



TV REPORT

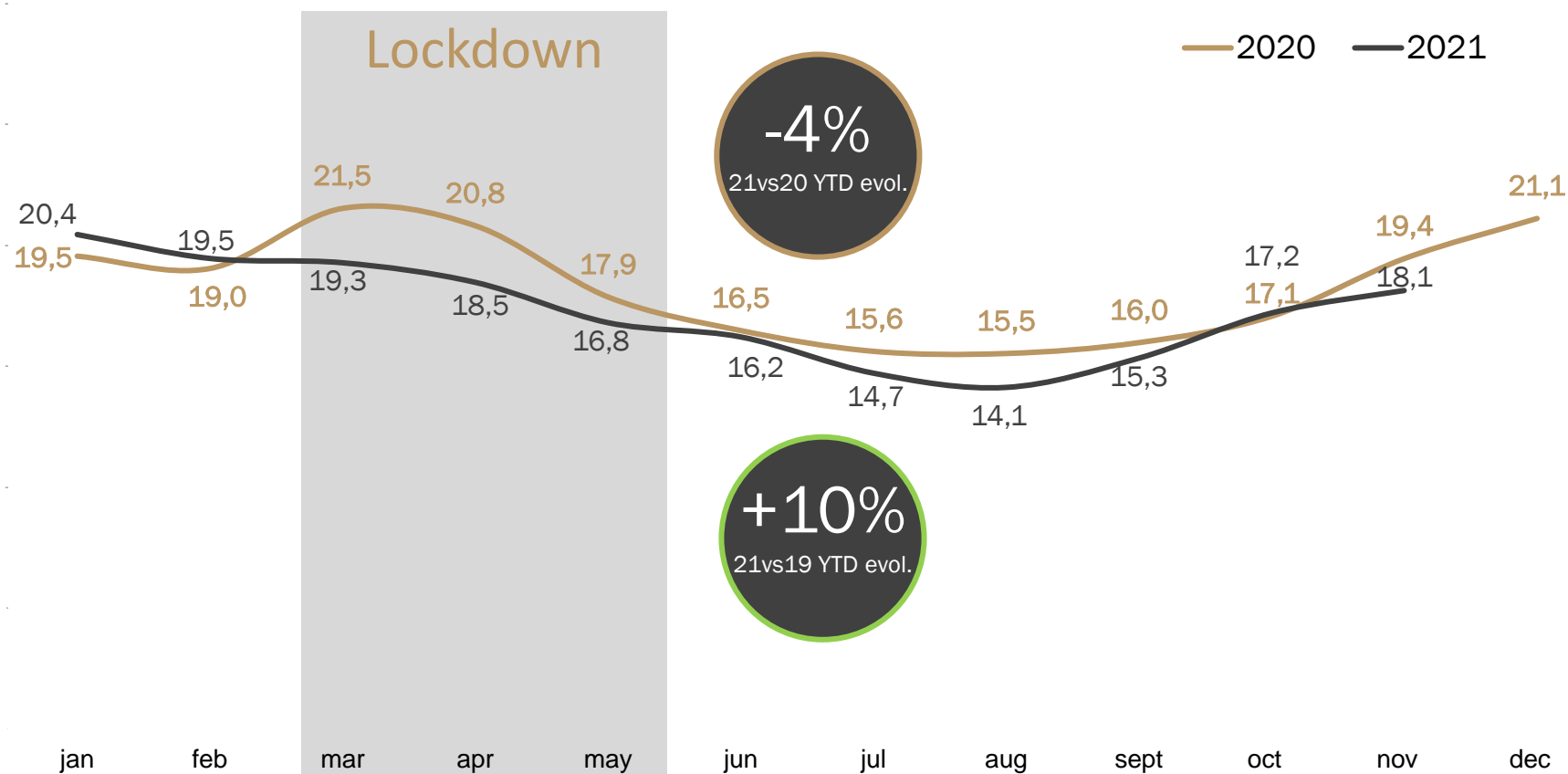
NOVEMBER 2021

FOCUSED ON ELECTION DAYS



THE OVERALL TV VIEWERSHIP REMAINS 4% LOWER IN 2021

The covid echo-effect is however still valid as the audience is 10% higher than in 2019.

