



CONTENT

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



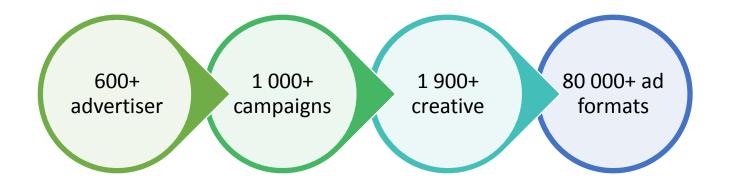
Who we are

- 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, When 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.



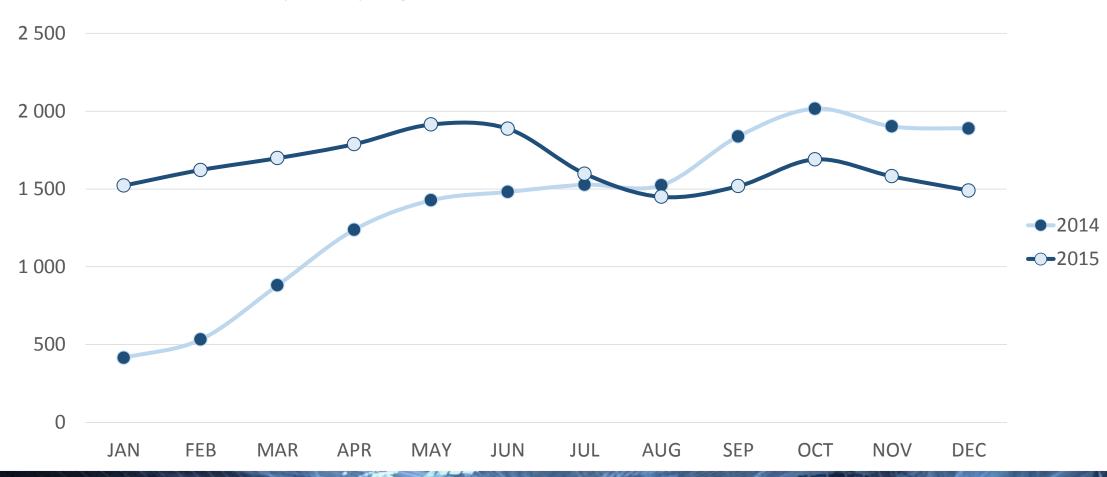
GENERAL MARKET OVERVIEW





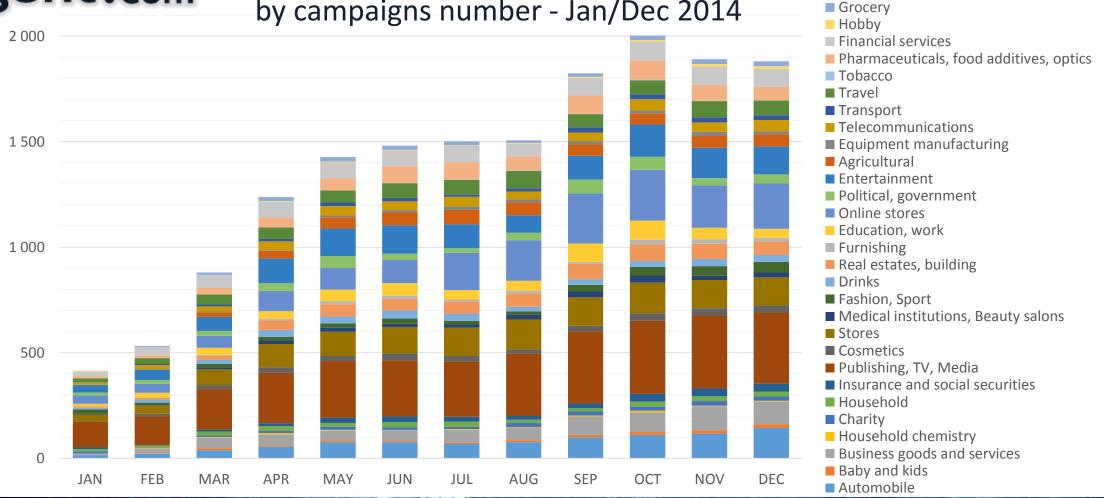
General market overview CAMPAIGN SEASONALITY

by campaigns number – 2014 & 2015



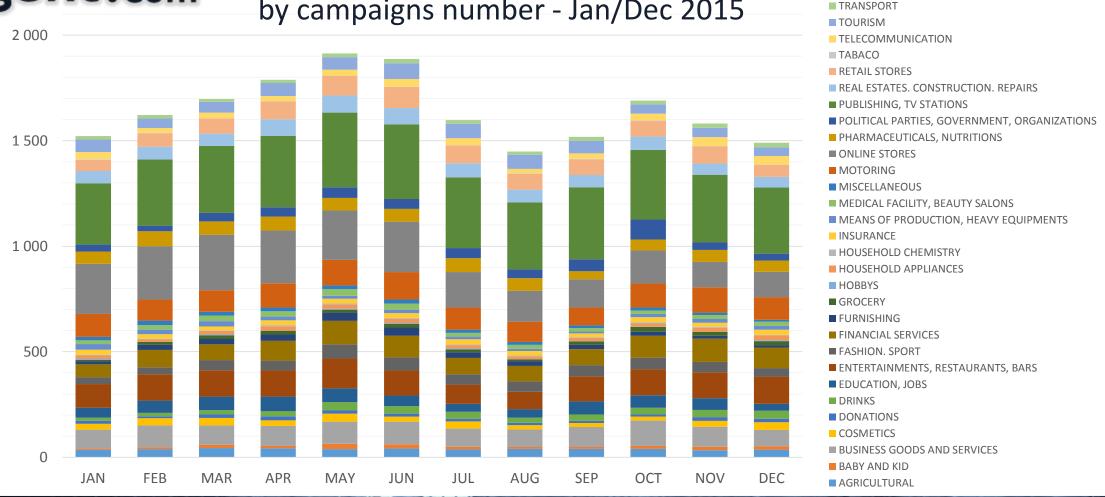


General market overview **CAMPAIGN SEASONALITY**





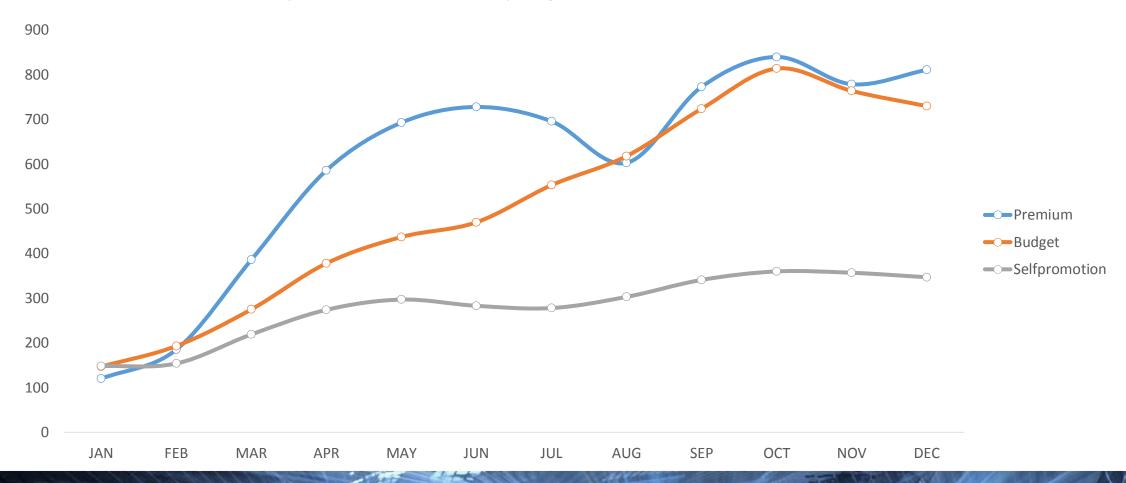
General market overview **CAMPAIGN SEASONALITY**





General market overview TYPE OF ADVERTYSERS

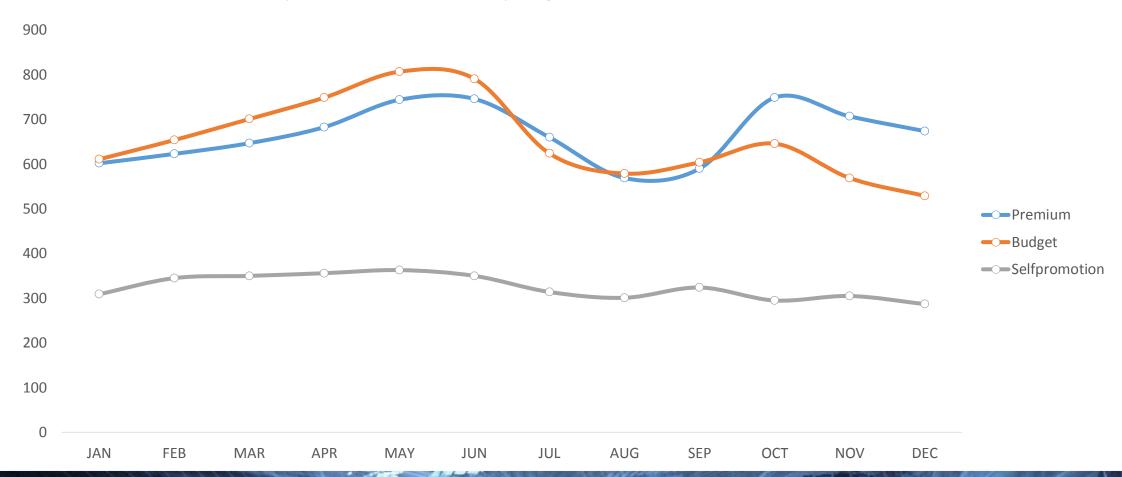
by number of campaigns - Jan/Dec 2014





General market overview TYPE OF ADVERTYSERS

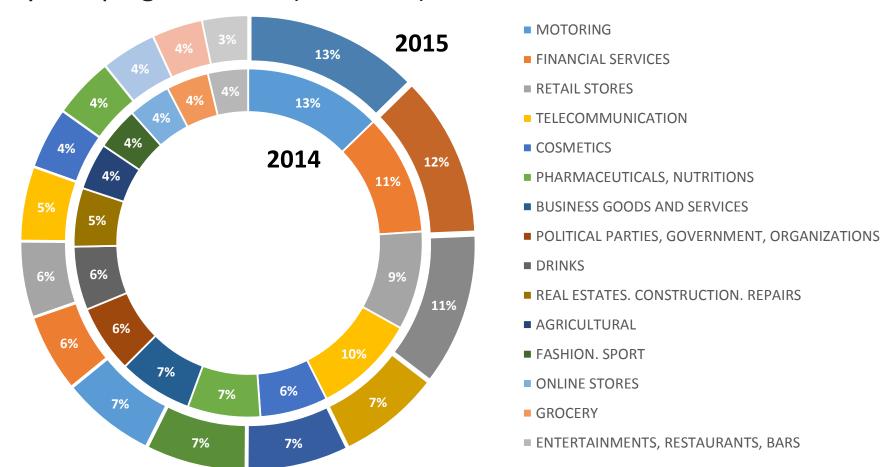
by number of campaigns - Jan/Dec 2015





General market overview TOP 15 SECTORS

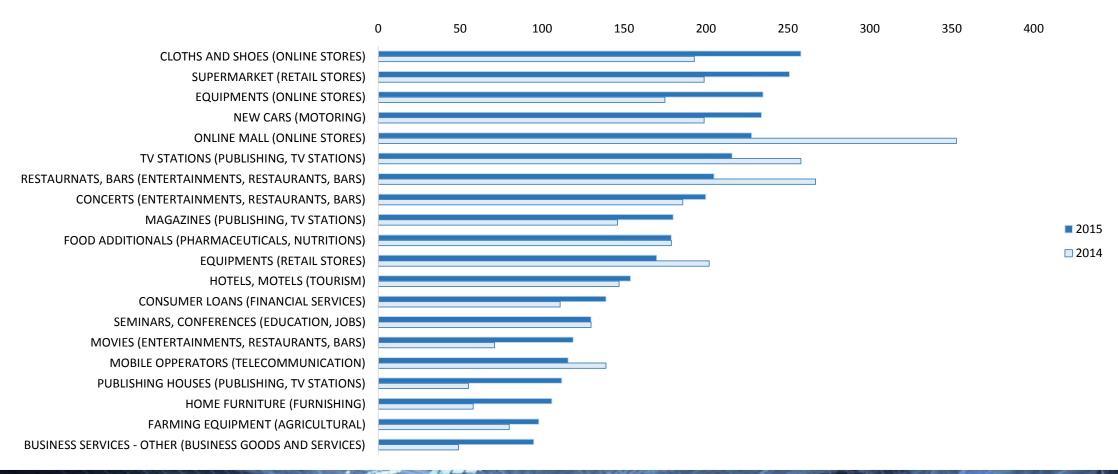
by campaign number (Premium) – 2014 & 2015





