

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

LISTOPAD 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

LISTOPAD 2021.		(R)SHARE	AMR	COVERAGE
1	HRT1	15,15%	2,92%	74,08%
2	NOVA TV	14,31%	2,76%	75,42%
3	RTL TELEVIZIJA	14,01%	2,70%	74,41%
4	HRT2	6,62%	1,28%	72,56%
5	DOMA TV	5,06%	0,97%	65,52%
6	RTL2	4,16%	0,80%	68,24%
7	NICKELODEON	3,11%	0,60%	28,51%
8	RTL KOCKICA	1,90%	0,37%	53,26%
9	NICK JR (HR)	1,82%	0,35%	18,71%
10	HRT4	1,81%	0,35%	53,34%
11	NATIONAL GEOGRAPHIC	1,31%	0,25%	42,65%
12	PICKBOX TV	1,24%	0,24%	39,48%
13	ARENA SPORT 3	1,20%	0,23%	36,81%
14	FOX LIFE	1,12%	0,21%	36,74%
15	CINESTAR TV1	1,05%	0,20%	52,55%

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

U analizu su uključeni svi nezemaljski kanali.

LISTOPAD 2021.		(R)SHARE	AMR	COVERAGE
1	NICKELODEON	3,11%	0,60%	28,51%
2	NICK JR (HR)	1,82%	0,35%	18,71%
3	NATIONAL GEOGRAPHIC	1,31%	0,25%	42,65%
4	PICKBOX TV	1,24%	0,24%	39,48%
5	ARENA SPORT 3	1,20%	0,23%	36,81%
6	FOX LIFE	1,12%	0,21%	36,74%
7	CINESTAR TV1	1,05%	0,20%	52,55%
8	ARENA SPORT 1	0,98%	0,19%	39,88%
9	CINESTAR TV ACTION	0,98%	0,19%	50,60%
10	KLASIK TV	0,85%	0,16%	31,07%
11	FOX MOVIES	0,83%	0,16%	47,81%
12	FOX	0,81%	0,16%	39,88%
13	VIASAT HISTORY	0,78%	0,15%	29,43%
14	NATIONAL GEOGRAPHIC WILD	0,77%	0,15%	30,64%
15	DOKU TV	0,73%	0,14%	34,05%

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

U analizu su uključeni svi zemaljski i nezemaljski kanali



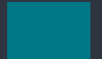


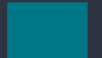


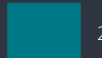









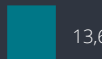


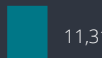


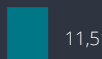


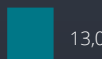

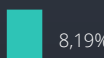


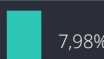
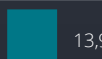

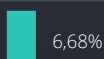

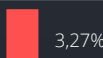


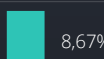

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	11.10.2021	NOVA TV	20:38 Kvalifikacije za SP: Hrvatska - Slovačka	 22,12%	 38,02%	 50,66%
2	8.10.2021	NOVA TV	20:37 Kvalifikacije za SP: Hrvatska - Cipar	 20,60%	 35,32%	 47,49%
3	6.10.2021	RTL TELEVIZIJA	20:15 Večera za 5 na selu	 13,68%	 23,45%	 30,10%
4	24.10.2021	NOVA TV	20:15 Supertalent	 13,28%	 28,15%	 34,15%
5	11.10.2021	NOVA TV	20:01 Kvalifikacije za SP: Hrvatska - Slovačka, emisija	 13,13%	 21,65%	 28,78%
6	8.10.2021	NOVA TV	20:00 Emisija - Kvalifikacije za SP: Hrvatska - Cipar	 12,00%	 20,72%	 26,37%
7	31.10.2021	NOVA TV	19:15 Dnevnik Nove TV	 11,06%	 20,71%	 25,80%
8	31.10.2021	RTL TELEVIZIJA	18:30 RTL Danas	 10,87%	 17,57%	 25,69%
9	6.10.2021	HRT1	18:10 Potjera	 10,48%	 16,04%	 27,21%
10	21.10.2021	ARENA SPORT 1	18:45 Nogomet - Europa liga: Rapid Beč - Dinamo Zagreb	 10,29%	 22,08%	 23,35%
11	13.10.2021	RTL TELEVIZIJA	21:26 Brak na prvu	 10,20%	 16,22%	 27,29%
12	6.10.2021	HRT1	19:00 Dnevnik 2	 10,09%	 17,61%	 25,02%
13	10.10.2021	HRT1	14:00 Nedjeljom u dva	 10,05%	 16,12%	 27,59%
14	3.10.2021	ARENA SPORT 3	19:30 Nogomet - HNL: Osijek - Hajduk	 9,02%	 17,05%	 22,55%
15	24.10.2021	HRT1	12:29 Plodovi zemlje	 9,02%	 13,57%	 34,17%

