

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
Mar 2011	4.1	4.6	0.4	1.3	1.6	7.4	1.3	
Present	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
	Week 12	4.2	4.7	0.3	1.2	1.6	8.0	1.5
	Week 13	3.5	5.1	0.3	1.0	1.5	8.4	1.5

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	
Mar 2011	0.6	0.2	0.5	0.4	0.2	0.1	
Present	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
	Week 12	0.6	0.3	0.4	0.4	0.2	0.1
	Week 13	0.5	0.2	0.5	0.4	0.1	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
Mar 2011	0.1	0.0	
Present	Week 9	0.1	0.0
	Week 10	0.1	0.1
	Week 11	0.1	0.0
	Week 12	0.1	0.0
	Week 13	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
Mar 2011	0.7	0.8	0.1	0.2	0.3	1.4	0.3	
Present	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
	Week 12	0.7	0.8	0.0	0.2	0.2	1.3	0.4
	Week 13	0.6	0.8	0.0	0.2	0.2	1.2	0.4

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	
Mar 2011	0.1	0.0	0.1	0.1	0.0	0.1	
Present	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
	Week 12	0.1	0.0	0.1	0.1	0.0	0.1
	Week 13	0.1	0.0	0.1	0.1	0.0	0.1

Cable channels' ratings on different target groups

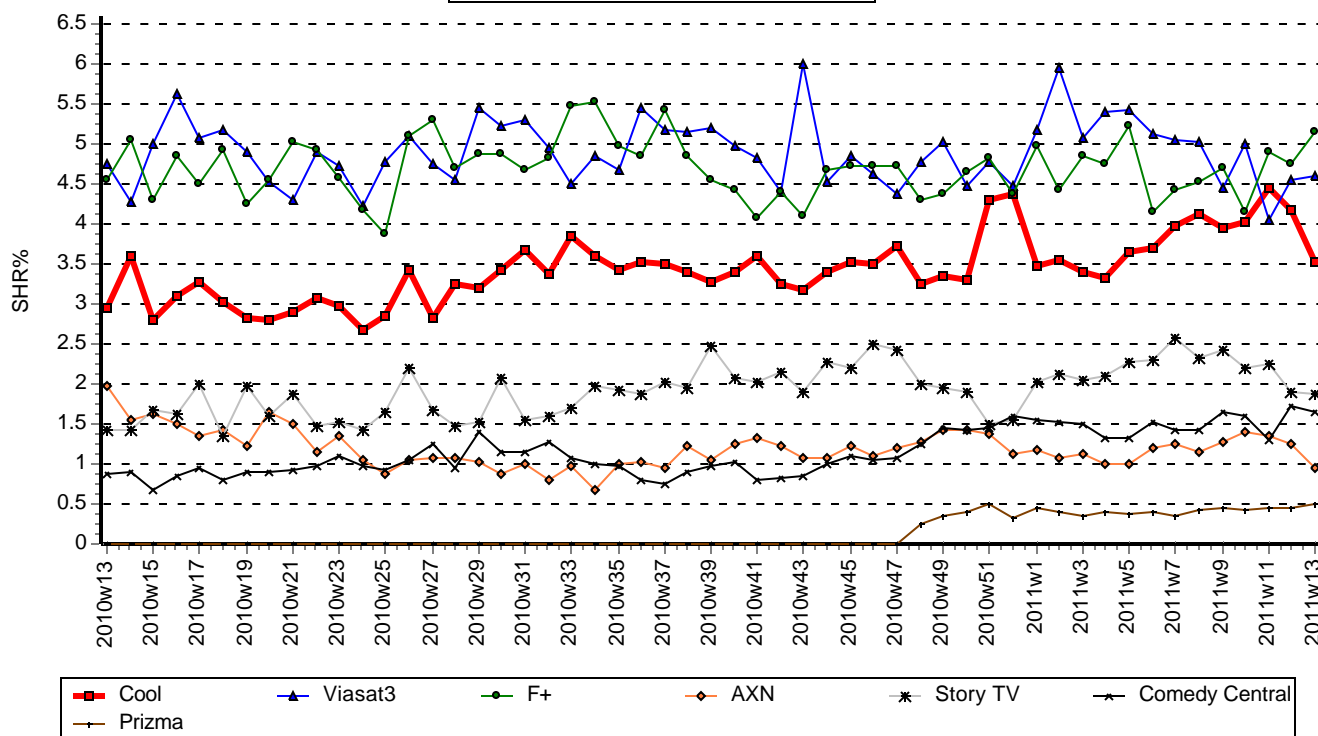
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
	Jan 2011	0.0	0.0
	Feb 2011	0.0	0.0
Mar 2011	0.0	0.0	
Present	Week 9	0.0	0.0
	Week 10	0.0	0.0
	Week 11	0.0	0.0
	Week 12	0.0	0.0
	Week 13	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	3.5	3.6	3.4	3.4	3.2	95	107	84	85	67
Viasat3	4.6	5.1	4.0	4.4	3.9	114	140	89	103	76
F+	5.1	4.1	6.4	4.3	4.2	115	100	131	90	72
AXN	1.0	1.0	0.9	1.0	1.0	92	102	82	93	74
Story TV	1.9	2.4	1.2	1.6	1.3	69	98	40	56	37
Comedy Centra	1.6	0.9	2.5	2.2	3.1	146	88	202	182	214
Prizma	0.5	0.4	0.6	0.5	0.4	140	121	159	139	93

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+)
Rambo	F+	01-04-11	Fri	21:10	22:53	191,364	4.5	11.2	105
Dr. csont	Cool	31-03-11	Thu	21:19	22:10	152,330	3.6	8.5	103
Nagy durranas	F+	02-04-11	Sat	20:54	22:23	150,899	3.6	7.6	144
Eden hotel	Viasat3	31-03-11	Thu	21:28	22:26	146,564	3.5	8.5	132
Ket pasi - meg egy kicsi	Viasat3	28-03-11	Mon	20:02	20:26	133,391	3.1	7.4	133

Cool - weekly TOP 10

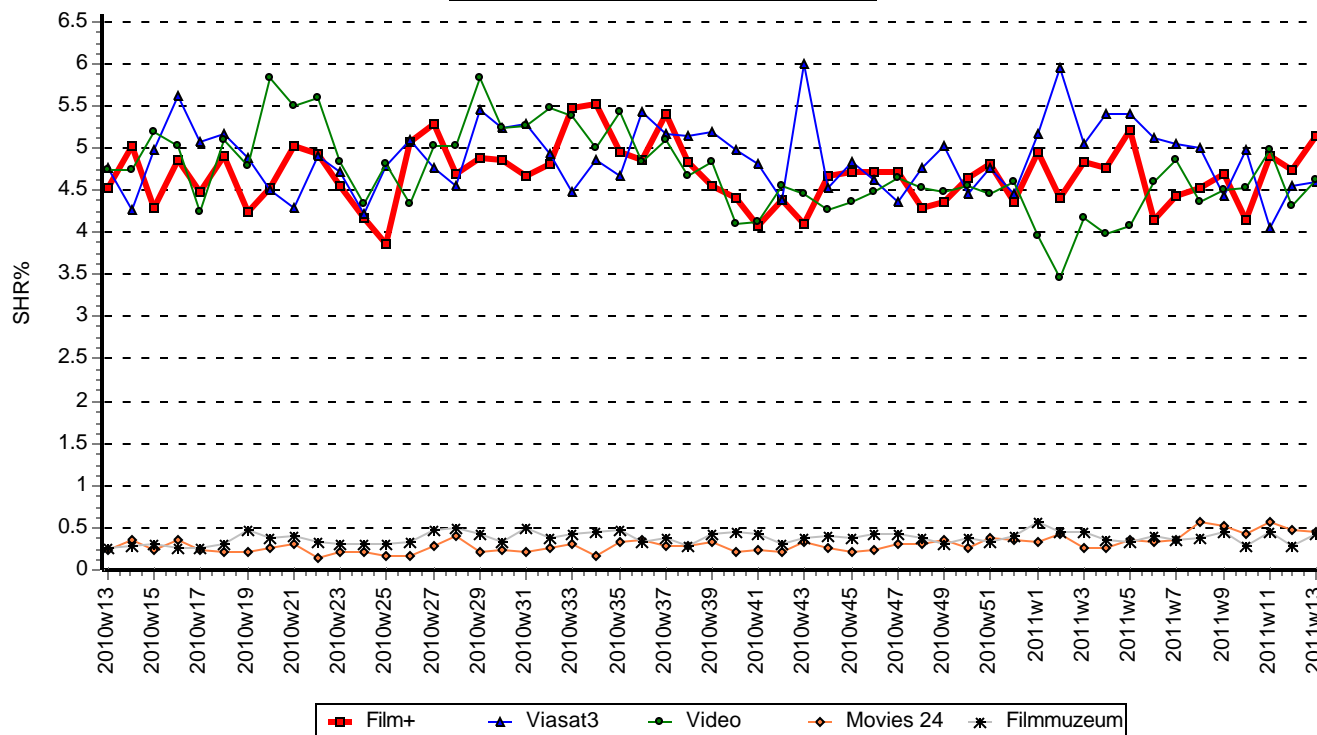
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	31-03-11	Thu	21:19	22:10	152,330	3.6	8.5	103
Gyilkos elmek	Cool	31-03-11	Thu	20:25	21:19	119,203	2.8	6.4	97
Miami helyszinelok	Cool	03-04-11	Sun	22:05	22:56	103,699	2.4	6.2	100
New york-i helyszinelok	Cool	29-03-11	Tue	22:10	22:59	95,180	2.2	6.1	80
Doglott aktak	Cool	31-03-11	Thu	22:10	23:00	93,939	2.2	6.6	97
Belevalovilag	Cool	01-04-11	Fri	23:16	23:45	92,539	2.2	8.7	126
Tokeletes katona	Cool	01-04-11	Fri	21:20	23:13	87,762	2.1	5.4	138
Csi	Cool	03-04-11	Sun	21:10	22:03	79,328	1.9	3.6	89
Az 57-es utas	Cool	03-04-11	Sun	19:35	21:03	78,251	1.8	3.8	93
En es en meg az iren	Cool	03-04-11	Sun	17:30	19:30	58,639	1.4	4.9	130

