

adscanner



AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

SIJEČANJ 2021.

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

SIJEČANJ 2021.		(R)SHARE	AMR	COVERAGE
1	HRT1	15.55%	3.73%	75.07%
2	NOVA TV	13.90%	3.33%	75.29%
3	RTL TELEVIZIJA	11.84%	2.84%	76.10%
4	HRT2	7.37%	1.77%	73.82%
5	RTL2	4.54%	1.09%	72.51%
6	DOMA TV	4.33%	1.04%	68.94%
7	N1	3.55%	0.85%	53.78%
8	NICKELODEON	2.31%	0.55%	25.88%
9	RTL KOCKICA	2.24%	0.54%	53.54%
10	HRT4	1.80%	0.43%	60.12%
11	PICKBOX TV	1.46%	0.35%	45.00%
12	NATIONAL GEOGRAPHIC	1.37%	0.33%	43.75%
13	SPORT KLUB 1	1.36%	0.33%	32.96%
14	HRT3	1.36%	0.33%	63.31%
15	NICK JR (HR)	1.34%	0.32%	16.51%

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


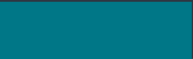

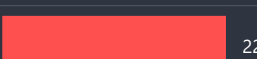
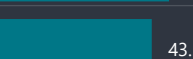





U analizu su uključeni svi  
nezemaljski kanali.

SJEČANJ 2021.		(R)SHARE	AMR	COVERAGE
1	N1	3.55%	0.85%	53.78%
2	NICKELODEON	2.31%	0.55%	25.88%
3	PICKBOX TV	1.46%	0.35%	45.00%
4	NATIONAL GEOGRAPHIC	1.37%	0.33%	43.75%
5	SPORT KLUB 1	1.36%	0.33%	32.96%
6	NICK JR (HR)	1.34%	0.32%	16.51%
7	CINESTAR TV1	0.96%	0.23%	55.49%
8	CINESTAR TV ACTION	0.89%	0.21%	52.08%
9	MINI TV	0.82%	0.20%	29.71%
10	FOX LIFE	0.79%	0.19%	44.23%
11	FOX	0.75%	0.18%	44.97%
12	NATIONAL GEOGRAPHIC WILD	0.72%	0.17%	35.37%
13	KLASIK TV	0.72%	0.17%	40.55%
14	FOX CRIME	0.71%	0.17%	37.47%
15	AMC	0.71%	0.17%	48.78%

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	23.1.2021.	RTL TELEVIZIJA	17:50 SP u rukometu: Argentina - Hrvatska	 25.89%	 40.36%	 54.49%
2	21.1.2021.	RTL TELEVIZIJA	17:58 SP u rukometu: Hrvatska - Bahrein	 23.75%	 36.97%	 49.79%
3	25.1.2021.	RTL TELEVIZIJA	20:22 SP u rukometu: Hrvatska - Danska	 23.35%	 38.06%	 47.13%
4	19.1.2021.	RTL TELEVIZIJA	17:51 SP u rukometu: Hrvatska - Katar	 22.96%	 37.09%	 48.12%
5	17.1.2021.	RTL TELEVIZIJA	17:51 SP u rukometu: Angola - Hrvatska	 22.76%	 38.76%	 43.28%
6	15.1.2021.	RTL TELEVIZIJA	17:52 SP u rukometu: Hrvatska - Japan	 21.60%	 35.16%	 46.31%
7	23.1.2021.	RTL TELEVIZIJA	19:34 RTL Danas	 16.36%	 26.28%	 35.66%
8	6.1.2021.	NOVA TV	19:15 Dnevnik Nove TV	 15.11%	 27.74%	 31.93%
9	31.1.2021.	RTL TELEVIZIJA	17:24 SP u rukometu: Danska - Švedska	 14.46%	 25.91%	 31.73%
10	17.1.2021.	HRT1	20:09 Pametan kao kokoš, tvrdoглаv kao magarac	 13.51%	 18.75%	 25.95%
11	6.1.2021.	HRT2	15:24 Sljeme: SSK - slalom (m) prijenos 2.vožnje	 12.76%	 18.16%	 33.70%
12	6.1.2021.	HRT1	19:00 Dnevnik 2	 12.31%	 20.13%	 26.07%
13	16.1.2021.	NOVA TV	20:15 Osvetnik	 12.20%	 23.39%	 26.29%
14	2.1.2021.	HRT1	12:00 Dnevnik 1	 12.15%	 14.65%	 35.30%
15	14.1.2021.	RTL TELEVIZIJA	22:10 RTL Direkt	 12.08%	 18.76%	 28.52%

