



TV REPORT

Source: GARB

Data: people-meter

TGs: filter

Period: March-23

Target



A 18-49 (+G)



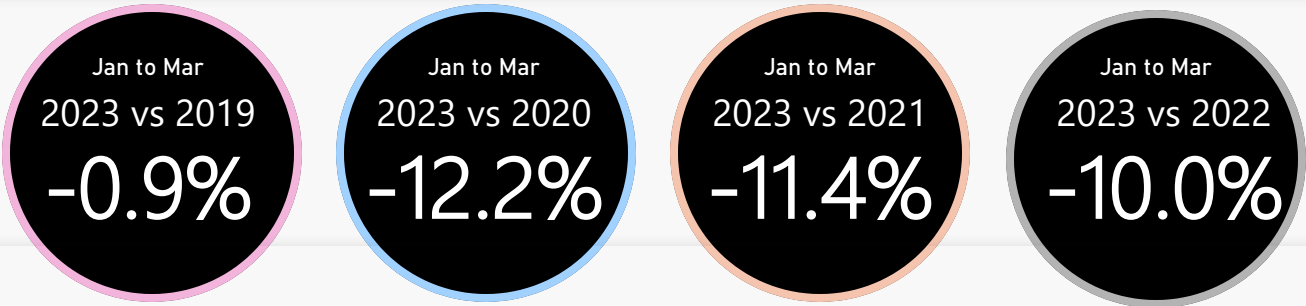
CUMULATED RATINGS EVOLUTION

Jan to Mar

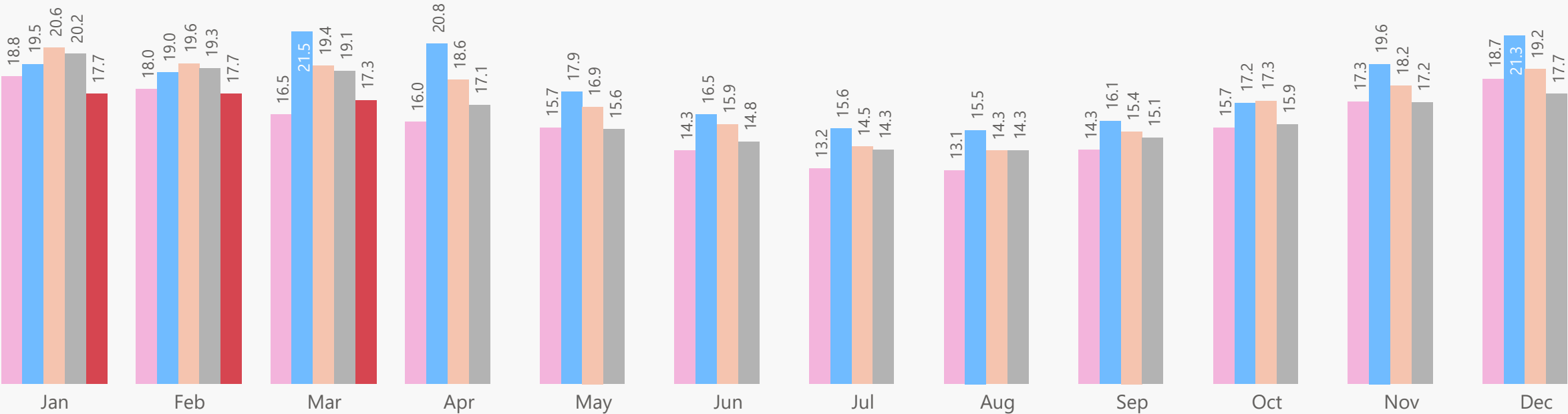


Target

A 18-49 (+G)



