

Cable channels' audience shares on different target groups

Channel Target Daypart		Cool 18-49 02:00-25:59	Film+ 18-49 02:00-25:59	Sport Klub 18-49 Males 02:00-25:59	AXN 18-49 02:00-25:59	Discovery 18-49 ABC pp 02:00-25:59	Cartoon N. 4-14 06:00-20:59	Animax 15-24 20:00-23:59
Past	Jan 2010	3.6	4.9	0.9	1.4	1.6	9.7	0.0
	Feb 2010	3.4	4.3	0.6	1.4	1.7	10.5	0.0
	Mar 2010	3.7	4.1	0.6	1.5	1.9	9.7	0.0
	Apr 2010	3.2	4.7	0.6	1.6	1.7	10.5	0.0
	May 2010	2.9	4.7	0.6	1.4	1.7	9.7	0.0
	Jun 2010	3.0	4.4	0.5	1.1	1.6	10.8	0.0
	Jul 2010	3.2	5.0	0.4	1.0	1.7	11.2	0.0
	Aug 2010	3.6	5.2	0.5	0.9	1.8	9.8	0.0
	Sep 2010	3.5	4.9	0.5	1.0	1.9	9.3	0.0
	Oct 2010	3.3	4.3	0.5	1.2	1.5	8.3	0.0
	Nov 2010	3.5	4.7	0.4	1.2	1.5	6.8	0.0
	Dec 2010	3.6	4.4	0.3	1.3	1.6	8.0	0.0
	Jan 2011	3.7	4.8	0.6	1.1	1.6	6.2	0.0
	Feb 2011	3.9	4.6	0.4	1.1	1.9	7.0	1.6
Present	Week 6	3.7	4.2	0.5	1.2	1.6	6.5	1.5
	Week 7	4.0	4.4	0.5	1.3	2.0	7.2	1.5
	Week 8	4.1	4.5	0.3	1.2	2.1	7.3	1.4
	Week 9	3.9	4.7	0.4	1.3	1.8	7.3	1.1
	Week 10	4.0	4.2	0.7	1.4	1.5	8.0	1.0

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 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Feb 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Mar 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Apr 2010	0.0	0.0	0.0	0.0	0.0	0.1
	May 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Jun 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Jul 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Aug 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Sep 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Oct 2010	0.5	0.2	0.0	0.0	0.0	0.1
	Nov 2010	0.5	0.2	0.0	0.0	0.0	0.2
	Dec 2010	0.4	0.2	0.4	0.3	0.2	0.1
	Jan 2011	0.5	0.2	0.4	0.4	0.2	0.1
Feb 2011	0.5	0.3	0.4	0.5	0.2	0.1	
Present	Week 6	0.4	0.2	0.4	0.5	0.1	0.0
	Week 7	0.6	0.3	0.3	0.4	0.2	0.1
	Week 8	0.6	0.3	0.4	0.5	0.2	0.1
	Week 9	0.5	0.3	0.5	0.5	0.1	0.1
	Week 10	0.7	0.3	0.4	0.3	0.2	0.1

Cable channels' audience shares on different target groups

Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.1	0.1
	Jan 2011	0.1	0.1
	Feb 2011	0.1	0.1
Present	Week 6	0.1	0.0
	Week 7	0.1	0.1
	Week 8	0.1	0.1
	Week 9	0.1	0.0
	Week 10	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	0.0
	Feb 2010	0.6	0.8	0.1	0.3	0.3	2.1	0.0
	Mar 2010	0.6	0.7	0.1	0.3	0.3	1.8	0.0
	Apr 2010	0.5	0.8	0.1	0.3	0.3	1.7	0.0
	May 2010	0.5	0.8	0.1	0.2	0.3	1.6	0.0
	Jun 2010	0.5	0.7	0.1	0.2	0.2	1.8	0.0
	Jul 2010	0.5	0.8	0.1	0.2	0.2	1.9	0.0
	Aug 2010	0.5	0.8	0.1	0.1	0.3	1.8	0.0
	Sep 2010	0.6	0.8	0.1	0.2	0.3	1.5	0.0
	Oct 2010	0.6	0.7	0.1	0.2	0.2	1.5	0.0
	Nov 2010	0.6	0.8	0.1	0.2	0.3	1.4	0.0
	Dec 2010	0.7	0.8	0.1	0.3	0.3	1.8	0.0
	Jan 2011	0.7	0.9	0.1	0.2	0.3	1.3	0.0
	Feb 2011	0.7	0.8	0.1	0.2	0.3	1.5	0.4
Present	Week 6	0.7	0.8	0.1	0.2	0.3	1.4	0.4
	Week 7	0.7	0.8	0.1	0.2	0.3	1.5	0.4
	Week 8	0.8	0.8	0.0	0.2	0.4	1.5	0.3
	Week 9	0.7	0.9	0.1	0.2	0.3	1.4	0.3
	Week 10	0.7	0.7	0.1	0.2	0.2	1.5	0.3

Cable channels' ratings on different target groups

Channel Target Daypart	Life N.	Ozone N.	Prizma	Sorozat +	Film+2	Muzsika TV	Reflektor
	18-49 Females 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Feb 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Mar 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Apr 2010	0.0	0.0	0.0	0.0	0.0	0.0
	May 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Jun 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Jul 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Aug 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Sep 2010	0.0	0.0	0.0	0.0	0.0	0.0
	Oct 2010	0.1	0.0	0.0	0.0	0.0	0.0
	Nov 2010	0.1	0.0	0.0	0.0	0.0	0.0
	Dec 2010	0.1	0.0	0.1	0.1	0.0	0.0
	Jan 2011	0.1	0.0	0.1	0.1	0.0	0.1
	Feb 2011	0.1	0.0	0.1	0.1	0.0	0.1
Present	Week 6	0.1	0.0	0.1	0.1	0.0	0.1
	Week 7	0.1	0.1	0.1	0.1	0.0	0.1
	Week 8	0.1	0.1	0.1	0.1	0.0	0.1
	Week 9	0.1	0.1	0.1	0.1	0.0	0.1
	Week 10	0.1	0.0	0.1	0.1	0.0	0.1

Cable channels' ratings on different target groups

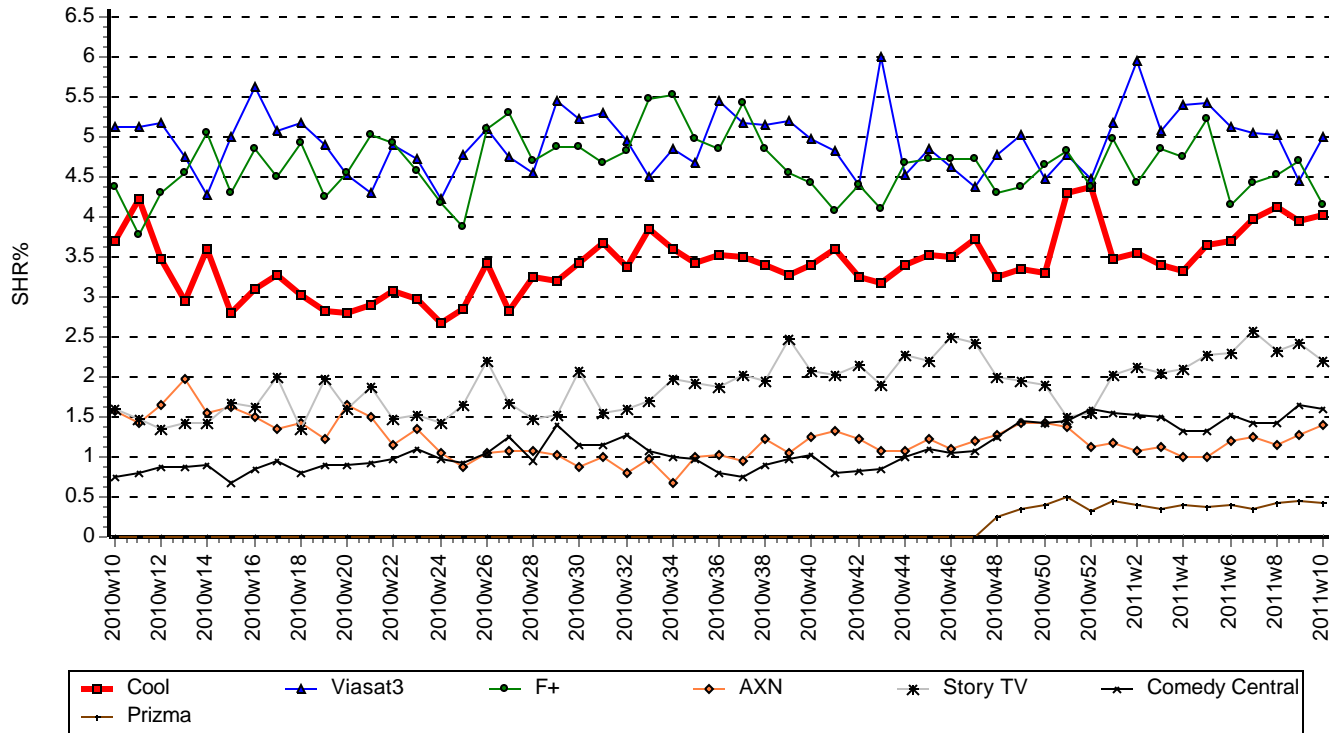
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
	Jan 2011	0.0	0.0
	Feb 2011	0.0	0.0
Present	Week 6	0.0	0.0
	Week 7	0.0	0.0
	Week 8	0.0	0.0
	Week 9	0.0	0.0
	Week 10	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	4.0	4.1	3.9	3.8	4.1	102	113	92	90	81
Viasat3	5.0	5.6	4.3	5.0	4.6	112	137	88	104	79
F+	4.2	3.1	5.3	3.3	3.1	109	90	128	80	63
AXN	1.4	1.5	1.3	1.4	1.1	104	123	85	99	61
Story TV	2.2	2.6	1.7	1.9	1.8	77	101	53	64	48
Comedy Centra	1.6	1.0	2.2	2.1	3.1	154	110	197	193	229
Prizma	0.4	0.4	0.5	0.4	0.4	111	102	120	111	77

