

mediaGNOSIS

OCTOBER – DECEMBER 2022



Alpha continues to lead viewership ratings, InBusiness is the most-read business magazine

- TV:** The general viewership ratings of CyBc1 and CyBc2 rose due to the World Cup
- Radio:** Minor shifts in radio show ratings. CyBC 3 and MIX FM continue to lead the ratings in news and entertainment respectively.
- Newspapers:** Newspaper readership fell compared with the previous quarter.
- Magazines:** Overall readership of both weekly and monthly magazines remained stable after a long period of decline.

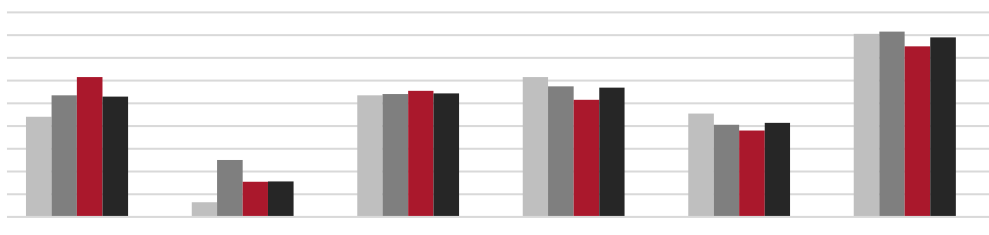
Websites: The Cyprus Online Publishers Association (COPA) announced that it will not be publishing data from its members, due to the enforcement of the EU e-Privacy Directive, which allows users to reject cookies before accessing a website, thereby affecting the relevant statistics.



TV

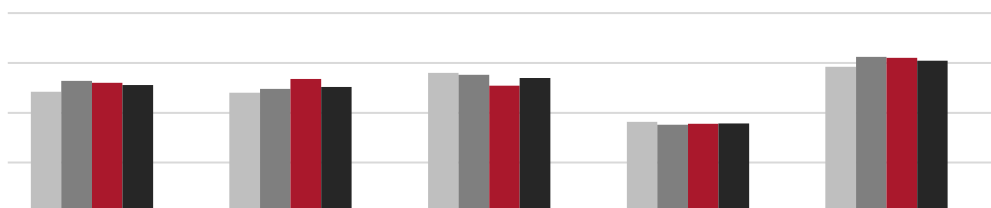
Alpha topped the general TV ratings and main views ratings, as demonstrated by the data collected between October – December 2022, which include the first results of the new television season. ANT1 recorded decreased ratings compared with the previous quarter, while the broadcasting of World Cup matches increased the general TV ratings of CyBc1 and CyBc2.

General TV ratings October - December 2022



	CyBC1	CyBC2	OMEGA	ANT1	SIGMA	ALPHA
■ October	8.8%	1.3%	10.7%	12.3%	9.1%	16.1%
■ November	10.7%	5.0%	10.8%	11.5%	8.1%	16.3%
■ December	12.3%	3.1%	11.1%	10.3%	7.6%	15.0%
■ Quarterly average	10.60%	3.13%	10.87%	11.37%	8.27%	15.80%
Quarterly Change	2.97%	1.20%	0.77%	-1.73%	-0.30%	3.47%

Main News Ratings October - December 2022



	CyBc1	OMEGA	ANT1	SIGMA	ALPHA
■ October	12.10%	12.00%	14.00%	9.10%	14.60%
■ November	13.20%	12.40%	13.80%	8.80%	15.60%
■ December	13.00%	13.40%	12.70%	8.90%	15.50%
■ Quarterly average	12.77%	12.60%	13.50%	8.93%	15.23%
Quarterly change	1.14%	0.37%	-2.63%	-0.37%	1.56%



