



Rate Card for Broadcasting Commercial Communications of BTV Media Group EAD Valid from Oct 1 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program in bTV or time slot in the thematic TV channels - bTV Action, bTV Cinema, bTV Comedy, bTV Story, RING with no rating guaranteed.

bMG defines the following TV bundles that include the channels specified below, according to the target group.

A15-64	A 18-49	F 25-54	M 18-49
bTV	bTV	bTV	bTV
bTV Action	bTV Action	bTV Action	bTV Action
bTV Cinema	bTV Cinema	bTV Cinema	bTV Cinema
bTV Comedy	bTV Comedy	bTV Comedy	bTV Comedy
bTV Story	bTV Story	bTV Story	bTV Story
RING	RING	RING	RING
Soul&Pepper	Soul&Pepper	Soul&Pepper	
Wness TV	Wness TV	Wness TV	

For all channels in a TV bundle bMG guarantees rating points, as described in detail in each monthly Rate card. The gross prices will be applied to the guaranteed rating points for each program in bTV and the average rating for the respective time slot in the Thematic Channels.

The rating points (RTG) in the rate card include rating points from live viewing, time shifted viewing and guest viewing, according to the data reported by the peoplemetric agency whose services BTV Media Group EAD uses.

Time Slots

bMG sells commercial time with regard to the two time slots specified below. Commercial breaks are associated with the time slot in which they are broadcast.

Time Slot	From - To
Off Prime Time	00:00 – 17:29
Prime Time	17:30 – 23:59

Sponsorships and alternative forms of advertising

Special proposals can be made by the Sales Department according to the Clients' needs, including all possible alternative forms of advertising. The prices for selected sport championships are subject to a separate rate card.

All other subjects not mentioned in the present document are regulated by the TV Sales Policy for 2024 and the General Sales Rules for broadcasting TV commercial communications by BTV Media Group EAD. bMG's Sales Department reserves the right to make changes in the present Rate Card.

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
☎(+359 2) 9176 800 ☎(+359 2) 9176 886
www.btv.bg



Guaranteed Rating Points, bTV
Valid as of Oct 1, 2024

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	M-F	6:00	Morning show	2.5	3.0	2.7	2.4
	M-F	9:30	Late Morning Show	2.5	3.0	2.7	2.4
	M-F	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	M-F	12:30	The Comedians and Friends (re-run)	2.5	3.0	2.7	2.4
	M-F	13:30	Series	2.5	3.0	2.7	2.4
	M-F	15:00	Series	2.5	3.0	2.7	2.4
	M-F	16:00	Series	2.5	3.0	2.7	2.4
	M-F	17:00	17 o'clock News	3.0	3.6	3.3	2.8
	M-F	17:30	Face to Face	3.0	3.6	3.3	2.8
	M-F	18:00	Who Wants To Be A Millionaire?	4.5	5.4	4.9	4.2
	M-F	19:00	News Hour	7.5	9.0	8.2	7.1
	M-TR	20:00	Million Dollar Island	10.0	12.0	11.0	9.4
	F	20:00	Run To Victory	10.0	12.0	11.0	9.4
	Tue-W	22:00	Name That Tune	7.0	8.4	7.7	6.6
	TR-F	22:00	Guess My Age	7.0	8.4	7.7	6.6
	M-F	23:00	Late News	4.5	5.4	4.9	4.2
	M-F	23:30	Series *	2.5	3.0	2.7	2.4
	M-F	0:00	Series *	2.5	3.0	2.7	2.4
	M-F	0:30	Series	1.5	1.8	1.6	1.4
	M-F	1:30	Series	1.0	1.2	1.1	0.9
	M-F	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	Sa	6:00	World of Health (re-run)	1.0	1.2	1.1	0.9
	Sa	6:30	Documentary	1.0	1.2	1.1	0.9
	Sa	7:30	This Saturday	3.0	3.6	3.3	2.8
	Sa	11:00	The Taste of Bulgaria	3.0	3.6	3.3	2.8
	Sa	11:30	The World of Health	3.0	3.6	3.3	2.8
	Sa	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	Sa	12:30	Movie	2.5	3.0	2.7	2.4
19.10. & 26.10.2024	Sa	14:30	Home Makeover (re-run)	3.0	3.6	3.3	2.8
	Sa	15:00	Home Makeover (re-run)	3.0	3.6	3.3	2.8
	Sa	16:00	Cool-T	3.0	3.6	3.3	2.8
	Sa	17:00	Life based on a true story *	3.0	3.6	3.3	2.8
	Sa	17:30	Life based on a true story *	3.0	3.6	3.3	2.8
	Sa	19:00	News Hour	6.0	7.2	6.6	5.6
	Sa	20:00	Run To Victory	10.0	12.0	11.0	9.4
26.10.2024	Sa	22:00	The Voice of Bulgaria	10.5	12.6	11.5	9.9
	Sa	22:00	Movie *	4.0	4.8	4.4	3.8
	Sa	0:00	Movie *	4.0	4.8	4.4	3.8
	Sa	0:30	Movie	1.5	1.8	1.6	1.4
	Sa	2:00	Night Program	1.0	1.2	1.1	0.9

