



Banner monitoring

# 2016 in numbers





# CONTENT

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



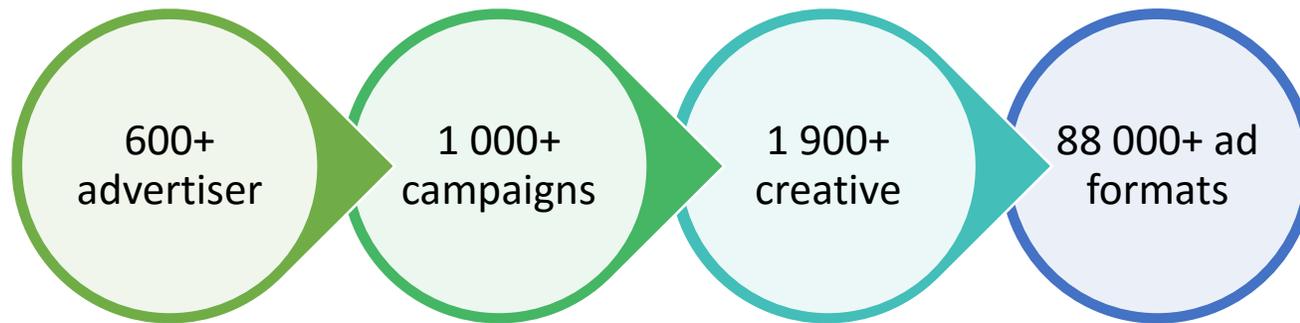
## Who we are

- Banner Monitoring (successor of 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, When** and **How** is advertising in more than **450 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

