



# mediaGNOSIS

July – September 2021

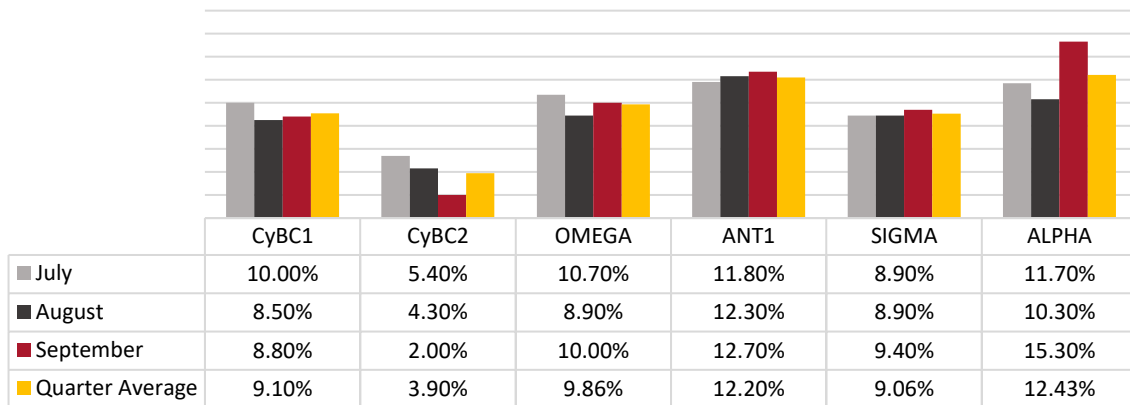
*The current report is prepared by GNORA Communication Consultants and consists of the major findings of the Readership and Viewership Survey conducted by RAI Consultants Public Ltd and the monthly TeleBarometer by AGB Nielsen Media Research (Cyprus). Information on online media portals is based on measurements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

## Minor reshuffle in portals, new leader in general TV ratings

- TV:** ALPHA led the general ratings, while OMEGA maintained the lead in the main news bulletin. CyBC1 and Sigma saw increased viewership ratings in the main news bulletin.
- Portals:** Philenews received the most pageviews, while Cyprus Times (MC Media Network) maintained the lead as it comes to unique visitors for the fourth quarter in a row.
- Radio:** CyBC3 remained in first place, both as regards the morning zone and the 24h ratings (*data concerns the period May-July 2021*).
- Newspapers:** Newspaper readership continued to decline, with Phileleftheros taking first place, with significant difference from the remaining newspapers. Alithia saw a considerable increase in readership.
- Magazines:** The readership of both weekly and monthly magazines continued to drop. TV Mania and IN Business ranked first for weekly and monthly magazines, respectively.