On/From	Day	Time	Program	A 18-49 RTG	A 15-64 RTG	F 25-54 RTG	M 18-49 RTG
	Su	6:00	World of Health (re-run)	1.0	1.2	1.1	0.9
	Su	6:30	Documentary	1.0	1.2	1.1	0.9
27.10.2024	Su	6:30	The Taste of Bulgaria (re-run)	1.0	1.2	1.1	0.9
27.10.2024	Su	7:00	This Sunday - Special Elections Studio	3.0	3.6	3.3	2.8
	Su	7:30	This Sunday	3.0	3.6	3.3	2.8
	Su	11:00	Treasures of Bulgaria (re-run)	2.5	3.0	2.7	2.4
	Su	11:30	The World of Health	3.0	3.6	3.3	2.8
	Su	12:00	12 o'clock News	3.0	3.6	3.3	2.8
	Su	12:30	Movie	2.5	3.0	2.7	2.4
27.10.2024	Su	13:00	Studio Elections/Movie	3.0	3.6	3.3	2.8
	Su	14:30	Movie	2.5	3.0	2.7	2.4
	Su	16:00	bTV Tells	3.0	3.6	3.3	2.8
27.10.2024	Su	16:00	Studio Elections *	4.0	4.8	4.4	3.8
27.10.2024	Su	17:30	Studio Elections *	4.0	4.8	4.4	3.8
	Su	16:30	120 minutes *	3.5	4.2	3.8	3.3
	Su	17:30	120 minutes *	3.5	4.2	3.8	3.3
	Su	19:00	News Hour	6.5	7.8	7.1	6.1
	Su	20:00	The Voice of Bulgaria	11.0	13.2	12.1	10.4
27.10.2024	Su	20:00	Studio Elections *	5.5	6.6	6.0	5.2
27.10.2024	Su	0:00	Studio Elections *	5.5	6.6	6.0	5.2
	Su	22:00	Movie *	4.0	4.8	4.4	3.8
20.10.2024	Su	0:00	Movie *	4.0	4.8	4.4	3.8
	Su	0:00	Movie	2.0	2.4	2.2	1.9
20.10 & 27.10.2024	Su	0:30	Movie	1.5	1.8	1.6	1.4
	Su	2:00	Night Program	1.0	1.2	1.1	0.9

* Programme which fits within two time slots.

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
☎ (+359 2) 9176 800 ☎ (+359 2) 9176 886
www.btv.bg



Ratecard for broadcasting commercial communications, bTV Media Group
Ratecard for bTV, no rating guaranteed
Valid from Sep 16 - Sep 30, 2024

