

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

SRPANJ 2020.

Istraživanje provodi tvrtka AdScanner d.o.o. na uzorku od **900** kućanstava koja predstavljaju **720.000** IPTV i kablskih kućanstava u Republici Hrvatskoj.

**LISTA TOP 15
NAJGLEDAНИЈИХ
TELEVIZIJSKIH KANALA
NA CIJELOM DANU:
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	SRPANJ 2020.	(R)SHARE	AMR	COVERAGE
1	HRT1	14,60%	2,72%	79,21%
2	NOVA TV	13,52%	2,52%	78,99%
3	RTL	10,01%	1,87%	78,66%
4	HRT2	6,19%	1,15%	77,12%
5	DOMA TV	5,21%	0,97%	67,66%
6	RTL2	4,76%	0,89%	72,28%
7	N1	4,35%	0,81%	52,48%
8	NICKELODEON	3,21%	0,60%	23,65%
9	RTL KOCKICA	2,84%	0,53%	53,03%
10	HRT4	2,31%	0,43%	62,27%
11	SPORT KLUB 1	1,43%	0,27%	32,01%
12	HRT3	1,36%	0,25%	61,17%
13	NICK JR (HR)	1,17%	0,22%	14,74%
14	NATIONAL GEOGRAPHIC	1,10%	0,21%	39,16%
15	CINESTAR TV 1	0,93%	0,17%	48,51%

LISTA TOP 15 NAJGLEDAНИЈИХ TELEVIZIJSKIH KANALA NA CIJELOM DANU: NEZEMALJSKI TELEVIZIJSKI KANALI


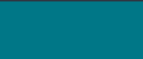


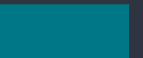



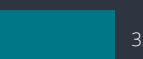






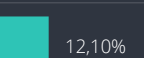
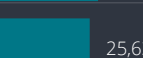



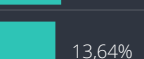
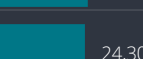



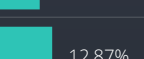
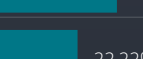


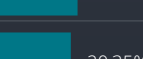








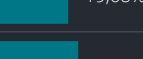
U analizu su uključeni svi nezemaljski kanali.

SRPANJ 2020.		(R)SHARE	AMR	COVERAGE
1	N1	4,35%	0,81%	52,48%
2	NICKELODEON	3,21%	0,60%	23,65%
3	SPORT KLUB 1	1,43%	0,27%	32,01%
4	NICK JR (HR)	1,17%	0,22%	14,74%
5	NATIONAL GEOGRAPHIC	1,10%	0,21%	39,16%
6	CINESTAR TV 1	0,93%	0,17%	48,51%
7	MINI TV	0,88%	0,17%	23,98%
8	FOX	0,83%	0,16%	37,73%
9	FOX LIFE	0,78%	0,14%	35,53%
10	RTL LIVING	0,77%	0,14%	25,85%
11	VIASAT HISTORY	0,76%	0,14%	30,91%
12	CINESTAR TV ACTION	0,72%	0,13%	43,56%
13	FOX MOVIES	0,70%	0,13%	40,59%
14	VH1	0,63%	0,12%	16,83%
15	HISTORY	0,63%	0,12%	14,96%