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

02:00-25:59

Channel	SHR%					Affinity (4+)				
	18-49	18-49 urban	18-49 Males	8-49 Female	18-39	18-49	18-49 urban	18-49 Males	8-49 Female	18-39
Film+	5.1	4.7	6.4	4.1	4.3	115	101	131	100	90
Viasat3	4.6	4.9	4.0	5.1	4.4	114	118	89	140	103
Video	4.6	4.3	5.5	3.8	5.2	143	127	155	131	151
Movies 24	0.5	0.4	0.3	0.6	0.4	106	92	72	141	89
Filmmuzeum	0.4	0.5	0.4	0.4	0.4	60	63	56	64	50

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+)
Rambo	F+	01-04-11	Fri	21:10	22:53	191,364	4.5	11.2	105
Nagy durranas	F+	02-04-11	Sat	20:54	22:23	150,899	3.6	7.6	144
Eden hotel	Viasat3	31-03-11	Thu	21:28	22:26	146,564	3.5	8.5	132
Ket pasi - meg egy kicsi	Viasat3	28-03-11	Mon	20:02	20:26	133,391	3.1	7.4	133
Gyilkos szamok	Viasat3	31-03-11	Thu	20:36	21:28	128,262	3.0	6.8	132

Film+ - weekly TOP 10
18-49

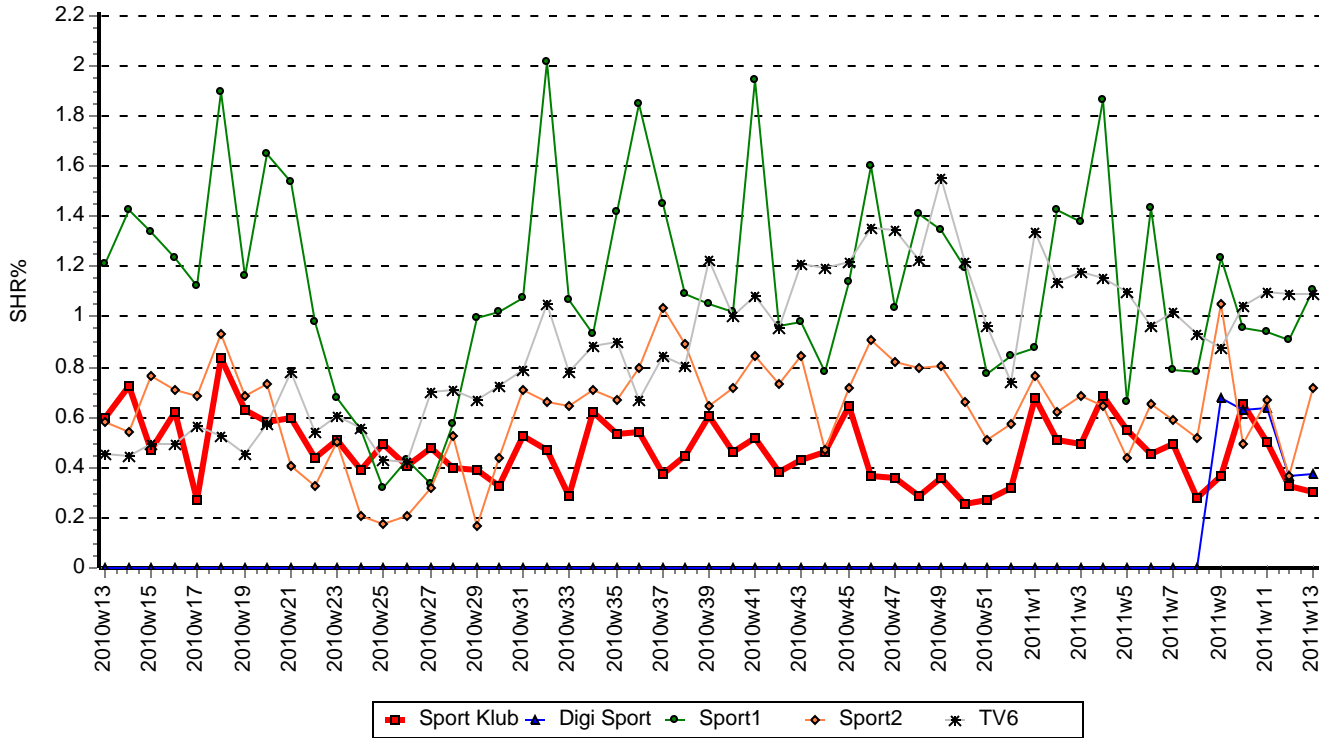
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Rambo	F+	01-04-11	Fri	21:10	22:53	191,364	4.5	11.2	105
Nagy durranas	F+	02-04-11	Sat	20:54	22:23	150,899	3.6	7.6	144
16 utca	F+	03-04-11	Sun	21:09	22:58	121,879	2.9	6.3	117
Kincs ami nincs	F+	03-04-11	Sun	19:05	21:00	121,059	2.9	6.3	105
A kilencedik kapu	F+	02-04-11	Sat	22:30	24:54	115,994	2.7	10.4	162
A kiraly nevenben	F+	31-03-11	Thu	21:10	23:22	106,421	2.5	6.9	135
Az igazsag mecenasa	F+	28-03-11	Mon	21:10	22:52	94,546	2.2	4.9	77
Pofa be!	F+	29-03-11	Tue	21:10	22:44	89,463	2.1	4.8	116
Karatos vedelem	F+	01-04-11	Fri	23:05	24:44	83,539	2.0	9.5	117
Bosszu mindhalalig	F+	28-03-11	Mon	22:59	24:53	82,454	1.9	9.5	110

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	0.3	0.3	0.4	0.2	0.2	94	96	145	59	59	59
Digi Sport	0.4	0.5	0.5	0.3	0.3	108	139	141	75	85	85
Sport1	1.1	1.2	1.2	0.6	0.6	116	117	134	69	75	75
Sport2	0.7	0.8	0.8	0.4	0.4	140	144	165	88	88	88
TV6	1.1	1.2	0.9	0.9	0.8	144	147	123	125	121	121

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



Weekly TOP 5 - SportKlub and its competitors

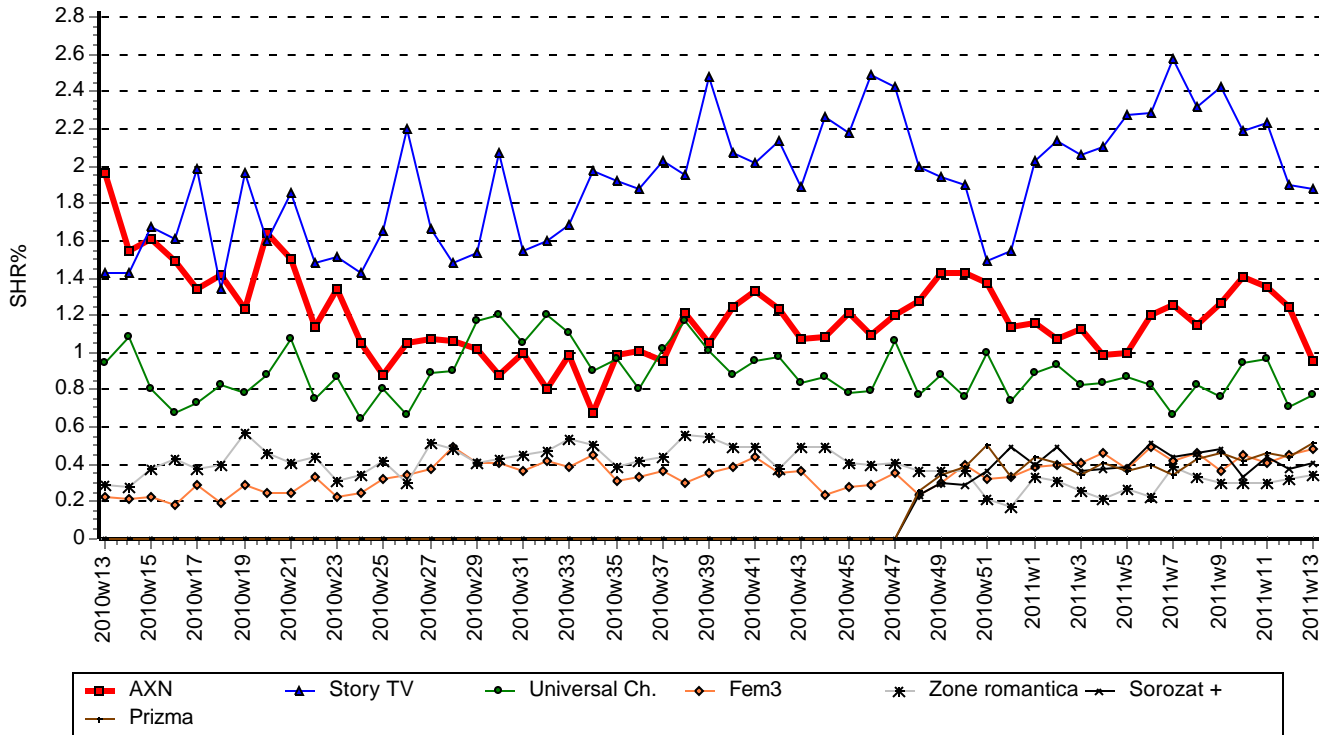
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Pankracio - a nyers ero	Viasat6	28-03-11	Mon	21:03	21:57	17,558	0.8	1.8	172
Eureka	Viasat6	01-04-11	Fri	23:47	24:34	16,997	0.8	4.9	228
Jackie chan: az elveszett zsaru	Viasat6	28-03-11	Mon	22:00	23:58	16,159	0.8	2.4	290
Top gear	Viasat6	30-03-11	Wed	20:00	21:00	15,699	0.7	1.8	249
Csillagkapu	Viasat6	01-04-11	Fri	21:00	21:56	15,206	0.7	1.8	113

