

THIS IS

# Bloomberg TV Bulgaria



# BUSINESS IS INSPIRATIONAL

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**Is there something more inspirational than business? You could say "yes". And that`s fair.**

However, at Bloomberg, we believe that business has the power to move us ahead. Business changes economics and markets, creates stories and stimulates ideas.

# BLOOMBERG AS A MEDIA

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- presents the most significant information from the world of finance, economics and technologies
- ensures guests from top companies
- provides in-depth analysis about business transformation, based on technological revolution and green politics
- supports and develops entrepreneur's ecosystem in Bulgaria

SINCE 2015, BLOOMBERG TV

# INSPIRES BULGARIA

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Bloomberg TV Bulgaria was established on the 19th of October, 2015 as the only national business and economic TV channel, broadcasted in HD. It is part of Investor Media Group.

AUDIENCE:

DEVELOPMENTALLY APPROPRIATE

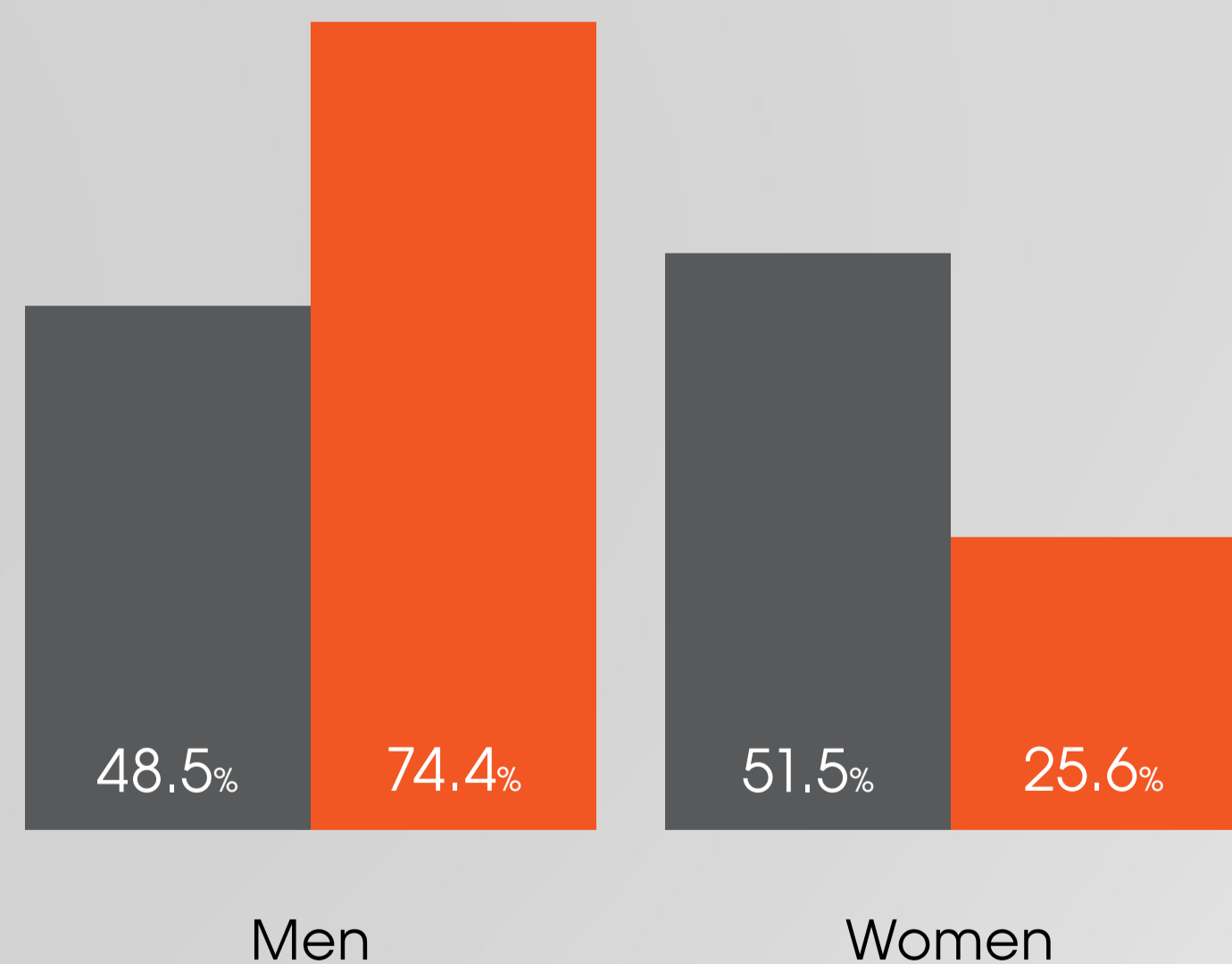




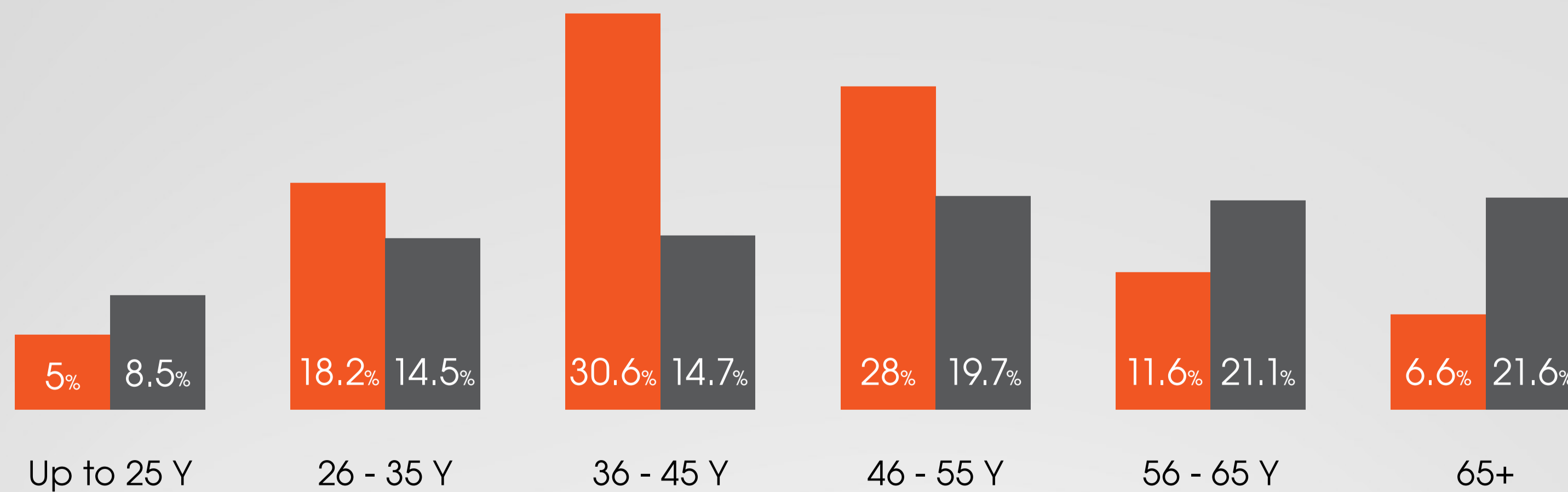
Audience: Demography

**BLOOMBERG TV BULGARIA'S VIEWERS ARE MAINLY  
MEN OF ACTIVE AGE**

Gender ■ Bloomberg ■ National Average



Age ■ Bloomberg ■ National Average



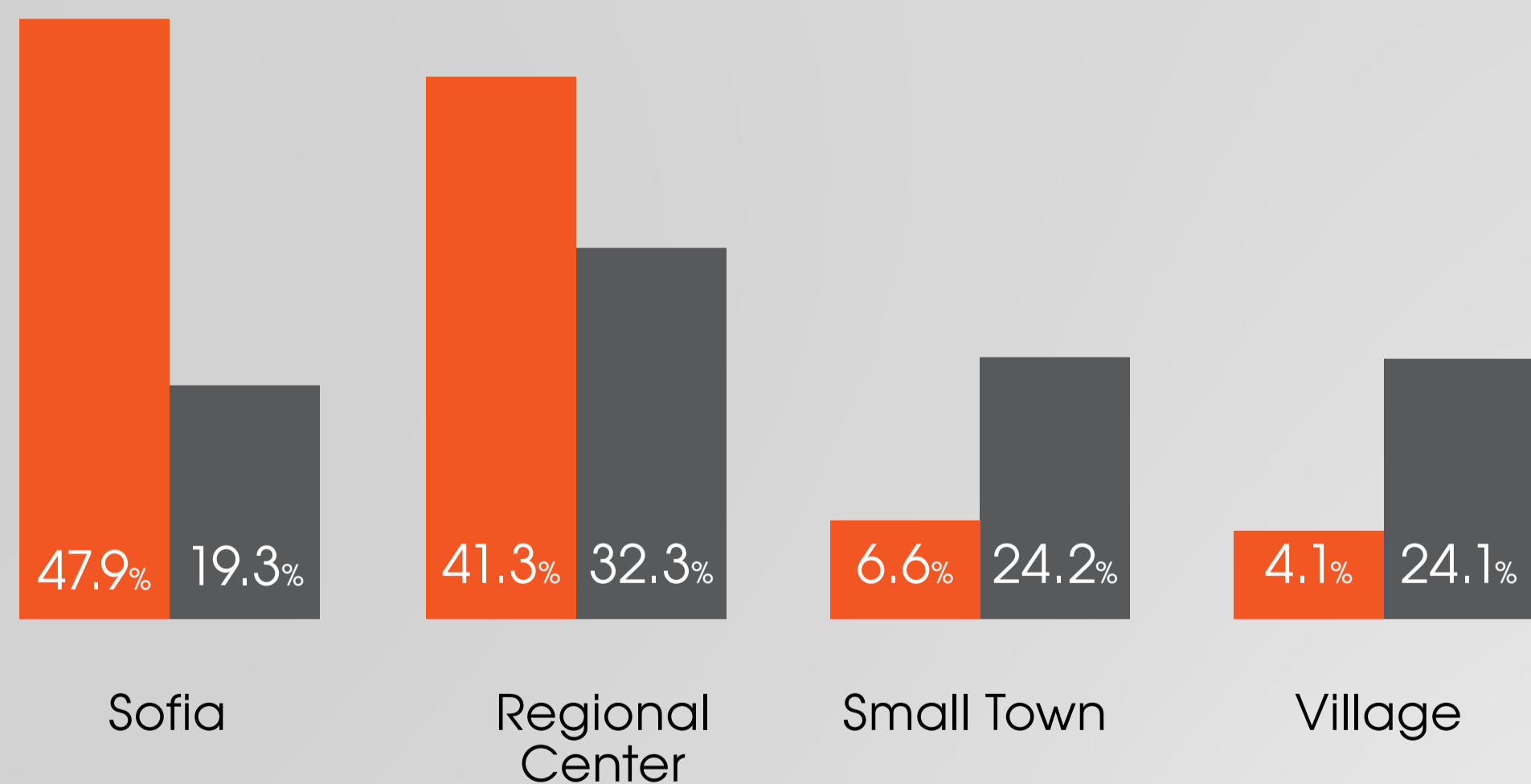


**Audience: Demography**

# THE AUDIENCE OF BLOOMBERG TV BULGARIA IS **HIGHLY EDUCATED, URBAN POPULATION**

## Location

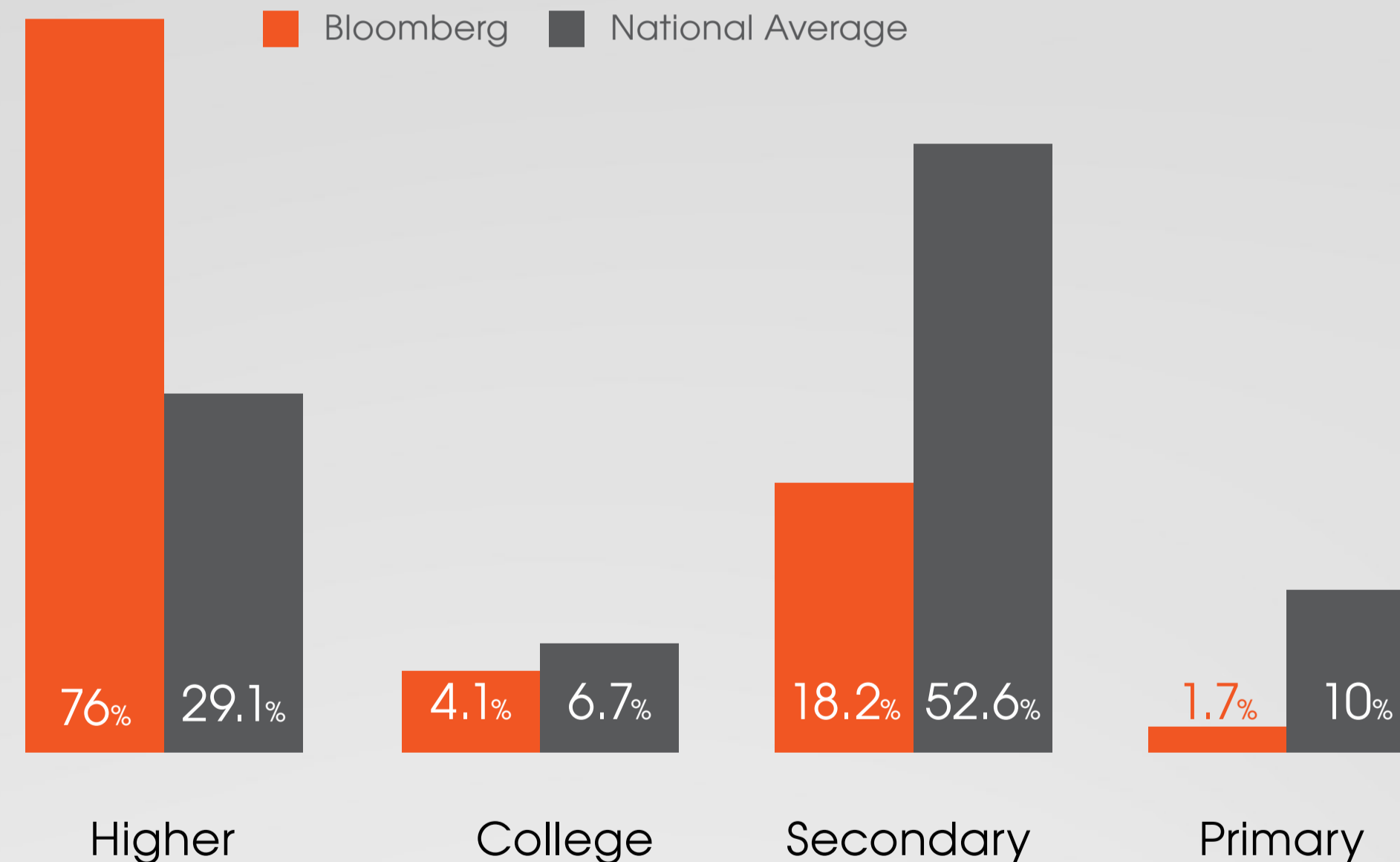
■ Bloomberg ■ National Average



**89.2%**

## Education

■ Bloomberg ■ National Average



