

adscanner



AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

**RUJAN 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

RUJAN 2021.		(R)SHARE	AMR	COVERAGE
1	HRT1	14,56%	2,65%	76,30%
2	NOVA TV	14,56%	2,65%	77,01%
3	RTL TELEVIZIJA	12,85%	2,34%	76,79%
4	HRT2	6,26%	1,14%	73,66%
5	DOMA TV	4,90%	0,89%	65,09%
6	RTL2	4,52%	0,82%	69,97%
7	NICKELODEON	3,58%	0,65%	26,94%
8	RTL KOCKICA	2,31%	0,42%	52,76%
9	NICK JR (HR)	1,92%	0,35%	20,86%
10	HRT4	1,88%	0,34%	52,59%
11	NATIONAL GEOGRAPHIC	1,82%	0,33%	45,84%
12	PICKBOX TV	1,48%	0,27%	37,96%
13	ARENA SPORT 3	1,17%	0,21%	37,65%
14	ARENA SPORT 1	1,15%	0,21%	41,37%
15	CINESTAR TV ACTION	1,04%	0,19%	48,84%

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



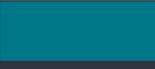










































U analizu su uključeni svi nezemaljski kanali.

	RUJAN 2021.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	3,58%	0,65%	26,94%
2	NICK JR (HR)	1,92%	0,35%	20,86%
3	NATIONAL GEOGRAPHIC	1,82%	0,33%	45,84%
4	PICKBOX TV	1,48%	0,27%	37,96%
5	ARENA SPORT 3	1,17%	0,21%	37,65%
6	ARENA SPORT 1	1,15%	0,21%	41,37%
7	CINESTAR TV ACTION	1,04%	0,19%	48,84%
8	FOX LIFE	1,02%	0,19%	38,05%
9	CINESTAR TV1	0,99%	0,18%	51,16%
10	NATIONAL GEOGRAPHIC WILD	0,81%	0,15%	33,08%
11	FOX	0,81%	0,15%	39,82%
12	VIASAT HISTORY	0,76%	0,14%	28,00%
13	FOX MOVIES	0,73%	0,13%	46,12%
14	AMC	0,72%	0,13%	40,84%
15	DOKU TV	0,71%	0,13%	33,69%

# 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	7.9.2021	NOVA TV	20:39 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija	 22,24%	 35,78%	 54,21%
2	4.9.2021	NOVA TV	20:39 Nogomet, kvalifikacije za SP: Slovačka - Hrvatska	 19,70%	 31,40%	 53,27%
3	1.9.2021	NOVA TV	20:36 Kvalifikacije za SP: Hrvatska - Rusija	 18,73%	 32,74%	 50,03%
4	16.9.2021	ARENA SPORT 1	18:45 Nogomet - Europa liga: Dinamo Zagreb - West Ham	 12,76%	 22,64%	 31,56%
5	7.9.2021	NOVA TV	20:00 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija, emisija	 12,27%	 22,99%	 29,76%
6	21.9.2021	RTL TELEVIZIJA	20:17 Večera za 5 na selu	 11,80%	 20,65%	 27,58%
7	4.9.2021	NOVA TV	20:01 Nogomet, kvalifikacije za SP: Slovačka - Hrvatska, emisija	 11,68%	 18,73%	 32,69%
8	1.9.2021	NOVA TV	20:00 Kvalifikacije za SP: Rusija - Hrvatska, emisija	 11,64%	 19,24%	 30,19%
9	26.9.2021	NOVA TV	20:15 Supertalent	 11,40%	 28,58%	 28,64%
10	13.9.2021	RTL TELEVIZIJA	22:15 RTL Direkt	 10,43%	 14,78%	 29,84%
11	7.9.2021	NOVA TV	22:42 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija, emisija	 10,34%	 14,90%	 38,27%
12	26.9.2021	NOVA TV	19:15 Dnevnik Nove TV	 10,03%	 20,42%	 23,49%
13	30.9.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Genk - Dinamo Zagreb	 9,93%	 17,81%	 26,13%
14	15.9.2021	HRT2	20:53 Nogomet, Liga prvaka: Inter - Real Madrid	 9,27%	 20,62%	 24,60%
15	29.9.2021	HRT1	19:00 Dnevnik 2	 9,15%	 15,13%	 24,26%