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+)
Eden hotel	Viasat3	10-03-11	Thu	21:19	22:09	151,458	3.6	8.6	148
Dr. csont	Cool	10-03-11	Thu	21:20	22:11	142,257	3.4	8.1	111
Csillagok haboruja 1. - baljos arn	F+	10-03-11	Thu	21:10	23:43	131,927	3.1	9.2	153
Gyilkos elmek	Cool	10-03-11	Thu	20:25	21:20	131,811	3.1	7.0	105
Showder klub	Cool	12-03-11	Sat	22:06	22:57	116,118	2.7	6.8	157

Cool - weekly TOP 10

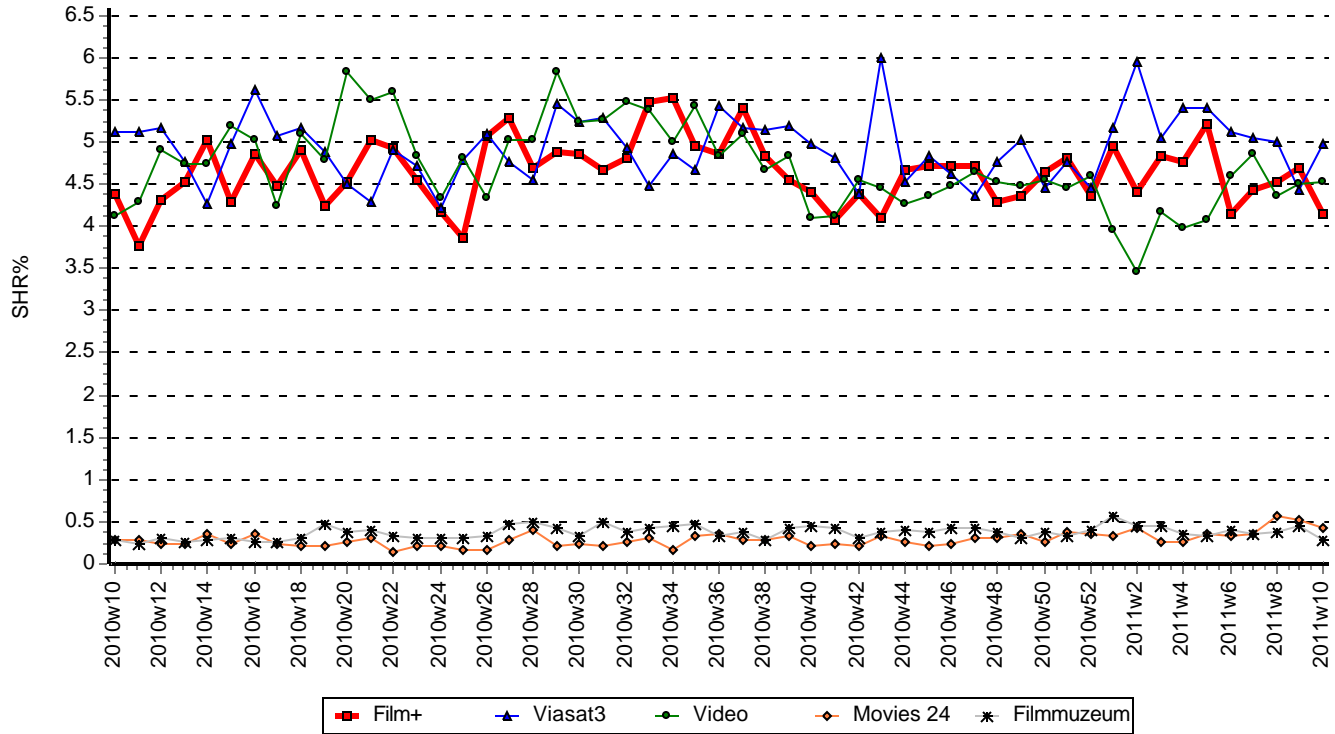
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	10-03-11	Thu	21:20	22:11	142,257	3.4	8.1	111
Gyilkos elmek	Cool	10-03-11	Thu	20:25	21:20	131,811	3.1	7.0	105
Showder klub	Cool	12-03-11	Sat	22:06	22:57	116,118	2.7	6.8	157
Az utolso cserkesz	Cool	11-03-11	Fri	21:19	23:16	109,300	2.6	7.0	137
Belevalovilag	Cool	12-03-11	Sat	23:00	23:57	105,336	2.5	8.4	137
New york-i helyszinelok	Cool	08-03-11	Tue	22:12	23:01	94,108	2.2	6.2	92
Csi	Cool	13-03-11	Sun	21:11	22:05	88,848	2.1	4.6	78
Gyilkosság a feher hazban	Cool	13-03-11	Sun	19:12	21:07	85,314	2.0	4.5	81
Miami helyszinelok	Cool	13-03-11	Sun	22:05	23:00	75,165	1.8	4.8	81
Alien vs. predator - a halal a ragc	Cool	07-03-11	Mon	21:23	23:05	74,093	1.7	4.5	138

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+	4.2	4.2	5.3	3.1	3.3	109	107	128	90	80
Viasat3	5.0	5.3	4.3	5.6	5.0	112	115	88	137	104
Video	4.5	4.5	5.1	4.0	5.5	132	127	136	128	148
Movies 24	0.4	0.5	0.2	0.6	0.3	106	107	53	160	76
Filmmuzeum	0.3	0.3	0.3	0.3	0.2	55	53	51	59	35

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+)
Eden hotel	Viasat3	10-03-11	Thu	21:19	22:09	151,458	3.6	8.6	148
Csillagok haboruja 1. - baljos arny	F+	10-03-11	Thu	21:10	23:43	131,927	3.1	9.2	153
Ket pasi - meg egy kicsi	Viasat3	08-03-11	Tue	19:52	20:16	114,638	2.7	6.0	126
Es megint duhbe jovunk	F+	08-03-11	Tue	21:11	23:18	114,290	2.7	7.0	115
Beugro plusz	Viasat3	11-03-11	Fri	21:15	22:11	107,854	2.5	5.9	142

Film+ - weekly TOP 10
18-49

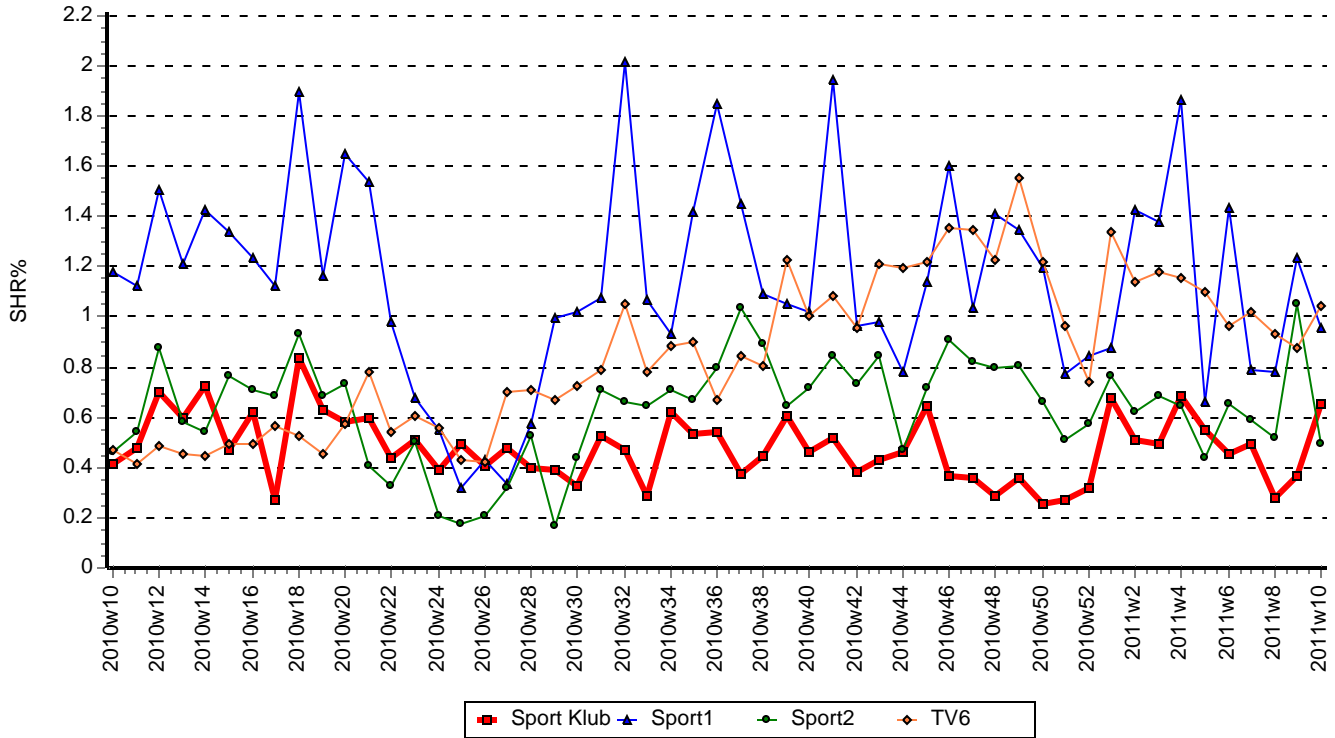
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagok haboruja 1. - baljos arny	F+	10-03-11	Thu	21:10	23:43	131,927	3.1	9.2	153
Es megint duhbe jovunk	F+	08-03-11	Tue	21:11	23:18	114,290	2.7	7.0	115
Vesztett vad	F+	07-03-11	Mon	21:10	22:48	103,421	2.4	5.8	111
Tuzfal	F+	13-03-11	Sun	21:15	23:09	96,836	2.3	5.7	112
Bosszu mindhalalig	F+	11-03-11	Fri	21:09	23:04	88,300	2.1	5.4	98
Zorro legendaja	F+	13-03-11	Sun	18:50	21:08	87,131	2.1	4.6	97
A templomos lovagok oroksege	F+	12-03-11	Sat	22:35	24:24	79,212	1.9	6.4	125
Hetedik mennyorszag	F+	08-03-11	Tue	23:25	25:02	77,862	1.8	12.7	147
Rendorakademia 7. - moszkvai ki	F+	12-03-11	Sat	20:59	22:28	75,809	1.8	3.9	102
Az elveszett jarat foglyai	F+	07-03-11	Mon	22:54	24:28	75,522	1.8	8.8	126

