

# NETINFO PRODUCT PORTFOLIO





According Gemius Bulgaria, Netinfo is one of the largest digital publishing company, with more than **75% AUDIENCE** Reach on the local market.

Netinfo portfolio is composed by popular **DIGITAL SERVICES**, general **NEWS SITES**, **VIDEO PLATFORMS** and **CONTENT VERTICALS**.

Netinfo is part of Nova Broadcasting Group and integrates TV content, brands and online properties on its portfolio.

**ECOSYSTEM INTEGRATION** between these products drives huge user engagement and advertising possibilities.

	Combined	Desktop	Mobile
<b>Real Users</b>	<b>3 193 747</b>	<b>2 236 786</b>	<b>2 407 140</b>


	About	Real Users
<b>Abv.bg</b>	<b>Free email service</b>	<b>1 456 297</b>
<b>Vbox7.com</b>	<b>Video entertainment</b>	<b>1 732 343</b>
<b>Sinoptik.bg</b>	<b>Weather</b>	<b>861 875</b>
<b>Gong.bg</b>	<b>Sports</b>	<b>701 154</b>
<b>Vesti.bg</b>	<b>General News</b>	<b>1 229 318</b>
<b>DarikNews.bg</b>	<b>Local News</b>	<b>1 097 823</b>
<b>Nova.bg</b>	<b>TV News</b>	<b>1 246 311</b>
<b>Edna.bg</b>	<b>Female Ezine</b>	<b>765 715</b>



# АБВ

## NEVER LOSE CONNECTION

users

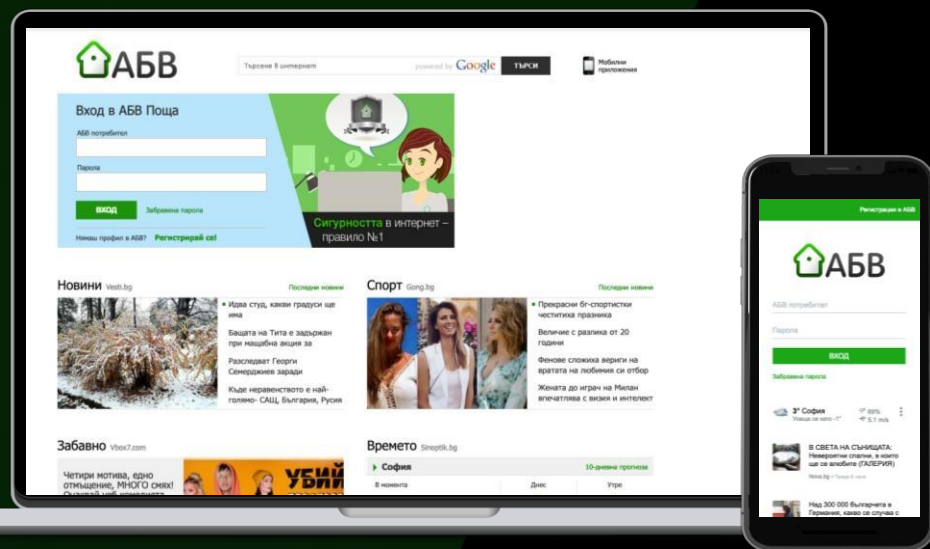
	2 500 000*
	1 370 000*
	606 000*

Free Email service with more than **20 YEARS LEGACY** and **1,5 MLN\*\*** monthly real users.

Used mainly for important **PERSONAL B2C COMMUNICATION** – shopping confirmations and service messages, accounting for banking, insurance and other finance services, site registrations, job search and offers.

According Reuters Institute, 48% of online news readers are using ABV.bg Main Page **NEWS FEED**. This is the second most popular online source for news, after Nova.bg, with 55% share\*\*\*.

ABV.bg integrates several other services - Dox.bg service for file storage and sharing, Gbg.bg/Гювеч news aggregator, Business Email Server, etc.