LISTA TOP 15 NAJGLEDANIJIH EMISIJA NA CIJELOM DANU: SVI TELEVIZIJSKI KANALI

U analizu su uključeni svi zemaljski i nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	3.7.2020	Nova TV	20:29 Izbori 2020.	 15,20%	 31,90%	 42,45%
2	12.7.2020	HRT1	14:00 Nedjeljom u dva	 11,87%	 16,94%	 36,67%
3	5.7.2020	RTL	18:58 Izbori 2020.	 11,66%	 43,01%	 29,65%
4	7.7.2020	Nova TV	19:15 Dnevnik Nove TV	 11,41%	 22,44%	 32,76%
5	1.7.2020	HRT1	20:10 Parlamentarni izbori 2020. - sučeljavanje	 10,83%	 25,85%	 30,83%
6	6.7.2020	RTL	18:30 RTL Danas	 10,62%	 17,60%	 28,00%
7	5.7.2020	Nova TV	17:00 Vijesti Nove TV	 9,73%	 12,10%	 25,63%
8	14.7.2020	RTL	22:15 RTL Direkt	 9,29%	 14,96%	 25,09%
9	6.7.2020	Nova TV	17:32 IN magazin	 8,97%	 13,64%	 24,30%
10	5.7.2020	HRT1	12:00 Dnevnik 1	 8,50%	 10,01%	 33,26%
11	6.7.2020	HRT1	19:00 Dnevnik 2	 8,36%	 12,87%	 22,22%
12	7.7.2020	Nova TV	20:30 Kud puklo da puklo	 8,09%	 14,63%	 20,35%
13	11.7.2020	Nova TV	20:20 Osvetnik	 7,83%	 21,34%	 21,42%
14	5.7.2020	Nova TV	20:21 Izbori 2020.	 7,79%	 41,69%	 19,68%
15	29.7.2020	HRT1	20:05 A Porina dobiva - Oliver Dragojević	 7,58%	 14,41%	 22,39%

LISTA TOP 15 NAJGLEDANIJIH EMISIJA NA CIJELOM DANU: NEZEMALJSKI TELEVIZIJSKI KANALI

U analizu su uključeni svi nezemaljski kanali



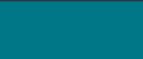

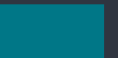




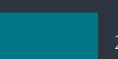


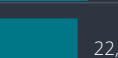
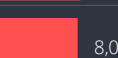

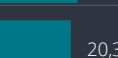

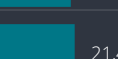




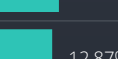


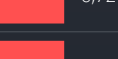

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	8.7.2020.	N1	21:45 Scena	3,9%	5,3%	9,2%
2	8.7.2020.	N1	21:00 DW Euromaxx	3,7%	6,5%	9,6%
3	19.7.2020.	Sport Klub 1	19:00 Nogomet - FA kup	3,6%	7,5%	10,1%
4	8.7.2020.	N1	21:30 Global info CNN	3,5%	4,8%	8,6%
5	2.7.2020.	Sport Klub 1	21:15 Nogomet - Premier liga	3,0%	8,1%	8,4%
6	6.7.2020.	N1	11:05 N1 studio	2,9%	5,3%	14,1%
7	6.7.2020.	N1	18:00 Dnevnik	2,9%	4,2%	7,7%
8	8.7.2020.	N1	20:30 DW Tomorrow Today	2,9%	4,5%	8,5%
9	18.7.2020.	Sport Klub 1	20:45 Nogomet - FA kup	2,8%	6,8%	8,1%
10	12.7.2020.	Sport Klub 1	17:30 Nogomet - Premier liga	2,7%	6,6%	8,4%
11	6.7.2020.	N1	14:00 N1 Info	2,7%	3,7%	9,5%
12	8.7.2020.	N1	22:45 CNN	2,7%	4,1%	6,9%
13	9.7.2020.	N1	21:00 Prime time	2,6%	4,8%	7,6%
14	6.7.2020.	N1	08:00 Novi Dan	2,5%	5,5%	15,9%
15	10.7.2020.	N1	23:30 Hollywood Express	2,4%	5,0%	8,7%

