
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.

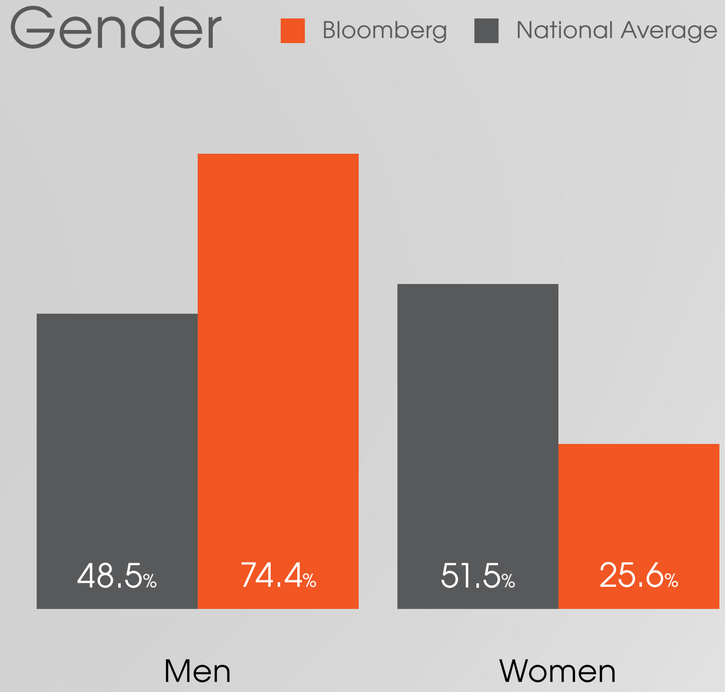
AUDIENCE:

