

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	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	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2010	3.6	4.9	0.9	1.4	1.6	9.7	1.1
	Feb 2010	3.4	4.3	0.6	1.4	1.7	10.5	1.1
	Mar 2010	3.7	4.1	0.6	1.5	1.9	9.7	0.6
	Apr 2010	3.2	4.7	0.6	1.6	1.7	10.5	0.9
	May 2010	2.9	4.7	0.6	1.4	1.7	9.7	1.0
	Jun 2010	3.0	4.4	0.5	1.1	1.6	10.8	0.9
	Jul 2010	3.2	5.0	0.4	1.0	1.7	11.2	1.2
	Aug 2010	3.6	5.2	0.5	0.9	1.8	9.8	1.4
	Sep 2010	3.5	4.9	0.5	1.0	1.9	9.3	1.5
	Oct 2010	3.3	4.3	0.5	1.2	1.5	8.3	1.2
	Nov 2010	3.5	4.7	0.4	1.2	1.5	6.8	1.6
	Dec 2010	3.6	4.4	0.3	1.3	1.6	8.0	1.3
Present	Week 49	3.3	4.4	0.4	1.4	1.5	7.9	1.1
	Week 50	3.3	4.7	0.3	1.4	1.4	9.3	1.1
	Week 51	4.3	4.8	0.3	1.4	1.7	8.1	1.5
	Week 52	4.4	4.4	0.3	1.1	1.7	7.3	1.5
	Week 1	3.5	5.0	0.7	1.2	1.4	6.4	2.4

Cable channels' audience shares on different target groups

Channel Target Daypart	Life N.	Ozone N.	Prizma	Sorozat +	Film+2	Muzsika TV	Reflektor
	18-49 Females 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Feb 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Mar 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Apr 2010	0.0	0.0	0.0	0.0	0.0	0.1
	May 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Jun 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Jul 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Aug 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Sep 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Oct 2010	0.5	0.2	0.0	0.0	0.0	0.1
	Nov 2010	0.5	0.2	0.0	0.0	0.0	0.2
	Dec 2010	0.4	0.2	0.4	0.3	0.2	0.1
Present	Week 49	0.4	0.2	0.3	0.3	0.2	0.1
	Week 50	0.5	0.3	0.4	0.3	0.2	0.1
	Week 51	0.4	0.2	0.5	0.4	0.3	0.1
	Week 52	0.5	0.1	0.3	0.5	0.3	0.1
	Week 1	0.5	0.2	0.4	0.4	0.3	0.1

Cable channels' audience shares on different target groups

Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.1	0.1
Present	Week 49	0.1	0.0
	Week 50	0.1	0.1
	Week 51	0.1	0.1
	Week 52	0.1	0.1
	Week 1	0.1	0.0

Cable channels' ratings on different target groups

Channel Target Daypart		Cool 18-49 02:00-25:59	Film+ 18-49 02:00-25:59	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	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2010	0.7	0.9	0.2	0.3	0.3	1.9	0.3
	Feb 2010	0.6	0.8	0.1	0.3	0.3	2.1	0.3
	Mar 2010	0.6	0.7	0.1	0.3	0.3	1.8	0.1
	Apr 2010	0.5	0.8	0.1	0.3	0.3	1.7	0.2
	May 2010	0.5	0.8	0.1	0.2	0.3	1.6	0.2
	Jun 2010	0.5	0.7	0.1	0.2	0.2	1.8	0.2
	Jul 2010	0.5	0.8	0.1	0.2	0.2	1.9	0.2
	Aug 2010	0.5	0.8	0.1	0.1	0.3	1.8	0.3
	Sep 2010	0.6	0.8	0.1	0.2	0.3	1.5	0.4
	Oct 2010	0.6	0.7	0.1	0.2	0.2	1.5	0.3
	Nov 2010	0.6	0.8	0.1	0.2	0.3	1.4	0.4
	Dec 2010	0.7	0.8	0.1	0.3	0.3	1.8	0.4
Present	Week 49	0.6	0.8	0.1	0.3	0.2	1.4	0.3
	Week 50	0.6	0.9	0.0	0.3	0.2	1.8	0.3
	Week 51	0.9	1.0	0.1	0.3	0.3	2.0	0.4
	Week 52	1.0	1.0	0.1	0.3	0.3	2.1	0.4
	Week 1	0.7	1.0	0.1	0.2	0.2	1.3	0.6

Cable channels' ratings on different target groups

Channel Target Daypart	Life N.	Ozone N.	Prizma	Sorozat +	Film+2	Muzsika TV	Reflektor
	18-49 Females 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Feb 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Mar 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Apr 2010	0.0	0.0	0.0	0.0	0.0	0.0
	May 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Jun 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Jul 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Aug 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Sep 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Oct 2010	0.1	0.0	0.0	0.0	0.0	0.0
	Nov 2010	0.1	0.0	0.0	0.0	0.0	0.0
	Dec 2010	0.1	0.0	0.1	0.1	0.0	0.0
Present	Week 49	0.1	0.0	0.1	0.1	0.0	0.0
	Week 50	0.1	0.0	0.1	0.1	0.0	0.0
	Week 51	0.1	0.0	0.1	0.1	0.1	0.1
	Week 52	0.1	0.0	0.1	0.1	0.1	0.1
	Week 1	0.1	0.0	0.1	0.1	0.0	0.1

Cable channels' ratings on different target groups

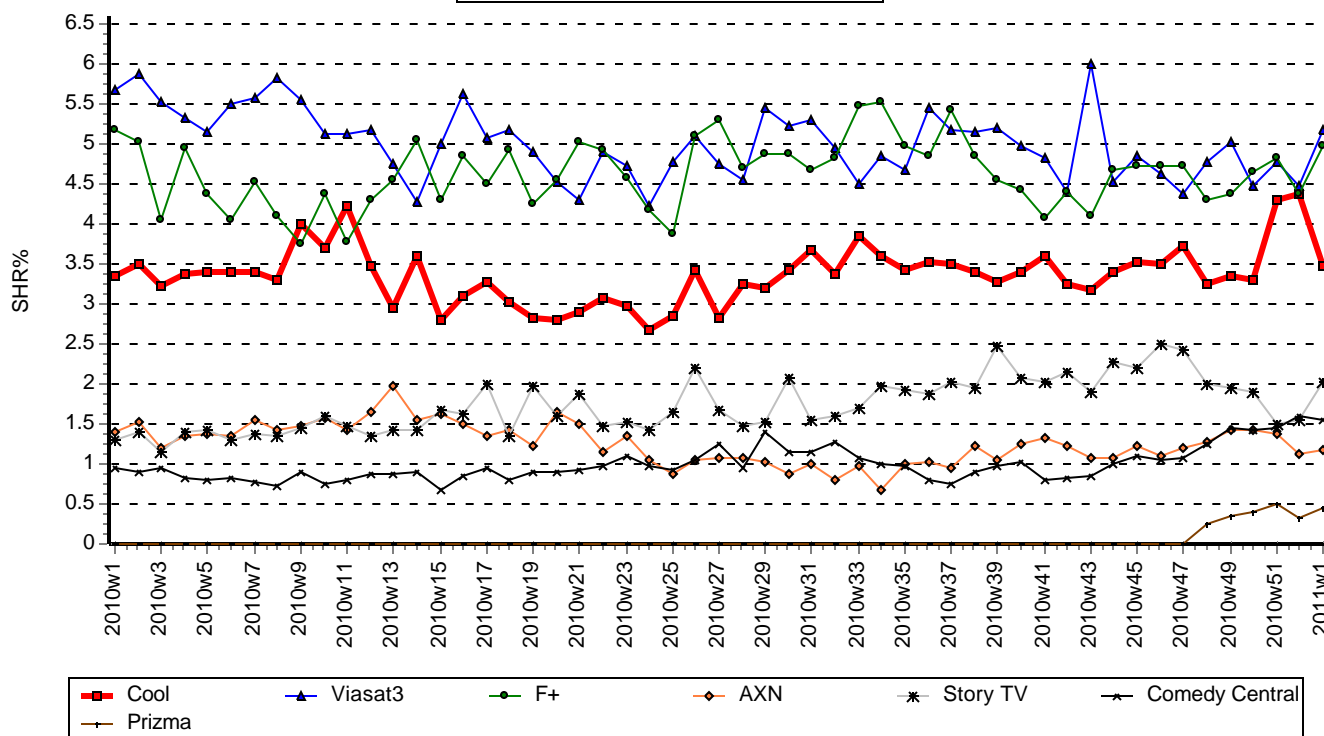
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
Present	Week 49	0.0	0.0
	Week 50	0.0	0.0
	Week 51	0.0	0.0
	Week 52	0.0	0.0
	Week 1	0.0	0.0



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	3.5	3.5	3.4	3.2	3.1	94	101	87	78	65
Viasat3	5.2	6.1	4.1	5.0	4.0	102	129	75	90	61
F+	5.0	3.6	6.5	4.0	3.7	113	88	137	82	64
AXN	1.2	1.3	1.0	1.1	1.0	100	116	84	88	65
Story TV	2.0	2.5	1.4	1.9	1.6	67	90	45	57	42
Comedy Centra	1.6	1.1	2.1	2.0	3.1	148	113	182	177	226
Prizma	0.4	0.4	0.4	0.4	0.4	120	127	113	107	86

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	06-01-11	Thu	21:28	22:21	177,268	4.2	9.9	98
Mi kell a nonek?	F+	04-01-11	Tue	21:10	23:28	163,843	3.9	9.9	151
A szokeveny	F+	07-01-11	Fri	21:10	23:33	154,033	3.6	9.0	129
New york-i helyszinelok	Viasat3	06-01-11	Thu	22:29	23:18	133,389	3.1	10.1	96
Jo baratok	Viasat3	05-01-11	Wed	20:00	20:27	121,582	2.9	6.1	126

