



bTV – the leader on the media market in Bulgaria

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bTV is 100% owned by the American media corporation News Corporation

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The market share of bTV is 36,7% of all the viewer auditorium in Bulgaria

bTV is the first private national television in Bulgaria licensed on 20 February 2000. It is part of the News Corporation family – the media company of Rupert Murdoch. On 5 August 1999 SCLDC¹ (now CRC¹) announced a bid for the first private national television in Bulgaria. Along with other candidates News Corporation offered an investment project - bTV. On 17 February 2000 the Commission officially declared bTV the winner of the bid and granted it a license. The first airing of bTV was on 1 June 2000. In the beginning the television was transmitting a short program with several hours of duration. The first emission of bTV News was aired on 18 November 2000, while in December the same year the productions This Morning, Slavi's Show and others were commissioned. On 12 September 2000 bTV emitted its first life production - Champions League. On 18 February 2001 bTV began to transmit 24 hours a day.

bTV is the television, which transformed the media and advertising market in Bulgaria



bTV was the first investment of News Corporation in Central and Eastern Europe

With its appearance on the Bulgarian market bTV destroyed the monopoly of the public national television and fully transformed the media environment in Bulgaria. bTV is the first investment of News Corporation in Central and Eastern Europe. The success of bTV served as a driving force for News Corporation to invest in aired televisions in other countries in the region. In the beginning of 2007 the new formation within News Corp – News Corp Europe Television, consisted of aired national televisions in Bulgaria, Poland, Serbia, Turkey, Latvia, Georgia and Israel. The central headquarters of the group are in Sofia and involve bTV employees whose professionalism now develops the international company News Corp Europe Television. *Leader of the newly created group became Albert Parsons, the General Director of bTV till then, while his office at bTV was taken by Vikki Politova.*

What lies in the core of the business of bTV is the creation of an exciting, overwhelming and supreme in excellence program,

targeted to the family auditorium, which to attract critical attention and the wild approval of the audience. The strategy of the television is to continuously offer good, original ideas and productions so that the media will play the role of a vent offering respite from the routine and monotony. This point of view presupposed the priority realization of projects like Survivor, Fort Boyard, Music Idol, Clairvoyants, Dancing Stars and other, part of the strategic future of bTV. Productions like Slavi's Show, Clash, Comics, Such if Life, Аламинут, The Other Bulgaria, Mom's Hour and many others distinguish bTV in quality from the competition. A key to the success of bTV is the excellent programming of the contents, which cultivated the loyalty of the viewers to the medium over the years. Also key to the successful business development of bTV is the breakthrough of the medium in the field of sales - 100% warranty of the auditorium it sells through the rating warranty



Social Projects

bTV has been often denoted as the most responsible and publicly engaged medium in Bulgaria. It became a loyal friend and supporter of the spectator during several disasters and problems that have affected society. bTV not only voices the problems, but it also engages in their solution. The campaigns for the benefit of society that bTV has initiated and supported are numerous. The most extensive ones and with the vastest public response are the following:

The Bulgarian Christmas. The first campaign of its kind for the benefit of children with disabilities and severe illnesses took place under the initiative of bTV and production Slavi's Show, supported by the President of Bulgaria. Aired at the threshold of 2005 it evidences the trust the viewers have in bTV. Just for 2 months and for the first time in Bulgaria BGN 1.3 million were gathered, and equipment for several hospitals was purchased providing for the treatment of children with severe illnesses. The campaign is active before each Christmas with the participation of other media and it is widely supported by society.

bTV – your support. The campaign for the victims of floods during summer 2005 was initiated by the team of bTV on 09.08.2005 and it was realized jointly with the Generous Heart foundation. Once again for less than a month almost BGN 1.2 million were collected with the help of which within a year - 13 houses were constructed for 48 people, 22 houses and apartments were purchased, accommodating 88 people,

Our main objective is to be useful to society, to make people be implicated and responsible citizens

major renovations were carried out in 16 households as well as a major renovation of the school in Ichtiman and the kindergarten in Butovo village.

