

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 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
	Week 11	4.4	4.9	0.5	1.3	1.7	6.0	1.2

Cable channels' audience shares on different target groups

Channel Target Daypart	Life N.	Ozone N.	Prizma	Sorozat +	Film+2	Muzsika TV	Reflektor
	18-49 Females 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59	18-49 02:00-25:59
Past	Jan 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Feb 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Mar 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Apr 2010	0.0	0.0	0.0	0.0	0.0	0.1
	May 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Jun 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Jul 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Aug 2010	0.0	0.0	0.0	0.0	0.0	0.2
	Sep 2010	0.0	0.0	0.0	0.0	0.0	0.1
	Oct 2010	0.5	0.2	0.0	0.0	0.0	0.1
	Nov 2010	0.5	0.2	0.0	0.0	0.0	0.2
	Dec 2010	0.4	0.2	0.4	0.3	0.2	0.1
	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 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
	Week 11	0.5	0.2	0.5	0.4	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 7	0.1	0.1
	Week 8	0.1	0.1
	Week 9	0.1	0.0
	Week 10	0.1	0.1
	Week 11	0.1	0.0

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 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
	Week 11	0.9	1.0	0.1	0.3	0.3	1.4	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 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
	Week 11	0.1	0.0	0.1	0.1	0.0	0.1

Cable channels' ratings on different target groups

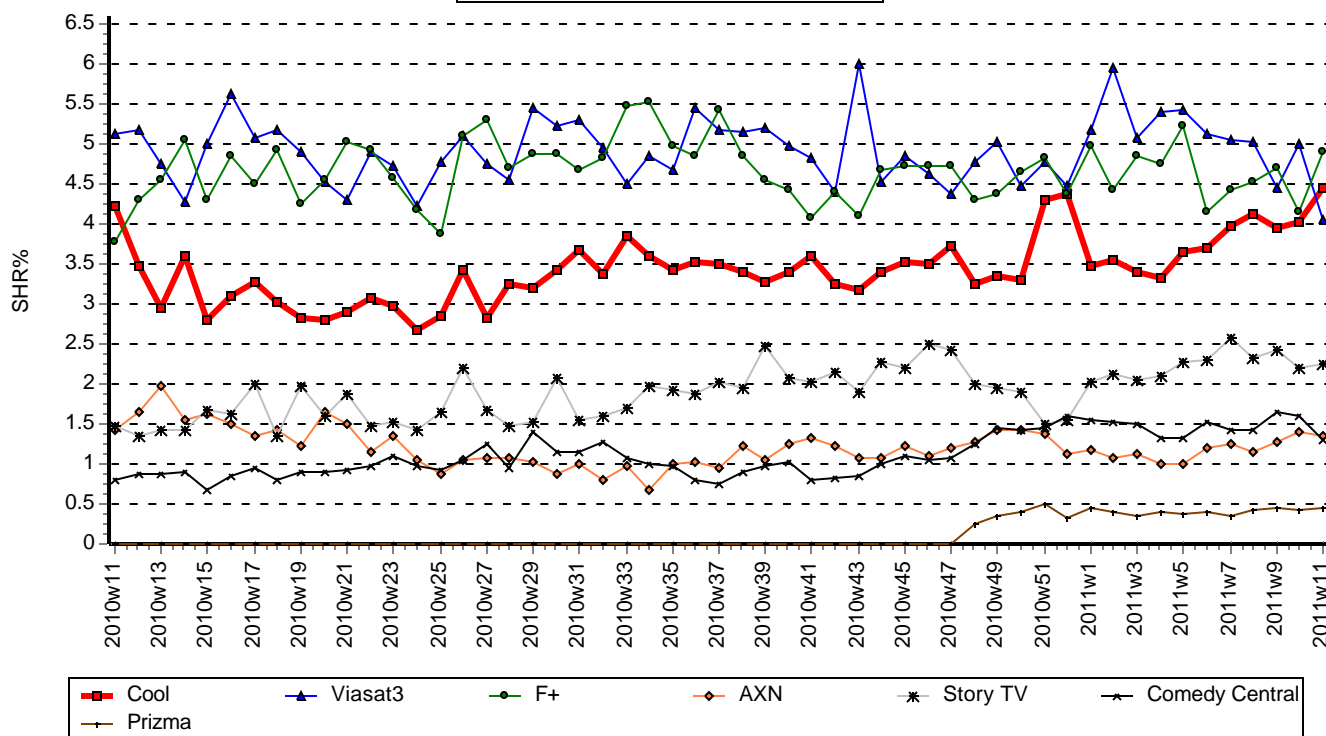
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
	Jan 2011	0.0	0.0
	Feb 2011	0.0	0.0
Present	Week 7	0.0	0.0
	Week 8	0.0	0.0
	Week 9	0.0	0.0
	Week 10	0.0	0.0
	Week 11	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	4.4	4.4	4.5	4.1	4.0	110	117	104	94	75
Viasat3	4.1	4.6	3.4	3.7	3.2	111	138	85	95	67
F+	4.9	3.9	6.0	4.1	3.7	114	99	129	89	66
AXN	1.3	1.3	1.4	1.3	1.2	102	109	95	94	69
Story TV	2.2	2.8	1.5	2.1	1.9	72	98	45	61	46
Comedy Centra	1.3	0.8	1.8	1.8	2.7	146	100	192	188	232
Prizma	0.5	0.4	0.6	0.5	0.4	133	118	148	138	80

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+)
Csillagkapu	F+	20-03-11	Sun	20:59	23:07	160,779	3.8	8.5	138
Uszo erod	Cool	15-03-11	Tue	21:05	22:57	152,036	3.6	8.2	121
Eden hotel	Viasat3	15-03-11	Tue	21:15	22:09	148,030	3.5	7.4	153
Es megint duhbe jovunk	F+	20-03-11	Sun	18:44	20:51	144,380	3.4	6.8	107
Az istenek a fejukre estek	F+	19-03-11	Sat	21:09	23:13	128,412	3.0	7.2	125

Cool - weekly TOP 10

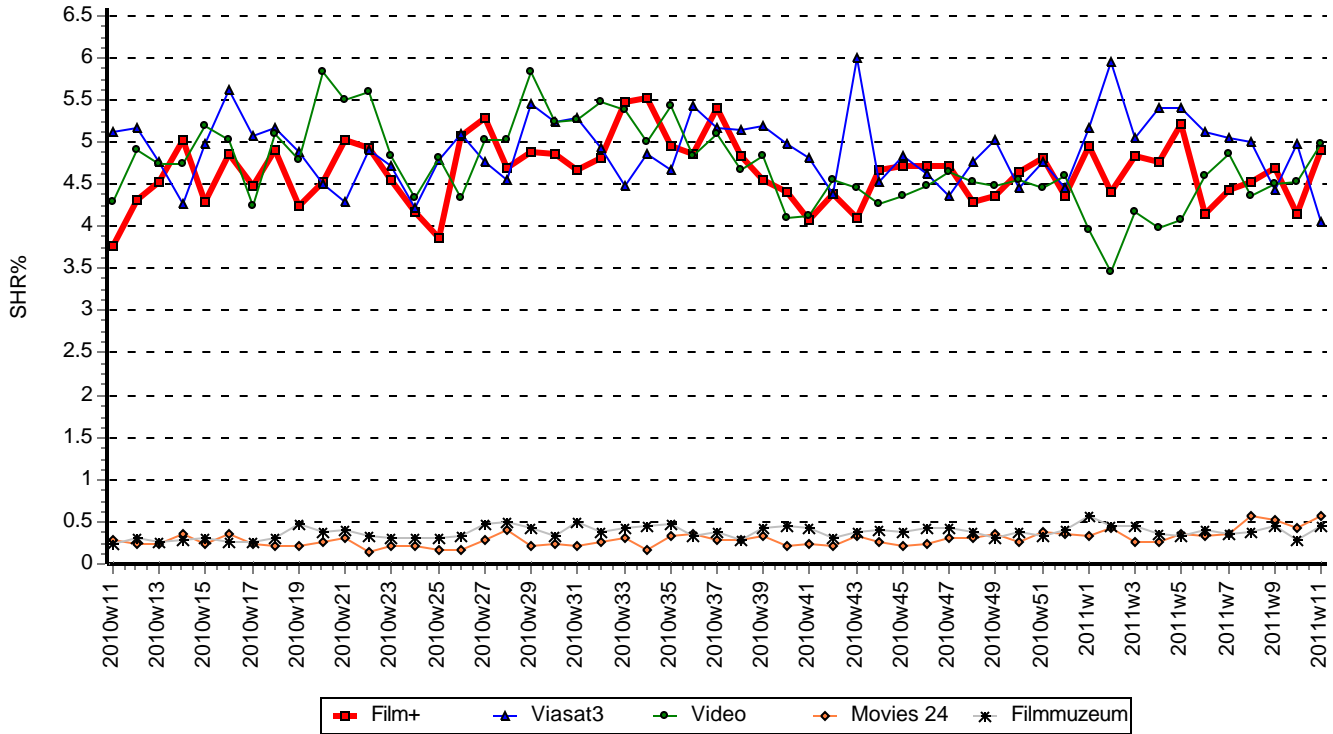
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Uszo erod	Cool	15-03-11	Tue	21:05	22:57	152,036	3.6	8.2	121
Gyilkos elmek	Cool	17-03-11	Thu	20:25	21:20	124,032	2.9	6.0	100
Bridget jones naploja	Cool	15-03-11	Tue	19:16	20:59	117,905	2.8	5.4	131
Dr. csont	Cool	17-03-11	Thu	21:20	22:12	113,118	2.7	6.3	82
A szokeveny	Cool	20-03-11	Sun	19:24	21:45	106,171	2.5	4.8	113
Showder klub	Cool	14-03-11	Mon	18:05	18:59	94,643	2.2	6.3	115
Richie rich - rosszcsont beforr	Cool	14-03-11	Mon	19:05	20:43	93,633	2.2	4.9	124
Csi	Cool	20-03-11	Sun	21:50	22:45	91,722	2.2	5.0	108
Junior	Cool	14-03-11	Mon	20:49	22:52	90,494	2.1	4.9	143
Belevalovilag	Cool	15-03-11	Tue	23:01	23:27	90,482	2.1	7.3	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	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+	4.9	4.9	6.0	3.9	4.1	114	109	129	99	89
Viasat3	4.1	4.3	3.4	4.6	3.7	111	114	85	138	95
Video	5.0	5.2	5.2	4.7	5.9	136	137	132	141	150
Movies 24	0.6	0.5	0.4	0.7	0.5	116	97	67	165	94
Filmmuzeum	0.5	0.5	0.5	0.4	0.3	73	80	75	70	42

