

mediaGnosis

OCTOBER-DECEMBER 2021



ALPHA tops viewership ratings, newspaper readership continues to plummet

- Television:** A noteworthy rise for ALPHA Cyprus, which already tops general viewership ratings and main news shows.
- Portals:** Signalive moved to first place ahead of Philenews in pageviews, while Cyprus Times remained on top in unique visitors for a fifth consecutive quarter.
- Radio:** Minor shifts but CyBC3 still in first place in morning zone and 24h audience ratings (the data concerns August-October 2021).
- Newspapers:** Big drop in newspaper readership, as daily and weekly ratings reach single digits.
- Magazines:** Weekly magazine readership sees a rise while monthly journals drop. TV Mania, In Business, and Madame Figaro remain the most popular in their respective categories.

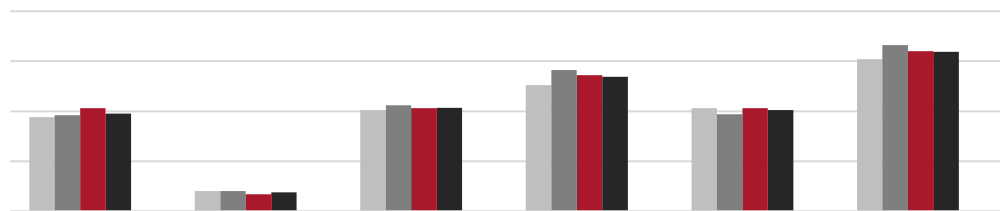
The current report is prepared by GNORA Communication Consultants and consists of the major findings of the Readership and Viewership Survey conducted by RAI Consultants Public Ltd and the monthly TeleBarometer by AGB Nielsen Media Research (Cyprus). Information on online media portals is based on measurements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



Television

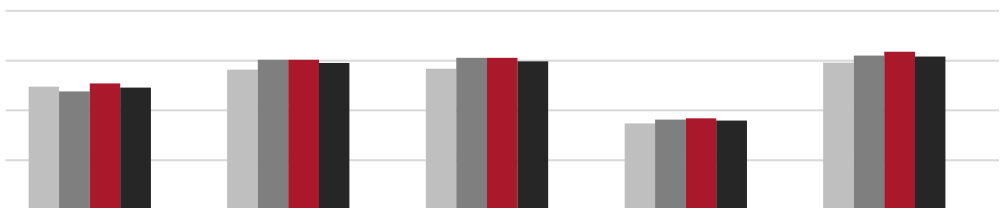
ALPHA overtook Omega and ANT1 in the main bulleting ratings, as it maintained first place in general viewership. All channels saw a rise in general viewership apart from CyBC2, which had seen an upsurge during the summer months due to the EURO and the Olympic Games.

General TV Ratings October-December 2021



	PIK 1	PIK2	OMEGA	ANT1	SIGMA	ALPHA
■ October	9.40%	2.00%	10.10%	12.60%	10.30%	15.20%
■ November	9.60%	2.00%	10.60%	14.10%	9.70%	16.60%
■ December	10.30%	1.70%	10.30%	13.60%	10.30%	16.00%
■ Quarterly average	9.76%	1.90%	10.33%	13.43%	10.10%	15.93%
Quarterly change	0.66%	-2.00%	0.47%	1.23%	1.04%	3.50%

Main News Bulletin Ratings October-December 2021



	PIK 1	OMEGA	ANT1	SIGMA	ALPHA
■ October	12.40%	14.10%	14.20%	8.70%	14.80%
■ November	11.90%	15.10%	15.30%	9.10%	15.50%
■ December	12.70%	15.10%	15.30%	9.20%	15.90%
■ Quarterly average	12.30%	14.76%	14.93%	9.00%	15.40%
Quarterly change	-3%	-0.70%	1.2%	-0.16%	2.14%

