

THIS IS

Bloomberg TV Bulgaria

BUSINESS IS INSPIRATIONAL

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

- 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

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:

DEMOGRAPHY

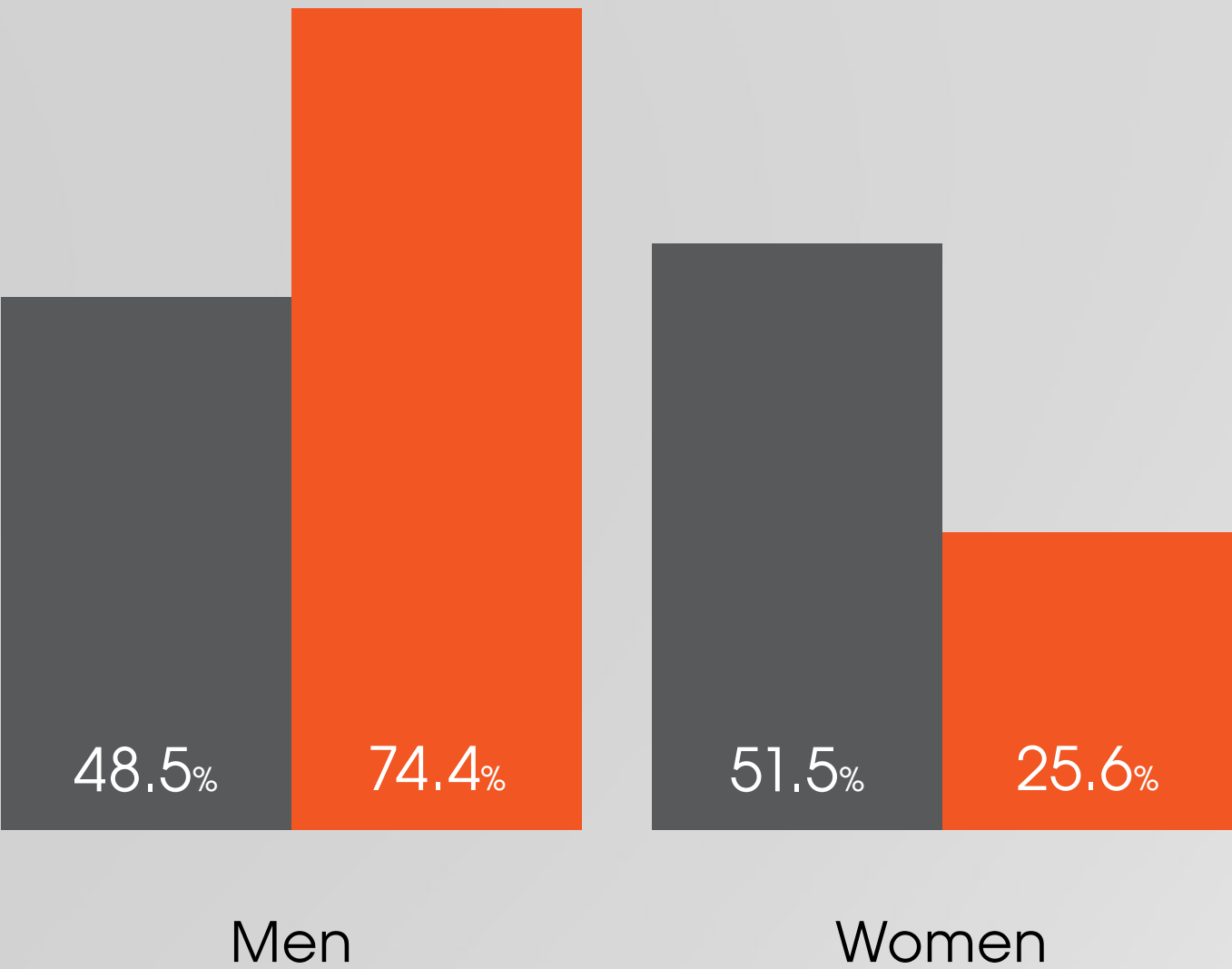




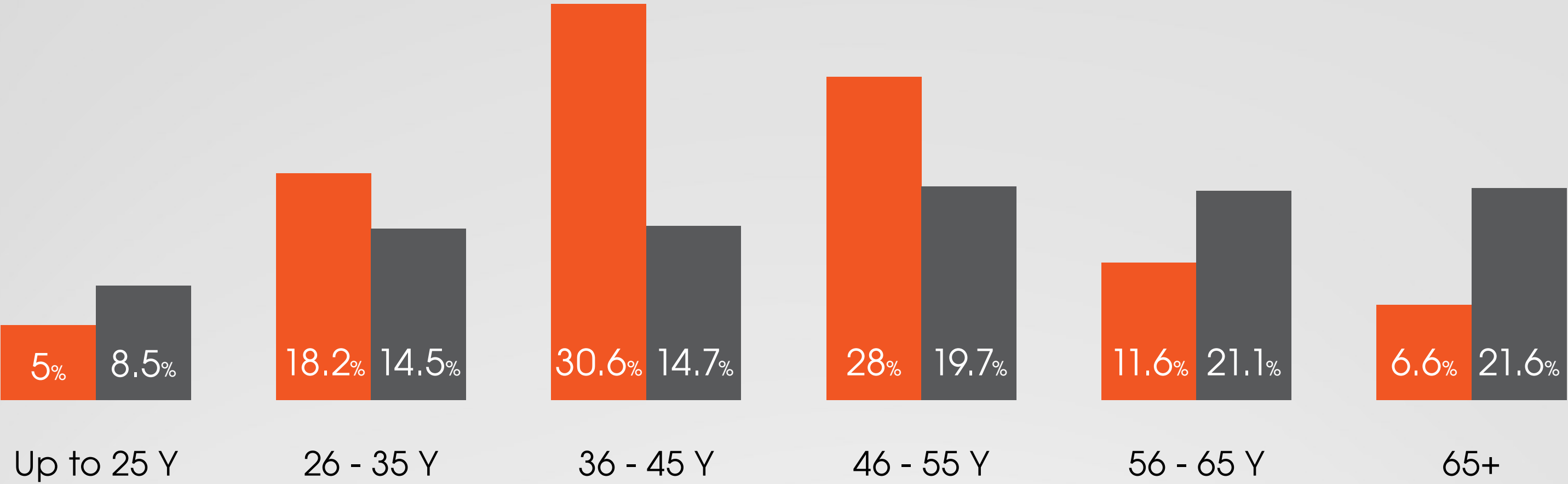
Audience: Demography

