

## 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
	Aug 2010	3.6	5.2	1.2	0.7	0.5	0.9	1.8
Sep 2010	3.5	4.9	1.4	0.8	0.5	1.0	1.9	
Oct 2010	3.3	4.3	1.2	0.8	0.5	1.2	1.5	
Nov 2010	3.5	4.7	1.2	0.7	0.4	1.2	1.5	
Present	Week 44	3.4	4.7	0.8	0.5	0.5	1.1	1.5
	Week 45	3.5	4.7	1.1	0.7	0.6	1.2	1.3
	Week 46	3.5	4.7	1.6	0.9	0.4	1.1	1.5
	Week 47	3.7	4.7	1.0	0.8	0.4	1.2	1.8
	Week 48	3.2	4.3	1.4	0.8	0.3	1.3	1.3

**Cable channels' audience shares on different target groups**

<b>Channel Target Daypart</b>		<b>MiniMax 4-14 06:00-19:59</b>	<b>Cartoon N. 4-14 06:00-20:59</b>	<b>Animax 15-24 20:00-23:59</b>
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
	Aug 2010	11.1	9.8	1.4
	Sep 2010	10.6	9.3	1.5
Oct 2010	11.7	8.3	1.2	
Nov 2010	11.0	6.8	1.6	
Present	Week 44	10.3	6.9	1.7
	Week 45	10.4	7.0	1.5
	Week 46	11.9	7.4	1.7
	Week 47	11.4	6.3	1.6
	Week 48	10.1	6.8	1.0

## Cable channels' ratings 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	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
	Aug 2010	0.5	0.8	0.2	0.1	0.1	0.1	0.3
Sep 2010	0.6	0.8	0.2	0.1	0.1	0.2	0.3	
Oct 2010	0.6	0.7	0.2	0.1	0.1	0.2	0.2	
Nov 2010	0.6	0.8	0.2	0.1	0.1	0.2	0.3	
Present	Week 44	0.6	0.9	0.1	0.1	0.1	0.2	0.3
	Week 45	0.6	0.8	0.2	0.1	0.1	0.2	0.2
	Week 46	0.6	0.8	0.3	0.1	0.1	0.2	0.2
	Week 47	0.7	0.9	0.2	0.1	0.1	0.2	0.3
	Week 48	0.6	0.8	0.2	0.1	0.0	0.2	0.2

## Cable channels' ratings on different target groups

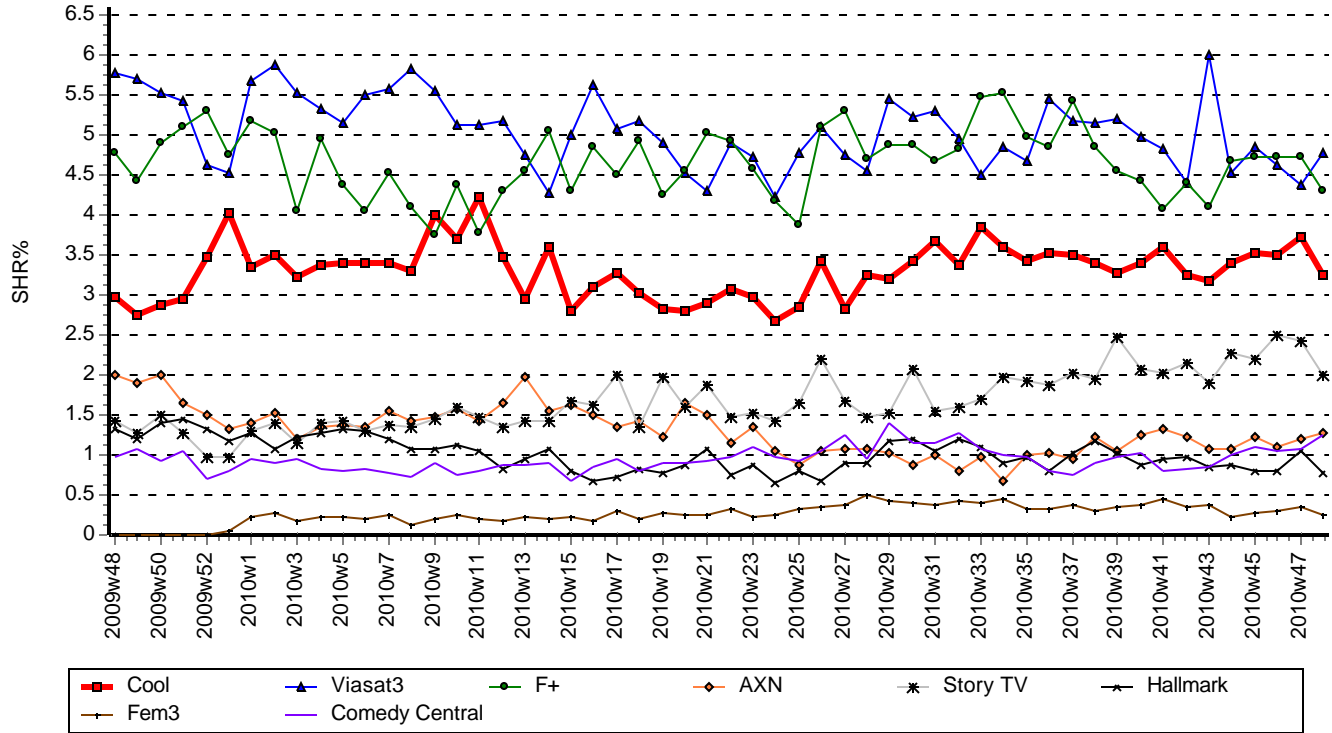
Channel Target Daypart		MiniMax 4-14 06:00-19:59	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2009	1.5	1.7	0.3
	Feb 2009	2.0	1.8	0.3
	Mar 2009	1.7	2.0	0.3
	Apr 2009	1.3	1.6	0.3
	May 2009	1.2	1.6	0.3
	Jun 2009	1.6	1.8	0.3
	Jul 2009	1.4	1.9	0.2
	Aug 2009	1.5	2.0	0.2
	Sep 2009	1.2	1.4	0.2
	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
	Aug 2010	1.9	1.8	0.3
	Sep 2010	1.5	1.5	0.4
Oct 2010	1.8	1.5	0.3	
Nov 2010	2.0	1.4	0.4	
Present	Week 44	2.5	1.8	0.5
	Week 45	1.7	1.3	0.4
	Week 46	2.0	1.4	0.4
	Week 47	2.1	1.2	0.4
	Week 48	1.7	1.3	0.2



