

Marketing campaign on radio stations and TVs

Deliverable 2.3.6
Final version June 2022

Project Acronym	ECOMAP
Project ID Number	10047543
Project Title	Ecosustainable management of marine and tourist ports
Priority Axis	Environmental and cultural heritage
Specific objectiv	3.3
Work Package Number	2
Work Package Title	Communication activities
Activity Number	3
Activity Title	Development of Communication and Dissemination Channels
Partner in Charge	Healthy City
Partner Involved	PP2; PP6; PP8
Status	Final
Distribution	Public

During April, May, and June 2022, marketing campaigns were conducted through radio and television programs in Croatia and Italy. The campaign included informing the general public about project activities and results, all to raise awareness of the importance of environmentally sustainable management of marinas and tourist ports. The marketing campaign was mainly oriented towards strengthening ecologically responsible behavior at sea and along the coast. The campaign was focused mainly on local and regional media.

The project slogan **Za more čisto i plavo, da živimo sretno i zdravo** (For sea clean and blue, for happy and healthy me and you!) was used on radio stations in Croatia (Radio Sunce i Radio Split).

The Italian partner Università degli studi di Ferrara adapted the slogan so it was:

Amiamo il nostro mare, e Il progetto ECOMAP contribuisce a migliorare la gestione di coste e piccoli porti in Italia e in Croazia, perché insieme possiamo fare sempre di più, per essere felici e sani con un mare pulito e blu. L'Università di Ferrara è tra i partner di questo progetto cofinanziato dall' Unione Europea nell'ambito del Programma Interreg Italia-Croazia. Per maggiori informazioni vai sul sito www.unife.it oppure su www.italy-croatia.eu/web/ecomap

We love our sea, and the ECOMAP project contributes to improve the management of coasts and small ports in Italy and Croatia, because together we can do more and more, to be happy and healthy with a clean and blue sea. The University of Ferrara is one of the partners of this project co-financed by the European Union within the Interreg Italy-Croatia Program. For more information go to the website www.unife.it or on www.italy-croatia.eu/web/ecomap

The slogan was broadcast on the radio station Radio Dolce Vita in Ferrara.

Attached the Ecomap-Radio spot (radio station "Radio DolceVita" Ferrara) by UNIFE-PP8. The spot is scheduled from 4/6/2022 to 30/6/2022 (on-air 18 times in a day) .

Time planning: 00.30 – 07.30 – 08.30 – 09.30 – 10.30 – 11.30 – 12.30 – 13.30 – 14.30 – 15.30 – 16.30 – 17.30 – 18.30 – 19.30 – 20.30 – 21.30 – 22.30 – 23.30.

The Italian partner of Bibione Mare spa broadcasted this project slogan:

Il progetto ECOMAP contribuisce a migliorare la pulizia del nostro mare e delle nostre coste, e insieme possiamo fare ancora di più. Per essere felici e sani di più, un mare pulito e blu! Il progetto è cofinanziato dall'Unione europea nell'ambito del programma Interreg Italia-Croazia". Bibione Mare SpA è partner del progetto. Vieni a trovarci in uno dei nostri stabilimenti balneari a Bibione Pineda! Ti aspettiamo.

The ECOMAP project contributes to improving the cleanliness of our sea and coast, and together we can do even more. For sea clean and blue, for happy and healthy me and you! The project is co-financed by the European Union within the Interreg Italy-Croatia Programme" Bibione Mare SpA is partner of the project. Come and visit us in one of our bathing establishments in Bibione Pineda! We are waiting for you

The slogan was broadcast on the Radio Birkinja, Radio Piterpan, and Radio Bella&Morella.

In Croatia, our project video "ECOMAP- Take care of marine environment" was broadcast on TV Jadran with the aim of promoting environmentally responsible behavior.

In Italy, project video "ECOMAP- Take care of marine environment", was on the air on local TV in Friuli Venezia Giulia and Veneto.

- **Antenna 3** (monthly reach 1,808,522 people) : 15 daily releases in the lead evening TG, 6:30 p.m. Veneto edition by 30" spot

- **Telequattro** (monthly reach 894,721 people) : 15 daily releases break Evening TG 7:30 p.m. edition to half 30" spot

Narudžba ECOMAP - Travanj 2022. (43484)
Agencija K.S.P. SOLUTIONS D.O.O.
Oglašivač ZDRAVI GRAD
Ispisano 22.03.2022 13:57

Propagandist Marija Grubišić Čabo

Datum	Mreža	Naziv bloka	Naziv oglasa	Trajanje
01.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
01.04.2022	RADIO SPLIT	blok 10 - 11	Ecomap - travanj 2022.	15
03.04.2022	RADIO SPLIT	blok 9-10	Ecomap - travanj 2022.	15
03.04.2022	RADIO SPLIT	blok 12 - 13	Ecomap - travanj 2022.	15
04.04.2022	RADIO SPLIT	blok 10 - 11	Ecomap . travanj 1 kn	15
05.04.2022	RADIO SPLIT	blok 8 - 9	Ecomap - travanj 2022.	15
05.04.2022	RADIO SPLIT	blok 11- 12	Ecomap - travanj 2022.	15
07.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
07.04.2022	RADIO SPLIT	blok 10 - 11	Ecomap - travanj 2022.	15
08.04.2022	RADIO SPLIT	blok 11- 12	Ecomap . travanj 1 kn	15
09.04.2022	RADIO SPLIT	blok 8 - 9	Ecomap - travanj 2022.	15
09.04.2022	RADIO SPLIT	blok 12 - 13	Ecomap - travanj 2022.	15
11.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
11.04.2022	RADIO SPLIT	blok 10 - 11	Ecomap - travanj 2022.	15
13.04.2022	RADIO SPLIT	blok 8 - 9	Ecomap - travanj 2022.	15
13.04.2022	RADIO SPLIT	blok 13 - 14	Ecomap - travanj 2022.	15
14.04.2022	RADIO SPLIT	blok 11- 12	Ecomap . travanj 1 kn	15
15.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
15.04.2022	RADIO SPLIT	blok 11- 12	Ecomap - travanj 2022.	15
17.04.2022	RADIO SPLIT	blok 9-10	Ecomap - travanj 2022.	15
17.04.2022	RADIO SPLIT	blok 12 - 13	Ecomap - travanj 2022.	15
19.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
19.04.2022	RADIO SPLIT	blok 11- 12	Ecomap - travanj 2022.	15
21.04.2022	RADIO SPLIT	blok 8 - 9	Ecomap - travanj 2022.	15
21.04.2022	RADIO SPLIT	blok 12 - 13	Ecomap - travanj 2022.	15
22.04.2022	RADIO SPLIT	blok 9-10	Ecomap . travanj 1 kn	15
23.04.2022	RADIO SPLIT	blok 9-10	Ecomap - travanj 2022.	15
23.04.2022	RADIO SPLIT	blok 13 - 14	Ecomap - travanj 2022.	15
25.04.2022	RADIO SPLIT	blok 10 - 11	Ecomap - travanj 2022.	15
25.04.2022	RADIO SPLIT	blok 14 15	Ecomap - travanj 2022.	15
27.04.2022	RADIO SPLIT	blok 8 - 9	Ecomap - travanj 2022.	15
27.04.2022	RADIO SPLIT	blok 12 - 13	Ecomap - travanj 2022.	15
29.04.2022	RADIO SPLIT	blok 7-8	Ecomap - travanj 2022.	15
29.04.2022	RADIO SPLIT	blok 11- 12	Ecomap - travanj 2022.	15
30.04.2022	RADIO SPLIT	blok 9-10	Ecomap . travanj 1 kn	15



