

GNORA offers comprehensive services in Corporate and Political Communication, Public Affairs and Publishing in Cyprus and Greece. As a specialised consultancy, it utilises the expert knowledge, extensive experience and networking of its executives to design, manage and protect the reputation of organisations and individuals in the private and public sector.

Over the last ten years, GNORA has succeeded in gaining the trust of top companies for the professionalism and the quality of services it offers. GNORA was awarded the InBusiness Award for the best medium-sized company in Cyprus in 2013. It is a member of the Fipra network (Finsbury International Policy & Regulatory Advisers – [www.fipra.com](http://www.fipra.com)), the biggest European network of organisations providing Public Affairs advice, as well as the European-wide network of communication consultancies EURAC SIS ([www.euracsis.eu](http://www.euracsis.eu)) covering the 28 Member States of the European Union.

# mediaGNOSIS

March-May 2016

The current report is prepared by the Business Intelligence Unit of GNORA Communication consultants and consists of the major findings of the monthly readership and viewership survey conducted by RAI and the monthly TeleBarometer by AGB Nielsen Media Research (Cyprus). Listenership ratings are based on the findings of a survey conducted by the University of Nicosia, IMR and Symmetron.



## Print press hits all-time low

**Newspapers:** Newspapers hit all time low in readership, while **Phileleftheros** maintains top spot.

**Portals:** Having overtaken print version, online news portals solidify their position as the source for current events.

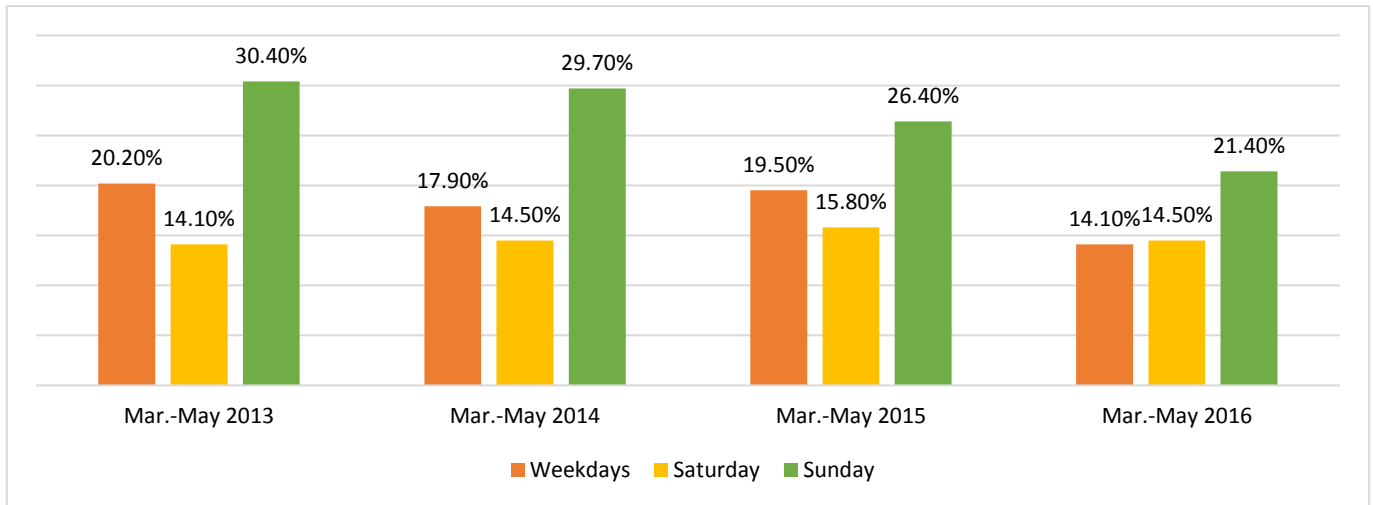
**Radio:** **CyBC 3** and **Radio Proto** continue to lead the top 10 audience ratings list.

**Magazines:** For the first time, recipe magazine loses first spot to lifestyle magazine **Madame Figaro** and **Time Out**.

**Television:** **ALPHA Cyprus** makes its debut on Cyprus TV, while **SIGMA** is now down to single digits and faces a crisis.



# Newspapers



Dropping to 14.1%, this is an all-time low for newspaper readership, reflecting the industry's shift to online media, which can deliver news much faster than their print counterparts. The drop in readership has been steady, with the exception of 2015 where there was a spike in weekday and Saturday edition readership. The decline also affects Saturday and Sunday editions, although the Sunday edition is still over 20%, largely due to the magazines and other extras newspaper give away on Sunday, in attempt to boost sales.

