

Cable channels' audience shares on different target groups

Channel Target Daypart		Cool 18-49 02:00-25:59	Film+ 18-49 02:00-25:59	Sport1 18-49 Males 02:00-25:59	Sport2 18-49 Males 02:00-25:59	Sport Klub 18-49 Males 02:00-25:59	AXN 18-49 02:00-25:59	Discovery 18-49 ABC pp 02:00-25:59
Past	Jan 2009	2.9	3.7	1.6	0.8	0.8	1.0	1.6
	Feb 2009	3.3	3.7	1.4	0.8	0.9	0.9	1.8
	Mar 2009	3.4	3.9	1.1	0.8	0.8	1.0	1.7
	Apr 2009	3.2	4.0	1.3	0.7	0.9	1.0	1.7
	May 2009	3.2	4.9	1.3	0.7	1.0	1.4	1.6
	Jun 2009	3.7	5.5	0.9	0.6	0.6	1.6	1.8
	Jul 2009	3.4	5.1	1.0	0.7	0.5	1.2	1.6
	Aug 2009	3.3	4.4	1.5	0.8	0.7	1.0	1.8
	Sep 2009	3.2	4.5	1.1	0.8	0.7	1.3	1.5
	Oct 2009	3.3	4.5	1.2	0.7	0.6	1.7	1.6
	Nov 2009	2.9	4.8	1.2	0.8	0.6	1.8	1.5
	Dec 2009	3.0	4.8	0.9	0.7	0.5	1.7	1.6
	Jan 2010	3.6	4.9	1.3	0.8	0.9	1.4	1.6
	Feb 2010	3.4	4.3	1.2	0.6	0.6	1.4	1.7
	Mar 2010	3.7	4.1	1.3	0.6	0.6	1.5	1.9
	Apr 2010	3.2	4.7	1.3	0.6	0.6	1.6	1.7
	May 2010	2.9	4.7	1.5	0.7	0.6	1.4	1.7
	Jun 2010	3.0	4.4	0.6	0.3	0.5	1.1	1.6
	Jul 2010	3.2	5.0	0.7	0.3	0.4	1.0	1.7
Present	Week 29	3.2	4.9	1.0	0.2	0.4	1.0	1.9
	Week 30	3.4	4.9	1.0	0.4	0.3	0.9	1.6
	Week 31	3.7	4.7	1.1	0.7	0.5	1.0	2.2
	Week 32	3.4	4.8	2.0	0.7	0.5	0.8	1.8
	Week 33	3.9	5.5	1.1	0.6	0.3	1.0	1.7

Cable channels' audience shares on different target groups

Channel Target Daypart		MiniMax 4-14 06:00-19:59	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2009	8.5	8.8	1.1
	Feb 2009	11.0	9.4	1.0
	Mar 2009	9.8	10.7	1.1
	Apr 2009	9.9	11.2	1.3
	May 2009	9.0	11.1	1.3
	Jun 2009	10.3	10.4	1.4
	Jul 2009	9.1	12.1	1.1
	Aug 2009	9.7	12.7	1.0
	Sep 2009	9.6	10.3	0.8
	Oct 2009	9.6	10.6	0.8
	Nov 2009	9.8	8.9	0.8
	Dec 2009	9.4	9.1	0.8
	Jan 2010	9.7	9.7	1.1
	Feb 2010	9.7	10.5	1.1
	Mar 2010	9.3	9.7	0.6
	Apr 2010	9.4	10.5	0.9
	May 2010	10.2	9.7	1.0
	Jun 2010	11.8	10.8	0.9
	Jul 2010	10.8	11.2	1.2
Present	Week 29	11.7	10.7	1.4
	Week 30	13.1	9.4	1.9
	Week 31	11.3	9.7	1.3
	Week 32	13.6	9.0	1.1
	Week 33	9.1	9.9	1.6

Cable channels' ratings on different target groups

Channel Target Daypart	Cool	Film+	Sport1	Sport2	Sport Klub	AXN	Discovery	
	18-49 02:00-25:59	18-49 02:00-25:59	18-49 Males 02:00-25:59	18-49 Males 02:00-25:59	18-49 Males 02:00-25:59	18-49 02:00-25:59	18-49 ABC pp 02:00-25:59	
Past	Jan 2009	0.5	0.7	0.3	0.1	0.1	0.2	0.3
	Feb 2009	0.6	0.6	0.2	0.1	0.1	0.1	0.3
	Mar 2009	0.6	0.6	0.2	0.1	0.1	0.2	0.3
	Apr 2009	0.5	0.6	0.2	0.1	0.1	0.1	0.2
	May 2009	0.4	0.7	0.2	0.1	0.1	0.2	0.2
	Jun 2009	0.5	0.8	0.1	0.1	0.1	0.2	0.2
	Jul 2009	0.5	0.7	0.1	0.1	0.1	0.2	0.2
	Aug 2009	0.5	0.6	0.2	0.1	0.1	0.1	0.2
	Sep 2009	0.5	0.6	0.1	0.1	0.1	0.2	0.2
	Oct 2009	0.5	0.7	0.2	0.1	0.1	0.3	0.2
	Nov 2009	0.5	0.8	0.2	0.1	0.1	0.3	0.2
	Dec 2009	0.6	0.9	0.1	0.1	0.1	0.3	0.3
	Jan 2010	0.7	0.9	0.2	0.2	0.2	0.3	0.3
	Feb 2010	0.6	0.8	0.2	0.1	0.1	0.3	0.3
	Mar 2010	0.6	0.7	0.2	0.1	0.1	0.3	0.3
	Apr 2010	0.5	0.8	0.2	0.1	0.1	0.3	0.3
	May 2010	0.5	0.8	0.2	0.1	0.1	0.2	0.3
	Jun 2010	0.5	0.7	0.1	0.0	0.1	0.2	0.2
Jul 2010	0.5	0.8	0.1	0.0	0.1	0.2	0.2	
Present	Week 29	0.5	0.8	0.1	0.0	0.1	0.2	0.3
	Week 30	0.5	0.8	0.1	0.1	0.0	0.1	0.2
	Week 31	0.5	0.7	0.1	0.1	0.1	0.1	0.3
	Week 32	0.5	0.7	0.3	0.1	0.1	0.1	0.2
	Week 33	0.6	0.8	0.2	0.1	0.0	0.2	0.2

