



TV REPORT

Source: GARB

Data: people-meter

TGs: filter

Period: April-23

Target

A 18-49 (+G)



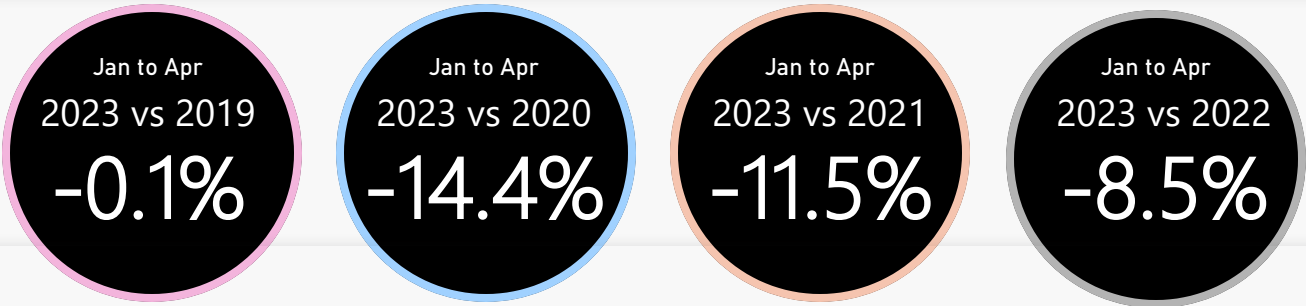
CUMULATED RATINGS EVOLUTION

Jan to Apr

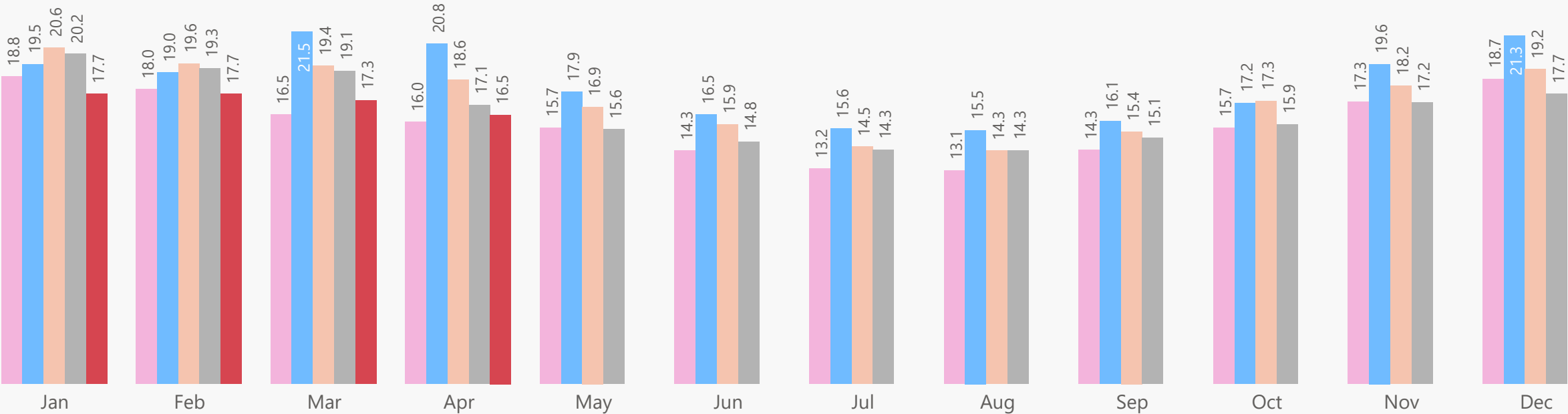


Target

A 18-49 (+G)



