

## NOVA AND DIEMA CHANNELS ESTIMATED RATINGS - March 2012



till 05 March  
 from 06 till 12 March  
 from 26 March  
 from 13 March  
 from 14 March  
 from 15 March  
 from 16 March

till 07 March  
 from 08 March

on 03 March

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	1.0	1.0	1.5	1.5	1.5	1.0	1.5
Mo-Fr	09:30	Na Kafe	1.5	2.0	2.5	2.5	2.5	2.0	2.0
Mo-Fr	11:30	Bon Apetit - cooking show	2.0	2.5	3.0	3.0	3.5	2.0	2.5
Mo-Fr	12:00	Sohret - Turkish series	1.5	2.5	2.5	2.5	3.0	2.0	2.5
Mo-Fr	13:00	News	1.5	2.5	2.5	2.5	3.0	2.0	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	16:00	Fish On The Cake (RR)	1.5	1.5	2.0	1.5	2.0	1.5	1.5
Mo-Fr	17:00	Milen's Hour	2.5	2.5	3.5	2.5	3.0	2.5	3.5
Mo-Fr	18:00	Deal Or No Deal	5.0	6.5	7.5	6.0	7.5	6.5	7.5
Mo-Fr	19:00	News	5.5	6.0	7.5	6.0	7.5	6.5	7.0
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	6.5	6.0	6.5	6.5	7.5	6.0	6.0
Mo-Fr	21:00	House MD*	5.0	5.0	6.0	5.5	6.5	5.0	5.0
Mo	21:00	Married With Children (BG Version)*	6.0	5.5	5.5	5.0	5.5	6.0	5.5
Tu	21:00	Payback*	5.0	6.0	6.5	6.0	6.5	6.0	6.5
We	21:00	Money Drop*	5.0	5.5	6.5	6.0	6.5	5.0	6.0
Th	21:00	Etajna Sobstvenost	5.0	6.0	6.5	6.0	7.0	6.0	6.0
Fr	21:00	I Love My Country	4.5	5.5	5.5	5.5	6.0	5.0	5.0
Mo-Fr	22:00	Late News**	3.5	3.5	3.5	3.5	4.0	3.5	3.5
Mo-Fr	22:30	Criminal Minds	3.5	3.5	3.5	3.5	3.5	3.0	3.5
Mo-Fr	23:30	Nip/Tuck	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Mo-Fr	23:30	Heroes	1.5	1.5	1.5	1.5	2.0	1.5	1.5
			WEEKEND						
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	1.5	1.5	1.5	1.0	1.0
Sa	09:00	Station Nova	3.0	3.0	4.0	3.5	4.5	3.0	3.5
Su	09:00	Station Nova	3.0	3.0	4.0	3.5	4.5	3.0	3.5
Sa	11:30	Movie	2.5	2.0	2.5	2.5	3.0	2.0	2.0
Sa	13:30	Movie	2.0	2.5	2.5	2.5	3.0	2.0	2.0
Sa	16:00	Direct with Karbovski	3.5	4.0	5.5	4.5	5.5	4.0	5.5
Su	17:00	Investigation	4.0	4.5	5.0	5.0	6.0	4.0	4.5
Su	17:30	Four Eyes	5.0	6.0	6.5	6.0	7.0	5.5	6.5
Sa	18:00	Otechestven Front	5.5	6.0	7.0	6.0	7.0	6.0	7.0
Sa-Su	19:00	Kalendar	5.0	5.5	6.5	5.0	6.5	5.5	6.0
Sa	20:00	I Love My Country Special	5.5	6.5	7.0	7.0	7.5	6.0	6.5
Sa	20:00	Movie	6.0	6.0	7.5	6.0	7.0	6.5	7.5
Su	20:00	Movie	6.0	6.0	7.5	6.0	7.0	6.5	7.5
Sa	22:00	Hot	4.0	4.5	5.0	4.5	5.0	4.0	5.0
Su	22:30	Movie	2.5	2.5	3.0	2.5	3.0	3.0	3.0
Sa	23:00	Movie	1.5	1.5	1.5	1.5	1.5	1.0	1.0

\* THESE PROGRAMMES ARE DEEMED "SPECIALS" AND WILL BE SURCHARGED WITH PROGRAMME INDEX OF 1.05

\* On 19th of March there is one additional episode of House MD.

