



# TV REPORT

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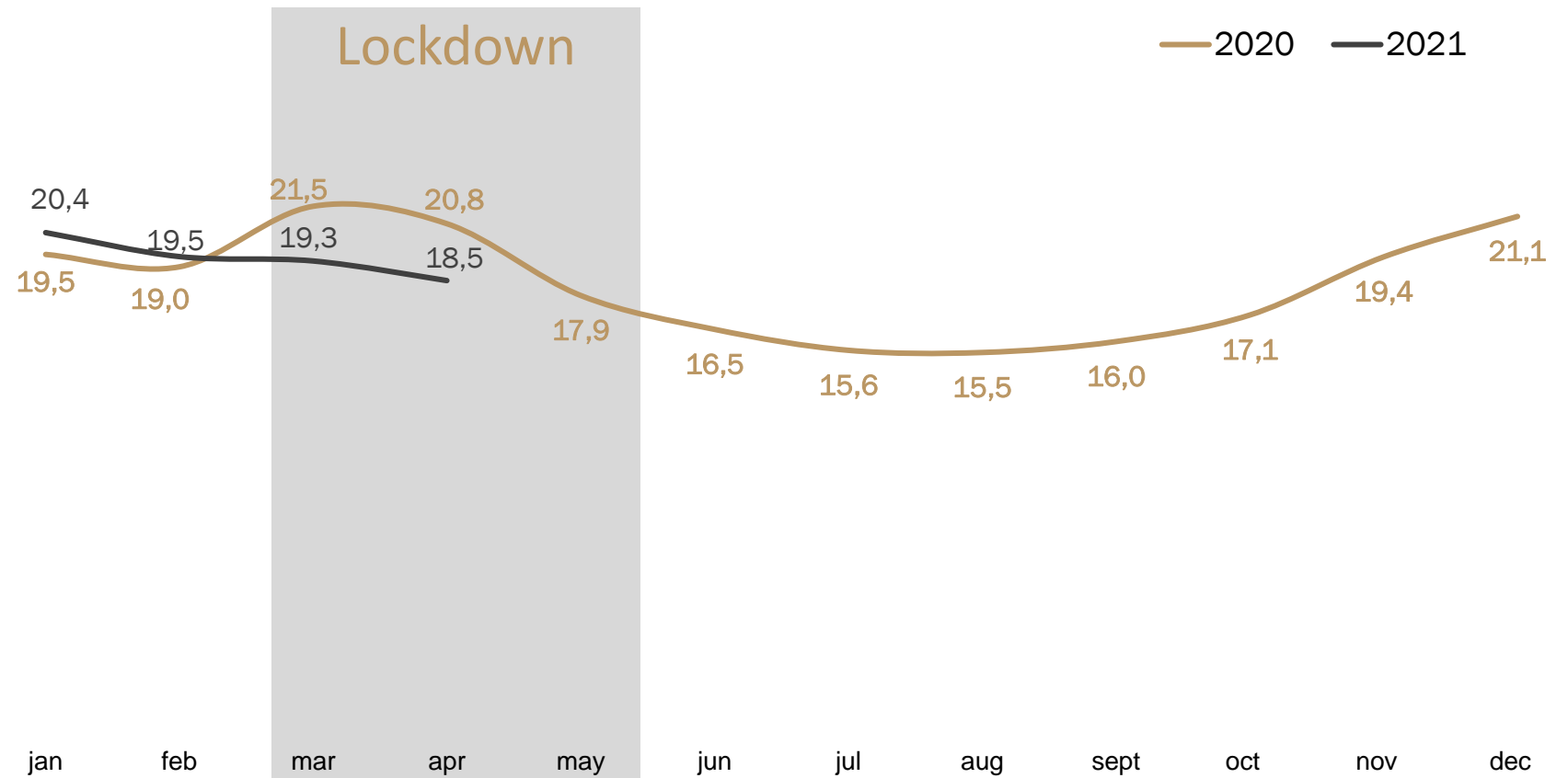
APRIL 2021

