

Nova/Diema Channel Splits

Recommended Channel Split for MTG Channels

JANUARY	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Nova TV	70%	68%	66%	76%	69%	68%	76%	72%	69%
Diema	9%	11%	11%	6%	8%	9%	11%	14%	16%
Diema2	9%	9%	10%	6%	9%	8%	9%	10%	11%
Diema Family	10%	10%	11%	12%	14%	15%	0%	0%	0%
Nova Sport	1%	1%	1%	0%	0%	0%	2%	2%	2%
Discovery	1%	1%	1%	0%	0%	0%	2%	2%	2%

FEBRUARY	A18-34	A18-49	A25-54	W18-34	W18-49	W25-54	M18-34	M18-49	M25-54
Nova TV	71%	68%	65%	77%	68%	65%	71%	68%	66%
Diema	10%	12%	12%	7%	9%	10%	15%	16%	18%
Diema2	7%	8%	10%	5%	9%	9%	10%	12%	12%
Diema Family	9.5%	9.5%	10.5%	11%	14%	16%	0%	0%	0%
Nova Sport	1%	1%	1%	0%	0%	0%	2%	2%	2%
Discovery	1.5%	1.5%	1.5%	0%	0%	0%	2%	2%	2%