

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

SVIBANJ 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
NAJGLEDAJNIJH
TELEVIZIJSKIH KANALA
NA CIJELOM DANU:
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	SVIBANJ 2021.	(R)SHARE	AMR	COVERAGE
1	HRT1	16,42%	3,18%	72,25%
2	RTL TELEVIZIJA	14,27%	2,76%	72,85%
3	NOVA TV	13,29%	2,57%	70,73%
4	HRT2	6,59%	1,28%	70,08%
5	DOMA TV	5,15%	1,00%	65,19%
6	RTL2	4,38%	0,85%	67,12%
7	NICKELODEON	3,14%	0,61%	23,04%
8	RTL KOCKICA	2,37%	0,46%	50,68%
9	HRT4	1,72%	0,33%	53,81%
10	NICK JR (HR)	1,56%	0,30%	15,85%
11	ARENA SPORT 3	1,37%	0,26%	32,06%
12	NATIONAL GEOGRAPHIC	1,33%	0,26%	39,05%
13	PICKBOX TV	1,19%	0,23%	38,59%
14	ARENA SPORT 1	0,98%	0,19%	34,43%
15	FOX	0,96%	0,19%	40,24%

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



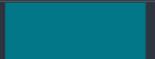

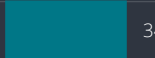







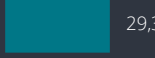










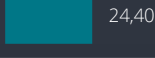


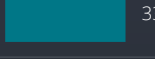
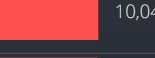
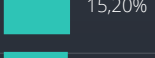
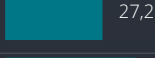





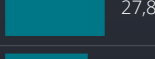






U analizu su uključeni svi nezemaljski kanali.

	SVIBANJ 2021.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	3,14%	0,61%	23,04%
2	NICK JR (HR)	1,56%	0,30%	15,85%
3	ARENA SPORT 3	1,37%	0,26%	32,06%
4	NATIONAL GEOGRAPHIC	1,33%	0,26%	39,05%
5	PICKBOX TV	1,19%	0,23%	38,59%
6	ARENA SPORT 1	0,98%	0,19%	34,43%
7	FOX	0,96%	0,19%	40,24%
8	CINESTAR TV1	0,91%	0,18%	48,22%
9	FOX MOVIES	0,84%	0,16%	44,72%
10	FOX LIFE	0,82%	0,16%	36,83%
11	CINESTAR TV ACTION	0,78%	0,15%	45,23%
12	VIASAT HISTORY	0,78%	0,15%	28,05%
13	MINI TV	0,77%	0,15%	29,00%
14	AMC	0,70%	0,14%	41,42%
15	VIASAT EXPLORER	0,68%	0,13%	27,07%

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	18.5.2021	HRT1	21:00 Rotterdam: Izbor za pjesmu Eurovizije 2021. 1. pol	 15,95%	 31,84%	 39,35%
2	29.5.2021	HRT2	20:50 Porto: Manchester City - Chelsea	 13,14%	 23,67%	 34,06%
3	31.5.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 13,01%	 19,29%	 33,64%
4	12.5.2021	RTL TELEVIZIJA	21:15 Ljubav je na selu	 12,61%	 18,38%	 28,77%
5	5.5.2021	HRT2	20:51 Nogomet - Liga prvaka: Chelsea - Real Madrid	 12,05%	 23,83%	 29,31%
6	12.5.2021	RTL TELEVIZIJA	21:14 Večera za 5 na selu	 11,47%	 19,14%	 27,19%
7	16.5.2021	NOVA TV	19:15 Dnevnik Nove TV	 11,22%	 23,12%	 26,73%
8	31.5.2021	HRT2	17:54 Euro U 21 - četvrtfinale, Maribor: Španjolska - Hrvatska	 10,79%	 23,35%	 29,19%
9	13.5.2021	RTL TELEVIZIJA	21:14 Ma lažeš!	 10,65%	 21,22%	 24,40%
10	22.5.2021	HRT1	21:00 Rotterdam: Izbor za pjesmu Eurovizije 2021. finale	 10,58%	 31,93%	 33,70%
11	23.5.2021	RTL TELEVIZIJA	18:30 RTL Danas	 10,04%	 15,20%	 27,22%
12	9.5.2021	HRT1	14:00 Nedjeljom u dva	 9,93%	 14,68%	 36,49%
13	13.5.2021	HRT1	18:31 Potjera	 9,71%	 14,59%	 27,87%
14	2.5.2021	NOVA TV	20:15 Tvoje lice zvuči poznato	 9,70%	 25,98%	 23,13%
15	5.5.2021	ARENA SPORT 3	18:00 Nogomet - HNL: Hajduk Split - Dinamo	 8,89%	 15,46%	 24,03%

