

Weitester Seherkreis bayerische Lokalprogramme in TSD - **Top 10** - 2011

Bevölkerung ab 14 Jahre in Bayern gesamt

münchen.tv / RTL München Live	721
FRANKEN FERNSEHEN	533
TV Oberfranken, TVO	329
Regional Fernsehen Oberbayern	253
a.tv – (Augsburg u. Schwaben)	243
intv Regionalfernsehen	221
OTV, Oberpfalz TV	217
TV Allgäu Nachrichten	187
TVA Regionalfernsehen	165
DONAU TV	137

Weitester Seherkreis in Prozent - **Top 10** - 2011

Bevölkerung ab 14 Jahre in Kabelhaushalten im jeweiligen Kabelverbreitungsgebiet

Ø 44,1

OTV, Oberpfalz TV	66,8
Tele Regional Passau 1	59,5
TV Oberfranken, TVO	58,0
main.tv	52,8
TV Allgäu Nachrichten	52,7
a.tv – (Augsburg u. Schwaben)	51,3
DONAU TV	50,7
TV touring Schweinfurt	49,5
Regio TV Schwaben	48,7
Regional Fernsehen Landshut	46,6

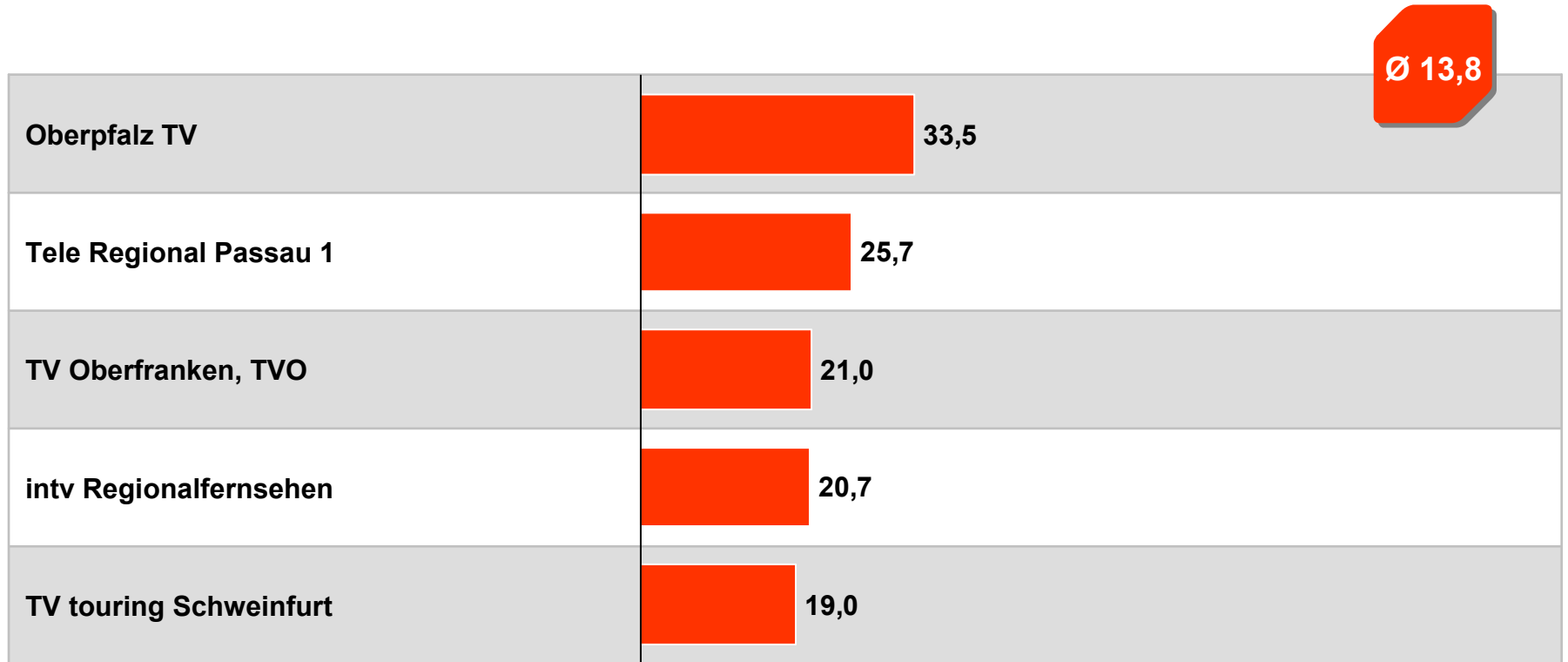
Tagesreichweite Montag - Freitag in TSD - **Top 10** - 2011

Bevölkerung ab 14 Jahre im jeweiligen Gesamtverbreitungsgebiet

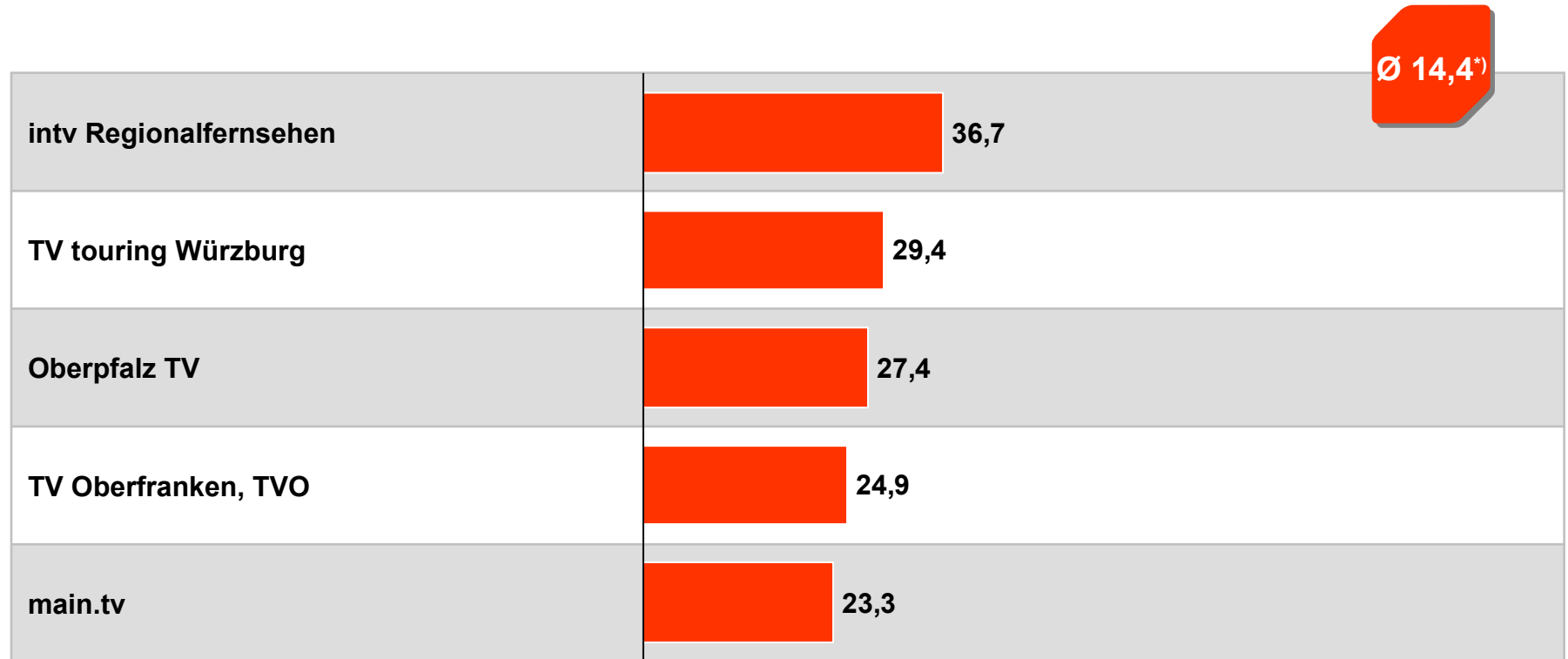
münchen.tv / RTL München Live	197
TV Oberfranken, TVO	84
FRANKEN FERNSEHEN	83
OTV, Oberpfalz TV	58
Regional Fernsehen Oberbayern	55
a.tv – (Augsburg u. Schwaben)	54
TVA Regionalfernsehen	49
TV Allgäu Nachrichten	48
intv Regionalfernsehen	48
TV touring Würzburg	40

Tagesreichweite Montag - Freitag in Prozent - **Top 5** - 2011

Bevölkerung ab 14 Jahre in Kabelhaushalten im jeweiligen Kabelverbreitungsgebiet



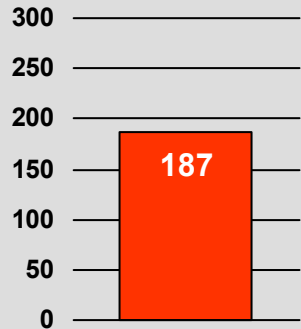
Ø ¼-Std.-Marktanteile Montag - Freitag 18.00 - 18.30 Uhr in Prozent - **Top 5** - 2011
Bevölkerung ab 14 Jahre in jeweiligen RTL-Fensterhaushalten



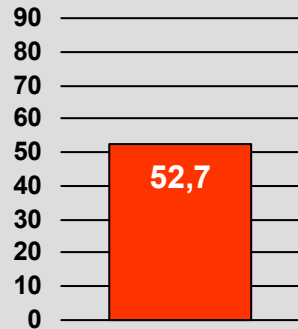
*) Ø RTL-Fensterprogramme (Ø Lokalprogramme = 15,6)

TV Allgäu Nachrichten: Zentrale Reichweitenwerte

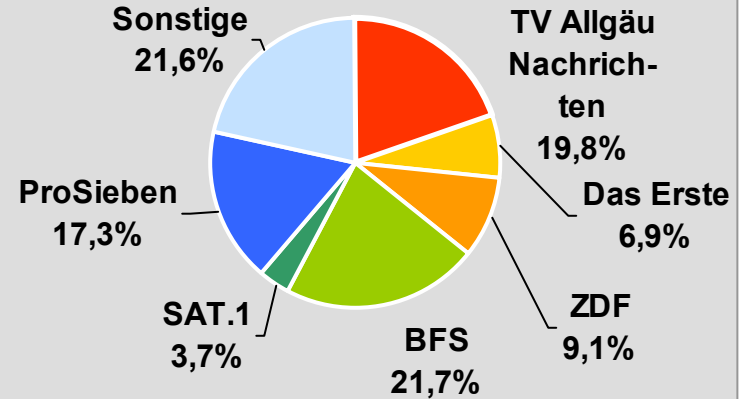
Bevölkerung ab 14 Jahre



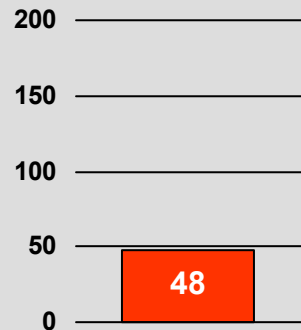
Weitester Seherkreis
gesamt in TSD



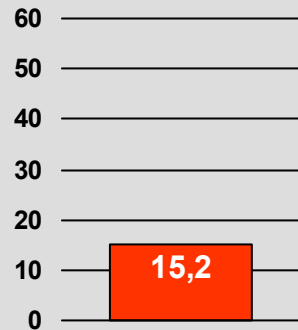
Weitester Seherkreis in
Kabelhaushalten in %



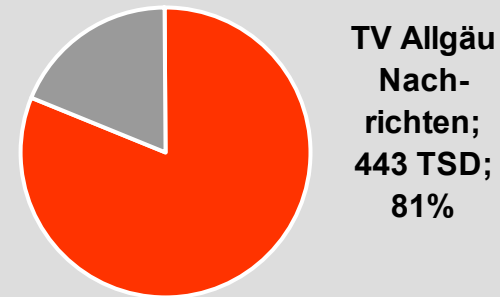
Marktanteile (Mo-Fr) in RTL-FHH
18.00-18.30 Uhr



