

Variable	Target	Date	Activity	Platform									
3/24/2025	SHR %	dividuals	23.03.2025	Live	All								
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ		
02:00:00 - 04:59:59	6.1	8.1	8.6	6.7	13.0	7.3	2.9	0.7	0.6	4.3	41.8		
05:00:00 - 05:14:59	8.4	8.0	6.0	6.7	11.4	4.3	5.4	0.5	0.0	7.1	42.1		
05:15:00 - 05:29:59	12.9	7.5	7.3	7.5	5.1	5.0	10.7	1.7	0.1	5.0	37.3		
05:30:00 - 05:44:59	10.2	8.7	10.0	8.9	7.8	4.8	12.3	2.0	0.0	2.3	33.1		
05:45:00 - 05:59:59	12.0	8.3	12.9	6.6	12.4	3.9	11.5	1.5	0.0	2.2	28.7		
06:00:00 - 06:14:59	15.7	8.9	12.9	3.7	13.3	4.4	9.9	1.5	0.1	2.5	27.2		
06:15:00 - 06:29:59	17.4	9.8	6.9	3.9	11.7	5.7	12.5	2.1	0.1	1.2	28.8		
06:30:00 - 06:44:59	15.3	8.8	5.8	3.8	12.5	8.4	13.2	2.5	0.3	0.3	29.1		
06:45:00 - 06:59:59	14.4	8.3	7.3	7.0	15.9	8.7	10.8	2.5	0.0	0.1	25.0		
07:00:00 - 07:14:59	13.6	6.7	10.1	4.7	20.8	8.5	10.8	0.2	0.1	2.4	22.0		
07:15:00 - 07:29:59	15.3	7.1	12.5	5.2	20.0	9.6	9.6	0.0	0.5	2.8	17.2		
07:30:00 - 07:44:59	11.5	7.5	7.2	5.3	18.6	14.9	13.6	0.0	2.2	1.9	17.2		
07:45:00 - 07:59:59	9.2	5.0	12.1	4.7	20.7	16.4	8.1	1.9	1.2	0.8	19.9		
08:00:00 - 08:14:59	9.5	5.1	13.2	4.7	15.4	16.6	9.4	4.9	0.9	0.7	19.6		
08:15:00 - 08:29:59	8.8	4.1	14.7	5.5	19.8	10.5	7.8	7.5	0.0	0.8	20.5		
08:30:00 - 08:44:59	7.7	4.0	11.0	5.9	18.4	11.1	5.9	9.6	0.2	2.4	23.9		
08:45:00 - 08:59:59	8.7	5.5	11.2	5.5	17.2	10.9	4.8	8.0	0.5	2.0	25.4		
09:00:00 - 09:14:59	9.9	8.2	9.5	6.1	15.4	8.2	5.2	9.8	0.1	0.5	27.1		
09:15:00 - 09:29:59	9.6	5.4	10.2	5.7	16.5	9.0	5.6	10.5	0.2	0.5	26.9		
09:30:00 - 09:44:59	9.2	7.7	10.5	7.6	13.6	7.9	4.8	11.7	0.6	0.3	26.1		
09:45:00 - 09:59:59	9.4	8.3	13.1	9.0	14.0	5.5	3.4	11.2	0.9	0.1	25.1		
10:00:00 - 10:14:59	9.6	6.2	16.0	7.2	14.8	4.1	3.3	11.2	1.1	0.0	26.5		
10:15:00 - 10:29:59	10.3	6.2	15.4	6.3	12.6	5.1	4.0	9.4	1.3	0.0	29.6		
10:30:00 - 10:44:59	8.2	6.5	17.3	5.2	14.5	3.5	2.9	8.9	1.5	0.0	31.4		
10:45:00 - 10:59:59	11.2	7.6	19.8	5.8	14.0	3.1	3.0	2.8	1.5	0.2	31.1		
11:00:00 - 11:14:59	11.2	7.5	20.3	6.1	12.4	4.1	3.5	1.5	2.5	0.4	30.5		
11:15:00 - 11:29:59	10.6	8.5	20.5	5.6	10.4	5.2	4.1	1.5	3.8	0.4	29.4		
11:30:00 - 11:44:59	11.1	10.8	20.3	4.9	7.2	5.7	4.0	1.2	3.9	0.4	30.5		
11:45:00 - 11:59:59	12.3	9.6	21.9	5.3	5.1	6.3	4.0	0.9	4.2	0.5	30.0		
12:00:00 - 12:14:59	11.7	8.6	23.7	6.3	5.2	5.6	6.2	0.9	3.7	0.8	27.2		
12:15:00 - 12:29:59	13.7	6.0	22.6	8.5	4.8	4.7	6.9	1.0	3.6	1.4	26.8		
12:30:00 - 12:44:59	12.8	6.4	20.3	8.7	3.6	5.8	7.4	1.4	4.1	0.9	28.5		
12:45:00 - 12:59:59	17.6	4.8	19.0	9.7	3.5	4.8	7.6	1.7	3.7	0.9	26.7		
13:00:00 - 13:14:59	17.6	7.6	17.9	8.6	4.7	6.0	3.8	2.6	4.6	1.1	25.5		
13:15:00 - 13:29:59	13.6	7.7	17.1	10.3	4.3	7.9	2.6	4.2	5.1	1.3	25.9		
13:30:00 - 13:44:59	10.3	5.1	14.0	11.4	4.3	7.0	4.3	8.5	4.7	1.3	29.0		
13:45:00 - 13:59:59	8.7	3.7	13.7	10.1	9.0	4.8	4.2	11.9	3.2	1.3	29.4		
14:00:00 - 14:14:59	9.3	1.6	13.4	5.5	12.2	6.4	5.6	12.3	2.8	1.4	29.5		
14:15:00 - 14:29:59	10.9	2.2	12.3	4.3	7.9	6.1	7.3	12.9	2.9	1.7	31.5		
14:30:00 - 14:44:59	11.0	3.0	15.4	3.0	5.5	5.3	5.9	14.4	3.1	1.3	32.1		
14:45:00 - 14:59:59	8.8	2.4	16.9	4.3	6.2	5.3	4.0	14.3	4.1	1.0	32.7		
15:00:00 - 15:14:59	8.2	3.9	15.3	6.5	7.6	3.3	2.9	14.7	4.2	1.2	32.3		
15:15:00 - 15:29:59	7.3	6.3	17.3	5.1	6.2	3.1	3.1	10.6	4.8	1.2	35.0		
15:30:00 - 15:44:59	8.9	7.6	14.7	4.8	7.9	3.6	3.9	8.9	2.9	1.1	35.8		
15:45:00 - 15:59:59	10.6	9.3	15.3	4.3	9.8	3.5	3.5	3.4	3.6	1.0	35.8		
16:00:00 - 16:14:59	12.2	8.9	15.9	5.7	6.8	3.2	4.8	3.1	3.1	2.2	33.9		
16:15:00 - 16:29:59	13.5	6.5	18.1	8.6	7.8	3.6	4.2	2.7	2.1	2.2	30.7		
16:30:00 - 16:44:59	14.4	7.0	15.9	9.9	8.8	3.2	5.2	2.4	2.1	2.2	29.0		
16:45:00 - 16:59:59	14.7	7.1	16.4	13.3	4.8	3.1	4.5	2.2	2.1	2.7	29.3		
17:00:00 - 17:14:59	13.0	7.3	14.5	18.3	5.6	3.1	2.4	2.2	2.4	2.6	28.5		
17:15:00 - 17:29:59	12.2	7.3	14.6	18.0	7.3	1.4	2.4	2.6	2.7	2.3	29.1		
17:30:00 - 17:44:59	9.0	7.3	15.8	19.8	7.1	1.1	3.2	3.0	3.0	2.8	27.9		
17:45:00 - 17:59:59	7.6	7.6	10.8	20.8	5.9	4.8	4.8	3.2	2.5	2.5	29.5		
18:00:00 - 18:14:59	8.4	5.9	7.9	23.8	3.9	9.4	6.1	3.7	3.3	1.5	26.1		
18:15:00 - 18:29:59	8.0	6.1	7.6	21.6	7.0	9.0	6.3	4.3	3.6	1.0	25.4		
18:30:00 - 18:44:59	6.9	4.4	10.4	19.1	7.1	12.2	6.6	4.5	2.7	1.2	25.0		
18:45:00 - 18:59:59	7.2	6.7	17.3	16.5	6.6	10.8	4.8	2.6	1.3	1.5	24.7		
19:00:00 - 19:14:59	7.2	6.8	30.9	14.4	4.7	9.0	2.5	1.0	0.5	1.1	21.8		
19:15:00 - 19:29:59	6.9	7.2	36.6	13.6	3.3	7.7	2.2	0.3	0.5	1.2	20.6		

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	dividuals	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	7.1	5.8	41.5	13.3	3.2	3.7	2.7	0.5	0.6	1.1	20.5	
19:45:00 - 19:59:59	9.4	4.8	36.5	11.5	6.1	2.9	3.6	1.4	1.1	1.4	21.3	
20:00:00 - 20:14:59	8.1	6.0	38.9	10.3	7.2	2.0	4.6	0.9	0.6	0.8	20.5	
20:15:00 - 20:29:59	6.5	8.5	45.1	7.7	4.7	1.5	5.2	0.7	0.4	1.1	18.5	
20:30:00 - 20:44:59	5.7	8.1	46.6	5.1	5.3	2.0	6.2	0.7	0.3	1.3	18.6	
20:45:00 - 20:59:59	5.1	11.8	41.6	4.5	4.6	2.6	7.2	1.0	0.3	1.0	20.2	
21:00:00 - 21:14:59	7.8	11.0	25.8	10.5	8.0	2.7	4.7	1.8	1.6	1.6	24.5	
21:15:00 - 21:29:59	8.8	13.3	20.3	10.8	8.4	2.4	5.2	2.1	1.8	1.5	25.4	
21:30:00 - 21:44:59	9.8	12.5	13.0	11.0	7.8	2.5	7.3	3.1	3.4	1.8	27.9	
21:45:00 - 21:59:59	9.6	13.8	14.3	12.7	7.5	1.9	4.8	2.4	3.6	1.9	27.4	
22:00:00 - 22:14:59	9.4	16.8	15.0	10.8	7.3	3.4	3.2	1.9	2.7	2.1	27.5	
22:15:00 - 22:29:59	9.2	15.9	15.0	11.6	6.3	3.6	3.2	1.2	3.1	1.8	29.0	
22:30:00 - 22:44:59	13.6	11.7	12.3	12.9	5.9	4.2	3.2	2.2	1.5	1.6	31.0	
22:45:00 - 22:59:59	11.6	14.6	10.2	10.5	8.4	3.0	4.0	2.5	1.6	2.4	31.4	
23:00:00 - 23:14:59	16.1	15.2	11.1	7.8	4.4	4.6	4.3	1.8	1.6	2.2	31.0	