Cool - weekly TOP 10

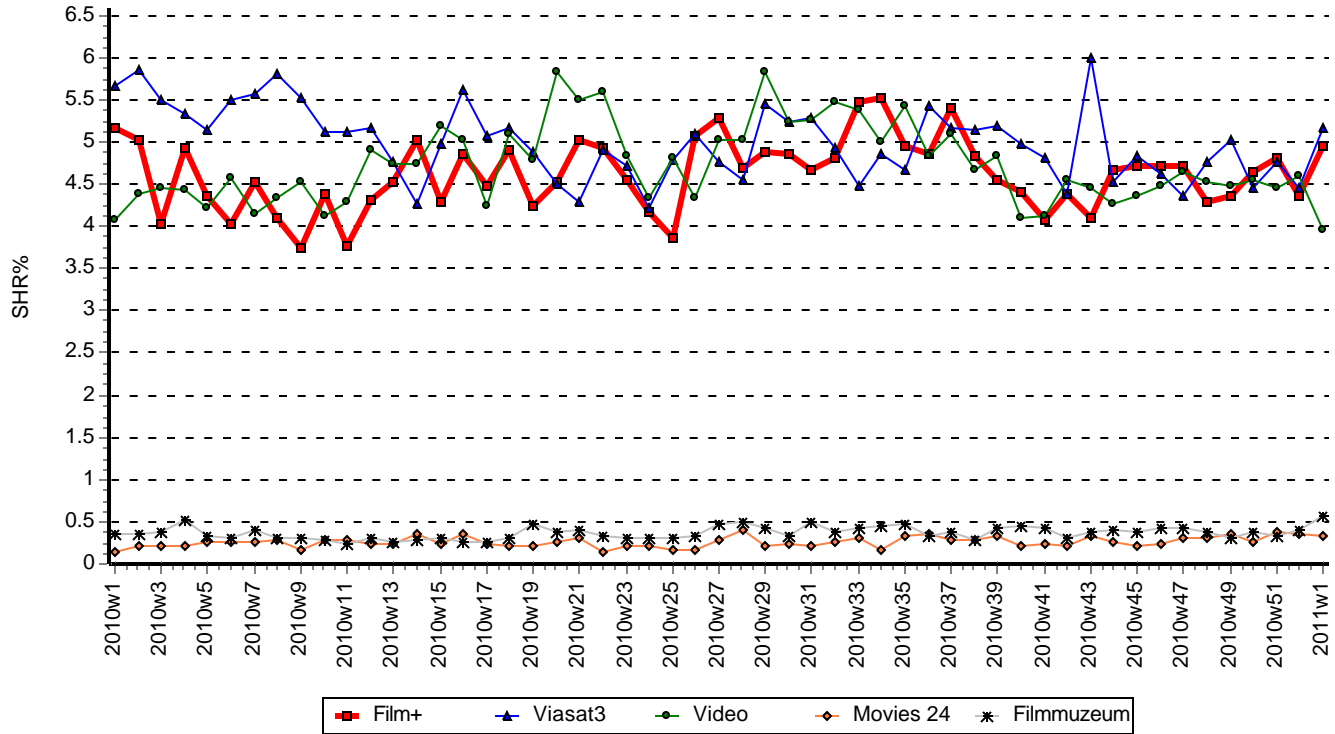
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	06-01-11	Thu	21:21	22:09	117,642	2.8	6.4	105
Gyilkos elmek	Cool	07-01-11	Fri	20:26	21:19	109,993	2.6	5.3	105
Csi	Cool	05-01-11	Wed	22:10	23:01	103,434	2.4	6.2	117
Nagy durranas - a masodik pukk	Cool	08-01-11	Sat	17:50	19:20	96,123	2.3	6.2	125
New york-i helyszinelok	Cool	04-01-11	Tue	22:11	22:57	86,309	2.0	5.6	88
Durr durr es csak	Cool	07-01-11	Fri	21:21	23:06	85,752	2.0	4.8	152
Belevalovilag	Cool	07-01-11	Fri	23:06	23:32	85,456	2.0	6.5	140
Miami helyszinelok	Cool	09-01-11	Sun	22:05	22:55	85,226	2.0	5.3	96
Showder klub	Cool	03-01-11	Mon	17:40	18:32	78,131	1.8	5.8	118
V mint verboszu	Cool	03-01-11	Mon	21:20	23:27	70,752	1.7	4.5	104

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+	5.0	4.7	6.5	3.6	4.0	113	101	137	88	82
Viasat3	5.2	5.5	4.1	6.1	5.0	102	102	75	129	90
Video	3.9	4.2	3.8	4.1	5.0	112	113	100	124	130
Movies 24	0.3	0.3	0.3	0.3	0.2	92	88	81	102	49
Filmmuzeum	0.6	0.6	0.7	0.5	0.4	71	68	76	66	42

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	06-01-11	Thu	21:28	22:21	177,268	4.2	9.9	98
Mi kell a nonek?	F+	04-01-11	Tue	21:10	23:28	163,843	3.9	9.9	151
A szokeveny	F+	07-01-11	Fri	21:10	23:33	154,033	3.6	9.0	129
New york-i helyszinelok	Viasat3	06-01-11	Thu	22:29	23:18	133,389	3.1	10.1	96
Jo barátok	Viasat3	05-01-11	Wed	20:00	20:27	121,582	2.9	6.1	126

Film+ - weekly TOP 10
18-49

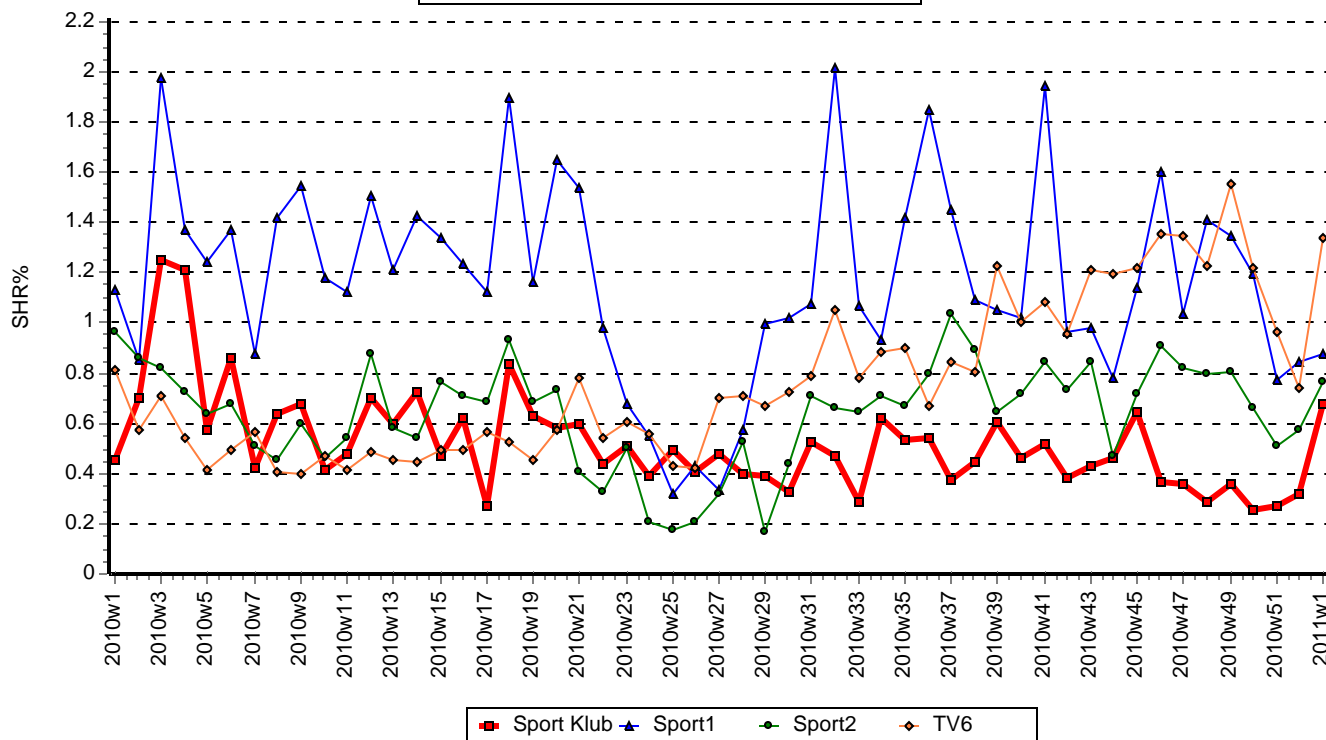
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Mi kell a nonek?	F+	04-01-11	Tue	21:10	23:28	163,843	3.9	9.9	151
A szokeveny	F+	07-01-11	Fri	21:10	23:33	154,033	3.6	9.0	129
Orszaguti amokfuto	F+	09-01-11	Sun	21:29	22:57	105,392	2.5	5.8	108
Sivatagi lavina	F+	06-01-11	Thu	21:10	23:00	105,270	2.5	6.2	93
Besutizve	F+	04-01-11	Tue	23:34	25:05	98,320	2.3	14.5	149
Deep impact 2. - a becsapodas u	F+	09-01-11	Sun	19:43	21:22	97,628	2.3	4.4	107
A szfinx bosszuja	F+	06-01-11	Thu	19:24	21:01	97,041	2.3	5.3	109
Absolon	F+	03-01-11	Mon	21:10	22:50	88,176	2.1	5.0	107
Nyolc preda	F+	08-01-11	Sat	21:29	23:09	81,299	1.9	4.5	87
001 - az elso bevetes	F+	08-01-11	Sat	16:00	17:35	80,919	1.9	7.0	90

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	ABC p1	8-49 ABC p1	18-49	18-39 Males	18-24 Males	ABC p1	8-49 ABC p1	18-49
Sport Klub	0.7	0.7	0.7	0.4	0.4	143	134	150	89	99	99
Sport1	0.9	1.0	0.9	0.6	0.6	130	130	148	86	92	92
Sport2	0.8	0.9	0.7	0.6	0.5	177	179	171	130	120	120
TV6	1.3	1.5	1.0	1.0	0.9	187	185	153	140	139	139