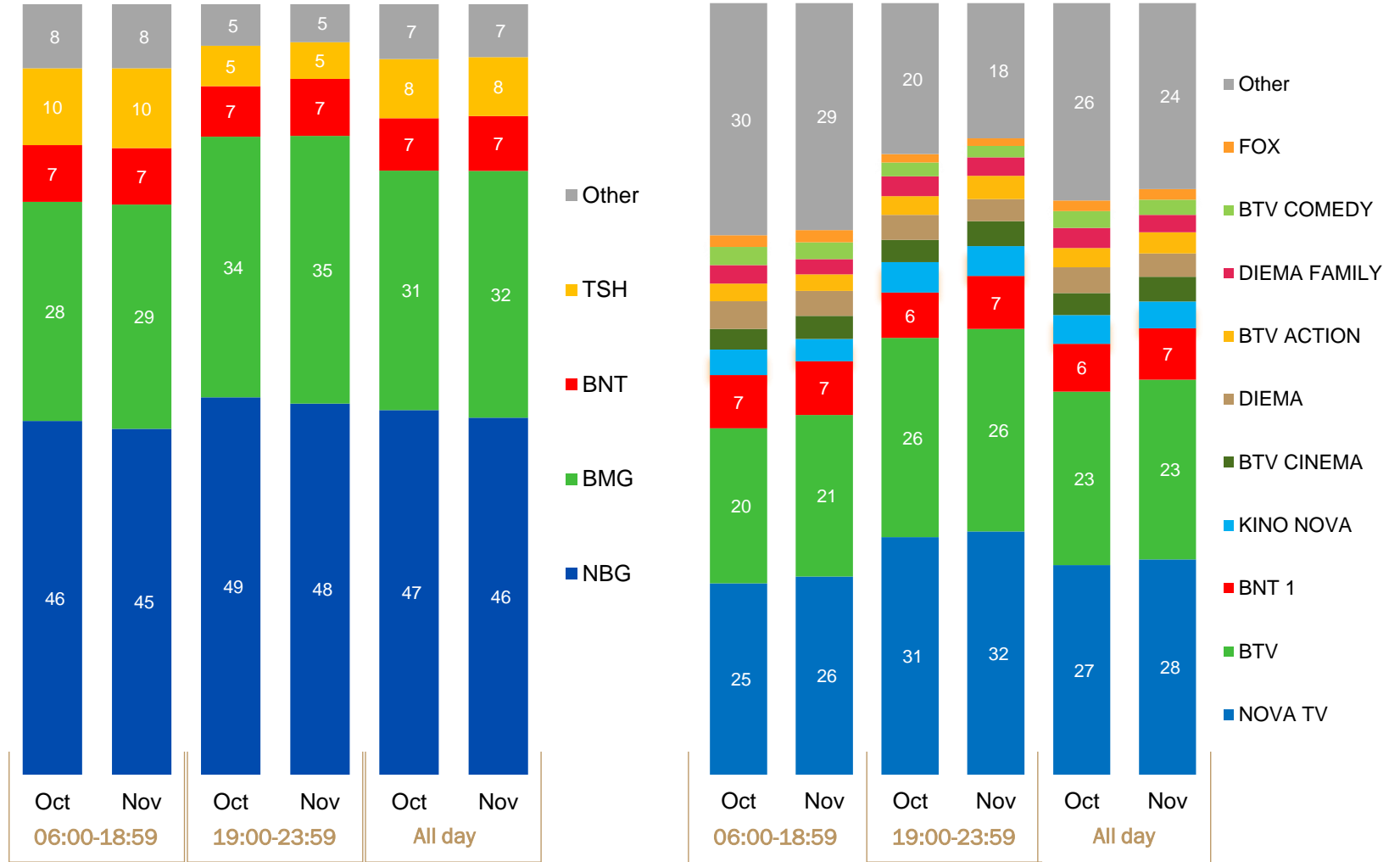


STABLE SHARES ON GROUP LEVEL IN NOVEMBER

Nova increased share by 1pp in all time slots, bTV remained stable.

bTV Cinema replaced Diema in top 5.

