



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL – JUNE 2011**

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PREFACE

Article 30(2) of the Broadcasting Act, Chapter 350 of the Laws of Malta, requires the Broadcasting Authority to make and transmit to the Prime Minister a report that includes the results of independent audience research which ascertains:

- (a) the state of listenership or viewership of broadcasting services provided in Malta;
- (b) the state of public opinion concerning programmes included in broadcasting services provided in Malta;
- (c) any effects of such programmes on the attitudes or behaviour of those who watch them; and
- (d) the types of programmes that members of the public would like to be included in broadcasting services provided in Malta.

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2010 – September 2011 that is representative of the whole population. This report contains the analysis of these interviews for the period **1st April to 30th June 2011**.

Part One of the report details the analysis of the data collected and includes the questionnaire used; the classification of localities in the Maltese Islands by district as found in this particular work; a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period; as well as calculations by half-hour slots for radio and television audiences rounded up to the nearest thousand for the sake of simplicity.

The calculation of absolute numbers for each period depends on the latest demographic data published annually by the N.S.O. which in themselves are calculated on the latest Population Census [2005] adjusted with total live births, deaths, marriages, data on separations, registered annulments, divorces obtained abroad and figures on migration [N.S.O. PR 122/2009; Methodological Notes]. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, while in previous audience assessments the value of 1% in each table was given in italics and no absolute numbers were published, for this assessment period the National Statistics Office is providing the Broadcasting Authority with two different weights for each respondent: a calibration weight to represent the required sample and a grossing-up weight representing the targeted population (i.e. the number of persons aged 12 or more residing in private dwellings) amounting to **369,716** and which was estimated from the Demographic Review 2009.

Part Two of the report details the grossed-up tables and figures for the third quarter of this broadcasting season; i.e. for April to June 2011 representing the estimated targeted population.

Part Three of the report details the raw sample data – both as actually collected as well as weighted data to represent the targeted sample for this quarter. As expected, the total quarterly responses by each

demographic factor were not proportional to the selected sample. For this reason a calibration-weight was given to each respondent, depending on their demographic characteristics, so that results would be better representative of the whole sample quarter.

It is important to note that in the calculation of the calibrated data, as well as that of grossed-up data, the totals may not tally due to the rounding-off of numbers to the nearest whole integer.

For this assessment period:

During this assessment period a consultative national divorce referendum was held on 28th May in which the electorate voted to permit the introduction of divorce. Political Broadcasts organised by the Broadcasting Authority were held on 11th, 17th, 19th, and 26th May 2011.

On 24th June, Legal Notice No.240 of 2011, *General Interest Objectives (Television Services) Selection Criteria) Regulations, 2011*, was published in the government gazette setting out the criteria to be adopted by the Broadcasting Authority in the selection of television services that fulfil a general interest objective for both generalist or niche broadcasting services. This legal notice sets the way for the setting-up of the “free-to-air” broadcasting stations and the run-down to the switch-over from analogue to digital TV broadcasting.

PART ONE – REPORT

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers during the period **1st April to 30th June 2011**. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

As in previous audience assessments, the National Statistics Office selected the sample, administered the survey and collected the data that was passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (over four quarters covering 365 days) resulting in the desired target average of 20 daily interviewes. A stratified random sample based on gender, age and district population distribution was selected by the National Statistics Office allowing for a 50% response rate.

For the period April-June 2011, 1820 individuals [57.83% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 0.27% higher than that of the previous assessment periof of January-March 2011 and 1.57% higher than that of October-December 2010. Table 1.1 below gives a breakdown of responses achieved.

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and **known only to the N.S.O.** – respondents' personal data are only known to N.S.O. Officials and such data is **not** forwarded to the Broadcasting Authority. Each individual has an equal and independent chance of being chosen. All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

Those respondents who are deceased or live in an institution have been classified as 'ineligible'.