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



Weekly TOP 5 - SportKlub and its competitors

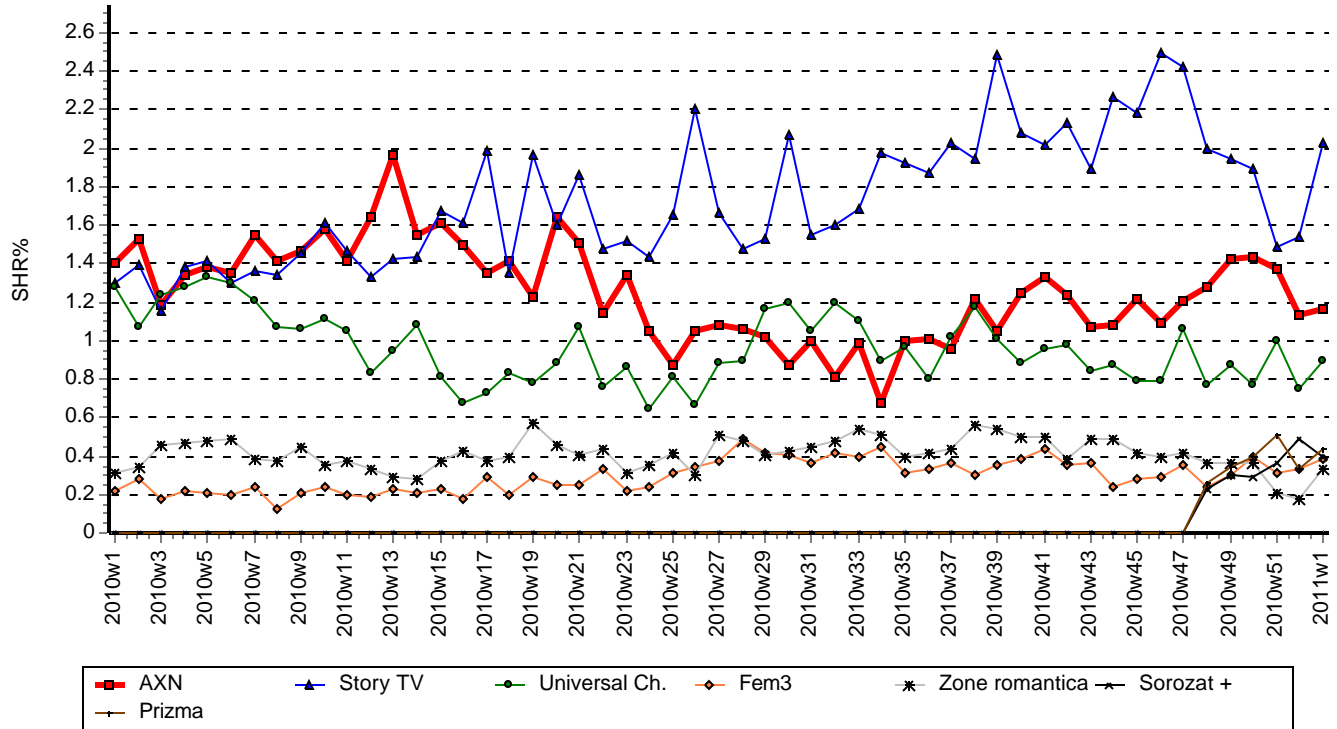
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Kaliforniaba jottem	TV6	09-01-11	Sun	18:03	18:30	30,815	1.4	3.7	356
Futurama	TV6	09-01-11	Sun	17:33	18:00	29,465	1.4	3.8	366
Texas kiralyai	TV6	05-01-11	Wed	17:04	17:31	19,698	0.9	4.2	343
Lehetetlen kuldetes	TV6	09-01-11	Sun	19:04	19:57	18,792	0.9	1.9	206
A simpson család	TV6	09-01-11	Sun	16:02	16:28	18,542	0.9	2.7	283

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	1.2	1.4	1.3	1.0	1.1	100	114	116	84	88
Story TV	2.0	2.0	2.5	1.4	1.9	67	63	90	45	57
Universal Ch.	0.9	1.0	1.0	0.7	0.7	77	78	96	58	57
Fem3	0.4	0.4	0.4	0.3	0.4	88	82	102	74	82
Zone romantica	0.3	0.2	0.4	0.2	0.2	59	35	77	41	39
Sorozat +	0.4	0.4	0.6	0.2	0.3	103	89	153	53	76
Prizma	0.4	0.5	0.4	0.4	0.4	120	124	127	113	107

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+)
Varatlan utazás	Story TV -	03-01-11	Mon	16:03	16:58	61,210	1.4	6.7	105
Csillagkapu: atlantisz	AXN	09-01-11	Sun	11:00	11:51	59,398	1.4	7.0	156
Jakupcsek ... mert erdekel	Story TV -	09-01-11	Sun	19:30	19:54	58,732	1.4	2.8	67
Zambo jimmy emlékkoncert	Story TV -	09-01-11	Sun	20:01	21:53	56,971	1.3	2.6	55
A farm ahol elunk	Story TV -	03-01-11	Mon	17:04	18:00	56,089	1.3	4.7	117

AXN - weekly TOP 10

18-49

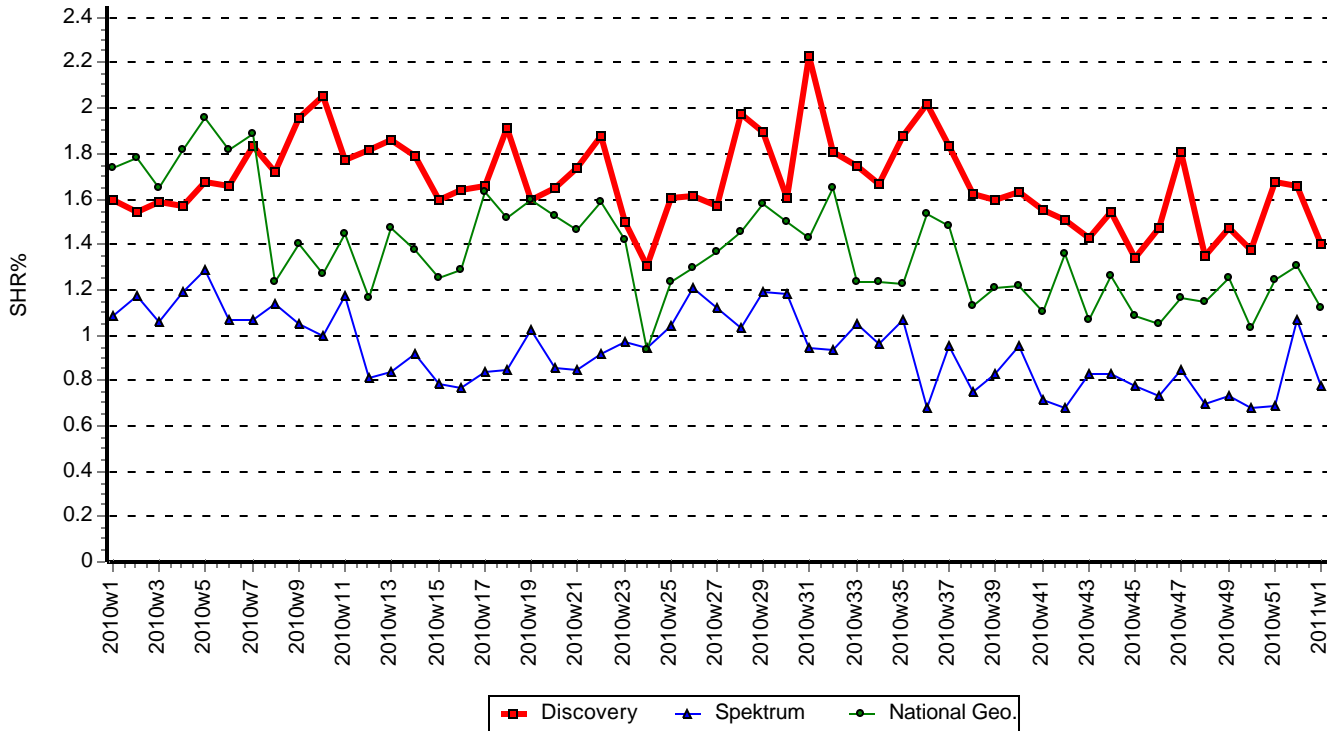
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagkapu: atlantisz	AXN	09-01-11	Sun	11:00	11:51	59,398	1.4	7.0	156
Gyilkos elmek	AXN	08-01-11	Sat	21:00	21:51	55,907	1.3	2.8	132
New york-i helyszínelők	AXN	08-01-11	Sat	22:00	22:49	39,657	0.9	2.2	94
Star trek - kapcsolatfelvetel	AXN	08-01-11	Sat	13:00	15:00	35,111	0.8	4.3	130
Ncis - tengerészeti helyszínelők	AXN	08-01-11	Sat	20:00	20:51	31,403	0.7	1.6	98
Star trek 9. - urlazadas	AXN	09-01-11	Sun	13:00	14:57	29,569	0.7	2.9	118
Gothika	AXN	03-01-11	Mon	21:00	22:49	28,401	0.7	1.6	146
Marslako a mostoham	AXN	09-01-11	Sun	22:00	23:56	27,355	0.6	2.0	122
Csillagkapu	AXN	04-01-11	Tue	09:00	09:51	24,901	0.6	5.6	111
Ki vagy doki	AXN	08-01-11	Sat	12:00	12:53	24,850	0.6	3.3	109

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 pr	18-39 Males	18-49 Males	8-49 Female	18-49 urban	8-49 ABC pr	18-39 Males	18-49 Males	8-49 Female	18-49 urban
Discovery	1.4	2.7	2.1	0.7	1.3	140	237	212	77	132
Spektrum	0.8	0.8	1.0	0.5	0.8	87	75	112	64	92
National Geo.	1.1	1.3	1.4	0.8	1.2	97	102	127	81	103

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+)
Autokereskedok	Discovery	09-01-11	Sun	11:59	12:51	37,462	1.4	6.7	200
Otodik sebesseg	Discovery	09-01-11	Sun	10:30	10:55	35,555	1.3	6.2	244
Hogyan keszult?	Discovery	05-01-11	Wed	20:30	20:55	27,782	1.0	2.1	159
Tulelopar-baj	Discovery	05-01-11	Wed	21:30	22:22	24,053	0.9	1.8	201
Amcsi motorok	Discovery	05-01-11	Wed	17:00	17:51	23,934	0.9	4.1	191