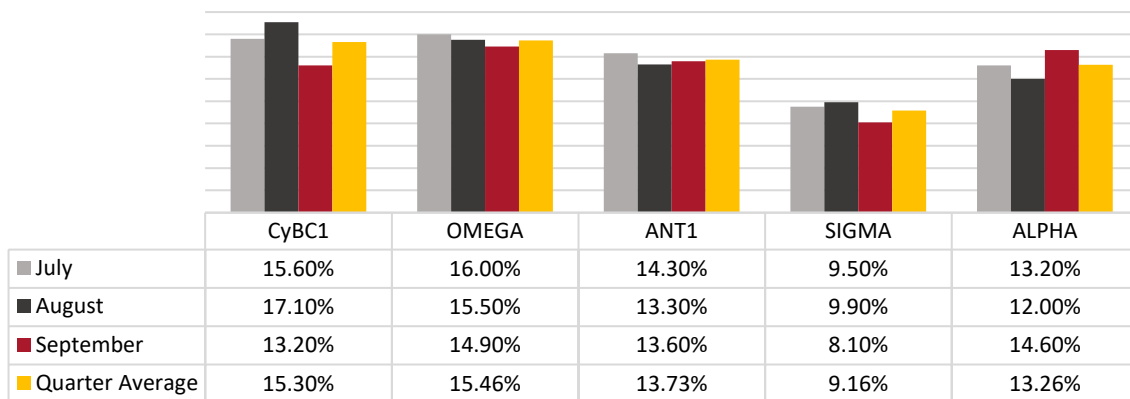
## Television

### General TV Ratings July-September 2021



**ALPHA** topped the general TV ratings, registering however a slight drop (**-0.3%**) compared with the previous quarter. **ANT1** followed suit in second place, with its ratings dropping by **-1.3%**, while **OMEGA**, whose ratings also dipped (**-2.2%**), ranked third. **CyBC1** climbed in 4<sup>th</sup> place, while also recording falling ratings (**-1.1%**). **SIGMA** is at a close distance from the state broadcaster, registering lower ratings (**-1.5%**) compared to the previous quarter. **CyBC2** ranked 6<sup>th</sup> and is the only TV station that saw its ratings increase (**+0.6%**) compared to the previous quarter. This increase is mainly attributed to the fact that it broadcasted the EURO and the Tokyo Olympics.

### Main News Bulletin Ratings July-September 2021



**OMEGA** remained in the lead of the main news bulletin ratings, recording an increase of **+1.1%**. A significant increase in ratings was also recorded by **CyBC1 (+2%)**, which climbed from fourth to second place. **ANT1** remained in third place recording a drop (**-1%**) compared to the previous quarter. **ALPHA** fell from second to fourth place, recording a drop of **-1.8%**, while **SIGMA** ranked fifth, recording, however, higher ratings (**+1.7%**).

## Websites

WEBSITE <sup>1</sup>	PAGEVIEWS	UNIQUE VISITORS	TOTAL VISITS	TRAFFIC FROM SOCIAL MEDIA %	AVERAGE TIME PER VISIT
PHILENEWS	22,717,782	1,489,410	6,226,906	18.26	03:03
SIGNALIVE	22,143,946	1,280,534	7,701,108	10.59	05:28
KERKIDANET	18,958,795	698,335	5,253,814	18.3	04:47
CYPRUSTIMES	18,227,443	1,908,752	6,824,757	19.76	02:29
REPORTER	16,247,087	1,008,354	4,297,309	30.65	02:21
TOTHEMAONLINE	6,560,569	662,433	3,225,130	25.98	01:29
OFFSITE	4,829,581	466,814	1,574,921	48.47	01:41
POLITIS	4,606,361	672,063	2,317,754	26.26	02:13
ILOVESTYLE	4,518,791	618,067	1,367,391	70.98	01:19
ALPHANEWS	3,348,385	496,508	1,750,436	26.28	02:22

**Philenews** ranked first, based on the average of the total pageviews for the period July - September 2021, recording an increase of 1,591,569 pageviews, compared to the previous quarter. **Signalive** is second, registering a decrease of 1,475,672 pageviews, while the third and fourth place was taken by **kerkida.net** and **Cyprus Times**, which saw increased ratings of 1,699,981 and 1,000,899, respectively. **Reporter** remained in fifth place, recording 981,701 more pageviews, while **tothemaonline** ranked sixth, with an additional 745,249 pageviews.

**Offsite** climbed from eighth to seventh place (+491,604 pageviews), leaving **Politis** behind, who retreated to eighth place (-413,005 pageviews). **Ilovestyle.com**, which continues its steady growth, placed ninth (+1,303,923 pageviews), surpassing **Alphanews**, which fell to the tenth place, registering a decrease of 229,949 pageviews.

In the unique visitors' category, **Cyprus Times** remained in the lead for the fourth consecutive quarter, with 1,908,752 visitors. **Philenews** and **Signalive** maintained the second and third place respectively, albeit recording a slight drop in visitor numbers. **Reporter** stayed in fourth place, while **kerkida.net** recorded an increase of 44,127 visitors, surpassing **Politis**, that had 58,929 less visitors than the previous quarter, thereby falling to the sixth place.

The increased ratings of **ilovestyle.com** is reflected in the visitors' figures. The website, which belongs to DIAS group, has recorded the greatest increase (+157,420 visitors) out of the top-10 websites, compared to the previous quarter, getting 70.98% of its visitors from social media (ranking first in the relevant category).