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

Gender ■ Bloomberg ■ National Average



Age ■ Bloomberg ■ National Average



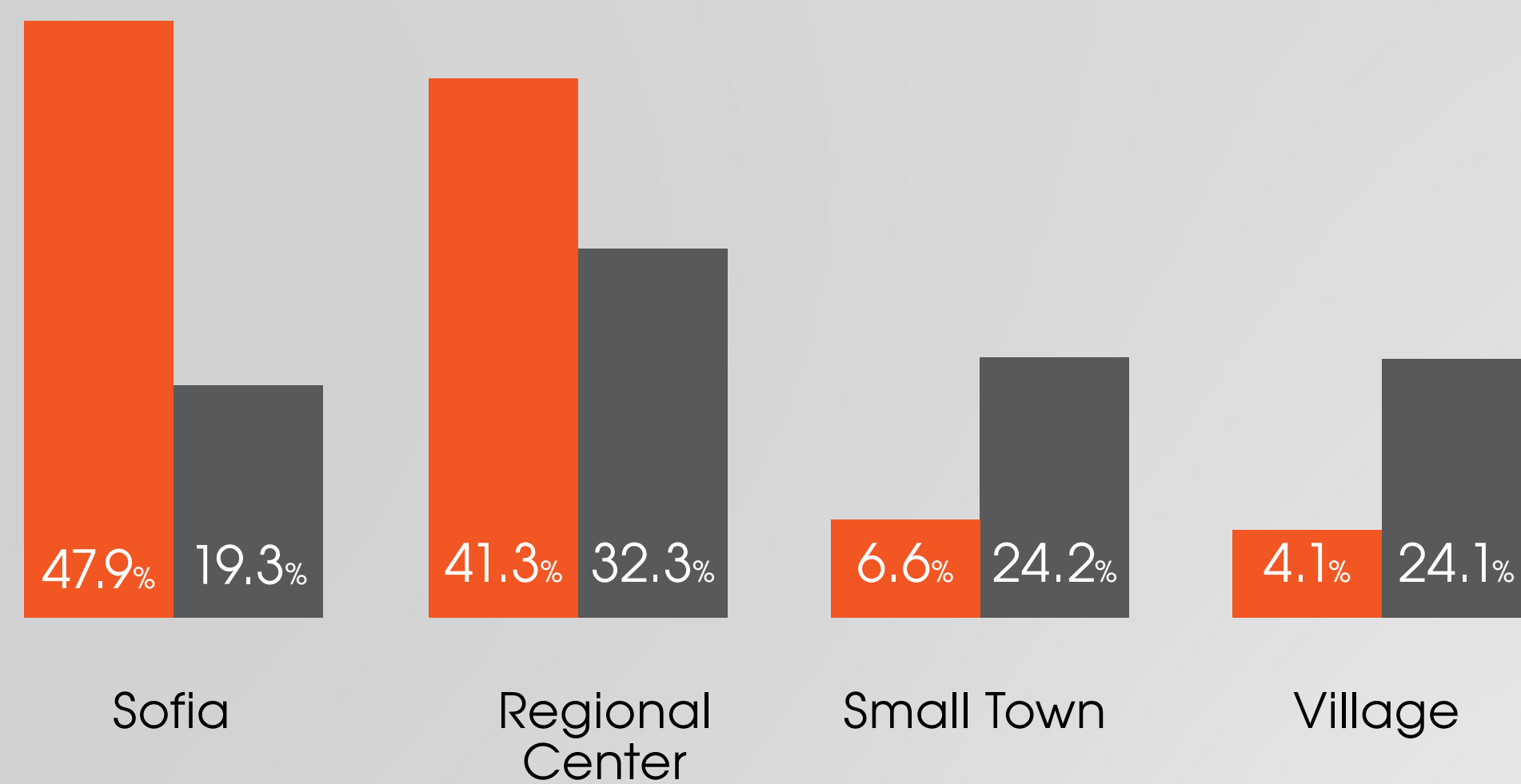


Audience: Demography

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

Location

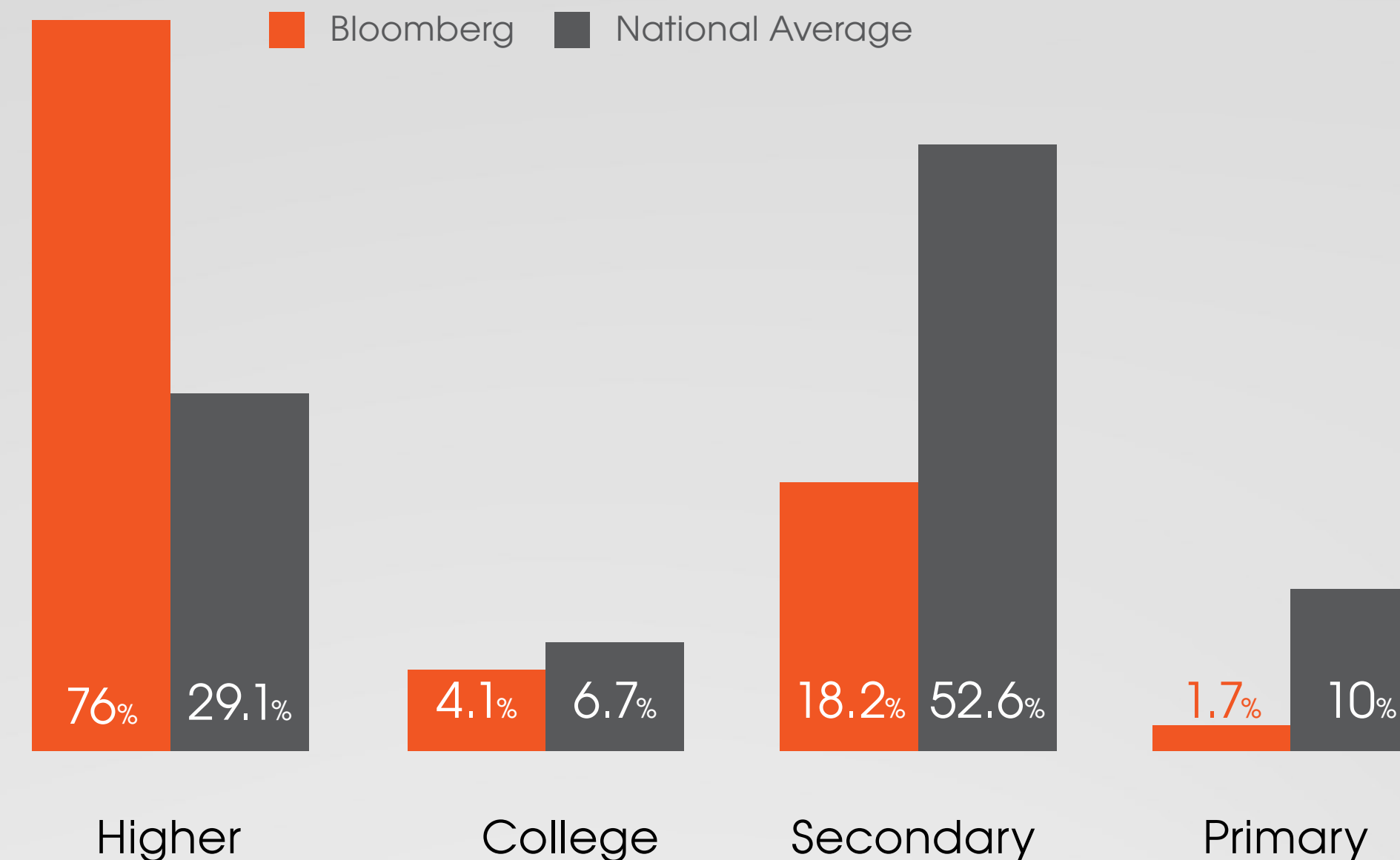
■ Bloomberg ■ National Average



89.2%

Education