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	7.1.2021.	N1	10:00 N1 studio	4.33%	6.44%	17.34%
2	28.1.2021.	SPORT KLUB 1	20:55 Nogomet - Premier Leag: Tottenham - Liverpool	4.15%	8.08%	9.87%
3	20.1.2021.	N1	14:15 N1 Specijal – Inauguracija Joea Bidena	3.67%	12.03%	10.23%
4	3.1.2021.	SPORT KLUB 1	17:30 Nogomet - Premier Leag: Chelsea - Manchester City	3.47%	9.33%	7.42%
5	8.1.2021.	N1	15:00 N1 Info	3.42%	4.33%	10.31%
6	24.1.2021.	SPORT KLUB 1	18:00 Nogomet - FA Cup: Manchester United - Liverpool	3.40%	8.48%	7.01%
7	17.1.2021.	SPORT KLUB 1	17:30 Nogomet - Premier Leag: Liverpool - Manchester United	3.33%	10.40%	6.54%
8	30.1.2021.	SPORT KLUB 1	18:30 Nogomet - Premier Leag: Arsenal - Manchester United	3.21%	7.70%	7.36%
9	3.1.2021.	N1	9:00 Točka na tjedan	3.17%	7.83%	11.19%
10	4.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier Leag: Southampton - Liverpool	3.04%	6.69%	7.35%
11	9.1.2021.	N1	9:00 Novi Dan	2.97%	6.39%	11.91%
12	6.1.2021.	N1	18:00 Dnevnik	2.96%	7.22%	6.82%
13	2.1.2021.	SPORT KLUB 1	13:30 Nogomet - Premier Leag: Tottenham - Leeds	2.92%	7.03%	8.06%
14	1.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier Leag: Manchester United - Aston Villa	2.87%	7.15%	6.57%
15	2.1.2021.	N1	11:00 Najbolje iz Hrvatske	2.79%	4.40%	8.85%

LISTA TOP 15 NAJGLEDANIJIH  
TELEVIZIJSKIH KANALA  
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SVI TELEVIZIJSKI KANALI

U analizu su uključeni svi  
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SIJEČANJ 2021.		(R)SHARE	AMR	COVERAGE
1	NOVA TV	18.76%	8.20%	72.76%
2	RTL TELEVIZIJA	16.39%	7.16%	74.28%
3	HRT1	15.45%	6.75%	70.98%
4	HRT2	5.81%	2.54%	69.12%
5	RTL2	4.92%	2.15%	66.57%
6	DOMA TV	4.88%	2.13%	61.23%
7	SPORT KLUB 1	1.98%	0.86%	25.50%
8	RTL KOCKICA	1.89%	0.83%	43.29%
9	PICKBOX TV	1.41%	0.62%	32.45%
10	HRT3	1.32%	0.58%	49.92%
11	CINESTAR TV1	1.24%	0.54%	43.44%
12	NICKELODEON	1.23%	0.54%	16.53%
13	N1	1.04%	0.46%	38.19%
14	CINESTAR TV ACTION	1.02%	0.44%	41.86%
15	KLASIK TV	0.95%	0.42%	26.68%

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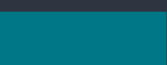


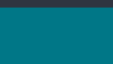


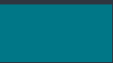




































U analizu su uključeni svi  
nezemaljski kanali.

	SIJEČANJ 2021.	(R)SHARE	AMR	COVERAGE
1	SPORT KLUB 1	1.98%	0.86%	25.50%
2	PICKBOX TV	1.41%	0.62%	32.45%
3	CINESTAR TV1	1.24%	0.54%	43.44%
4	NICKELODEON	1.23%	0.54%	16.53%
5	N1	1.04%	0.46%	38.19%
6	CINESTAR TV ACTION	1.02%	0.44%	41.86%
7	KLASIK TV	0.95%	0.42%	26.68%
8	FOX LIFE	0.81%	0.35%	32.62%
9	NATIONAL GEOGRAPHIC	0.73%	0.32%	28.48%
10	AMC	0.72%	0.31%	37.69%
11	FOX	0.70%	0.31%	32.00%
12	NICK JR (HR)	0.68%	0.30%	8.12%
13	FOX CRIME	0.60%	0.26%	23.82%
14	FOX MOVIES	0.59%	0.26%	33.09%
15	BBC FIRST	0.54%	0.24%	10.23%

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EMISIJA  
NA 19-23:  
SVI TELEVIZIJSKI KANALI