TABLE 1.1: SURVEY RESPONSE RATE BY QUARTER: APRIL-JUNE 2010/2011

RESPONSE	APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2010		JAN-MAR 2011		APR-JUN 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1819	58.53%	1835	54.32%	1837	56.26%	1800	57.56%	1820	57.83%
Refused	95	3.06%	118	3.49%	173	5.30%	130	4.16%	130	4.13%
Non-Contact	605	19.47%	656	19.42%	599	18.35%	575	18.39%	575	18.27%
Unreachable	565	18.18%	748	22.14%	650	19.91%	616	19.70%	616	19.57%
Ineligible	24	0.77%	21	0.62%	6	0.18%	6	0.19%	6	0.19%
CONTACTED	3108	100%	3378	100%	3265	100%	3127	100%	3147	100%
Not used	572		302		415		473		473	
TOTAL	3680		3680		3680		3600		3620	

BY WEEKDAY	APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009		JAN-MAR 2011		APR-JUN 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	259	14.24	259	14.11	259	14.1	260	14.44	260	14.29
Tue	262	14.4	258	14.06	259	14.1	260	14.44	260	14.29
Wed	258	14.18	259	14.11	260	14.15	260	14.44	260	14.29
Thu	262	14.4	280	15.26	260	14.15	260	14.44	260	14.29
Fri	256	14.07	260	14.17	279	15.19	240	13.33	260	14.29
Sat	260	14.29	259	14.11	260	14.15	259	14.39	260	14.29
Sun	262	14.4	260	14.17	260	14.15	261	14.50	260	14.29
	1819	100%	1835	100%	1837	100%	1800	100%	1820	100%

BY MONTH	APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009		JAN-MAR 2011		APR-JUN 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Apr:579	31.83%	Jul:617	33.62%	Oct: 619	33.7	Jan: 620	34.44	Apr: 600	32.97
	May:618	33.97%	Aug:619	33.73%	Nov:600	32.66	Feb: 561	31.17	May: 620	34.07
	Jun:622	34.19%	Sep:599	32.64%	Dec:618	33.64	Mar: 619	34.39	Jun: 600	32.97
	1819	100%	1835	100.00%	1837	100	1800	100%	1820	100%

Totals may not tally due to weighting and rounding off

1.1 The Accuracy of the Results

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and the confidence level used. The margin of error is the amount of error inherent in the results due to sampling and depends on the size of the sample – a lower margin of error requires a larger sample size. A common choice as an accepted margin of error is that of $\pm 5\%$. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

For the period of April-June 2011, with a response rate of 57.83%, a population size of 369,716 [aged 12 years and over], and a 95% confidence level, the sample of 1820 interviewees has a margin of error of $\pm 2.26\%$.

1.2 Comparison to Previous Assessments and Absolute Data

All the tables and charts for each assessment period have similar methodology in formulation. For comparative purposes, data is always presented as percentages rather than in absolute figures. However due to repeated requests for calculations to be extrapolated over the whole population, for the past assessments calculations have been made for the absolute value of 1% in each table. Of note is that in the extrapolation of such absolute data, differences arise due to rounding off of percentages in the tables.

From October-December 2010, and for this assessment period, grossed up weights for each respondent have been prepared by the National Statistics Office thus removing the necessity of calculating the absolute value of 1% in each table. In the main report grossed-up data is presented to represent population demographic data.

Whenever possible absolute data was presented, **however absolute figures and percentages in “Weighted Tables” may not tally due to rounding-off of data.**

2. SAMPLE PROFILE

As in previous assessments, the demographics included gender, age and location of households by geographic district. The demographic location of respondents are based on the same distribution of local towns and villages between six districts as grouped in the 2009 Demographic Review; while the ages of respondents are grouped according to categories as used in previous assessments.

The minimum and the maximum age of respondents for this quarter under review and for the previous quarter assessment periods, as well as the ‘range’ of respondents are listed below:

Respondents’ Age:	Minimum	Maximum	Range
October – December 2008	12	99	87 years
January – March 2009	12	91	79 years
April – June 2009	12	96	84 years
July – September 2009	12	96	84 years
October – December 2009	12	91	79 years
January – March 2010	12	93	81 years
April – June 2010	12	94	82 years
July – September 2010	12	92	80 years
October – December 2010	12	101	89 years
January – March 2011	12	99	87 years
April – June 2011	12	95	83 years

Tables and Figure 2.1 below give the profile of the sample by age group, by gender and district. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part Two and Part Three of this report.