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+)
Csillagkapu	F+	20-03-11	Sun	20:59	23:07	160,779	3.8	8.5	138
Eden hotel	Viasat3	15-03-11	Tue	21:15	22:09	148,030	3.5	7.4	153
Es megint duhbe jovunk	F+	20-03-11	Sun	18:44	20:51	144,380	3.4	6.8	107
Az istenek a fejukre estek	F+	19-03-11	Sat	21:09	23:13	128,412	3.0	7.2	125
Ket pasi - meg egy kicsi	Viasat3	17-03-11	Thu	19:50	20:14	121,313	2.9	6.4	109

Film+ - weekly TOP 10
18-49

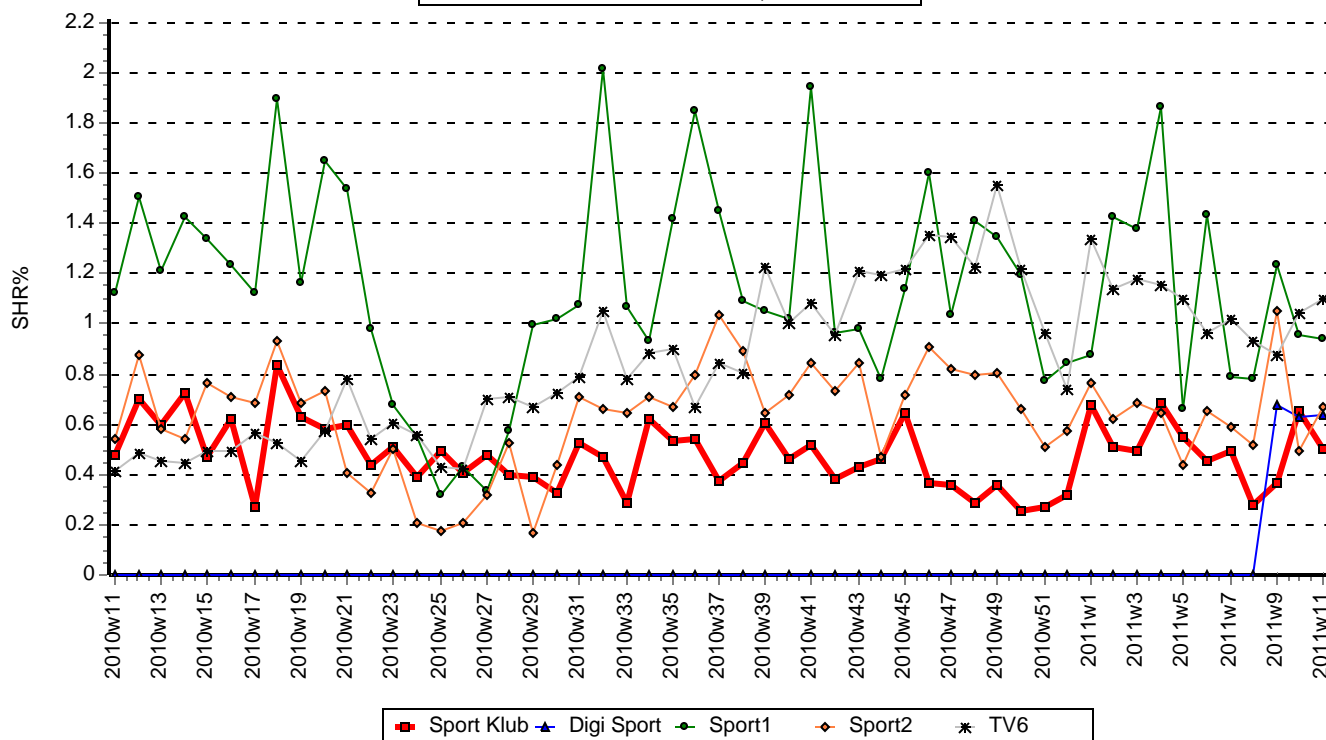
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagkapu	F+	20-03-11	Sun	20:59	23:07	160,779	3.8	8.5	138
Es megint duhbe jovunk	F+	20-03-11	Sun	18:44	20:51	144,380	3.4	6.8	107
Az istenek a fejukre estek	F+	19-03-11	Sat	21:09	23:13	128,412	3.0	7.2	125
Hirtelen halal	F+	18-03-11	Fri	21:10	23:09	121,283	2.9	7.5	106
Dr. dolittle	F+	15-03-11	Tue	19:21	20:52	118,997	2.8	5.5	122
Csillagok haboruja 2. - a klonok te	F+	17-03-11	Thu	21:10	23:47	107,494	2.5	7.3	155
Bunvadaszok	F+	19-03-11	Sat	15:30	17:38	105,598	2.5	9.9	106
A hollo	F+	15-03-11	Tue	21:00	22:48	102,835	2.4	5.4	116
Palimadar	F+	14-03-11	Mon	21:00	23:03	92,368	2.2	5.1	82
A tiz csapas	F+	16-03-11	Wed	21:10	22:53	83,264	2.0	4.8	120

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

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49 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	0.5	0.5	0.6	0.3	0.3	115	115	149	63	73	
Digi Sport	0.6	0.7	1.0	0.4	0.5	111	110	178	63	85	
Sport1	0.9	1.1	1.1	0.6	0.6	112	115	137	70	76	
Sport2	0.7	0.7	0.9	0.4	0.4	113	116	154	71	73	
TV6	1.1	1.1	0.7	0.8	0.9	153	146	104	112	130	

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



Weekly TOP 5 - SportKlub and its competitors

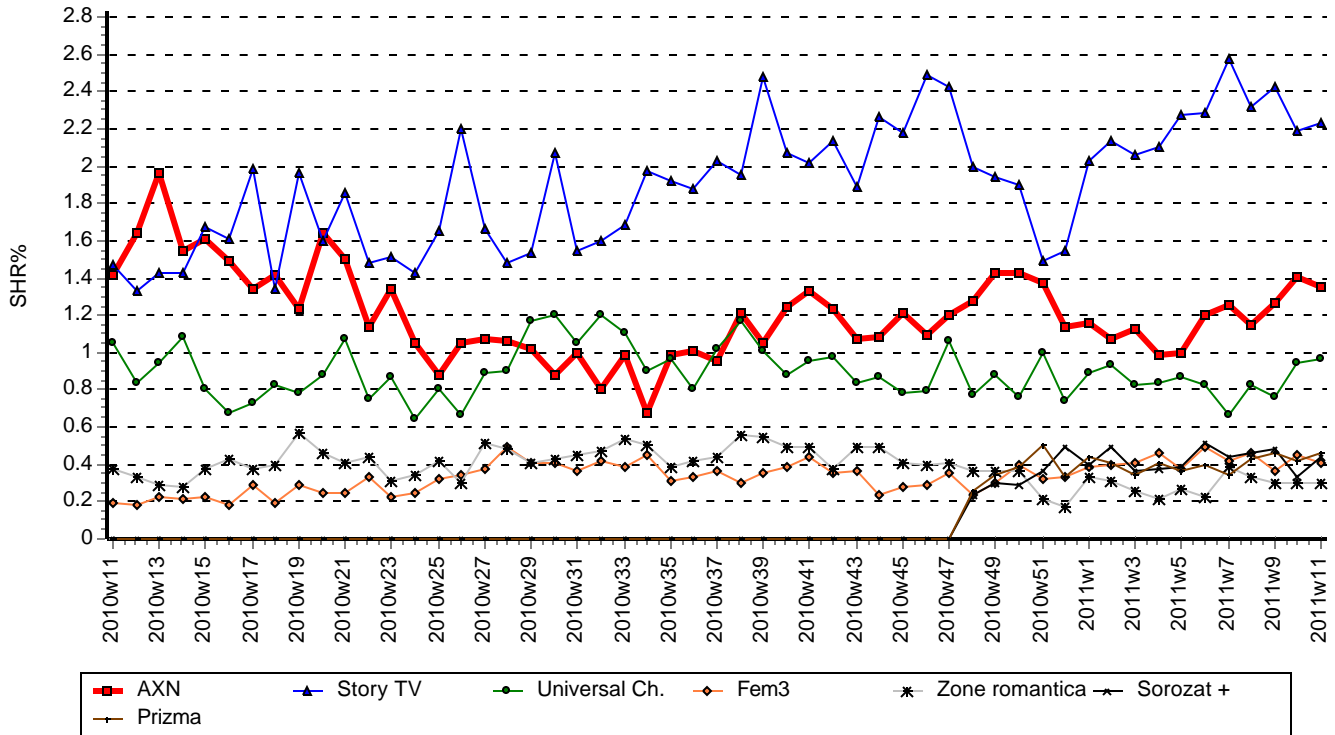
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Labdarugo merkoztes - bajnokok I	Digi Sport	16-03-11	Wed	20:39	22:39	36,371	1.7	4.3	125
Labdarugas - bajnokok ligaja	Digi Sport	16-03-11	Wed	20:15	22:43	31,064	1.5	3.7	123
Top gear	Viasat6	16-03-11	Wed	20:00	21:26	22,053	1.0	2.5	226
A simpson család	Viasat6	14-03-11	Mon	16:03	16:28	21,233	1.0	4.5	247
Amerikai fater	Viasat6	14-03-11	Mon	17:01	17:26	20,678	1.0	3.8	305

