



**RTV** RADIO TELEVIZIJA  
VOJVODINE

Odeljenje istraživanja javnog mnjenja,  
programa i auditorijuma

**PRVI PROGRAM RADIO-TELEVIZIJE VOJVODINE**

Odeljenje za istraživanje programa RTV

Podaci: AGB Nielsen Media Research

		Date		15.07.2018, NEDELJA															
		Target		(P) - Vojvodina								(P) - BGD i C. SRBIJA							
Channel	Description	Start time	Duration	AMR	AMR %	RCH [No]	RCH %	ATS	ATS %	SHR %	Alpha	AMR	AMR %	RCH [No]	RCH %	ATS	ATS %	SHR %	Alpha
RTV 1	FILM: ZEMLJA TRUDNICA	02:00:00	00:03:20	10,908	0.60%	10,908	0.60%	3	100.00%	7.08%	233	405	0.01%	1,348	0.03%	1	30.00%	0.09%	39
	RITAM EXITA 2018 (R)	02:03:20	00:27:02	9,953	0.55%	10,908	0.60%	25	91.25%	6.84%	213	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	LOVACKI SAVETI (R)	02:30:22	00:23:01	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	CENTAR SVETA (R)	02:53:23	00:25:29	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	POD ISTIM KROVOM (R)	03:18:52	00:25:33	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	FILM: STA JE LJUBAV (R)	03:44:25	01:24:41	152	0.01%	2,571	0.14%	5	5.90%	0.18%	3	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	DOPISNICA IZ BANATA	05:09:06	00:04:01	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	MOJA RAVNICA	05:13:07	00:03:58	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	ORIGINALI (R)	05:17:05	00:27:38	138	0.01%	3,813	0.21%	1	3.62%	0.20%	3	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	TEATAR POD ZVEZDAMA ...PETI PUT! (R)	05:44:43	00:34:27	1,103	0.06%	2,091	0.11%	18	52.73%	1.91%	24	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SERIJA: GRANTCHESTER (R)	06:19:10	00:46:18	2,522	0.14%	6,074	0.33%	19	41.52%	2.83%	54	69	0.00%	3,199	0.06%	1	2.16%	0.02%	7
	VERSKI NEDELJNIK	07:05:28	00:53:20	4,351	0.24%	16,390	0.90%	14	26.55%	2.51%	93	507	0.01%	4,377	0.09%	6	11.59%	0.10%	50
	ZMAJEVE DECIJE IGRE	08:00:36	00:20:51	3,430	0.19%	7,223	0.40%	10	47.48%	1.55%	73	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	FESTIVAL LUTKARSTVA OSNOVNIH SKOLA FI	08:21:27	00:17:23	993	0.05%	4,620	0.25%	4	21.50%	0.38%	21	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	08:38:50	00:07:16	32	0.00%	1,382	0.08%	0	2.29%	0.01%	1	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	08:46:06	00:07:57	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	08:54:03	00:07:54	1,124	0.06%	2,959	0.16%	3	37.97%	0.38%	24	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	09:01:57	00:07:16	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	09:09:13	00:06:27	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	ZMAJEVE DECIJE IGRE	09:15:40	00:20:36	2,283	0.13%	3,919	0.22%	12	58.25%	0.65%	49	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	FESTIVAL LUTKARSTVA OSNOVNIH SKOLA FI	09:36:16	00:21:24	151	0.01%	3,227	0.18%	1	4.67%	0.04%	3	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SAT	09:59:47	00:00:19	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	VESTI RTV	10:00:06	00:04:21	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	AGRO MOZAIK	10:05:49	00:49:50	12,738	0.70%	43,219	2.37%	15	29.47%	3.29%	272	5,767	0.12%	18,548	0.37%	15	31.09%	0.56%	563
	INTERMECO RTV	10:56:01	00:04:26	10,843	0.60%	23,634	1.30%	2	45.88%	2.82%	232	6,643	0.13%	10,123	0.20%	3	65.62%	0.68%	649
	DOBAR POSAO	11:00:27	00:25:01	13,743	0.75%	34,575	1.90%	10	39.75%	3.44%	294	10,135	0.20%	10,236	0.20%	25	99.02%	1.07%	990
	INTERMECO RTV	11:25:28	00:03:03	16,187	0.89%	17,095	0.94%	3	94.69%	3.97%	346	7,956	0.16%	10,236	0.20%	2	77.72%	0.86%	777
	PRICE OD KOJIH SE RASTE (R)	11:29:54	00:22:26	8,771	0.48%	17,095	0.94%	12	51.31%	2.24%	187	776	0.02%	2,373	0.05%	7	32.69%	0.08%	76
	NOVI SAD ZAUVEK	11:54:08	00:05:07	9,363	0.51%	13,567	0.74%	4	69.01%	2.27%	200	866	0.02%	2,373	0.05%	2	36.48%	0.09%	85
	SAT	11:59:40	00:00:26	8,342	0.46%	8,342	0.46%	0	100.00%	1.98%	178	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	VESTI RTV ZA OSOBE OSTECENOG SLUHA	12:00:06	00:03:07	9,913	0.54%	13,494	0.74%	2	73.46%	2.38%	212	0	0.00%	0	0.00%	0	0.00%	0.00%	0

