



2012

Содржина:

| | |
|-----------|----|
| | 3 |
| | 5 |
| | 10 |
| | 11 |
| 1.1. | 12 |
| 1.2. | 18 |
| 1.3. | 33 |
| 1.4. | 41 |
| 1.5. | 48 |
| | 56 |
| | 57 |
| 2.1. | 58 |
| 2.2. | 62 |
| 2.3. | 68 |
| 2.4. | 74 |
| | 79 |
| 3.1. | 80 |
| 3.2. | 89 |



21 3

”

, ...

“

:

;

;

2007

(2004, 2005 2006).

2012

(— ,),

2012

3

Nielsen Audience Measurement

2012



- 2012 , , 75 . - , 15, 2 () , () , -

66 (1, 2)

- 2012 , 1.069,08 . 2008 . (67,76%), (5,08% , 1,02% 923,92 (55,67%) (23,37%). 118,35 597

- , - , 5, - . 1210,15 . 5

(90%)

1.041,63

(63,14%)

),

402

12

2012

184,99

(51,50%)

(95,27

).

97,95%

222,34

(36,30%),

241

2012

10

57,54

35%

6

(55,41%)

87,37

26,38%

49

• 49-

145,7

126,41

(25,01%

).

18,98

212

• 2012

, 79

3

82

• 2008 2012

, (339,16

).

(71,19%).

2012

304,17

(49,24%)

28,05

276

•

5,

77

)

(

56,02

(53%)

5.
(83,64%).

47,69

, 53,93%

20

•

2012

17

55,83
(20%

(88,03%)

).

59,46%

52,34

10

63

•

34,95

(91,15%),

2012 (32,88) . 75,74%

34 2,06

86

- 274
- (28,98%) 5
- (16,71%).
- 2012 (ASK VE CEZA) 6-
- 32,23%.
- 2012 5.



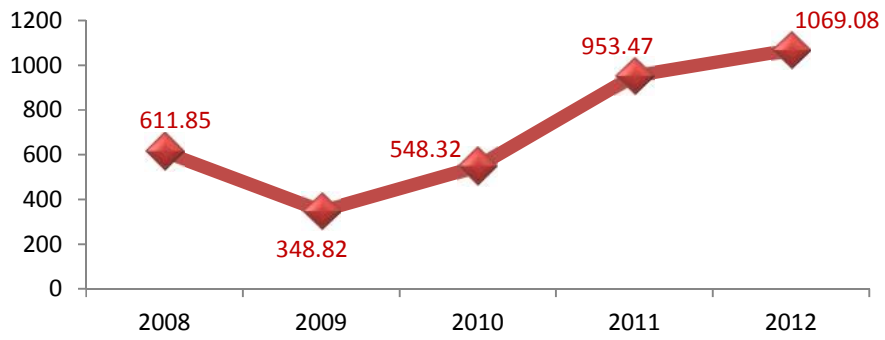


| | | | | | | |
|----------|-------|---------|---------|---------|--------|------|
| (1, 2) | 8.37 | 1069.08 | 54.29 | 923.92 | 118.35 | 597 |
| | 28.98 | 587.16 | 586.61 | 449.42 | 137.74 | 130 |
| 5 | 16.71 | 361.42 | 276.78 | 332.67 | 25.81 | 97 |
| | 3.19 | 113.17 | 77.1 | 112.72 | 0.18 | 80 |
| | 5.97 | 148.4 | 144.87 | 146.81 | 1.29 | 95 |
| | | 184.99 | 181.2 | 222.34 | -37.76 | 241 |
| | 14.3 | 57.54 | 31.88 | 87.37 | -29.98 | 49 |
| | | 145.7 | 125.29 | 126.41 | 18.98 | 212 |
| | 77.52 | 2667.46 | 1478.02 | 2401.66 | 234.61 | 1501 |

- 2012 , 28,98%.
- 2.667,46 . 40%
- 1.478,02 , (89,37%).
2,16%, 8,48%
- 2012 , 2.401,66 , (923,92)
- , 234.61
- 1.501 , 597

1.1.

2012 , 1 1.069,08
 2008
 2008 74,73%, 2009 206,48%, 2010
 94,97%, 2011 12,13%.



2012 ,
 : ,
 “ ”
 (67,76%).
 , 724,36 ,
 , 2011

1

2012 , 265,93

36,75% ” “ 26,15%

5,08% , 1,02%

| | 2012 | |
|--|---------------------|---------|
| | 724.36 ² | 67.76% |
| | 54.29 | 5.08% |
| | 10.89 | 1.02% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 279.54 | 26.15% |
| | 1069.08 | 100.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 1069.08 | 100.00% |

2008 2012

148 , 2008 ,

3 ,

(2,5%)

130,00

2

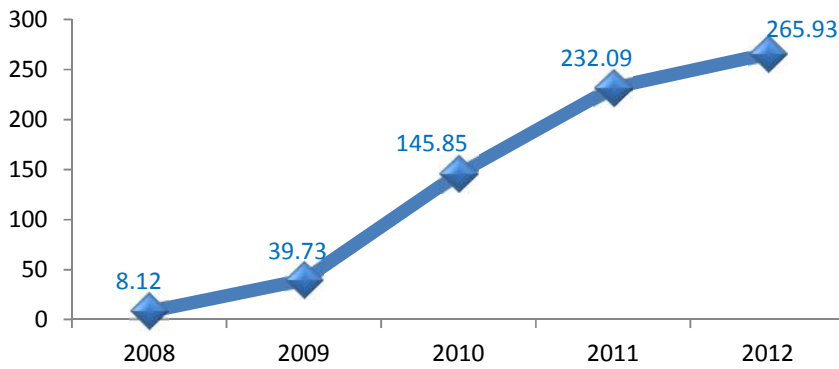
265,93

3

.103 19.08.2008)

(

2010 4 , , , .
 2012 190,00 5 . 130,00 ,

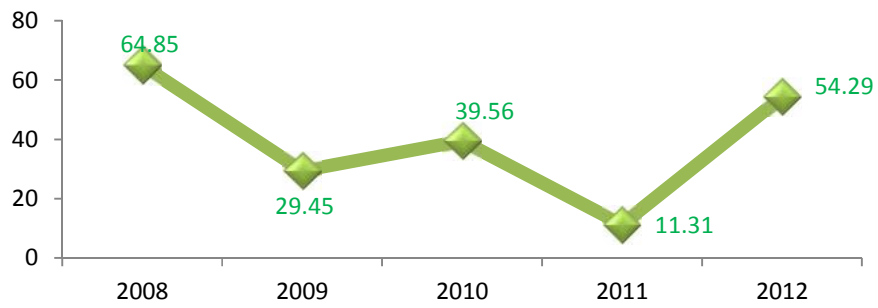


2008 2012
 2012 265,93 , .
 , 2012 , 265,93
 (, 220,25) . , 923,92
 2012 , 28,78% .

4 .145 05.11.2011) (

5 .13 27.01.2012) (

2011 (11,31 2008 (64,85)),
 16,28% 2009 2008 54,29
 84,35%, 2010 37,23%,
 380,02%.



2012 ,

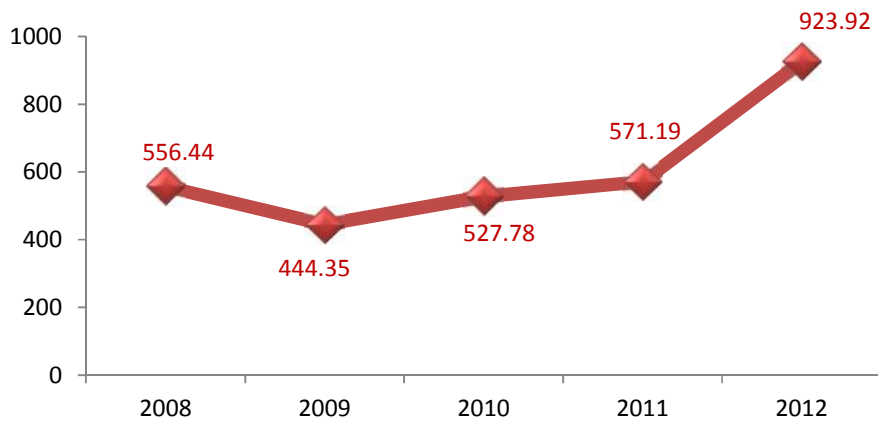
:

2012 ,
 6
 4 12
 7% 8
 13,33%

2012

2012 .

2010 - (2008 -)
 2012 , 923,92
 75,06%, 66,04%, 2009 107,93%, 2010 2008
 61,75%.



(49,87%).

2010 84,89% 2011), (80,64% 2009 , 83,24%
 358,33 , 2010 439,35 (2009
 484,86). , 2011

(55,67%)

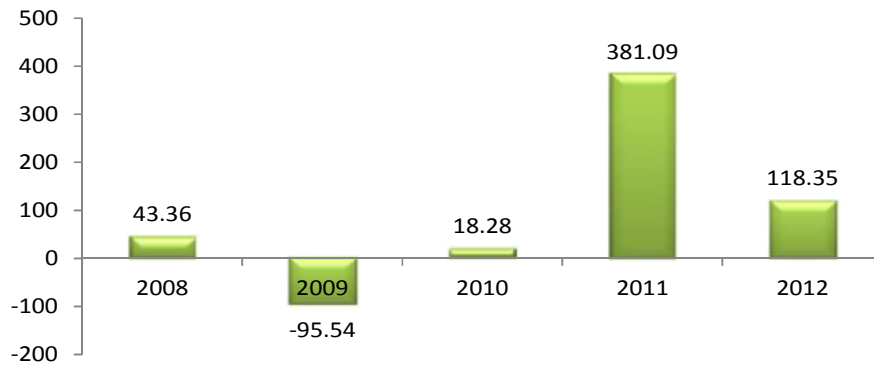
(23,37%).

2009 2012 , (256,51)
 2009 23,35 , 2010 106,37
 , 2011 49,97 .

| | 2012 | |
|-----|--------|---------|
| | 42.29 | 4.58% |
| | 256.51 | 27.76% |
| () | 54.28 | 5.88% |
| | 107.66 | 11.65% |
| | 460.75 | 49.87% |
| | 112.59 | 12.19% |
| | 17.95 | 1.94% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 332.63 | 36.00% |
| | 923.92 | 100.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 923.92 | 100.00% |

2012

118,35

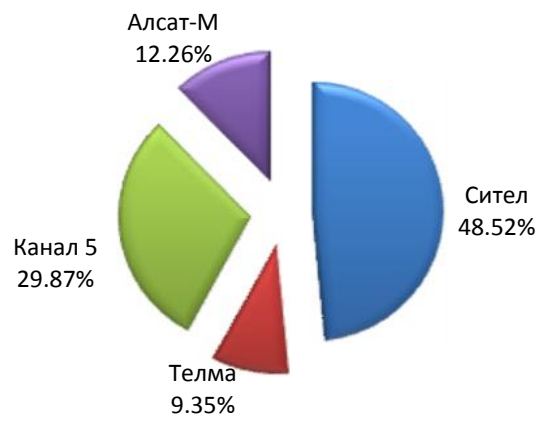


2009

597

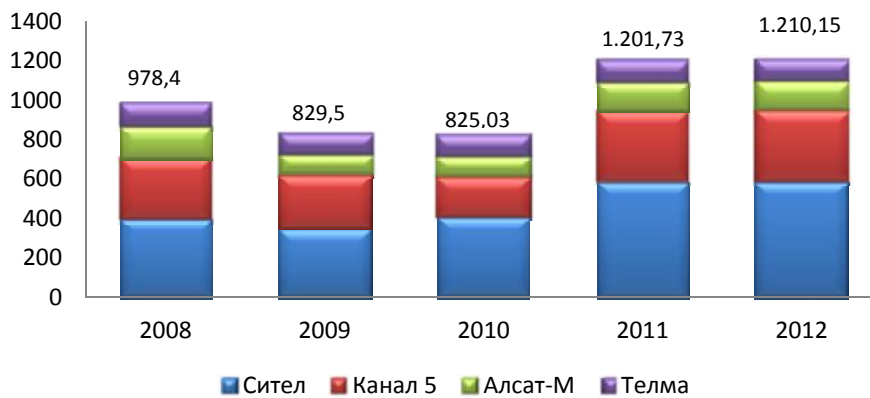
1.2.

2012 — , 5, - .
 1210,15 , 0,7%
 (48,52%),
 5 (29,87%).

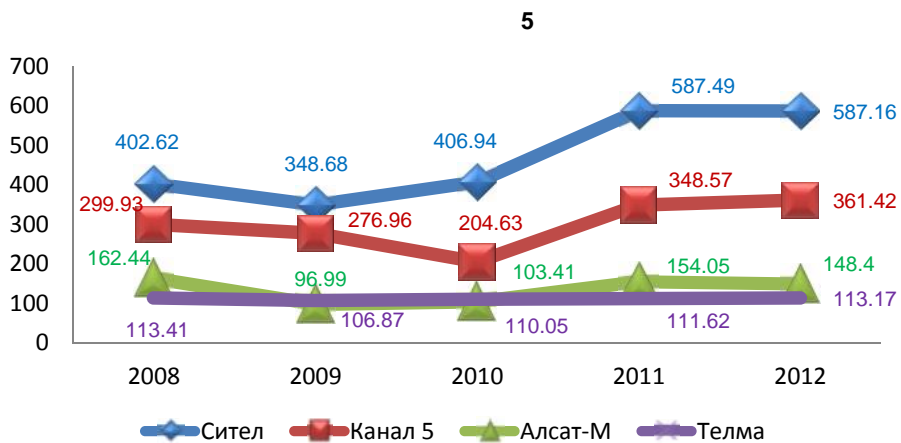


- 21,61%

2008 , 45,89% 2009 , 23,69% 2010
 0,7% 2011 , 46,68%



5 (0,7%)
 5 (3,69% 12,85).
 - (1,39% 1,55).
 0,06% 0,33 , 2011 3,67%
 5,65 .

