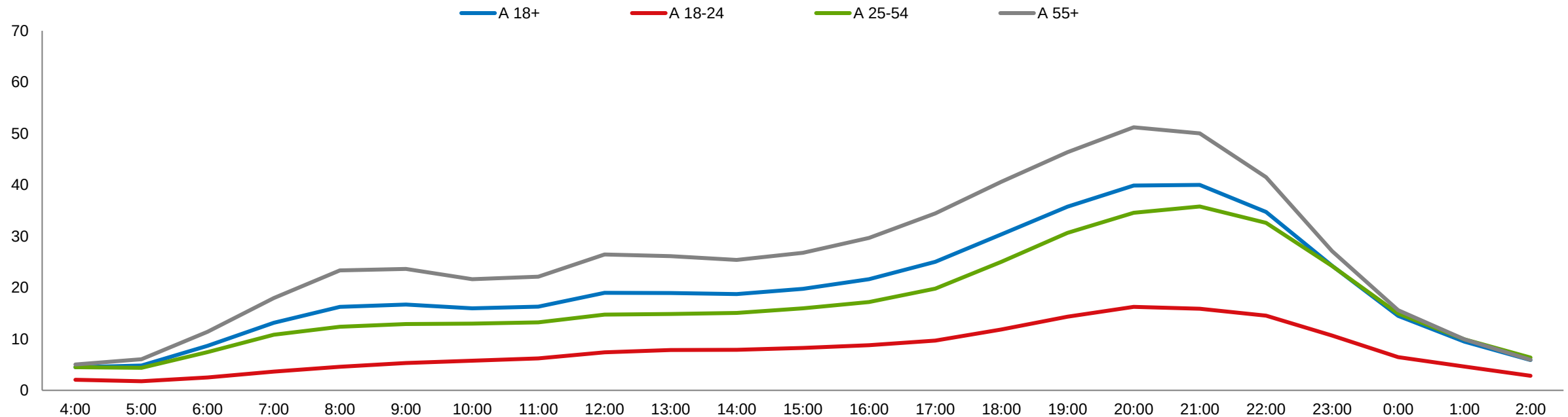
■ Other



PEAK OF TV VIEWERSHIP BETWEEN 19H AND 22H FOR MOST TARGET GROUPS



Daypart Reach
in %



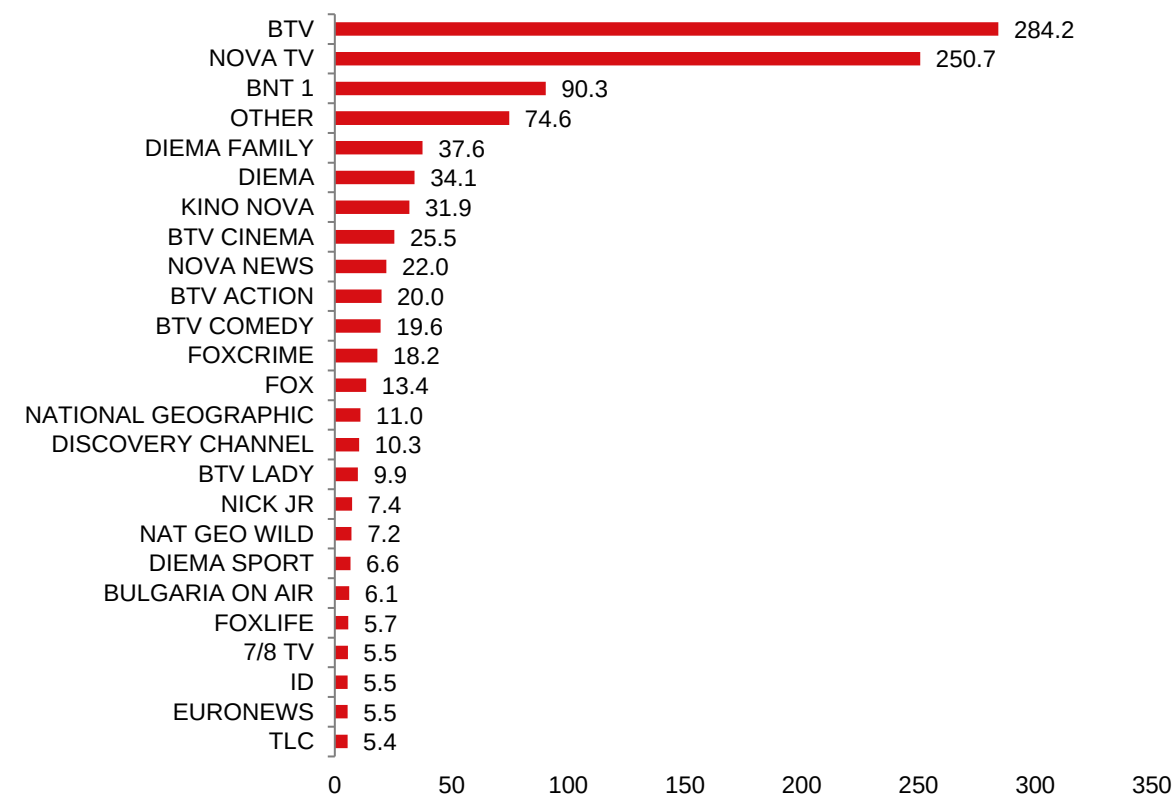


DIFFERENT TARGET GROUPS OUTLINE

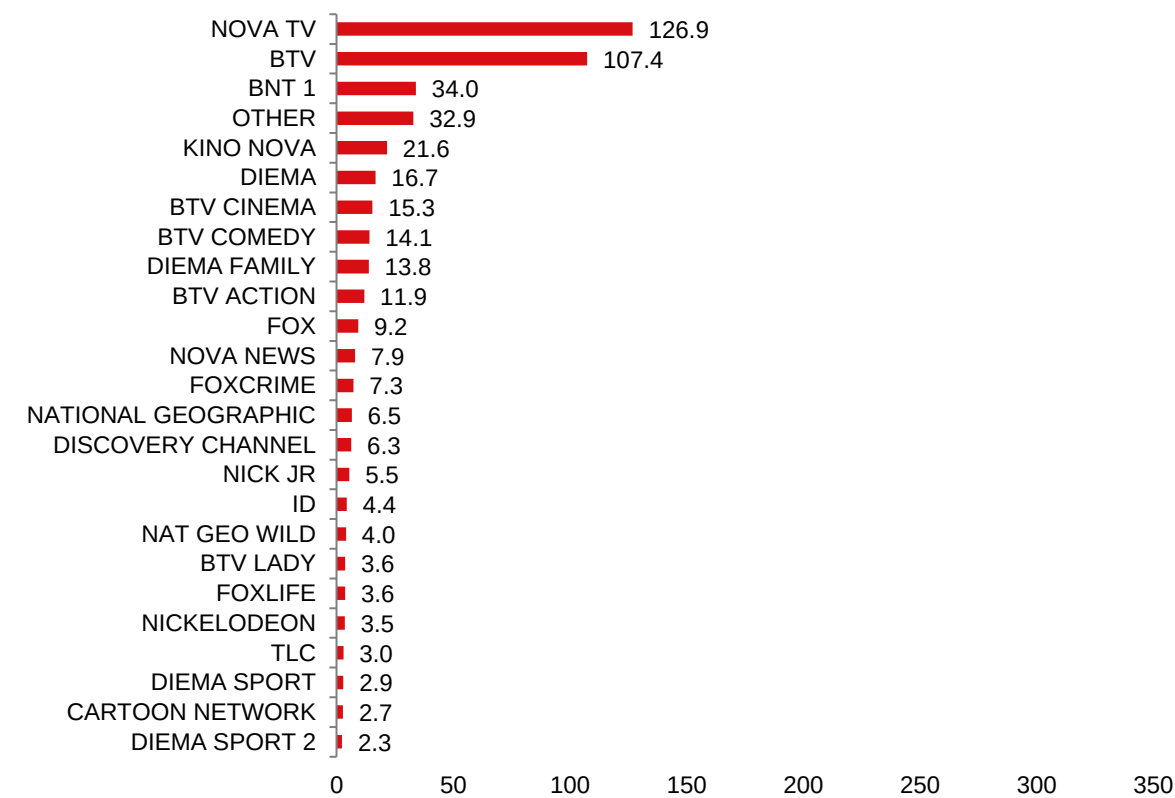
