

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), 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) covering the 28 Member States of the European Union.

mediaGNOSIS

August – October 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.



Newspapers bouncing back, magazines still struggling

Newspapers: Readership continues to climb, albeit slightly (**1%**), raising hopes for print media for the first time in years.

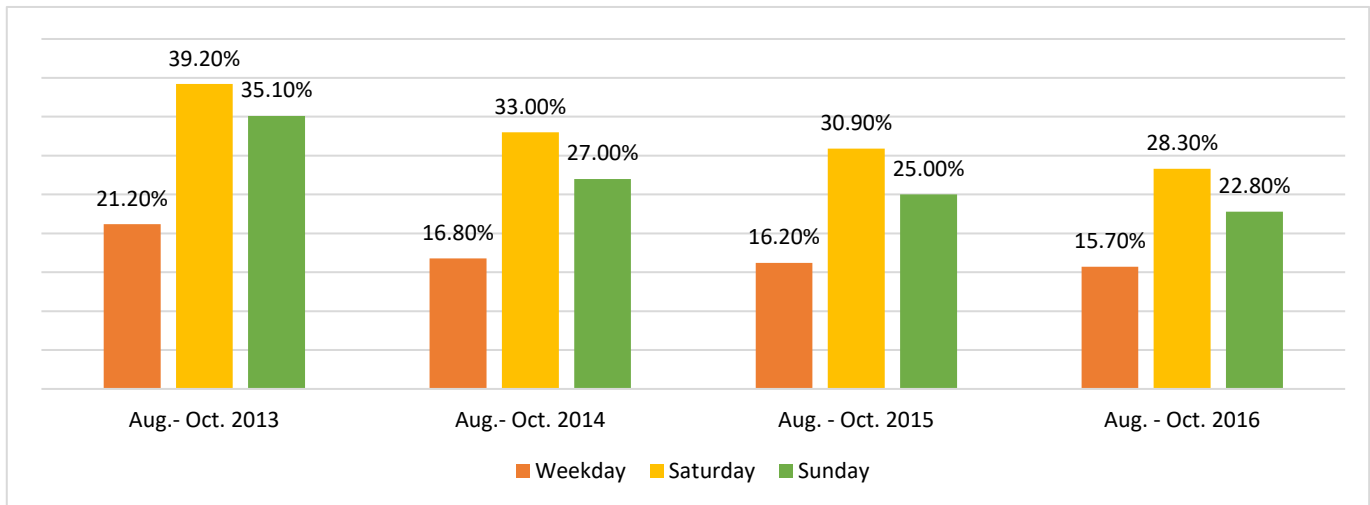
Websites: Websites slightly down, with philenews.com leading

Radio: No surprises here, as **CyBC 3** and **Radio Proto** continue to lead the top 10 audience ratings list.

Magazines: Not a good quarter for magazines, as readership decline continues, despite a bump in August.

Television: **SIGMA TV's** slump comes to an end, with ratings going back to the double digits. **ALPHA TV** still rising steadily.