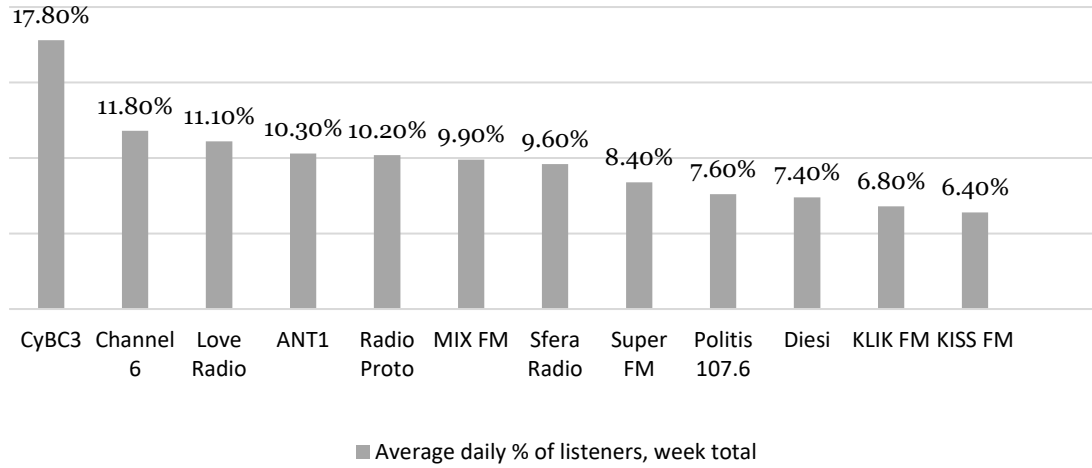
It is worth mentioning that **Signalive** continues to be the website with the highest average time per visit (05:28 minutes), while **kerkida.net** remained in second place with 04:47 minutes.

<sup>1</sup> Some media groups may use the same domain for more than one website under their umbrella. This may affect their traffic statistics.

