

# mediaGNOSIS

OCTOBER – DECEMBER 2023



## Rise in TV viewership, business magazines continue upward trend

- TV:** Alpha was once again at the top of general viewership ratings. ANT1 came in second, leaving OMEGA in third place.
- Radio:** CyBC 3 and MIX FM continued to lead the ratings in news and entertainment respectively, with MIX FM overtaking KANALI 6 in morning-zone ratings.
- Newspapers:** Newspaper readership continued its downward trend. “Phileleftheros” led the Sunday readership, followed by “Haravgi”.
- Magazines:** Monthly business magazine readership continued to be on the rise, with InBusiness and Chryses Syntages continuing to lead the business and weekly magazines respectively.

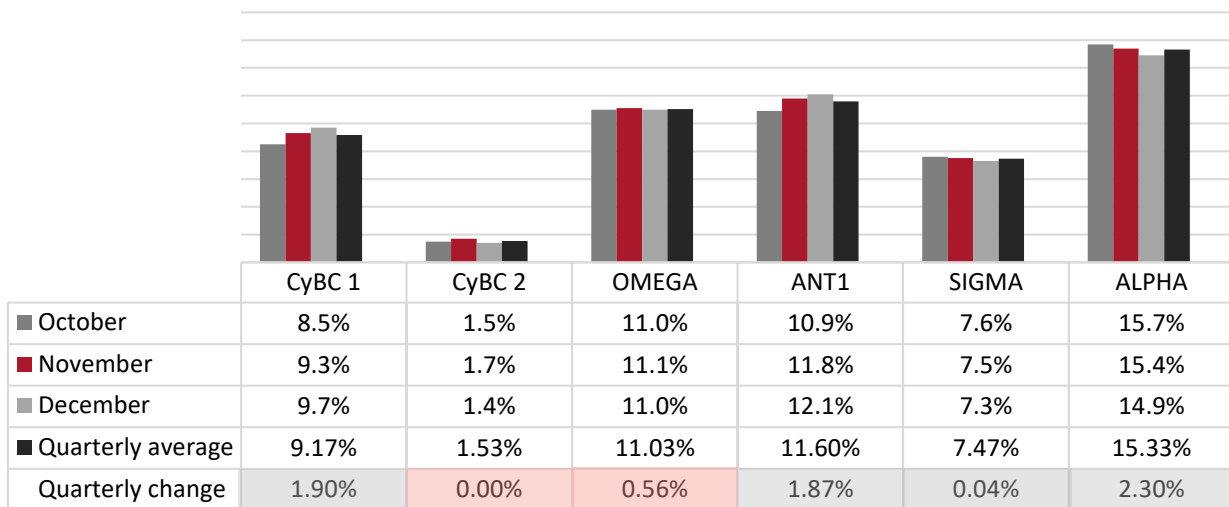
**Websites:** The Cyprus Online Publishers Association (COPA) announced that it will not be publishing data from its members, due to the enforcement of the EU e-Privacy Directive, which allows users to reject cookies before accessing a website, thereby affecting the relevant statistics.