Newspapers



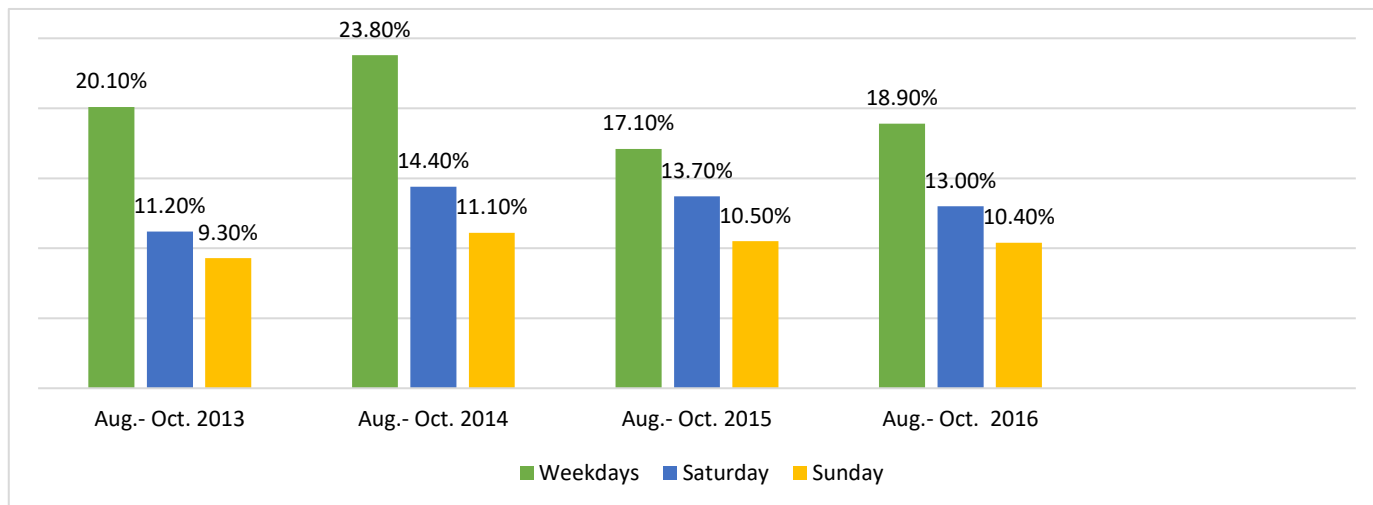
The gradual, slight rise in newspaper readership continued for another quarter. After the **0.6** rise of the previous quarter, the August – October period sees a further increase on weekdays, from **14.7%** to **15.7%**. While readership is still at its lowest point compared to previous years (down by **5.4** compared to **2013**), the continuous rise indicates that the print media are in a recovery period. Newspaper readership has risen across the board, with Saturday and Sunday editions also going up, by **0.1** points. **Phileleftheros** remains the number one newspaper in readership, with **Politis** coming second and **Haravgi** coming in third.

Aug. – Oct. 2016	Weekdays 15.7%		Saturday 28.3%		Sunday 22.8%	
	%	Reader.	%	Reader.	%	Reader.
Phileleftheros	9.4	68085	20.5	147330	16.2	117347
Politis	4.1	29409	6.9	50247	3.4	24893
Haravgi	2.9	21127	2.9	21164	2.5	17996
Simerini	1.7	12464	1.8	13386	2.8	20326
Alithia	0.8	5535	1	7430	1	7479
Sport Day	0.5	3349	0.6	4008	0.6	4400
Cyprus Mail*	0.1	544	0.2	1219	0.2	1216
Kathimerini	-	-	-	-	1.7	12351
Machi	-	-	-	-	0.3	1216

*Η αναγνωσιμότητα τη Cyprus Mail δεν περιλαμβάνει μη μόνιμους κατοίκους Κύπρου και τουρίστες



WEBSITES / PORTALS



Breaking the trend dictating that online media traffic increases, while print media drops, this semester saw a steep, **5.4** drop compared to the last quarter (from **24.3%** to **18.9%**) for weekdays, and a **4.8** and **3.8** drop for Saturdays and Sundays respectively. It should be noted that one of the largest online news portals, **Signalive.com** doesn't provide traffic data. **Philenews.com** is once more ahead of the pack, leading the second news porta **politis-news** with 8 points.