Tagesreichweite (Mo-Fr)
gesamt in TSD



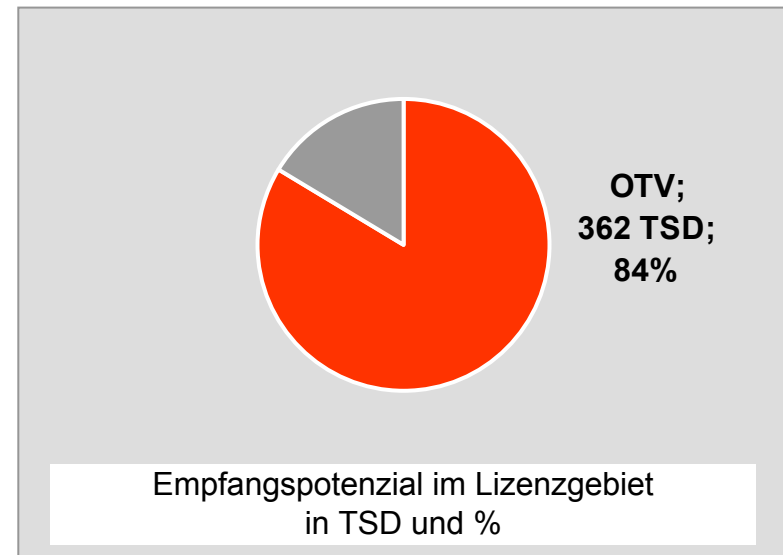
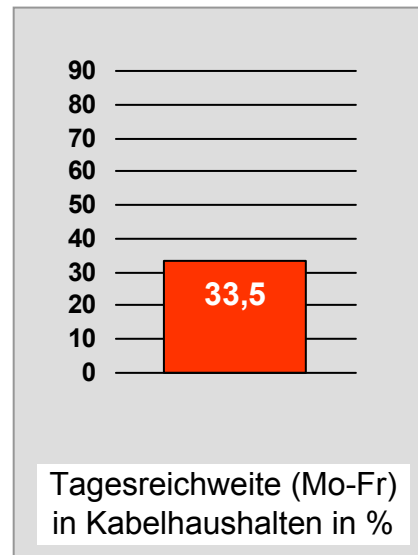
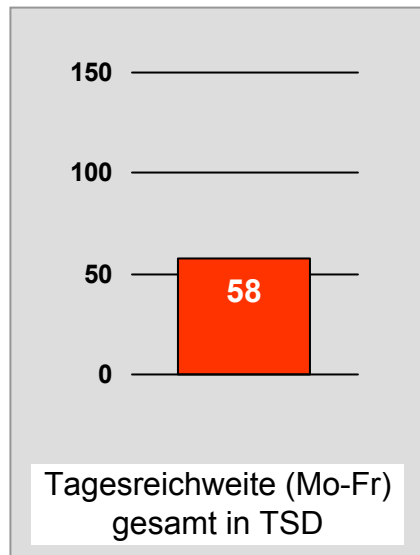
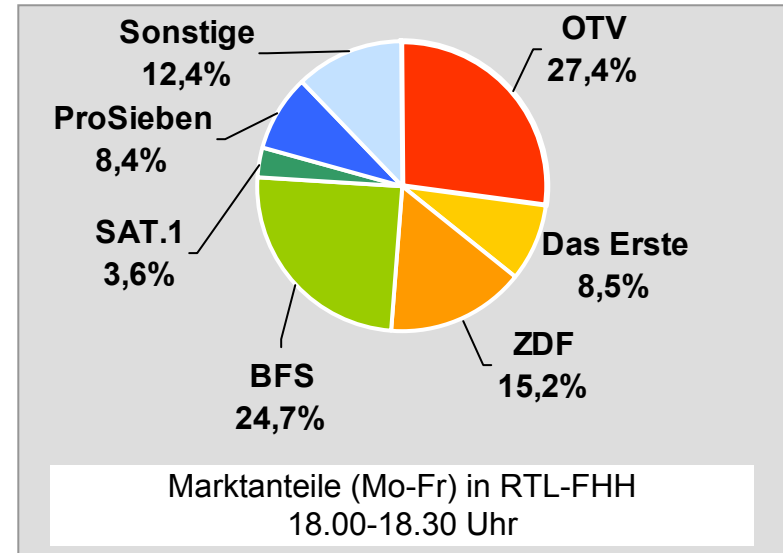
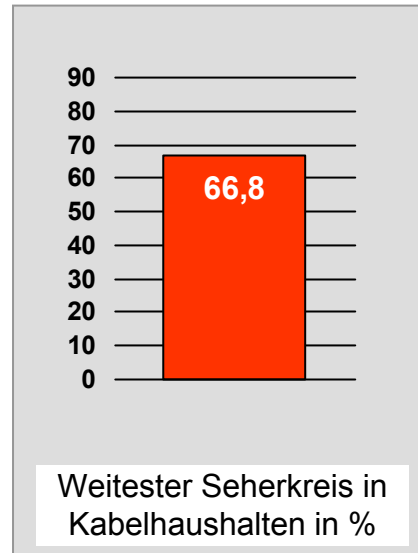
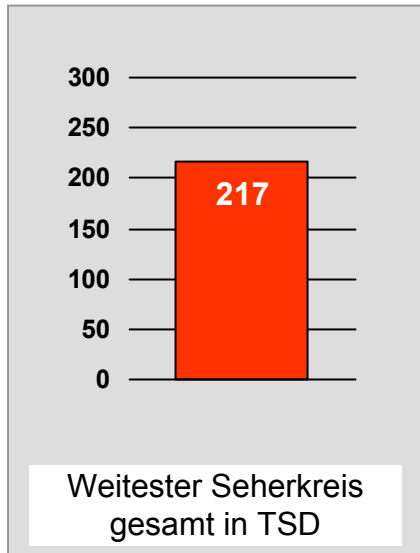
Tagesreichweite (Mo-Fr)
in Kabelhaushalten in %



Empfangspotenzial im Lizenzgebiet
in TSD und %

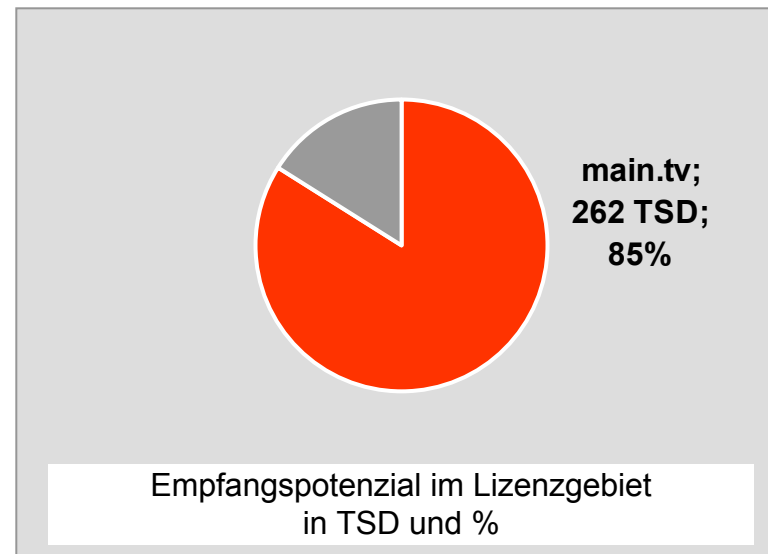
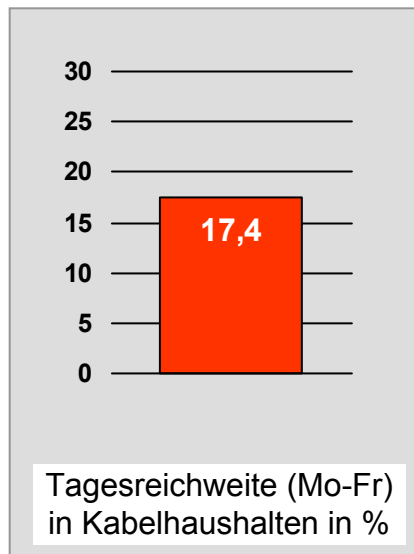
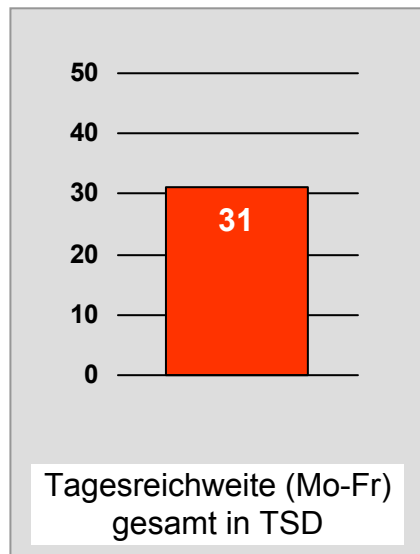
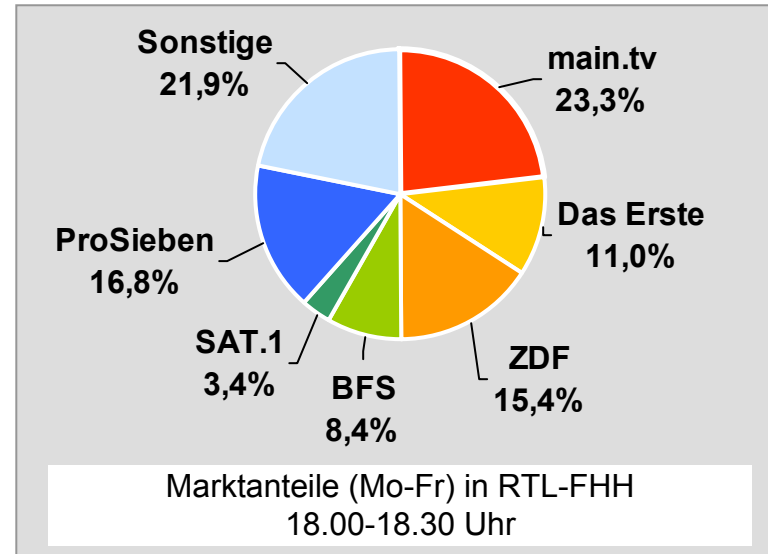
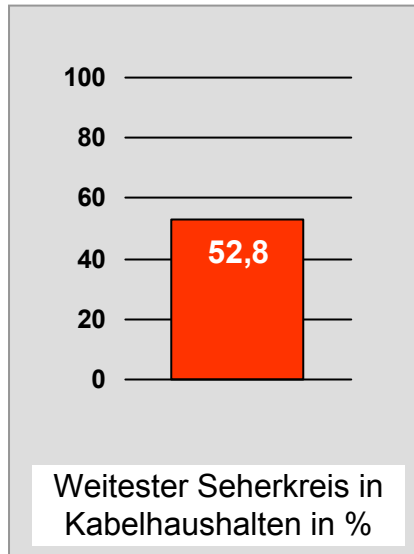
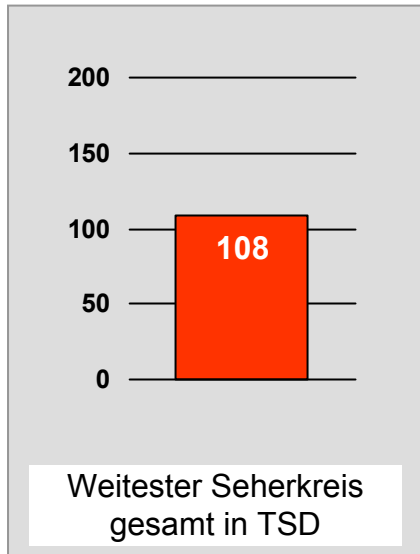
Oberpfalz TV, OTV: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



