

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 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
	Week 4	6.3	4.6	0.2	0.6	0.4	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	0.1
	Feb 2011	1.1	1.7	0.4	0.3	0.4	0.1	0.1
	Mar 2011	1.3	1.7	0.4	0.2	0.4	0.1	0.0
	Apr 2011	1.2	1.6	0.4	0.2	0.4	0.1	0.0
	May 2011	1.4	1.8	0.4	0.1	0.4	0.1	0.0
	Jun 2011	1.7	1.9	0.4	0.2	0.3	0.1	0.1
	Jul 2011	1.4	2.0	0.4	0.2	0.3	0.1	0.1
	Aug 2011	1.1	2.1	0.5	0.2	0.2	0.1	0.1
	Sep 2011	1.5	2.1	0.6	0.2	0.2	0.1	0.1
	Oct 2011	1.6	2.0	0.6	0.2	0.2	0.1	0.1
	Nov 2011	1.6	2.1	0.6	0.2	0.2	0.1	0.1
	Dec 2011	1.4	2.1	0.5	0.3	0.2	0.1	0.1
Present	Week 52	1.7	1.9	0.3	0.3	0.1	0.1	0.1
	Week 1	2.0	2.2	0.6	0.3	0.1	0.1	0.1
	Week 2	2.1	1.9	0.7	0.2	0.3	0.1	0.1
	Week 3	2.0	1.8	0.6	0.2	0.1	0.1	0.1
	Week 4	1.9	2.0	0.6	0.3	0.2	0.1	0.0

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 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
	Week 4	1.2	0.9	0.0	0.1	0.1	0.0	0.0

Cable channels' ratings on different target groups

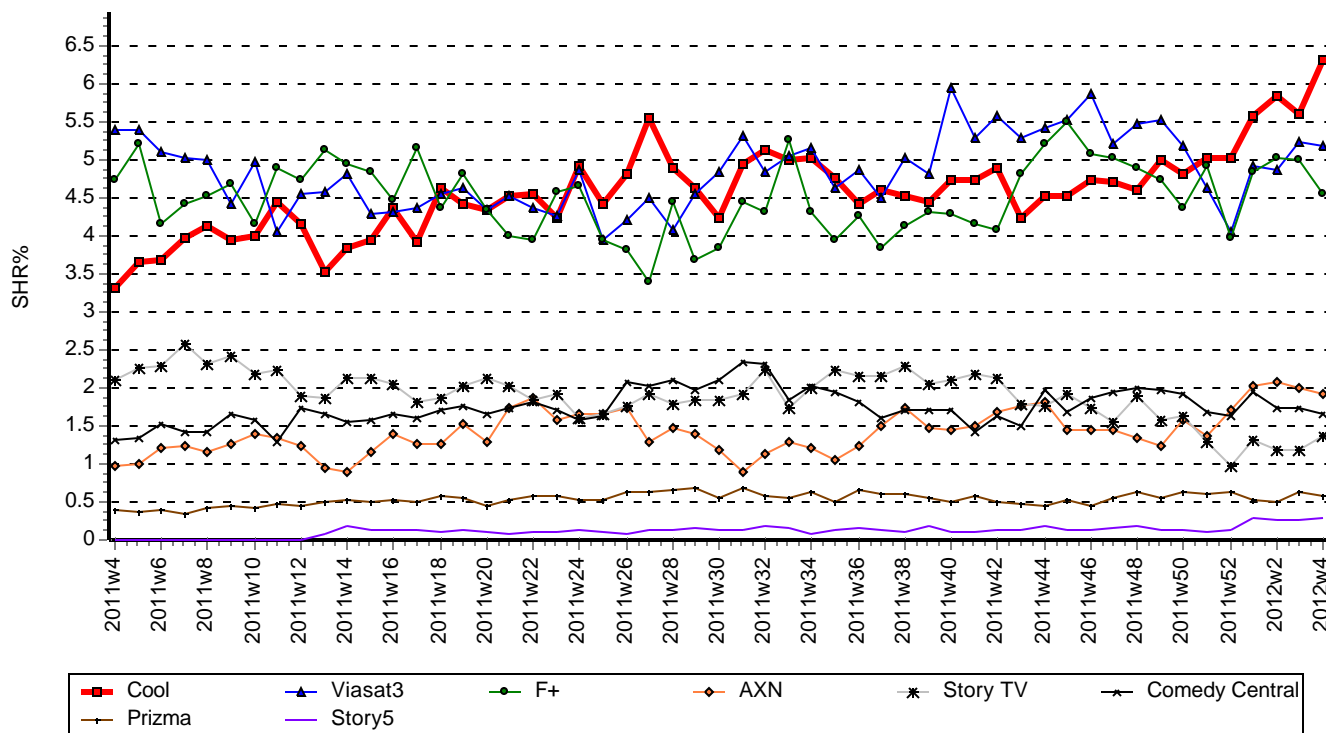
Channel Target Daypart	AXN	Discovery	Life N.	Ozone N.	Sport Klub	DoQ	F&H
	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 Males 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Feb 2011	0.2	0.3	0.1	0.0	0.1	0.0
	Mar 2011	0.2	0.3	0.1	0.0	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 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
	Week 4	0.4	0.4	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	6.3	6.5	6.1	6.0	7.2	110	122	98	98	92
Viasat3	5.2	5.4	4.9	5.0	4.3	111	125	97	100	68
F+	4.6	4.0	5.2	3.9	4.0	107	100	113	85	68
AXN	1.9	2.2	1.7	1.5	1.0	104	125	83	76	39
Story TV	1.4	1.8	0.9	1.2	0.9	72	103	41	61	36
Comedy Centra	1.7	1.3	2.1	2.1	3.2	147	121	173	176	211
Prizma	0.6	0.5	0.6	0.5	0.4	91	94	88	75	51
Story5	0.3	0.3	0.2	0.2	0.1	57	67	48	48	11

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 szállito 2.	Cool	27-01-12	Fri	21:15	22:44	242,965	5.7	13.1	116
Penge: szentharomsag	Cool	28-01-12	Sat	21:15	23:14	201,424	4.7	10.9	150
En a robot	Cool	29-01-12	Sun	19:05	21:04	177,257	4.2	8.1	149
Ket pasi - meg egy kicsi	Viasat3	23-01-12	Mon	20:16	20:40	165,765	3.9	8.5	141
Kemek a sasfeszekben	F+	29-01-12	Sun	21:00	23:55	155,222	3.6	9.2	103

Cool - weekly TOP 10

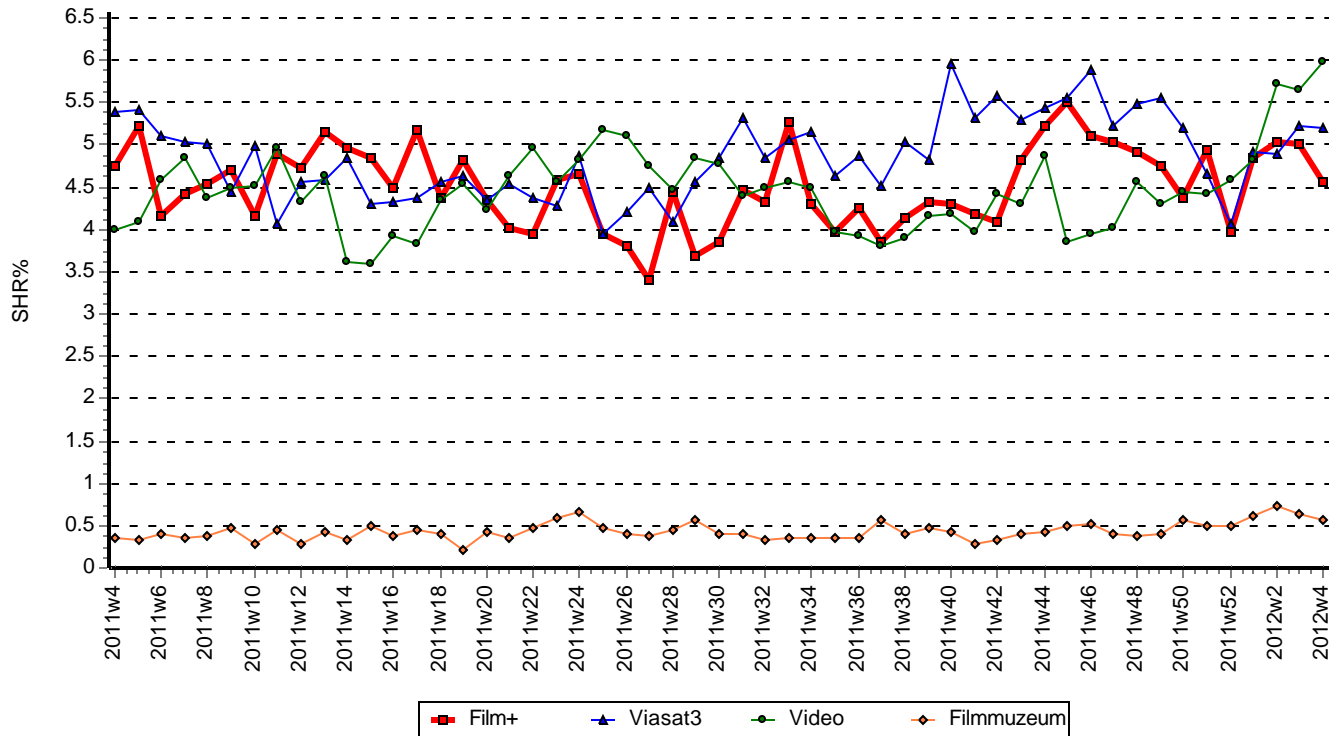
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A szállito 2.	Cool	27-01-12	Fri	21:15	22:44	242,965	5.7	13.1	116
Penge: szentharomsag	Cool	28-01-12	Sat	21:15	23:14	201,424	4.7	10.9	150
En a robot	Cool	29-01-12	Sun	19:05	21:04	177,257	4.2	8.1	149
Dr. csont	Cool	24-01-12	Tue	21:15	22:10	153,898	3.6	8.0	111
A mentalista	Cool	26-01-12	Thu	20:20	21:13	150,696	3.5	7.6	100
Miami helyszinelok	Cool	29-01-12	Sun	21:11	22:03	148,368	3.5	6.8	126
Troja	Cool	23-01-12	Mon	21:15	24:04	136,528	3.2	9.7	150
Showder klub	Cool	28-01-12	Sat	17:04	18:01	123,090	2.9	9.1	153
Gyilkos elmek	Cool	26-01-12	Thu	19:26	20:19	120,998	2.8	6.9	89
Castle	Cool	25-01-12	Wed	20:20	21:15	120,513	2.8	6.0	103