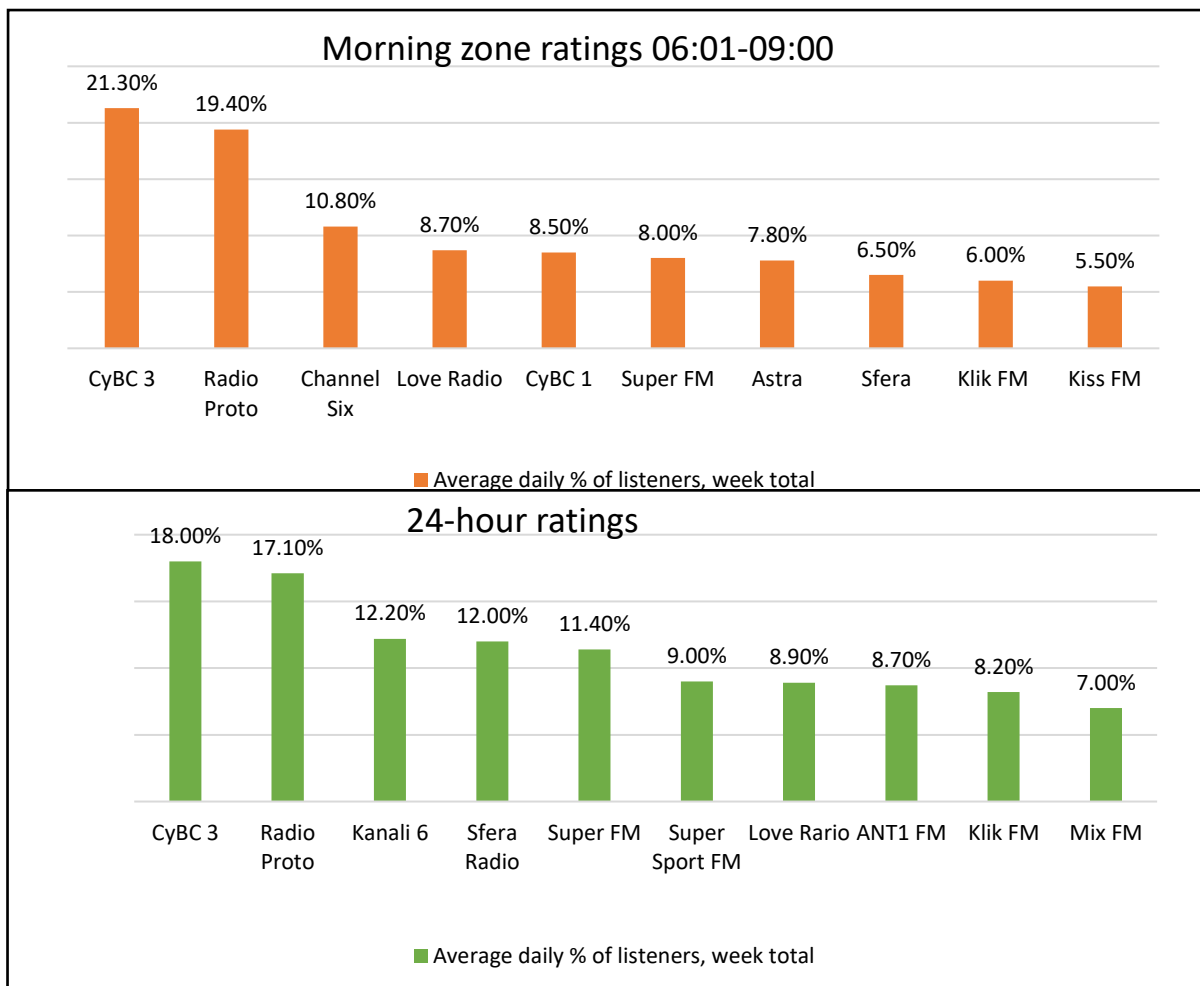
Aug. – Oct. 2016	Weekdays 18.9%		Saturdays 17.8%		Sundays 14.2%	
	%	avayv.	%	avayv.	%	avayv.
Philenews.com	13.1	94697	9	65078	7.1	51271
Politis-news.com	5.1	37264	3	22054	2.3	16615
Haravgi.com.cy*	0.9	6408	0.9	6198	0.8	6709
Simerini.com.cy*	2.6	19142	1.9	13637	1.6	11875
Alithia.com.cy	0.3	2404	0.2	1237	0.1	1028
Cyprus-mail.com	0.3	2178	0.7	4774	0.3	1867
kathmerini.com.cy	2.3	16534	1.5	10612	1.9	14068

*Traffic volume for Simerini and Haravgi newspapers is not expressed through their respective websites but rather through news portals signalive.com and dialogos.com. No figures have been made available for those portals



Radio

Period: 09 August – 07 October 2016



Morning zone

The radio field remains largely unchanged, with station ranking remain the same. **CyBC 3** continues to lead in ratings in the morning zone, followed once more by **Radio Proto**.