**LISTA TOP 15
NAJGLEDANIJIH EMISIJA
NA 19-23:
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi zemaljski i nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	3.7.2020	Nova TV	20:29 Izbori 2020.	 15,20%	 31,90%	 42,45%
2	5.7.2020	RTL	18:58 Izbori 2020.	 11,66%	 43,01%	 29,65%
3	7.7.2020	Nova TV	19:15 Dnevnik Nove TV	 11,41%	 22,44%	 32,76%
4	1.7.2020	HRT1	20:10 Parlamentarni izbori 2020. - sučeljavanje	 10,83%	 25,85%	 30,83%
5	6.7.2020	RTL	18:30 RTL Danas	 10,62%	 17,60%	 28,00%
6	14.7.2020	RTL	22:15 RTL Direkt	 9,29%	 14,96%	 25,09%
7	6.7.2020	HRT1	19:00 Dnevnik 2	 8,36%	 12,87%	 22,22%
8	7.7.2020	Nova TV	20:30 Kud puklo da puklo	 8,09%	 14,63%	 20,35%
9	11.7.2020	Nova TV	20:20 Osvetnik	 7,83%	 21,34%	 21,42%
10	5.7.2020	Nova TV	20:21 Izbori 2020.	 7,79%	 41,69%	 19,68%
11	29.7.2020	HRT1	20:05 A Porina dobiva - Oliver Dragojević	 7,58%	 14,41%	 22,39%
12	6.7.2020	HRT1	22:00 Otvoreno	 6,94%	 12,87%	 16,37%
13	21.7.2020	RTL	22:52 Komšije	 6,73%	 8,14%	 16,94%
14	3.7.2020	Nova TV	22:51 Mamurluk 3	 6,72%	 20,35%	 24,80%
15	7.7.2020	RTL	22:52 Večera za 5 na selu	 6,70%	 8,47%	 14,89%

**LISTA TOP 15
NAJGLEDANIJH EMISIJA
NA 19-23:
NEZEMALJSKI TELEVIZIJSKI
KANALI**

U analizu su uključeni svi nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	8.7.2020.	N1	21:45 Scena	 3,9%	 5,3%	 9,2%
2	8.7.2020.	N1	21:00 DW Euromaxx	 3,7%	 6,5%	 9,6%
3	19.7.2020.	Sport Klub 1	19:00 Nogomet - FA kup	 3,6%	 7,5%	 10,1%
4	8.7.2020.	N1	21:30 Global info CNN	 3,5%	 4,8%	 8,6%
5	2.7.2020.	Sport Klub 1	21:15 Nogomet - Premier liga	 3,0%	 8,1%	 8,4%
6	8.7.2020.	N1	20:30 DW Tomorrow Today	 2,9%	 4,5%	 8,5%
7	18.7.2020.	Sport Klub 1	20:45 Nogomet - FA kup	 2,8%	 6,8%	 8,1%
8	8.7.2020.	N1	22:45 CNN	 2,7%	 4,1%	 6,9%
9	9.7.2020.	N1	21:00 Prime time	 2,6%	 4,8%	 7,6%
10	22.7.2020.	Sport Klub 1	21:15 Nogomet - Premier liga	 2,3%	 7,3%	 7,6%
11	10.7.2020.	Sport Klub 1	22:00 Nogomet - Španjolska liga	 2,0%	 5,5%	 6,3%
12	15.7.2020.	Sport Klub 1	21:15 Nogomet - Premier liga	 2,0%	 5,6%	 5,4%
13	5.7.2020.	Sport Klub 1	22:00 Nogomet - Španjolska liga	 1,8%	 5,4%	 4,5%
14	13.7.2020.	Sport Klub 1	22:00 Nogomet - Španjolska liga	 1,8%	 5,3%	 5,3%
15	22.7.2020.	Sport Klub 1	19:00 Nogomet - Premier liga	 1,8%	 5,4%	 5,6%

**LISTA TOP 15
NAJGLEDAНИЈИХ
TELEVIZIJSKIH KANALA
U PERIODU 19-23H:
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi
zemaljski i nezemaljski kanali

SRPANJ 2020.		(R)SHARE	AMR	COVERAGE
1	NOVA TV	19,12%	6,46%	75,69%
2	HRT1	14,91%	5,04%	75,69%
3	RTL	14,01%	4,74%	75,58%
4	DOMA TV	6,38%	2,16%	58,75%
5	RTL2	6,27%	2,12%	61,50%
6	HRT2	5,92%	2,00%	70,74%
7	SPORT KLUB 1	2,80%	0,95%	26,18%
8	RTL KOCKICA	2,22%	0,75%	40,15%
9	N1	1,75%	0,59%	38,39%
10	NICKELODEON	1,71%	0,58%	17,49%
11	HRT3	1,20%	0,41%	46,31%
12	HRT4	0,98%	0,33%	44,55%
13	CINESTAR TV 1	0,94%	0,32%	34,76%
14	NATIONAL GEOGRAPHIC	0,83%	0,28%	24,97%
15	CINESTAR TV ACTION	0,77%	0,26%	31,46%