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+	4.6	4.2	5.2	4.0	3.9	107	95	113	100	85
Viasat3	5.2	5.5	4.9	5.4	5.0	111	115	97	125	100
Video	6.0	6.6	6.1	5.9	6.3	132	141	124	140	130
Filmmuzeum	0.6	0.6	0.5	0.6	0.5	101	101	88	115	87

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+)
Ket pasi - meg egy kicsi	Viasat3	23-01-12	Mon	20:16	20:40	165,765	3.9	8.5	141
Kemek a sasfeszekben	F+	29-01-12	Sun	21:00	23:55	155,222	3.6	9.2	103
Jo barátok	Viasat3	26-01-12	Thu	19:50	20:14	150,747	3.5	8.4	157
Ferfibecsület	F+	26-01-12	Thu	21:00	23:19	139,468	3.3	8.2	116
Vegkepp eltorolni	F+	27-01-12	Fri	21:00	23:06	134,017	3.1	7.4	102

Film+ - weekly TOP 10
18-49

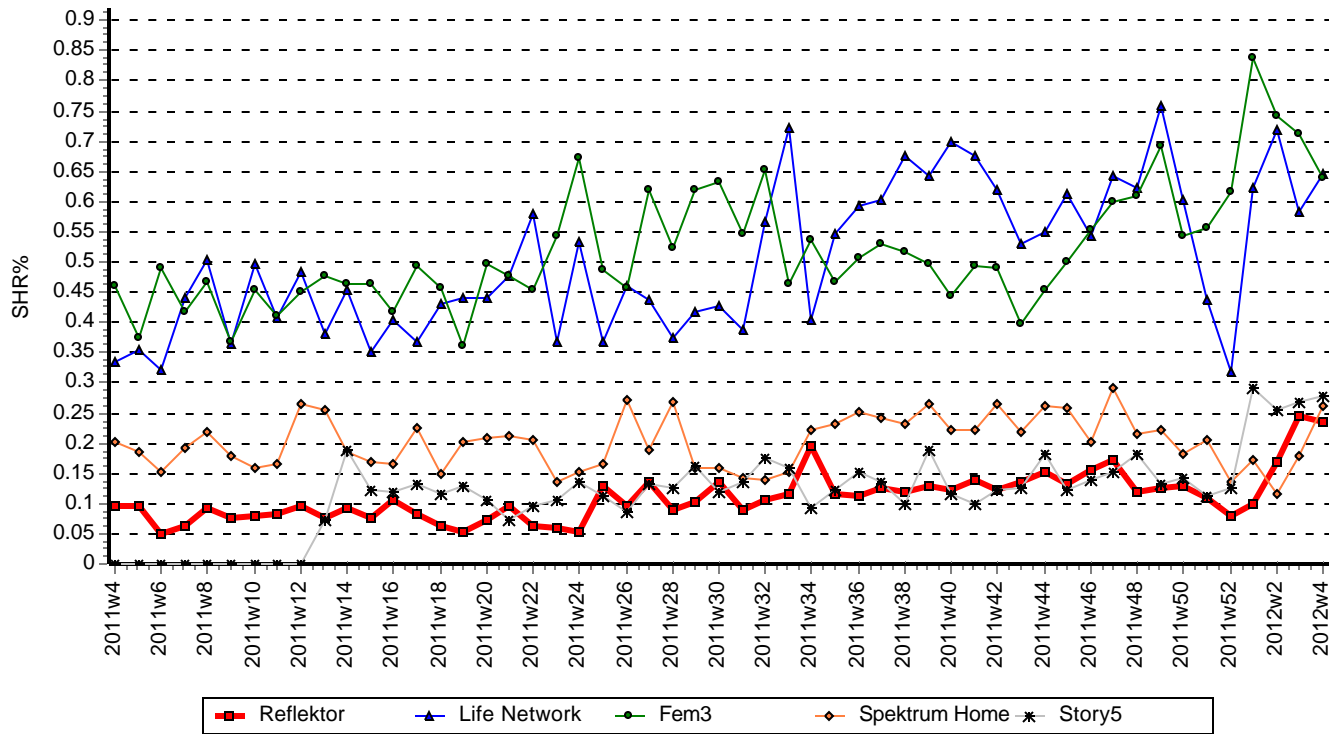
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Kemek a sasfeszekben	F+	29-01-12	Sun	21:00	23:55	155,222	3.6	9.2	103
Ferfibecsület	F+	26-01-12	Thu	21:00	23:19	139,468	3.3	8.2	116
Vegkepp eltorolni	F+	27-01-12	Fri	21:00	23:06	134,017	3.1	7.4	102
A szerelem halojaban	F+	28-01-12	Sat	21:00	23:11	115,108	2.7	6.1	109
Terror a tenger alatt	F+	27-01-12	Fri	23:10	24:53	103,900	2.4	11.8	118
Invazio	F+	24-01-12	Tue	21:00	22:43	96,470	2.3	5.2	116
Hirtelen halal	F+	23-01-12	Mon	21:00	23:01	92,160	2.2	5.3	101
Benjamin kozlegeny	F+	28-01-12	Sat	18:56	20:56	86,142	2.0	4.5	79
Csonthulye	F+	28-01-12	Sat	13:25	15:15	81,176	1.9	8.0	97
Piszkos zsaruk	F+	23-01-12	Mon	23:05	24:58	79,736	1.9	10.6	137

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	86	113	59	117	110
Life Network	0.6	0.8	0.5	0.6	0.6	120	160	80	136	140
Fem3	0.6	0.8	0.4	0.7	0.7	102	144	61	136	137
Spektrum Home	0.3	0.3	0.2	0.3	0.3	142	191	94	212	179
Story5	0.3	0.3	0.2	0.2	0.3	57	67	48	61	68