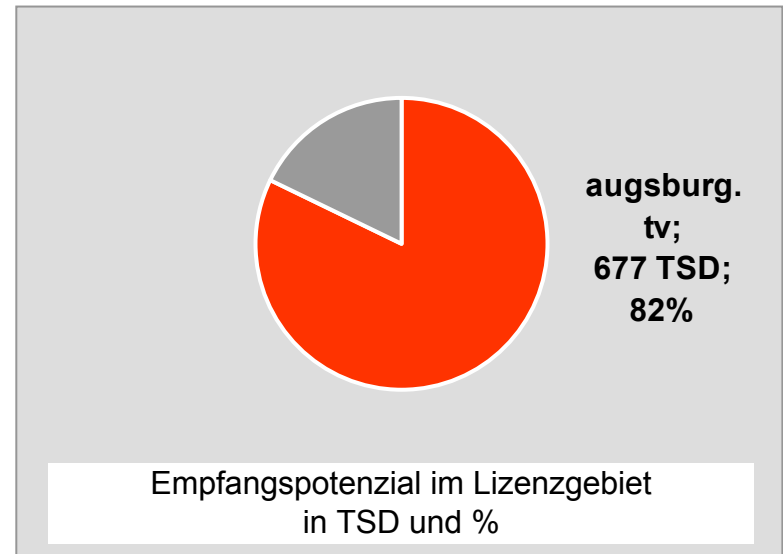
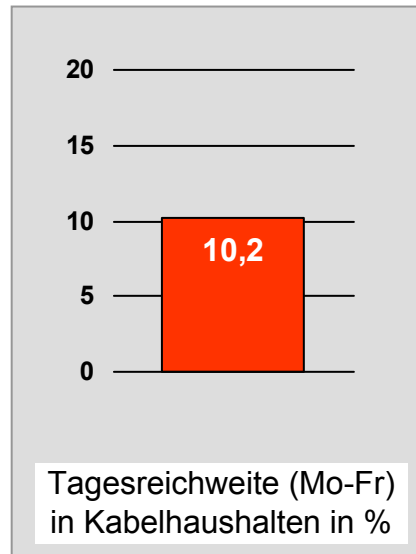
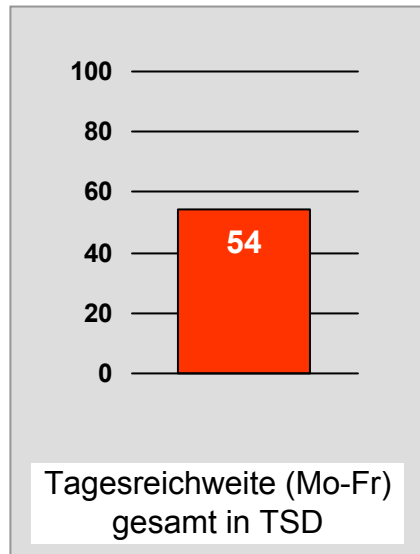
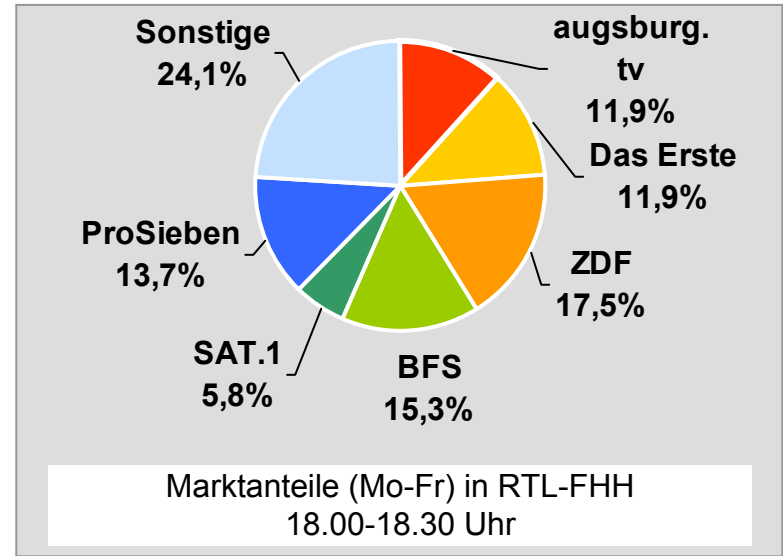
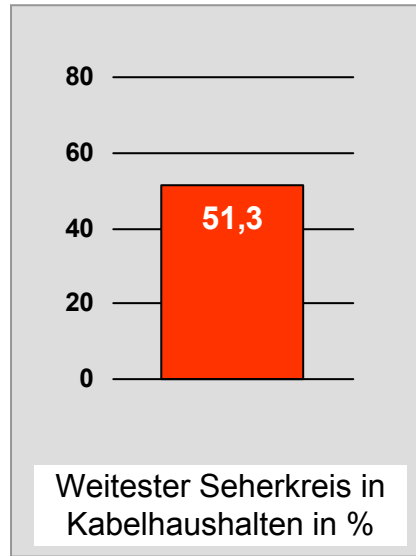
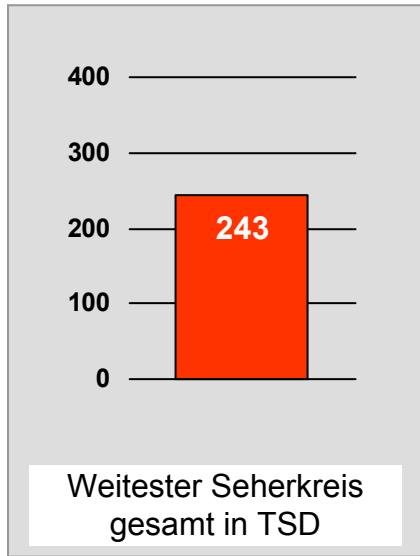
main.tv (Aschaffenburg): Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



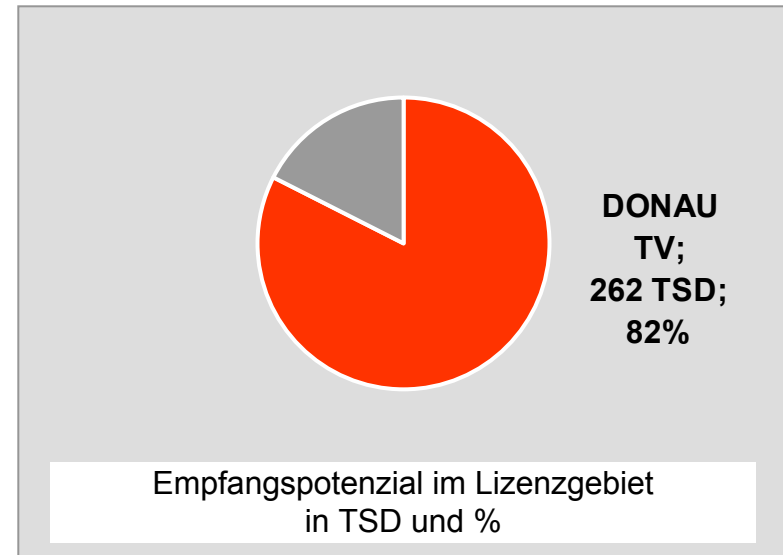
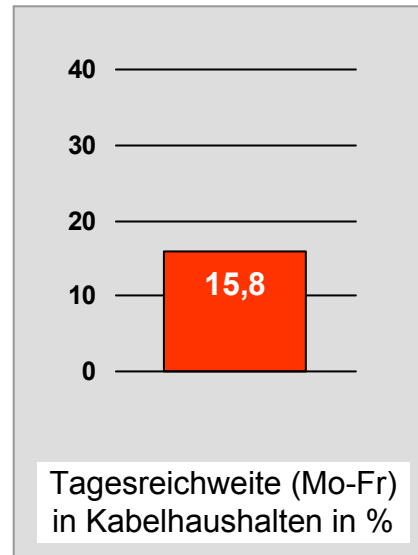
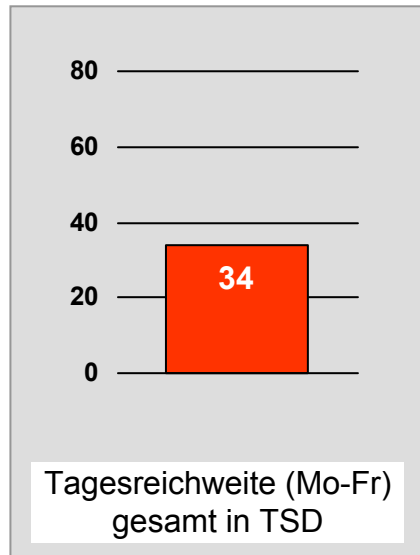
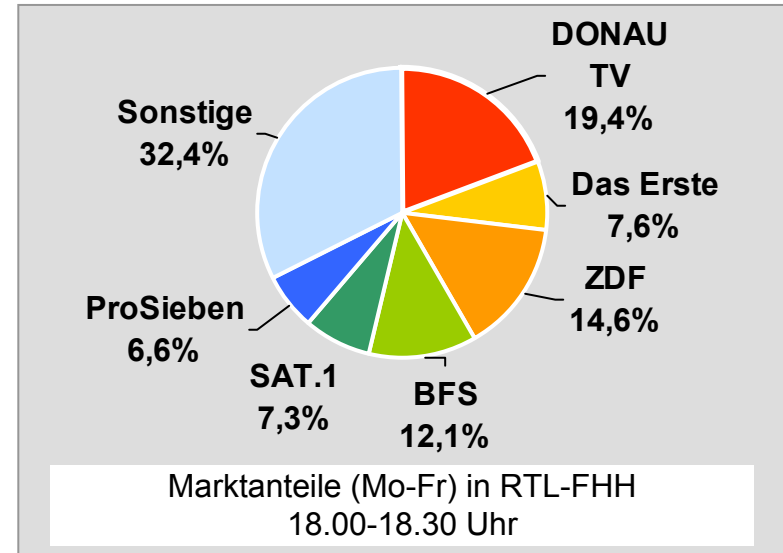
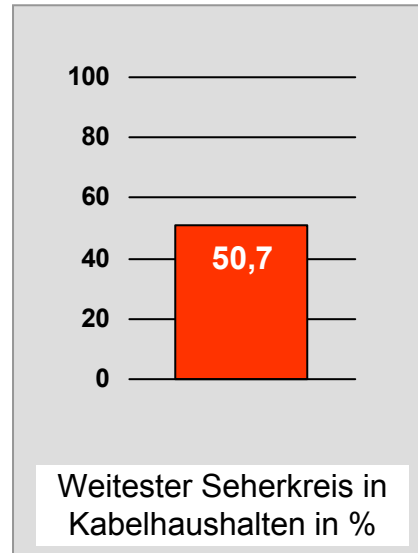
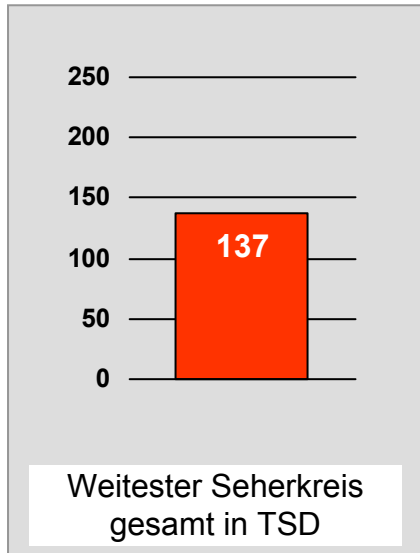
a.tv - Fernsehen für Augsburg und Schwaben: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