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Hour
6:00	Morning Show	Morning Show	Morning Show	Morning Show	Morning Show	Documentary	Documentary	6:00
6:30								6:30
7:00								7:00
7:30						1 693 This Saturday	1 693 This Sunday	7:30
8:00								8:00
8:30								8:30
9:00								9:00
9:30	4 234 Late Morning Show	4 234 Late Morning Show	4 234 Late Morning Show	4 234 Late Morning Show	4 234 Late Morning Show			9:30
10:00								10:00
10:30								10:30
11:00						5 080 The Taste of Bulgaria	5 080 Treasures of Bulgaria (re-run)	11:00
11:30						4 234 The World of Health	4 234 The World of Health	11:30
12:00	4 234 News	4 234 News	4 234 News	4 234 News	4 234 News	5 080 News	5 080 News	12:00
12:30	5 080 The Comedians and Friends /re-run/	5 080 The Comedians and Friends /re-run/	5 080 The Comedians and Friends /re-run/	5 080 The Comedians and Friends /re-run/	5 080 The Comedians and Friends /re-run/	5 080 Movie	5 080 Movie	12:30
13:00	4 234 Series	4 234 Series	4 234 Series	4 234 Series	4 234 Series			13:00
13:30								13:30
14:00								14:00
14:30	4 234 Series	4 234 Series	4 234 Series	4 234 Series	4 234 Series	4 234 Home Makeover (re-run)	4 234 Movie	14:30
15:00								15:00
15:30	4 234 Series	4 234 Series	4 234 Series	4 234 Series	4 234 Series	5 080 Cool-T	4 234 bTV Tells	15:30
16:00								16:00
16:30	4 234 News	4 234 News	4 234 News	4 234 News	4 234 News	5 080 Life based on a true story*	5 080 120 Minutes*	16:30
17:00	5 080 Face To Face	5 080 Face To Face	5 080 Face To Face	5 080 Face To Face	5 080 Face To Face	5 080 Life based on a true story*	5 927 120 Minutes*	17:00
17:30	6 774 Who Wants To Be A Millionaire	6 774 Who Wants To Be A Millionaire	6 774 Who Wants To Be A Millionaire	6 774 Who Wants To Be A Millionaire	6 774 Who Wants To Be A Millionaire			17:30
18:00								18:00
18:30								18:30
19:00	10 161 News	10 161 News	10 161 News	10 161 News	10 161 News	6 774 News	7 903 News	19:00
19:30								19:30
20:00	16 934 Million Dollar Island	16 934 Million Dollar Island	16 934 Million Dollar Island	16 934 Million Dollar Island	16 934 Run To Victory	13 548 Run To Victory	14 676 The Voice of Bulgaria	20:00
20:30								20:30
21:00								21:00
21:30								21:30
22:00		22 579 Name That Tune	22 579 Name That Tune	22 579 Guess My Age	22 579 Guess My Age	22 579 Movie*	24 837 Movie	22:00
22:30								22:30
23:00	22 579 News	15 805 News	15 805 News	15 805 News	15 805 News			23:00
23:30	10 161 Series *	10 161 Series *	10 161 Series *	10 161 Series *	10 161 Series *			23:30
0:00	5 645 Series *	5 645 Series *	5 645 Series *	5 645 Series *	5 645 Series *	9 032 Movie*	9 032 Movie	0:00
0:30	4 234 Series	4 234 Series	4 234 Series	4 234 Series	4 234 Series	6 774 Movie		0:30
1:00								1:00
1:30	2 540 Series	2 540 Series	2 540 Series	2 540 Series	2 540 Series			1:30
2:00	1 693 Night Program	1 693 Night Program	1 693 Night Program	1 693 Night Program	1 693 Night Program	2 540 Night Program	3 387 Night Program	2:00
6:00								6:00

The above prices are gross (in BGN, without discounts, VAT excl) for 30" broadcast in a program in bTV, with no rating guaranteed.
 * Programme which fits within two time slots.

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
 ☎ (+359 2) 9176 800 📠 (+359 2) 9176 886
 www.btv.bg

Ratecard, Thematic Channels Valid as of Oct 1, 2024

Clients may choose, at their discretion, to buy airings in the TV bundles defined by bMG, or in a particular program or time slot in each bMG thematic channel.

