

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 5	3.7	5.2	0.5	1.0	1.6	6.9	1.9
	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

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 5	0.5	0.2	0.4	0.4	0.2	0.1
	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

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 5	0.1	0.0
	Week 6	0.1	0.0
	Week 7	0.1	0.1
	Week 8	0.1	0.1
	Week 9	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 5	0.7	1.0	0.1	0.2	0.3	1.4	0.5
	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

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 5	0.1	0.0	0.1	0.1	0.0	0.0
	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

Cable channels' ratings on different target groups

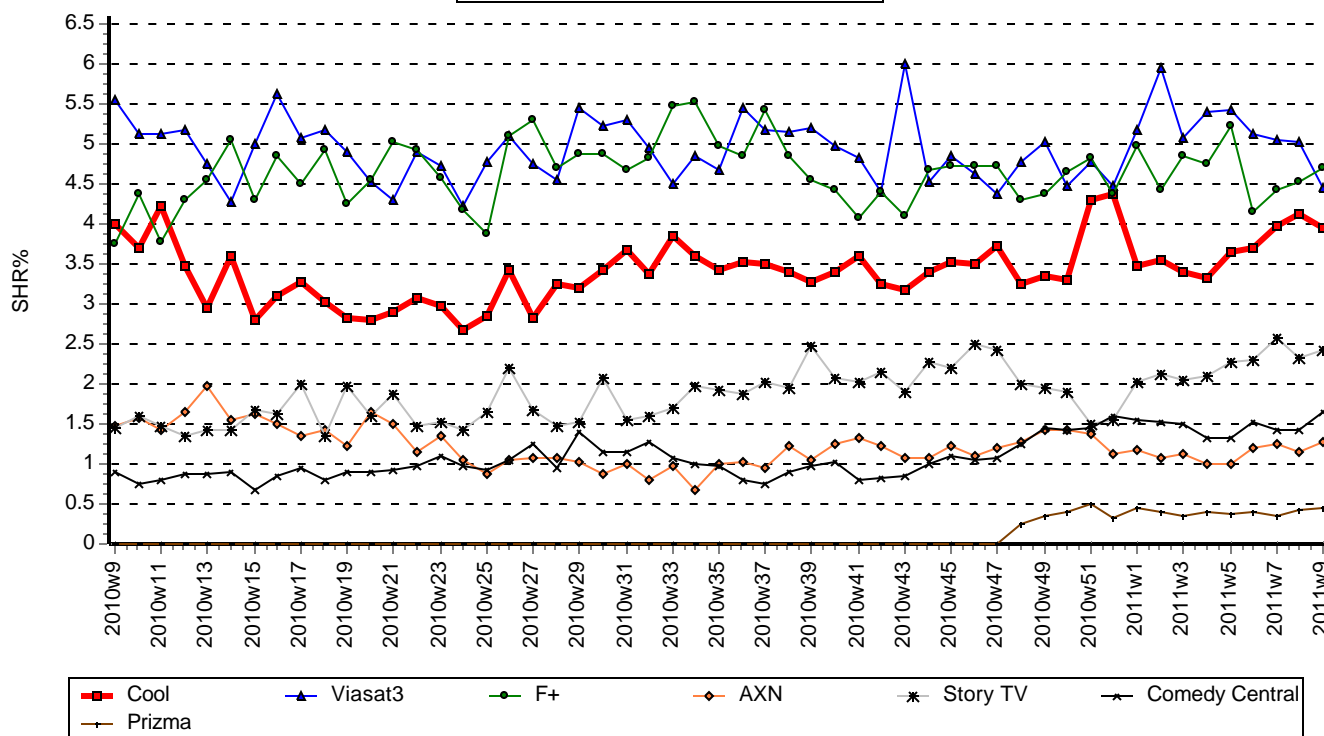
Channel Target Daypart		DoQ 18-49 02:00-25:59	F&H 18-49 02:00-25:59
Past	Jan 2010	0.0	0.0
	Feb 2010	0.0	0.0
	Mar 2010	0.0	0.0
	Apr 2010	0.0	0.0
	May 2010	0.0	0.0
	Jun 2010	0.0	0.0
	Jul 2010	0.0	0.0
	Aug 2010	0.0	0.0
	Sep 2010	0.0	0.0
	Oct 2010	0.0	0.0
	Nov 2010	0.0	0.0
	Dec 2010	0.0	0.0
	Jan 2011	0.0	0.0
	Feb 2011	0.0	0.0
Present	Week 5	0.0	0.0
	Week 6	0.0	0.0
	Week 7	0.0	0.0
	Week 8	0.0	0.0
	Week 9	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	3.9	3.7	4.2	3.7	4.1	101	102	99	89	79
Viasat3	4.4	4.7	4.1	4.3	3.8	100	114	85	90	66
F+	4.7	3.7	5.9	3.9	3.5	116	98	134	89	65
AXN	1.3	1.4	1.1	1.2	0.7	93	110	77	84	41
Story TV	2.4	2.9	1.9	2.4	2.1	77	99	55	70	50
Comedy Centra	1.7	1.0	2.4	2.3	3.5	159	104	214	204	256
Prizma	0.5	0.4	0.6	0.5	0.5	129	111	147	132	97

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+)
Dr. csont	Cool	02-03-11	Wed	21:19	22:12	143,771	3.4	7.4	117
A pusztito	Cool	04-03-11	Fri	21:20	23:23	142,724	3.4	8.6	150
Rendorakademia 6. - az ostromlc	F+	06-03-11	Sun	17:09	18:38	134,166	3.2	8.7	105
Gylkos elmek	Cool	03-03-11	Thu	20:26	21:20	123,200	2.9	5.9	101
Bunvadaszok	F+	06-03-11	Sun	18:44	20:53	116,665	2.8	5.3	97

Cool - weekly TOP 10

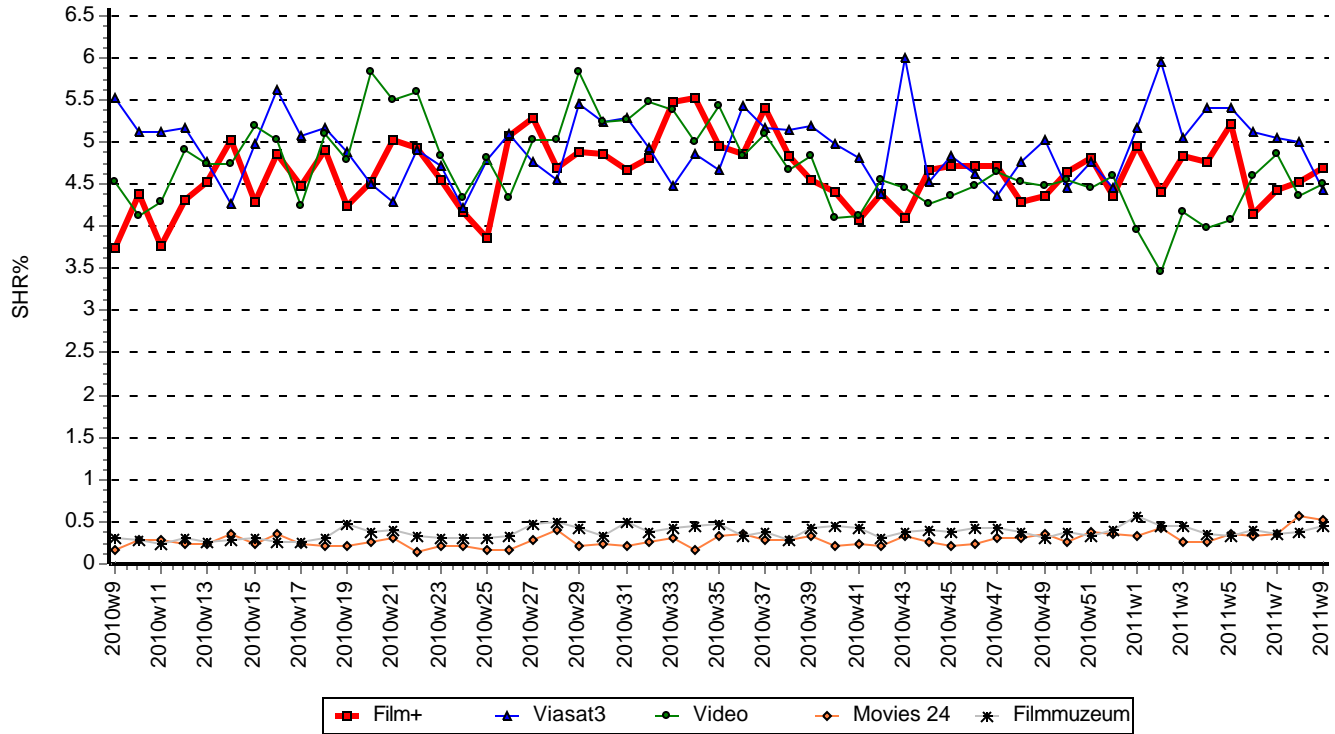
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Dr. csont	Cool	02-03-11	Wed	21:19	22:12	143,771	3.4	7.4	117
A pusztito	Cool	04-03-11	Fri	21:20	23:23	142,724	3.4	8.6	150
Gylkos elmek	Cool	03-03-11	Thu	20:26	21:20	123,200	2.9	5.9	101
New york-i helyszinelok	Cool	01-03-11	Tue	22:13	23:05	101,219	2.4	7.5	104
Showder klub	Cool	05-03-11	Sat	22:06	22:59	98,067	2.3	5.9	118
A specialista	Cool	06-03-11	Sun	19:12	21:09	96,605	2.3	4.3	104
Csi	Cool	06-03-11	Sun	21:14	22:07	82,887	2.0	3.8	89
Belevalovilag	Cool	04-03-11	Fri	23:27	23:54	70,318	1.7	7.2	109
Tuzparancs	Cool	28-02-11	Mon	21:20	23:41	67,962	1.6	4.3	99
A mentalista	Cool	05-03-11	Sat	19:20	20:08	64,688	1.5	3.5	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	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+	4.7	4.4	5.9	3.7	3.9	116	103	134	98	89
Viasat3	4.4	4.8	4.1	4.7	4.3	100	103	85	114	90
Video	4.5	4.8	4.9	4.1	5.7	128	132	130	127	151
Movies 24	0.5	0.5	0.3	0.7	0.5	107	97	66	149	92
Filmmuzeum	0.5	0.5	0.4	0.5	0.3	75	74	66	84	48

