

## Cable channels' audience shares on different target groups

| Channel Target Daypart | Cool                 | Film+                | Sport Klub                 | AXN                  | Discovery                   | Cartoon N.          | Animax               |     |
|------------------------|----------------------|----------------------|----------------------------|----------------------|-----------------------------|---------------------|----------------------|-----|
|                        | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49 Males<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49 ABC pp<br>02:00-25:59 | 4-14<br>06:00-20:59 | 15-24<br>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 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 |
|                        | Week 4               | 3.3                  | 4.8                        | 0.7                  | 1.0                         | 1.6                 | 5.2                  | 2.0 |

## 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<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>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 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                  |
|                        | Week 4                       | 0.4                  | 0.2                  | 0.4                  | 0.4                  | 0.1                  | 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 52  | 0.1                          | 0.1                              |
|                               | Week 1   | 0.1                          | 0.0                              |
|                               | Week 2   | 0.1                          | 0.1                              |
|                               | Week 3   | 0.1                          | 0.1                              |
|                               | Week 4   | 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 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                      |
|                        | Week 4   | 0.6                    | 0.9                     | 0.1                                | 0.2                   | 0.3                                | 1.1                         | 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<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>02:00-25:59 | 18-49<br>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 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                  |
|                        | Week 4                       | 0.1                  | 0.0                  | 0.1                  | 0.1                  | 0.0                  | 0.1                  |

## Cable channels' ratings on different target groups

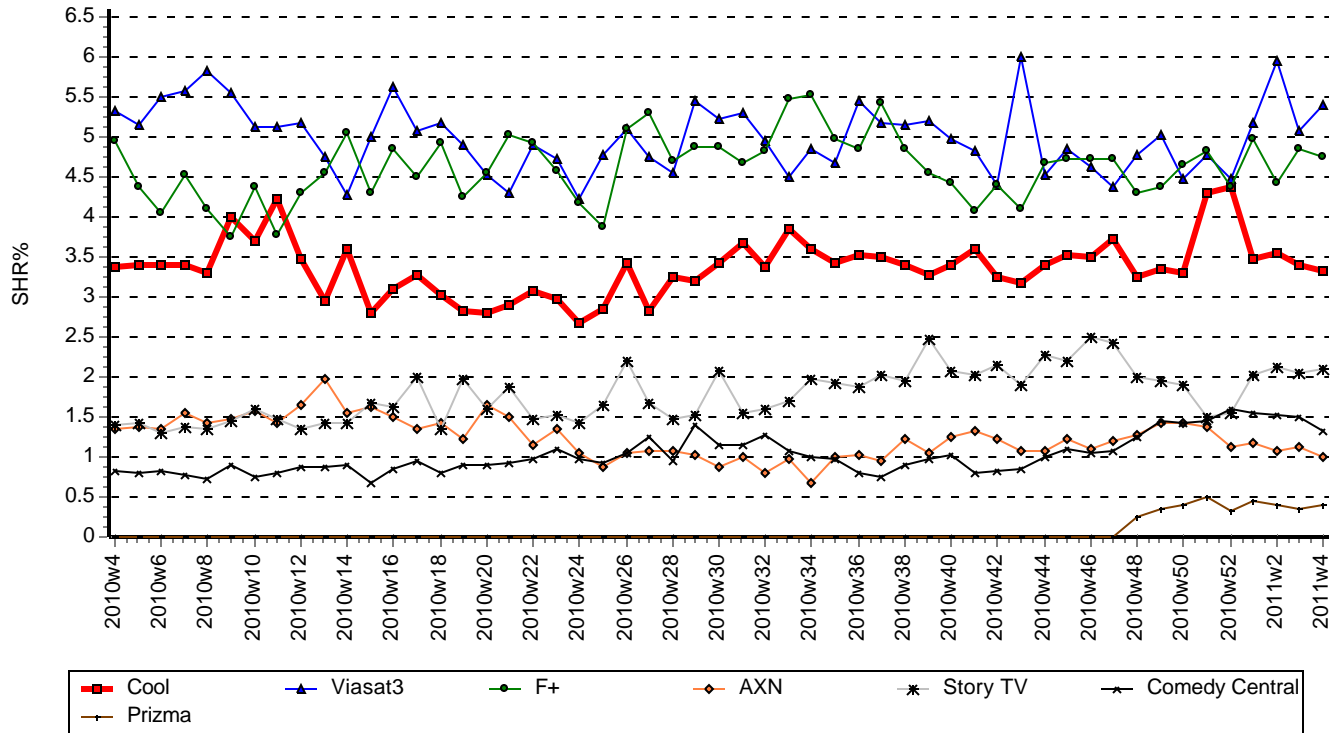
| <b>Channel Target Daypart</b> |          | <b>DoQ 18-49 02:00-25:59</b> | <b>F&amp;H 18-49 02:00-25:59</b> |
|-------------------------------|----------|------------------------------|----------------------------------|
| Past                          | Jan 2010 | 0.0                          | 0.0                              |
|                               | 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 52  | 0.0                          | 0.0                              |
|                               | Week 1   | 0.0                          | 0.0                              |
|                               | Week 2   | 0.0                          | 0.0                              |
|                               | Week 3   | 0.0                          | 0.0                              |
|                               | Week 4   | 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          | 3.3   | 3.5         | 3.2         | 3.1   | 3.3   | 93            | 102         | 85          | 80    | 74    |
| Viasat3       | 5.4   | 6.1         | 4.6         | 5.2   | 4.3   | 104           | 124         | 85          | 91    | 66    |
| F+            | 4.8   | 3.8         | 5.8         | 3.9   | 3.5   | 107           | 90          | 125         | 80    | 63    |
| AXN           | 1.0   | 1.1         | 0.9         | 0.9   | 0.6   | 87            | 99          | 76          | 70    | 43    |
| Story TV      | 2.1   | 2.8         | 1.4         | 1.9   | 1.9   | 75            | 104         | 47          | 60    | 54    |
| Comedy Centra | 1.3   | 0.9         | 1.8         | 1.7   | 2.7   | 140           | 96          | 183         | 164   | 223   |
| Prizma        | 0.4   | 0.3         | 0.5         | 0.4   | 0.4   | 118           | 106         | 128         | 116   | 83    |

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+) |
|-------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Rendorakademia          | F+      | 29-01-11 | Sat | 20:59      | 22:41    | 155,257  | 3.7   | 7.4   | 90            |
| Anna                    | Viasat3 | 30-01-11 | Sun | 15:59      | 18:11    | 149,271  | 3.5   | 10.1  | 88            |
| Miami helyszinelok      | Viasat3 | 27-01-11 | Thu | 21:30      | 22:21    | 144,978  | 3.4   | 8.3   | 79            |
| New york-i helyszinelok | Viasat3 | 27-01-11 | Thu | 22:25      | 23:18    | 142,227  | 3.4   | 10.7  | 92            |
| Kommando                | F+      | 30-01-11 | Sun | 21:09      | 22:48    | 142,012  | 3.4   | 7.3   | 98            |

Cool - weekly TOP 10

18-49

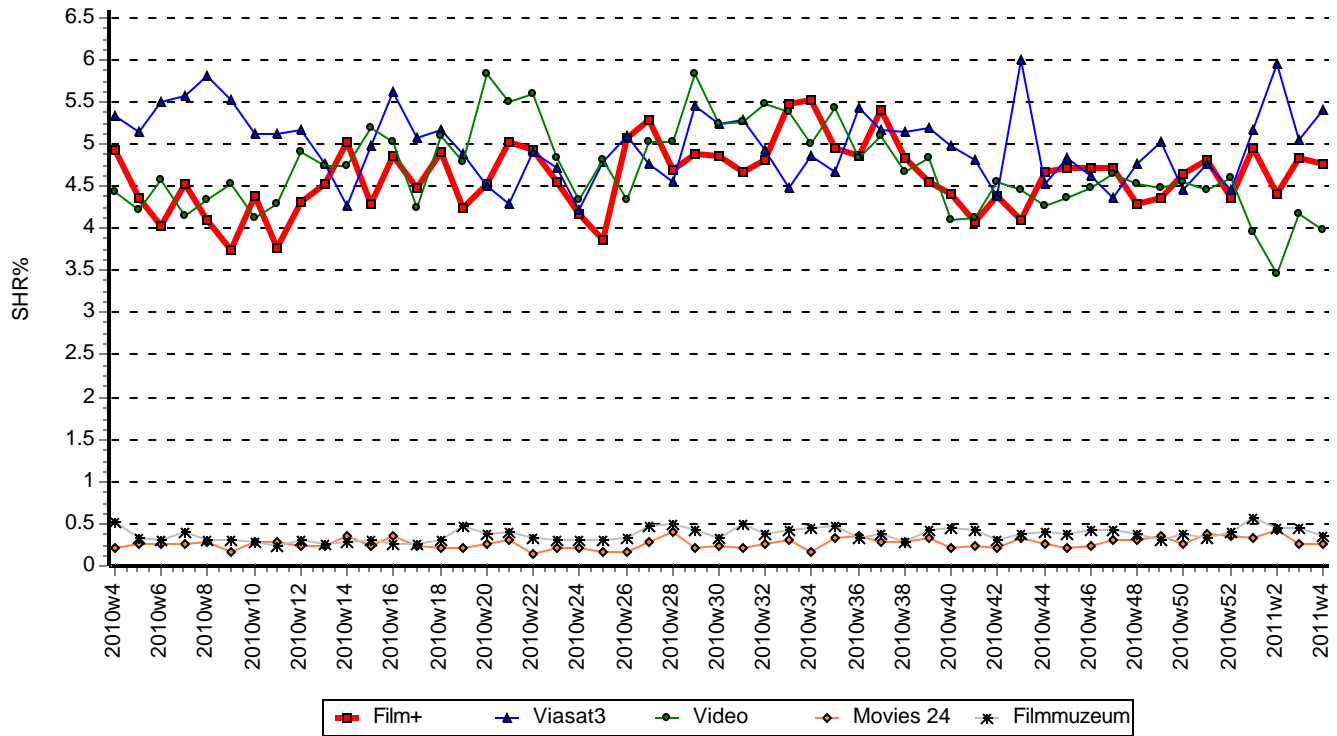
| Title                   | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Dr. csont               | Cool    | 25-01-11 | Tue | 21:20      | 22:10    | 127,467  | 3.0   | 6.5   | 112           |
| Csi                     | Cool    | 26-01-11 | Wed | 22:12      | 23:02    | 103,448  | 2.4   | 7.0   | 116           |
| Showder klub            | Cool    | 29-01-11 | Sat | 22:05      | 22:58    | 96,925   | 2.3   | 5.1   | 127           |
| New york-i helyszinelok | Cool    | 25-01-11 | Tue | 22:10      | 23:00    | 91,596   | 2.2   | 6.1   | 102           |
| Gyilkos elmek           | Cool    | 27-01-11 | Thu | 20:28      | 21:20    | 90,414   | 2.1   | 4.6   | 107           |
| A mentalista            | Cool    | 29-01-11 | Sat | 20:20      | 21:07    | 88,642   | 2.1   | 4.2   | 101           |
| Bambano                 | Cool    | 29-01-11 | Sat | 17:30      | 19:21    | 78,157   | 1.8   | 4.8   | 132           |
| Belevalovilag           | Cool    | 25-01-11 | Tue | 23:00      | 23:30    | 76,629   | 1.8   | 6.8   | 101           |
| Alom.net                | Cool    | 29-01-11 | Sat | 15:35      | 17:24    | 72,709   | 1.7   | 5.8   | 147           |
| Hazudj ha tudsz!        | Cool    | 29-01-11 | Sat | 19:26      | 20:14    | 70,114   | 1.7   | 3.5   | 106           |