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	1.3	1.6	1.3	1.4	1.3	102	113	109	95	94
Story TV	2.2	2.2	2.8	1.5	2.1	72	67	98	45	61
Universal Ch.	1.0	1.1	1.3	0.6	0.9	84	90	121	46	73
Fem3	0.4	0.4	0.5	0.3	0.4	87	87	120	54	83
Zone romantica:	0.3	0.2	0.4	0.2	0.2	63	46	88	39	42
Sorozat +	0.4	0.3	0.6	0.3	0.5	95	62	136	54	93
Prizma	0.5	0.5	0.4	0.6	0.5	133	128	118	148	138

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+)
Agatha christie: poirot	Story4	19-03-11	Sat	21:08	22:50	70,621	1.7	3.8	88
Hetedik mennyorszag	Story4	17-03-11	Thu	17:50	18:40	67,273	1.6	5.5	128
A szerelem neveben	Story4	16-03-11	Wed	14:32	15:28	61,176	1.4	11.2	62
Labdarugo merkozes - europa lig	Story4	17-03-11	Thu	21:01	22:58	59,114	1.4	3.5	84
New york-i helyszinelok	AXN	16-03-11	Wed	21:00	21:57	56,689	1.3	2.9	121

AXN - weekly TOP 10

18-49

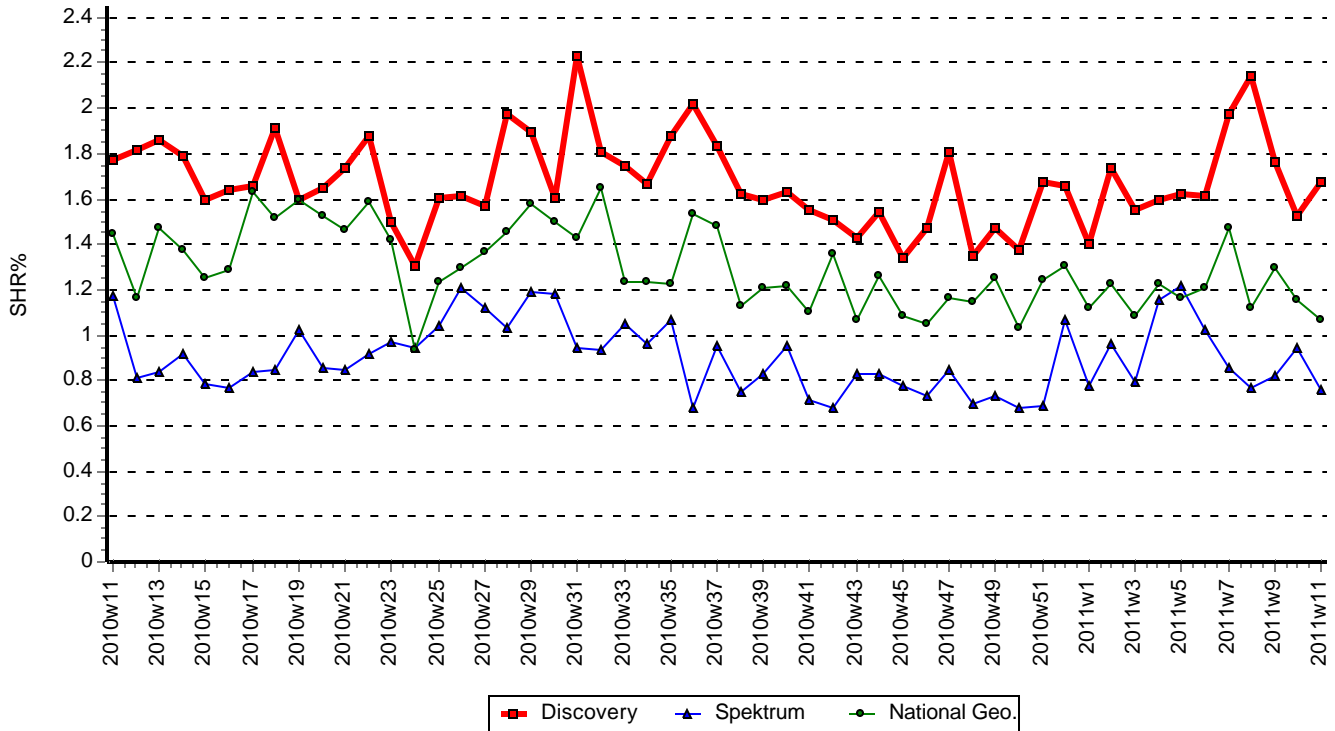
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
New york-i helyszinelok	AXN	16-03-11	Wed	21:00	21:57	56,689	1.3	2.9	121
Gyilkos elmek	AXN	16-03-11	Wed	23:00	23:48	44,286	1.0	4.1	123
Apafej	AXN	20-03-11	Sun	22:05	23:50	42,446	1.0	3.0	173
Ki vagy doki	AXN	20-03-11	Sun	11:55	12:51	34,960	0.8	3.9	128
Csillagkapu: atlantisz	AXN	15-03-11	Tue	19:20	20:12	34,690	0.8	1.6	115
Ncis: los angeles	AXN	20-03-11	Sun	20:00	20:51	33,232	0.8	1.5	73
Sotet angyal	AXN	15-03-11	Tue	07:50	09:00	32,079	0.8	4.7	143
Merlin kalandjai	AXN	15-03-11	Tue	18:20	19:12	30,323	0.7	1.7	139
Helyszini szemle	AXN	20-03-11	Sun	21:00	21:57	27,767	0.7	1.3	84
Csillagkozi rombolo	AXN	20-03-11	Sun	09:55	10:47	27,307	0.6	3.5	182

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	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	1.7	3.2	2.6	1.0	1.8	129	225	198	87	146
Spektrum	0.8	0.8	0.8	0.6	0.8	104	105	114	94	115
National Geo.	1.1	1.2	1.2	0.8	1.1	99	101	109	84	103

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	14-03-11	Mon	21:00	21:26	37,891	1.4	3.0	177
A tuleles torvenyei	Discovery	19-03-11	Sat	16:00	16:56	29,603	1.1	4.7	238
Autokereskedok	Discovery	20-03-11	Sun	12:00	12:56	28,740	1.0	5.1	151
Stan lee bemutatja: supermenek	Discovery	14-03-11	Mon	21:30	22:25	26,083	1.0	2.2	192
Gyaroriasok	National G	14-03-11	Mon	19:00	19:56	24,947	0.9	2.2	162

Discovery Channel - weekly TOP 10

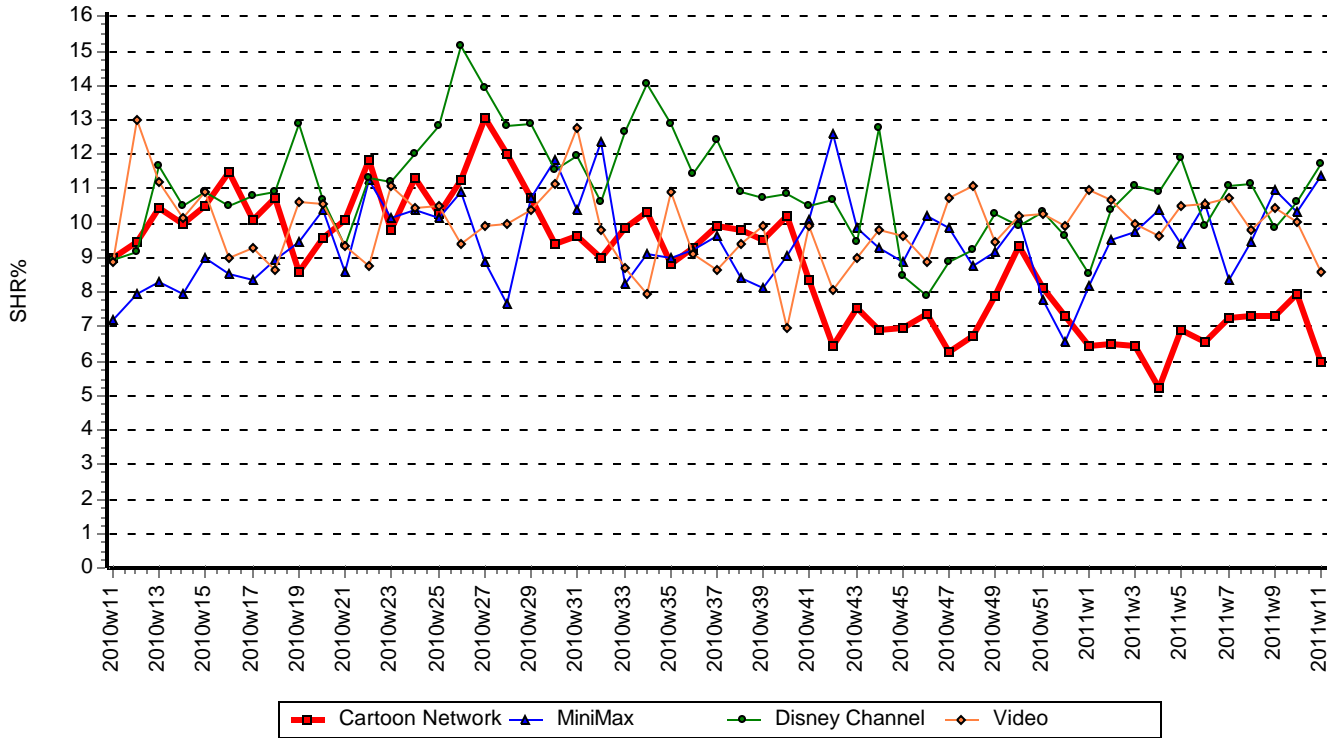
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan készült?	Discovery	14-03-11	Mon	21:00	21:26	37,891	1.4	3.0	177
A tuleles torvenyei	Discovery	19-03-11	Sat	16:00	16:56	29,603	1.1	4.7	238
Autokereskedok	Discovery	20-03-11	Sun	12:00	12:56	28,740	1.0	5.1	151
Stan lee bemutatja: supermenek	Discovery	14-03-11	Mon	21:30	22:25	26,083	1.0	2.2	192
A sorfozes mesterei	Discovery	19-03-11	Sat	11:00	11:55	22,128	0.8	5.6	219
Szetepitok	Discovery	14-03-11	Mon	20:00	20:25	21,688	0.8	1.8	132
Duhongo vilag	Discovery	20-03-11	Sun	22:00	22:56	19,990	0.7	1.9	155
Allitolag	Discovery	18-03-11	Fri	13:01	13:55	19,102	0.7	5.9	187
Vegzetes masodpercek	Discovery	17-03-11	Thu	10:30	10:56	18,507	0.7	7.5	172
Halalos fogas	Discovery	15-03-11	Tue	16:00	16:56	18,110	0.7	2.8	193