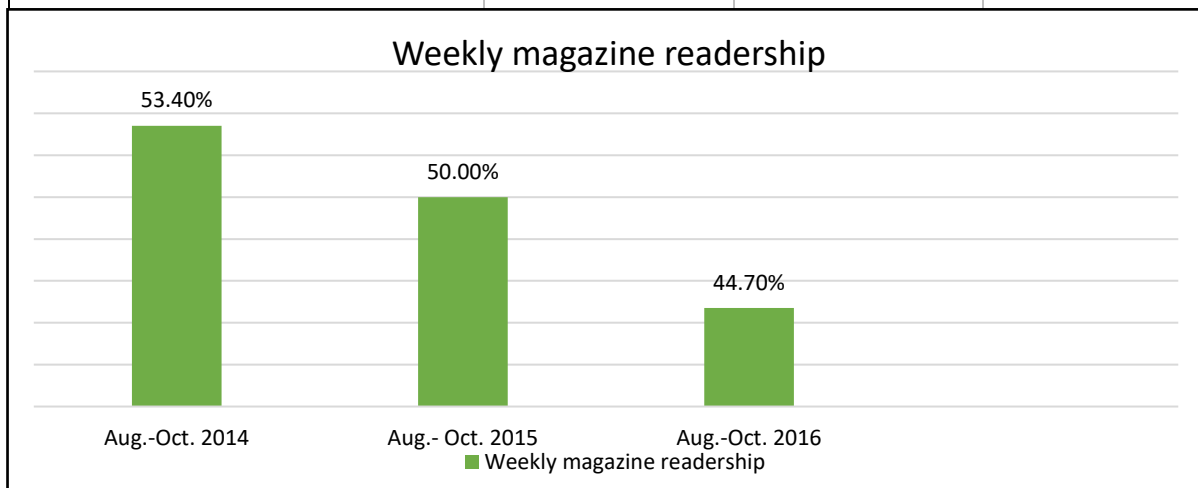
24-hour

Both **CyBC 3** and **Radio Proto** lead the ratings in the 24 hour, with **Kanali 6** following in 3rd place.



WEEKLY MAGAZINES

Readership	Aug.-Oct. 2016 (%)		August 2016 (%)		September 2016 (%)		October 2016 (%)	
	44.7		44.8		49.2		40.8	
TV Mania	21.1	152942	19	138716	24.8	179913	20.4	147641
Down Town	19	137622	19.1	137622	20.2	146303	20.2	146582
OK	12.4	89647	12.4	89647	14.8	106973	13.8	99773
Τηλε-Ώρες	6.8	49510	6.8	49394	6.9	49799	6.4	46582
Beaut. People	6	43352	6.1	44144	7	50834	5.2	37398
Cappuccino	5.8	41990	7.1	51112	7.4	53821	4.8	35902
HELLO	16.4	119251	18.4	133552	15.8	114903	17.2	124436