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

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49 Males	18-39 Males	18-24 Males	ABC pI	8-49 ABC pI	18-49	18-39 Males	18-24 Males	ABC pI	8-49 ABC pI	18-49
Sport Klub	0.7	0.6	0.6	0.3	0.4	130	115	129	67	85	
Sport1	1.0	1.0	1.0	0.5	0.6	110	110	124	61	74	
Sport2	0.5	0.6	0.6	0.3	0.3	105	109	142	72	72	
TV6	1.0	1.2	0.9	0.9	0.8	160	173	136	141	135	

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



Weekly TOP 5 - SportKlub and its competitors

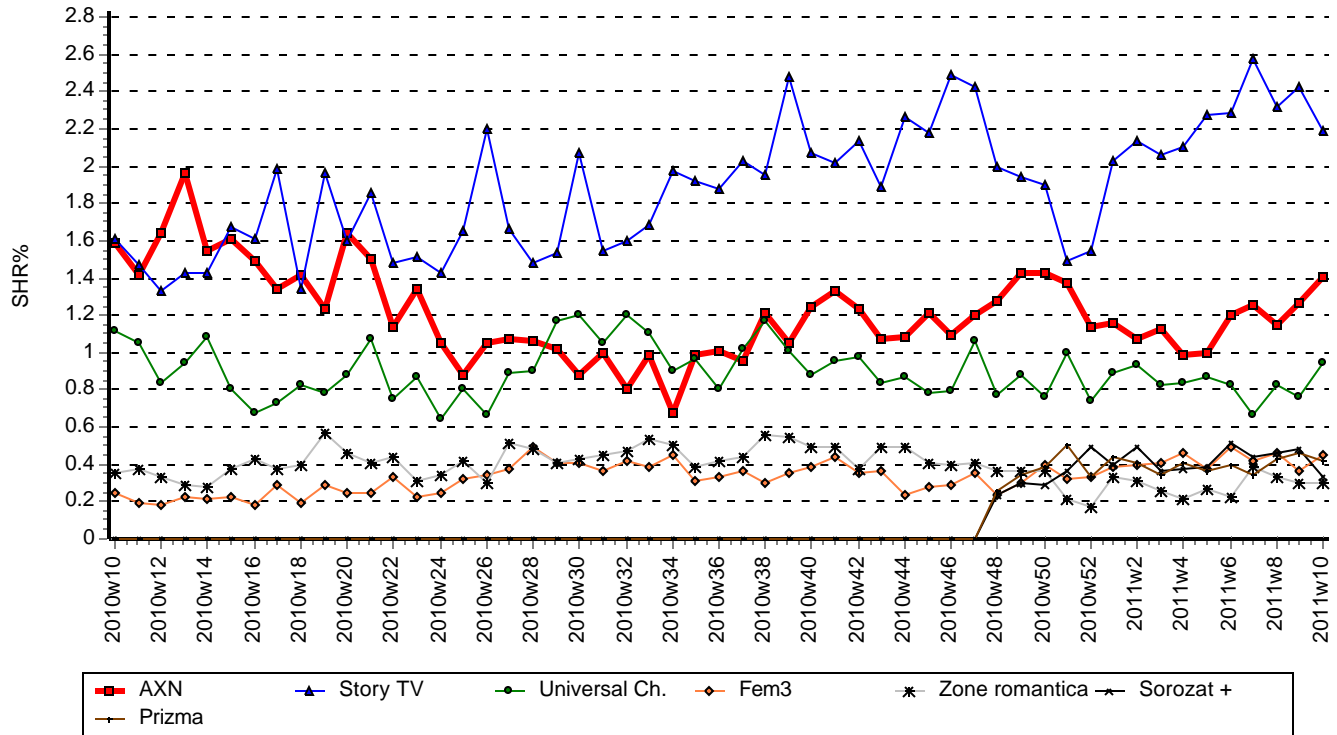
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	Viasat6	12-03-11	Sat	16:33	16:58	14,021	0.7	3.4	291
Top gear	Viasat6	09-03-11	Wed	20:00	21:00	13,133	0.6	1.5	262
Star trek - enterprise	Viasat6	09-03-11	Wed	19:02	19:57	11,855	0.6	1.5	191
Eureka	Viasat6	10-03-11	Thu	20:00	20:56	11,790	0.6	1.4	173
Amerikai fater	Viasat6	13-03-11	Sun	09:17	09:42	10,326	0.5	3.1	282

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	1.4	1.6	1.5	1.3	1.4	104	110	123	85	99
Story TV	2.2	2.0	2.6	1.7	1.9	77	66	101	53	64
Universal Ch.	0.9	1.1	1.2	0.6	0.8	88	97	123	53	71
Fem3	0.5	0.4	0.6	0.3	0.5	86	75	117	54	89
Zone romantica:	0.3	0.3	0.4	0.1	0.3	61	55	97	26	49
Sorozat +	0.3	0.4	0.5	0.1	0.3	82	85	137	28	67
Prizma	0.4	0.5	0.4	0.5	0.4	111	116	102	120	111

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+)
Hetedik mennyország	Story4	11-03-11	Fri	17:47	18:42	65,001	1.5	5.9	137
New york-i helyszínelők	AXN	12-03-11	Sat	22:00	22:50	58,267	1.4	3.3	118
Agatha christie: poirot	Story4	12-03-11	Sat	21:02	22:47	55,700	1.3	3.0	79
Labdarugo merkozes - europa lig	Story4	10-03-11	Thu	18:56	20:50	42,308	1.0	2.4	90
A farm ahol elunk	Story4	10-03-11	Thu	10:50	11:46	41,679	1.0	12.0	123

AXN - weekly TOP 10

18-49

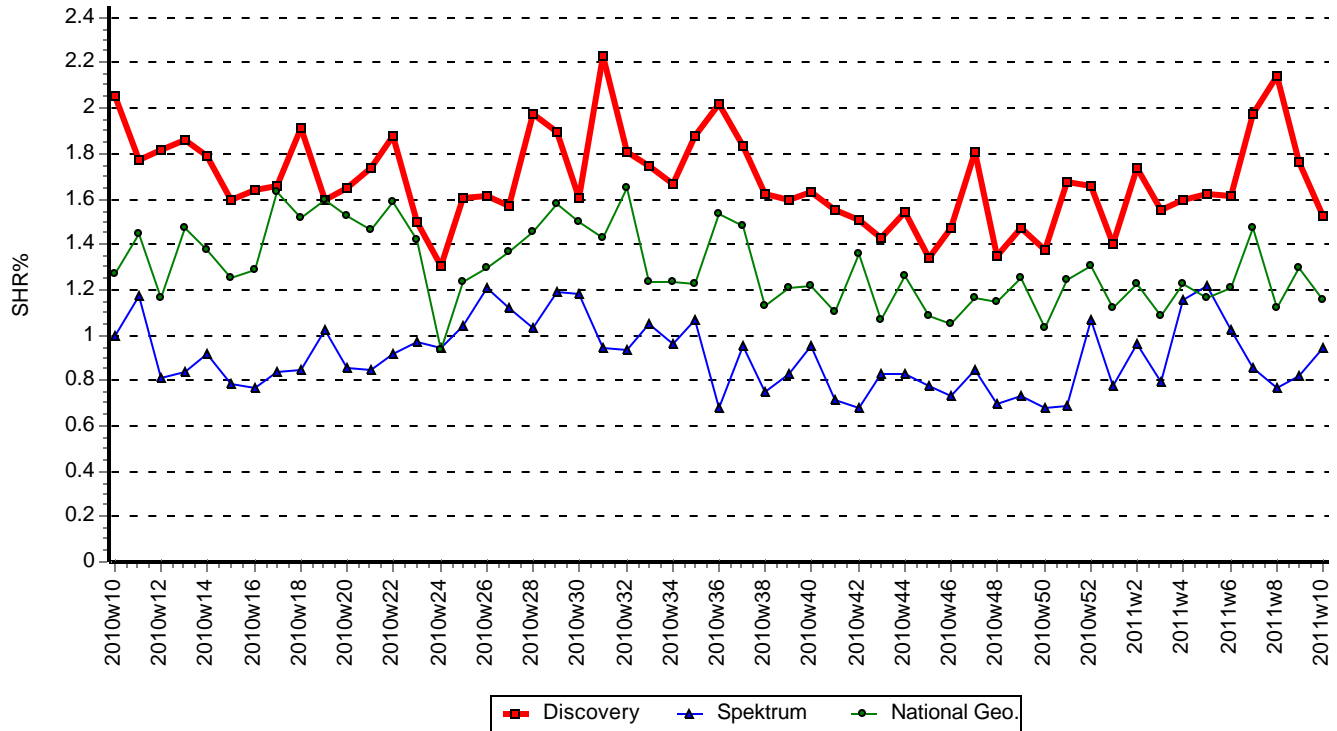
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
New york-i helyszínelők	AXN	12-03-11	Sat	22:00	22:50	58,267	1.4	3.3	118
Helyszíni szemle	AXN	13-03-11	Sun	21:00	21:53	37,189	0.9	1.9	105
Ncis: los angeles	AXN	11-03-11	Fri	21:00	21:56	32,515	0.8	1.7	98
Gyilkos elmek	AXN	09-03-11	Wed	23:00	23:50	32,469	0.8	3.4	113
Csillagkapu: atlantisz	AXN	10-03-11	Thu	19:00	19:50	28,814	0.7	1.7	117
Sötét angyal	AXN	09-03-11	Wed	08:05	08:53	27,577	0.7	6.2	175
Szellemeikkel suttogó	AXN	11-03-11	Fri	20:00	20:51	24,157	0.6	1.3	143
Volt egyszer egy mexiko	AXN	13-03-11	Sun	22:00	23:55	20,860	0.5	1.6	108
Ugyvedek	AXN	09-03-11	Wed	07:00	07:54	20,851	0.5	4.7	195
Doktor house	AXN	07-03-11	Mon	02:00	02:23	19,007	0.4	8.1	176

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	1.5	2.9	2.4	0.9	1.6	118	205	183	81	132
Spektrum	0.9	1.0	1.3	0.7	1.1	107	103	151	94	134
National Geo.	1.2	1.3	1.4	0.8	1.2	117	120	140	99	133

