



CONTENT

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



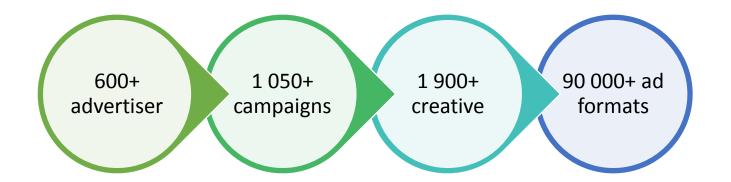
Who we are

- Web News Agent is a <u>Real Time Information</u> 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 <u>Bulgarian</u> 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.

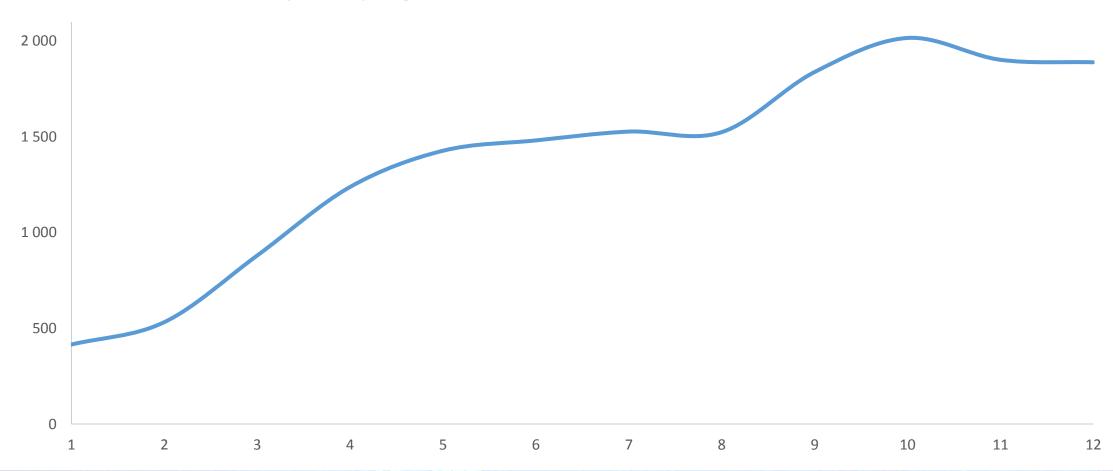


GENERAL MARKET OVERVIEW



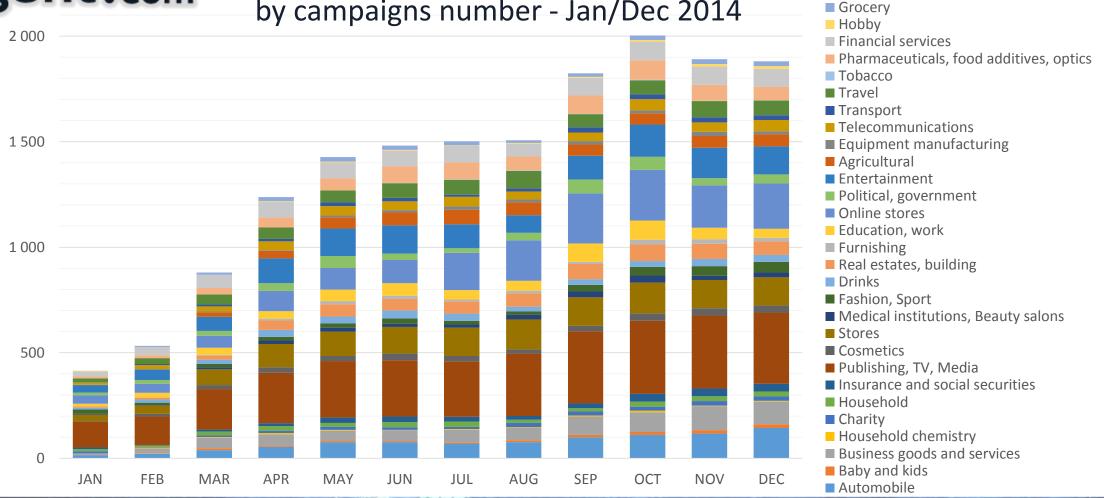


General market overview CAMPAIGN SEASONALITY





General market overview **CAMPAIGN SEASONALITY**





General market overview TYPE OF ADVERTYSERS

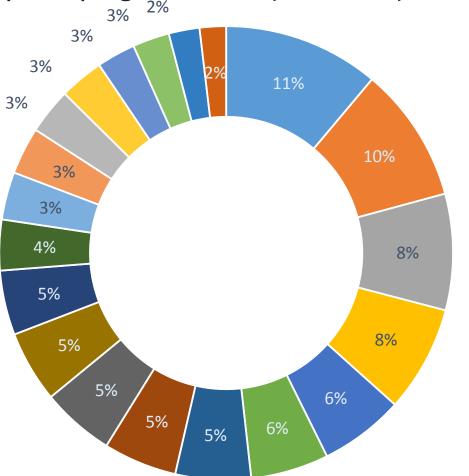
by number of campaigns - Jan/Dec 2014





General market overview TOP 20 SECTORS

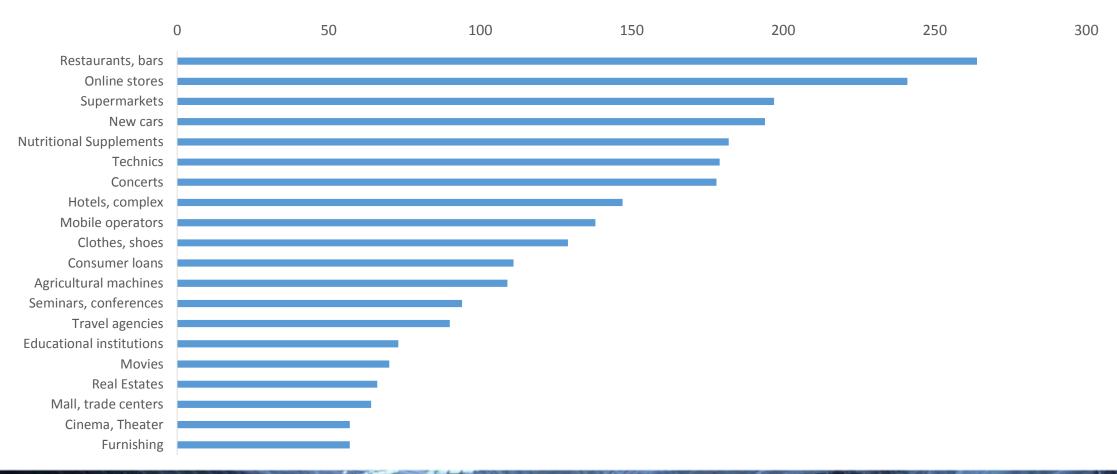
by campaign number (Premium) - Jan/Dec 2014 $_{_{3\%}}^{}$



- Automotoring
- Financial services
- Telecommunications
- Stores
- Business goods and services
- Pharmaceutical, Optics
- Political, Government
- Cosmetics
- Agricultural
- Drinks
- Real Estates, Constructions
- Entertainment
- Grocery
- Fashion, Sport
- Online stores
- Education, Work
- Household
- Insurance
- Furnishing
- Medical institutions, Beauty salons



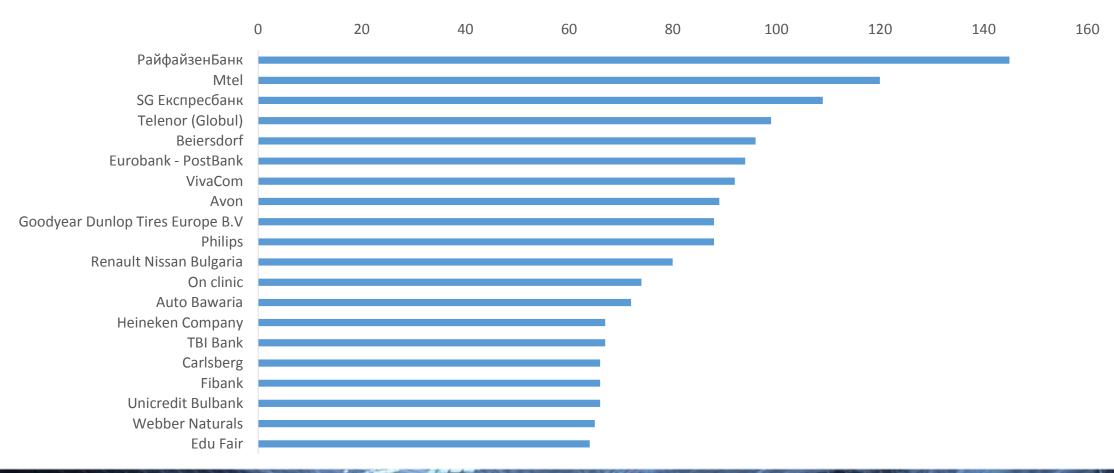
General market overview TOP 20 CATEGORY





General market overview TOP 20 ADVERTISERS

by number of used websites - Jan/Dec 2014





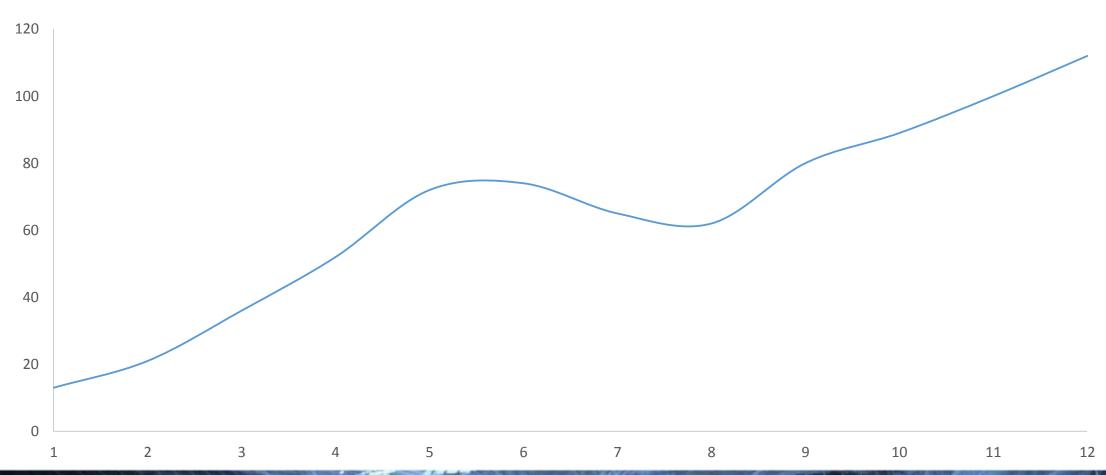
SECTOR Automotive





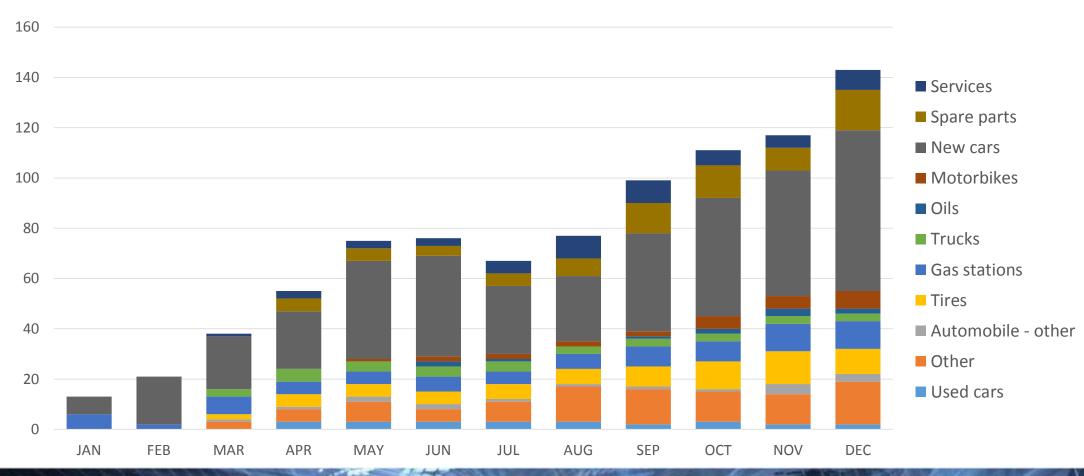
TOP 10 sectors - Market overview AUTOMOTIVE - SEASONALITY