2019 2020 2021 2022 2023



SHARE OF AUDIENCE

Feb to Mar



Vendor

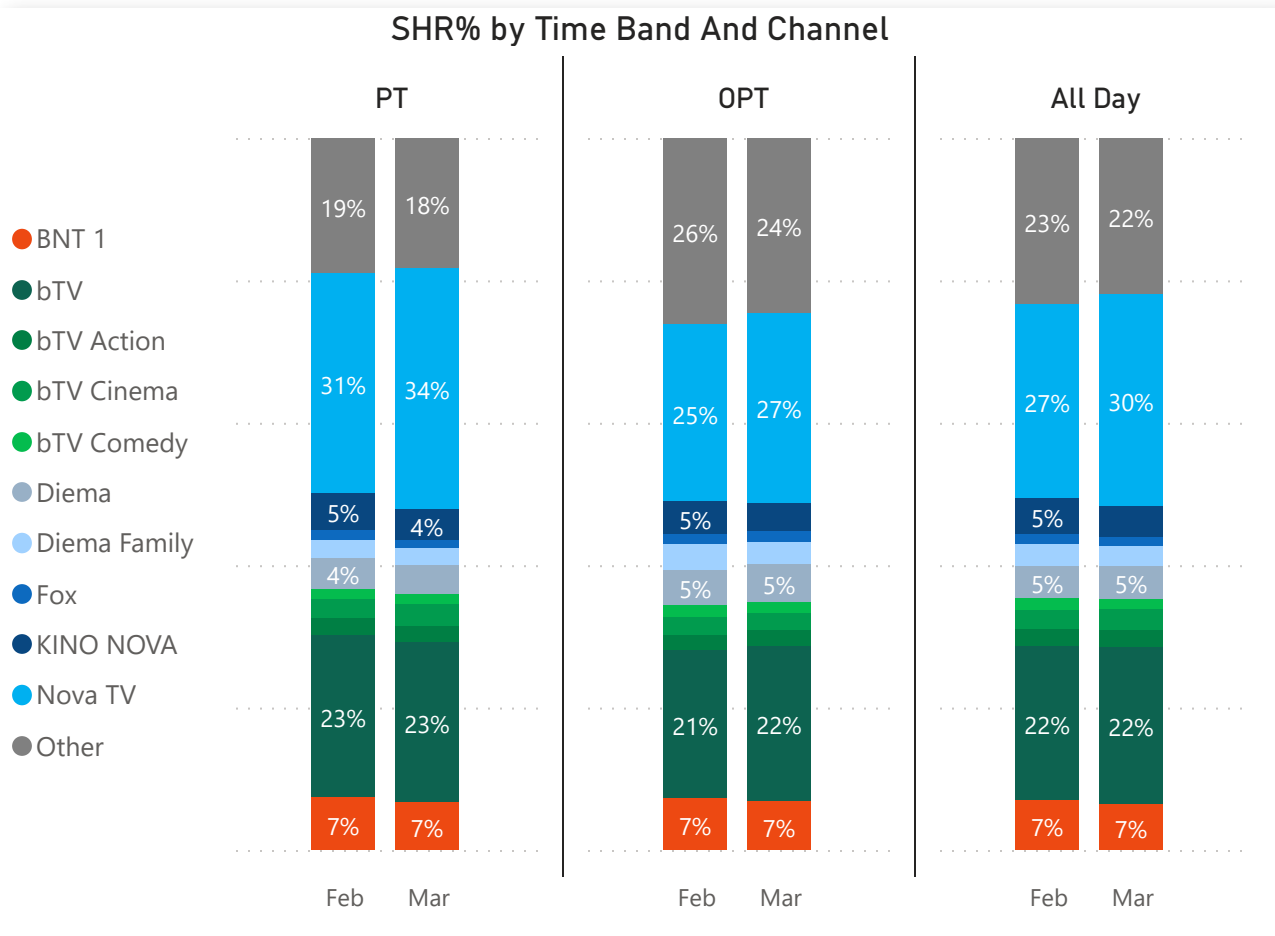
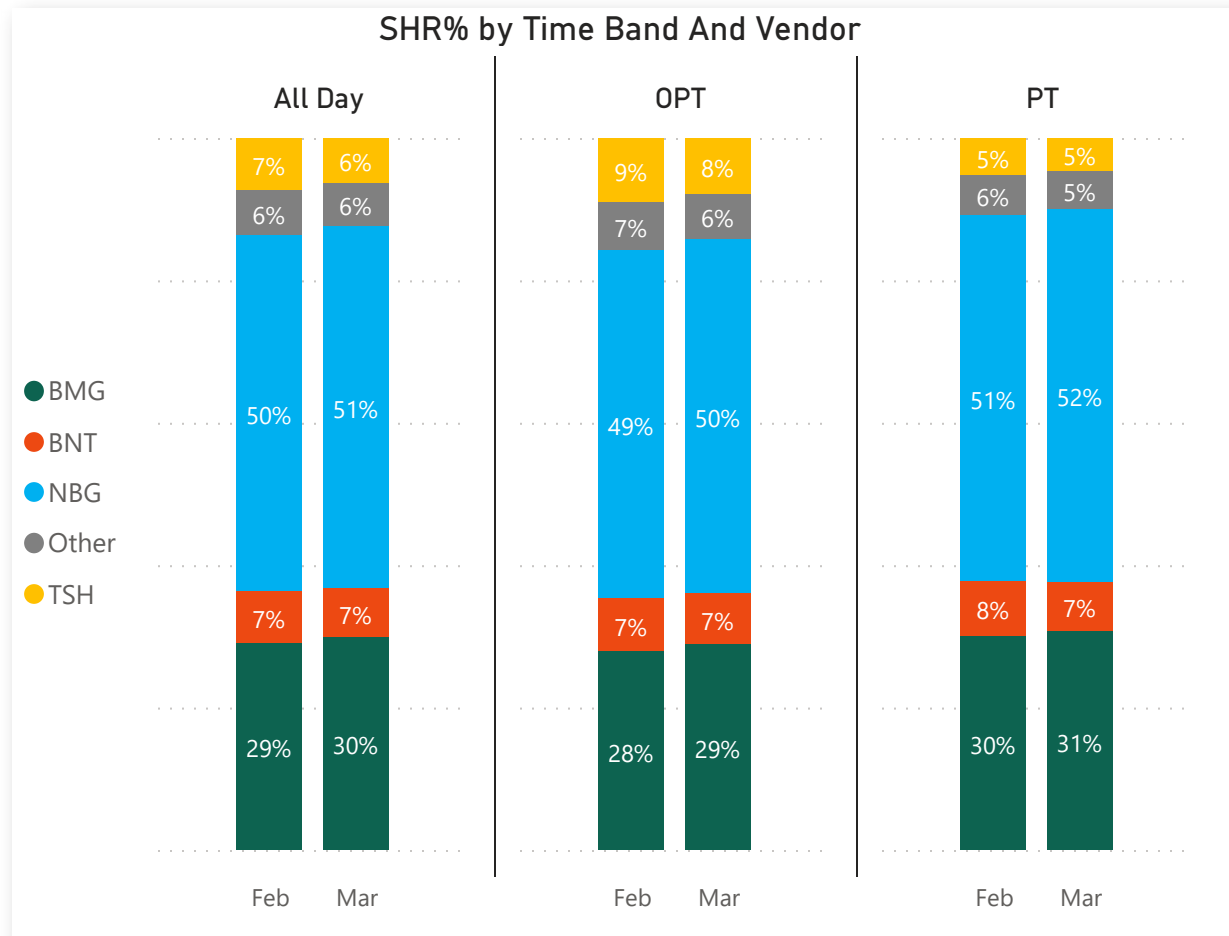
All

