



mediaGNOSIS

October - December 2018

The current report is prepared by the Business Intelligence Unit of GNORA Communication Consultants and consists of the major findings of the Readership and Viewership Survey conducted by RAI Consultants Ltd and the monthly TeleBarometer by AGB Nielsen Media Research (Cyprus).

Findings for 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 the University of Nicosia, IMR and Symmetron.

Web records increase, newspapers are falling

Newspapers: Saturday and Sunday newspaper editions recorded a drop compared with the previous quarter, while the daily editions recorded a slight increase. On an annual basis, the newspapers readership was lower compared to the corresponding period last year.

Portals: Philenews and Sigmalive receive the most traffic, while the ranking of the rest of the websites is reshuffled. The majority of the websites recorded an increase in traffic compared to previous quarter.

Radio: CyBC 3 and Radio Proto continue to lead the ratings.

Magazines: The downward trend in readership continues for both weekly and monthly magazines. Chryses Syntages took the lead among weekly magazines, with Time-Out (now renamed into Check In), maintaining the lead for monthly magazines, recording however, losses.

Television: SIGMA took the lead in both the general ratings and the main news broadcasts. Alpha follows in second place in general ratings, while RIK climbs in second place in the main news broadcasts. ANT1 falls in third place in both categories.

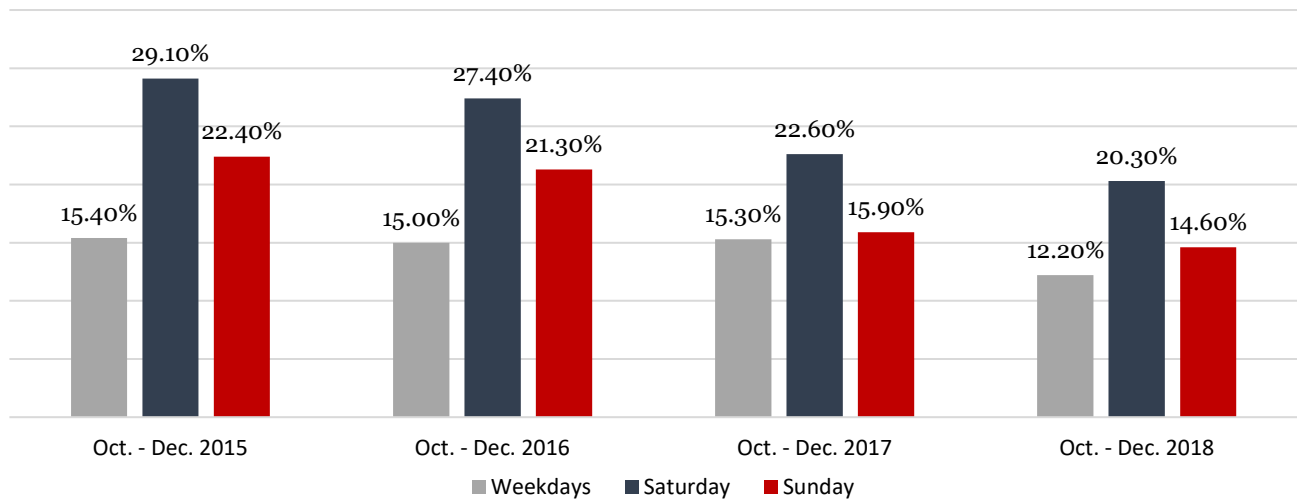


GNORA offers comprehensive services in Corporate and Political Communication, Public Affairs and Publishing in Cyprus and Greece. It is a specialised consultancy company, which relies on the expertise, experience and networking of its staff to manage and protect the reputation of private and public organisations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

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



The newspaper readership of the dailies as well as Saturday's and Sunday's editions recorded a decrease during the quarter October – December 2018 (compared with the corresponding quarter of 2017). Saturday and Sunday newspaper readership followed a downward trend compared to the previous quarter with the dailies however, recording a marginal increase (+0.5% weekdays, -3% Saturdays, -1.4% Sundays). Consistently on top, **Phileleftheros** newspaper maintained its lead, also recording a slight increase on weekdays and on Sundays, with its percentage however, decreasing on Saturdays compared to the previous quarter (+0.4% on weekdays, -1.7% on Saturdays and +0.5% on Sundays). **Politis** follows in second place in readership, although it recorded losses on weekend editions compared to the previous quarter (-0.4% on Saturdays and -1.1% on Sundays); it did record a slight increase, however, on weekdays (+0.8%). Moreover, **Haravgi** recorded a small increase in weekdays and Sundays newspapers, remaining at the same levels on Saturdays. The rest of the newspapers remained at the same levels compared to the previous quarter, though **Kathimerini** recorded the biggest drop (-0.6%).