You are not alone. This campaign began in 2006 in support of the Bulgarian physicians sentenced to death by the Libyan court and it was a joint initiative of bTV, the national Darik Radio and Standart newspaper, which triggered enormous response among the Bulgarian citizens and was supported by several international organizations and famous personalities abroad.

If you have been drinking, get off, I want to arrive alive. Along with 24-hours newspaper since the beginning of 2007 bTV promotes the formation of the public mindset of intolerance towards to drivers violating the law and operating an automobile while intoxicated.

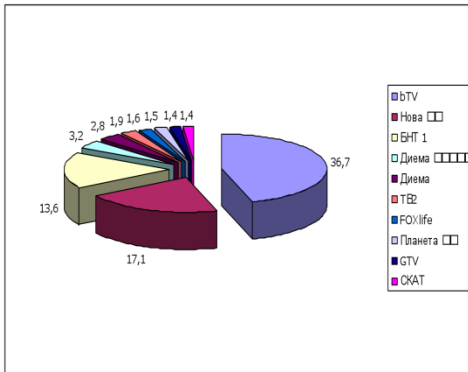
The Magnificent Six. Together with Unicef, in January 2008 bTV undertook the initiative of closing the home for abandoned children with disabilities in Mogilino and collecting funds to build small houses, which will place the children in an environment resembling a real home. The collected funds provided also specialized care and conditions in their new homes. bTV invested in a grandiose TV show to promote the need of a public mindset and intolerance to the conditions of life

of the children abandoned in Mogilino, both by their own parents and by the state. bTV, through its numerous auditorium, called for help and at the end of the fundraising campaign it collected more than BGN 1.8 million which, through Unicef will be directed for the children in Mogilino.

bTV is the first national television, which began to invest very seriously in Internet. In the beginning of 2008 bTV began an interactive media portal with life video, a rich archive and a fully reshaped design. At the address www.btv.bg the Internet users may watch bTV online completely for free from out of every spot in Bulgaria. The site, apart from the real time TV program of bTV, the users may find an extensive video archive of the news, the publicist style productions and entertainment productions, as well as photos and exclusive information about their favorite productions, films and series shown on bTV. The registration in the portal enables the users to publish viewer materials– video and photos – in the rubric I, the Reporter, as well as share their opinions on issues topical and important to society. Through its internet portal bTV improved even more its interaction with its audience. Currently www.btv.bg is visited on average by 100 000 users daily.

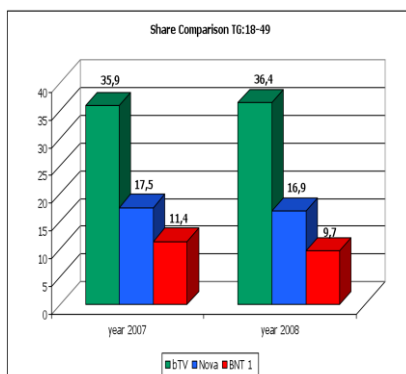


To us it is important to be close to people, to understand their interests and problems and help them



than the one of the direct competitor of the medium – Nova television, which recorded 17,1% average share of the entire TV auditorium for the period 1 January – 31 December 2008. Third for 2008 is the state television BNT1 with average share of 13,6% of all viewers. 30 of the productions of bTV are among the first 32 most often watched TV productions for 2008, while the most watched production for 2008 of the main competitor Nova Television rates 33rd in the annual Top 50 rating of television programs.

With respect to the most preferred target group by the advertisers– 18-49 – in 2008 bTV has increased its market share as compared to 2007. This data belongs to TV Plan/TNS.



The main investment of bTV is in the employees of the medium, in the high quality of program contents, in the most contemporary television equipment, in socially responsible and environmental preservation initiatives and in the improvement of the medium on Internet.