DIFFERENT MARKET LEADERS IN

TV VIEWERSHIP

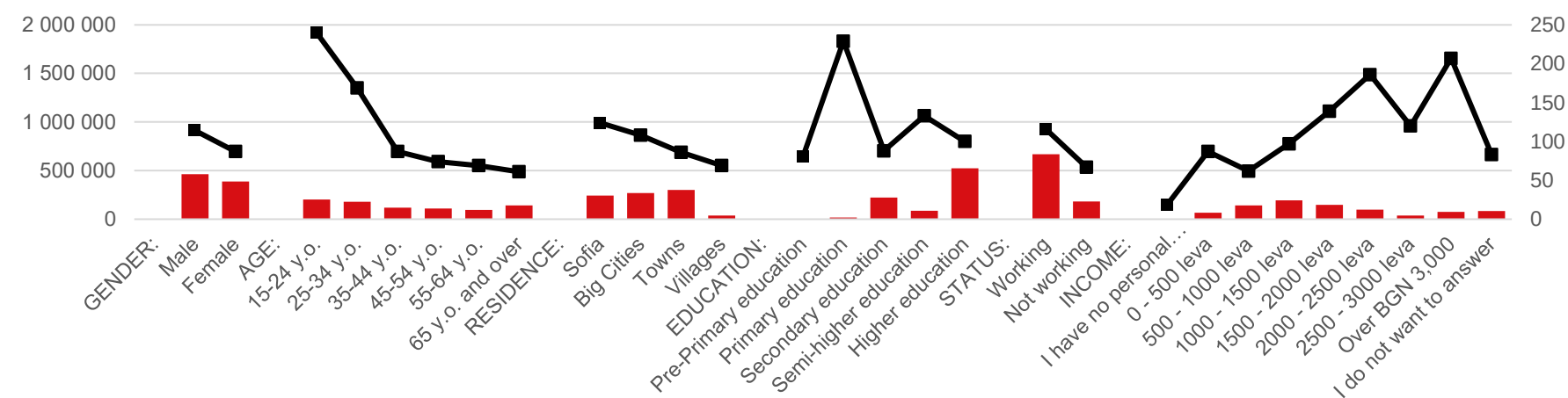
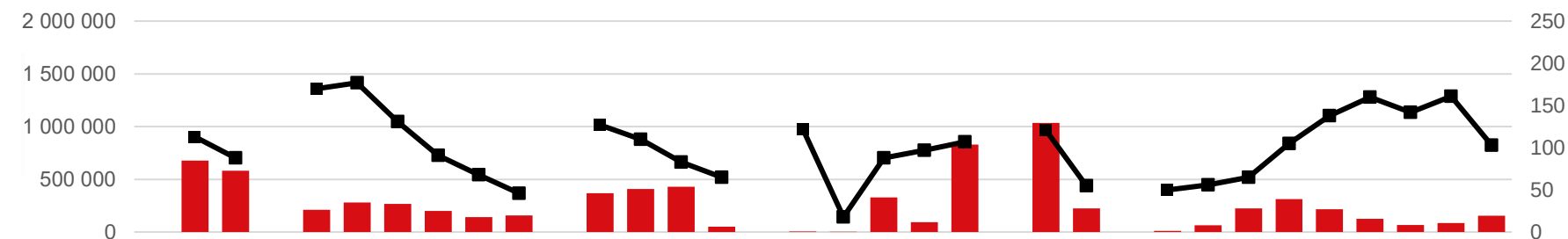
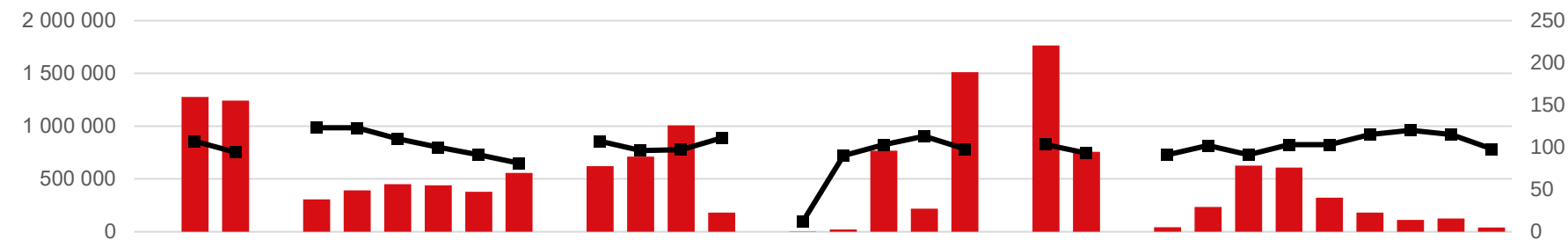
Top 25 Channels AVG Daily Ratings - Adults 18+
in '000 viewers



Top 25 Channels AVG Daily Ratings - Adults 18-54
