

mediaGNOSIS

April - June 2017

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.

GNORA offers comprehensive services in Corporate and Political Communication, Public Affairs and Publishing in Cyprus and Greece. It is a specialised consultancy company, which relies on the expertise, experience and networking of its staff to manage and protect the reputation of private and public organisations and individuals.

Since its establishment in 2003, GNORA has managed to win the trust of the largest Cypriot companies, of foreign companies operating in Cyprus, as well as of leading political figures and international businessmen included in the Forbes list.

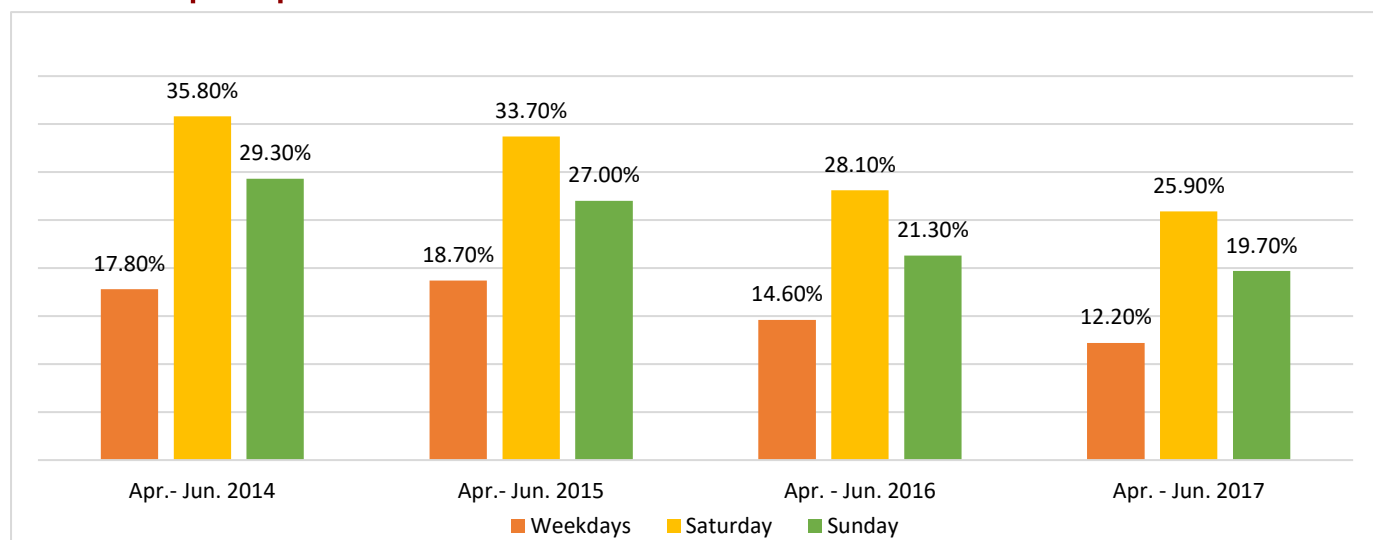
GNORA was declared national champion for Cyprus by the European Business Awards (EBA) 2016/17 in the customer focus category and was awarded the InBusiness Award for the best small and medium sized company in Cyprus in 2013. It is a member of the Fipra network (Finsbury International Policy & Regulatory Advisers – www.fipra.com) the largest European network of public affairs consultancy companies, and has a strategic cooperation on political communication with the Israeli company SHAVIV Strategy and Campaigns – www.strategyandcampaigns.com.



Sigma TV tops the ratings list

- Newspapers:** Daily **Simerini** goes weekly while newspaper readership continues to drop.
- Portals:** News portals show a drop in volume traffic over the weekend while rising on weekdays.
- Radio:** **CyBC 3** and **Radio Proto** still at the top of the ratings list.
- Magazines:** While weekly magazines continue to slide in readership, the start of the summer season gives a boost to monthly magazine readership.
- Television:** **Sigma TV** continues to soar in general ratings, even rising to the number one spot. The station more than tripled its ratings compared to last year.