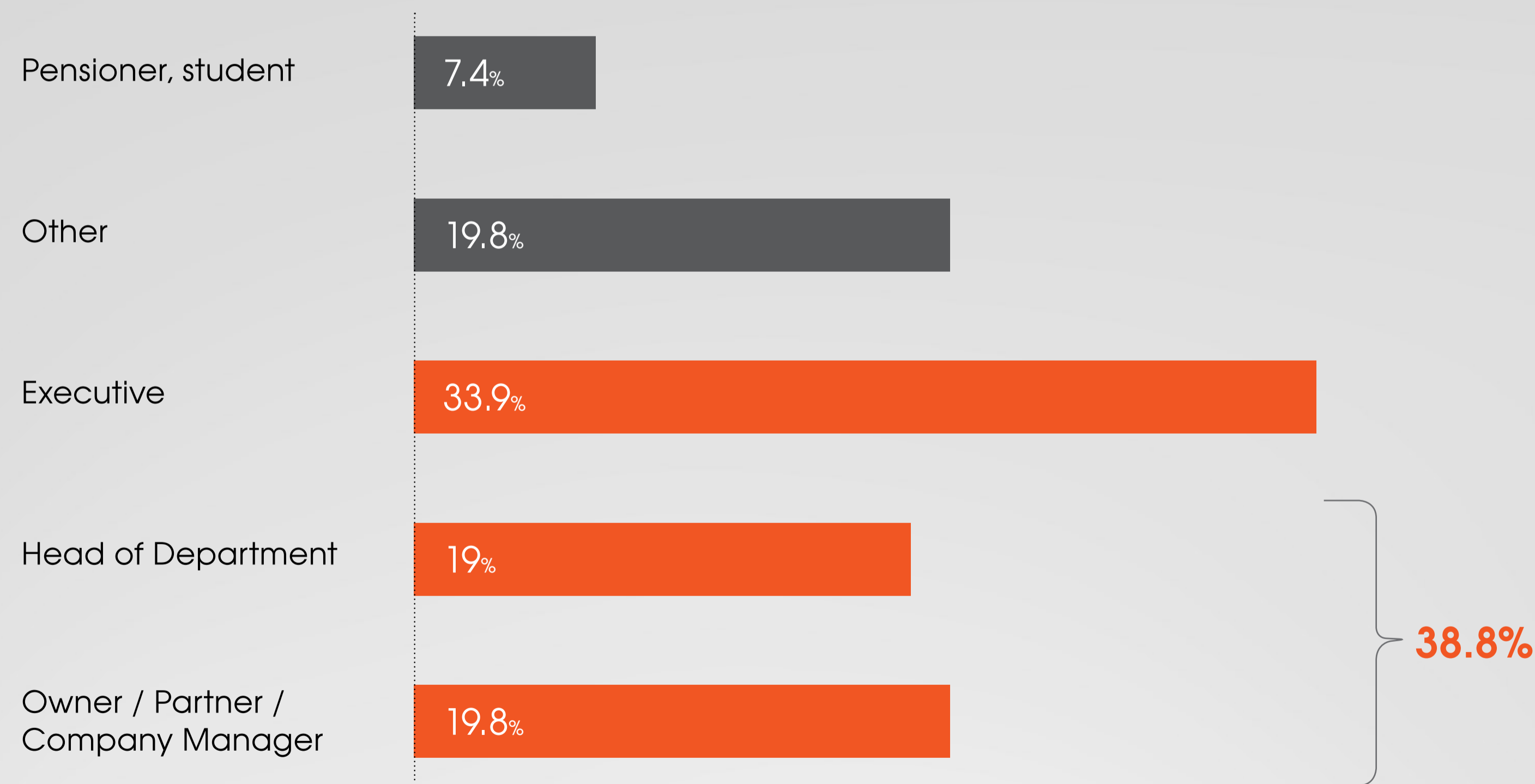
**80.1%**



## Audience distribution by Job position

### Audience: Demography

**38.8%** OF THE VIEWERS  
OF BLOOMBERG TV  
BULGARIA ARE  
**OWNERS &  
MANAGERS**







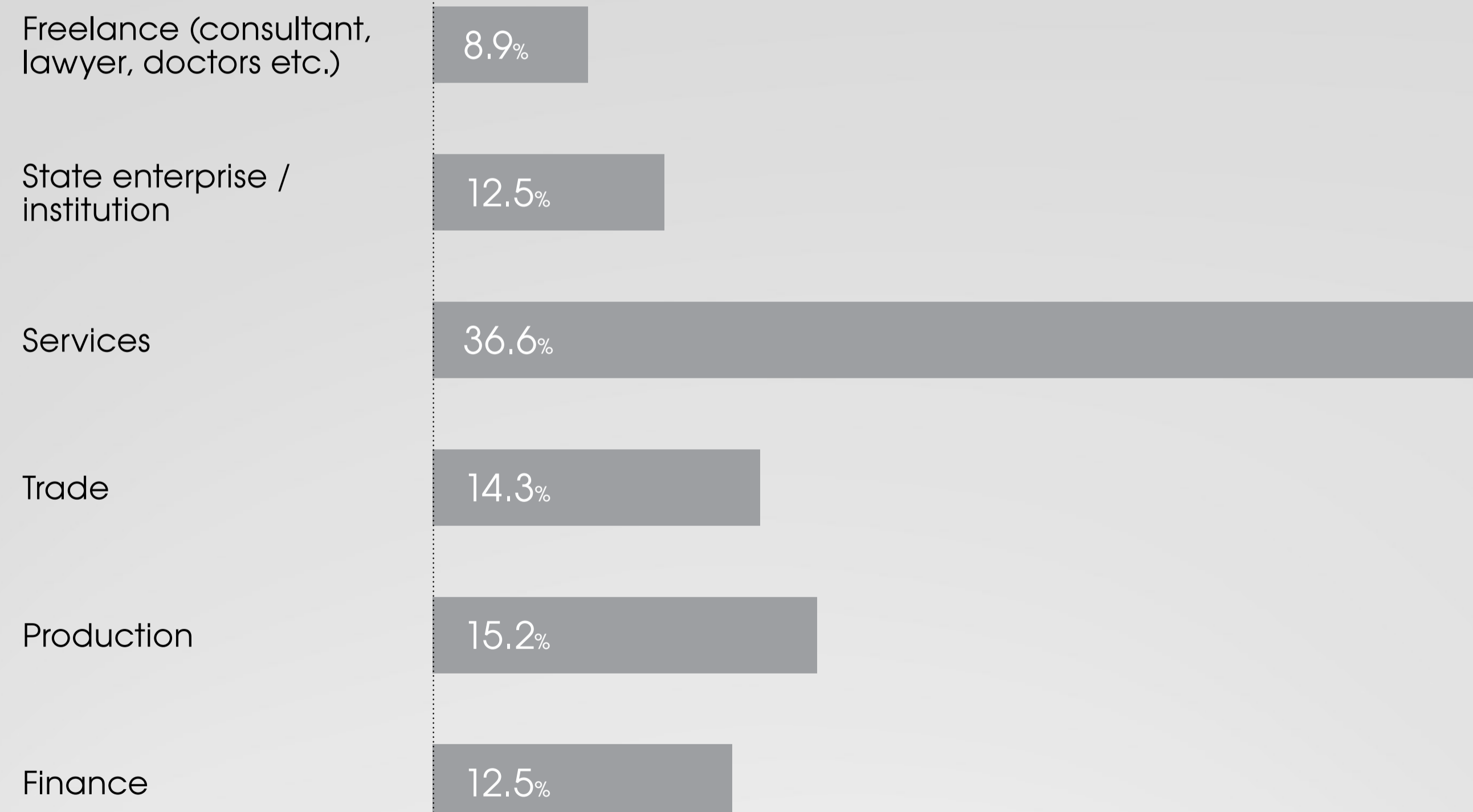
**Audience: Demography**

**THE HIGHEST  
CONCENTRATION OF  
OWNERS & MANAGERS  
ARE IN SECTORS:**

**SERVICES 81.3%**

**FINANCE 57.2%**

## Audience distribution by business sector





Bloomberg TV Bulgaria connects you to the most high-ranking and influential viewers in the country

**MANAGERS &  
BUSINESS OWNERS**

Monthly Reach:

**38.8%**

**HIGHLY EDUCATED**

Monthly Reach:

**80.1%**

National average: 35.8%

**26-55 Y.O.**

Monthly Reach:

**76.8%**

National average: 48.9%

**SOFIA & BIG CITIES**

Monthly Reach:

**89.2%**

National average: 51.6%

Audience: Demography

# KEY FIGURES SUMMARY



AVERAGE  
DAILY REACH

**134 000**  
VIEWERS

AVERAGE  
MONTHLY REACH

**376 000**  
VIEWERS

# AUDIENCE: WHEN & WHERE

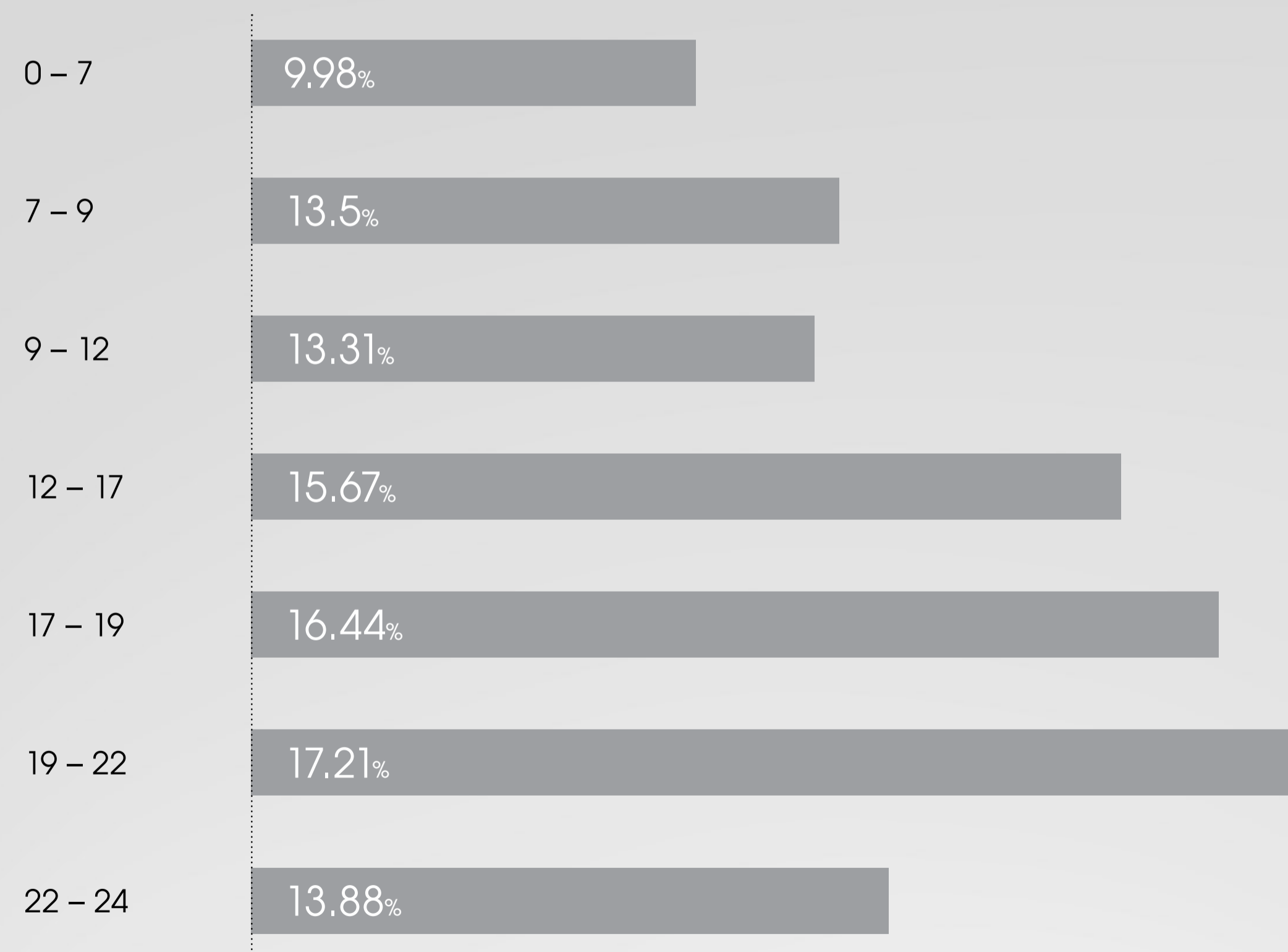




Audience: When & Where

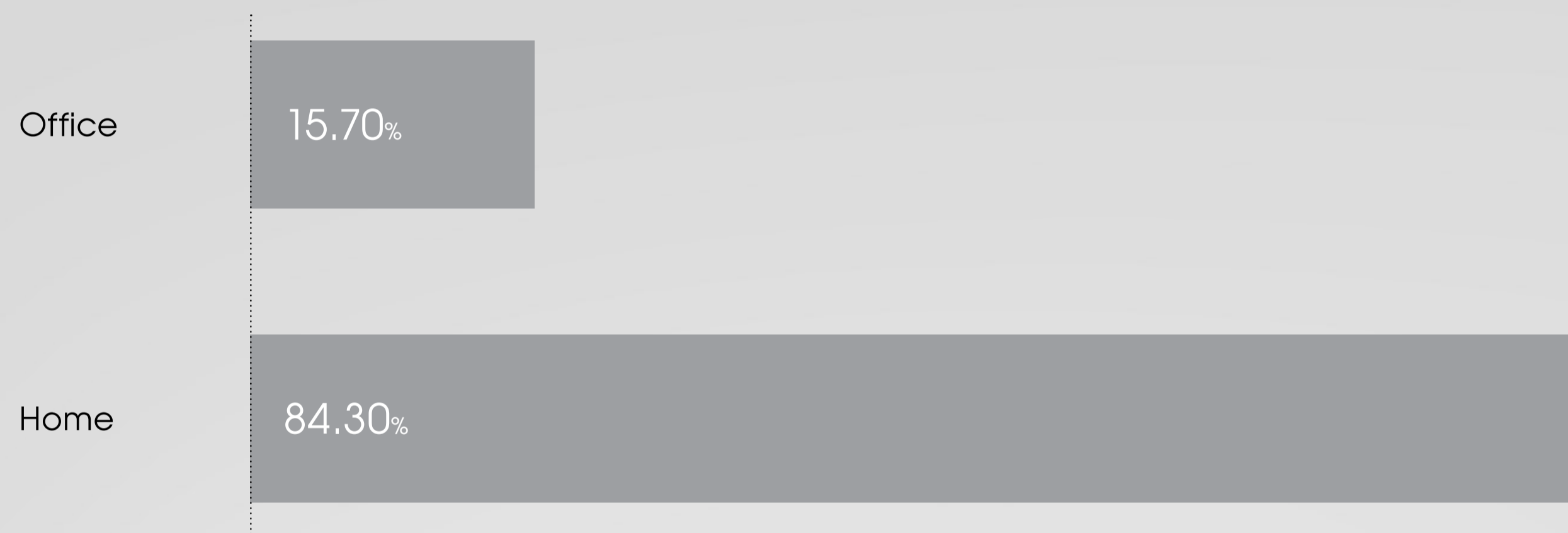
THE CHANNEL IS  
**WATCHED**  
**AROUND THE**  
**CLOCK**

## Audience distribution by time slot





## Audience distribution by location of watching



**Audience: When & Where**

THE CHANNEL IS ALSO  
**IN THE OFFICE**



THERE IS  
**NO SPECIFIC  
PRIME-TIME**

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BLOOMBERG IS BEING  
**WATCHED IN  
OFFICES**