23:15:00 - 23:29:59	15.0	14.3	13.5	6.0	5.4	4.8	3.8	1.9	1.6	2.4	31.4	
23:30:00 - 23:44:59	16.5	13.7	15.2	6.1	4.7	2.7	3.0	2.1	1.7	2.5	31.8	
23:45:00 - 23:59:59	19.1	14.3	8.7	6.4	5.2	4.1	3.1	2.5	1.7	2.9	32.2	
24:00:00 - 24:14:59	19.7	6.8	7.9	9.4	7.4	2.7	3.6	3.0	1.2	3.3	34.9	
24:15:00 - 24:29:59	20.5	7.5	6.7	9.6	5.5	3.0	3.2	3.5	1.0	2.8	36.8	
24:30:00 - 24:44:59	21.8	9.3	7.1	7.9	6.5	3.3	2.9	1.3	0.4	1.8	37.9	
24:45:00 - 24:59:59	13.2	12.0	6.7	7.6	9.2	3.9	4.4	1.4	0.7	2.2	38.7	
25:00:00 - 25:14:59	12.2	12.2	5.8	11.6	4.7	5.8	2.4	0.8	1.3	2.9	40.3	
25:15:00 - 25:29:59	11.4	12.9	6.8	11.9	4.3	3.4	2.7	1.7	1.3	2.4	41.2	
25:30:00 - 25:44:59	12.6	8.4	6.2	12.9	5.9	4.0	3.3	1.7	0.3	2.7	42.0	
25:45:00 - 25:59:59	12.5	7.7	8.2	13.6	4.8	3.7	2.8	1.4	0.1	3.0	42.0	
Average Columns	10.6	8.5	18.2	9.7	7.7	4.9	4.6	3.7	2.0	1.6	28.5	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	18-54	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
02:00:00 - 04:59:59	6.0	8.0	6.9	7.1	13.8	6.7	3.0	0.4	0.1	1.4	46.7	
05:00:00 - 05:14:59	5.0	6.3	13.4	6.1	8.6	9.0	2.0	0.0	0.0	0.0	49.5	
05:15:00 - 05:29:59	6.0	6.1	16.1	7.9	1.2	10.9	2.8	0.0	0.0	0.0	48.9	
05:30:00 - 05:44:59	6.1	7.9	17.2	9.2	4.3	10.5	2.2	0.0	0.0	0.0	42.7	
05:45:00 - 05:59:59	9.5	9.4	15.5	8.3	3.8	10.5	2.8	0.0	0.0	0.4	39.8	
06:00:00 - 06:14:59	12.4	9.0	14.5	7.6	3.2	9.6	3.6	0.0	0.0	1.3	38.8	
06:15:00 - 06:29:59	14.3	8.2	13.6	4.8	3.9	5.3	7.2	0.7	0.4	0.3	41.4	
06:30:00 - 06:44:59	12.2	6.7	11.5	3.3	12.2	1.9	7.1	1.9	1.0	0.5	41.8	
06:45:00 - 06:59:59	10.7	5.0	10.5	10.0	12.4	4.6	6.2	1.4	0.0	0.0	39.1	
07:00:00 - 07:14:59	10.1	4.7	12.8	5.9	12.0	3.4	5.5	0.7	0.0	6.1	38.8	
07:15:00 - 07:29:59	11.1	4.4	20.3	6.1	8.3	4.3	6.1	0.0	0.3	6.2	32.8	
07:30:00 - 07:44:59	9.6	8.7	14.3	6.5	8.6	6.4	7.4	0.0	1.1	5.8	31.6	
07:45:00 - 07:59:59	6.2	6.0	17.7	6.5	17.2	6.2	7.7	0.3	1.0	2.3	28.9	
08:00:00 - 08:14:59	5.9	6.7	16.0	5.9	12.9	5.6	11.0	3.2	0.9	0.1	31.8	
08:15:00 - 08:29:59	7.6	4.5	17.8	8.6	17.6	2.0	5.6	7.8	0.0	0.1	28.6	
08:30:00 - 08:44:59	5.3	4.7	13.0	12.6	15.0	2.1	7.5	11.6	0.0	0.5	27.6	
08:45:00 - 08:59:59	7.8	3.2	13.7	10.9	10.3	4.8	8.1	6.1	0.6	0.4	34.2	
09:00:00 - 09:14:59	7.3	7.0	14.0	10.9	10.3	1.3	5.6	7.1	0.0	0.1	36.3	
09:15:00 - 09:29:59	7.0	7.0	14.9	9.5	11.3	1.9	3.6	8.2	0.3	0.2	36.3	
09:30:00 - 09:44:59	5.8	7.6	12.0	9.4	11.4	2.2	3.2	10.1	0.1	0.0	38.2	
09:45:00 - 09:59:59	8.6	8.6	12.1	10.6	12.4	0.7	1.1	7.9	0.7	0.0	37.3	
10:00:00 - 10:14:59	9.3	7.2	14.1	8.4	12.4	0.5	1.5	7.3	1.2	0.0	38.0	
10:15:00 - 10:29:59	10.0	6.5	13.1	7.1	9.7	0.4	3.9	6.6	2.0	0.0	40.6	
10:30:00 - 10:44:59	7.7	7.4	14.6	5.7	9.8	0.4	2.1	8.4	1.8	0.0	42.0	
10:45:00 - 10:59:59	10.6	7.3	13.8	7.4	9.5	1.1	2.3	3.1	1.7	0.0	43.3	
11:00:00 - 11:14:59	11.1	7.1	13.1	8.6	7.9	3.1	2.3	1.5	3.1	0.1	42.0	
11:15:00 - 11:29:59	10.5	9.1	13.6	7.1	6.7	4.2	2.5	1.5	4.8	0.0	39.9	
11:30:00 - 11:44:59	11.8	10.5	14.6	5.9	5.5	5.1	2.0	1.2	4.1	0.1	39.2	
11:45:00 - 11:59:59	14.0	11.4	15.1	7.0	3.5	4.8	1.7	1.2	4.6	0.0	36.9	
12:00:00 - 12:14:59	13.9	11.2	15.8	6.6	3.4	4.6	5.3	1.2	5.5	0.6	31.9	
12:15:00 - 12:29:59	15.6	8.1	14.7	8.7	3.6	3.1	6.4	1.4	6.6	1.8	30.0	
12:30:00 - 12:44:59	15.8	6.9	14.7	8.9	2.5	3.4	4.9	1.8	6.5	1.8	32.9	
12:45:00 - 12:59:59	16.1	6.3	15.4	9.8	2.7	3.6	3.4	2.6	5.9	1.6	32.6	
13:00:00 - 13:14:59	17.4	6.9	15.6	8.6	3.7	4.0	1.0	2.6	4.8	1.9	33.5	
13:15:00 - 13:29:59	12.9	8.5	15.1	9.1	4.4	4.4	0.8	2.2	5.3	2.8	34.4	
13:30:00 - 13:44:59	8.3	4.7	15.7	9.3	4.4	3.6	2.5	4.5	3.5	2.5	41.0	
13:45:00 - 13:59:59	8.3	3.5	14.4	9.5	5.3	3.3	3.0	7.5	1.0	2.7	41.5	
14:00:00 - 14:14:59	8.8	2.0	14.0	7.3	6.7	3.8	3.5	6.8	1.2	2.8	43.1	
14:15:00 - 14:29:59	9.2	2.5	11.9	5.8	3.7	3.6	5.0	7.5	0.9	3.2	46.8	
14:30:00 - 14:44:59	8.8	3.0	15.3	4.1	3.4	3.3	4.4	9.2	1.5	2.4	44.6	
14:45:00 - 14:59:59	7.7	2.2	15.2	5.7	4.4	4.7	2.5	11.2	1.2	1.2	44.0	
15:00:00 - 15:14:59	7.6	4.1	14.0	7.0	7.7	2.1	1.3	11.6	0.9	1.2	42.4	
15:15:00 - 15:29:59	6.4	7.4	15.2	5.4	6.5	1.5	1.3	8.1	2.3	1.1	44.8	
15:30:00 - 15:44:59	6.5	9.5	13.2	6.0	7.3	1.6	1.3	6.1	1.4	0.9	46.1	
15:45:00 - 15:59:59	6.9	13.0	13.5	5.4	8.9	1.8	1.1	1.6	1.7	0.7	45.4	
16:00:00 - 16:14:59	7.7	12.5	13.2	7.7	6.5	1.6	1.7	2.2	1.9	2.9	42.1	
16:15:00 - 16:29:59	8.4	10.4	15.1	10.4	6.3	1.7	1.9	2.5	1.7	3.3	38.3	
16:30:00 - 16:44:59	9.7	10.2	13.5	11.0	7.0	1.5	3.4	2.0	1.9	3.5	36.1	
16:45:00 - 16:59:59	10.5	10.9	12.0	14.1	4.9	1.6	3.5	1.6	1.9	4.0	34.9	
17:00:00 - 17:14:59	9.3	9.7	11.5	17.5	5.7	1.5	0.6	1.8	2.2	4.4	35.7	
17:15:00 - 17:29:59	8.2	9.8	10.9	18.3	5.1	1.3	1.3	1.4	3.0	4.4	36.3	
17:30:00 - 17:44:59	7.0	9.2	10.7	20.7	6.4	1.2	1.4	2.5	3.2	4.1	33.7	
17:45:00 - 17:59:59	6.7	9.8	7.4	21.3	4.9	4.1	1.2	2.3	2.9	4.6	34.8	
18:00:00 - 18:14:59	8.4	7.2	5.9	25.9	3.4	7.1	1.5	3.0	3.5	2.3	31.8	
18:15:00 - 18:29:59	8.3	6.2	7.0	20.7	6.0	6.9	2.6	3.4	4.1	1.6	33.1	
18:30:00 - 18:44:59	7.0	4.8	11.0	14.5	7.7	8.9	4.2	4.0	3.1	1.1	33.8	
18:45:00 - 18:59:59	7.3	7.3	16.6	12.3	7.8	6.6	2.8	3.5	1.4	0.6	33.8	
19:00:00 - 19:14:59	7.1	6.1	30.9	9.9	5.8	5.2	2.3	1.7	0.7	0.6	29.6	
19:15:00 - 19:29:59	6.6	5.3	38.7	9.4	4.4	4.5	2.5	0.3	0.4	0.6	27.3	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	18-54	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	6.2	4.4	42.6	8.2	4.0	2.9	3.1	0.6	0.4	0.8	27.0	
19:45:00 - 19:59:59	7.4	3.4	40.1	7.6	3.6	2.5	2.9	1.8	0.4	1.2	29.2	
20:00:00 - 20:14:59	6.5	4.3	42.3	6.3	4.3	2.1	3.2	0.9	0.4	1.2	28.5	
20:15:00 - 20:29:59	5.1	6.8	46.1	5.2	4.1	2.0	3.3	0.8	0.2	1.6	24.7	
20:30:00 - 20:44:59	5.5	8.1	45.8	4.4	4.6	2.0	3.7	0.7	0.1	1.1	23.8	
20:45:00 - 20:59:59	5.5	10.3	41.0	4.4	4.4	2.3	4.5	1.1	0.1	0.8	25.6	
