




[bgonair.bg](https://gonair.bg)



SCHEDULE 2024

ABOUT THE CHANNEL:

Bulgaria ON AIR TV is one of the fourth national TV channels in Bulgaria. It is broadcasted digitally via terrestrial network, over all cable and satellite networks and online on bgonair.bg.

The channel is part of Investor Media Group, including also Bloomberg TV Bulgaria, Bulgaria ON AIR radio, 19 leading websites, the event platform Investor Media PRO, 4 magazines and VUZF university.

Accents in 2022:

- celebrating the 10th anniversary
- new visual pack
- all content is broadcasted in HD

ABOUT THE AUDIENCE

Bulgaria ON AIR TV reaches a specific audience that differs from the common TV profile in Bulgaria:

- 34% more viewers from Sofia and the big cities
- 24% more highly educated viewers
- 20% more heads of the households
- 5,61% are owners or shareholders, which is about twice more compared with the average profile indicators

NEWS AND BROADCASTS



BULGARIA IN THE MORNING

from Monday to Friday
09:30 AM - 11:30 AM

hosts: Mariya Konstantinova
and Victor Dremsizov

The morning show wakes up us with a portion of recent news, in-depth discussions and key social and political topics. The program strives to distinguish worth seeing events, stories and achievements.

Since 2024, an AI-generated presenter has joined the team.



NEWS ON AIR

from Monday to Friday

1:00 PM / 03:00 PM / 05:00 PM /
06:00 PM / 09:00 PM

Saturday and Sunday

1:00 PM / 03:00 PM / 06:00 PM / 09:00 PM

The evening broadcasts start earlier than those of the other national TV channels. The News ON AIR team strives to provide on-time accurate information, presenting topics in balance.

AI

FLASH NEWS ON **AIR**

Since 2024, journalists through their avatars represent real-time hot news on social media daily.



STRAIGHT TO THE POINT

from Monday to Friday | 05:30 PM

host: Dimitar Abrashev

The program focuses on social topics, connected with the quality of life.



THE DAY ON AIR

from Monday to Friday | 06:45 PM

host: Ganiela Angelova

The evening publicist broadcast presents news with comments. Famous political and economic experts analyse key topics of the day.



BRUSSELS 1

every **Saturday** | 05:00 PM

host: Milena Milotinova

The broadcast makes the latest EU decisions more visible. You may also find interviews with political leaders, customer's insights, latest news and regulations.



OPERATION “HISTORY”

every Sunday | 04:30 PM

host: Rosen Petrov

The broadcast is reserved territory for iconic persons and events, famous and less-known facts from Bulgarian and world history. This is the top-rating program of the channel.



MONEY.BG

every Saturday | 04:00 PM

host: Georgi Minev

The economic broadcast consists of proven experts from the website money.bg. The team discusses key business topics, presenting the economics in an understandable manner and educating the audience on how to make well-informed decisions.