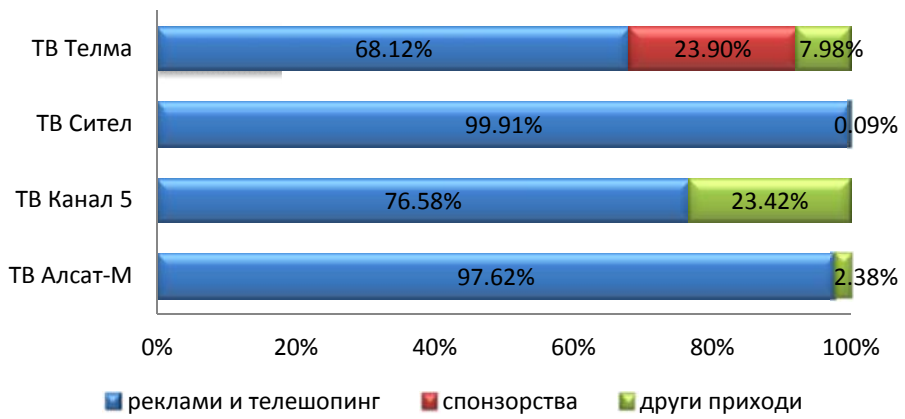


5 2010 (204,63),
 2009 .
 1.210,15 2012
 90% (89,69%
 1.085).

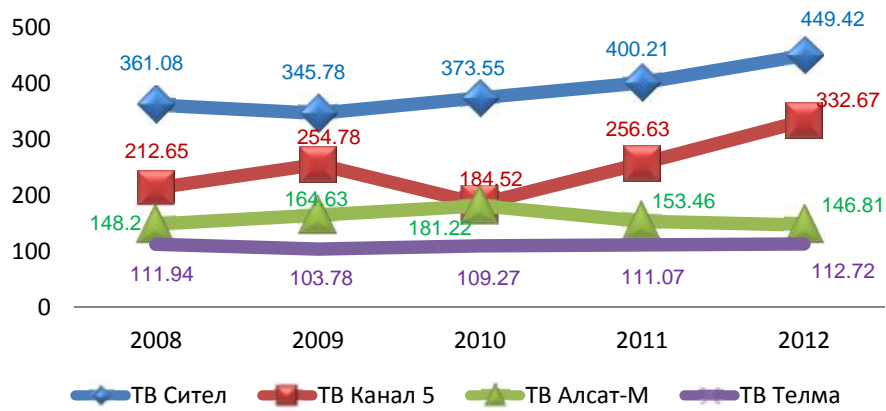
| | 2012 | |
|--|---------|---------|
| | 1085.35 | 89.69% |
| | 27.05 | 2.24% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 85.53 | 7.07% |
| | 1197.94 | 98.99% |
| | 11.67 | 0.96% |
| | 0.54 | 0.04% |
| | 1210.15 | 100.00% |

586,61). 5 276,78 (54,05%
 , 25,5%
 - 144,87
 13,35% ,
 7,1% (77,1
).
 (27,05).
 2012 ()
 , (,
 , ,)
 , (7,07%) ,
 “ “

5 (84,61) 99%
).
 (8,55) - (2,96).



(68,12%). (99,91%)
 2012
 1.041,63 , 13,05%
 (449,42)
 5 (332,67).
 2008 2012 ,
 2012 ,
 (4,33).
 2011 , 5 29,63%, 12,3%
 1,48%.



(63,14%)

).

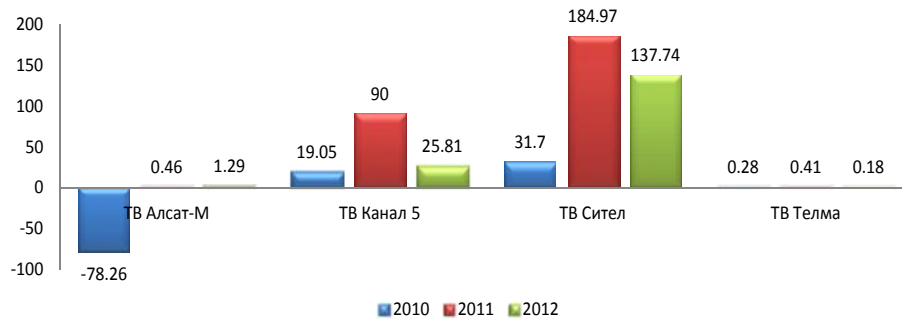
125,83 . 5 , 143,75 ,
 43,67 ,
 - - 30,19 .

| 2012 | |
|------|-----------------|
| | 60.45 5.80% |
| | 343.43 32.97% |
| () | 82.31 7.90% |
| | 171.46 16.46% |
| | 657.65 63.14% |
| | 20.50 1.97% |
| | 138.33 13.28% |
| | 1.73 0.17% |
| | 19.62 1.88% |
| | 199.78 19.18% |
| | 1037.61 99.61% |
| | 4.02 0.39% |
| | 0.00 0.00% |
| | 1041.63 100.00% |

(54,31), (16,46%).
 (130).
 (79,92) (57,77%).
 (19,18%)
 - 1,29, 5 0,18, - 25.81, 137,74
 - 1,29, 5 0,18, - 25.81, 137,74

| | 2012 |
|-----------|----------|
| | 1,197.94 |
| | 1,025.47 |
| () | 172.47 |
| | 11.67 |
| | 15.93 |
| () | -4.26 |
| | 0.54 |
| | 0.23 |
| () | 168.52 |
| () / () | 165.02 |

2010 2012, - 78,26 -



402 . (130).
 5 (80).

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|------|
| | 103 | 113 | 124 | 119 | 130 |
| 5 | 92 | 88 | 94 | 95 | 97 |
| - | 117 | 119 | 115 | 105 | 95 |
| | 69 | 69 | 73 | 74 | 80 |
| | 381 | 389 | 406 | 393 | 402 |

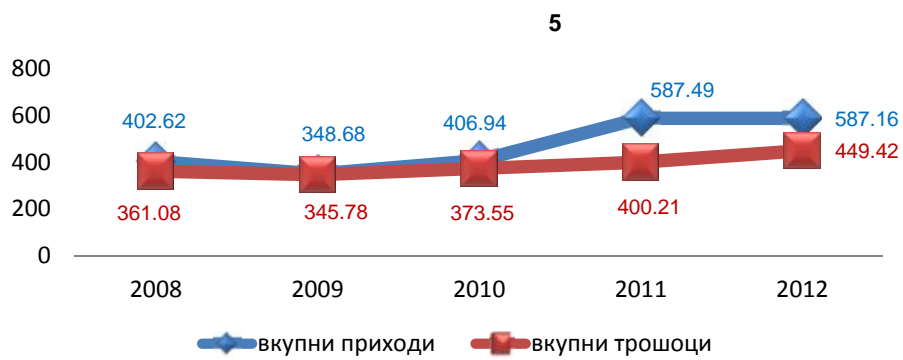
2010 (406, 4
). 2008
 21 , 2009 13 2011 9 .
 : 11 , 6 5 2 .
 2012 , -
 10 .

2011 (587,49) 5 , 2009 (348.68)).

2012 , 2008 , 68,40%

45,83% 2009 44,29% 2010 .

2011 , 0,06%.



2012 (449.42)

2008 , 2011 24,47% , 2009

29,97%, 2010 20,31% 2011 12,30% .

2012 , 130 .

5

2008 2012 , 5

361,42 .

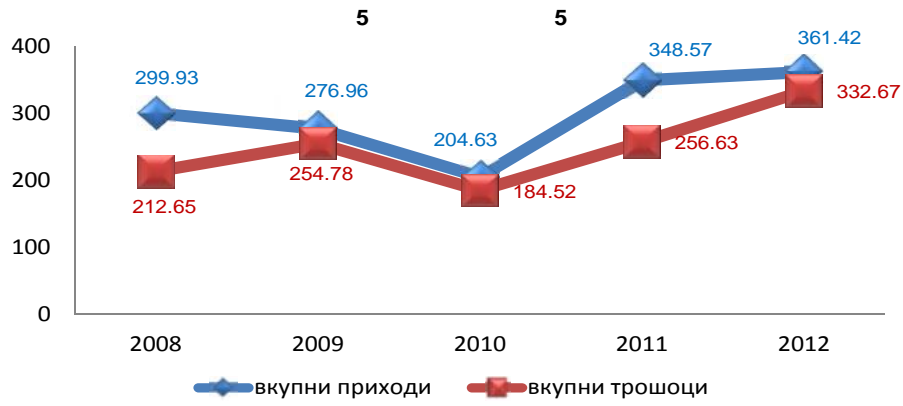
20,50%

2008 , 30,50% 2009 ,

76,62%
2011

2010

3,69%



2009 , 56,44% 2008 , (332,67
2011 , 80,29% 2010 , 30,57%
2011 . 29,63%

5

2012 (97

).

-

- 2008 (162,44

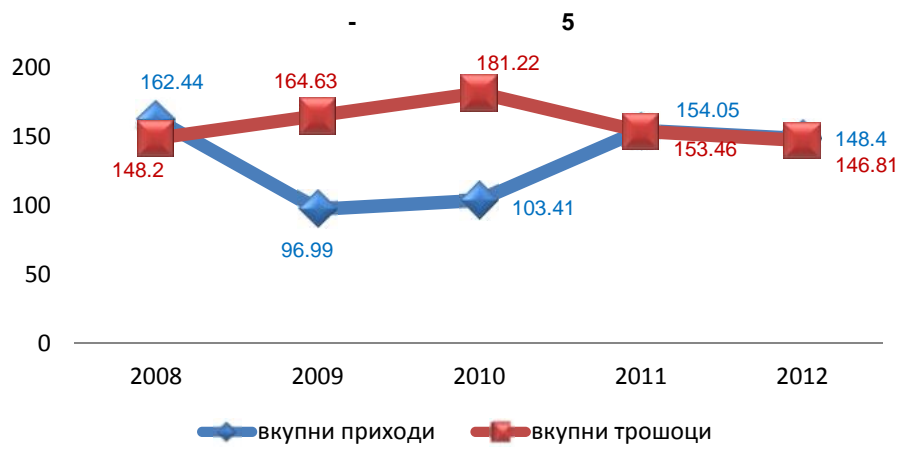
). 2009 ,

40,29%,

, 2012

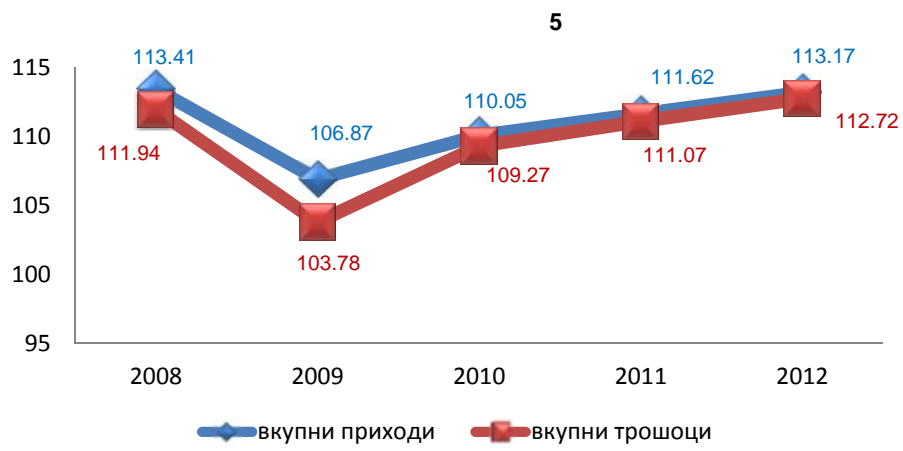
2009 2010 , 53,01%

43,51%, 2011 (3,67%). 2008 (8,64%)



), 2012 (146,81 2010 (181,22).
 0,94% 2008 , 10,82%
 2009 , 18,99% 2010 4,33%
 2011 .
 2009 2010 , -
 - , .

2012 113,17
 0,21%. 2012 , 2008
 5,90%, 2010 , 2,84%, 2011 1,39%. 2009



| Year | Income | Expenses | Change (%) |
|------|--------|----------|------------|
| 2008 | 113.41 | 111.94 | 1.28% |
| 2009 | 106.87 | 103.78 | 3.08% |
| 2010 | 110.05 | 109.27 | 0.71% |
| 2011 | 111.62 | 111.07 | 0.49% |
| 2012 | 113.17 | 112.72 | 0.39% |

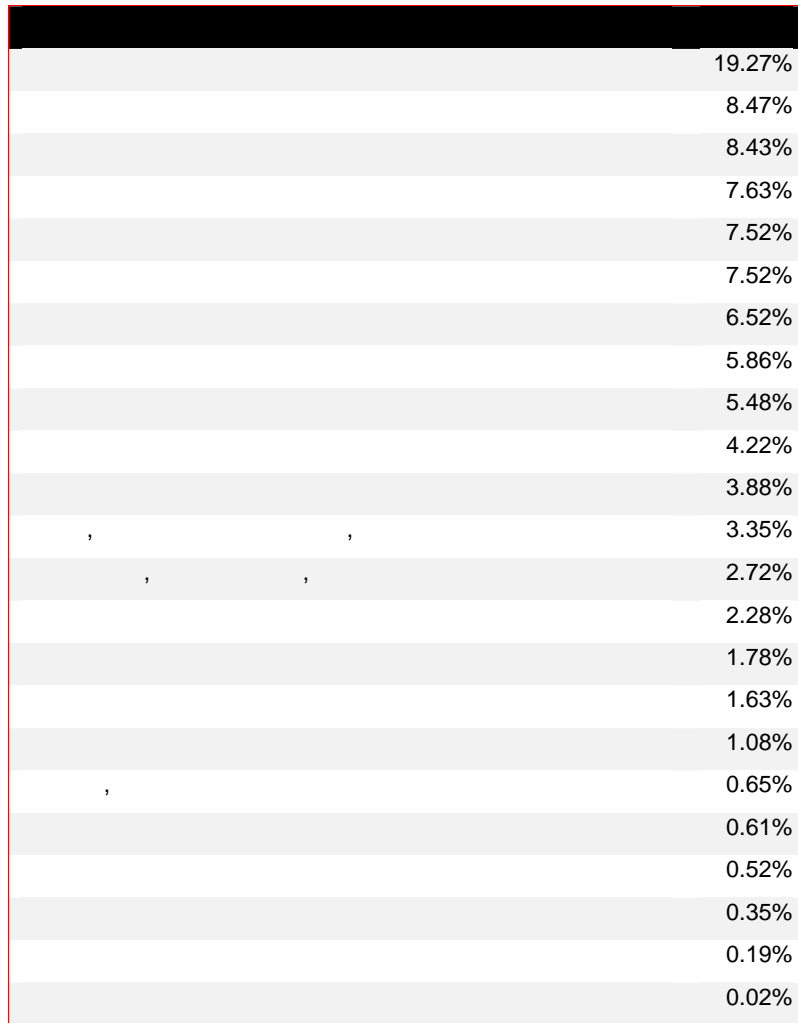
“Nielsen Audience Measurement”

| | | | | | |
|----|------------------|-------|----|----------------|-------|
| 1 | | 4.03% | 26 | Unilever | 0.96% |
| 2 | Procter&Gamble | 3.73% | 27 | | 0.95% |
| 3 | One | 3.16% | 28 | () | 0.94% |
| 4 | - | 2.95% | 29 | | 0.93% |
| 5 | | 2.44% | 30 | | 0.93% |
| 6 | | 2.40% | 31 | | 0.82% |
| 7 | | 2.35% | 32 | | 0.78% |
| 8 | | 2.28% | 33 | | 0.75% |
| 9 | - | 2.02% | 34 | Wrigley | 0.75% |
| 10 | S.C. Johnson&Wax | 1.80% | 35 | | 0.74% |
| 11 | - | 1.75% | 36 | Nestle | 0.72% |
| 12 | | 1.71% | 37 | TCC Plaza | 0.71% |
| 13 | | 1.52% | 38 | | 0.70% |
| 14 | | 1.51% | 39 | | 0.69% |
| 15 | | 1.49% | 40 | | 0.68% |
| 16 | Herbal + | 1.38% | 41 | | 0.64% |
| 17 | Henkel | 1.36% | 42 | | 0.63% |
| 18 | La danza | 1.32% | 43 | | 0.62% |
| 19 | | 1.31% | 44 | | 0.62% |
| 20 | | 1.28% | 45 | | 0.61% |
| 21 | | 1.23% | 46 | | 0.59% |
| 22 | Beiesdorf | 1.22% | 47 | | 0.57% |
| 23 | | 1.21% | 48 | General Motors | 0.57% |
| 24 | | 1.05% | 49 | | 0.57% |
| 25 | | 1.02% | 50 | | 0.56% |