Zupanijska liga protiv raka - Split -
 Splićkeva 1, 21000 Split - Redija: +385 (0)21 571-445 -
 Marketing: +385 (0)21 556-476 - Fax: +385 (0)21 389-043 -
 info@radiosunce.com.hr - www.radiosunce.com.hr -
 OIB: 71692007850 - ZR: 2330003-1100024414

PLAN KAMPANJE

klijent: **K.S.P. SOLUTIONS d.o.o.**

period: travanj/svibanj 2022.

kampanja: **ECO MAP**

spot: klijent produkcija ili radio produkcija, uvijek ≥ od dogovorene dnevne količine

Radio Sunce			travanj																													
sat	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
06:00-07:00																																
07:00-08:00																																
08:00-09:00					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
09:00-10:00					x																											
10:00-11:00					x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
11:00-12:00																																
12:00-13:00						x																										
13:00-14:00																																
14:00-15:00							x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
15:00-16:00																																
16:00-17:00						x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
17:00-18:00																																
18:00-19:00																																
19:00-20:00																																
Total																																

emitiranje spota

Radio Sunce			svibanj																														
sat	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
06:00-07:00																																	
07:00-08:00																																	
08:00-09:00	x	x	x	x	x	x	x	x	x	x							x	x	x														
09:00-10:00																					x	x	x										
10:00-11:00	x	x	x	x	x	x	x	x	x	x	E		x	x	x	x																	
11:00-12:00																																	
12:00-13:00																																	
13:00-14:00																																	
14:00-15:00	x	x	x	x	x	x	x	x	x	x							x	x	x														
15:00-16:00																																	
16:00-17:00	x	x	x	x	x	x	x	x	x	x			x	x	x						x	x	x										
17:00-18:00																																	
18:00-19:00																																	
19:00-20:00																																	
Total																																	

emitiranje spota

E emitiranje promo emisije

za radio:

Tonči Jukić, urednik



MediaType: RADIO STATIONS

Dates: 01/10/2016 - 31/10/2016 // 02/11/2016 - 05/12/2016 // 07/12/2016 - 08/12/2016 // 11/12/2016 - 24/12/2016 // 26/12/2016 - 31/12/2016

Report: Average Daily Reach

Target: 18-49_Split Case: 99 Universe: 60906

Target: 18-49_Splitsko-Dalmatinska Case: 316 Universe: 196597

18-49_Split

Media	18-49_Split DAILY REACH
RADIO DALMACIJA	30,6
OTVORENI RADIO	24,1
HR-SPLIT	17,3
RADIO SUNCE	12,0
TOTALNI FM SPLIT	9,9
NARODNI RADIO	6,9
RADIO BRAC	3,4
JADRANSKI RADIO	3,1
NAUTIC RADIO KASTELA	1,6
ZUPANIJSKI RADIO SIBENIK	1,4
HIT Radio	1,4
HR-2	1,3
HRVATSKI KATOLICKI RADIO	0,9
HR-DUBROVNIK	0,9

Media	18-49_Split WEEKLY REACH
RADIO DALMACIJA	52,8
OTVORENI RADIO	48,2
RADIO SUNCE	31,9
HR-SPLIT	29,2
TOTALNI FM SPLIT	23,1
NARODNI RADIO	22,5
RADIO BRAC	10,3
JADRANSKI RADIO	7,6
NAUTIC RADIO KASTELA	6,7
HR-2	5,3
HR-1	4,8
HRVATSKI KATOLICKI RADIO	4,8
HIT Radio	2,3
RADIO IMOTSKI	2,2
GRADSKI RADIO TROGIR	1,6
HR-3	1,6
HR-DUBROVNIK	1,5
NAUTIC RADIO	1,5
ZUPANIJSKI RADIO SIBENIK	1,4
MEGAMIX RADIO HVAR	1,1

Media	18-49_Splitsko-Dalmatinska DAILY REACH
RADIO DALMACIJA	26,7
OTVORENI RADIO	18,9
NARODNI RADIO	13,1
HR-SPLIT	12,1
HIT Radio	5,6
TOTALNI FM SPLIT	4,8
RADIO IMOTSKI	4,7
RADIO SUNCE	4,6
RADIO BRAC	1,9
MEGAMIX RADIO HVAR	1,7
JADRANSKI RADIO	1,2
NAUTIC RADIO KASTELA	1,1
HRVATSKI KATOLICKI RADIO	0,9
HR-2	0,6
RADIO BOKOVO	0,5
GRADSKI RADIO TROGIR	0,5
HR-1	0,5
RADIO MAKARSKA RIVIJERA	0,5
ZUPANIJSKI RADIO SIBENIK	0,4
HR-DUBROVNIK	0,3
HR-3	0,2

Media	18-49_Splitsko-Dalmatinska WEEKLY REACH
RADIO DALMACIJA	49,1
OTVORENI RADIO	36,1
NARODNI RADIO	28,1
HR-SPLIT	25,1
TOTALNI FM SPLIT	13,2
RADIO SUNCE	12,6
HIT Radio	12,6
RADIO IMOTSKI	11,2
RADIO BRAC	6,4
NAUTIC RADIO KASTELA	4,6
HRVATSKI KATOLICKI RADIO	4,0
HR-1	4,0
HR-2	4,0
GRADSKI RADIO TROGIR	3,6
JADRANSKI RADIO	3,1
MEGAMIX RADIO HVAR	2,3
RADIO MAKARSKA RIVIJERA	1,7
RADIO BOKOVO	1,1
HR-3	1,0
NAUTIC RADIO	1,0
HR-DUBROVNIK	0,5
ZUPANIJSKI RADIO SIBENIK	0,4



