

adscanner



AEM

AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

**KOLOVOZ 2022.**

Istraživanje provodi tvrtka AdScanner d.o.o. na uzorku od **900** 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 2022.		(R)SHARE	AMR	COVERAGE
1	HRT1	17,1%	3,0%	84,3%
2	NOVA TV	13,3%	2,4%	83,4%
3	RTL TELEVIZIJA	10,5%	1,9%	83,9%
4	HRT2	8,1%	1,4%	82,3%
5	DOMA TV	4,9%	0,9%	73,3%
6	RTL2	4,3%	0,8%	74,7%
7	NICKELODEON	3,1%	0,5%	32,0%
8	HRT4	2,9%	0,5%	64,9%
9	ARENA SPORT 1	2,2%	0,4%	50,6%
10	RTL KOCKICA	1,4%	0,3%	58,9%
11	FOX	1,3%	0,2%	56,2%
12	NICK JR (HR)	1,2%	0,2%	24,0%
13	NATIONAL GEOGRAPHIC	1,2%	0,2%	45,2%
14	HRT3	1,2%	0,2%	72,5%
15	CINESTAR TV1	1,1%	0,2%	63,8%

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






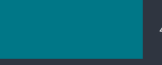


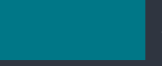




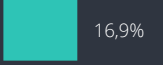
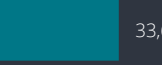

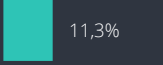









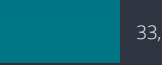

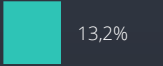

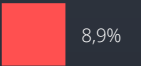
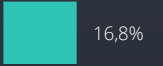
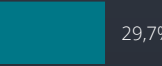
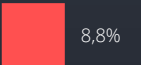

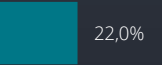
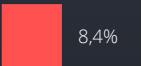
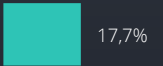
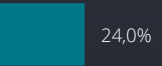
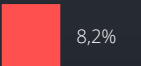
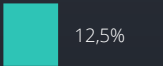

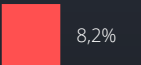
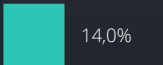
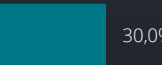
U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2022.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	3,1%	0,5%	32,0%
2	ARENA SPORT 1	2,2%	0,4%	50,6%
3	FOX	1,3%	0,2%	56,2%
4	NICK JR (HR)	1,2%	0,2%	24,0%
5	NATIONAL GEOGRAPHIC	1,2%	0,2%	45,2%
6	CINESTAR TV1	1,1%	0,2%	63,8%
7	PICKBOX TV	1,0%	0,2%	51,9%
8	ARENA SPORT 3	1,0%	0,2%	46,2%
9	CINESTAR TV ACTION	1,0%	0,2%	58,7%
10	FOX LIFE	0,9%	0,2%	51,7%
11	FOX CRIME	0,9%	0,2%	47,9%
12	FOX MOVIES	0,9%	0,2%	55,3%
13	HBO	0,8%	0,1%	37,4%
14	HBO 3	0,7%	0,1%	33,7%
15	NATIONAL GEOGRAPHIC WILD	0,7%	0,1%	34,0%

# 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	25.8.2022	HRT2	20:56 Konferencijska liga - doigravanje: Hajduk - Villarreal	 20,0%	 36,5%	 45,3%
2	24.8.2022	HRT2	20:52 LP - doigravanje: Dinamo - Bodø Glimt	 17,9%	 36,4%	 40,3%
3	18.8.2022	HRT2	20:40 Konferencijska liga: doigravanje: Villarreal - Hajduk	 17,5%	 34,3%	 41,0%
4	16.8.2022	ARENA SPORT 1	21:00 LP: Bodø Glimt - Dinamo	 13,7%	 22,5%	 31,1%
5	24.8.2022	HRT2	23:41 Liga prvaka – doigravanje, emisija	 10,7%	 16,9%	 33,6%
6	15.8.2022	HRT1	12:00 Dnevnik 1	 9,5%	 11,3%	 40,5%
7	31.8.2022	HRT1	18:11 Potjera	 9,3%	 14,3%	 28,2%
8	30.8.2022	NOVA TV	20:20 Kumovi	 9,2%	 18,5%	 22,8%
9	7.8.2022	HRT2	16:20 307. Sinjska alka	 9,1%	 24,3%	 33,9%
10	9.8.2022	HRT1	19:00 Dnevnik 2	 9,1%	 13,2%	 32,0%
11	18.8.2022	NOVA TV	19:15 Dnevnik Nove TV	 8,9%	 16,8%	 29,7%
12	10.8.2022	HRT2	20:54 Helsinki: Europski nogometni superkup	 8,8%	 23,5%	 22,0%
13	29.8.2022	RTL TELEVIZIJA	19:00 RTL Danas	 8,4%	 17,7%	 24,0%
14	18.8.2022	NOVA TV	17:00 Vijesti Nove TV	 8,2%	 12,5%	 30,9%
15	18.8.2022	NOVA TV	17:30 IN magazin	 8,2%	 14,0%	 30,0%

