



# TV REPORT

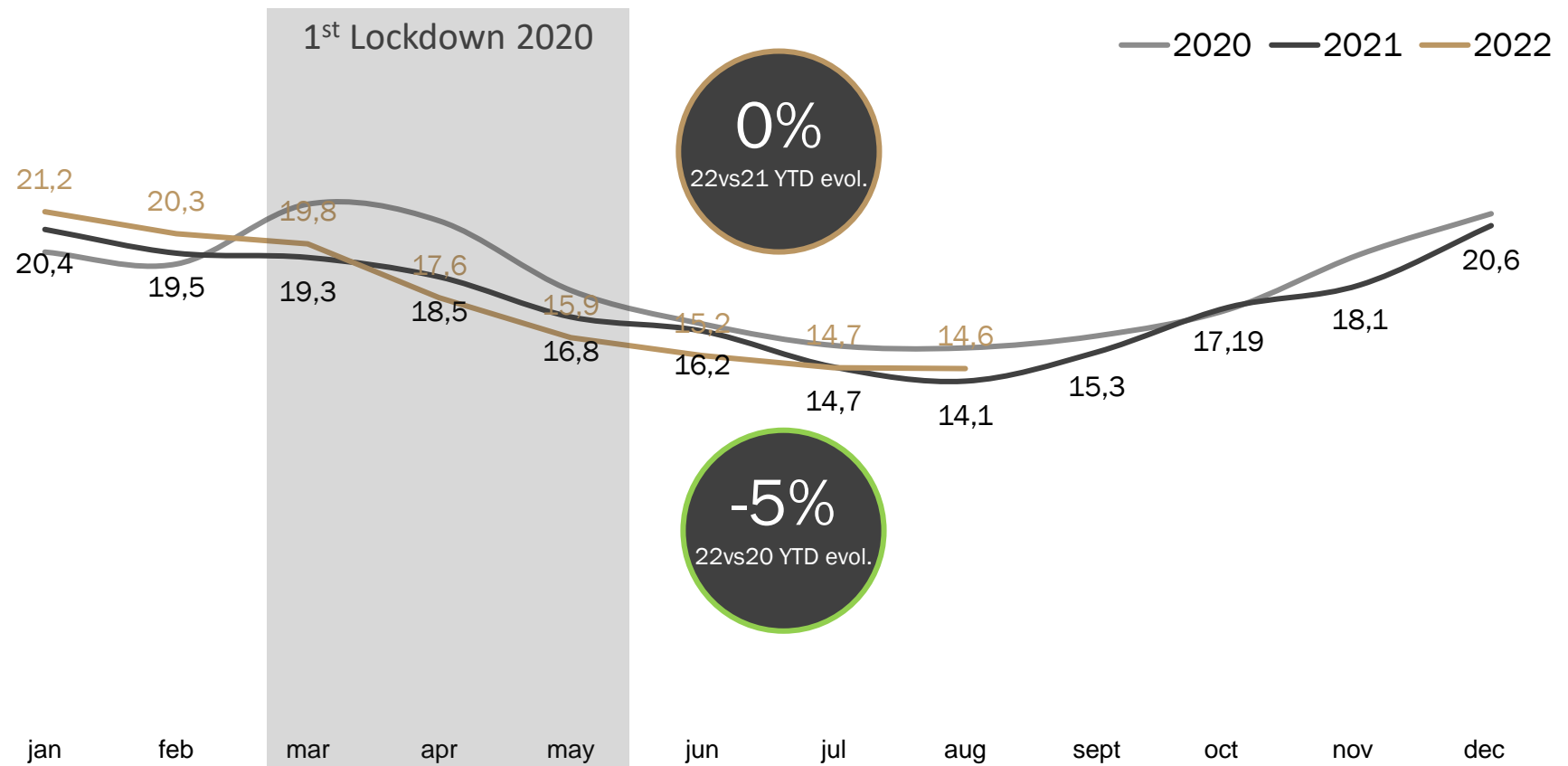
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AUGUST 2022