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	3.2	3.5	3.0	3.2	2.7	100	116	84	94	65
Viasat3	4.8	5.5	3.9	4.7	3.5	110	138	83	101	62
F+	4.3	2.9	5.9	3.5	3.2	114	84	144	87	65
AXN	1.3	1.4	1.2	1.2	0.6	111	128	95	95	42
Story TV	2.0	2.5	1.3	1.6	1.7	77	106	48	57	50
Hallmark	0.8	1.0	0.5	0.6	0.3	79	115	43	59	21
Fem3	0.2	0.3	0.2	0.2	0.2	80	103	57	49	50
Comedy Centr	1.2	0.8	1.7	1.5	2.9	123	90	156	142	214

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+)
Miami helyszinelok	Viasat3	02-12-10	Thu	21:30	22:25	142,141	3.3	7.7	102
After x	Cool	04-12-10	Sat	22:09	23:26	132,966	3.1	7.0	123
Az utolsó cserkesz	F+	05-12-10	Sun	21:11	23:04	119,518	2.8	6.5	144
Belevalovilag	Cool	04-12-10	Sat	23:31	24:26	118,979	2.8	10.0	152
Dr. csont	Cool	02-12-10	Thu	21:22	22:14	116,632	2.7	6.2	111

Cool - weekly TOP 10

18-49

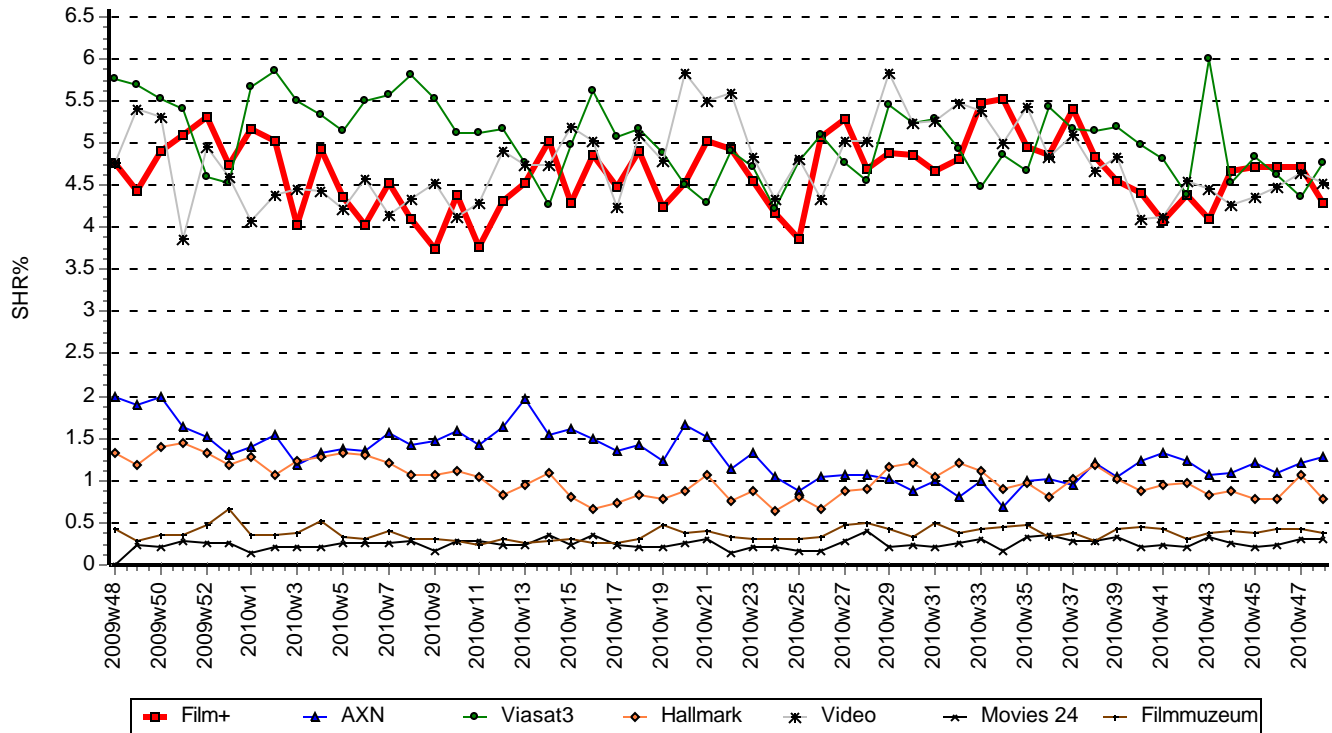
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
After x	Cool	04-12-10	Sat	22:09	23:26	132,966	3.1	7.0	123
Belevalovilag	Cool	04-12-10	Sat	23:31	24:26	118,979	2.8	10.0	152
Dr. csont	Cool	02-12-10	Thu	21:22	22:14	116,632	2.7	6.2	111
Gyilkos elmek	Cool	01-12-10	Wed	20:31	21:25	113,135	2.7	5.3	115
Miami helyszinelok	Cool	01-12-10	Wed	19:39	20:31	102,462	2.4	5.4	105
En es en meg az iren	Cool	03-12-10	Fri	21:22	23:17	85,846	2.0	4.7	140
Csonthulye 2. - csapas a multbol	Cool	04-12-10	Sat	17:37	19:22	79,506	1.9	5.4	113
Beugro	Cool	01-12-10	Wed	21:29	22:21	70,212	1.7	3.7	136
Cool tube	Cool	05-12-10	Sun	23:02	23:28	68,008	1.6	5.8	149
Mr. ovobacsi	Cool	05-12-10	Sun	14:35	15:59	66,057	1.6	6.8	146

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+	4.3	3.6	5.9	2.9	3.5	114	92	144	84	87
AXN	1.3	1.5	1.2	1.4	1.2	111	129	95	128	95
Viasat3	4.8	5.3	3.9	5.5	4.7	110	118	83	138	101
Hallmark	0.8	0.9	0.5	1.0	0.6	79	86	43	115	59
Video	4.5	4.6	4.7	4.4	5.6	127	124	121	133	146
Movies 24	0.3	0.3	0.2	0.4	0.2	90	86	44	136	41
Filmmuzeum	0.4	0.4	0.5	0.3	0.3	71	63	77	65	49

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+)
Miami helyszinelok	Viasat3	02-12-10	Thu	21:30	22:25	142,141	3.3	7.7	102
Az utolso cserkesz	F+	05-12-10	Sun	21:11	23:04	119,518	2.8	6.5	144
X-men - a kivulallok	F+	02-12-10	Thu	21:09	22:57	114,127	2.7	6.5	124
A mumia	Viasat3	29-11-10	Mon	21:31	24:07	107,931	2.5	7.4	146
New york-i helyszinelok	Viasat3	02-12-10	Thu	22:30	23:23	107,175	2.5	8.1	98