in '000 viewers



PROFILE OF TOP STREAMING PLATFORMS



Source: Mediaconnection Research 2022



ONLINE ADVERTISING INVESTMENTS



- Year-over-year net revenue development 2014-2020

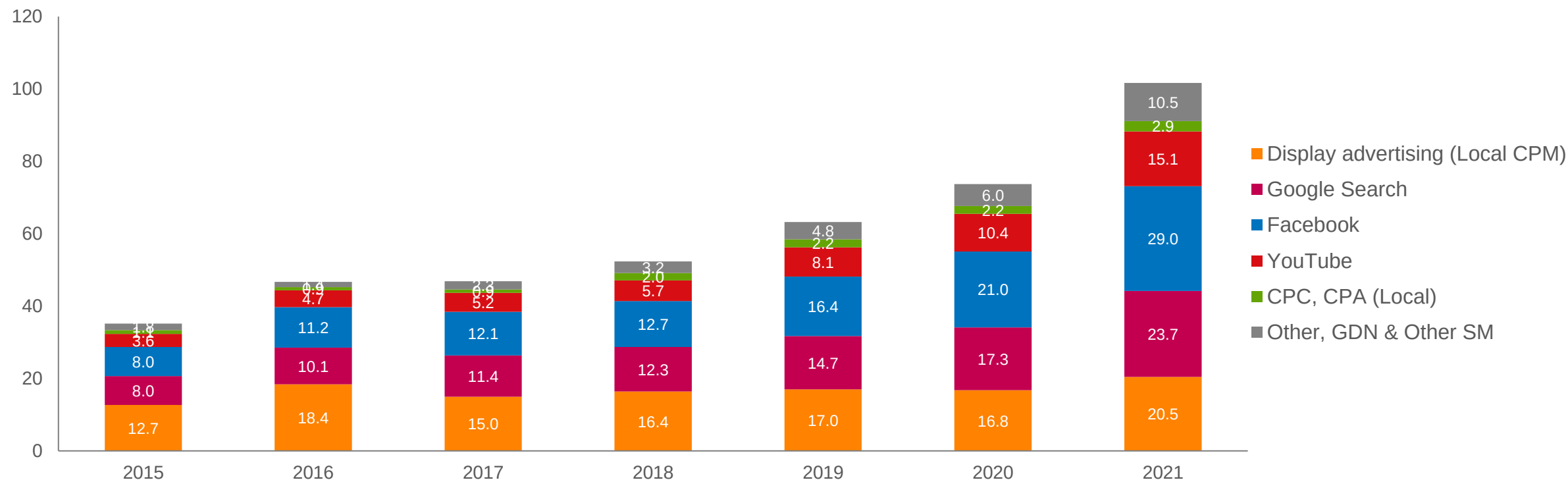
In the full version, you will also find ...