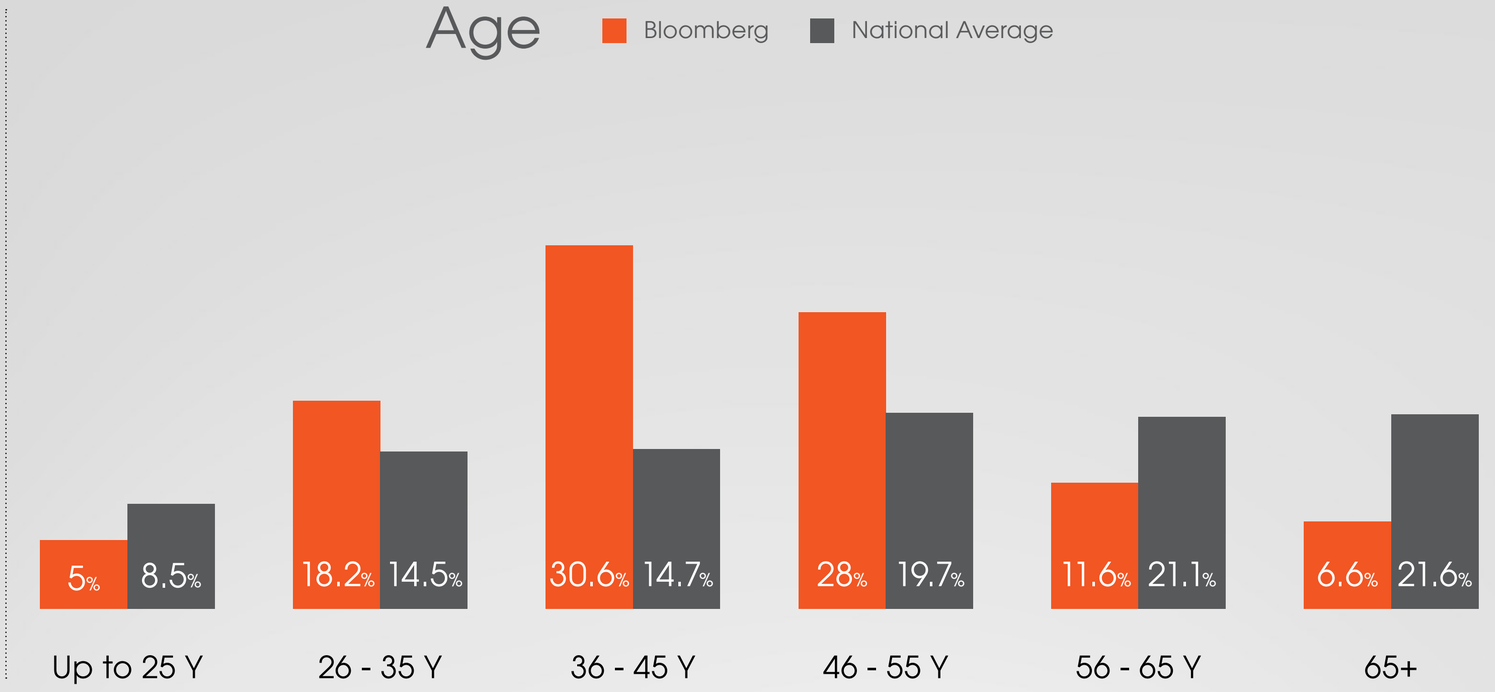


Audience: Demography

BLOOMBERG TV BULGARIA'S VIEWERS ARE MAINLY

MEN OF ACTIVE AGE



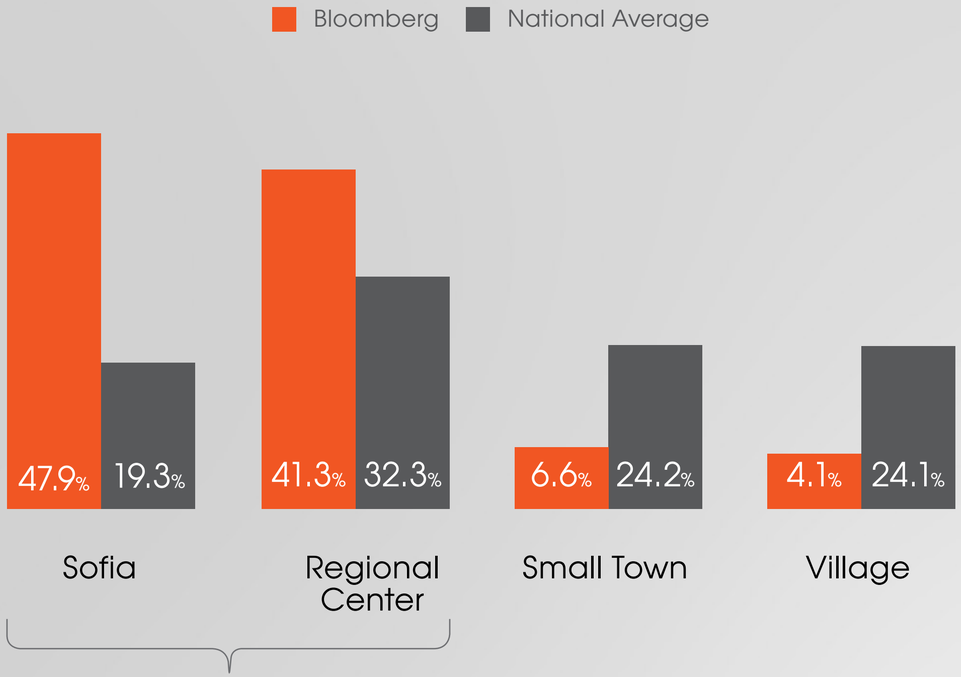


SOURCE: PROGRESS CONSULT

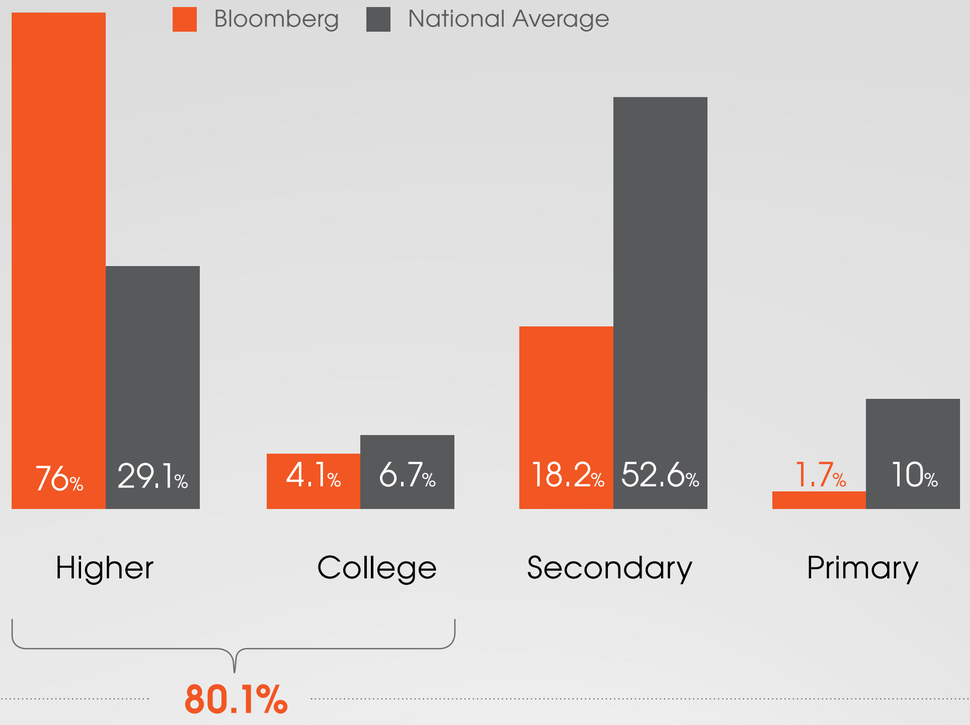
