

mediaGNOSIS

January - March 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.

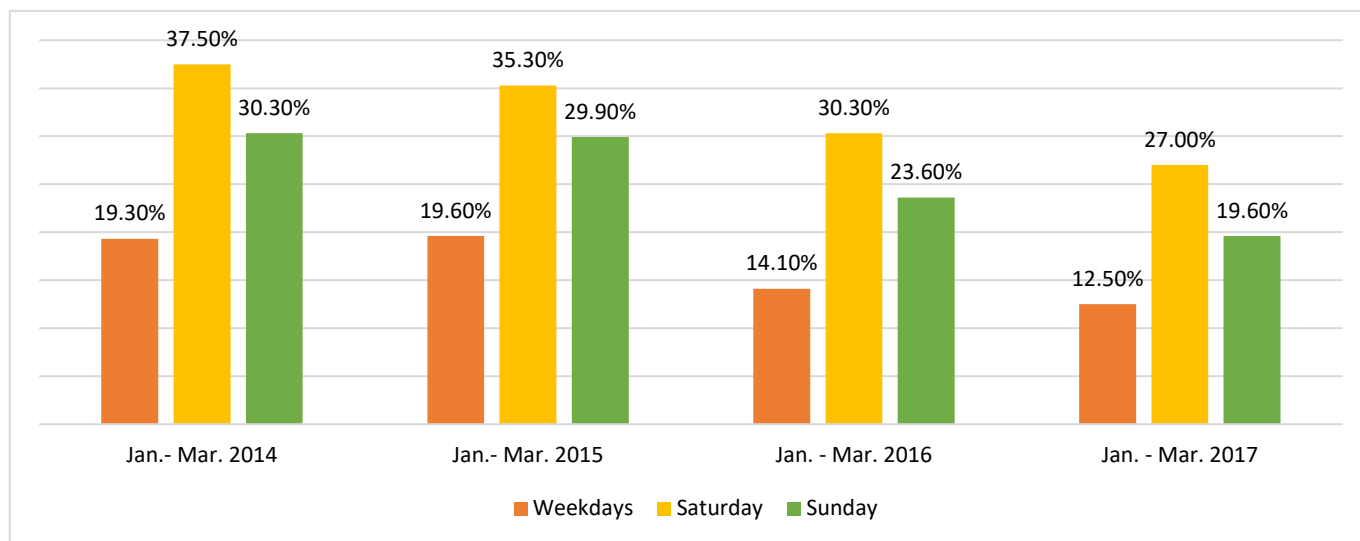
GNORA was declared national champion for Cyprus by the European Business Awards (EBA) 2016/17 in the customer focus category and was awarded the InBusiness Award for the best small and medium sized company in Cyprus in 2013. It is a member of the Fipra network (Finsbury International Policy & Regulatory 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.



“Survivor” gives viewership boost to Sigma TV

- Newspapers:** Slight drop in readership, although the freefall that followed the financial crisis seems to be a thing of the past.
- Portals:** News sites traffic volume increases compared to last year and the previous quarter.
- Radio:** **CyBC 3** and **Radio Proto** continue to lead the top 10 audience ratings list.
- Magazine:** Both weekly and monthly magazines drop in readership.
- Television:** Hit reality show “Survivor” gives a ratings boost to **Sigma TV** between February and March.

