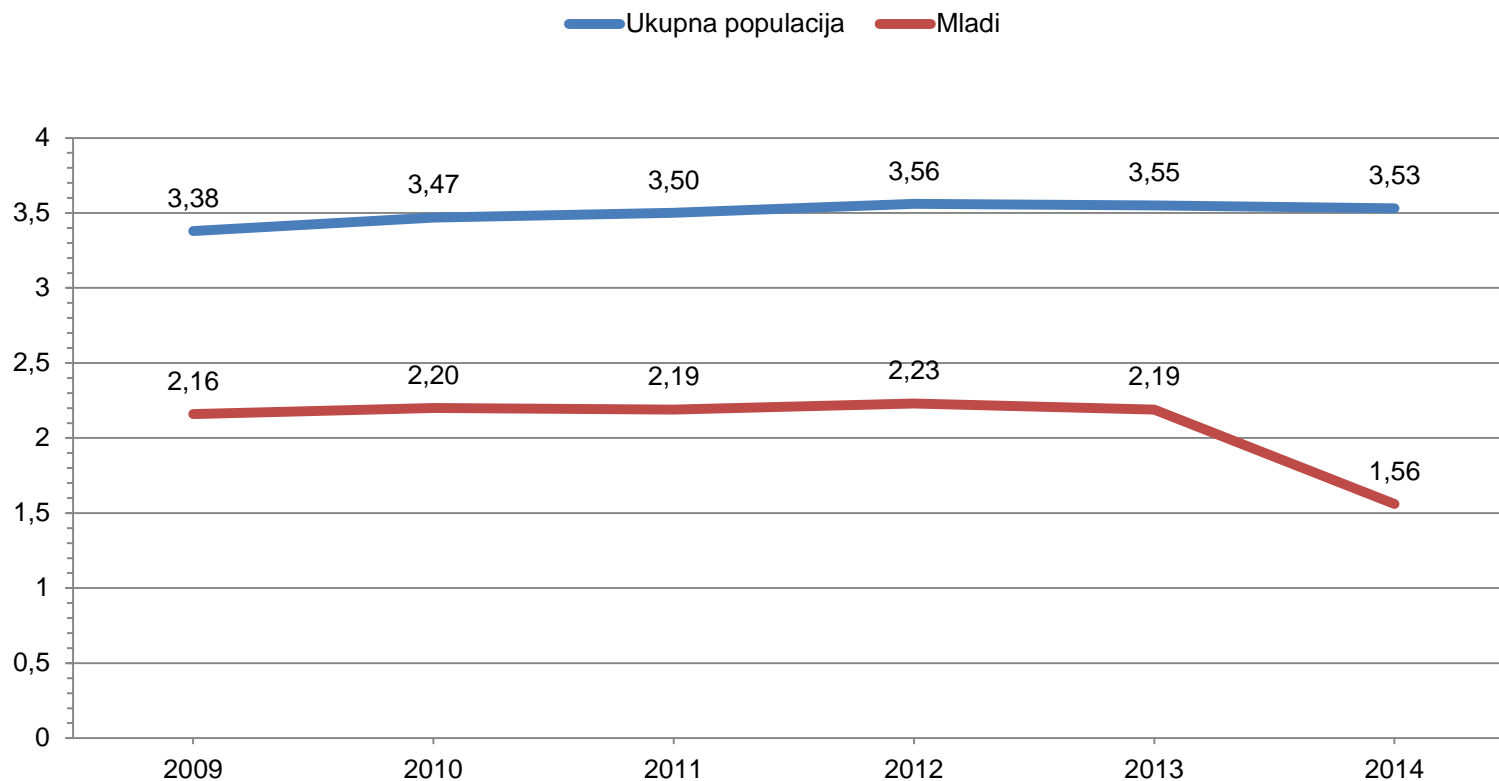


Doživljavaju li komercijalne televizije sudbinu novina?
Mladi sve manje gledaju televiziju

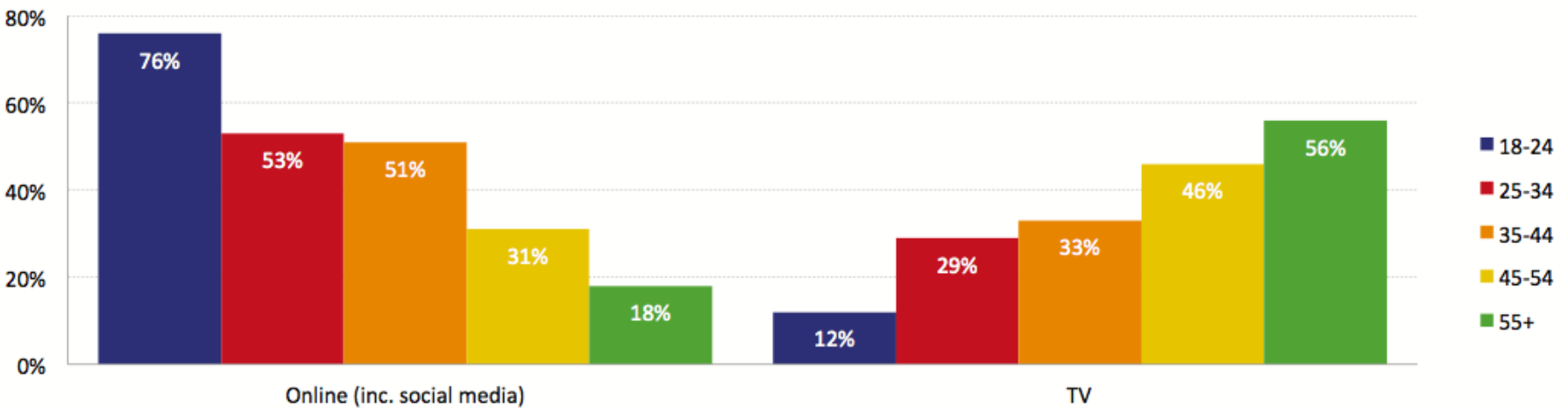
Ukupno vrijeme provedeno u gledanju televizije u satima



