

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

SRPANJ 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

	SRPANJ 2021.	(R)SHARE	AMR	COVERAGE
1	HRT1	14,77%	2,14%	67,24%
2	NOVA TV	13,24%	1,92%	68,64%
3	HRT2	11,62%	1,69%	67,84%
4	RTL TELEVIZIJA	9,92%	1,44%	67,67%
5	DOMA TV	4,96%	0,72%	57,35%
6	RTL2	4,60%	0,67%	61,11%
7	NICKELODEON	3,21%	0,47%	25,59%
8	RTL KOCKICA	2,14%	0,31%	43,46%
9	HRT4	1,98%	0,29%	47,66%
10	NICK JR (HR)	1,52%	0,22%	16,20%
11	PICKBOX TV	1,49%	0,22%	33,50%
12	NATIONAL GEOGRAPHIC	1,38%	0,20%	36,44%
13	HRT3	1,13%	0,16%	49,74%
14	CINESTAR TV1	1,11%	0,16%	46,50%
15	FOX	0,96%	0,14%	35,77%

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

U analizu su uključeni svi nezemaljski kanali.

	SRPANJ 2021.	(R)SHARE	AMR	COVERAGE
1	NICK JR (HR)	1,52%	0,22%	16,20%
2	PICKBOX TV	1,49%	0,22%	33,50%
3	NATIONAL GEOGRAPHIC	1,38%	0,20%	36,44%
4	CINESTAR TV1	1,11%	0,16%	46,50%
5	FOX	0,96%	0,14%	35,77%
6	CINESTAR TV ACTION	0,94%	0,14%	41,67%
7	FOX LIFE	0,84%	0,12%	31,37%
8	VIASAT HISTORY	0,84%	0,12%	24,72%
9	FOX MOVIES	0,83%	0,12%	39,29%
10	HNTV	0,82%	0,12%	22,61%
11	KLASIK TV	0,80%	0,12%	29,04%
12	VIASAT EXPLORER	0,76%	0,11%	23,61%
13	ARENA SPORT 1	0,76%	0,11%	30,24%
14	FOX CRIME	0,73%	0,11%	26,18%
15	ARENA SPORT 3	0,71%	0,10%	28,55%

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	11.7.2021	HRT2	20:45 Nogomet, EP: Engleska - Italija	20,17%	37,34%	63,92%
2	6.7.2021	HRT2	20:51 Nogomet, EP: Italija - Španjolska	16,73%	31,43%	53,03%
3	7.7.2021	HRT2	20:52 Nogomet, EP: Engleska - Danska	16,48%	31,66%	50,82%
4	2.7.2021	HRT2	20:51 Nogomet, EP: Belgija - Italija	11,23%	24,28%	38,22%
5	3.7.2021	HRT2	17:50 Nogomet, EP: Češka - Danska	10,49%	19,96%	38,92%
6	2.7.2021	HRT2	17:50 Nogomet, EP: Švicarska - Španjolska	10,07%	23,17%	38,80%
7	27.7.2021	RTL TELEVIZIJA	22:15 RTL Direkt	9,92%	13,76%	32,20%
8	18.7.2021	RTL TELEVIZIJA	18:30 RTL Danas	9,86%	14,51%	27,26%
9	18.7.2021	NOVA TV	20:16 Mamurluk	9,67%	24,01%	24,70%
10	18.7.2021	HRT1	12:00 Dnevnik 1	9,46%	11,45%	38,45%
11	18.7.2021	NOVA TV	19:15 Dnevnik Nove TV	9,10%	19,82%	23,58%
12	25.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk Split - Osijek	8,93%	16,01%	25,86%
13	18.7.2021	HRT1	12:26 Plodovi zemlje	8,66%	14,21%	31,00%
14	20.7.2021	HNTV	19:55 Nogomet – Kvalif. za LP: GNK Dinamo-AC Omonia Nicosia	8,37%	12,43%	24,67%
15	30.7.2021	HRT2	12:04 OI Tokio 2020: Tenis (M) Čilić/Dodig-Mektić/Pavić-finale	8,17%	19,07%	36,10%