NEWSPAPERS

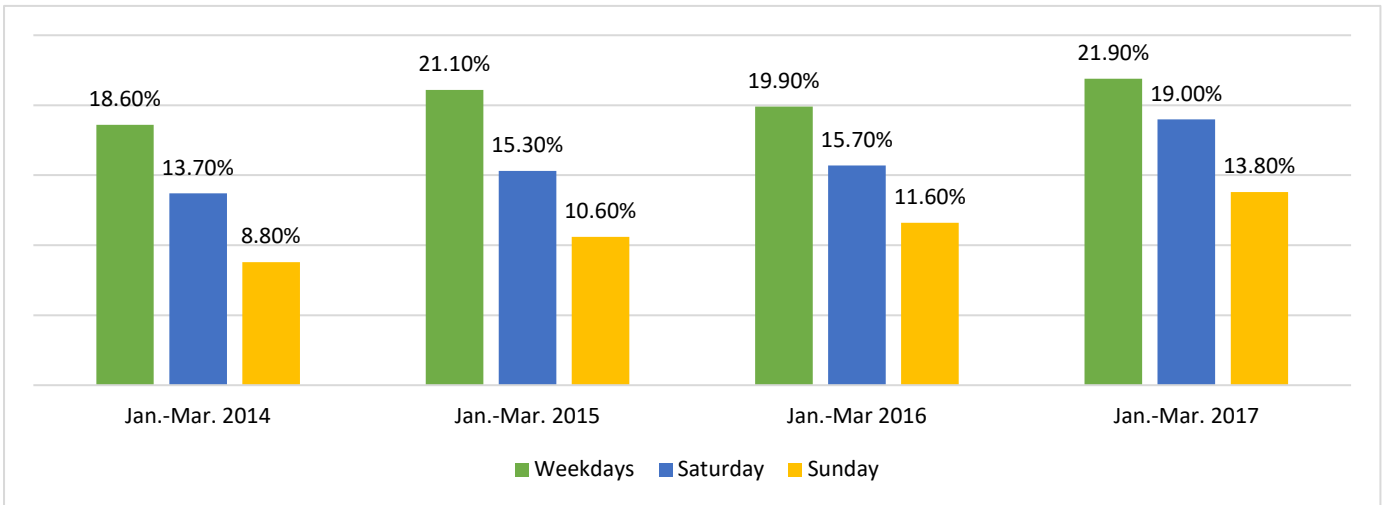


Newspapers lost in readership on weekday, to the tune of **2 percentage points (pp)** compared to last quarter and **1.6 pp** compared to the same quarter last year. Saturday and Sunday editions also show a drop in readership with **1.3 pp** and **0.2 pp** respectively. Despite the drop, it should be noted that the market is stable and has overcome the readership freefall that followed the 2013 financial crisis. Daily **Phileleftheros** still leads the readership board, although its **8.5%** readership on weekdays is a slight drop from the **9.2%** readership of the last quarter.

Jan. – Mar. 2017	Weekdays 12.5%		Saturday 27%		Sunday 19.6%	
	%	reader.	%	reader.	%	reader.
Phileleftheros	8.5	61,508	19.8	143,266	11.5	83,530
Politis	3.1	22,780	5.7	41,628	3.4	24,528
Haravgi	2	14,274	2.7	19,737	2.5	18,442
Simerini	1.4	9,854	2.8	19,964	3.6	26,196
Alithia	0.9	6,722	1.3	9,309	1.2	8,649
Sport Day	0.7	5,235	1.3	9,738	0.9	6,438
Cyprus Mail*	0.2	1,392		309	0.3	2,296
Kathimerini	-	-	-	-	1.8	13,014
Machi	-	-	-	-	0.1	780

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

Websites



News websites are still on the rise, with **21.9%** of web users visiting at least one news website this quarter. Unlike the press media, the web media are on the rise, with a **3 percentage points (pp)** increase in traffic volume compared to the last quarter and a **2 pp** increase compared to the same period last year. Website **philenews.com** still leads the readership boards, with **politis-news** following in second place.