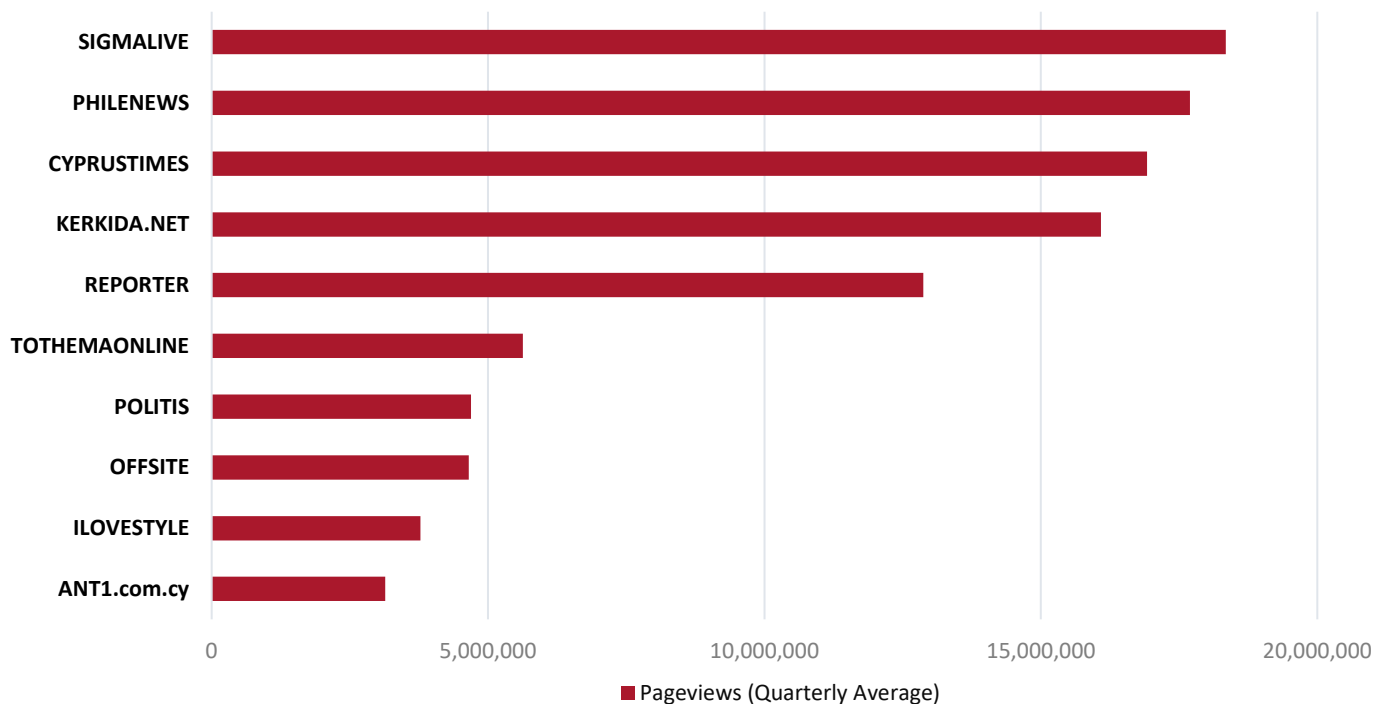


Websites

Signalive returned to first place in pageviews, as nine out of the top 10 portals saw drops. Politis.com.cy was the only portal with increased ratings this quarter.

WEBSITE ¹	PAGEVIEWS	CHANGE (%)	UNIQUE VISITORS	CHANGE (%)	TOTAL VISITS	SOCIAL MEDIA TRAFFIC (%)	AVERAGE TIME PER VISIT
SIGNALIVE	18,343,205	-17%	1,179,215	-7.9%	6,674,866	10.61	05:31
PHILENEWS	17,693,424	-22%	1,258,272	-13.7%	5,162,024	17.98	02:52
CYPRUSTIMES	16,921,962	-7%	1,964,637	+2.92%	6,444,289	19.35	02:10
KERKIDA.NET	16,088,131	-15%	692,792	-0.79%	4,618,253	18.75	04:35
REPORTER	12,873,387	-21%	911,611	-9.59%	3,499,169	26.01	02:44
TOTHEMAONLINE	5,626,981	-14%	749,925	+13.21%	2,426,030	29.46	01:29
POLITIS	4,691,762	+2%	747,734	+11.26%	2,383,415	25.83	02:08
OFFSITE	4,650,020	-4%	490,612	+5.1%	1,494,714	45.83	01:34
ILOVESTYLE	3,777,302	-16%	603,277	-2.39%	1,254,675	66.15	01:09
ANT1.com.cy	3,138,100	-0.2%	428,650	+29.29%	1,263,889	23.56	02:13