Working at bTV are close to 390 highly qualified employees. The television began working with 169 employees and as early as the second year of its establishment their number increased by 60 people. Since then till now each year at bTV between 20 and 40 experts on average are appointed. bTV invests significantly in its employees by providing them various social and healthcare services gratuitously and supports their professional development by providing a lot of training at home and abroad.

Since its creation bTV has invested almost BGN 87 000 million in programs. During recent years since the television seriously penetrated the reality formats, the annual investments have increased by more than 33%, while just in 2008 bTV made program investments of 77% more funds in its program as compared to 2007.

The investments made by bTV during the year contributed to the major development of the

advertising market, to the expansion of the television producer market and the improvement in the quality of their work, as well as for the creation and development of many business sectors variously linked to the activities of television.

Година	Инвестиции в млн. лв.	% ръст спрямо предходната година
2002	5.85	
2003	5.99	
2004	6.97	
2005	9.31	
2006	12.42	33.45
2007	16.66	34.11
2008	29.54	77.28

bTV has a 24-hour program schedule, which includes a great variety of programs targeted to the family auditorium. On weekdays the program begins with This Morning – a modern informative cast, which the viewers are watching every working day from 6.50 to 9.30. The morning block was confirmed as an official and main tribune for reports and interviews presenting local and human aspects on topics and problems debated nationally. A trademark of this production is the “birth” of news which are often cited in the bTV Novinite (News cast), and then in the rest of the media.

bTV Novinite are the most often watched news on Bulgarian air, while the news anchors are the most loved by the Bulgarian viewers. On a daily basis the Top bTV reporters inform the viewers about the current news and events of the day within the scope of six emissions on weekend days. The publicist style productions of bTV Seismograph and Prints are preferred by the TV auditorium. bTV produces good quality investigative journalism in the rubric bTV Reporters every Saturday and Sunday after the peak news cast, as well as unique documentary and scientific education films in the rubric bTV Documents.

bTV was confirmed as an absolute

reality leader with the Bulgarian productions of sensational world formats. The most successful projects of the television in this field are Survivor, Music Idol, Fort Boyard, Clairvoyants and Dancing Stars.

The top entertainment talk show of bTV - Slavi's Show is shown every evening from 22.30, while hit projects of the show, like Running away to success, are aired at prime time. Friday evening on bTV is dedicated to laughter, a milestone in the program is the hit show Comics. Highlights during the week are the women's talk show Mom's Hour, the gourmet emission Bon Appetit, the comedy show Short Order and others. During the weekend bTV offers several successful show programs among which the hit reality series Such is Life, the tourist cast The Globe, the talk show programs Clash and On Demand, the transmissions A Sea of Love, The Other Bulgaria, etc.

bTV transmits two of the most popular sports programs in the world– Champions League and Formula 1. The sports news of bTV are among the most observed in the Bulgarian broadcast, while the observer cast Sport Zone is during the Sunday program of the TV. bTV offers its spectators the best film hits and the most popular series, preferred by the auditorium in its time slot.





Krassimir Guergov

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News Corporation is an investor strategic for Bulgaria. Not only because bTV is the most successful media project in Bulgaria, which transformed the media market and destroyed the monopoly of the state television, but in its entirety its was designed on a large scale from the very beginning. At the same time when bTV strengthened its positions on the media market, News Corporation started also a group of niche television programs in order to enclose the television auditorium into one media group. In response to the audience interest the programs of FOX were initiated – Fox life, Fox Kids and Fox Crime. Each one of them is

geared towards a particular audience – family, children and young people. The year 2005 saw also the beginning of GTV – television, relying mainly on humor and entertainment.

The regional policy of News Corporation for Bulgaria and for the Balkans as a whole is oriented toward creating media having for their objective to meet the public interests and attitudes, and to invest in the knowledge and values of society. For News Corporation, Bulgaria is a successful example of media investment.