



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 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
	Week 2	3.5	4.4	0.5	1.1	1.7	6.5	2.7

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 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
	Week 2	0.4	0.1	0.4	0.5	0.2	0.2

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 50	0.1	0.1
	Week 51	0.1	0.1
	Week 52	0.1	0.1
	Week 1	0.1	0.0
	Week 2	0.1	0.1

Cable channels' ratings on different target groups

Channel Target Daypart	Cool	Film+	Sport Klub	AXN	Discovery	Cartoon N.	Animax	
	18-49 02:00-25:59	18-49 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	4-14 06:00-20:59	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 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
	Week 2	0.6	0.8	0.1	0.2	0.3	1.2	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 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	0.0
	Week 52	0.1	0.0	0.1	0.1	0.1	0.0
	Week 1	0.1	0.0	0.1	0.1	0.0	0.0
	Week 2	0.1	0.0	0.1	0.1	0.0	0.0

Cable channels' ratings on different target groups

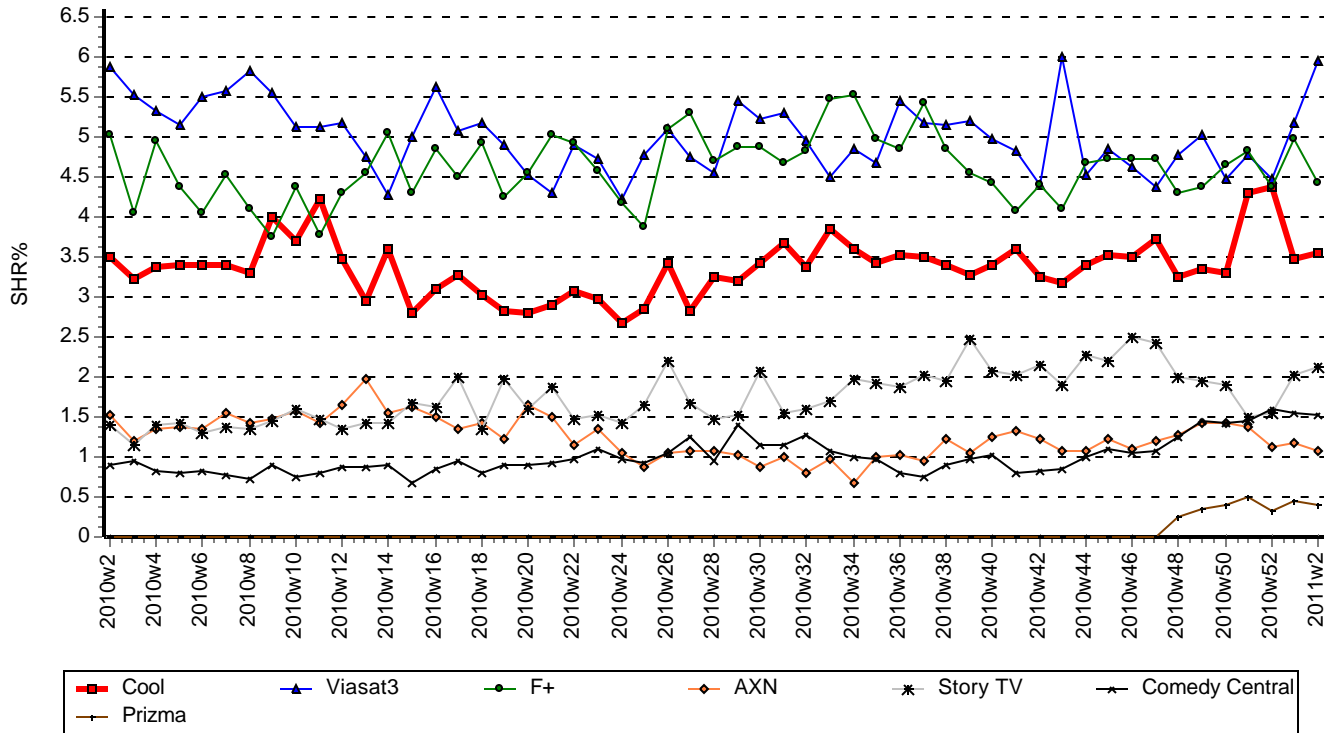
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
Present	Week 50	0.0	0.0
	Week 51	0.0	0.0
	Week 52	0.0	0.0
	Week 1	0.0	0.0
	Week 2	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	3.9	3.1	3.4	3.5	95	111	79	81	70
Viasat3	5.9	6.8	4.9	6.3	5.3	114	141	88	108	76
F+	4.4	3.4	5.6	3.3	3.0	114	93	135	76	57
AXN	1.1	1.1	1.0	1.0	0.8	91	101	82	73	53
Story TV	2.1	2.9	1.3	1.9	1.5	76	110	43	62	39
Comedy Centra	1.5	1.1	2.0	2.1	3.2	150	114	186	183	237
Prizma	0.4	0.4	0.4	0.5	0.3	121	119	123	126	71

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	13-01-11	Thu	21:29	22:20	193,220	4.6	11.0	105
Eletre-halalra	F+	14-01-11	Fri	21:10	23:30	153,858	3.6	9.4	118
Gyilkos elmek	Cool	16-01-11	Sun	20:20	21:13	150,523	3.6	6.4	118
New york-i helyszinelok	Viasat3	13-01-11	Thu	22:24	23:21	144,333	3.4	11.0	105
Vadkaland	Viasat3	15-01-11	Sat	19:20	20:56	144,148	3.4	7.6	126

Cool - weekly TOP 10

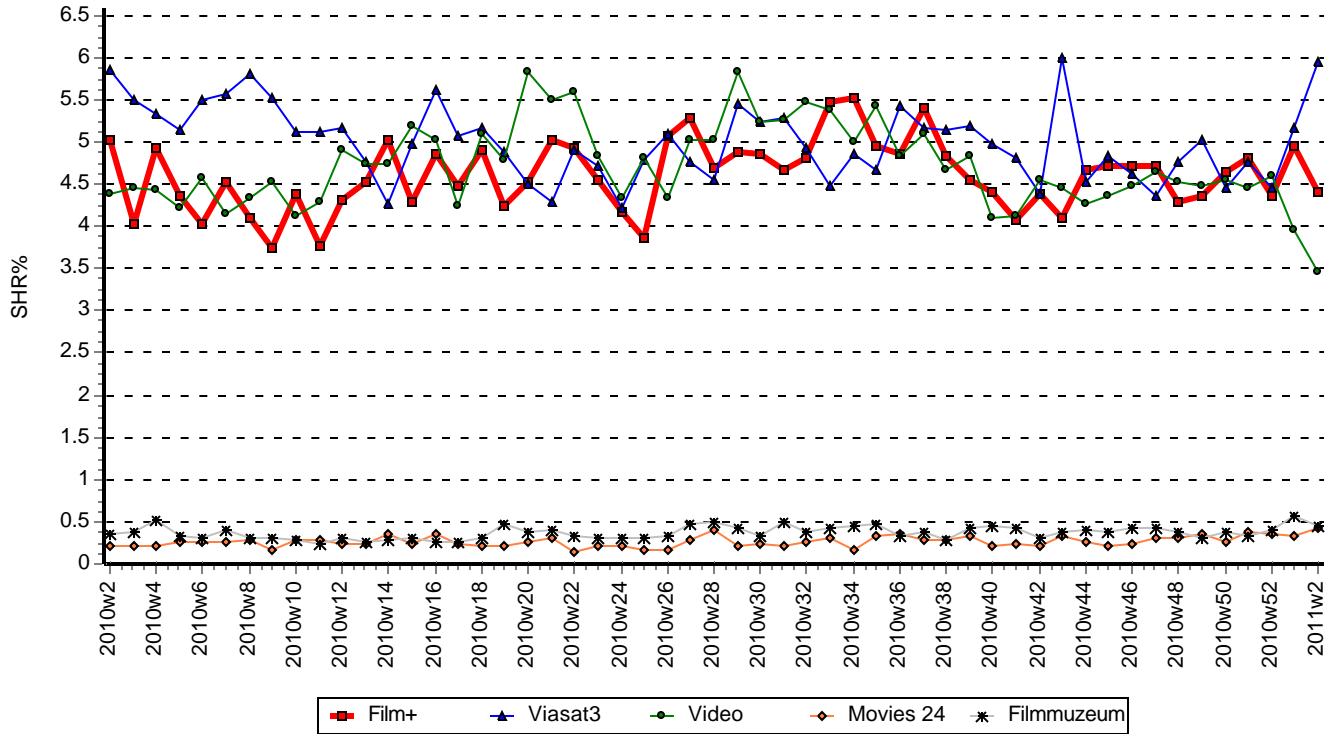
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	Cool	16-01-11	Sun	20:20	21:13	150,523	3.6	6.4	118
Dr. csont	Cool	11-01-11	Tue	21:20	22:10	137,826	3.3	7.4	121
New york-i helyszinelok	Cool	11-01-11	Tue	22:10	23:00	128,329	3.0	8.6	120
Miami helyszinelok	Cool	16-01-11	Sun	22:06	23:00	110,939	2.6	7.0	98
Csi	Cool	16-01-11	Sun	21:13	22:06	109,460	2.6	5.1	114
Showder klub	Cool	13-01-11	Thu	17:40	18:31	98,037	2.3	8.1	145
Belevalovilag	Cool	11-01-11	Tue	23:00	23:29	76,896	1.8	7.0	110
A mentalista	Cool	15-01-11	Sat	20:20	21:06	63,685	1.5	3.2	80
Nagy zur korzikan	Cool	14-01-11	Fri	21:19	22:55	56,305	1.3	3.3	122
Cool tube	Cool	16-01-11	Sun	23:35	23:57	51,101	1.2	6.3	154

