

### NOVA AND DIEMA CHANNELS ESTIMATED RATINGS - September 2010



		NOVA TELEVISION										
		WEEKDAY										
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54	
	Mo-Fr	07:00	Hello Bulgaria	1.0	1.0	1.5	1.0	1.0	1.5	1.0	1.0	1.5
	Mo-Fr	09:30	Slave Isaura*	1.5	1.5	1.5	1.5	1.5	2.0	1.5	1.0	1.0
from 6th Sep	Mo-Fr	09:30	Na Kafe	1.5	1.5	1.5	2.0	2.0	2.5	1.0	1.0	1.0
	Mo-Fr	11:30	House Of Money	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Mo-Fr	12:30	Deal Or No Deal	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
on 6th Sep only	Mo-Fr	12:30	BG Concert/BG Movie	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
	Mo-Fr	13:30	Binbir Gece	1.5	1.5	1.5	1.5	1.5	2.0	1.0	1.0	1.0
	Mo-Fr	15:00	Storm Of Love	1.0	1.0	1.0	1.0	1.5	1.5	1.0	1.0	1.0
	Mo-Fr	16:00	News	1.0	1.5	1.5	1.0	1.5	1.5	1.0	1.5	1.5
from 6th Sep	Mo-Fr	16:30	Under The Willows**	1.0	1.5	1.5	1.0	1.5	1.5	1.0	1.0	1.0
	Mo-Fr	17:30	Deal Or No Deal	1.5	2.5	3.5	2.0	3.0	4.0	1.5	2.0	3.0
from 6th Sep	Mo-Fr	18:00	Autumn	1.5	1.5	2.0	1.5	2.0	2.0	1.5	1.5	1.5
	Mo-Fr	18:30	Forbidden Love	2.0	2.0	2.0	2.0	2.5	2.5	2.0	2.0	2.0
	Mo-Fr	19:00	News	3.0	3.5	4.5	3.0	4.0	4.5	3.0	3.0	4.5
	Mo-Fr	20:00	Untulmaz	4.0	4.5	5.5	4.5	6.0	6.5	3.0	3.0	4.5
from 9th to 14th Sep	Mo-Fr	20:00	Spartacus - mini series	3.0	3.5	4.0	4.0	4.5	4.5	2.0	3.0	3.0
from 15th to 17th Sep	Mo-Fr	20:00	Turkish Movie	3.5	4.0	5.0	4.0	5.5	6.0	2.5	2.5	4.0
from 20th Sep	Mo,We,Fr	20:00	Bailando	7.5	8.0	8.5	8.5	9.5	10.0	7.0	6.5	6.5
from 20th Sep	Tu	20:00	Who Wants To Be A Millionaire	4.5	5.0	5.5	4.5	5.0	6.0	4.5	4.5	4.5
from 20th Sep	Th	20:00	The Truth About Us	7.0	7.0	8.0	7.0	7.5	8.5	6.5	6.5	7.0
until 14th Sep	Mo-Fr	21:00	Castle	3.5	4.0	4.5	4.5	5.0	5.0	2.5	3.5	3.5
	Mo-Fr	22:00	CSI	4.5	5.0	5.0	5.0	5.5	6.0	4.5	4.5	4.0
from 6th Sep	Mo-Fr	22:00	Ivan and Andrei Show	3.5	4.0	4.5	4.0	4.5	5.0	3.5	3.5	4.0
	Mo-Fr	23:00	Late News	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
	Mo-Fr	23:30	Tudors	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
from 13th Sep	Mo-Fr	23:30	Nip/Tuck	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
		WEEKEND										
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54	
Sa-Su	07:00	Animation	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
Sa	09:30	Movie	1.0	1.0	1.0	1.5	1.5	1.5	1.0	1.0	1.0	
Su	09:30	Club News	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
Su	10:00	United States Of Tara	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
Su	10:30	Movie	1.5	1.5	1.5	1.5	1.5	1.5	2.0	1.5	1.0	
Sa	11:30	Movie	1.0	1.5	1.5	1.0	1.5	1.5	1.5	1.5	1.5	
Su	12:00	Movie	2.0	2.0	2.0	1.5	1.5	2.0	2.0	1.5	1.5	
Sa	14:00	Movie	1.5	1.5	1.5	1.0	1.0	1.5	2.0	1.5	1.5	
Su	14:00	Movie	1.5	1.5	2.0	1.5	1.5	1.5	1.5	2.0	2.0	
Sa	16:00	Movie	1.5	1.5	1.5	1.5	2.0	2.0	2.0	1.5	1.5	
Su	16:00	Movie	1.5	1.5	1.5	1.0	1.5	1.5	1.5	1.5	1.5	
Sa	18:00	Karbovski	3.0	3.0	4.0	3.0	4.0	5.0	2.5	2.5	2.5	
Su	18:00	Four Eyes	2.5	3.0	3.5	2.0	3.0	4.0	3.5	3.0	3.5	
Sa-Su	19:00	Kalendar	4.0	4.0	5.0	3.5	4.5	5.5	4.5	3.5	4.5	
Sa	20:00	Movie	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	
Su	20:00	Movie	5.5	5.5	5.5	6.5	6.5	6.5	5.0	5.5	5.0	
Sa	22:00	Movie***	4.0	4.0	4.5	4.0	4.0	4.5	4.0	4.0	4.5	
from 11th of Sep	Sa	22:00	Hot	5.5	5.5	6.0	6.0	6.5	7.0	5.0	4.5	5.0
	Su	22:00	Movie	4.0	4.0	4.0	4.5	4.5	4.0	3.0	3.5	3.5
	Sa-Su		Late News	4.5	4.5	4.0	4.5	4.5	4.5	4.0	4.0	3.5

