

Cable channels' audience shares on different target groups

Channel Target Daypart	Cool	Film+	Reflektor	Prizma	Sorozat +	Film+2	Muzsika TV	
	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	18-49 02:00-25:59	
Past	Jan 2011	3.7	4.8	0.1	0.4	0.4	0.2	0.4
	Feb 2011	3.9	4.6	0.1	0.4	0.5	0.2	0.3
	Mar 2011	4.1	4.6	0.1	0.5	0.4	0.2	0.4
	Apr 2011	4.0	5.0	0.1	0.5	0.4	0.1	0.4
	May 2011	4.4	4.4	0.1	0.5	0.4	0.2	0.3
	Jun 2011	4.5	4.2	0.1	0.6	0.5	0.2	0.4
	Jul 2011	4.8	3.9	0.1	0.6	0.5	0.2	0.3
	Aug 2011	5.0	4.5	0.1	0.6	0.6	0.2	0.4
	Sep 2011	4.5	4.1	0.1	0.6	0.5	0.2	0.2
	Oct 2011	4.7	4.4	0.1	0.5	0.4	0.2	0.3
	Nov 2011	4.6	5.1	0.2	0.5	0.4	0.2	0.2
	Dec 2011	4.8	4.5	0.1	0.6	0.4	0.2	0.4
Present	Week 51	5.0	4.9	0.1	0.6	0.4	0.3	0.4
	Week 52	5.0	4.0	0.1	0.6	0.4	0.2	0.5
	Week 1	5.6	4.8	0.1	0.5	0.5	0.2	0.3
	Week 2	5.9	5.0	0.2	0.5	0.4	0.2	0.3
	Week 3	5.6	5.0	0.2	0.6	0.3	0.2	0.2

Cable channels' audience shares on different target groups

Channel Target Daypart	AXN	Discovery	Life N.	Ozone N.	Sport Klub	DoQ	F&H
	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 Males 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2011	1.1	1.5	0.3	0.2	0.6	0.1
	Feb 2011	1.1	1.7	0.4	0.3	0.4	0.1
	Mar 2011	1.3	1.7	0.4	0.2	0.4	0.1
	Apr 2011	1.2	1.6	0.4	0.2	0.4	0.1
	May 2011	1.4	1.8	0.4	0.1	0.4	0.1
	Jun 2011	1.7	1.9	0.4	0.2	0.3	0.1
	Jul 2011	1.4	2.0	0.4	0.2	0.3	0.1
	Aug 2011	1.1	2.1	0.5	0.2	0.2	0.1
	Sep 2011	1.5	2.1	0.6	0.2	0.2	0.1
	Oct 2011	1.6	2.0	0.6	0.2	0.2	0.1
	Nov 2011	1.6	2.1	0.6	0.2	0.2	0.1
	Dec 2011	1.4	2.1	0.5	0.3	0.2	0.1
Present	Week 51	1.4	2.1	0.4	0.2	0.2	0.1
	Week 52	1.7	1.9	0.3	0.3	0.1	0.1
	Week 1	2.0	2.2	0.6	0.3	0.1	0.1
	Week 2	2.1	1.9	0.7	0.2	0.3	0.1
	Week 3	2.0	1.8	0.6	0.2	0.1	0.1

Cable channels' ratings on different target groups

Channel Target Daypart	Cool	Film+	Reflektor	Prizma	Sorozat +	Film+2	Muzsika TV	
	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	18-49 02:00-25:59	
Past	Jan 2011	0.7	0.9	0.0	0.1	0.1	0.0	0.1
	Feb 2011	0.7	0.8	0.0	0.1	0.1	0.0	0.1
	Mar 2011	0.7	0.8	0.0	0.1	0.1	0.0	0.1
	Apr 2011	0.7	0.8	0.0	0.1	0.1	0.0	0.1
	May 2011	0.7	0.7	0.0	0.1	0.1	0.0	0.0
	Jun 2011	0.7	0.7	0.0	0.1	0.1	0.0	0.1
	Jul 2011	0.8	0.6	0.0	0.1	0.1	0.0	0.1
	Aug 2011	0.8	0.7	0.0	0.1	0.1	0.0	0.1
	Sep 2011	0.7	0.6	0.0	0.1	0.1	0.0	0.0
	Oct 2011	0.8	0.7	0.0	0.1	0.1	0.0	0.0
	Nov 2011	0.8	0.9	0.0	0.1	0.1	0.0	0.0
	Dec 2011	0.9	0.8	0.0	0.1	0.1	0.0	0.1
Present	Week 51	0.9	0.9	0.0	0.1	0.1	0.1	0.1
	Week 52	1.1	0.9	0.0	0.1	0.1	0.0	0.1
	Week 1	1.1	0.9	0.0	0.1	0.1	0.0	0.1
	Week 2	1.1	0.9	0.0	0.1	0.1	0.0	0.1
	Week 3	1.1	0.9	0.0	0.1	0.1	0.0	0.0

Cable channels' ratings on different target groups

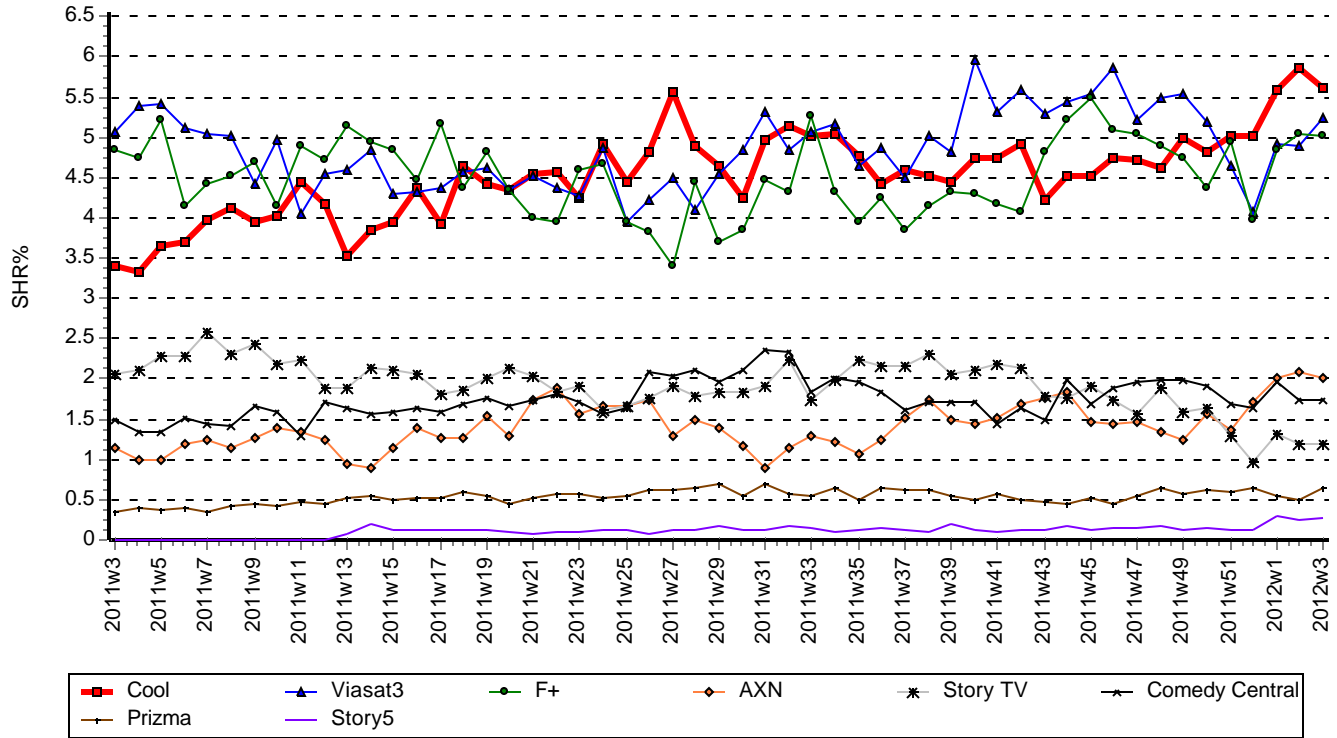
Channel Target Daypart	AXN	Discovery	Life N.	Ozone N.	Sport Klub	DoQ	F&H
	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 Males 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Feb 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Mar 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Apr 2011	0.2	0.3	0.1	0.0	0.1	0.0
	May 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Jun 2011	0.3	0.3	0.1	0.0	0.0	0.0
	Jul 2011	0.2	0.3	0.1	0.0	0.0	0.0
	Aug 2011	0.2	0.3	0.1	0.0	0.0	0.0
	Sep 2011	0.2	0.3	0.1	0.0	0.0	0.0
	Oct 2011	0.3	0.3	0.1	0.0	0.0	0.0
	Nov 2011	0.3	0.4	0.1	0.0	0.0	0.0
	Dec 2011	0.3	0.4	0.1	0.0	0.0	0.0
Present	Week 51	0.2	0.4	0.1	0.0	0.0	0.0
	Week 52	0.4	0.4	0.1	0.1	0.0	0.0
	Week 1	0.4	0.4	0.1	0.1	0.0	0.0
	Week 2	0.4	0.4	0.1	0.0	0.0	0.0
	Week 3	0.4	0.3	0.1	0.0	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	5.6	5.8	5.5	5.1	5.9	105	117	94	88	81
Viasat3	5.2	5.9	4.4	4.9	4.6	108	132	84	94	70
F+	5.0	4.1	6.0	4.6	3.4	113	100	125	95	57
AXN	2.0	2.1	1.9	1.6	1.1	109	122	96	80	45
Story TV	1.2	1.4	0.9	1.0	1.0	69	88	50	54	42
Comedy Centra	1.7	1.3	2.3	2.3	3.7	142	112	173	174	219
Prizma	0.6	0.5	0.8	0.6	0.5	106	97	115	89	67
Story5	0.3	0.3	0.2	0.3	0.1	65	83	48	61	20

