BORN DIGITAL
TRULY MOBILE
SNAPSHOT OF INTERNET AND MEDIA USAGE IN BULGARIA

4.66 MILLION
55%
TOTAL NUMBER OF ACTIVE INTERNET USERS
INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

66%

4.03 MILLION
63%
TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS
MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

57%

85%
EVERY DAY

4.03 MILLION
26%
TABLET COMPUTER


QUALITY CONTENT ON A REALY BIG SCALE

NETINFO REACHES

78%

INTERNET USERS IN BULGARIA *

NETINFO’S WEBSITES ARE VISITED BY

3.370

MILLION ONLINE USERS MONTHLY*

The company’s portfolio comprises some of the biggest and most visited Bulgarian websites:

- ABV Mail
- Vbox7.com
- Sinoptik.bg
- Vesti.bg
- Nova.bg
- DarikNews.bg
- Gong.bg
- Edna.bg
- Pariteni.bg

and many more…

* WEBSITE VISITORS REPORT - TAM BULGARIA CONTINUAL SURVEY RESULTS - SPRING 2018 BY NIELSEN
**SINOPTIK.bg**
Loved source for weather forecasts
861 875 REAL USERS

**АБВ**
Email service developed for the local users specifics
1 456 297 REAL USERS

**vbox7**
Destination for video entertainment. Highly recognised premium video series and influencers
1 732 343 REAL USERS

**NETINFO ECOSYSTEM**
News ecosystem, powered by ethical journalism, integrated news room and local news network

**VESTI**
1 229 318 REAL USERS
Internal traffic exchange and audience overlap drives reach, engagement and frequency.

**NOVA**
1 246 311 REAL USERS
Abv.bg and Sinoptik.bg are customer journey start points and big traffic generators.

**DAIK NEWS**
1 097 823 REAL USERS
Content sites are extremely strong in social media and search. Other verticals are driving intent search traffic.

Vbox7 is entertainment destination and powers the portfolio with video capabilities trough embeds.

**Edna.bg**
Ezine with strong influence among 25+ urban women
765 715 REAL USERS

**gong.bg**
Sports and football. Trusted source for news from insiders and influencers.
701 154 REAL USERS

**Other verticals**
Personal finance, price comparison, second hand cars, online games, etc.

---

GEMIUS BULGARIA. 2018, MONTHLY AVERAGE. MOBILE APPS ARE NOT MEASURED
YOU’VE GOT THE ADS?
WE’VE GOT THE TECH.
LET’S TALK!

GOOGLE ADS
Google Ads is a global standard for publisher ad serving. It delivers better connectivity, targeting, reporting and third-party scripts integration.

DSP
Netinfo operates different demand-side platforms (DSP). We can empower your programmatic buying, organising campaigns inside and outside Netinfo portfolio.

DCM
DoubleClick campaign manager is an ad server for advertisers. We can organise your campaigns delivery inside and outside Netinfo portfolio on a higher standard.

CMP
Consent Management Platform aligned with the latest IAB standards for GDPR compliance. All advertising campaigns delivered by Netinfo respect GDPR principles and standards to the extend of the current industry level.
DMP is a centralised data management platform that allows you to create target audiences based on a combination of first-party and third-party audience data.

A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

Branded Content distribution is very effective in combination with social media targeting. We use Facebook Insights, Open Graph, Pixel and other technologies to increase reach and engagement.

Google Analytics 360 improves Netinfo ad reporting and user engagement through DFP and DCM integrations. It provides a comprehensive, next-day view of ad's performance on desktop, mobile, and other channels.

Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

Facebook Insights, Open Graph, Pixel and other technologies allow you to create target audiences based on audience data.

 Nielsen

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 Nielsen Digital Ad Ratings provides a comprehensive, next-day view of an ad's performance across devices. Nielsen Digital Ad Ratings has set a new industry standard for digital audience measurement.

 A powerful content performance tool used for measuring readability, applause rate, etc. Largely used in Branded Content campaigns to improve readability and user engagement.
**CTR**
**REDEFINED CONTENT. TECHNOLOGY. REACH.**

**CONTENT**
Premium content generated by video producers, online influencers, integrated news room and high profile journalists. Strong social media and search presence.

**REACH**
78%
*reach on Bulgarian internet audience.

**TECHNOLOGY**
Programmatic solutions, fully integrated DMP and DSP, demography, audience segments, content verticals, retargeting, self-served platform, etc.
A display ad is considered viewable when 50% of an ad's pixels are in view on the screen for a minimum of one second, as defined by the Media Rating Council.

Percentage of ads determined viewable out of the total number of ads measured.
Your ads will get noticed

Factors for Viewability

Netinfo products and ad tech are optimised for brand safety and viewability. We are measuring different KPIs on multiple platforms with one simple goal - to deliver better viewability rate than the market average.

- **Layout**: Product layout and user engagement. Ad container must be on a place near the user focus.

- **Layout**: Site speed. Ad containers must be loaded as fast as it's possible to start ad delivering and measurement.

- **File Size**: Ad standards for file size. Nonstandard banners have longer time for loading and rendering.

- **Ad Server**: Ad serving discrepancies. Ad server must be well connected and delivery time must be in within the IAB standards.
SAFE & CLEAN
The news category is clean and safe from negative news in compliance with MOAT. We exclude all articles about disaster, incidents and crime.

PREMIUM POSITIONING
Netinfo Media Brands have premium positioning and we keep our stories clean from Fake News inline with Google News Initiative.

CONTENT VERTICALS
PREMIUM CONTENT

- Premium Video Series and Vlogers
- Ethical journalism, powered by integrated news room and local news network
- Influential columnists community of celebrities, experts, etc.
360° REPORTING

- REACH AND FREQUENCY
- ENGAGEMENT METRICS
- REPORTS ON DEMAND
- TIME DISTRIBUTION
- DEMOGRAPHICS
- DATA SCIENTISTS
INNOVATE WITH US!

www.netinfocompany.bg