TABLE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [APR/JUN 2011]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	21,029	11,035	9,994	4,408	5,071	3,177	4,252	2,836	1,285
	5.7%	6.0%	5.4%	6.0%	4.7%	5.8%	8.2%	5.3%	4.6%
	100.0%	52.5%	47.5%	21.0%	24.1%	15.1%	20.2%	13.5%	6.1%
15-24	60,722	33,379	27,344	10,855	18,608	8,530	8,024	9,165	5,541
	16.4%	18.2%	14.7%	14.8%	17.1%	15.6%	15.5%	17.2%	19.8%
	100.0%	55.0%	45.0%	17.9%	30.6%	14.0%	13.2%	15.1%	9.1%
25-29	21,169	8,936	12,232	5,126	6,580	3,553	2,137	2,798	974
	5.7%	4.9%	6.6%	7.0%	6.1%	6.5%	4.1%	5.3%	3.5%
	100.0%	42.2%	57.8%	24.2%	31.1%	16.8%	10.1%	13.2%	4.6%
30-49	111,082	56,682	54,400	22,005	32,663	16,468	15,557	15,971	8,418
	30.0%	31.0%	29.1%	30.0%	30.0%	30.1%	30.0%	30.0%	30.0%
	100.0%	51.0%	49.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	90,644	39,886	50,758	17,372	24,939	14,914	12,242	14,346	6,831
	24.5%	21.8%	27.2%	23.7%	22.9%	27.2%	23.6%	27.0%	24.4%
	100.0%	44.0%	56.0%	19.2%	27.5%	16.5%	13.5%	15.8%	7.5%
65-79	49,802	26,605	23,197	10,419	15,573	6,602	7,721	5,718	3,769
	13.5%	14.5%	12.4%	14.2%	14.3%	12.0%	14.9%	10.8%	13.5%
	100.0%	53.4%	46.6%	20.9%	31.3%	13.3%	15.5%	11.5%	7.6%
80+	15,268	6,553	8,715	3,046	5,296	1,556	1,855	2,315	1,200
	4.1%	3.6%	4.7%	4.2%	4.9%	2.8%	3.6%	4.4%	4.3%
	100.0%	42.9%	57.1%	20.0%	34.7%	10.2%	12.1%	15.2%	7.9%
Total	369,716	183,076	186,640	73,232	108,731	54,800	51,786	53,149	28,018
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Col% / Row %]