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+	4.4	3.9	5.6	3.4	3.3	114	95	135	93	76
Viasat3	5.9	6.7	4.9	6.8	6.3	114	122	88	141	108
Video	3.5	3.9	3.3	3.6	4.5	115	123	101	129	134
Movies 24	0.4	0.4	0.3	0.6	0.4	96	86	55	138	78
Filmmuzeum	0.4	0.4	0.4	0.5	0.2	68	64	60	76	29

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	13-01-11	Thu	21:29	22:20	193,220	4.6	11.0	105
Eletre-halalra	F+	14-01-11	Fri	21:10	23:30	153,858	3.6	9.4	118
New york-i helyszinelok	Viasat3	13-01-11	Thu	22:24	23:21	144,333	3.4	11.0	105
Vadkaland	Viasat3	15-01-11	Sat	19:20	20:56	144,148	3.4	7.6	126
Anna	Viasat3	16-01-11	Sun	16:20	18:07	136,133	3.2	9.2	114

Film+ - weekly TOP 10
18-49

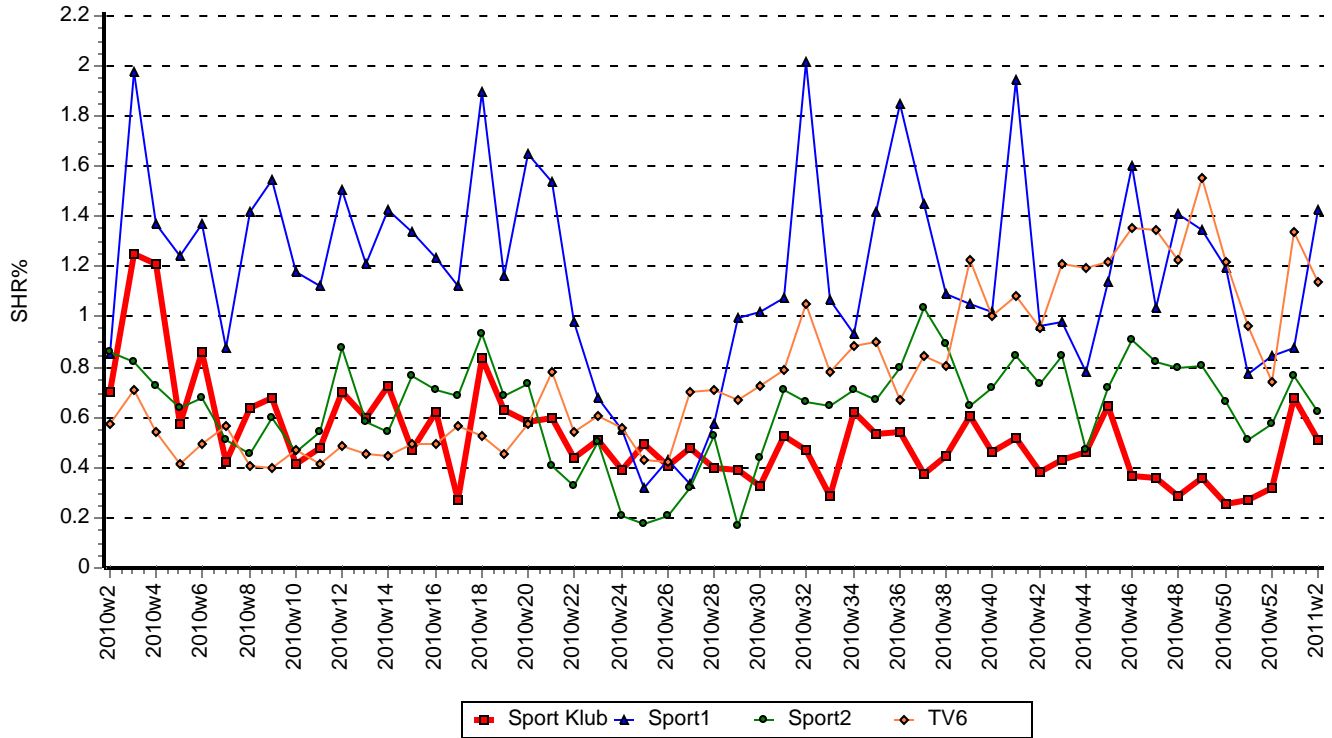
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Eletre-halalra	F+	14-01-11	Fri	21:10	23:30	153,858	3.6	9.4	118
Elve vagy halva	F+	16-01-11	Sun	20:59	22:28	109,659	2.6	5.3	119
Kejuzatas	F+	12-01-11	Wed	21:10	22:51	88,011	2.1	5.4	127
Halalos tanuvallomas	F+	10-01-11	Mon	21:09	22:49	86,567	2.0	4.9	106
Csapdaban vergodve	F+	14-01-11	Fri	23:35	25:16	77,665	1.8	10.7	125
Mi kell a nonek?	F+	15-01-11	Sat	19:15	21:32	75,454	1.8	3.9	139
Mint a tuz	F+	13-01-11	Thu	21:10	22:50	74,048	1.7	4.4	91
Katonak voltunk	F+	15-01-11	Sat	21:39	24:04	73,543	1.7	4.7	115
Keso bosszu	F+	15-01-11	Sat	17:19	19:08	73,194	1.7	5.3	121
Hurrikan smith	F+	10-01-11	Mon	19:35	21:04	72,466	1.7	3.8	100

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
Sport Klub	0.5	0.5	0.6	0.3	0.3	136	120	164	83	92
Sport1	1.4	1.6	1.8	1.2	0.9	132	125	172	114	93
Sport2	0.6	0.9	0.7	0.6	0.4	167	197	203	158	115
TV6	1.1	1.2	0.9	0.9	0.9	153	140	130	118	132

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



Weekly TOP 5 - SportKlub and its competitors

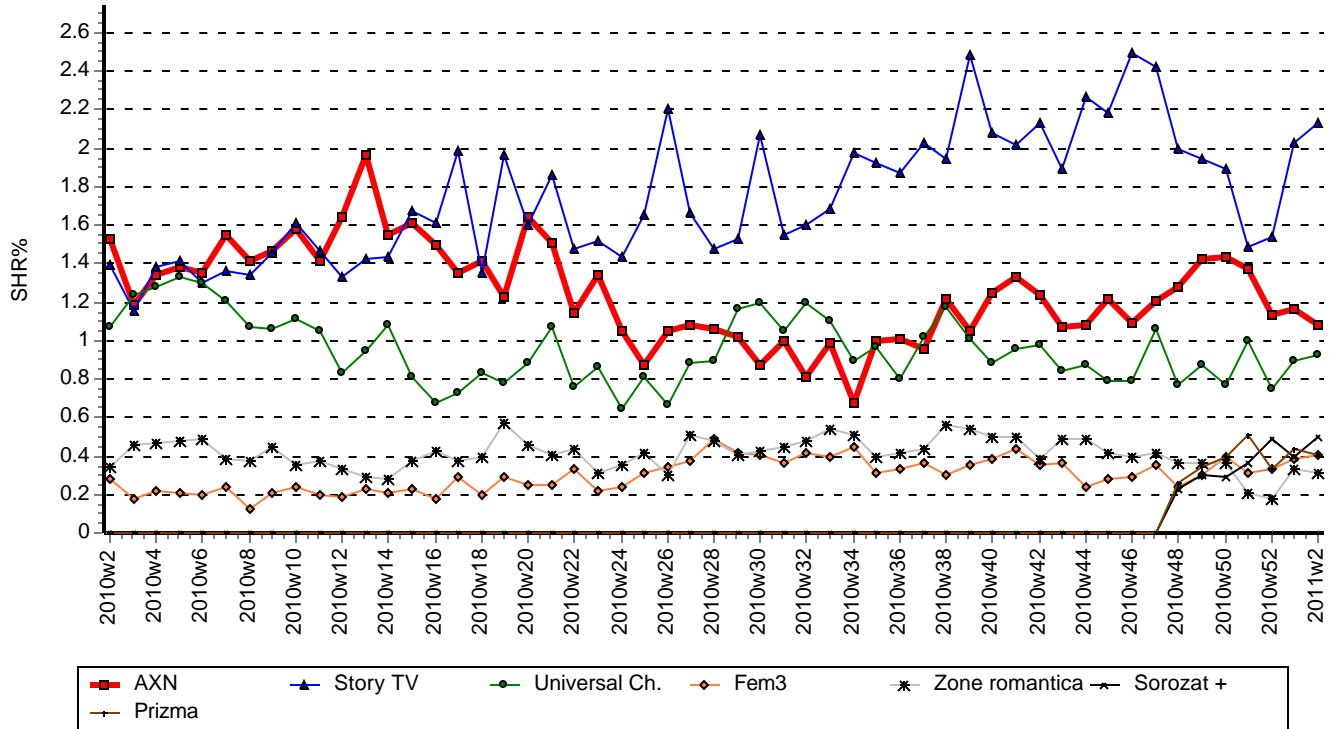
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Futurama	TV6	16-01-11	Sun	17:33	17:59	25,134	1.2	3.3	301
A simpson család	TV6	14-01-11	Fri	16:06	16:31	23,566	1.1	6.0	184
Texas királyai	TV6	16-01-11	Sun	17:02	17:29	22,448	1.1	3.1	370
Star trek - voyager	TV6	13-01-11	Thu	20:01	20:56	21,770	1.0	2.5	199
X-men: evolúció	TV6	14-01-11	Fri	15:14	15:37	19,169	0.9	6.0	269