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+)
Hogyan készült?	Discovery	10-03-11	Thu	20:30	20:55	38,280	1.4	3.1	129
Stan lee bemutatja: supermenek	Discovery	07-03-11	Mon	21:30	22:26	32,971	1.2	2.7	160
Mindennapi tudomány	National G	13-03-11	Sun	23:00	23:56	22,748	0.8	3.3	270
Mernoki talalekonyasag	National G	08-03-11	Tue	22:00	22:55	21,949	0.8	2.1	202
Tabu	National G	11-03-11	Fri	22:59	23:56	20,833	0.8	3.1	202

Discovery Channel - weekly TOP 10

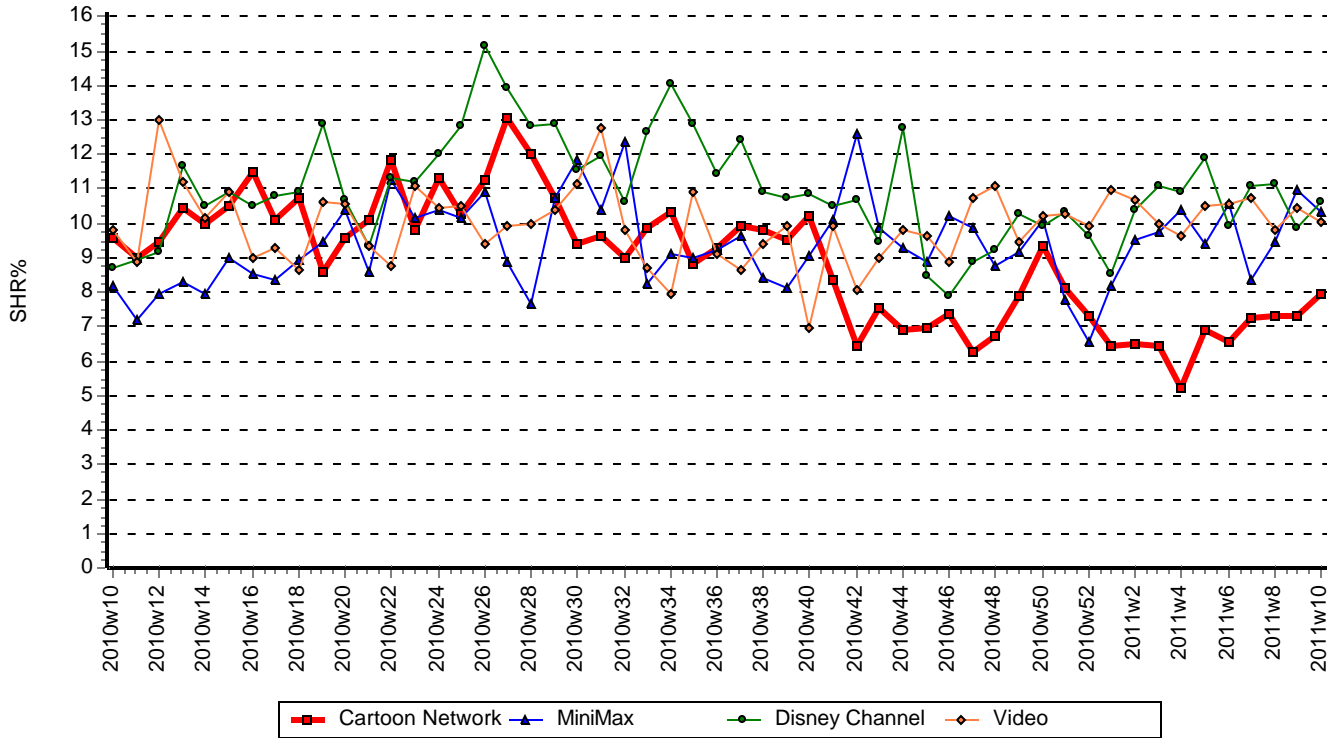
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan készült?	Discovery	10-03-11	Thu	20:30	20:55	38,280	1.4	3.1	129
Stan lee bemutatja: supermenek	Discovery	07-03-11	Mon	21:30	22:26	32,971	1.2	2.7	160
Amcsi motorok	Discovery	13-03-11	Sun	09:00	09:57	20,339	0.7	4.5	237
Autokereskedok	Discovery	13-03-11	Sun	12:00	12:56	19,432	0.7	4.6	145
Allitolag	Discovery	10-03-11	Thu	19:00	19:56	17,739	0.6	1.7	114
Megusztam elve	Discovery	07-03-11	Mon	22:31	23:27	16,278	0.6	2.1	128
Halalos fogas	Discovery	10-03-11	Thu	21:30	22:27	15,751	0.6	1.4	117
Otodik sebesseg	Discovery	13-03-11	Sun	10:00	10:26	14,793	0.5	3.5	219
Vegzetes masodpercek	Discovery	09-03-11	Wed	10:30	10:55	14,468	0.5	7.0	259
A tuleles torvenyei	Discovery	10-03-11	Thu	18:00	18:56	14,204	0.5	1.9	130

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 (1-13)	4-14	F 4-14	M 4-14	8-14	w/children (1-13)
Cartoon Network	8.0	5.3	10.5	6.9	1.1	562	374	748	450	99
MiniMax	10.3	12.2	8.5	2.5	3.6	433	510	356	95	185
Disney Channel	10.6	13.1	8.2	11.0	3.1	421	517	328	402	152
Video	10.0	10.8	9.3	8.1	7.0	247	264	231	185	210

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+)
Benne vagyok a bandaban	Disney Ch:	09-03-11	Wed	20:30	20:51	53,452	5.2	11.5	729
A szepseg es a szornyeteg	Disney Ch:	12-03-11	Sat	19:01	20:23	52,409	5.2	13.3	363
Scooby-doo a zombik szigeten	Cartoon N:	12-03-11	Sat	18:11	19:31	51,212	5.1	14.7	700
Tini titanok	Cartoon N:	13-03-11	Sun	19:26	19:48	48,952	4.8	12.0	633
Indul a risza	Disney Ch:	12-03-11	Sat	10:21	10:43	48,375	4.8	18.1	448

Cartoon - weekly TOP 10

4-14

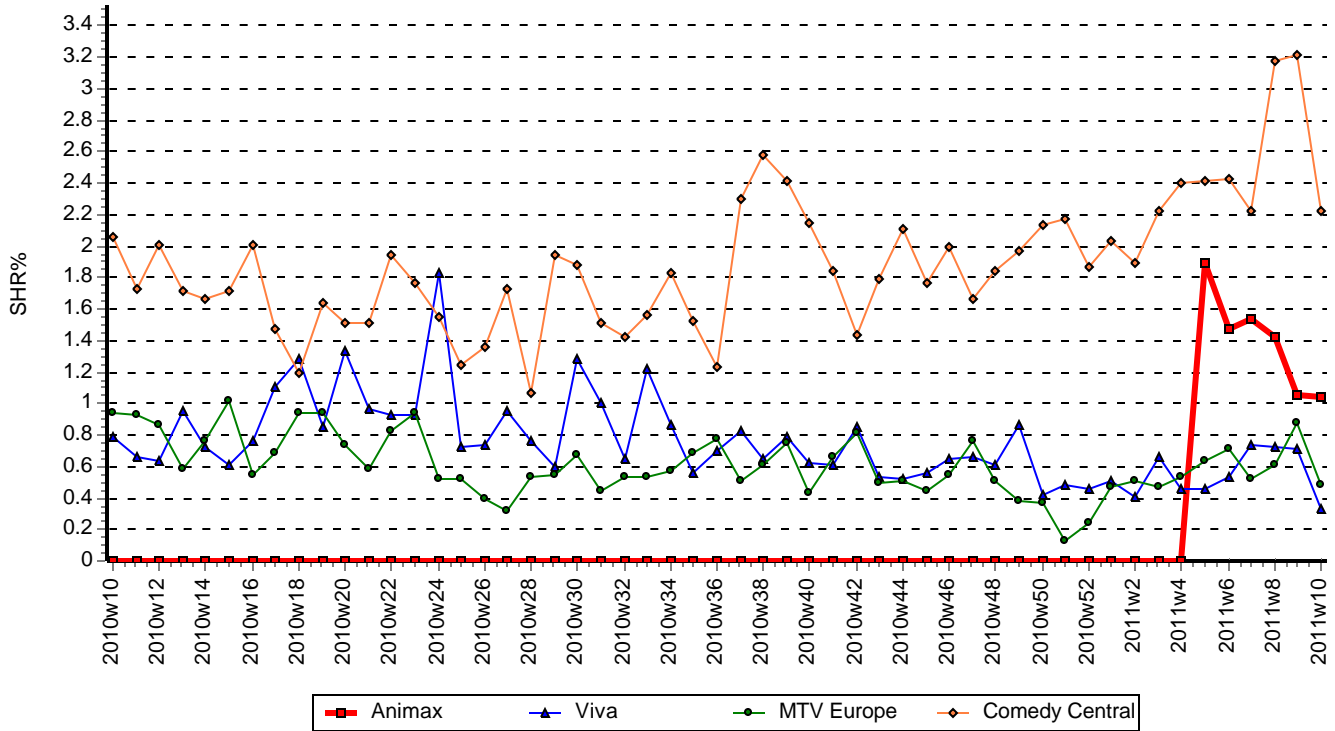
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Scooby-doo a zombik szigeten	Cartoon N:	12-03-11	Sat	18:11	19:31	51,212	5.1	14.7	700
Tini titanok	Cartoon N:	13-03-11	Sun	19:26	19:48	48,952	4.8	12.0	633
Remkolykok	Cartoon N:	13-03-11	Sun	19:01	19:22	45,598	4.5	11.1	495
Shaolin leszamolias	Cartoon N:	13-03-11	Sun	11:00	11:20	39,226	3.9	21.6	610
Laszlo tabor	Cartoon N:	09-03-11	Wed	06:25	06:47	38,754	3.8	32.5	832
Szombatek titkos vilaga	Cartoon N:	13-03-11	Sun	19:51	20:13	36,812	3.6	8.8	708
Tom es jerry	Cartoon N:	12-03-11	Sat	19:35	19:49	33,242	3.3	8.1	607
Bakugan new vestroia	Cartoon N:	10-03-11	Thu	19:02	19:23	33,126	3.3	8.1	878
Scooby-doo merre vagy?	Cartoon N:	12-03-11	Sat	07:15	07:36	32,521	3.2	14.1	658
Johnny test	Cartoon N:	12-03-11	Sat	07:40	08:02	31,426	3.1	10.9	681