Audience: Demography

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

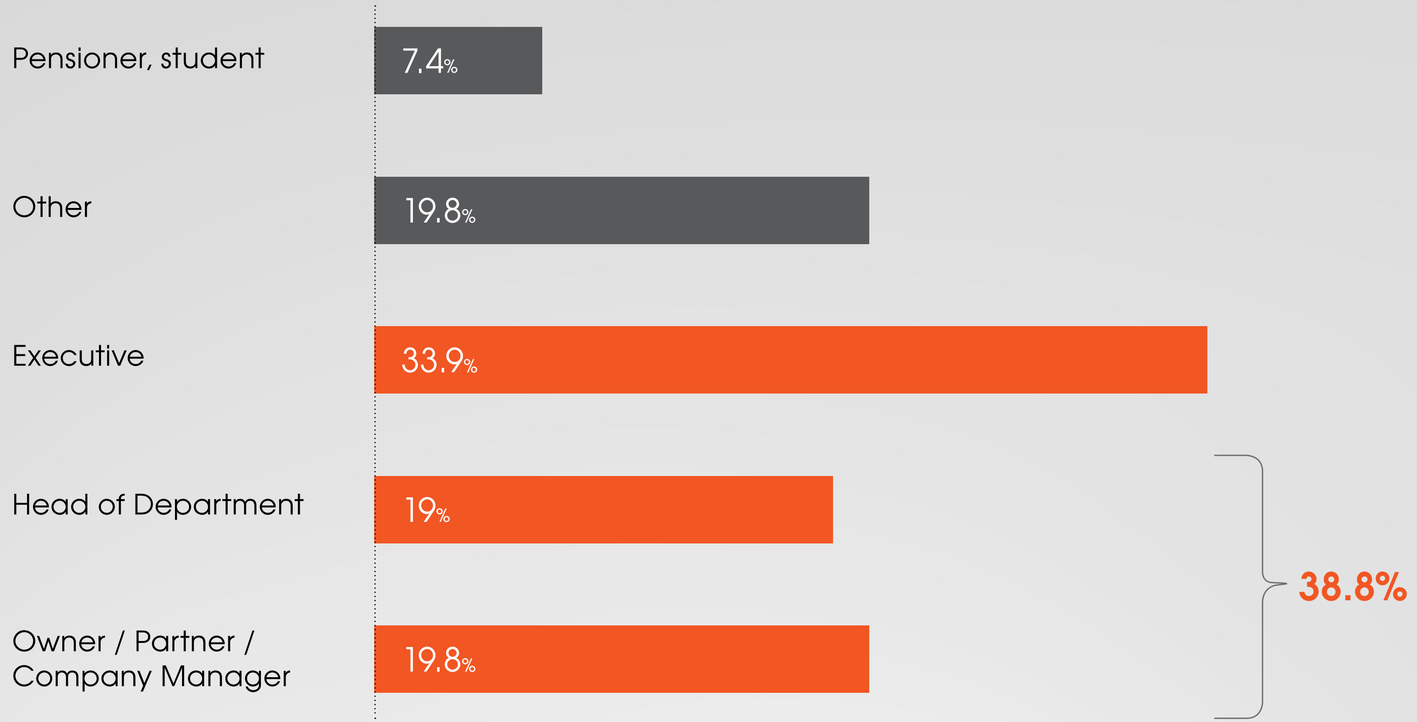
Location



Education



Audience distribution by Job position



Audience: Demography

38.8% OF THE VIEWERS OF BLOOMBERG TV BULGARIA ARE