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

Weekly TOP 5 - Film+ and its competitors
18-49

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Rendorakademia 6. - az ostromlc	F+	06-03-11	Sun	17:09	18:38	134,166	3.2	8.7	105
Bunvadaszok	F+	06-03-11	Sun	18:44	20:53	116,665	2.8	5.3	97
Csi	Viasat3	03-03-11	Thu	21:14	22:07	115,644	2.7	6.0	88
A templomos lovagok oroksege	F+	05-03-11	Sat	22:35	24:23	111,925	2.6	8.9	111
Dennis a komisz ismet pimasz	F+	06-03-11	Sun	15:45	17:04	107,264	2.5	8.8	105

Film+ - weekly TOP 10
18-49

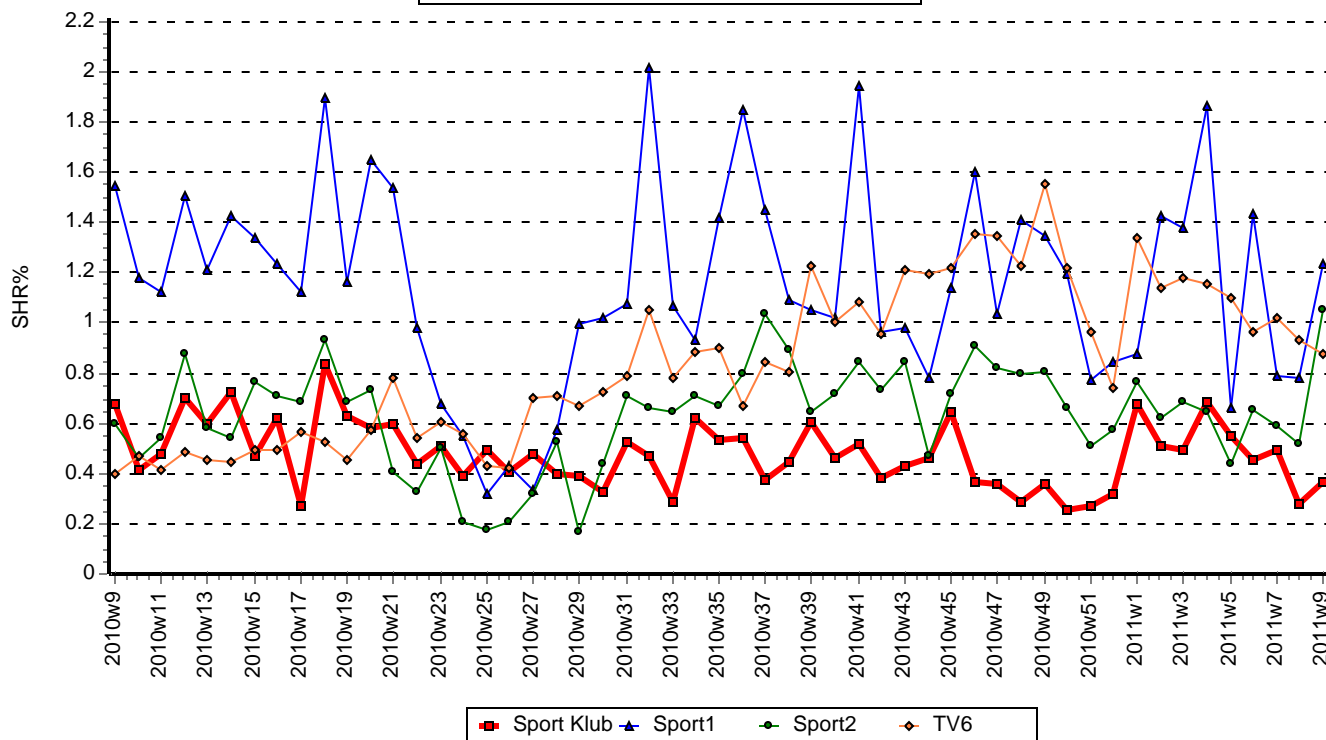
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Rendorakademia 6. - az ostromlc	F+	06-03-11	Sun	17:09	18:38	134,166	3.2	8.7	105
Bunvadaszok	F+	06-03-11	Sun	18:44	20:53	116,665	2.8	5.3	97
A templomos lovagok oroksege	F+	05-03-11	Sat	22:35	24:23	111,925	2.6	8.9	111
Dennis a komisz ismet pimasz	F+	06-03-11	Sun	15:45	17:04	107,264	2.5	8.8	105
Csillagok haboruja 6. - a jedi viss	F+	03-03-11	Thu	21:11	23:39	105,354	2.5	6.7	155
Farkangyal	F+	01-03-11	Tue	21:09	23:03	99,456	2.3	6.2	142
A piszkos tizenketto	F+	04-03-11	Fri	21:09	23:57	94,332	2.2	6.1	95
Szigoruan bizalmas	F+	06-03-11	Sun	21:00	23:29	86,219	2.0	4.6	113
Mar megint bergyilkos a szomsze	F+	01-03-11	Tue	19:15	21:01	82,598	2.0	4.2	141
Naszut az anyammal	F+	06-03-11	Sun	14:00	15:39	77,409	1.8	7.2	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 p1	8-49 ABC p1	18-49	18-39 Males	18-24 Males	ABC p1	8-49 ABC p1	18-49
Sport Klub	0.4	0.4	0.4	0.2	0.2	126	136	149	77	83	
Sport1	1.2	1.4	1.3	0.7	0.7	125	125	143	74	82	
Sport2	1.1	1.3	1.2	0.7	0.6	149	166	171	94	96	
TV6	0.9	1.0	0.7	0.7	0.7	145	147	127	122	117	

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



Weekly TOP 5 - SportKlub and its competitors

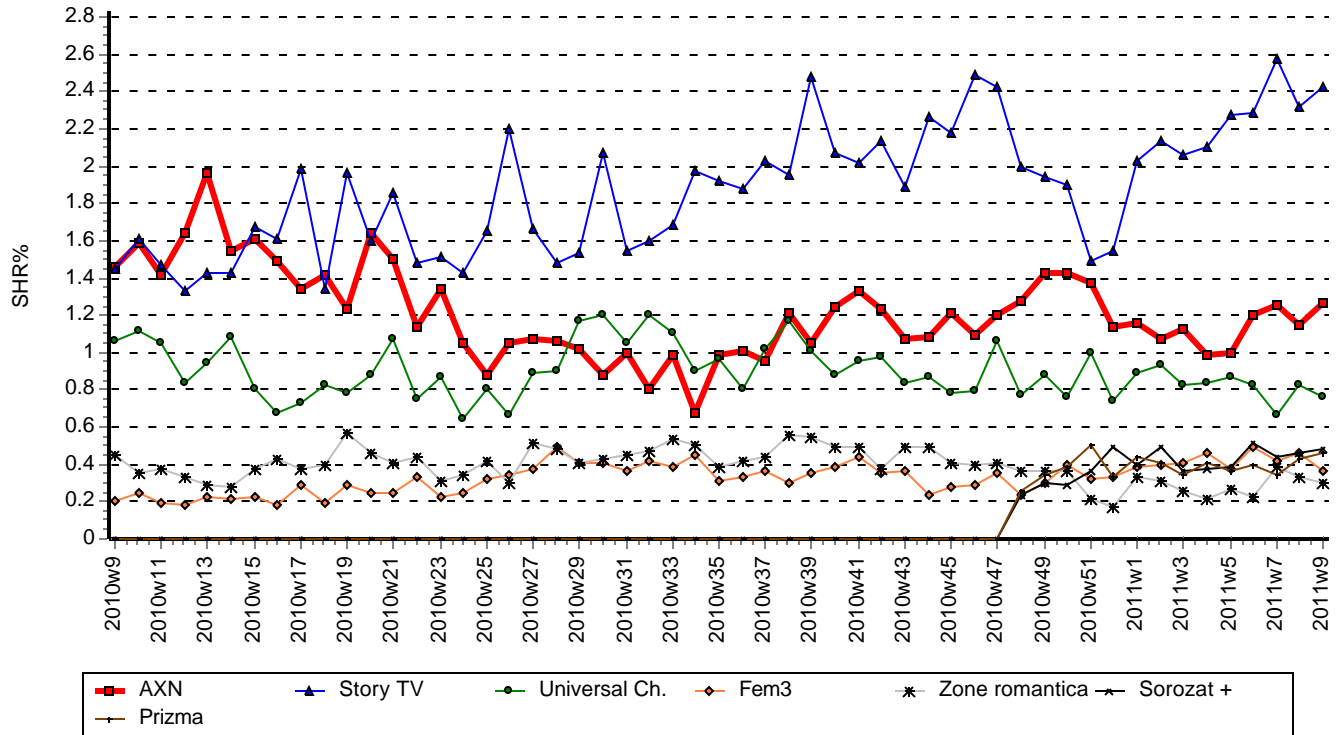
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A simpson család	Viasat6	28-02-11	Mon	16:33	16:57	15,337	0.7	4.2	147
Csillagkapu	Viasat6	06-03-11	Sun	23:51	24:48	12,520	0.6	3.3	238
Amcsi motorok	Viasat6	02-03-11	Wed	21:05	22:01	11,959	0.6	1.3	232
Tollas futam	Viasat6	06-03-11	Sun	22:00	23:44	11,610	0.5	1.5	296
Amerikai fater	Viasat6	01-03-11	Tue	17:00	17:25	11,608	0.5	3.2	202

