

Brand : HHP FLAGSHIP
Advertiser : SAMSUNG ELECTRONIC INDONESIA, PT
Agency : PT MINDSHARE INDONESIA
Product : SAMSUNG Z4 SUSTAIN THEMATIC 15 SEC

2023-04-01 s/d 2023-04-30

Date	Day of Week	ISO Week	Channel	Program	House Number	Start Time	Duration	TVR	Total Viewers	Reach 000s	Reach 1+	Index
2023-04-01	Saturday	13	AXN	THE BLACKLIST S 10 - EPS. 5	CRHD2302935	13:07:05	00:00:15	0,01	318	31,80	0,01	100,00
2023-04-01	Saturday	13	AXN	THE BLACKLIST S 10 - EPS. 5	CRHD2302935	20:40:00	00:00:15	0,27	10.453	1.045,30	0,27	100,00
2023-04-02	Sunday	14	AXN	SEAL TEAM S 6 - EPS. 10	CRHD2302935	10:15:17	00:00:15	0,08	2.985	298,50	0,08	100,00
2023-04-02	Sunday	14	AXN	SEAL TEAM S 6 - EPS. 10	CRHD2302935	18:50:00	00:00:15	0,15	5.976	597,60	0,15	100,00
2023-04-03	Monday	14	AXN	FLATLINERS	CRHD2302935	09:38:52	00:00:15	0,10	3.729	372,90	0,10	100,00
2023-04-03	Monday	14	AXN	THE AMAZING RACE S 34 - EPS. 1	CRHD2302935	18:50:14	00:00:15	0,09	3.577	357,70	0,09	100,00
2023-04-04	Tuesday	14	AXN	FBI : INTERNATIONAL S 1 - EPS. 20	CRHD2302935	10:50:16	00:00:15	0,08	3.113	311,30	0,08	100,00
2023-04-04	Tuesday	14	AXN	FBI : INTERNATIONAL S 1 - EPS. 21	CRHD2302935	19:45:14	00:00:15	0,16	6.273	627,30	0,16	100,00
2023-04-05	Wednesday	14	AXN	CSI : MIAMI S 8 - EPS. 14	CRHD2302935	08:33:08	00:00:15	0,14	5.359	535,90	0,14	100,00
2023-04-05	Wednesday	14	AXN	THE AMAZING RACE S 34 - EPS. 3	CRHD2302935	18:50:14	00:00:15	0,04	1.510	151,00	0,04	100,00
2023-04-06	Thursday	14	AXN	ROOKIE BLUE S 2 - EPS. 7	CRHD2302935	10:02:20	00:00:15	0,16	6.164	616,40	0,16	100,00
2023-04-06	Thursday	14	AXN	THE AMAZING RACE S 34 - EPS. 4	CRHD2302935	18:50:15	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-07	Friday	14	AXN	UNFORGETTABLE S 4 - EPS. 8	CRHD2302935	09:15:16	00:00:15	0,05	1.790	179,00	0,05	100,00
2023-04-07	Friday	14	AXN	HUDSON AND REX S 3 - EPS. 3	CRHD2302935	19:45:17	00:00:15	0,13	4.889	488,90	0,13	100,00
2023-04-08	Saturday	14	AXN	AMERICAN NINJA WARRIOR S 11 - EPS. 22	CRHD2302935	11:47:22	00:00:15	0,09	3.459	345,90	0,09	100,00
2023-04-08	Saturday	14	AXN	THE BLACKLIST S 10 - EPS. 6	CRHD2302935	20:40:20	00:00:15	0,30	11.683	1.168,30	0,30	100,00
2023-04-09	Sunday	15	AXN	CSI : VEGAS S 2 - EPS. 9	CRHD2302935	16:07:20	00:00:15	0,06	2.137	213,70	0,06	100,00