OWNERS & MANAGERS

SOURCE: PROGRESS CONSULT

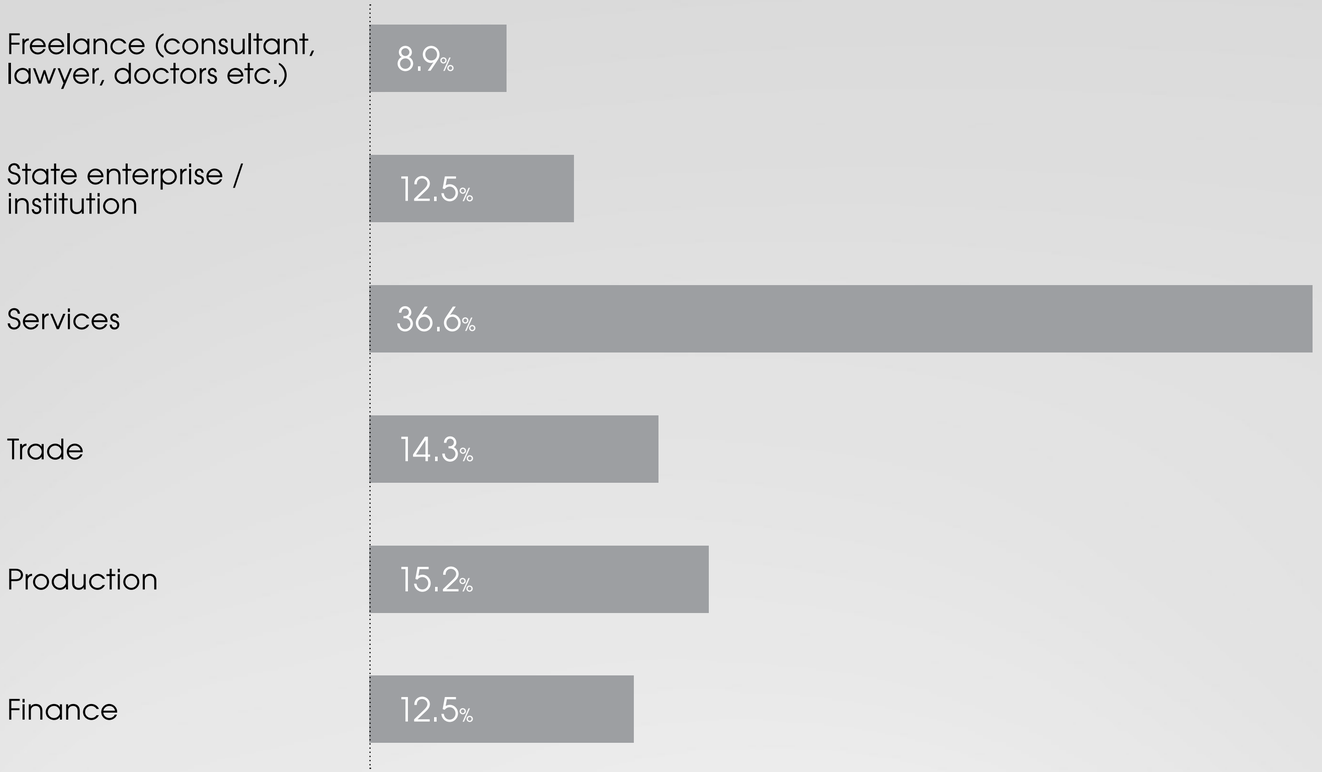
Audience: Demography

THE HIGHEST CONCENTRATION OF OWNERS & MANAGERS ARE IN SECTORS:

SERVICES 81.3%

FINANCE 57.2%