# AUDIENCE: THE MOTIVATION





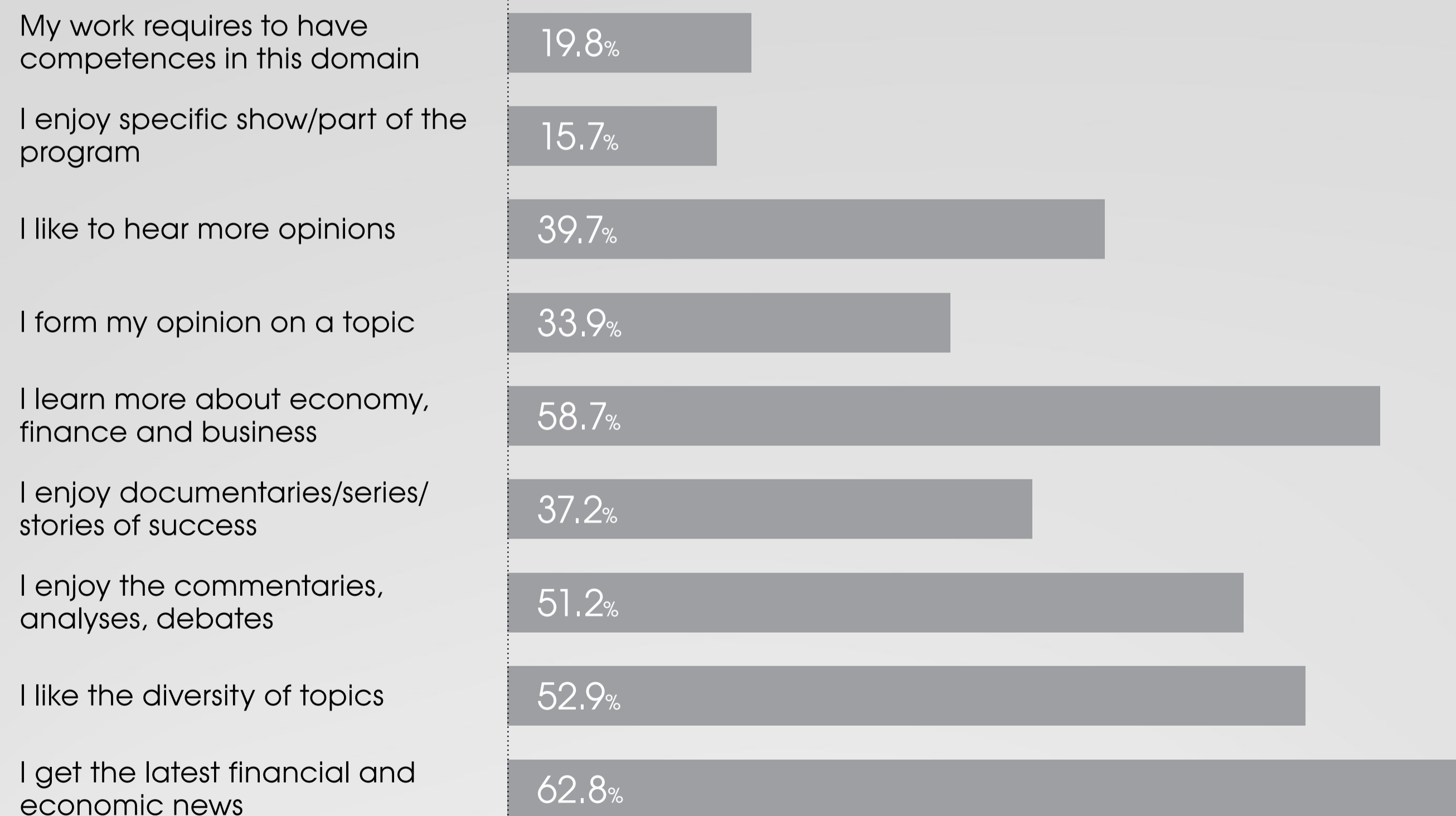


**Audience: The motivation**

**CIRCA A THIRD OF  
VIEWERS USE**

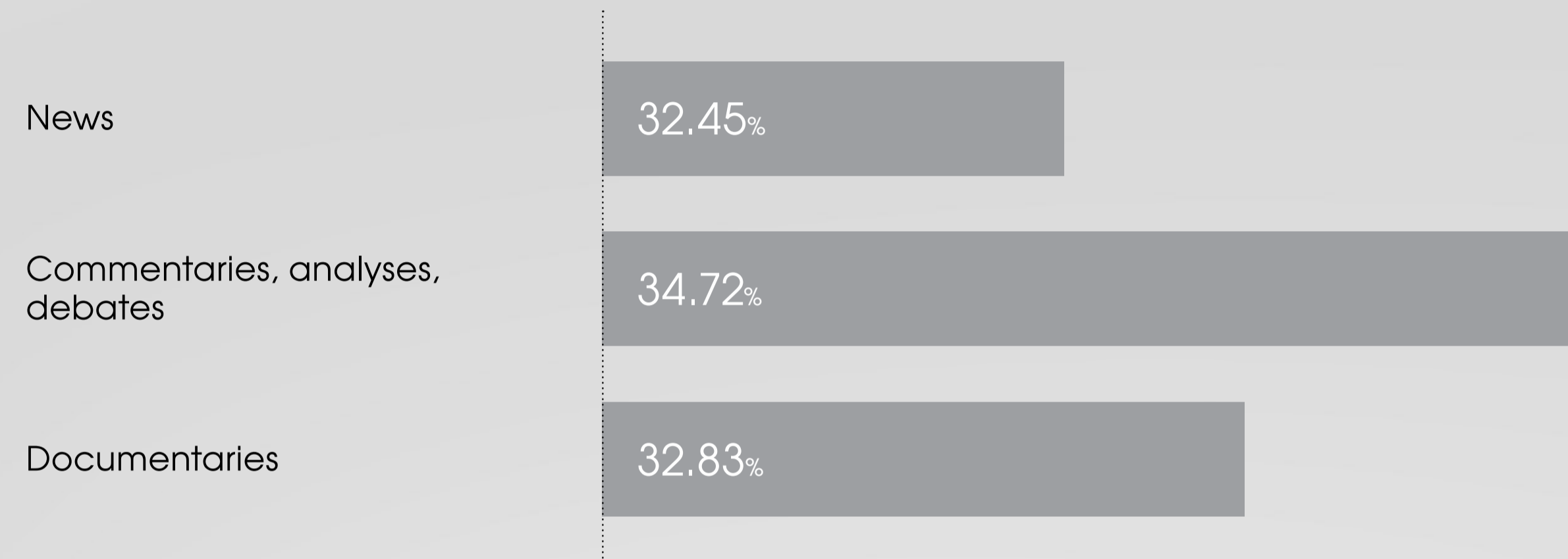
**BLOOMBERG TV  
BULGARIA AS A  
CORRECTIVE FOR  
THEIR OPINION**

## Motivation





## Preferred content



Audience: The motivation

MOST APPRECIATED BY  
THE AUDIENCE ARE THE  
**COMMENTARIES,  
ANALYSES, AND  
DEBATES**



WITH ITS BREAKING NEWS, EXPERT OPINIONS, ACCURATE  
BUSINESS INFORMATION, INSIGHTFUL ANALYSIS AND  
LARGE AMOUNTS OF DATA