Nova News dropped out of top 10 on the account of FOX.

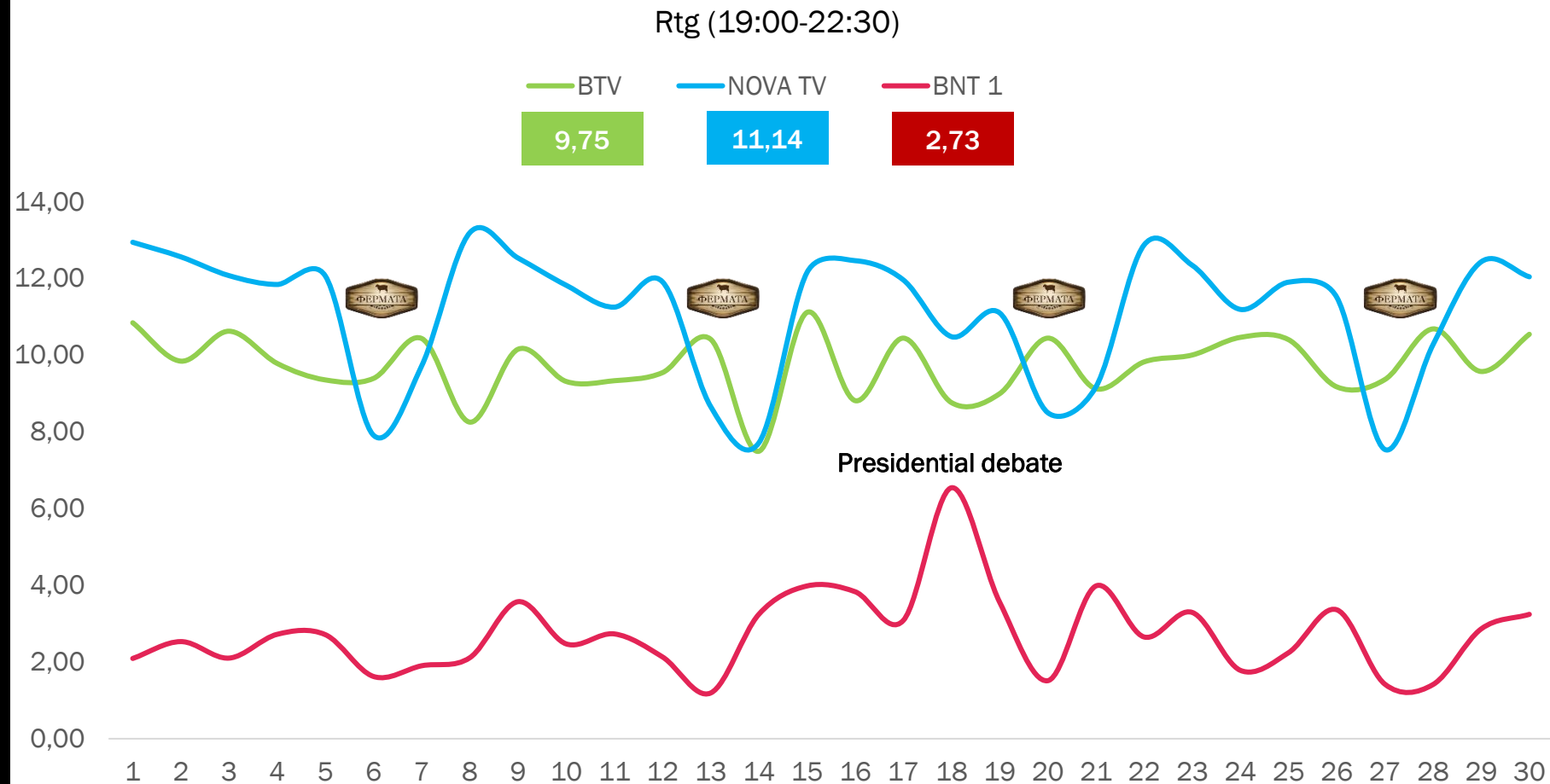


Source: GARB, A18-49

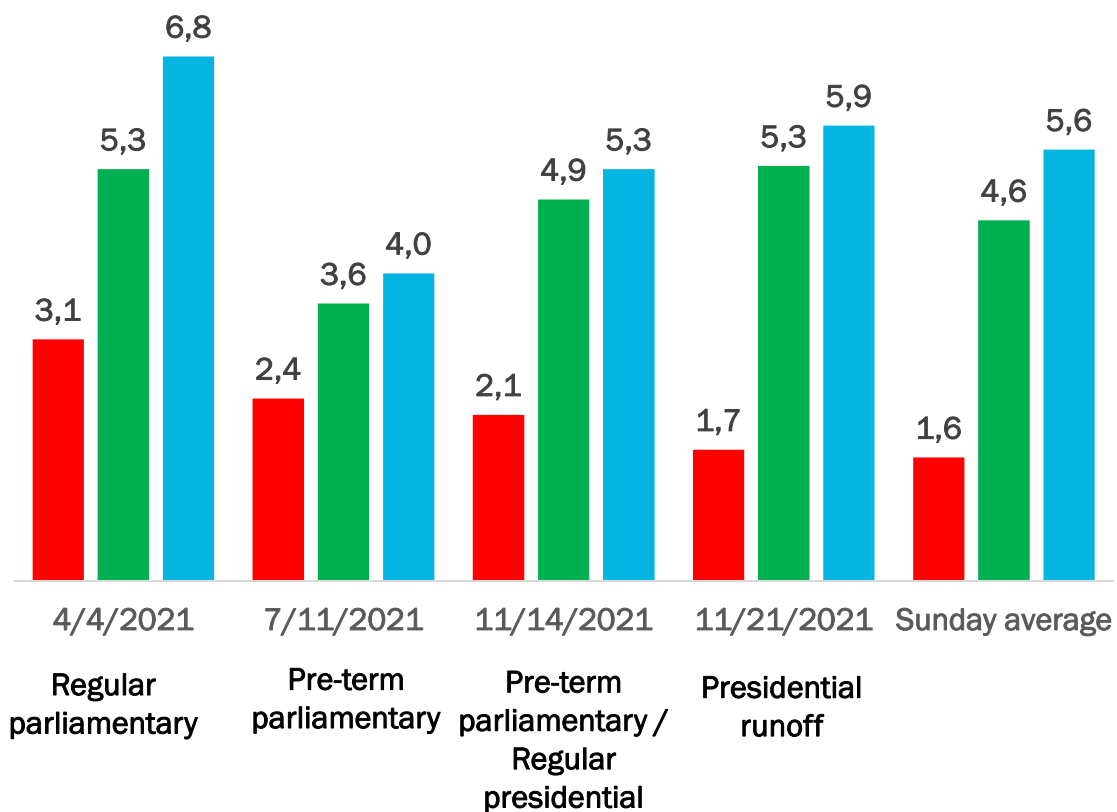
NOVA SUSTAINED OVERALL LEADERSHIP

However, bTV outperformed it every Saturday of November with the battle episode of the Farm.