Pageviews (Quarterly Average) October-December 2021



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



Radio

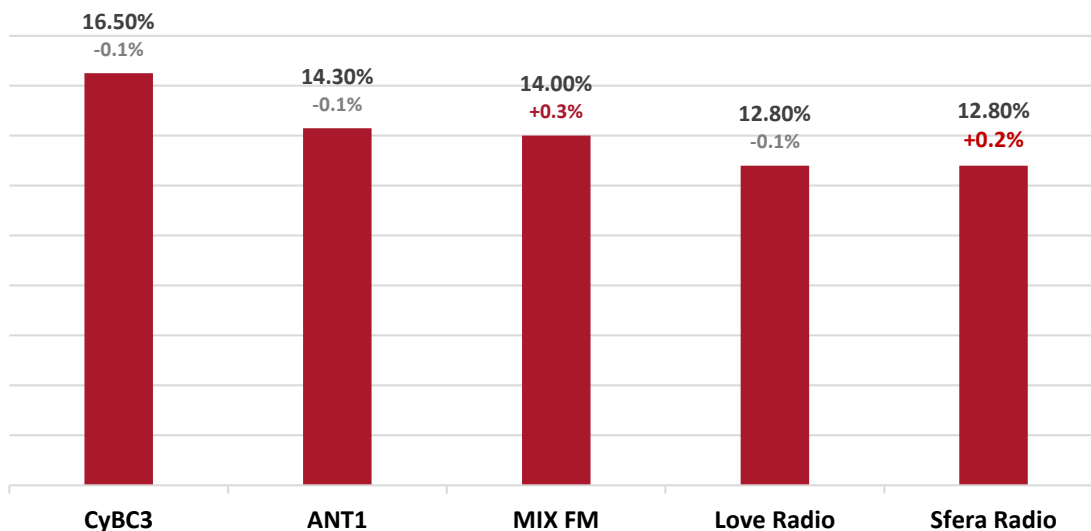
CyBC3 remained the top choice of audiences in the morning and throughout the day.