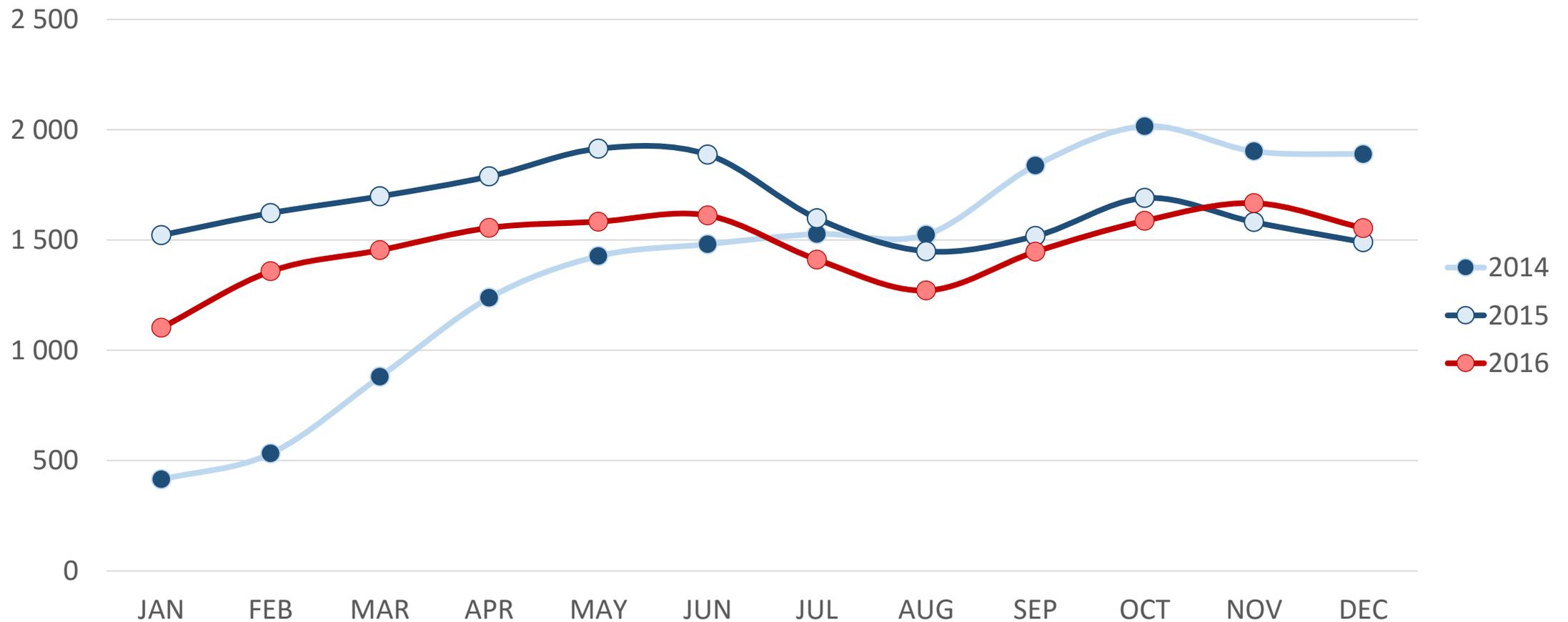




# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns – 2014 - 2016



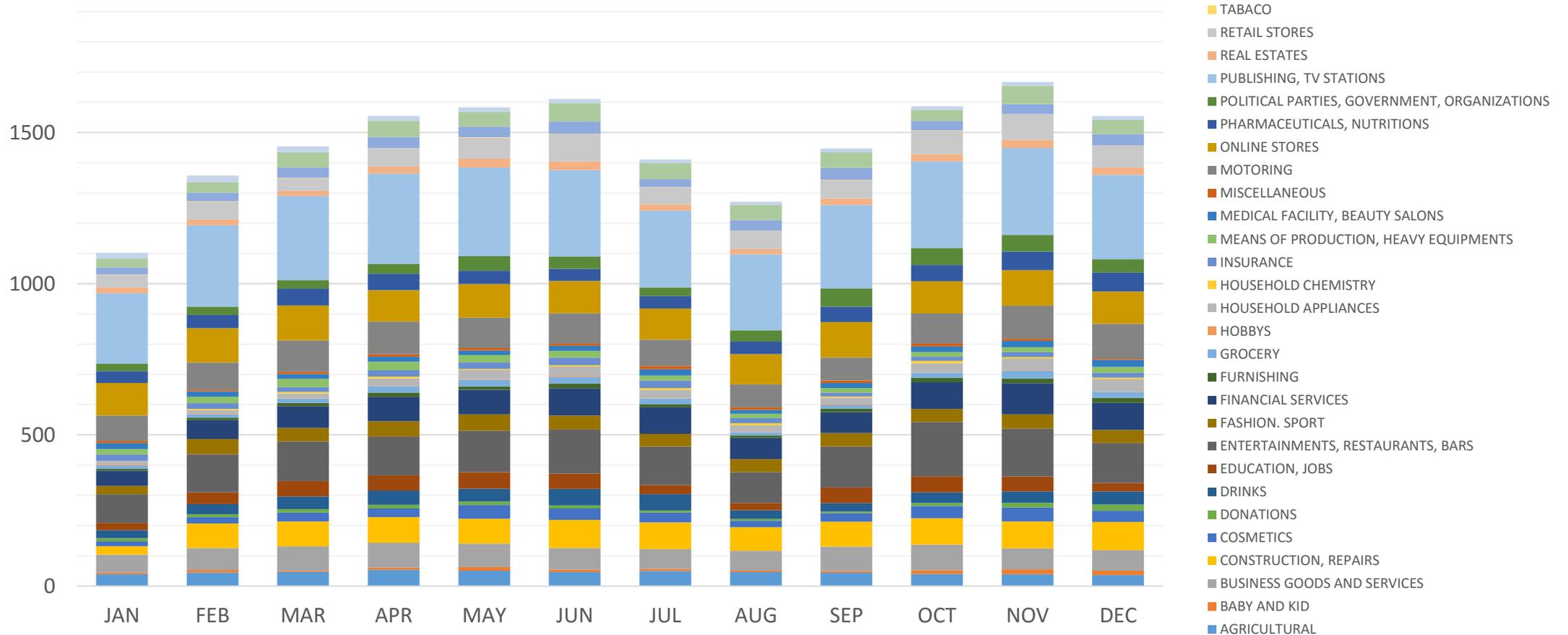


# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2016

2000



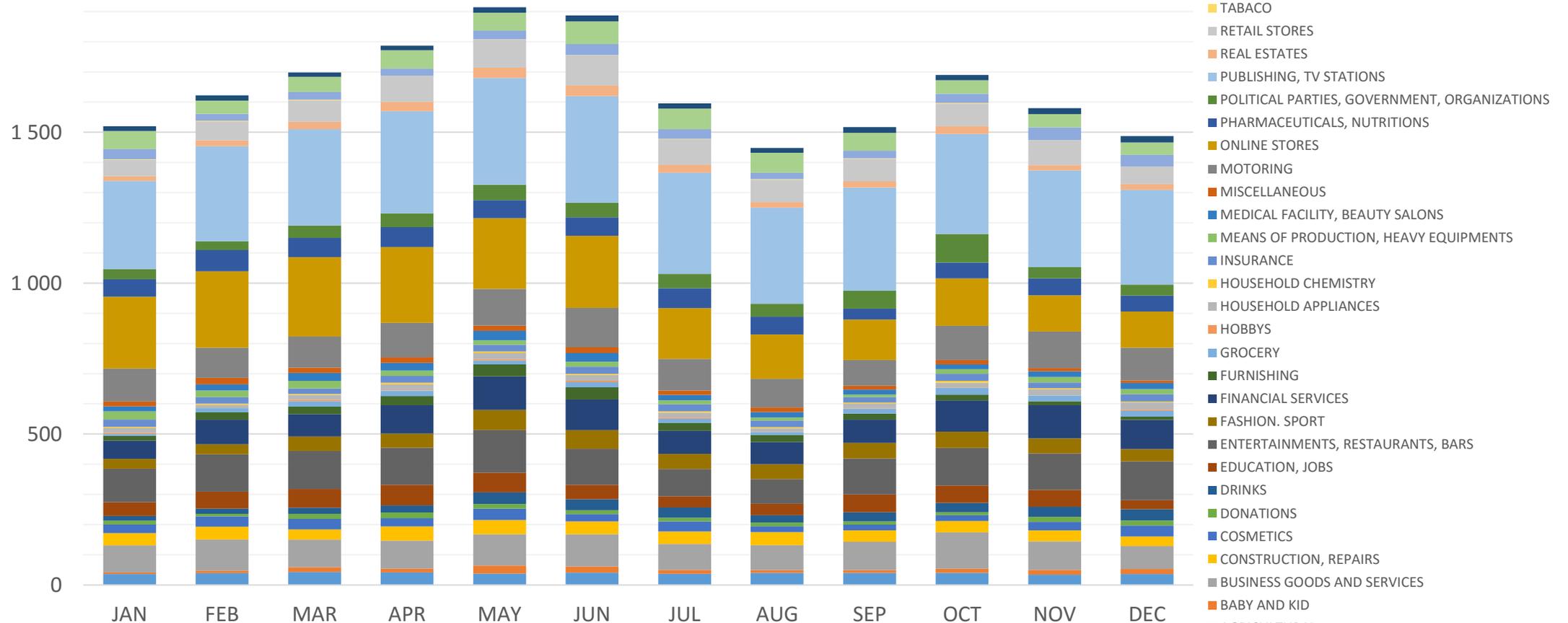


# General market overview

## CAMPAIGN SEASONALITY

by number of campaigns - Jan/Dec 2015

2 000

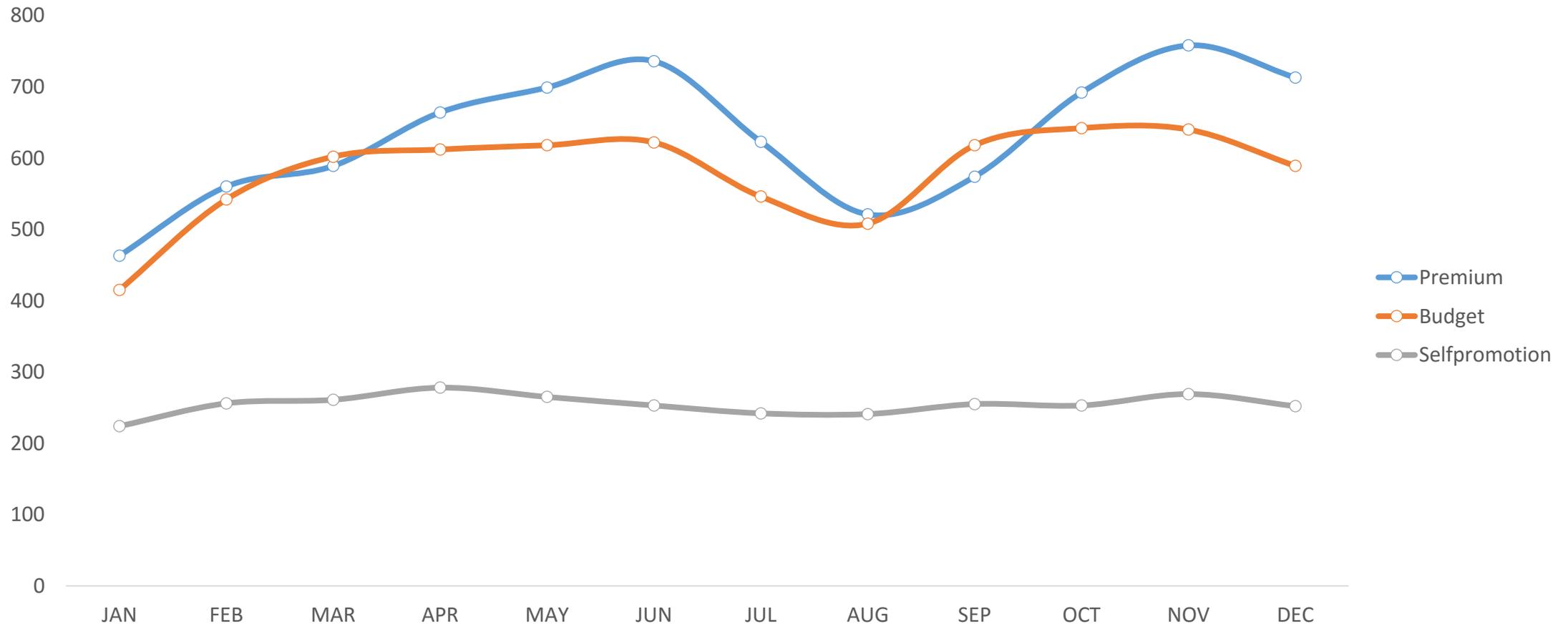




# General market overview

## TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2016

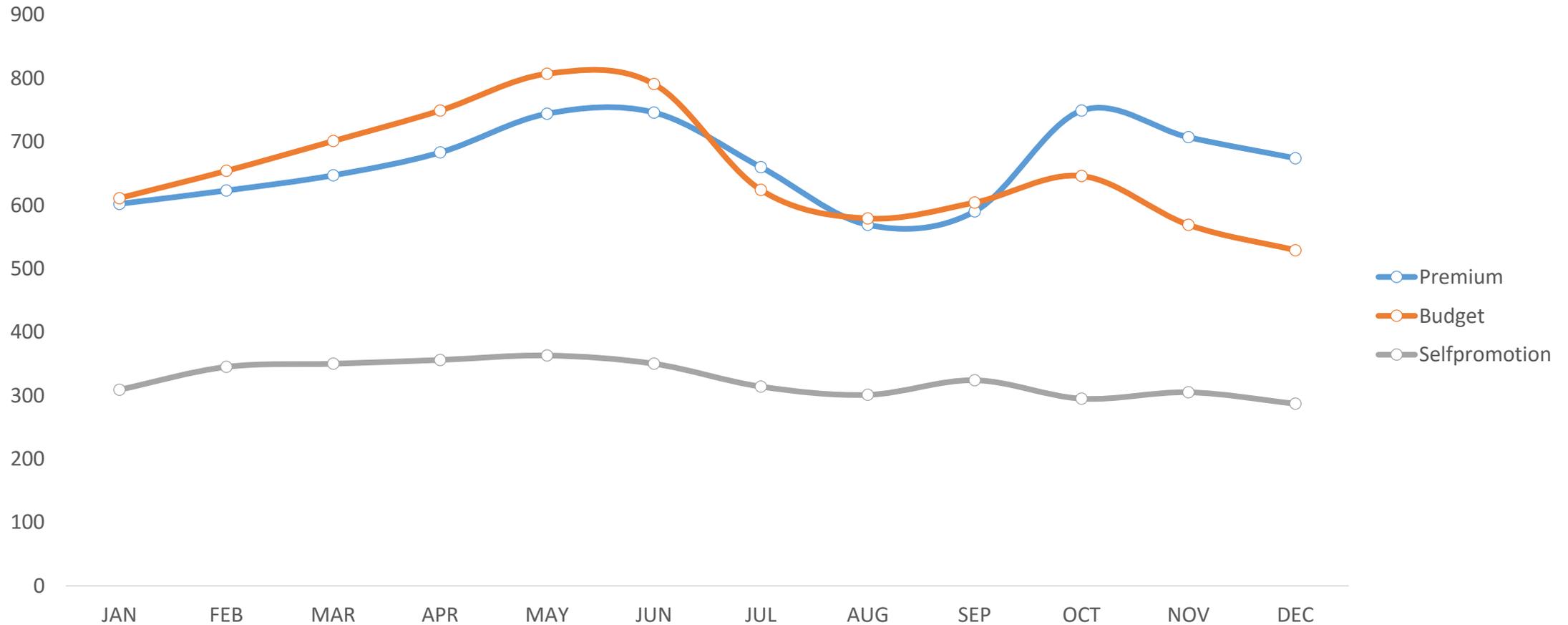




# General market overview

## TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2015

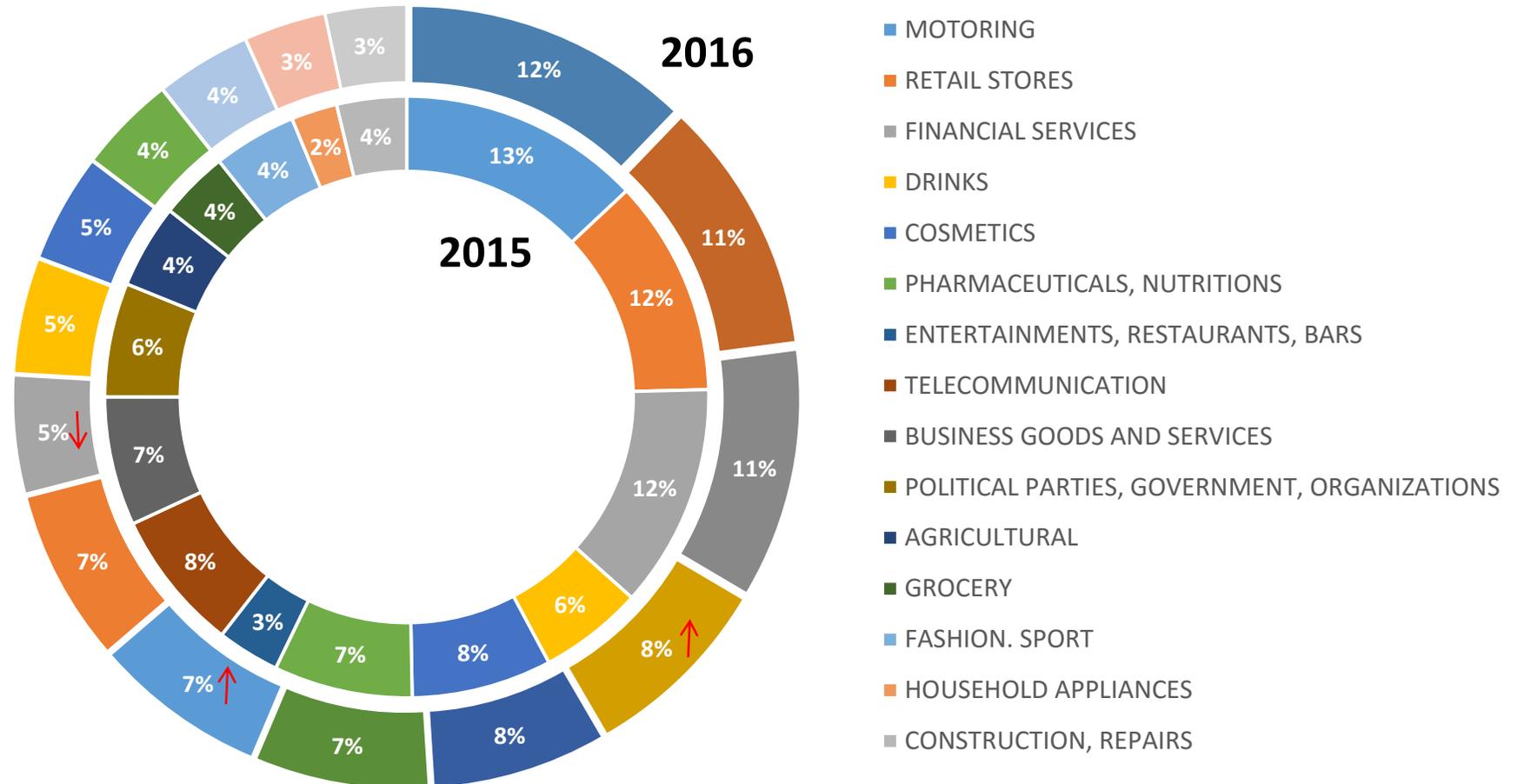




# General market overview

## TOP 15 SECTORS

by number of campaigns (Premium) – 2015 & 2016

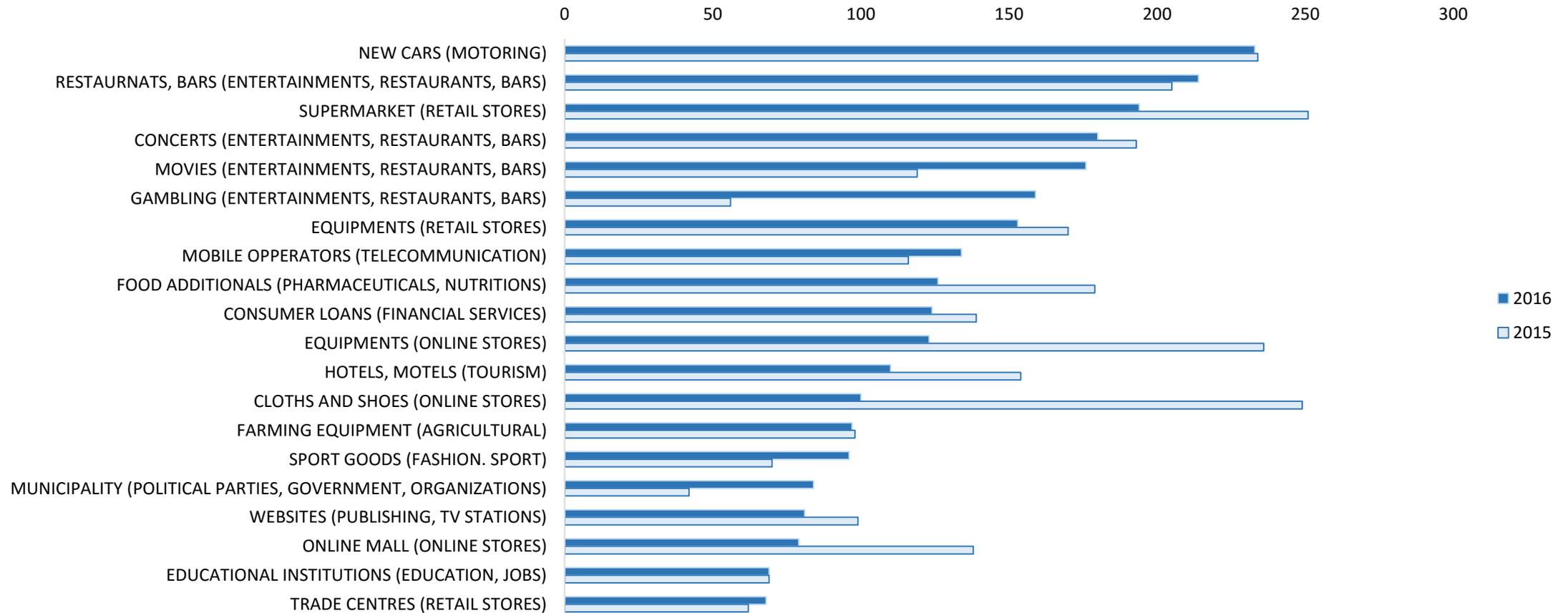




# General market overview

## TOP 20 CATEGORY

by number of campaigns – 2015 & 2016

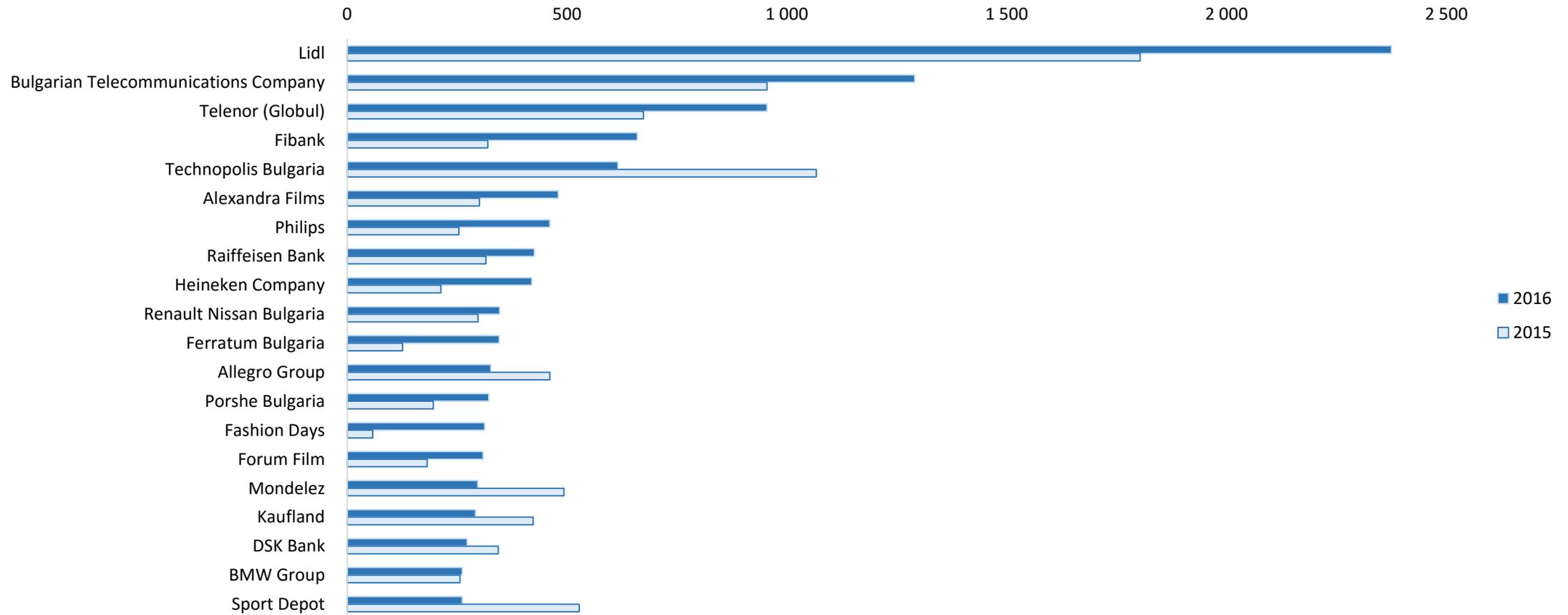




# General market overview

## 20 MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016





## SECTOR **MOTORING**

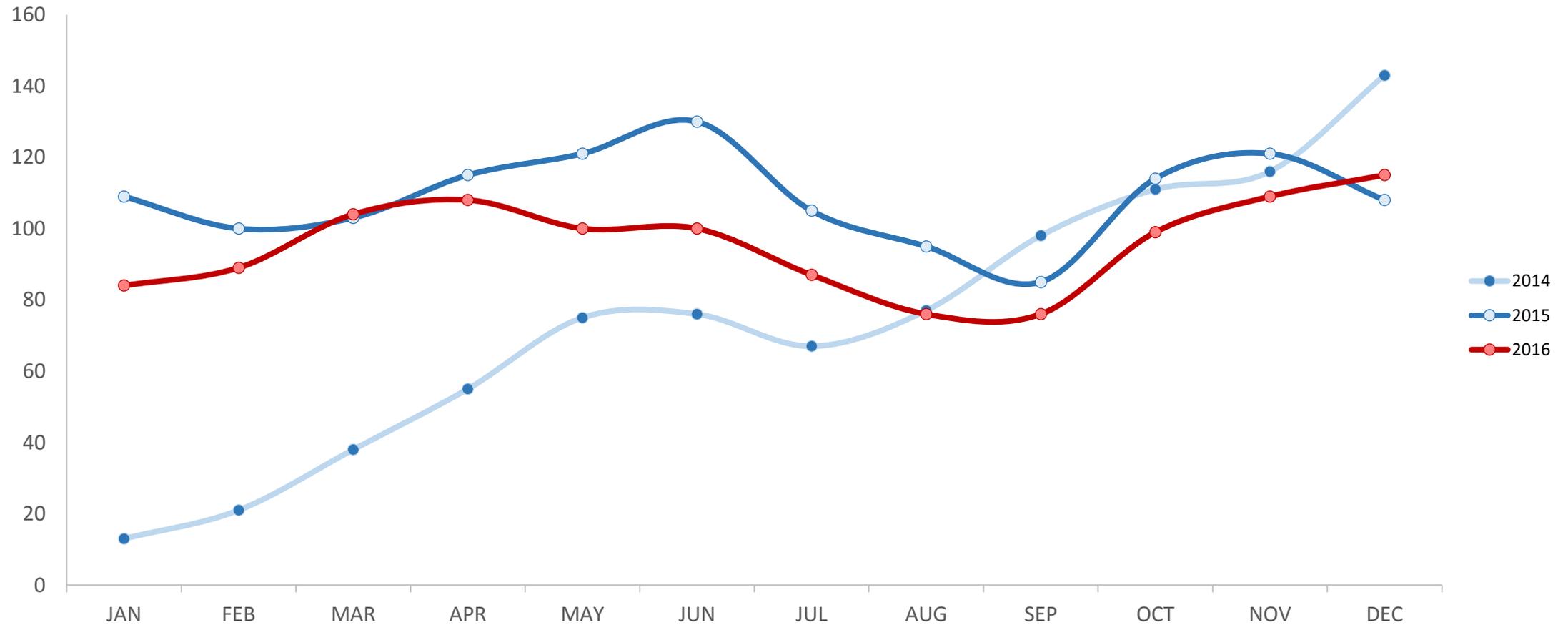




# TOP 10 sectors - Market overview

## MOTORING – SEASONALITY

by number of campaigns – 2014 - 2016

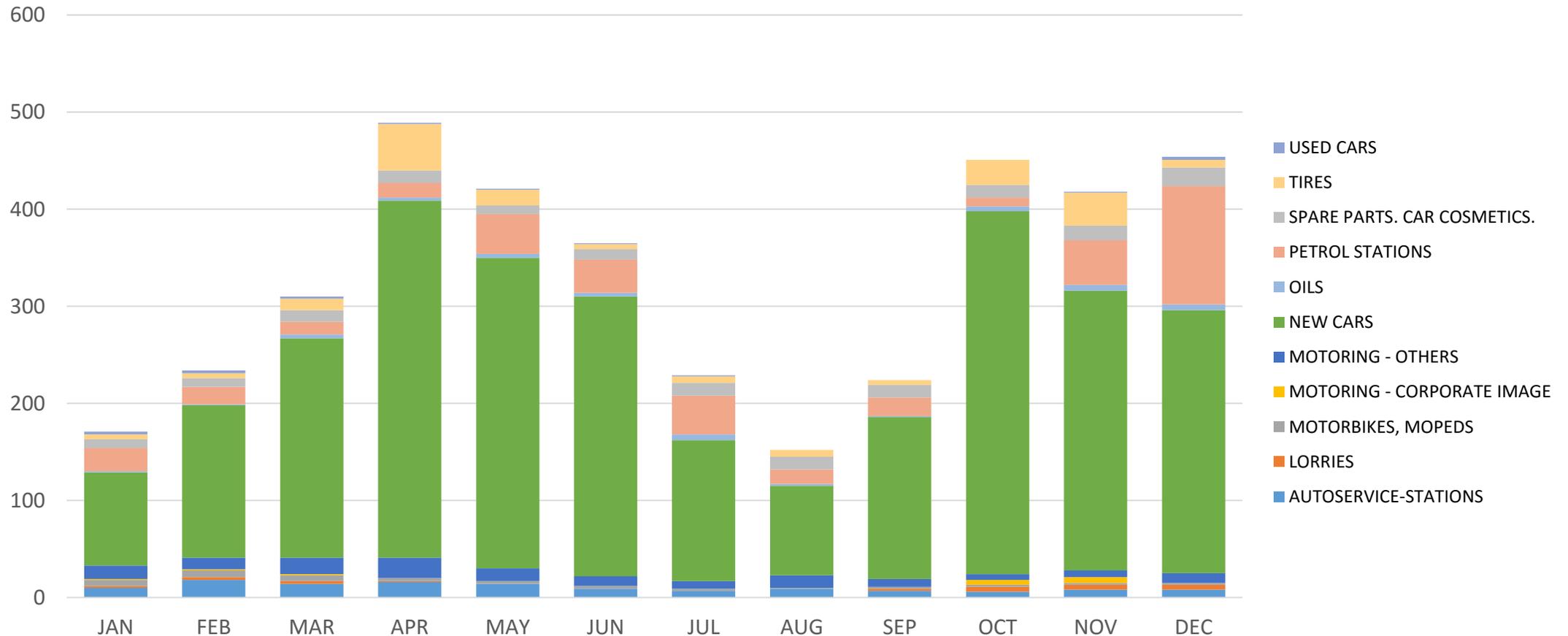




# TOP 10 sectors - Market overview

## MOTORING – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

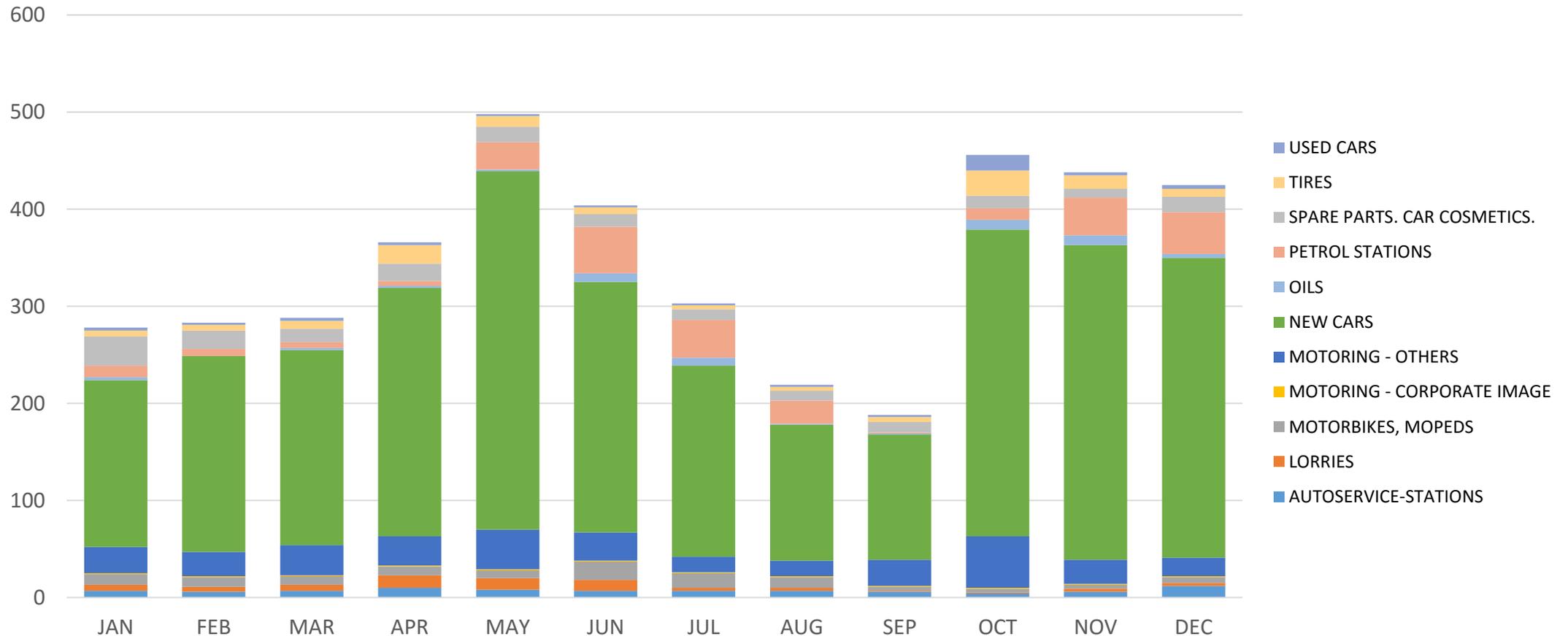




# TOP 10 sectors - Market overview

## MOTORING – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

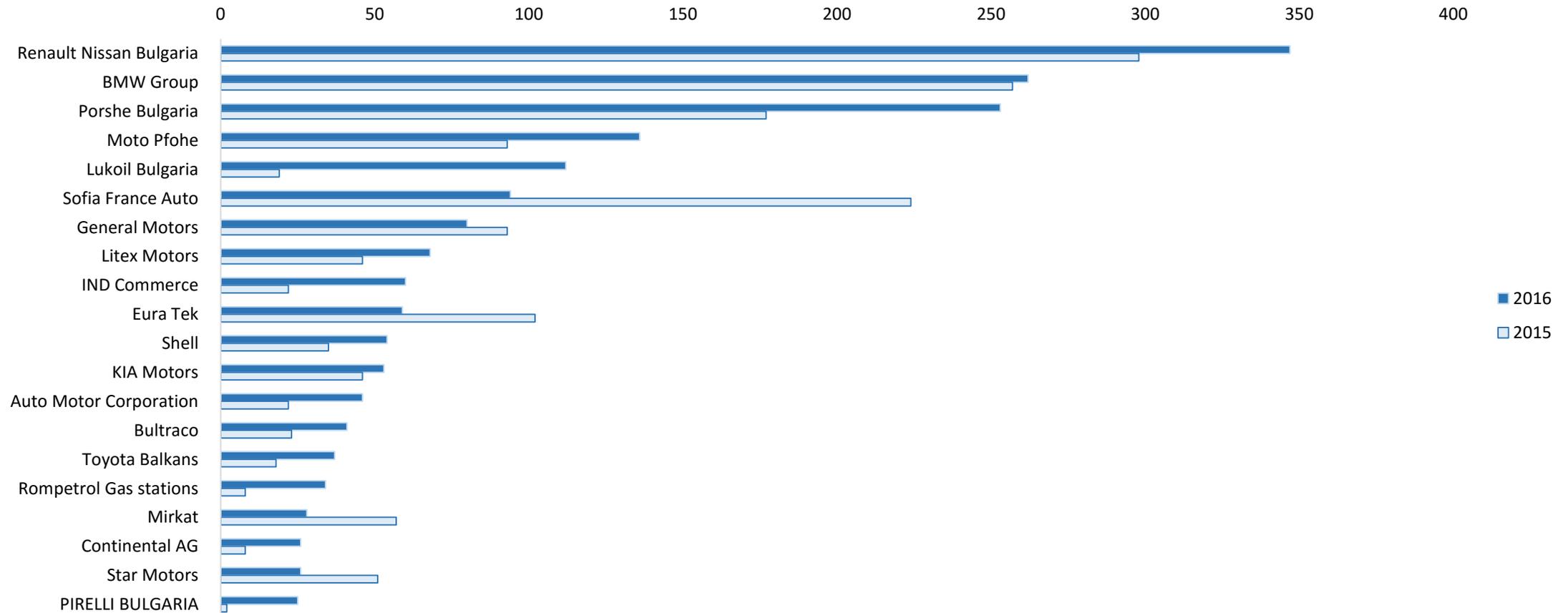




# TOP 10 sectors - Market overview

## MOTORING – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

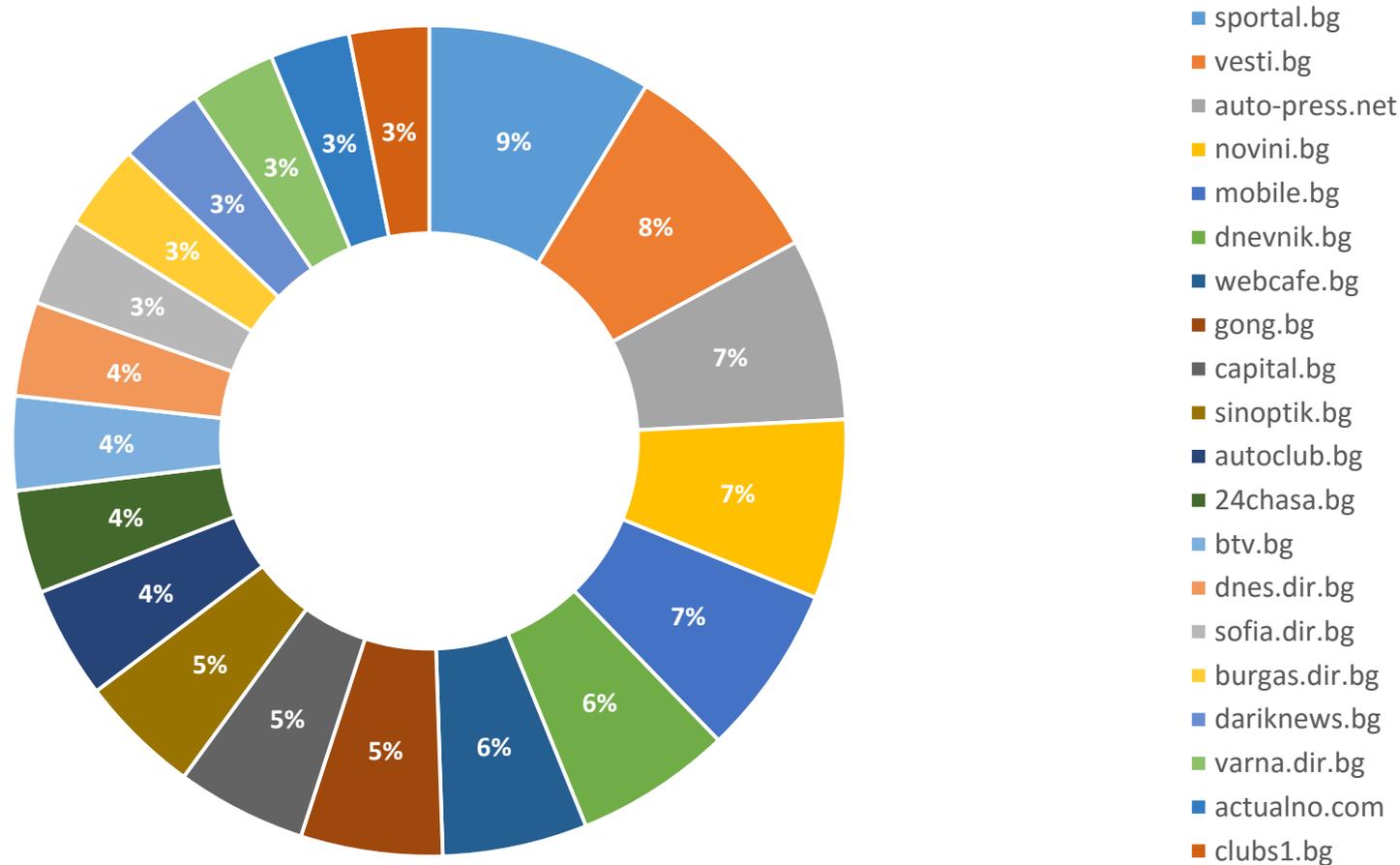