Izvor: European Audiovisual Observatory, Eurodata TV

Mladi sve manje gledaju televiziju – a posebno ne vijesti

UK 



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

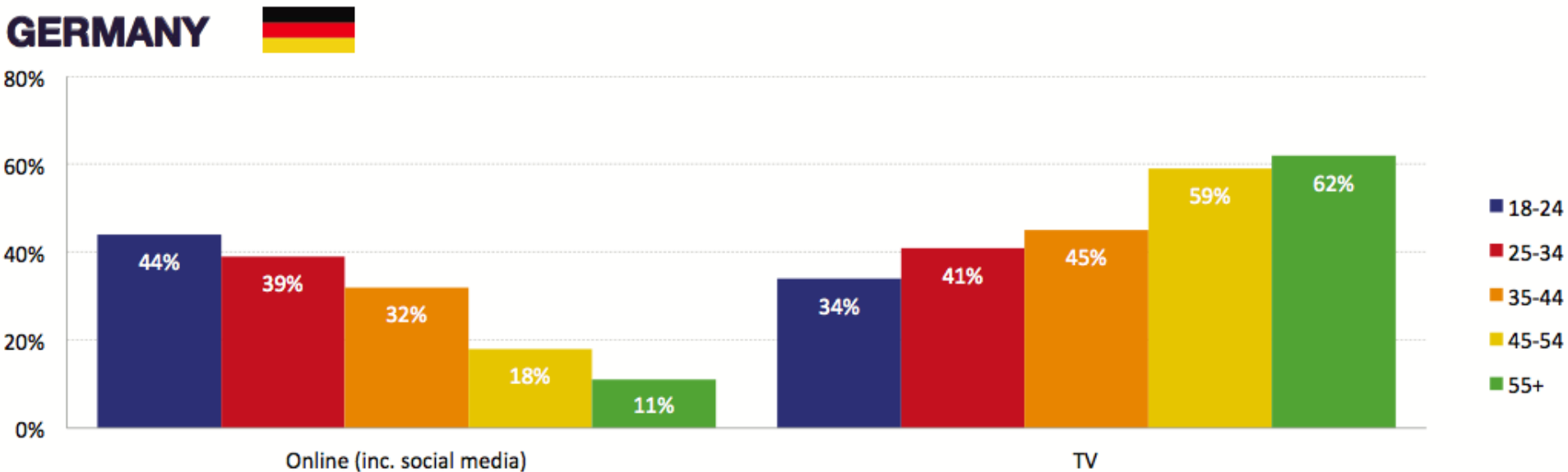
Base: 18-24s/25-34s/35-44s/45-54s/55+ that used a source of news in the last week in the UK = 219/253/300/435/898

Note: Data do not add up to 100% because the proportion who selected another source as their main source of news is not shown.

Figure 1.2. Proportion within each age group who said each source was their main source of news (UK)

Izvor: Nielsen i Sambrook (2016) What is Happening to Television News, Reuters Institute for Journalism, University of Oxford