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 (0-13)	4-14	F 4-14	M 4-14	8-14	w/children (0-13)
Cartoon Network	6.0	2.5	9.3	6.4	1.7	469	190	746	459	151
MiniMax	11.4	13.2	9.6	2.6	4.1	452	514	391	94	192
Disney Channel	11.7	14.6	9.0	12.9	3.0	466	567	365	471	139
Video	8.6	8.7	8.5	8.1	6.7	220	216	224	189	201

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+)
Phineas es ferb	Disney Ch:	20-03-11	Sun	09:28	09:49	64,990	6.5	17.2	576
Hannah montana	Disney Ch:	16-03-11	Wed	19:03	19:26	62,240	6.2	13.5	556
Zack es cody elete	Disney Ch:	16-03-11	Wed	19:32	19:54	58,912	5.8	12.1	593
Varazslok a waverly helyrol	Disney Ch:	20-03-11	Sun	09:01	09:22	58,616	5.8	16.0	623
Mindorokke hannah montana	Disney Ch:	20-03-11	Sun	09:52	10:13	53,737	5.3	14.1	498

Cartoon - weekly TOP 10

4-14

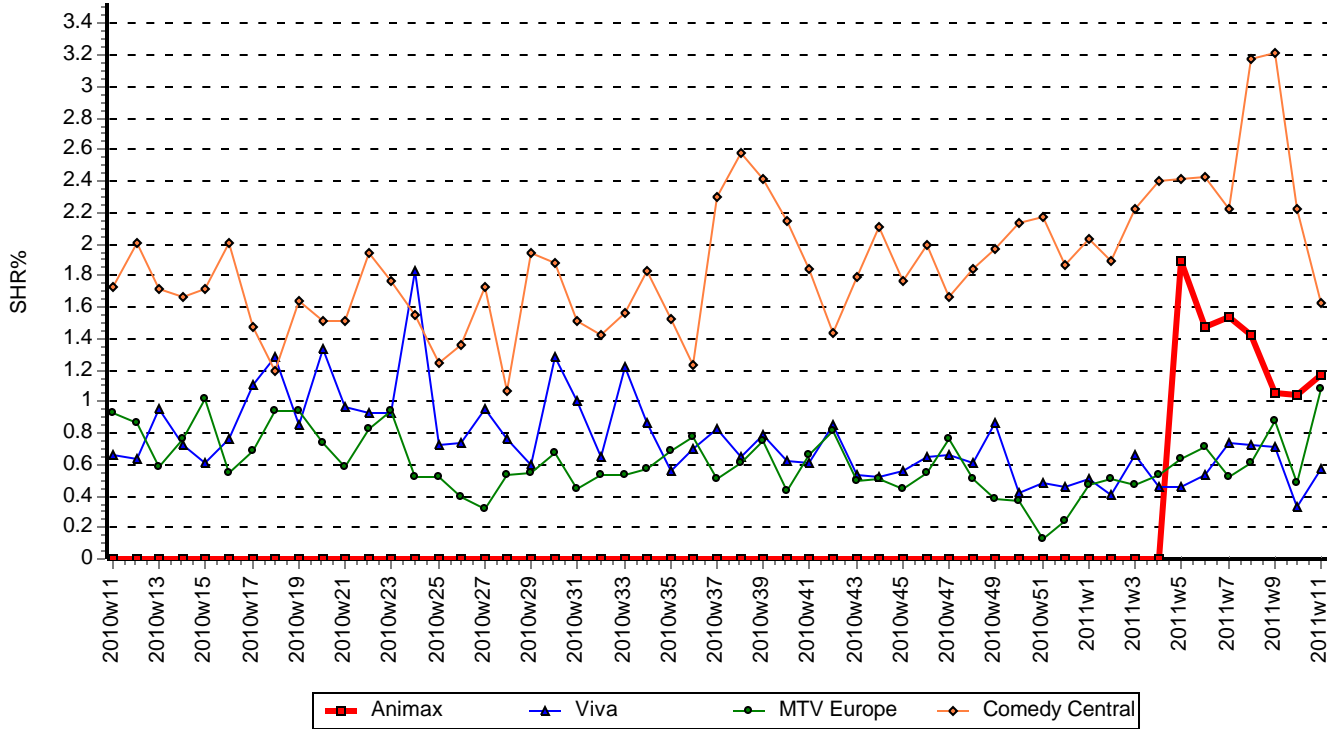
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Ben 10: az idegen erok	Cartoon N:	18-03-11	Fri	18:11	18:33	48,547	4.8	14.5	790
Tom es jerry	Cartoon N:	20-03-11	Sun	09:56	10:29	47,684	4.7	13.0	413
Chowder	Cartoon N:	18-03-11	Fri	18:36	18:58	45,774	4.5	14.3	787
Szombatek titkos vilaga	Cartoon N:	18-03-11	Fri	19:52	20:14	40,147	4.0	10.5	815
Nyomi szerencsetlen utazasai	Cartoon N:	19-03-11	Sat	16:50	17:13	36,643	3.6	11.9	546
Tom es jerry - a varazsgyuru	Cartoon N:	20-03-11	Sun	18:12	19:17	33,289	3.3	7.9	485
Shaolin leszamolal	Cartoon N:	18-03-11	Fri	20:17	20:38	33,096	3.3	9.1	684
Johnny test	Cartoon N:	19-03-11	Sat	07:40	08:02	32,282	3.2	16.0	532
Batman: a bator es a vakmero	Cartoon N:	18-03-11	Fri	19:26	19:47	32,423	3.2	8.2	693
Scooby-doo	Cartoon N:	18-03-11	Fri	06:50	07:12	32,091	3.2	22.7	610

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	1.2	2.0	1.1	1.0	2.8	178	292	171	154	401
Viva	0.6	0.3	0.5	1.0	1.1	118	53	98	219	215
MTV Europe	1.1	1.2	1.1	0.7	0.1	346	367	358	220	23
Comedy Centr	1.6	2.2	1.8	0.8	0.3	177	236	200	85	30

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.	18-03-11	Fri	22:57	23:21	14,689	1.2	7.2	519
A cleveland show	Comedy C.	17-03-11	Thu	23:25	23:50	12,690	1.1	7.6	349
Igy jartam anyatokkal	Comedy C.	14-03-11	Mon	20:45	21:09	12,312	1.1	3.5	304
South park	Comedy C.	17-03-11	Thu	22:06	22:31	8,117	0.7	3.0	282
Azok a 70-es evek show	Comedy C.	16-03-11	Wed	20:20	20:45	7,401	0.6	2.1	312