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	1.4	1.1	1.2	93	116	110	77	84
Story TV	2.4	2.1	2.9	1.9	2.4	77	63	99	55	70
Universal Ch.	0.8	0.8	0.9	0.6	0.5	68	71	87	49	45
Fem3	0.4	0.4	0.5	0.2	0.4	83	84	122	44	81
Zone romantica:	0.3	0.3	0.4	0.2	0.3	69	56	101	38	56
Sorozat +	0.5	0.4	0.6	0.3	0.5	114	89	158	71	110
Prizma	0.5	0.5	0.4	0.6	0.5	129	148	111	147	132

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	04-03-11	Fri	17:59	18:53	53,189	1.3	4.3	109
A farm ahol elunk	Story4	28-02-11	Mon	17:00	17:56	52,169	1.2	5.0	88
Dallas	Story4	06-03-11	Sun	10:34	11:30	51,386	1.2	6.0	110
A szerelem nevében	Story4	03-03-11	Thu	15:01	15:53	49,451	1.2	7.6	56
A kis háleány	Story4	05-03-11	Sat	07:28	07:49	47,503	1.1	9.5	143

AXN - weekly TOP 10

18-49

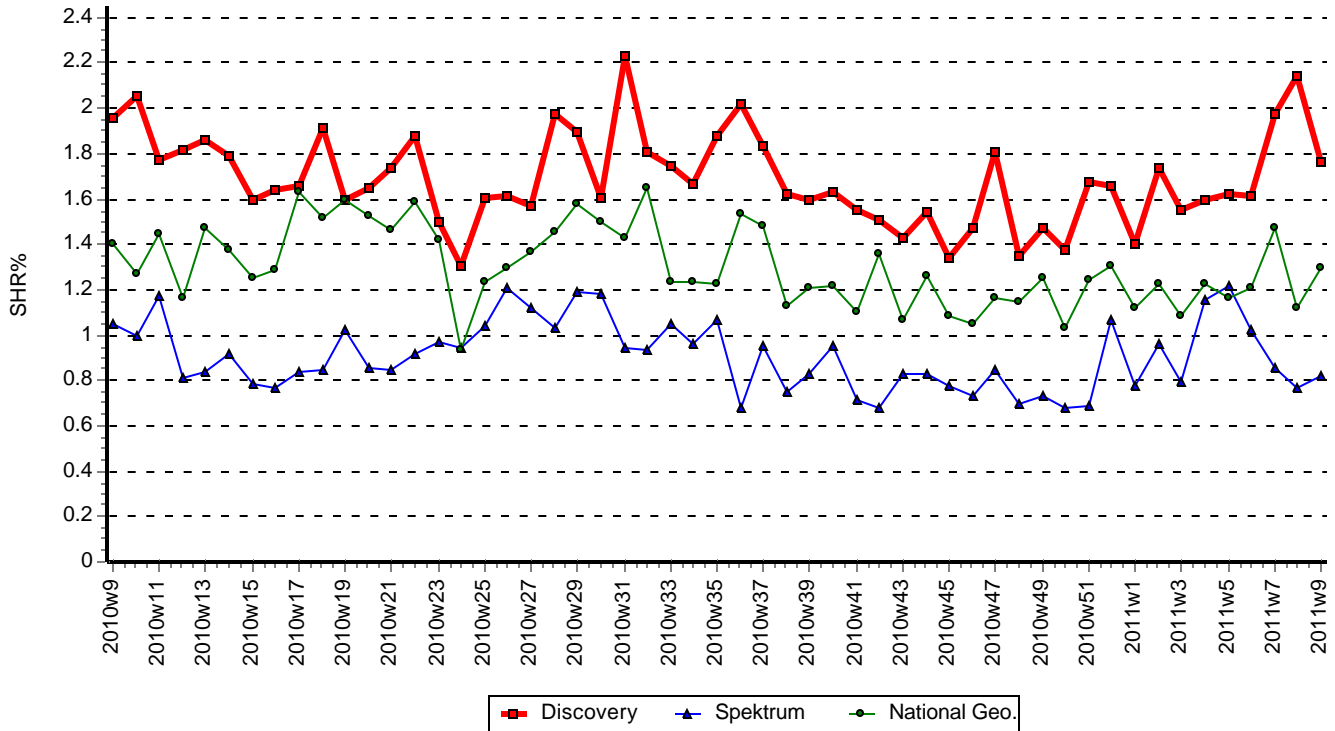
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Helyszini szemle	AXN	06-03-11	Sun	21:00	21:56	44,504	1.1	2.0	109
Ncis: los angeles	AXN	06-03-11	Sun	20:00	20:51	42,872	1.0	1.8	85
Gyilkos elmek	AXN	02-03-11	Wed	22:00	22:57	41,601	1.0	2.6	131
New york-i helyszinelok	AXN	02-03-11	Wed	20:00	20:51	39,204	0.9	1.9	113
Csillagkapu: atlantisz	AXN	02-03-11	Wed	19:00	19:51	33,510	0.8	1.9	139
Sotet angyal	AXN	02-03-11	Wed	18:00	18:52	33,275	0.8	2.5	121
Doktor house	AXN	03-03-11	Thu	22:00	22:56	33,217	0.8	2.1	127
Szellemekek sutto	AXN	03-03-11	Thu	20:00	20:51	32,366	0.8	1.6	117
Csillagkozi rombolo	AXN	06-03-11	Sun	11:05	11:52	29,335	0.7	3.4	153
Erin brockovich - zuros termesze	AXN	06-03-11	Sun	22:05	24:36	20,411	0.5	1.6	135

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	1.8	3.3	2.6	0.8	1.7	130	223	195	70	132
Spektrum	0.8	0.9	0.9	0.7	1.0	103	104	117	104	129
National Geo.	1.3	1.5	1.4	0.9	1.2	121	126	135	95	112

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



Weekly TOP 5 - Discovery Channel and its competitors

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan készült?	Discovery	01-03-11	Tue	21:00	21:26	34,291	1.3	2.9	184
Egyedul a rengetegben	Discovery	02-03-11	Wed	22:31	23:26	29,964	1.1	3.7	276
A tuleles torvenyei	Discovery	28-02-11	Mon	16:59	17:55	27,767	1.0	4.9	232
Foldi edenkertek	National G	06-03-11	Sun	10:00	10:56	26,000	1.0	5.0	148
Utikalauz urkutatoknak	National G	06-03-11	Sun	20:00	20:56	25,310	0.9	1.7	221

Discovery Channel - weekly TOP 10

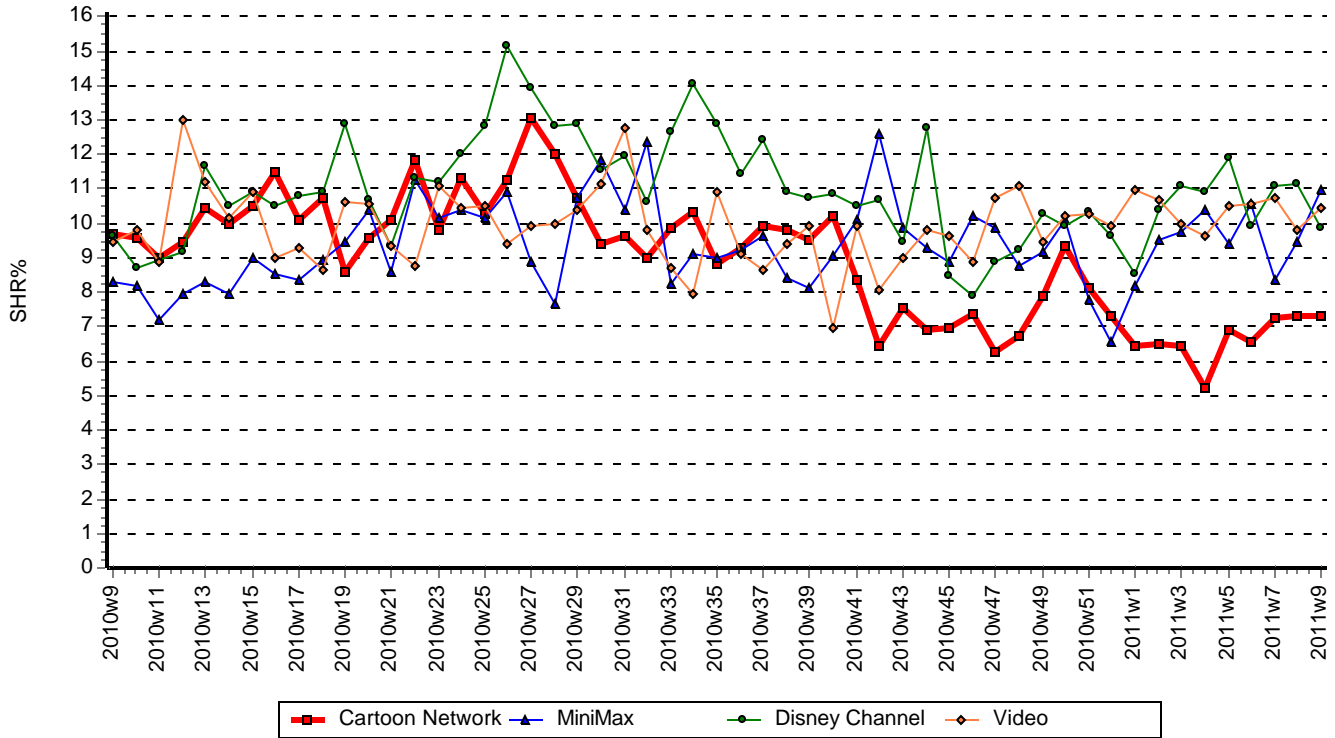
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hogyan készült?	Discovery	01-03-11	Tue	21:00	21:26	34,291	1.3	2.9	184
Egyedul a rengetegben	Discovery	02-03-11	Wed	22:31	23:26	29,964	1.1	3.7	276
A tuleles torvenyei	Discovery	28-02-11	Mon	16:59	17:55	27,767	1.0	4.9	232
Otodik sebesseg	Discovery	06-03-11	Sun	10:30	10:56	24,488	0.9	4.6	158
Duhongo vilag	Discovery	06-03-11	Sun	22:02	22:57	21,283	0.8	1.8	273
Katona dolog	Discovery	06-03-11	Sun	21:01	21:57	21,253	0.8	1.4	197
Edesvizi szornyek	Discovery	01-03-11	Tue	21:30	22:25	20,307	0.7	1.9	193
Allitolag	Discovery	06-03-11	Sun	15:01	15:55	19,521	0.7	3.0	188
Autokereskedok	Discovery	06-03-11	Sun	11:59	12:57	18,898	0.7	3.3	118
Discovery atlas ...	Discovery	06-03-11	Sun	13:01	14:58	18,344	0.7	3.1	218