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+)
A szallito	Cool	20-01-12	Fri	21:17	22:54	227,123	5.3	12.7	124
Csi	Viasat3	22-01-12	Sun	20:05	20:51	171,776	4.0	7.5	95
Terminator 3. - a gepek lazadasa	F+	22-01-12	Sun	21:00	22:54	170,123	4.0	8.4	138
Penge	Cool	21-01-12	Sat	21:00	23:09	169,241	4.0	8.9	142
Ket pasi - meg egy kicsi	Viasat3	16-01-12	Mon	20:46	21:09	164,913	3.9	8.3	135

Cool - weekly TOP 10

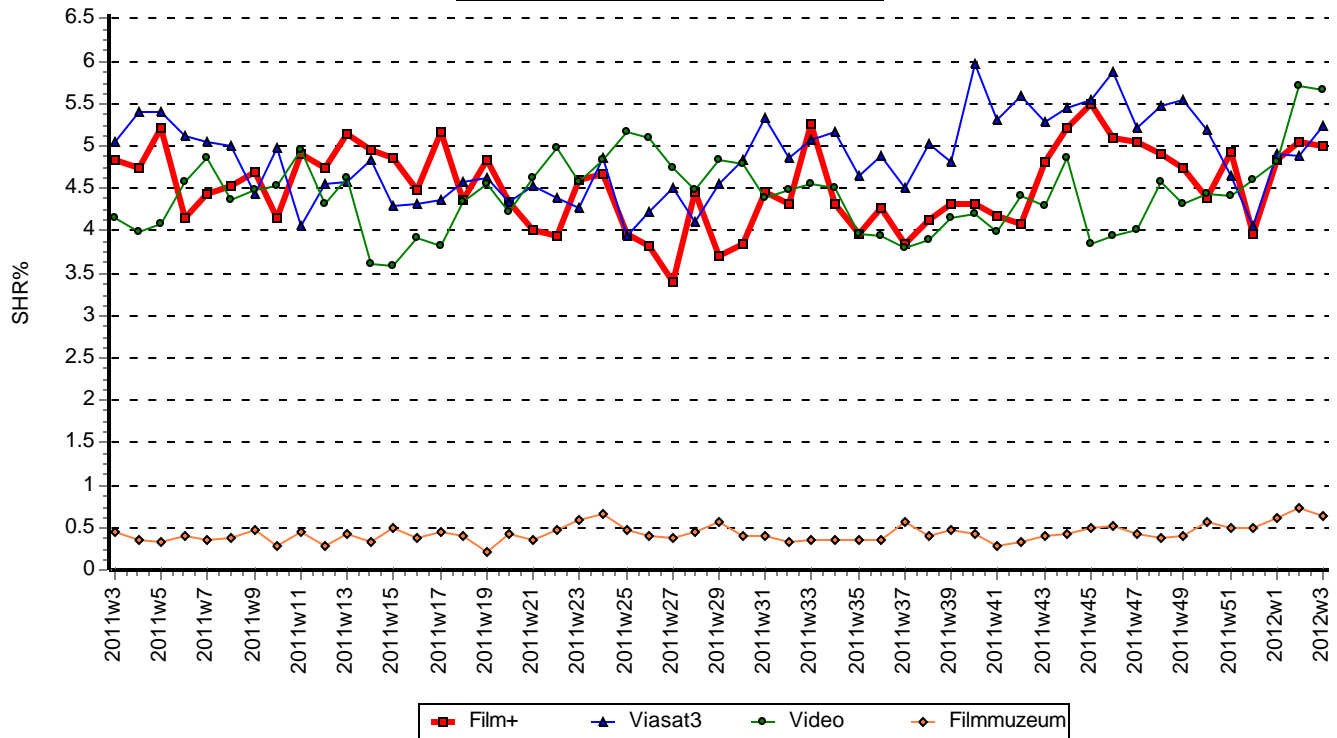
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A szallito	Cool	20-01-12	Fri	21:17	22:54	227,123	5.3	12.7	124
Penge	Cool	21-01-12	Sat	21:00	23:09	169,241	4.0	8.9	142
Dr. csont	Cool	18-01-12	Wed	21:15	22:08	161,271	3.8	8.2	118
Rendorakademia 2.	Cool	21-01-12	Sat	19:20	20:55	150,506	3.5	7.7	111
A mentalista	Cool	16-01-12	Mon	20:20	21:11	150,414	3.5	7.6	112
Castle	Cool	18-01-12	Wed	20:20	21:14	129,236	3.0	6.3	106
A sziget	Cool	22-01-12	Sun	18:36	21:05	128,109	3.0	6.0	150
En es en meg az iren	Cool	22-01-12	Sun	16:26	18:29	127,766	3.0	8.0	148
Constantine - a demonvadasz	Cool	16-01-12	Mon	21:15	23:23	125,375	2.9	7.8	156
New york-i helyszinelok	Cool	17-01-12	Tue	22:10	23:04	111,038	2.6	7.7	97

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	4.2	6.0	4.1	4.6	113	92	125	100	95
Viasat3	5.2	5.8	4.4	5.9	4.9	108	116	84	132	94
Video	5.7	6.0	6.2	5.2	6.0	134	138	135	134	131
Filmmuzeum	0.6	0.6	0.7	0.6	0.5	104	89	102	106	78

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

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

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csi	Viasat3	22-01-12	Sun	20:05	20:51	171,776	4.0	7.5	95
Terminator 3. - a gepek lazadasa	F+	22-01-12	Sun	21:00	22:54	170,123	4.0	8.4	138
Ket pasi - meg egy kicsi	Viasat3	16-01-12	Mon	20:46	21:09	164,913	3.9	8.3	135
Kulonosen veszelyes	F+	16-01-12	Mon	20:59	22:44	141,373	3.3	7.7	124
Tuz a viz ala	F+	18-01-12	Wed	21:00	22:41	136,125	3.2	7.3	113

Film+ - weekly TOP 10
18-49

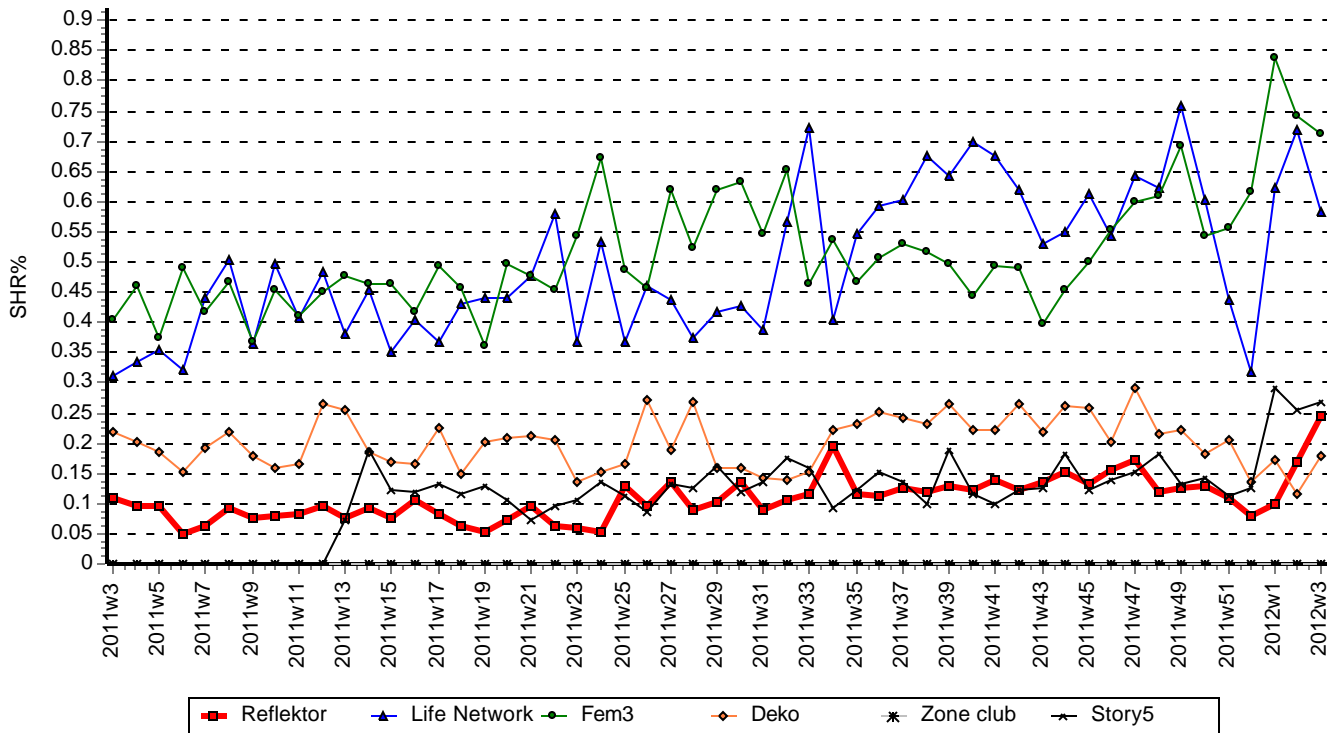
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Terminator 3. - a gepek lazadasa	F+	22-01-12	Sun	21:00	22:54	170,123	4.0	8.4	138
Kulonosen veszelyes	F+	16-01-12	Mon	20:59	22:44	141,373	3.3	7.7	124
Tuz a viz ala	F+	18-01-12	Wed	21:00	22:41	136,125	3.2	7.3	113
Vegitelet	F+	17-01-12	Tue	21:00	22:58	121,125	2.8	7.0	113
Tul mindenen	F+	20-01-12	Fri	21:00	23:01	113,907	2.7	6.4	104
War	F+	20-01-12	Fri	23:05	24:55	113,789	2.7	12.4	120
Tancolo talpak	F+	22-01-12	Sun	12:02	13:53	99,834	2.3	10.6	129
Buliszerviz	F+	18-01-12	Wed	22:45	24:21	91,854	2.2	9.7	115
Bridget jones naploja	F+	21-01-12	Sat	21:00	22:45	88,152	2.1	4.5	139
Matrix - forradalmak	F+	19-01-12	Thu	21:00	23:16	88,086	2.1	5.4	140