Audience distribution by business sector



SOURCE: PROGRESS CONSULT

Audience: Demography

KEY FIGURES SUMMARY

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%

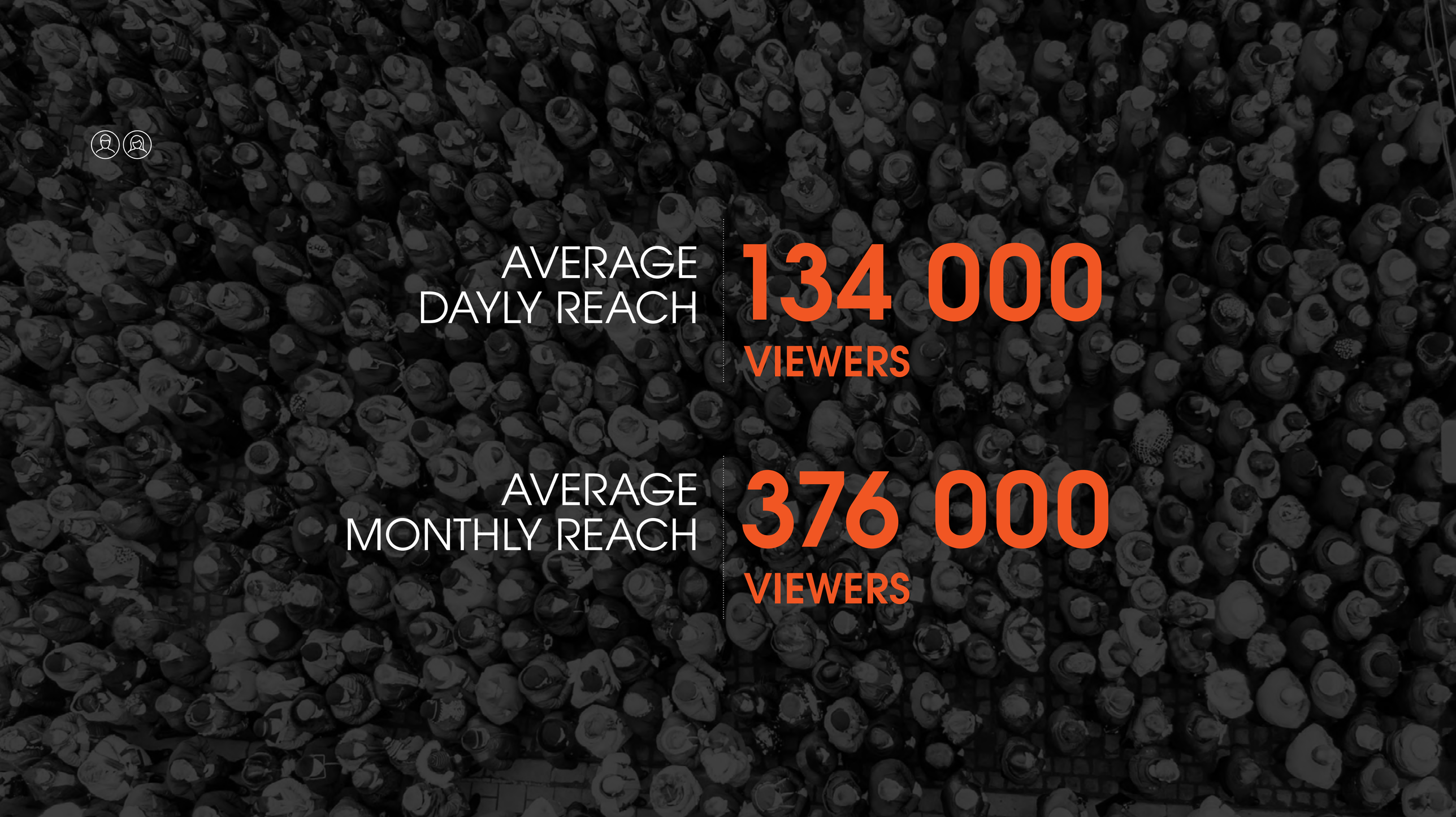
SOFIA & BIG CITIES

Monthly Reach:

89.2%

National average: 51.6%

SOURCE: PROGRESS CONSULT



AVERAGE
DAYLY REACH

134 000
VIEWERS

AVERAGE
MONTHLY REACH

376 000
VIEWERS

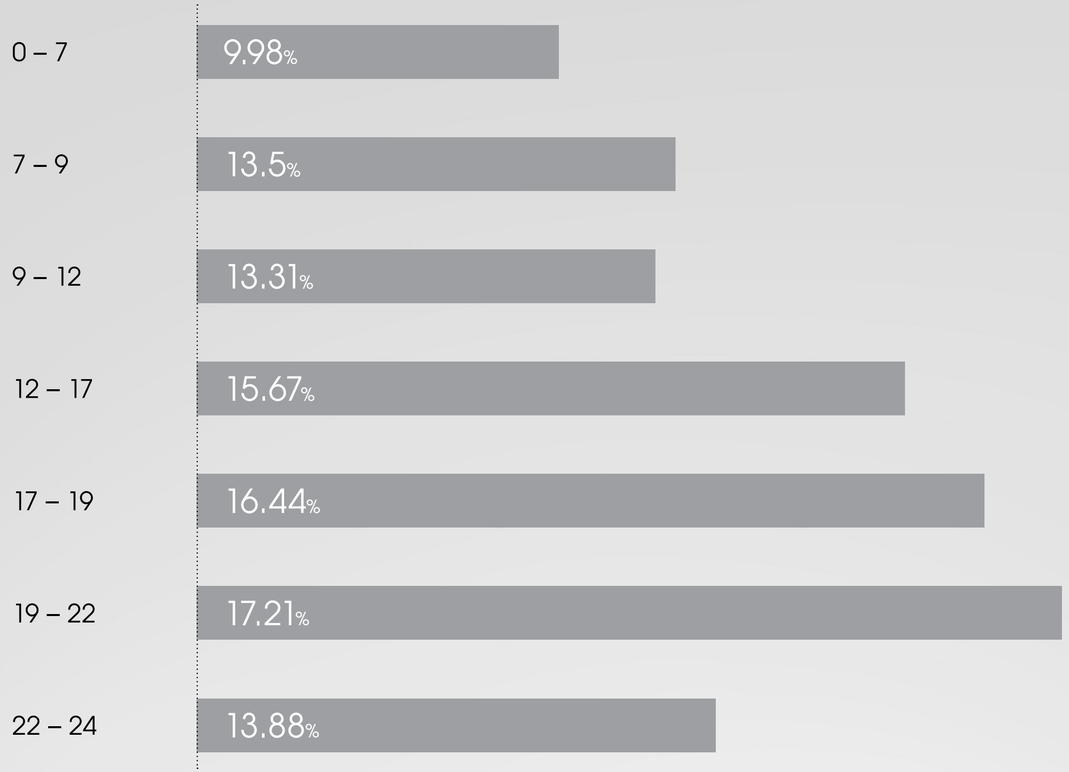
AUDIENCE:
WHEN & WHERE



Audience: When & Where

THE CHANNEL IS WATCHED AROUND THE CLOCK

Audience distribution by time slot



SOURCE: PROGRESS CONSULT

Audience distribution by location of watching



Audience: When & Where

THE CHANNEL IS ALSO
IN THE OFFICE

SOURCE: PROGRESS CONSULT


THERE IS
NO SPECIFIC
PRIME-TIME
BLOOMBERG IS BEING
WATCHED IN
OFFICES



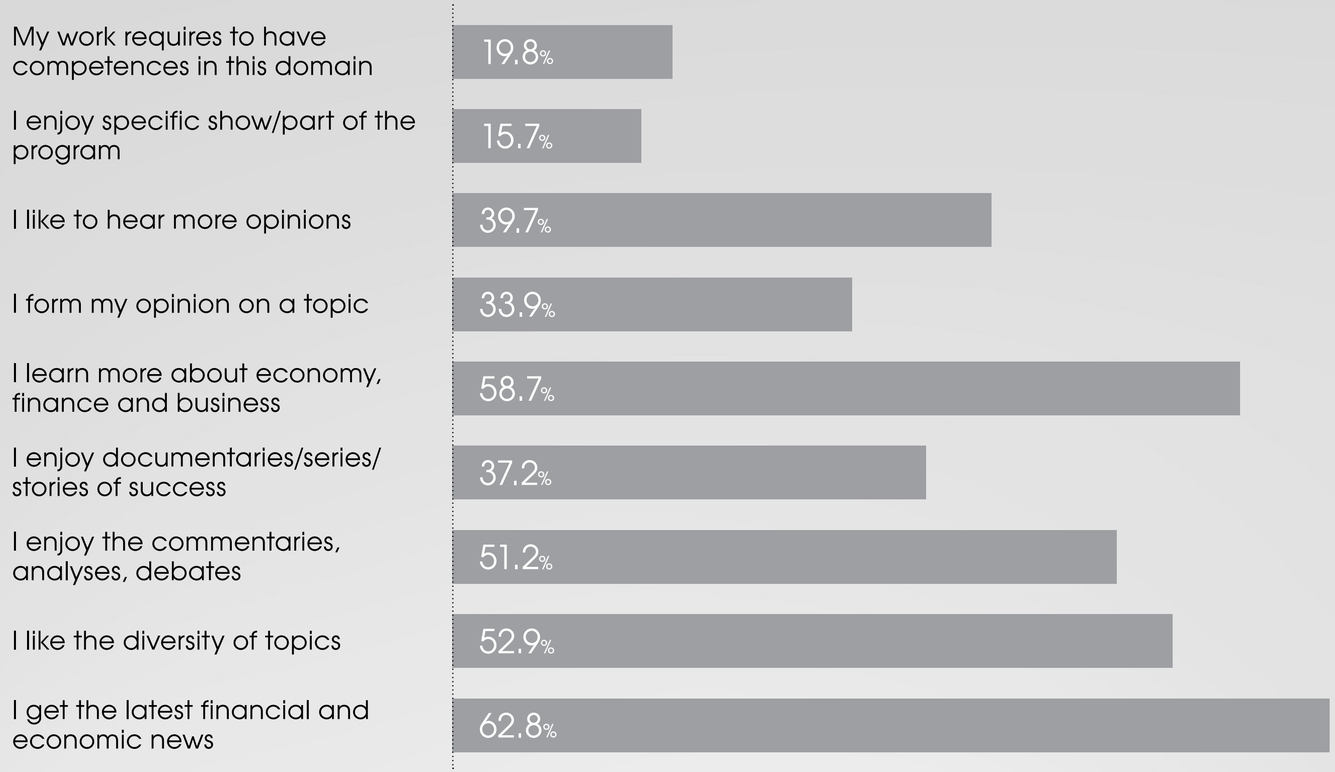
AUDIENCE:
THE
MOTIVATION

Motivation

Audience: The motivation

CIRCA A THIRD OF VIEWERS USE

BLOOMBERG TV BULGARIA AS A CORRECTIVE FOR THEIR OPINION

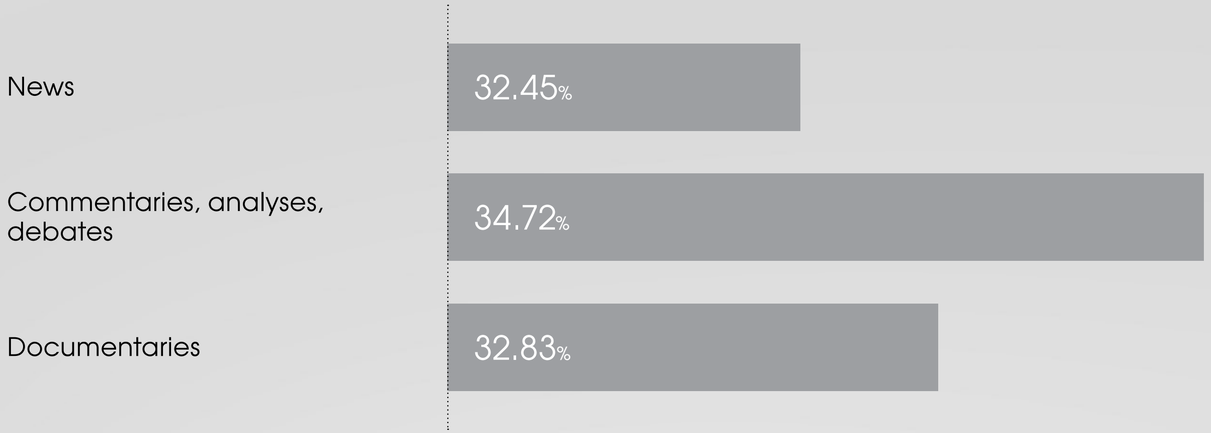


SOURCE: PROGRESS CONSULT

Audience: The motivation

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

Preferred content



SOURCE: PROGRESS CONSULT



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.