Totals may not tally due to weighting and rounding off

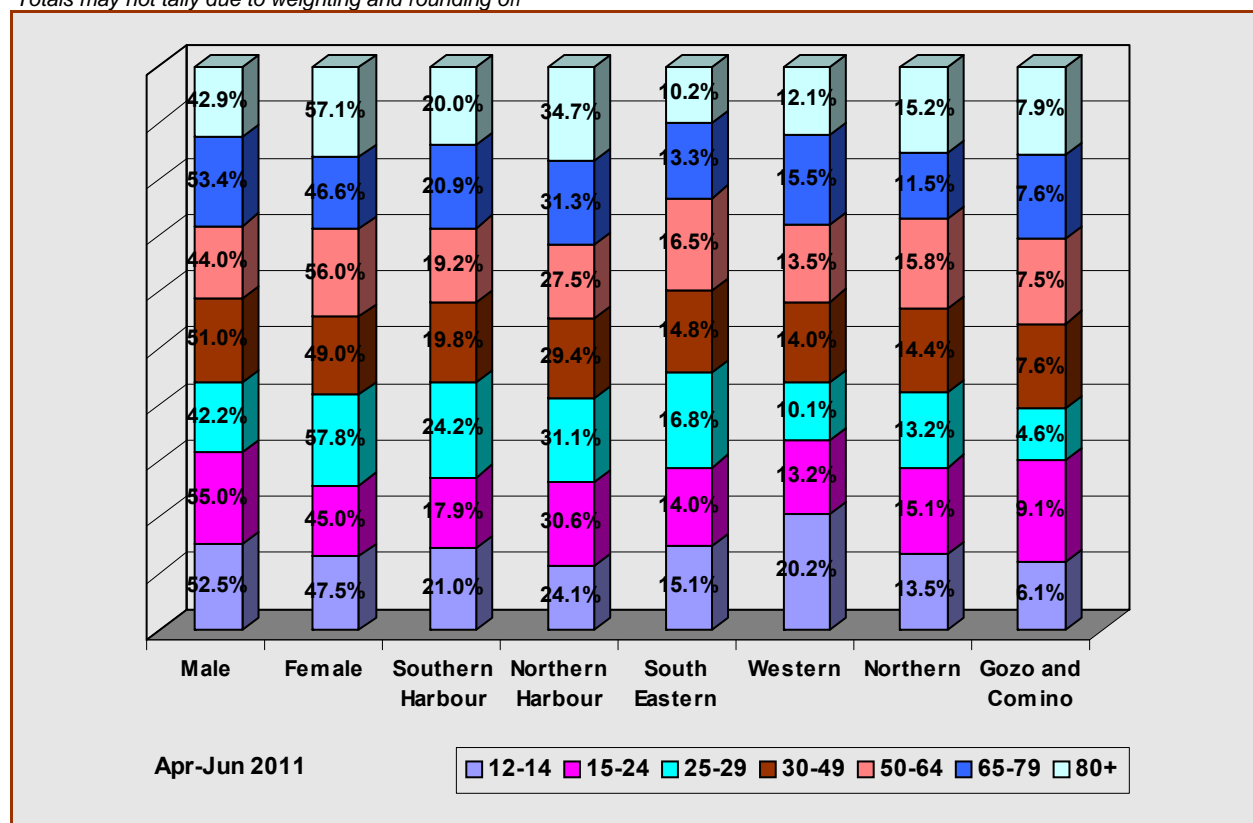


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [APR/JUN 2011]

3. LISTENING AND VIEWING PATTERNS

Participants were asked which station they had watched or listened to for at least ten minutes the day before the interview. **For this section no cognizance is taken of the time spent by consumers listening/viewing their reception sets.**

3.1 Radio Reach

This data has been repeatedly monitored since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed – reaching its lowest mark of 1.034% during the assessment period October-December 2009; while regular radio listening has maintained the just over the 50% level since July-September 2009. There was a 2.5% decrease of radio listeners over the previous assessment period of January-March 2011.; and there was a 3.82% decrease over the same period last year – see summary Table and Figure 3.1 below and Tables 3.1-3 in Part Two and Part Three.

TABLE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – APR/JUN 2011]

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%
Jul-Sep 2010	42.452%	3.760%	0.327%	0.218%	53.243%
Oct-Dec 2010	44.856%	3.702%	0.490%	0.163%	50.789%
Jan-Mar 2011	42.611%	3.667%	0.500%	0.111%	53.111%
Apr-Jun 2011	43.956%	4.396%	0.495%	0.549%	50.604%

