Banner monitoring

2016 in numbers





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

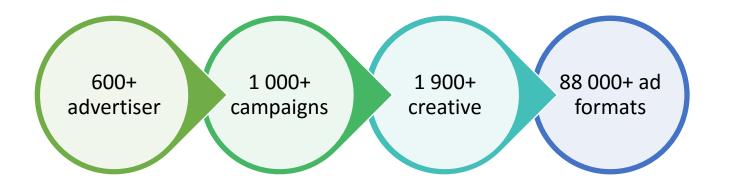


Who we are

- Banner Monitoring (successor of Web News Agent) is a <u>Real Time</u> <u>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 450 <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.



• 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.

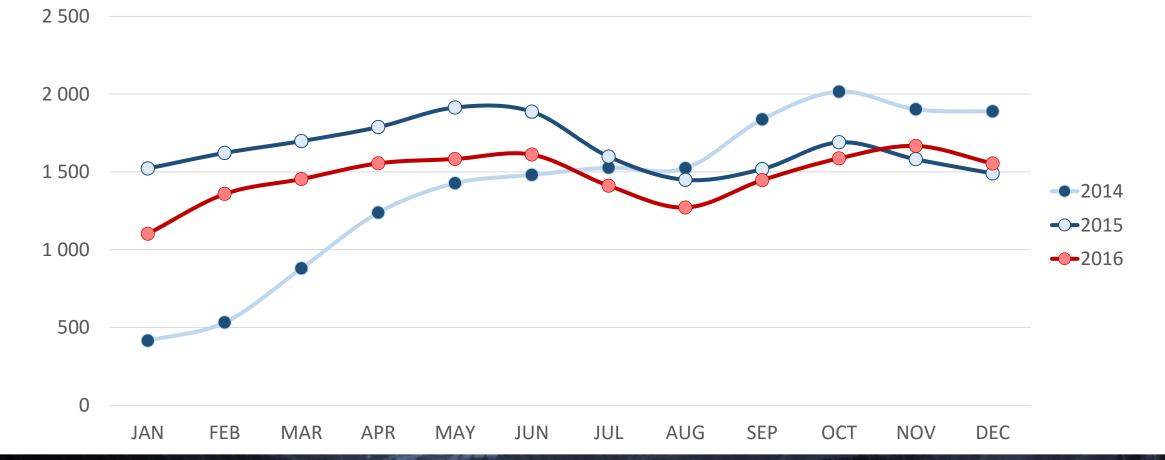


GENERAL MARKET OVERVIEW





General market overview **CAMPAIGN SEASONALITY** by number of campaigns – 2014 - 2016

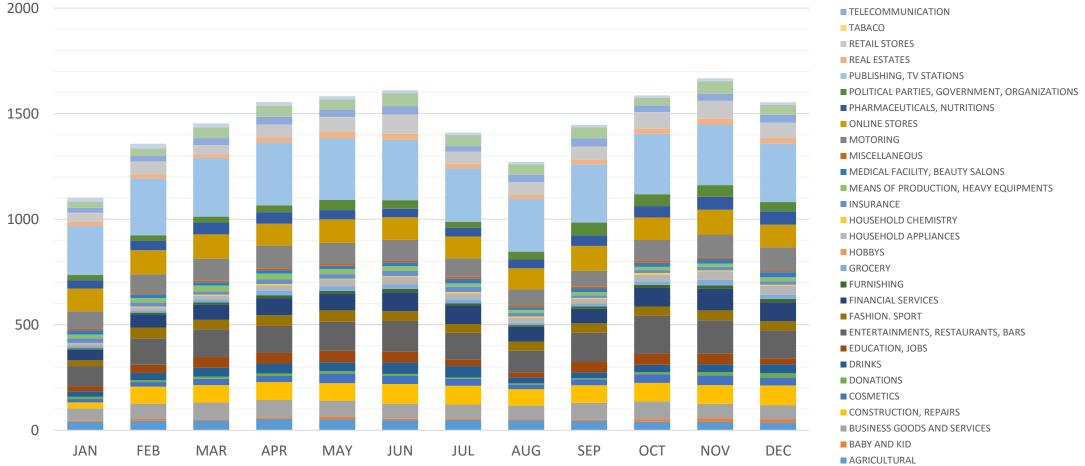




General market overview **CAMPAIGN SEASONALITY**

by number of campaigns - Jan/Dec 2016

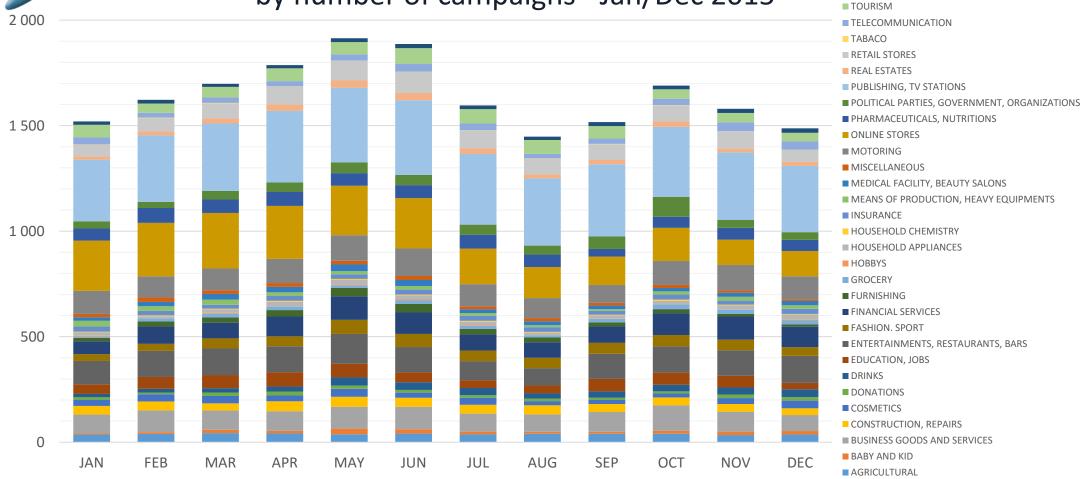
TRANSPORT
TOURISM



General market overview **CAMPAIGN SEASONALITY**

by number of campaigns - Jan/Dec 2015

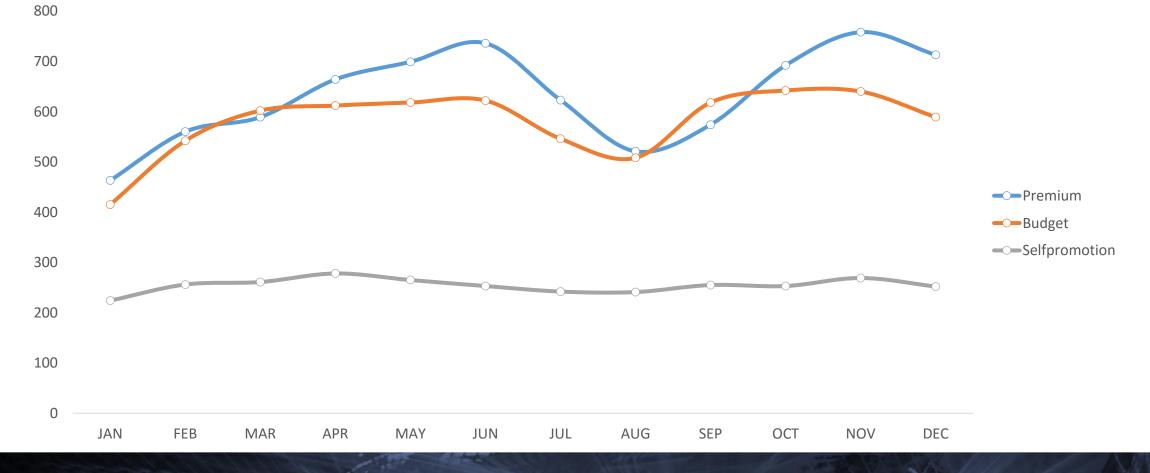
TRANSPORT

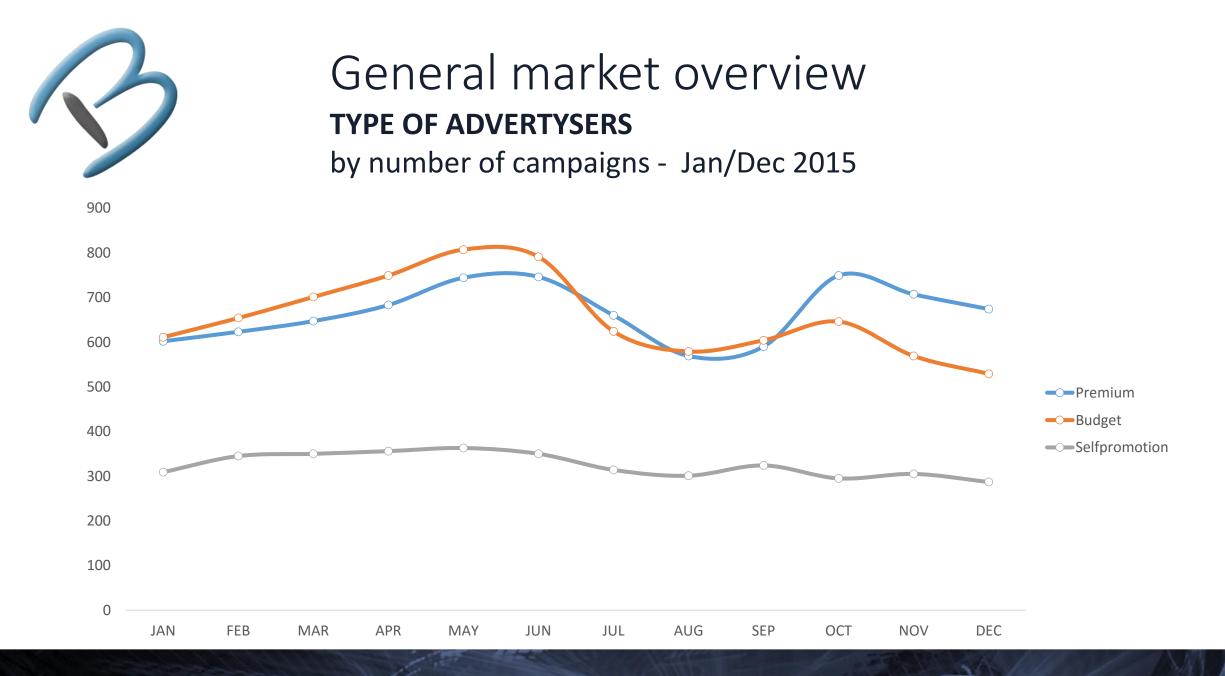




General market overview TYPE OF ADVERTYSERS

by number of campaigns - Jan/Dec 2016

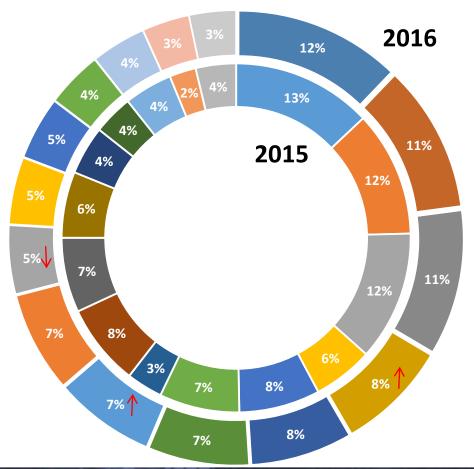






General market overview TOP 15 SECTORS

by number of campaigns (Premium) – 2015 & 2016

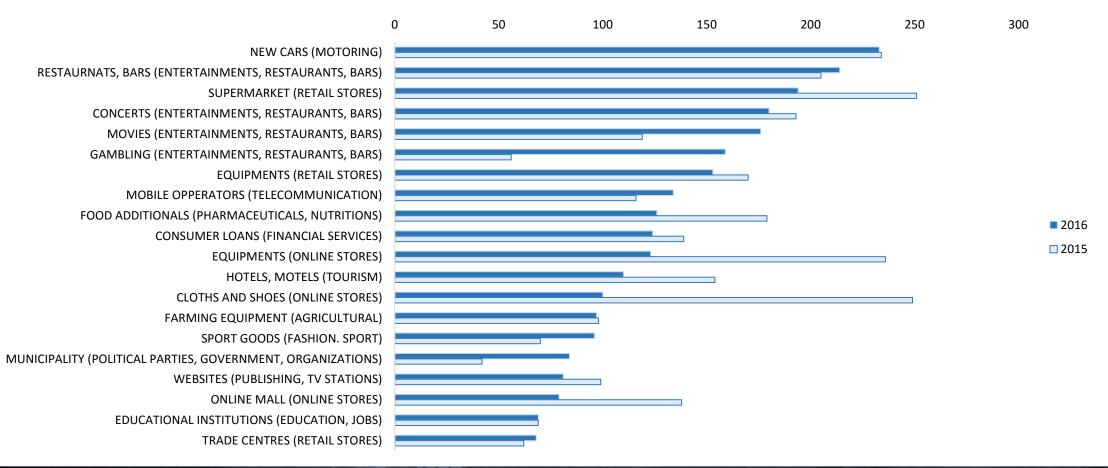


- MOTORING
- RETAIL STORES
- FINANCIAL SERVICES
- DRINKS
- COSMETICS
- PHARMACEUTICALS, NUTRITIONS
- ENTERTAINMENTS, RESTAURANTS, BARS
- TELECOMMUNICATION
- BUSINESS GOODS AND SERVICES
- POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS
- AGRICULTURAL
- GROCERY
- FASHION. SPORT
- HOUSEHOLD APPLIANCES
- CONSTRUCTION, REPAIRS