: Nielsen Audience Measurement

2012

(19,27%)



: Nielsen Audience Measurement

0,04%

7,52%

(2012 – 19,27%) .

| 2012 | 2011 | 2010 |
|--------|--------|--------|
| 19.27% | 17,75% | 17,60% |
| 8.47% | 10,37% | 10,70% |
| 8.43% | 9,37% | 8,33% |
| 7.63% | 7,62% | 7,25% |
| 7.52% | 6,35% | 6,60% |
| 48.68% | 48.54% | 49.52% |

2012

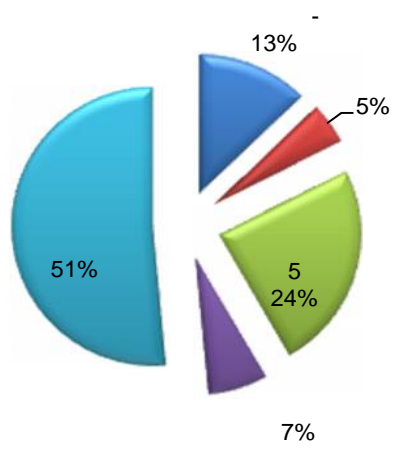
2012

2010

2012



2012
(
2, , 5, -)
1.139,64
) 51% (586,61



5, 276,78
24%
144,87 , 77,1
) 5% (54,29

1.3.

24, 12, —, 5, 2, 15, 3,
 ().

15¹⁰, 2¹¹ (7, 8,)⁹,
 12).

(3, 24, 5).

2012
 , 81%
 (9%) (10%), 64 Max TV Boom TV (62%).
 , 81%

⁷ (.07/91 02.04.2012)

⁸ (.07-100 10.04.2012)

⁹ (.07/101 10.04.2012).

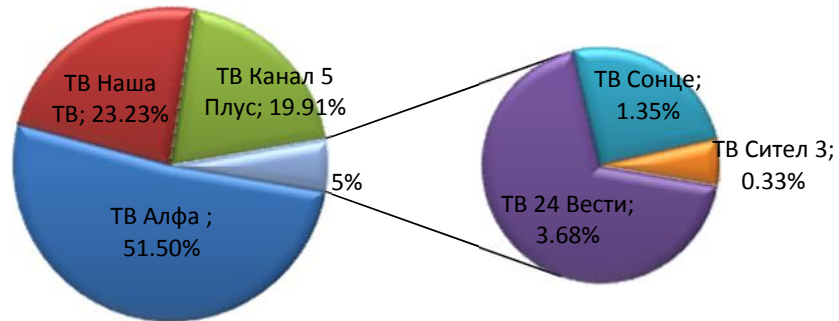
¹⁰ (.07-152 11.05.2012)

¹¹ ((.07-192 13.06.2012)

¹² (.07-325 26.09.2012)

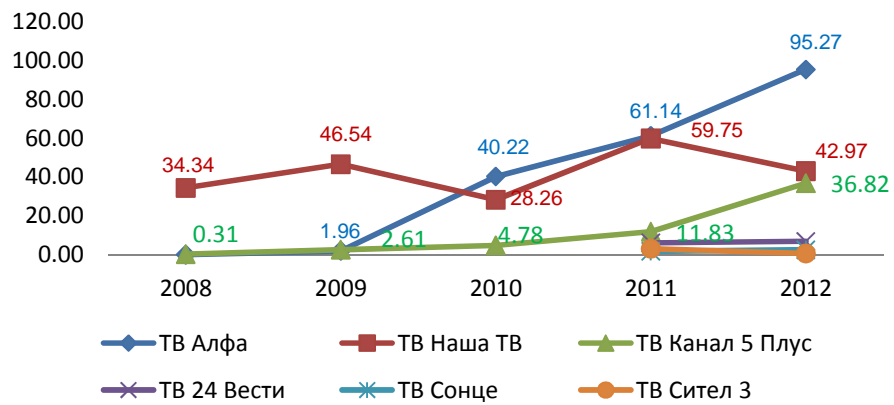


2012, 28, BOOM TV (") 9%), 24 BOOM TV Blizoo (Blizoo 30,). 81%. 2012, 184,99. (51,50%) (95,27 42,97) 5 (19,91% 36,82 (23,23%). 94,64% 24 – 6,82, – 2,49 3 – 0,62



2008 2012 ,
 2,12%.
 (5)
 5
 2011) (2010 2012) (2009)

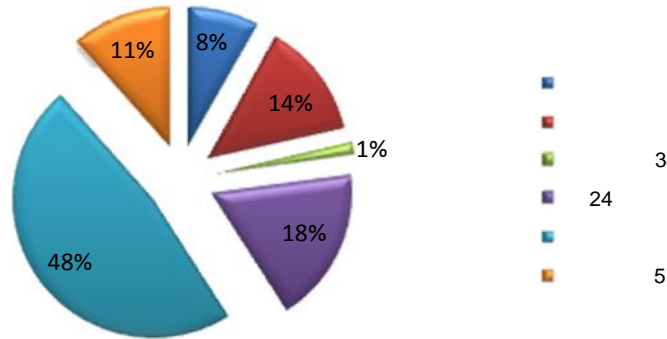
6-



2009 ,
 2012 .
 55,83% 2011 .
 24 , 3 2011 2012
 , : 24 - 6,08 , 6,82 ,
 - 1,77 , 2,49 3 - 3,08
 , 0,62 .
 2012 ,
 ,
 96,46% 100% 5 .

| | 2012 | |
|--|--------|---------|
| | 181.20 | 97.95% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 2.67 | 1.44% |
| | 183.87 | 99.39% |
| | 0.41 | 0.22% |
| | 0.71 | 0.38% |
| | 184.99 | 100.00% |

(42,58) 5 : (36,82 (91,9) ,
), (2,5) 3 (0,62 24 (6,79) .
 2012 , 222,34
 (105,77) .



, - 17,8 - 29,99 , 5 - 25,4 - 40,3
 2011 , 2012 1,08% 27,55% 2010
 , 3,97 , 2011 33,43 24 , 2011 2010
 , 2012 40,3

| | 2010 | 2011 | 2012 |
|----|--------|--------|--------|
| | 116.45 | 111.69 | 105.77 |
| 24 | 3.97 | 33.43 | 40.3 |
| | 24.88 | 27.95 | 29.99 |
| 5 | 15.97 | 25.76 | 25.4 |
| | 11.97 | 18.15 | 17.8 |
| 3 | 0.00 | 3.98 | 3.1 |
| | 173.24 | 220.96 | 222.34 |

(30,51 (50,20 (36,30%).
), , 3 37

(2012
).

), (17,35) 5 (0,13 (24,01).

| | 2012 | |
|-----|--------|---------|
| | 19.65 | 8.84% |
| | 41.49 | 18.66% |
| () | 6.01 | 2.70% |
| | 80.71 | 36.30% |
| | 147.86 | 66.50% |
| | 2.55 | 1.15% |
| | 6.90 | 3.10% |
| | 0.00 | 0.00% |
| | 17.26 | 7.76% |
| | 43.79 | 19.69% |
| | 218.37 | 98.21% |
| | 3.98 | 1.79% |
| | 0.00 | 0.00% |
| | 222.34 | 100.00% |

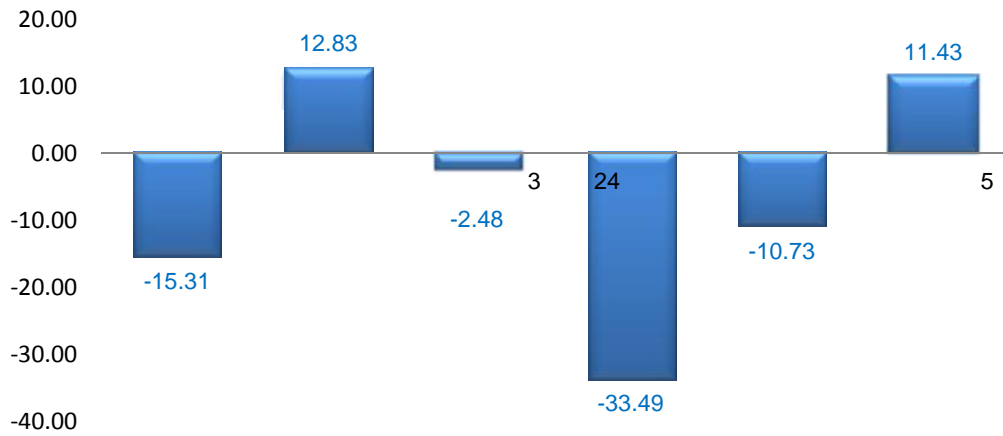
(14,88

) “) . ” (18,00
5 (18,63) .

37,76 .
5 (11,43) : (12,83)

| | | 2012 |
|-----|-----|--------|
| | | 184.60 |
| | | 218.51 |
| () | | -33.92 |
| | | 0.39 |
| | | 3.83 |
| () | | -3.44 |
| | | 0.00 |
| | | 0.00 |
| () | | -37.36 |
| () | () | -37.76 |
| /) | | -37.76 |

3 (2,48 (15,31 24 (33,49),)
). (10,73)



3 241 , .

| | 2009 | 2010 | 2011 | 2012 |
|----|------|------|------|------|
| | 72 | 127 | 121 | 120 |
| 24 | 0 | 25 | 59 | 64 |
| 5 | 37 | 32 | 28 | 24 |
| | 7 | 12 | 12 | 19 |
| | 35 | 35 | 16 | 14 |
| 3 | 0 | 0 | 0 | 0 |
| | 151 | 231 | 236 | 241 |

(2), : (), (7) 24 5 (4) () .

1.4.

2012

10

¹³ а

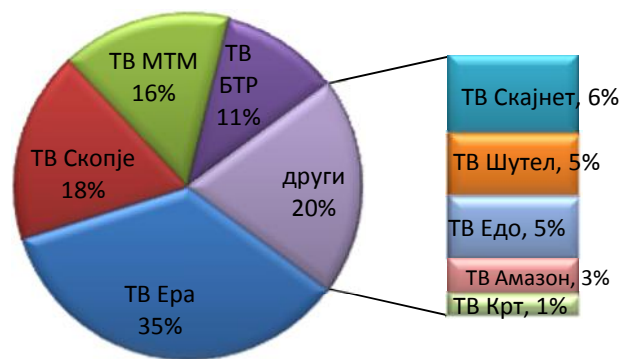
2012

¹⁴

57,54

35%

80%



(3,82%).

28,66%

2008

34,44%

2009

32,73%

2010

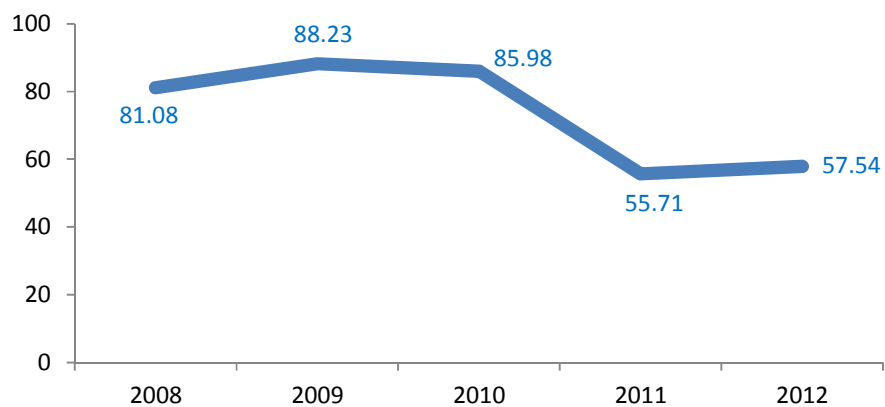
¹³

11.06.2012

.07-249

¹⁴ 2011

1.667,00



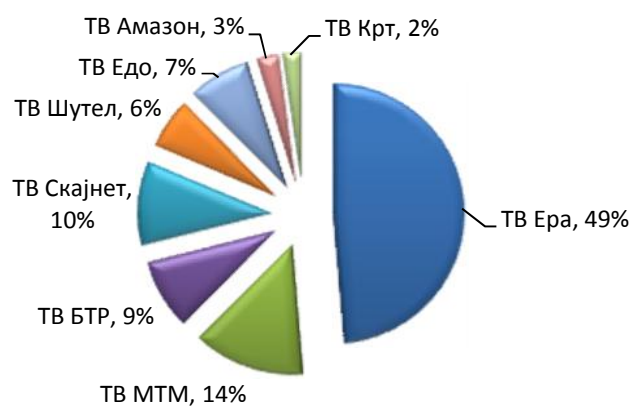
2011 , 2010
(62.82%
, 29,86).
2012 , : (11,69%), (0,29%),
(60,19%), (14,09%), (144,44%) (24,56%).
(22,85%), (18,10%) (3,60%).

| | 2009 | | 2010 | | 2011 | | 2012 |
|--------|-------|---------|-------|----------|-------|---------|-------|
| | 2.01 | -17.91% | 1.65 | 50.30% | 2.48 | 11.69% | 2.77 |
| | 35.05 | -63.25% | 12.88 | -20.57% | 10.23 | 0.29% | 10.26 |
| | 1.86 | -29.03% | 1.32 | -18.18% | 1.08 | 60.19% | 1.73 |
| | 3.26 | 32.52% | 4.32 | 91.44% | 8.27 | -22.85% | 6.38 |
| | 0.46 | 530.43% | 2.9 | 16.21% | 3.37 | -18.10% | 2.76 |
| | 27.85 | 70.66% | 47.53 | -62.82% | 17.67 | 14.09% | 20.16 |
| | 1.64 | 37.20% | 2.25 | -100.00% | - | - | - |
| | 0.74 | -33.78% | 0.49 | -26.53% | 0.36 | 144.44% | 0.88 |
| | 7.5 | 3.87% | 7.79 | 21.18% | 9.44 | -3.60% | 9.1 |
| | 7.85 | -39.62% | 4.74 | -40.72% | 2.81 | 24.56% | 3.5 |
| вкупно | 88.22 | -2.66% | 85.87 | -35.12% | 55.71 | 3.28% | 57.54 |

| | 2012 | |
|--|-------|---------|
| | 31.88 | 55.41% |
| | 0.29 | 0.50% |
| | 0.18 | 0.32% |
| | 2.19 | 3.80% |
| | 1.29 | 2.24% |
| | 10.41 | 18.10% |
| | 46.24 | 80.36% |
| | 10.61 | 18.45% |
| | 0.69 | 1.19% |
| | 57.54 | 100.00% |

(97,95%).