- Online advertising
 - Top 25 online paid advertisers
 - Top 25 online self promo advertisers

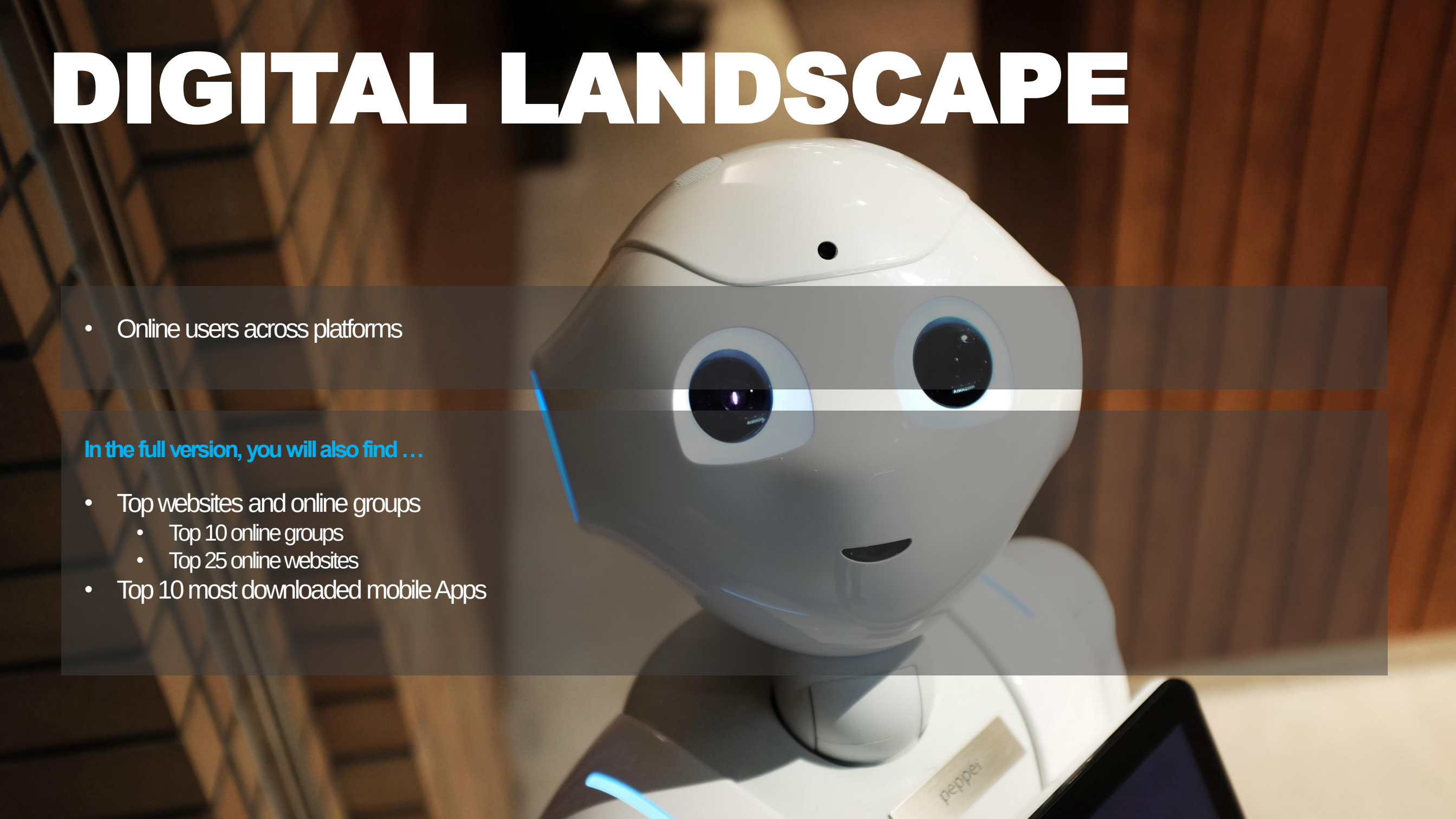


FACEBOOK ATTRACTS THE BIGGEST AD SPENDS, FOLLOWED BY GOOGLE SEARCH IN 2021

Year-over-year net revenue development 2015-2021
in million €



DIGITAL LANDSCAPE

A Pepper robot, a small white humanoid robot with large blue eyes and a friendly expression, is shown from the chest up. It is holding a tablet in its right hand. The background is a blurred digital landscape with warm, golden-brown tones and a grid-like pattern. The title 'DIGITAL LANDSCAPE' is overlaid in large, bold, white capital letters at the top.