Slušanost radiopostaja – najslušaniji u Hrvatskoj

Kvartal : 3. srpanj-rujan (7-9) / 2020

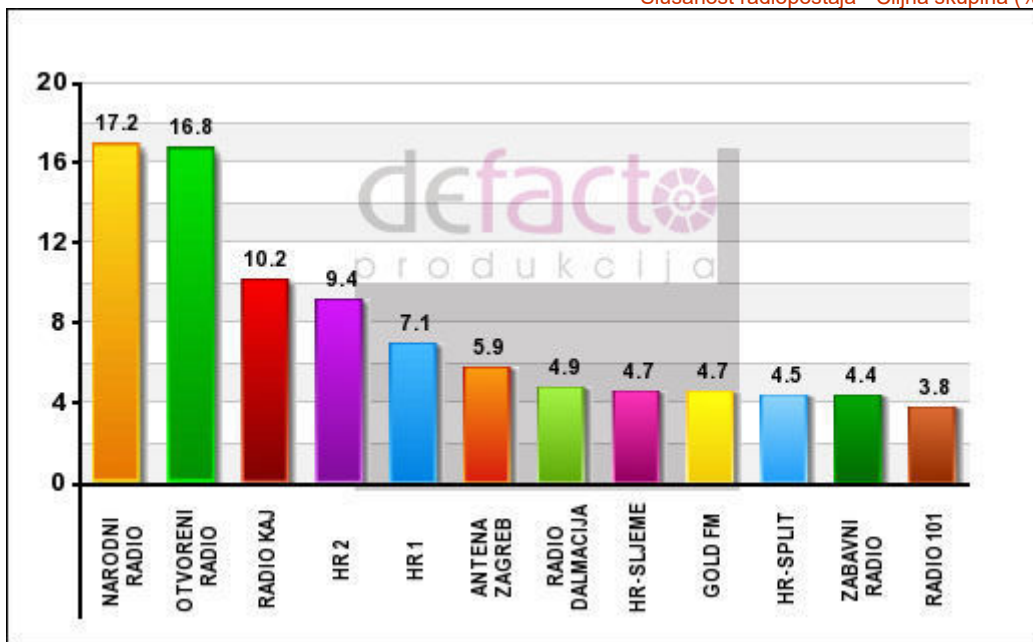
Ciljna skupina (12+) : 3842130

Županija : Cijela Hrvatska

Dan u tjednu : Svi dani u tjednu

Vremenski interval : 00:00-24:00

Slušanost radiopostaja - Ciljna skupina (%)



Slušanost radiopostaja

Pozicija	Naziv radiopostaje	Ciljna skupina (%)	Prosječan broj slušatelja	Doseg
1.	NARODNI RADIO	17,17	659826	1004652
2.	OTVORENI RADIO	16,84	647188	950341
3.	RADIO KAJ	10,22	392494	520980
4.	HR 2	9,37	360067	663094
5.	HR 1	7,13	273850	543026
6.	ANTENA ZAGREB	5,91	226945	321919
7.	RADIO DALMACIJA	4,88	187384	262082
8.	HR-SLJEME	4,72	181375	227691
9.	GOLD FM	4,67	179599	249185
10.	HR-SPLIT	4,52	173508	253824
11.	ZABAVNI RADIO	4,43	170031	225173
12.	RADIO 101	3,81	146375	204070

NAZIV TVRTKE-NARUČITELJA:	ZDRAVI GRAD
SJEDIŠTE:	VUKOVARSKA 65
GRAD I POŠTANSKI BROJ:	21 000 SPLIT
OIB:	01652012128

IME I PREZIME ODG. OSOBE:	
IME I PREZIME NARUČITELJA:	Zoran Škare
TEL/ FAX/ MOB:	021/ 540 630, 099/ 207 20 55, zorana.zdravigrad@gmail.com

Split 31.05.2022.

EMITIRANJE PROMIDŽBENIH USLUGA

Dokaznica o emitiranju	02028/08
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Poštovani,
u nastavku Vam šaljem media plan izvršene usluge.

Usluga:

Emitiranje spota, 20sec

2022-05-03 16:25:47	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-03 19:25:04	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-03 21:06:21	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-04 16:25:48	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-04 19:27:45	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-04 21:35:51	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-05 16:25:51	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-05 19:31:13	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-05 20:05:32	ZDRAVI GRAD – INTERREG 2022_20.mp4

2022-05-06 16:25:52	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-06 19:26:54	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-06 21:01:07	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-07 16:15:32	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-07 19:26:34	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-07 20:24:55	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-08 16:36:06	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-08 19:22:01	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-08 19:56:11	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-08 21:03:28	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-10 16:25:55	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-10 19:27:30	ZDRAVI GRAD – INTERREG 2022_20.mp4
2022-05-10 21:04:24	ZDRAVI GRAD – INTERREG 2022_20.mp4

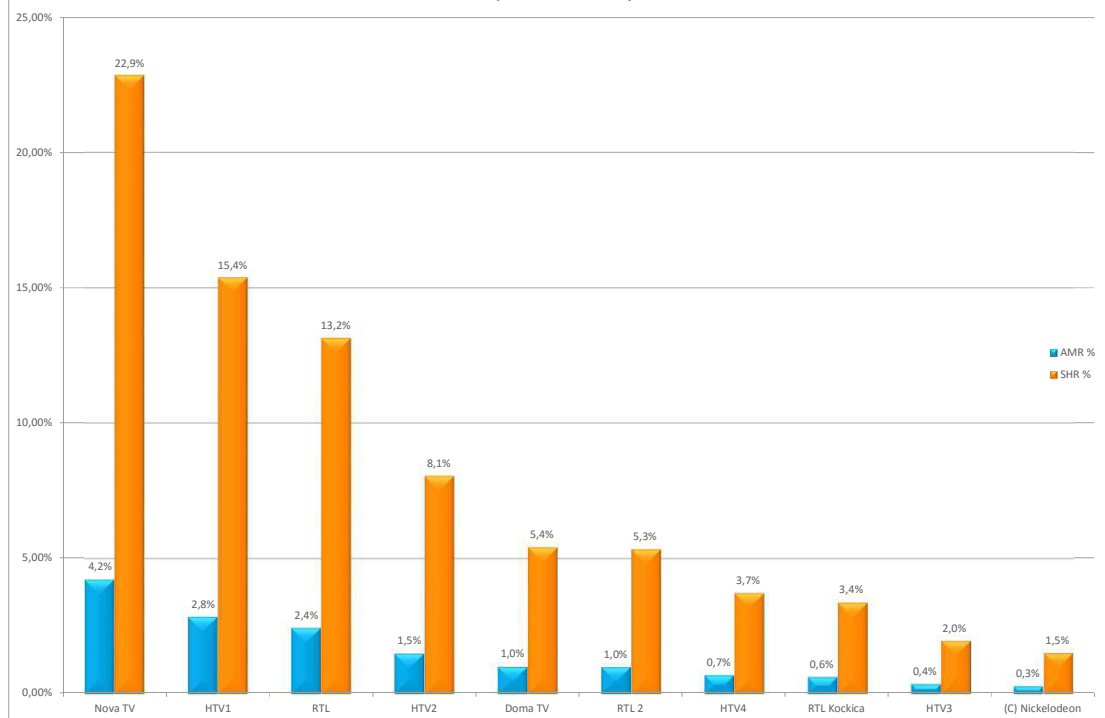
TELEVIZIJA JADRAN
d.o.o.
SPLIT
Marija Bacelj Masnić

S nadom u uspješnu suradnju i u
buduće,
Televizija Jadran d.o.o.