Cable channels' ratings on different target groups

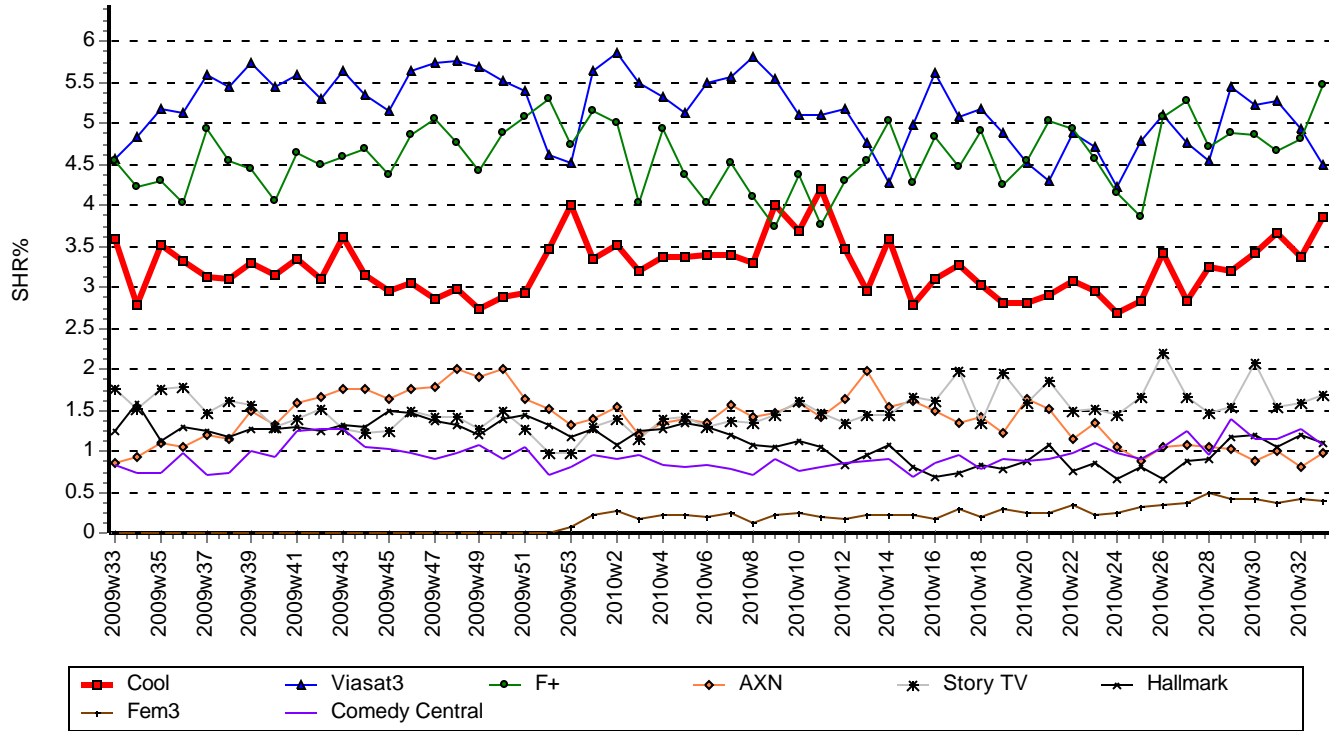
Channel Target Daypart		MiniMax 4-14 06:00-19:59	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2009	1.5	1.7	0.3
	Feb 2009	2.0	1.8	0.3
	Mar 2009	1.7	2.0	0.3
	Apr 2009	1.3	1.6	0.3
	May 2009	1.2	1.6	0.3
	Jun 2009	1.6	1.8	0.3
	Jul 2009	1.4	1.9	0.2
	Aug 2009	1.5	2.0	0.2
	Sep 2009	1.2	1.4	0.2
	Oct 2009	1.6	1.9	0.2
	Nov 2009	1.7	1.7	0.2
	Dec 2009	1.9	2.0	0.2
	Jan 2010	1.8	1.9	0.3
	Feb 2010	1.8	2.1	0.3
	Mar 2010	1.6	1.8	0.1
	Apr 2010	1.4	1.7	0.2
	May 2010	1.5	1.6	0.2
Jun 2010	1.9	1.8	0.2	
Jul 2010	1.8	1.9	0.2	
Present	Week 29	2.0	1.9	0.3
	Week 30	2.3	1.7	0.4
	Week 31	1.9	1.7	0.3
	Week 32	2.3	1.6	0.2
	Week 33	1.5	1.7	0.3



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-39	15-29	18-49	8-49 Female	18-49 Males	18-39	15-29
Cool	3.9	3.9	3.8	3.7	3.9	107	116	97	92	86
Viasat3	4.5	5.1	3.7	4.5	4.1	109	134	83	99	79
F+	5.5	3.7	7.5	4.0	3.6	123	90	155	81	63
AXN	1.0	1.1	0.8	0.9	0.7	117	142	91	94	62
Story TV	1.7	2.2	1.1	1.2	0.8	65	91	39	40	24
Hallmark	1.1	1.4	0.7	0.8	0.6	79	112	46	54	32
Fem3	0.4	0.5	0.3	0.4	0.4	92	124	59	75	77
Comedy Centr	1.1	0.9	1.3	1.3	1.7	125	112	137	136	159

18-49 audience share, 02:00-25:59



Weekly TOP 5 - Cool and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csi	Viasat3	19-08-10	Thu	21:19	22:12	149,709	3.5	9.8	96
A szokeveny	F+	21-08-10	Sat	20:30	22:50	140,990	3.3	8.8	143
New york-i helyszinelok	Viasat3	19-08-10	Thu	22:17	23:07	118,548	2.8	8.8	107
Katonak voltunk	F+	17-08-10	Tue	21:00	23:26	116,262	2.7	7.7	126
Dr. csont	Cool	17-08-10	Tue	21:25	22:12	110,692	2.6	6.6	108

Cool - weekly TOP 10

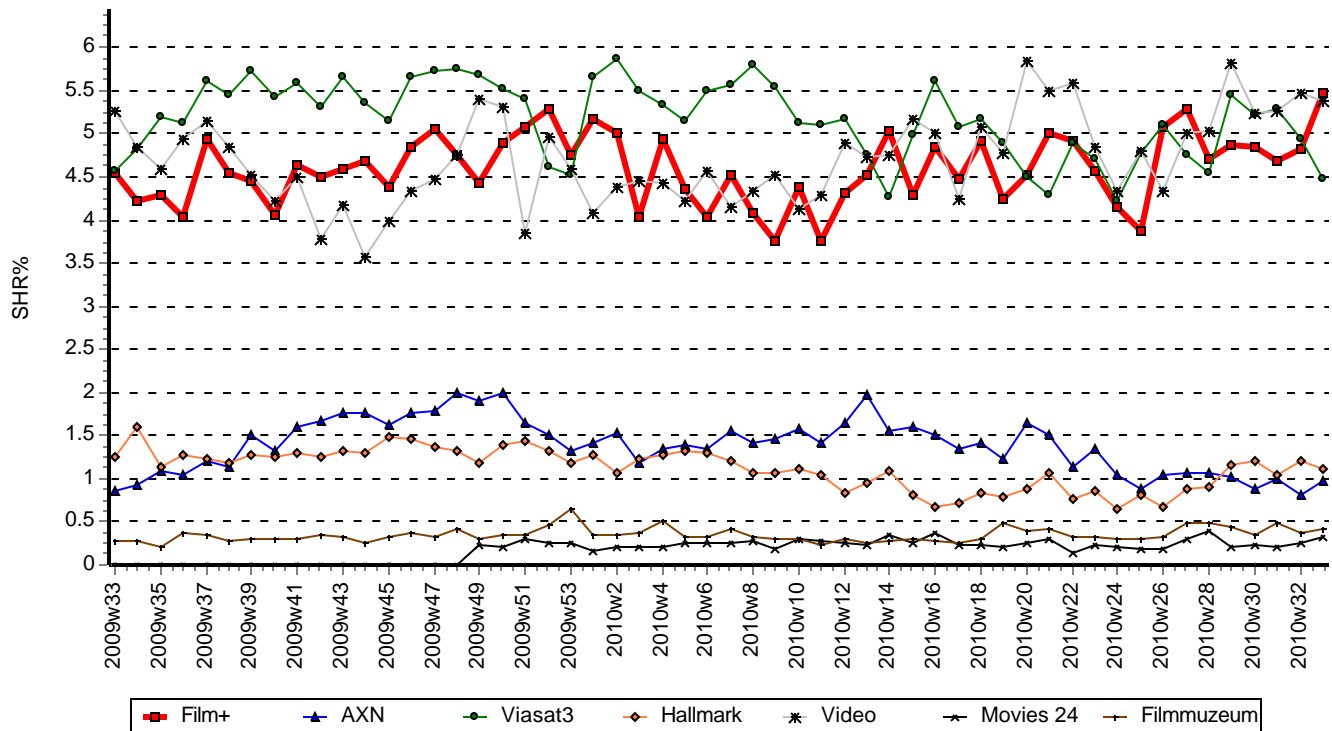
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	17-08-10	Tue	21:25	22:12	110,692	2.6	6.6	108
Showder klub	Cool	22-08-10	Sun	19:25	20:16	97,826	2.3	6.6	163
Maverick	Cool	19-08-10	Thu	21:27	23:43	91,898	2.2	6.9	141
Miami helyszinelok	Cool	22-08-10	Sun	22:05	22:56	87,703	2.1	5.6	91
Doglott aktak	Cool	17-08-10	Tue	22:15	23:04	85,871	2.0	6.1	117
New york-i helyszinelok	Cool	22-08-10	Sun	21:15	22:05	79,581	1.9	4.1	94
A mentalista	Cool	21-08-10	Sat	21:15	22:00	78,253	1.8	4.7	107
Ben hur	Cool	21-08-10	Sat	17:17	19:13	64,099	1.5	6.9	98
Haz a tonal	Cool	20-08-10	Fri	19:00	20:43	61,017	1.4	5.4	98
Gyilkos elmek	Cool	18-08-10	Wed	22:17	23:05	58,031	1.4	3.8	107