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	21.10.2021	ARENA SPORT 1	18:45 Nogomet - Europa liga: Rapid Beč - Dinamo Zagreb	 10,29%	 22,08%	 23,35%
2	3.10.2021	ARENA SPORT 3	19:30 Nogomet - HNL: Osijek - Hajduk	 9,02%	 17,05%	 22,55%
3	17.10.2021	ARENA SPORT 3	17:30 Nogomet - HNL: Šibenik - Hajduk Split	 7,00%	 14,00%	 20,62%
4	16.10.2021	ARENA SPORT 1	17:05 Nogomet - HNL: Rijeka - Dinamo	 6,76%	 12,46%	 21,05%
5	23.10.2021	ARENA SPORT 3	17:05 Nogomet - HNL: Hajduk Split - Hnk Gorica	 5,62%	 12,99%	 18,42%
6	24.10.2021	ARENA SPORT 6	16:15 Nogomet - Španjolska liga: Barcelona - Real Madrid	 5,41%	 10,08%	 15,94%
7	3.10.2021	ARENA SPORT 3	17:00 Nogomet - HNL: Dinamo – Hrvatski Dragovoljac	 4,28%	 11,72%	 13,69%
8	3.10.2021	ARENA SPORT 3	19:00 Nogomet - emisija: Prva liga	 4,26%	 9,40%	 11,31%
9	31.10.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Slaven Belupo - Hajduk	 4,25%	 8,47%	 11,51%
10	24.10.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Dinamo - Istra	 4,09%	 8,55%	 13,00%
11	31.10.2021	ARENA SPORT 6	16:15 Nogomet - Španjolska liga: Atletico Madrid - Real Betis	 4,01%	 8,19%	 10,46%
12	17.10.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Slaven Belupo - Osijek	 3,98%	 7,98%	 13,99%
13	8.10.2021	HNTV	17:00 Nogomet – Kvalif. za EP U21: Hrvatska U-21_ Norveška U-21	 3,44%	 6,68%	 9,01%
14	23.10.2021	ARENA SPORT 3	15:00 Nogomet - HNL: Osijek - Hrvatski Dragovoljac	 3,27%	 8,59%	 11,33%
15	30.10.2021	ARENA SPORT 3	17:05 Nogomet - HNL: Gorica - Dinamo	 3,09%	 8,67%	 9,87%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	LISTOPAD 2021.	(R)SHARE	AMR	COVERAGE
1	NOVA TV	20,36%	7,71%	73,15%
2	RTL TELEVIZIJA	19,16%	7,26%	71,81%
3	HRT1	12,81%	4,85%	70,77%
4	HRT2	5,58%	2,11%	65,84%
5	DOMA TV	5,38%	2,04%	56,62%
6	RTL2	3,97%	1,50%	60,05%
7	RTL KOCKICA	2,07%	0,78%	44,65%
8	NICKELODEON	1,69%	0,64%	17,53%
9	ARENA SPORT 1	1,32%	0,50%	34,19%
10	ARENA SPORT 3	1,21%	0,46%	31,46%
11	PICKBOX TV	1,17%	0,44%	25,93%
12	CINESTAR TV ACTION	1,16%	0,44%	39,13%
13	CINESTAR TV1	1,12%	0,43%	42,17%
14	NICK JR (HR)	1,03%	0,39%	12,04%
15	FOX LIFE	0,95%	0,36%	24,01%

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

U analizu su uključeni svi nezemaljski kanali.