# TOP 10 sectors - Market overview

## MOTORING – TOP used websites

by number of campaigns - Jan/Dec 2016

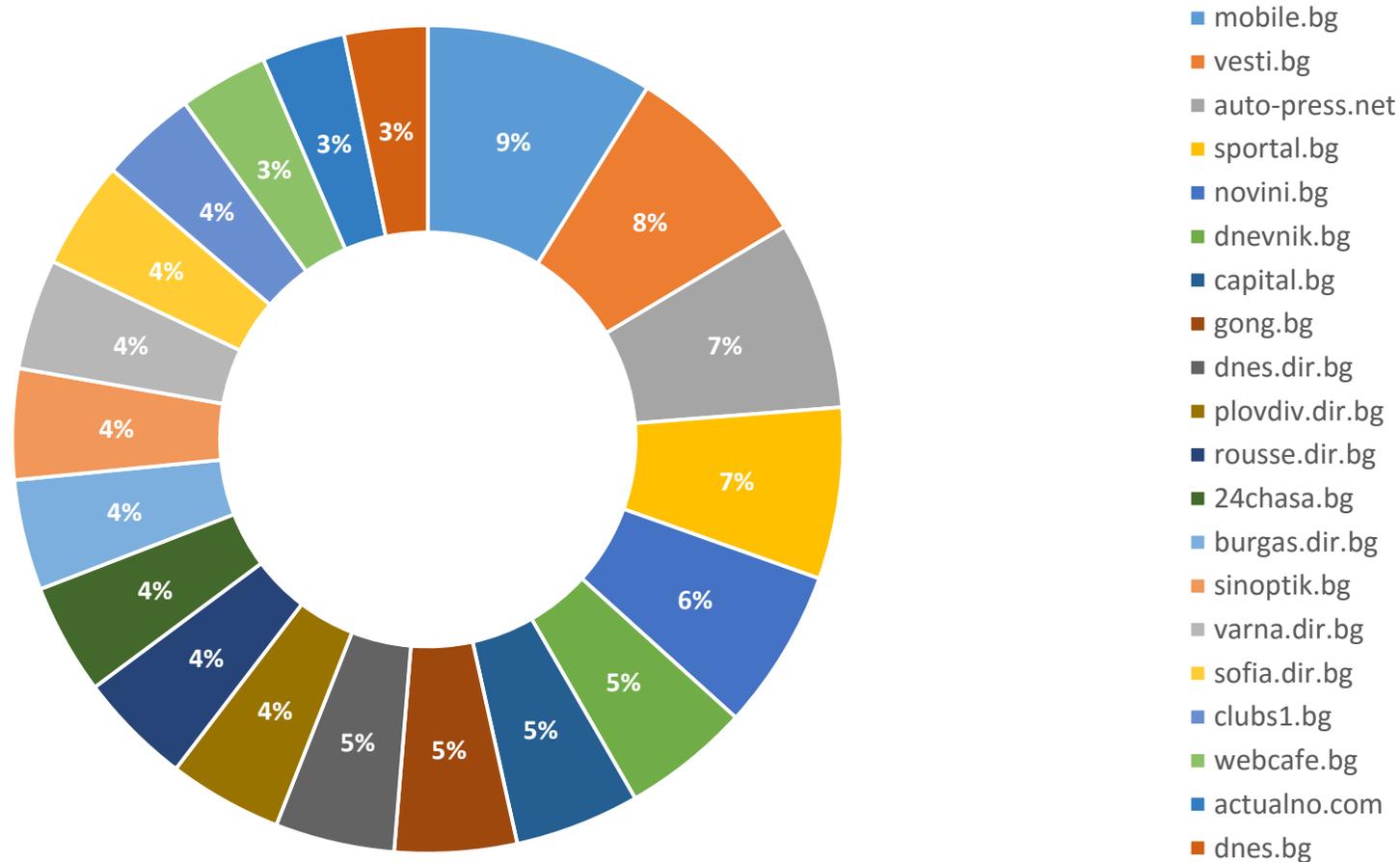




# TOP 10 sectors - Market overview

## MOTORING – TOP used websites

by number of campaigns - Jan/Dec 2015



B

SECTOR **RETAIL STORES**

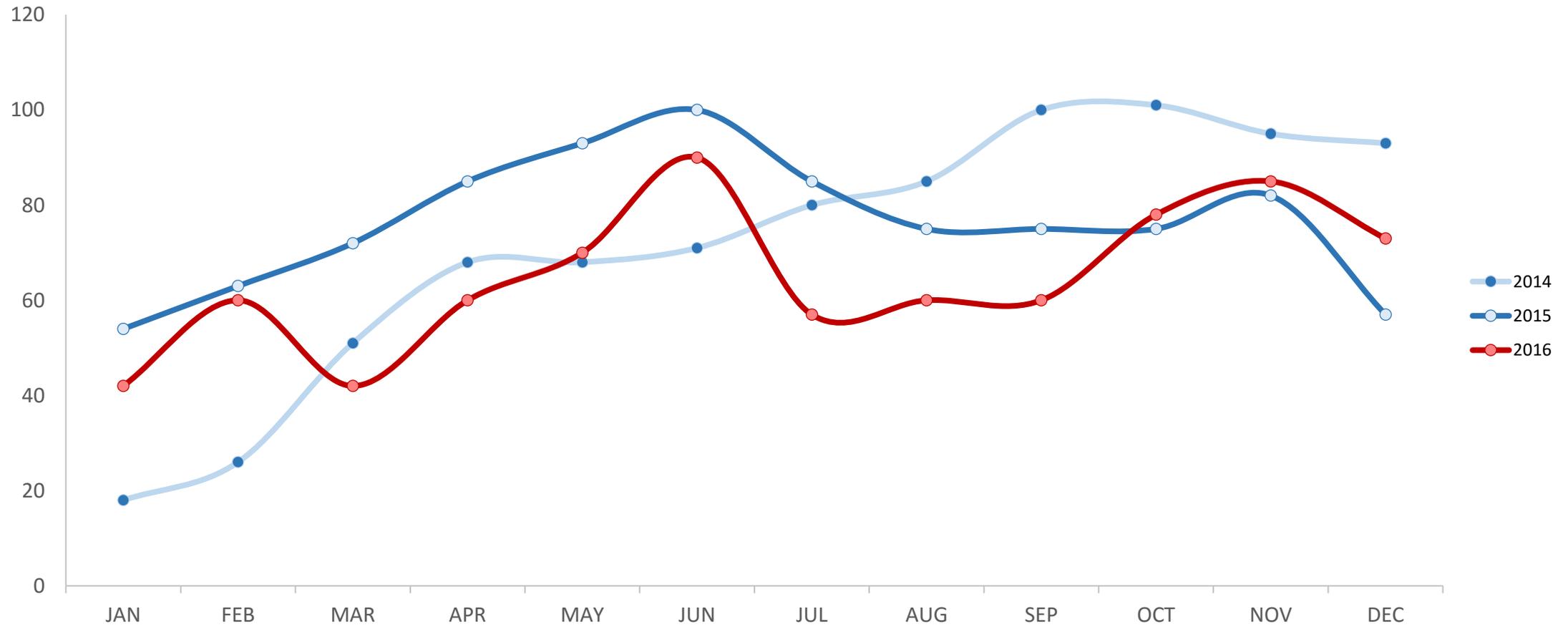




# TOP 10 sectors - Market overview

## RETAIL STORES – SEASONALITY

by number of campaigns – 2014 - 2016

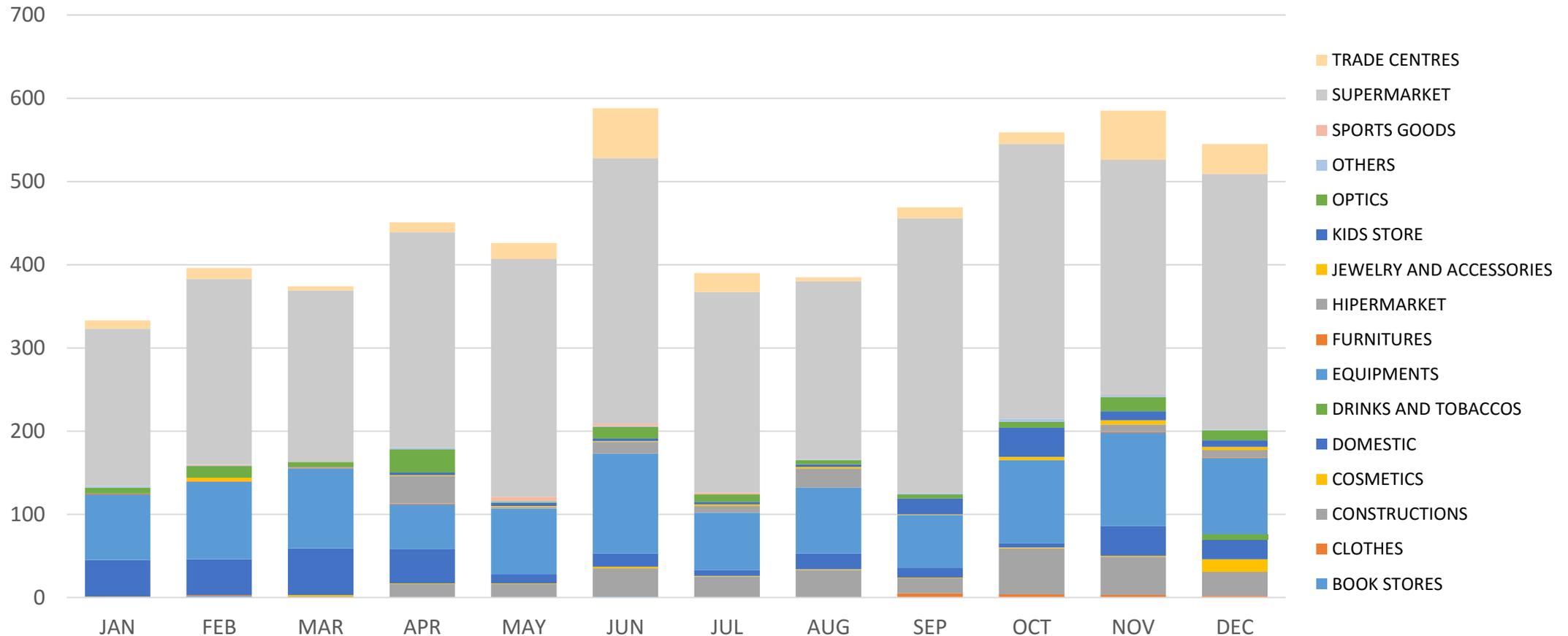




# TOP 10 sectors - Market overview

## RETAIL STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

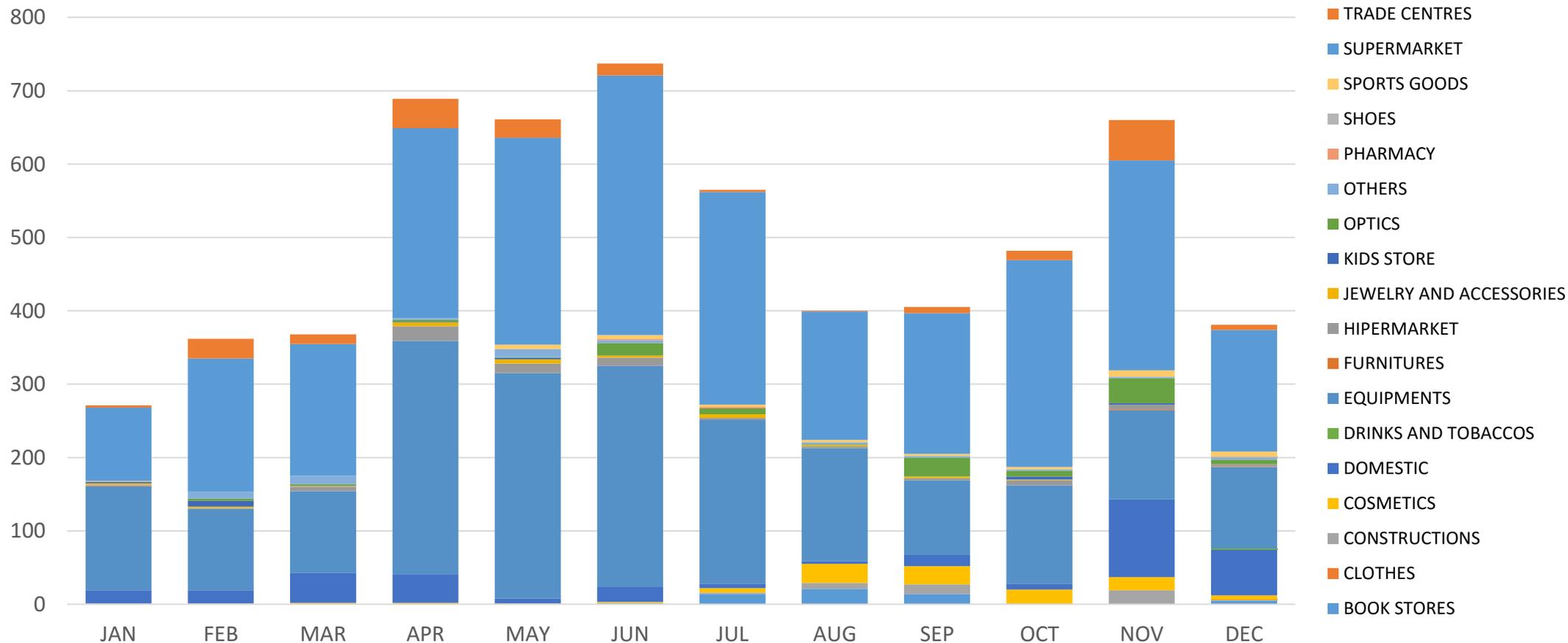




# TOP 10 sectors - Market overview

## RETAIL STORES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

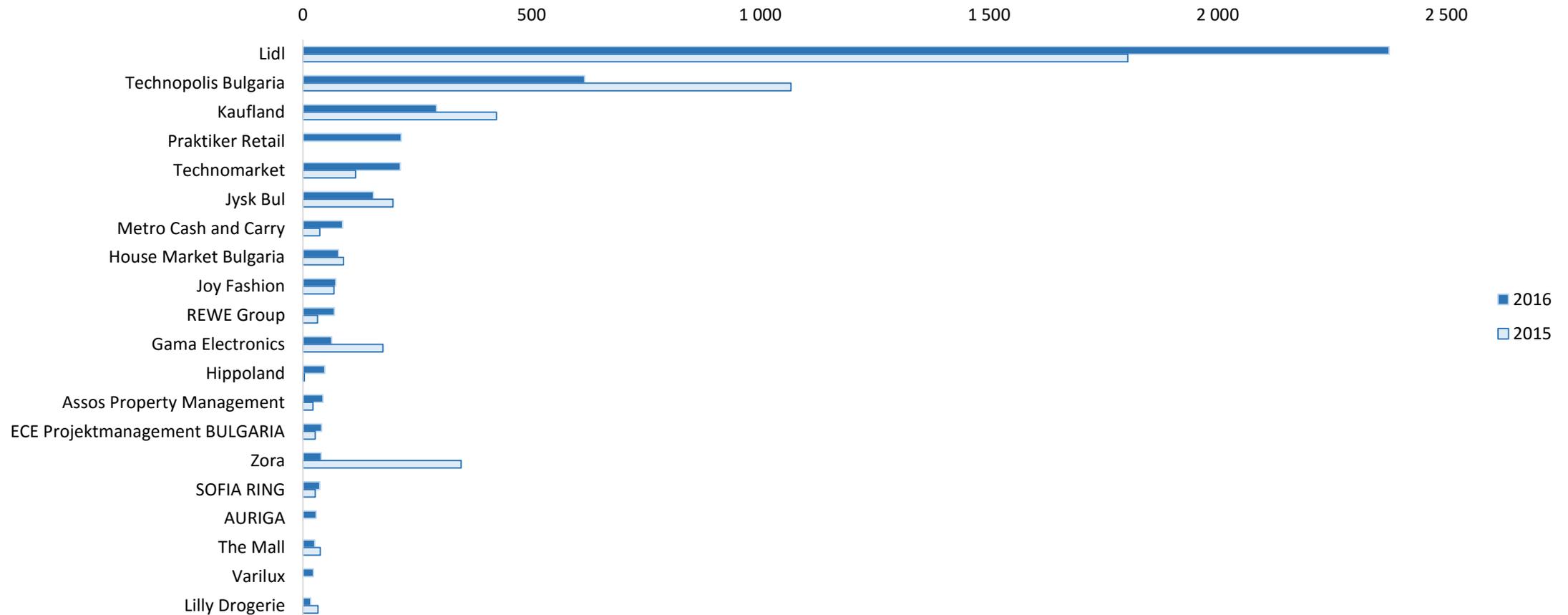




# TOP 10 sectors - Market overview

## RETAIL STORES – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

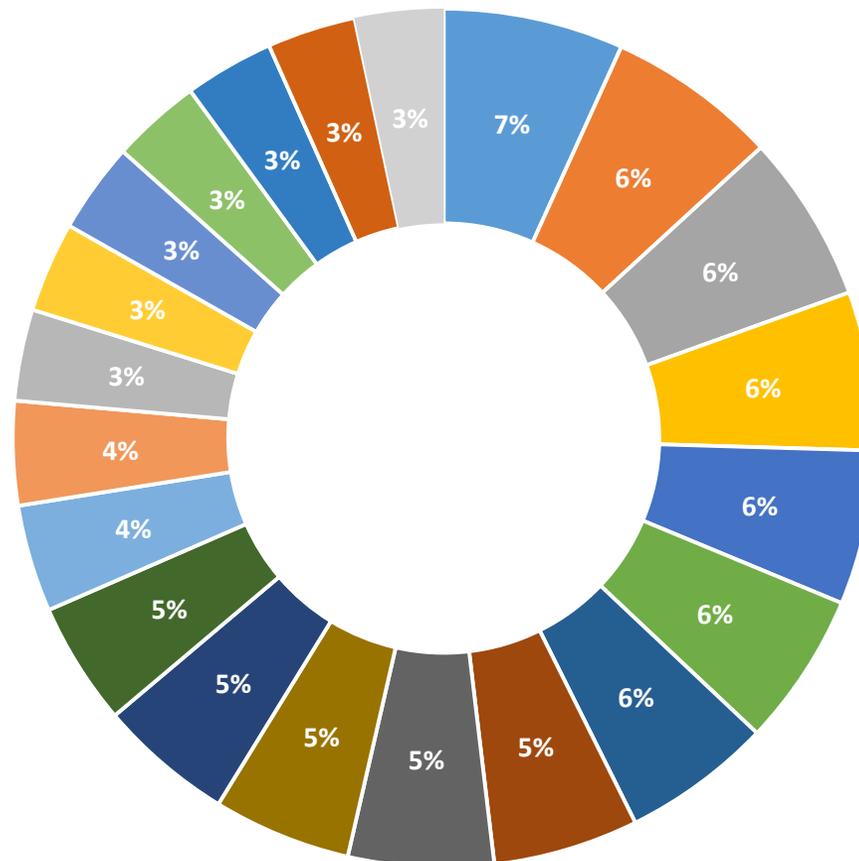




# TOP 10 sectors - Market overview

## RETAIL STORES – TOP used websites

by number of campaigns - Jan/Dec 2016



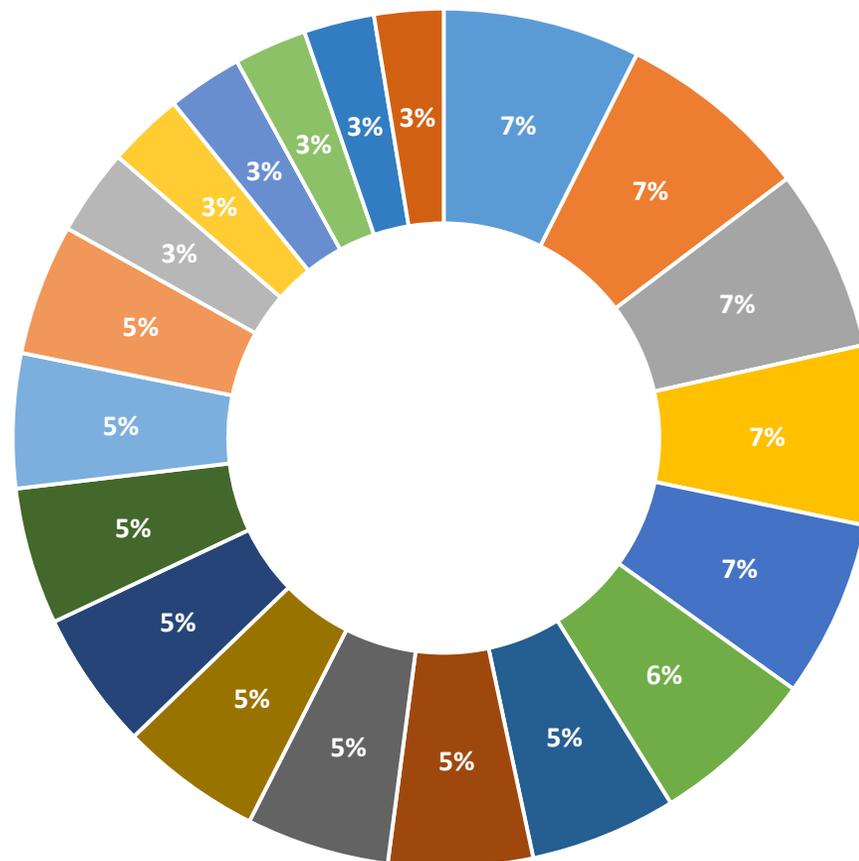
- dnes.bg
- blitz.bg
- az-jenata.bg
- 24chasa.bg
- tialoto.bg
- dir.bg
- gol.bg
- automedia.bg
- dnes.dir.bg
- novini.bg
- start.bg
- woman.hotnews.bg
- hotnews.bg
- sportal.bg
- dete.bg
- men.hotnews.bg
- zodiac.dir.bg
- kino.dir.bg
- life.dir.bg
- tv.dir.bg
- vkusotii.dir.bg



# TOP 10 sectors - Market overview

## RETAIL STORES – TOP used websites

by number of campaigns - Jan/Dec 2015



- novini.bg
- blitz.bg
- sportal.bg
- hotnews.bg
- woman.hotnews.bg
- dnes.bg
- az-jenata.bg
- 24chasa.bg
- tialoto.bg
- trud.bg
- dir.bg
- dnes.dir.bg
- automeia.bg
- gol.bg
- actualno.com
- start.bg
- life.dir.bg
- pik.bg
- vkusotii.dir.bg
- zodiac.dir.bg



