

BULGARIA - TV RATE CARD 2024 with remarks vs. 2023

Description	bTV Media Group	Nova Broadcasting Group	The Sales House
Methodology of selling	Cost per 30" spot without guaranteed RTGs (CPS option) or packages with audience guarantee based on GRP 30 (CPP option).	Cost per 30" spot without guaranteed RTGs (CPS option) or packages with audience guarantee based on GRP 30 (CPP option).	Cost per 30" spot without guaranteed RTGs (CPS option) or packages with audience guarantee based on GRP 30 (CPP option).
Early negotiation discount	Yes, and varies depending on deadline.	Yes, and varies depending on sold-out advertising inventory level.	Yes, and varies depending on deadline.
Main channel within TV group	bTV	Nova	n/a
Niche channels within TV group	Open: bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING, Soul&Pepper, Wness TV.	Open: Diema, Kino Nova, Diema Family, Nova Sport, Nova News, The Voice TV, Magic TV, Disney, Star Channel, Star Crime, Star Life, 24 Kitchen, National Geographic, National Geographic Wild, AXN, City TV, Super Toons. Paid: Diema Sport, Diema Sport 2, Diema Sport 3, Max Sport 1, Max Sport 2, Max Sport 3, Max Sport 4.	Open: Discovery Channel, Eurosport, TLC, ID, Travel Channel, HGTV, Nickelodeon, Nick Jr, Nicktoons, Cartoon Network, Cartoonito, Duck TV.
Buying target groups (CPP option)	All 15-64 All 18-49 F 25-54 M 18-49	All 18-59 All 25-54 W 25-59 M 18-59	All 15-64 All 18-49 All 18-59 All 25-54 F 25-54 F 25-59 M 18-49 M 18-59
Basic budget share of main channel within a package (CPP option)	80% (changed vs. 2023)	60%	n/a
Indexes for budget share of main TV channel within a package, different from the basic (CPP option)	Yes (changed vs. 2023)	Upon negotiation	n/a
Prime time slot definition	17:30-24:00 (changed vs. 2023)	17:30-24:00	17:00-01:00
Prime time indexes (CPP Option)	n/a, but Off prime time index is 0.75	no changes vs.2023	+10% increase vs. 2023 for budget levels above 50% share in prime time
Premium positions definition	First, Second, Third, Penultimate, Ultimate	First, Second, Third, Penultimate, Ultimate	First, Second, Third, Penultimate, Ultimate
Basic budget share in prime time within a package (CPP option)	60% (changed vs. 2023)	60%	50%
Monthly indexes (CPP option)	+5% increase vs. 2023: March, June, August, September, October, November; +10% increase vs. 2023: February; +15% increase vs. 2023: January.	+5% increase vs. 2023: September.	+5% increase vs. 2023: Mar, Apr, May, Jun, Sep, Dec; +10% increase vs. 2023: Jan, Feb, Jul; No change in Aug, Oct, Nov
Changes in Volume discount policy	Yes, +2% increase of IVD in each volume range vs. 2023.	No changes vs. 2023	Yes, increase of investment levels; no change in the discount levels.
Changes in Cross Media discount policy	Yes, +1% increase in each option vs. 2023.	No changes vs. 2023	No changes vs. 2023
Changes in Surcharges	No changes vs. 2023	+5% increase vs. 2023 for "Fixed commercial break".	+5% increase vs. 2023 for "Break choice".
Changes in Indexes for alternative advertising formats	+100% increase vs. 2023 for "Premium break for two30"spots" in bTV. New AAF is introduced - "Wrapper"	+ 20% increase vs. 2023 for "Branded promo. New AAF are introduced - "L-screen" and "Squeeze center". The length duration of advertising/sponsorship part in branded promo is decreased from 12" to 7".	No changes vs. 2023
Average yearly inflation weighted on basic parameters (CPP option)	All 15-64: 18.7% All 18-49: 13.5% F 25-54: 19.4% M 18-49: 13.3%	All 18-59: 10.4% All 25-54: 10.1% W 25-59: 13.4% M 18-59: 8.4%	All 15-64: 29.4% All 18-49: 22.0% All 18-59: 24.3% All 25-54: 23.1% F 25-54: 27.0% F 25-59: 28.2% M 18-49: 15.9% M 18-59: 21.6%