2019 2020 2021 2022 2023



SHARE OF AUDIENCE

Mar to Apr



Vendor

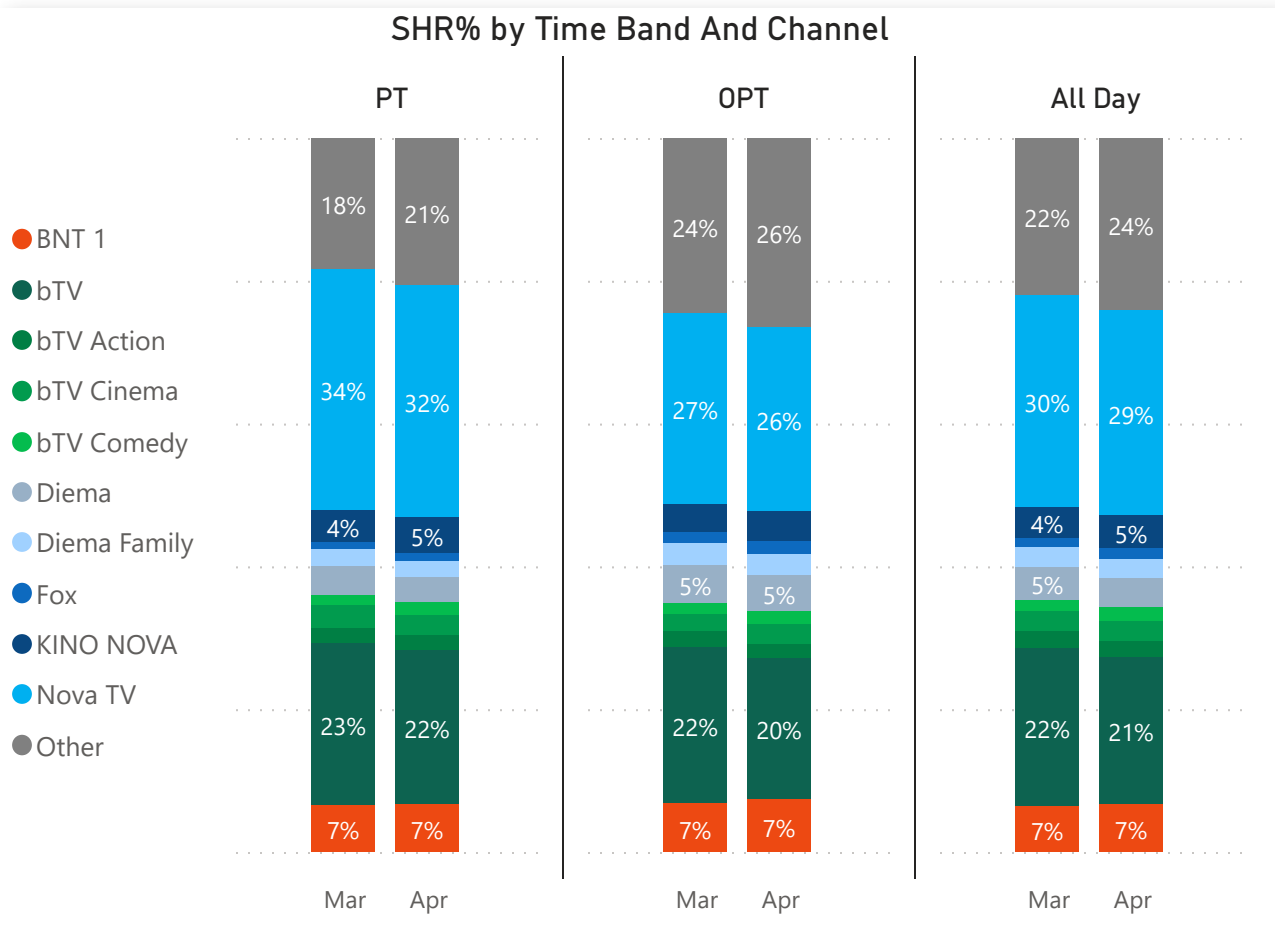
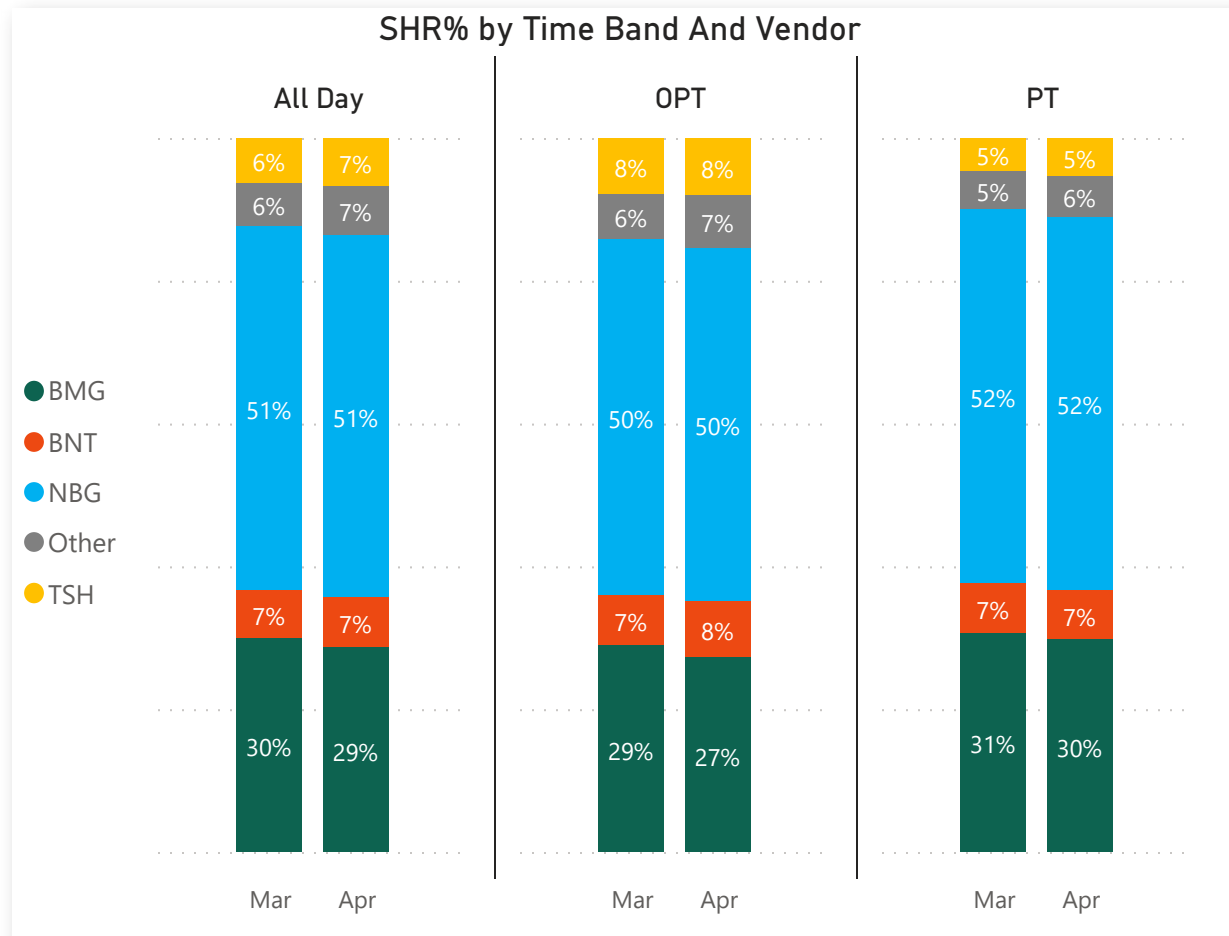
TimeBand