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



Weekly TOP 5 - Reflektor and its competitors

18-49

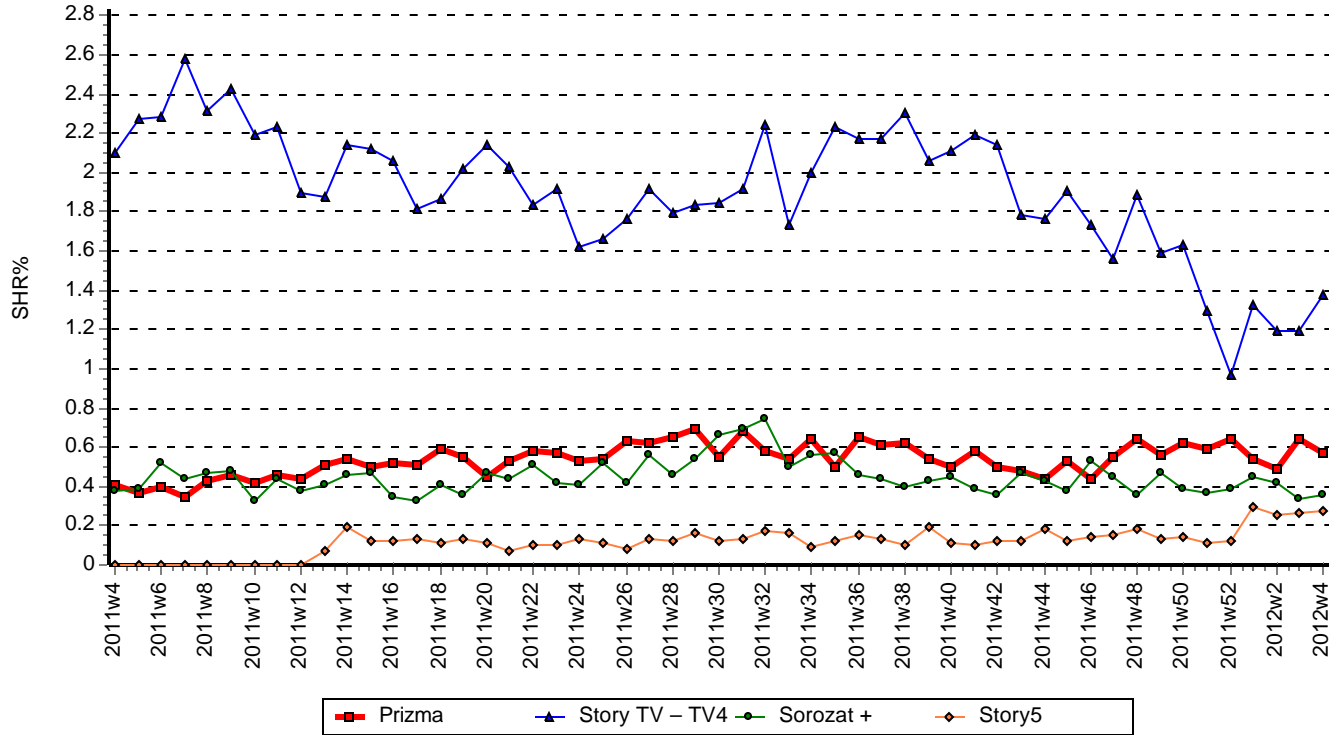
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Kultursokk	Life Netwc	29-01-12	Sun	23:00	23:52	24,549	0.6	2.2	178
Kiprobaltuk - hany evet fiatalodh	Life Netwc	29-01-12	Sun	19:59	20:58	23,814	0.6	1.1	114
Halalbiztos diagnozis	Life Netwc	29-01-12	Sun	12:49	13:34	23,564	0.6	2.2	97
Ketszersult	Fem3	28-01-12	Sat	16:45	17:34	21,768	0.5	1.7	146
Dobbenetes fogyasok	Life Netwc	29-01-12	Sun	19:14	19:59	21,484	0.5	1.0	144

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	0.6	0.6	0.5	91	94	88	112	75
Story TV – TV4	1.4	1.8	0.9	1.5	1.2	72	103	41	94	61
Sorozat +	0.4	0.4	0.2	0.4	0.3	56	76	36	76	46
Story5	0.3	0.3	0.2	0.2	0.2	57	67	48	61	48

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



Weekly TOP 5 - Prizma and its competitors

18-49

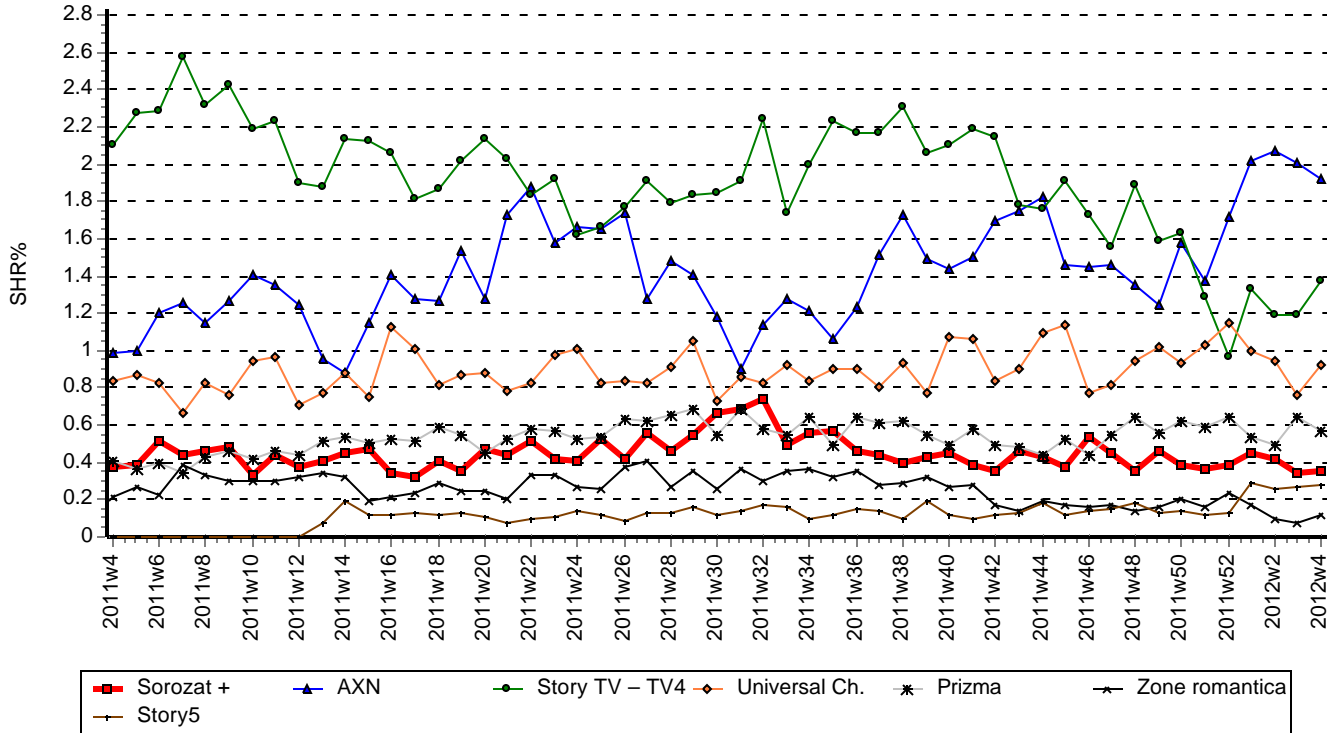
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dallas	Story4	29-01-12	Sun	10:40	11:36	46,098	1.1	4.9	105
Ertelem es erzelem	Story4	29-01-12	Sun	16:04	17:03	40,444	0.9	2.8	87
Agatha christie: poirot	Story4	26-01-12	Thu	17:15	18:18	37,556	0.9	3.4	127
Folytassa fonover	Story4	28-01-12	Sat	17:00	18:34	37,256	0.9	2.6	89
A vadlo	Story4	28-01-12	Sat	20:32	22:13	36,845	0.9	1.8	68

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	0.2	0.4	0.4	56	76	36	76	64
AXN	1.9	2.2	1.7	2.1	1.9	104	125	83	135	106
Story TV – TV4	1.4	1.8	0.9	1.5	1.8	72	103	41	94	99
Universal Ch.	0.9	0.9	1.0	1.0	0.6	97	97	97	123	64
Prizma	0.6	0.5	0.6	0.6	0.4	91	94	88	112	73
Zone romantica	0.1	0.2	0.1	0.1	0.2	25	40	11	37	48
Story5	0.3	0.3	0.2	0.2	0.3	57	67	48	61	66

