



# MediaGNOSIS

January - March 2020

The current report is prepared by GNORA Communication Consultants, and consists of the major findings of the Readership and Viewership Survey conducted by RAI Consultants Public Ltd and the monthly TeleBarometer by AGB Nielsen Media Research (Cyprus). Findings of the online media are based on measurements of the Cyprus Organisation of Internet Publishers, while listenership ratings are based on the findings of a survey conducted by Conread and Symmetron.

## Increased readership for newspapers & monthly magazines, drop for weeklies

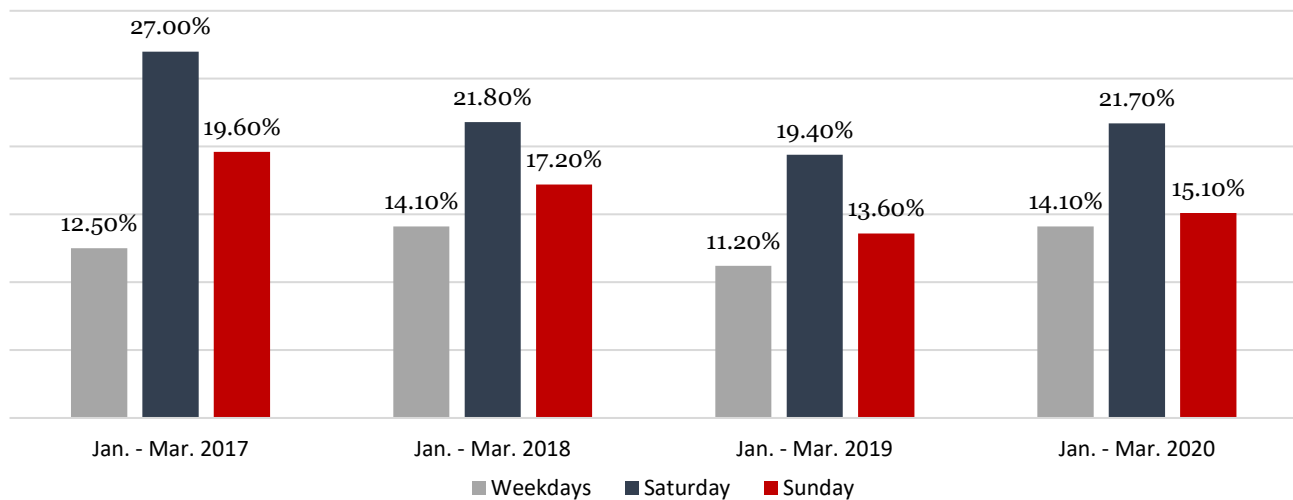
- Newspapers:** Newspapers recorded increased readerships compared to the previous quarter and the same period last year.
- Portals:** Sigmalive and Philenews received the most traffic, recording an increase compared to the previous quarter. Meanwhile, Cyprus Times climbed to third place.
- Radio:** CyBC3 continues to lead the ratings. Channel 6 and ANT1 came in second place (in the morning zone and 24-h ratings respectively).
- Magazines:** Weekly magazine readership was up compared to the previous quarter, as opposed to monthly magazine readership, which fell.
- Television:** ALPHA climbed to the top of the general ratings this quarter, leaving ANT1 and OMEGA in second and third place respectively. Meanwhile, OMEGA maintained the lead in evening news ratings for yet another quarter.



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

GNORA was declared national champion for Cyprus by the European Business Awards (EBA) 2016/2017 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](http://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](http://www.strategyandcampaigns.com).

## Newspapers



Readership of daily newspapers and the Saturday and Sunday editions recorded an increase in the January – March 2020 quarter (compared to the same period in 2019). In addition, total newspaper readership recorded an increase, compared to the previous quarter (+3.1% for weekdays, +2% for Saturdays and +1% for Sundays).