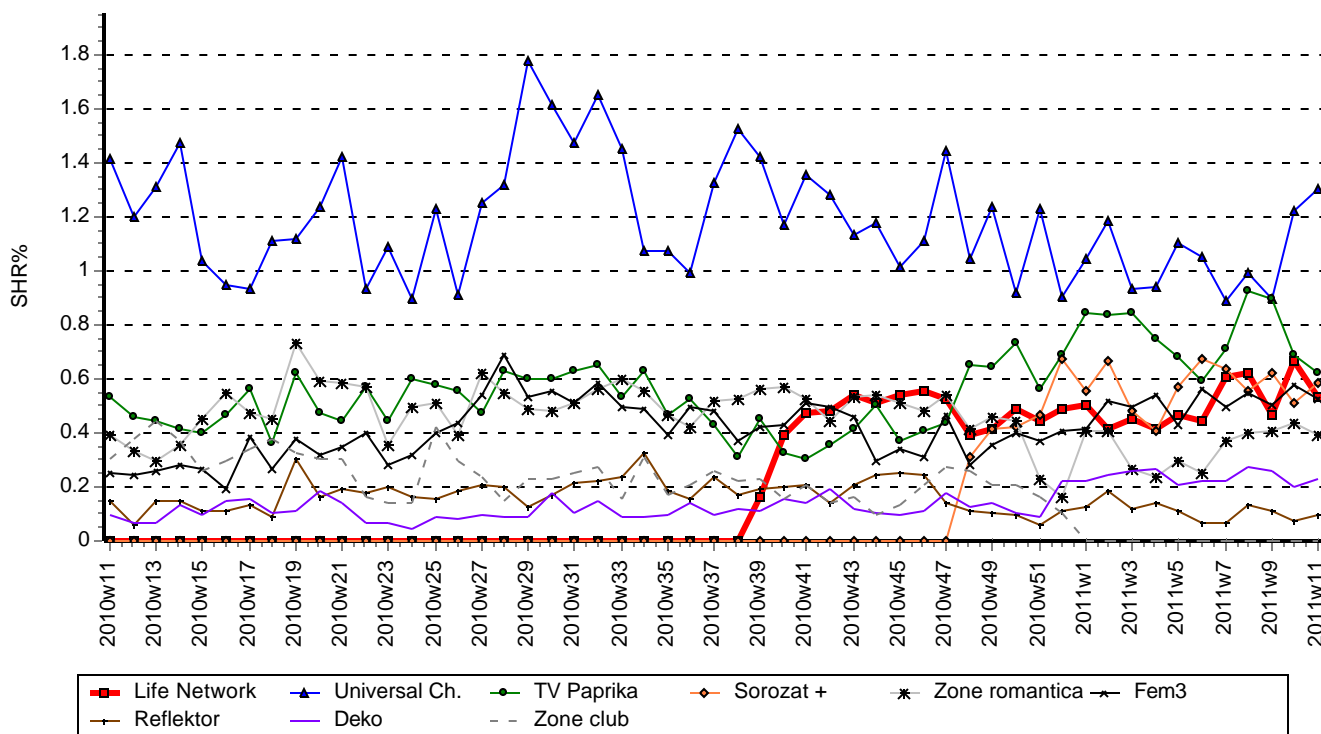
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.4	0.5	0.3	0.5	0.5	92	130	54	121	122
Universal Ch.	1.0	1.3	0.6	1.2	1.2	84	121	46	127	104
TV Paprika	0.6	0.6	0.5	0.6	0.6	106	125	87	135	113
Sorozat +	0.4	0.6	0.3	0.5	0.6	95	136	54	121	124
Zone romantica:	0.3	0.4	0.2	0.4	0.3	63	88	39	87	63
Fem3	0.4	0.5	0.3	0.5	0.5	87	120	54	127	111
Reflektor	0.1	0.1	0.1	0.1	0.1	69	88	51	81	73
Deko	0.2	0.2	0.1	0.2	0.2	114	170	59	194	160
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
13 gyerek es meg akarok	Life Netwc	18-03-11	Fri	12:00	12:51	14,188	0.7	4.9	285	
Bubajos boszorkak	Fem3	17-03-11	Thu	20:03	20:52	12,642	0.6	1.1	230	
Stahl konyhaja	Fem3	20-03-11	Sun	08:38	09:02	11,698	0.6	3.1	219	
Tiszta udvar rendes haz	Life Netwc	20-03-11	Sun	14:30	15:17	10,947	0.5	1.9	231	
Edina & joshi	Fem3	15-03-11	Tue	17:19	18:13	10,540	0.5	1.6	114	

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)	18-49 Females
13 gyerek es meg akarok	Life Netwc	18-03-11	Fri	12:00	12:51	14,188	0.7	4.9	285	
Tiszta udvar rendes haz	Life Netwc	20-03-11	Sun	14:30	15:17	10,947	0.5	1.9	231	
Angyali erintes	Life Netwc	14-03-11	Mon	10:00	10:48	9,267	0.4	2.4	225	
Milliárdos polyasok	Life Netwc	20-03-11	Sun	17:30	17:52	8,866	0.4	1.2	183	
Rejtelyes igazsagok	Life Netwc	14-03-11	Mon	11:00	11:48	8,812	0.4	2.2	176	
Amirol a veszhelyzetben sem be	Life Netwc	15-03-11	Tue	21:00	21:46	8,211	0.4	0.8	104	
Surgoszegi osztaly: medical eme	Life Netwc	20-03-11	Sun	17:00	17:22	7,776	0.4	1.1	176	
Halalbiztos diagnozis	Life Netwc	15-03-11	Tue	15:59	16:47	7,764	0.4	1.4	122	
Szuperdada visszater	Life Netwc	14-03-11	Mon	19:00	19:50	7,582	0.4	0.8	206	
Lifetime	Life Netwc	15-03-11	Tue	21:55	22:05	7,579	0.4	0.8	176	

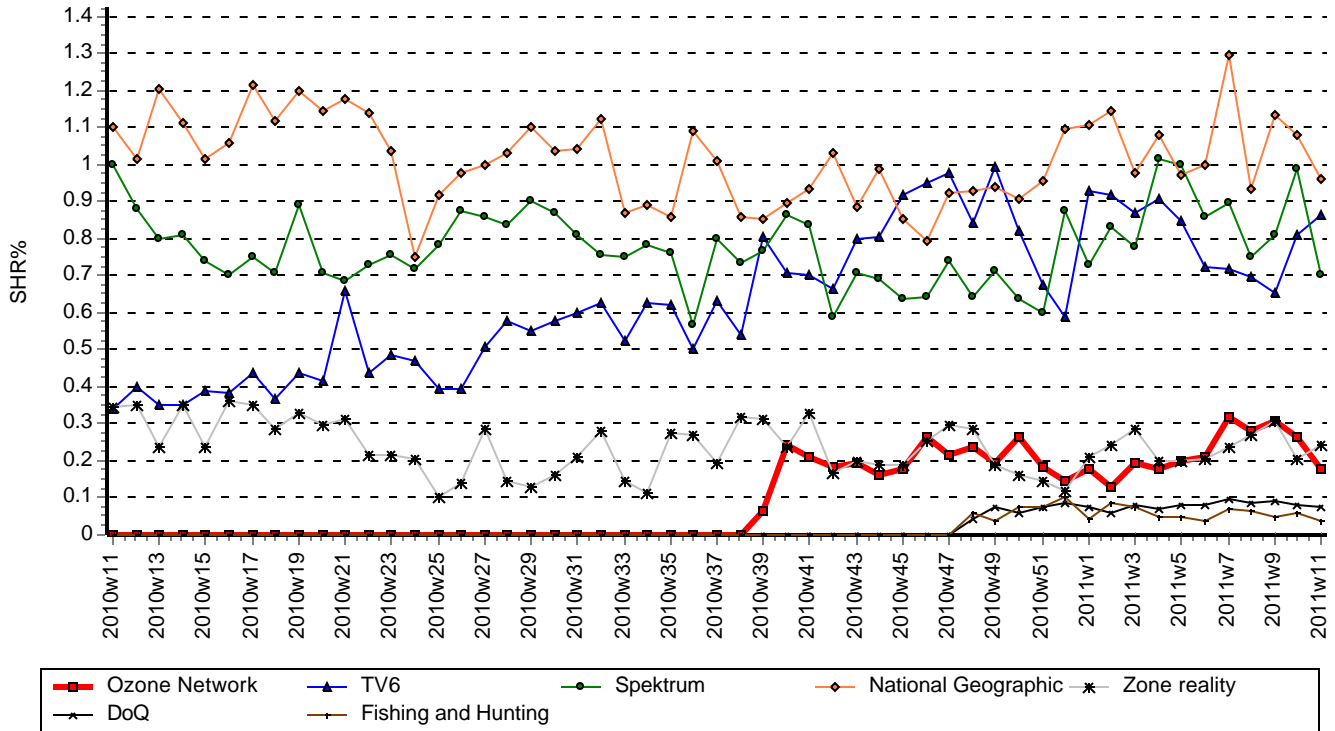
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



02:00-25:59

Channel	SHR%					Affinity (4+)				
	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	0.1	0.2	0.1	0.1	104	95	113	73	58
TV6	0.9	0.7	1.1	0.6	1.1	130	107	153	112	146
Spektrum	0.7	0.6	0.8	0.7	0.8	104	94	114	116	105
National Geogr	1.0	0.8	1.2	0.9	1.2	97	84	109	109	101
Zone reality	0.2	0.4	0.1	0.4	0.0	99	173	26	192	14
DoQ	0.1	0.1	0.1	0.1	0.1	61	55	67	70	56
Fishing and Hu	0.0	0.0	0.0	0.0	0.0	62	85	40	91	41

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+)
Top gear	Viasat6	16-03-11	Wed	20:00	21:26	34,181	0.8	1.7	177
Mernoki talalekonysag	National G	15-03-11	Tue	22:00	22:56	33,221	0.8	2.0	141
A simpson család	Viasat6	17-03-11	Thu	08:21	08:45	31,585	0.7	6.9	141
Gyaroriasok	National G	16-03-11	Wed	19:00	19:56	29,704	0.7	1.7	185
24 oraval kesobb	National G	14-03-11	Mon	09:00	09:56	27,011	0.6	4.2	114