Target

All

All

A 18-49 (+G)



RTG% EVOLUTION OF MAIN CHANNELS VS. ENTIRE MARKET

2023 Apr



Year

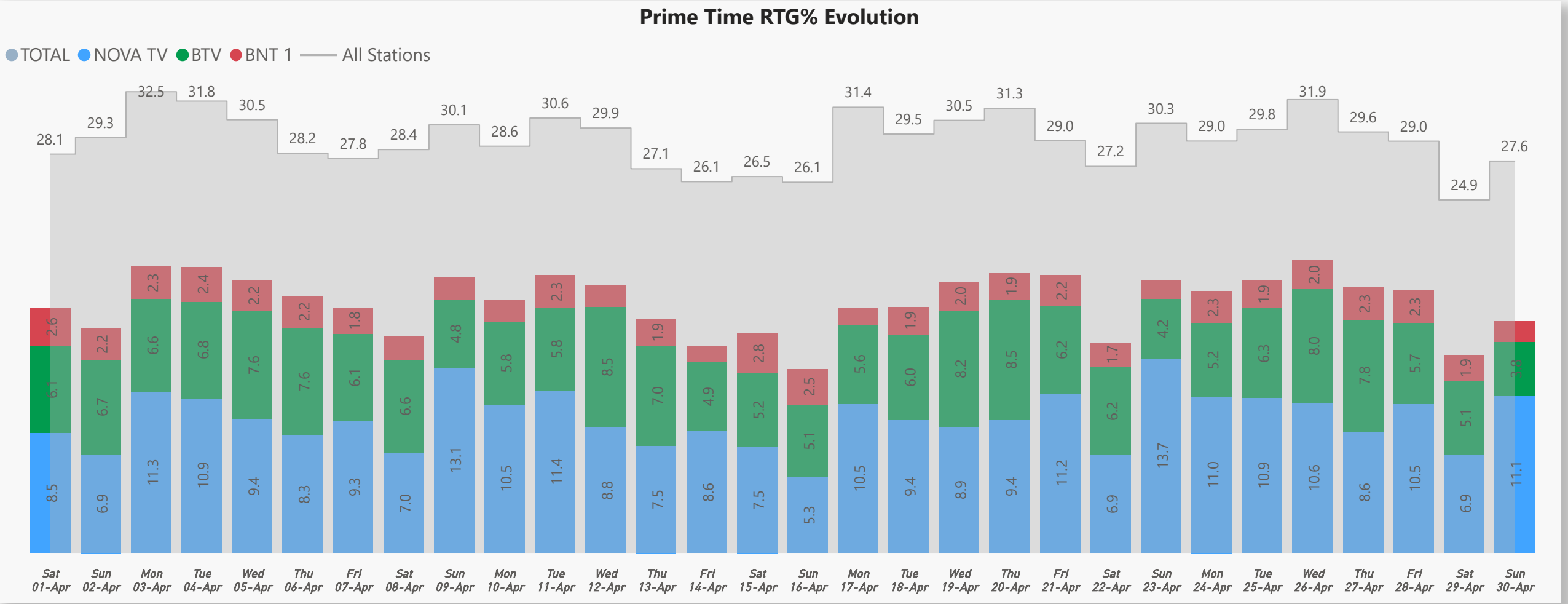
2023

Month

Apr

Target

A 18-49 (+G)