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	1.1	1.0	0.9	1.0	92	106	102	82	93
Story TV	1.9	1.9	2.4	1.2	1.6	69	68	98	40	56
Universal Ch.	0.8	0.9	1.1	0.4	0.6	74	85	115	33	56
Fem3	0.5	0.4	0.6	0.3	0.5	90	76	125	56	80
Zone romantica:	0.3	0.2	0.4	0.3	0.3	64	44	86	43	48
Sorozat +	0.4	0.3	0.5	0.3	0.4	93	77	128	59	82
Prizma	0.5	0.6	0.4	0.6	0.5	140	151	121	159	139

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	01-04-11	Fri	09:50	10:42	45,943	1.1	14.9	126
A farm ahol elunk	Story4	01-04-11	Fri	16:35	17:36	45,524	1.1	6.1	86
Csillagkapu: atlantisz	AXN	29-03-11	Tue	19:00	19:51	39,606	0.9	2.7	168
Gyilkos elmek	AXN	30-03-11	Wed	23:00	23:49	36,290	0.9	3.4	99
New york-i helyszinelok	AXN	30-03-11	Wed	21:00	21:56	34,469	0.8	1.7	106

AXN - weekly TOP 10

18-49

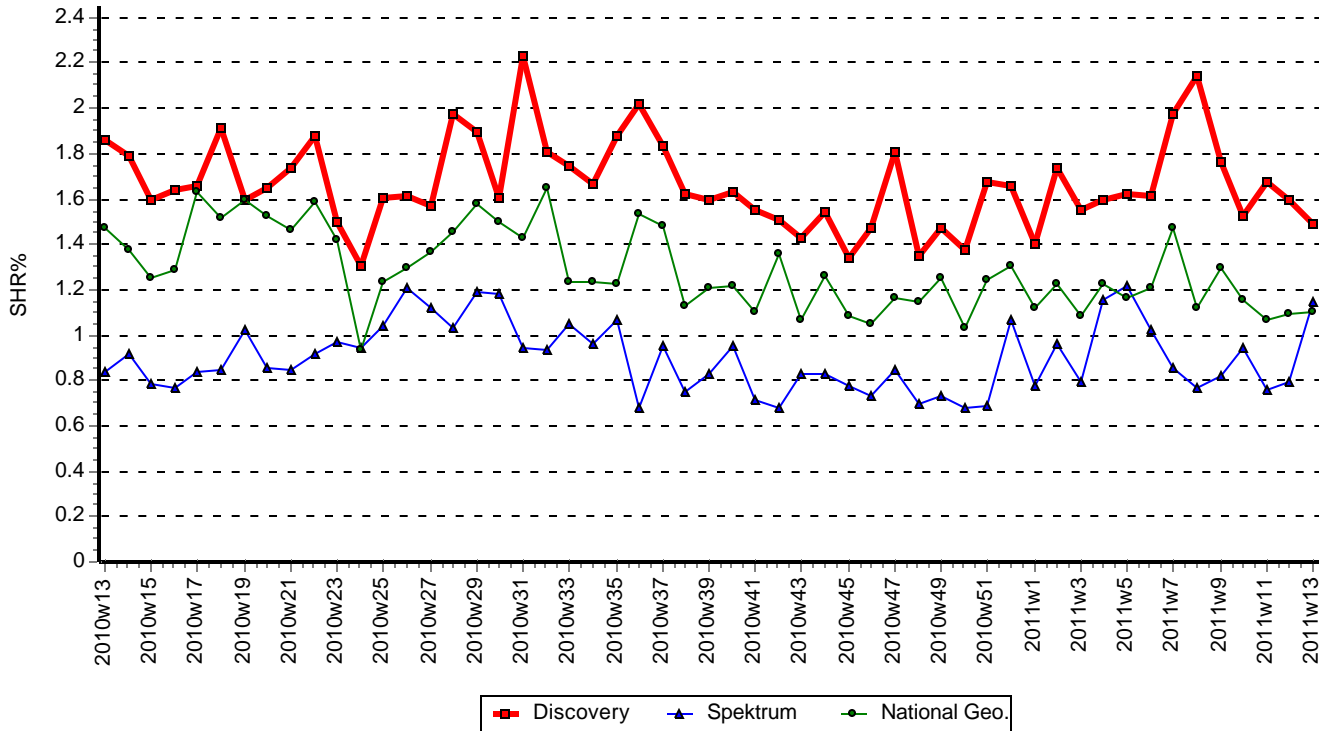
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagkapu: atlantisz	AXN	29-03-11	Tue	19:00	19:51	39,606	0.9	2.7	168
Gyilkos elmek	AXN	30-03-11	Wed	23:00	23:49	36,290	0.9	3.4	99
New york-i helyszinelok	AXN	30-03-11	Wed	21:00	21:56	34,469	0.8	1.7	106
Szellemeikkel sutto	AXN	31-03-11	Thu	24:00	24:51	28,334	0.7	4.9	136
Het ev tibetben	AXN	01-04-11	Fri	21:00	23:38	21,838	0.5	1.4	121
Rush - a hajsza	AXN	02-04-11	Sat	22:00	22:52	19,855	0.5	1.1	70
Merlin kalandjai	AXN	01-04-11	Fri	18:00	18:53	18,994	0.4	1.7	128
Helyszini szemle	AXN	03-04-11	Sun	21:00	21:54	15,887	0.4	0.7	95
Kalifornia	AXN	02-04-11	Sat	23:00	23:29	14,937	0.4	1.1	115
Isteni sugallat	AXN	31-03-11	Thu	03:25	04:08	13,517	0.3	9.4	196

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	2.8	2.4	0.8	1.6	128	221	204	78	145
Spektrum	1.1	1.1	1.3	0.8	1.3	124	114	142	105	143
National Geo.	1.1	1.1	1.3	0.7	1.1	121	108	141	96	129

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	28-03-11	Mon	21:00	21:26	42,856	1.6	3.1	183
Csendes szornyetegyek	Discovery	28-03-11	Mon	22:30	23:26	28,610	1.0	3.2	277
Stan lee bemutatja: supermenek	Discovery	28-03-11	Mon	21:30	22:26	22,845	0.8	1.7	144
Gyaroriasok	National G	29-03-11	Tue	24:00	24:56	21,957	0.8	6.7	197
Autokereskedok	Discovery	30-03-11	Wed	12:31	12:57	20,128	0.7	9.8	263

