

RADIO I TELEVIZIJA U 2018. RADIO AND TELEVISION BROADCASTING, 2018

1. RADIO

U 2018. radile su 144 radiopostaje. Četiri radiopostaje pokrivala su programom cijelu državu. Ostale radiopostaje bile su regionalne ili lokalne. Prema statusu radiopostaja, 18 radiopostaja smatra se javnom institucijom, 11 je neprofitnih i 115 komercijalnih.

U odnosu na 2017. ukupno emitiranje vlastitog programa u satima smanjilo se za 1,8%. Od toga se emitiranje programa za državne radiopostaje nije bitno promijenilo, regionalne radiopostaje povećale su emitiranje programa za 3,6%, a lokalne radiopostaje smanjile su emitiranje programa za 3,03%.

U vlastitom programu svih radiopostaja prosječni udio informativnog programa bio je 13,1%, od toga u državnim radiopostajama 15,8%, u regionalnim radiopostajama 13,6%, a u lokalnim radiopostajama 12,8%.

Udio marketinških emisija svih radiopostaja bio je 4,7%, od toga u državnim radiopostajama 2,3%, u regionalnim radiopostajama 4,0%, a u lokalnim radiopostajama 5,1%.

Udio žena u ukupnom broju zaposlenih bio je 44,4%.

RADIO BROADCASTING

In 2018, there were 144 radio stations in operation. There were four stations that broadcasted throughout the whole territory of the Republic of Croatia. Others were either regional or local ones. According to their status, 18 stations were public, 11 were non-profit and 115 were independent.

As compared to 2017, the total broadcast of own programme expressed in hours decreased by 1.8%, out of which the broadcast of state-owned radio stations did not significantly change, the broadcast of regional stations increased by 3.6%, while the broadcast of local ones decreased by 3.03%.

The average share of news and information programme in own programmes of all radio stations was 13.1%, out of which the programme in the state-owned radio stations reached 15.8%, in regional ones 13.6% and in local ones 12.8%.

The share of advertising spots in all radio stations was 4.7%, out of which this kind of programme in the state-owned radio stations reached 2.3%, in the regional ones 4.0% and in the local ones 5.1%.

The share of women in the total number of persons in employment was 44.4%.

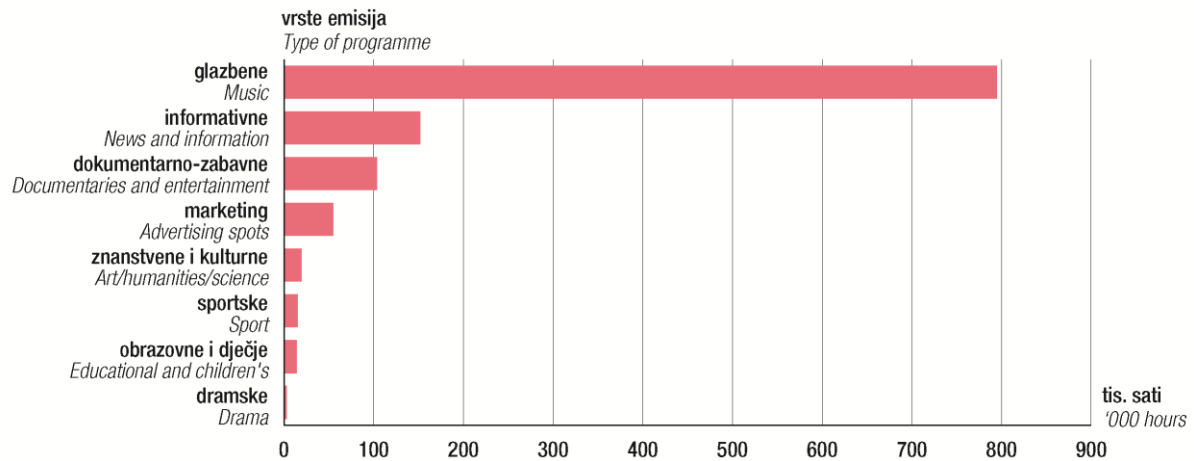
1.1. RADIOPOSTAJE PREMA PODRUČJU KOJE POKRIVAJU I VLASTITOM RADIOPROGRAMU PREMA VRSTAMA EMISIJA U 2018. RADIO STATIONS, BY BROADCASTING AREA AND OWN RADIO PROGRAMME, BY TYPE OF PROGRAMME, 2018