Mar.-May 2016	Weekdays 14.1%		Saturday 14.5%		Sunday 21.4%	
	%	Reader.	%	Reader.	%	Reader.
<b>Phileleftheros</b>	8.6	62433	19.8	143567	12.7	91764
<b>Politis</b>	3.9	28054	6.3	45469	5.4	39083
<b>Haravgi</b>	2.3	16509	3.8	27842	2.7	19931
<b>Simerini</b>	1.0	7053	2.4	17328	2.6	18775
<b>Alithia</b>	1.2	8994	1.7	12395	0.8	5997
<b>Sport Day</b>	0.8	5630	1.2	8931	0.6	4325
<b>Cyprus Mail*</b>	0.2	1603	0.2	1430	0.2	1430
<b>Kathimerini</b>	-	-	-	-	1.9	13888
<b>Machi</b>	-	-	-	-	0.1	714

\* Cyprus Mail readership doesn't include tourists and non-permanent residents

## WEBSITES / PORTALS

Mar.-May 2016	Weekdays 20.2%		Saturday 14.5%		Sunday 12.5%	
	%	reader.	%	Reader.	%	Reader.
<b>Philenews.com</b>	13.8	100113	10.1	73362	8.1	58516
<b>Politis-news.com</b>	5.6	40845	3.7	26639	3.7	26959
<b>Haravgi.com.cy</b>	1.2	8992	0.6	4228	0.7	5009
<b>Simerini.com.cy</b>	3.6	26230	2.6	19121	2.7	19430
<b>Alithia.com.cy</b>	0.4	2814	0.5	3665	0.3	2433
<b>Cyprus-mail.com</b>	0.2	1711	0.05	286	0.1	459
<b>Kathimerini.com</b>	2.7	19415	2.1	14940	2.4	17494

### General comment

The drop in print press readership is reflected in the rise of online media hits, with **Phileleftheros** news portal **philenews.com.cy** leading its competitors to the new age. Online media views drop over the weekend, as print press –which hosts in depth analysis of current events- takes over.

### Weekdays

As is the case with the print version, **Phileleftheros** leads the race in online media too. With more than double the number of the second-placed **Politis**, **Phileleftheros** dominates the online news market as it does with the print one.

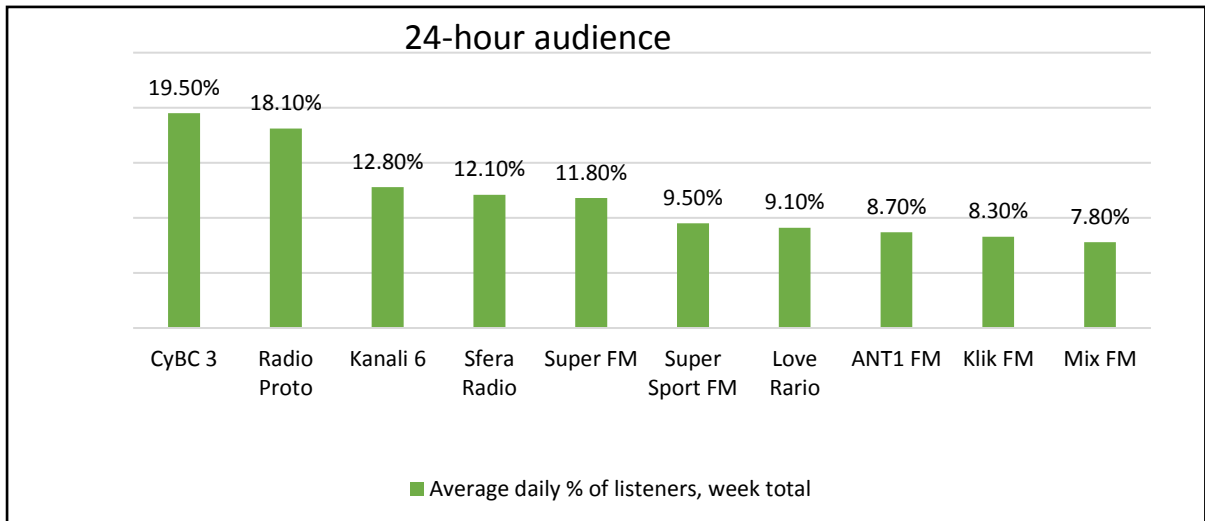
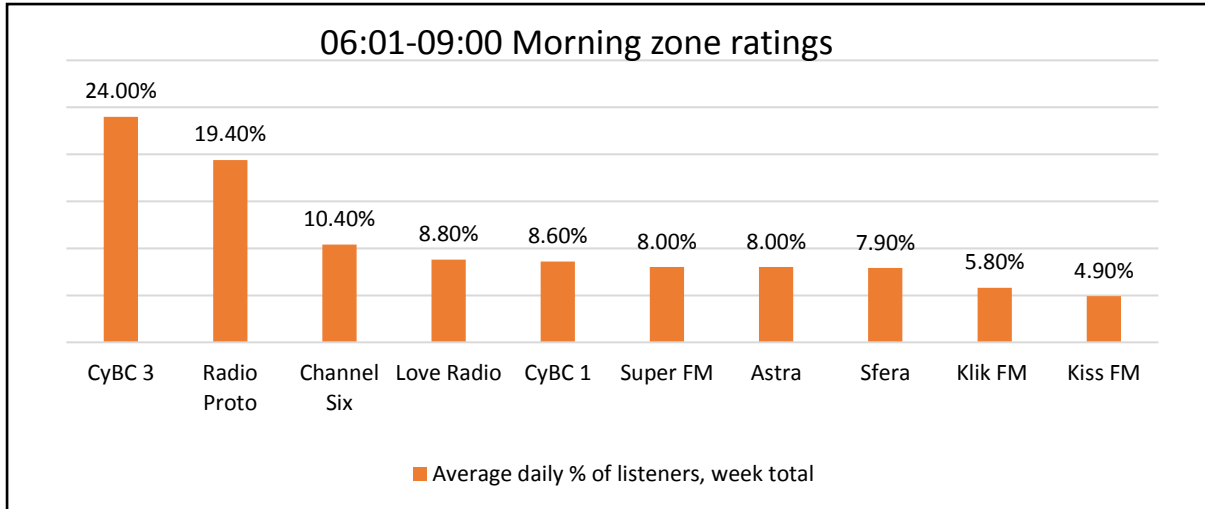
### Weekends