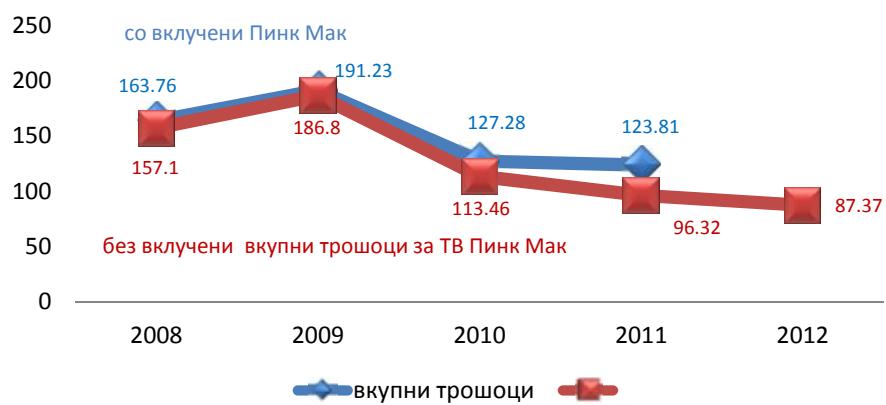
(89,69%)
55,41%



(48,68%)
 (3,31)
 (4,33)
 (10,26)
 2012 , 87,37

(2008 2011)

15



15

, 2010 13,82 2008 2011 6,66 27,49 , 2009 4,43

2012 44,39%
 2009 ,
 2008 , 53,23%
 2010 9,29%
 2011 .
) (42,44) .
 2009 ,
 (116,83
 (9,29%),
 (16,33%) 7,72
 (3,43%) , (15,86%) 3,78)
 0,32) .

| | 2012 | 2011 | |
|--|-------|-------|---------|
| | 2.54 | 2.25 | 13.23% |
| | 39.53 | 47.24 | -16.33% |
| | 1.68 | 1.05 | 60.44% |
| | 5.46 | 5.21 | 4.92% |
| | 3.06 | 3.02 | 1.48% |
| | 20.07 | 23.85 | -15.86% |
| | 1.01 | 0.69 | 45.50% |
| | 8.98 | 9.30 | -3.43% |
| | 5.03 | 3.71 | 35.58% |
| | 87.37 | 96.32 | -9.29% |

26,38%
 .
 (33,35%),
 (24,52) .
 (0,12) , (0,62) , (1,59)
 (0,36) .
 79%
 (3,88) . (3,94)

(5,2).

| | 2012 | |
|-----|-------|---------|
| | 3.98 | 4.56% |
| | 2.69 | 3.08% |
| () | 6.47 | 7.40% |
| | 9.91 | 11.34% |
| | 23.05 | 26.38% |
| | 7.70 | 8.81% |
| | 29.14 | 33.35% |
| | 0.00 | 0.00% |
| | 3.00 | 3.43% |
| | 23.51 | 26.91% |
| | 86.40 | 98.89% |
| | 0.86 | 0.99% |
| | 0.11 | 0.12% |
| | 87.37 | 100.00% |

, 5 (,).
 (0,88 ,).
 29,27 . - .



(14) 49 (10). (16),

| | 2009 | 2010 | 2011 | 2012 |
|---|------|------|------|------|
| - | 22 | 22 | 16 | 16 |
| | 16 | 15 | 17 | 14 |
| | 141 | 11 | 11 | 10 |
| | 3 | 3 | 3 | 3 |
| | 2 | 2 | 2 | 2 |
| | 2 | 2 | 2 | 1 |
| | 1 | 1 | 1 | 1 |
| | 1 | 1 | 1 | 1 |
| | 1 | 1 | 1 | 1 |
| | 8 | 6 | 0 | - |
| | 197 | 64 | 54 | 49 |

(3)

1.5.

2012

49

()

()

| 16 | | | | 17 | |
|---------|---|---|---|--------|---|
| 90,140 | 5 | 3 | 2 | 13,337 | 1 |
| 107,632 | 4 | 2 | 2 | 11,944 | 1 |
| 30,269 | 3 | 2 | 1 | 22,934 | 1 |
| 54,269 | 3 | | | 20,371 | 1 |
| 64,657 | 3 | | | 16,848 | 1 |
| 93,380 | 2 | | | 13,817 | 1 |
| 55,057 | 2 | | | 9,784 | 1 |
| 82,725 | 2 | | | 20,377 | 1 |
| 39,011 | 2 | | | 4,774 | 1 |
| 38,155 | 2 | | | 76,236 | 1 |
| 28,748 | 2 | | | 15,590 | 1 |
| 56,280 | 2 | | | 18,060 | 1 |
| 48,598 | 2 | | | 6,921 | 1 |

¹⁶ „ (3 - 2007)“; 30.06.2011 31.12.2011

<http://www.stat.gov.mk/Publikacii/2.4.12.08.pdf>

¹⁷ „ (3 - 2007)“; 30.06.2011 31.12.2011

<http://www.stat.gov.mk/Publikacii/2.4.12.08.pdf>

/

49- (- , 47¹⁸ 19) ,

20 .

45

145,7 . 2012 45

| | | | | | |
|----|---------------------|---|----|-------|----|
| 1 | 24.34 | 2 | 14 | 3.65 | 1 |
| 2 | 21.28 | 5 | 15 | 2.65 | 1 |
| 3 | 11.15 ²¹ | 3 | 16 | 2.61 | 1 |
| 4 | 10.74 | 2 | 17 | 2.42 | 1 |
| 5 | 9.80 | 4 | 18 | 2.26 | 1 |
| 6 | 9.07 | 2 | 19 | 2.20 | 2 |
| 7 | 6.35 | 2 | 20 | 2.08 | 1 |
| 8 | 6.35 | 2 | 21 | 1.98 | 1 |
| 9 | 5.91 | 3 | 22 | 0.77 | 1 |
| 10 | 5.65 | 2 | 23 | 0.51 | 1 |
| 11 | 5.42 | 2 | 24 | 0.13 | 1 |
| 12 | 4.22 | 3 | 25 | 0.00 | 1 |
| 13 | 4.16 | 1 | 26 | . | 1 |
| | | | | 145.7 | 47 |

31,32%

16,71%

¹⁸ . .07-404 24.11.2012

¹⁹ , . .07-159 31.05.2012

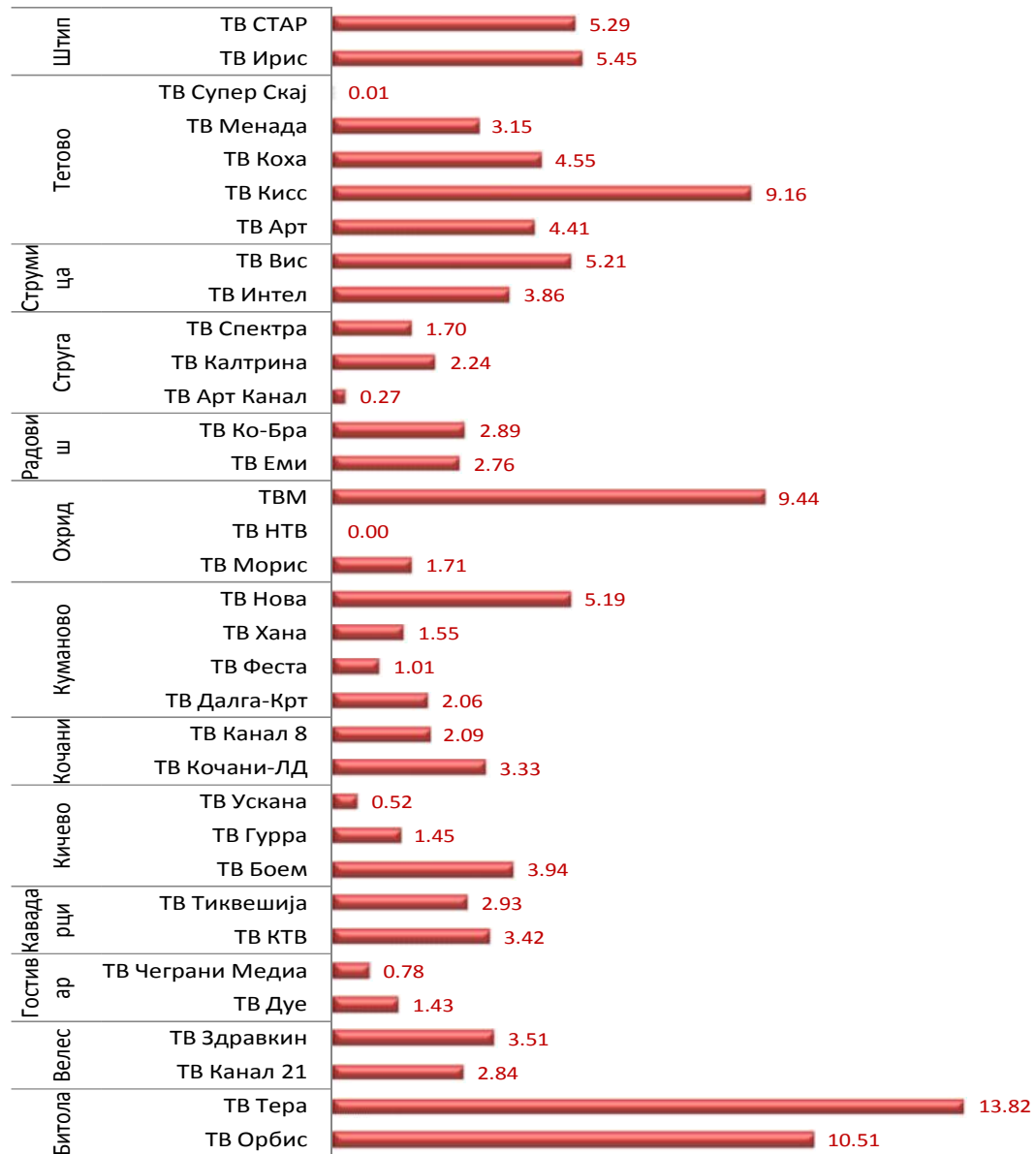
²⁰ (

.07-170 23.05.2013),

2011 , 0,24 , 2,54

²¹ ,

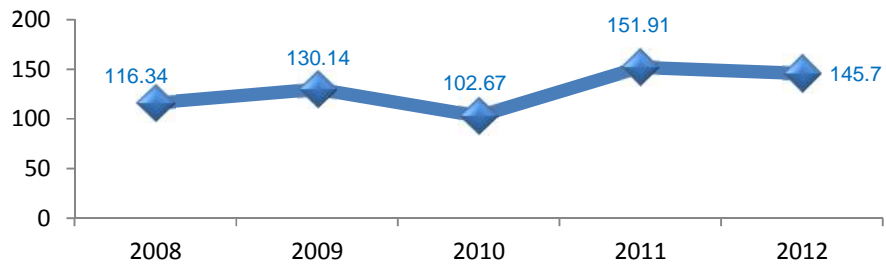
14,61%



4,09%).

2011

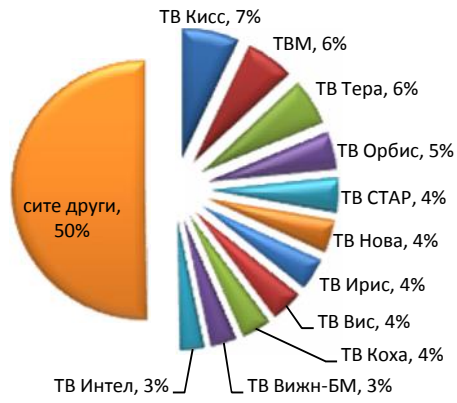
(



11,96% 2010 : 2008 25,24%, 2009
41,91%.

| | 2012 | |
|--|--------|---------|
| | 125.29 | 85.99% |
| | 0.73 | 0.50% |
| | 0.08 | 0.05% |
| | 0.00 | 0.00% |
| | 3.95 | 2.71% |
| | 3.39 | 2.33% |
| | 133.44 | 91.59% |
| | 6.32 | 4.34% |
| | 5.93 | 4.07% |
| | 145.70 | 100.00% |

), (7,27). (7,54 (8,79)



4,34%

(2,59) (1,97 (4,7

80%

2012 , 126,41

(9,02), (13,72),

(7,55). (8,75) 30%

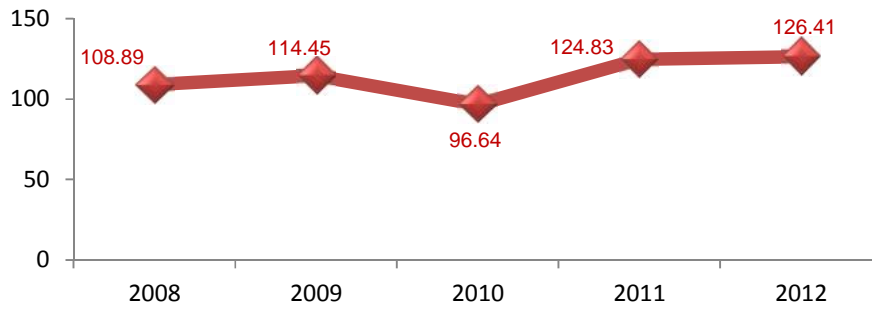
(2,27) : (25,01%).