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

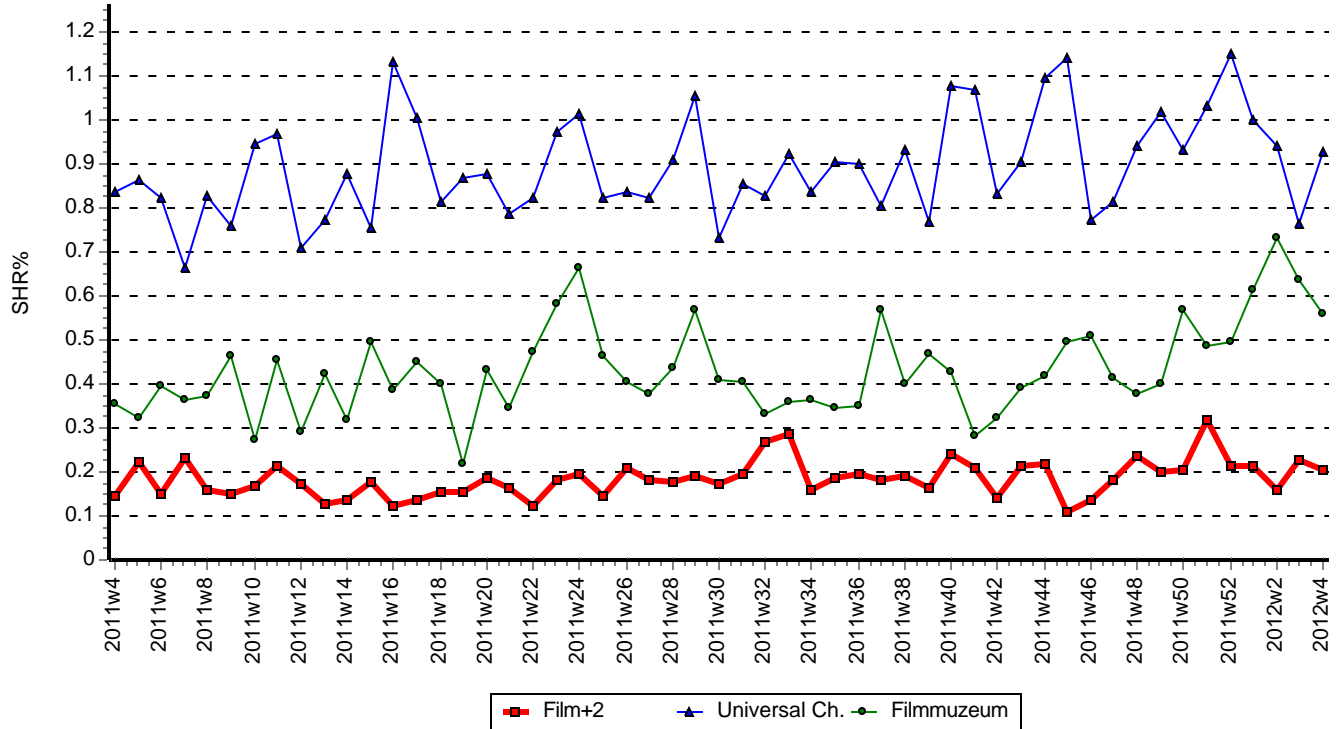
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	25-01-12	Wed	21:00	21:49	87,918	2.1	4.4	126
Gyilkos elmek - alapos gyanu	AXN	25-01-12	Wed	22:00	22:52	75,845	1.8	4.6	147
Ncis - tengereszeti helyszinelok	AXN	26-01-12	Thu	21:00	21:55	69,226	1.6	3.5	97
New york-i helyszinelok	AXN	28-01-12	Sat	23:01	23:49	58,536	1.4	4.5	114
Fallen - letaszitva	AXN	27-01-12	Fri	21:00	22:33	57,437	1.3	3.0	142

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Film+2	0.2	0.2	0.2	0.2	0.1	110	111	109	115	53
Universal Ch.	0.9	0.9	1.0	1.0	0.6	97	97	97	123	58
Filmmuzeum	0.6	0.6	0.5	0.6	0.5	101	115	88	121	87

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



Weekly TOP 5 - Film+2 and its competitors

18-49

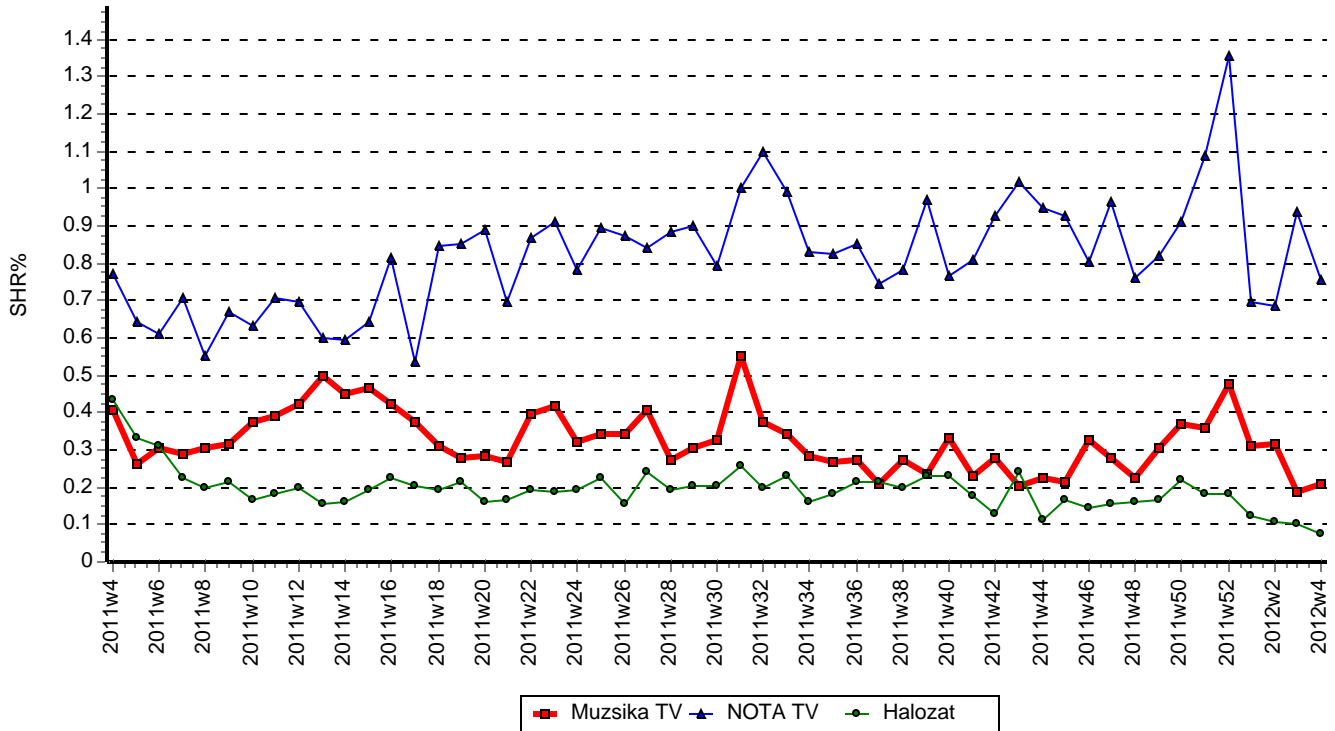
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Monk - a flugos nyomozo	Universal (28-01-12	Sat	19:01	19:55	42,152	1.0	2.4	170
Psych - dilis detektivek	Universal (29-01-12	Sun	11:00	11:52	22,888	0.5	2.4	114
Eskudt ellensegek: bunos szandek	Universal (23-01-12	Mon	22:20	23:14	22,227	0.5	1.6	139
Kisvarosi gyilkossagok	Universal (28-01-12	Sat	08:00	09:55	20,071	0.5	2.9	122
Luxusdoki	Universal (24-01-12	Tue	21:20	22:13	15,611	0.4	0.8	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+	18-49	8-49 Female	18-49 Males	18-49 hw	18+	
Muzika TV	0.2	0.2	0.2	0.2	0.4	44	51	38	62	111	
NOTA TV	0.8	0.9	0.5	0.8	1.2	58	78	38	72	114	
Halozat	0.1	0.1	0.1	0.1	0.2	36	47	26	53	116	