At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	18-49 urban	18-49 Males	8-49 Female	18-39	18-49	18-49 urban	18-49 Males	8-49 Female	18-39
Film+	5.5	5.1	7.5	3.7	4.0	123	112	155	90	81
AXN	1.0	1.3	0.8	1.1	0.9	117	148	91	142	94
Viasat3	4.5	5.3	3.7	5.1	4.5	109	125	83	134	99
Hallmark	1.1	1.4	0.7	1.4	0.8	79	101	46	112	54
Video	5.4	5.8	5.9	4.9	6.2	117	124	118	116	121
Movies 24	0.3	0.4	0.2	0.4	0.1	84	93	46	122	32
Filmmuzeum	0.4	0.5	0.5	0.4	0.3	79	91	87	71	45

18-49 audience share, 02:00-25:59

Weekly TOP 5 - Film+ and its competitors
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csi	Viasat3	19-08-10	Thu	21:19	22:12	149,709	3.5	9.8	96
A szokeveny	F+	21-08-10	Sat	20:30	22:50	140,990	3.3	8.8	143
New york-i helyszinelok	Viasat3	19-08-10	Thu	22:17	23:07	118,548	2.8	8.8	107
Katonak voltunk	F+	17-08-10	Tue	21:00	23:26	116,262	2.7	7.7	126
Gyilkos szamok	Viasat3	17-08-10	Tue	20:25	21:17	107,284	2.5	6.4	129

Film+ - weekly TOP 10
18-49

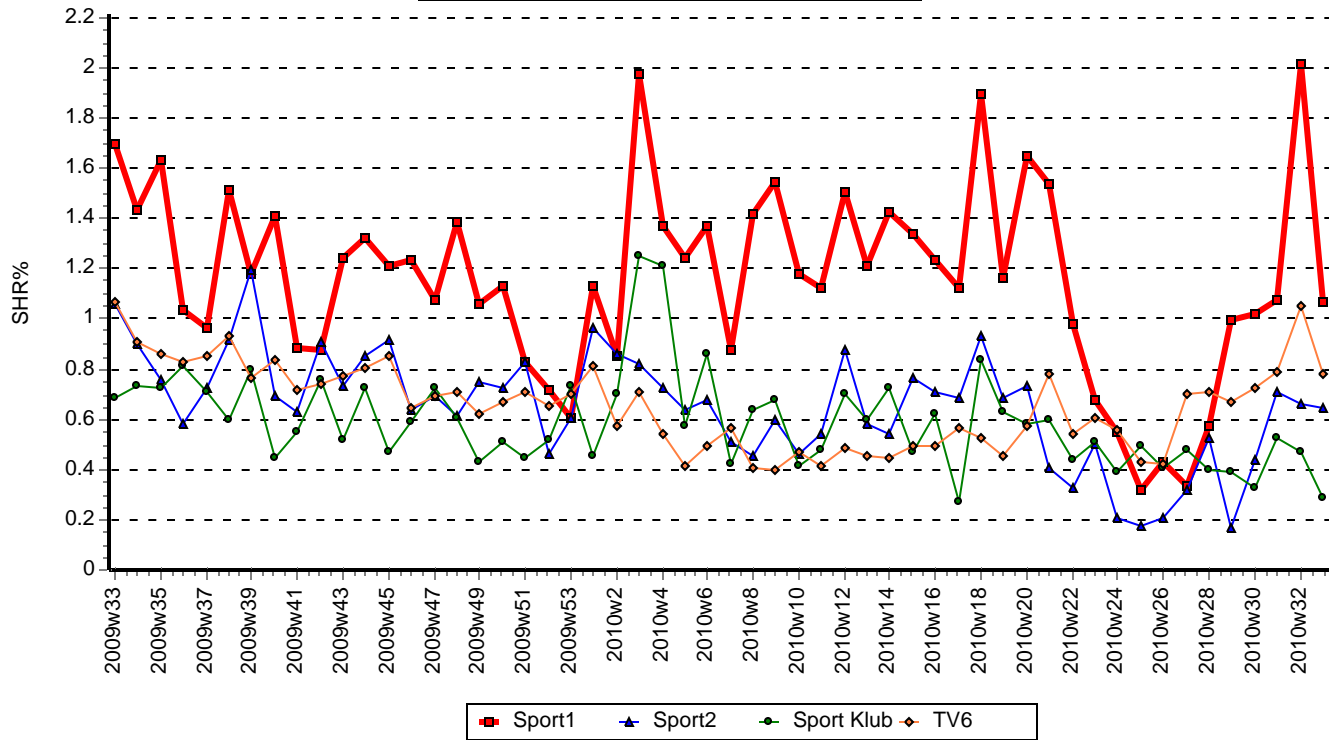
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A szokeveny	F+	21-08-10	Sat	20:30	22:50	140,990	3.3	8.8	143
Katonak voltunk	F+	17-08-10	Tue	21:00	23:26	116,262	2.7	7.7	126
Katona	F+	22-08-10	Sun	21:00	22:42	102,369	2.4	5.5	106
Kelly hosei	F+	20-08-10	Fri	18:24	20:56	102,121	2.4	9.2	118
Habostorta	F+	18-08-10	Wed	20:59	22:37	88,885	2.1	5.1	140
Probatetel	F+	21-08-10	Sat	22:55	24:31	83,338	2.0	8.3	142
Az utolso legio	F+	22-08-10	Sun	19:10	20:56	76,590	1.8	4.8	91
Kincs ami nincs	F+	21-08-10	Sat	18:29	20:24	75,148	1.8	6.4	112
Keso bosszu	F+	19-08-10	Thu	21:00	22:44	74,219	1.7	5.0	131
Felporogve	F+	20-08-10	Fri	21:01	22:32	71,464	1.7	4.8	119