■ Bloomberg ■ National Average



80.1%

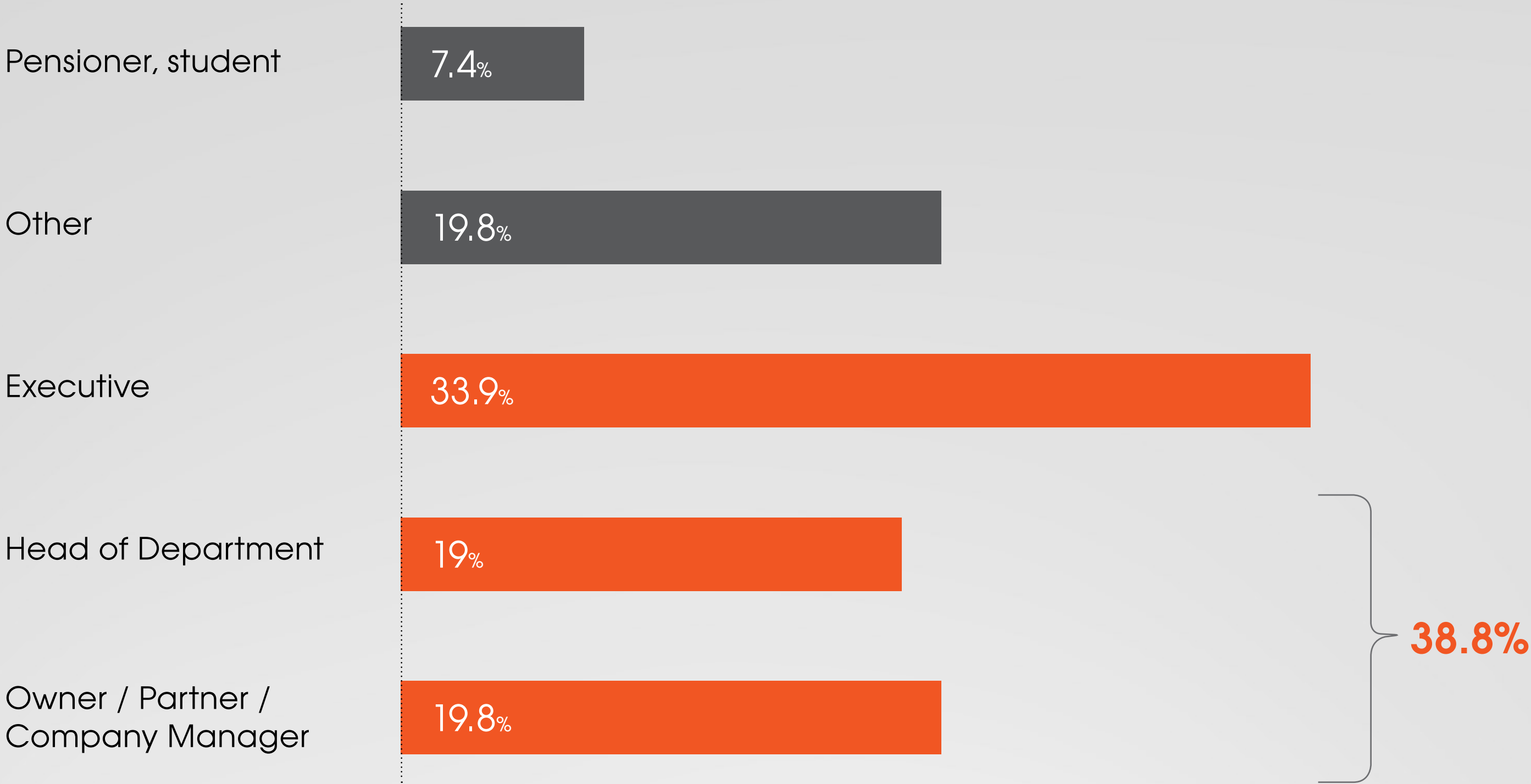


Audience: Demography

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

SOURCE: PROGRESS CONSULT

Audience distribution
by Job position



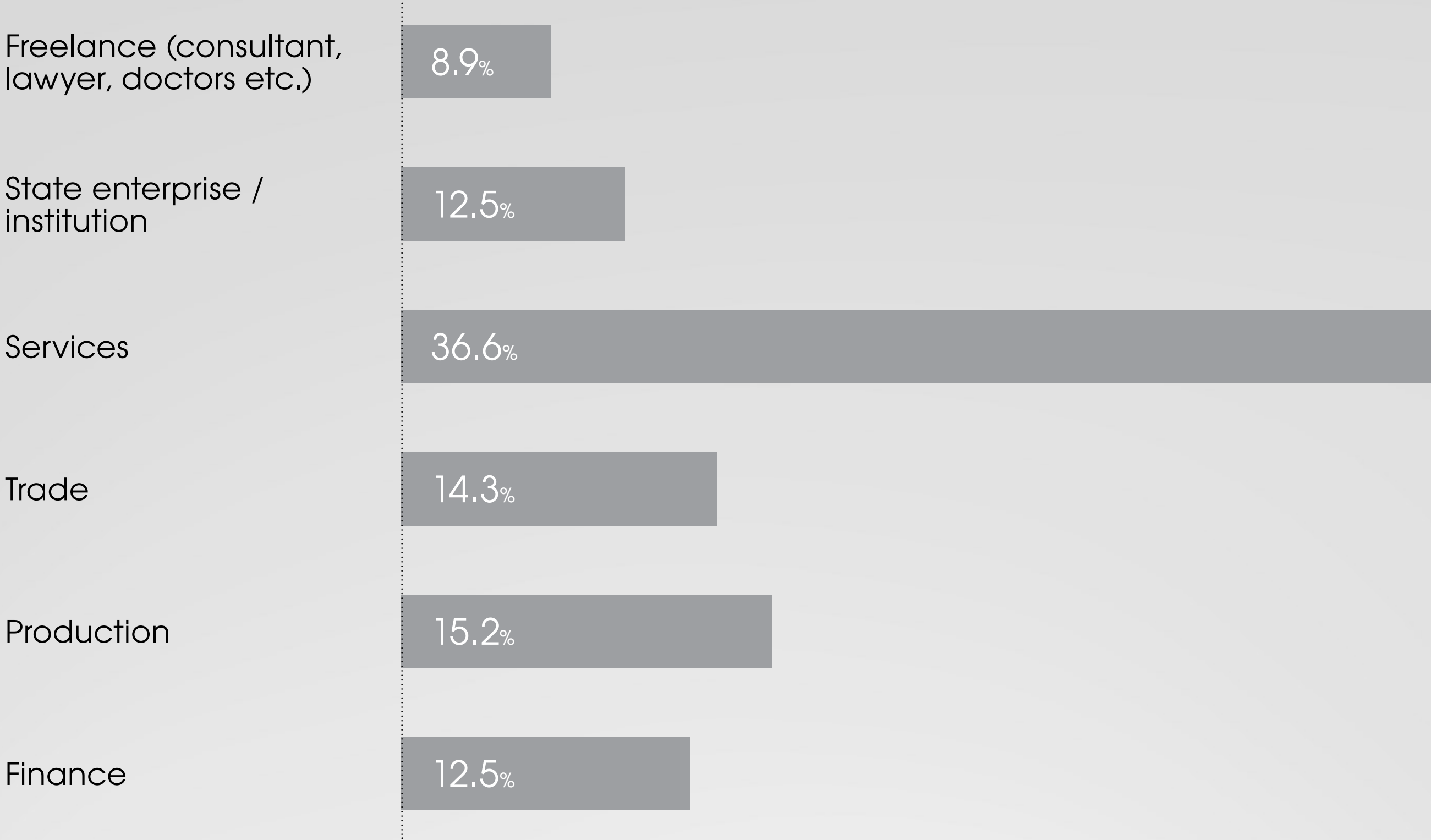


Audience: Demography

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

Audience: Demography