Discovery Channel - weekly TOP 10

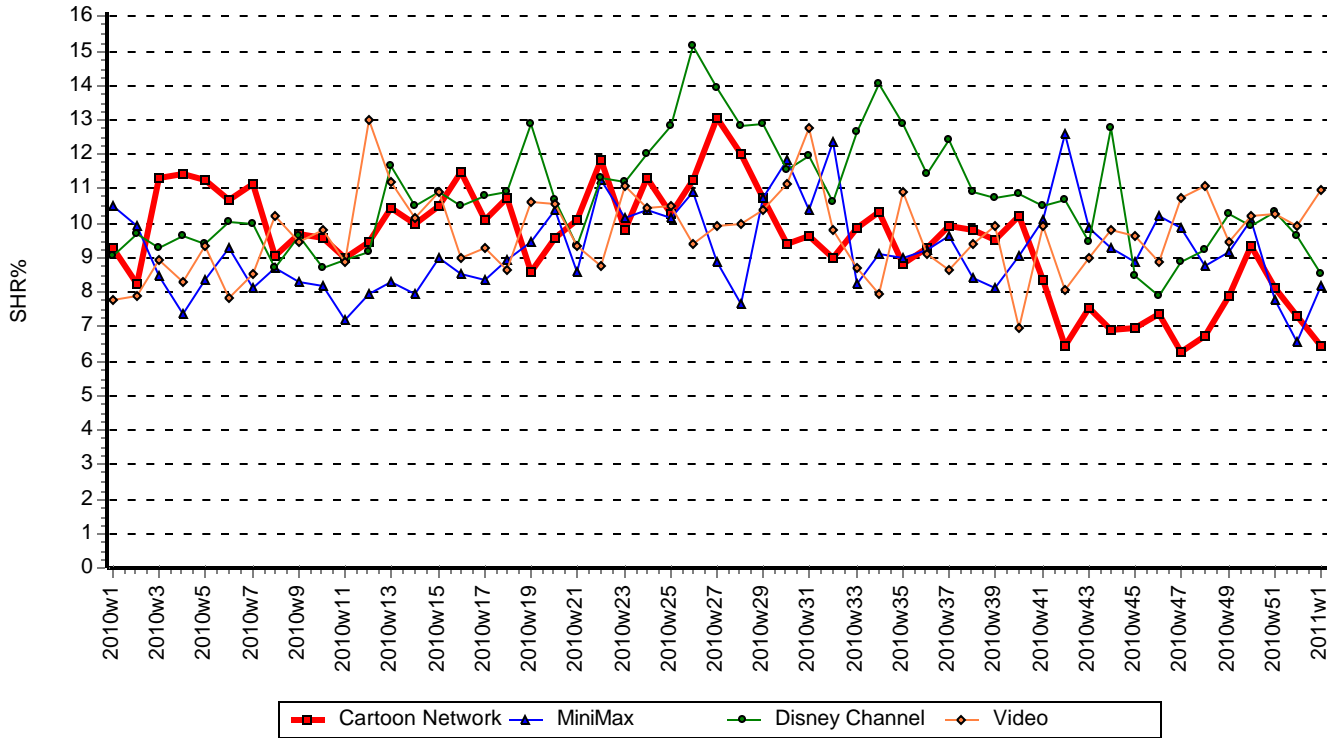
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Autokereskedok	Discovery	09-01-11	Sun	11:59	12:51	37,462	1.4	6.7	200
Otodik sebesseg	Discovery	09-01-11	Sun	10:30	10:55	35,555	1.3	6.2	244
Hogyan keszult?	Discovery	05-01-11	Wed	20:30	20:55	27,782	1.0	2.1	159
Tulelopar-baj	Discovery	05-01-11	Wed	21:30	22:22	24,053	0.9	1.8	201
Amcsi motorok	Discovery	05-01-11	Wed	17:00	17:51	23,934	0.9	4.1	191
Piszkos munkak	Discovery	09-01-11	Sun	12:59	13:52	23,950	0.9	4.0	264
Vad-hazassag...	Discovery	09-01-11	Sun	16:59	17:53	23,379	0.9	2.7	179
Motorvaros	Discovery	09-01-11	Sun	10:59	11:52	22,663	0.8	4.4	192
Bandahaboruk	Discovery	08-01-11	Sat	22:00	22:56	22,201	0.8	1.8	173
A tuleles torvenyei	Discovery	07-01-11	Fri	18:00	18:55	20,225	0.7	2.6	183

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

06:00-20:59

Channel	SHR%					Affinity (4+)				
	4-14	F 4-14	M 4-14	8-14	w/children (0-14)	4-14	F 4-14	M 4-14	8-14	w/children (0-14)
Cartoon Network	6.4	3.3	9.3	5.9	1.5	464	220	718	403	131
MiniMax	8.2	8.3	8.1	2.5	3.0	387	364	411	110	172
Disney Channel	8.5	10.1	7.1	10.7	2.6	387	428	344	457	141
Video	10.9	12.2	9.8	7.2	5.6	281	292	269	174	173

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+)
Mindorokke hannah montana	Disney Ch:	08-01-11	Sat	10:01	10:22	63,066	6.1	16.8	557
Phineas es ferb	Disney Ch:	09-01-11	Sun	20:53	21:06	60,172	5.9	14.4	636
Zack es cody elete	Disney Ch:	05-01-11	Wed	19:59	20:22	59,202	5.8	11.4	533
Nevess mickey-vell!	Disney Ch:	08-01-11	Sat	10:53	11:01	55,472	5.4	16.3	535
Zeke es luther	Disney Ch:	03-01-11	Mon	20:29	20:51	54,294	5.3	12.0	611

Cartoon - weekly TOP 10

4-14

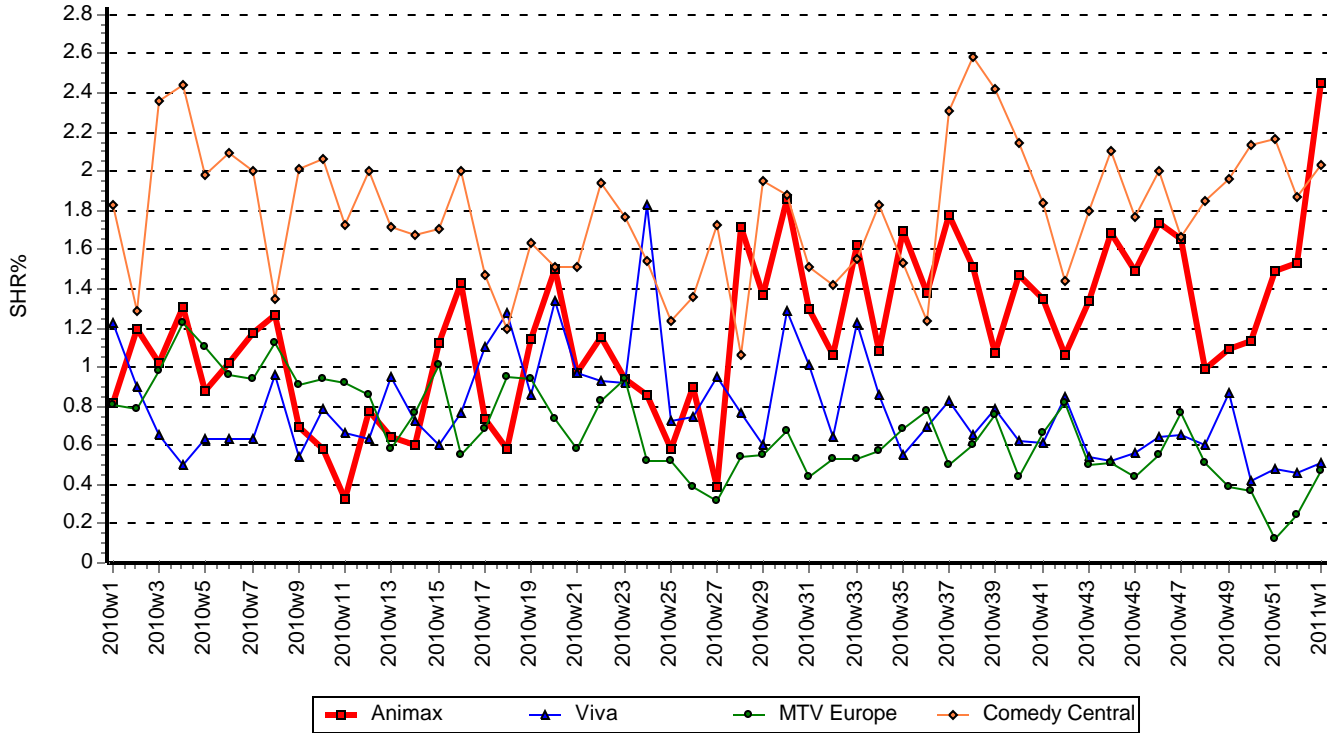
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Nyomi szerencsetlen utazasai	Cartoon N:	05-01-11	Wed	17:17	17:39	39,408	3.8	10.9	710
Mizujs scooby-doo?	Cartoon N:	09-01-11	Sun	12:15	12:35	39,208	3.8	14.0	520
Chowder	Cartoon N:	05-01-11	Wed	18:35	18:57	38,841	3.8	8.2	657
Angelo rulez	Cartoon N:	05-01-11	Wed	17:42	18:03	38,252	3.7	9.3	716
Shaolin leszamolass	Cartoon N:	09-01-11	Sun	10:34	10:54	36,943	3.6	11.0	309
Ben 10: az idegen erok	Cartoon N:	05-01-11	Wed	18:10	18:31	36,429	3.5	8.3	660
Batman: a bator es a vakmero	Cartoon N:	08-01-11	Sat	11:50	12:12	33,727	3.3	10.1	460
Gorcs ikrek	Cartoon N:	09-01-11	Sun	14:20	14:42	30,902	3.0	11.1	395
Fosterek haza kepzeletbeli barat	Cartoon N:	07-01-11	Fri	14:46	15:08	30,256	3.0	15.8	688
Cartoon network dance club	Cartoon N:	08-01-11	Sat	08:40	08:53	30,397	2.9	9.6	648

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	2.4	4.4	2.2	2.0	1.3	387	676	345	340	226
Viva	0.5	0.4	0.3	1.2	0.6	164	135	87	405	233
MTV Europe	0.5	0.6	0.5	0.9	0.4	204	267	205	415	180
Comedy Centr	2.0	2.8	2.1	1.9	0.9	181	240	187	183	90

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+)
Family guy	Comedy C.	05-01-11	Wed	22:30	22:55	22,277	1.9	7.5	439
A cleveland show	Comedy C.	04-01-11	Tue	21:35	21:59	18,704	1.6	5.6	306
Igy jartam anyatokkal	Comedy C.	03-01-11	Mon	21:30	21:53	17,639	1.5	5.8	305
A simpson család	Comedy C.	04-01-11	Tue	20:45	21:09	13,126	1.1	3.7	267
South park	Comedy C.	03-01-11	Mon	22:00	22:25	12,965	1.1	4.8	332

