

THIS IS

# Bloomberg TV Bulgaria



# BUSINESS IS INSPIRATIONAL

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**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

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- 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

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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:

DEVELOP  
STRATEGY

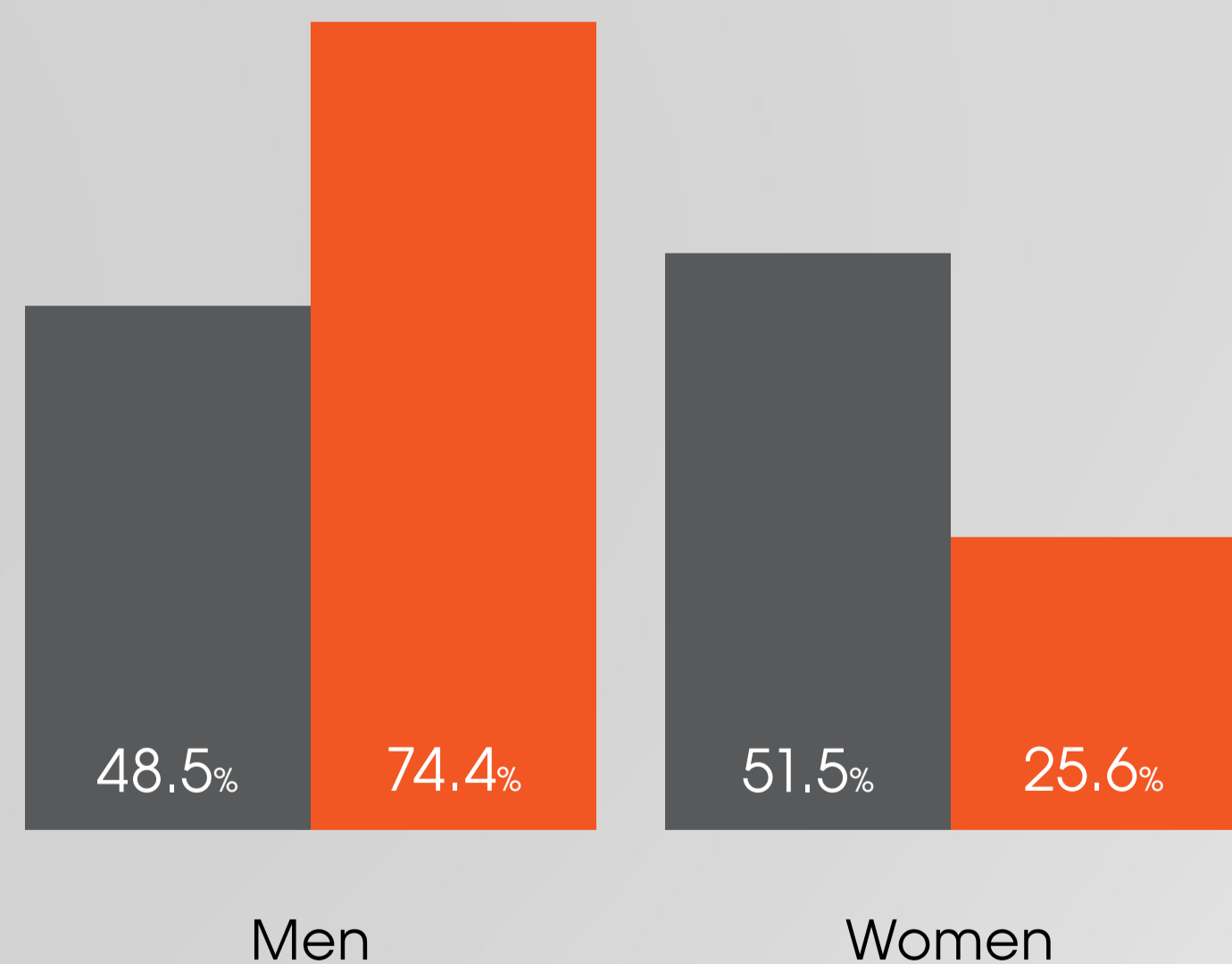




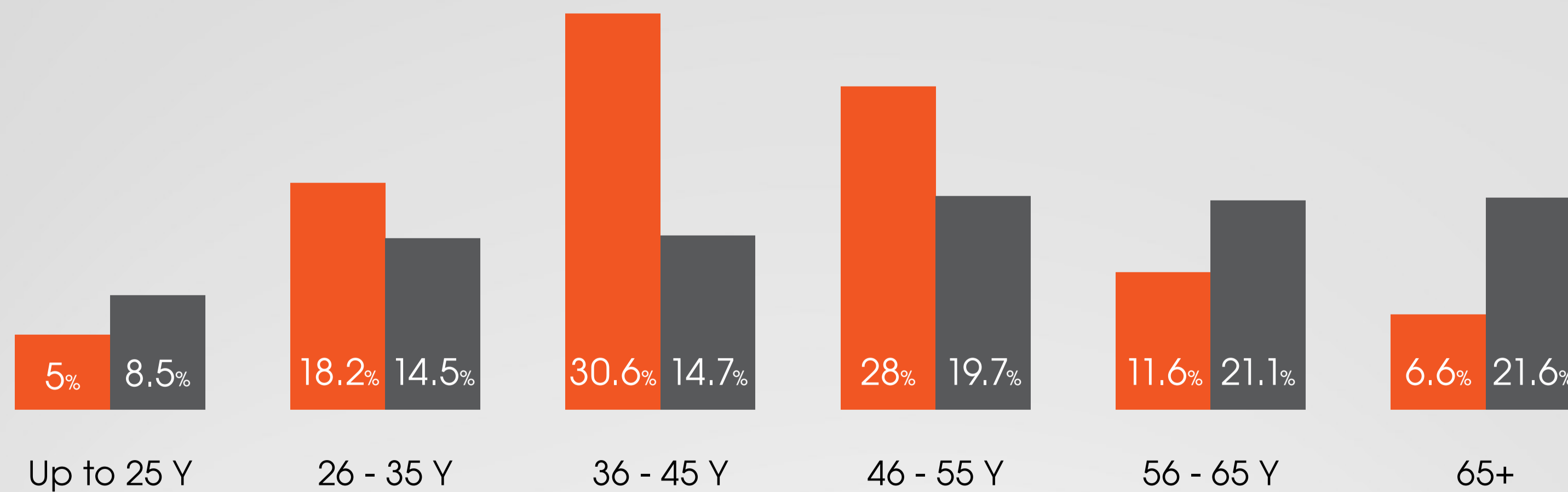
Audience: Demography

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

Gender ■ Bloomberg ■ National Average



Age ■ Bloomberg ■ National Average



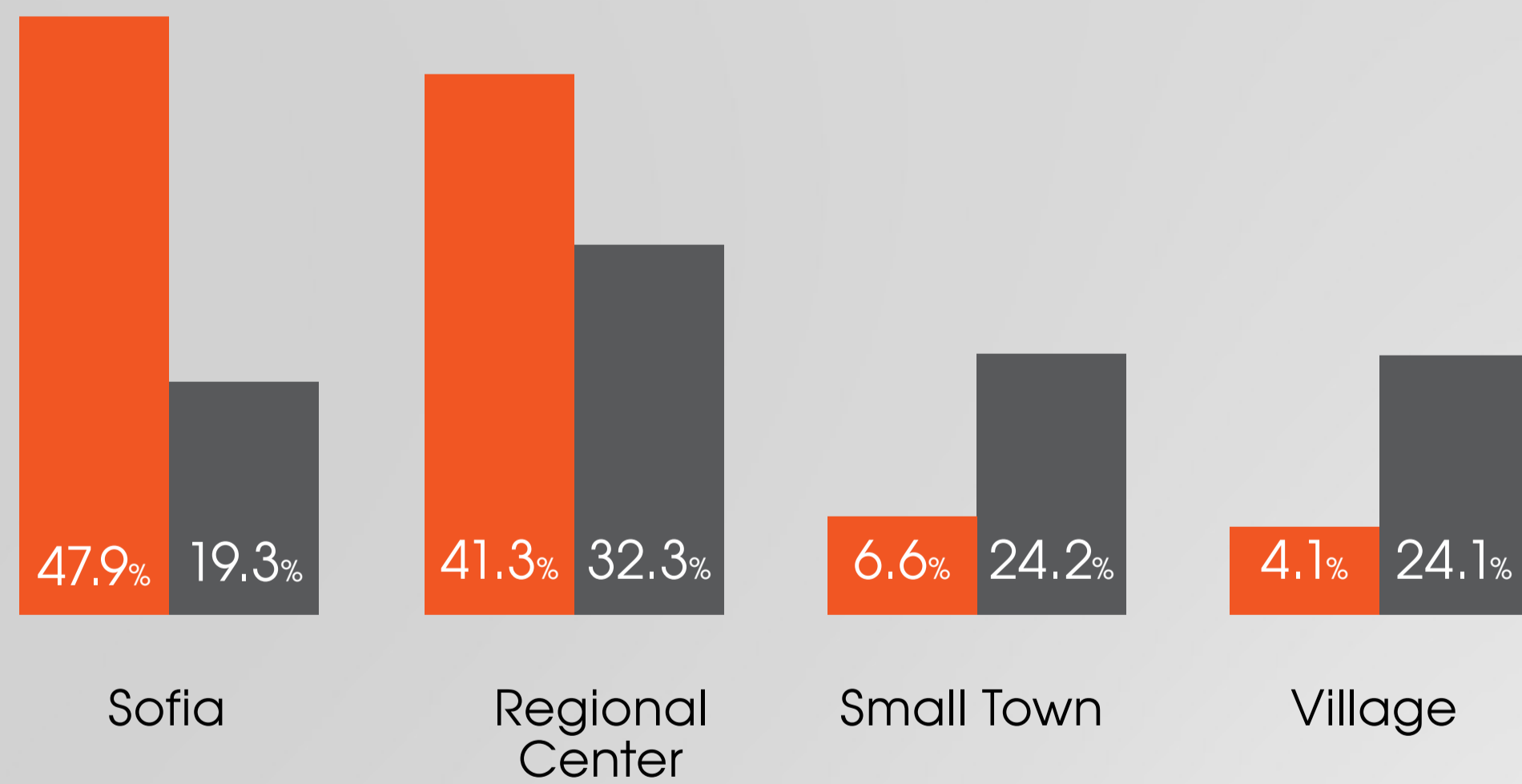


**Audience: Demography**

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