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	0.3	0.2	0.3	0.3	84	114	54	117	117
Life Network	0.6	0.7	0.5	0.5	0.6	111	141	80	121	133
Fem3	0.7	0.9	0.5	0.9	0.7	103	137	68	148	129
Deko	0.2	0.2	0.1	0.2	0.2	114	152	77	153	152
Zone club	0.0	0.0	0.0	0.0	0.0	0	0	0	0	0
Story5	0.3	0.3	0.2	0.3	0.3	65	83	48	82	76

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



Weekly TOP 5 - Reflektor and its competitors

18-49

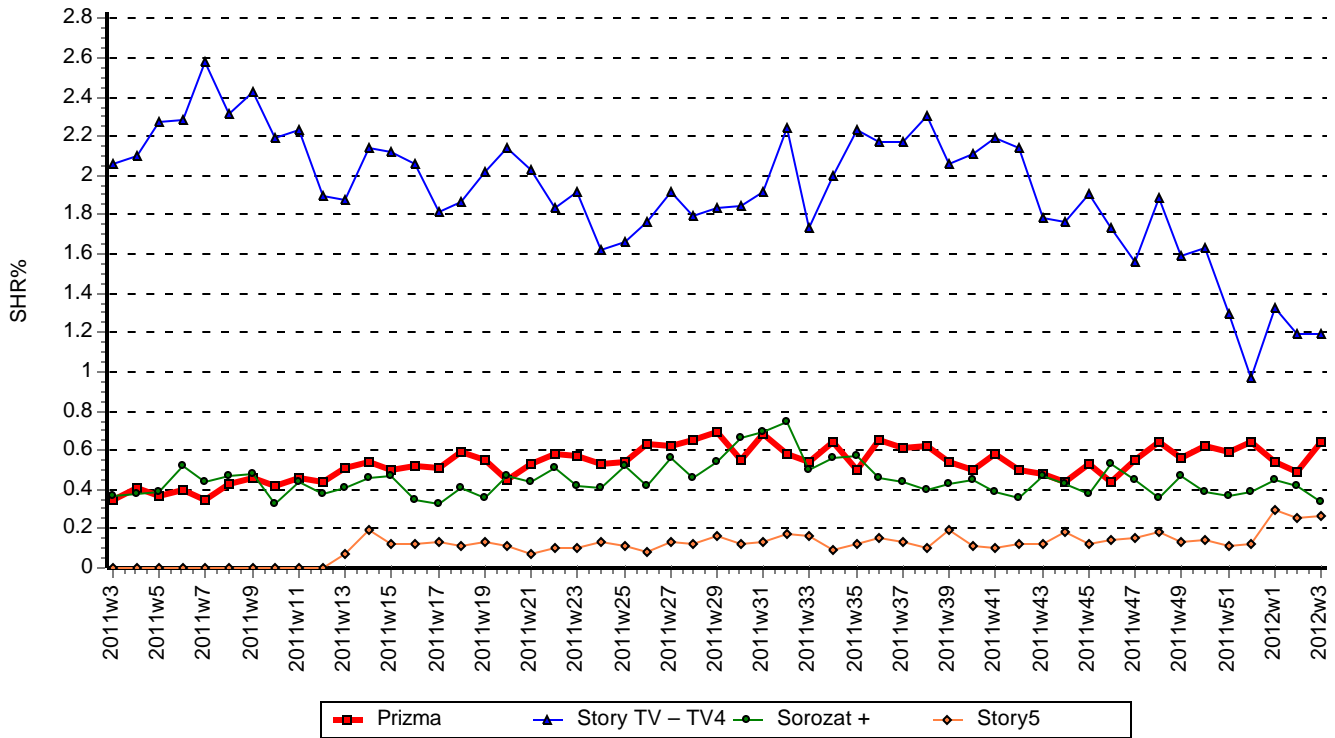
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hal a tortan	Fem3	18-01-12	Wed	17:23	17:50	35,958	0.8	3.3	169
Seherezade	Fem3	22-01-12	Sun	13:49	14:39	32,685	0.8	3.0	125
A lanc	Fem3	18-01-12	Wed	21:03	23:06	31,189	0.7	1.8	124
Cloverfield	Fem3	22-01-12	Sun	21:07	22:38	30,274	0.7	1.5	181
A sakal arnyeka	Fem3	20-01-12	Fri	21:01	23:06	26,959	0.6	1.5	96

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	0.6	0.5	0.8	0.6	0.6	106	97	115	113	89
Story TV – TV4	1.2	1.4	0.9	1.4	1.0	69	88	50	93	54
Sorozat +	0.3	0.4	0.2	0.5	0.2	49	69	30	77	31
Story5	0.3	0.3	0.2	0.3	0.3	65	83	48	82	61

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



Weekly TOP 5 - Prizma and its competitors

18-49

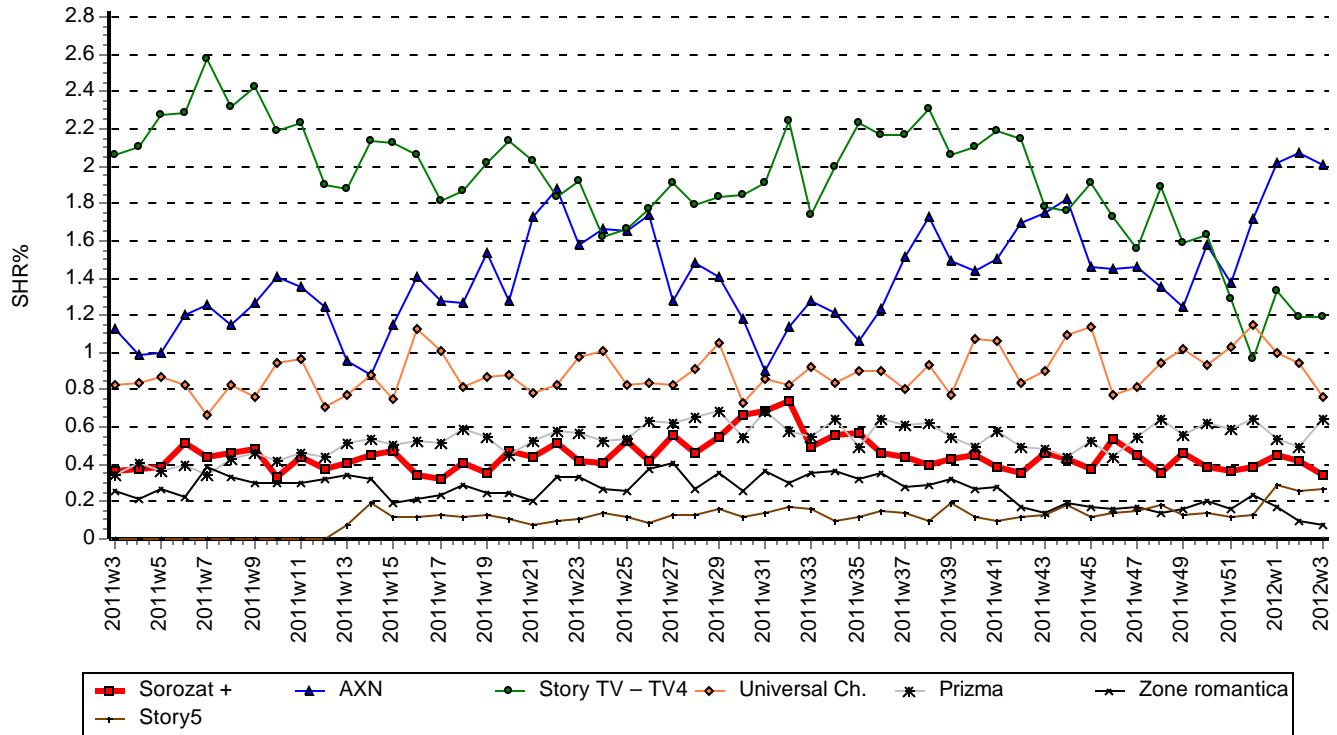
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Jakob rabbi kalandjai	Story4	22-01-12	Sun	18:42	20:26	42,882	1.0	2.1	100
Buszkeseg es balitelet	Story4	17-01-12	Tue	19:30	20:30	34,632	0.8	1.8	85
Marakodok	Story4	21-01-12	Sat	18:42	20:30	30,507	0.7	1.6	96
Dallas	Story4	22-01-12	Sun	10:40	11:38	29,734	0.7	3.3	78
Szuletett felesgek	Story4	20-01-12	Fri	21:37	22:32	29,494	0.7	1.6	150