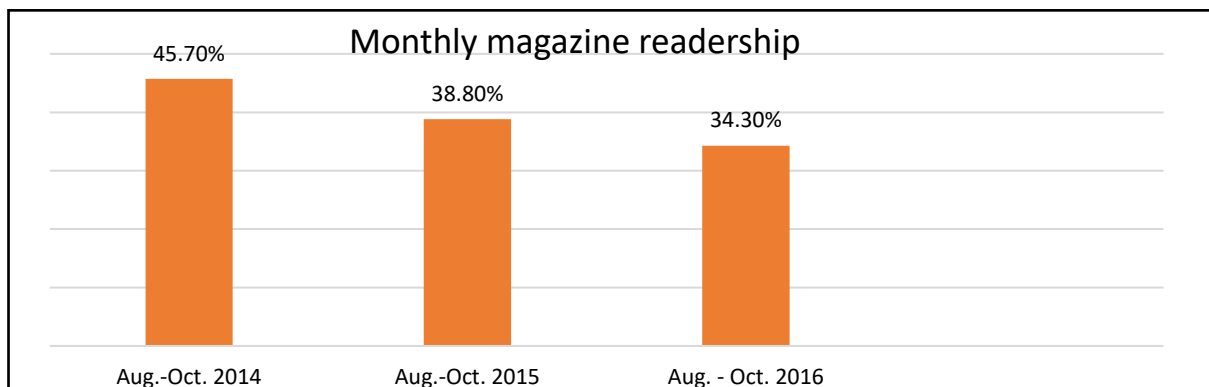


Weekly magazines

A steep **6** point drop from the last quarter, clearly shows that the magazine industry is still struggling to find a footing. Readership is now down to **44.7%** from **53.4%** two years ago. The drop can in part be attributed to August being a “graveyard” month for TV, driving sales of weekly TV-related magazines down. The drop affected **TV Mania** most of all, since dropped from the number 1 spot in readership for the first time.

Monthly Magazines

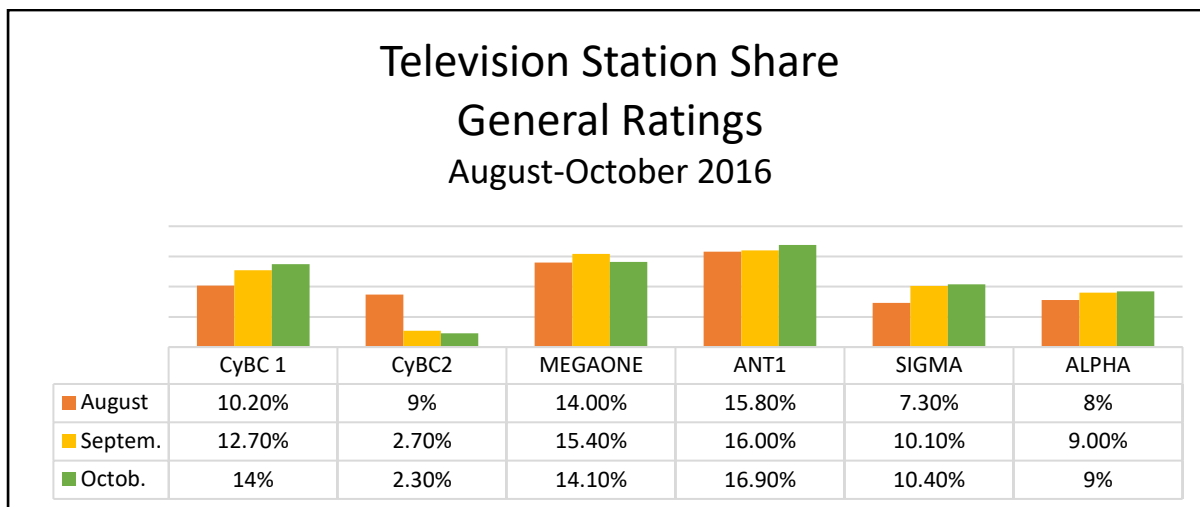
Readership (Top 10)	Aug.-Oct 2016		August		September		October	
	(%)		(%)		(%)		(%)	
	34.3		37		32.7		32.8	
Chries Sintages	10.4	75704	14.4	104146	9.1	65936	9.6	69594
Madame Figaro	7	50611	6.9	50119	7.8	56508	5.5	40022
Time-Out	8.4	60771	9.1	65663	6.8	49291	9.1	65622
Sintheseis	2.3	16861	3.6	26374	2	14735	2	14506
Omikron	3.9	28397	4.5	32594	6.4	46584	2.2	16228
LIFE	3.4	24529	3.3	24252	2	14526	4.2	30798
Taste	4.9	35643	6.9	49937	2.9	21172	5.7	41585
InBusiness	3.7	26741	2	14593	3.1	22418	5	36442
Must	1.7	15143	2	14410	3.1	22295	1.5	10599
Glikes Alhimies	6.5	47014	11.2	80900	4.5	32353	5.5	40158