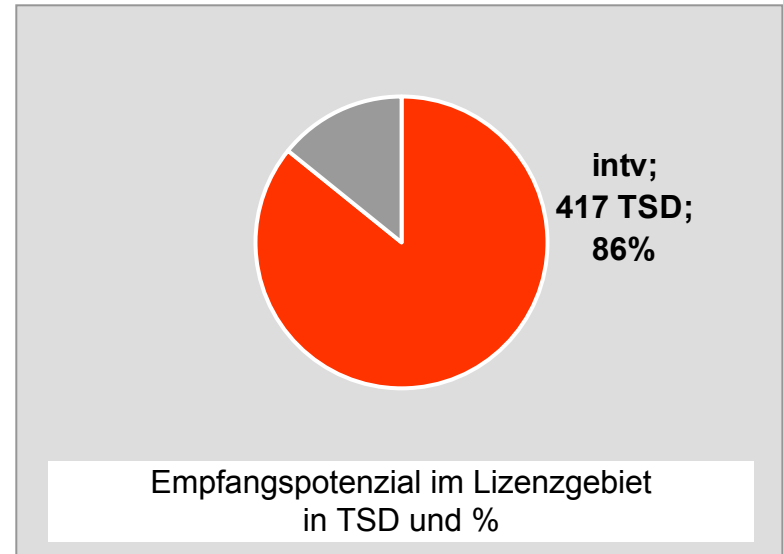
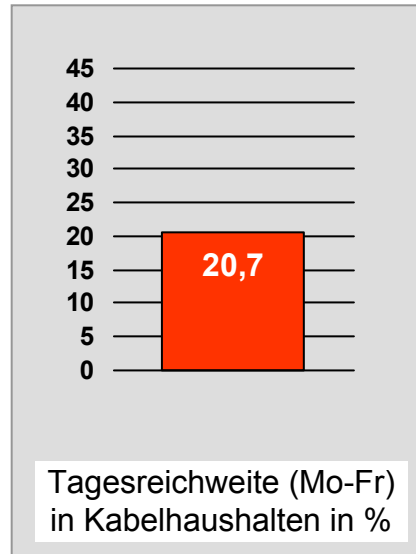
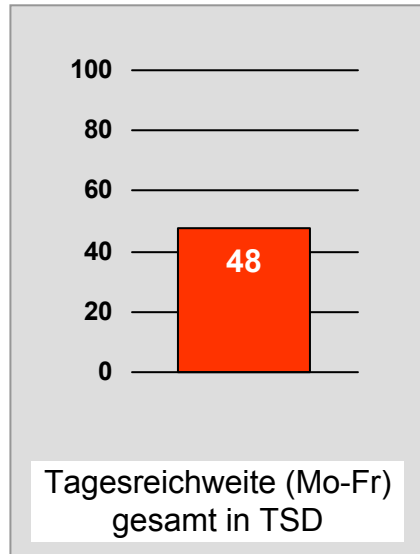
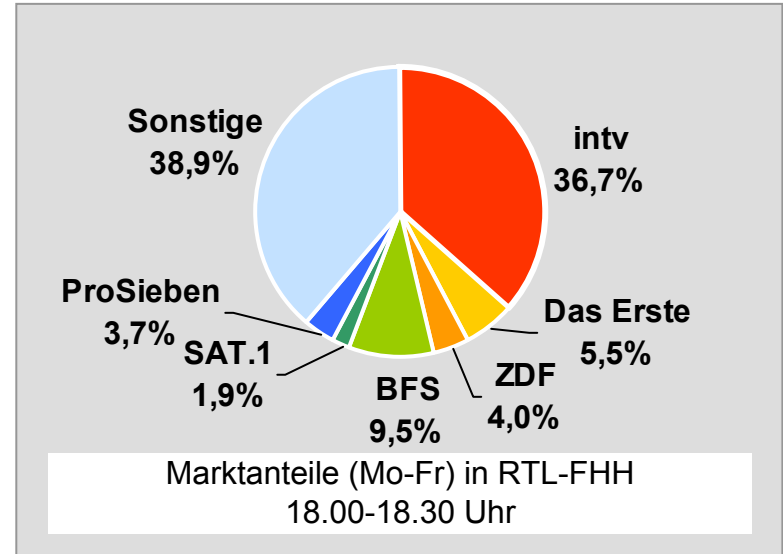
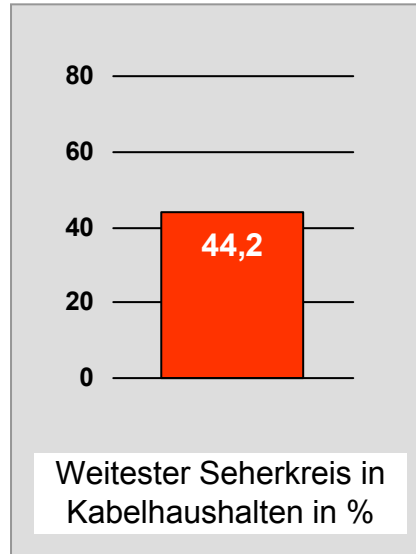
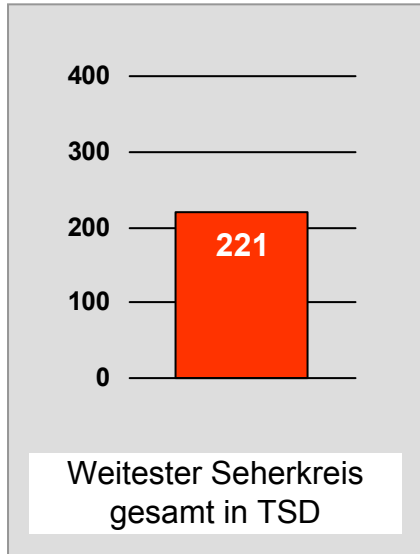
DONAU TV: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



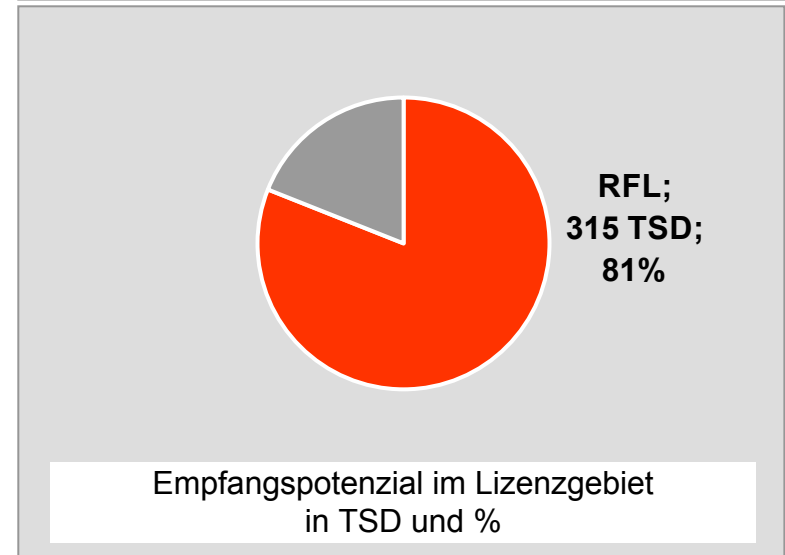
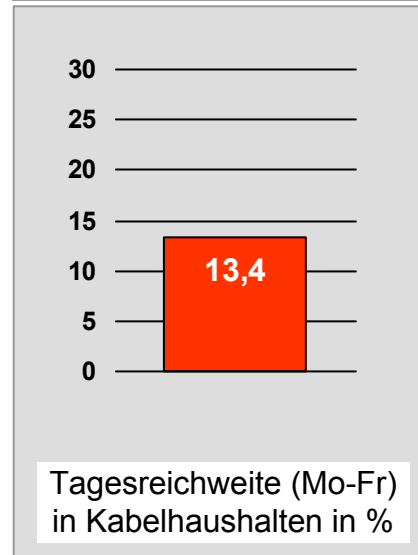
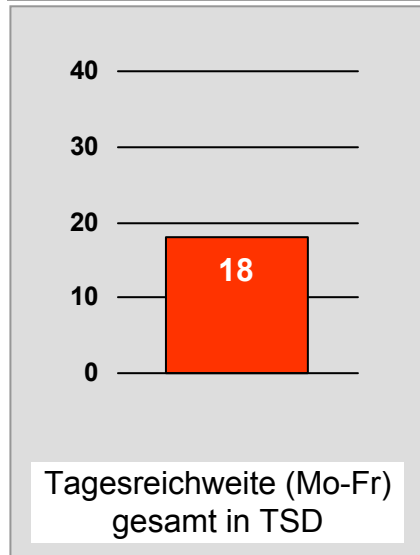
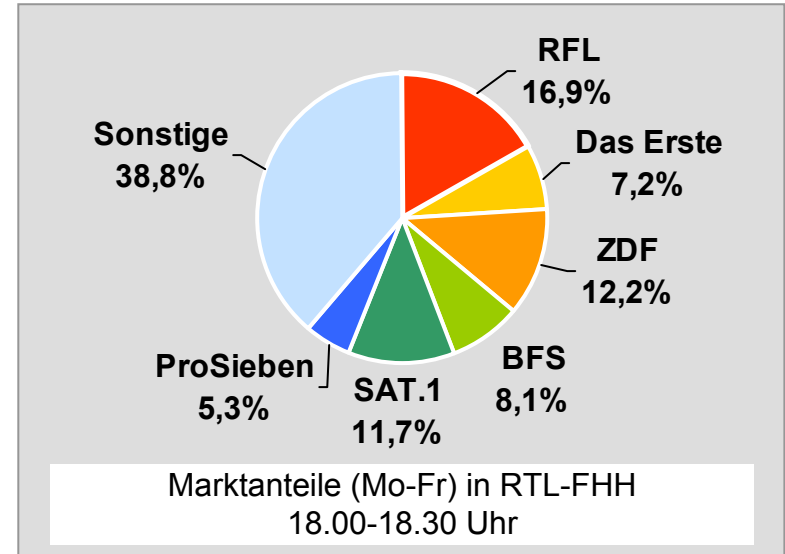
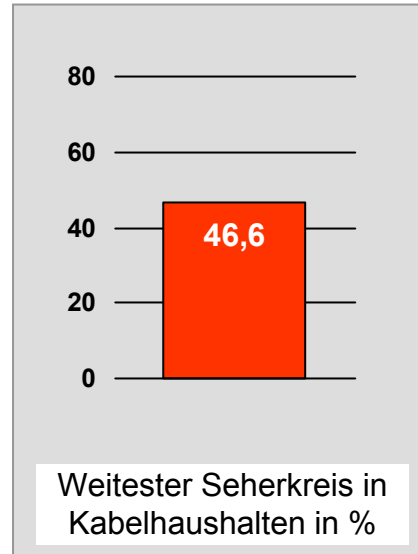
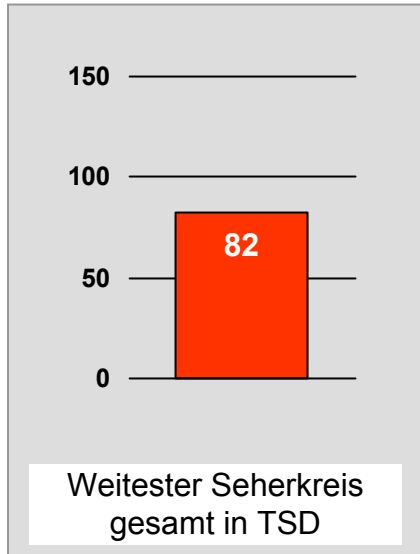
intv - Regionalfernsehen: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



