

A high-angle, low-key photograph of a tennis player in a light blue shirt and dark shorts, celebrating a victory on a red clay court. The player's arms are raised in a 'V' shape, and they are wearing red wristbands. The background is a dark, textured wall with a grid pattern.

# BULGARIA TOURISM 2015 CAMPAIGN ON EUROSPORT



A male athlete is shown in a dynamic, low-to-the-ground pose, possibly performing a trick or maneuver. He is wearing black athletic shorts and a blue wristband on his left wrist. His body is angled, with his head tilted back and arms extended. A large spray of water droplets is captured around him, creating a sense of motion and energy. The background is dark, making the athlete and the water spray stand out.

# EUROSPORT PROFILE



★EUROSPORT 1

★EUROSPORT 2

★EUROSPORT NEWS

# Sharing sports moments on TV

Eurosport has three channels in as many of

## 99 COUNTRIES

in Europe, Asia-Pacific, Africa and the Middle East.

Sports moments are broadcast to local fans in

## 20 LANGUAGES TO 243 MILLION

cumulative subscribers across the world.

# Sharing Sports Moments Online

EUROSPORT.COM, Europe's n°1 online sports destination:

16 WEBSITES  
WORLDWIDE IN  
10 LANGUAGES

UP TO 33 MILLION  
UNIQUE USERS

per month worldwide

UP TO 23 MILLION  
UNIQUE USERS

per month in Europe

BREAKING NEWS

LIVE SCORE UPDATES

APP FOR ALL DEVICES

EXPERT ANALYSIS



# Pillar Sports on Eurosport

THE VERY  
BEST FOR  
PASSIONATE  
FANS

## Tennis

All Four Slams complemented with ATP & WTA tournaments from all surfaces

## Cycling

Eurosport is the “home of cycling” with all three Grand tours and Classics covered

## Olympic Sports

World leading wintersports destination with live coverage of the biggest events from all disciplines

Keeping the Olympics flame burning all year long with an impressive line-up of top Olympic summer sports events.

## Football

Major European leagues and Internationals

## Motorsports

From the glamour of F1 and Moto GP to the thrilling series of the FIA WTCC and World Superbike

# Reaching travellers to central Eastern Europe

Europeans who plan to travel to Central & Eastern Europe next year for Business or Leisure

2.5 M

10.8 M



Out of the 10.8 million upmarket Europeans who intend to travel to Central & Eastern Europe next year, 23 % watch Eurosport every week

Source: IPSOS AFFLUENT EUROPE 2015 (21 Countries) – Top 20% upmarket Europeans - Universe: 51 629 000 individuals

People planning to travel to Central & Eastern Europe: 10,835, 000 ind.

List of Countries: Austria, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Latvia, Malta, Montenegro, Poland, Romania, Russian federation, Slovakia, Slovenia, Ukraine



# Reaching active holiday-makers

12,3 million Upmarket Europeans traveled the past 12 months for  
**ACTIVE HOLIDAYS**

29% of them watch Eurosport every week

25,2 million Upmarket Europeans traveled the past 12 months for  
**SUN / BEACH HOLIDAYS**

27% of them watch Eurosport every week

28,3 million Upmarket Europeans traveled the past 12 months for  
**CULTURAL TOUR / CITY BREAK**

27% of them watch Eurosport every week

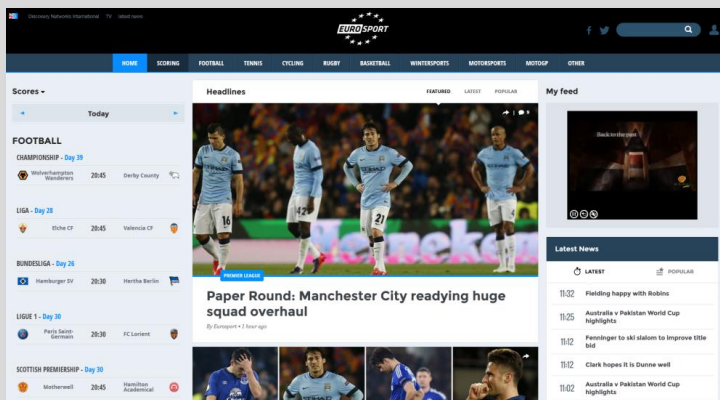
# BULGARIA CAMPAIGN



# Advertising Campaign



- **520 TV spots** on Eurosport 1 split in 3 waves
  - ↳ 66% placed in **Prime Time**
  - ↳ 53 countries: 64 % Western Europe  
29 % Eastern Europe
- **222,812,000 Impacts**
- **49,0002,000 Reach – different viewers**
  - ↳ 62% Upmarket and 11% Top Management
- **9.2M video rectangles** on Eurosport websites
  - ↳ **0.08 % CTR**



# Dedicated Editorial Programs

- Eurosport produced and broadcasted 5 Sport Trip programs
- Focus on a different sport and region of Bulgaria showcasing the diversity of the country

**Quad – Plovdiv**

**Jet ski – Burgas**

**Paragliding – Sopot**


**Golf – Sofia**

**Rafting – Kresna Gorge**

- 20 broadcasts
- Reached 2 M different viewers





A male tennis player is shown from the chest up, celebrating a victory. He has his arms raised high in the air, fists clenched. He is wearing a black wristband on his left wrist and a black wristband on his right wrist. He is wearing a black shirt. The background is a blurred crowd of spectators in a stadium. The text "EUROSPORT" is visible in the upper center of the image.

★EUROSPORT

FUEL  
YOUR  
PASSION