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	1.1	1.3	1.1	1.0	1.0	91	107	101	82	73
Story TV	2.1	1.8	2.9	1.3	1.9	76	63	110	43	62
Universal Ch.	0.9	1.0	1.2	0.6	0.7	79	79	108	51	52
Fem3	0.4	0.4	0.5	0.3	0.4	75	78	103	48	68
Zone romantica:	0.3	0.2	0.4	0.2	0.2	54	35	74	35	37
Sorozat +	0.5	0.4	0.7	0.3	0.5	117	95	167	67	98
Prizma	0.4	0.4	0.4	0.4	0.5	121	119	119	123	126

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+)
Gyilkos elmek	AXN	16-01-11	Sun	21:00	21:50	71,442	1.7	3.2	128
A farm ahol elunk	Story TV -	14-01-11	Fri	16:59	17:55	51,566	1.2	4.6	111
New york-i helyszinelok	AXN	15-01-11	Sat	22:00	22:51	51,247	1.2	2.9	118
Kivert kutya	Story TV -	16-01-11	Sun	20:00	21:49	50,585	1.2	2.2	85
A szerelem neveben	Story TV -	14-01-11	Fri	14:59	15:53	46,502	1.1	6.5	60

AXN - weekly TOP 10

18-49

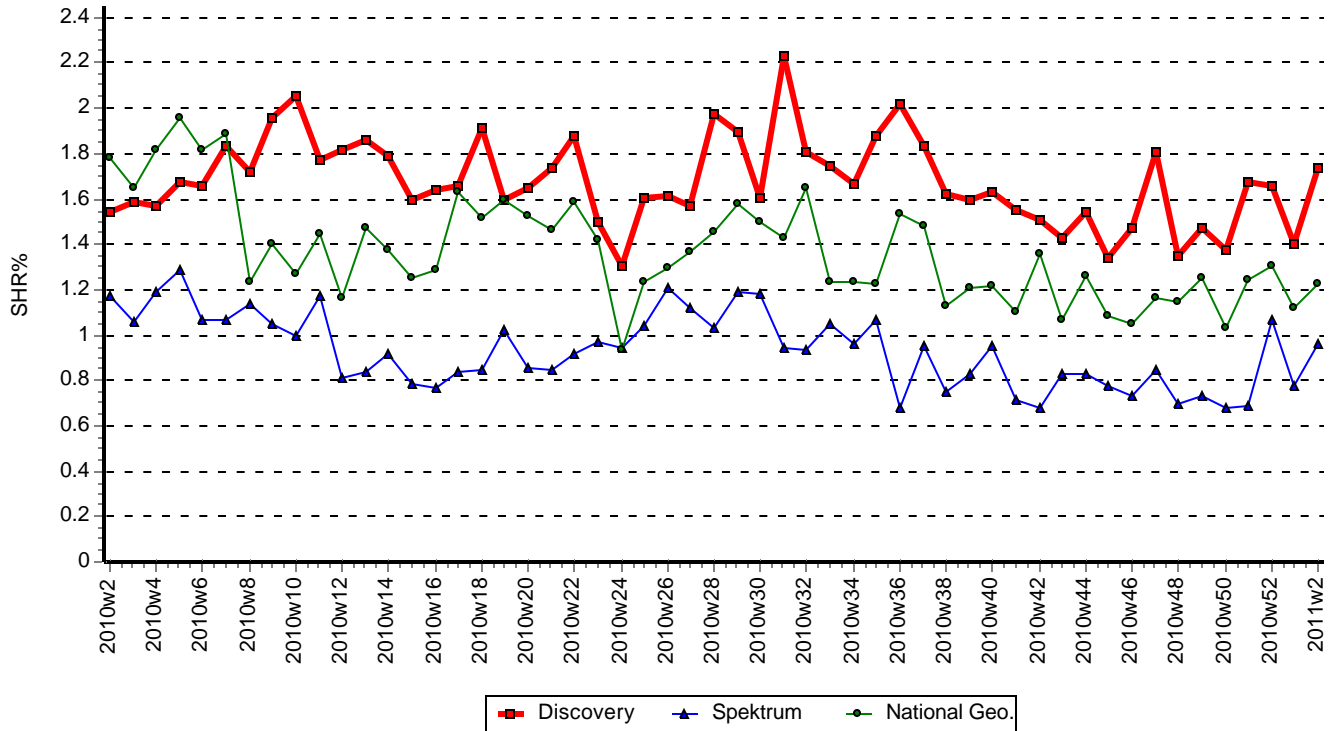
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	16-01-11	Sun	21:00	21:50	71,442	1.7	3.2	128
New york-i helyszinelok	AXN	15-01-11	Sat	22:00	22:51	51,247	1.2	2.9	118
Ncis - tengereszeti helyszinelok	AXN	14-01-11	Fri	21:00	21:57	40,542	1.0	2.1	94
Ki nevel a vege?	AXN	16-01-11	Sun	22:00	23:54	32,123	0.8	2.4	162
Ncis: los angeles	AXN	16-01-11	Sun	20:00	20:51	27,479	0.6	1.2	74
Szellemekekkel sutto	AXN	11-01-11	Tue	21:00	21:56	26,881	0.6	1.4	140
Hollywoodi orjarat	AXN	10-01-11	Mon	21:00	23:08	23,922	0.6	1.4	142
A kivalasztott - az amerikai latnok	AXN	11-01-11	Tue	13:00	13:51	23,320	0.6	4.5	156
Csillagkapu: atlantisz	AXN	15-01-11	Sat	10:00	10:51	20,771	0.5	3.4	116
True blood - inni es elni hagyni	AXN	15-01-11	Sat	23:00	24:01	20,574	0.5	1.6	133

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	3.4	2.6	0.9	1.5	141	237	214	81	125
Spektrum	1.0	0.9	1.1	0.6	0.9	112	91	128	81	103
National Geo.	1.2	1.6	1.6	0.7	1.3	105	120	141	73	116

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+)
Edesvizi szornyek	Discovery	11-01-11	Tue	21:30	22:24	36,894	1.4	3.3	173
Hogyan keszult?	Discovery	13-01-11	Thu	15:30	15:55	35,427	1.3	8.9	239
Vegzetes masodpercek	Discovery	14-01-11	Fri	09:59	10:23	31,107	1.1	14.2	272
Amcsi motorok	Discovery	11-01-11	Tue	17:00	17:08	30,741	1.1	6.1	206
Piszkos munkak	Discovery	14-01-11	Fri	09:01	09:54	28,958	1.1	12.7	315

Discovery Channel - weekly TOP 10

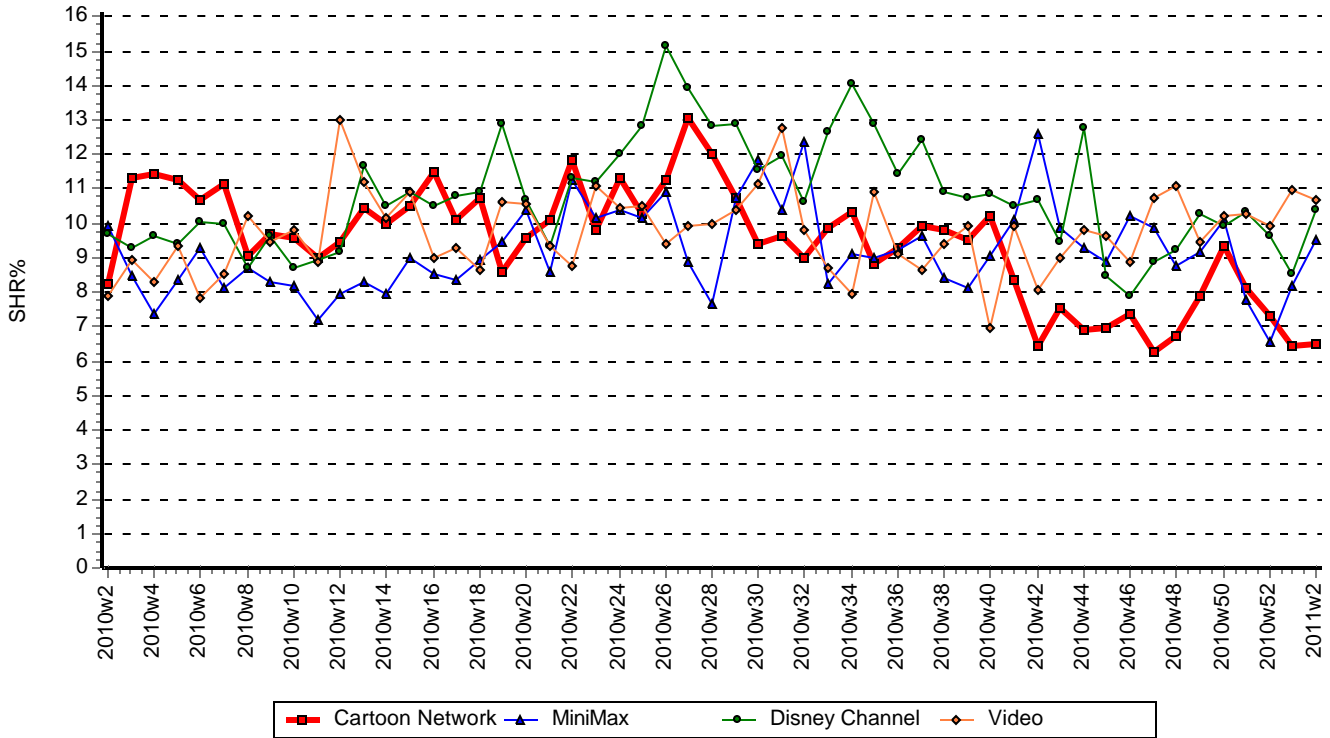
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Edesvizi szornyek	Discovery	11-01-11	Tue	21:30	22:24	36,894	1.4	3.3	173
Hogyan keszult?	Discovery	13-01-11	Thu	15:30	15:55	35,427	1.3	8.9	239
Vegzetes masodpercek	Discovery	14-01-11	Fri	09:59	10:23	31,107	1.1	14.2	272
Amcsi motorok	Discovery	11-01-11	Tue	17:00	17:08	30,741	1.1	6.1	206
Piszkos munkak	Discovery	14-01-11	Fri	09:01	09:54	28,958	1.1	12.7	315
A tuleles torvenyei	Discovery	14-01-11	Fri	12:01	12:56	27,616	1.0	9.7	225
Allitolag	Discovery	14-01-11	Fri	13:00	13:55	26,443	1.0	9.0	248
Csendes szornyetegek	Discovery	16-01-11	Sun	22:00	22:55	21,948	0.8	2.0	169
Tulelop-ar-baj	Discovery	16-01-11	Sun	21:00	21:54	21,688	0.8	1.5	180
Motorvaros	Discovery	16-01-11	Sun	11:00	11:52	20,974	0.8	4.5	212

