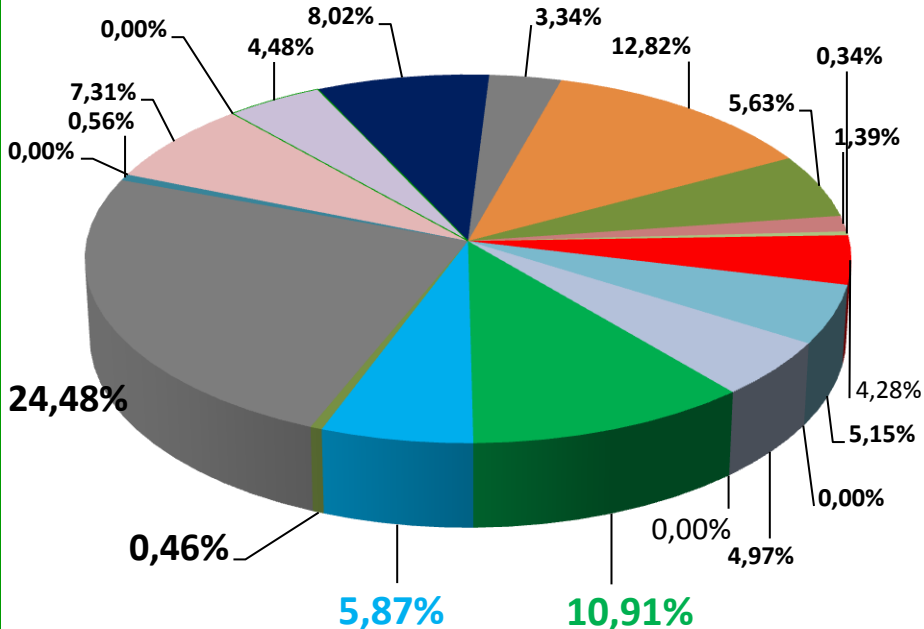
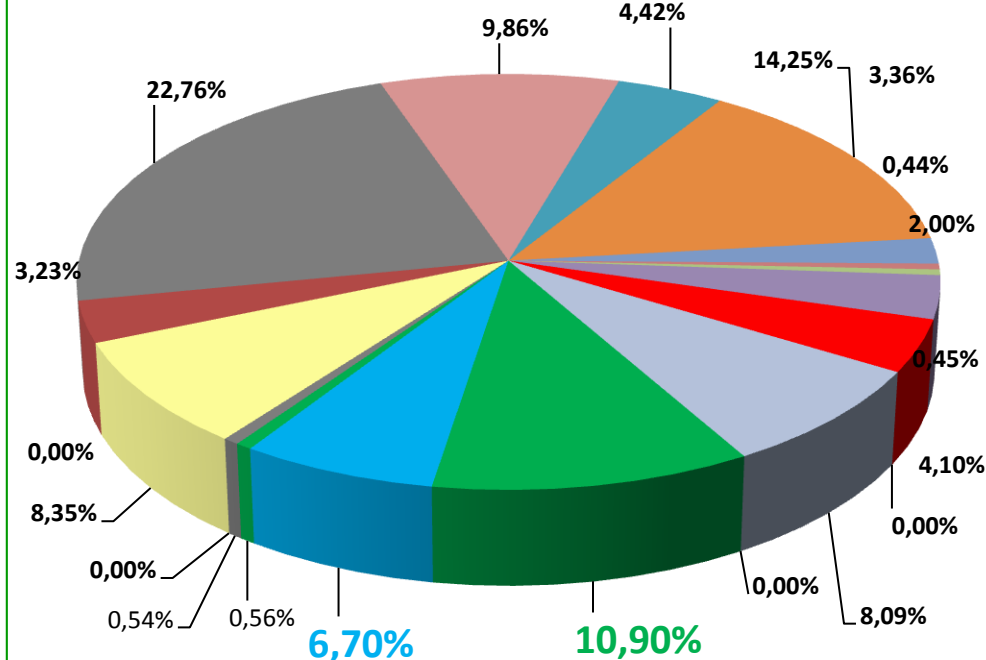