FOCUSED ON WEEKEND PT



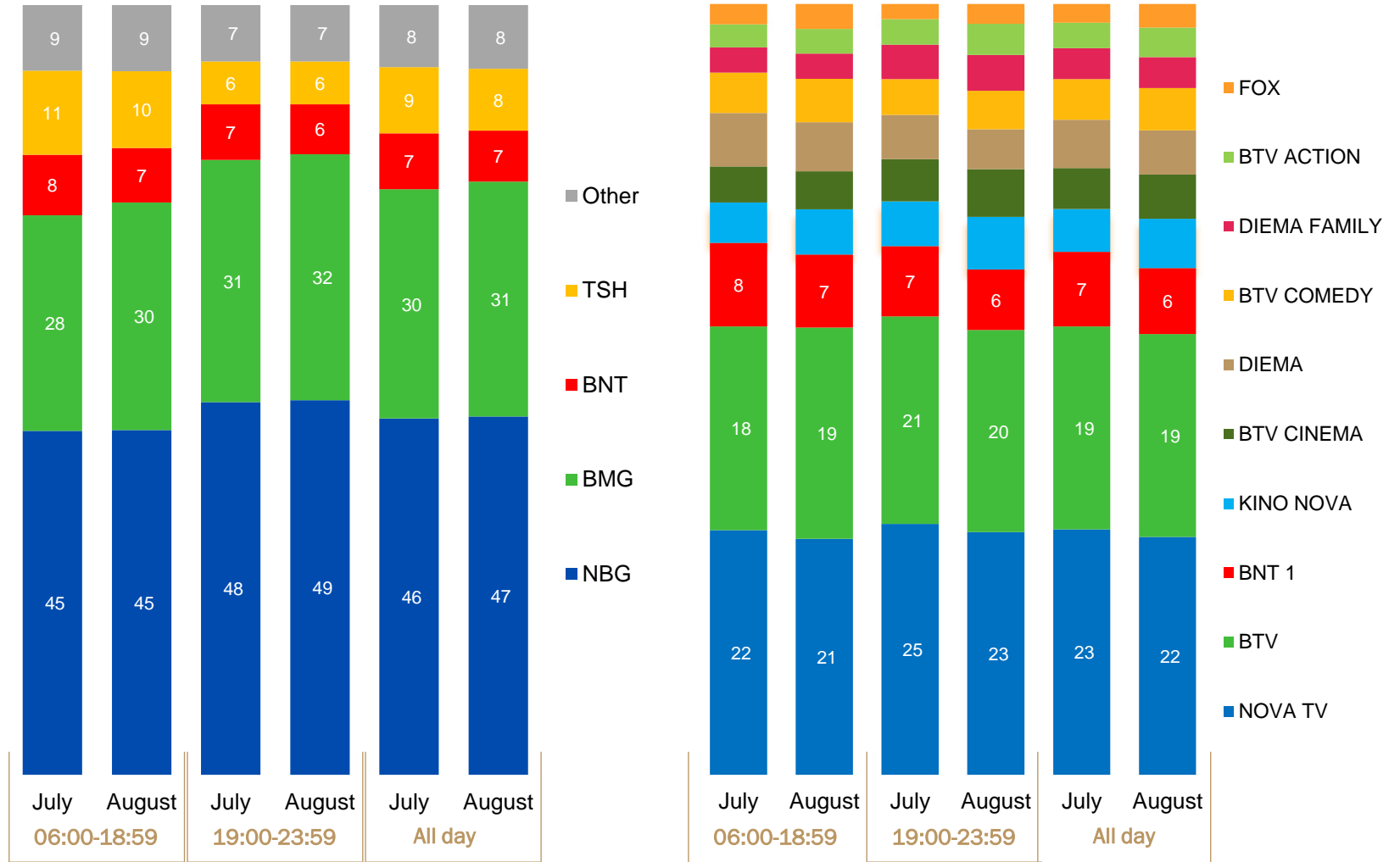
# LIVE TV VIEWERSHIP REMAINED STABLE



# BOTH NBG & BMG INCREASED THEIR SHARES

The main channels declined interest, while the niche channels attracted new audiences