**Phileleftheros** maintained its lead for yet another quarter, recording increase in both its daily and weekend publications, compared to the previous quarter (+0.4% for weekdays, +1.8% for Saturdays and +1.1% for Sundays). **Haravgi** climbed to second place, recording an increase on the previous quarter across all its publications (+2% for weekdays, +1% for Saturdays and +0.9% for Sundays). **Politis**, however, fell to third place as it saw a decrease compared to the previous quarter (-0.7% for weekdays, -1% for Saturdays and -2.7% for Sundays). **Alithia** and **Sport Day** saw their readership rise, while the readership of **Simerini** and **Kathimerini** dropped slightly (-0.1% and -1.2% respectively).

Jan.-Mar. 2020	Weekdays 14.1%		Saturday 21.7%		Sunday 15.1%	
	%	readership	%	readership	%	readership
<b>Phileleftheros</b>	8.7	62,702	16.8	120,706	10.2	73,632
<b>Haravgi</b>	3.8	27,054	2.8	20,437	2.7	19,360
<b>Politis</b>	2.9	20,575	4.2	29,919	2.0	14,403
<b>Simerini</b>	-	-	-	-	1.4	10,039
<b>Alithia</b>	1.6	11,862	1.0	6,862	1.0	7,178
<b>Sport Day</b>	0.6	4,430	0.6	4,489	0.8	5,941
<b>Cyprus Mail*</b>	0.1	714	-	-	0.01	310
<b>Kathimerini</b>	-	-	-	-	1.7	12,468

\* Cyprus Mail readership does not include non-residents and tourists

## Websites

WEBSITE	UNIQUE VISITORS	PAGEVIEWS	VISITS			TRAFFIC FROM SOCIAL MEDIA %*	AVERAGE TIME PER VISIT
			DESK %	MOB. %	TOTAL		
<b>SIGMALIVE</b>	1,758,902	24,527,434	20.5	79.4	9,513,075	23.48	04:34
<b>PHILENEWS</b>	1,398,037	17,292,624	19.3	80.6	5,899,535	24.16	04:07
<b>CYPRUSTIMES</b>	968,617	14,575,834	12.9	87	3,613,248	53.32	03:38
<b>OFFSITE</b>	854,016	7,394,039	11.8	88.1	2,446,906	43.39	01:42
<b>REPORTER</b>	808,124	13,316,470	25	74.9	4,504,189	47.76	02:40
<b>ALPHANEWS</b>	700,095	3,239,789	10.6	87.2	1,870,222	36.78	01:54
<b>KERKIDANET</b>	624,893	16,523,616	14.7	85.2	3,802,894	19.45	05:20
<b>TOTHEMAONLINE</b>	548,521	4,116,943	9.6	90.3	2,293,119	39.51	01:45
<b>POLITIS</b>	537,243	3,778,549	32.8	67.1	1,742,111	25.87	02:31
<b>ANT1IWO</b>	383,754	3,181,803	16.9	83	1,367,534	46.08	02:03
<b>NEWSBOMB</b>	136,718	565,207	15.4	84.6	340,072	40.73	01:27

\* visits from social media

In terms of traffic, **Signalive** and **Philenews** ranked first and second respectively. Specifically, **Signalive** maintained the lead in terms of number of visits, with its traffic increasing by 465,363 unique visitors compared to the previous quarter, while **Philenews** remained in second place, also recording a significant increase compared to the previous quarter (when it had 973,937 unique visitors). In addition, both **Signalive** and **Philenews** saw a slight increase in the average time spent by each user, compared to the previous quarter (averaging at 03:48 and 03:58 minutes respectively).