by number of campaigns - Jan/Dec 2014



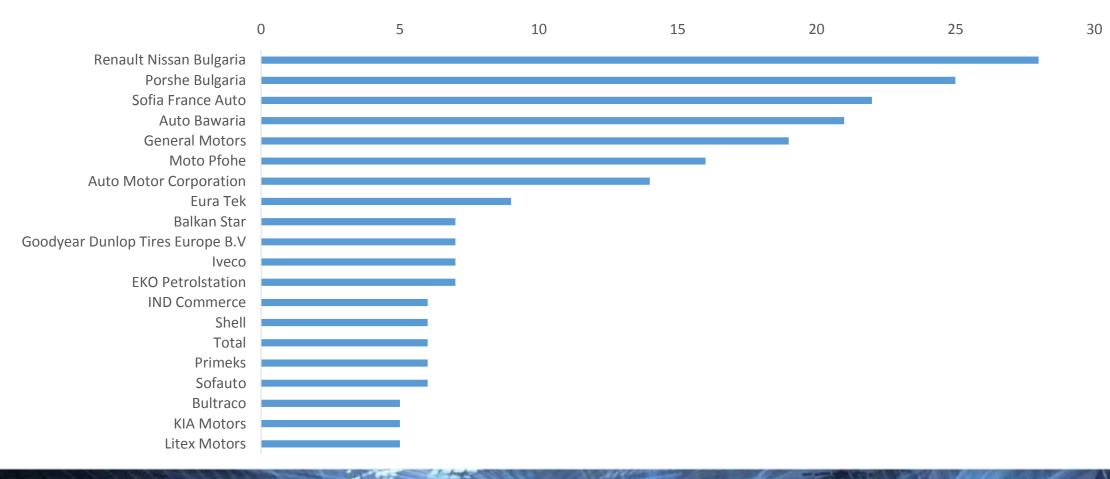


TOP 10 sectors - Market overview AUTOMOTIVE - CATEGORY ACTIVITIES



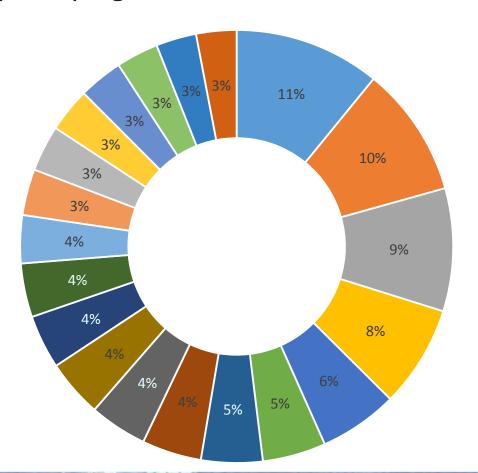


TOP 10 sectors - Market overview AUTOMOTIVE - TOP ADVERTISERS





AUTOMOTIVE – TOP used websites

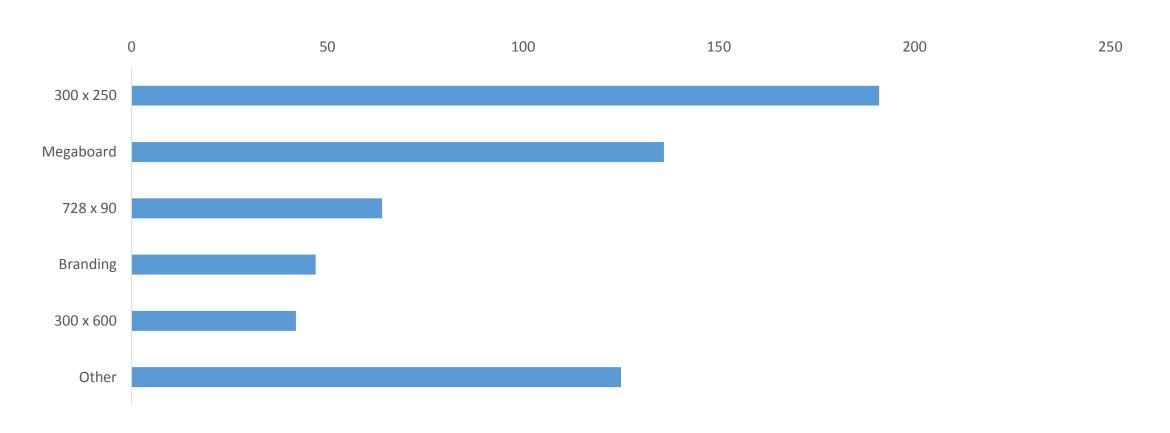


- vesti.bg
- sportal.bg
- mobile.bg
- novini.bg
- dnevnik.bg
- dir.bg
- auto-press.net
- gong.bg
- capital.bg
- dnes.bg
- clubs1.bg
- investor.bg
- inews.bg
- btv.bg
- sinoptik.bg
- 24chasa.bg
- econ.bg
- autobild.bg
- ams.bg
- profit.bg



AUTOMOTIVE – used banner formats

by registered creative - Jan/Dec 2014





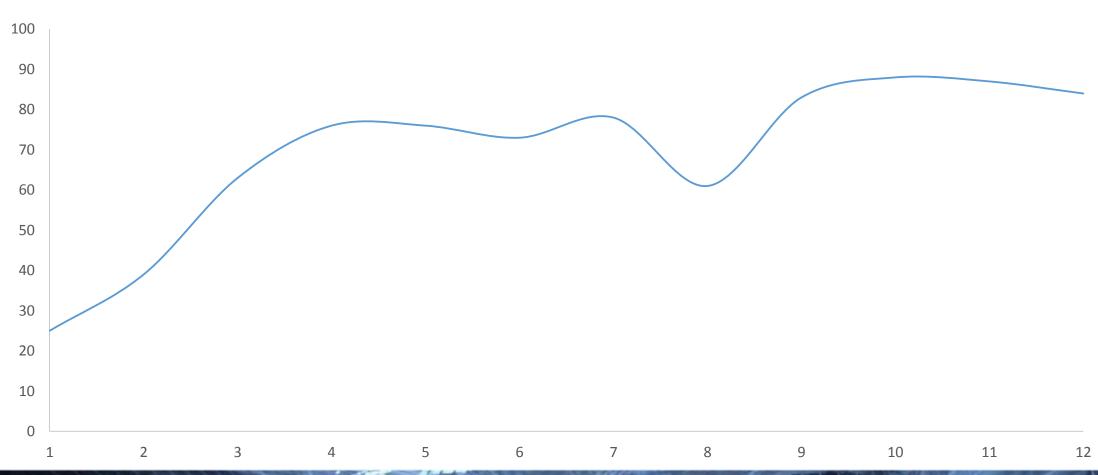
SECTOR Financial services





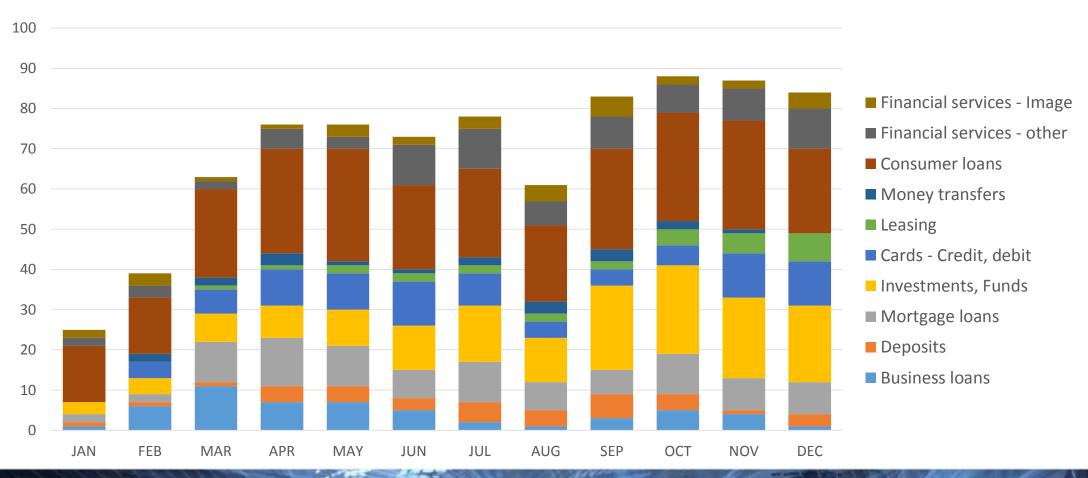
TOP 10 sectors - Market overview FINANCIAL SERVICES - SEASONALITY

by number of campaigns - Jan/Dec 2014





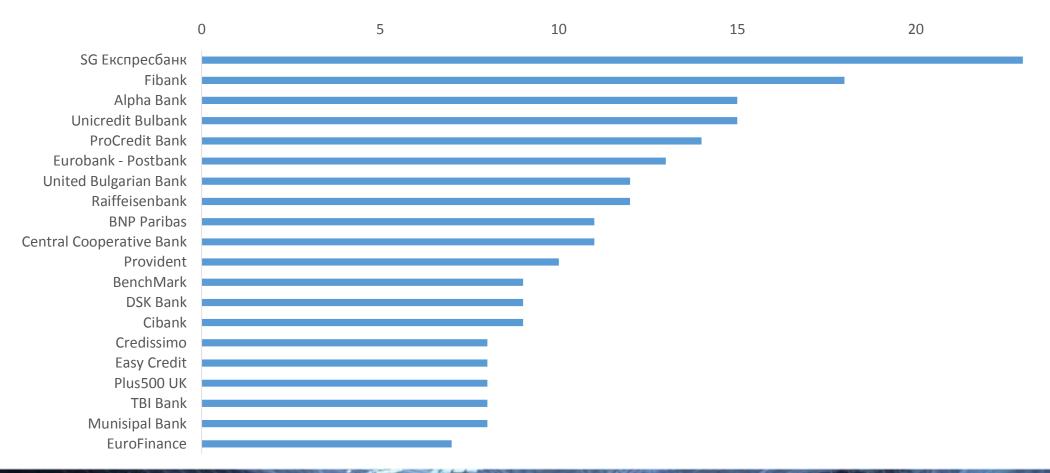
TOP 10 sectors - Market overview FINANCIAL SERVICES - CATEGORY ACTIVITIES





