

adscanner



AEM

AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

PROSINAC 2020.

Istraživanje provodi tvrtka AdScanner d.o.o. na uzorku od 1033 kućanstava koja predstavljaju 720.000 Pay TV kućanstava u Republici Hrvatskoj.

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

PROSINAC 2020.		(R)SHARE	AMR	COVERAGE
1	HRT1	15.63%	3.62%	76.52%
2	NOVA TV	12.82%	2.97%	77.16%
3	RTL TELEVIZIJA	12.23%	2.83%	77.16%
4	HRT2	6.88%	1.59%	75.75%
5	RTL2	3.85%	0.89%	70.04%
6	DOMA TV	3.74%	0.87%	68.65%
7	N1	3.51%	0.81%	54.11%
8	NICKELODEON	2.65%	0.61%	22.76%
9	RTL KOCKICA	2.36%	0.55%	53.35%
10	HRT4	1.92%	0.45%	63.85%
11	PICKBOX TV	1.77%	0.41%	42.32%
12	SPORT KLUB 1	1.50%	0.35%	33.20%
13	HRT3	1.31%	0.30%	62.37%
14	DIVA	1.28%	0.30%	43.81%
15	NICK JR (HR)	1.26%	0.29%	15.71%

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









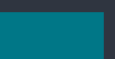


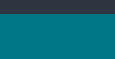



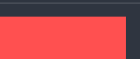

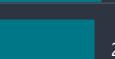


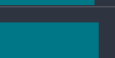


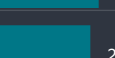


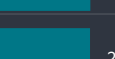


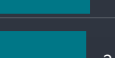


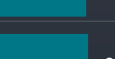





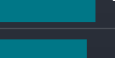


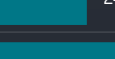


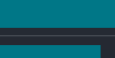
U analizu su uključeni svi
nezemaljski kanali.

PROSINAC 2020.		(R)SHARE	AMR	COVERAGE
1	N1	3.51%	0.81%	54.11%
2	NICKELODEON	2.65%	0.61%	22.76%
3	PICKBOX TV	1.77%	0.41%	42.32%
4	SPORT KLUB 1	1.50%	0.35%	33.20%
5	DIVA	1.28%	0.30%	43.81%
6	NICK JR (HR)	1.26%	0.29%	15.71%
7	NATIONAL GEOGRAPHIC	1.17%	0.27%	42.08%
8	MINI TV	1.04%	0.24%	28.57%
9	CINESTAR TV1	0.93%	0.22%	54.87%
10	FOX	0.91%	0.21%	43.66%
11	CINESTAR TV ACTION	0.88%	0.20%	50.82%
12	FOX MOVIES	0.82%	0.19%	47.03%
13	FOX LIFE	0.80%	0.19%	41.43%
14	FOX CRIME	0.75%	0.17%	35.21%
15	NATIONAL GEOGRAPHIC WILD	0.75%	0.17%	32.39%

LISTA TOP 15 NAJGLEDANIJIH
EMISIJA
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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	20.12.2020.	HRT2	15:23 EP u rukometu (Ž): Hrvatska - Danska, prijenos	 14.46%	 27.46%	 33.95%
2	18.12.2020.	HRT2	17:53 EP u rukometu (Ž): Hrvatska - Francuska, prijenos polufinala	 14.39%	 26.63%	 30.58%
3	20.12.2020.	HRT2	17:01 EP u rukometu (Ž) - emisija	 13.80%	 20.12%	 29.59%
4	21.12.2020.	RTL TELEVIZIJA	22:15 RTL Direkt	 13.48%	 19.74%	 33.98%
5	2.12.2020.	HRT1	19:00 Dnevnik 2	 13.23%	 18.61%	 28.96%
6	29.12.2020.	NOVA TV	19:15 Dnevnik Nove TV	 12.99%	 29.69%	 26.98%
7	5.12.2020.	RTL TELEVIZIJA	20:16 Život na vagi	 12.80%	 24.23%	 28.18%
8	30.12.2020.	HRT1	18:09 Potjera	 12.20%	 17.86%	 25.84%
9	29.12.2020.	RTL TELEVIZIJA	18:30 RTL Danas	 12.10%	 23.16%	 25.72%
10	15.12.2020.	PLANETSPORT 1	18:05 Rukomet - EP (ž): Hrvatska - Njemačka	 11.80%	 18.46%	 24.68%
11	29.12.2020.	HRT1	17:20 Studio 4	 11.09%	 27.41%	 25.24%
12	31.12.2020.	NOVA TV	17:00 Vijesti Nove TV	 11.07%	 15.41%	 27.25%
13	24.12.2020.	RTL TELEVIZIJA	20:01 Sam u kući	 10.84%	 24.95%	 24.82%
14	31.12.2020.	HRT1	12:00 Dnevnik 1	 10.80%	 12.89%	 36.54%
15	6.12.2020.	HRT1	12:29 Plodovi zemlje	 10.36%	 17.10%	 28.69%

