

The background is a curved wall covered in a grid of financial data, including stock indices like FTSE NASDAQ, OMX Baltic 10, Russell 1000, and DWS NASDAQ-100 Volatility. Two professional video cameras on tripods are positioned on either side of the central text, pointing towards the wall. The scene is dimly lit with a warm, orange glow from the wall's display.

THIS IS

Bloomberg TV Bulgaria

AUDIENCE RESEARCH

BUSINESS IS INSPIRATIONAL

Is there something more inspirational than business? You would say "yes". And that's fair.

However, in Bloomberg, we believe that business has the power to get us ahead. Business changes economy and markets, creates stories and stimulates ideas.

Every single step requires high amount of information.

FOR MORE THAN TWO YEARS, BLOOMBERG TV INSPIRES BULGARIA

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

TV AUDIENCE:

DEMOGRAPHY

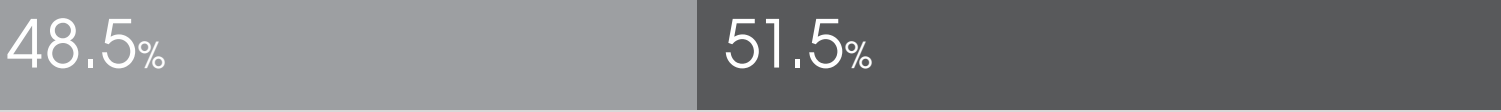




Gender

Women Men

National Average



Bloomberg



Age

Bloomberg National Average

Up to 25 Y



26 - 35 Y



36 - 45 Y



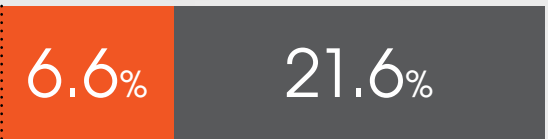
46 - 55 Y



56 - 65 Y



65+



TV Audience: Demography

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



TV Audience: Demography

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

Location

■ Bloomberg