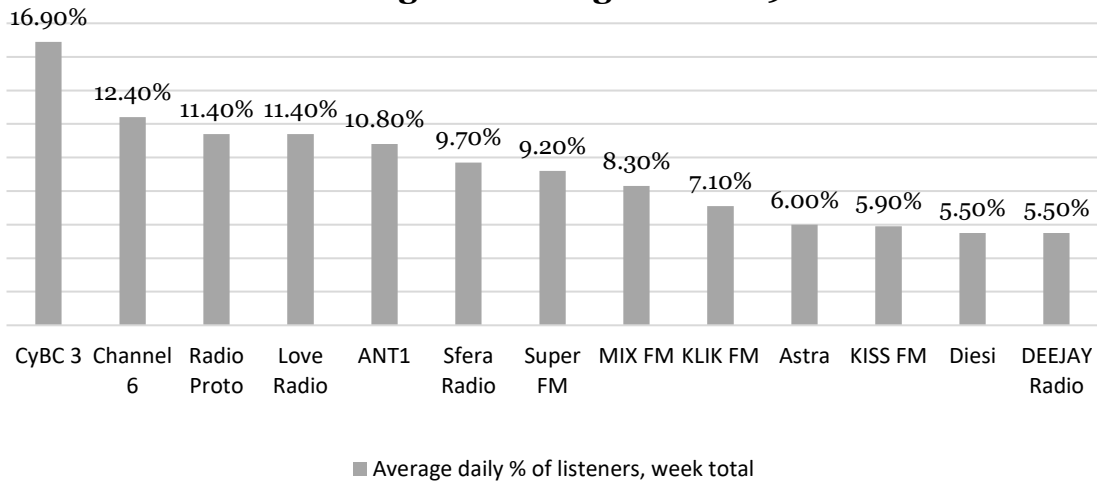
**Cyprus Times** and **Offsite** follow in third and fourth place in terms of unique visitors, respectively. Specifically, **Cyprus Times** saw its traffic increase by 225,028 unique visitors, while **Offsite** saw its total traffic increase by 291,289 unique visitors. Traffic for the remaining websites remained similar to the previous quarter, with only a few fluctuations.

In terms of visits coming from social media, **Cyprus Times** took the lead this quarter, while **kerkidanet** took the lead as it comes to the average time per visit, with users spending an average of 05:20 minutes on the site.

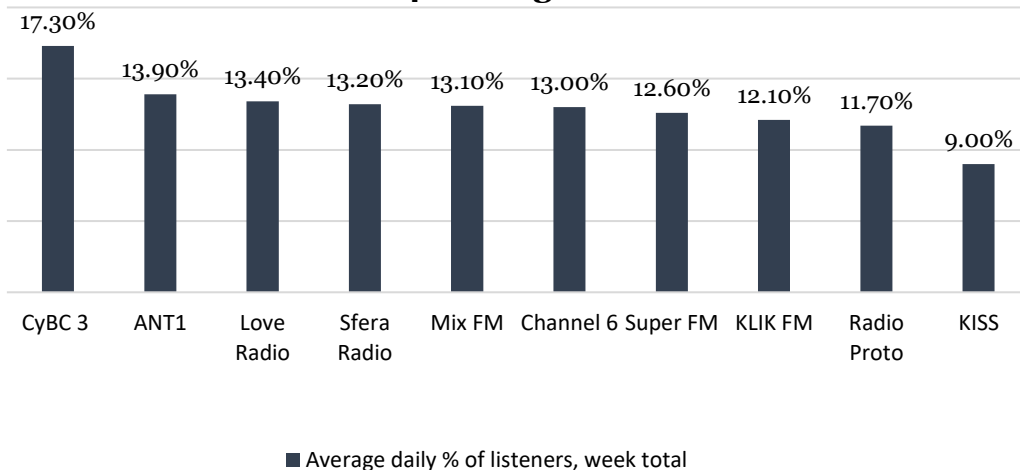
# Radio

Period 01 December 2019 – 29 February 2020

## Morning zone ratings 06:01-09:00



## 24h ratings



### Morning Zone

**CyBC3** continues to lead the morning zone ratings, maintaining the same number of listeners it had in the previous quarter. At the same time, **Channel 6** remained in second place, with only a slight difference (+1%) from **Radio Proto** which is in third place. **Love Radio** ranked fourth, with a marginal difference from **Radio Proto**, while **ANT1** follows in fifth place, recording a slight increase compared to the previous quarter (+0.8%).