The print version holds its own on the weekend. In-depth reviews and analysis on major news stories, that aren't immediately made available online, push sales of the print version and drive down online traffic. It should be noted that **simerini.com.cy** and **haravi.com.cy** are not representative of the online presence of **Simerini** and **Haravgi**, as both are best expressed through **signalive.com.cy** and **dialogos.com.cy** news portals respectively, for which data was not made available.



# RADIO

December 7 – March 13, 2016 period



## Morning Zone

CyBC 3 and Radio Proto still hold the two top spots. Kiss FM pushes Super Sport FM off the top-ten list.

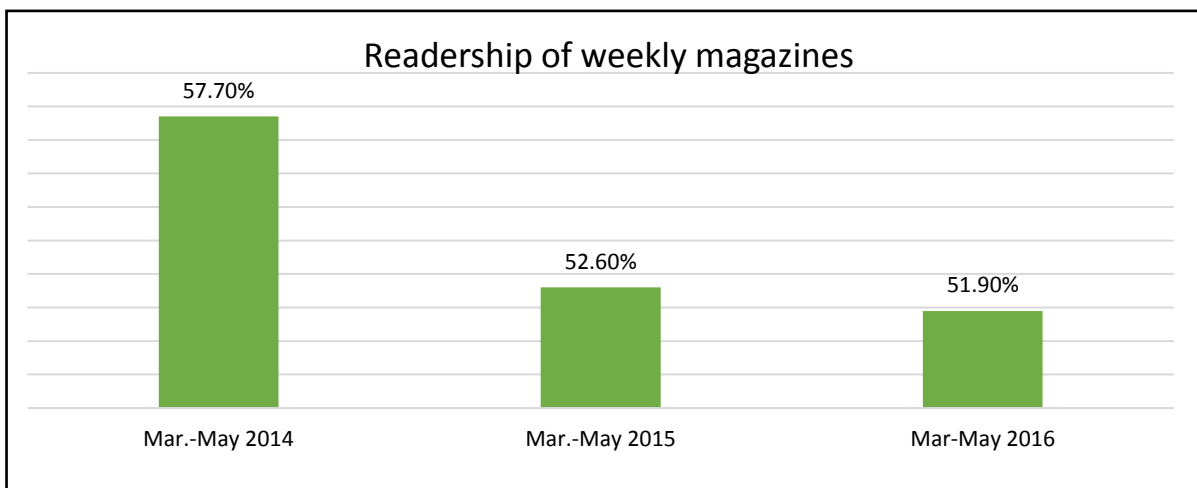
## 24hour audience

CyBC leads the 24 hour audience race, although Radio Proto follows closely behind.