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 (13-17)	4-14	F 4-14	M 4-14	8-14	w/children (13-17)
Cartoon Network	7.3	3.3	10.7	7.4	1.3	545	228	862	528	129
MiniMax	11.0	12.8	9.4	2.5	3.6	450	481	418	96	195
Disney Channel	9.9	12.7	7.5	10.8	3.1	415	490	340	435	173
Video	10.4	11.3	9.7	8.0	6.4	239	239	240	176	192

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+)
Toy story - jatekhaboru 2.	Disney Ch:	05-03-11	Sat	12:31	14:02	55,376	5.5	22.8	374
Indul a risza	Disney Ch:	05-03-11	Sat	10:21	10:44	51,846	5.1	16.5	461
Hannah montana	Disney Ch:	05-03-11	Sat	14:03	14:25	49,431	4.9	20.3	417
Zeke es luther	Disney Ch:	05-03-11	Sat	17:02	17:23	48,662	4.8	17.4	410
Chowder	Cartoon N:	06-03-11	Sun	15:10	15:32	47,333	4.7	19.1	659

Cartoon - weekly TOP 10

4-14

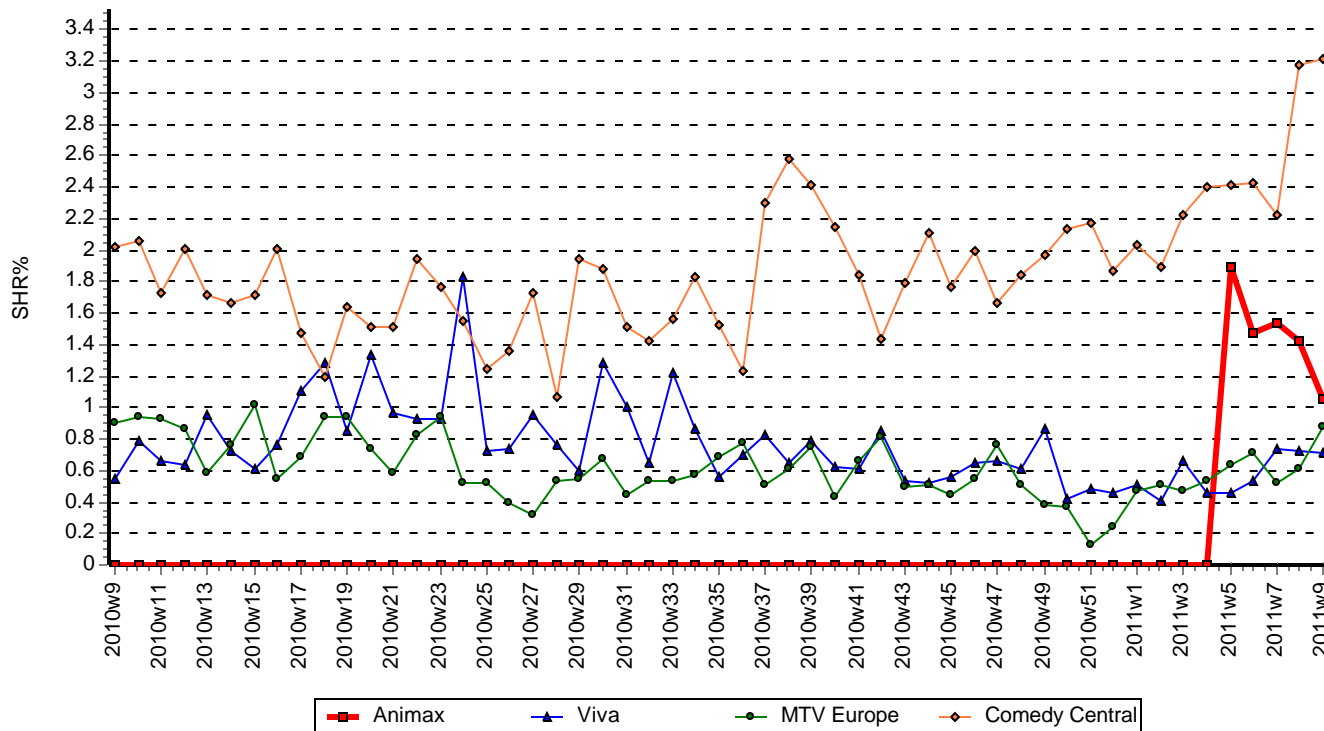
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Chowder	Cartoon N:	06-03-11	Sun	15:10	15:32	47,333	4.7	19.1	659
Total drama vilagturne	Cartoon N:	03-03-11	Thu	19:01	19:23	44,881	4.4	9.7	565
Tini titanok	Cartoon N:	06-03-11	Sun	13:05	13:27	41,038	4.1	16.6	681
Laszlo tabor	Cartoon N:	06-03-11	Sun	14:45	15:07	40,730	4.0	16.9	553
Aloha scooby-doo!	Cartoon N:	05-03-11	Sat	18:11	19:27	38,607	3.8	10.8	547
Hero: 108	Cartoon N:	28-02-11	Mon	16:50	17:12	36,023	3.6	15.1	802
Angelo rulez	Cartoon N:	06-03-11	Sun	12:40	13:01	35,936	3.5	13.9	654
Tom es jerry	Cartoon N:	03-03-11	Thu	18:02	18:09	35,049	3.4	8.8	400
Scooby-doo merre vagy?	Cartoon N:	05-03-11	Sat	07:17	07:38	34,218	3.4	11.8	640
Johnny test	Cartoon N:	05-03-11	Sat	07:41	08:03	33,187	3.3	9.9	687

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	1.1	1.7	1.0	0.9	3.0	174	265	175	139	427
Viva	0.7	0.6	0.5	1.2	0.5	295	253	220	488	163
MTV Europe	0.9	0.9	1.0	0.7	0.2	446	409	527	369	106
Comedy Centr	3.2	4.8	3.5	1.9	0.5	244	343	271	140	34

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+)
South park	Comedy C.	01-03-11	Tue	22:02	22:28	29,757	2.5	9.6	352
Family guy	Comedy C.	01-03-11	Tue	22:30	22:54	28,675	2.5	10.8	424
A cleveland show	Comedy C.	01-03-11	Tue	21:37	22:02	21,351	1.8	6.6	276
Firka villa	Comedy C.	01-03-11	Tue	22:55	23:19	20,282	1.7	10.3	500
Uvegtigris 2.	Comedy C.	03-03-11	Thu	20:20	22:16	17,427	1.5	5.2	235

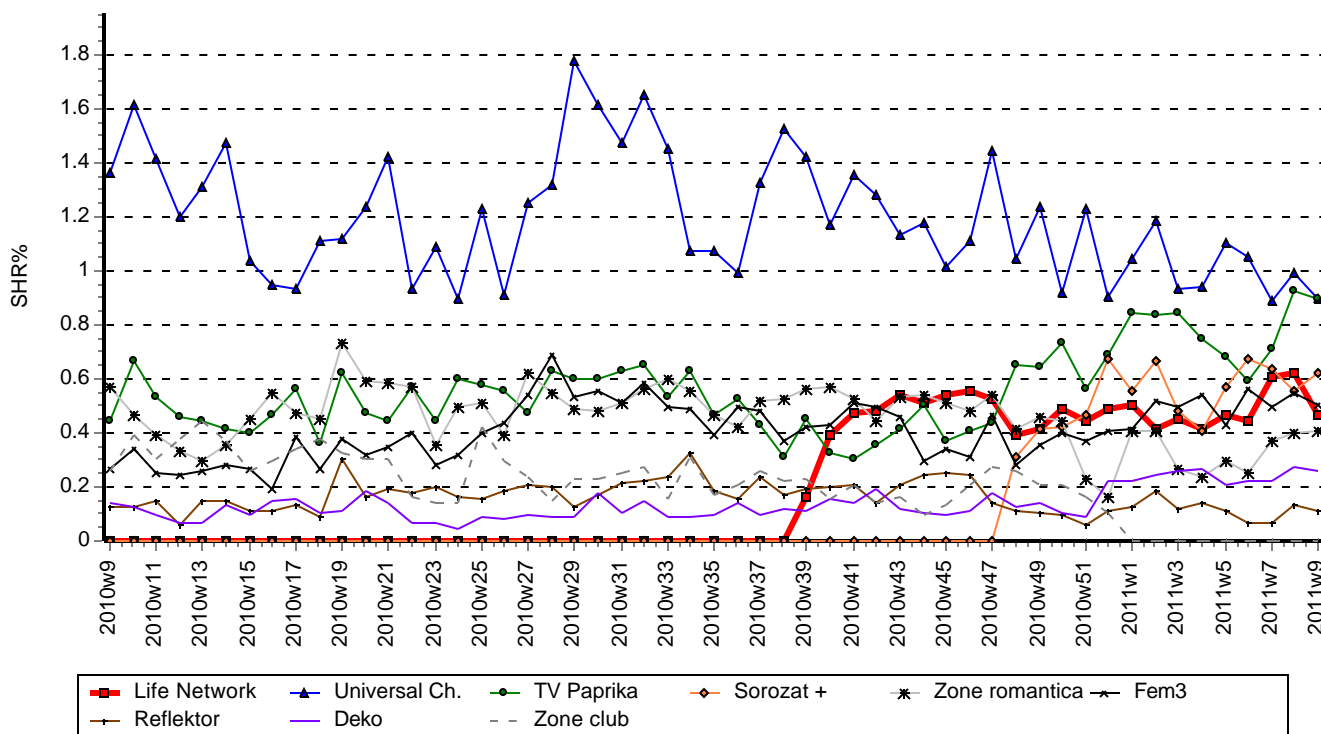
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode. There is no program database for Animax.