FOX entered TOP 10 and replaced Nova News



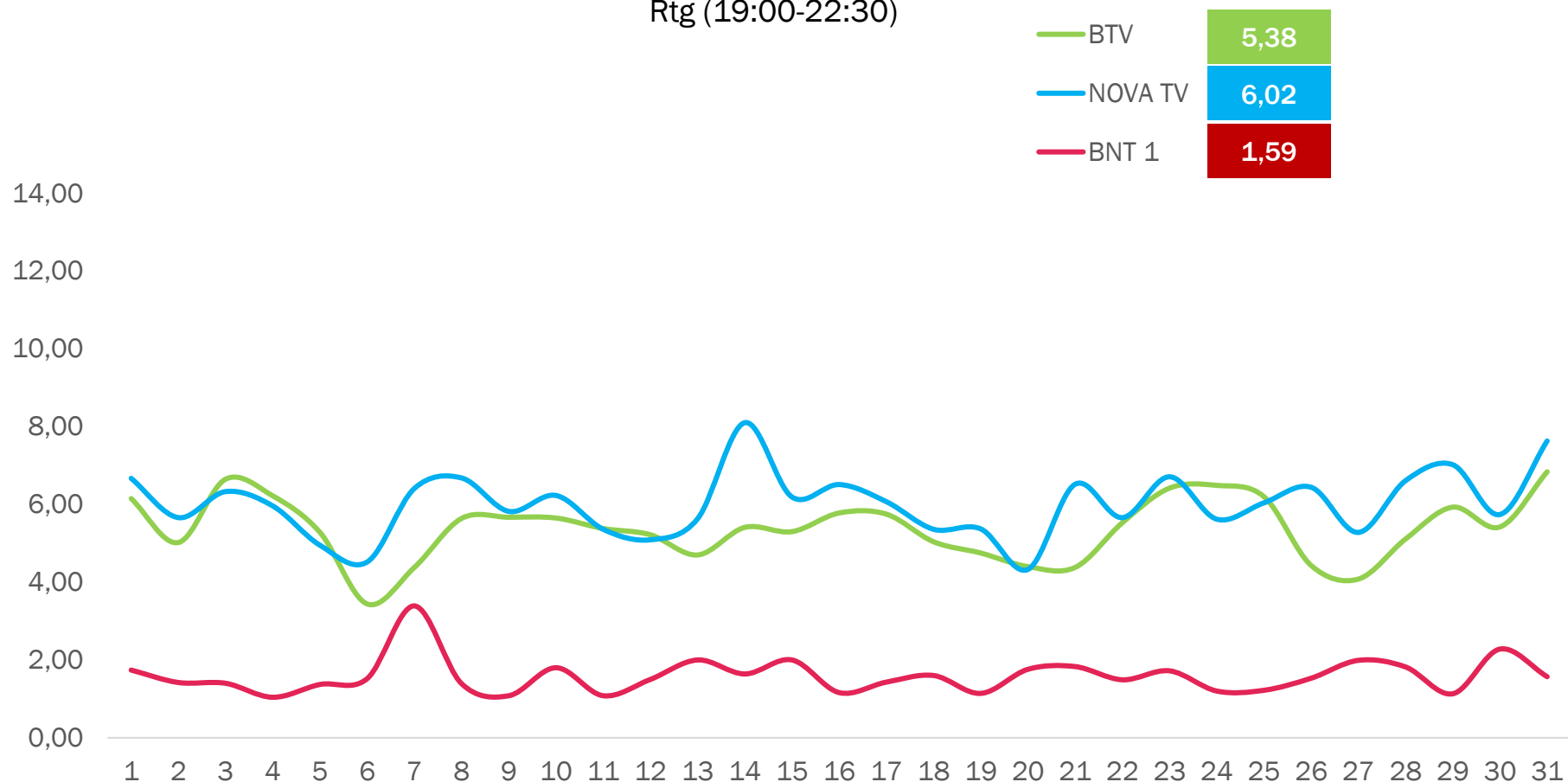
Source: GARB, A18-49

# ANOTHER SUMMER MONTH WITH LOW PT RATINGS

BNT 1 has peaks behind some BG movies (especially "Orkestar bez ime" on 07.08)

