

# KANTAR

## TV viewing trends in Latvia

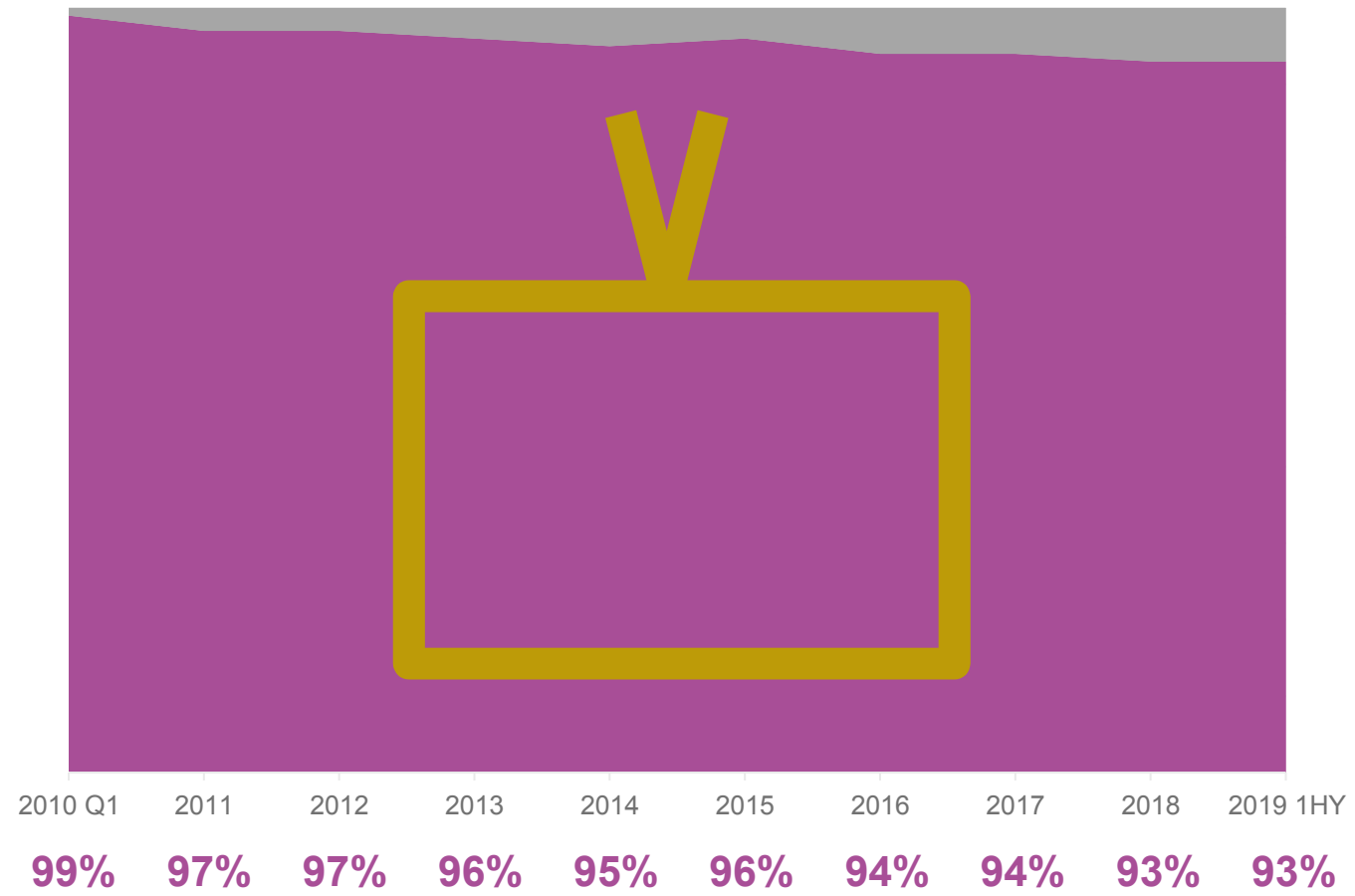
Jūrmala

August 21, 2019

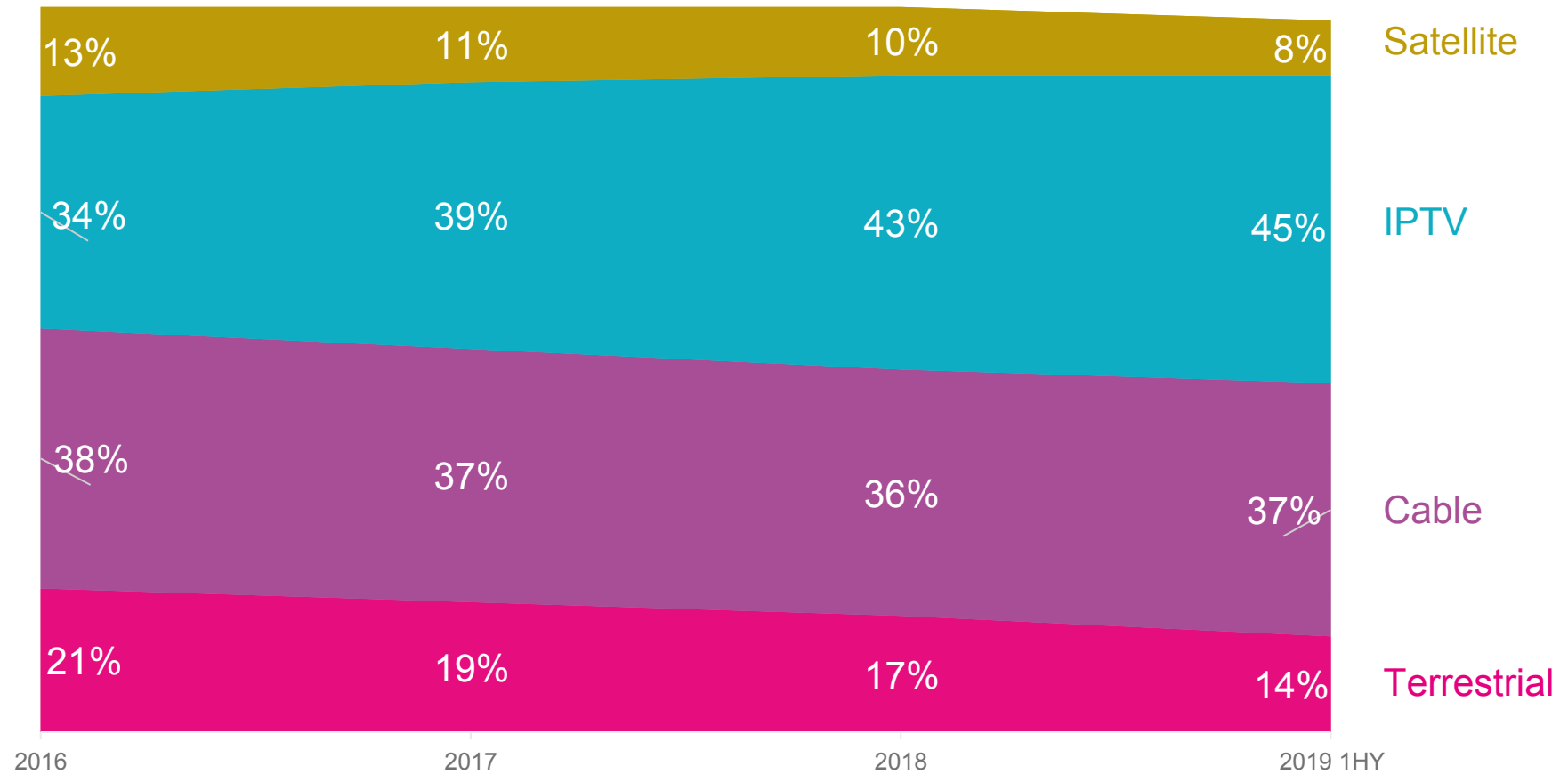


TELCO  
TRENDS | 2019