Film+ - weekly TOP 10

18-49

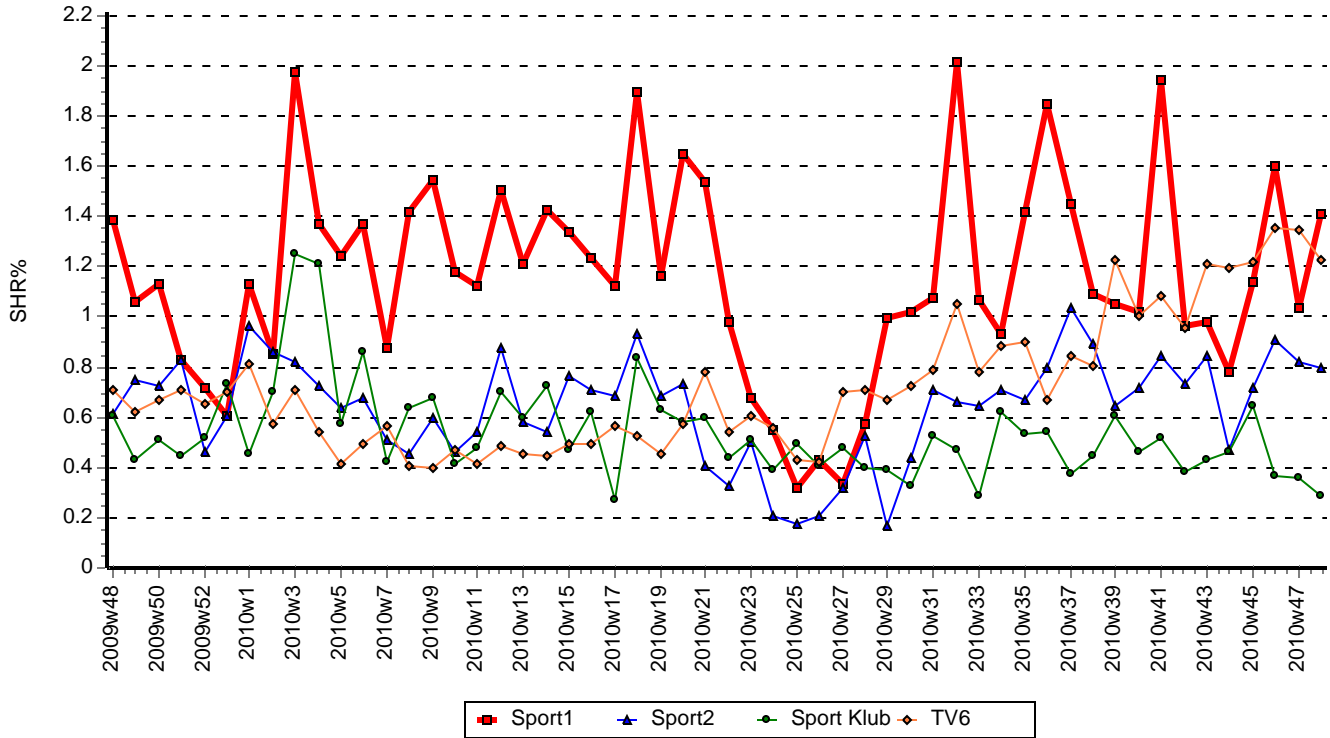
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Az utolso cserkesz	F+	05-12-10	Sun	21:11	23:04	119,518	2.8	6.5	144
X-men - a kivulallok	F+	02-12-10	Thu	21:09	22:57	114,127	2.7	6.5	124
Kill bill 2.	F+	03-12-10	Fri	21:09	23:36	102,574	2.4	5.8	122
Utcai szamurajok	F+	05-12-10	Sun	19:26	21:06	97,898	2.3	4.8	133
Padlogaz	F+	05-12-10	Sun	17:50	19:21	95,510	2.2	6.0	134
A zurhajo	F+	30-11-10	Tue	21:11	22:40	83,618	2.0	4.5	134
Piedone afrikaban	F+	04-12-10	Sat	17:50	19:54	78,783	1.9	4.9	84
Copland	F+	29-11-10	Mon	22:51	24:40	70,451	1.7	7.2	122
Kinai csapas	F+	29-11-10	Mon	21:09	22:45	65,944	1.6	3.5	100
Alkonyattol pirkadatig	F+	01-12-10	Wed	22:45	24:42	62,699	1.5	7.1	139

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	18-24 Males	18-34 Males	18-44 Males	18-49 Males	18-39 Males	18-24 Males	18-34 Males	18-44 Males
Sport1	1.4	1.6	1.8	1.1	1.4	117	121	157	95	117
Sport2	0.8	0.8	1.0	0.7	0.7	142	133	185	121	123
Sport Klub	0.3	0.3	0.4	0.1	0.2	127	130	180	59	74
TV6	1.2	1.3	0.8	0.9	0.7	190	181	135	133	109