TimeBand

All

Target

A 18-49 (+G)



RTG% EVOLUTION OF MAIN CHANNELS VS. ENTIRE MARKET

2023 Mar

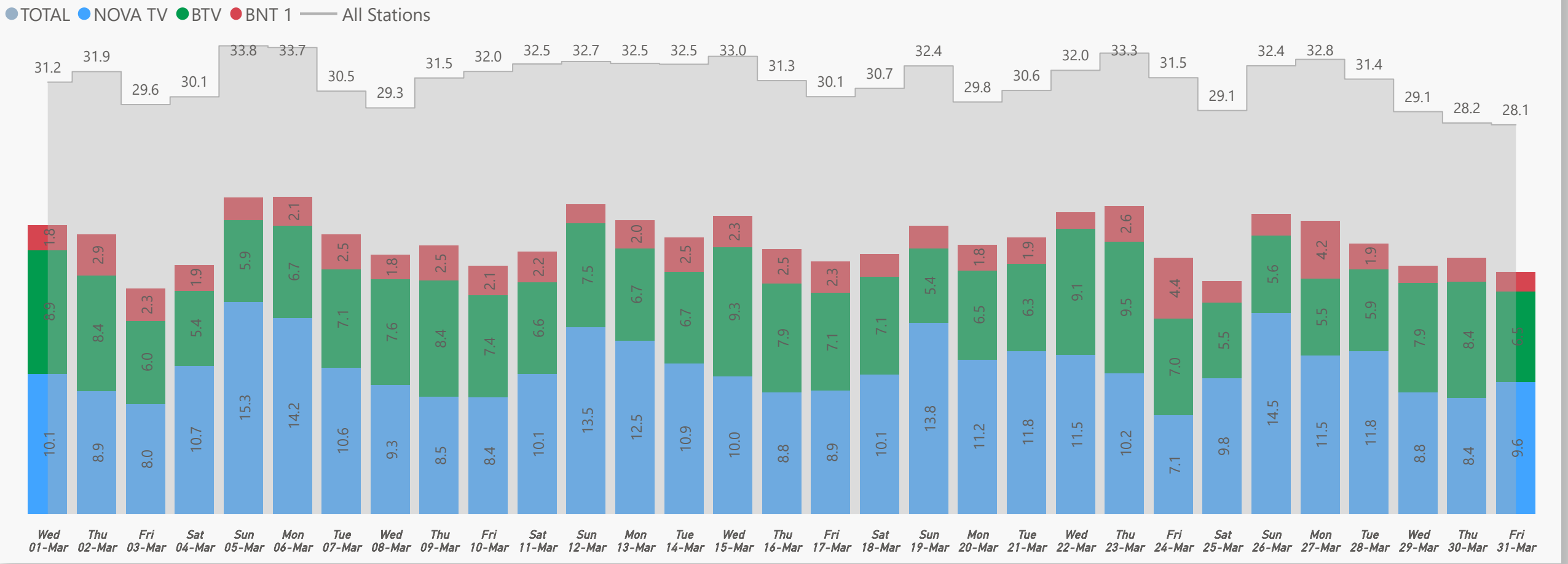


Year ▼
2023 ▼

Month ▼
Mar ▼

Target ▼
A 18-49 (+G) ▼

Prime Time RTG% Evolution



TRP30 EVOLUTION

Jan-Mar



Area

Vendor

Company, Brand

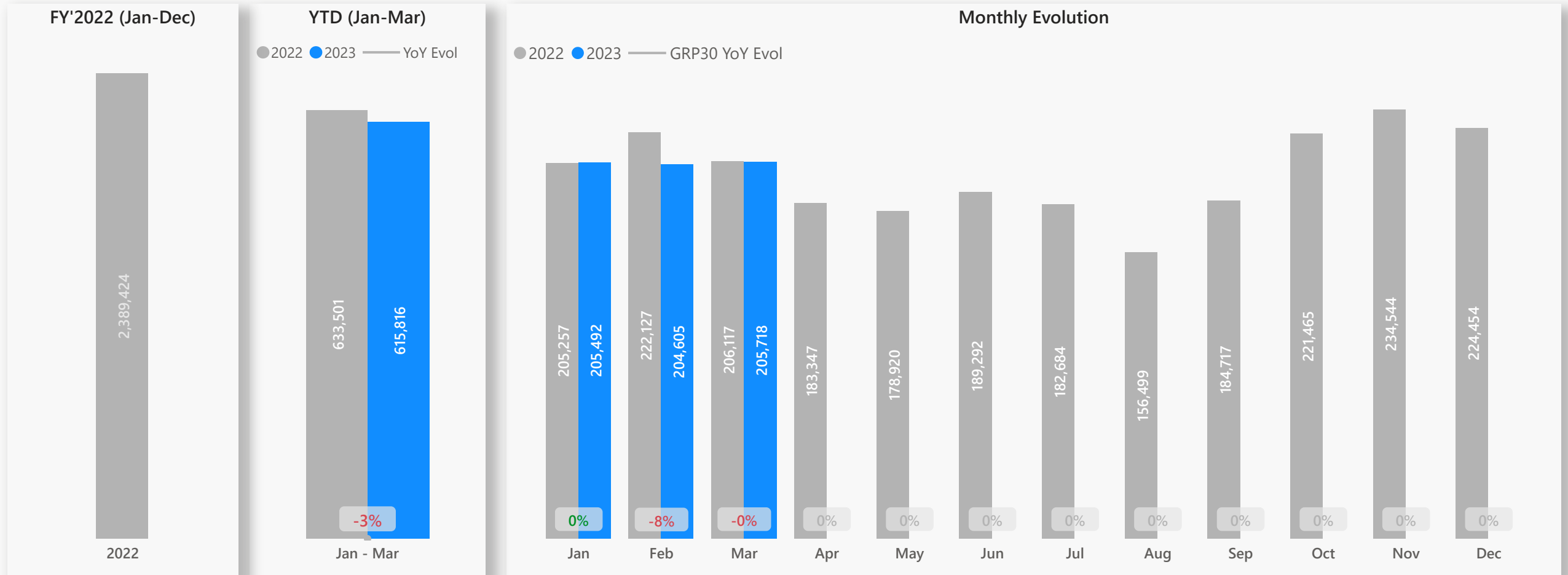
Target

All

All

All

A 18-49 (+G)