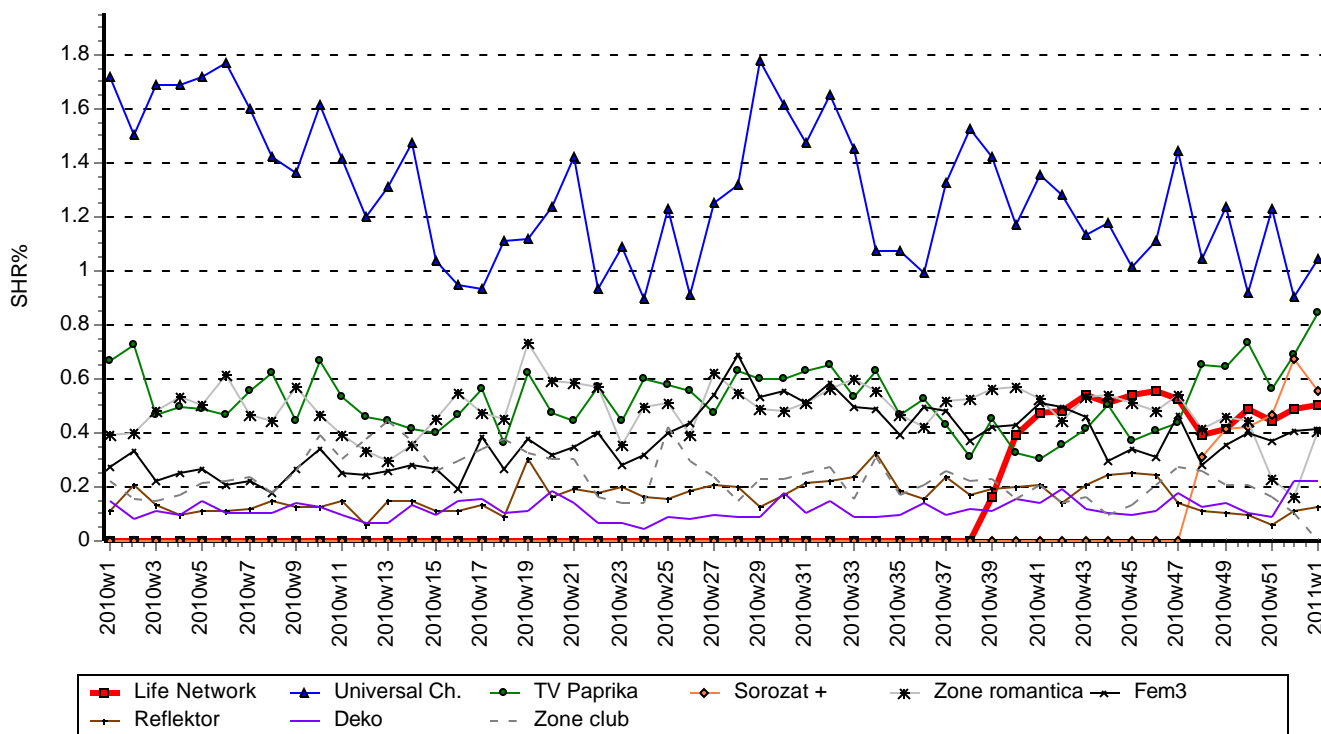
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	8-39 Female	18-49	8-49 Female	18-49 Males	18-49 hw	8-39 Female
Life Network	0.4	0.5	0.3	0.5	0.5	102	141	63	141	141
Universal Ch.	0.9	1.0	0.7	1.1	0.9	77	96	58	108	80
TV Paprika	0.7	0.8	0.5	0.8	0.9	109	148	70	155	150
Sorozat +	0.4	0.6	0.2	0.5	0.5	103	153	53	146	120
Zone romantica:	0.3	0.4	0.2	0.4	0.3	59	77	41	77	62
Fem3	0.4	0.4	0.3	0.4	0.4	88	102	74	105	95
Reflektor	0.1	0.1	0.1	0.1	0.1	90	113	68	128	84
Deko	0.2	0.2	0.1	0.2	0.2	87	120	54	134	95
Zone club	0.0	0.0	0.0	0.0	0.0	0	0	0	0	0

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



Weekly TOP 5 - Life N. and its competitors

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ha ciki ha nem: beteg vagy!	Life Netwc	03-01-11	Mon	22:00	22:54	22,056	1.0	2.7	190
Az ember akin nem fog az ido	Life Netwc	07-01-11	Fri	21:00	21:52	16,334	0.8	1.4	222
Ciki tini testek	Life Netwc	04-01-11	Tue	21:00	21:55	12,659	0.6	1.1	195
Hal a tortan	Fem3	05-01-11	Wed	17:53	18:43	12,082	0.6	1.5	176
Szexfelugyelok	Life Netwc	03-01-11	Mon	23:00	23:46	11,193	0.5	2.3	165

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ha ciki ha nem: beteg vagy!	Life Netwc	03-01-11	Mon	22:00	22:54	22,056	1.0	2.7	190
Az ember akin nem fog az ido	Life Netwc	07-01-11	Fri	21:00	21:52	16,334	0.8	1.4	222
Ciki tini testek	Life Netwc	04-01-11	Tue	21:00	21:55	12,659	0.6	1.1	195
Szexfelugyelok	Life Netwc	03-01-11	Mon	23:00	23:46	11,193	0.5	2.3	165
Dobbenetes testek	Life Netwc	03-01-11	Mon	20:00	20:53	9,172	0.4	0.8	147
Hogyan legyunk jo nok?	Life Netwc	09-01-11	Sun	14:00	14:21	8,876	0.4	1.7	288
Dobbenetes fogyasok	Life Netwc	03-01-11	Mon	15:59	16:54	8,127	0.4	1.5	295
Halalbiztos diagnozis	Life Netwc	03-01-11	Mon	13:59	14:53	7,498	0.4	2.0	281
Life magazin - Ilfe	Life Netwc	06-01-11	Thu	23:45	24:07	7,251	0.3	1.7	423
Csodabogarak	Life Netwc	03-01-11	Mon	17:00	17:53	7,107	0.3	1.0	244

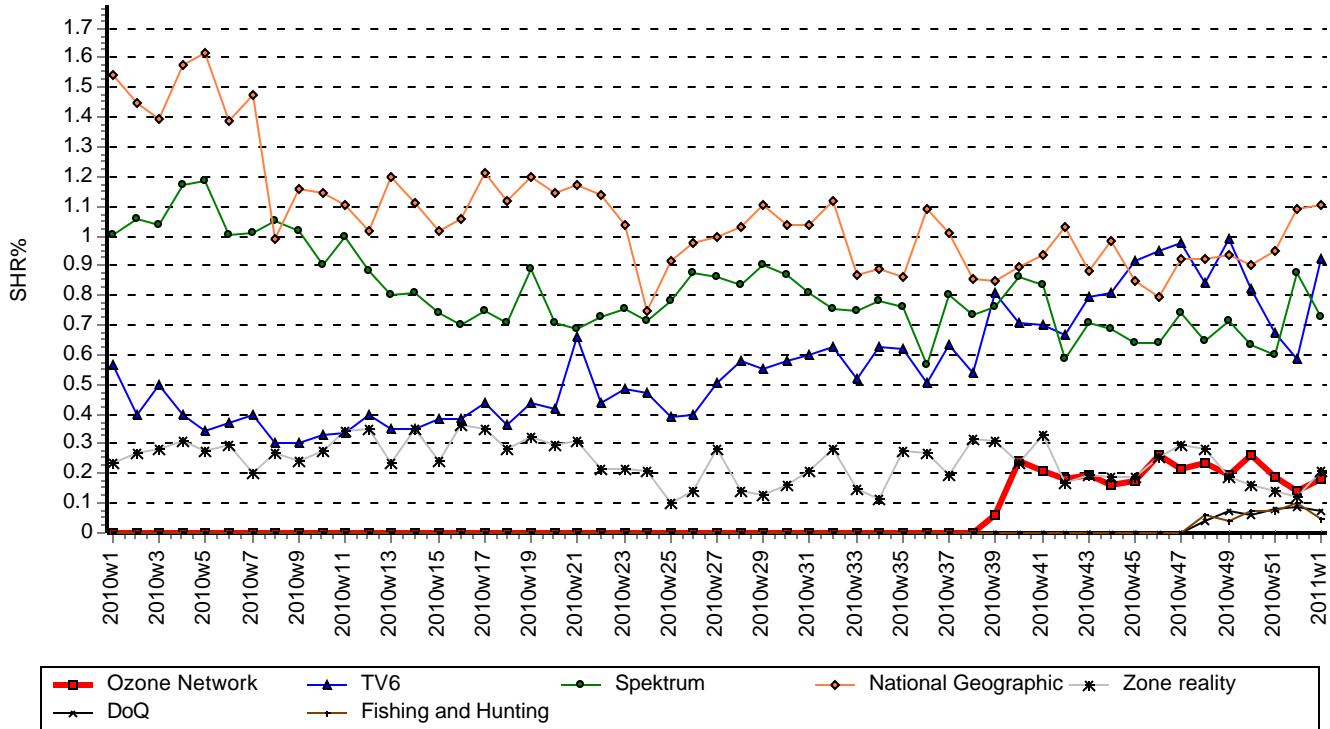
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39 Males	18-49	8-49 Female	18-49 Males	18-49 hw	18-39 Males
Ozone Network	0.2	0.2	0.2	0.1	0.2	104	92	115	53	96
TV6	0.9	0.6	1.3	0.5	1.5	139	89	187	88	185
Spektrum	0.7	0.5	1.0	0.7	0.8	88	64	112	107	75
National Geogr	1.1	0.8	1.4	1.0	1.3	104	81	127	109	102
Zone reality	0.2	0.3	0.1	0.3	0.1	90	133	48	156	29
DoQ	0.1	0.1	0.1	0.1	0.1	70	60	80	89	56
Fishing and Hu	0.0	0.1	0.0	0.1	0.0	57	70	44	83	49

