

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

TRAVANJ 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
NAJGLEDAНИЈИХ
TELEVIZIJSKIH KANALA
NA CIJELOM DANU:
SVI TELEVISIJSKI KANALI**

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	TRAVANJ 2021.	(R)SHARE	AMR	COVERAGE
1	HRT1	15,28%	2,94%	68,92%
2	RTL TELEVIZIJA	14,72%	2,83%	69,97%
3	NOVA TV	12,47%	2,40%	69,58%
4	HRT2	6,38%	1,23%	67,10%
5	DOMA TV	4,67%	0,90%	60,49%
6	RTL2	4,29%	0,82%	63,37%
7	NICKELODEON	2,71%	0,52%	24,03%
8	RTL KOCKICA	2,51%	0,48%	46,94%
9	HRT4	1,83%	0,35%	50,04%
10	ARENA SPORT 3	1,57%	0,30%	36,82%
11	NICK JR (HR)	1,44%	0,28%	13,84%
12	NATIONAL GEOGRAPHIC	1,40%	0,27%	38,08%
13	PICKBOX TV	1,35%	0,26%	39,43%
14	ARENA SPORT 1	1,32%	0,25%	42,23%
15	HRT3	0,96%	0,18%	54,99%

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

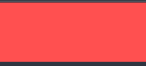


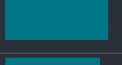
U analizu su uključeni svi nezemaljski kanali.

	TRAVANJ 2021.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	2,71%	0,52%	24,03%
2	ARENA SPORT 3	1,57%	0,30%	36,82%
3	NICK JR (HR)	1,44%	0,28%	13,84%
4	NATIONAL GEOGRAPHIC	1,40%	0,27%	38,08%
5	PICKBOX TV	1,35%	0,26%	39,43%
6	ARENA SPORT 1	1,32%	0,25%	42,23%
7	FOX	0,92%	0,18%	36,13%
8	FOX LIFE	0,89%	0,17%	36,18%
9	CINESTAR TV1	0,87%	0,17%	46,78%
10	VIASAT HISTORY	0,83%	0,16%	27,33%
11	CINESTAR TV ACTION	0,83%	0,16%	42,34%
12	AMC	0,81%	0,16%	40,84%
13	FOX MOVIES	0,81%	0,16%	41,16%
14	VIASAT EXPLORER	0,69%	0,13%	26,72%
15	MINI TV	0,65%	0,12%	24,16%

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	8.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Dinamo Zagreb - Villareal	 15,26%	 26,33%	 35,66%
2	14.4.2021	RTL TELEVIZIJA	21:08 Ljubav je na selu	 13,29%	 22,36%	 26,15%
3	15.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villareal_ Dinamo Zagreb	 12,81%	 24,64%	 29,54%
4	14.4.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 12,74%	 16,75%	 26,42%
5	28.4.2021	HRT2	20:57 Nogomet - Liga prvaka: PSG - Manchester City	 12,62%	 22,11%	 29,03%
6	14.4.2021	HRT2	20:52 Nogomet: Liga prvaka: Liverpool - Real Madrid	 12,55%	 22,54%	 25,38%
7	13.4.2021	HRT1	19:00 Dnevnik 2	 12,16%	 19,74%	 30,33%
8	7.4.2021	HRT2	20:53 Nogomet - Liga prvaka: Bayern - PSG	 12,13%	 21,38%	 28,25%
9	13.4.2021	HRT1	18:11 Potjera	 11,55%	 16,49%	 28,68%
10	14.4.2021	RTL TELEVIZIJA	20:02 Večera za 5 na selu	 11,33%	 20,63%	 25,76%
11	4.4.2021	NOVA TV	19:15 Dnevnik Nove TV	 10,63%	 20,57%	 28,92%
12	25.4.2021	NOVA TV	20:16 Tvoje lice zvuči poznato	 10,43%	 24,51%	 26,54%
13	11.4.2021	HRT1	12:00 Dnevnik 1	 10,29%	 11,46%	 34,40%
14	18.4.2021	RTL TELEVIZIJA	20:07 Sicario 2: Rat bez pravila	 10,23%	 23,73%	 24,78%
15	9.4.2021	RTL TELEVIZIJA	21:08 Tri, dva, jedan - kuhaj! finale	 9,92%	 17,20%	 27,84%