	Radiopostaje Radio stations	Emisije radioprograma ¹⁾ , sati Radio programmes ¹⁾ , hours								
		ukupno Total	informativne News and information	dokumentarno- zabavne Documentaries and entertainment	dramske Drama	znanstvene i kulturne Art/humanities /science	obrazovne i dječje Educational and children's	glazbene Music	sportske Sport	marketing Advertising spots
Ukupno Total	144	1 156 787	151 966	103 680	2 928	19 421	14 229	794 836	14 986	54 741
Državne State	4	61 141	9 701	3 402	640	2 632	1 158	41 042	1 144	1 422
Regionalne Regional	23	196 821	26 801	23 696	227	2 662	1 256	131 385	2 950	7 844
Lokalne (uže područje) Local (narrow area)	117	898 825	115 464	76 582	2 061	14 127	11 815	622 409	10 892	45 475

1) Iskazane su emisije radioprograma emitiranoga iz vlastite radiopostaje, i to emisije iz samostalne vlastite proizvodnje i koprodukcije s drugim radiopostajama.

1) Presenting programmes of in-house broadcasted radio programme, including programmes of own production and co-production with other radio stations.

G-1.1. VLASTITI RADIOPROGRAM PO VRSTAMA EMISIJA U SATIMA U 2018.
OWN RADIO PROGRAMME, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2018



1.2. RADIOPOSTAJE, ODAŠILJAČI I ZAPOSLENI TE PROIZVODNJA RADIOEMISIJA U SATIMA PO ŽUPANIJAMA U 2018.
RADIO STATIONS, TRANSMITTERS AND PERSONS IN EMPLOYMENT, RADIO PROGRAMME PRODUCTION EXPRESSED IN HOURS, BY COUNTIES, 2018