TOP INDUSTRIES & ADVERTISERS

Jan, Feb, Mar



Year

▼

Month

▼

Area

▼

Vendor

▼

Target

▼

All

▼

Multiple selections

▼

All

▼

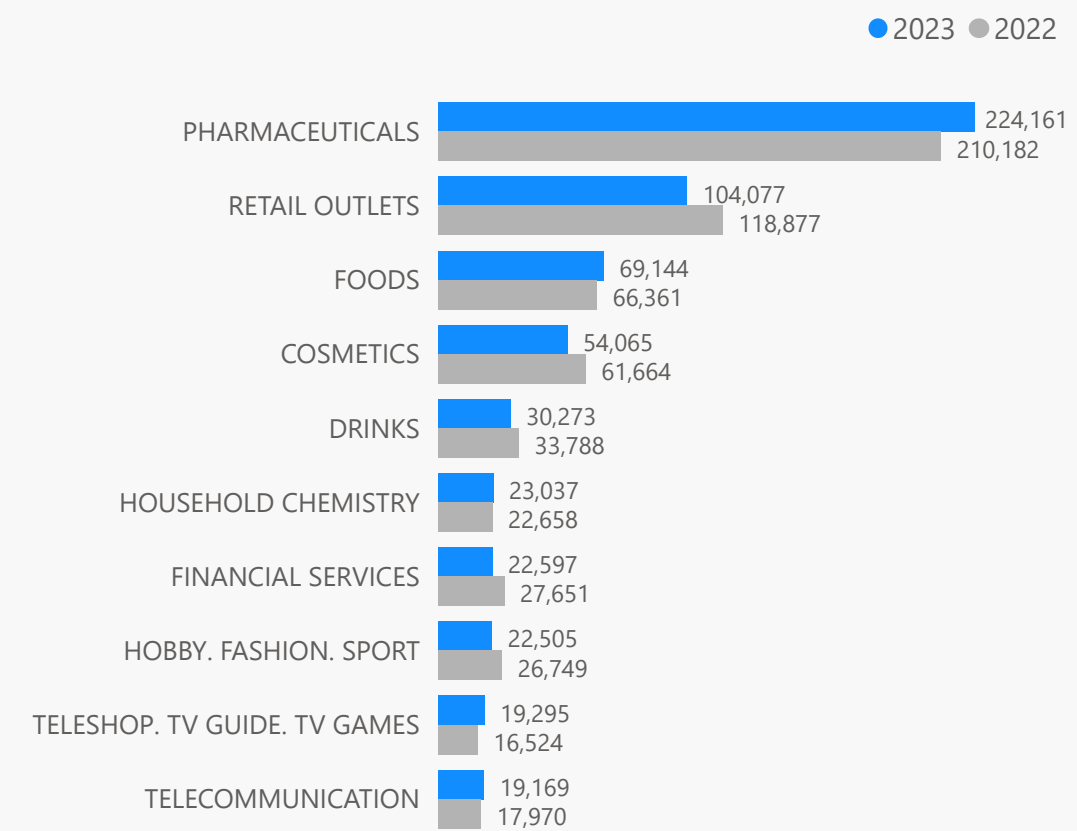
All

▼

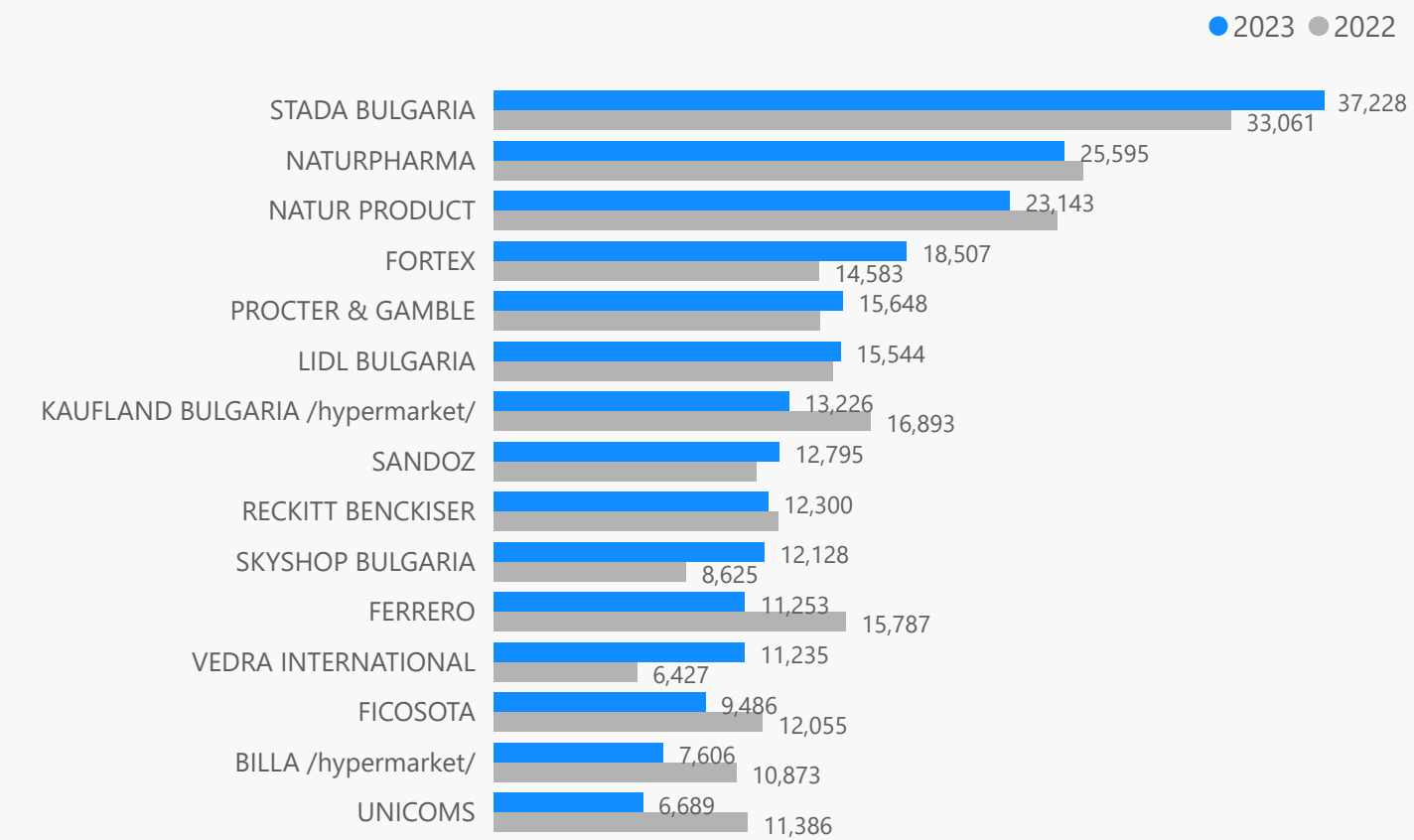
A 18-49 (+G)

▼

TOP INDUSTRIES*



TOP ADVERTISERS*



TV LOADING EVOLUTION

Jan-Mar



Vendor

BMG

BNT

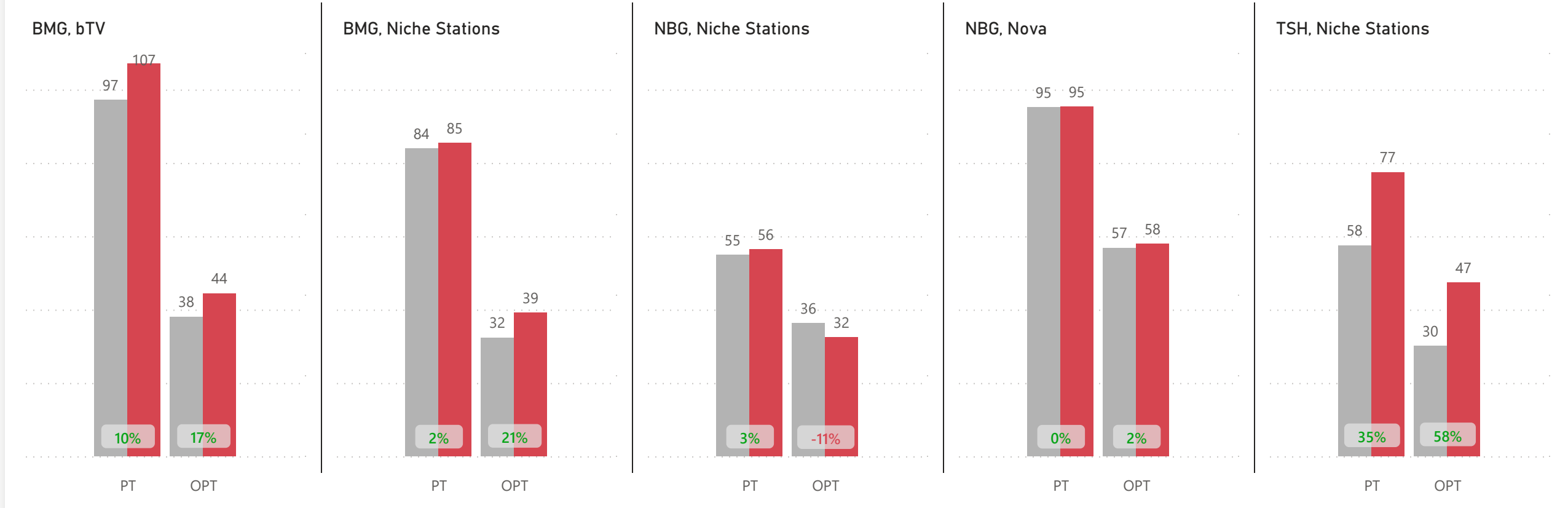
NBG

Other

TSH

TV Loading YTD (Jan-Mar)

● 2022 ● 2023 — YoY Evol



Note: % shows the evolution of TV loading, based on law regulations for ads



PUBLICIS

THANK YOU!

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