KEY FIGURES SUMMARY

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%



AVERAGE
DAYLY REACH

134 000
VIEWERS

AVERAGE
MONTHLY REACH

376 000
VIEWERS

AUDIENCE: WHEN & WHERE



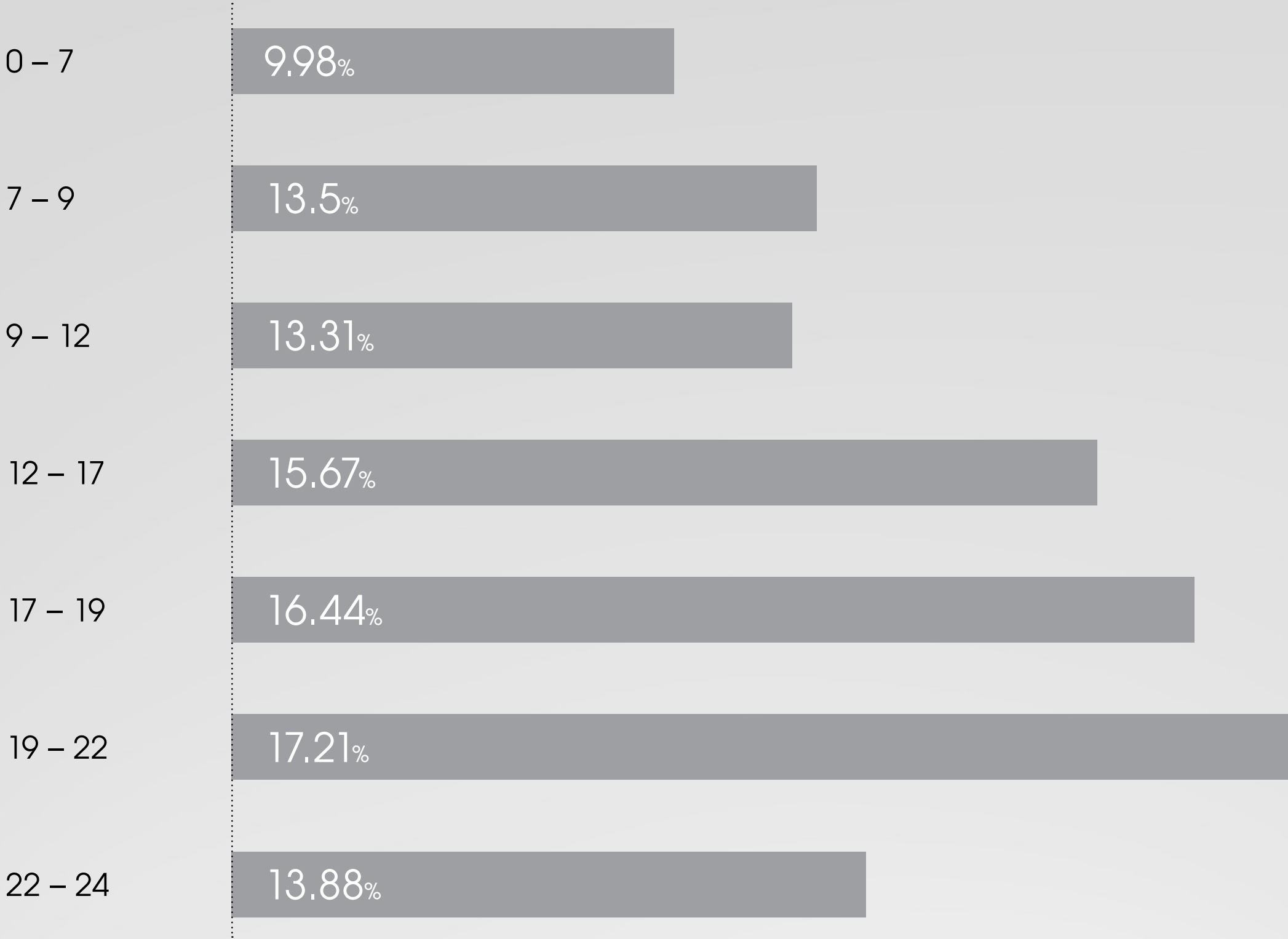


Audience: When & Where

THE CHANNEL IS
WATCHED
AROUND THE
CLOCK

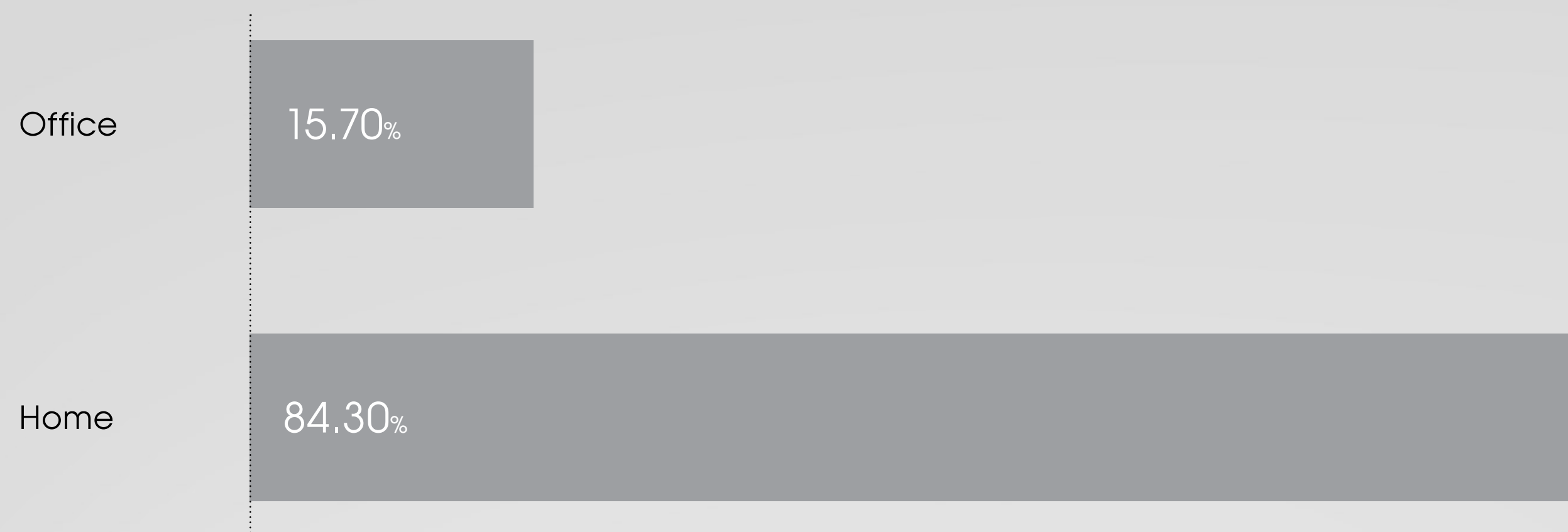