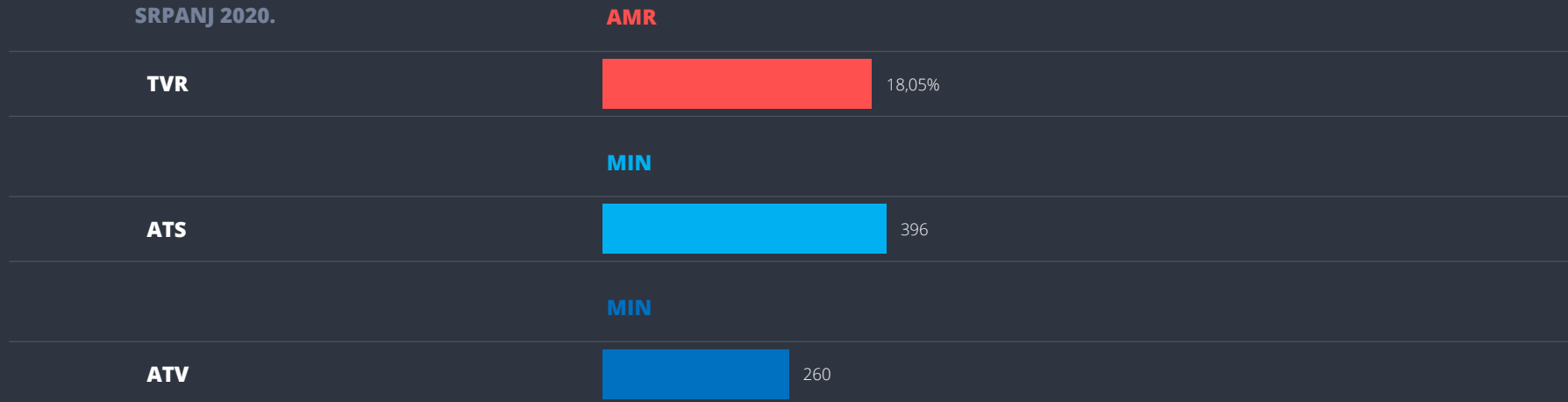
**LISTA TOP 15
NAJGLEDANIJIH
TELEVIZIJSKIH KANALA
U PERIODU 19-23H:
NEZEMALJSKI TELEVIZIJSKI
KANALI**

U analizu su uključeni svi nezemaljski kanali.

	SRPANJ 2020.	(R)SHARE	AMR	COVERAGE
1	SPORT KLUB 1	2,80%	0,95%	26,18%
2	N1	1,75%	0,59%	38,39%
3	NICKELODEON	1,71%	0,58%	17,49%
4	CINESTAR TV 1	0,94%	0,32%	34,76%
5	NATIONAL GEOGRAPHIC	0,83%	0,28%	24,97%
6	CINESTAR TV ACTION	0,77%	0,26%	31,46%
7	FOX LIFE	0,66%	0,22%	22,00%
8	NICK JR (HR)	0,65%	0,22%	8,47%
9	FOX MOVIES	0,60%	0,20%	27,06%
10	MINI TV	0,58%	0,20%	14,30%
11	FOX CRIME	0,58%	0,19%	16,17%
12	CINESTAR TV PREMIERE 2	0,55%	0,19%	18,37%
13	VIASAT HISTORY	0,53%	0,18%	19,80%
14	CINESTAR TV PREMIERE 1	0,52%	0,18%	18,92%
15	FOX	0,51%	0,17%	21,67%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi
zemaljski i nezemaljski kanali



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