



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

<b>Channel Target Daypart</b>	<b>Cool 18-49 02:00-25:59</b>	<b>Film+ 18-49 02:00-25:59</b>	<b>Sport Klub 18-49 Males 02:00-25:59</b>	<b>AXN 18-49 02:00-25:59</b>	<b>Discovery 18-49 ABC pp 02:00-25:59</b>	<b>Cartoon N. 4-14 06:00-20:59</b>	<b>Animax 15-24 20:00-23:59</b>	
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 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
	Week 3	3.4	4.8	0.5	1.1	1.6	6.4	2.2

## 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 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
	Week 3	0.5	0.2	0.3	0.4	0.2	0.1

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

<b>Channel Target Daypart</b>		<b>DoQ 18-49 02:00-25:59</b>	<b>F&amp;H 18-49 02:00-25:59</b>
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 51	0.1	0.1
	Week 52	0.1	0.1
	Week 1	0.1	0.0
	Week 2	0.1	0.1
	Week 3	0.1	0.1

## 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 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
	Week 3	0.7	0.9	0.1	0.2	0.3	1.3	0.5

## 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 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
	Week 2	0.1	0.0	0.1	0.1	0.0	0.1
	Week 3	0.1	0.0	0.1	0.1	0.0	0.1

## Cable channels' ratings on different target groups

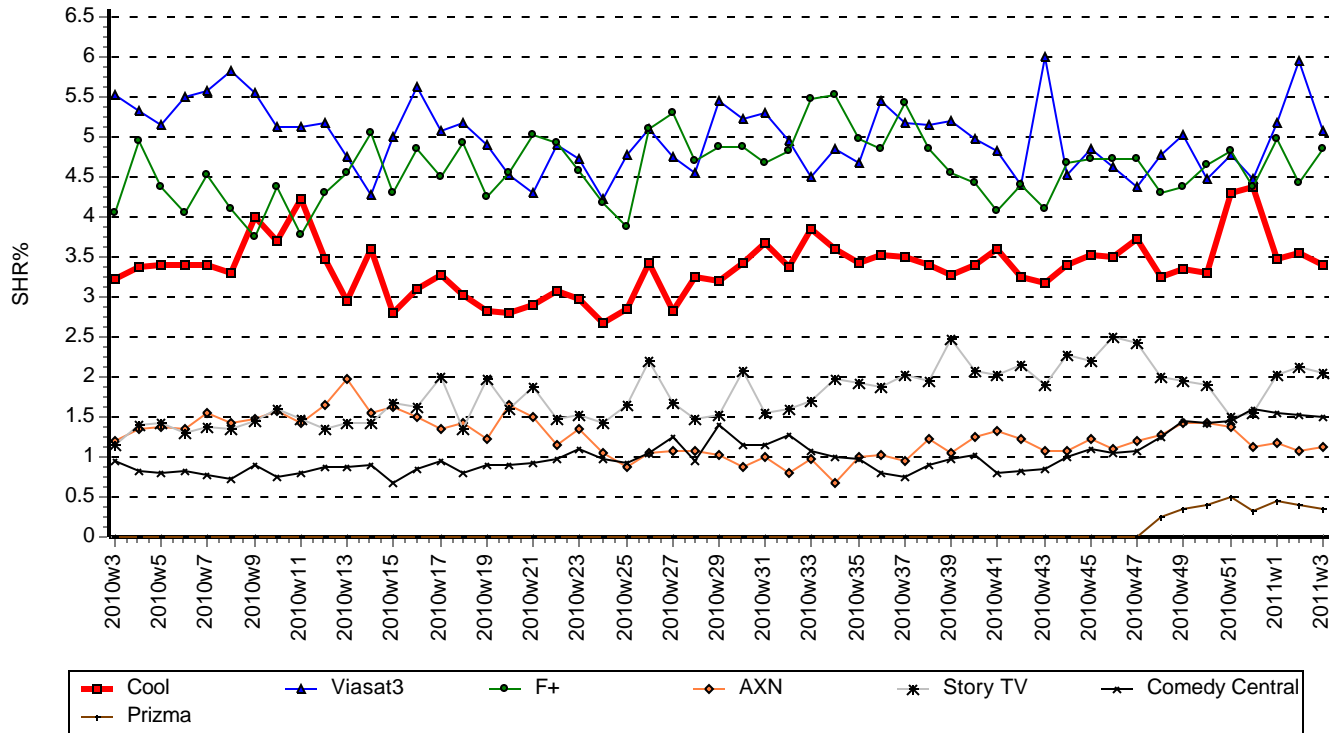
<b>Channel Target Daypart</b>		<b>DoQ 18-49 02:00-25:59</b>	<b>F&amp;H 18-49 02:00-25:59</b>
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
Present	Week 51	0.0	0.0
	Week 52	0.0	0.0
	Week 1	0.0	0.0
	Week 2	0.0	0.0
	Week 3	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	3.4	3.5	3.3	3.1	3.2	93	103	83	77	67
Viasat3	5.1	5.8	4.2	5.1	3.7	103	129	78	94	57
F+	4.8	3.7	6.2	3.8	3.8	115	95	135	82	70
AXN	1.1	1.2	1.0	1.1	0.9	91	107	76	78	58
Story TV	2.1	2.7	1.3	2.0	1.7	76	109	44	67	47
Comedy Centra	1.5	0.8	2.3	2.0	3.1	151	88	213	185	245
Prizma	0.3	0.3	0.4	0.4	0.3	125	123	128	121	92

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+)
Conan a barbar	F+	23-01-11	Sun	21:25	23:39	149,316	3.5	8.8	139
Anna	Viasat3	23-01-11	Sun	16:20	18:23	146,817	3.5	9.5	109
Miami helyszinelok	Viasat3	20-01-11	Thu	21:30	22:25	146,732	3.5	8.2	91
Dr. csont	Cool	18-01-11	Tue	21:21	22:12	140,296	3.3	7.2	113
War	F+	22-01-11	Sat	21:30	23:19	128,621	3.0	7.3	129

Cool - weekly TOP 10

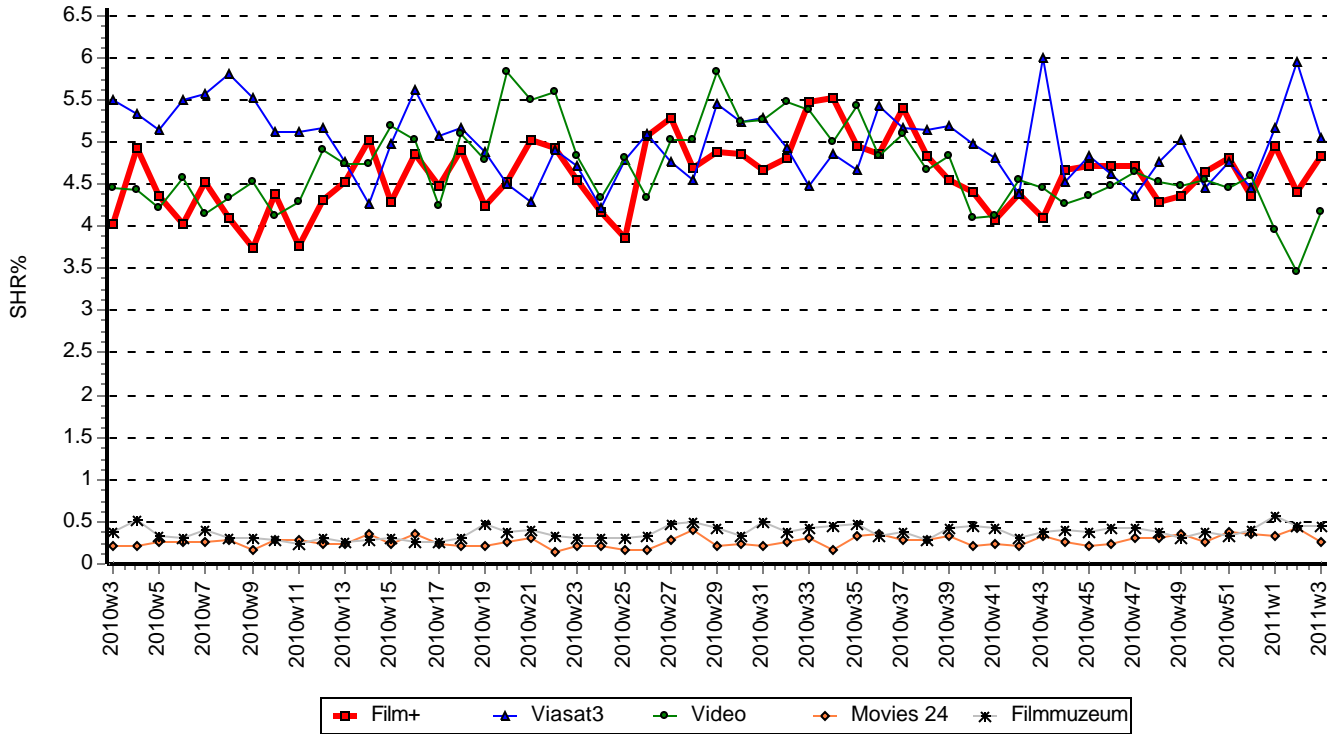
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	18-01-11	Tue	21:21	22:12	140,296	3.3	7.2	113
Gyilkos elmek	Cool	23-01-11	Sun	20:20	21:12	124,004	2.9	5.3	90
New york-i helyszinelok	Cool	18-01-11	Tue	22:12	23:00	100,562	2.4	6.9	109
Miami helyszinelok	Cool	23-01-11	Sun	22:06	23:00	81,332	1.9	4.7	106
Alom.net	Cool	21-01-11	Fri	21:20	23:06	80,305	1.9	4.8	112
Belevalovilag	Cool	22-01-11	Sat	23:02	23:55	76,570	1.8	6.0	106
Showder klub	Cool	17-01-11	Mon	17:40	18:32	73,143	1.7	5.5	149
Csi	Cool	19-01-11	Wed	22:11	23:02	71,620	1.7	4.7	77
Hazudj ha tudsz!	Cool	23-01-11	Sun	15:55	16:43	69,934	1.7	5.1	135
Felporgetve	Cool	22-01-11	Sat	17:20	19:18	68,948	1.6	4.5	131