Ozone Network - weekly TOP 10

18-49

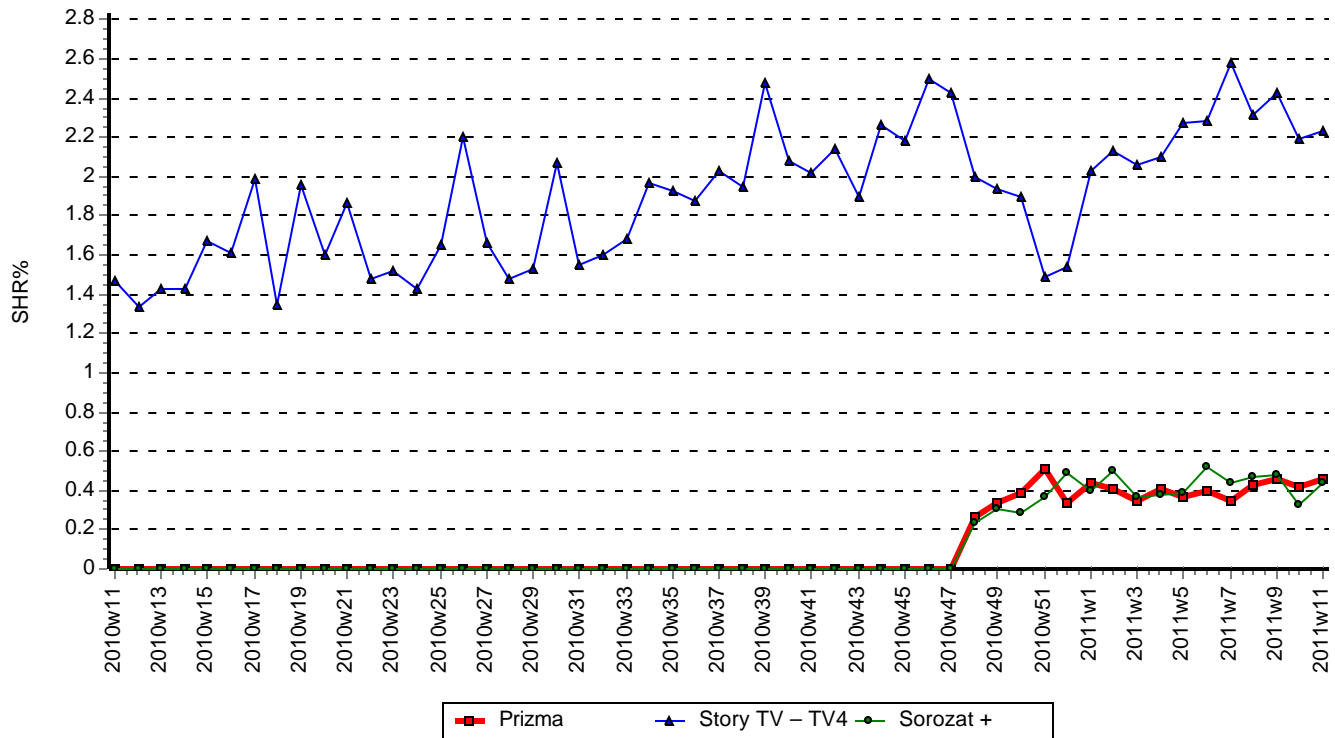
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Top 10	Ozone Ne:	20-03-11	Sun	10:06	10:56	11,278	0.3	1.4	96
Alaszka: a vadon szelleme	Ozone Ne:	18-03-11	Fri	10:05	10:51	9,327	0.2	2.4	101
Medvek	Ozone Ne:	17-03-11	Thu	10:05	10:50	9,151	0.2	1.9	93
Tropusi esoerdo	Ozone Ne:	14-03-11	Mon	10:05	10:49	8,815	0.2	1.3	82
Foldunk arcai	Ozone Ne:	16-03-11	Wed	10:05	10:49	8,557	0.2	2.3	98
A niagara biznisz	Ozone Ne:	20-03-11	Sun	16:06	16:59	7,908	0.2	0.6	153
Viharjelzes	Ozone Ne:	16-03-11	Wed	17:06	17:55	6,515	0.2	0.7	209
Megtorhetetlenek	Ozone Ne:	16-03-11	Wed	11:06	11:54	5,924	0.1	1.6	127
A hulyeseg kora	Ozone Ne:	19-03-11	Sat	10:05	11:49	5,835	0.1	0.9	93
Kukabuvarok - junk raiders	Ozone Ne:	18-03-11	Fri	23:07	23:55	5,634	0.1	0.6	199

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Prizma	0.5	0.4	0.6	0.4	0.5	133	118	148	132	138
Story TV – TV4	2.2	2.8	1.5	2.3	2.1	72	98	45	88	61
Sorozat +	0.4	0.6	0.3	0.5	0.5	95	136	54	121	93

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



Weekly TOP 5 - Prizma and its competitors

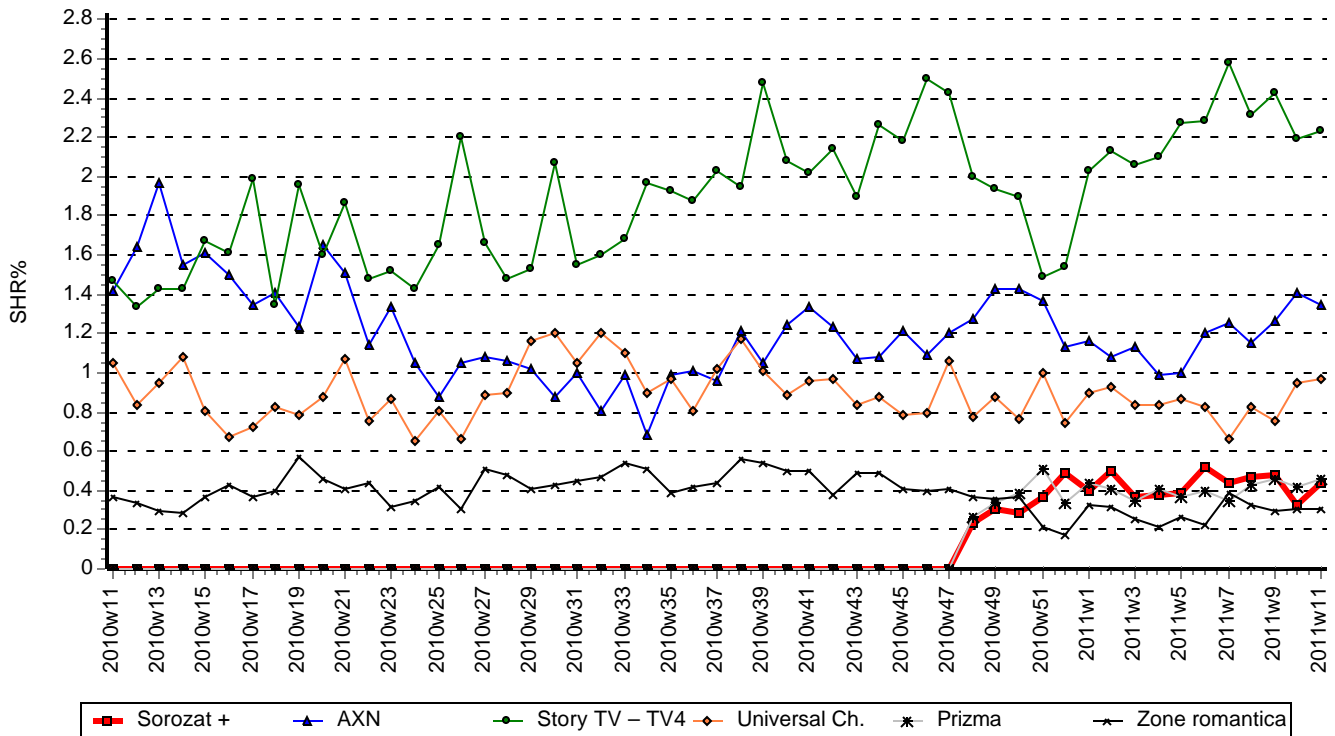
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Agatha christie: poirot	Story4	19-03-11	Sat	21:08	22:50	70,621	1.7	3.8	88
Hetedik mennyorszag	Story4	17-03-11	Thu	17:50	18:40	67,273	1.6	5.5	128
A szerelem neveben	Story4	16-03-11	Wed	14:32	15:28	61,176	1.4	11.2	62
Labdarugo merkozes - europa lig	Story4	17-03-11	Thu	21:01	22:58	59,114	1.4	3.5	84
Uefa europa liga	Story4	17-03-11	Thu	20:42	23:11	51,773	1.2	3.0	84

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	0.6	0.3	0.5	0.6	95	136	54	121	124
AXN	1.3	1.3	1.4	1.2	1.4	102	109	95	108	107
Story TV – TV4	2.2	2.8	1.5	2.3	2.6	72	98	45	88	87
Universal Ch.	1.0	1.3	0.6	1.2	1.2	84	121	46	127	104
Prizma	0.5	0.4	0.6	0.4	0.4	133	118	148	132	113
Zone romantica	0.3	0.4	0.2	0.4	0.3	63	88	39	87	63