TRP30 EVOLUTION

Jan-Apr



Area

Vendor

Company, Brand

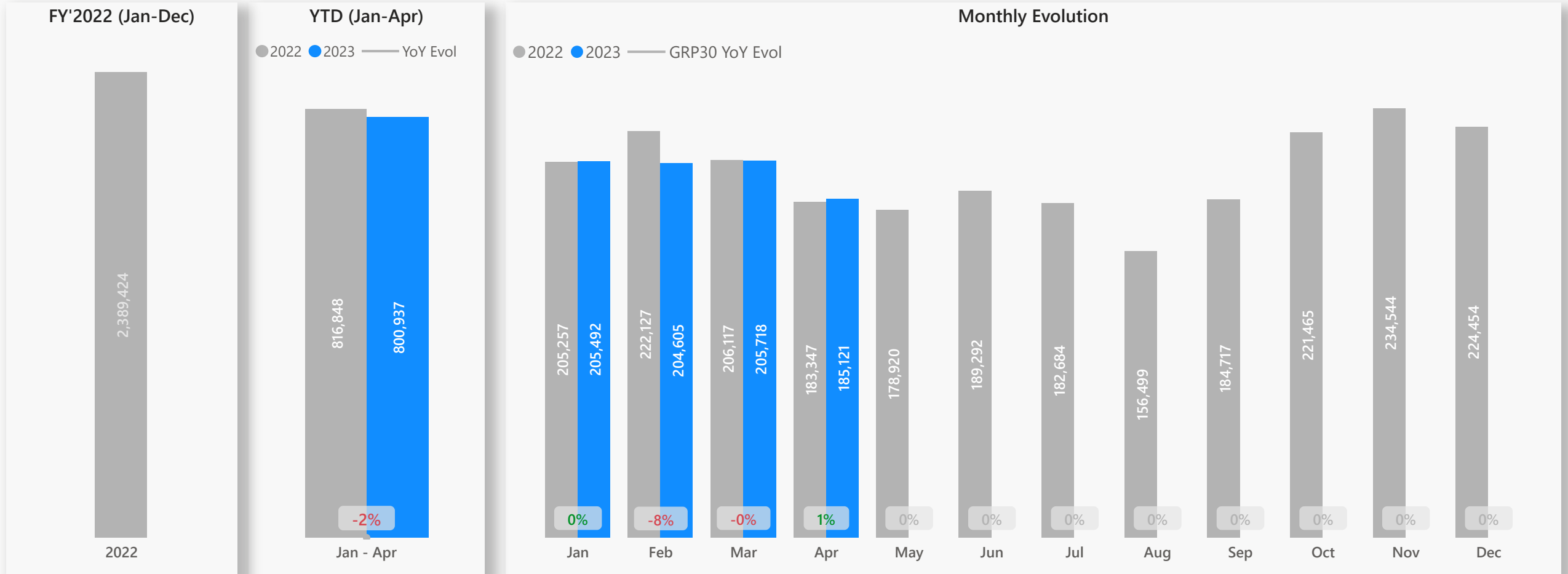
Target

All

All

All

A 18-49 (+G)



