



TV REPORT

Source: GARB

Data: people-meter

TGs: filter

Period: May-23

Target



A 18-49 (+G)



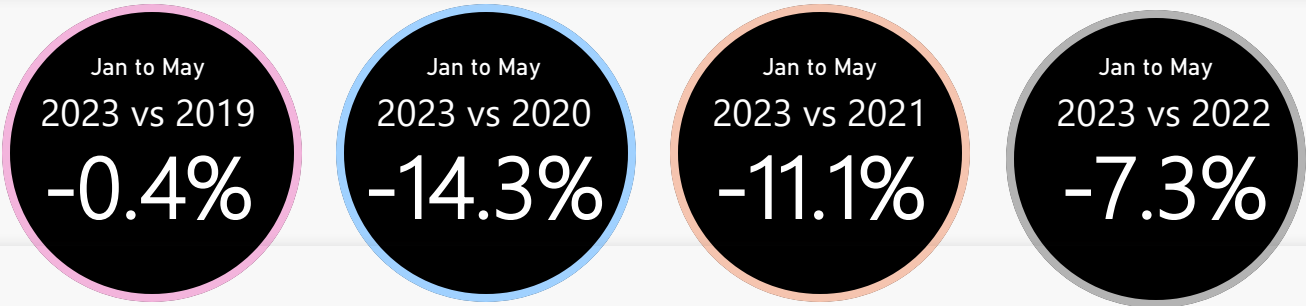
CUMULATED RATINGS EVOLUTION

Jan to May

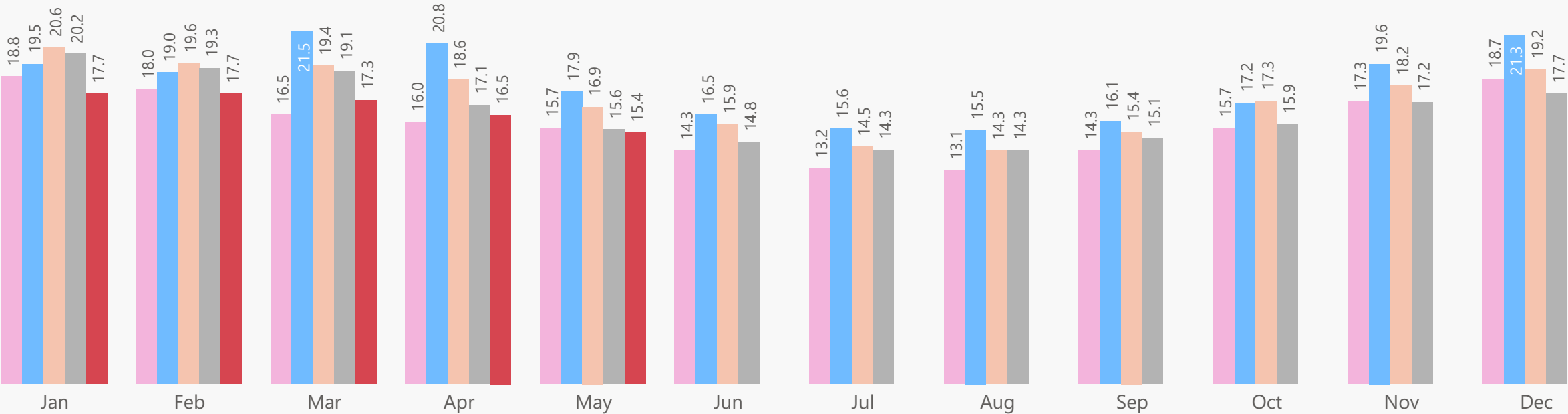


Target

A 18-49 (+G)



