

adscanner



AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

**KOLOVOZ 2021.**

Istraživanje provodi tvrtka AdScanner d.o.o. na uzorku od **1000** 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

KOLOVOZ 2021.		(R)SHARE	AMR	COVERAGE
1	HRT1	14,95%	2,59%	77,24%
2	NOVA TV	13,11%	2,27%	76,91%
3	RTL TELEVIZIJA	9,81%	1,70%	76,55%
4	HRT2	8,75%	1,52%	74,03%
5	DOMA TV	4,88%	0,85%	65,09%
6	RTL2	4,61%	0,80%	67,94%
7	NICKELODEON	3,19%	0,55%	28,28%
8	RTL KOCKICA	2,04%	0,35%	49,83%
9	NICK JR (HR)	1,83%	0,32%	20,63%
10	HRT4	1,68%	0,29%	59,20%
11	PICKBOX TV	1,52%	0,26%	41,00%
12	ARENA SPORT 3	1,32%	0,23%	38,73%
13	NATIONAL GEOGRAPHIC	1,29%	0,22%	43,22%
14	ARENA SPORT 1	1,25%	0,22%	40,02%
15	FOX LIFE	1,13%	0,20%	39,58%

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



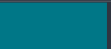


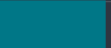












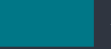





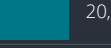










U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2021.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	3,19%	0,55%	28,28%
2	NICK JR (HR)	1,83%	0,32%	20,63%
3	PICKBOX TV	1,52%	0,26%	41,00%
4	ARENA SPORT 3	1,32%	0,23%	38,73%
5	NATIONAL GEOGRAPHIC	1,29%	0,22%	43,22%
6	ARENA SPORT 1	1,25%	0,22%	40,02%
7	FOX LIFE	1,13%	0,20%	39,58%
8	CINESTAR TV1	1,11%	0,19%	54,28%
9	CINESTAR TV ACTION	1,09%	0,19%	49,37%
10	FOX	0,98%	0,17%	41,70%
11	FOX MOVIES	0,93%	0,16%	48,09%
12	NATIONAL GEOGRAPHIC WILD	0,89%	0,15%	31,68%
13	VIASAT EXPLORER	0,88%	0,15%	28,67%
14	KLASIK TV	0,84%	0,15%	36,47%
15	HNTV	0,84%	0,15%	28,90%

# LISTA TOP 15 NAJGLEDANIJIH EMISIJA NA CIJELOM DANU: SVI TELEVIZIJSKI KANALI

U analizu su uključeni svi zemaljski i nezemaljski kanali














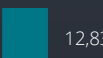






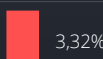

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	26.8.2021	RTL TELEVIZIJA	19:43 Konferencijska liga: Rijeka- PAOK, prijenos	 12,07%	 27,86%	 30,71%
2	25.8.2021	HRT2	20:52 Nogomet, LP: play off uzvrat: Dinamo - Sheriff	 11,63%	 23,35%	 30,40%
3	1.8.2021	HRT1	12:00 Dnevnik 1	 10,32%	 12,74%	 44,69%
4	17.8.2021	ARENA SPORT 1	21:00 Nogomet - Liga prvaka: Sheriff T. - Dinamo Zagreb	 10,28%	 17,55%	 29,25%
5	10.8.2021	HNTV	20:45 Nogomet – Kvalif. za LP Legia Varšava SA - GNK Dinamo	 9,94%	 15,29%	 29,39%
6	17.8.2021	NOVA TV	19:15 Dnevnik Nove TV	 9,59%	 17,40%	 30,87%
7	19.8.2021	RTL TELEVIZIJA	19:55 Konferencijska liga: PAOK - Rijeka	 8,69%	 19,06%	 26,53%
8	25.8.2021	HRT1	19:00 Dnevnik 2	 8,59%	 13,50%	 27,07%
9	2.8.2021	HRT2	12:42 OI Tokio 2020: Atletika - emisija + prijenos	 8,37%	 18,50%	 37,71%
10	22.8.2021	RTL TELEVIZIJA	18:30 RTL Danas	 8,34%	 11,81%	 27,42%
11	29.8.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Osijek - Dinamo	 8,29%	 18,32%	 20,22%
12	31.8.2021	NOVA TV	20:20 Lud, zbunjen, normalan	 8,20%	 13,67%	 20,60%
13	8.8.2021	HRT2	16:30 Sinjska alka	 8,09%	 19,19%	 28,20%
14	29.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk - Rijeka	 7,97%	 15,67%	 21,43%
15	5.8.2021	HRT2	13:46 OI Tokio 2020: tletika, uključenje u prijenos	 7,86%	 9,53%	 27,63%