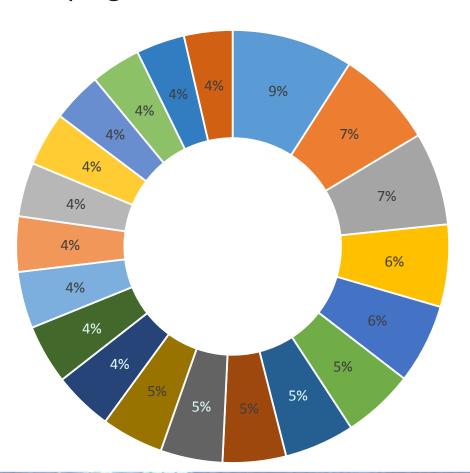
TOP 10 sectors - Market overview FINANCIAL SERVICES - TOP ADVERTISERS

25





FINANCIAL SERVICES – TOP used websites



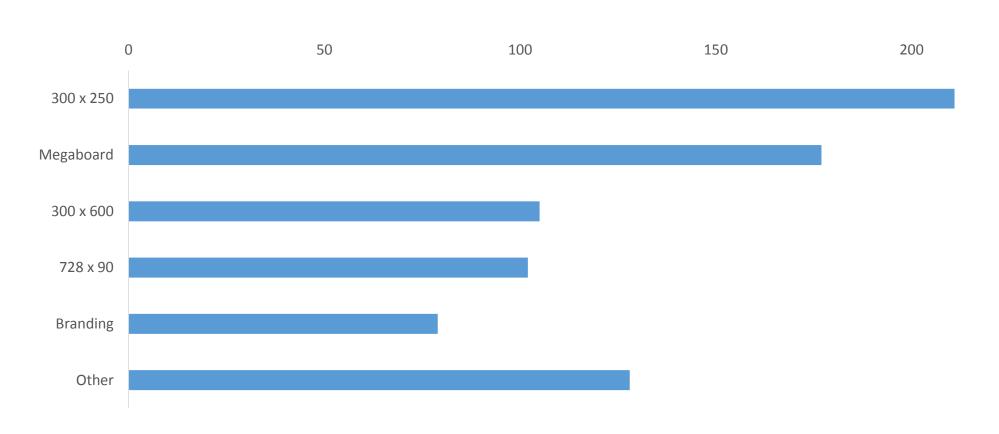
- dnes.bg
- investor.bg
- vesti.bg
- btvnews.bg
- 24chasa.bg
- money.bg
- news.bg
- profit.bg
- dir.bg
- struma.com
- btv.bg
- dariknews.bg
- lifestyle.bg
- bulgariautre.bg
- capital.bg
- sportal.bg
- dnevnik.bg
- trud.bg
- btv.bg
- sinoptik.bg



250

FINANCIAL SERVICES – used banner formats

by registered creative - Jan/Dec 2014



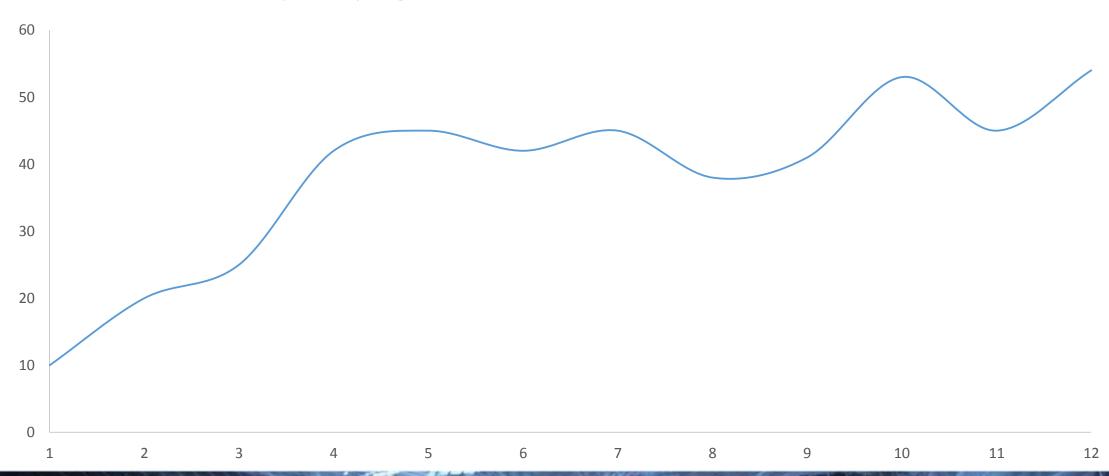


SECTOR Telecommunications



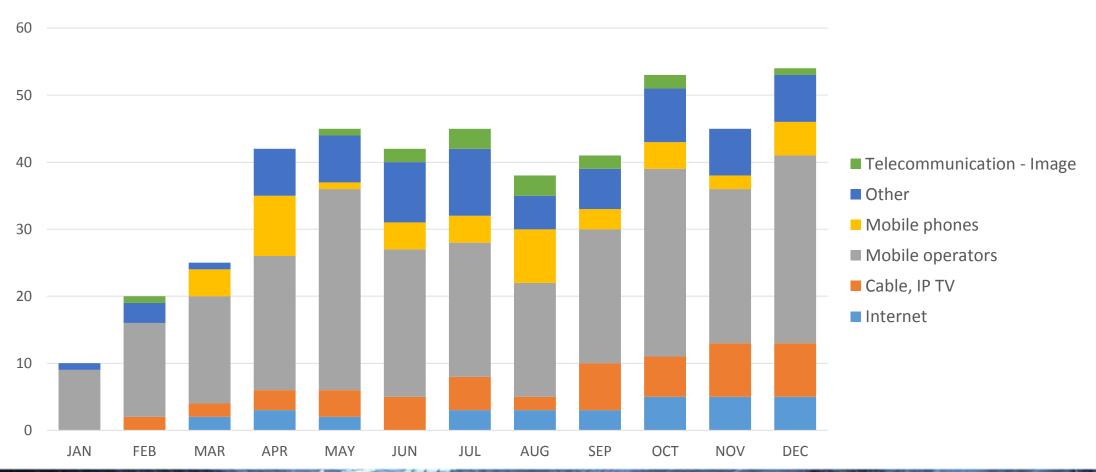


TOP 10 sectors - Market overview TELECOMMUNICATIONS - SEASONALITY





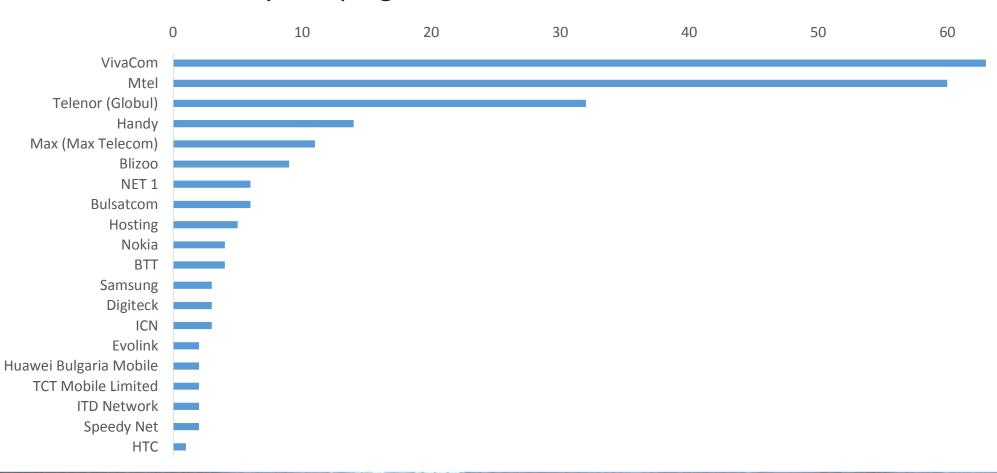
TOP 10 sectors - Market overview TELECOMMUNICATIONS - CATEGORY ACTIVITIES





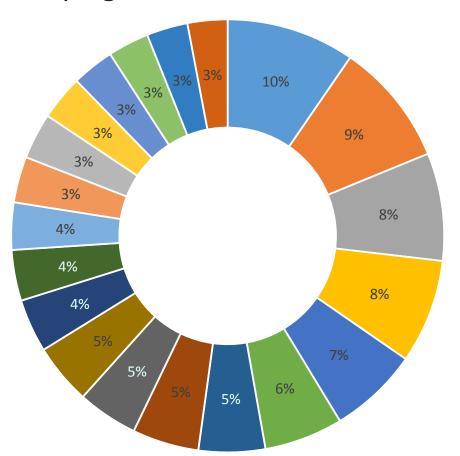
TOP 10 sectors - Market overview TELECOMMUNICATIONS - TOP ADVERTISERS

70





TELECOMMUNICATIONS – TOP used websites

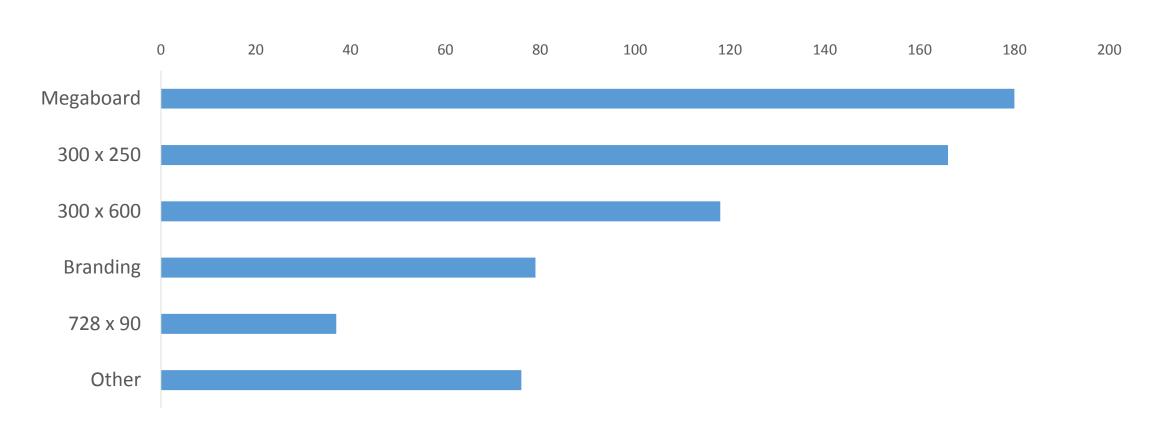


- kaldata.com
- sportal.bg
- btv.bg
- novini.bg
- btv.bg/action
- dnes.bg
- btvnews.bg
- dir.bg
- actualno.com
- hotnews.bg
- vesti.bg
- svejo.net
- mobilebulgaria.com
- ladyzone.bg
- olx.bg
- hardwarebg.com
- inews.bg
- mail.bg
- profit.bg
- hicomm.bg