Radio

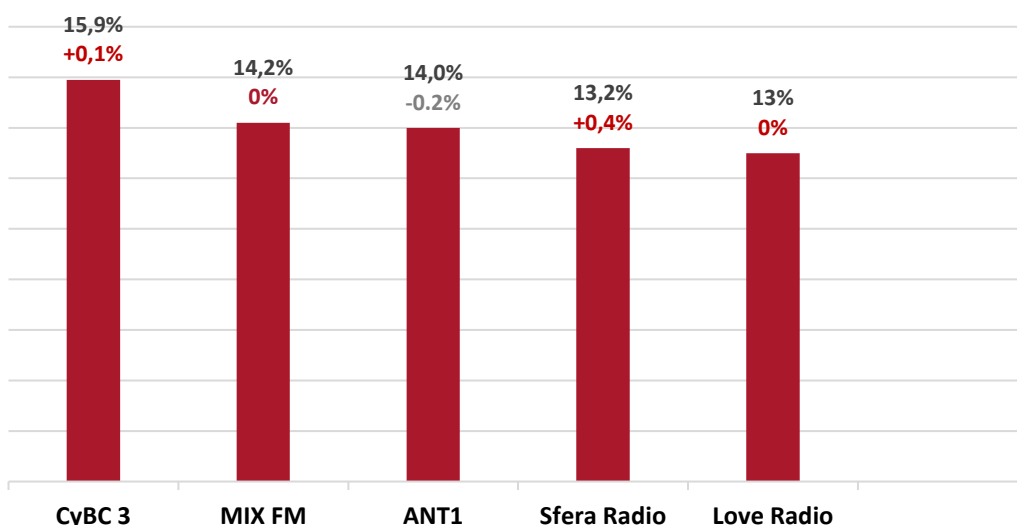
CyBC3 remained at the top of the general audience and morning zone ratings. MIX FM came in second in the general audience ratings, surpassing ANT1 who took the third place. Sfera made the Top 5 of the general audience ratings, leaving KANALI 6 out. MIX FM topped the entertainment category, while SUPER FM took DIESI's place in the Top 5.