SOURCE: PROGRESS CONSULT

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**

BLOOMBERG IS BEING
**WATCHED IN
OFFICES**



AUDIENCE: THE MOTIVATION

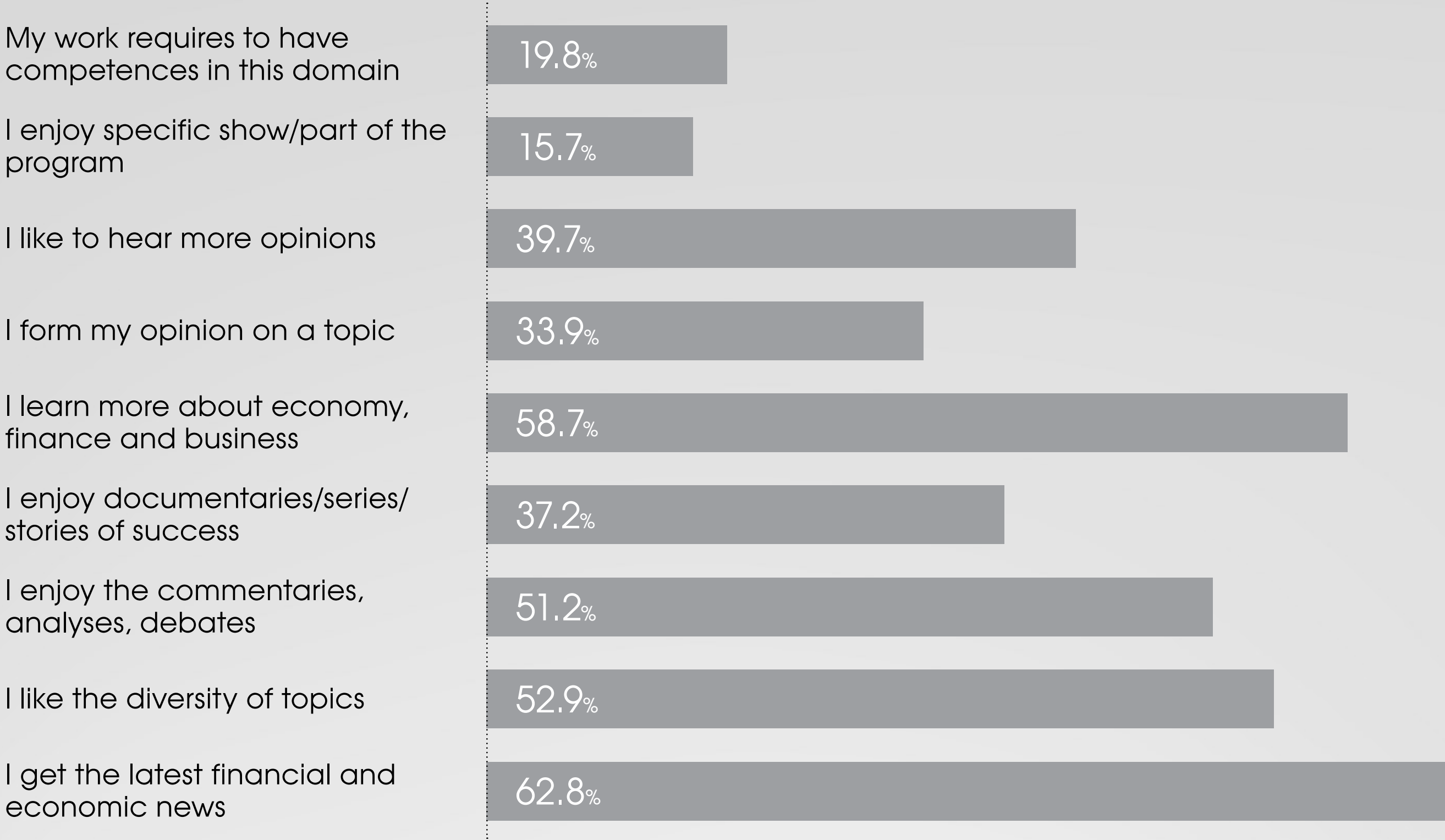




Audience: The motivation

CIRCA A THIRD OF
VIEWERS USE
**BLOOMBERG TV
BULGARIA AS A
CORRECTIVE FOR
THEIR OPINION**

Motivation





Audience: The motivation