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+	4.8	3.9	6.2	3.7	3.8	115	87	135	95	82
Viasat3	5.1	5.5	4.2	5.8	5.1	103	106	78	129	94
Video	4.2	4.4	4.2	4.1	5.1	127	128	118	136	142
Movies 24	0.3	0.3	0.2	0.3	0.1	84	82	63	105	33
Filmmuzeum	0.5	0.5	0.6	0.3	0.3	69	68	83	55	40

**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+)
Conan a barbar	F+	23-01-11	Sun	21:25	23:39	149,316	3.5	8.8	139
Anna	Viasat3	23-01-11	Sun	16:20	18:23	146,817	3.5	9.5	109
Miami helyszinelok	Viasat3	20-01-11	Thu	21:30	22:25	146,732	3.5	8.2	91
War	F+	22-01-11	Sat	21:30	23:19	128,621	3.0	7.3	129
Csi	Viasat3	21-01-11	Fri	20:30	21:29	123,819	2.9	6.5	106

**Film+ - weekly TOP 10**
**18-49**

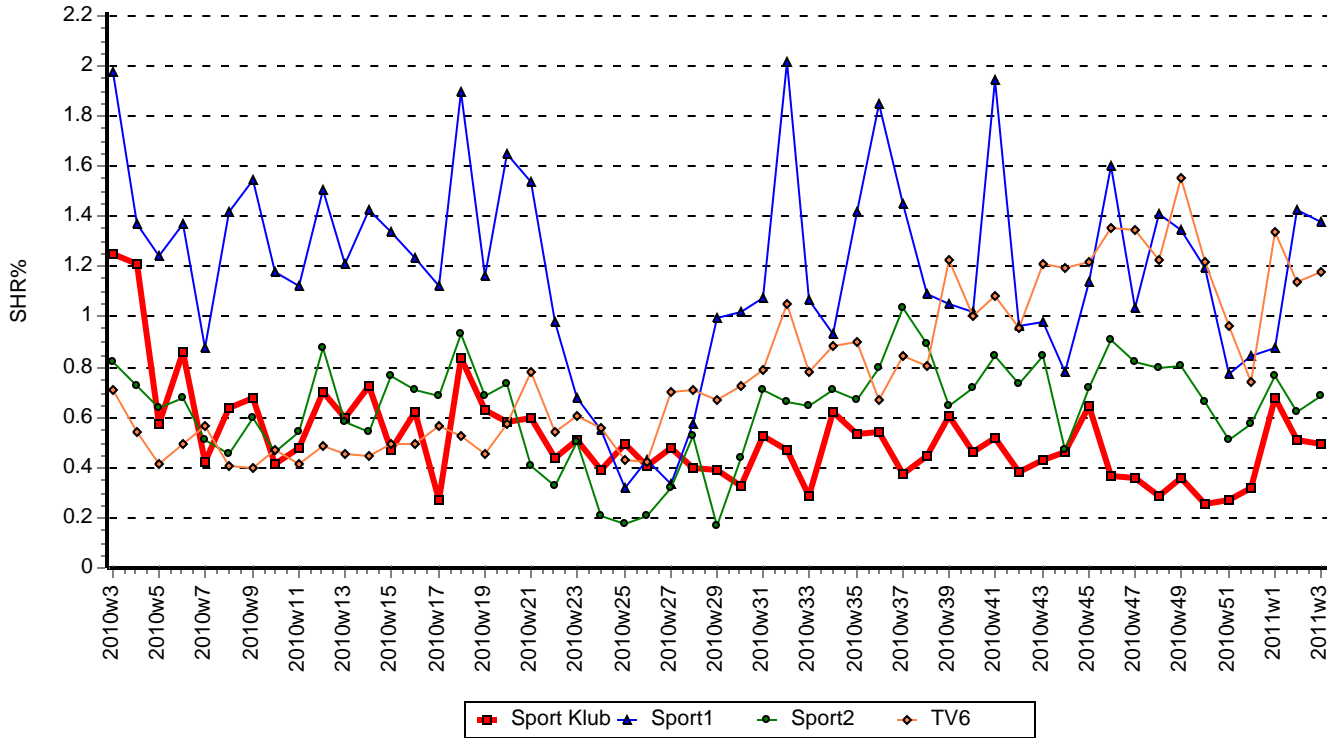
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Conan a barbar	F+	23-01-11	Sun	21:25	23:39	149,316	3.5	8.8	139
War	F+	22-01-11	Sat	21:30	23:19	128,621	3.0	7.3	129
Az ordog kriptaja	F+	17-01-11	Mon	21:10	22:45	116,213	2.7	6.5	107
Idozsaru	F+	21-01-11	Fri	21:10	22:56	113,449	2.7	6.6	118
Tuz a viz ala	F+	18-01-11	Tue	21:10	22:48	112,403	2.7	6.2	113
Gyilkos kigyo	F+	17-01-11	Mon	19:30	21:05	105,011	2.5	5.3	108
Hull a rablo	F+	17-01-11	Mon	22:50	24:14	103,249	2.4	11.2	129
Bananos joe	F+	23-01-11	Sun	17:34	19:21	89,574	2.1	4.9	86
Dune	F+	23-01-11	Sun	19:29	21:19	89,333	2.1	3.9	132
Katonak voltunk	F+	20-01-11	Thu	25:04	25:59	85,642	2.0	22.1	182

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 pI	8-49 ABC pI	18-49	18-39 Males	18-24 Males	ABC pI	8-49 ABC pI	18-49
Sport Klub	0.5	0.6	0.6	0.3	0.3	145	156	172	89	94	94
Sport1	1.4	1.4	2.0	1.2	1.0	100	90	146	90	77	77
Sport2	0.7	0.9	0.7	0.5	0.4	178	199	177	132	121	121
TV6	1.2	1.3	0.8	0.8	0.9	171	160	116	121	138	138

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



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

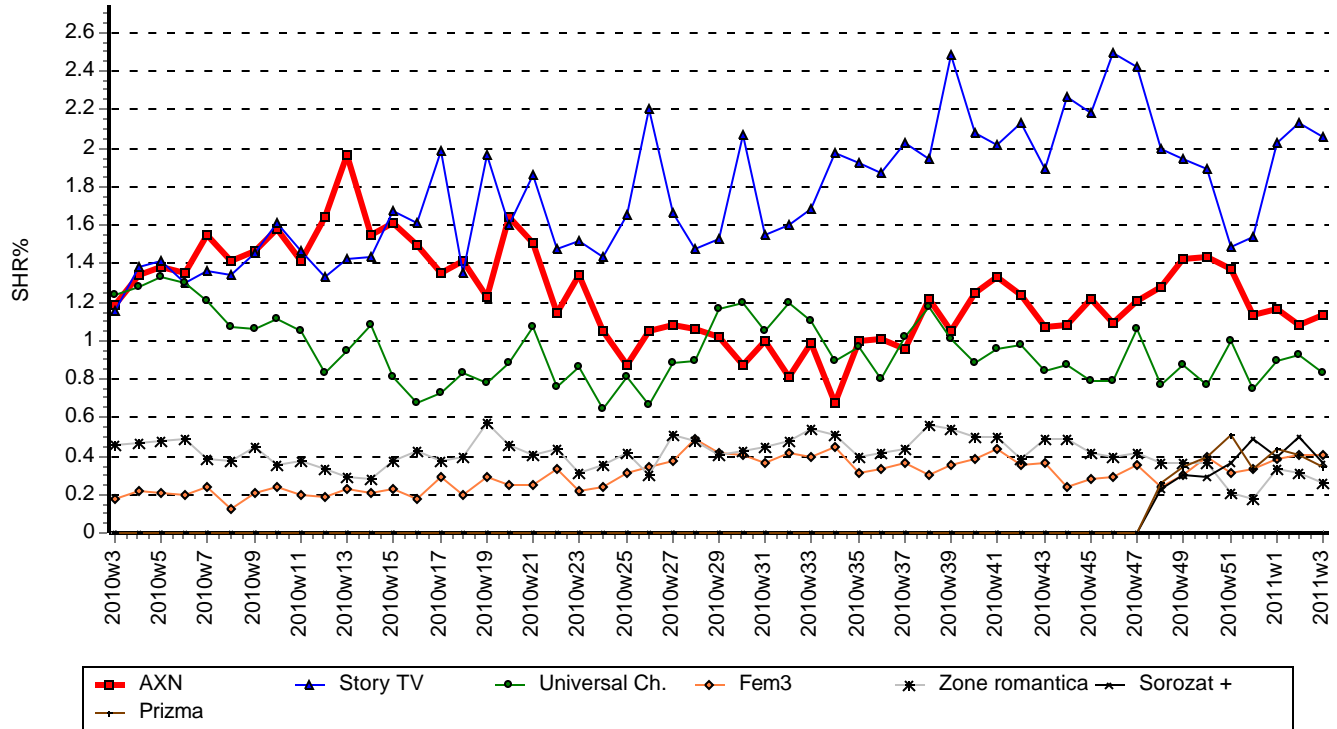
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	TV6	17-01-11	Mon	16:32	16:58	20,076	0.9	5.1	139
Texas kiralyai	TV6	22-01-11	Sat	17:03	17:30	18,926	0.9	3.1	248
Futurama	TV6	22-01-11	Sat	17:34	18:00	18,704	0.9	2.8	253
Pankracio - a nyers ero	TV6	17-01-11	Mon	22:00	23:43	18,478	0.9	3.0	341
Rocky 3.	TV6	17-01-11	Mon	23:45	25:35	16,209	0.8	5.8	322