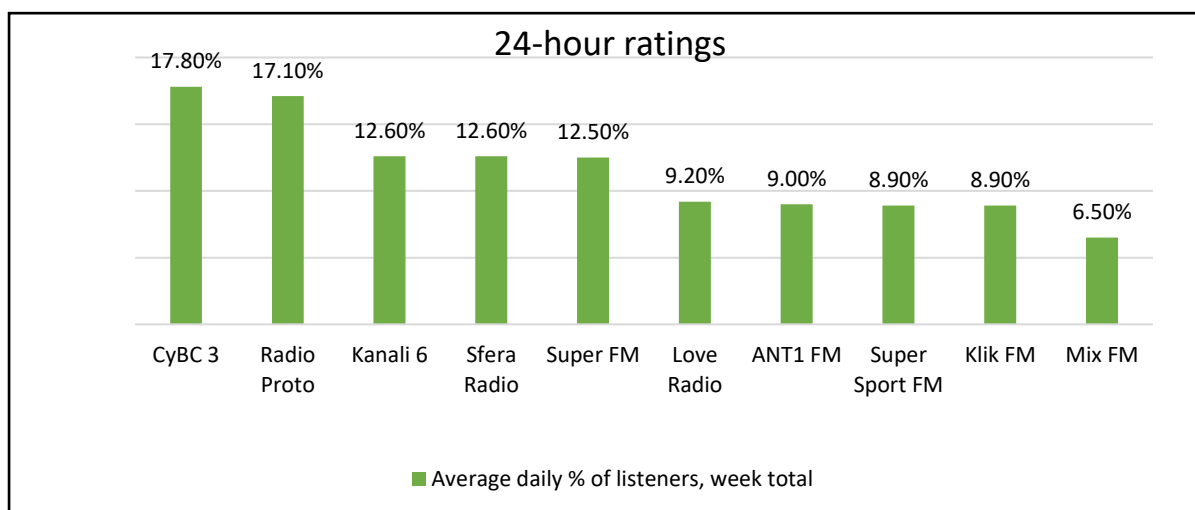
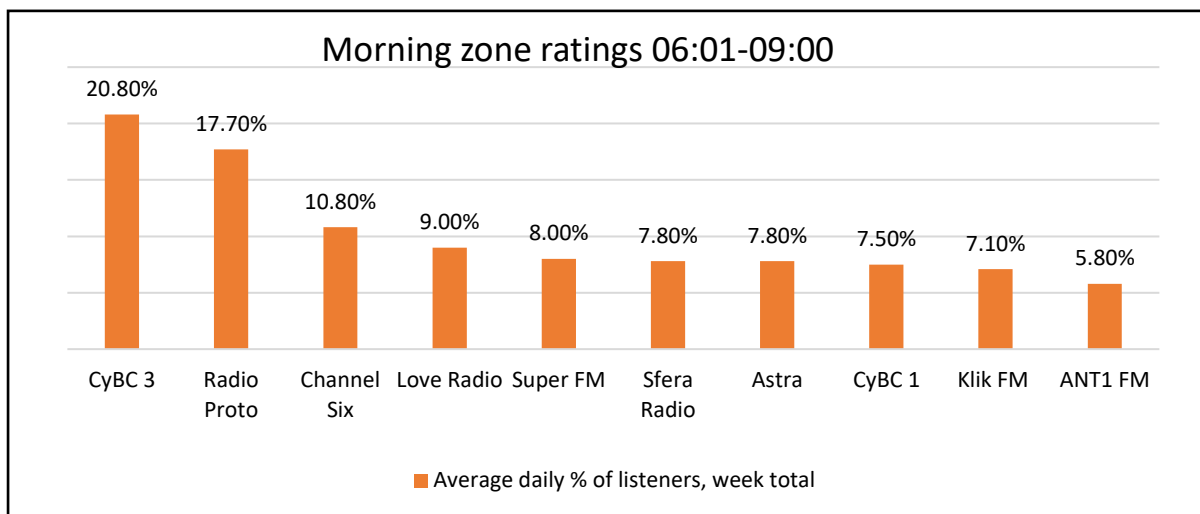
Jan. – Mar. 2017	Weekdays 21.9%		Saturday 19%		Sunday 13.8%	
	%	reader.	%	reader.	%	reader.
Philenews.com	15	108427	12.5	90312	9.4	68425
Politis-news.com	7.4	53808	6.1	44551	4.5	32505
Haravgi.com.cy*	1.3	9215	1.6	11674	1.1	7997
Simerini.com.cy*	4.1	30049	3.8	27231	2.2	15783
Alithia.com.cy	0.3	2303	0.3	1853	0.7	5095
Cyprus-mail.com	0.4	2915	0.3	2059	0.2	1404
kathmerini.com.cy	2.8	20109	1.4	10052	2.4	17544