Discovery Channel - weekly TOP 10

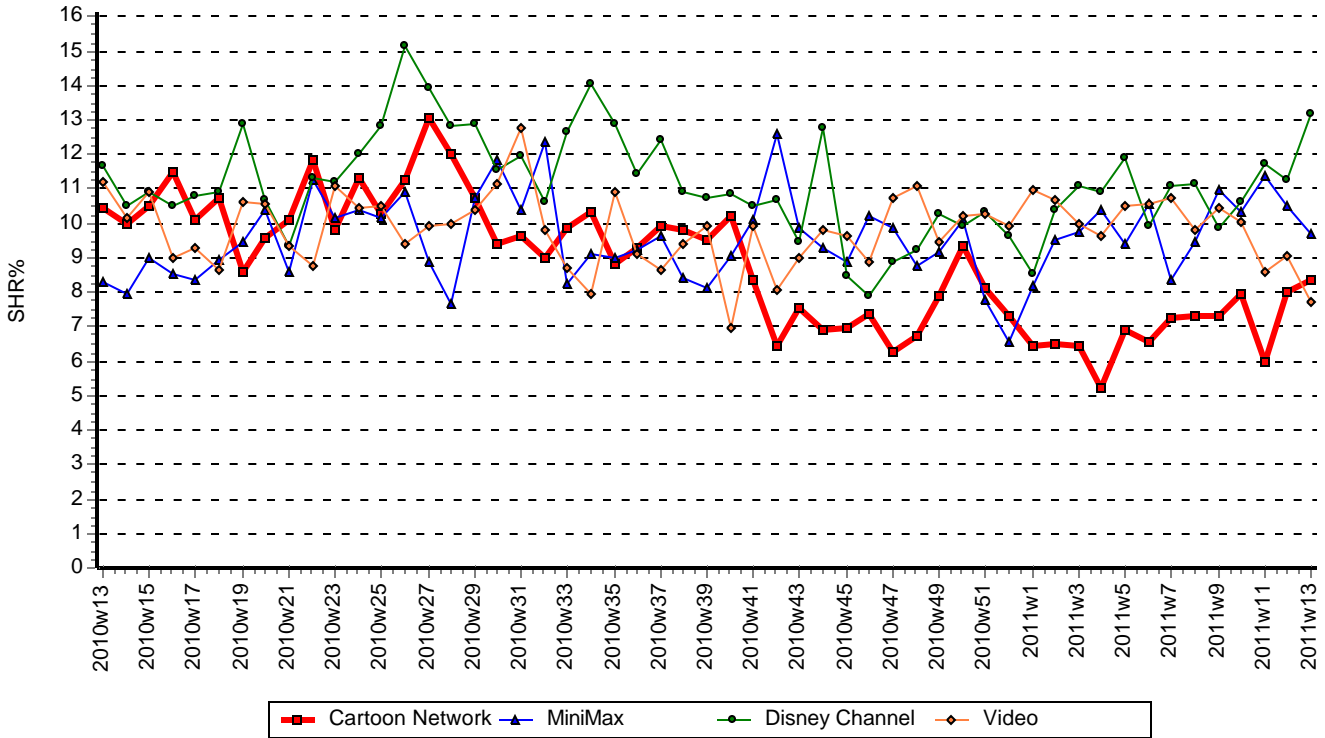
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan készült?	Discovery	28-03-11	Mon	21:00	21:26	42,856	1.6	3.1	183
Csendes szornyetegyek	Discovery	28-03-11	Mon	22:30	23:26	28,610	1.0	3.2	277
Stan lee bemutatja: supermenek	Discovery	28-03-11	Mon	21:30	22:26	22,845	0.8	1.7	144
Autokereskedok	Discovery	30-03-11	Wed	12:31	12:57	20,128	0.7	9.8	263
Mike brewer : celkeresztben	Discovery	29-03-11	Tue	23:29	24:27	18,309	0.7	3.9	145
Szetepitok	Discovery	01-04-11	Fri	20:00	20:25	16,190	0.6	1.5	124
Otodik sebesseg	Discovery	03-04-11	Sun	10:30	10:56	15,047	0.5	4.2	162
Fegyvertenyek	Discovery	29-03-11	Tue	22:30	23:25	14,890	0.5	1.6	121
Valodi helyszinelok	Discovery	02-04-11	Sat	22:59	23:55	14,748	0.5	2.0	171
A tuleles torvenyei	Discovery	02-04-11	Sat	07:58	08:52	14,621	0.5	5.5	169

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 (4-14)	4-14	F 4-14	M 4-14	8-14	w/children (4-14)
Cartoon Network	8.4	3.2	13.2	7.7	1.1	563	213	904	478	100
MiniMax	9.7	12.6	6.9	2.2	3.8	397	509	287	84	206
Disney Channel	13.2	17.5	9.2	14.3	2.8	488	636	345	487	137
Video	7.7	8.0	7.4	6.2	5.1	195	200	189	145	171

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:	01-04-11	Fri	20:00	20:21	51,972	5.1	12.8	619
Varazslok a waverly helyrol	Disney Ch:	01-04-11	Fri	13:35	13:57	49,664	4.9	36.8	504
Kick buttowski - a kulvarosi fene	Disney Ch:	03-04-11	Sun	08:10	08:32	48,542	4.8	17.7	558
Zack es cody a fedelzeten	Disney Ch:	02-04-11	Sat	11:37	11:58	47,852	4.7	26.7	552
Zeke es luther	Disney Ch:	03-04-11	Sun	08:36	08:57	48,001	4.7	15.4	558

Cartoon - weekly TOP 10

4-14

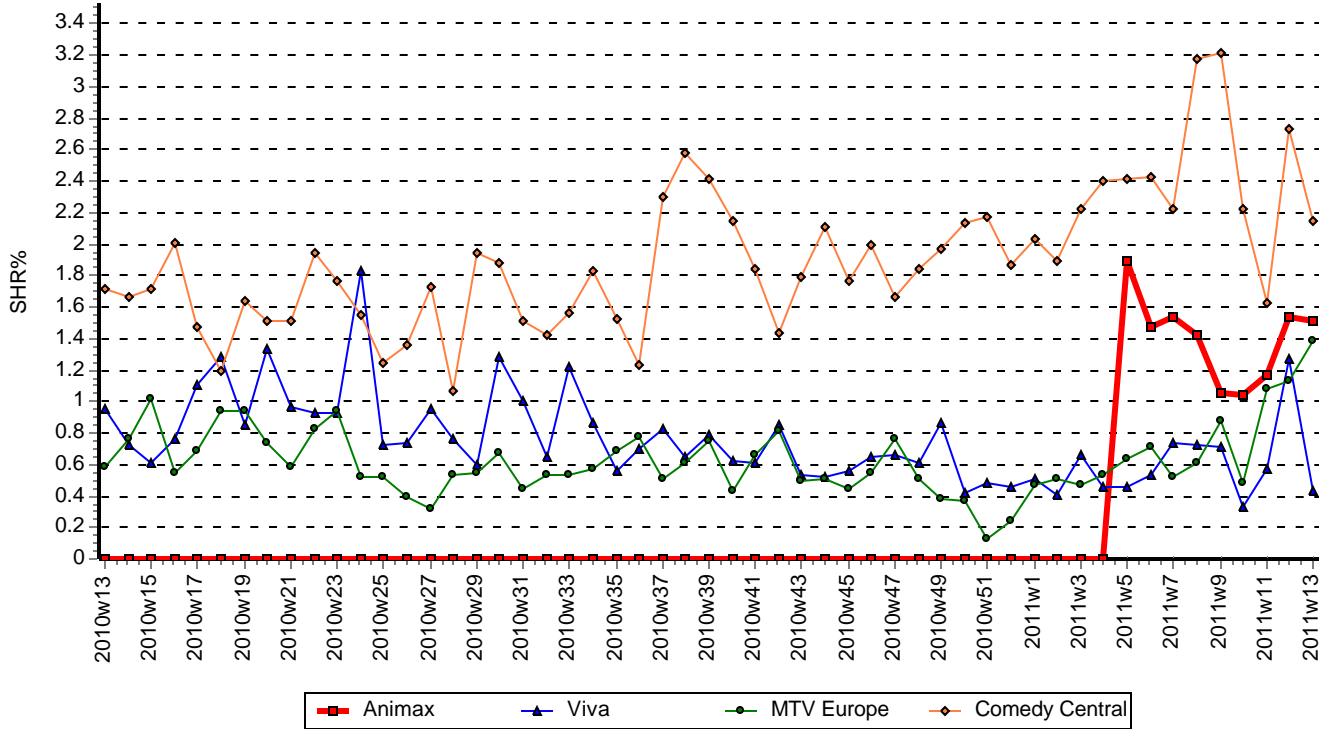
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Mizujs scooby-doo?	Cartoon N:	02-04-11	Sat	12:17	12:38	40,160	4.0	21.1	644
Batman: a bator es a vakmero	Cartoon N:	01-04-11	Fri	19:26	19:48	38,672	3.8	9.2	662
Szombatek titkos vilaga	Cartoon N:	02-04-11	Sat	19:52	20:14	36,607	3.6	9.6	805
Bakugan new vestroia	Cartoon N:	01-04-11	Fri	19:00	19:22	36,234	3.6	9.7	694
Shaolin leszamolal	Cartoon N:	01-04-11	Fri	20:17	20:38	34,338	3.4	8.2	589
Scooby-doo - a ezeregy ejszaka	Cartoon N:	03-04-11	Sun	09:07	10:23	32,961	3.3	10.8	451
Nyomi szerencsetlen utazasai	Cartoon N:	29-03-11	Tue	20:42	20:54	31,835	3.2	7.5	811
Angelo rulez	Cartoon N:	02-04-11	Sat	12:42	12:57	28,767	2.8	16.1	652
Tom es jerry	Cartoon N:	02-04-11	Sat	19:29	19:48	28,405	2.8	8.0	588
Bakugan gundalian invaders	Cartoon N:	31-03-11	Thu	16:25	16:46	27,851	2.8	28.0	721

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	1.5	2.7	1.2	1.7	2.6	200	335	169	227	338
Viva	0.4	0.4	0.3	0.8	0.4	144	114	114	277	145
MTV Europe	1.4	1.9	1.3	1.4	0.3	457	603	453	464	89
Comedy Centr	2.1	3.2	2.3	1.2	0.7	167	231	184	97	52

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.	29-03-11	Tue	22:31	22:58	19,855	1.7	7.0	417
A simpson csalad	Comedy C.	29-03-11	Tue	20:46	21:10	15,808	1.3	4.0	418
Igy jartam anyatokkal	Comedy C.	28-03-11	Mon	20:45	21:09	15,051	1.3	3.8	392
South park	Comedy C.	29-03-11	Tue	22:02	22:28	14,301	1.2	4.1	519
A cleveland show	Comedy C.	29-03-11	Tue	21:36	22:01	14,230	1.2	3.9	416

