



mediaGNOSIS

October - December 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.

Newspapers in decline, internet on the rise

- Newspapers:** Drop in readership as newspapers struggle to adapt to the new environment.
- Portals:** News websites are on a completely opposite course, recording an increase in all indices.
- Radio:** CyBC's **Trito** and **Radio Proto** lead the ratings.
- Magazines:** With the distribution of the new, joint issue of **TV Mania** and **Down Town**, the latter is now top in readership of weekly magazines. Monthly magazines are continuing to lose ground.
- Television:** The ratings of **SIGMA** and **ANT1** are on the rise while **TV One** (former **MEGA TV**) continues to lose viewers.

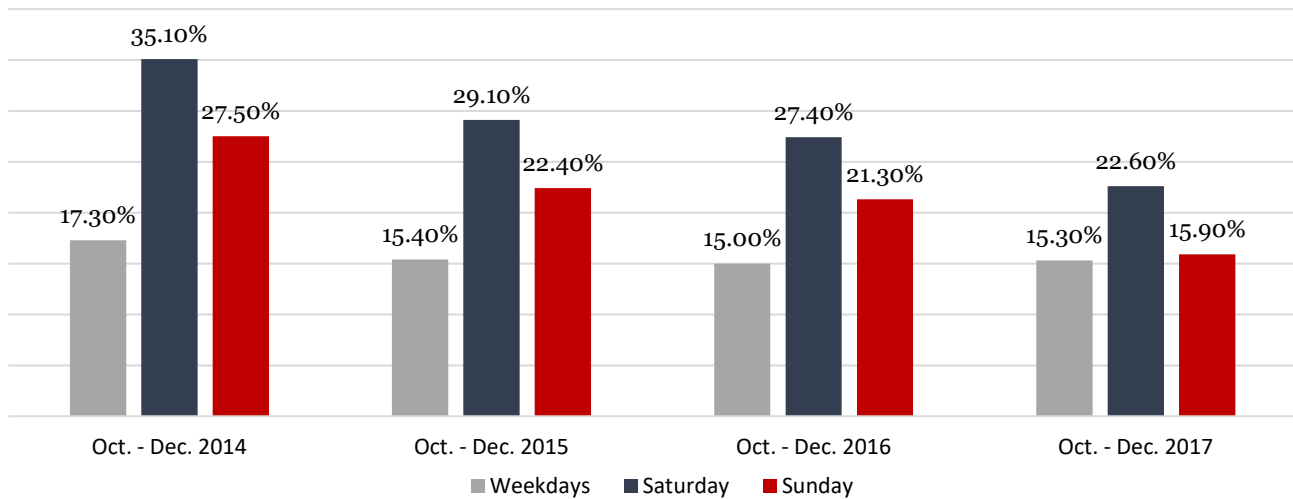


GNORA offers comprehensive services in Corporate and Political Communication, Public Affairs and Publishing in Cyprus and Greece. It is a specialised consultancy company, which relies on the expertise, experience and networking of its staff to manage and protect the reputation of private and public organisations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

Newspapers



Readership of daily newspapers recorded a marginal increase in the last quarter of 2017 compared to the corresponding period in 2016, although weekend readership was down. The same trend was reflected in comparison to the previous quarter in 2017 (+3.8% dailies, -1.20% Saturday, -2.1% Sunday). **Phileleftheros** remained the newspaper with the biggest readership with 9.1% on weekdays, up by 2.1% over the previous quarter. **Politis** is in 2nd place (4.7%), recording a small increase (+0.2%) compared to the previous quarter. Both **Alithia** and **Sport Day** reported a slight increase in readership compared to the previous quarter while the now weekly **Simerini** recorded a small drop.