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 +	0.3	0.4	0.2	0.5	0.3	49	69	30	77	42
AXN	2.0	2.1	1.9	2.1	1.8	109	122	96	133	102
Story TV – TV4	1.2	1.4	0.9	1.4	1.3	69	88	50	93	77
Universal Ch.	0.8	1.0	0.5	0.8	0.6	89	122	55	113	67
Prizma	0.6	0.5	0.8	0.6	0.5	106	97	115	113	76
Zone romantica	0.1	0.1	0.0	0.1	0.1	21	33	8	28	37
Story5	0.3	0.3	0.2	0.3	0.4	65	83	48	82	89

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

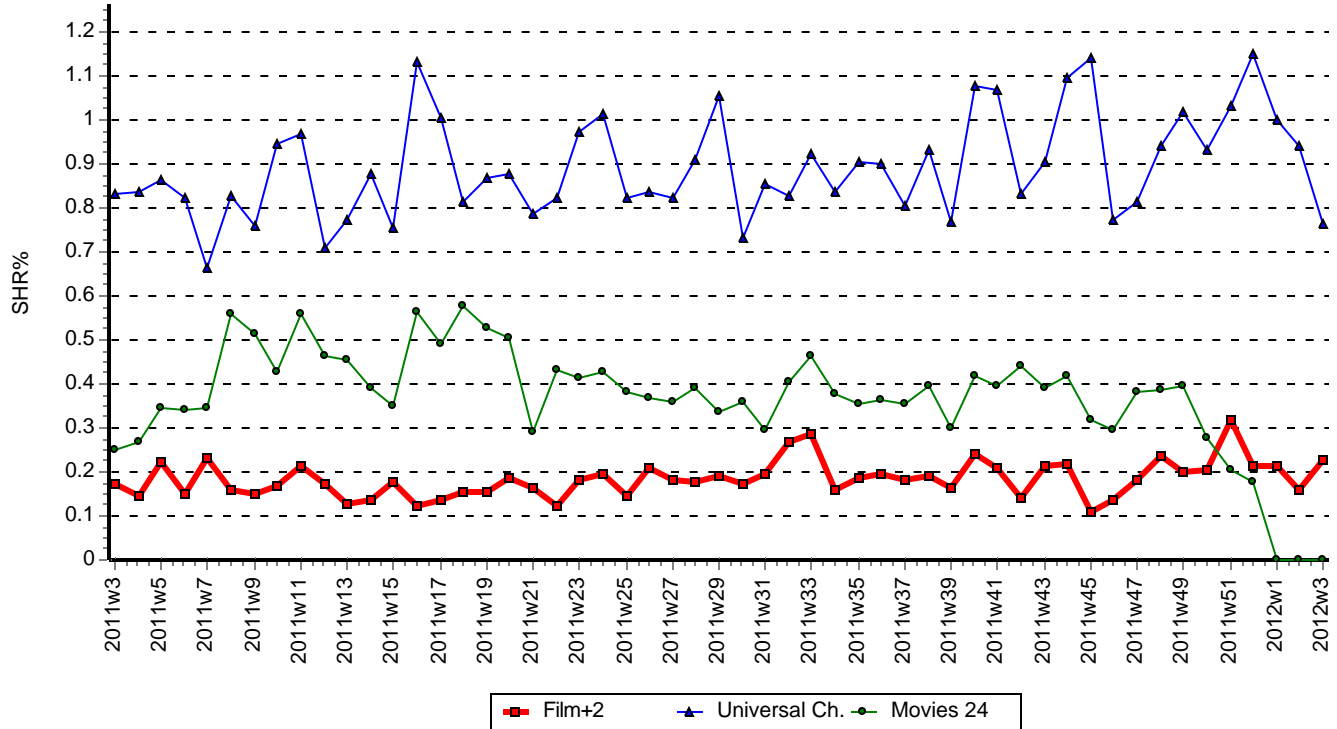
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	18-01-12	Wed	21:00	21:51	84,434	2.0	4.2	128
New york-i helyszínelok	AXN	21-01-12	Sat	23:00	23:51	59,865	1.4	4.6	111
Ncis - tengerészeti helyszínelok	AXN	17-01-12	Tue	22:00	22:51	55,890	1.3	3.6	103
Ncis: los angeles	AXN	19-01-12	Thu	22:10	23:00	55,286	1.3	3.8	120
Zoom	AXN	19-01-12	Thu	21:54	22:10	44,429	1.0	2.5	128

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	0.3	0.2	0.3	0.2	103	126	80	144	67
Universal Ch.	0.8	1.0	0.5	0.8	0.4	89	122	55	113	46
Movies 24	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 - Film+2 and its competitors

18-49

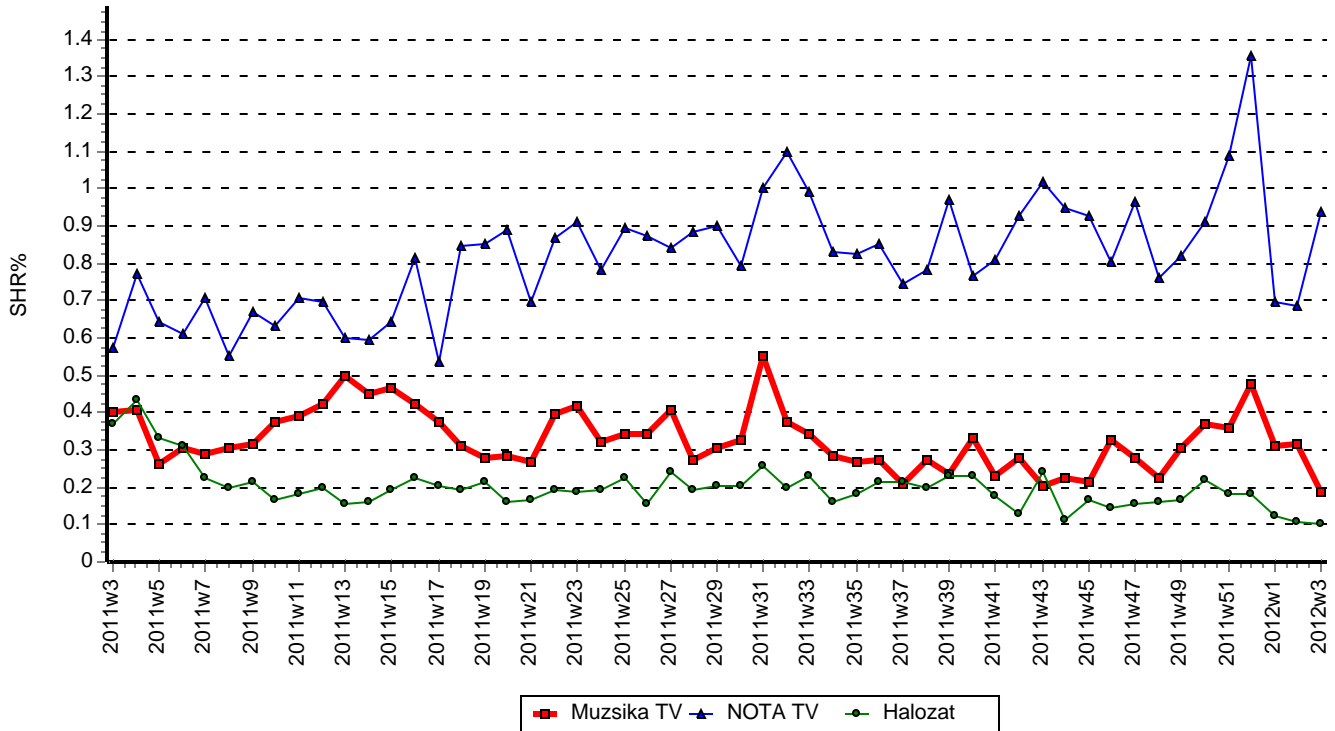
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Monk - a flugos nyomozo	Universal Ch.	21-01-12	Sat	19:00	19:53	30,486	0.7	1.7	131
Kisvarosi gyilkossagok	Universal Ch.	18-01-12	Wed	16:21	18:15	22,405	0.5	2.2	118
Luxusdoki	Universal Ch.	21-01-12	Sat	19:59	20:54	19,860	0.5	1.0	109
Ujra a gimiben	Universal Ch.	21-01-12	Sat	21:00	22:51	19,486	0.5	1.0	96
Psych - dilis detektivek	Universal Ch.	22-01-12	Sun	09:00	09:55	18,111	0.4	2.2	155