Mladi sve manje gledaju televiziju – a posebno ne vijesti



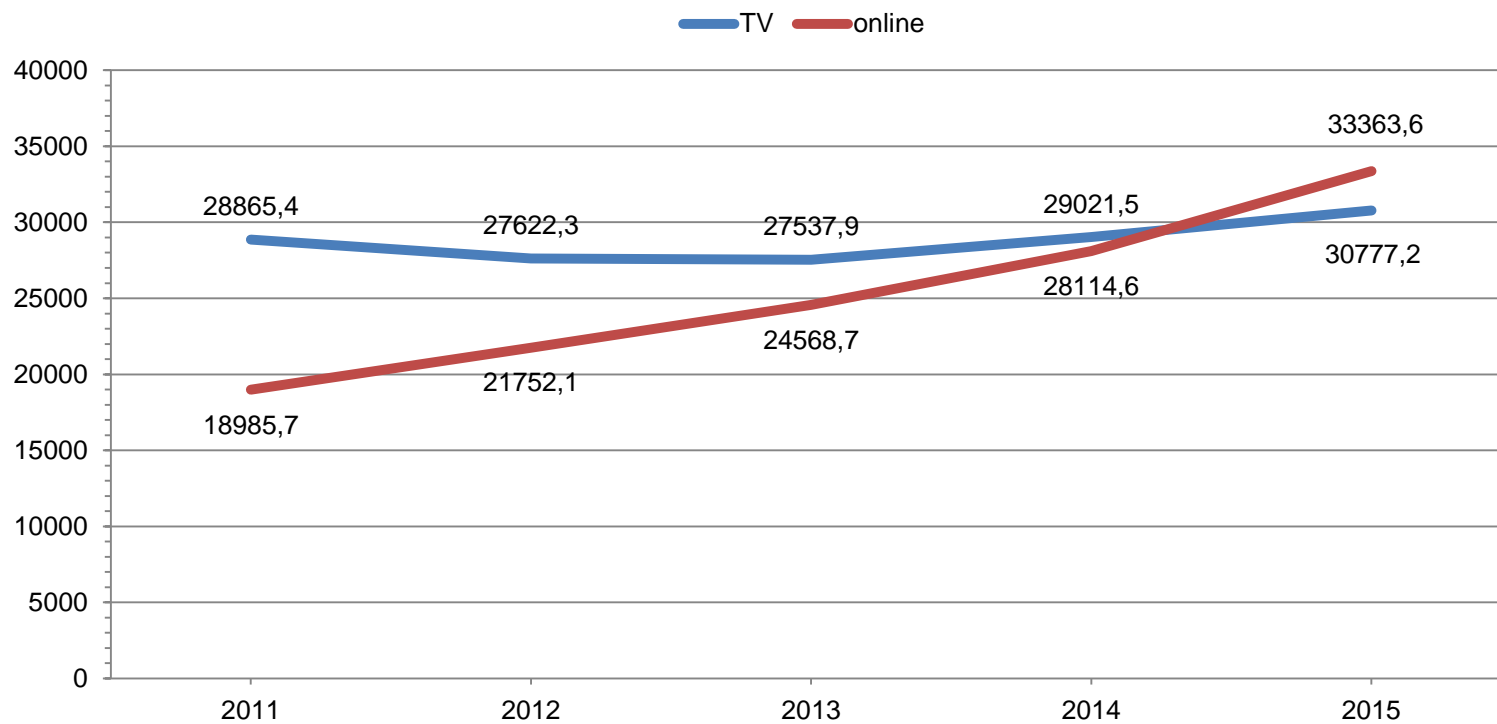
Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: 18–24s/25–34s/35–44s/45–54s/55+ that used a source of news in the last week in Germany = 167/275/346/389/766

Note: Data do not add up to 100% because the proportion who selected another source as their main source of news is not shown.

Doživljavaju li komercijalne televizije sudbinu novina?
Oglašivački novac seli se na internet

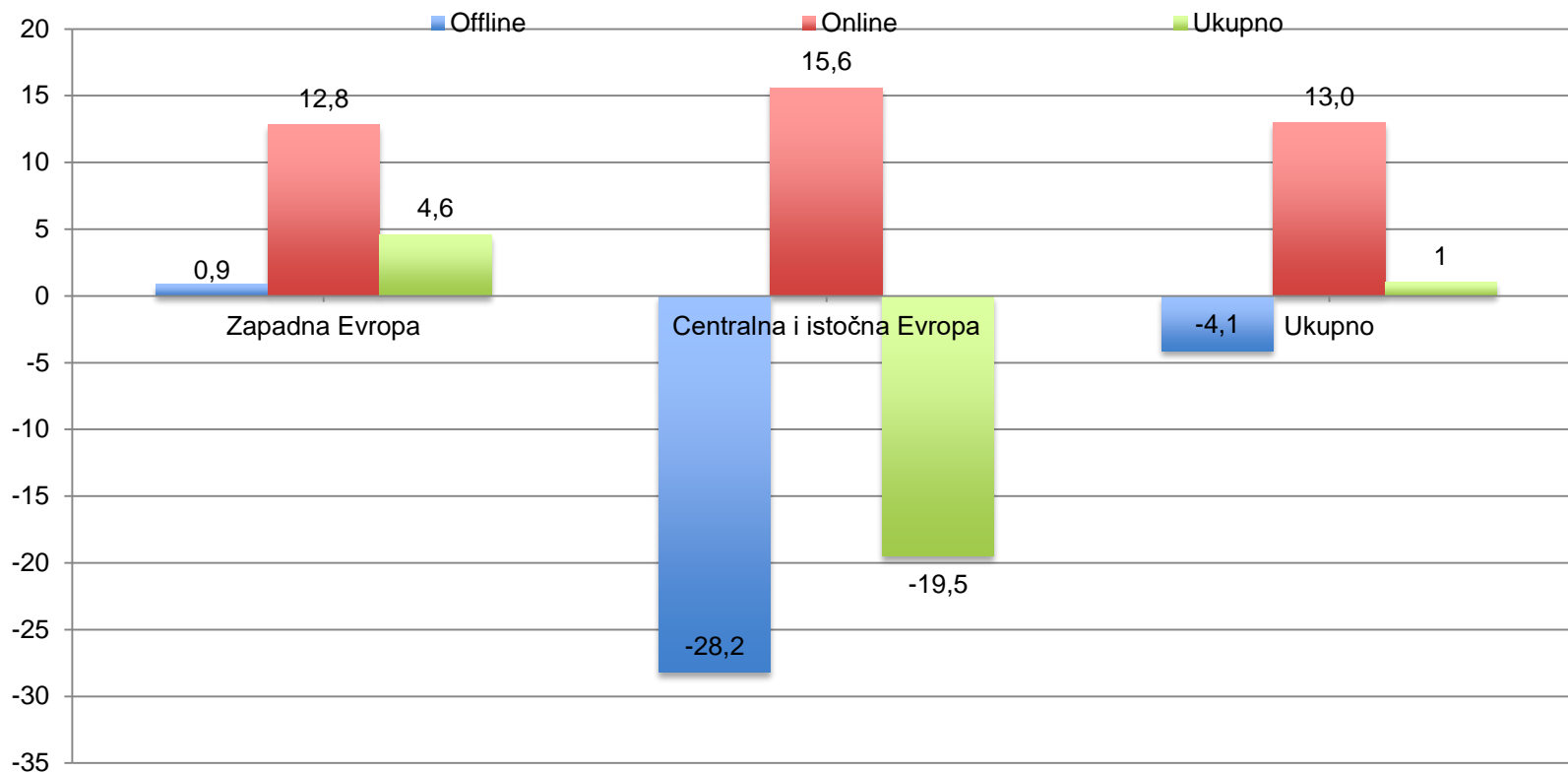
Potrošnja na oglašavanje u EU 28, 2011 – 2015, u milijunima eura