(2,42),

(1,96).

| | 2012 | |
|-----|--------|---------|
| | 24.54 | 19.42% |
| | 9.97 | 7.89% |
| () | 15.04 | 11.90% |
| | 31.61 | 25.01% |
| | 81.16 | 64.21% |
| | 5.14 | 4.07% |
| | 11.92 | 9.43% |
| | 0.09 | 0.07% |
| | 2.55 | 2.02% |
| | 22.21 | 17.57% |
| | 123.08 | 97.37% |
| | 3.12 | 2.47% |
| | 0.21 | 0.17% |
| | 126.41 | 100.00% |

(7,23) 11
73%



2008 2012 ,
2010 (96,64),
(126,41).
2008 , 2012
16,09% 10,45%

2009 , 30,81% 2010 1,27%

18,98

| | |
|-----------|--------|
| | 2012 |
| | 136.61 |
| | 126.03 |
| () | 10.58 |
| | 3.63 |
| | 0.26 |
| () | 3.37 |
| | 5.45 |
| | 0.11 |
| () | 19.29 |
| () / () | 18.98 |

(2,00), (1,89),
 (1,76) (1,70),
 , 35

2012 , (2),

212 , 29 .
 16 : 8

| - | 2008 | 2009 | 2010 | 2011 | 2012 | - | 2008 | 2009 | 2010 | 2011 | 2012 |
|---------------|------|------|------|------|------|----|------|------|------|------|------|
| , | 8 | 13 | 8 | 12 | 13 | 1, | 0 | 3 | 3 | 3 | 3 |
| , | 12 | 13 | 12 | 11 | 13 | , | 3 | 3 | 2 | 3 | 3 |
| , | 17 | 15 | 15 | 13 | 11 | , | 1 | 1 | 2 | 3 | 3 |
| -41, | 5 | 5 | 12 | 11 | 11 | , | | | 2 | 3 | 2 |
| , | | 10 | 10 | 9 | 11 | , | 3 | 3 | 2 | 2 | 2 |
| , | 7 | 4 | 8 | 10 | 10 | , | 3 | 2 | 2 | 2 | 2 |
| , | 5 | 5 | 5 | 5 | 9 | , | 2 | 2 | 2 | 2 | 2 |
| , | 4 | 4 | 4 | 5 | 8 | , | 2 | 2 | 2 | 2 | 2 |
| 8, | 0 | 0 | 2 | 3 | 8 | , | | 2 | 2 | 2 | 2 |
| , | 7 | 8 | 7 | 7 | 7 | , | 0 | 2 | 2 | 1 | 2 |
| , | 7 | 7 | 7 | 7 | 7 | , | 2 | 1 | 2 | 1 | 2 |
| , | 5 | 4 | 5 | 4 | 7 | , | 2 | 2 | 1 | 1 | 2 |
| - (), | 1 | 1 | 2 | 7 | 7 | , | 1 | 1 | 3 | 1 | 1 |
| , | 0 | 6 | 4 | 2 | 7 | , | 1 | 1 | 1 | 1 | 1 |
| 3, | 2 | 2 | 3 | 6 | 6 | , | 1 | 1 | 1 | 1 | 1 |
| , | 0 | 4 | 3 | 3 | 6 | , | 2 | | | 1 | 1 |
| 21, | 3 | 3 | 4 | 5 | 5 | , | 2 | 2 | | 1 | 1 |
| , | 3 | 3 | 4 | 4 | 5 | , | 1 | 1 | | 1 | 1 |
| , | 5 | 3 | 3 | 4 | 5 | , | 1 | 1 | 1 | 1 | 1 |
| , | 4 | 2 | 2 | 2 | 5 | , | 0 | 0 | 1 | 1 | 1 |
| - , | 0 | 4 | 5 | 6 | 4 | 2, | 0 | 0 | 0 | 0 | 0 |
| , | 2 | 2 | 3 | 5 | 4 | , | | 1 | 1 | 1 | |
| , | 7 | 7 | 2 | 4 | 4 | , | 0 | 1 | 1 | 1 | |
| , | - | - | - | 3 | 4 | | | | | | |
| ВКУПНО | | | | | | | 131 | 157 | 163 | 183 | 212 |



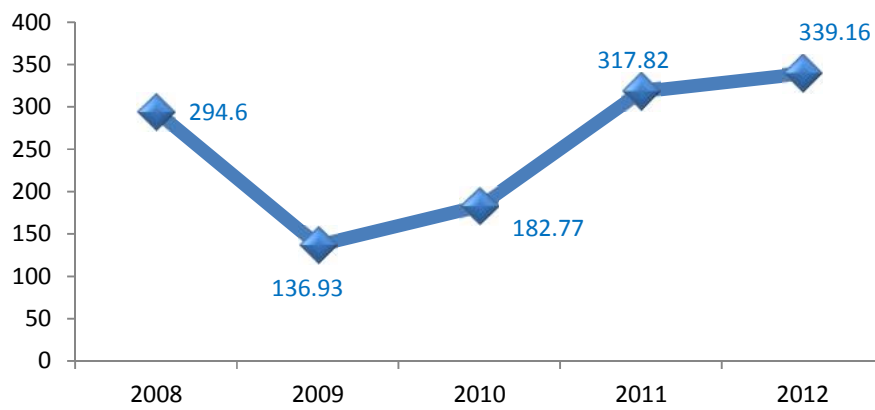


| | | | | | |
|-----------|--------|--------|--------|-------|-----|
| | 339.16 | 1.04 | 304.17 | 28.05 | 276 |
| 5 | 29.93 | 29.23 | 29.23 | 0.12 | 14 |
| 77 | 24.09 | 15.63 | 16.65 | 7.4 | 6 |
| | 2.00 | 2.01 | 1.81 | 0.19 | 0 |
| | 55.83 | 49.15 | 52.34 | 3.27 | 63 |
| | 34.95 | 31.85 | 32.88 | 2.06 | 86 |
| | 485.96 | 128.91 | 437.08 | 41.09 | 445 |

- 2012
485,96 , . 70%
- 128,91
36%
25%, , 1%. 38%,
- 437,08
70% , ,
-
- 445 , 62% ,
38%

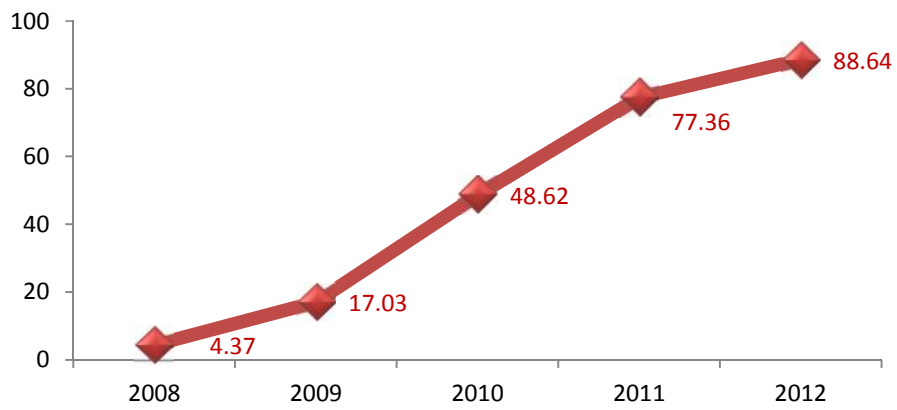
2.1.

2012
 339,16
 2008 : 15,13%
 147,69% 2009 , 85,57% 2010 2008 , 6,71%



(71,19%).

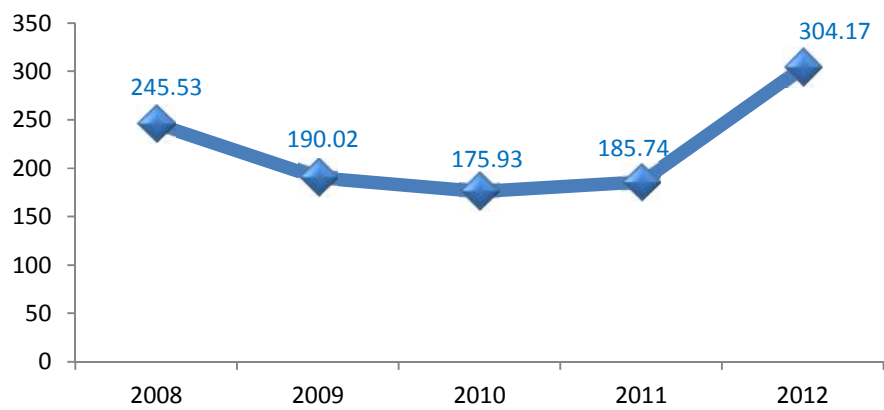
2012 36,71% 88,64



2012 , , 3,63 .
 1,04 , , .
 ” “.

| | 2012 | |
|--|----------------------|---------|
| | 241.45 ²³ | 71.19% |
| | 1.04 | 0.31% |
| | 3.63 | 1.07% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 93.04 | 27.43% |
| | 339.16 | 100.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 339.16 | 100.00% |

304,17 2012 .



(49,24%)

(67,04)

| | 2012 | |
|-----|--------|---------|
| | 14.10 | 4.64% |
| | 50.55 | 16.62% |
| () | 18.09 | 5.95% |
| | 67.04 | 22.04% |
| | 149.78 | 49.24% |
| | 37.53 | 12.34% |
| | 5.98 | 1.97% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 110.88 | 36.45% |
| | 304.17 | 100.00% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 304.17 | 100.00% |

37,53

”

36,45%.

“

28,05

2012

276 ,

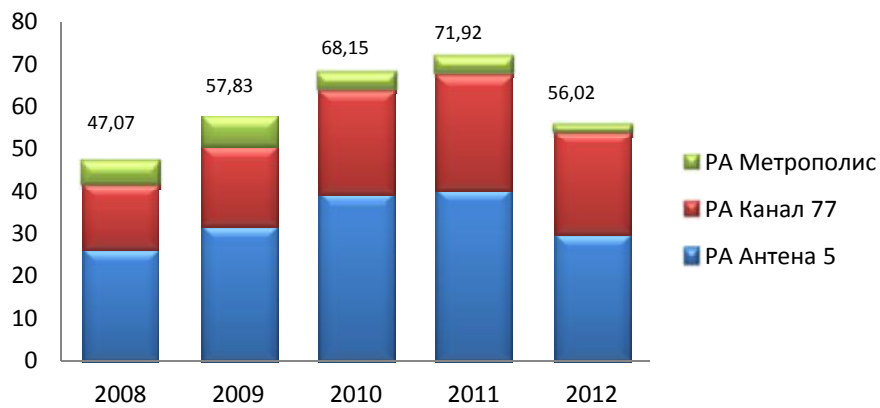
23

2.2.

2012 (, 5, 77)
56,02 .



5 (29,93
, 53%
) . 77 43%
, 24,09 .
(2,00 , 4%) .



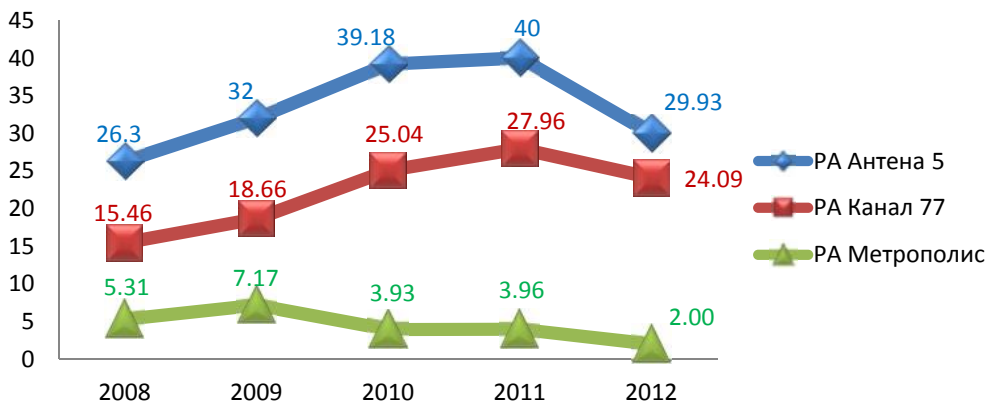
2011 22,11%.

2012 49,49%.

2008 2012 (19,01%).