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	5.5.2021	ARENA SPORT 3	18:00 Nogomet - HNL: Hajduk Split - Dinamo	 8,89%	 15,46%	 24,03%
2	26.5.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villarreal - Manchester United	 6,96%	 13,07%	 17,63%
3	9.5.2021	ARENA SPORT 3	19:00 Nogomet - HNL: Rijeka - Dinamo	 6,06%	 13,50%	 16,36%
4	19.5.2021	HNTV	19:50 Nogomet - Hrvatski kup: GNK Dinamo - NK Istra	 6,01%	 12,41%	 13,47%
5	1.5.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Hajduk - Rijeka	 5,60%	 10,73%	 13,83%
6	26.5.2021	ARENA SPORT 1	23:00 WRC - Hrvatska: Sažeci	 5,50%	 8,96%	 17,89%
7	16.5.2021	ARENA SPORT 3	17:05 Nogomet - HNL: Šibenik - Hajduk	 5,12%	 12,39%	 13,37%
8	6.5.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Arsenal - Villarreal	 4,77%	 9,46%	 11,55%
9	4.5.2021	PLANETSPORT 1	21:00 Liga prvaka: Man. City v Paris UŽIVO	 4,43%	 6,77%	 11,46%
10	8.5.2021	ARENA SPORT 3	17:00 Nogomet - HNL: Varaždin - Hajduk	 4,11%	 7,64%	 15,67%
11	16.5.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Varaždin - Rijeka	 4,07%	 9,72%	 12,00%
12	12.5.2021	ARENA SPORT 3	20:10 Nogomet - HNL: Hajduk Split - Gorica	 3,94%	 9,75%	 9,18%
13	19.5.2021	HNTV	22:00 Nogomet - Hrvatski kup: emisija nakon utakmice	 3,50%	 5,00%	 7,88%
14	22.5.2021	ARENA SPORT 5	17:00 Nogomet - HNL: Hajduk - Lokomotiva	 3,49%	 8,01%	 11,04%
15	2.5.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Osijek - Varaždin	 3,22%	 7,97%	 8,04%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	SVIBANJ 2021.	(R)SHARE	AMR	COVERAGE
1	RTL TELEVIZIJA	19,28%	7,20%	70,60%
2	NOVA TV	16,91%	6,32%	67,50%
3	HRT1	14,65%	5,48%	69,48%
4	HRT2	6,41%	2,40%	66,53%
5	DOMA TV	5,27%	1,97%	56,16%
6	RTL2	4,36%	1,63%	59,14%
7	RTL KOCKICA	2,18%	0,81%	39,71%
8	ARENA SPORT 3	2,14%	0,80%	29,02%
9	NICKELODEON	1,89%	0,71%	15,97%
10	ARENA SPORT 1	1,30%	0,49%	27,72%
11	CINESTAR TV1	1,15%	0,43%	35,55%
12	PICKBOX TV	1,13%	0,42%	26,49%
13	NATIONAL GEOGRAPHIC	0,99%	0,37%	26,48%
14	NICK JR (HR)	0,96%	0,36%	9,06%
15	CINESTAR TV ACTION	0,88%	0,33%	35,01%

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



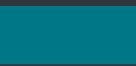


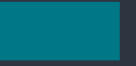


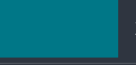


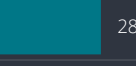


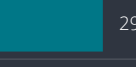


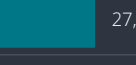


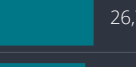








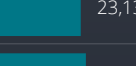
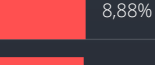
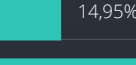



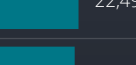
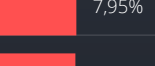
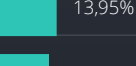
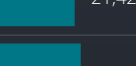
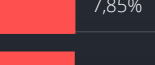
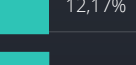

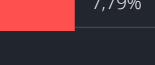
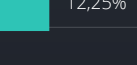
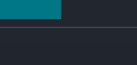
U analizu su uključeni svi nezemaljski kanali.

