

adscanner



AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

VELJAČA 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

VELJAČA 2021.		(R)SHARE	AMR	COVERAGE
1	HRT1	16,65%	3,64%	71,83%
2	NOVA TV	13,48%	2,95%	71,99%
3	RTL TELEVIZIJA	11,66%	2,55%	71,30%
4	HRT2	7,58%	1,66%	70,26%
5	DOMA TV	4,49%	0,98%	63,46%
6	RTL2	3,99%	0,87%	66,85%
7	N1	3,57%	0,78%	46,23%
8	NICKELODEON	2,60%	0,57%	22,00%
9	RTL KOCKICA	2,32%	0,51%	50,29%
10	NICK JR (HR)	1,72%	0,38%	14,46%
11	SPORT KLUB 1	1,68%	0,37%	30,89%
12	HRT4	1,57%	0,34%	54,31%
13	PICKBOX TV	1,44%	0,32%	36,82%
14	NATIONAL GEOGRAPHIC	1,37%	0,30%	38,98%
15	HRT3	1,20%	0,26%	54,98%

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


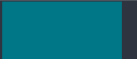












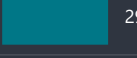




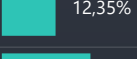
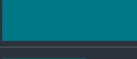












U analizu su uključeni svi  
nezemaljski kanali.

	VELJAČA 2021.	(R)SHARE	AMR	COVERAGE
1	N1	3,57%	0,78%	46,23%
2	NICKELODEON	2,60%	0,57%	22,00%
3	NICK JR (HR)	1,72%	0,38%	14,46%
4	SPORT KLUB 1	1,68%	0,37%	30,89%
5	PICKBOX TV	1,44%	0,32%	36,82%
6	NATIONAL GEOGRAPHIC	1,37%	0,30%	38,98%
7	CINESTAR TV1	0,89%	0,19%	48,21%
8	FOX	0,88%	0,19%	38,88%
9	MINI TV	0,88%	0,19%	25,08%
10	VIASAT HISTORY	0,81%	0,18%	28,94%
11	CINESTAR TV ACTION	0,80%	0,17%	44,38%
12	AMC	0,77%	0,17%	43,41%
13	FOX MOVIES	0,75%	0,17%	43,08%
14	NATIONAL GEOGRAPHIC WILD	0,75%	0,17%	29,62%
15	FOX LIFE	0,74%	0,16%	34,25%

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	13.2.2021	HRT1	20:10 Dora 2021. - izbor hrv. pjesme za Pjesmu Eurovizije	 14,29%	 28,83%	 33,56%
2	1.2.2021	HRT1	19:00 Dnevnik 2	 13,24%	 19,75%	 29,65%
3	28.2.2021	NOVA TV	19:15 Dnevnik Nove TV	 13,17%	 28,46%	 28,49%
4	1.2.2021	HRT1	18:09 Potjera	 12,71%	 19,31%	 28,00%
5	7.2.2021	HRT1	20:10 Pametan kao kokoš, tvrdoглаv kao magarac	 12,23%	 19,27%	 24,75%
6	1.2.2021	HRT1	20:10 What's up America	 12,10%	 20,31%	 26,17%
7	28.2.2021	RTL TELEVIZIJA	18:30 RTL Danas	 12,06%	 17,61%	 27,53%
8	8.2.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 11,98%	 17,72%	 29,69%
9	14.2.2021	HRT1	14:00 Nedjeljom u dva	 10,73%	 17,13%	 31,45%
10	21.2.2021	HRT1	12:00 Dnevnik 1	 10,66%	 12,35%	 39,40%
11	22.2.2021	RTL TELEVIZIJA	20:37 Tri, dva, jedan - kuhaj!	 10,64%	 20,31%	 23,49%
12	21.2.2021	NOVA TV	20:15 Oceanovih 8	 10,39%	 24,46%	 22,72%
13	1.2.2021	NOVA TV	17:31 IN magazin	 10,31%	 15,92%	 25,75%
14	1.2.2021	HRT1	21:04 Crno-bijeli svijet	 9,70%	 16,49%	 20,48%
15	24.2.2021	HRT2	20:50 Nogomet - Liga prvaka: Atalanta - Real Madrid	 9,03%	 19,00%	 21,18%