TELECOMMUNICATIONS – used banner formats

by registered creative - Jan/Dec 2014





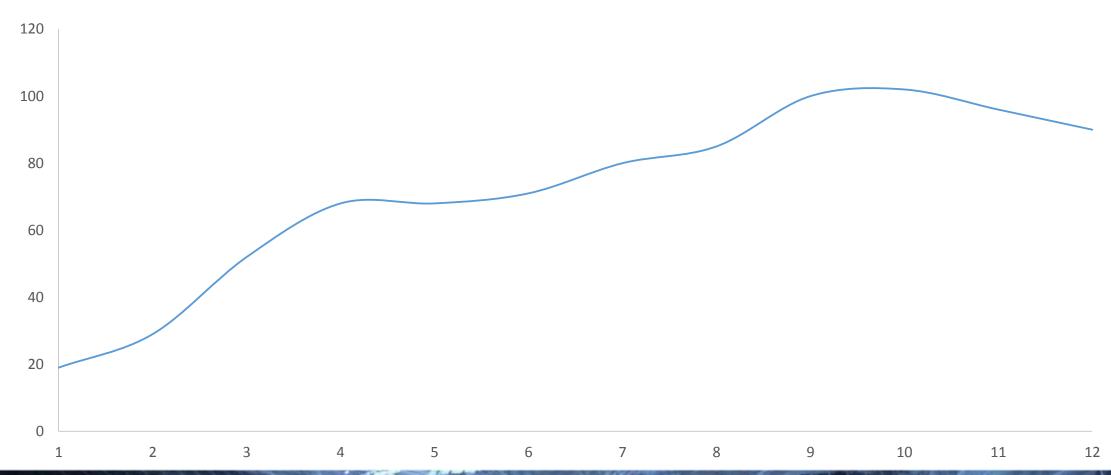
SECTOR Stores





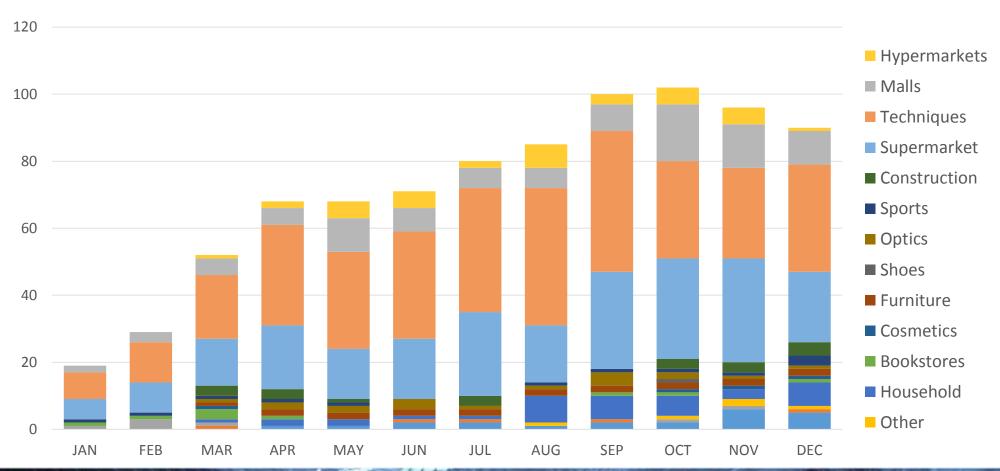
TOP 10 sectors - Market overview stores - seasonality

by number of campaigns - Jan/Dec 2014



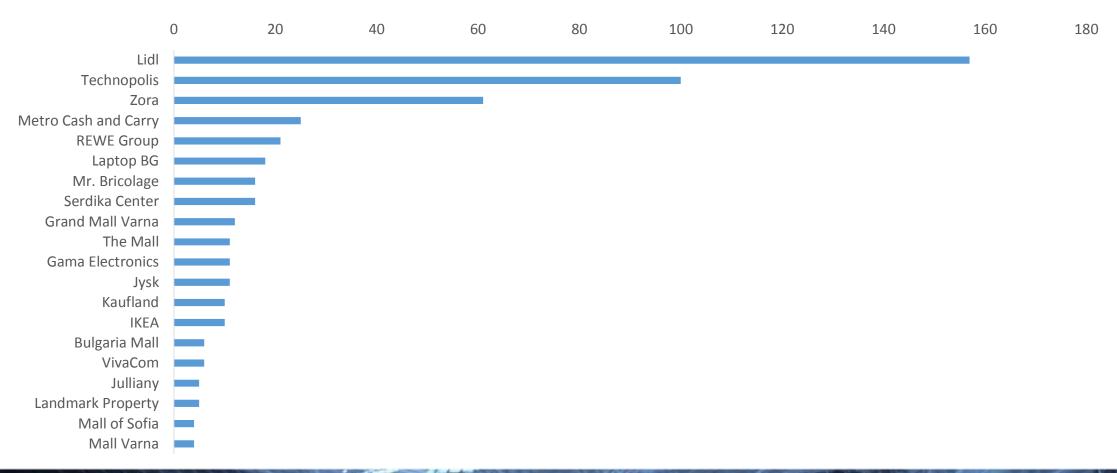


TOP 10 sectors - Market overview stores - category activities



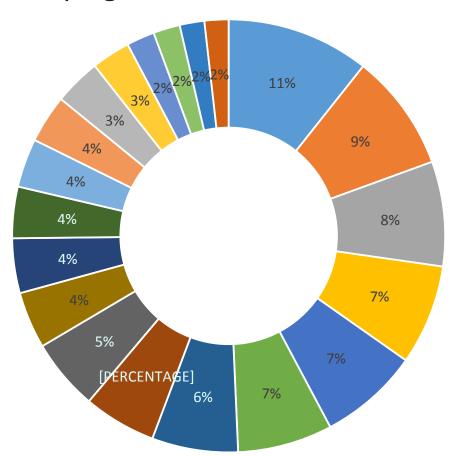


TOP 10 sectors - Market overview stores - top advertisers





STORES – TOP used websites

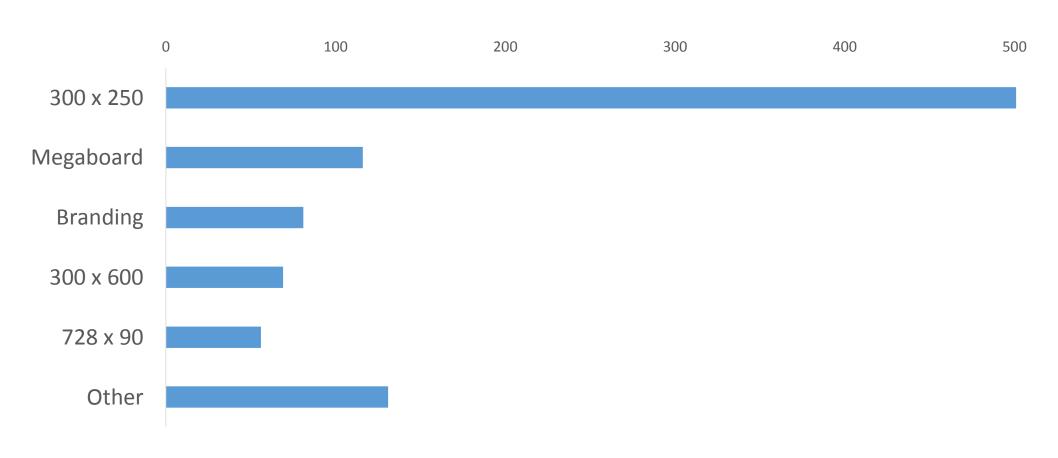


- dnes.bg
- blitz.bg
- automedia.bg
- az-jenata.bg
- tialoto.bg
- gol.bg
- dir.bg
- 24chasa.bg
- trud.bg
- sportal.bg
- novini.bg
- puls.bg
- hotnews.bg
- football24.bg
- calculator.bg
- woman.hotnews.bg
- struma.com
- blog.bg
- bulevard.bg
- investor.bg



STORES – used banner formats

by registered creative - Jan/Dec 2014





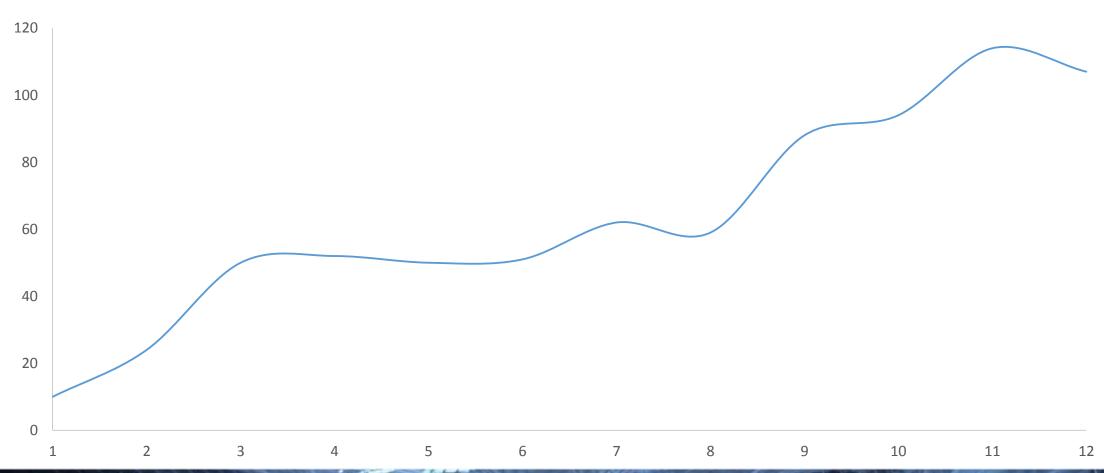
SECTOR Business Goods and services





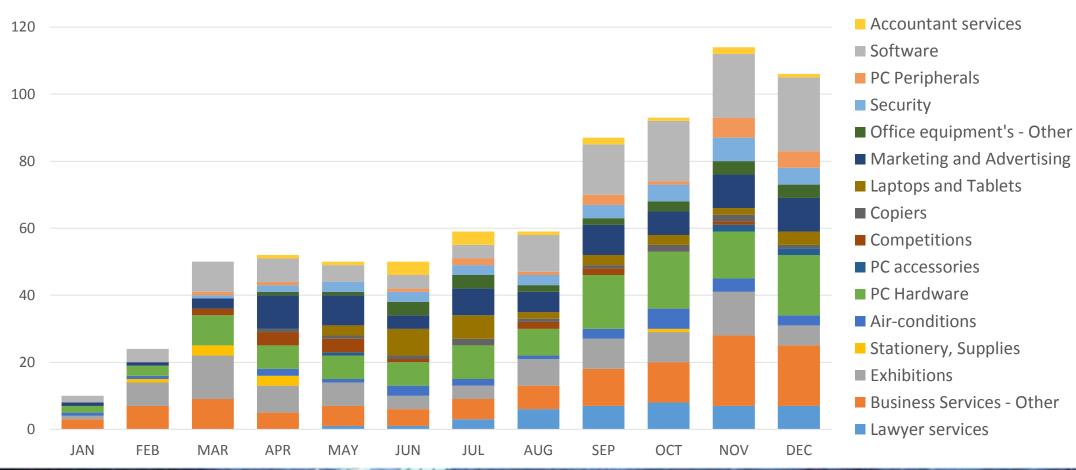
TOP 10 sectors - Market overview BUSINESS GOODS&SERVICES - SEASONALITY

