

NOVA AND DIEMA CHANNELS ESTIMATED RATINGS - February 2012



NOVA TELEVISION

till 17 February
 from 20 February
 from 20 February
 till 03 February
 from 06 till 17 February
 from 20 February
 till 17 February

 from 01 to 17 February
 from 06 till 15 February
 from 20 February

 till 02 February
 from 03 February
 till 09 February
 from 10 February

		NOVA TELEVISION							
		WEEKDAY							
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Mo-Fr	06:30	Hello Bulgaria	2.0	2.0	2.5	2.0	2.5	2.0	2.5
Mo-Fr	09:30	Na Kafe	2.0	2.5	3.0	3.0	3.5	2.0	2.5
Mo-Fr	11:30	Bon Apetit - cooking show	2.0	2.5	3.0	3.5	3.5	2.0	2.5
Mo-Fr	12:00	Sohret - Turkish series	2.0	2.5	3.0	3.0	3.5	2.0	2.5
Mo-Fr	13:00	News	1.5	2.0	2.5	2.5	2.5	1.5	2.0
Mo-Fr	13:30	Miss Marple	1.5	1.5	2.0	1.5	2.0	1.5	2.0
Mo-Fr	13:30	Unutulmaz	1.5	1.5	2.0	1.5	2.0	1.5	2.0
Mo-Fr	15:00	Savannah	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Mo-Fr	15:30	Law And Order: Criminal Intent	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Mo-Fr	15:30	Starter Wife	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Mo-Fr	16:00	Como Ama Una Mujer	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Mo-Fr	16:30	Til Death	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Mo-Fr	17:00	Milen's Hour	2.0	2.0	2.5	2.0	2.5	2.0	2.5
Mo-Fr	18:00	Deal Or No Deal	5.0	5.5	6.5	6.0	6.5	5.5	6.5
Mo-Fr	19:00	News	5.5	6.0	7.0	6.0	7.0	6.0	7.0
Th-Fr	20:00	Hawaii Five-0*	5.5	5.5	6.5	5.5	5.5	5.5	6.5
Mo-We	20:00	House MD	5.5	6.0	6.5	6.5	7.5	5.5	5.5
Mo-Fr	20:00	Fish On The Cake	6.0	6.0	7.0	6.5	7.0	6.0	6.5
Mo-Fr	21:00	CSI Miami	6.0	6.0	6.5	6.0	7.0	5.5	6.0
Mo-Fr	22:00	Late News	3.0	3.0	3.0	3.0	3.0	2.5	3.0
Mo-Fr	22:30	Law And Order: Los Angeles	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Mo-Fr	22:30	Criminal Minds	2.5	2.5	2.5	2.5	2.5	2.5	2.5
Mo-Fr	23:30	Damages	1.0	1.5	1.5	1.5	1.5	1.5	1.5
Mo-Fr	23:30	Nip/Tuck	1.0	1.5	1.5	1.5	1.5	1.5	1.5
		WEEKEND		0.5					
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Sa-Su	07:00	Animation	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Su	08:30	Club News	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Sa	09:00	Station Nova	1.5	2.0	2.0	2.0	2.0	1.5	2.0
Su	09:00	Station Nova	3.0	3.5	4.0	4.0	4.5	3.0	3.5
Sa	11:30	Movie	2.5	2.5	3.0	3.0	3.5	2.0	2.5
Sa	13:30	Movie	2.5	3.0	3.5	4.0	4.5	2.5	3.0
Sa	16:00	Direct with Karbovski	3.5	4.5	5.5	4.5	6.0	4.0	5.5
Su	17:00	Investigation	5.5	5.5	5.5	6.0	6.0	4.5	5.0
Su	17:30	Four Eyes	3.5	4.0	5.0	4.0	5.0	4.0	5.0
Sa	18:00	Otechestven Front	4.0	5.0	7.0	5.0	6.5	5.5	7.0
Sa-Su	19:00	Kalendar	4.0	4.5	5.5	4.5	5.5	4.5	5.0
Sa	20:00	Movie	6.0	7.0	7.5	7.5	8.0	6.5	7.5
Su	20:00	Movie	6.0	7.0	7.5	7.0	7.5	6.5	7.5
Sa-Su	22:00	Late News	3.0	3.5	4.0	3.5	4.0	3.5	4.0
Sa	22:30	Hot	4.0	4.0	4.5	5.0	5.0	3.5	4.5
Su	22:30	Movie	2.5	2.5	3.0	2.5	2.5	2.5	3.0
Sa	23:30	Movie	2.0	2.5	2.5	2.5	2.5	2.0	2.0

* From the second week of February Hawaii Five-0 runs only in Thursday and Friday.