Oct-Dec. 2017	<i>Dailies</i> 15.3%		<i>Saturday</i> 21.9%		<i>Sunday</i> 15.9%	
	%	readership	%	readership	%	readership
Phileleftheros	9.1	65, 621	16.8	121, 874	7.6	54, 891
Politis	4.7	33, 842	5.3	38, 562	3.6	26, 072
Haravgi	1.9	14, 006	2.2	16, 157	2.1	15, 048
Simerini	-	-	-	-	2.9	20, 695
Alithia	1.8	13, 010	1.4	9, 968	1.3	9, 478
Sport Day	1.6	11, 793	0.9	6, 691	0.8	5, 989
Cyprus Mail*	-	255	0.1	709	0.1	898
Kathimerini	-	-	-	-	2.6	18,663
Machi	-	-	-	-	-	204

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

Websites

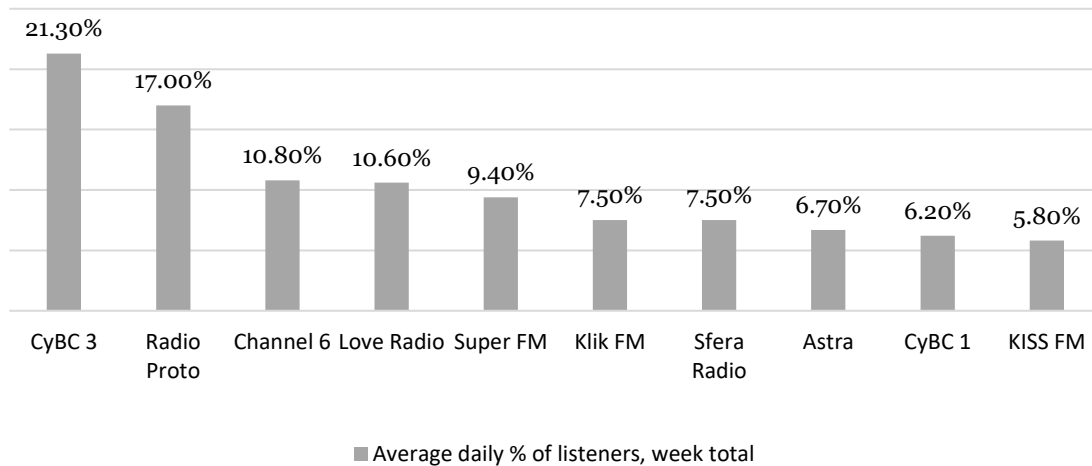
WEBSITE	UNIQUE VISITORS	PAGEVIEWS	VISITS			TRAFFIC FROM SOCIAL MEDIA %	AVERAGE TIME PER VISIT
			'DESK %	MOB. %	TOTAL		
SIGMALIVE	925,950	11,286,579	31.8	68.1	4,423,696	24.7	03:45
PHILENEWS	753,469	8,879,284	25.5	74.4	3,270,488	25.2	12:52
REPORTER	412,823	3,999,996	33.2	66.7	2,439,261	48.26	01:47
CYPRUSTIMES	398,414	6,314,638	21.8	78.1	1,654,089	47.49	03:56
OFFSITE	375,554	1,796,515	22.2	77.7	1,285,127	52.83	01:26
TOTHEMAONLINE	366,871	3,255,890	14.8	85.1	1,735,195	15.4	01:54
NEWSBOMB	347,404	1,509,098	15.2	84.7	914,096	50	01:15
POLITIS	326,647	2,542,898	37.5	62.4	1,089,471	30.44	02:49
ANTIWO	317,963	2,082,131	25.8	74.2	1,133,483	48.04	01:51
KERKIDANET	292,452	11,239,834	26.3	73.7	2,302,349	15.01	05:31

Signalive was the leading website in terms of number of visits with an average of **925,950** unique visitors per month for the quarter October-December, followed by **philenews** with **753,469** unique visitors. However **philenews** was first as regards the duration of the visits, with users on average spending **12.52** minutes on the website (nearly four times more than on **Signalive**). Both websites lag in the use of social media. Only **24.7%** of traffic on **Signalive** and **25.2%** on **philenews** came from social media. The third ranked website in terms of unique visitors, **Reporter**, draws nearly twice the visitors from social media. Visitors mainly use their mobile phones to access news sites.