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



Weekly TOP 5 - Muzika and its competitors

18-49

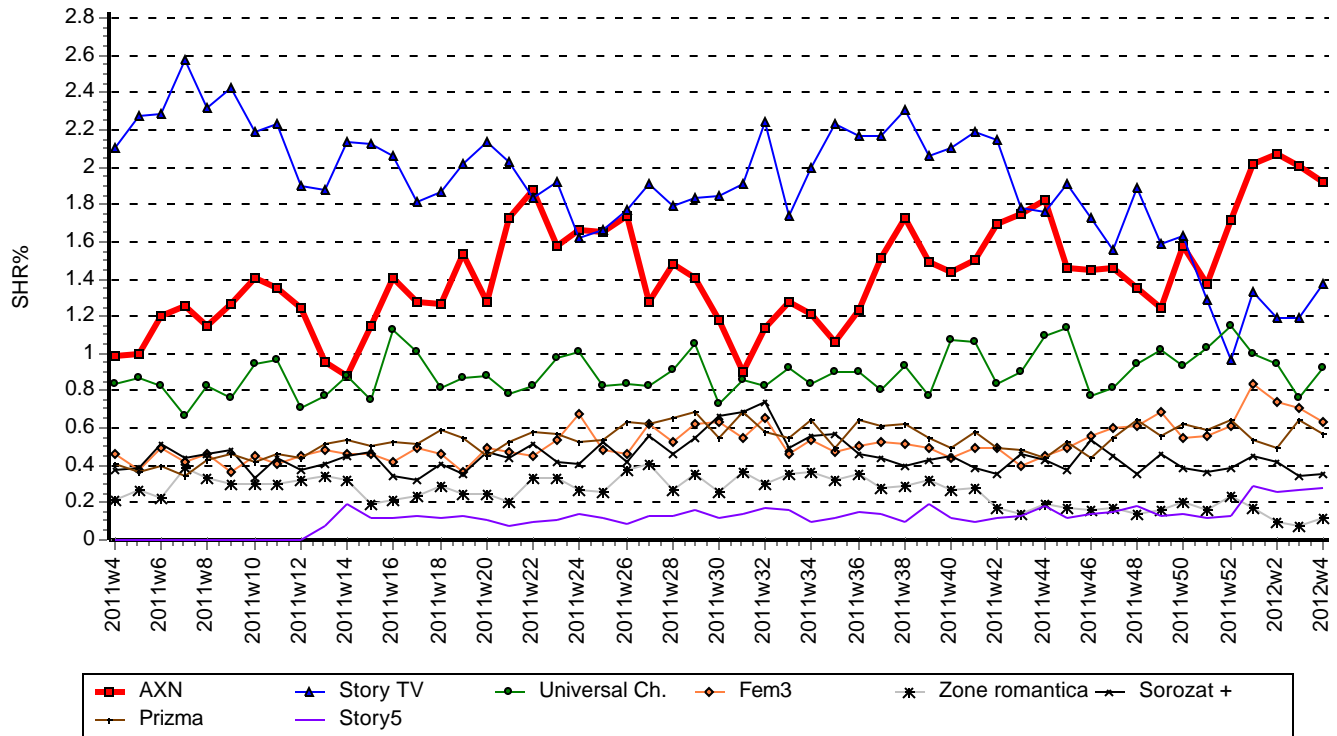
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A szeretet ereje	Halozat	29-01-12	Sun	21:04	22:41	11,618	0.3	0.6	108
A langolo tenger	Halozat	25-01-12	Wed	21:04	22:43	7,576	0.2	0.4	78
Eur-ora	Halozat	25-01-12	Wed	22:48	22:58	7,224	0.2	0.5	163
Hirhalo	Halozat	27-01-12	Fri	20:35	20:56	6,435	0.2	0.3	32
A tevedes aldozata	Halozat	23-01-12	Mon	21:04	22:50	6,061	0.1	0.3	43

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	1.9	2.1	2.2	1.7	1.5	104	111	125	83	76
Story TV	1.4	1.5	1.8	0.9	1.2	72	75	103	41	61
Universal Ch.	0.9	1.1	0.9	1.0	0.6	97	114	97	97	58
Fem3	0.6	0.6	0.8	0.4	0.6	102	94	144	61	95
Zone romantica:	0.1	0.1	0.2	0.1	0.1	25	21	40	11	27
Sorozat +	0.4	0.4	0.4	0.2	0.3	56	55	76	36	46
Prizma	0.6	0.7	0.5	0.6	0.5	91	103	94	88	75
Story5	0.3	0.2	0.3	0.2	0.2	57	37	67	48	48

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	25-01-12	Wed	21:00	21:49	87,918	2.1	4.4	126
Gyilkos elmek - alapos gyanu	AXN	25-01-12	Wed	22:00	22:52	75,845	1.8	4.6	147
Ncis - tengereszeti helyszinelok	AXN	26-01-12	Thu	21:00	21:55	69,226	1.6	3.5	97
New york-i helyszinelok	AXN	28-01-12	Sat	23:01	23:49	58,536	1.4	4.5	114
Fallen - letaszitva	AXN	27-01-12	Fri	21:00	22:33	57,437	1.3	3.0	142

AXN - weekly TOP 10

18-49

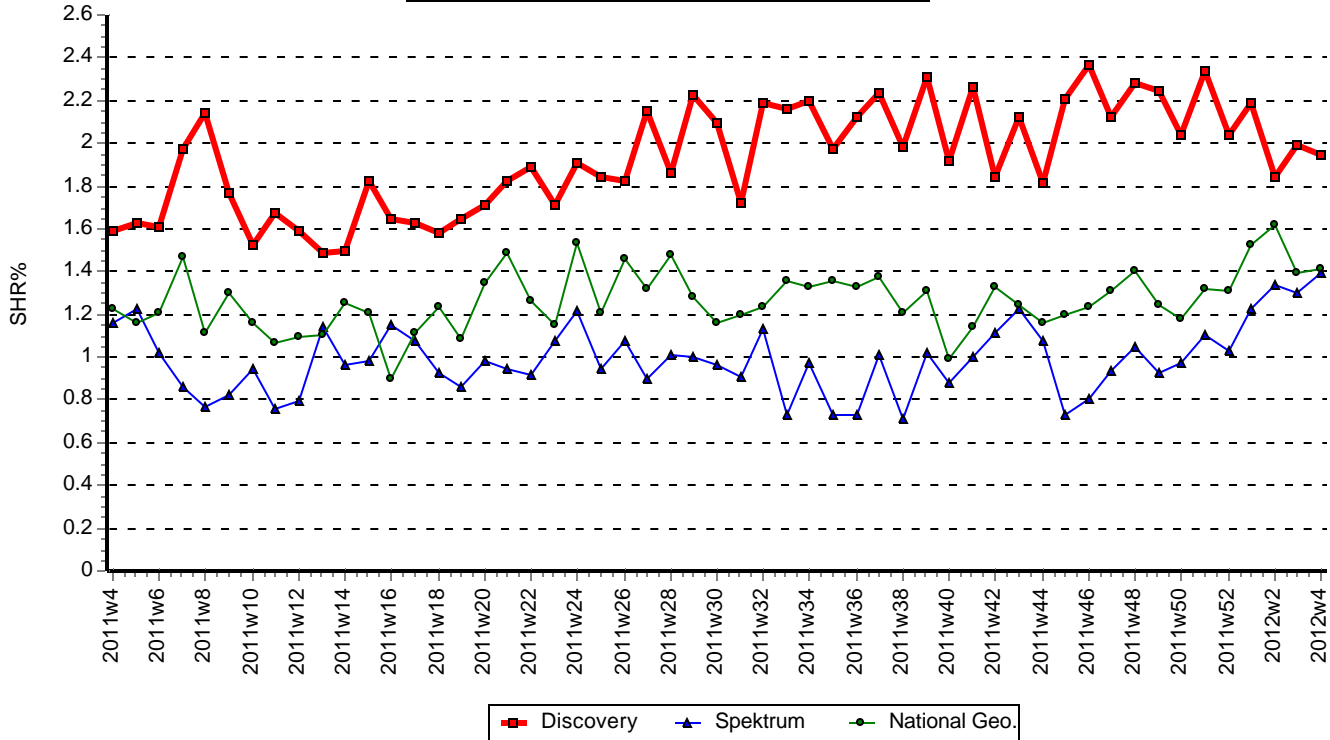
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Gyilkos elmek	AXN	25-01-12	Wed	21:00	21:49	87,918	2.1	4.4	126
Gyilkos elmek - alapos gyanu	AXN	25-01-12	Wed	22:00	22:52	75,845	1.8	4.6	147
Ncis - tengereszeti helyszinelok	AXN	26-01-12	Thu	21:00	21:55	69,226	1.6	3.5	97
New york-i helyszinelok	AXN	28-01-12	Sat	23:01	23:49	58,536	1.4	4.5	114
Fallen - letaszitva	AXN	27-01-12	Fri	21:00	22:33	57,437	1.3	3.0	142
Ncis: los angeles	AXN	28-01-12	Sat	21:00	21:51	47,304	1.1	2.3	91
Doktor house	AXN	23-01-12	Mon	21:00	21:50	43,837	1.0	2.2	165
Zoom	AXN	26-01-12	Thu	21:55	22:10	43,801	1.0	2.4	113
Szellemekkel sutto	AXN	29-01-12	Sun	16:00	16:52	34,312	0.8	2.5	106
Rush - a hajsza	AXN	27-01-12	Fri	19:00	19:54	29,977	0.7	1.9	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+)				
	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	1.9	3.6	3.0	1.1	1.9	139	228	213	86	143
Spektrum	1.4	1.4	1.3	0.8	1.1	148	132	137	101	124
National Geo.	1.4	2.1	1.8	0.6	1.3	143	186	177	66	139