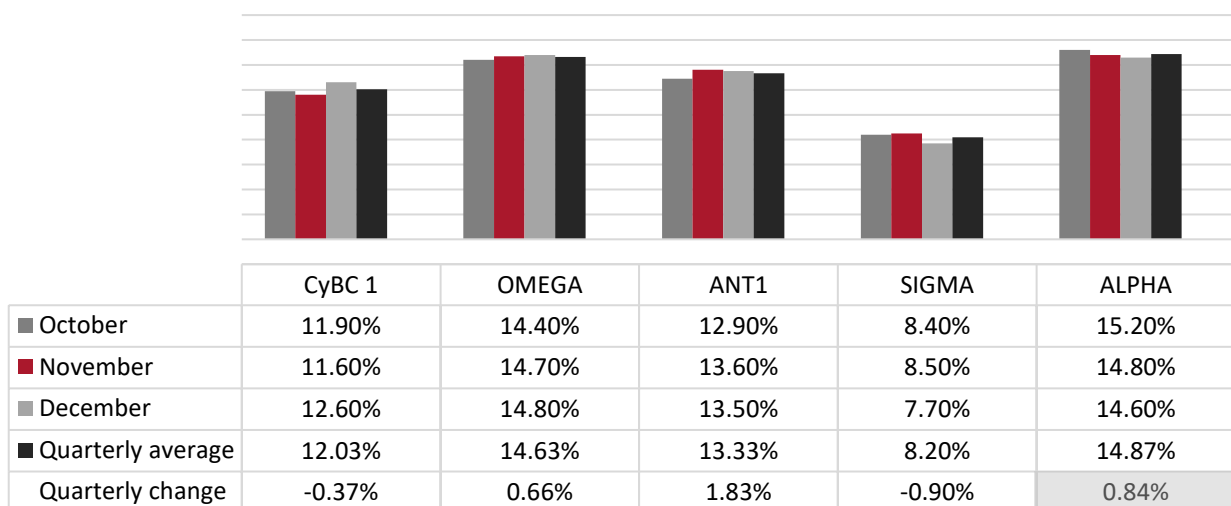
## TV

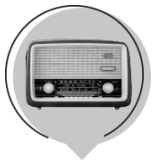
General TV ratings were on the rise for all TV channels, except CyBC 2, whose ratings remained unchanged. Alpha remained, once again, at the top of the general TV ratings, recording the largest increase (2.3%), followed by ANT1 (+1.87%) and OMEGA (+0.56%). Alpha also led the evening news ratings, while ANT1 showed the biggest increase, rising by 1.83%.

### General TV Viewership Ratings October - December 2023



### Evening News Viewership Ratings October - December 2023





## Radio

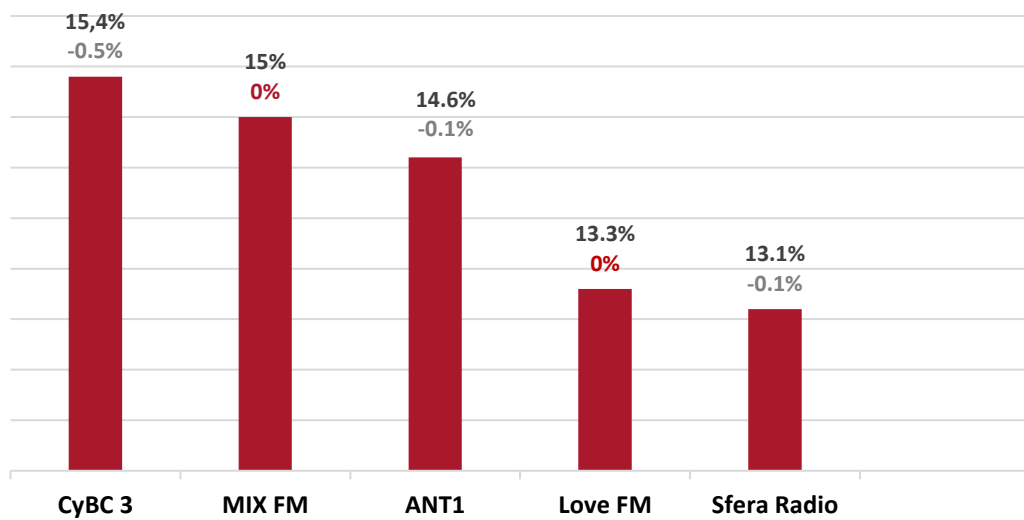
Radio stations recorded minor changes during Oct – Dec 2023. Despite a slight drop, CyBC 3 continued to lead the general audience and morning zone ratings. MIX FM remained at the top of the entertainment category, followed by ANT1, Love Radio, which surpassed Sfera, and Super FM. Several changes were reported in morning zone ratings, with Kanali 6 dropping to fifth place (-0.7%), and MIX FM climbing to third place (+0.5%).