General market overview **TOP 20 CATEGORY**

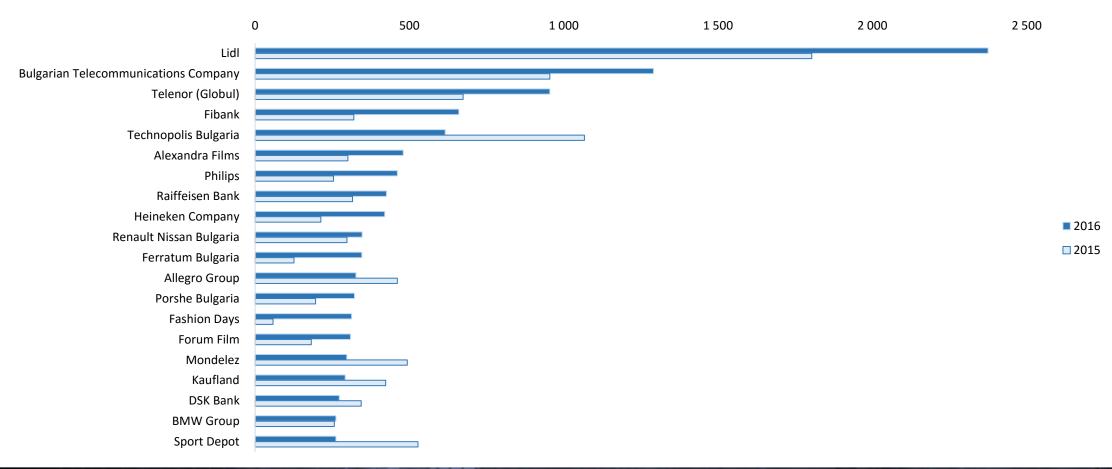
by number of campaigns – 2015 & 2016





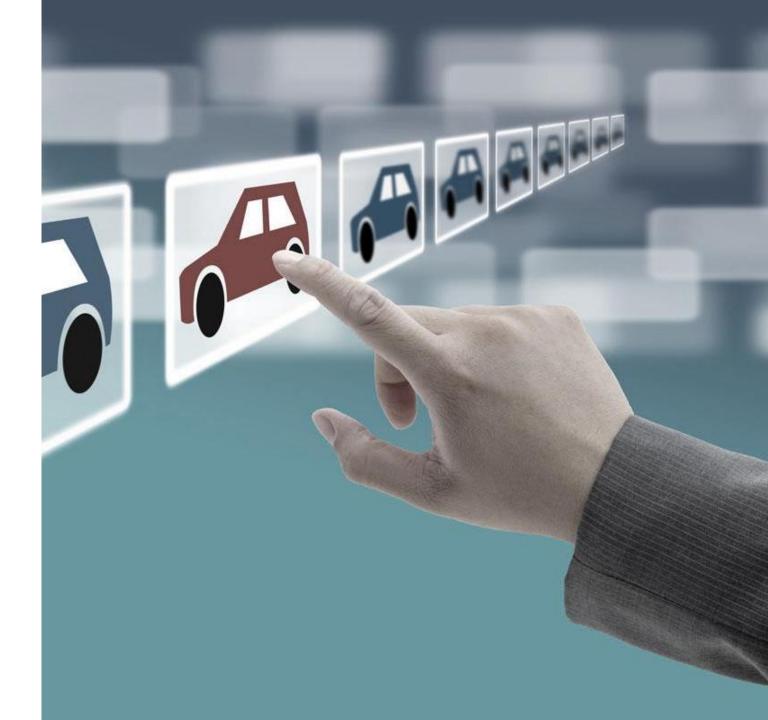
General market overview 20 MOST ACTIVE ADVERTISERS

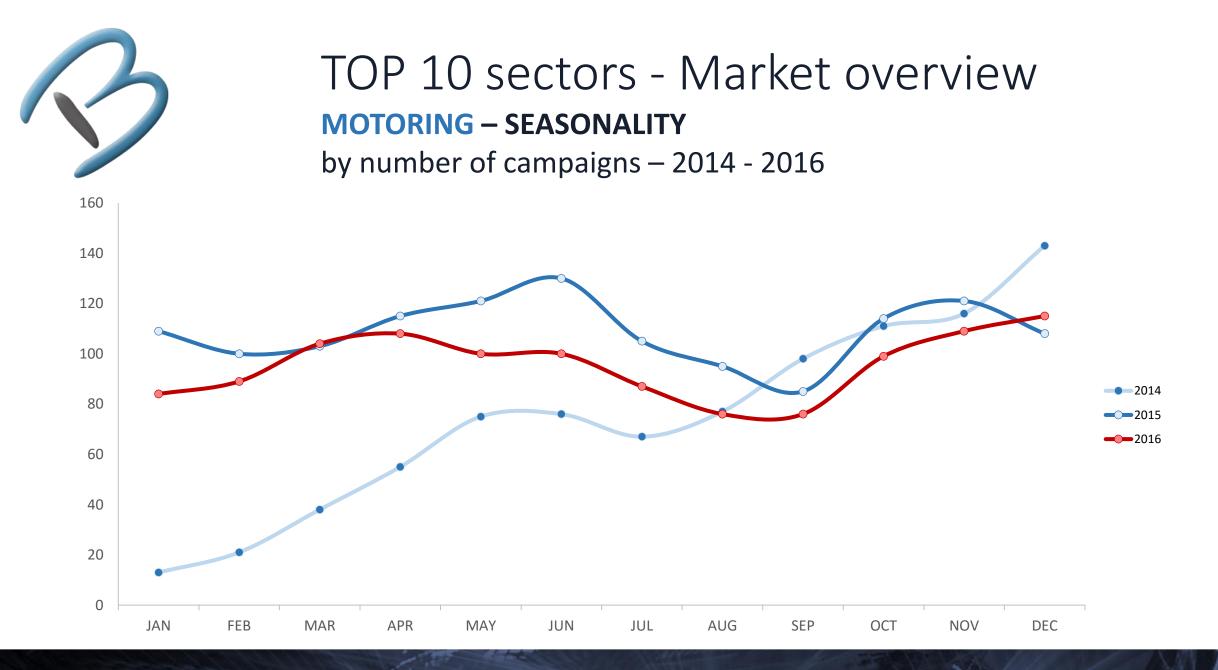
by campaigns strength – 2015 & 2016





SECTOR MOTORING

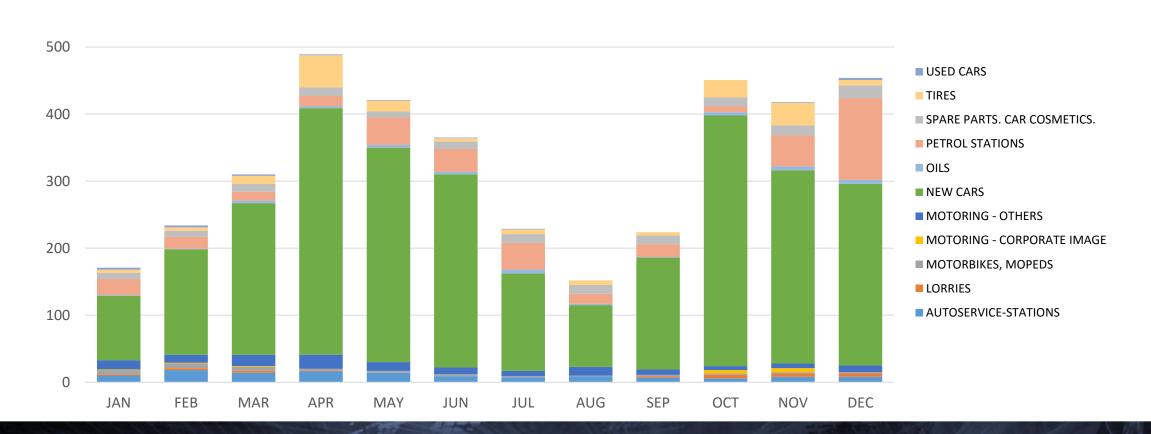






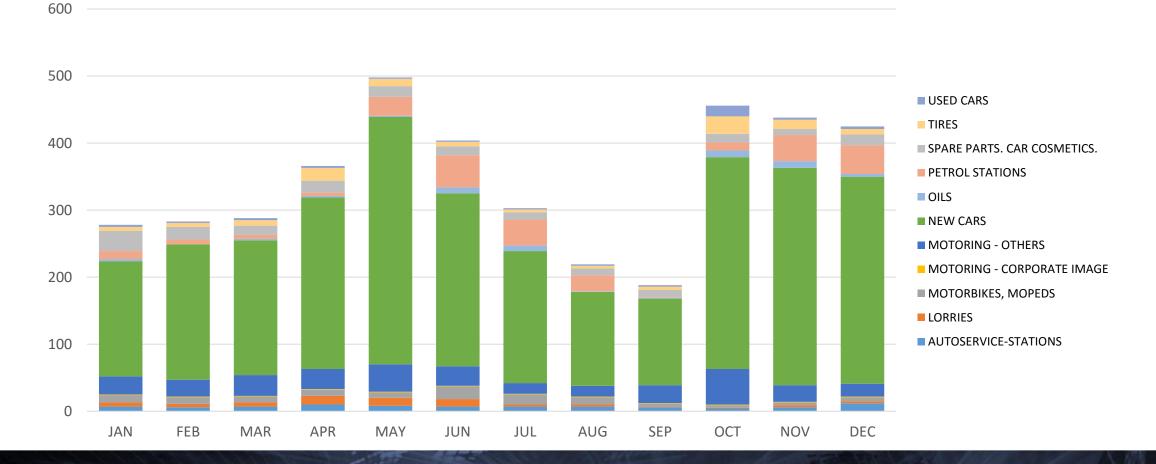
600

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



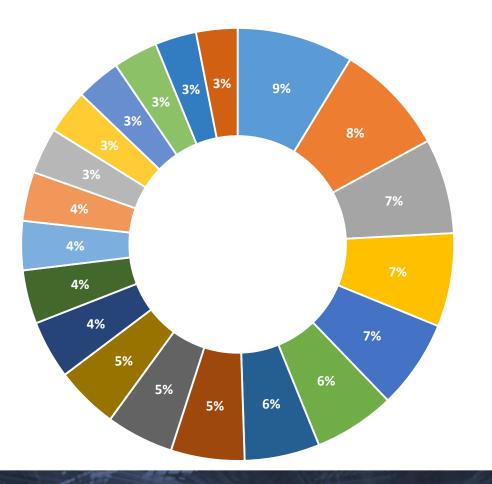


TOP 10 sectors - Market overview **MOTORING – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016

50 200 250 0 100 150 300 350 400 Renault Nissan Bulgaria BMW Group Porshe Bulgaria Moto Pfohe Lukoil Bulgaria Sofia France Auto General Motors Litex Motors IND Commerce 2016 Eura Tek 2015 Shell **KIA Motors** Auto Motor Corporation Bultraco Toyota Balkans Rompetrol Gas stations Mirkat Continental AG Star Motors PIRELLI BULGARIA



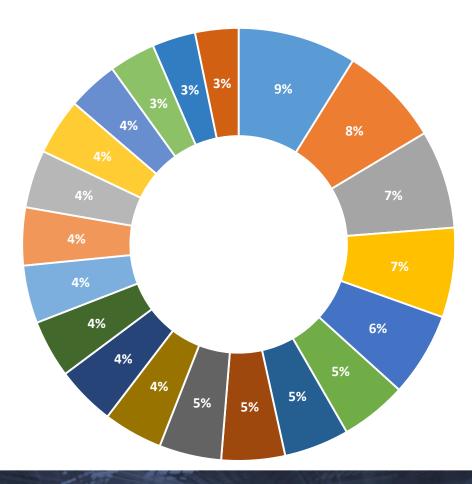
TOP 10 sectors - Market overview **MOTORING – TOP used websites** by number of campaigns - Jan/Dec 2016







TOP 10 sectors - Market overview **MOTORING – TOP used websites** by number of campaigns - Jan/Dec 2015