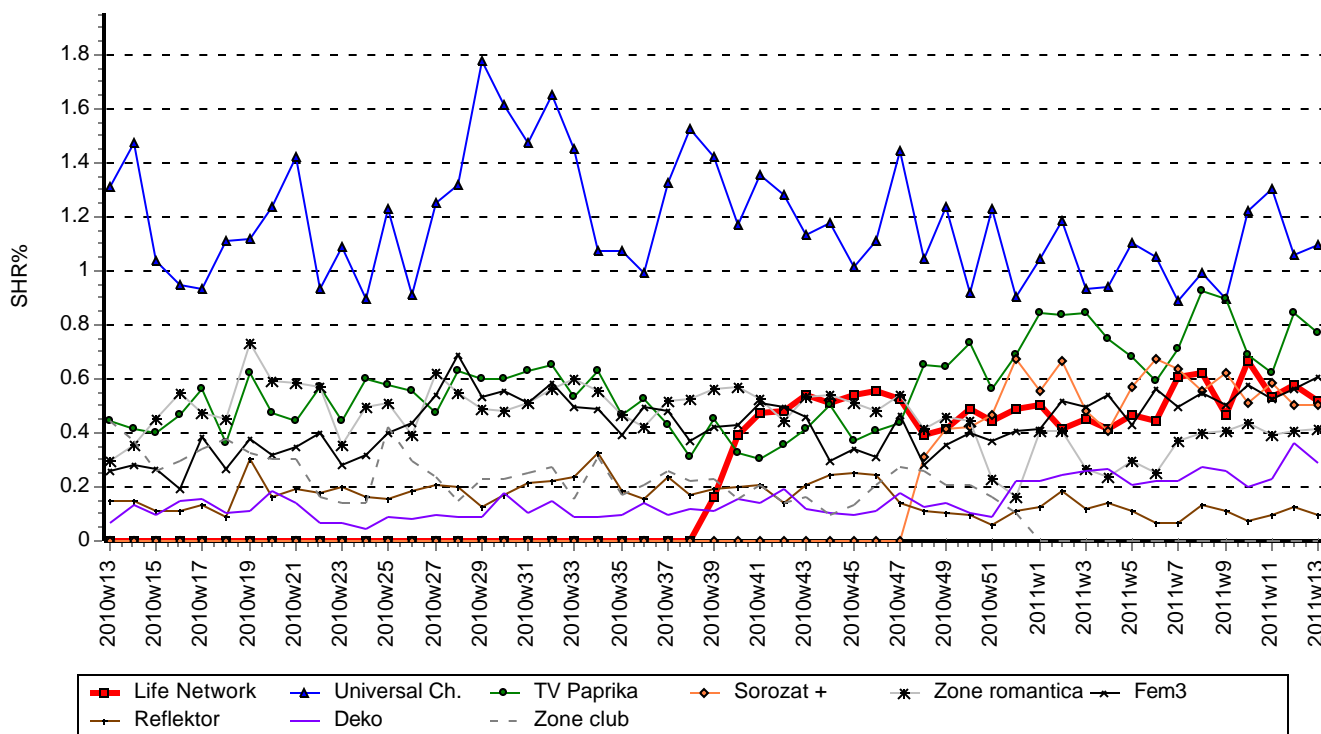
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.2	0.5	0.4	97	144	50	137	111
Universal Ch.	0.8	1.1	0.4	1.0	0.9	74	115	33	113	84
TV Paprika	0.6	0.8	0.5	0.7	0.7	100	130	70	136	113
Sorozat +	0.4	0.5	0.3	0.4	0.5	93	128	59	114	108
Zone romantica:	0.3	0.4	0.3	0.4	0.4	64	86	43	90	76
Fem3	0.5	0.6	0.3	0.6	0.6	90	125	56	128	110
Reflektor	0.1	0.1	0.1	0.1	0.1	80	106	54	121	94
Deko	0.3	0.3	0.2	0.3	0.3	135	166	103	197	170
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+)
Halalbiztos diagnózis	Life Netwc	02-04-11	Sat	12:30	13:19	12,799	0.6	4.4	237
A hegyi doktor	Fem3	30-03-11	Wed	19:11	19:58	11,808	0.6	1.3	147
Bubajos boszorkák	Fem3	30-03-11	Wed	20:05	20:52	11,280	0.5	1.1	198
Szellemirtok 2.	Fem3	01-04-11	Fri	21:59	23:56	9,779	0.5	1.4	187
Arva anyjal	Fem3	29-03-11	Tue	21:02	21:53	9,336	0.4	0.9	90

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Halalbiztos diagnózis	Life Netwc	02-04-11	Sat	12:30	13:19	12,799	0.6	4.4	237
Amirol a veszhelyezetben sem be	Life Netwc	03-04-11	Sun	22:59	23:47	8,464	0.4	1.5	237
Apakepzo	Life Netwc	30-03-11	Wed	12:00	12:46	7,643	0.4	4.0	437
Angyali erintes	Life Netwc	03-04-11	Sun	09:29	10:19	7,617	0.4	2.2	178
Finnyasok farmja	Life Netwc	30-03-11	Wed	14:00	14:49	7,492	0.4	4.1	308
Szepsefguggok	Life Netwc	02-04-11	Sat	18:00	18:47	6,990	0.3	1.4	429
Rezidensek	Life Netwc	28-03-11	Mon	13:00	13:48	6,648	0.3	2.8	256
Kisallat vagyok es fogyni akarok!	Life Netwc	03-04-11	Sun	17:30	17:53	5,573	0.3	1.1	163
Rezidenselet	Life Netwc	01-04-11	Fri	13:00	13:50	5,261	0.3	1.9	322
A tiniszelidito	Life Netwc	28-03-11	Mon	12:00	12:50	5,033	0.2	2.1	433

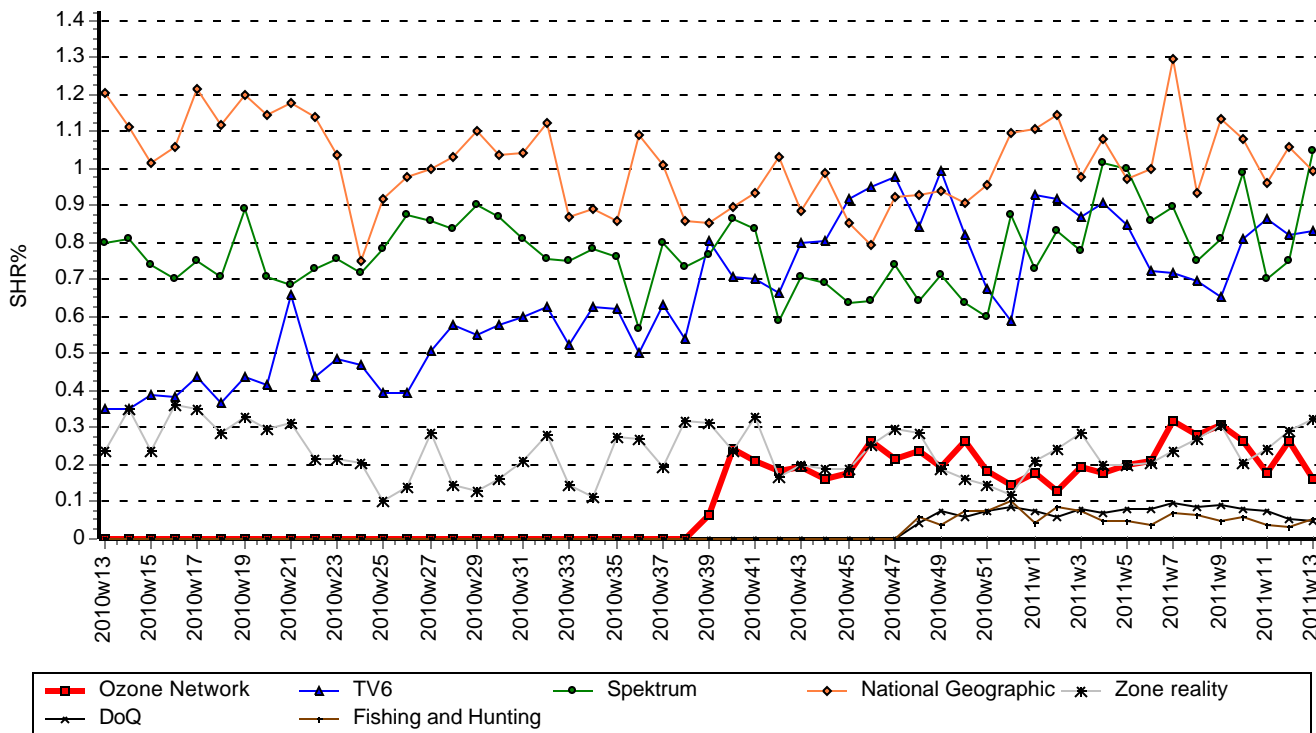
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	106	100	112	56	62
TV6	0.8	0.6	1.1	0.6	1.2	121	99	144	104	147
Spektrum	1.0	0.8	1.3	1.1	1.1	123	105	142	153	114
National Geogr	1.0	0.7	1.3	0.9	1.1	119	96	141	122	108
Zone reality	0.3	0.5	0.1	0.5	0.1	112	193	31	225	22
DoQ	0.1	0.0	0.1	0.1	0.0	53	54	52	68	42
Fishing and Hu	0.1	0.1	0.0	0.1	0.0	89	137	41	174	53

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+)
Csillagkapu	Viasat6	01-04-11	Fri	21:00	21:56	36,578	0.9	2.0	137
Pankraccio - a nyers ero	Viasat6	28-03-11	Mon	21:03	21:57	28,898	0.7	1.4	143
Gyaroriasok	National G	29-03-11	Tue	24:00	24:56	26,154	0.6	4.5	154
Eureka	Viasat6	01-04-11	Fri	23:47	24:34	24,761	0.6	3.4	168
Forro nyomon alaszokban	National G	28-03-11	Mon	22:00	22:56	23,958	0.6	1.4	148