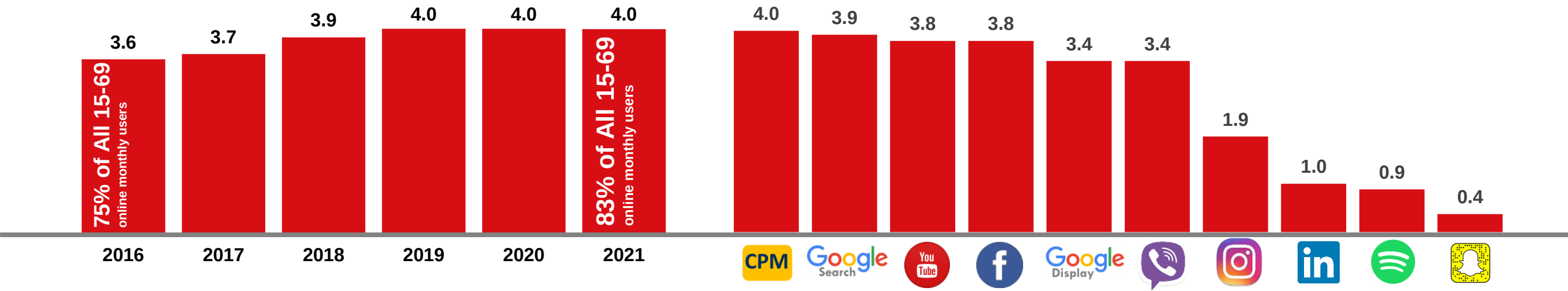
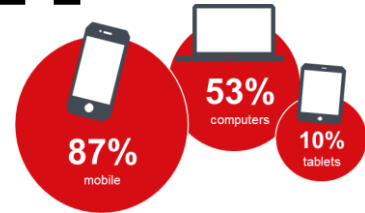
- Online users across platforms

In the full version, you will also find ...

- Top websites and online groups
 - Top 10 online groups
 - Top 25 online websites
- Top 10 most downloaded mobile Apps

ONLINE USERS AND PLATFORMS OF COMMUNICATION ARE CONTINUOUSLY DEVELOPING AND GROWING

Online Users Across Platforms in 2021
in million real users



- Internet
 - Gender
 - Age
 - Education
 - Income profile

In the full version, you will also find ...

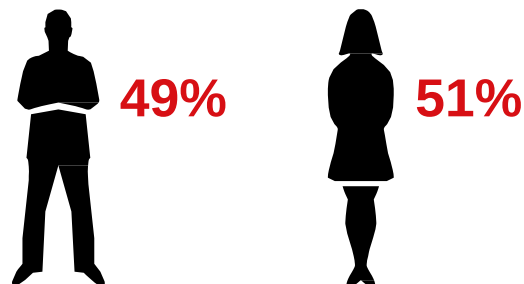
- People are online via different devices
 - Device usage (monthly real users) and Internet access by device (usage)
 - Mobile operating systems