Izvor: European Audiovisual Observatory, Warc

Stope rasta se razlikuju s obzirom na ekonomski kontekst

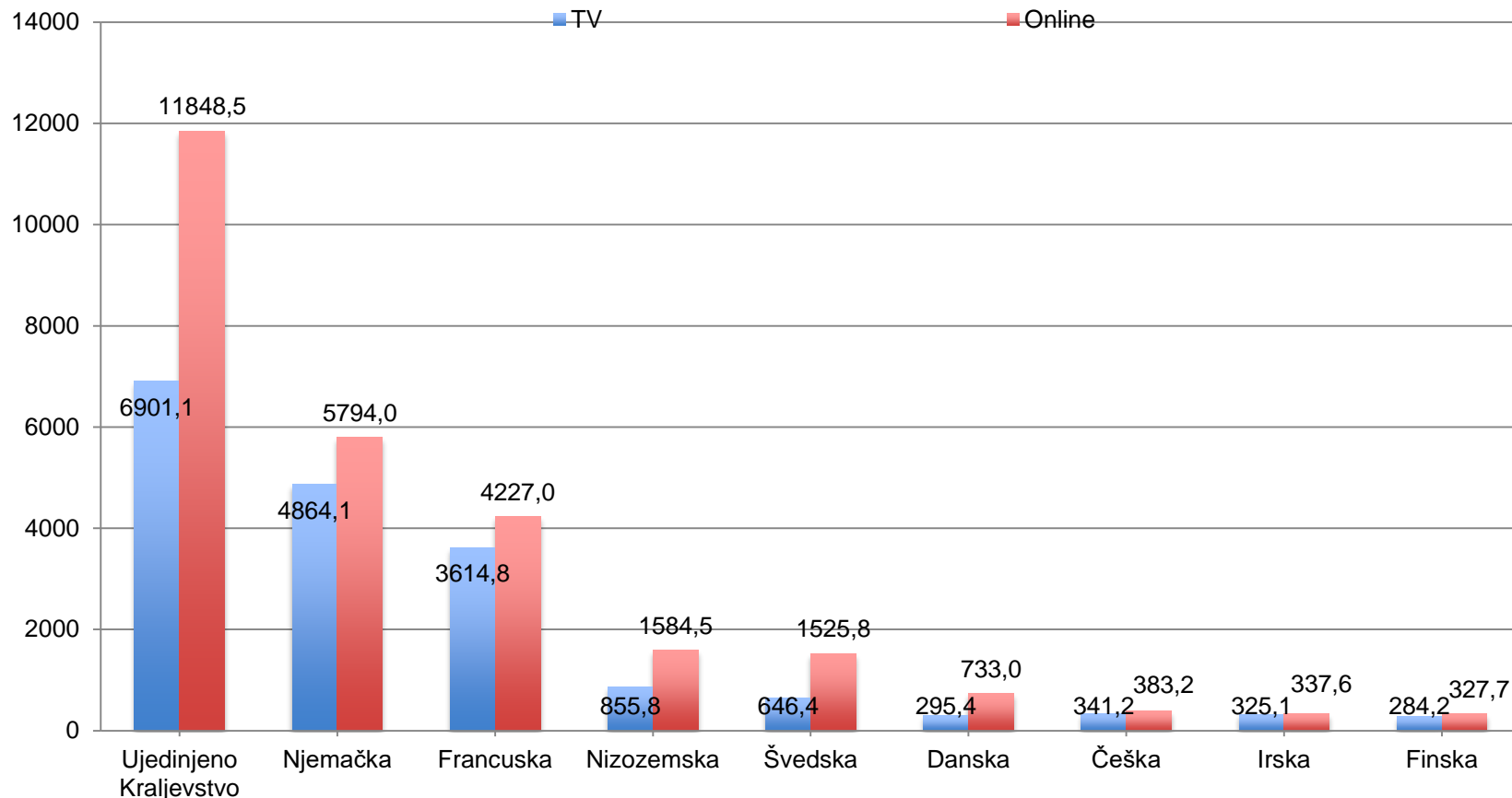
Ukupan evropski rast oglašavanja 2015, u postotcima