# WEEKLY MAGAZINES

Readership	Mar.-May 2016 (%)		March 2016 (%)		April 2016 (%)		May 2016 (%)	
	51.9		50.2		52.2		51.8	
<b>TV Mania</b>	24.3	176063	21.8	158131	27.1	196740	21	152303
<b>Down Town</b>	20.4	147703	18	130355	18.8	136046	22.7	164803
<b>OK</b>	13.5	97929	12.6	91447	11.6	84446	13.1	94828
<b>Tile-Ores</b>	9.2	66657	6.1	44370	9.8	71021	8.4	61245
<b>Beaut. People</b>	6.8	49414	6	43412	8.2	59279	7.9	57213
<b>Cappuccino</b>	6.9	49982	5	36183	6.8	49401	7.9	56938
<b>HELLO</b>	13.4	97222	11.4	82480	13.1	94811	12.3	89216



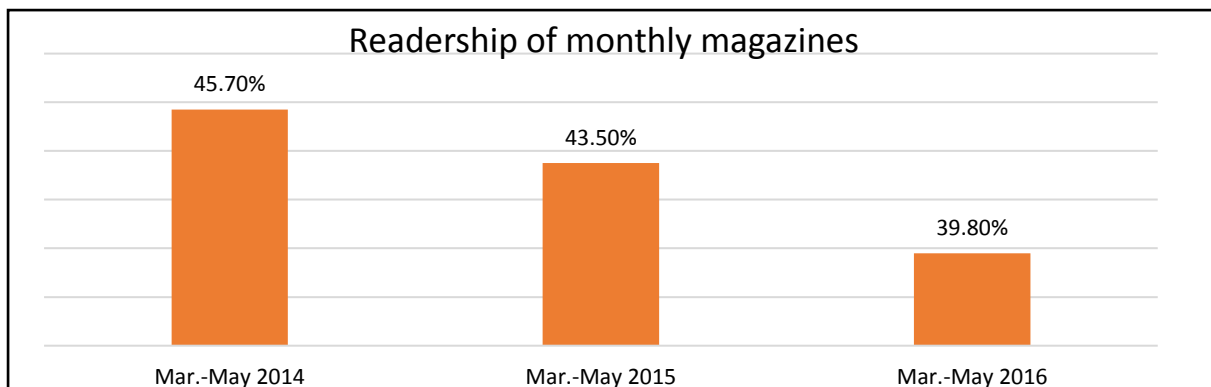
**Weekly magazines**

Although the drop in weekly magazine readership does not compare to that experienced by the print press, the industry's downward trend is also reflected here. Dropping from 57.7% to 51.9%, weekly magazines are struggling to keep readership up.

**TV Mania** retains the first spot with an average readership of 24.3% with only **Down Town** following at 20.4% and **HELLO** at 13.4%.

# MONTHLY MAGAZINES

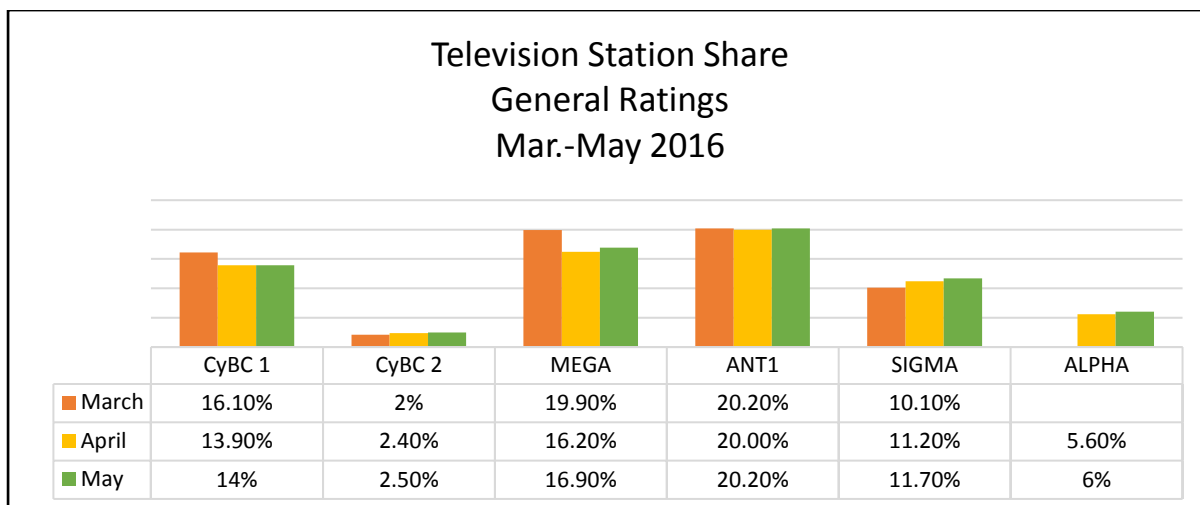
Readership (Top 10)	Mar.-May 2016		March		April		May	
	(%)		(%)		(%)		(%)	
	39.8		37.3		40.6		40.4	
<b>Chries Syntages</b>	8.8	63799	5.9	42622	9	64897	10.2	74157
<b>Madame Figaro</b>	10.9	78861	7.6	54908	11.3	81574	13.2	95438
<b>Time-Out</b>	9.8	70952	12.7	91846	9.2	66864	10.9	78762
<b>Cosmopolitan</b>	5.5	39600	5.6	40716	4.9	35569	6.6	47969
<b>Omikron</b>	4.3	31454	4.3	31227	3.8	27852	6.2	44619
<b>LIFE</b>	3.6	25863	3.3	24094	3.5	25711	4.7	33746
<b>Taste</b>	3.1	22357	3.3	23833	3	21745	2.9	20675
<b>InBusiness</b>	5	35821	3.3	24188	5.3	38578	6.2	44698
<b>Must</b>	1.6	11457	2.6	18632	1.7	12454	2	14410
<b>Glikes Alchimies</b>	5.6	40425	5.8	41396	4.7	34219	6.2	44984