Newspapers

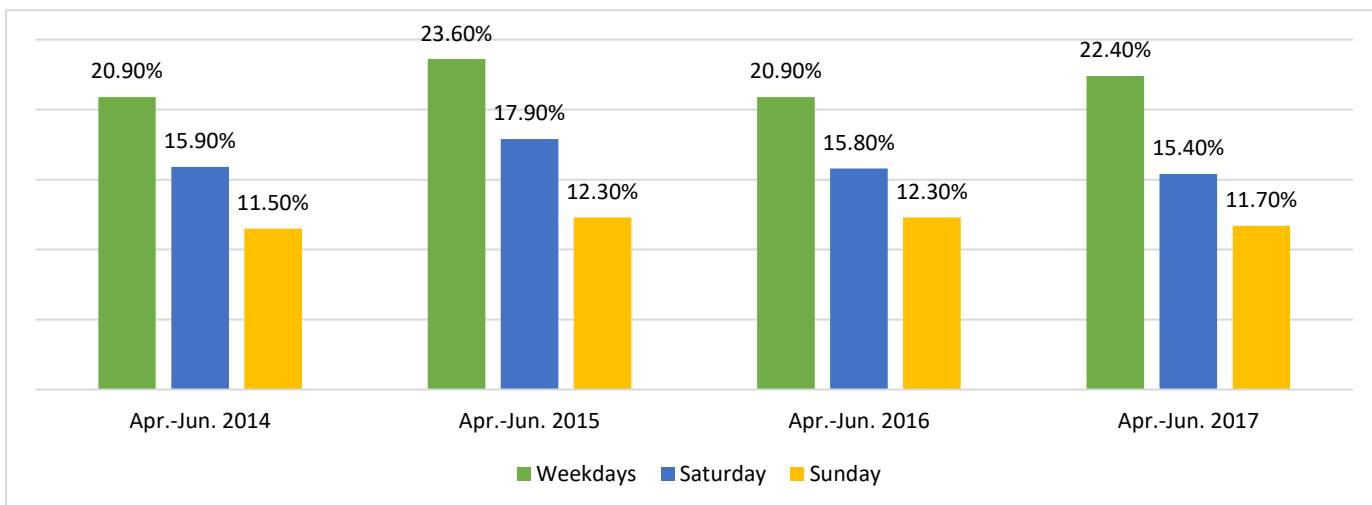


A major shift took place this quarter, as daily **Simerini** went weekly, distributed every Sunday. The change appears to have benefited the newspaper, as its Sunday readership went up by **0.6 percentage points (4.2%** compared to **3.6%** in the previous quarter). Safer conclusions can be drawn next quarter. Readership in general continues to drop, compared to the previous quarter, (**0.3 pp** on weekdays, **1.9 pp** on Saturday) although Sunday readership has marginally gone up by **01 pp. (19.7% to 19.6%)**. The drop in readership is more evident when compared to the same quarter last year. **Phileleftheros** is still the top newspaper in readership (**7.6%** on weekdays), followed by **Politis (2.9%)** and **Haravgi (2.4%)**. **Phileleftheros'** high point is Saturday, when its readership approaches almost **20%** of the total.

Apr.-Jun. 2017	Weekdays 12.2%		Saturday 25.9%		Sunday 19.7%	
	%	read.	%	read.	%	read.
Phileleftheros	7.6	55,229	19.9	144,250	10.8	78,292
Politis	2.9	21,164	4.4	31,961	3.6	26,224
Haravgi	2.4	17,288	2.8	19,944	2.6	18,751
Simerini	1.5	10,591	2.5	17,772	4.2	30,723
Alithia	1.1	7,815	1.2	8,664	0.9	6,332
Sport Day	1.2	8,672	0.8	5,953	0.7	4,721
Cyprus Mail*	0.1	385	0.1	658	0.2	1,147
Kathimerini	-	-	-	-	1.9	13,501
Machi	-	-	-	-	-	237

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

Websites



News websites showed a drop in volume traffic by **3.6 percentage points** on Saturdays for this quarter, compared to the previous one. There was also a drop on Sundays (**2.1 pp**, from **13.8%** to **11.7%**). Volume traffic showed an increase on weekdays by **0.5 pp** compared to the last quarter. **Philenews.com** is still the number one website when it comes to volume traffic, with **politis-news.com** in second place.