Izvor: European Audiovisual Observatory, IAB/IHS Adex Benchmark 2015

Nama to može izgledati drugačije: na evropskoj periferiji televizija je još uvijek “glavni” medij

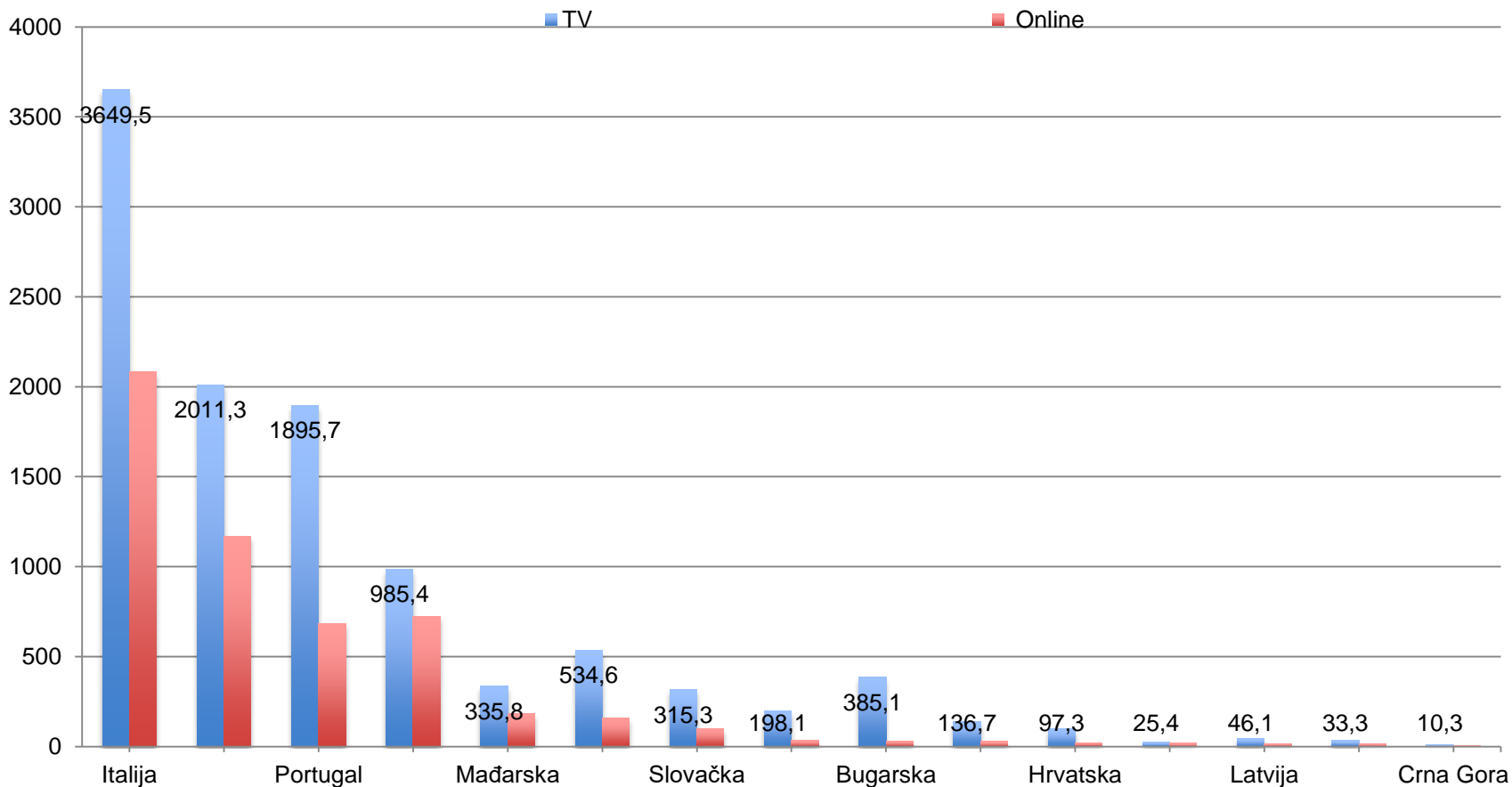
Televizijsko i online oglašavanje 2015, u milijunima eura



Izvor: European Audiovisual Observatory, Warc

Nama to može izgledati drugačije: na evropskoj periferiji televizija je još uvijek “glavni” medij

