

RECOMMENDED CHANNEL SPLIT - MAY 2014



MAY	Nova	Diema	Kino Nova	Diema Family	Nova Sport	Fox Life	Fox Crime	Fox	Nat Geo	24 Kitchen	AXN	TLC	Discovery	Disney/ Cartoon Network
A18-34	60%	8%	7%	12%	1%	2%	1%	0.5%	1.5%	0.5%	0.5%	1%	3%	2%
A18-49	61%	8%	6%	12%	1%	1.5%	1%	0.5%	1.5%	0.5%	1%	1%	3%	2%
A25-54	60%	9%	6%	12%	1%	1.5%	1%	0.5%	1.5%	0.5%	1%	1%	3%	2%
W18-49	60%	6%	5%	16%	0%	2.5%	1%	1%	2%	1%	0.5%	2%	0%	3%
W25-54	60%	6%	5%	16%	0%	2.5%	1%	1%	2%	1%	0.5%	2%	0%	3%
M18-49	62%	16%	12%	0%	1.5%	1%	1%	1%	1%	0%	1%	0%	3.5%	0%
M25-54	62%	16%	12%	0%	1.5%	1%	1%	1%	1%	0%	1%	0%	3.5%	0%
A18-49 U	60%	9%	7%	11%	1%	2%	1%	0.5%	1.5%	0.5%	0.5%	1%	3%	2%
W18-49 U	60%	6%	5%	16%	0%	2.5%	1%	1%	2%	1%	0.5%	2%	0%	3%
M18-49 U	62%	15%	12%	0%	1.5%	1%	1%	1%	1%	1%	1%	0%	3.5%	0%