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



Weekly TOP 5 - Ozone N. and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Lehetetlen kuldetes	TV6	04-01-11	Tue	19:05	19:57	35,765	0.8	2.0	148
Futurama	TV6	09-01-11	Sun	17:33	18:00	34,598	0.8	2.2	217
Kaliforniaba jottem	TV6	09-01-11	Sun	18:03	18:30	34,340	0.8	2.1	200
A simpson család	TV6	04-01-11	Tue	16:33	17:00	25,865	0.6	2.9	127
Star trek - voyager	TV6	08-01-11	Sat	20:01	20:54	25,477	0.6	1.3	196

Ozone Network - weekly TOP 10

18-49

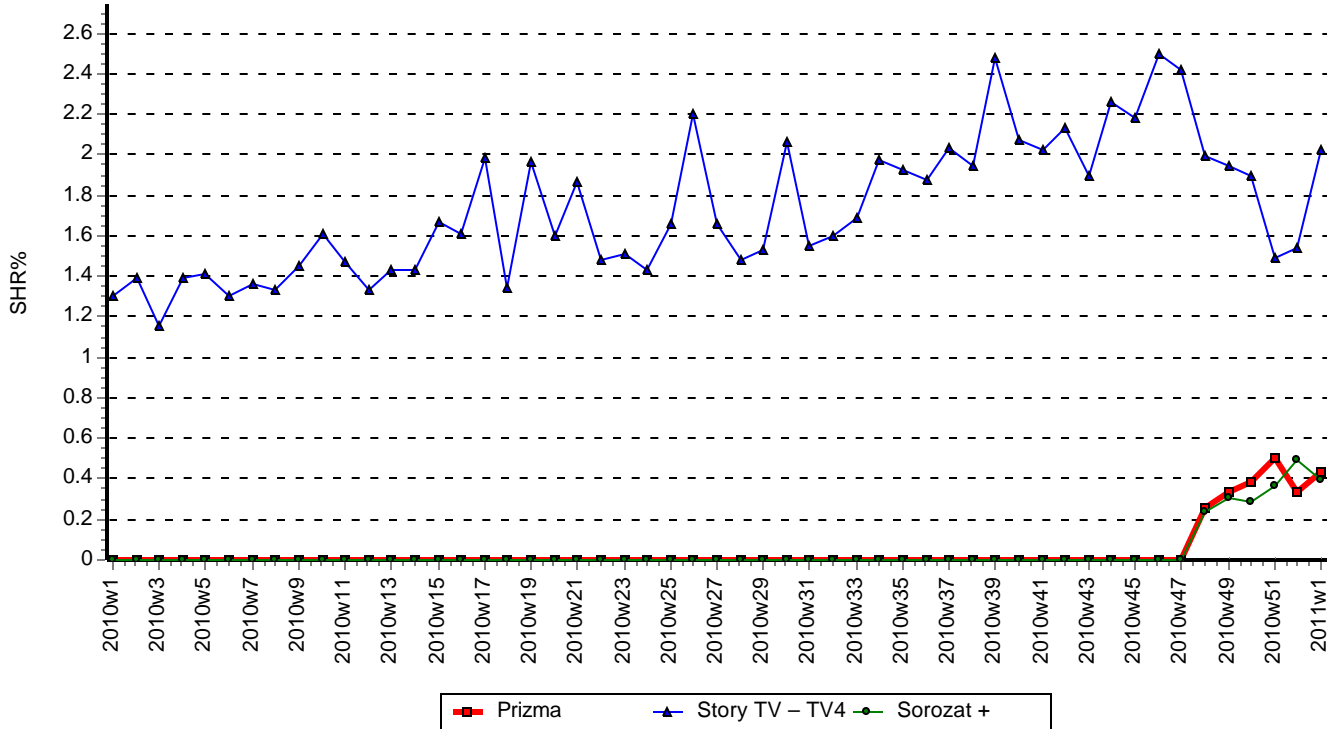
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
E-force	Ozone Ne:	04-01-11	Tue	08:33	08:56	12,621	0.3	3.2	107
Utazas a fold kozepontjaba	Ozone Ne:	09-01-11	Sun	14:05	14:55	9,564	0.2	0.9	148
9 milliard ember bolygoja	Ozone Ne:	04-01-11	Tue	10:05	10:58	9,283	0.2	2.0	197
A 20. szazad nagy katasztrofai	Ozone Ne:	07-01-11	Fri	22:35	23:31	8,506	0.2	0.6	154
A tenger varosa	Ozone Ne:	09-01-11	Sun	20:05	20:53	8,495	0.2	0.4	114
Ecopolis	Ozone Ne:	07-01-11	Fri	21:05	21:55	8,326	0.2	0.4	144
Veszforgatokonyv	Ozone Ne:	05-01-11	Wed	18:05	18:54	8,270	0.2	0.6	208
Viharjelzes	Ozone Ne:	07-01-11	Fri	22:05	22:28	7,976	0.2	0.5	148
Kincsek a szemetben	Ozone Ne:	09-01-11	Sun	18:05	18:56	7,384	0.2	0.4	148
Tulelotabor civileknek	Ozone Ne:	04-01-11	Tue	23:35	24:26	7,201	0.2	0.9	212

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	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Prizma	0.4	0.4	0.4	0.4	0.4	120	127	113	139	107
Story TV – TV4	2.0	2.5	1.4	2.3	1.9	67	90	45	91	57
Sorozat +	0.4	0.6	0.2	0.5	0.3	103	153	53	146	76

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



Weekly TOP 5 - Prizma and its competitors

18-49

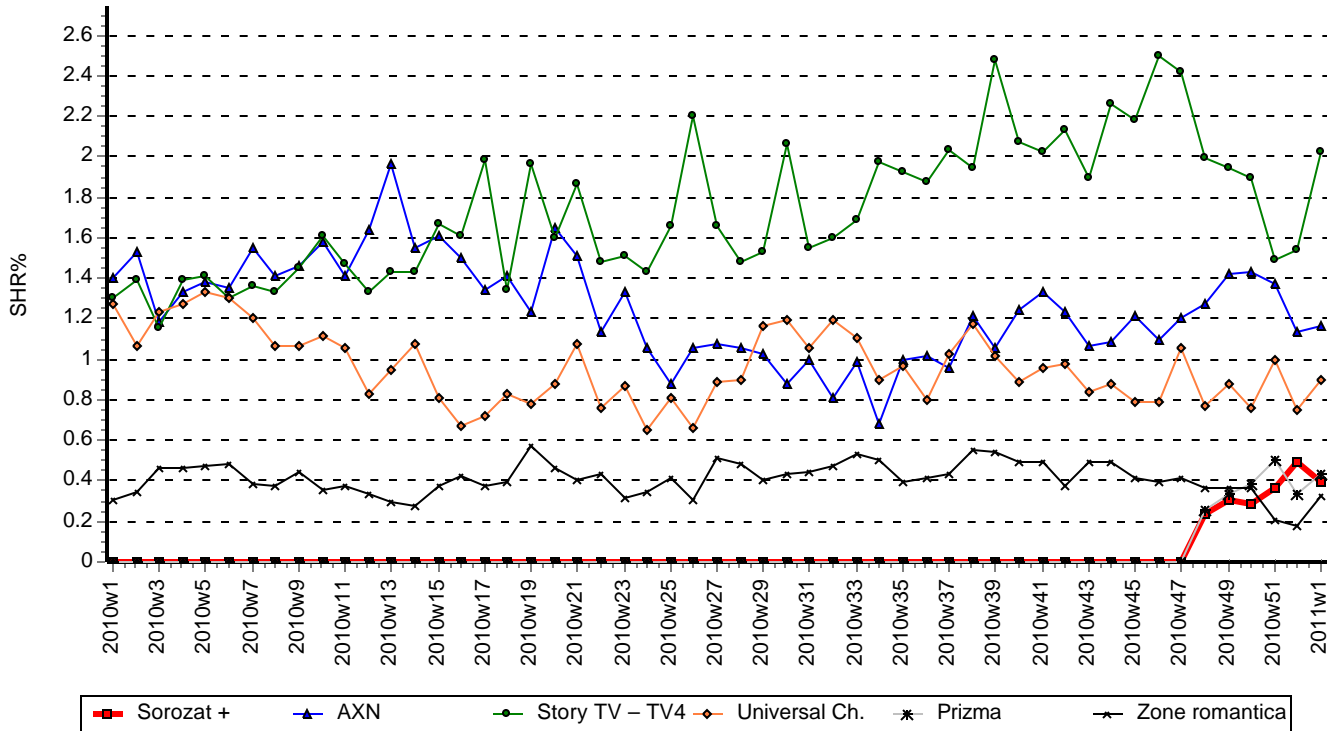
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Varatlan utazas	Story TV –	03-01-11	Mon	16:03	16:58	61,210	1.4	6.7	105
Jakupcsek ... mert erdekel	Story TV –	09-01-11	Sun	19:30	19:54	58,732	1.4	2.8	67
Zambo jimmy emlekkoncert	Story TV –	09-01-11	Sun	20:01	21:53	56,971	1.3	2.6	55
A farm ahol elunk	Story TV –	03-01-11	Mon	17:04	18:00	56,089	1.3	4.7	117
Nora roberts: holdfogyatkozás	Story TV –	09-01-11	Sun	16:00	17:42	41,589	1.0	3.1	110

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	8-49 Female	18-49 Males	18-49 hw	8-39 Female	18-49	8-49 Female	18-49 Males	18-49 hw	8-39 Female
Sorozat +	0.4	0.6	0.2	0.5	0.5	103	153	53	146	120
AXN	1.2	1.3	1.0	1.2	1.3	100	116	84	120	112
Story TV – TV4	2.0	2.5	1.4	2.3	2.6	67	90	45	91	86
Universal Ch.	0.9	1.0	0.7	1.1	0.9	77	96	58	108	80
Prizma	0.4	0.4	0.4	0.4	0.4	120	127	113	139	117
Zone romantica	0.3	0.4	0.2	0.4	0.3	59	77	41	77	62