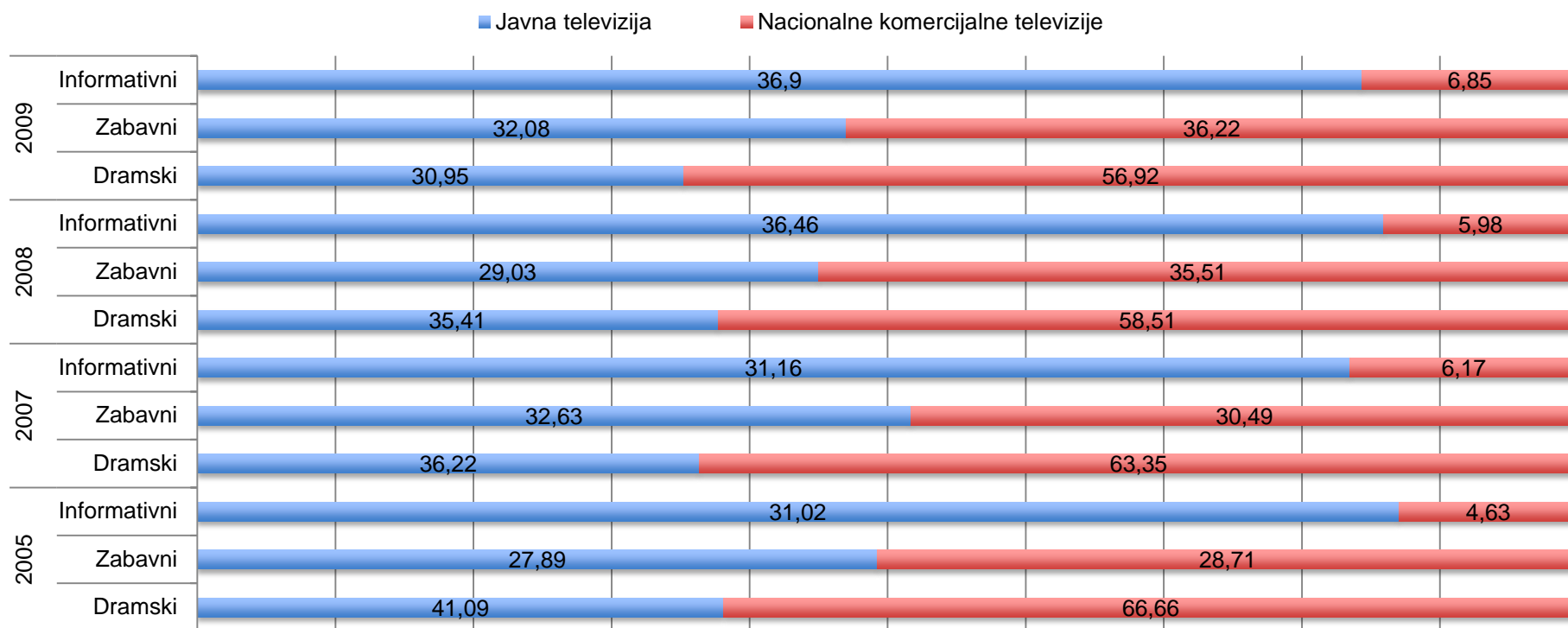
Televizijsko i online oglašavanje 2015, u milijunima eura



Izvor: European Audiovisual Observatory, Warc

Komercijalne televizije i javni interes

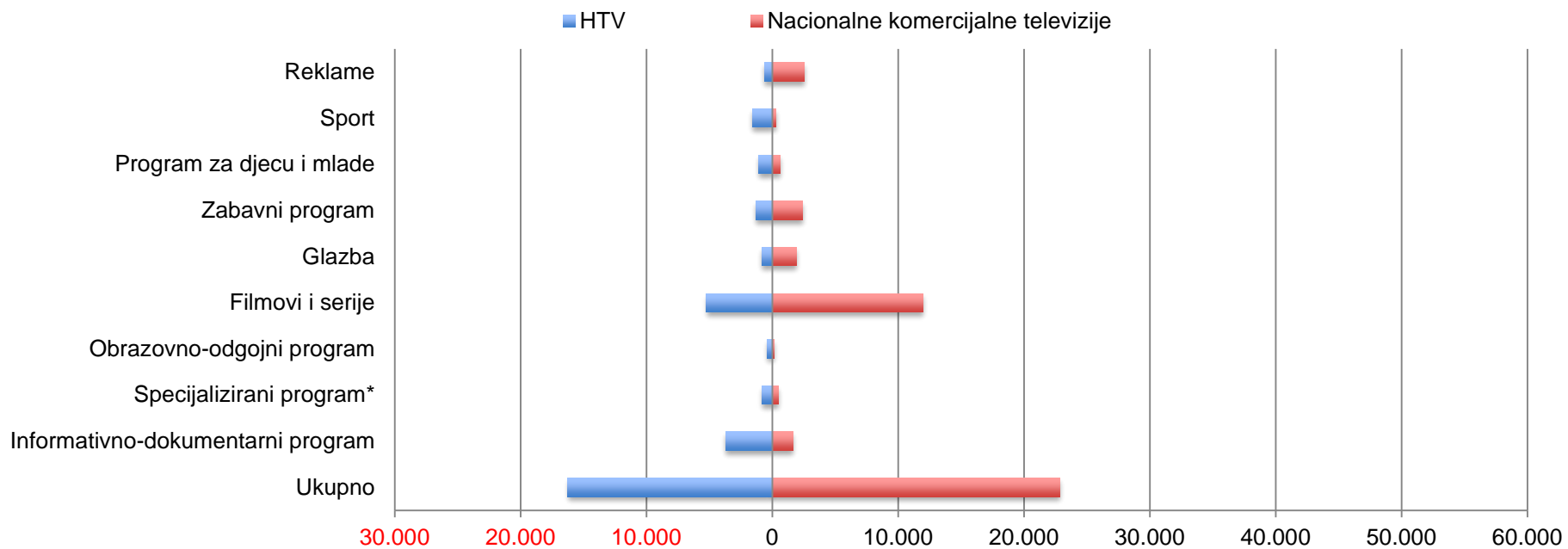
Usporedba udjela žanrova u emitiranom programu javne i komercijalnih televizija
2005 - 2009, u postotcima



