

mediaGNOSIS

APRIL – JUNE 2022



Sharp decline in weekend newspaper readership

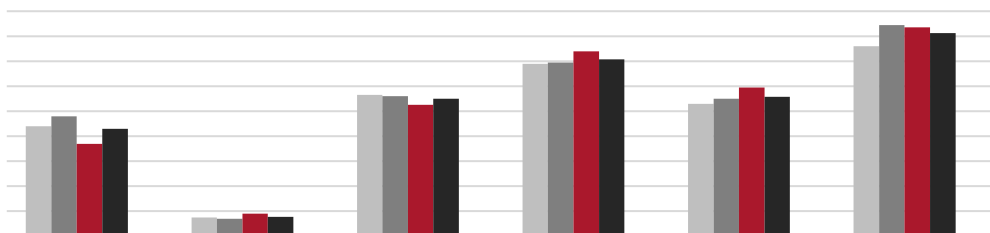
- TV:** ANTI rose in general viewership and main news ratings. ALPHA remains top in both viewership categories.
- Radio:** Minor shifts in the ratings of radio stations. CyBC 3 and MIX FM continue to lead the ratings in news and entertainment respectively (the available data cover the period February – April 2022).
- Newspapers:** Newspaper readership lost steam on weekends (when traditionally readership was high), compared with the ratings of the last three years.
- Magazines:** Overall readership of weekly and monthly editions fell compared with the previous quarter, as well as the same period last year.
- Websites:** The Cyprus Online Publishers Association (COPA) announced that it will not be publishing data from its members in the coming period, due to the enforcement of the EU e-Privacy Directive, which allows users to reject cookies before accessing a website, thereby affecting the relevant statistics.



TV

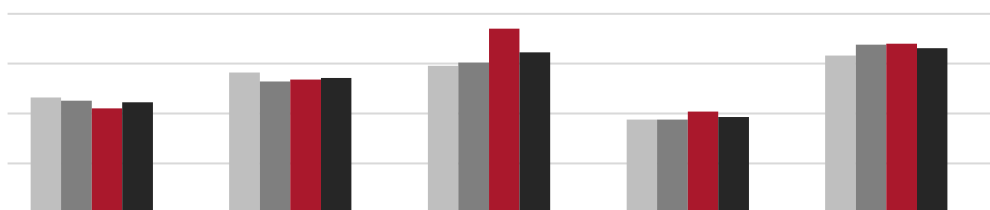
ANT1 recorded increases in general TV ratings and main news ratings, while ALPHA continued its rise, remaining at the top of both viewership categories. OMEGA recorded a drop in main news ratings.

General TV ratings April - June 2022



	CyBC 1	CyBC 2	OMEGA	ANT1	SIGMA	ALPHA
■ April	8.80%	1.50%	11.30%	13.80%	10.60%	15.20%
■ May	9.60%	1.40%	11.20%	13.90%	11.00%	16.90%
■ June	7.40%	1.80%	10.50%	14.80%	11.90%	16.70%
■ Quarterly average	8.60%	1.56%	11.00%	14.16%	11.16%	16.26%
Quarterly change	-0.63%	0.06%	-1.10%	1.06%	-0.44%	0.96%

Main News ratings April - June 2022



	CyBC 1	OMEGA	ANT1	SIGMA	ALPHA
■ April	11.60%	14.10%	14.80%	9.40%	15.80%
■ May	11.30%	13.20%	15.10%	9.40%	16.90%
■ June	10.50%	13.40%	18.50%	10.20%	17.00%
■ Quarterly average	11.13%	13.56%	16.13%	9.66%	16.56%
Quarterly change	-0.53%	-2.37%	1.93%	-0.40%	0.20%