# 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	16.9.2021	ARENA SPORT 1	18:45 Nogomet - Europa liga: Dinamo Zagreb - West Ham	12,76%	22,64%	31,56%
2	30.9.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Genk - Dinamo Zagreb	9,93%	17,81%	26,13%
3	19.9.2021	NATIONAL GEOGRAPHIC	22:00 Europa iz zraka	7,25%	11,30%	18,92%
4	19.9.2021	NATIONAL GEOGRAPHIC	21:00 Gordon Ramsay: Bez privilegija	6,89%	9,98%	14,92%
5	26.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Hajduk - Lokomotiva	6,55%	13,12%	15,17%
6	16.9.2021	ARENA SPORT 1	20:40 Nogomet - Europa liga: Sažetak	6,05%	9,63%	13,95%
7	12.9.2021	ARENA SPORT 3	17:00 Nogomet - HNL: Istra - Hajduk	4,43%	9,04%	14,61%
8	28.9.2021	ARENA SPORT 3	21:00 Nogomet - LP: Milan - Atletico Madrid	4,22%	11,38%	10,47%
9	19.9.2021	NATIONAL GEOGRAPHIC	23:00 Automobili iz snova – Unutar tvornice	4,14%	6,42%	17,02%
10	19.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Osijek - Gorica	4,14%	10,18%	9,87%
11	28.9.2021	ARENA SPORT 7	21:00 Nogomet - LP: Psg - Manchester City	4,00%	6,67%	9,91%
12	14.9.2021	ARENA SPORT 3	21:00 Nogomet - LP: Chelsea - Zenit	3,51%	11,22%	9,29%
13	16.9.2021	ARENA SPORT 1	18:00 Nogomet - Europa liga: Emisija	3,25%	8,54%	9,58%
14	14.9.2021	ARENA SPORT 7	21:00 Nogomet - LP: Barcelona - Bayern Munich	3,19%	6,92%	8,43%
15	12.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Lokomotiva - Osijek	3,15%	9,34%	8,93%

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

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

	RUJAN 2021.	(R)SHARE	AMR	COVERAGE
1	NOVA TV	19,67%	7,06%	74,70%
2	RTL TELEVIZIJA	16,86%	6,05%	73,34%
3	HRT1	12,11%	4,35%	72,13%
4	HRT2	5,59%	2,01%	67,93%
5	DOMA TV	5,07%	1,82%	54,79%
6	RTL2	4,23%	1,52%	58,43%
7	RTL KOCKICA	2,38%	0,85%	43,59%
8	ARENA SPORT 3	2,24%	0,80%	33,98%
9	ARENA SPORT 1	2,04%	0,73%	36,75%
10	NICKELODEON	1,92%	0,69%	16,79%
11	NATIONAL GEOGRAPHIC	1,48%	0,53%	33,13%
12	PICKBOX TV	1,36%	0,49%	26,75%
13	CINESTAR TV ACTION	1,21%	0,43%	36,33%
14	NICK JR (HR)	1,09%	0,39%	13,77%
15	CINESTAR TV1	1,05%	0,38%	38,33%

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

U analizu su uključeni svi nezemaljski kanali.

	RUJAN 2021.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 3	2,24%	0,80%	33,98%
2	ARENA SPORT 1	2,04%	0,73%	36,75%
3	NICKELODEON	1,92%	0,69%	16,79%
4	NATIONAL GEOGRAPHIC	1,48%	0,53%	33,13%
5	PICKBOX TV	1,36%	0,49%	26,75%
6	CINESTAR TV ACTION	1,21%	0,43%	36,33%
7	NICK JR (HR)	1,09%	0,39%	13,77%
8	CINESTAR TV1	1,05%	0,38%	38,33%
9	FOX LIFE	0,96%	0,34%	27,32%
10	AMC	0,69%	0,25%	28,41%
11	FOX MOVIES	0,68%	0,25%	31,00%
12	FOX	0,67%	0,24%	27,28%
13	ARENA SPORT 4	0,63%	0,23%	14,95%
14	NATIONAL GEOGRAPHIC WILD	0,60%	0,22%	20,65%
15	ARENA SPORT 7	0,60%	0,21%	12,16%