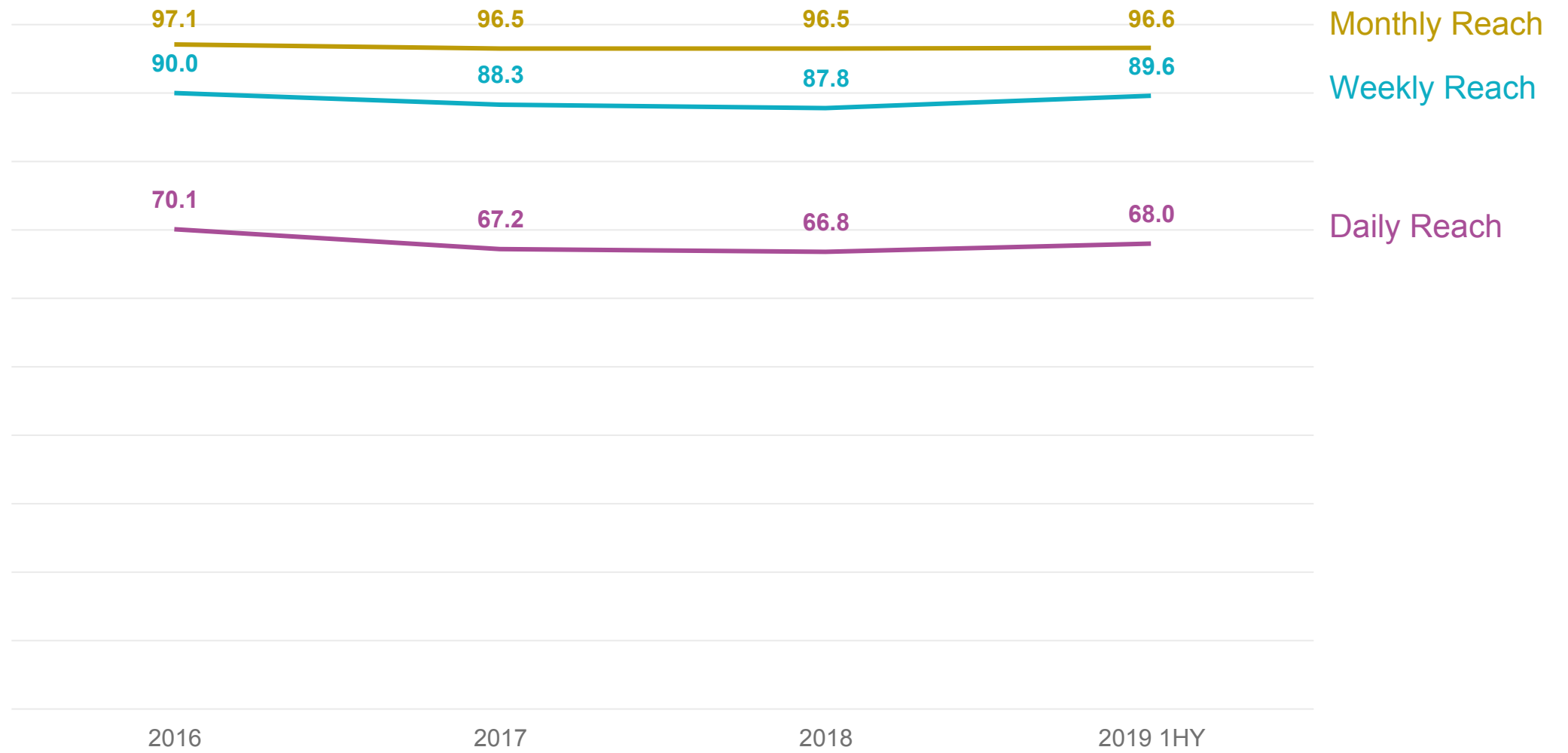
# TV households in Latvia



# Reception types



# Reach 4+



# Measured channels by origin of content

 2016 1HY

 2019 1HY

Local Share **42,0%**