2019 2020 2021 2022 2023



SHARE OF AUDIENCE

Apr to May



Vendor

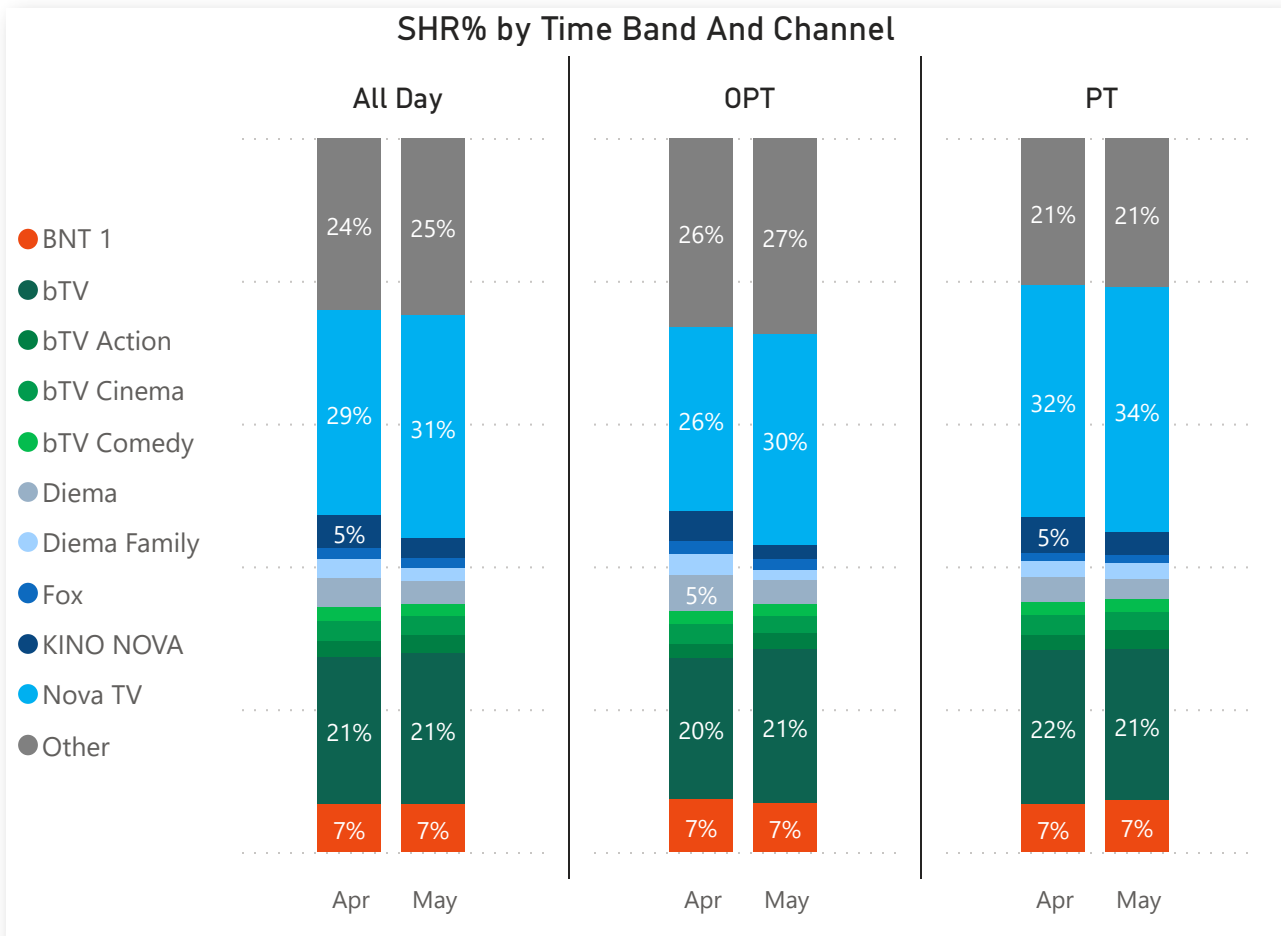
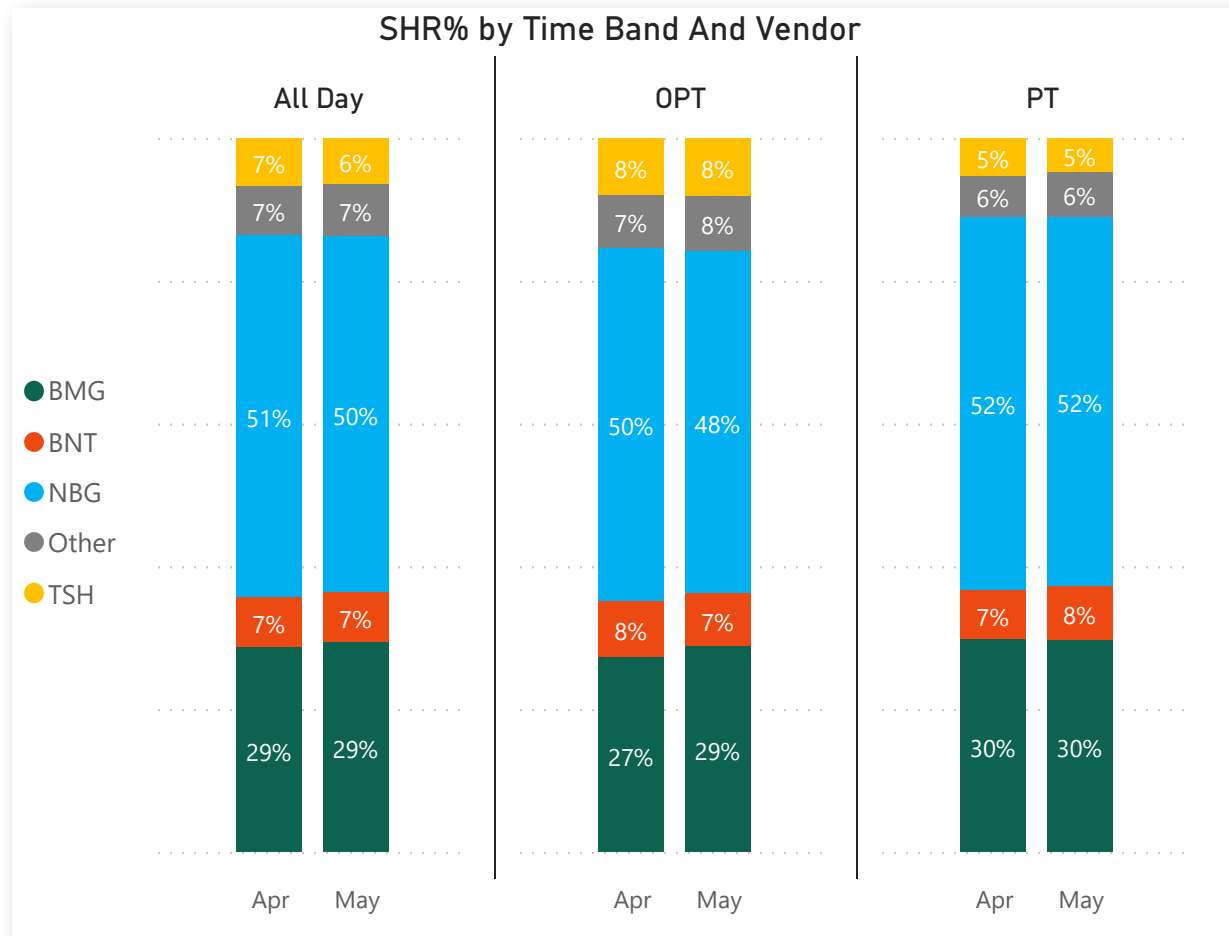
All