General market overview TOP 20 CATEGORY

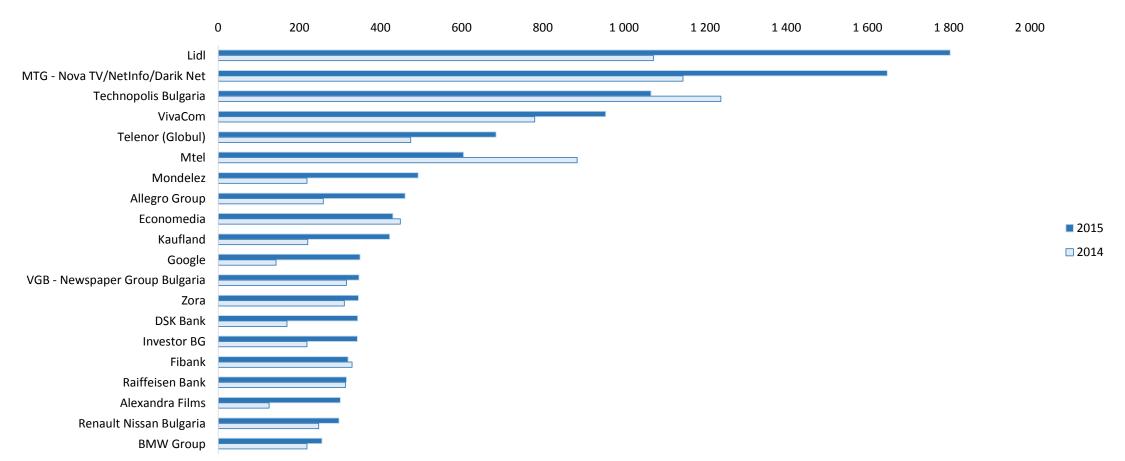
by campaign numbers – 2014 & 2015





General market overview 20 MOST ACTIVE ADVERTISERS

by number of campaigns @ sites - 2014 & 2015





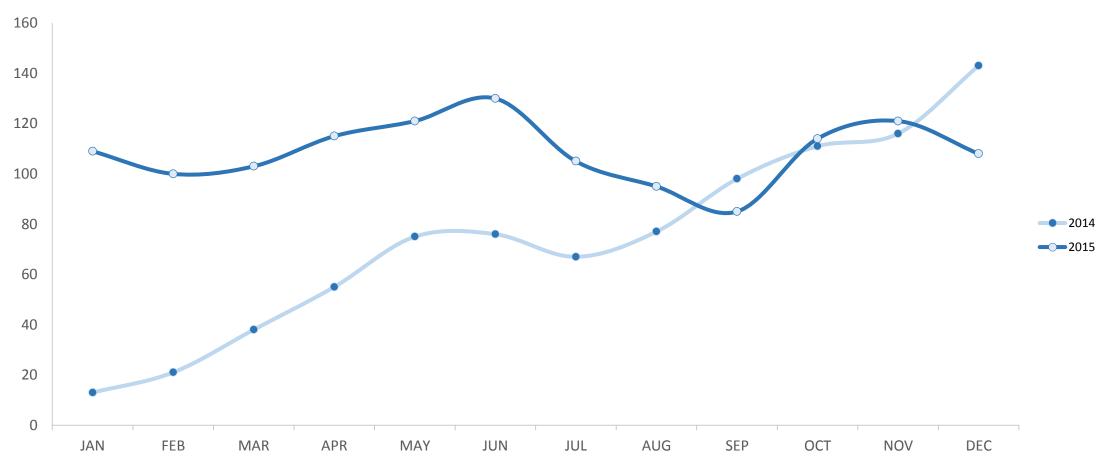
SECTOR MOTORING





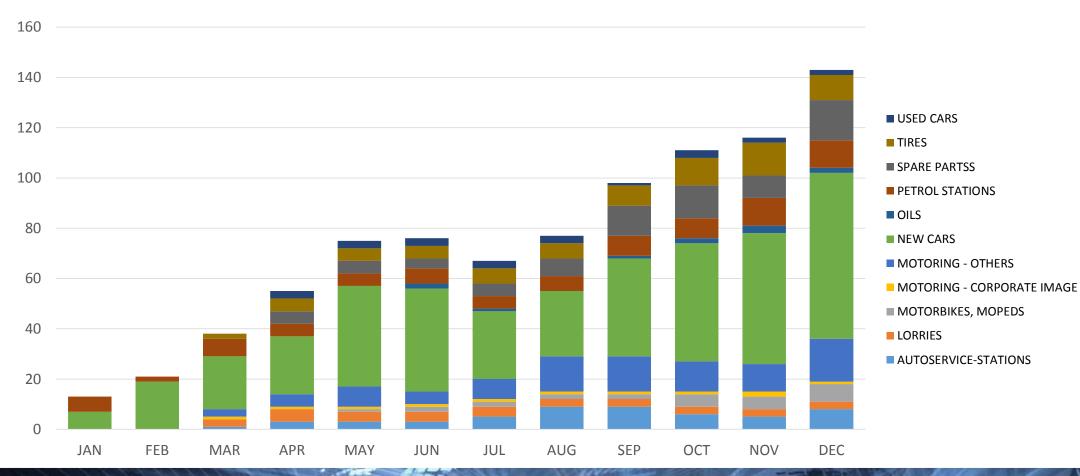
MOTORING – SEASONALITY

by number of campaigns – 2014 & 2015



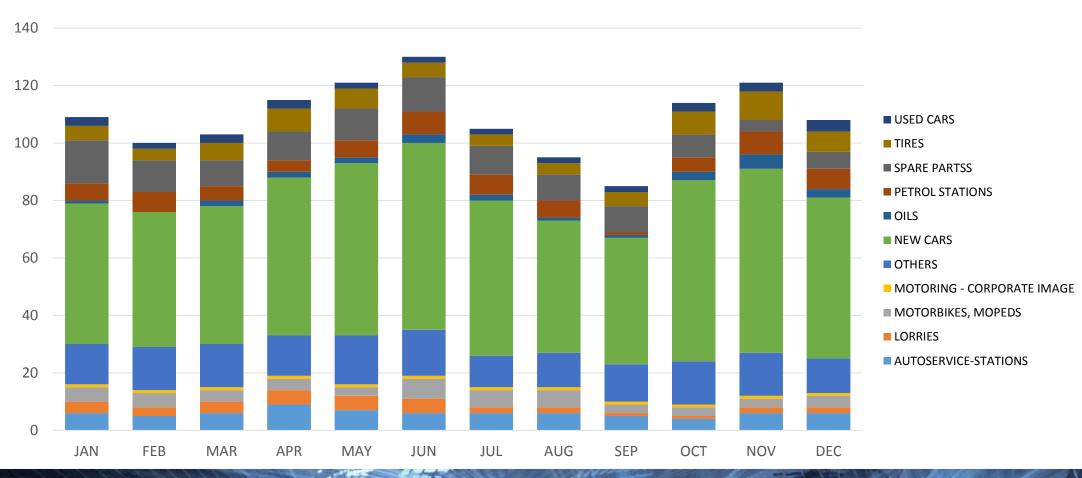


MOTORING – CATEGORY ACTIVITIES





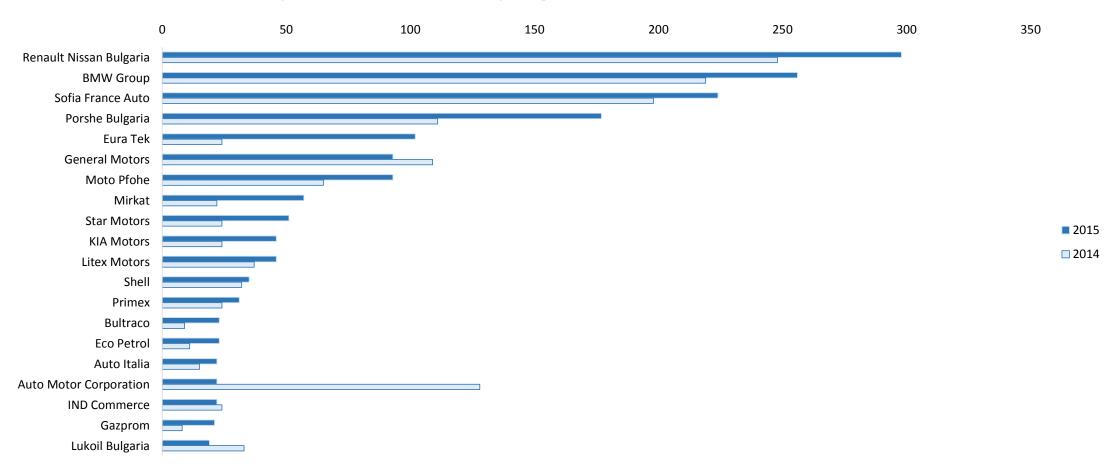
MOTORING – CATEGORY ACTIVITIES





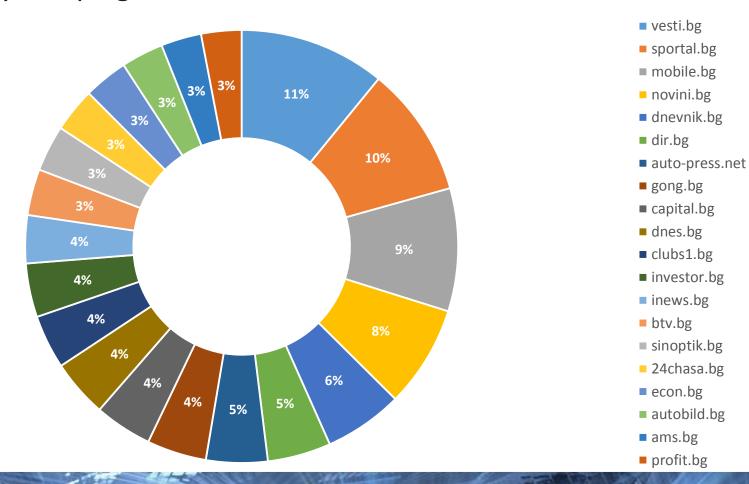
MOTORING – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites - 2014 & 2015



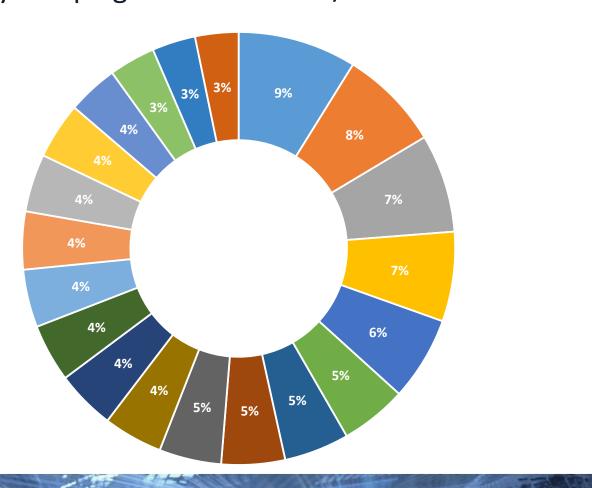


MOTORING – TOP used websites





MOTORING – TOP used websites



- mobile.bg
- vesti.bg
- auto-press.net
- sportal.bg
- novini.bg
- dnevnik.bg
- capital.bg
- gong.bg
- dnes.dir.bg
- plovdiv.dir.bg
- rousse.dir.bg
- 24chasa.bg
- burgas.dir.bg
- sinoptik.bg
- varna.dir.bg
- sofia.dir.bg
- clubs1.bg
- webcafe.bg
- actualno.com
- dnes.bg