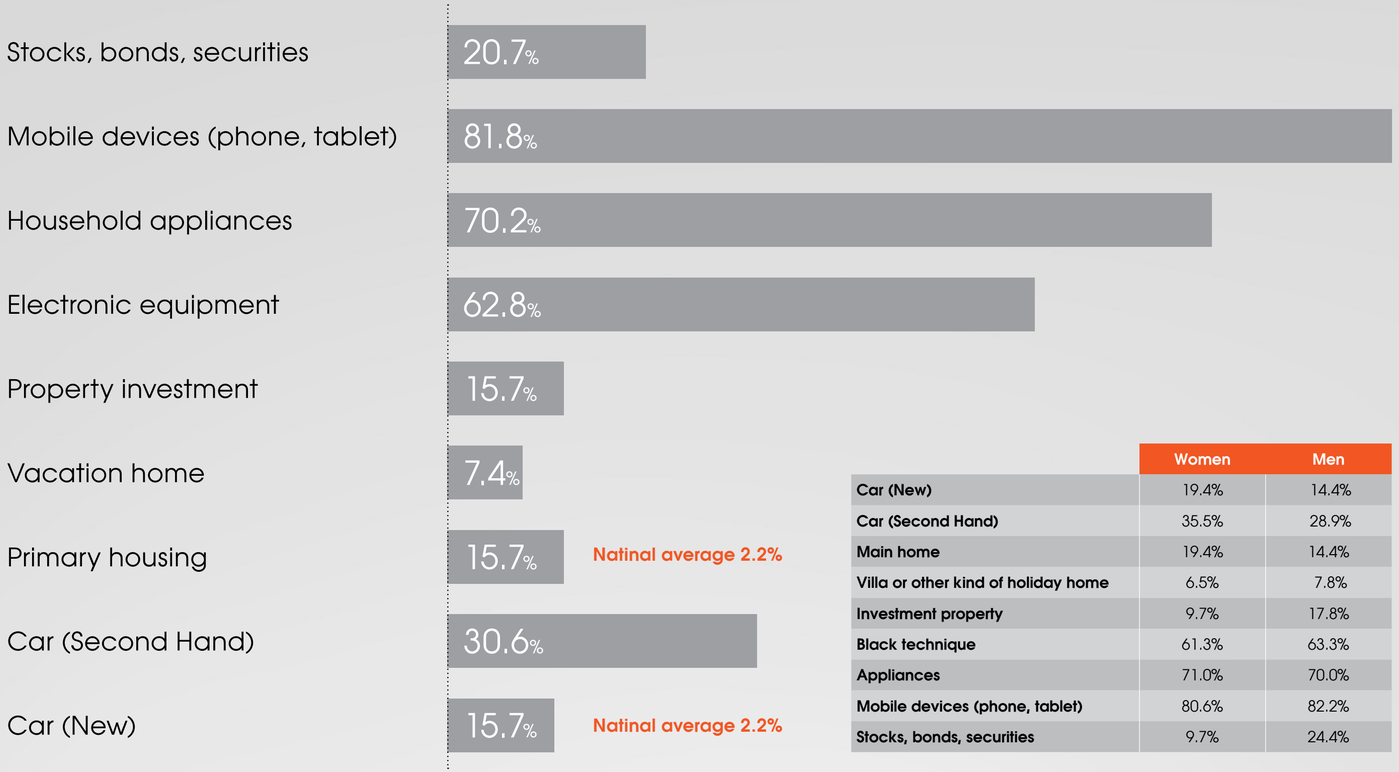


AUDIENCE:
LIFESTYLE

Audience: Lifestyle

HIGH CONCENTRATION OF AUDIENCE WITH HIGH DISPOSABLE INCOME

Bought in the last years



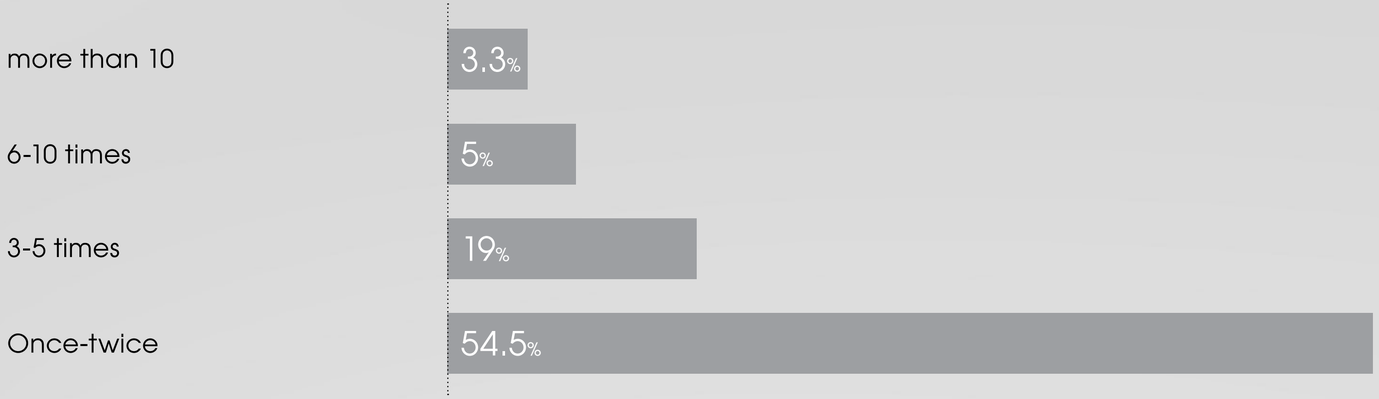
	Women	Men
Car (New)	19.4%	14.4%
Car (Second Hand)	35.5%	28.9%
Main home	19.4%	14.4%
Villa or other kind of holiday home	6.5%	7.8%
Investment property	9.7%	17.8%
Black technique	61.3%	63.3%
Appliances	71.0%	70.0%
Mobile devices (phone, tablet)	80.6%	82.2%
Stocks, bonds, securities	9.7%	24.4%