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

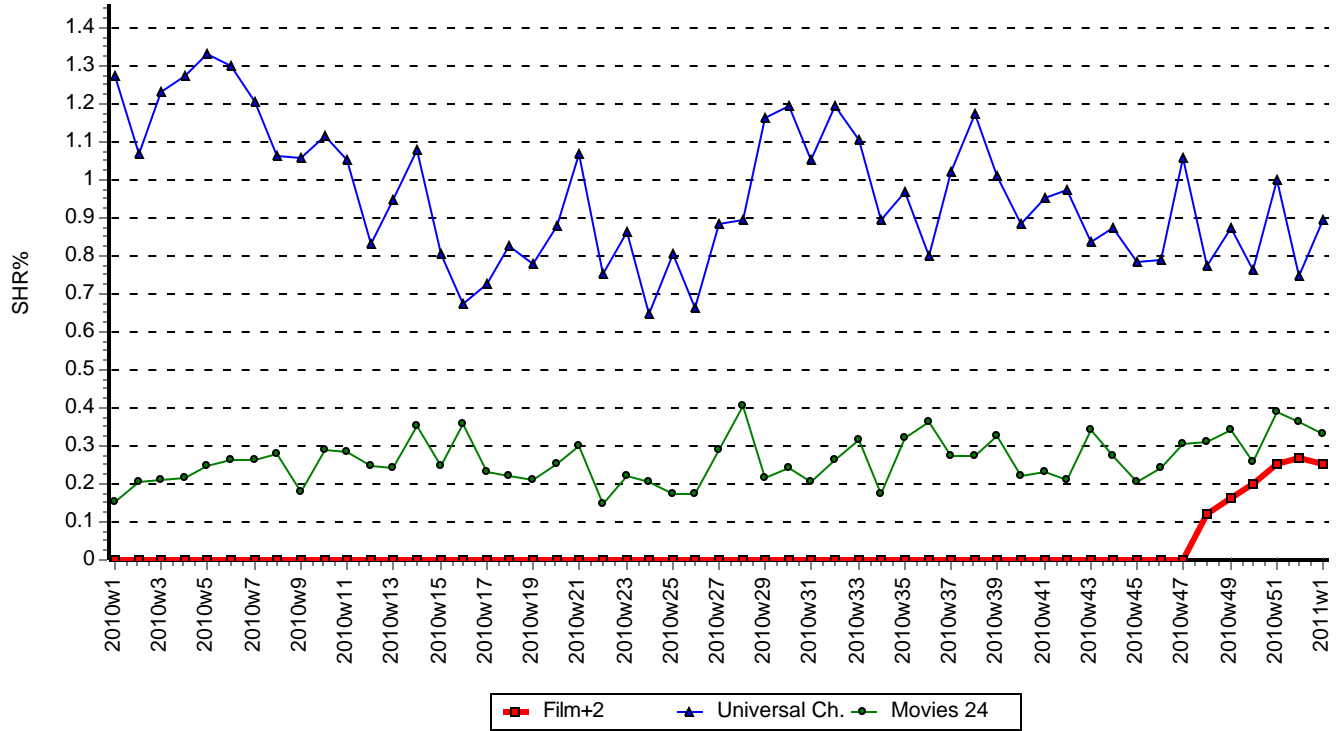
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Varatlan utazás	Story TV –	03-01-11	Mon	16:03	16:58	61,210	1.4	6.7	105
Csillagkapu: atlantisz	AXN	09-01-11	Sun	11:00	11:51	59,398	1.4	7.0	156
Jakupcsek ... mert erdekel	Story TV –	09-01-11	Sun	19:30	19:54	58,732	1.4	2.8	67
Zambo jimmy emlékkoncert	Story TV –	09-01-11	Sun	20:01	21:53	56,971	1.3	2.6	55
A farm ahol elunk	Story TV –	03-01-11	Mon	17:04	18:00	56,089	1.3	4.7	117

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	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Film+2	0.3	0.2	0.3	0.2	0.2	112	100	124	108	87
Universal Ch.	0.9	1.0	0.7	1.1	0.7	77	96	58	108	57
Movies 24	0.3	0.3	0.3	0.4	0.2	92	102	81	121	49

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



Film+2 Top 5

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

Film+2 Top 10

18-49

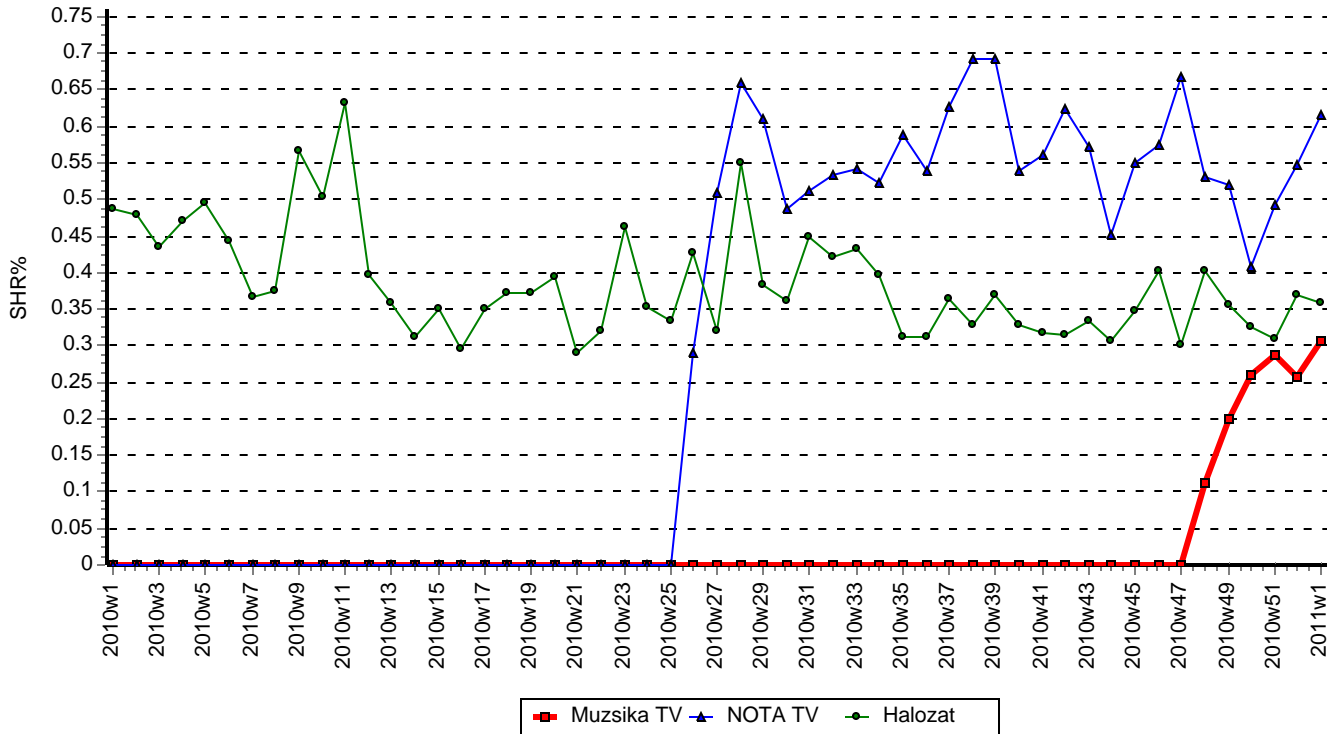
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	8-49 Female	18-49 Males	18-49 hw	18+	18-49	8-49 Female	18-49 Males	18-49 hw	18+
Muzika TV	0.3	0.4	0.2	0.4	0.4	62	79	44	91	110
NOTA TV	0.6	0.6	0.6	0.7	0.7	73	75	71	95	109
Halozat	0.4	0.4	0.4	0.4	0.5	66	71	61	93	114

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



Weekly TOP 5 - Muzika and its competitors

18-49

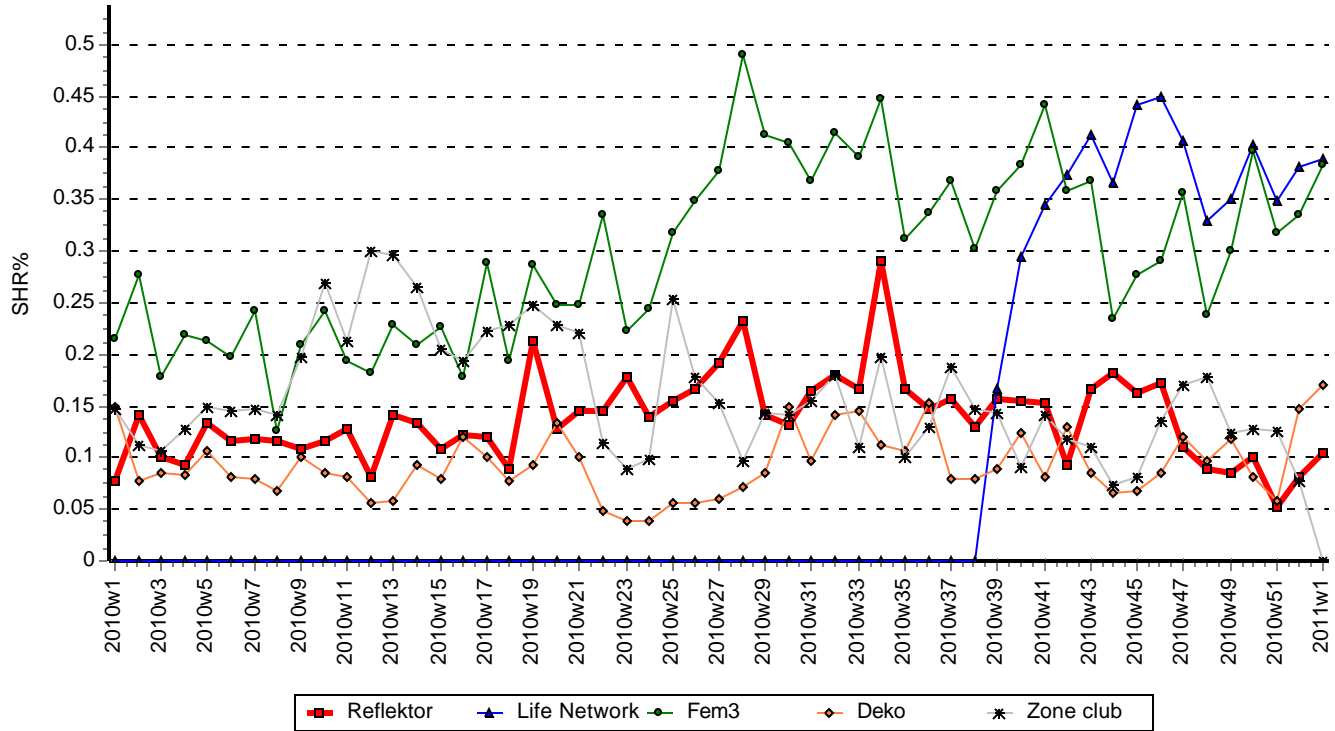
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A nindza ereje	Halozat	03-01-11	Mon	23:02	24:34	28,424	0.7	3.4	97
Az utolso menet	Halozat	03-01-11	Mon	21:01	22:23	19,944	0.5	1.1	74
Az amerikai igazsagoszto	Halozat	06-01-11	Thu	21:01	22:32	19,782	0.5	1.1	83
Hazibuli attilaval	Halozat	08-01-11	Sat	21:01	21:58	19,683	0.5	1.0	35
Viragzo magyarorszag	Halozat	04-01-11	Tue	20:03	20:23	15,465	0.4	0.8	156