### General Audience TOP5

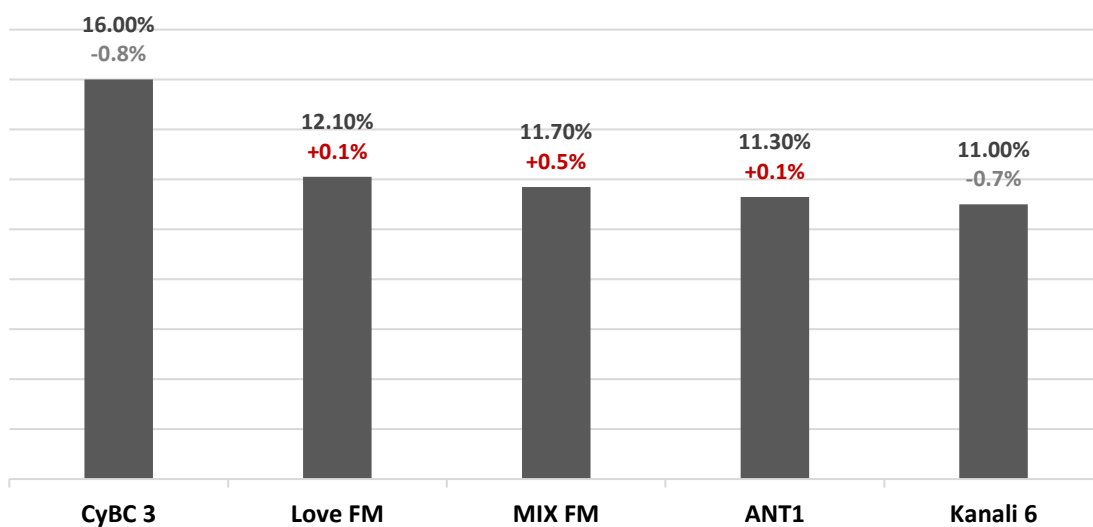
October - December 2023

Average daily Audience % Weekly total

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



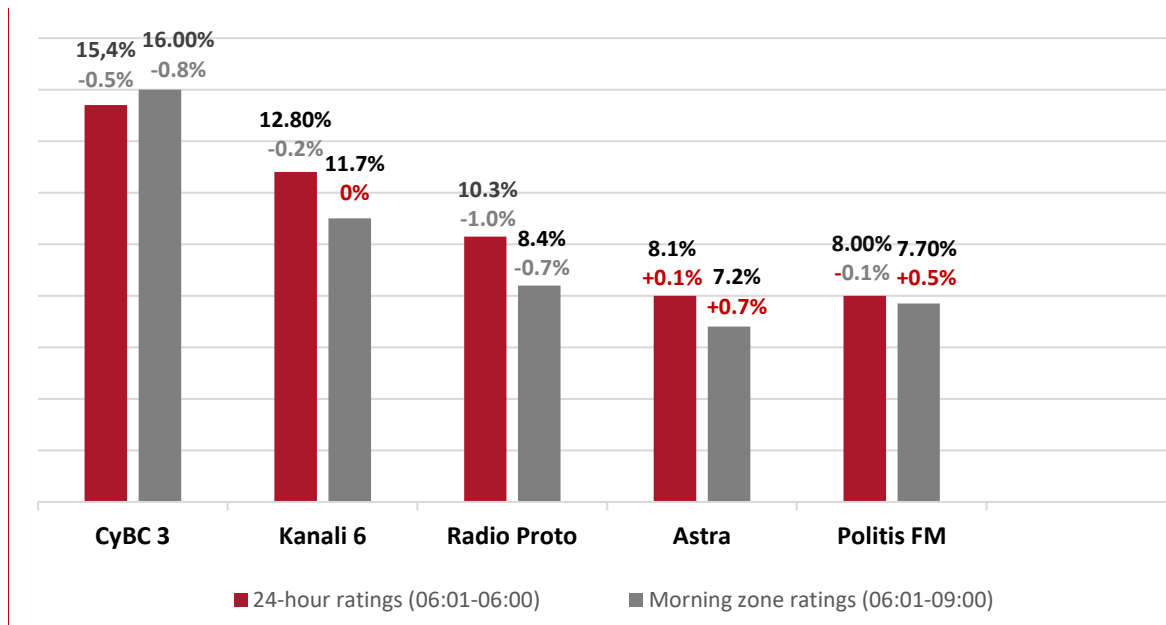
#### Morning zone ratings (06:01-09:00)