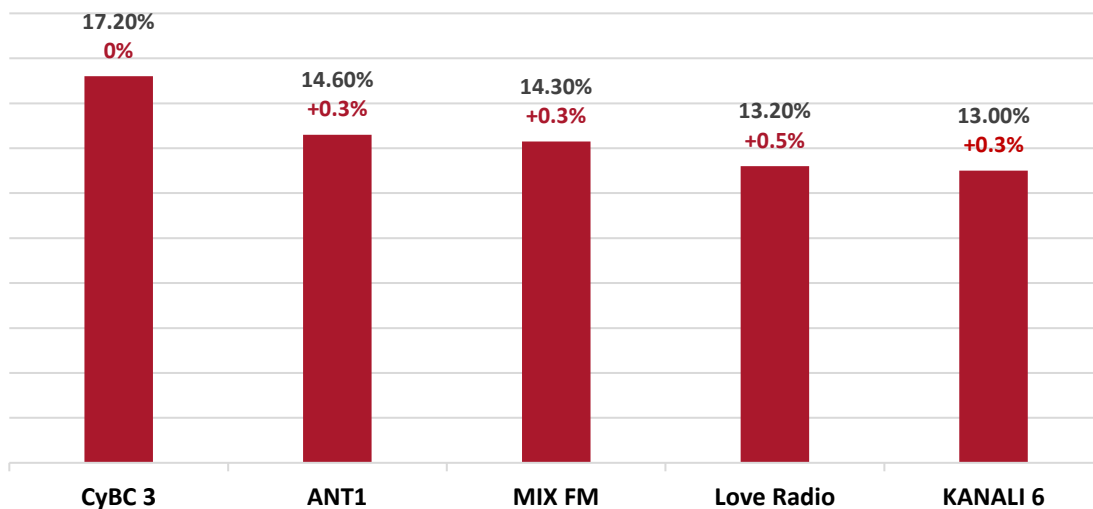
Radio

Slight changes in general audience and morning zone ratings, which did not affect the top five ranking. CyBC 3 remains first in both audience categories.

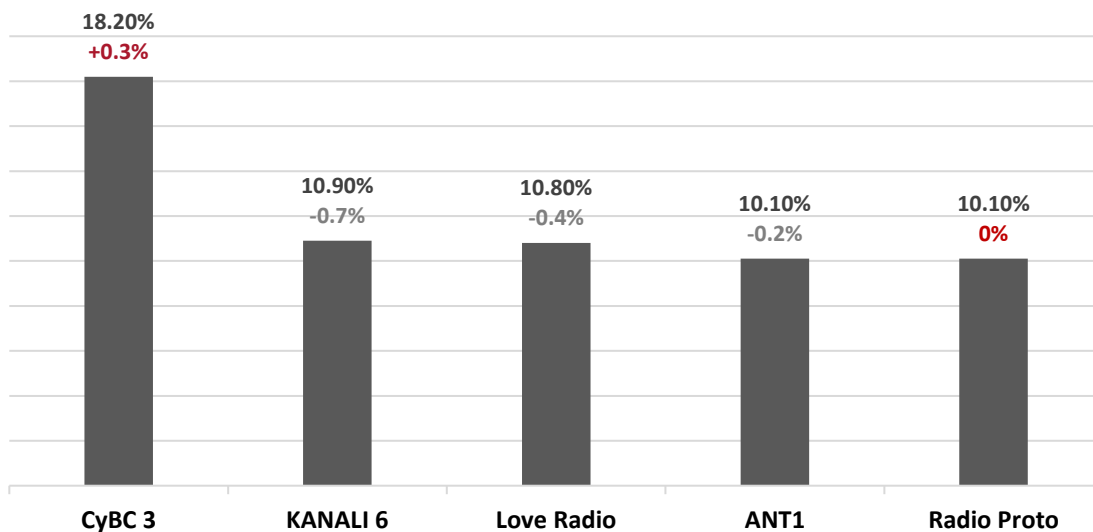
General Audience TOP5

February - April 2022
Average daily audience % Weekly total

24-hour ratings (06:01-06:00)



Morning zone ratings (06:01-09:00)