\*\* From 16th of March there will be no Late News in 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)	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Mo-Fr	08:00	MacGyver (RR)	0.2	0.2	0.3	0.2	0.2	0.3	0.3
Mo-Fr	09:00	Alarm For Cobra 11 (RR)	0.3	0.5	0.7	0.4	0.5	0.6	0.9
Mo-Fr	10:00	Movie (rerun)	0.3	0.4	0.7	0.3	0.5	0.5	0.8
Mo-Fr	12:00	Na Inat (RR)	0.2	0.2	0.3	0.1	0.2	0.2	0.3
Mo-Fr	12:30	Kommissar Rex (RR)	0.5	0.6	0.8	0.4	0.6	0.7	1.0
Mo-Fr	13:30	The Unit	0.6	0.7	0.9	0.6	0.8	0.7	1.0
Mo-Fr	14:30	LA Heat	0.4	0.5	0.6	0.3	0.5	0.6	0.8
Mo-Fr	15:30	Miami Vice	0.3	0.4	0.6	0.4	0.5	0.5	0.7
Mo-Fr	16:30	Nash Bridges	0.5	0.5	0.7	0.5	0.7	0.5	0.8
Mo-Fr	17:30	MacGyver	0.3	0.3	0.4	0.3	0.4	0.4	0.4
Mo-Fr	18:30	Na Inat	0.3	0.5	0.5	0.3	0.3	0.7	0.8
Mo-Fr	19:00	Kommissar Rex	0.4	0.6	0.8	0.5	0.6	0.7	0.9
Mo-Fr	20:00	Alarm For Cobra 11	0.6	0.8	1.0	0.8	0.9	0.7	1.1
Mo-Fr	21:00	NCIS	0.8	1.1	1.3	1.0	1.2	1.2	1.5
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	0.6	0.9	1.1	0.8	0.9	1.0	1.4
Mo-Fr	00:00	NCIS (RR)	0.1	0.2	0.2	0.2	0.1	0.2	0.3
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)	0.1	0.1	0.2	0.1	0.1	0.2	0.2
Sa-Su	08:00	Knight Rider	0.2	0.3	0.4	0.3	0.4	0.3	0.4
Sa-Su	09:00	Knight Rider	0.2	0.3	0.4	0.3	0.4	0.4	0.5
Sa-Su	10:00	Viasat Documentaries	0.3	0.5	0.6	0.5	0.5	0.5	0.7
Sa-Su	11:00	Movie	0.4	0.6	0.8	0.6	0.7	0.6	0.9
Sa	13:00	Hi Tech	0.1	0.3	0.4	0.3	0.3	0.3	0.5
Su	13:00	Mission My Home	1.0	0.9	1.1	0.7	1.0	1.0	1.2
Sa-Su	13:30	Beat Your Host	0.3	0.6	0.8	0.6	0.7	0.6	0.8
Sa-Su	15:30	Deadliest Warrior	0.4	0.4	0.6	0.4	0.5	0.4	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	The Crow	0.4	0.6	0.7	0.6	0.7	0.6	0.7
Sa-Su	20:30	Movie	0.7	1.0	1.3	1.0	1.2	1.1	1.4
Sa-Su	22:30	Movie	0.2	0.3	0.4	0.3	0.4	0.4	0.5
Sa	00:30	Erotic Call	0.1	0.1	0.2	0.2	0.2	0.1	0.2
Su	00:30	Fraktura	0.1	0.1	0.1	0.1	0.1	0.1	0.1