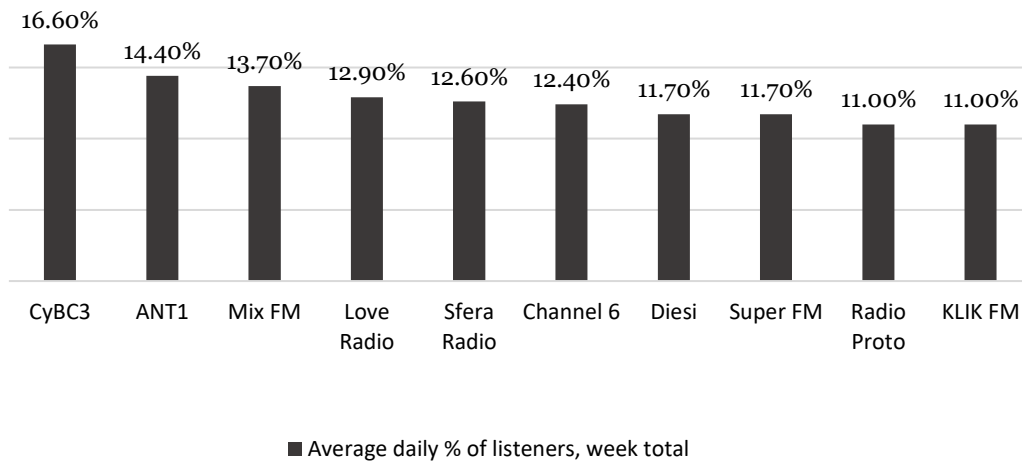
# Radio

May - July 2021

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



## 24 hour ratings



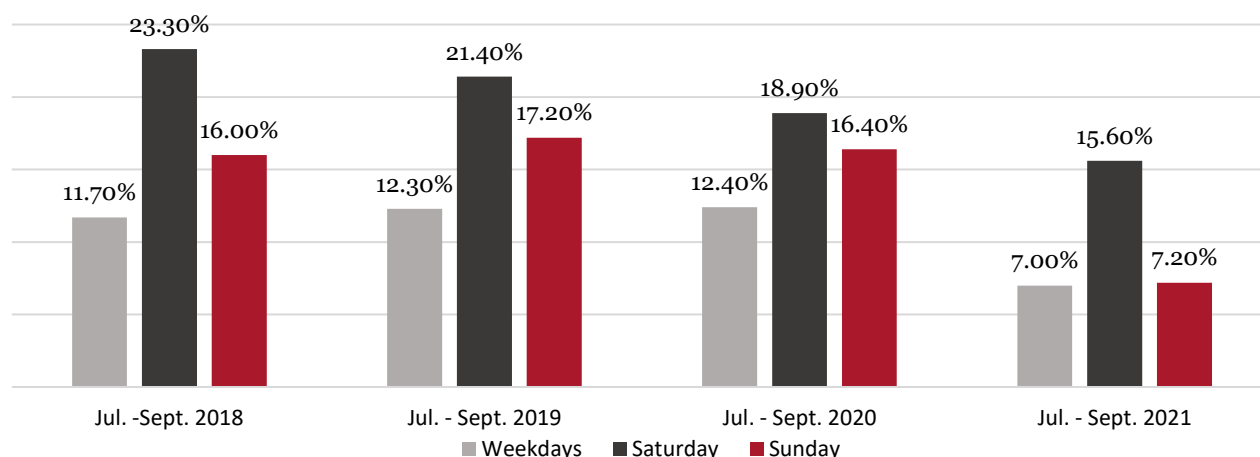
### Morning zone

**CyBC3** continued to lead the morning zone ratings, recording an increase (+0.2%) compared to the February – April 2021 period. **Channel 6** remains second with a slight increase (+0.1). **Love Radio** climbed in third place, with a small increase (+0.2%), leaving **ANT1** in fourth (-0.2%) and **Radio Proto** in fifth (-1.1%) place. Following behind are **MIX FM** (+0.1%), **Sfera Radio** (+0.3%) and **Super FM** (-0.7%). **Politis 107.6** recorded an increase (+0.5%), managing to climb from 12<sup>th</sup> to 9<sup>th</sup> place.

### 24-hour ratings

**CyBC3** was a crowd favourite for the entire 24 hours of the day, recording however lower ratings this period (-1.6%), while **ANT1** remained in second place recording a slight increase (+0.1%), compared to the February – April period. **Mix FM** (+0.3%) ranked third, while **Love Radio** went up two places, to rank fourth (+0.3%), while **Sfera Radio** remained fifth and **Channel 6** dropped to sixth place (-0.4%).

## Newspapers



Newspaper readership fell for yet another quarter.

**Phileleftheros** remained in the lead, with its weekday readership dropping by **2.6%** and its Sunday readership dropping by **3.2%** compared to the previous quarter, while its Saturday ratings remained stable. **Politis** recorded an increase in its daily editions (**+1.3%**), climbing to second place in the relevant category, leaving **Haravgi** behind, which recorded a drop (**-2.2%**) in the same category. As it comes to Saturday editions, **Politis** (**-0.4%**) remained second with a significant difference from **Haravgi**, which recorded a slight increase in the relevant category (**+0.3%**). As regards Sunday editions, **Haravgi's** readership recorded a drop (**-2.2%**), compared to the previous quarter, falling from second to fourth place, behind **Politis** and **Kathimerini**, which, nonetheless, recorded a slight drop compared to the previous quarter (**-0.2%** and **-0.3%** respectively). **Simerini** also saw its readership fall (**-1.7%**) in the same period. On the other hand, **Alithia** recorded an increase in every category: (**+0.7%** in weekday, **+0.8%** in Saturday and **+0.2%** in Sunday editions). Finally, **Cyprus Mail's** readership ratings increased by **0.6%** on Saturdays. It should be noted there is no data regarding the **Cyprus Mail's** readership for the weekday and Sunday editions of the previous quarter.