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	1.4	1.2	1.0	1.1	91	104	107	76	78
Story TV	2.1	1.9	2.7	1.3	2.0	76	66	109	44	67
Universal Ch.	0.8	0.9	0.9	0.7	0.6	75	73	92	59	50
Fem3	0.4	0.4	0.5	0.3	0.4	83	71	110	56	69
Zone romantica:	0.3	0.2	0.3	0.3	0.2	60	33	66	54	36
Sorozat +	0.4	0.3	0.5	0.2	0.4	97	67	139	56	94
Prizma	0.3	0.4	0.3	0.4	0.4	125	133	123	128	121

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	23-01-11	Sun	21:00	21:48	70,898	1.7	3.1	114
A farm ahol elunk	Story TV -	20-01-11	Thu	16:59	17:58	61,892	1.5	6.0	101
Hetedik mennyorszag	Story TV -	20-01-11	Thu	18:02	18:54	54,988	1.3	3.9	120
Nemzetbiztonsag bt.	AXN	17-01-11	Mon	21:00	22:35	53,622	1.3	2.9	155
A szerelem nevenben	Story TV -	19-01-11	Wed	15:00	15:52	45,984	1.1	6.2	53

AXN - weekly TOP 10

18-49

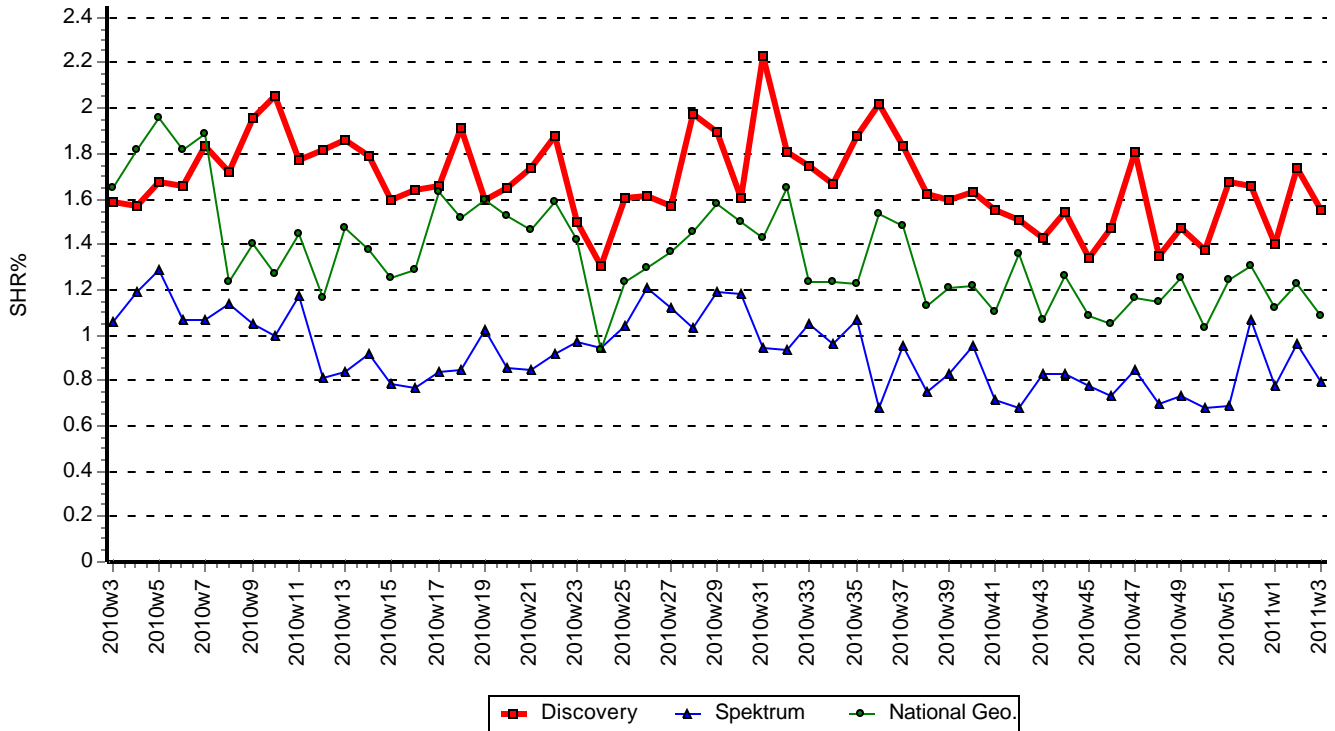
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	23-01-11	Sun	21:00	21:48	70,898	1.7	3.1	114
Nemzetbiztonsag bt.	AXN	17-01-11	Mon	21:00	22:35	53,622	1.3	2.9	155
Ncis - tengereszeti helyszinelok	AXN	21-01-11	Fri	21:00	21:57	43,669	1.0	2.3	81
New york-i helyszinelok	AXN	20-01-11	Thu	20:00	20:49	38,958	0.9	2.0	100
My girl	AXN	23-01-11	Sun	22:00	23:53	38,571	0.9	2.7	164
Valtsagdj	AXN	17-01-11	Mon	22:40	23:29	26,801	0.6	2.3	129
Csillagkapu: atlantisz	AXN	18-01-11	Tue	19:00	19:50	24,302	0.6	1.4	99
Csillagkapu	AXN	19-01-11	Wed	19:00	19:51	24,235	0.6	1.4	114
Ncis: los angeles	AXN	23-01-11	Sun	20:00	20:50	22,423	0.5	1.0	67
Szellemeikkel sutto	AXN	23-01-11	Sun	18:00	18:51	21,580	0.5	1.2	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+)				
	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	1.6	3.1	2.3	0.9	1.5	133	230	193	88	129
Spektrum	0.8	0.8	1.0	0.6	0.8	108	99	134	98	115
National Geo.	1.1	1.2	1.3	0.7	1.0	95	92	115	71	92

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	23-01-11	Sun	12:01	12:57	35,689	1.3	5.8	179
Vegzetes masodpercek	Discovery	17-01-11	Mon	09:59	10:23	34,082	1.3	10.8	318
Amcsi motorok	Discovery	18-01-11	Tue	17:00	17:52	27,811	1.0	4.9	227
Otodik sebesseg	Discovery	23-01-11	Sun	10:00	10:26	27,384	1.0	5.4	233
Piszkos munkak	Discovery	23-01-11	Sun	13:01	13:54	23,928	0.9	3.7	164

**Discovery Channel - weekly TOP 10**

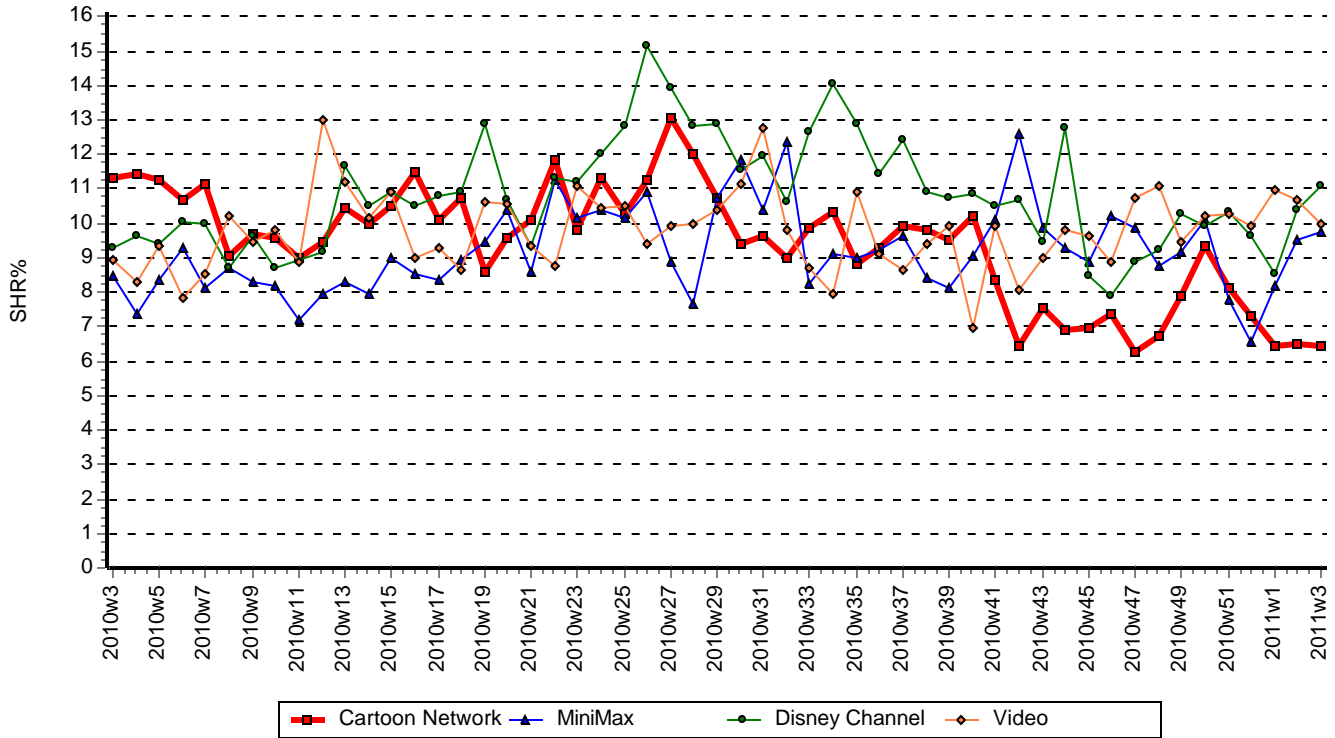
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Autokereskedok	Discovery	23-01-11	Sun	12:01	12:57	35,689	1.3	5.8	179
Vegzetes masodpercek	Discovery	17-01-11	Mon	09:59	10:23	34,082	1.3	10.8	318
Amcsi motorok	Discovery	18-01-11	Tue	17:00	17:52	27,811	1.0	4.9	227
Otodik sebesseg	Discovery	23-01-11	Sun	10:00	10:26	27,384	1.0	5.4	233
Piszkos munkak	Discovery	23-01-11	Sun	13:01	13:54	23,928	0.9	3.7	164
Motorvaros	Discovery	23-01-11	Sun	11:00	11:53	23,857	0.9	4.3	235
Hogyan keszult?	Discovery	19-01-11	Wed	21:01	21:27	23,609	0.9	1.9	176
Halalos fogas	Discovery	18-01-11	Tue	16:00	16:54	22,412	0.8	5.5	242
Vad-hazassag...	Discovery	23-01-11	Sun	17:00	17:53	19,592	0.7	2.2	175
A tuleles torvenyei	Discovery	18-01-11	Tue	12:00	12:55	18,696	0.7	7.0	173

