



bgonair.bg

NEW LOOK.
NEW CONTENT.
2022

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
07:00 AM - 09:00 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.



NEWS ON AIR

from Monday to Friday

1:30 PM / 03:30 PM / 05:30 PM /
06:30 PM / 09:30 PM

Saturday and Sunday

1:30 PM / 03:30 PM / 06:30 PM / 09:30 PM

anchors: Violeta Mancheva
and Konstantin Dinchev

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.



STRAIGHT TO THE POINT

from Monday to Friday | 05:50 AM

host: Dimitar Abrashev

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



THE DAY ON AIR

from Monday to Friday | 07:00 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 | 05:30 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.



Health Line

every Sunday | 09:30 AM

host: Yana Danailova

The show presents health topics from various areas
– nutricaoology, physiology, holistic and conventional medicine.



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.



BOEC.BG

every Sunday | 07:00 PM

host: Desislava Dzhermanska

The only combat sports' broadcast in Bulgaria is a good example of synergy between successful online media and exclusive TV content.



MONEY.BG

every Saturday | 04:30 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

ВРЕМЯ ЗА

КИНО





СЕРИАЛ

SERIES





ДОКУМЕНТАЛЕН

ФИЛМ

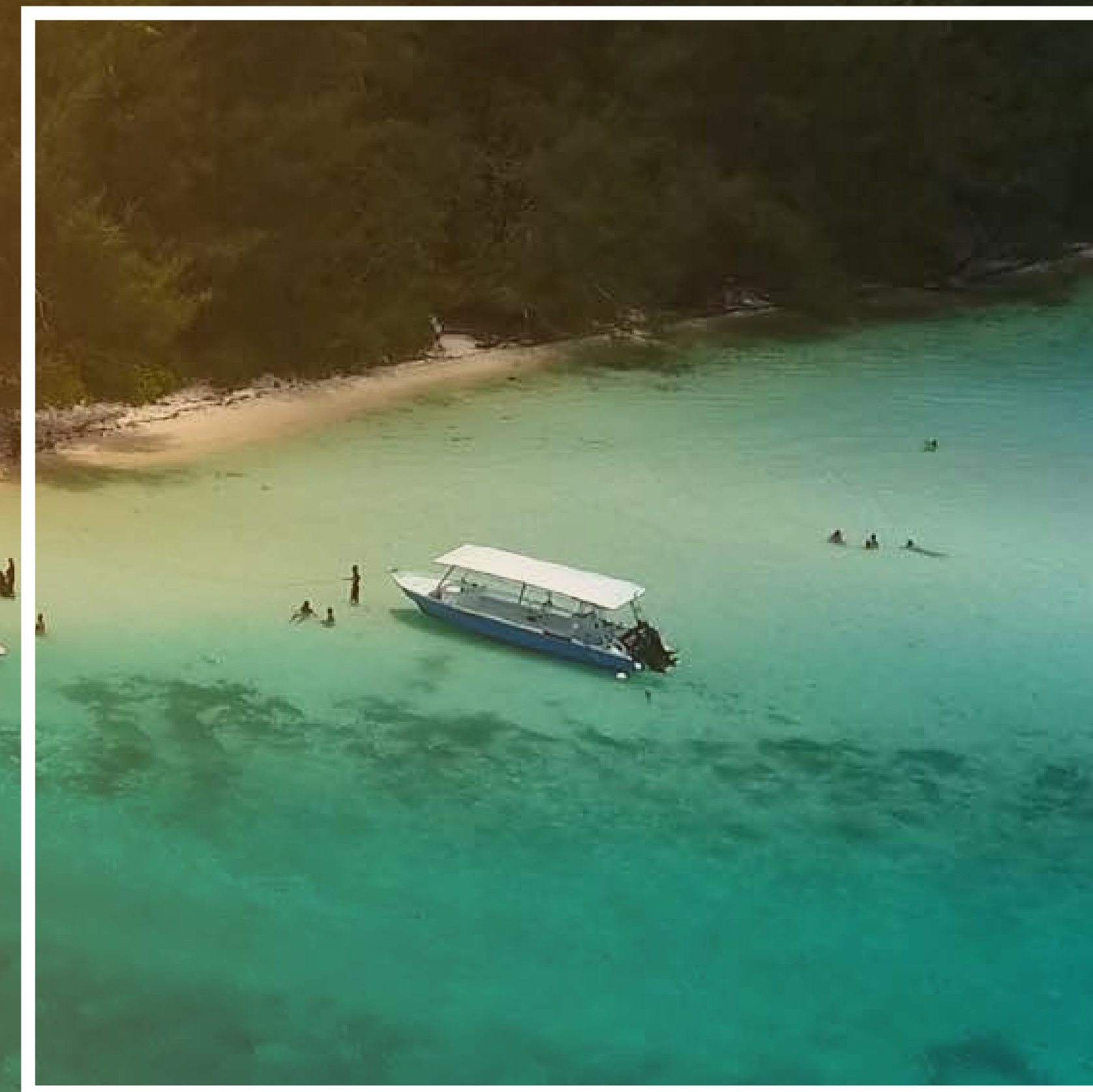
DOCUMENTARIES

ON
AIR

DOCUMENTARIES

ADVENTURES, DISCOVERIES, SCIENCE

daily in the program





CAUSE



SUPPORTING NEW BULGARIAN CULTURE

In 2022 the channel 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