Oct.-Dec. 2018	Weekdays 12.2%		Saturday 20.3%		Sunday 14.6%	
	%	readership	%	readership	%	readership
Phileleftheros	8.0	57,702	15.0	108,983	9.3	67,616
Politis	4.1	29,539	4.7	34,035	3.1	22,249
Haravgi	2.2	16,142	2.6	18,871	3.0	21,407
Simerini	-	-	-	-	1.7	12,585
Alithia	1.1	8,153	0.8	5,884	0.4	3,207
Sport Day	0.6	4,353	0.4	3,011	0.4	3,003
Cyprus Mail*	0.2	1,204	0.2	1,204	0.2	1,724
Kathimerini	-	-	-	-	1.0	6,965
Machi	-	-	-	-	0.2	1,336

* 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		
PHILENEWS	1,310,645	11,873,130	26.4	73.5	4,964,003	18.10	03:57
SIGMALIVE	1,013,703	14,700,678	28.5	71.5	4,875,542	19.73	04:22
CYPRUSTIMES	666,345	6,717,598	24.6	75.3	1,922,830	26.02	03:17
TOTHEMAONLINE	505,034	4,682,585	12	88	2,206,033	30.84	02:02
REPORTER	499,567	9,341,707	32.5	67.4	2,481,796	37.32	03:07
POLITIS	459,357	2,811,703	34.7	65.2	1,380,851	23.42	02:15
ALPHANEWS	327,577	1,080,120	17.2	82.7	682,804	47.42	01:21
OFFSITE	309,678	1,198,899	25.4	74.5	904,860	29.84	00:43
KERKIDANET	306,568	13,113,488	21.7	78.3	2,442,147	10.67	05:39
ANT1IWO	286,401	1,896,017	25.2	74.7	942,094	39.25	01:54
NEWSBOMB	126,957	480,604	23.6	76.4	263,013	20.18	01:24

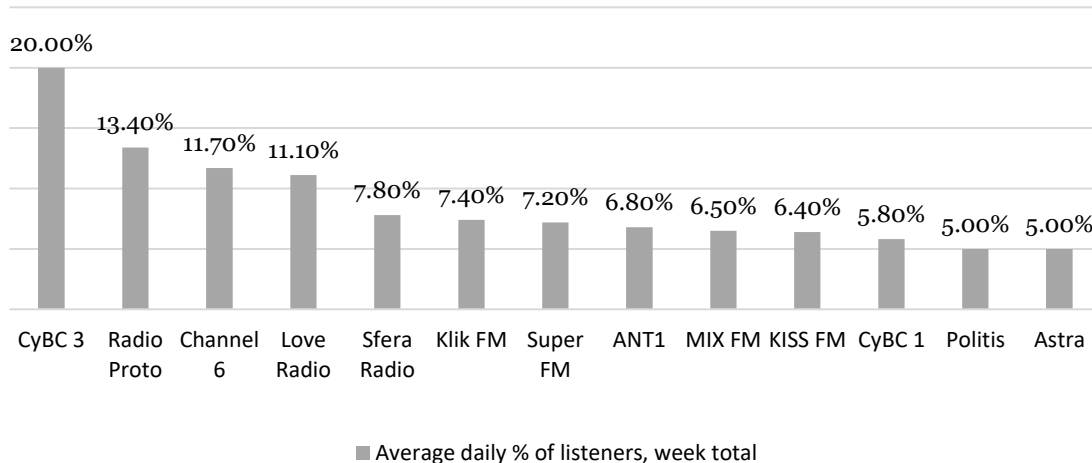
* visits from Social Media

Philenews and **Signalive** are in the top two spots in terms of number of visitors. **Signalive** recorded a slight drop compared with the previous quarter (1,047,575 unique visitors), while **Philenews** returned to the top, featuring a significant increase (from 903,742 unique visitors). **Cyprus Times** ranked third, climbing three places compared to the previous quarter, while **ToThemaOnline** and **Reporter** follow in fourth and fifth place respectively. More specifically, **Cyprus Times** saw its traffic increase by 204,956 unique visitors, in contrast with **Offsite**, which recorded a decrease by 199,762 unique visitors, and fell from third place, in the previous quarter, to eighth place behind **Politis** and **Alphanews**. It is worth noting that compared to the previous quarter, the majority of websites recorded increase in terms of unique visitors, while traffic from social media recorded in total a slight fall. As for the devices used to access news sites, mobile phones continue to be the most popular choice of most users.