General Audience TOP5

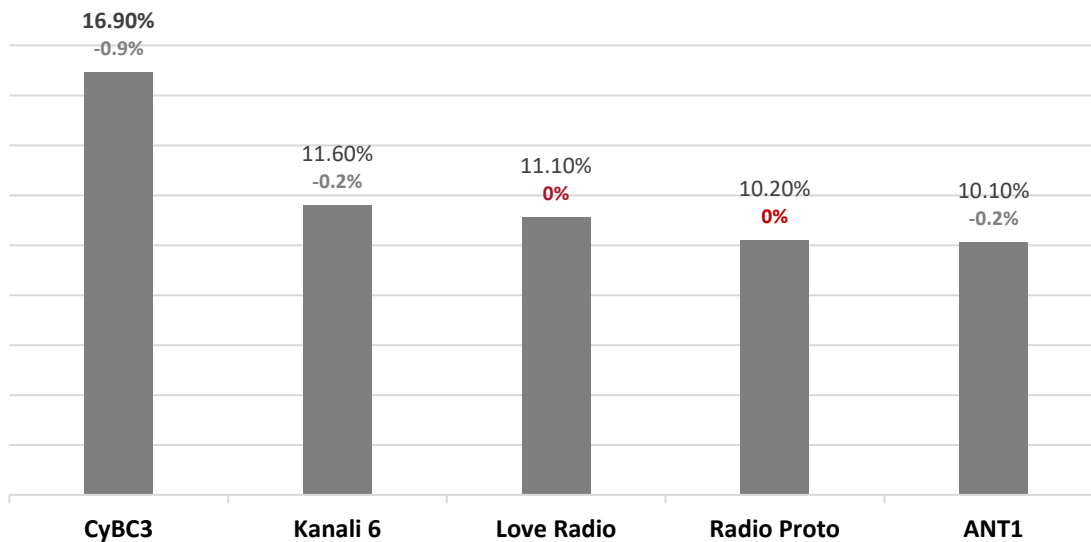
August - October 2021

Average daily audience % Weekly total

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



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

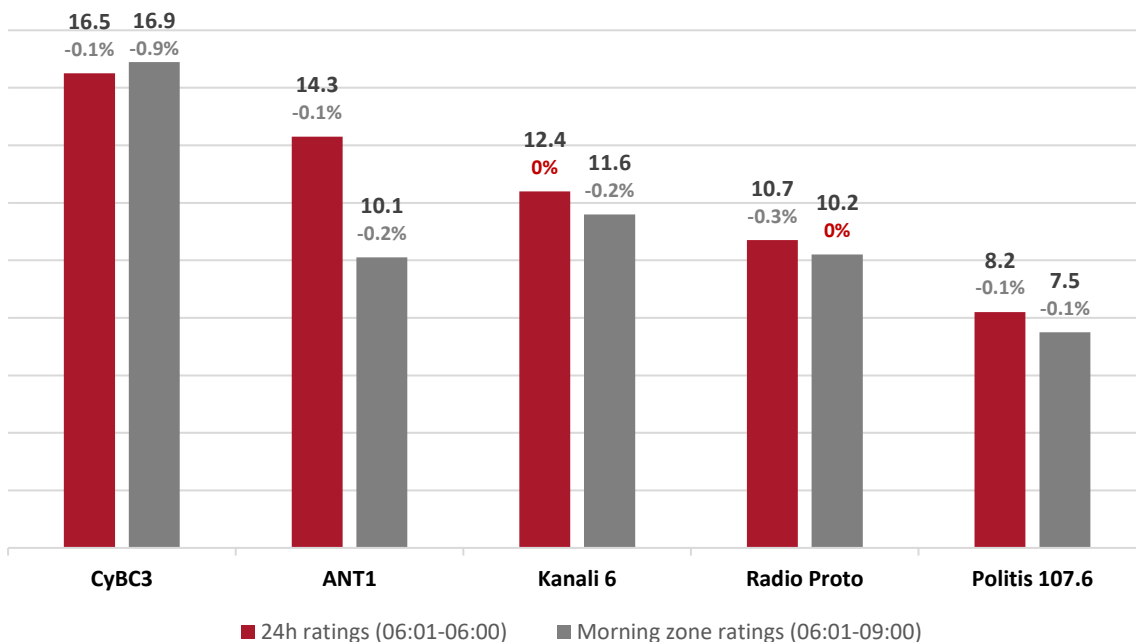




Radio

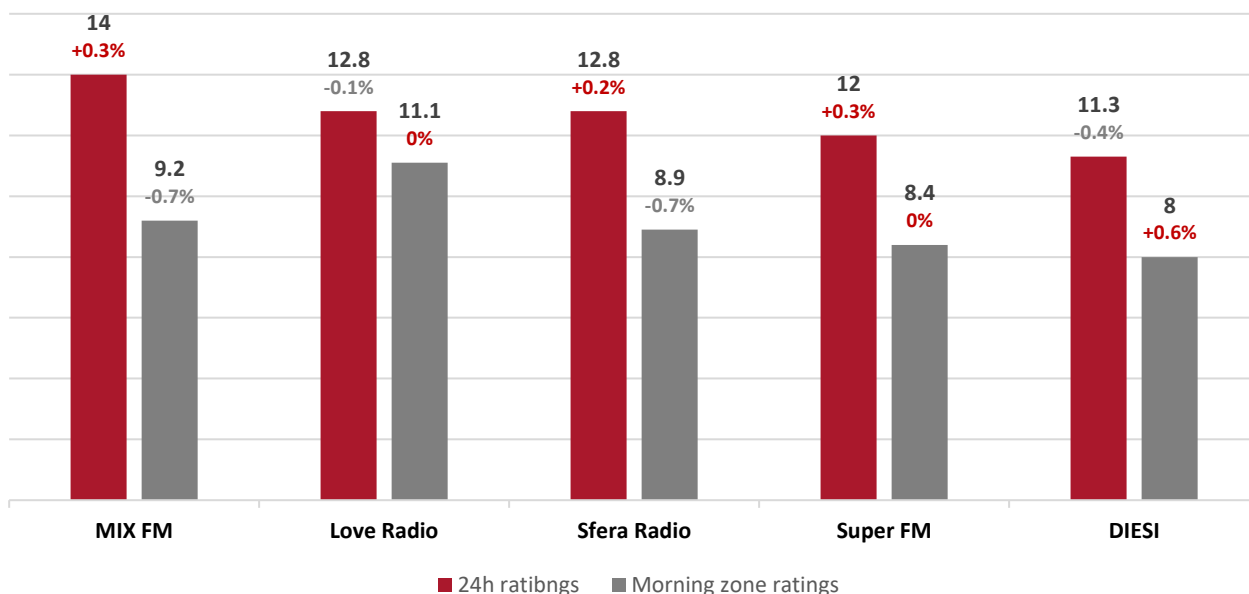
News TOP5

August - October 2021
Daily average audience % weekly total



Entertainment TOP5

August - October 2021
Average daily audience % weekly total

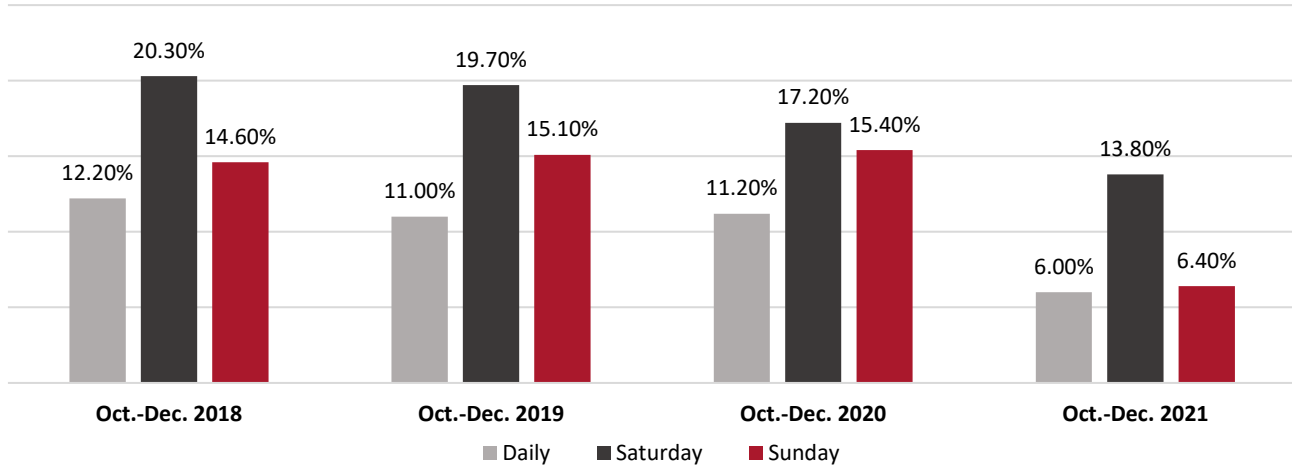




Newspapers

The fall in newspaper readership continued for a third consecutive quarter. Changes in Sunday circulation.