Vaš kontakt:	Marija Bacelj Masnić
Mail:	marketing3.tvjadran@gmail.com
Tel/mob:	021 / 470 666

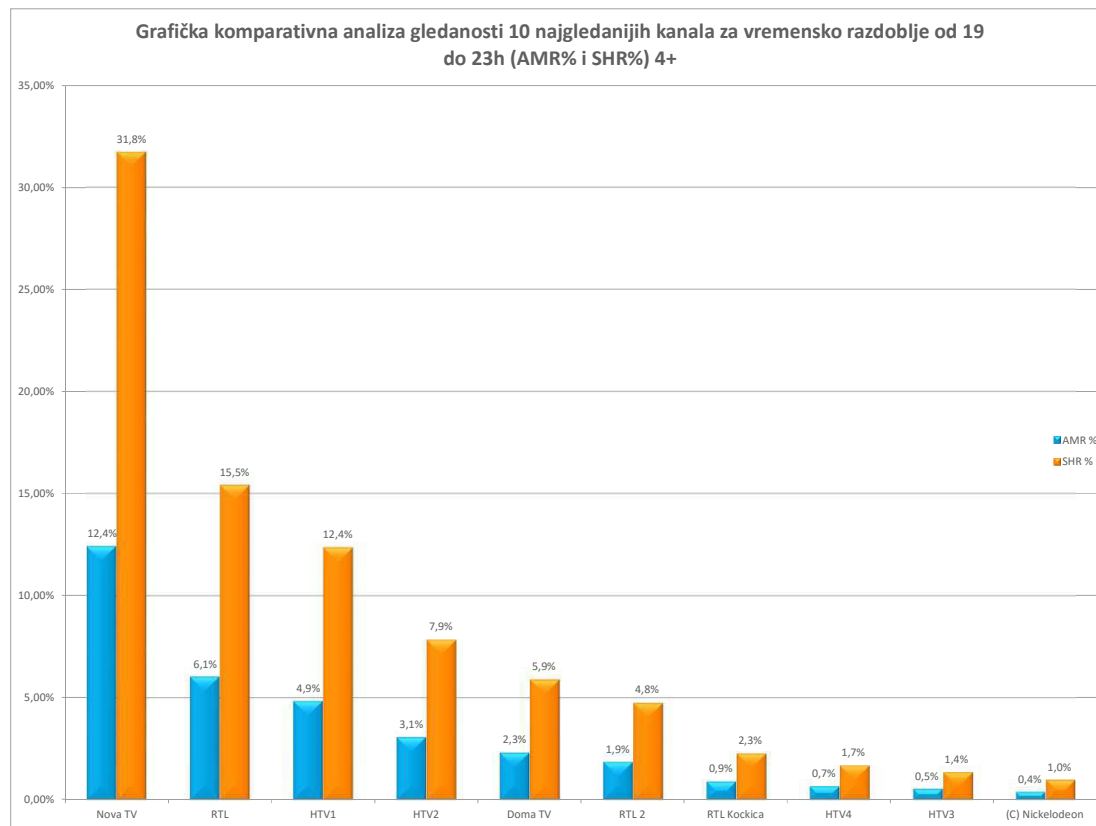
GODINA		2016.		
VREMENSKO RAZDOBLJE		CJELI DAN		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	Nova TV	172.619	4,22%	22,86%
2	HTV1	116.216	2,84%	15,39%
3	RTL	99.326	2,43%	13,15%
4	HTV2	60.760	1,49%	8,05%
5	Doma TV	40.824	1,00%	5,41%
6	RTL 2	40.296	0,99%	5,34%
7	HTV4	28.077	0,69%	3,72%
8	RTL Kockica	25.454	0,62%	3,37%
9	HTV3	14.837	0,36%	1,96%
10	(C) Nickelodeon	11.401	0,28%	1,51%
11	Croatian Music Channel	10.243	0,25%	1,36%
12	(C) RTL Crime	3.481	0,09%	0,46%
13	Sportska Televizija	3.385	0,08%	0,45%
14	(C) National geographic	3.246	0,08%	0,43%
15	Jabuka TV	3.225	0,08%	0,43%
16	(C) RTL Living	2.947	0,07%	0,39%
17	(C) TLC	2.630	0,06%	0,35%
18	(C) FOX	2.400	0,06%	0,32%
19	(C) Discovery	2.369	0,06%	0,31%
20	(C) Nat Geo Wild	2.357	0,06%	0,31%
21	(C) CineStar TV	2.225	0,05%	0,29%
22	Z1 televizija	2.222	0,05%	0,29%
23	Mreza ZG (Net TV)	2.144	0,05%	0,28%
24	Osjecka televizija	2.025	0,05%	0,27%
25	(C) Fox Life	1.966	0,05%	0,26%
26	(C) DM Sat	1.579	0,04%	0,21%
27	(C) History Channel	1.572	0,04%	0,21%
28	(C) Boomerang TV (djecji)	1.545	0,04%	0,20%
29	(C) TV 1000	1.461	0,04%	0,19%
30	(C) N1	1.436	0,04%	0,19%
31	(C) Fox Crime	1.386	0,03%	0,18%
32	(C) Animal planet	1.324	0,03%	0,18%
33	(C) Sport Klub	1.294	0,03%	0,17%
34	(C) Viasat History	1.257	0,03%	0,17%
35	(C) Klasik TV	1.128	0,03%	0,15%
36	(C) DIVA	1.120	0,03%	0,15%
37	TV Jadran	1.073	0,03%	0,14%
38	(C) MiniTV (Nova TV/djecji)	981	0,02%	0,13%
39	(C) AXN	977	0,02%	0,13%
40	(C) Cinestar Action & Thriller	963	0,02%	0,13%
41	(C) Viasat Explorer	950	0,02%	0,13%
42	(C) Comedy Central Extra	937	0,02%	0,12%
43	(C) VH1	924	0,02%	0,12%
44	Vinkovacka TV	867	0,02%	0,11%
45	(C) 24 Kitchen	813	0,02%	0,11%
46	Slavonsko-brodaska Televizija	667	0,02%	0,09%
47	Slavonska televizija	608	0,01%	0,08%
48	Mreza ST (TV Dalmacija)	565	0,01%	0,07%
49	MTV Adria	532	0,01%	0,07%
50	Kanal RI	460	0,01%	0,06%
51	TV 4R	392	0,01%	0,05%

Grafička komparativna analiza gledanosti 10 najgledanijih kanala za vremensko razdoblje cijeli dan (AMR% i SHR%) 4+