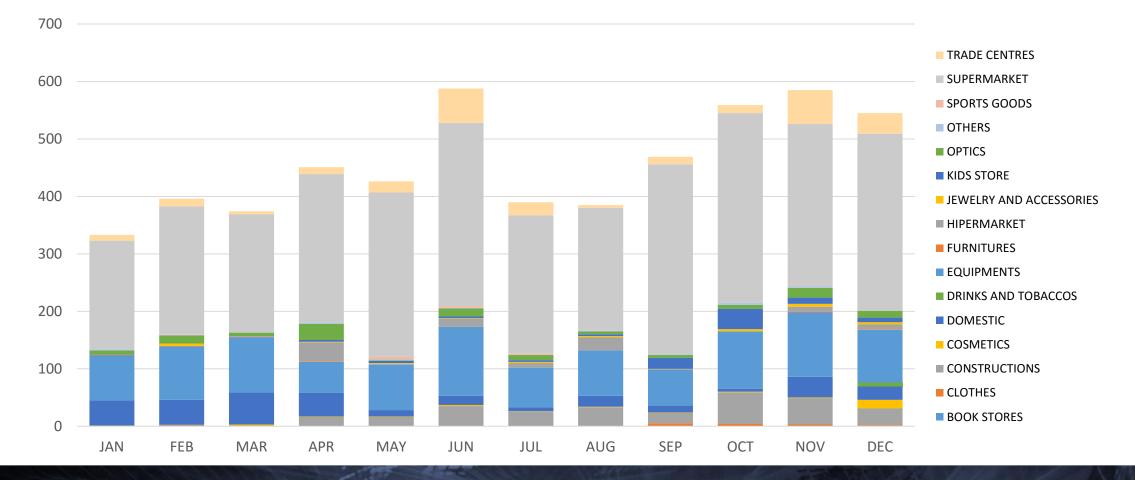
SECTOR RETAIL STORES





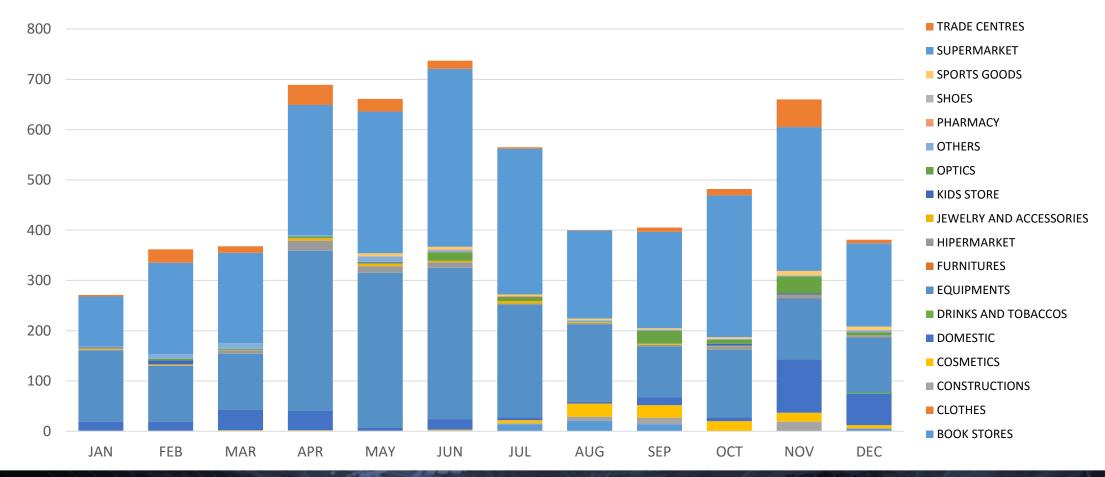


TOP 10 sectors - Market overview **RETAIL STORES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016





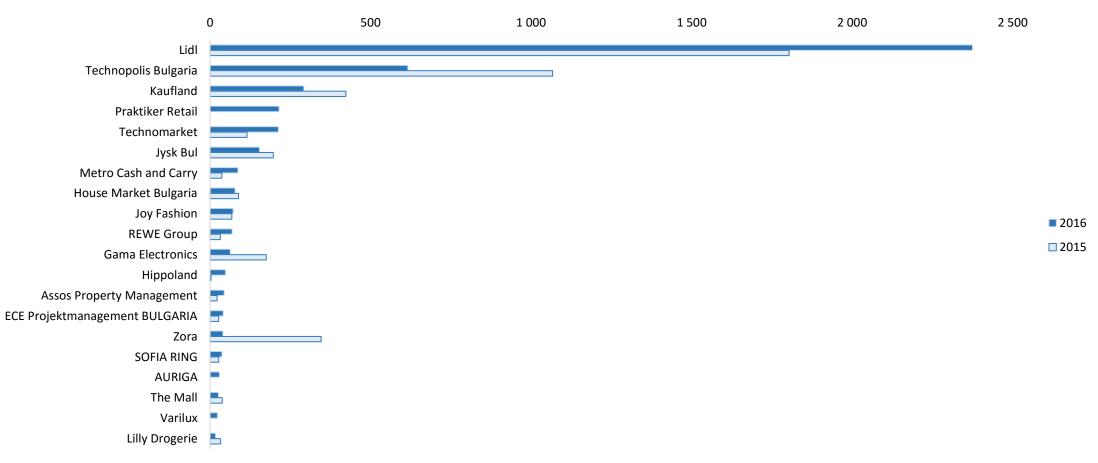
TOP 10 sectors - Market overview **RETAIL STORES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





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

7% 3% 3% 3% 6% 5% 6% 5% 6% 5% 5% 5%



- dete.bg
- men.hotnews.bg
- zodiac.dir.bg
- kino.dir.bg
- life.dir.bg
- tv.dir.bg
- vkusotii.dir.bg



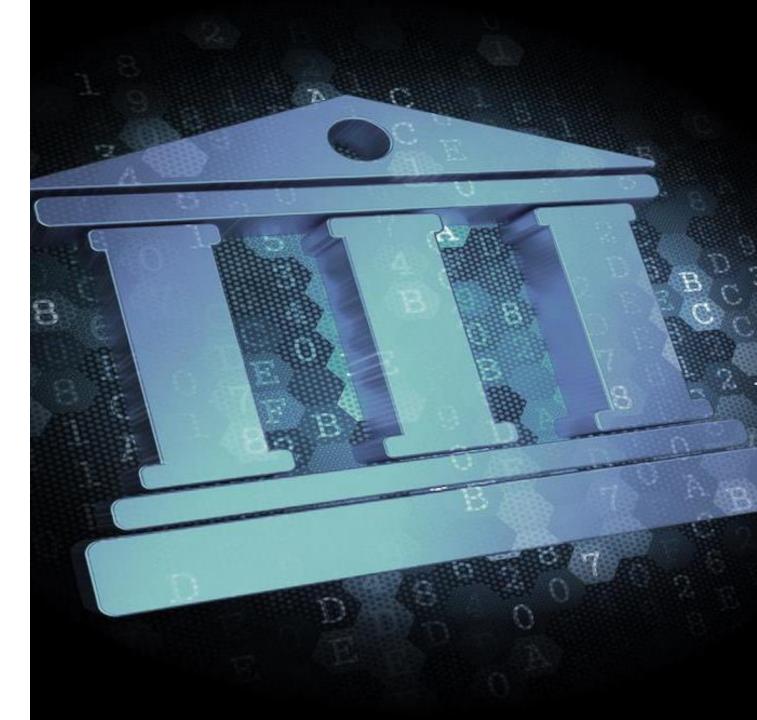
TOP 10 sectors - Market overview **RETAIL STORES – TOP used websites** by number of campaigns - Jan/Dec 2015

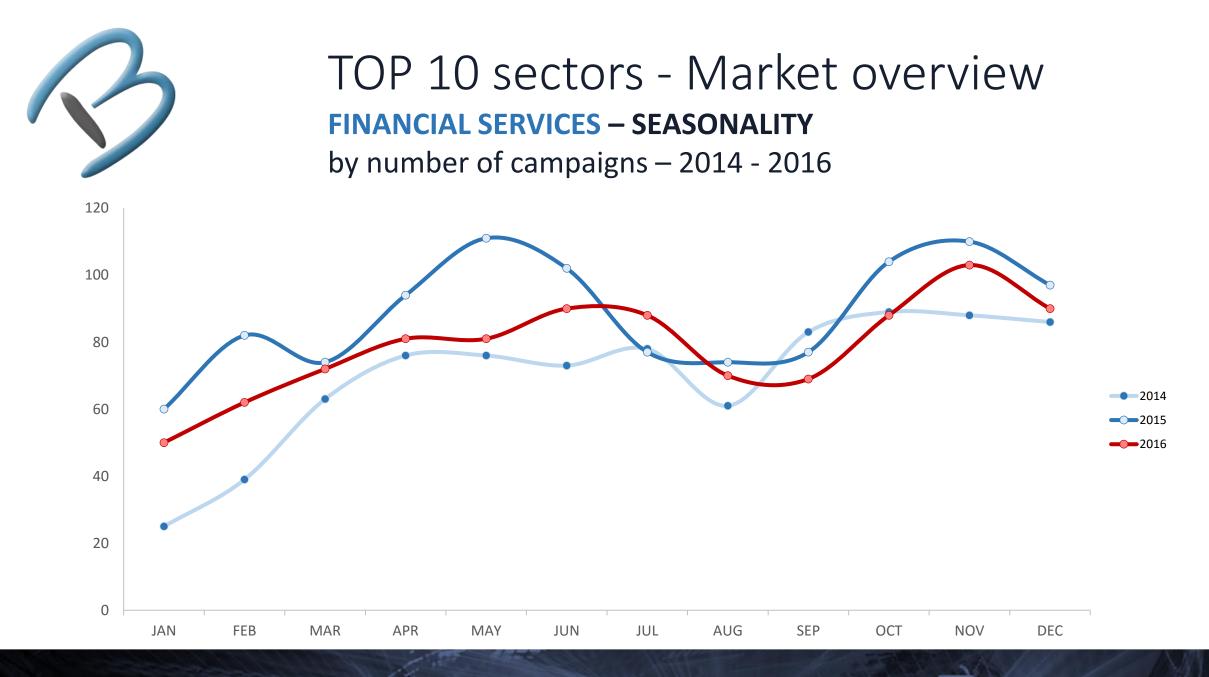
3% 3% 7% 3% 7% 7% 5% 7% 5% 6% 5% 5% 5% 5%

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



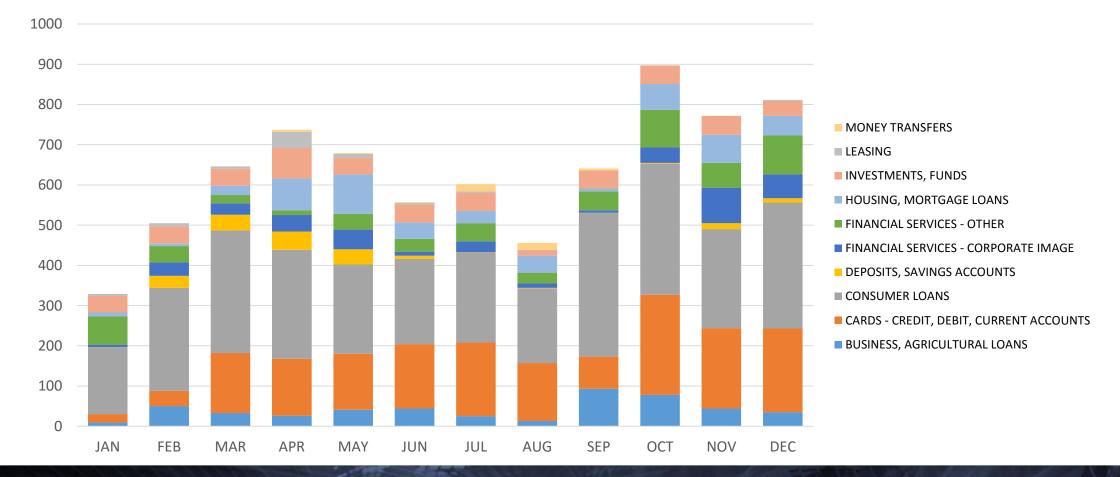
SECTOR FINANCIAL SERVICES





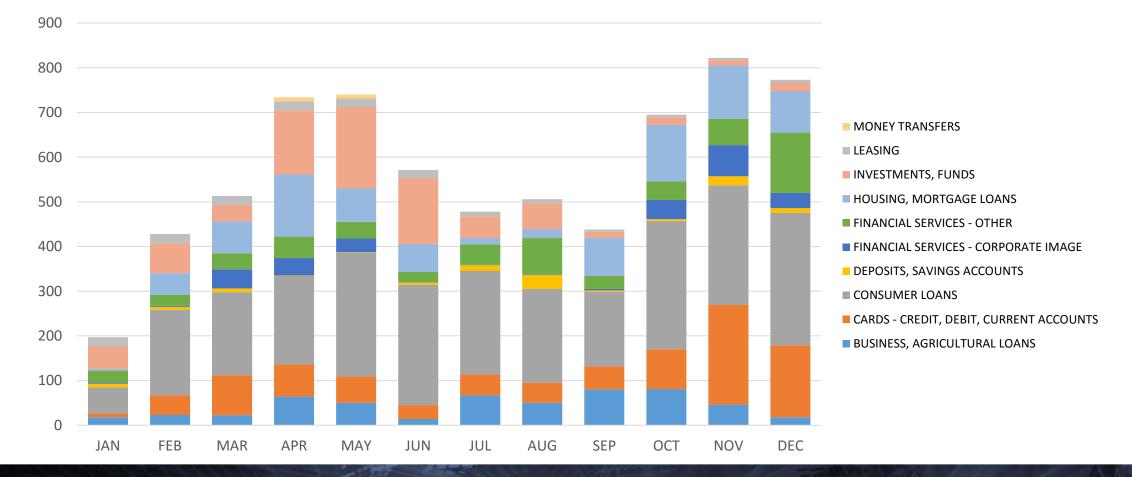


TOP 10 sectors - Market overview **FINANCIAL SERVICES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