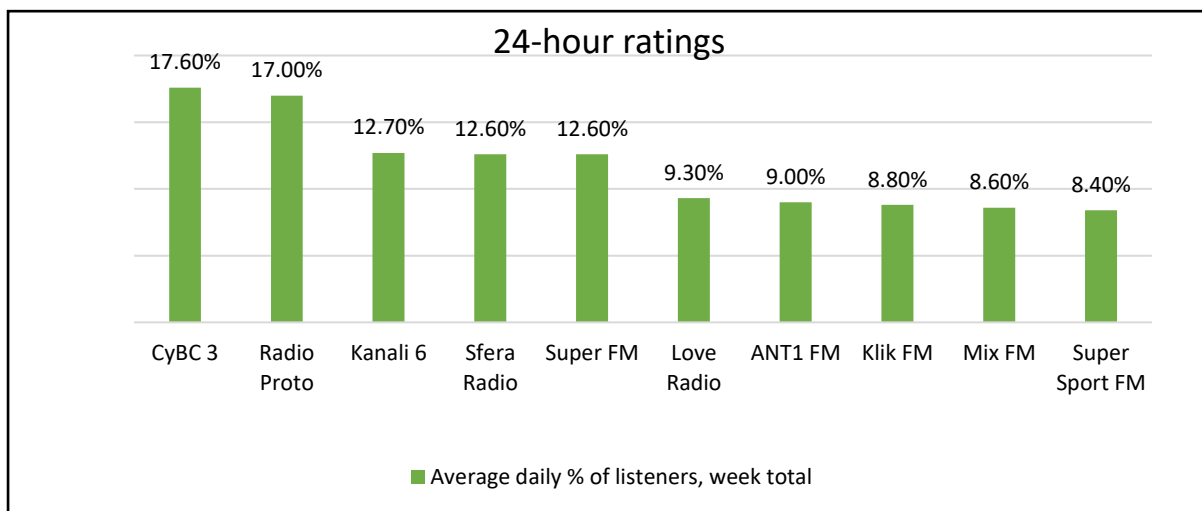
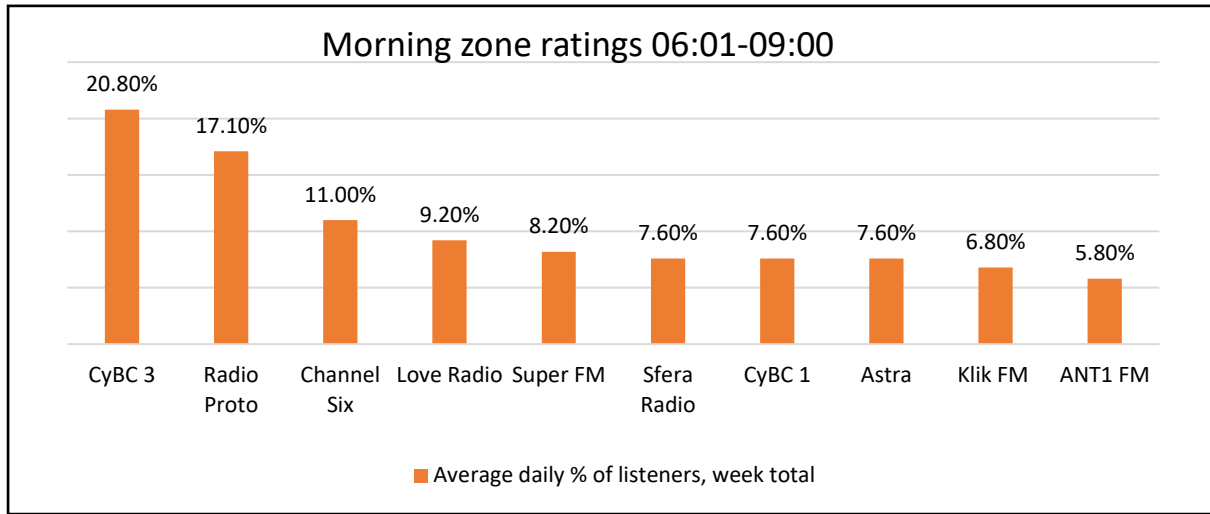
Apr. – Jun. 2017	Weekdays 22.4%		Saturday 15.4%		Sunday 11.7%	
	%	reader.	%	reader.	%	reader.
Philenews.com	14	101,325	10.9	78,798	8.6	62,403
Politis-news.com	7.3	53,274	4.5	32,399	3.4	24,611
Simerini.com.cy*	4.7	33,937	2.6	18,911	2.2	14,764
kathmerini.com.cy	2.7	19,655	2.6	18,657	2.4	12,550
Haravgi.com.cy	0.9	6,267	0.8	5,865	0.4	2,656
Alithia.com.cy	0.7	5,415	0.5	3,920	0.5	3,322
Cyprus-mail.com	0.5	3,582	0.4	3,247	0.4	2,656