\* - starts at 12:30 from 7th Sep  
 \*\* - ends at 17:30 from 6th of Sep  
 \*\*\* - starts at 23:00 from 11th of Sep



**DIEMA**

WEEKDAY											
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Mo-Fr	07:00	Highlander	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	08:00	Miami Vice	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.2
Mo-Fr	09:00	Sea Patrol/NCIS	0.1	0.1	0.3	0.1	0.1	0.3	0.1	0.1	0.3
Mo-Fr	10:00	Movie	0.1	0.2	0.3	0.1	0.1	0.3	0.1	0.2	0.3
Mo-Fr	12:00	ALF	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Mo-Fr	12:30	The Crow/Alarm For Cobra 11	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.3
Mo-Fr	13:30	Magnum	0.1	0.1	0.3	0.1	0.2	0.3	0.1	0.1	0.3
Mo-Fr	14:30	Xena	0.1	0.2	0.4	0.2	0.2	0.3	0.1	0.2	0.5
Mo-Fr	15:30	Highlander	0.1	0.2	0.4	0.1	0.1	0.2	0.1	0.3	0.6
Mo-Fr	16:30	Hercules/Air America	0.2	0.4	0.6	0.1	0.4	0.5	0.2	0.3	0.6
Mo-Fr	17:30	Miami Vice	0.3	0.5	0.8	0.2	0.5	0.8	0.4	0.5	0.8
Mo-Fr	18:30	ALF	0.4	0.4	0.6	0.3	0.3	0.5	0.5	0.4	0.7
Mo-Fr	19:00	The Crow/Alarm For Cobra 11	0.3	0.4	0.5	0.3	0.3	0.4	0.4	0.4	0.5
Mo-Fr	20:00	Sea Patrol/NCIS	0.5	0.8	1.1	0.3	0.7	1.1	0.8	0.9	1.1
Mo-Fr	21:00	Pretender	0.6	1.0	1.4	0.3	1.0	1.5	0.8	0.9	1.2
Mo-Fr	22:00	Movie	0.4	0.9	1.4	0.3	0.8	1.4	0.6	1.0	1.5
Mo-Fr	22:00	Champions League*	2.0	2.5	3.0	1.5	2.0	2.5	2.5	3.0	3.5
Mo-Fr	00:00	Pretender	0.4	0.6	0.7	0.5	0.5	0.7	0.3	0.7	0.8
WEEKEND											
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Sa-Su	06:00	Soprano	0.1	0.2	0.3	0.1	0.1	0.1	0.1	0.2	0.4
Sa-Su	08:00	Hustle/Band Of Brothers	0.1	0.2	0.2	0.1	0.2	0.3	0.1	0.1	0.2
Sa-Su	09:00	Knight Rider	0.1	0.1	0.3	0.1	0.1	0.4	0.1	0.2	0.3
Sa-Su	10:00	IFL Battleground/ Miami Ink	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Sa-Su	11:00	Movie	0.2	0.2	0.3	0.1	0.2	0.4	0.2	0.2	0.3
Sa	13:00	Bondi Rescue	0.2	0.4	0.6	0.2	0.3	0.5	0.3	0.5	0.6
Su	13:00	Mission My Home/Bondi Rescue	0.2	0.4	0.6	0.2	0.3	0.5	0.3	0.5	0.6
Sa-Su	13:30	Stingers	0.2	0.4	0.5	0.2	0.4	0.6	0.3	0.4	0.5
Sa-Su	14:30	Roar	0.2	0.4	0.5	0.2	0.4	0.6	0.3	0.4	0.5
Sa-Su	15:30	Terminator	0.5	0.7	0.8	0.4	0.7	1.0	0.6	0.7	0.6
Sa	16:30	FAPL Game	0.9	1.1	1.2	0.7	0.8	0.9	1.0	1.4	1.5
Su	16:30	Jets	0.6	0.6	0.7	0.9	0.9	1.0	0.3	0.4	0.4
Su	17:30	FAPL Game	0.9	1.1	1.2	0.7	0.8	0.9	1.0	1.4	1.5
Sa	19:30	Jets	0.6	0.6	0.7	0.9	0.9	1.0	0.3	0.4	0.4
Sa-Su	20:30	Movie	0.7	0.9	1.1	0.7	0.8	1.0	0.7	1.0	1.1
Sa	22:30	Poker	0.6	0.8	1.0	0.7	0.7	1.0	0.5	0.9	1.1
Su	22:30	Movie	0.6	0.8	1.2	0.8	0.8	1.2	0.5	0.8	1.2
Sa	23:30	Movie	0.6	0.7	1.1	1.0	0.7	1.2	0.3	0.6	1.0
Su	00:30	Fraktura	0.3	0.2	0.3	0.6	0.4	0.5	0.1	0.1	0.1