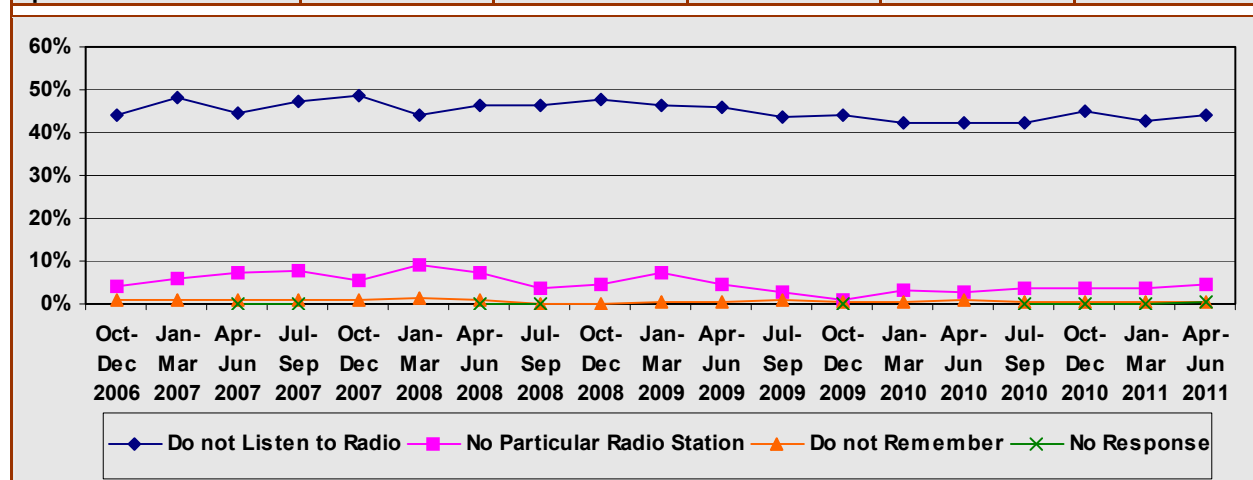


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – APR/JUN 2011]

The total number of radio listeners [i.e. excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – **and excluding the amount of time followed by each listener**] were analysed by broadcasting station and the data is summarised in Table and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Similar to previous assessment periods the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining the highest percentage average of 20.7% of total listeners; ONE Radio obtained the second overall average of 14.16%; while Calypso Radio attained the third best average audience reach of 10.74% of all radio listeners.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[APR/JUN 2009, 2010, 2011]

[Weighted]	Apr-Jun 2009 %	Apr-Jun 2010 %	Apr-Jun 2011 %	Population N
Radju Malta	6.3	7.61	8.67	16,293
Radju Parlament	0.8	0.48	0.32	606
Magic Radio	6.6	7.95	6.39	12,023
ONE Radio	[2] 15.9	[2] 12.82	[2] 14.16	26,618
Radio 101	4.3	4.26	3.15	5,928
Bay Radio	[1] 23.2	[1] 20.13	[1] 20.70	38,924
Calypso Radio	[3] 10.4	[3] 10.33	[3] 10.74	20,203
RTK	8.9	6.52	6.98	13,130
Smash Radio	3.1	4.59	4.58	8,605
Radju Marija	8.4	6.90	6.29	11,825
Campus FM	0.9	0.63	1.12	2,102
Vibe FM	3.1	8.97	6.52	12,263
XFM	4.0	5.05	5.47	10,278
Community Stations	3.0	2.99	3.31	6,231
Foreign &/ Other Station	0.9	0.76	1.59	2,997
	100.0%	100.0%	100.0%	188,025