**Simerini's and Haravgi's readership figures aren't reflected in their websites but on news portals sigmalive.com and dialogos.com respectively. No reliable figures for these two portals are available.*



Radio

From February 1 – April 30 2017



Morning zone

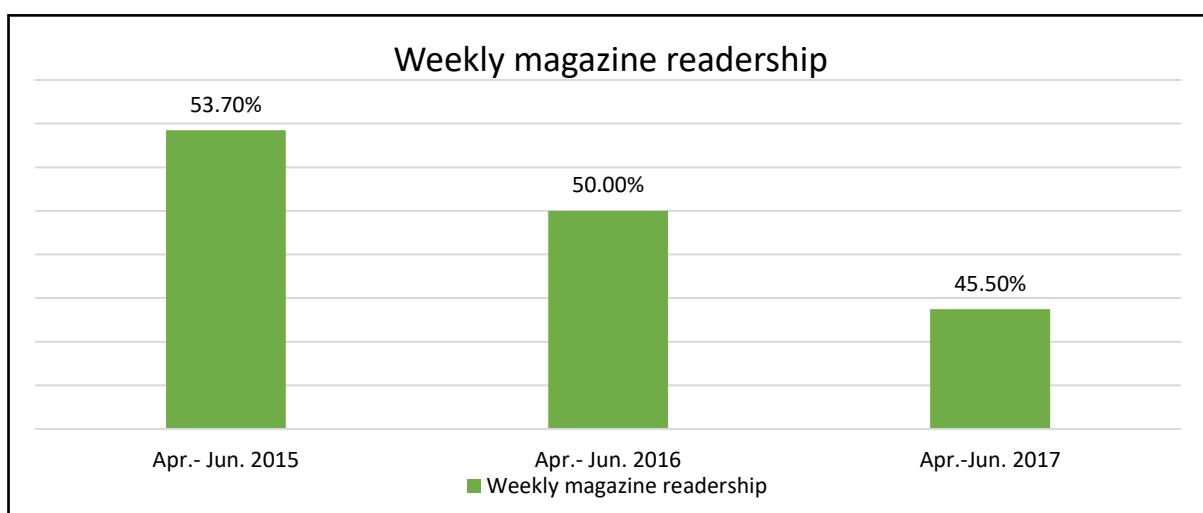
CyBC 3 continues to lead the radio stations in ratings in the morning zone, followed once more by **Radio Proto**.

24-hour

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

Weekly Magazines

Readership	Apr.-Jun.		April		May		June	
	2017 (%)		2017(%)		2017(%)		2017(%)	
	45.5		43.9		46.8		48.5	
TV Mania	23.3	169,171	21	151,889	24.8	179,913	20.2	146,383
Down Town	16.8	121,942	16.4	118,871	20.2	146,303	20.2	140,911
HELLO	16.8	121,723	12.6	91,141	15.8	114,903	12.2	88,639
OK	13.3	96,546	13.2	95,622	14.8	106,973	13.8	99,773
Tile - Ores	8.2	59,386	12.8	92,608	6.9	49,799	8.7	62,772
Cappuccino	5.6	40,789	8.9	64,291	7.4	53,821	4.5	32,863
Beaut. People	5.5	40,094	6.8	49,541	7	50,834	6.6	47,558

