

## RECOMMENDED CHANNEL SPLIT - JULY 2014



JULY	Nova	Diema	Kino Nova	Diema Family	Nova Sport	Fox Life	Fox Crime	Fox	Nat Geo	24 Kitchen	AXN	TLC	Discovery	Disney/ Cartoon Network
<b>A18-34</b>	60.0%	8.0%	7.0%	12.0%	1.0%	1.5%	2.0%	0.5%	1.0%	0.5%	0.5%	1.0%	3.0%	2.0%
<b>A18-49</b>	61.0%	8.0%	6.0%	12.0%	1.0%	1.0%	1.5%	0.5%	1.5%	0.5%	1.0%	1.0%	3.0%	2.0%
<b>A25-54</b>	60.0%	9.0%	6.0%	12.0%	1.0%	1.0%	1.5%	0.5%	1.5%	0.5%	1.0%	1.0%	3.0%	2.0%
<b>W18-49</b>	60.0%	6.0%	5.0%	16.0%	0.0%	2.0%	1.5%	1.0%	1.0%	1.0%	0.5%	2.0%	1.0%	3.0%
<b>W25-54</b>	60.0%	6.0%	5.0%	16.0%	0.0%	2.0%	1.5%	1.0%	1.0%	1.0%	0.5%	2.0%	1.0%	3.0%
<b>M18-49</b>	62.0%	16.0%	12.0%	0.0%	1.0%	1.0%	1.5%	0.5%	1.5%	0.0%	1.0%	0.0%	3.5%	0.0%
<b>M25-54</b>	62.0%	16.0%	12.0%	0.0%	1.0%	1.0%	1.5%	0.5%	1.5%	0.0%	1.0%	0.0%	3.5%	0.0%
<b>A18-49 U</b>	60.0%	9.0%	7.0%	11.0%	1.0%	1.5%	1.5%	0.5%	1.5%	0.5%	0.5%	1.0%	3.0%	2.0%
<b>W18-49 U</b>	60.0%	6.0%	5.0%	16.0%	0.0%	2.0%	1.5%	1.0%	1.0%	1.0%	0.5%	2.0%	1.0%	3.0%
<b>M18-49 U</b>	62.0%	15.0%	12.0%	0.0%	1.0%	1.0%	1.5%	0.5%	1.5%	1.0%	1.0%	0.0%	3.5%	0.0%