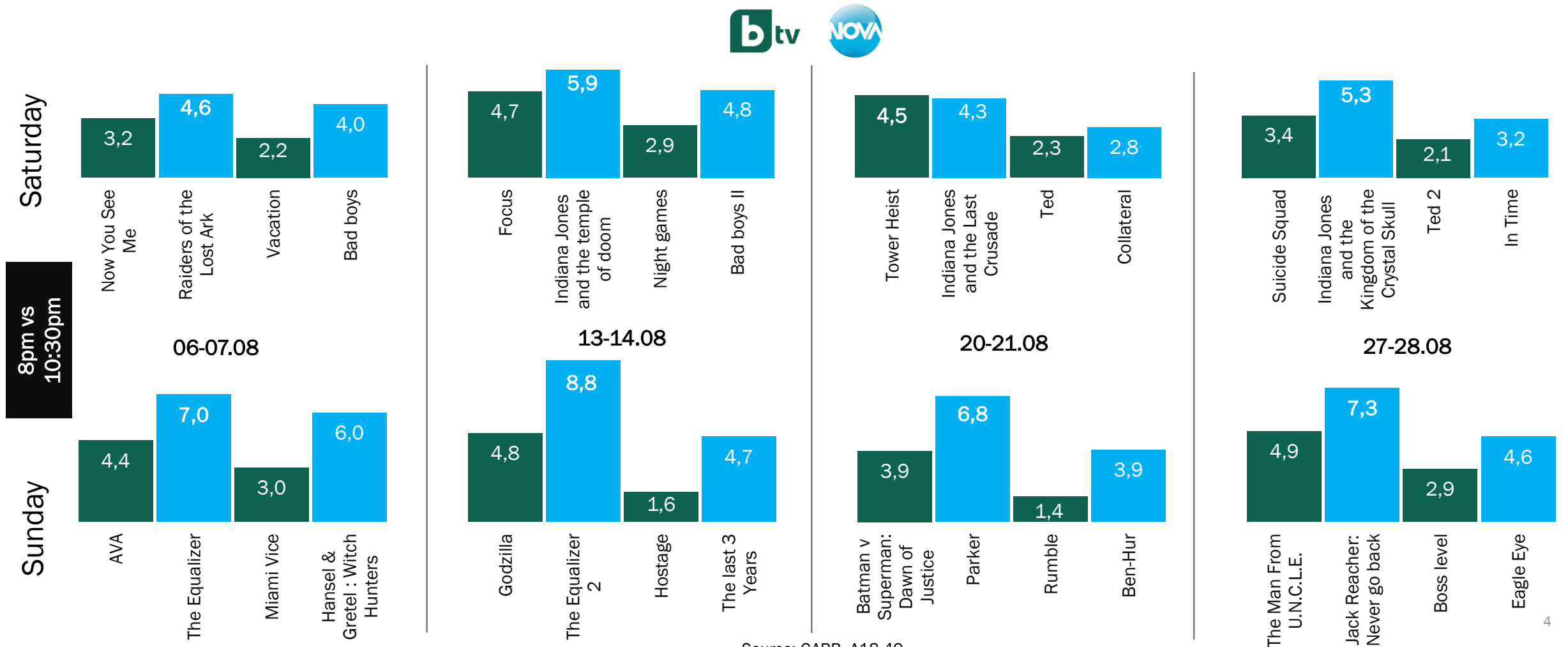
Nova attracted highest audience with weekend movies, while bTV with series

Rtg (19:00-22:30)