2023-04-09	Sunday	15	AXN	NCIS : HAWAII S 2 - EPS. 12	CRHD2302935	19:45:15	00:00:15	0,21	8.158	815,80	0,21	100,00
2023-04-10	Monday	15	AXN	VENOM	CRHD2302935	09:22:22	00:00:15	0,04	1.671	167,10	0,04	100,00
2023-04-10	Monday	15	AXN	HUDSON AND REX S 3 - EPS. 4	CRHD2302935	19:45:00	00:00:15	0,19	7.244	724,40	0,19	100,00
2023-04-11	Tuesday	15	AXN	ROOKIE BLUE S 2 - EPS. 7	CRHD2302935	10:02:21	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-11	Tuesday	15	AXN	THE AMAZING RACE S 34 - EPS. 7	CRHD2302935	18:50:15	00:00:15	0,02	696	69,60	0,02	100,00
2023-04-12	Wednesday	15	AXN	S.W.A.T. S 2 - EPS. 12	CRHD2302935	11:45:02	00:00:15	0,13	5.107	510,70	0,13	100,00
2023-04-12	Wednesday	15	AXN	HUDSON AND REX S 3 - EPS. 6	CRHD2302935	19:45:02	00:00:15	0,31	11.831	1.183,10	0,31	100,00
2023-04-13	Thursday	15	AXN	HUDSON AND REX S 3 - EPS. 6	CRHD2302935	10:50:18	00:00:15	0,09	3.399	339,90	0,09	100,00
2023-04-13	Thursday	15	AXN	THE AMAZING RACE S 34 - EPS. 9	CRHD2302935	18:50:00	00:00:15	0,03	983	98,30	0,03	100,00
2023-04-14	Friday	15	AXN	CSI : MIAMI S 8 - EPS. 21	CRHD2302935	08:22:06	00:00:15	0,09	3.341	334,10	0,09	100,00
2023-04-14	Friday	15	AXN	HUDSON AND REX S 3 - EPS. 8	CRHD2302935	19:45:16	00:00:15	0,17	6.425	642,50	0,17	100,00
2023-04-15	Saturday	15	AXN	MORBIUS	CRHD2302935	09:15:48	00:00:15	0,05	1.790	179,00	0,05	100,00
2023-04-15	Saturday	15	AXN	FBI : MOST WANTED S 4 - EPS. 2	CRHD2302935	19:50:16	00:00:15	0,16	6.155	615,50	0,16	100,00
2023-04-16	Sunday	16	AXN	SPIDER MAN : HOMECOMING	CRHD2302935	12:27:37	00:00:15	0,07	2.665	266,50	0,07	100,00
2023-04-16	Sunday	16	AXN	NCIS : HAWAII S 2 - EPS. 18	CRHD2302935	19:45:17	00:00:15	0,15	5.660	566,00	0,15	100,00
2023-04-17	Monday	16	AXN	BLUE BLOODS S 12 - EPS. 1	CRHD2302935	12:40:32	00:00:15	0,03	1.159	115,90	0,03	100,00
2023-04-17	Monday	16	AXN	HUDSON AND REX S 3 - EPS. 9	CRHD2302935	19:45:16	00:00:15	0,23	8.979	897,90	0,23	100,00
2023-04-18	Tuesday	16	AXN	HUDSON AND REX S 3 - EPS. 9	CRHD2302935	10:50:18	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-18	Tuesday	16	AXN	HUDSON AND REX S 3 - EPS. 10	CRHD2302935	19:45:15	00:00:15	0,10	3.884	388,40	0,10	100,00
2023-04-19	Wednesday	16	AXN	HUDSON AND REX S 3 - EPS. 10	CRHD2302935	10:50:18	00:00:15	0,05	1.790	179,00	0,05	100,00
2023-04-19	Wednesday	16	AXN	HUDSON AND REX S 3 - EPS. 11	CRHD2302935	19:45:16	00:00:15	0,07	2.712	271,20	0,07	100,00