Local Share **37,1%**



Russian Share\* **25,5%+RTR**

Russian Share **27,2%+RTR**

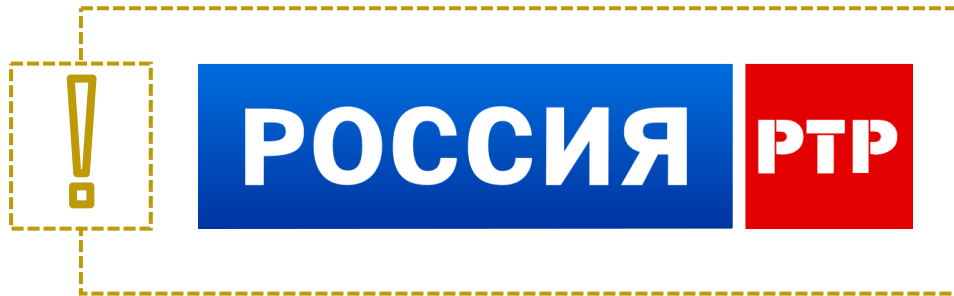


Other Share **3,1%**

Other Share **3,4%**



# RTR Planeta Baltija – banned for three months in 2019, February 4 – May 4



Share in January 5,7%



Share in June 5,0%

## Largest Share gains during ban:



+2,6



+0,9