## Location

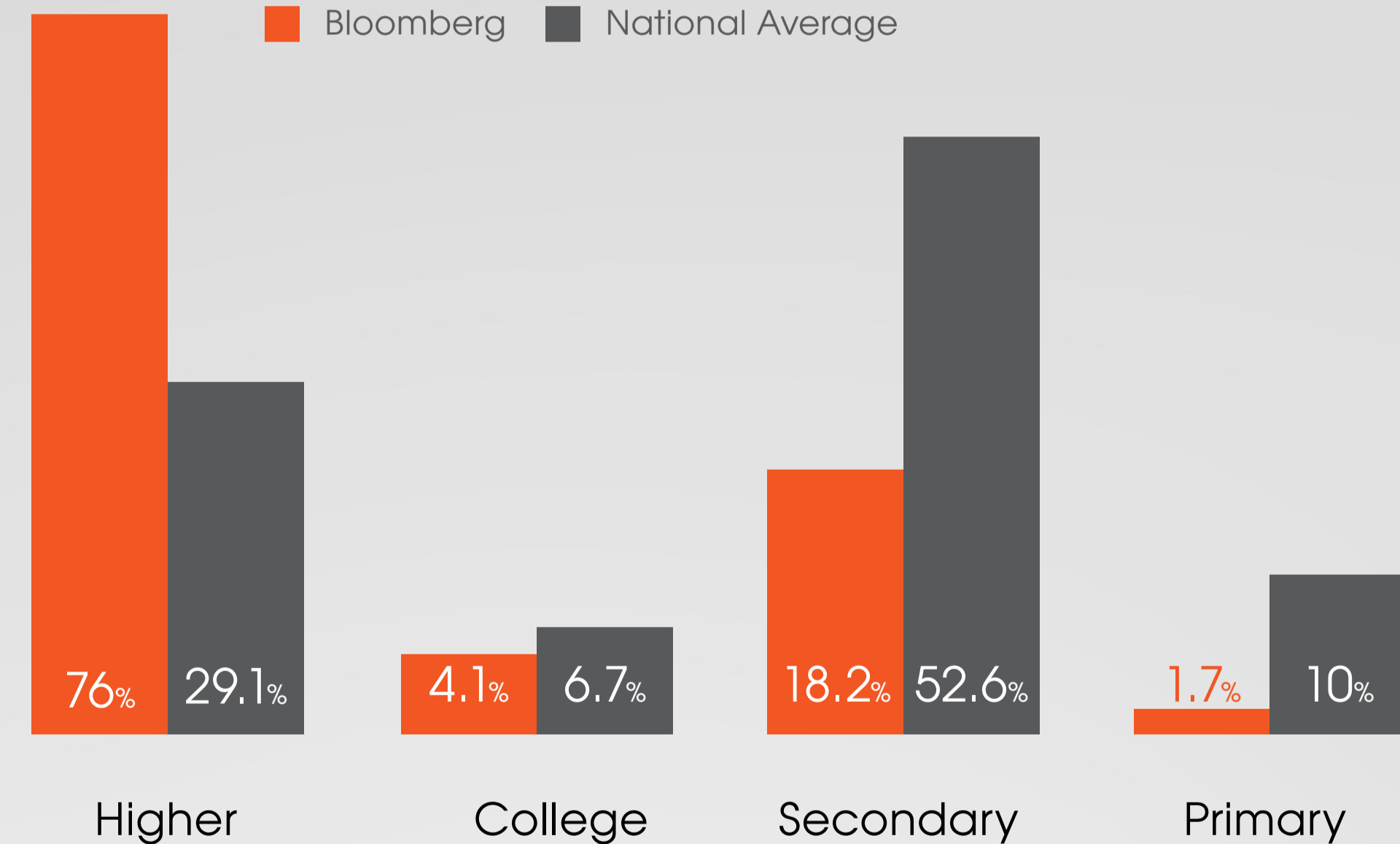
■ Bloomberg ■ National Average



**89.2%**

## Education

■ Bloomberg ■ National Average



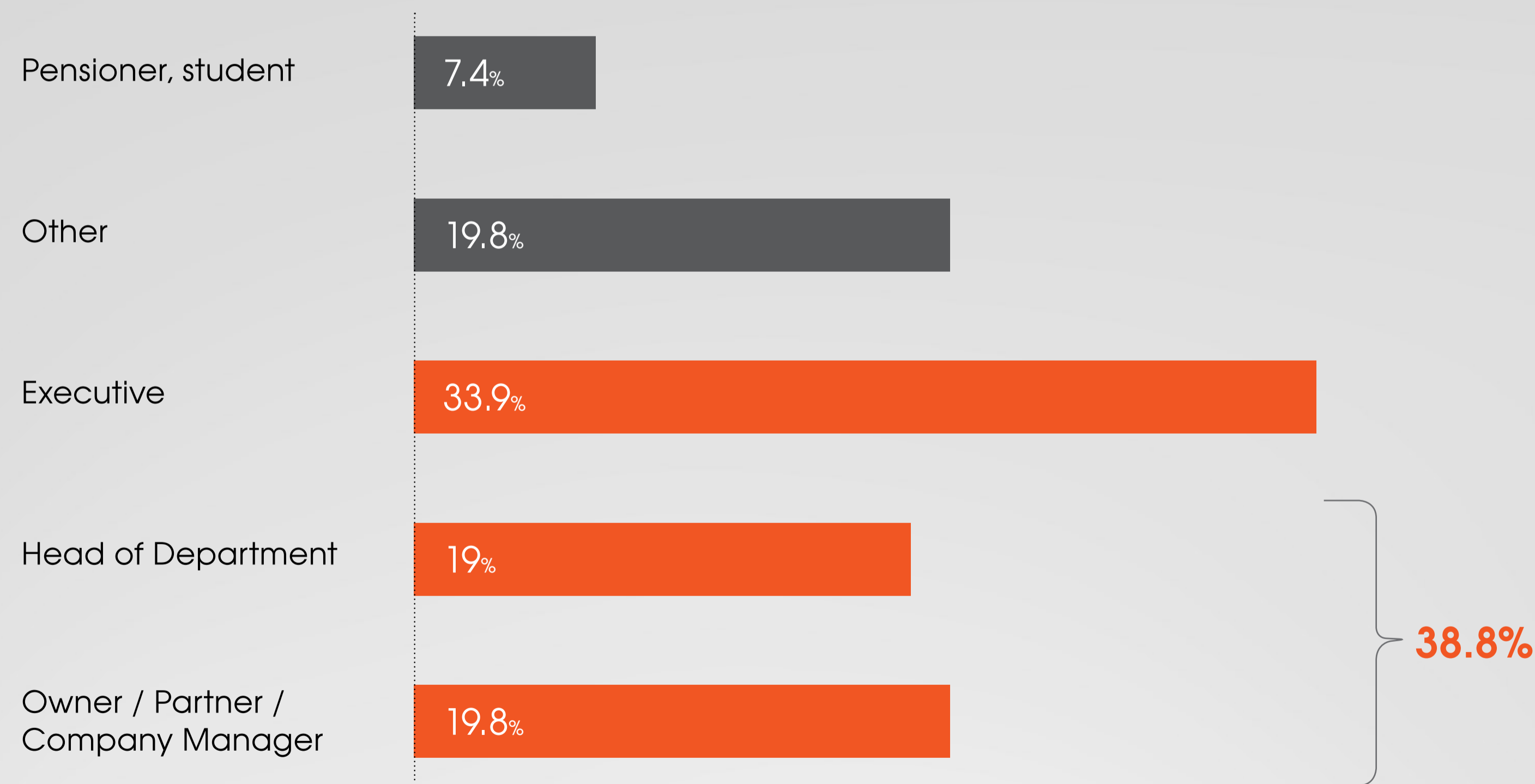
**80.1%**



## Audience distribution by Job position

### Audience: Demography

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