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	15.12.2020.	PLANETSPORT 1	18:05 Rukomet - EP (ž): Hrvatska - Njemačka	 11.80%	 18.46%	 24.68%
2	29.12.2020.	N1	13:05 N1 studio	 7.97%	 12.22%	 23.87%
3	29.12.2020.	N1	14:00 N1 Info	 7.08%	 9.79%	 18.60%
4	26.12.2020.	SPORT KLUB 1	13:30 Nogomet - Premier liga: Leicester - Manchester United	 6.00%	 9.74%	 17.20%
5	29.12.2020.	N1	16:00 N1 Newsroom	 4.88%	 14.56%	 12.41%
6	15.12.2020.	PLANETSPORT 1	19:50 Red Bull - The Streets Don't Lie	 4.52%	 12.41%	 9.27%
7	29.12.2020.	N1	21:45 Scena	 4.39%	 6.03%	 8.81%
8	16.12.2020.	SPORT KLUB 1	21:00 Nogomet - Premier liga: Liverpool - Tottenham	 3.94%	 8.46%	 9.31%
9	12.12.2020.	SPORT KLUB 1	18:30 Nogomet - Premier liga: Manchester United - Manchester City	 3.76%	 8.68%	 8.11%
10	20.12.2020.	PLANETSPORT 1	17:50 Rukomet - EP (ž): Utakmica FINALA	 3.75%	 8.92%	 8.23%
11	29.12.2020.	N1	21:30 Global info CNN	 3.69%	 5.02%	 7.31%
12	26.12.2020.	SPORT KLUB 1	18:30 Nogomet - Premier liga: Arsenal - Chelsea	 3.44%	 9.70%	 8.14%
13	13.12.2020.	SPORT KLUB 3	15:15 Nogomet - Premier liga: Crystal Palace - Tottenham	 3.37%	 6.99%	 8.97%
14	29.12.2020.	N1	18:00 Dnevnik	 3.33%	 7.26%	 7.30%
15	15.12.2020.	PLANETSPORT 1	17:30 Rukomet - EP (ž): Najava utakmice Hrvatska - Njemačka	 3.32%	 6.65%	 7.44%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

PROSINAC 2020.		(R)SHARE	AMR	COVERAGE
1	RTL TELEVIZIJA	17.31%	7.41%	73.45%
2	NOVA TV	16.89%	7.23%	74.94%
3	HRT1	14.30%	6.12%	73.11%
4	HRT2	6.47%	2.77%	72.69%
5	RTL2	4.57%	1.96%	60.61%
6	DOMA TV	3.93%	1.68%	59.78%
7	RTL KOCKICA	1.98%	0.85%	41.17%
8	SPORT KLUB 1	1.94%	0.83%	27.12%
9	PICKBOX TV	1.70%	0.73%	29.11%
10	HRT3	1.67%	0.71%	49.69%
11	NICKELODEON	1.30%	0.56%	14.08%
12	CINESTAR TV1	1.21%	0.52%	40.82%
13	CINESTAR TV ACTION	1.05%	0.45%	38.85%
14	PLANETSPORT 1	0.95%	0.41%	26.39%
15	FOX LIFE	0.91%	0.39%	26.16%

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TELEVIZIJSKIH KANALA
U PERIODU 19-23H:
NEZEMALJSKI TELEVIZIJSKI
KANALI



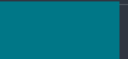


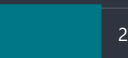


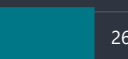


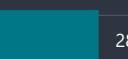














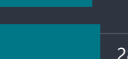





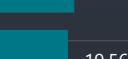












U analizu su uključeni svi
nezemaljski kanali.

	PROSINAC 2020.	(R)SHARE	AMR	COVERAGE
1	SPORT KLUB 1	1.94%	0.83%	27.12%
2	PICKBOX TV	1.70%	0.73%	29.11%
3	NICKELODEON	1.30%	0.56%	14.08%
4	CINESTAR TV1	1.21%	0.52%	40.82%
5	CINESTAR TV ACTION	1.05%	0.45%	38.85%
6	PLANETSPORT 1	0.95%	0.41%	26.39%
7	FOX LIFE	0.91%	0.39%	26.16%
8	FOX	0.91%	0.39%	30.61%
9	DIVA	0.91%	0.39%	29.52%
10	N1	0.89%	0.38%	35.58%
11	KLASIK TV	0.85%	0.36%	25.68%
12	NATIONAL GEOGRAPHIC	0.78%	0.34%	27.27%
13	AMC	0.71%	0.30%	34.17%
14	FOX MOVIES	0.70%	0.30%	35.16%
15	NATIONAL GEOGRAPHIC WILD	0.67%	0.29%	17.72%

