

## RECOMMENDED CHANNEL SPLIT - FEBRUARY 2012



<b>FEBRUARY</b>	<b>Nova</b>	<b>Diema</b>	<b>Kino Nova</b>	<b>Diema Family</b>	<b>Nova Sport</b>	<b>TLC</b>	<b>Discovery</b>
<b>A18-49</b>	62%	11%	8%	15%	1%	1%	2%
<b>A25-54</b>	63%	10%	8%	15%	1%	1%	2%
<b>W18-49</b>	62%	12%	9%	15%	0%	2%	0%
<b>W25-54</b>	63%	9%	9%	17%	0%	2%	0%
<b>M18-49</b>	62%	17%	15%	0%	3%	0%	3%
<b>M25-54</b>	61%	18%	15%	0%	3%	0%	3%