At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1	18-59 AB pp	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1
Sport1	1.1	1.1	1.2	0.7	0.8		135	125	144	88	97
Sport2	0.6	0.7	0.8	0.6	0.6		136	130	160	113	134
Sport Klub	0.3	0.4	0.3	0.2	0.2		164	175	147	83	90
TV6	0.8	1.0	0.5	0.6	0.6		216	250	146	170	159

18-49 Males audience share, 02:00-25:59



Weekly TOP 5 - Sport1 and its competitors

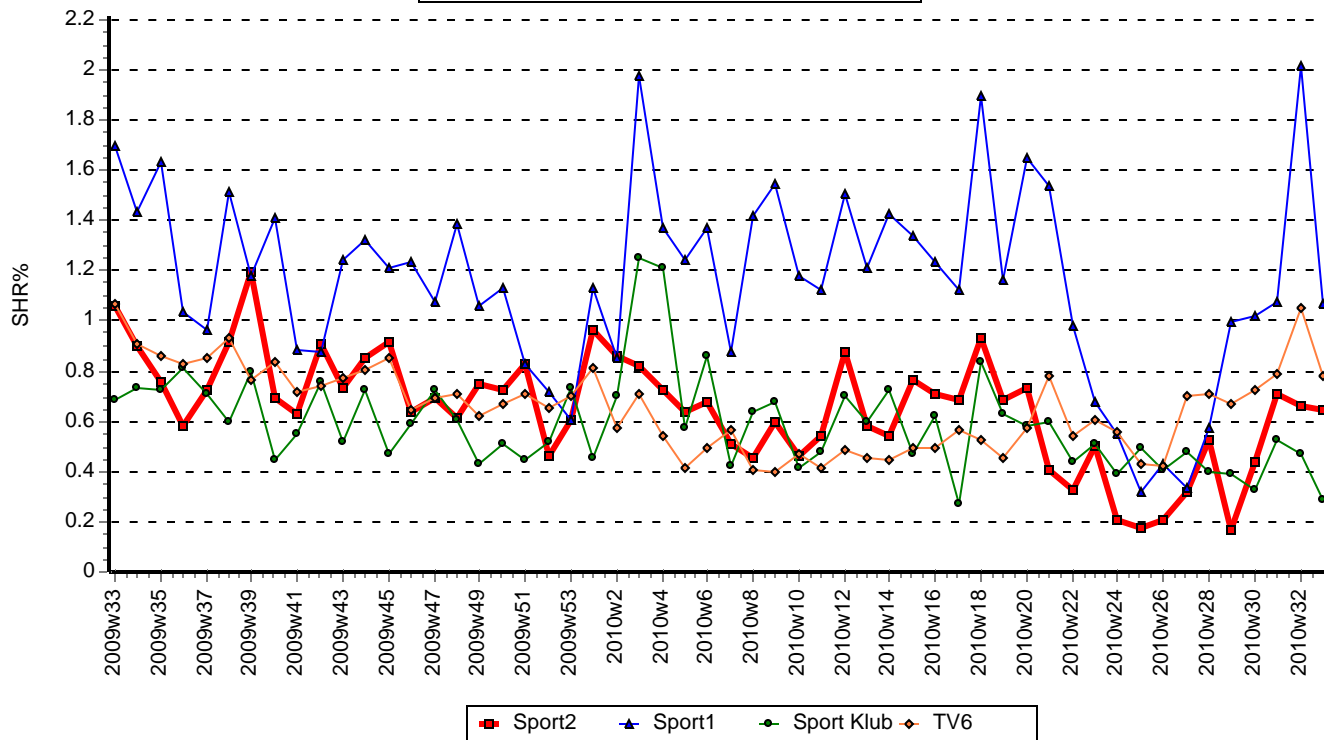
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	TV6	19-08-10	Thu	18:32	18:59	13,938	0.7	3.6	329
X-men: evolucio	TV6	21-08-10	Sat	14:00	14:27	13,908	0.7	3.5	258
Kaliforniaba jöttem	TV6	17-08-10	Tue	17:31	17:58	12,001	0.6	4.2	208
Batman of the future	TV6	22-08-10	Sun	14:30	14:56	10,426	0.5	2.2	265
Top gear	TV6	21-08-10	Sat	18:01	19:02	10,133	0.5	2.2	298

Toplists are filtered to only sport programs. Including multiple appearances. At least 7 minutes long programmes.

02:00-25:59

Channel	SHR%					Affinity (4+)						
	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1	18-59 AB pp	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1	18-59 AB pp
Sport2	0.6	0.7	0.8	0.6	0.6	136	130	160	113	134		
Sport1	1.1	1.1	1.2	0.7	0.8	135	125	144	88	97		
Sport Klub	0.3	0.4	0.3	0.2	0.2	164	175	147	83	90		
TV6	0.8	1.0	0.5	0.6	0.6	216	250	146	170	159		

18-49 Males audience share, 02:00-25:59



Weekly TOP 5 - Sport2 and its competitors

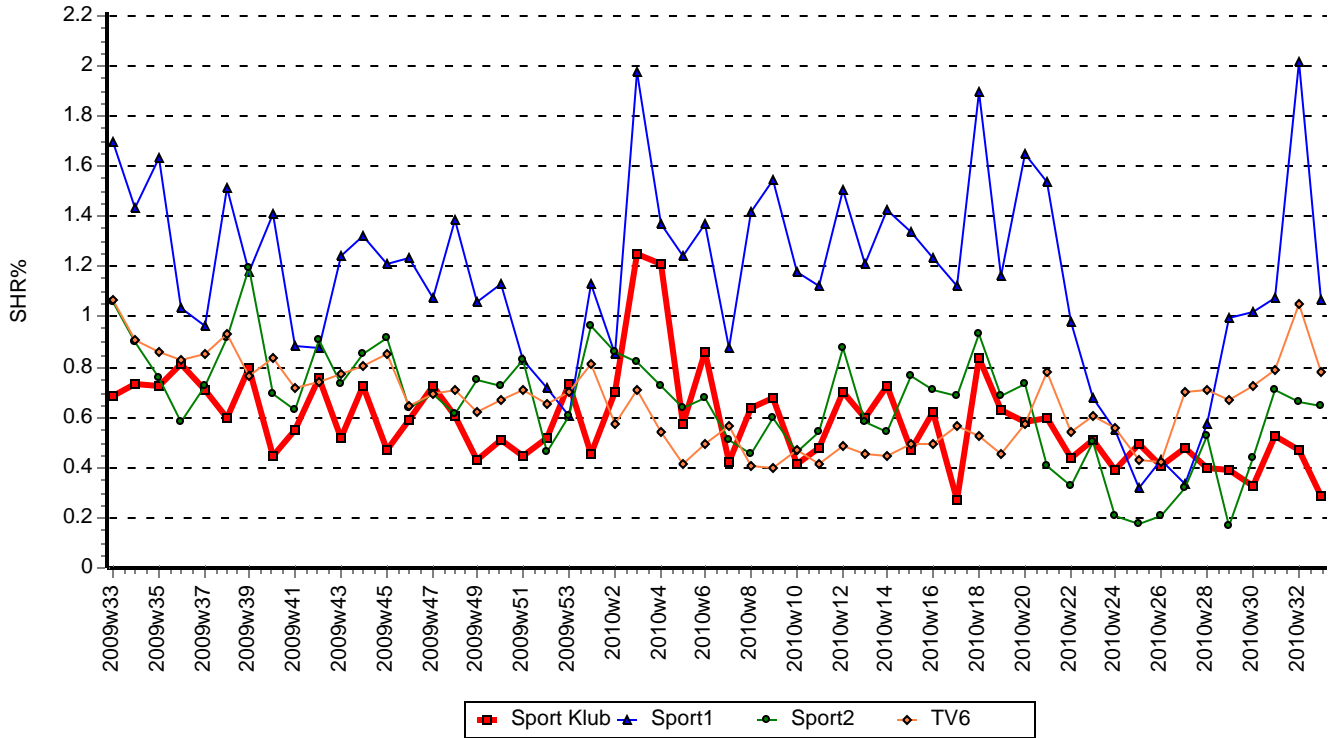
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	TV6	19-08-10	Thu	18:32	18:59	13,938	0.7	3.6	329
X-men: evolucio	TV6	21-08-10	Sat	14:00	14:27	13,908	0.7	3.5	258
Kaliforniaba jöttem	TV6	17-08-10	Tue	17:31	17:58	12,001	0.6	4.2	208
Batman of the future	TV6	22-08-10	Sun	14:30	14:56	10,426	0.5	2.2	265
Top gear	TV6	21-08-10	Sat	18:01	19:02	10,133	0.5	2.2	298