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 (1-7)	4-14	F 4-14	M 4-14	8-14	w/children (1-7)
Cartoon Network	6.4	3.3	9.5	6.2	1.2	511	253	778	456	124
MiniMax	9.8	10.3	9.2	2.9	4.7	373	380	365	103	224
Disney Channel	11.1	14.1	8.2	12.5	3.0	438	537	335	456	147
Video	10.0	9.9	10.1	6.0	5.5	256	245	266	141	175

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:	22-01-11	Sat	10:04	10:26	67,872	6.7	20.7	616
Kick buttowski - a kulvarosi fene	Disney Ch:	23-01-11	Sun	08:07	08:28	65,245	6.4	20.2	640
Zack es cody a fedelzetzen	Disney Ch:	23-01-11	Sun	12:01	12:22	64,403	6.3	22.3	504
Sonny a sztarelolt	Disney Ch:	22-01-11	Sat	10:31	10:53	62,036	6.1	23.1	552
Benne vagyok a bandaban	Disney Ch:	23-01-11	Sun	09:31	09:52	59,823	5.8	16.5	548

**Cartoon - weekly TOP 10**

4-14

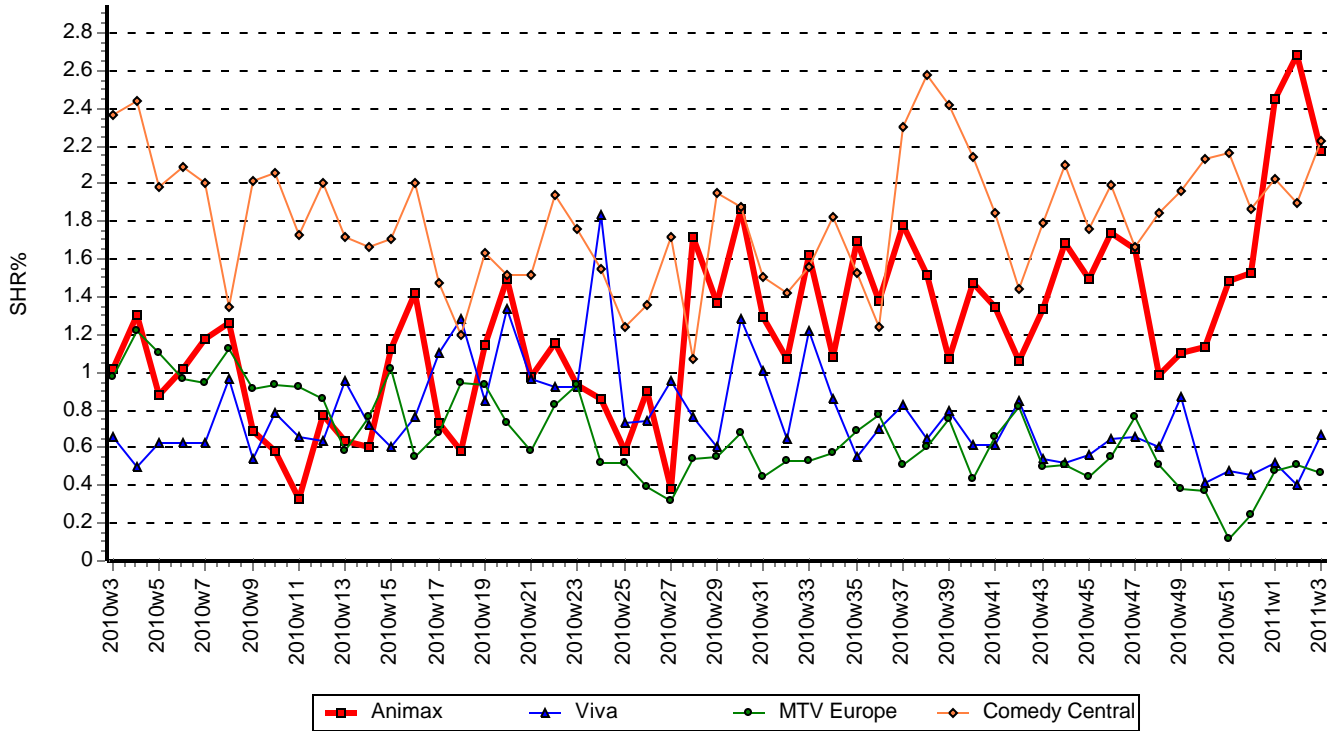
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Tom es jerry	Cartoon N:	23-01-11	Sun	09:55	10:27	48,296	4.7	13.0	413
Mizujs scooby-doo?	Cartoon N:	22-01-11	Sat	12:15	12:35	44,028	4.3	16.9	556
Batman: a bator es a vakmero	Cartoon N:	23-01-11	Sun	11:24	11:46	43,763	4.3	14.6	576
Nyomi szerencsetlen utazasai	Cartoon N:	22-01-11	Sat	12:40	13:01	42,928	4.2	15.3	593
Johnny test	Cartoon N:	22-01-11	Sat	16:26	16:48	41,579	4.1	14.1	561
Shaolin leszamolias	Cartoon N:	23-01-11	Sun	10:34	10:54	38,323	3.7	12.1	504
Hero: 108	Cartoon N:	23-01-11	Sun	16:01	16:23	37,366	3.7	10.8	613
Fosterek haza kepzeletbeli barát	Cartoon N:	23-01-11	Sun	14:45	15:06	35,210	3.4	10.9	663
Scooby-doo	Cartoon N:	23-01-11	Sun	09:06	09:49	34,271	3.3	9.4	581
Chowder	Cartoon N:	22-01-11	Sat	15:10	15:33	33,174	3.3	12.9	578

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	2.2	3.5	2.1	1.5	2.2	262	416	256	194	291
Viva	0.7	0.5	0.5	1.1	1.1	205	156	150	367	369
MTV Europe	0.5	0.4	0.6	1.1	0.6	177	148	220	448	238
Comedy Centr	2.2	3.4	2.6	2.0	0.7	216	327	252	214	76

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.	20-01-11	Thu	22:56	23:19	17,438	1.5	8.2	270
Igy jartam anyatokkal	Comedy C.	17-01-11	Mon	21:35	22:00	17,324	1.5	5.6	408
A simpson család	Comedy C.	18-01-11	Tue	20:45	21:11	17,350	1.5	4.9	468
South park	Comedy C.	20-01-11	Thu	22:04	22:29	15,261	1.3	5.6	398
Krod mandoon	Comedy C.	20-01-11	Thu	20:45	21:10	10,958	1.0	3.4	405