by number of campaigns - Jan/Dec 2014



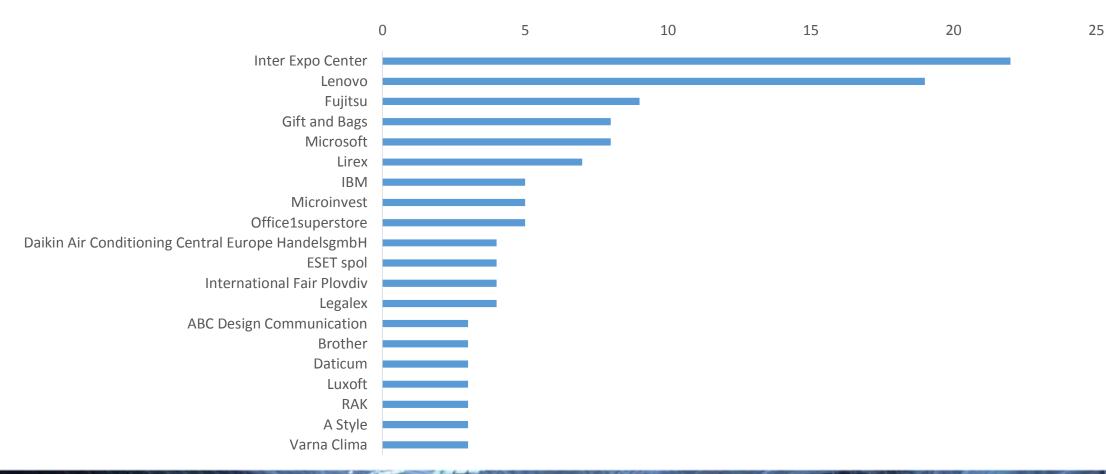


TOP 10 sectors - Market overview BUSINESS GOODS&SERVICES - CATEGORY ACTIVITIES



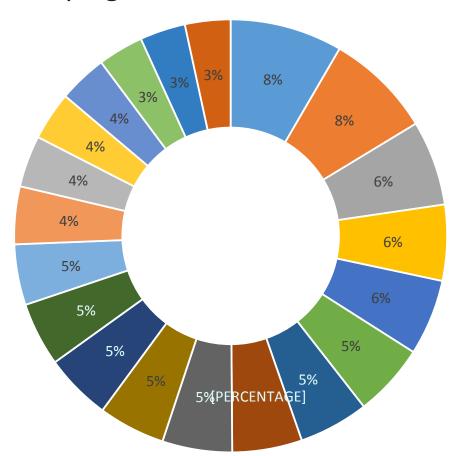


TOP 10 sectors - Market overview BUSINESS GOODS&SERVICES - TOP ADVERTISERS





BUSINESS GOODS&SERVICES – TOP used websites

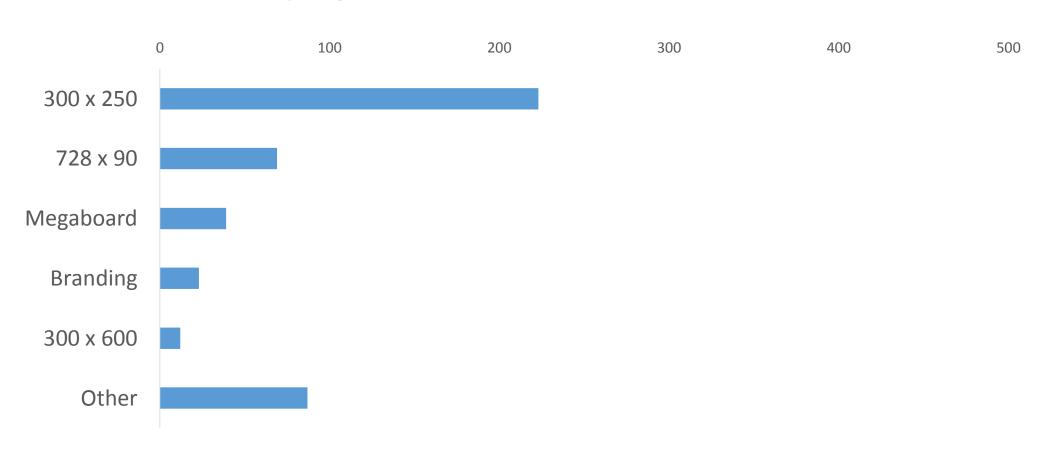


- bulgariautre.bg
- dnevnik.bg
- capital.bg
- kaldata.com
- varnautre.bg
- manager.bg
- dnes.bg
- investor.bg
- sofiautre.bg
- 24chasa.bg
- trud.bg
- blitz.bg
- starazagorautre.bg
- profit.bg
- dobrichutre.bg
- actualno.com
- burgasutre.bg
- novini.bg
- plovdivutre.bg
- vedomost.info



BUSINESS GOODS&SERVICES – used banner formats

by registered creative - Jan/Dec 2014





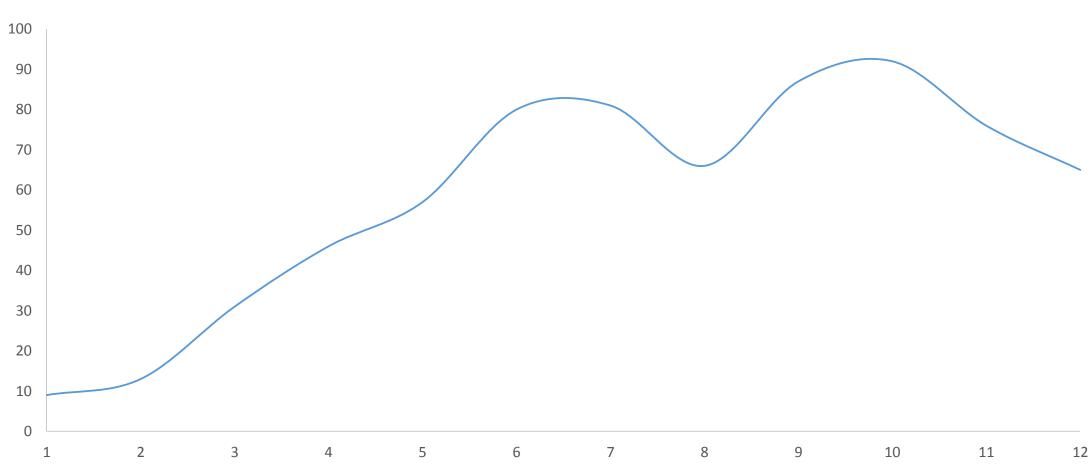
SECTOR Pharmaceutical





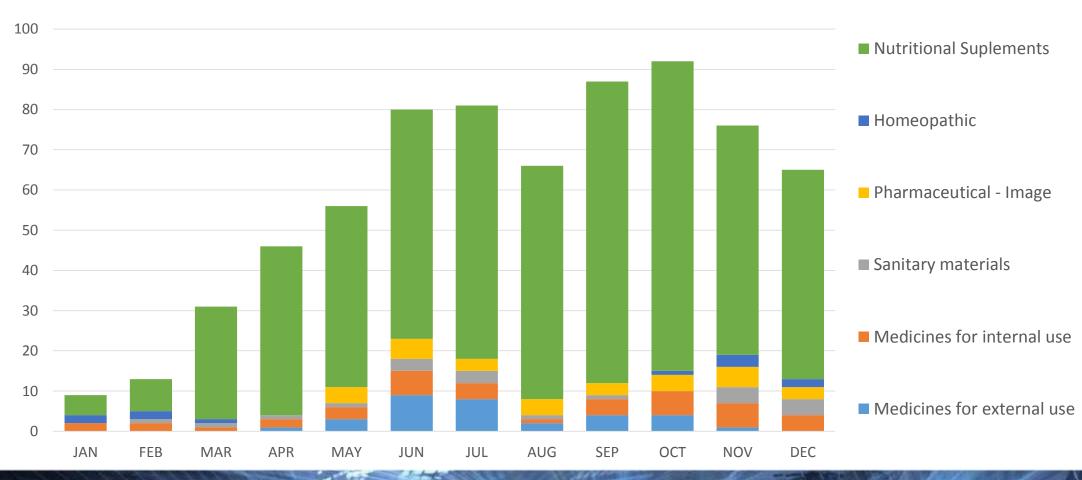
TOP 10 sectors - Market overview PHARMACEUTICAL - SEASONALITY

by number of campaigns - Jan/Dec 2014



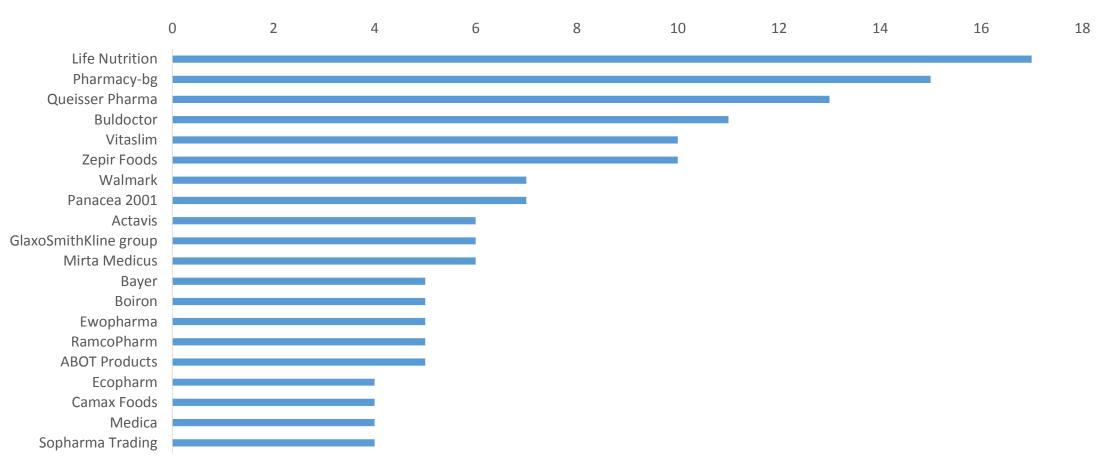


PHARMACEUTICAL – CATEGORY ACTIVITIES



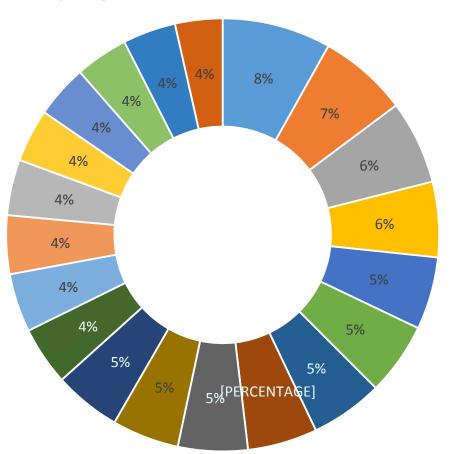


TOP 10 sectors - Market overview PHARMACEUTICAL - TOP ADVERTISERS





PHARMACEUTICAL – TOP used websites

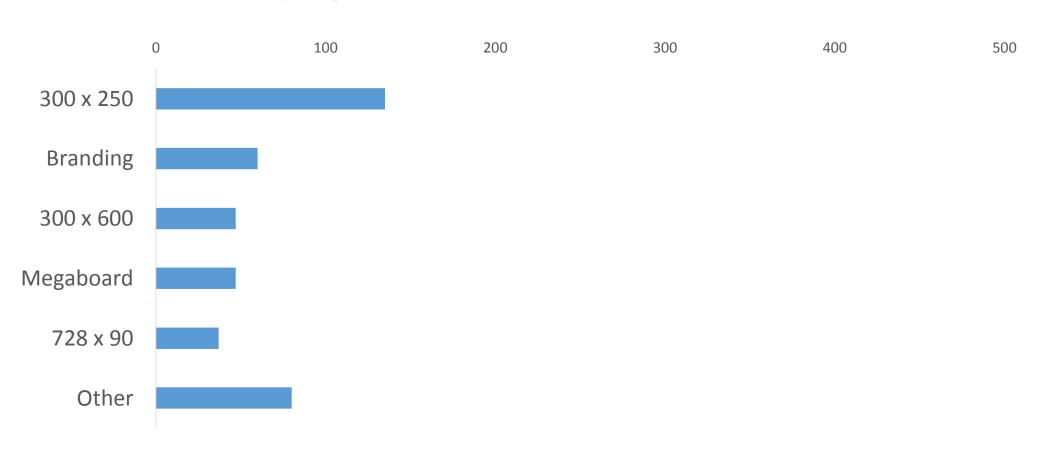


- ladyzone.bg
- blitz.bg
- zajenata.bg
- olx.bg
- btv.bg
- edna.bg
- puls.bg
- razkritia.com
- struma.com
- btv.bg/action
- kliuki.bg
- cinefish.com
- lifestyle.bg
- pik.bg
- sinoptik.bg
- chudesa.net
- pharmacy-bg.com
- rozali.com
- signal.bg
- framar.bg