DATASOURCE:

\* GOOGLEANALYTICSAVGMONTHLYUSERS,Q12019(DESKTOP,MOBILE&APP)

\*\* GEMIUSBULGARIA,AVG.MONTHLY,JAN-DEC2018,MOBILEAPSNOTMEASURED


\*\*\* REUTERSINSTITUTE,2018

**ALMA**  
BULGARIAN MEDIA GROUP

WWW.NETINFO.BG

# vbox7

## DIGITAL ENTERTAINMENT DESTINATION

	users
	981 000*
	1 881 000*
	125 000*

Vbox7.com is entertainment destination for **PREMIUM DIGITAL VIDEO-FIRST CONTENT**.

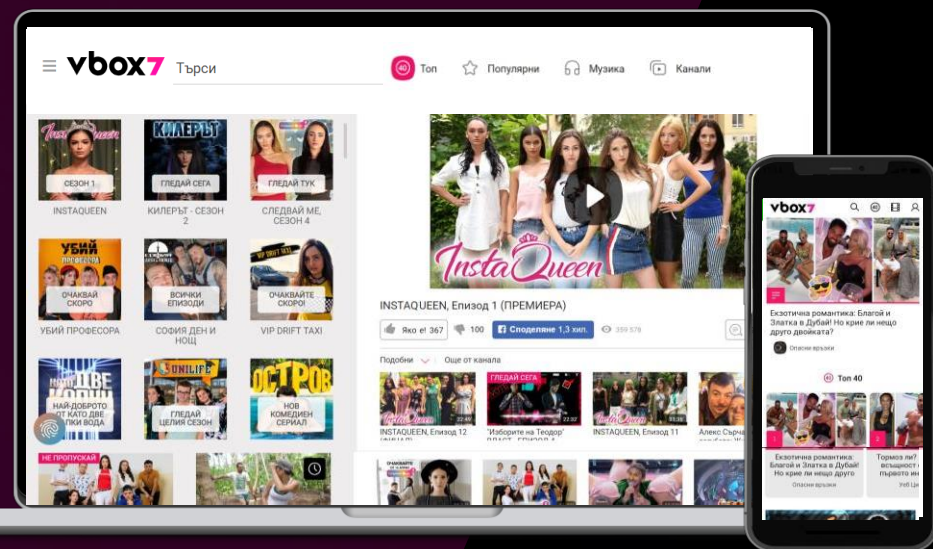
Vbox7 is popular with it's exclusive online series, produced by 7Talents and other Bulgarian producers.

The platform attracts media publishers with its ability to distribute news, infotainment and other original content, giving additional monetization and brand popularity.

More than **30 MILLION\*\*** Monthly Video Views.

Core audience: 25-34

Primary target: 14-24, big cities. Vbox7 represents the inspiration, needs and lifestyle of a whole new generation on the rise. Vbox7 users are flexible, digital native, demanding, and always on the move for the next big thing. They follow the trends and set the tone. Cautious about the world we live in and responsible, with entrepreneurial spirit.



# *Talents* THE DIGITAL PRODUCERS

7Talents is a digital media team, specializing in creative and innovative **DIGITAL-FIRST VIDEO PROJECTS**, management of **INFLUENCERS** and opinion leaders in various specters and genres, and the production and distribution of interactive entertainment content, unique for each **VIDEO AND SOCIAL PLATFORM** - Vbox7.com, YouTube, Instagram, Facebook.

The followers and subscribers of the 7Talents projects on all platforms are nearly **1.5 MILLION\***, generating more than **0.5 BILLION\*\*** ad video views annually.

7Talents executes highly effective joint projects with some of the leading international and local brands in Bulgaria and exclusive 360 branded content formats for maximum engagement of online users.

The success of the **TEAM** is driven by the **EXPERIENCE** of more than 20 professionals – producers, filmmakers, editors, accounts managers and social media & digital video ninjas and their collaboration with hundreds of influencers, actors and local and international video and content creators.