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+	
Muzsika TV	0.2	0.2	0.1	0.2	0.4	42	60	24	58	109	
NOTA TV	0.9	1.1	0.7	1.0	1.3	63	82	44	83	114	
Halozat	0.1	0.1	0.1	0.1	0.2	42	57	28	55	113	

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



Weekly TOP 5 - Muzsika and its competitors

18-49

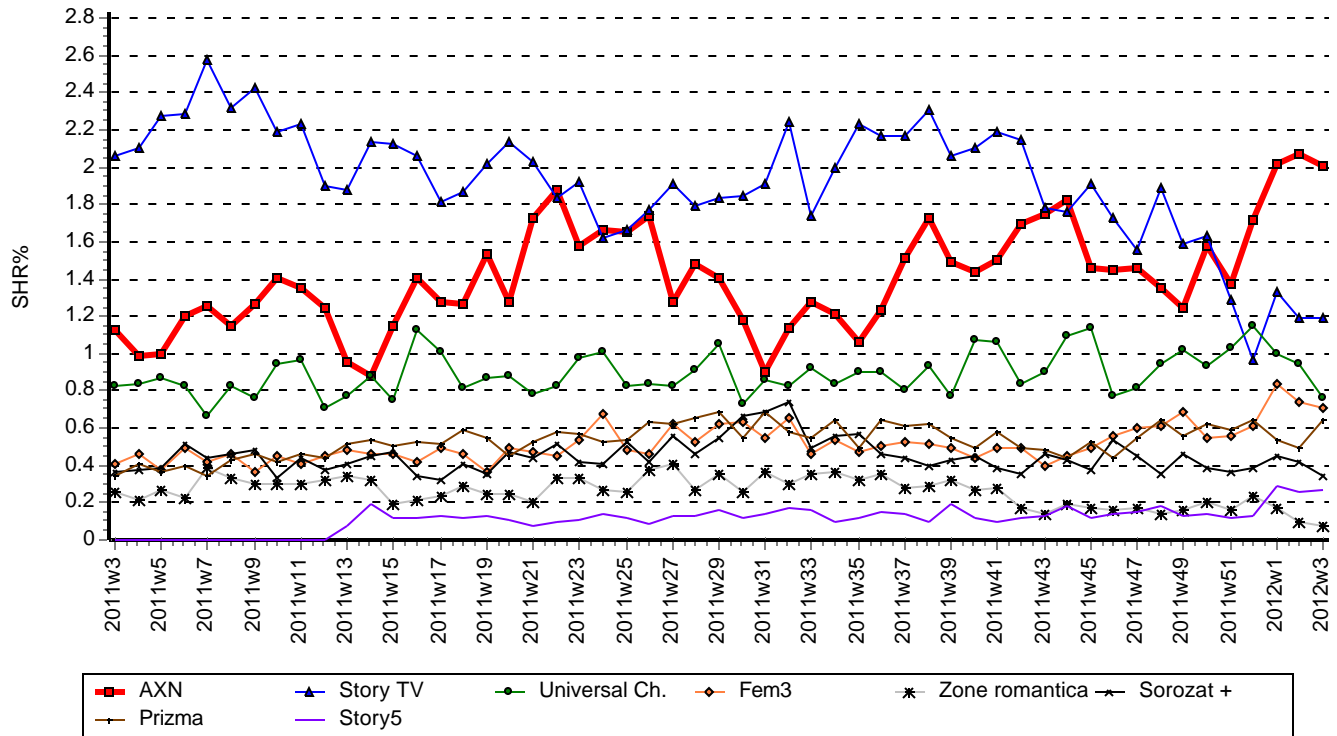
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Orszaguti bunyos	Halozat	22-01-12	Sun	21:04	22:35	10,723	0.3	0.5	46
A felszemu jack	Halozat	20-01-12	Fri	21:02	23:34	9,054	0.2	0.5	48
A ferfi aki a ritz-ben lakott	Halozat	16-01-12	Mon	21:08	22:52	8,199	0.2	0.5	55
Hirhalo	Halozat	16-01-12	Mon	20:37	20:57	7,682	0.2	0.4	72
Slagermix attilaval	Halozat	22-01-12	Sun	13:57	14:59	6,741	0.2	0.6	120

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	8-49 Female	18-49 Males	18-39	18-49	18-49 urban	8-49 Female	18-49 Males	18-39
AXN	2.0	2.3	2.1	1.9	1.6	109	123	122	96	80
Story TV	1.2	1.1	1.4	0.9	1.0	69	59	88	50	54
Universal Ch.	0.8	1.0	1.0	0.5	0.4	89	107	122	55	46
Fem3	0.7	0.6	0.9	0.5	0.7	103	87	137	68	87
Zone romantica:	0.1	0.1	0.1	0.0	0.1	21	17	33	8	21
Sorozat +	0.3	0.4	0.4	0.2	0.2	49	56	69	30	31
Prizma	0.6	0.8	0.5	0.8	0.6	106	128	97	115	89
Story5	0.3	0.1	0.3	0.2	0.3	65	35	83	48	61

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	18-01-12	Wed	21:00	21:51	84,434	2.0	4.2	128
New york-i helyszinelok	AXN	21-01-12	Sat	23:00	23:51	59,865	1.4	4.6	111
Ncis - tengereszeti helyszinelok	AXN	17-01-12	Tue	22:00	22:51	55,890	1.3	3.6	103
Ncis: los angeles	AXN	19-01-12	Thu	22:10	23:00	55,286	1.3	3.8	120
Zoom	AXN	19-01-12	Thu	21:54	22:10	44,429	1.0	2.5	128

AXN - weekly TOP 10

18-49

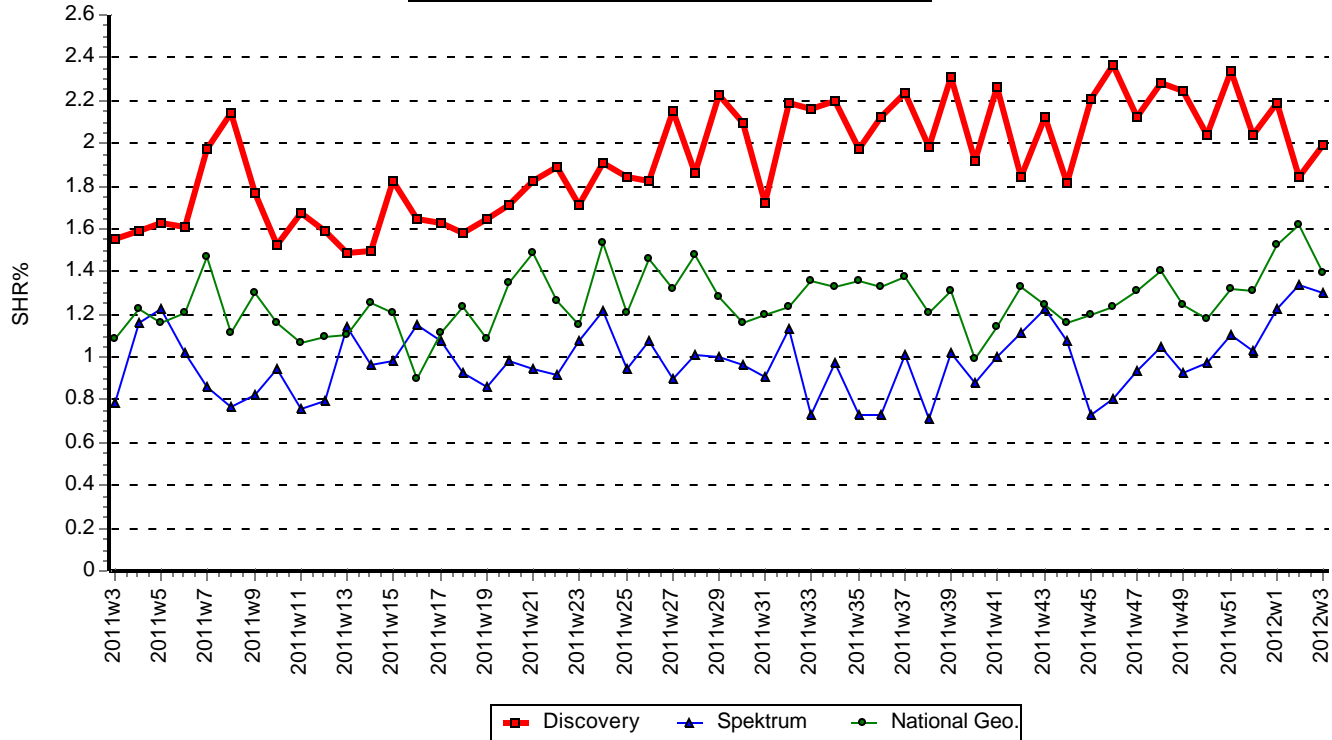
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	18-01-12	Wed	21:00	21:51	84,434	2.0	4.2	128
New york-i helyszinelok	AXN	21-01-12	Sat	23:00	23:51	59,865	1.4	4.6	111
Ncis - tengereszeti helyszinelok	AXN	17-01-12	Tue	22:00	22:51	55,890	1.3	3.6	103
Ncis: los angeles	AXN	19-01-12	Thu	22:10	23:00	55,286	1.3	3.8	120
Zoom	AXN	19-01-12	Thu	21:54	22:10	44,429	1.0	2.5	128
Fallen - letaszitva	AXN	20-01-12	Fri	21:00	22:34	34,349	0.8	1.9	135
Doktor house	AXN	16-01-12	Mon	22:00	23:00	34,135	0.8	2.2	155
Gyilkos elmek - alapos gyanu	AXN	18-01-12	Wed	23:00	23:55	32,050	0.8	3.3	121
A katedralis	AXN	21-01-12	Sat	24:00	25:01	30,748	0.7	3.7	141
Rush - a hajszja	AXN	17-01-12	Tue	19:00	19:55	28,727	0.7	1.7	92