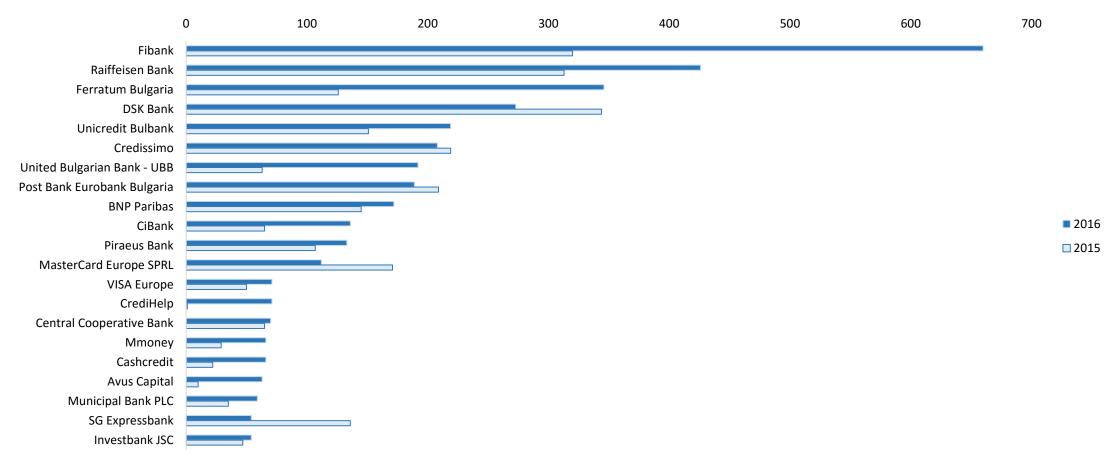


TOP 10 sectors - Market overview **FINANCIAL SERVICES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015



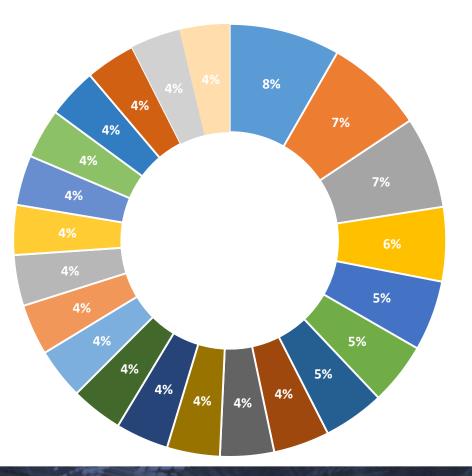


TOP 10 sectors - Market overview **FINANCIAL SERVICES – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016





TOP 10 sectors - Market overview **FINANCIAL SERVICES – TOP used websites** by number of campaigns - Jan/Dec 2016

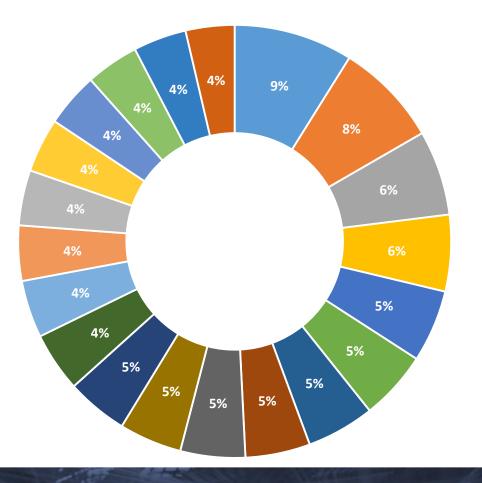




- dariknews.bg-Кюстендил
- dariknews.bg-Плевен
- dariknews.bg-Пловдив
- dariknews.bg-Шумен
- gbg.bg



TOP 10 sectors - Market overview **FINANCIAL SERVICES – TOP used websites** by number of campaigns - Jan/Dec 2015







SECTOR DRINKS

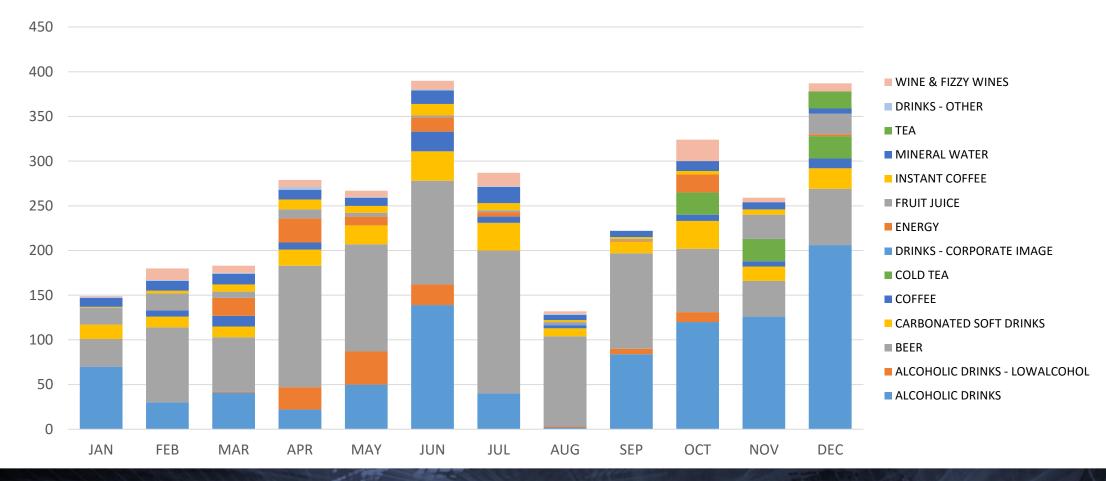






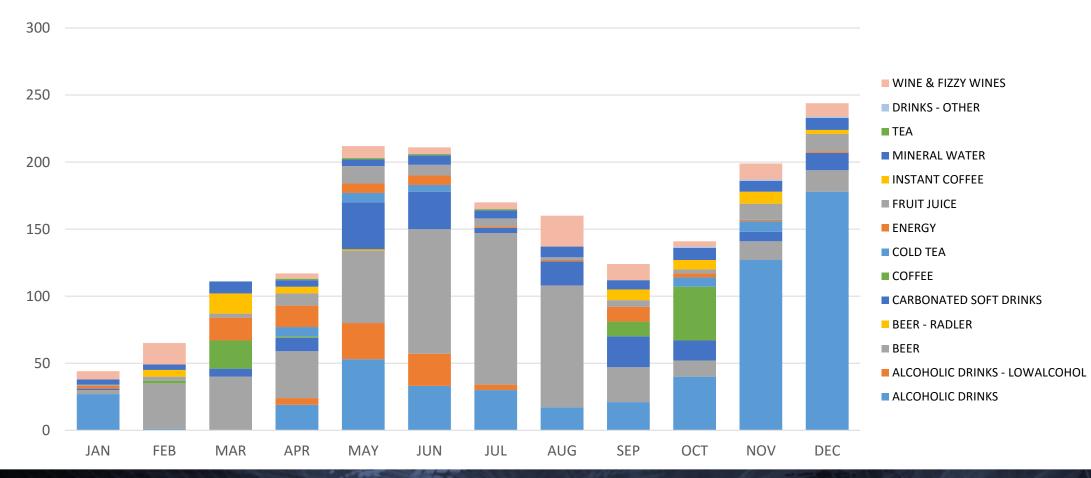
TOP 10 sectors - Market overview **DRINKS – CATEGORY ACTIVITIES**

by campaigns strength - Jan/Dec 2016





TOP 10 sectors - Market overview **DRINKS – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





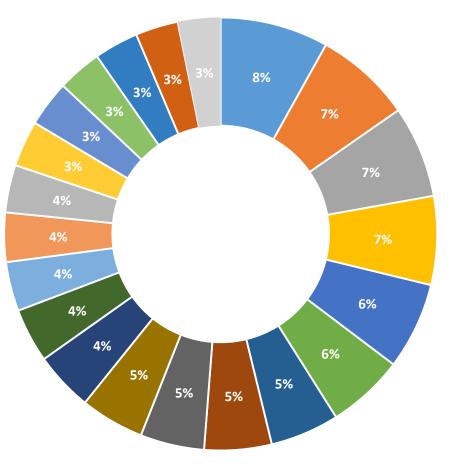
TOP 10 sectors - Market overview **DRINKS – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016

50 150 200 250 300 350 400 0 100 450 Heineken Company Coca-Cola HBC Bulgaria Carlsberg Diageo BV Avendi Captain Morgan Rum Company Bushmills Molson Coors Brewing Red Bull 2016 Transimport 2015 SIS Industries Chivas Regal Bulgaria NESTLÉ S.A Balkan Beverages Company Pernod Ricard Bulgaria Absolut Spirits Meik 98 Tchibo Svishtov Winery Mondelez



DRINKS – TOP used websites

by number of campaigns - Jan/Dec 2016

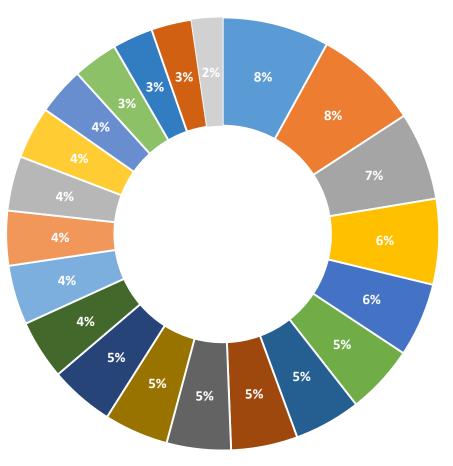


- webcafe.bg
- sportal.bg
- btv.bg
- vesti.bg
- novini.bg
- novanews.bg
- actualno.com
- vbox7.com
- btv.bg/action
- play.novatv.bg
- sinoptik.bg
- dariknews.bg
- dnevnik.bg
- gong.bg
- btvnews.bg
- dariknews.bg-Пловдив
- edna.bg
- dnes.bg
- hotnews.bg
- dariknews.bg-Бургас
- dariknews.bg-Плевен



DRINKS – TOP used websites

by number of campaigns - Jan/Dec 2015





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

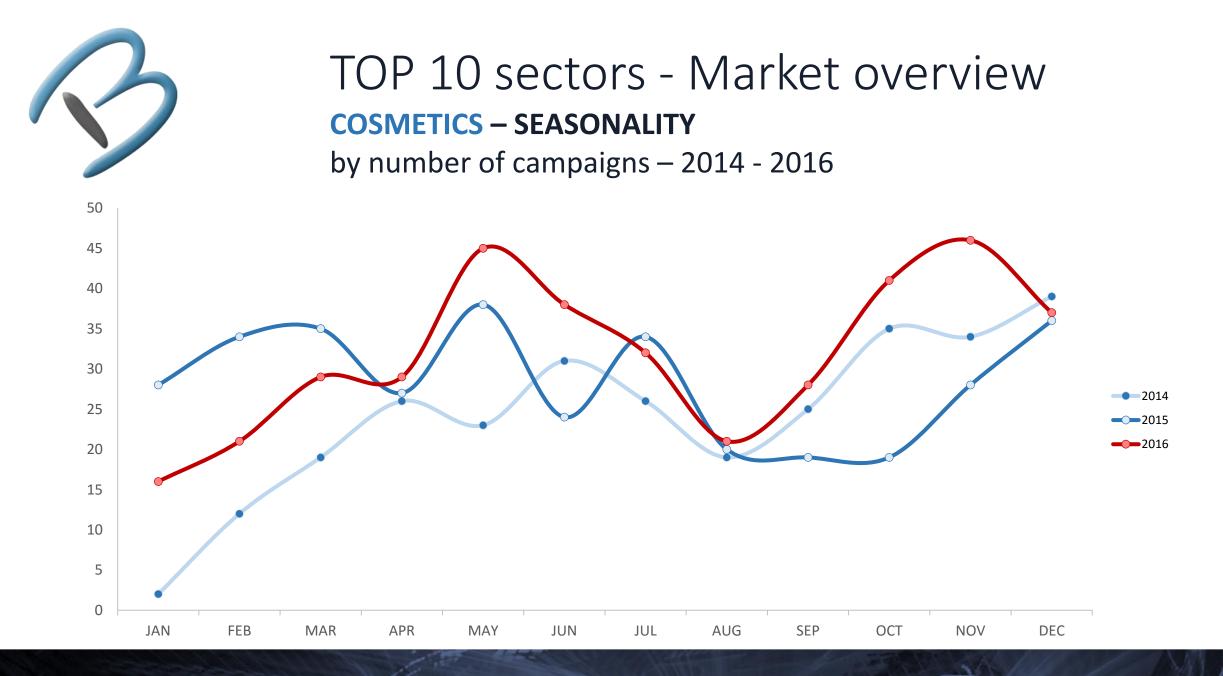
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- actualno.com
- mail.bg
- dnevnik.bg
- dnes.bg
- viewsofia.com
- avtora.com