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 (13-17)	4-14	F 4-14	M 4-14	8-14	w/children (13-17)
Cartoon Network	6.5	3.4	9.8	6.0	1.2	504	264	752	436	120
MiniMax	9.5	9.5	9.6	2.9	3.4	371	372	371	106	168
Disney Channel	10.4	12.8	7.9	11.9	2.4	400	495	303	432	119
Video	10.7	11.1	10.2	7.8	5.6	297	311	283	205	196

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+)
Varazslok a waverly helyrol: a m	Disney Ch:	15-01-11	Sat	12:31	14:02	66,936	6.6	26.2	516
Sonny a sztarelolt	Disney Ch:	15-01-11	Sat	12:01	12:23	65,376	6.4	25.4	565
Phineas es ferb	Disney Ch:	15-01-11	Sat	16:31	17:16	63,188	6.2	22.0	434
Johnny test	Cartoon N:	14-01-11	Fri	16:00	16:22	62,545	6.2	26.5	594
Mindorokke hannah montana	Disney Ch:	15-01-11	Sat	14:02	14:24	58,356	5.7	23.5	479

Cartoon - weekly TOP 10

4-14

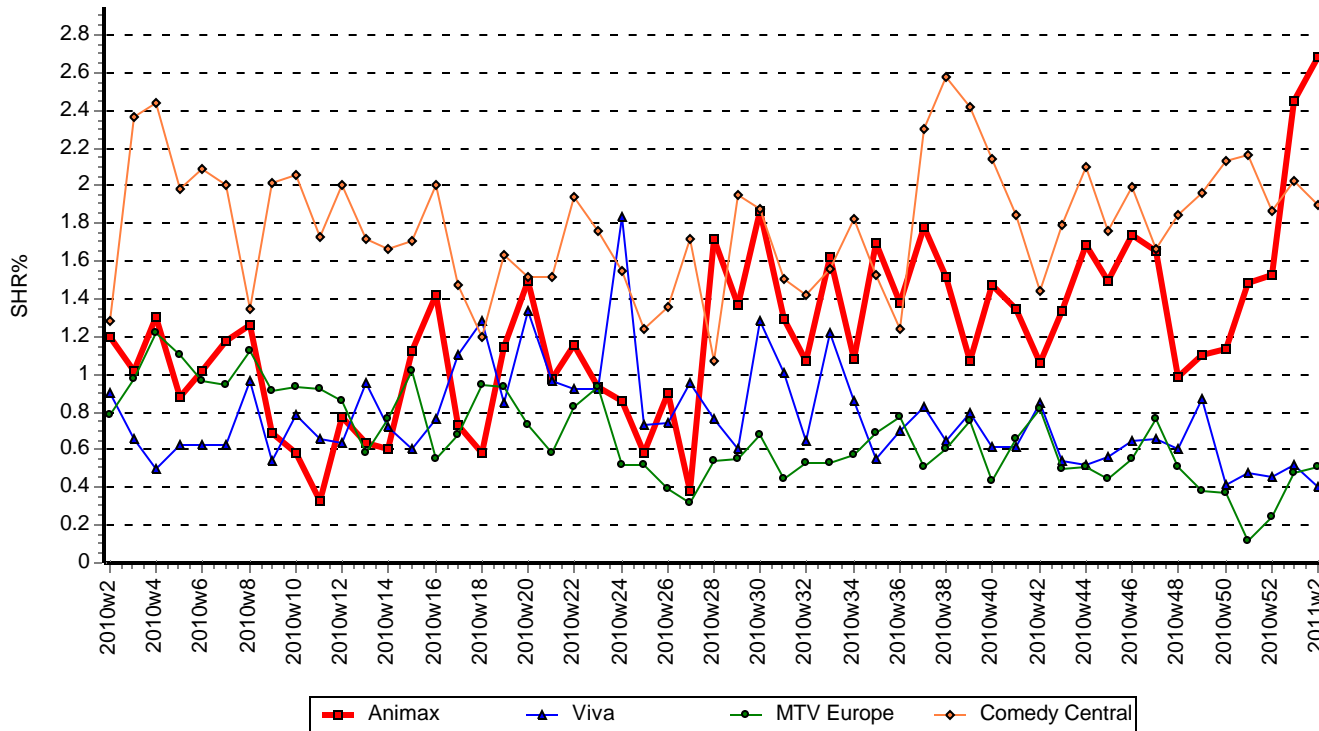
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Johnny test	Cartoon N:	14-01-11	Fri	16:00	16:22	62,545	6.2	26.5	594
Bakugan new vestroia	Cartoon N:	14-01-11	Fri	16:25	16:46	41,965	4.1	16.0	548
Casper az ijeszto iskolaban	Cartoon N:	16-01-11	Sun	18:13	19:37	41,183	4.0	8.9	496
Ben 10	Cartoon N:	14-01-11	Fri	15:35	15:56	40,111	4.0	22.7	621
Chowder	Cartoon N:	11-01-11	Tue	18:37	18:59	39,586	3.9	11.0	601
Scooby-doo karacsonya	Cartoon N:	16-01-11	Sun	12:15	12:36	37,860	3.7	15.9	621
Scooby-doo merre vagy?	Cartoon N:	16-01-11	Sun	17:42	18:03	35,554	3.5	8.6	497
Nyomi szerencsetlen utazasai	Cartoon N:	16-01-11	Sun	12:40	13:02	35,520	3.5	14.4	555
Shaolin leszamolasi	Cartoon N:	15-01-11	Sat	11:02	11:21	35,155	3.5	12.7	564
Angelo rulez	Cartoon N:	12-01-11	Wed	17:42	18:03	34,032	3.4	11.0	743

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	2.7	4.5	2.3	2.3	3.5	228	377	197	214	321
Viva	0.4	0.3	0.3	1.0	0.8	122	79	80	322	254
MTV Europe	0.5	0.5	0.6	0.6	0.2	226	237	248	267	96
Comedy Centr	1.9	2.7	2.2	1.4	0.7	188	264	221	149	72

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.	11-01-11	Tue	21:10	21:34	20,522	1.8	6.3	410
A simpson csalad	Comedy C.	11-01-11	Tue	20:46	21:10	20,480	1.8	5.7	386
South park	Comedy C.	11-01-11	Tue	22:00	22:27	19,292	1.7	7.2	492
Igy jartam anyatokkal	Comedy C.	10-01-11	Mon	21:35	21:59	18,853	1.6	6.2	375
A cleveland show	Comedy C.	11-01-11	Tue	21:35	21:59	13,078	1.1	4.6	338