TOP INDUSTRIES & ADVERTISERS

Jan, Feb, Mar, Apr



Year

▼

All

▼

Month

▼

Multiple selections

▼

Area

▼

All

▼

Vendor

▼

All

▼

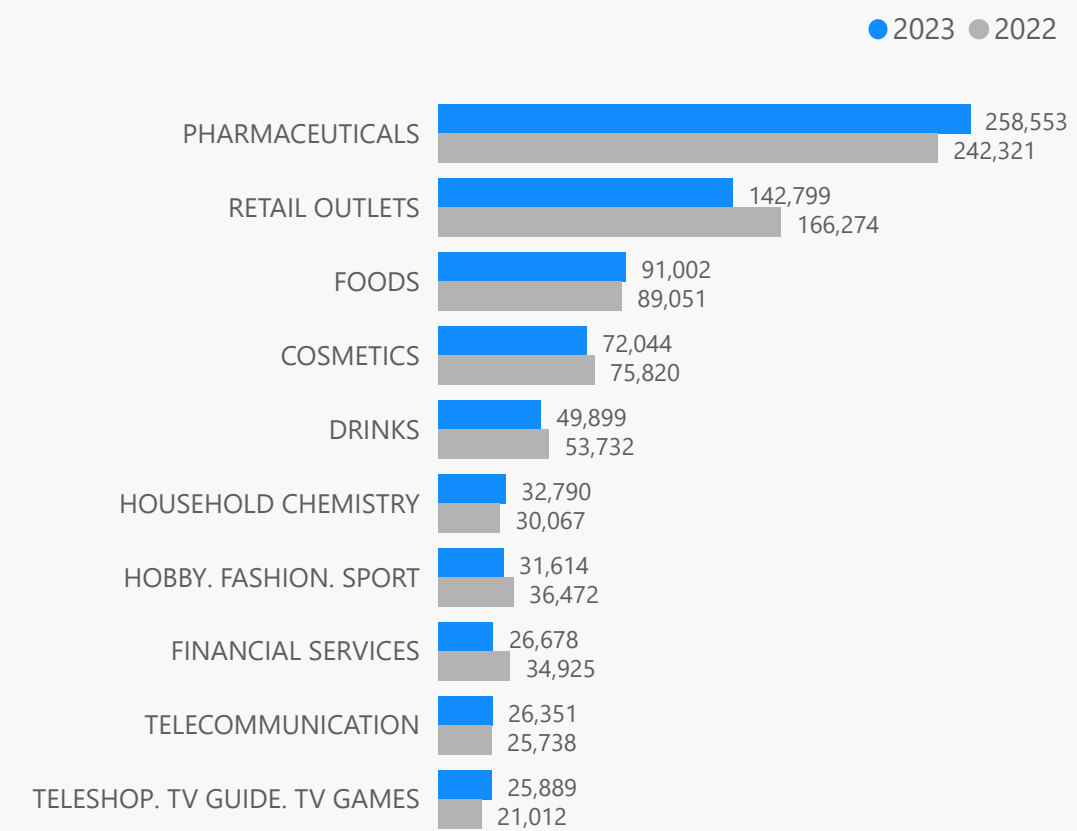
Target

▼

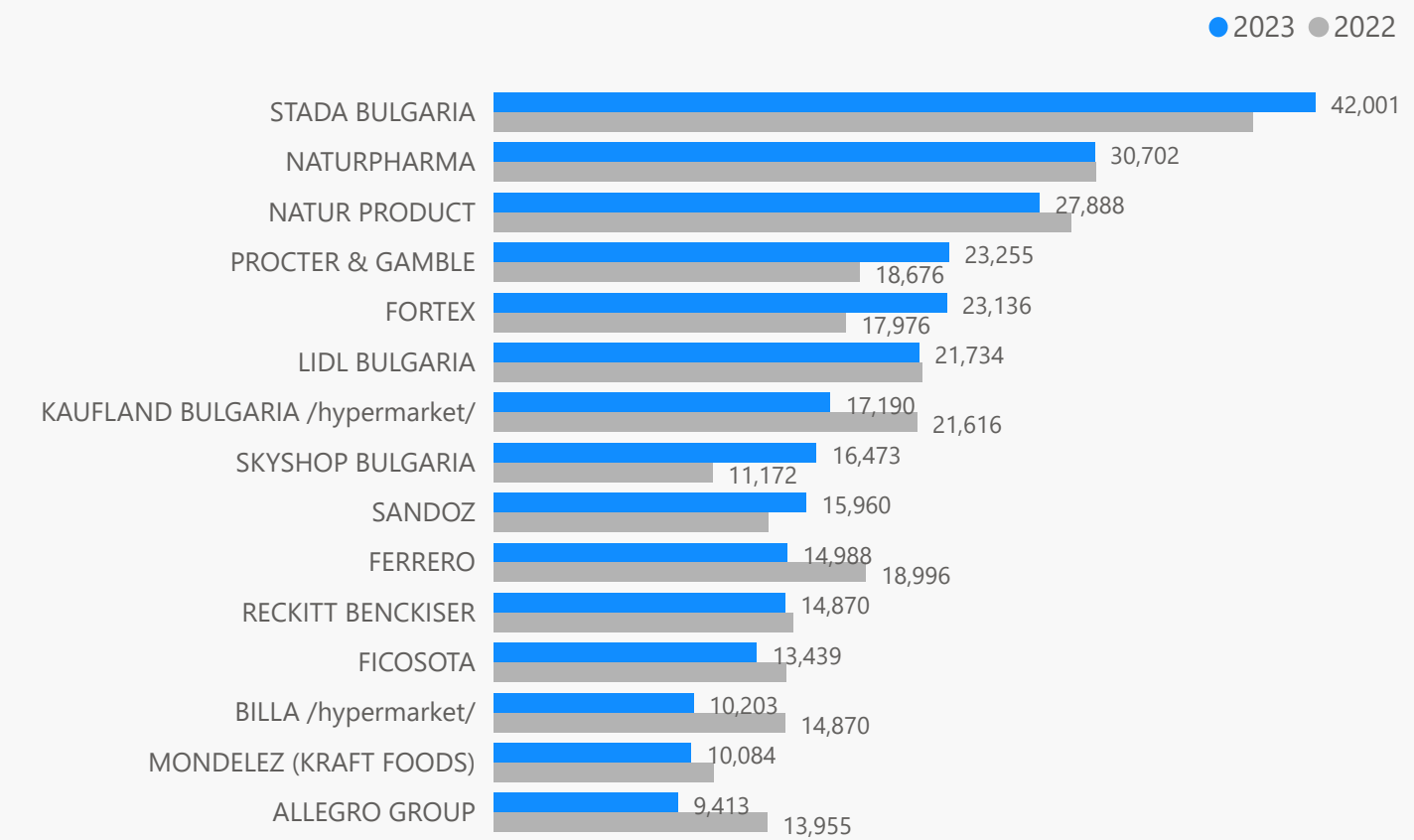
A 18-49 (+G)