2023-04-20	Thursday	16	AXN	S.W.A.T. S 2 - EPS. 18	CRHD2302935	11:45:17	00:00:15	0,04	1.603	160,30	0,04	100,00
2023-04-20	Thursday	16	AXN	HUDSON AND REX S 3 - EPS. 12	CRHD2302935	19:45:15	00:00:15	0,14	5.214	521,40	0,14	100,00
2023-04-21	Friday	16	AXN	MORBIUS	CRHD2302935	10:16:09	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-21	Friday	16	AXN	L.A. S FINEST S 2 - EPS. 3	CRHD2302935	18:50:15	00:00:15	0,09	3.588	358,80	0,09	100,00
2023-04-22	Saturday	16	AXN	THE ROOKIE S 5 - EPS. 20	CRHD2302935	10:15:30	00:00:15	0,07	2.829	282,90	0,07	100,00
2023-04-22	Saturday	16	AXN	THE BLACKLIST S 10 - EPS. 8	CRHD2302935	20:45:35	00:00:15	0,22	8.557	855,70	0,22	100,00
2023-04-23	Sunday	17	AXN	FBI S 5 - EPS. 3	CRHD2302935	08:55:14	00:00:15	0,22	8.568	856,80	0,22	100,00
2023-04-23	Sunday	17	AXN	NCIS : HAWAII S 2 - EPS. 13	CRHD2302935	19:45:35	00:00:15	0,20	7.739	773,90	0,20	100,00
2023-04-24	Monday	17	AXN	GREY LADY	CRHD2302935	10:15:19	00:00:15	0,18	6.776	677,60	0,18	100,00
2023-04-24	Monday	17	AXN	L.A. S FINEST S 2 - EPS. 4	CRHD2302935	18:50:15	00:00:15	0,10	4.041	404,10	0,10	100,00
2023-04-25	Tuesday	17	AXN	ROOKIE BLUE S 2 - EPS. 11	CRHD2302935	10:02:20	00:00:15	0,08	2.947	294,70	0,08	100,00
2023-04-25	Tuesday	17	AXN	S.W.A.T. S 2 - EPS. 22	CRHD2302935	20:40:21	00:00:15	0,21	8.236	823,60	0,21	100,00
2023-04-26	Wednesday	17	AXN	ROOKIE BLUE S 2 - EPS. 12	CRHD2302935	10:02:20	00:00:15	0,04	1.695	169,50	0,04	100,00
2023-04-26	Wednesday	17	AXN	HUDSON AND REX S 3 - EPS. 16	CRHD2302935	19:45:13	00:00:15	0,32	12.474	1.247,40	0,32	100,00
2023-04-27	Thursday	17	AXN	HUDSON AND REX S 3 - EPS. 16	CRHD2302935	10:50:22	00:00:15	0,10	3.705	370,50	0,10	100,00
2023-04-27	Thursday	17	AXN	L.A. S FINEST S 2 - EPS. 7	CRHD2302935	18:50:14	00:00:15	0,14	5.513	551,30	0,14	100,00
2023-04-28	Friday	17	AXN	SEARCHING	CRHD2302935	10:09:19	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-29	Saturday	17	AXN	AMERICAN NINJA WARRIOR S 11 - EPS. 27	CRHD2302935	10:40:38	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-30	Sunday	18	AXN	UNCHARTED	CRHD2302935	11:55:29	00:00:15	0,27	10.514	1.051,40	0,27	100,00
2023-04-01	Saturday	13	CNN INDONESIA	PRIME NEWS	CRHD2302935	19:33:48	00:00:15	2,27	87.678	8.767,80	2,27	100,00
2023-04-02	Sunday	14	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	12:34:04	00:00:15	1,54	59.404	5.940,40	1,54	100,00
2023-04-08	Saturday	14	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	12:25:23	00:00:15	2,48	95.862	9.586,20	2,48	100,00
2023-04-13	Thursday	15	CNN INDONESIA	PRIME NEWS	CRHD2302935	19:24:20	00:00:15	5,74	221.497	22.149,70	5,74	100,00
2023-04-14	Friday	15	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	11:16:15	00:00:15	2,62	101.163	10.116,30	2,62	100,00

2023-04-20	Thursday	16	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	12:10:10	00:00:15	3,11	119.833	11.983,30	3,11	100,00
2023-04-25	Tuesday	17	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	12:14:16	00:00:15	3,80	146.699	14.669,90	3,80	100,00
2023-04-25	Tuesday	17	CNN INDONESIA	PRIME NEWS	CRHD2302935	19:23:42	00:00:15	4,42	170.684	17.068,40	4,42	100,00
2023-04-26	Wednesday	17	CNN INDONESIA	CNN INDONESIA NEWS HOUR	CRHD2302935	11:21:18	00:00:15	3,90	150.422	15.042,20	3,90	100,00
2023-04-05	Wednesday	14	FIGHT SPORTS	GREATEST CLASSICS : HECTOR CAMACHO VS. TONY MENELEE	CRHD2302935	19:20:15	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-06	Thursday	14	FIGHT SPORTS	FS MMA : TAMA CHAN VS. JAN FINNEY	CRHD2302935	11:49:57	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-11	Tuesday	15	FIGHT SPORTS	WCCB : FIRAT ARSLAN VS. YOAN PABLO HERNANDEZ	CRHD2302935	19:15:00	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-12	Wednesday	15	FIGHT SPORTS	FS MMA : MARIUSZ PUDZIANOWSKI VS. PAWEL MIKOLAJUW	CRHD2302935	11:51:35	00:00:15	0,12	4.790	479,00	0,12	100,00
2023-04-17	Monday	16	FIGHT SPORTS	WCCB: GERVONTA DAVIS VS. ROLANDO ROMERO	CRHD2302935	19:22:21	00:00:15	0,18	7.015	701,50	0,18	100,00
2023-04-18	Tuesday	16	FIGHT SPORTS	WCCB: GERVONTA DAVIS VS. ROLANDO ROMERO	CRHD2302935	12:24:24	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-22	Saturday	16	FIGHT SPORTS	WCCB: GERVONTA DAVIS VS. ROLANDO ROMERO	CRHD2302935	12:23:48	00:00:15	0,18	6.852	685,20	0,18	100,00
2023-04-22	Saturday	16	FIGHT SPORTS	WCCB: GERVONTA DAVIS VS. HECTOR LUIS GARCIA	CRHD2302935	19:21:54	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-23	Sunday	17	FIGHT SPORTS	WCCB: GERVONTA DAVIS VS. HECTOR LUIS GARCIA	CRHD2302935	17:53:01	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-24	Monday	17	FIGHT SPORTS	FS MMA: ANTE DELIJA VS. OLI THOMPSON	CRHD2302935	11:54:06	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-24	Monday	17	FIGHT SPORTS	WCCB: MIKKEL KESSLER VS. ALLAN GREEN	CRHD2302935	19:27:34	00:00:15	0,06	2.350	235,00	0,06	100,00
2023-04-28	Friday	17	FIGHT SPORTS	WIDE WORLD OF FIGHTS: EPISODE 21	CRHD2302935	20:13:01	00:00:15	0,00	0	0,00	0,00	0,00