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	1.0	1.6	1.1	0.6	2.9	182	253	204	103	468
Viva	0.3	0.2	0.1	0.8	0.4	139	89	55	328	147
MTV Europe	0.5	0.6	0.4	0.6	0.1	283	321	257	366	67
Comedy Centr	2.2	3.6	2.4	1.3	0.4	197	294	215	108	35

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.	09-03-11	Wed	22:30	22:55	19,712	1.7	8.3	341
Igy jartam anyatokkal	Comedy C.	07-03-11	Mon	20:45	21:09	15,516	1.3	4.3	409
South park	Comedy C.	08-03-11	Tue	22:00	22:27	14,871	1.3	5.0	356
A cleveland show	Comedy C.	08-03-11	Tue	21:35	22:00	11,792	1.0	3.7	275
Firka villa	Comedy C.	08-03-11	Tue	22:55	23:20	10,681	0.9	4.8	467

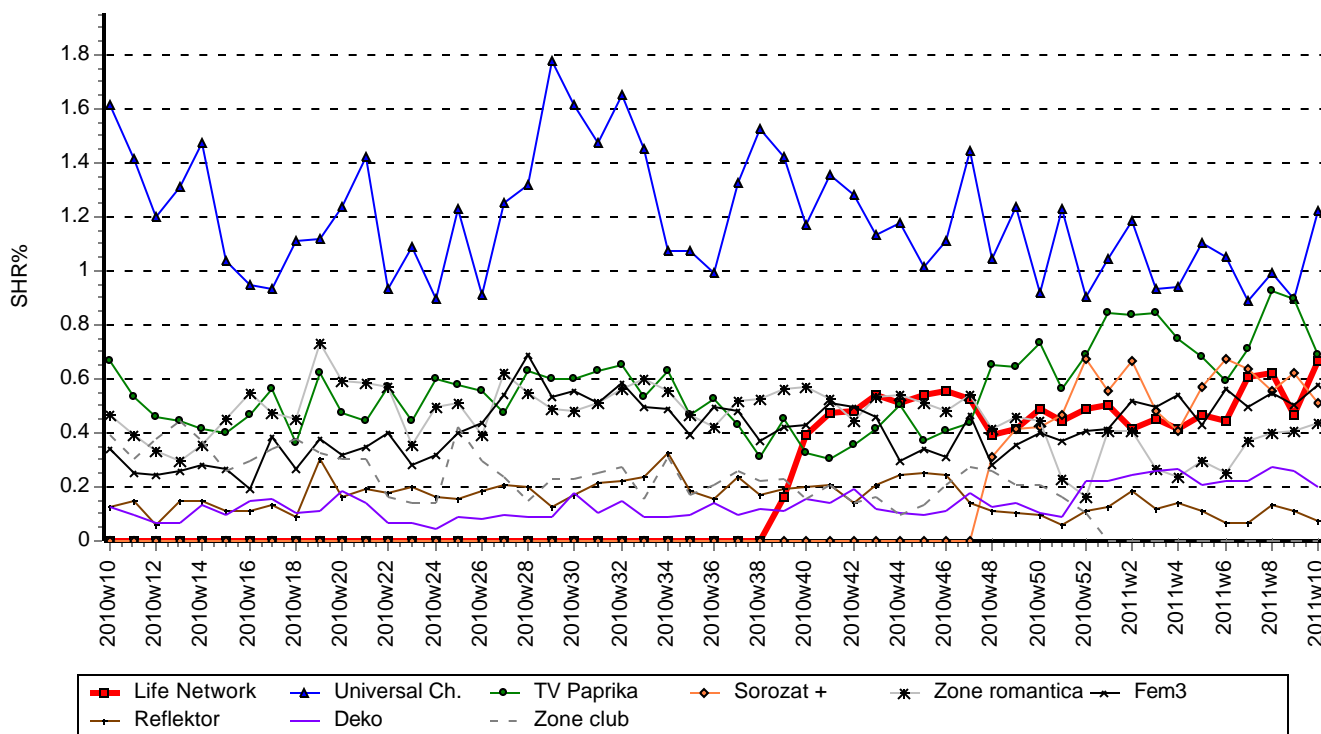
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.5	0.7	0.3	0.7	0.5	99	144	54	155	110
Universal Ch.	0.9	1.2	0.6	1.2	1.2	88	123	53	127	112
TV Paprika	0.6	0.7	0.5	0.7	0.6	105	135	75	147	116
Sorozat +	0.3	0.5	0.1	0.4	0.4	82	137	28	103	111
Zone romantica:	0.3	0.4	0.1	0.4	0.4	61	97	26	90	88
Fem3	0.5	0.6	0.3	0.5	0.6	86	117	54	106	122
Reflektor	0.1	0.1	0.1	0.1	0.1	71	73	70	111	54
Deko	0.2	0.2	0.1	0.2	0.2	132	184	81	167	177
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
Arva anyal	Fem3	08-03-11	Tue	20:57	21:48	15,377	0.7	1.5	98	
Amirol a veshhelyzetben sem be	Life Netwc	12-03-11	Sat	21:59	22:50	15,090	0.7	1.6	268	
Manhattan kicsiben	Fem3	08-03-11	Tue	21:55	23:28	12,911	0.6	1.8	185	
Dagi a család na es?	Life Netwc	08-03-11	Tue	13:00	13:48	12,549	0.6	5.2	332	
Karomkodom tehat vagyok	Life Netwc	12-03-11	Sat	20:00	21:02	11,473	0.5	1.2	281	

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)	18-49 Females
Amirol a veshhelyzetben sem be	Life Netwc	12-03-11	Sat	21:59	22:50	15,090	0.7	1.6	268	
Dagi a család na es?	Life Netwc	08-03-11	Tue	13:00	13:48	12,549	0.6	5.2	332	
Karomkodom tehat vagyok	Life Netwc	12-03-11	Sat	20:00	21:02	11,473	0.5	1.2	281	
Angyali erintes	Life Netwc	12-03-11	Sat	10:30	11:20	11,045	0.5	3.4	324	
Rejtelyes igazsagok	Life Netwc	08-03-11	Tue	20:00	20:48	10,271	0.5	1.0	138	
Tiszta udvar rendes haz	Life Netwc	12-03-11	Sat	19:00	19:49	9,527	0.5	1.1	254	
Mrs. klinika	Life Netwc	13-03-11	Sun	07:30	08:17	9,140	0.4	2.8	224	
Bazi nagy roma lagzim	Life Netwc	12-03-11	Sat	18:00	18:54	8,892	0.4	1.4	288	
Szexbalesetek	Life Netwc	10-03-11	Thu	23:30	23:52	8,825	0.4	2.0	207	
Szuperdada visszater	Life Netwc	11-03-11	Fri	11:59	12:50	8,341	0.4	3.7	269	

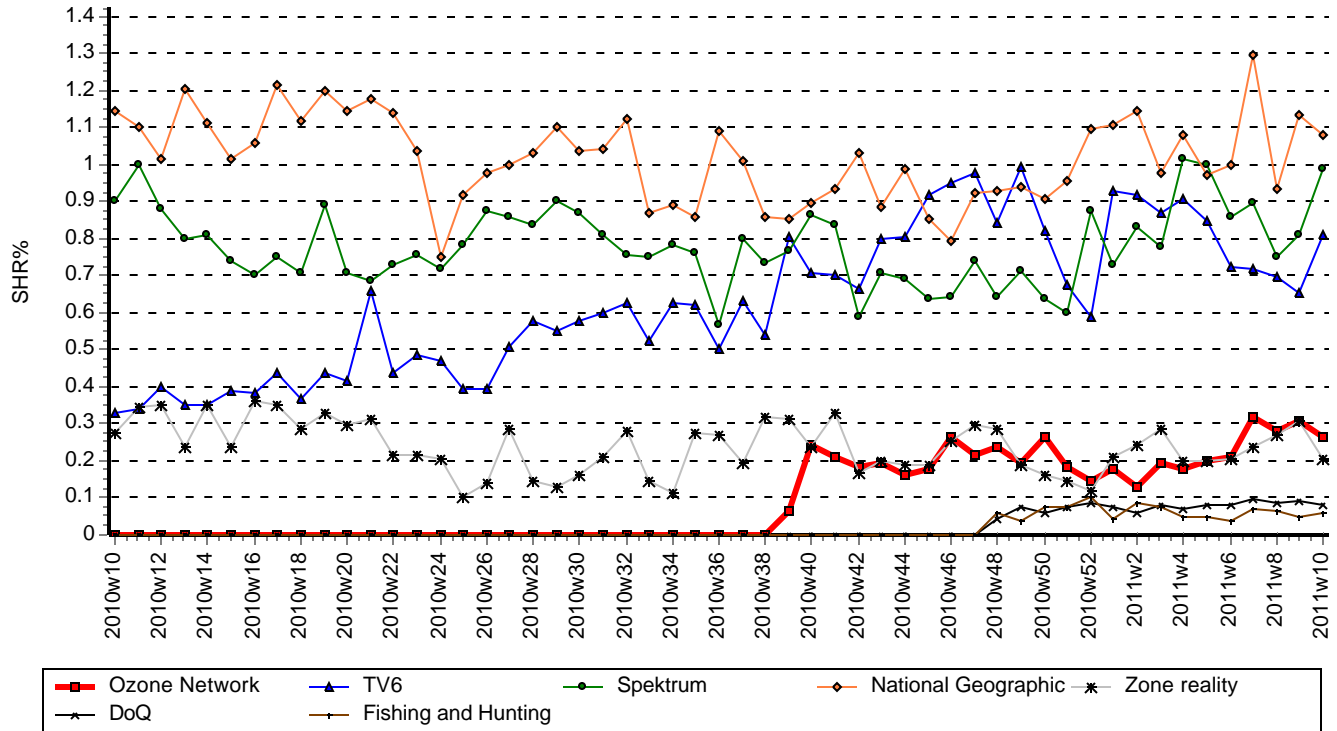
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.2	109	105	114	75	72
TV6	0.8	0.6	1.0	0.6	1.2	135	110	160	109	173
Spektrum	1.0	0.7	1.3	1.0	1.0	122	94	151	151	103
National Geogr	1.1	0.8	1.4	0.9	1.3	119	99	140	122	120
Zone reality	0.2	0.3	0.0	0.3	0.0	96	172	20	193	10
DoQ	0.1	0.1	0.1	0.1	0.1	78	63	92	75	84
Fishing and Hu	0.1	0.1	0.1	0.1	0.1	70	77	63	120	79