Ozone Network - weekly TOP 10

18-49

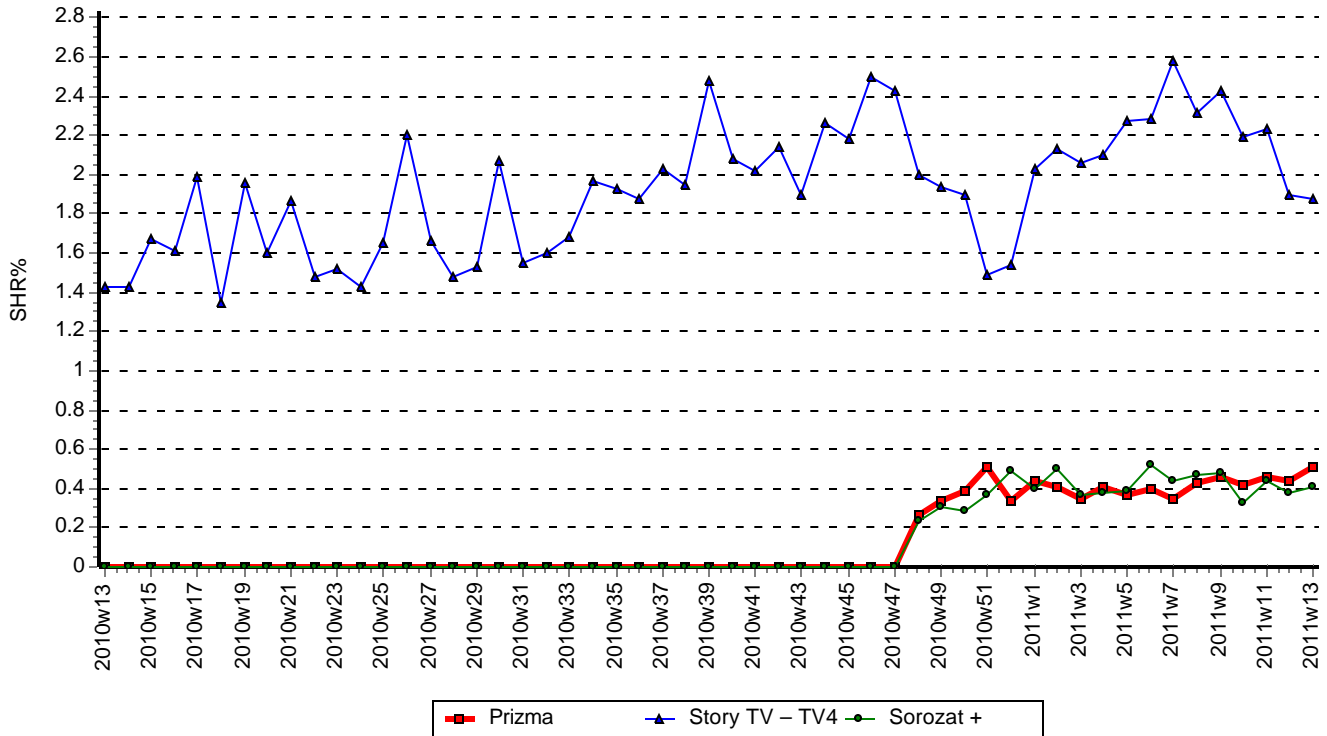
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Milliardos katasztrofak	Ozone Ne:	01-04-11	Fri	10:05	10:58	9,729	0.2	3.1	111
9 milliard ember bolygoja	Ozone Ne:	28-03-11	Mon	24:05	24:56	9,062	0.2	1.4	215
Utazas a vilag vegere	Ozone Ne:	03-04-11	Sun	12:05	12:56	8,928	0.2	1.5	86
Meses egyenlito	Ozone Ne:	28-03-11	Mon	11:05	11:56	8,871	0.2	2.1	100
A 20. szazad nagy katasztrofai	Ozone Ne:	28-03-11	Mon	23:05	23:55	8,702	0.2	0.8	174
A ho fogsagaban	Ozone Ne:	03-04-11	Sun	10:05	11:56	6,753	0.2	1.2	114
A vilag ahogy most latod utoljara	Ozone Ne:	02-04-11	Sat	19:05	20:05	6,645	0.2	0.5	159
Fedezzuk fel az eszaki sarkvidek	Ozone Ne:	01-04-11	Fri	11:05	11:57	6,182	0.1	1.6	116
Tulelotabor civileknek	Ozone Ne:	02-04-11	Sat	20:06	20:57	5,872	0.1	0.3	217
Ian thorpe: haldoklo ausztralia	Ozone Ne:	02-04-11	Sat	10:05	11:57	5,245	0.1	1.2	101

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	140	121	159	139	139
Story TV – TV4	1.9	2.4	1.2	2.1	1.6	69	98	40	90	56
Sorozat +	0.4	0.5	0.3	0.4	0.4	93	128	59	114	82

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



Weekly TOP 5 - Prizma and its competitors

18-49

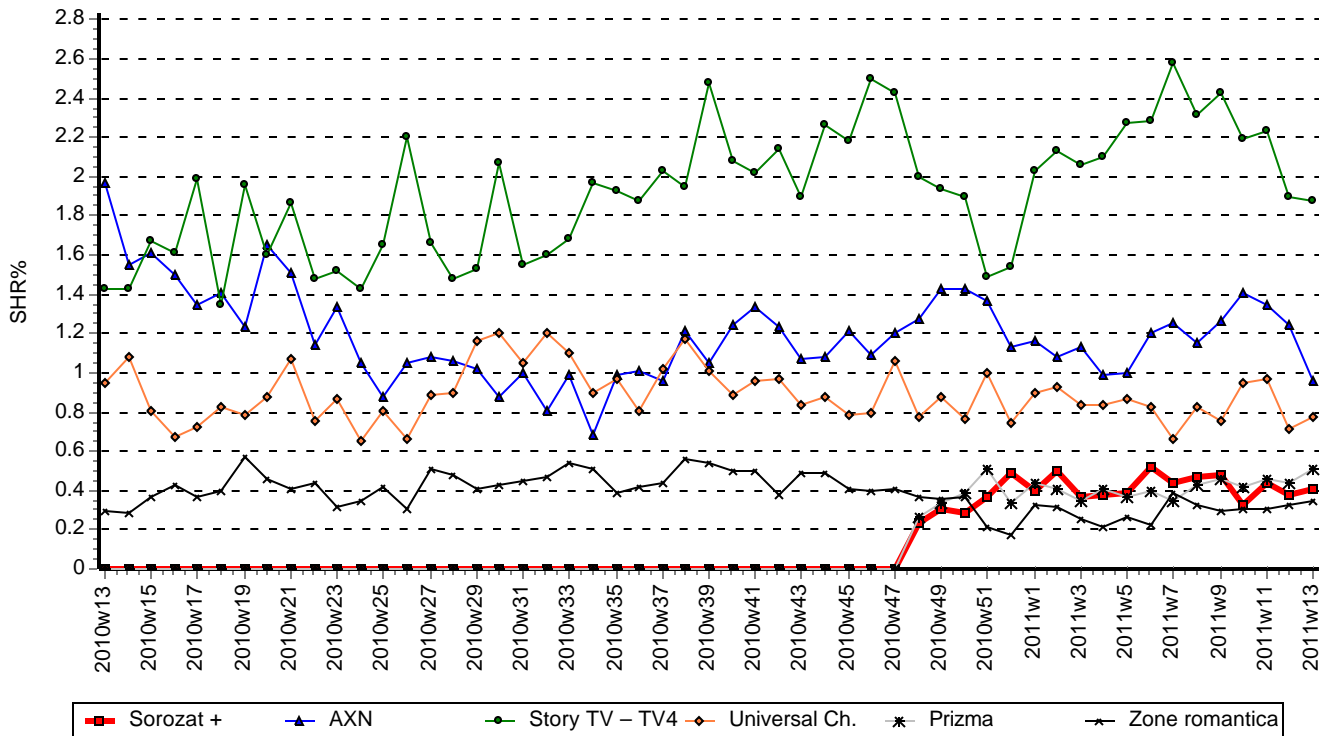
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	01-04-11	Fri	09:50	10:42	45,943	1.1	14.9	126
A farm ahol elunk	Story4	01-04-11	Fri	16:35	17:36	45,524	1.1	6.1	86
Murdoch nyomozó rejtelyei	Story4	28-03-11	Mon	20:04	21:08	33,532	0.8	1.7	70
Dallas	Story4	03-04-11	Sun	10:36	11:37	33,237	0.8	5.9	98
Agatha christie: poiro	Story4	02-04-11	Sat	21:06	22:51	32,557	0.8	1.7	65

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	0.5	0.3	0.4	0.5	93	128	59	114	108
AXN	1.0	1.0	0.9	0.8	1.0	92	102	82	91	99
Story TV – TV4	1.9	2.4	1.2	2.1	2.2	69	98	40	90	84
Universal Ch.	0.8	1.1	0.4	1.0	0.9	74	115	33	113	84
Prizma	0.5	0.4	0.6	0.4	0.4	140	121	159	139	115
Zone romantica	0.3	0.4	0.3	0.4	0.4	64	86	43	90	76