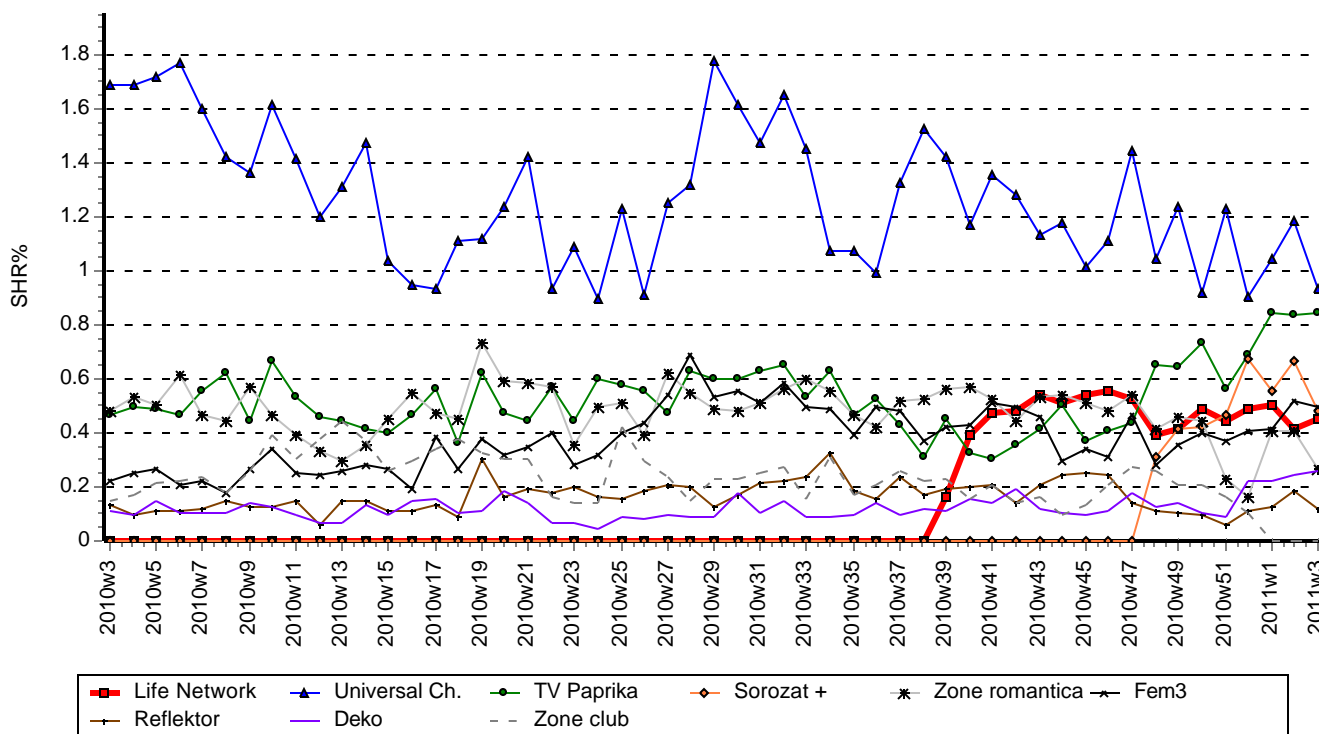
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.5	0.1	0.4	0.4	88	138	38	133	122
Universal Ch.	0.8	0.9	0.7	1.0	0.8	75	92	59	112	75
TV Paprika	0.6	0.8	0.4	0.8	0.8	121	175	68	182	160
Sorozat +	0.4	0.5	0.2	0.4	0.5	97	139	56	138	131
Zone romantica:	0.3	0.3	0.3	0.3	0.2	60	66	54	77	45
Fem3	0.4	0.5	0.3	0.4	0.4	83	110	56	94	90
Reflektor	0.1	0.1	0.1	0.1	0.1	85	97	72	123	63
Deko	0.2	0.3	0.2	0.2	0.3	155	201	110	197	227
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+)	18-49 Females
Egy bebiszitter naploja	Fem3	22-01-11	Sat	15:53	17:43	18,085	0.9	3.0	192	
Meztelen talalkozások	Fem3	22-01-11	Sat	23:19	24:43	14,724	0.7	2.9	108	
Amirol a veshelyzetben sem be	Life Netwc	23-01-11	Sun	22:00	22:48	14,217	0.7	1.6	207	
Stahl konyhaja	Fem3	19-01-11	Wed	13:07	13:29	10,985	0.5	3.1	351	
Az ugyosztaly	Fem3	22-01-11	Sat	24:44	25:27	9,934	0.5	3.3	150	

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)	18-49 Females
Amirol a veshelyzetben sem be	Life Netwc	23-01-11	Sun	22:00	22:48	14,217	0.7	1.6	207	
Bizarr veshelyzet	Life Netwc	20-01-11	Thu	22:30	22:58	9,633	0.5	1.4	159	
Nicsak ki hizott meg?	Life Netwc	19-01-11	Wed	11:00	11:20	8,451	0.4	3.5	316	
Mrs. klinika	Life Netwc	18-01-11	Tue	14:59	15:48	7,668	0.4	2.0	246	
Testszepek	Life Netwc	20-01-11	Thu	08:29	08:51	7,433	0.4	2.5	428	
Elfuseralt plasztikak	Life Netwc	21-01-11	Fri	20:00	20:51	6,440	0.3	0.6	144	
Halalbiztos diagnozis	Life Netwc	20-01-11	Thu	13:57	14:50	6,376	0.3	2.1	263	
Nem eszik a gyerekem!	Life Netwc	23-01-11	Sun	20:00	20:50	5,562	0.3	0.5	114	
Angyali erintes	Life Netwc	18-01-11	Tue	13:00	13:49	5,538	0.3	1.7	175	
Probald fel az eletem!	Life Netwc	19-01-11	Wed	12:00	12:49	5,432	0.3	1.8	254	

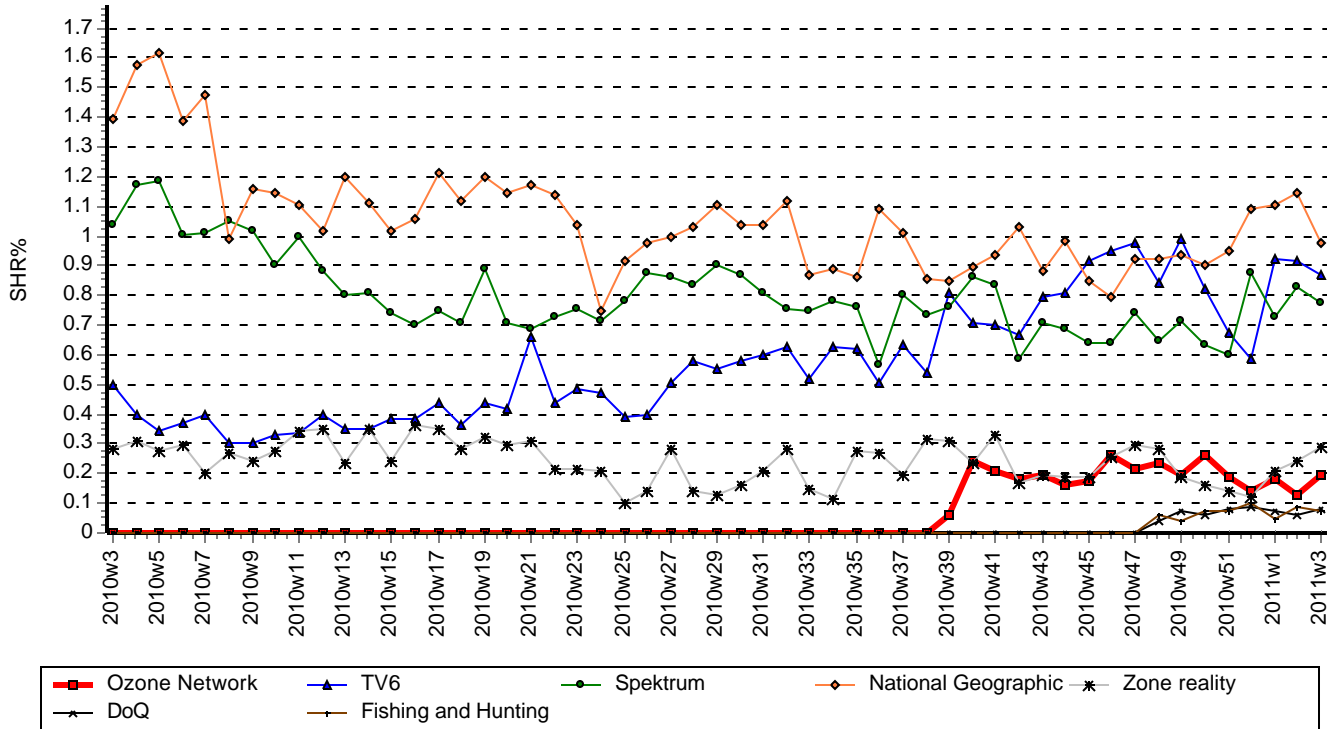
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	110	100	120	96	76
TV6	0.9	0.6	1.2	0.5	1.3	138	104	171	104	160
Spektrum	0.8	0.6	1.0	0.7	0.8	116	98	134	122	99
National Geogr	1.0	0.7	1.3	0.9	1.2	93	71	115	99	92
Zone reality	0.3	0.4	0.1	0.4	0.2	95	149	41	178	55
DoQ	0.1	0.1	0.1	0.1	0.1	71	60	82	83	71
Fishing and Hu	0.1	0.0	0.1	0.0	0.2	77	42	112	55	137

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+)
A simpson család	TV6	20-01-11	Thu	16:33	16:58	36,645	0.9	4.6	138
Futurama	TV6	22-01-11	Sat	17:34	18:00	30,028	0.7	2.2	205
Texas királyai	TV6	22-01-11	Sat	17:03	17:30	25,794	0.6	2.1	171
Rocky 3.	TV6	17-01-11	Mon	23:45	25:35	21,442	0.5	3.8	215
Star trek - voyager	TV6	19-01-11	Wed	20:02	20:57	20,337	0.5	1.1	201