	LISTOPAD 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	11.10.2021	NOVA TV	20:38 Kvalifikacije za SP: Hrvatska - Slovačka	22,12%	38,02%	50,66%
2	8.10.2021	NOVA TV	20:37 Kvalifikacije za SP: Hrvatska - Cipar	20,60%	35,32%	47,49%
3	6.10.2021	RTL TELEVIZIJA	20:15 Večera za 5 na selu	13,68%	23,45%	30,10%
4	24.10.2021	NOVA TV	20:15 Supertalent	13,28%	28,15%	34,15%
5	11.10.2021	NOVA TV	20:01 Kvalifikacije za SP: Hrvatska - Slovačka, emisija	13,13%	21,65%	28,78%
6	8.10.2021	NOVA TV	20:00 Emisija - Kvalifikacije za SP: Hrvatska - Cipar	12,00%	20,72%	26,37%
7	31.10.2021	NOVA TV	19:15 Dnevnik Nove TV	11,06%	20,71%	25,80%
8	13.10.2021	RTL TELEVIZIJA	21:26 Brak na prvu	10,20%	16,22%	27,29%
9	6.10.2021	HRT1	19:00 Dnevnik 2	10,09%	17,61%	25,02%
10	3.10.2021	ARENA SPORT 3	19:30 Nogomet - HNL: Osijek - Hajduk	9,02%	17,05%	22,55%
11	13.10.2021	RTL TELEVIZIJA	22:15 RTL Direkt	8,92%	13,71%	29,10%
12	6.10.2021	RTL TELEVIZIJA	21:22 Superpar	8,44%	14,65%	20,08%
13	20.10.2021	HRT2	20:52 Nogomet, Liga prvaka: Manchester United - Atalanta	8,22%	18,26%	20,49%
14	7.10.2021	NOVA TV	21:20 Masterchef	8,13%	14,78%	22,39%
15	22.10.2021	RTL TELEVIZIJA	21:07 Ma lažeš!	7,87%	16,80%	19,42%

**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	3.10.2021	ARENA SPORT 3	19:30 Nogomet - HNL: Osijek - Hajduk	 9,02%	 17,05%	 22,55%
2	3.10.2021	ARENA SPORT 3	19:00 Nogomet - emisija: Prva liga	 4,26%	 9,40%	 11,31%
3	19.10.2021	ARENA SPORT 1	21:00 Nogomet - LP: Inter - Sheriff T.	 2,97%	 9,73%	 8,02%
4	19.10.2021	ARENA SPORT 3	21:00 Nogomet - LP: Psg - Rb Leipzig	 2,55%	 11,38%	 6,88%
5	19.10.2021	ARENA SPORT 1	20:00 Nogomet - LP: Emisija Liga Prvaka	 2,06%	 6,51%	 4,82%
6	19.10.2021	ARENA SPORT 7	21:00 Nogomet - LP: Atletico Madrid - Liverpool	 1,99%	 5,30%	 5,36%
7	20.10.2021	ARENA SPORT 1	21:00 Nogomet - LP: Benfica - Bayern Munich	 1,81%	 6,07%	 4,62%
8	5.10.2021	NICKELODEON	19:00 Side Hustle	 1,79%	 2,44%	 4,51%
9	15.10.2021	NICKELODEON	19:30 Thundermani	 1,77%	 2,11%	 4,39%
10	29.10.2021	ARENA SPORT 3	21:00 Nogomet - Francuska liga: Psg - Lille	 1,66%	 4,20%	 4,65%
11	2.10.2021	ARENA SPORT 6	21:00 Nogomet - Španjolska liga: Atletico Madrid - Barcelona	 1,63%	 4,62%	 4,65%
12	28.10.2021	NICKELODEON	20:00 Danger Force	 1,56%	 2,03%	 3,78%
13	24.10.2021	ARENA SPORT 4	20:45 Nogomet - Talijanska liga: Inter - Juventus	 1,55%	 4,96%	 3,87%
14	26.10.2021	HNTV	19:45 OLEA kup U-17	 1,54%	 1,93%	 3,84%
15	29.10.2021	CINESTAR TV ACTION	20:00 Pad Londona	 1,52%	 3,23%	 3,82%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi
zemaljski i nezemaljski kanali

SIJEČANJ 2021. - LISTOPAD 2021.