FOCUSED ON LATE NIGHT SHOWS



# TV VIEWERSHIP IS DECLINING FOLLOWING TYPICAL SEASONALITY PATTERN

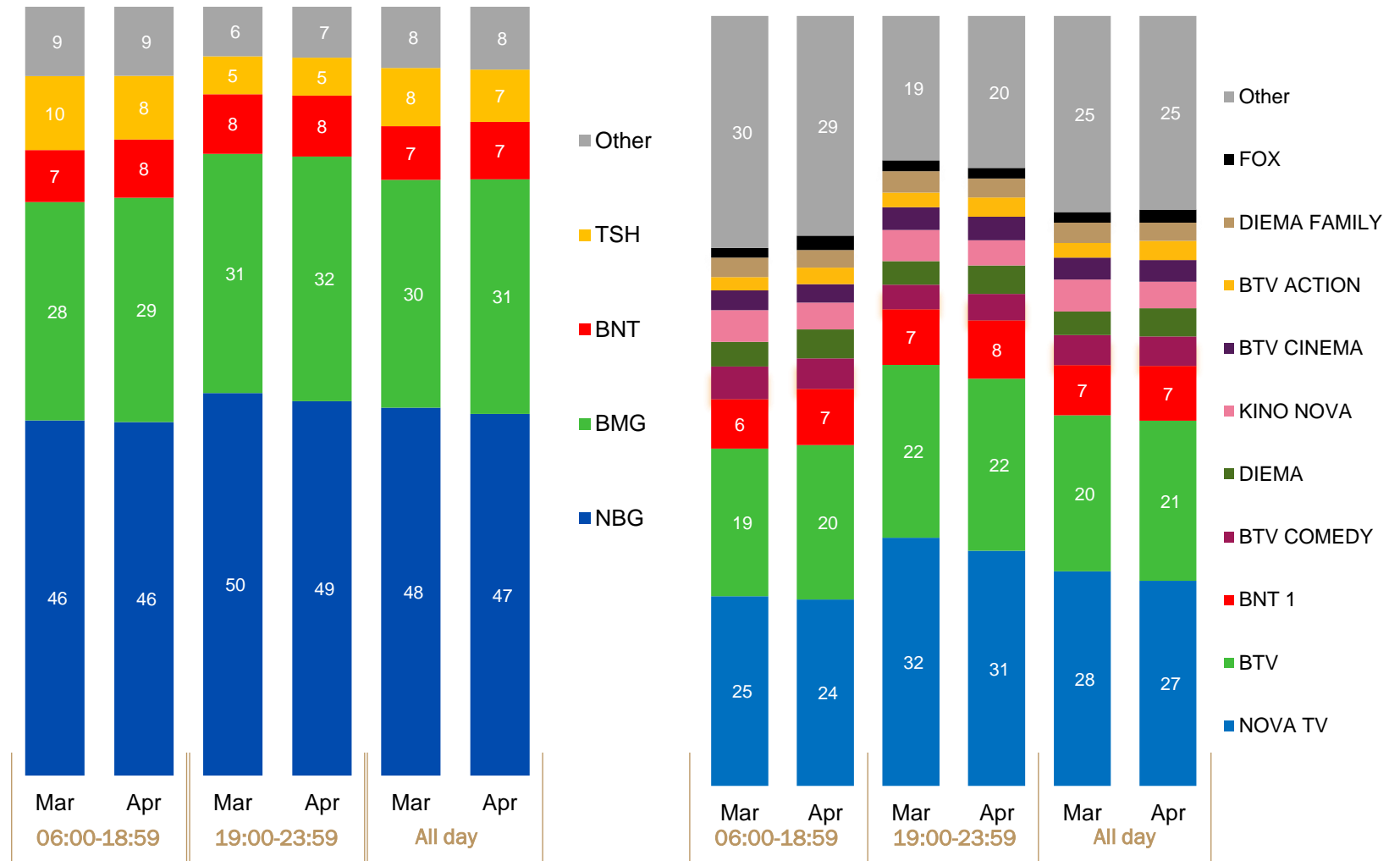
Last's year peak in March viewership was entirely driven by the pandemic and the 1<sup>st</sup> lock down. Therefore the overall ratings in March & April 2021 are 2pp lower than in 2020.