Ozone Network - weekly TOP 10

18-49

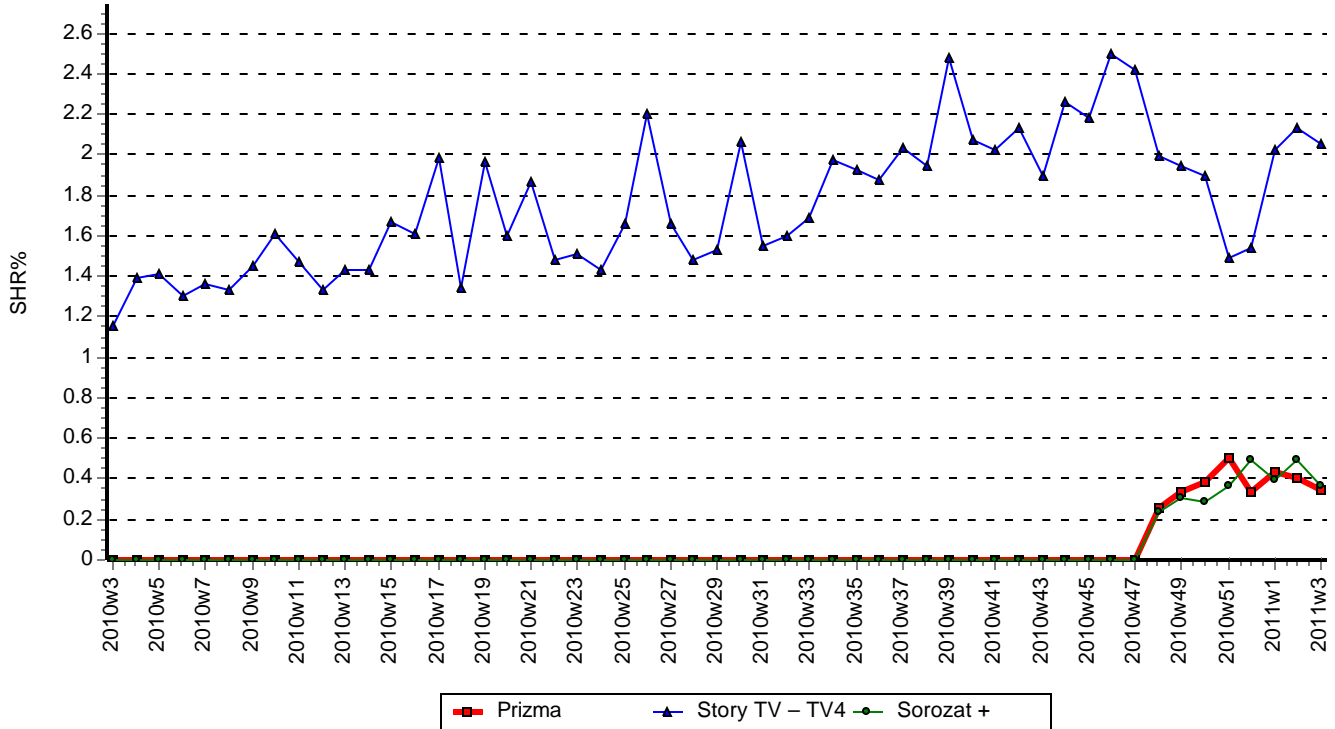
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A ho fogsagaban	Ozone Ne	23-01-11	Sun	20:04	21:50	19,407	0.5	0.8	160
Globalis sokkhatas	Ozone Ne	19-01-11	Wed	10:05	10:56	14,715	0.3	3.3	97
A természet markaban	Ozone Ne	23-01-11	Sun	13:05	13:57	11,026	0.3	1.0	154
A 20. szazad nagy katasztrofai	Ozone Ne	21-01-11	Fri	22:35	23:31	8,794	0.2	0.7	209
Megtorhetetlenek	Ozone Ne	19-01-11	Wed	19:05	19:56	8,047	0.2	0.5	207
Esocsinalok	Ozone Ne	23-01-11	Sun	12:05	12:57	7,169	0.2	0.7	120
Viharjelzes	Ozone Ne	21-01-11	Fri	22:05	22:28	7,083	0.2	0.4	203
A természet visszavag	Ozone Ne	23-01-11	Sun	14:05	14:56	6,438	0.2	0.6	118
Veszforгатokonyv	Ozone Ne	19-01-11	Wed	11:05	11:54	6,214	0.1	1.4	137
Csodas foldunk	Ozone Ne	21-01-11	Fri	21:05	22:00	6,122	0.1	0.3	203

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	0.3	0.3	0.4	0.3	0.4	125	123	128	142	121
Story TV – TV4	2.1	2.7	1.3	2.4	2.0	76	109	44	108	67
Sorozat +	0.4	0.5	0.2	0.4	0.4	97	139	56	138	94

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



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

18-49

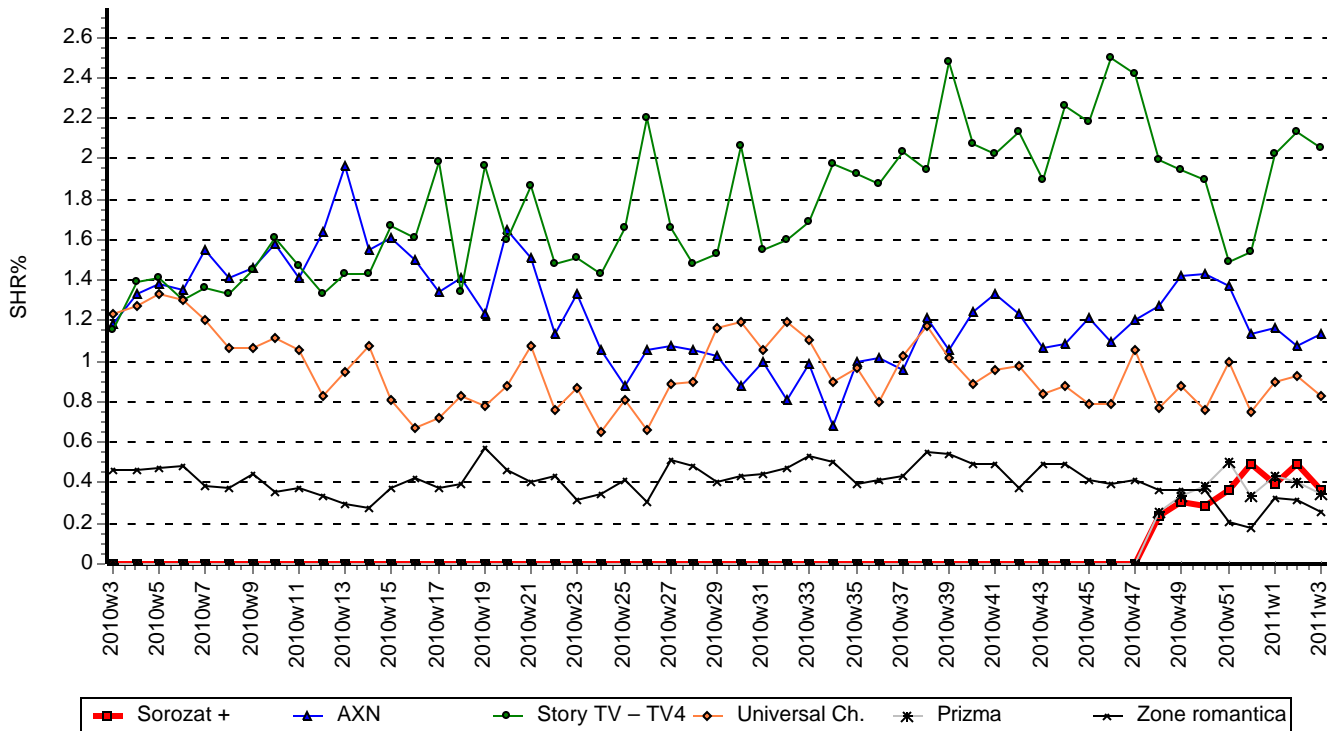
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A farm ahol elunk	Story TV –	20-01-11	Thu	16:59	17:58	61,892	1.5	6.0	101
Hetedik mennyorszag	Story TV –	20-01-11	Thu	18:02	18:54	54,988	1.3	3.9	120
A szerelem neveben	Story TV –	19-01-11	Wed	15:00	15:52	45,984	1.1	6.2	53
Sherlock holmes visszater	Story TV –	21-01-11	Fri	19:01	19:58	39,855	0.9	2.4	58
Sherlock holmes kalandjai	Story TV –	17-01-11	Mon	18:59	19:57	37,220	0.9	2.0	66

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	0.5	0.2	0.4	0.5	97	139	56	138	131
AXN	1.1	1.2	1.0	1.2	1.1	91	107	76	117	89
Story TV – TV4	2.1	2.7	1.3	2.4	2.7	76	109	44	108	103
Universal Ch.	0.8	0.9	0.7	1.0	0.8	75	92	59	112	75
Prizma	0.3	0.3	0.4	0.3	0.4	125	123	128	142	131
Zone romantica	0.3	0.3	0.3	0.3	0.2	60	66	54	77	45