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   | 3.5         | 5.8         | 3.8         | 3.9   | 107           | 76          | 125         | 90          | 80    |
| Viasat3    | 5.4   | 6.0         | 4.6         | 6.1         | 5.2   | 104           | 110         | 85          | 124         | 91    |
| Video      | 4.0   | 4.3         | 4.1         | 3.9         | 5.2   | 120           | 124         | 117         | 123         | 142   |
| Movies 24  | 0.3   | 0.3         | 0.2         | 0.4         | 0.1   | 90            | 90          | 54          | 128         | 45    |
| Filmmuzeum | 0.4   | 0.3         | 0.5         | 0.2         | 0.3   | 76            | 59          | 97          | 54          | 54    |

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+) |
|-------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Rendorakademia          | F+      | 29-01-11 | Sat | 20:59      | 22:41    | 155,257  | 3.7   | 7.4   | 90            |
| Anna                    | Viasat3 | 30-01-11 | Sun | 15:59      | 18:11    | 149,271  | 3.5   | 10.1  | 88            |
| Miami helyszinelok      | Viasat3 | 27-01-11 | Thu | 21:30      | 22:21    | 144,978  | 3.4   | 8.3   | 79            |
| New york-i helyszinelok | Viasat3 | 27-01-11 | Thu | 22:25      | 23:18    | 142,227  | 3.4   | 10.7  | 92            |
| Kommando                | F+      | 30-01-11 | Sun | 21:09      | 22:48    | 142,012  | 3.4   | 7.3   | 98            |

Film+ - weekly TOP 10

18-49

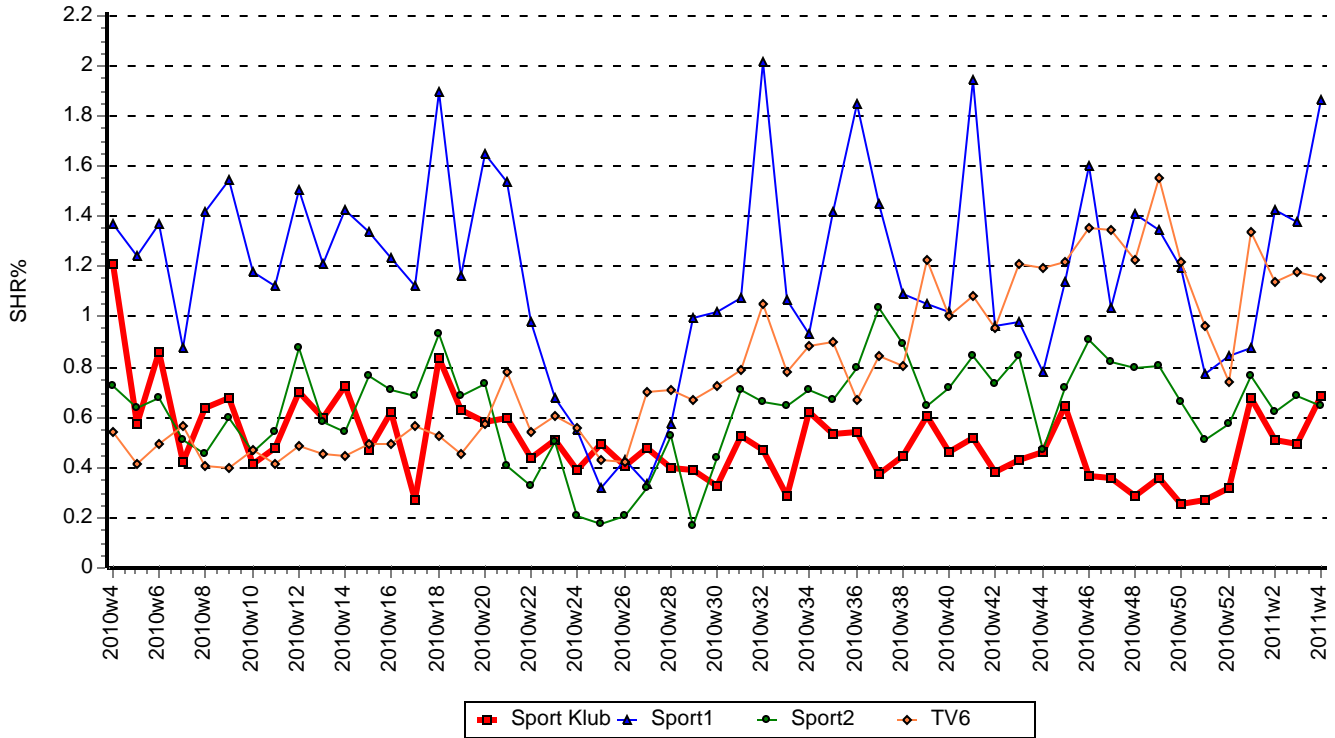
| Title                         | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-------------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Rendorakademia                | F+      | 29-01-11 | Sat | 20:59      | 22:41    | 155,257  | 3.7   | 7.4   | 90            |
| Kommando                      | F+      | 30-01-11 | Sun | 21:09      | 22:48    | 142,012  | 3.4   | 7.3   | 98            |
| Katona                        | F+      | 28-01-11 | Fri | 21:10      | 22:51    | 133,129  | 3.1   | 7.7   | 141           |
| Chupacabra: potyautas a halal | F+      | 29-01-11 | Sat | 22:45      | 24:21    | 132,491  | 3.1   | 10.3  | 120           |
| Ong bak                       | F+      | 27-01-11 | Thu | 21:10      | 23:04    | 124,779  | 2.9   | 7.5   | 115           |
| Szerva itt pofon ott          | F+      | 25-01-11 | Tue | 21:09      | 22:39    | 117,773  | 2.8   | 6.3   | 139           |
| Veszelyes bangkok             | F+      | 24-01-11 | Mon | 21:09      | 22:58    | 103,558  | 2.4   | 6.1   | 124           |
| Csonthulye                    | F+      | 29-01-11 | Sat | 17:09      | 18:58    | 99,665   | 2.4   | 6.5   | 92            |
| Orszaguti amokfuto            | F+      | 24-01-11 | Mon | 23:05      | 24:30    | 92,708   | 2.2   | 10.6  | 136           |
| Bombajo bokszolo              | F+      | 29-01-11 | Sat | 19:04      | 20:53    | 87,630   | 2.1   | 4.3   | 82            |

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         | 0.8         | 0.7         | 0.4    | 0.4         | 177           | 183         | 183         | 95     | 113         |       |
| Sport1     | 1.9         | 2.2         | 2.4         | 1.6    | 1.3         | 114           | 116         | 148         | 91     | 85          |       |
| Sport2     | 0.6         | 0.7         | 0.6         | 0.4    | 0.4         | 182           | 181         | 164         | 112    | 114         |       |
| TV6        | 1.2         | 1.2         | 0.8         | 0.8    | 0.9         | 150           | 137         | 108         | 99     | 124         |       |

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



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

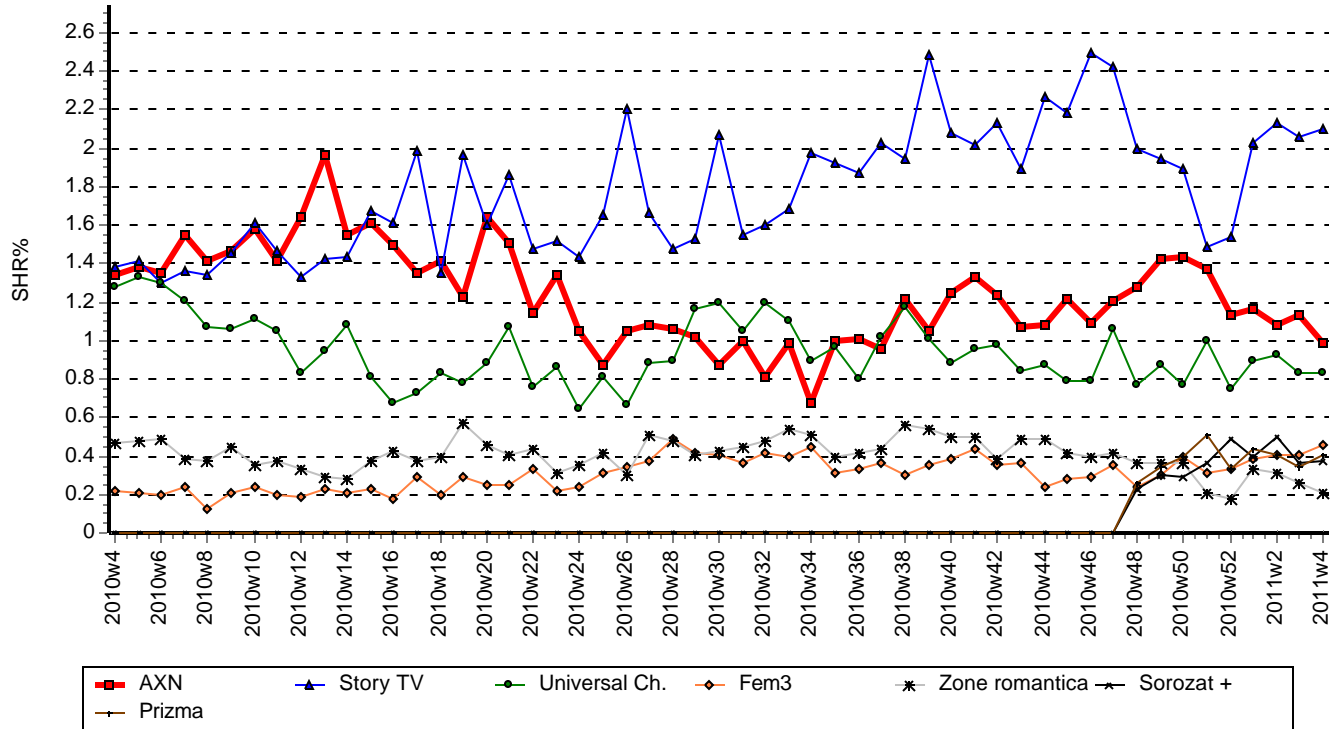
| Title                       | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-----------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| A simpson család            | TV6     | 28-01-11 | Fri | 16:33      | 16:57    | 31,033   | 1.5   | 7.5   | 204           |
| Futurama                    | TV6     | 28-01-11 | Fri | 17:30      | 17:56    | 19,480   | 0.9   | 3.7   | 331           |
| Texas királyai              | TV6     | 28-01-11 | Fri | 17:01      | 17:27    | 17,241   | 0.8   | 3.7   | 287           |
| Star trek - deep space nine | TV6     | 27-01-11 | Thu | 08:24      | 09:15    | 17,029   | 0.8   | 8.1   | 217           |
| Star trek - voyager         | TV6     | 28-01-11 | Fri | 14:12      | 15:06    | 14,182   | 0.7   | 5.3   | 158           |