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 csodalatos kutyadoki	National G	10-03-11	Thu	18:00	18:56	30,872	0.7	2.3	157
Mernoki talalekonyasag	National G	08-03-11	Tue	22:00	22:55	24,925	0.6	1.6	148
Mindennapi tudomany	National G	13-03-11	Sun	23:00	23:56	24,700	0.6	2.3	191
Tabu	National G	11-03-11	Fri	22:59	23:56	24,611	0.6	2.5	155
A simpson család	Viasat6	08-03-11	Tue	16:32	16:57	23,374	0.6	3.6	113

Ozone Network - weekly TOP 10

18-49

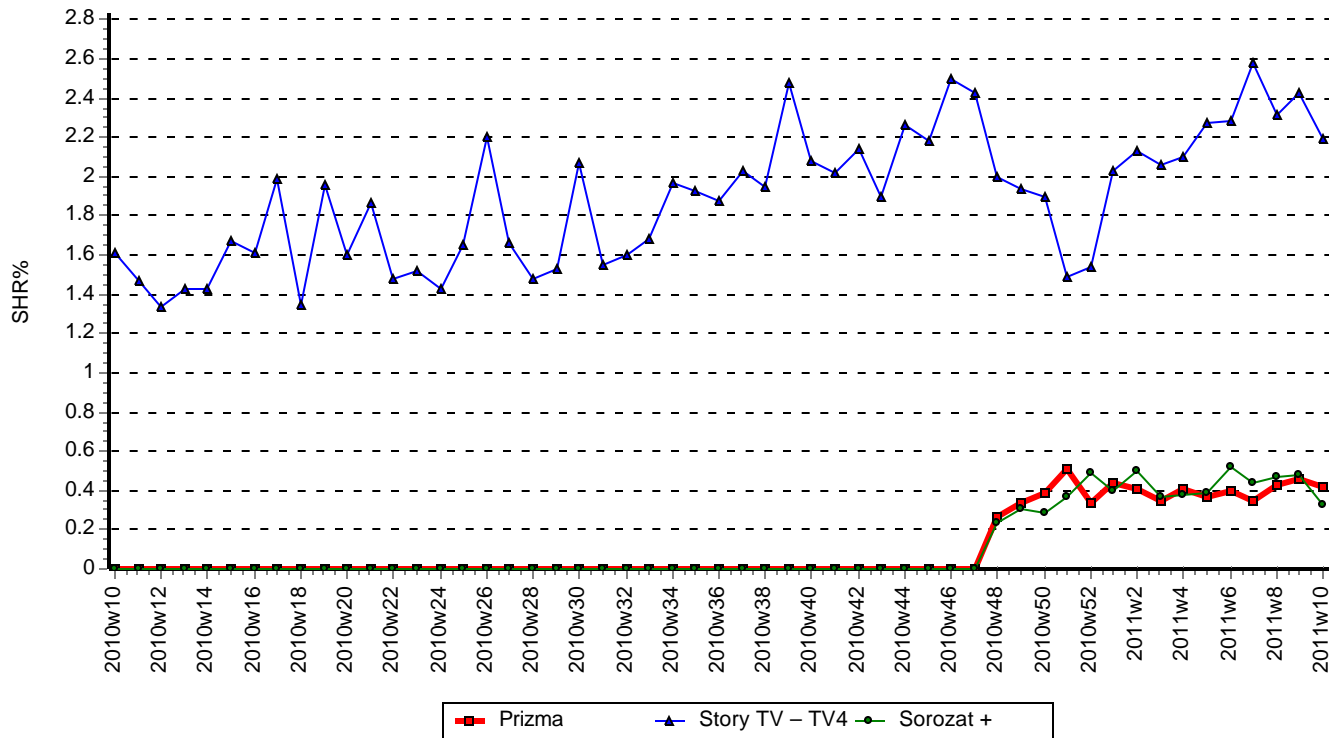
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Vilagvege joslatok	Ozone Ne:	10-03-11	Thu	10:05	10:55	9,552	0.2	2.6	103
Meteor	Ozone Ne:	11-03-11	Fri	21:05	22:53	9,480	0.2	0.6	179
Titkos vilagok	Ozone Ne:	12-03-11	Sat	11:06	12:01	9,454	0.2	1.9	120
Madagaszkár	Ozone Ne:	13-03-11	Sun	10:03	11:00	9,048	0.2	1.4	79
Legendas tajakon	Ozone Ne:	07-03-11	Mon	12:05	12:55	8,872	0.2	1.8	138
Megtorhetetlenek	Ozone Ne:	10-03-11	Thu	18:05	18:54	8,740	0.2	0.7	132
Duhongo bolygo	Ozone Ne:	08-03-11	Tue	10:05	10:53	8,619	0.2	2.6	100
Globalis sokkhatas	Ozone Ne:	08-03-11	Tue	11:05	11:56	8,528	0.2	2.4	99
Juan de nova - a korallsziget	Ozone Ne:	12-03-11	Sat	12:05	12:58	8,348	0.2	1.5	128
Harcban a termesztettel	Ozone Ne:	07-03-11	Mon	13:05	13:53	8,227	0.2	1.6	204

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Prizma	0.4	0.4	0.5	0.3	0.4	111	102	120	109	111
Story TV – TV4	2.2	2.6	1.7	2.4	1.9	77	101	53	98	64
Sorozat +	0.3	0.5	0.1	0.4	0.3	82	137	28	103	67

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



Weekly TOP 5 - Prizma and its competitors

18-49

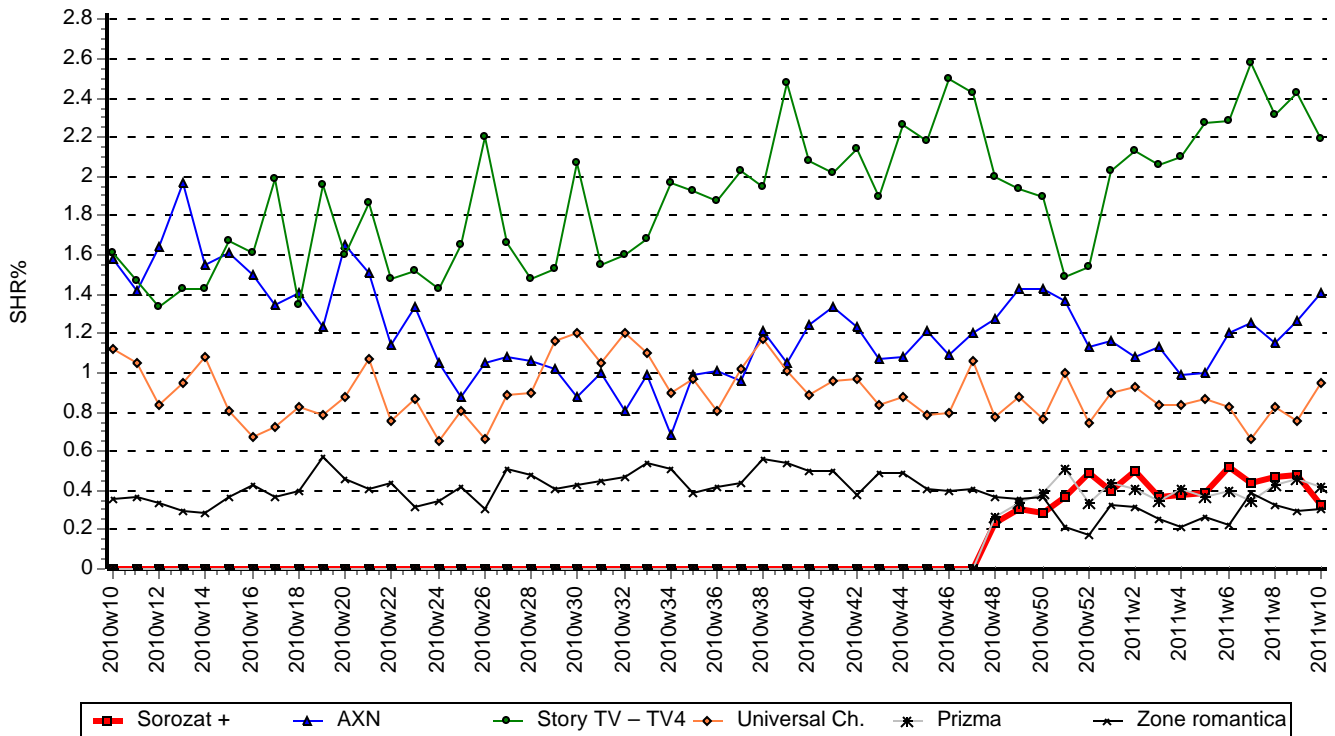
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	11-03-11	Fri	17:47	18:42	65,001	1.5	5.9	137
Agatha christie: poirot	Story4	12-03-11	Sat	21:02	22:47	55,700	1.3	3.0	79
Labdarugo merkozes - europa lig	Story4	10-03-11	Thu	18:56	20:50	42,308	1.0	2.4	90
A farm ahol elunk	Story4	10-03-11	Thu	10:50	11:46	41,679	1.0	12.0	123
Agatha christie: miss marple	Story4	12-03-11	Sat	19:04	20:52	37,378	0.9	2.1	71

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	8-39 Female	18-49	8-49 Female	18-49 Males	18-49 hw	8-39 Female
Sorozat +	0.3	0.5	0.1	0.4	0.4	82	137	28	103	111
AXN	1.4	1.5	1.3	1.4	1.6	104	123	85	126	123
Story TV – TV4	2.2	2.6	1.7	2.4	2.3	77	101	53	98	82
Universal Ch.	0.9	1.2	0.6	1.2	1.2	88	123	53	127	112
Prizma	0.4	0.4	0.5	0.3	0.4	111	102	120	109	103
Zone romantica	0.3	0.4	0.1	0.4	0.4	61	97	26	90	88