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	8.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Dinamo Zagreb - Villarreal	15,26%	26,33%	35,66%
2	15.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villarreal_ Dinamo Zagreb	12,81%	24,64%	29,54%
3	21.4.2021	ARENA SPORT 3	20:30 Nogomet - HNL: Osijek - Dinamo	8,74%	15,41%	21,33%
4	25.4.2021	ARENA SPORT 3	20:30 Nogomet - HNL: Dinamo - Hajduk	8,52%	16,16%	20,74%
5	13.4.2021	PLANETSPORT 1	20:55 Liga prvaka: Paris v Bayern UŽIVO	5,42%	7,81%	13,83%
6	16.4.2021	ARENA SPORT 3	20:30 Nogomet - HNL: Hajduk - Osijek	5,26%	10,28%	12,59%
7	25.4.2021	ARENA SPORT 3	17:00 Nogomet - HNL: Rijeka - Osijek	5,07%	9,82%	16,82%
8	6.4.2021	PLANETSPORT 1	21:00 Liga prvaka: Real Madrid v Liverpool UŽIVO	4,87%	7,87%	12,86%
9	11.4.2021	ARENA SPORT 3	17:05 Nogomet - HNL: Istra - Hajduk	4,58%	10,91%	12,33%
10	27.4.2021	PLANETSPORT 1	21:00 Liga prvaka: Real Madrid v Chelsea UŽIVO	4,49%	6,66%	12,36%
11	11.4.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Slaven Belupo - Osijek	4,39%	11,35%	12,14%
12	8.4.2021	ARENA SPORT 1	19:45 Nogomet - Europa liga: Emisija Euroliga	4,39%	15,86%	10,37%
13	28.4.2021	HNTV	20:00 Nogomet - Hrvatski kup	4,21%	6,17%	10,27%
14	7.4.2021	ARENA SPORT 3	18:00 Nogomet - HNL: Hajduk Split - Slaven Belupo	4,05%	9,31%	10,74%
15	15.4.2021	ARENA SPORT 1	19:45 Nogomet - Europa liga: Emisija Euroliga	3,76%	12,79%	9,08%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

TRAVANJ 2021.		(R)SHARE	AMR	COVERAGE
1	RTL TELEVIZIJA	19,58%	7,27%	67,26%
2	NOVA TV	15,63%	5,80%	65,52%
3	HRT1	13,10%	4,86%	64,82%
4	HRT2	6,99%	2,59%	63,12%
5	DOMA TV	4,63%	1,72%	49,05%
6	RTL2	4,51%	1,67%	55,25%
7	ARENA SPORT 3	2,56%	0,95%	32,37%
8	ARENA SPORT 1	2,22%	0,82%	37,97%
9	RTL KOCKICA	2,16%	0,80%	37,89%
10	NICKELODEON	1,51%	0,56%	15,80%
11	PICKBOX TV	1,42%	0,53%	26,76%
12	CINESTAR TV1	1,05%	0,39%	34,86%
13	CINESTAR TV ACTION	0,93%	0,35%	30,03%
14	NATIONAL GEOGRAPHIC	0,93%	0,34%	25,87%
15	NICK JR (HR)	0,91%	0,34%	7,79%

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



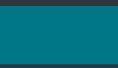


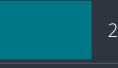


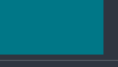


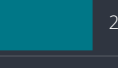





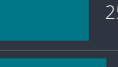


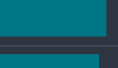


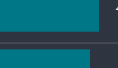


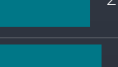








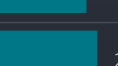

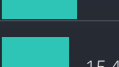
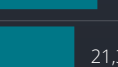


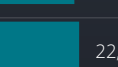
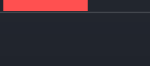
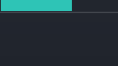
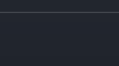
U analizu su uključeni svi nezemaljski kanali.

	TRAVANJ 2021.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 3	2,56%	0,95%	32,37%
2	ARENA SPORT 1	2,22%	0,82%	37,97%
3	NICKELODEON	1,51%	0,56%	15,80%
4	PICKBOX TV	1,42%	0,53%	26,76%
5	CINESTAR TV1	1,05%	0,39%	34,86%
6	CINESTAR TV ACTION	0,93%	0,35%	30,03%
7	NATIONAL GEOGRAPHIC	0,93%	0,34%	25,87%
8	NICK JR (HR)	0,91%	0,34%	7,79%
9	PLANETSPORT 1	0,87%	0,32%	10,17%
10	FOX LIFE	0,83%	0,31%	22,43%
11	AMC	0,78%	0,29%	30,55%
12	FOX	0,71%	0,26%	24,29%
13	FOX MOVIES	0,65%	0,24%	28,37%
14	VIASAT HISTORY	0,57%	0,21%	17,33%
15	RTL CRIME	0,54%	0,20%	11,93%

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

U analizu su uključeni svi zemaljski i nezemaljski kanali



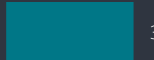





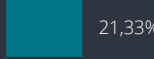


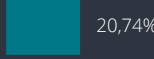

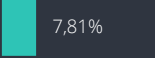

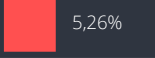
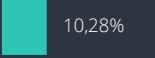
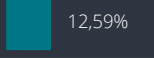
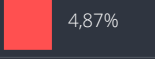
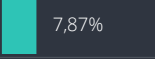
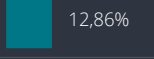
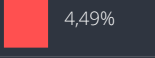
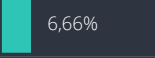