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	7.2.2021	SPORT KLUB 1	17:30 Nogomet - Premier League: Liverpool - Manchester City	 6,74%	 12,84%	 15,46%
2	20.2.2021	SPORT KLUB 1	18:05 Nogomet - Premier League: U susret derbiju	 4,48%	 7,55%	 11,26%
3	27.2.2021	SPORT KLUB 1	16:15 Nogomet - Španjolska liga: Sevilla - Barcelona	 4,00%	 8,80%	 12,41%
4	28.2.2021	SPORT KLUB 1	17:30 Nogomet - Premier League: Chelsea - Manchester United	 3,98%	 9,01%	 9,73%
5	13.2.2021	SPORT KLUB 1	13:30 Nogomet - Premier League: Leicester - Liverpool	 3,97%	 7,55%	 12,29%
6	7.2.2021	SPORT KLUB 1	17:00 Nogomet - Premier League: U susret derbiju	 3,56%	 8,35%	 8,51%
7	16.2.2021	PLANETSPORT 1	20:55 Liga prvaka: Barcelona v Paris UŽIVO	 3,56%	 7,23%	 8,72%
8	28.2.2021	N1	09:00 Točka na tjedan	 3,47%	 8,31%	 13,09%
9	27.2.2021	SPORT KLUB 1	13:30 Nogomet - Premier League: Manchester City - West Ham	 3,41%	 6,90%	 11,57%
10	14.2.2021	SPORT KLUB 1	15:00 Nogomet - Premier League: WBA - Manchester United	 3,29%	 8,66%	 9,33%
11	10.2.2021	N1	11:05 N1 studio	 3,28%	 4,99%	 15,37%
12	13.2.2021	SPORT KLUB 1	18:30 Nogomet - Premier League: Manchester City - Tottenham	 3,22%	 7,08%	 7,87%
13	21.2.2021	SPORT KLUB 1	17:30 Nogomet - Premier League: Arsenal - Manchester City	 3,18%	 8,30%	 8,01%
14	6.2.2021	SPORT KLUB 1	13:30 Nogomet - Premier League: Aston Villa - Arsenal	 3,13%	 6,97%	 10,82%
15	20.2.2021	SPORT KLUB 1	13:30 Nogomet - Premier League: Southampton - Chelsea	 3,12%	 7,33%	 11,26%

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

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

VELJAČA 2021.		(R)SHARE	AMR	COVERAGE
1	NOVA TV	18,03%	7,52%	69,33%
2	RTL TELEVIZIJA	16,68%	6,96%	68,99%
3	HRT1	16,31%	6,80%	68,05%
4	HRT2	6,54%	2,73%	64,20%
5	DOMA TV	5,14%	2,14%	54,48%
6	RTL2	4,61%	1,92%	57,80%
7	RTL KOCKICA	2,06%	0,86%	40,10%
8	SPORT KLUB 1	1,71%	0,71%	24,88%
9	NICKELODEON	1,40%	0,58%	14,37%
10	PICKBOX TV	1,34%	0,56%	27,45%
11	CINESTAR TV1	1,29%	0,54%	36,10%
12	HRT3	1,13%	0,47%	43,27%
13	NICK JR (HR)	1,04%	0,43%	8,78%
14	CINESTAR TV ACTION	0,98%	0,41%	34,91%
15	N1	0,92%	0,38%	31,41%

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

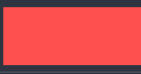

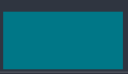
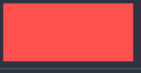

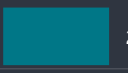


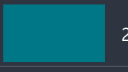


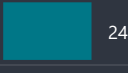


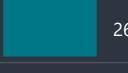










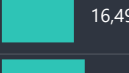
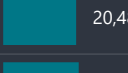


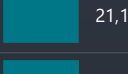


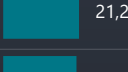


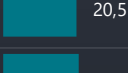

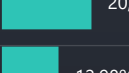
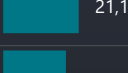

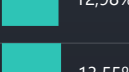
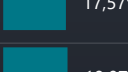
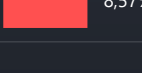
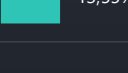
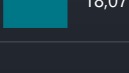
U analizu su uključeni svi  
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	VELJAČA 2021.	(R)SHARE	AMR	COVERAGE
1	SPORT KLUB 1	1,71%	0,71%	24,88%
2	NICKELODEON	1,40%	0,58%	14,37%
3	PICKBOX TV	1,34%	0,56%	27,45%
4	CINESTAR TV1	1,29%	0,54%	36,10%
5	NICK JR (HR)	1,04%	0,43%	8,78%
6	CINESTAR TV ACTION	0,98%	0,41%	34,91%
7	N1	0,92%	0,38%	31,41%
8	NATIONAL GEOGRAPHIC	0,86%	0,36%	26,90%
9	FOX LIFE	0,85%	0,35%	24,98%
10	FOX	0,85%	0,35%	26,92%
11	AMC	0,75%	0,31%	32,23%
12	FOX MOVIES	0,67%	0,28%	32,22%
13	KLASIK TV	0,66%	0,28%	23,87%
14	BBC FIRST	0,60%	0,25%	9,38%
15	RTL CRIME	0,56%	0,23%	14,76%

