



THE FACE OF MODERN AGRICULTURE

www.agroTV.bg

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AGROtv



The only specialized television of the agricultural business in Bulgaria



AGRO TV has a national coverage and a 24-hour program, including various shows and headlines focused on agriculture, rural areas and the processing industry. Priority is given to news feeds, which offer up-to-date information from the agro sector in Bulgaria and abroad.

The program of **AGRO TV** is broadcast by satellite, cable, as well as live on internet at address:

www.agroTV.bg



You may also watch **AGRO TV** using the mobile app.



We focus on:
Plant growing
Livestock breeding
Technologies
Agricultural machinery
Innovation
Food industry
Forestry
Rural areas
Tourism
Festivals, traditions and customs,
cultural heritage
Agrarian Policy
World forums and events

WHAT'S INCLUDED IN AGRO TV'S 24-HOUR PROGRAM:

EMISSIONS NEWS

- 🌐 **Short news** - every hour, with live events from around the country
- 🌐 **The early news** emission starts at 18:00, **The central information block** starts at 20:30 and the **Last news** emission begins at 22:30.
Every Weekend:
 - 🌐 **Weekly Review** and **International Review**
 - 🌐 **The highlights summarize** the major events in the field of agriculture within the past week.

HEADLINE NEWS + - Enhanced news from the current day event broadcast every day right after the main issues.

WEATHER FORECAST AND AGROFORECAST

The **AGROTEMA** section presents events, case studies or agricultural productions. From the venue of the event.

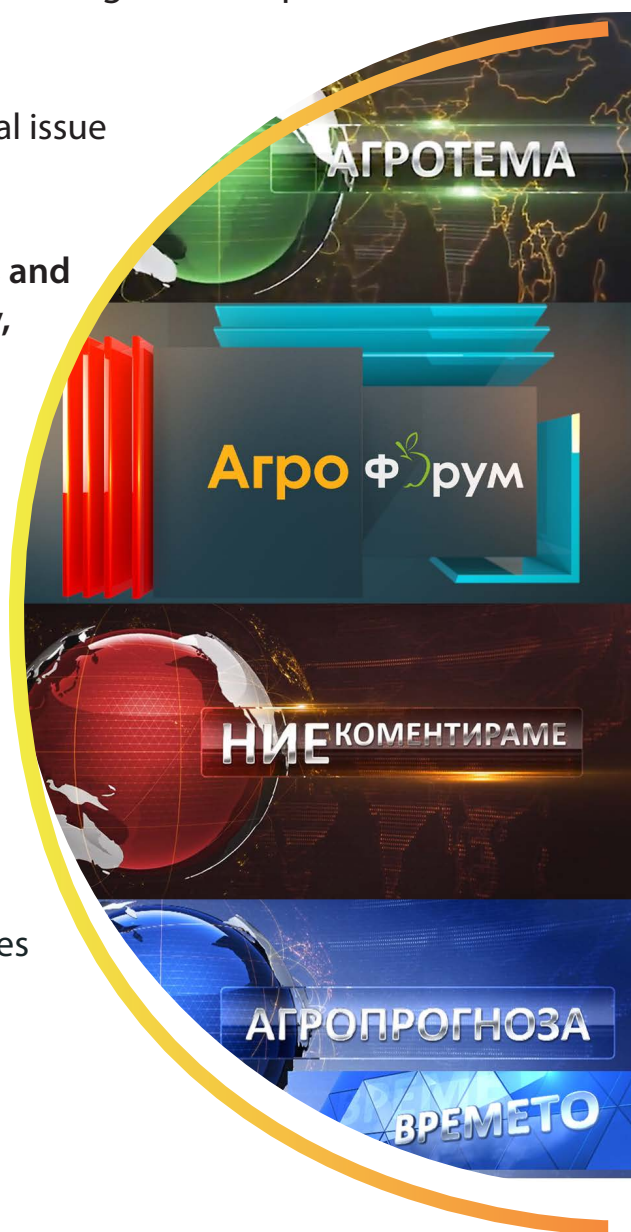
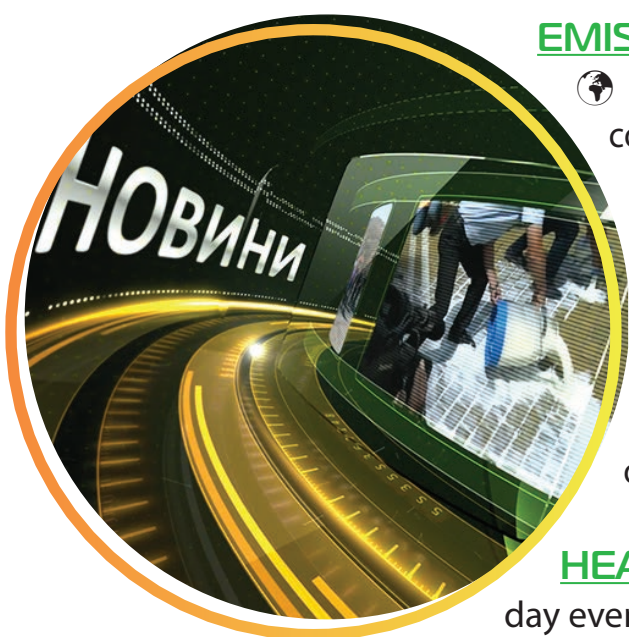
THE COMMENTARY - analysis of a current agricultural issue through the view of AGRO TV reporters.