Toplists are filtered to only sport programs. Including multiple appearances. At least 7 minutes long programmes.

02:00-25:59

Channel	SHR%					Affinity (4+)						
	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1	18-59 AB pp	18-49 Males	18-39 Males	18-29 Males	ABC p1	8-49 ABC p1	18-59 AB pp
Sport Klub	0.3	0.4	0.3	0.2	0.2		164	175	147	83	90	
Sport1	1.1	1.1	1.2	0.7	0.8		135	125	144	88	97	
Sport2	0.6	0.7	0.8	0.6	0.6		136	130	160	113	134	
TV6	0.8	1.0	0.5	0.6	0.6		216	250	146	170	159	

18-49 Males audience share, 02:00-25:59



Weekly TOP 5 - SportKlub and its competitors

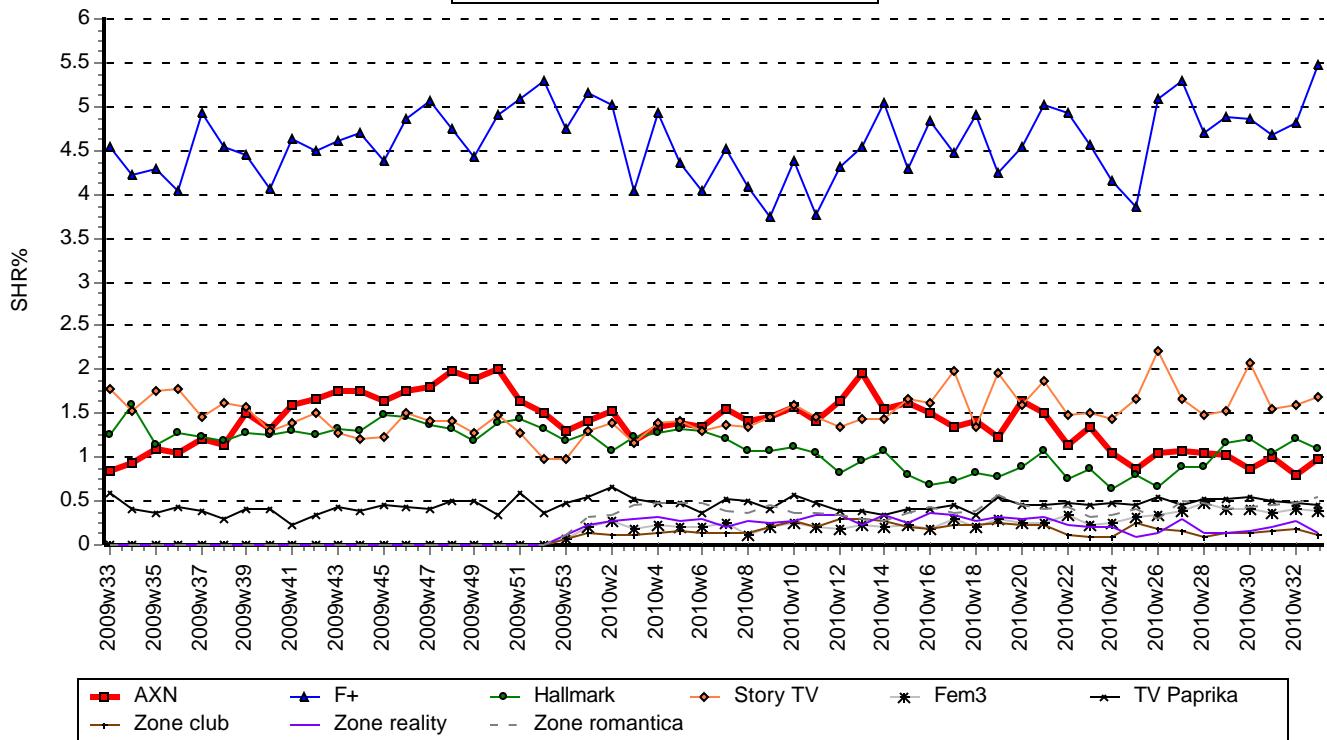
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	TV6	19-08-10	Thu	18:32	18:59	13,938	0.7	3.6	329
X-men: evolucio	TV6	21-08-10	Sat	14:00	14:27	13,908	0.7	3.5	258
Kaliforniaba jottem	TV6	17-08-10	Tue	17:31	17:58	12,001	0.6	4.2	208
Batman of the future	TV6	22-08-10	Sun	14:30	14:56	10,426	0.5	2.2	265
Top gear	TV6	21-08-10	Sat	18:01	19:02	10,133	0.5	2.2	298

Toplists are filtered to only sport programs. Including multiple appearances.
At least 7 minutes long programmes. There is no program database for SportKlub.