21:00:00 - 21:14:59	8.2	10.8	26.8	11.1	5.4	2.7	3.1	1.8	0.3	0.7	29.0	
21:15:00 - 21:29:59	9.8	13.3	21.3	10.9	5.7	2.3	3.6	1.7	0.8	1.0	29.6	
21:30:00 - 21:44:59	11.5	12.4	14.8	11.2	6.5	2.6	3.6	2.2	1.8	1.3	32.2	
21:45:00 - 21:59:59	8.9	14.5	15.8	12.8	5.3	2.1	2.8	2.2	1.1	1.5	32.9	
22:00:00 - 22:14:59	5.3	19.8	15.4	11.4	5.9	2.3	1.7	1.7	1.6	1.4	33.6	
22:15:00 - 22:29:59	5.8	18.7	15.3	12.1	4.7	2.6	1.8	0.9	1.9	1.4	34.9	
22:30:00 - 22:44:59	9.8	13.7	13.7	14.4	4.6	2.1	1.6	1.4	1.0	1.0	36.8	
22:45:00 - 22:59:59	7.7	16.0	10.3	12.5	7.5	2.1	2.0	1.7	1.0	1.1	38.1	
23:00:00 - 23:14:59	11.4	16.9	11.9	10.4	3.7	2.8	2.5	1.5	1.2	1.0	36.6	
23:15:00 - 23:29:59	12.6	16.3	13.3	8.0	4.1	2.7	2.8	1.5	0.9	1.3	36.6	
23:30:00 - 23:44:59	11.7	16.5	13.5	7.3	4.3	2.7	2.8	1.7	0.8	1.5	37.3	
23:45:00 - 23:59:59	12.3	16.7	9.6	7.9	5.3	1.9	3.8	2.2	0.9	1.7	37.6	
24:00:00 - 24:14:59	13.5	8.7	8.3	11.0	6.0	2.4	5.3	2.2	0.5	1.2	40.9	
24:15:00 - 24:29:59	12.9	8.5	7.5	10.4	5.6	2.9	5.2	2.6	0.0	0.9	43.5	
24:30:00 - 24:44:59	12.0	9.5	6.9	9.8	5.5	3.5	3.8	1.6	0.0	2.6	44.6	
24:45:00 - 24:59:59	5.4	14.7	8.5	8.9	6.4	3.4	4.1	1.6	0.5	3.7	42.8	
25:00:00 - 25:14:59	5.0	14.6	8.4	11.0	4.0	4.8	2.9	0.5	0.5	3.9	44.5	
25:15:00 - 25:29:59	4.8	16.7	9.1	10.9	3.3	3.0	2.5	0.7	0.1	2.0	47.1	
25:30:00 - 25:44:59	7.6	11.2	6.6	11.8	4.3	5.1	3.5	0.3	0.0	1.7	47.7	
25:45:00 - 25:59:59	8.0	10.7	10.1	12.6	3.5	4.9	2.4	0.1	0.0	1.9	45.8	
Average Columns	8.7	9.4	17.5	9.9	6.2	3.2	3.0	2.8	1.6	1.6	36.2	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	A 25-44	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
02:00:00 - 04:59:59	8.2	10.0	9.0	2.2	17.2	9.0	0.5	0.0	0.0	0.0	0.0	43.9
05:00:00 - 05:14:59	3.5	3.6	26.0	0.0	12.2	10.7	0.0	0.0	0.0	0.0	0.0	43.9
05:15:00 - 05:29:59	4.0	4.1	29.5	0.4	0.0	12.2	0.0	0.0	0.0	0.0	0.0	49.9
05:30:00 - 05:44:59	3.8	7.2	28.0	1.1	4.3	11.6	0.0	0.0	0.0	0.0	0.0	44.1
05:45:00 - 05:59:59	4.2	10.3	30.9	0.0	6.0	12.8	0.0	0.0	0.0	0.0	0.0	35.9
06:00:00 - 06:14:59	9.3	11.2	33.6	0.0	1.7	11.1	0.0	0.0	0.0	0.0	0.0	33.1
06:15:00 - 06:29:59	12.4	9.6	37.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.2
06:30:00 - 06:44:59	10.4	5.2	31.8	0.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0	39.4
06:45:00 - 06:59:59	10.3	4.4	28.7	10.4	17.7	0.0	0.0	0.0	0.0	0.0	0.0	28.5
07:00:00 - 07:14:59	10.2	4.3	26.0	11.0	17.5	0.0	0.0	0.0	0.0	0.0	0.0	31.0
07:15:00 - 07:29:59	13.5	4.6	27.7	12.1	5.9	0.0	0.3	0.0	0.0	0.0	0.0	35.8
07:30:00 - 07:44:59	15.2	4.4	26.6	11.3	4.8	0.0	0.0	0.0	0.0	0.0	0.0	37.7
07:45:00 - 07:59:59	16.3	7.0	21.2	12.2	3.6	0.0	0.0	0.0	0.0	0.0	0.0	39.7
08:00:00 - 08:14:59	14.5	7.5	17.3	9.6	0.0	0.0	0.0	6.3	2.5	0.0	0.0	42.4
08:15:00 - 08:29:59	12.4	5.2	12.9	12.2	6.2	0.0	0.0	13.1	0.0	0.0	0.0	37.9
08:30:00 - 08:44:59	6.4	2.2	3.6	24.6	4.7	0.0	7.2	12.9	0.0	0.0	0.0	38.3
08:45:00 - 08:59:59	10.5	1.6	2.3	22.0	1.4	5.1	6.4	5.9	1.1	0.0	0.0	43.6
09:00:00 - 09:14:59	8.2	3.7	2.8	21.7	4.1	0.6	5.6	7.3	0.0	0.0	0.0	45.9
09:15:00 - 09:29:59	5.6	4.5	3.6	18.8	5.5	3.5	4.5	7.1	0.4	0.0	0.0	46.5
09:30:00 - 09:44:59	3.1	4.6	1.3	18.6	6.3	3.7	6.3	9.5	0.5	0.0	0.0	46.0
09:45:00 - 09:59:59	7.2	6.9	1.4	15.6	9.3	0.1	3.9	10.0	2.2	0.0	0.0	43.6
10:00:00 - 10:14:59	7.8	6.5	9.8	10.1	8.9	0.0	3.4	8.8	2.6	0.0	0.0	42.1
10:15:00 - 10:29:59	7.2	5.3	12.8	8.9	5.7	0.0	4.5	8.5	2.8	0.0	0.0	44.3
10:30:00 - 10:44:59	2.8	6.0	13.8	8.4	6.0	0.3	1.0	11.6	2.8	0.0	0.0	47.3
10:45:00 - 10:59:59	5.4	8.7	12.4	10.4	3.5	0.0	0.9	4.8	2.8	0.0	0.0	51.2
11:00:00 - 11:14:59	8.3	4.1	13.6	9.9	2.3	0.1	0.1	1.5	6.3	0.3	0.0	53.4
11:15:00 - 11:29:59	4.9	3.2	15.8	4.9	1.8	2.1	0.0	1.5	8.9	0.0	0.0	56.7
11:30:00 - 11:44:59	7.4	6.0	13.5	0.0	5.1	5.2	0.0	1.5	8.0	0.4	0.0	52.8
11:45:00 - 11:59:59	10.5	13.6	13.6	0.0	4.2	4.0	0.0	1.5	8.5	0.0	0.0	44.0
12:00:00 - 12:14:59	11.4	12.2	13.1	0.4	6.1	6.5	0.1	1.5	9.5	1.6	0.0	37.5
12:15:00 - 12:29:59	12.1	10.0	8.8	2.6	8.1	5.9	0.1	1.6	10.0	5.0	0.0	35.6
12:30:00 - 12:44:59	11.9	8.1	8.0	3.6	4.6	4.7	1.4	1.9	9.4	4.7	0.0	41.6
12:45:00 - 12:59:59	17.1	6.1	8.5	6.0	3.6	2.4	0.9	2.6	6.7	4.0	0.0	42.0
13:00:00 - 13:14:59	17.3	5.6	6.5	8.9	3.6	2.1	0.7	1.3	5.3	4.8	0.0	43.9
13:15:00 - 13:29:59	13.5	7.1	5.2	13.0	5.0	2.0	0.0	0.2	4.9	8.1	0.0	41.1
13:30:00 - 13:44:59	8.3	5.7	7.6	9.2	4.8	1.3	0.0	2.5	3.1	6.4	0.0	51.2
13:45:00 - 13:59:59	11.4	5.6	6.9	7.1	7.3	1.3	0.0	6.3	0.0	2.8	0.0	51.3
14:00:00 - 14:14:59	10.9	3.4	8.1	4.6	7.1	3.0	0.0	5.0	0.4	0.0	0.0	57.5
14:15:00 - 14:29:59	8.1	3.0	7.1	4.0	4.0	4.2	1.7	5.7	0.2	0.5	0.0	61.5
14:30:00 - 14:44:59	7.4	3.1	11.0	4.6	0.9	3.5	3.3	7.1	0.0	0.6	0.0	58.4
14:45:00 - 14:59:59	6.6	3.4	10.8	6.6	2.8	4.1	2.2	7.6	0.1	0.5	0.0	55.4
15:00:00 - 15:14:59	8.4	5.7	11.3	4.6	10.1	1.4	0.0	4.4	0.0	0.8	0.0	53.5
15:15:00 - 15:29:59	7.3	9.9	13.3	4.1	5.0	1.4	0.0	2.8	0.0	0.3	0.0	56.0
15:30:00 - 15:44:59	6.4	13.3	12.1	2.8	3.5	1.6	0.5	2.1	0.0	0.0	0.0	57.7
15:45:00 - 15:59:59	5.2	16.3	10.5	2.4	5.8	2.1	0.8	0.4	0.6	0.2	0.0	55.8
16:00:00 - 16:14:59	6.3	10.6	11.7	8.6	4.9	1.5	0.1	3.1	1.0	1.5	0.0	50.7
16:15:00 - 16:29:59	9.8	5.7	13.6	9.1	4.2	1.6	0.7	4.5	1.1	1.1	0.0	48.6
16:30:00 - 16:44:59	8.4	6.6	12.8	10.3	2.8	1.7	3.8	2.7	1.1	1.1	0.0	48.7
16:45:00 - 16:59:59	11.6	9.2	8.2	15.0	1.3	1.6	3.7	2.8	1.2	1.2	0.0	44.2
17:00:00 - 17:14:59	13.3	6.9	6.3	22.0	2.8	1.4	0.0	2.3	1.1	3.1	0.0	40.8
17:15:00 - 17:29:59	12.3	6.7	6.8	19.3	10.6	1.8	0.0	0.5	1.7	3.6	0.0	36.8
17:30:00 - 17:44:59	8.9	4.4	8.4	19.8	12.8	2.1	0.0	3.6	3.7	3.0	0.0	33.3
17:45:00 - 17:59:59	6.7	8.0	2.2	20.4	6.1	6.6	0.0	3.3	3.0	4.0	0.0	39.7