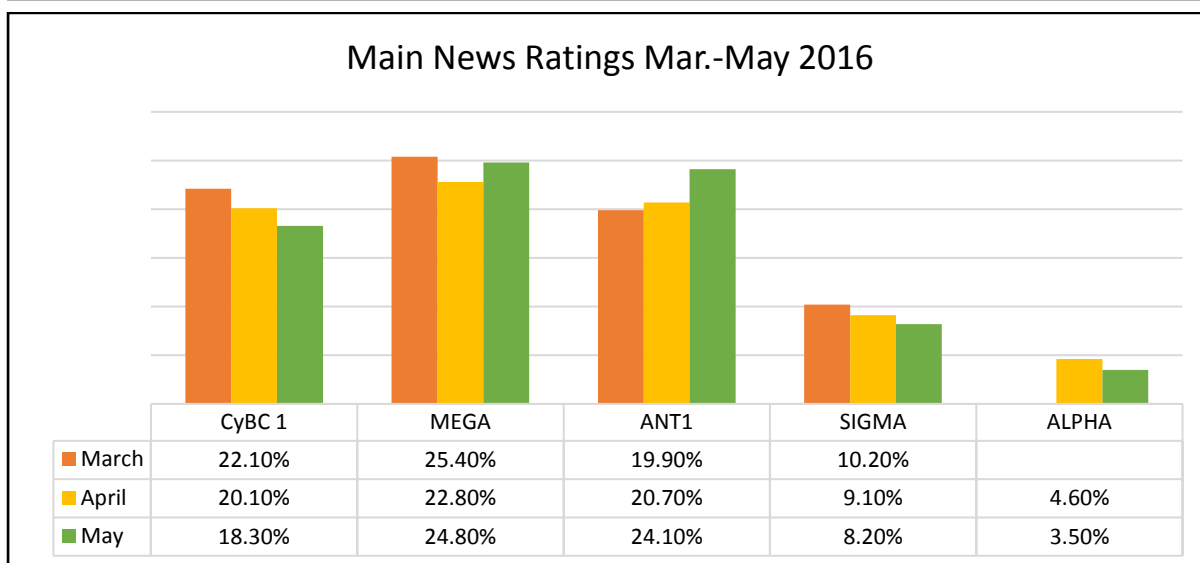
Following the trend of the weekly magazines, monthly ones follow the drop in readership. What is noteworthy this quarter is that for the first time recipe magazine **Chries Sintages** isn't in the number one spot in readership, having been overtaken by lifestyle magazines **Madame Figaro** and **Time Out**. This is a first for **Chries Sintages**, that up to last year enjoyed a comfortable margin of at least 5% over its competitors. The main reason for this drop appears to be the other recipe magazine **Glikes Alchimies** (5.6%) that was only launched this year.



# TELEVISION



**ANT1** solidifies its dominance in general ratings with **MEGA** only able to keep up in March and then slip back. Holding steadily over 20%, **ANT1** is looking optimistically to the future, something that can't be said for once powerhouse **SIGMA** which is now comes in 4<sup>th</sup>, ahead of CyBC 2 and newcomer ALPHA Cyprus.



**SIGMA**'s downward trend is also mirrored in the main news ratings, where the TV station goes into the single digits for the first time, only slightly ahead of newcomer **ALPHA TV Cyprus**. **MEGA TV** tops the main news ratings, followed closely by **ANT1 TV**.