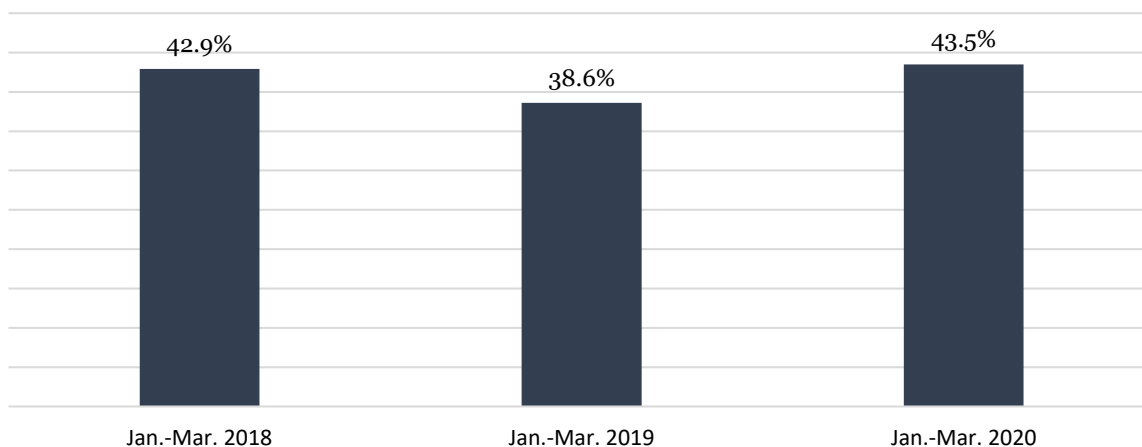
### 24h ratings

**CyBC 3** was steadily ahead in listeners' preference over a 24-hour period, while also recording an increase (+0.7%). At the same time, **ANT1** came in second, recording a slight increase compared to the previous quarter (+0.2%), and increasing, albeit marginally, its difference (+0.5%) from **Love Radio** which ranked third. **Sfera Radio** and **MIX FM** ranked fourth and fifth respectively, marking a slight increase compared to the previous quarter (+0.3% and +0.2% respectively)

## Weekly magazines

Readership	Jan.-Mar. 2020 (%)		January 2020(%)		February 2020(%)		March 2020(%)	
		43.5		41.5		44.0		43.4
<b>Down Town</b>	19.1	137,950	19.7	142,112	21.9	157,699	18.0	128,667
<b>Tv Mania</b>	19.1	137,339	18.6	134,103	19.5	140,369	20.3	145,273
<b>Chryses Syntages</b>	17.1	123,430	15.2	109,536	17.7	127,440	21.3	152,904
<b>OK</b>	12.9	92,662	13.6	98,277	12.8	92,236	11.5	82,412
<b>Tele-Ores</b>	11	79,477	9.3	66,695	11.6	83,763	13.6	97,292
<b>Beaut. People</b>	8.6	61,812	8.2	59,164	8.2	58,739	4.7	33,739
<b>Cappuccino</b>	5.1	36,744	5.1	36,428	6.1	43,713	5.4	38,750