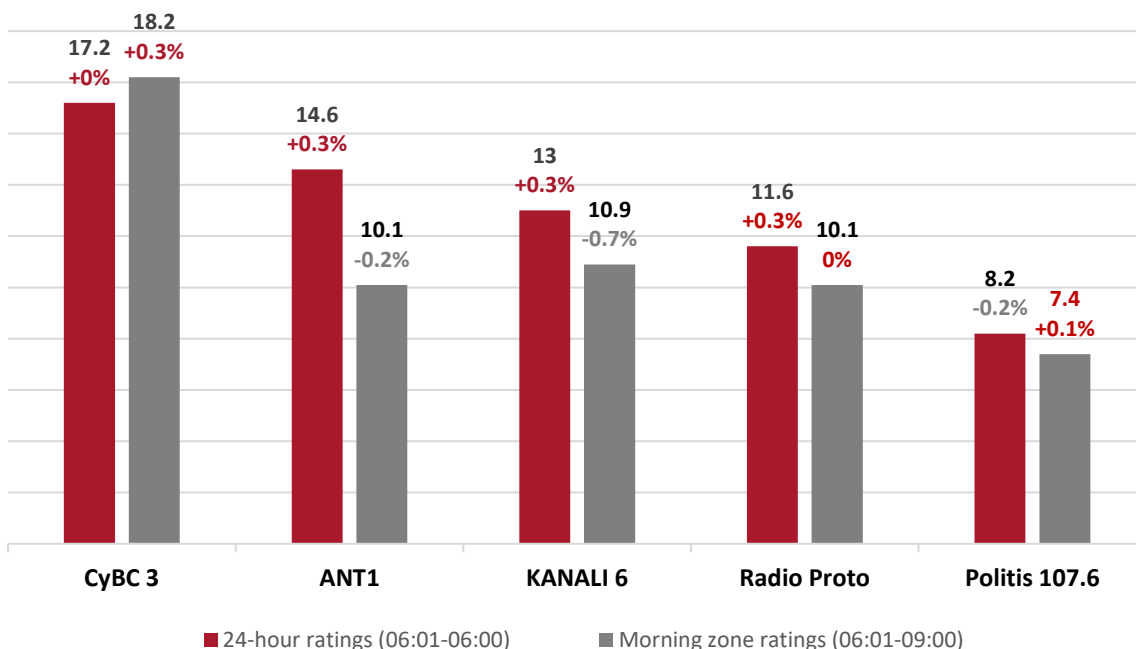




News TOP5

February - April 2022

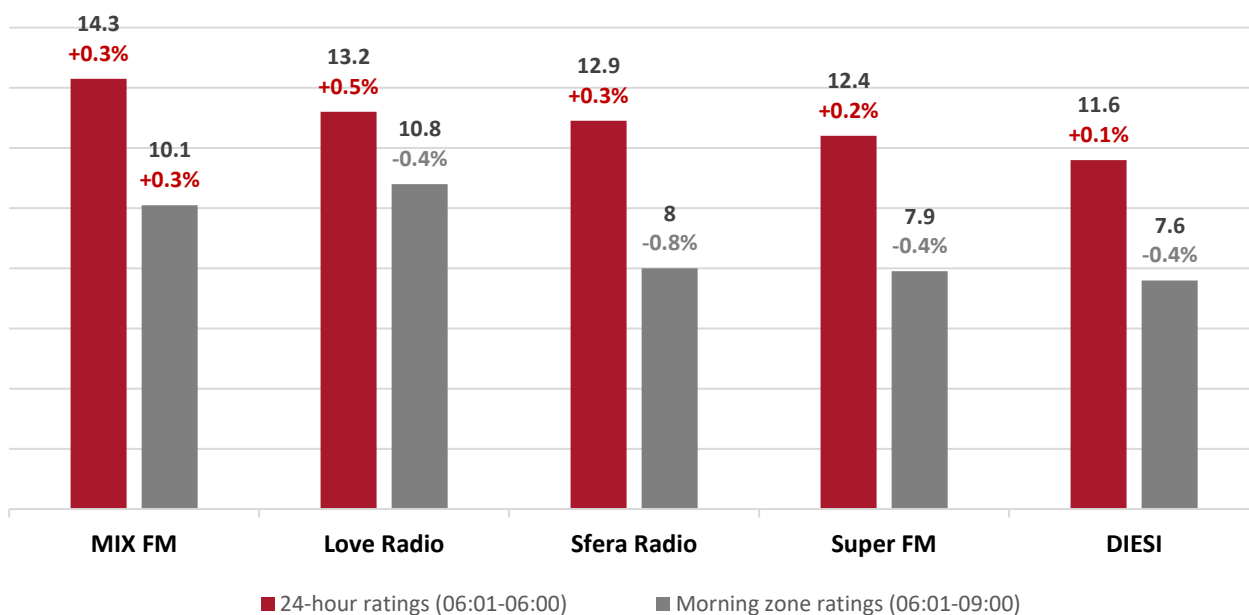
Average daily audience % Weekly total



Entertainment TOP5

February - April 2022

Average daily audience % Weekly total

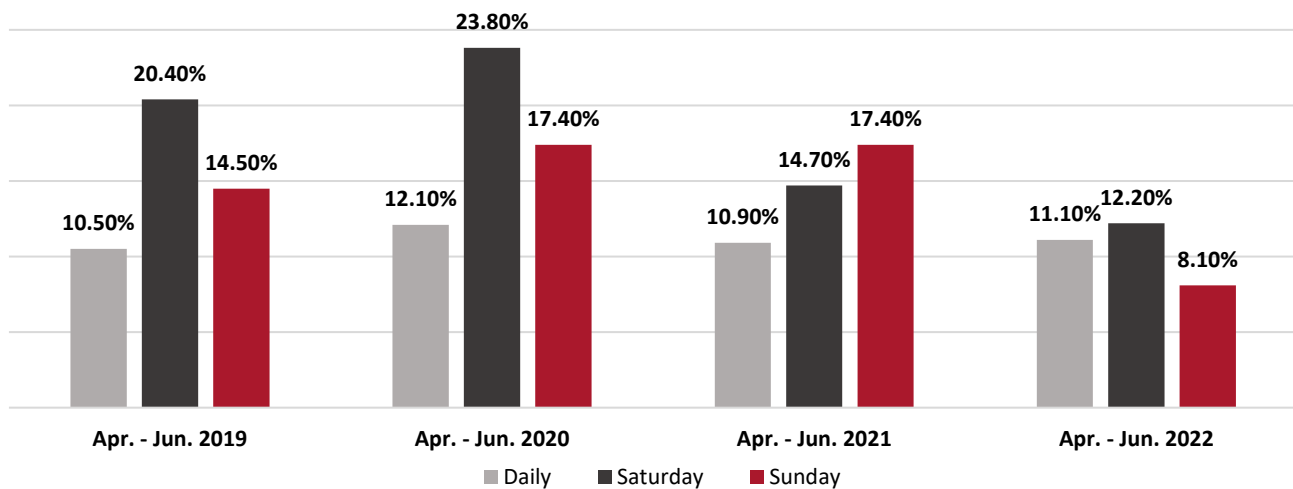




Newspapers

Newspapers recorded marginally higher readerships in daily and weekend editions, compared with the previous quarter. However, what stands out is the sharp decline in the readership of weekend editions compared with 2019, 2020 and 2021.

Newspaper readership