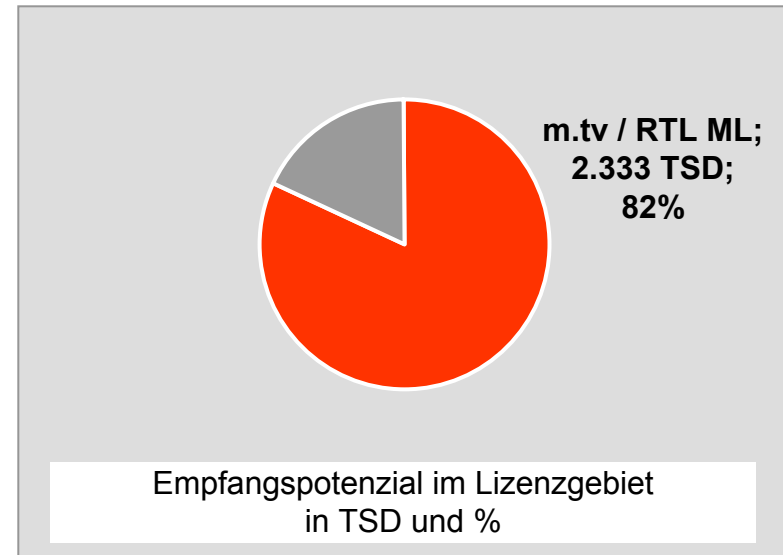
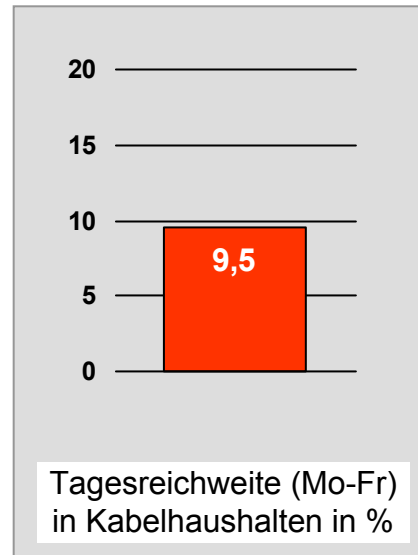
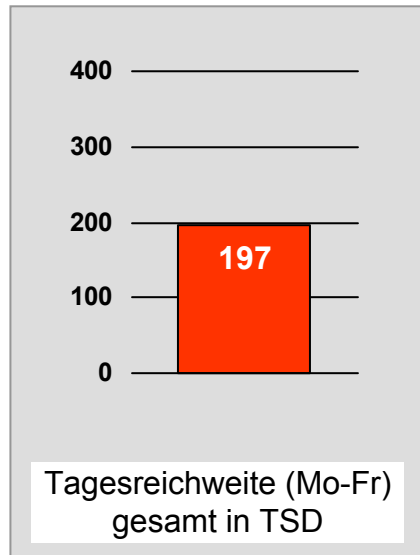
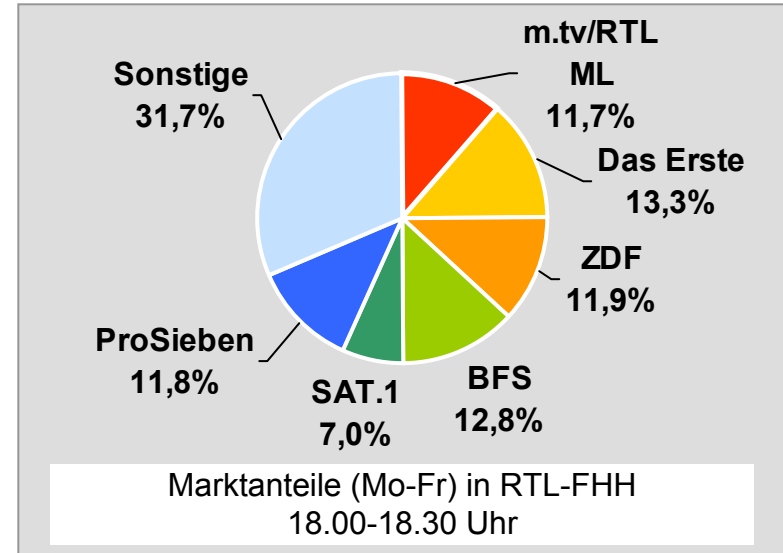
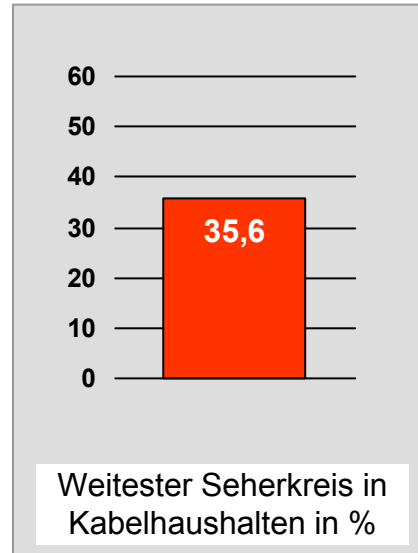
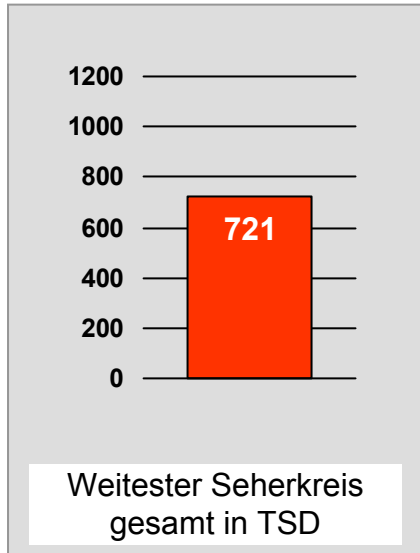
Regional Fernsehen Landshut, RFL: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



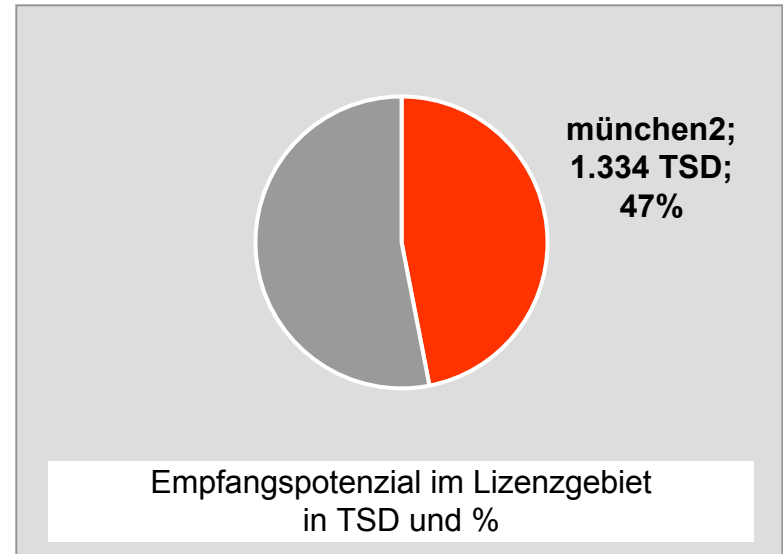
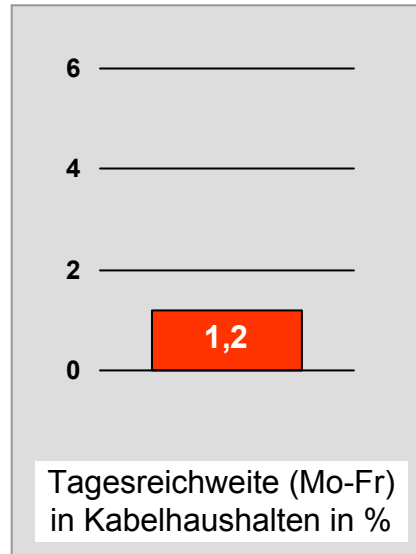
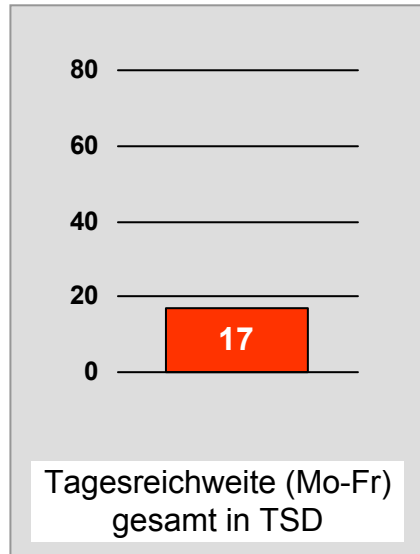
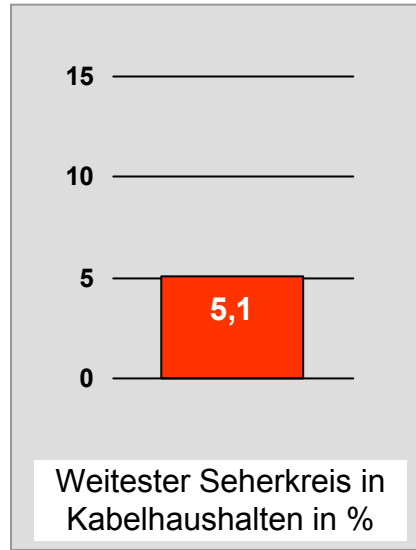
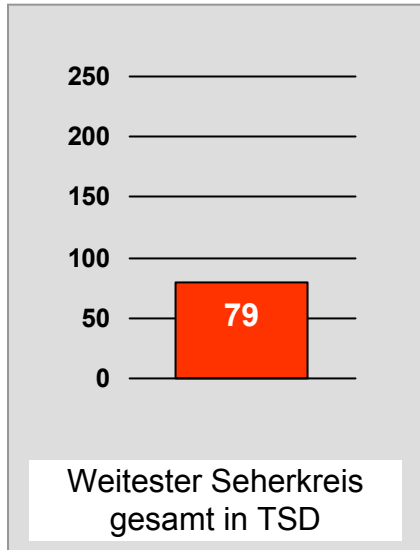
münchen.tv / RTL München Live: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