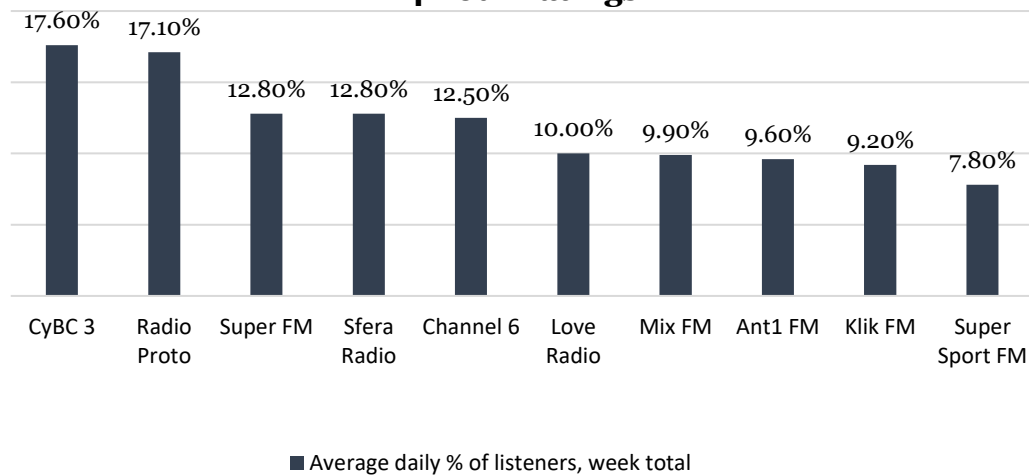
Radio

Period 01 October – 31 December 2017

Morning zone ratings 06:01-09:00



24 hour ratings



Morning zone

CyBC 3 continues to lead the ratings in the morning zone, significantly ahead of second-placed **Radio Proto**. Third and Fourth Place go to **Kanali 6** and **Love Radio**, with only a marginal difference between them.

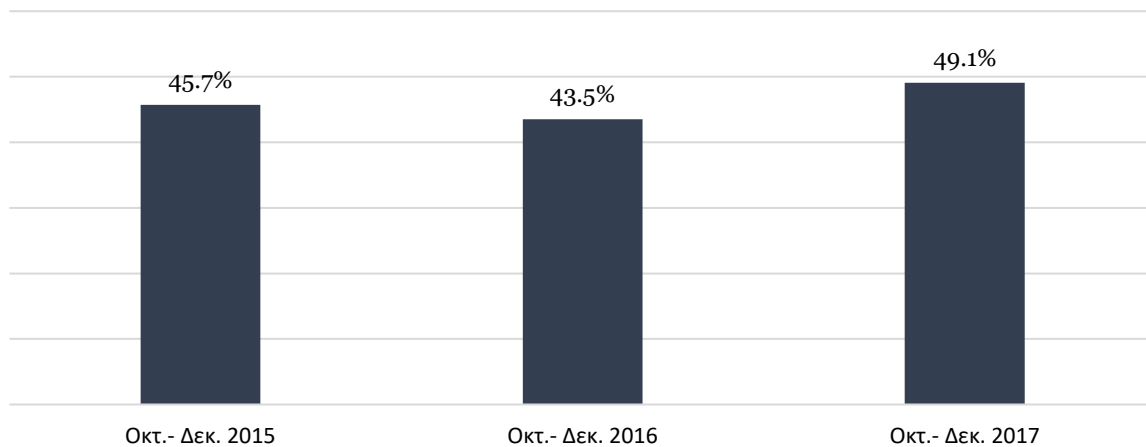
Ratings for 24 hour period

As with the morning zone, **CyBC 3** is steadily ahead in listeners' preference over a 24 hour period, with **Radio Proto** a close second. The rankings change compared to the morning zone with **Super FM** in third place and **Sfera Radio** in fourth.