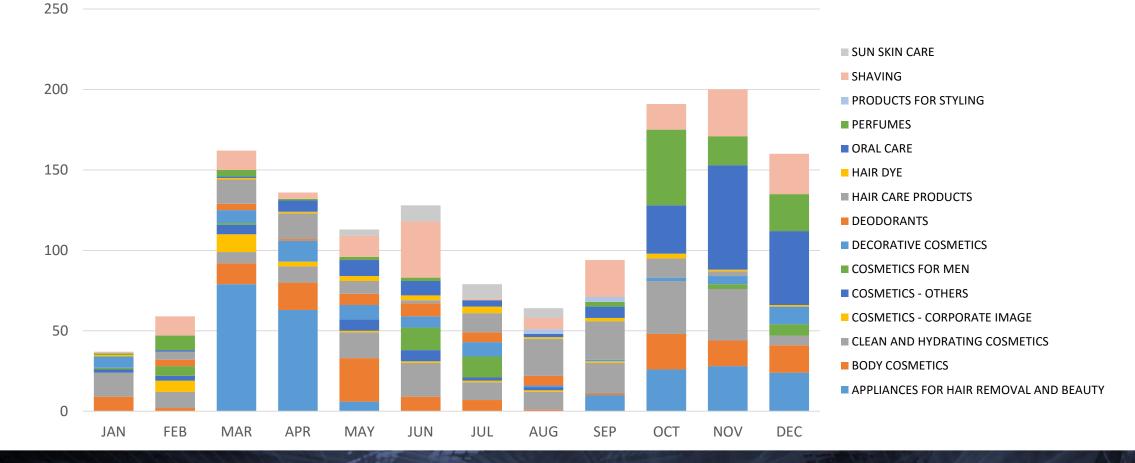
SECTOR COSMETICS





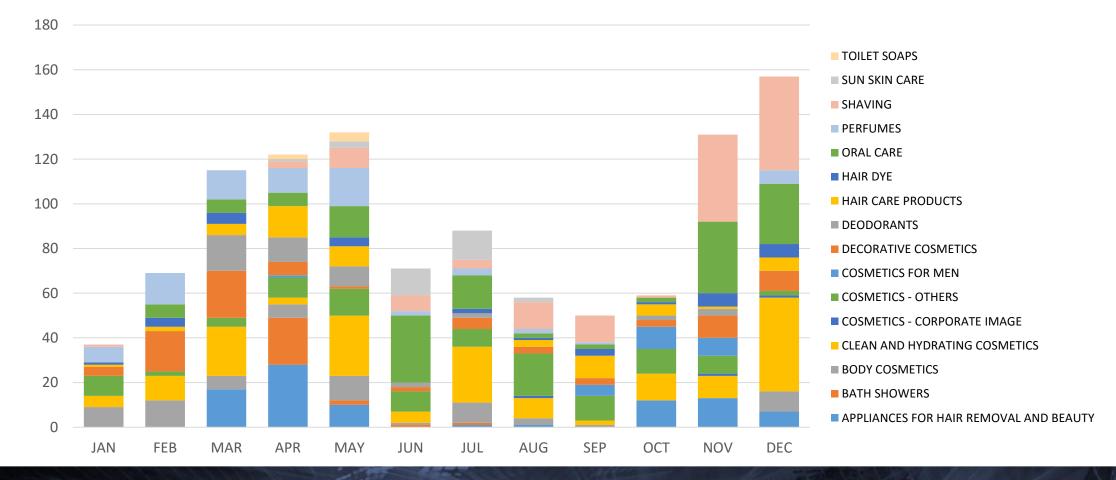


TOP 10 sectors - Market overview **COSMETICS – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



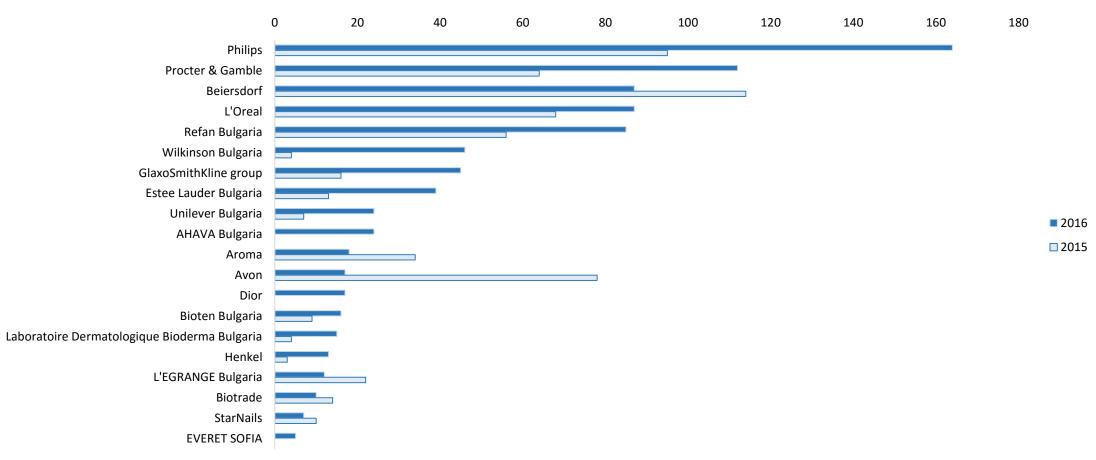


TOP 10 sectors - Market overview **COSMETICS – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





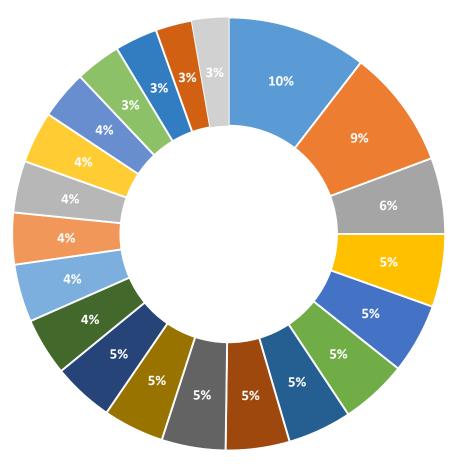
TOP 10 sectors - Market overview **COSMETICS – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016





COSMETICS – TOP used websites

by number of campaigns - Jan/Dec 2016



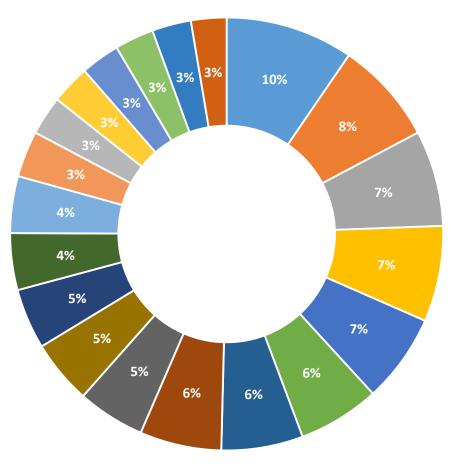
edna.bg

- Iadyzone.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



COSMETICS – TOP used websites

by number of campaigns - Jan/Dec 2015





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



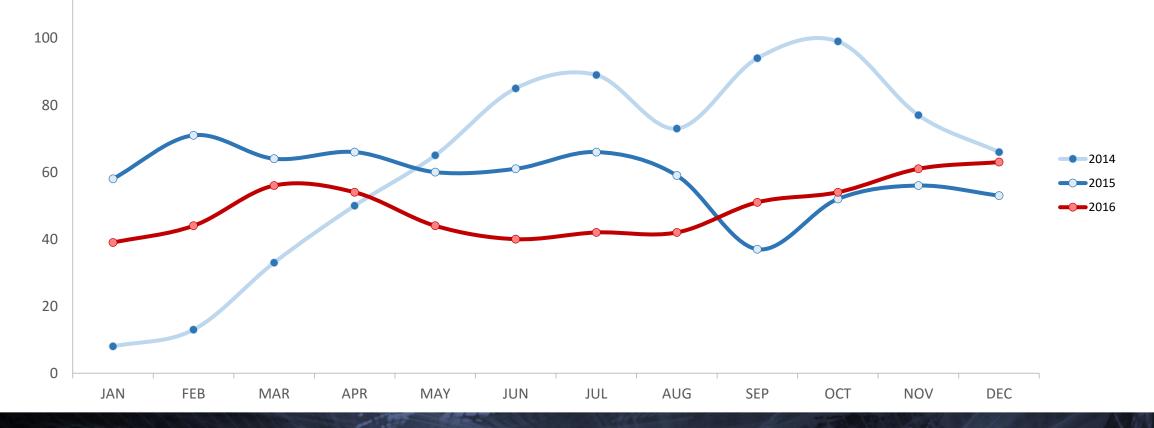
SECTOR PHARMACEUTICALS, NUTRITIONS





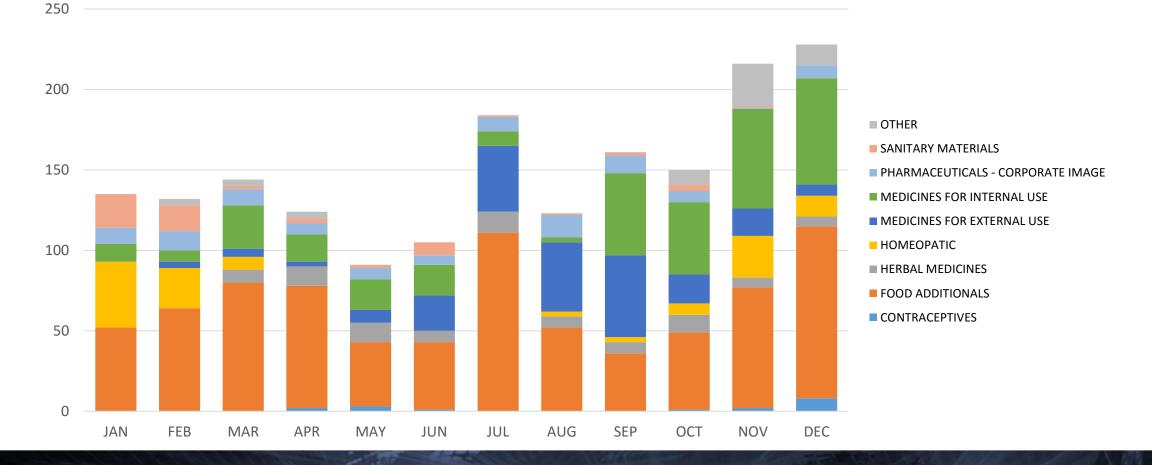
120

TOP 10 sectors - Market overview **PHARMACEUTICALS, NUTRITIONS – SEASONALITY** by number of campaigns – 2014 - 2016



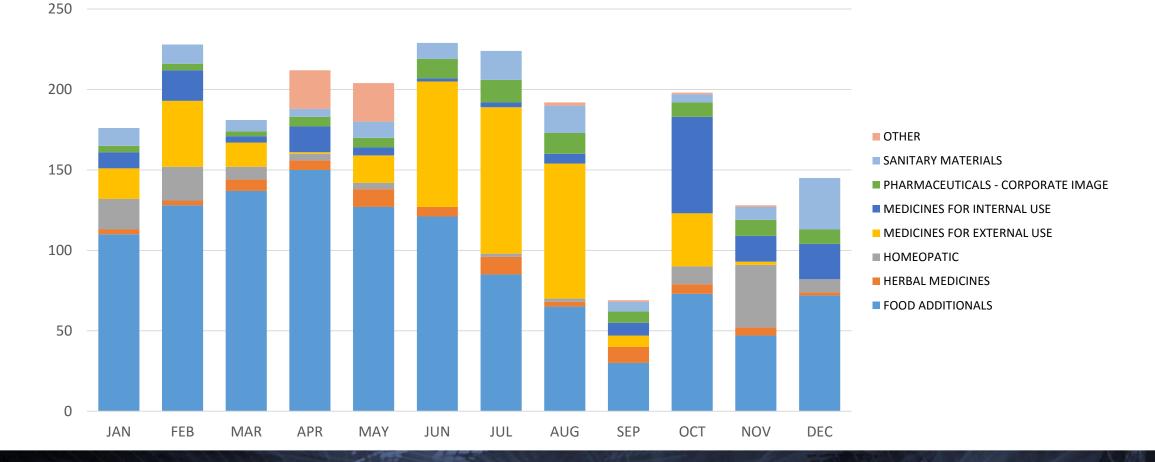


TOP 10 sectors - Market overview **PHARMACEUTICALS, NUTRITIONS - CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



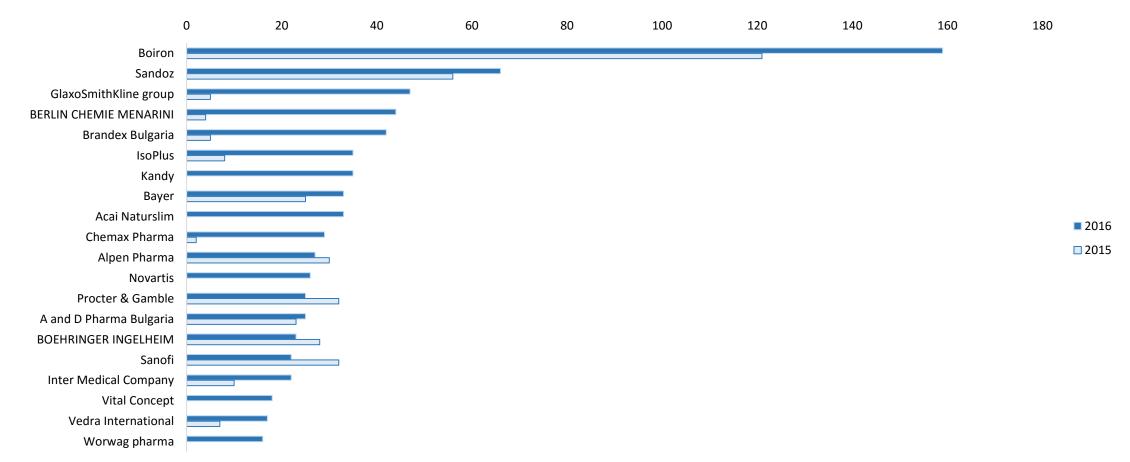


TOP 10 sectors - Market overview **PHARMACEUTICALS, NUTRITIONS – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





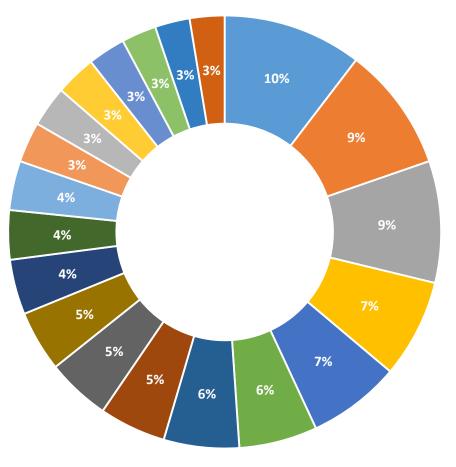
TOP 10 sectors - Market overview **PHARMACEUTICALS, NUTRITIONS – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016