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

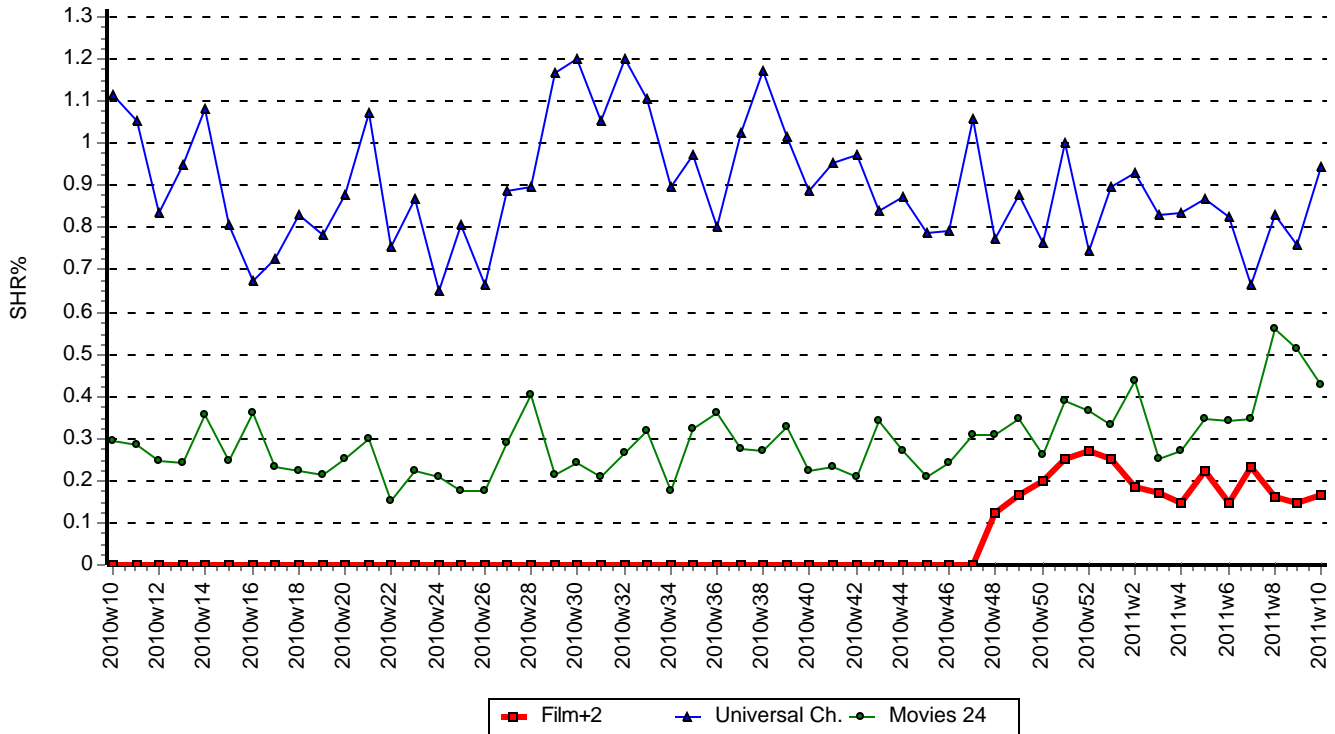
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	11-03-11	Fri	17:47	18:42	65,001	1.5	5.9	137
New york-i helyszínelők	AXN	12-03-11	Sat	22:00	22:50	58,267	1.4	3.3	118
Agatha christie: pirost	Story4	12-03-11	Sat	21:02	22:47	55,700	1.3	3.0	79
Labdarugo merkozes - europa lig	Story4	10-03-11	Thu	18:56	20:50	42,308	1.0	2.4	90
A farm ahol elunk	Story4	10-03-11	Thu	10:50	11:46	41,679	1.0	12.0	123

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Film+2	0.2	0.2	0.2	0.2	0.2	136	139	133	152	115
Universal Ch.	0.9	1.2	0.6	1.2	0.8	88	123	53	127	71
Movies 24	0.4	0.6	0.2	0.6	0.3	106	160	53	165	76

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



Film+2 Top 5

18-49

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

Film+2 Top 10

18-49

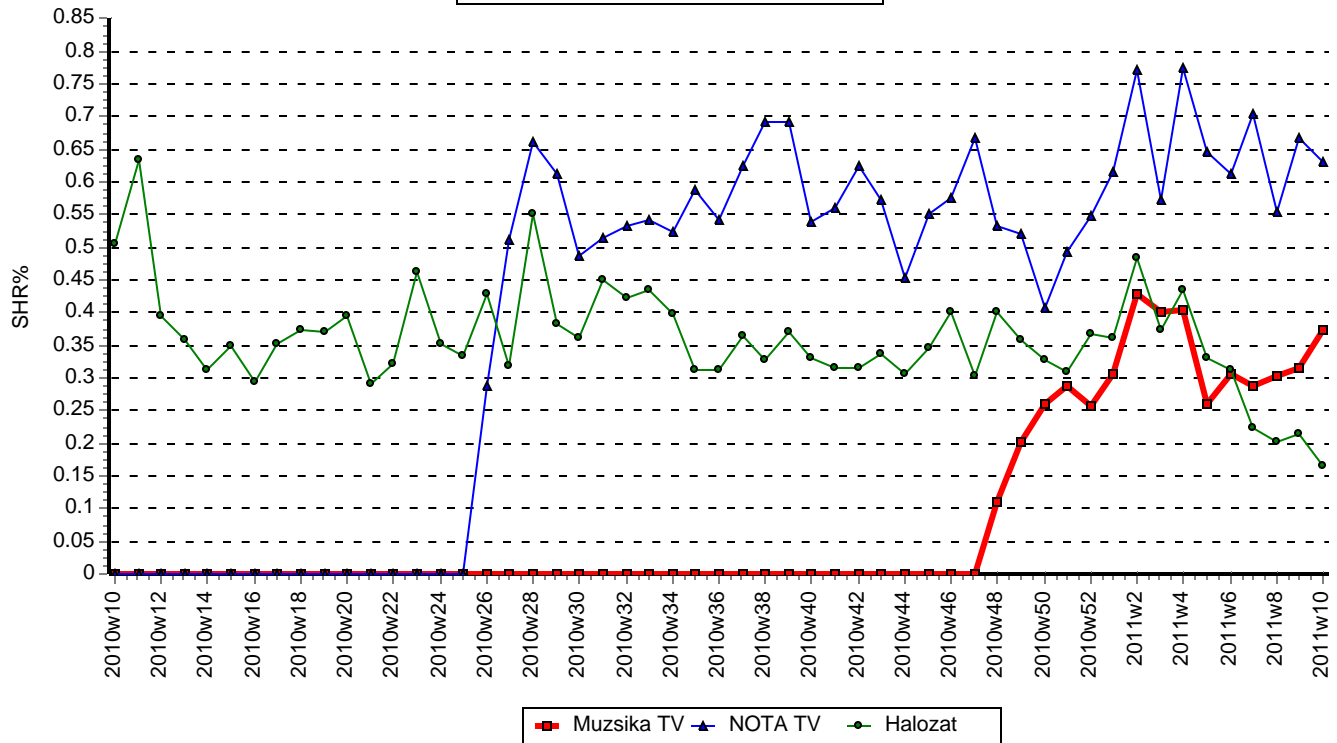
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49	8-49 Female	18-49 Males	18-49 hw	18+	18-49	8-49 Female	18-49 Males	18-49 hw	18+	
Muzika TV	0.4	0.3	0.4	0.3	0.5	69	68	69	59	112	
NOTA TV	0.6	0.7	0.6	0.7	0.8	68	79	57	87	105	
Halozat	0.2	0.1	0.2	0.1	0.3	43	36	51	42	113	

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



Muzika Tv Top 5

18-49

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

Muzika Tv Top 10

18-49

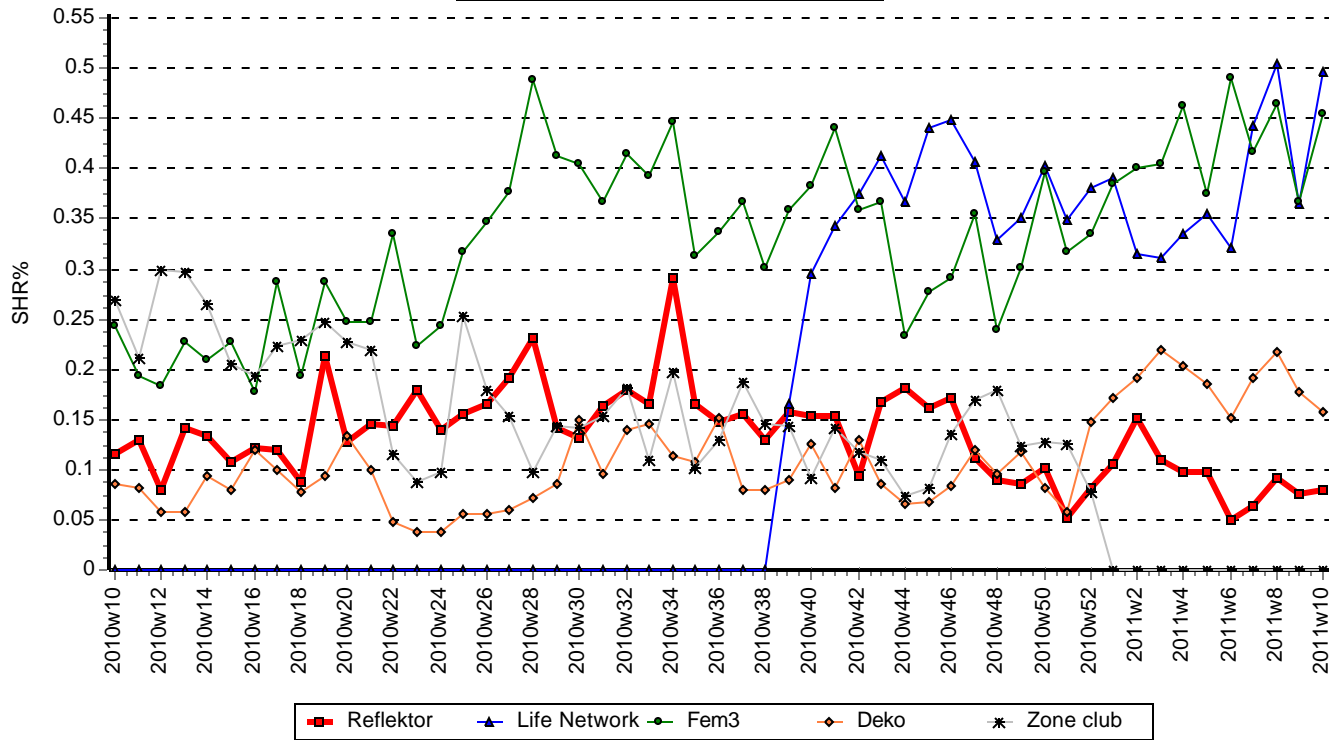
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	18-59 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	71	73	70	111	65
Life Network	0.5	0.7	0.3	0.7	0.6	99	144	54	155	135
Fem3	0.5	0.6	0.3	0.5	0.6	86	117	54	106	133
Deko	0.2	0.2	0.1	0.2	0.2	132	184	81	167	189
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+)
Arva angyal	Fem3	08-03-11	Tue	20:57	21:48	22,074	0.5	1.1	70
Amirol a veszhelyzetben sem be	Life Netwc	12-03-11	Sat	21:59	22:50	18,028	0.4	1.0	159
Manhattan kicsiben	Fem3	08-03-11	Tue	21:55	23:28	18,011	0.4	1.2	128
Rejtelyes igazságok	Life Netwc	09-03-11	Wed	20:00	20:48	17,274	0.4	0.9	88
Szexbalesetek	Life Netwc	07-03-11	Mon	23:30	23:52	16,823	0.4	2.0	170