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	0.4	0.3	98	136	61	140	96
Universal Ch.	0.8	0.9	0.6	0.8	0.7	68	87	49	88	61
TV Paprika	0.8	0.9	0.6	1.0	0.7	115	143	86	165	109
Sorozat +	0.5	0.6	0.3	0.5	0.6	114	158	71	126	153
Zone romantica:	0.3	0.4	0.2	0.4	0.4	69	101	38	102	93
Fem3	0.4	0.5	0.2	0.4	0.5	83	122	44	105	119
Reflektor	0.1	0.1	0.0	0.1	0.1	70	113	28	92	98
Deko	0.2	0.3	0.1	0.2	0.3	125	196	54	155	194
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
Eskuvói tortacsodak	Fem3	05-03-11	Sat	15:07	15:58	14,437	0.7	2.7	220	
Aktiv	Fem3	06-03-11	Sun	17:30	17:54	13,352	0.6	1.8	261	
Bubajos boszorkak	Fem3	28-02-11	Mon	20:07	20:54	12,141	0.6	1.1	349	
Rejtelyes igazságok	Life Netwc	01-03-11	Tue	20:00	20:48	11,937	0.6	1.1	175	
Angyali erintes	Life Netwc	01-03-11	Tue	16:59	17:49	10,725	0.5	1.9	323	

Life Network - weekly TOP 10

Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)	18-49 Females
Rejtelyes igazságok	Life Netwc	01-03-11	Tue	20:00	20:48	11,937	0.6	1.1	175	
Angyali erintes	Life Netwc	01-03-11	Tue	16:59	17:49	10,725	0.5	1.9	323	
Tiszta udvar rendez haz	Life Netwc	06-03-11	Sun	13:29	14:17	9,554	0.5	2.0	219	
Amirol a veszhelyzetben sem be	Life Netwc	01-03-11	Tue	21:00	21:45	7,977	0.4	0.7	133	
Milliárdos polyasok	Life Netwc	06-03-11	Sun	17:30	17:52	7,782	0.4	1.0	264	
Mrs. klinika	Life Netwc	06-03-11	Sun	08:29	09:16	7,156	0.3	2.0	267	
Halalbiztos diagnózis	Life Netwc	06-03-11	Sun	12:30	13:19	6,653	0.3	1.5	233	
Life magazin - Ilfe	Life Netwc	06-03-11	Sun	18:00	18:52	6,504	0.3	0.7	154	
Tabuk nélkül - talkshow a noi eg	Life Netwc	05-03-11	Sat	24:30	24:51	6,050	0.3	2.2	278	
Szuperdada	Life Netwc	01-03-11	Tue	19:30	19:52	5,862	0.3	0.5	225	

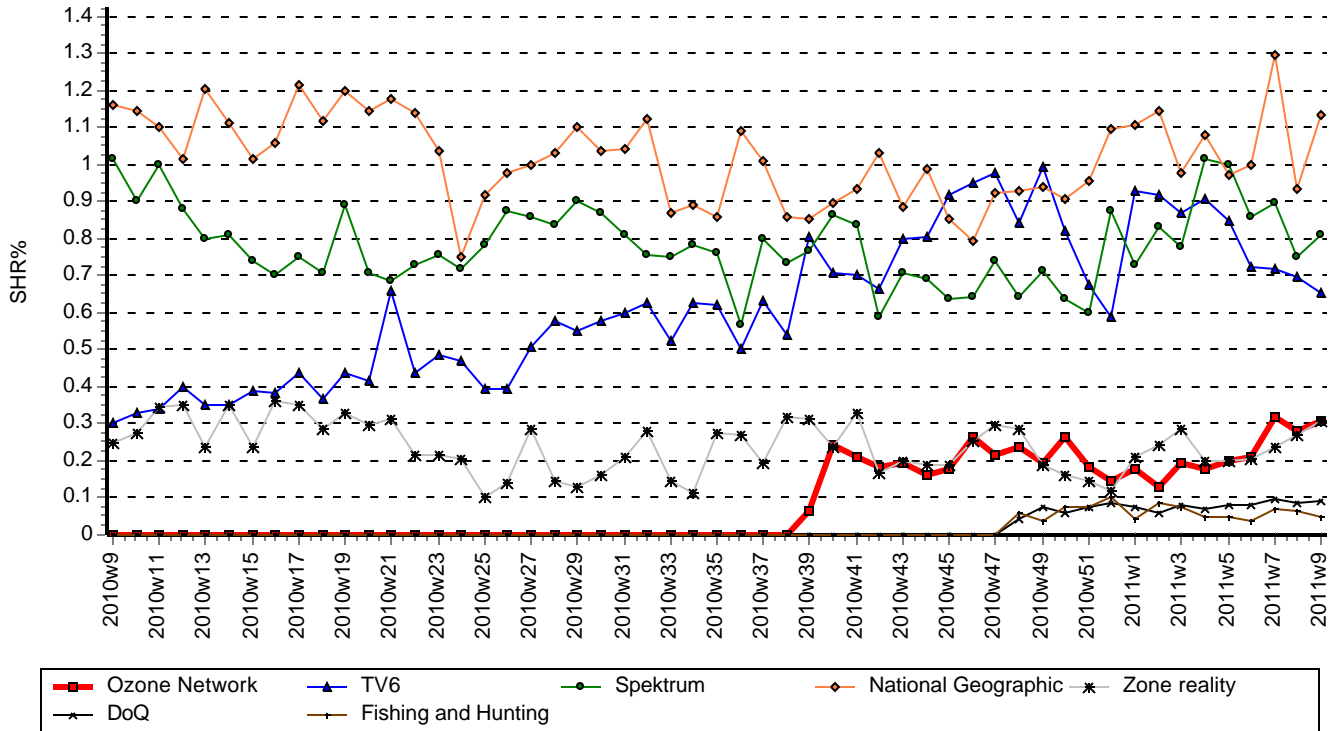
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	0.3	0.4	0.2	0.2	109	98	119	74	61
TV6	0.7	0.5	0.9	0.4	1.0	117	88	145	87	147
Spektrum	0.8	0.7	0.9	0.7	0.9	111	104	117	109	104
National Geogr	1.1	0.9	1.4	0.9	1.5	115	95	135	108	126
Zone reality	0.3	0.5	0.1	0.5	0.1	125	199	52	234	39
DoQ	0.1	0.1	0.1	0.1	0.1	77	57	96	87	45
Fishing and Hu	0.0	0.0	0.1	0.1	0.1	61	53	70	97	91

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+)
Kulonleges epitmenyek	National G	03-03-11	Thu	19:00	19:56	39,636	0.9	2.3	151
Feldarabolt oriasok	National G	05-03-11	Sat	19:00	19:55	27,776	0.7	1.5	142
Utikalauz urkatatoknak	National G	06-03-11	Sun	20:00	20:56	26,800	0.6	1.1	151
Foldi edenkertek	National G	06-03-11	Sun	10:00	10:56	26,689	0.6	3.2	98
Szelsoseges vilagegyetem	National G	03-03-11	Thu	20:00	20:56	26,541	0.6	1.3	158