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            | 1.0   | 1.2         | 1.1         | 0.9         | 0.9   | 87            | 103         | 99          | 76          | 70    |
| Story TV       | 2.1   | 1.9         | 2.8         | 1.4         | 1.9   | 75            | 66          | 104         | 47          | 60    |
| Universal Ch.  | 0.8   | 0.9         | 0.9         | 0.7         | 0.6   | 73            | 72          | 86          | 59          | 49    |
| Fem3           | 0.5   | 0.5         | 0.5         | 0.4         | 0.5   | 83            | 82          | 103         | 64          | 75    |
| Zone romantica | 0.2   | 0.1         | 0.2         | 0.2         | 0.2   | 54            | 32          | 63          | 45          | 37    |
| Sorozat +      | 0.4   | 0.3         | 0.4         | 0.3         | 0.4   | 89            | 70          | 103         | 76          | 78    |
| Prizma         | 0.4   | 0.5         | 0.3         | 0.5         | 0.4   | 118           | 126         | 106         | 128         | 116   |

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+) |
|-------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| A farm ahol elunk       | Story TV - | 27-01-11 | Thu | 16:59      | 17:58    | 59,672   | 1.4   | 5.4   | 97            |
| New york-i helyszinelok | AXN        | 29-01-11 | Sat | 22:00      | 22:50    | 58,970   | 1.4   | 3.0   | 107           |
| Dallas                  | Story TV - | 30-01-11 | Sun | 10:29      | 11:26    | 54,230   | 1.3   | 5.8   | 106           |
| A szerelem neveben      | Story TV - | 26-01-11 | Wed | 14:59      | 15:53    | 48,849   | 1.2   | 6.4   | 50            |
| A kis hableány          | Story TV - | 29-01-11 | Sat | 07:30      | 07:52    | 46,122   | 1.1   | 9.4   | 149           |

AXN - weekly TOP 10

18-49

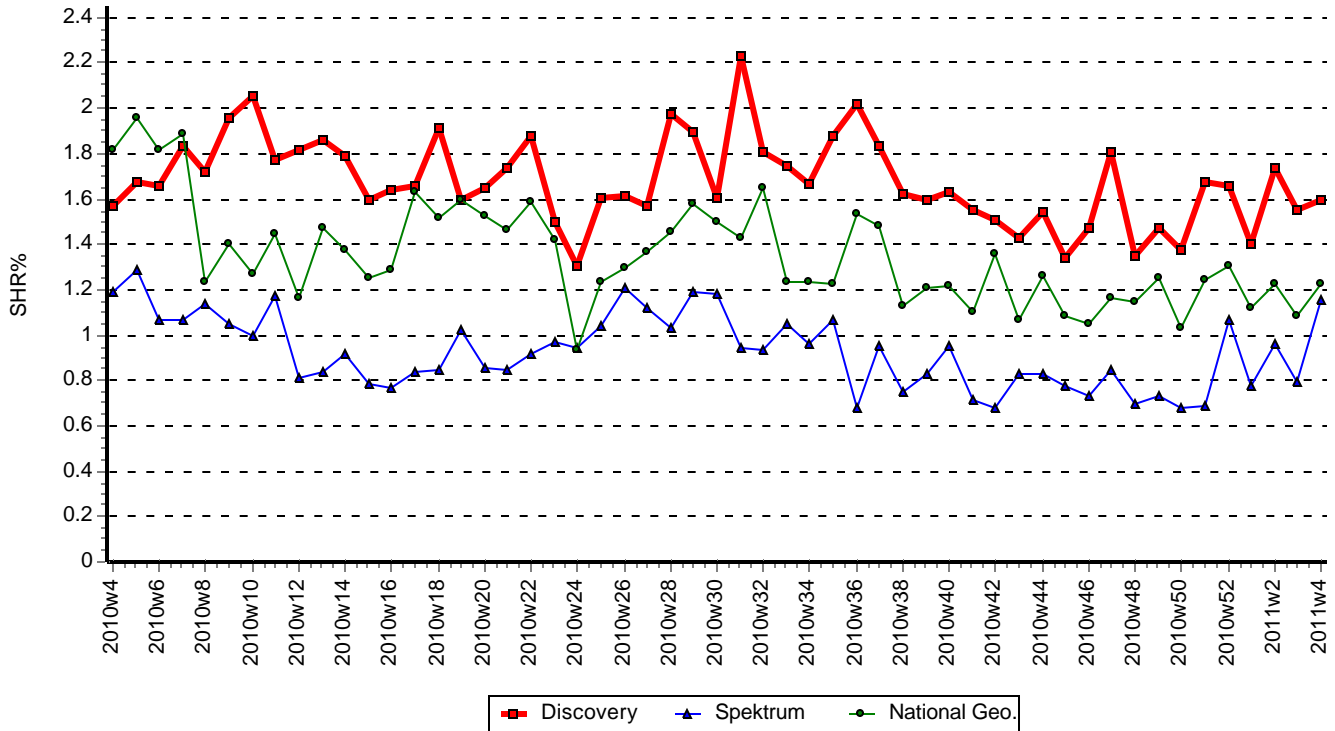
| Title                            | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|----------------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| New york-i helyszinelok          | AXN     | 29-01-11 | Sat | 22:00      | 22:50    | 58,970   | 1.4   | 3.0   | 107           |
| Gyilkos elmek                    | AXN     | 29-01-11 | Sat | 21:00      | 21:50    | 41,915   | 1.0   | 1.9   | 101           |
| Ncis - tengerészeti helyszinelok | AXN     | 29-01-11 | Sat | 20:00      | 20:51    | 34,928   | 0.8   | 1.7   | 111           |
| Csillagkapu: atlantisz           | AXN     | 25-01-11 | Tue | 19:00      | 19:51    | 26,606   | 0.6   | 1.4   | 118           |
| True blood - inni es elni hagyni | AXN     | 29-01-11 | Sat | 23:00      | 24:00    | 22,285   | 0.5   | 1.7   | 125           |
| My girl 2.                       | AXN     | 30-01-11 | Sun | 22:00      | 23:50    | 20,216   | 0.5   | 1.5   | 164           |
| Szellemeikkel suttogo            | AXN     | 30-01-11 | Sun | 18:00      | 18:52    | 20,082   | 0.5   | 1.1   | 88            |
| Sotet angyal                     | AXN     | 25-01-11 | Tue | 18:00      | 18:51    | 19,010   | 0.4   | 1.3   | 118           |
| Helyszini szemle                 | AXN     | 26-01-11 | Wed | 22:00      | 23:02    | 18,869   | 0.4   | 1.2   | 91            |
| Valtsagdij                       | AXN     | 26-01-11 | Wed | 23:05      | 23:56    | 17,273   | 0.4   | 1.7   | 89            |

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         | 2.4         | 1.1         | 1.7         | 117           | 210         | 185         | 94          | 132         |
| Spektrum      | 1.2         | 1.4         | 1.3         | 0.8         | 1.2         | 121           | 132         | 141         | 93          | 128         |
| National Geo. | 1.2         | 1.3         | 1.4         | 0.8         | 1.2         | 108           | 104         | 132         | 79          | 112         |

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 | 30-01-11 | Sun | 12:00      | 12:53    | 36,859   | 1.4   | 6.3   | 143           |
| Hogyan készült?     | Discovery | 24-01-11 | Mon | 21:00      | 21:25    | 32,788   | 1.2   | 2.6   | 133           |
| Edesvizi szornyek   | Discovery | 25-01-11 | Tue | 21:30      | 22:23    | 29,488   | 1.1   | 2.5   | 141           |
| Amcsi motorok       | Discovery | 27-01-11 | Thu | 17:00      | 17:52    | 22,548   | 0.8   | 4.0   | 230           |
| A tuleles torvenyei | Discovery | 26-01-11 | Wed | 21:31      | 22:25    | 22,756   | 0.8   | 1.9   | 137           |

**Discovery Channel - weekly TOP 10**

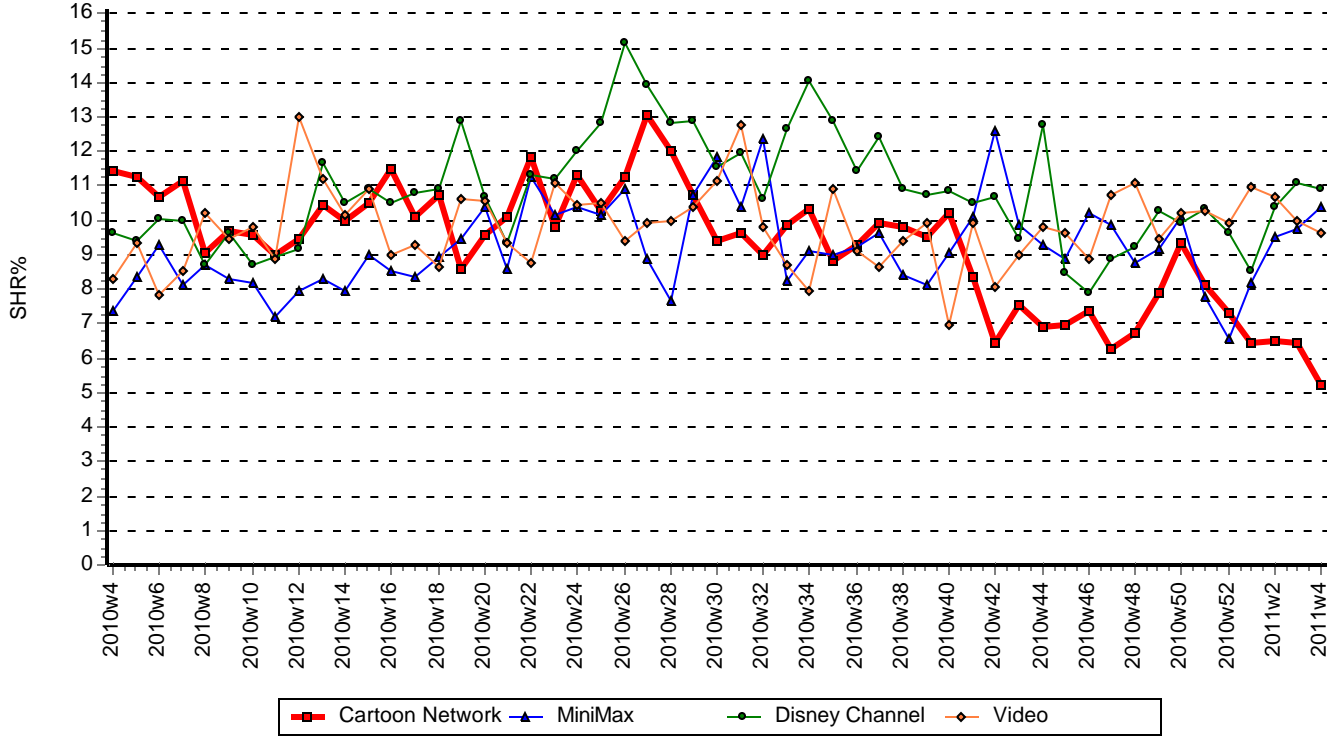
| Title               | Channel   | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|---------------------|-----------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Autokereskedok      | Discovery | 30-01-11 | Sun | 12:00      | 12:53    | 36,859   | 1.4   | 6.3   | 143           |
| Hogyan készült?     | Discovery | 24-01-11 | Mon | 21:00      | 21:25    | 32,788   | 1.2   | 2.6   | 133           |
| Edesvizi szornyek   | Discovery | 25-01-11 | Tue | 21:30      | 22:23    | 29,488   | 1.1   | 2.5   | 141           |
| Amcsi motorok       | Discovery | 27-01-11 | Thu | 17:00      | 17:52    | 22,548   | 0.8   | 4.0   | 230           |
| A tuleles torvenyei | Discovery | 26-01-11 | Wed | 21:31      | 22:25    | 22,756   | 0.8   | 1.9   | 137           |
| Motorvaros          | Discovery | 30-01-11 | Sun | 11:00      | 11:53    | 21,870   | 0.8   | 3.8   | 190           |
| Halalos fogas       | Discovery | 29-01-11 | Sat | 11:59      | 12:52    | 20,767   | 0.8   | 3.9   | 194           |
| Az ember mint preda | Discovery | 24-01-11 | Mon | 21:30      | 22:25    | 19,388   | 0.7   | 1.8   | 158           |
| Otodik sebesseg     | Discovery | 30-01-11 | Sun | 10:30      | 10:55    | 17,807   | 0.7   | 3.2   | 257           |
| Katona dolog        | Discovery | 24-01-11 | Mon | 22:30      | 23:25    | 17,510   | 0.6   | 2.3   | 165           |