# 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	17.8.2021	ARENA SPORT 1	21:00 Nogomet - Liga prvaka: Sheriff T. - Dinamo Zagreb	 10,28%	 17,55%	 29,25%
2	10.8.2021	HNTV	20:45 Nogomet – Kvalif. za LP Legia Varšava SA - GNK Dinamo	 9,94%	 15,29%	 29,39%
3	29.8.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Osijek - Dinamo	 8,29%	 18,32%	 20,22%
4	29.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk - Rijeka	 7,97%	 15,67%	 21,43%
5	4.8.2021	HNTV	19:55 Nogomet - Liga prvaka: GNK Dinamo - Legia Varšava SA	 7,77%	 12,16%	 25,10%
6	12.8.2021	HNTV	21:15 Nogomet _Kvalif. za UEFA Konf. ligu: NK Osijek - CSKA Sofija	 6,50%	 11,70%	 21,55%
7	12.8.2021	HNTV	19:55 Nogomet _Kvalif. za UEFA Konf. ligu: HNK Rijeka - Hibernian F.C.	 5,39%	 10,07%	 18,46%
8	15.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Osijek - Rijeka	 4,75%	 9,74%	 15,27%
9	1.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Dinamo Zagreb - Rijeka	 4,62%	 11,01%	 13,95%
10	14.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk - Slaven Belupo	 4,20%	 9,82%	 14,25%
11	5.8.2021	HNTV	18:55 Nogomet _Kvalif. za UEFA Konf. ligu: CSKA Sofija - NK Osijek	 3,87%	 7,79%	 12,83%
12	1.8.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Hajduk Split - Šibenik	 3,68%	 9,54%	 11,38%
13	5.8.2021	HNTV	20:45 Nogomet _Kvalif. za UEFA Konf. ligu: Hibernian F.C. - HNK Rijeka	 3,68%	 9,67%	 11,72%
14	29.8.2021	ARENA SPORT 1	17:00 Nogomet - Španjolska liga: Barcelona - Getafe	 3,58%	 7,92%	 11,17%
15	20.8.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Hrvatski Dragovoljac - Hajduk	 3,32%	 7,92%	 10,39%

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

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

	KOLOVOZ 2021.	(R)SHARE	AMR	COVERAGE
1	NOVA TV	17,36%	5,44%	74,37%
2	HRT1	13,84%	4,34%	71,32%
3	RTL TELEVIZIJA	11,51%	3,61%	73,10%
4	HRT2	6,55%	2,05%	68,29%
5	DOMA TV	5,35%	1,68%	56,89%
6	RTL2	4,49%	1,41%	58,15%
7	ARENA SPORT 3	3,30%	1,04%	34,86%
8	ARENA SPORT 1	2,32%	0,73%	35,73%
9	HNTV	2,22%	0,70%	26,83%
10	NICKELODEON	1,90%	0,60%	19,63%
11	RTL KOCKICA	1,71%	0,54%	38,36%
12	PICKBOX TV	1,60%	0,50%	27,07%
13	CINESTAR TV ACTION	1,21%	0,38%	34,82%
14	NICK JR (HR)	1,14%	0,36%	13,70%
15	CINESTAR TV1	1,13%	0,36%	37,78%

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


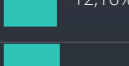

U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2021.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 3	3,30%	1,04%	34,86%
2	ARENA SPORT 1	2,32%	0,73%	35,73%
3	HNTV	2,22%	0,70%	26,83%
4	NICKELODEON	1,90%	0,60%	19,63%
5	PICKBOX TV	1,60%	0,50%	27,07%
6	CINESTAR TV ACTION	1,21%	0,38%	34,82%
7	NICK JR (HR)	1,14%	0,36%	13,70%
8	CINESTAR TV1	1,13%	0,36%	37,78%
9	FOX LIFE	1,10%	0,34%	26,41%
10	NATIONAL GEOGRAPHIC	0,86%	0,27%	27,34%
11	FOX MOVIES	0,81%	0,25%	32,52%
12	AMC	0,77%	0,24%	28,88%
13	FOX	0,75%	0,23%	25,88%
14	RTL ADRIA	0,73%	0,23%	15,28%
15	KLASIK TV	0,71%	0,22%	22,42%