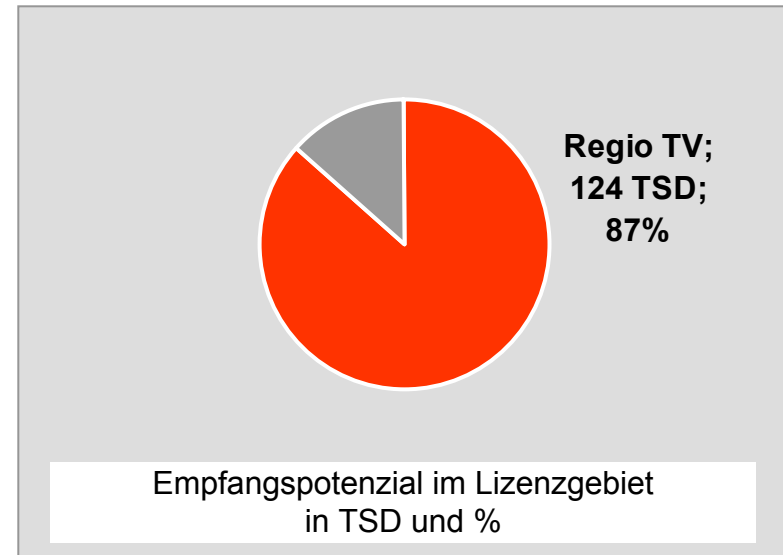
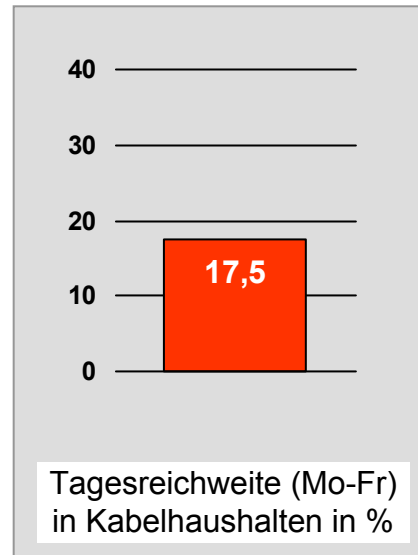
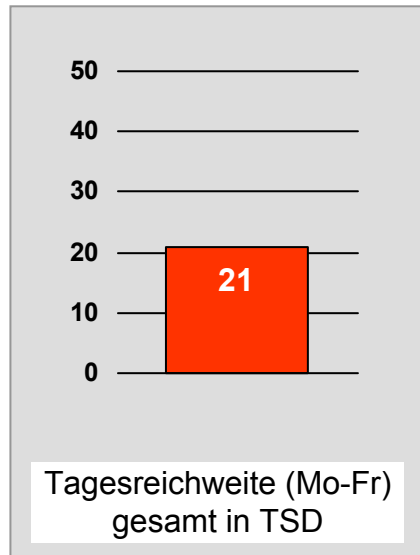
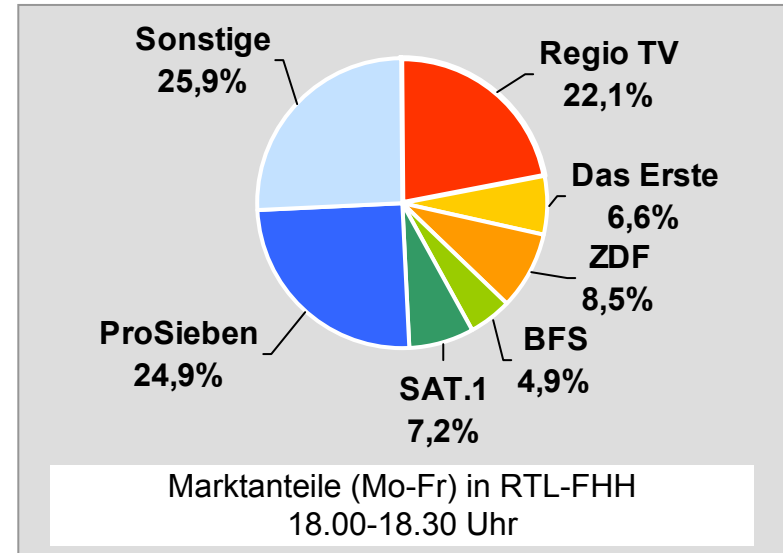
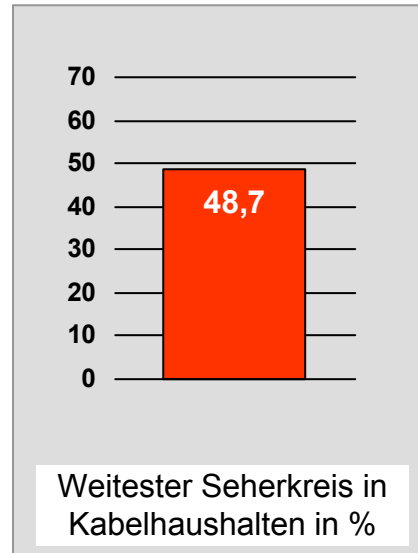
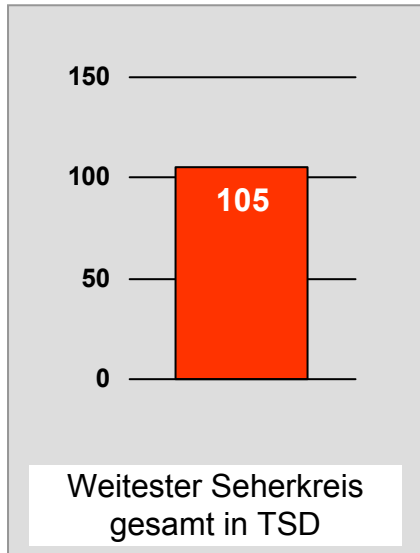
münchen2: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



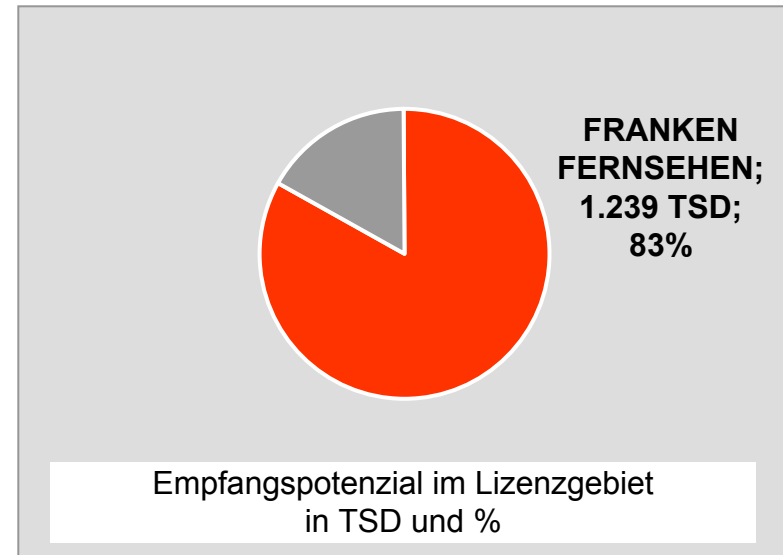
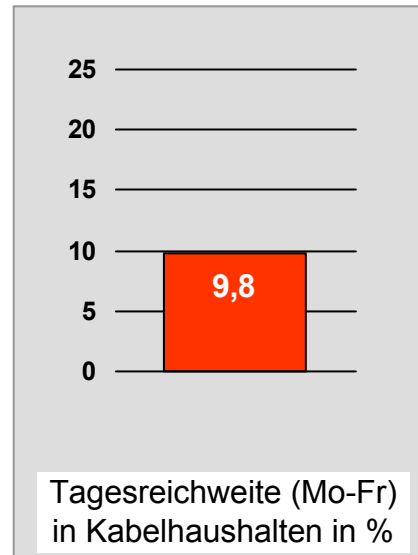
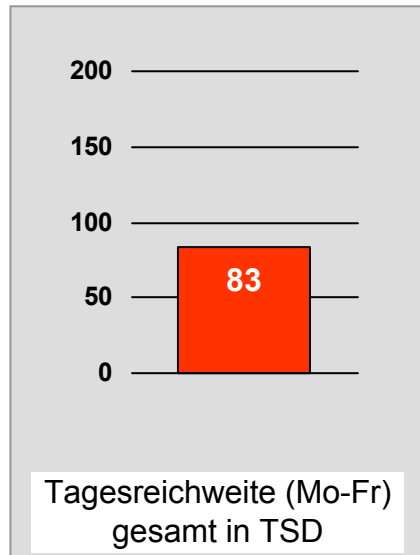
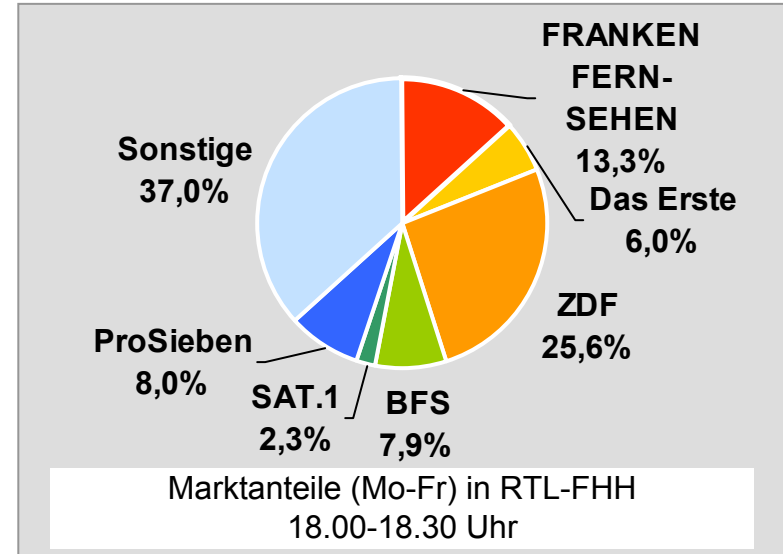
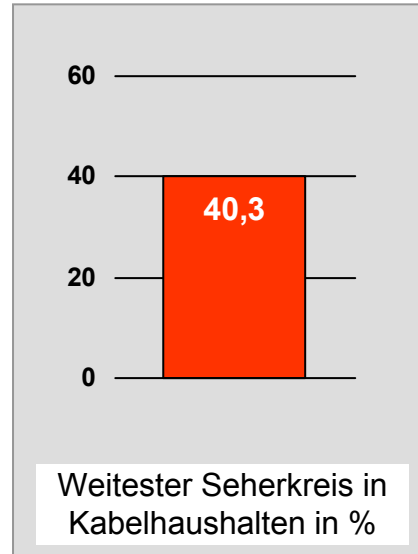
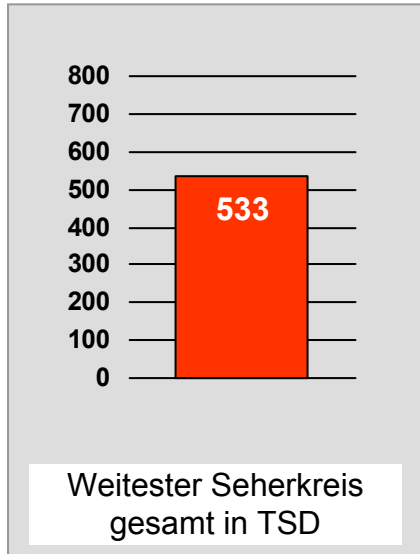
Regio TV Schwaben: Zentrale Reichweitenwerte (in Bayern)