BNT1 had a peak of 6.5pp due to the presidential debate before the runoff elections.



■ BNT 1 ■ bTV ■ Nova



THERE WERE 4 ELECTION DAYS IN 2021

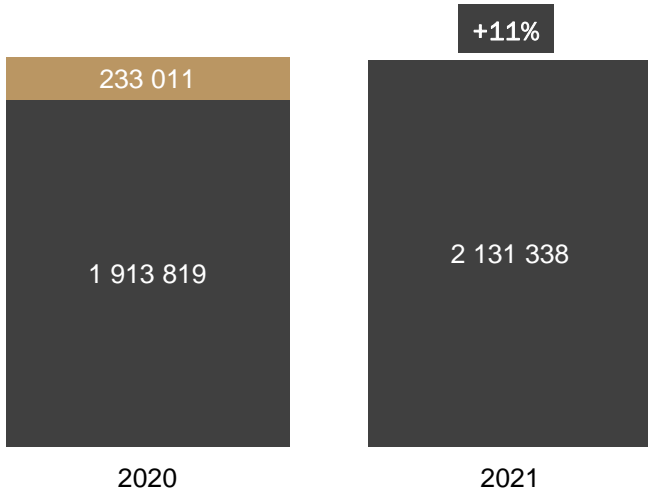
The elections are always conducted on Sunday and the main TV channels have all day-long studios.