## SECTOR **FINANCIAL SERVICES**

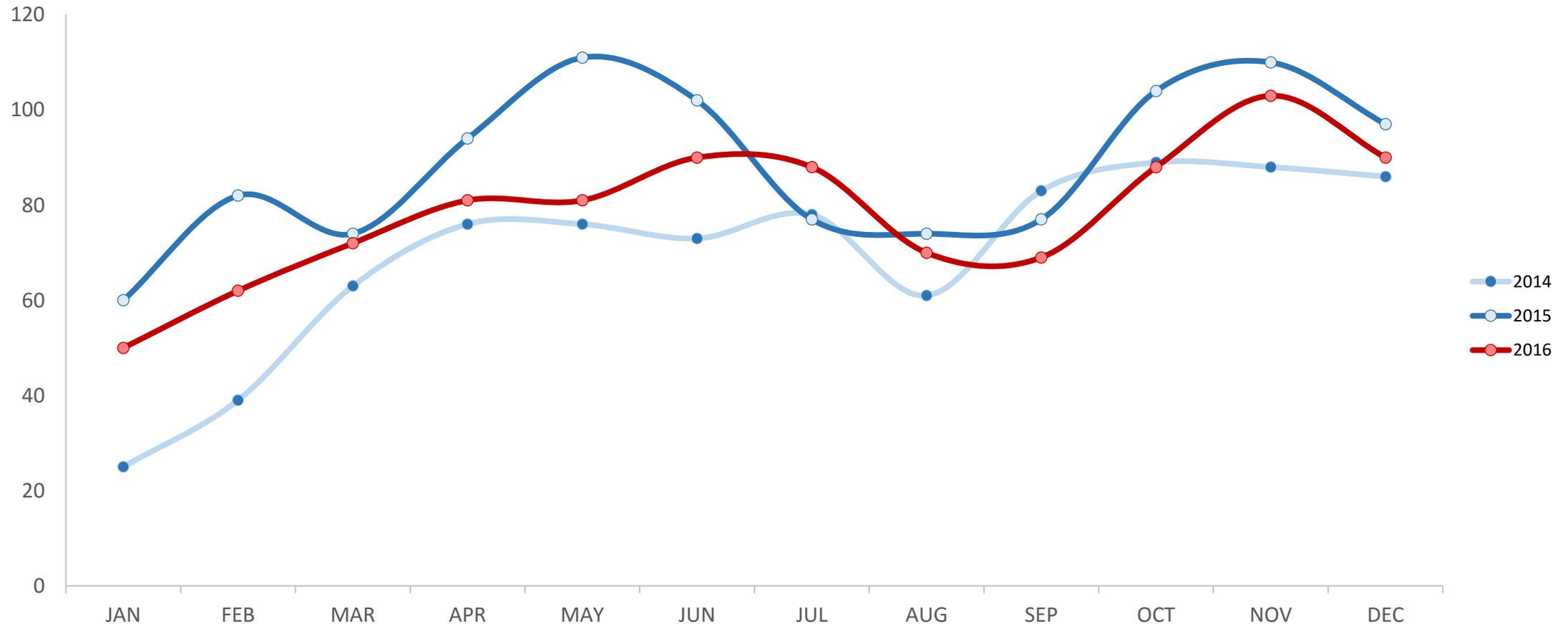


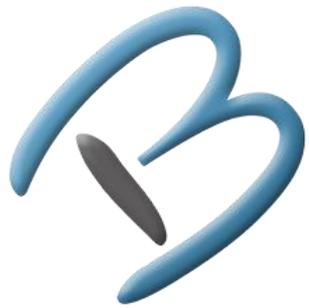


# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – SEASONALITY

by number of campaigns – 2014 - 2016

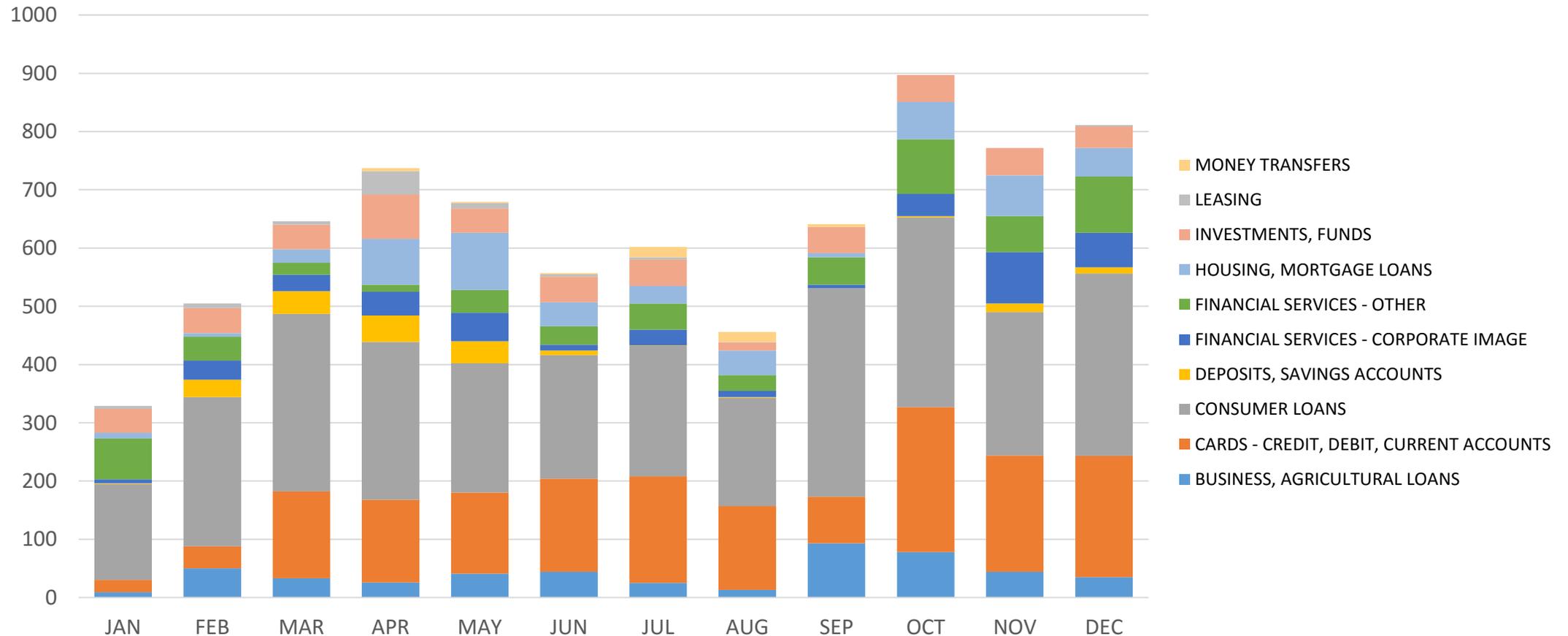




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

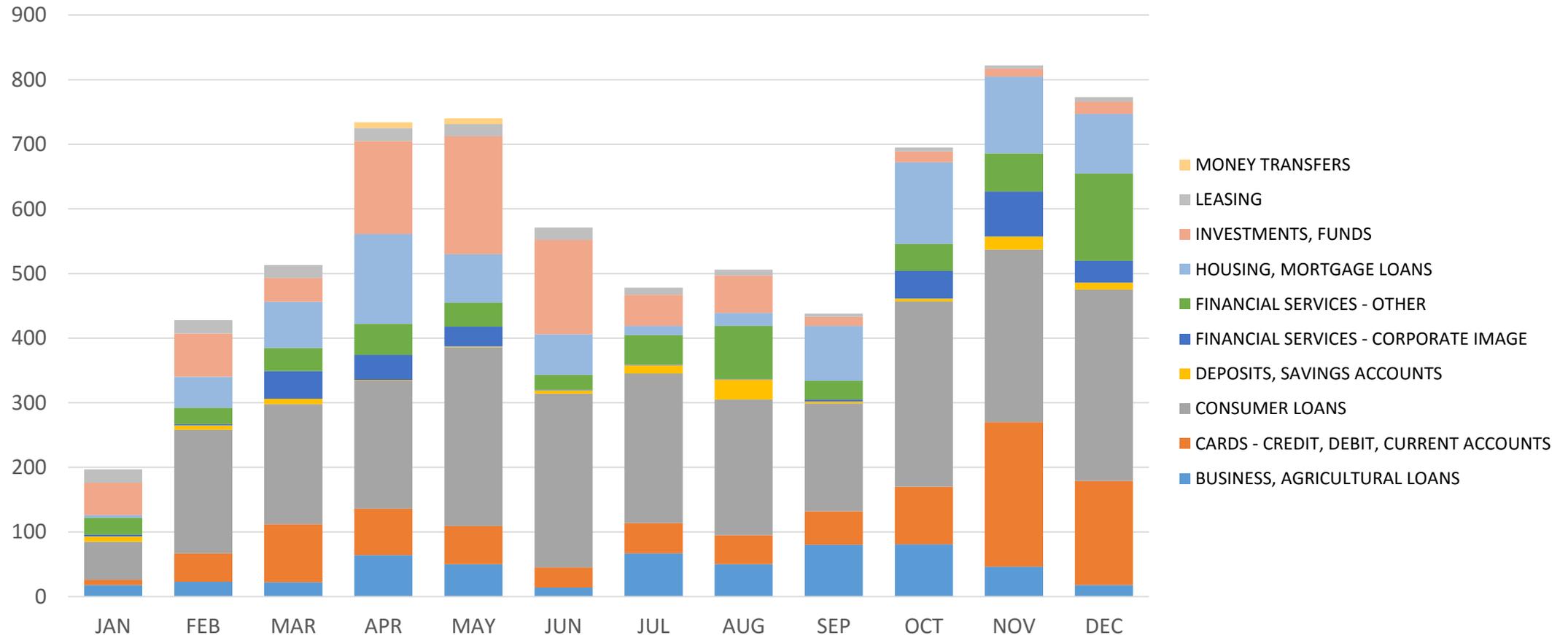




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

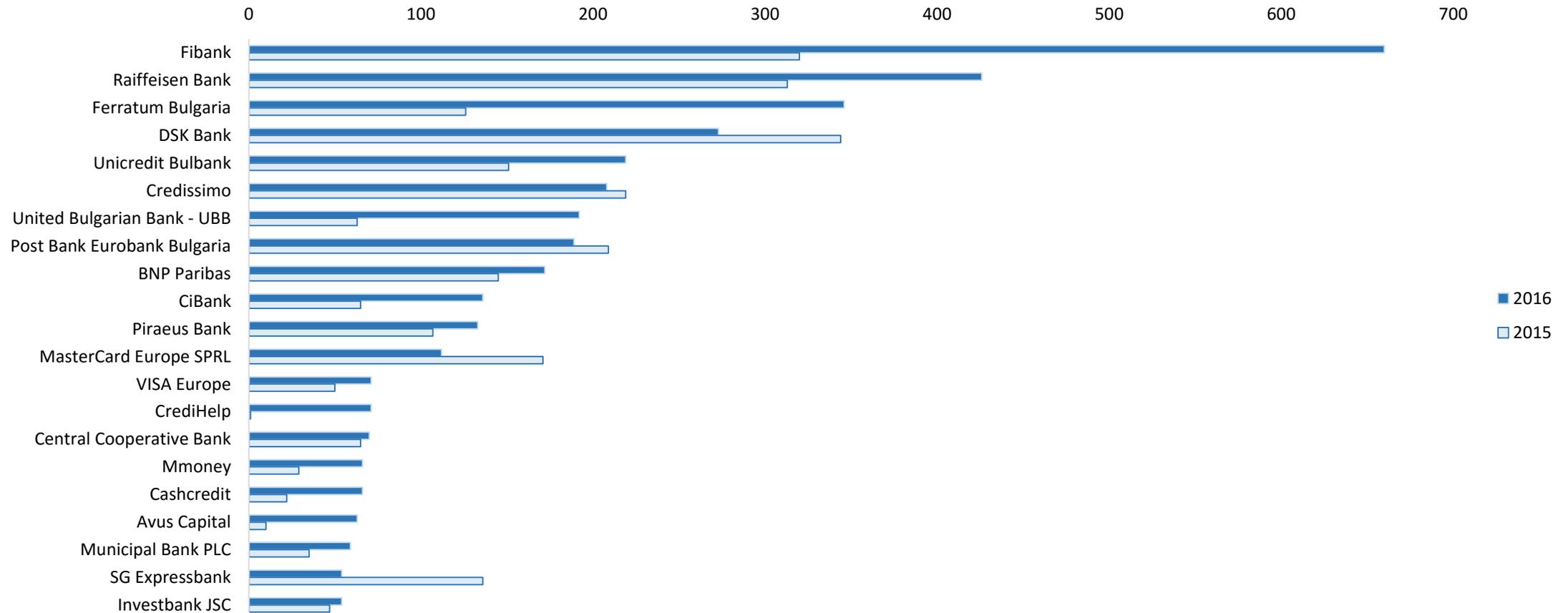




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

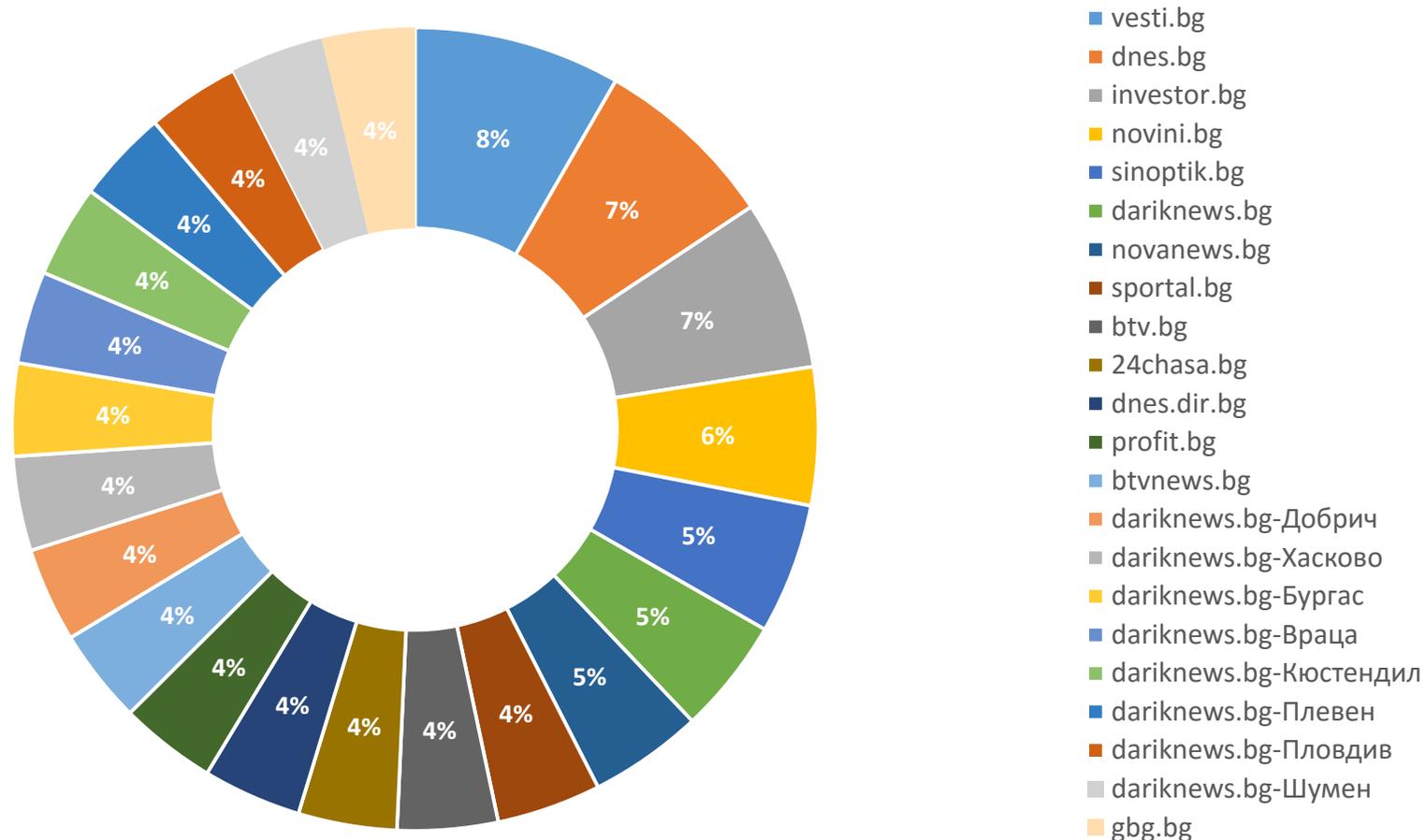




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – TOP used websites

by number of campaigns - Jan/Dec 2016

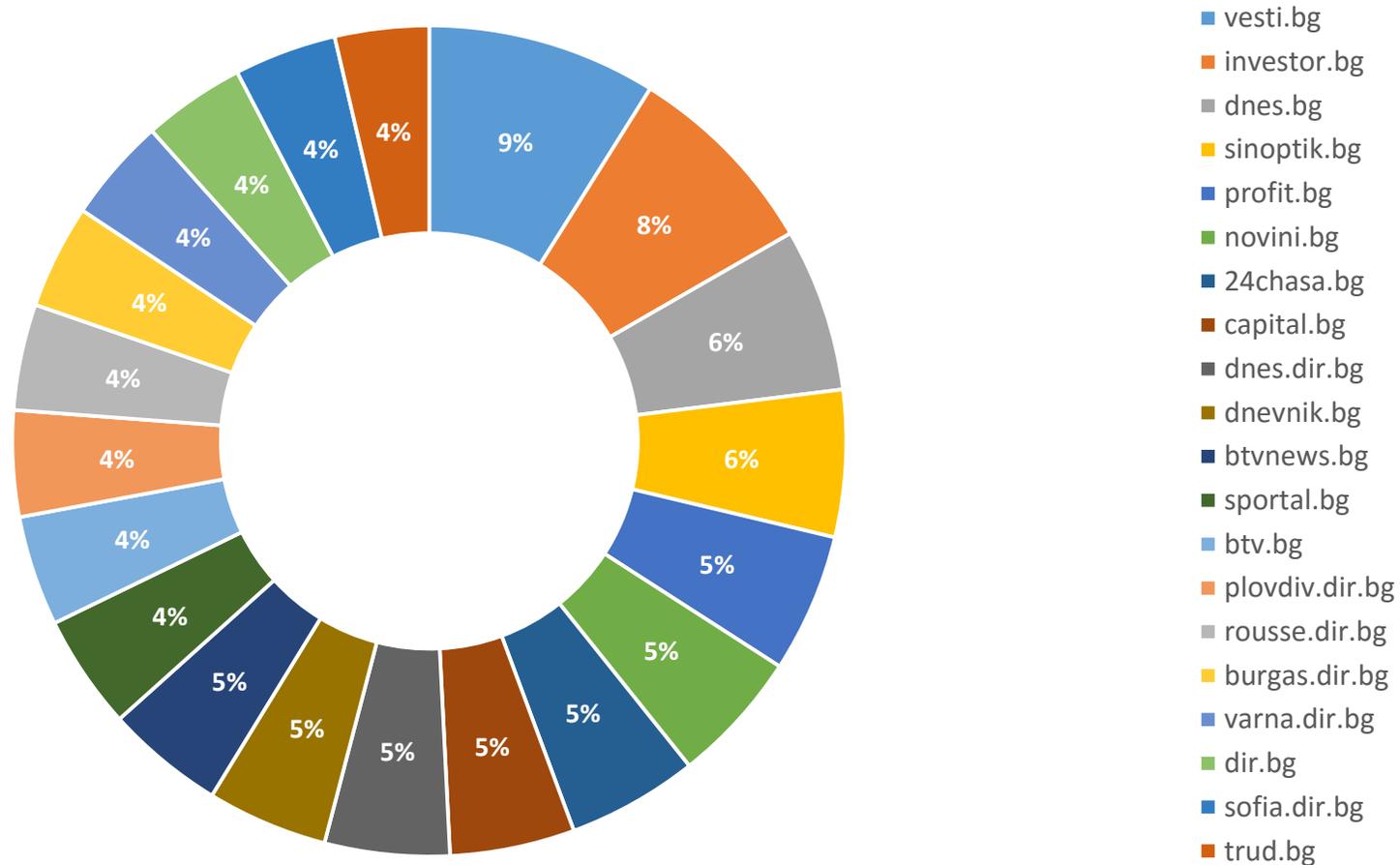




# TOP 10 sectors - Market overview

## FINANCIAL SERVICES – TOP used websites

by number of campaigns - Jan/Dec 2015



B

SECTOR **DRINKS**

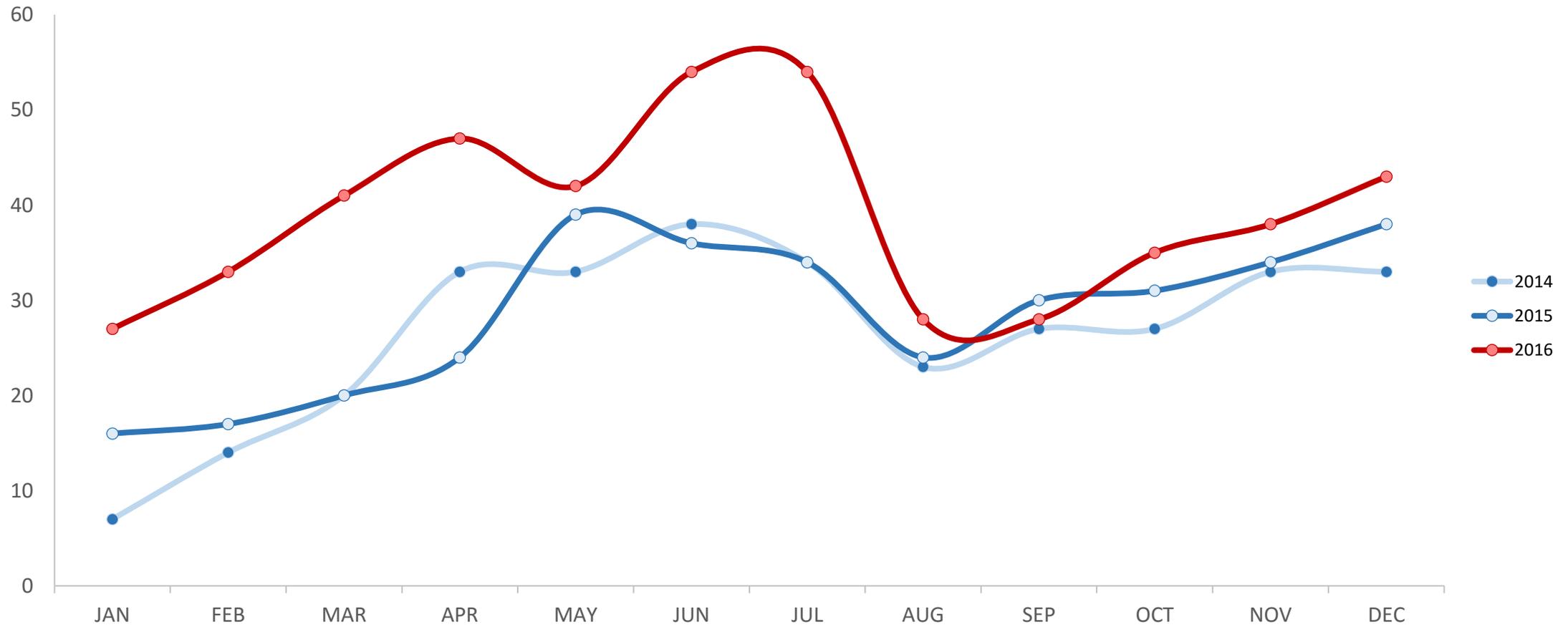




# TOP 10 sectors - Market overview

## DRINKS – SEASONALITY

by number of campaigns – 2014 - 2016

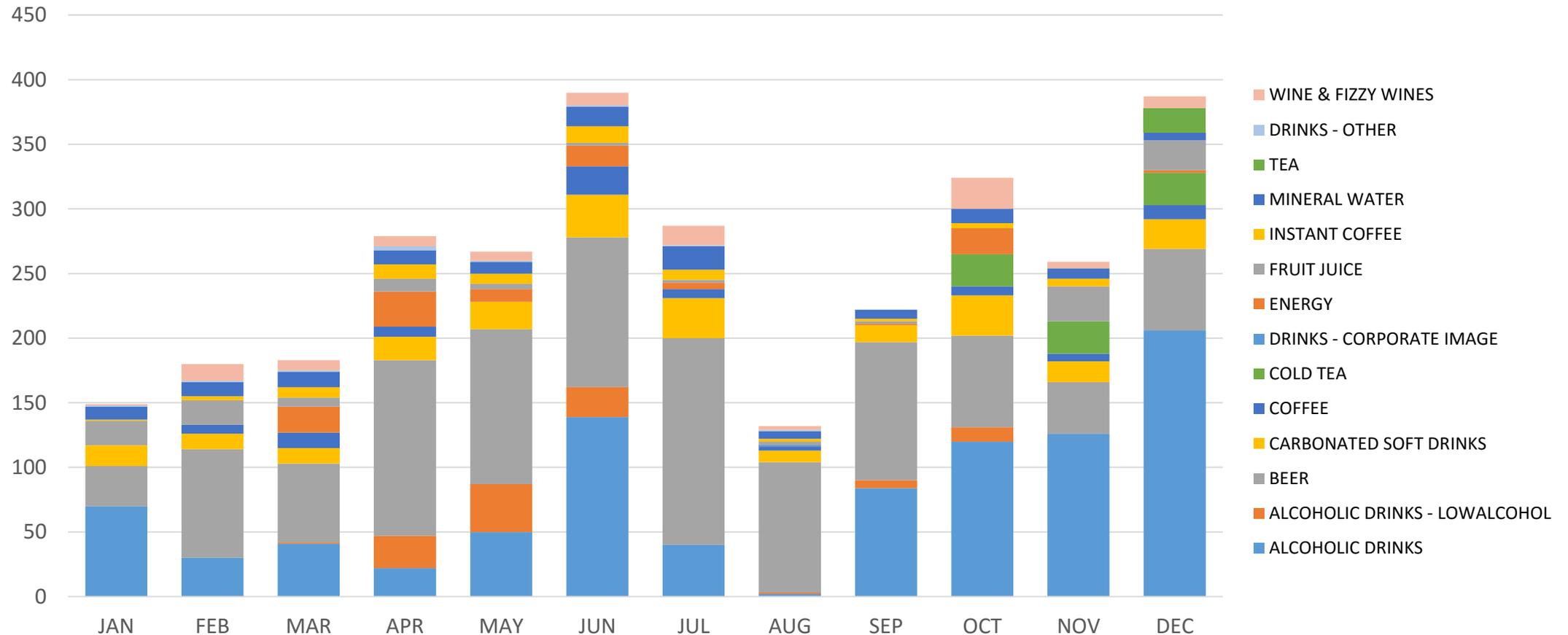




# TOP 10 sectors - Market overview

## DRINKS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

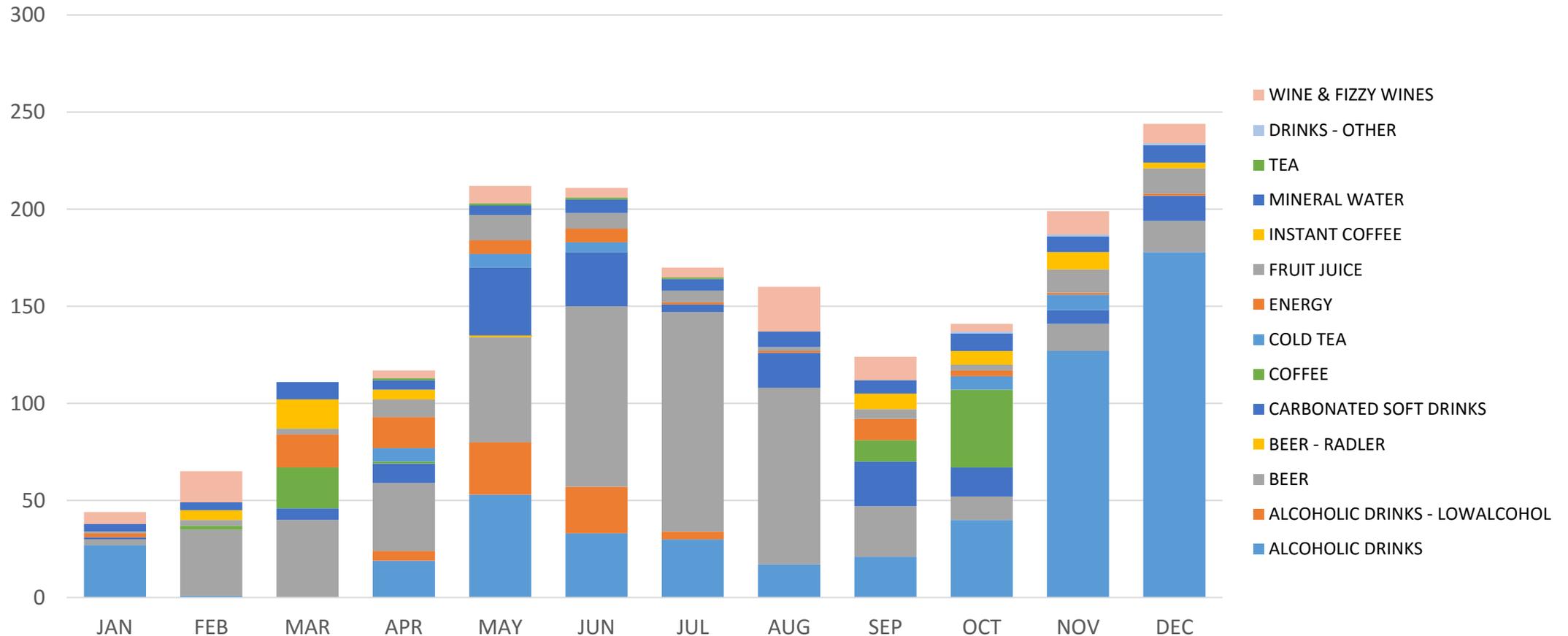




# TOP 10 sectors - Market overview

## DRINKS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

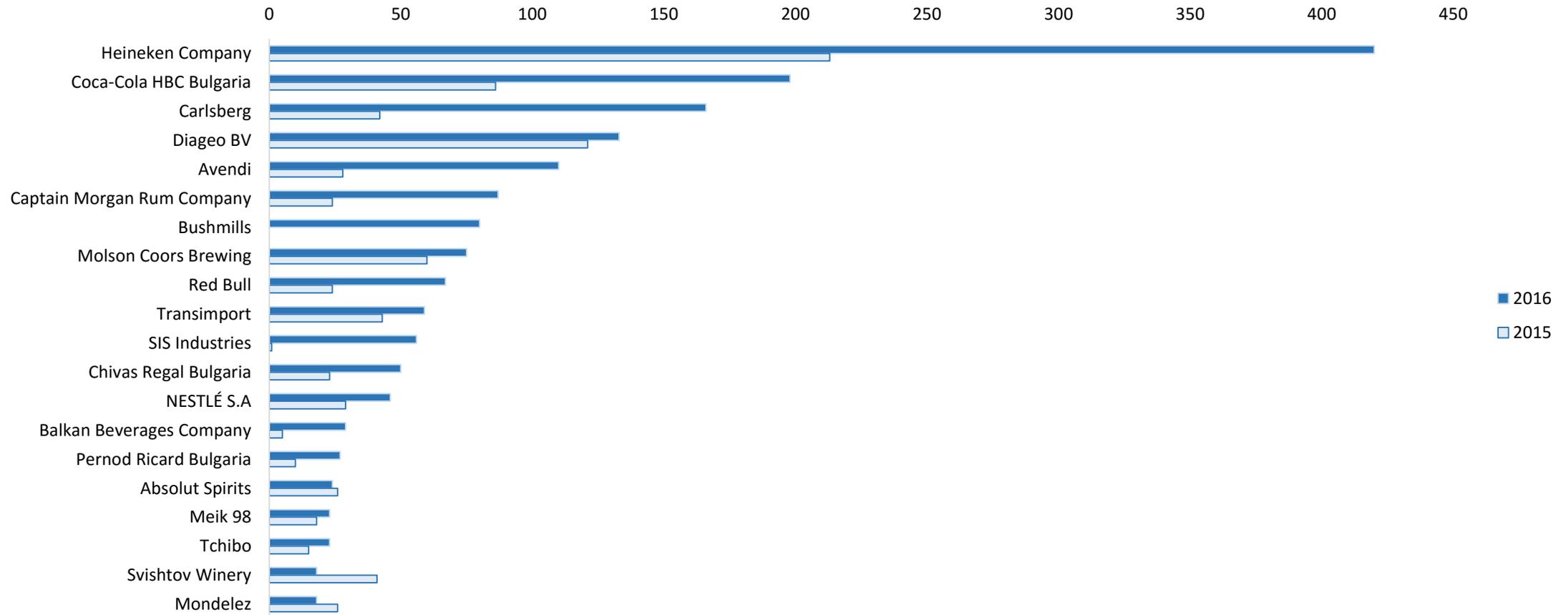


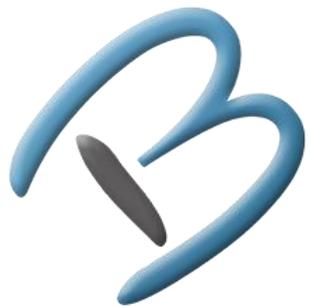


# TOP 10 sectors - Market overview

## DRINKS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

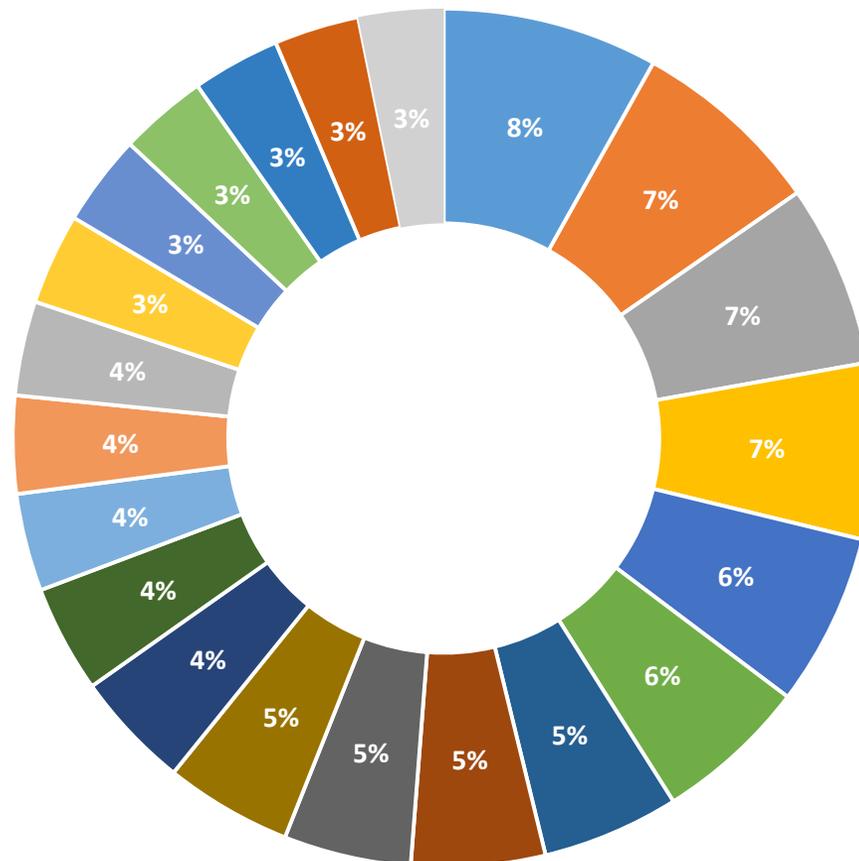




# TOP 10 sectors - Market overview

## DRINKS – TOP used websites

by number of campaigns - Jan/Dec 2016



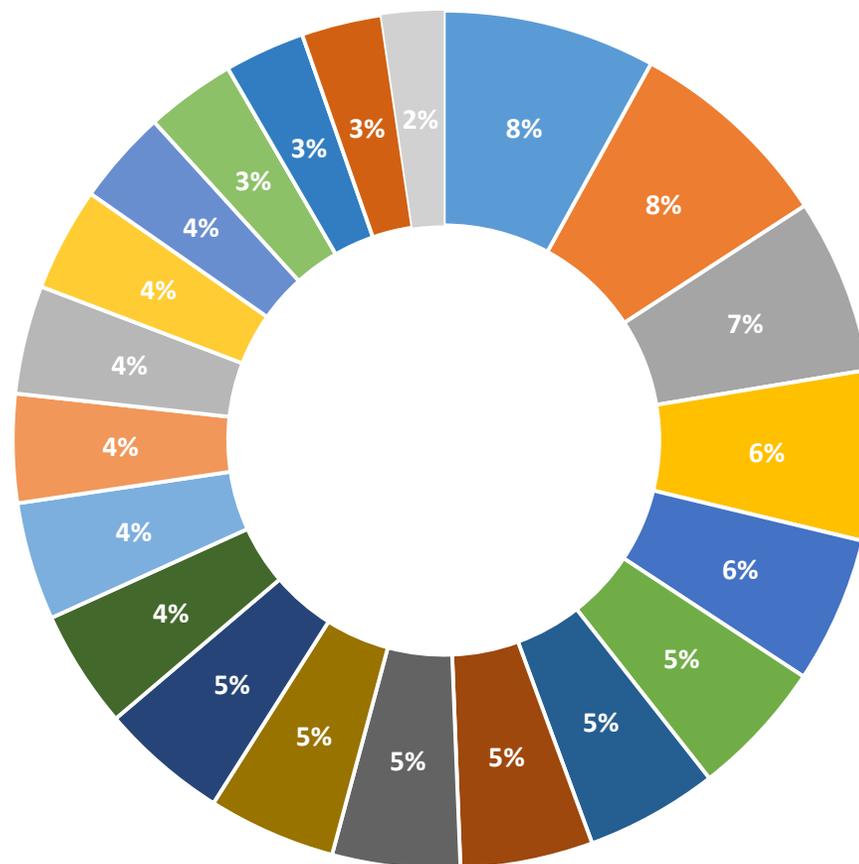
- webcafe.bg
- sportal.bg
- btv.bg
- vesti.bg
- novini.bg
- novanews.bg
- actualno.com
- vbox7.com
- btv.bg/action
- play.novatv.bg
- sinoptik.bg
- dariknews.bg
- dnevnik.bg
- gong.bg
- btvnews.bg
- dariknews.bg-Пловдив
- edna.bg
- dnes.bg
- hotnews.bg
- dariknews.bg-Бургас
- dariknews.bg-Плевен



# TOP 10 sectors - Market overview

## DRINKS – TOP used websites

by number of campaigns - Jan/Dec 2015



- sportal.bg
- novini.bg
- vesti.bg
- sinoptik.bg
- webcafe.bg
- programata.bg
- gong.bg
- woman.hotnews.bg
- btv.bg
- hotnews.bg
- vbox7.com
- btv.bg/action
- capital.bg
- btvnews.bg
- sofialive.bg
- actualno.com
- mail.bg
- dnevnik.bg
- dnes.bg
- viewsofia.com
- avtora.com