## Audiența postului TV7 pentru perioada 01 – 16 mrtie, inclusiv indicatorii pentru 10 – 16 martie

**Procentul comercial Mediul urban (DSHR%) impartirea telespectatorilor intre posturile TV alese**



**Procentul comercial Chisinau 18+ (DSHR%) impartirea telespectatorilor intre posturile TV alese**

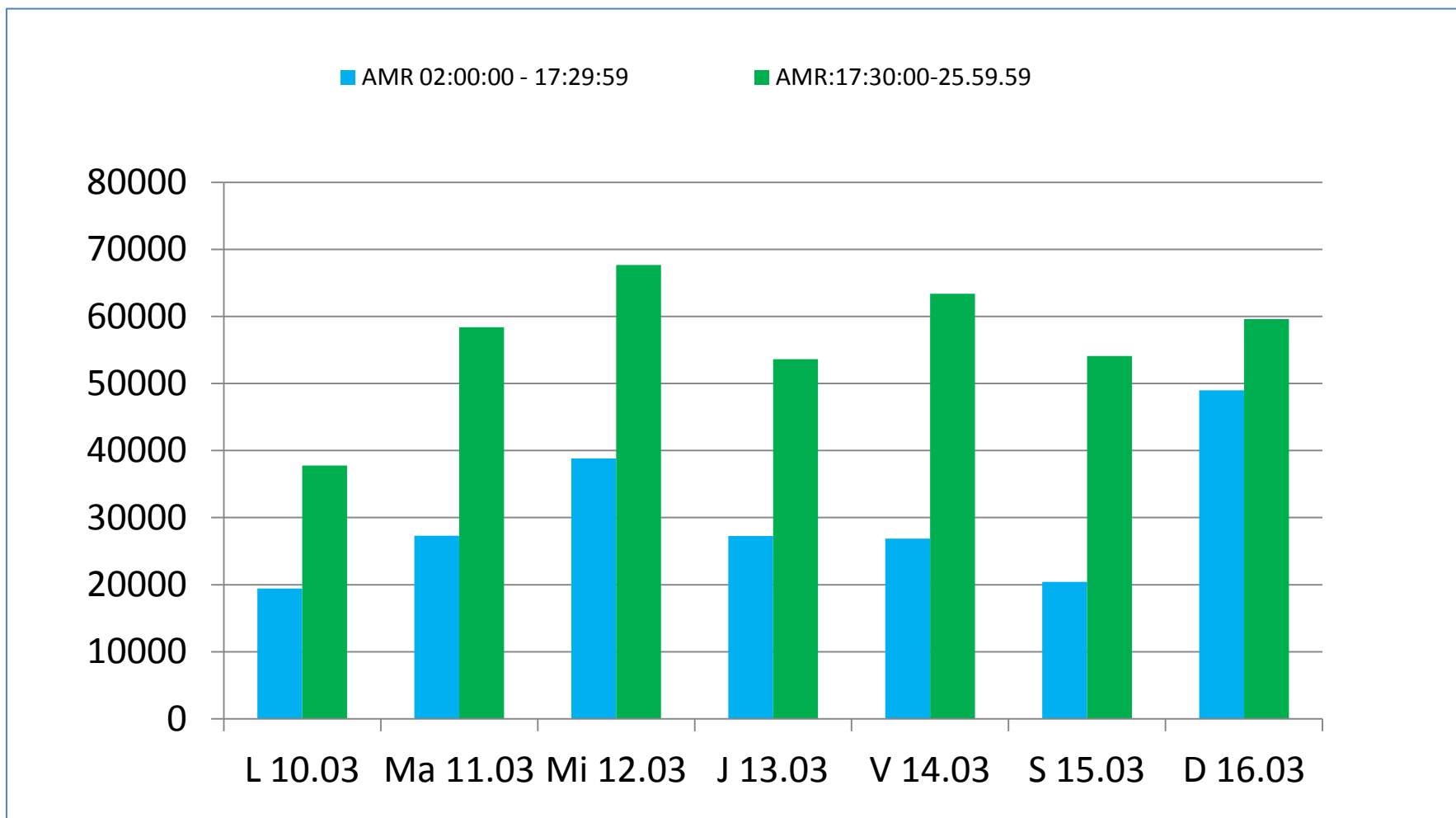


- |  |   |   |   |
|--|---|---|---|
| <span style="color: green;">■</span> TV7_HTB         | <span style="color: blue;">■</span> THT_Bravo | <span style="color: lightgreen;">■</span> 2Plus       | <span style="color: grey;">■</span> Acasa           |
| <span style="color: darkblue;">■</span> Amedia       | <span style="color: orange;">■</span> Canal 3 | <span style="color: pink;">■</span> EuroTV            | <span style="color: lightorange;">■</span> Moldova1 |
| <span style="color: lightpurple;">■</span> MuzTV     | <span style="color: darkblue;">■</span> N4    | <span style="color: darkgrey;">■</span> Prime         | <span style="color: orange;">■</span> PRO TV        |
| <span style="color: lightgreen;">■</span> Publika TV | <span style="color: red;">■</span> RenTV      | <span style="color: lightgreen;">■</span> RTR Moldova | <span style="color: red;">■</span> RUTV_Moldova     |
| <span style="color: lightblue;">■</span> SET_Sony    | <span style="color: orange;">■</span> TVC21   | <span style="color: lightblue;">■</span> Мир          | <span style="color: yellow;">■</span> CTC           |