PHARMACEUTICAL – used banner formats

by registered creative - Jan/Dec 2014



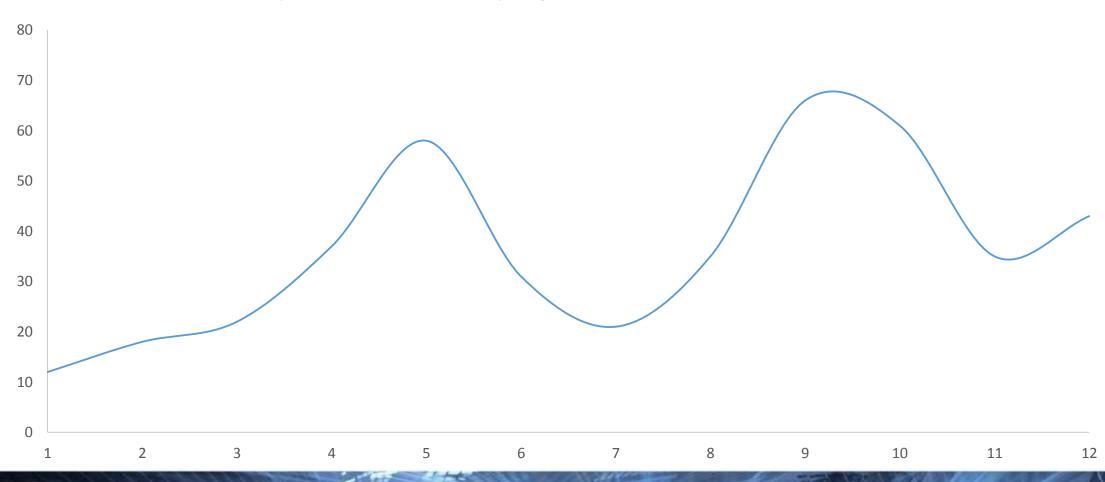


SECTOR Political parties Government



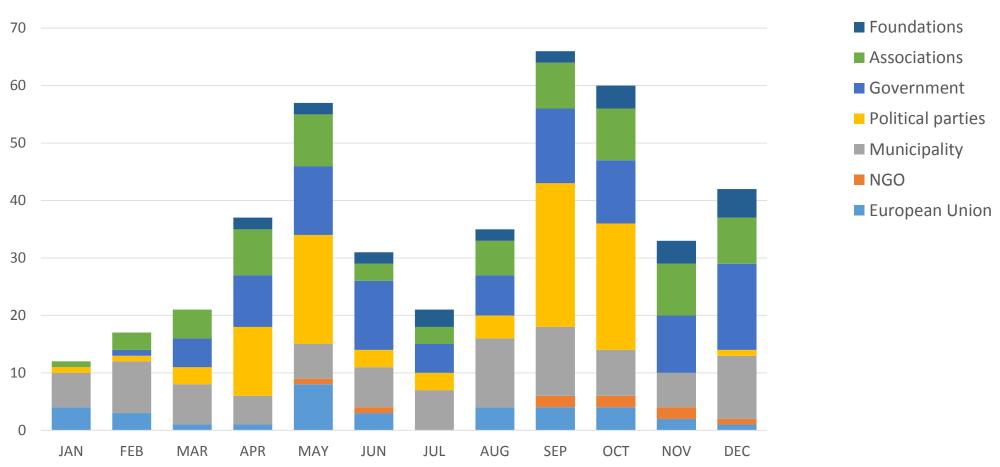


TOP 10 sectors - Market overview POLITICAL PARTIES & GOVERNMENT - SEASONALITY by number of campaigns - Jan/Dec 2014



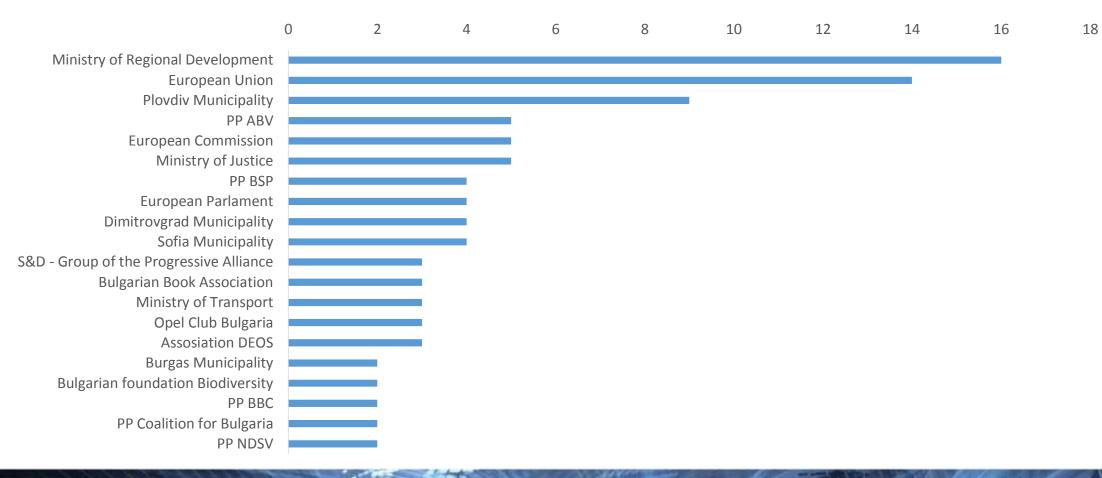


TOP 10 sectors - Market overview POLITICAL PARTIES & GOVERNMENT - CATEGORY ACTIVITIES



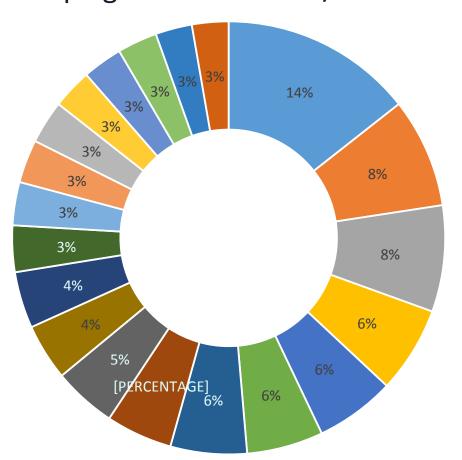


TOP 10 sectors - Market overview POLITICAL PARTIES & GOVERNMENT - TOP ADVERTISERS





TOP 10 sectors - Market overview POLITICAL PARTIES & GOVERNMENT - TOP used websites

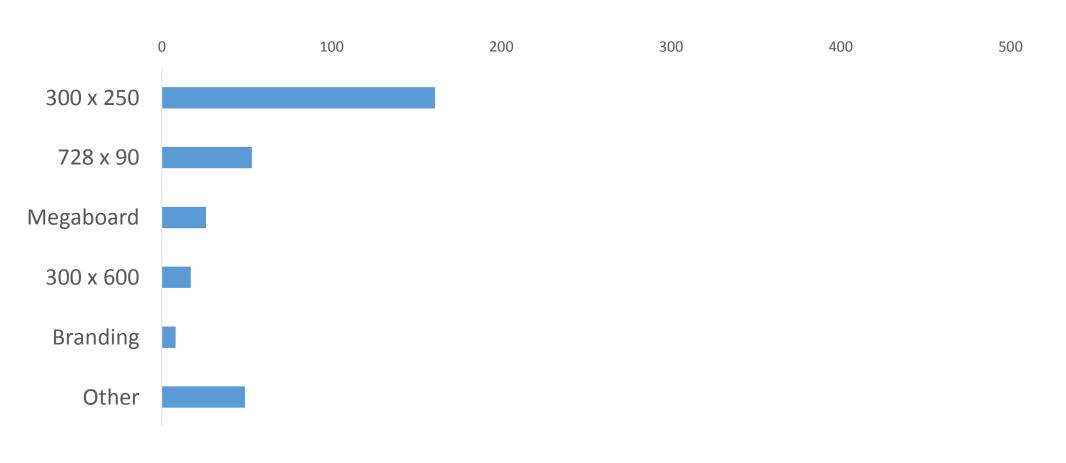


- dariknews.bg
- vesti.bg
- dnevnik.bg
- offnews.bg
- bulgariautre.bg
- capital.bg
- dnes.bg
- actualno.com
- 24chasa.bg
- blitz.bg
- trud.bg
- dir.bg
- btv.bg
- focus-news.net
- varnautre.bg
- abv.bg
- btvnews.bg
- dobrichutre.bg
- haskovo.info
- news.bg