1/ Guaranteed average rating points for each time slot in the thematic channels, part of a TV bundle, according to the buying target group

Off Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.25	0.30	0.35	0.20	0.03	0.03	0.03
A 15-64	0.30	0.36	0.42	0.24	0.04	0.04	0.04
F 25-54	0.27	0.33	0.38	0.22	0.03	0.03	0.03
M 18-49	0.24	0.28	0.33	0.19	0.03		

Prime Time

TG	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING	Wness TV	Soul&Pepper
A 18-49	0.60	0.70	0.95	0.77	0.05	0.03	0.03
A 15-64	0.72	0.84	1.14	0.92	0.06	0.04	0.04
F 25-54	0.66	0.77	1.04	0.85	0.06	0.03	0.03
M 18-49	0.56	0.66	0.89	0.72	0.05		

2/ Guaranteed average rating points for the football tournaments for each time slot in the thematic channels of bTV Media Group

TG	bTV Action		RING			
	UEFA Champions League PT	UEFA Europa League PT	UEFA Champions League PT	UEFA Europa League PT	Liga Portugal PT	Liga Portugal OPT
A 18-49	1.84	0.50	0.30	0.17	0.03	0.04
A 15-64	2.01	0.57	0.33	0.42	0.04	0.03
F 25-54	1.15	0.20	0.09	0.04	0.01	0.01
M 18-49	2.39	0.73	0.46	0.29	0.06	0.08

3/ Gross prices for 30" airings in each time slot during the year across the thematic channels bTV Comedy, bTV Cinema, bTV Action, bTV Story, RING - in BGN, without discounts, VAT excl and no rating guaranteed

Time Slot	bTV Action	bTV Cinema	bTV Comedy	bTV Story	RING
Off Prime Time	348	417	487	278	42
Prime Time	1113	1298	1762	1428	93



Media Group

Length Indexes

Price For:	Equals:
5" spot	50% x 30" price
10" spot	60% x 30" price
15" spot	75% x 30" price
20" spot	90% x 30" price
25" spot	95% x 30" price
30" spot	100% x 30" price
35" spot	120% x 30" price
40" spot	140% x 30" price
45" spot	160% x 30" price
50" spot	180% x 30" price
55" spot	190% x 30" price
60" spot	200% x 30" price

AA Forms Indexes

Type of AA Form	Index to 30" bTV	Index to 30" TC	Max Lengths in Sec
7"+7" Sponsorship tags	110%	110%	14
Sponsored promo	90%	100%	15
Sponsored Content Frame for 30" spot	120%	120%	30
Wrapper	250%	250%	10
3"+4" Break IDs	120%	120%	7
3"+4" Break IDs + VO	140%	140%	7
Content split	150%	150%	10
Countdown	90%	110%	10
Skyscraper	90%	110%	10
Cut-in	90%	110%	10
Branded bug	80%	110%	10
Branded promo-bug	70%	110%	10
Paid report	75%	75%	60 - 120
Premium Break for two 30" spots	250%	400%	30

bTV Media Group

Surcharges

Surcharge	Price Surcharge Coefficients
Break Choice	15%
First/Last in Break (FIB/LIB)	40%
Second/Before Last in Break (SIB/BLIB)	25%
Third in Break (TIB)	20%
Break & FIB/LIB	55%
Top & Tail	50%
Tandem Spot	20% on the second tandem spot
Co - Advertising (if a brand, service or product of another advertiser is present in the commercial material)	up to 50% according to the other advertiser's presence, such as: visualization, mentioning in the voice over, logo presence, product usage, the length of the exposure, etc.
Cancellation of broadcasts	bTV / TC - 5% / 10 % on the gross price of all cancelled broadcasts for the delayed term
Urgent order / urgent cancellation of broadcasts	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the commercial material during any of the months January, February, July, August	bTV / TC - BGN 500 / BGN 100, VAT excl., per each day of delay
Late submission of the material during any of the months March - June and September -December, incl.	bTV / TC - BGN 1000 / BGN 200, VAT excl., per each day of delay
30% surcharge for broadcast in a commercial break of the following sports events - UEFA Europa League, UEFA Champions League and Liga Portugal Betclic*	
20% surcharge for guaranteed broadcast in a commercial break of a program, chosen by the client	

*The schedules for the sports events are available on btv.bg

The surcharges shall be charged consecutively and shall be applied to the gross price of the respective broadcasts (before discounts and before VAT).

bTV Media Group

National Palace of Culture, 11th Floor • 1 Bulgaria Square • Sofia
 ☎(+359 2) 9176 800 ☎(+359 2) 9176 886
www.btv.bg