# AUDIENCE DISTRIBUTION REMAINED STABLE IN APRIL ACROSS TV GROUPS

No significant changes on channel basis as well. Nova sustained dominance followed by bTV & BNT1.

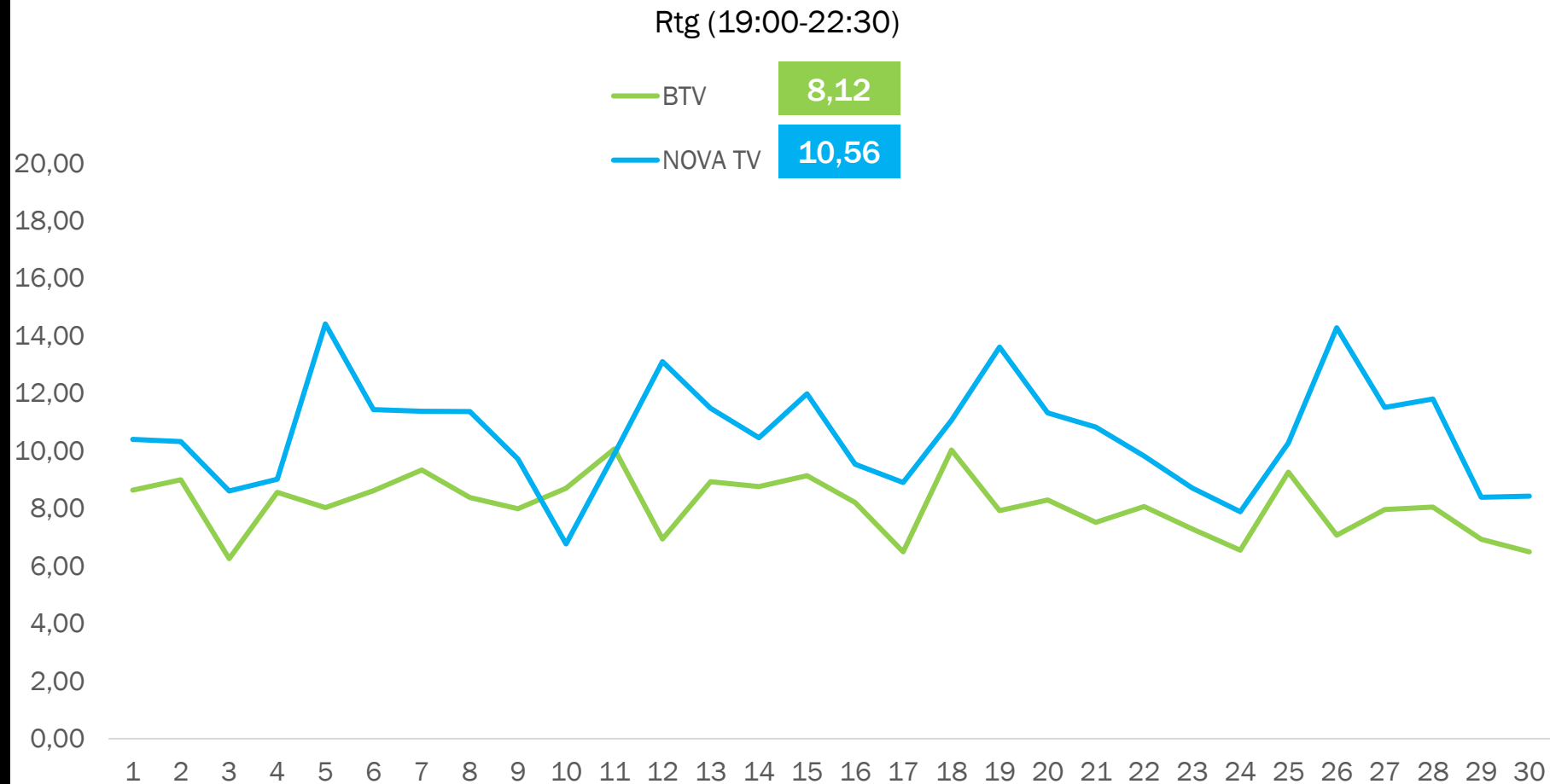
bTV Comedy reached top position among niche channels.