2009 3,13%, 2010 17,8%

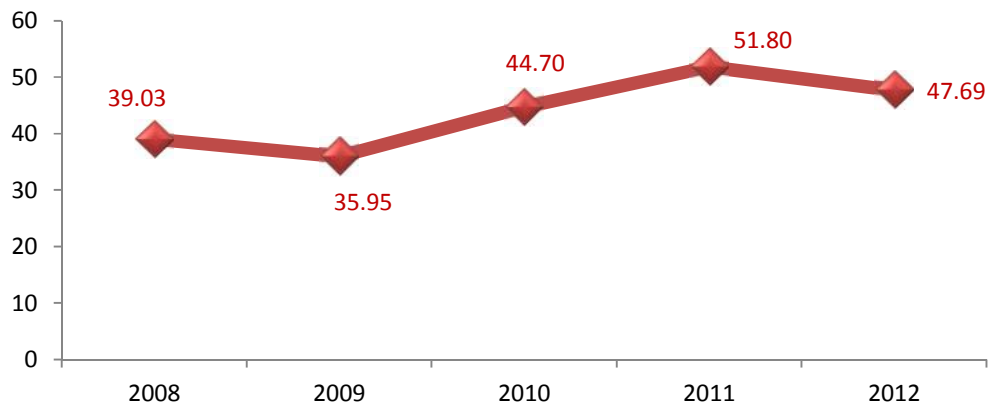
2011 5 25,18%, 77 13,84%,



2012 83,64%.

| | 2012 | |
|--|-------|---------|
| | 46.86 | 83.64% |
| | 0.00 | 0.00% |
| | 8.44 | 15.06% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 0.05 | 0.10% |
| | 55.35 | 98.79% |
| | 0.68 | 1.21% |
| | 0.00 | 0.00% |
| | 56.02 | 100.00% |

64,87% 97,64% 5,
 77 100%
 (, ,)
 15,06% 77.
 47,69 2012



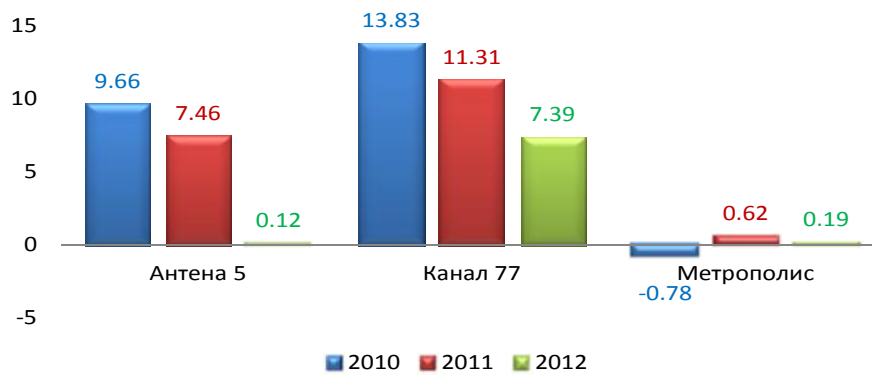
2008 2009 22,19%
 2010 32,66%
 6,69% 7,93%
 (53,93%)
 5 (4,2)

).

| | 2012 | |
|-----|-------|---------|
| | 7.79 | 16.34% |
| | 3.42 | 7.17% |
| () | 9.13 | 19.15% |
| | 5.37 | 11.27% |
| | 25.72 | 53.93% |
| | 1.99 | 4.17% |
| | 7.30 | 15.30% |
| | 0.00 | 0.00% |
| | 4.30 | 9.01% |
| | 8.38 | 17.58% |
| | 47.69 | 99.99% |
| | 0.01 | 0.01% |
| | 0.00 | 0.00% |
| | 47.69 | 100.00% |

2012

7,71



7,39

5

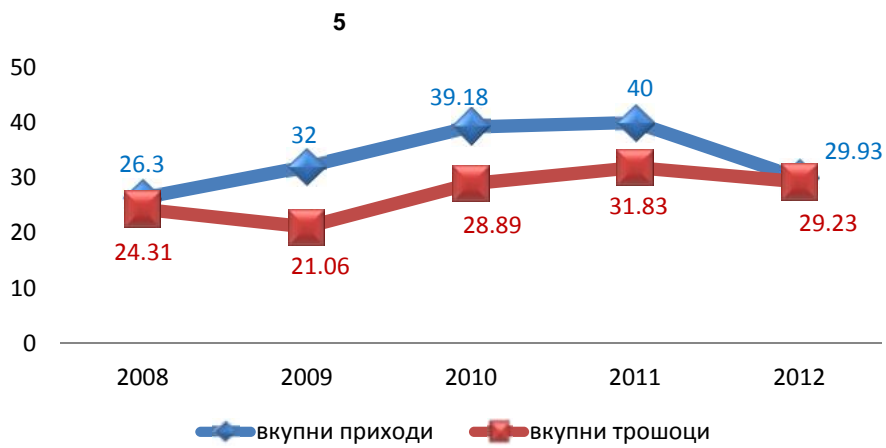
0,12

77
0,19

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|----|------|------|------|------|------|
| 5 | 13 | 13 | 14 | 14 | 14 |
| 77 | 5 | 4 | 5 | 6 | 6 |
| | 1 | 0 | 0 | 0 | 0 |
| | 19 | 17 | 19 | 20 | 20 |

2012
20 , , 14 5, 6 77.

5
2008 2011 ,
5 2011 40,00
2012 , 25,18%



). 2009 (21,06 8,17%

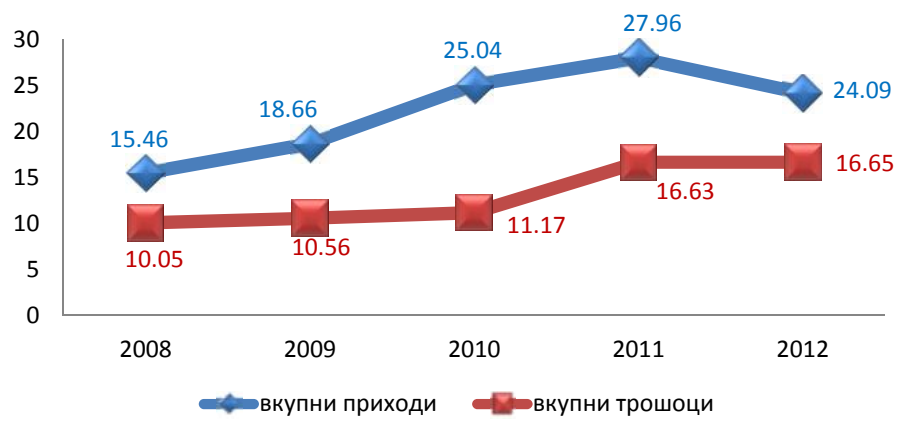
2008 2009
13 ,

14 .

77

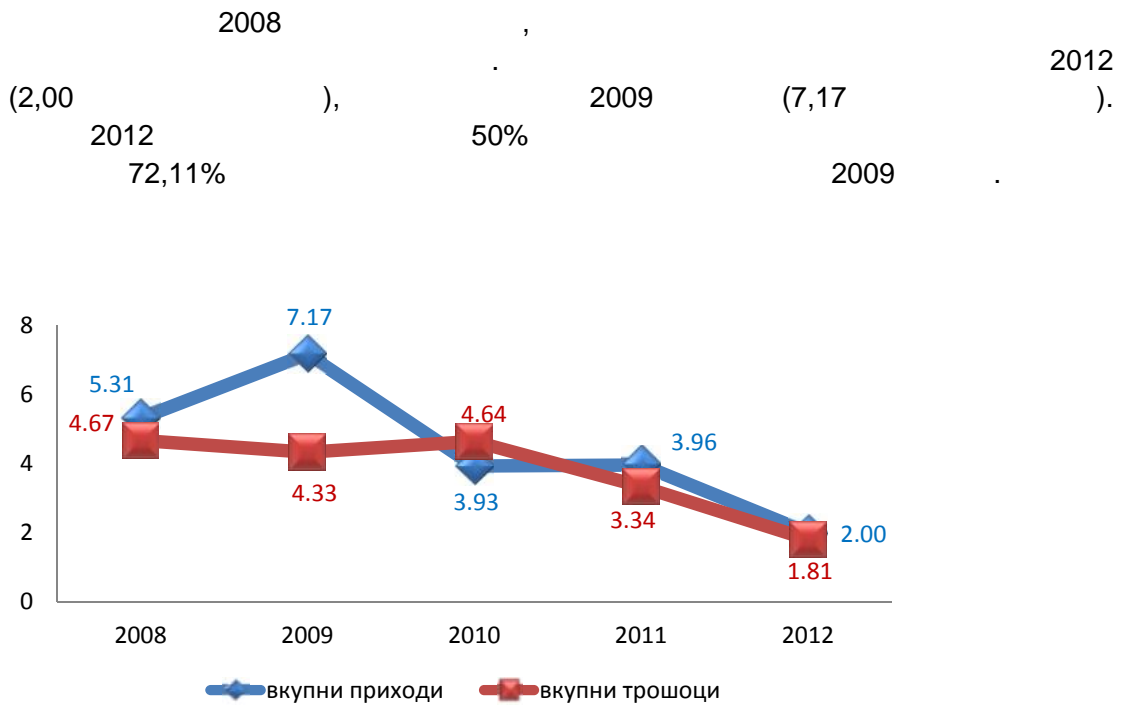
77 2008 2011

2011 , 3,79% 13,84% 2010 .



2011 , 0,12%

2008 2010 5 , 2012 2011 6 ,
2009 4 .



2012

45,81%.

2010

2009



2012
17

()

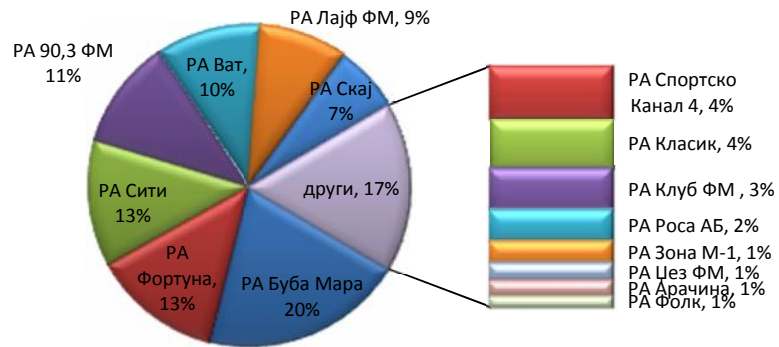
16

24

55,83

(11,43
).

20



),
).

(7,05

)

90,3

(7,26

(6,15

(4,68%).

2008

(9,71%),

(11,06%),

2009

(6,75%)

2010

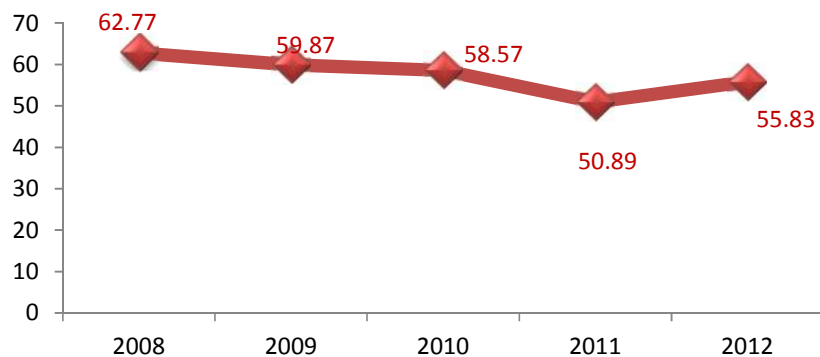
²⁴ 26.12.2012
62

.07-156/1 10.01.2013

2011

0,2%

0,12



: , 90,3 ,

| ТРД | вкупни приходи во милиони денари | | | | | стапка на раст 2012/2011 |
|------|----------------------------------|--------------|--------------|--------------|--------------|-----------------------------|
| | 2008 | 2009 | 2010 | 2011 | 2012 | |
| | 8.32 | 9.53 | 9.00 | 8.49 | 11.43 | 34.63% |
| | 9.92 | 6.47 | 9.23 | 7.64 | 7.05 | -7.72% |
| | 8.12 | 8.84 | 8.63 | 6.55 | 7.26 | 10.84% |
| | 8.31 | 10.09 | 6.47 | 5.44 | 5.84 | 7.35% |
| 90,3 | 5.02 | 5.29 | 5.46 | 5.25 | 6.15 | 17.14% |
| | 1.35 | 2.76 | 4.17 | 4.11 | 4.93 | 19.95% |
| | 5.66 | 4.95 | 5.27 | 3.52 | 3.69 | 4.83% |
| 4 | 3.00 | 2.42 | 2.94 | 2.81 | 2.04 | -27.40% |
| | 1.24 | 0.78 | 0.76 | 2.10 | 1.61 | -23.33% |
| | 2.89 | 2.59 | 1.94 | 1.78 | 1.23 | -30.90% |
| -1 | 1.27 | 1.42 | 1.36 | 1.16 | 0.87 | -25.00% |
| | 1.24 | 0.82 | 0.87 | 0.77 | 0.46 | -40.26% |
| | 0.86 | 0.68 | 0.77 | 0.63 | 0.66 | 4.76% |
| | 0.95 | 0.94 | 1.09 | 0.52 | 0.61 | 17.31% |
| | - | - | - | - | 0,00 | - |
| | 3.27 | 1.81 | 0.61 | 0.12 | | - |
| | 1.35 | 0.48 | | | 2.00 | - |
| | 62.77 | 59.87 | 58.57 | 50.89 | 55.83 | 9.71% |

| | 2012 | |
|--|-------|---------|
| | 49.15 | 88.03% |
| | 1.91 | 3.42% |
| | 0.23 | 0.41% |
| | 0.00 | 0.00% |
| | 0.00 | 0.00% |
| | 1.60 | 2.86% |
| | 52.88 | 94.72% |
| | 2.00 | 3.59% |
| | 0.94 | 1.69% |
| | 55.83 | 100.00% |

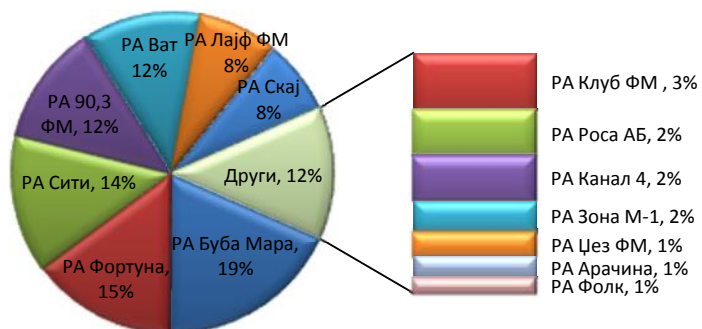
(88,03%)

19%

15%,

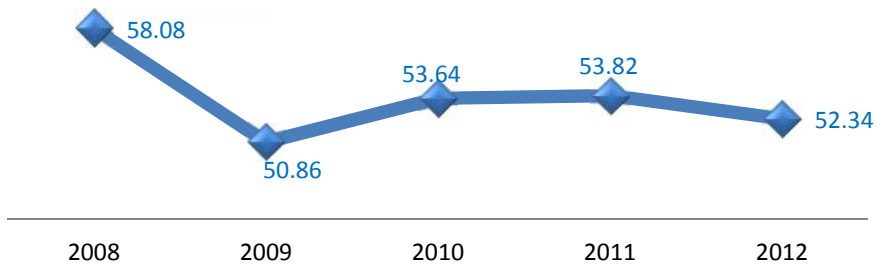
14%,

12%
90,3



90,3

2009
2012 (2,91%).
2,75%



59,46%
21,29%

()

| | 2012 | |
|-----|-------|---------|
| | 5.31 | 10.14% |
| | 4.60 | 8.78% |
| () | 11.14 | 21.29% |
| | 10.07 | 19.25% |
| | 31.12 | 59.46% |
| | 4.18 | 7.98% |
| | 5.02 | 9.58% |
| | 0.46 | 0.89% |
| | 2.78 | 5.31% |
| | 7.85 | 15.00% |
| | 51.40 | 98.22% |
| | 0.20 | 0.39% |
| | 0.73 | 1.39% |
| | 52.34 | 100.00% |

, , -1. : ,
 , , (1,87)
), (1,82).
 3,27 .
 10 : ,
 , , 90,3 , , , (2,26)
 (1,75).
 2012 ,
 63 , 2011 .

