



Szombat Esti Láz

RTL Klub aired two series of this celebrity dancing show in 2006. Each series comprised seven episodes, all of which scored excellent audience ratings.

Average audience share
target group: 18-49

42.5%



Domino Day

4,079,381 dominos – a new world record – were systematically toppled at the most recent Domino Day. Under the motto 'Music in Motion,' the dominos were set up in nine spectacular images ranging from hip hop to classical to pop.



Fabry

Sándor Fabry is RTL Klub's top talk show host. His stand-up comedy and talk show has been going strong for over six years and still draws more than 40 per cent of the target audience.



Mónika

On the screen for more than six years, Mónika Erdélyi is the host of the first and longest running daily afternoon talk show *Mónika* in Hungary.



Gyözike

The weekly reality docu-soap follows the life of Hungary's famous Roma rapper Gyözike and his family. The format continued to score high ratings in 2006.

Average audience share
target group: 18-49

38.9%



Gávölgyi

On the air for years, this Benny Hill-type sketch show which stars the popular Hungarian comedian Gávölgyi still performs very strongly.



Baratok közt

After its summer break, this local daily soap made a very strong comeback in fall 2006 thanks to a good cliffhanger at the end of the preceding season and effective advance promotion.



Cobra 11

This German action series drew large audiences on RTL Klub with an average audience share of 40.8 per cent in the target group in 2006.

Average audience share
target group: 18-49

40.8%

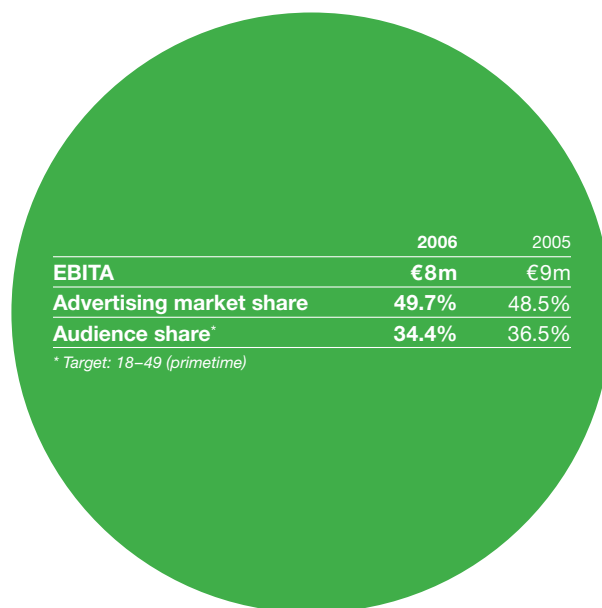
Highlights 2006

RTL Klub maintained its leadership position with an average audience share of 34.4 per cent in adults 18–49 (primetime) in 2006.

Programme highlights include formats such as the daily soap, *Barátok Közt (Best Friends)* which drew an average 39.4 per cent audience share in primetime in the target group, and the reality show *Győzike* which reported an average audience share of 38.9 per cent.

A new show, based on celebrity dancing, *Saturday Night Fever*, was launched in 2006 and over the two series recorded an average audience share of 42.5 per cent.

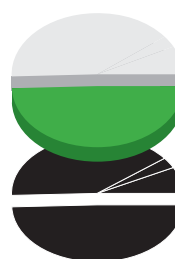
Overall, 16 out of the 20 most popular programmes on Hungarian television were broadcast by RTL Klub in 2006.



National advertising breakdown

Source: RTL Klub Estimates

2006 (%)

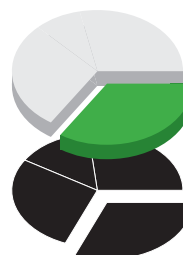


RTL Klub	49.7
TV 2	40.0
MTV	2.9
Others	7.4

National audience breakdown

Source: AGB Hungary, Target: 18–49 (primetime)

2006 (%)



RTL Klub	34.4
TV 2	28.5
MTV	9.0
Others	28.1