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

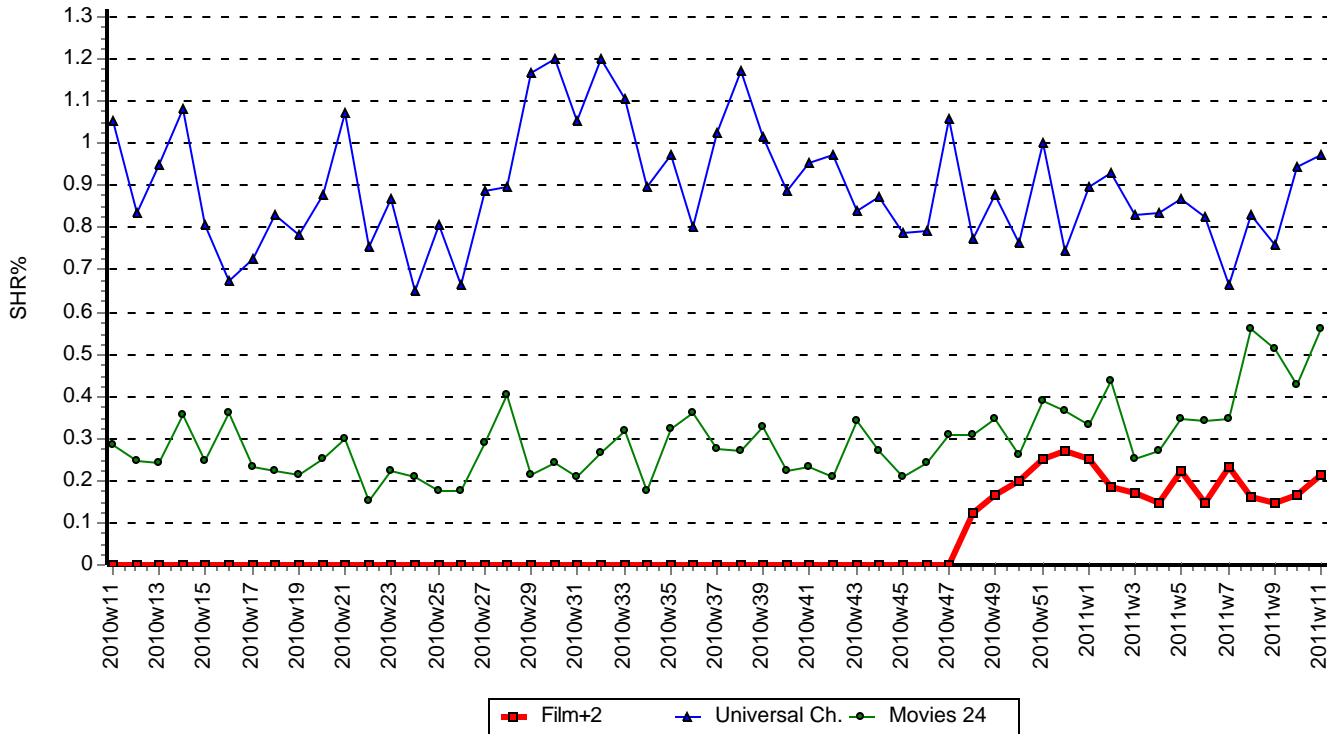
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Agatha christie: poirot	Story4	19-03-11	Sat	21:08	22:50	70,621	1.7	3.8	88
Hetedik mennyország	Story4	17-03-11	Thu	17:50	18:40	67,273	1.6	5.5	128
A szerelem nevében	Story4	16-03-11	Wed	14:32	15:28	61,176	1.4	11.2	62
Labdarugo merkozes - europa lig	Story4	17-03-11	Thu	21:01	22:58	59,114	1.4	3.5	84
New york-i helyszinelok	AXN	16-03-11	Wed	21:00	21:57	56,689	1.3	2.9	121

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	8-49 Female	18-49 Males	18-49 hw	18-39	18-49	8-49 Female	18-49 Males	18-49 hw	18-39
Film+2	0.2	0.2	0.3	0.2	0.2	126	102	150	118	126
Universal Ch.	1.0	1.3	0.6	1.2	0.9	84	121	46	127	73
Movies 24	0.6	0.7	0.4	0.7	0.5	116	165	67	178	94

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

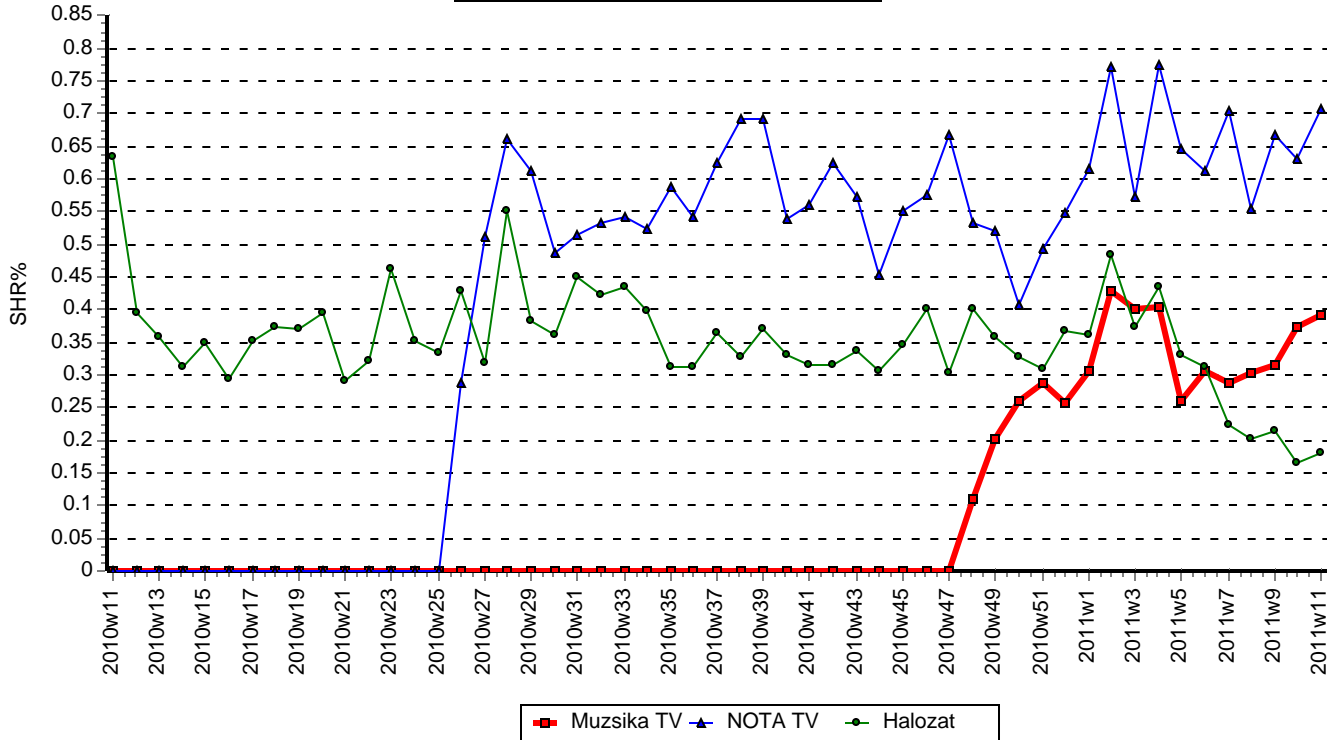
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	0.4	0.4	0.3	0.5	70	69	71	63	111	
NOTA TV	0.7	0.7	0.7	0.7	0.8	76	81	70	86	108	
Halozat	0.2	0.2	0.2	0.2	0.3	55	57	54	65	116	

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

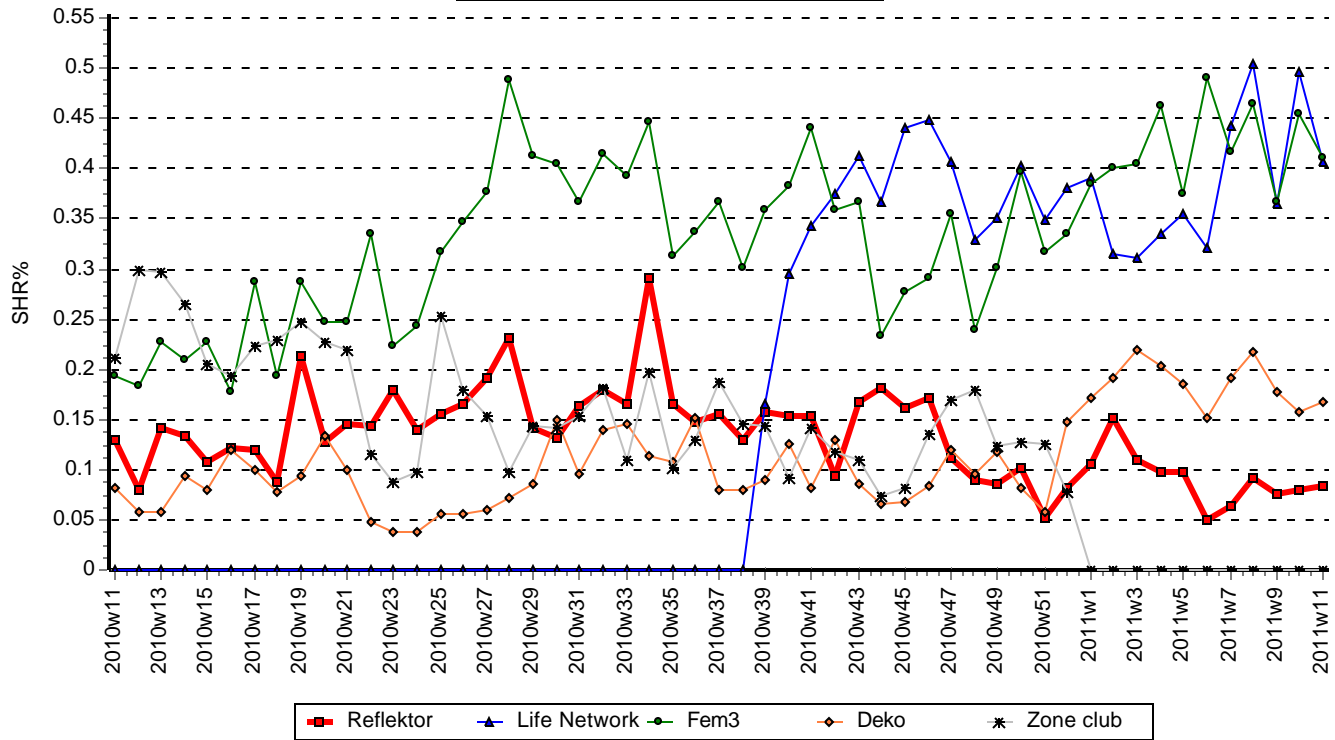
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	69	88	51	81	92
Life Network	0.4	0.5	0.3	0.5	0.5	92	130	54	121	144
Fem3	0.4	0.5	0.3	0.5	0.5	87	120	54	127	128
Deko	0.2	0.2	0.1	0.2	0.3	114	170	59	194	208
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+)
Bubajos boszorkak	Fem3	16-03-11	Wed	08:50	09:37	16,422	0.4	4.1	196
Stahl konyhaja	Fem3	20-03-11	Sun	08:38	09:02	15,360	0.4	2.1	143
13 gyerek es meg akarok	Life Netwc	18-03-11	Fri	12:00	12:51	14,188	0.3	2.8	142
Tiszta udvar rendes haz	Life Netwc	20-03-11	Sun	14:30	15:17	12,949	0.3	1.2	136
A szaz centis izompacsirta	Life Netwc	20-03-11	Sun	20:00	20:50	12,700	0.3	0.6	93