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



Radio

From January 1 – March 31 2017



Morning zone

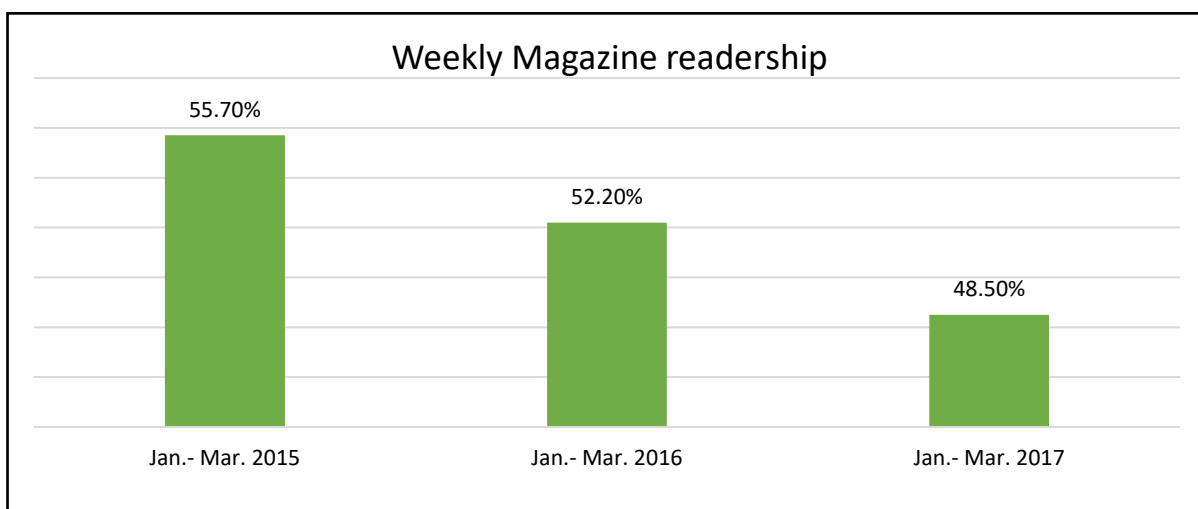
CyBC 3 continues to lead the radio stations in ratings in the morning zone, followed once more by **Radio Proto**.

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	Jan.-Mar.		January		February		March	
	2017 (%)		2017 (%)		2017 (%)		2017 (%)	
	48.5		48.8		49.2		46.5	
TV Mania	22	159,588	21	151,889	24.8	179,913	20.2	146,383
Down Town	18.2	132,190	16.4	118,871	20.2	146,303	20.2	140,911
OK	11.9	86,153	13.2	95,622	14.8	106,973	13.8	99,773
Tile-Ores	9	65,208	12.8	92,608	6.9	49,799	8.7	62,772
Beaut. People	6.7	48,408	6.8	49,541	7	50,834	6.6	47,558
Cappuccino	6	43,732	8.9	64,291	7.4	53,821	4.5	32,863
HELLO	12.5	90,427	12.6	91,141	15.8	114,903	12.2	88,639