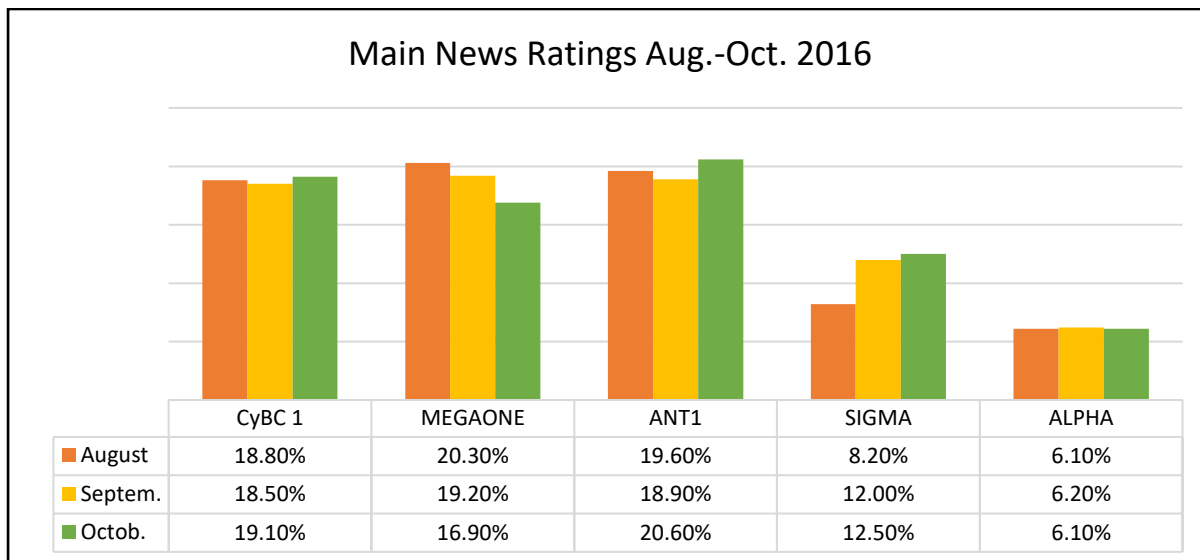
Monthly magazines might follow the general magazine industry trend – readership decline – but for this quarter at least they are saved by excellent sales in August. Vacationers and beach goers drove sales up, with readership scaling to **37%**, the highest point for the whole year. Despite the one month excellent performance, readership is still dropping, with **34.3%** being very far from the **45.7%** reported two years ago. Readership also dropped compared to the last quarter, when the average was **41.3%**.



Television



As it was expected, TV station ratings took a hit over the summer. **ANT1** still leads the race although **MEGAONE** follows closely, with less than **1%** separating the two. **SIGMA TV** continues to drop, although that trend was came to an end when the new season kicked in, in September, since the station finally got back to double digits. **ALPHA TV** is also nearing double digits, with viewership rising slowly but steadily since April when it first started to broadcast.



SIGMA TV's comeback is better mirrored in news show ratings, where it not only got back to double digits, but a sharp **4** point rise means that is now closely trailing the ratings board leaders, **ANT1 TV** and **MEGAONE**. **CyBC1** is also in the top bracket, with rating rising to almost **20%**.