Weekly Magazines

Readership	Oct-Dec. 2017 (%)		October 2017(%)		November 2017(%)		December 2017(%)	
	49.1		46		44.8		53.3	
Chryses Syntages	4.6	33,604	7.3	53,228	7.5	54,365	3.5	25,082
Down Town	24.4	176,899	24.2	175,724	22.3	161,905	26.1	189,413
HELLO	13.2	95,811	13.9	100,450	15.8	114,903	13.3	96,365
OK	11.6	84,258	11.4	82,498	12.3	89,029	12.8	93,108
Tele-Ores	9.3	67,408	9.6	69,499	11.1	80,123	7.7	56,068
Beaut. People	5.6	40,711	4.5	32,717	5.9	42,886	7.9	57,451
Cappuccino	6.4	46,737	6.4	46,121	4.1	29,557	8.7	63,389

Readership of weekly magazines



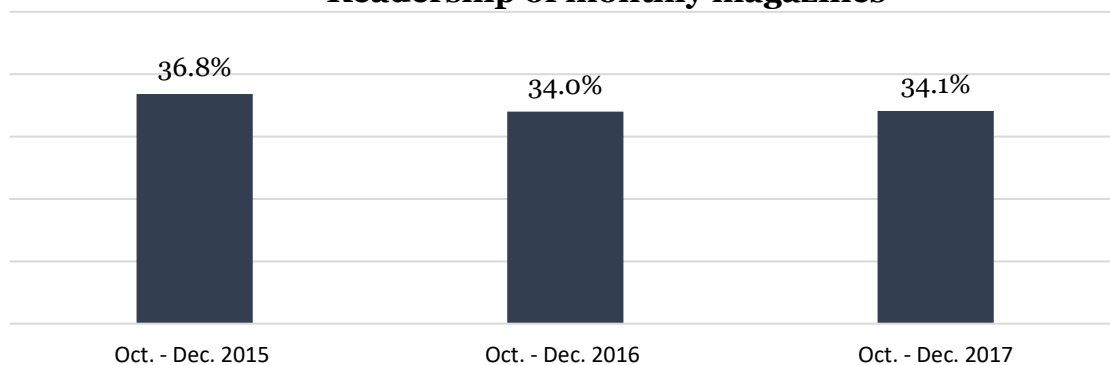
Weekly magazines

Readership of weekly magazines was stable compared to the previous quarter (**49.1%**), while recording an increase compared to last year (+**5.6%**). The single publication **TV Mania - Down Town** is now first with **24.4%**, recording a significant increase compared to the previous quarter (+**7.2 percentage points %** from **17.2%**). A new addition to the weekly magazines was **Chryses Syntages**. The magazines **Hello**, **OK** and **Beautiful People** recorded a drop while **Tele-Ores** and **Cappuccino** rose marginally.

Monthly magazines

Readership (Top 10)	Oct-Dec 2017		October		November		December	
	(%)		(%)		(%)		(%)	
	34.1		36.7		30.4		35.2	
Time-Out	11.0	79,594	10.4	75,351	8.4	60,921	11.8	85,343
MAN & 4 Wheels	3.9	28,405	2.2	15,796	2.1	15,462	5.8	42,237
Madame Figaro	9.6	69,763	8.9	64,326	8.6	62,609	10.5	76,238
Omikron	5.8	41,930	6.0	43,628	5.7	41,331	6.3	45,970
In Business	3.8	27,374	5.1	37,115	2.1	15,113	3.2	23,119
Glykes Alchimies	1.9	13,964	3.9	28,559	1.9	13,854	1.0	7,319
Must	2.2	16,300	2.5	17,785	1.3	9,651	2.6	19,132
Taste	1.5	11,173	1.4	9,916	1.5	10,666	1.9	13,666
Ideas and Solutions for the Home	1.6	11,485	3.8	27,758	0.8	6,126	2.2	16,075
Gastonomos	2.0	14,840	0.6	4,194	2.8	20,117	2.9	21,252