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 (1-14) | 4-14          | F 4-14 | M 4-14 | 8-14 | w/children (1-14) |
| Cartoon Network | 5.2  | 3.0    | 7.4    | 5.6  | 1.4               | 438           | 240    | 644    | 438  | 140               |
| MiniMax         | 10.4 | 10.8   | 10.0   | 3.0  | 3.7               | 422           | 420    | 425    | 116  | 176               |
| Disney Channel  | 10.9 | 14.5   | 7.5    | 12.7 | 2.8               | 415           | 528    | 298    | 453  | 124               |
| Video           | 9.6  | 9.7    | 9.5    | 7.5  | 6.3               | 247           | 239    | 256    | 181  | 188               |

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+) |
|-----------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Indul a risza               | Disney Ch: | 29-01-11 | Sat | 11:00      | 11:21    | 79,185   | 7.8   | 23.5  | 472           |
| Mindorokke hannah montana   | Disney Ch: | 30-01-11 | Sun | 09:29      | 09:51    | 65,303   | 6.5   | 16.7  | 513           |
| Sok szerencset charlie!     | Disney Ch: | 30-01-11 | Sun | 11:05      | 11:26    | 64,585   | 6.4   | 18.8  | 429           |
| Varazslok a waverly helyrol | Disney Ch: | 30-01-11 | Sun | 17:32      | 17:53    | 60,690   | 6.0   | 17.4  | 486           |
| Sonny a sztarcjelolt        | Disney Ch: | 30-01-11 | Sun | 09:01      | 09:23    | 59,839   | 5.9   | 15.9  | 520           |

Cartoon - weekly TOP 10

4-14

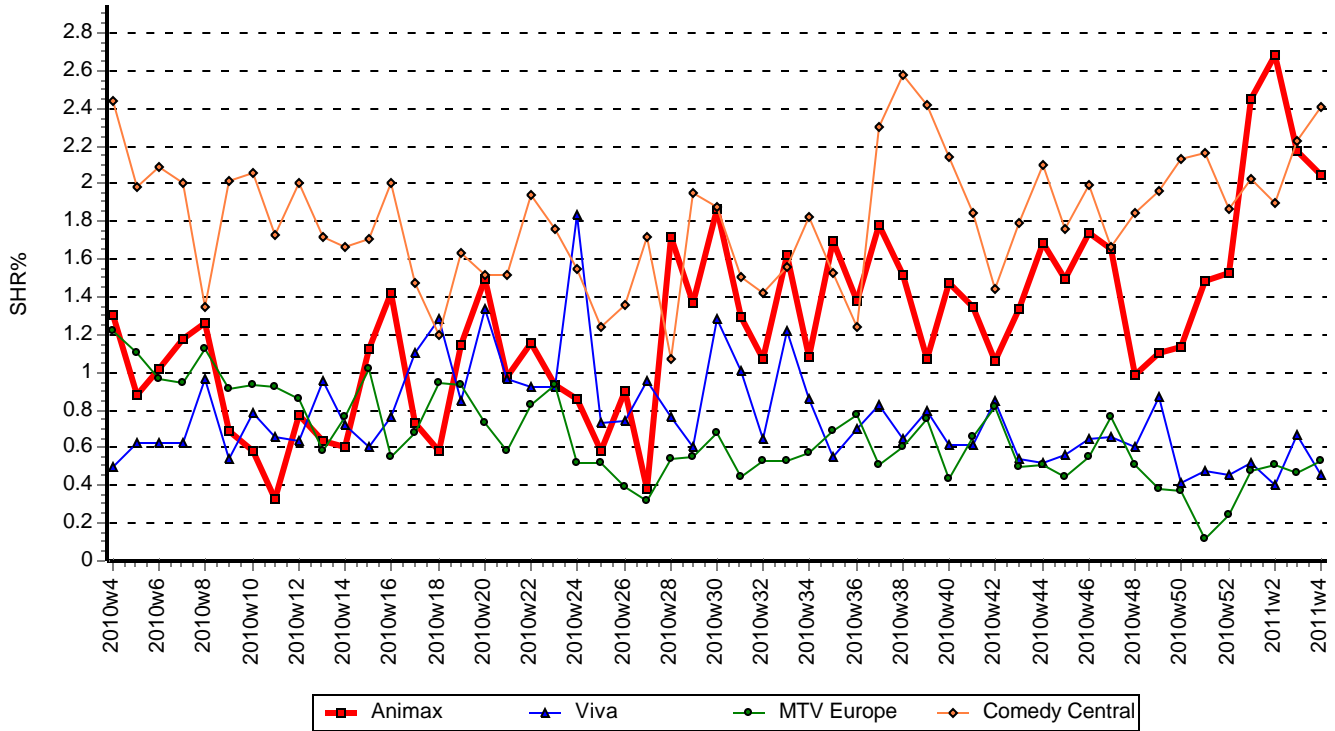
| Title                        | Channel    | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|------------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Shaolin lezamolas            | Cartoon N: | 29-01-11 | Sat | 10:59      | 11:19    | 34,468   | 3.4   | 10.2  | 855           |
| Bakugan new vestroia         | Cartoon N: | 24-01-11 | Mon | 16:25      | 16:46    | 33,861   | 3.3   | 12.1  | 546           |
| Nyomi szerencsetlen utazasai | Cartoon N: | 26-01-11 | Wed | 17:15      | 17:37    | 32,997   | 3.2   | 11.8  | 727           |
| Total drama vilagturne       | Cartoon N: | 30-01-11 | Sun | 12:15      | 12:37    | 32,860   | 3.2   | 10.8  | 481           |
| Tom es jerry                 | Cartoon N: | 30-01-11 | Sun | 09:56      | 10:30    | 31,631   | 3.1   | 9.4   | 288           |
| Ben 10: az idegen erok       | Cartoon N: | 26-01-11 | Wed | 18:11      | 18:33    | 30,814   | 3.0   | 8.4   | 796           |
| Scooby-doo ujjab kalandjai   | Cartoon N: | 30-01-11 | Sun | 09:07      | 09:50    | 30,394   | 3.0   | 7.9   | 541           |
| Scooby-doo                   | Cartoon N: | 25-01-11 | Tue | 06:50      | 07:11    | 30,137   | 3.0   | 25.2  | 636           |
| Pindur pandurok              | Cartoon N: | 28-01-11 | Fri | 20:42      | 20:53    | 28,360   | 2.8   | 6.3   | 660           |
| Angelo rulez                 | Cartoon N: | 26-01-11 | Wed | 17:40      | 18:01    | 28,212   | 2.8   | 8.8   | 811           |

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       | 2.0   | 3.2     | 1.7   | 1.8   | 1.3  | 323           | 513     | 267   | 306   | 208  |
| Viva         | 0.5   | 0.4     | 0.3   | 0.7   | 0.3  | 238           | 193     | 172   | 397   | 172  |
| MTV Europe   | 0.5   | 0.8     | 0.6   | 1.1   | 0.5  | 260           | 419     | 285   | 580   | 253  |
| Comedy Centr | 2.4   | 3.4     | 2.8   | 1.6   | 0.6  | 266           | 388     | 305   | 188   | 70   |

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. | 28-01-11 | Fri | 22:32      | 22:57    | 20,963   | 1.8   | 8.4   | 349           |
| Igy jartam anyatokkal   | Comedy C. | 24-01-11 | Mon | 20:20      | 20:44    | 18,343   | 1.6   | 4.9   | 301           |
| A simpson család        | Comedy C. | 25-01-11 | Tue | 20:20      | 20:45    | 16,577   | 1.4   | 4.2   | 325           |
| Irigy honaljmirigy-show | Comedy C. | 28-01-11 | Fri | 20:59      | 21:48    | 15,610   | 1.3   | 4.2   | 300           |
| Firka villa             | Comedy C. | 25-01-11 | Tue | 22:55      | 23:18    | 12,075   | 1.1   | 6.1   | 482           |