Izvor: Peruško 2009 i Peruško, Zrinjka (2010) *Televizija i javni interes*, prezentacija na konferenciji Budućnost javnog raditelevizijskog servisa u Hrvatskoj, CIM FPZG i UNESCO

Komercijalne televizije i javni interes

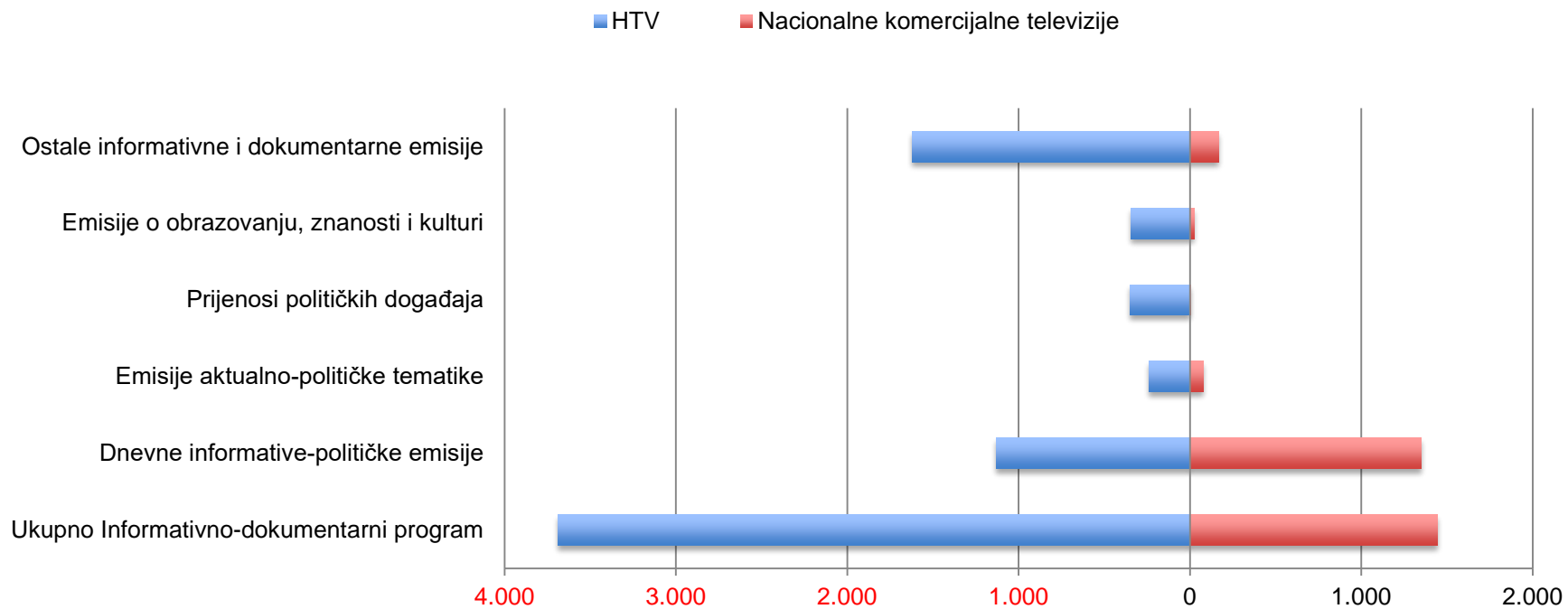
Usporedba strukture programa emitiranog 2010
na javnoj i komercijalnim televizijama, u satima