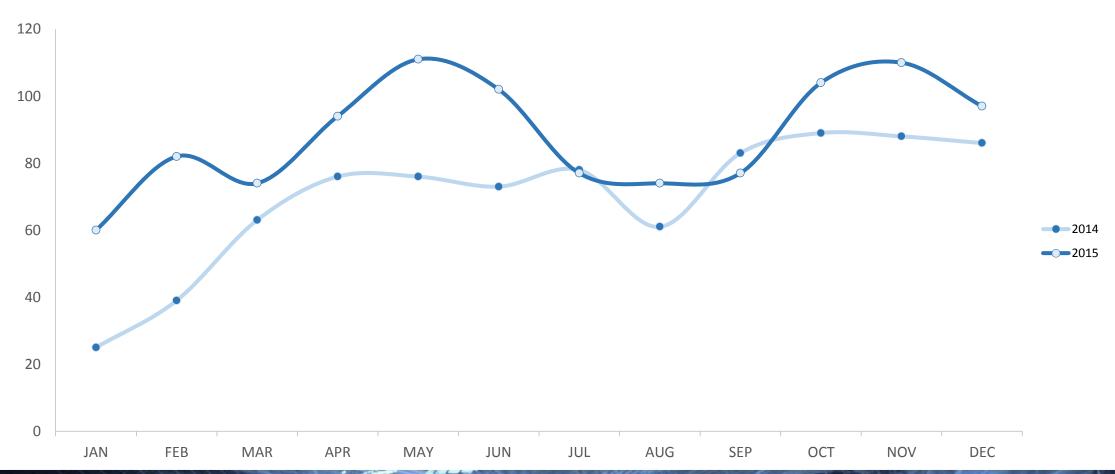
SECTOR FINANCIAL SERVICES





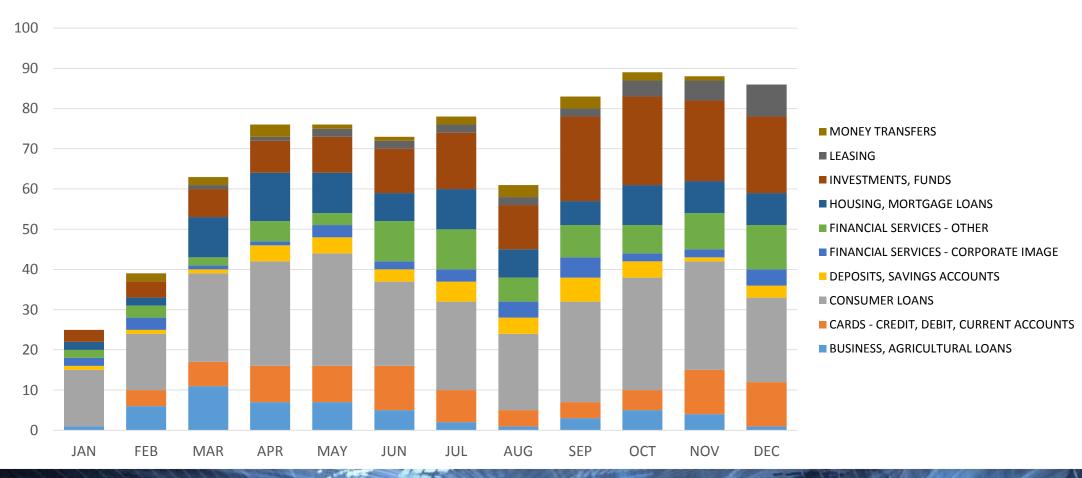
FINANCIAL SERVICES – SEASONALITY

by number of campaigns – 2014 & 2015



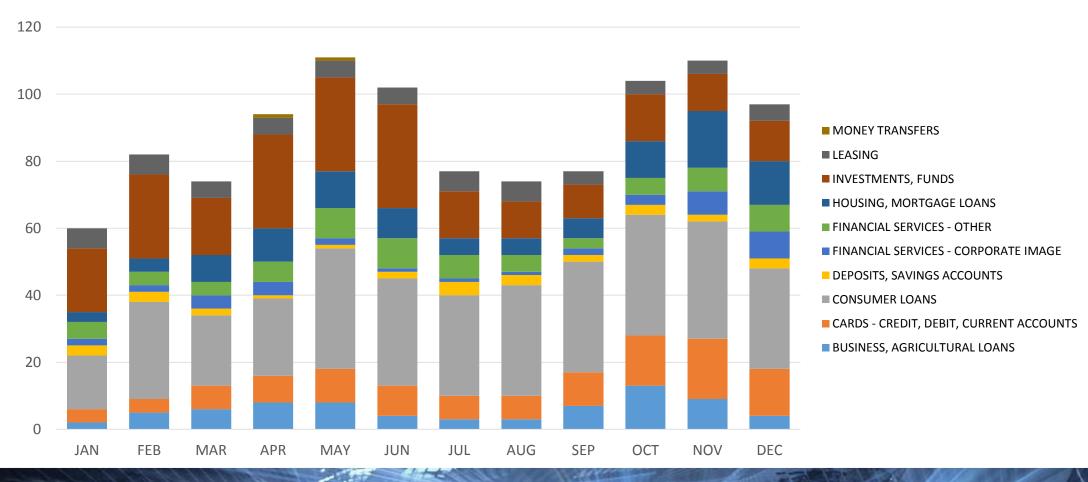


FINANCIAL SERVICES – CATEGORY ACTIVITIES





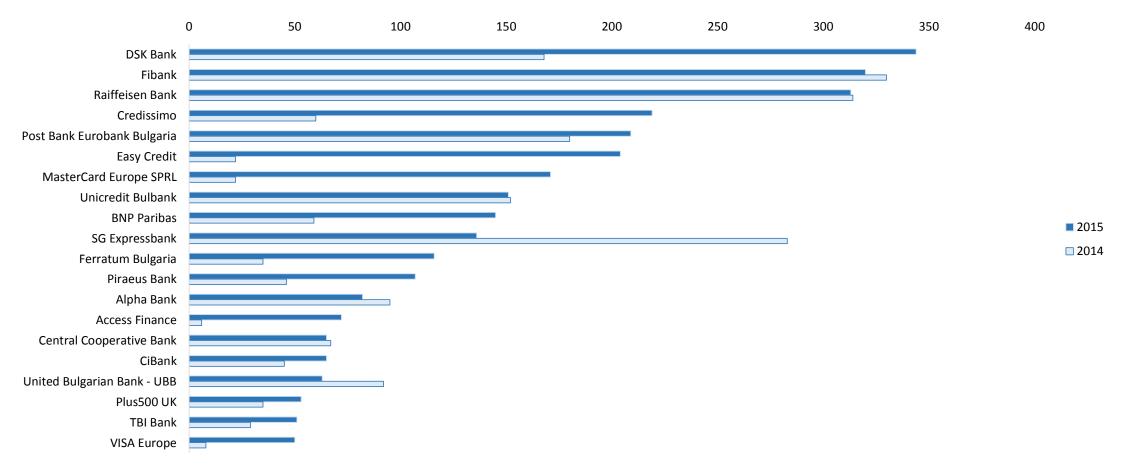
FINANCIAL SERVICES – CATEGORY ACTIVITIES





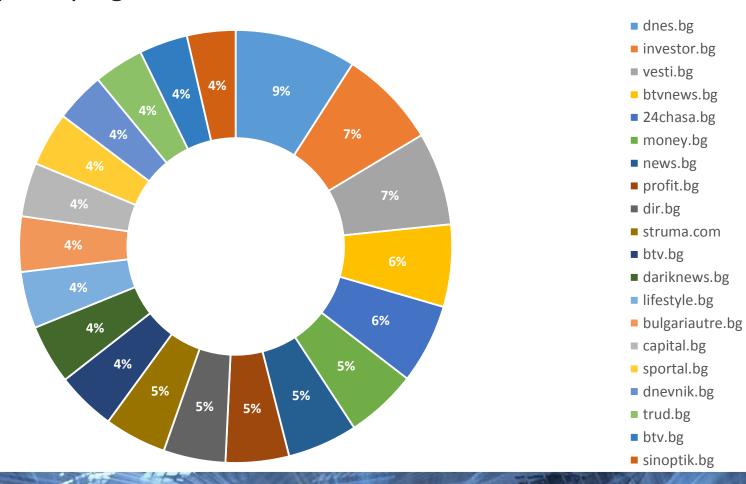
FINANCIAL SERVICES – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015



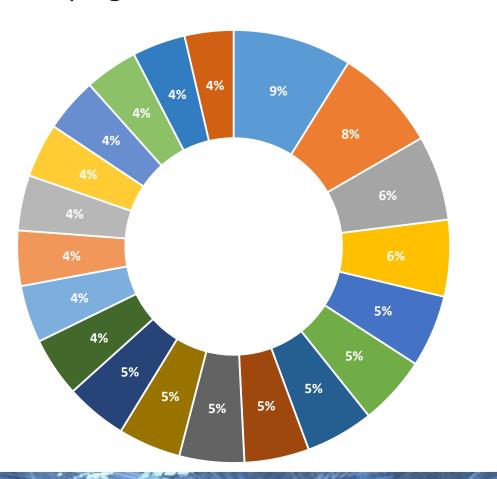


FINANCIAL SERVICES – TOP used websites





FINANCIAL SERVICES – TOP used websites



- vesti.bg
- investor.bg
- dnes.bg
- sinoptik.bg
- profit.bg
- novini.bg
- 24chasa.bg
- capital.bg
- dnes.dir.bg
- dnevnik.bg
- btvnews.bg
- sportal.bg
- btv.bg
- plovdiv.dir.bg
- rousse.dir.bg
- burgas.dir.bg
- varna.dir.bg
- dir.bg
- sofia.dir.bg
- trud.bg



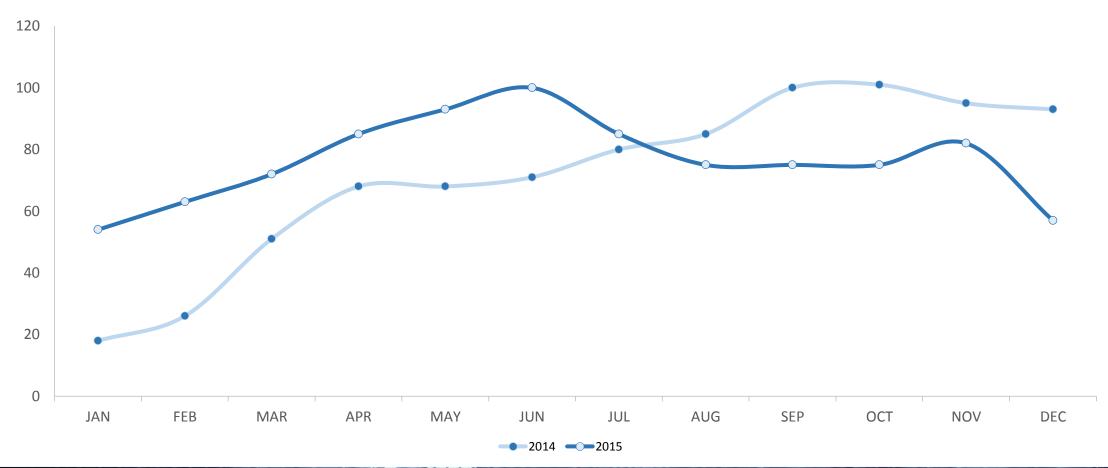
SECTOR RETAIL STORES





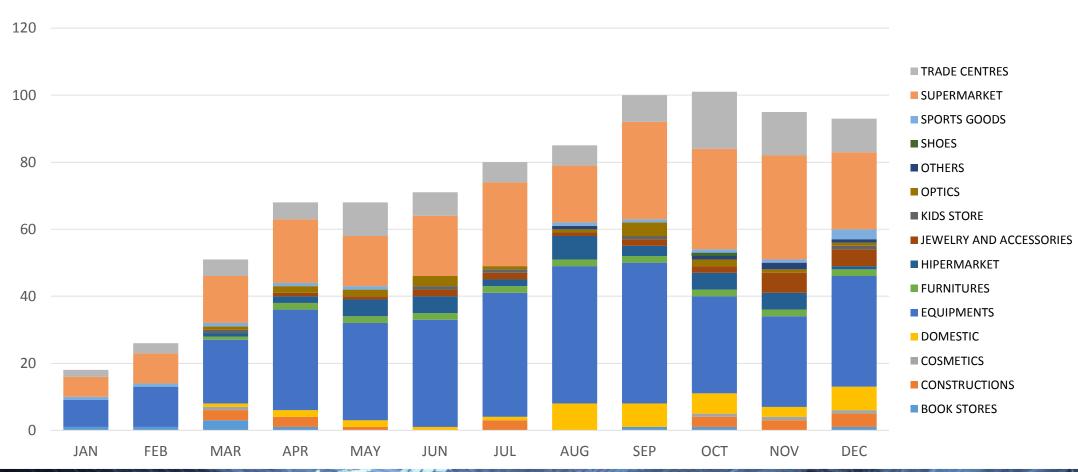
RETAIL STORES – SEASONALITY

by number of campaigns – 2014 & 2015



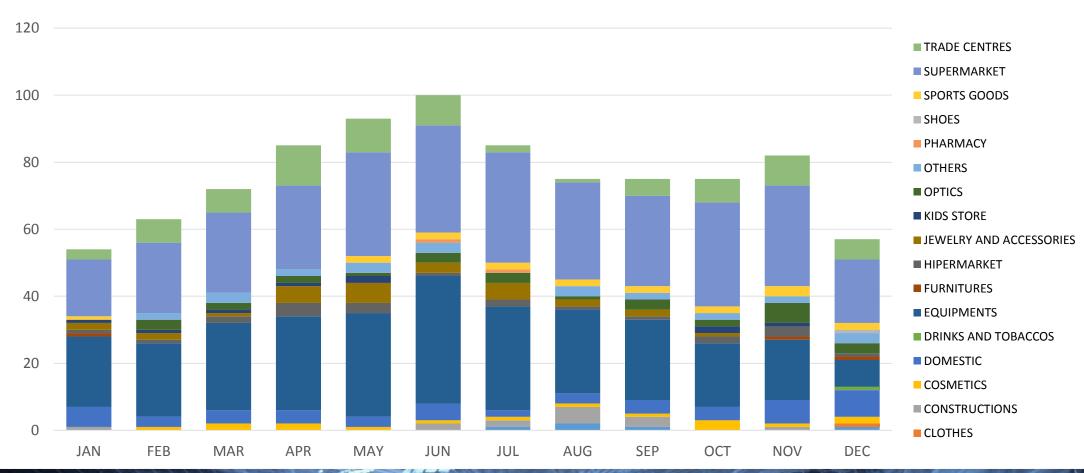


RETAIL STORES – CATEGORY ACTIVITIES





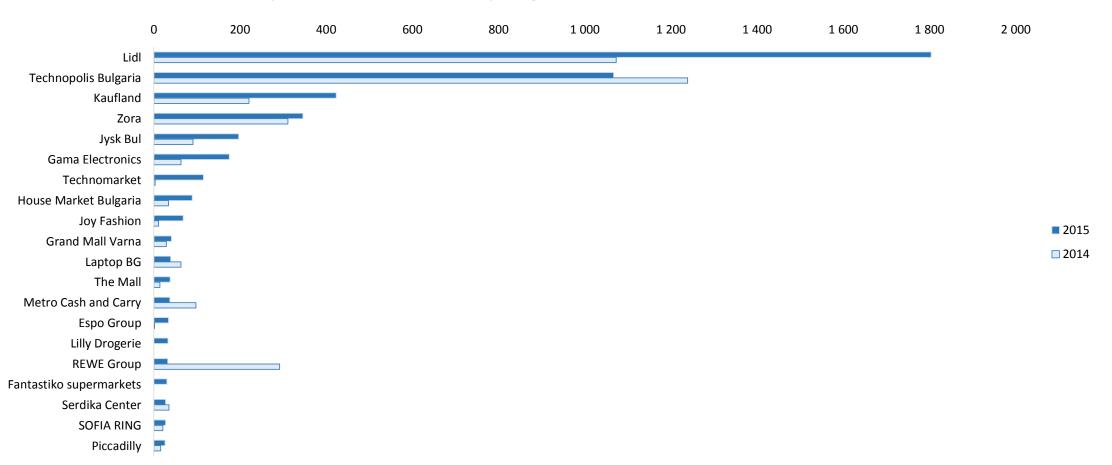
RETAIL STORES – CATEGORY ACTIVITIES





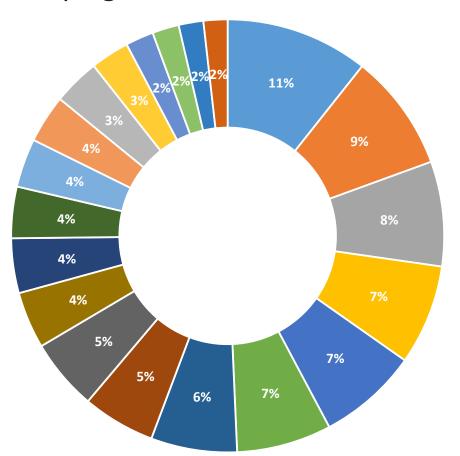
RETAIL STORES – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015