on 06,07,13,14,27 and 28 March






\* 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 Appetit	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	07:30	Unutulmaz	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mo-Fr	09:30	Deal Or No Deal	0.1	0.2	0.2	0.2	0.2	0.2	0.3
Mo-Fr	10:30	Little Women	0.2	0.2	0.3	0.3	0.3	0.2	0.2
Mo-Fr	11:30	Kassandra	0.1	0.1	0.2	0.1	0.1	0.1	0.2
Mo-Fr	12:30	Storm Of Love	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Mo-Fr	13:30	Cuando Me Enamoro	0.2	0.3	0.3	0.3	0.4	0.2	0.3
Mo-Fr	14:30	Bir Istanbul Masali	0.3	0.4	0.5	0.5	0.6	0.3	0.4
Mo-Fr	15:30	Forbidden Love	0.6	0.6	0.9	0.6	0.9	0.6	0.8
Mo,Fr	16:00	Ezel	0.7	0.9	1.0	1.1	1.2	0.6	0.8
Tu-Th	16:00	Ask Ve Ceza	0.5	0.7	0.9	0.6	1.0	0.7	0.8
Mo-Fr	17:00	Storm Of Love	0.7	0.7	0.8	0.8	0.9	0.6	0.7
Mo-Fr	18:00	Kassandra	0.3	0.4	0.4	0.3	0.3	0.5	0.5
Mo-Fr	19:00	Cuando Me Enamoro	0.3	0.4	0.5	0.3	0.5	0.4	0.5
Mo-Fr	20:00	Little Women	0.7	0.9	1.1	0.8	1.1	0.9	1.0
Mo-Fr	21:00	Bir Istanbul Masali	1.0	1.2	1.5	1.3	1.6	1.1	1.3
Mo-We	22:00	Ask Ve Ceza	2.6	2.7	3.3	3.2	3.9	2.2	2.6
Th-Fr	22:00	Ezel	2.6	2.6	3.0	2.8	3.4	2.4	2.6
Mo-Fr	23:00	Sohret	1.0	1.1	1.4	1.4	1.6	0.9	1.2
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	0.3	0.1	0.2
Sa-Su	09:30	Don Juan Y Su Bella Dama	0.2	0.2	0.3	0.3	0.3	0.1	0.2
Sa-Su	12:15	I Love You Thousand Times	0.5	0.7	0.8	0.8	0.7	0.7	0.9
Sa-Su	13:15	Farmer Wants A Wife	0.5	0.7	0.9	0.8	1.0	0.5	0.8
Sa-Su	13:15	X-Factor Castings	0.5	0.7	0.9	0.8	1.0	0.5	0.8
Sa-Su	14:15	Romantic Movie	1.1	1.1	1.5	1.3	1.8	0.9	1.2
Sa-Su	16:00	Gumus	1.6	2.0	2.4	2.4	2.9	1.5	1.9
Sa-Su	20:15	Mini Series	1.1	1.4	1.8	1.7	2.1	1.0	1.5
Sa-Su	21:45	Romantic Movie	0.8	1.1	1.4	1.3	1.5	0.9	1.2
Sa-Su	23:30	Movie (re-run)	0.4	0.6	0.7	0.6	0.7	0.5	0.7

till 11 March  
from 17 March



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	0.2	0.2	0.2	0.2
Mo-Fr	12:00-15:59	Day Time	0.2	0.3	0.3	0.3	0.3	0.2	0.4
Mo-Fr	16:00-17:59	Blockbuster Movie	0.2	0.2	0.4	0.3	0.3	0.2	0.4
Mo-Fr	18:00-19:59	Series	0.2	0.3	0.4	0.4	0.4	0.3	0.3
Mo-Fr	20:00-20:59	CSI	0.9	0.9	1.2	1.0	1.2	0.9	1.2
Mo-Fr	21:00-23:59	Prime Time	0.5	0.7	0.8	0.6	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	0.3	0.4	0.4	0.4	0.4	0.3	0.4
Sa-Su	16:00-19:59	Blockbuster movies	0.4	0.7	0.8	0.6	0.8	0.7	0.8
Sa-Su	20:00-20:59	CSI	0.9	0.9	1.3	1.0	1.3	0.9	1.2
Sa-Su	21:00-23:59	Prime Time	0.5	0.7	0.8	0.7	0.8	0.6	0.7



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