Izvor: Državni zavod za statistiku, Obrazac TV-1

Komercijalne televizije i javni interes

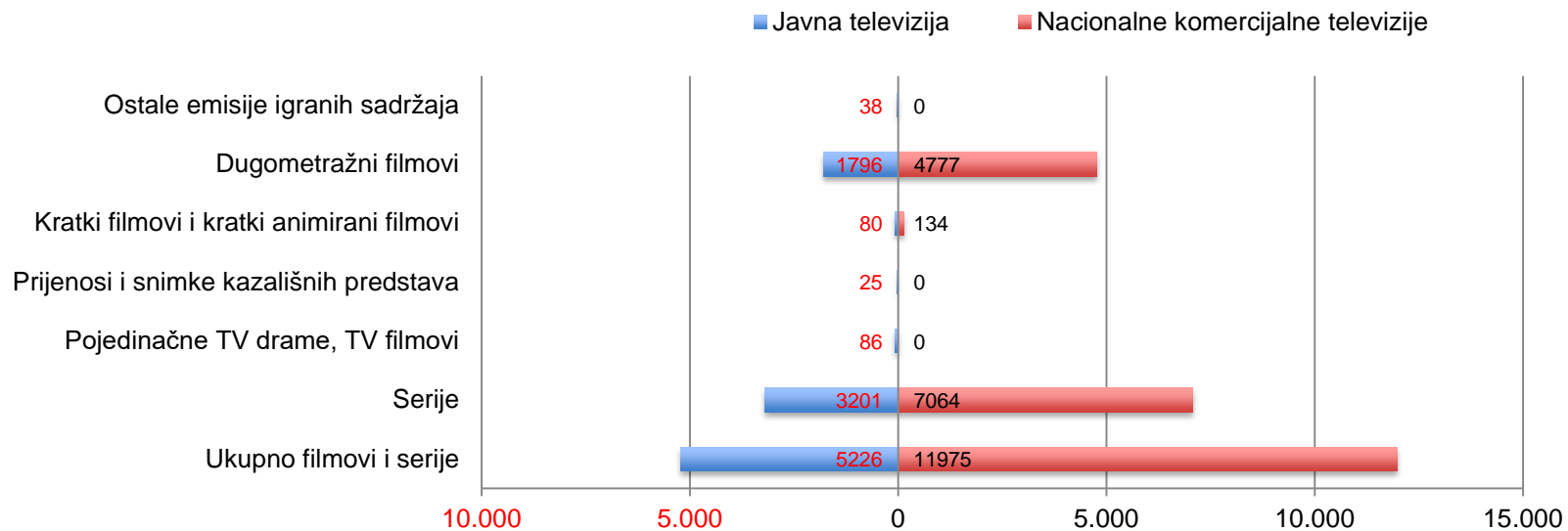
Usporedba strukture informativnog i dokumentarnog programa emitiranog 2010 na javnoj i komercijalnim televizijama, u satima



Izvor: Državni zavod za statistiku, Obrazac TV-1

Komercijalne televizije i javni interes

Usporedba strukture igranog programa emitiranog 2010 na javnoj i komercijalnim televizijama, u satima

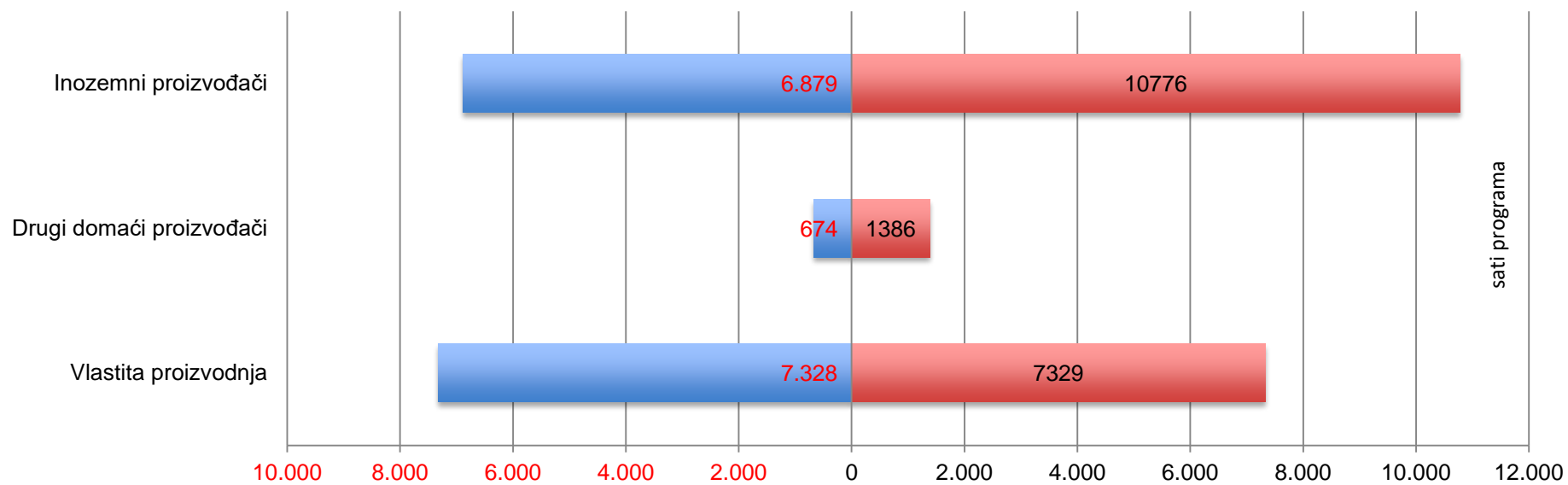


Izvor: Državni zavod za statistiku, Obrazac TV-1

Komercijalne televizije i javni interes

Usporedba podrijetla proizvodnje programa javne i komercijalnih televizija 2010

■ Javna televizija ■ Nacionalne komercijalne televizije



Izvor: Državni zavod za statistiku, Obrazac TV - 1