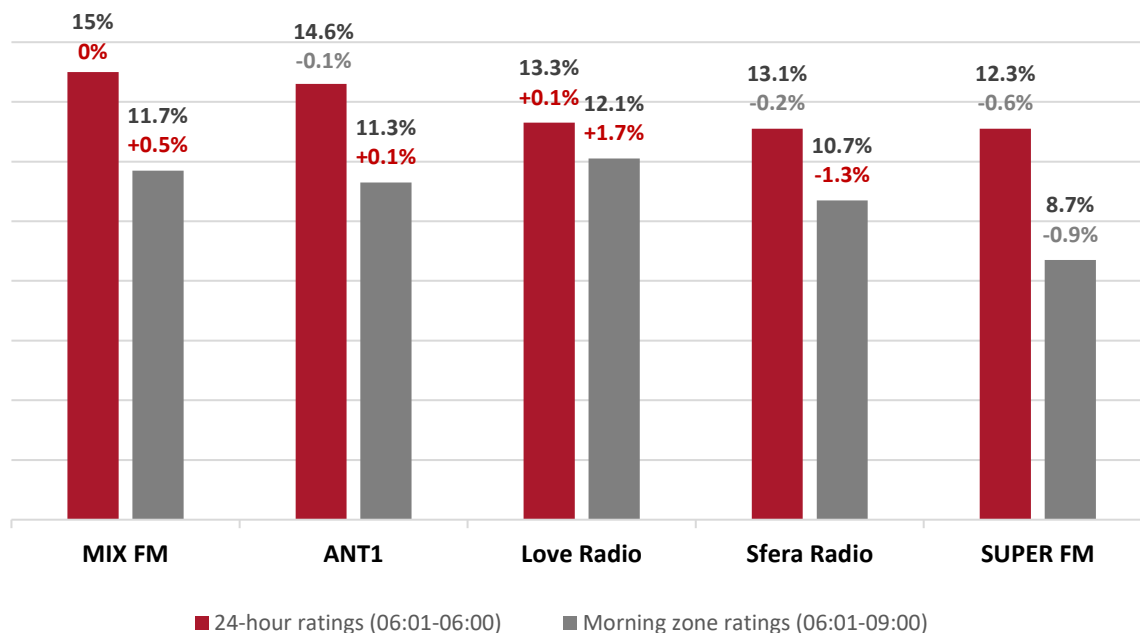
## News TOP5

October - December 2023  
Average daily audience % Weekly total



## Entertainment TOP5

October - December 2023  
Average daily audience % Weekly total

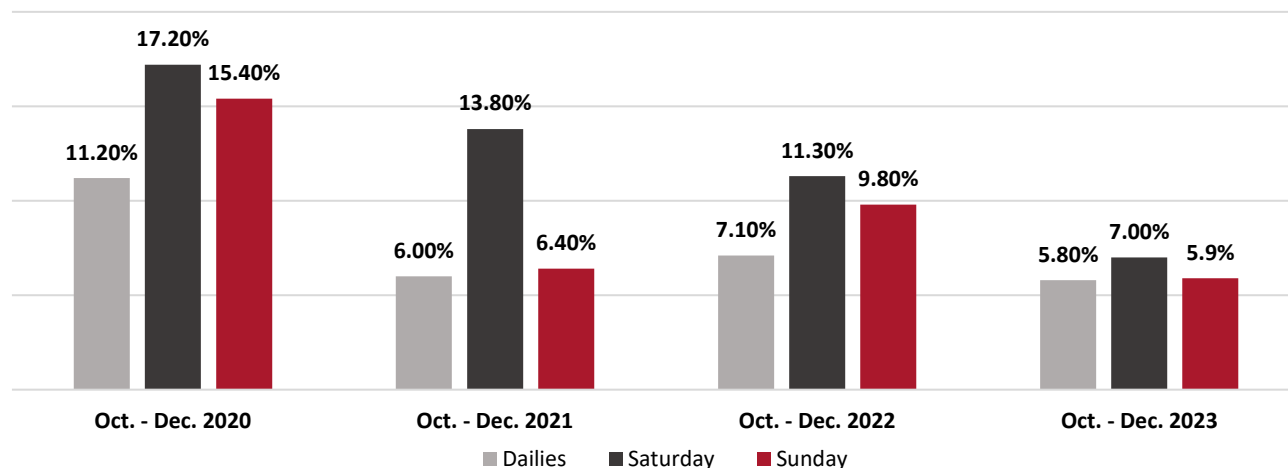




## Newspapers

Newspaper readership continued its downward trend for yet another quarter. Daily "Phileleftheros" continued to lead in both daily and weekend editions, followed by "Politis", which was, however, overtaken by "Haravgi" in Sunday editions.

