

## RADIO I TELEVIZIJA U 2020. RADIO AND TELEVISION BROADCASTING, 2020

### 1. RADIO

U 2020. radile su i dostavile izvještaje 134 radiopostaje. Četiri radiopostaje pokrivala su programom cijelu državu. Ostale radiopostaje bile su regionalne ili lokalne.

Ukupno emitiranje vlastitog programa iznosilo je 1 005 381 sat. U odnosu na broj postaja, najveći broj sati emitiran je iz državnih radiopostaja.

U vlastitom programu svih radiopostaja prosječni udio informativnog programa bio je 14,8%, od toga u državnim radiopostajama 17,9%, u regionalnim radiopostajama 14,4%, a u lokalnim radiopostajama 14,6%.

Udio glazbenih emisija bio je 66,8%, dok je udio marketinških emisija svih radiopostaja bio 4,8%.

Proizvodnja emisija na radiju je većinom samostalna s udjelom samostalne produkcije u cjelokupnoj proizvodnji od 93,8%.

Udio žena u ukupnom broju zaposlenih bio je 44,8%.

### RADIO BROADCASTING

In 2020, there were 134 radio stations in operation that delivered statistical reports. There were four stations that broadcasted throughout the whole territory of the Republic of Croatia. Other stations were either regional or local ones.

The total broadcast of own programme was 1 005 381 hours. Considering the number of stations, the biggest number of hours was emitted from national stations.

The average share of news and information programme in own programme of all radio stations was 14.8%, out of which the programme in the state-owned radio stations reached 17.9%, in regional ones 14.4% and in local ones 14.6%.

The share of music programme was 66.8% and the share of advertising spots in all radio stations was 4.8%.

The production of programme is mostly station's own, with the share of 93.8% of own production in the entire production.

The share of women in the total number of persons in employment was 44.8%.

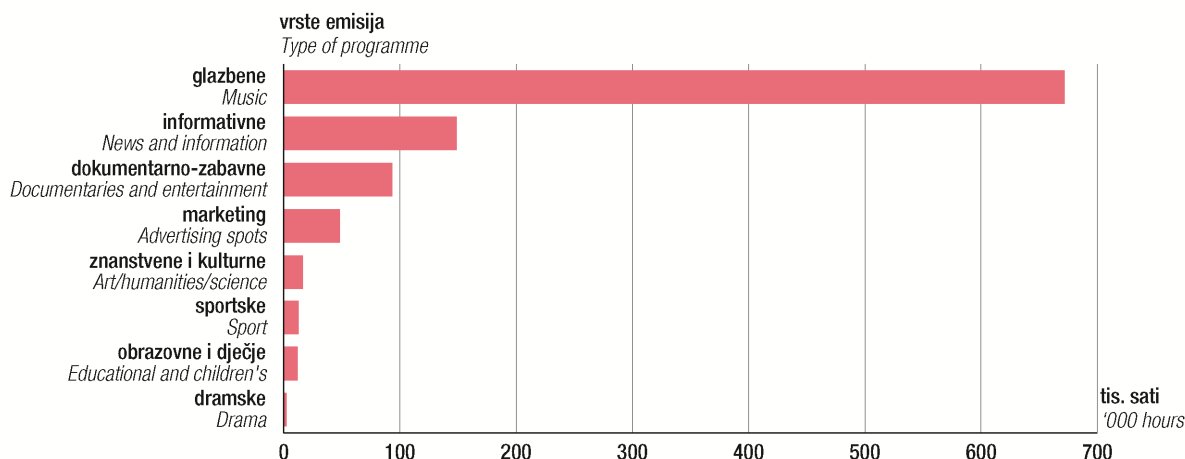
### 1.1. RADIOPOSTAJE PREMA PODRUČJU KOJE POKRIVAJU I VLASTITOM RADIOPROGRAMU PREMA VRSTAMA EMISIJA U 2020. RADIO STATIONS, BY BROADCASTING AREA AND OWN RADIO PROGRAMME, BY TYPE OF PROGRAMME, 2020