## SECTOR **COSMETICS**

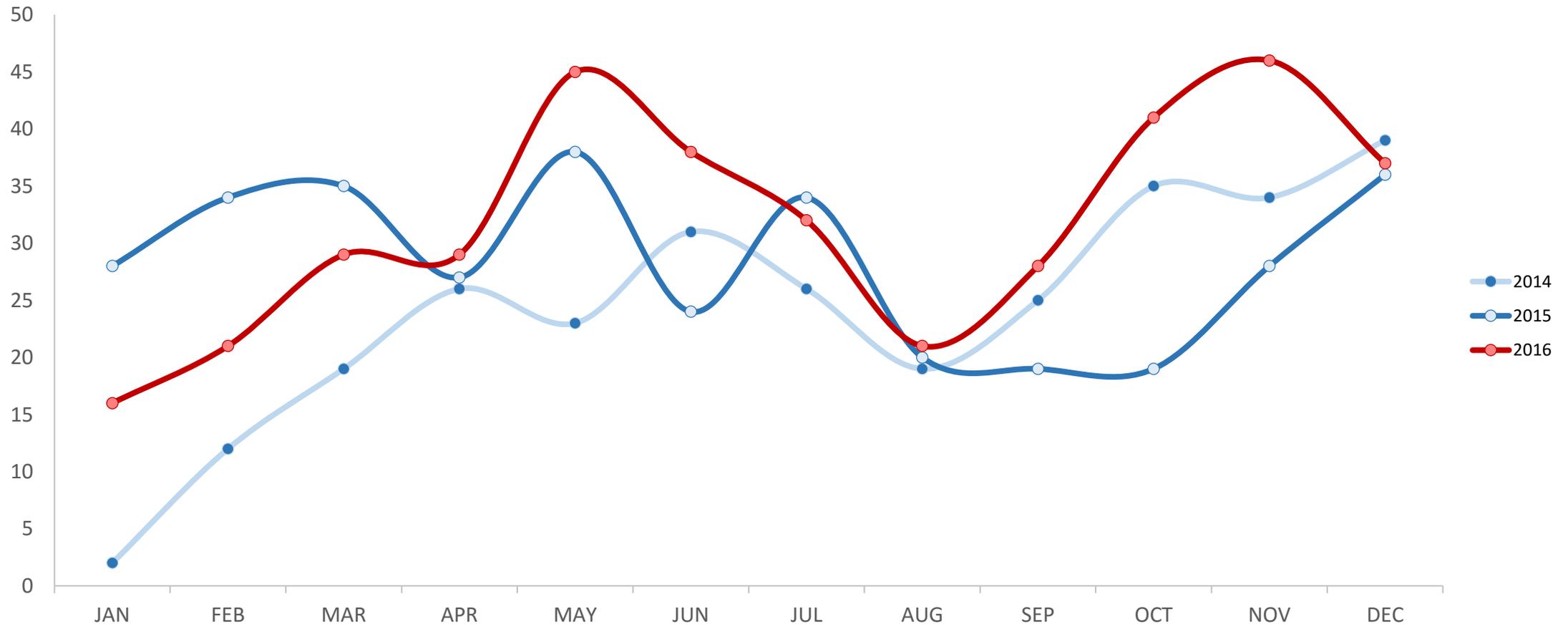




# TOP 10 sectors - Market overview

## COSMETICS – SEASONALITY

by number of campaigns – 2014 - 2016

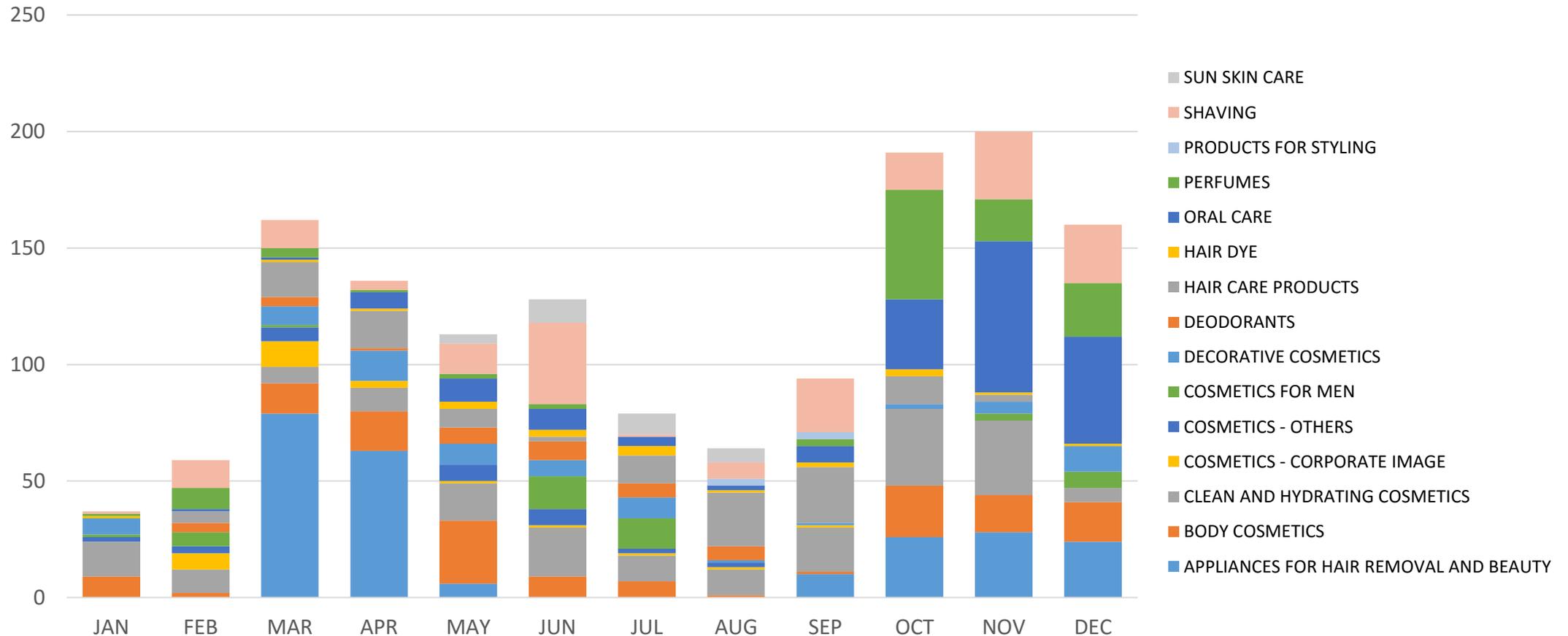




# TOP 10 sectors - Market overview

## COSMETICS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

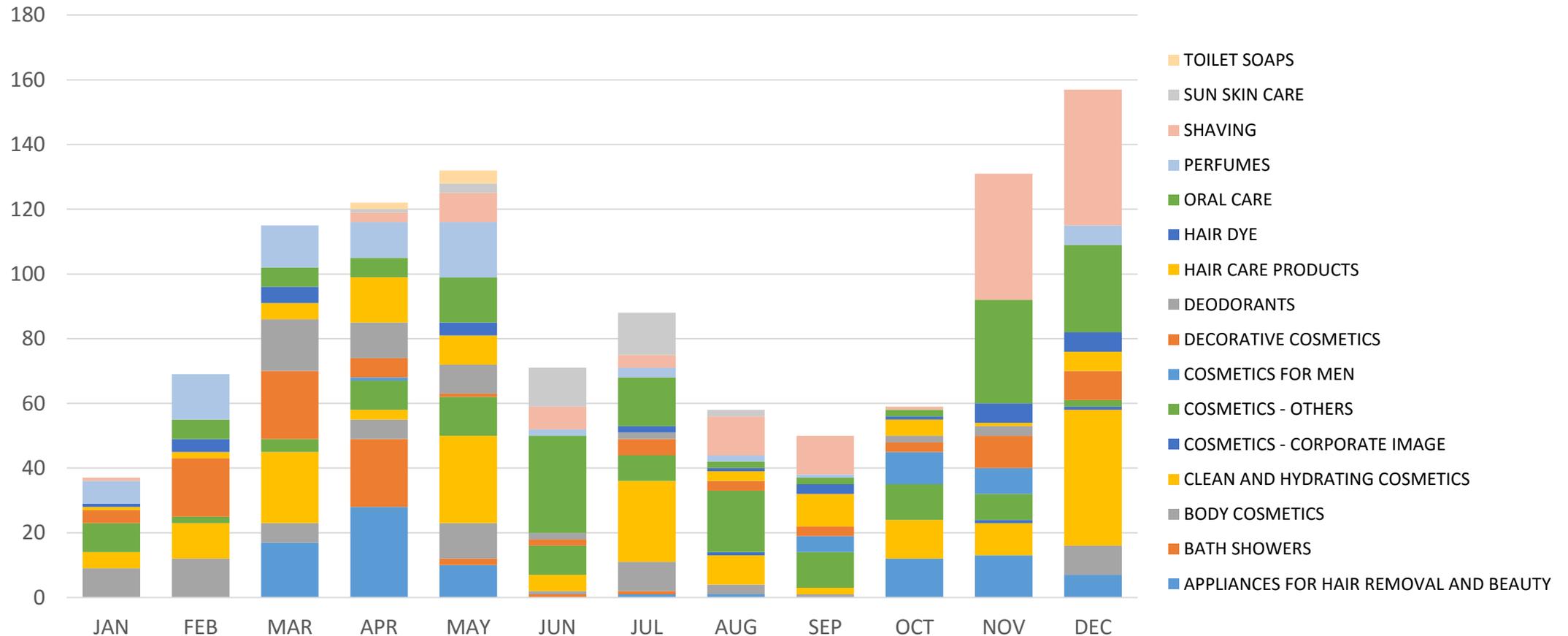




# TOP 10 sectors - Market overview

## COSMETICS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

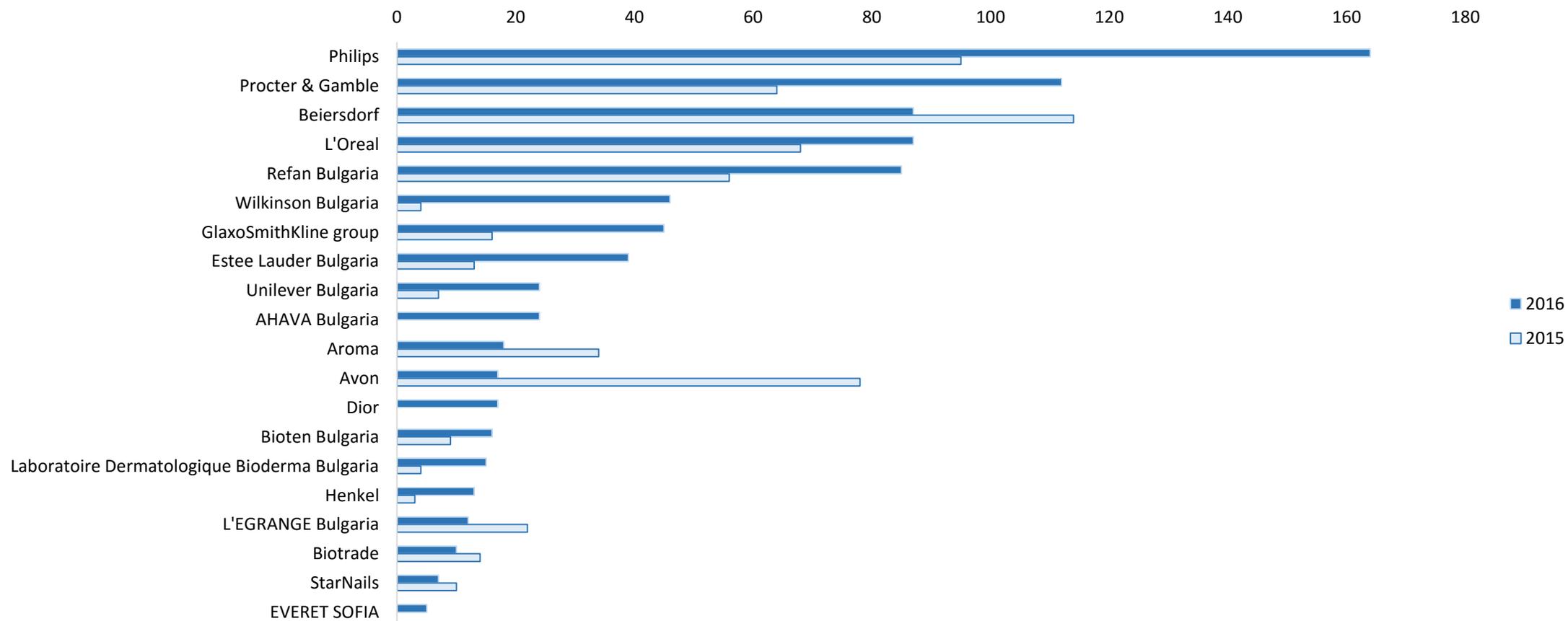




# TOP 10 sectors - Market overview

## COSMETICS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

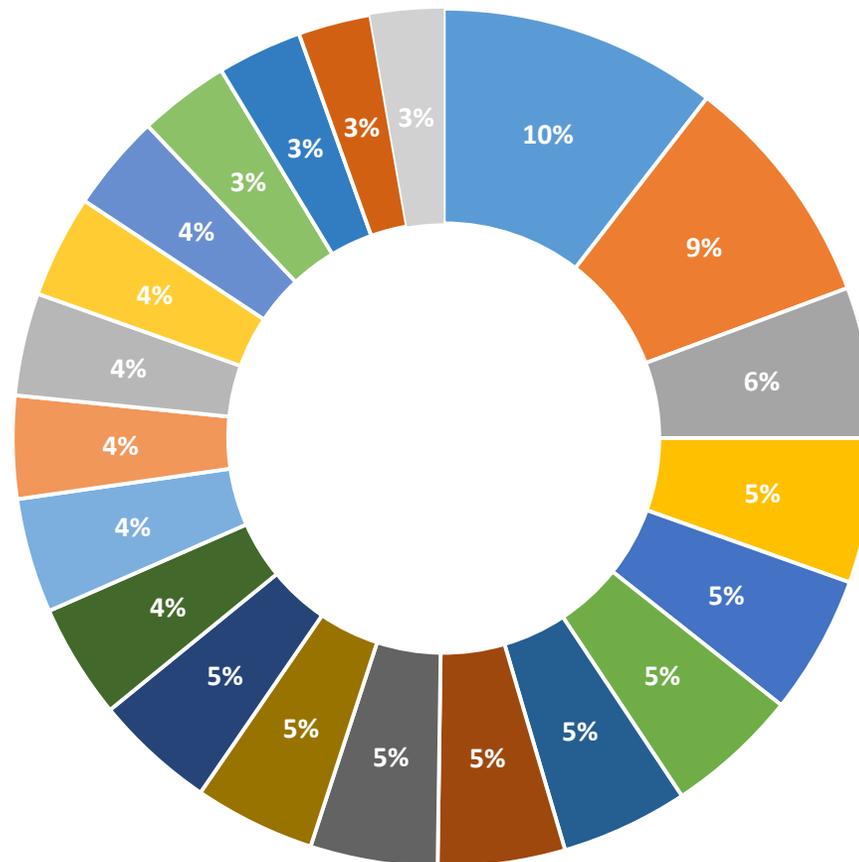




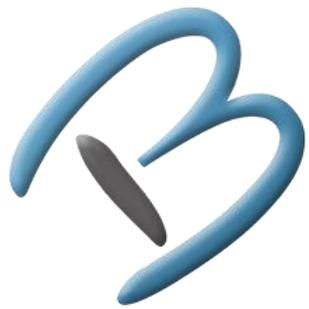
# TOP 10 sectors - Market overview

## COSMETICS – TOP used websites

by number of campaigns - Jan/Dec 2016



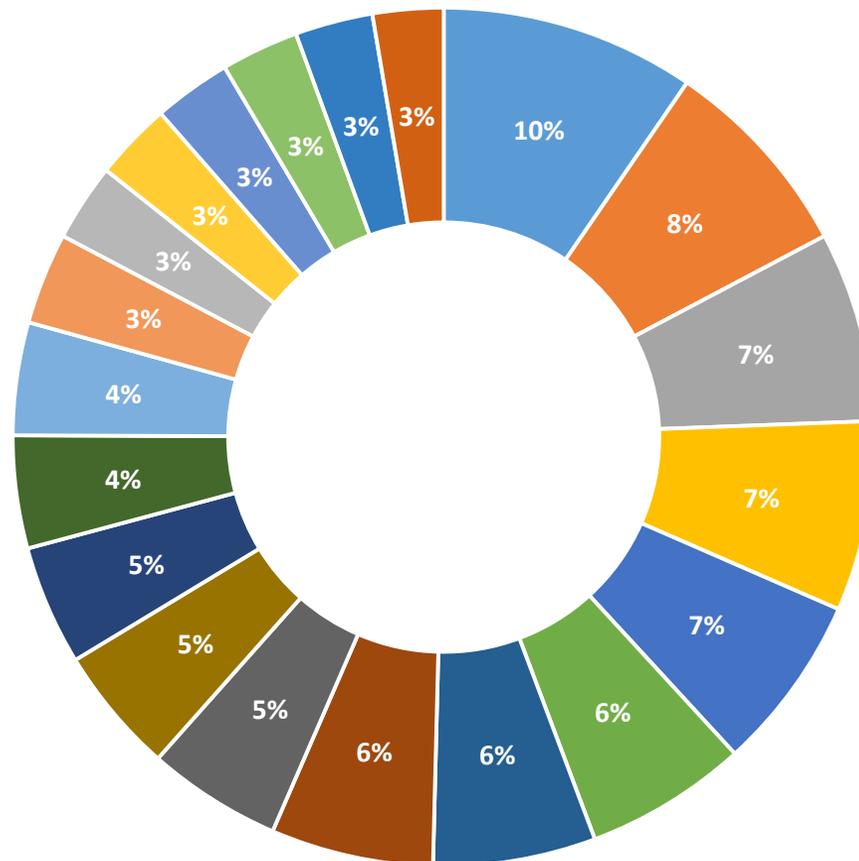
- edna.bg
- ladyzone.bg
- rozali.com
- cosmopolitan.bg
- woman.hotnews.bg
- play.novatv.bg
- btv.bg
- novanews.bg
- webcafe.bg
- momichetataotgrada.com
- vbox7.com
- elle.bg
- sportal.bg
- iwoman.bg
- missbloom.bg
- novini.bg
- btv.bg/action
- bg-mamma.com
- dama.bg
- btvnews.bg
- zodia.bg



# TOP 10 sectors - Market overview

## COSMETICS – TOP used websites

by number of campaigns - Jan/Dec 2015



- edna.bg
- iwoman.bg
- ladyzone.bg
- olx.bg
- blitz.bg
- bg-mamma.com
- rozali.com
- woman.hotnews.bg
- cosmopolitan.bg
- sinoptik.bg
- dama.bg
- hotnews.bg
- pik.bg
- missbloom.bg
- btv.bg
- elle.bg
- life.dir.bg
- vbox7.com
- zajenata.bg
- novini.bg



SECTOR **PHARMACEUTICALS,**  
**NUTRITIONS**

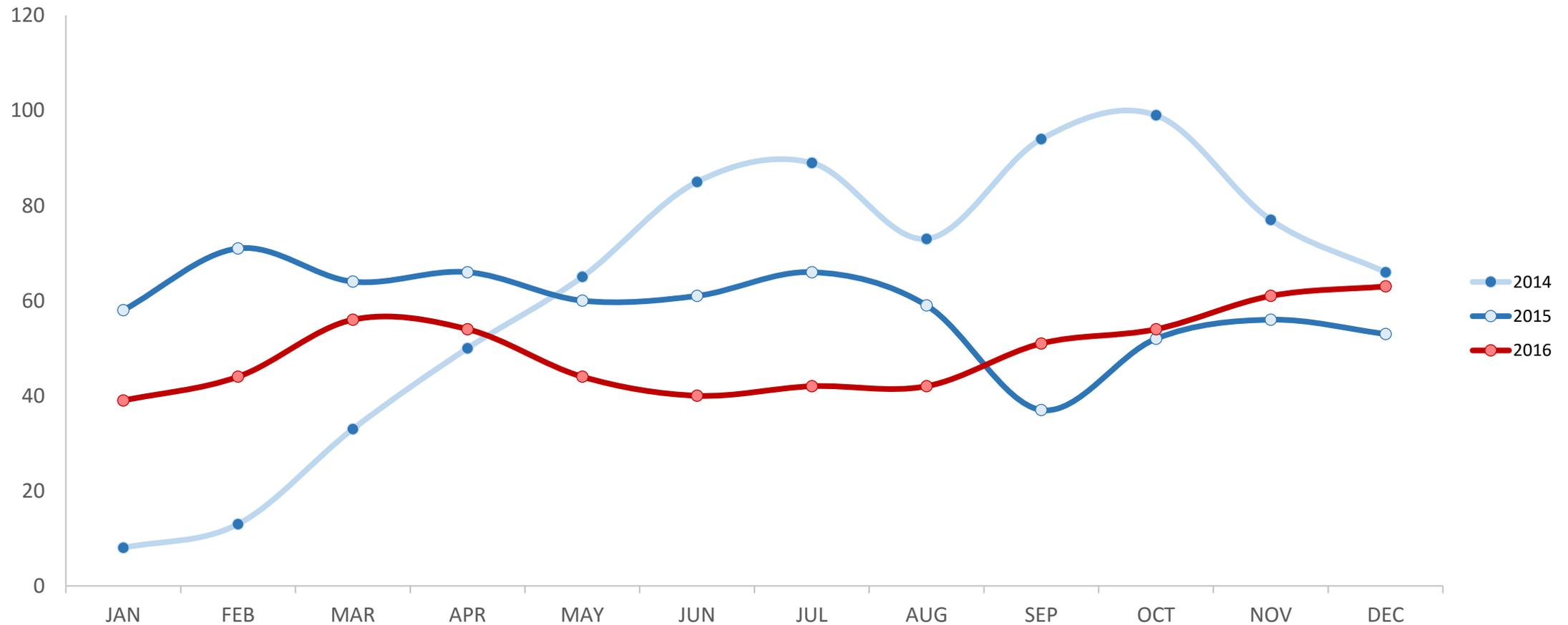




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – SEASONALITY

by number of campaigns – 2014 - 2016

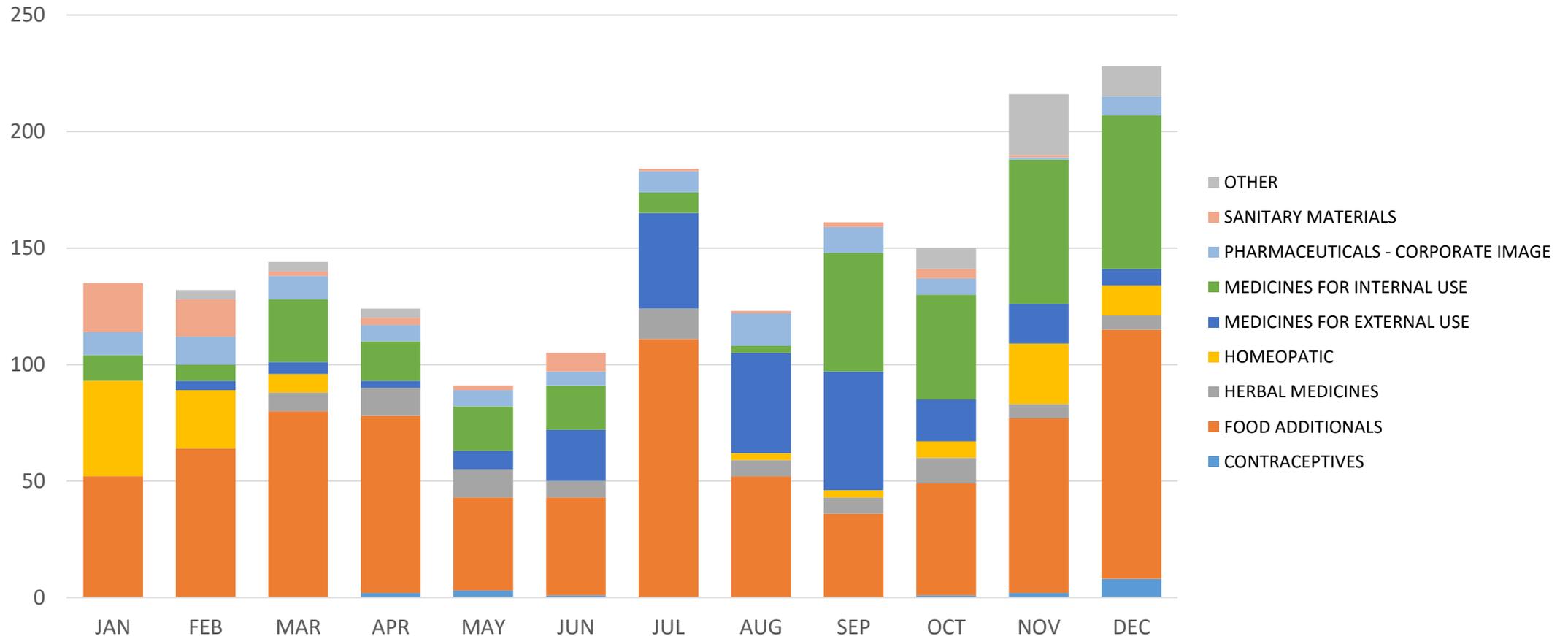




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

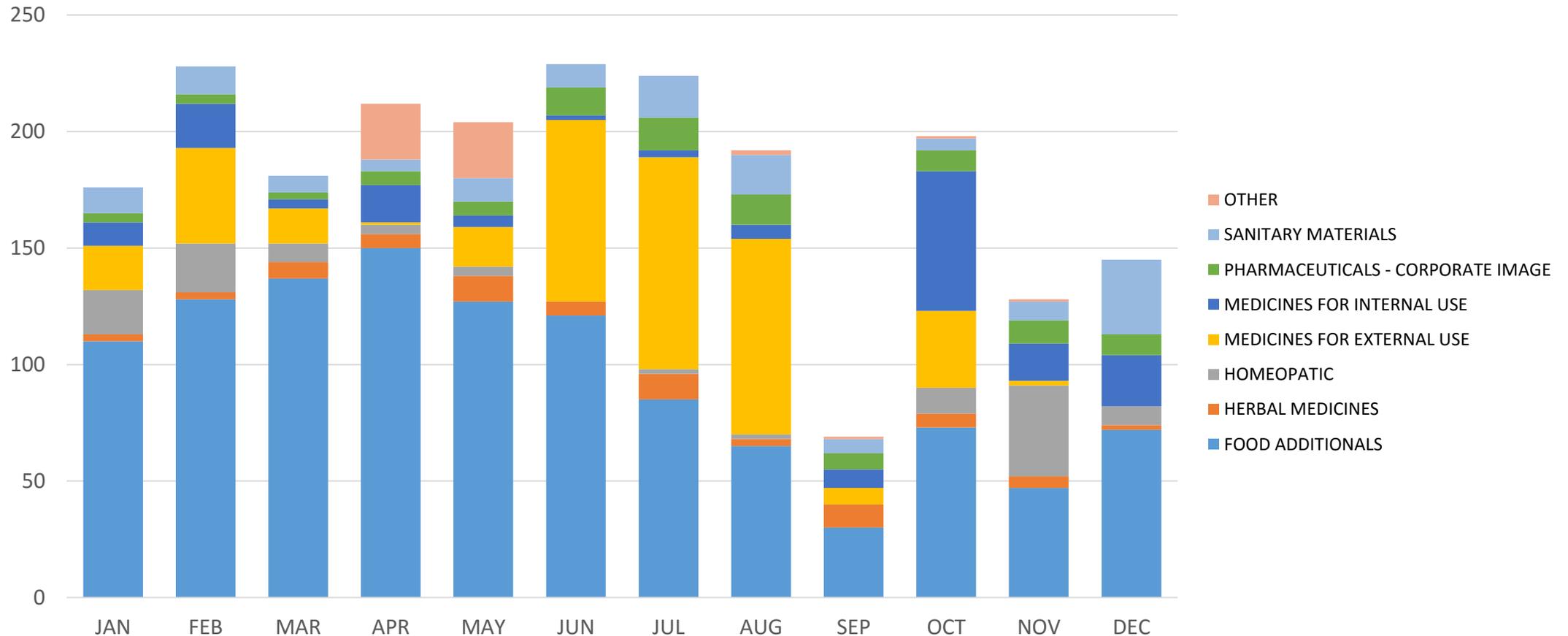




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES

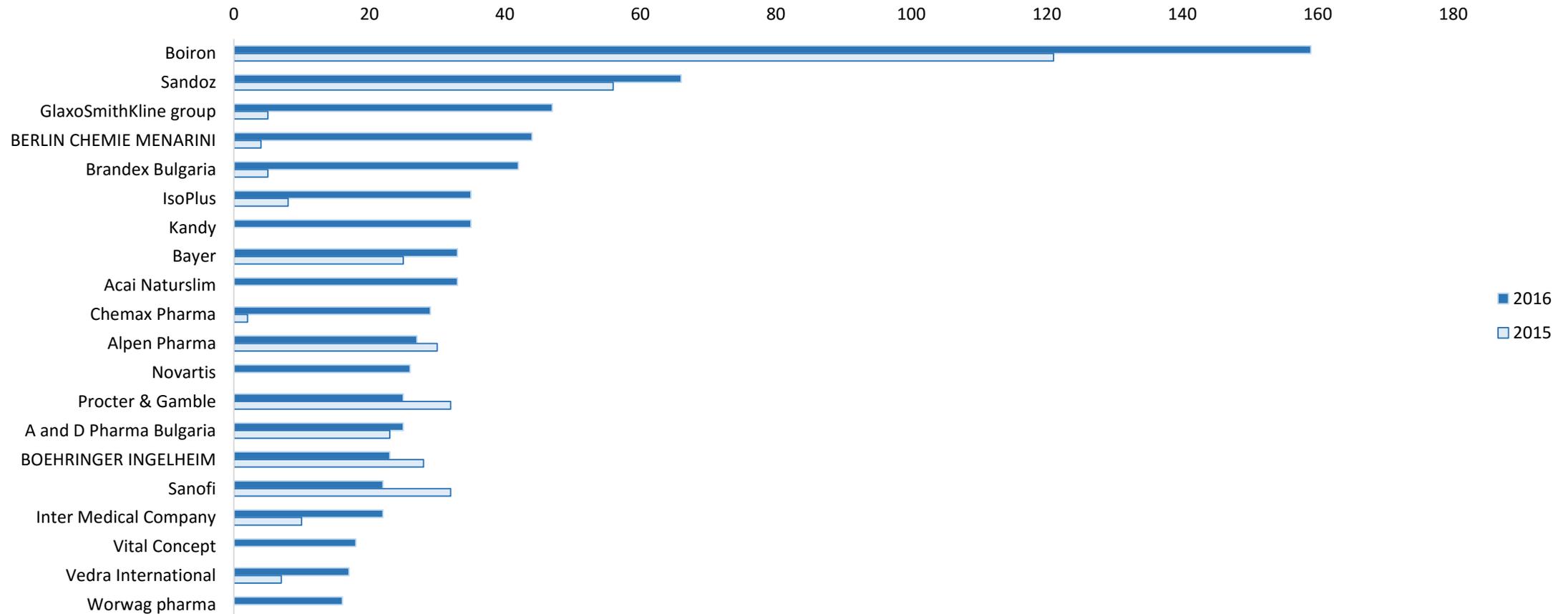
by campaigns strength - Jan/Dec 2015





# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – MOST ACTIVE ADVERTISERS by campaigns strength – 2015 & 2016