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	2.0	3.1	2.7	1.0	1.8	144	199	189	85	133
Spektrum	1.3	1.3	1.4	0.8	1.2	135	116	139	95	132
National Geo.	1.4	1.6	1.5	0.7	1.2	139	139	143	82	122

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+)
Ujjaepitok	Discovery	22-01-12	Sun	22:00	22:56	37,651	1.4	3.3	192
Hogyan keszult?	Discovery	18-01-12	Wed	20:00	20:25	35,223	1.3	3.0	224
Autokereskedok	Discovery	22-01-12	Sun	21:00	21:55	33,647	1.2	2.3	240
Hogyan csinajlak?	Discovery	22-01-12	Sun	11:00	11:56	33,235	1.2	5.4	196
Amerikai hot rodok	Discovery	20-01-12	Fri	23:01	23:54	29,212	1.1	4.3	211

Discovery Channel - weekly TOP 10

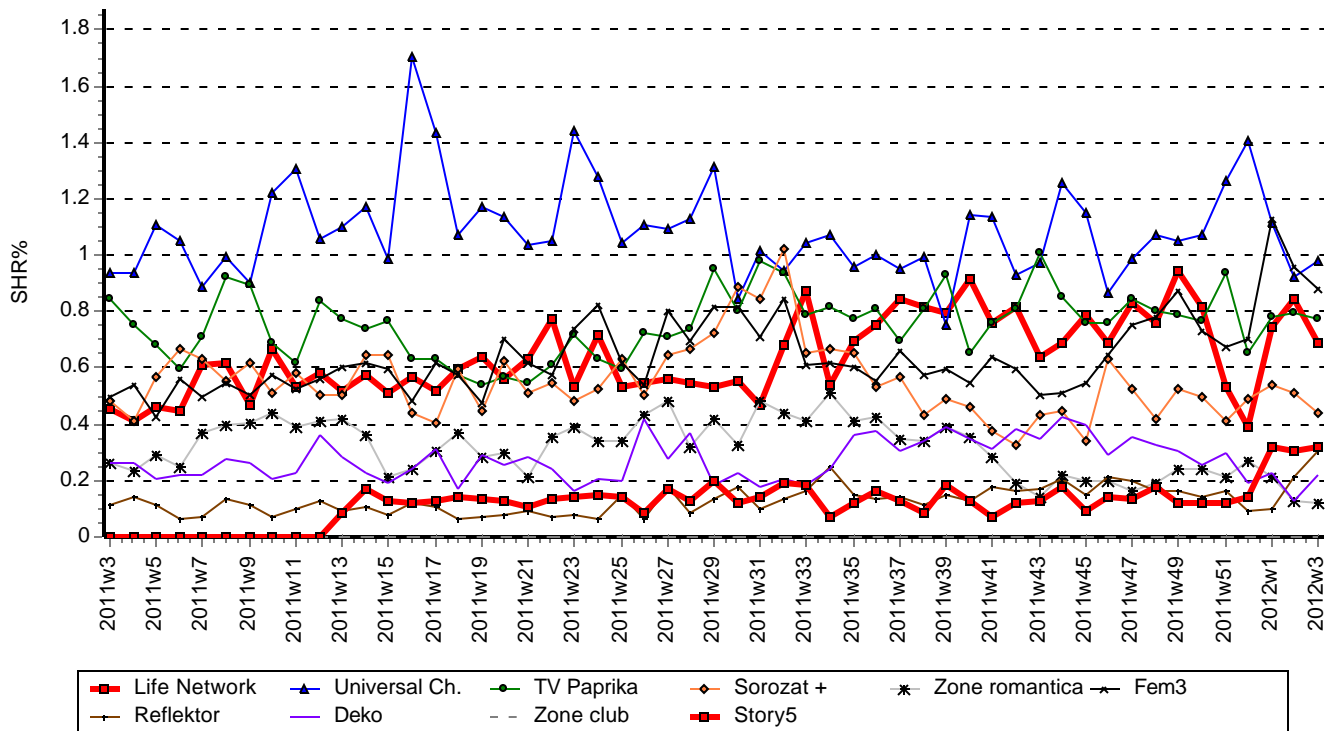
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ujjaepitok	Discovery	22-01-12	Sun	22:00	22:56	37,651	1.4	3.3	192
Hogyan keszult?	Discovery	18-01-12	Wed	20:00	20:25	35,223	1.3	3.0	224
Autokereskedok	Discovery	22-01-12	Sun	21:00	21:55	33,647	1.2	2.3	240
Hogyan csinajlak?	Discovery	22-01-12	Sun	11:00	11:56	33,235	1.2	5.4	196
Amerikai hot rodok	Discovery	20-01-12	Fri	23:01	23:54	29,212	1.1	4.3	211
Otodik sebesseg	Discovery	22-01-12	Sun	09:00	09:26	29,088	1.1	5.5	179
Gigaszi epitmenyek	Discovery	19-01-12	Thu	16:01	16:56	24,975	0.9	5.3	228
Aranylaz alaszokban	Discovery	19-01-12	Thu	22:02	22:57	22,108	0.8	2.3	200
Licitvadaszok	Discovery	21-01-12	Sat	22:00	22:24	21,553	0.8	1.8	210
Autokereskedok uton	Discovery	22-01-12	Sun	12:30	12:56	21,509	0.8	3.9	171

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
Life Network	0.6	0.7	0.5	0.5	0.7	111	141	80	121	133
Universal Ch.	0.8	1.0	0.5	0.8	0.6	89	122	55	113	67
TV Paprika	0.6	0.8	0.4	0.7	0.6	102	147	58	151	107
Sorozat +	0.3	0.4	0.2	0.5	0.3	49	69	30	77	42
Zone romantica:	0.1	0.1	0.0	0.1	0.1	21	33	8	28	37
Fem3	0.7	0.9	0.5	0.9	0.8	103	137	68	148	117
Reflektor	0.2	0.3	0.2	0.3	0.3	84	114	54	117	97
Deko	0.2	0.2	0.1	0.2	0.2	114	152	77	153	155
Zone club	0.0	0.0	0.0	0.0	0.0	0	0	0	0	0
Story5	0.3	0.3	0.2	0.3	0.4	65	83	48	82	89

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	18-01-12	Wed	17:23	17:50	23,541	1.1	3.9	222
Seherezade	Fem3	22-01-12	Sun	14:44	15:32	22,855	1.1	3.5	217
Monk - a flugos nyomozo	Universal Ch.	21-01-12	Sat	19:00	19:53	18,981	0.9	1.9	164
Joban rosszban	Fem3	19-01-12	Thu	16:38	17:02	17,923	0.8	3.5	304
A lanc	Fem3	18-01-12	Wed	21:03	23:06	16,394	0.8	1.8	131

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Halalbiztos diagnózis	Life Netwc	21-01-12	Sat	12:04	12:52	12,458	0.6	3.2	194
Segítsegi! nonek a hatos ikrek!	Life Netwc	18-01-12	Wed	13:00	13:49	12,299	0.6	3.9	335
Rejtelyes igazságok	Life Netwc	19-01-12	Thu	20:00	20:49	11,887	0.6	1.1	144
Szuloszoba	Life Netwc	16-01-12	Mon	13:30	13:54	10,065	0.5	3.3	299
Kultursokk	Life Netwc	22-01-12	Sun	23:00	23:51	9,897	0.5	1.9	162
Kajafuggo tipegok	Life Netwc	22-01-12	Sun	19:15	20:02	9,742	0.5	0.9	214
Csak a testem mas	Life Netwc	21-01-12	Sat	21:00	21:53	9,511	0.4	0.9	153
Angyali erintes	Life Netwc	22-01-12	Sun	11:15	12:03	9,475	0.4	1.9	260
Amirol a veszhelyzetben sem be	Life Netwc	22-01-12	Sun	17:34	18:22	8,975	0.4	1.0	232
Alvajarok - almatlanok klinikaja	Life Netwc	22-01-12	Sun	14:45	15:14	8,814	0.4	1.4	245