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NA 19-23:
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





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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	21.12.2020.	RTL TELEVIZIJA	22:15 RTL Direkt	 13.48%	 19.74%	 33.98%
2	2.12.2020.	HRT1	19:00 Dnevnik 2	 13.23%	 18.61%	 28.96%
3	29.12.2020.	NOVA TV	19:15 Dnevnik Nove TV	 12.99%	 29.69%	 26.98%
4	5.12.2020.	RTL TELEVIZIJA	20:16 Život na vagi	 12.80%	 24.23%	 28.18%
5	24.12.2020.	RTL TELEVIZIJA	20:01 Sam u kući	 10.84%	 24.95%	 24.82%
6	31.12.2020.	HRT1	20:10 Tko želi biti milijunaš?	 10.36%	 22.26%	 23.65%
7	13.12.2020.	NOVA TV	20:15 Tvoje lice zvuči poznato	 9.65%	 24.00%	 24.93%
8	23.12.2020.	RTL TELEVIZIJA	22:56 Tri, dva, jedan - ho, ho, ho!	 9.16%	 10.69%	 26.35%
9	18.12.2020.	RTL TELEVIZIJA	22:01 Kumek	 9.13%	 19.78%	 28.60%
10	9.12.2020.	HRT2	20:52 Nogomet - Liga prvaka: Real Madrid - Borussia Mönchengladbach	 8.95%	 19.46%	 21.37%
11	2.12.2020.	HRT2	20:50 Nogomet - Liga prvaka: Manchester United - PSG	 8.92%	 19.91%	 19.56%
12	8.12.2020.	NOVA TV	20:30 Kud puklo da puklo	 8.57%	 14.45%	 17.98%
13	30.12.2020.	NOVA TV	21:10 Dar Mar	 8.49%	 16.67%	 17.71%
14	28.12.2020.	HRT1	21:05 Crno-bijeli svijet	 8.25%	 14.86%	 17.16%
15	19.12.2020.	NOVA TV	20:14 Humanitarni koncert - Želim život	 8.20%	 22.76%	 17.73%

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

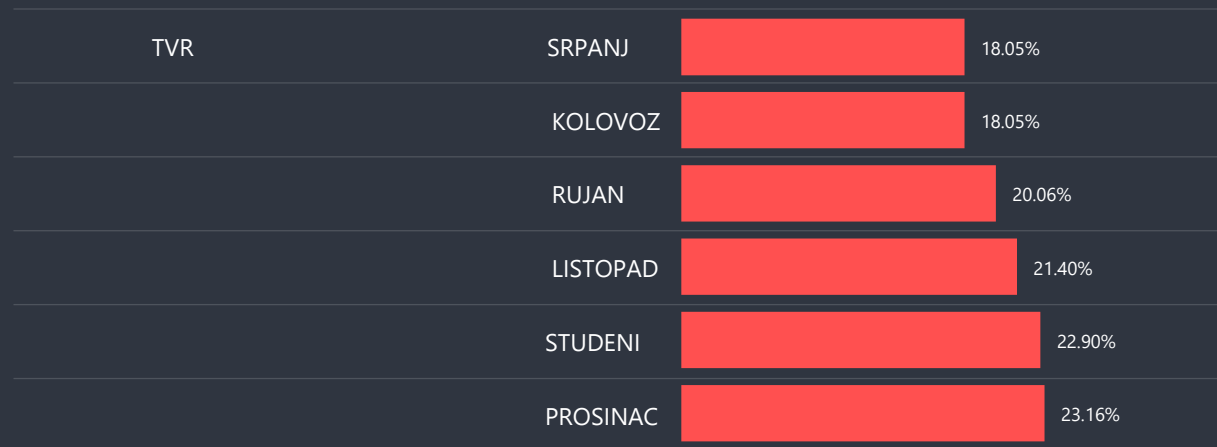
U analizu su uključeni svi nezemaljski kanali

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.