Newspaper Readership



Oct.-Dec. 2021	Dailies 6.0%		Saturday 13.8%		Sunday 6.4%	
	readership (%)	change	readership (%)	change	readership (%)	change
DAILY NEWSPAPERS						
PHILELEFTHEROS	4.1	+0.3%	10.2	-0.6%	3.0	-0.4%
POLITIS	1.9	-1.2%	2.7	-1.6%	1.6	-0.9%
HARAVGHI	0.5	-0.4%	1.8	+0.4%	0.3	-0.4%
ALITHIA	0.5	-0.4%	0.2	-0.9%	1.6	+0.4%
SPORT DAY	0.4	-0.5%	0.2	-0.9%	1.5	+0.3%
WEEKLY NEWSPAPERS						
KATHIMERINI	-	-	-	-	1.0	-0.5%
SIMERINI	-	-	-	-	0.8	+0.5%
ENGLISH LANGUAGE NEWSPAPERS						
CYPRUS MAIL	0.2	-0.3%	0.2	-0.5%	0.1	-0.3%

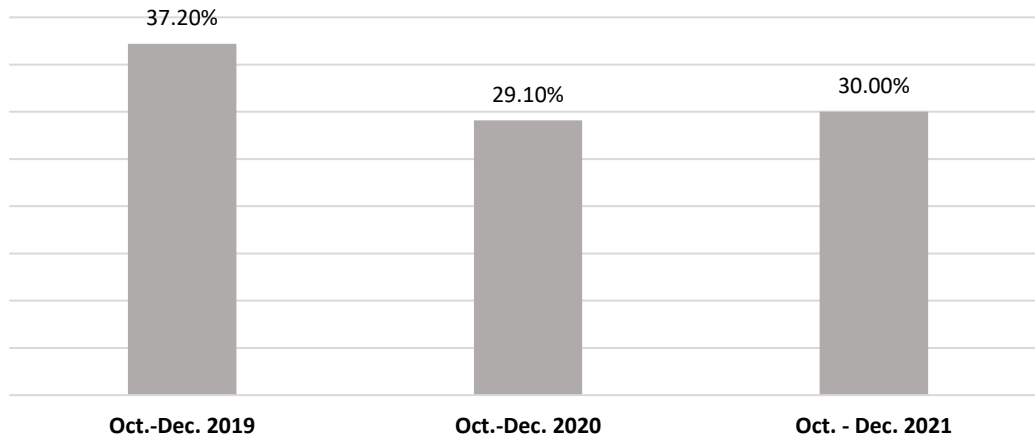
(Cyprus Mail's readership does not include non-permanent residents and tourists)