TimeBand

All

Target

A 18-49 (+G)



RTG% EVOLUTION OF MAIN CHANNELS VS. ENTIRE MARKET

2023 May



Year

2023

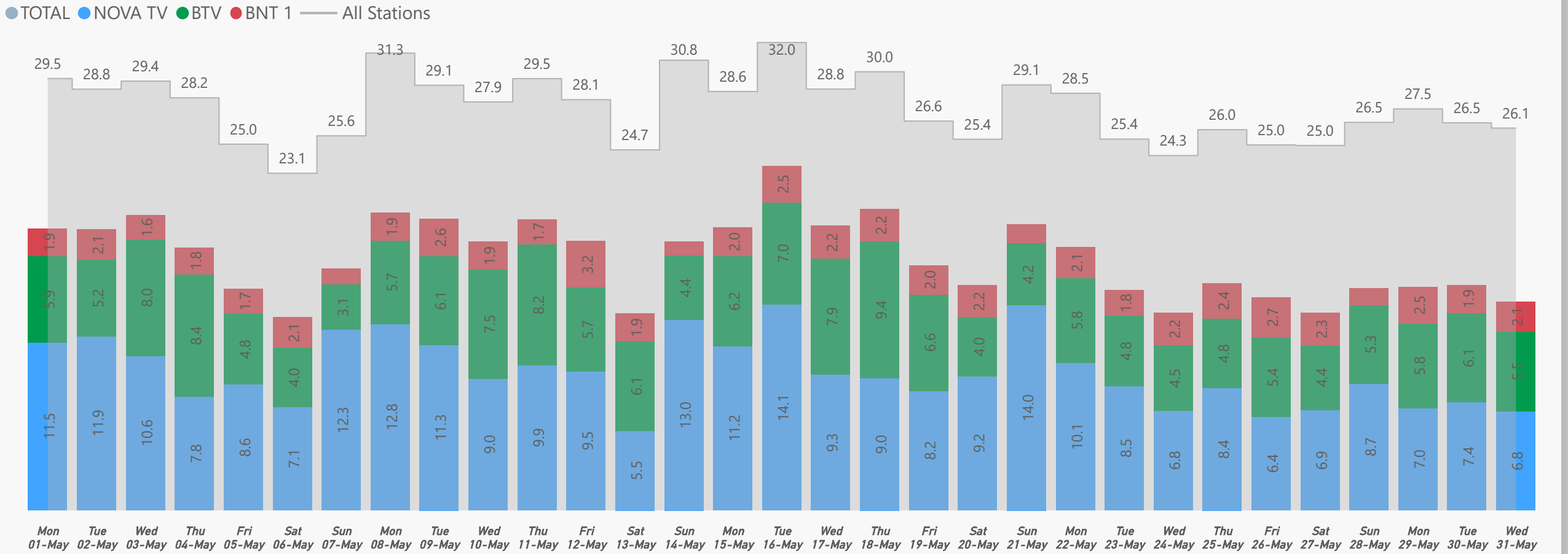
Month

May

Target

A 18-49 (+G)