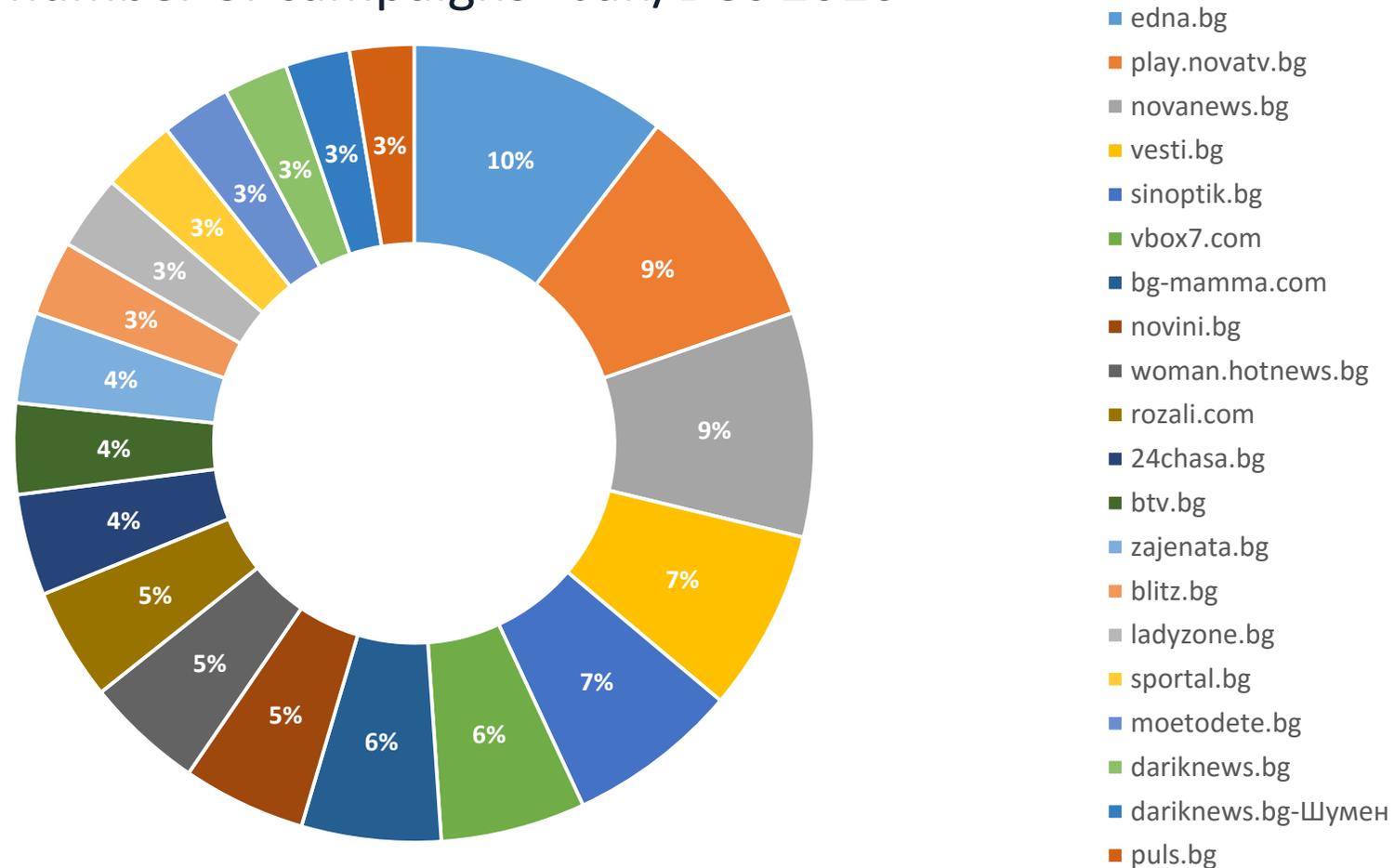


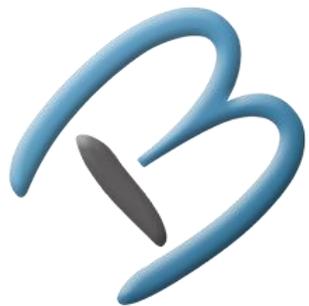


# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – TOP used websites

by number of campaigns - Jan/Dec 2016

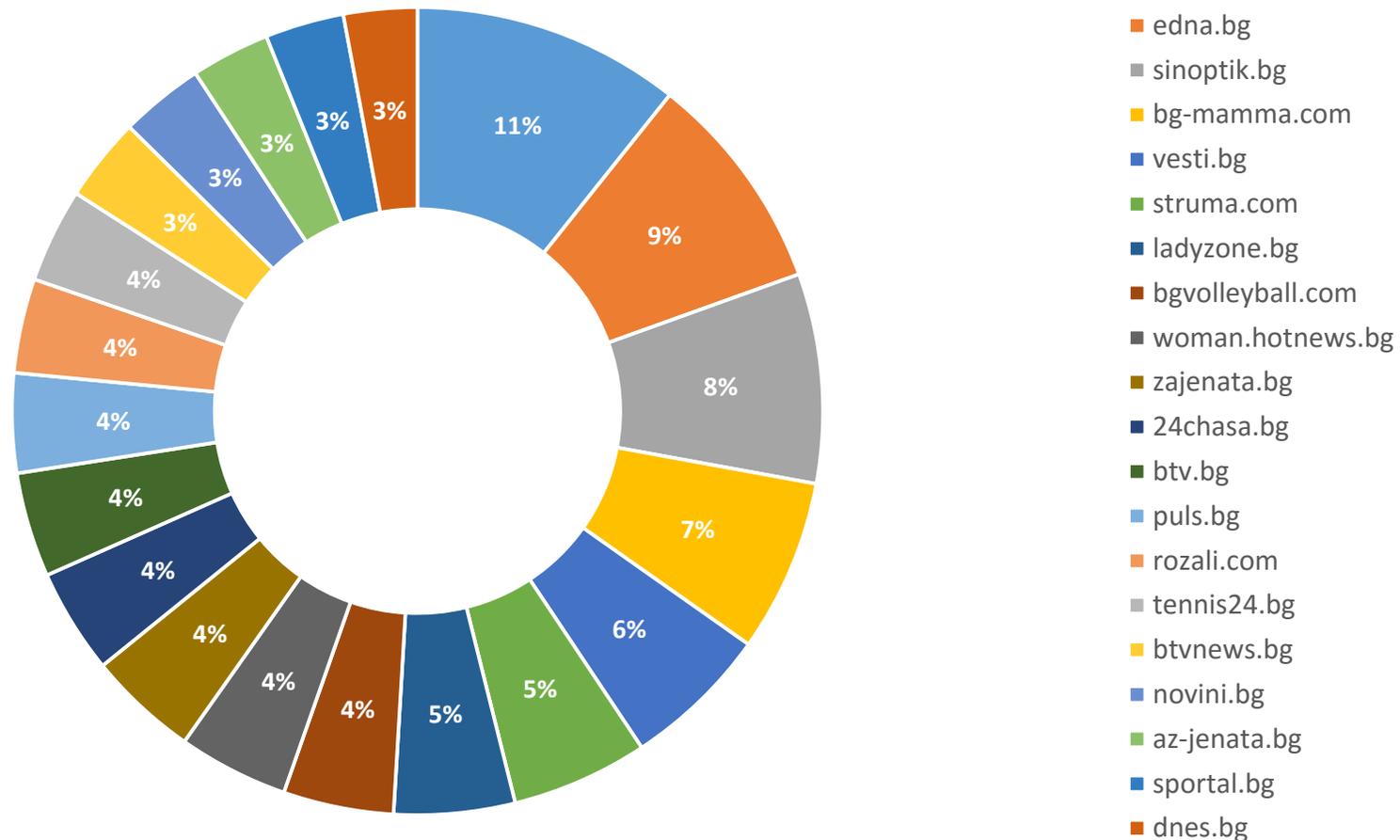




# TOP 10 sectors - Market overview

## PHARMACEUTICALS, NUTRITIONS – TOP used websites

by number of campaigns - Jan/Dec 2015



B

SECTOR ENTERTAINMENTS,  
RESTAURANTS, BARS

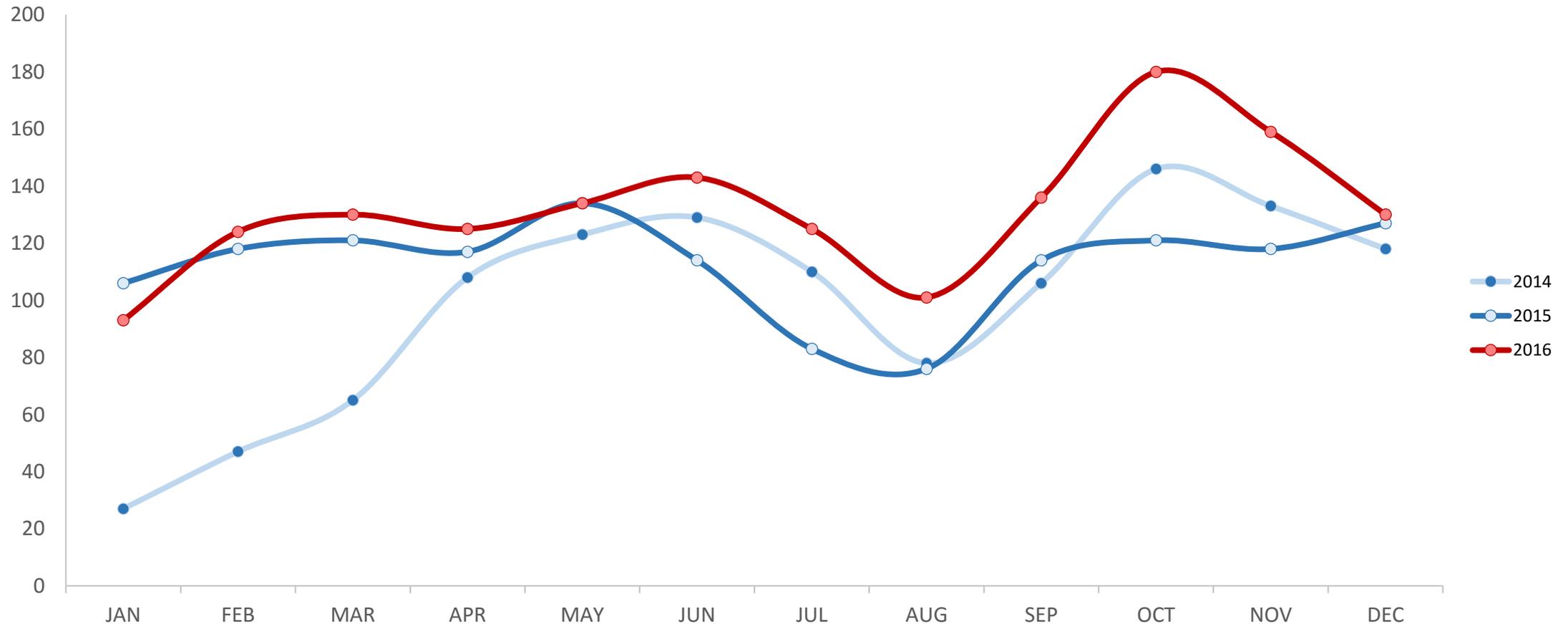




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – SEASONALITY

by number of campaigns – 2014 - 2016

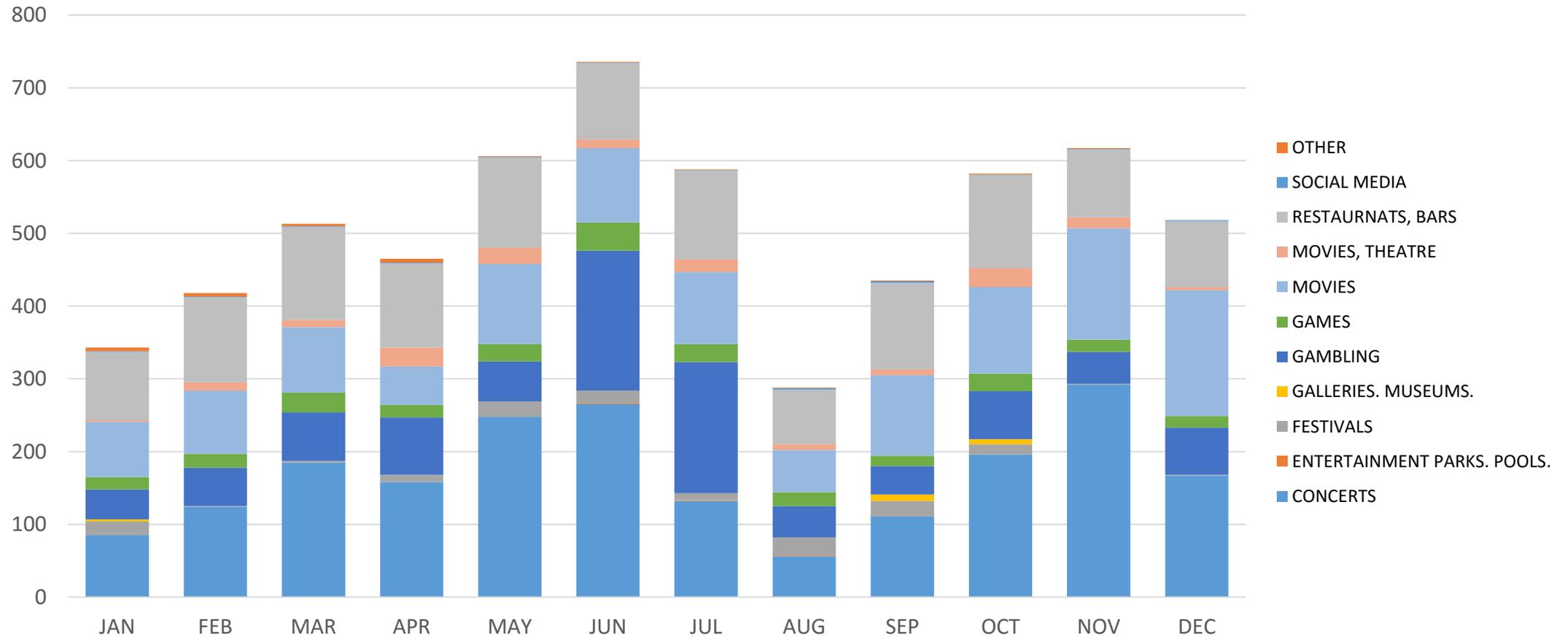




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

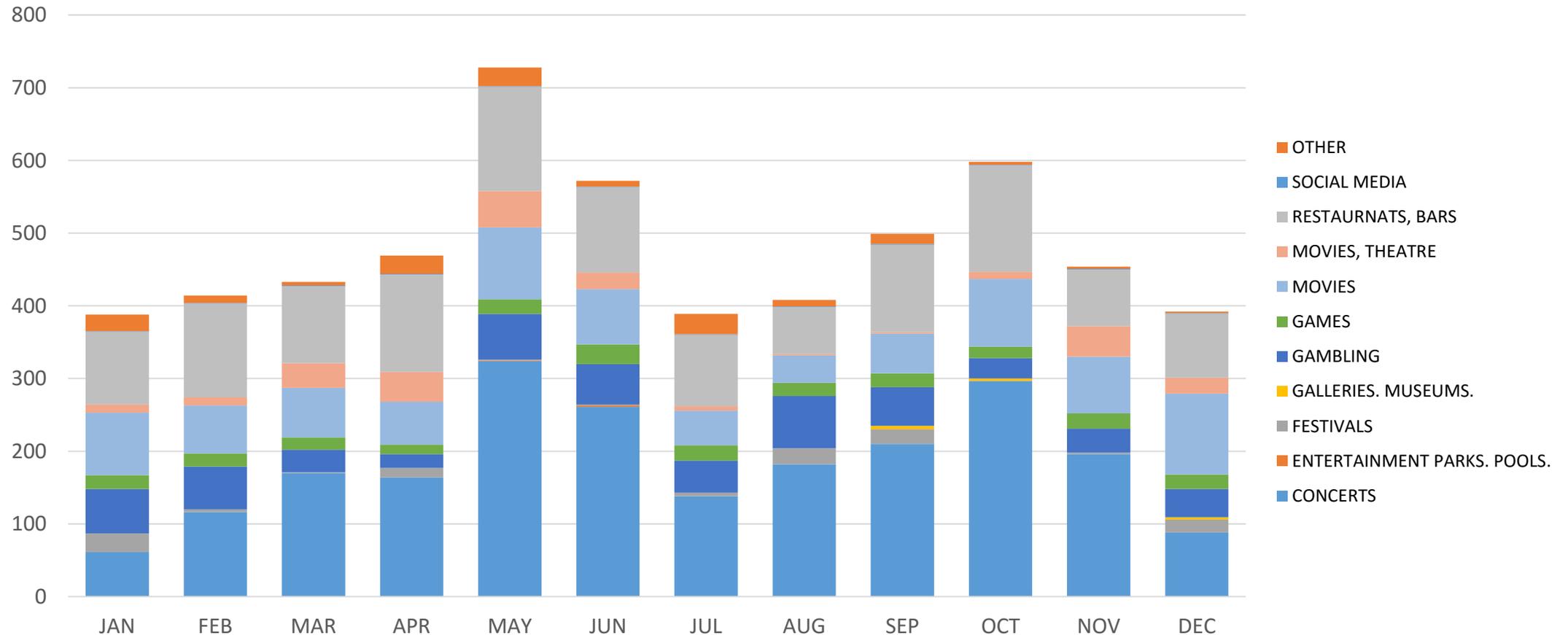




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

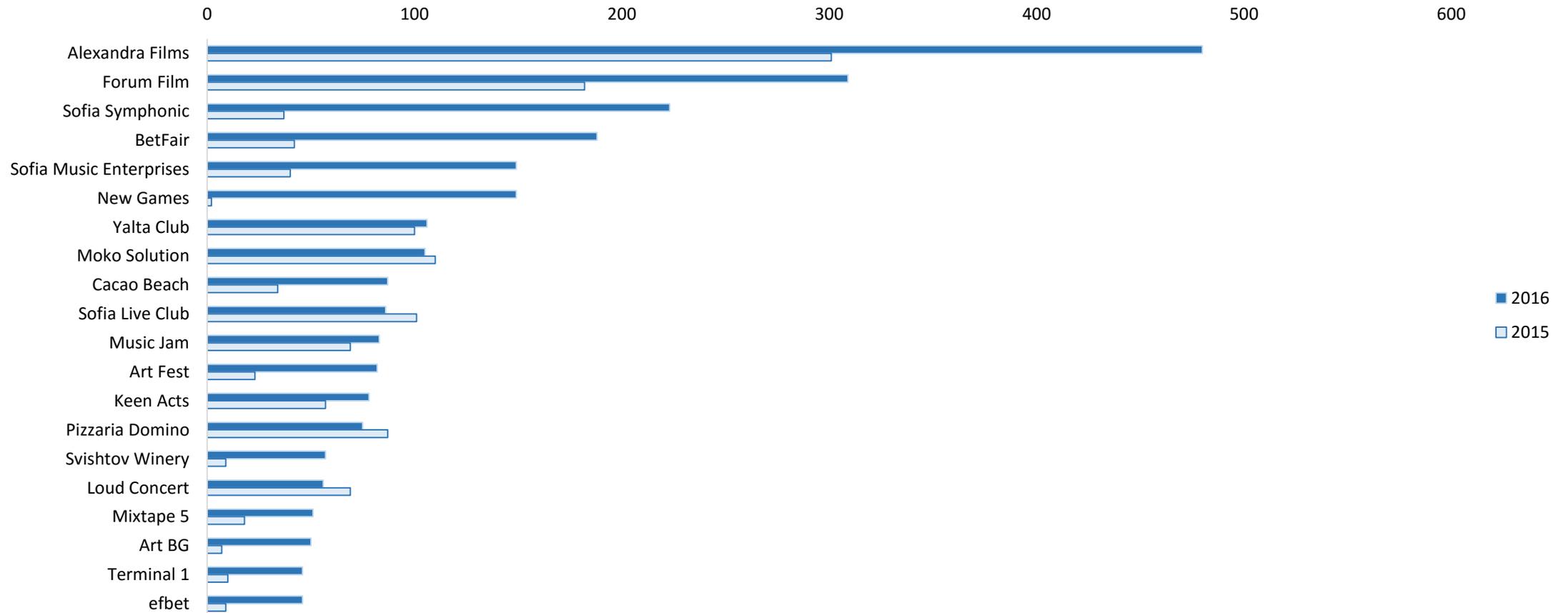




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – MOST ACTIVE ADVERTISERS

by campaigns strength – 2015 & 2016

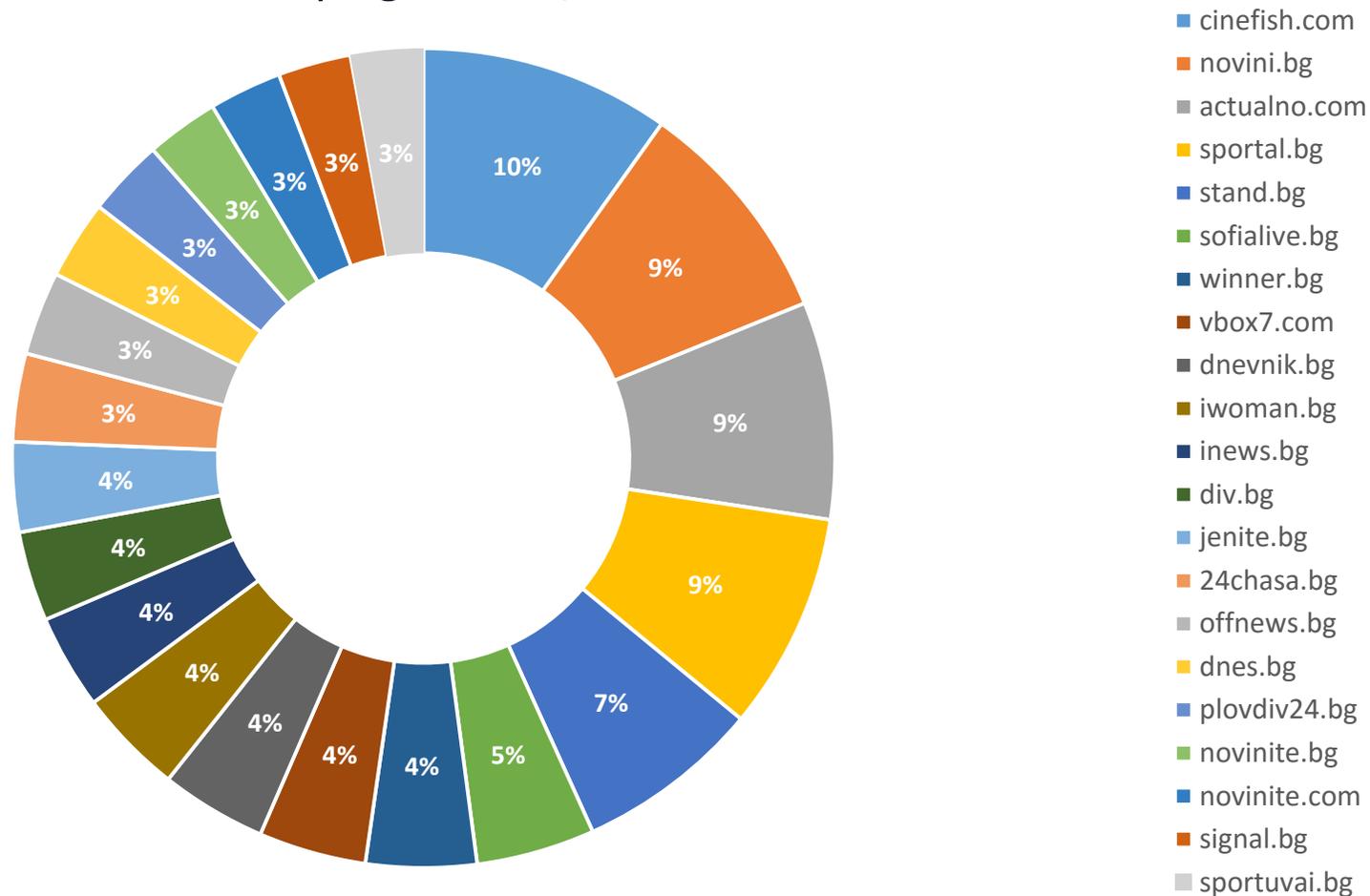




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by number of campaigns - Jan/Dec 2016