The pre-term elections in the summer were, understandably the least followed.

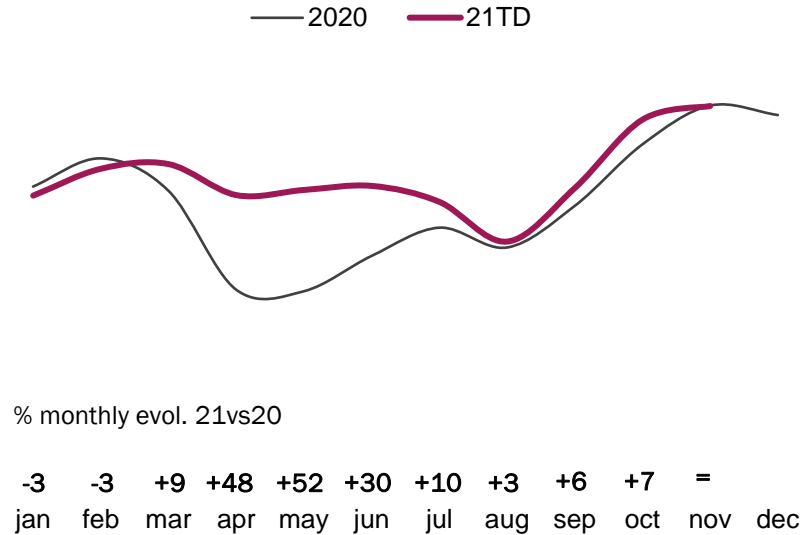
BNT1 benefited the most compared to the average Sunday ratings.

11% GROWTH IN DELIVERED TRP30 ON YTD BASE IDENTICAL FIGURES IN NOVEMBER NATURPHARMA & P&G REMAINED ON TOP, LIDL REGAINED 3RD PLACE