**BLOOMBERG HELPS BUSINESS  
LEADERS TO BE MORE ADAPTIVE,  
CONFIDENT AND BETTER  
DECISION-MAKERS.**

# AUDIENCE: LIFESTYLE



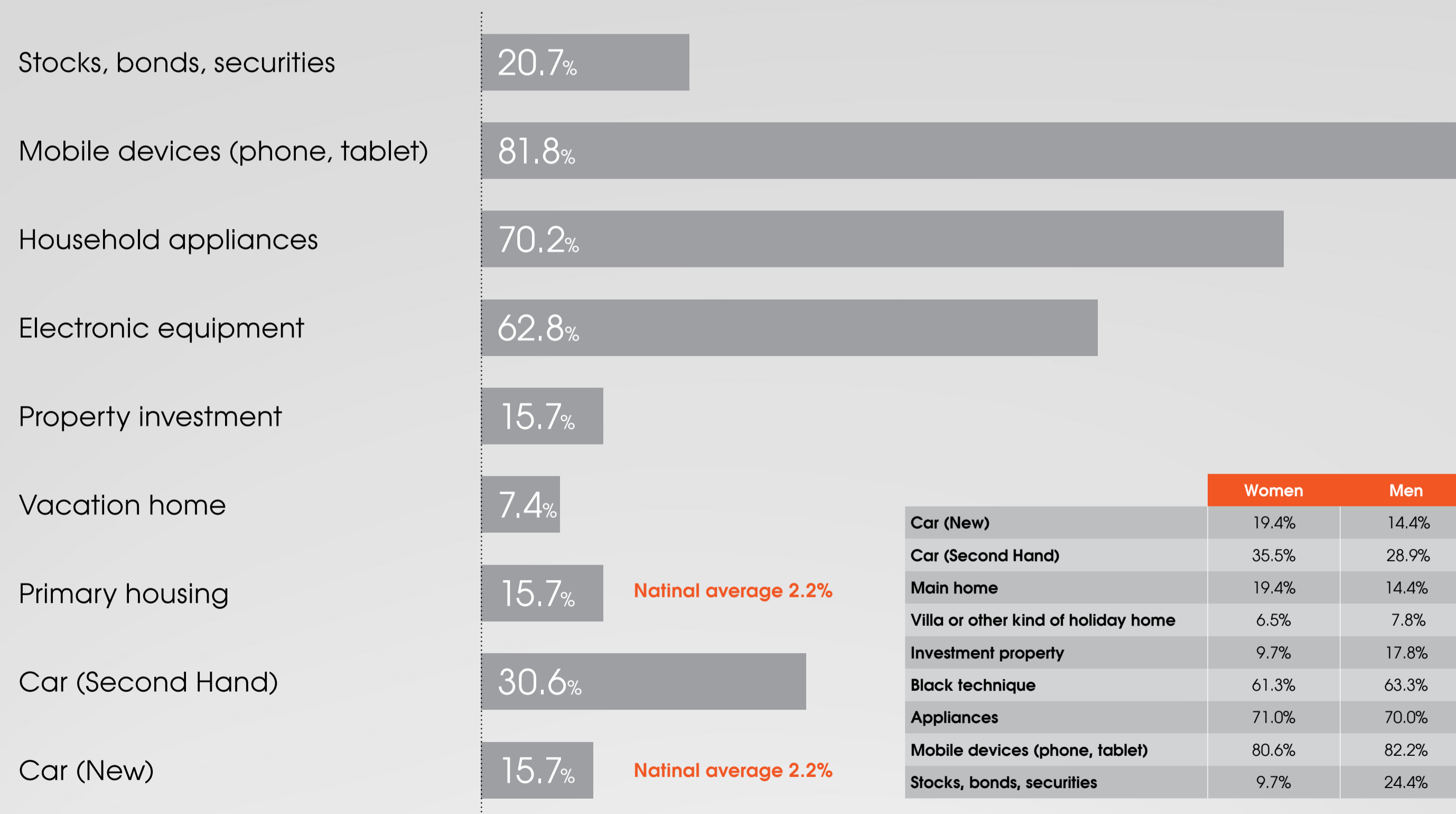


**Audience: Lifestyle**

**HIGH CONCENTRATION  
OF AUDIENCE WITH**

**HIGH  
DISPOSABLE  
INCOME**

Bought in the last years



	Women	Men
Car (New)	19.4%	14.4%
Car (Second Hand)	35.5%	28.9%
Main home	19.4%	14.4%
Villa or other kind of holiday home	6.5%	7.8%
Investment property	9.7%	17.8%
Black technique	61.3%	63.3%
Appliances	71.0%	70.0%
Mobile devices (phone, tablet)	80.6%	82.2%
Stocks, bonds, securities	9.7%	24.4%

