

adscanner



AGENCIJA ZA
ELEKTRONIČKE
MEDIJE

Gledanost televizijskog programa

VELJAČA 2023.

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

	VELJAČA 2023.	(R)SHARE	AMR	COVERAGE
1	HRT1	18,1%	5,3%	84,9%
2	NOVA TV	14,5%	4,2%	84,0%
3	RTL TELEVIZIJA	14,0%	4,1%	83,3%
4	HRT2	7,5%	2,2%	82,6%
5	DOMA TV	5,2%	1,5%	75,6%
6	RTL2	4,0%	1,2%	72,2%
7	HRT4	2,2%	0,6%	69,0%
8	NICKELODEON	1,7%	0,5%	29,8%
9	RTL KOCKICA	1,5%	0,4%	62,2%
10	ARENA SPORT 3	1,4%	0,4%	46,3%
11	HRT3	1,3%	0,4%	73,8%
12	NATIONAL GEOGRAPHIC	1,1%	0,3%	42,7%
13	CINESTAR TV1	1,1%	0,3%	64,9%
14	PICKBOX TV	1,1%	0,3%	48,9%
15	NICK JR (HR)	1,1%	0,3%	17,3%

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



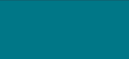





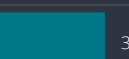



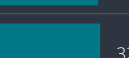








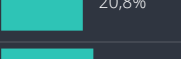



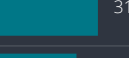

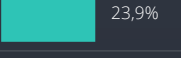
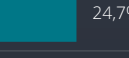


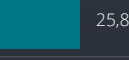

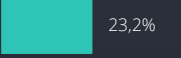



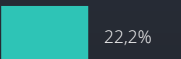
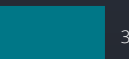
U analizu su uključeni svi nezemaljski kanali.

	VELJAČA 2023.	(R)SHARE	AMR	COVERAGE
1	NICKELODEON	1,7%	0,5%	29,8%
2	ARENA SPORT 3	1,4%	0,4%	46,3%
3	NATIONAL GEOGRAPHIC	1,1%	0,3%	42,7%
4	CINESTAR TV1	1,1%	0,3%	64,9%
5	PICKBOX TV	1,1%	0,3%	48,9%
6	NICK JR (HR)	1,1%	0,3%	17,3%
7	FOX CRIME	1,0%	0,3%	47,9%
8	CINESTAR TV ACTION	1,0%	0,3%	58,3%
9	ARENA SPORT 1	1,0%	0,3%	50,0%
10	FOX	0,9%	0,3%	50,9%
11	HBO	0,7%	0,2%	37,6%
12	FOX LIFE	0,7%	0,2%	50,6%
13	FOX MOVIES	0,7%	0,2%	54,2%
14	AMC	0,6%	0,2%	37,8%
15	ARENA SPORT 1	0,6%	0,2%	24,1%

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	11.2.2023	HRT1	20:15 Dora, izbor hrvatske pjesme za Pjesmu Eurovizije	 23,4%	 47,1%	 42,2%
2	26.2.2023	HRT2	16:01 HNL, 23. kolo: Dinamo - Hajduk	 23,3%	 39,2%	 42,9%
3	26.2.2023	HRT2	16:54 HNL, 23. kolo - emisija	 18,4%	 28,9%	 33,6%
4	6.2.2023	HRT1	19:00 Dnevnik 2	 18,0%	 29,8%	 31,5%
5	6.2.2023	HRT1	18:09 Potjera	 16,6%	 27,2%	 32,1%
6	8.2.2023	RTL TELEVIZIJA	21:24 Brak na prvu	 16,5%	 25,8%	 27,6%
7	8.2.2023	RTL TELEVIZIJA	22:20 RTL Direkt	 16,3%	 22,0%	 28,8%
8	11.2.2023	HRT1	23:24 Dnevnik 3	 16,2%	 20,8%	 31,8%
9	6.2.2023	NOVA TV	17:30 IN magazin	 14,4%	 23,5%	 31,4%
10	6.2.2023	NOVA TV	20:20 Kumovi	 14,4%	 23,9%	 24,7%
11	24.2.2023	RTL TELEVIZIJA	20:16 Večera za 5 na selu	 14,3%	 24,9%	 25,8%
12	27.2.2023	HRT1	20:15 What's up Israel	 14,1%	 23,2%	 24,6%
13	6.2.2023	NOVA TV	19:00 Dnevnik Nove TV	 13,9%	 30,0%	 24,3%
14	26.2.2023	HRT1	12:30 Plodovi zemlje	 13,7%	 22,2%	 33,5%
15	22.2.2023	HRT2	20:51 Nogomet, LP 1/8 finala: Leipzig - Manchester City	 13,4%	 27,7%	 23,3%