■ National Average

Sofia

47.9%

19.3%

Regional Center

41.3%

32.3%

Small Town

6.6%

24.2%

Village

4.1%

24.1%

89.2%

Education

■ Bloomberg

■ National Average

Higher

76%

29.1%

College

4.1%

6.7%

Secondary

18.2%

52.6%

Primary

1.7%

10%

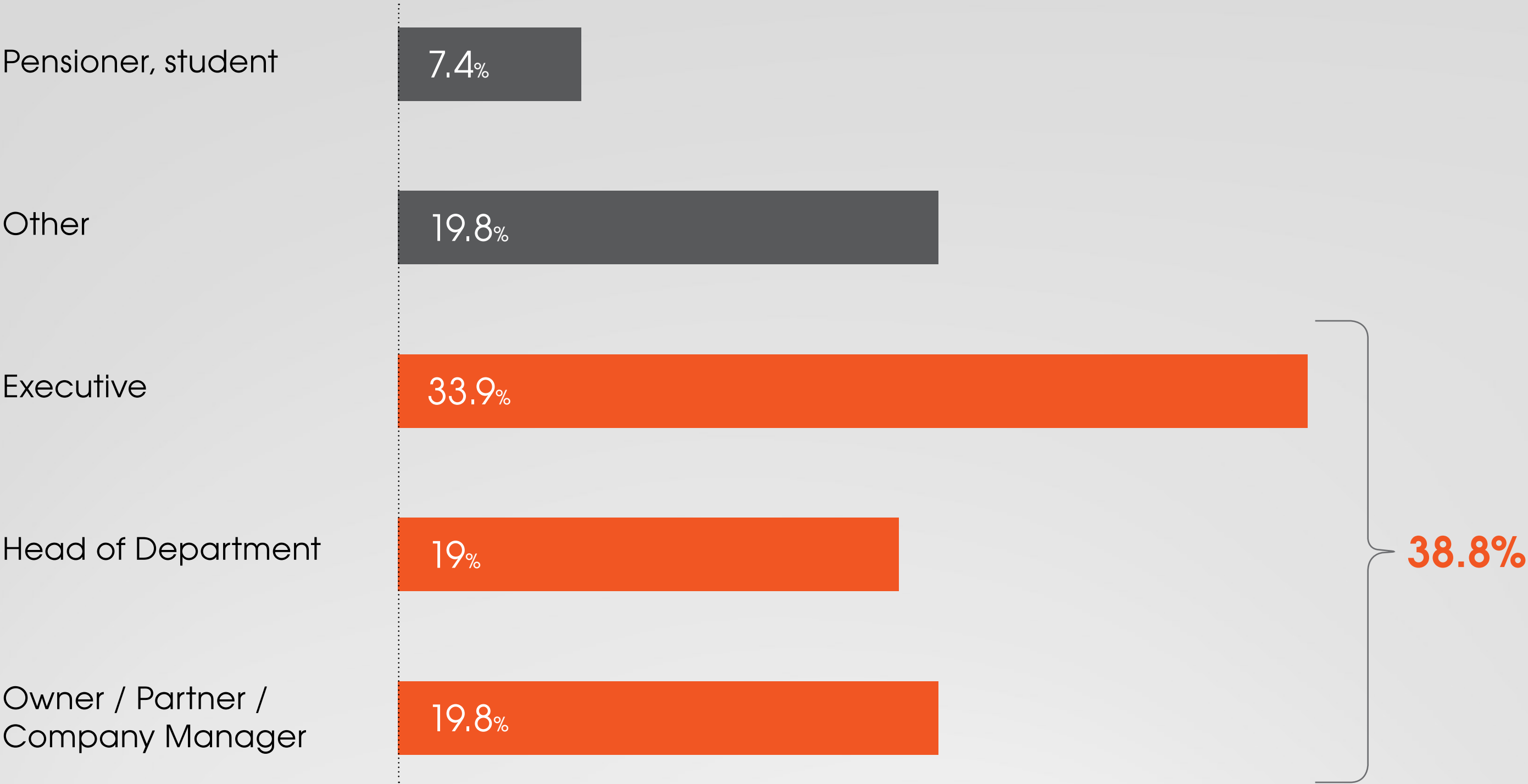
80.1%



Audience distribution by Job position

TV Audience: Demography

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



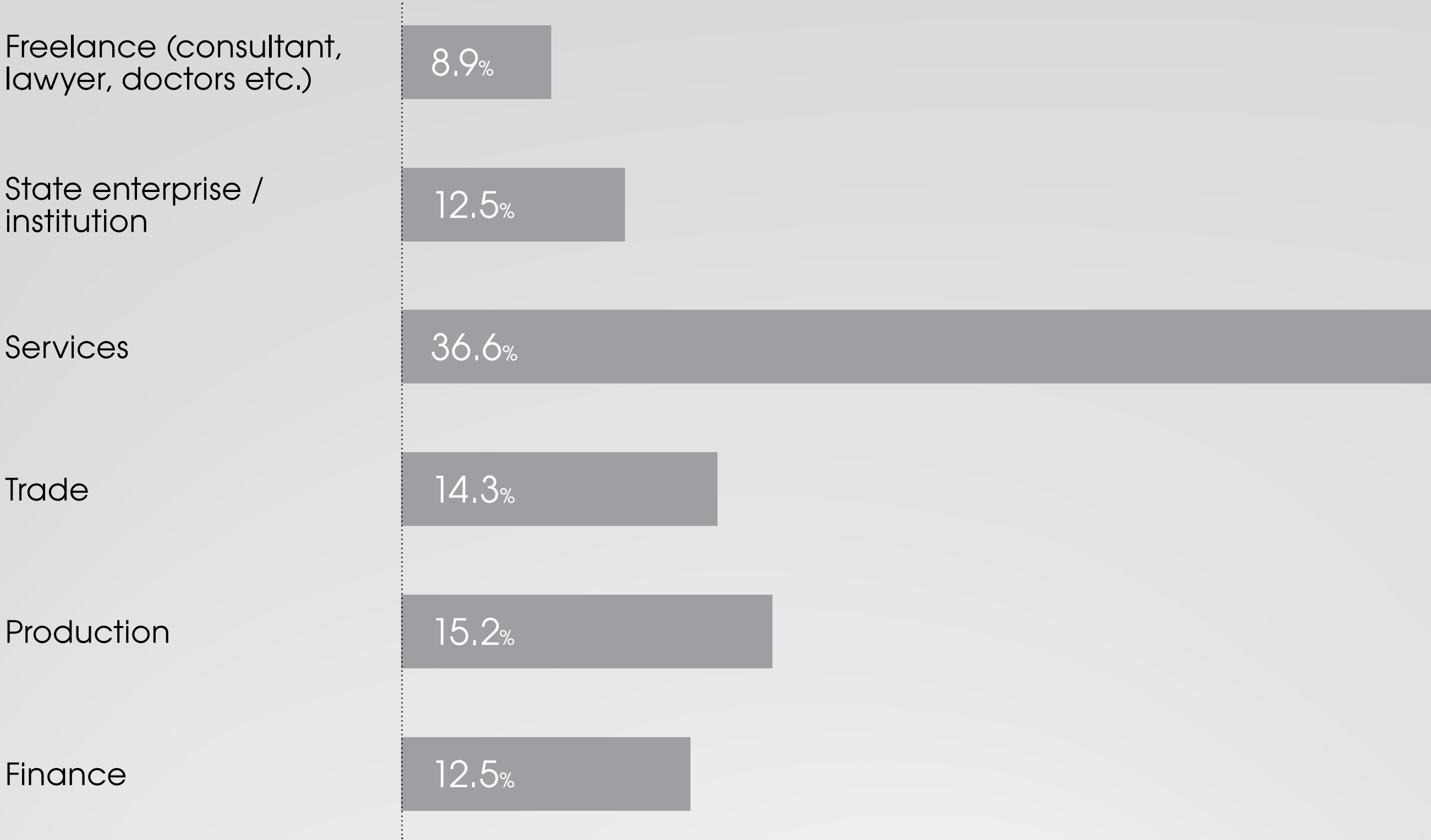


TV Audience: Demography

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%

TV Audience: Demography

KEY FIGURES SUMMARY



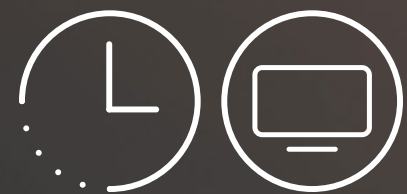
AVERAGE