Ozone Network - weekly TOP 10

18-49

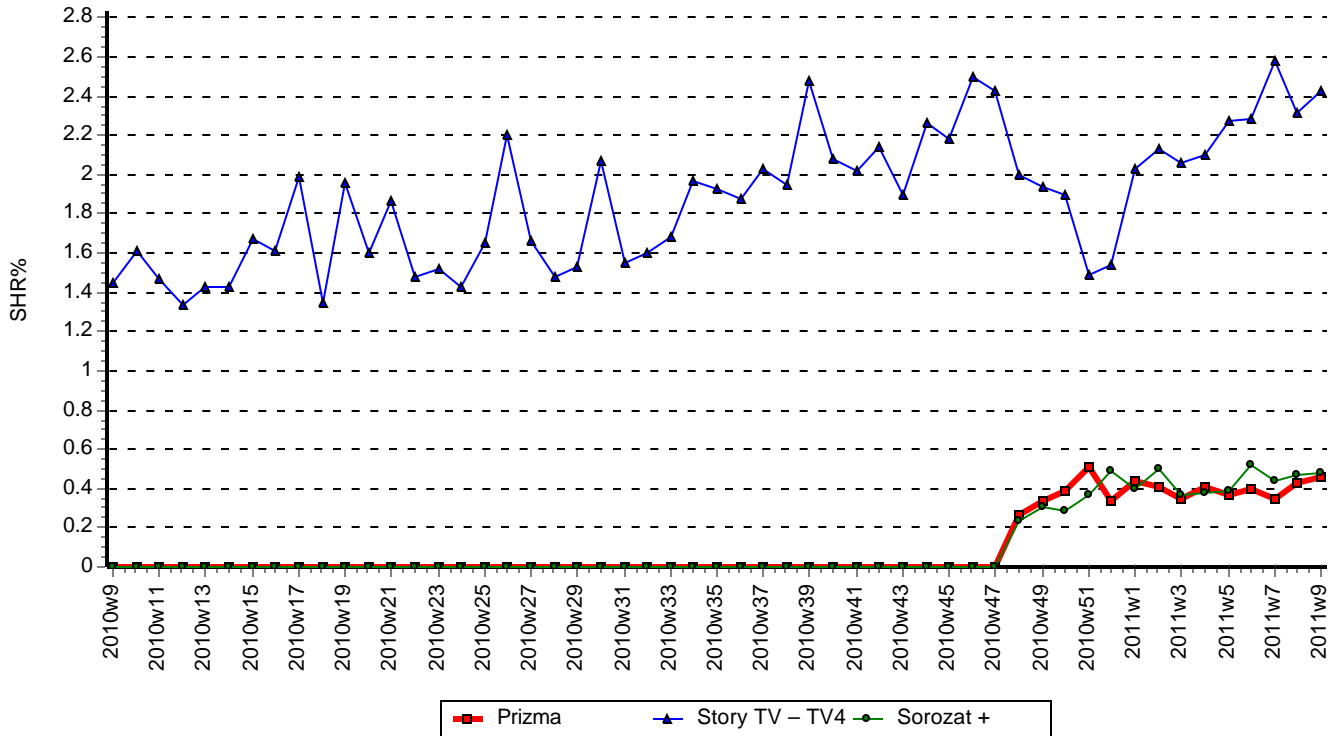
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
A bermuda-haromszog titkai	Ozone Ne:	06-03-11	Sun	11:05	11:57	16,130	0.4	1.8	102
Foldunk 100 szivverese	Ozone Ne:	06-03-11	Sun	12:05	12:53	14,638	0.3	1.5	96
Duhongo bolygo	Ozone Ne:	01-03-11	Tue	10:05	10:52	13,495	0.3	3.6	124
Kalandok a fold korul	Ozone Ne:	05-03-11	Sat	16:04	16:55	13,061	0.3	1.2	216
Foldunk sem orok	Ozone Ne:	01-03-11	Tue	23:05	23:57	11,233	0.3	1.2	217
Pusztulo korallzatonyok	Ozone Ne:	05-03-11	Sat	11:05	11:55	10,582	0.2	1.6	103
Globalis sokkhatas	Ozone Ne:	02-03-11	Wed	11:05	11:54	10,033	0.2	2.8	105
Veszforgatokonyv	Ozone Ne:	01-03-11	Tue	24:05	24:53	9,865	0.2	1.8	215
A lava viragai	Ozone Ne:	05-03-11	Sat	17:05	17:56	8,772	0.2	0.7	136
Pazarlas	Ozone Ne:	02-03-11	Wed	16:35	16:56	8,486	0.2	1.0	217

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	129	111	147	122	132
Story TV – TV4	2.4	2.9	1.9	2.6	2.4	77	99	55	94	70
Sorozat +	0.5	0.6	0.3	0.5	0.5	114	158	71	126	110

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



Weekly TOP 5 - Prizma and its competitors

18-49

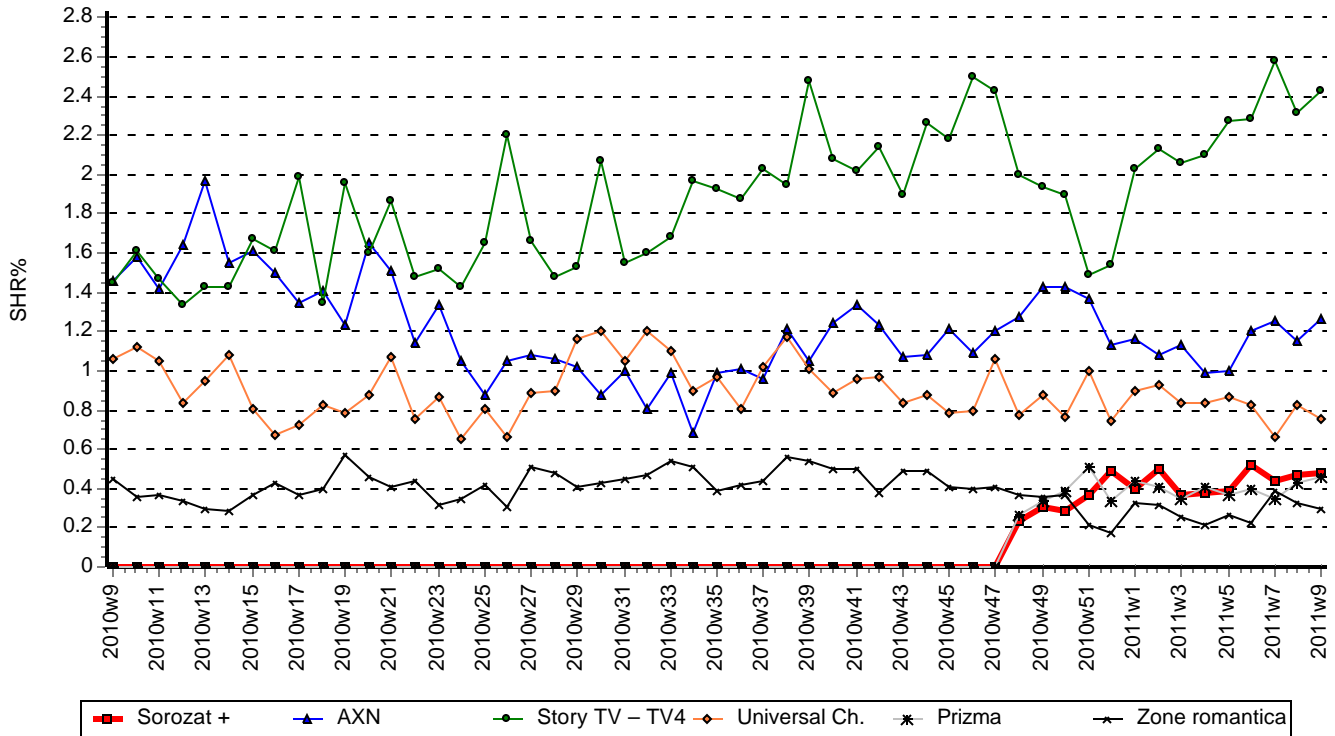
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	04-03-11	Fri	17:59	18:53	53,189	1.3	4.3	109
A farm ahol elunk	Story4	28-02-11	Mon	17:00	17:56	52,169	1.2	5.0	88
Dallas	Story4	06-03-11	Sun	10:34	11:30	51,386	1.2	6.0	110
A szerelem nevében	Story4	03-03-11	Thu	15:01	15:53	49,451	1.2	7.6	56
A kis háleány	Story4	05-03-11	Sat	07:28	07:49	47,503	1.1	9.5	143

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 +	0.5	0.6	0.3	0.5	0.6	114	158	71	126	153
AXN	1.3	1.4	1.1	1.4	1.3	93	110	77	117	98
Story TV – TV4	2.4	2.9	1.9	2.6	2.8	77	99	55	94	92
Universal Ch.	0.8	0.9	0.6	0.8	0.7	68	87	49	88	61
Prizma	0.5	0.4	0.6	0.4	0.4	129	111	147	122	118
Zone romantica	0.3	0.4	0.2	0.4	0.4	69	101	38	102	93