Županija County of	Radio- postaje Radio stations	Odašiljači Transmitters		Zaposleni ¹⁾ Persons in employment ¹⁾						Proizvodnja radioemisija, sati Programme production, hours			
		broj Number	jačina, kW Power, kW	ukupno Total		od toga Out of which				ukupno Total	samostalna vlastita proizvodnja Own production	koprodukcija s drugim radio- postajama Co- production with other radio stations	proizvodnja drugih radiopostaja Production of other radio stations
						povezani s radom emisija Directly engaged in production of radio programmes		s punim radnim vremenom Full-time					
				svoga All	žene Women	svoga All	žene Women	svoga All	žene Women				
Republika Hrvatska Republic of Croatia	144	649	1 150,31	4 035	1 790	3 586	1 496	3 911	1 744	1 188 962	1 141 264	15 523	32 175
Zagrebačka Zagreb	10	14	7,172	59	28	55	24	51	26	78 080	76 107	564	1 409
Krapinsko-zagorska Krapina-Zagorje	5	15	2,717	44	26	33	18	39	23	43 800	43 216	233	351
Sisačko-moslavačka Sisak-Moslavina	6	10	7,208	40	22	35	19	38	20	52 560	52 185	178	197
Karlovačka Karlovac	5	8	6,55	30	14	28	14	29	14	43 800	43 440	295	65
Varaždinska Varaždin	7	10	6,01	43	19	34	15	33	14	61 320	60 554	21	745
Koprivničko-križevačka Koprivnica-Križevci	5	9	49,4	58	35	43	25	54	32	43 800	43 701	-	99
Bjelovarsko-bilogorska Bjelovar-Bilogora	6	10	8,598	38	23	34	20	37	23	48 779	42 759	438	5 582
Primorsko-goranska Primorje-Gorski kotar	9	17	22,782	82	33	70	25	79	32	78 822	77 062	216	1 544
Ličko-senjska Lika-Senj	3	6	4	19	11	18	10	18	11	26 280	26 280	-	-
Virovitičko-podravska Virovitica-Podravina	5	8	4,588	37	16	35	14	34	15	40 840	39 554	705	581
Požeško-slavonska Požega-Slavonia	2	4	4,7	11	7	8	4	11	7	17 520	17 472	22	26
Brodsko-posavska Slavonski Brod-Posavina	6	9	8,35	37	23	29	16	36	23	46 858	43 267	567	3 024
Zadarska Zadar	5	10	22,15	59	22	47	14	55	21	36 247	36 157	-	90
Osječko-baranjska Osijek-Baranja	12	25	39,116	101	36	93	30	97	36	89 404	82 523	41	6 840
Šibensko-kninska Šibenik-Knin	4	9	7,105	49	20	44	18	32	15	35 031	32 707	1 064	1 260
Vukovarsko-srijemska Vukovar-Sirmium	6	11	14,52	53	23	47	18	53	23	37 520	36 912	608	-
Splitsko-dalmatinska Split-Dalmatia	12	37	76,06	119	62	105	50	102	53	98 621	93 675	941	4 005
Istarska Istria	8	26	34,305	105	41	90	31	83	35	62 886	57 033	4 476	1 377
Dubrovačko-neretvanska Dubrovnik-Neretva	10	26	13,211	78	39	67	29	70	35	66 385	58 223	3 603	4 559
Međimurska Međimurje	4	8	2,782	27	9	26	8	21	8	34 310	33 310	1 000	-
Grad Zagreb City of Zagreb	14	377	808,986	2 946	1 281	2 645	1 094	2 939	1 278	146 099	145 127	551	421

1) Vidi Metodološka objašnjenja.
 1) See Notes on Methodology.

2. TELEVIZIJA

TELEVISION BROADCASTING

Za 2018. prikazani su podaci za 30 televizijskih centara. Prema statusu televizija, jedna je javna televizija, a 29 je komercijalnih televizija. Ukupan broj sati programa emitiranoga iz matičnoga televizijskog centra (bez emitiranja preko satelita) povećao se za 0,4%, a program emitiran preko satelita smanjio se za 10,6. Udio informativno-dokumentarnih emisija svih televizijskih centara iznosio je 24,7%, od toga na televizijama koje pokrivaju cijelu državu (u nastavku teksta: državne televizije) 20,2%, na regionalnim televizijama 25,6%, a na lokalnim televizijama 34,6%. Udio komercijalnog programa, sadržaja izvan emisija i izvanprogramskog sadržaja svih televizijskih centara iznosio je 21,3%, od toga na državnim televizijama 10,2%, na regionalnim televizijama 28,9%, a na lokalnim televizijama 31,0%.

In 2018, data on 30 TV broadcasters were presented. By status, there was one public and 29 independent TV broadcasters. The total number of in-house broadcasted hours of programme (without satellite transmissions) increased by 0.4% and the satellite transmission decreased by 10.6%. The share of information and documentary programmes of all TV broadcasters was 24.7%, out of which TV broadcasters that cover the whole territory of the Republic of Croatia (hereinafter referred to as state TV broadcasters) participated with 20.2%, regional TV broadcasters with 25.6% and local ones with 34.6%. The share of commercial programme and non-programme contents of all TV broadcasters was 21.3%, out of which the state TV broadcasters participated with 10.2%, the regional ones with 28.9% and the local ones with 31.0%.

2.1. TELEVIZIJE PREMA PODRUČJU KOJE POKRIVAJU I PROGRAMU EMITIRANOME IZ MATIČNOGA TELEVIZIJSKOG CENTRA PREMA EMISIJAMA U SATIMA U 2018.