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

Preferred content

News

32.45%

Commentaries, analyses,
debates

34.72%

Documentaries

32.83%



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



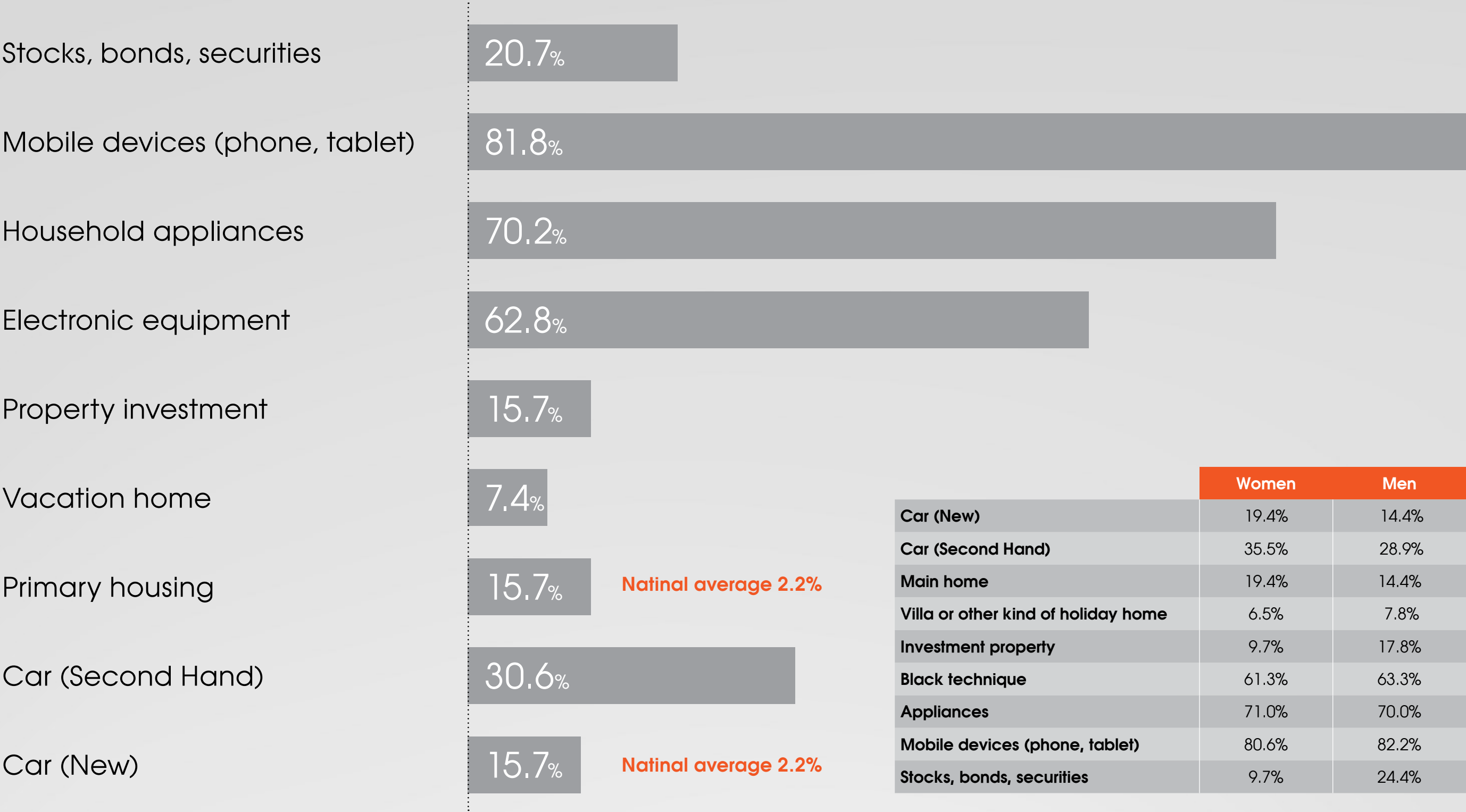


Audience: Lifestyle

HIGH CONCENTRATION
OF AUDIENCE WITH
**HIGH
DISPOSABLE
INCOME**

SOURCE: PROGRESS CONSULT