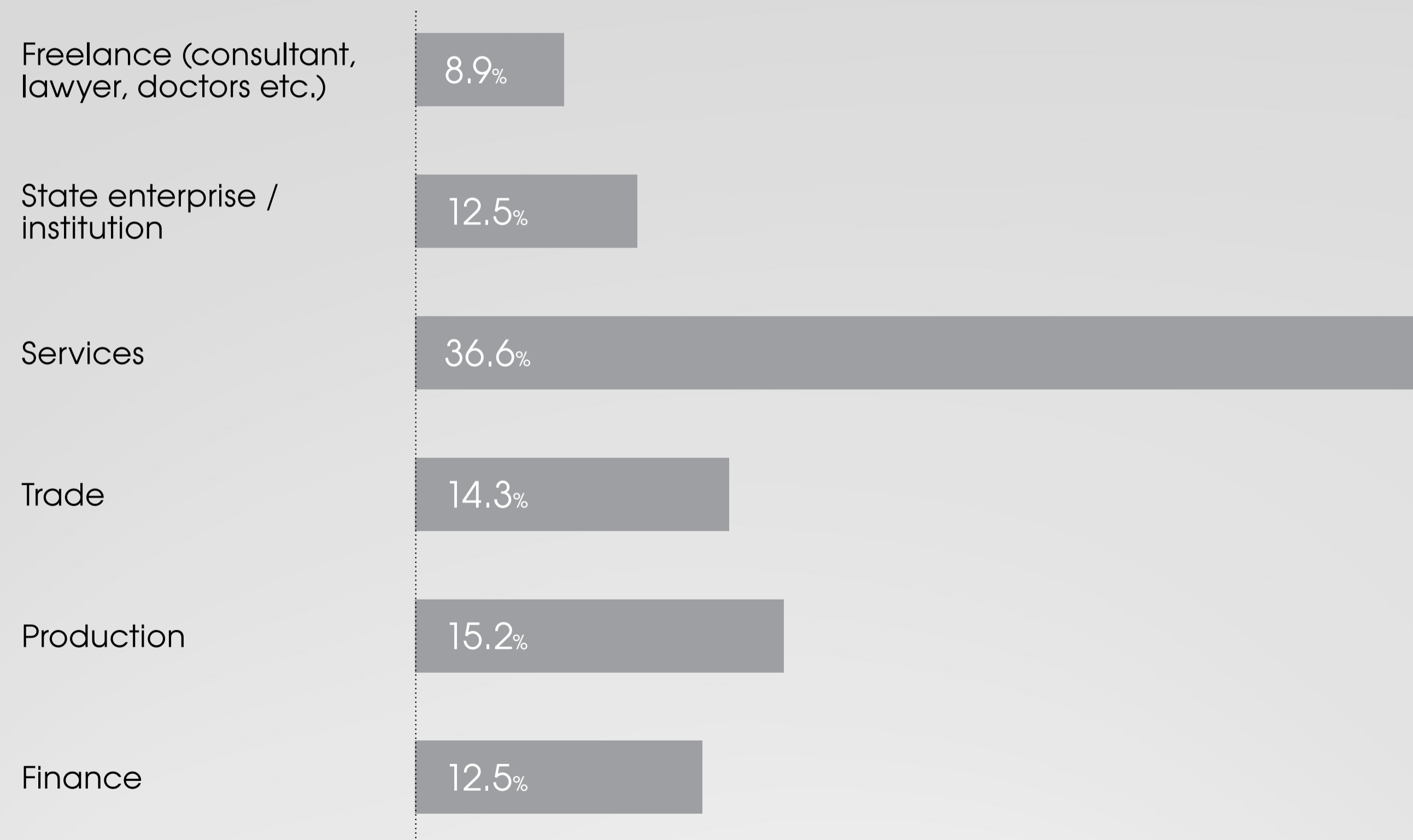
**Audience: Demography**

**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%

Audience: Demography

# KEY FIGURES SUMMARY



AVERAGE  
DAILY REACH

**134 000**  
VIEWERS

AVERAGE  
MONTHLY REACH

**376 000**  
VIEWERS

# AUDIENCE: WHEN & WHERE

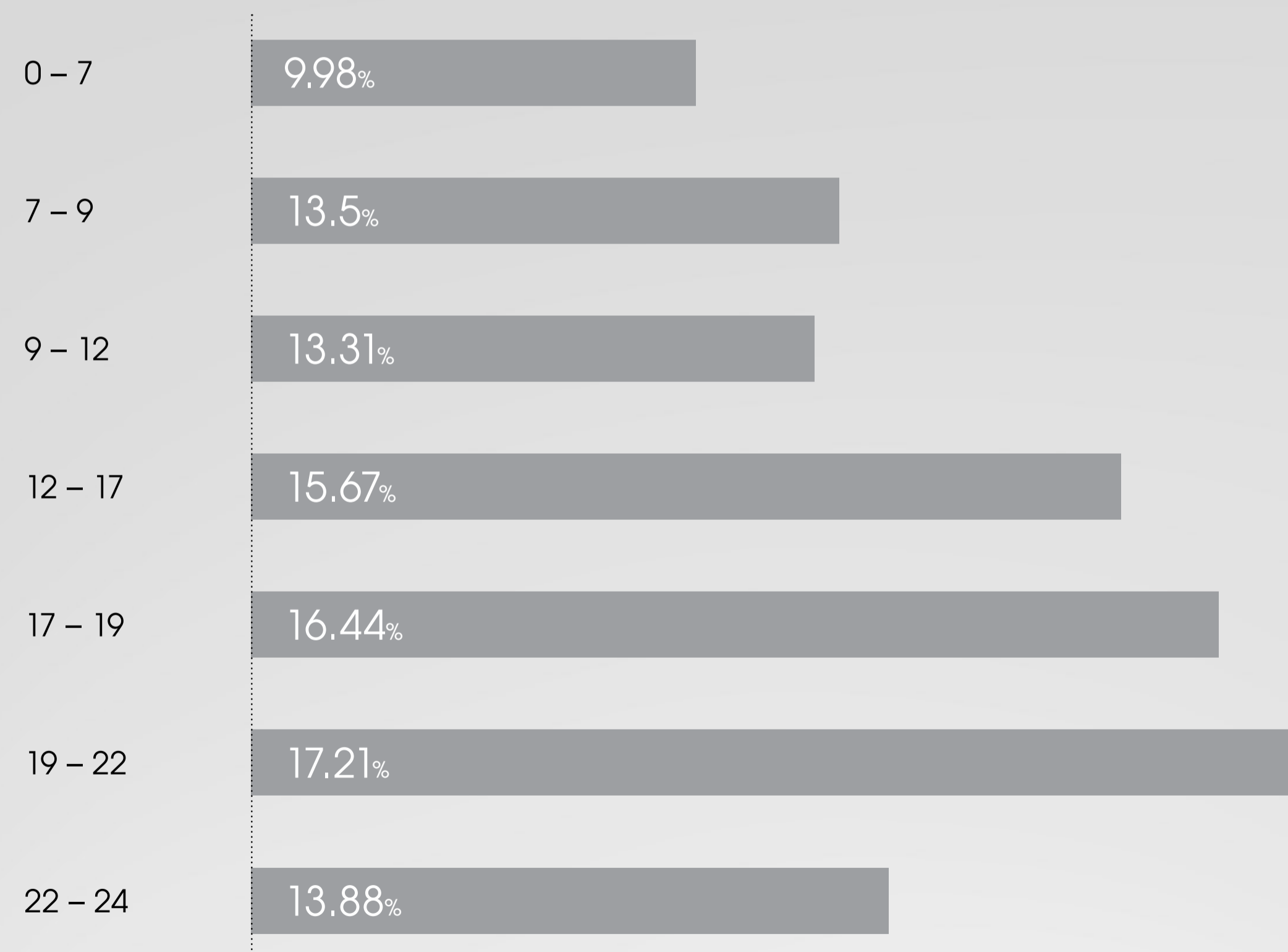




Audience: When & Where

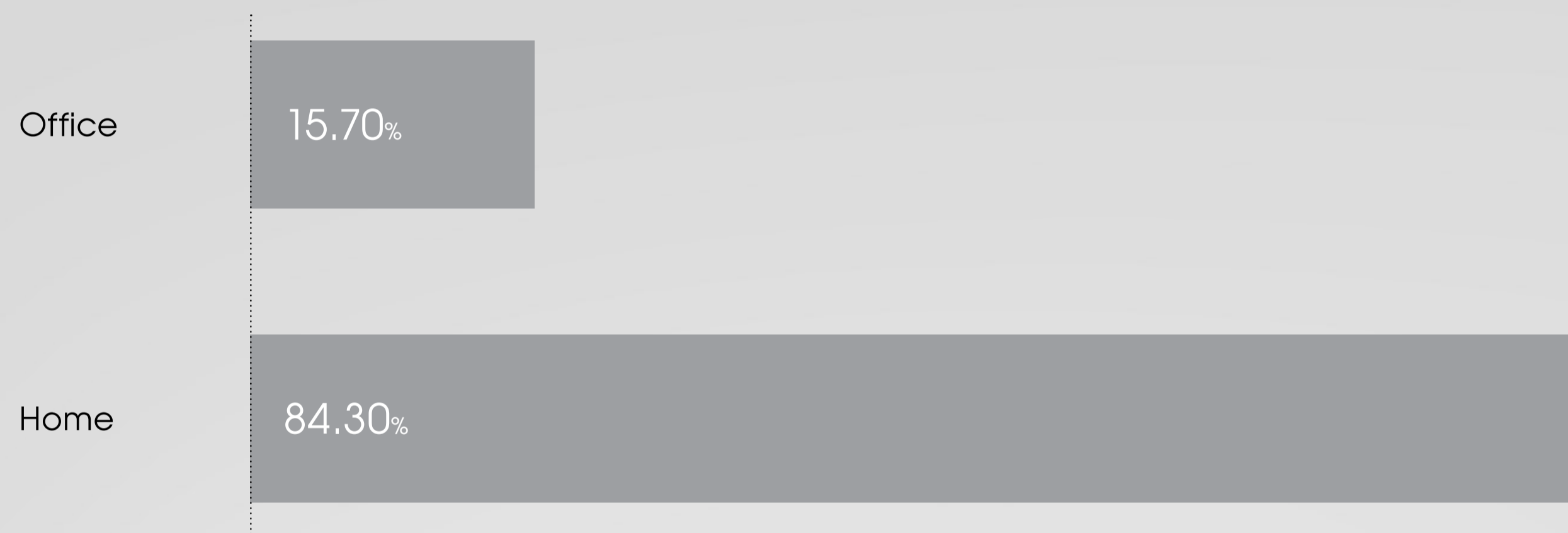
THE CHANNEL IS  
**WATCHED**  
**AROUND THE**  
**CLOCK**

## Audience distribution by time slot





## Audience distribution by location of watching



**Audience: When & Where**

THE CHANNEL IS ALSO  
**IN THE OFFICE**



THERE IS  
**NO SPECIFIC  
PRIME-TIME**

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BLOOMBERG IS BEING  
**WATCHED IN  
OFFICES**