DAYLY REACH

134 000
VIEWERS

AVERAGE
MONTHLY REACH

376 000
VIEWERS

TV AUDIENCE: WHEN & WHERE

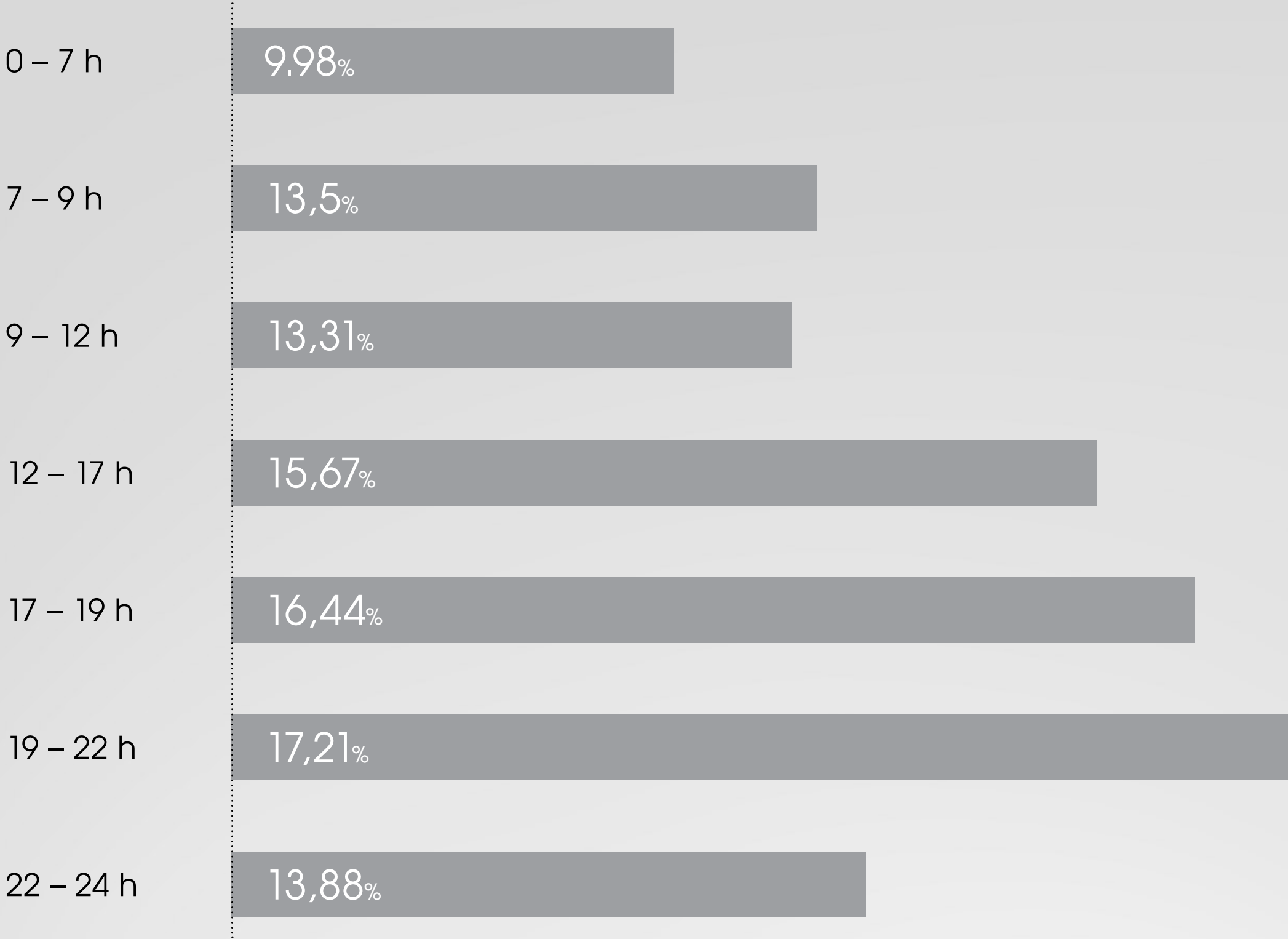




TV Audience: When & Where

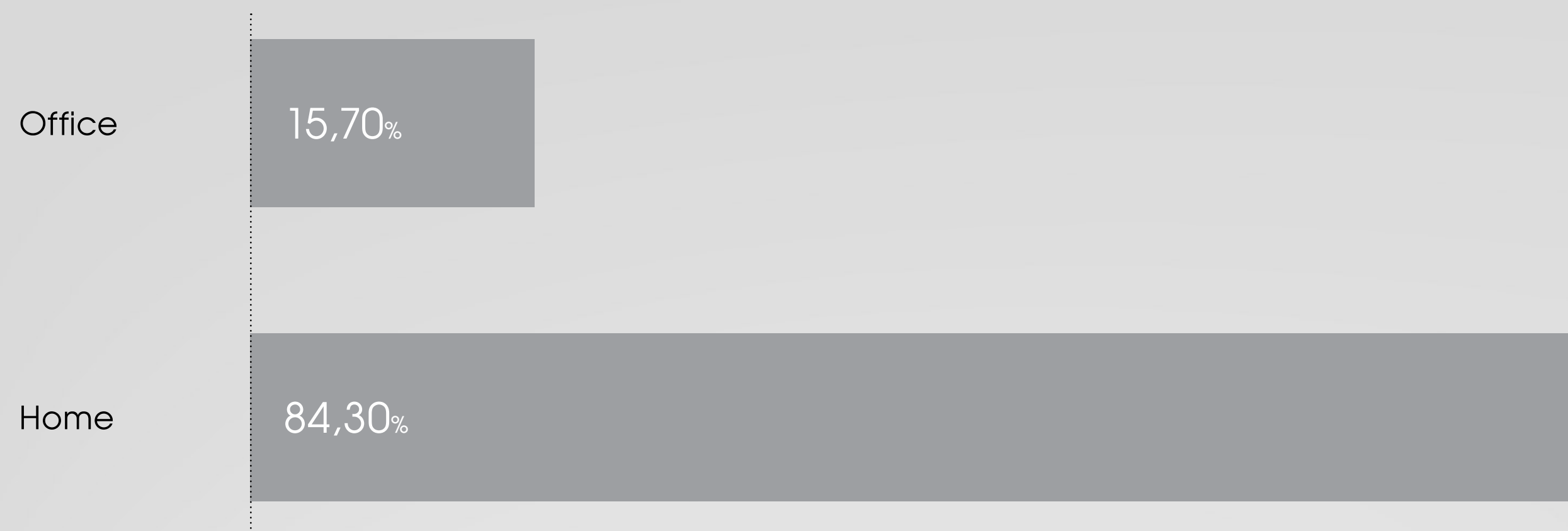
THE CHANNEL IS
**WATCHED
AROUND THE
CLOCK**

Audience distribution by time slot





Audience distribution by location of watching



TV Audience: When & Where

THE CHANNEL IS
IN THE OFFICE

A dark, moody photograph of a person in a business suit. Their hands are clasped together in front of them. A wristwatch with a light-colored face and a dark strap is visible on the left wrist. The background is blurred, suggesting an office environment.

