

Ipsos MediaCT

The Media, Content and Technology Research Specialists

Review of TV & Radio Consumption

13th - 16th February

February 2015



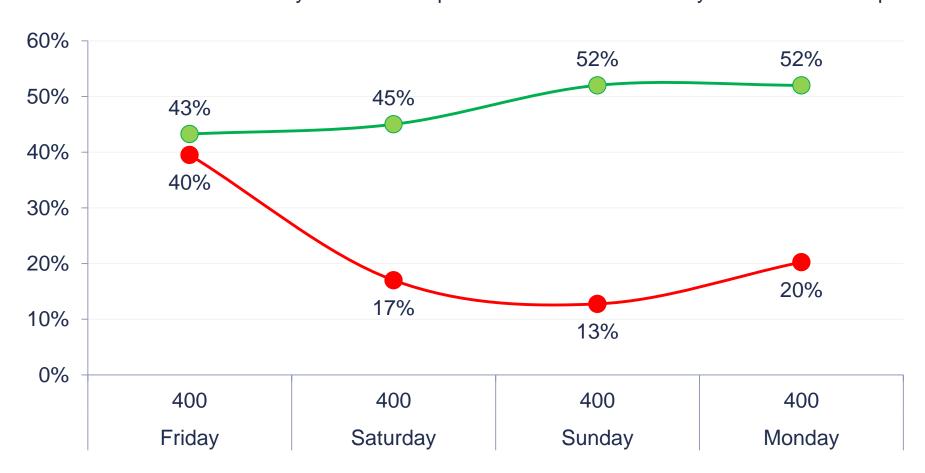
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Overview: Incidence of Viewership & Listenership



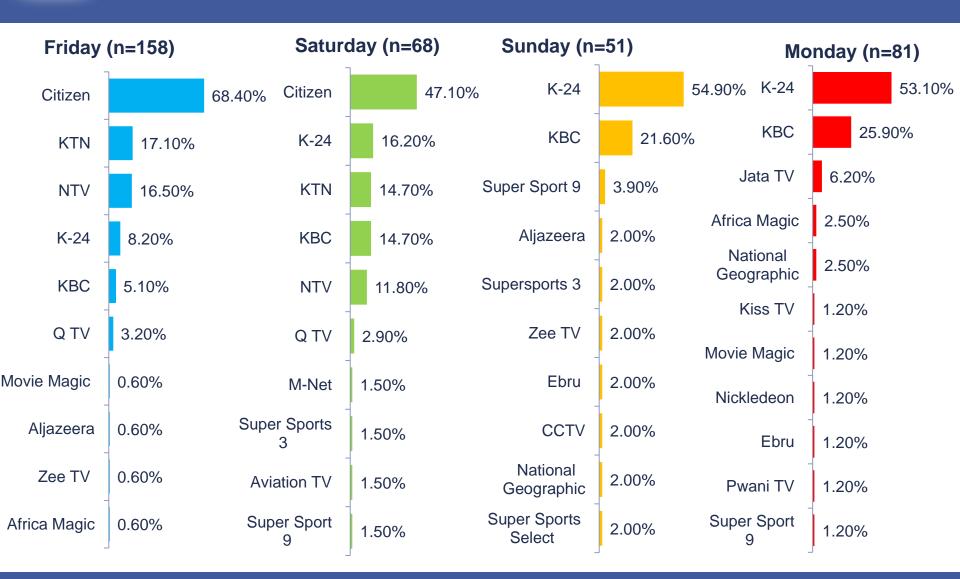
Incidence of Yesterday TV Viewership
Incidence of Yesterday Radio Listenership





Television: Daily Reach



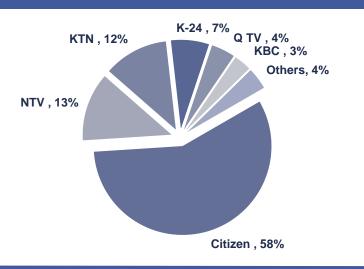


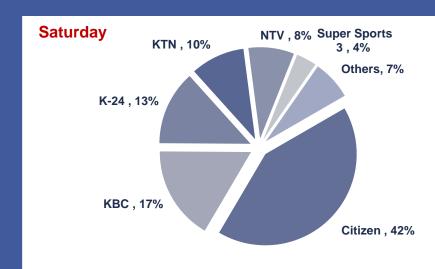


Television: Share of Viewership

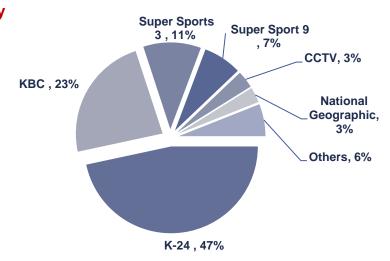




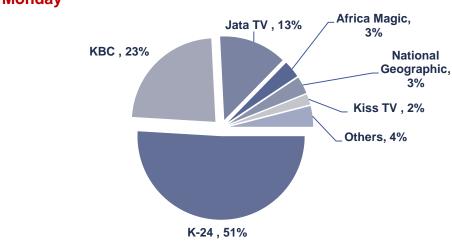




Sunday



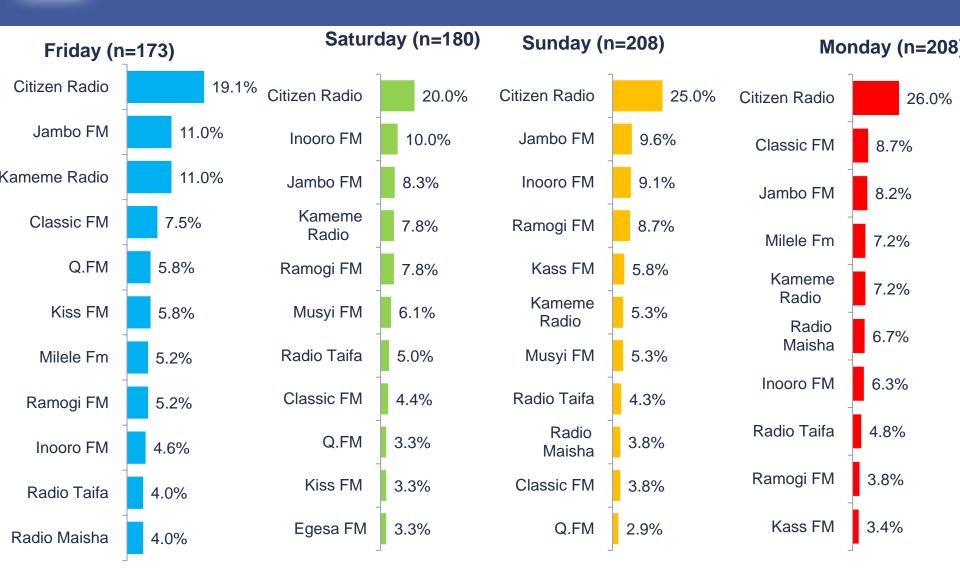






Radio: Daily Reach







ANALYSIS SOLUTION PROCESS OBJE BAMWORK

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