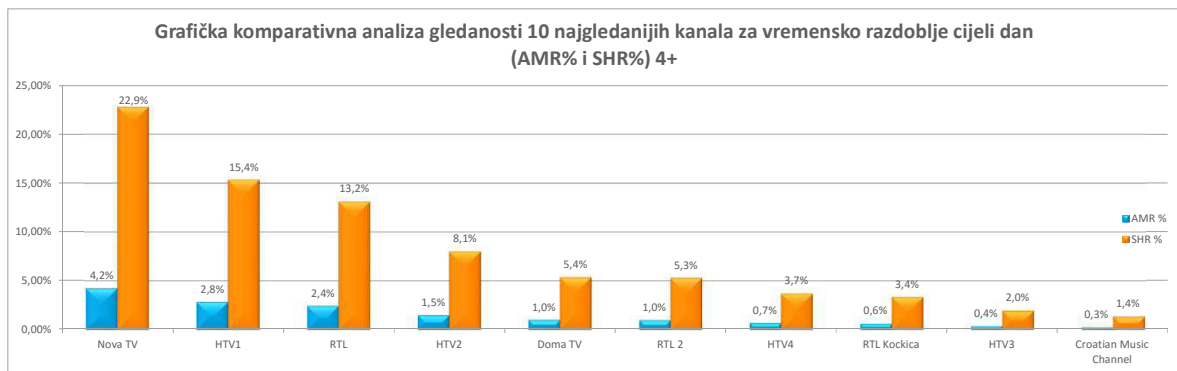


GODINA		2016.		
VREMENSKO RAZDOBLJE		19 - 23H		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	Nova TV	508.506	12,43%	31,76%
2	RTL	247.437	6,05%	15,45%
3	HTV1	198.430	4,85%	12,39%
4	HTV2	125.995	3,08%	7,87%
5	Doma TV	95.016	2,32%	5,93%
6	RTL 2	76.614	1,87%	4,78%
7	RTL Kockica	36.666	0,90%	2,29%
8	HTV4	27.235	0,67%	1,70%
9	HTV3	22.012	0,54%	1,37%
10	(C) Nickelodeon	15.784	0,39%	0,99%
11	Croatian Music Channel	11.066	0,27%	0,69%
12	Jabuka TV	8.343	0,20%	0,52%
13	Osjecka televizija	7.377	0,18%	0,46%
14	Z1 televizija	7.155	0,17%	0,45%
15	Sportska Televizija	7.012	0,17%	0,44%
16	Mreza ZG (Net TV)	6.793	0,17%	0,42%
17	(C) RTL Living	6.213	0,15%	0,39%
18	(C) RTL Crime	4.504	0,11%	0,28%
19	(C) National geographic	4.398	0,11%	0,27%
20	(C) CineStar TV	4.148	0,10%	0,26%
21	(C) TLC	3.474	0,08%	0,22%
22	(C) FOX	3.110	0,08%	0,19%
23	(C) Fox Life	3.045	0,07%	0,19%
24	(C) Discovery	2.968	0,07%	0,19%
25	(C) Sport Klub	2.660	0,07%	0,17%
26	(C) TV 1000	2.581	0,06%	0,16%
27	(C) Nat Geo Wild	2.504	0,06%	0,16%
28	Mreza ST (TV Dalmacija)	2.292	0,06%	0,14%
29	(C) History Channel	2.252	0,06%	0,14%
30	Slavonsko-brodaska Televizija	2.178	0,05%	0,14%
31	TV Jadran	2.174	0,05%	0,14%
32	Vinkovacka TV	2.072	0,05%	0,13%
33	(C) Klasik TV	2.047	0,05%	0,13%
34	(C) Boomerang TV (djecji)	1.991	0,05%	0,12%
35	(C) Cinestar Action & Thriller	1.983	0,05%	0,12%
36	(C) Fox Crime	1.837	0,04%	0,11%
37	(C) Viasat History	1.791	0,04%	0,11%
38	(C) Animal planet	1.778	0,04%	0,11%
39	(C) DM Sat	1.728	0,04%	0,11%
40	(C) Viasat Explorer	1.663	0,04%	0,10%
41	Slavonska televizija	1.653	0,04%	0,10%
42	(C) AXN	1.620	0,04%	0,10%
43	(C) VH1	1.538	0,04%	0,10%
44	(C) N1	1.458	0,04%	0,09%
45	(C) DIVA	1.414	0,03%	0,09%
46	(C) Comedy Central Extra	1.320	0,03%	0,08%
47	(C) 24 Kitchen	1.287	0,03%	0,08%
48	Kanal RI	1.136	0,03%	0,07%
49	(C) MiniTV (Nova TV/djecji)	888	0,02%	0,06%
50	MTV Adria	793	0,02%	0,05%
51	TV 4R	734	0,02%	0,05%

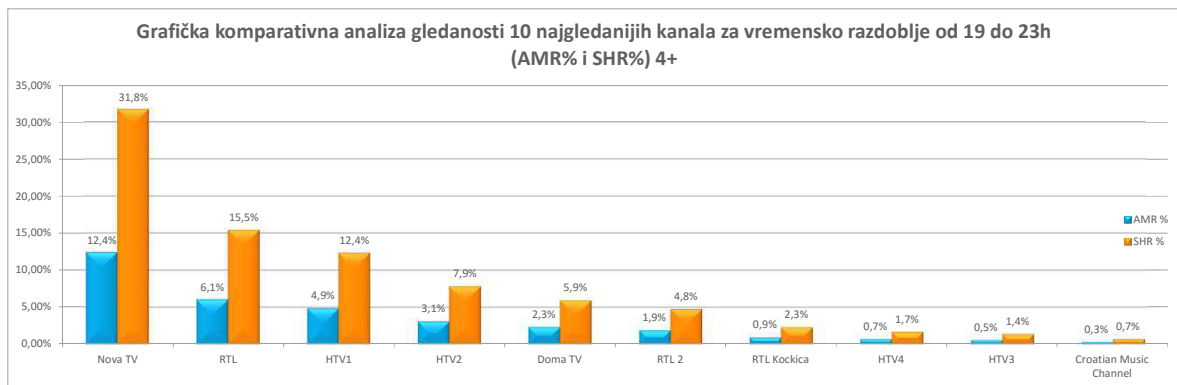
Napomena: Uključeni su kanali koji imaju minimalno 3,5% prosječnog tjednog coverage-a za 2016. godinu.
Napomena: Nisu uključeni podaci za 26. veljače 2016.g.



GODINA		2016.		
VREMENSKO RAZDOBLJE		CIJELI DAN		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	Nova TV	172.619	4,22%	22,86%
2	HTV1	116.216	2,84%	15,39%
3	RTL	99.326	2,43%	13,15%
4	HTV2	60.760	1,49%	8,05%
5	Doma TV	40.824	1,00%	5,41%
6	RTL 2	40.296	0,99%	5,34%
7	HTV4	28.077	0,69%	3,72%
8	RTL Kockica	25.454	0,62%	3,37%
9	HTV3	14.837	0,36%	1,96%
10	Croatian Music Channel	10.243	0,25%	1,36%
11	Sportska Televizija	3.385	0,08%	0,45%
12	Jabuka TV	3.225	0,08%	0,43%
13	Z1 televizija	2.222	0,05%	0,29%
14	Mreza ZG (Net TV)	2.144	0,05%	0,28%
15	Osjecka televizija	2.025	0,05%	0,27%
16	TV Jadran	1.073	0,03%	0,14%
17	Vinkovačka TV	867	0,02%	0,11%
18	Slavonsko-brodska Televizija	667	0,02%	0,09%
19	Slavonska televizija	608	0,01%	0,08%
20	Mreza ST (TV Dalmacija)	565	0,01%	0,07%
21	MTV Adria	532	0,01%	0,07%
22	Kanal RI	460	0,01%	0,06%
23	TV 4R	392	0,01%	0,05%

