

Case 3

- a) Please produce a weekly reach for 'the Big 5' of the A3-99 target group, similar to the figures in MMS weekly reports. We would like to see average figures of the weeks of July 2009, week 27-31, with the reach criterion of 15 consecutive minutes viewed any of the 7 days within the week.
- b) Furthermore we would like to see average daily figures as below for week 34 in August 2009.

0934	Reach (%) Av. day (5 min)	Reach (000) Av. day (5 min)	Viewing time (h:m) Average day	Share (%)	Reach (%) Weekly (15 min)
SVT1					
SVT2					
TV3					
TV4					
Kanal 5					
Tot:					