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	25.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk Split - Osijek	 8,93%	 16,01%	 25,86%
2	20.7.2021	HNTV	19:55 Nogomet – Kvalif. za LP GNK Dinamo-AC Omonia Nicosia	 8,37%	 12,43%	 24,67%
3	22.7.2021	ARENA SPORT 1	21:00 Nogomet _Kvalif. za UEFA: Hajduk Split - Tobol	 6,40%	 14,04%	 18,30%
4	17.7.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Lokomotiva - Hajduk	 4,92%	 10,88%	 14,81%
5	29.7.2021	HNTV	20:55 Nogomet _Kvalif. za UEFA: NK Osijek - MKS Pogon Szczecin	 4,65%	 9,47%	 14,67%
6	29.7.2021	HNTV	19:55 Nogomet _Kvalif. za UEFA: HNK Rijeka - FC Gzira United	 4,39%	 7,82%	 14,02%
7	22.7.2021	HNTV	18:55 Nogomet _Kvalif. za UEFA: Gzira United - HNK Rijeka	 4,16%	 9,39%	 13,08%
8	13.7.2021	HNTV	21:45 Nogomet - Liga prvaka: 1. pret.: Valur Reykjavik - GNK Dinamo	 4,04%	 7,94%	 14,56%
9	16.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Osijek - Šibenik	 3,86%	 8,33%	 11,34%
10	16.7.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Dinamo - Slaven Belupo	 3,61%	 8,61%	 11,20%
11	29.7.2021	ARENA SPORT 1	19:00 Dokumentarni film	 3,49%	 11,68%	 11,30%
12	20.7.2021	HNTV	22:00 Nogomet – Kvalif. za LP Emisija GNK Dinamo - AC Omonia Nicosia	 3,47%	 5,70%	 9,54%
13	7.7.2021	HNTV	18:55 Nogomet - Liga prvaka: GNK Dinamo - Valur Reykjavik	 3,47%	 6,21%	 13,76%
14	17.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Rijeka - Gorica	 3,37%	 7,65%	 10,41%
15	25.7.2021	ARENA SPORT 3	18:55 Nogomet - HNL: Rijeka - Istra	 3,03%	 10,98%	 9,11%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	SRPANJ 2021.	(R)SHARE	AMR	COVERAGE
1	NOVA TV	17,18%	4,39%	63,85%
2	HRT1	13,81%	3,53%	62,47%
3	HRT2	11,87%	3,04%	62,75%
4	RTL TELEVIZIJA	11,83%	3,03%	64,82%
5	DOMA TV	5,52%	1,41%	46,90%
6	RTL2	4,84%	1,24%	51,49%
7	HNTV	2,08%	0,53%	19,87%
8	NICKELODEON	1,89%	0,48%	15,47%
9	ARENA SPORT 3	1,87%	0,48%	23,89%
10	RTL KOCKICA	1,74%	0,45%	32,66%
11	PICKBOX TV	1,52%	0,39%	22,83%
12	ARENA SPORT 1	1,29%	0,33%	24,48%
13	CINESTAR TV1	1,23%	0,32%	34,73%
14	NATIONAL GEOGRAPHIC	0,97%	0,25%	23,96%
15	KLASIK TV	0,97%	0,25%	18,51%

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

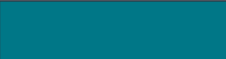






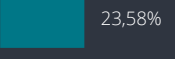


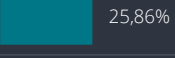



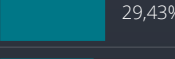

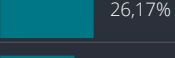
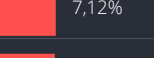
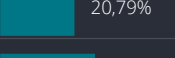
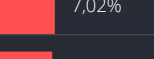

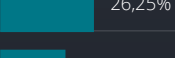


U analizu su uključeni svi nezemaljski kanali.

	SRPANJ 2021.	(R)SHARE	AMR	COVERAGE
1	HNTV	2,08%	0,53%	19,87%
2	NICKELODEON	1,89%	0,48%	15,47%
3	ARENA SPORT 3	1,87%	0,48%	23,89%
4	PICKBOX TV	1,52%	0,39%	22,83%
5	ARENA SPORT 1	1,29%	0,33%	24,48%
6	CINESTAR TV1	1,23%	0,32%	34,73%
7	NATIONAL GEOGRAPHIC	0,97%	0,25%	23,96%
8	KLASIK TV	0,97%	0,25%	18,51%
9	FOX MOVIES	0,91%	0,23%	26,91%
10	NICK JR (HR)	0,87%	0,22%	10,14%
11	CINESTAR TV ACTION	0,87%	0,22%	29,94%
12	FOX LIFE	0,77%	0,20%	18,10%
13	AMC	0,69%	0,18%	25,49%
14	FOX CRIME	0,59%	0,15%	16,63%
15	FOX	0,58%	0,15%	23,01%