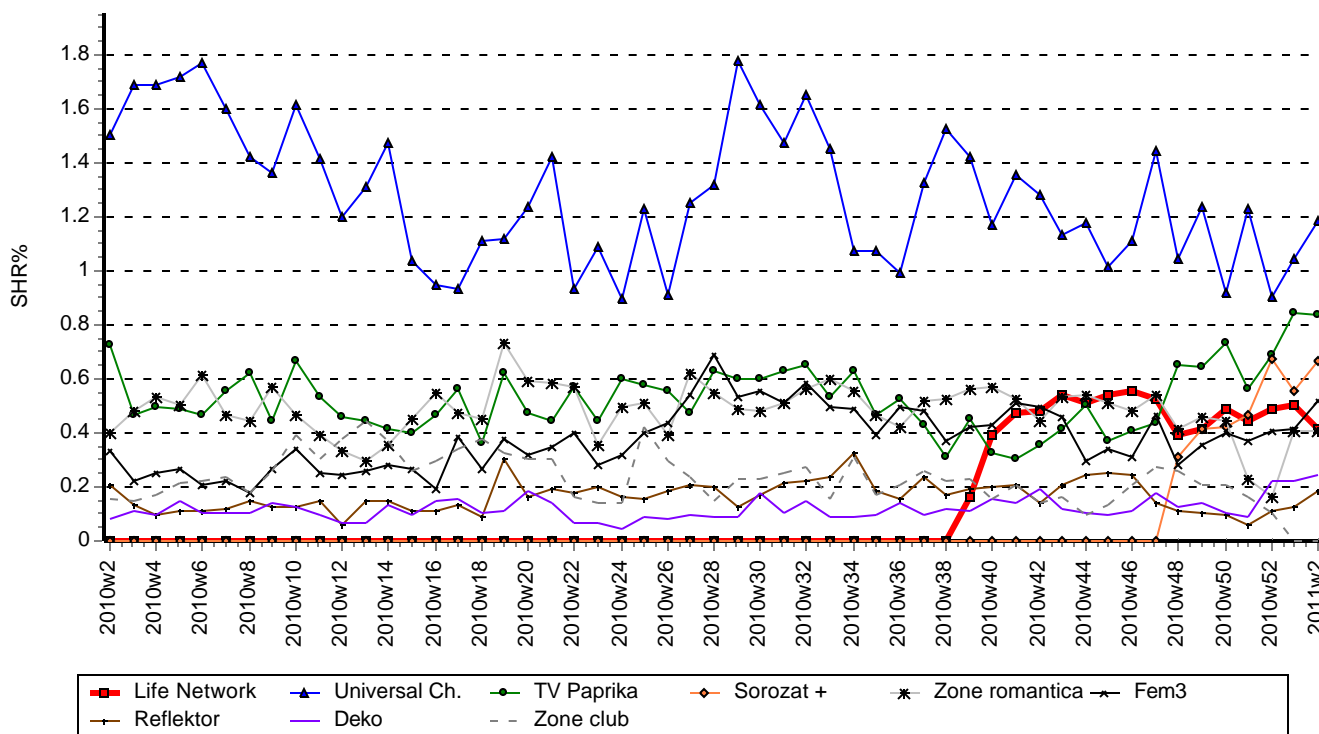
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.3	0.4	0.2	0.4	0.5	81	115	49	119	122
Universal Ch.	0.9	1.2	0.6	1.2	0.9	79	108	51	122	79
TV Paprika	0.7	0.8	0.6	0.8	0.9	117	147	87	162	142
Sorozat +	0.5	0.7	0.3	0.6	0.6	117	167	67	159	137
Zone romantica:	0.3	0.4	0.2	0.3	0.3	54	74	35	54	59
Fem3	0.4	0.5	0.3	0.5	0.5	75	103	48	106	88
Reflektor	0.2	0.2	0.1	0.2	0.2	130	172	89	209	172
Deko	0.2	0.2	0.1	0.2	0.3	140	189	92	198	214
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+)
Hal a tortan	Fem3	14-01-11	Fri	17:35	18:27	15,376	0.7	2.2	209
Eskuvoi tortacsodak	Fem3	15-01-11	Sat	14:53	15:45	13,773	0.7	2.9	208
Vigyazz kesz eskuvo!	Fem3	16-01-11	Sun	16:23	17:24	13,203	0.6	1.8	218
Aktiv	Fem3	16-01-11	Sun	17:30	17:55	12,745	0.6	1.6	147
Halalbiztos diagnozis	Life Netwc	14-01-11	Fri	14:00	14:51	10,371	0.5	3.1	327

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Halalbiztos diagnozis	Life Netwc	14-01-11	Fri	14:00	14:51	10,371	0.5	3.1	327
Life magazin - lffe	Life Netwc	16-01-11	Sun	18:00	18:25	10,141	0.5	1.2	273
Mrs. klinika	Life Netwc	14-01-11	Fri	15:00	15:51	8,058	0.4	2.0	296
Az elefantember	Life Netwc	16-01-11	Sun	21:00	21:51	7,967	0.4	0.7	222
Angyali erintes	Life Netwc	12-01-11	Wed	10:00	10:53	7,013	0.3	3.6	315
Ha ciki ha nem: beteg vagy!	Life Netwc	10-01-11	Mon	24:29	25:22	6,641	0.3	3.2	283
Csodabogarak	Life Netwc	10-01-11	Mon	12:00	12:53	6,552	0.3	2.0	211
Igy neveld a tinedzseredet	Life Netwc	10-01-11	Mon	11:30	11:55	6,530	0.3	2.2	262
2030 változtatnál? meg van idod!	Life Netwc	11-01-11	Tue	15:59	16:48	5,965	0.3	1.4	212
Zsirmentes jegysek	Life Netwc	13-01-11	Thu	19:00	19:22	5,869	0.3	0.7	179

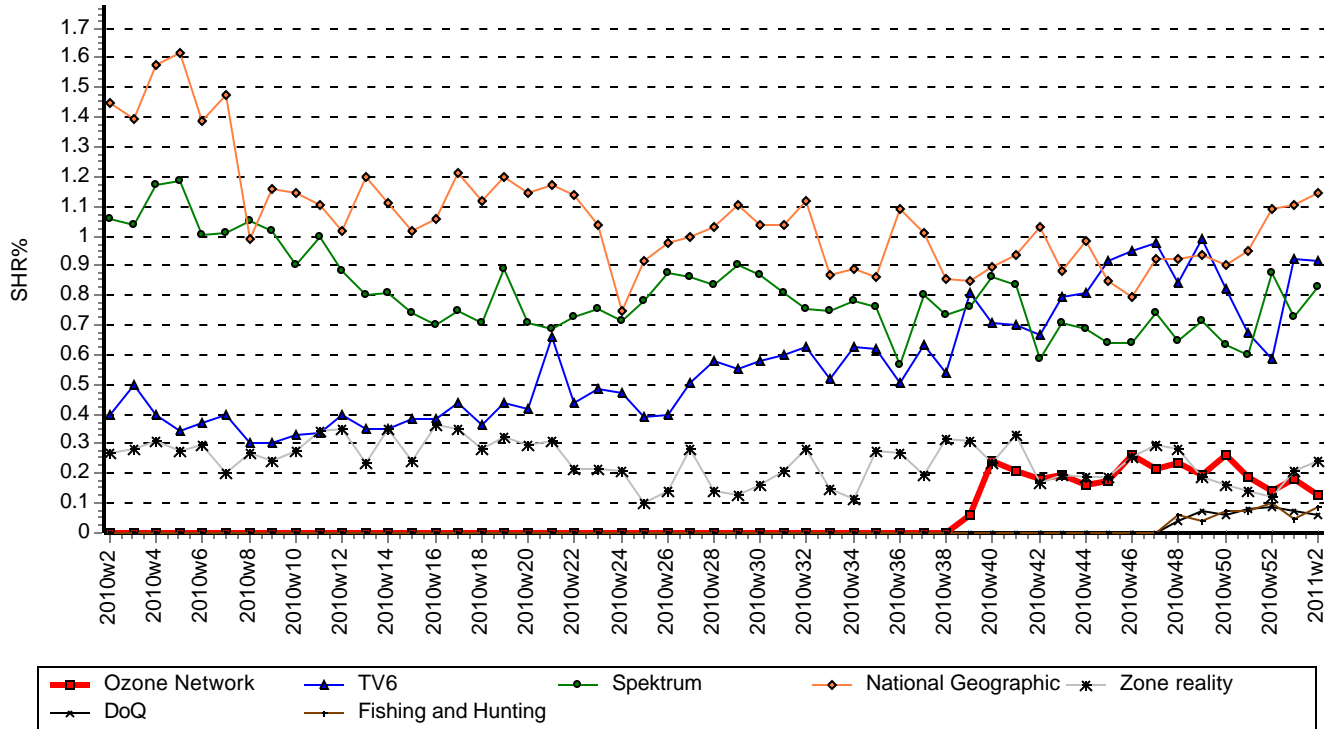
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.1	0.1	0.2	0.1	0.1	102	75	128	85	78	
TV6	0.9	0.7	1.1	0.7	1.2	132	110	153	116	140	
Spektrum	0.8	0.6	1.1	0.8	0.9	105	81	128	116	91	
National Geogr	1.1	0.7	1.6	0.9	1.6	107	73	141	102	120	
Zone reality	0.2	0.3	0.1	0.3	0.1	96	147	46	155	42	
DoQ	0.1	0.0	0.1	0.0	0.1	64	50	78	58	70	
Fishing and Hu	0.1	0.1	0.1	0.1	0.1	91	84	97	99	121	

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+)
Star trek - voyager	TV6	13-01-11	Thu	20:01	20:56	39,278	0.9	2.1	181
Lehetetlen kuldetes	TV6	10-01-11	Mon	19:04	19:57	38,648	0.9	2.2	130
A simpson család	TV6	14-01-11	Fri	16:06	16:31	32,457	0.8	4.0	128
Texas királyai	TV6	15-01-11	Sat	17:04	17:30	27,542	0.7	2.4	200
Futurama	TV6	16-01-11	Sun	17:33	17:59	25,552	0.6	1.6	154