	Radiopostaje Radio stations	Emisije radioprograma <sup>1)</sup> , sati Radio programmes <sup>1)</sup> , 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	134	1 005 381	148 847	93 336	2 289	16 421	11 780	671 753	12 803	48 152
Državne State	4	61 293	10 990	2 704	698	2 779	934	40 799	971	1 418
Regionalne Regional	18	143 973	20 712	21 921	51	1 768	746	90 624	2 638	5 513
Lokalne (uže područje) Local (narrow area)	112	800 115	117 145	68 711	1 540	11 874	10 100	540 330	9 194	41 221

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 2020. OWN RADIO PROGRAMME, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2020



**1.2. RADIOPOSTAJE, ODAŠILJAČI I ZAPOSLENI TE PROIZVODNJA RADIOEMISIJA U SATIMA PO ŽUPANIJAMA U 2020.**
**RADIO STATIONS, TRANSMITTERS AND PERSONS IN EMPLOYMENT, RADIO PROGRAMME PRODUCTION EXPRESSED IN HOURS, BY COUNTIES, 2020**

Županija County of	Radio- postaje Radio stations	Odašiljači Transmitters		Zaposleni <sup>1)</sup> Persons in employment <sup>1)</sup>						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 radiopostajama 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					
				svega All	žene Women	svega All	žene Women	svega All	žene Women				
Republika Hrvatska Republic of Croatia	134	639	2 111,512	3 991	1 787	3 510	1 476	3 811	1 704	1 035 907	972 216	33 165	30 526
Zagrebačka Zagreb	8	12	5,527	61	32	55	26	55	30	63 281	53 897	7 620	1 764
Krapinsko-zagorska Krapina-Zagorje	6	19	3,754	37	17	31	14	33	17	52 704	52 055	406	243
Sisačko-moslavačka Sisak-Moslavina	6	10	9,406	38	22	32	17	37	21	52 573	52 118	174	281
Karlovačka Karlovac	5	9	7,254	33	15	31	14	31	14	43 872	43 446	-	426
Varaždinska Varaždin	6	12	25,725	41	19	32	13	32	14	52 656	52 379	-	277
Koprivničko-križevačka Koprivnica-Križevci	5	9	49,400	39	28	27	20	35	23	36 061	28 475	7 586	-
Bjelovarsko-bilogorska Bjelovar-Bilogora	6	10	3,520	44	28	41	26	42	27	49 323	43 051	296	5 976
Primorsko-goranska Primorje-Gorski kotar	9	17	21,877	77	34	66	27	74	34	58 400	55 903	428	2 069
Ličko-senjska Lika-Senj	3	7	8,400	23	15	20	12	14	10	25 681	25 464	217	-
Virovitičko-podravska Virovitica-Podravina	5	9	4,788	41	18	36	14	40	17	34 968	34 393	137	438
Požeško-slavonska Požega-Slavonia	1	2	4,000	4	1	3	1	4	1	8 760	8 734	-	26
Brodsko-posavska Slavonski Brod-Posavina	6	12	8,101	37	24	27	15	36	24	41 134	37 523	9	3 602
Zadarska Zadar	5	10	1 020,950	61	26	47	14	49	22	41 858	30 774	11 084	-
Osječko-baranjska Osijek-Baranja	11	23	36,616	101	40	87	30	99	39	80 995	77 391	650	2 954
Šibensko-kninska Šibenik-Knin	4	10	8,520	39	22	36	20	22	13	16 451	15 191	-	1 260
Vukovarsko-srijemska Vukovar-Sirmium	6	8	9,980	60	34	45	24	59	32	37 493	36 652	457	384
Splitsko-dalmatinska Split-Dalmatia	11	36	55,860	97	52	78	38	57	34	84 656	81 088	1 001	2 567
Istarska Istria	6	24	29,055	96	41	83	31	65	28	46 446	42 053	802	3 591
Dubrovačko-neretvanska Dubrovnik-Neretva	8	12	7,801	40	21	36	18	34	17	45 988	40 942	816	4 230
Međimurska Međimurje	4	7	2,532	30	8	29	7	21	7	26 342	25 353	988	1
Grad Zagreb City of Zagreb	13	381	788,446	2 992	1 290	2 668	1 095	2 972	1 280	136 265	135 334	494	437