+0,9

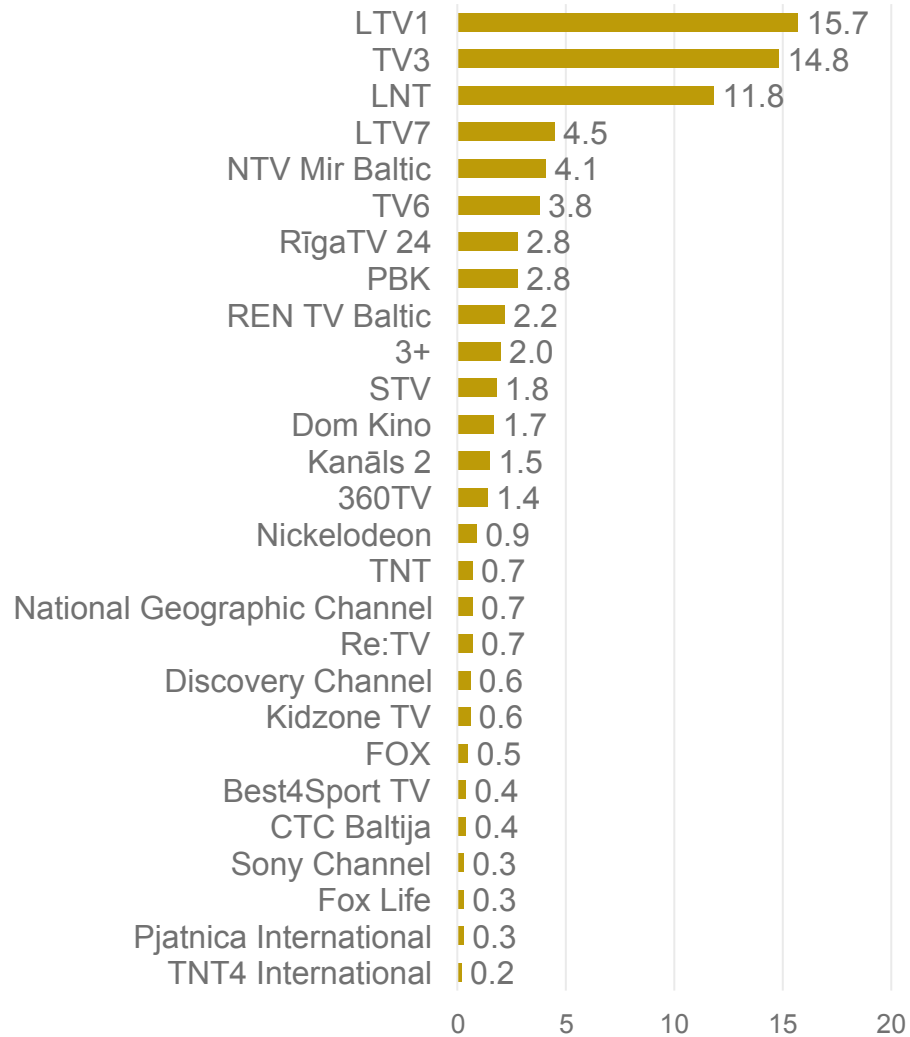
Other Viewing

+1,8

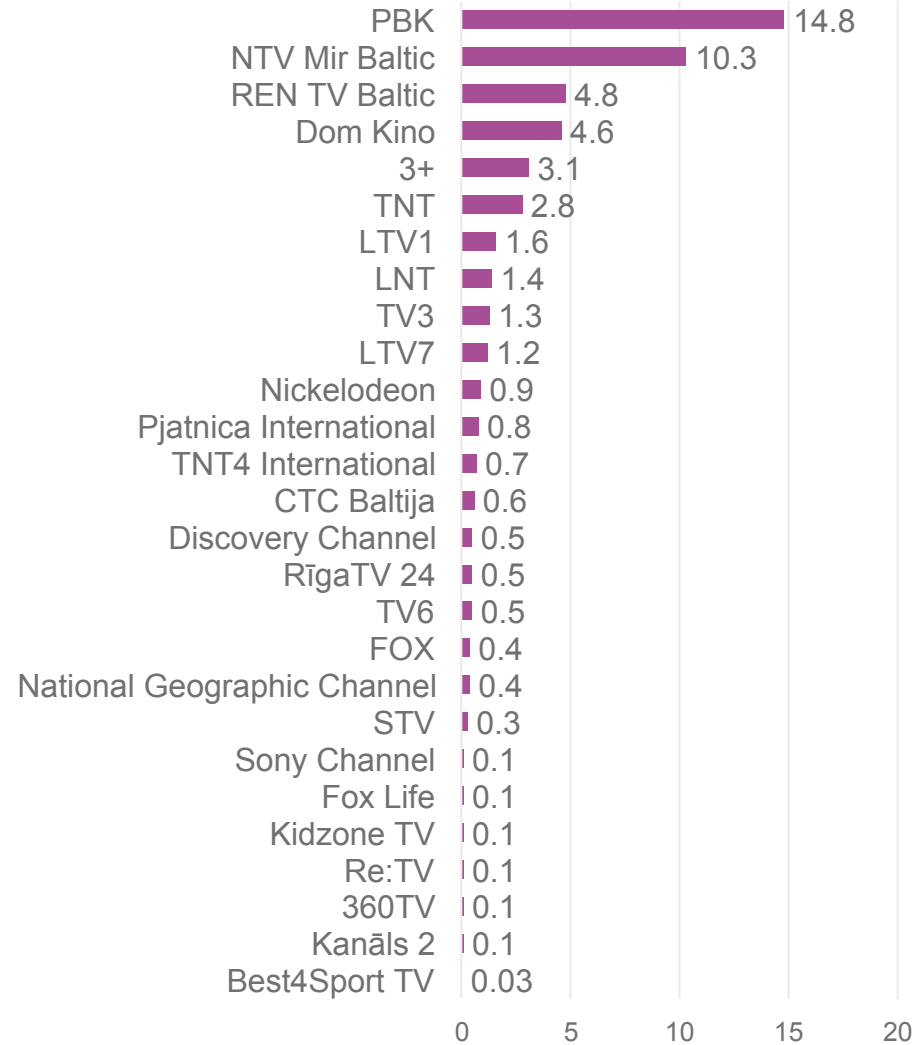
# Share of viewing among Latvians and Other nationalities, 2019 1HY