TV BROADCASTERS, BY BROADCASTING AREA AND IN-HOUSE BROADCASTED TV PROGRAMME, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2018

	Televizije TV broadcasters	Ukupno sati Total hours	Vrste emisija, sati Type of programme, hours									
			informativno- dokumentarne Information and documentary	specijalizi- rane Special	obrazovno- odgojne Education	igrane Fiction	glazbene Music	zabavne Entertainment	dječje i program za mladež Children's and youth	sportske Sport	komercijalne Commercial	sadržaji izvan emisija i izvan- programski sadržaji Non -programme contents
Ukupno Total	30	229 875	56 762	15 349	6 827	37 742	27 119	19 305	6 325	11 422	32 691	16 333
Državne State	9	97 222	19 598	2 805	4 418	32 189	11 117	7 288	2 293	7 618	7 217	2 679
Regionalne Regional	14	97 251	24 927	10 010	1 698	5 101	12 531	9 091	3 174	2 572	21 161	6 986
Lokalne (uže područje) Local (narrow area)	7	35 402	12 237	2 534	711	452	3 471	2 926	858	1 232	4 313	6 668

2.2. TELEVIZIJE PREMA PODRUČJU KOJE POKRIVAJU, EMITIRANJU I TRAJANJU PROGRAMA U SATIMA U 2018.

TV BROADCASTERS, BY BROADCASTING AREA, BROADCASTING AND DURATION OF PROGRAMMES EXPRESSED IN HOURS, 2018

	Trajanje programa u godini Duration of programmes in reference year					Satelitski program Satellite programme	Prijenos programa stranih televizijskih centara Transmission of foreign TV broadcasters, hours
	ukupno Total	prvi program Channel 1	drugi program Channel 2	treći program Channel 3	četvrti program Channel 4		
Ukupno Total	229 875	203 598	8 759	8 759	8 759	8 439	1 470
Državne State	97 222	70 945	87 59	8 759	8 759	2 505	621
Regionalne Regional	97 251	97 251	-	-	-	-	339
Lokalne (uže područje) Local (narrow area)	35 402	35 402	-	-	-	5 934	510

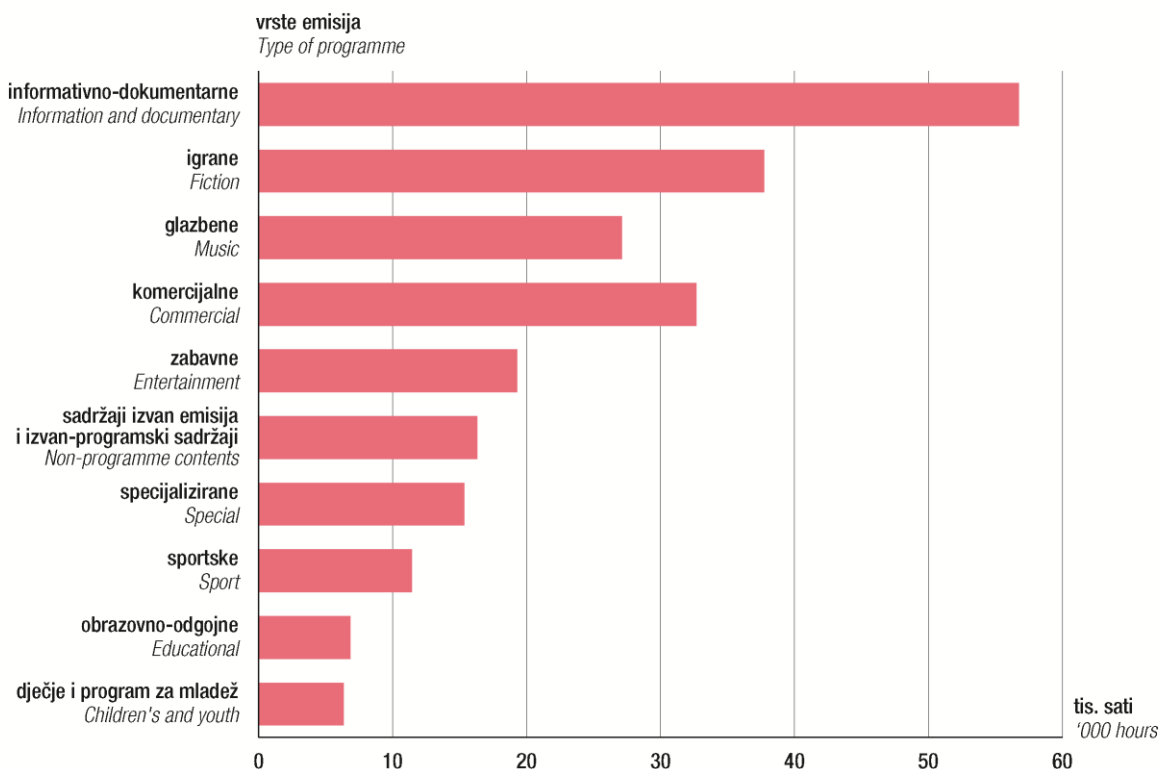
2.3. ZAPOSLENI, EMITIRANJE I PRIENOS TELEVIZIJSKOG PROGRAMA U SATIMA U 2018.
PERSONS IN EMPLOYMENT, TRANSMISSION OF TV PROGRAMME EXPRESSED IN HOURS, 2018