Readership of monthly magazines

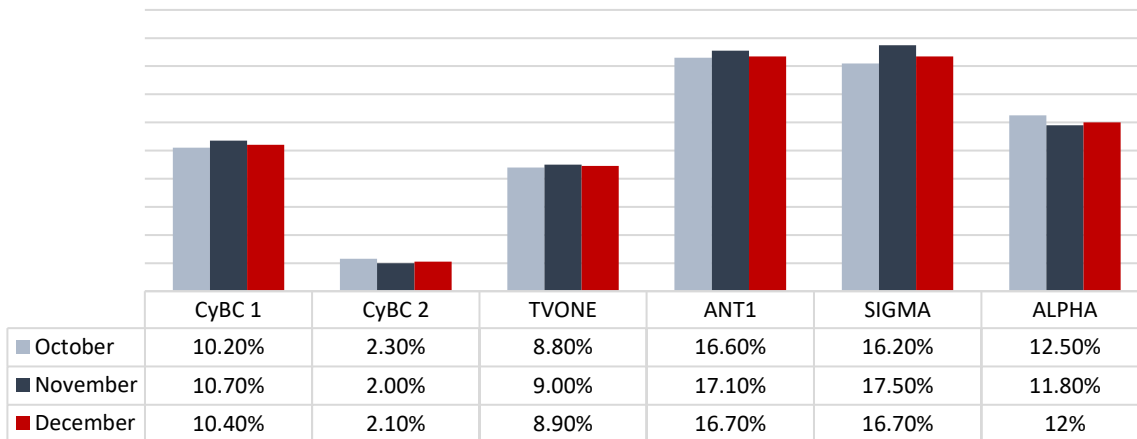


Monthly magazines

Readership of monthly magazines fell compared to the previous quarter (-3.3%), but edged up compared to the corresponding period in 2016 (+0.1%). The magazine **Time Out** remains top (11.0% in the quarter), followed by the women's lifestyle magazines **Madame Figaro** and **OMIKRON**.

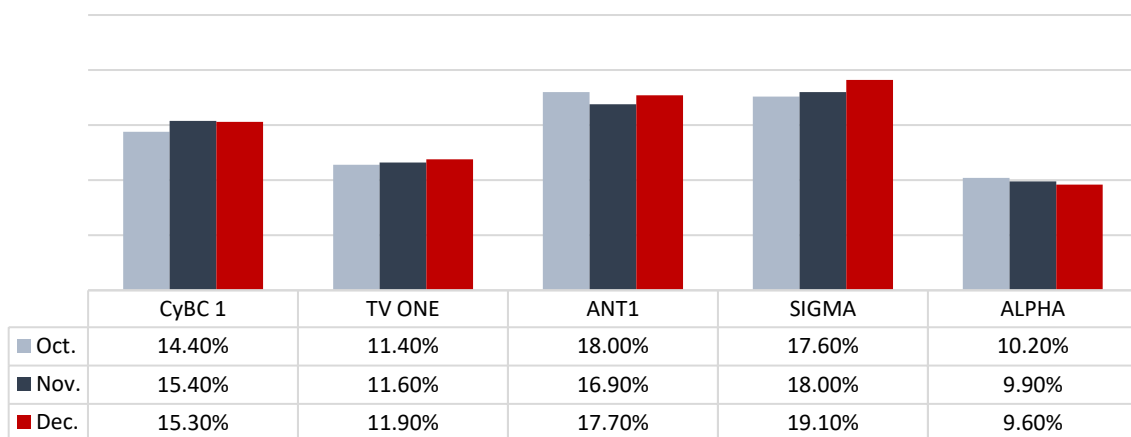
Television

General ratings of TV stations October-December 2017



ANT1 and **Sigma** rose by **+1.8%** and **+4.5%** compared to the previous quarter while **CyBC** also recorded a small increase. **Alpha TV** remained more or less unchanged compared to the previous quarter while **TVOne** recorded a drop and for the first time fell to single digits. **ANT1** and **Sigma TV** alternate for the top spot, with **Sigma TV** reaching its highest rating in November (**17.5%** viewership) while **ANT1** follows close behind with **17.1%**.

Ratings of main news bulletins Oct-Dec. 2017



SIGMA TV also led the ratings in the main news bulletins, with **ANT1** a close second. **SIGMA** is on an upward trend compared with the previous quarter (**19.1%** in December compared to **14%** in July) while **ANT1** recorded a small drop in the corresponding period (**-1.4%**). **CyBC 1** remains in third place, though recording a drop (**-3.7%**). **TVOne** recorded the biggest drop (**-3.8%**) while **ALPHA TV**, though on a slightly downward trend was up compared to the previous quarter (**9.6%** in December compared to **7%** in July).