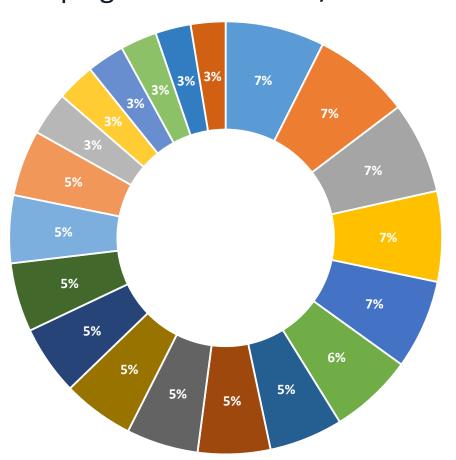
RETAIL STORES – TOP used websites



- 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



RETAIL STORES – TOP used websites



- 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
- automedia.bg
- gol.bg
- actualno.com
- start.bg
- life.dir.bg
- pik.bg
- vkusotii.dir.bg
- zodiac.dir.bg



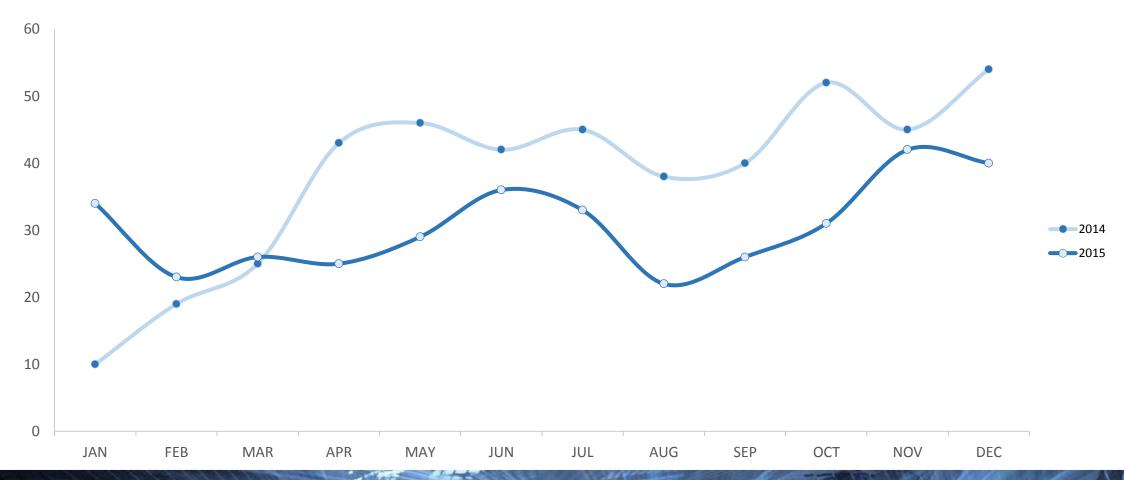






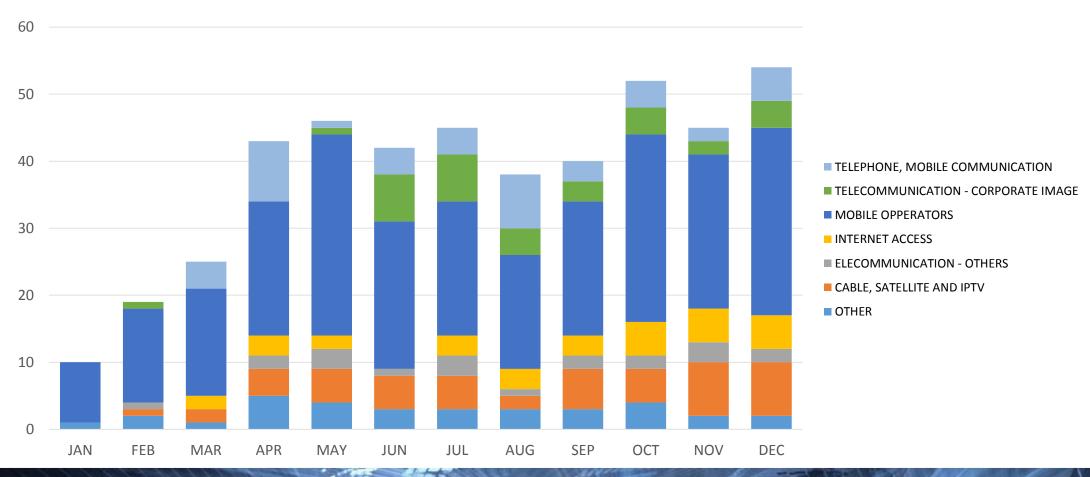
TELECOMMUNICATION – SEASONALITY

by campaign numbers – 2014 & 2015



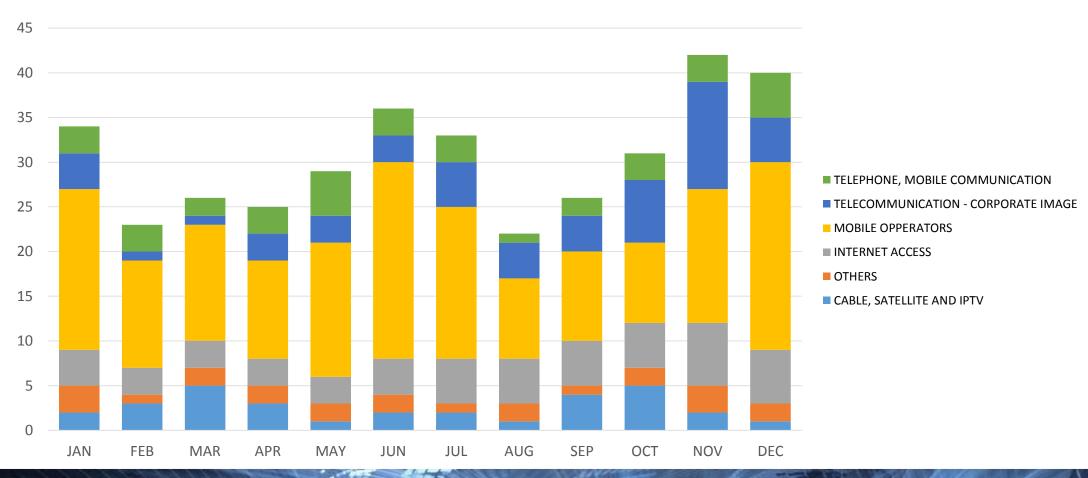


TELECOMMUNICATION – CATEGORY ACTIVITIES





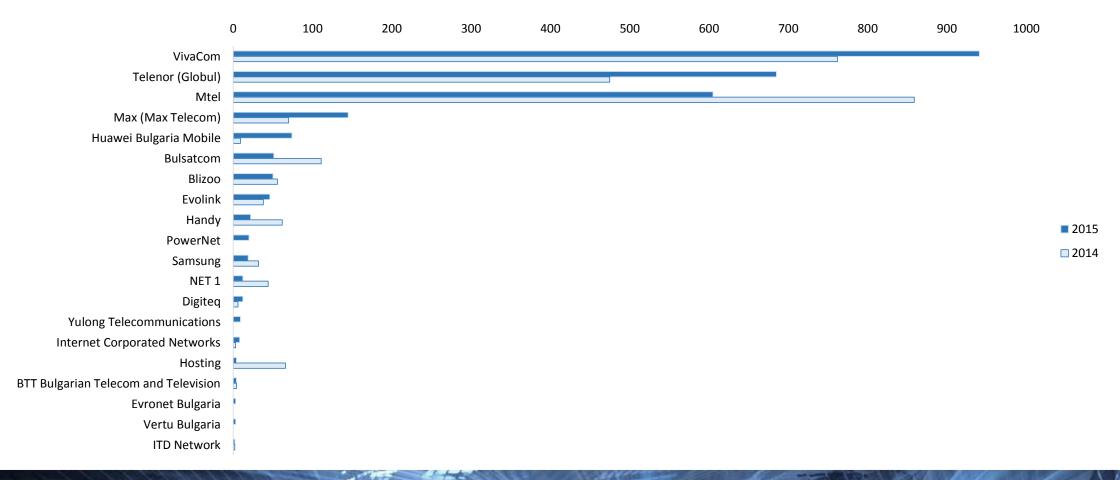
TELECOMMUNICATION – CATEGORY ACTIVITIES





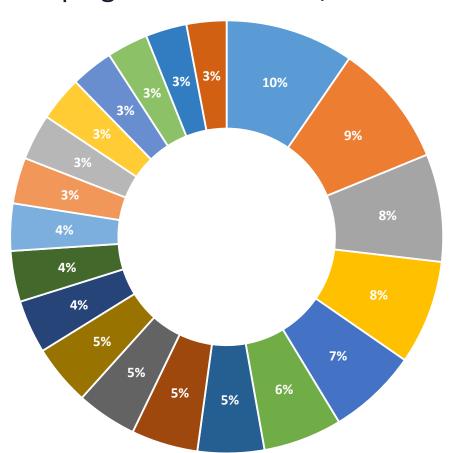
TELECOMMUNICATION – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015