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

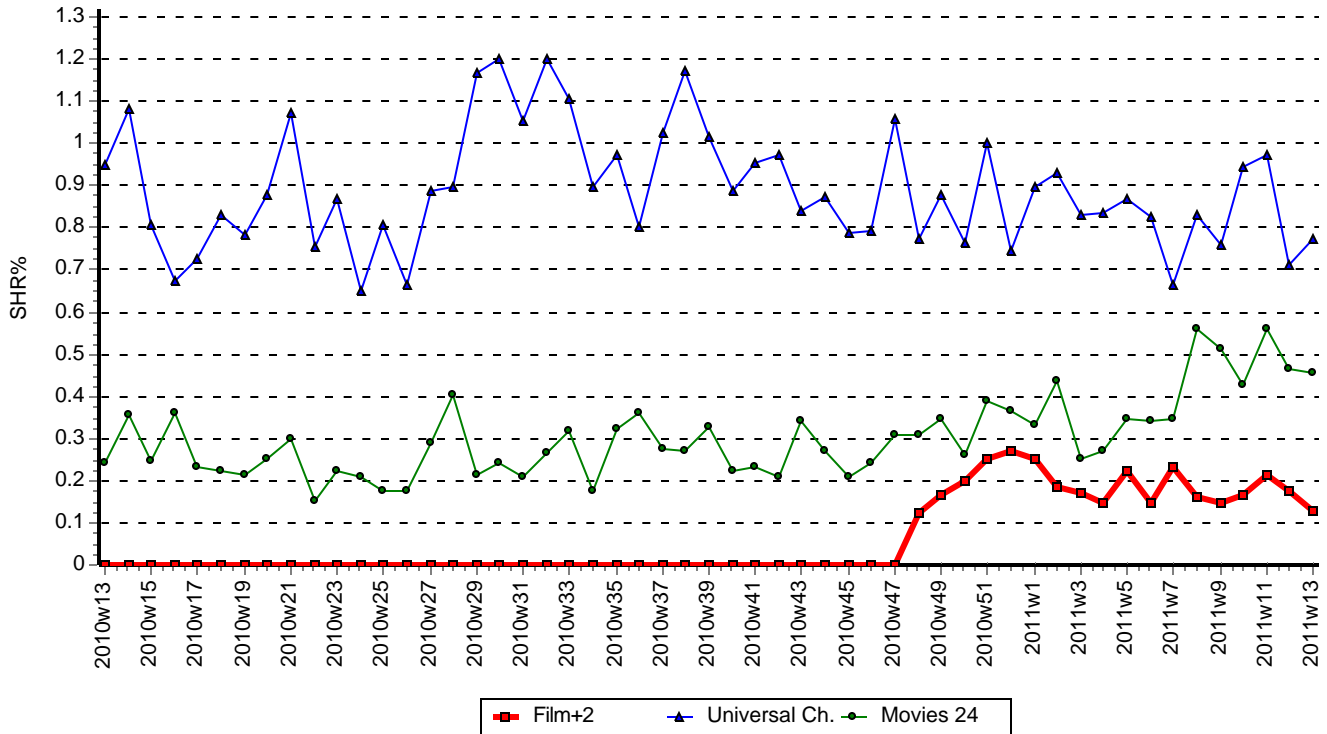
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	01-04-11	Fri	09:50	10:42	45,943	1.1	14.9	126
A farm ahol elunk	Story4	01-04-11	Fri	16:35	17:36	45,524	1.1	6.1	86
Csillagkapu: atlantisz	AXN	29-03-11	Tue	19:00	19:51	39,606	0.9	2.7	168
Gyilkos elmek	AXN	30-03-11	Wed	23:00	23:49	36,290	0.9	3.4	99
New york-i helyszínelok	AXN	30-03-11	Wed	21:00	21:56	34,469	0.8	1.7	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	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	0.1	0.1	109	83	136	82	107
Universal Ch.	0.8	1.1	0.4	1.0	0.6	74	115	33	113	56
Movies 24	0.5	0.6	0.3	0.6	0.4	106	141	72	156	89

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

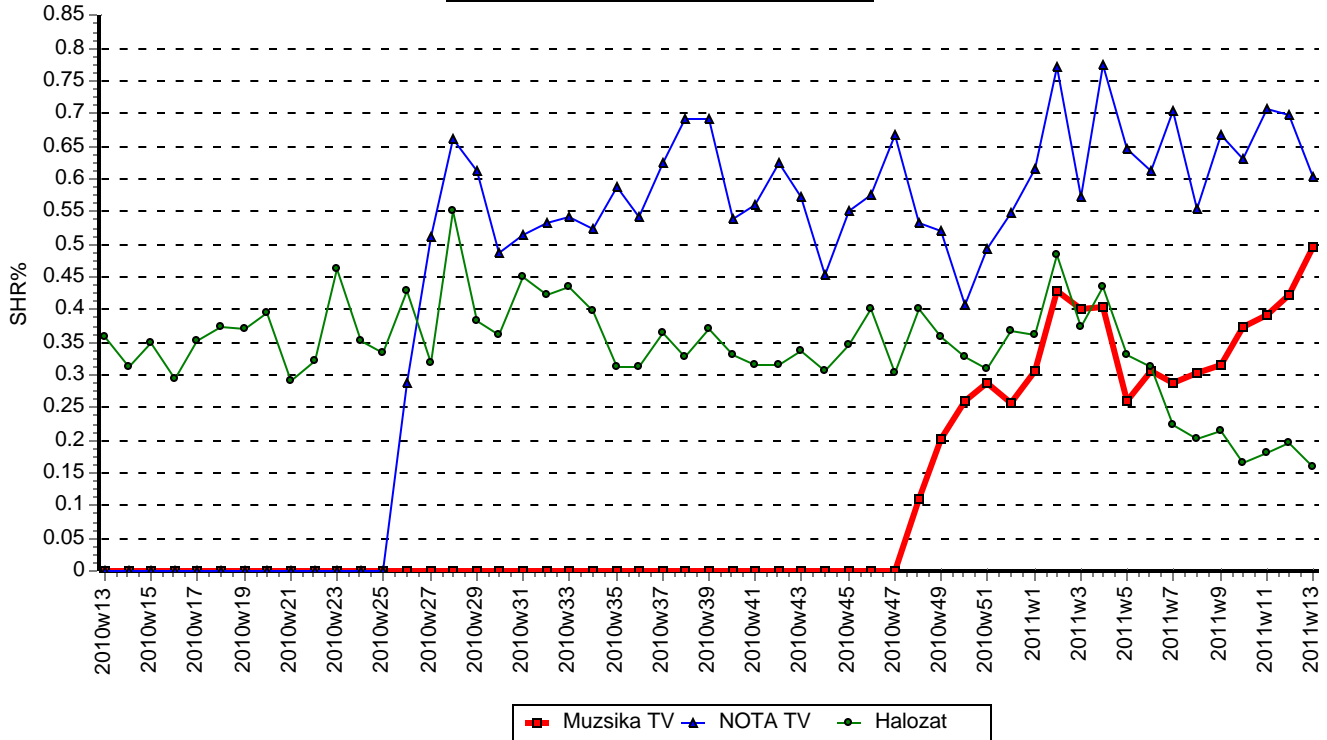
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	0.5	0.5	0.4	0.5	0.5	85	102	68	101	112
NOTA TV	0.6	0.7	0.4	0.7	0.7	74	100	49	101	108
Halozat	0.2	0.2	0.2	0.1	0.3	48	54	42	53	115

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

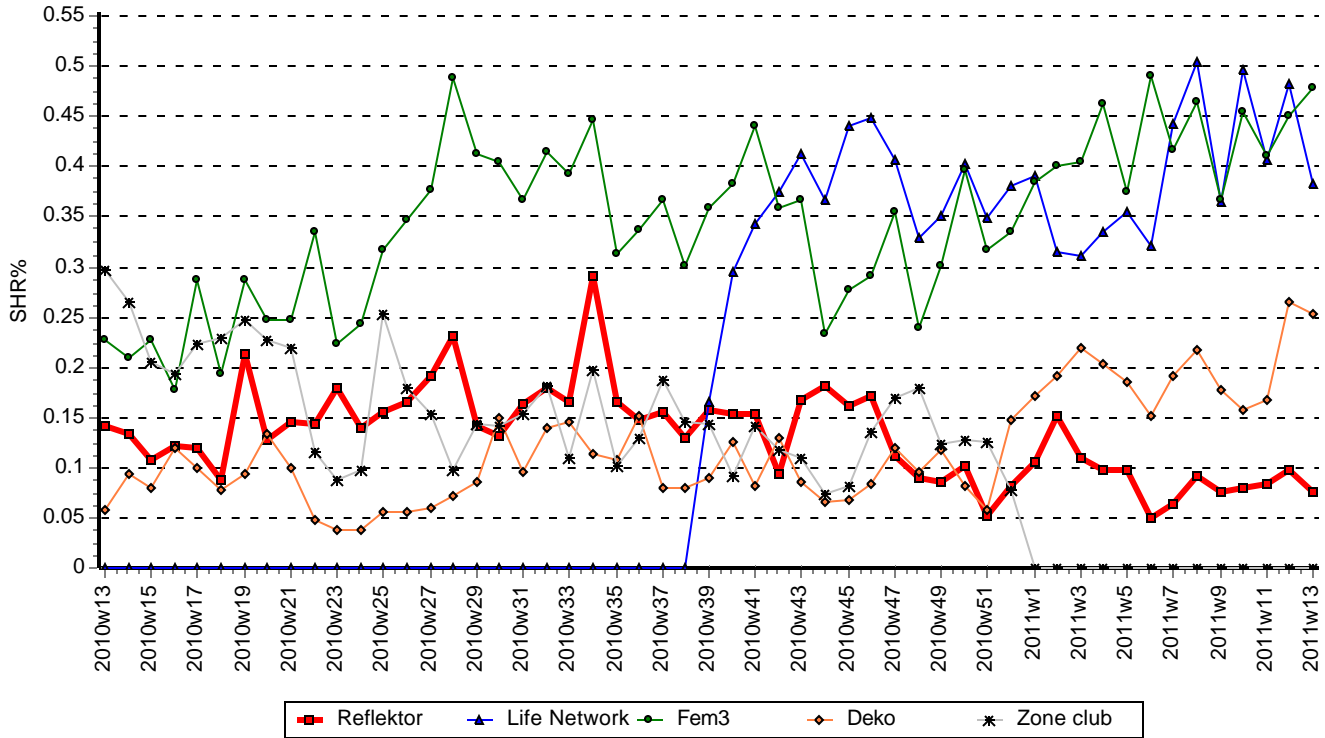
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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	80	106	54	121	104
Life Network	0.4	0.5	0.2	0.5	0.4	97	144	50	137	126
Fem3	0.5	0.6	0.3	0.6	0.6	90	125	56	128	138
Deko	0.3	0.3	0.2	0.3	0.3	135	166	103	197	167
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+)
Szellemirtok 2.	Fem3	01-04-11	Fri	21:59	23:56	21,020	0.5	1.6	199
Bubajos boszorkak	Fem3	28-03-11	Mon	19:55	20:47	18,660	0.4	1.0	138
Halalbiztos diagnózis	Life Netwc	02-04-11	Sat	12:30	13:19	17,364	0.4	3.6	159
Amirol a vészhelyzetben sem be	Life Netwc	29-03-11	Tue	21:00	21:49	15,340	0.4	0.8	120
A hegyi doktor	Fem3	30-03-11	Wed	19:11	19:58	14,081	0.3	0.9	87