Bevölkerung ab 14 Jahre



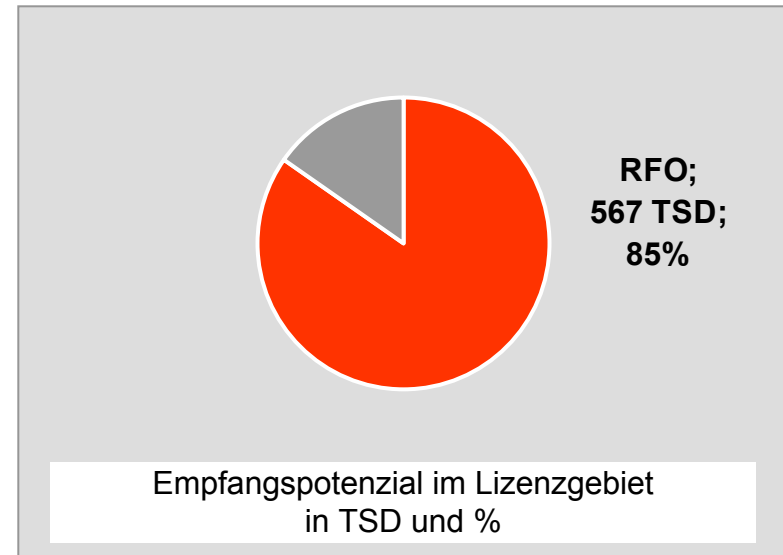
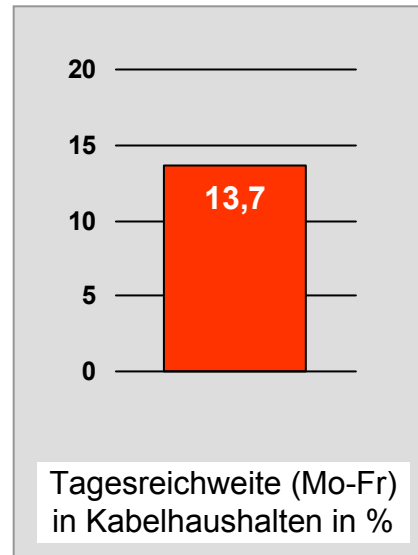
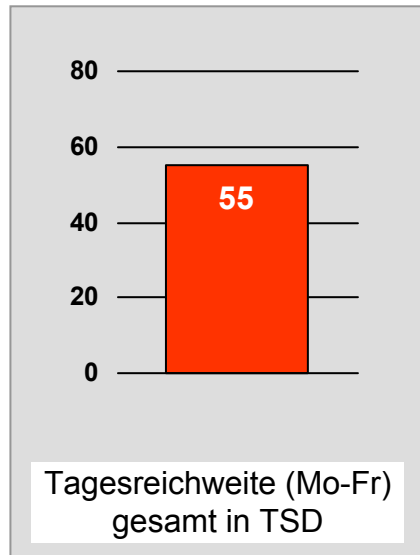
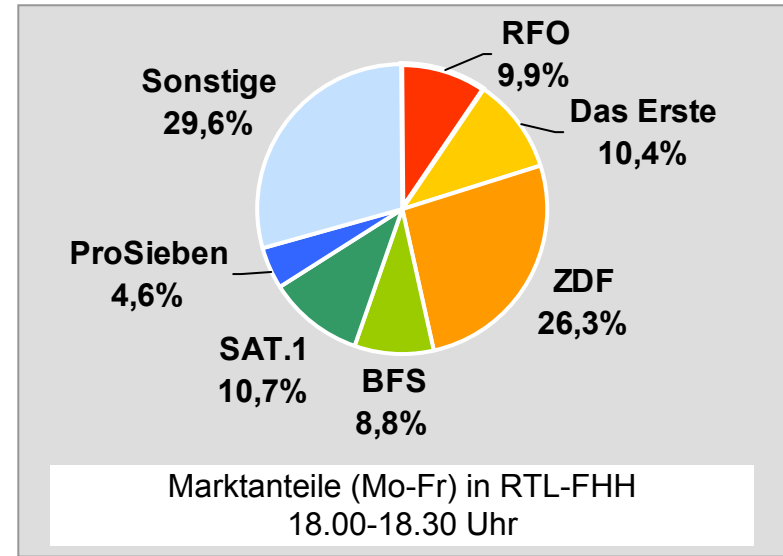
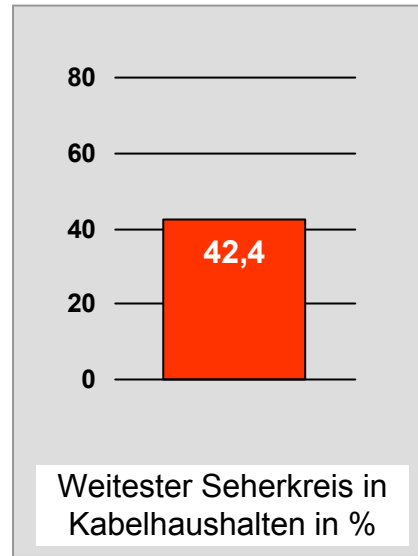
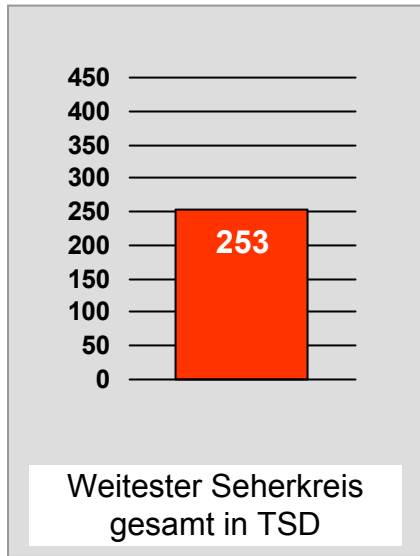
FRANKEN FERNSEHEN: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



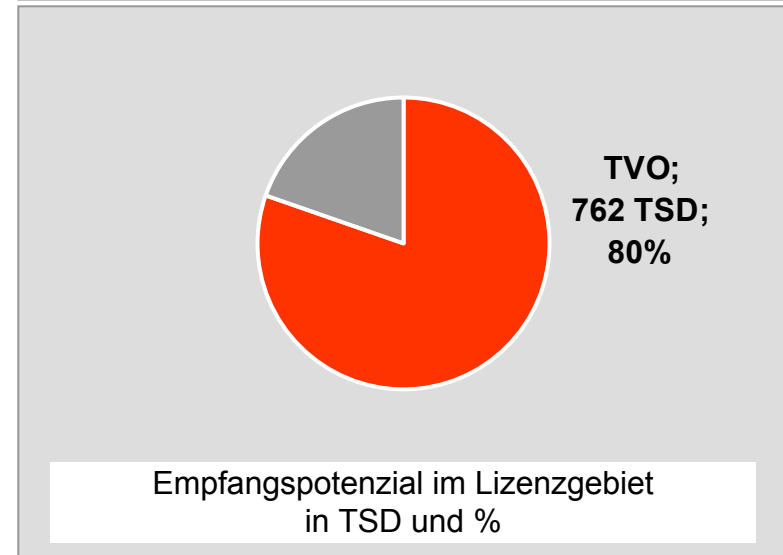
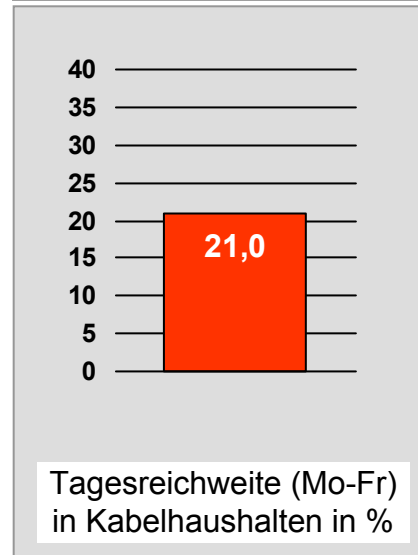
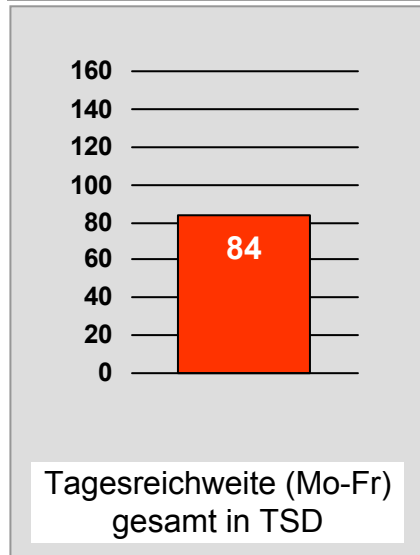
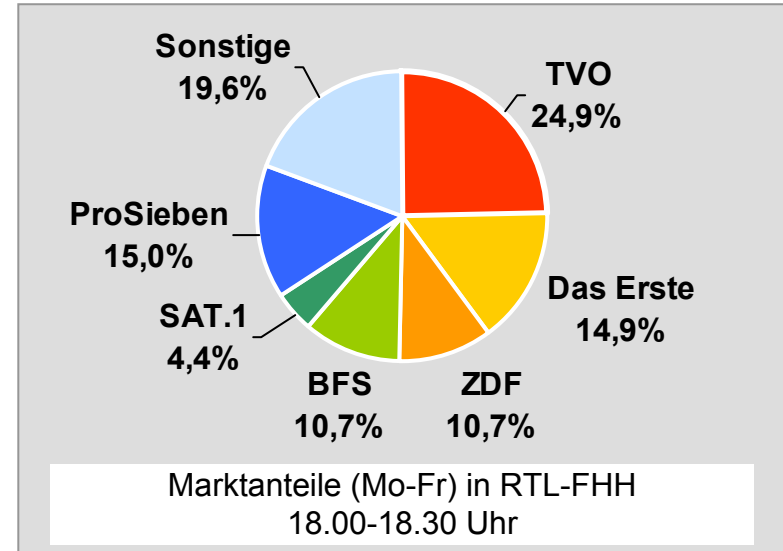
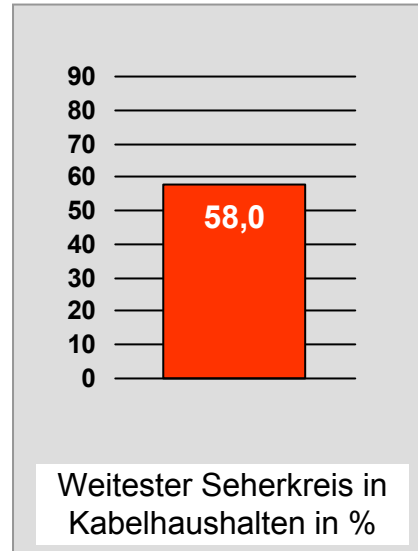
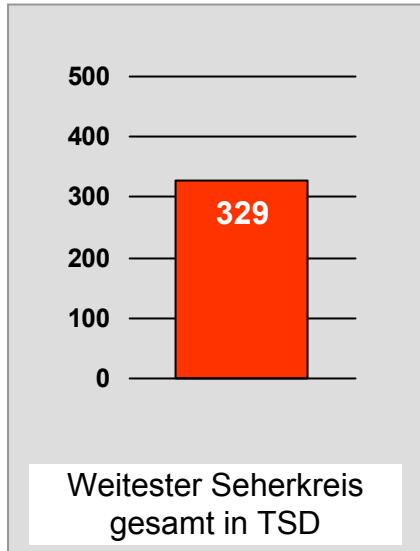
Regional Fernsehen Oberbayern, RFO: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



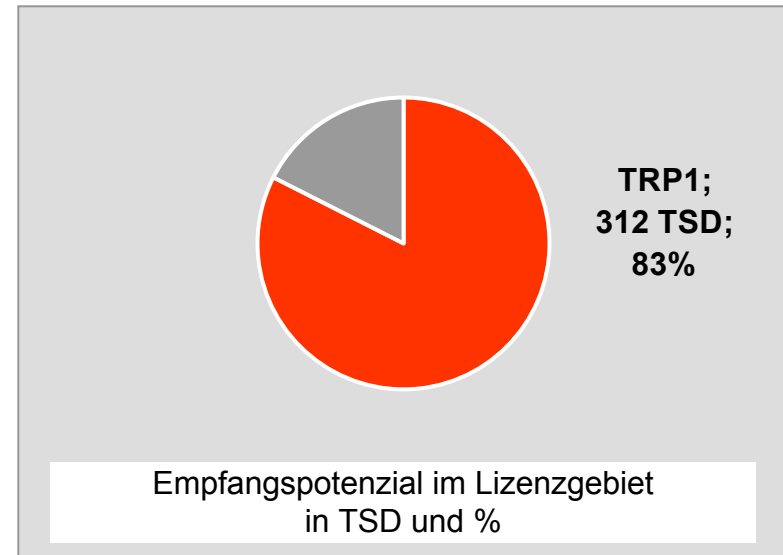
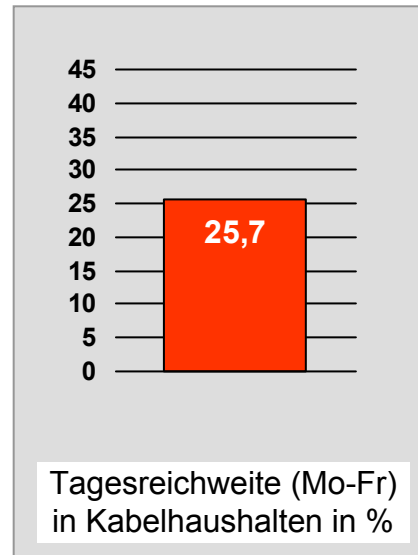
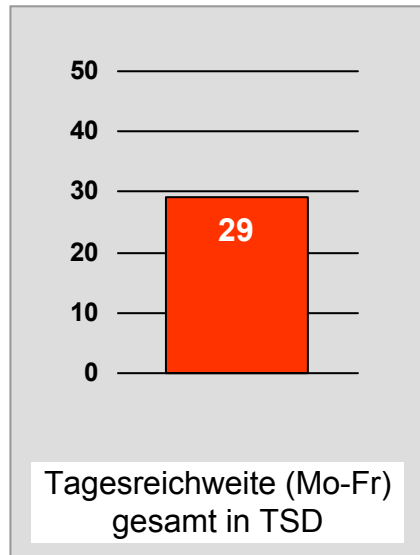
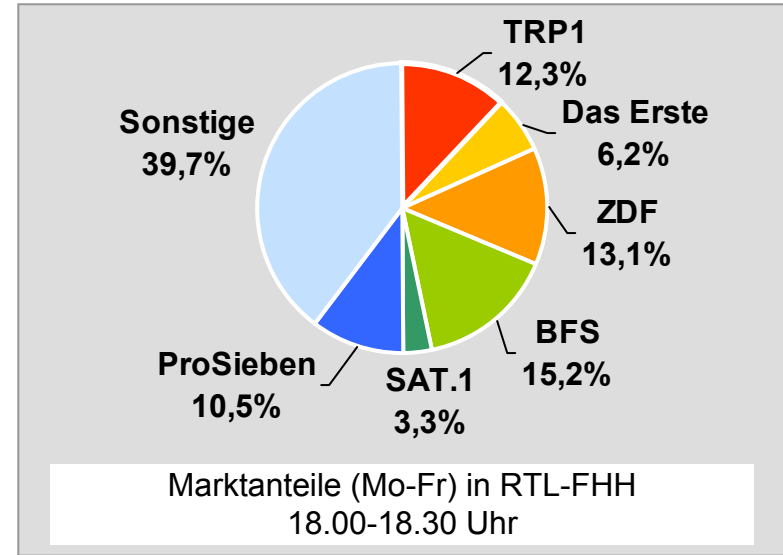
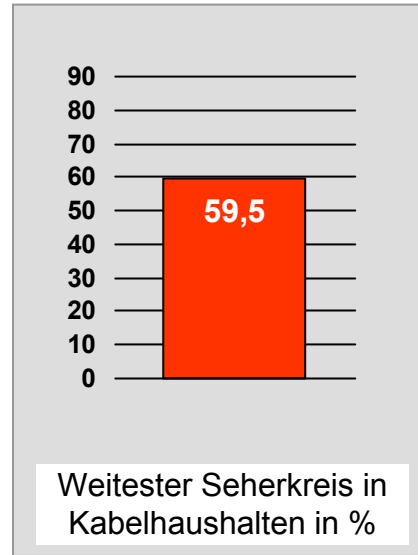
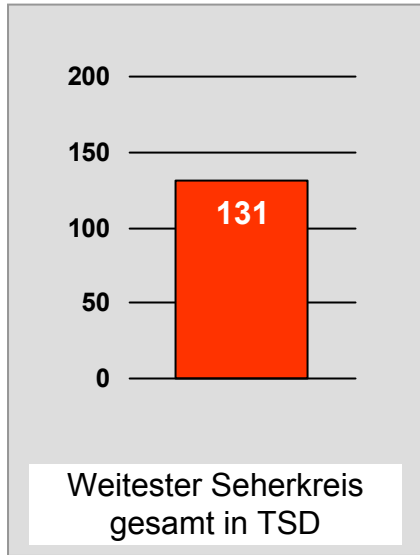
TV Oberfranken, TVO: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