▼

TOP INDUSTRIES*



TOP ADVERTISERS*



TV LOADING EVOLUTION

Jan-Apr

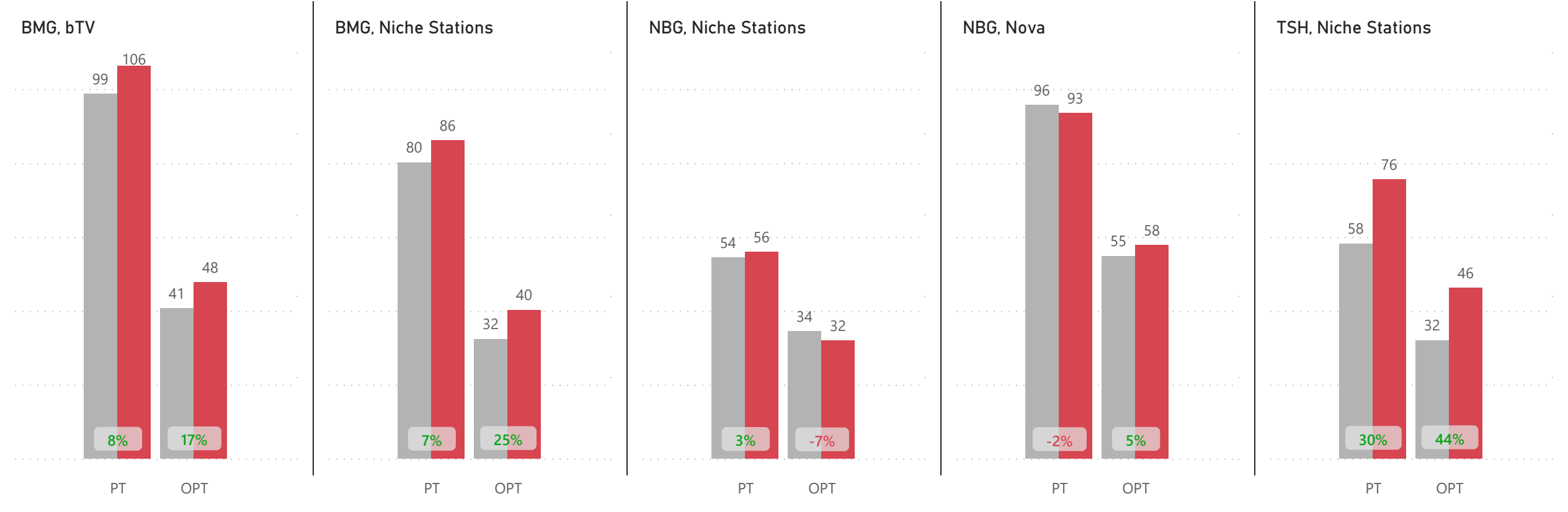


Vendor

- BMG
- BNT
- NBG
- Other
- TSH

TV Loading YTD (Jan-Apr)

● 2022 ● 2023 — YoY Evol



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