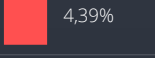
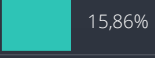
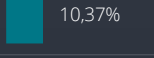
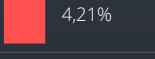
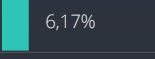
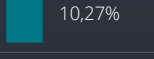
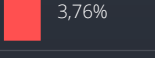
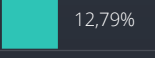
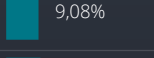
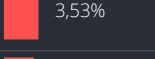
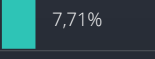
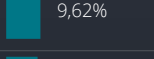
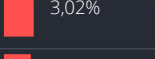
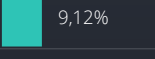
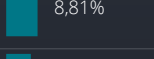
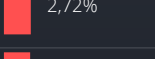
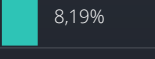
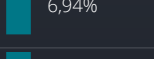
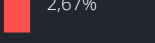
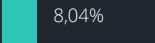
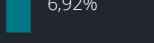
U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	8.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Dinamo Zagreb - Villarreal	 15,26%	 26,33%	 35,66%
2	14.4.2021	RTL TELEVIZIJA	21:08 Ljubav je na selu	 13,29%	 22,36%	 26,15%
3	15.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villarreal_ Dinamo Zagreb	 12,81%	 24,64%	 29,54%
4	14.4.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 12,74%	 16,75%	 26,42%
5	28.4.2021	HRT2	20:57 Nogomet - Liga prvaka: PSG - Manchester City	 12,62%	 22,11%	 29,03%
6	14.4.2021	HRT2	20:52 Nogomet: Liga prvaka: Liverpool - Real Madrid	 12,55%	 22,54%	 25,38%
7	13.4.2021	HRT1	10:00 Dnevnik 2	 12,16%	 19,74%	 30,33%
8	7.4.2021	HRT2	20:53 Nogomet - Liga prvaka: Bayern - PSG	 12,13%	 21,38%	 28,21%
9	14.4.2021	RTL TELEVIZIJA	20:02 Večera za 5 na selu	 11,33%	 20,63%	 25,76%
10	4.4.2021	NOVA TV	19:15 Dnevnik Nove TV	 10,63%	 20,57%	 28,92%
11	25.4.2021	NOVA TV	20:16 Tvoje lice zvuči poznato	 10,43%	 24,51%	 26,54%
12	18.4.2021	RTL TELEVIZIJA	20:07 Sicario 2: Rat bez pravila	 10,23%	 23,73%	 24,78%
13	9.4.2021	RTL TELEVIZIJA	21:08 Tri, dva, jedan - kuhaj! Finale	 9,92%	 17,20%	 27,84%
14	21.4.2021	ARENA SPORT	20:30 Nogomet - HNL: Osijek - Dinamo	 8,74%	 15,41%	 21,33%
15	14.4.2021	RTL TELEVIZIJA	22:54 Oteti	 8,60%	 16,23%	 22,65%

**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	8.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Dinamo Zagreb - Villareal	 15,26%	 26,33%	 35,66%
2	15.4.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villareal_ Dinamo Zagreb	 12,81%	 24,64%	 29,54%
3	21.4.2021	ARENA SPORT	20:30 Nogomet - HNL: Osijek - Dinamo	 8,74%	 15,41%	 21,33%
4	25.4.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Dinamo - Hajduk	 8,52%	 16,16%	 20,74%
5	13.4.2021	PLANETSPORT 1	20:55 Liga prvaka: Paris v Bayern UŽIVO	 5,42%	 7,81%	 13,83%
6	16.4.2021	ARENA SPORT 3	20:30 Nogomet - HNL: Hajduk - Osijek	 5,26%	 10,28%	 12,59%
7	6.4.2021	PLANETSPORT 1	21:00 Liga prvaka: Real Madrid v Liverpool UŽIVO	 4,87%	 7,87%	 12,86%
8	27.4.2021	PLANETSPORT 1	21:00 Liga prvaka: Real Madrid v Chelsea UŽIVO	 4,49%	 6,66%	 12,36%
9	8.4.2021	ARENA SPORT 1	19:45 Nogomet - Europa liga: Emisija Europoliga	 4,39%	 15,86%	 10,37%
10	28.4.2021	HNTV	20:00 Nogomet - Hrvatski kup	 4,21%	 6,17%	 10,27%
11	15.4.2021	ARENA SPORT 1	19:45 Nogomet - Europa liga: Emisija Europoliga	 3,76%	 12,79%	 9,08%
12	20.4.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Slaven Belupo - Hajduk Split	 3,53%	 7,71%	 9,62%
13	25.4.2021	ARENA SPORT 3	19:00 Nogomet - HNL: Studio uoči utakmice	 3,02%	 9,12%	 8,81%
14	21.4.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Emisija uoči derbija	 2,72%	 8,19%	 6,94%
15	29.4.2021	ARENA SPORT 3	21:00 Nogomet - Europa liga: Manchester United - Roma	 2,67%	 8,04%	 6,92%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi
zemaljski i nezemaljski kanali

SRPANJ 2020. - TRAVANJ 2021.