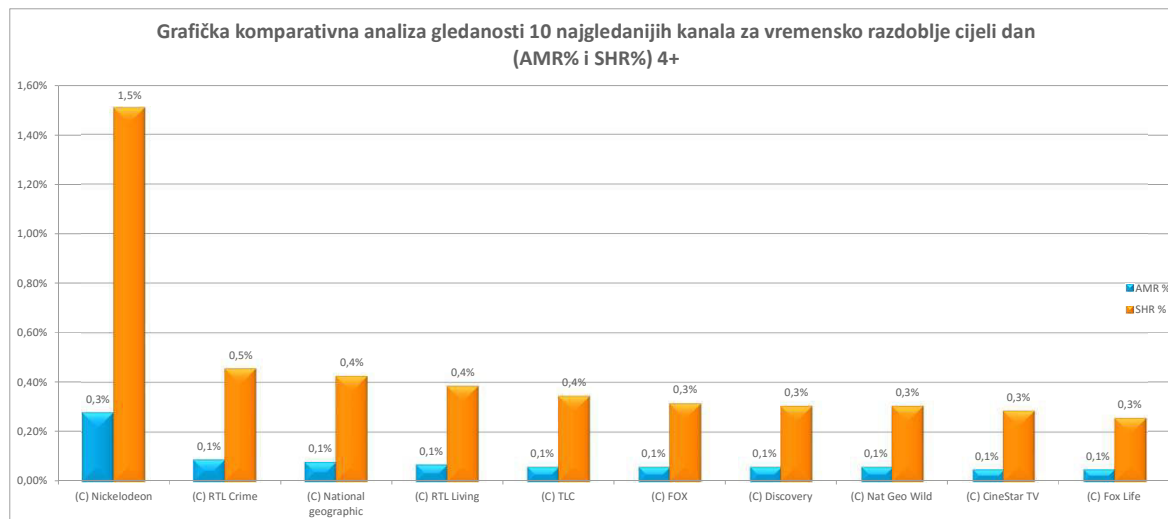


GODINA		2016.		
VREMENSKO RAZDOBLJE		19 - 23H		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	Nova TV	508.506	12,43%	31,76%
2	RTL	247.437	6,05%	15,45%
3	HTV1	198.430	4,85%	12,39%
4	HTV2	125.995	3,08%	7,87%
5	Doma TV	95.016	2,32%	5,93%
6	RTL 2	76.614	1,87%	4,78%
7	RTL Kockica	36.666	0,90%	2,29%
8	HTV4	27.235	0,67%	1,70%
9	HTV3	22.012	0,54%	1,37%
10	Croatian Music Channel	11.066	0,27%	0,69%
11	Jabuka TV	8.343	0,20%	0,52%
12	Osjecka televizija	7.377	0,18%	0,46%
13	Z1 televizija	7.155	0,17%	0,45%
14	Sportska Televizija	7.012	0,17%	0,44%
15	Mreza ZG (Net TV)	6.793	0,17%	0,42%
16	Mreza ST (TV Dalmacija)	2.292	0,06%	0,14%
17	Slavonsko-brodska Televizija	2.178	0,05%	0,14%
18	TV Jadran	2.174	0,05%	0,14%
19	Vinkovačka TV	2.072	0,05%	0,13%
20	Slavonska televizija	1.653	0,04%	0,10%
21	Kanal RI	1.136	0,03%	0,07%
22	MTV Adria	793	0,02%	0,05%
23	TV 4R	734	0,02%	0,05%



Napomena: Uključeni su kanali koji imaju minimalno 3,5% prosječnog tjednog coverage-a za 2016. godinu.
Napomena: Nisu uključeni podaci za 26. veljače 2016. g.

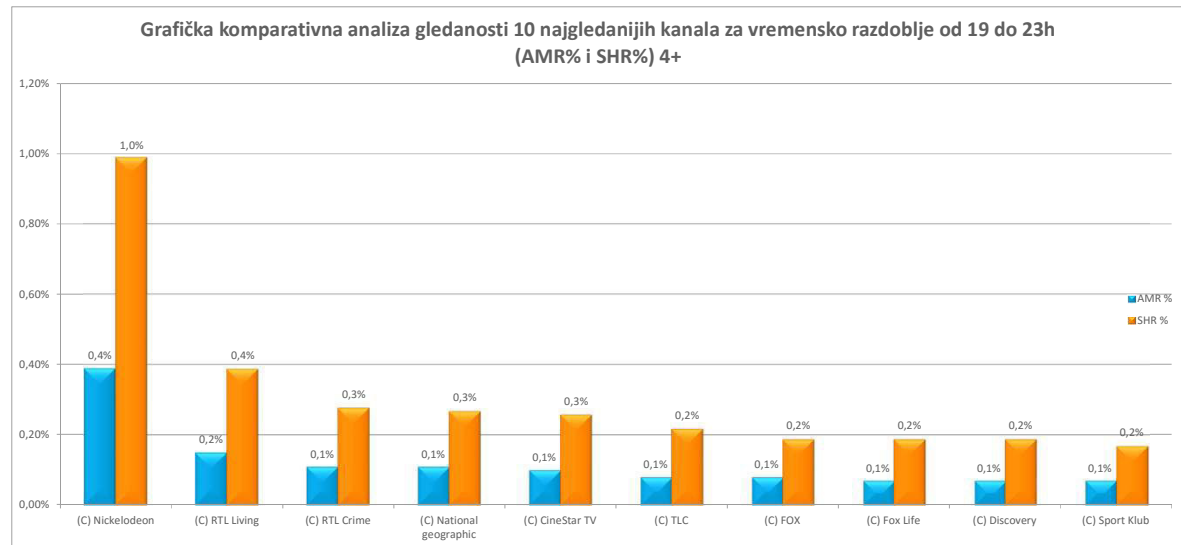
GODINA		2016.		
VREMENSKO RAZDOBLJE		CJELI DAN		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	(C) Nickelodeon	11.401	0,28%	1,51%
2	(C) RTL Crime	3.481	0,09%	0,46%
3	(C) National geographic	3.246	0,08%	0,43%
4	(C) RTL Living	2.947	0,07%	0,39%
5	(C) TLC	2.630	0,06%	0,35%
6	(C) FOX	2.400	0,06%	0,32%
7	(C) Discovery	2.369	0,06%	0,31%
8	(C) Nat Geo Wild	2.357	0,06%	0,31%
9	(C) CineStar TV	2.225	0,05%	0,29%
10	(C) Fox Life	1.966	0,05%	0,26%
11	(C) DM Sat	1.579	0,04%	0,21%
12	(C) History Channel	1.572	0,04%	0,21%
13	(C) Boomerang TV (djecji)	1.545	0,04%	0,20%
14	(C) TV 1000	1.461	0,04%	0,19%
15	(C) N1	1.436	0,04%	0,19%
16	(C) Fox Crime	1.386	0,03%	0,18%
17	(C) Animal planet	1.324	0,03%	0,18%
18	(C) Sport Klub	1.294	0,03%	0,17%
19	(C) Viasat History	1.257	0,03%	0,17%
20	(C) Klasik TV	1.128	0,03%	0,15%
21	(C) DIVA	1.120	0,03%	0,15%
22	(C) MiniTV (Nova TV/djecji)	981	0,02%	0,13%
23	(C) AXN	977	0,02%	0,13%
24	(C) Cinestar Action & Thriller	963	0,02%	0,13%
25	(C) Viasat Explorer	950	0,02%	0,13%
26	(C) Comedy Central Extra	937	0,02%	0,12%
27	(C) VH1	924	0,02%	0,12%
28	(C) 24 Kitchen	813	0,02%	0,11%