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	18-49 urban	8-49 Female	18-49 Males	18-39	18-49	18-49 urban	8-49 Female	18-49 Males	18-39
AXN	1.0	1.3	1.1	0.8	0.9	117	148	142	91	94
F+	5.5	5.1	3.7	7.5	4.0	123	112	90	155	81
Hallmark	1.1	1.4	1.4	0.7	0.8	79	101	112	46	54
Story TV	1.7	1.3	2.2	1.1	1.2	65	50	91	39	40
Fem3	0.4	0.3	0.5	0.3	0.4	92	72	124	59	75
TV Paprika	0.5	0.6	0.5	0.4	0.4	82	106	105	60	68
Zone club	0.1	0.1	0.2	0.1	0.1	114	97	175	52	102
Zone reality	0.1	0.2	0.2	0.1	0.2	58	80	76	41	64
Zone romantica	0.5	0.3	0.6	0.5	0.5	84	45	102	66	66

18-49 audience share, 02:00-25:59



Weekly TOP 5 - AXN and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A szokeveny	F+	21-08-10	Sat	20:30	22:50	140,990	3.3	8.8	143
Katonak voltunk	F+	17-08-10	Tue	21:00	23:26	116,262	2.7	7.7	126
Katona	F+	22-08-10	Sun	21:00	22:42	102,369	2.4	5.5	106
Kelly hosei	F+	20-08-10	Fri	18:24	20:56	102,121	2.4	9.2	118
Habostorta	F+	18-08-10	Wed	20:59	22:37	88,885	2.1	5.1	140

AXN - weekly TOP 10

18-49

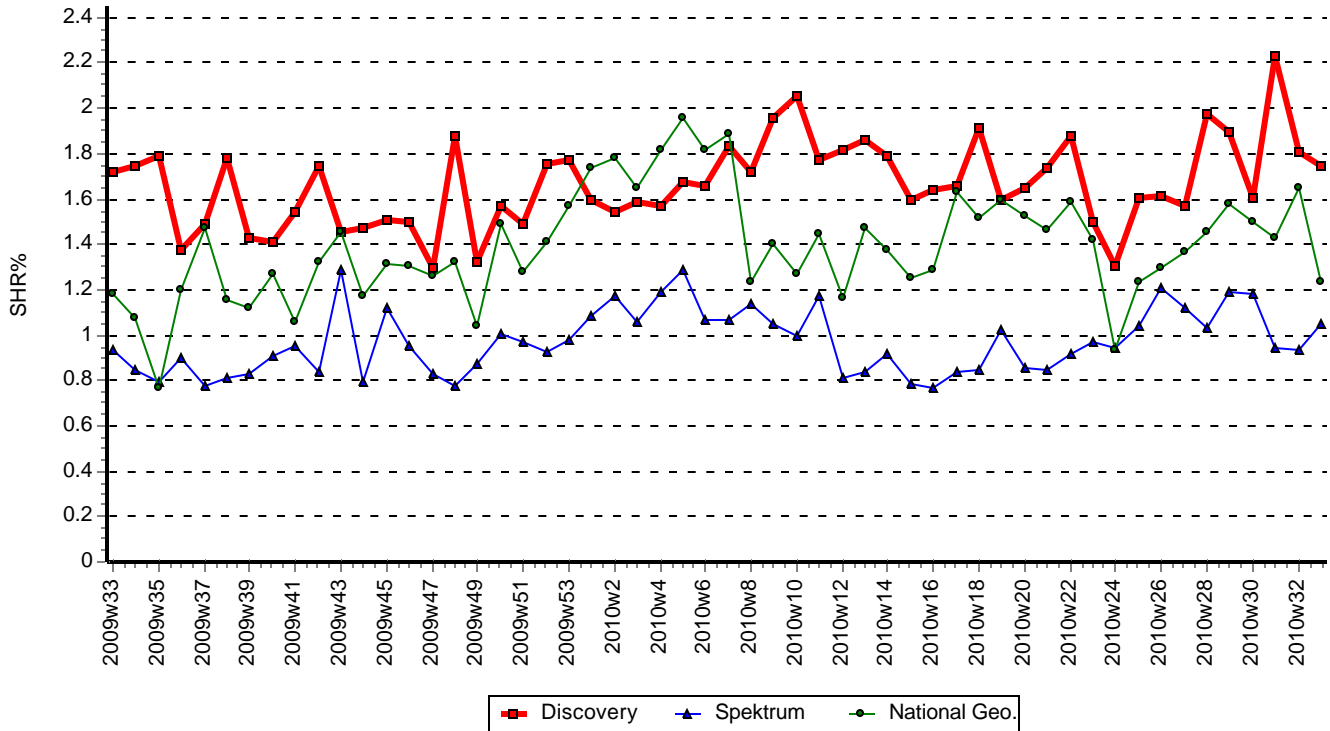
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gylkos elmek	AXN	18-08-10	Wed	22:00	22:56	59,222	1.4	3.7	155
Pokember 2.	AXN	20-08-10	Fri	21:00	23:23	47,158	1.1	3.3	121
Kegyetlen jatekok	AXN	22-08-10	Sun	22:00	23:49	25,971	0.6	1.9	188
The cleaner - a fuggetlen	AXN	20-08-10	Fri	23:30	24:22	24,384	0.6	2.9	195
Harmadik muszak	AXN	21-08-10	Sat	14:00	14:50	22,461	0.5	2.9	139
A vampir a verfarkas es a szellei	AXN	17-08-10	Tue	21:00	22:09	18,813	0.4	1.1	126
True blood - inni es elni hagyni	AXN	17-08-10	Tue	22:10	23:14	18,780	0.4	1.4	132
Rush - a hajsza	AXN	20-08-10	Fri	20:00	20:52	17,041	0.4	1.3	143
A harper-sziget	AXN	16-08-10	Mon	21:00	21:56	16,781	0.4	1.0	170
Csillagkapu	AXN	22-08-10	Sun	09:00	09:52	14,962	0.4	2.3	149

At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.

02:00-25:59

Channel	SHR%					Affinity (4+)				
	8-49 ABC pp	18-39 Males	18-49 Males	8-49 Female	18-49 urban	8-49 ABC pp	18-39 Males	18-49 Males	8-49 Female	18-49 urban
Discovery	1.7	2.7	2.2	0.9	1.4	146	200	185	92	127
Spektrum	1.0	0.8	0.8	0.7	0.9	130	93	105	102	129
National Geo.	1.2	1.1	1.0	0.8	1.0	126	97	104	95	113

18-49 ABC pp audience share, 02:00-25:59



Weekly TOP 5 - Discovery Channel and its competitors

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A tuleles torvenyei	Discovery	18-08-10	Wed	21:30	22:27	28,699	1.0	2.5	182
Vegzetes masodpercek	Discovery	17-08-10	Tue	21:00	21:25	23,444	0.8	2.2	192
A nagy verdacsata - autoepitok	Discovery	21-08-10	Sat	10:00	10:54	23,284	0.8	9.1	232
Hogyan keszult?	Discovery	18-08-10	Wed	20:30	20:55	23,172	0.8	2.3	153
Bandahaboruk	Discovery	21-08-10	Sat	24:00	24:50	22,521	0.8	4.8	283

Discovery Channel - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A tuleles torvenyei	Discovery	18-08-10	Wed	21:30	22:27	28,699	1.0	2.5	182
Vegzetes masodpercek	Discovery	17-08-10	Tue	21:00	21:25	23,444	0.8	2.2	192
A nagy verdacsata - autoepitok	Discovery	21-08-10	Sat	10:00	10:54	23,284	0.8	9.1	232
Hogyan keszult?	Discovery	18-08-10	Wed	20:30	20:55	23,172	0.8	2.3	153
Bandahaboruk	Discovery	21-08-10	Sat	24:00	24:50	22,521	0.8	4.8	283
Csendes szornyetegok	Discovery	16-08-10	Mon	21:30	22:26	20,519	0.7	1.9	149
A legnehezebb munkak	Discovery	17-08-10	Tue	21:30	22:23	19,762	0.7	1.9	225
Duhongo vilag	Discovery	21-08-10	Sat	23:01	23:53	19,476	0.7	2.5	201
Otodik sebesseg	Discovery	20-08-10	Fri	13:00	13:26	17,708	0.6	4.8	324
Amcsi motorok	Discovery	21-08-10	Sat	09:00	09:54	17,730	0.6	6.2	274