# VESTI.bg

## A NEW GENERATION MEDIA

users



968 000\*

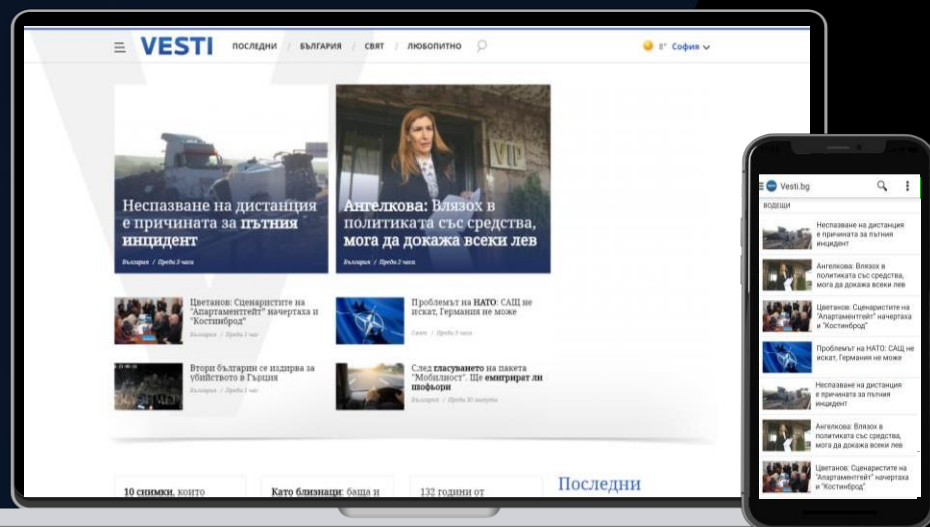


1 519 000\*

Vesti.bg is one of the biggest and most popular Bulgarian news websites.

The platform offers breaking news from Bulgaria and World, vital news, videos and galleries, tech and celebrity news.

Vesti.bg keeps a well-balanced mix of **HARD** and **SOFT** news, following the latest trends in digital news consumption and the growing importance of social media





## YOUR FAVOURITE TV CONTENT ONLINE

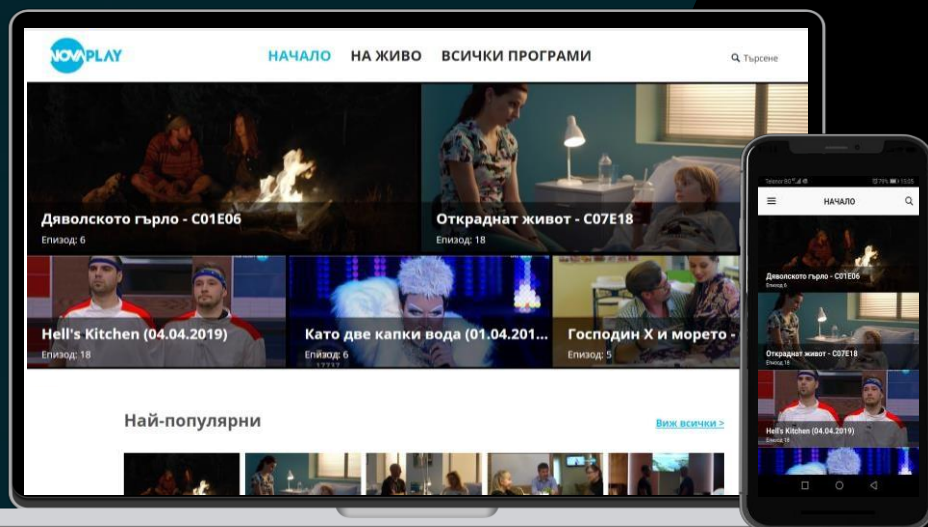
users



957 000\*



1 816 000\*



NOVA PLAY is a free online platform that allows users to watch most productions on NOVA's air;

Popular shows and selected series, news and current affair programs – online at **ANY TIME** that's convenient for them;

Special collections of **EXCLUSIVE** content – popular TV series and web reality projects.