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



Weekly TOP 5 - Sport1 and its competitors

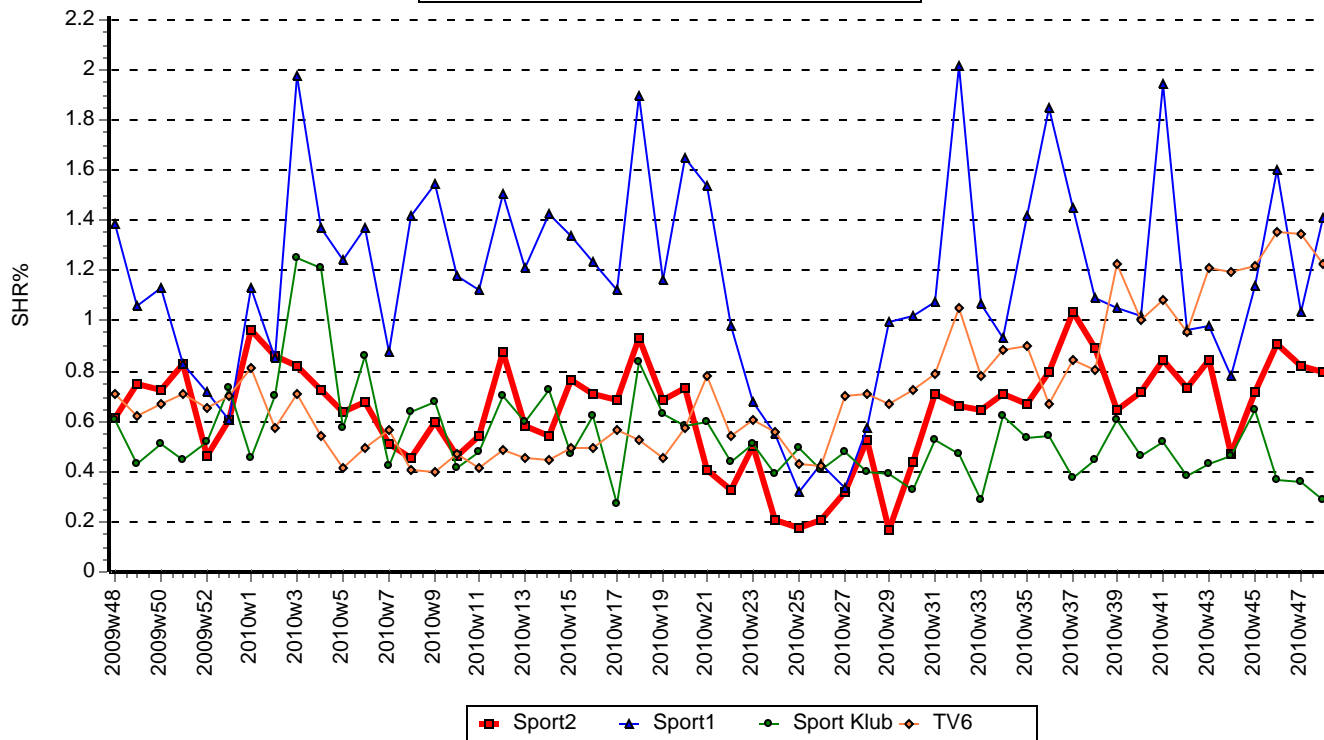
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Amerikai fater	TV6	30-11-10	Tue	17:00	17:26	26,244	1.2	6.6	211
Futurama	TV6	01-12-10	Wed	17:32	17:58	22,224	1.0	4.6	203
A simpson család	TV6	01-12-10	Wed	16:30	16:56	18,726	0.9	5.6	216
Maszk	TV6	02-12-10	Thu	17:30	17:57	15,663	0.7	3.2	295
Kaliforniába jöttem	TV6	29-11-10	Mon	18:00	18:28	15,139	0.7	2.8	265

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	18-24 Males	ABC p1	8-49 ABC p1	18-59 AB pp	18-49 Males	18-39 Males	18-24 Males	ABC p1	8-49 ABC p1
Sport2	0.8	0.8	1.0	0.7	0.7		142	133	185	121	123
Sport1	1.4	1.6	1.8	1.1	1.4		117	121	157	95	117
Sport Klub	0.3	0.3	0.4	0.1	0.2		127	130	180	59	74
TV6	1.2	1.3	0.8	0.9	0.7		190	181	135	133	109

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



Weekly TOP 5 - Sport2 and its competitors

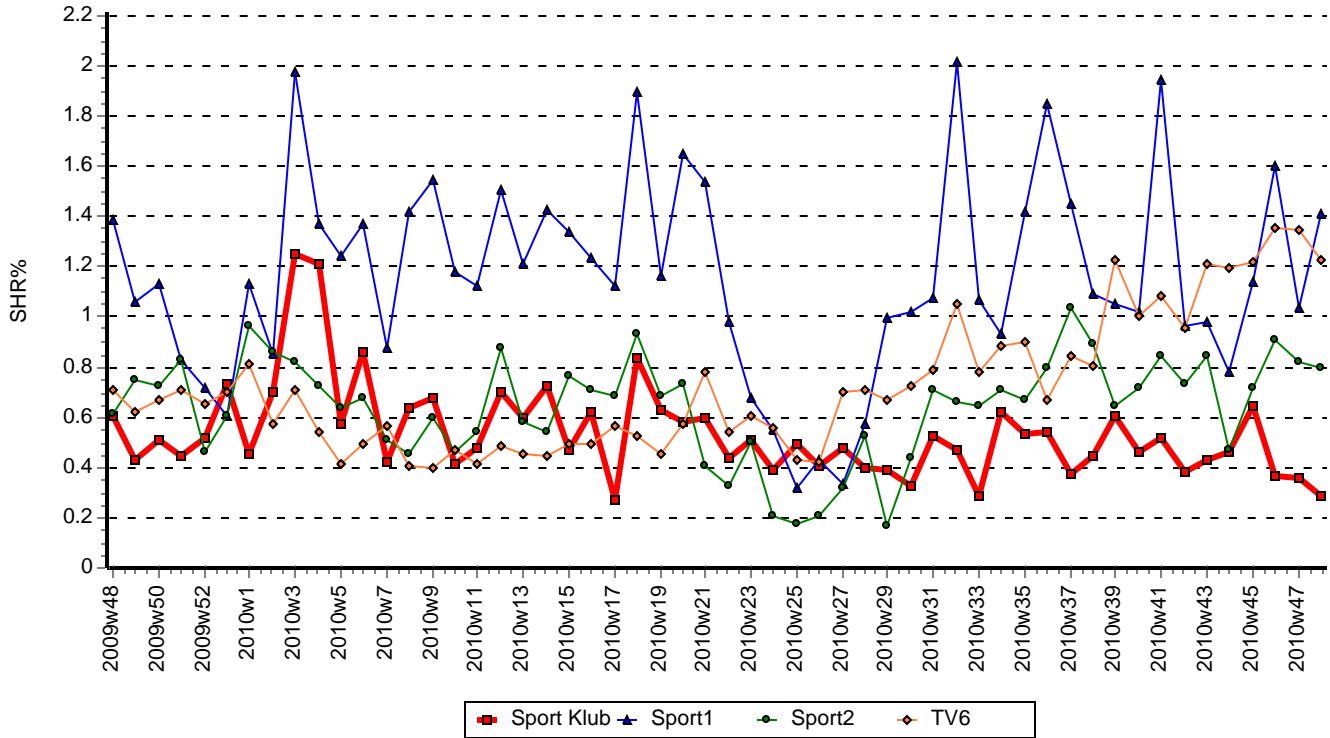
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Amerikai fater	TV6	30-11-10	Tue	17:00	17:26	26,244	1.2	6.6	211
Futurama	TV6	01-12-10	Wed	17:32	17:58	22,224	1.0	4.6	203
A simpson csalad	TV6	01-12-10	Wed	16:30	16:56	18,726	0.9	5.6	216
Maszk	TV6	02-12-10	Thu	17:30	17:57	15,663	0.7	3.2	295
Kaliforniaba jottem	TV6	29-11-10	Mon	18:00	18:28	15,139	0.7	2.8	265