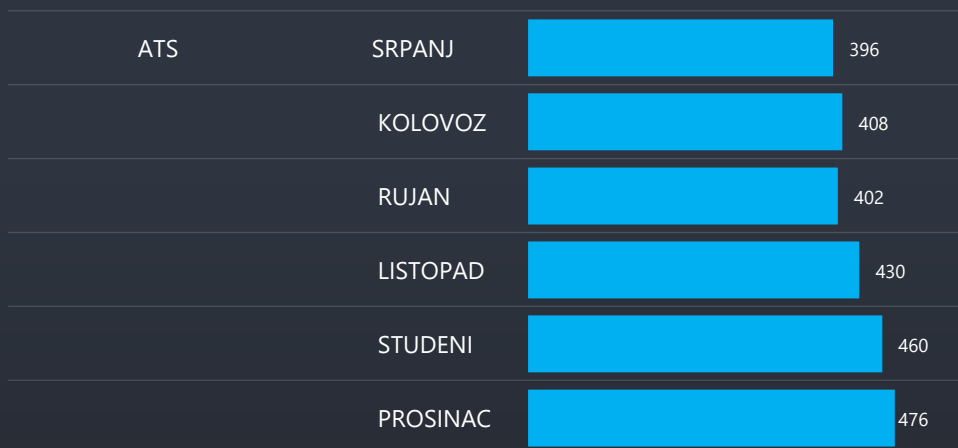
	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	15.12.2020.	PLANETSPORT 1	19:50 Red Bull - The Streets Don't Lie	 4.52%	 12.41%	 9.27%
2	29.12.2020.	N1	21:45 Scena	 4.39%	 6.03%	 8.81%
3	16.12.2020.	SPORT KLUB 1	21:00 Nogomet - Premier liga: Liverpool - Tottenham	 3.94%	 8.46%	 9.31%
4	29.12.2020.	N1	21:30 Global info CNN	 3.69%	 5.02%	 7.31%
5	8.12.2020.	PLANETSPORT 1	20:55 Nogomet - Liga prvaka: Barcelona v Juventus	 2.90%	 6.31%	 6.82%
6	30.12.2020.	SPORT KLUB 1	21:30 Nogomet - Španjolska liga: Elche - Real Madrid	 2.64%	 6.09%	 6.32%
7	16.12.2020.	SPORT KLUB 1	19:00 Nogomet - Premier liga: Leicester - Everton	 2.51%	 7.99%	 5.53%
8	15.12.2020.	SPORT KLUB 1	22:00 Nogomet - Španjolska liga: Real Madrid - Athletic Bilbao	 2.24%	 5.85%	 6.54%
9	29.12.2020.	N1	19:00 Sport Klub Info	 2.23%	 3.17%	 4.58%
10	12.12.2020.	SPORT KLUB 1	21:00 Nogomet - Premier liga: Everton - Chelsea	 2.20%	 8.64%	 6.04%
11	23.12.2020.	SPORT KLUB 1	19:45 Nogomet - Španjolska liga: Real Madrid - Granada	 2.13%	 4.86%	 4.84%
12	29.12.2020.	N1	22:00 Dnevnik 22	 2.07%	 5.79%	 4.76%
13	25.12.2020.	CINESTAR TV ACTION	21:40 96 sati: U bijegu	 2.01%	 5.38%	 6.04%
14	13.12.2020.	SPORT KLUB 3	21:00 Nogomet - Španjolska liga: Barcelona - Levante	 1.91%	 5.15%	 5.20%
15	20.12.2020.	SPORT KLUB 1	21:00 Nogomet - Španjolska liga: Eibar - Real Madrid	 1.87%	 5.27%	 4.59%

U analizu su uključeni svi
zemaljski i nezemaljski kanali

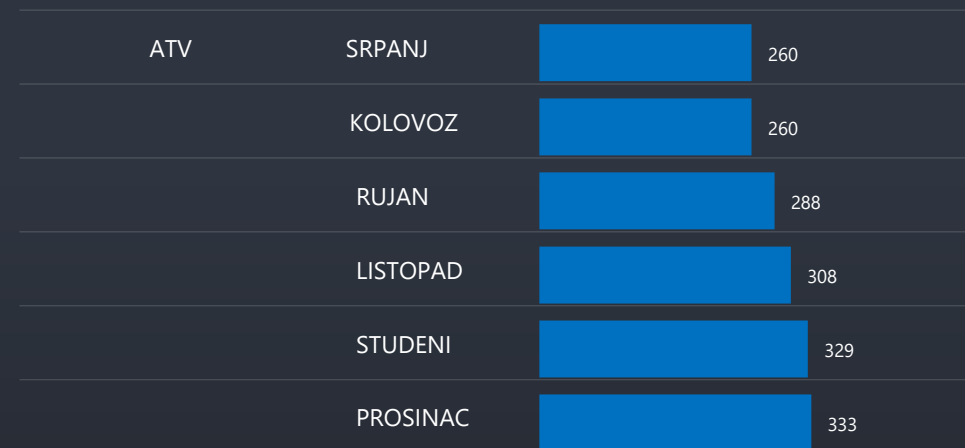
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