General Audience TOP5

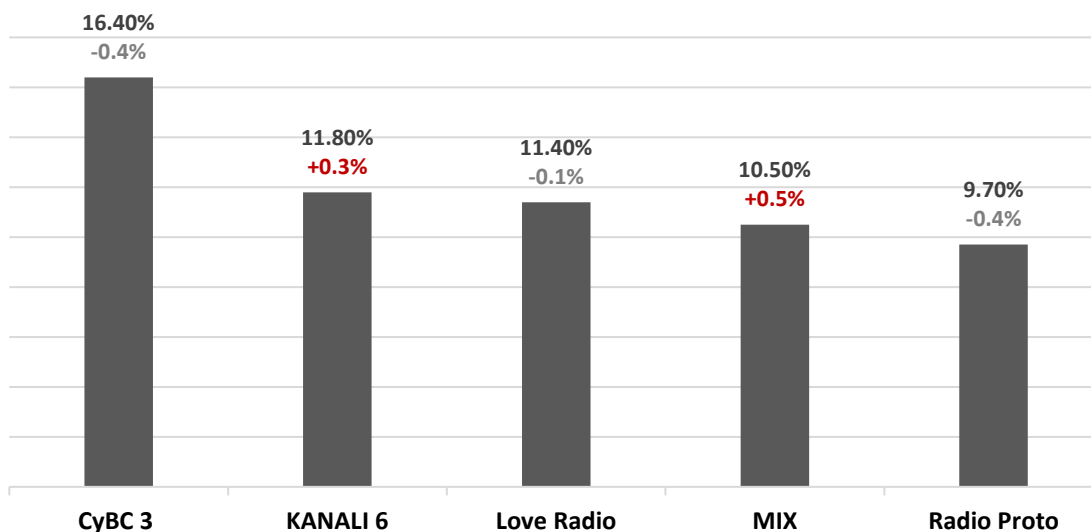
September – November 2022

Average daily Audience % Weekly total

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



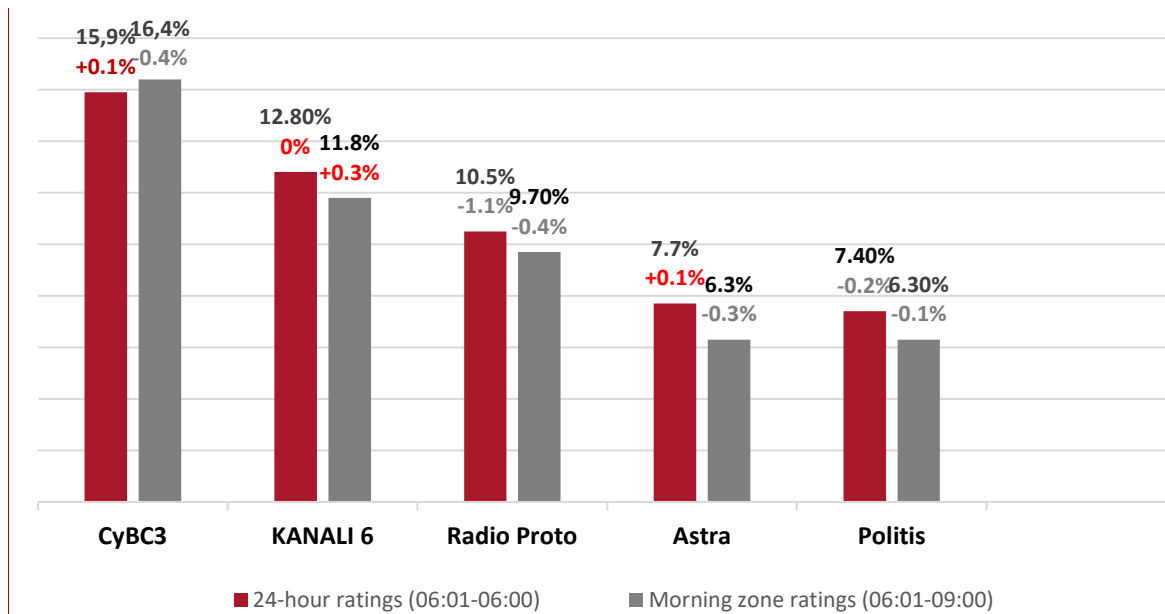
Morning zone ratings (06:01-09:00)