**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	16.8.2022	ARENA SPORT 1	21:00 LP: Bodø Glimt - Dinamo	 13,7%	 22,5%	 31,1%
2	22.8.2022	ARENA SPORT 1	21:00 Premier League: Manchester United - Liverpool	 7,0%	 12,7%	 16,1%
3	7.8.2022	ARENA SPORT 1	15:00 P. League: Manchester U. – Brighton & Hove	 4,8%	 8,9%	 18,7%
4	21.8.2022	ARENA SPORT 1	17:30 Premier League: Newcastle - Manchester City	 4,7%	 9,9%	 14,8%
5	23.8.2022	ARENA SPORT 3	21:00 LP: Playoff: Crvena Zvezda - Maccabi Haifa	 4,6%	 10,1%	 11,2%
6	15.8.2022	ARENA SPORT 1	21:00 Premier League: Liverpool - Crystal Palace	 4,4%	 7,7%	 10,8%
7	27.8.2022	ARENA SPORT 3	13:30 Premier League: Southampton - Manchester U.	 4,0%	 7,6%	 15,4%
8	6.8.2022	ARENA SPORT 1	13:30 Premier League: Fulham - Liverpool	 4,0%	 6,0%	 18,2%
9	16.8.2022	ARENA SPORT 1	23:00 LP: Emisija Liga Prvaka - sažetak	 3,9%	 10,1%	 11,8%
10	20.8.2022	ARENA SPORT 1	13:30 Premier League: Tottenham - Wolverhampton	 3,8%	 7,8%	 15,8%
11	14.8.2022	ARENA SPORT 1	17:30 Premier League: Chelsea - Tottenham	 3,5%	 8,2%	 13,3%
12	21.8.2022	ARENA SPORT 3	15:00 Premier League: Leeds United - Chelsea	 3,3%	 8,8%	 10,4%
13	28.8.2022	ARENA SPORT 3	17:30 Premier League: Nottingham Forest - Tottenham	 3,2%	 9,5%	 9,7%
14	13.8.2022	ARENA SPORT 1	18:30 Premier League: Brentford - Manchester United	 3,1%	 8,8%	 10,1%
15	27.8.2022	ARENA SPORT 3	18:30 Premier League: Arsenal - Fulham	 3,1%	 9,9%	 9,9%

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

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

	KOLOVOZ 2022.	(R)SHARE	AMR	COVERAGE
1	NOVA TV	15,7%	5,3%	78,1%
2	RTL TELEVIZIJA	14,8%	5,0%	79,4%
3	HRT1	14,7%	5,0%	78,8%
4	HRT2	10,0%	3,4%	77,4%
5	DOMA TV	5,0%	1,7%	65,1%
6	RTL2	4,2%	1,4%	68,1%
7	ARENA SPORT 1	3,0%	1,0%	45,2%
8	NICKELODEON	1,7%	0,6%	20,3%
9	RTL KOCKICA	1,7%	0,6%	43,9%
10	ARENA SPORT 3	1,4%	0,5%	38,3%
11	HRT3	1,2%	0,4%	60,3%
12	PICKBOX TV	1,2%	0,4%	37,7%
13	CINESTAR TV1	1,1%	0,4%	51,4%
14	HRT4	1,1%	0,4%	52,5%
15	CINESTAR TV ACTION	1,1%	0,4%	45,7%

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



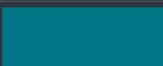


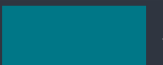


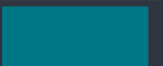


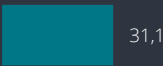
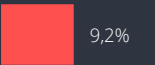

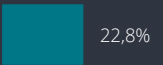
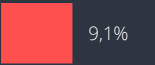
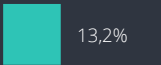
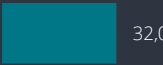


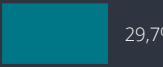



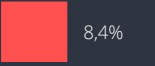

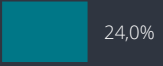
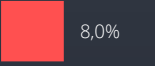

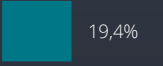
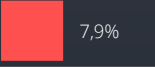
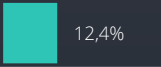
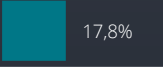
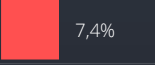

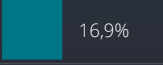
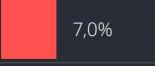
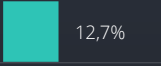
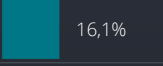
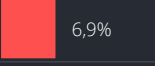
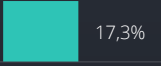
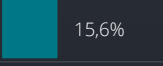