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	29-01-12	Sun	23:01	23:57	41,647	1.6	6.6	289
Robotok a marson	National G	29-01-12	Sun	21:00	21:54	35,352	1.3	2.6	272
South beach-i klasszikusok	Discovery	28-01-12	Sat	17:30	17:56	33,718	1.3	4.1	172
Ki ad tóbbet?	Discovery	28-01-12	Sat	22:30	22:55	31,799	1.2	2.9	305
Autokereskedek	Discovery	27-01-12	Fri	18:30	18:57	30,236	1.1	3.5	282

Discovery Channel - weekly TOP 10

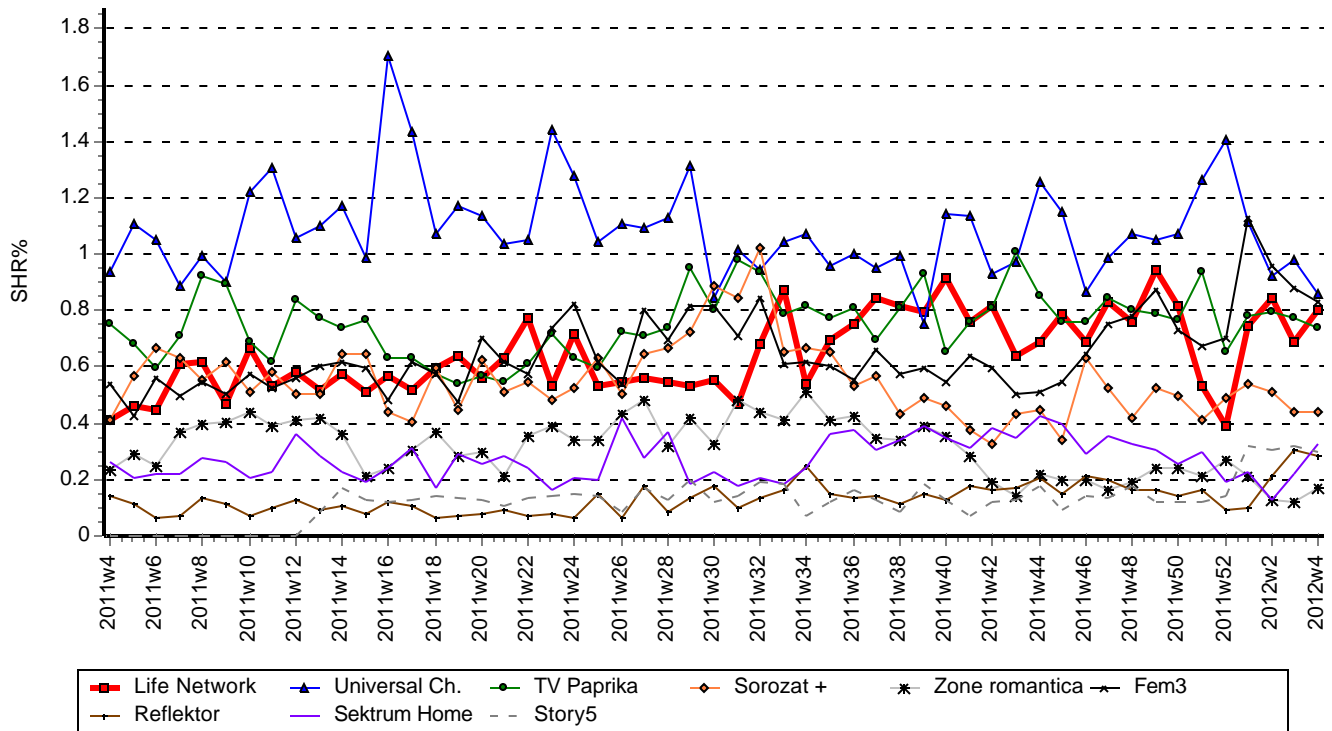
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ujjaepitok	Discovery	29-01-12	Sun	23:01	23:57	41,647	1.6	6.6	289
South beach-i klasszikusok	Discovery	28-01-12	Sat	17:30	17:56	33,718	1.3	4.1	172
Ki ad tóbbet?	Discovery	28-01-12	Sat	22:30	22:55	31,799	1.2	2.9	305
Autokereskedek	Discovery	27-01-12	Fri	18:30	18:57	30,236	1.1	3.5	282
Autokereskedek újratöltve	Discovery	26-01-12	Thu	24:01	24:58	27,315	1.0	7.9	135
Hogyan készült?	Discovery	27-01-12	Fri	15:00	15:26	24,822	0.9	6.2	188
Orias koltoztetok	Discovery	26-01-12	Thu	21:01	21:56	23,035	0.9	1.9	176
Mernoki mutargyak	Discovery	27-01-12	Fri	16:01	16:57	22,235	0.8	5.0	209
Chris ryan bemutatja: rendorsegi	Discovery	29-01-12	Sun	24:03	24:56	21,662	0.8	6.8	335
Para? normalis?	Discovery	28-01-12	Sat	10:00	10:56	20,670	0.8	4.1	118

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	0.8	0.5	0.6	0.9	120	160	80	136	174
Universal Ch.	0.9	0.9	1.0	1.0	0.6	97	97	97	123	64
TV Paprika	0.6	0.7	0.4	0.8	0.5	97	132	62	157	94
Sorozat +	0.4	0.4	0.2	0.4	0.4	56	76	36	76	64
Zone romantica:	0.1	0.2	0.1	0.1	0.2	25	40	11	37	48
Fem3	0.6	0.8	0.4	0.7	0.8	102	144	61	136	133
Reflektor	0.2	0.3	0.2	0.3	0.3	86	113	59	117	95
Sektrum Home	0.3	0.3	0.2	0.3	0.4	142	191	94	212	249
Story5	0.3	0.3	0.2	0.2	0.3	57	67	48	61	66

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+)
Monk - a flugos nyomozo	Universal Ch.	28-01-12	Sat	19:01	19:55	21,861	1.0	2.3	177
Hal a tortan	Fem3	26-01-12	Thu	16:38	17:35	19,382	0.9	3.9	232
Kiprobaltuk - hany evet fiatalodha	Life Netwc	29-01-12	Sun	19:59	20:58	16,929	0.8	1.4	163
Ketszersult	Fem3	28-01-12	Sat	16:45	17:34	16,145	0.8	2.3	218
Segitseg! nonek a hatos ikrek!	Life Netwc	24-01-12	Tue	13:00	13:49	16,100	0.8	4.6	282

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Kiprobaltuk - hany evet fiatalodha	Life Netwc	29-01-12	Sun	19:59	20:58	16,929	0.8	1.4	163
Segitseg! nonek a hatos ikrek!	Life Netwc	24-01-12	Tue	13:00	13:49	16,100	0.8	4.6	282
Angyali erintes	Life Netwc	24-01-12	Tue	14:00	14:49	15,175	0.7	4.4	201
Kultursokk	Life Netwc	29-01-12	Sun	23:00	23:52	13,321	0.6	2.2	194
Halalbiztos diagnozis	Life Netwc	29-01-12	Sun	12:49	13:34	12,817	0.6	2.3	106
Dobbenetes fogyasok	Life Netwc	29-01-12	Sun	19:14	19:59	12,035	0.6	1.1	162
Amirol a veszhelyzetben sem be	Life Netwc	27-01-12	Fri	11:14	12:03	11,799	0.6	4.4	366
Fiatal vagyok de szexelek!	Life Netwc	29-01-12	Sun	21:00	21:52	11,017	0.5	0.9	143
Rejtelyes varosi legendak	Life Netwc	27-01-12	Fri	12:29	12:53	10,923	0.5	3.9	134
Szexfelugyelok	Life Netwc	24-01-12	Tue	24:35	25:12	10,115	0.5	4.5	388