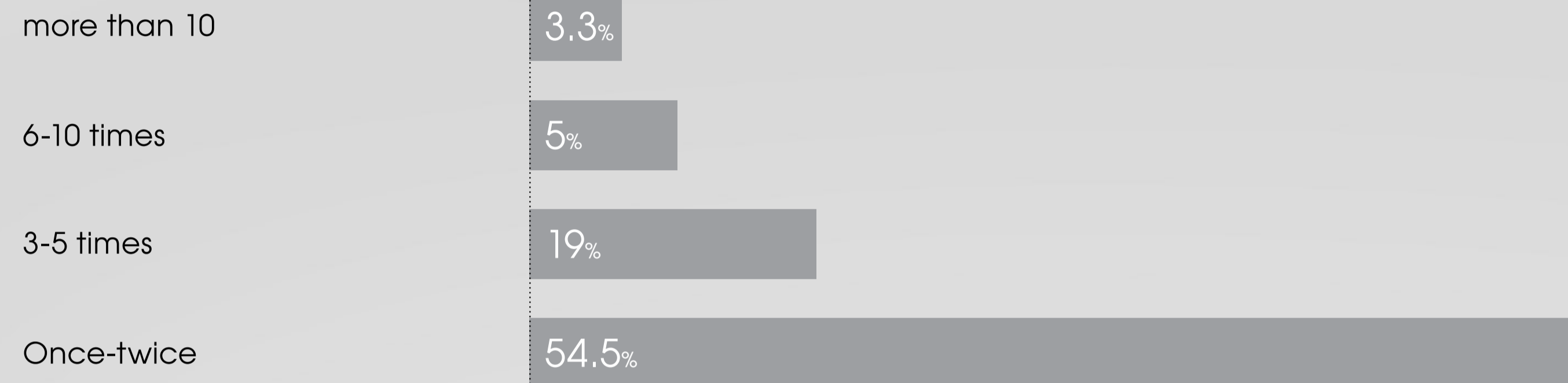


Audience: Lifestyle

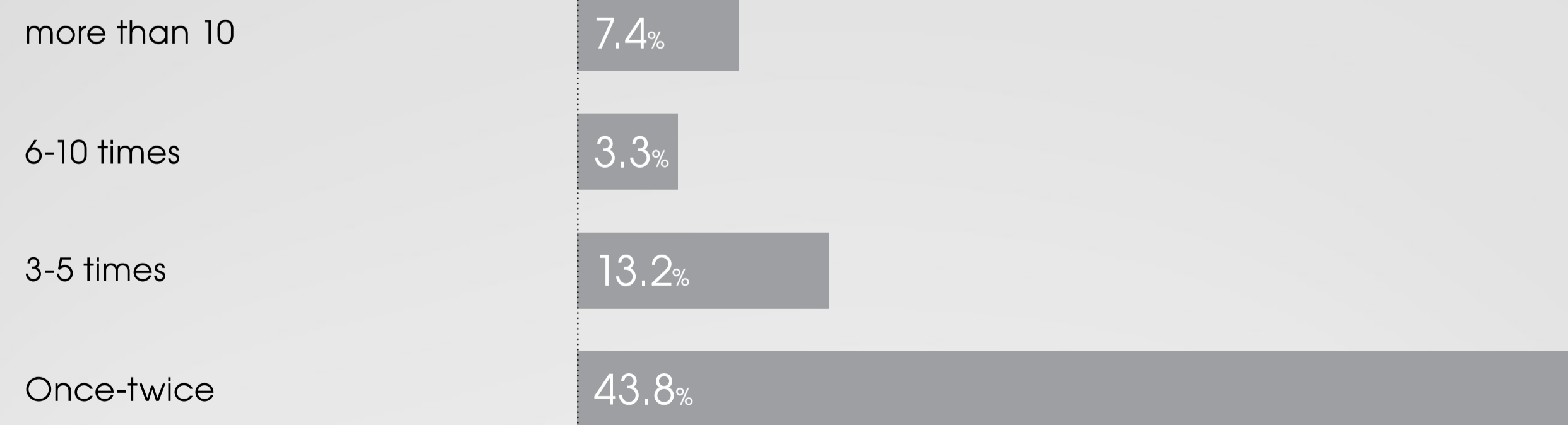
# ACTIVE TRAVELLERS

SOURCE: PROGRESS CONSULT

## Vacation travels



## Business trips





Bloomberg TV connects you to the most prominent audience target in Bulgaria

Audience: Lifestyle

# KEY FIGURES SUMMARY

## BUSINESS TRIPS

Yearly:

67.7%

7.4% more than 10 times per year

## HOLIDAYS

Yearly:

81.8%

19% more than 3 times per year

## NEW CARS

Bought last 3 years:

76.8%

3.5 times more than BG average

## REAL ESTATES

Bought last 3 years:

89.2%

2.4 times more than BG average

## WHAT BLOOMBERG TV BULGARIA OFFERS TO

# THE BUSINESS AUDIENCES

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- Information about global economic problems, the most significant world events and their impact on a local level
- Beneficial content for representatives of small and medium-sized (SME) and large enterprises in Bulgaria.



**FOR THE  
MASS AUDIENCE**  
**BLOOMBERG OFFERS**

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- Comprehensible and attractive content
- Intriguing documentaries about Success Stories

# THE CONTENT OF BLOOMBERG TV BULGARIA



# BLOOMBERG OFFERS 5 TYPES OF CONTENT

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- Important financial stories
- Real-time news about market movements
- latest market data
- Influence of laws and regulations on the business sector
- Global market information



# BUSINESS START

**Monday - Friday**  
**09:30 AM**

The morning show deliver the first news from US, Asian and Bulgarian Stock exchanges. The hosts Roselina Petkova and Hristo Nikolov present recent topics and events, observe press and other media publications and interview local politicians and economists.



# IN PROGRESS

**Monday - Friday**  
**12:00 PM**

The program informs about market news in Bulgaria and abroad. The hosts Veronika Denizova and Delyan Petrishki present and comment market data, political and economic processes and how they reflect on economics. Direct connections with the Bloomberg offices in key markets are also included.



# WORLD IS BUSINESS

Monday - Friday  
08:30 PM

The host Ivailo Lakov prognoses and analyses the recent world events. A Bloomberg New York team participates with detailed comments on macroeconomic topics through live connection.

# INVESTOR CLUB

Saturday  
08:00 PM

The program is an area of financial debates with top experts throughout one hour. Key weekly topics are on focus



# BUSINESS MEETING

**Tuesday – Friday**  
**08:00 PM**

Here is where entrepreneurs and managers share their experience. They talk with the host Tanya Krusteva about their business, analyze economic background, comment challenges and trends.



# UPDATE

**Tuesday – Friday**  
**07:30 PM**

The newest from the world of high technologies and innovations is here. The tech analyzers Elena Kirilova and Boycho Popov present hi-tech achievements, the latest products and the most interesting mobile apps and platforms. UpDate also shows inspiring examples of Bulgarian and international start-ups.