	SVIBANJ 2021.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 3	2,14%	0,80%	29,02%
2	NICKELODEON	1,89%	0,71%	15,97%
3	ARENA SPORT 1	1,30%	0,49%	27,72%
4	CINESTAR TV1	1,15%	0,43%	35,55%
5	PICKBOX TV	1,13%	0,42%	26,49%
6	NATIONAL GEOGRAPHIC	0,99%	0,37%	26,48%
7	NICK JR (HR)	0,96%	0,36%	9,06%
8	CINESTAR TV ACTION	0,88%	0,33%	35,01%
9	FOX LIFE	0,86%	0,32%	24,99%
10	FOX MOVIES	0,72%	0,27%	30,38%
11	FOX	0,69%	0,26%	27,36%
12	KLASIK TV	0,60%	0,22%	21,76%
13	FOX CRIME	0,59%	0,22%	16,76%
14	AMC	0,56%	0,21%	29,80%
15	ARENA SPORT 2	0,53%	0,20%	19,36%

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

U analizu su uključeni svi zemaljski i nezemaljski kanali











































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1	18.5.2021	HRT1	21:00 Rotterdam: Izbor za pjesmu Eurovizije 2021. 1. pol.	 15,95%	 31,84%	 39,35%
2	29.5.2021	HRT2	20:51 Porto: Manchester City - Chelsea	 13,14%	 23,67%	 34,06%
3	31.5.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 13,01%	 19,29%	 33,64%
4	12.5.2021	RTL TELEVIZIJA	21:15 Ljubav je na selu	 12,61%	 18,38%	 28,77%
5	5.5.2021	HRT2	20:51 Nogomet - Liga prvaka: Chelsea - Real Madrid	 12,05%	 23,83%	 29,31%
6	12.5.2021	RTL TELEVIZIJA	20:15 Večera za 5 na selu	 11,47%	 19,14%	 27,19%
7	16.5.2021	NOVA TV	19:15 Dnevnik Nove TV	 11,22%	 23,12%	 26,73%
8	13.5.2021	RTL TELEVIZIJA	21:14 Ma lažeš!	 10,65%	 21,22%	 24,40%
9	22.5.2021	HRT1	21:00 Rotterdam: Izbor za pjesmu Eurovizije 2021. finale	 10,58%	 31,93%	 33,70%
10	2.5.2021	NOVA TV	20:15 Tvoje lice zvuči poznato	 9,70%	 25,98%	 23,13%
11	13.5.2021	HRT1	19:00 Dnevnik 2	 8,88%	 14,95%	 24,58%
12	16.5.2021	HRT1	20:00 Lokalni izbori, specijalna emisija	 8,69%	 37,27%	 22,49%
13	25.5.2021	HRT1	22:00 Otvoreno	 7,95%	 13,95%	 21,42%
14	24.5.2021	RTL TELEVIZIJA	19:08 Lokalni izbori	 7,85%	 12,17%	 23,18%
15	3.5.2021	NOVA TV	20:20 Kud puklo da puklo	 7,79%	 12,25%	 17,64%

**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	26.5.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Villarreal - Manchester United	 6,96%	 13,07%	 17,63%
2	9.5.2021	ARENA SPORT 3	19:00 Nogomet - HNL: Rijeka - Dinamo	 6,06%	 13,50%	 16,36%
3	19.5.2021	HNTV	19:50 Nogomet - Hrvatski kup: GNK Dinamo - NK Istra	 6,01%	 12,41%	 13,47%
4	1.5.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Hajduk - Rijeka	 5,60%	 10,73%	 13,83%
5	6.5.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Arsenal - Villarreal	 4,77%	 9,46%	 11,55%
6	4.5.2021	PLANETSPORT 1	21:00 Liga prvaka: Man. City v Paris UŽIVO	 4,43%	 6,77%	 11,46%
7	12.5.2021	ARENA SPORT 3	20:10 Nogomet - HNL: Hajduk Split - Gorica	 3,94%	 9,75%	 9,18%
8	19.5.2021	HNTV	22:00 Nogomet - Hrvatski kup: emisija nakon utakmice	 3,50%	 5,00%	 7,88%
9	2.5.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Osijek - Varaždin	 3,22%	 7,97%	 8,04%
10	7.5.2021	ARENA SPORT 3	19:10 Nogomet - HNL: Gorica - Osijek	 3,19%	 8,03%	 7,95%
11	9.5.2021	ARENA SPORT 4	20:45 Nogomet - Talijanska liga: Juventus - Milan	 2,66%	 7,74%	 6,15%
12	15.5.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Lokomotiva - Osijek	 2,65%	 6,46%	 8,13%
13	16.5.2021	ARENA SPORT 3	19:10 Nogomet - HNL: Gorica - Dinamo	 2,36%	 7,40%	 5,39%
14	10.5.2021	NICKELODEON	19:55 Thundermani	 2,09%	 2,77%	 6,15%
15	8.5.2021	NICKELODEON	19:35 Side Hustle	 1,97%	 2,66%	 5,87%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi
zemaljski i nezemaljski kanali