ONLINE USAGE

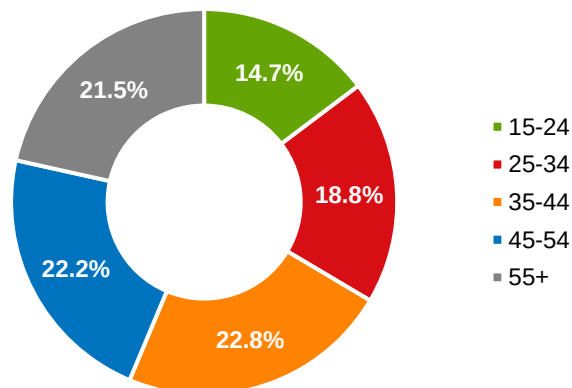
INTERNET IS ESSENTIAL FOR ALL



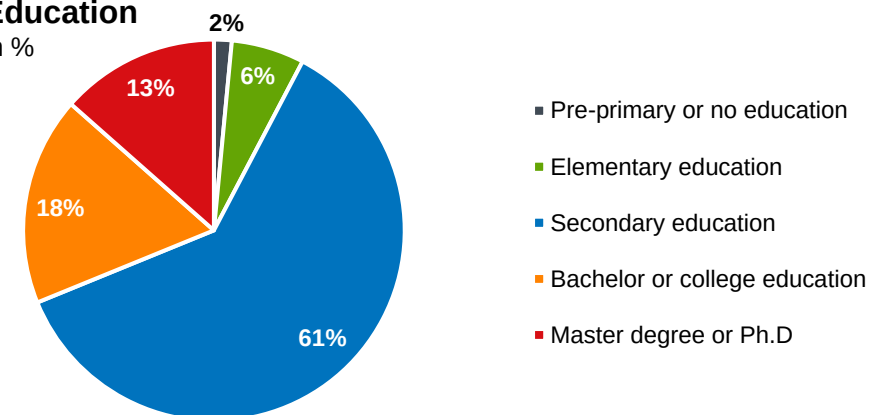
Gender
in %



Age
in %



Education
in %



Income profile
in %



HIGH

16%



MEDIUM

14 %



LOW

9 %



**PREFER NOT TO SAY; NOT
ASKED; NO INCOME**

61 %



- 
- Radio landscape
 - Market share of radio groups
 - Top 20 radio stations

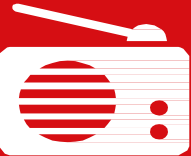
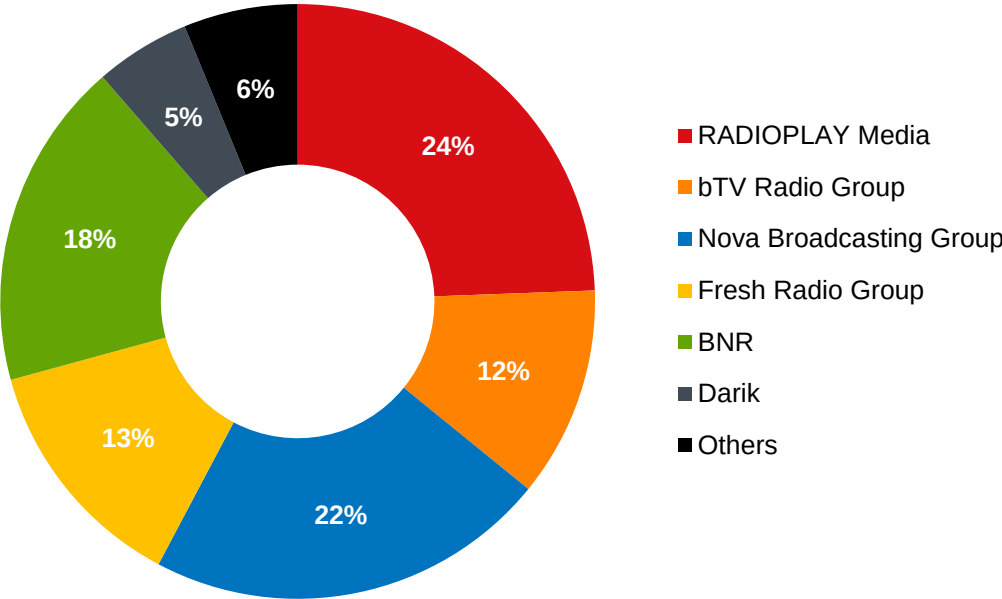
In the full version, you will also find ...

- Radio stations
 - Top online radio stations
 - Top Facebook pages of radio stations
- Radio coverage main district towns

RADIO LANDSCAPE

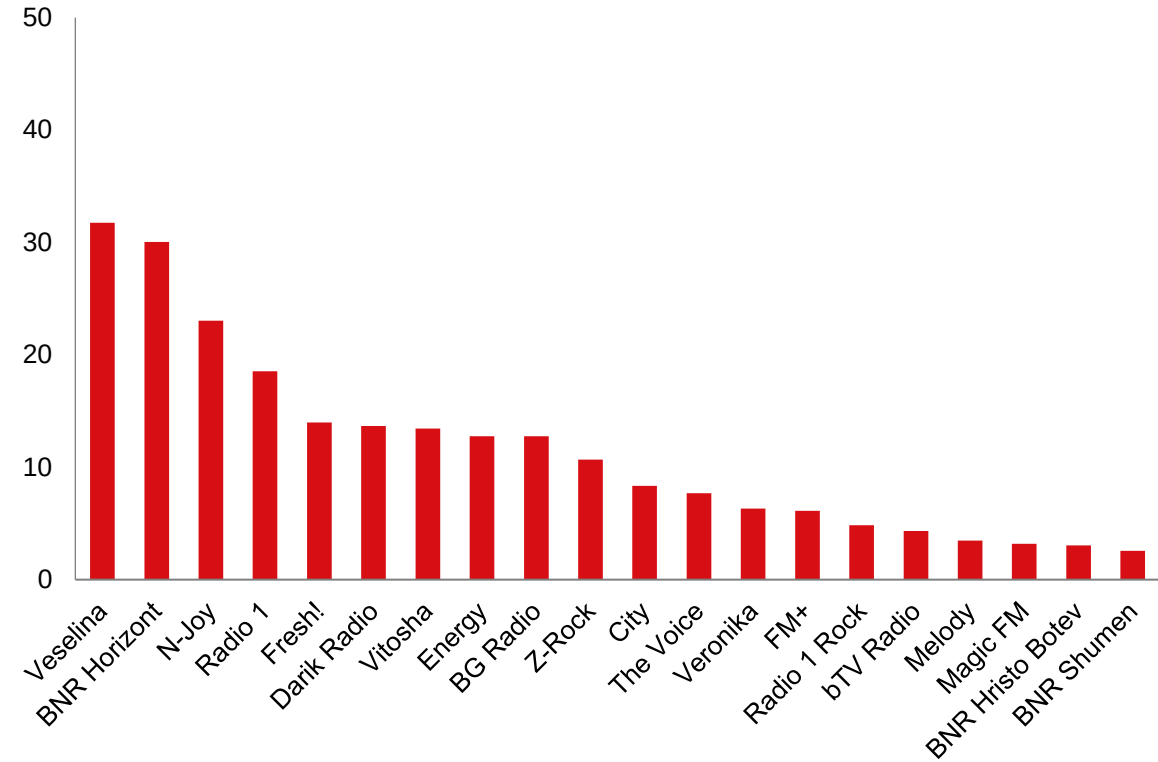
THE RADIO MARKET IS VERY FRAGMENTED[↑] WITH GENRE AND COVERAGE BEING KEY FOR AUDIENCE SHARE

