

FIFA WORLD CUP 2026™



БЪЛГАРСКА
НАЦИОНАЛНА
ТЕЛЕВИЗИЯ



BULGARIAN
NATIONAL
TELEVISION

OFFICIAL BROADCASTER

FIFA WORLD CUP 2026™

- ❑ FIFA WORLD CUP 2026™ ще се проведе в Канада, Мексико и САЩ
- ❑ Период на провеждане: *от 11 юни до 19 юли 2026 г.*
- ❑ Часове за излъчване на срещите*: *19:00; 22:00; 01:00 и 04:00 ч.*
- ❑ ТВ канали: 
- ❑ 48 отбора, 104 срещи.
- ❑ Футболните двубои ще се проведат в:

❖ Канада:

Торонто и Ванкувър

❖ Мексико:

Гуадалахара, Мексико Сити и Монтерей

❖ САЩ:

*Атланта, Бостън, Далас, Хюстън, Канзас С,
Лос Анджелис, Маями, Ню Йорк - Ню Джърси,
Филадельфия, Сиатъл, Сан Франциско.*

NB: Обявените начални часове на срещите могат да бъдат променени от FIFA.



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MATCH SCHEDULE

GROUP STAGE MATCHES

Thursday 11 June

Friday 12 June

Saturday 13 June

Sunday 14 June

Monday 15 June

Tuesday 16 June

Wednesday 17 June

Thursday 18 June

Friday 19 June

Saturday 20 June

Sunday 21 June

Monday 22 June

Tuesday 23 June

Wednesday 24 June

Thursday 25 June

Friday 26 June

Saturday 27 June

ROUND OF 32

Sunday 28 June

Monday 29 June

Tuesday 30 June

Wednesday 1 July

Thursday 2 July

Friday 3 July

ROUND OF 16

Saturday 4 July

Sunday 5 July

Monday 6 July

Tuesday 7 July

QUARTER-FINALS

Wednesday 8 July

Thursday 9 July

Friday 10 July

Saturday 11 July

SEMI-FINALS

Sunday 12 July

Monday 13 July

Tuesday 14 July

Wednesday 15 July

FINAL

Thursday 16 July

Friday 17 July

Saturday 18 July

Sunday 19 July

WESTERN REGION

VANCOUVER

SEATTLE

SAN FRANCISCO BAY AREA

LOS ANGELES

CENTRAL REGION

GUADALAJARA

MEXICO CITY

MONTERREY

HOUSTON

DALLAS

KANSAS CITY

EASTERN REGION

ATLANTA

MIAMI

TORONTO

BOSTON

PHILADELPHIA

NEW YORK NEW JERSEY

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Рекламни пакети FIFA World Cup 2026™



Реклама - игри на живо	Golden Spot 10"	Spot 30"	Spot 30"				
	Premium Package		Package 1	Package 2	Package 3	Package 4	Package 5
Откриване и първа среща	1	1	2	1	1		
Групова фаза / 71 срещи	71	71	68	46	34	22	10
1/16 финал / 16 срещи	16	16	14	10	8	6	4
1/8 финал / 8 срещи	8	8	6	4	2	2	
1/4 финал / 4 срещи	4	4	3	2		1	
1/2 финал / 2 срещи	2	2	2	2	1		1
3/4 място / 1 среща	1	1	2	1			
Финал / 1 среща	1	1	2	1		1	
Общо в лева	636 922,00 BGN	468 325,00 BGN	468 604,00 BGN	313 217,00 BGN	186 998,00 BGN	138 167,00 BGN	64 838,00 BGN
Общо в евро	325 653,05 EUR	239 450,77 EUR	239 593,42 EUR	160 145,31 EUR	95 610,56 EUR	70 643,67 EUR	33 151,14 EUR
Спонсорство - Студийна програма на БНТ преди футболната среща	Комплекти спонсорски заставки 2 x 10"		Комплекти спонсорски заставки 2 x 10"				
Групова фаза / 71 срещи	-	32	26	16	10	6	4
1/16 финал / 16 срещи	-	16	12	8	6	4	
1/8 финал / 8 срещи	-	4	8	2	1	2	1
1/4 финал / 4 срещи	-	2	4	2	2	1	
1/2 финал / 2 срещи	-	2	2	2	1		
3/4 място / 1 среща	-	1	1	1			
Финал / 1 среща	-	1	1				
Общо в лева	194 420,00 BGN		187 400,00 BGN	108 640,00 BGN	67 160,00 BGN	41 100,00 BGN	14 960,00 BGN
Общо в евро	99 405,37 EUR		95 816,10 EUR	55 546,75 EUR	34 338,36 EUR	21 014,10 EUR	7 648,93 EUR
Реклама - повторения	БОНУС! Гарантирано първо повторение на всяко оригинално излъчване на футболните срещи в програмите на БНТ.						
Реклама и спонсорство - обзор на всеки игрови ден				Тези пакети могат да избират само в срещи от групова фаза и 1/16 финал!			
Реклама	-	28	28	18	6	4	2
Спонсорство комплекти	-	16	16	10	4	2	
Общо в лева	99 792,00 BGN		99 792,00 BGN	63 504,00 BGN	22 680,00 BGN	13 608,00 BGN	4 536,00 BGN
Общо в евро	51 022,84 EUR		51 022,84 EUR	32 469,08 EUR	11 596,10 EUR	6 957,66 EUR	2 319,22 EUR
ТОТАЛ БРУТО в лева, без ДДС	1 399 459,00 BGN		755 796,00 BGN	485 361,00 BGN	276 838,00 BGN	192 875,00 BGN	84 334,00 BGN
ТОТАЛ БРУТО в евро, без ДДС	715 532,02 EUR		386 432,36 EUR	248 161,14 EUR	141 545,02 EUR	98 615,42 EUR	43 119,29 EUR