Ozone Network - weekly TOP 10

18-49

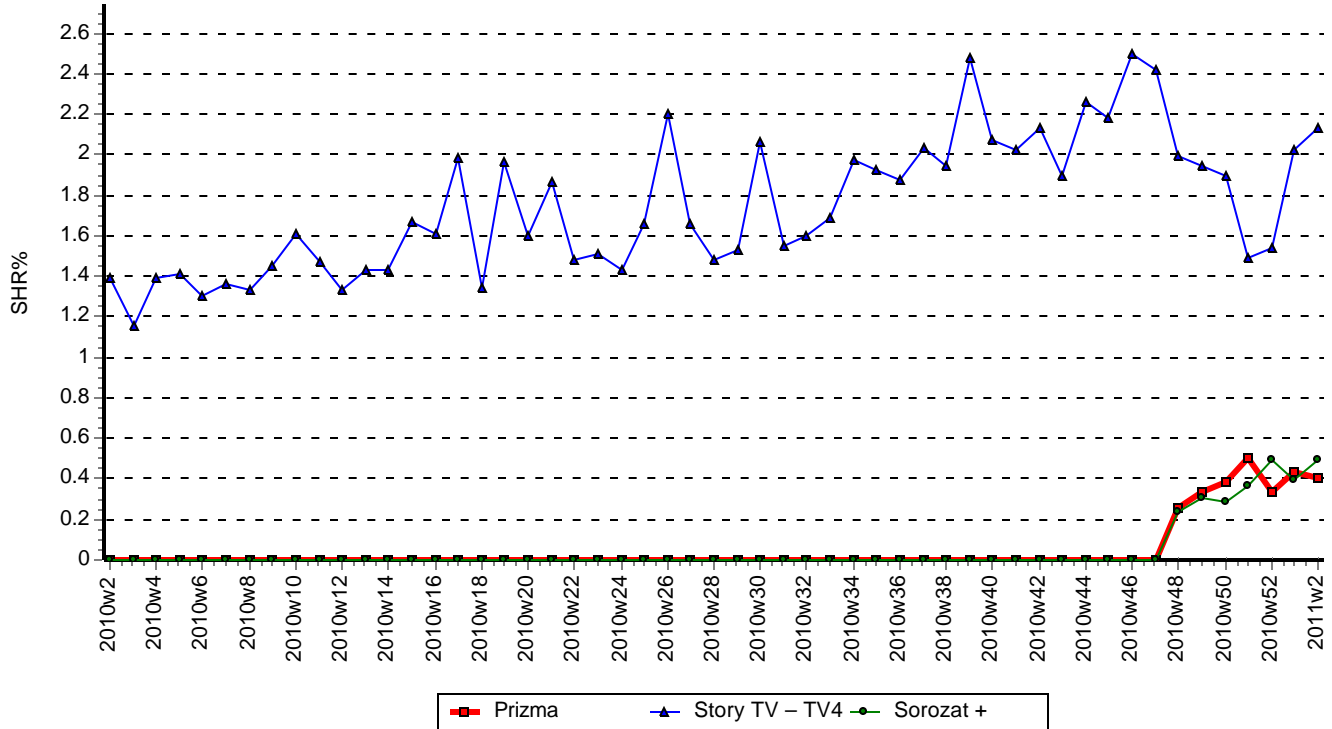
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Világvege kronikak	Ozone Ne	15-01-11	Sat	24:06	24:57	10,720	0.3	1.3	212
A fold - ahogy meg sosem lattad	Ozone Ne	11-01-11	Tue	19:05	19:57	10,690	0.3	0.6	197
Holnap is megtörténhet	Ozone Ne	14-01-11	Fri	16:35	16:57	8,165	0.2	0.9	217
Bolygóhódítók	Ozone Ne	15-01-11	Sat	10:05	10:56	6,501	0.2	1.1	186
Ketarcu uj-zelan	Ozone Ne	15-01-11	Sat	17:04	17:57	5,598	0.1	0.5	171
Ozonviz	Ozone Ne	16-01-11	Sun	14:05	14:58	5,366	0.1	0.5	135
A szomszed haza mindig zoldebl	Ozone Ne	13-01-11	Thu	14:35	14:57	4,737	0.1	0.7	209
Klimautopiak	Ozone Ne	15-01-11	Sat	11:05	12:57	4,726	0.1	0.8	125
Veszforгатokonyv	Ozone Ne	11-01-11	Tue	18:05	18:56	4,503	0.1	0.3	100
Honnant tudja a macska hogy folc	Ozone Ne	16-01-11	Sun	17:05	17:57	3,918	0.1	0.3	88

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	0.3	0.5	121	119	123	121	126
Story TV – TV4	2.1	2.9	1.3	2.5	1.9	76	110	43	109	62
Sorozat +	0.5	0.7	0.3	0.6	0.5	117	167	67	159	98

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



Weekly TOP 5 - Prizma and its competitors

18-49

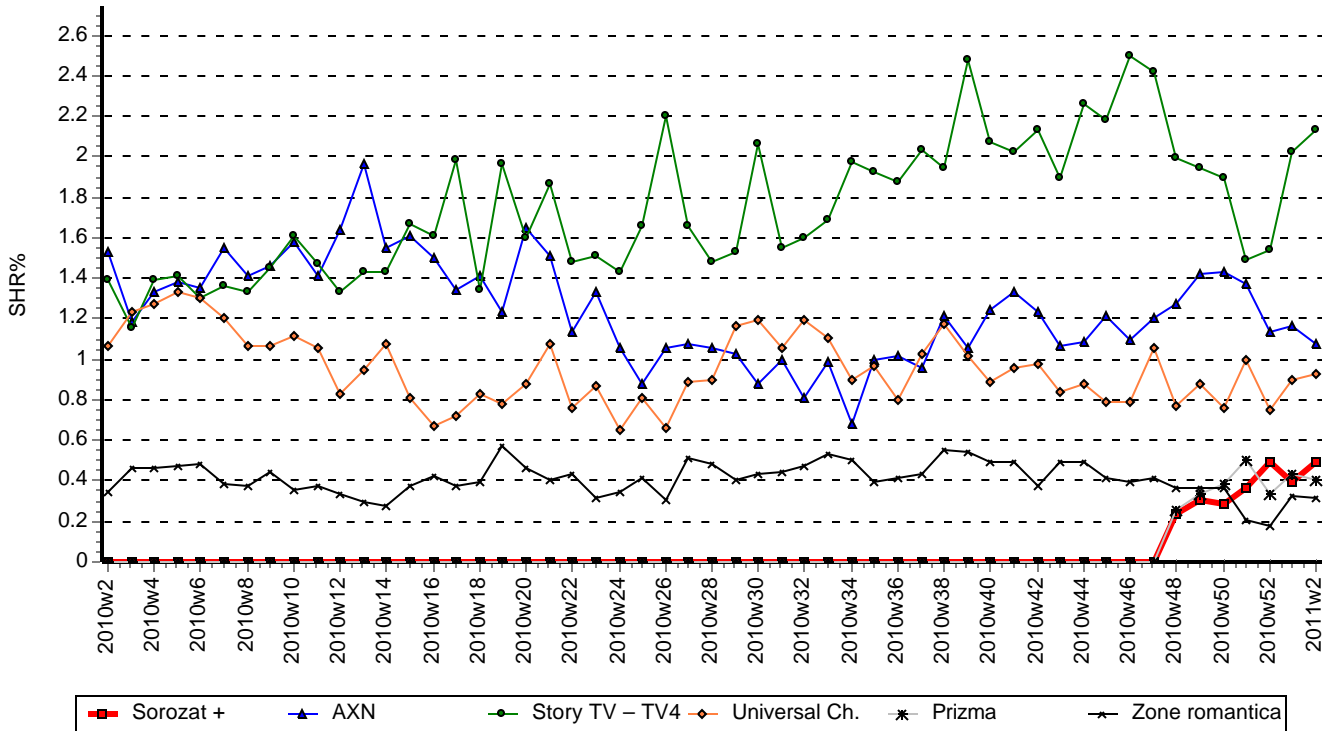
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A farm ahol elunk	Story TV –	14-01-11	Fri	16:59	17:55	51,566	1.2	4.6	111
Kivert kutya	Story TV –	16-01-11	Sun	20:00	21:49	50,585	1.2	2.2	85
A szerelem nevében	Story TV –	14-01-11	Fri	14:59	15:53	46,502	1.1	6.5	60
Dallas	Story TV –	16-01-11	Sun	09:29	10:24	43,680	1.0	6.2	117
Sherlock holmes kalandjai	Story TV –	14-01-11	Fri	18:59	19:56	41,732	1.0	2.5	61

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 +	0.5	0.7	0.3	0.6	0.6	117	167	67	159	137
AXN	1.1	1.1	1.0	1.0	1.0	91	101	82	104	84
Story TV – TV4	2.1	2.9	1.3	2.5	2.7	76	110	43	109	96
Universal Ch.	0.9	1.2	0.6	1.2	0.9	79	108	51	122	79
Prizma	0.4	0.4	0.4	0.3	0.5	121	119	123	121	136
Zone romantica	0.3	0.4	0.2	0.3	0.3	54	74	35	54	59