# NOVA AIRED MORE INTERESTING MOVIES FOR ANOTHER MONTH

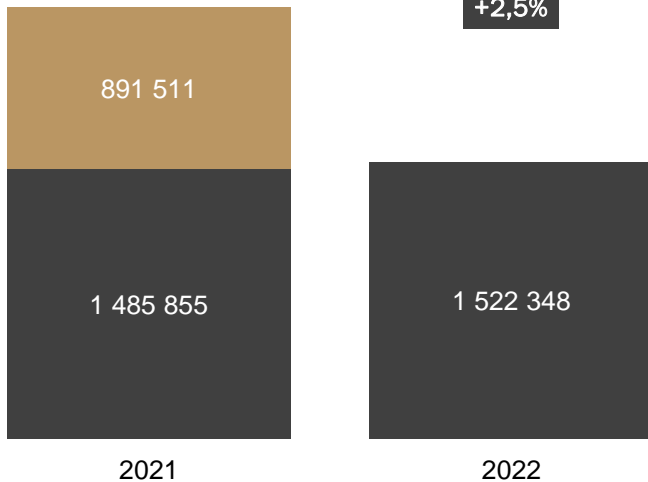
Both channels aired film series, but the viewers' favorite was "The Equalizer" on Nova  
 bTV won the battle only on 20.08 with the comedy "Tower Heist"