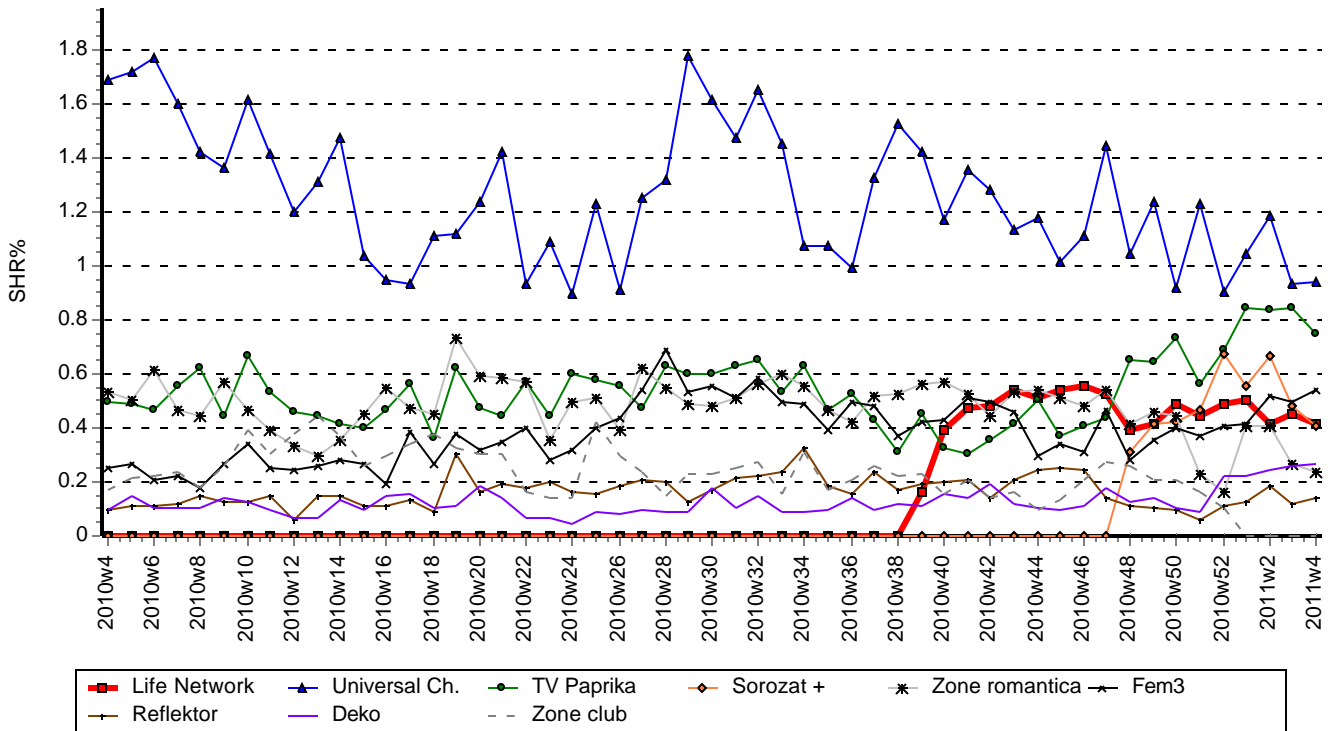
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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         | 0.3         | 0.4      | 0.4         | 86            | 111         | 62          | 107      | 105         |
| Universal Ch.   | 0.8   | 0.9         | 0.7         | 1.1      | 0.8         | 73            | 86          | 59          | 109      | 67          |
| TV Paprika      | 0.7   | 0.7         | 0.7         | 0.8      | 0.7         | 113           | 120         | 107         | 144      | 108         |
| Sorozat +       | 0.4   | 0.4         | 0.3         | 0.3      | 0.4         | 89            | 103         | 76          | 98       | 84          |
| Zone romantica: | 0.2   | 0.2         | 0.2         | 0.2      | 0.2         | 54            | 63          | 45          | 65       | 47          |
| Fem3            | 0.5   | 0.5         | 0.4         | 0.4      | 0.5         | 83            | 103         | 64          | 95       | 92          |
| Reflektor       | 0.1   | 0.1         | 0.1         | 0.1      | 0.1         | 91            | 137         | 46          | 151      | 112         |
| Deko            | 0.2   | 0.3         | 0.1         | 0.2      | 0.3         | 154           | 212         | 98          | 201      | 203         |
| 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 |
|---------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|---------------|
| Bizarr veshhelyzet  | Life Netwc | 27-01-11 | Thu | 22:00      | 22:58    | 15,603   | 0.7   | 2.1   | 190           |               |
| Eskuvoi tortacsodak | Fem3       | 30-01-11 | Sun | 12:36      | 13:25    | 13,538   | 0.6   | 2.8   | 230           |               |
| Marie antoinette    | Fem3       | 28-01-11 | Fri | 22:00      | 24:03    | 11,881   | 0.6   | 1.8   | 179           |               |
| Bubajos boszorkak   | Fem3       | 24-01-11 | Mon | 20:13      | 21:00    | 11,039   | 0.5   | 1.0   | 143           |               |
| Rejtelyes igazsagok | Life Netwc | 26-01-11 | Wed | 20:00      | 20:49    | 9,300    | 0.4   | 0.9   | 184           |               |

Life Network - weekly TOP 10

| Title                            | Channel    | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) | 18-49 Females |
|----------------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|---------------|
| Bizarr veshhelyzet               | Life Netwc | 27-01-11 | Thu | 22:00      | 22:58    | 15,603   | 0.7   | 2.1   | 190           |               |
| Rejtelyes igazsagok              | Life Netwc | 26-01-11 | Wed | 20:00      | 20:49    | 9,300    | 0.4   | 0.9   | 184           |               |
| Celeb rehabilitacio dr. drew-val | Life Netwc | 27-01-11 | Thu | 23:00      | 23:48    | 8,820    | 0.4   | 1.9   | 247           |               |
| Amirol a veshhelyzetben sem be   | Life Netwc | 25-01-11 | Tue | 21:00      | 21:49    | 8,408    | 0.4   | 0.7   | 102           |               |
| Halalbiztos diagnozis            | Life Netwc | 28-01-11 | Fri | 13:59      | 14:49    | 7,962    | 0.4   | 2.4   | 136           |               |
| Life magazin - llife             | Life Netwc | 27-01-11 | Thu | 24:00      | 24:23    | 7,054    | 0.3   | 2.2   | 278           |               |
| Nicsak ki hizott meg?            | Life Netwc | 24-01-11 | Mon | 16:00      | 16:21    | 7,025    | 0.3   | 1.5   | 214           |               |
| Szuperdada                       | Life Netwc | 28-01-11 | Fri | 11:59      | 12:51    | 6,667    | 0.3   | 2.7   | 244           |               |
| Angyali erintes                  | Life Netwc | 30-01-11 | Sun | 10:30      | 11:20    | 6,601    | 0.3   | 1.5   | 205           |               |
| Alvajarak - almatlanok klinikaja | Life Netwc | 28-01-11 | Fri | 16:00      | 16:29    | 5,743    | 0.3   | 1.4   | 253           |               |

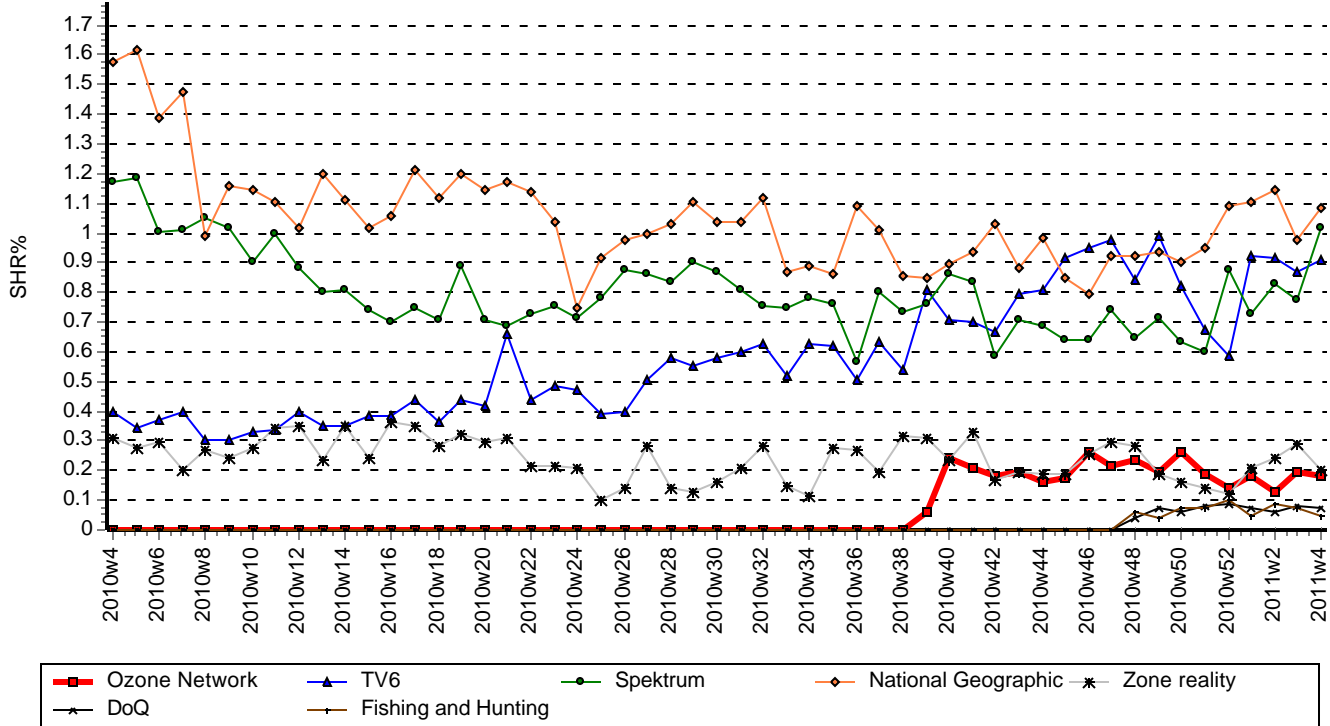
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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      | 0.1         | 91            | 90          | 92          | 52       | 56          |
| TV6            | 0.9   | 0.7         | 1.2         | 0.6      | 1.2         | 124           | 98          | 150         | 104      | 137         |
| Spektrum       | 1.0   | 0.8         | 1.3         | 0.9      | 1.4         | 117           | 93          | 141         | 128      | 132         |
| National Geogr | 1.1   | 0.8         | 1.4         | 0.9      | 1.3         | 105           | 79          | 132         | 98       | 104         |
| Zone reality   | 0.2   | 0.3         | 0.1         | 0.3      | 0.2         | 81            | 112         | 51          | 121      | 57          |
| DoQ            | 0.1   | 0.1         | 0.1         | 0.1      | 0.1         | 57            | 43          | 70          | 53       | 35          |
| Fishing and Hu | 0.1   | 0.1         | 0.0         | 0.1      | 0.1         | 71            | 89          | 53          | 103      | 65          |

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     | 28-01-11 | Fri | 16:33      | 16:57    | 42,990   | 1.0   | 4.8   | 143           |
| Rocky 4.                    | TV6     | 24-01-11 | Mon | 23:00      | 24:36    | 25,937   | 0.6   | 3.0   | 126           |
| Star trek - deep space nine | TV6     | 27-01-11 | Thu | 08:24      | 09:15    | 24,252   | 0.6   | 4.9   | 156           |
| Futurama                    | TV6     | 30-01-11 | Sun | 17:31      | 17:56    | 23,684   | 0.6   | 1.5   | 191           |
| Star trek - voyager         | TV6     | 28-01-11 | Fri | 20:04      | 21:01    | 23,174   | 0.5   | 1.2   | 213           |