18:00:00 - 18:14:59	6.8	5.9	1.4	25.4	1.1	11.4	1.9	4.4	4.0	2.9	0.0	34.9
18:15:00 - 18:29:59	8.8	7.1	1.8	18.4	1.0	10.0	4.2	5.3	4.0	2.4	0.0	37.1
18:30:00 - 18:44:59	7.9	6.1	9.1	11.9	1.0	13.1	5.4	6.9	2.0	1.1	0.0	35.4
18:45:00 - 18:59:59	8.1	6.3	16.5	10.0	1.2	8.8	3.9	6.4	1.5	0.0	0.0	37.4
19:00:00 - 19:14:59	7.7	4.7	33.8	6.5	1.5	4.8	3.5	2.9	0.6	0.0	0.0	34.2
19:15:00 - 19:29:59	8.1	4.4	40.8	6.0	1.3	4.2	3.0	0.6	0.5	0.0	0.0	31.1

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	A 25-44	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	6.1	5.0	42.1	5.6	0.4	2.9	2.0	0.2	0.5	0.0	35.2	
19:45:00 - 19:59:59	8.2	1.2	41.1	6.4	0.1	1.1	0.5	2.0	0.6	0.0	38.8	
20:00:00 - 20:14:59	5.2	1.9	48.3	2.8	0.6	0.8	0.1	1.9	0.7	0.0	37.7	
20:15:00 - 20:29:59	3.4	7.1	51.4	1.8	1.8	1.1	0.1	1.2	0.4	0.1	31.5	
20:30:00 - 20:44:59	4.9	9.4	48.4	1.7	1.4	1.0	0.0	2.2	0.4	0.0	30.5	
20:45:00 - 20:59:59	4.9	11.8	40.9	2.2	2.2	0.8	0.5	3.2	0.4	0.0	33.0	
21:00:00 - 21:14:59	8.4	14.5	23.5	7.5	3.9	0.8	2.5	3.8	0.4	0.0	34.8	
21:15:00 - 21:29:59	9.9	19.6	19.6	7.2	4.1	0.8	2.7	3.6	0.4	0.0	32.1	
21:30:00 - 21:44:59	10.3	18.1	11.1	7.2	8.7	1.7	3.0	3.8	1.5	0.0	34.7	
21:45:00 - 21:59:59	6.7	22.1	14.6	5.6	5.7	1.5	2.5	3.4	0.5	0.2	37.2	
22:00:00 - 22:14:59	2.4	25.8	15.8	5.7	8.0	1.8	0.9	2.6	0.5	0.0	36.4	
22:15:00 - 22:29:59	1.8	23.4	17.3	7.4	7.4	2.2	0.7	0.2	0.8	0.0	38.7	
22:30:00 - 22:44:59	6.0	14.8	17.5	8.0	8.4	1.8	0.2	0.0	0.6	0.0	42.8	
22:45:00 - 22:59:59	4.1	23.3	12.0	5.0	13.5	1.0	0.1	0.0	0.5	0.2	40.3	
23:00:00 - 23:14:59	6.6	24.5	12.7	5.7	8.1	1.1	2.3	0.0	0.5	0.0	38.6	
23:15:00 - 23:29:59	7.2	21.4	11.5	6.6	5.5	1.2	3.2	0.0	0.5	0.0	42.8	
23:30:00 - 23:44:59	9.4	20.0	12.1	6.9	6.3	1.0	0.9	0.0	0.5	0.0	42.9	
23:45:00 - 23:59:59	10.8	19.4	9.0	6.4	9.9	0.2	1.9	0.1	0.7	0.0	41.6	
24:00:00 - 24:14:59	13.8	4.7	11.0	10.0	13.2	0.2	4.5	0.1	0.0	0.0	42.4	
24:15:00 - 24:29:59	12.8	1.7	11.6	11.1	12.3	1.5	4.8	0.0	0.0	0.0	44.2	
24:30:00 - 24:44:59	12.4	1.4	9.9	8.4	12.1	1.5	5.2	0.0	0.0	3.5	45.7	
24:45:00 - 24:59:59	5.9	7.8	6.3	8.5	14.3	0.2	6.1	0.7	0.0	4.3	45.9	
25:00:00 - 25:14:59	4.9	9.7	6.2	10.1	5.3	3.8	2.4	0.0	0.0	4.8	52.8	
25:15:00 - 25:29:59	3.2	12.9	6.1	10.0	4.5	4.3	0.7	0.0	0.0	1.1	57.2	
25:30:00 - 25:44:59	8.1	3.9	4.3	11.0	6.6	5.1	0.0	0.0	0.0	0.0	61.1	
25:45:00 - 25:59:59	8.8	1.5	6.5	11.4	4.3	9.8	0.0	0.0	0.0	1.1	56.6	
Average Columns	8.0	9.9	16.2	7.8	6.0	3.0	1.6	2.7	1.4	0.9	42.5	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	Γ 25-44	23.03.2025	Live	All							
Day Part\Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
02:00:00 - 04:59:59	3.0	3.6	6.2	15.0	14.9	9.7	2.0	0.0	0.0	3.1	42.4	
05:00:00 - 05:14:59	0.0	0.0	10.9	15.0	22.0	13.3	0.0	0.0	0.0	0.0	38.8	
05:15:00 - 05:29:59	0.0	0.0	15.1	20.7	0.0	18.5	0.0	0.0	0.0	0.0	45.7	
05:30:00 - 05:44:59	0.0	0.0	15.4	21.2	0.0	18.9	0.0	0.0	0.0	0.0	44.6	
05:45:00 - 05:59:59	0.0	0.0	15.4	21.2	0.0	18.9	0.0	0.0	0.0	0.0	44.6	
06:00:00 - 06:14:59	0.0	0.0	13.5	18.5	0.0	16.5	0.0	0.0	0.0	0.0	51.5	
06:15:00 - 06:29:59	16.2	0.0	12.6	4.6	0.0	17.6	0.0	0.0	0.0	1.1	47.9	
06:30:00 - 06:44:59	21.4	0.0	9.0	0.0	21.9	6.7	0.0	0.0	0.0	0.0	41.1	
06:45:00 - 06:59:59	17.0	0.0	8.5	0.0	28.5	5.0	0.0	0.0	0.0	0.0	41.0	
07:00:00 - 07:14:59	9.4	0.0	14.0	0.0	31.8	5.9	0.0	0.0	0.0	0.0	39.0	
07:15:00 - 07:29:59	13.4	0.0	18.3	1.8	9.8	8.4	0.0	0.0	0.0	0.0	48.2	
07:30:00 - 07:44:59	14.2	0.0	13.5	3.6	9.6	5.5	10.6	0.0	0.0	0.0	42.9	
07:45:00 - 07:59:59	6.0	1.9	16.0	6.0	20.5	3.5	11.2	1.1	0.0	0.0	33.7	
08:00:00 - 08:14:59	5.3	5.8	16.4	5.7	6.9	3.7	13.6	6.6	1.6	0.3	34.0	
08:15:00 - 08:29:59	7.9	2.5	23.6	11.5	21.6	0.5	0.4	6.1	0.0	0.0	26.1	
08:30:00 - 08:44:59	3.8	4.1	20.4	21.4	17.1	1.3	6.6	5.3	0.0	0.3	19.8	
08:45:00 - 08:59:59	8.2	2.5	18.1	17.4	9.6	6.4	8.7	4.5	1.1	0.0	23.5	
09:00:00 - 09:14:59	10.8	4.2	15.6	17.2	10.5	0.0	4.7	6.3	0.0	0.0	30.7	
09:15:00 - 09:29:59	9.5	5.3	14.8	14.4	8.0	0.6	3.0	8.7	0.0	0.2	35.4	
09:30:00 - 09:44:59	6.7	7.6	11.8	12.9	9.5	0.7	0.0	7.8	0.0	0.0	42.9	
09:45:00 - 09:59:59	8.3	6.5	10.1	18.3	7.9	0.0	0.9	7.4	0.3	0.0	40.2	
10:00:00 - 10:14:59	9.9	4.7	11.6	15.0	8.1	0.0	0.8	7.4	1.9	0.0	40.6	
10:15:00 - 10:29:59	10.0	2.5	16.0	12.6	6.5	0.0	0.7	6.2	1.8	0.0	43.7	
10:30:00 - 10:44:59	8.3	2.6	18.9	10.2	5.3	0.0	0.3	3.9	1.8	0.0	48.7	
10:45:00 - 10:59:59	11.6	1.8	16.1	12.9	4.8	2.4	0.6	1.5	2.0	0.0	46.4	
11:00:00 - 11:14:59	12.3	1.9	12.2	16.2	4.8	4.3	0.8	0.9	1.6	0.0	45.0	
11:15:00 - 11:29:59	11.0	4.2	9.9	15.0	3.7	5.4	0.9	0.9	1.7	0.0	47.2	
11:30:00 - 11:44:59	11.7	5.9	7.6	12.5	4.9	6.5	0.5	0.8	0.5	0.0	49.1	
11:45:00 - 11:59:59	13.8	6.4	8.3	13.8	4.4	5.7	0.3	0.8	1.0	0.0	45.5	
12:00:00 - 12:14:59	15.2	9.4	8.0	12.1	4.4	5.4	3.8	0.9	1.4	0.9	38.5	
12:15:00 - 12:29:59	17.6	6.9	5.6	11.5	3.6	5.7	5.4	0.9	2.9	2.6	37.2	
12:30:00 - 12:44:59	19.1	4.4	7.8	10.0	1.4	5.1	2.8	1.1	3.0	2.6	42.6	
12:45:00 - 12:59:59	15.2	3.8	8.6	7.6	2.1	5.1	4.0	2.2	3.3	2.5	45.6	
13:00:00 - 13:14:59	13.0	2.3	10.0	7.1	2.2	4.6	1.7	4.5	4.0	2.6	48.0	
13:15:00 - 13:29:59	10.5	3.9	11.5	6.7	3.4	5.8	0.2	2.4	4.0	3.4	48.4	
13:30:00 - 13:44:59	8.9	2.6	8.3	5.5	2.7	4.4	4.2	1.4	1.9	3.5	56.6	
13:45:00 - 13:59:59	5.5	1.7	9.0	5.5	3.0	5.7	4.8	4.0	0.1	2.2	58.5	
14:00:00 - 14:14:59	5.8	1.3	10.9	6.0	3.4	8.1	5.9	4.4	0.2	1.5	52.5	
14:15:00 - 14:29:59	6.2	1.2	5.6	3.0	2.4	5.5	10.0	5.0	0.3	2.3	58.4	
14:30:00 - 14:44:59	4.6	1.2	10.5	2.1	2.7	5.9	6.2	5.1	1.8	3.6	56.3	
14:45:00 - 14:59:59	3.7	0.1	9.5	5.3	6.7	6.3	0.6	4.7	0.1	3.2	59.7	
15:00:00 - 15:14:59	5.0	3.0	8.6	6.1	9.1	4.7	0.8	4.1	0.0	3.1	55.6	
15:15:00 - 15:29:59	3.8	9.2	7.8	5.4	5.8	3.0	0.8	4.0	0.2	3.2	56.9	