# 2,5% GROWTH IN DELIVERED AUDIENCE IN 22YTD AUGUST DATA WAS PRETTY CLOSE TO THE '21 UNICOMS ENTERED TOP 20

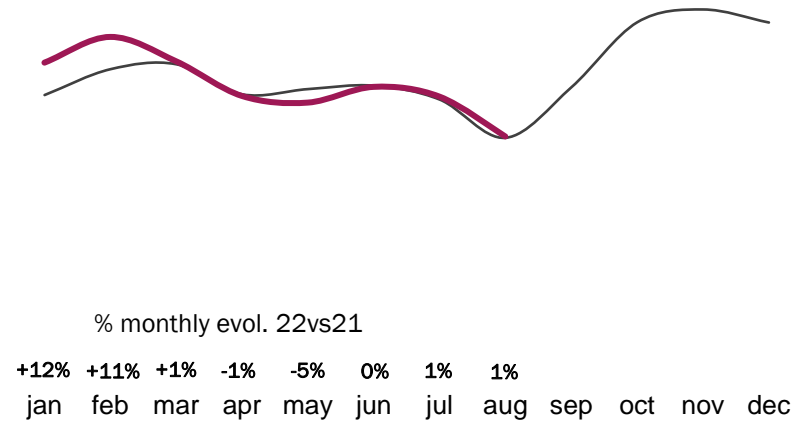
## TOTAL TRP30

■ YTD ■ Rest

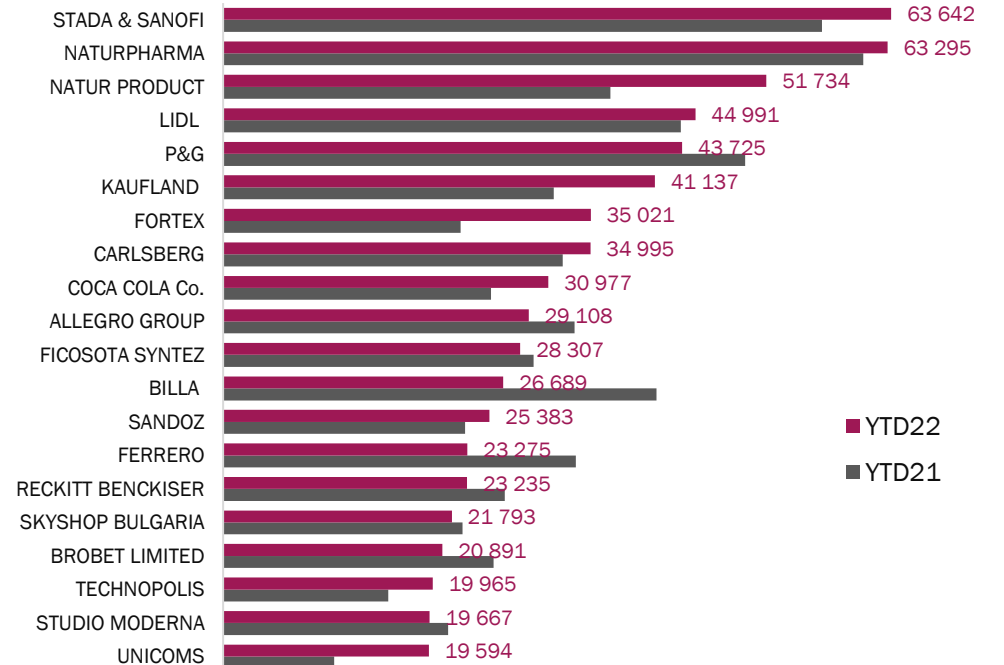


## SEASONALITY

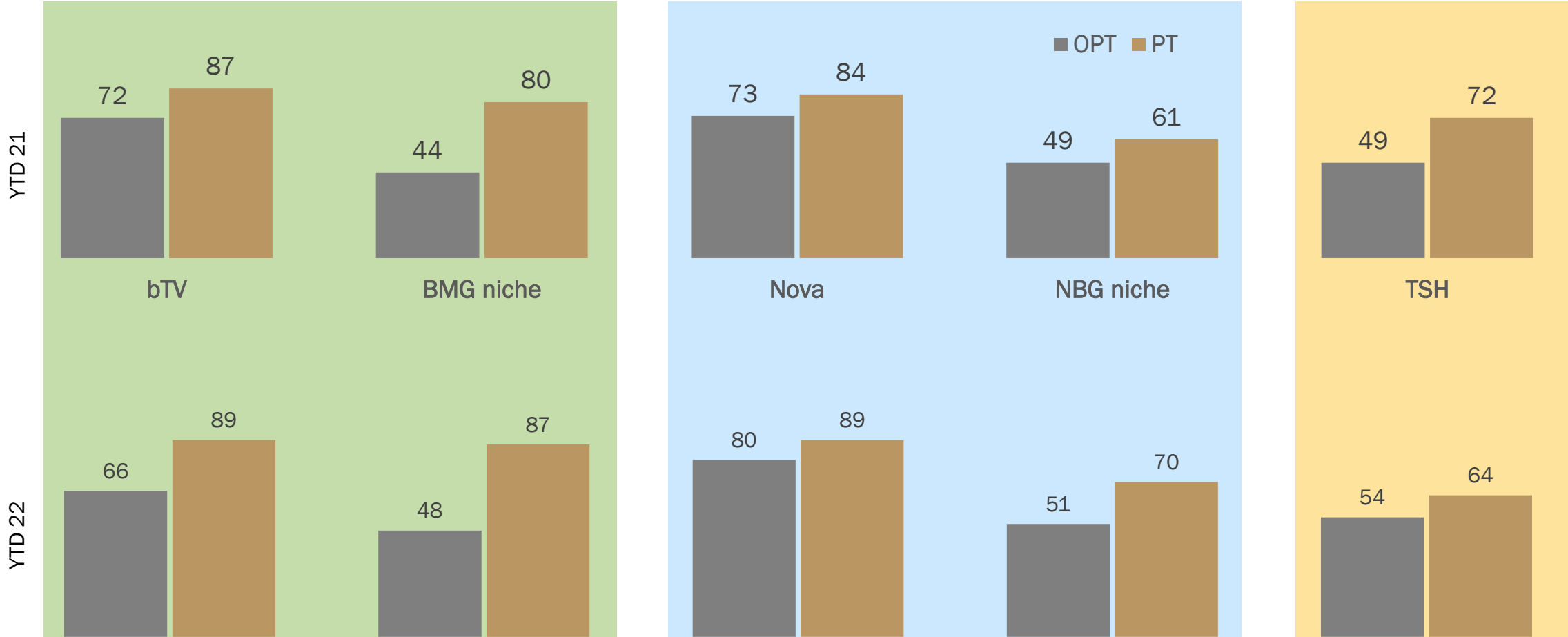
— 2021 — 2022



## TOP ADVERTISERS



# EVEN SUMMER MONTHS DIDN'T MANAGE TO RELIEF INVENTORY



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



**THANK YOU!**

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