GODINA		2016.		
VREMENSKO RAZDOBLJE		19 - 23H		
CILJNA SKUPINA		4+		
RANG	KANAL \ VARIJABLA	(r) AMR	AMR %	SHR %
1	(C) Nickelodeon	15.784	0,39%	0,99%
2	(C) RTL Living	6.213	0,15%	0,39%
3	(C) RTL Crime	4.504	0,11%	0,28%
4	(C) National geographic	4.398	0,11%	0,27%
5	(C) CineStar TV	4.148	0,10%	0,26%
6	(C) TLC	3.474	0,08%	0,22%
7	(C) FOX	3.110	0,08%	0,19%
8	(C) Fox Life	3.045	0,07%	0,19%
9	(C) Discovery	2.968	0,07%	0,19%
10	(C) Sport Klub	2.660	0,07%	0,17%
11	(C) TV 1000	2.581	0,06%	0,16%
12	(C) Nat Geo Wild	2.504	0,06%	0,16%
13	(C) History Channel	2.252	0,06%	0,14%
14	(C) Klasik TV	2.047	0,05%	0,13%
15	(C) Boomerang TV (djecji)	1.991	0,05%	0,12%
16	(C) Cinestar Action & Thriller	1.983	0,05%	0,12%
17	(C) Fox Crime	1.837	0,04%	0,11%
18	(C) Viasat History	1.791	0,04%	0,11%
19	(C) Animal planet	1.778	0,04%	0,11%
20	(C) DM Sat	1.728	0,04%	0,11%
21	(C) Viasat Explorer	1.663	0,04%	0,10%
22	(C) AXN	1.620	0,04%	0,10%
23	(C) VH1	1.538	0,04%	0,10%
24	(C) N1	1.458	0,04%	0,09%
25	(C) DIVA	1.414	0,03%	0,09%
26	(C) Comedy Central Extra	1.320	0,03%	0,08%
27	(C) 24 Kitchen	1.287	0,03%	0,08%
28	(C) MiniTV (Nova TV/djecji)	888	0,02%	0,06%

Napomena: Uključeni su kanali koji imaju minimalno 3,5% prosječnog tjednog coverage-a za 2016. godinu.

Napomena: Nisu uključeni podaci za 26. veljače 2016. g.



RADIO CAMPAIGN - ECOMAP PROJECT 2022

Based on the target audience, the following radios and coverage were identified:

RADIO BIRIKINA

- **Range of action:** Venice, Treviso, Udine, Pordenone
- **Type of radio:** Songs from the 60s to today, dedications and listener requests, news, weather and traffic updates.
- **Radio ratings:** 668.000 persons per day; 1.840.000 persons per week
- **Target:** 48% men, 52% women; Age: 45-64 years (28%), +65 (49%)
- **On-air:** from 11/05 to 17/05/2022
- **Planning:**
 - Rete Birikina: 03 FM 104.2
 - 11/05/2022 - Wednesday 06:57- 08:57- 12:14- 15:57- 19:57
 - 12/05/2022 - Thursday 06:00- 10:57- 13:14- 18:14- 21:14
 - 13/05/2022 - Friday 06:33- 09:14- 13:57- 16:33- 21:33
 - 14/05/2022 - Saturday 06:57- 10:14- 15:14- 18:57- 20:14
 - 15/05/2022 - Sunday 06:33- 11:57- 14:14- 16:57- 22:14
 - 16/05/2022 - Monday 06:57- 12:14- 15:57- 18:57- 22:57
 - Total spots: 30
 - Rete BIRIKINA: 06 FM 94.2-100.6-107.200
 - 11/05/2022 - Wednesday 09:14- 13:57- 15:57- 19:14- 23:33
 - 12/05/2022 - Thursday 10:14- 14:14- 17:57- 20:57- 23:14
 - 13/05/2022 - Friday 06:33- 09:14- 14:33- 16:33- 21:57
 - 14/05/2022 - Saturday 06:00- 10:14- 14:14- 17:57- 21:14
 - 15/05/2022 - Sunday 06:33- 11:33- 14:33- 18:33- 22:33
 - 16/05/2022 - Monday 08:14- 10:14- 14:14- 18:14- 22:14
 - Total spots: 30
 - Rete BIRIKINA: 08 FM 91.300-91.600
 - 11/05/2022 - Wednesday 10:14- 13:57- 16:14- 20:57- 23:14
 - 12/05/2022 - Thursday 08:57- 14:33- 16:33- 21:14- 23:33
 - 13/05/2022 - Friday 06:57- 09:33- 13:33- 17:57- 20:14
 - 14/05/2022 - Saturday 07:14- 10:33- 14:14- 17:33- 21:14
 - 15/05/2022 - Sunday 06:33- 10:14- 14:57- 19:14- 22:33
 - 16/05/2022 - Monday 06:57- 10:33- 15:14- 18:57- 21:14
 - Total spots: 30
 - Rete BIRIKINA: 15 FM 96.100
 - 11/05/2022 - Wednesday 09:33- 13:14- 16:14- 20:14- 23:14
 - 12/05/2022 - Thursday 06:33- 10:14- 13:33- 18:14- 20:33
 - 13/05/2022 - Friday 06:57- 09:57- 13:57- 16:57- 20:57
 - 14/05/2022 - Saturday 06:00- 10:14- 14:14- 18:33- 22:14
 - 15/05/2022 - Sunday 06:33- 11:57- 15:14- 19:14- 22:33
 - 16/05/2022 - Monday 06:57- 12:14- 14:57- 19:33- 21:33
 - Total spots: 30

- Rete BIRIKINA: 16 FM 91.800
 - 11/05/2022 - Wednesday 10:14- 13:57- 16:14- 19:14- 23:14
 - 12/05/2022 - Thursday 09:14- 14:14- 17:57- 20:57- 23:33
 - 13/05/2022 - Friday 06:33- 09:33- 14:33- 18:14- 20:33
 - 14/05/2022 - Saturday 06:00- 11:33- 14:14- 16:57- 21:33
 - 15/05/2022 - Sunday 06:33- 10:14- 14:33- 18:33- 21:57
 - 16/05/2022 - Monday 06:57- 11:57- 15:57- 19:14- 21:33
 - Total spots: 30
- Rete BIRIKINA: 19 FM 97.7 Mestre-92.
 - 11/05/2022 - Wednesday 08:33- 14:14- 15:33- 21:14- 23:14
 - 12/05/2022 - Thursday 06:00- 09:14- 12:57- 16:57- 20:14
 - 13/05/2022 - Friday 06:57- 09:33- 14:57- 18:33- 21:14
 - 14/05/2022 - Saturday 06:00- 10:14- 13:14- 18:14- 22:14
 - 15/05/2022 - Sunday 06:57- 10:57- 15:14- 19:14- 22:33
 - 16/05/2022 - Monday 08:33- 12:14- 15:33- 18:33- 21:57
 - Total spots: 30

RADIO PITERPAN

- **Range of action:** Pordenone, Udine and districts
- **Type of radio:** Best-loved pop dance music in the Northeast, young spirit, national news, weather and traffic updates.
- **Radio ratings:** 357.000 persons per day; 900.000 persons per week
- **Target:** 64% men, 36% women; Age: 14-24 years (31%), 25-44 (50%)
- **On-air:** from 18/05 to 24/05/2022
- **Planning:**
 - Rete PITERPAN: H FM 96.100+92.800
 - 18/05/2022 - Wednesday 09:33- 13:57- 16:57- 19:33- 23:33
 - 19/05/2022 - Thursday 10:33- 13:33- 16:33- 20:57- 22:57
 - 20/05/2022 - Friday 10:57- 14:57- 17:57- 21:33- 23:33
 - 21/05/2022 - Saturday 06:33- 11:33- 13:33- 16:33- 20:57
 - 22/05/2022 - Sunday 06:57- 12:33- 15:33- 18:33- 22:33
 - 23/05/2022 - Monday 08:33- 11:57- 16:57- 18:57- 20:57
 - Total spots: 30
 - Rete PITERPAN: I FM 101.800
 - 18/05/2022 - Wednesday 08:33- 13:57- 15:33- 21:33- 23:33
 - 19/05/2022 - Thursday 07:57- 09:33- 13:33- 16:33- 20:33
 - 20/05/2022 - Friday 10:33- 14:33- 17:57- 21:33- 23:33
 - 21/05/2022 - Saturday 06:33- 10:57- 15:33- 18:33- 22:33
 - 22/05/2022 - Sunday 06:57- 11:33- 14:57- 17:57- 23:33
 - 23/05/2022 - Monday 08:33- 12:57- 15:33- 17:33- 22:33
 - Total spots: 30
 - Rete PITERPAN: M FM 105.4
 - 18/05/2022 - Wednesday 07:57- 14:33- 17:57- 19:33- 23:33
 - 19/05/2022 - Thursday 06:57- 09:33- 12:33- 17:33- 20:33
 - 20/05/2022 - Friday 06:33- 11:33- 13:33- 15:57- 22:33
 - 21/05/2022 - Saturday 06:57- 12:33- 14:33- 18:33- 20:57
 - 22/05/2022 - Sunday 07:57- 10:33- 16:33- 19:33- 22:33
 - 23/05/2022 - Monday 09:33- 12:57- 15:33- 17:33- 21:57
 - Total spots: 30