Ozone Network - weekly TOP 10

18-49

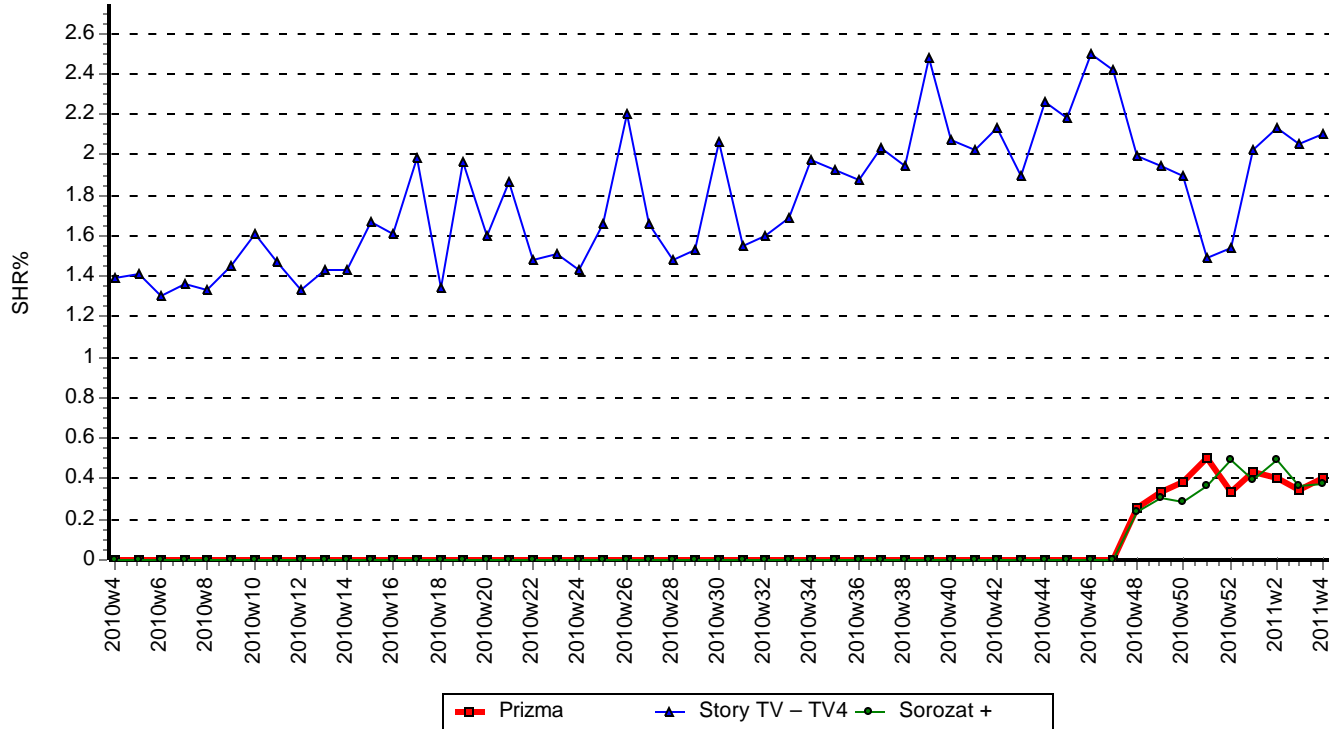
| Title                          | Channel  | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|--------------------------------|----------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Globalis sokkhatas             | Ozone Ne | 24-01-11 | Mon | 10:05      | 10:58    | 14,616   | 0.3   | 2.8   | 98            |
| Brazilia                       | Ozone Ne | 26-01-11 | Wed | 10:05      | 10:58    | 12,245   | 0.3   | 2.6   | 75            |
| Folyonaplo                     | Ozone Ne | 30-01-11 | Sun | 10:04      | 11:00    | 10,732   | 0.3   | 1.2   | 100           |
| Ketten a jegen                 | Ozone Ne | 30-01-11 | Sun | 11:06      | 12:50    | 10,254   | 0.2   | 1.0   | 96            |
| Hihetetlen utazas              | Ozone Ne | 29-01-11 | Sat | 11:05      | 12:31    | 10,035   | 0.2   | 1.2   | 89            |
| A szomszed haza mindig zoldebl | Ozone Ne | 25-01-11 | Tue | 14:35      | 14:57    | 7,067    | 0.2   | 1.0   | 190           |
| Foldunk sem orok               | Ozone Ne | 28-01-11 | Fri | 21:04      | 22:00    | 6,736    | 0.2   | 0.4   | 217           |
| Anglia legpusztitobb vihara    | Ozone Ne | 30-01-11 | Sun | 15:05      | 15:58    | 6,704    | 0.2   | 0.5   | 146           |
| A lava viragai                 | Ozone Ne | 30-01-11 | Sun | 18:05      | 18:59    | 6,535    | 0.2   | 0.4   | 164           |
| A természet markaban           | Ozone Ne | 29-01-11 | Sat | 22:05      | 22:56    | 5,665    | 0.1   | 0.3   | 209           |

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   | 0.3         | 0.5         | 0.3      | 0.4   | 118           | 106         | 128         | 118      | 116   |
| Story TV – TV4 | 2.1   | 2.8         | 1.4         | 2.2      | 1.9   | 75            | 104         | 47          | 95       | 60    |
| Sorozat +      | 0.4   | 0.4         | 0.3         | 0.3      | 0.4   | 89            | 103         | 76          | 98       | 78    |

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



### Weekly TOP 5 - Prizma and its competitors

18-49

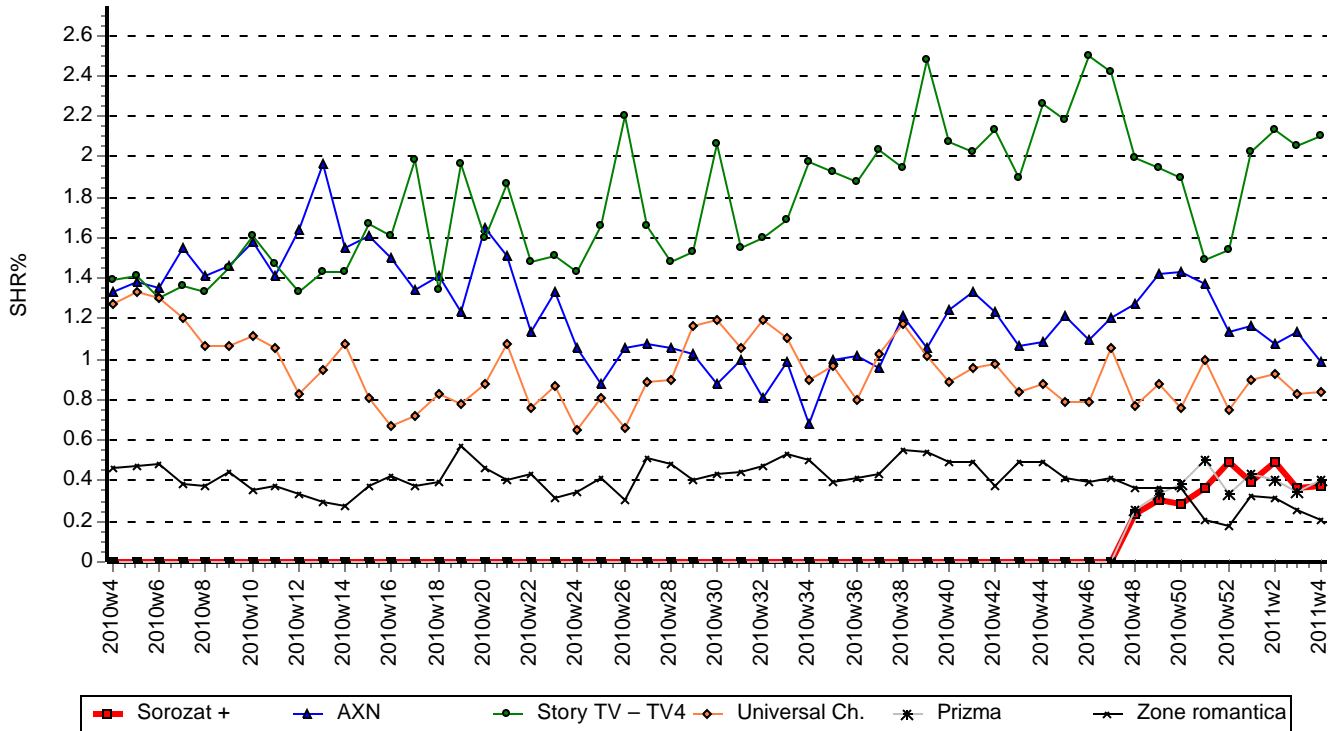
| Title                   | Channel    | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| A farm ahol elunk       | Story TV – | 27-01-11 | Thu | 16:59      | 17:58    | 59,672   | 1.4   | 5.4   | 97            |
| Dallas                  | Story TV – | 30-01-11 | Sun | 10:29      | 11:26    | 54,230   | 1.3   | 5.8   | 106           |
| A szerelem nevében      | Story TV – | 26-01-11 | Wed | 14:59      | 15:53    | 48,849   | 1.2   | 6.4   | 50            |
| A kis háleány           | Story TV – | 29-01-11 | Sat | 07:30      | 07:52    | 46,122   | 1.1   | 9.4   | 149           |
| Agatha christie: poirot | Story TV – | 25-01-11 | Tue | 20:01      | 21:01    | 43,641   | 1.0   | 2.1   | 73            |

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   | 0.4         | 0.3         | 0.3      | 0.4         | 89            | 103         | 76          | 98       | 84          |
| AXN            | 1.0   | 1.1         | 0.9         | 1.0      | 1.0         | 87            | 99          | 76          | 108      | 84          |
| Story TV – TV4 | 2.1   | 2.8         | 1.4         | 2.2      | 2.6         | 75            | 104         | 47          | 95       | 92          |
| Universal Ch.  | 0.8   | 0.9         | 0.7         | 1.1      | 0.8         | 73            | 86          | 59          | 109      | 67          |
| Prizma         | 0.4   | 0.3         | 0.5         | 0.3      | 0.4         | 118           | 106         | 128         | 118      | 109         |
| Zone romantica | 0.2   | 0.2         | 0.2         | 0.2      | 0.2         | 54            | 63          | 45          | 65       | 47          |