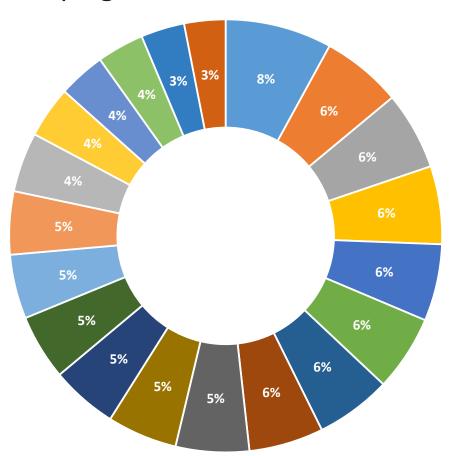
TELECOMMUNICATION – TOP used websites



- 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



TELECOMMUNICATION – TOP used websites



- 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



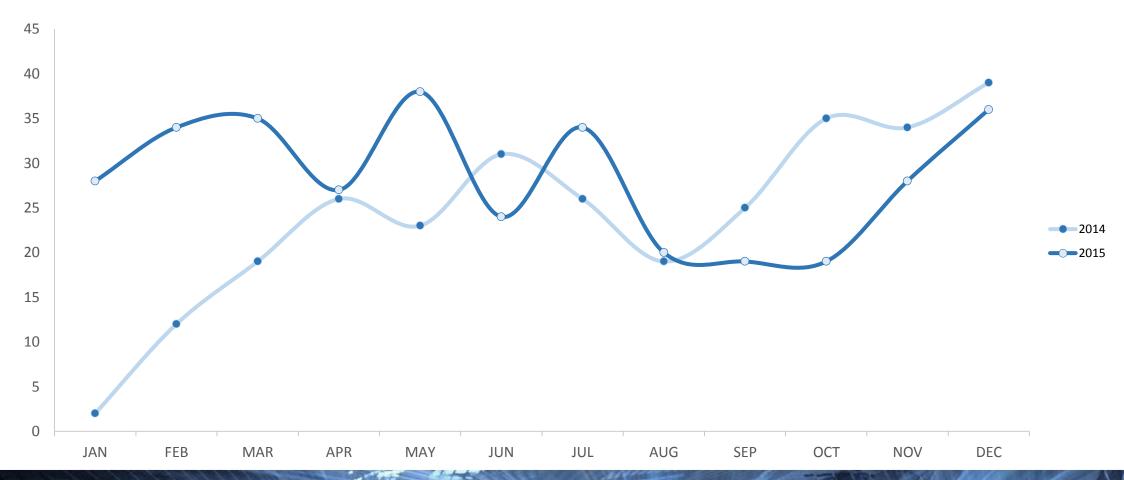
SECTOR COSMETICS





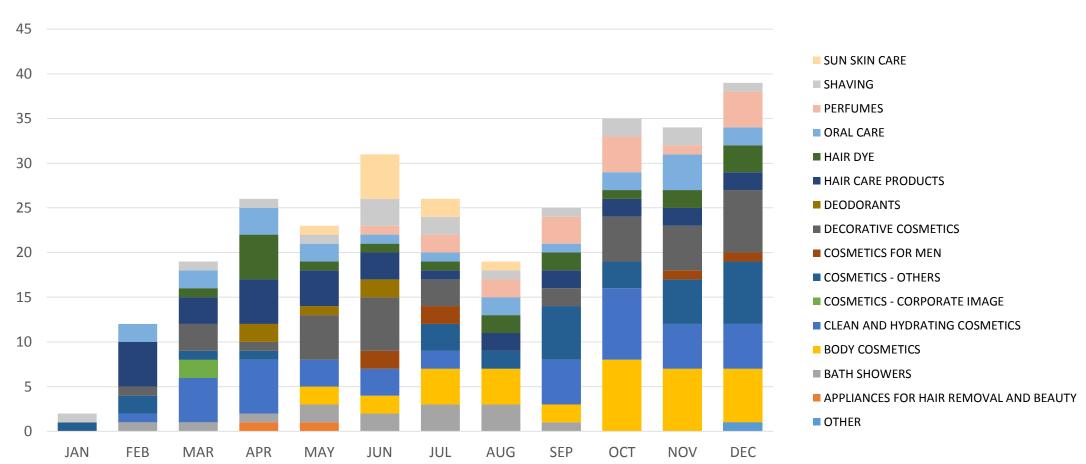
COSMETICS – SEASONALITY

by number of campaigns – 2014 & 2015



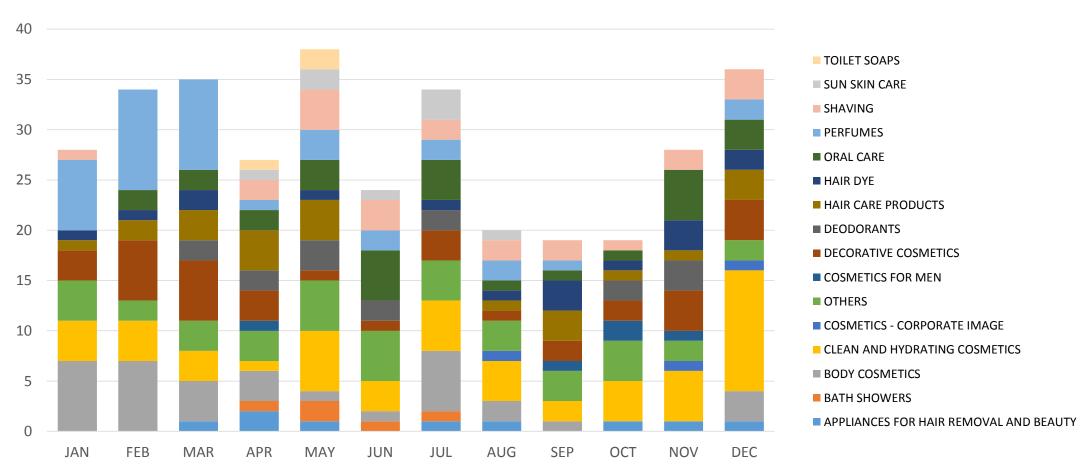


COSMETICS – CATEGORY ACTIVITIES





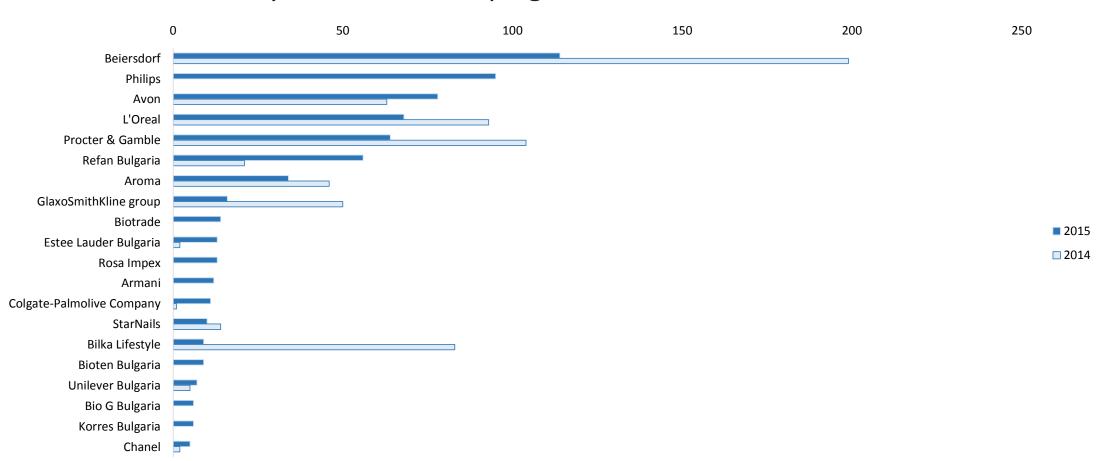
COSMETICS – CATEGORY ACTIVITIES





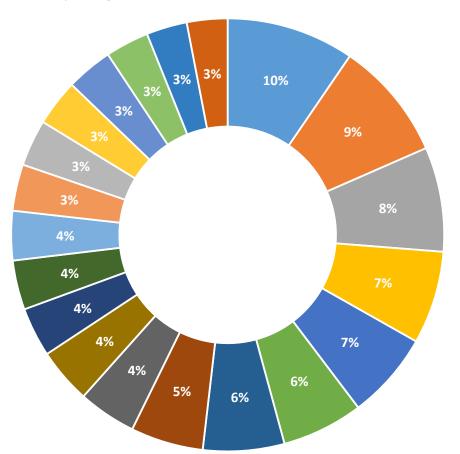
COSMETICS – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015





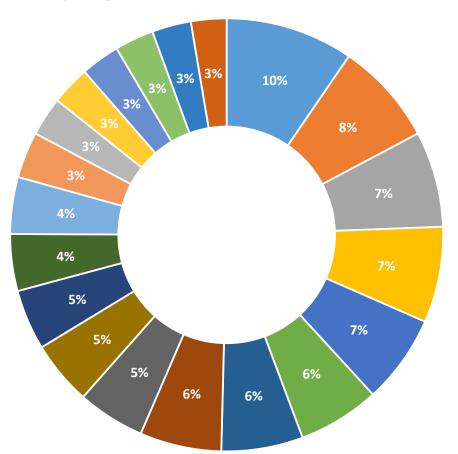
COSMETICS – **TOP** used websites



- 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 – TOP used websites



- 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



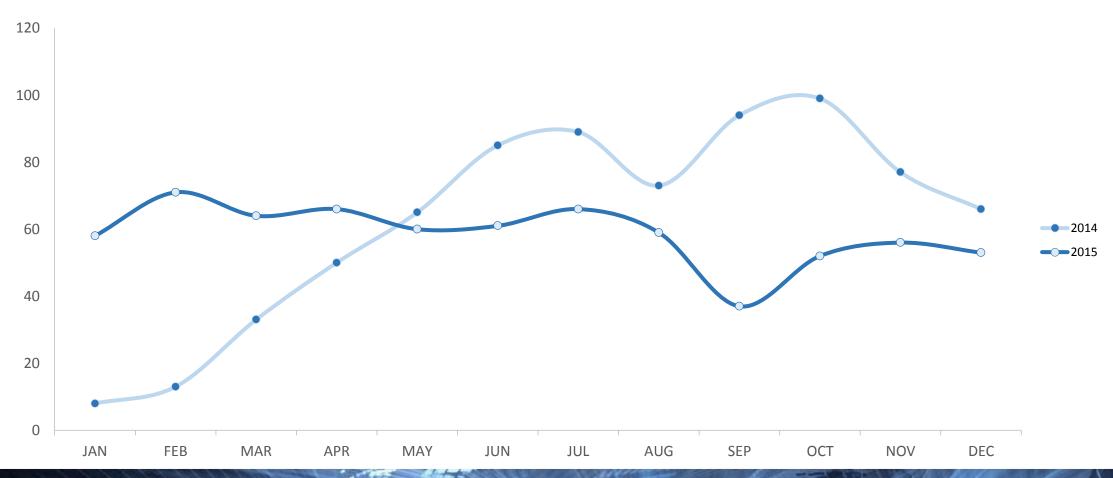
SECTOR PHARMACEUTICALS, NUTRITIONS





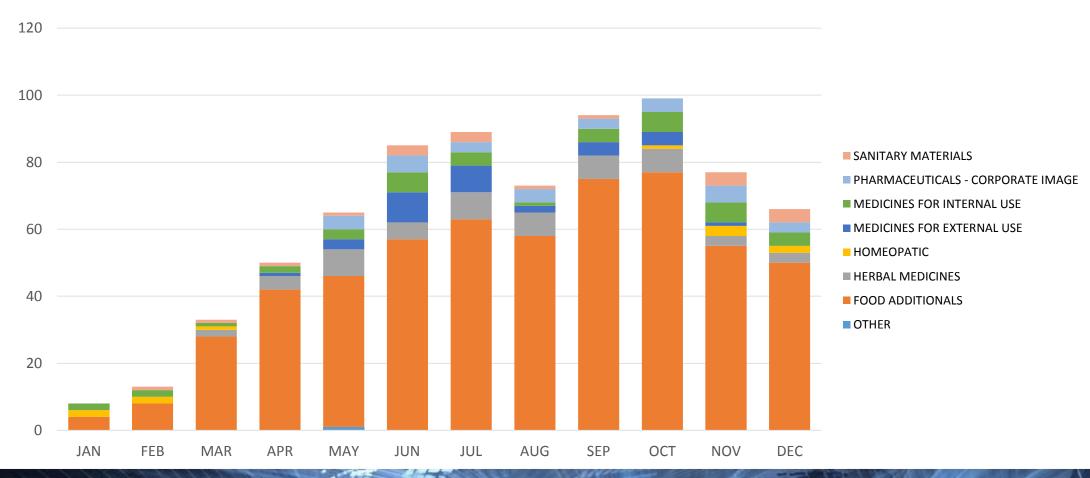
PHARMACEUTICALS, NUTRITIONS - SEASONALITY

by number of campaigns – 2014 & 2015



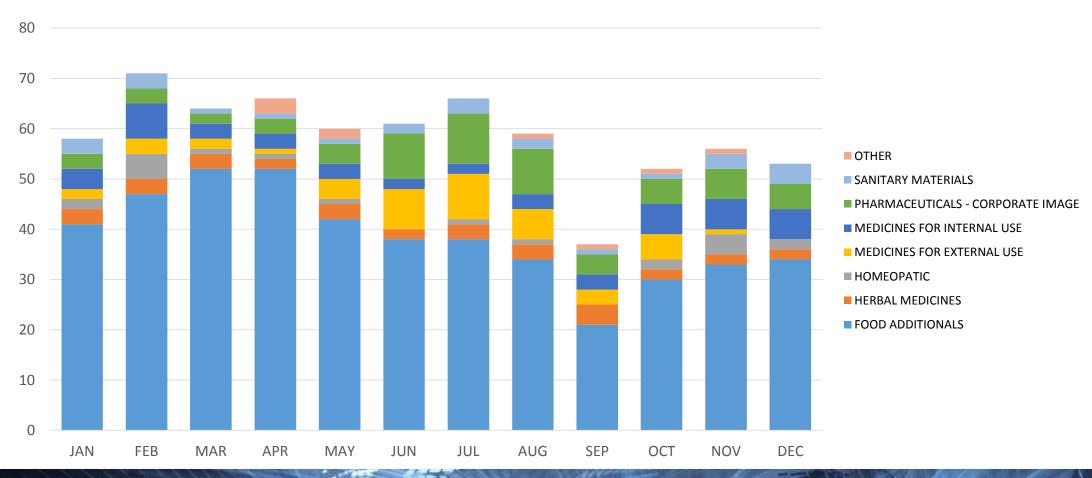


PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES





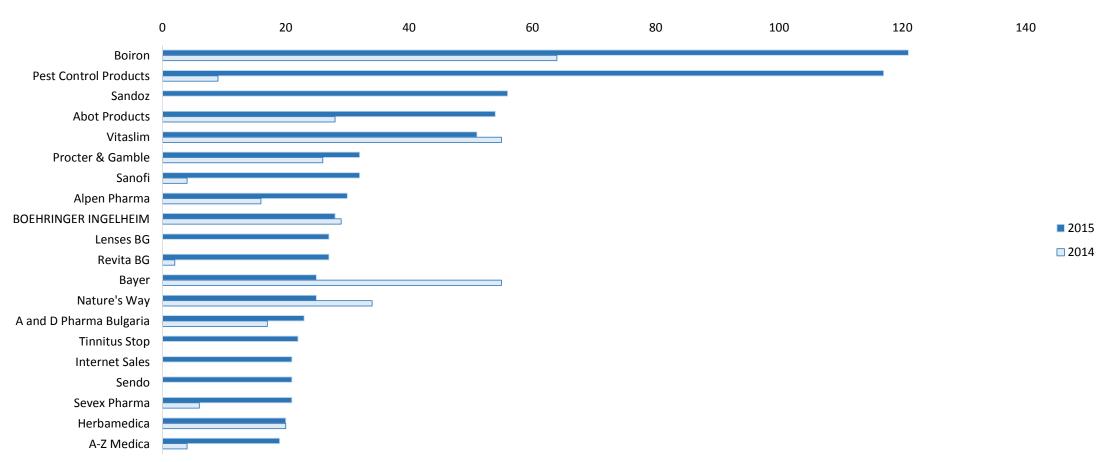
PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES





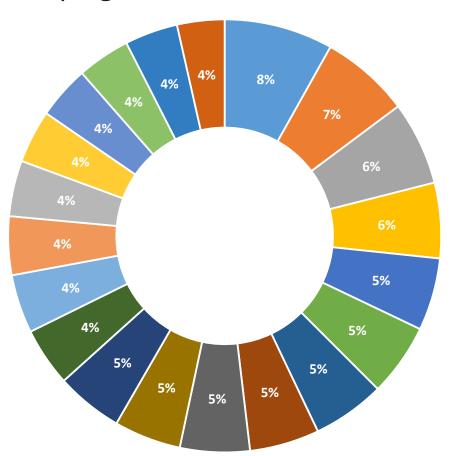
PHARMACEUTICALS, NUTRITIONS – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites - 2014 & 2015





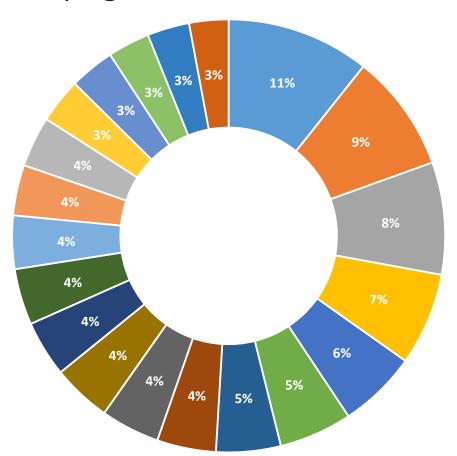
PHARMACEUTICALS, NUTRITIONS – TOP used websites



- 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



PHARMACEUTICALS, NUTRITIONS – TOP used websites



- blitz.bg
- edna.bg
- sinoptik.bg
- bg-mamma.com
- vesti.bg
- struma.com
- ladyzone.bg
- bgvolleyball.com
- woman.hotnews.bg
- zajenata.bg
- 24chasa.bg
- btv.bg
- puls.bg
- rozali.com
- tennis24.bg
- btvnews.bg
- novini.bg
- az-jenata.bg
- sportal.bg
- dnes.bg



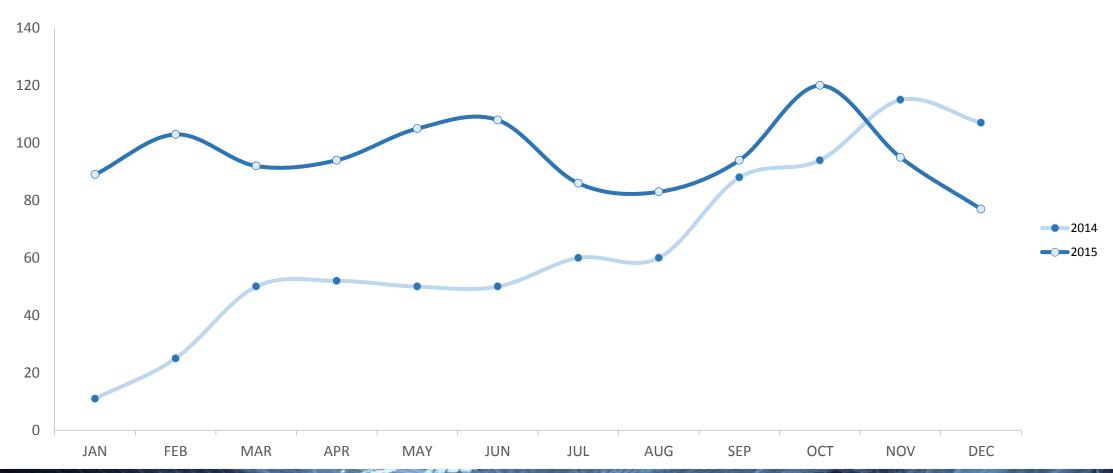
SECTOR BUSINESS GOODS AND SERVICES





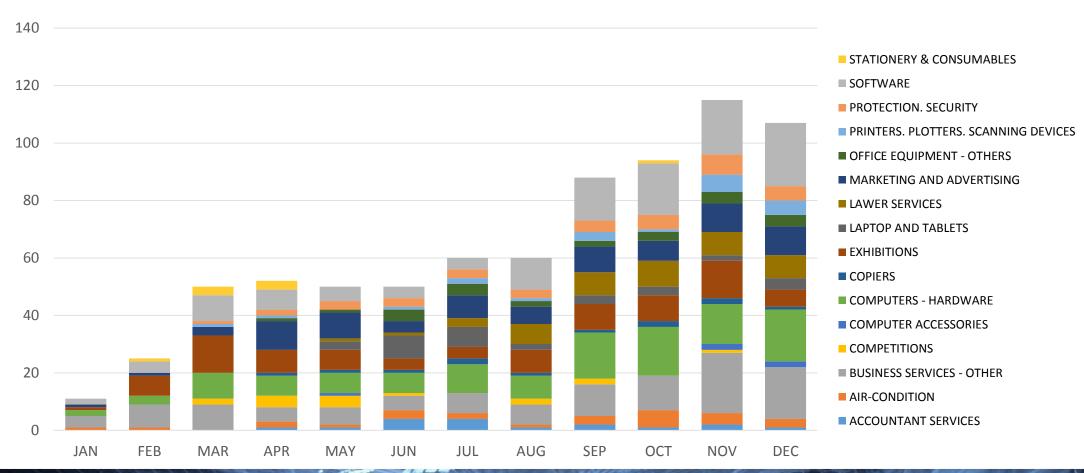
BUSINESS GOODS AND SERVICES – SEASONALITY

by number of campaigns – 2014 & 2015



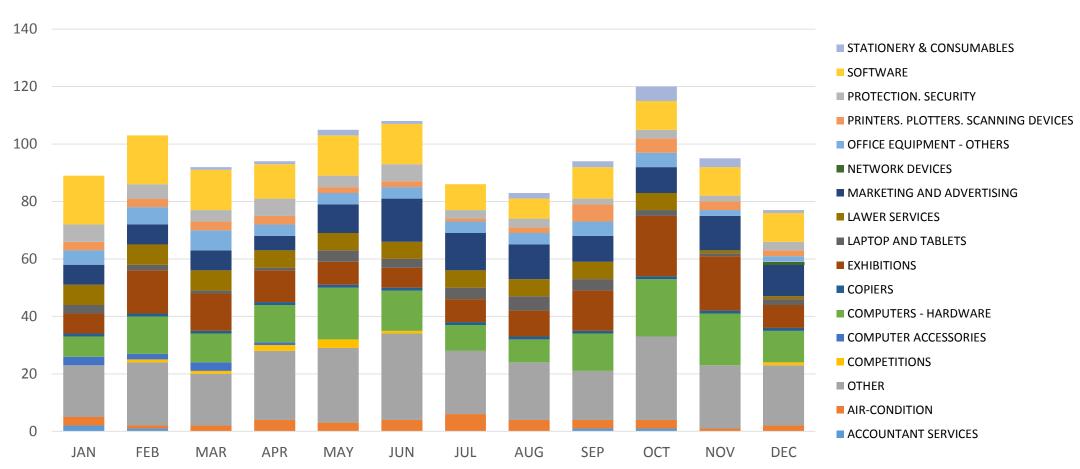


BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES





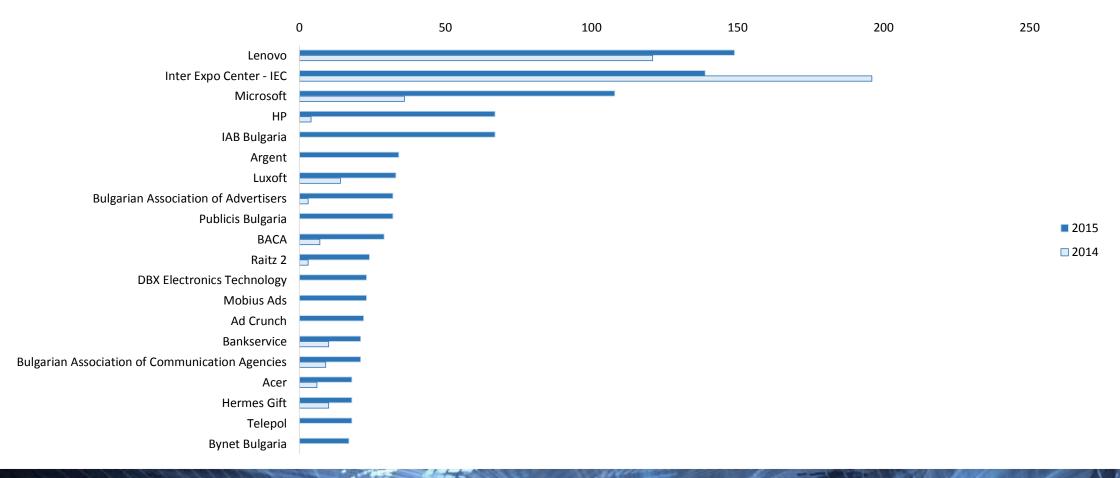
BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES





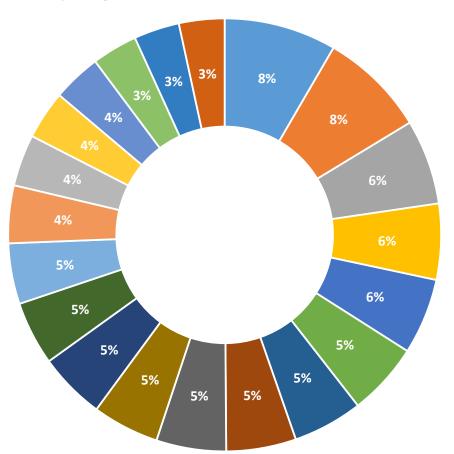
BUSINESS GOODS AND SERVICES – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites - 2014 & 2015





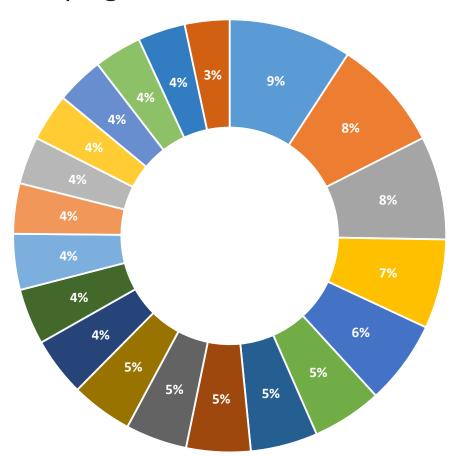
BUSINESS GOODS AND SERVICES – TOP used websites



- 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 AND SERVICES – TOP used websites



- pcworld.bg
- dnevnik.bg
- capital.bg
- econ.bg
- investor.bg
- struma.com
- computerworld.bg
- stars.bg
- dnes.bg
- vesti.bg
- cio.bg
- bgbasket.com
- novini.bg
- manager.bg
- dariknews.bg
- expert.bg
- idg.bg
- jenite.bg
- karieri.bg
- tennis24.bg