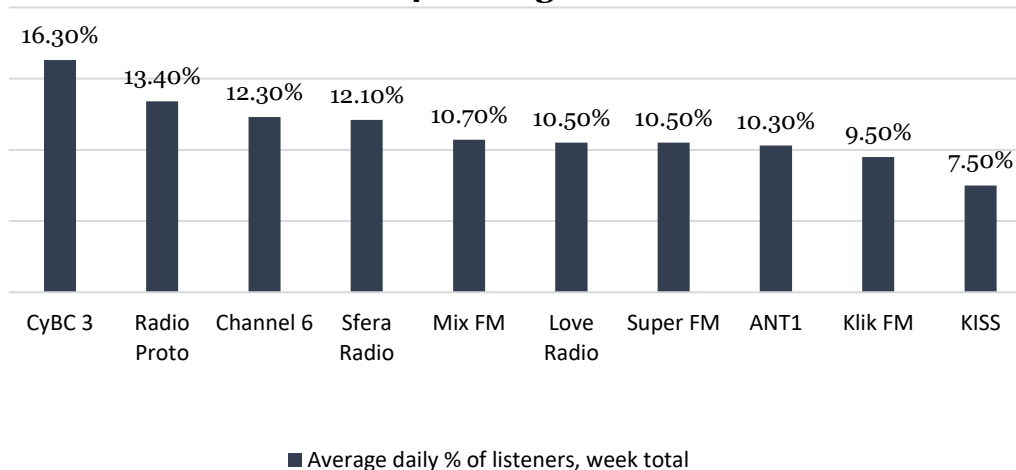
Radio

Period 01 July – 31 October 2018

Morning zone ratings 06:01-09:00



24h ratings



Morning zone

CyBC 3 continues to lead the ratings in the morning zone, maintaining its lead from the second-placed **Radio Proto**; though it recorded a drop compared with the previous quarter (-0.8%). **Channel 6** and **Love Radio** ranked third and fourth, with only a marginal difference between them.

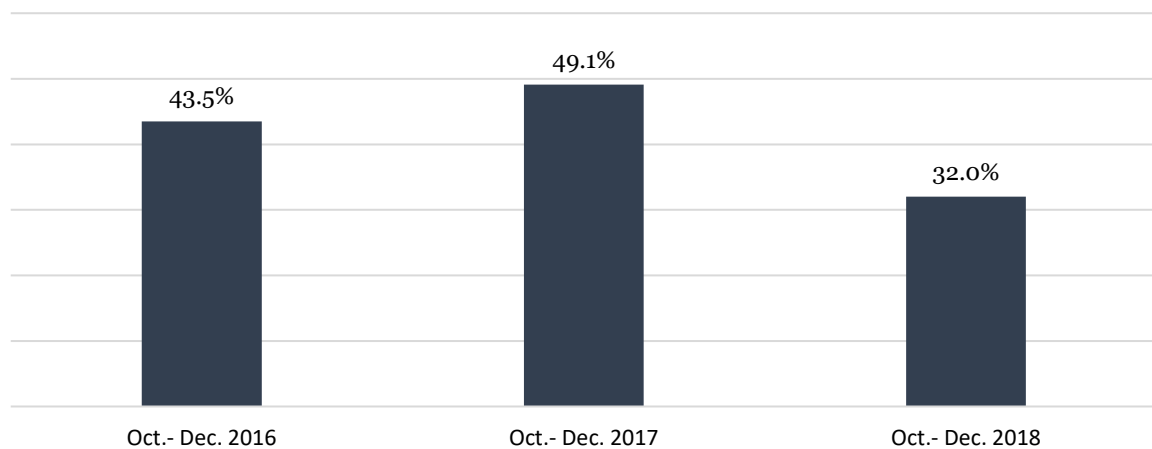
24-hour ratings

CyBC 3 is steadily ahead in listeners' preference over a 24-hour period, while **Radio Proto** follows at a close distance (compared with the morning zone). **Channel 6** and **Sfera Radio** ranked third and fourth respectively, while **Mix FM** follows in fifth place, up two places compared to the previous quarter.