Weekly Magazines

Small rise in general weekly magazine readership, with Phileleftheros' (TV Mania, Hryses Syntages, Downtown) having the biggest share. Noteworthy rise for Tile-Ores.

Weekly magazine readership



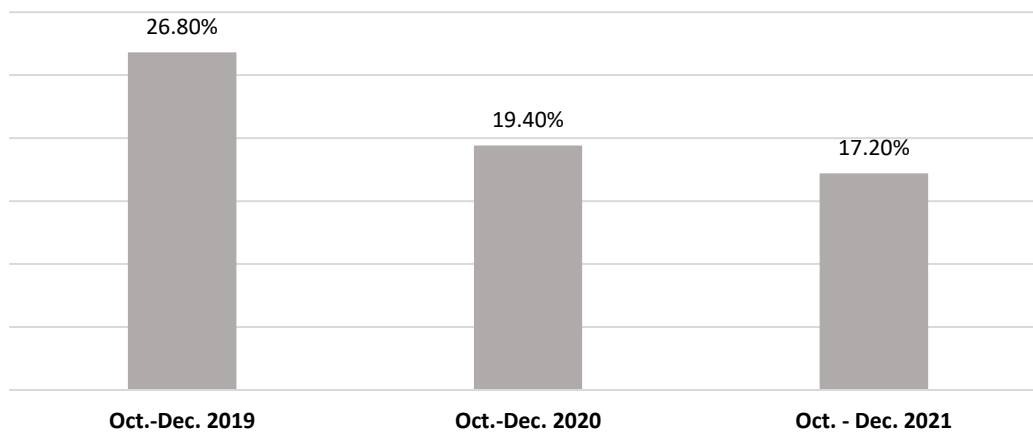
Readership	Oct.-Dec. 2021 30.0%		October 29.5%	November 32.4%	December 32.1%
	readership (%)	change	readership (%)	readership (%)	readership (%)
TV MANIA	13.2	-0.1%	12.4%	14.5	14.4
HRYSES SYNTAGES	10.1	+0.7%	9.8	11.3	11.2
TILE-ORES	7.2	+2.4%	7.2	7.3	7.0
DOWNTOWN	7.1	-0.2%	6.0	7.7	7.5
CAPPUCCINO	3.7	-1.4%	3.2	3.6	4.0
BEAUTIFUL PEOPLE	2.9	-0.1%	2.3	3.8	3.8



Monthly Magazines

Madame Figaro retained the first place among lifestyle publications with even higher readership ratings compared with the previous quarter. In Business remained the most popular business magazine.

Monthly magazine readership



Readership	Oct.- Dec. 2021 17.2%		October 17.8%	November 13.5%	December 13.5%
	readership (%)	change	readership (%)	readership (%)	readership (%)
BUSINESS MAGAZINES					
IN BUSINESS	5.9	-0.1%	5.5	6.4	6.4
INSIDER*	5.5	-	6.2	1.4	1.4
ECONOMY TODAY	2.8	-	3.1	2.5	2.8
FORBES CYPRUS**	1.1	-	-	-	-
LIFESTYLE MAGAZINES					
MADAME FIGARO	4.3	+0.4%	4.4	4.6	4.5
MUST	2.0	+0.1%	1.6	2.2	2.1
GASTRONOMOS	1.6	-1.0%	1.8	1.4	1.4
K MAGAZINE	1.2	-	1.3	0.9	0.9
OMIKRON	1.0	-1.5%	1.3	0.8	0.7

*Insider is published eight times a year

**Forbes Cyprus is published four times a year



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).