

**RTV**RADIO TELEVIZIJA
VOJVODINEOdeljenje istraživanja javnog mnjenja,
programa i auditorijuma**PRVI PROGRAM RADIO-TELEVIZIJE VOJVODINE**

Odeljenje za istraživanje programa RTV

Podaci: AGB Nielsen Media Research

		Date	13.07.2018, PETAK																
		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	TEATAR POD ZVEZDAMA ...PETI PUT!	02:00:00	00:24:56	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	ZENSKA POSLA	02:25:24	00:23:28	113	0.01%	2,657	0.15%	1	4.26%	0.10%	3	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SERIJA: PONOS RATKAJEVIH (R)	02:49:20	00:43:00	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	RITAM EXITA 2018 (R)	03:32:20	00:25:18	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	EXIT MAGIC ADVENTURE 2016 (R)	03:57:38	00:50:56	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NOVI TREZOR - RTV	04:48:34	00:25:55	451	0.02%	2,338	0.13%	5	19.29%	0.70%	11	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	ZENSKA POSLA (R)	05:14:29	00:23:27	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	TEATAR POD ZVEZDAMA ...PETI PUT! (R)	05:37:56	00:34:42	268	0.01%	1,165	0.06%	8	23.05%	0.29%	6	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NOVI SAD ZAUVEK	06:12:38	00:05:18	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-DNEVNIK (R)	06:17:56	00:12:01	171	0.01%	2,166	0.12%	1	7.91%	0.14%	4	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	JUTARNJI PROGRAM RTV	06:33:32	01:49:23	6,916	0.38%	23,968	1.32%	32	28.86%	3.97%	165	22	0.00%	2,372	0.05%	1	0.91%	0.00%	1
	NACRTAJ MI PRICU	07:06:03	00:06:27	4,692	0.26%	4,692	0.26%	6	100.00%	2.98%	112	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	VESTI RTV	07:30:36	00:13:37	5,322	0.29%	7,550	0.41%	10	70.48%	3.63%	127	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SPORTSKI GLOBUS (R)	08:46:37	00:04:59	9,774	0.54%	9,774	0.54%	5	100.00%	4.34%	233	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	DRZAVNI POSAO (R)	08:51:36	00:07:43	10,748	0.59%	14,357	0.79%	6	74.86%	4.69%	256	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SAT	08:59:44	00:00:27	4,559	0.25%	4,559	0.25%	0	100.00%	2.02%	109	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	VESTI RTV	09:00:11	00:06:02	6,254	0.34%	10,470	0.57%	4	59.73%	2.78%	149	943	0.02%	2,846	0.06%	2	33.15%	0.14%	50
	SERIJA: DOL I EM (R)	09:06:13	00:22:32	7,120	0.39%	10,470	0.57%	15	68.00%	3.09%	169	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SERIJA: DOL I EM (R)	09:28:45	00:20:53	2,877	0.16%	2,877	0.16%	21	100.00%	1.25%	68	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	KOMSIJSKE PRICE	09:51:37	00:04:54	2,877	0.16%	2,877	0.16%	5	100.00%	1.19%	68	384	0.01%	1,880	0.04%	1	20.41%	0.05%	20
	VREMENSKA PROGNOZA RTV	09:56:31	00:01:56	2,207	0.12%	2,877	0.16%	1	76.72%	0.91%	53	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	SAT	09:59:32	00:00:35	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	10:00:07	00:06:08	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	STANJE NA PUTEVIMA RTV	10:06:15	00:03:01	2,136	0.12%	2,843	0.16%	2	75.14%	0.87%	51	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	CINI I ZACINI	10:09:58	00:15:10	571	0.03%	4,557	0.25%	2	12.54%	0.23%	14	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	MAJSTOR BRAJAN	10:25:08	00:22:12	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	CRTANA SERIJA: GRAD PRIJATELJA	10:47:20	00:10:47	121	0.01%	1,165	0.06%	1	10.36%	0.04%	3	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	10:58:07	00:06:12	1,105	0.06%	1,165	0.06%	6	94.89%	0.39%	26	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	NACRTAJ MI PRICU	11:04:19	00:07:31	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
	KOLOSALNA LIGNJA	11:13:05	00:44:06	398	0.02%	7,218	0.40%	2	5.51%	0.13%	9	1,237	0.02%	11,876	0.24%	5	10.42%	0.15%	65
	SAT	11:59:45	00:00:23	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 ZA OSOBE OSTECENOG SLUH	12:00:08	00:04:49	1,698	0.09%	2,070	0.11%	4	82.01%	0.54%	40	0	0.00%	0	0.00%	0	0.00%	0.00%	0
VREMENSKA PROGNOZA RTV	12:04:57	00:01:57	53	0.00%	2,070	0.11%	0	2.56%	0.02%	1	0	0.00%	0	0.00%	0	0.00%	0.00%	0
PALETA RTV	12:09:58	00:47:27	1,994	0.11%	6,528	0.36%	14	30.55%	0.62%	47	463	0.01%	2,960	0.06%	7	15.63%	0.06%	24