Weekly magazines

Readership	Oct.-Dec. 2018 (%)		October 2018 (%)		November 2018 (%)		December 2018 (%)	
		32.0		31.6		26.9		32.7
Chryses Syntages	12.2	88,403	10.6	77,016	11.4	82,980	13.9	100,687
TV Mania	11.5	83,673	-	-	10.2	73,888	12.6	91,248
Down Town	9.4	67,818	-	-	9.6	69,358	9.5	68,675
OK	9.3	67,393	7.1	51,719	8.8	63,756	11.6	83,974
Tele-Ores	8.7	63,164	7.1	51,358	5.6	40,255	9.4	68,226
Cappuccino	5.6	40,622	5.3	38,478	4.7	34,109	6.1	44,269
Beaut. People	3.5	25,409	4.5	32,413	2.6	18,929	3.4	24,635

Readership of weekly magazines



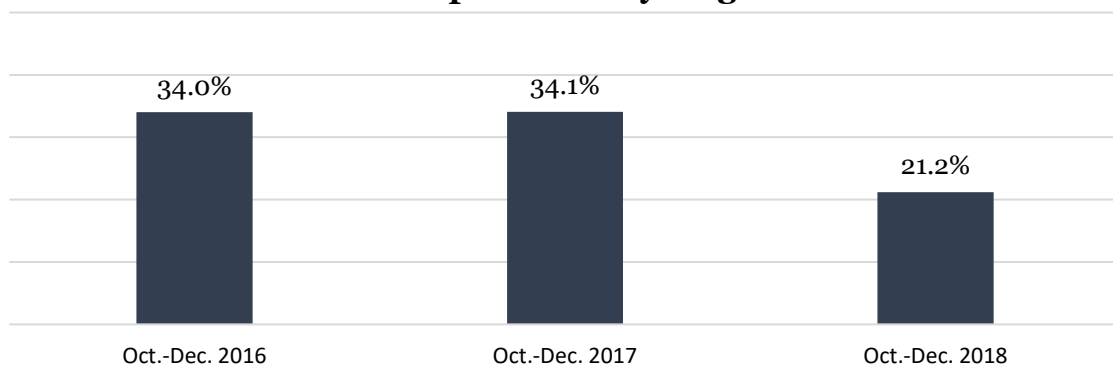
Readership of weekly magazines recorded a slight drop, compared with the previous quarter (-2.7%), while the difference was significant compared with the same period last year (-17.9%). **Chryses Syntages** take the lead, compared with the previous quarter (+1.5%) and leaving behind TV Mania and Down Town, which are again circulating separately. All other magazines followed an upward trend, besides Beautiful People, which recorded decrease compared to the previous quarter (-3.2%). It is worth noting that **Hello** magazine has stopped circulating.

Monthly magazines

Readership (Top 10)	Oct.-Dec. 2018		October		November		December	
	(%)		(%)		(%)		(%)	
	21.2		20.9		18.3		22.4	
Time-Out	8.8	64,013	9.0	65,416	6.7	48,227	7.6	54,878
Madame Figaro	6.0	43,748	5.8	41,807	4.1	29,619	6.9	49,768
In Business	5.0	36,411	3.6	26,137	5.9	43,010	5.9	42,814
Omikron	2.9	21,207	2.6	18,841	4.1	29,427	3.5	25,612
Taste	1.8	13,048	1.1	7,842	3.1	22,664	2.5	17,848
Gastronomos	1.6	11,378	0.8	5,754	0.4	2,764	1.1	7,659
Must	1.6	11,544	1.1	7,702	2.2	16,072	2.0	14,691
Glykes Alchimies	1.2	8,813	1.1	7,971	1.4	10,465	1.3	9,148
Easy & Homemade	0.7	5,195	0.6	4,704	1.0	7,112	1.0	7,169
MAN	0.6	4,620	0.3	1,813	0.9	6,337	1.0	7,465