Source: GARB, A18-49

# NOVA KEEPS INCREASING THE LEAD REACHING 30% ADVANTAGE IN APRIL PT SLOT

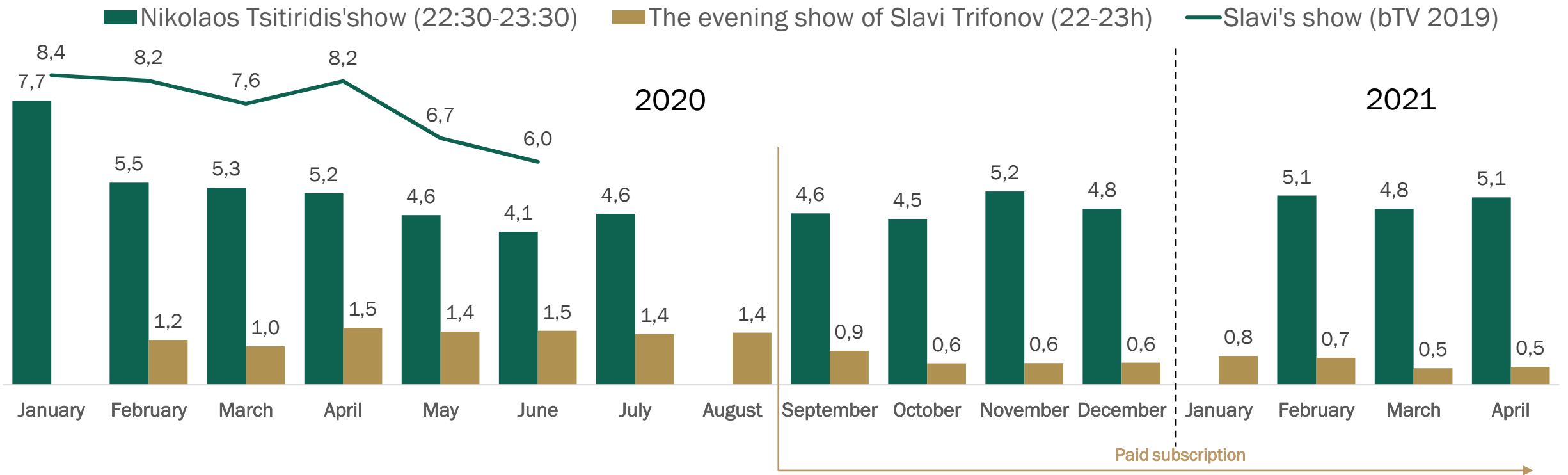
bTV could barely compete  
with Nova's figures.



Source: GARB, A18-49

# Tsitiridis' show sustained rather stable monthly audience, but cannot reach the audience of Slavi's show's on bTV

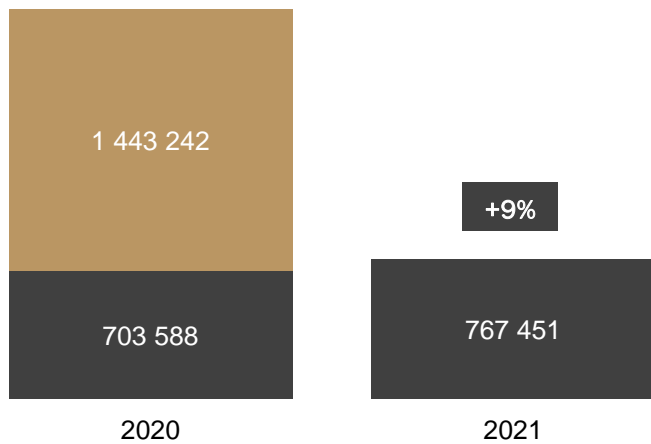
Slavi's show on 7/8TV suffered from the paid subscription & declined its monthly ratings twice