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	11.7.2021	HRT2	20:45 Nogomet, EP: Engleska - Italija	 20,17%	 37,34%	 63,92%
2	6.7.2021	HRT2	20:51 Nogomet, EP: Italija - Španjolska	 16,73%	 31,43%	 53,03%
3	7.7.2021	HRT2	20:52 Nogomet, EP: Engleska - Danska	 16,48%	 31,66%	 50,82%
4	2.7.2021	HRT2	20:51 Nogomet, EP: Belgija - Italija	 11,23%	 24,28%	 38,22%
5	27.7.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 9,92%	 13,76%	 32,20%
6	18.7.2021	NOVA TV	20:16 Mamurluk	 9,67%	 24,01%	 24,70%
7	18.7.2021	NOVA TV	19:15 Dnevnik Nove TV	 9,10%	 19,82%	 23,58%
8	25.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk Split - Osijek	 8,93%	 16,01%	 25,86%
9	20.7.2021	HNTV	19:55 Nogomet – Kvalif. za LP: GNK Dinamo-AC Omonia Nicosia	 8,37%	 12,43%	 24,67%
10	3.7.2021	HRT2	20:50 Nogomet, EP: Ukrajina - Engleska	 8,04%	 20,38%	 29,43%
11	20.7.2021	HRT1	19:00 Dnevnik 2	 8,04%	 13,10%	 26,17%
12	16.7.2021	NOVA TV	20:20 Kud puklo da puklo	 7,12%	 13,32%	 20,79%
13	24.7.2021	NOVA TV	20:15 Osvetnik	 7,02%	 18,40%	 26,51%
14	11.7.2021	HRT2	20:05 EUROPEO - emisija	 6,69%	 11,59%	 26,25%
15	22.7.2021	ARENA SPORT 1	21:00 Nogomet _Kvalifi. za UEFA: Hajduk Split - Tobol	 6,40%	 14,04%	 18,30%

**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	25.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Hajduk Split - Osijek	 8,93%	 16,01%	 25,86%
2	20.7.2021	HNTV	19:55 Nogomet – Kvalif. za LP GNK Dinamo - AC Omonia Nicosia	 8,37%	 12,43%	 24,67%
3	22.7.2021	ARENA SPORT 1	21:00 Nogomet _Kvalif. za UEFA: Hajduk Split - Tobol	 6,40%	 14,04%	 18,30%
4	29.7.2021	HNTV	20:55 Nogomet _Kvalif. za UEFA: NK Osijek - MKS Pogon Szczecin	 4,65%	 9,47%	 14,67%
5	29.7.2021	HNTV	19:55 Nogomet _Kvalif. za UEFA: HNK Rijeka - FC Gzira United	 4,39%	 7,82%	 14,02%
6	13.7.2021	HNTV	21:45 Nogomet - Liga prvaka: 1. pret. Valur Reykjavik - GNK Dinamo	 4,04%	 7,94%	 14,56%
7	16.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Osijek - Šibenik	 3,86%	 8,33%	 11,34%
8	29.7.2021	ARENA SPORT 1	19:00 Dokumentarni film	 3,49%	 11,68%	 11,30%
9	20.7.2021	HNTV	22:00 Nogomet – Kvalif. za LP: Emisija: GNK Dinamo - AC Omonia Nicosia	 3,47%	 5,70%	 9,54%
10	17.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Rijeka - Gorica	 3,37%	 7,65%	 10,41%
11	22.7.2021	HNTV	20:55 Nogomet _Kvalif. za UEFA: MKS Pogon Szczecin - NK Osijek	 2,76%	 9,95%	 7,64%
12	23.7.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Hrvatski Dragovoljac - Dinamo Zagreb	 2,63%	 5,91%	 9,20%
13	24.7.2021	ARENA SPORT 3	21:00 Nogomet - HNL: Gorica - Šibenik	 1,84%	 5,28%	 6,86%
14	20.7.2021	HNTV	19:30 Nogomet – Kvalif. za LiP: Emisija GNK Dinamo - AC Omonia Nicosia	 1,81%	 3,70%	 5,64%
15	22.7.2021	ARENA SPORT 1	20:30 Nogomet _Kvalif. za UEFA: Emisija Uoči Utakmice	 1,66%	 5,36%	 4,51%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi zemaljski i nezemaljski kanali

SRPANJ 2020. – SRPANJ 2021.