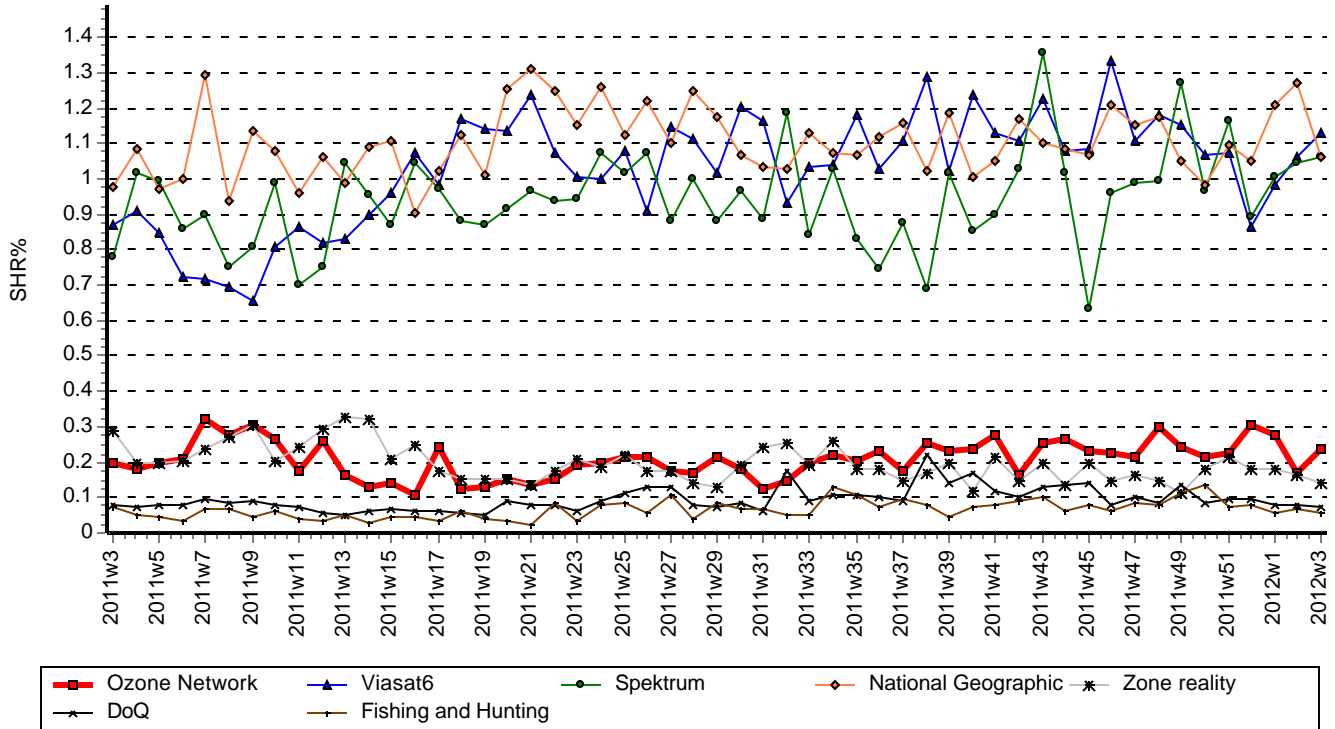
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.3	0.2	0.2	85	81	89	87	59
Viasat6	1.1	1.0	1.3	0.9	1.2	121	113	129	115	106
Spektrum	1.1	0.8	1.4	1.1	1.3	117	95	139	145	116
National Geogr	1.1	0.7	1.5	1.1	1.6	113	82	143	135	139
Zone reality	0.1	0.1	0.1	0.1	0.2	88	96	81	82	97
DoQ	0.1	0.1	0.1	0.1	0.1	82	89	75	124	72
Fishing and Hu	0.1	0.1	0.0	0.1	0.1	93	113	74	143	103

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+)
Vadallati nyomozas	National G	22-01-12	Sun	09:59	10:54	37,815	0.9	4.5	144
Quantum leap - az idoutazo	Viasat6	16-01-12	Mon	10:02	10:52	35,884	0.8	9.1	145
Szelsoseges vilagegyetem	National G	22-01-12	Sun	11:00	11:55	31,519	0.7	3.5	120
A simpson család	Viasat6	18-01-12	Wed	09:37	10:00	30,632	0.7	6.9	135
Csillagkapu	Viasat6	17-01-12	Tue	20:17	21:07	30,403	0.7	1.5	155

Ozone Network - weekly TOP 10

18-49

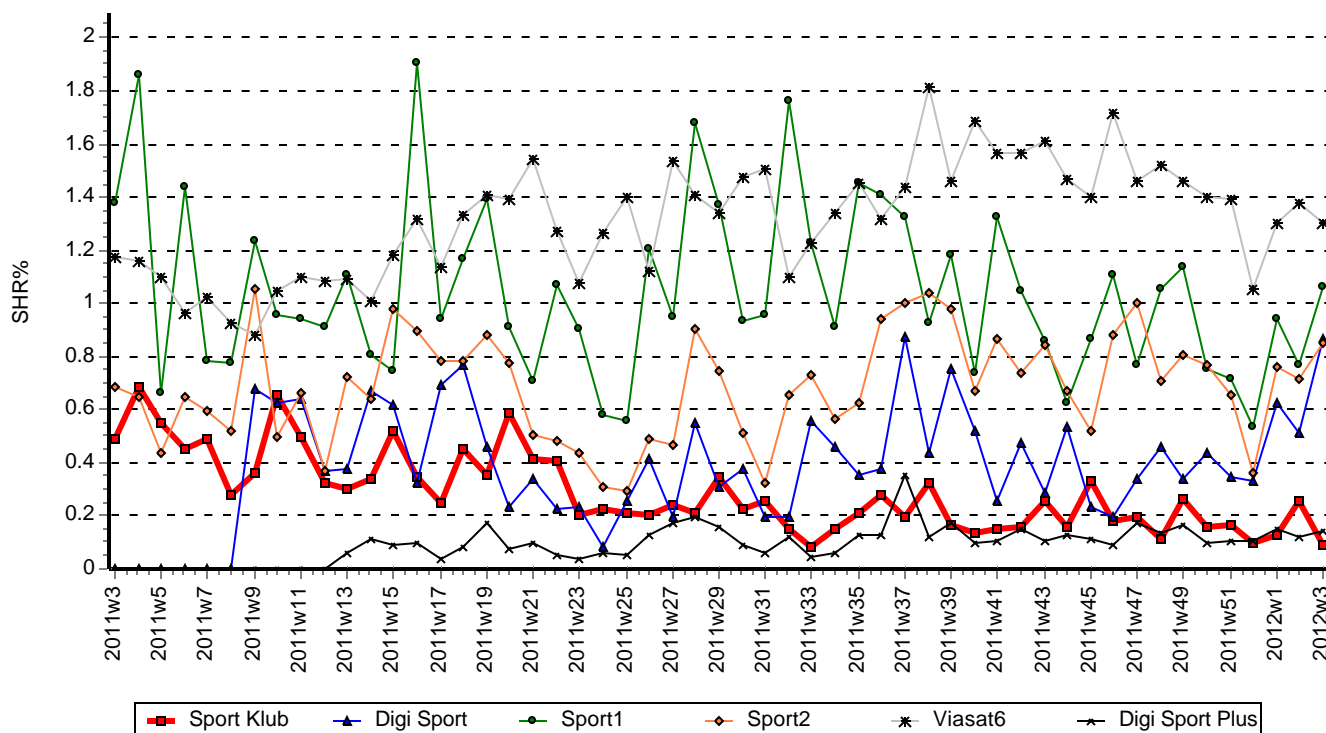
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Meteor	Ozone Ne	22-01-12	Sun	19:31	21:02	18,224	0.4	0.8	108
Mitol fazunk?	Ozone Ne	17-01-12	Tue	10:30	10:54	12,044	0.3	2.8	214
Torvenyes balnavadaszat	Ozone Ne	22-01-12	Sun	16:40	17:32	11,214	0.3	0.7	91
Menekules a vadonbol - ...	Ozone Ne	18-01-12	Wed	21:00	21:46	11,189	0.3	0.6	176
Pazarlas	Ozone Ne	19-01-12	Thu	08:30	08:51	8,283	0.2	2.0	211
A cunami igazi tuleloi	Ozone Ne	22-01-12	Sun	23:00	24:28	8,049	0.2	0.8	183
Egyenlito	Ozone Ne	18-01-12	Wed	22:00	22:56	7,341	0.2	0.5	123
Viharjelzes	Ozone Ne	20-01-12	Fri	24:59	25:22	7,328	0.2	1.4	216
Szivarvany hadmuvelet	Ozone Ne	22-01-12	Sun	13:59	15:24	7,292	0.2	0.6	204
Allatok akiket most latunk utoljara	Ozone Ne	22-01-12	Sun	11:15	12:07	7,060	0.2	0.8	85

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	0.1	0.1	0.2	0.1	0.1	80	90	145	83	68	
Digi Sport	0.9	1.1	0.8	0.6	0.5	196	216	182	137	120	
Sport1	1.1	1.2	1.4	0.9	0.7	106	108	151	94	77	
Sport2	0.9	1.1	0.9	0.8	0.6	157	176	182	154	111	
Viasat6	1.3	1.2	1.1	1.1	1.1	129	106	111	112	121	
Digi Sport Plus	0.1	0.2	0.2	0.1	0.1	159	176	191	124	93	