Рекламни пакети - отстъпки FIFA World Cup 2026™



Отстъпки	Premium Package	Package 1	Package 2	Package 3	Package 4	Package 5
ТОТАЛ БРУТО в лева, без ДДС	1 399 459,00 BGN	755 796,00 BGN	485 361,00 BGN	276 838,00 BGN	192 875,00 BGN	84 334,00 BGN
ТОТАЛ БРУТО в евро, без ДДС	715 532,02 EUR	386 432,36 EUR	248 161,14 EUR	141 545,02 EUR	98 615,42 EUR	43 119,29 EUR
<i>Отстъпки, спрямо периода на потвърждаване</i>						
Преди 12 февруари 2026	50%	50%	40%	35%	30%	28%
НЕТ в лева, без ДДС	699 729,50 BGN	377 898,00 BGN	291 216,60 BGN	179 944,70 BGN	135 012,50 BGN	60 720,48 BGN
НЕТ в евро, без ДДС	357 766,01 EUR	193 216,18 EUR	148 896,68 EUR	92 004,26 EUR	69 030,80 EUR	31 045,89 EUR
13-ти февруари - 31-ви март 2026	45%	45%	35%	30%	25%	23%
НЕТ в лева, без ДДС	769 702,45 BGN	415 687,80 BGN	315 484,65 BGN	193 786,60 BGN	144 656,25 BGN	64 937,18 BGN
НЕТ в евро, без ДДС	393 542,61 EUR	212 537,80 EUR	161 304,74 EUR	99 081,52 EUR	73 961,57 EUR	33 201,85 EUR
1-ви април - 22-ри май 2026	35%	35%	25%	20%	15%	13%
НЕТ в лева, без ДДС	909 648,35 BGN	491 267,40 BGN	364 020,75 BGN	221 470,40 BGN	163 943,75 BGN	73 370,58 BGN
НЕТ в евро, без ДДС	465 095,82 EUR	251 181,03 EUR	186 120,85 EUR	113 236,02 EUR	83 823,11 EUR	37 513,78 EUR
23-ти май - 1-ви юни 2026	30%	30%	20%	15%	10%	8%
НЕТ в лева, без ДДС	979 621,30 BGN	529 057,20 BGN	388 288,80 BGN	235 312,30 BGN	173 587,50 BGN	77 587,28 BGN
НЕТ в евро, без ДДС	500 872,42 EUR	270 502,65 EUR	198 528,91 EUR	120 313,27 EUR	88 753,88 EUR	39 669,75 EUR
след 1-ви юни 2026	0%	0%	0%	0%	0%	0%
НЕТ в лева, без ДДС		755 796,00 BGN	485 361,00 BGN	276 838,00 BGN	192 875,00 BGN	84 334,00 BGN
НЕТ в евро, без ДДС		386 432,36 EUR	248 161,14 EUR	141 545,02 EUR	98 615,42 EUR	43 119,29 EUR

❑ Рекламните агенции ползват допълнително, агенционна отстъпка в размер на 5%, която се начислява след отстъпката спрямо периода на потвърждение.

❑ БОНУСИ:

❖ При паралелно излъчване на футболните срещи в програмите на БНТ, рекламодателите получават бонус, излъчване на заявените в основната програма рекламни форми и по втората;

❖ Гарантирано излъчване на заявените рекламни форми и в първото повторение на футболната среща.

БЪЛГАРСКА НАЦИОНАЛНА ТЕЛЕВИЗИЯ

БЪЛГАРСКА
НАЦИОНАЛНА
ТЕЛЕВИЗИЯ



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