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	18-24 Males	ABC p1	8-49 ABC p1	18-59 AB pp	18-49 Males	18-39 Males	18-24 Males	ABC p1	8-49 ABC p1	18-59 AB pp
Sport Klub	0.3	0.3	0.4	0.1	0.2		127	130	180	59	74	
Sport1	1.4	1.6	1.8	1.1	1.4		117	121	157	95	117	
Sport2	0.8	0.8	1.0	0.7	0.7		142	133	185	121	123	
TV6	1.2	1.3	0.8	0.9	0.7		190	181	135	133	109	

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



**Weekly TOP 5 - SportKlub and its competitors**

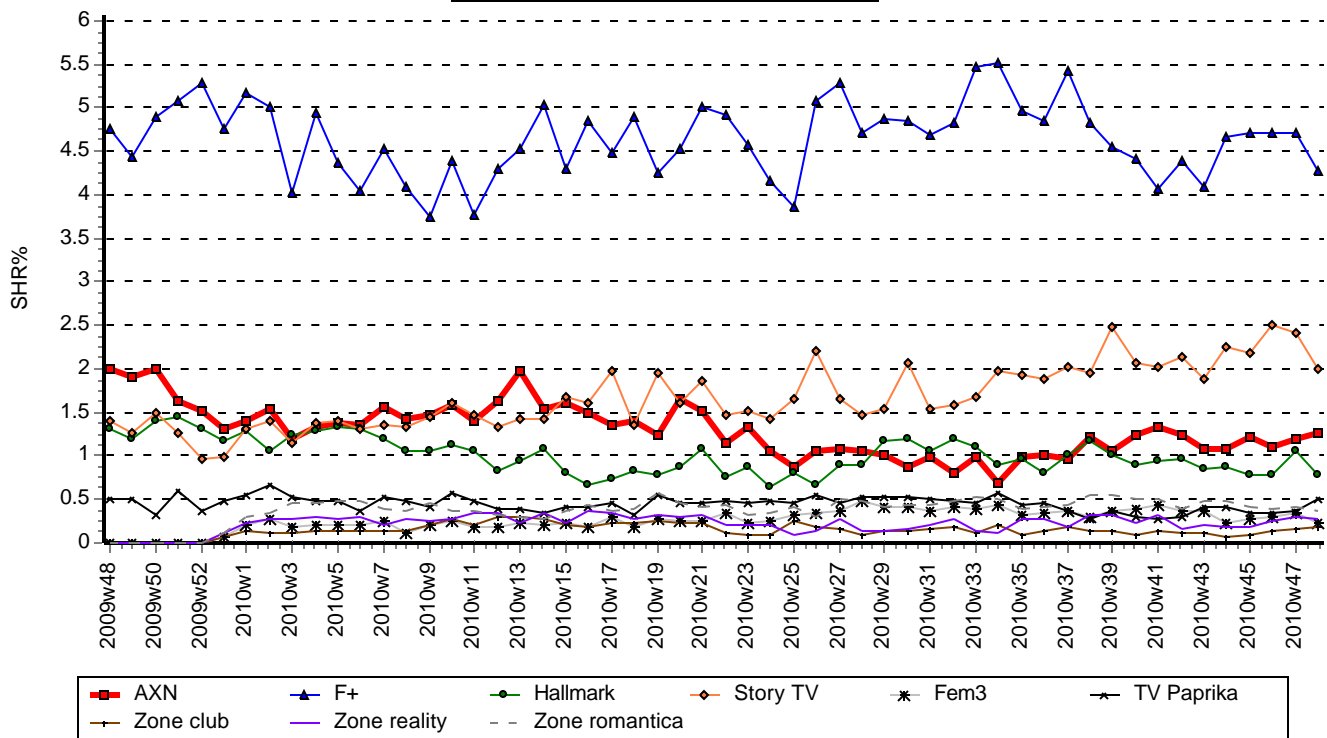
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Amerikai fater	TV6	30-11-10	Tue	17:00	17:26	26,244	1.2	6.6	211
Futurama	TV6	01-12-10	Wed	17:32	17:58	22,224	1.0	4.6	203
A simpson csalad	TV6	01-12-10	Wed	16:30	16:56	18,726	0.9	5.6	216
Maszk	TV6	02-12-10	Thu	17:30	17:57	15,663	0.7	3.2	295
Kaliforniaba jottem	TV6	29-11-10	Mon	18:00	18:28	15,139	0.7	2.8	265

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	1.3	1.5	1.4	1.2	1.2	111	129	128	95	95
F+	4.3	3.6	2.9	5.9	3.5	114	92	84	144	87
Hallmark	0.8	0.9	1.0	0.5	0.6	79	86	115	43	59
Story TV	2.0	2.0	2.5	1.3	1.6	77	74	106	48	57
Fem3	0.2	0.2	0.3	0.2	0.2	80	67	103	57	49
TV Paprika	0.5	0.6	0.7	0.3	0.5	95	107	132	57	87
Zone club	0.2	0.1	0.3	0.1	0.2	148	106	228	68	122
Zone reality	0.3	0.4	0.4	0.1	0.4	101	129	171	30	128
Zone romantic:	0.4	0.2	0.4	0.3	0.2	64	32	78	50	31

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+)
Az utolsó cserkesz	F+	05-12-10	Sun	21:11	23:04	119,518	2.8	6.5	144
X-men - a kívülálló	F+	02-12-10	Thu	21:09	22:57	114,127	2.7	6.5	124
Kill bill 2.	F+	03-12-10	Fri	21:09	23:36	102,574	2.4	5.8	122
Utcai számarajok	F+	05-12-10	Sun	19:26	21:06	97,898	2.3	4.8	133
Padlogaz	F+	05-12-10	Sun	17:50	19:21	95,510	2.2	6.0	134