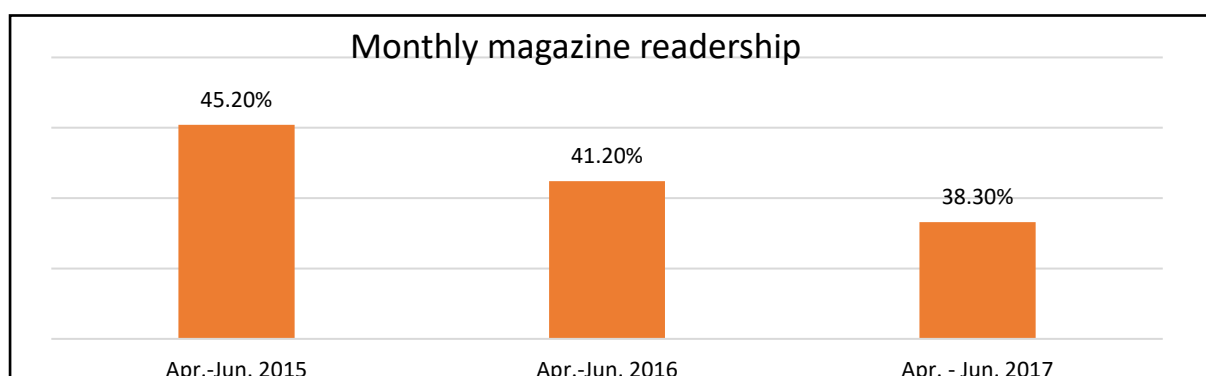


Weekly magazines

The drop in weekly magazines' readership continues this quarter, compared to both the previous quarter and the same period last year. Compared to the previous quarter, readership dropped by **3 percentage points**, while compared to last year it dropped by **4.5 pp**. **TV Mania** still holds the top spot, reporting a rise of 1.3 pp since the last quarter.

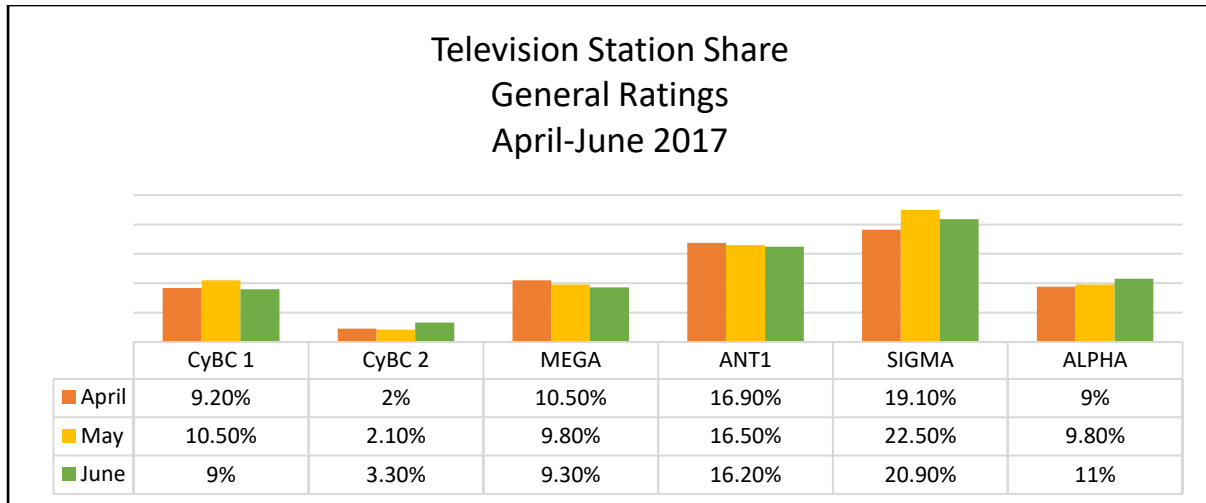
Monthly Magazines

Readership (Top 10)	Apr.-Jun. 2017		April		May		June	
	(%)		(%)		(%)		(%)	
	38.3		39.6		29.2		40	
Time-Out	10.9	79,179	8	57,988	8.7	62,917	12.9	93,239
Chries Sintages	9.7	70,107	10.2	73,693	7.2	52,000	10.8	78,251
Madame Figaro	9.4	67,947	10.8	78,444	6.4	46,281	9.8	71,275
Omikron	6.7	48,477	5.9	42,522	3.2	23,085	8.6	62,616
In Business	4.1	29,436	3.3	24,057	5.9	42,856	4.5	32,658
Glikes Alchimies	3.9	27,925	4.1	30,082	2.8	20,095	4.2	30,641
Taste	3.6	26,309	5.6	40,943	2.6	18,695	3	21,964
LIFE	3.4	24,636	5.2	37,531	3.6	26,064	3.1	22,332
Gastronomos	2.5	18,460	2.2	15,979	3.3	23,634	2.4	17360
Must	2.3	16,941	2.8	20,480	1	6888	2.9	21,128