Market Share of Radio Groups
in %



of stations: **48**

Top 20 Radio Stations
rating in thousands





PRINT LANDSCAPE

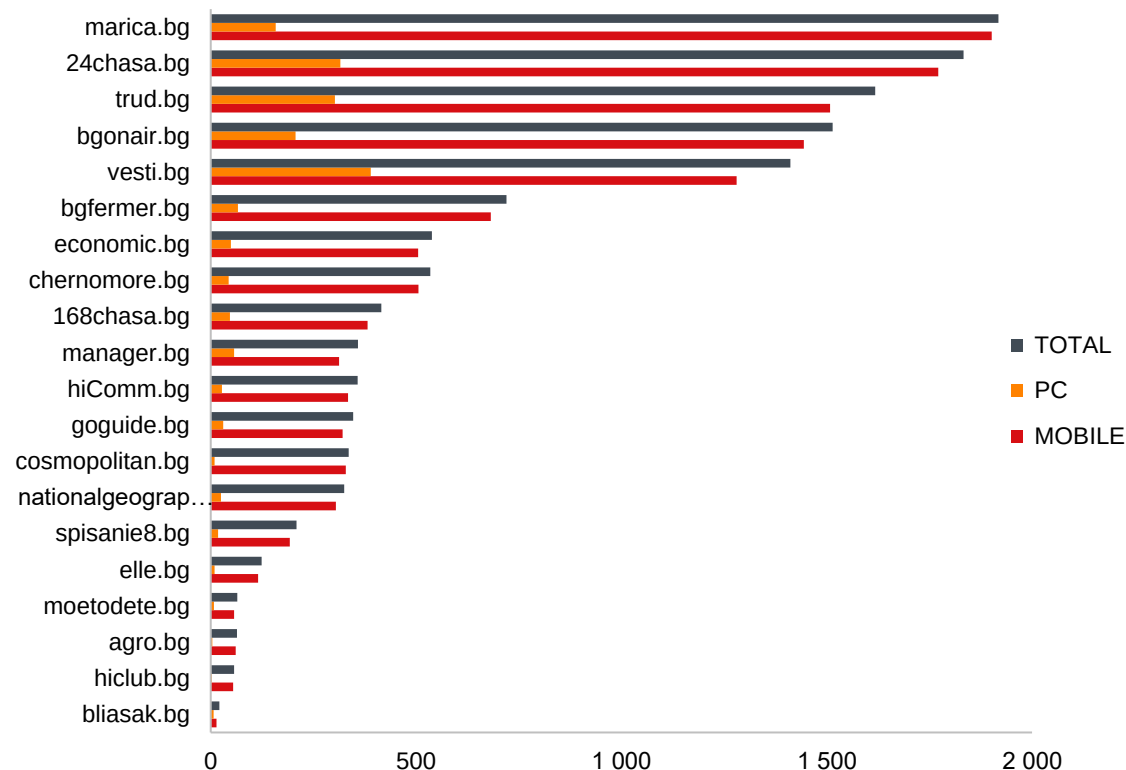
PRINT MEDIA REACHES ADDITIONAL AUDIENCE ONLINE



Overview - Largest Publishers and Titles

Publisher	Top titles (Gross ad revenues)
	        
	     
	

