

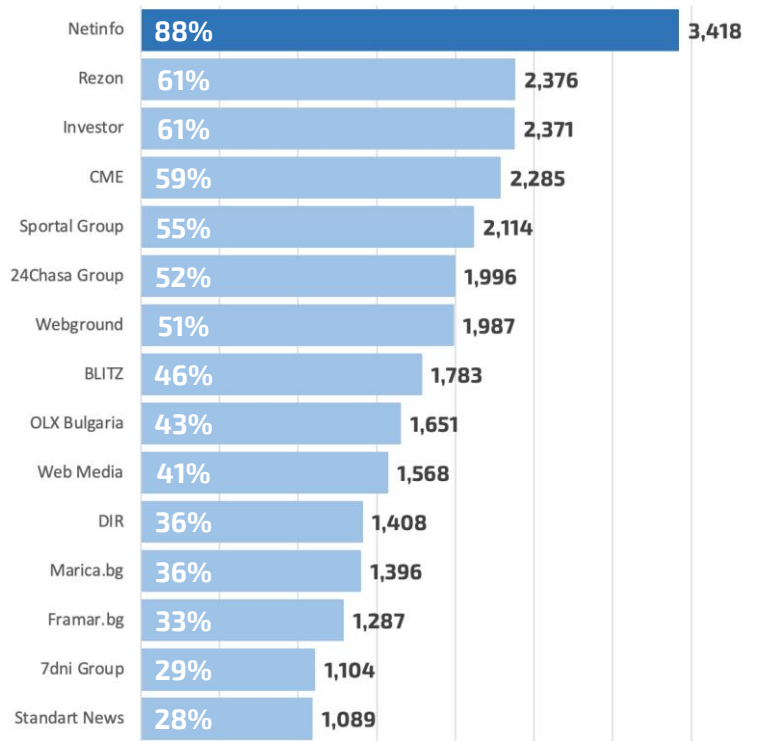
# WHAT'S NEW WHAT'S GREAT?

NetInfo 2024



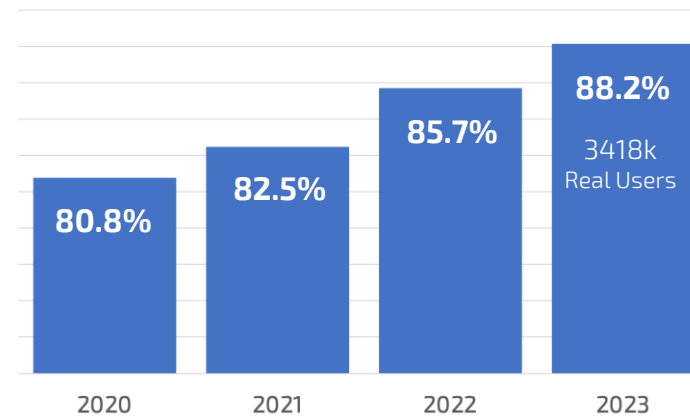
## Bulgarian Digital Publishers Reach

Gemius Audience, Average Monthly, 2023



## NetInfo Reach% Trend

Gemius Audience, Average Monthly, 2023



Netinfo portfolio and sites continues to grow in terms of Reach and engagement.

## Netinfo Reach in Age Groups

Gemius Audience, Average Monthly, 2023

Age	Internet	Netinfo	Reach%
15-24	516	428	83%
25-34	644	574	89%
35-44	836	751	90%
45-54	892	808	91%
55-64	752	654	87%
65+	237	204	86%
<b>Total</b>	<b>3,877</b>	<b>3,418</b>	<b>88%</b>

Netinfo age distribution follows the general audience. All age groups are represented, even the low ages, usually dedicated to social media platforms.

Netinfo is the biggest local digital publisher. We are part of the biggest Bulgarian media company – NOVA Broadcasting Group.



## Everyday Services

2.5M Real Users

*Everyday needs, everyday engagement. First in category.*

**ABV.bg** 2m RU

The biggest free email service in Bulgaria. Driven by ecommerce.

**Sinoptik.bg** 1.1m RU

The first Bulgarian weather information site/app. Love brand

**Play Nova** 435k RU

Nova TV AVOD catch-up platform – TV program shows, news, movies.



## News Ecosystem

2.6M Real Users

*Need for news, in different format, for different audiences.*

**Nova.bg** 1.84m RU

Nova TV news and other. The biggest news site in Bulgaria.

**Vesti.bg** 1.2m RU

One of the oldest news sites with extended leisure news.

**DarikNews.bg** 1.1m RU

Trusted news brand with extended regional and WW news.

**Telegraph.bg** 1.5m RU

Newly launched site of the biggest tabloid newspaper in Bulgaria



## Interest Verticals

1.9M Real Users

*Top interests coverage. News and analyses, personal experience.*

**Gong.bg** 865k RU

One of the two biggest sports sites. Licensed video content.

**Edna.bg** 1.3m RU

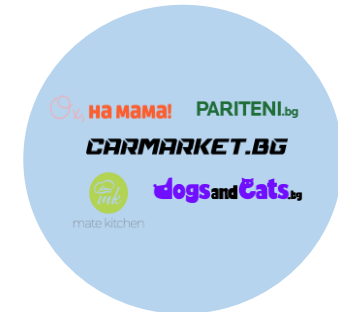
The most popular female leisure ezine. Horoscopes and stories.

**Vbox7.com** 706k RU

Z Gen & Millennials buzz feed like site. Viral stories and videos.

**BISS.bg** 85bn GDP

Exclusive hybrid for business influential people



## Intent Verticals

938K Real Users

*Top intents. Recommendations, infotainment, how to. Search traffic.*

**Pariteni.bg** 685k RU

Personal finance for mass audience.

**Carmarket.bg** 64k RU

Industry news, new models and technologies.

**DogsAndCats.bg** 195k RU

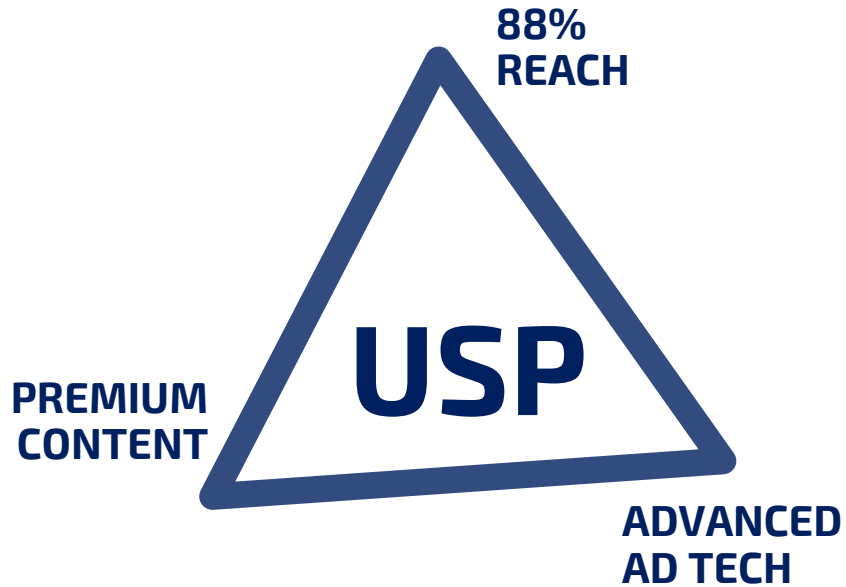
Pet owners - health, upbringing, care, etc.

**Ohnamama.bg** 185k RU

Pregnancy and motherhood.

**MateKitchen.bg** 166k GA users

Food and culinary, video.



## Reach

The biggest local digital publisher. Portfolio of more than 15 popular sites, including the biggest Bulgarian sites – ABV.bg and Nova.bg. Diverse portfolio of interests and intents.

## Premium content

Premium video content. Integrated news room, investigative journalism, popular columnists, experts. Sport rights, including Bulgarian football leagues. Premium League, NBA, etc.

## Advanced Ad Tech

Fully programmatic and cookies ready. Advanced 360 technologies by Google and certified partners. 3<sup>rd</sup> party validations as a standard. 1<sup>st</sup> party data integration from ABV.bg and Intent sites.

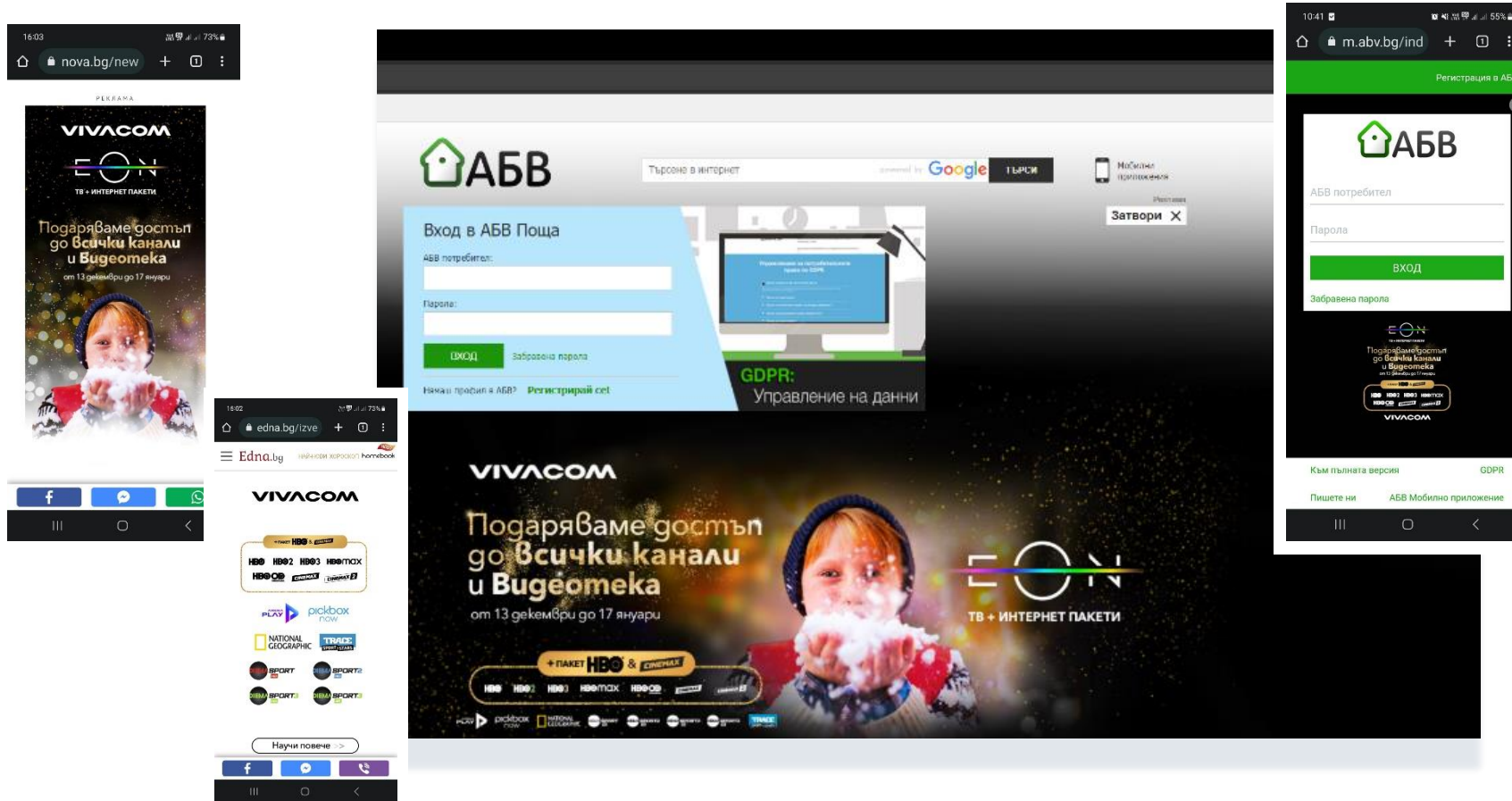
## Ad KPIs

Great viewability and engagement. Non-standard formats, exclusive sponsorships, unique hot spots for better Ad Recall. All products are KPIs driven, in a permanent improvement process and data transparent.



# How we define Premium

Reach & Frequency For Awareness



Viewability

Brand safety

GDPR/ IAB TCF 2.0\*

Ad-To-Content ratio

Programmatic Ready

1<sup>st</sup> party data

Audience sharing

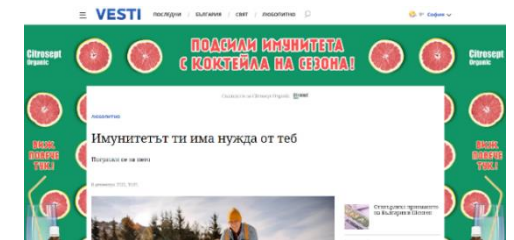
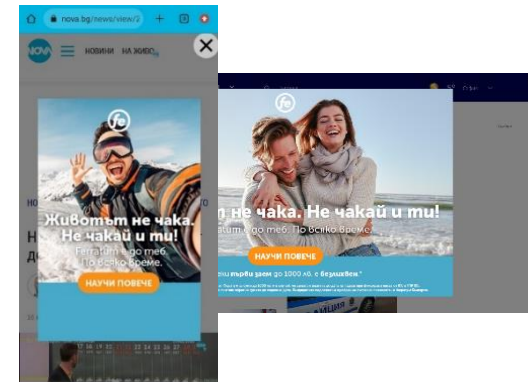
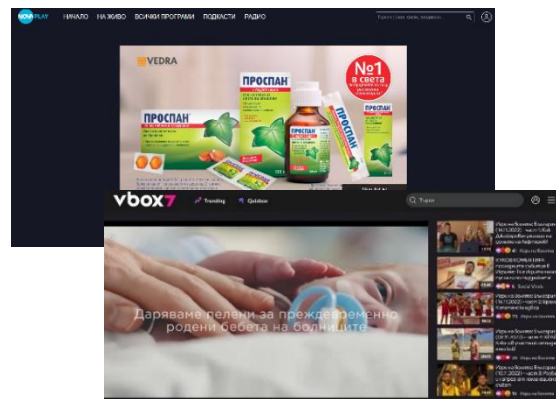
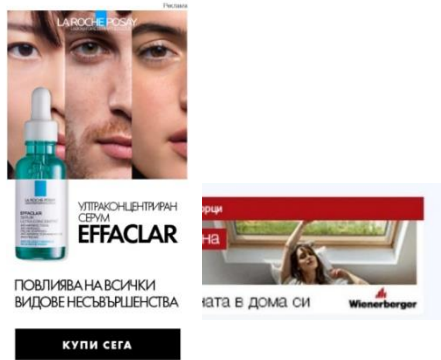
3<sup>rd</sup> party scripts

Floor price

Guaranteed

# What works great

Reach & Frequency For Awareness



## Standard Display

0.30% Avg. CTR%

65% Avg. Viewability

Recommended FRQ 8-12

## Video Ads

1.5% Avg. CTR%

80% Avg. Viewability

Recommended FRQ 4-8

## Rich Media

3% Avg. CTR%

90% Viewability

Recommended FRQ 2-4

## Branded Content

Brands and context

Guaranteed engagement

Data sharing

# NEW IN 2023

Podcasts in collaboration with Nova Radio Group. Available on NOVA Play, YouTube, Spotify, etc

DogsAndCats.bg – new site for pet owners

CarMarket.bg – highly recognisable by the industry media for new cars, trends and news

Edna.bg exclusive events with influential women

New ABV.bg mobile app. More than 1 mln users are using it

WSC AI/ML tool for football highlights. Brings video engagement on Gong.bg, YouTube, TikTok

Cookieless World ready. PPS, PPIDs, deep collaboration with Google

Huge success on TikTok for NOVA reality formats

BISS.bg – new site for business influential people. Hybrid [TV & Digital] product of NOVA



# NEW TO COME IN 2024

New **360 projects** with NOVA high season

**Scope3** certification on ad serving carbon footprint. Measure and cut emissions.

**UEFA 2024** official digital partner. Livestream, engagement games, premium ads inventory in UEFA footage

**Paris 2024 Summer Olympics show.** Delegated sports and lifestyle journalists, podcast and shorts

**Sravni.bg** – intent site for shopping recommendation listicles and product reviews

**Data Clean Room** – technology for integration of clients 1<sup>st</sup> party data

**NOVA Play** new app, website and content

**Ох, на мама!** Large hybrid event with more than 15 speakers

New features in **NOVA ESG Platform** – more reach, better positioning, video format and podcast

**GenZ** hybrid product, including Vbox7, The Voice, TikTok, YouTube

New **podcasts** studio with extended capabilities for product placements, guests, augment reality and so on



# INNOVATE WITH US!

[www.netinfocompany.bg](http://www.netinfocompany.bg)