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

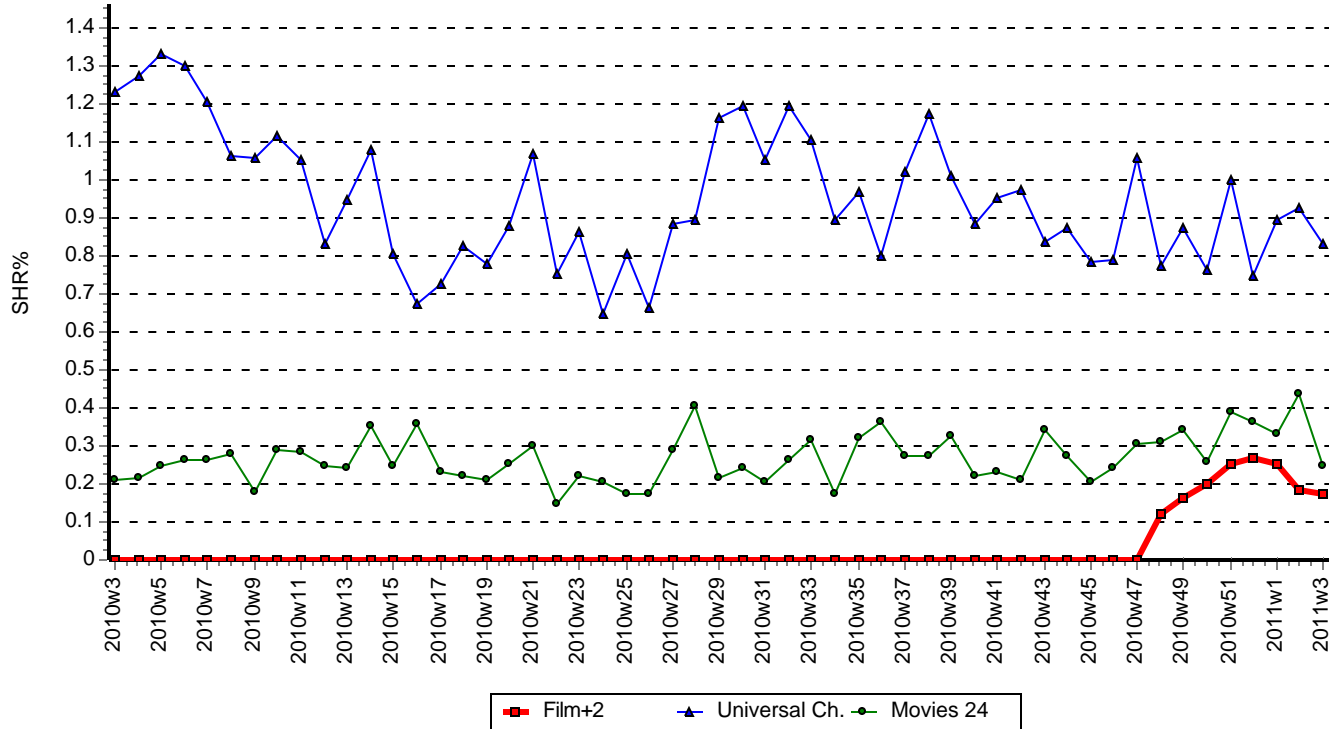
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	23-01-11	Sun	21:00	21:48	70,898	1.7	3.1	114
A farm ahol elunk	Story TV –	20-01-11	Thu	16:59	17:58	61,892	1.5	6.0	101
Hetedik mennyorszag	Story TV –	20-01-11	Thu	18:02	18:54	54,988	1.3	3.9	120
Nemzetbiztonsag bt.	AXN	17-01-11	Mon	21:00	22:35	53,622	1.3	2.9	155
A szerelem neveben	Story TV –	19-01-11	Wed	15:00	15:52	45,984	1.1	6.2	53

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	0.1	0.2	0.1	0.1	107	92	122	109	64
Universal Ch.	0.8	0.9	0.7	1.0	0.6	75	92	59	112	50
Movies 24	0.3	0.3	0.2	0.3	0.1	84	105	63	128	33

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

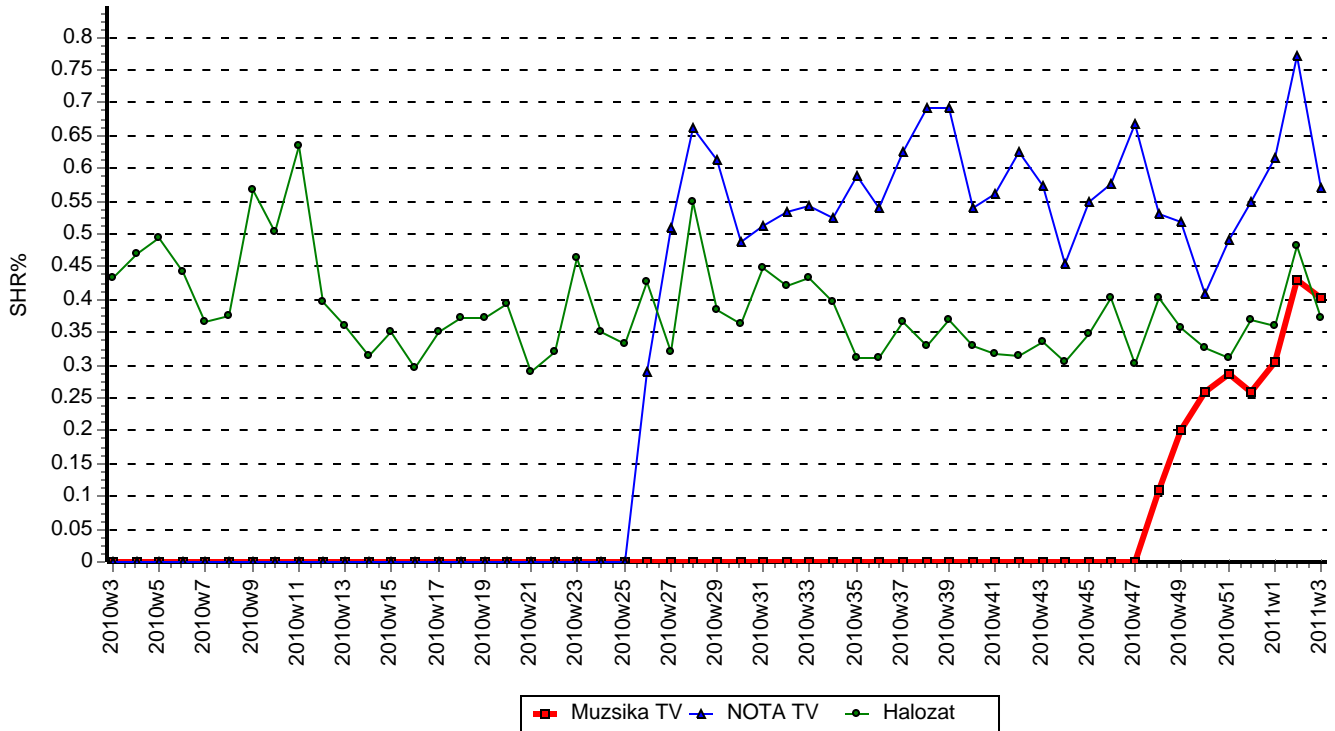
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	0.5	0.3	0.4	0.5	73	95	51	92	111	
NOTA TV	0.6	0.5	0.6	0.7	0.8	64	66	61	93	107	
Halozat	0.4	0.3	0.4	0.4	0.4	76	70	81	89	113	

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



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

18-49

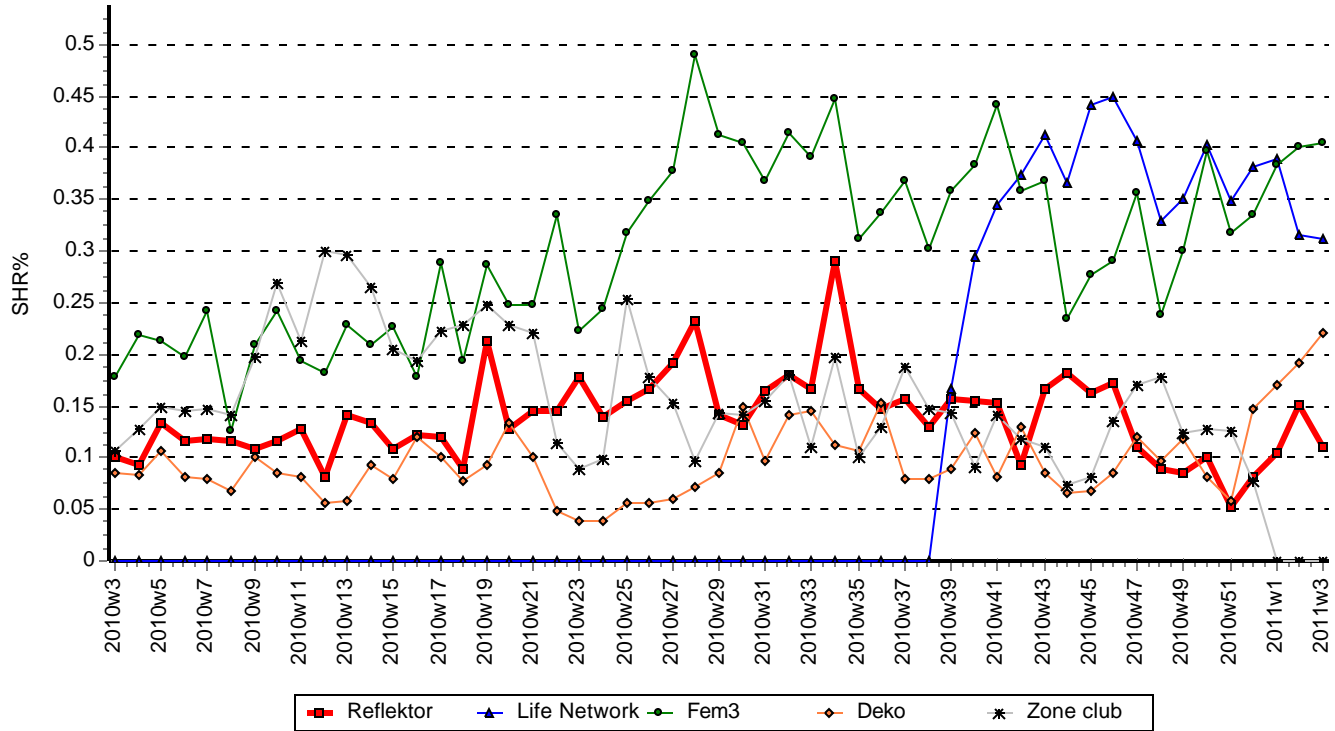
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Kek acél	Halozat	23-01-11	Sun	21:02	22:44	19,139	0.5	0.9	91
Leptunk koppan odon koveken	Halozat	22-01-11	Sat	06:59	07:19	18,493	0.4	5.7	214
Torvenybe utkozve	Halozat	18-01-11	Tue	21:01	22:39	18,217	0.4	1.0	76
Hirhalo	Halozat	23-01-11	Sun	20:35	20:55	15,611	0.4	0.7	123
Viragzo magyarorszag	Halozat	19-01-11	Wed	20:05	20:25	15,569	0.4	0.8	199