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

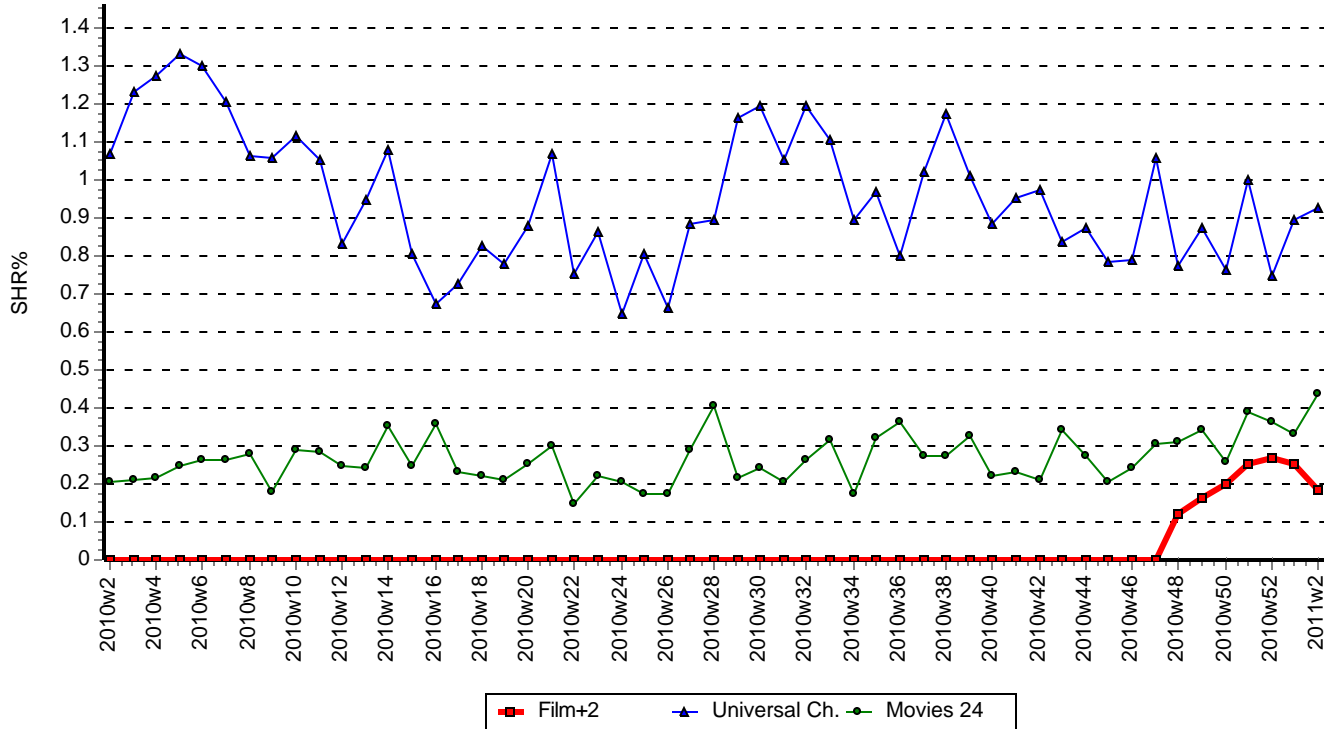
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	16-01-11	Sun	21:00	21:50	71,442	1.7	3.2	128
A farm ahol elunk	Story TV –	14-01-11	Fri	16:59	17:55	51,566	1.2	4.6	111
New york-i helyszinelok	AXN	15-01-11	Sat	22:00	22:51	51,247	1.2	2.9	118
Kivert kutya	Story TV –	16-01-11	Sun	20:00	21:49	50,585	1.2	2.2	85
A szerelem neveben	Story TV –	14-01-11	Fri	14:59	15:53	46,502	1.1	6.5	60

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	0.2	0.2	0.2	0.2	0.2	108	106	110	113	108
Universal Ch.	0.9	1.2	0.6	1.2	0.7	79	108	51	122	52
Movies 24	0.4	0.6	0.3	0.6	0.4	96	138	55	160	78

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

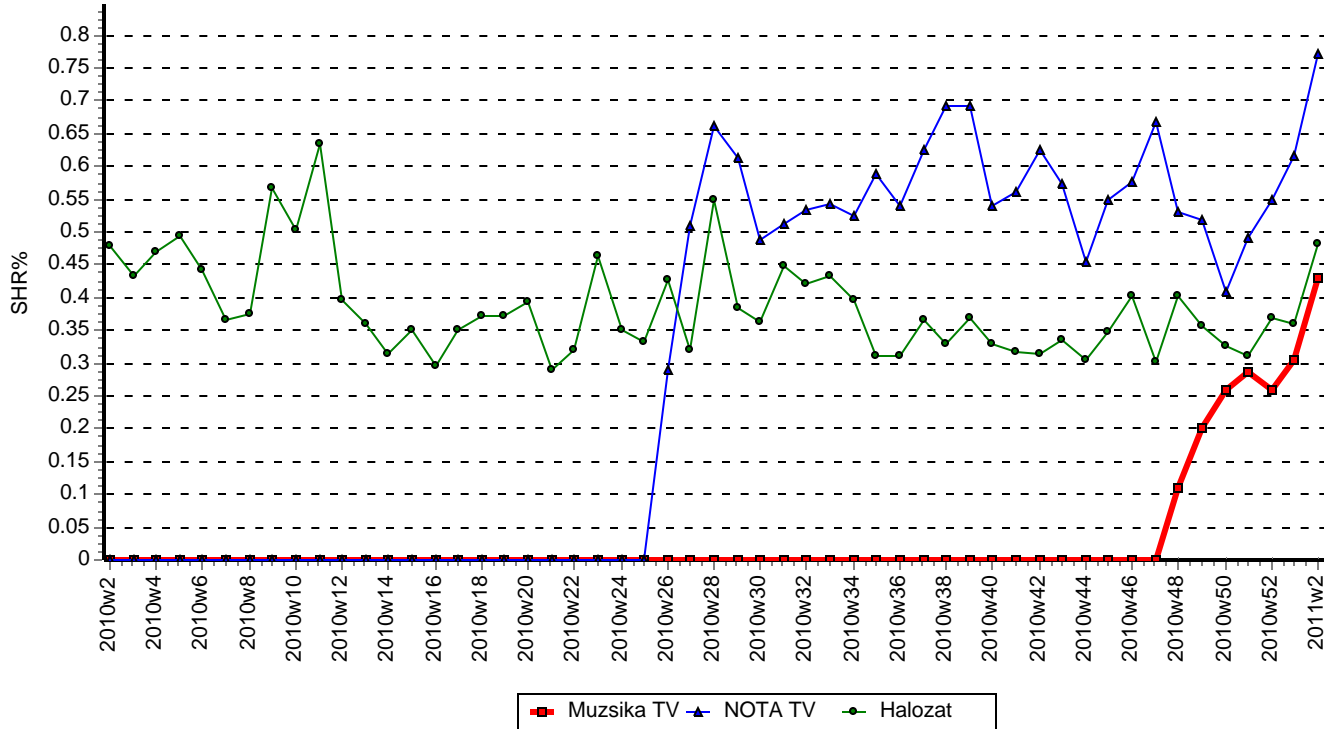
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	0.4	0.4	0.4	0.4	0.5	78	81	76	83	112	
NOTA TV	0.8	0.7	0.9	0.9	0.8	79	73	85	110	107	
Halozat	0.5	0.4	0.5	0.5	0.6	78	77	78	96	115	

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



Weekly TOP 5 - Muzika and its competitors

18-49

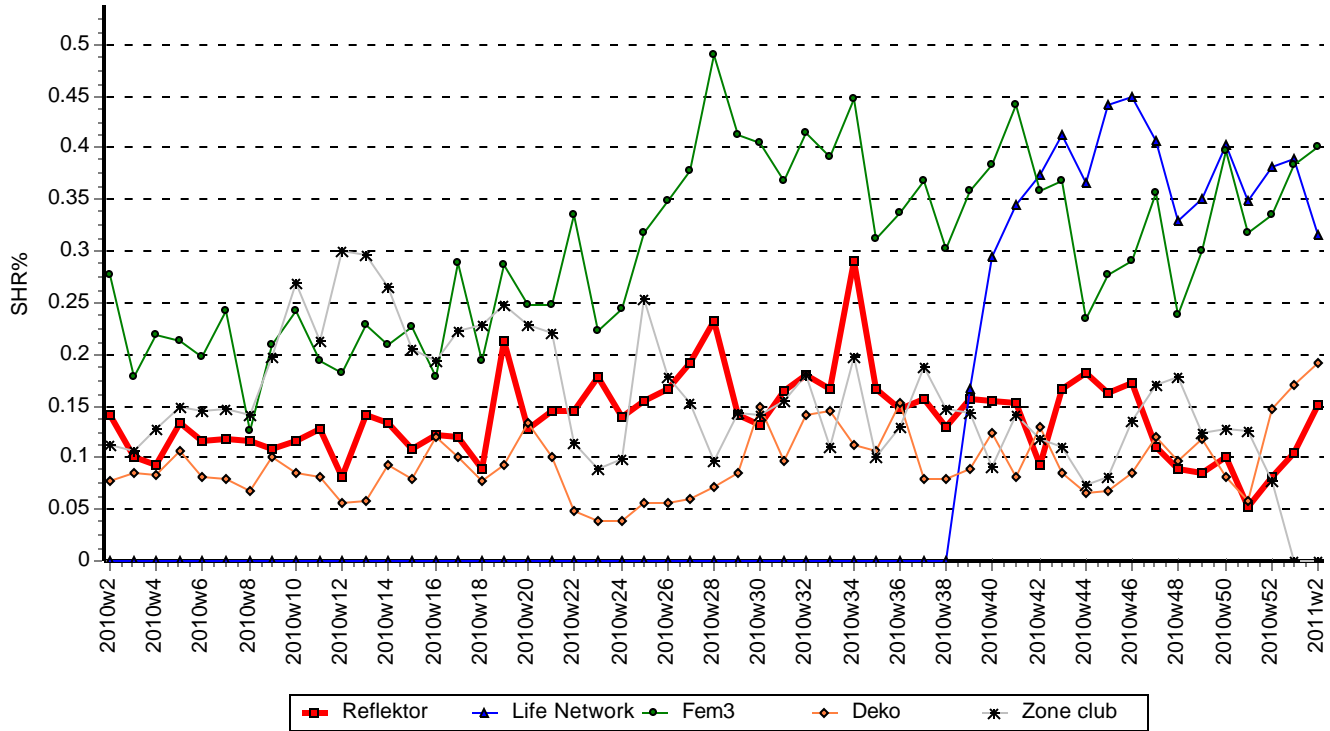
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hazibuli attilaval	Halozat	15-01-11	Sat	21:01	21:58	31,905	0.8	1.6	86
A csendes kopo	Halozat	16-01-11	Sun	21:03	22:39	25,784	0.6	1.3	76
A vadon szava	Halozat	13-01-11	Thu	18:30	19:58	24,938	0.6	1.5	119
Tabu tv	Halozat	15-01-11	Sat	22:29	22:54	22,548	0.5	1.4	81
Sztarok a konyhaban	Halozat	15-01-11	Sat	22:03	22:25	21,723	0.5	1.2	88