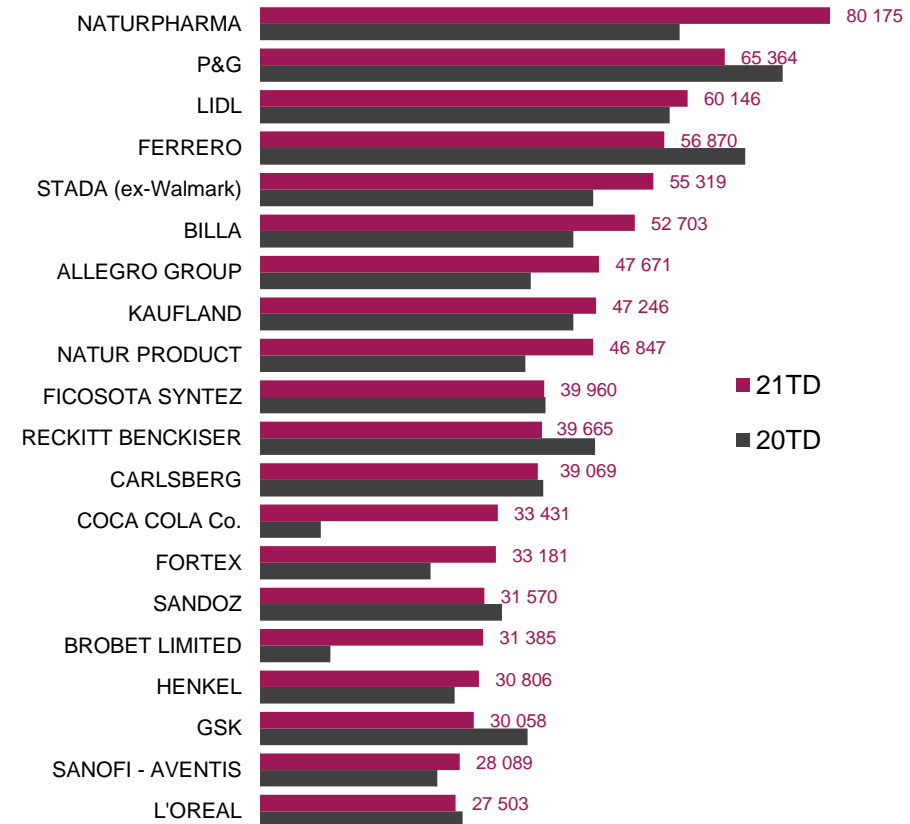
TOTAL TRP30
■ YTD ■ Rest



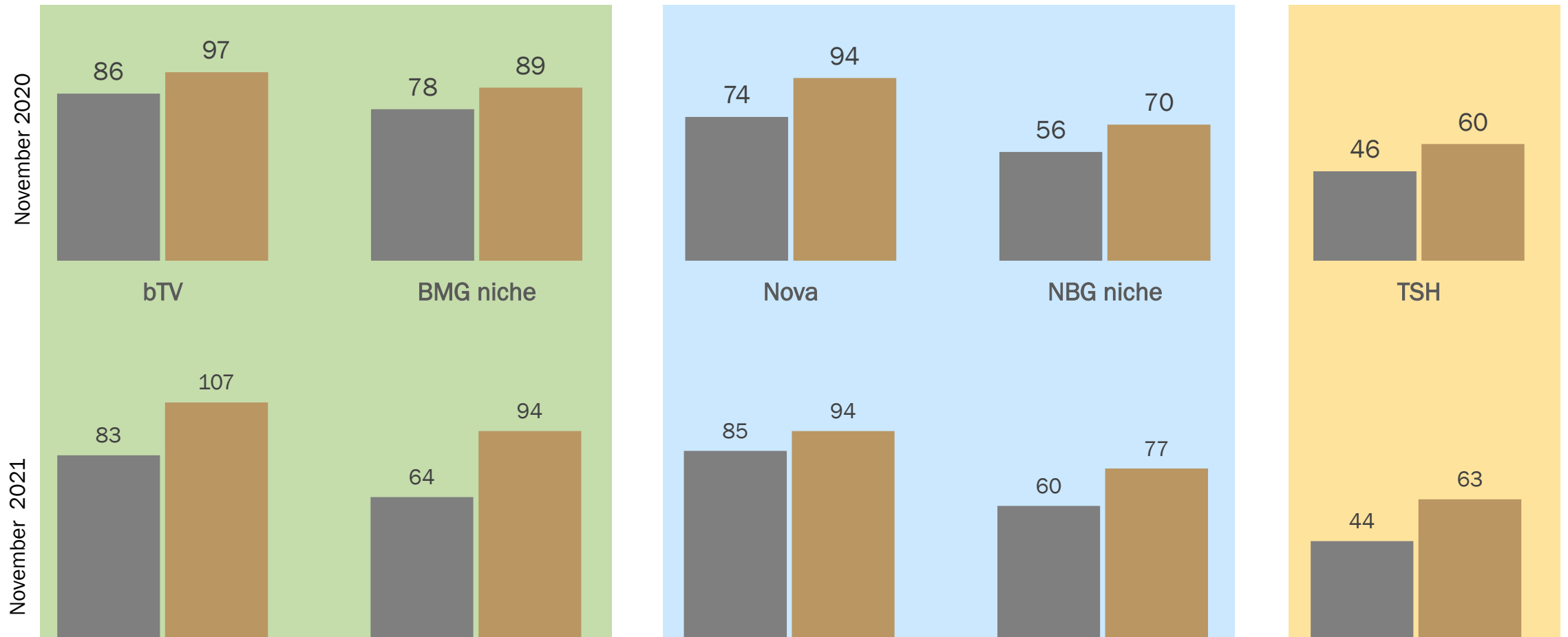
SEASONALITY



TOP ADVERTISERS



THE MAIN CHANNELS KEEP STRUGGLING WITH FULL INVENTORY



Source: GARB, based on 12 min/hour ad time. PT (19:00-24:00)



THANK YOU!

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