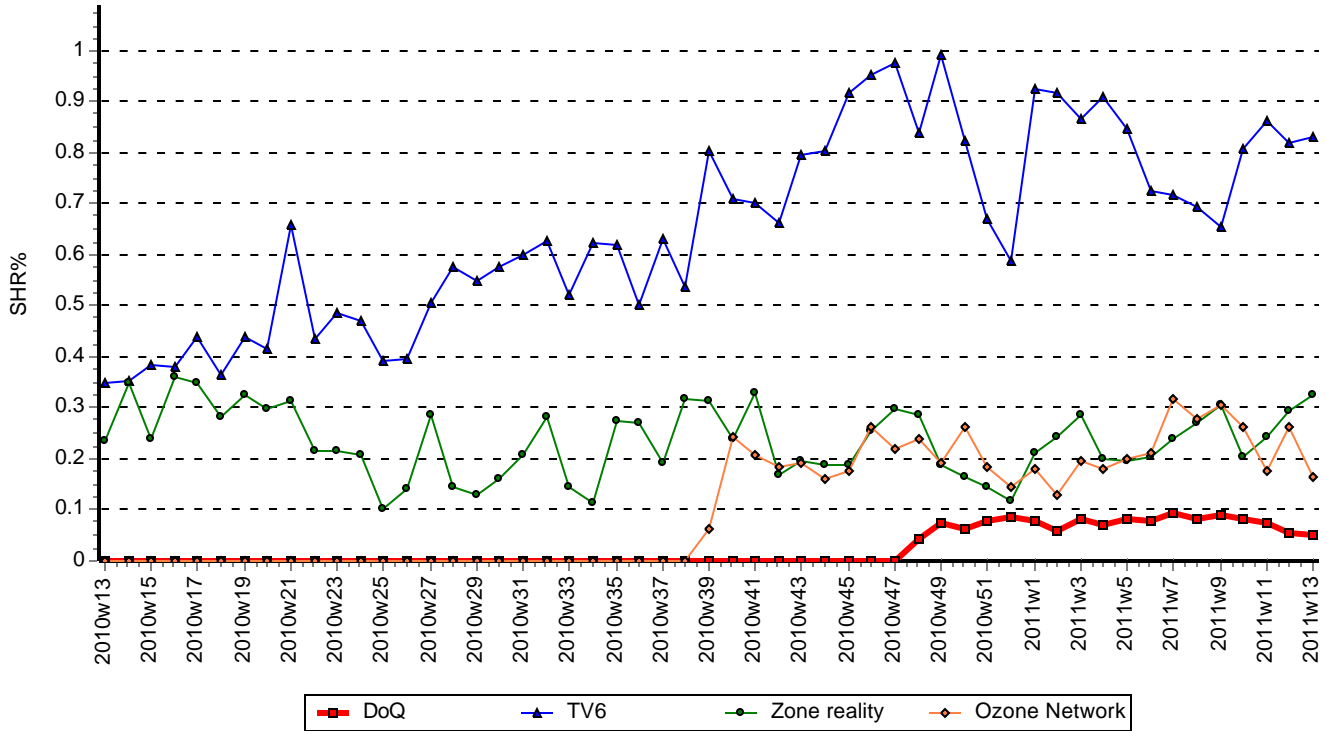
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.0	0.1	0.1	0.0	53	54	52	68	44
TV6	0.8	0.6	1.1	0.6	0.9	121	99	144	104	125
Zone reality	0.3	0.5	0.1	0.5	0.3	112	193	31	225	104
Ozone Networ	0.2	0.1	0.2	0.1	0.1	106	100	112	56	71

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



Weekly TOP 5 - DoQ and its competitors

18-49

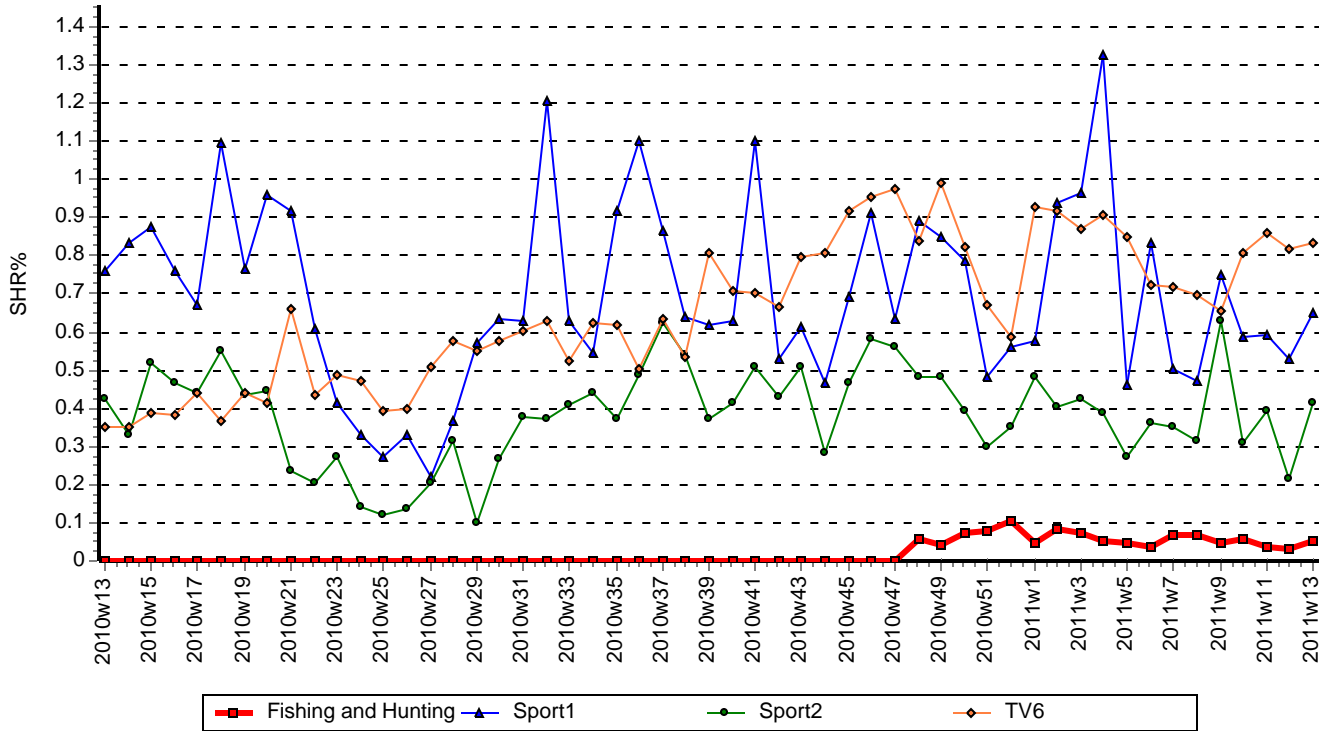
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagkapu	Viasat6	01-04-11	Fri	21:00	21:56	36,578	0.9	2.0	137
Pankraccio - a nyers ero	Viasat6	28-03-11	Mon	21:03	21:57	28,898	0.7	1.4	143
Eureka	Viasat6	01-04-11	Fri	23:47	24:34	24,761	0.6	3.4	168
Top gear	Viasat6	30-03-11	Wed	20:00	21:00	23,843	0.6	1.3	191
Jackie chan: az elveszett zsaru	Viasat6	28-03-11	Mon	22:00	23:58	22,466	0.5	1.6	203

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	89	137	41	174	139
Sport1	0.6	0.3	1.1	0.4	0.8	75	34	116	51	85
Sport2	0.4	0.2	0.7	0.2	0.6	88	36	140	52	114
TV6	0.8	0.6	1.1	0.6	1.0	121	99	144	104	144

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+)
Csillagkapu	Viasat6	01-04-11	Fri	21:00	21:56	36,578	0.9	2.0	137
Pankracio - a nyers ero	Viasat6	28-03-11	Mon	21:03	21:57	28,898	0.7	1.4	143
Eureka	Viasat6	01-04-11	Fri	23:47	24:34	24,761	0.6	3.4	168
Top gear	Viasat6	30-03-11	Wed	20:00	21:00	23,843	0.6	1.3	191
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