Prime Time RTG% Evolution



TRP30 EVOLUTION

Jan-May



Area

Vendor

Company, Brand

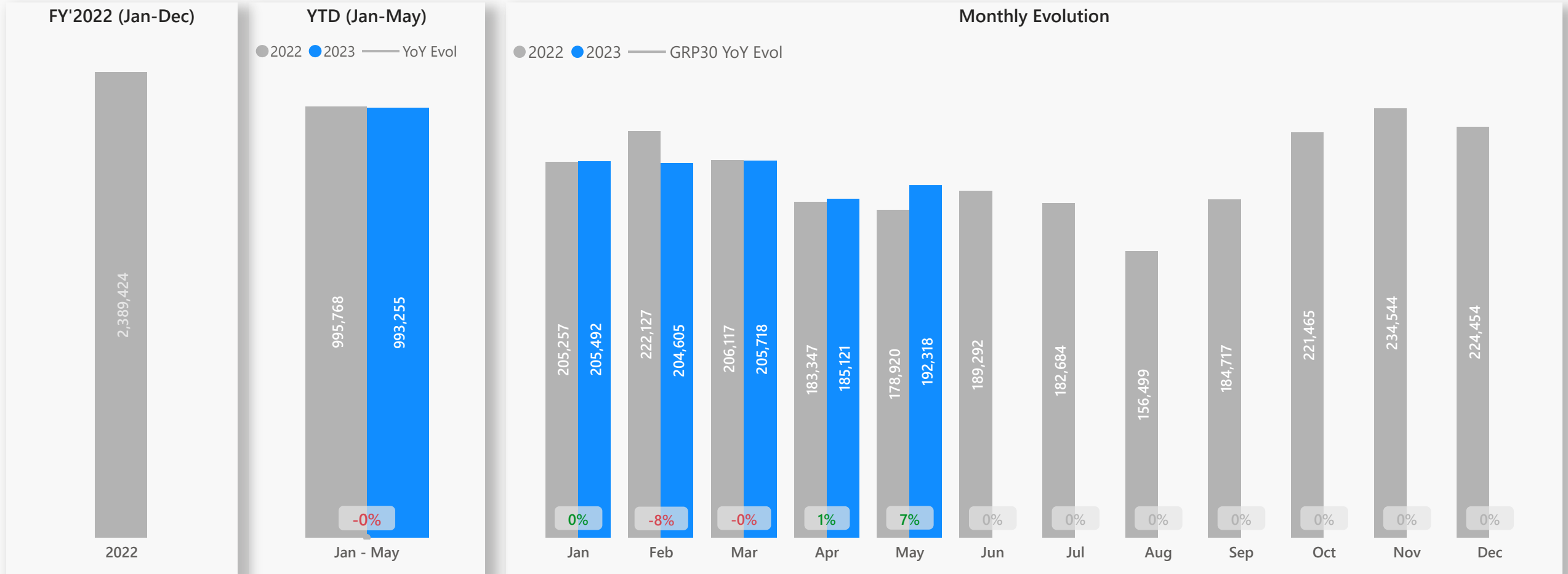
Target

All

All

All

A 18-49 (+G)