\* - on 14-15th and 28-29th Sep



**DIEMA FAMILY**

		WEEKDAY									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Mo-Fr	06:00	Animation	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	07:30	Sonar No Questa Nada	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	09:30	Burning For Revenge	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Mo-Fr	10:15	Kassandra	0.3	0.4	0.4	0.4	0.5	0.6	0.3	0.2	0.3
Mo-Fr	11:15	Sahra*	0.2	0.2	0.3	0.3	0.4	0.6	0.1	0.1	0.1
Mo-Fr	12:30	Untulmaz	0.7	0.7	0.8	1.2	1.1	1.2	0.2	0.3	0.3
Mo-Fr	13:30	Blind Date	0.2	0.2	0.2	0.4	0.3	0.4	0.1	0.1	0.1
Mo-Fr	14:30	Under The Willows	0.4	0.4	0.4	0.7	0.6	0.6	0.2	0.1	0.2
Mo-Fr	15:30	Forbidden Love	0.3	0.3	0.3	0.4	0.4	0.4	0.1	0.1	0.1
Mo-Fr	16:00	Torrente De Passiones	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Mo-Fr	18:00	Deixa Que Te Leve	0.2	0.2	0.2	0.3	0.4	0.4	0.1	0.1	0.1
Mo-Fr	20:00	La Otra Mujer/Kassandra	1.1	1.2	1.4	1.3	1.7	1.9	0.9	0.8	0.9
Mo-Fr	21:00	Kassandra	1.1	1.2	1.4	1.3	1.7	1.9	0.9	0.8	0.9
Mo-Fr	22:00	Sahra	1.2	1.0	1.1	1.5	1.4	1.6	0.8	0.7	0.5
Mo-Fr	23:30	La Otra Mujer	1.0	1.0	0.9	0.9	1.0	1.2	1.1	1.0	0.7
		WEEKEND									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Sa-Su	06:00	Karmelita	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Sa-Su	09:30	Tropico	0.1	0.2	0.2	0.1	0.2	0.3	0.1	0.1	0.1
Sa-Su	12:15	Rheiberqs	0.4	0.6	0.6	0.6	0.7	0.8	0.2	0.4	0.4
Sa-Su	14:15	Romantic Movie	0.4	0.9	1.1	0.4	1.2	1.6	0.4	0.5	0.7
Sa-Su	16:00	Legacy Of Passion	0.2	0.6	0.7	0.2	0.9	1.1	0.3	0.3	0.2
Sa-Su	19:55	Two Families	0.5	0.7	0.7	0.4	0.9	1.0	0.6	0.5	0.3
Sa-Su	21:30	Romantic Movie	0.8	0.7	0.9	1.3	1.1	1.4	0.3	0.4	0.3
Sa-Su	23:15	Movie (re-run)	0.8	0.7	0.7	0.9	0.9	1.1	0.7	0.6	0.3

from 10 Sep

from 07 Sep

\* - starts at 12:00 from 10 Sep



DIEMA 2											
WEEKDAY											
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Mo-Fr	06:00-11:59	Morning Time	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	12:00-15:59	Day Time	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	16:00-17:59	Blockbuster Movie	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2
Mo-Fr	18:00-19:59	House	0.2	0.3	0.4	0.2	0.3	0.4	0.2	0.3	0.3
Mo-Fr	20:00-20:59	CSI	0.8	1.2	1.4	1.0	1.4	1.5	0.5	1.0	1.3
Mo-Fr	21:00-23:59	Prime Time	0.7	0.8	1.0	0.8	0.9	1.1	0.5	0.7	0.9
WEEKEND											
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Sa-Su	06:00-11:59	Morning Time	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2
Sa-Su	12:00-15:59	Day Time	0.2	0.3	0.4	0.3	0.4	0.5	0.1	0.3	0.4
Sa-Su	16:00-19:59	Blockbuster movies	0.3	0.4	0.5	0.3	0.5	0.5	0.2	0.4	0.5
Sa-Su	20:00-20:59	CSI	0.4	0.6	0.8	0.4	0.7	0.8	0.5	0.5	0.7
Sa-Su	21:00-23:59	Prime Time	0.6	0.7	0.8	0.7	0.8	0.9	0.4	0.6	0.7