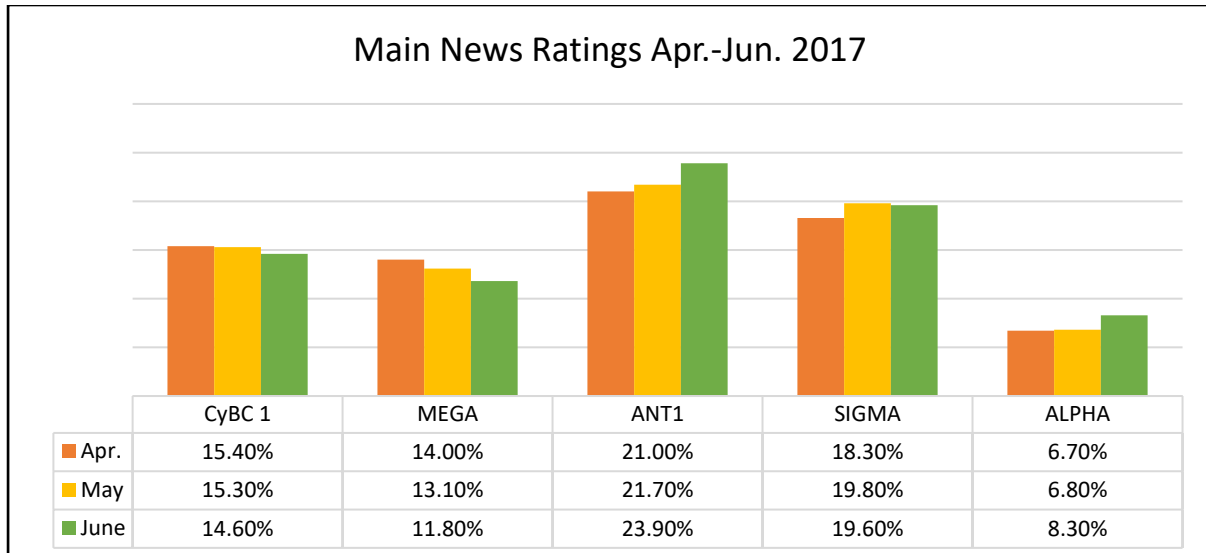


Unlike weekly magazines, the monthly ones recorded a rise in readership of **0.6 percentage points** compared to the previous quarter (**38.3%** to **37.7%**). This rise was despite the sharp drop in May when readership plunged at **29.2%**. Magazines bounced back in June with an **11 pp** jump, due to the start of summer when monthly magazines traditionally report a sharp rise in readership. **Time Out** is once again ahead of the pack (**10.9%**), followed by cooking magazine **Chries Sintages** (**9.7%**) and **Madame Figaro** (**9.4%**). Another cooking magazine, **Gastronomos** enters the top ten list for the first time.

Television



2016 was a tough year for Sigma TV, which saw its ratings drop to the lowest point in recent years, even going as low as **7.3%** in August. Fast forward one year and the station has not only bounced back, it tops the ratings list, even going as high as **22.5%** in May, mainly because of the enormous success of reality show **Survivor** which debuted mid-February. **MEGA** saw its ratings continue to drop (**13.5%** in January compared to **9.3%** in June). In general, all TV stations saw a slight drop in ratings in June.



ANT1 still has the highest rated main news bulletin, with **23.9%** in June. **ANT1** saw a rise in ratings compared to the last quarter, along with **SIGMA TV**. All the other stations saw a drop in ratings for their main news bulletin, with **CyBC** and **Alpha** even dropping as low as **4 percentage points**, compared to the last quarter.