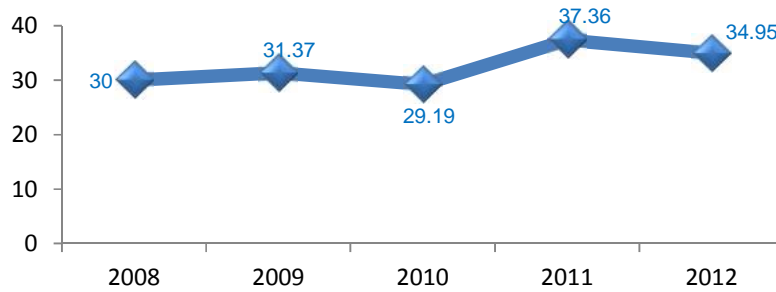
| | 2008 | 2009 | 2010 | 2011 | 2012 | | 2008 | 2009 | 2010 | 2011 | 2012 |
|--------|------|------|------|------|------|----|-----------|-----------|-----------|-----------|-----------|
| | 7 | 7 | 7 | 9 | 9 | | 2 | 2 | 2 | 4 | 4 |
| | 6 | 8 | 8 | 9 | 8 | | 3 | 2 | 2 | 3 | 3 |
| | 11 | 10 | 10 | 8 | 8 | | 2 | 2 | 2 | 2 | 2 |
| 4 | 5 | 4 | 7 | 6 | 6 | | 1 | 2 | 3 | 2 | 1 |
| | 4 | 5 | 5 | 5 | 6 | -1 | 3 | 1 | 2 | 2 | 1 |
| - 90,3 | 6 | 6 | 5 | 5 | 5 | | 1 | 1 | 1 | 1 | 1 |
| | 4 | 4 | 5 | 4 | 5 | | 9 | 4 | 1 | 1 | нп |
| | 4 | 4 | 4 | 4 | 4 | | 1 | 0 | | нп | 0 |
| | | | | | | | 69 | 62 | 64 | 65 | 63 |

, -1) (,) . (

2.3.

2012 ,
 60 ,
 25
 53
 (- 26
 27
 2012
 2011

2008 , 11,41% 2009 34,95 16,50% 19,73%
 2010



2011
 (6,45%).
 - , 2011

²⁵ .07-188 06.06.2012 ,

²⁶ .07-04 10.01.2013 ,

²⁷ , - , ,

4,96

2012

0,82

| | 2012 | |
|--|-------|---------|
| | 31.85 | 91.15% |
| | 0.92 | 2.63% |
| | 0.26 | 0.74% |
| | 0.13 | 0.37% |
| | 0.00 | 0.00% |
| | 1.52 | 4.34% |
| | 34.68 | 99.23% |
| | 0.02 | 0.07% |
| | 0.24 | 0.70% |
| | 34.95 | 100.00% |

(91,15%),

11

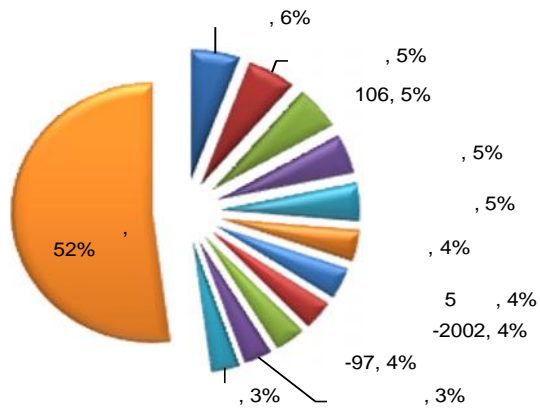
:

(48%)

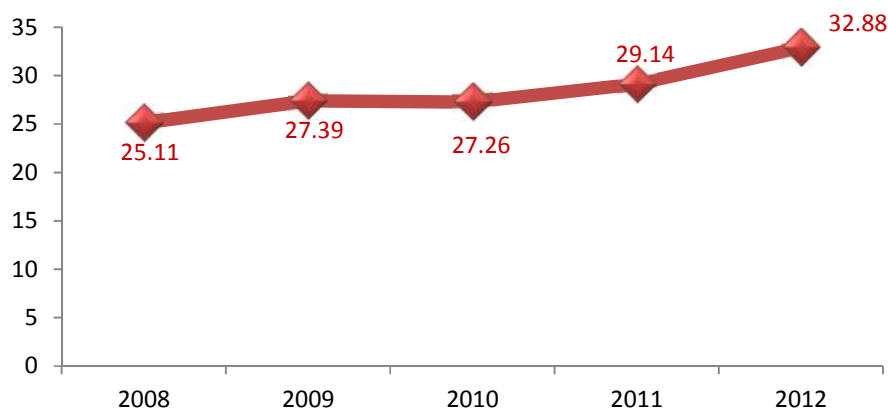
106

-97

5



2008
2012 (32,88)



(1,6) (1,75) (1,51)
(0,08) (0,07) (0,1) -
(75,74%)
(13,93 42,37%
(0,61)

| | 2012 | |
|-----|-------|---------|
| | 6.21 | 18.89% |
| | 0.86 | 2.61% |
| () | 3.90 | 11.87% |
| | 13.93 | 42.37% |
| | 24.90 | 75.74% |
| | 0.62 | 1.89% |
| | 1.58 | 4.80% |
| | 0.02 | 0.06% |
| | 0.56 | 1.70% |
| | 4.95 | 15.05% |
| | 32.64 | 99.26% |
| | 0.24 | 0.73% |
| | 0.00 | 0.01% |
| | 32.88 | 100.00% |

2012 ,

2,06 .

34 .

-97 (0,68). 0,69

) (

) , (0,34). 0,57

2012

86 .

() .

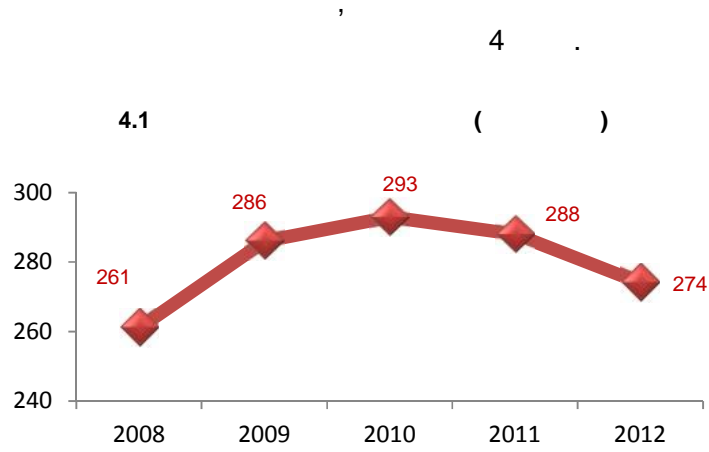
,

21 .

| | | 5 | | - | 1 |
|-----|-------|---|---|------|----|
| | | 4 | | . | 1 |
| | -2002 | 4 | | | 1 |
| | | 4 | | | 1 |
| | | 4 | | | 1 |
| 106 | | 3 | | | 1 |
| | 5 | 3 | . | | 1 |
| | - | 3 | | 2008 | 1 |
| | | 3 | | | 1 |
| | | 3 | | | 1 |
| | | 3 | | | 1 |
| | - | 2 | | | 1 |
| | | 2 | | - | 1 |
| | | 2 | | | 1 |
| | | 2 | | | 1 |
| 5 | | 2 | | | 0 |
| | | 2 | | -97 | 0 |
| | | 2 | | | 0 |
| | | 2 | | | 0 |
| | | 2 | | - | 0 |
| | | 2 | | | 0 |
| | | 2 | | | 0 |
| | | 1 | | . | |
| | | 1 | | - | |
| | | 1 | | | |
| | | 1 | | | |
| | | 1 | | | |
| | | 1 | | | |
| | | | | | 86 |



3.1.



2012 (4 34).

4.1 13

2010 19 , 2011 14 .

2009 12 ,

2008 38

Facts²⁸, IP International Marketing Committee (CMI) TV Key

2011 , 20

),

²⁸

²⁹

2012

2011

4.2.

2011 ()³⁰

| р.б. | Држава | ATV | р.б. | Држава | ATV |
|------|--------|-----|------|--------|-----|
| 1 | | 308 | 21 | | 209 |
| 2 | | 290 | 22 | | 207 |
| 3 | | 288 | 23 | | 205 |
| 4 | | 286 | 24 | | 204 |
| 5 | | 268 | 25 | | 200 |
| 6 | | 267 | 26 | | 198 |
| 7 | | 257 | 27 | | 197 |
| 8 | | 246 | 28 | | 191 |
| 9 | | 242 | 29 | () | 187 |
| 10 | | 242 | 30 | | 186 |
| 11 | | 239 | 31 | | 178 |
| 12 | | 229 | 32 | | 174 |
| 13 | | 228 | 33 | | 172 |
| 14 | | 227 | 34 | () | 172 |
| 15 | | 225 | 35 | | 168 |
| 16 | | 225 | 36 | | 162 |
| 17 | () | 224 | 37 | | 158 |
| 18 | | 220 | 38 | () | 154 |
| 19 | P | 219 | 39 | | 151 |
| 20 | | 211 | 40 | () | 137 |

38 214 (3 34). 2011 ,
288 (4 48), 1 14

2012 ,

4.3.

| | AMR | ADH % |
|--|---------|--------|
| | 168,740 | 46.36% |

³⁰ <http://www.ip-network.com/studies-publications/international-tv-key-facts/> (25.01.2013)

| | | | |
|--|-------|---------|--------|
| | | 194,418 | 53.64% |
| | 4-9 | 26,688 | 7.35% |
| | 10-14 | 25,324 | 6.97% |
| | 15-19 | 20,701 | 5.71% |
| | 20-24 | 17,987 | 4.94% |
| | 25-29 | 20,034 | 5.54% |
| | 30-34 | 26,933 | 7.45% |
| | 35-39 | 26,524 | 7.29% |
| | 40-44 | 26,927 | 7.35% |
| | 45-49 | 31,871 | 8.77% |
| | 50-54 | 30,094 | 8.29% |
| | 55-59 | 23,982 | 6.59% |
| | 60-64 | 27,712 | 7.62% |
| | 65+ | 58,382 | 16.12% |
| | | 100,661 | 27.70% |
| | | 90,232 | 24.86% |
| | | 72,468 | 19.96% |
| | | 99,797 | 27.48% |
| | 15+ | 105,290 | 28.99% |
| | 15+ | 205,856 | 56.68% |
| | 4-14 | 52,012 | 14.33% |
| | | 111,263 | 30.41% |
| | | 144,854 | 39.93% |
| | | 55,029 | 15.33% |
| | 4-14 | 52,012 | 14.33% |
| | 1-2 | 76,013 | 21.03% |
| | 3-4 | 167,461 | 46.17% |
| | 5+ | 119,684 | 32.80% |
| | | 137,639 | 37.96% |
| | | 225,519 | 62.04% |
| | | 125,184 | 34.34% |
| | | 165,621 | 45.71% |
| | | 72,353 | 19.95% |
| | | 286,739 | 79.03% |
| | | 76,419 | 20.97% |

: Nielsen Audience Measurement

363.158,

19,06%

2012

4

82

(27,48%).

(27,70%)

(7,28%)

65 (16,12%)

(56,68%)

62,04%

40%

2012

5 (16,71%).

(1)

-

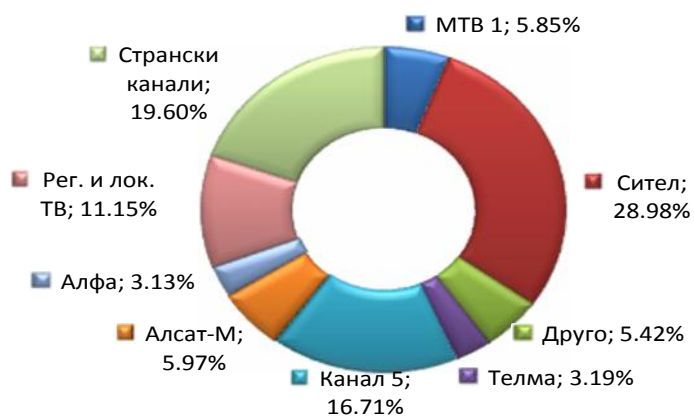
5,97%,

(28,98%)

(3,19%)

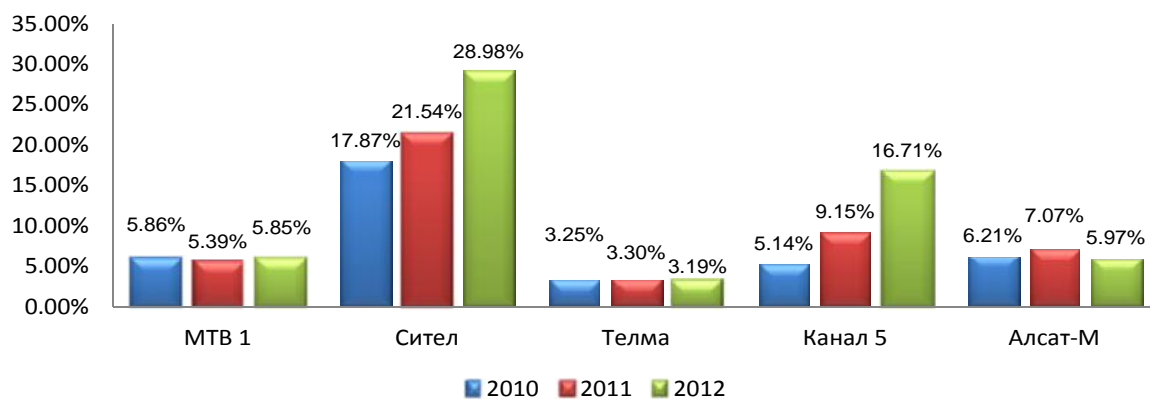
5,85%.