1) Vidi Metodološka objašnjenja.

1) See Notes on Methodology.

## 2. TELEVIZIJA

Za 2020. prikazani su podaci za 26 televizijskih centara.

Ukupan broj sati programa emitiranoga iz matičnoga televizijskog centra (bez emitiranja preko satelita) iznosio je 212 524.

Udio informativno-dokumentarnih emisija svih televizijskih centara iznosio je 24,4%, od toga na televizijskim centarima koje pokrivaju cijelu državu (u nastavku teksta: državne televizije) 21,7%, na regionalnim televizijskim centarima 24,0%, a na lokalnim televizijskim centarima 32,8%. Udio komercijalnog programa, sadržaja izvan emisija i izvanprogramskog sadržaja svih televizijskih centara iznosio je 21,5%.

Udio žena u ukupnom broju zaposlenih bio je 43,3%.

## TELEVISION BROADCASTING

In 2020, data on 26 TV broadcasters were presented.

The total number of in-house broadcasted hours of programme (without satellite transmissions) was 212 524.

The share of information and documentary programmes of all TV broadcasters was 24.4%, out of which TV broadcasters that cover the whole territory of the Republic of Croatia (hereinafter referred to as state TV broadcasters) participated with 21.7%, regional TV broadcasters with 24.0% and local ones with 32.8%. The share of commercial programme and non-programme contents of all TV broadcasters was 21.5%.

The share of women in the total number of persons in employment was 43.3%.

### 2.1. TELEVIZIJE PREMA PODRUČJU KOJE POKRIVAJU I PROGRAMU EMITIRANOME IZ MATIČNOGA TELEVIZIJSKOG CENTRA PREMA EMISIJAMA U SATIMA U 2020.

TV BROADCASTERS, BY BROADCASTING AREA AND IN-HOUSE BROADCASTED TV PROGRAMME, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2020

	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	26	212 524	51 768	14 982	6 019	33 186	24 755	17 301	9 193	9 646	28 866	16 808
Državne State	8	90 346	19 640	2 058	4 409	27 503	10 688	5 650	6 588	6 971	4 727	2 112
Regionalne Regional	13	90 187	21 636	11 309	1 386	5 553	11 076	7 597	2 185	1 764	19 323	8 358
Lokalne (uže područje) Local (narrow area)	5	31 991	10 492	1 615	224	130	2 991	4 054	420	911	4 816	6 338

### 2.2. TELEVIZIJE PREMA PODRUČJU KOJE POKRIVAJU, EMITIRANJU I TRAJANJU PROGRAMA U SATIMA U 2020.

TV BROADCASTERS, BY BROADCASTING AREA, BROADCASTING AND DURATION OF PROGRAMMES EXPRESSED IN HOURS, 2020

	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	171 098	121 613	20 805	15 783	8 649	4 248	1 366
Državne State	87 755	44 153	14 922	15 783	8 649	4 248	819
Regionalne Regional	62 506	56 623	5 883	-	-	-	235
Lokalne (uže područje) Local (narrow area)	20 837	20 837	-	-	-	-	312