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

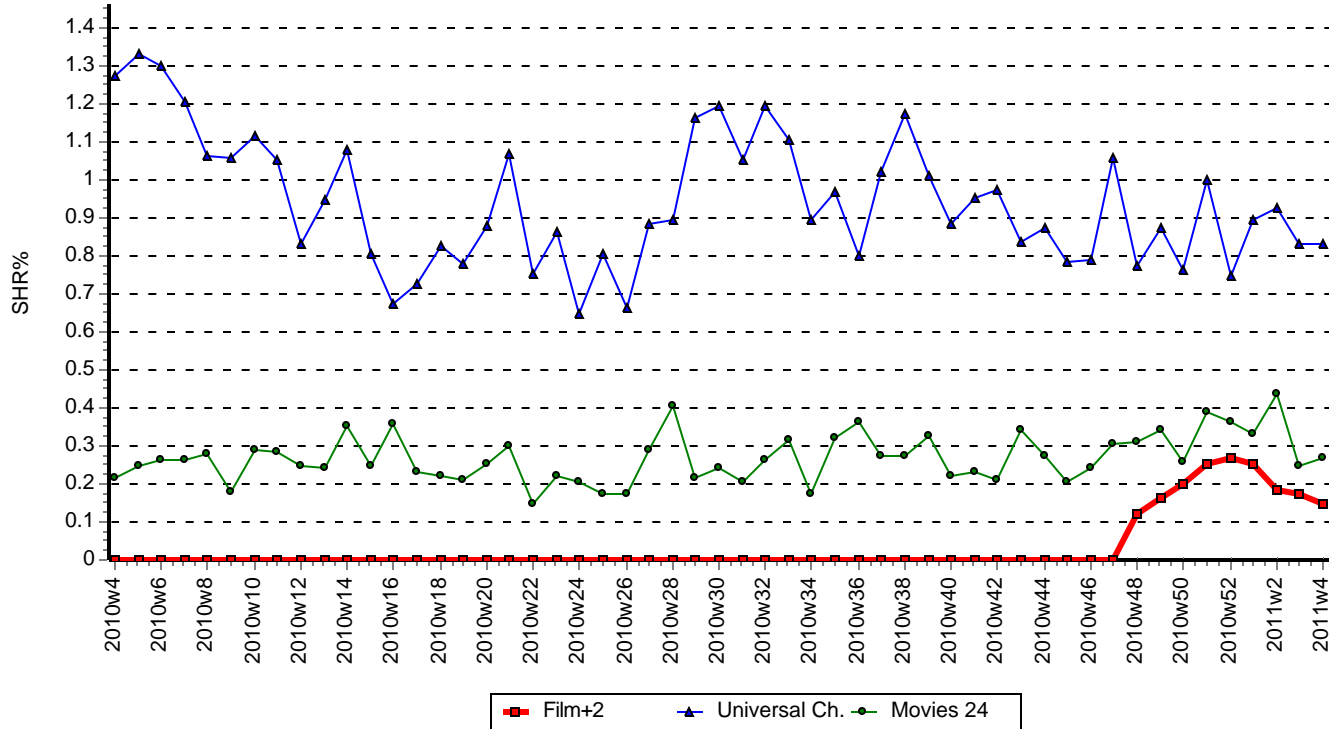
| Title                   | Channel    | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| A farm ahol elunk       | Story TV – | 27-01-11 | Thu | 16:59      | 17:58    | 59,672   | 1.4   | 5.4   | 97            |
| New york-i helyszinelok | AXN        | 29-01-11 | Sat | 22:00      | 22:50    | 58,970   | 1.4   | 3.0   | 107           |
| Dallas                  | Story TV – | 30-01-11 | Sun | 10:29      | 11:26    | 54,230   | 1.3   | 5.8   | 106           |
| A szerelem nevenben     | Story TV – | 26-01-11 | Wed | 14:59      | 15:53    | 48,849   | 1.2   | 6.4   | 50            |
| A kis hableany          | Story TV – | 29-01-11 | Sat | 07:30      | 07:52    | 46,122   | 1.1   | 9.4   | 149           |

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        | 0.1   | 0.1         | 0.2         | 0.2      | 0.1   | 100           | 92          | 109         | 126      | 90    |
| Universal Ch. | 0.8   | 0.9         | 0.7         | 1.1      | 0.6   | 73            | 86          | 59          | 109      | 49    |
| Movies 24     | 0.3   | 0.4         | 0.2         | 0.4      | 0.1   | 90            | 128         | 54          | 143      | 45    |

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

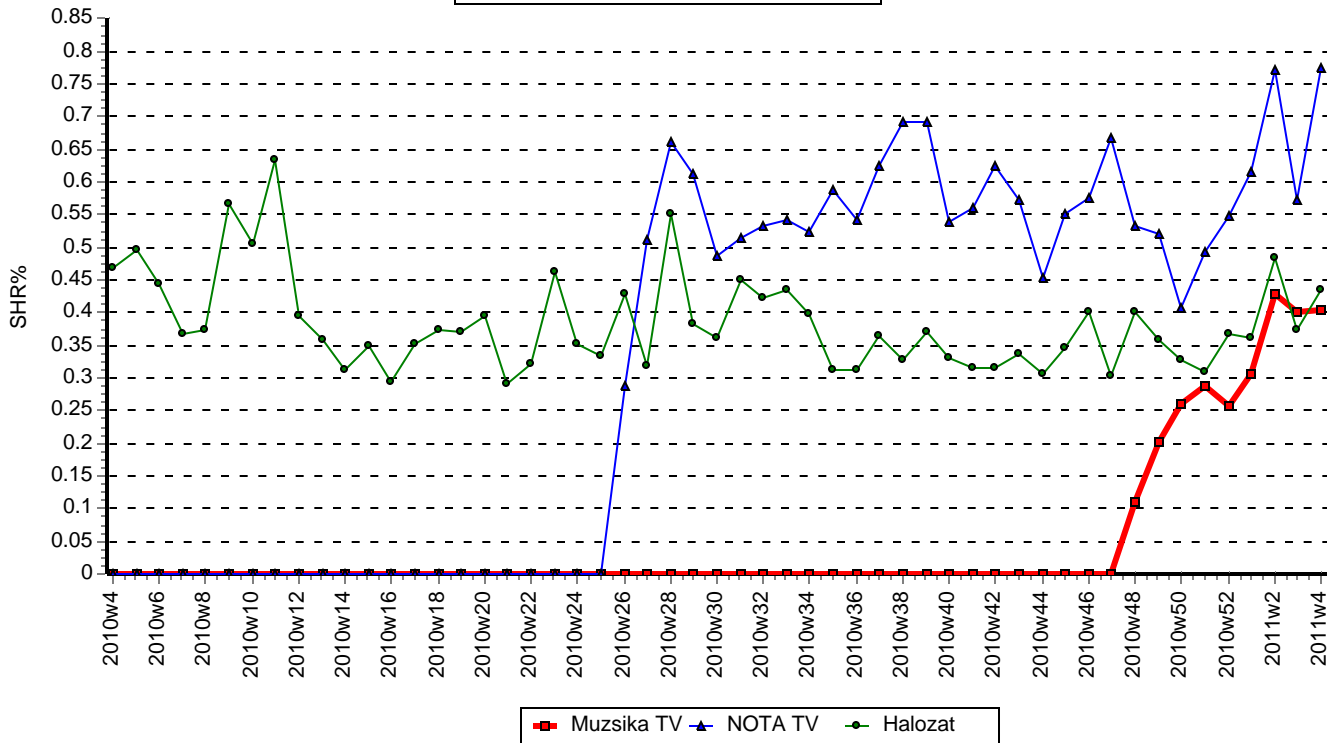
| Title         | Channel | Date | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|---------------|---------|------|-----|------------|----------|----------|-------|-------|---------------|
| No programmes |         |      |     |            |          |          |       | 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

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+ |  |
| Muzsika TV | 0.4   | 0.5         | 0.3         | 0.5      | 0.5 | 71            | 89          | 53          | 93       | 112 |  |
| NOTA TV    | 0.8   | 0.8         | 0.7         | 1.0      | 0.8 | 76            | 84          | 69          | 119      | 104 |  |
| Halozat    | 0.4   | 0.4         | 0.5         | 0.4      | 0.5 | 76            | 72          | 79          | 86       | 115 |  |

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



### Weekly TOP 5 - Muzsika and its competitors

18-49

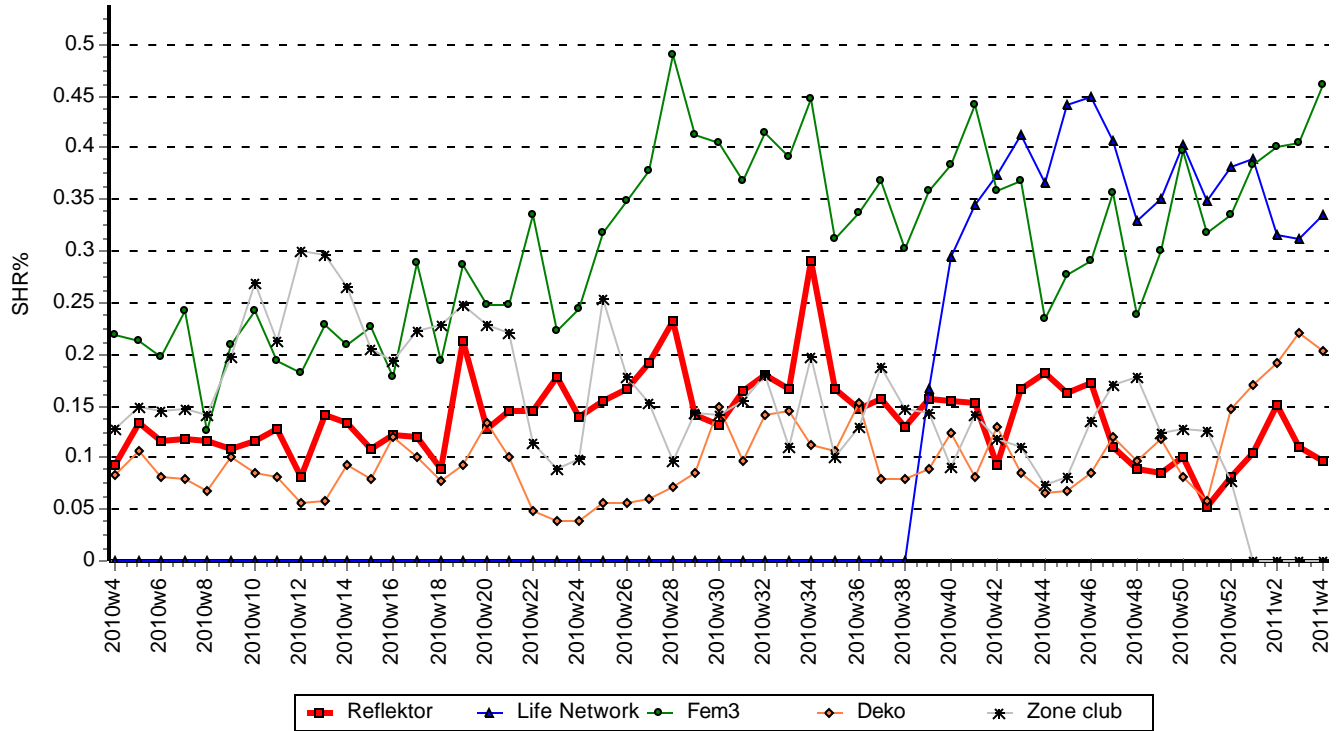
| Title               | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|---------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Orszaguti bunyos    | Halozat | 30-01-11 | Sun | 18:30      | 19:56    | 29,673   | 0.7   | 1.5   | 150           |
| Si-lesok            | Halozat | 30-01-11 | Sun | 18:22      | 18:29    | 28,816   | 0.7   | 1.6   | 206           |
| Rejtett aramlat     | Halozat | 25-01-11 | Tue | 21:01      | 22:43    | 20,505   | 0.5   | 1.1   | 54            |
| Sztarok a konyhaban | Halozat | 30-01-11 | Sun | 18:00      | 18:21    | 18,552   | 0.4   | 1.1   | 180           |
| Hirhalo             | Halozat | 25-01-11 | Tue | 20:35      | 20:55    | 17,896   | 0.4   | 0.8   | 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+) |             |             |          |              |
|--------------|-------|-------------|-------------|----------|--------------|---------------|-------------|-------------|----------|--------------|
|              | 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          | 91            | 137         | 46          | 151      | 118          |
| Life Network | 0.3   | 0.4         | 0.3         | 0.4      | 0.5          | 86            | 111         | 62          | 107      | 141          |
| Fem3         | 0.5   | 0.5         | 0.4         | 0.4      | 0.6          | 83            | 103         | 64          | 95       | 124          |
| Deko         | 0.2   | 0.3         | 0.1         | 0.2      | 0.2          | 154           | 212         | 98          | 201      | 172          |
| 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+) |
|-------------------------|------------|----------|-----|------------|----------|----------|-------|-------|---------------|
| Bizarr veszhelyzet      | Life Netwc | 25-01-11 | Tue | 22:31      | 22:59    | 24,367   | 0.6   | 1.7   | 143           |
| Rejtelyes igazságok     | Life Netwc | 26-01-11 | Wed | 20:00      | 20:49    | 20,669   | 0.5   | 1.0   | 203           |
| Eskuvői tortacsodák     | Fem3       | 29-01-11 | Sat | 14:39      | 15:27    | 18,211   | 0.4   | 1.7   | 165           |
| Hal a tortán            | Fem3       | 27-01-11 | Thu | 17:38      | 18:28    | 17,686   | 0.4   | 1.4   | 135           |
| Fedoneve: donnie brasco | Fem3       | 26-01-11 | Wed | 22:00      | 24:06    | 17,569   | 0.4   | 1.4   | 190           |