VREMENSKA PROGNOZA RTV	12:03:13	00:02:06	13,288	0.73%	13,494	0.74%	2	98.47%	3.21%	284	0	0.00%	0	0.00%	0	0.00%	0.00%	0
DODATI ZIVOT GODINAMA	12:05:19	00:54:30	5,403	0.30%	36,008	1.98%	8	15.01%	1.29%	116	4,991	0.10%	6,865	0.14%	40	72.71%	0.48%	487
CENTAR SVETA (R)	13:01:18	00:25:29	9,931	0.55%	16,698	0.92%	15	59.48%	2.19%	212	3,188	0.06%	6,865	0.14%	12	46.44%	0.30%	311
VREDI ZNATI - MINIJATURA	13:26:47	00:05:04	7,903	0.43%	7,903	0.43%	5	100.00%	1.70%	169	0	0.00%	0	0.00%	0	0.00%	0.00%	0
AKADEMAC	13:31:51	00:26:02	6,352	0.35%	16,027	0.88%	10	39.63%	1.35%	136	181	0.00%	2,350	0.05%	2	7.68%	0.02%	18
TABLOID	14:00:13	00:52:45	4,981	0.27%	14,060	0.77%	19	35.42%	0.99%	106	116	0.00%	6,102	0.12%	1	1.90%	0.01%	11
DOPISNICA IZ BANATA	14:54:43	00:04:01	6,888	0.38%	8,049	0.44%	3	85.58%	1.26%	147	0	0.00%	0	0.00%	0	0.00%	0.00%	0
FILM: LATINO LJUBAVNIK (LATIN LOVER)	14:59:38	01:39:59	4,490	0.25%	42,348	2.33%	11	10.60%	0.66%	96	77	0.00%	1,401	0.03%	6	5.52%	0.01%	8
MUZICKI SPOTOVI RTV	16:42:15	00:13:03	5,353	0.29%	14,577	0.80%	5	36.72%	0.73%	114	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SAT	16:59:57	00:00:10	2,551	0.14%	2,551	0.14%	0	100.00%	0.35%	55	0	0.00%	0	0.00%	0	0.00%	0.00%	0
DNEVNIK 1 RTV	17:00:07	00:26:45	2,551	0.14%	2,551	0.14%	27	100.00%	0.34%	55	221	0.00%	2,950	0.06%	2	7.48%	0.01%	22
SVET OKO NAS	17:26:52	00:25:27	491	0.03%	7,053	0.39%	2	6.96%	0.06%	10	2,988	0.06%	10,837	0.22%	7	27.57%	0.17%	292
BON...TON	17:52:19	00:28:04	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
MUZICKI SPOTOVI RTV	18:21:45	00:07:19	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
NOVOSADSKJE RAZGLEDNICE - EXIT 2018	18:30:09	00:26:17	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
MUZICKI SPOTOVI RTV	18:56:26	00:03:05	6,755	0.37%	12,480	0.69%	2	54.13%	1.00%	144	0	0.00%	0	0.00%	0	0.00%	0.00%	0
RITAM EXITA 2018	19:00:43	00:26:41	772	0.04%	10,694	0.59%	2	7.22%	0.11%	17	433	0.01%	11,552	0.23%	1	3.75%	0.02%	42
MOJA RAVNICA	19:33:36	00:05:37	569	0.03%	3,197	0.18%	1	17.80%	0.08%	12	1,190	0.02%	4,774	0.10%	1	24.93%	0.07%	116
CENTAR SVETA (R)	19:39:13	00:25:29	204	0.01%	5,191	0.29%	1	3.92%	0.03%	4	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SERIJA: GRANTCHESTER	20:06:30	00:46:18	250	0.01%	6,596	0.36%	2	3.79%	0.04%	5	511	0.01%	9,994	0.20%	2	5.12%	0.03%	50
MUZICKI SPOTOVI RTV	20:54:40	00:03:17	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
MUZICKI SPOTOVI RTV	20:58:37	00:03:46	1,542	0.08%	5,809	0.32%	1	26.55%	0.20%	33	0	0.00%	0	0.00%	0	0.00%	0.00%	0
POSTROJAVANJE	21:02:23	00:28:14	5,012	0.28%	25,916	1.42%	5	19.34%	0.67%	107	0	0.00%	0	0.00%	0	0.00%	0.00%	0
CARI RIBOLOVA	21:30:37	00:25:28	15,784	0.87%	54,539	2.99%	7	28.94%	2.06%	337	6,626	0.13%	16,749	0.33%	10	39.56%	0.32%	647
SAT	21:59:54	00:00:14	11,608	0.64%	13,245	0.73%	0	87.64%	1.49%	248	6,617	0.13%	6,617	0.13%	0	100.00%	0.33%	646
DNEVNIK VOJVODJANSKI	22:00:08	00:28:11	27,310	1.50%	41,636	2.29%	18	65.59%	3.50%	584	548	0.01%	9,041	0.18%	2	6.06%	0.03%	53
EXIT 2018: ALICE MERTON	22:30:28	00:59:35	15,682	0.86%	41,902	2.30%	22	37.43%	2.14%	335	31	0.00%	3,516	0.07%	1	0.90%	0.00%	3
HRONIKA FESTIVALA EVROPSKOG FILMA - P	23:30:11	00:26:21	103	0.01%	2,718	0.15%	1	3.80%	0.02%	2	68	0.00%	1,784	0.04%	1	3.80%	0.01%	7
RITAM EXITA 2018 (R)	23:56:32	00:26:41	1,028	0.06%	2,975	0.16%	9	34.54%	0.23%	22	0	0.00%	0	0.00%	0	0.00%	0.00%	0
EXIT 2018: SASSJA	24:24:08	00:53:01	2,975	0.16%	2,975	0.16%	53	100.00%	0.92%	64	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SVET OKO NAS (R)	25:17:16	00:25:27	3,100	0.17%	6,169	0.34%	13	50.26%	1.33%	66	2,527	0.05%	5,177	0.10%	12	48.80%	0.46%	247
DOPISNICA IZ BANATA	25:42:51	00:04:00	2,975	0.16%	2,975	0.16%	4	100.00%	1.42%	64	2,950	0.06%	2,950	0.06%	4	100.00%	0.61%	288
MUZICKI SPOTOVI RTV	25:46:51	00:11:10	3,261	0.18%	6,169	0.34%	6	52.86%	1.66%	70	2,682	0.05%	2,950	0.06%	10	90.90%	0.56%	262
FULL BROADCAST TIME	02:00:00	24:00:00	4,678	0.26%	291,329	16.00%	23	1.61%	1.07%	100	1,024	0.02%	114,224	2.28%	13	0.90%	0.10%	100