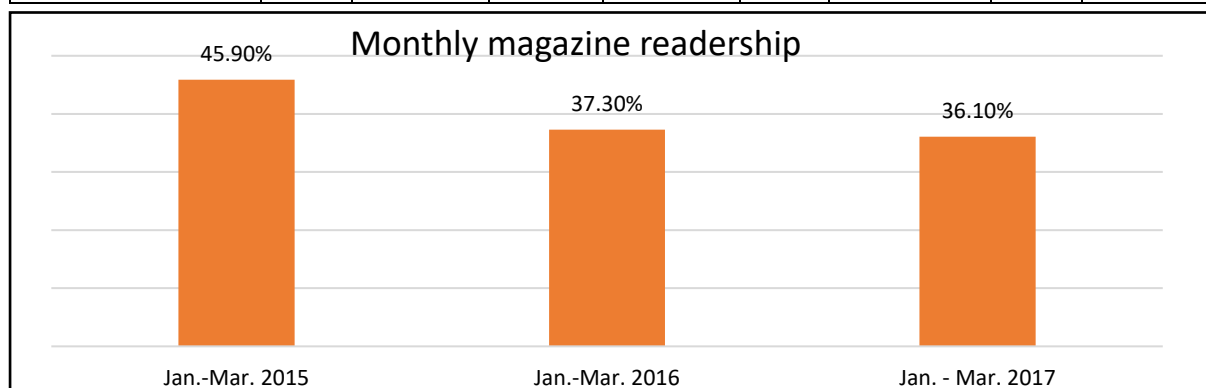


Weekly magazines

Readership of weekly magazines also declined compared to the last quarter, recording a **0.3 percentage point (pp)** drop. The drop in readership is more evident compared to last year, when it was at **52.2%**. **TV Mania** still tops the list with **22%**, with **Down Town** following at **18.2%** and **OK!** at **11.9%**.