	Televizije TV broadcasters	Zaposleni ¹⁾ Persons in employment ¹⁾						Emisije televizijskog programa emitiranoga iz matičnoga televizijskog centra, sati In-house broadcasted TV programme, hours	
		ukupno Total		od toga Out of that				ukupno Total	od toga reprizni program Out of that, repeats
		svega All	žene Women	vezani za rad emisija Directly engaged in production of TV programmes		s punim radnim vremenom Full-time			
				svega All	žene Women	svega All	žene Women		
Ukupno Total	30	3 986	1 723	3 352	1 334	3 918	1 695	229 875	96 665
Državne State	9	3 495	1 523	2 939	1 191	3 489	1 522	97 222	44 226
Regionalne Regional	14	348	144	290	104	301	125	97 251	38 836
Lokalne (uže područje) Local (narrow area)	7	143	56	123	39	128	48	35 402	13 603

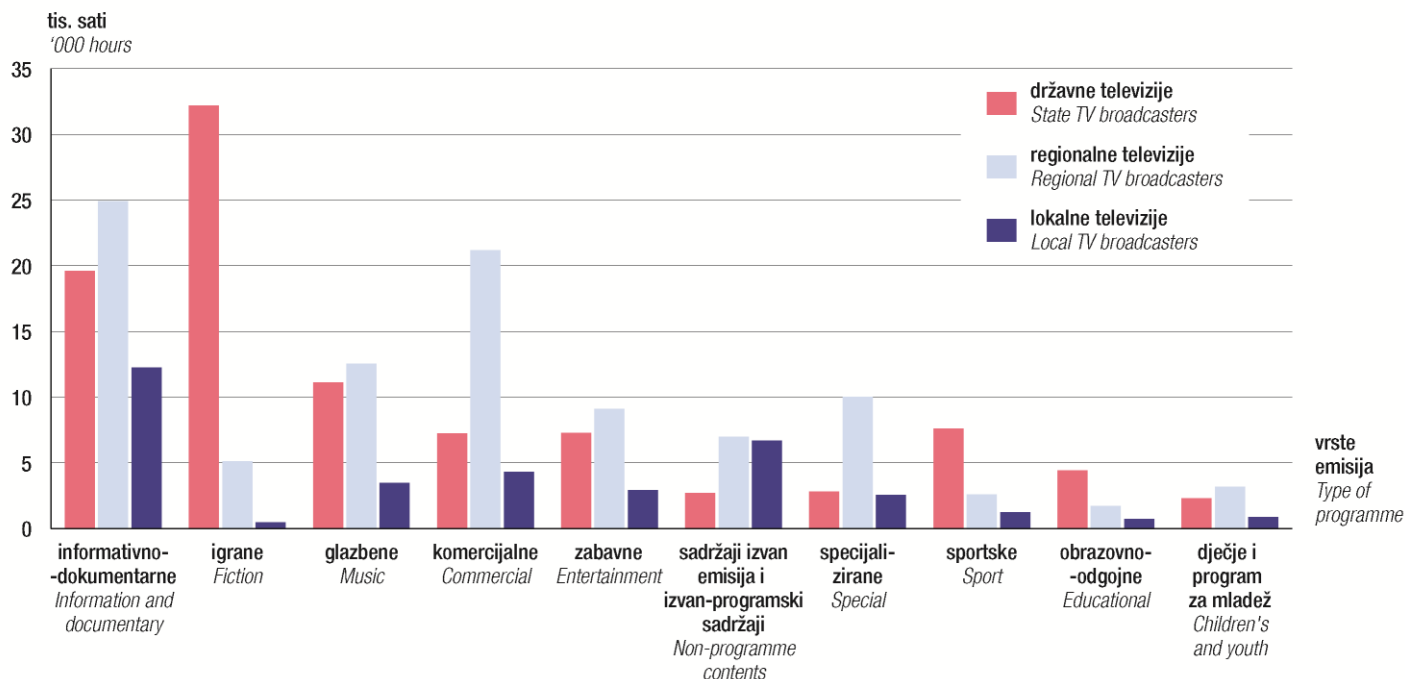
1) Vidi Metodološka objašnjenja.

1) See Notes on Methodology.

G-2.1. TELEVIZIJSKI PROGRAM EMITIRAN IZ MATIČNOG TV CENTRA PO VRSTAMA EMISIJA U SATIMA U 2018.
IN-HOUSE BROADCASTED TV PROGRAMME, BY TYPE OF PROGRAMMES EXPRESSED IN HOURS, 2018



G-2.2. TELEVIJSKI PROGRAM DRŽAVNIH, REGIONALNIH I LOKALNIH TELEVIJAZA PO VRSTAMA EMISIJA U SATIMA U 2018.
TV PROGRAMME OF STATE, REGIONAL AND LOCAL TV BROADCASTERS, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2018