**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.



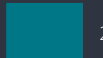




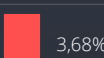


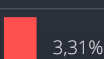
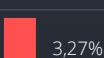

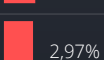
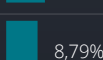
	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	26.8.2021	RTL TELEVIZIJA	19:43 Konferencijska liga: Rijeka- PAOK, prijenos	 12,03%	 27,80%	 30,73%
2	25.8.2021	HRT2	20:52 Nogomet, Liga prvaka: play off - uzvrat: Dinamo - Sheriff	 11,63%	 23,35%	 30,40%
3	17.8.2021	ARENA SPORT 1	21:00 Nogomet - Liga prvaka: Sheriff T. - Dinamo Zagreb	 10,28%	 17,55%	 29,25%
4	10.8.2021	HNTV	20:45 Nogomet – Kvalif. za LP Legia Varšava SA - GNK Dinamo	 9,94%	 15,29%	 29,39%
5	17.8.2021	NOVA TV	19:15 Dnevnik Nove TV	 9,59%	 17,40%	 30,87%
6	19.8.2021	RTL TELEVIZIJA	19:55 Konferencijska liga: PAOK - Rijeka	 8,69%	 19,06%	 26,53%
7	25.8.2021	HRT1	19:00 Dnevnik 2	 8,59%	 13,50%	 27,07%
8	31.8.2021	NOVA TV	20:20 Lud, zbunjen, normalan	 8,20%	 13,67%	 20,60%
9	29.8.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk - Rijeka	 7,97%	 15,67%	 21,43%
10	4.8.2021	HNTV	19:55 Nogomet - Liga prvaka: GNK Dinamo - Legia Varšava SA	 7,77%	 12,16%	 25,10%
11	26.8.2021	RTL TELEVIZIJA	22:11 RTL Direkt	 7,70%	 12,86%	 23,23%
12	1.8.2021	NOVA TV	20:16 Dok nas jackpot ne rastavi	 7,61%	 21,45%	 21,79%
13	28.8.2021	NOVA TV	20:15 Računovođa	 7,27%	 21,86%	 21,47%
14	31.8.2021	NOVA TV	20:56 Konak kod Hilmije	 7,07%	 11,75%	 17,18%
15	23.8.2021	HRT1	21:03 What's up America	 6,93%	 12,55%	 18,46%



**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	17.8.2021	Arena Sport 1	21:00 Nogomet - Liga prvaka: Sheriff T. - Dinamo Zagreb	 10,28%	 17,55%	 29,25%
2	10.8.2021	HNTV	20:45 Nogomet - Kvalifikacije za LP Legia Varšava SA - GNK Dinamo	 9,94%	 15,29%	 29,39%
3	29.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Hajduk - Rijeka	 7,97%	 15,67%	 21,43%
4	4.8.2021	HNTV	19:55 Nogomet - LP: GNK Dinamo - Legia Varšava SA	 7,77%	 12,16%	 25,10%
5	12.8.2021	HNTV	21:15 Nogomet _Kvalif. za UEFA Konf. ligu: NK Osijek - CSKA Sofija	 6,50%	 11,70%	 21,55%
6	12.8.2021	HNTV	19:55 Nogomet _Kvalif. za UEFA Konf. ligu: HNK Rijeka - Hibernian F.C.	 5,39%	 10,07%	 18,46%
7	15.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Osijek - Rijeka	 4,75%	 9,74%	 15,27%
8	1.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Dinamo Zagreb - Rijeka	 4,62%	 11,01%	 13,95%
9	14.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Hajduk - Slaven Belupo	 4,20%	 9,82%	 14,25%
10	5.8.2021	HNTV	20:45 Nogomet _Kvalif. za UEFA Konf. ligu: Hibernian F.C. - HNK Rijeka	 3,68%	 9,67%	 11,72%
11	20.8.2021	Arena Sport 3	20:00 Nogomet - HNL: Hrvatski Dragovoljac - Hajduk	 3,32%	 7,92%	 10,39%
12	7.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Gorica - Hajduk	 3,31%	 6,96%	 12,67%
13	21.8.2021	Arena Sport 3	21:00 Nogomet - HNL: Dinamo - Lokomotiva	 3,27%	 7,75%	 10,58%
14	13.8.2021	Arena Sport 3	20:00 Nogomet - HNL: Dinamo - Gorica	 3,19%	 7,55%	 10,84%
15	4.8.2021	HNTV	22:00 Magazin Lige prvaka	 2,97%	 4,25%	 8,79%

# KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