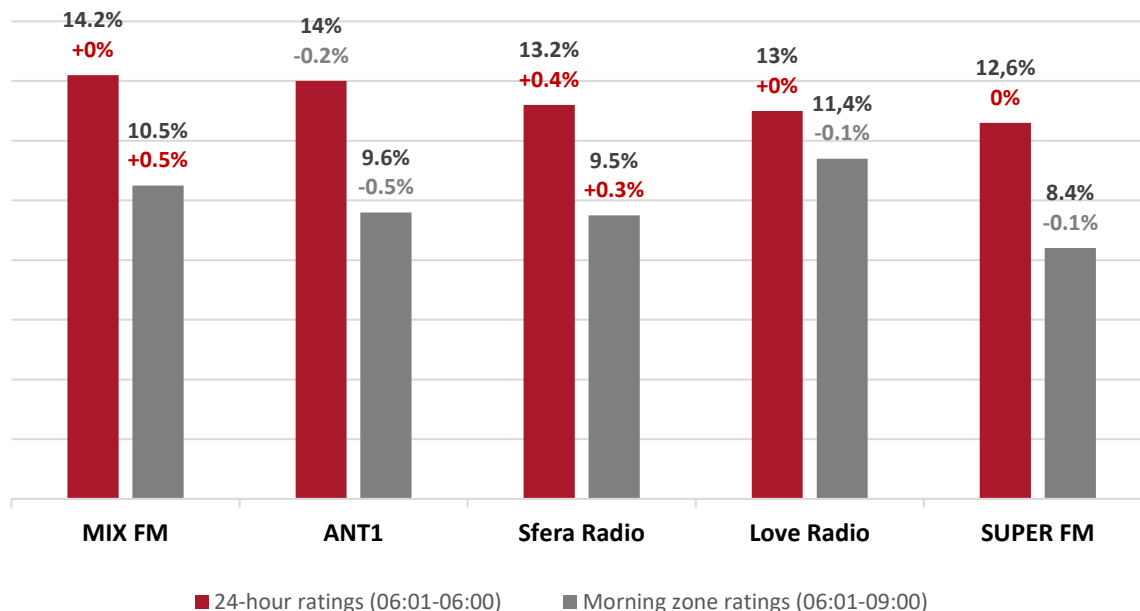
News TOP5

September - November 2022
Average daily audience % Weekly total



Entertainment TOP5

September - November 2022



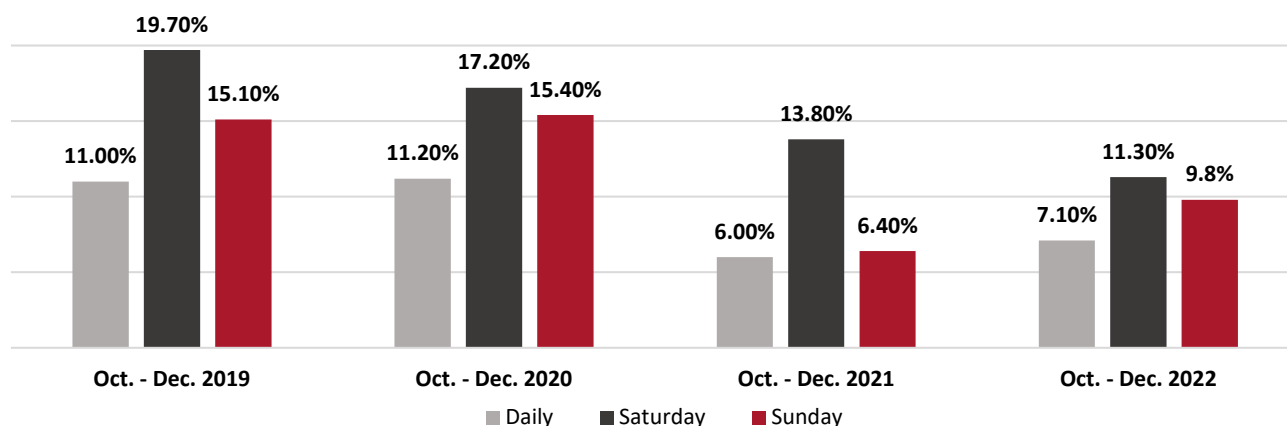
Average daily audience % Weekly total



Newspapers

Newspaper readership was down compared with the previous quarter of July – September 2022. The readership of dailies and weeklies fell by 2.3% and 0.7%, respectively. Nevertheless, the readership of both dailies and weeklies grew compared with the same period last year. Phileleftheros' daily and weekly editions won the readership race.

Newspaper readership



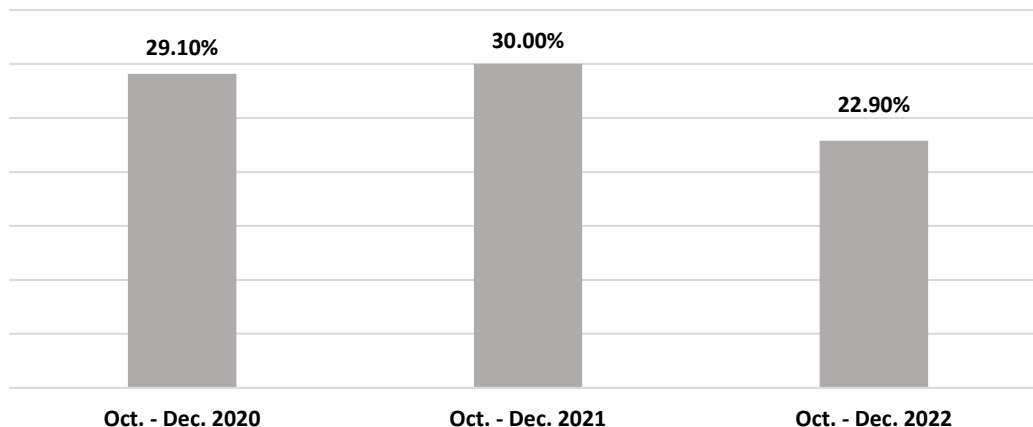
Oct. – Dec. 2022	Dailies 7.1%		Saturday 11.3%		Sunday 9.8%	
	readership (%)	change (%)	readership (%)	change (%)	readership (%)	change (%)
DAILY NEWSPAPERS						
PHILELEFTHEROS	3.7	+0.6	6.9	-0.7	6.4	+0.2
POLITIS	2.7	+0.4	4.4	+1.4	2.8	+0.6
HARAVGI	2.5	-1.9	3	0	2	-0.3
ALITHIA	0.8	+0.1	0.6	+0.3	1.1	+0.7
SPORT DAY	0.8	+0.5	0.5	+0.2	0.9	+0.6
WEEKLY NEWSPAPERS						
KATHIMERINI	-	-	-	-	0.7	-0.5
SIMERINI	-	-	-	-	0.2	0