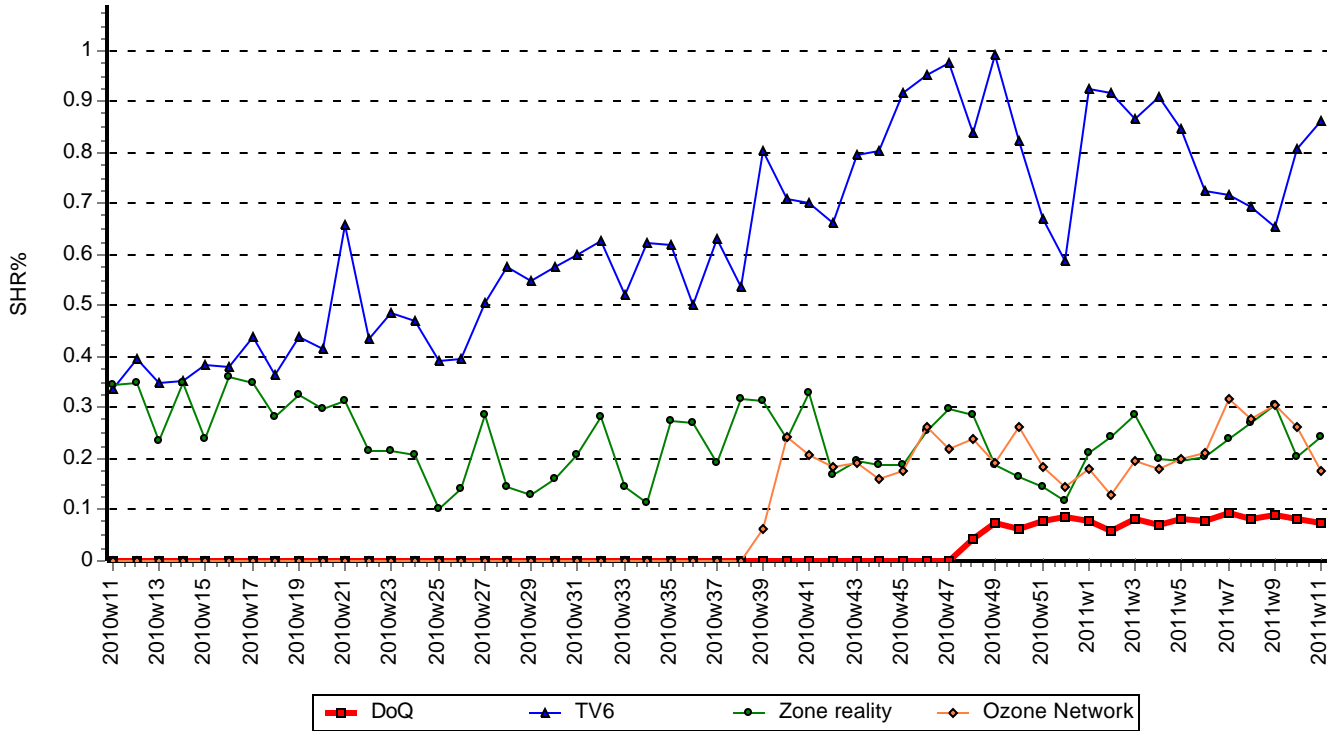
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	61	55	67	70	71
TV6	0.9	0.7	1.1	0.6	0.8	130	107	153	112	112
Zone reality	0.2	0.4	0.1	0.4	0.2	99	173	26	192	91
Ozone Networ	0.2	0.1	0.2	0.1	0.1	104	95	113	73	81

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



Weekly TOP 5 - DoQ and its competitors

18-49

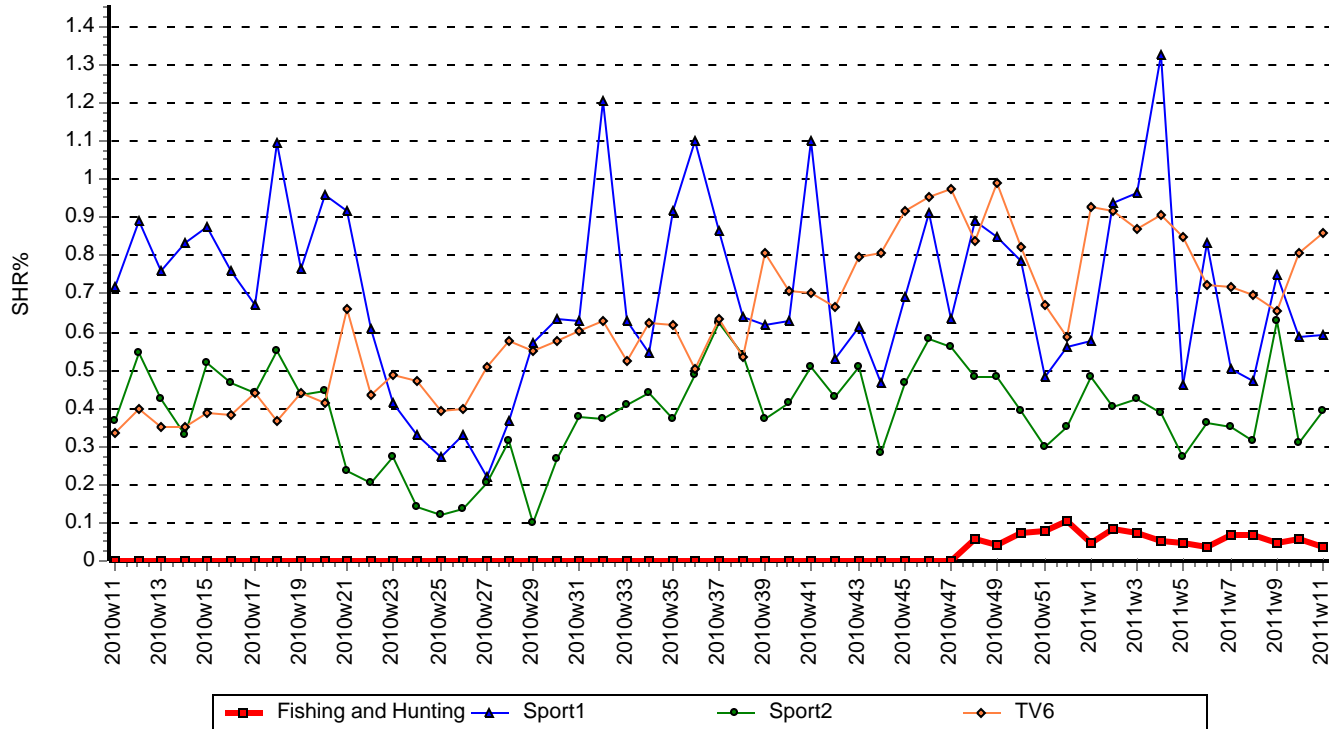
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Top gear	Viasat6	16-03-11	Wed	20:00	21:26	34,181	0.8	1.7	177
A simpson család	Viasat6	17-03-11	Thu	08:21	08:45	31,585	0.7	6.9	141
Star trek - enterprise	Viasat6	20-03-11	Sun	19:03	19:57	25,093	0.6	1.2	143
Amerikai fater	Viasat6	14-03-11	Mon	17:01	17:26	24,432	0.6	2.2	182
Csillagkapu	Viasat6	20-03-11	Sun	23:37	24:24	21,824	0.5	2.9	202

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	0.1	62	85	40	91	94
Sport1	0.6	0.3	0.9	0.3	0.8	76	40	112	52	102
Sport2	0.4	0.2	0.7	0.2	0.6	73	32	113	53	106
TV6	0.9	0.7	1.1	0.6	0.8	130	107	153	112	123

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+)
Top gear	Viasat6	16-03-11	Wed	20:00	21:26	34,181	0.8	1.7	177
A simpson család	Viasat6	17-03-11	Thu	08:21	08:45	31,585	0.7	6.9	141
Star trek - enterprise	Viasat6	20-03-11	Sun	19:03	19:57	25,093	0.6	1.2	143
Amerikai fater	Viasat6	14-03-11	Mon	17:01	17:26	24,432	0.6	2.2	182
Csillagkapu	Viasat6	20-03-11	Sun	23:37	24:24	21,824	0.5	2.9	202

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