Apr.-Jun. 2022	Dailies 11.1%		Saturday 12.2%		Sunday 8.1%	
	readership (%)	change (%)	readership (%)	change (%)	readership (%)	change (%)
DAILY NEWSPAPERS						
PHILELEFTHEROS	5.6	+1.6	8.5	+2.5	4.1	+2.8
POLITIS	1.9	+0.7	2.6	0	0.7	-0.1
HARAVGI	3.9	+2.8	2.5	+2.3	2.4	+1.4
ALITHIA	0.4	+0.1	0.3	+0.2	0.4	-1
SPORT DAY	0.8	+0.5	0.2	+0.1	0.2	-1.1
WEEKLY NEWSPAPERS						
KATHIMERINI	-	-	-	-	1.1	+0.8
SIMERINI	-	-	-	-	0.2	-1
ENGLISH LANGUAGE NEWSPAPERS						
CYPRUS MAIL	-	-	-	-	-	-

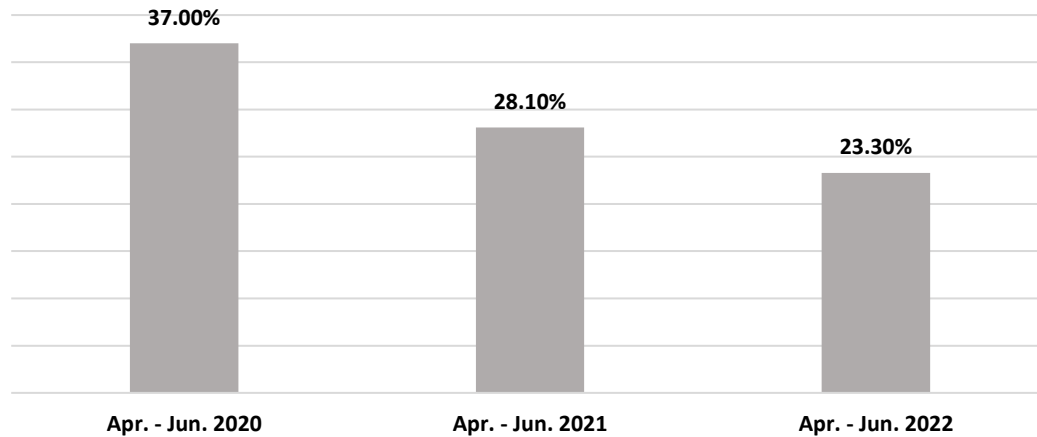
(Cyprus Mail's readership does not include non-permanent residents and tourists)