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	8-49 Female	18-49 Males	18-49 hw	18-59 Female	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 Female
Reflektor	0.1	0.1	0.1	0.1	0.1	90	113	68	128	101
Life Network	0.4	0.5	0.3	0.5	0.5	102	141	63	141	143
Fem3	0.4	0.4	0.3	0.4	0.4	88	102	74	105	117
Deko	0.2	0.2	0.1	0.2	0.2	87	120	54	134	111
Zone club	0.0	0.0	0.0	0.0	0.0	0	0	0	0	0

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



Weekly TOP 5 - Reflektor and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ha ciki ha nem: beteg vagy!	Life Netwc	03-01-11	Mon	22:00	22:54	37,833	0.9	2.4	161
Ciki tini testek	Life Netwc	03-01-11	Mon	21:00	21:54	23,509	0.6	1.2	152
Az ember akin nem fog az ido	Life Netwc	07-01-11	Fri	21:00	21:52	23,320	0.6	1.1	157
Penzvonat	Fem3	08-01-11	Sat	22:23	24:19	21,502	0.5	1.5	169
Szexfelugyelok	Life Netwc	03-01-11	Mon	23:00	23:46	20,771	0.5	2.1	152

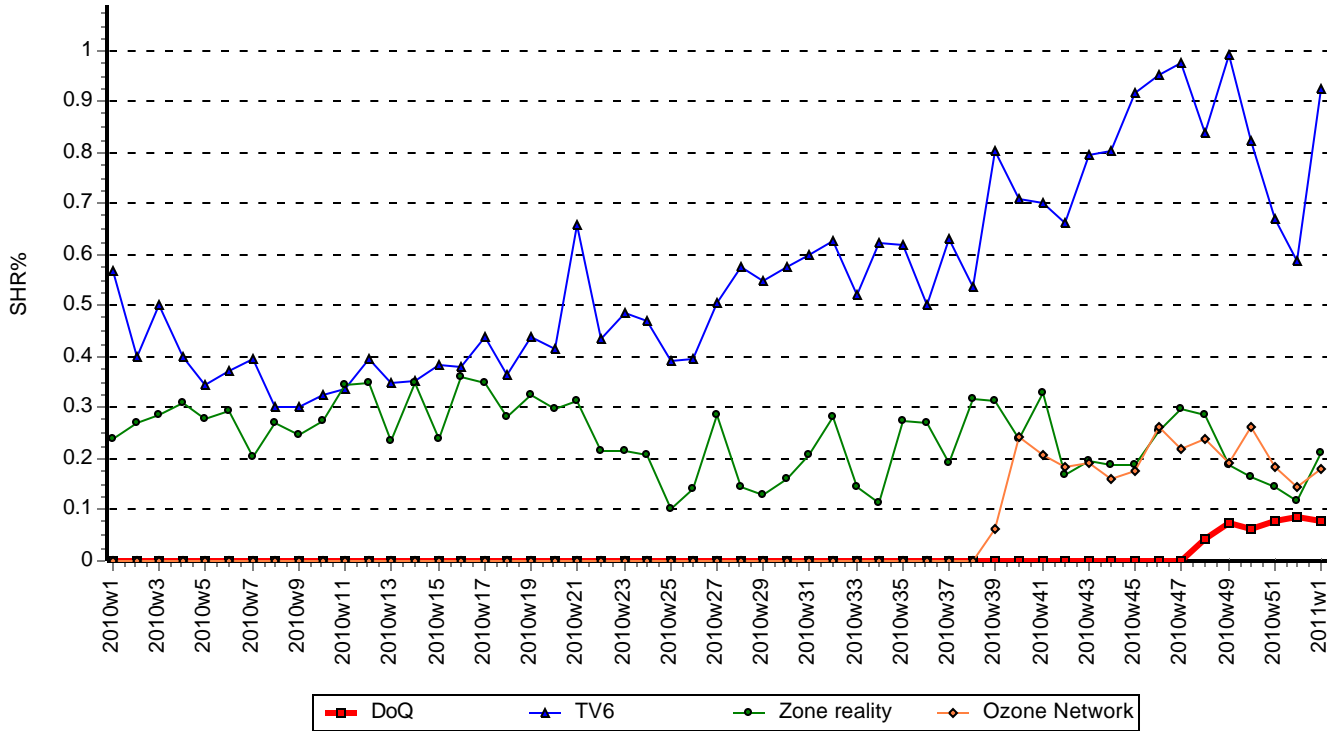
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	8-49 ABC pr	18-49	8-49 Female	18-49 Males	18-49 hw	8-49 ABC pr
DoQ	0.1	0.1	0.1	0.1	0.1	70	60	80	89	65
TV6	0.9	0.6	1.3	0.5	1.0	139	89	187	88	140
Zone reality	0.2	0.3	0.1	0.3	0.2	90	133	48	156	76
Ozone Networ	0.2	0.2	0.2	0.1	0.2	104	92	115	53	90

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



Weekly TOP 5 - DoQ and its competitors

18-49

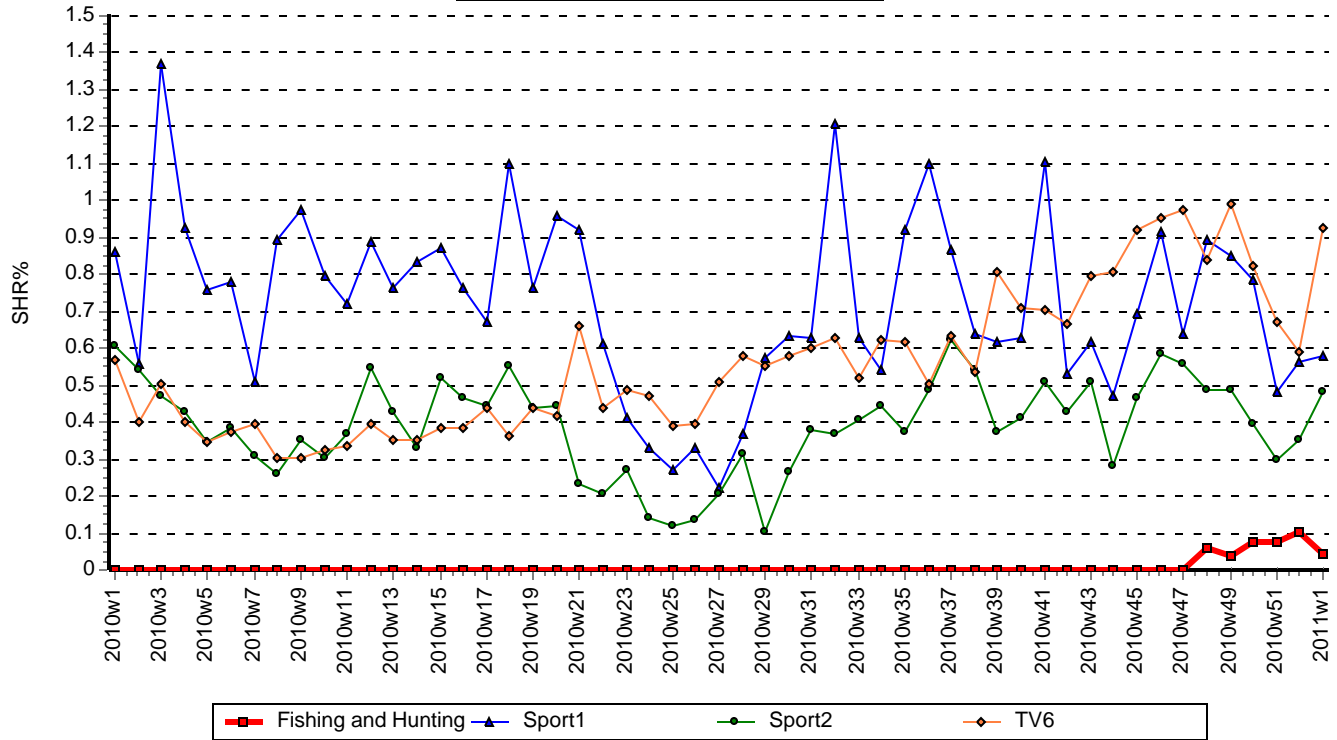
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Lehetetlen kuldetes	TV6	04-01-11	Tue	19:05	19:57	35,765	0.8	2.0	148
Futurama	TV6	09-01-11	Sun	17:33	18:00	34,598	0.8	2.2	217
Kaliforniaba jottem	TV6	09-01-11	Sun	18:03	18:30	34,340	0.8	2.1	200
A simpson család	TV6	04-01-11	Tue	16:33	17:00	25,865	0.6	2.9	127
Star trek - voyager	TV6	08-01-11	Sat	20:01	20:54	25,477	0.6	1.3	196

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	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp
Fishing and Hu	0.0	0.1	0.0	0.1	0.1	57	70	44	83	83
Sport1	0.6	0.3	0.9	0.4	0.8	92	53	130	74	115
Sport2	0.5	0.2	0.8	0.3	0.5	120	62	177	90	122
TV6	0.9	0.6	1.3	0.5	0.8	139	89	187	88	116

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



Weekly TOP 5 - F&H and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Lehetetlen kuldetes	TV6	04-01-11	Tue	19:05	19:57	35,765	0.8	2.0	148
Futurama	TV6	09-01-11	Sun	17:33	18:00	34,598	0.8	2.2	217
Kaliforniaba jottem	TV6	09-01-11	Sun	18:03	18:30	34,340	0.8	2.1	200
A simpson család	TV6	04-01-11	Tue	16:33	17:00	25,865	0.6	2.9	127
Star trek - voyager	TV6	08-01-11	Sat	20:01	20:54	25,477	0.6	1.3	196

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