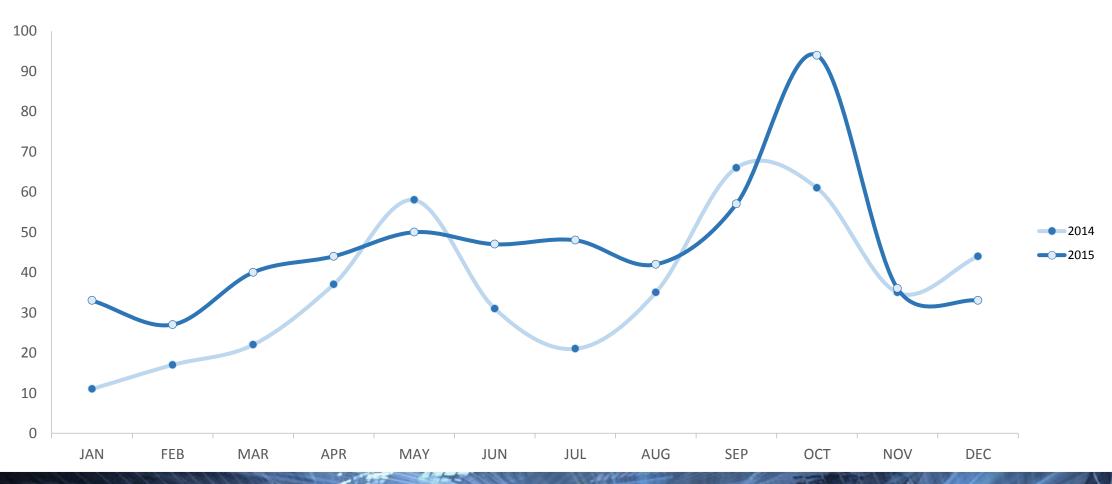


SECTOR POLITICAL PARTIES,
GOVERNMENT,
ORGANIZATIONS



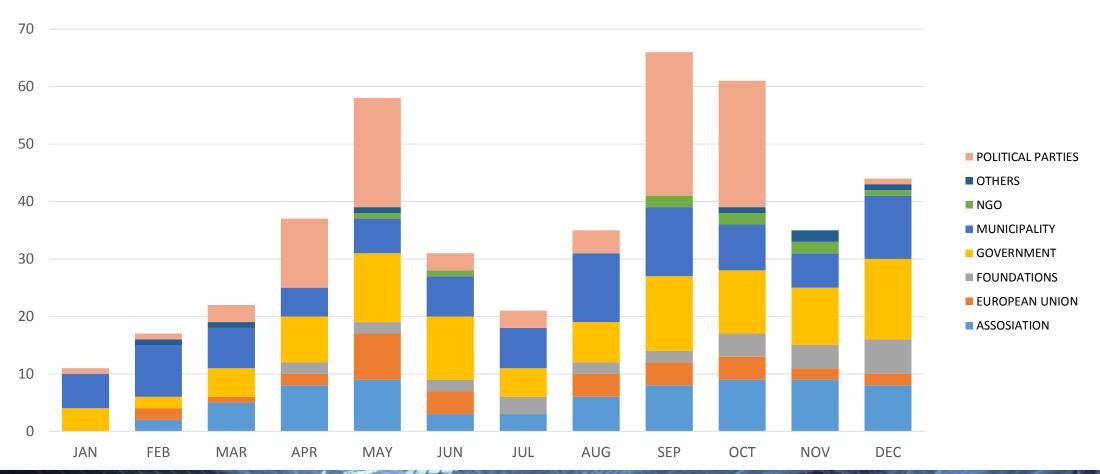


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – SEASONALITY by number of campaigns – 2014 & 2015



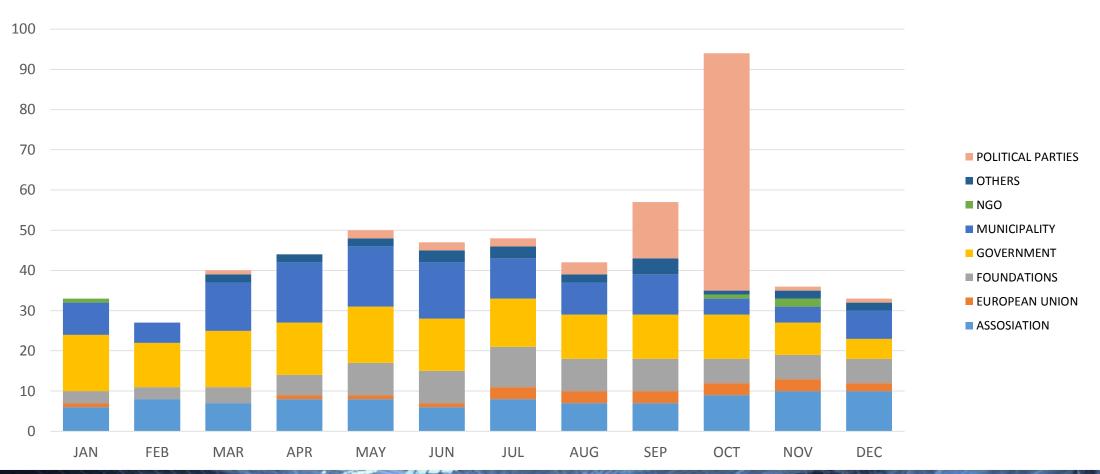


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES by campaign numbers - Jan/Dec 2014



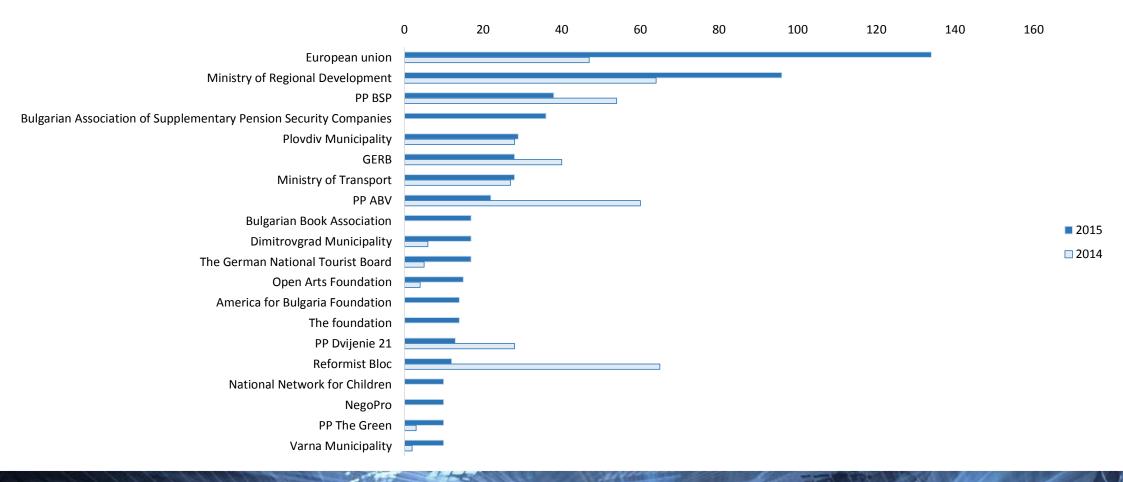


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES by campaign numbers - Jan/Dec 2015



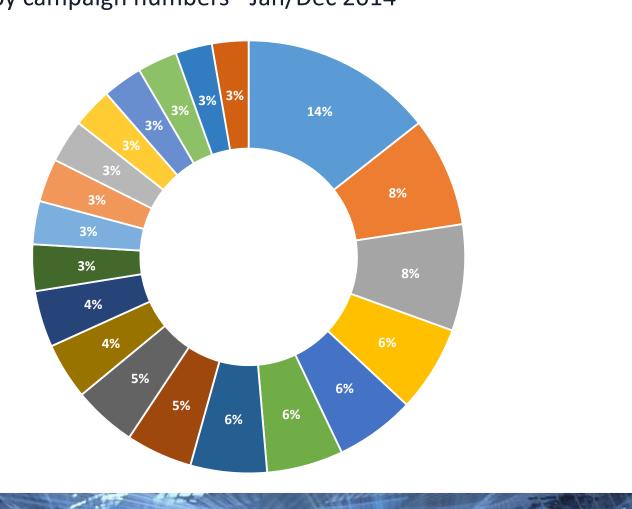


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – MOST ACTIVE ADVERTISERS by number of campaigns @ sites – 2014 & 2015





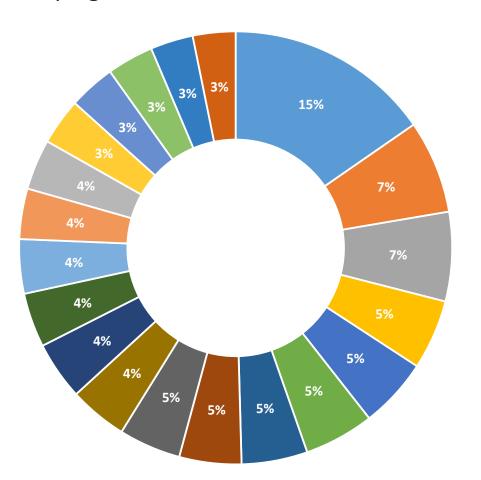
POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites by campaign numbers - Jan/Dec 2014



- 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



POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites



- dariknews.bg
- offnews.bg
- dnevnik.bg
- bulgariautre.bg
- capital.bg
- dariknews.bg-Хасково
- 24chasa.bg
- petel.bg
- trud.bg
- dnes.bg
- vesti.bg
- dariknews.bg-Благоевград
- dariknews.bg-Велико Търново
- dariknews.bg-Варна
- haskovo.info
- dariknews.bg-Сливен
- investor.bg
- nasamnatam.com
- dariknews.bg-Бургас
- dariknews.bg-Враца