- |   |   |  |   |
|---|---|--|---|
| <span style="color: green;">■</span> TV7_HTB      | <span style="color: blue;">■</span> THT_Bravo | <span style="color: green;">■</span> Acasa             | <span style="color: grey;">■</span> MuzTV         |
| <span style="color: darkblue;">■</span> EuroTV    | <span style="color: yellow;">■</span> CTC     | <span style="color: lightgreen;">■</span> TVC21        | <span style="color: red;">■</span> PRO TV         |
| <span style="color: darkgrey;">■</span> Prime     | <span style="color: pink;">■</span> N4        | <span style="color: lightblue;">■</span> SET_Sony      | <span style="color: orange;">■</span> RTR Moldova |
| <span style="color: lightblue;">■</span> Moldova1 | <span style="color: red;">■</span> 2Plus      | <span style="color: lightgreen;">■</span> RUTV_Moldova | <span style="color: purple;">■</span> Publika TV  |
| <span style="color: red;">■</span> Canal 3        | <span style="color: orange;">■</span> Мир     | <span style="color: lightblue;">■</span> RenTV         | <span style="color: pink;">■</span> Amedia        |



# Numarul mediu zilnic al telespectatorilor ce au preferat postul TV7 in fiecare minut(AMR) Total Individuals

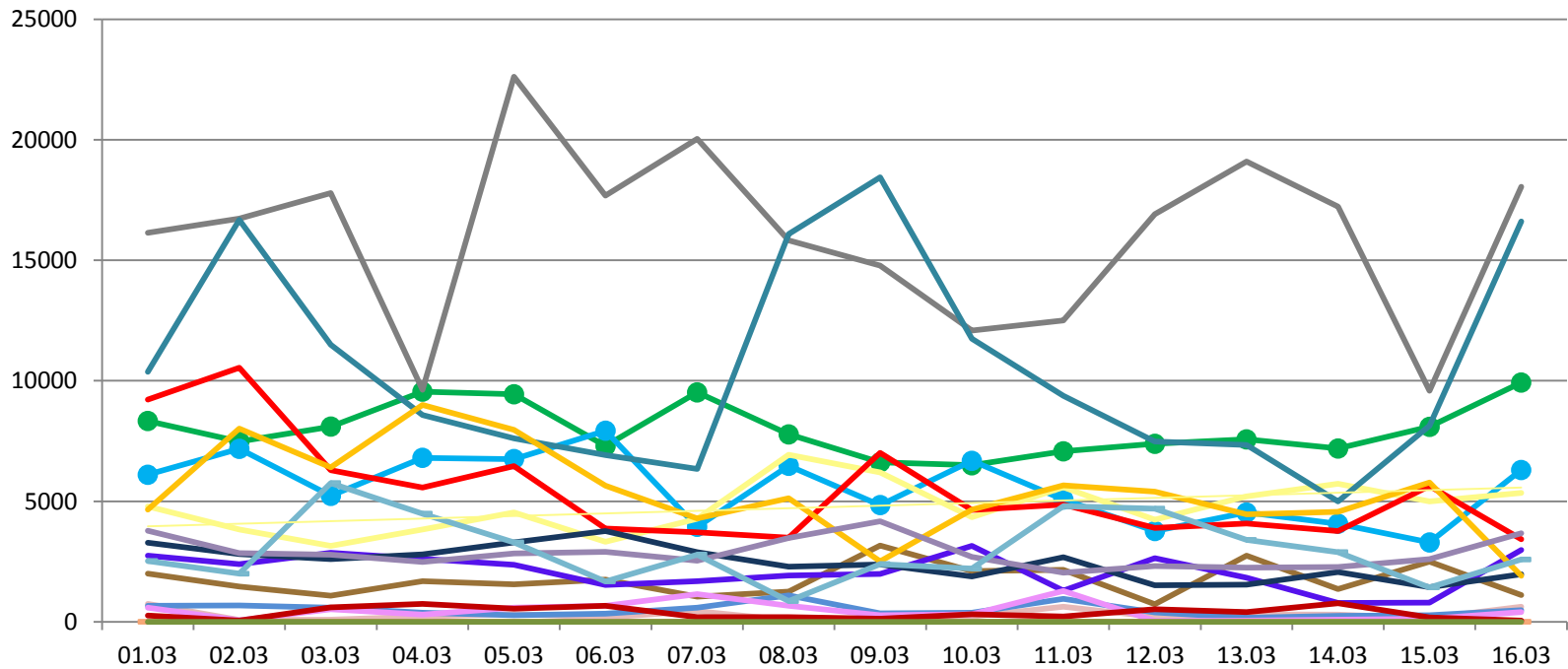
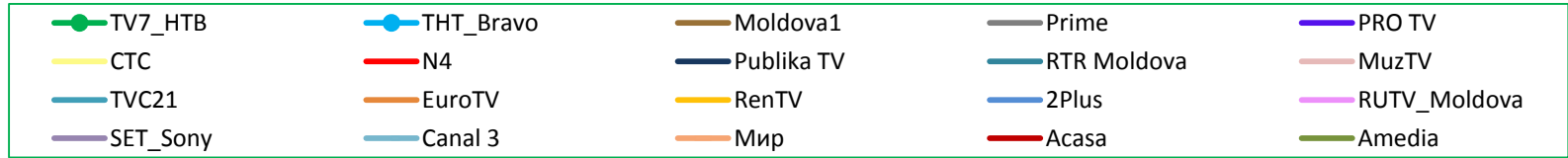


