



bTV Media Group – the leader on the media market in Bulgaria

bTV Media Group is part of the family of Central European Media Enterprises (CME) – the leading vertically integrated media company in Central and Eastern Europe. The company was founded by Ronald Lauder in 1994 and along with its local partners, it operates TV, radio and Internet channels in the Czech Republic, Romania, Slovak Republic, Slovenia, Croatia and Bulgaria. [More about CME >>](#). bTV Media Group includes the televisions: bTV, bTV Action, bTV Comedy, bTV Cinema and Ring.BG, the radio stations: N-Joy, Z-Rock, Melody, Classic FM, Jazz FM and 101.1 PRO FM Sofia, part of bTV Radio Group, as well as several Internet projects, part of bTV Web.

bTV Media Group is a leader on the Bulgarian media market with the highest share of the whole viewership in Bulgaria – more than 44%, and with leading positions on the advertising market. bTV Radio Group, part of bTV Media Group, is the most quickly developing radio group in our country with a listenership that increases every month. The online projects of bTV Media Group, incorporated under the bTV Web brand, assign a leading position of the Group among the Internet users.

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bTV Media Group is part of the family of Central European Media Enterprises (CME).

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The market share of bTV Media Group is more than 44% of the whole viewership in Bulgaria for 2010.



bTV – the TV that changed the media and advertising market in Bulgaria

bTV is the first private national TV in Bulgaria, licensed on 20 February 2000. On 5 August 1999, SCT (State Commission of Telecommunications) (now CRC – Communications Regulation Commission) announced a competition for first private national TV in our country. Together with other applicants, News Corporation offered an investment project – bTV. On 17 February 2000, the Commission officially declared bTV a winner in the competition and handed a licence to it. The first broadcast of bTV was on 1 June 2000. In the beginning, the TV broadcasted a short programme lasting several hours. The first telecast of bTV News was on 18 November 2000, and in December the same year, the programmes This Morning, Slavi's Show, etc. started. On 12 September 2000, bTV broadcasted its first live transmission – the Champions League. On 18 February 2001, bTV started its 24-hour broadcast.

With its emergence on the Bulgarian market, bTV broke the monopoly of the public national TV and entirely changed the media environment in our country. In 2010, bTV became part of the family of Central European Media Enterprises (CME) and is the leading channel in the new media group of CME in Bulgaria – bTV Media

Underlying the business of bTV is the creation of exciting, gripping and quality programme that is to attract the critical attention and wild approval of the audience. The TV's strategy is to continuously offer good, original ideas and programmes so that the media performs a role of a vent offering a break from routine and monotony. The news and current programmes of bTV, The Glass House serial, the charity show The Magnificent Six, as well as the programmes Slavi's Show, The Comedians, Such is the Life, Let them Talk with Rosen Petrov, Masters of the Air and many others distinguish substantially bTV from the rivals. A key factor for bTV's success is the excellent scheduling of the content, which developed the viewers' loyalty to the media over the years. Also a key one for the successful business development of bTV is the media's breakthrough in the field of sales – guaranteeing 100% of the audience it sells, through guaranteeing the ratings.



**Chief Operating Officer
of bTV Media Group is
Vicky Politova**

Bulgaria. bTV's programme was aired for the first time on 1 June 2000, breaking the monopoly of the public national TV and entirely changing the media environment in our country. For 10 years bTV firmly established itself as the most watched TV channel in Bulgaria with over 38% share of all viewers and with leading positions on the advertising market. bTV is an indisputable leader with regard to diversity and quality of TV programs and is an innovator in TV programming. bTV is also the most socially responsible media on the Bulgarian market.

[**More about bTV >>**](#)

bTV – new market trends in Bulgaria

The thematic channels [**bTV Comedy**](#) and [**bTV Cinema**](#) are positioned so as to complement and enrich the bTV's programme offers of quality entertaining content. bTV COMEDY offers a rich palette of most desired comedy programmes – entertaining programmes, films and serials, and bTV CINEMA shows the best film titles to the viewers addicted to the seventh art.

[**bTV Action**](#) is the youngest and most rapidly developing channel in the family of bTV Media Group, which started in January 2011. The TV offers exclusive topical programmes, the best soccer championships, sports programmes, world cinema productions and serials, documentaries and other programmes directed to the active TV audience.

[**RING.BG**](#) is the first specialised sports TV channel in Bulgaria, created in 1998 and it is directed to the active male audience. Live transmissions of soccer matches and other competitions, newscasts, blocks dedicated to various sports, interactive rankings, etc. are aired in RING.BG's programme.

The radio stations in bTV Radio Group offer an exclusive music genre diversity directed to absolutely different audiences.