SOURCE: PROGRESS CONSULT

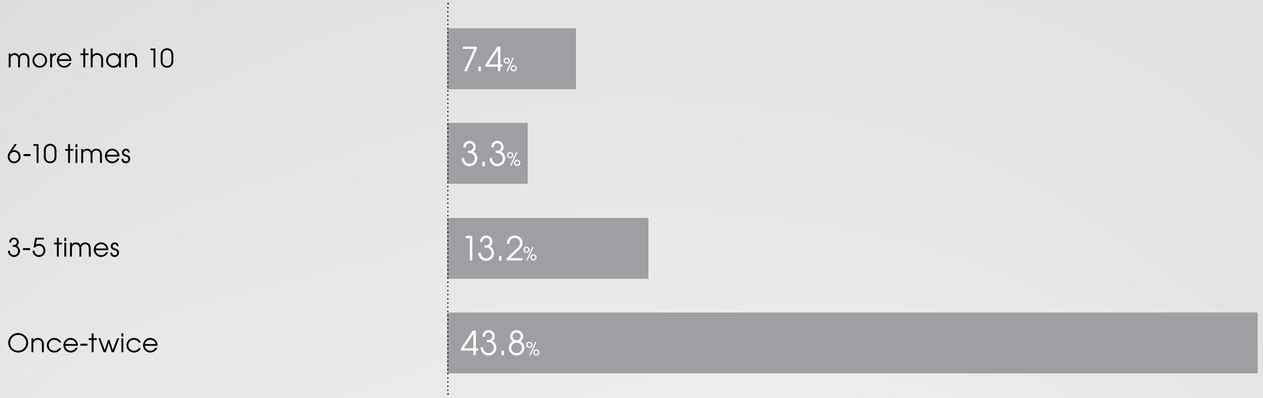
Audience: Lifestyle

ACTIVE TRAVELLERS

Vacation travels



Business trips



SOURCE: PROGRESS CONSULT

Audience: Lifestyle

KEY FIGURES SUMMARY

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

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

SOURCE: PROGRESS CONSULT

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.

SOURCE: PROGRESS CONSULT

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



БИЗНЕС СТАРТ

EN: 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.



В РАЗВИТИЕ

EN: In Progress

Monday - Friday
12:00 PM

The program provides information about market news in Bulgaria and abroad. The host Georgi Mesrobovich presents and comments on market data, political and economic processes, and their reflections on economics.

СВЕТЪТ е БИЗНЕС

EN: World is Business



Monday
08:30 PM

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

СВЕТЪТ е БИЗНЕС

EN: World is Business

Tuesday
08:30 PM

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



СВЕТЪТ е БИЗНЕС

EN: World is Business

Wednesday
08:30 PM

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



СВЕТЪТ е БИЗНЕС

EN: World is Business



Thursday
08:30 PM

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

СВЕТЪТ е БИЗНЕС

EN: World is Business



Friday
08:30 PM

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



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.



ДИАЛОГ ЗА БЪДЕЩЕТО

EN: Dialogue for the Future

Tuesday
09:00 PM

A weekly show on Bloomberg TV Bulgaria, hosted by Yavor Johnev. The program focuses on the strategic importance of education in fostering the economic and social development of Bulgaria.

ЧИСТА ЕНЕРГИЯ

EN: Clean Energy

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.



футуризъм

EN: Futurism

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





UPDATE

Saturday, Sunday
07:30 PM

The newest from the world of high technologies and innovations is here. Antoanet Vasileva 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

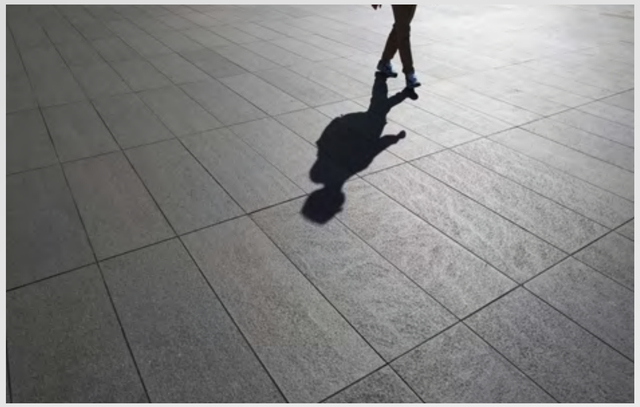
EN: Real Estate

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.

"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

SOURCE: GEMIUS

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
Bulgaria

BUSINESS IS MORE SUCCESSFUL WITH

Bloomberg TV Bulgaria