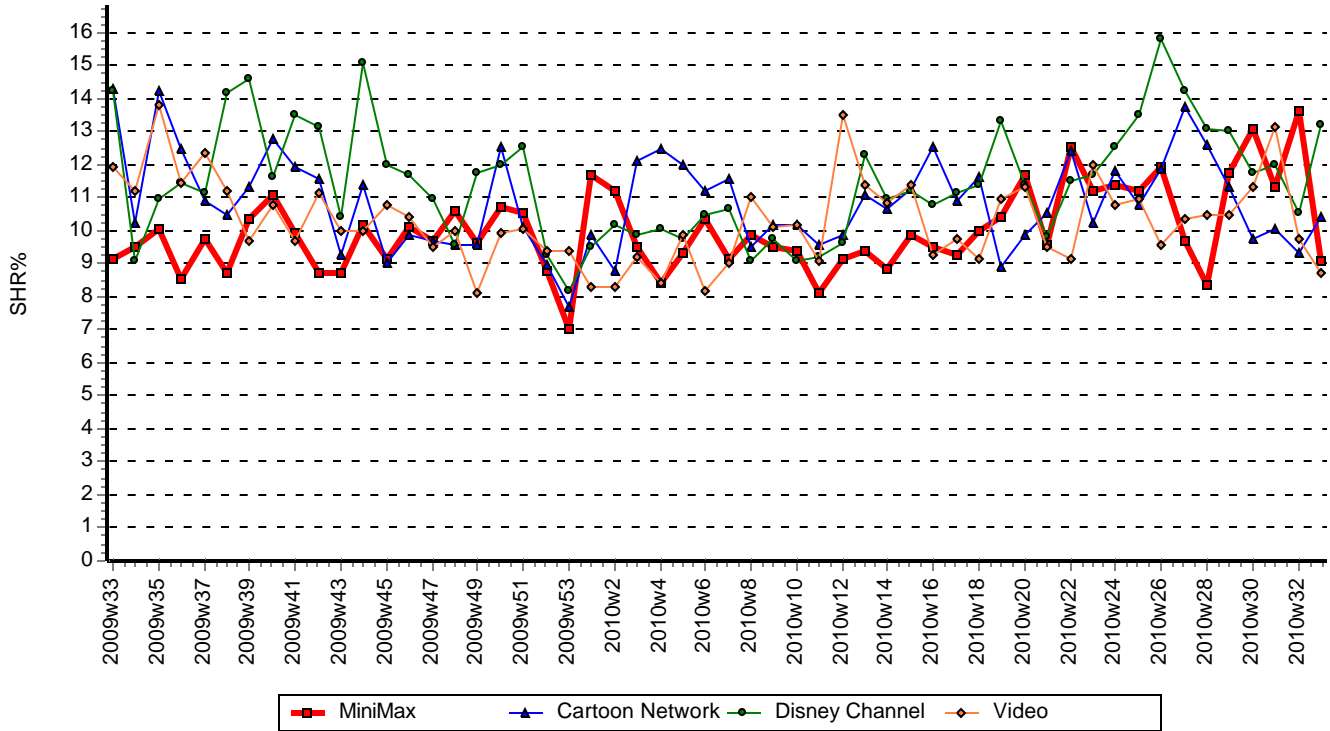
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



06:00-19:59

Channel	SHR%					Affinity (4+)				
	4-14	F 4-14	M 4-14	4-7	w/children (4-14	F 4-14	M 4-14	4-7	w/children (
MiniMax	9.1	11.2	7.0	15.5	3.8	432	528	335	777	180
Cartoon Netwc	10.5	5.5	15.4	12.9	2.6	520	270	776	678	130
Disney Channe	13.2	14.5	11.9	10.2	3.3	429	468	390	350	107
Video	8.7	9.5	7.9	9.2	4.9	174	188	160	195	99

4-14 audience share, 06:00-19:59



Weekly TOP 5 - Minimax and its competitors

4-14

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N:	21-08-10	Sat	10:16	10:30	66,182	6.4	29.3	679
H2o - sellomesek	Disney Ch:	18-08-10	Wed	11:25	11:49	62,850	6.0	26.7	547
Hannah montana	Disney Ch:	18-08-10	Wed	11:00	11:23	61,018	5.8	28.9	582
Ben 10: az idegen erok	Cartoon N:	21-08-10	Sat	10:35	10:57	57,503	5.5	29.2	733
Johnny test	Cartoon N:	18-08-10	Wed	11:26	11:48	54,851	5.2	23.2	639

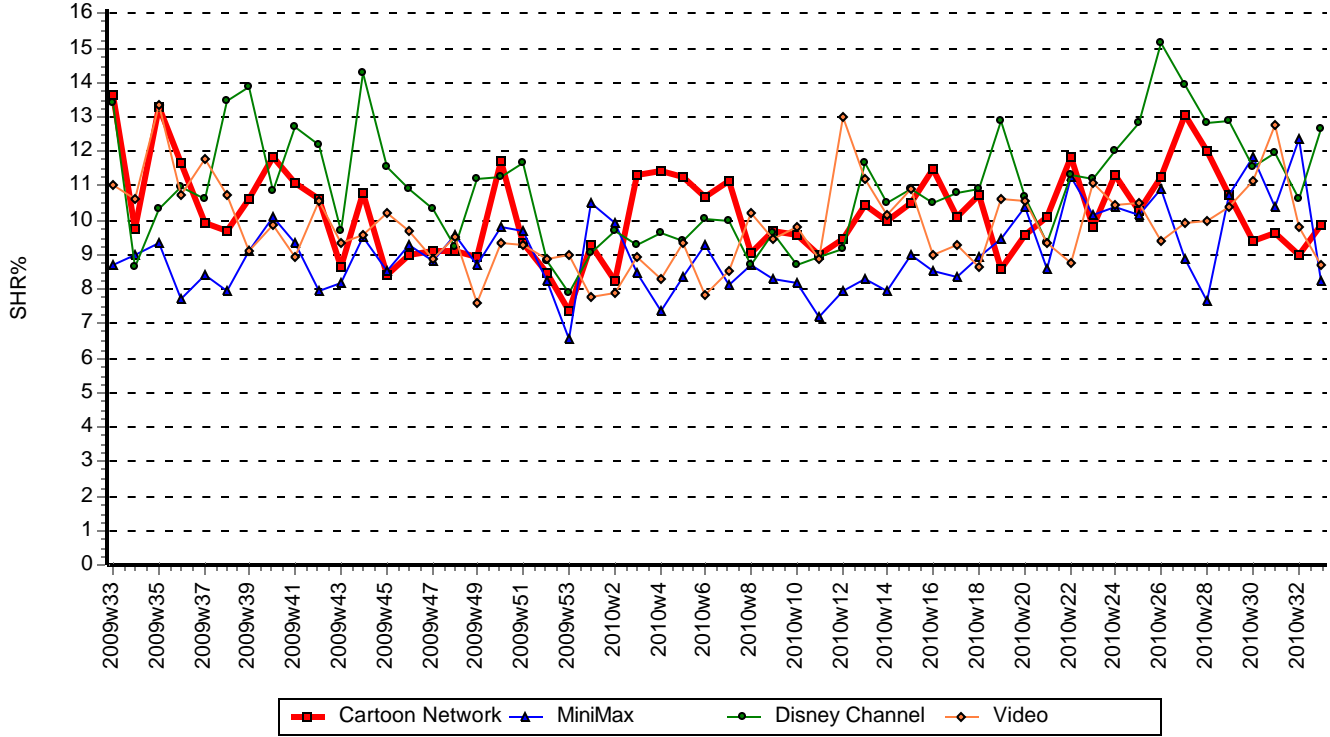
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Minimax.