TOP 10 sectors - Market overview **PHARMACEUTICALS**, **NUTRITIONS – TOP used websites**

by number of campaigns - Jan/Dec 2016

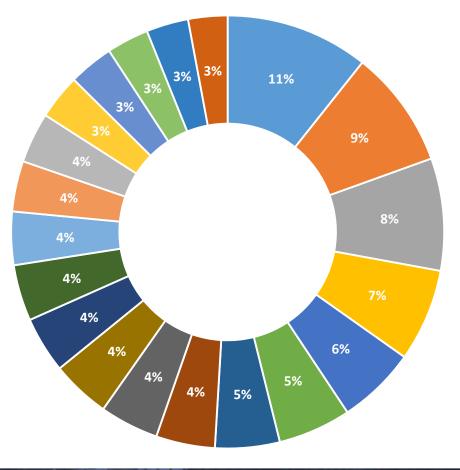


- edna.bg
- play.novatv.bg
- novanews.bg
- vesti.bg
- sinoptik.bg
- vbox7.com
- bg-mamma.com
- novini.bg
- woman.hotnews.bg
- rozali.com
- 24chasa.bg
- btv.bg
- zajenata.bg
- blitz.bg
- ladyzone.bg
- sportal.bg
- moetodete.bg
- dariknews.bg
- dariknews.bg-Шумен
- puls.bg



TOP 10 sectors - Market overview **PHARMACEUTICALS**, **NUTRITIONS – TOP used websites**

by number of campaigns - Jan/Dec 2015



- blitz.bg
- edna.bg
- sinoptik.bg
- bg-mamma.com
- vesti.bg
- struma.com
- Iadyzone.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

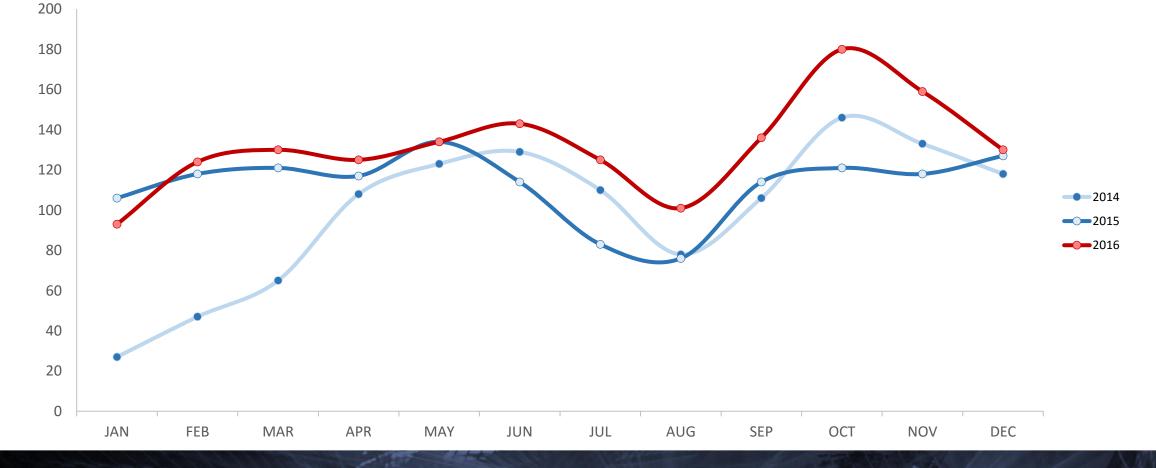


SECTOR ENTERTAINMENTS, RESTAURANTS, BARS



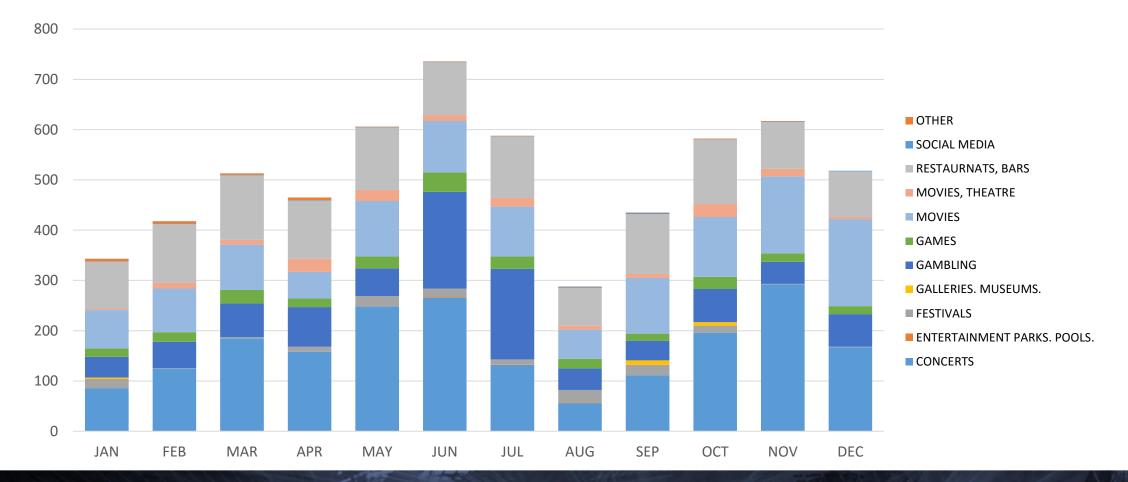


TOP 10 sectors - Market overview **ENTERTAINMENTS, RESTAURANTS, BARS - SEASONALITY** by number of campaigns - 2014 - 2016



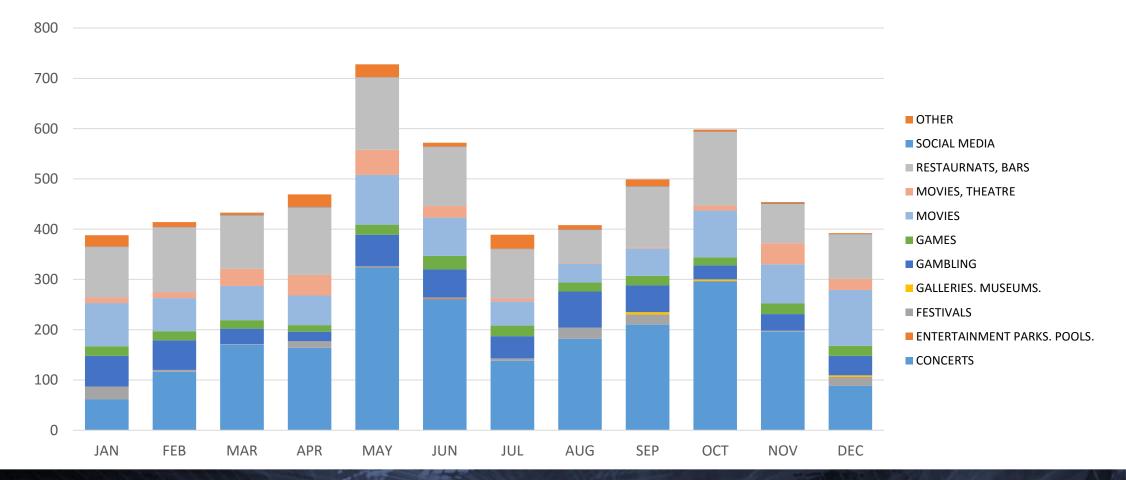


TOP 10 sectors - Market overview **ENTERTAINMENTS, RESTAURANTS, BARS - CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



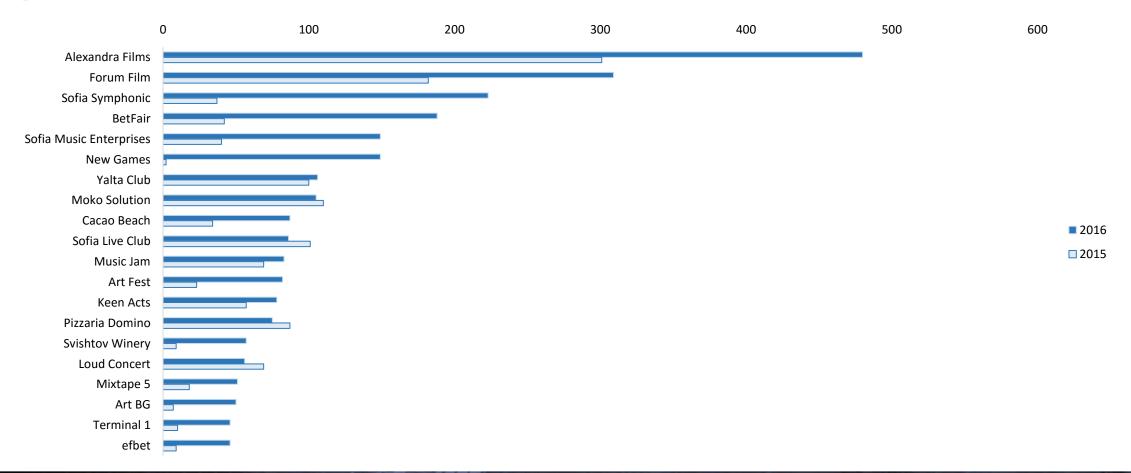


TOP 10 sectors - Market overview **ENTERTAINMENTS, RESTAURANTS, BARS - CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





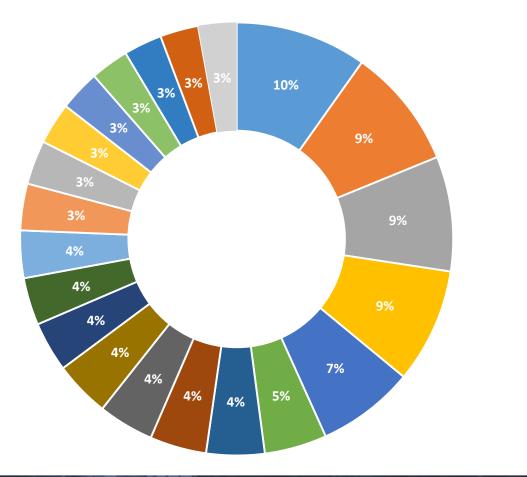
ENTERTAINMENTS, RESTAURANTS, BARS – MOST ACTIVE ADVERTISERS by campaigns strength – 2015 & 2016





ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by number of campaigns - Jan/Dec 2016