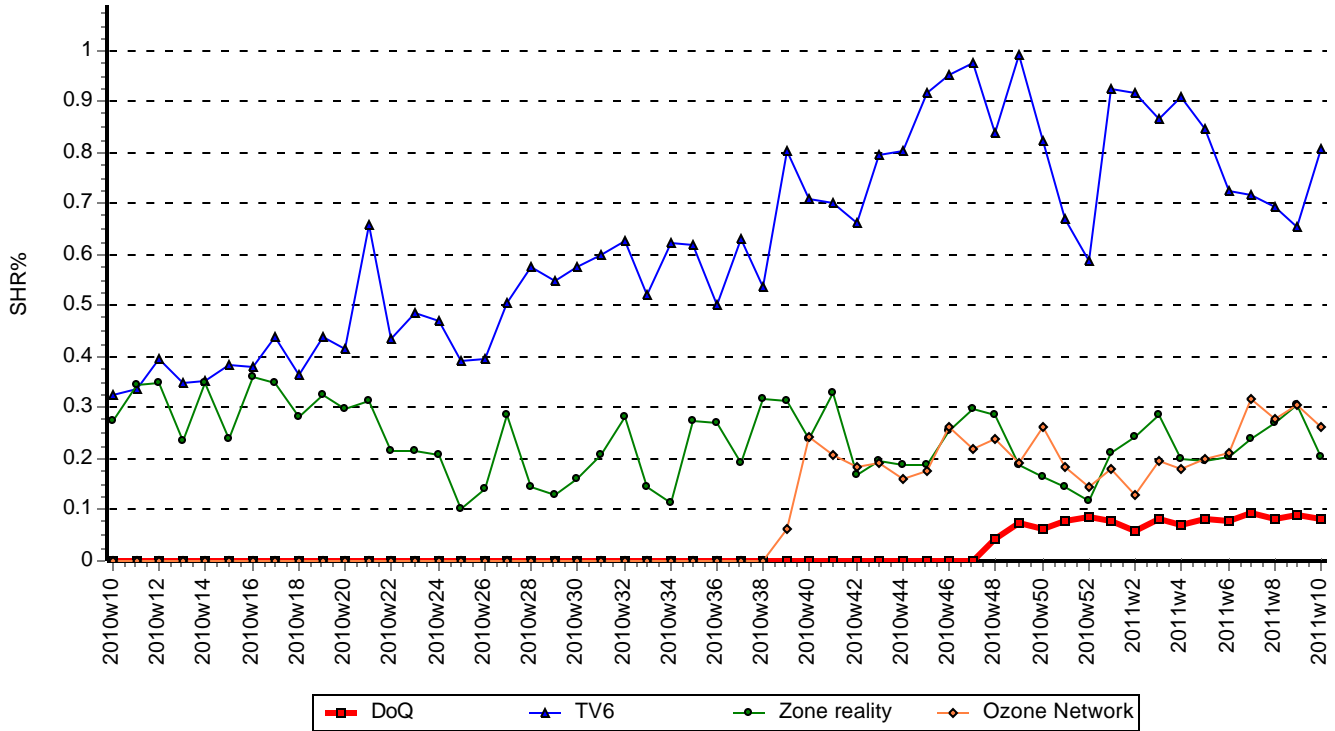
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	78	63	92	75	83
TV6	0.8	0.6	1.0	0.6	0.9	135	110	160	109	141
Zone reality	0.2	0.3	0.0	0.3	0.2	96	172	20	193	98
Ozone Networ	0.3	0.2	0.3	0.2	0.2	109	105	114	75	84

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



Weekly TOP 5 - DoQ and its competitors

18-49

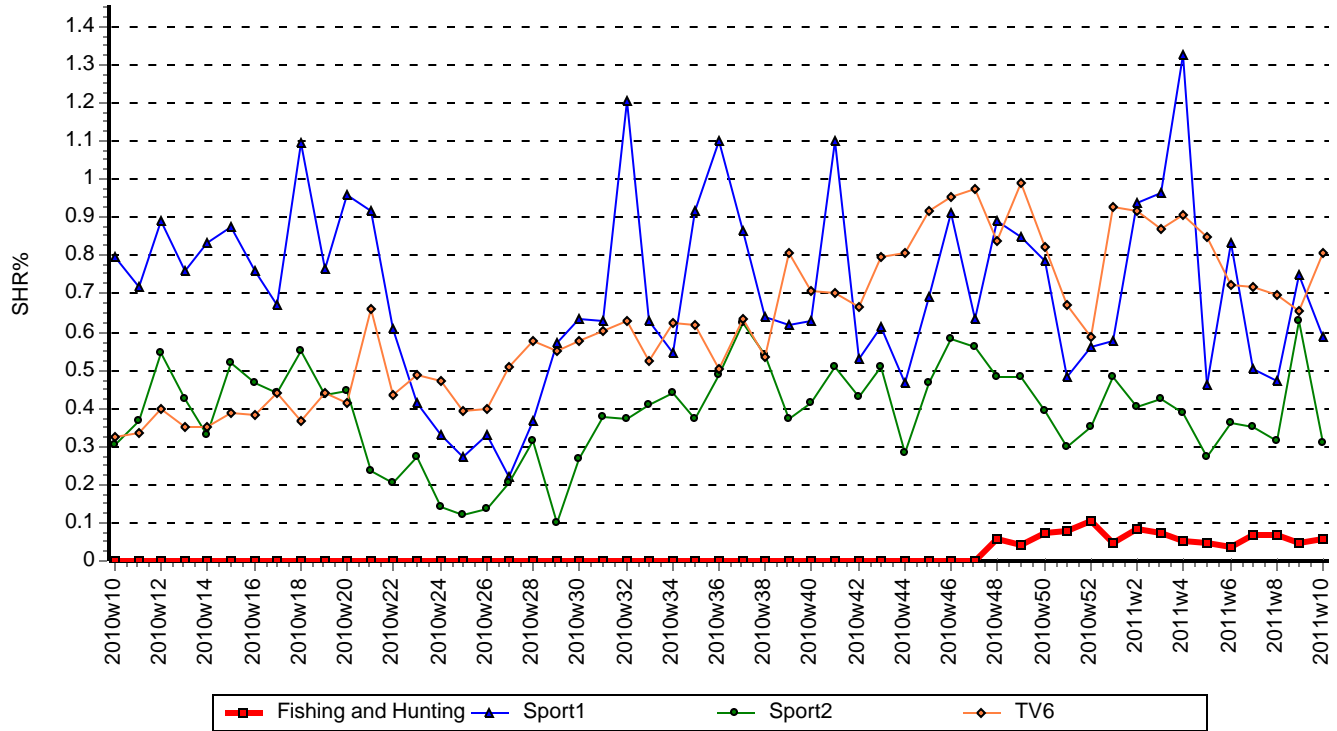
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	Viasat6	08-03-11	Tue	16:32	16:57	23,374	0.6	3.6	113
Csillagkapu	Viasat6	11-03-11	Fri	21:01	21:56	21,018	0.5	1.1	139
Star trek - enterprise	Viasat6	09-03-11	Wed	19:02	19:57	20,820	0.5	1.2	169
Pankraccio - a nyers ero	Viasat6	07-03-11	Mon	21:00	21:57	20,174	0.5	1.0	159
Eureka	Viasat6	10-03-11	Thu	20:00	20:56	18,014	0.4	1.0	133

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp
Fishing and Hu	0.1	0.1	0.1	0.1	0.1	70	77	63	120	102
Sport1	0.6	0.3	1.0	0.3	0.8	74	37	110	51	100
Sport2	0.3	0.1	0.5	0.2	0.4	72	38	105	42	79
TV6	0.8	0.6	1.0	0.6	0.9	135	110	160	109	145

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	Viasat6	08-03-11	Tue	16:32	16:57	23,374	0.6	3.6	113
Csillagkapu	Viasat6	11-03-11	Fri	21:01	21:56	21,018	0.5	1.1	139
Star trek - enterprise	Viasat6	09-03-11	Wed	19:02	19:57	20,820	0.5	1.2	169
Pankracio - a nyers ero	Viasat6	07-03-11	Mon	21:00	21:57	20,174	0.5	1.0	159
Eureka	Viasat6	10-03-11	Thu	20:00	20:56	18,014	0.4	1.0	133

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