### Weekly magazine readership



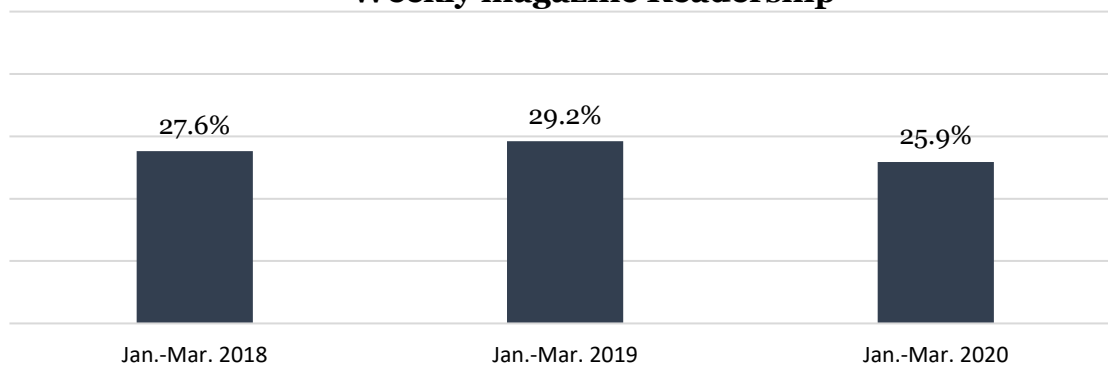
Readership of weekly magazines followed an upward trend in the January – March 2020 quarter, compared to the previous quarter (+6.3%), while there was a significant increase also compared to the same period last year (+4.9%). **Down Town** magazine took the lead, recording a significant increase compared to the previous quarter (+4.5%), leaving **TV Mania** in second place, albeit with a marginal difference, causing it to lose the lead after a long time. However, despite its drop to second place, **TV Mania** recorded a significant increase compared to the previous quarter (+4.1%). **Chryses Syntages** ranked third once more, while recording a significant increase compared to the previous quarter (+5.2%). **OK** also followed an upward trend (+5%), climbing to fourth place, leaving **Tele-Ores** in fifth place with a slight difference (+1.9%). At the same time, **Beautiful People** and **Cappuccino** maintained their sixth and seventh place, recording an increase compared to the previous quarter (+1.9% and +0.5% respectively).

## Monthly Magazines

Readership (Top 10)	Jan.-Mar. 2020		January		February		March	
	25.9		23.5		26.8		24.7	
	(%)		(%)	(%)	(%)	(%)	(%)	
<b>Check IN</b>	9.7	70,240	8.5	61,216	8.8	63,440	6.1	43,458
<b>Madame Figaro</b>	9.3	66,716	8.4	60,599	9.6	69,112	10	71,349
<b>In Business</b>	4.5	32,138	3.8	27,544	4.2	30,449	4.8	34,588
<b>Omikron</b>	3.7	26,745	2.1	14,842	2.6	18,683	5.3	38,027
<b>TASTE</b>	3.5	25,163	3.1	22,263	4.5	32,343	4.6	32,971
<b>Gastronomos</b>	2.4	17,067	2.2	16,091	2.3	16,357	1.9	13,252
<b>MUST</b>	2.0	14,128	2.2	15,645	2.0	14,436	1.9	13,916
<b>MAN</b>	1.9	13,603	0.6	4,334	1.3	9,136	2.6	18,297