METODOLOŠKA OBJAŠNENJA

Izvori i metode prikupljanja podataka

Podaci su rezultat godišnje obrade statističkih podataka koji se prikupljaju obrascima Godišnji izvještaj radija (obrazac RADIO-1) i Godišnji izvještaj televizije (obrazac TV-1).

Obuhvat i usporedivost

Istraživanja obuhvaćaju radiopostaje i televizijske centre koji imaju licenciju za rad na području Republike Hrvatske. Podaci su usporedivi s podacima iz prethodnih godina osim podataka o zaposlenima. Kako su podaci namijenjeni isključivo za statističke svrhe, ne objavljuju se kao pojedinačni – prema nazivu ustanove – i na taj su način zaštićeni.

Republika Hrvatska podijeljena je na devet digitalnih regija (s nazivima D1 – D9) koje su sastavljene od dviju ili više županija ili dijelova županija. Uz njih postoji i šest manjih gradskih digitalnih regija (D41, D51, D52, D71, D72 i D81).

U svim digitalnim regijama analogni odašiljači koji su emitirali programe nacionalnih televizijskih nakladnika ugašeni su, odnosno proces prelaska na digitalno odašiljanje dovršen je 5. listopada 2010.

Definicije i objašnjenja

Radiopostaje i televizijski centri jesu institucije koje putem radioodašiljača odnosno televizijskih odašiljača i televizijskih pretvarača emitiraju program namijenjen javnosti.