**Numărul total de telespectatori care au vizionat «Cotidian» pe postul TV7 în perioada 03.03 – 14.03 2014, Toată populația (AMR)**

| data                                       | z/s | Total Individuals |
|--|-----|-------------------|
| 03.03                                      | L   | 300580            |
| 04.03                                      | Ma  | 297826            |
| 05.03                                      | Mi  | 334111            |
| 06.03                                      | J   | 268030            |
| 07.03                                      | V   | 260286            |
| 10.03                                      | L   | 142958            |
| 11.03                                      | Ma  | 230209            |
| 12.03                                      | Mi  | 201694            |
| 13.03                                      | J   | 152696            |
| 14.03                                      | V   | 229757            |
| Total 2 418 147 (mediu pe zi = 241 814. 7) |     |                   |

Perioada: 2014 01.03 - 16.03

Audienta postului TV7 in raport cu alte posturi TV din punct de vedere al numarului de spectatori (AMR)  
Chisinau 18+



## TOP-ul ZILEI. Programul cu cea mai mare audiență TV(AMR%, Chișinău 18+) pentru perioada: 10.03 - 16.03.2014

| z/s | data  | AMR%  | Program                   |
|-----|-------|-------|---------------------------|
| L   | 17.03 | 5,47% | Сегодня                   |
| Ma  | 18.03 | 4,98% | Сегодня в Молдове         |
| Mi  | 19.03 | 3,89% | Чрезвычайное происшествие |
| J   | 20.03 | 3,73% | Сегодня в Молдове         |
| V   | 21.03 | 3,66% | Суд присяжных             |
| S   | 22.03 | 2,67% | Ты не поверишь!           |
| D   | 23.03 | 5,68% | Сегодня                   |

## Top 10 programe ale TV7 pentru perioada: 10.03 - 16.03 2014

| Chisinau 18+ (AMR%) |       |  |       | Total Individuals (AMR) |       |                           |                   |
|---------------------|-------|--|-------|-------------------------|-------|---------------------------|-------------------|
| №                   | data  | Program                                      | AMR%  | №                       | data  | Program                   | Total Individuals |
| 1                   | 16.03 | Сегодня итоги                                | 4,5%  | 1                       | 12.03 | Шаман-2 т/с               | 168604            |
| 2                   | 15.03 | Центральное телевидение с Вадимом Такменевым | 3,95% | 2                       | 12.03 | Чрезвычайное происшествие | 144493            |
| 3                   | 16.03 | Сегодня                                      | 3,91% | 3                       | 12.03 | Суд присяжных             | 127620            |
| 4                   | 10.03 | Politica                                     | 3,75% | 4                       | 16.03 | Погода в Молдове          | 122071            |
| 5                   | 14.03 | Следствие вели...                            | 3,73% | 5                       | 16.03 | Ржавчина т/с              | 109236            |
| 6                   | 14.03 | Reporter in misiune                          | 3,56% | 6                       | 16.03 | Следствие вели...         | 104829            |
| 7                   | 15.03 | Ты не поверишь!                              | 3,38% | 7                       | 12.03 | Сегодня                   | 96082             |
| 8                   | 12.03 | Суд присяжных                                | 3,19% | 8                       | 16.03 | Очная ставка              | 90023             |
| 9                   | 15.03 | Чрезвычайное происшествие                    | 3,16% | 9                       | 15.03 | Ты не поверишь!           | 87554             |
| 10                  | 15.03 | Очная ставка                                 | 3,12% | 10                      | 11.03 | Сегодня в Молдове         | 84963             |