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EMISIJA  
NA 19-23:  
SVI TELEVIZIJSKI KANALI

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5	1.2.2021	HRT1	20:10 What's up America	 12,10%	 20,31%	 26,17%
6	8.2.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 11,98%	 17,72%	 29,69%
7	22.2.2021	RTL TELEVIZIJA	20:37 Tri, dva, jedan - kuhaj!	 10,64%	 20,31%	 23,49%
8	21.2.2021	NOVA TV	20:15 Oceanovih 8	 10,39%	 24,46%	 22,72%
9	1.2.2021	HRT1	21:04 Crno-bijeli svijet	 9,70%	 16,49%	 20,48%
10	24.2.2021	HRT2	20:50 Nogomet - Liga prvaka: Atalanta - Real Madrid	 9,03%	 19,00%	 21,18%
11	14.2.2021	NOVA TV	20:18 Zvijezda je rođena	 8,99%	 25,11%	 21,24%
12	25.2.2021	HRT1	20:10 Tko želi biti milijunaš?	 8,99%	 16,98%	 20,51%
13	19.2.2021	HRT2	20:54 Đorđe Balašević – hum. konc. za Opću bolnicu u Puli (2001.)	 8,84%	 20,47%	 21,14%
14	17.2.2021	RTL TELEVIZIJA	20:06 Blago nama	 8,82%	 12,98%	 17,57%
15	9.2.2021	NOVA TV	20:30 Kud puklo da puklo	 8,57%	 13,55%	 18,07%



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

U analizu su uključeni svi nezemaljski kanali

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	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	16.2.2021	PLANETSPORT 1	20:55 Liga prvaka: Barcelona v Paris UŽIVO	 3,56%	 7,23%	 8,72%
2	23.2.2021	PLANETSPORT 1	20:55 Liga prvaka: Atlético vs Chelsea UŽIVO	 2,82%	 6,44%	 6,87%
3	7.2.2021	SPORT KLUB 1	21:00 Nogomet - Španjolska liga: Betis - Barcelona	 2,67%	 6,11%	 6,38%
4	4.2.2021	SPORT KLUB 1	21:00 Nogomet - Premier League: Tottenham - Chelsea	 2,36%	 5,82%	 5,98%
5	28.2.2021	SPORT KLUB 1	20:15 Nogomet - Premier League: Sheffield United - Liverpool	 2,02%	 5,60%	 4,38%
6	20.2.2021	CINESTAR TV ACTION	20:00 Američki plaćenik	 1,97%	 6,71%	 4,54%
7	21.2.2021	SPORT KLUB 1	20:00 Nogomet - Premier League: Manchester United - Newcastle	 1,94%	 6,47%	 4,22%
8	22.2.2021	NICKELODEON	19:00 Tyler Perry's Young Dylan	 1,88%	 2,62%	 4,25%
9	17.2.2021	CINESTAR TV1	20:05 Seinfeld	 1,88%	 2,50%	 3,79%
10	6.2.2021	SPORT KLUB 1	21:00 Nogomet - Premier League: Manchester United - Everton	 1,87%	 5,44%	 4,96%
11	2.2.2021	SPORT KLUB 2	20:45 Nogomet - Talijanski kup: 1/2 Fin(1st leg): Inter - Juventus	 1,77%	 5,43%	 4,10%
12	28.2.2021	N1	22:45 Scena	 1,70%	 2,23%	 4,54%
13	16.2.2021	PLANETSPORT 1	20:00 Emisija Lige prvaka UŽIVO	 1,69%	 3,99%	 3,90%
14	2.2.2021	SPORT KLUB 1	21:15 Nogomet - Premier League: Manch. United - Southampton	 1,65%	 6,08%	 4,05%
15	28.2.2021	N1	20:00 Prime time	 1,64%	 2,37%	 3,43%

# KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

SRPANJ 2020. – VELJAČA 2021.