# AUDIENCE: THE MOTIVATION





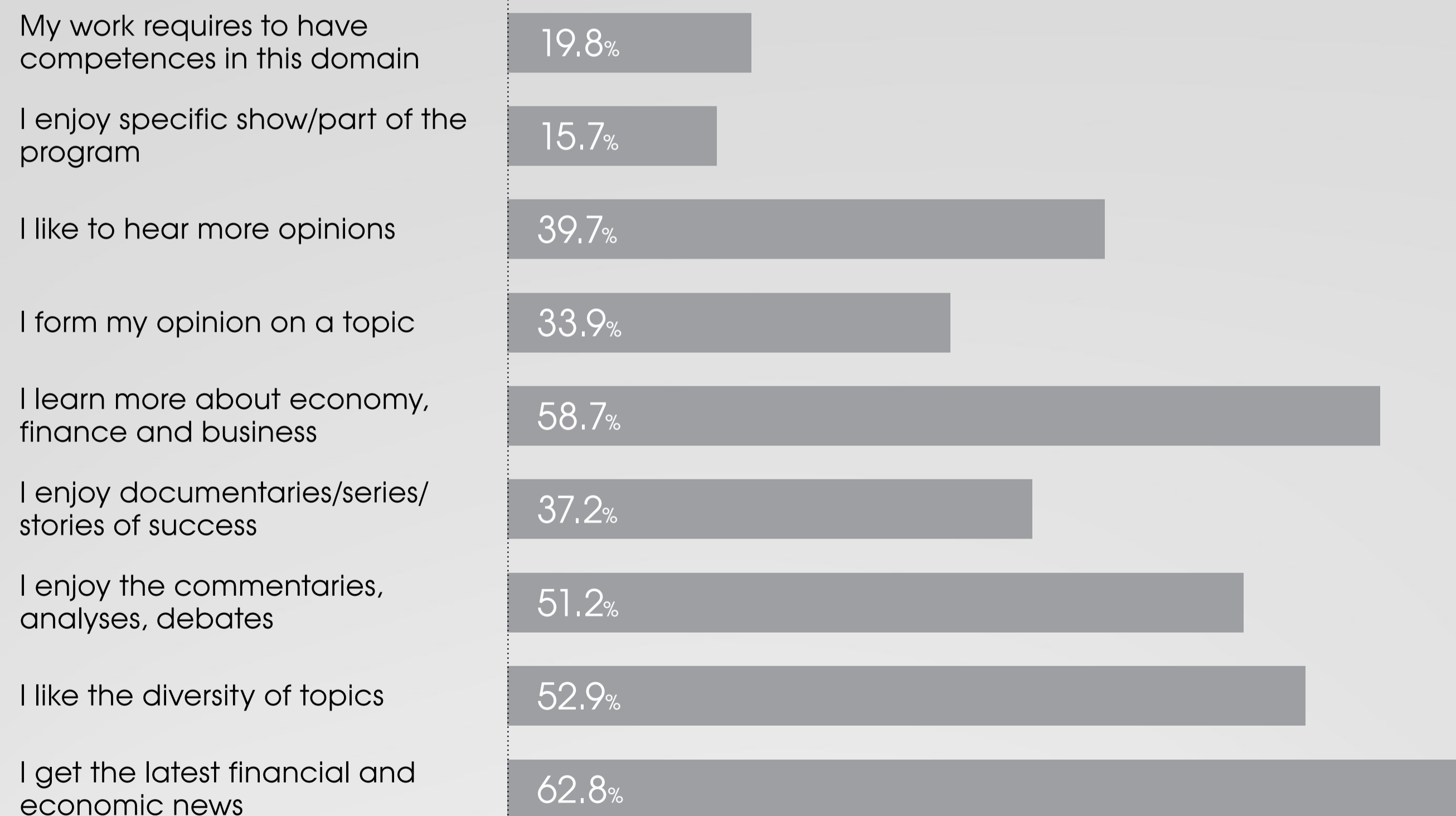


**Audience: The motivation**

**CIRCA A THIRD OF  
VIEWERS USE**

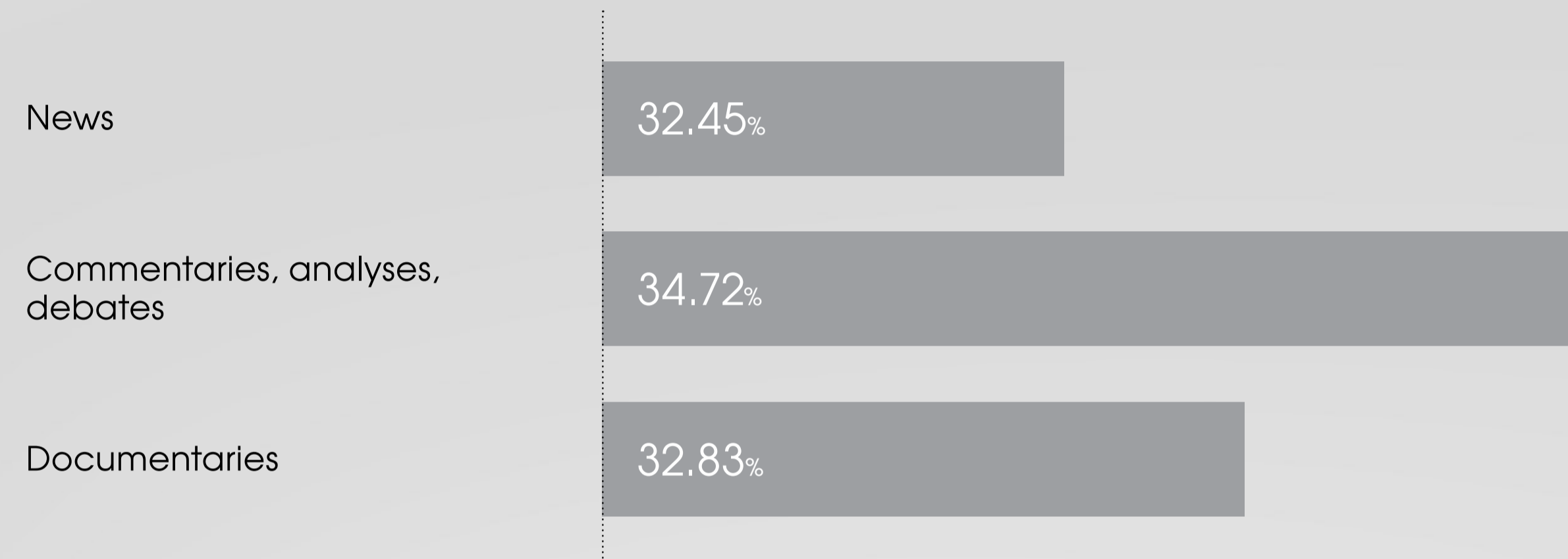
**BLOOMBERG TV  
BULGARIA AS A  
CORRECTIVE FOR  
THEIR OPINION**

## Motivation





## Preferred content



**Audience: The motivation**

MOST APPRECIATED BY  
THE AUDIENCE ARE THE

**COMMENTARIES,  
ANALYSES, AND  
DEBATES**



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

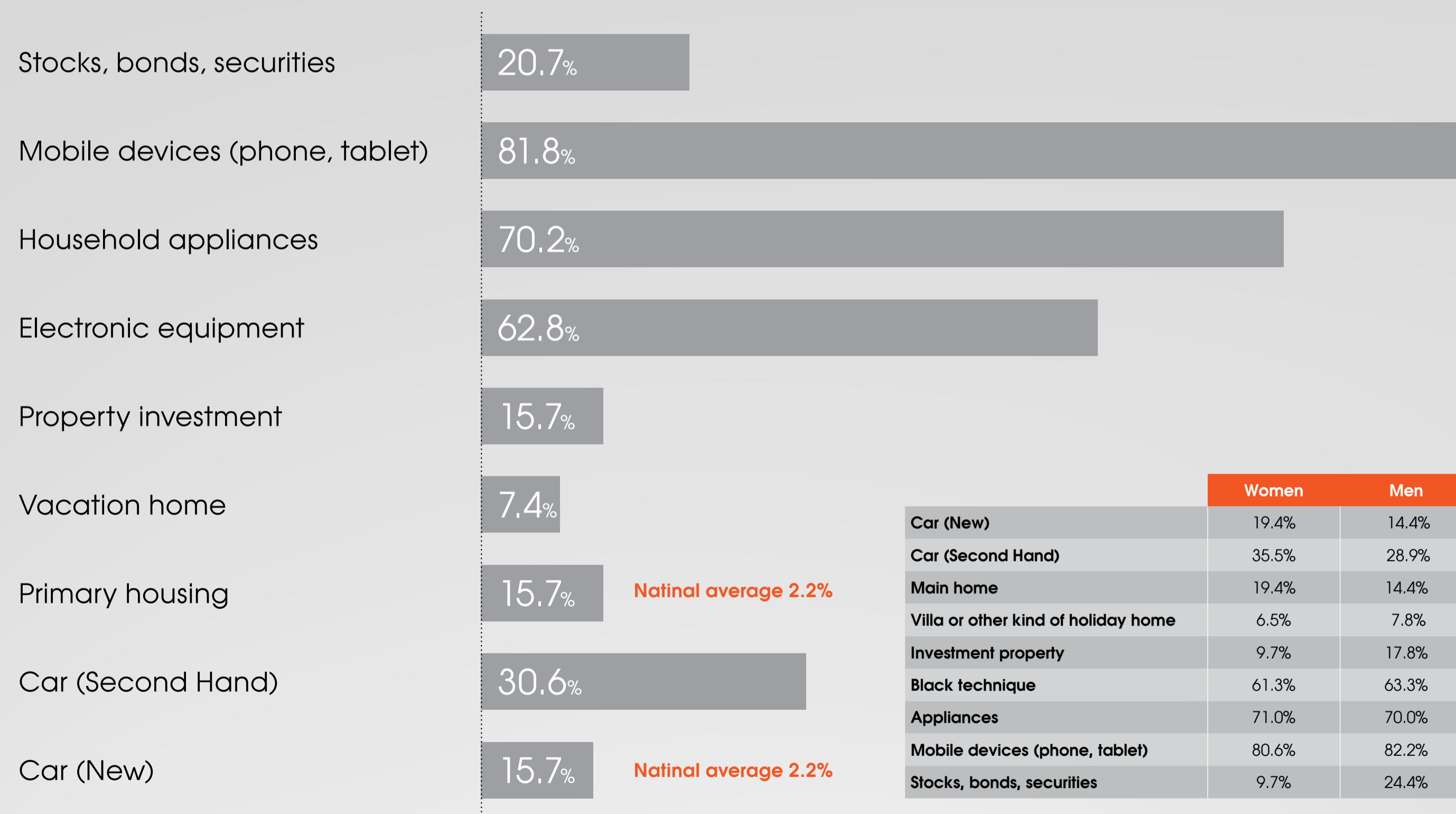




**Audience: Lifestyle**

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

## Bought in the last years



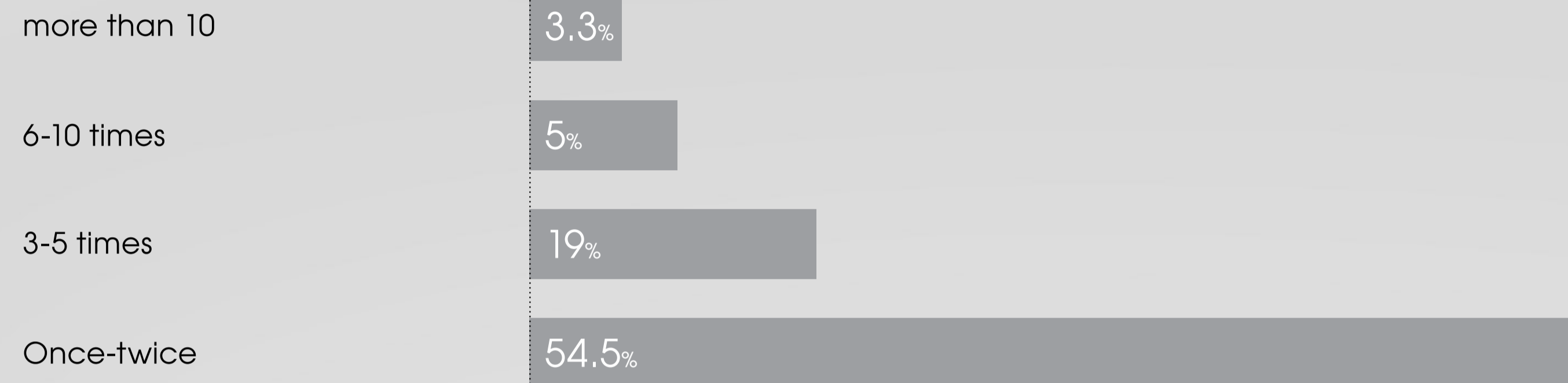