AXN - weekly TOP 10

18-49

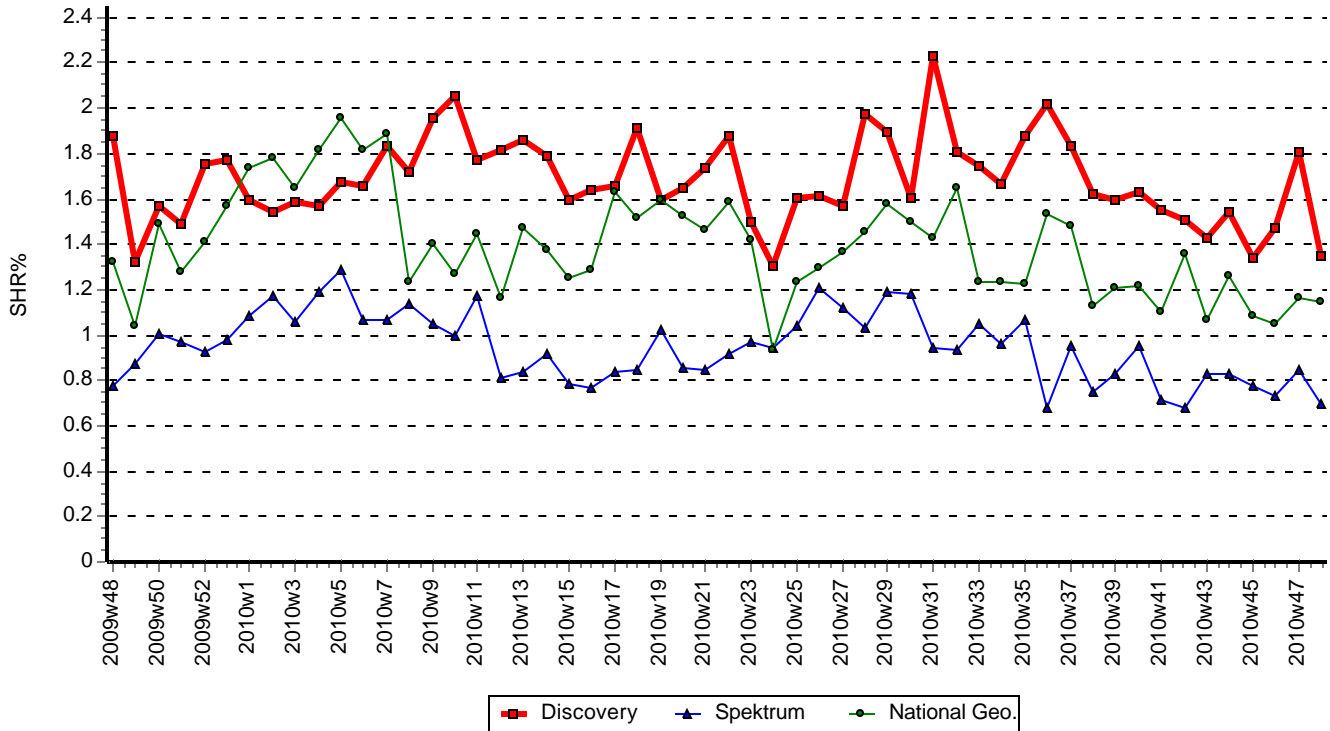
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Erin brockovich - zuros természet	AXN	29-11-10	Mon	21:00	23:26	41,131	1.0	2.4	162
Ncis - tengerészeti helyszínelok	AXN	02-12-10	Thu	17:01	17:52	37,124	0.9	3.6	131
Doktor house	AXN	01-12-10	Wed	20:00	20:51	35,654	0.8	1.8	151
Csillagkapu: atlantisz	AXN	05-12-10	Sun	10:05	10:55	34,601	0.8	5.3	124
New york-i helyszínelok	AXN	01-12-10	Wed	21:00	21:56	32,492	0.8	1.6	122
Gyilkos elmek	AXN	04-12-10	Sat	21:00	21:49	31,205	0.7	1.4	119
Szellemeikkel suttogó	AXN	30-11-10	Tue	21:00	21:56	25,577	0.6	1.2	146
Csillagkapu	AXN	30-11-10	Tue	19:00	19:51	25,225	0.6	1.5	128
A kiválasztott - az amerikai látók	AXN	03-12-10	Fri	18:00	18:52	21,580	0.5	1.7	110
True blood - inni és elni hagyni	AXN	04-12-10	Sat	23:00	24:09	21,092	0.5	1.4	123

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	1.3	2.6	2.2	0.6	1.3	135	236	214	72	137
Spektrum	0.7	0.9	0.8	0.5	0.7	90	107	106	72	92
National Geo.	1.1	1.1	1.4	0.6	0.9	112	100	132	64	95

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+)
Hogyan mukodnek a gepek?	Discovery	04-12-10	Sat	17:00	17:26	32,558	1.2	4.7	192
Allitolag	Discovery	05-12-10	Sun	15:01	15:55	30,186	1.1	5.1	219
Autokereskedok	Discovery	05-12-10	Sun	12:30	12:56	27,053	1.0	6.5	168
Chile 2010 - ket honap a pokolbar	Discovery	05-12-10	Sun	13:01	13:55	21,484	0.8	4.8	186
Halalos fogas	Discovery	04-12-10	Sat	12:00	12:54	20,721	0.7	5.8	237

**Discovery Channel - weekly TOP 10**

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan mukodnek a gepek?	Discovery	04-12-10	Sat	17:00	17:26	32,558	1.2	4.7	192
Allitolag	Discovery	05-12-10	Sun	15:01	15:55	30,186	1.1	5.1	219
Autokereskedok	Discovery	05-12-10	Sun	12:30	12:56	27,053	1.0	6.5	168
Chile 2010 - ket honap a pokolbar	Discovery	05-12-10	Sun	13:01	13:55	21,484	0.8	4.8	186
Halalos fogas	Discovery	04-12-10	Sat	12:00	12:54	20,721	0.7	5.8	237
A tuleles torvenyei	Discovery	01-12-10	Wed	18:00	18:55	20,583	0.7	2.6	223
Mocsari favagok	Discovery	03-12-10	Fri	20:30	21:25	20,090	0.7	1.6	251
Amerika hatarain	Discovery	03-12-10	Fri	21:30	22:25	19,554	0.7	1.6	278
Amcsi motorok	Discovery	01-12-10	Wed	17:00	17:55	19,187	0.7	3.6	219
Bear grylls: ha minden kotel szak	Discovery	05-12-10	Sun	21:31	21:56	18,692	0.7	1.4	161