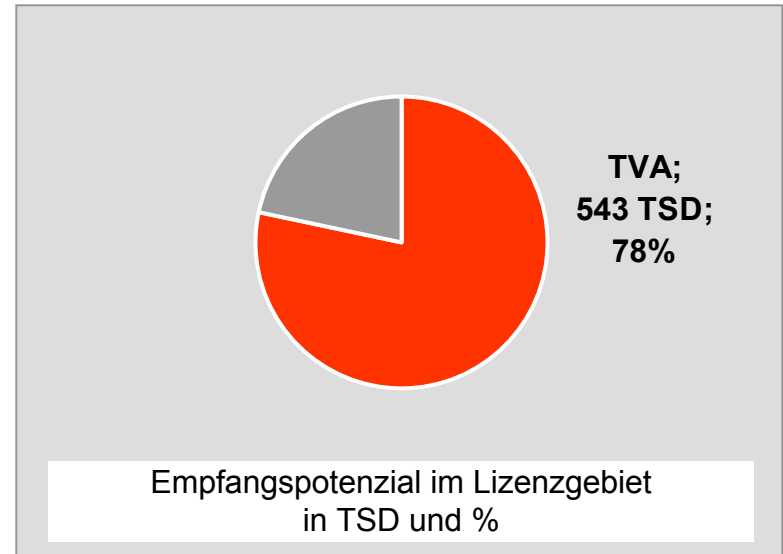
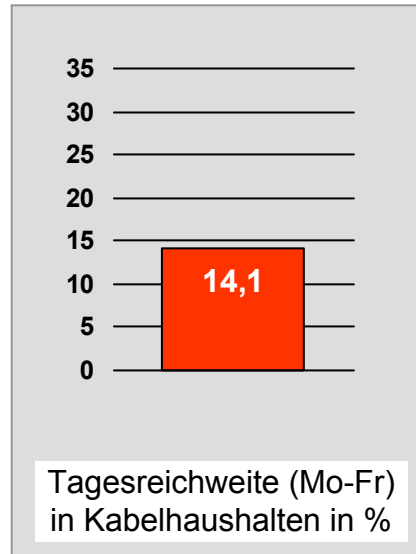
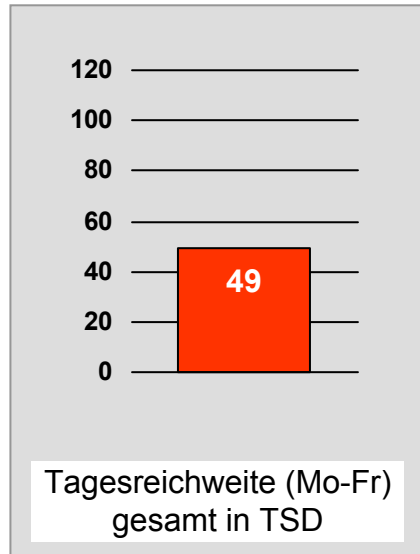
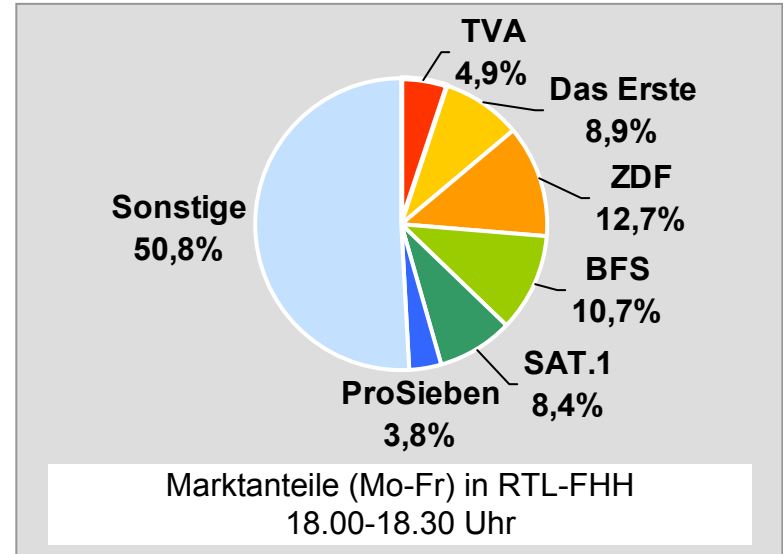
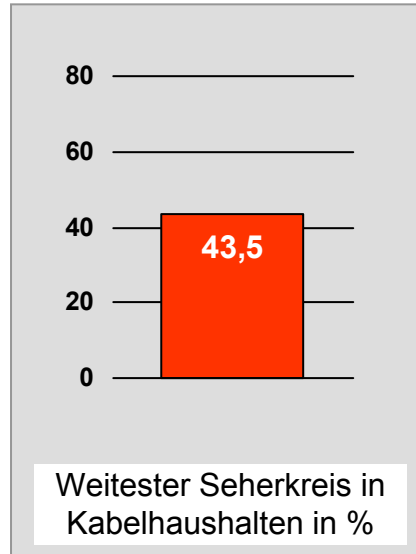
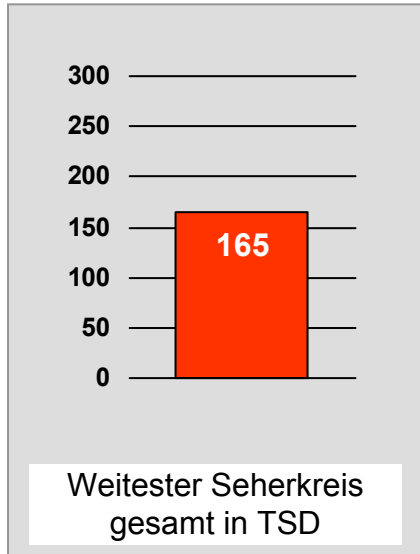
Tele Regional Passau 1, TRP1: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre



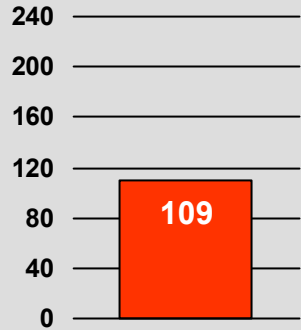
TVA Regionalfernsehen: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre

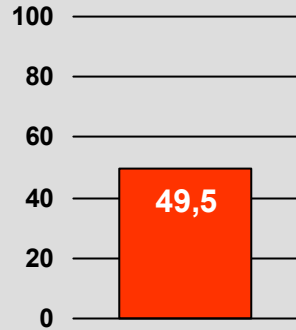


TV touring Schweinfurt: Zentrale Reichweitenwerte

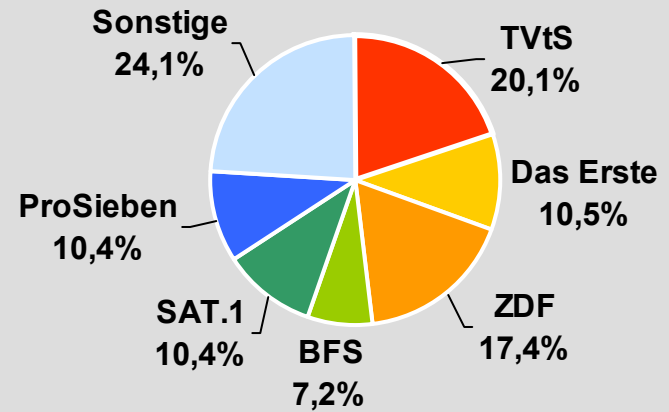
Bevölkerung ab 14 Jahre



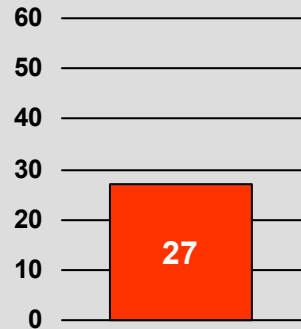
Weitester Seherkreis
gesamt in TSD



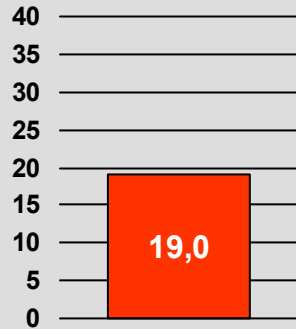
Weitester Seherkreis in
Kabelhaushalten in %



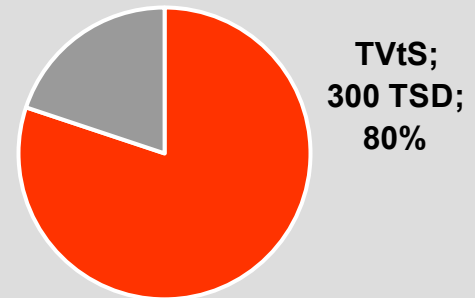
Marktanteile (Mo-Fr) in RTL-FHH
18.00-18.30 Uhr



Tagesreichweite (Mo-Fr)
gesamt in TSD



Tagesreichweite (Mo-Fr)
in Kabelhaushalten in %



Empfangspotenzial im Lizenzgebiet
in TSD und %

TV touring Würzburg: Zentrale Reichweitenwerte

Bevölkerung ab 14 Jahre