FINANCIAL NEWS, hosted by Kamelia Karadocheva, and **STOCK INFORMATION**, hosted by Georgi Kusitasev, are for agribusiness entrepreneurs

With the rubric **AGRICULTURAL ALARM CLOCK** the farmers are always on time for all administrative terms, the necessary conditions and documentation required by the respective institutions.

The CAP – beneficial to all of us show presents the contribution of the common agricultural policy to the development of agriculture, processing industry, rural areas.

The **HORSES OF BULGARIA** show is the only TV series in Bulgaria for horses, horse breeding, equestrian sports, tourism, business and art.



ANIMAL DYNAMIC, by Mirela Spassova, presents the sector Animal Breeding in Bulgaria - Trends, Innovations, Events in the Branch. Emphasis is placed on the good practices of livestock breeders in the

country and case studies and problems in the sector with farmers, representatives of associations and institutions are discussed.



ЖИВОТНОВЪДЕН ДНЕВНИК

HISTORY OF FOODS, author Aleko Dyankov, gives information about the origin of different types of foods and the traditions of their consumption.

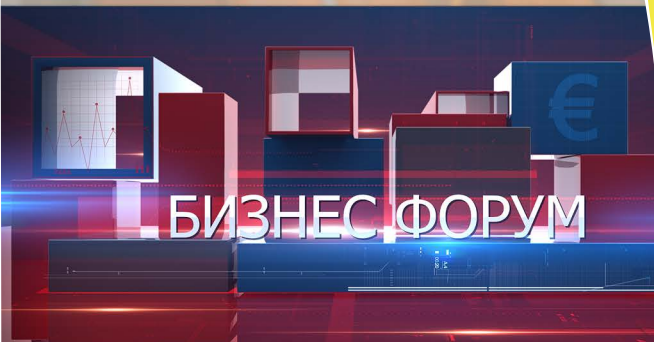
The **WORLD OF HERBS** rubric presents the beneficial properties of traditional Bulgarian and exotic herbs, reveals the ways medicinal plants are used for health and beauty.

The section **CURIOUS** presents interesting discoveries, technologies and new solutions of the agricultural science and the agro-industry.

BRUSSELS TRANSLATED, with Valentina Spasova, is a format devoted to the European legislation in agriculture and its impact in Bulgaria, and the discussions in the studio include experts with different opinions, arguments and useful information for our farmers.

In the **AGROPOLICIES** show – the top reporters of AGRO TV give the word to different sectors with recommendations and comments on topics, related to CAP and governmental support measures; seek expert advises, analyzes and consultations from non-governmental organizations and institutions

THEY WON, hosted by Valentina Spassova, tells stories of timeless values and traditions cherished in Bulgarian villages for centuries on end, and of entrepreneurial people deriving their livelihood from land.



AGROFORUM, with the leading **Diana Alexandrova**, presents in an attractive and dynamic way the modern Bulgarian agriculture, shows everything new in the field, gives new ideas to the agribusiness.

The BUSINESS FORUM show, hosted by **Camelia Karadocheva**, is focusing on the small and medium-sized enterprises perspectives and the methods for their support and financing.

BUSINESS NEWS, with leading **Kosara Trolleva**, every day - the most powerful agribusiness companies show their successful products and technologies, key industry events, attractive deals.

AGROMARKET presents innovative agricultural equipment in action and its most attractive technical features.

PLANT HEALTH, led by **Diana Alexandrova**, comments current topics of Bulgarian legislation related to plant protection and successful practices recommended by agronomists.

ABOUT CYNOLGY WITH DR. KANEV focuses on professional and amateur themes in the field of cynology.

The LAUGHTER AND MISCHIEF, written by **Svetlozara Dimitrova**, shows fun stories with animals.

On **AGRO TV** you may also watch:

Popular science films on the agriculture around the world.

Folklore series on Bulgarian customs and traditions, folk songs and dances, local cuisine

Specialized rubrics on the work of the Local Initiative Groups in Bulgaria.





AGRO TV offers various possibilities to the companies of the agricultural sector to present their products and services through participation in shows, video clips, video presentations and reports, product positioning and alternative advertising forms. The high efficiency and the fast return effect of advertising are due to the AGRO TV popularity and the targeted audience, which grows on a weekly basis.

- **How many the spectators of AGRO TV are**

- The monthly audience, as provided by GARB Audience Measurement Bulgaria, as PeopleMetrics data, is between **1,200,000 and 1,500,000** spectators.

AGRO TV is streamed on-line on the address: www.agroTV.bg. Newscasts, rubrics and shows are posted on the site.

Every day over 30,000 unique users.

- The **Facebook page of AGRO TV** enjoys a constantly growing number of followers:
 - 43,226 - total number of likes (data up to the month of January 2021)
 - 46,405 - total number of followers (data up to the month of January 2021)
- **YouTube channel / AGRO TV BULGARIA:** With over 25,000 followers (data up to the month of January 2021).
- **Instagram profile**
- **Mobile app AGRO TV**



AGRO TV realizes successful projects on the coverage of non-governmental organizations events in the field of the agriculture and food.

AGRO TV is a media partner of leading events in Bulgaria, organized by: BATA AGRO, Interexpo center, International Trade Fair Plovdiv, the non-governmental sector in the field of crop and animal production, processing industry.