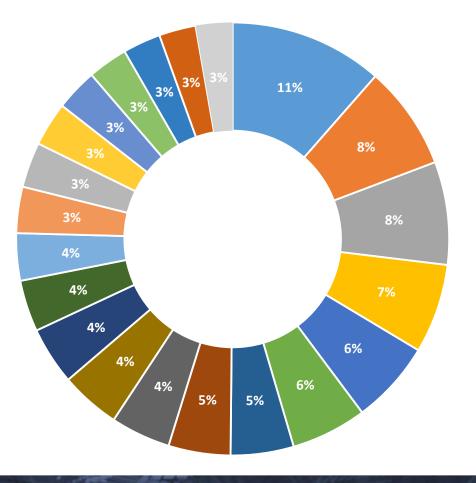






ENTERTAINMENTS, RESTAURANTS, BARS – TOP used websites

by number of campaigns - Jan/Dec 2015



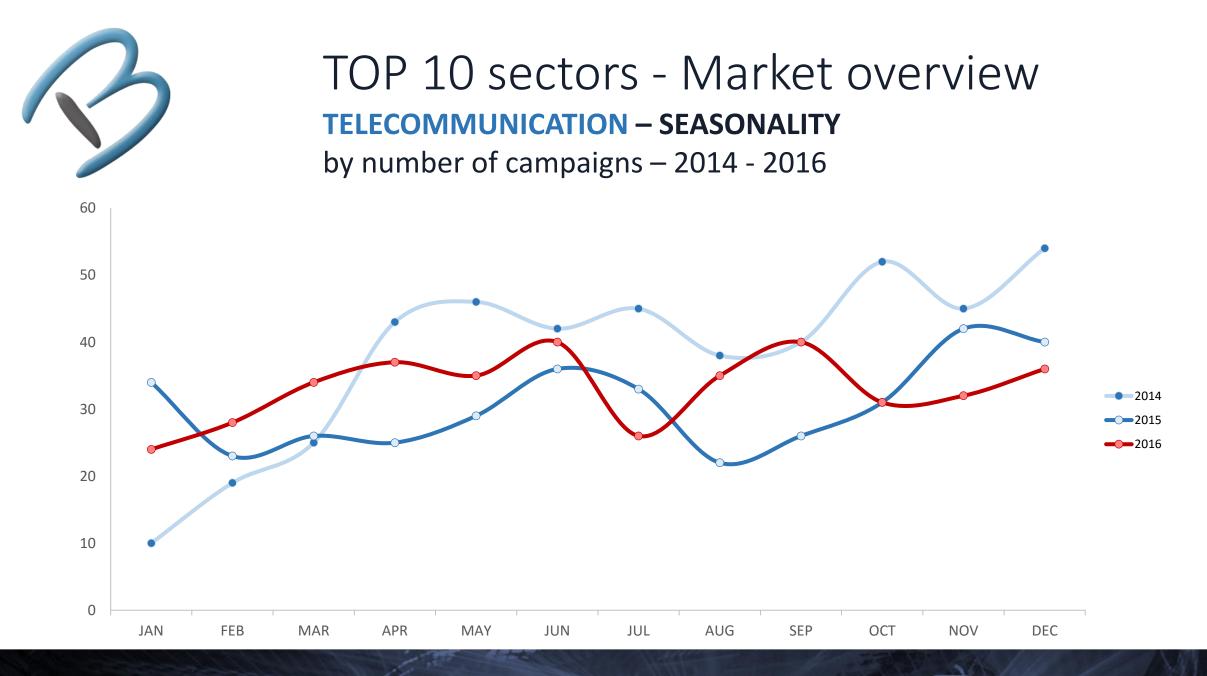


timeart.bg



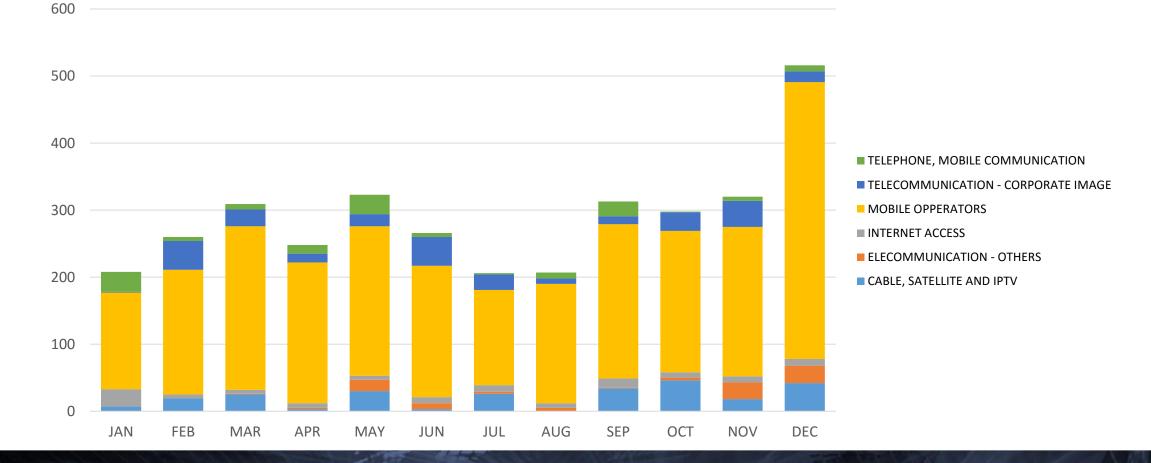
SECTOR TELECOMMUNICATION





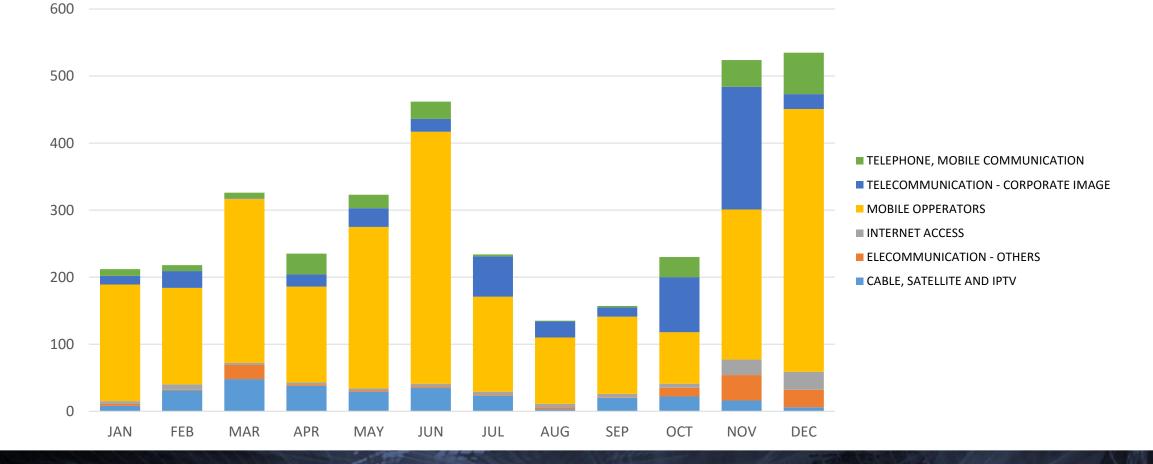


TOP 10 sectors - Market overview **TELECOMMUNICATION – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



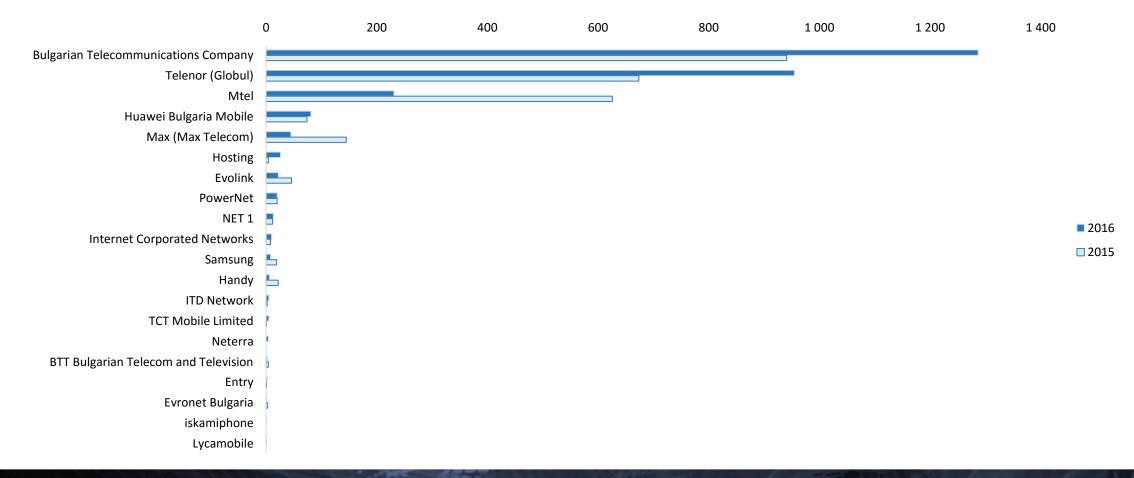


TOP 10 sectors - Market overview **TELECOMMUNICATION – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





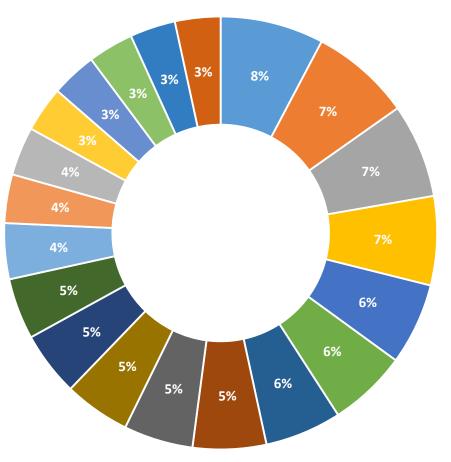
TOP 10 sectors - Market overview **TELECOMMUNICATION – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016





TOP 10 sectors - Market overview **TELECOMMUNICATION – TOP used websites**

by number of campaigns - Jan/Dec 2016





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

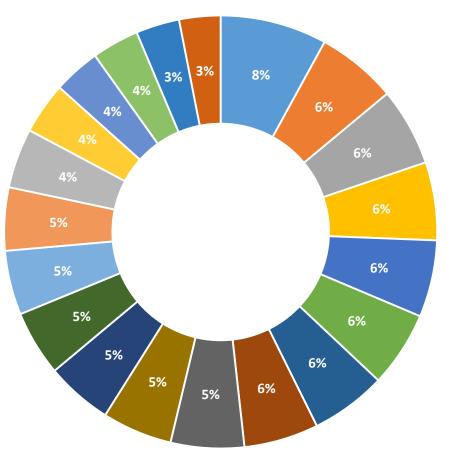
dariknews.bg-Бургас

- 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

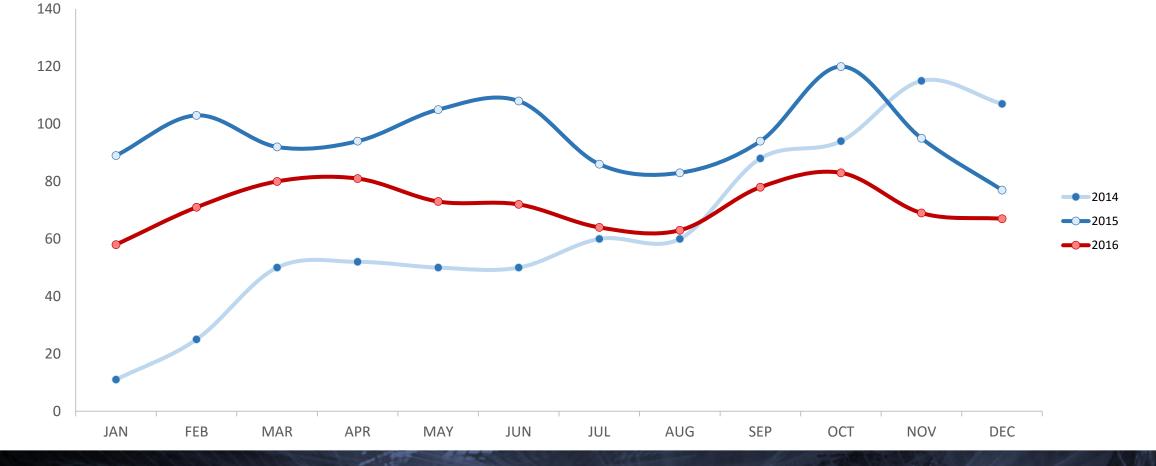


SECTOR BUSINESS GOODS AND SERVICES



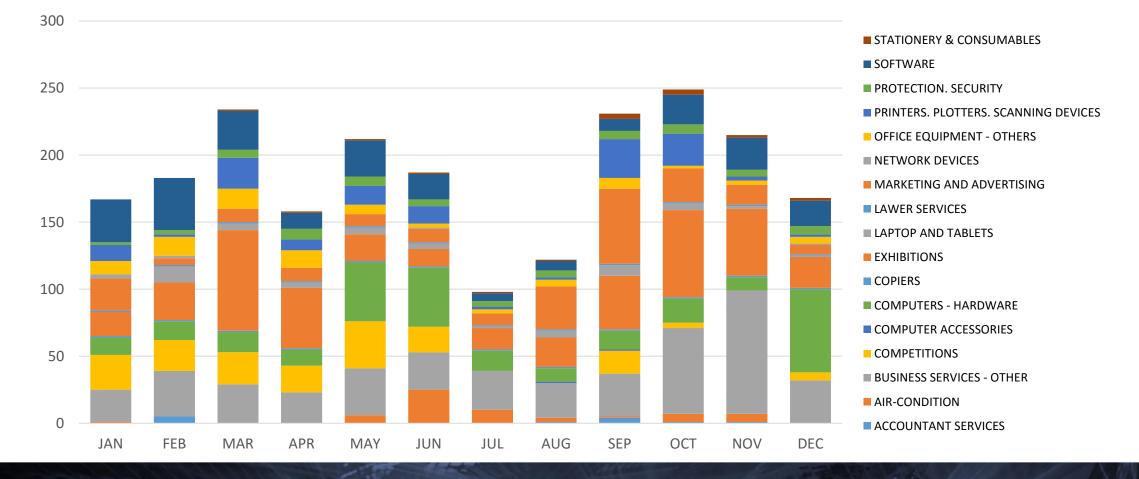


TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – SEASONALITY** by number of campaigns – 2014 - 2016



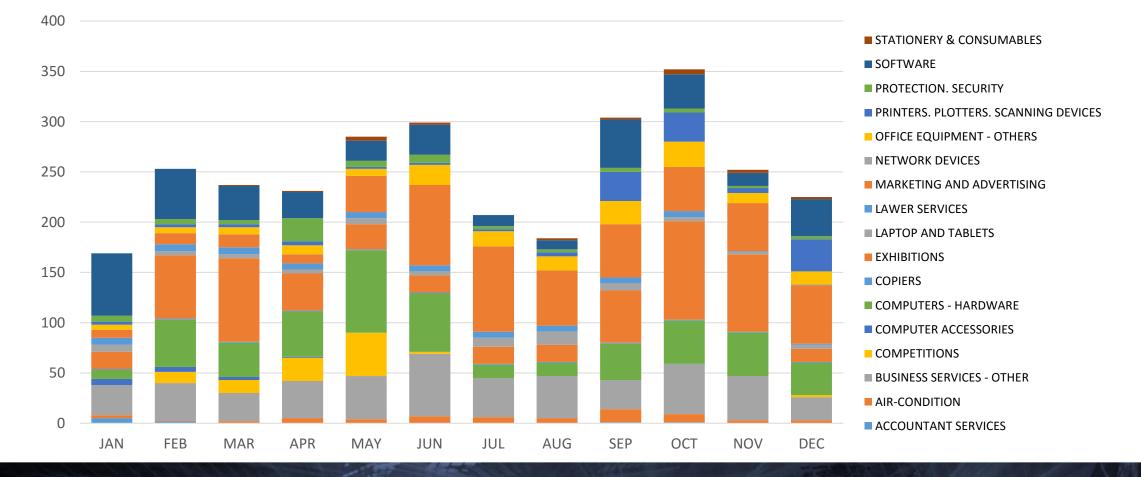


TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2016



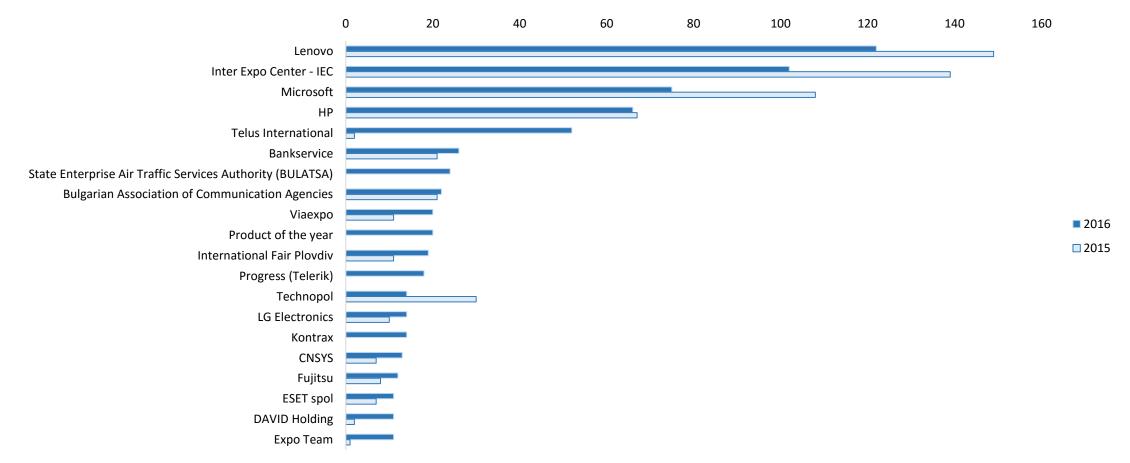


TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – CATEGORY ACTIVITIES** by campaigns strength - Jan/Dec 2015