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+)
Labdarugo merkoztes - spanyol b	Digi Sport	18-01-12	Wed	21:57	23:53	44,926	2.1	7.1	208
Labdarugas - spanyol bajnoksag	Digi Sport	18-01-12	Wed	21:39	24:08	37,554	1.8	5.8	207
Studio	Digi Sport	18-01-12	Wed	22:53	23:03	36,267	1.7	6.0	216
Quantum leap - az idoutazo	Viasat6	16-01-12	Mon	10:02	10:52	21,603	1.0	11.8	173
A simpson család	Viasat6	18-01-12	Wed	09:37	10:00	19,025	0.9	8.6	167

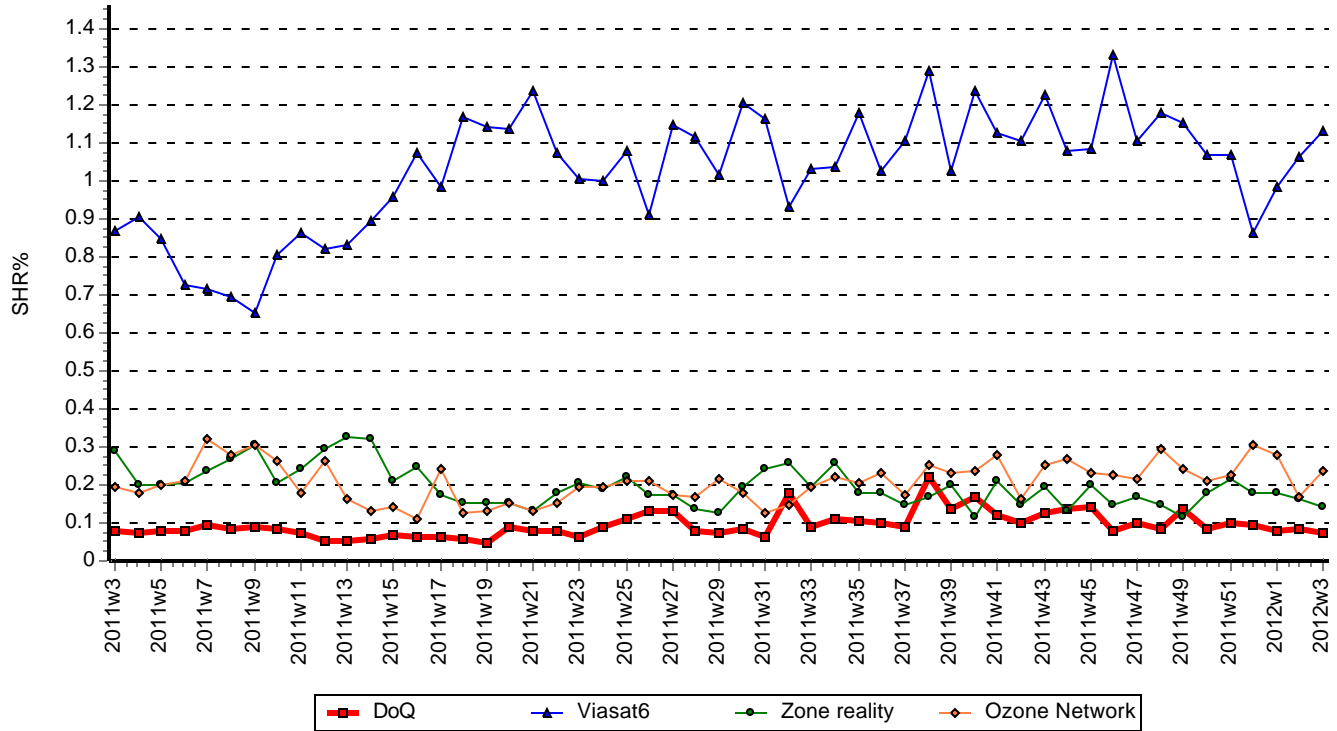
Toplists are filtered to only sport programs. Including multiple appearances.
At least 7 minutes long programmes. There is no program database for SportKlub.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	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	82	89	75	124	93
Viasat6	1.1	1.0	1.3	0.9	1.1	121	113	129	115	112
Zone reality	0.1	0.1	0.1	0.1	0.1	88	96	81	82	83
Ozone Networ	0.2	0.2	0.3	0.2	0.2	85	81	89	87	73

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



Weekly TOP 5 - DoQ and its competitors

18-49

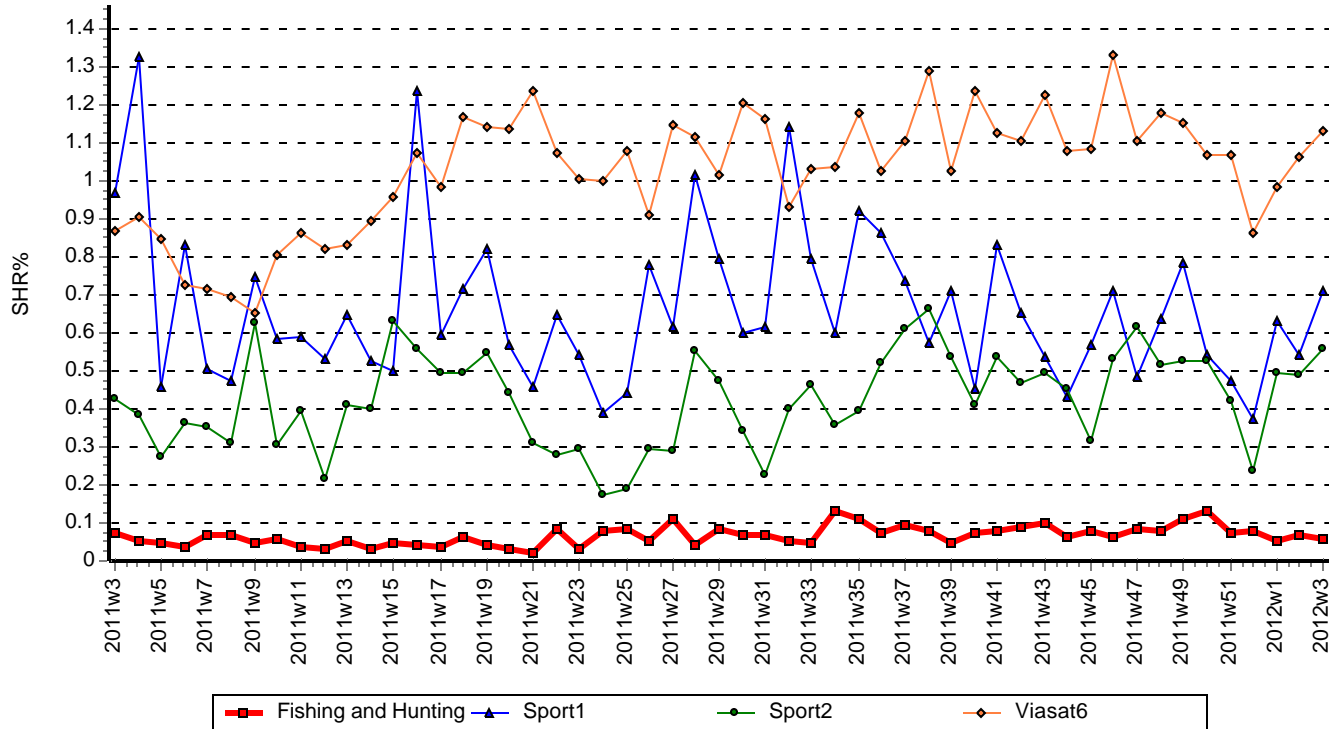
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Quantum leap - az idoutazo	Viasat6	16-01-12	Mon	10:02	10:52	35,884	0.8	9.1	145
A simpson család	Viasat6	18-01-12	Wed	09:37	10:00	30,632	0.7	6.9	135
Csillagkapu	Viasat6	17-01-12	Tue	20:17	21:07	30,403	0.7	1.5	155
Amcsi motorok	Viasat6	19-01-12	Thu	15:30	16:23	26,817	0.6	3.4	160
Ferjek gyongye	Viasat6	16-01-12	Mon	17:54	18:20	26,608	0.6	2.2	121

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	0.0	0.1	0.1	93	113	74	143	85
Sport1	0.7	0.4	1.1	0.6	1.1	77	48	106	71	112
Sport2	0.6	0.3	0.9	0.5	0.9	111	65	157	106	161
Viasat6	1.1	1.0	1.3	0.9	1.1	121	113	129	115	110

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+)
Quantum leap - az idoutazo	Viasat6	16-01-12	Mon	10:02	10:52	35,884	0.8	9.1	145
A simpson család	Viasat6	18-01-12	Wed	09:37	10:00	30,632	0.7	6.9	135
Csillagkapu	Viasat6	17-01-12	Tue	20:17	21:07	30,403	0.7	1.5	155
Amcsi motorok	Viasat6	19-01-12	Thu	15:30	16:23	26,817	0.6	3.4	160
Ferjek gyongye	Viasat6	16-01-12	Mon	17:54	18:20	26,608	0.6	2.2	121

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