## Latvian



## Other nationality

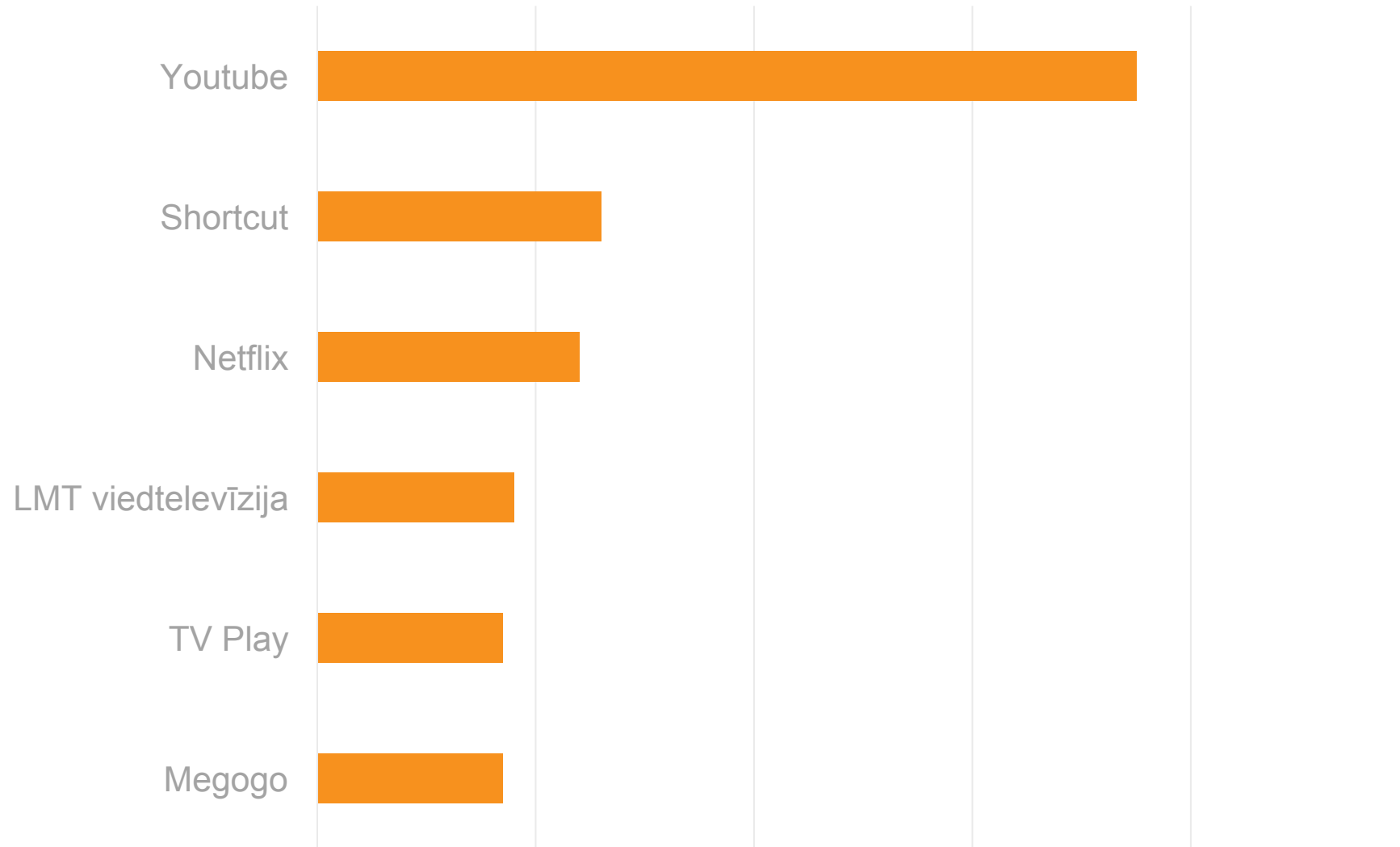


## Most viewed broadcasts among other nationalities in TOP channels, 2019 1HY

Channel	Title	Genre	Rtg%
	Латвийское Время. Вечернее интервью	Current affairs	10,0
	Гадалка	Serials	9,1
	Латвийское Время	Newscast, flashes	9,0
	Ланцет	Serials	8,4
	Дебаты кандидатов в президенты Украины	Political broadcasting	7,8
	Черный пёс	Movies	7,6
	Пустина	Movies	7,0
	Пёс 2	Series	6,5
	Невский	Series	4,6
	Пять минут тишины	Series	4,5
	Перевал Дятлова. Конец истории	General enrichment	4,0
	Обезьяна произошла от человека	General enrichment	3,7
	Новогодний Задорнов	Shows, variety, humour, satire	3,5
	Перевал Дятлова. Оживший свидетель	General enrichment	3,3
	Другая Я	Serials	3,1
	Улицы разбитых фонарей 16	Series	2,5
	Улицы разбитых фонарей 13	Series	2,2
	Ирония судьбы, или С лёгким паром!	Movies	2,2
	Улицы разбитых фонарей 15	Series	1,8
	О чём говорят мужчины	Movies	1,8
	Ёлки новые	Movies	3,9
	Иван Царевич и Серый Волк	Animation	3,3
	Captain America: The Winter Soldier	Movies	3,2
	Valerian and the City of a Thousand Planets	Movies	2,9
	Hunger Games	Movies	2,9



# Internet platforms viewing on TV screen



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