RADIO BELLA&MONELLA

- **Range of action:** Venice, Treviso, Pordenone, Udine
- **Type of radio:** Italian music, foreign hits, local information, weather and traffic updates, sports editorial staff.
- **Radio ratings:** 140.000 persons per day; 745.000 persons per week
- **Target:** 54% men, 46% women; Age: 45-64 years (50%), +65 (25%)
- **On-air:** from 24/05 to 31/05/2022
- **Planning:**
 - Rete BELLA E MONELLA : A FM 97.000
 - 25/05/2022 - Wednesday 08:33- 11:33- 16:33- 20:33- 22:33
 - 26/05/2022 - Thursday 07:33- 10:33- 12:57- 15:33- 21:33
 - 27/05/2022 - Friday 06:57- 11:57- 14:57- 16:33- 20:33
 - 28/05/2022 - Saturday 06:33- 09:57- 15:33- 19:33- 22:33
 - 29/05/2022 - Sunday 06:57- 11:33- 13:33- 19:57- 22:57
 - 30/05/2022 - Monday 09:33- 11:57- 15:33- 17:33- 23:33
 - Total spots: 30
 - Rete BELLA E MONELLA : I FM 92.6+93.40
 - 25/05/2022 - Wednesday 10:57- 13:57- 15:33- 20:33- 22:33
 - 26/05/2022 - Thursday 06:57- 08:33- 14:33- 16:33- 21:33
 - 27/05/2022 - Friday 06:33- 10:33- 13:57- 18:33- 22:33
 - 28/05/2022 - Saturday 06:57- 12:33- 15:33- 17:57- 22:57
 - 29/05/2022 - Sunday 06:33- 11:33- 15:57- 17:33- 20:33
 - 30/05/2022 - Monday 06:57- 10:33- 16:33- 19:33- 22:33
 - Total spots: 30
 - Rete BELLA E MONELLA : L FM 94.300
 - 25/05/2022 - Wednesday 07:57- 11:33- 16:33- 19:57- 22:33
 - 26/05/2022 - Thursday 06:03- 09:57- 11:57- 15:33- 21:57
 - 27/05/2022 - Friday 06:57- 09:33- 13:33- 15:57- 21:33
 - 28/05/2022 - Saturday 06:03- 12:33- 14:57- 16:33- 22:33
 - 29/05/2022 - Sunday 06:57- 11:33- 13:33- 18:33- 23:33
 - 30/05/2022 - Monday 09:33- 12:33- 15:33- 19:57- 22:57
 - Total spots: 30
 - Rete BELLA E MONELLA : N FM 97.00
 - 25/05/2022 - Wednesday 07:57- 13:33- 17:57- 20:57- 22:33
 - 26/05/2022 - Thursday 08:33- 14:33- 16:57- 20:33- 22:57
 - 27/05/2022 - Friday 06:33- 10:33- 14:57- 18:33- 20:57
 - 28/05/2022 - Saturday 06:57- 09:57- 14:33- 16:33- 21:33
 - 29/05/2022 - Sunday 06:33- 10:33- 13:33- 17:33- 20:33
 - 30/05/2022 - Monday 07:57- 12:33- 13:57- 19:57- 23:33
 - Total spots: 30

Total: 90 spots on-air

Spot:

ITA → Il progetto ECOMAP contribuisce a migliorare la pulizia del nostro mare e delle nostre coste, e insieme possiamo fare ancora di più.

Per essere felici e sani di più, un mare pulito e blu!

Il progetto è cofinanziato dall'Unione europea nell'ambito del programma Interreg Italia-Croazia".

Bibione Mare SpA è partner del progetto. Vieni a trovarci in uno dei nostri stabilimenti balneari a Bibione Pineda! Ti aspettiamo

Translated

ENG → The ECOMAP project contributes to improving the cleanliness of our sea and coast, and together we can do even more. For sea clean and blue, for happy and healthy me and you! The project is co-financed by the European Union within the Interreg Italy-Croatia Programme"

Bibione Mare SpA is partner of the project. Come and visit us in one of our bathing establishments in Bibione Pineda! We are waiting for you

Da: Radio Dolce Vita <mail@radiodolcevita.it>

Inviato: martedì 2 agosto 2022, 09:59

A: 'Maria Grazia Paletta' <mariagrazia.paletta@unife.it>

Oggetto: R: Programmazione spot - campagna comunicazione - progetto ECOMAP

Buongiorno Dott.ssa Paletta,

la nostra emittente raggiunge attraverso il segnale in F.M. (Modulazione di Frequenza) una popolazione di circa 190.000 abitanti ai quali vanno aggiunti gli ascoltatori che seguono la radio attraverso il web via streaming, la nostra stima durante la programmazione della vostra campagna "Progetto Ecomap" è di un numero di circa 90.000 diversi contatti raggiunti dal comunicato radiofonico.

Cordiali saluti

Alberto Benazzi
Direttore Responsabile
Radio Dolce Vita
Via Alberto Lollo 18
44121 Ferrara
Tel. 0532 188 18 58
Cell. 335 123 25 03



Conclusion

Croatia

The radio campaign was on Radio Split and Radio Sunce in the period April-May 2022. Radio Split broadcasted the radio spot in April, every other day. The total reach of estimated audience was 253,824. Radio Sunce broadcasted the radio spot in the period April-May every other day. The estimated audience was 35,000 people.

TV Jadran aired the video spot for a week in May. The estimated viewership was 7511 people.

Italy

Radio Birikina broadcasted the radio spot for one week in May. The average audience was 1,840,000 people. Radio Piterpan broadcasted the radio spot for one week in May. The average audience was 900,000 people. Radio Bella&Monella broadcasted the radio spot also in May, and the average audience was 745,000 people.

Radio DolceVita broadcasted the radio spot in June 2022, and the average audience was 90,000 people.

TV Antenna 3 broadcasted the video for 15 days and the average viewership was 904,261 people.

Telequattro aired the video for 15 days with an average viewership of 447,360 people.

The message about environmentally responsible behavior reached 288,824 radio listeners and 7,511 TV viewers in Croatia and 3,575,000 radio listeners and 1,351,621 TV viewers in Italy.