THERE IS
**NO SPECIFIC
PRIME-TIME**

BLOOMBERG IS BEING
**WATCHED IN THE
OFFICES**



TV AUDIENCE: THE MOTIVATION



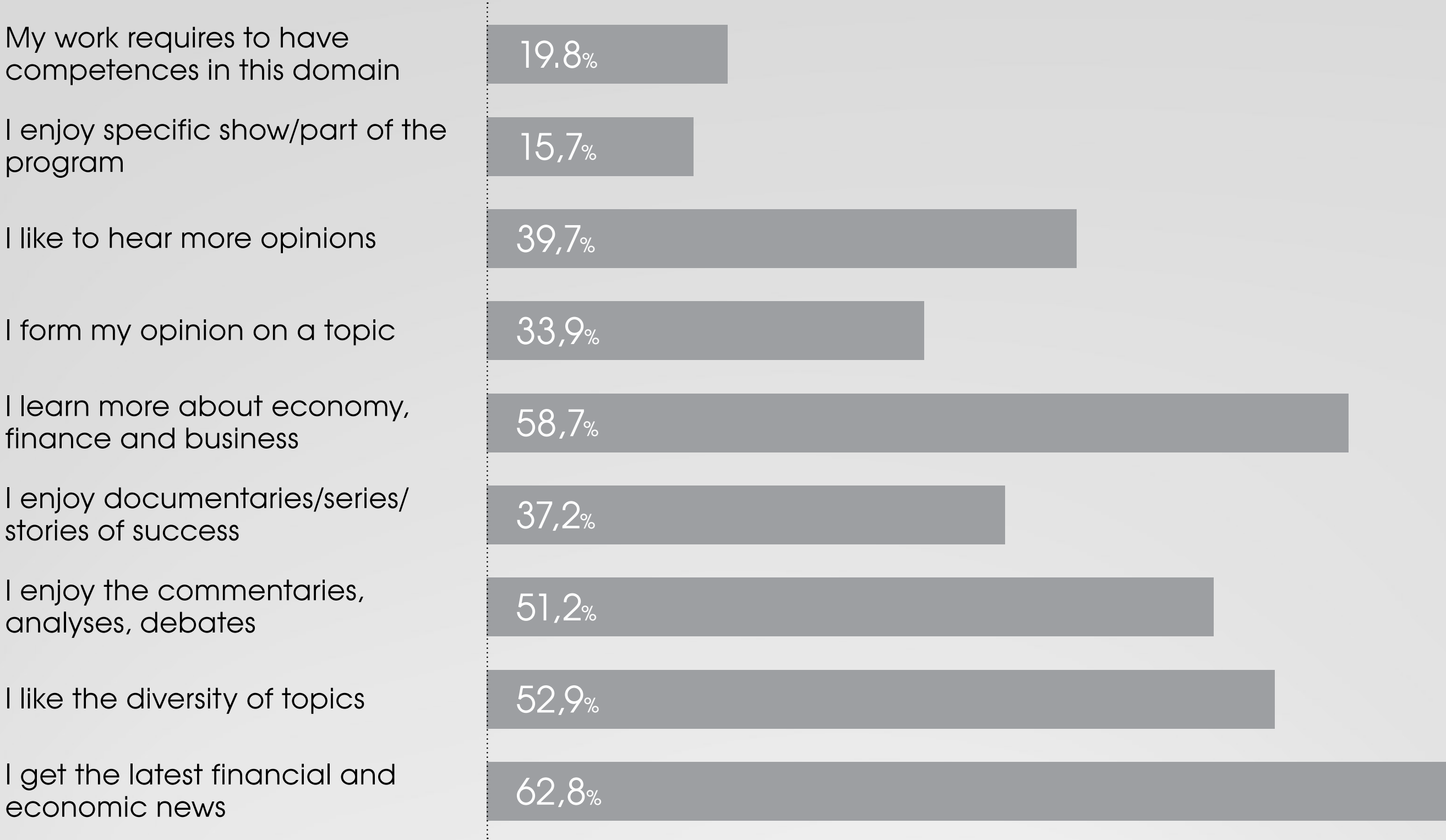


TV Audience: The motivation

CIRCA A THIRD OF
VIEWERS USE

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

Motivation





Preferred content

News

32,45%