HAVAJI - RAJ I UTOCISTE	12:59:23	00:43:54	1,881	0.10%	9,696	0.53%	9	19.40%	0.53%	45	4,660	0.09%	10,425	0.21%	20	44.71%	0.59%	245
MUZICKI SPOTOVI RTV	13:43:17	00:08:28	3,587	0.20%	3,587	0.20%	8	100.00%	1.04%	85	3,320	0.07%	7,023	0.14%	4	47.27%	0.40%	175
DRZAVNI POSAO (R)	13:52:06	00:07:45	5,221	0.29%	6,833	0.38%	6	76.40%	1.49%	124	2,960	0.06%	2,960	0.06%	8	100.00%	0.36%	156
SAT	13:59:51	00:00:17	5,656	0.31%	7,984	0.44%	0	70.84%	1.63%	135	2,960	0.06%	2,960	0.06%	0	100.00%	0.35%	156
VESTI RTV	14:00:08	00:04:36	6,621	0.36%	7,984	0.44%	4	82.93%	1.85%	158	2,960	0.06%	2,960	0.06%	5	100.00%	0.35%	156
GLOBALNO - DW	14:04:44	00:26:00	19	0.00%	1,831	0.10%	0	1.03%	0.01%	0	2,960	0.06%	2,960	0.06%	26	100.00%	0.36%	156
NOVI TREZOR - RTV (R)	14:32:42	00:25:56	571	0.03%	6,797	0.37%	2	8.40%	0.15%	14	2,660	0.05%	2,960	0.06%	23	89.85%	0.32%	140
AGRO-DNEVNIK	15:00:07	00:15:19	4,102	0.23%	5,960	0.33%	11	68.82%	1.04%	98	0	0.00%	0	0.00%	0	0.00%	0.00%	0
ZELENI SAT (R)	15:15:26	00:26:30	2,232	0.12%	4,210	0.23%	14	53.01%	0.53%	53	80	0.00%	2,110	0.04%	1	3.77%	0.01%	4
NA TEMELJIMA CUDA	15:41:56	00:24:58	552	0.03%	10,092	0.55%	1	5.47%	0.12%	13	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SERIJA: DOL I EM	16:09:09	00:21:48	265	0.01%	5,767	0.32%	1	4.59%	0.06%	6	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SERIJA: DOL I EM	16:30:57	00:21:45	415	0.02%	3,343	0.18%	3	12.41%	0.08%	10	686	0.01%	7,464	0.15%	2	9.20%	0.06%	36
VREMENSKA PROGNOZA RTV	16:52:42	00:02:33	3,343	0.18%	3,343	0.18%	3	100.00%	0.66%	80	0	0.00%	0	0.00%	0	0.00%	0.00%	0
SAT	16:59:57	00:00:12	8,557	0.47%	8,557	0.47%	0	100.00%	1.75%	204	0	0.00%	0	0.00%	0	0.00%	0.00%	0
DNEVNIK 1 RTV	17:00:09	00:21:59	15,426	0.85%	21,474	1.18%	16	71.84%	3.17%	367	5,277	0.11%	16,422	0.33%	7	32.13%	0.42%	278
POLITBIRO - STRANACKA HRONIKA	17:22:08	00:25:19	4,969	0.27%	14,958	0.82%	8	33.22%	1.01%	118	4,261	0.09%	14,934	0.30%	7	28.53%	0.34%	224
NOVOSADSKJE RAZGLEDNICE - EXIT 2018	17:49:41	00:56:04	11,075	0.61%	37,276	2.05%	17	29.71%	2.10%	264	1,584	0.03%	7,433	0.15%	12	21.31%	0.13%	83
VREMENSKA PROGNOZA RTV	18:48:02	00:01:23	17,382	0.95%	18,654	1.02%	1	93.18%	3.18%	414	0	0.00%	0	0.00%	0	0.00%	0.00%	0
MUZICKI SPOTOVI ZENSKA TV	18:51:35	00:08:16	5,453	0.30%	12,522	0.69%	4	43.55%	0.99%	130	0	0.00%	0	0.00%	0	0.00%	0.00%	0
RITAM EXITA 2018	18:59:51	00:28:08	4,731	0.26%	9,401	0.52%	14	50.33%	0.84%	113	174	0.00%	4,884	0.10%	1	3.55%	0.01%	9
MUZICKI SPOTOVI RTV	19:30:21	00:03:40	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
NOVI SAD ZAUVEK	19:34:01	00:05:17	0	0.00%	0	0.00%	0	0.00%	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0.00%	0
PORTRET UMETNIKA U MLADOSTI	19:39:18	00:15:54	180	0.01%	6,505	0.36%	0	2.76%	0.03%	4	0	0.00%	0	0.00%	0	0.00%	0.00%	0
DOPISNICA IZ BANATA	19:57:11	00:05:34	0	0.00%	0	0.00%	0	0.00%	0.00%	0	1,416	0.03%	4,340	0.09%	2	32.63%	0.10%	75
SERIJSKI FILM: VALANDER	20:04:06	00:45:46	8,269	0.45%	30,181	1.66%	13	27.40%	1.32%	197	53	0.00%	2,426	0.05%	1	2.18%	0.00%	3
DRZAVNI POSAO	20:54:22	00:07:49	18,585	1.02%	26,144	1.44%	6	71.09%	2.74%	442	577	0.01%	6,488	0.13%	1	8.89%	0.03%	30
5KAZANJE	21:03:16	00:50:12	25,921	1.42%	70,726	3.88%	18	36.65%	3.61%	617	12,239	0.24%	25,173	0.50%	24	48.62%	0.66%	645
ZELENA PROGNOZA - RTV	21:56:07	00:02:29	22,084	1.21%	25,234	1.39%	2	87.52%	3.04%	526	2,916	0.06%	8,198	0.16%	1	35.57%	0.15%	154
SAT	21:59:47	00:00:22	13,672	0.75%	13,672	0.75%	0	100.00%	1.87%	325	5,701	0.11%	13,936	0.28%	0	40.91%	0.29%	300
DNEVNIK VOJVODJANSKI	22:00:09	00:30:55	7,358	0.40%	26,691	1.47%	9	27.57%	1.05%	175	13,936	0.28%	13,936	0.28%	31	100.00%	0.72%	734
SPORTSKI GLOBUS	22:31:34	00:04:23	7,851	0.43%	14,349	0.79%	2	54.71%	1.11%	187	2,028	0.04%	16,936	0.34%	1	11.97%	0.11%	107
RITAM NOCI: EXIT MAGIC ADVENTURE 20	22:35:57	00:57:33	931	0.05%	32,772	1.80%	2	2.84%	0.14%	22	6,287	0.13%	27,345	0.55%	13	22.99%	0.36%	331
FILM: NESMIRENI DUH	23:33:35	01:33:12	4,714	0.26%	24,992	1.37%	18	18.86%	1.07%	112	4,098	0.08%	25,559	0.51%	15	16.04%	0.36%	216
RITAM EXITA 2018 (R)	25:06:47	00:27:25	0	0.00%	0	0.00%	0	0.00%	0.00%	0	117	0.00%	3,204	0.06%	1	3.65%	0.02%	6
SERIJA: PONOS RATKAJEVIH	25:34:12	00:25:48	357	0.02%	9,213	0.51%	1	3.88%	0.17%	9	110	0.00%	2,829	0.06%	1	3.88%	0.02%	6
FULL BROADCAST TIME	02:00:00	24:00:00	4,201	0.23%	252,838	13.88%	24	1.66%	1.19%	100	1,899	0.04%	114,695	2.29%	24	1.66%	0.21%	100