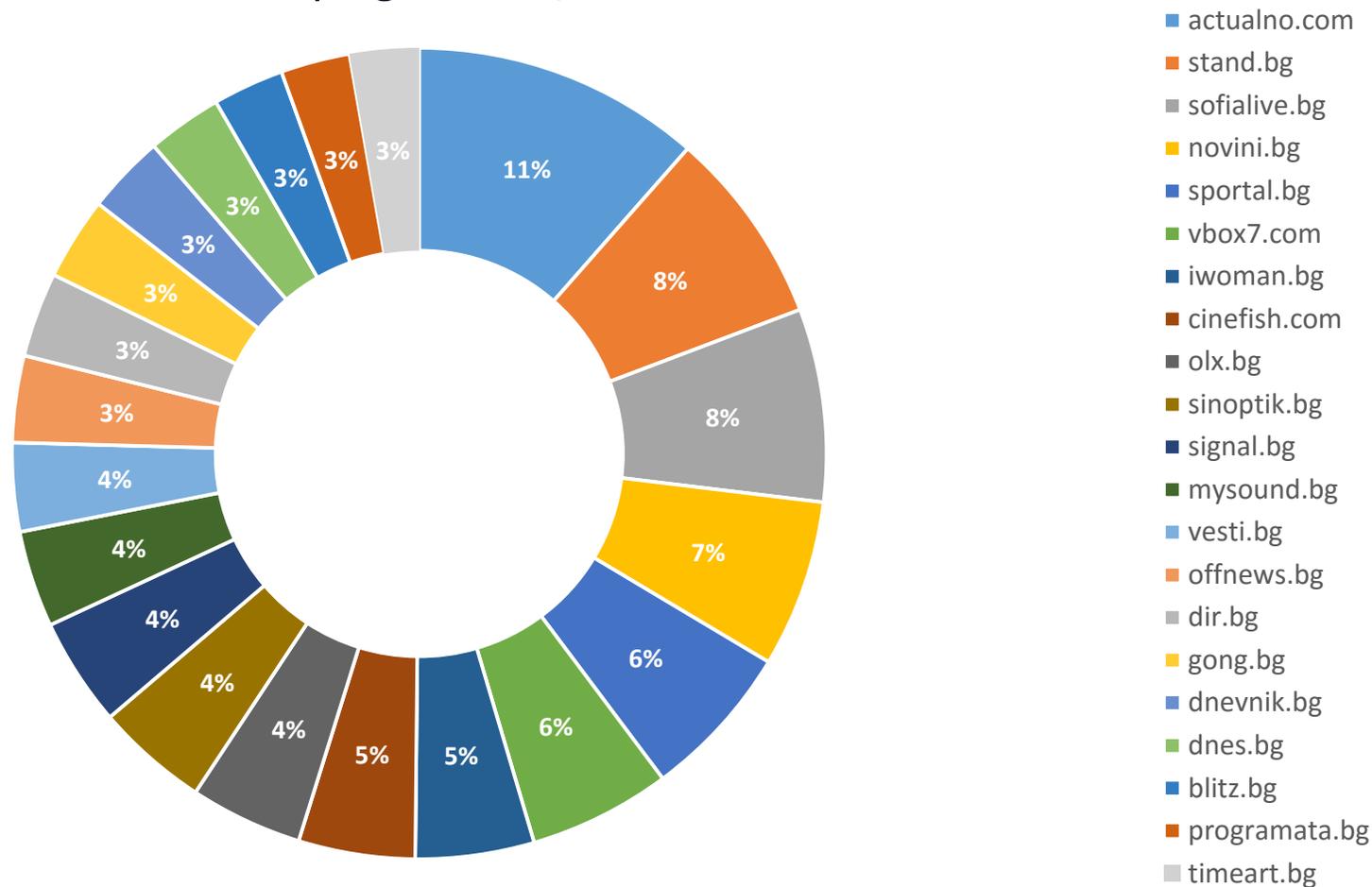




# TOP 10 sectors - Market overview

## ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by number of campaigns - Jan/Dec 2015





# SECTOR **TELECOMMUNICATION**

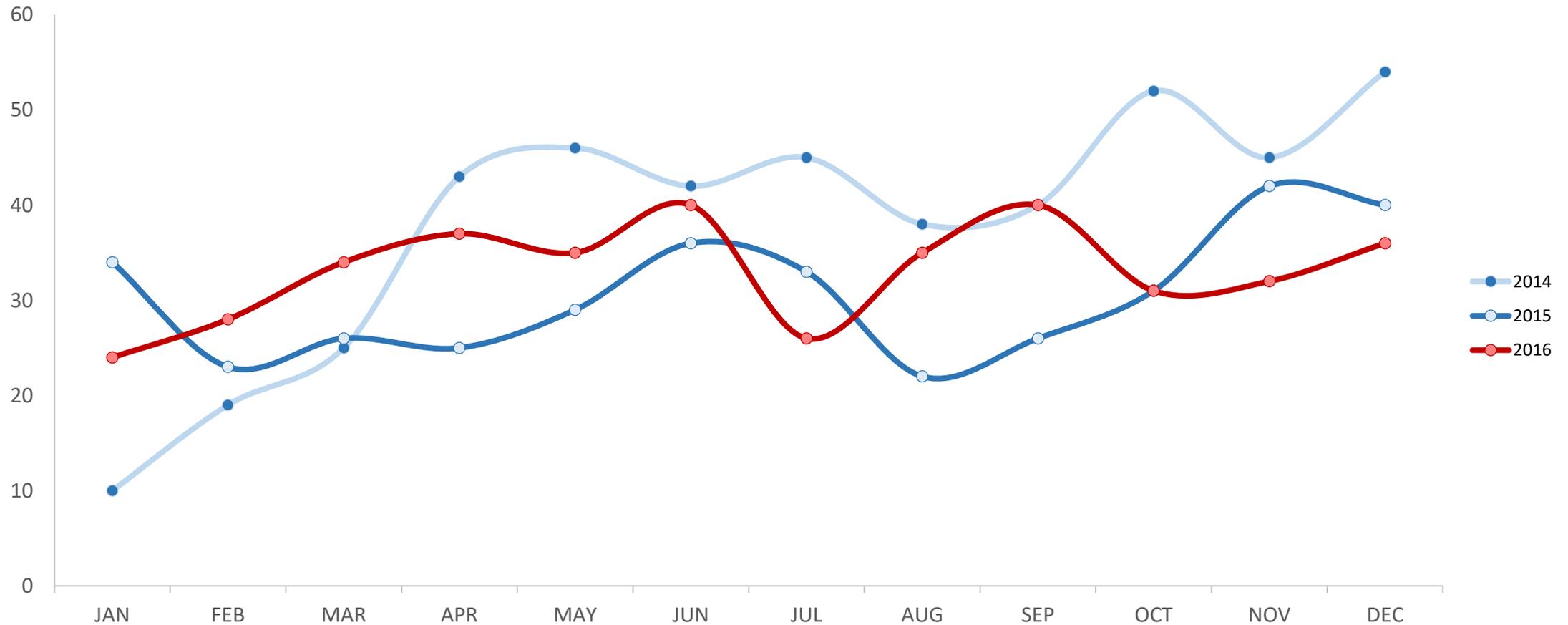




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – SEASONALITY

by number of campaigns – 2014 - 2016

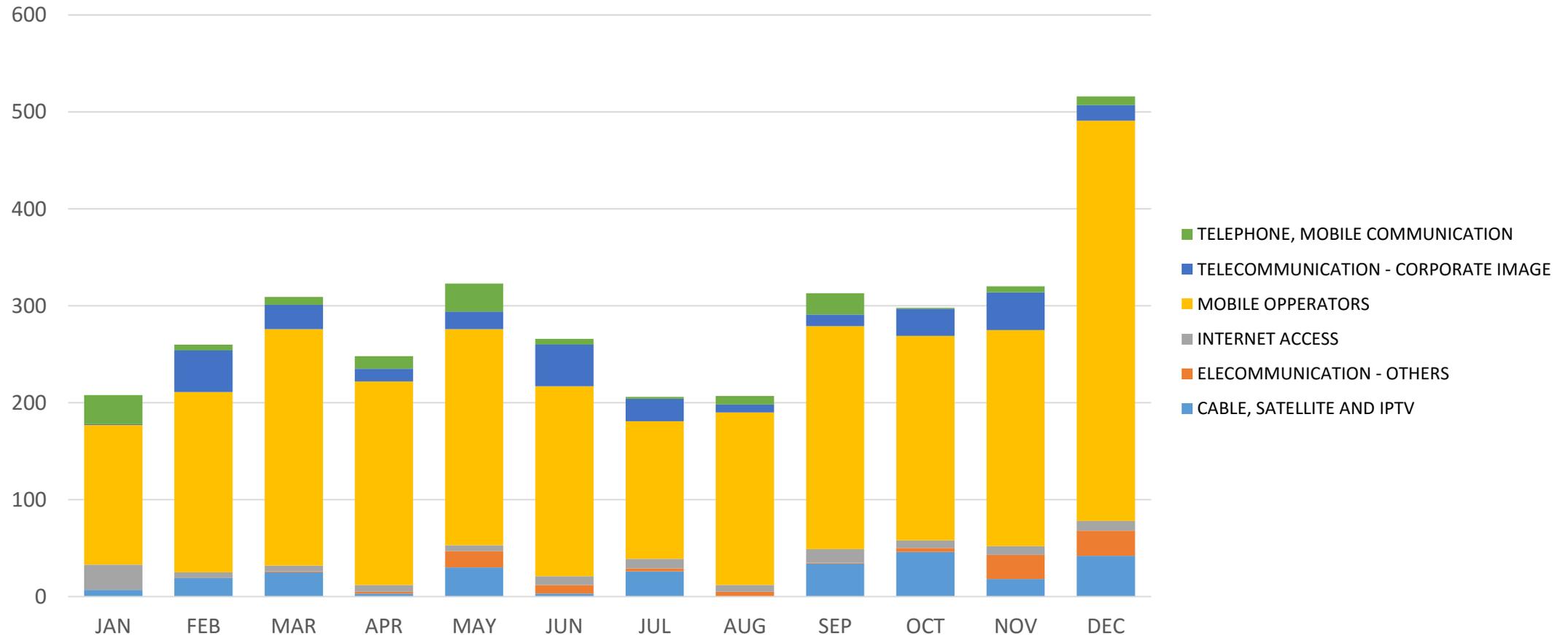




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

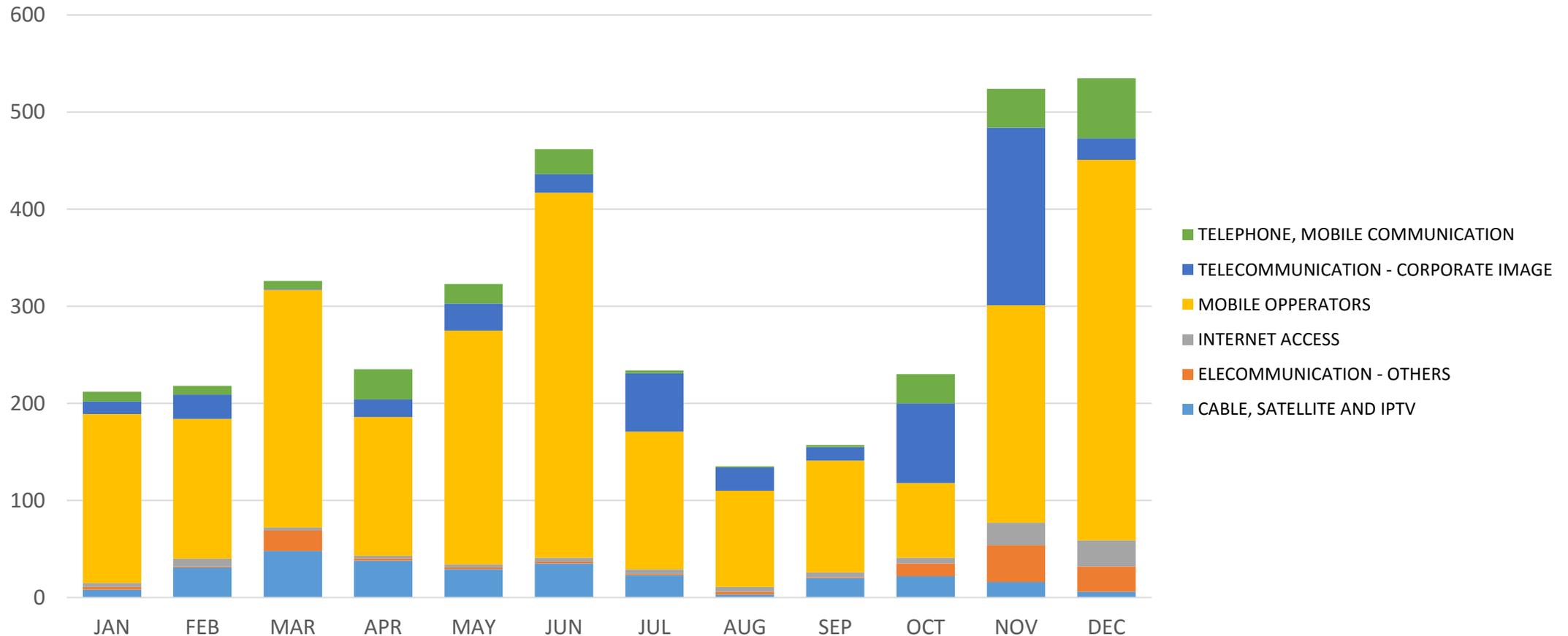




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – CATEGORY ACTIVITIES

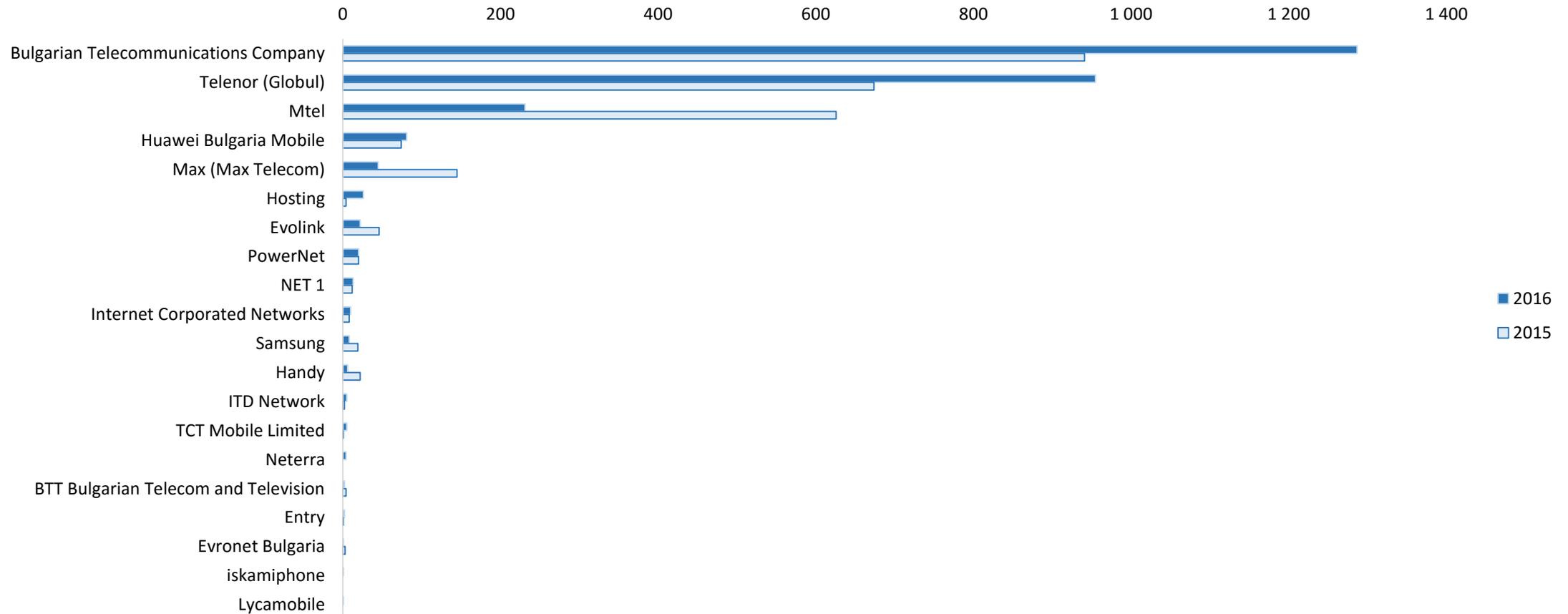
by campaigns strength - Jan/Dec 2015

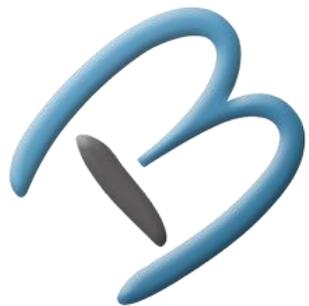




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – MOST ACTIVE ADVERTISERS by campaigns strength – 2015 & 2016

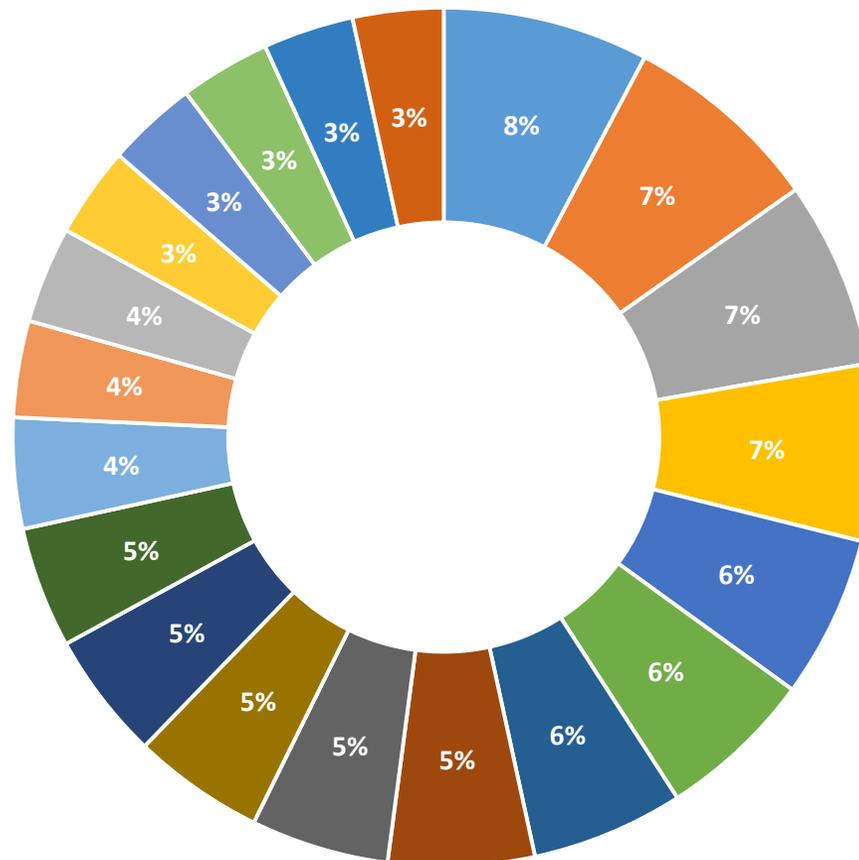




# TOP 10 sectors - Market overview

## TELECOMMUNICATION – TOP used websites

by number of campaigns - Jan/Dec 2016



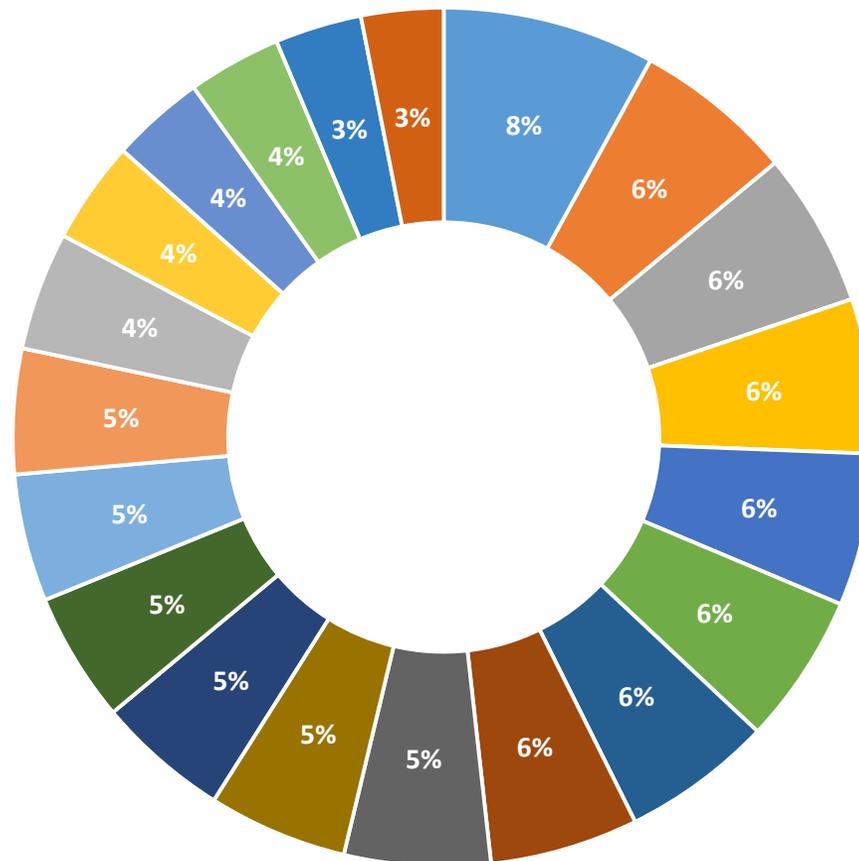
- sportal.bg
- novini.bg
- vesti.bg
- btv.bg
- dnes.dir.bg
- sofia.dir.bg
- varna.dir.bg
- burgas.dir.bg
- rousse.dir.bg
- btv.bg/action
- sinoptik.bg
- dariknews.bg
- gong.bg
- gbg.bg
- novanews.bg
- dariknews.bg-Бургас
- dariknews.bg-Враца
- dariknews.bg-Габрово
- dariknews.bg-Добрич
- dariknews.bg-Кърджали



# TOP 10 sectors - Market overview

## TELECOMMUNICATION – TOP used websites

by number of campaigns - Jan/Dec 2015



- vesti.bg
- dnes.dir.bg
- plovdiv.dir.bg
- varna.dir.bg
- rousse.dir.bg
- sofia.dir.bg
- sportal.bg
- burgas.dir.bg
- dnes.bg
- novini.bg
- btv.bg
- btv.bg/action
- sinoptik.bg
- dariknews.bg
- kaldata.com
- btvnews.bg
- dnevnik.bg
- webcafe.bg
- life.dir.bg
- gong.bg



## SECTOR BUSINESS GOODS AND SERVICES

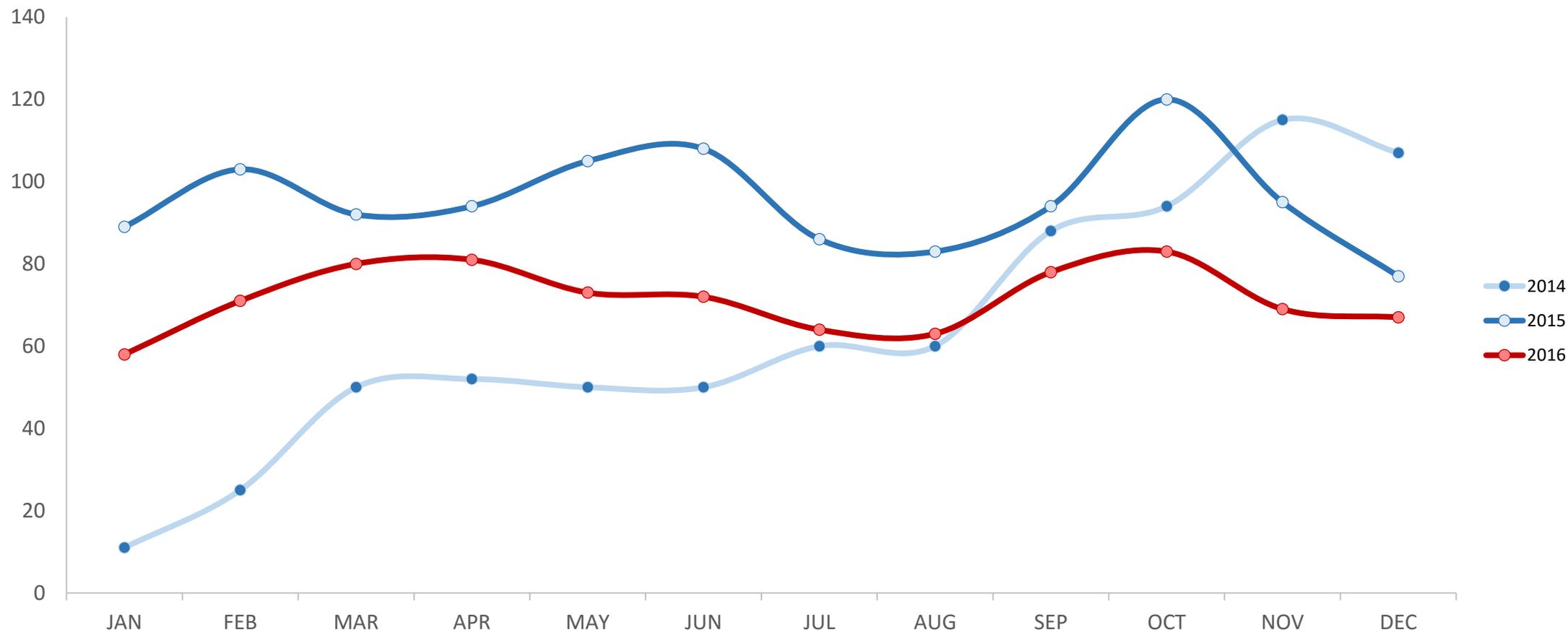




# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – SEASONALITY**

by number of campaigns – 2014 - 2016

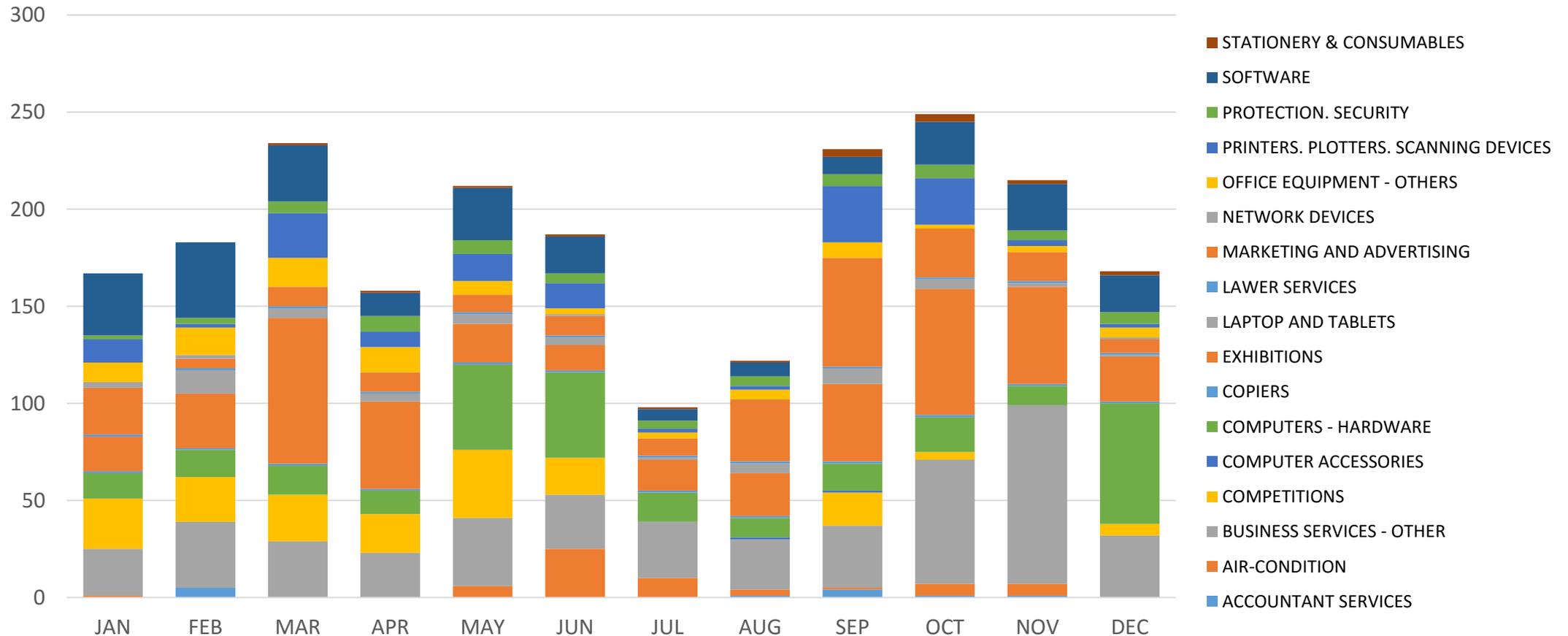




# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2016

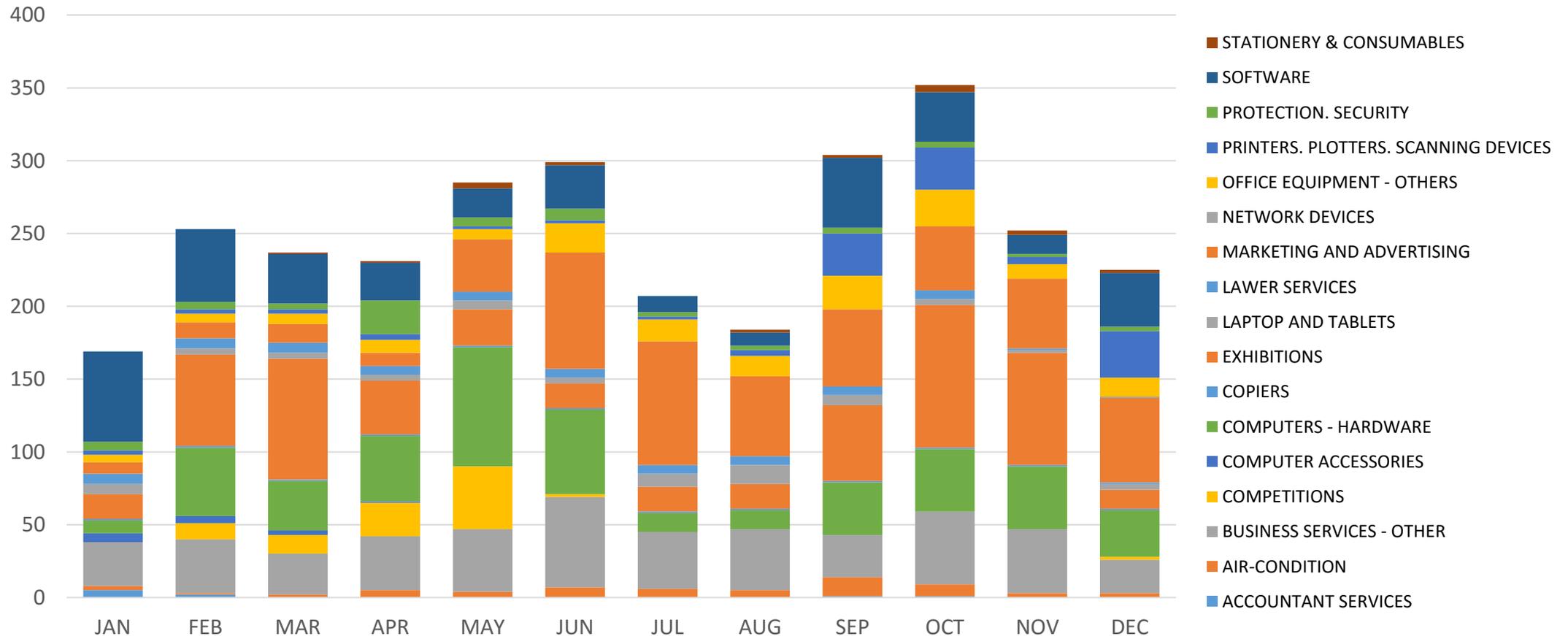




# TOP 10 sectors - Market overview

## BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

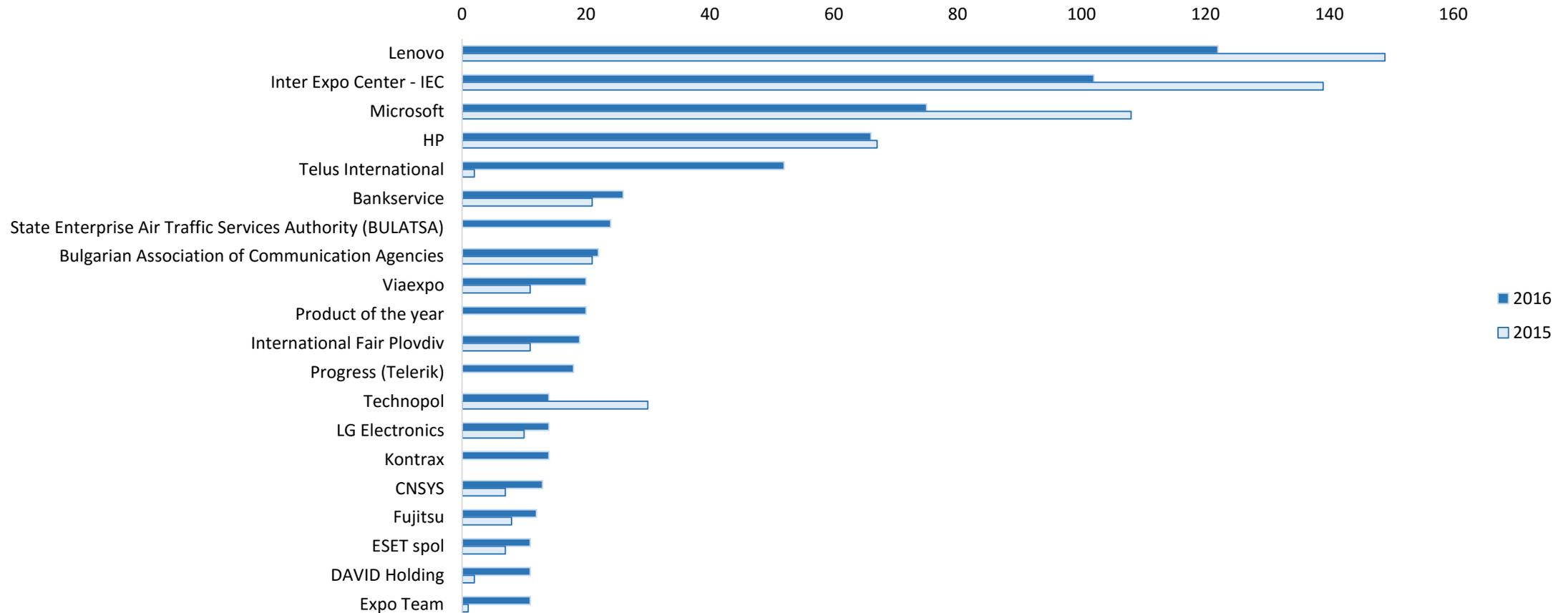


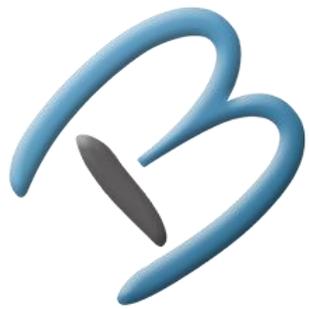


# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – MOST ACTIVE ADVERTISERS**