2023-04-29	Saturday	17	FIGHT SPORTS	FS MMA: NICK AGALLAR VS. RYAN BOW	CRHD2302935	11:46:43	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-29	Saturday	17	FIGHT SPORTS	MEGA FIGHTS: LOVEMORE NDOU VS. PAUL MALIGNAGGI	CRHD2302935	19:27:50	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-30	Sunday	18	FIGHT SPORTS	FS MMA: DAN EVENSEN VS. JEREMIAH CONSTANT	CRHD2302935	11:18:43	00:00:15	0,10	3.689	368,90	0,10	100,00
2023-04-30	Sunday	18	FIGHT SPORTS	MEGA FIGHTS: CARLOS MANUEL BALDOMIR VS. ARTURO GATTI	CRHD2302935	19:34:40	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-03	Monday	14	K-PLUS	UNDERCOVER - EPS. 11	CRHD2302935	19:57:12	00:00:15	0,02	767	76,70	0,02	100,00
2023-04-04	Tuesday	14	K-PLUS	WEEKLY IDOL - EPS. 605	CRHD2302935	12:54:12	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-09	Sunday	15	K-PLUS	WEEKLY IDOL - EPS. 606	CRHD2302935	20:10:54	00:00:15	0,01	376	37,60	0,01	100,00
2023-04-10	Monday	15	K-PLUS	UNLOCK MY BOSS - EPS. 10	CRHD2302935	12:53:36	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-15	Saturday	15	K-PLUS	WEEKLY IDOL - EPS. 606	CRHD2302935	19:59:24	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-16	Sunday	16	K-PLUS	MELANCHOLIA - EPS. 3	CRHD2302935	14:53:10	00:00:15	0,14	5.400	540,00	0,14	100,00
2023-04-21	Friday	16	K-PLUS	MELANCHOLIA - EPS. 6	CRHD2302935	19:52:03	00:00:15	0,03	1.145	114,50	0,03	100,00
2023-04-22	Saturday	16	K-PLUS	SPARK - EPS. 2	CRHD2302935	13:58:03	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-26	Wednesday	17	K-PLUS	QUEEN OF MASKS - EPS. 2	CRHD2302935	19:59:31	00:00:15	0,04	1.671	167,10	0,04	100,00
2023-04-27	Thursday	17	K-PLUS	SHOW CHAMPION - EPS. 471	CRHD2302935	11:56:12	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-27	Thursday	17	K-PLUS	MELANCHOLIA - EPS. 7	CRHD2302935	20:07:38	00:00:15	0,05	1.912	191,20	0,05	100,00
2023-04-28	Friday	17	K-PLUS	MELANCHOLIA - EPS. 7	CRHD2302935	11:55:54	00:00:15	0,00	0	0,00	0,00	0,00
2023-04-28	Friday	17	K-PLUS	MELANCHOLIA - EPS. 8	CRHD2302935	20:07:32	00:00:15	0,03	1.145	114,50	0,03	100,00

Summary

Total Spot	95
Total Cost	567.500.000
GRP	37,36
CPRP	15.189.595,60
Max TVR	5,74
Min TVR	0,03
Avg TVR	0,39

Reach & Frequency

Reach 1+	13,72	267.227
Reach 2+	5,01	97.599
Reach 3+	1,89	36.837
Reach 7+	0,09	1.774
Reach 13+	0,03	522
Reach 21+	0,00	0
Avg Freq	3	

No	Channel	Views	Spot	AVG View per Spot
1	AXN	251.063	57	4.405,00
2	CNN INDONESIA	1.153.242	9	128.138,00
3	FIGHT SPORTS	24.696	16	1.544,00
4	K-PLUS	12.416	13	956,00
Total		1.441.417	95	135.042,00

Total Views	1.441.417
Total Cost	Rp. 567.500.000
Total Spot	95
Average View per Spot	15.173
Average Cost per Spot	Rp. 5.973.684
Average Cost per View	Rp. 394

Campaign HHP FLAGSHIP