(3,13%).



11.15%

(19,60%),



(1) , , 5
 , 7,44%, 5 7,56% 1 0,46%.
 - (1,10%) (0,11%).

| | 1 | 5 | - | | | |
|------|-------|--------|--------|-------|-------|-------|
| I | 5.16% | 27.97% | 15.57% | 7.31% | 3.32% | 3.10% |
| II | 4.61% | 28.12% | 17.81% | 7.37% | 3.45% | 3.17% |
| III | 4.17% | 29.12% | 19.75% | 6.61% | 3.00% | 3.41% |
| IV | 4.32% | 28.91% | 19.64% | 5.64% | 3.03% | 3.76% |
| V | 5.28% | 27.50% | 20.47% | 6.16% | 2.79% | 3.34% |
| VI | 9.10% | 30.11% | 15.00% | 5.50% | 2.13% | 2.53% |
| VII | 6.21% | 30.41% | 13.88% | 4.81% | 2.86% | 2.81% |
| VIII | 7.75% | 28.91% | 10.75% | 4.64% | 3.22% | 3.01% |
| IX | 5.50% | 30.87% | 13.91% | 5.56% | 3.51% | 3.23% |
| X | 6.86% | 29.68% | 17.19% | 5.29% | 3.39% | 2.99% |
| XI | 6.11% | 28.84% | 18.17% | 5.57% | 3.67% | 2.69% |
| XII | 6.60% | 28.63% | 16.13% | 5.86% | 3.52% | 3.35% |

(27,50%)

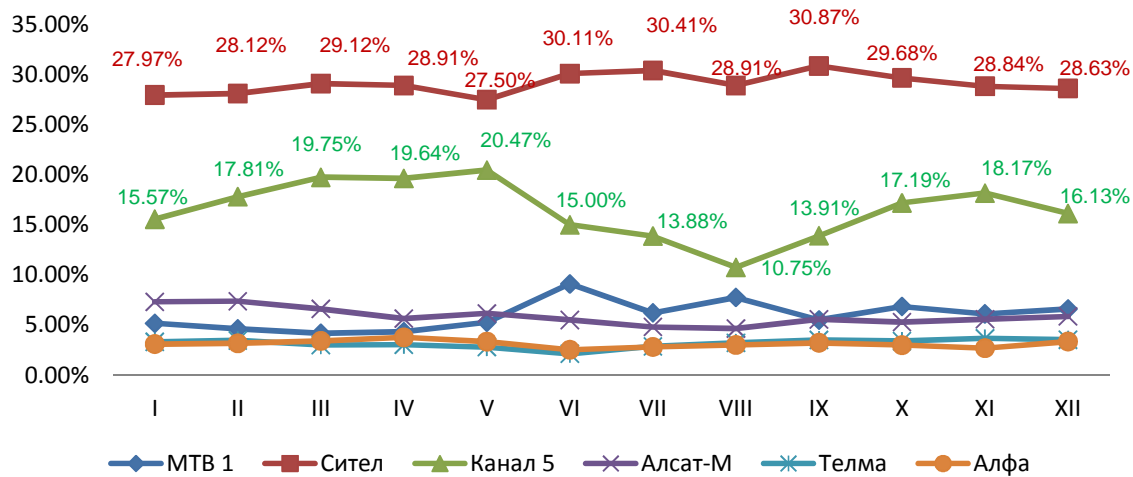
(30,87%)

5

(1)

(9,10%)

(7,75%)



(ASK VE CEZA) 2012 6 , 32,23%.

| 10 | | | |
|----|--------------|------------|--------|
| | /ASK VE CEZA | 06.02.2012 | 32.23% |
| | /ASK VE CEZA | 17.01.2012 | 32.06% |
| | /ASK VE CEZA | 18.01.2012 | 31.06% |
| | /ASK VE CEZA | 12.03.2012 | 30.92% |
| | | 25.01.2012 | 30.63% |
| | /ASK VE CEZA | 13.02.2012 | 30.47% |
| | /ASK VE CEZA | 27.01.2012 | 30.33% |
| | /EZEL | 06.02.2012 | 29.52% |
| | /ASK VE CEZA | 30.01.2012 | 29.40% |
| | /ASK VE CEZA | 23.01.2012 | 29.29% |

” “ ()

| (10) | | | |
|-------|-------------------------|-----|--------|
| | /ASK VE CEZA | 71 | 24.93% |
| | /BAHAR DALLARI | 35 | 19.73% |
| | /YEMIN | 43 | 18.53% |
| | /KURTLAR VADISI PUSU | 20 | 18.04% |
| | /EZEL | 142 | 17.57% |
| | /YABACI DAMAT | 112 | 17.56% |
| | /SON BAHAR | 29 | 17.50% |
| | /OYLE BIR GEGER ZAMANKI | 145 | 17.13% |
| | / | 12 | 16.71% |
| (1) | | 1 | 15.14% |

71 ,

(ASK VE CEZA).
24,93%.

5. 138- " " 12,04%.

| (10) | | |
|---------------------------|---|----------|
| 2012: | - | 28.77% |
| 2012: | - | 27.62% |
| 2012: | - | 27.25% |
| 2012: | - | 25.82% |
| 2012: | - | 25.21% |
| 2012: | - | 25.10% |
| 2012: | - | 25.08% |
| 2012: | - | 23.75% |
| 2012: | - | 19.98% |
| : REAL MADRID - BAYERN M. | | 5 17.01% |

2012 ,
25 2012 .
2012 ,
25 21:43, 10 ,
30,63%.
16.00 . 365-
9,64%, 27 2012
22,12 .
:
25 , 8,25%

5.

, 24

2012

| (10) | | | |
|-------|-------|-----|-------|
| 16:00 | | 365 | 9.64% |
| 1 | | 365 | 9.43% |
| | 19:30 | 206 | 9.29% |
| | | 1 | 8.25% |
| 18:25 | 5 | 183 | 8.10% |
| | 5 | 1 | 7.87% |
| 2 | | 364 | 7.24% |
| | | 1 | 6.93% |
| | | 1 | 6.80% |
| | 5 | 33 | 6.54% |

09

2012 ,

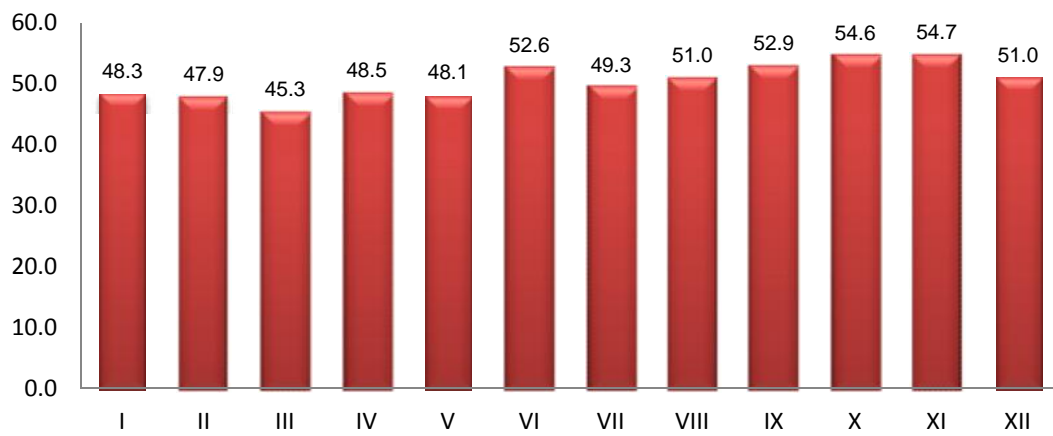
08 2012

-
5.

88

3.2.

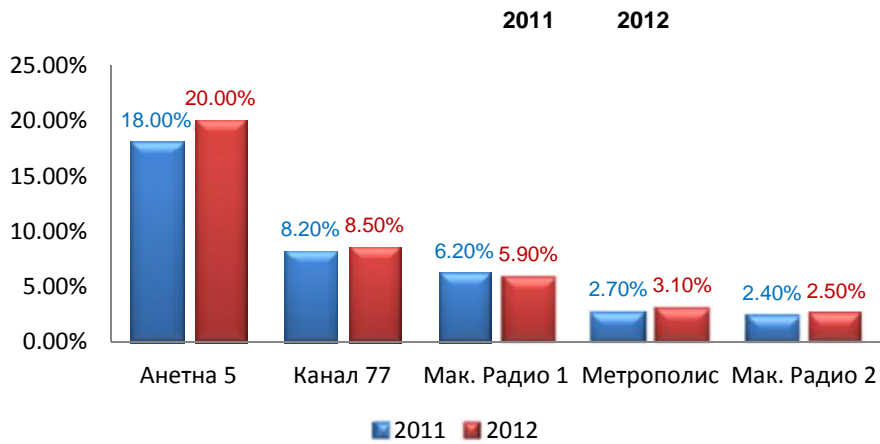
2012 , 50,3%,
 , ” ? , 50,3%
 2011
 0,7% (49,6%
).



(45,3%). (54,6%),
 2012 , 5. , 20%
 “ 5. ”
 77 8,5%
 1. , 5,9% 3,10% ,
 2 (2,50%).

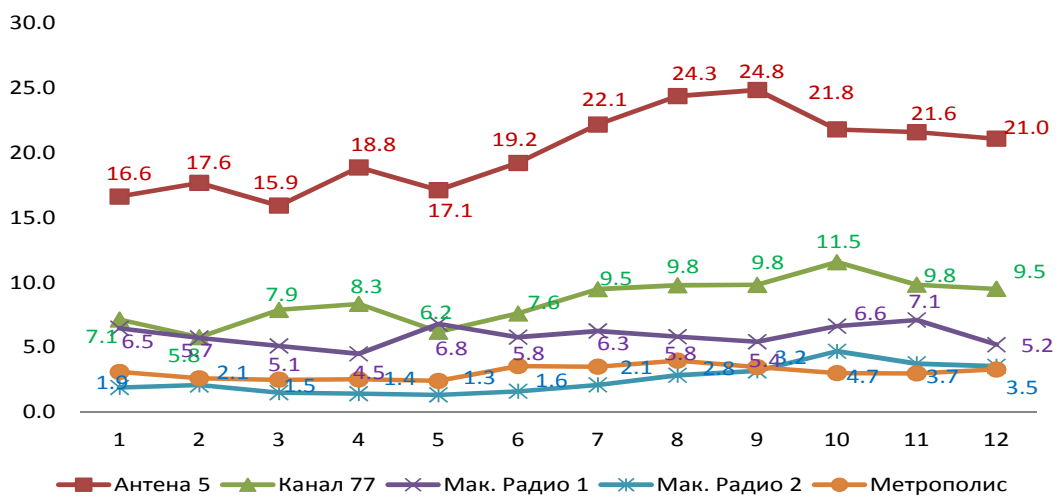


1 2012 ,
(0,3%).



77 0,3%,)
0,4%
5 (2%
2 0,1%.

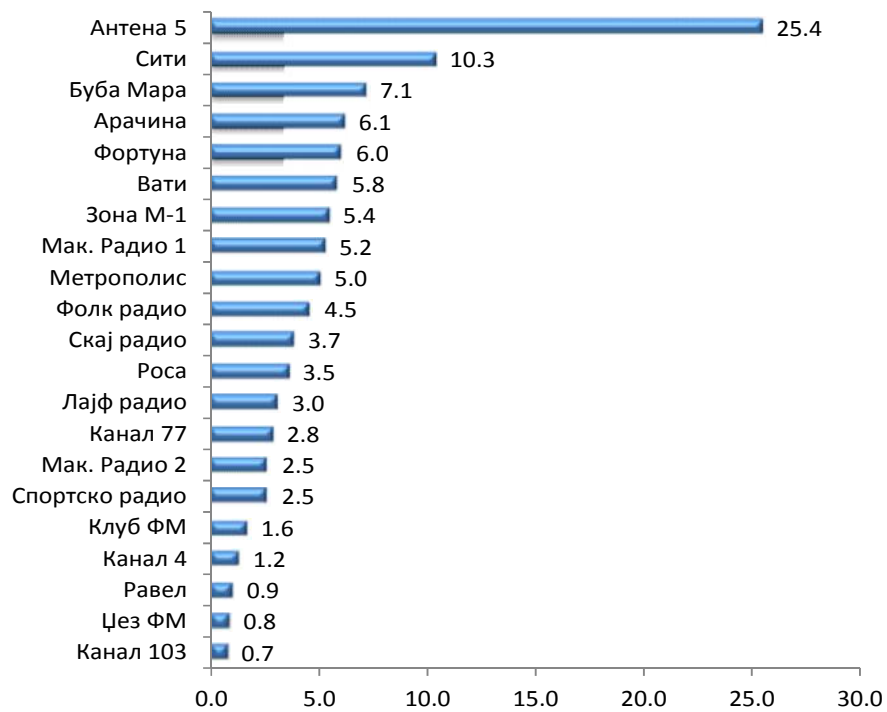
просечен неделен досег (по месеци)



5. , 21,8%
 , (15,9%).
 1) , 77. 77 (

| | I | II | III | IV | V | VI | VII | VIII | IX | X | XI | XII |
|-----------|------|------|------|------|------|------|------|------|------|------|------|------|
| 5 | 16.6 | 17.6 | 15.9 | 18.8 | 17.1 | 19.2 | 22.1 | 24.3 | 24.8 | 21.8 | 21.6 | 21.0 |
| 77 | 7.1 | 5.8 | 7.9 | 8.3 | 6.2 | 7.6 | 9.5 | 9.8 | 9.8 | 11.5 | 9.8 | 9.5 |
| 1 | 6.5 | 5.7 | 5.1 | 4.5 | 6.8 | 5.8 | 6.3 | 5.8 | 5.4 | 6.6 | 7.1 | 5.2 |
| 2 | 1.9 | 2.1 | 1.5 | 1.4 | 1.3 | 1.6 | 2.1 | 2.8 | 3.2 | 4.7 | 3.7 | 3.5 |

5 (25,4%)
).



, 2012 , (10,3%),
 (7,1%).
 (5%)
 (3,1%).

:

· ” “ .3, 1000
· 3103-400
· 3103-401
http: www.srd.org.mk
- : sovet@srd.org.mk

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:

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2013