by campaigns strength – 2015 & 2016

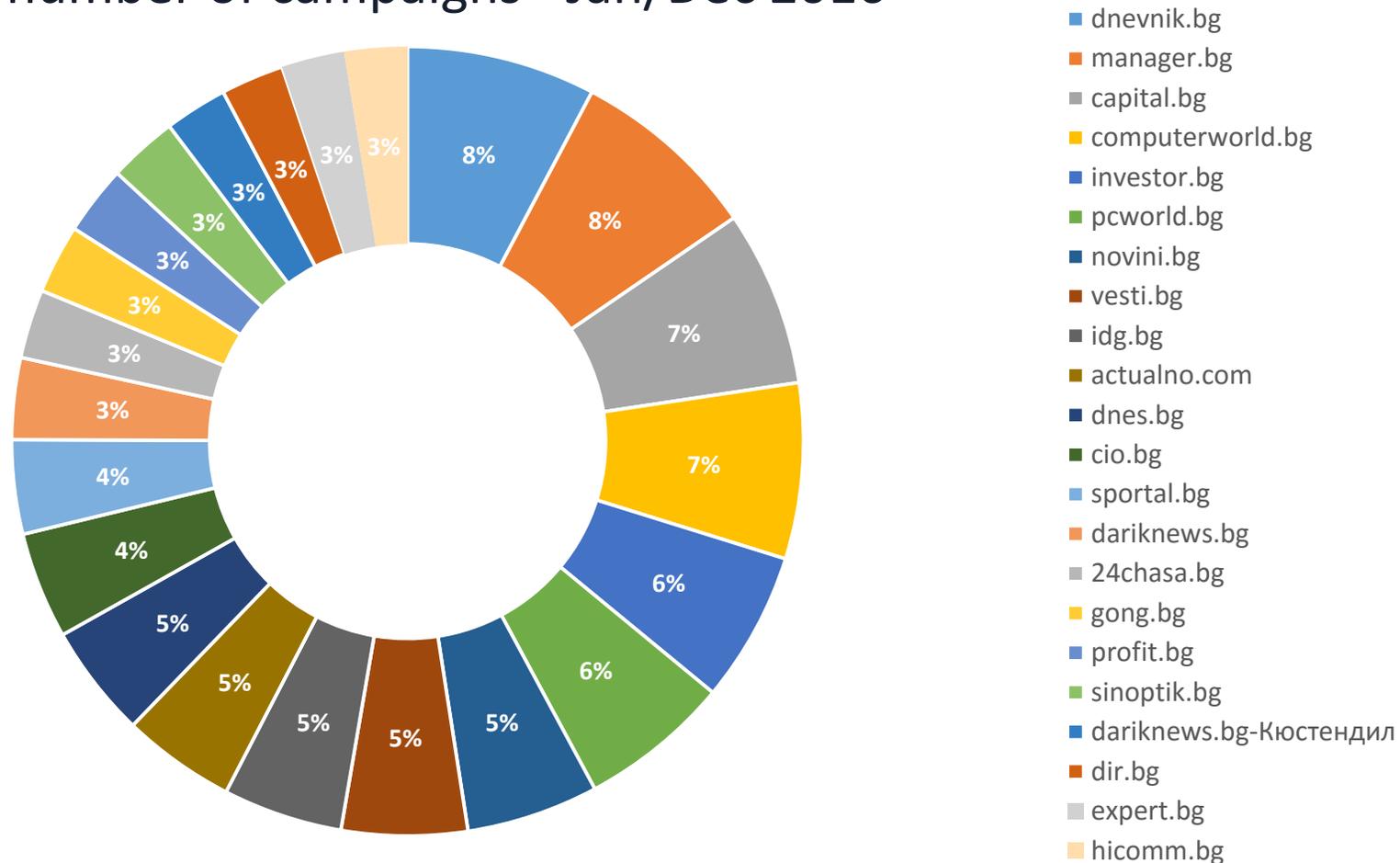


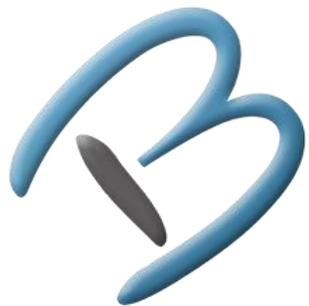


# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – TOP used websites**

by number of campaigns - Jan/Dec 2016

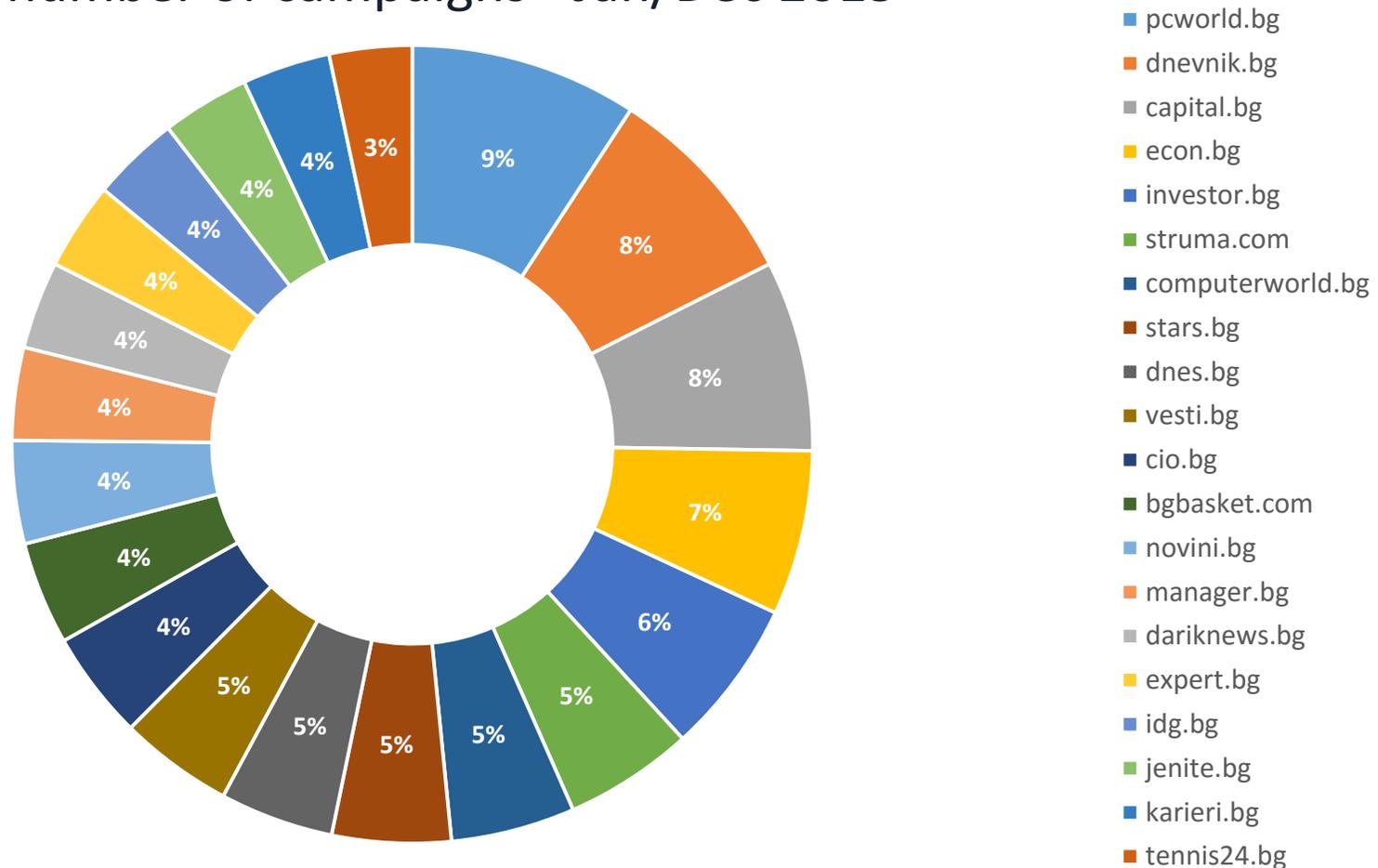


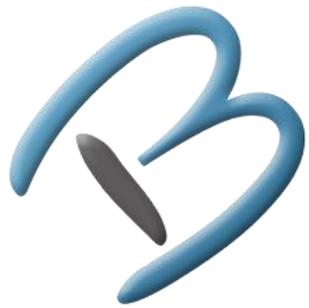


# TOP 10 sectors - Market overview

## **BUSINESS GOODS AND SERVICES – TOP used websites**

by number of campaigns - Jan/Dec 2015





**SECTOR POLITICAL PARTIES,  
GOVERNMENT,  
ORGANIZATIONS**

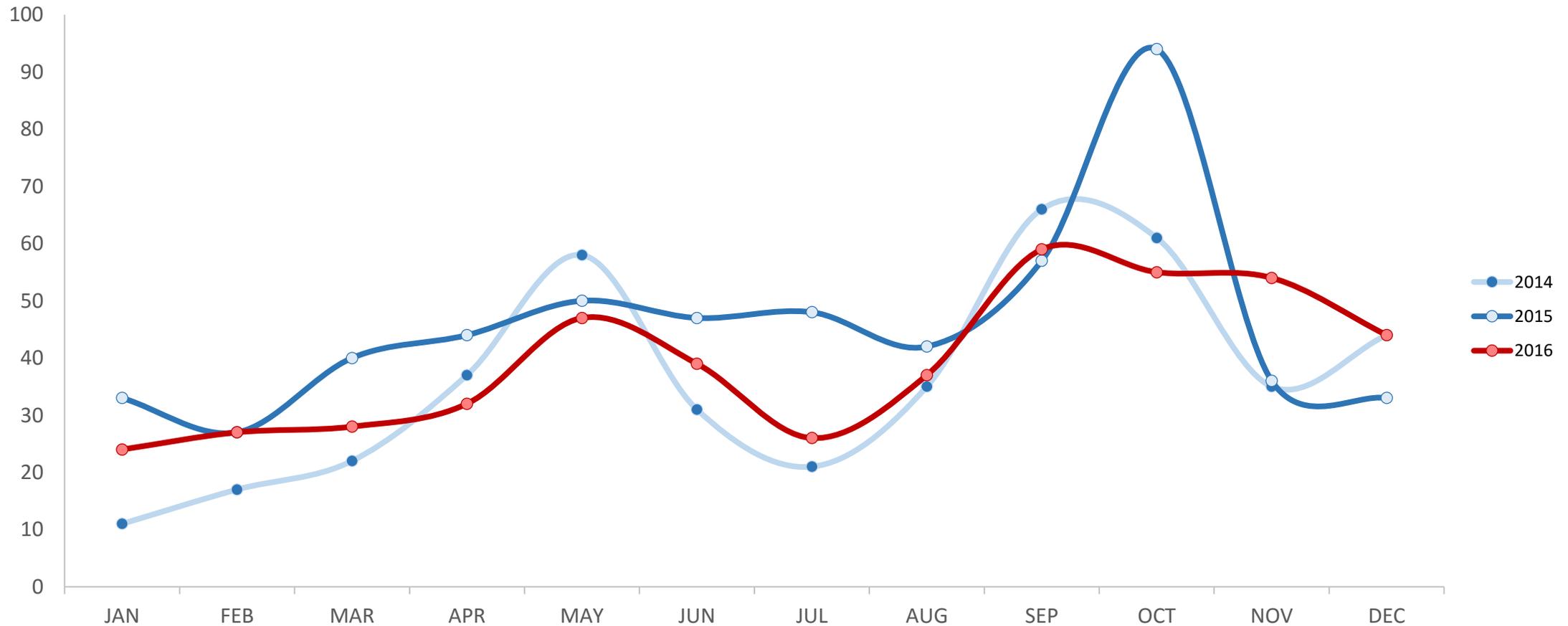




# TOP 10 sectors - Market overview

## POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – SEASONALITY

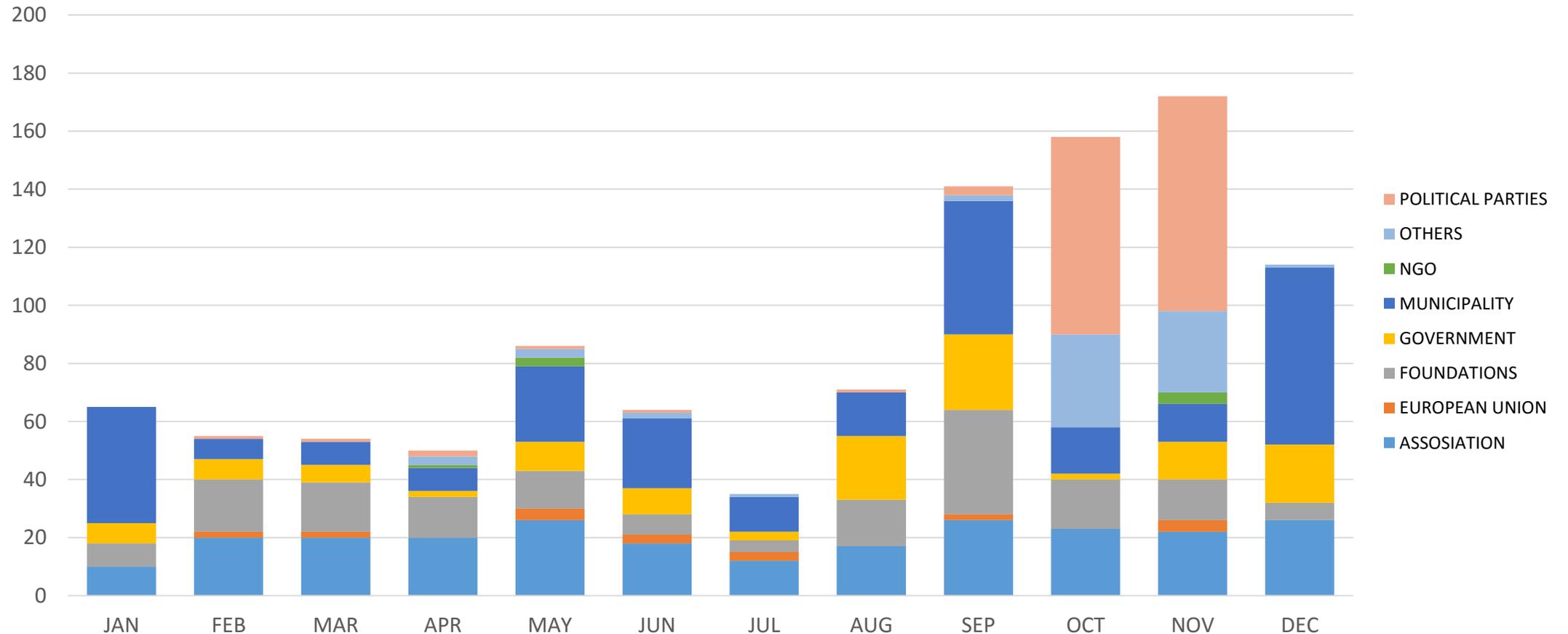
by number of campaigns – 2014 - 2016





# TOP 10 sectors - Market overview

**POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES**  
by campaigns strength - Jan/Dec 2016

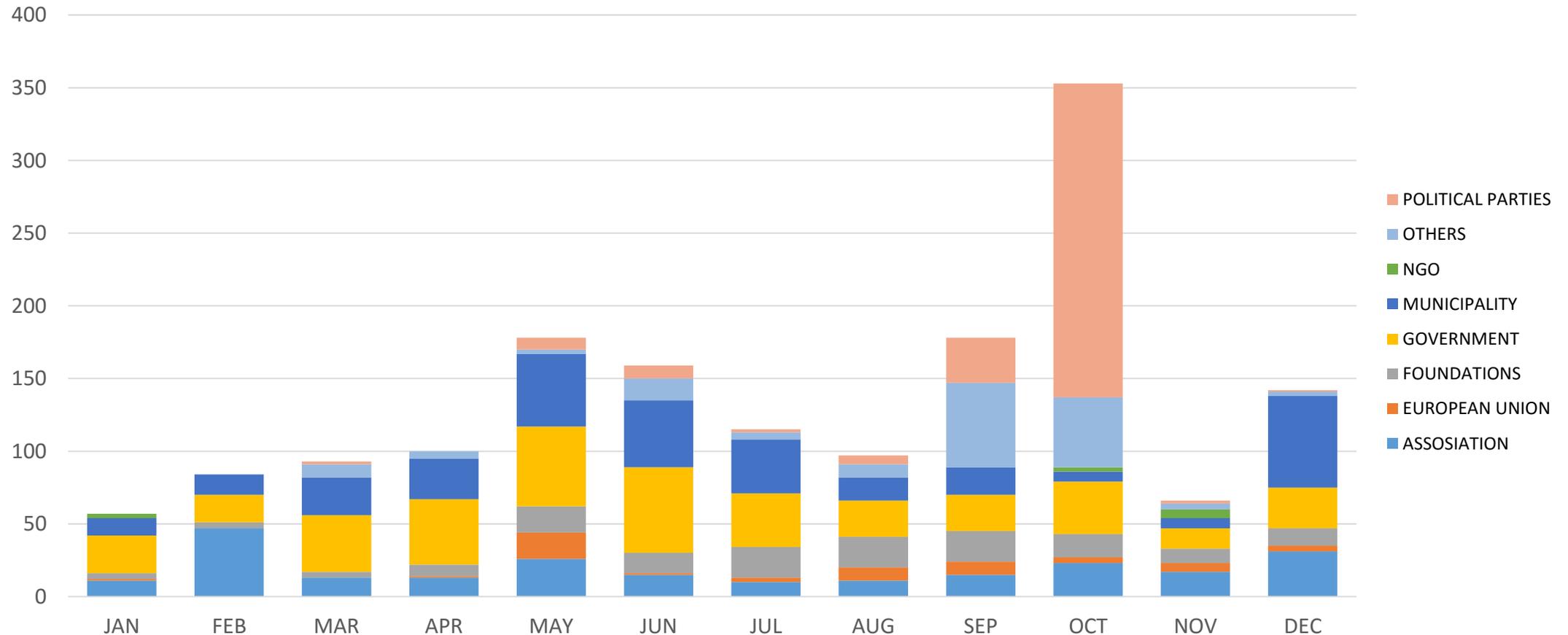




# TOP 10 sectors - Market overview

## POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES

by campaigns strength - Jan/Dec 2015

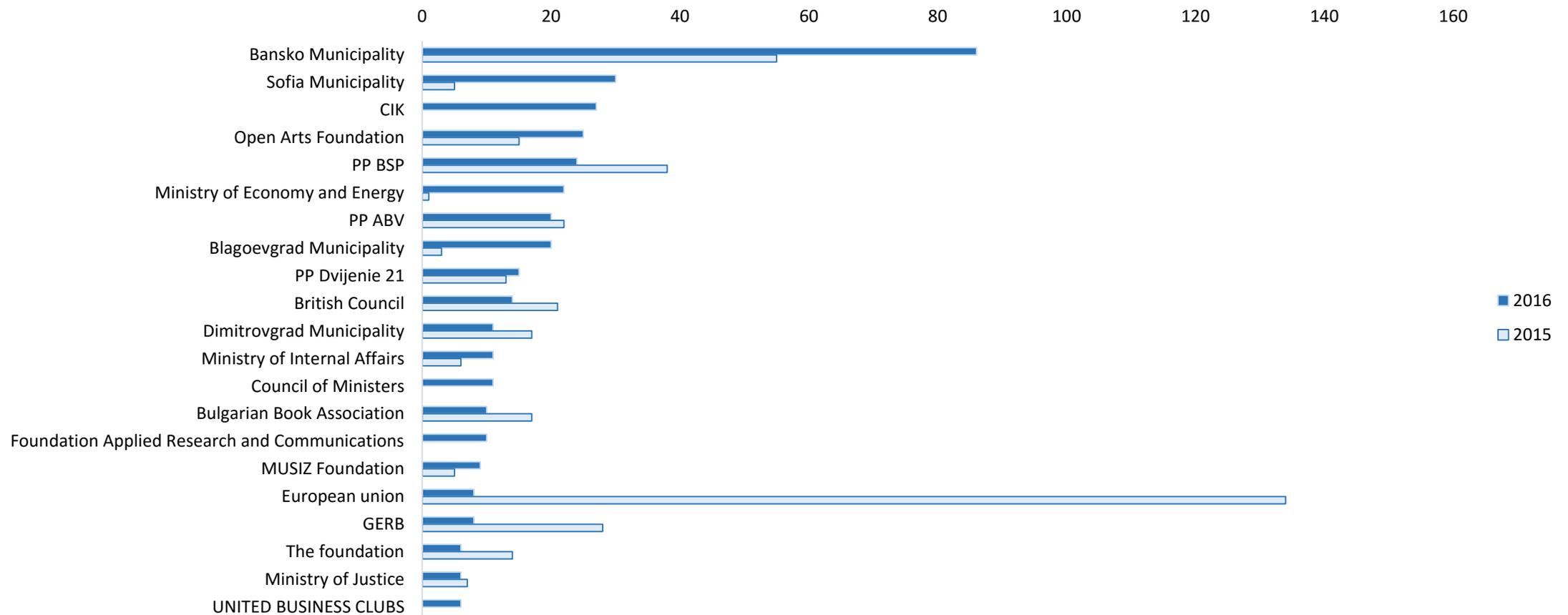




# TOP 10 sectors - Market overview

**POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – MOST ACTIVE ADVERTISERS**

by campaigns strength – 2015 & 2016

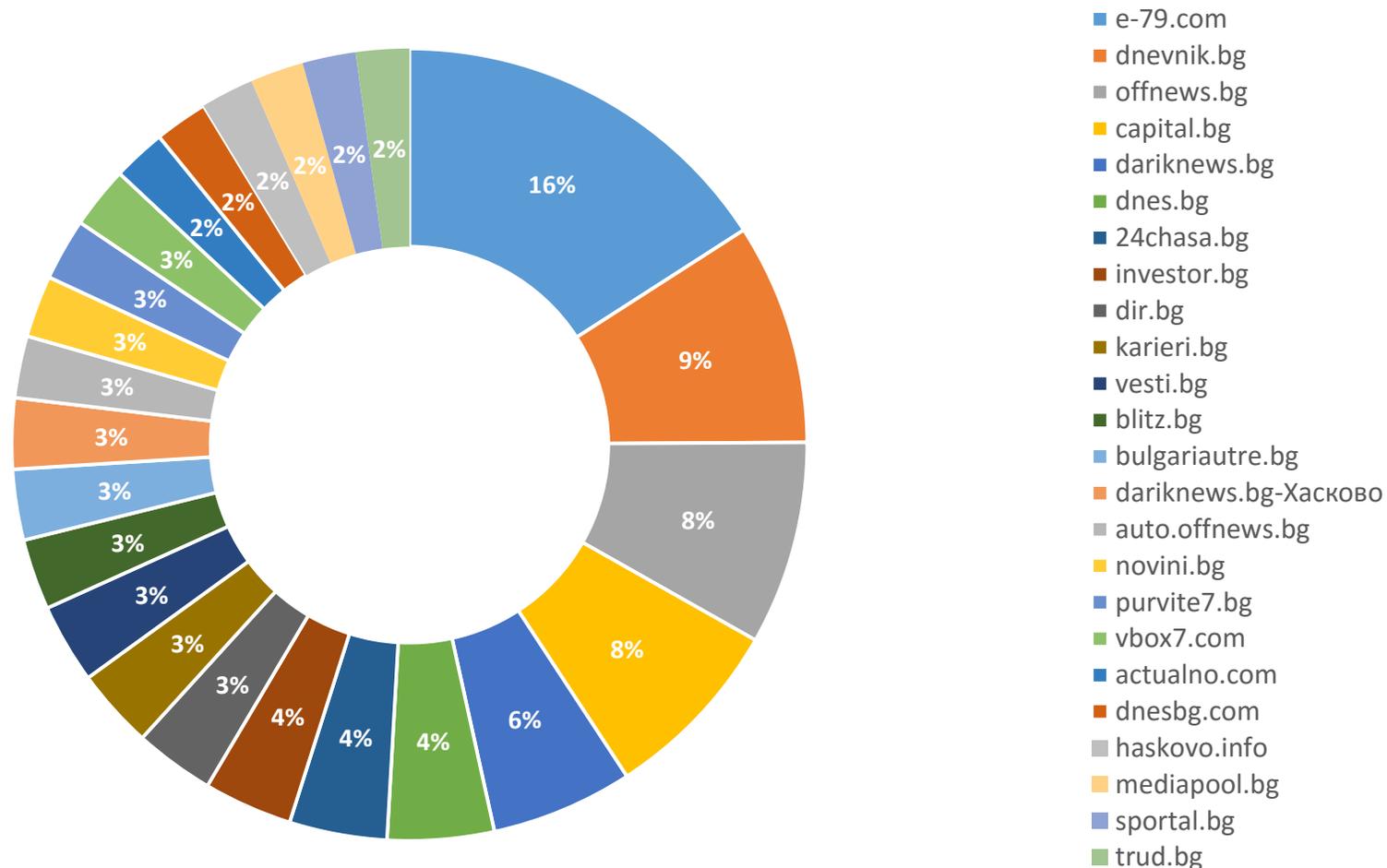


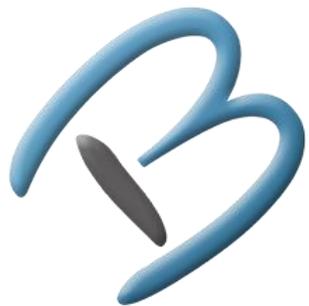


# TOP 10 sectors - Market overview

**POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites**

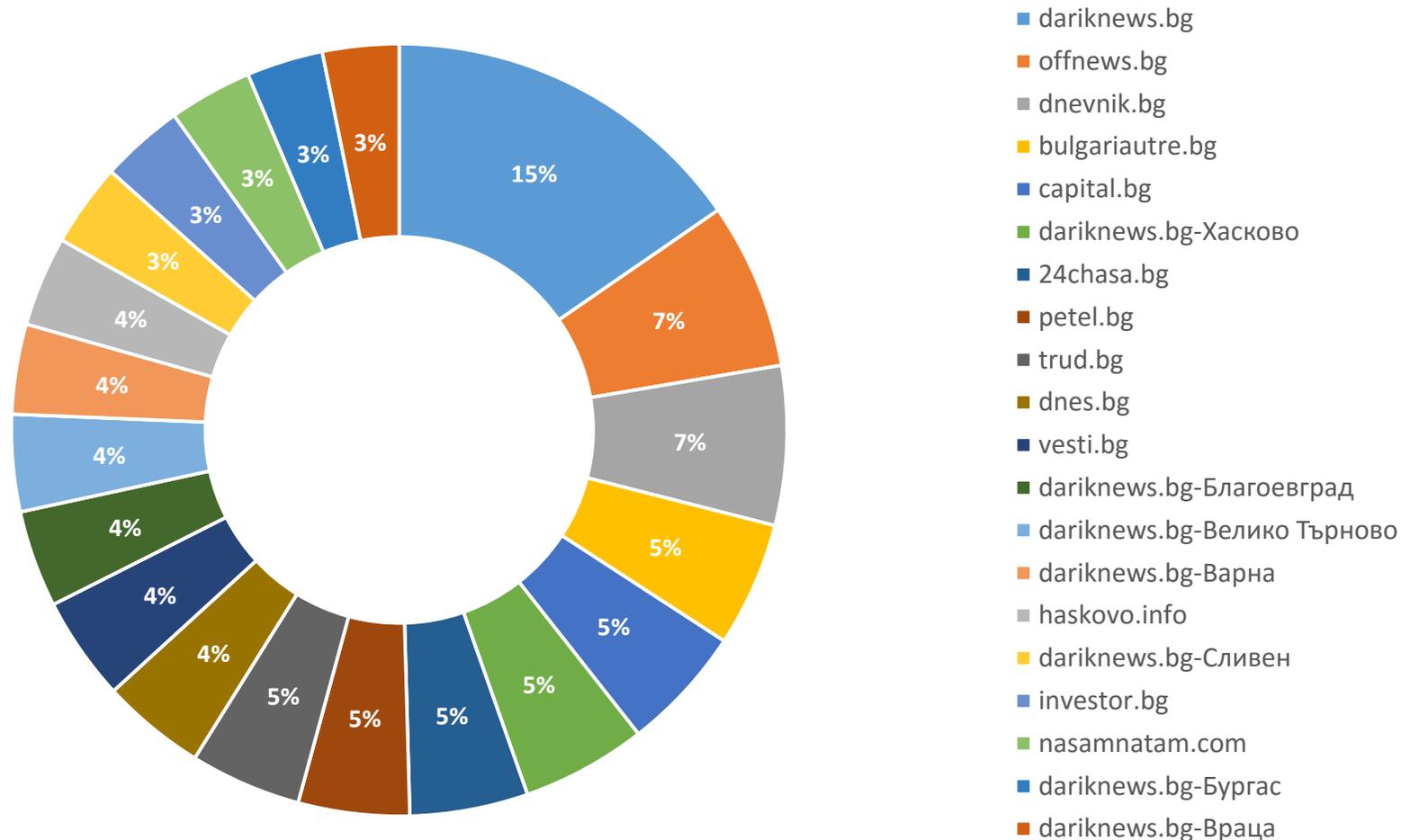
by number of campaigns - Jan/Dec 2016





# TOP 10 sectors - Market overview

**POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites**  
by number of campaigns - Jan/Dec 2015





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Banner monitoring



Thank You!

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