TOP INDUSTRIES & ADVERTISERS

Jan, Feb, Mar, Apr, May



Year

▼

All

▼

Month

▼

Multiple selections

▼

Area

▼

All

▼

Vendor

▼

All

▼

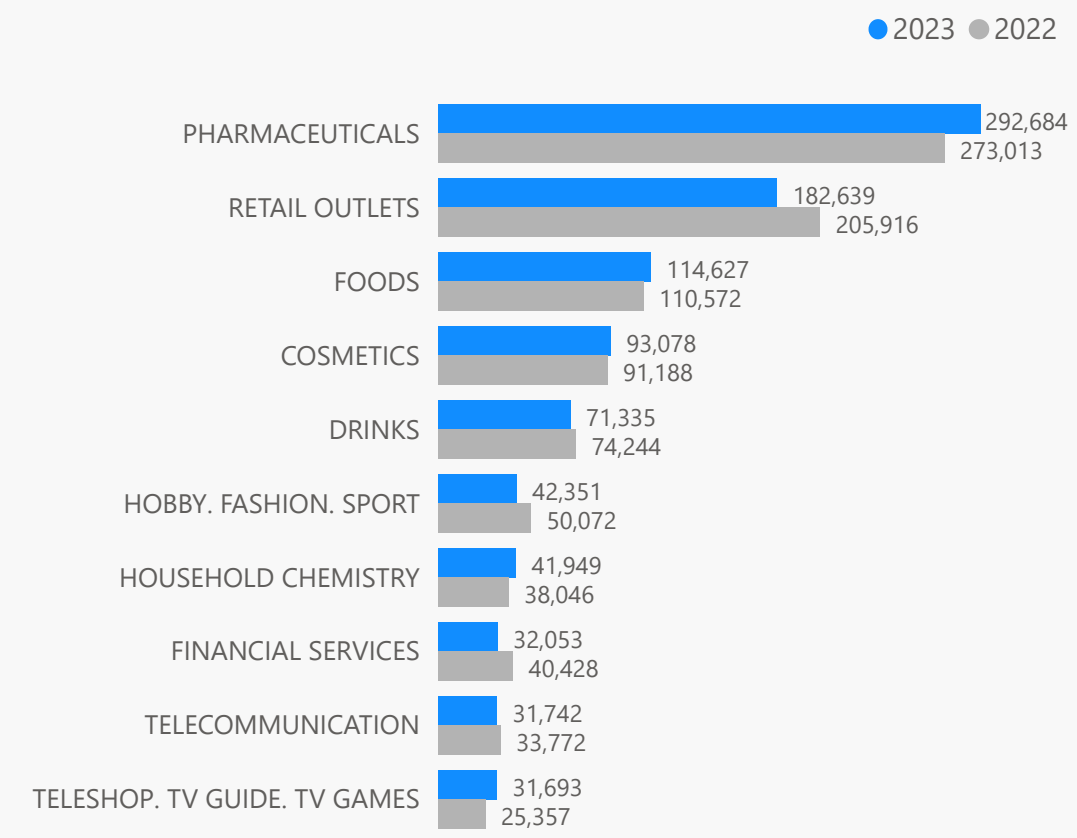
Target

▼

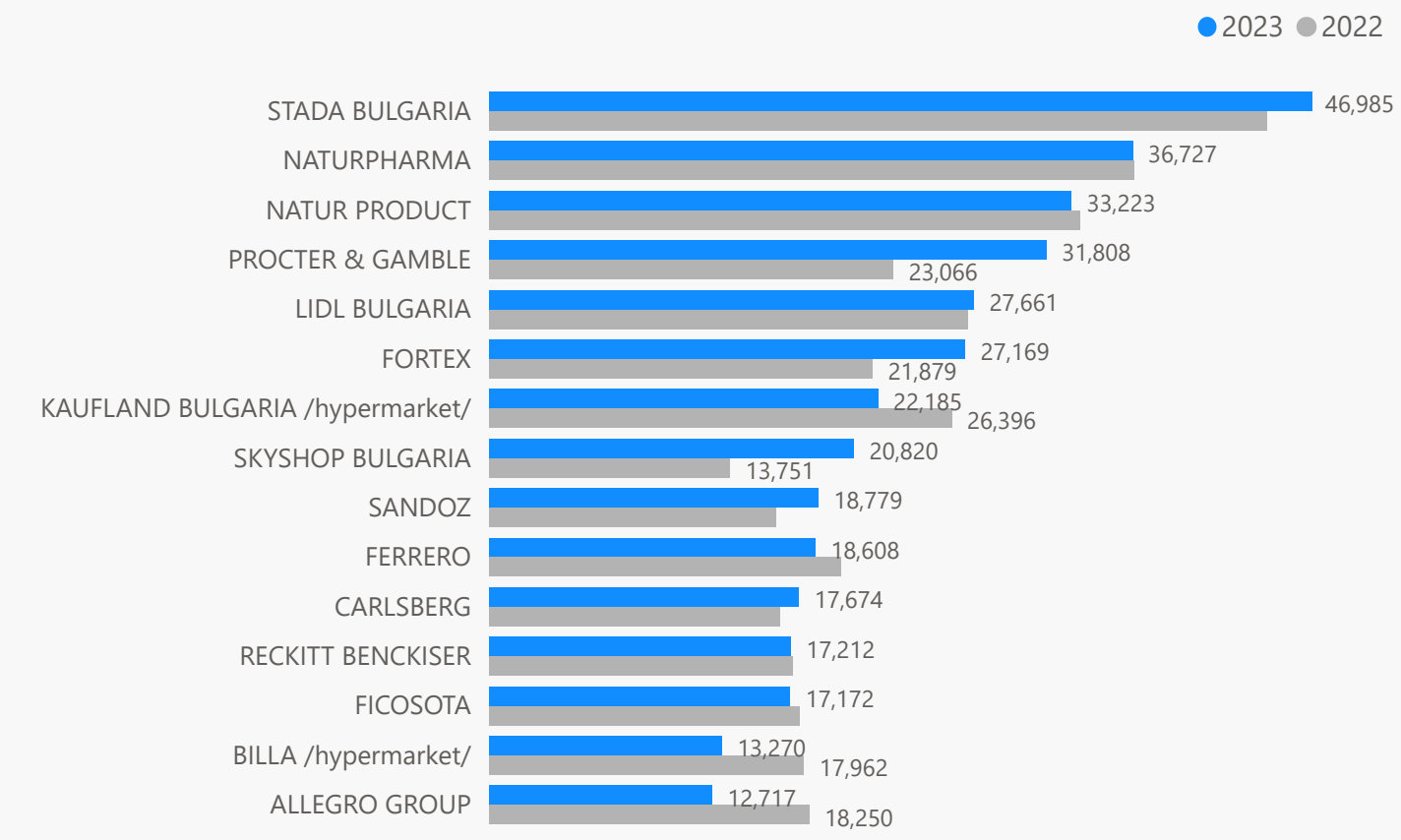
A 18-49 (+G)