**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	7.9.2021	NOVA TV	20:39 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija	22,24%	35,78%	54,21%
2	4.9.2021	NOVA TV	20:39 Nogomet, kvalifikacije za SP: Slovačka - Hrvatska	19,70%	31,40%	53,27%
3	1.9.2021	NOVA TV	20:36 Kvalifikacije za SP: Hrvatska - Rusija	18,73%	32,74%	50,03%
4	7.9.2021	NOVA TV	20:00 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija, emisija	12,27%	22,99%	29,76%
5	21.9.2021	RTL TELEVIZIJA	20:17 Večera za 5 na selu	11,80%	20,65%	27,58%
6	4.9.2021	NOVA TV	20:01 Nogomet, kvalifikacije za SP: Slovačka - Hrvatska, emisija	11,68%	18,73%	32,69%
7	1.9.2021	NOVA TV	20:00 Kvalifikacije za SP: Rusija - Hrvatska, emisija	11,64%	19,24%	30,19%
8	26.9.2021	NOVA TV	20:15 Supertalent	11,40%	28,58%	28,64%
9	13.9.2021	RTL TELEVIZIJA	22:15 RTL Direkt	10,43%	14,78%	29,84%
10	7.9.2021	NOVA TV	22:42 Nogomet, Kvalifikacije za SP: Hrvatska - Slovenija, emisija	10,34%	14,90%	38,27%
11	26.9.2021	NOVA TV	19:15 Dnevnik Nove TV	10,03%	20,42%	23,49%
12	30.9.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Genk - Dinamo Zagreb	9,93%	17,81%	26,13%
13	5.9.2021	NOVA TV	19:15 Dnevnik Nove TV	9,83%	20,98%	24,60%
14	15.9.2021	HRT2	20:53 Nogomet, Liga prvaka: Inter - Real Madrid	9,27%	20,62%	29,80%
15	29.9.2021	HRT1	19:00 Dnevnik 2	9,15%	15,13%	24,26%



**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	30.9.2021	ARENA SPORT 1	21:00 Nogomet - Europa liga: Genk - Dinamo Zagreb	 9,93%	 17,81%	 26,13%
2	19.9.2021	NATIONAL GEOGRAPHIC	22:00 Europa iz zraka	 7,25%	 11,30%	 18,92%
3	19.9.2021	NATIONAL GEOGRAPHIC	21:00 Gordon Ramsay: Bez privilegija	 6,89%	 9,98%	 14,92%
4	26.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Hajduk - Lokomotiva	 6,55%	 13,12%	 15,17%
5	16.9.2021	ARENA SPORT 1	20:40 Nogomet - Europa liga: Sažetak	 6,05%	 9,63%	 13,95%
6	28.9.2021	ARENA SPORT 3	21:00 Nogomet - LP: Milan - Atletico Madrid	 4,22%	 11,38%	 10,47%
7	19.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Osijek - Gorica	 4,14%	 10,18%	 9,87%
8	28.9.2021	ARENA SPORT 7	21:00 Nogomet - LP: Psg - Manchester City	 4,00%	 6,67%	 9,91%
9	14.9.2021	ARENA SPORT 3	21:00 Nogomet - LP: Chelsea - Zenit	 3,51%	 11,22%	 9,29%
10	14.9.2021	ARENA SPORT 7	21:00 Nogomet - LP: Barcelona - Bayern Munich	 3,19%	 6,92%	 8,43%
11	12.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Lokomotiva - Osijek	 3,15%	 9,34%	 8,93%
12	25.9.2021	ARENA SPORT 3	19:05 Nogomet - HNL: Šibenik - Osijek	 2,88%	 8,66%	 7,95%
13	19.9.2021	ARENA SPORT 4	20:45 Nogomet - Talijanska liga: Juventus - Milan	 2,76%	 7,72%	 6,19%
14	19.9.2021	NATIONAL GEOGRAPHIC	20:00 Gordon Ramsay: Bez privilegija	 2,48%	 6,67%	 5,46%
15	17.9.2021	ARENA SPORT 3	20:00 Nogomet - HNL: Hrvatski Dragovoljac - Rijeka	 1,84%	 6,00%	 4,57%

# KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

SIJEČANJ 2021. - RUJAN 2021.