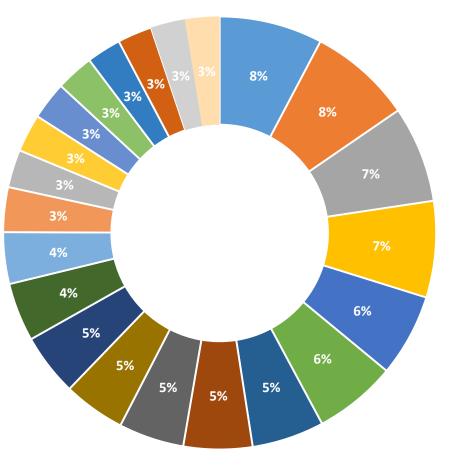
TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – MOST ACTIVE ADVERTISERS** by campaigns strength – 2015 & 2016





TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – TOP used websites**

by number of campaigns - Jan/Dec 2016

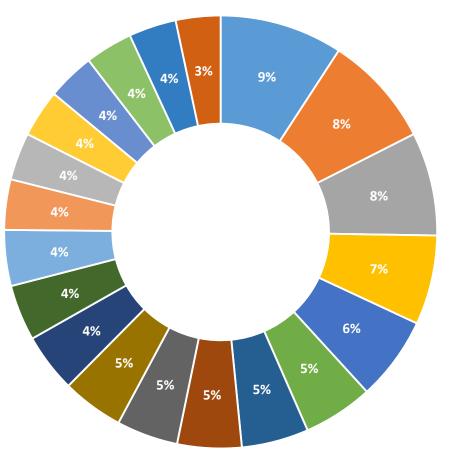


- dnevnik.bg
- manager.bg
- capital.bg
- computerworld.bg
- investor.bg
- pcworld.bg
- novini.bg
- vesti.bg
- idg.bg
- actualno.com
- dnes.bg
- cio.bg
- sportal.bg
- dariknews.bg
- 24chasa.bg
- gong.bg
- profit.bg
- sinoptik.bg
- dariknews.bg-Кюстендил
- dir.bg
- expert.bg
- hicomm.bg



TOP 10 sectors - Market overview **BUSINESS GOODS AND SERVICES – TOP used websites**

by number of campaigns - Jan/Dec 2015





tennis24.bg

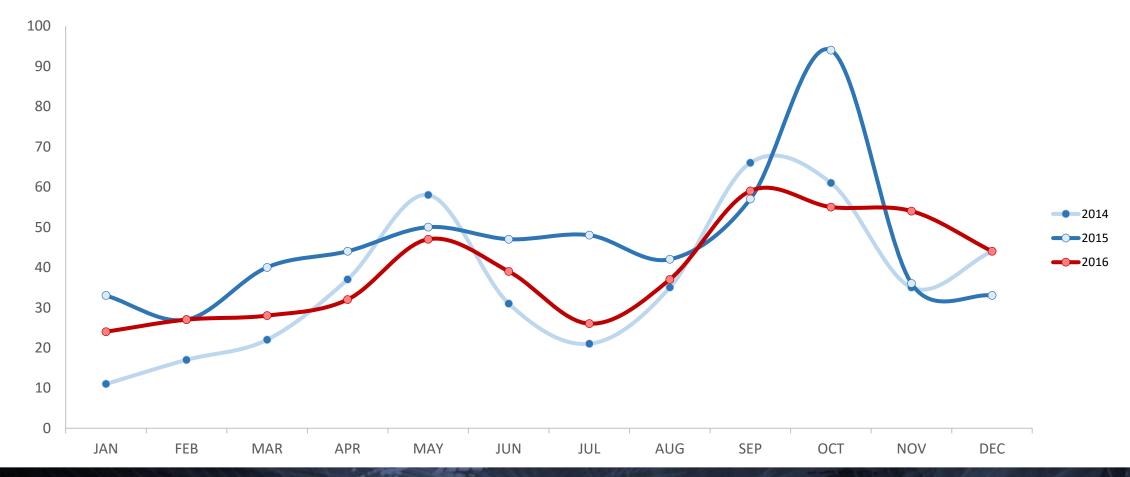


SECTOR POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS



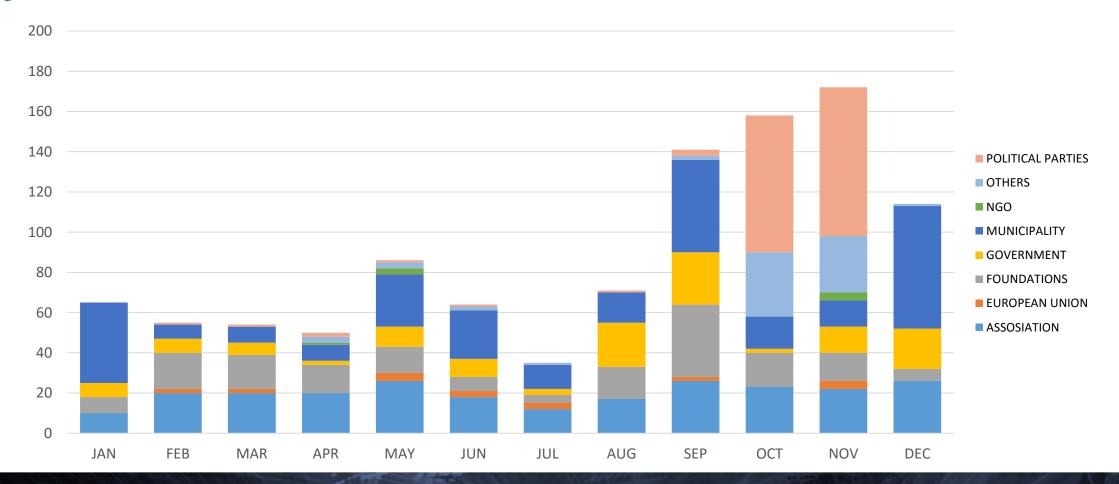


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – SEASONALITY by number of campaigns – 2014 - 2016



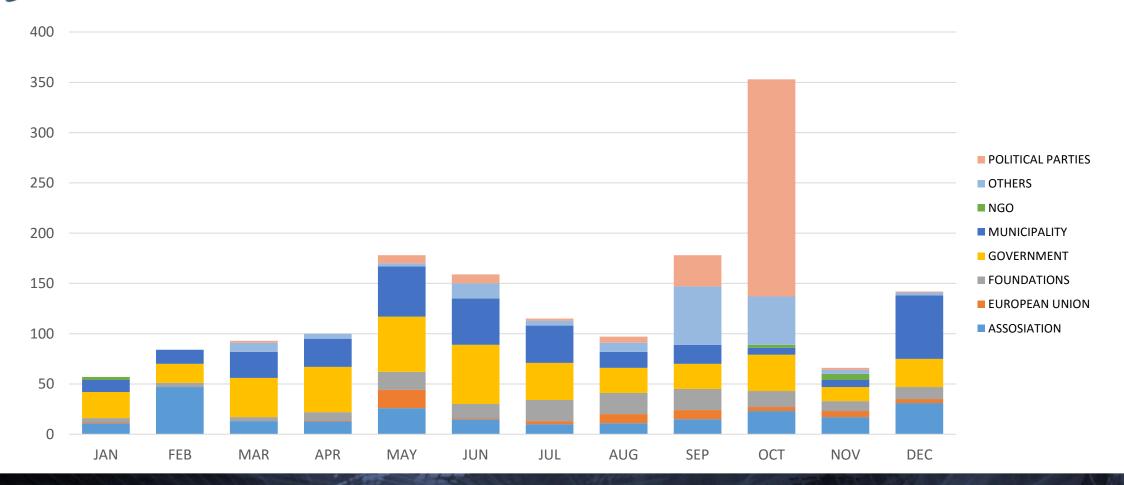


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES by campaigns strength - Jan/Dec 2016



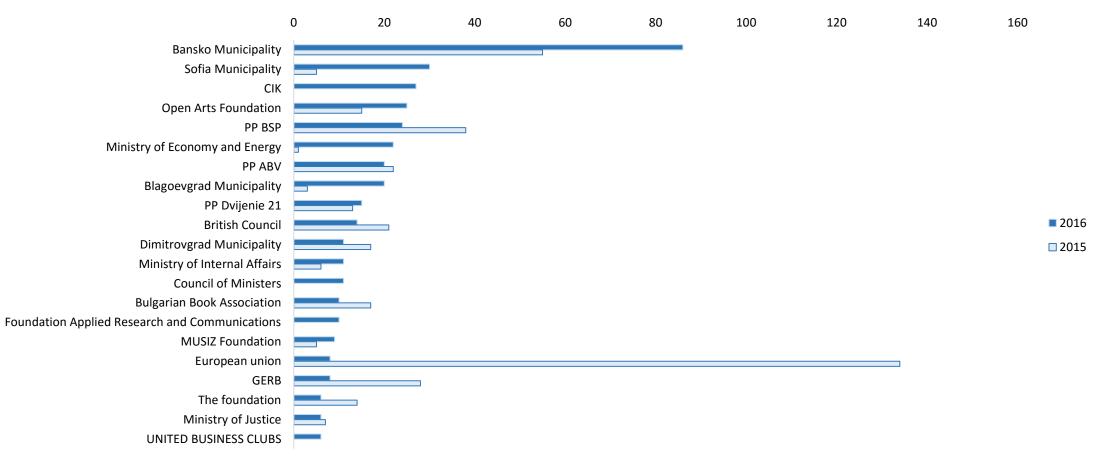


POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – CATEGORY ACTIVITIES by campaigns strength - Jan/Dec 2015





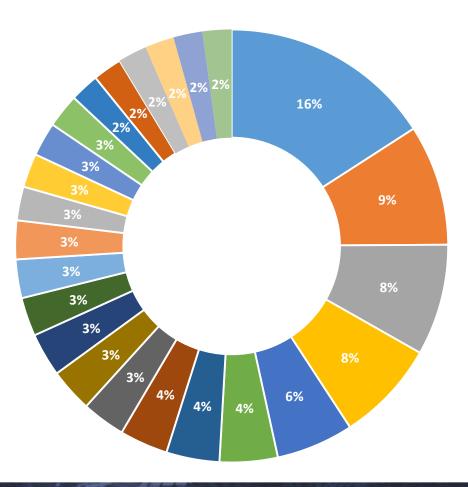
POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – MOST ACTIVE ADVERTISERS by campaigns strength – 2015 & 2016





POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites

by number of campaigns - Jan/Dec 2016

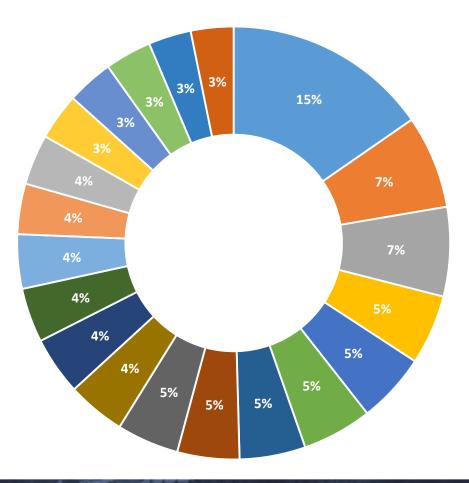


- e-79.com
- dnevnik.bg
- offnews.bg
- capital.bg
- dariknews.bg
- dnes.bg
- 24chasa.bg
- investor.bg
- dir.bg
- karieri.bg
- vesti.bg
- blitz.bg
- bulgariautre.bg
- dariknews.bg-Хасково
- auto.offnews.bg
- novini.bg
- purvite7.bg
- vbox7.com
- actualno.com
- dnesbg.com
- haskovo.info
- mediapool.bg
- sportal.bg
- trud.bg



POLITICAL PARTIES, GOVERNMENT, ORGANIZATIONS – TOP used websites

by number of campaigns - Jan/Dec 2015



- 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



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Thank You!01010

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