TOP 10 sectors - Market overview POLITICAL PARTIES & GOVERNMENT - used banner formats

by registered creative - Jan/Dec 2014





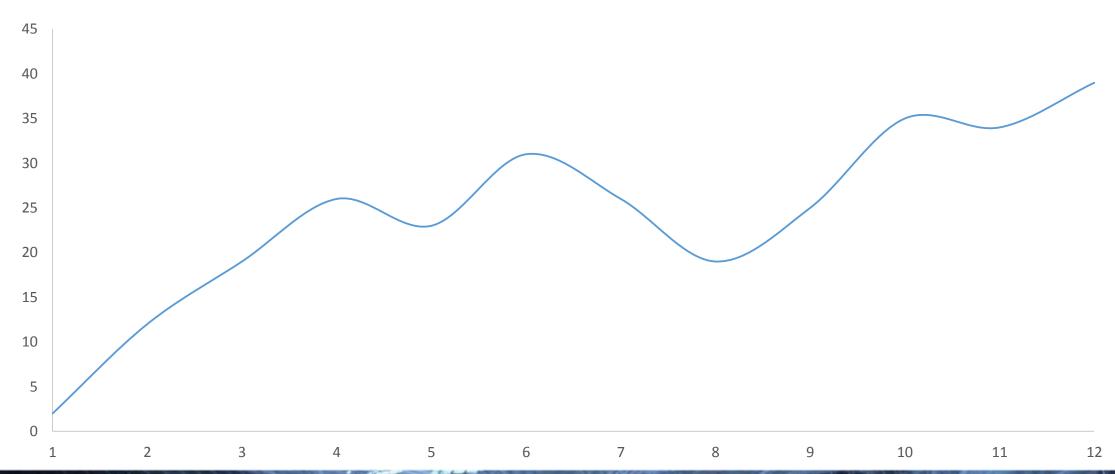
SECTOR Cosmetics





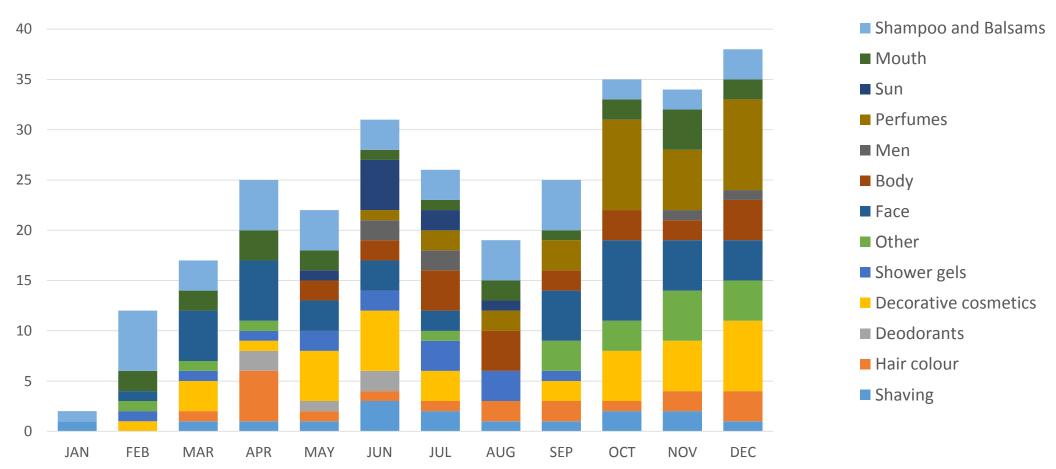
TOP 10 sectors - Market overview cosmetics - seasonality

by number of campaigns - Jan/Dec 2014





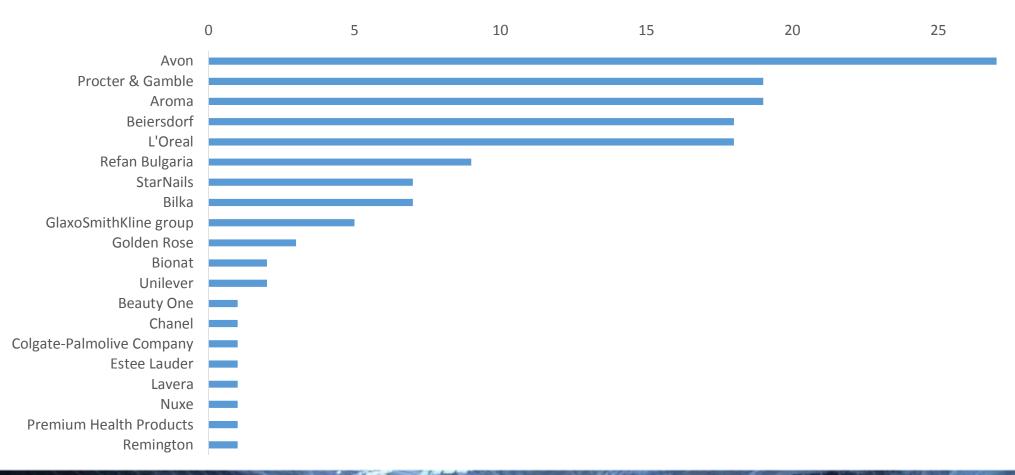
COSMETICS – CATEGORY ACTIVITIES





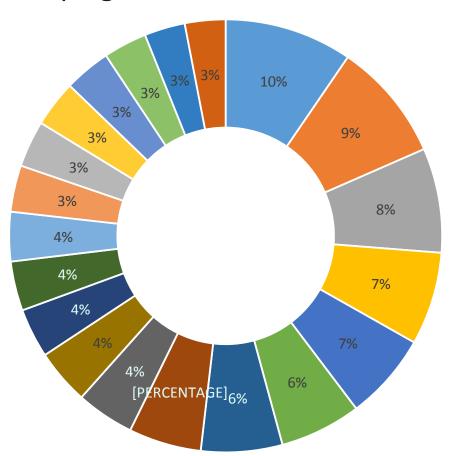
TOP 10 sectors - Market overview cosmetics - top advertisers

30





COSMETICS – TOP used websites

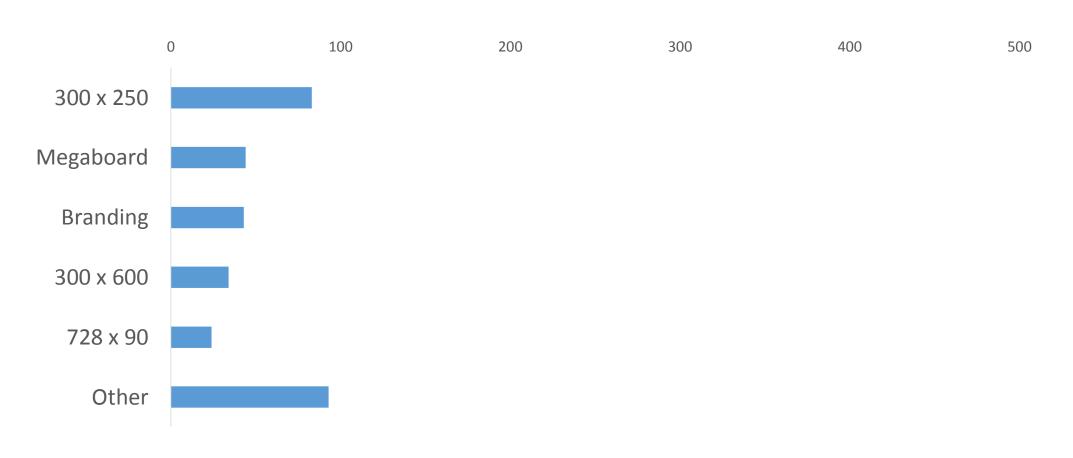


- ladyzone.bg
- edna.bg
- rozali.com
- woman.bg
- iwoman.bg
- btv.bg
- cosmopolitan.bg
- tialoto.bg
- btvnews.bg
- lifestyle.bg
- jenite.bg
- zajenata.bg
- zodia.bg
- dalivali.bg
- news.bg
- olx.bg
- sinoptik.bg
- tundzha.info
- struma.com
- yambolnews.net



COSMETICS – used banner formats

by registered creative - Jan/Dec 2014





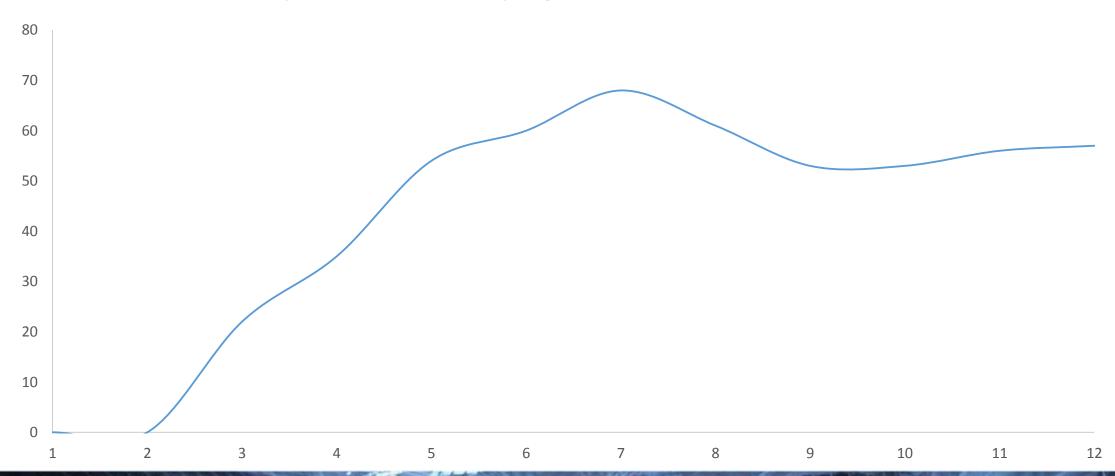
SECTOR Agricultures





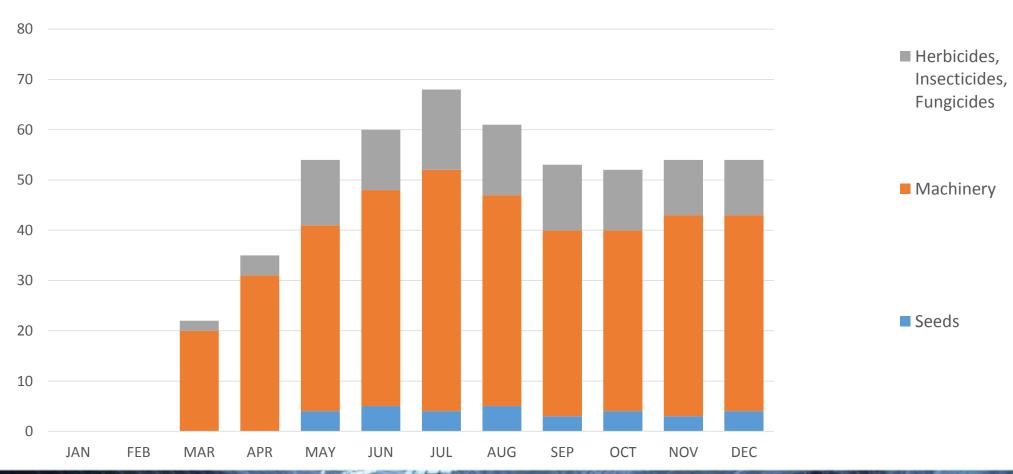
TOP 10 sectors - Market overview AGRICULTURES - SEASONALITY

by number of campaigns - Jan/Dec 2014





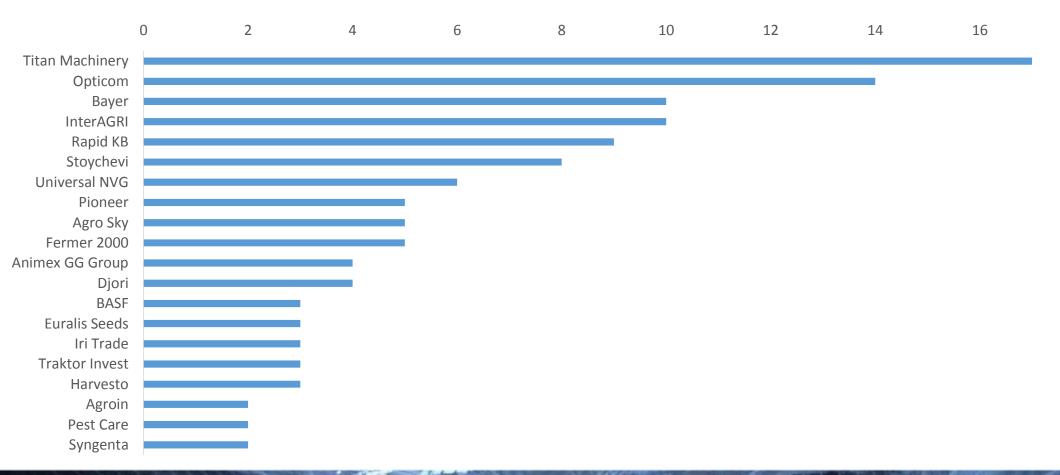
TOP 10 sectors - Market overview AGRICULTURES - CATEGORY ACTIVITIES