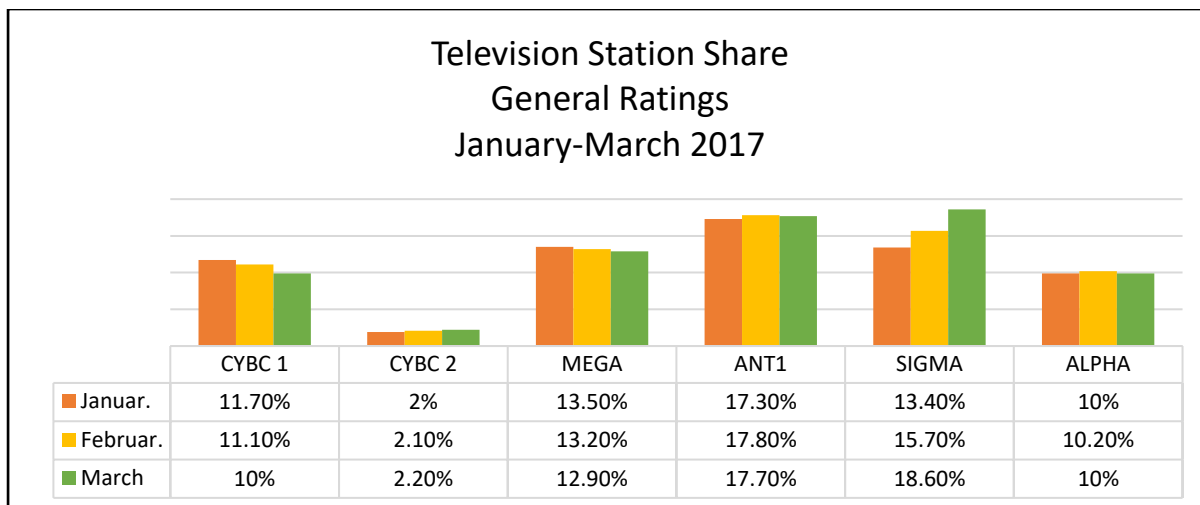
MONTHLY MAGAZINES

Readership	Jan.-Mar. 2017		January		February		March	
	(%)		(%)		(%)		(%)	
	37.7		37.3		39.1		36.1	
Time-Out	9.4	68,260	6.7	48,244	6.8	49,291	9.1	65,622
Chries Sintage	8.6	62,233	10.5	75,800	9.1	65,936	9.6	69,594
Madame Figaro	8	58,061	11.4	50,119	7.8	56,508	5.5	40,022
Omikron	5.7	41,110	5.2	37,561	6.4	46,584	2.2	16,228
Must	4.5	32,375	2	14,410	3.1	22,295	1.5	10,599
Glikes Alchimies	4.4.	31,767	11.2	80,900	4.5	32,353	5.5	40,158
In Business	4.3	31,510	2	14,593	3.1	22,418	5	36,442
LIFE	3.5	25,379	3.4	24,731	2	14,526	4.2	30,798
Taste	3.4	24,338	6.9	49,937	2.9	21,172	5.7	41,585
Sinthesis	2.8	20,548	3.5	25,163	2	14,735	2	14,506

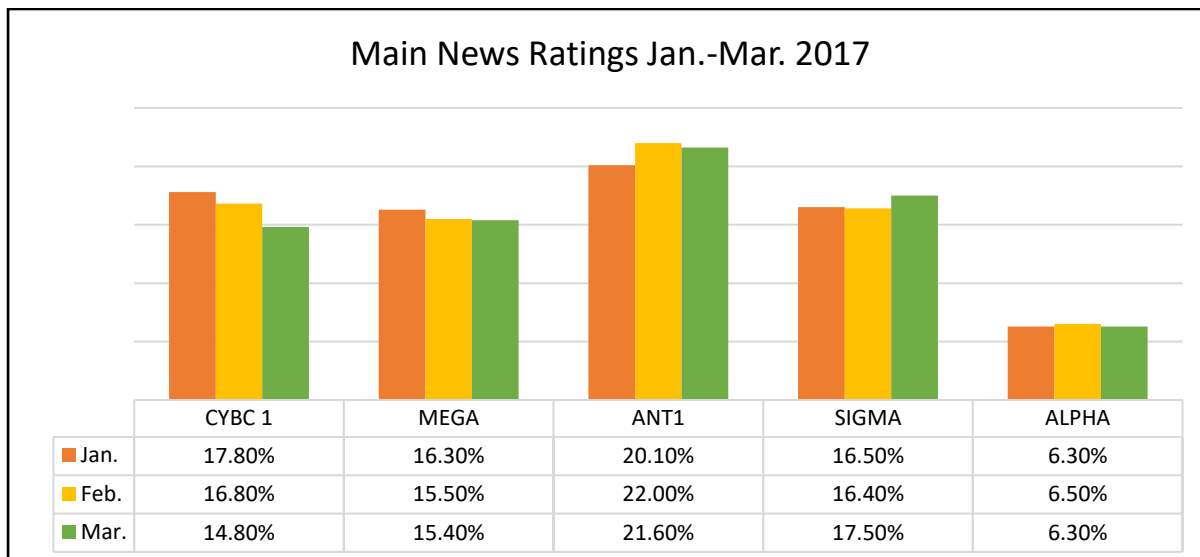


Monthly magazines bucked the trend with a marginal rise in readership drop. Compared to the last quarter, readership rose by **0.4 percentage points (pp)**. Despite the slight rise, the **36.1%** in readership is a long way off from the **45.9%** levels of 2015. **Time Out** leads the readership race for this quarter with **9.4%**, followed by **Chries Sintages (8.6%)** and **Madame Figaro** which is only slightly behind with **8%**.

Television



Sigma TV, which was flailing last year in ratings, saw its numbers jump from single digits in the previous quarter to being the top TV station in general ratings by March, with **18.6%**. **Sigma TV's** phenomenal success can largely be attributed to the hit-reality show "Survivor", which debuted mid-February, resulting in a **5.2 pp** boost by the end of March.



Sigma TV's ratings surge also benefited the station's main news bulletin, finishing second for this quarter at **17.5%**. **ANT1 TV** still leads the news ratings, finishing at **21.6%**.