UKUPNI DNEVNI AUDITORIJUM

Date	15.07.2018, NEDELJA													
Target	(P) - Vojvodina							(P) - BGD. i C. SRBIJA						
Channel \ Variable	AMR	AMR %	SHR %	RCH [Not d	RCH % [	ATS	ATV	AMR	AMR %	SHR %	RCH [Not d	RCH % [	ATS	ATV
RTS 1	117,688	6.46%	27.01%	1,038,498	57.03%	163	93	345,229	6.89%	32.15%	2,680,150	53.51%	185	99
RTS 2	17,173	0.94%	3.94%	685,815	37.66%	36	14	46,061	0.92%	4.29%	1,697,176	33.88%	39	13
PRVA	25,128	1.38%	5.77%	627,782	34.47%	58	20	77,115	1.54%	7.18%	1,595,840	31.86%	70	22
PINK	58,696	3.22%	13.47%	681,685	37.43%	124	46	167,457	3.34%	15.59%	1,845,786	36.85%	131	48
O2	21,280	1.17%	4.88%	584,050	32.07%	52	17	38,652	0.77%	3.60%	1,328,487	26.52%	42	11
PINK 2	5,220	0.29%	1.20%	215,310	11.82%	35	4	9,512	0.19%	0.89%	451,243	9.01%	30	3
Happy - Ha	15,728	0.86%	3.61%	449,947	24.71%	50	12	54,709	1.09%	5.09%	1,137,471	22.71%	69	16
RTV 2	1,170	0.06%	0.27%	93,671	5.14%	18	1	112	0.00%	0.01%	41,906	0.84%	4	0
RTV 1	4,678	0.26%	1.07%	291,329	16.00%	23	4	1,024	0.02%	0.10%	114,224	2.28%	13	0
N1	1,524	0.08%	0.35%	130,470	7.16%	17	1	5,885	0.12%	0.55%	327,468	6.54%	26	2
Dynamic o	167,448	9.20%	38.43%	1,171,313	64.32%	206	132	328,045	6.55%	30.55%	2,883,226	57.56%	164	94
TTV	435,732	23.93%	100.00%	1,296,718	71.21%	484	345	1,073,800	21.44%	100.00%	3,441,948	68.72%	449	309

Rejting programa - AMR