U analizu su uključeni svi  
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1	25.1.2021.	RTL TELEVIZIJA	20:22 SP u rukometu: Hrvatska - Danska	 23.35%	 38.06%	 47.13%
2	23.1.2021.	RTL TELEVIZIJA	19:34 RTL Danas	 16.36%	 26.28%	 35.66%
3	6.1.2021.	NOVA TV	19:15 Dnevnik Nove TV	 15.11%	 27.74%	 31.93%
4	17.1.2021.	HRT1	20:09 Pametan kao kokoš, tvrdoglav kao magarac	 13.51%	 18.75%	 25.95%
5	6.1.2021.	HRT1	19:00 Dnevnik 2	 12.31%	 20.13%	 26.07%
6	16.1.2021.	NOVA TV	20:15 Osvetnik	 12.20%	 23.39%	 26.29%
7	14.1.2021.	RTL TELEVIZIJA	22:10 RTL Direkt	 12.08%	 18.76%	 28.52%
8	18.1.2021.	HRT1	20:09 What's up America	 11.98%	 20.93%	 24.49%
9	25.1.2021.	RTL TELEVIZIJA	22:00 Vrijeme je za rukomet: SP - Egipat 2021	 11.48%	 19.26%	 26.83%
10	2.1.2021.	NOVA TV	20:14 Meg: Predator iz dubina	 11.23%	 25.00%	 24.50%
11	29.1.2021.	RTL TELEVIZIJA	20:25 SP u rukometu: Španjolska - Danska	 10.52%	 20.67%	 22.42%
12	19.1.2021.	NOVA TV	20:30 Kud puklo da puklo	 9.56%	 16.73%	 21.00%
13	20.1.2021.	RTL TELEVIZIJA	20:21 SP u rukometu: Portugal - Norveška	 9.31%	 23.13%	 20.10%
14	21.1.2021.	HRT1	20:10 Tko želi biti milijunaš?	 9.15%	 16.14%	 19.82%
15	22.1.2021.	RTL TELEVIZIJA	20:21 SP u rukometu: Slovenija - Švedska	 9.10%	 21.43%	 20.19%



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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	28.1.2021.	SPORT KLUB 1	20:55 Nogomet - Premier League: Tottenham - Liverpool	 4.15%	 8.08%	 9.87%
2	4.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier League: Southampton - Liverpool	 3.04%	 6.69%	 7.35%
3	1.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier League: Manchester United - Aston Villa	 2.87%	 7.15%	 6.57%
4	3.1.2021.	SPORT KLUB 1	21:00 Nogomet - Španjolska liga: Huesca - Barcelona	 2.51%	 6.49%	 5.70%
5	6.1.2021.	SPORT KLUB 1	21:00 Nogomet - Španjolska liga: Athletic Bilbao - Barcelona	 2.51%	 6.18%	 5.72%
6	26.1.2021.	SPORT KLUB 3	20:45 Nogomet - Talijanski kup: 1/4 Finale: Inter - Milan	 1.97%	 5.99%	 4.73%
7	2.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier League: WBA - Arsenal	 1.97%	 6.16%	 4.79%
8	31.1.2021.	SPORT KLUB 2	21:00 Nogomet - Španjolska liga: Barcelona - Athletic Bilbao	 1.80%	 5.26%	 4.86%
9	21.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier League: Liverpool - Burnley	 1.73%	 4.79%	 4.11%
10	7.1.2021.	NICKELODEON	19:00 Spydery	 1.70%	 1.82%	 3.87%
11	6.1.2021.	N1	22:00 Dnevnik 22	 1.66%	 4.45%	 3.97%
12	2.1.2021.	SPORT KLUB 2	21:00 Nogomet - Španjolska liga: Real Madrid - Celta	 1.63%	 5.25%	 3.94%
13	17.1.2021.	N1	20:00 Prime time	 1.62%	 2.92%	 3.12%
14	14.1.2021.	SPORT KLUB 1	21:00 Nogomet - Premier League: Arsenal - Crystal Palace	 1.61%	 4.72%	 3.70%
15	12.1.2021.	SPORT KLUB 1	21:15 Nogomet - Premier League: Burnley - Manchester United	 1.58%	 4.21%	 3.97%

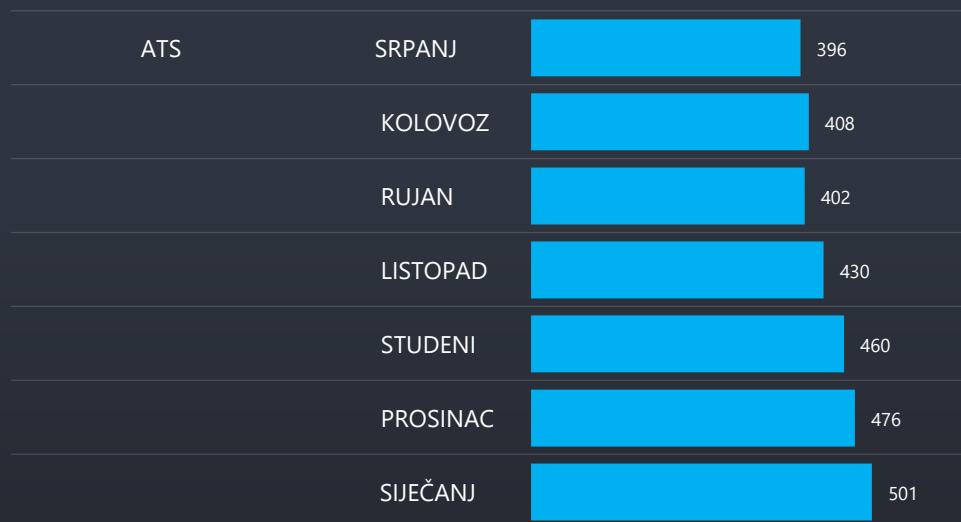
U analizu su uključeni svi  
zemaljski i nezemaljski kanali

SRPANJ 2020. – SIJEČANJ 2021.

AMR



MIN



MIN