Weekly Magazines

After a long period of decline, weekly magazine readership was stable compared with the previous quarter at 22.9%, while TV MANIA, Capuccino and Downtown recorded higher ratings.

Weekly magazine readership



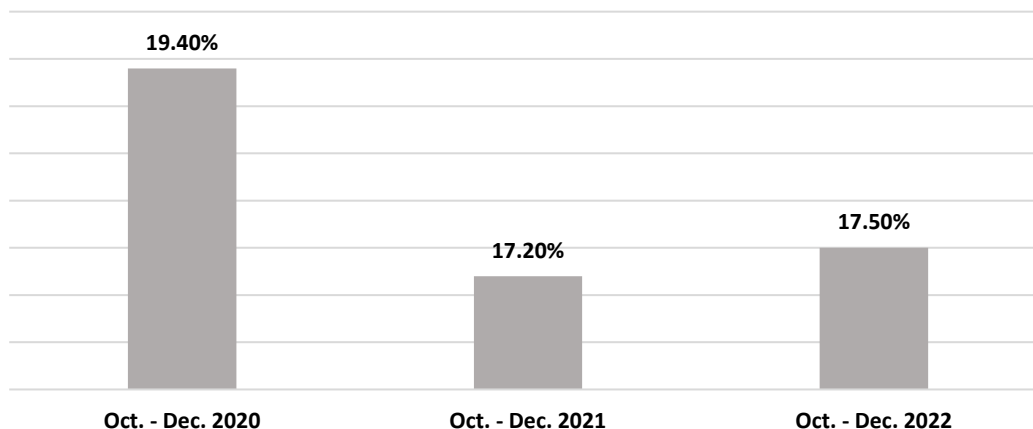
Readership	Oct. - Dec. 2022 22.9%		October 23.1%	November 24.7%	December 22.4%
	readership (%)	change (%)	readership (%)	readership (%)	readership (%)
TV MANIA	10.6	+1.3	10.3	11.3	10.7
CHRYSES SYNTAGES	11.2	-0.2	12	11.5	10.5
CAPUCCINO	4.5	+1.3	2.8	5.3	5.9
DOWNTOWN	10.9	+1.9	10.5	12.1	11.8
TILE-ORES	5.1	-0.3	6.4	4.9	3.9
BEAUTIFUL PEOPLE	4.4	-0.8	5.5	4.8	2.7



Monthly Magazines

InBusiness remained the most-read business magazine, recording a marginal increase of 1% in readership, compared with the previous quarter. InBusiness is trailed by Economy Today which also recorded a slight increase of 1.5%. Madame Figaro remained the leading lifestyle magazine, also recording a 1.5% increase.

Monthly magazine readership



Readership	Oct. – Dec. 2022 17.5%		October 18.1%	November 18.3%	December 16.7%
	readership (%)	change (%)	readership (%)	readership (%)	readership (%)
BUSINESS MAGAZINES					
IN BUSINESS	4.5	+1	4.7	4.1	4.3
INSIDER*	1.4	+0.1	1.4	1.2	1.3
ECONOMY TODAY	3.8	+1.5	3.4	3.2	4.1
LIFESTYLE MAGAZINES					
MADAME FIGARO	7	+1.5	7.7	7.2	7.2
MUST	2.2	-0.4	2.6	2.4	1.8
GASTRONOMOS	2.5	+0.6	2.7	2.6	2.5
OMIKRON	1.6	-0.6	2.5	1.9	0.8

**Insider is published eight 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).