### Newspaper readership



Oct - Dec 2023	Daily 5.8%		Saturday 7%		Sunday 5.9%	
	readership (%)	change (%)	readership (%)	change (%)	readership (%)	change (%)
<b>DAILY NEWSPAPERS</b>						
PHILELEFTHEROS	3.5	0	4.4	-2.1	3.4	-0.7
POLITIS	0.8	-0.7	1.8	-0.4	1.1	-0.6
HARAVGI	1.3	+0.7	1.4	+0.2	1.8	-0.9
ALITHIA	1	-0.4	0.2	-0.3	0.3	-0.1
SPORT DAY	1	-0.4	0.3	-0.1	0.3	-0.1
<b>WEEKLY NEWSPAPERS</b>						
KATHIMERINI	-	-	-	-	0.7	-0.3
SIMERINI*	-	-	-	-	-	-

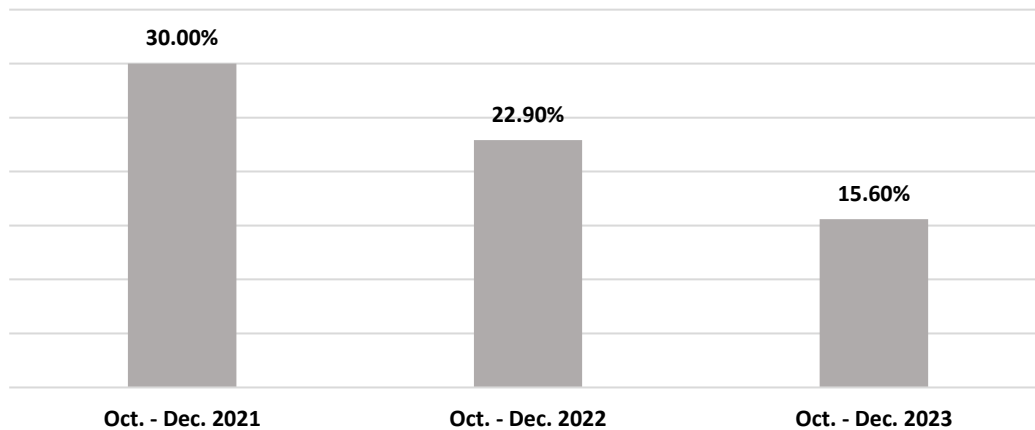
\*There is no available data for Simerini's readership during Oct - Dec 2023.