Bought in the last years



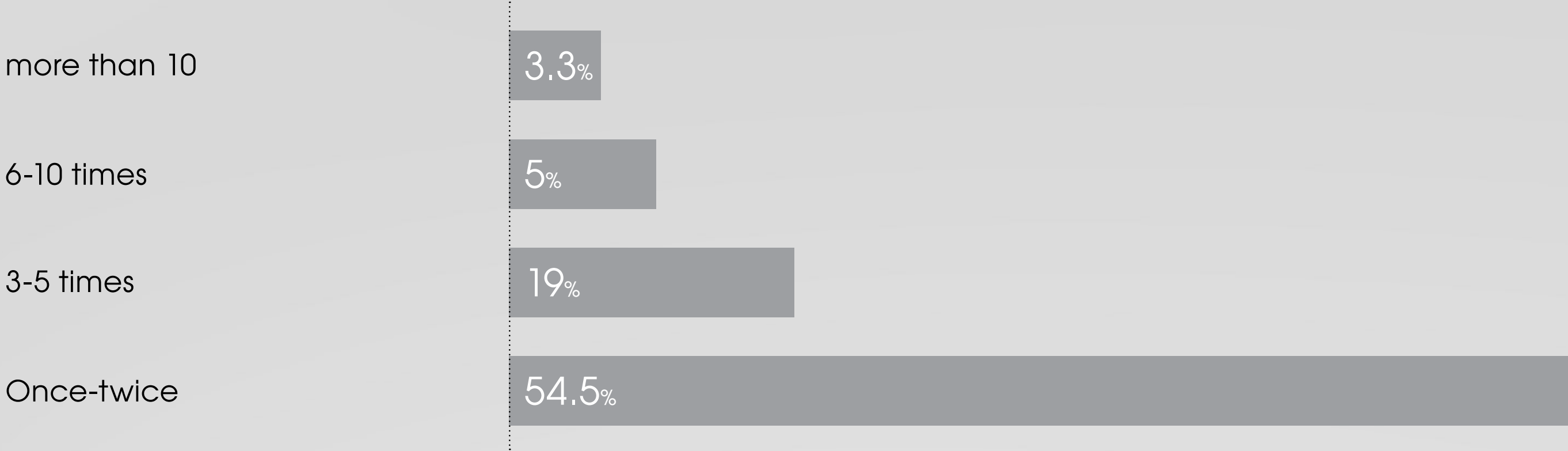


Audience: Lifestyle

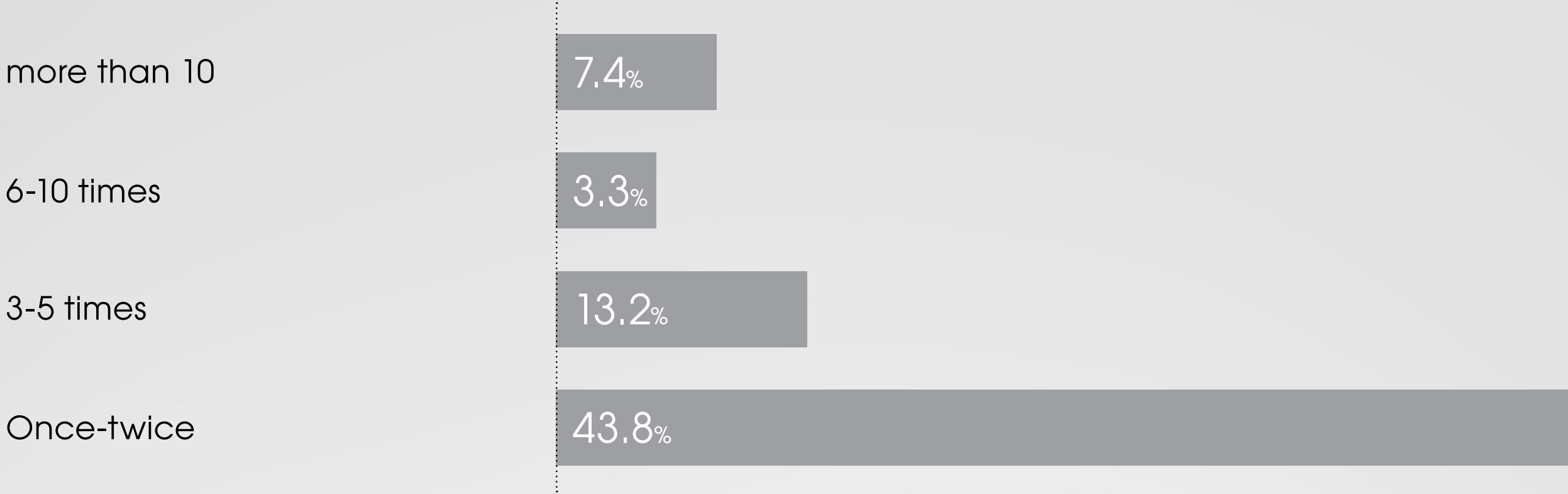
ACTIVE TRAVELLERS

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**

- 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

- Comprehensible and attractive content
- Intriguing documentaries about Success Stories