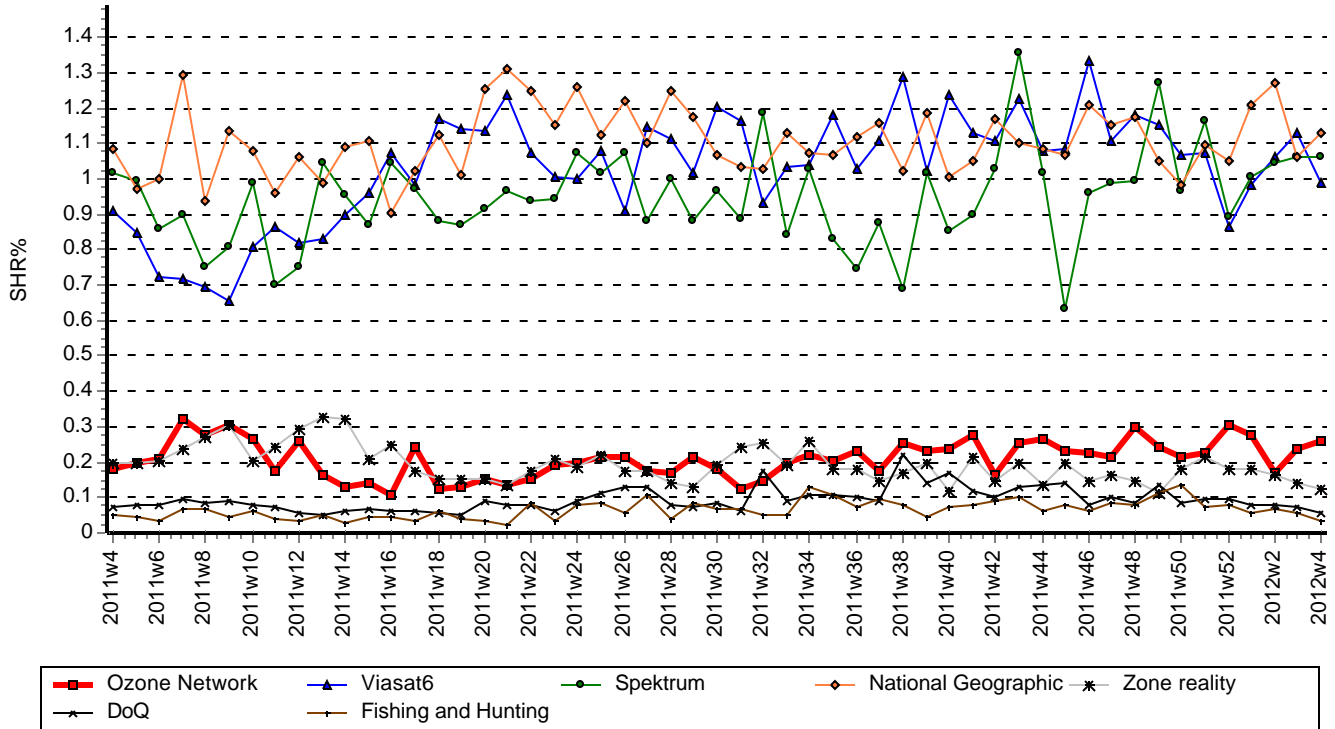
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.3	0.2	0.3	0.2	0.4	94	71	117	79	130
Viasat6	1.0	0.8	1.2	0.8	1.0	128	115	140	126	111
Spektrum	1.1	0.8	1.3	1.2	1.4	119	101	137	155	132
National Geogr	1.1	0.6	1.8	0.9	2.1	122	66	177	120	186
Zone reality	0.1	0.2	0.1	0.2	0.1	84	121	48	123	62
DoQ	0.1	0.0	0.1	0.1	0.1	65	63	66	109	60
Fishing and Hu	0.0	0.0	0.0	0.0	0.0	123	129	117	178	135

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+)
Robotok a marson	National G	29-01-12	Sun	21:00	21:54	35,545	0.8	1.6	171
A simpson család	Viasat6	25-01-12	Wed	16:38	17:03	34,026	0.8	3.7	175
Vadallati nyomozás	National G	29-01-12	Sun	10:00	10:53	32,468	0.8	3.7	126
Apokalipszis: a második világhab	National G	29-01-12	Sun	16:00	16:54	30,198	0.7	2.2	130
Amcsi motorok	Viasat6	26-01-12	Thu	15:46	16:39	30,118	0.7	4.0	173

Ozone Network - weekly TOP 10

18-49

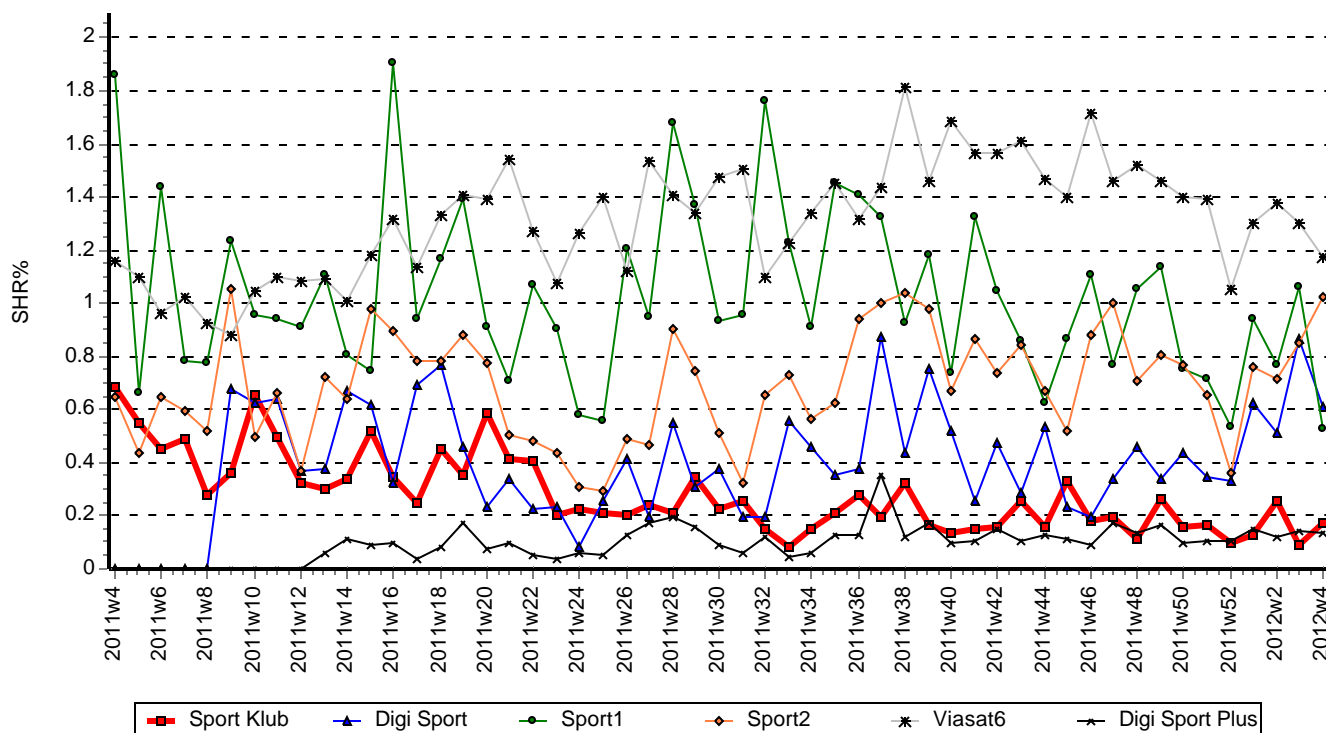
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Elarvult vadak	Ozone Ne	28-01-12	Sat	17:40	18:33	15,498	0.4	1.0	196
India: a tigris birodalma	Ozone Ne	28-01-12	Sat	18:45	19:23	14,467	0.3	0.8	209
Titokzatos melyseg	Ozone Ne	26-01-12	Thu	23:59	24:23	14,251	0.3	2.0	216
A legyozott dinoszauruszok	Ozone Ne	27-01-12	Fri	21:00	21:53	13,605	0.3	0.7	125
Farkasok	Ozone Ne	29-01-12	Sun	18:44	19:23	13,253	0.3	0.7	95
Meteor	Ozone Ne	28-01-12	Sat	13:01	14:31	13,199	0.3	1.4	208
Viharjelzes	Ozone Ne	26-01-12	Thu	24:59	25:47	11,219	0.3	2.8	216
Gyerek survivor - a sarkvideken	Ozone Ne	26-01-12	Thu	24:28	24:53	11,119	0.3	1.9	216
Pazarlas	Ozone Ne	26-01-12	Thu	23:29	23:50	10,407	0.2	1.2	212
Az elet vize	Ozone Ne	28-01-12	Sat	22:24	22:53	8,813	0.2	0.5	156

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

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49 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	0.2	0.2	0.2	0.2	0.1	110	128	150	99	80	
Digi Sport	0.6	0.6	0.6	0.4	0.4	133	117	141	94	89	
Sport1	0.5	0.6	0.8	0.5	0.4	108	118	174	104	81	
Sport2	1.0	0.9	1.3	1.0	0.7	130	108	169	125	98	
Viasat6	1.2	1.0	0.8	0.9	1.0	140	111	94	113	128	
Digi Sport Plus	0.1	0.2	0.2	0.1	0.1	181	182	209	132	103	

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	25-01-12	Wed	21:58	23:54	25,855	1.2	3.9	144
A simpson család	Viasat6	25-01-12	Wed	16:38	17:03	25,458	1.2	5.9	260
Labdarugas - spanyol bajnoksag	Digi Sport	25-01-12	Wed	21:44	24:13	21,974	1.0	3.4	140
Star trek - az uj nemzedek	Viasat6	27-01-12	Fri	13:05	13:56	20,308	0.9	6.1	309
Amcsi motorok	Viasat6	26-01-12	Thu	15:46	16:39	20,139	0.9	6.1	230