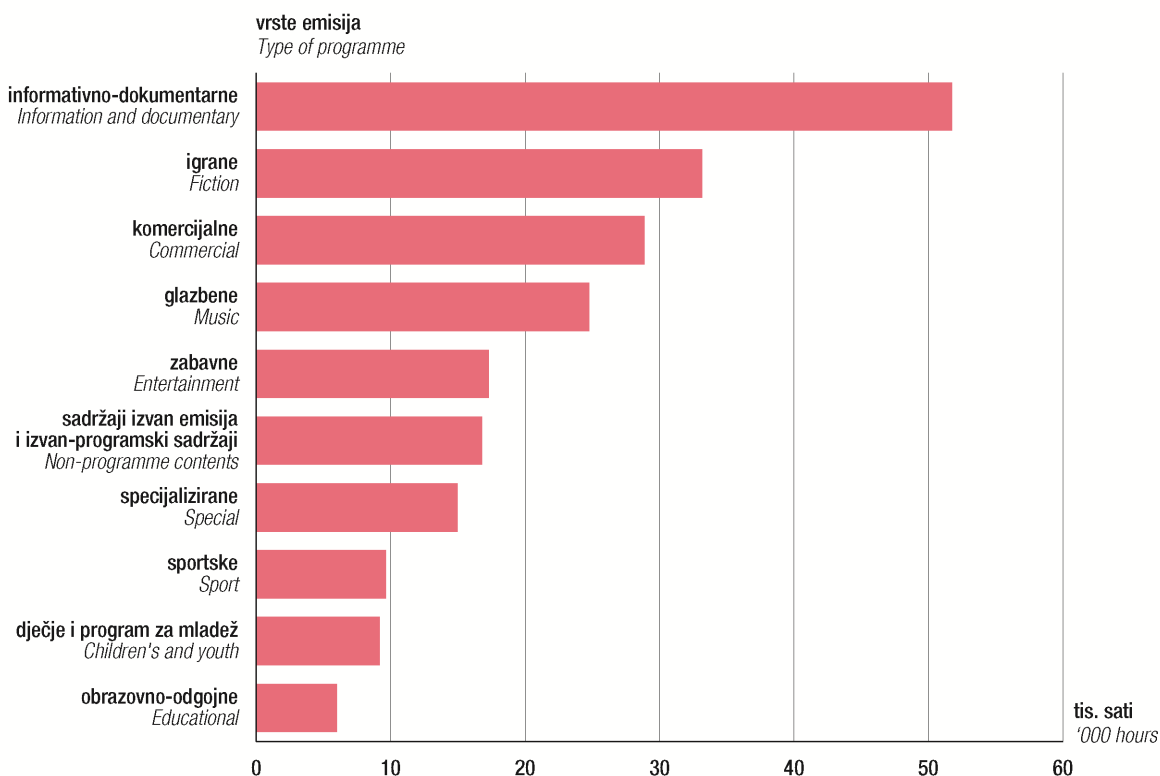
**2.3. ZAPOSLENI, EMITIRANJE I PRIJENOS TELEVIZIJSKOG PROGRAMA U SATIMA U 2020.**  
**PERSONS IN EMPLOYMENT, TRANSMISSION OF TV PROGRAMME EXPRESSED IN HOURS, 2020**

	Televizije TV broadcasters	Zaposleni <sup>1)</sup> Persons in employment <sup>1)</sup>						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	26	4 685	2 036	3 978	1 608	3 868	1 682	212 524	84 176
Državne State	8	4 199	1 842	3 559	1 460	3 597	1 583	90 346	38 583
Regionalne Regional	13	372	152	318	116	223	84	90 187	35 397
Lokalne (uže područje) Local (narrow area)	5	114	42	101	32	48	15	31 991	10 196

