



## **TV weather forecast studio presentation**

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From April 2019, in bTV - a Bulgarian private national TV station, we will start broadcasting the News and weather forecast in a brand new TV studio.

The studio is said to be the most high - tech TV studio in Europe. In this presentation the studio will be shown with all its opportunities for use. It will be shown how it is currently used for broadcasting weather forecasts and what is planned for the future.

In the following discussion, the public will be encouraged to discuss what kind of studio meteorologists need for improving their TV weather presentations.

In the discussion a comparison can be made - what is the difference between European and American way of TV presenting weather. And other points for discussion - What should be included in the News and what should be included in the weather forecast. What is the place of air pollution information, earthquakes and climate change information in the weather forecast.

About bTV Media Group - bTV Media Group is the most comprehensive source of information and entertainment on the Bulgarian media market. It attracts the greatest number of users to its media platforms.

Part of the bTV Media Group portfolio are television channels, radio stations, digital platforms and a company for movie productions distribution.

The television unit comprises six channels - bTV, bTV Action, bTV Cinema, bTV Comedy, bTV Lady and RING.

bTV is the first Bulgarian private national television. It was established in 2000, and has retained leadership on the media market ever since. bTV sets the trends in television content, introducing innovations all the time in all program genres.

The news content is in the hands of the best and most respected journalists in the country, who are also recognized for their work by numerous prestigious awards every year. They deliver world-class news products using the most contemporary technological solutions. The newsroom of bTV is the first in Bulgaria to use the augmented reality technology, and many innovative instruments for interactive presentation of information, in full synergy with social media and user generated content.