

Netinfo 2026

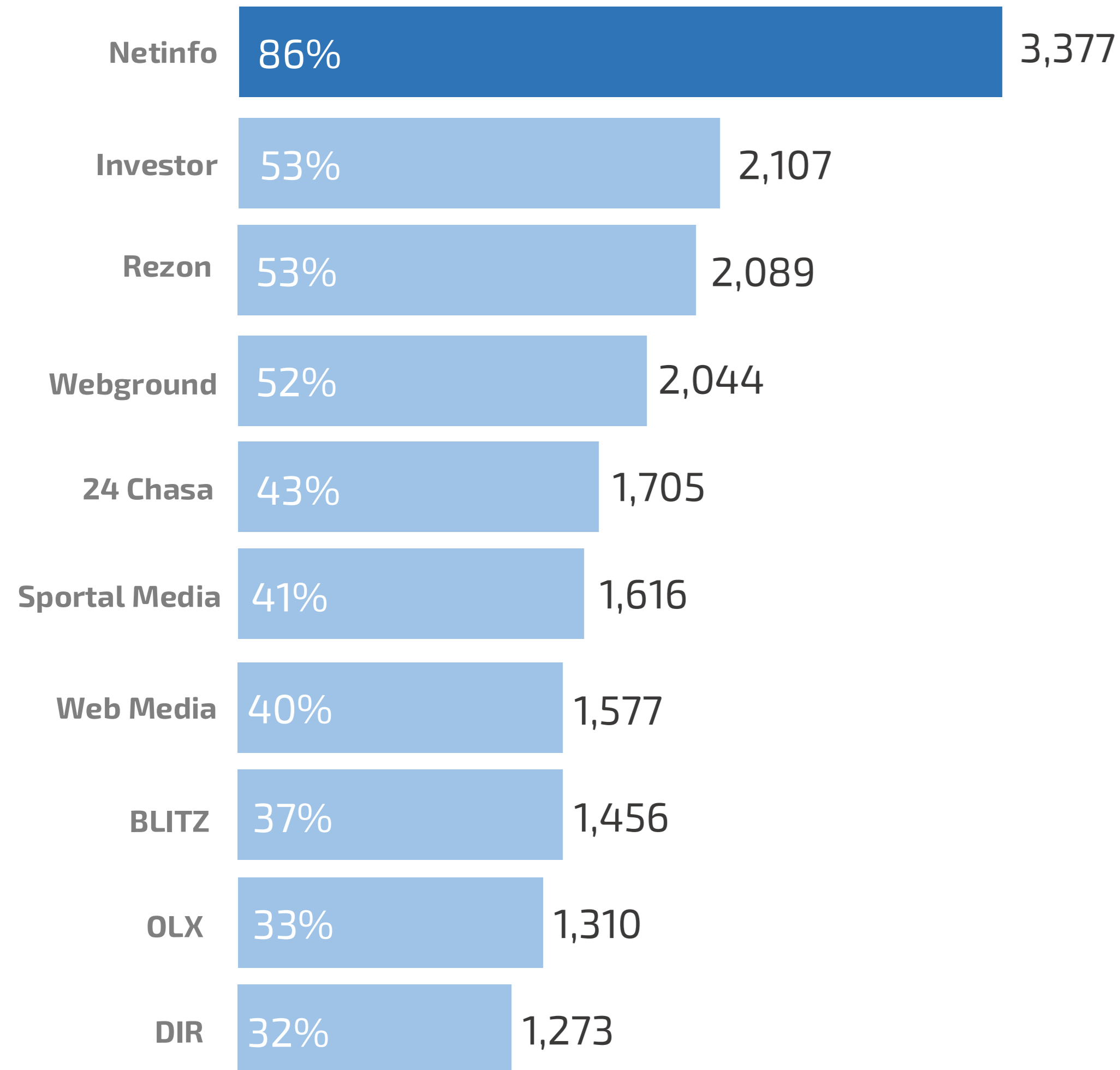
What's New, What's Great



LOCAL DIGITAL MEDIA

Bulgarian Digital Publishers Reach

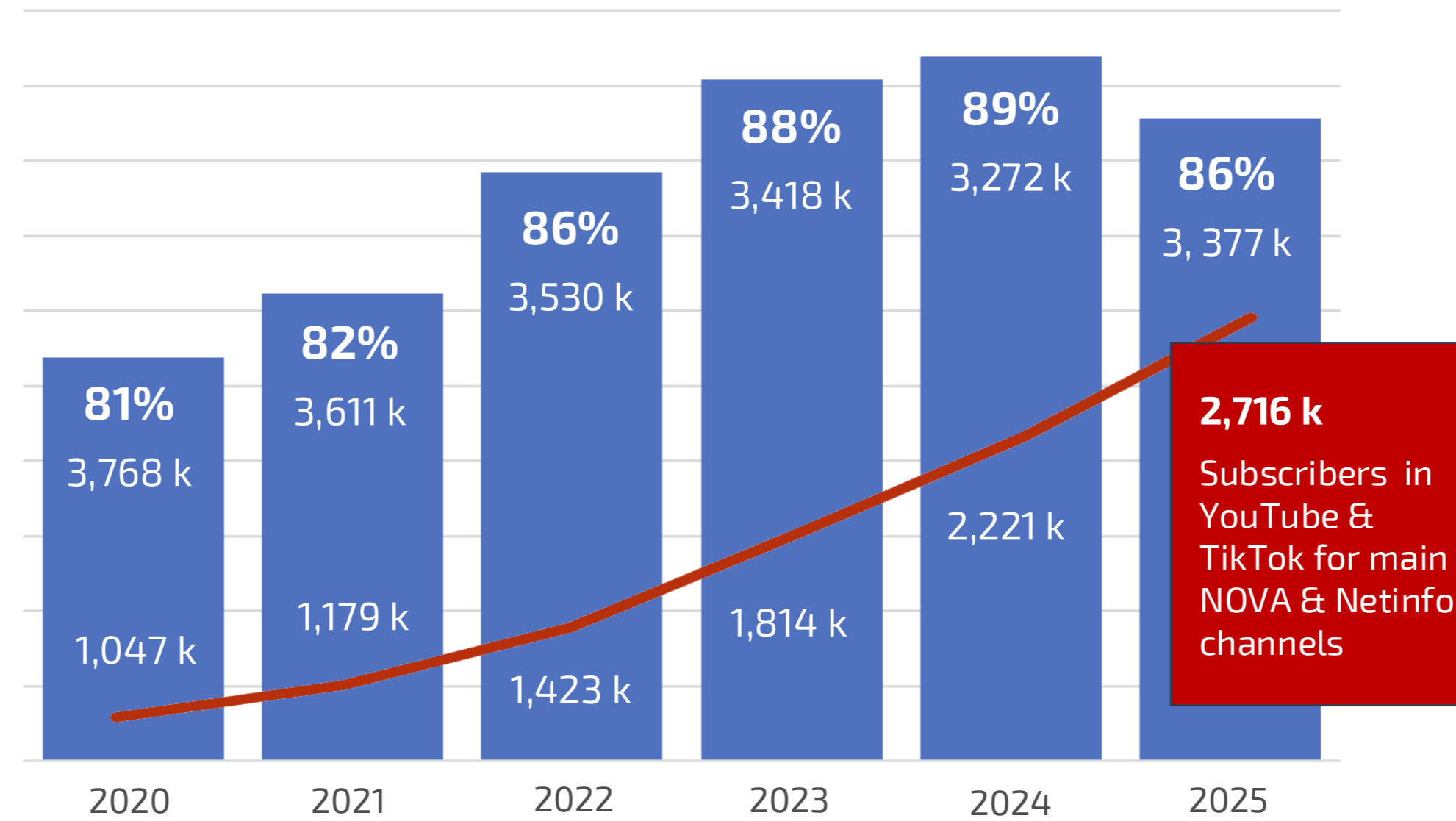
Gemius Audience, Monthly Average 2025



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

Netinfo Reach% & Real Users

Gemius Audience, Monthly Average



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

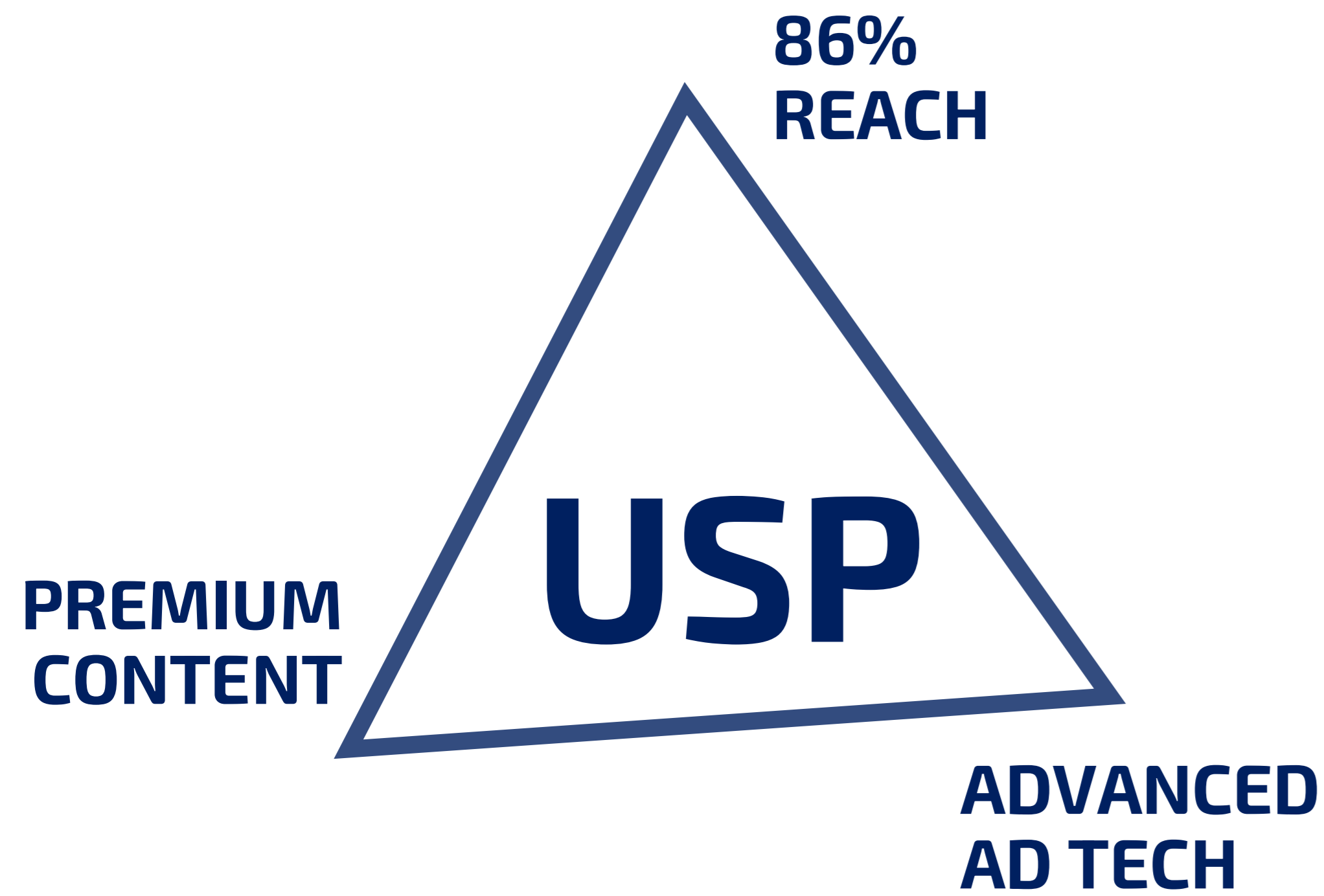
Hybrid & 360° products are heavily engaging new audience on YouTube, TikTok, Instagram and Facebook.

Netinfo Reach in Age Groups

Gemius Audience, Monthly Average 2025

Age	Internet	Netinfo	Reach%
15-24	547	416	76%
25-34	631	544	86%
35-44	836	717	86%
45-54	934	810	87%
55-64	803	675	84%
64+	237	214	91%
Total	3,939	3,377	86%

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



Reach

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

Advanced Ad Tech

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

Hybrid Products

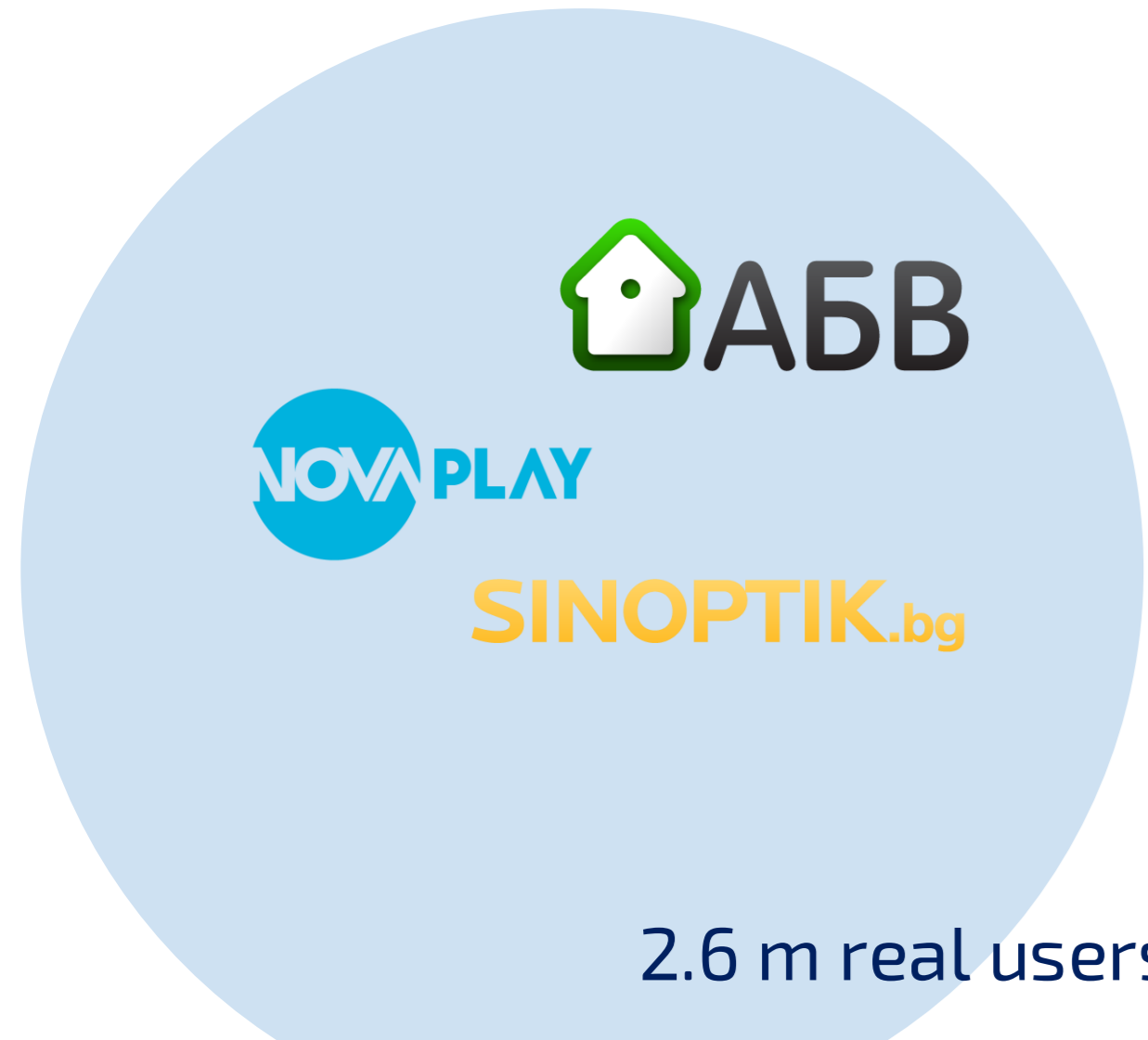
NOVA High Season and evergreen brands are digitally extended. 360° channel approach combines TV, web sites, social media, video platforms, events, radio, etc.

Premium content

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

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.



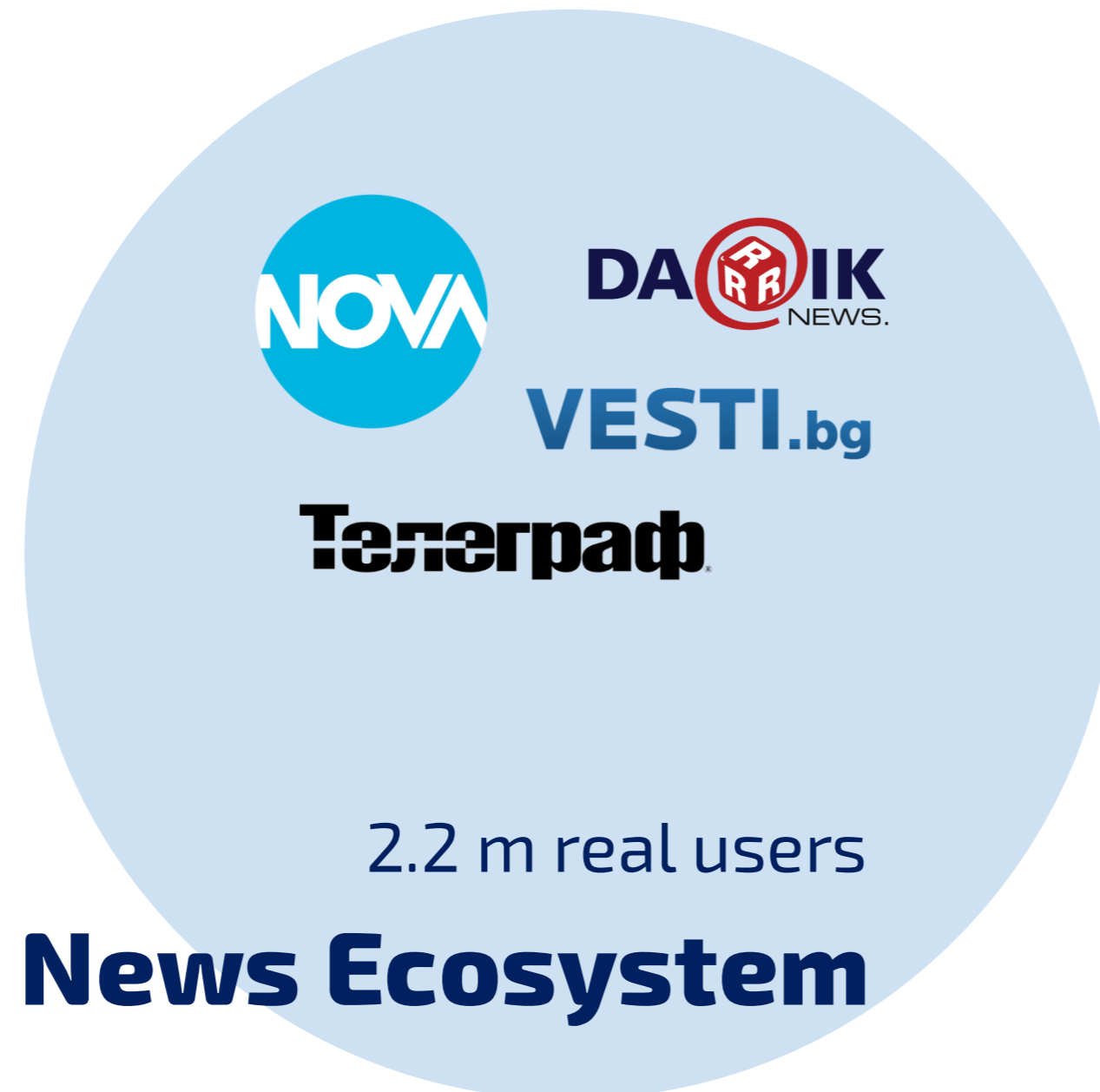
Everyday Services

Everyday needs, everyday engagement. First in category.

ABV.bg 2m RU
The biggest free email service in Bulgaria. Driven by ecommerce.

Sinoptik.bg 1.2m RU
The first Bulgarian weather information site/app. Love brand

NOVA Play 405k RU
Nova OTT AVOD platform – reality formats, series, news, public affair, podcasts.



News Ecosystem

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

Nova.bg 1.6m RU
Nova TV news and other. The most influential news site in Bulgaria.

DarikNews.bg 1.2m RU
Trusted news brand with extended regional and WW news.

Vesti.bg 960k RU
One of the oldest news sites with extended leisure news.

Telegraph.bg 490m RU
Tabloid news site, developing Telegraph Newspaper on digital.



Interest Verticals

Top interests coverage. News and analyses, personal experience.

Gong.bg 651k RU
One of the two biggest sports sites. Licensed video content.

Edna.bg 605k RU
The most popular female leisure ezine. Horoscopes and stories.

Vbox7.com 204k RU
Z Gen & Millennials buzz feed like site. Viral stories and videos.

BISS.bg 4k RU
“Because I Said So” talks by business Influential people.



Intent Verticals

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

Pariteni.bg 657k RU
Personal finance for mass audience.

Carmarket.bg 284k RU
Industry news, new models and technologies.

DogsAndCats.bg 85k RU
Pet owners - health, upbringing, care, etc.

Ohnamama.bg 76k RU
Pregnancy and motherhood.

HYBRID PRODUCTS

NOVA brands are extended beyond TV experience, bringing all channels 360 media experience.

Being on-top of public interest, our products are engaging audiences on every digital or non-digital platform available.

Clients are placed in exclusive context, brought in the circle of the public interest. This is a powerful strategy against the ad intensity fatigue.

TV Live Linear Share, GRPs, TRPs, GARB

Digital Live Linear Nova.bg & NOVA Play, 1m monthly streams, DAI enabled.

VOD Catch-Up, NOVA Play only, up to 700k users in high season.

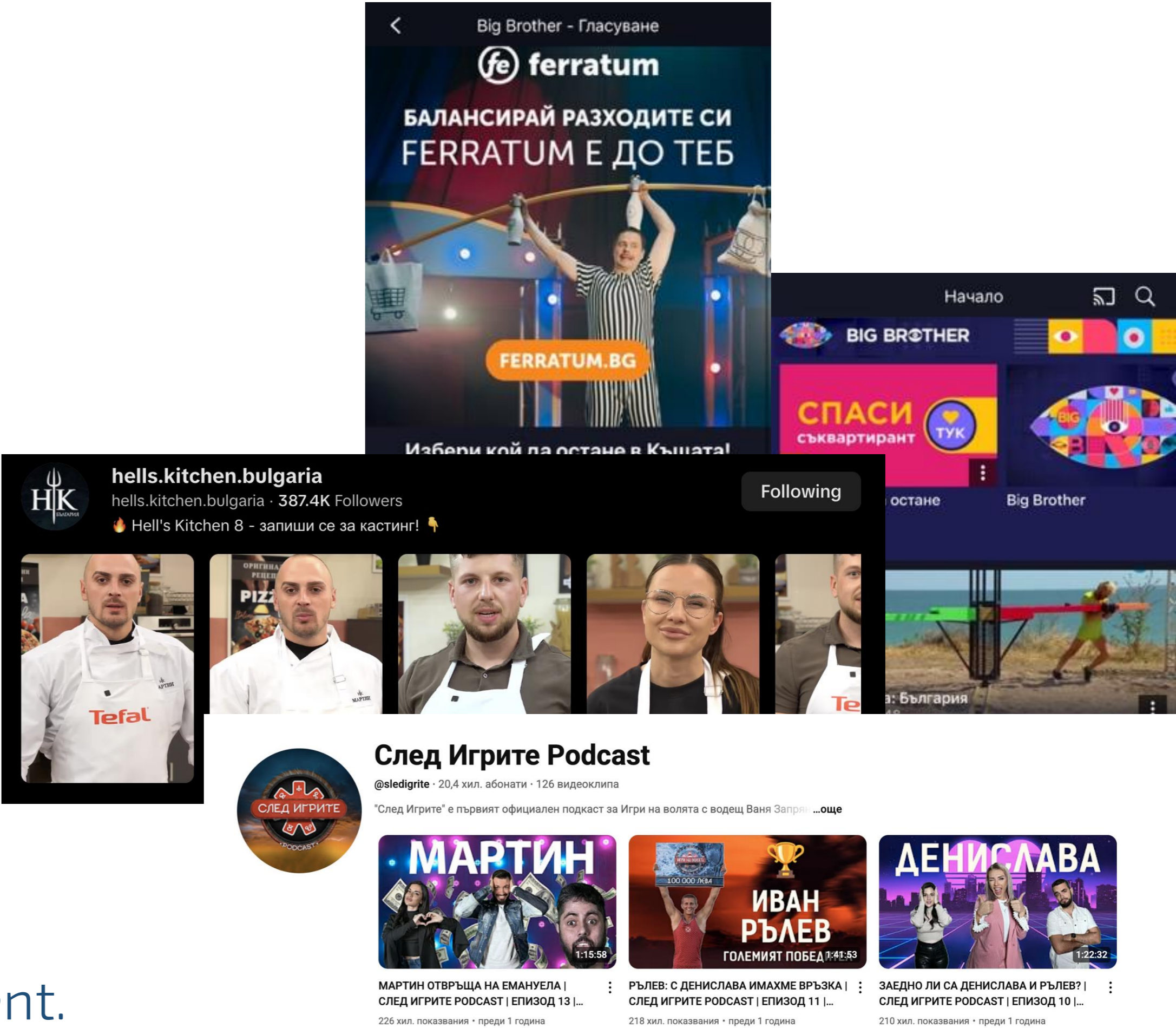
Second Screen in-app voting, Big Brother had 1.2 M votes, 200k on the final

Official podcast, YouTube first and viral in Tik Tok & Instagram

Digital only Live streams, special games, streamed in NOVA Play

Digital Exclusive series, digital only content, produced for branded entertainment.

Social media experience, channels everywhere, lead generation to NOVA Play



NOVA/NETINFO

Ad Video Views, AVG Monthly

	2020	2021	2022	2023	2024	2025
Total	52,544	54,909	58,928	60,828	60,087	60,807
NOVA Play	24,522	25,339	26,750	27,225	29,697	34,394
CTV	662	735	856	1,035	1,366	1,857

'000, Google Ads Manager 360

NOVA Play, Ad Video Views

	2020	2021	2022	2023	2024	2025
CTV Share	2.7%	2.9%	3.2%	3.8%	4.6%	5.4%
Total AVV YoY	-	3.3%	5.6%	1.8%	9.1%	15.8%
CTV AVV YoY	-	11.0%	16.5%	20.9%	32.0%	36.0%

NOVA Play Video Views

	Total	CTV
News	6%	1%
Talk Shows	6%	3%
Public affair	3%	2%
Reality formats	39%	42%
TV Series	32%	35%
Movies	4%	5%
Digital Exclusive	5%	7%
Infotainment	1%	1%
Podcasts	1%	3%
Other	3%	1%

WHAT'S NEW IN 2026

Discord @Gong.bg Gong.bg starts the season with new Discord server. New generation users are looking for web3 engagement platforms and we are to step in

Игри на волята @Roblox The ultimate Roblox challenge brings the whole family together in front of the TV screen. But the youngest viewers and children want to continue the games in their favorite platform — Roblox.

Pariteni.bg Relaunch The long-established and trusted personal finance news site is evolving in 2026 toward practical explainer content that supports informed financial decision-making, fully optimized for both search engines and AI-driven discovery.

FIFA World Cup 2026 The largest tournament in history, hosted across three countries. Engaging our audiences through live coverage, interactive experiences, and fan-first hybrid brand solutions in a full-scale digital ecosystem.

Influencers Program, VIDAL The influencer program by NOVA and Netinfo features participants from the most popular shows and formats of 2026. Developed in partnership with VIDAL MEDIA, who work exclusively with the on-screen talents and focuses on building integrated campaigns.

Content Creators Nikolay Vasilkovski, Marie Haritova, Vasilena Vasileva, Elizabet Metodieva, Mon Dieu, Victoria Bochevska, Plamen Georgiev will be featured in influencer campaigns, content creation, brand activations, and events.

CTV & DAI The next-generation video experiences on NOVA Play, combining TV scale with digital precision, reaching audiences across smart TVs, gaming consoles, and streaming devices.

NOVA Lab Premium digital content space focused on health, self-care, beauty and life balance, offering integrated brand solutions through native content and sponsorships, reaching an active, high-quality audience.