# DA**RIK** NEWS.

## THE NEWS WITH A NAME

users



534 000\*

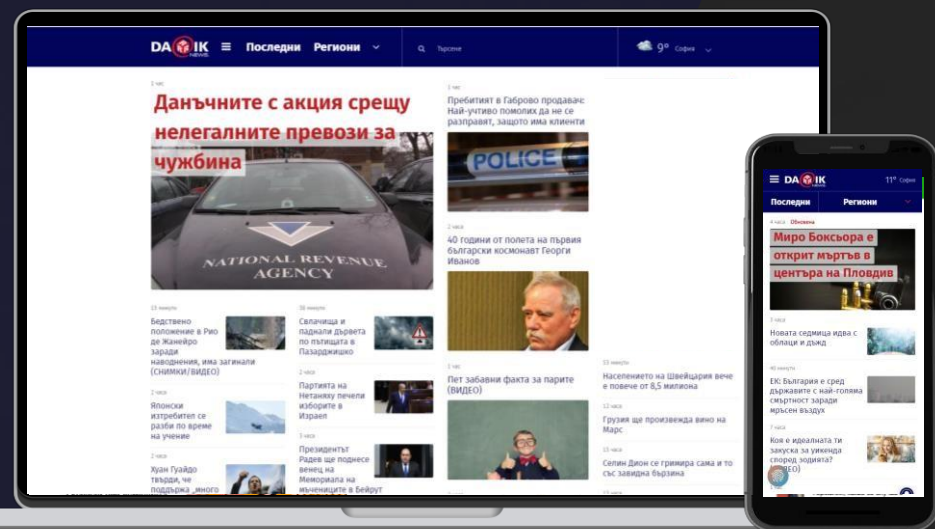


1 476 000\*

DarikNews.bg is one of the leading news website in Bulgaria, preferred online media and a **TRUSTED** source of information.

DarikNews.bg is the website with one of the largest **REGIONAL COVERAGE** in Bulgaria.

The platform is focusing on national and regional news, politics, business, finance, commentary articles and analysis.





# SINOPTIK.bg WEATHER FORECAST ANYTIME

	users
	690 200*
	894 800*
	253 000*

Sinoptik.bg is one of the first weather sites in Bulgaria. Long before mobile revolution Sinoptik.bg created image of trusty and pleasant to visit source.

With it's warm look and feel Sinoptik.bg is one of the most wanted Netinfo sites, both from **USERS** and **ADVERTISERS** side.




Sinoptik.bg is a weather service website with detailed forecast for more than **80K** locations both locally and internationally.

The combined reach is close to **1,8 MILLION\*** monthly unique users on desktop, mobile and apps.





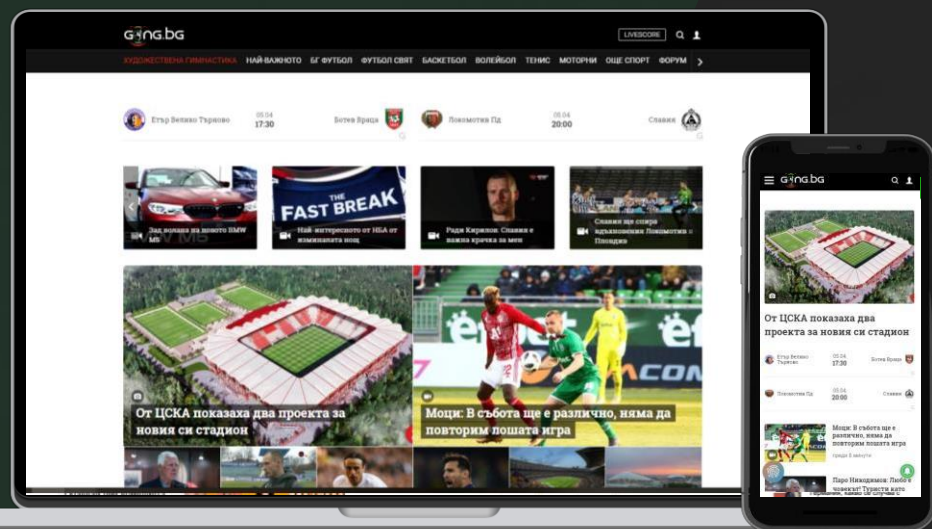
# SPORTS NEWS IN YOUR HANDS

	users
	557 600*
	757 400*
	128 900*

Gong.bg is the sport website, part of Netinfo and one of the leaders in the field of sports information online.

The website provides sport news, analysis, **EXCLUSIVE SPORTS CONTENT**, video, games and engagement.