Audience: Lifestyle

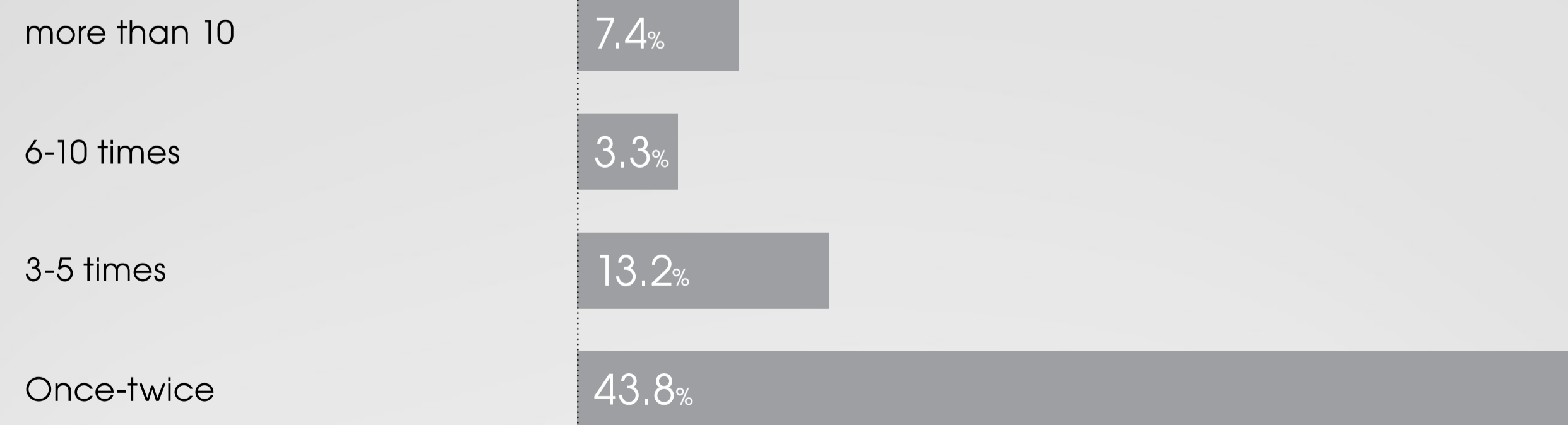
# ACTIVE TRAVELLERS

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

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- 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**

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- Comprehensible and attractive content
- Intriguing documentaries about Success Stories

# THE CONTENT OF BLOOMBERG TV BULGARIA



# BLOOMBERG OFFERS 5 TYPES OF CONTENT

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- 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 hosts Veronika Denizova