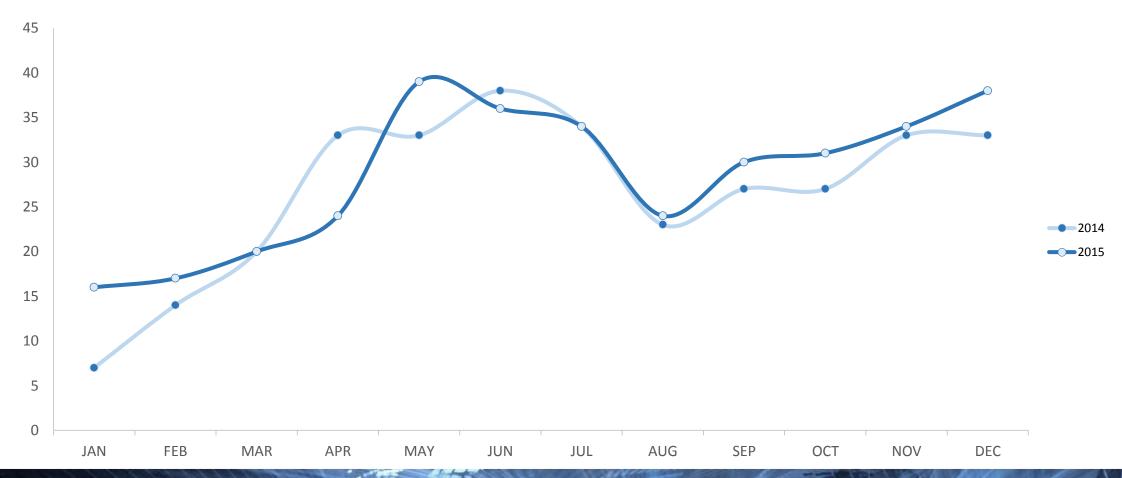
SECTOR DRINKS





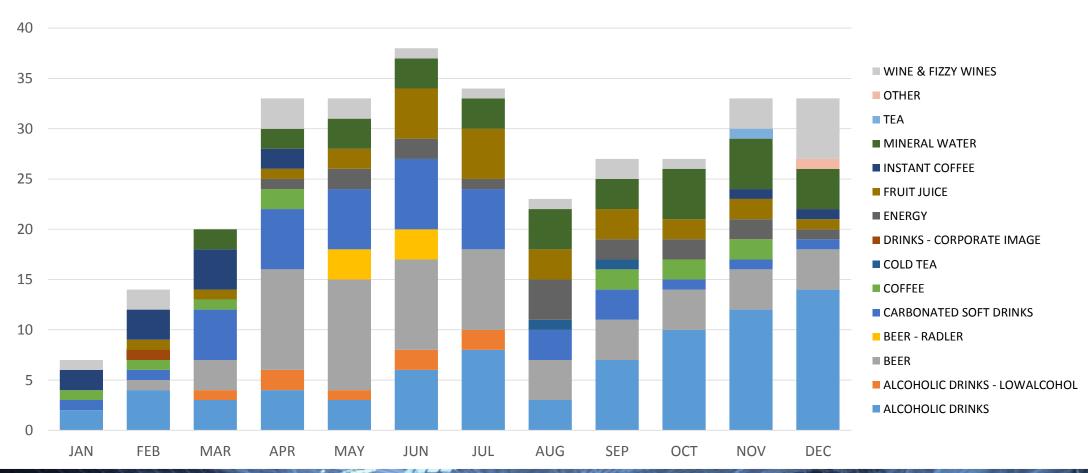
DRINKS - SEASONALITY

by number of campaigns – 2014 & 2015



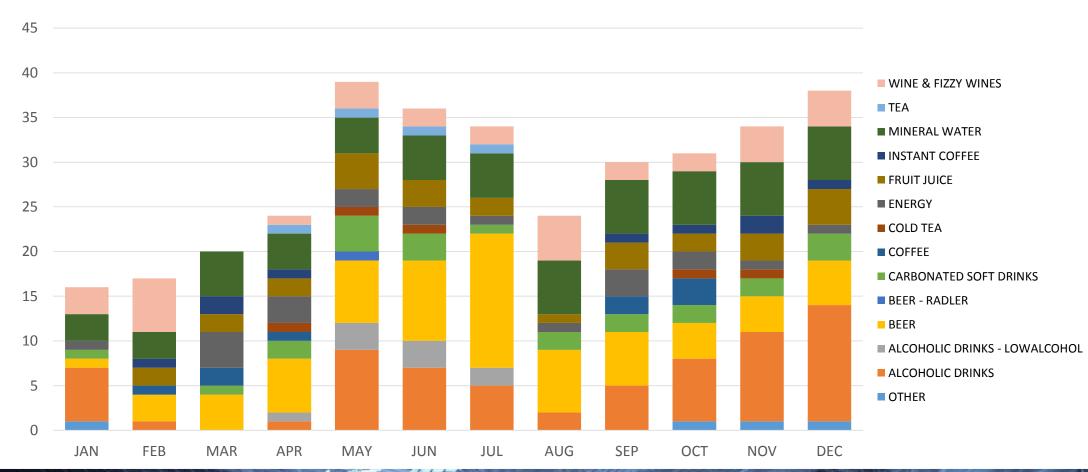


DRINKS – CATEGORY ACTIVITIES





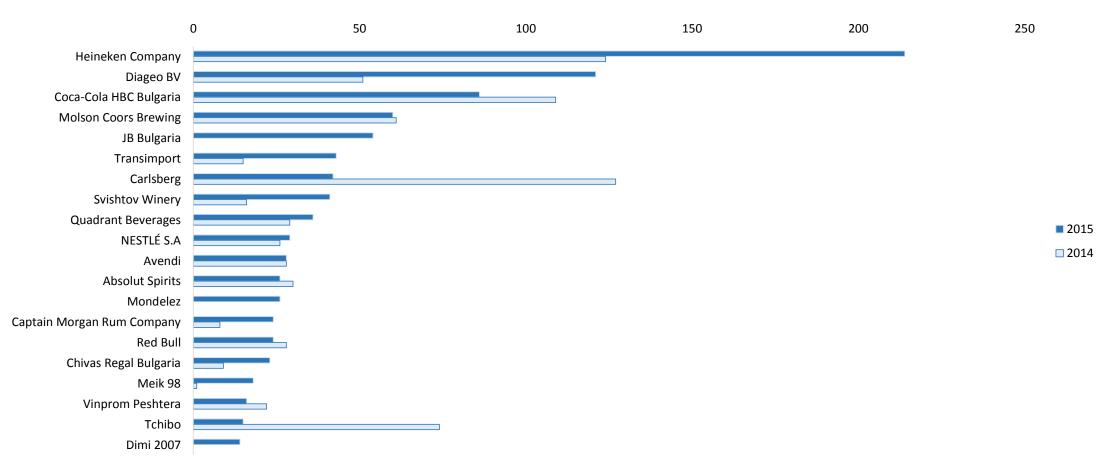
DRINKS – CATEGORY ACTIVITIES





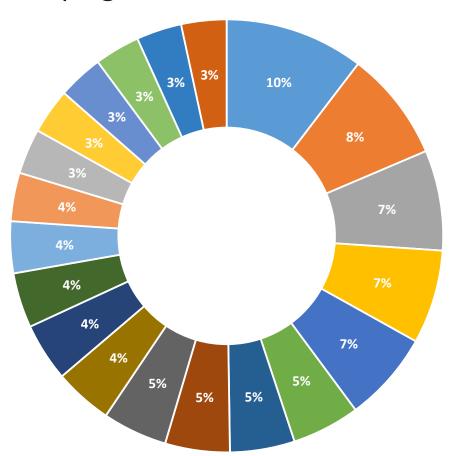
DRINKS – MOST ACTIVE ADVERTISERS

by number of campaigns @ sites – 2014 & 2015





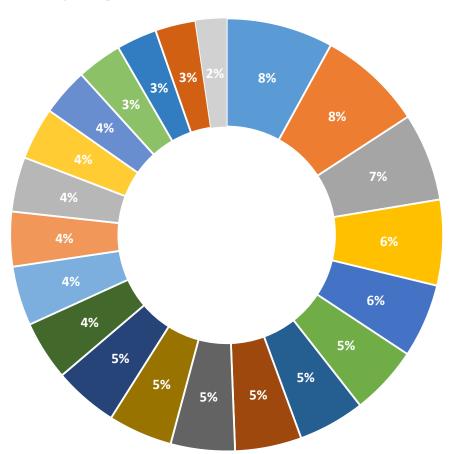
DRINKS – TOP used websites



- 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 – TOP used websites



- 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

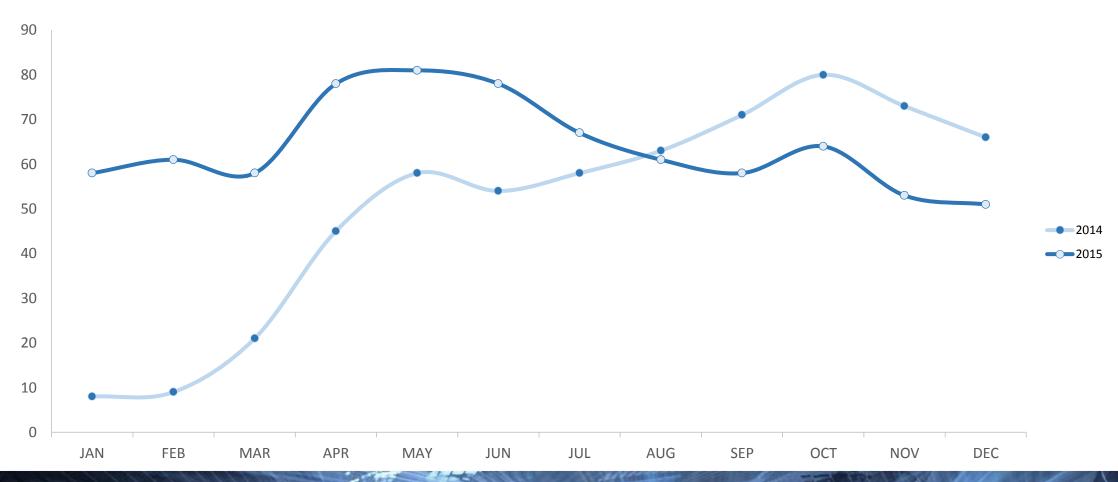


SECTOR REAL ESTATES.
CONSTRUCTION. REPAIRS



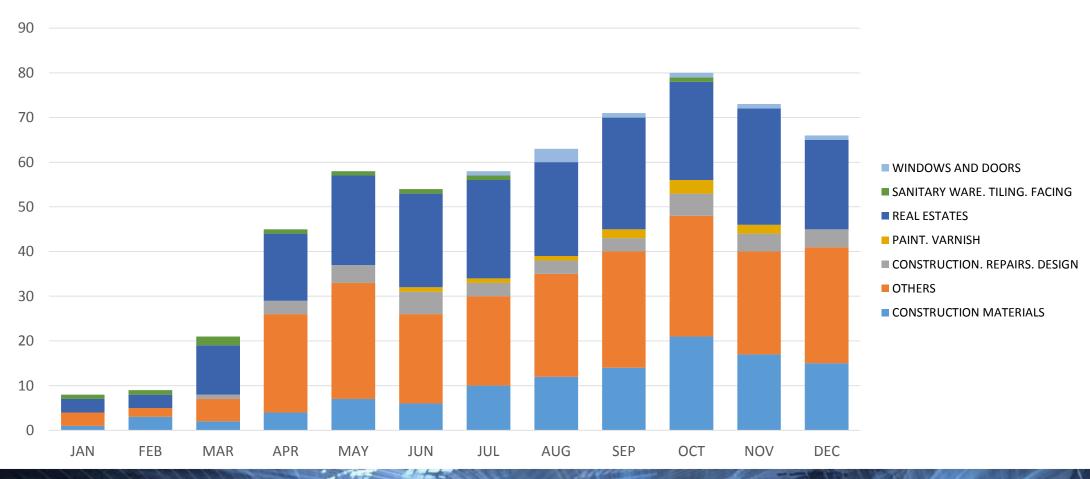


REAL ESTATES. CONSTRUCTION. REPAIRS – SEASONALITY by number of campaigns – 2014 & 2015



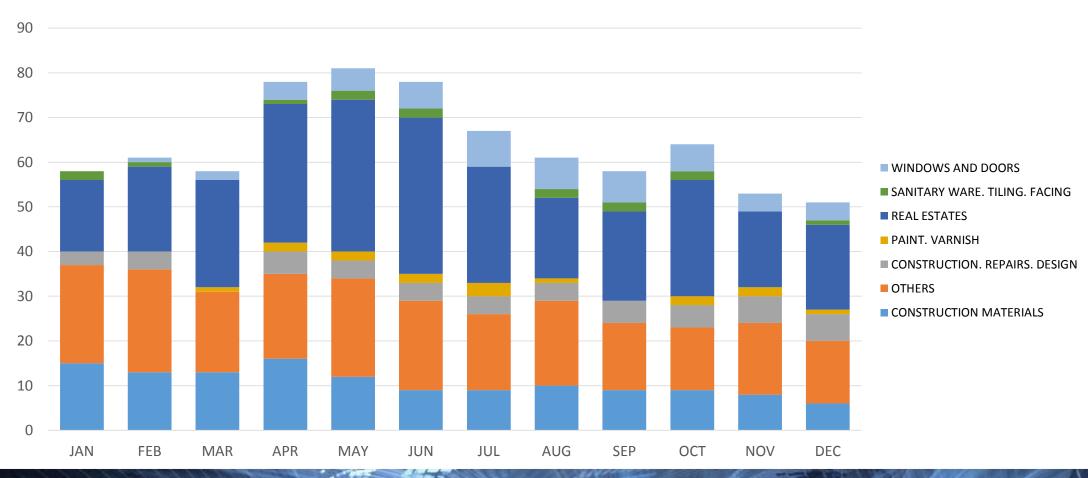


REAL ESTATES. CONSTRUCTION. REPAIRS – CATEGORY ACTIVITIES by campaign numbers - Jan/Dec 2014



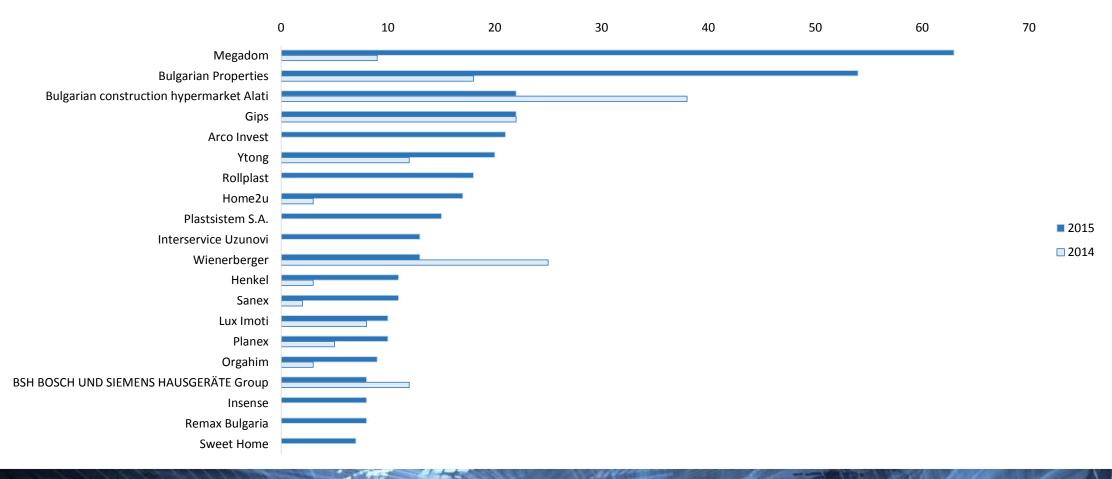


REAL ESTATES. CONSTRUCTION. REPAIRS – CATEGORY ACTIVITIES by campaign numbers - Jan/Dec 2015



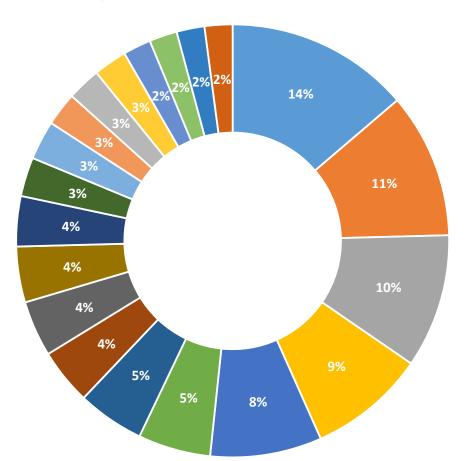


REAL ESTATES. CONSTRUCTION. REPAIRS – MOST ACTIVE ADVERTISERS by number of campaigns @ sites – 2014 & 2015





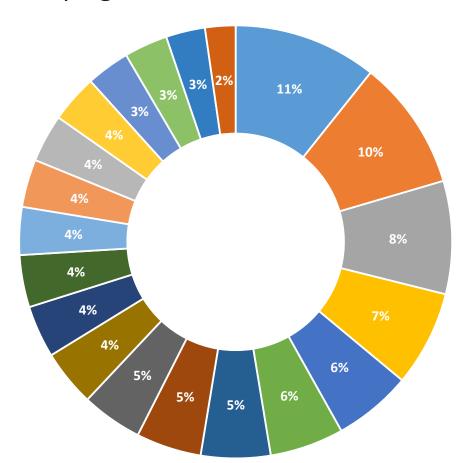
REAL ESTATES. CONSTRUCTION. REPAIRS – TOP used websites



- imot.bg
- gradat.bg
- plovdiv24.bg
- stroitelstvo.info
- varna24.bg
- 24chasa.bg
- olx.bg
- dariknews.bg
- dnes.bg
- trud.bg
- investor.bg
- 1kam1.com
- profit.bg
- blitz.bg
- bulgariautre.bg
- struma.com
- dobrichutre.bg
- infrastructure.bg
- mobile.bg
- vesti.bg



REAL ESTATES. CONSTRUCTION. REPAIRS – TOP used websites



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- struma.com
- blitz.bg
- 24chasa.bg
- olx.bg
- stars.bg
- bgvolleyball.com
- tia.bg
- 1kam1.com
- plovdiv24.bg
- bgbasket.com
- profit.bg
- tennis24.bg
- trud.bg
- marica.bg
- varna24.bg
- btvnews.bg
- b2bmedia.bg





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