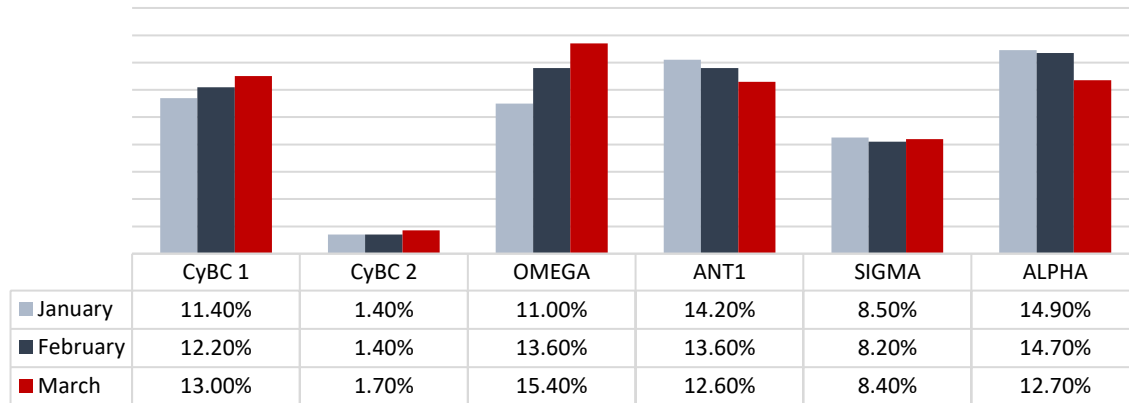
In contrast to weeklies, the readership of monthly magazines dropped compared to both the previous quarter and the same period in 2019 (-0.9% and -3.3% respectively). **CHECK IN** was in the lead this past quarter with only a slight difference (+0.4%), from women’s lifestyle magazine **Madame Figaro**, which fell to second place after a long time in the lead. At the same time **IN Business** magazine climbed to third place, recording, however, a slight drop (-0.5%) compared to the previous quarter. The remaining magazines followed a downward trend, with the exception of **TASTE** and **MAN** which were slightly up this quarter (by+0.5% and +1.3% respectively).

### Weekly magazine Readership



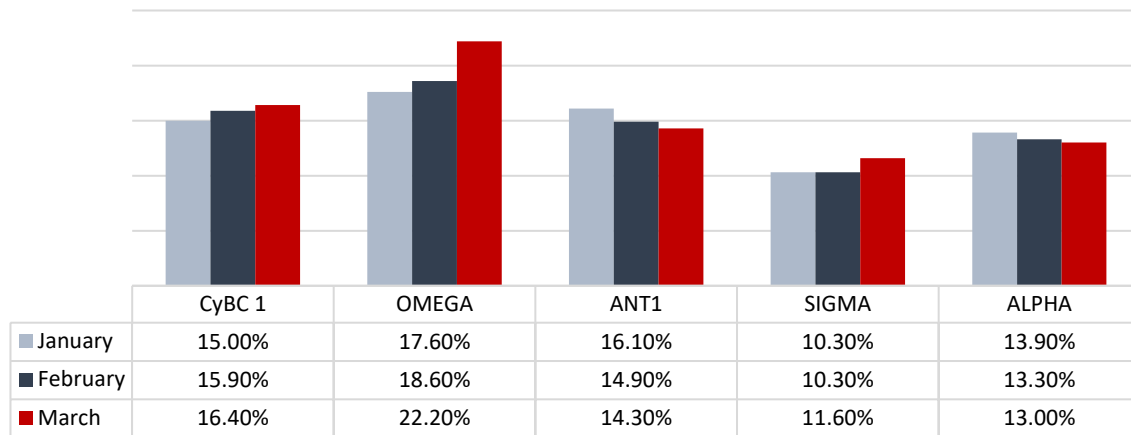
## Television

### General ratings of TV stations January-March 2020



**ALPHA** climbed to the lead of general viewership ratings, with **ANT1** dropping to second place from the lead. In particular, **ALPHA** gained ground compared to the previous quarter (+**0.8%**), while **ANT1** remained at the same level as for the previous quarter. **OMEGA** climbed to third place, recording an increase (+**2.4%**), while **CyBC1** ranked fourth, recording an increase (+**1.3%**). **SIGMA** dropped to fifth place recording a decrease in viewership (-**3.6%**).

### Ratings of main news bulletins Jan.-Mar. 2020



**OMEGA** maintained the lead in main news bulletin ratings this quarter, recording a significant increase compared to the previous quarter (+**4.1%**). **CyBC1** climbed to second place recording an increase (+**1.5%**) leaving **ANT1** in third place. However, despite its drop to third place, **ANT1** saw a slight increase in viewership (+**0.4%**). In addition, **ALPHA** also recorded a slight increase (+**0.7%**), ranking fourth, while **SIGMA** maintained the fifth place, dropping by **1.7%** compared to the previous quarter.