and Veselina Spasova present and comment 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.

# ИМОТИТЕ

**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

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**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.





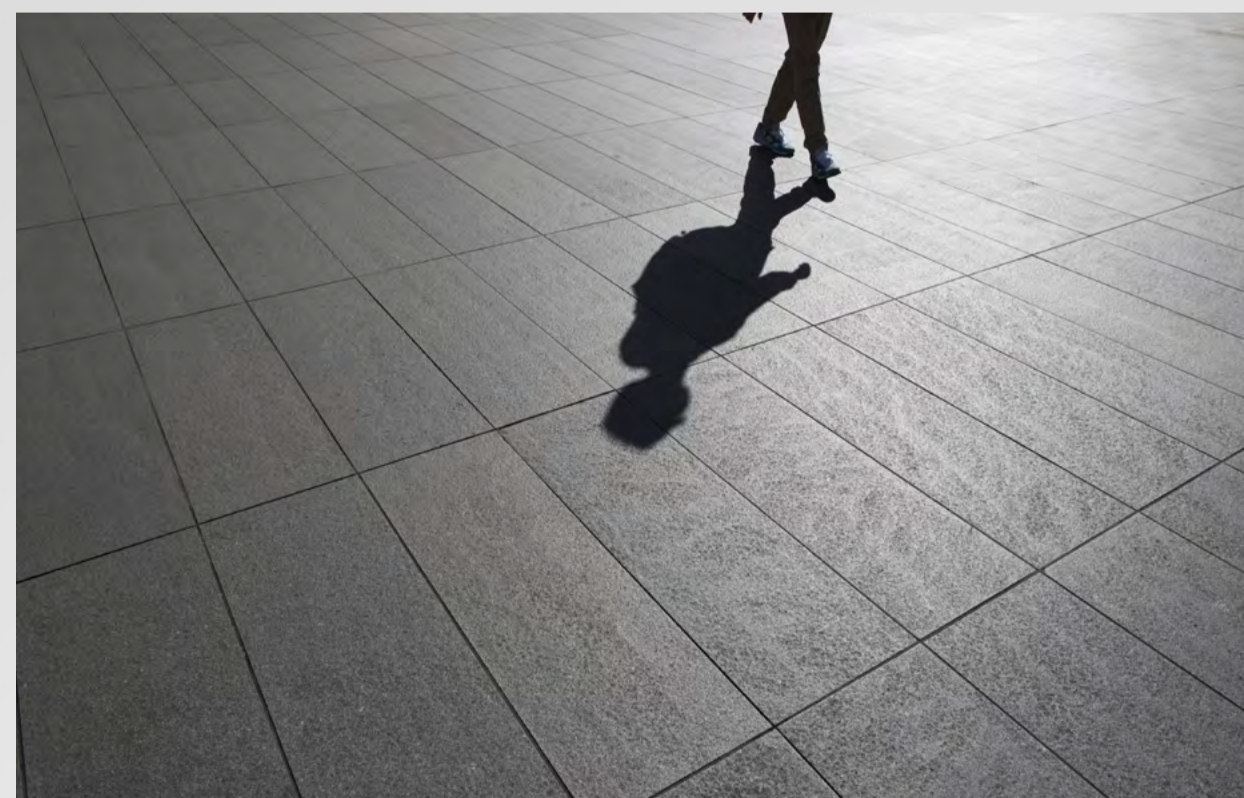
“The Mentor”, “Asia Business”, “Bloomberg West”, “Brilliant Ideas”,  
“Enterprise”, “Success Stories”. “Ryan`s Russia”, “Tech Stars”, “Dreamers”

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

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# 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**