THE CONTENT OF BLOOMBERG TV BULGARIA



BLOOMBERG OFFERS 5 TYPES OF CONTENT

- 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
07:30 AM

The morning show delivers 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 provides information about market news in Bulgaria and abroad. The host Veronika Denizova presents and comments on market data, political and economic processes, and their reflections on economics.



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



UPDATE

Saturday, Sunday
07:30 PM

The newest from the world of high technologies and innovations is here. The tech analyzer Elena Kirilova presents 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.

ИМОТИ

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.



MADE IN GREEN

Monday
09:00 PM

The show focuses on ecological policy in business society as well as innovations that trigger green transformation. The host Roselina Petkova meets experts and scientists who comment on the upcoming trends and how they influence our life.



Футуризм

Thursday
09:00 PM

The "Futurism" broadcast presents fundamental topics related to human life. The key focus is on new technologies, AI, the future of education, medicine, economics, geopolitics, and many other transformations of tomorrow. Host: Anton Gruev



ЧИСТА ЕНЕРГИЯ

Wednesday
09:00 PM

"Clean Energy" with Veronika Denizova is a show that provides analysis and commentary on various topics related to the future and new technologies in energy. The show covers areas such as nuclear energy, modern engineering, energy capacities, green policies, decarbonization, carbon neutrality, security of the energy system, and the regulatory framework for businesses operating in Bulgaria.





Monday - Friday
08:45 AM | 12:00 PM | 15:45 PM

Geopolitics, finance, markets and business. What you need to know, right now. All within 10 - 12 minutes three times a day. This is Bloomberg Terminal.

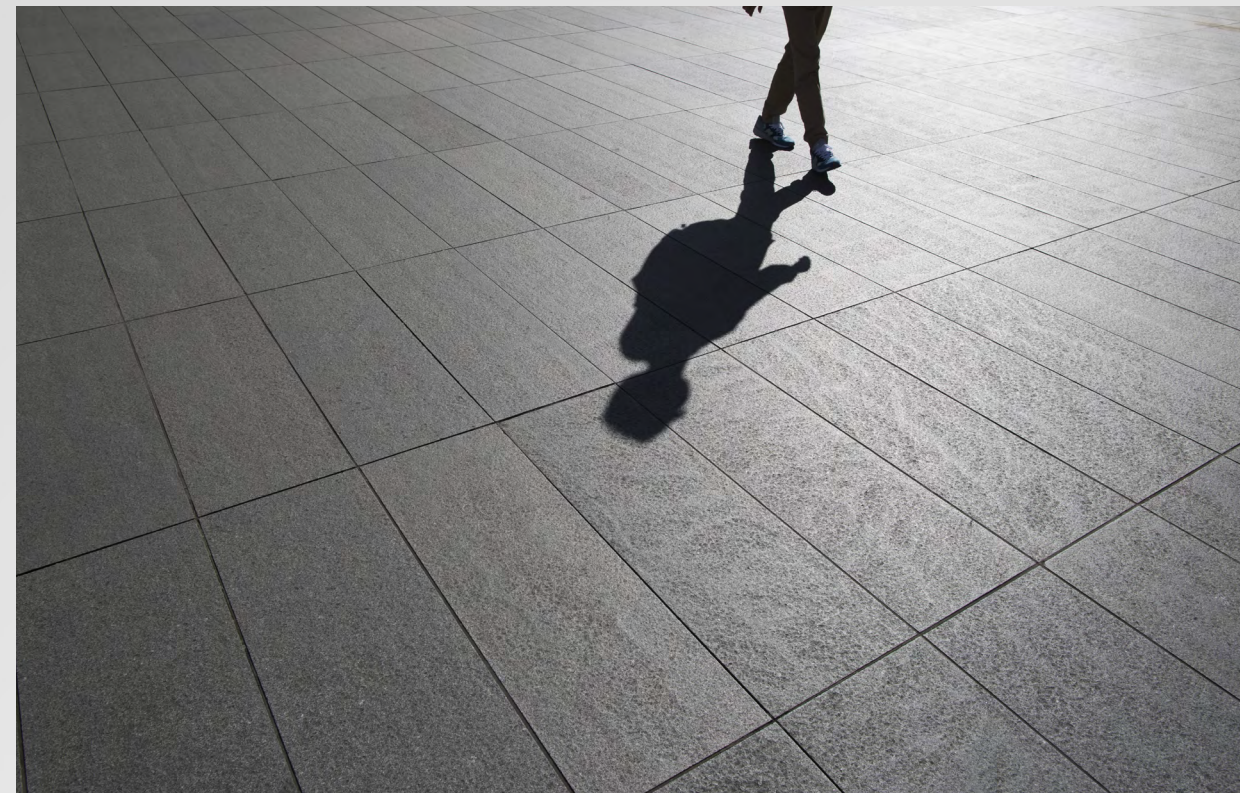




"The Mentor", "Asia Business", "Bloomberg West", "Brilliant Ideas",
"Enterprise", "Success Stories". "Ryan`s Russia", "Tech Stars", "Dreamers"

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

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

The audience is predominantly male (60%). The largest is the share of audience aged 25 to 50 y.o. (49%). Over 1/3 of the audience (36%) is over 50 y.o.

BLOOMBERGTV.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.

A NEW EDITION EVERY MONTH

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

**Bloomberg
Businessweek Bg**



BUSINESS IS MORE SUCCESSFUL WITH

**Bloomberg
TV Bulgaria**