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	21.2.2023	ARENA SPORT 7	21:00 LP: Liverpool - Real Madrid	 9,8%	 14,5%	 17,3%
2	14.2.2023	ARENA SPORT 7	21:00 LP: Psg - Bayern Munich	 7,5%	 12,8%	 14,4%
3	11.2.2023	ARENA SPORT 3	13:30 Premier League: West Ham - Chelsea	 7,2%	 12,7%	 17,0%
4	5.2.2023	ARENA SPORT 3	17:30 Premier League: Tottenham - Manchester City	 6,3%	 10,8%	 17,8%
5	23.2.2023	ARENA SPORT 7	21:00 Europa liga: Manchester United - Barcelona	 5,9%	 10,6%	 10,7%
6	4.2.2023	ARENA SPORT 3	13:30 Premier League: Everton - Arsenal	 4,4%	 9,3%	 10,4%
7	16.2.2023	ARENA SPORT 7	18:45 Europa liga: Barcelona - Manchester United	 4,2%	 10,2%	 9,2%
8	15.2.2023	ARENA SPORT 3	20:30 Premier League: Arsenal - Manchester City	 4,1%	 10,2%	 6,5%
9	11.2.2023	ARENA SPORT 3	16:00 Premier League: Arsenal - Brentford	 3,4%	 7,7%	 7,7%
10	12.2.2023	ARENA SPORT 3	17:30 Premier League: Manchester City - Aston Villa	 3,3%	 8,3%	 6,4%
11	12.2.2023	ARENA SPORT 3	15:00 Premier League: Leeds - Manchester United	 3,2%	 6,2%	 5,6%
12	25.2.2023	ARENA SPORT 3	16:00 Premier League: Leicester - Arsenal	 3,0%	 10,2%	 6,3%
13	11.2.2023	ARENA SPORT 3	15:30 Premier League Netbusters	 3,0%	 9,0%	 5,4%
14	18.2.2023	ARENA SPORT 3	16:00 Premier League: Nottingham Forest – Man. City	 3,0%	 6,6%	 7,1%
15	14.2.2023	ARENA SPORT 1	21:00 LP: Milan - Tottenham	 2,9%	 6,0%	 6,8%

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

U analizu su uključeni svi
zemaljski i nezemaljski kanali

	VELJAČA 2023.	(R)SHARE	AMR	COVERAGE
1	RTL TELEVIZIJA	19,2%	10,5%	81,3%
2	NOVA TV	18,7%	10,2%	80,6%
3	HRT1	16,5%	9,1%	81,8%
4	HRT2	6,4%	3,5%	79,2%
5	DOMA TV	4,9%	2,7%	67,4%
6	RTL2	3,6%	2,0%	67,2%
7	RTL KOCKICA	1,6%	0,9%	45,0%
8	ARENA SPORT 3	1,4%	0,8%	38,5%
9	CINESTAR TV1	1,2%	0,6%	50,2%
10	ARENA SPORT 7	1,2%	0,6%	21,9%
11	CINESTAR TV ACTION	1,1%	0,6%	47,5%
12	NICKELODEON	1,1%	0,6%	18,7%
13	ARENA SPORT 1	1,1%	0,6%	41,3%
14	PICKBOX TV	0,9%	0,5%	36,3%
15	NATIONAL GEOGRAPHIC	0,9%	0,5%	28,3%

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









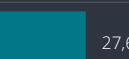

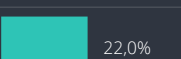
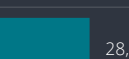


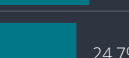











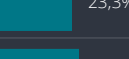




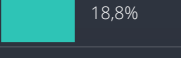
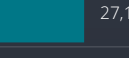

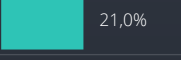
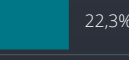

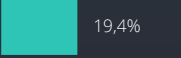
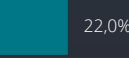


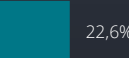

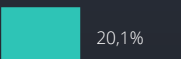
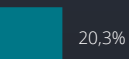
U analizu su uključeni svi nezemaljski kanali.

	VELJAČA 2023.	(R)SHARE	AMR	COVERAGE
1	ARENA SPORT 3	1,4%	0,8%	38,5%
2	CINESTAR TV1	1,2%	0,6%	50,2%
3	ARENA SPORT 7	1,2%	0,6%	21,9%
4	CINESTAR TV ACTION	1,1%	0,6%	47,5%
5	NICKELODEON	1,1%	0,6%	18,7%
6	ARENA SPORT 1	1,1%	0,6%	41,3%
7	PICKBOX TV	0,9%	0,5%	36,3%
8	NATIONAL GEOGRAPHIC	0,9%	0,5%	28,3%
9	HBO	0,7%	0,4%	32,1%
10	FOX CRIME	0,7%	0,4%	33,2%
11	NICK JR (HR)	0,7%	0,4%	10,0%
12	AMC	0,7%	0,4%	30,8%
13	FOX LIFE	0,6%	0,3%	39,0%
14	CINESTAR TV PREMIERE 1	0,6%	0,3%	32,7%
15	FOX MOVIES	0,6%	0,3%	41,4%