The platform aims to be one of the most **UP-TO-DATE** and reliable source of sports news.



users



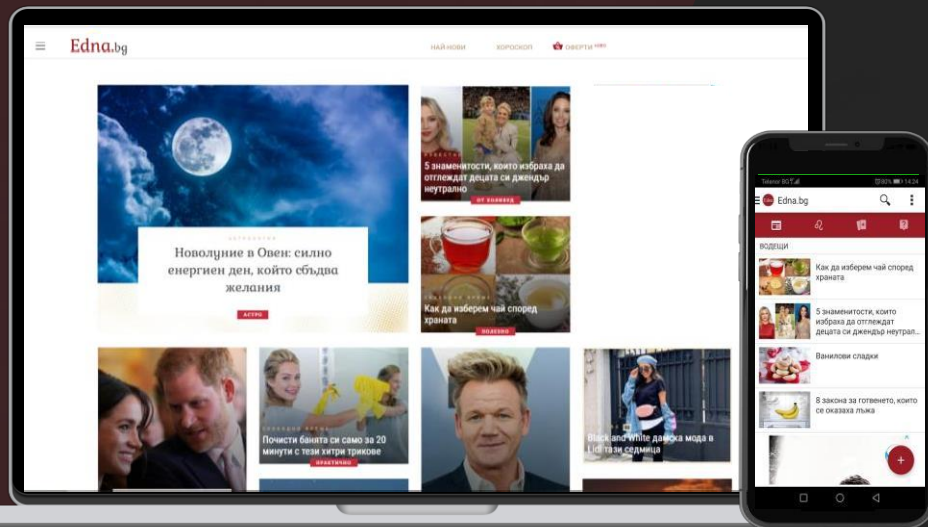
485 000\*



868 000\*

# Edna.bg

## EVERYTHING THAT HAPPENS IN THE LIFE OF A WOMAN



Edna.bg is **EZINE** with strong influence among 25+ urban women as it offers engaging, inspirational and helpful content – articles about beauty and fashion, leisure, culinary, relationship advice and tips for a healthy lifestyle.

Among the most popular content on Edna.bg is the **HOROSCOPE**, **CELEBRITY** news and **QUIZZES**.

More than 25 **EXTERNAL AUTHORS** are part of Edna.bg – famous actors, musicians, experts in various areas



# PARITENI.bg

## PERSONAL FINANCE EXPERTISE

users



110 000\*

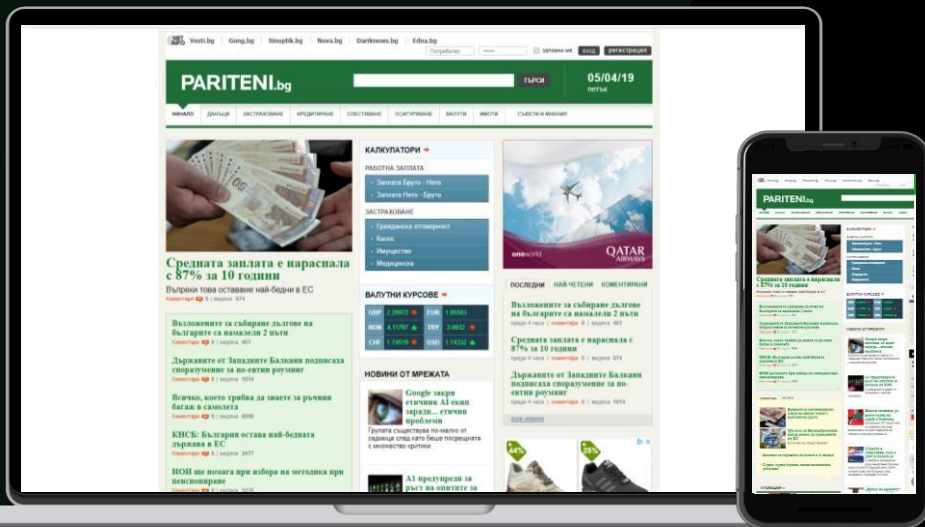


116 000\*

Pariteni.bg is **PERSONAL FINANCE** website launched in 2008.

In addition to topical banking products, the site provides information on the peculiarities of personal and family finances and introduces the possibilities of insurance, insurance and tax specifics.

Through the **CALCULATORS** (which are among the users' favorite features) and articles in the Accent section, the site helps to think and motivate the choice of a financial product or service.





# INNOVATE WITH US!

[www.netinfocompany.bg](http://www.netinfocompany.bg)