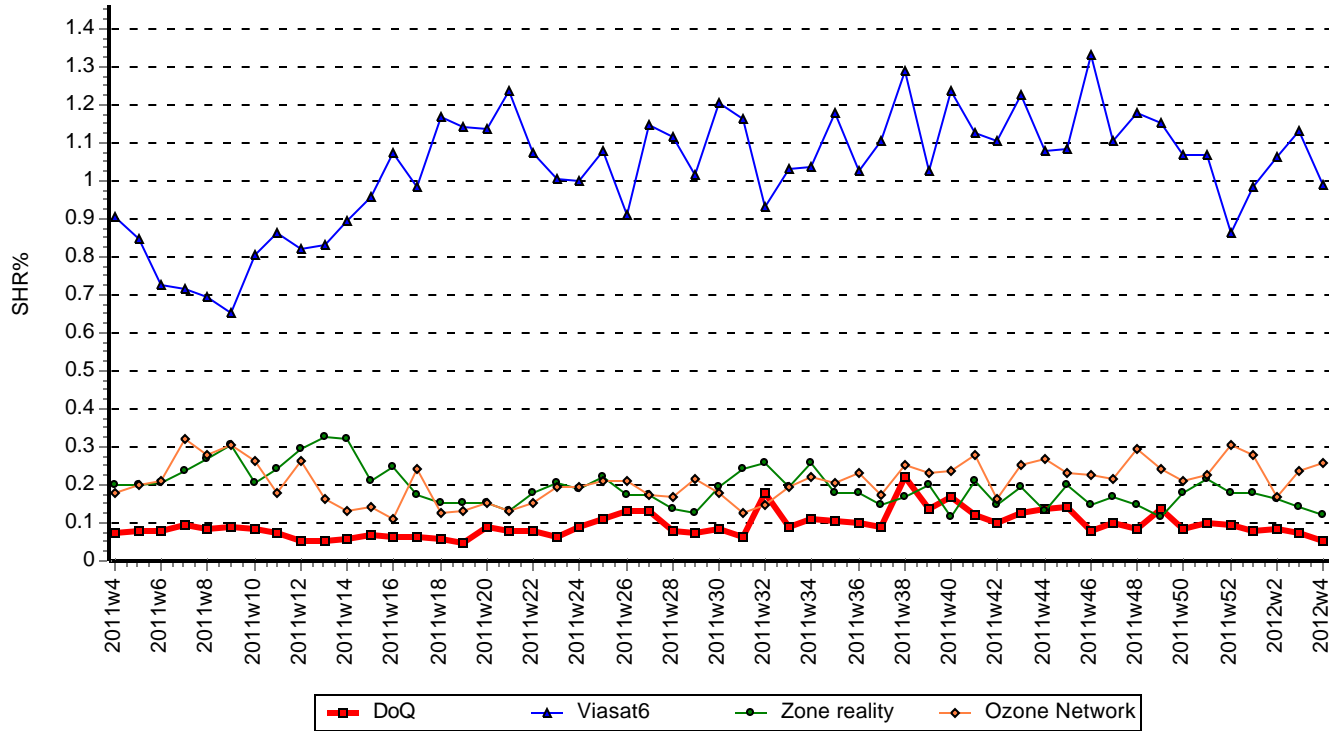
Toplists are filtered to only sport programs. Including multiple appearances.
At least 7 minutes long programmes. There is no program database for SportKlub.



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	0.0	0.1	0.1	0.1	65	63	66	109	58
Viasat6	1.0	0.8	1.2	0.8	0.9	128	115	140	126	113
Zone reality	0.1	0.2	0.1	0.2	0.1	84	121	48	123	79
Ozone Networ	0.3	0.2	0.3	0.2	0.3	94	71	117	79	108

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



Weekly TOP 5 - DoQ and its competitors

18-49

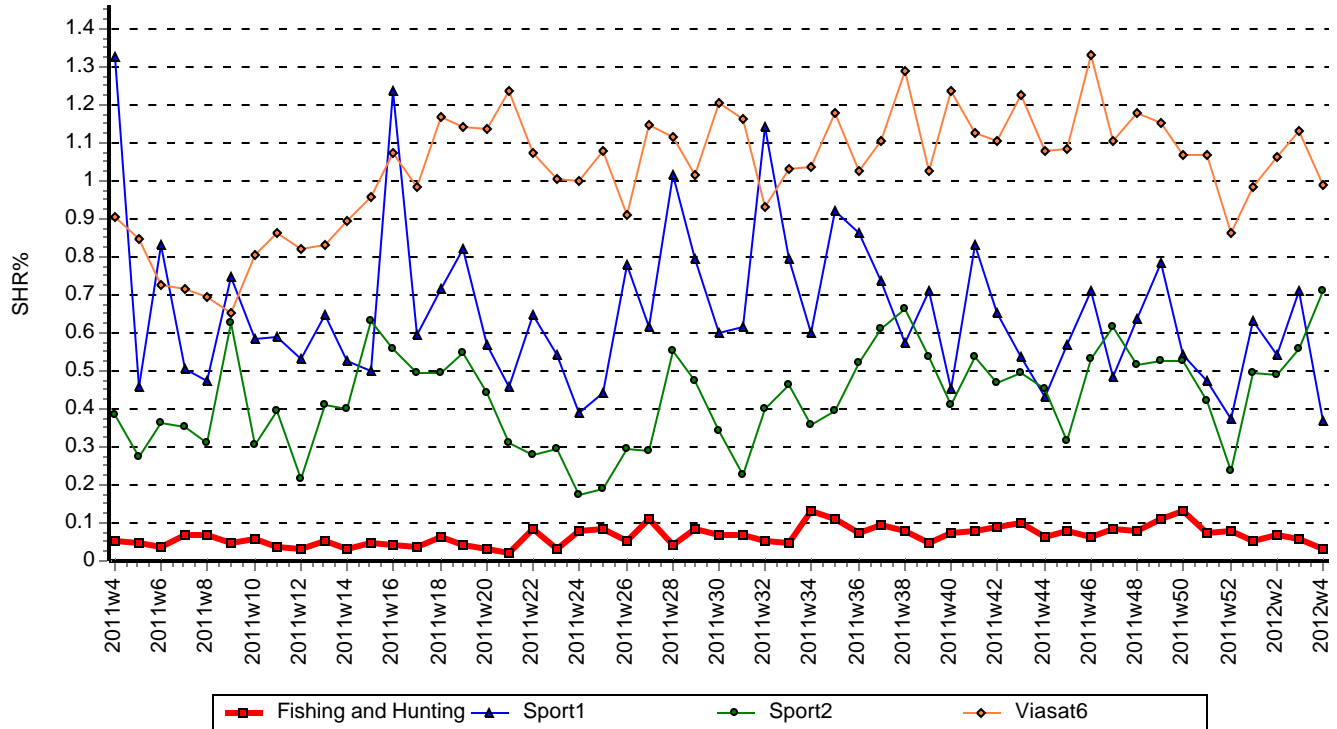
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	Viasat6	25-01-12	Wed	16:38	17:03	34,026	0.8	3.7	175
Amcsi motorok	Viasat6	26-01-12	Thu	15:46	16:39	30,118	0.7	4.0	173
Ferjek gyongye	Viasat6	23-01-12	Mon	18:00	18:23	29,528	0.7	2.5	212
Futurama	Viasat6	29-01-12	Sun	20:32	20:57	28,403	0.7	1.3	145
Csillagkapu	Viasat6	25-01-12	Wed	15:46	16:35	27,868	0.7	3.5	181

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp
Fishing and Hu	0.0	0.0	0.0	0.0	0.0	123	129	117	178	90
Sport1	0.4	0.2	0.5	0.3	0.5	81	53	108	74	106
Sport2	0.7	0.4	1.0	0.7	1.2	98	66	130	111	156
Viasat6	1.0	0.8	1.2	0.8	1.0	128	115	140	126	117

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



Weekly TOP 5 - F&H and its competitors

18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	Viasat6	25-01-12	Wed	16:38	17:03	34,026	0.8	3.7	175
Amcsi motorok	Viasat6	26-01-12	Thu	15:46	16:39	30,118	0.7	4.0	173
Ferjek gyongye	Viasat6	23-01-12	Mon	18:00	18:23	29,528	0.7	2.5	212
Futurama	Viasat6	29-01-12	Sun	20:32	20:57	28,403	0.7	1.3	145
Csillagkapu	Viasat6	25-01-12	Wed	15:46	16:35	27,868	0.7	3.5	181

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