Jul. – Sept. 2021	Weekdays 7.0%		Saturday 15.6%		Sunday 7.2%	
	%	readership	%	readership	%	readership
<b>Phileleftheros</b>	3.8	27,483	10.8	77,669	3.4	24,622
<b>Politis</b>	3.1	22,582	4.3	30,920	2.5	18,030
<b>Haravgi</b>	0.9	6,803	1.4	10,328	0.7	5,127
<b>Kathimerini</b>	-	-	-	-	1.5	10,712
<b>Alithia</b>	0.9	6,405	1.1	8,049	1.2	8,843
<b>Sport Day</b>	0.9	6,405	1.1	8,049	1.2	8,843
<b>Cyprus Mail*</b>	0.5	3,667	0.7	4,999	0.4	2,820
<b>Simerini</b>	-	-	-	-	0.3	2,094

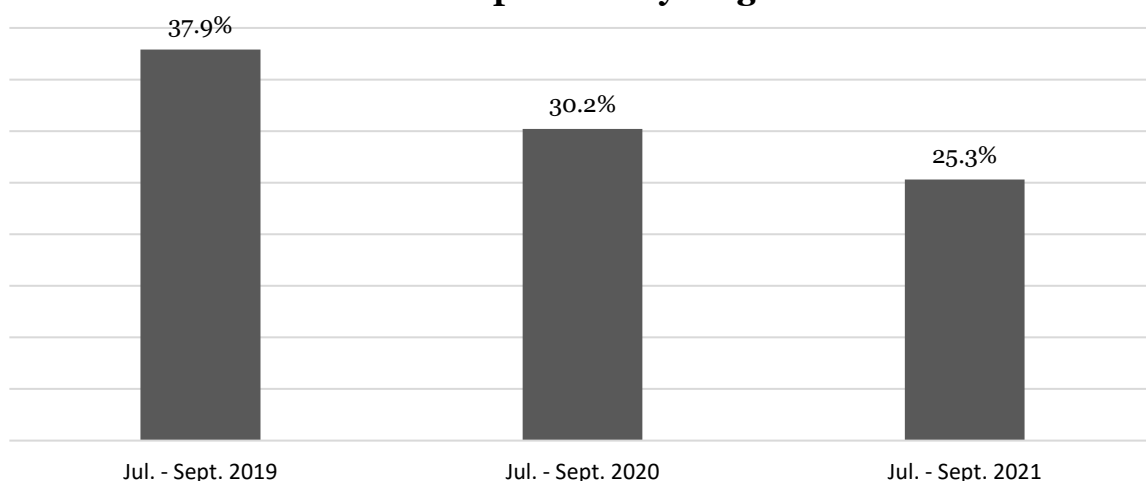
\* Cyprus Mail readership does not include non-residents and tourists

## Weekly Magazines

Readership	Jul. – Sept. 2021		July		August		September	
	(%)		(%)		(%)		(%)	
	25.3		18.3		27.5		28.0	
<b>TV Mania</b>	13.3	95,752	8.8	63,693	15.0	108,005	14.8	106,817
<b>Chryses Syntages</b>	9.4	67,412	6.8	48,655	10.0	72,220	10.6	76,478
<b>DownTown</b>	7.3	52,617	7.1	51,292	7.4	53,476	7.3	52,493
<b>Cappuccino</b>	5.1	36,782	5.4	39,129	4.8	34,784	3.5	25,558
<b>Tele-Ores</b>	4.8	34,805	4.0	29,120	5.1	36,767	3.7	26,950
<b>Beautiful People</b>	3.0	21,795	2.0	14,257	3.3	23,824	3.2	22,908

Weekly magazine readership fell compared both to the previous quarter (**-2.8%**), and the same period last year (**-4.9%**). **TV Mania** remained in first place, with its readership dropping by one percent (**-1.0%**). **Chryses Syntages** remained in second place for yet another quarter, recording, however a significant drop (**-4.3%**), compared to the period April – June 2021. **Down Town** remained in third place, registering a drop of **2.2%**. **Cappuccino** maintained its upward trend for a second consecutive quarter (**+0.3%**), climbing from sixth to fourth place. Following behind, with a decrease in their readership, are **Tele-Ores (-2.4%)** and **Beautiful People (-3.7%)**.