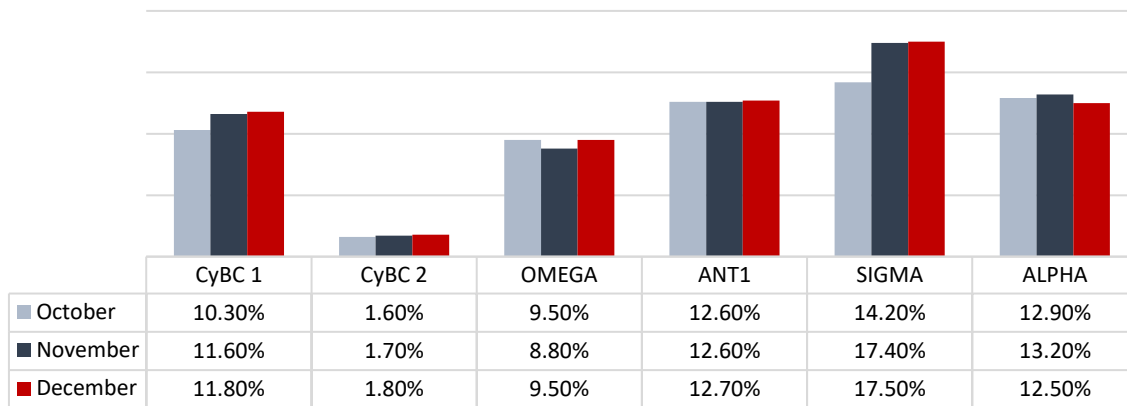
Readership of monthly magazines recorded an even steeper decrease compared with the previous quarter (-3.7%), while also dropping significantly compared with the same period of 2017 (-11.5%). **Time Out** magazine maintained its lead, rising slightly compared with the previous quarter (+0.4%). Women's lifestyle magazine **Madame Figaro** ranks second, recording a slight decrease however (-1.2%). Business magazine **IN Business** remains in third place, though with slight losses compared with the previous quarter (-1.2%).

Readership of monthly magazines



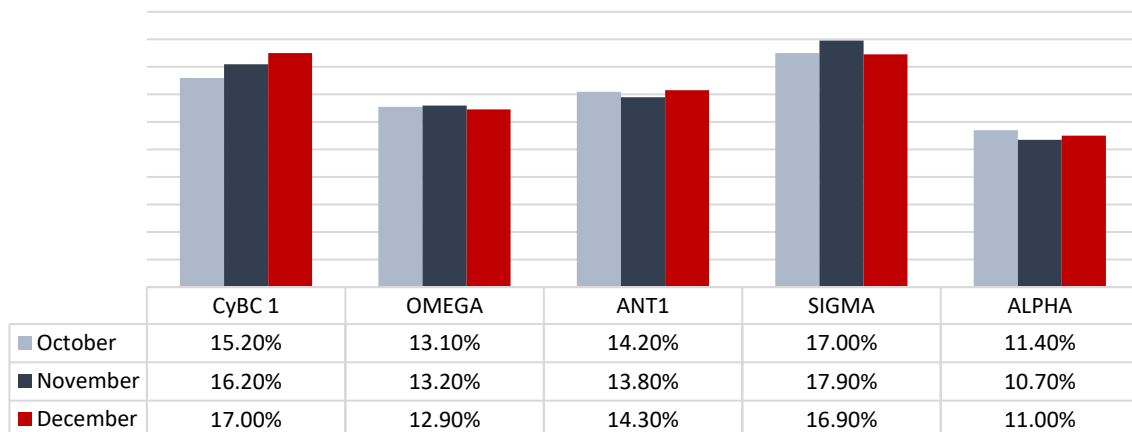
Television

General ratings of TV stations October-December 2018



The general ratings of **Sigma** recorded a significant increase, compared to the previous quarter (+4.1%), taking the lead in general ratings and peaking in December (17.50% viewership). **Alpha**, which remained at the same levels compared to the previous quarter, follows in second place, while **ANT1** ranks in third place, recoding a marginal drop (-1.0%). At the same time, a significant rise is recorded by **CyBC 1** (+4.1%), climbing in fourth place and leaving behind **OMEGA** (ex-TVONE) and **CYBC 2**, which recorded a slight fall (-0.7% and -2.3% respectively).

Ratings of main news bulletins Oct.-Dec. 2018



Sigma takes the lead in main news bulletin ratings as well, while at the same time **CyBC 1** climbs in second place, leaving **ANT1** in third. In particular, **Sigma** gains ground compared to the previous quarter (+2.1%), reaching its peak in November (17.9% viewership) while **CyBC 1** records the biggest increase for the same period (+2.7%), reaching its peak in December (17%), a month during which the state channel took the lead. On the other hand, **ANT1** recorded a slight decrease compared to the previous quarter (-2.4%), reaching its lowest ebb in November (13.8% viewership). **OMEGA** and **ALPHA** follow in fourth and fifth place, recoding however, a decrease compared to the previous quarter (-0.4% and 1.2% respectively).