Radio **N-JOY** has been on the air since 1 June 2006 and is broadcasting at the moment in more than 35 Bulgarian cities and towns. The music programme of the radio includes the best golden hits of the 80s and 90s. N-JOY takes a leading position in the ratings of the cities and towns it broadcasts in and first place for the target groups of young and active people in national ratings.

The rock radio of Bulgaria – **Z-ROCK** is the only radio for real fans of rock music, without an analogue on the Bulgarian air! For four years now Z-Rock has not stopped to be in the epicentre of most shaking rock events both in Bulgaria and abroad. Z-Rock takes first place among the audience of young and active men between 25-45 in surveys of radio audiences in Sofia.

Radio **Melody** started in 2007, setting store by the best selection of hits from the 60s until now, modern pop music and classic Bulgarian songs, keeping its promise: Greatest diversity of hits and least repetitions.

101.1 PRO FM Sofia is the hottest hit radio in the capital. Under the slogan '101.1 PRO FM SOFIA – We play the most music and the latest hits!', the radio develops successfully as an ideal channel for entertaining and interactive promotions.

Jazz FM has sounded since 2001 in Sofia and is the only radio in Bulgaria, which airs the best of jazz, soul, R&B, funk and world music. Under the motto 'Because the music matters', the programme presents both established hits and the latest music.

The doyen of the group – **Classic FM** started airing on 19 December 1994. It is the first and only radio station for classical music in Bulgaria. Radio Classic FM is an organiser of the European Music Festival in five Bulgarian cities – Sofia, Plovdiv, Pleven, Ruse, Varna. Radio Classic FM has an own orchestra.

bTV Media Group successfully develops its Internet business incorporated under the brand bTV Web. According to surveys by Gemius, **www.btv.bg** ranks in the top 3 of the most visited sites in Bulgaria with more than 160,000 visitors per day.

The latest project of bTV Web is the site **www.ladyzone.bg** entirely directed to the ladies' audience.

LadyZone.bg is an online magazine for the contemporary Bulgarian woman. In it, ladies can find every day topical, interesting and useful information about everything that stirs their interest – beauty, family, health, diets and sports, style, travels, work, Lifestyle news. LadyZone.bg is the place where every woman can find exclusive information, interesting comments, interviews with stars and a rich palette of videos.



Social projects

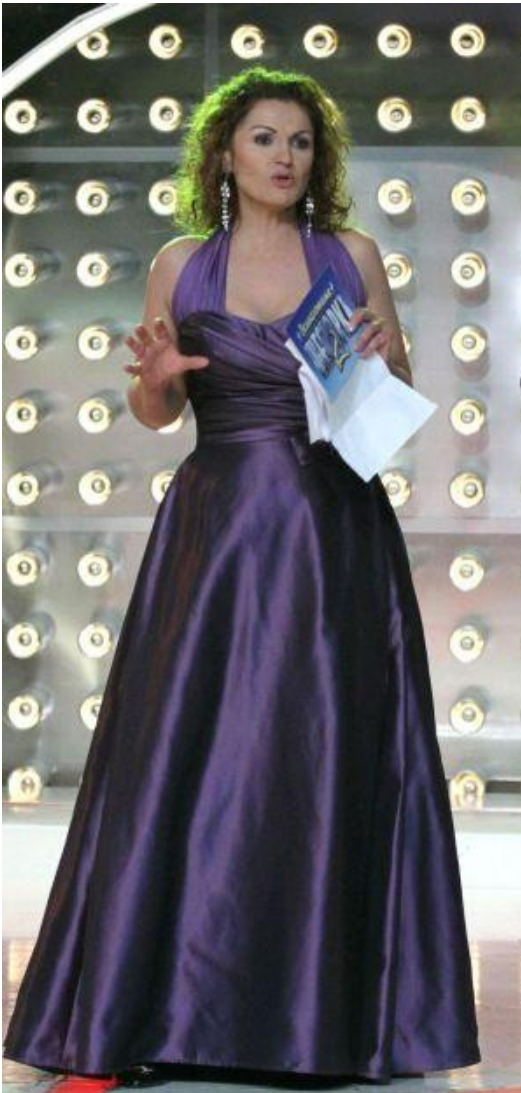
Our goal is to be useful to the society, to make people be empathic and responsible citizens

bTV Media Group is the most responsible and socially committed media group in Bulgaria. In 2009 and 2010 it won the award 'Largest Corporate Donor' in the category of non-financial goods and services in the annual competition of the Bulgarian Donors' Forum. Every year the media group gives free advertising time to support charity and social initiatives to the amount of more than 5 million levs.

bTV television has been identified by the viewers as a loyal friend and helper in many disasters and problems that have hurt the society. The TV not only gives publicity to the problems, but commits itself to their solution, too. Many are the campaigns to the benefit of the society, which bTV has initiated or supported.