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	85	97	72	123	101
Life Network	0.3	0.5	0.1	0.4	0.4	88	138	38	133	149
Fem3	0.4	0.5	0.3	0.4	0.5	83	110	56	94	126
Deko	0.2	0.3	0.2	0.2	0.2	155	201	110	197	173
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+)
Meztelen találkozások	Fem3	22-01-11	Sat	23:19	24:43	30,692	0.7	3.0	112
Az ugyosztaly	Fem3	22-01-11	Sat	24:44	25:27	24,228	0.6	4.0	182
Amirol a veszhelyzetben sem be	Life Netwc	23-01-11	Sun	22:00	22:48	21,319	0.5	1.2	154
Egy bebiszitter naploja	Fem3	22-01-11	Sat	15:53	17:43	20,860	0.5	1.8	110
Tamadoero	Fem3	20-01-11	Thu	22:00	23:37	18,296	0.4	1.3	154

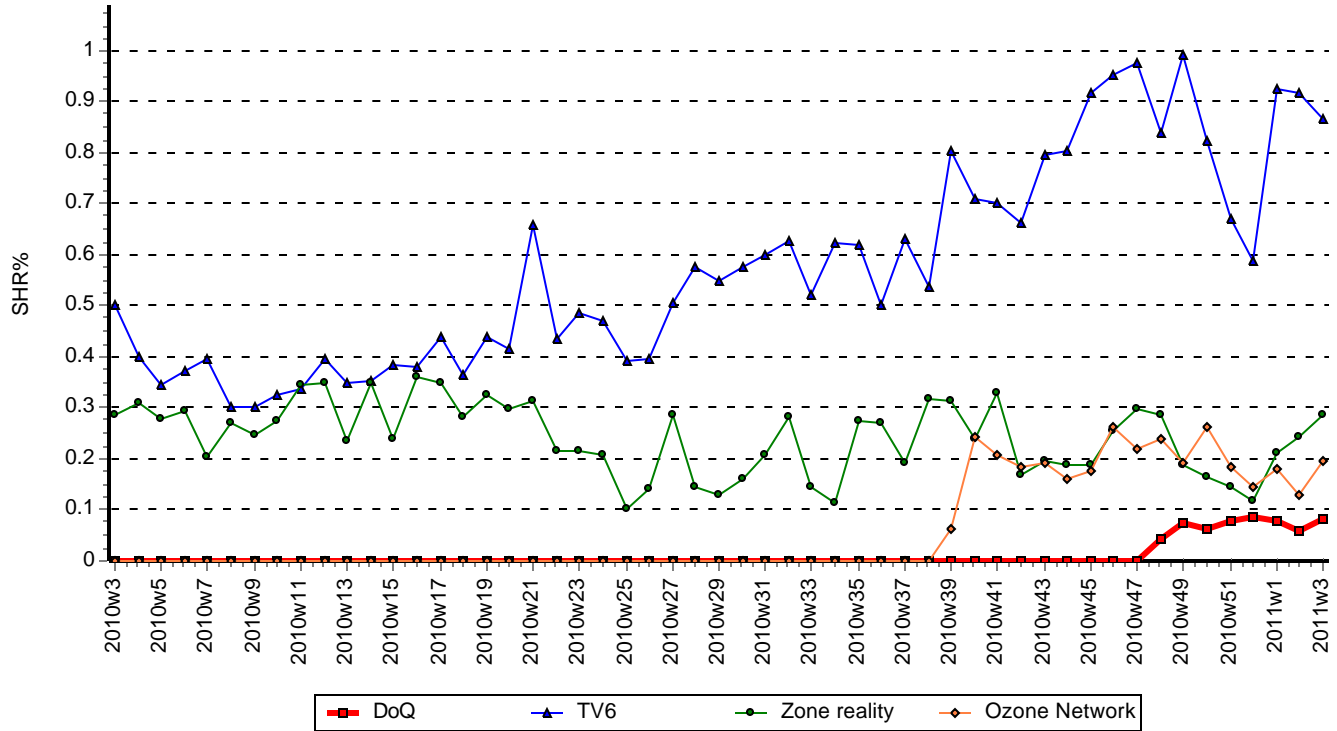
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	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	71	60	82	83	65
TV6	0.9	0.6	1.2	0.5	0.8	138	104	171	104	121
Zone reality	0.3	0.4	0.1	0.4	0.3	95	149	41	178	80
Ozone Networ	0.2	0.2	0.2	0.1	0.2	110	100	120	96	105

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



Weekly TOP 5 - DoQ and its competitors

18-49

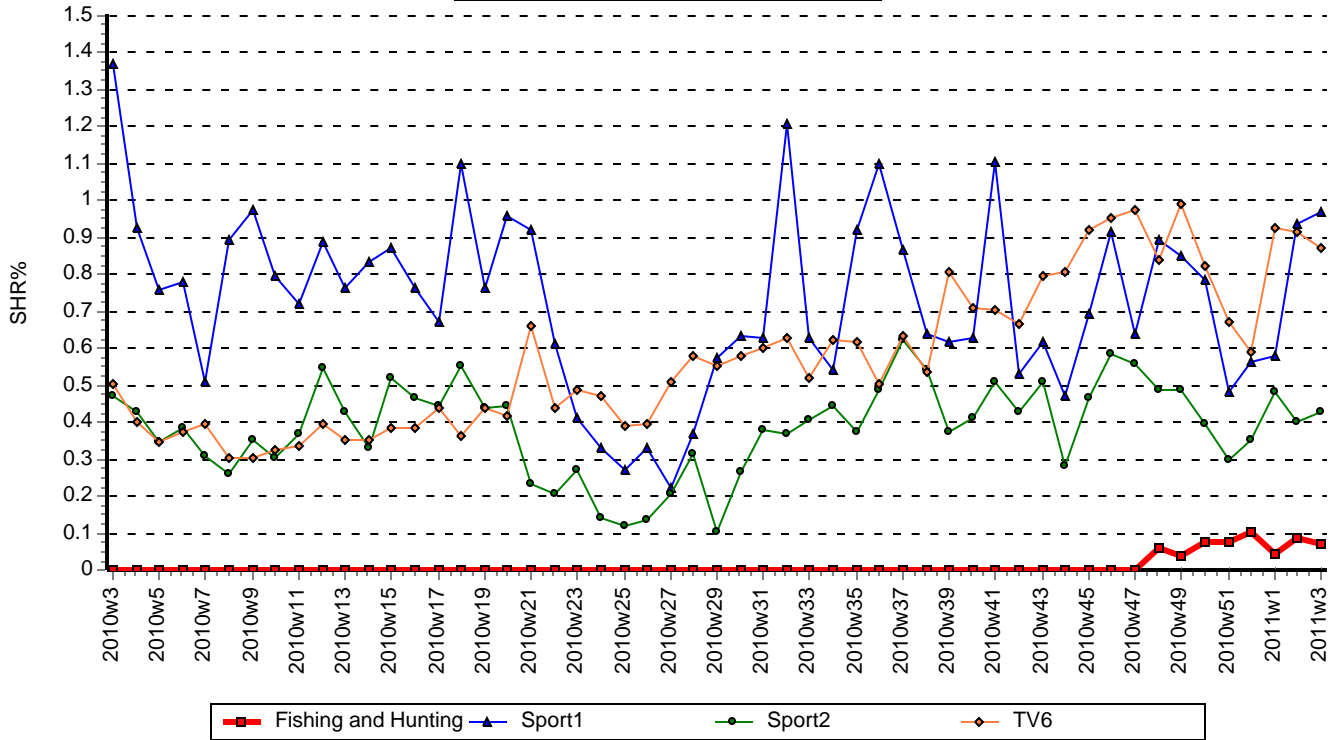
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson csalad	TV6	20-01-11	Thu	16:33	16:58	36,645	0.9	4.6	138
Futurama	TV6	22-01-11	Sat	17:34	18:00	30,028	0.7	2.2	205
Texas kiralyai	TV6	22-01-11	Sat	17:03	17:30	25,794	0.6	2.1	171
Rocky 3.	TV6	17-01-11	Mon	23:45	25:35	21,442	0.5	3.8	215
Star trek - voyager	TV6	19-01-11	Wed	20:02	20:57	20,337	0.5	1.1	201

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	0.0	0.1	0.0	0.1	77	42	112	55	97
Sport1	1.0	0.6	1.4	0.8	1.8	77	53	100	75	134
Sport2	0.4	0.2	0.7	0.2	0.4	121	64	178	84	115
TV6	0.9	0.6	1.2	0.5	0.8	138	104	171	104	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+)
A simpson csalad	TV6	20-01-11	Thu	16:33	16:58	36,645	0.9	4.6	138
Futurama	TV6	22-01-11	Sat	17:34	18:00	30,028	0.7	2.2	205
Texas kiralyai	TV6	22-01-11	Sat	17:03	17:30	25,794	0.6	2.1	171
Rocky 3.	TV6	17-01-11	Mon	23:45	25:35	21,442	0.5	3.8	215
Star trek - voyager	TV6	19-01-11	Wed	20:02	20:57	20,337	0.5	1.1	201

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