**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	11.2.2023	HRT1	20:15 Dora, izbor hrvatske pjesme za Pjesmu Eurovizije	 23,4%	 47,1%	 42,2%
2	6.2.2023	HRT1	19:00 Dnevnik 2	 18,0%	 29,8%	 31,5%
3	8.2.2023	RTL TELEVIZIJA	21:24 Brak na prvu	 16,5%	 25,8%	 27,6%
4	8.2.2023	RTL TELEVIZIJA	22:20 RTL Direkt	 16,3%	 22,0%	 28,8%
5	6.2.2023	NOVA TV	20:20 Kumovi	 14,4%	 23,9%	 24,7%
6	24.2.2023	RTL TELEVIZIJA	20:16 Večera za 5 na selu	 14,3%	 24,9%	 25,8%
7	27.2.2023	HRT1	20:15 What's up Israel	 14,1%	 23,2%	 24,6%
8	22.2.2023	HRT2	20:51 Nogomet, LP - 1/8 finala: Leipzig - Manchester City	 13,4%	 27,7%	 23,3%
9	15.2.2023	NOVA TV	19:00 Dnevnik Nove TV	 13,6%	 27,2%	 25,5%
10	17.2.2023	RTL TELEVIZIJA	22:21 Stanje nacije	 13,1%	 18,8%	 27,1%
11	7.2.2023	HRT1	20:15 Pametan kao vrana, hrabar kao jež: Vrane	 12,9%	 21,0%	 22,3%
12	16.2.2023	NOVA TV	21:28 Na granici	 12,6%	 19,4%	 22,0%
13	14.2.2023	RTL TELEVIZIJA	19:00 RTL Danas	 12,3%	 24,6%	 22,6%
14	2.2.2023	HRT1	20:16 Tko želi biti milijunaš?	 11,4%	 20,1%	 20,3%
15	5.2.2023	RTL TELEVIZIJA	20:15 Pad Londona	 11,4%	 32,5%	 19,0%

**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	21.2.2023	ARENA SPORT 7	21:00 Nogomet - LP: Liverpool - Real Madrid	 11,0%	 15,5%	 19,3%
2	14.2.2023	ARENA SPORT 7	21:00 Nogomet - LP: Psg - Bayern Munich	 8,2%	 14,2%	 13,6%
3	23.2.2023	ARENA SPORT 7	21:00 Nogomet - Europa liga: Manchester United - Barcelona	 5,7%	 10,9%	 10,2%
4	15.2.2023	ARENA SPORT 3	20:30 Nogomet - PL: Arsenal - Manchester City	 5,1%	 12,4%	 8,2%
5	14.2.2023	ARENA SPORT 1	21:00 Nogomet - LP: Milan - Tottenham	 4,3%	 13,5%	 7,1%
6	13.2.2023	ARENA SPORT 3	21:00 Nogomet - Premier League: Liverpool - Everton	 3,5%	 7,6%	 6,1%
7	26.2.2023	ARENA SPORT 2	20:45 Nogomet - Francuska liga: O. Marseille - Psg	 3,4%	 7,8%	 5,7%
8	2.2.2023	ARENA SPORT 1	21:00 Nogomet - Španjolska liga: Real Madrid - Valencia	 3,1%	 7,2%	 5,5%
9	21.2.2023	ARENA SPORT 1	21:00 Nogomet - LP: Eintracht Frankfurt - Napoli	 3,1%	 16,0%	 5,3%
10	12.2.2023	ARENA SPORT 6	21:00 Nogomet - Španjolska liga: Villarreal - Barcelona	 3,0%	 5,9%	 5,0%
11	15.2.2023	ARENA SPORT 1	21:00 Nogomet - LP: Borussia Dortmund - Chelsea	 2,5%	 10,4%	 4,1%
12	5.2.2023	ARENA SPORT 6	21:00 Nogomet - Španjolska liga: Barcelona - Sevilla	 2,5%	 4,9%	 4,2%
13	25.2.2023	ARENA SPORT 3	20:45 Nogomet - PL: Crystal Palace - Liverpool	 2,4%	 7,4%	 4,7%
14	3.2.2023	ARENA SPORT 3	20:45 Nogomet - Premier League: Chelsea - Fulham	 2,4%	 5,9%	 4,3%
15	19.2.2023	ARENA SPORT 1	21:00 Nogomet - Španjolska liga: Barcelona - Cadiz	 2,2%	 9,2%	 3,9%

KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi
zemaljski i nezemaljski kanali

OŽUJAK 2022. - VELJAČA 2023.