The largest campaigns that were held on bTV's initiative and caused greatest response are:

The Bulgarian Christmas. The first such campaign to the benefit of the disabled children and children suffering from grave diseases is an initiative of bTV and the programme Slavi's Show, supported by the President of Bulgaria. Aired on the eve of 2005, it is an evidence of the trust the viewers have in bTV. Within 2 months only and for the first time in Bulgaria, 1.3 million levs were collected, with which equipment for several hospitals were bought and the treatment of children suffering from grave diseases was provided. The campaign is active before each Christmas, with the participation of other media, too, and enjoys wide support among the society.



It is important for us to be near the people, to understand their interests and problems, to help them.

bTV – your Help. The campaign for the victims of the floods in the summer of 2005 was initiated by the bTV team on 9 August 2005 and was realised jointly with the Generous Heart Foundation. Again, within less than a month, nearly 1.2 million levs were collected, with which within one year 13 houses for 48 persons were built, 22 houses and flats were purchased, in which 88 persons were accommodated, capital repairs in 16 households and capital repairs in the school in Ihtiman and the kindergarten in the village of Butovo were performed.

You are not Alone. The campaign that started in 2006 in support of the Bulgarian medics sentenced to death by a Libyan court is a joint initiative of bTV, the national Darik radio and Standart newspaper, which found wide response among Bulgarian citizens and was supported by a number of international organisations and prominent personalities abroad.

If you have Drunk, Get down, I Want to Arrive Alive. Together with 24 Hours newspaper, bTV made propaganda since the beginning of 2007 to build a public attitude of intolerance towards drivers who violate the law, driving a car drunk.

The Magnificent Six. Together with UNICEF, in January 2008 bTV undertook an initiative to close the home for neglected disabled children in Mogilino and raise funds for creation of small houses that are to place the children in an environment close to the home one. The funds raised also provided specialised care and conditions in their new homes. bTV invested in an imposing TV show through which it propagandised the need of public attitude and intolerance to the living conditions of the children neglected in Mogilino both by their own parents and the State. bTV made, through the numerous audience of the show, an appeal for help and at the end of the fund-raising campaign collected more than 1.8 million levs that, through UNICEF, were used for the purpose for the children from Mogilino. The project ended in August 2010, with a detailed report being prepared about the spending of the amount donated.

The mission of the second season of The Magnificent Six, which was aired in the autumn of 2010 again in partnership with UNICEF, was to raise the funds with which, for the first time in our country, a home for children aged 0-3 years was to be closed, with a family being provided for each child from the home in Shumen. For that purpose, UNICEF will create a Centre for Babies and Parents, which will turn into a model for closing the homes for babies and prevention of neglect. The campaign collected more than 1 million levs.

Hope for Children of Haiti. In the beginning of 2010, together with UNICEF, bTV undertook a campaign to raise funds for children who have suffered during the devastating earthquake. The most popular Bulgaria figures from the world of politics, music, TV and cinema participated in the campaign. The more than 1.6 million levs collected will be distributed by UNICEF according to their commitment to the children of Haiti, with canvas tents, drinkable water, tablets for water purification, 'school-in-a-box', food for undernourished children, protection for children who have remained without parents, as well as vaccines being purchased with them.