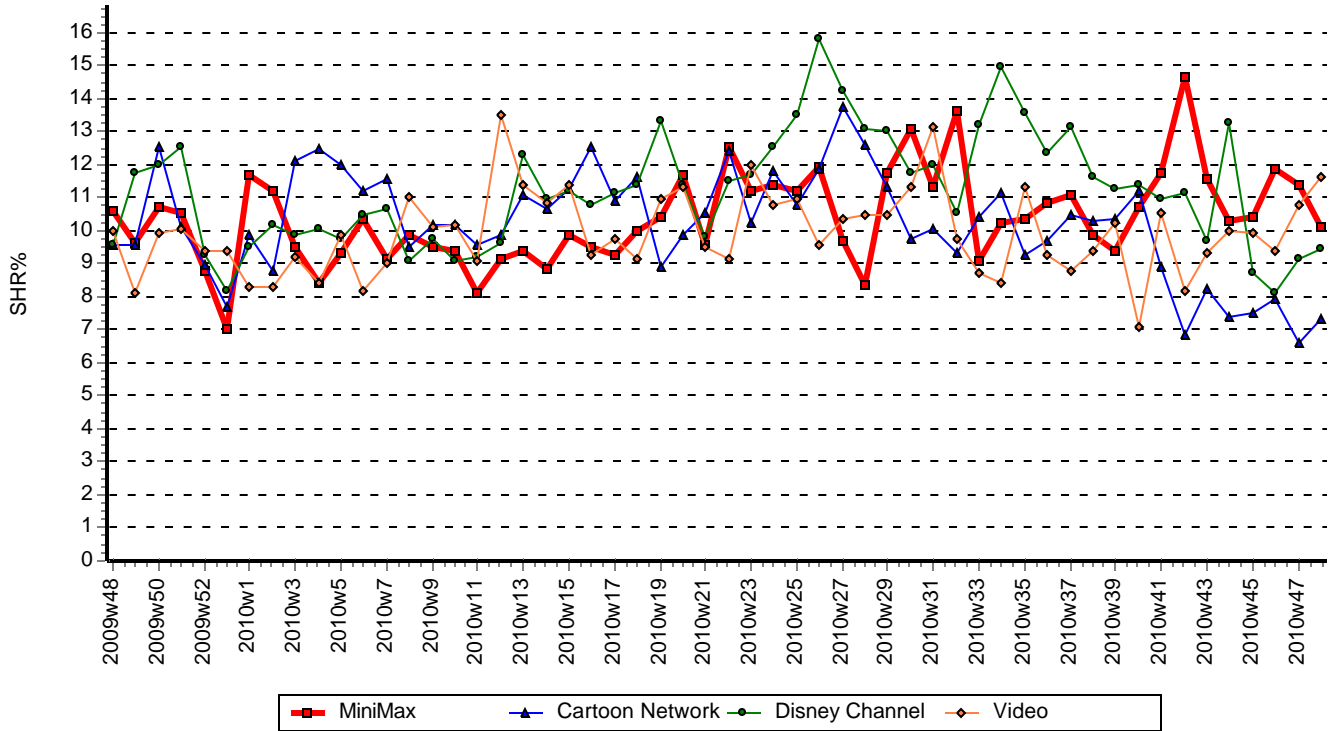
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	10.1	12.6	7.5	19.2	3.5	401	499	297	860	160
Cartoon Netwc	7.3	2.7	12.2	8.4	1.0	537	201	891	696	83
Disney Channe	9.4	11.0	7.8	5.7	2.2	403	470	333	275	111
Video	11.6	12.6	10.6	14.5	6.2	265	288	241	376	165

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



Weekly TOP 5 - Minimax and its competitors

4-14

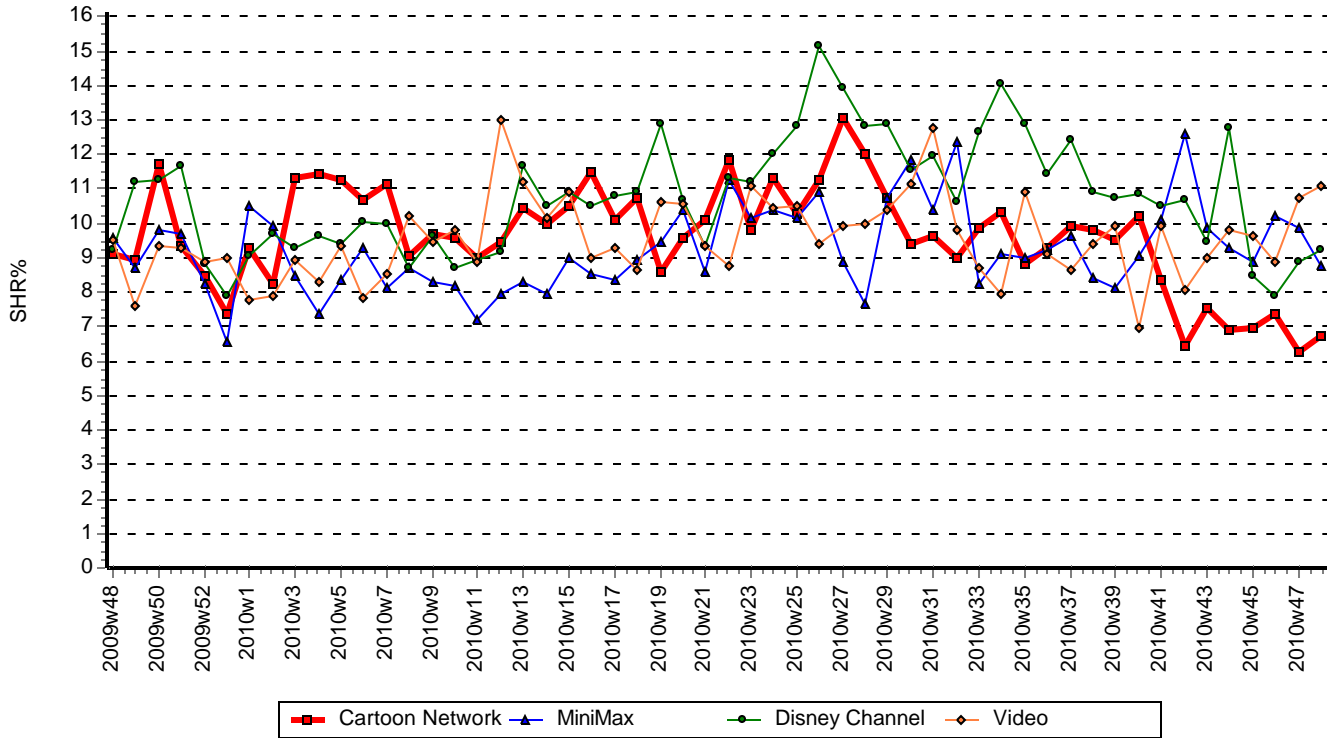
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N	05-12-10	Sun	09:56	10:28	61,837	6.0	21.1	601
Zack es cody elete	Disney Ch:	02-12-10	Thu	19:59	20:22	57,795	5.6	12.6	564
Mindorokke hannah montana	Disney Ch:	04-12-10	Sat	14:06	14:27	49,492	4.8	19.6	309
Phineas es ferb	Disney Ch:	04-12-10	Sat	17:30	17:51	49,477	4.8	15.1	414
Varazslok a waverly helyrol	Disney Ch:	01-12-10	Wed	19:29	19:52	49,087	4.7	10.0	590