# TV MARKET WAS CLEARLY STRONGER IN APRIL 2021 THAN LAST APRIL WHICH WAS THE MIDDLE OF THE LOCKDOWN

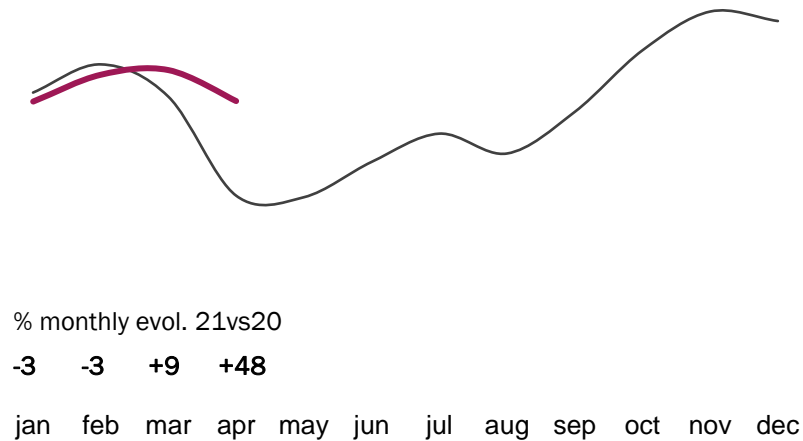
## TOTAL TRP30

■ YTD ■ Rest

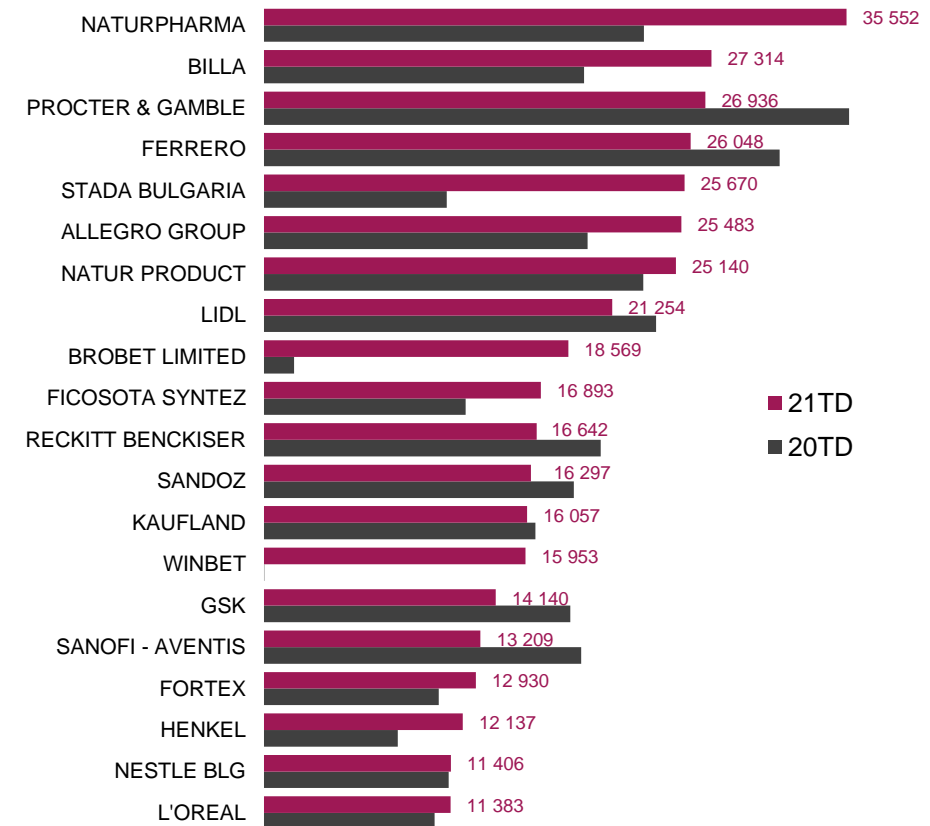


## SEASONALITY

— 2020 — 21TD

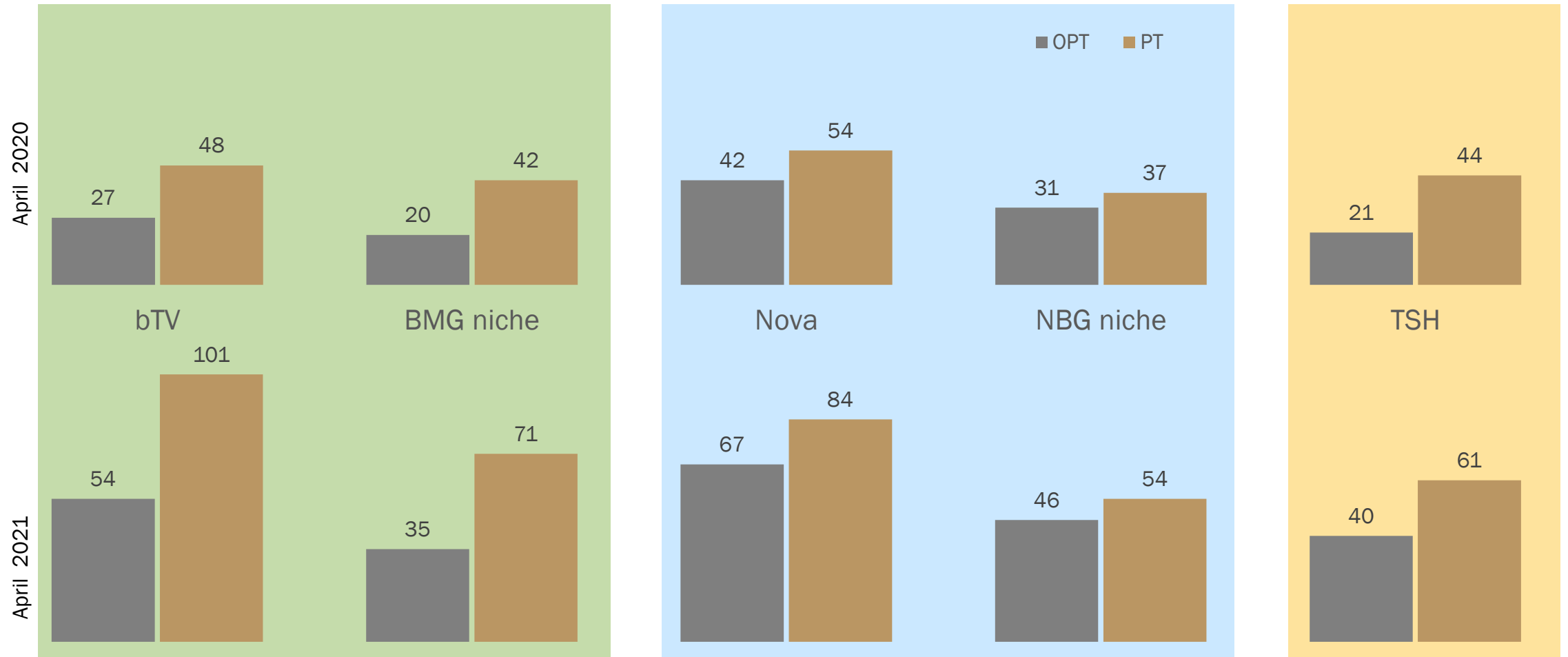


## TOP ADVERTISERS



# NOVA KEEPS SOME FREE INVNTORY WHILE BTV HAS REACHED FULL CAPACITY

Huge difference with 2020 figures entirely defined by the Lockdown



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



**THANK YOU!**

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