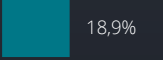
U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2022.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 1	3,0%	1,0%	45,2%
2	NICKELODEON	1,7%	0,6%	20,3%
3	ARENA SPORT 3	1,4%	0,5%	38,3%
4	PICKBOX TV	1,2%	0,4%	37,7%
5	CINESTAR TV1	1,1%	0,4%	51,4%
6	CINESTAR TV ACTION	1,1%	0,4%	45,7%
7	NICK JR (HR)	0,9%	0,3%	13,1%
8	FOX MOVIES	0,8%	0,3%	42,8%
9	FOX	0,8%	0,3%	42,3%
10	FOX CRIME	0,7%	0,2%	32,5%
11	HBO 3	0,7%	0,2%	26,3%
12	FOX LIFE	0,7%	0,2%	36,5%
13	HBO	0,7%	0,2%	30,7%
14	HBO 2	0,7%	0,2%	27,5%
15	NATIONAL GEOGRAPHIC	0,6%	0,2%	29,4%

**LISTA TOP 15  
NAJGLEDANIJIH 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	25.8.2022	HRT2	20:56 Konferencijska liga - doigravanje: Hajduk - Villarreal	 20,0%	 36,5%	 45,3%
2	24.8.2022	HRT2	20:52 LP: Dinamo – Bodø Glimt	 17,9%	 36,4%	 40,3%
3	18.8.2022	HRT2	20:40 Konferencijska liga: doigravanje: Villareal - Hajduk	 17,5%	 34,3%	 41,0%
4	16.8.2022	ARENA SPORT 1	21:00 LP: Bodø Glimt - Dinamo	 13,7%	 22,5%	 31,1%
5	30.8.2022	NOVA TV	20:20 Kumovi	 9,2%	 18,5%	 22,8%
6	9.8.2022	HRT1	19:00 Dnevnik 2	 9,1%	 13,2%	 32,0%
7	18.8.2022	NOVA TV	19:15 Dnevnik Nove TV	 8,9%	 16,8%	 29,7%
8	10.8.2022	HRT2	20:54 Helsinki: Europski nogometni superkup	 8,8%	 23,5%	 22,0%
9	29.8.2022	RTL TELEVIZIJA	19:00 RTL Danas	 8,4%	 17,7%	 24,0%
10	29.8.2022	RTL TELEVIZIJA	20:14 Večera za 5 na selu	 8,0%	 20,8%	 19,4%
11	30.8.2022	RTL TELEVIZIJA	22:15 RTL Direkt	 7,9%	 12,4%	 17,8%
12	25.8.2022	NOVA TV	20:15 Starci	 7,4%	 28,1%	 16,9%
13	22.8.2022.	ARENA SPORT 1	21:00 Premier League: Manchester United - Liverpool	 7,0%	 12,7%	 16,1%
14	30.8.2022.	HRT1	21:58 Kornatska nesreća – Potraga za istinom	 6,9%	 17,3%	 15,6%
15	27.8.2022.	NOVA TV	20:15 Računovođa	 6,7%	 26,5%	 18,9%



**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	16.8.2022	ARENA SPORT 1	21:00 LP: Bodø Glimt - Dinamo	13,7%	22,5%	31,1%
2	22.8.2022	ARENA SPORT 1	21:00 Premier League: Manchester United - Liverpool	7,0%	12,7%	16,1%
3	23.8.2022	ARENA SPORT 3	21:00 LP: Playoff: Crvena Zvezda - Maccabi Haifa	4,6%	10,1%	11,2%
4	15.8.2022	ARENA SPORT 1	21:00 Premier League: Liverpool - Crystal Palace	4,4%	7,7%	10,8%
5	28.8.2022	ARENA SPORT 3	19:30 Španjolska liga: Barcelona - Valladolid	2,8%	10,5%	7,0%
6	31.8.2022	ARENA SPORT 3	21:00 Premier League: Liverpool - Newcastle	2,8%	9,7%	6,8%
7	14.8.2022	ARENA SPORT 1	22:00 Španjolska liga: Almeria - Real Madrid	2,5%	7,2%	8,1%
8	24.8.2022	ARENA SPORT 1	21:00 LP: Dinamo Zagreb - Bodø Glimt	2,5%	6,0%	5,4%
9	30.8.2022	ARENA SPORT 3	20:45 Premier League: Southampton - Chelsea	2,5%	7,4%	5,7%
10	16.8.2022	ARENA SPORT 1	20:00 Liga prvaka - emisija	2,5%	9,5%	6,6%
11	21.8.2022	ARENA SPORT 1	19:30 Španjolska liga: Atletico Madrid - Villarreal	2,4%	10,7%	6,3%
12	17.8.2022	ARENA SPORT 3	21:00 LP: Maccabi Haifa - Crvena Zvezda	2,3%	7,7%	6,1%
13	21.8.2022	ARENA SPORT 6	22:00 Španjolska liga: Real Sociedad - Barcelona	2,1%	5,0%	5,9%
14	5.8.2022	ARENA SPORT 1	21:00 Premier League: Crystal Palace - Arsenal	2,1%	5,6%	7,3%
15	20.8.2022	CINESTAR TV ACTION	22:05 Građanin opasnih namjera	1,7%	5,5%	4,8%

# KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

RUJAN 2021. - KOLOVOZ 2022.