UKUPNI DNEVNI AUDITORIJUM

Date	13.07.2018, PETAK													
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	72,858	4.00%	20.59%	715,008	39.26%	147	58	218,271	4.36%	24.04%	2,079,511	41.52%	151	63
RTS 2	4,082	0.22%	1.15%	353,492	19.41%	17	3	15,162	0.30%	1.67%	922,987	18.43%	24	4
PRVA	24,273	1.33%	6.86%	530,611	29.14%	66	19	93,494	1.87%	10.30%	1,564,171	31.23%	86	27
PINK	46,712	2.57%	13.20%	546,867	30.03%	123	37	119,754	2.39%	13.19%	1,711,827	34.18%	101	34
O2	17,348	0.95%	4.90%	529,314	29.07%	47	14	45,820	0.91%	5.05%	1,276,603	25.49%	52	13
PINK 2	3,766	0.21%	1.06%	194,352	10.67%	28	3	9,493	0.19%	1.05%	376,376	7.51%	36	3
Happy - Ha	20,573	1.13%	5.81%	420,777	23.11%	70	16	81,754	1.63%	9.01%	1,242,705	24.81%	95	24
RTV 2	959	0.05%	0.27%	91,382	5.02%	15	1	158	0.00%	0.02%	41,060	0.82%	6	0
RTV 1	4,201	0.23%	1.19%	252,838	13.88%	24	3	1,899	0.04%	0.21%	114,695	2.29%	24	1
N1	1,223	0.07%	0.35%	90,881	4.99%	19	1	6,103	0.12%	0.67%	291,331	5.82%	30	2
Dynamic o	157,908	8.67%	44.62%	1,052,502	57.80%	216	125	315,867	6.31%	34.80%	2,681,485	53.53%	170	91
TTV	353,904	19.43%	100.00%	1,191,514	65.43%	428	280	907,776	18.12%	100.00%	3,301,222	65.91%	396	261

Rejting programa - AMR