bTV Media Group – market positions

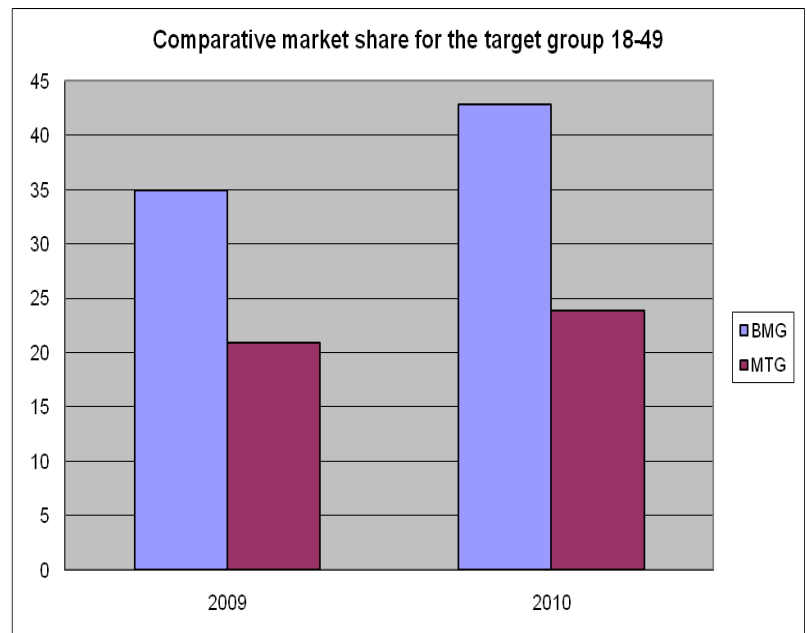
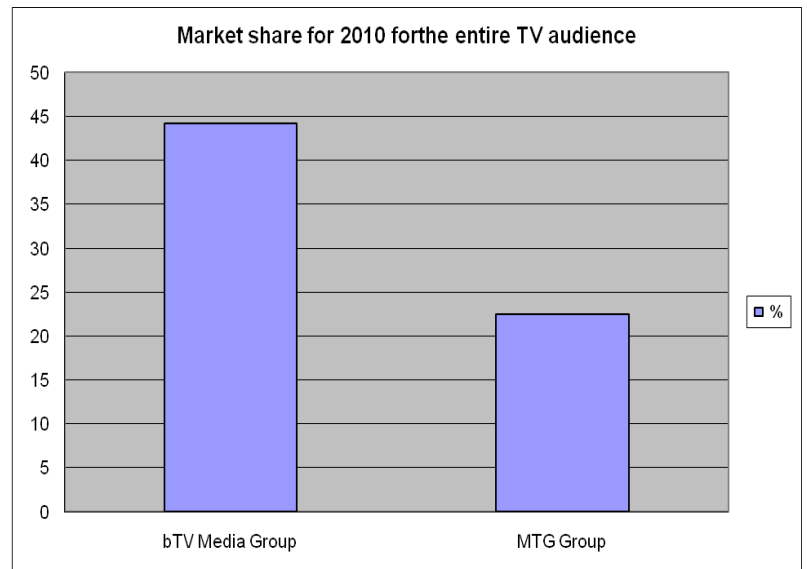
According to data of the people meter panel TV Plan/TNS, bTV Media Group is a leader on the TV market in our country for 2010 with over 44% share of all viewers.

The share of bTV Media Group is over 44% – twice greater than that of the direct rival of the Group, MTG Group, which reports a 22.5% average share of the whole TV audience for 2010.

bTV is a market leader among the TV's in Bulgaria with an average share of over 38%, followed by Nova TV with 14.5% share of all viewers. At the third place for 2010 is the state-owned TV BNT1 with an average share of nearly 10% of the whole audience.

48 of bTV's programmes come under the annual ranking of the 50 most watched TV programmes for 2010, with the two remaining positions being taken by BNT1 with matches from the World Cup.

According to the target group most preferred by the advertisers – 18-49, in 2010 bTV retained highest market share, unlike its main rival, Nova TV, which registers a considerable decrease in comparison with 2009. The data is of TV Plan/TNS.



bTV Media Group – investment

The main investment of bTV Media Group is in the media's employees, in quality programme content, in state-of-the-art TV equipment, in socially responsible initiatives and in development of the Internet business of the Group. The investment bTV made over the years contributed to the considerable development of the advertising market, to the expansion of the market of TV producers and improvement of the quality of their work, as well as to the creation and development of many other business sectors related in various ways to the activity of the media group.

Employees:

Nearly 600 highly qualified employees work in bTV Media Group. The company invests considerably in its team, by providing free of charge various social and health services and contributes to the professional development of the employees by means of numerous trainings.

Investment in the program:

Year	Investment in million lv.
2002	5.85
2003	5.99
2004	6.97
2005	9.31
2006	12.42
2007	16.66
2008	29.54
2009	30.42



Krassimir Guergov
Shareholder bTV Media
Group partner of CME in
Bulgaria

Krassimir Guergov is a partner of long standing of CME and News Corporation in Bulgaria. He draws in the biggest investors on the Bulgarian media market. Thanks to this successful co-operation, over the years, the media project bTV Group has developed rapidly, gaining an overwhelming priority over the competition. “I think that to be a leader on the market, you have to be completely orientated to your clients and consumers. The product has simply to be a quality one and meet the needs of the people. A positive evaluation by the people – this is the best and long-term investment in media business, which makes it strong and independent.”

CME is the leading vertically integrated media company in Central and Eastern Europe. The company was founded by Ronald Lauder in 1994 and along with its local partners, it operates TV Nova, Nova Sport, Nova Cinema and MTV in the Czech Republic, PRO TV, PRO TV International, ACASA, PRO CINEMA, Sport.ro and MTV Romania in Romania, TV Markíza, Nova Sport, Television Doma and MTV in the Slovak Republic, POP TV, Kanal A and TV Pika in Slovenia, NOVA TV in Croatia and bTV, bTV Action, bTV Comedy, bTV Cinema and RING.BG, as well as bTV Radio Group and bTV Web in Bulgaria.