FILMS AND SERIES

БЪЛГАРСКИ

СЕРИАЛ

BULGARIAN SERIES

**ON
AIR**

BULGARIAN
SERIES



OUR GREAT TV HERITAGE

Favorite movies and series every evening | 07:30 PM



СЕРИАЛ

SERIES

ON
AIR

PREMIERE
SERIES



TRUE TREASURES FROM NEAR AND FAR

every evening | from 09:30 PM

ДОКУМЕНТАЛЕН

ФИЛМ

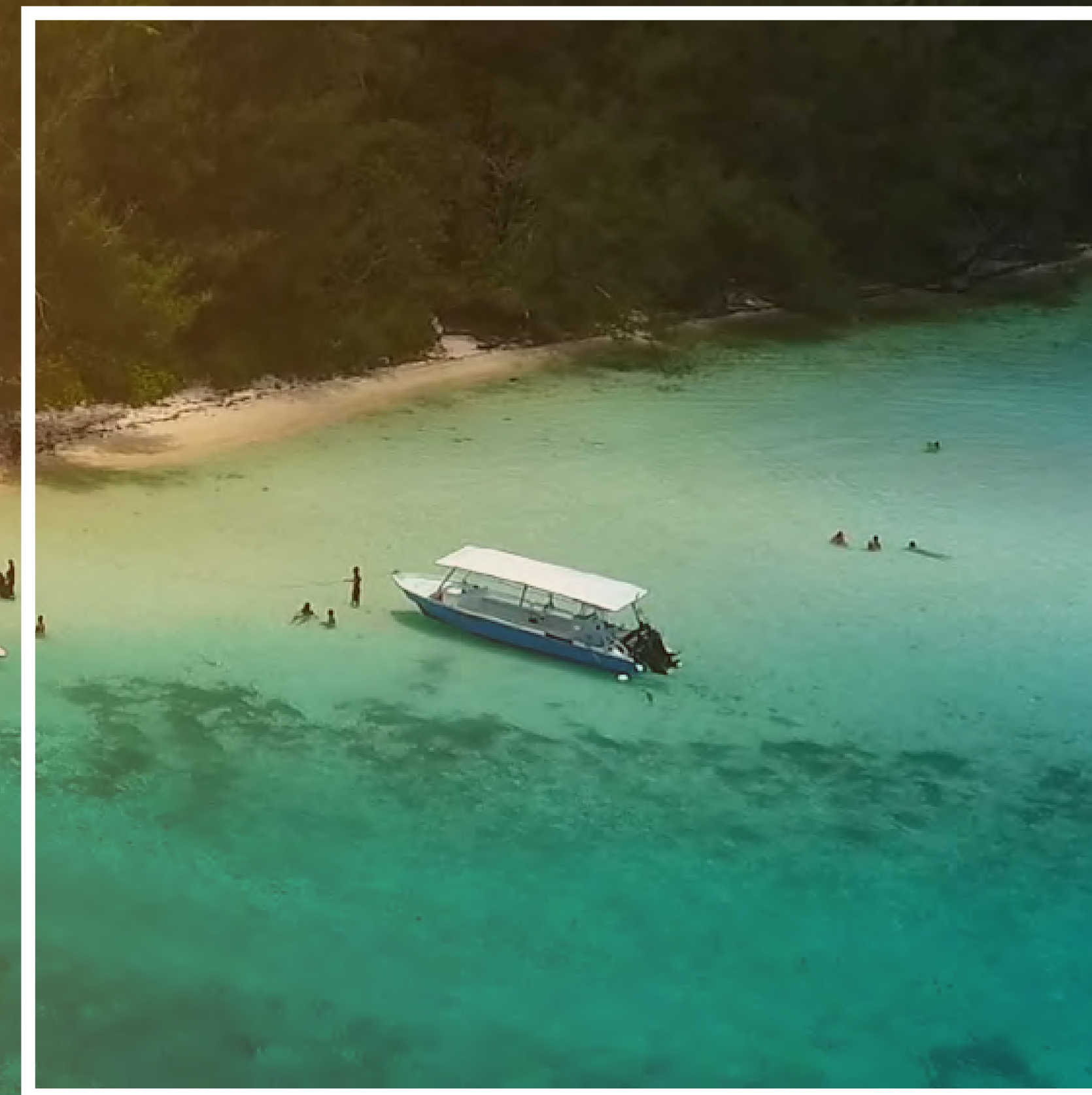
DOCUMENTARIES

ON
AIR

DOCUMENTARIES

ADVENTURES, DISCOVERIES, SCIENCE

daily in the program





CAUSE

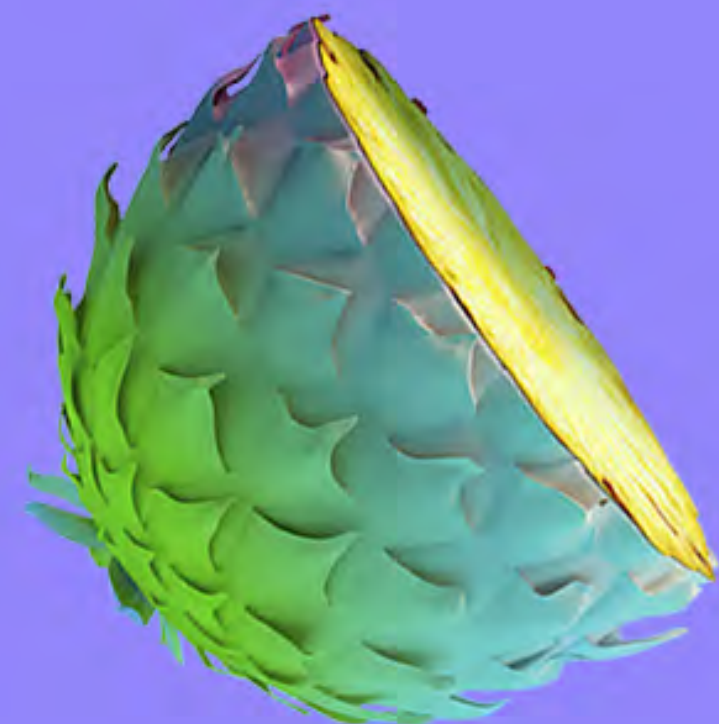


SUPPORTING NEW BULGARIAN CULTURE

Bulgaria ON AIR keeps on supporting new Bulgarian artists and cultural projects. Started in 2019, the campaign makes less-known authors more visible. After the preselection, the chosen products get free two-weeks ad packs and their creators gain additional visibility on social media channels.

More about the project:
<https://onart.bgonair.bg/>

Already realized campaigns: [HERE](#)



Thank you