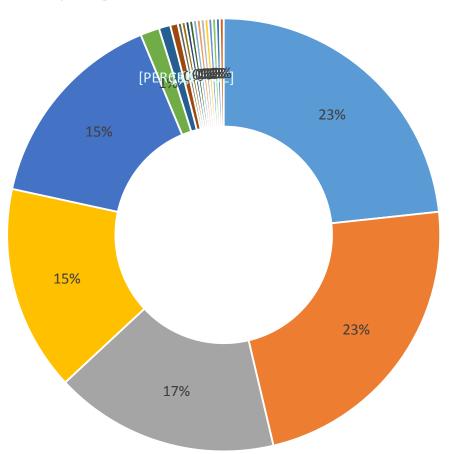
TOP 10 sectors - Market overview AGRICULTURES - TOP ADVERTISERS

18





AGRICULTURES – TOP used websites

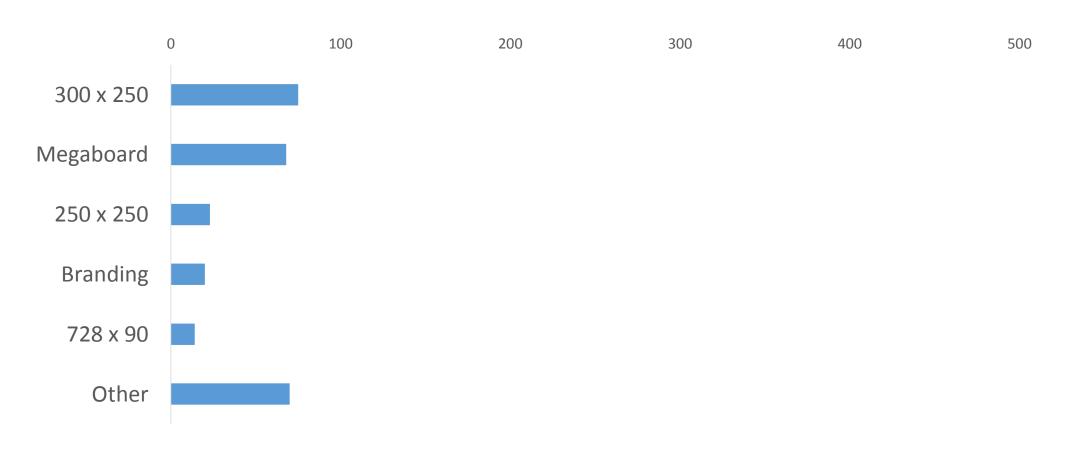


- fermer.bg
- tractor.bg
- agropazar.bg
- agro.bg
- agronet.bg
- bgfermer.bg
- blitz.bg
- bageri.bg
- 24chasa.bg
- 30dumi.eu
- bgdnes.bg
- btvnews.bg
- capital.bg
- dnes.bg
- dnevnik.bg
- dobrichutre.bg
- pik.bg
- starazagorautre.bg
- trud.bg
- varnautre.bg



AGRICULTURES – used banner formats

by registered creative - Jan/Dec 2014





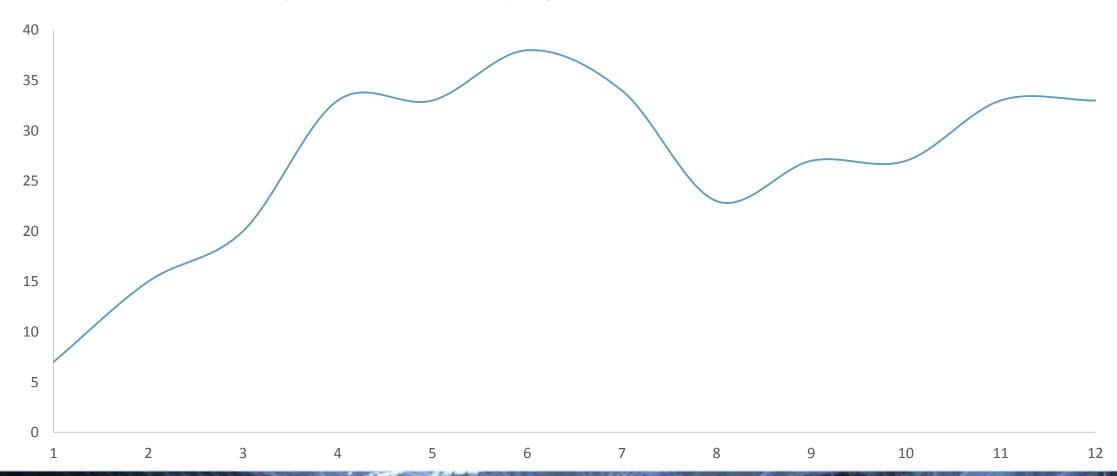
SECTOR Drinks





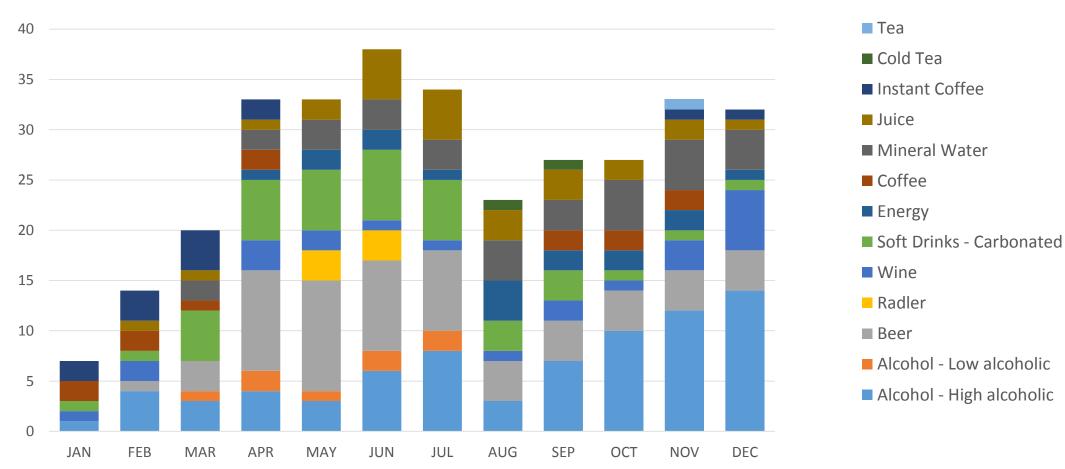
DRINKS – SEASONALITY

by number of campaigns - Jan/Dec 2014



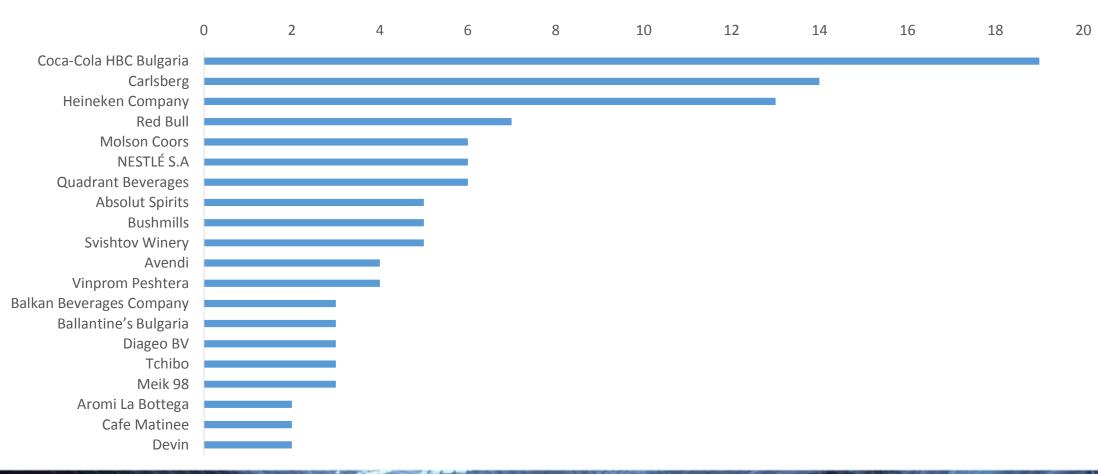


DRINKS – CATEGORY ACTIVITIES



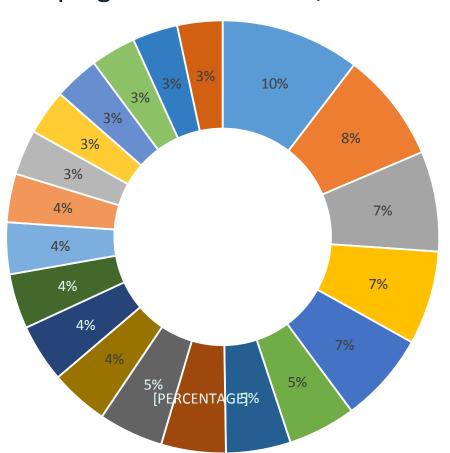


DRINKS - TOP ADVERTISERS





DRINKS – TOP used websites

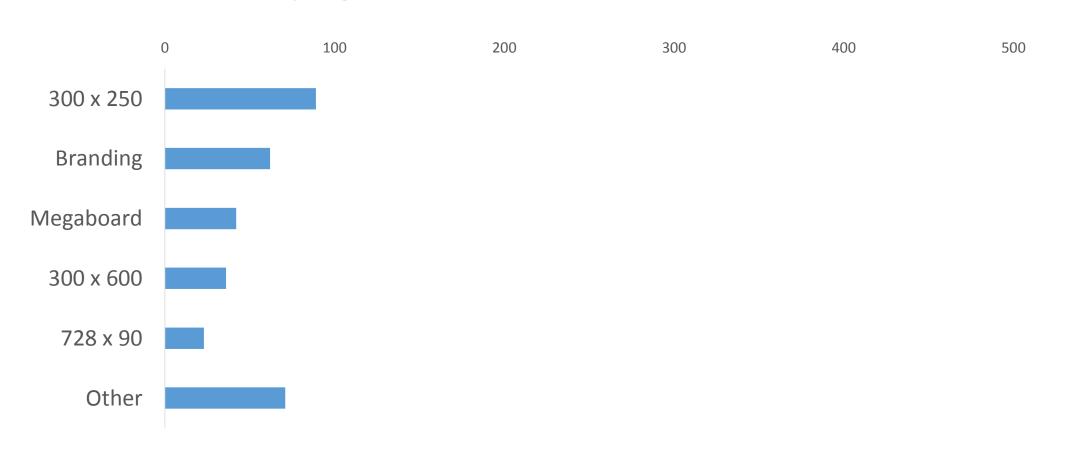


- sportal.bg
- actualno.com
- novini.bg
- btv.bg
- hotnews.bg
- dnes.bg
- btvnews.bg
- sofialive.bg
- vesti.bg
- programata.bg
- webcafe.bg
- ladyzone.bg
- bulevard.bg
- sinoptik.bg
- dalivali.bg
- dnevnik.bg
- gong.bg
- lifestyle.bg
- vbox7.com
- woman.bg



DRINKS – used banner formats

by registered creative - Jan/Dec 2014







For more data you can contact us on:

stefan@webnewsagent.com

+ 359 888 510027 webnewsagent.com

Stefan Stefanov