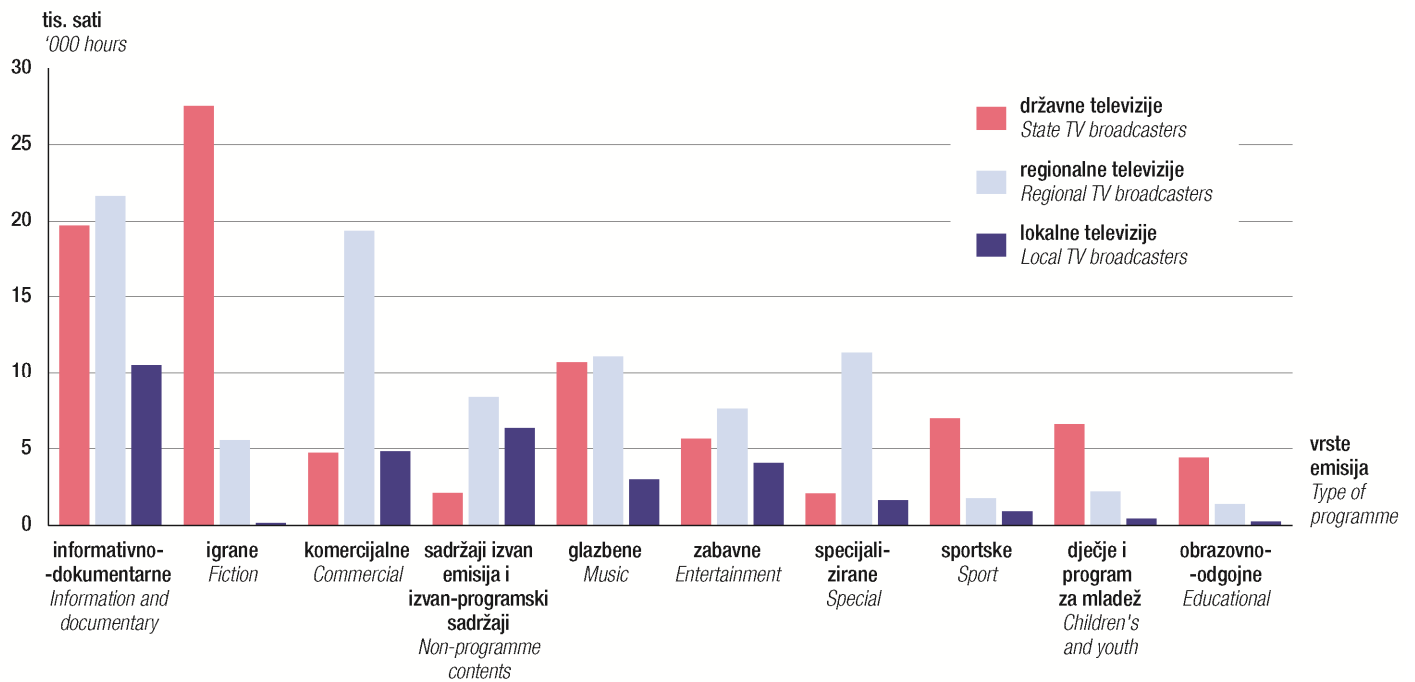
1) Vidi Metodološka objašnjenja.

1) See Notes on Methodology.

**G-2.1. TELEVIZIJSKI PROGRAM EMITIRAN IZ MATIČNOG TV CENTRA PO VRSTAMA EMISIJA U SATIMA U 2020.**  
**IN-HOUSE BROADCASTED TV PROGRAMME, BY TYPE OF PROGRAMMES EXPRESSED IN HOURS, 2020**



**G-2.2. TELEVIZIJSKI PROGRAM DRŽAVNIH, REGIONALNIH I LOKALNIH TELEVIZIJA PO VRSTAMA EMISIJA U SATIMA U 2020.**  
*TV PROGRAMME OF STATE, REGIONAL AND LOCAL TV BROADCASTERS, BY TYPE OF PROGRAMME EXPRESSED IN HOURS, 2020*



## METODOLOŠKA OBJAŠNJENJA

### 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 2020.

## 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 2020.*

## Abbreviations

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

## Symbols

- no occurrence

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