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



Weekly TOP 5 - Sorozat+ and its competitors

18-49

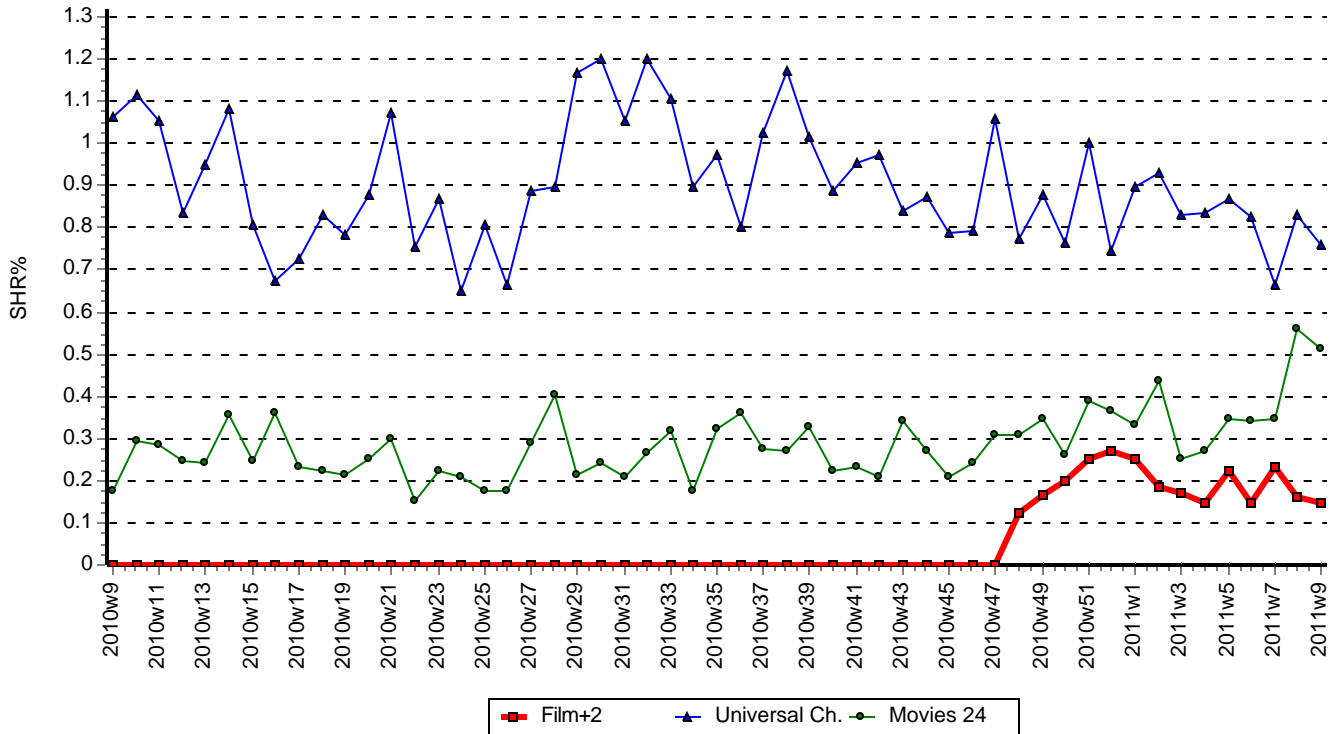
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Hetedik mennyország	Story4	04-03-11	Fri	17:59	18:53	53,189	1.3	4.3	109
A farm ahol elunk	Story4	28-02-11	Mon	17:00	17:56	52,169	1.2	5.0	88
Dallas	Story4	06-03-11	Sun	10:34	11:30	51,386	1.2	6.0	110
A szerelem nevében	Story4	03-03-11	Thu	15:01	15:53	49,451	1.2	7.6	56
A kis háleány	Story4	05-03-11	Sat	07:28	07:49	47,503	1.1	9.5	143

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	0.2	0.1	0.1	0.1	120	132	109	129	96
Universal Ch.	0.8	0.9	0.6	0.8	0.5	68	87	49	88	45
Movies 24	0.5	0.7	0.3	0.7	0.5	107	149	66	160	92

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



Film+2 Top 5

18-49

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

Film+2 Top 10

18-49

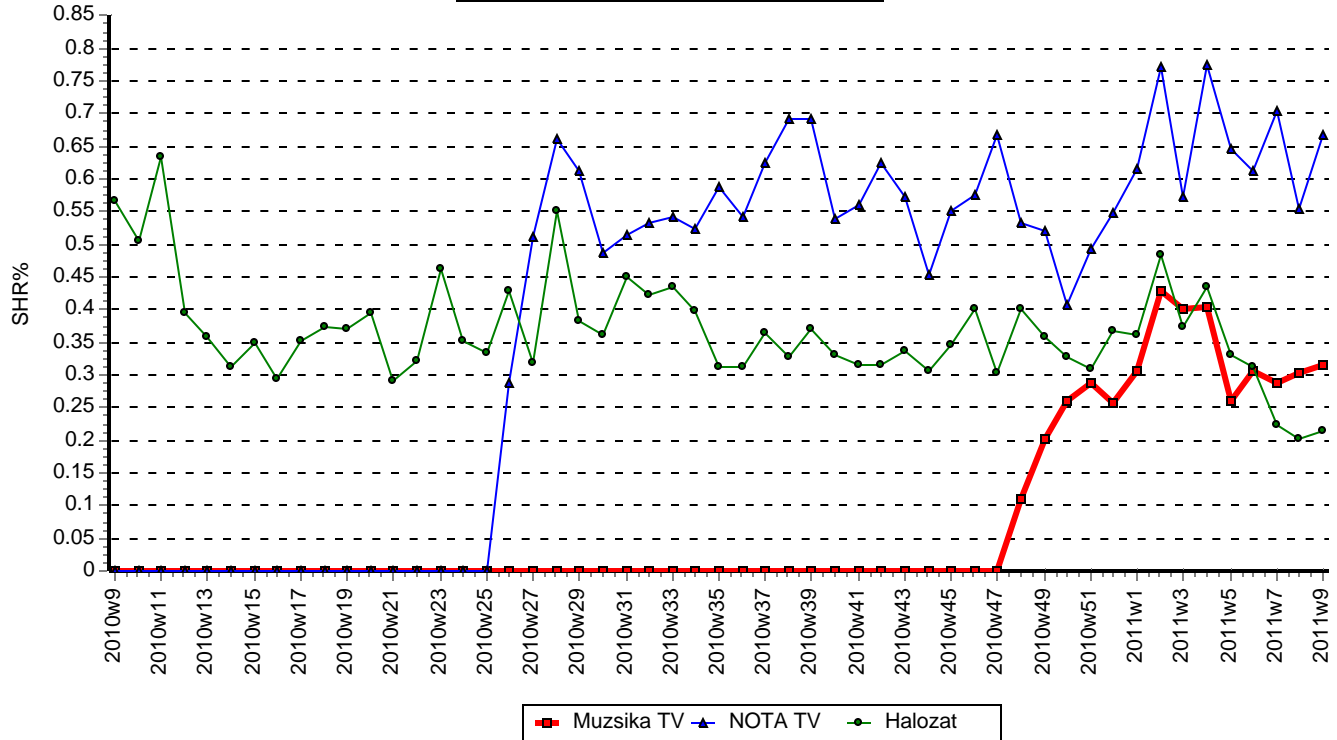
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
No programmes									

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

02:00-25:59

Channel	SHR%					Affinity (4+)					
	18-49	8-49 Female	18-49 Males	18-49 hw	18+	18-49	8-49 Female	18-49 Males	18-49 hw	18+	
Muzsika TV	0.3	0.3	0.3	0.3	0.4	62	72	52	63	112	
NOTA TV	0.7	0.7	0.7	0.8	0.8	69	73	65	101	105	
Halozat	0.2	0.2	0.2	0.2	0.4	53	53	52	67	113	

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



Weekly TOP 5 - Muzsika and its competitors

18-49

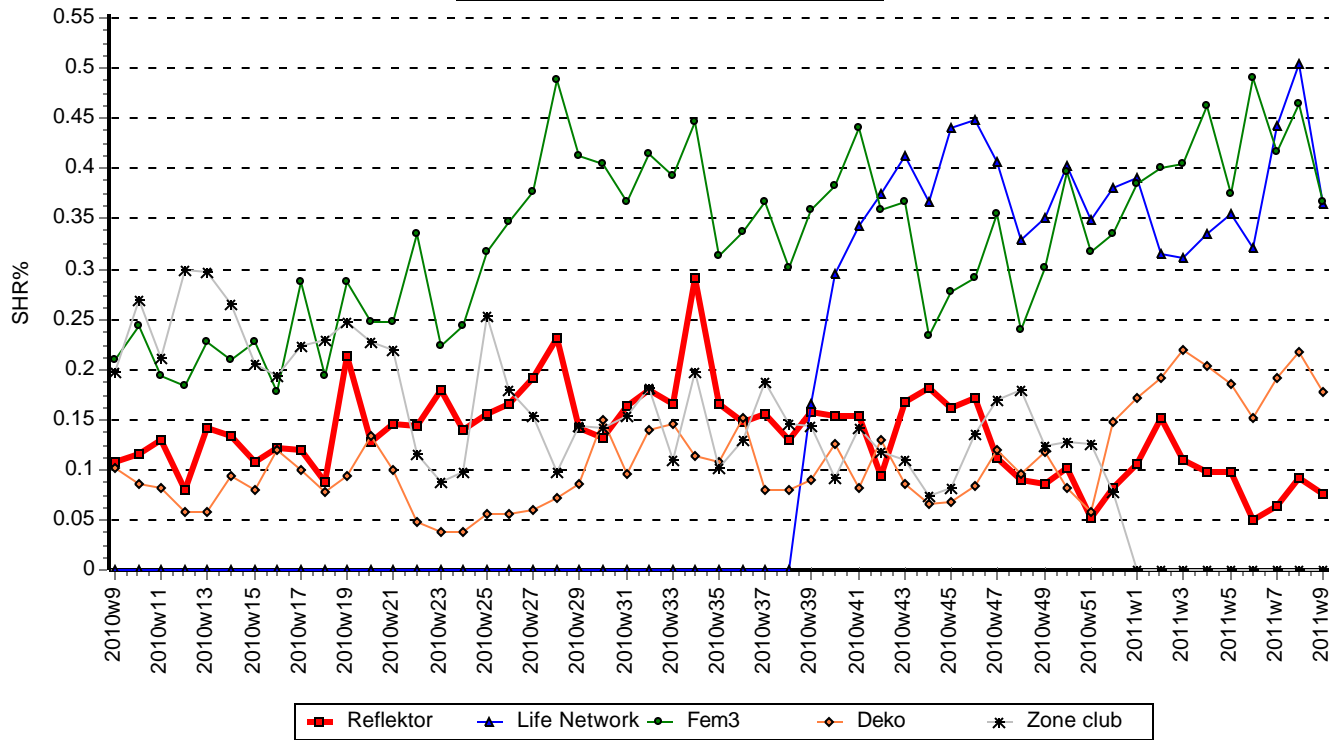
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Viragzo magyarorszag	Halozat	28-02-11	Mon	22:34	22:54	15,506	0.4	1.1	134
Hirhalo	Halozat	28-02-11	Mon	20:35	20:55	7,890	0.2	0.4	67
Sarkanyduh 2.	Halozat	28-02-11	Mon	21:01	22:31	7,488	0.2	0.4	55
Hazibuli attilaval	Halozat	28-02-11	Mon	18:02	19:00	2,028	0.0	0.1	75
Stilus	Halozat	28-02-11	Mon	23:03	23:25	1,821	0.0	0.2	217