15:30:00 - 15:44:59	3.6	12.3	8.1	6.0	6.8	3.0	1.2	3.8	0.0	2.3	52.9	
15:45:00 - 15:59:59	3.0	18.5	9.4	5.3	8.3	2.7	1.3	1.2	0.1	1.4	48.8	
16:00:00 - 16:14:59	6.2	21.4	7.4	7.2	5.8	2.8	0.5	1.3	0.0	4.3	43.2	
16:15:00 - 16:29:59	7.6	15.9	11.6	9.4	5.5	2.8	0.0	1.8	0.0	7.7	37.8	
16:30:00 - 16:44:59	10.6	14.8	11.3	9.9	5.1	2.9	0.2	1.9	0.0	8.5	34.8	
16:45:00 - 16:59:59	11.5	14.8	8.1	14.2	1.1	2.6	0.7	3.3	0.0	9.3	34.4	
17:00:00 - 17:14:59	9.3	11.4	8.7	19.5	2.3	3.0	0.7	2.8	0.0	6.6	35.6	
17:15:00 - 17:29:59	8.7	10.5	9.8	20.7	1.0	2.3	1.3	1.6	0.6	6.6	36.9	
17:30:00 - 17:44:59	7.4	9.0	9.4	22.3	2.8	2.5	1.7	3.3	1.4	6.4	33.7	
17:45:00 - 17:59:59	6.0	9.3	7.8	20.7	3.8	3.6	1.6	3.9	1.5	5.1	36.5	
18:00:00 - 18:14:59	7.9	7.0	6.4	21.3	3.6	8.5	1.6	6.1	1.9	4.1	31.6	
18:15:00 - 18:29:59	8.2	5.4	7.0	20.3	6.0	6.9	1.7	6.1	2.0	2.2	34.2	
18:30:00 - 18:44:59	6.0	4.9	8.4	15.5	8.1	10.0	3.2	6.7	1.1	1.6	34.5	
18:45:00 - 18:59:59	7.0	8.7	10.0	13.3	9.1	7.0	1.9	5.6	0.2	0.8	36.6	
19:00:00 - 19:14:59	7.6	9.0	18.3	11.8	7.6	3.7	0.7	3.3	0.0	0.8	37.1	
19:15:00 - 19:29:59	7.4	8.1	23.0	13.2	5.4	4.0	1.3	0.3	0.0	0.9	36.4	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	Γ 25-44	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	7.9	5.7	25.6	13.0	5.5	1.5	3.3	0.0	0.0	1.7	35.8	
19:45:00 - 19:59:59	8.1	4.3	25.8	10.7	4.6	0.1	3.2	1.9	0.0	3.3	37.9	
20:00:00 - 20:14:59	7.9	4.9	28.4	8.7	3.3	0.1	4.6	0.0	0.5	3.3	38.3	
20:15:00 - 20:29:59	6.0	8.1	29.5	7.9	3.4	0.3	4.7	0.1	0.1	3.9	36.1	
20:30:00 - 20:44:59	5.0	11.1	29.1	7.1	4.7	0.6	5.0	0.0	0.0	1.7	35.8	
20:45:00 - 20:59:59	3.7	11.2	27.5	5.8	5.1	0.4	7.6	0.1	0.0	1.0	37.6	
21:00:00 - 21:14:59	5.2	9.7	17.9	12.8	4.7	2.8	5.3	0.5	0.1	1.3	39.7	
21:15:00 - 21:29:59	9.3	11.3	11.5	13.0	6.4	1.5	5.5	1.1	0.2	1.5	38.7	
21:30:00 - 21:44:59	12.1	10.8	7.1	13.0	6.4	1.4	5.0	1.3	0.4	1.5	41.2	
21:45:00 - 21:59:59	11.1	13.3	6.0	12.8	5.5	1.7	1.9	0.7	0.5	2.6	44.0	
22:00:00 - 22:14:59	7.4	18.0	8.2	9.0	6.3	0.9	0.6	1.1	2.8	3.3	42.3	
22:15:00 - 22:29:59	9.1	14.5	8.9	7.9	4.7	0.7	0.6	0.2	4.0	3.2	46.2	
22:30:00 - 22:44:59	10.3	11.9	9.7	8.9	4.4	1.0	0.6	0.3	1.8	3.2	47.8	
22:45:00 - 22:59:59	8.7	13.3	5.7	10.2	5.7	1.9	1.1	0.5	1.1	3.4	48.4	
23:00:00 - 23:14:59	9.2	14.3	5.6	12.2	4.5	3.8	1.1	0.4	1.2	3.1	44.6	
23:15:00 - 23:29:59	12.5	15.1	6.6	10.4	4.1	1.9	1.8	0.5	1.1	0.8	45.2	
23:30:00 - 23:44:59	12.9	16.7	6.5	9.3	4.2	1.9	3.5	0.5	0.0	0.0	44.6	
23:45:00 - 23:59:59	13.7	12.6	5.0	10.0	4.5	1.0	4.4	0.9	0.2	0.8	46.9	
24:00:00 - 24:14:59	15.0	5.5	7.1	11.5	5.7	2.0	7.2	0.6	1.3	1.1	43.0	
24:15:00 - 24:29:59	13.2	6.6	6.4	12.8	5.2	3.3	6.2	1.7	0.0	1.2	43.3	
24:30:00 - 24:44:59	6.8	10.2	4.3	14.3	3.8	3.4	0.6	0.6	0.0	4.5	51.6	
24:45:00 - 24:59:59	3.1	18.4	3.0	14.3	4.1	3.5	0.0	0.0	0.0	6.7	46.8	
25:00:00 - 25:14:59	2.6	15.7	3.1	16.6	5.5	3.7	0.0	0.0	0.0	8.2	44.7	
25:15:00 - 25:29:59	3.0	16.0	5.2	16.4	0.4	2.1	0.2	0.0	0.0	4.7	52.0	
25:30:00 - 25:44:59	7.7	5.2	3.9	20.0	2.7	0.2	0.0	0.0	0.0	4.2	56.2	
25:45:00 - 25:59:59	8.2	4.5	6.9	17.0	4.9	0.0	0.0	0.0	0.0	4.6	53.8	
Average Columns	8.4	8.3	11.7	11.5	5.6	3.5	2.6	2.2	0.8	2.6	42.8	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	A 45-54	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
02:00:00 - 04:59:59	3.5	3.5	5.1	5.7	19.8	0.8	6.6	1.6	0.0	2.3	51.1	
05:00:00 - 05:14:59	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0	0.0	88.3	
05:15:00 - 05:29:59	0.0	2.3	0.0	2.6	8.0	0.0	4.7	0.0	0.0	0.0	82.5	
05:30:00 - 05:44:59	2.4	0.0	18.9	8.2	15.4	0.0	0.0	0.0	0.0	0.0	55.2	
05:45:00 - 05:59:59	25.3	0.0	4.8	4.2	2.5	0.0	3.7	0.0	0.0	2.3	57.3	
06:00:00 - 06:14:59	31.2	0.0	0.0	0.0	7.7	0.0	7.7	0.0	0.0	5.9	47.5	
06:15:00 - 06:29:59	17.4	0.0	0.0	0.0	10.5	0.0	20.9	2.7	0.0	0.3	48.3	
06:30:00 - 06:44:59	5.2	4.3	0.0	0.0	9.7	1.5	14.3	7.4	0.0	0.0	57.7	
06:45:00 - 06:59:59	3.9	2.1	4.0	13.9	4.0	8.6	8.4	4.6	0.0	0.0	50.5	
07:00:00 - 07:14:59	6.6	1.4	9.0	0.0	0.7	5.8	10.8	1.9	0.0	17.0	46.7	
07:15:00 - 07:29:59	6.7	1.6	23.5	0.0	1.0	4.4	10.5	0.0	0.0	14.3	38.0	
07:30:00 - 07:44:59	5.2	8.7	14.8	0.0	3.4	7.1	10.2	0.0	0.0	14.7	36.0	
07:45:00 - 07:59:59	1.2	2.0	24.6	0.0	13.6	7.9	10.3	0.0	0.1	6.5	33.9	
08:00:00 - 08:14:59	2.3	2.3	23.1	0.5	23.8	5.7	11.5	0.0	0.0	0.0	30.7	
08:15:00 - 08:29:59	2.7	0.1	23.9	2.9	25.7	2.6	8.6	4.5	0.0	0.0	29.0	
08:30:00 - 08:44:59	1.4	1.7	14.0	0.7	23.6	3.6	11.4	11.0	0.0	0.0	32.5	
08:45:00 - 08:59:59	1.3	1.7	16.6	0.6	20.4	4.7	10.1	3.8	0.0	0.1	40.7	
09:00:00 - 09:14:59	0.8	7.6	21.2	1.4	16.8	2.8	5.4	4.5	0.0	0.0	39.6	
09:15:00 - 09:29:59	1.3	6.6	22.4	1.4	19.6	1.6	4.0	4.3	0.4	0.0	38.4	
09:30:00 - 09:44:59	0.9	6.2	19.3	2.9	20.2	2.3	3.2	6.0	0.0	0.0	39.0	
09:45:00 - 09:59:59	1.2	6.7	19.2	6.6	24.0	0.7	0.0	3.8	0.6	0.0	37.1	
10:00:00 - 10:14:59	3.9	6.2	21.6	6.9	19.7	0.8	1.1	3.6	0.4	0.0	35.8	
10:15:00 - 10:29:59	4.6	8.1	14.0	6.2	15.4	0.8	6.4	3.4	2.5	0.0	38.7	
10:30:00 - 10:44:59	6.4	9.8	11.9	3.8	15.1	0.3	5.2	7.4	1.8	0.0	38.3	
10:45:00 - 10:59:59	5.7	9.6	11.9	4.1	14.5	0.0	6.3	2.7	2.1	0.0	43.0	
11:00:00 - 11:14:59	5.3	9.9	13.2	4.0	15.5	3.0	6.3	1.3	3.3	0.0	38.2	
11:15:00 - 11:29:59	5.4	12.1	14.5	3.9	16.2	2.9	5.5	1.3	5.5	0.0	32.7	
11:30:00 - 11:44:59	6.8	13.7	21.2	4.5	8.1	2.2	4.1	0.1	5.6	0.0	33.7	
11:45:00 - 11:59:59	10.9	11.6	23.2	6.2	3.6	2.6	3.8	0.1	6.2	0.0	31.8	
12:00:00 - 12:14:59	13.2	9.4	23.5	8.3	4.0	0.4	4.3	0.1	6.9	0.0	30.0	
12:15:00 - 12:29:59	16.6	7.0	21.1	12.6	3.5	0.0	2.6	0.4	7.9	0.0	28.4	
12:30:00 - 12:44:59	16.0	6.6	20.9	13.5	4.7	0.1	2.3	0.9	7.1	0.0	27.9	
12:45:00 - 12:59:59	16.0	8.2	20.4	12.5	5.8	0.2	0.5	2.0	7.7	0.0	26.6	
13:00:00 - 13:14:59	18.3	9.6	18.2	6.4	12.2	1.9	0.0	1.0	6.3	0.3	25.8	
13:15:00 - 13:29:59	11.7	9.0	20.2	6.4	12.4	2.6	0.0	0.9	7.3	0.0	29.4	
13:30:00 - 13:44:59	8.2	4.7	20.3	10.9	11.4	1.3	0.5	5.8	4.1	0.0	32.8	
13:45:00 - 13:59:59	5.8	2.5	16.0	14.1	11.7	1.5	1.4	9.3	0.8	2.8	34.1	
14:00:00 - 14:14:59	5.1	0.1	11.4	10.0	14.8	0.8	2.1	8.3	2.3	5.8	39.2	
14:15:00 - 14:29:59	9.5	0.3	9.7	14.2	4.0	1.6	2.5	9.7	1.5	6.1	40.8	
14:30:00 - 14:44:59	12.0	1.4	10.4	6.7	4.9	1.7	3.8	14.8	2.6	1.0	40.9	
14:45:00 - 14:59:59	10.3	2.0	10.9	7.3	3.0	7.4	2.8	18.2	1.7	0.0	36.4	
15:00:00 - 15:14:59	7.3	3.6	8.2	9.7	5.5	2.3	0.2	23.5	0.5	0.0	39.4	
15:15:00 - 15:29:59	7.8	6.2	11.1	6.6	6.3	1.8	0.1	13.9	1.5	0.0	44.7	
15:30:00 - 15:44:59	6.5	7.9	9.2	7.9	8.2	1.8	0.0	8.9	0.6	0.1	49.0	
15:45:00 - 15:59:59	7.3	12.6	12.2	7.0	11.2	2.5	0.0	0.0	0.4	0.1	46.7	
16:00:00 - 16:14:59	9.7	12.5	14.0	8.4	7.9	1.6	0.4	0.2	2.8	1.8	40.6	
16:15:00 - 16:29:59	12.0	13.9	10.4	11.9	7.5	1.7	2.0	0.3	4.1	0.0	36.2	
16:30:00 - 16:44:59	13.3	14.6	8.5	12.9	6.9	1.4	3.9	0.0	4.5	0.2	33.8	
16:45:00 - 16:59:59	12.9	14.9	8.6	17.2	2.7	1.4	3.7	0.3	4.4	0.4	33.5	
17:00:00 - 17:14:59	10.6	15.3	8.3	17.0	5.4	1.3	0.1	1.3	4.8	0.0	35.9	
17:15:00 - 17:29:59	7.5	16.8	7.9	18.6	3.3	1.2	0.4	1.9	7.1	0.0	35.4	
17:30:00 - 17:44:59	5.7	17.6	7.2	23.6	2.6	0.4	0.0	2.1	5.9	0.0	35.0	
17:45:00 - 17:59:59	5.7	19.4	4.2	24.0	2.5	2.9	0.4	0.4	5.4	1.0	34.1	
18:00:00 - 18:14:59	7.6	14.2	2.8	32.1	2.2	2.6	0.9	0.1	6.3	0.0	31.0	
18:15:00 - 18:29:59	6.6	12.0	6.5	23.9	6.3	3.4	3.2	1.5	7.6	0.1	28.8	
18:30:00 - 18:44:59	4.1	7.8	10.6	17.7	10.9	6.2	5.8	2.1	7.0	0.0	27.9	
18:45:00 - 18:59:59	4.4	7.6	18.7	14.3	12.5	5.3	3.6	2.2	2.6	0.0	28.7	
19:00:00 - 19:14:59	4.7	5.6	37.6	10.3	8.2	6.8	3.2	0.6	2.0	0.0	20.9	
19:15:00 - 19:29:59	4.8	5.1	48.1	9.0	5.0	6.8	3.0	0.0	0.6	0.0	17.6	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	A 45-54	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	3.7	3.2	55.9	5.8	4.3	5.6	3.4	0.8	0.6	0.0	16.6	
19:45:00 - 19:59:59	6.9	2.8	50.9	3.4	3.8	7.2	2.7	2.5	0.4	0.1	19.3	
20:00:00 - 20:14:59	7.9	5.5	50.6	3.2	6.6	5.2	2.2	0.7	0.4	0.0	17.8	
20:15:00 - 20:29:59	7.3	6.1	56.2	3.7	4.6	3.9	1.8	0.8	0.3	0.2	15.1	
20:30:00 - 20:44:59	7.0	6.1	55.5	2.9	6.5	4.1	1.8	0.2	0.2	1.5	14.2	
20:45:00 - 20:59:59	7.4	8.2	51.3	2.8	5.0	4.1	2.5	0.4	0.0	1.3	17.0	
21:00:00 - 21:14:59	9.1	6.8	32.3	11.0	7.3	4.3	1.1	1.2	0.4	1.2	25.3	
21:15:00 - 21:29:59	7.1	9.4	28.4	10.3	8.2	4.3	1.5	0.7	1.0	1.5	27.5	
21:30:00 - 21:44:59	10.9	8.7	20.1	10.5	8.3	4.5	1.3	2.0	3.0	1.2	29.5	
21:45:00 - 21:59:59	7.5	9.2	22.3	14.2	6.9	3.3	0.6	3.1	2.3	1.2	29.5	
22:00:00 - 22:14:59	3.9	17.4	19.8	13.2	5.6	4.7	0.4	1.7	1.1	1.3	30.9	
22:15:00 - 22:29:59	4.5	19.1	20.3	11.8	4.1	5.1	0.1	0.8	1.7	1.1	31.4	
22:30:00 - 22:44:59	8.2	13.4	16.4	16.8	3.7	4.3	0.9	1.4	1.1	1.0	32.9	
22:45:00 - 22:59:59	5.3	12.4	13.8	14.6	6.9	4.4	1.2	1.6	2.1	0.9	36.8	
23:00:00 - 23:14:59	9.6	12.5	16.6	11.7	2.0	5.2	0.9	0.9	2.6	0.8	37.2	
23:15:00 - 23:29:59	11.7	13.0	18.2	9.4	2.9	5.1	0.5	0.7	2.0	0.9	35.7	
23:30:00 - 23:44:59	9.2	13.7	18.0	6.6	2.8	5.6	3.8	0.9	2.1	0.9	36.5	
23:45:00 - 23:59:59	8.9	17.0	12.0	7.3	2.9	4.9	6.3	1.6	2.2	1.0	36.0	
24:00:00 - 24:14:59	6.6	12.5	7.4	11.2	3.8	4.4	7.4	2.6	0.6	1.1	42.6	
24:15:00 - 24:29:59	8.3	12.7	5.9	9.2	3.7	3.8	6.7	4.0	0.0	1.1	44.5	
24:30:00 - 24:44:59	11.1	14.0	6.2	7.5	4.1	5.1	5.8	1.9	0.1	1.4	42.8	
24:45:00 - 24:59:59	6.1	16.0	14.8	5.5	4.9	5.3	5.7	1.0	1.7	2.1	36.9	
25:00:00 - 25:14:59	6.2	16.5	14.8	8.9	4.5	5.8	4.5	0.0	1.7	0.6	36.5	
25:15:00 - 25:29:59	7.2	19.6	16.4	5.1	7.1	2.5	5.1	0.0	0.3	0.2	36.6	
25:30:00 - 25:44:59	10.7	17.7	9.5	5.8	7.1	9.0	7.3	0.0	0.0	0.9	32.0	
25:45:00 - 25:59:59	10.3	20.1	18.0	10.2	5.1	0.0	3.4	0.3	0.0	0.1	32.4	
Average Columns	7.4	9.5	20.4	9.5	7.9	3.5	3.1	2.5	2.2	1.0	33.0	

Variable	Target	Date	Activity	Platform									
3/24/2025	SHR %	Γ 45-54	23.03.2025	Live	All								
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ		
02:00:00 - 04:59:59	10.6	15.9	8.1	3.3	4.0	7.9	5.4	0.0	0.5	1.0	43.2		
05:00:00 - 05:14:59	17.0	19.3	8.8	0.0	0.0	11.7	1.1	0.0	0.0	0.0	42.2		
05:15:00 - 05:29:59	21.2	15.4	11.0	0.0	0.0	15.4	10.0	0.0	0.0	0.0	27.1		
05:30:00 - 05:44:59	23.0	21.9	1.5	0.0	0.8	14.3	11.9	0.0	0.0	0.0	26.4		
05:45:00 - 05:59:59	17.7	24.3	2.4	0.0	5.9	13.8	11.5	0.0	0.0	0.0	24.4		
06:00:00 - 06:14:59	18.1	22.2	1.4	0.0	6.5	14.1	11.7	0.0	0.0	0.9	25.2		
06:15:00 - 06:29:59	18.1	24.9	0.0	0.0	7.2	10.8	11.8	0.0	2.1	0.0	25.0		
06:30:00 - 06:44:59	18.9	23.3	0.0	0.0	6.7	0.0	24.1	1.3	6.0	2.8	16.9		
06:45:00 - 06:59:59	24.4	24.7	0.0	0.0	3.4	6.5	27.2	0.0	0.0	0.0	13.7		
07:00:00 - 07:14:59	36.0	17.0	0.0	2.7	7.6	1.3	18.2	0.0	0.0	0.5	16.7		
07:15:00 - 07:29:59	25.1	9.9	7.9	3.2	27.5	8.9	12.5	0.0	2.6	0.0	2.3		
07:30:00 - 07:44:59	11.6	20.6	1.2	7.0	17.2	17.4	9.1	0.0	7.4	0.0	8.5		
07:45:00 - 07:59:59	8.0	13.5	7.0	3.7	30.2	15.6	8.1	0.0	5.8	0.0	8.1		
08:00:00 - 08:14:59	5.2	10.9	5.4	3.3	17.4	15.3	20.4	1.5	0.0	0.0	20.7		
08:15:00 - 08:29:59	10.3	9.2	9.9	3.6	13.2	5.1	13.8	9.8	0.0	0.4	24.6		
08:30:00 - 08:44:59	11.3	6.5	17.3	1.8	16.5	3.8	4.3	18.7	0.1	2.4	17.4		
08:45:00 - 08:59:59	11.8	6.7	21.9	2.3	11.0	3.6	8.2	12.0	0.0	1.7	20.8		
09:00:00 - 09:14:59	9.8	15.1	18.4	2.1	10.5	2.1	7.7	13.0	0.0	0.7	20.5		
09:15:00 - 09:29:59	12.3	13.9	20.6	2.0	12.6	2.2	3.4	14.4	0.5	0.6	17.5		
09:30:00 - 09:44:59	12.9	14.1	17.4	1.8	10.0	2.6	3.8	15.4	0.1	0.1	21.7		
09:45:00 - 09:59:59	17.8	15.9	18.4	1.6	8.6	2.1	0.0	12.0	0.0	0.0	23.5		
10:00:00 - 10:14:59	15.6	13.5	15.1	0.9	15.1	1.2	1.1	10.9	0.0	0.0	26.6		
10:15:00 - 10:29:59	18.4	12.1	9.9	0.0	13.0	1.1	5.4	9.7	1.1	0.0	29.4		
10:30:00 - 10:44:59	12.3	12.7	12.5	0.0	14.2	1.3	2.3	13.2	1.1	0.0	30.5		
10:45:00 - 10:59:59	18.7	11.8	12.2	1.2	17.5	1.6	2.0	4.0	0.2	0.0	30.8		
11:00:00 - 11:14:59	18.0	15.3	12.8	1.5	11.2	5.0	2.8	2.6	2.3	0.0	28.5		
11:15:00 - 11:29:59	20.1	19.4	13.8	1.9	6.4	6.5	4.5	2.7	4.8	0.0	19.7		
11:30:00 - 11:44:59	20.1	18.8	17.3	3.4	4.9	6.2	4.2	2.7	4.7	0.0	17.7		
11:45:00 - 11:59:59	19.9	17.0	16.4	4.7	1.8	6.6	3.2	2.7	4.7	0.0	23.0		
12:00:00 - 12:14:59	16.5	14.7	16.9	4.2	0.1	5.5	12.1	2.3	6.4	0.0	21.5		
12:15:00 - 12:29:59	17.4	9.6	18.9	7.9	0.7	0.6	15.3	2.6	8.0	0.0	19.0		
12:30:00 - 12:44:59	17.2	9.7	17.5	9.3	0.8	3.1	12.5	3.3	8.3	0.0	18.4		
12:45:00 - 12:59:59	18.3	8.7	19.3	12.4	0.7	5.8	7.6	3.8	7.5	0.0	16.0		
13:00:00 - 13:14:59	22.0	11.8	22.1	10.4	0.0	7.1	1.4	3.1	4.8	0.5	16.9		
13:15:00 - 13:29:59	15.3	15.7	20.0	11.9	0.1	6.9	2.8	4.3	6.4	0.3	16.2		
13:30:00 - 13:44:59	8.1	7.0	24.0	13.8	1.6	7.0	4.3	9.7	5.7	0.3	18.4		
13:45:00 - 13:59:59	9.8	4.7	23.5	14.3	1.8	4.3	5.3	12.3	2.2	3.6	18.0		
14:00:00 - 14:14:59	10.3	3.3	21.8	10.4	4.6	3.3	5.9	11.0	1.4	4.8	23.1		
14:15:00 - 14:29:59	11.5	5.4	20.6	4.5	5.5	3.6	6.2	12.2	0.9	4.6	25.0		
14:30:00 - 14:44:59	10.6	6.7	22.7	3.4	6.1	2.6	5.3	12.8	1.0	3.8	24.9		
14:45:00 - 14:59:59	9.4	3.8	24.7	4.5	5.7	2.7	5.1	17.9	2.1	0.1	24.0		
15:00:00 - 15:14:59	9.3	5.5	24.5	6.6	8.0	0.4	3.8	16.9	1.2	0.0	23.7		
15:15:00 - 15:29:59	8.8	6.4	25.8	3.9	10.0	0.4	4.1	13.3	2.5	0.0	24.7		
15:30:00 - 15:44:59	10.2	7.0	20.8	5.5	11.9	0.4	3.3	10.5	1.3	0.0	29.1		
15:45:00 - 15:59:59	12.9	7.2	21.1	5.4	12.2	0.4	2.4	4.8	2.5	0.2	30.7		
16:00:00 - 16:14:59	9.6	6.4	20.7	6.2	9.3	0.4	6.1	5.1	1.0	3.2	32.1		
16:15:00 - 16:29:59	5.8	7.5	21.5	11.1	9.3	0.7	5.4	3.9	1.8	3.2	29.8		
16:30:00 - 16:44:59	7.8	5.7	19.0	10.5	13.0	0.4	7.1	3.1	3.0	2.7	27.8		
16:45:00 - 16:59:59	8.0	6.4	19.5	11.7	12.8	1.2	7.4	0.6	2.7	3.1	26.6		
17:00:00 - 17:14:59	6.6	5.5	19.5	14.8	13.2	0.4	1.6	0.9	3.4	4.0	30.0		
17:15:00 - 17:29:59	6.2	6.8	17.9	17.0	8.8	0.3	3.4	1.3	3.3	3.5	31.5		
17:30:00 - 17:44:59	7.1	7.5	16.7	20.0	10.0	0.1	3.7	1.5	2.7	2.7	28.1		
17:45:00 - 17:59:59	8.3	5.8	12.2	23.6	8.8	4.7	2.8	2.0	2.3	4.6	24.9		
18:00:00 - 18:14:59	11.7	3.5	9.8	29.4	6.9	7.6	2.0	1.3	2.8	2.6	22.4		
18:15:00 - 18:29:59	11.2	2.8	10.0	23.0	11.2	9.3	2.7	1.1	3.9	2.0	22.7		
18:30:00 - 18:44:59	10.8	2.1	15.8	15.8	12.1	8.7	4.0	1.1	3.3	1.8	24.5		
18:45:00 - 18:59:59	10.2	6.3	21.0	14.6	10.1	7.7	3.0	0.7	2.1	1.8	22.5		
19:00:00 - 19:14:59	9.2	4.9	32.6	13.4	7.4	7.8	2.9	0.3	0.7	1.6	19.0		
19:15:00 - 19:29:59	8.1	4.1	38.9	11.7	7.6	4.5	3.8	0.4	0.6	1.6	18.6		

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	Γ 45-54	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	8.8	4.1	41.4	10.1	7.2	2.6	4.9	1.6	0.5	1.6	17.1	
19:45:00 - 19:59:59	8.6	4.8	36.8	11.3	6.9	2.3	5.9	1.5	0.9	1.6	19.3	
20:00:00 - 20:14:59	6.9	4.5	38.0	11.9	8.2	3.3	6.1	1.4	0.0	1.8	18.0	
20:15:00 - 20:29:59	5.2	6.7	42.6	8.4	7.8	3.6	6.8	1.6	0.0	2.7	14.5	
20:30:00 - 20:44:59	6.7	8.1	45.2	6.9	7.1	2.9	8.2	0.8	0.0	1.6	12.3	
20:45:00 - 20:59:59	7.5	11.9	39.5	7.6	6.5	4.7	7.6	0.7	0.0	1.3	12.8	
21:00:00 - 21:14:59	10.3	14.0	26.0	15.6	7.3	3.9	4.0	1.8	0.5	0.5	16.1	
21:15:00 - 21:29:59	13.4	11.8	18.7	16.5	5.7	3.6	4.9	1.9	1.8	1.2	20.4	
21:30:00 - 21:44:59	13.7	11.5	13.6	17.5	3.9	3.7	4.8	1.8	2.2	3.0	24.2	
21:45:00 - 21:59:59	10.7	12.7	12.7	21.9	4.0	1.9	6.0	1.7	1.5	2.3	24.6	
22:00:00 - 22:14:59	7.9	17.0	12.8	20.0	4.7	2.2	4.9	1.3	1.5	1.7	26.0	
22:15:00 - 22:29:59	8.3	17.7	11.0	20.5	3.3	2.7	5.4	1.7	1.7	1.7	26.2	
22:30:00 - 22:44:59	13.6	13.8	9.5	22.2	3.2	1.5	4.3	3.1	0.4	0.4	28.1	
22:45:00 - 22:59:59	12.4	15.0	9.4	18.5	6.3	1.0	5.2	3.9	0.0	0.4	27.9	
23:00:00 - 23:14:59	18.8	15.5	11.1	11.6	0.9	1.8	5.6	4.4	0.1	0.7	29.6	
23:15:00 - 23:29:59	19.1	14.7	13.4	6.7	2.1	2.4	6.1	4.3	0.0	2.9	28.4	
23:30:00 - 23:44:59	17.4	15.2	13.8	7.0	2.1	2.3	3.4	4.6	0.4	4.6	29.1	
23:45:00 - 23:59:59	18.6	16.0	9.5	7.8	2.6	1.2	3.0	5.4	0.1	5.0	30.7	
24:00:00 - 24:14:59	21.1	11.5	5.9	11.2	2.8	3.2	3.1	4.2	0.0	2.8	34.2	
24:15:00 - 24:29:59	20.8	12.6	5.7	10.6	2.0	3.5	4.0	3.4	0.0	1.6	35.7	
24:30:00 - 24:44:59	16.8	14.1	6.4	12.0	2.1	5.1	4.0	2.6	0.0	1.9	34.8	
24:45:00 - 24:59:59	8.4	20.4	6.8	10.3	1.8	6.2	5.4	3.6	0.2	2.5	34.4	
25:00:00 - 25:14:59	6.3	19.0	7.0	11.6	0.7	7.5	5.7	0.1	0.0	2.8	39.3	
25:15:00 - 25:29:59	6.6	19.6	6.1	16.1	0.7	3.4	4.6	1.5	0.0	3.0	38.3	
25:30:00 - 25:44:59	4.6	17.6	6.4	16.1	0.0	5.7	7.0	1.6	0.0	3.2	37.8	
25:45:00 - 25:59:59	5.9	18.2	6.9	16.3	0.0	9.5	7.0	0.0	0.0	3.4	32.9	
Average Columns	11.8	10.5	19.0	11.1	6.4	3.7	5.2	4.2	1.7	1.7	24.7	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	55+	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
02:00:00 - 04:59:59	6.9	9.4	11.2	5.2	8.8	8.6	3.1	1.0	1.1	7.4	37.2	
05:00:00 - 05:14:59	12.6	10.8	0.5	8.3	9.1	1.0	9.3	1.0	0.0	14.3	33.1	
05:15:00 - 05:29:59	18.8	9.1	1.9	7.9	8.3	1.3	17.1	3.1	0.1	8.8	23.6	
05:30:00 - 05:44:59	13.4	9.8	6.5	9.3	10.5	1.8	19.3	3.4	0.0	3.9	22.2	
05:45:00 - 05:59:59	13.9	8.2	12.5	6.1	17.4	1.0	16.3	2.3	0.0	3.2	19.0	
06:00:00 - 06:14:59	18.1	9.4	12.9	2.1	18.8	2.3	13.5	2.2	0.2	3.2	17.3	
06:15:00 - 06:29:59	19.6	11.0	4.4	3.8	15.6	6.1	15.3	2.8	0.0	1.6	19.7	
06:30:00 - 06:44:59	17.5	10.1	3.8	3.5	13.3	11.6	16.5	2.9	0.0	0.3	20.6	
06:45:00 - 06:59:59	17.1	10.3	6.5	3.9	18.6	11.1	13.5	3.1	0.0	0.1	15.9	
07:00:00 - 07:14:59	15.8	7.8	9.9	1.6	25.4	10.8	13.4	0.1	0.1	1.3	13.7	
07:15:00 - 07:29:59	18.0	8.6	11.0	1.3	25.6	12.1	11.5	0.0	0.5	1.9	9.5	
07:30:00 - 07:44:59	13.1	7.8	5.7	1.5	23.3	19.0	16.9	0.1	2.4	0.9	9.3	
07:45:00 - 07:59:59	11.2	5.2	11.6	1.2	23.9	21.6	8.9	2.6	1.1	0.5	12.3	
08:00:00 - 08:14:59	11.8	5.2	13.9	1.5	18.3	22.8	9.7	6.1	0.3	0.9	9.5	
08:15:00 - 08:29:59	10.0	4.4	15.8	1.3	23.5	15.8	10.1	8.6	0.1	0.7	9.7	
08:30:00 - 08:44:59	10.4	4.4	12.1	0.6	22.6	17.6	6.1	10.4	0.3	3.0	12.6	
08:45:00 - 08:59:59	10.1	7.8	12.0	0.7	23.8	16.2	4.0	10.6	0.6	2.7	11.6	
09:00:00 - 09:14:59	12.3	10.2	8.5	0.4	21.0	13.5	5.9	12.8	0.1	0.7	14.4	
09:15:00 - 09:29:59	12.1	5.4	9.3	0.4	22.5	14.9	7.7	13.3	0.1	0.7	13.6	
09:30:00 - 09:44:59	13.0	9.2	11.7	1.2	17.6	12.9	6.6	14.6	0.9	0.5	11.9	
09:45:00 - 09:59:59	11.8	9.7	16.4	1.7	18.0	9.7	5.5	15.2	1.2	0.2	10.7	
10:00:00 - 10:14:59	11.5	6.7	20.0	1.3	19.4	7.2	5.1	15.6	1.3	0.0	11.9	
10:15:00 - 10:29:59	12.1	6.7	19.8	1.0	17.1	9.3	4.8	13.0	1.0	0.0	15.2	
10:30:00 - 10:44:59	9.6	6.8	22.1	0.9	20.5	6.2	4.1	10.9	1.6	0.0	17.3	
10:45:00 - 10:59:59	12.9	9.2	27.6	0.6	20.1	5.2	4.2	3.1	1.6	0.4	15.2	
11:00:00 - 11:14:59	12.6	9.2	28.8	0.9	18.2	5.5	5.1	1.9	2.4	0.8	14.6	
11:15:00 - 11:29:59	12.0	9.8	28.7	0.7	15.3	6.5	6.0	1.9	3.8	0.7	14.7	
11:30:00 - 11:44:59	12.0	13.1	27.9	0.8	9.9	6.9	6.2	1.3	4.5	0.7	16.6	
11:45:00 - 11:59:59	12.5	10.1	30.2	1.2	7.1	7.9	6.2	0.8	4.7	0.9	18.4	
12:00:00 - 12:14:59	10.9	8.2	32.6	5.2	7.0	6.6	7.8	0.9	3.1	1.1	16.6	
12:15:00 - 12:29:59	13.7	5.4	30.8	7.8	6.2	6.0	8.2	0.9	2.1	1.3	17.5	
12:30:00 - 12:44:59	11.9	6.9	26.4	8.4	4.6	7.7	9.9	1.2	3.1	0.5	19.3	
12:45:00 - 12:59:59	20.1	4.6	23.5	10.1	4.4	5.7	11.1	1.3	2.7	0.5	16.1	
13:00:00 - 13:14:59	19.1	8.7	21.2	9.2	5.7	7.4	5.9	3.0	4.7	0.6	14.4	
13:15:00 - 13:29:59	14.8	7.9	20.0	11.6	4.5	10.5	4.1	5.8	5.3	0.6	14.9	
13:30:00 - 13:44:59	11.9	5.7	14.5	13.5	4.6	9.8	6.0	12.0	5.8	0.7	15.6	
13:45:00 - 13:59:59	9.2	4.1	14.7	11.2	12.2	6.0	5.4	16.0	4.7	0.6	15.8	
14:00:00 - 14:14:59	10.2	1.4	14.4	4.8	16.6	8.6	7.5	17.1	3.8	0.8	14.9	
14:15:00 - 14:29:59	13.0	2.4	14.0	3.6	11.0	8.4	9.8	18.0	4.5	1.0	14.3	
14:30:00 - 14:44:59	13.4	3.4	17.3	2.3	6.9	7.0	7.5	19.3	4.5	0.8	17.5	
14:45:00 - 14:59:59	10.3	2.9	19.6	3.7	7.4	6.0	5.5	18.1	6.3	1.0	19.2	
15:00:00 - 15:14:59	9.6	4.0	17.5	6.8	7.0	4.3	4.3	18.1	6.8	1.3	20.3	
15:15:00 - 15:29:59	9.0	5.4	20.1	5.6	6.2	4.2	4.5	13.5	7.1	1.5	22.8	
15:30:00 - 15:44:59	11.9	6.0	17.4	4.5	8.9	5.1	5.9	12.1	4.3	1.4	22.6	
15:45:00 - 15:59:59	14.5	6.9	18.4	4.3	11.5	4.9	5.3	5.2	5.5	1.3	22.3	
16:00:00 - 16:14:59	16.9	6.6	19.4	5.1	7.7	4.7	7.5	4.2	4.4	2.0	21.5	
16:15:00 - 16:29:59	18.6	4.7	21.6	7.8	9.6	5.1	6.3	3.1	2.7	1.5	18.9	
16:30:00 - 16:44:59	19.3	5.6	18.7	9.7	10.8	4.5	7.0	3.0	2.4	1.4	17.5	
16:45:00 - 16:59:59	19.0	5.0	21.1	14.0	5.2	4.3	5.7	2.9	2.5	1.9	18.4	
17:00:00 - 17:14:59	16.6	5.8	18.2	20.4	6.1	4.5	4.0	2.8	2.8	1.7	17.2	
17:15:00 - 17:29:59	15.8	5.7	18.6	19.0	9.6	1.5	3.5	3.8	2.7	1.2	18.7	
17:30:00 - 17:44:59	10.8	6.1	20.7	20.7	8.3	1.1	4.9	3.7	3.1	2.3	18.3	
17:45:00 - 17:59:59	8.8	6.6	14.0	22.0	7.1	5.4	7.6	4.0	2.7	1.5	20.5	
18:00:00 - 18:14:59	8.8	5.3	9.7	24.3	4.6	11.5	9.7	4.5	3.5	1.2	17.0	
18:15:00 - 18:29:59	7.9	6.3	8.4	23.9	8.2	11.0	9.3	5.2	3.5	0.8	15.5	
18:30:00 - 18:44:59	7.4	4.0	10.5	23.5	7.2	15.4	8.8	5.2	2.5	1.4	14.0	
18:45:00 - 18:59:59	7.8	6.8	18.0	20.1	6.4	14.2	6.5	2.4	1.4	2.2	14.3	
19:00:00 - 19:14:59	7.9	7.5	31.1	18.3	4.3	12.1	3.0	0.7	0.5	1.6	13.1	
19:15:00 - 19:29:59	7.7	8.7	35.9	16.9	2.9	10.5	2.3	0.3	0.6	1.7	12.5	

Variable	Target	Date	Activity	Platform								
3/24/2025	SHR %	55+	23.03.2025	Live	All							
Day Part \ Channel	MEGA	ANTENNA	ALPHA	STAR	SKAI	OPEN	EPT 1	EPT 2	EPT 3	MAKTV	ΛΟΙΠΟΙ	
19:30:00 - 19:44:59	8.3	6.9	41.4	17.3	3.0	4.6	2.7	0.5	0.9	1.5	13.0	
19:45:00 - 19:59:59	11.6	6.0	34.0	14.8	8.3	3.4	4.4	1.2	1.7	1.6	13.0	
20:00:00 - 20:14:59	10.1	7.6	36.3	13.7	9.8	2.1	6.0	0.9	0.9	0.7	11.9	
20:15:00 - 20:29:59	8.2	10.3	44.3	10.3	5.6	1.3	7.2	0.6	0.6	0.7	10.9	
20:30:00 - 20:44:59	6.5	8.6	47.4	6.2	6.3	2.3	8.5	0.6	0.5	1.5	11.5	
20:45:00 - 20:59:59	5.4	13.3	42.5	5.0	5.3	3.1	9.7	1.0	0.4	1.3	13.0	
21:00:00 - 21:14:59	7.7	11.6	25.1	11.0	10.4	3.0	6.2	2.0	2.5	2.3	18.2	
21:15:00 - 21:29:59	8.0	13.9	19.9	11.7	10.2	2.7	6.8	2.4	2.7	2.0	19.7	
21:30:00 - 21:44:59	8.5	12.8	11.5	11.7	8.8	2.8	10.6	3.8	4.6	2.4	22.6	
21:45:00 - 21:59:59	10.1	14.0	13.1	13.3	9.0	2.0	6.7	2.7	5.4	2.4	21.5	
22:00:00 - 22:14:59	12.5	15.2	15.0	11.0	8.2	4.4	4.6	2.0	3.6	2.8	20.7	
22:15:00 - 22:29:59	12.0	14.0	15.1	11.8	7.4	4.6	4.5	1.5	4.2	2.3	22.5	
22:30:00 - 22:44:59	16.8	10.7	11.2	12.4	6.9	5.9	4.6	3.0	2.0	2.1	24.4	
22:45:00 - 22:59:59	15.2	13.5	9.9	9.9	9.3	3.5	5.8	3.3	2.2	3.4	24.0	
23:00:00 - 23:14:59	20.5	13.8	10.2	6.6	5.0	6.1	5.9	2.1	2.0	3.3	24.6	
23:15:00 - 23:29:59	17.5	12.8	13.1	4.9	6.6	6.6	4.8	2.2	2.2	3.4	25.9	
23:30:00 - 23:44:59	20.9	11.3	16.3	5.7	5.3	2.9	3.2	2.5	2.4	3.4	26.1	
23:45:00 - 23:59:59	24.9	12.3	7.8	5.7	5.5	5.8	2.6	2.9	2.3	3.8	26.2	
24:00:00 - 24:14:59	24.9	5.8	7.5	8.4	8.7	3.1	2.6	3.8	1.8	4.9	28.6	
24:15:00 - 24:29:59	26.3	6.8	6.2	9.2	5.7	3.3	2.1	4.2	1.6	4.0	30.5	
24:30:00 - 24:44:59	28.8	9.3	7.2	6.8	7.5	3.4	2.6	1.1	0.7	1.2	31.4	
24:45:00 - 24:59:59	19.3	10.2	5.7	6.8	11.7	4.5	4.9	1.4	0.9	1.2	33.4	
25:00:00 - 25:14:59	18.5	10.3	4.2	12.2	5.6	6.9	2.2	1.1	2.1	2.3	34.6	
25:15:00 - 25:29:59	17.3	10.0	5.5	12.9	5.5	4.1	3.1	2.7	2.3	2.8	33.9	
25:30:00 - 25:44:59	17.7	6.5	6.4	14.0	7.8	3.4	3.4	3.0	0.6	3.3	34.1	
25:45:00 - 25:59:59	17.2	5.7	7.3	14.8	6.4	2.9	3.4	2.8	0.2	4.3	35.0	
Average Columns	12.6	8.4	19.5	9.6	9.2	6.5	6.1	4.7	2.6	1.9	18.9	