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 (13-17)	4-14	F 4-14	M 4-14	8-14	w/children (13-17)
Cartoon Network	6.8	2.6	11.1	5.8	0.9	545	208	900	437	82
MiniMax	8.7	11.0	6.4	2.3	2.9	400	499	296	97	157
Disney Channel	9.2	10.5	7.9	11.9	2.0	418	472	361	503	109
Video	11.1	12.1	10.0	8.6	5.5	268	292	244	194	159

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:	05-12-10	Sun	09:56	10:28	61,837	6.0	21.1	601
Zack es cody elete	Disney Ch:	02-12-10	Thu	19:59	20:22	57,795	5.6	12.6	564
Phineas es ferb	Disney Ch:	03-12-10	Fri	20:59	21:21	56,733	5.5	12.3	613
Zeke es luther	Disney Ch:	03-12-10	Fri	20:29	20:50	53,936	5.2	11.4	688
Mindorokke hannah montana	Disney Ch:	04-12-10	Sat	14:06	14:27	49,492	4.8	19.6	309

**Cartoon - weekly TOP 10**

4-14

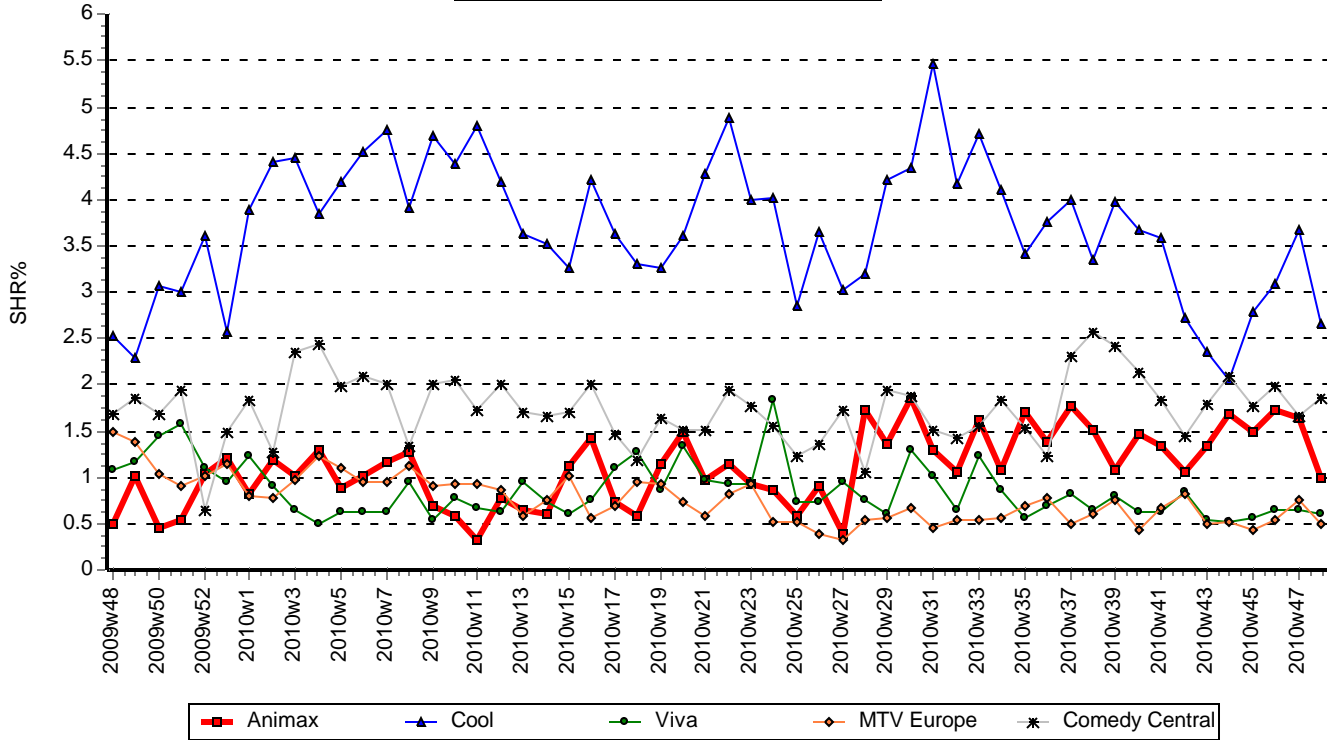
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N:	05-12-10	Sun	09:56	10:28	61,837	6.0	21.1	601
Ben 10: az idegen erok	Cartoon N:	05-12-10	Sun	10:33	10:54	43,819	4.2	18.7	595
Bakugan new vestroia	Cartoon N:	03-12-10	Fri	19:01	19:22	41,404	4.0	10.8	586
Szombatek titkos vilaga	Cartoon N:	01-12-10	Wed	19:52	20:14	41,129	4.0	9.0	639
Chowder	Cartoon N:	03-12-10	Fri	18:34	18:57	40,026	3.9	11.6	538
Nyomi szerencsetlen utazasai	Cartoon N:	03-12-10	Fri	17:14	17:36	39,598	3.8	15.2	672
Shaolin leszamolasa	Cartoon N:	04-12-10	Sat	19:26	19:46	38,253	3.7	8.5	532
Johnny test	Cartoon N:	05-12-10	Sun	16:23	16:45	38,112	3.7	13.8	876
Mizujs scooby-doo?	Cartoon N:	05-12-10	Sun	12:19	12:39	37,529	3.6	16.6	607
Angelo rulez	Cartoon N:	03-12-10	Fri	17:41	18:03	36,001	3.5	12.8	645

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	1.0	1.6	1.1	0.5	0.8	268	413	302	141	253
Cool	2.6	3.2	2.3	2.7	2.3	44	50	38	48	43
Viva	0.6	0.4	0.4	1.1	0.5	237	166	171	481	224
MTV Europe	0.5	0.7	0.4	0.6	0.1	294	364	260	374	65
Comedy Centr	1.8	2.7	1.3	2.6	0.6	167	233	118	255	58

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+)
Belevalovilag	Cool	04-12-10	Sat	23:31	24:26	25,860	2.3	13.8	123
En es en meg az iren	Cool	03-12-10	Fri	21:22	23:17	19,134	1.7	5.5	115
Irigy honaljmirigy-show	Comedy C.	04-12-10	Sat	20:43	21:40	18,529	1.6	4.7	435
Dr. csont	Cool	30-11-10	Tue	21:19	22:10	13,609	1.2	4.8	53
Cool tube	Cool	05-12-10	Sun	23:02	23:28	13,108	1.1	7.5	105

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.