Commentaries, analyses,
debates

34,72%

Documentaries

32,83%

TV Audience: The motivation

MOST APPRECIATED BY
THE AUDIENCE ARE THE

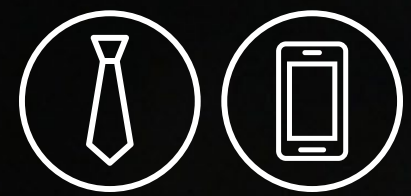
**COMMENTARIES,
ANALYSES, AND
DEBATES**



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

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

TV AUDIENCE: LIFESTYLE



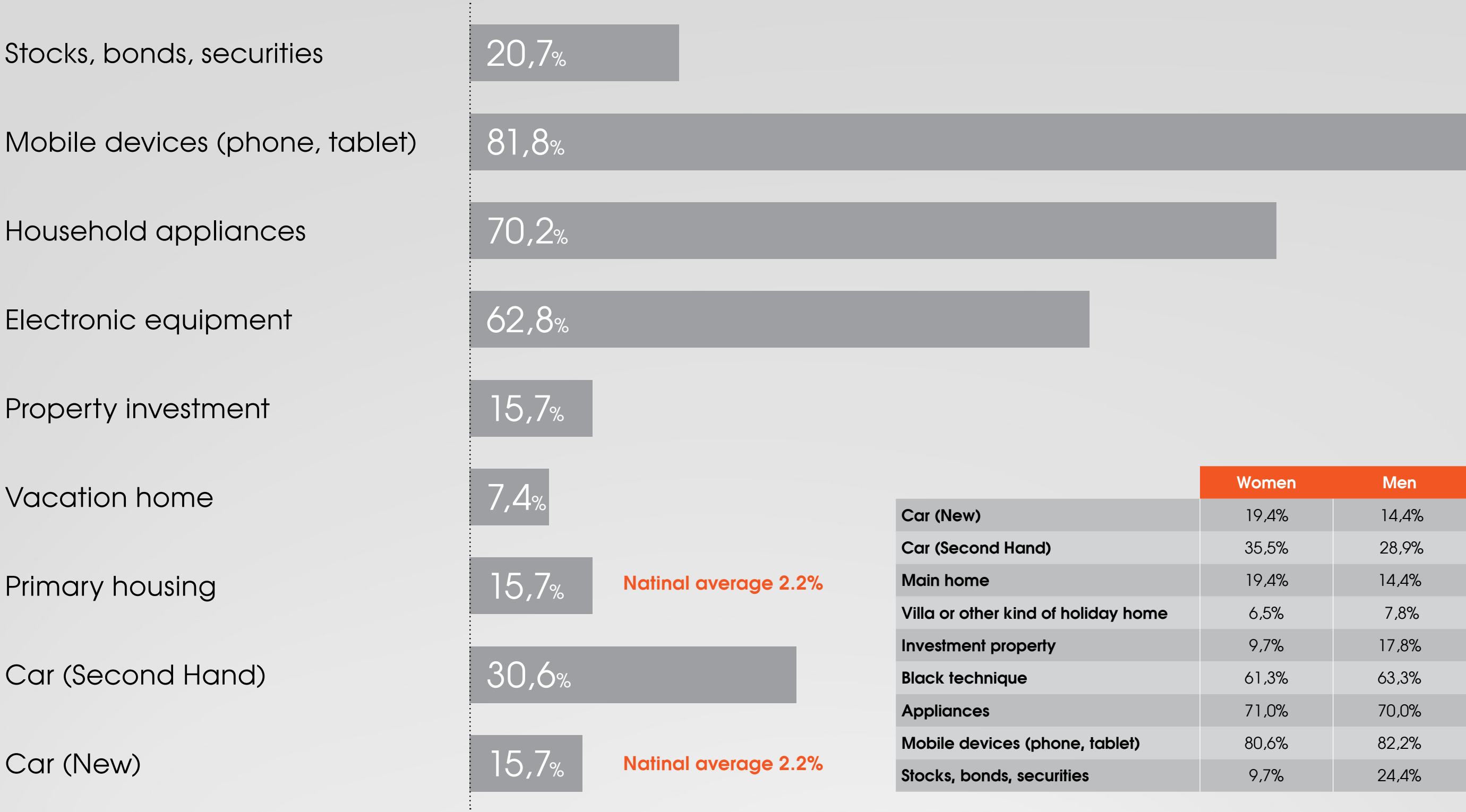


TV Audience: Lifestyle

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

SOURCE: PROGRESS CONSULT, 2018

Bought in the last three years



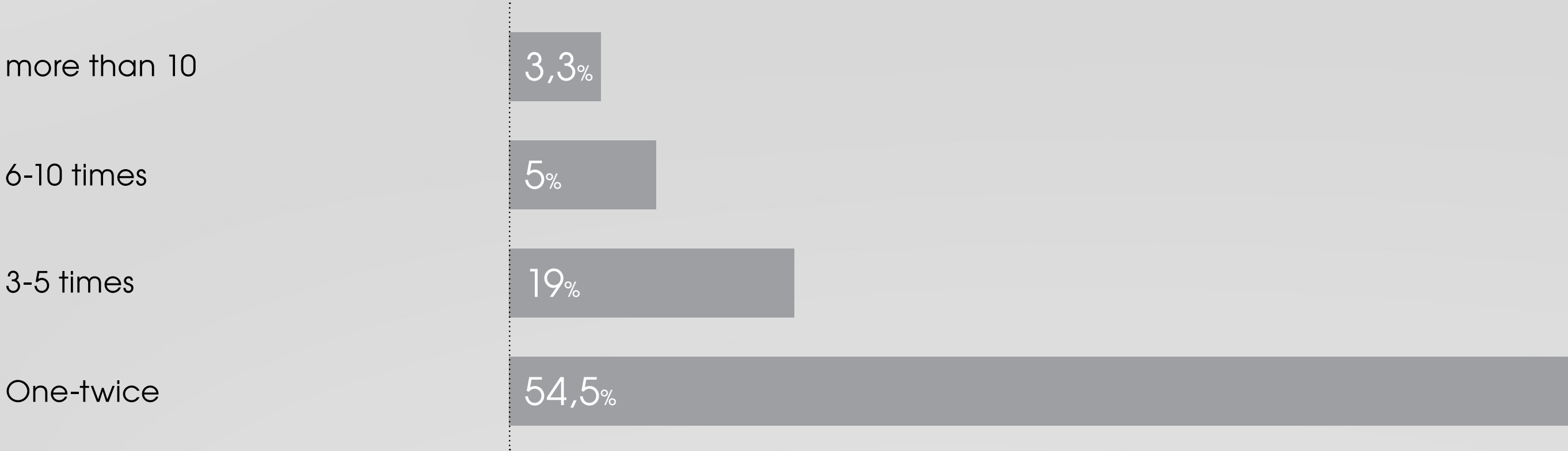


TV Audience: Lifestyle

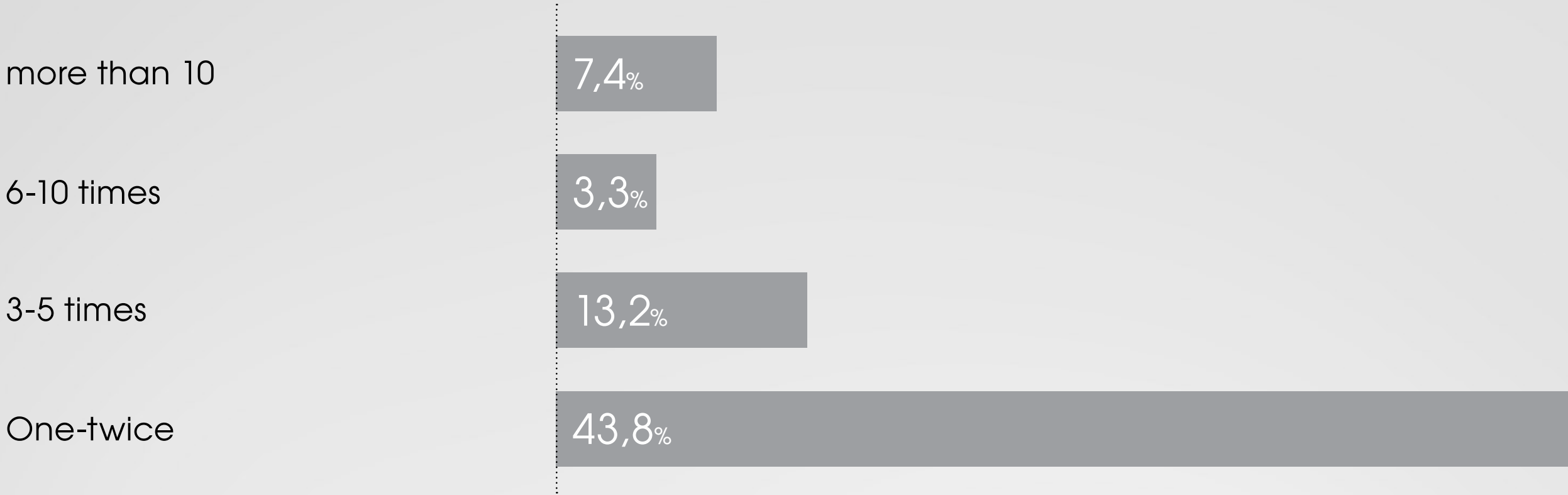
**ACTIVE
TRAVELLERS**

SOURCE: PROGRESS CONSULT, 2018

Vacation travels



Business trips





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

TV Audience: Lifestyle

KEY FIGURES SUMMARY

Unique Sales Capabilities to

MAKE YOU SUCCESSFUL.

Lead with strategy.
Benefit from the uniqueness of Bloomberg.

Bloomberg
TV Bulgaria