### Readership of weekly magazines

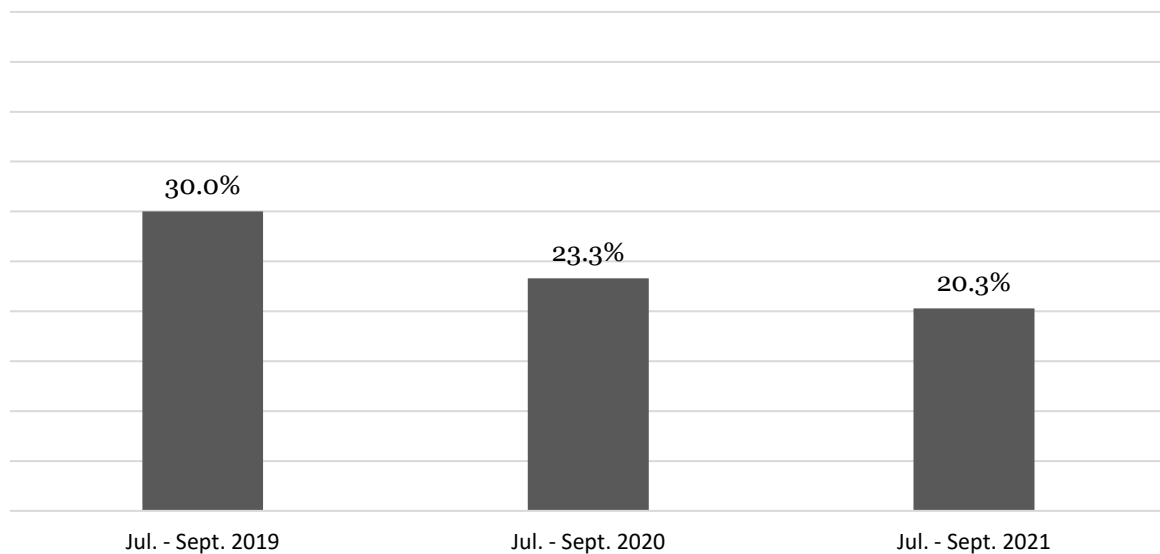


## Monthly Magazines

Readership	Jul- Sep 2021		July		August		September	
	20.3		22.8		20.2		17.7	
	(%)		(%)	(%)	(%)	(%)	(%)	
<b>IN Business</b>	6.0	42,965	6.5	46,790	5.8	41,559	5.7	40,783
<b>Madame Figaro</b>	3.9	28,131	4.7	34,123	4.3	30,794	3.1	22,193
<b>Gastronomos</b>	2.6	18,695	3.8	27,429	2.3	16,474	1.9	13,754
<b>OMIKRON</b>	2.5	18,627	3.7	26,651	2.2	15,537	1.5	10,984
<b>MUST</b>	1.9	13,670	1.5	10,656	1.9	13,514	1.8	13,172

The readership of monthly magazines was yet again down compared to the previous quarter **(-2.6%)**, while compared to the same period last year it declined by **-3.0%**. There was a change in first place, as **IN Business** reconquered the top, with its readership however dropping by **-1.4%**. **Madame Figaro** fell to second place, with its ratings dropping by **-4.5%**. **Gastronomos** ranked third with steady ratings, while **OMIKRON** follows suit in fourth place, with a slight decrease compared to the previous quarter **(-0.1%)**. **MUST** ranked fifth, with its readership ratings increasing by **+0.3%**.

### Readership of monthly magazines





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 in the Forbes magazine's list

GNORA's experienced and dynamic team has undertaken, among other things, the task of formulating the communication strategy of the Health Insurance Organisation for the introduction of the General Healthcare System (GHS) as well as the road safety campaign of the Ministry of Justice and Public Order.

GNORA has received significant awards in Cyprus and abroad. In 2020, it was awarded as "Best Client Service" company in Cyprus, at the Global Brands Awards 2019-2020, which saw the participation of global giants such as Microsoft Corporation, Google, Huawei, Amazon and Apple. It was also declared national champion in the customer focus category by the European Business Awards (EBA) 2016/2017. In 2013, it was awarded the InBusiness Award for the best SME in Cyprus.

It is a member of the Cyprus Communication Agencies Association (SDEK).