Totals may not tally due to weighting and rounding off

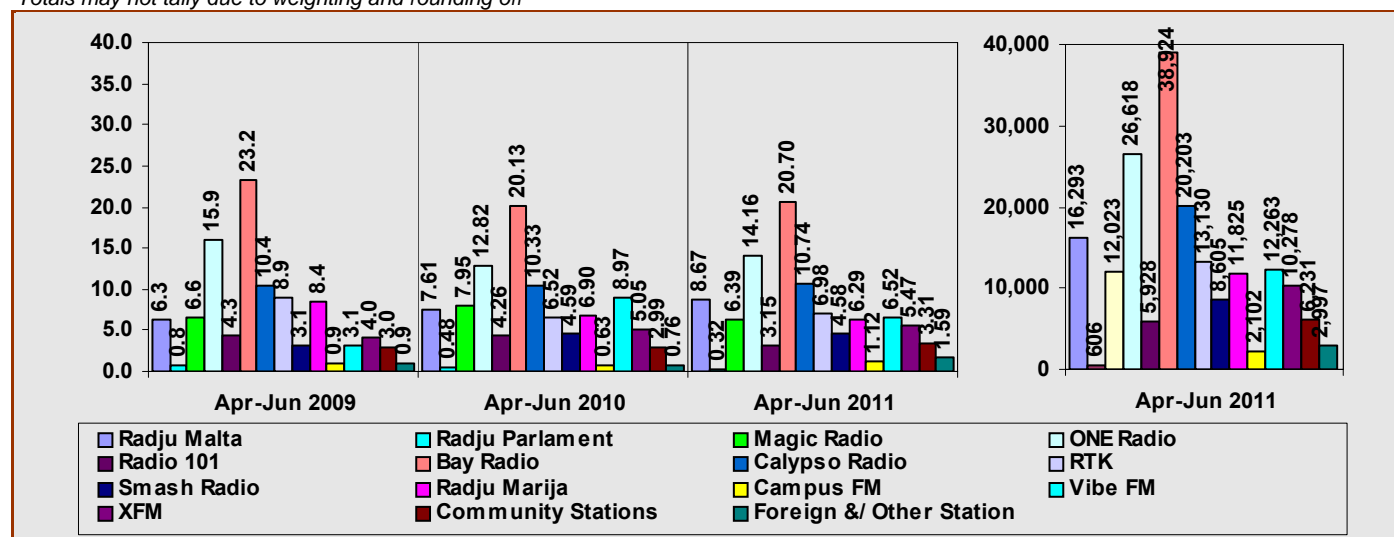


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2009, 2010, 2011]

Bay Radio has been maintaining its prime position since October-December 2008 taking the highest amount of radio listeners from ONE Radio; increasing its share by 2.75% over the previous assessment period of January-March 2011. Table and Figure 3.3 below detail radio reach by quarter for October-December 2007 to 2010.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 - APR/JUN 2011]

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011
Radju Malta	7.5	7.5	6.5	11.2	6.3	6.6	6.3	8.28	7.89	6.98	7.61	8.14	6.80	8.91	8.67
Radju Parlament	0.9	2.0	0.6	1.1	3.0	1.1	0.8	0.00	0.20	0.10	0.48	0.13	0.08	0.09	0.32
Magic Radio	7.2	5.5	5.5	5.4	7.2	5.4	6.6	6.21	4.61	5.99	7.95	9.07	8.48	6.72	6.39
ONE Radio	15.3	19.5	20.2	19.2	16.0	16.7	15.9	16.46	11.93	14.14	12.82	12.34	12.28	14.76	14.16
Radio 101	6.7	8.4	5.8	5.1	4.9	6.0	4.3	4.66	6.03	4.84	4.26	3.97	3.60	4.04	3.15
Bay Radio	15.5	16.2	17.1	14.8	16.4	18.8	23.2	22.67	26.56	23.46	20.13	21.34	19.76	17.95	20.70
Calypso Radio	10.0	10.3	11.6	11.6	13.1	10.1	10.4	9.42	11.12	10.11	10.33	11.48	10.65	11.99	10.74
RTK	9.4	8.6	8.1	8.8	7.9	9.0	8.9	8.18	5.69	6.54	6.52	6.35	7.88	9.22	6.98
Smash Radio	6.7	3.9	3.2	3.1	4.1	3.9	3.1	3.11	3.25	4.41	4.59	3.02	5.57	3.94	4.58
Radju Marija	7.1	7.0	6.2	7.8	9.0	8.8	8.4	5.59	5.64	6.62	6.90	7.13	7.43	5.41	6.29
Campus FM	2.0	1.1	1.0	0.5	0.5	0.6	0.9	1.24	1.22	0.71	0.63	1.56	1.26	1.31	1.12
Vibe FM	4.7	3.7	4.7	3.4	4.0	4.0	3.1	4.76	5.27	6.86	8.97	8.02	8.10	6.43	6.52
XFM	2.8	3.2	6.8	4.3	5.4	5.7	4.0	4.76	5.55	5.08	5.05	4.58	4.96	3.82	5.47
Community Stations	3.1	2.4	2.0	1.8	1.1	2.3	3.0	3.42	3.90	3.01	2.99	2.28	1.92	2.90	3.31
Foreign &/Other Station	1.1	0.9	0.7	1.8	1.0	1.0	0.9	1.24	1.15	1.16	0.76	0.60	1.21	2.52	1.59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Totals may not tally due to weighting and rounding off