Top 20 Titles Online Reach in thousands real users per avg. month





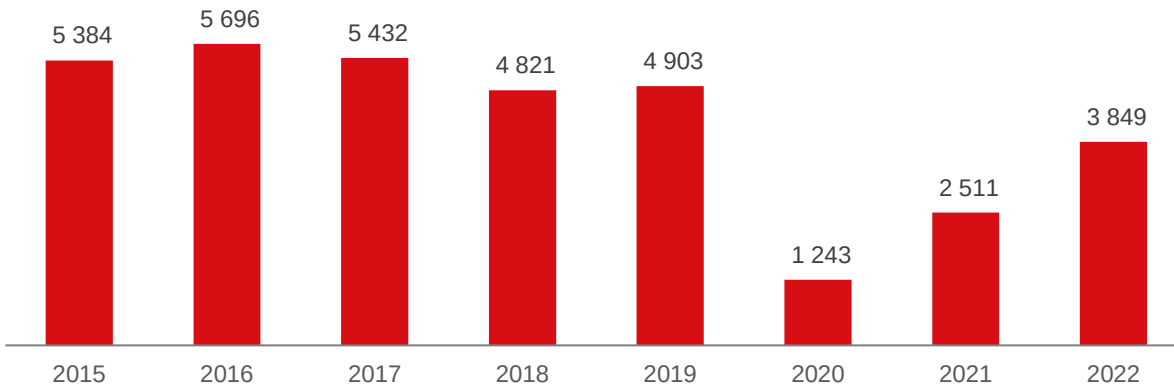
CINEMA LANDSCAPE

CINEMA VISITS GROW CONFIDENTLY BACK TOWARDS PRE-PANDEMIC LEVELS

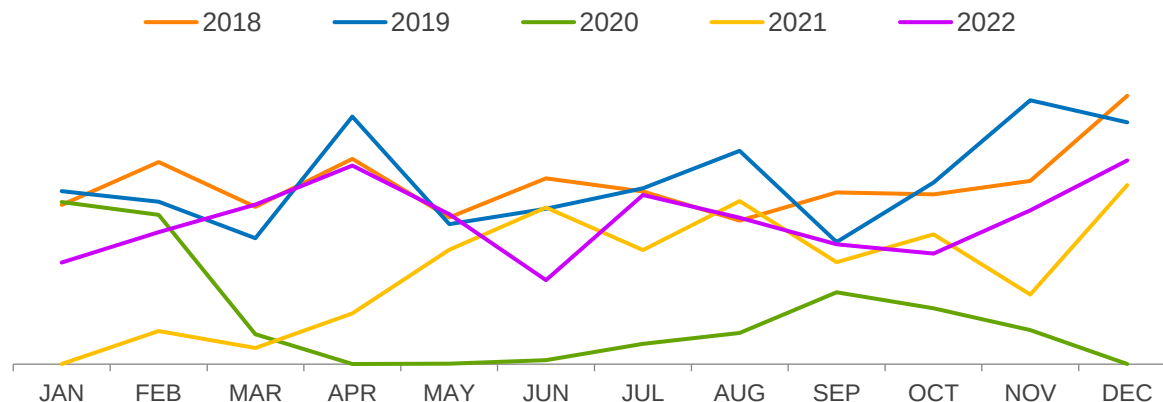


Cinema Audience by years

In '000 tickets sold

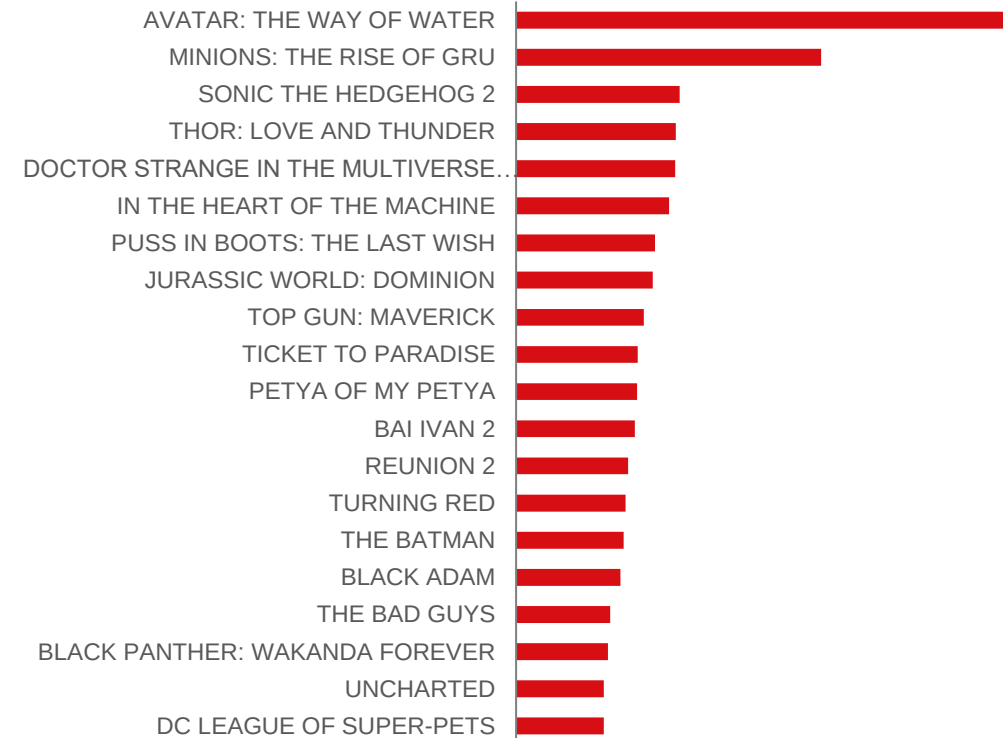


Seasonality of admissions



TOP 20 cinema movies 2022

in thousands of tickets sold



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**PLAN AND EXECUTE EFFECTIVE
MEDIA STRATEGIES & CAMPAIGNS AT:**

T : +359 29 800 245

E : media@mediacub-bg.com

W: www.mediacub-bg.com

6 September str. No 4, floor 4

Sofia 1000, Bulgaria