# ИМОТИТЕ

**Sunday  
09:00 PM**

The program focuses on new tendencies in building, architecture and real estate market. The host Hristo Nikolov presents legal regulations, new projects, statistics and market analyses, crediting, prices and rents.

# СМАРТ ЧАС

**Monday  
08:00 PM**

About recent practices and tendencies in Bulgarian and world education... The host Jivka Popatanassova presents successes and challenges in the field.



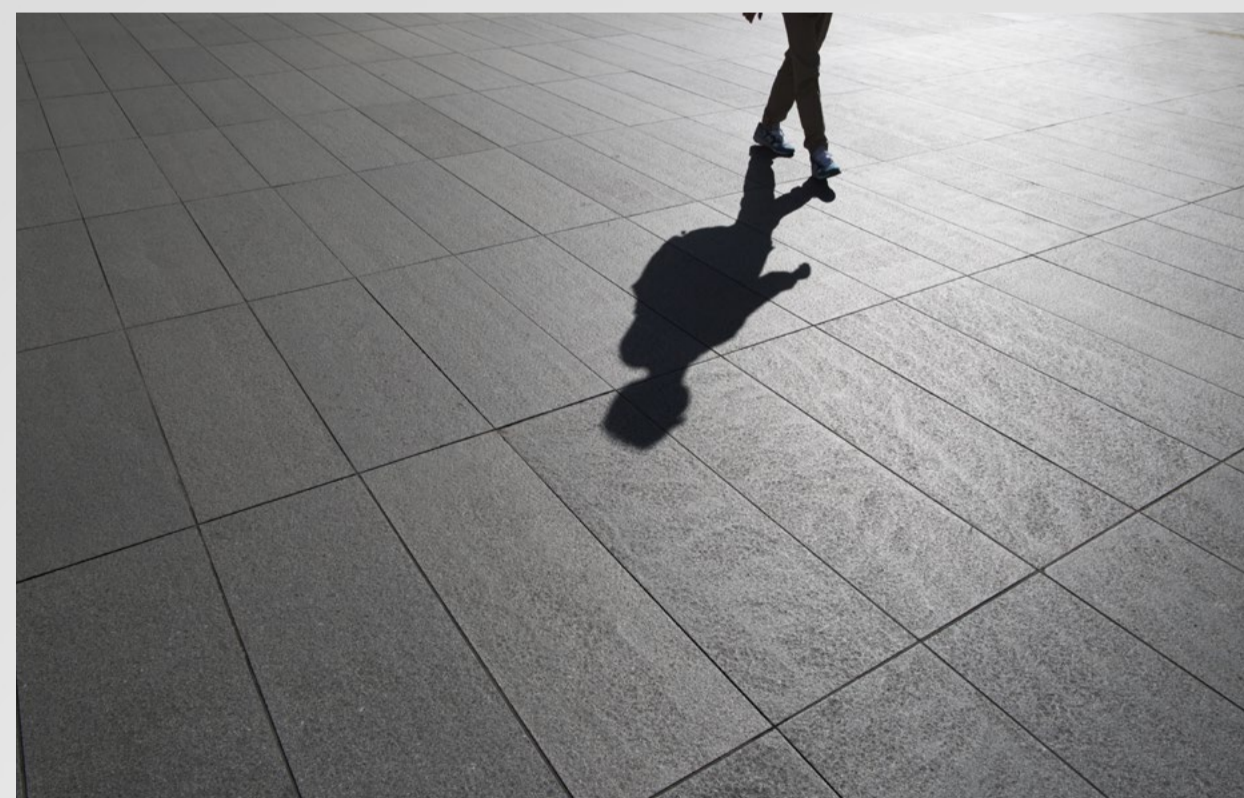
“The Mentor”, “Asia Business”, “Bloomberg West”, “Brilliant Ideas”,  
“Enterprise”, “Success Stories”. “Ryan`s Russia”, “Tech Stars”, “Dreamers”

Every weekday: 11:35 AM - 12:00 PM / 04:05 PM - 05:00 PM /  
05:05 PM - 06:00 PM / 10:00 PM - 00:00 AM

Weekends: 11:30 AM - 04:30 PM / 09:00 PM - 00:00 AM

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# DOCUMENTARIES





The Bloomberg TV Bulgaria website is a natural extension of the television. It is separated into 5 sectors:

- **VIDEO** - All the video material from the television
- **NEWS** - the everyday stories that affect economy and economic politics / tech news , public and corporate finances
- **MARKETS** - exchange news/ Bulgarian stock exchange and the world markets (Europe, USA, Japan, China)
- **ANALYSES** - from our experts at Bloomberg TV Bulgaria and guest experts
- **TV SHOWS**
- **LIVESTREAM** of the program of Bloomberg TV Bulgaria
- **DATA** on the changes of all popular stock indexes

*For the past years, the average monthly traffic has increased more than 55%, reaching 65 000 visitors. The audience is predominantly male (64%). The largest is the share of audience aged 25 to 44 y.o. (55%). Over 1/3 of the audience (36%) is over 45 y.o.*

**BLOOMBERGTV.BG**



# EVENTS AND CAUSES





BOTH GLOBALLY AND LOCALLY BLOOMBERG  
EVENTS GATHER INFLUENTIAL PEOPLE, MANAGERS,  
ENTREPRENEURS, MEDIA REPRESENTATIVES AND

**GENERATE INTERESTING AND  
USEFUL CONTENT FOR DEBATE.**



**THE NEXT BIG THING** is a business conference, powered by Bloomberg TV Bulgaria, that gathers influencers, managers, entrepreneurs and media to create valuable content and debate for future of economic and financial globalization.

**THE NEXT BIG THING** gives a platform for open conversations to business leaders, influential people in politics, opinion leaders, entrepreneurs, business and industry representatives.

The conference shapes the most important trends, issues and challenges that the world will face in coming years around global economics, energy, investments, science, technology and others.

Since the beginning of 2021 the conference is part of the digital streaming platform for events with professional focus [investormediapro.bg](http://investormediapro.bg)

# Bloomberg TV Bulgaria

## PODCASTS

One of the most popular Investor Media Group are business-related

**Key topics: Business, Economics, Technology, Education, Property Market, Investments and Finance**

Podcasts are distributed on bloombergtv.bg and selected websites of Investor Media Group, as well as global platforms Spotify, Apple Podcasts and Google Podcasts.

- **Custom made** – created for the needs and purposes of the client, thematic podcast series lasting between 4 and 12 episodes per season. The content, guests and distribution channels of this type of podcasts are tailored to the target audience and the marketing message.
- **Media podcasts** - created by leading journalists from the media. Here the topics and the guests of the episodes are determined by the editorial policy of the media. Potential partners acknowledge and approve the qualitative journalism and the content and choose advertising positioning through advertising formats.

## ALREADY ON THE BULGARIAN MARKET

The new business magazine, licensed by Bloomberg LP, stands out with in-depth content and analytical articles by well-recognized Bulgarian journalists and experts in the field. The publication offers special interviews with the leaders of the entrepreneurial ecosystem and big names in the country and abroad.

# Bloomberg Businessweek Bg





BUSINESS IS MORE SUCCESSFUL WITH

**Bloomberg  
TV Bulgaria**