Weekly Magazines

Weekly magazine readership fell, both compared with the previous quarter (-2.8%), as well as the same period last year (-4.8%). Chryses Syntages (+2.8%) and Downtown recorded slightly higher ratings (+1.6%).

Weekly magazine readership



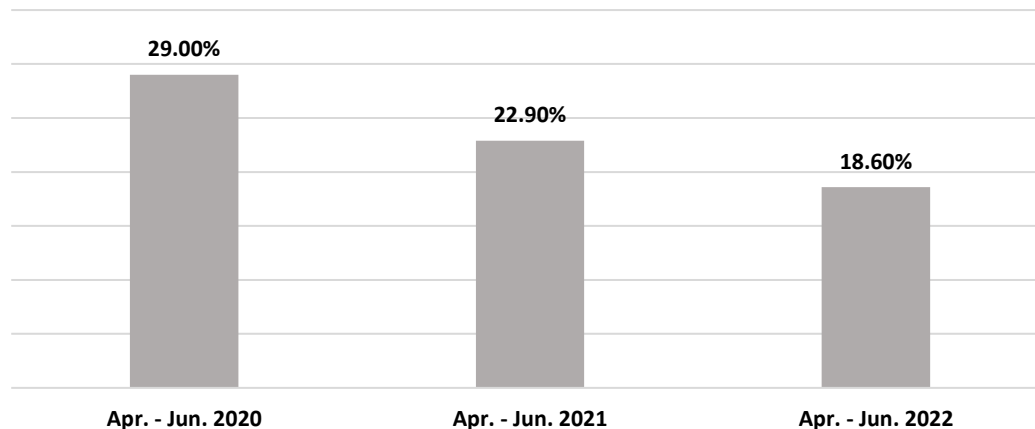
Readership	Apr.-Jun. 2022 23.3%		April 23.8%	May 22.3%	June 24.7%
	readership (%)	change (%)	readership (%)	readership (%)	readership (%)
TV MANIA	11.6	-0.5	13.4	11.4	10.1
CHRYSES SYNTAGES	11	+2.8	10.2	11.2	11.6
CAPUCCINO	8.2	+0.3	10.9	7.9	5.8
DOWNTOWN	7	+1.6	6.4	7.7	7.0
TILE-ORES	3.9	-2	5.4	2.7	3.6
BEAUTIFUL PEOPLE	3	-1.5	3.1	2.1	3.9



Monthly Magazines

In Business remains the most read business magazine, albeit recording a decrease in readership (-8.7%), compared with the previous quarter. Madame Figaro recorded a slight increase (+1.6%), remaining the leading lifestyle magazine.

Monthly magazine readership



Readership	Apr.-Jun. 2022		April	May	June
	readership (%)	change (%)	change (%)	change (%)	change (%)
BUSINESS MAGAZINES					
IN BUSINESS	6.6	-8.7	11.1	7.7	4.0
INSIDER*	0.8	-	0.1	0.8	1.2
ECONOMY TODAY	2.3	-0.4	3.2	2.0	2.7
FORBES CYPRUS**	2.2	-1.0	-	-	-
LIFESTYLE MAGAZINES					
MADAME FIGARO	6	+1.6	5.2	5.9	6.9
MUST	1.8	-0.7	3.5	1.9	2.1
GASTRONOMOS	1.4	-0.7	0.6	1.4	2.1
OMIKRON	2.5	+0.5	4.3	3.0	2.1

*Insider is published eight times a year

**Forbes Cyprus is published four times a year



GNORA provides 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).