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	0.2	0.2	0.1	0.2	0.1	130	172	89	209	144
Life Network	0.3	0.4	0.2	0.4	0.5	81	115	49	119	153
Fem3	0.4	0.5	0.3	0.5	0.6	75	103	48	106	129
Deko	0.2	0.2	0.1	0.2	0.2	140	189	92	198	159
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+)
Aktiv	Fem3	16-01-11	Sun	17:30	17:55	20,530	0.5	1.3	117
Hal a tortan	Fem3	14-01-11	Fri	17:35	18:27	19,238	0.5	1.5	130
Gyorsabb a halalnál	Fem3	15-01-11	Sat	22:01	23:56	17,687	0.4	1.2	82
Vigyazz kesz eskuvo!	Fem3	16-01-11	Sun	16:23	17:24	17,211	0.4	1.2	141
Eskuvoi tortacsodak	Fem3	15-01-11	Sat	14:53	15:45	16,402	0.4	1.8	123

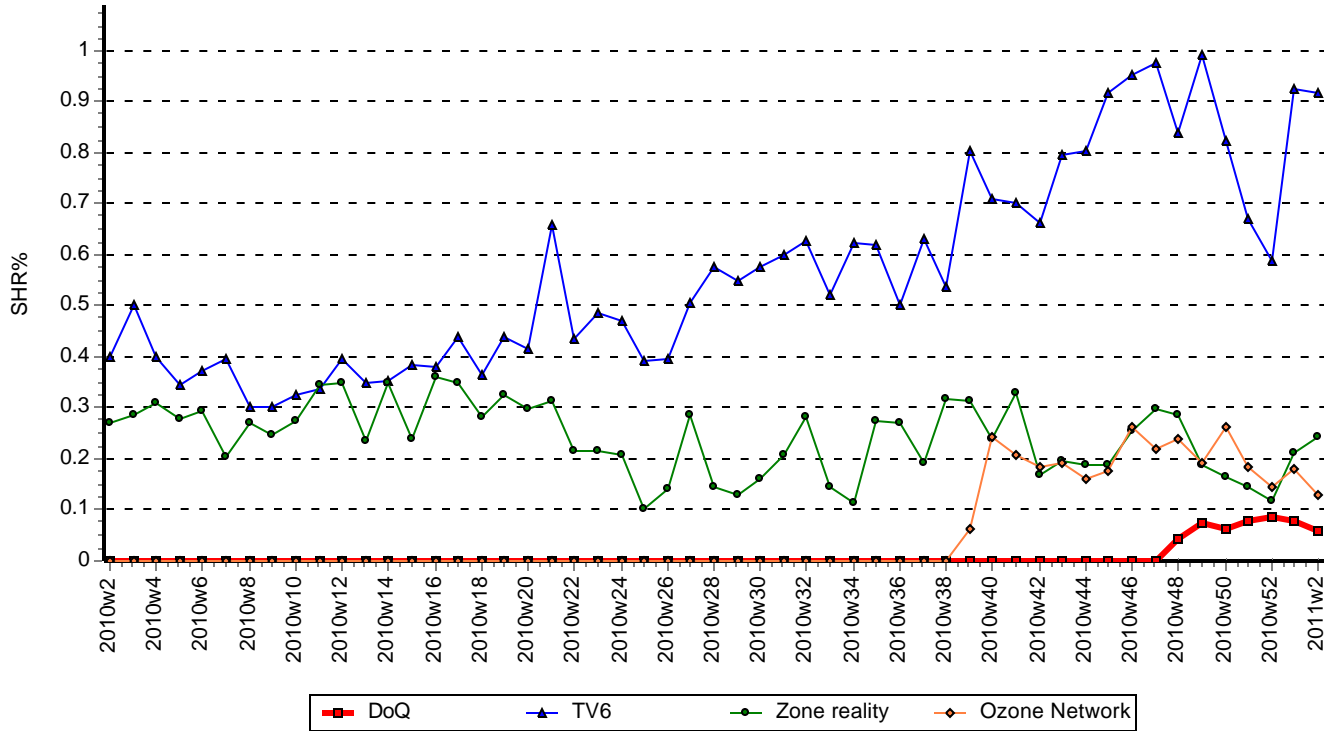
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	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	0.0	0.1	0.0	0.1	64	50	78	58	65
TV6	0.9	0.7	1.1	0.7	0.9	132	110	153	116	118
Zone reality	0.2	0.3	0.1	0.3	0.1	96	147	46	155	36
Ozone Networ	0.1	0.1	0.2	0.1	0.1	102	75	128	85	87

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



Weekly TOP 5 - DoQ and its competitors

18-49

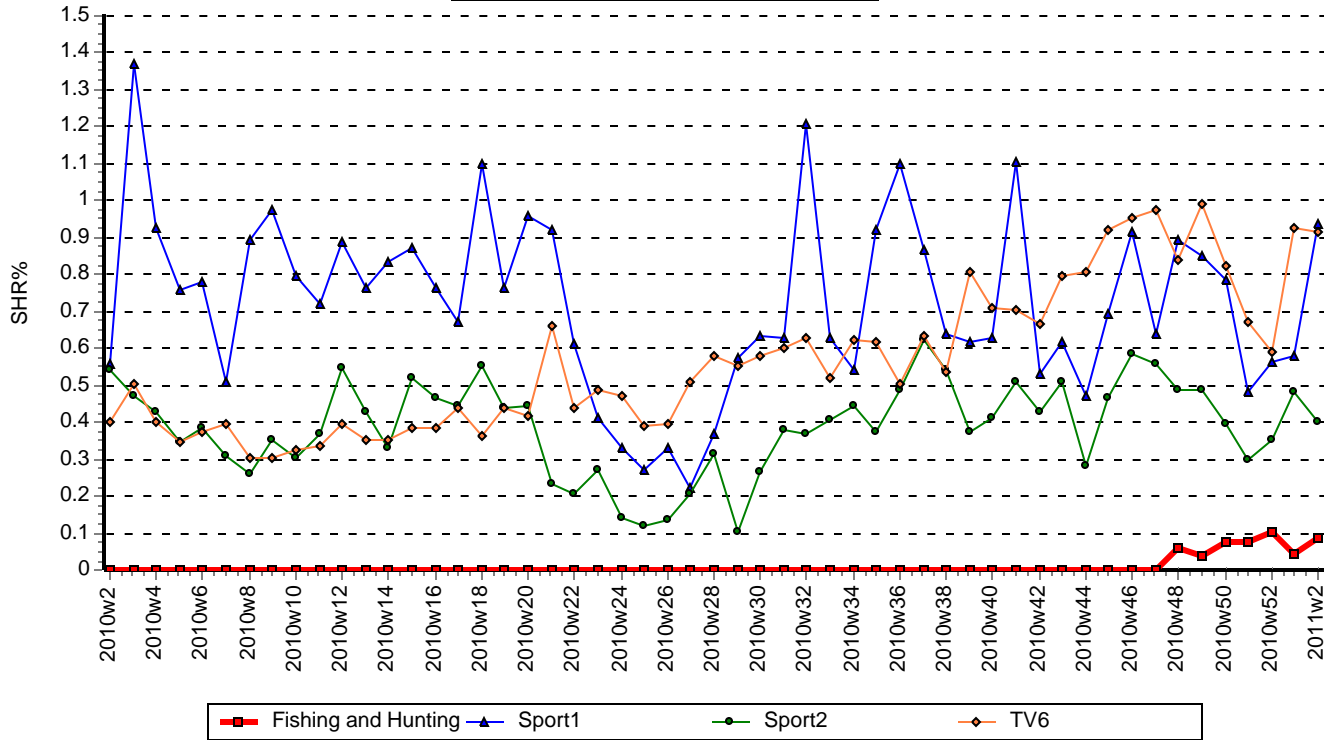
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Star trek - voyager	TV6	13-01-11	Thu	20:01	20:56	39,278	0.9	2.1	181
Lehetetlen kuldetes	TV6	10-01-11	Mon	19:04	19:57	38,648	0.9	2.2	130
A simpson család	TV6	14-01-11	Fri	16:06	16:31	32,457	0.8	4.0	128
Texas királyai	TV6	15-01-11	Sat	17:04	17:30	27,542	0.7	2.4	200
Futurama	TV6	16-01-11	Sun	17:33	17:59	25,552	0.6	1.6	154

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	0.1	0.1	0.1	0.1	0.1	91	84	97	99	83
Sport1	0.9	0.5	1.4	0.7	1.4	93	53	132	79	133
Sport2	0.4	0.2	0.6	0.2	0.6	115	63	167	83	152
TV6	0.9	0.7	1.1	0.7	0.9	132	110	153	116	117

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+)
Star trek - voyager	TV6	13-01-11	Thu	20:01	20:56	39,278	0.9	2.1	181
Lehetetlen kuldetes	TV6	10-01-11	Mon	19:04	19:57	38,648	0.9	2.2	130
A simpson család	TV6	14-01-11	Fri	16:06	16:31	32,457	0.8	4.0	128
Texas királyai	TV6	15-01-11	Sat	17:04	17:30	27,542	0.7	2.4	200
Futurama	TV6	16-01-11	Sun	17:33	17:59	25,552	0.6	1.6	154

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