Prema područnom pokrivanju, radiopostaje i televizije mogu pokrivati cijelu državu, tj. program se može pratiti na cjelokupnom području Republike Hrvatske, u regiji ili užem području.

Prema statusu, radiopostaje mogu biti javne, neprofitne i komercijalne, a televizije mogu biti javne i komercijalne.

NOTES ON METHODOLOGY

Sources and methods of data collection

Data published in this First Release are the result of annual processing of statistical data that are collected through the Annual Report on Radio Broadcast (RADIO-1 form) and the Annual Report on Television Broadcast (TV-1 form).

Coverage and comparability

Surveys cover radio stations and TV broadcasters that have a licence for the operation on the territory of the Republic of Croatia. Data are comparable to those from previous years, except for those on persons in employment. Since the data are used solely for statistical purposes, they are not published individually – by name of the institution, which makes them confidential.

The Republic of Croatia is divided into nine digital coverage areas (called D1 – D9), which consist of two or more counties or parts thereof. In addition, there are also six smaller urban areas (D41, D51, D52, D71, D72 and D81).

Analogue transmitters in all digital coverage areas that transmitted programmes of national TV broadcasters have been turned off, that is, the process of transition to digital transmission ended on 5 October 2010.

Definitions and explanations

Radio stations and TV broadcasters are institutions that broadcast programme for the public via radio and TV transmitters and TV converters.

According to the territorial coverage, radio stations and TV broadcasters can cover the whole country, that is, the programme can be received on the whole territory of the Republic of Croatia, in a particular region or in a particular narrow area.

According to status, radio stations and TV broadcasters can be public, non-profit and independent, while television channels can be public and independent.

Radioprogram emitiran iz vlastite radiopostaje čine samostalno proizvedene emisije, koprodukcije s drugim radiopostajama i emisije koje su proizvele druge radiopostaje.

Podrijetlo programa emitiranoga iz matičnoga televizijskog centra može biti vlastita proizvodnja, proizvodnja drugih domaćih proizvođača i inozemna proizvodnja. Program emitiran satelitom jest program emitiran iz matičnoga televizijskog centra.

Efektivna izračena snaga jest parametar koji definira snagu radiopostaje i televizije, a time posredno i njezino područje pokrivanja, koje, osim o snazi, ovisi i o visini antenskog sustava te reljefu.

Zaposleni prikazani u tablicama 1.2. i 2.3. uključuju osoblje koje radi na Hrvatskom radiju i Hrvatskoj televiziji jer je, u skladu sa Statutom (NN, br. 14/13.), Hrvatska radiotelevizija ustrojena kao jedna ustanova.

Teritorijalni ustroj

Podaci po županijama prikazani su prema Zakonu o područjima županija, gradova i općina u Republici Hrvatskoj (NN, br. 86/06.) sa stanjem na dan 31. prosinca 2018.

Kratice

kW kilovat
NN Narodne novine
tis. tisuća

Znakovi

- nema pojave

In-house broadcasted radio programme includes programmes made either in own production or in co-production with other radio stations or those produced by other radio stations.

The origin of the in-house broadcasted programme can be own production, production of other domestic producers and foreign production. Satellite programme is an in-house broadcasted programme.

Effective radiated power is a parameter that defines the power of the radio station and television. It indirectly includes their transmission area, which, apart from the power, also depends on the altitude of the antenna system and the relief.

Persons in employment presented in tables 1.2. and 2.3. also include staff working for both Hrvatski radio and Hrvatska televizija due to the fact that Hrvatska radiotelevizija is, according to its Statute (NN, No. 14/13), organised as a single institution.

Territorial constitution

Data by counties are presented on the basis of the Act on Territories of Counties, Towns and Municipalities in the Republic of Croatia (NN, No. 86/06) with the situation as on 31 December 2018.

Abbreviations

kW kilowatt
NN Narodne novine, official gazette of the Republic of Croatia
'000 thousand

Symbols

- no occurrence

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