## Weekly Magazines

Weekly magazine readership dropped by around seven percentage points, compared with the same period in 2022. Chryses Syntages remained at the top of the ratings, with Downtown coming in second place. All weekly magazines recorded a decline in readership between 0.2% and 2.1%.

Weekly magazine readership



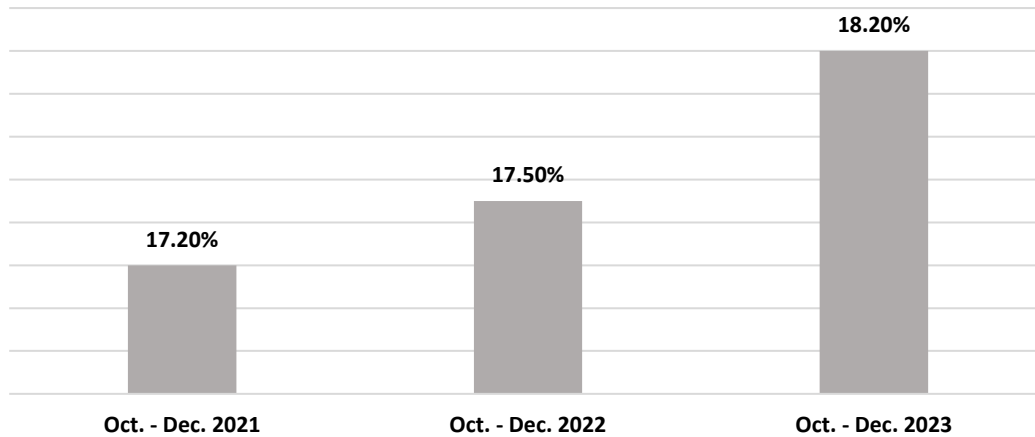
Readership	Oct. – Dec. 2023 15.6%		October 15.5%	November 16.2%	December 15%
	readership (%)	change (%)	readership (%)	readership (%)	readership (%)
TV MANIA	5.3	-2.1	5.4	5.8	4.3
CHRYSES SYNTAGES	10.6	-1.3	10.4	12.1	9.6
CAPUCCINO	1.6	-0.4	1.3	1.2	2.4
DOWNTOWN	6.6	-0.7	6.2	7.4	6.4
TILE-ORES	4.1	-0.7	4.4	4.3	3.6
BEAUTIFUL PEOPLE	2.1	-0.2	2.3	2.2	1.1



## Monthly Magazines

Monthly business magazine readership was on the rise compared with the corresponding periods of the two previous years. In Business remained the most-read business magazine (+1.2%), followed by Economy Today (+1.9%). Madame Figaro remained the leading lifestyle magazine, despite a 2.5% drop in readership.

### Monthly magazine readership



Readership	Oct. – Dec. 2023 18.2%		October 17.9%	November 18.1%	December 23%
	readership (%)	change (%)	readership (%)	readership (%)	readership (%)
<b>BUSINESS MAGAZINES</b>					
<b>IN BUSINESS</b>	9.4	+1.2	9.1	9.3	13.7
<b>INSIDER*</b>	3.3	+1	2.7	2.8	4.5
<b>ECONOMY TODAY</b>	7.8	+1.9	7.1	6.9	14.9
<b>LIFESTYLE MAGAZINES</b>					
<b>MADAME FIGARO</b>	5.7	-2.5	5.9	5.4	8.9
<b>MUST</b>	0.5	+0.2	0.5	0.5	0.5
<b>GASTRONOMOS</b>	0.7	0	0.7	0.7	0.7
<b>OMIKRON</b>	2.2	-1	1.9	2.7	2.4

\* 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).