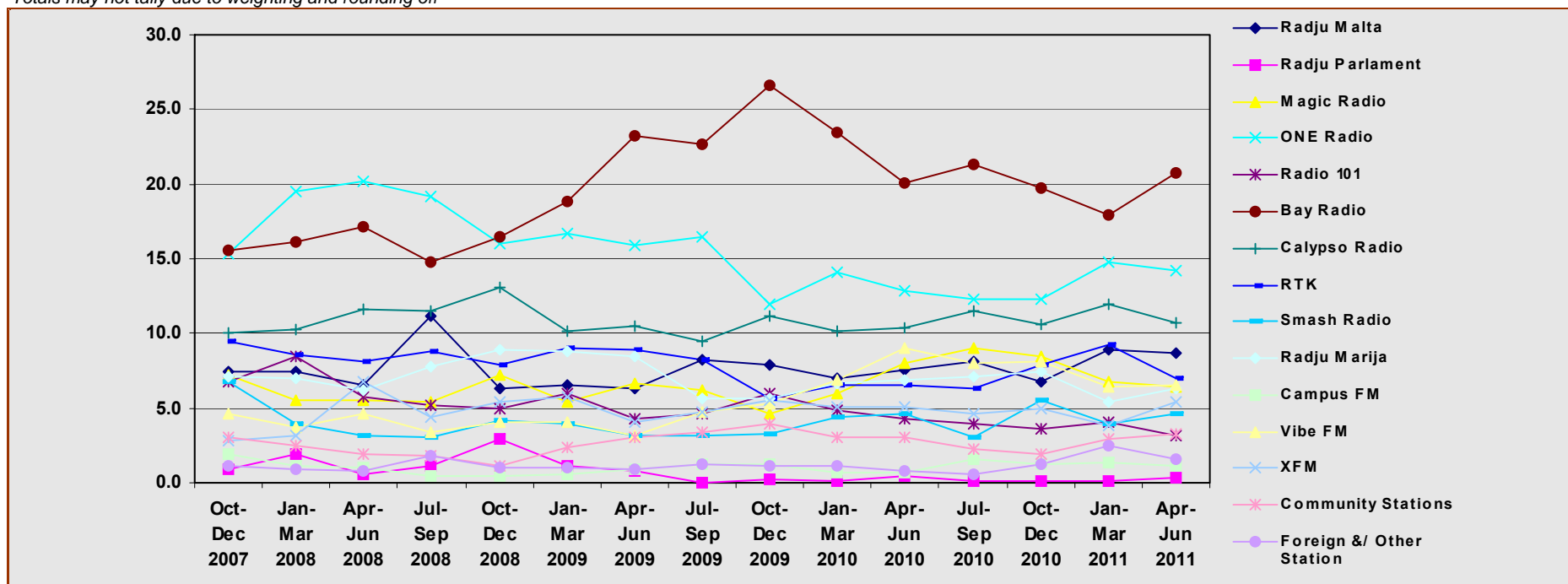


FIGURE 3.3 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 - APR/JUN 2011]

3.1.1 Radio Reach by Gender, by Age Groups, and by District

For this assessment period, Bay Radio was the most preferred station, exceeding the second preferred station, ONE Radio, by 6.54%; while Calypso Radio was the third most preferred station following ONE Radio by 2.42%. These rankings are not the same for both Males and Female listeners – while Bay Radio and ONE Radio were the first and second most preferred stations respectively for both gender, Radju Malta was the third most preferred for female audiences while Calypso Radio was the third most followed by male listeners. While the differences between gender for each broadcasting station is minimal and generally does not exceed the margin of error of $\pm 2.26\%$ of note are the audiences of Vibe FM where males exceed females by 6.28% while females exceed male audiences of Radju Marija by 5.69% and those of Radju Malta by 4.6%.

Analysed by age groups, there is a consistent marked distinction between those under 50 years old and those 50+ years old: while the former's preferences centre on music radio stations, those over 50 years old prefer more diverse-programme based radio stations. For this period this trend continued with Bay Radio attracting nearly half of all the audiences under 50 years old. The second and third preferences of all the lower four age-groups went to different stations as Vibe [second for 15-24 and 25-29]; