

2014 in numbers

Web
News
Agent.com





CONTENT

1. Introduction
2. General market overview
3. Overview by TOP 10 sectors





Who we are

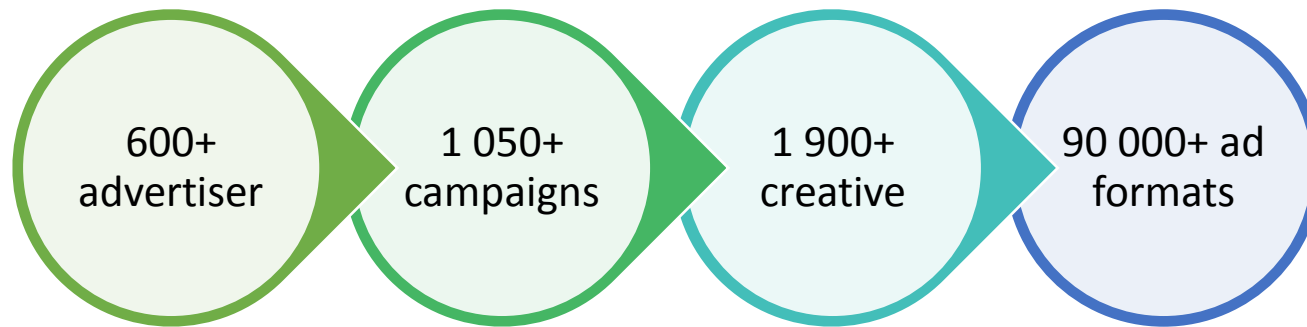
- Web News Agent is a Real Time Information about the advertising activity within the online environment by means of **automatic system** that registers – **Who, Where, What** and **How** is advertising in more than **400 Bulgarian** websites.
- The system starts to operate on the market since October 2013. **Improving and upgrading** every day we can state that the system is fully operated since April 2014.





Who we are

- The system it is registering on a **daily basis** more than



**The system is not registering some video formats as Video Pre Rolls and the banners from some networks.*

GENERAL MARKET OVERVIEW

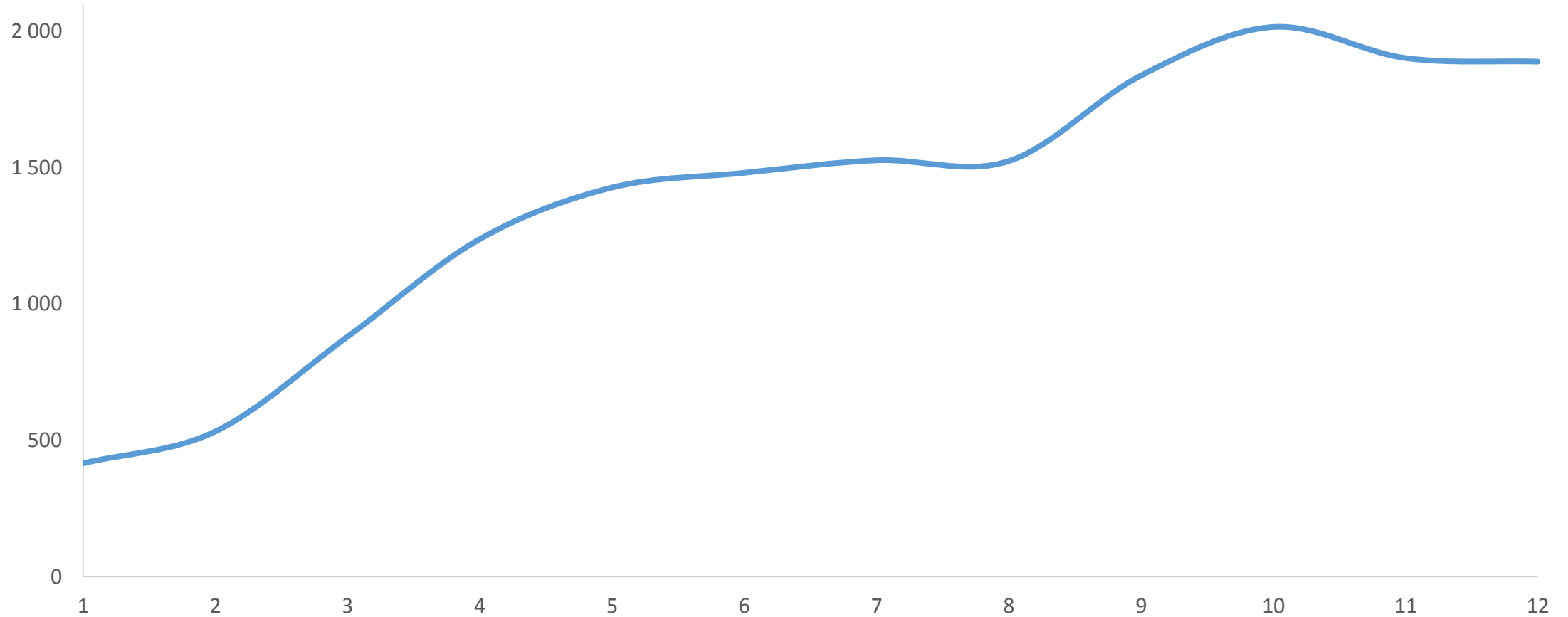




General market overview

CAMPAIGN SEASONALITY

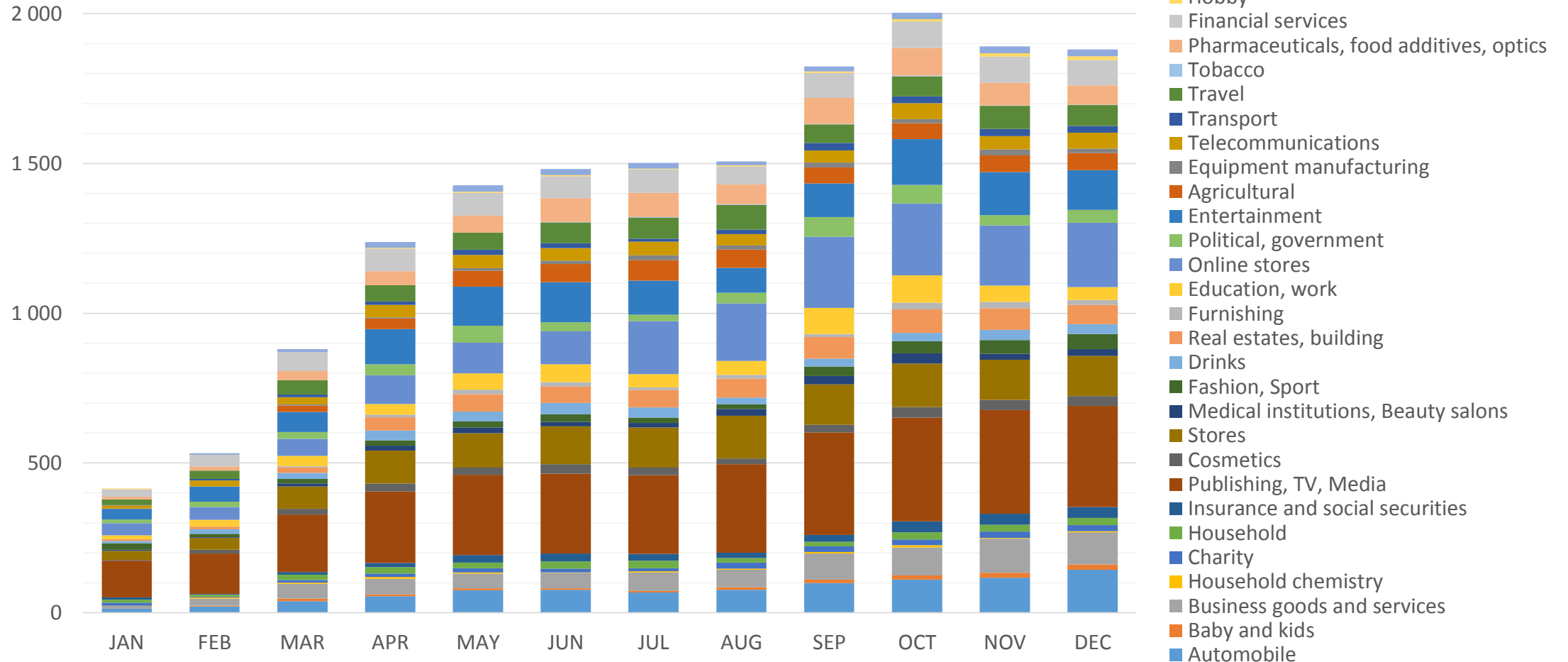
by campaigns number - Jan/Dec 2014



General market overview

CAMPAIGN SEASONALITY

by campaigns number - Jan/Dec 2014

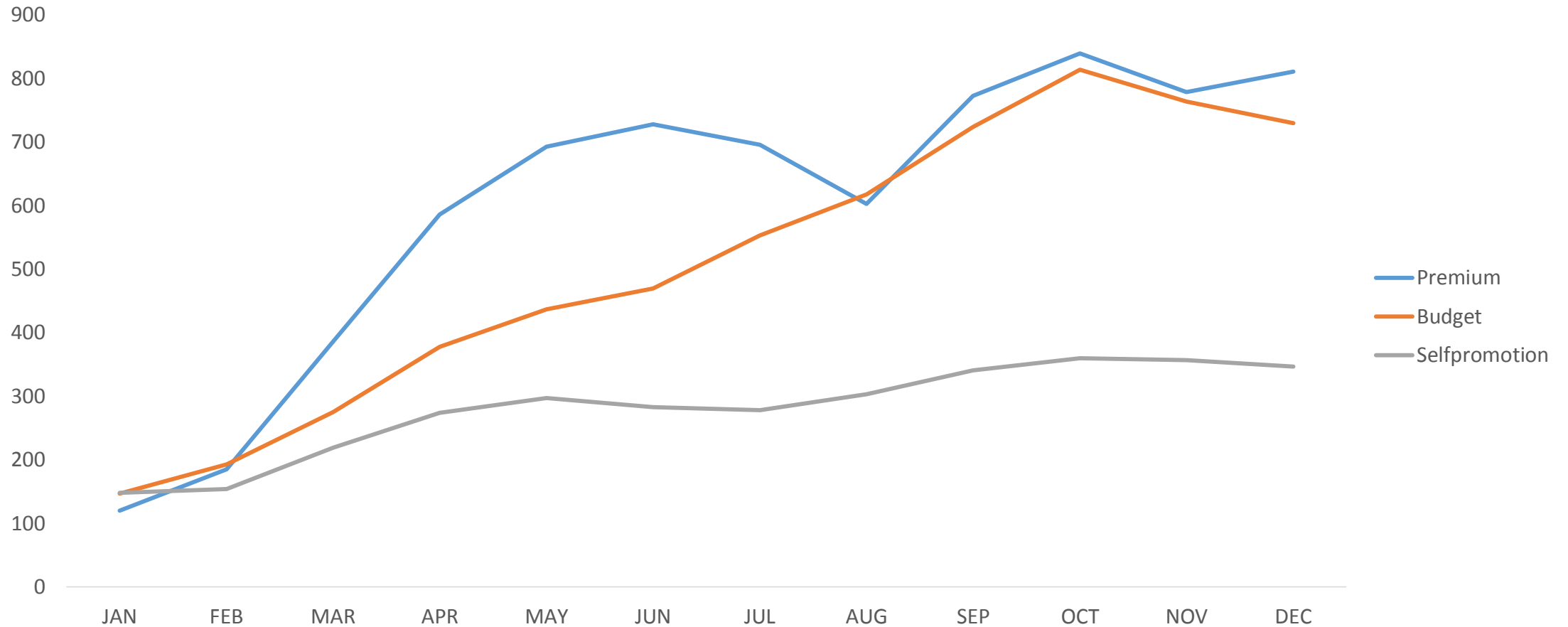




General market overview

TYPE OF ADVERTYSERS

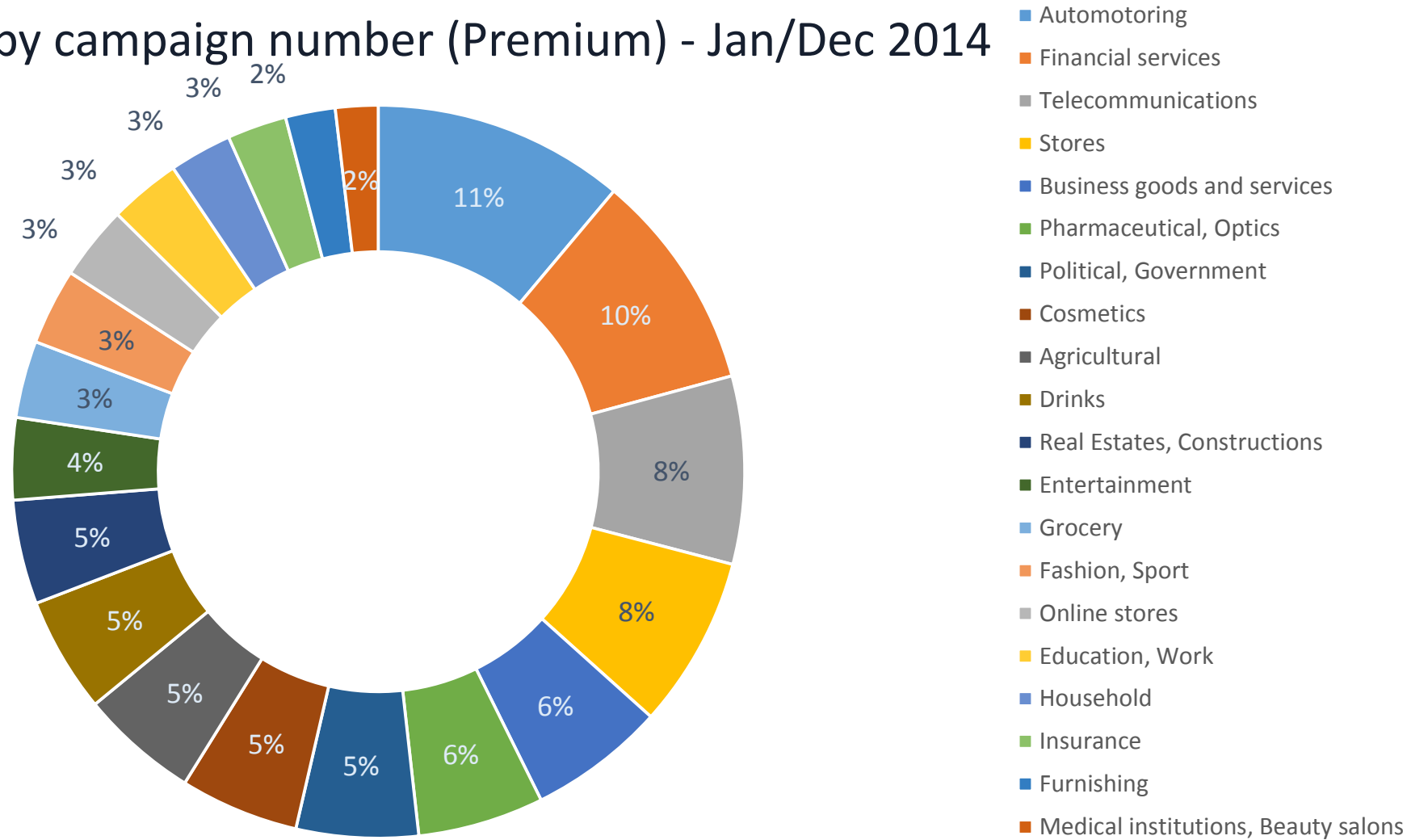
by number of campaigns - Jan/Dec 2014



General market overview

TOP 20 SECTORS

by campaign number (Premium) - Jan/Dec 2014

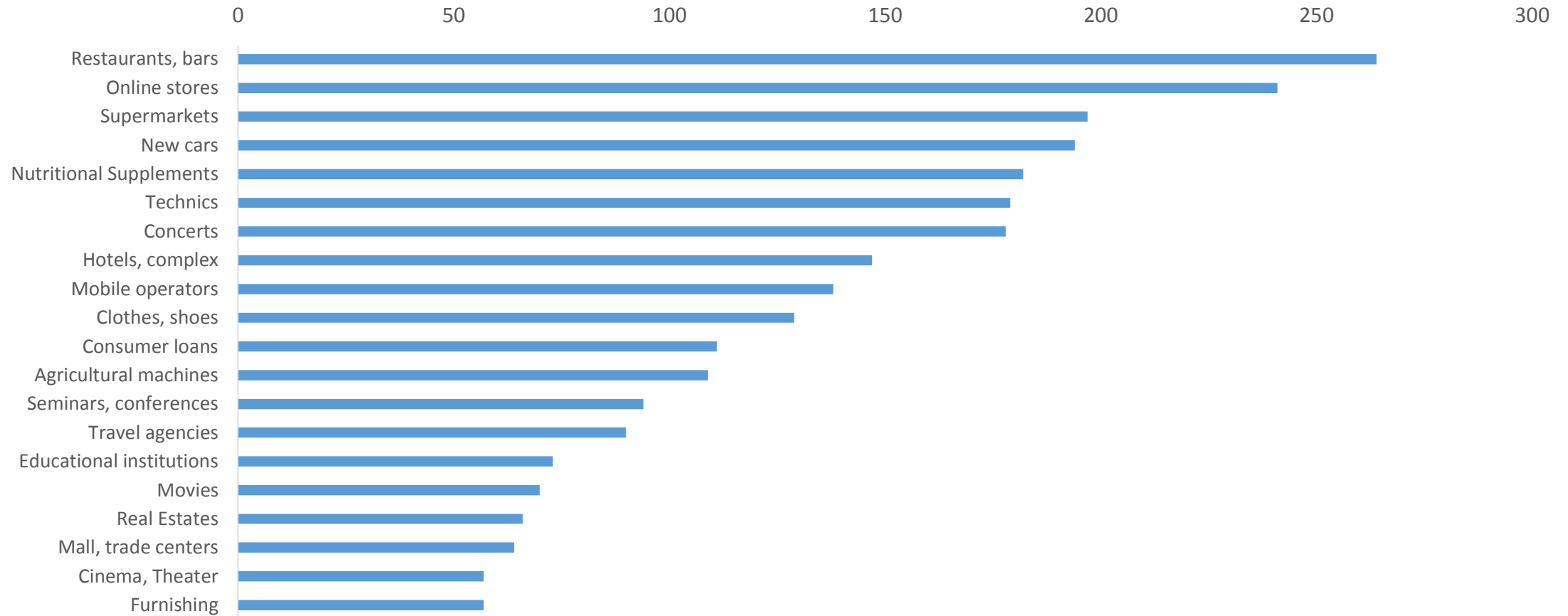




General market overview

TOP 20 CATEGORY

by campaign numbers - Jan/Dec 2014

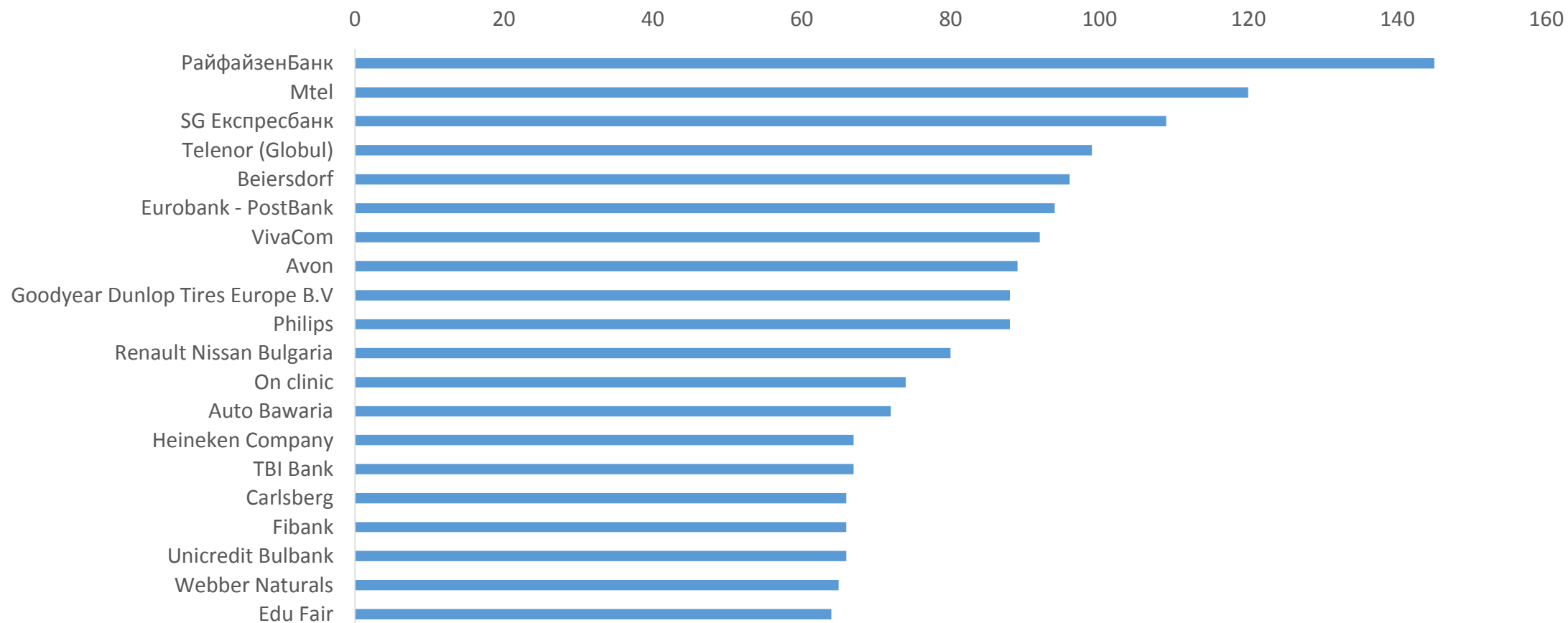




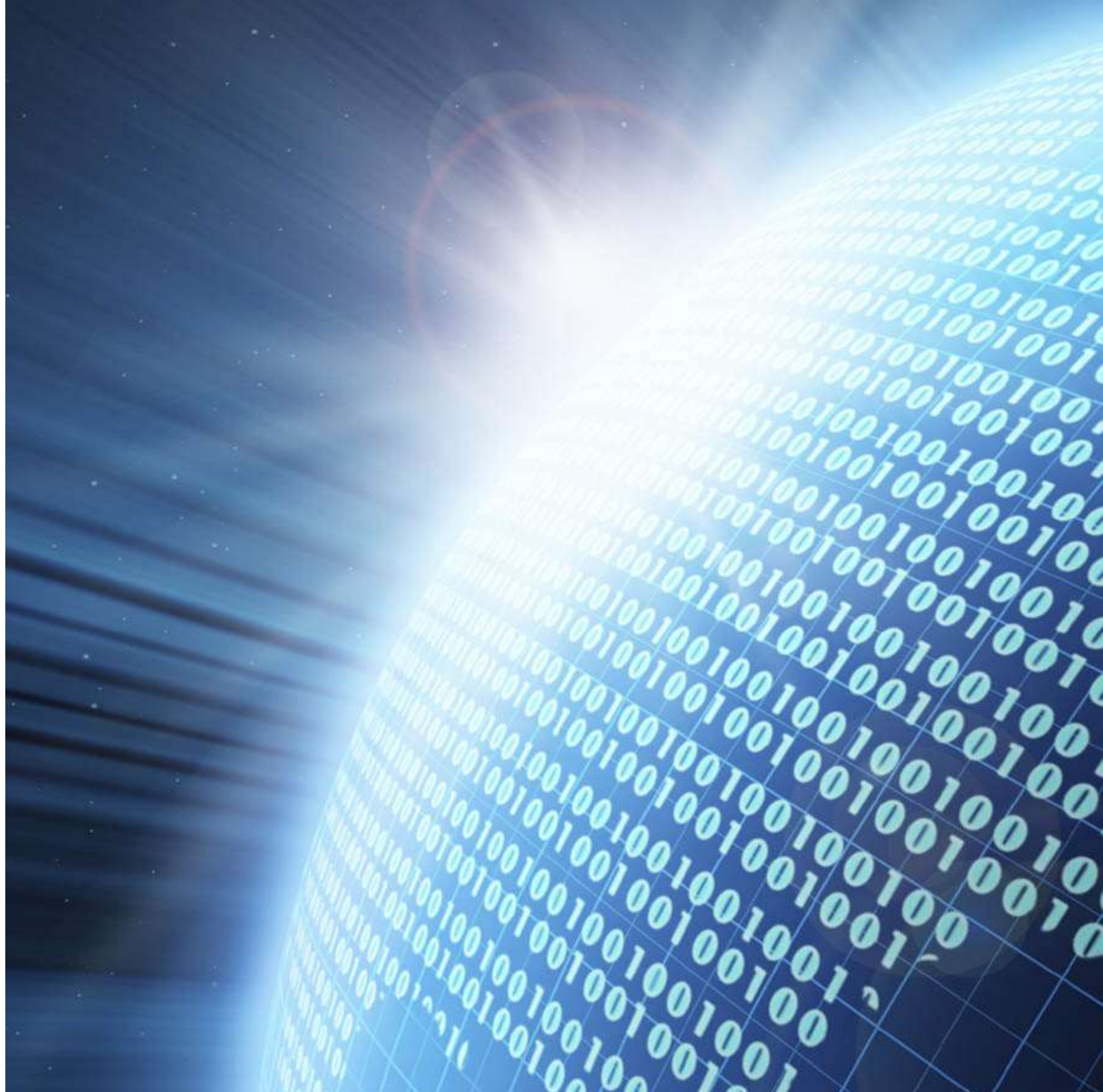
General market overview

TOP 20 ADVERTISERS

by number of used websites - Jan/Dec 2014



SECTOR Automotive

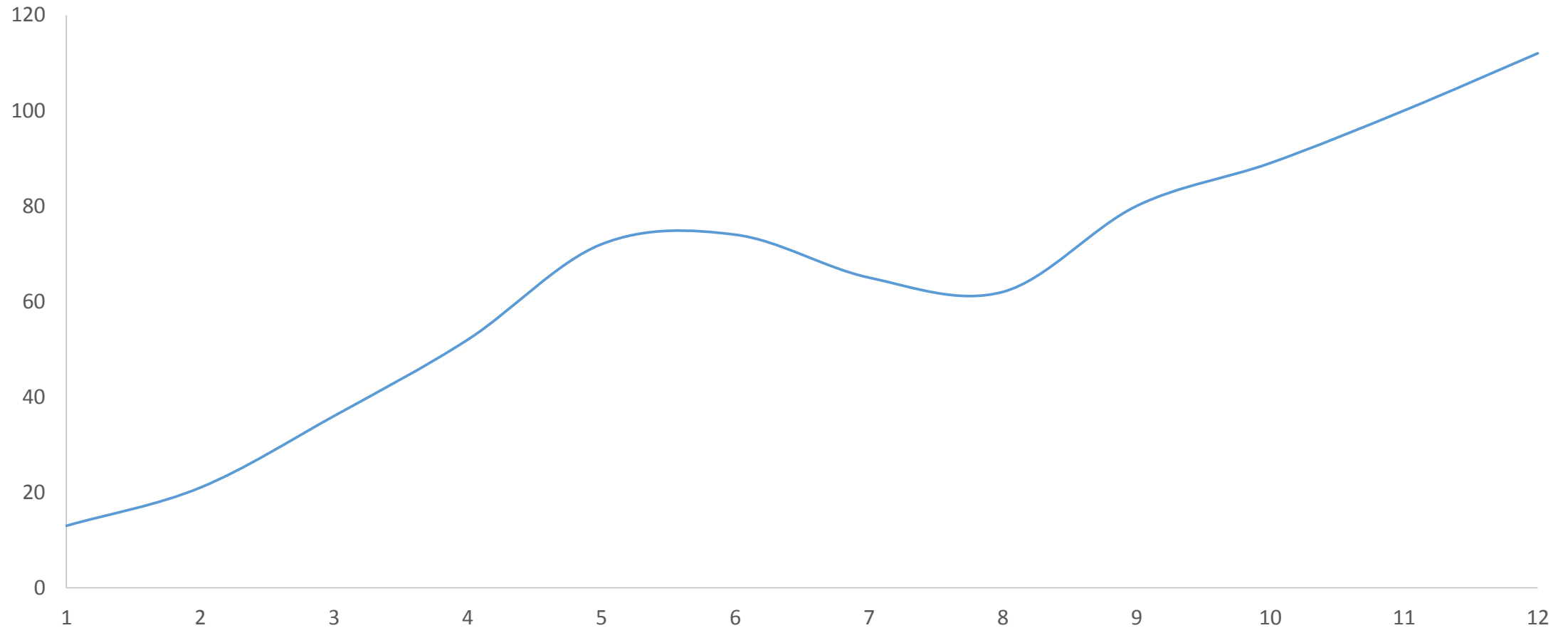




TOP 10 sectors - Market overview

AUTOMOTIVE – SEASONALITY

by number of campaigns - Jan/Dec 2014

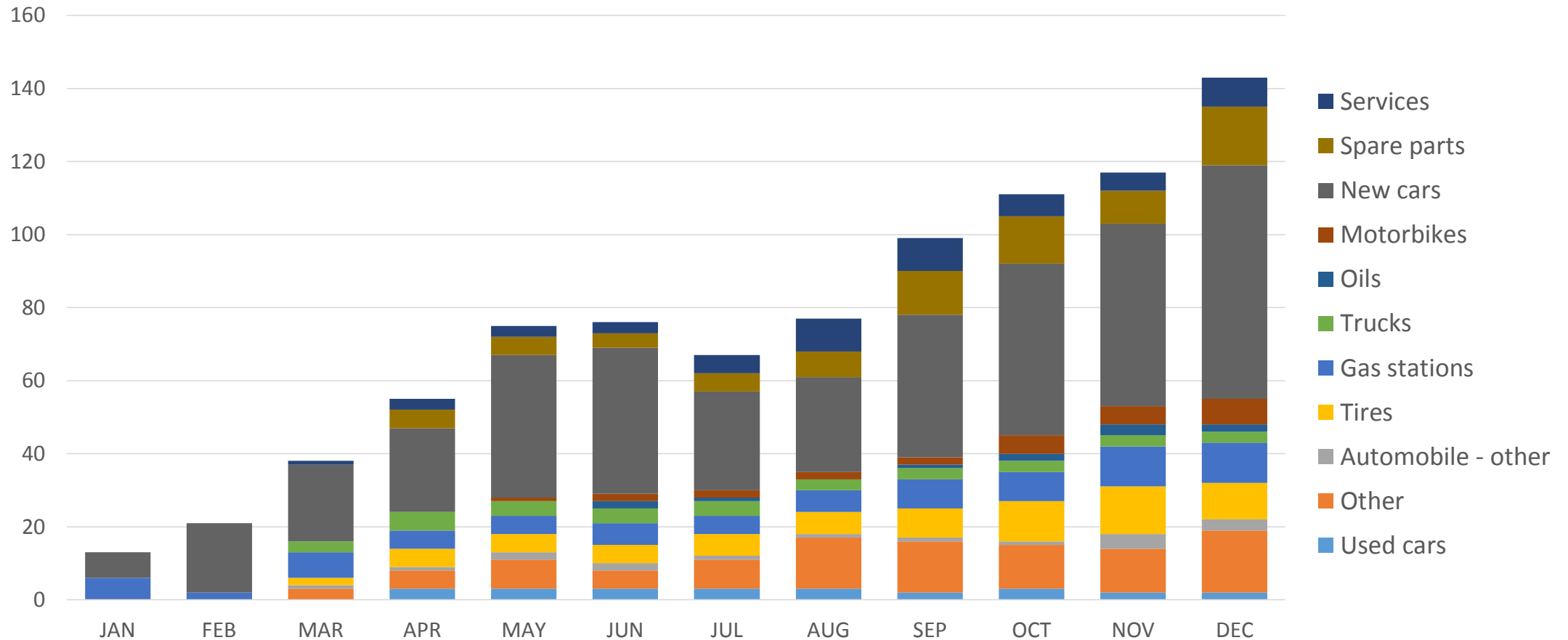




TOP 10 sectors - Market overview

AUTOMOTIVE – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

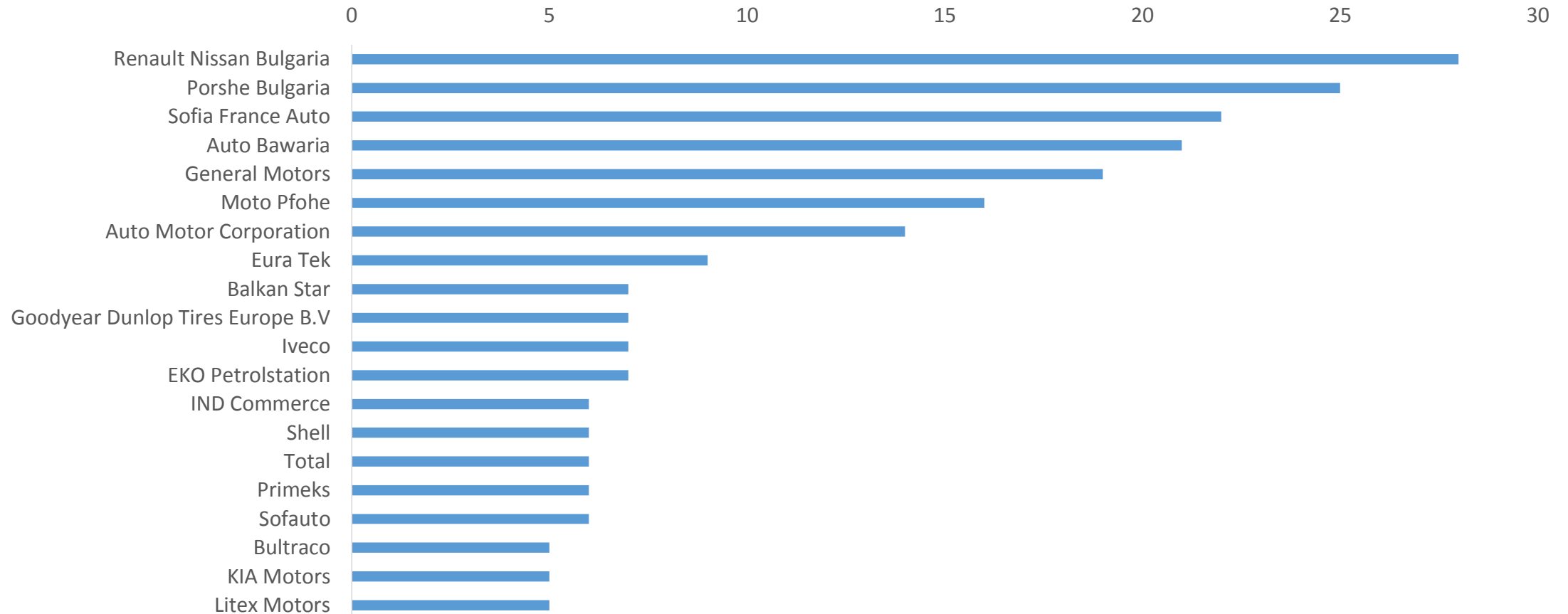




TOP 10 sectors - Market overview

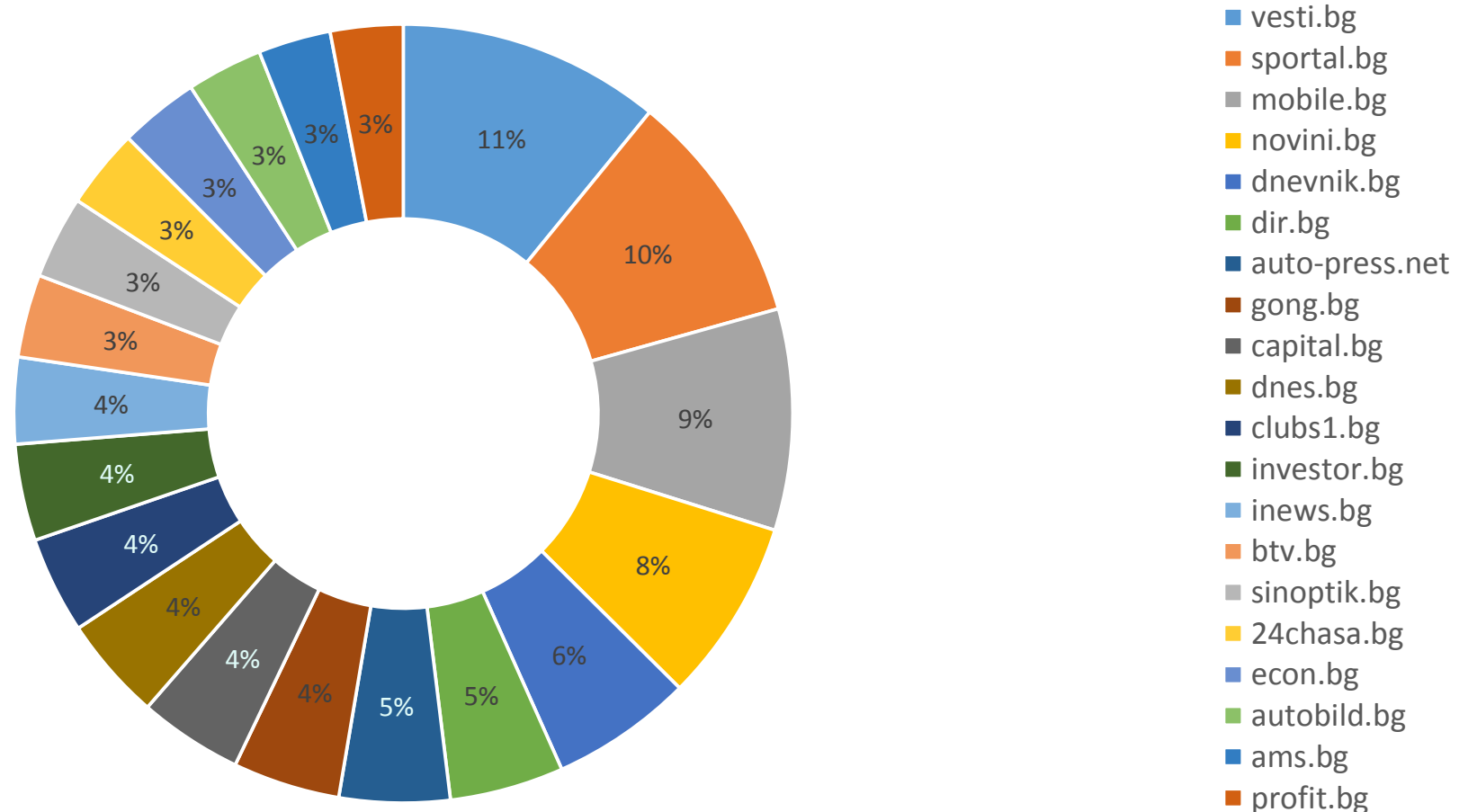
AUTOMOTIVE - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

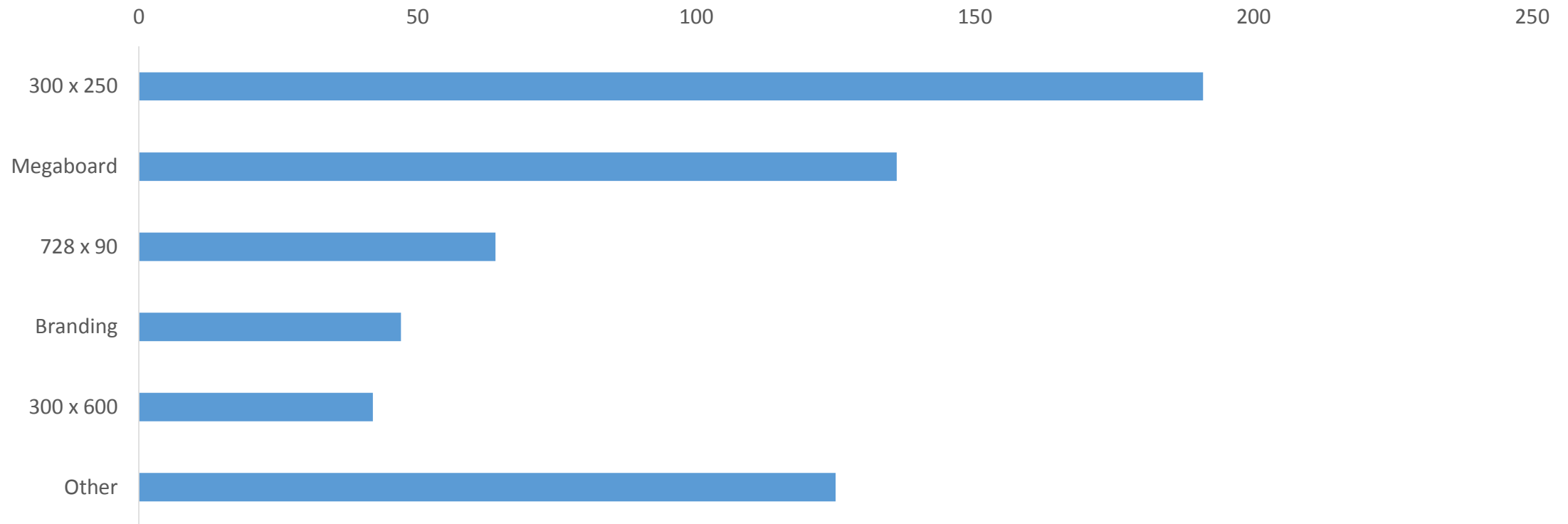
AUTOMOTIVE – TOP used websites
by campaign numbers - Jan/Dec 2014





TOP 10 sectors - Market overview

AUTOMOTIVE – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Financial services

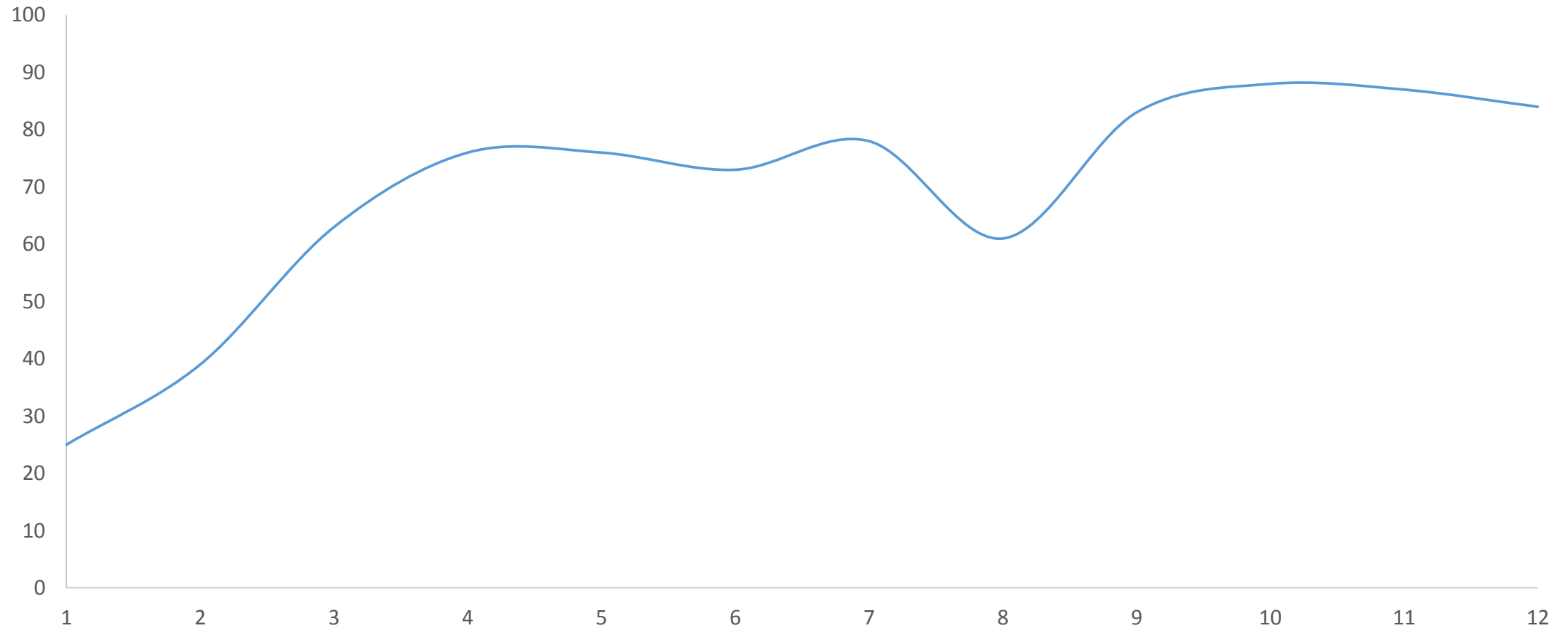




TOP 10 sectors - Market overview

FINANCIAL SERVICES – SEASONALITY

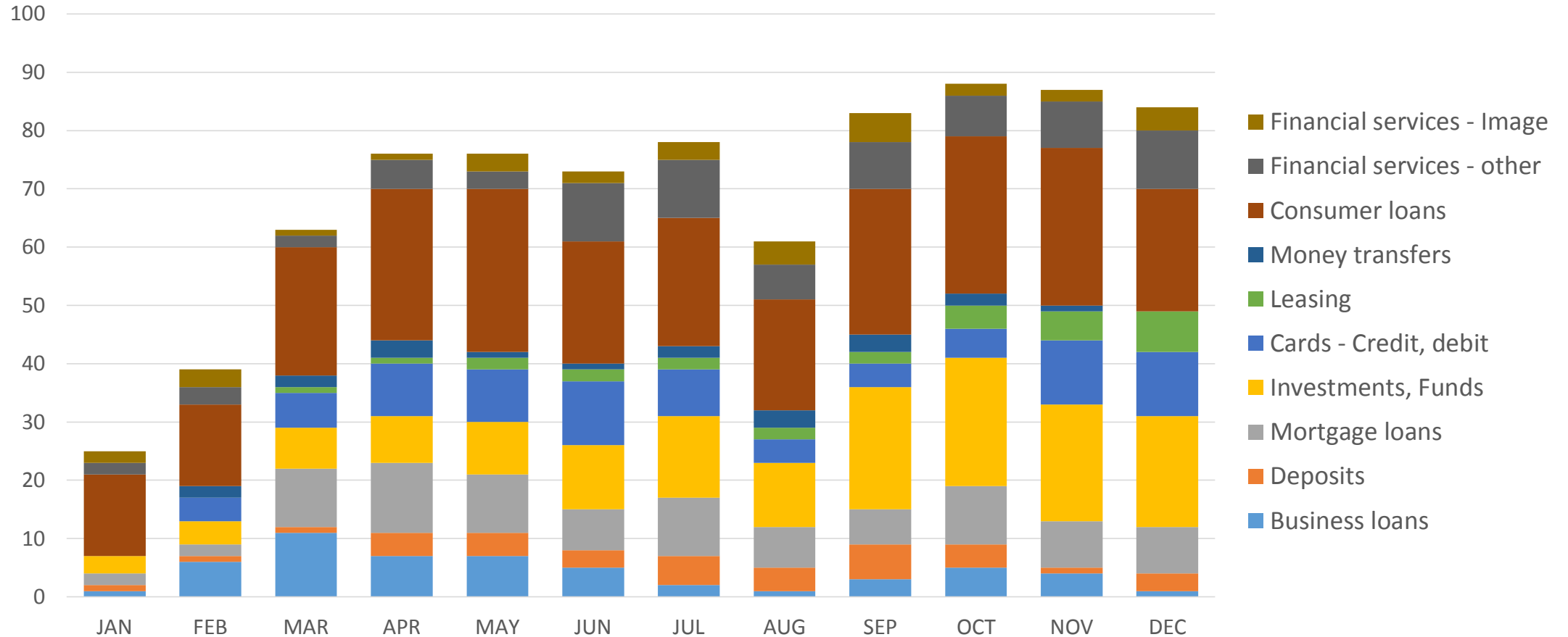
by number of campaigns - Jan/Dec 2014



TOP 10 sectors - Market overview

FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

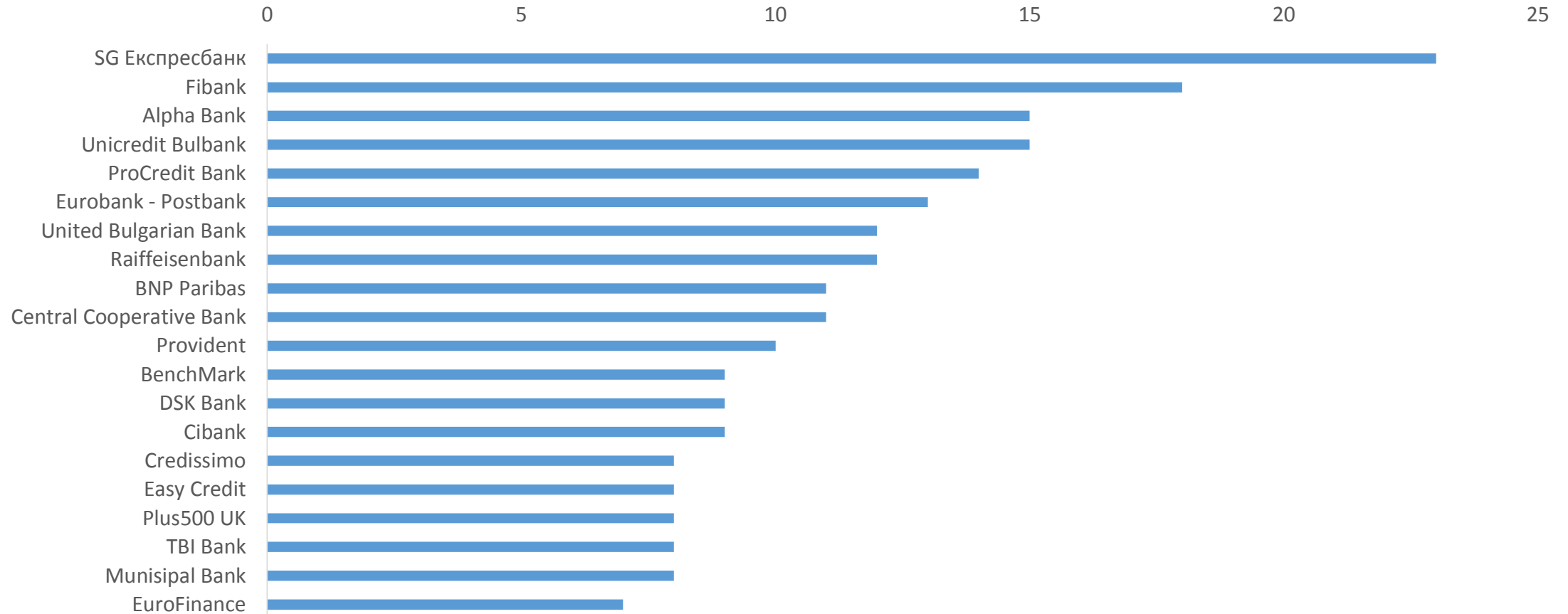




TOP 10 sectors - Market overview

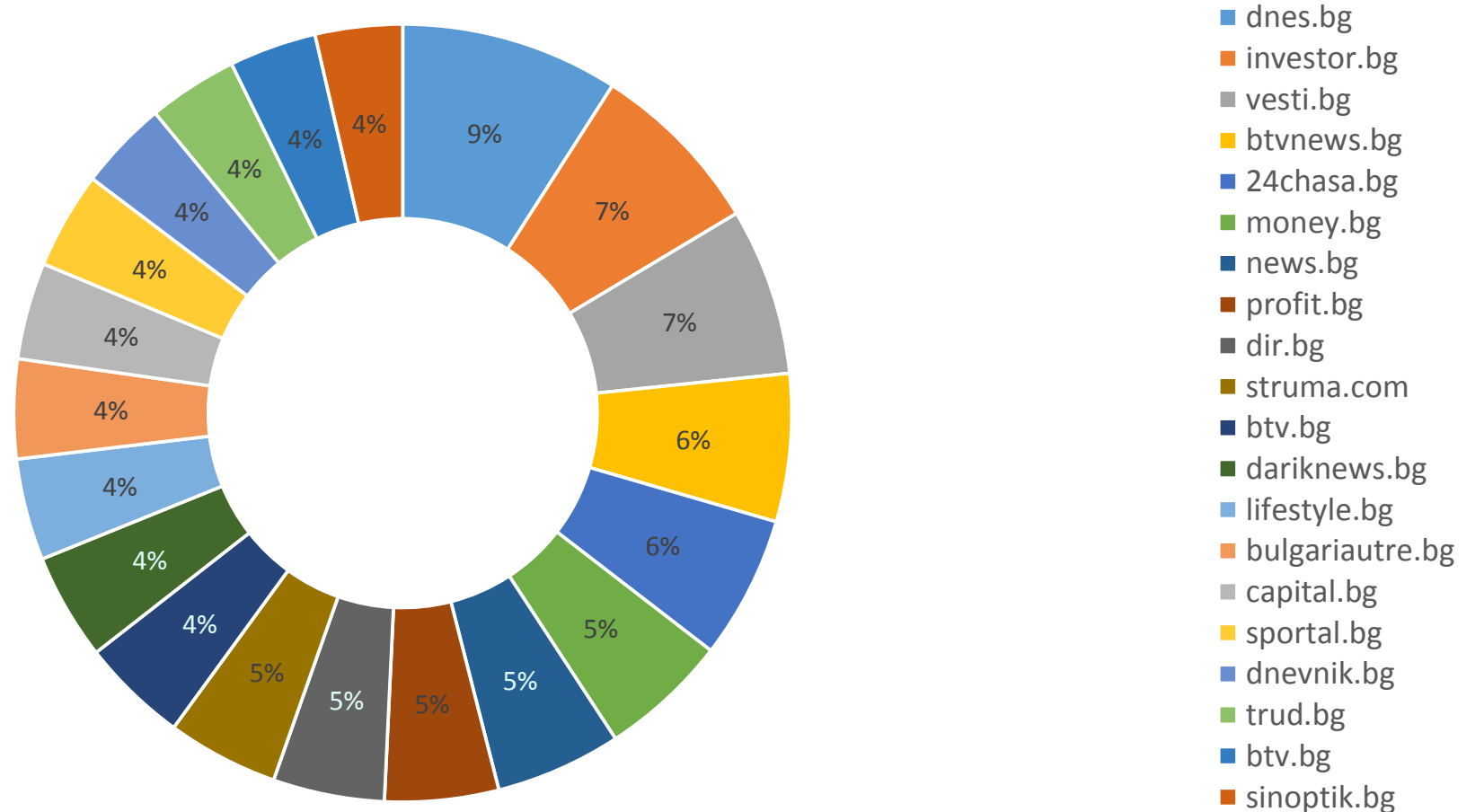
FINANCIAL SERVICES - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

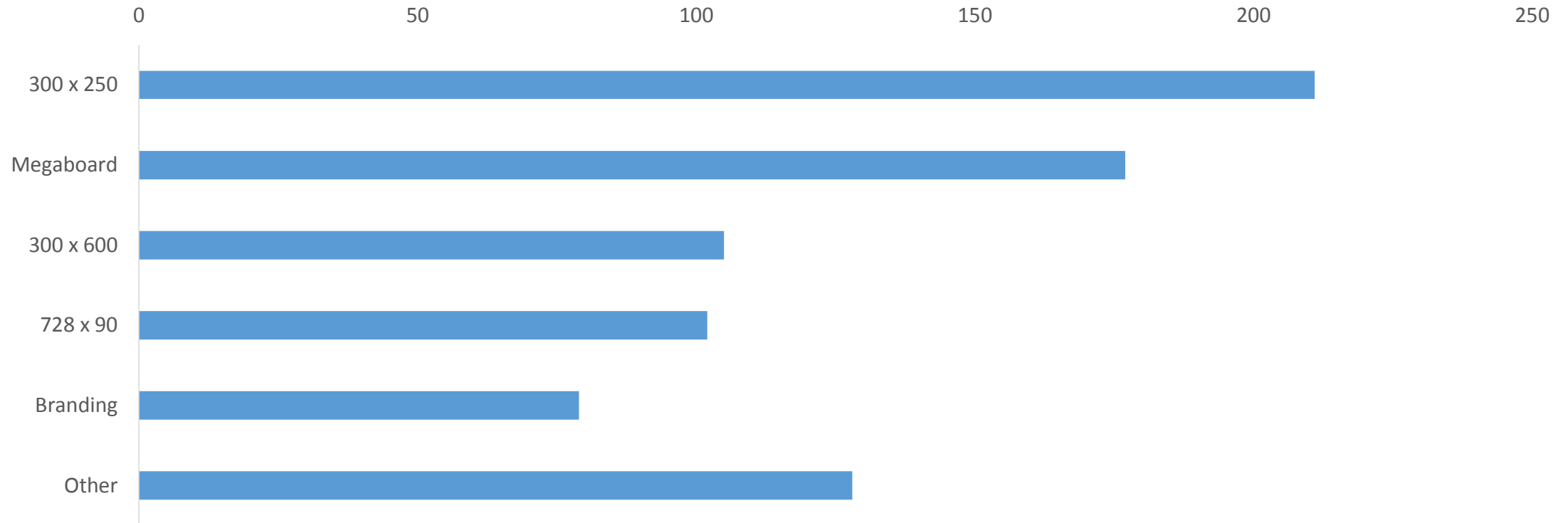
FINANCIAL SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2014





TOP 10 sectors - Market overview

FINANCIAL SERVICES – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Telecommunications

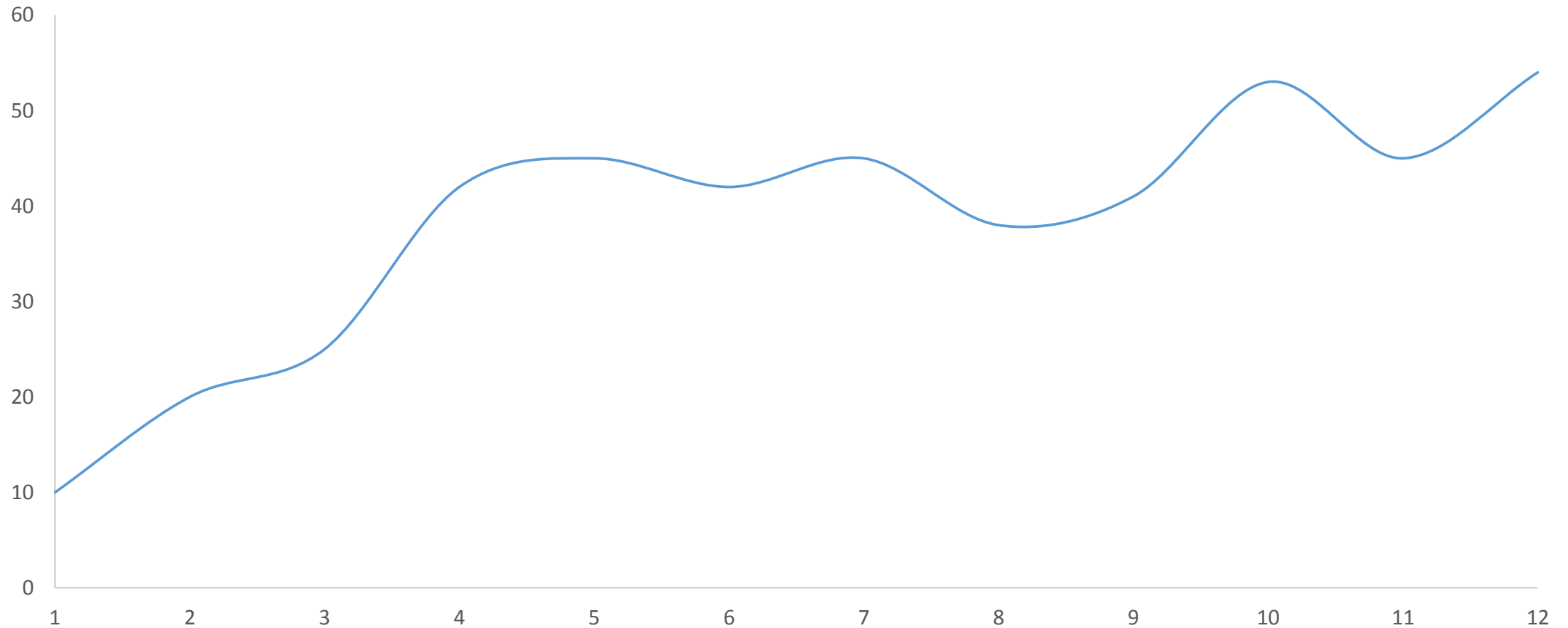




TOP 10 sectors - Market overview

TELECOMMUNICATIONS – SEASONALITY

by campaign numbers - Jan/Dec 2014

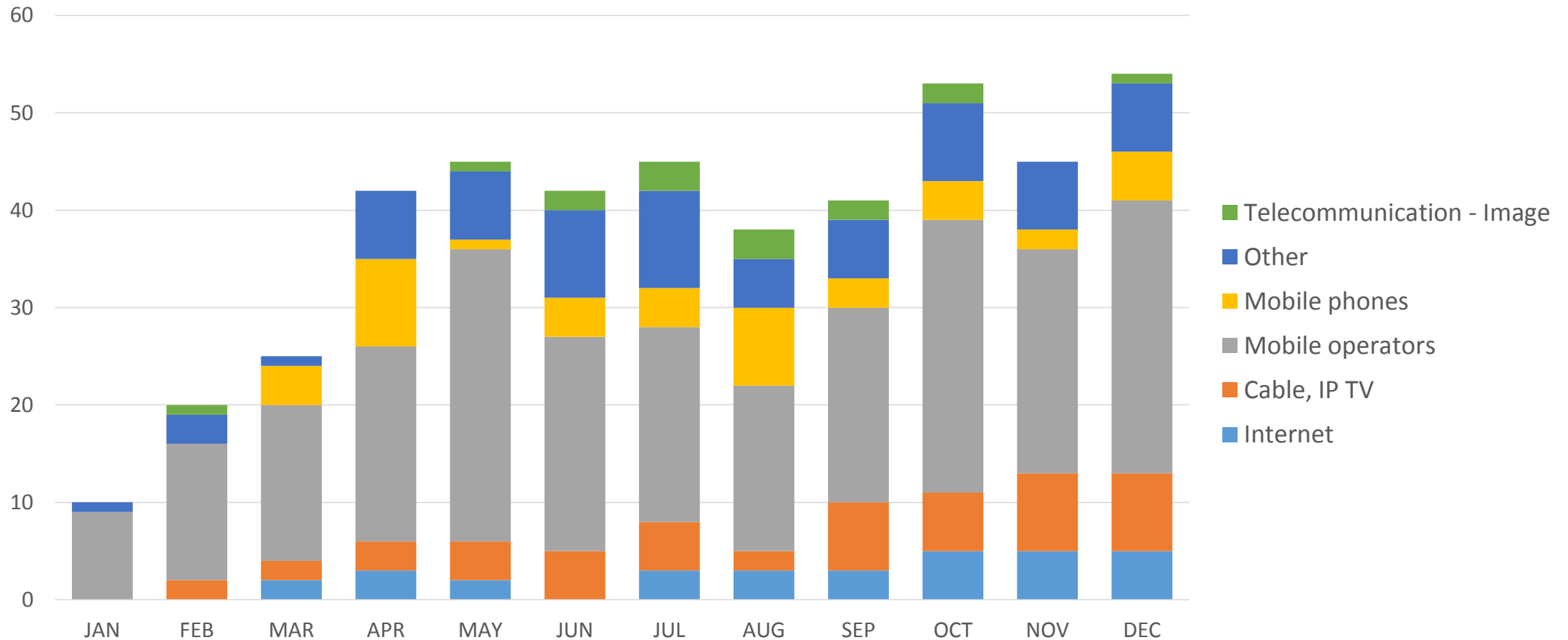




TOP 10 sectors - Market overview

TELECOMMUNICATIONS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

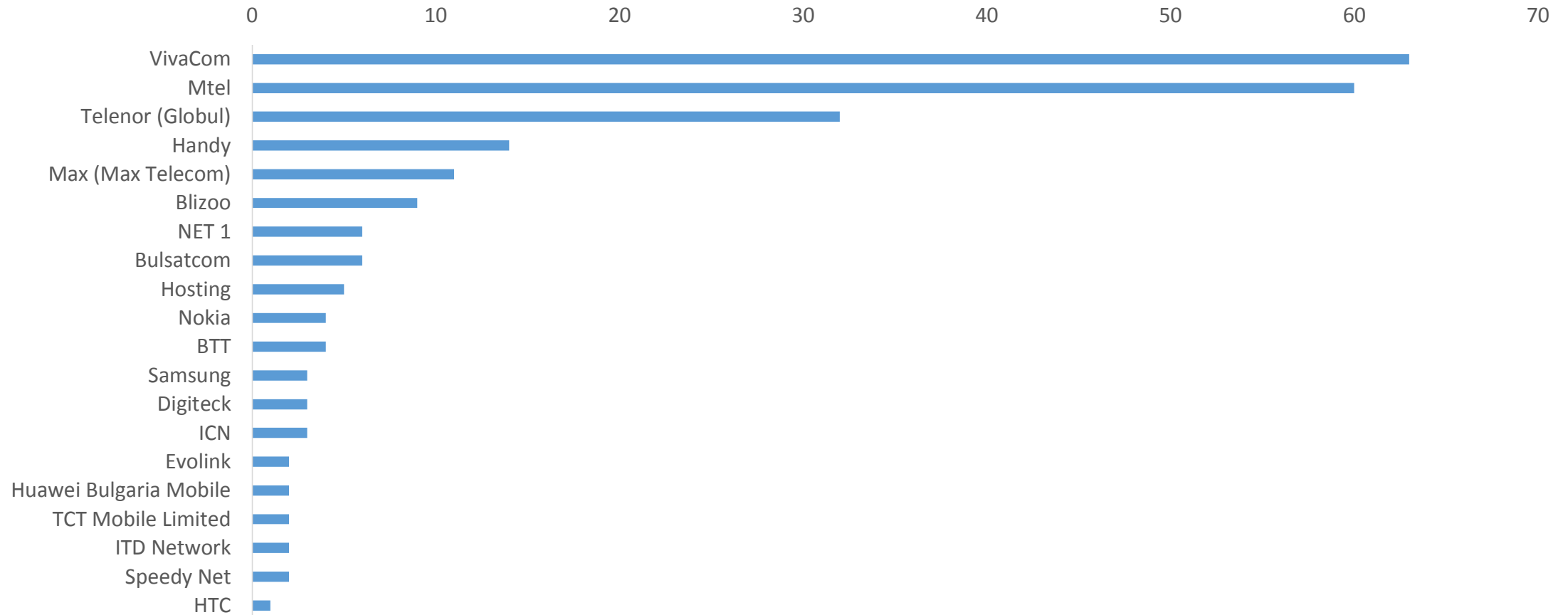




TOP 10 sectors - Market overview

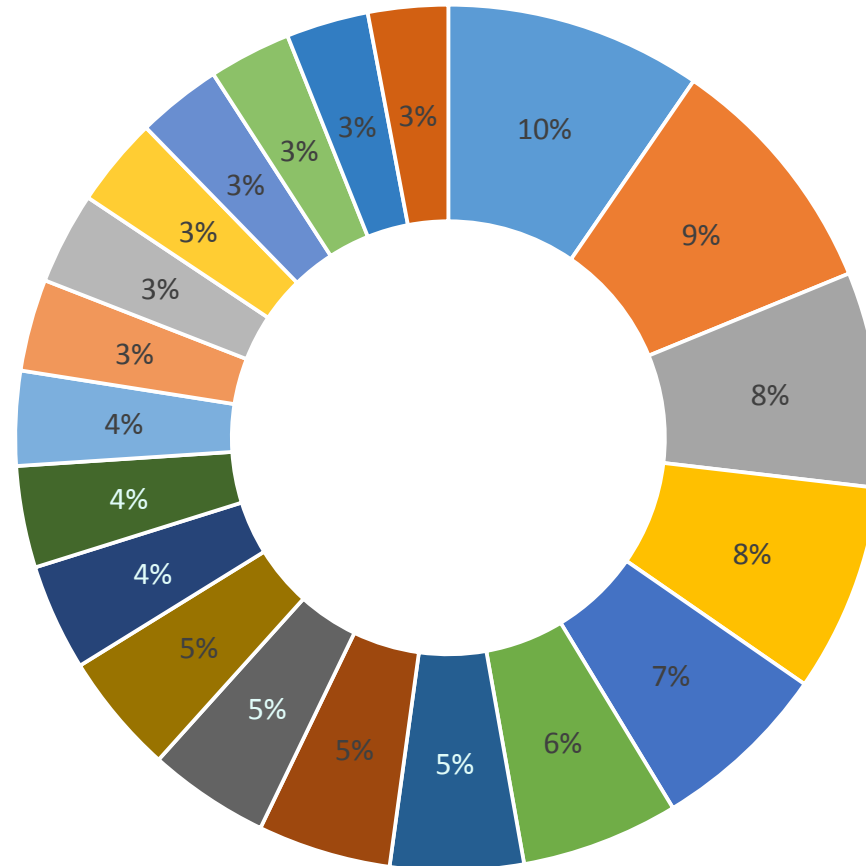
TELECOMMUNICATIONS - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

TELECOMMUNICATIONS – TOP used websites
by campaign numbers - Jan/Dec 2014

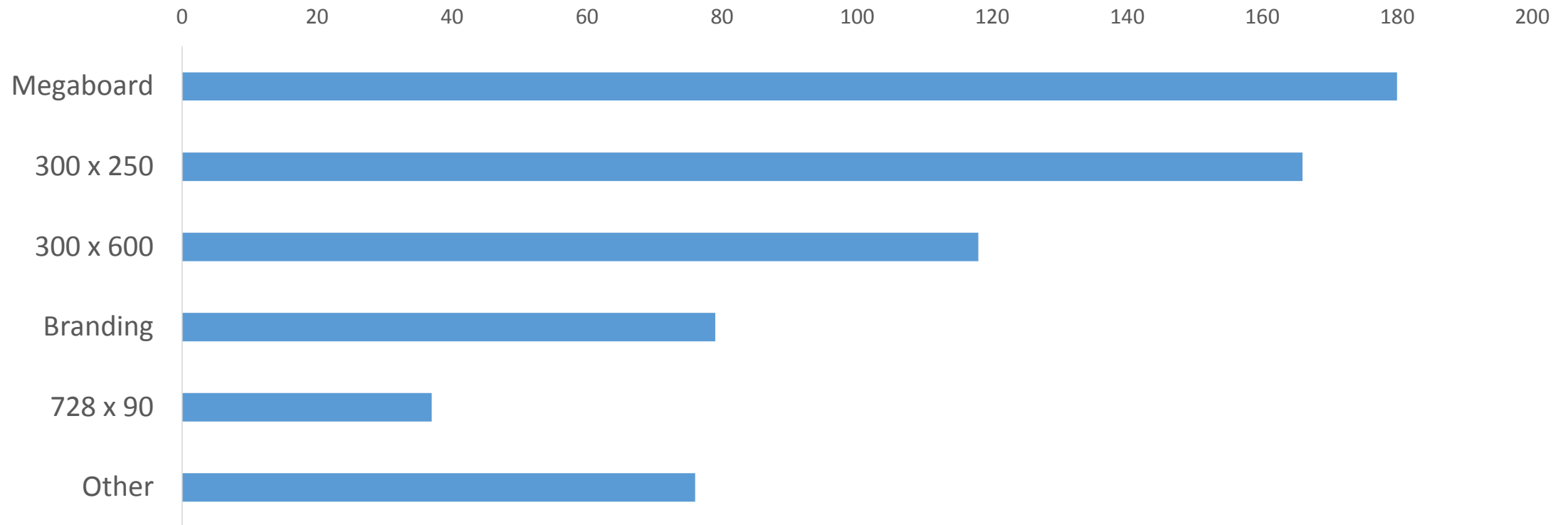


- kaldata.com
- sportal.bg
- btv.bg
- novini.bg
- btv.bg/action
- dnes.bg
- btvnews.bg
- dir.bg
- actualno.com
- hotnews.bg
- vesti.bg
- svejo.net
- mobilebulgaria.com
- ladyzone.bg
- olx.bg
- hardwarebg.com
- inews.bg
- mail.bg
- profit.bg
- hicomm.bg



TOP 10 sectors - Market overview

TELECOMMUNICATIONS – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Stores

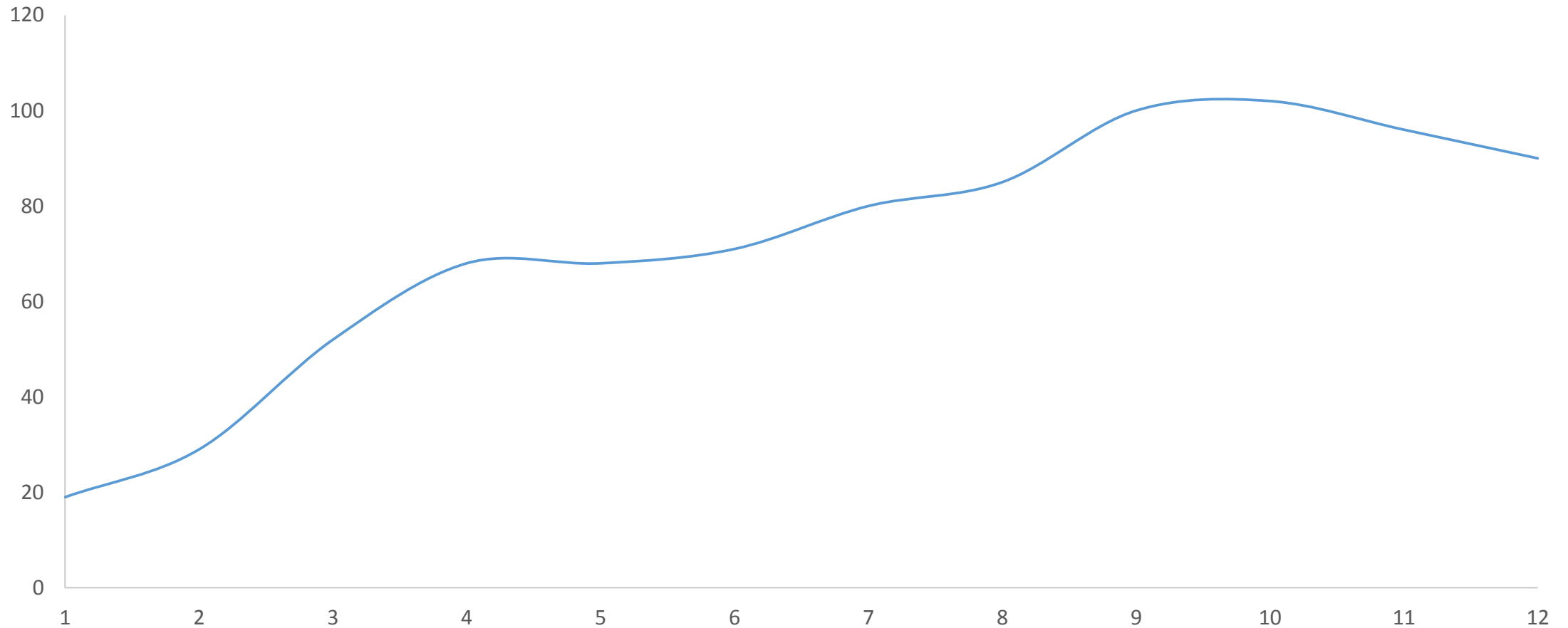




TOP 10 sectors - Market overview

STORES – SEASONALITY

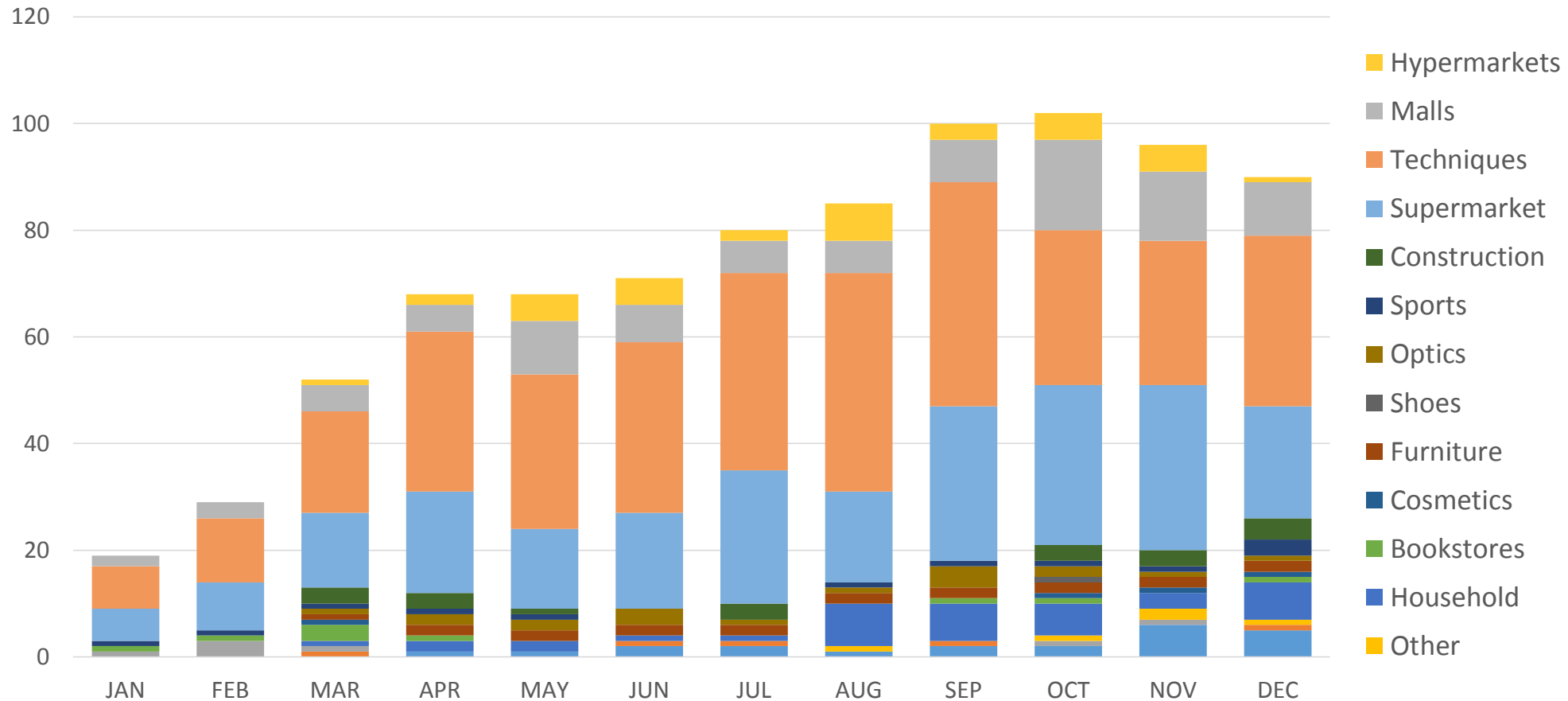
by number of campaigns - Jan/Dec 2014



TOP 10 sectors - Market overview

STORES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

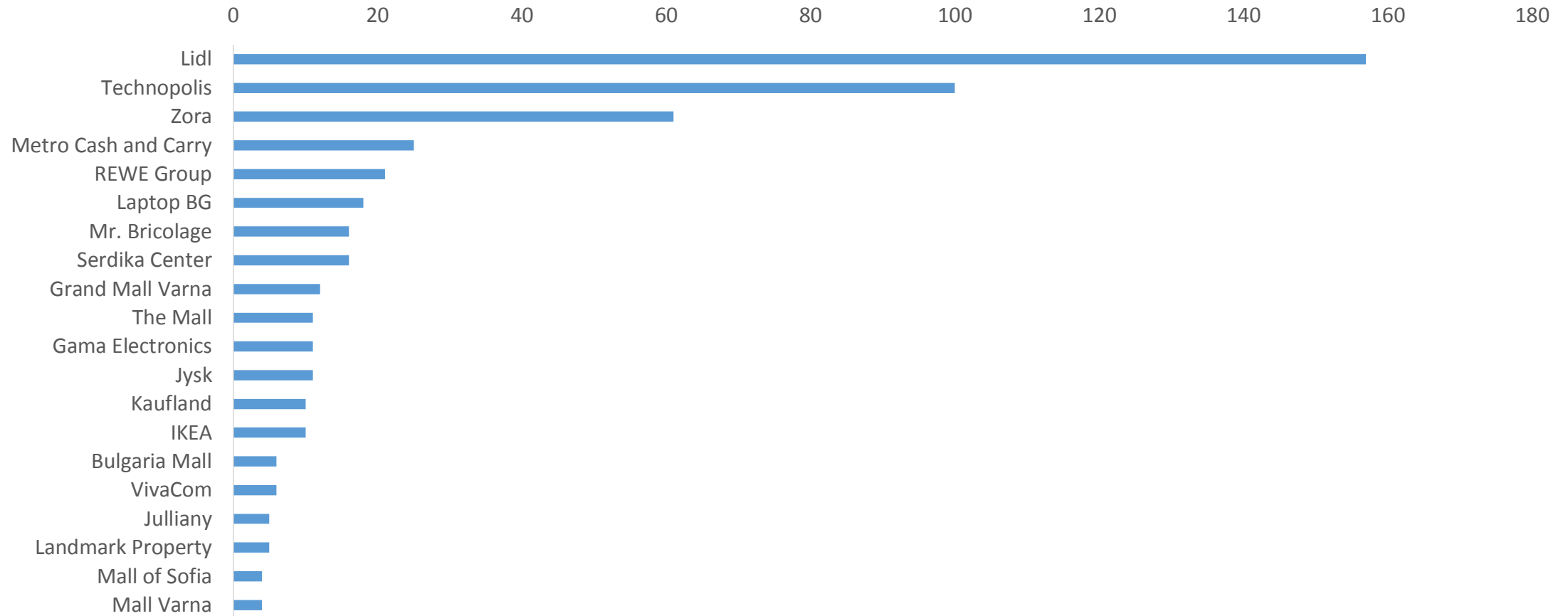




TOP 10 sectors - Market overview

STORES - TOP ADVERTISERS

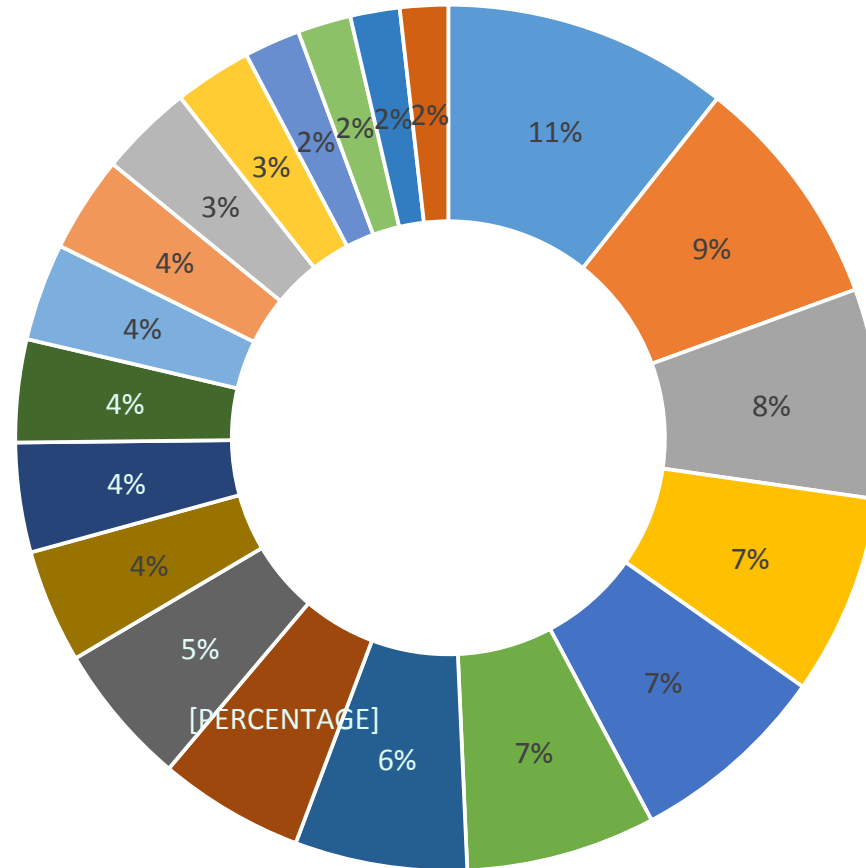
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

STORES – TOP used websites

by campaign numbers - Jan/Dec 2014



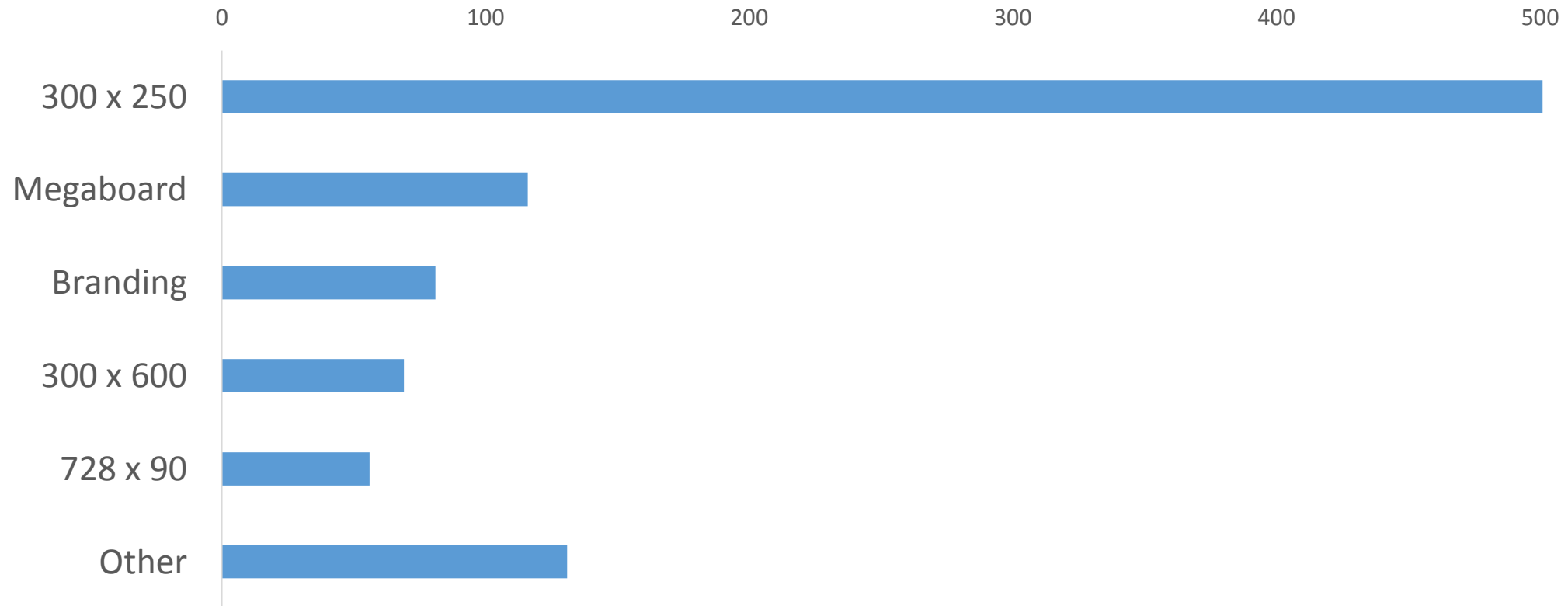
- dnes.bg
- blitz.bg
- automedia.bg
- az-jenata.bg
- tialoto.bg
- gol.bg
- dir.bg
- 24chasa.bg
- trud.bg
- sportal.bg
- novini.bg
- puls.bg
- hotnews.bg
- football24.bg
- calculator.bg
- woman.hotnews.bg
- struma.com
- blog.bg
- bulevard.bg
- investor.bg



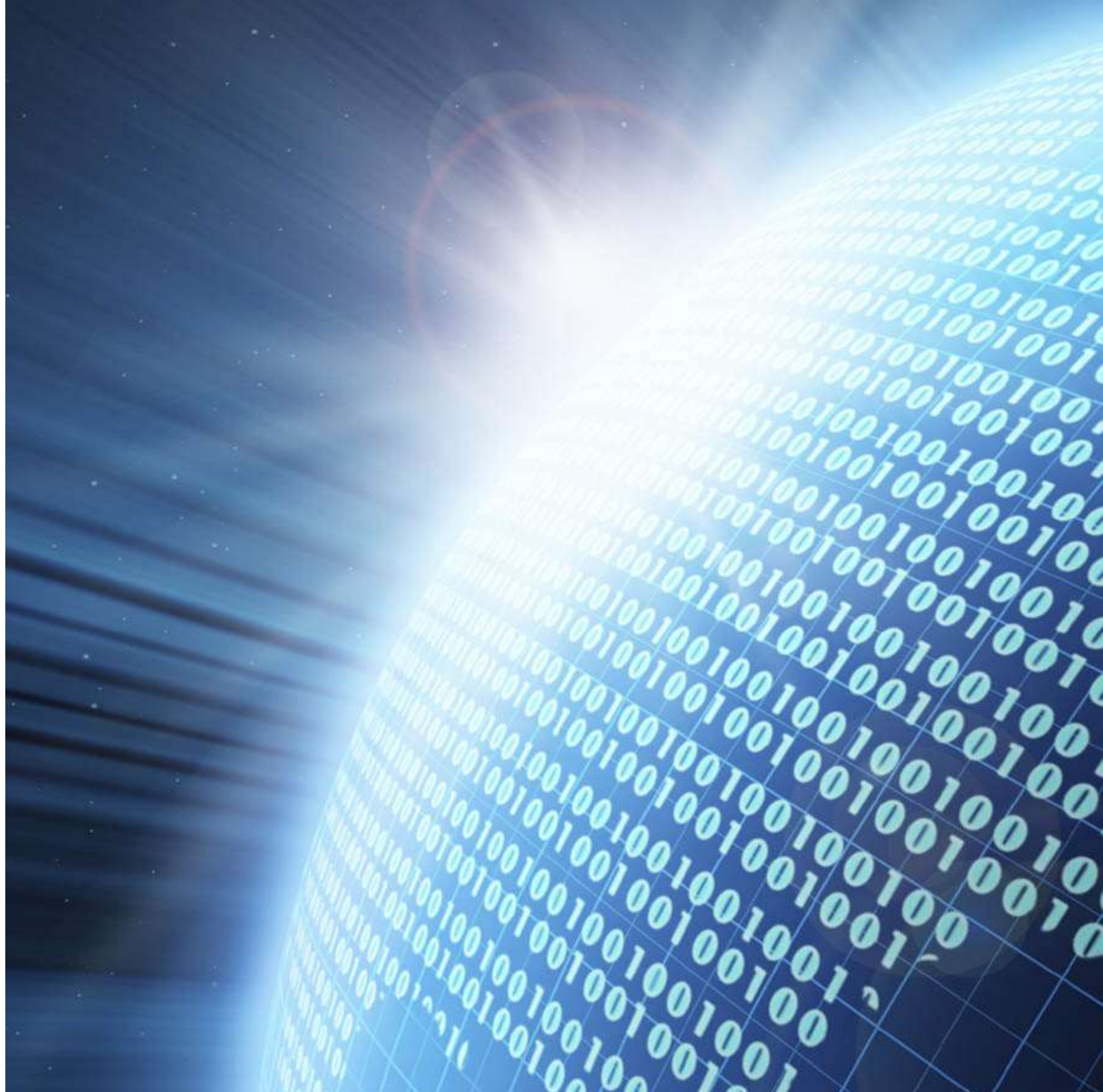
TOP 10 sectors - Market overview

STORES – used banner formats

by registered creative - Jan/Dec 2014



**SECTOR Business Goods
and services**

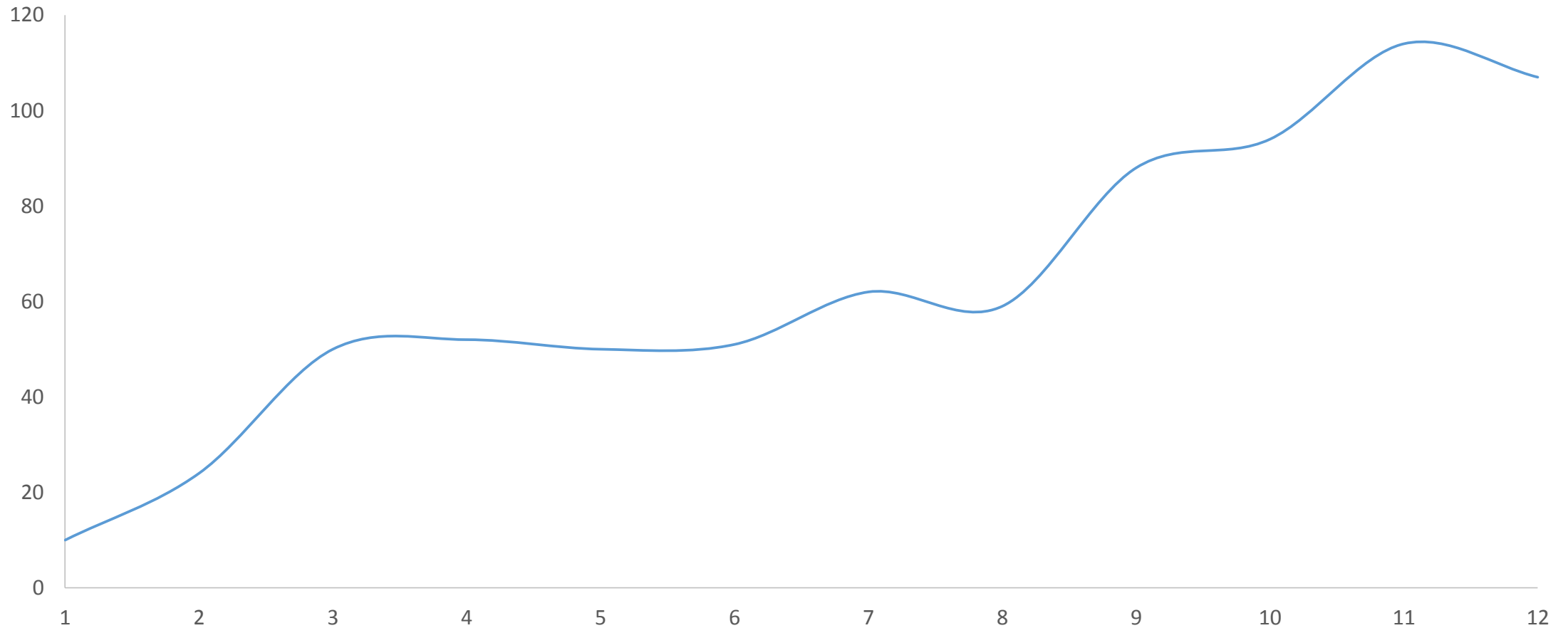




TOP 10 sectors - Market overview

BUSINESS GOODS&SERVICES – SEASONALITY

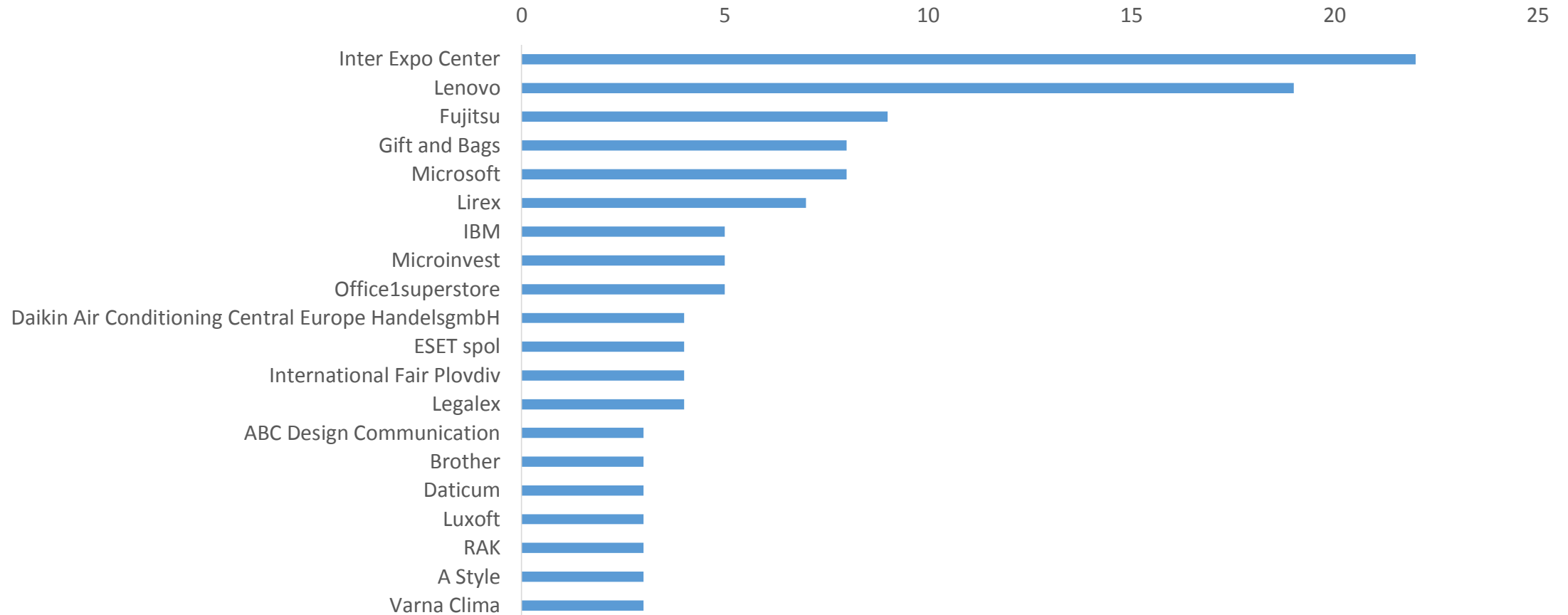
by number of campaigns - Jan/Dec 2014



TOP 10 sectors - Market overview

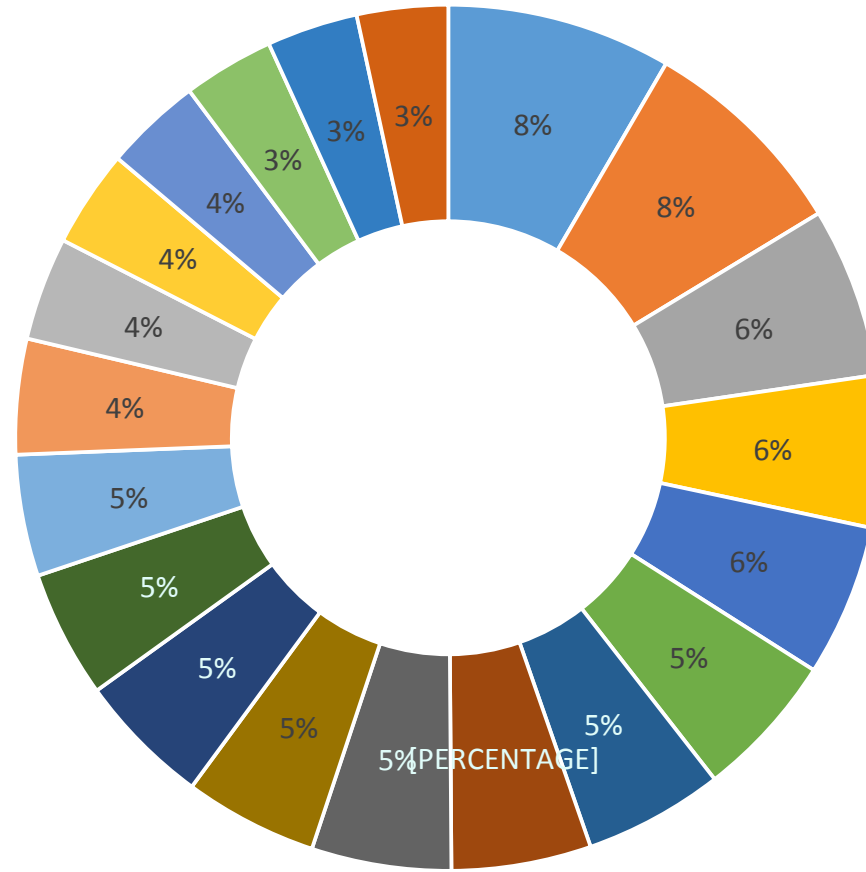
BUSINESS GOODS&SERVICES - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

BUSINESS GOODS&SERVICES – TOP used websites
by campaign numbers - Jan/Dec 2014

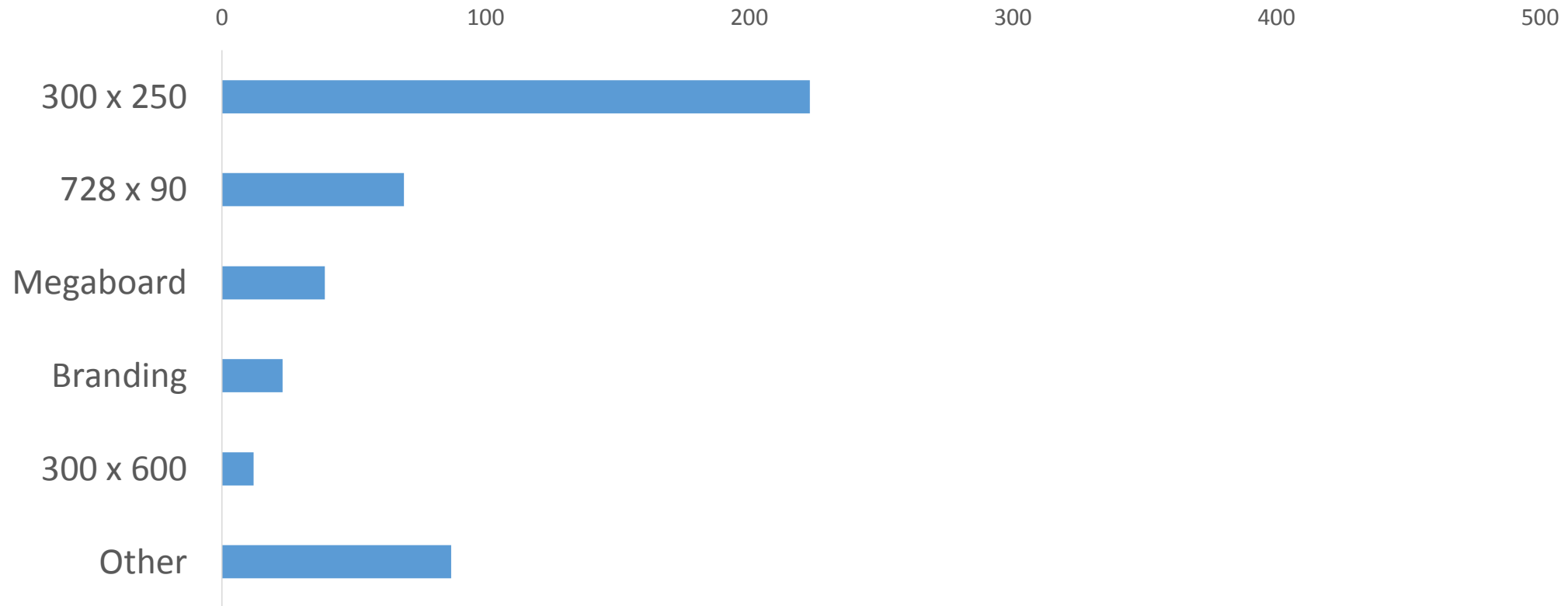


- bulgariautre.bg
- dnevnik.bg
- capital.bg
- kaldata.com
- varnautre.bg
- manager.bg
- dnes.bg
- investor.bg
- sofiautre.bg
- 24chasa.bg
- trud.bg
- blitz.bg
- starazagorautre.bg
- profit.bg
- dobrichutre.bg
- actualno.com
- burgasutre.bg
- novini.bg
- plovdivutre.bg
- vedomost.info



TOP 10 sectors - Market overview

BUSINESS GOODS&SERVICES – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Pharmaceutical

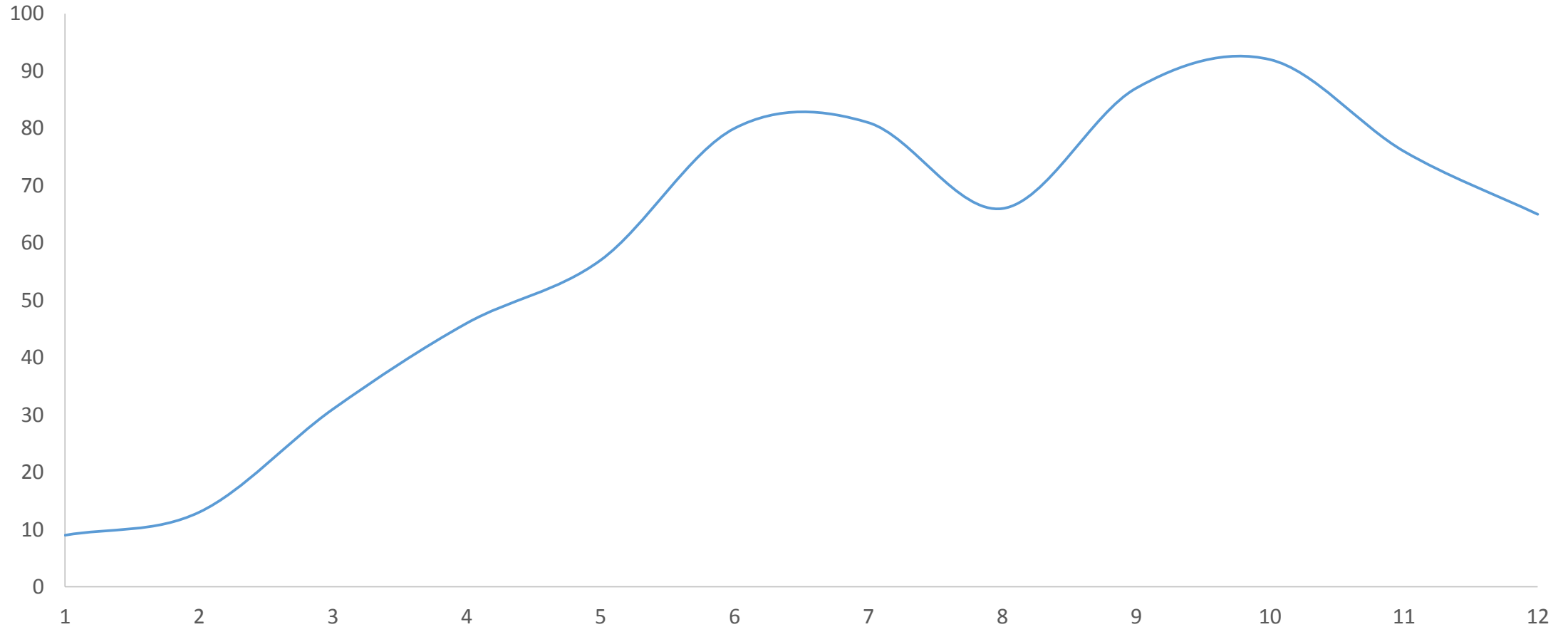




TOP 10 sectors - Market overview

PHARMACEUTICAL – SEASONALITY

by number of campaigns - Jan/Dec 2014

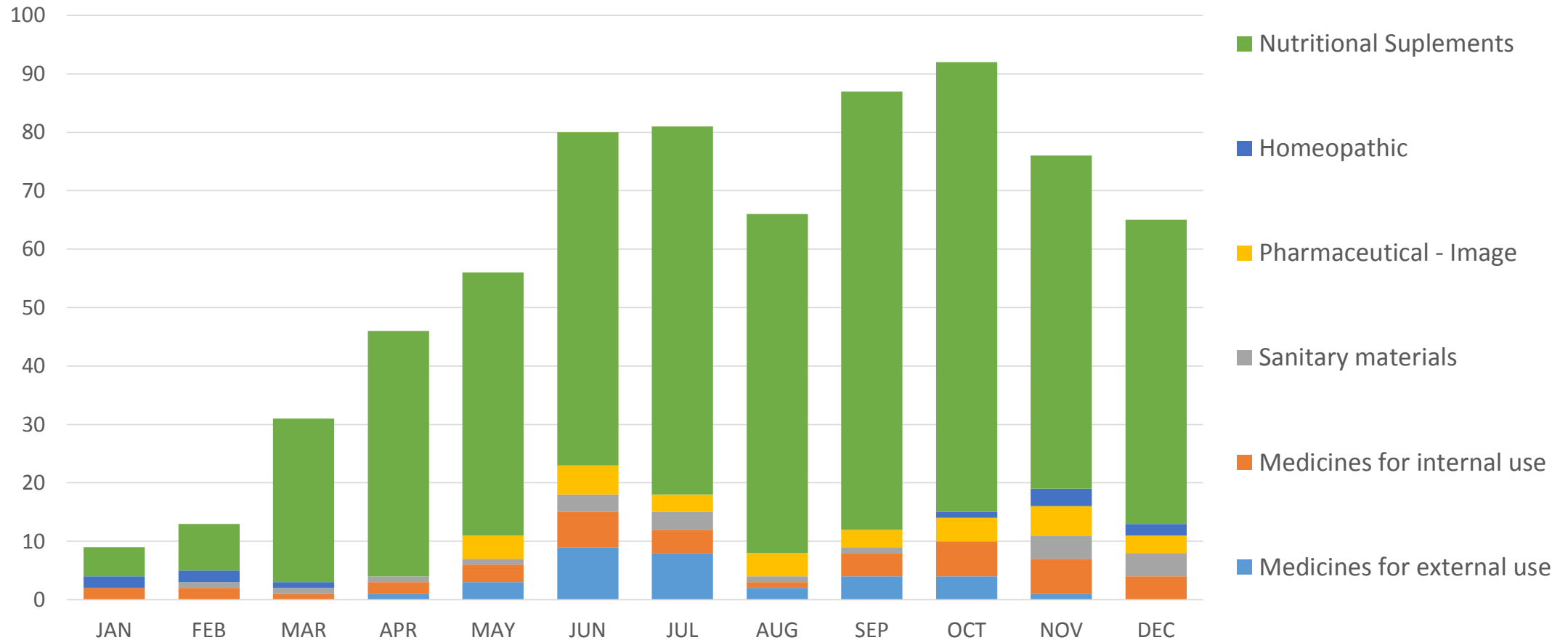




TOP 10 sectors - Market overview

PHARMACEUTICAL – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

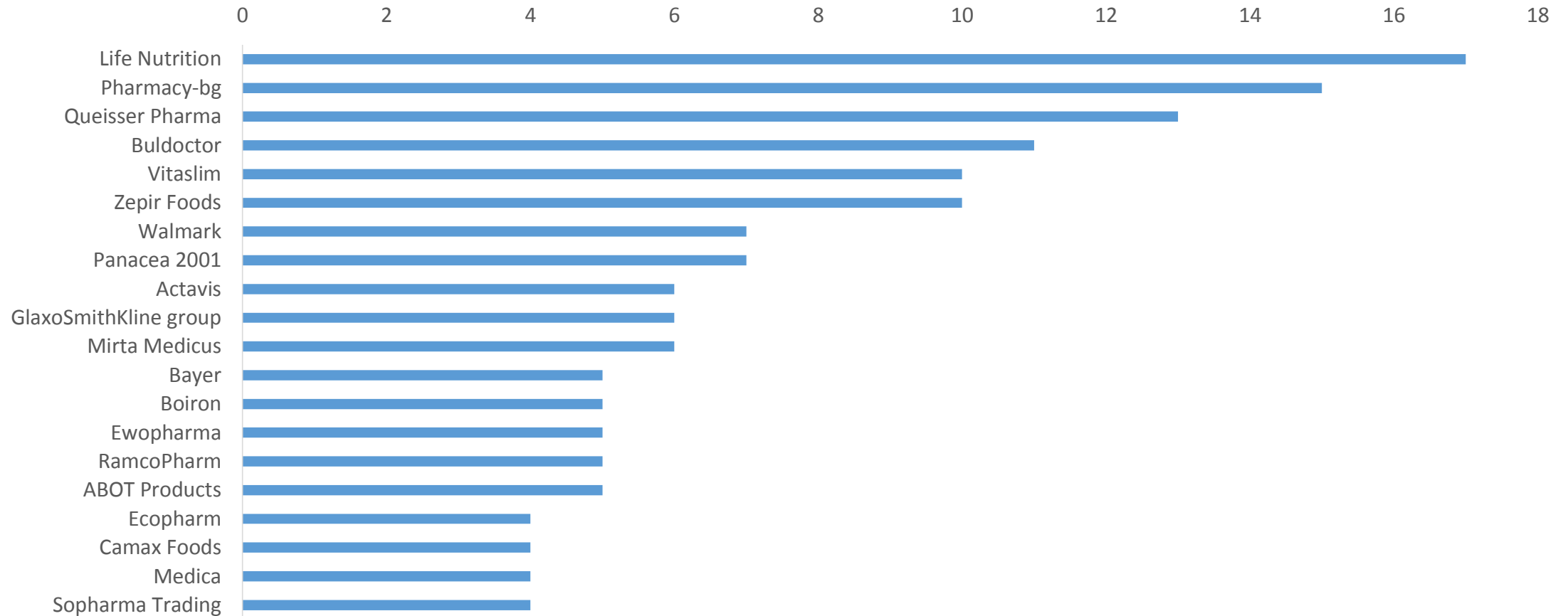




TOP 10 sectors - Market overview

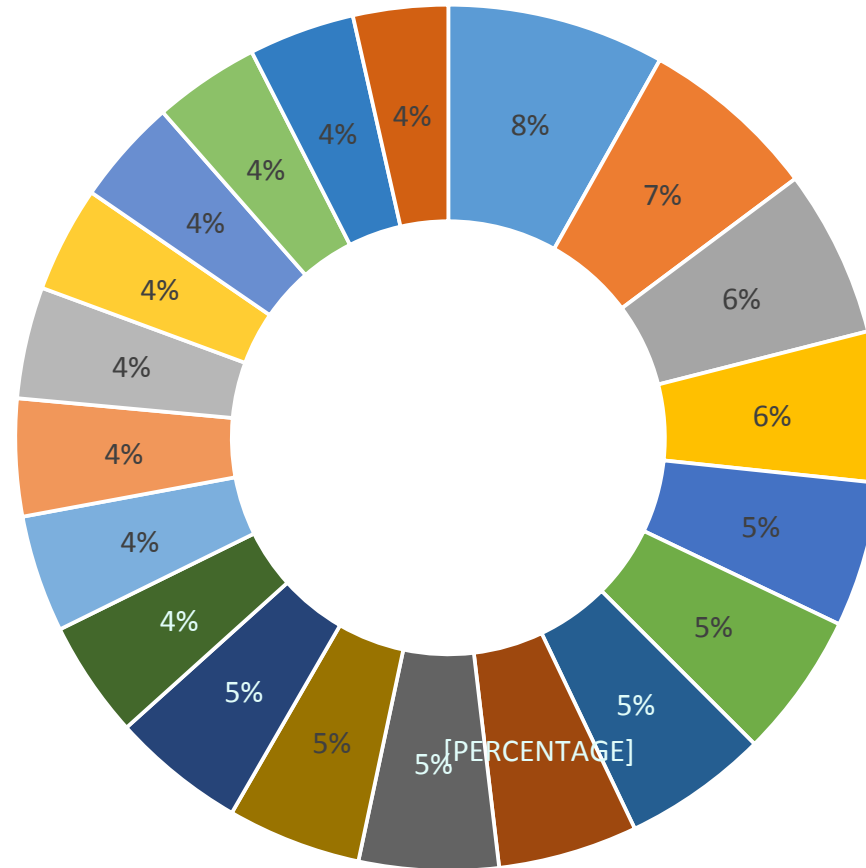
PHARMACEUTICAL - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

PHARMACEUTICAL – TOP used websites
by campaign numbers - Jan/Dec 2014

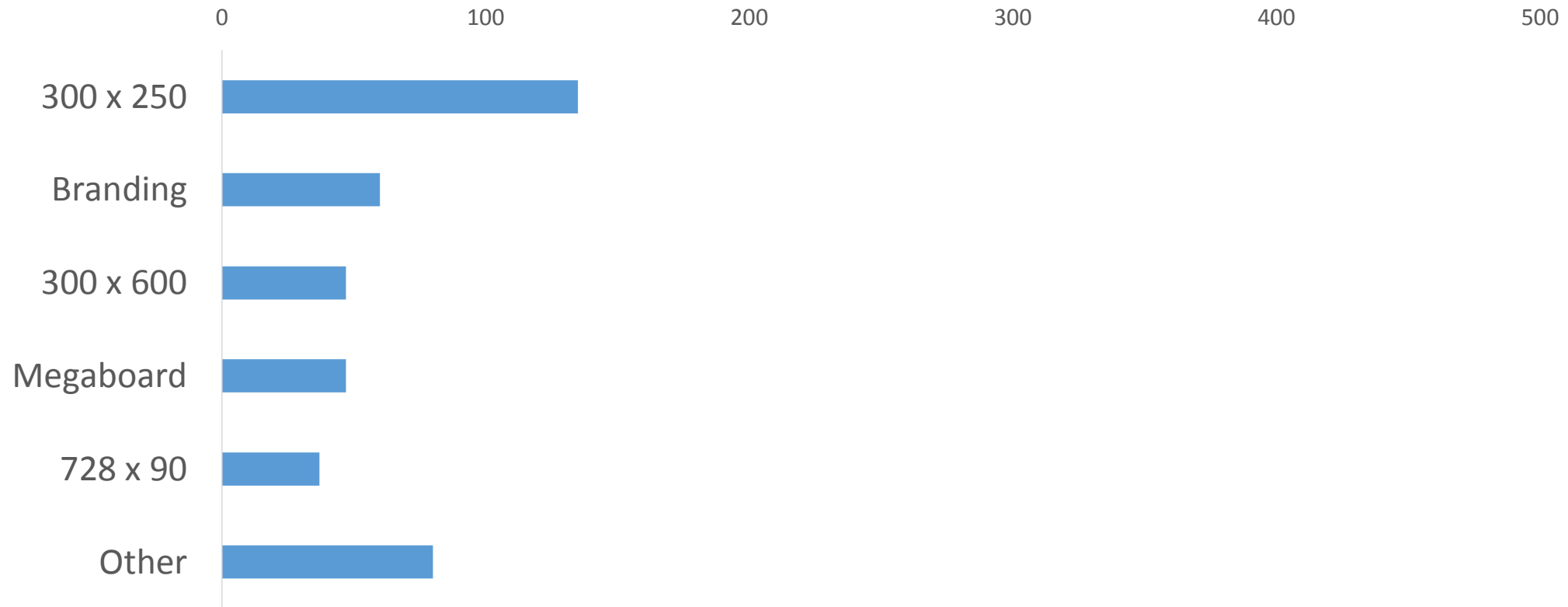


- ladyzone.bg
- blitz.bg
- zajenata.bg
- olx.bg
- btv.bg
- edna.bg
- puls.bg
- razkritia.com
- struma.com
- btv.bg/action
- kliuki.bg
- cinefish.com
- lifestyle.bg
- pik.bg
- sinoptik.bg
- chudesa.net
- pharmacy-bg.com
- rozali.com
- signal.bg
- framar.bg



TOP 10 sectors - Market overview

PHARMACEUTICAL – used banner formats
by registered creative - Jan/Dec 2014



**SECTOR Political parties
Government**

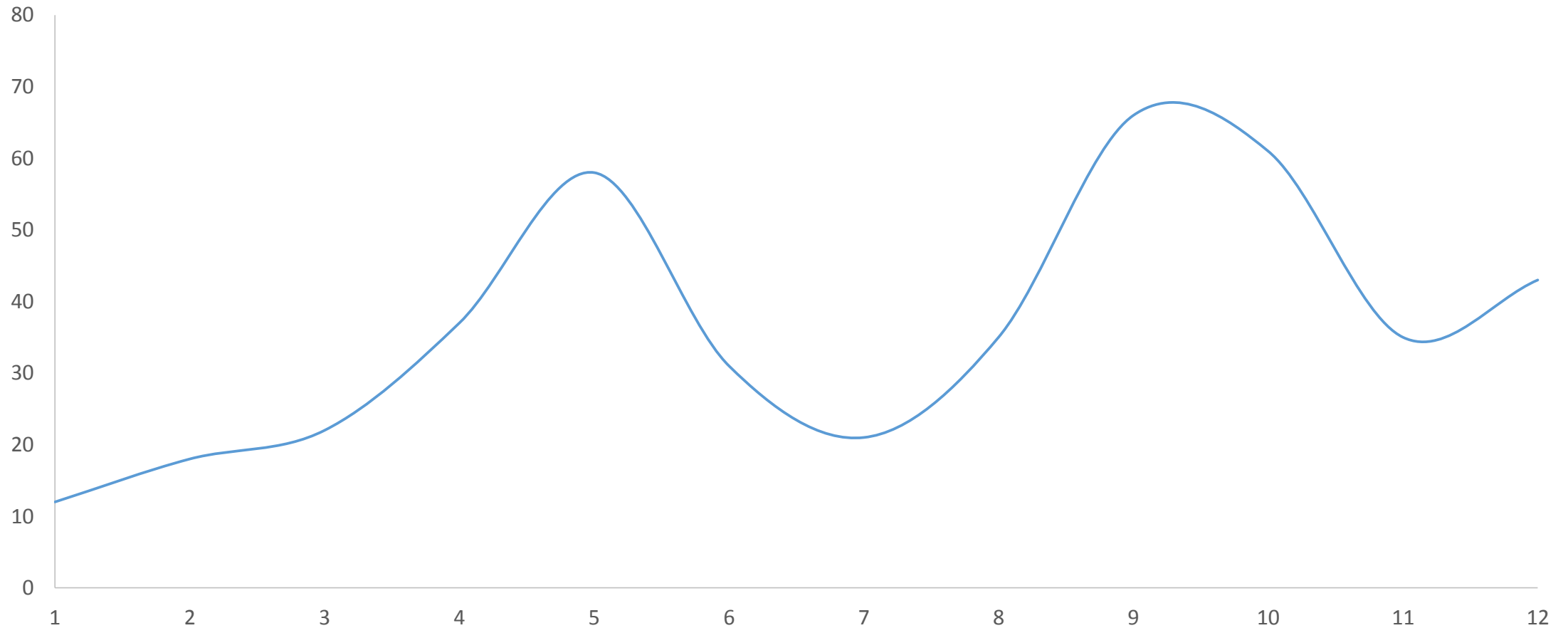




TOP 10 sectors - Market overview

POLITICAL PARTIES & GOVERNMENT – SEASONALITY

by number of campaigns - Jan/Dec 2014

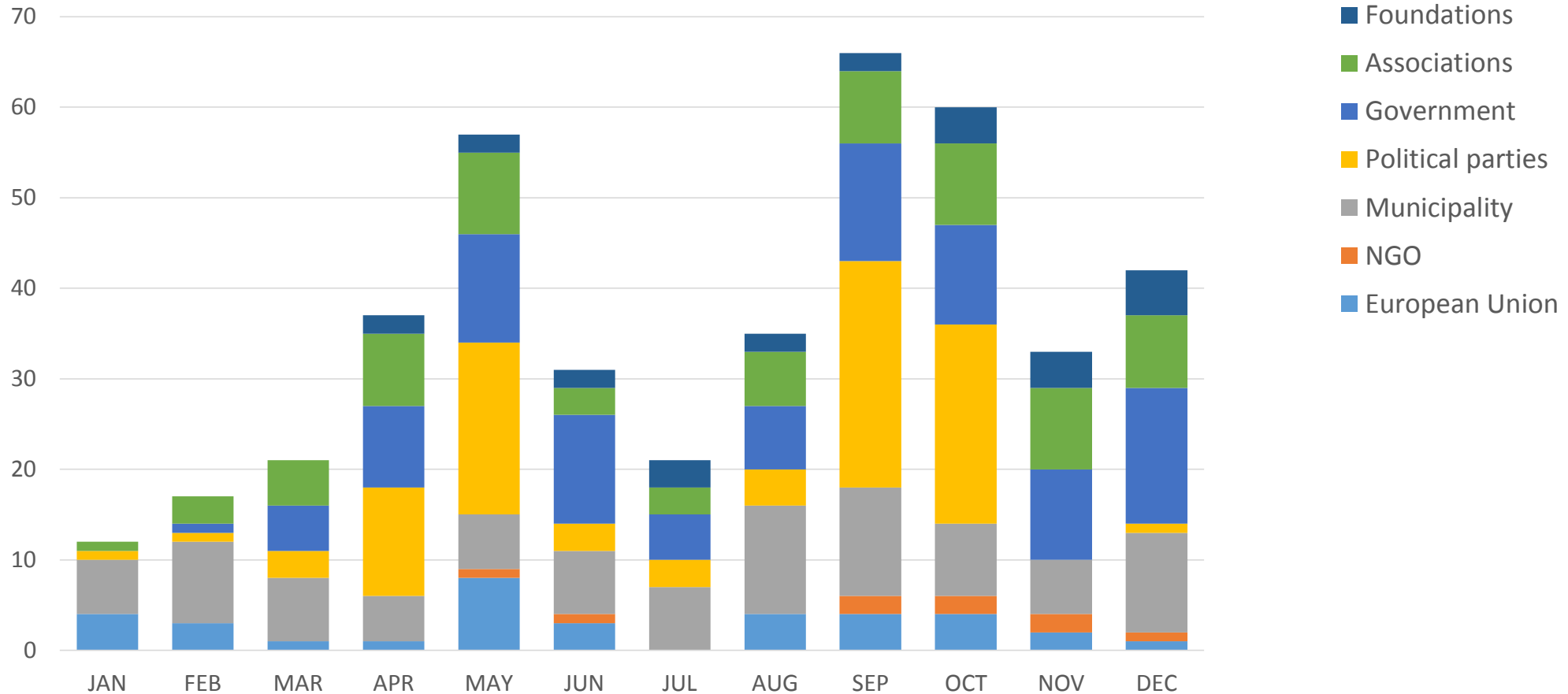




TOP 10 sectors - Market overview

POLITICAL PARTIES & GOVERNMENT – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

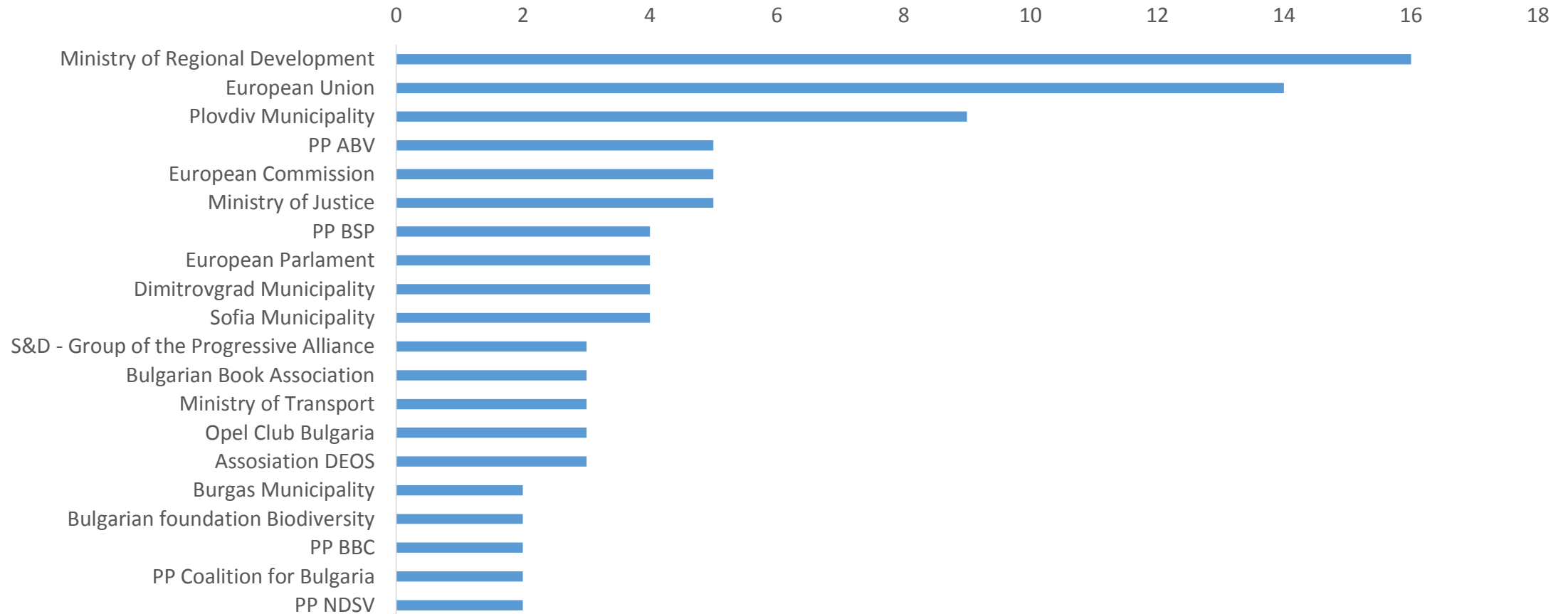




TOP 10 sectors - Market overview

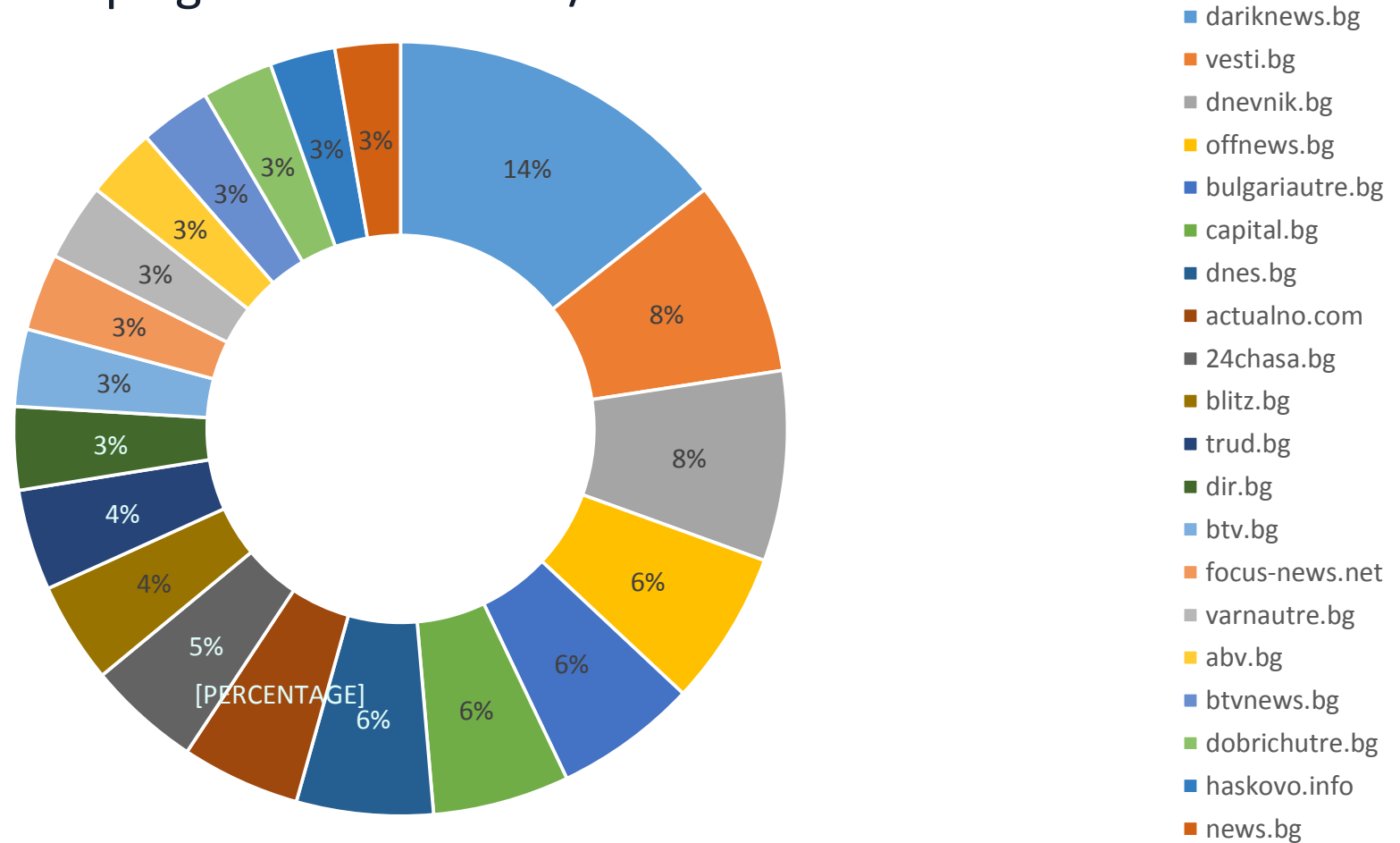
POLITICAL PARTIES & GOVERNMENT - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

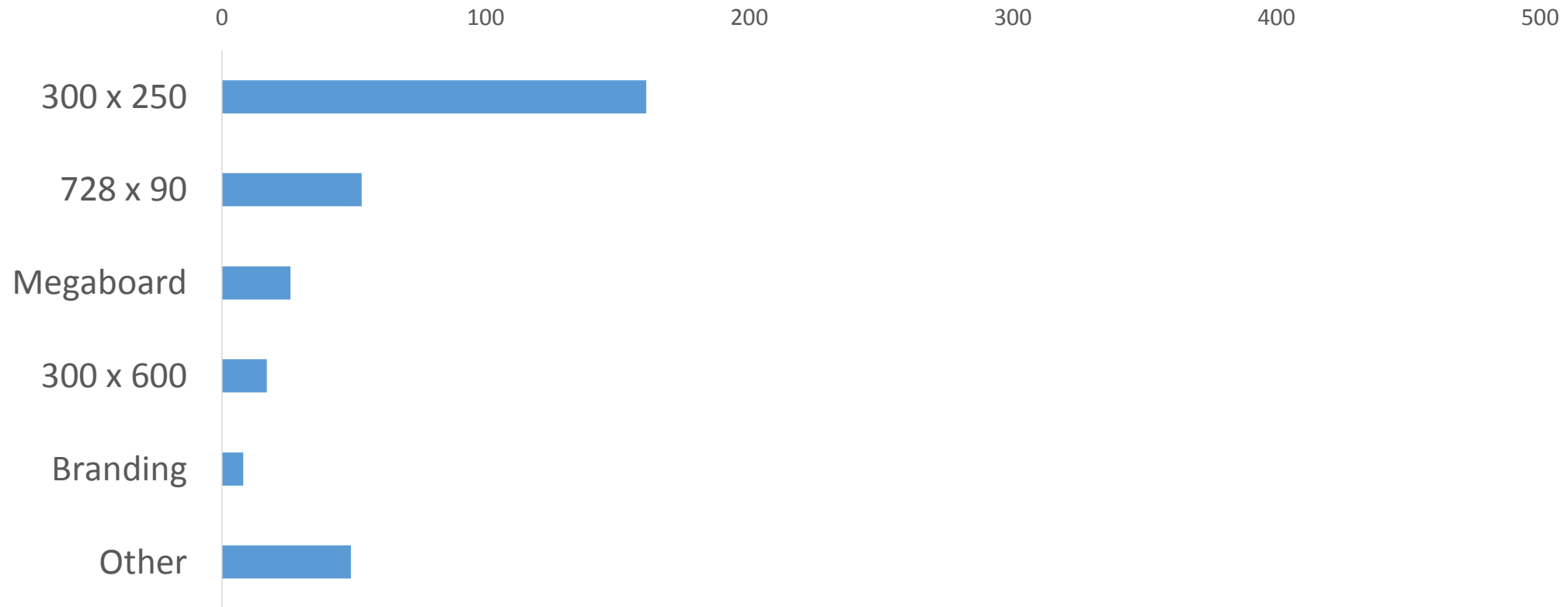
POLITICAL PARTIES & GOVERNMENT – TOP used websites by campaign numbers - Jan/Dec 2014





TOP 10 sectors - Market overview

POLITICAL PARTIES & GOVERNMENT – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Cosmetics

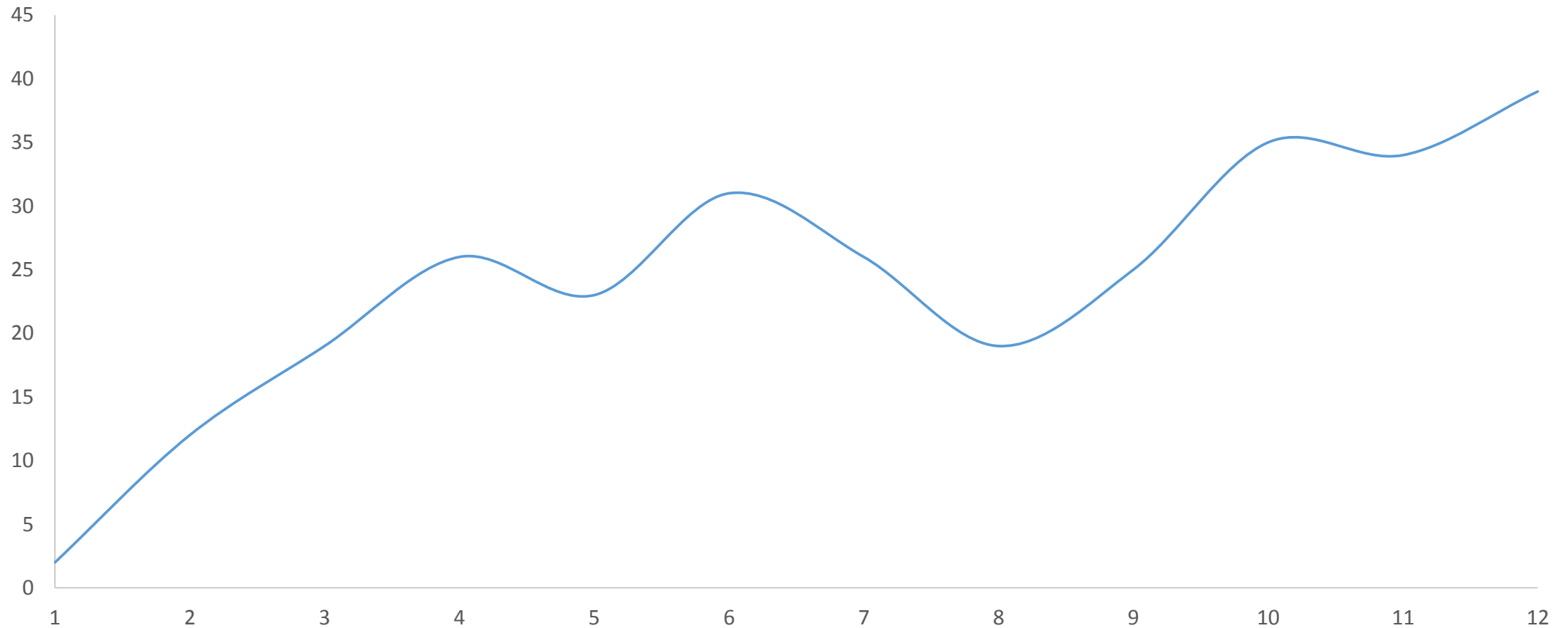




TOP 10 sectors - Market overview

COSMETICS – SEASONALITY

by number of campaigns - Jan/Dec 2014

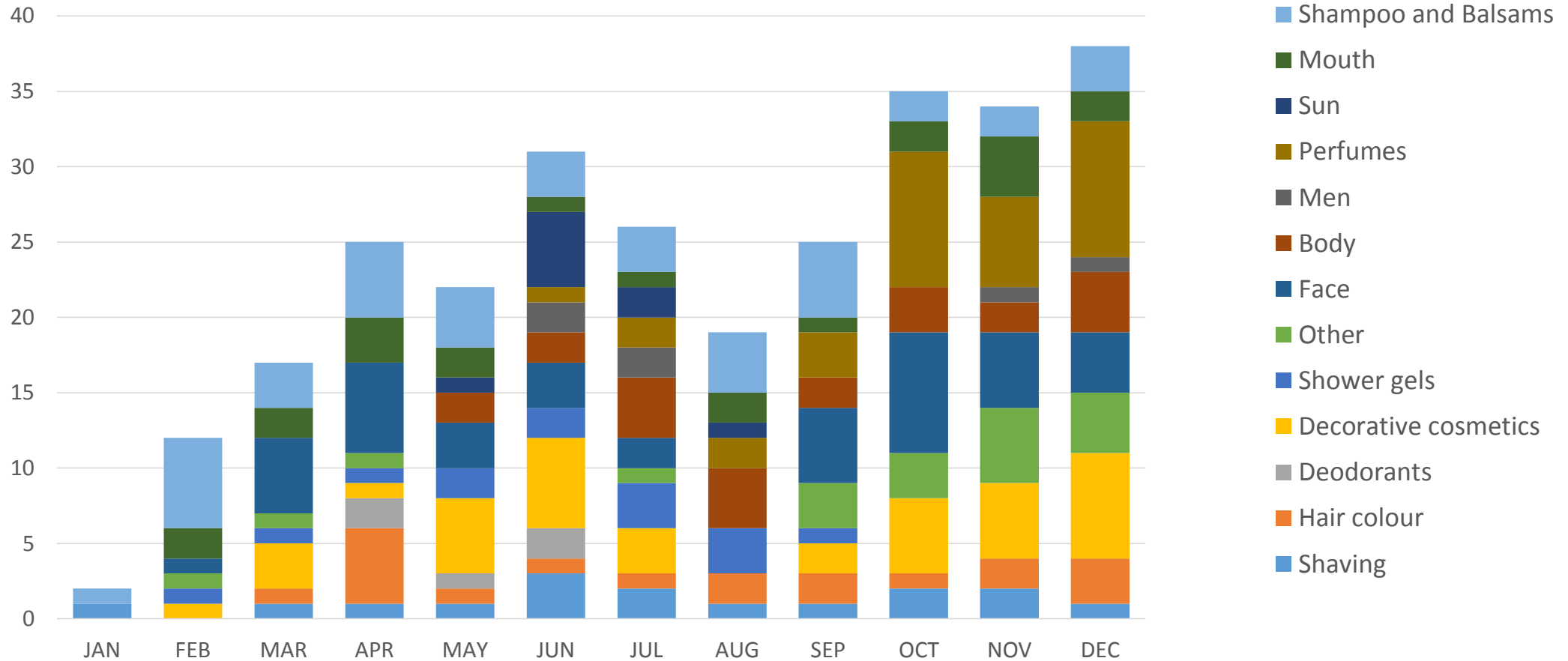




TOP 10 sectors - Market overview

COSMETICS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

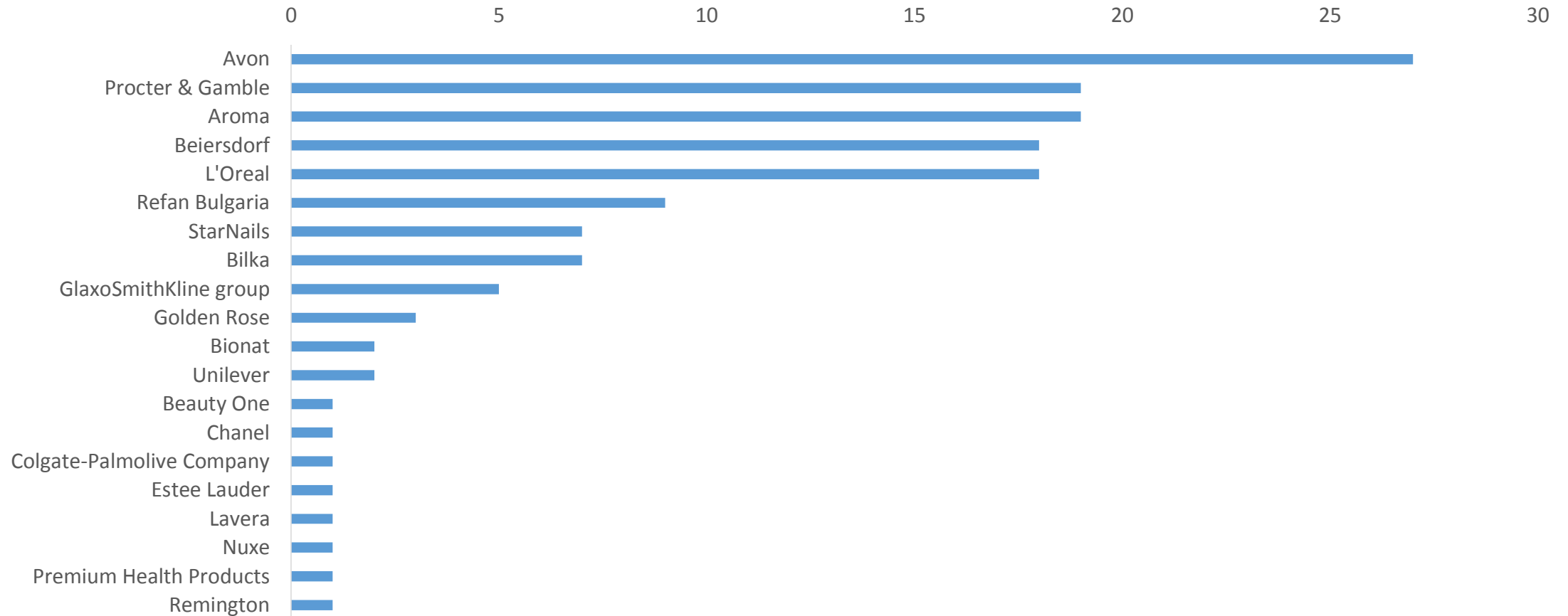




TOP 10 sectors - Market overview

COSMETICS - TOP ADVERTISERS

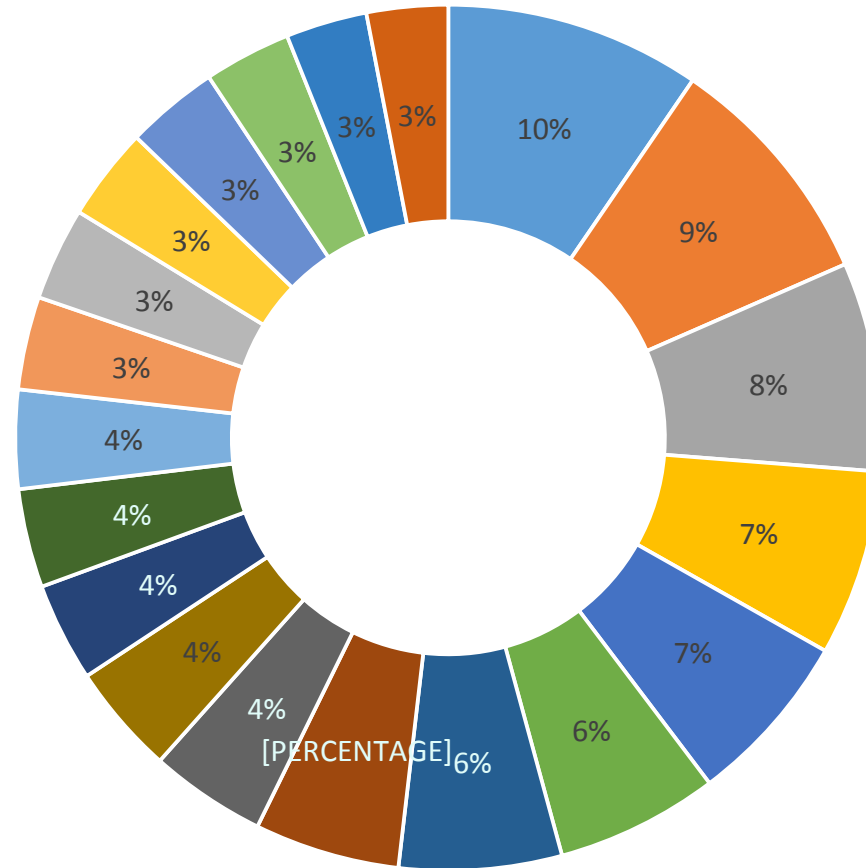
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

COSMETICS – TOP used websites

by campaign numbers - Jan/Dec 2014



- ladyzone.bg
- edna.bg
- rozali.com
- woman.bg
- iwoman.bg
- btv.bg
- cosmopolitan.bg
- tialoto.bg
- btvnews.bg
- lifestyle.bg
- jenite.bg
- zajenata.bg
- zodia.bg
- dalivali.bg
- news.bg
- olx.bg
- sinoptik.bg
- tundzha.info
- struma.com
- yambolnews.net



TOP 10 sectors - Market overview

COSMETICS – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Agricultures

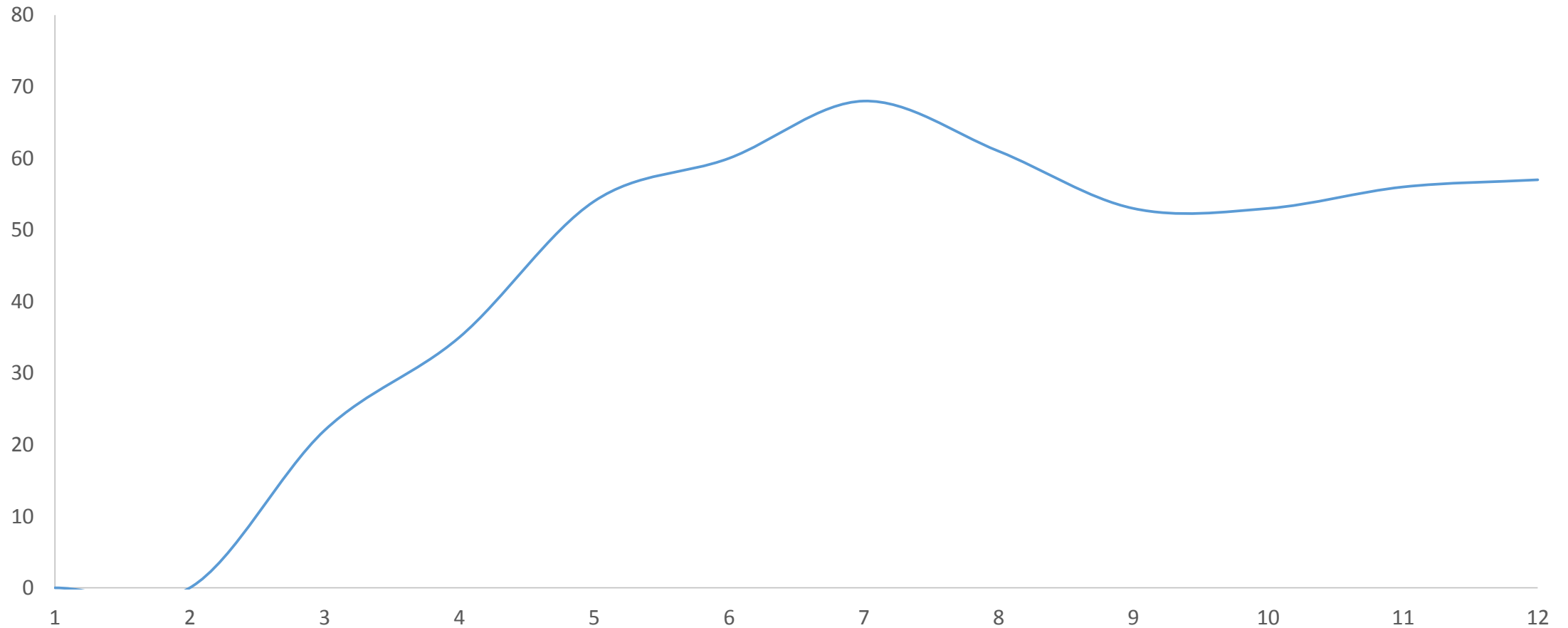




TOP 10 sectors - Market overview

AGRICULTURES – SEASONALITY

by number of campaigns - Jan/Dec 2014

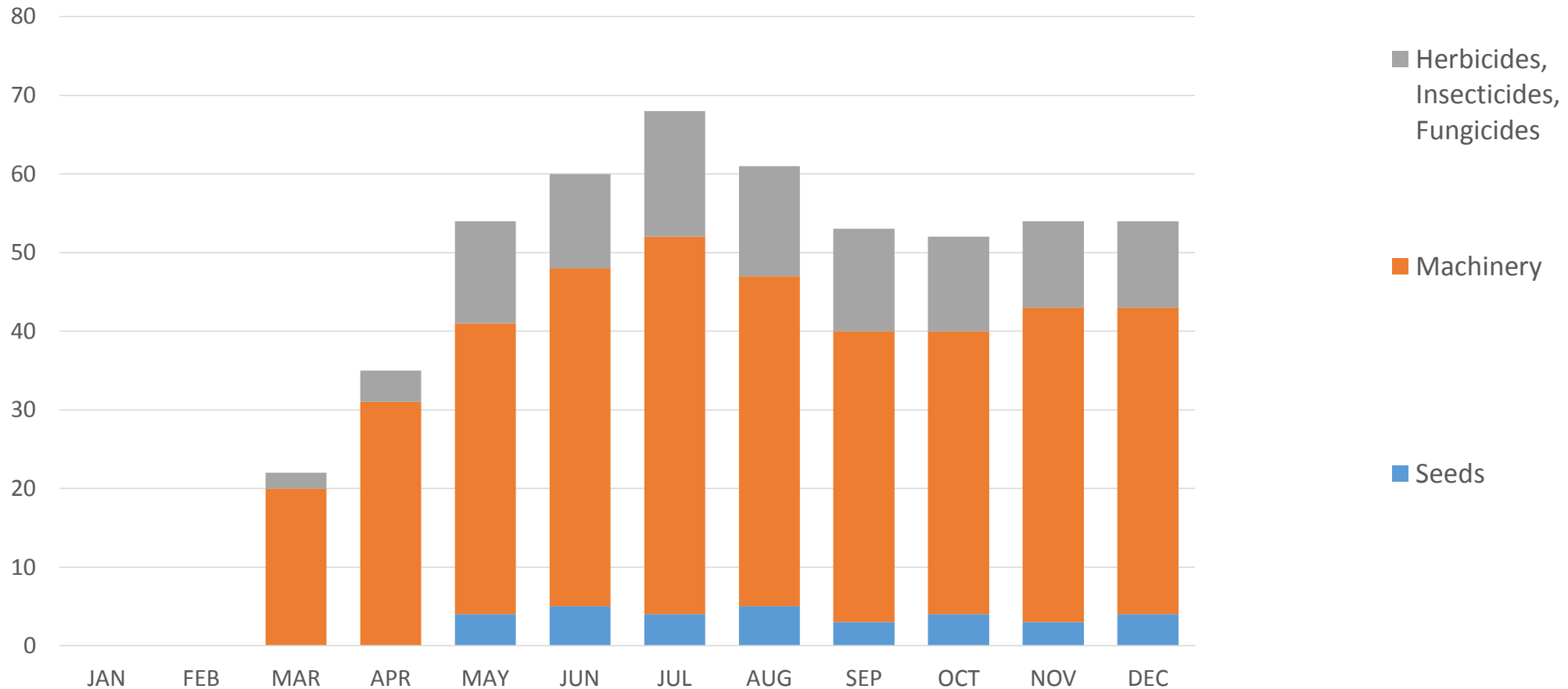




TOP 10 sectors - Market overview

AGRICULTURES – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

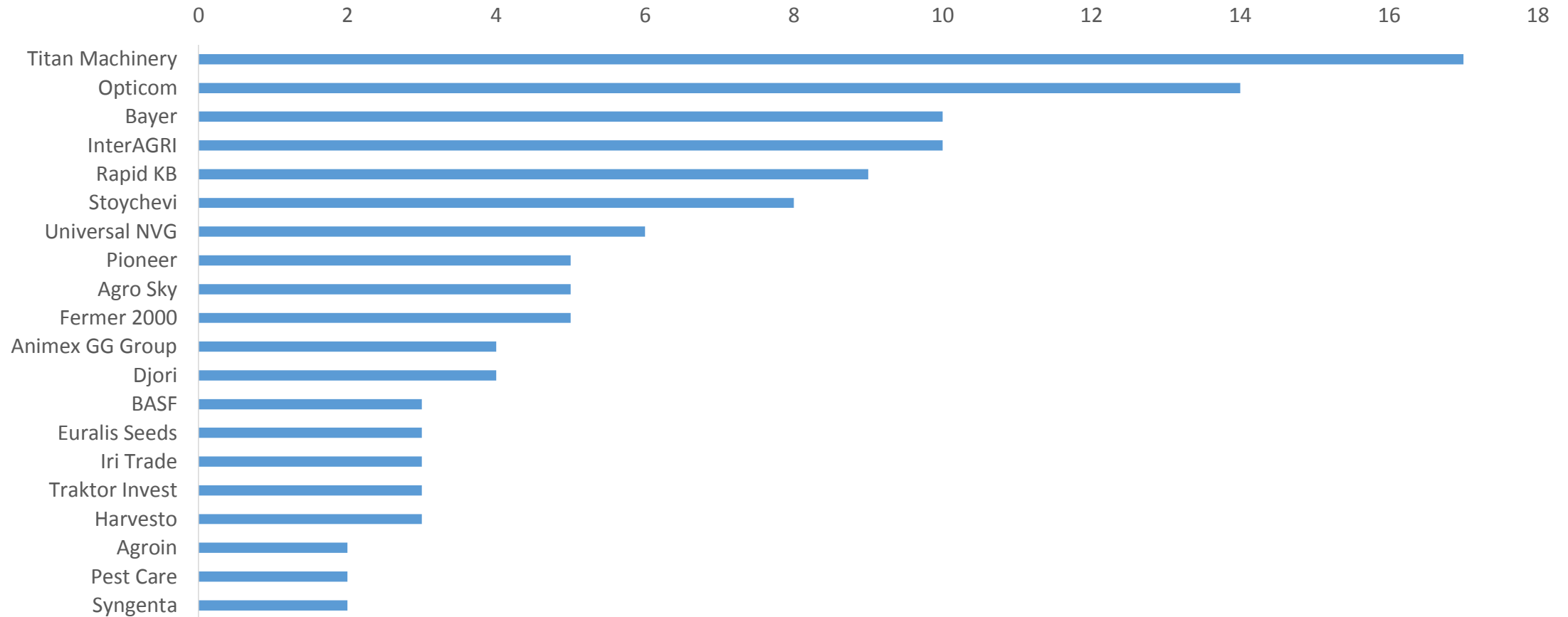




TOP 10 sectors - Market overview

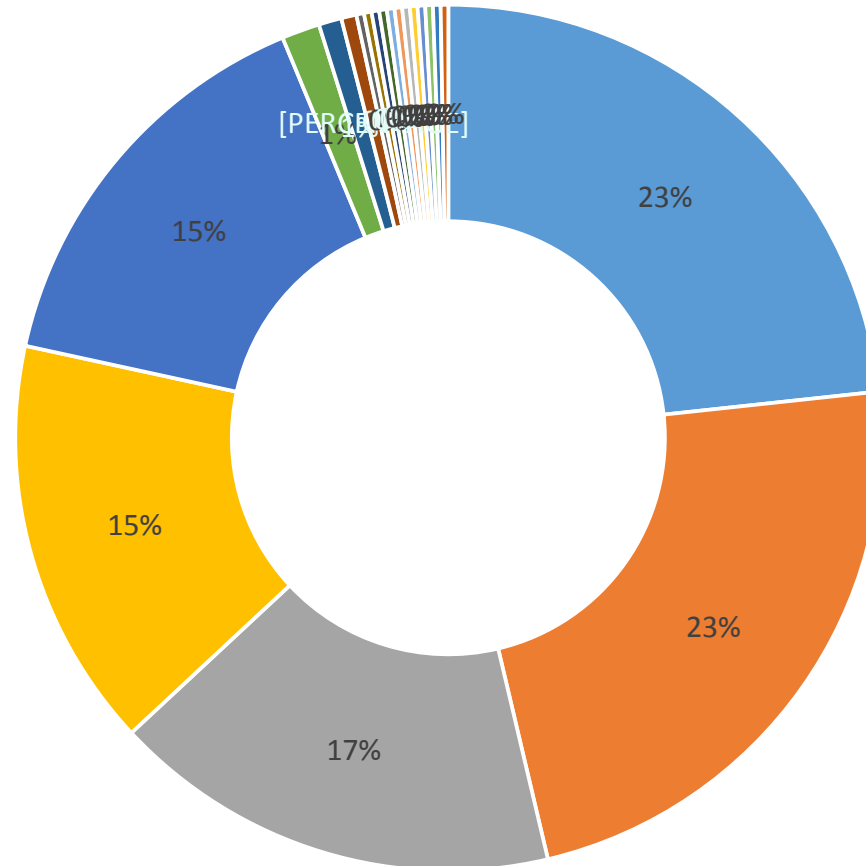
AGRICULTURES - TOP ADVERTISERS

by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

AGRICULTURES – TOP used websites
by campaign numbers - Jan/Dec 2014



- fermer.bg
- tractor.bg
- agropazar.bg
- agro.bg
- agronet.bg
- bgfermer.bg
- blitz.bg
- bageri.bg
- 24chasa.bg
- 30dumi.eu
- bgdnes.bg
- btvnews.bg
- capital.bg
- dnes.bg
- dnevnik.bg
- dobrichutre.bg
- pik.bg
- starazagorautre.bg
- trud.bg
- varnautre.bg



TOP 10 sectors - Market overview

AGRICULTURES – used banner formats
by registered creative - Jan/Dec 2014



SECTOR Drinks

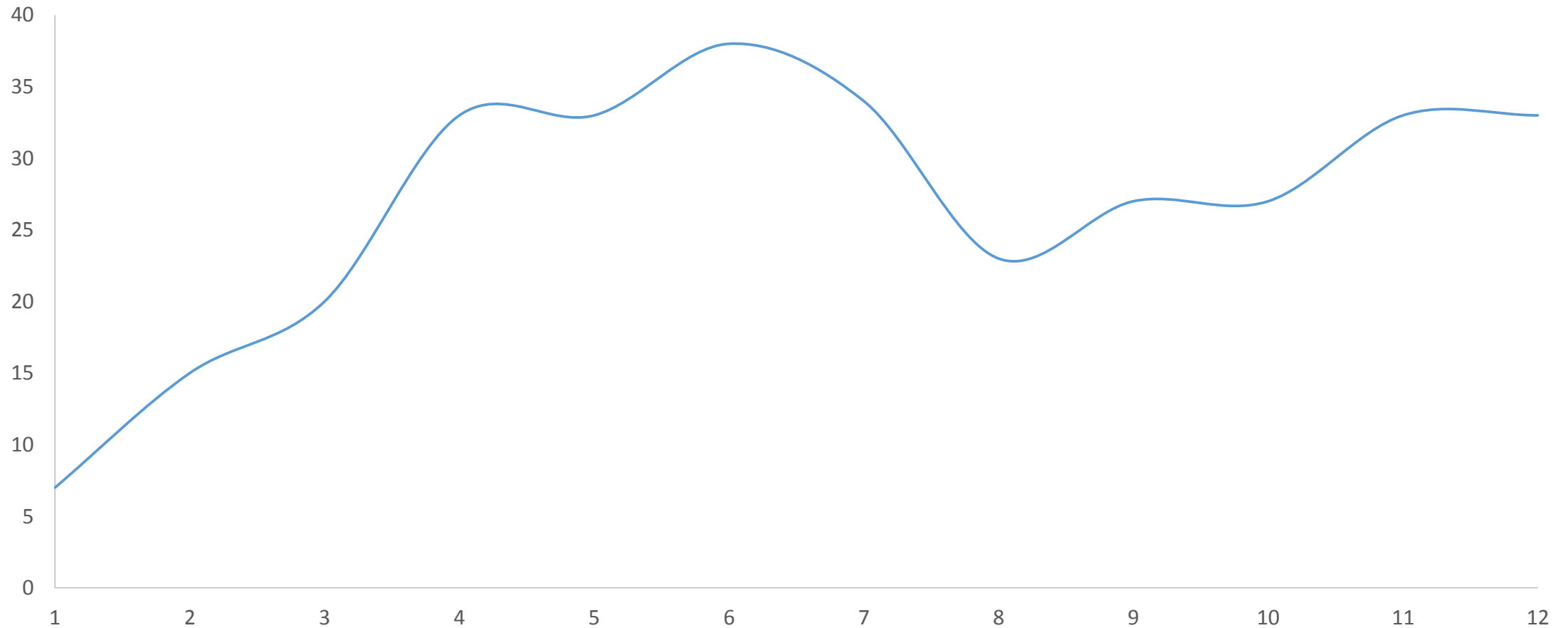




TOP 10 sectors - Market overview

DRINKS – SEASONALITY

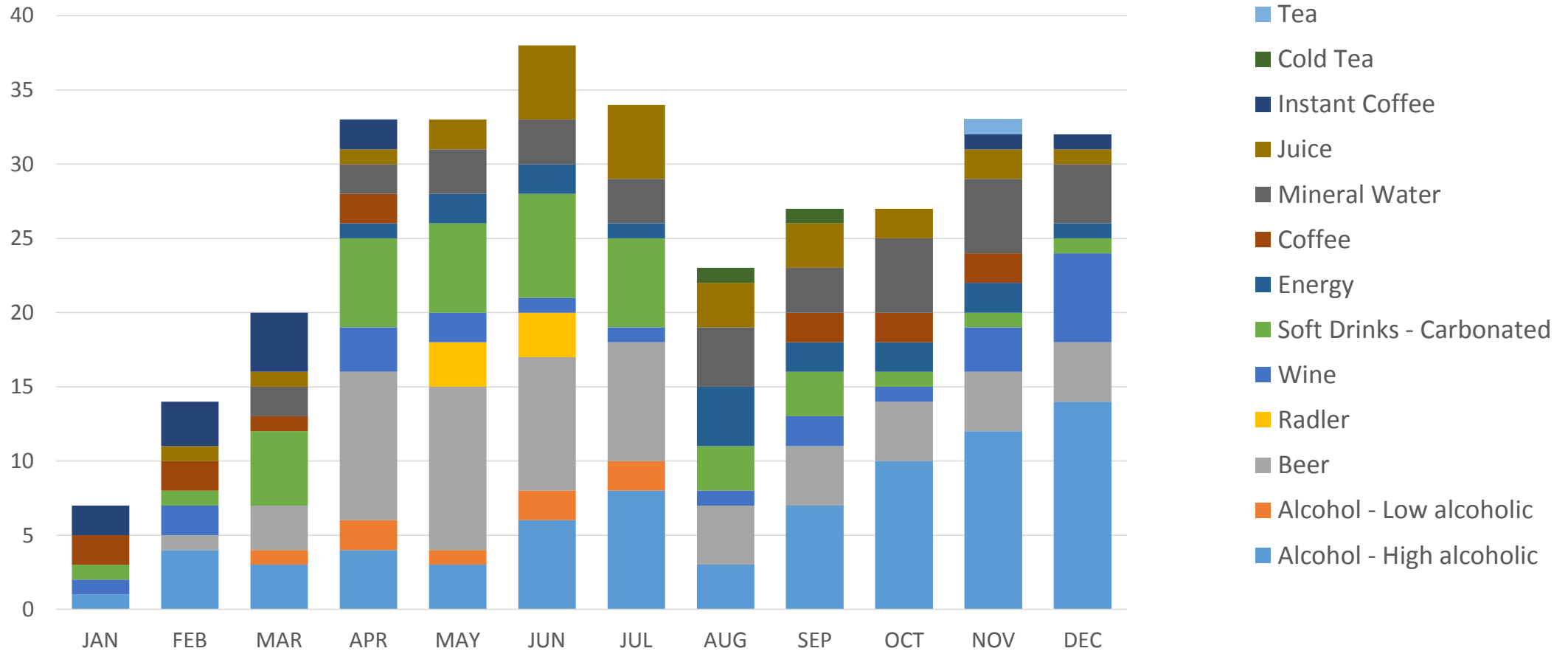
by number of campaigns - Jan/Dec 2014



TOP 10 sectors - Market overview

DRINKS – CATEGORY ACTIVITIES

by campaign numbers - Jan/Dec 2014

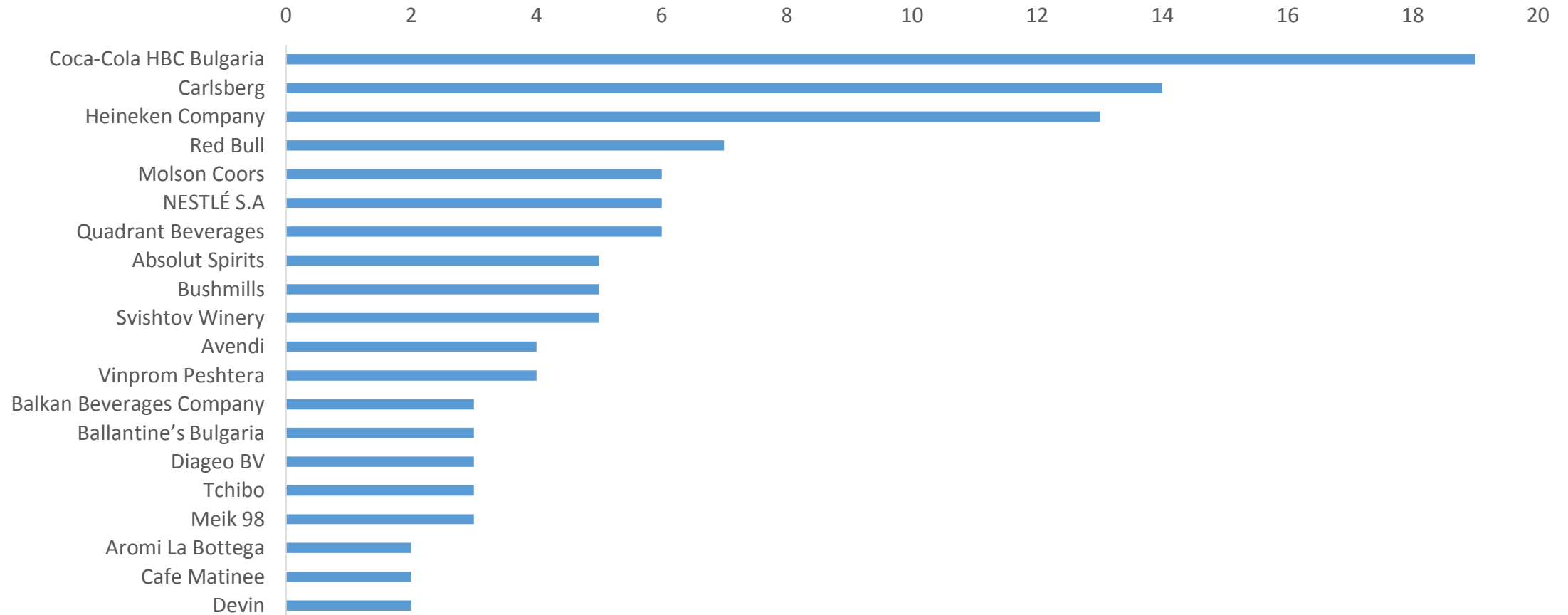




TOP 10 sectors - Market overview

DRINKS - TOP ADVERTISERS

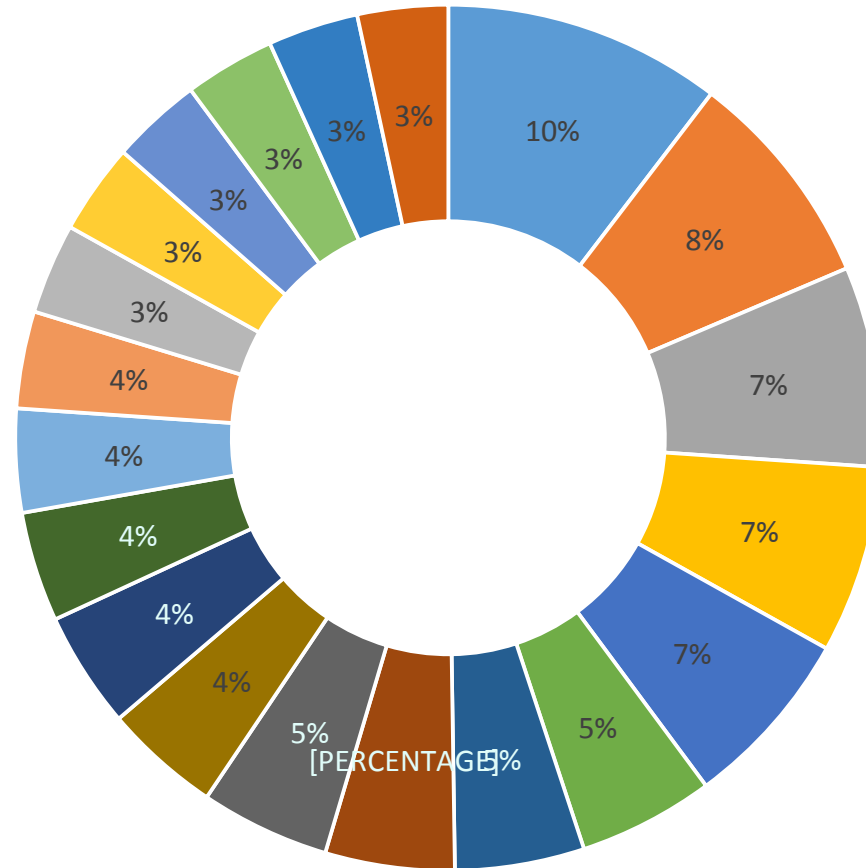
by campaign numbers - Jan/Dec 2014



TOP 10 sectors - Market overview

DRINKS – TOP used websites

by campaign numbers - Jan/Dec 2014



- sportal.bg
- actualno.com
- novini.bg
- btv.bg
- hotnews.bg
- dnes.bg
- btvnews.bg
- sofialive.bg
- vesti.bg
- programata.bg
- webcafe.bg
- ladyzone.bg
- bulevard.bg
- sinoptik.bg
- dalivali.bg
- dnevnik.bg
- gong.bg
- lifestyle.bg
- vbox7.com
- woman.bg



TOP 10 sectors - Market overview

DRINKS – used banner formats

by registered creative - Jan/Dec 2014



**Web
News
Agent.com** 

Thank You!



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+ 359 888 510027

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Stefan Stefanov