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	0.0	0.1	0.1	70	113	28	92	106
Life Network	0.4	0.5	0.2	0.4	0.4	98	136	61	140	130
Fem3	0.4	0.5	0.2	0.4	0.5	83	122	44	105	129
Deko	0.2	0.3	0.1	0.2	0.2	125	196	54	155	185
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+)
Rejtelyes igazságok	Life Netwc	01-03-11	Tue	20:00	20:48	23,927	0.6	1.2	174
Eskuvői tortacsodák	Fem3	05-03-11	Sat	15:07	15:58	18,922	0.4	1.9	143
Aktiv	Fem3	06-03-11	Sun	17:30	17:54	16,477	0.4	1.1	160
Hohullam	Fem3	03-03-11	Thu	19:28	19:52	15,863	0.4	0.9	129
Bubajos boszorkák	Fem3	03-03-11	Thu	20:02	20:50	13,787	0.3	0.7	108

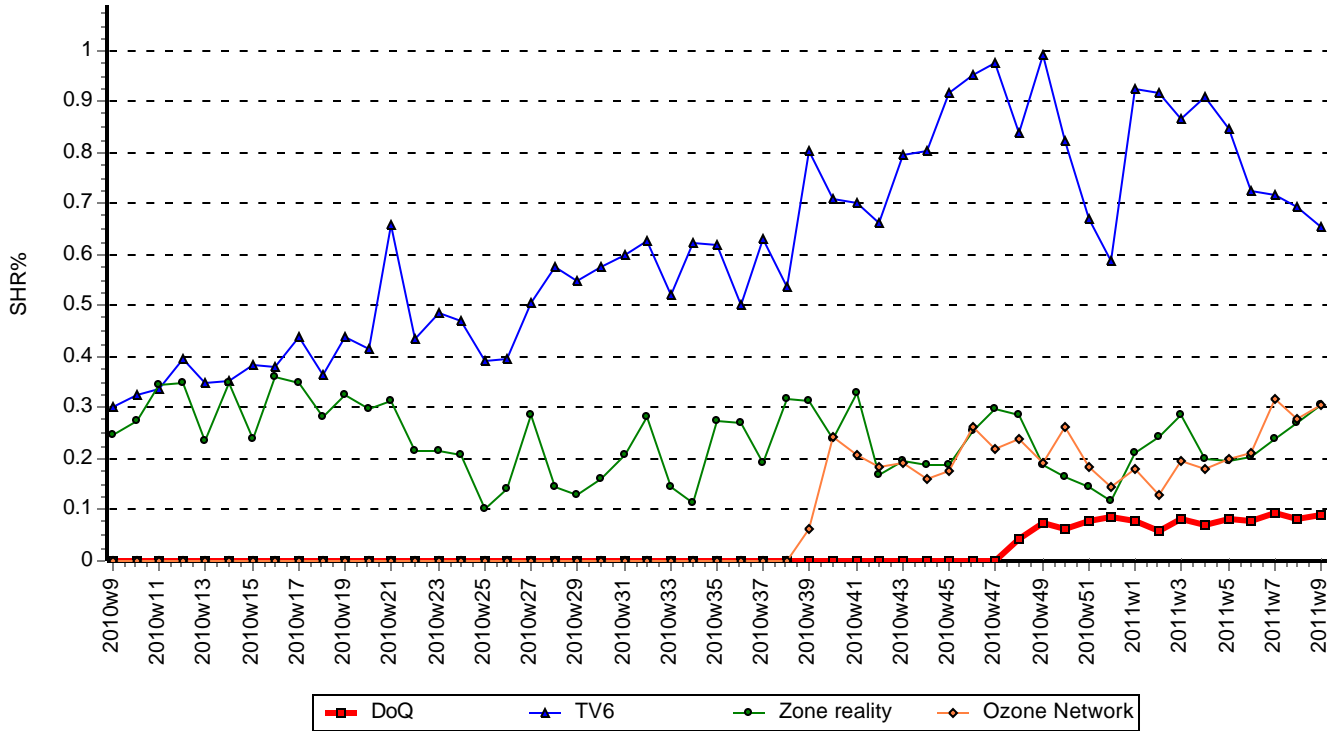
At least 7 minutes long programmes. A program with more than one broadcast appears only once with the best episode.



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	77	57	96	87	53
TV6	0.7	0.5	0.9	0.4	0.7	117	88	145	87	122
Zone reality	0.3	0.5	0.1	0.5	0.4	125	199	52	234	132
Ozone Networ	0.3	0.3	0.4	0.2	0.3	109	98	119	74	89

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



Weekly TOP 5 - DoQ and its competitors

18-49

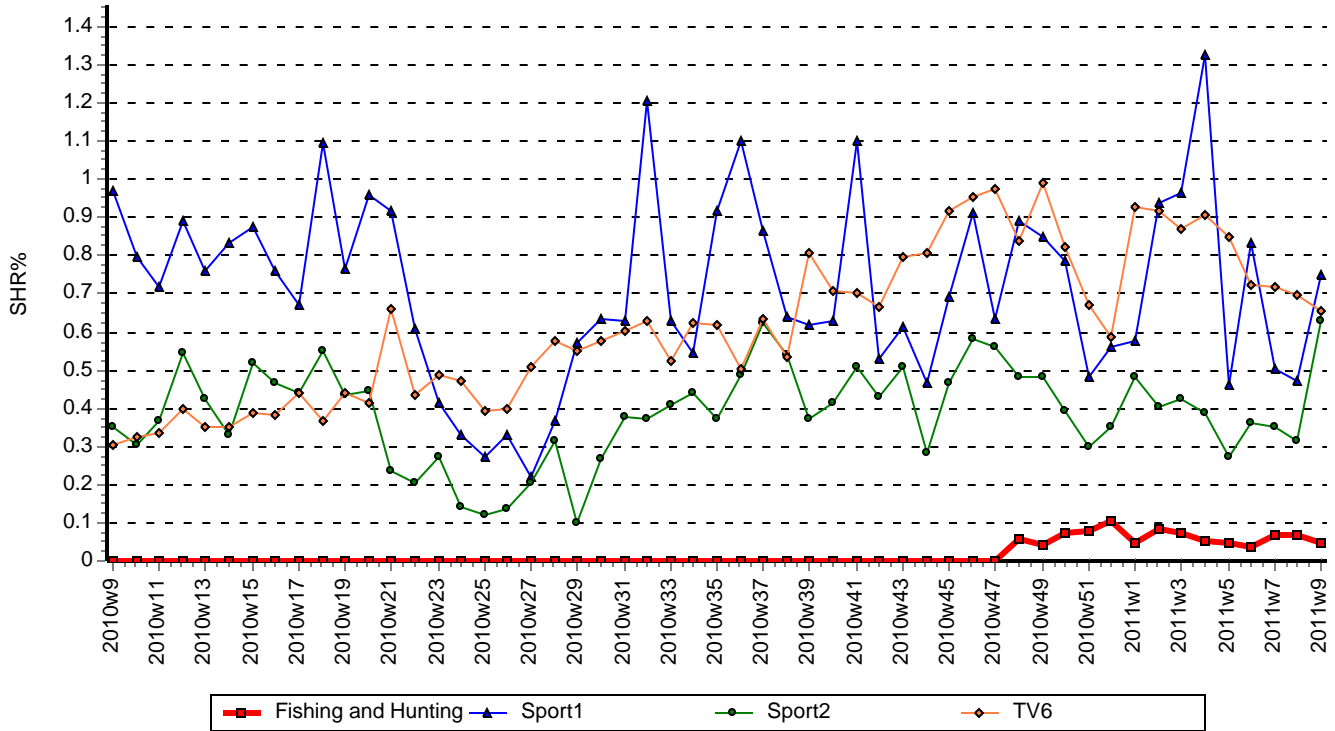
Title	Channel	Date	Day	Start Time	End Time	AMR '000	AMR %	SHR %	Affinity (4+)
Csillagkapu	Viasat6	04-03-11	Fri	21:04	21:59	25,858	0.6	1.3	104
A simpson család	Viasat6	01-03-11	Tue	16:32	16:56	23,728	0.6	3.1	145
Star trek - enterprise	Viasat6	05-03-11	Sat	19:01	19:58	21,896	0.5	1.2	153
Amerikai fater	Viasat6	01-03-11	Tue	17:00	17:25	19,093	0.5	2.1	167
Gyilkos nok	Zone realit	04-03-11	Fri	21:29	21:55	18,171	0.4	0.9	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	18-59 AB pp	18-49	8-49 Female	18-49 Males	18-49 hw	18-59 AB pp
Fishing and Hu	0.0	0.0	0.1	0.1	0.1	61	53	70	97	72
Sport1	0.7	0.3	1.2	0.5	1.0	82	38	125	61	109
Sport2	0.6	0.3	1.1	0.3	1.0	96	43	149	61	146
TV6	0.7	0.5	0.9	0.4	0.8	117	88	145	87	133

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	04-03-11	Fri	21:04	21:59	25,858	0.6	1.3	104
A simpson család	Viasat6	01-03-11	Tue	16:32	16:56	23,728	0.6	3.1	145
Star trek - enterprise	Viasat6	05-03-11	Sat	19:01	19:58	21,896	0.5	1.2	153
Amerikai fater	Viasat6	01-03-11	Tue	17:00	17:25	19,093	0.5	2.1	167
Firefly	Viasat6	06-03-11	Sun	20:00	20:57	17,721	0.4	0.8	117

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