|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2014 | 2015 | ∆+/- | ∆+/-% |
| PUBLIC.TV | 17194641,23 | 10985724,27 | -6208917 | -36,11% |
| COPROD.TV | 3356168,46 | 2640341,54 | -715826,92 | -21,33% |
| PUBLIC.RADIO | 1034373,78 | 720173,4 | -314200,38 | -30,38% |
| COPROD.RADIO | 609227,1 | 402459,44 | -206767,66 | -33,94% |
|  | 22194410,57 | 14748698,65 | -7445711,9 | -33,55% |
|  |  |  |  |  |
|  |  |  |  | mii lei |
|  | 2014 | 2015 | ∆+/- | ∆+/-% |
| PUBLICITATE | 9910,61 | 7572,14 | -2338,47 | -23,60% |
| COPRODUCTIE | 3965,40 | 3042,80 | -922,59 | -23,27% |
| PUBLICITATE ESC | 927,49 | 1537,71 | 610,22 | 65,79% |
| PUBLICITATE ELECTORALA | 4036,80 | 2596,04 | -1440,76 | -35,69% |
| PUBLICITATE FIFA 2014 | 2963,94 |  |  |  |
| PUBLICITATE JOCURILE OLIMPICE | 390,18 |  |  |  |
| TOTAL | 22194,41 | 14748,70 | -7445,71 | -33,55% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| AMR % | Total Individuals |  |  |  |
| Variable | 2014 | 2015 | ± ∆ ABS | ± ∆ % |
| Others | 5,91% | 6,01% | 0,10% | 1,69% |
| Prime | 3,20% | 2,55% | -0,65% | -20,31% |