06:00-20:59

Channel	SHR%					Affinity (4+)				
	4-14	F 4-14	M 4-14	8-14	w/children (1-14)	4-14	F 4-14	M 4-14	8-14	w/children (1-14)
Cartoon Network	9.9	5.1	14.6	8.2	2.3	517	263	776	418	125
MiniMax	8.2	10.2	6.3	4.4	3.2	430	522	334	221	176
Disney Channel	12.7	13.7	11.6	14.5	3.1	431	461	401	480	110
Video	8.7	9.8	7.6	8.1	4.5	177	198	156	159	98

4-14 audience share, 06:00-20:59



Weekly TOP 5 - Cartoon and its competitors

4-14

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N:	21-08-10	Sat	10:16	10:30	66,182	6.4	29.3	679
H2o - sellomesek	Disney Ch:	18-08-10	Wed	11:25	11:49	62,850	6.0	26.7	547
Hannah montana	Disney Ch:	18-08-10	Wed	11:00	11:23	61,018	5.8	28.9	582
Ben 10: az idegen erok	Cartoon N:	21-08-10	Sat	10:35	10:57	57,503	5.5	29.2	733
Johnny test	Cartoon N:	18-08-10	Wed	11:26	11:48	54,851	5.2	23.2	639

Cartoon - weekly TOP 10

4-14

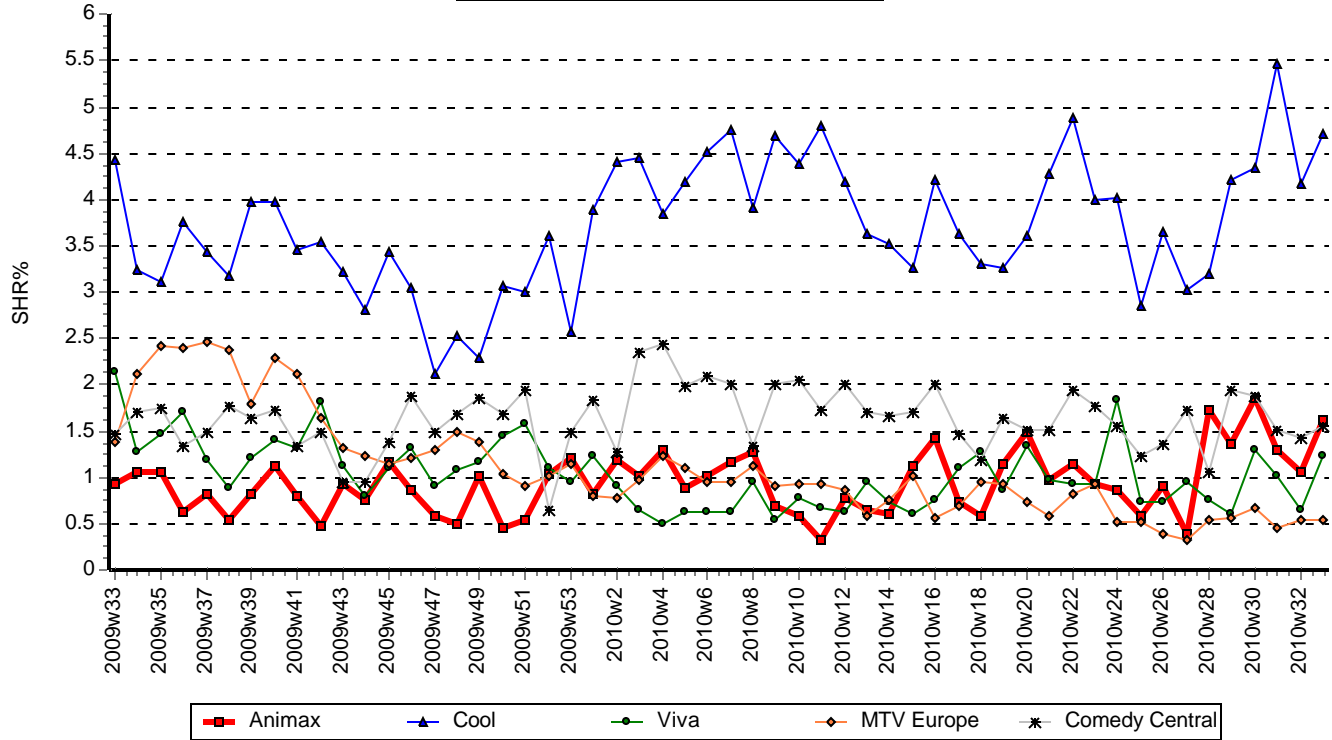
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N:	21-08-10	Sat	10:16	10:30	66,182	6.4	29.3	679
Ben 10: az idegen erok	Cartoon N:	21-08-10	Sat	10:35	10:57	57,503	5.5	29.2	733
Johnny test	Cartoon N:	18-08-10	Wed	11:26	11:48	54,851	5.2	23.2	639
Hero: 108	Cartoon N:	18-08-10	Wed	09:05	09:27	44,741	4.3	20.5	651
Szombatek titkos vilaga	Cartoon N:	21-08-10	Sat	11:00	11:23	44,280	4.3	24.0	676
Shaolin leszamolass	Cartoon N:	18-08-10	Wed	11:51	12:11	43,115	4.1	19.0	646
Fosterek haza kepzeltbeli barat	Cartoon N:	18-08-10	Wed	09:31	09:52	38,317	3.7	17.2	636
Chowder	Cartoon N:	17-08-10	Tue	08:40	09:02	37,647	3.6	19.8	603
Total drama akcio	Cartoon N:	16-08-10	Mon	13:30	13:51	35,347	3.4	22.0	565
Tini titanok	Cartoon N:	17-08-10	Tue	20:17	20:39	33,200	3.2	10.5	607

At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Cartoon Network.

20:00-23:59

Channel	SHR%					Affinity (4+)				
	15-24	M 15-24	18-24	13-17	4-14	15-24	M 15-24	18-24	13-17	4-14
Animax	1.6	2.8	1.2	2.2	0.9	294	457	229	419	172
Cool	4.7	4.8	5.0	3.3	1.4	73	67	82	55	22
Viva	1.2	0.6	0.7	2.2	1.2	260	115	166	503	261
MTV Europe	0.5	0.6	0.6	0.9	0.4	266	260	289	466	188
Comedy Centr	1.6	1.4	1.3	2.2	1.1	146	121	131	215	107

15-24 audience share, 20:00-23:59



Weekly TOP 5 - Animax and its competitors

15-24

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	17-08-10	Tue	21:25	22:12	24,079	2.1	8.7	87
Showder klub	Cool	18-08-10	Wed	21:25	22:15	19,929	1.7	5.9	109
Family guy	Comedy C.	17-08-10	Tue	22:31	22:55	19,602	1.7	7.8	365
A mentalista	Cool	21-08-10	Sat	21:15	22:00	19,597	1.7	6.8	99
South park	Comedy C.	17-08-10	Tue	22:04	22:30	19,207	1.7	7.1	408

At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.