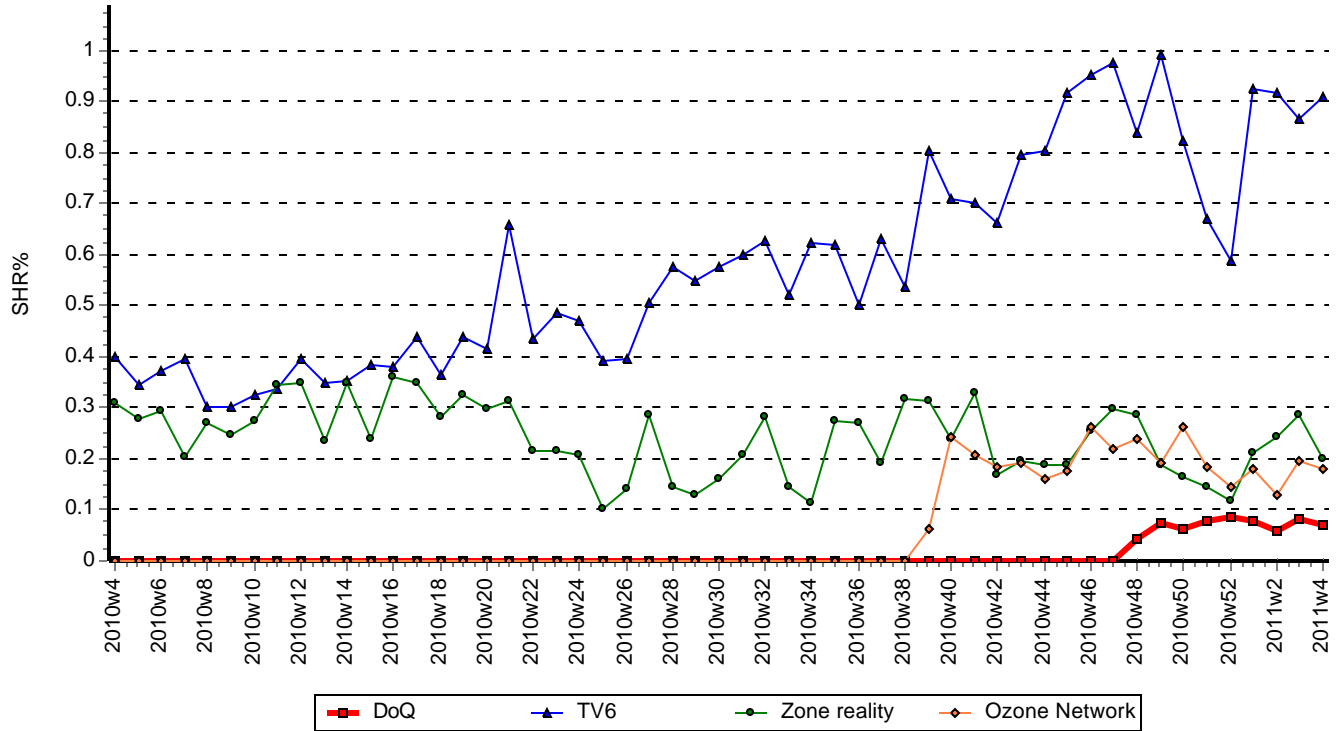
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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         | 57            | 43          | 70          | 53       | 59          |
| TV6          | 0.9   | 0.7         | 1.2         | 0.6      | 0.8         | 124           | 98          | 150         | 104      | 99          |
| Zone reality | 0.2   | 0.3         | 0.1         | 0.3      | 0.1         | 81            | 112         | 51          | 121      | 43          |
| Ozone Networ | 0.2   | 0.2         | 0.2         | 0.1      | 0.1         | 91            | 90          | 92          | 52       | 61          |

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



Weekly TOP 5 - DoQ and its competitors

18-49

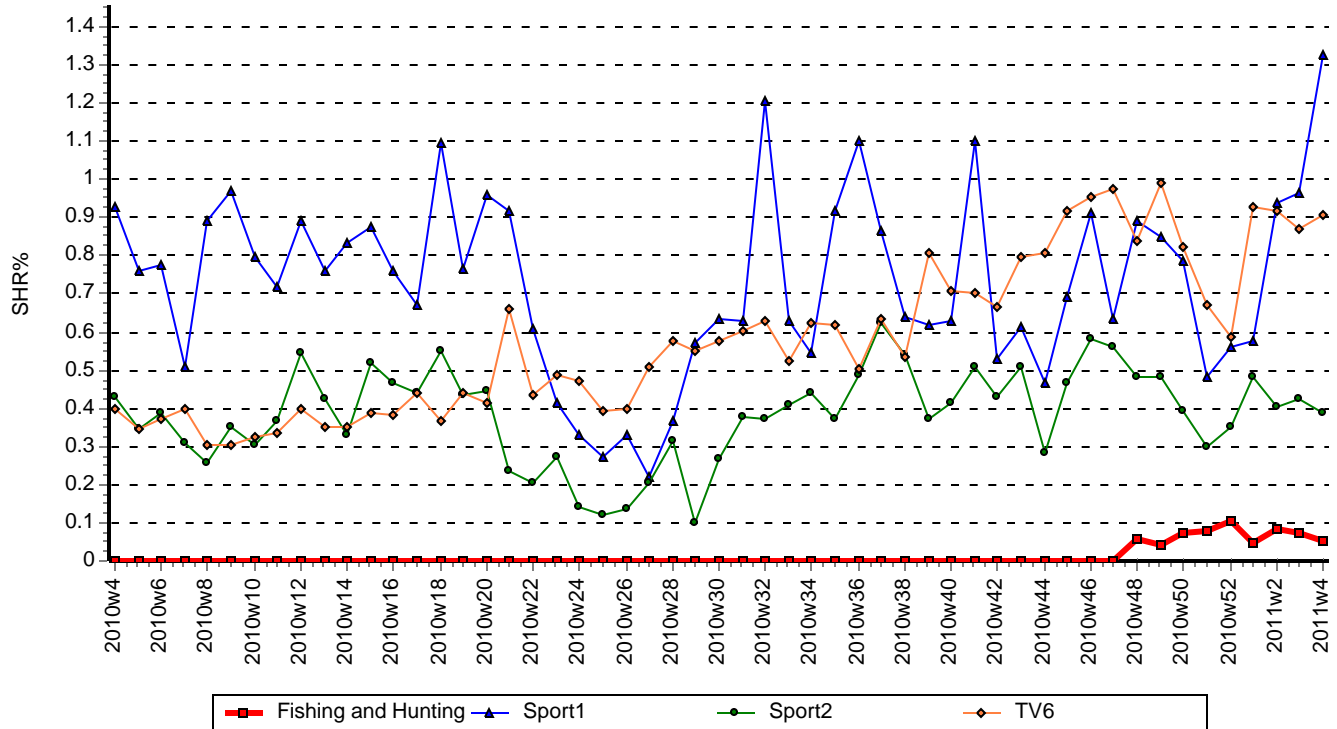
| Title                       | Channel | Date     | Day | Start Time | End Time | AMR '000 | AMR % | SHR % | Affinity (4+) |
|-----------------------------|---------|----------|-----|------------|----------|----------|-------|-------|---------------|
| A simpson csalad            | TV6     | 28-01-11 | Fri | 16:33      | 16:57    | 42,990   | 1.0   | 4.8   | 143           |
| Rocky 4.                    | TV6     | 24-01-11 | Mon | 23:00      | 24:36    | 25,937   | 0.6   | 3.0   | 126           |
| Star trek - deep space nine | TV6     | 27-01-11 | Thu | 08:24      | 09:15    | 24,252   | 0.6   | 4.9   | 156           |
| Futurama                    | TV6     | 30-01-11 | Sun | 17:31      | 17:56    | 23,684   | 0.6   | 1.5   | 191           |
| Star trek - voyager         | TV6     | 28-01-11 | Fri | 20:04      | 21:01    | 23,174   | 0.5   | 1.2   | 213           |

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         | 71            | 89          | 53          | 103      | 111         |
| Sport1         | 1.3   | 0.8         | 1.9         | 1.2      | 2.3         | 85            | 56          | 114         | 89       | 135         |
| Sport2         | 0.4   | 0.1         | 0.6         | 0.2      | 0.4         | 114           | 46          | 182         | 75       | 118         |
| TV6            | 0.9   | 0.7         | 1.2         | 0.6      | 0.8         | 124           | 98          | 150         | 104      | 103         |

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     | 28-01-11 | Fri | 16:33      | 16:57    | 42,990   | 1.0   | 4.8   | 143           |
| Rocky 4.                    | TV6     | 24-01-11 | Mon | 23:00      | 24:36    | 25,937   | 0.6   | 3.0   | 126           |
| Star trek - deep space nine | TV6     | 27-01-11 | Thu | 08:24      | 09:15    | 24,252   | 0.6   | 4.9   | 156           |
| Futurama                    | TV6     | 30-01-11 | Sun | 17:31      | 17:56    | 23,684   | 0.6   | 1.5   | 191           |
| Star trek - voyager         | TV6     | 28-01-11 | Fri | 20:04      | 21:01    | 23,174   | 0.5   | 1.2   | 213           |

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