▼

TOP INDUSTRIES*



TOP ADVERTISERS*



TV LOADING EVOLUTION

Jan-May



Vendor

BMG

BNT

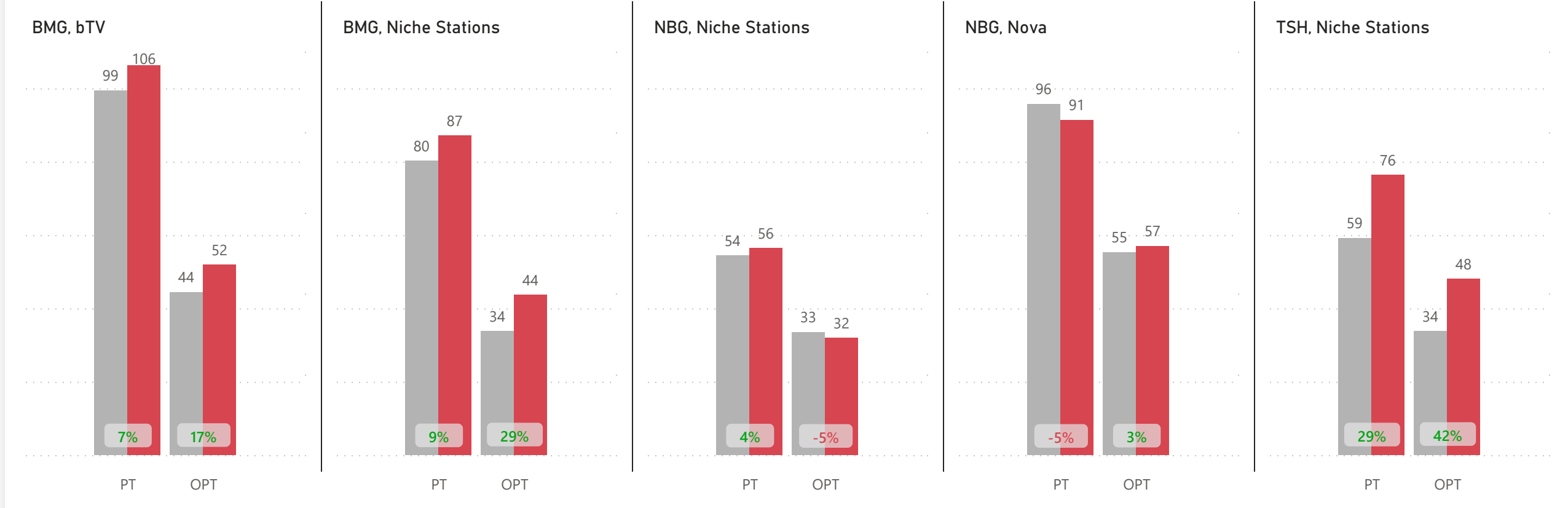
NBG

Other

TSH

TV Loading YTD (Jan-May)

● 2022 ● 2023 — YoY Evol



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