DIEMA

WEEKDAY									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Mo-Fr	07:00	Miami Vice (RR)	0.2	0.2	0.2	0.1	0.1	0.2	0.3
Mo-Fr	08:00	MacGyver (RR)	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Mo-Fr	09:00	Alarm For Cobra 11 (RR)	0.2	0.5	0.5	0.3	0.4	0.6	0.7
Mo-Fr	10:00	Movie (rerun)	0.2	0.3	0.4	0.2	0.3	0.3	0.4
Mo-Fr	12:00	Na Inat (RR)	0.3	0.4	0.5	0.3	0.4	0.5	0.6
Mo-Fr	12:30	Kommissar Rex (RR)	0.4	0.5	0.7	0.4	0.6	0.6	0.7
Mo-Fr	13:30	Martial Law	0.4	0.6	0.7	0.6	0.7	0.6	0.7
Mo-Fr	14:30	Xena Warrior Princess	0.3	0.6	0.7	0.5	0.6	0.6	0.7
Mo-Fr	15:30	Miami Vice	0.3	0.4	0.5	0.5	0.5	0.4	0.5
Mo-Fr	16:30	Nash Bridges	0.4	0.7	0.8	0.7	0.8	0.6	0.8
Mo-Fr	17:30	MacGyver	0.3	0.4	0.5	0.4	0.4	0.4	0.5
Mo-Fr	18:30	Na Inat	0.2	0.4	0.5	0.4	0.4	0.5	0.6
Mo-Fr	19:00	Kommissar Rex	0.3	0.6	0.7	0.5	0.6	0.6	0.9
Mo-Fr	20:00	Alarm For Cobra 11	0.3	0.6	0.8	0.6	0.7	0.6	0.9
Mo-Fr	21:00	Special Unit	0.4	0.9	1.1	0.9	0.9	1.0	1.3
Tu-We	21:00	UEFA Champions League	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mo-Fr	22:00	Movie	0.4	0.8	0.9	0.7	0.8	0.8	1.0
Mo-Fr	00:00	Special Unit (RR)	0.1	0.2	0.3	0.1	0.2	0.3	0.4
Mo-Fr	01:00	Erotic Call	0.1	0.1	0.1	0.1	0.1	0.1	0.2
WEEKEND									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Sa-Su	06:00	FAPL (rerun)	0.2	0.2	0.3	0.1	0.1	0.3	0.4
Sa-Su	08:00	Hercules: The Legendary Journeys	0.4	0.5	0.6	0.4	0.6	0.6	0.6
Sa-Su	09:00	Hercules: The Legendary Journeys	0.3	0.5	0.6	0.3	0.4	0.6	0.7
Sa-Su	10:00	Jericho	0.3	0.5	0.6	0.4	0.5	0.5	0.7
Sa-Su	11:00	Movie	0.3	0.4	0.5	0.3	0.4	0.4	0.6
Sa	13:00	Hi Tech	0.2	0.3	0.3	0.3	0.2	0.3	0.4
Su	13:00	Mission My Home	0.4	0.6	0.6	0.4	0.5	0.7	0.8
Sa-Su	13:30	Etajna Sobstvenost	0.4	0.7	0.8	0.6	0.7	0.8	1.0
Sa-Su	13:30	Beat Your Host	0.3	0.6	0.8	0.6	0.7	0.6	0.8
Sa-Su	14:30	Bionic Woman	0.9	0.6	0.8	0.6	0.9	0.5	0.7
Sa-Su	15:30	Deadliest Warrior	0.3	0.5	0.7	0.6	0.8	0.5	0.6
Sa-Su	16:30	FAPL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sa-Su	19:30	Brigada	0.5	0.7	0.7	0.6	0.7	0.8	0.8
Sa-Su	20:30	Movie	0.5	0.8	0.9	0.7	0.8	0.9	1.1
Sa-Su	22:30	Movie	0.3	0.5	0.5	0.4	0.5	0.5	0.6
Sa	00:30	Erotic Call	0.1	0.1	0.2	0.1	0.3	0.1	0.1
Su	00:30	Fraktura	0.1	0.1	0.1	0.1	0.1	0.1	0.1

on 14,15,21 and 22 February

till 12 February
from 18 February
till 12 February

* FAPL and UEFA Champions League should be treated as specials. Their price is 800 BGN in Diema and 300 BGN in Nova Sport.



DIEMA FAMILY									
WEEKDAY									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Mo-Fr	06:15	Forbidden Love	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	06:45	Bon Apetit	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	07:15	Deixa Que Te Leve	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	09:30	Deal Or No Deal	0.2	0.2	0.3	0.2	0.2	0.2	0.4
Mo-Fr	10:30	Little Women	0.2	0.2	0.3	0.2	0.3	0.2	0.2
Mo-Fr	11:30	Kassandra	0.1	0.2	0.3	0.2	0.3	0.2	0.3
Mo-Fr	12:30	Fish On The Cake	0.2	0.3	0.3	0.3	0.4	0.3	0.3
Mo-Fr	13:30	Cuando Me Enamoro	0.2	0.4	0.5	0.4	0.5	0.4	0.5
Mo-Fr	14:30	Bir Istanbul Masali	0.2	0.4	0.5	0.4	0.5	0.3	0.5
Mo-Fr	15:30	Forbidden Love	0.3	0.6	0.8	0.6	0.9	0.5	0.6
Mo-Fr	16:00	Ask Ve Ceza	0.6	0.9	1.1	1.0	1.3	0.8	0.9
Mo-Fr	17:00	Fish On The Cake	0.6	1.0	1.0	1.2	1.3	0.7	0.8
Mo-Fr	18:00	Kassandra	0.2	0.5	0.5	0.4	0.6	0.5	0.5
Mo-Fr	19:00	Cuando Me Enamoro	0.2	0.4	0.4	0.4	0.5	0.3	0.3
Mo-Fr	20:00	Little Women	0.5	0.7	1.0	0.8	1.1	0.6	0.8
Mo-Fr	21:00	Bir Istanbul Masali	2.0	2.4	3.0	2.8	3.5	2.0	2.4
Mo-Fr	22:00	Ask Ve Ceza	2.5	2.9	3.7	3.4	4.3	2.5	3.1
Mo-Fr	23:00	Sohret	0.9	1.1	1.4	1.4	1.7	0.9	1.1
WEEKEND									
DAY	START TIME	PROGRAM	A18-34	A18-49	A25-54	W18-49	W25-54	M18-49	M25-54
Sa-Su	06:00	Deixa Que Te Leve	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Sa-Su	09:30	Don Juan Y Su Bella Dama	0.1	0.2	0.2	0.2	0.3	0.1	0.2
Sa-Su	12:15	I Love You Thousand Times	0.2	0.3	0.4	0.4	0.5	0.2	0.2
Sa-Su	13:15	Farmer Wants A Wife	0.5	0.6	0.8	0.7	0.9	0.4	0.6
Sa-Su	14:15	Romantic Movie	0.6	0.7	1.0	1.0	1.3	0.5	0.6
Sa-Su	16:00	Gumus	1.9	2.3	2.5	3.1	3.1	1.4	1.9
Sa-Su	20:15	Mini Series	0.7	0.8	1.0	0.9	1.0	0.7	1.0
Sa-Su	21:45	Romantic Movie	0.5	0.7	0.8	0.8	0.9	0.6	0.7
Sa-Su	23:30	Movie (re-run)	0.8	0.9	0.8	1.0	0.9	0.8	0.7



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

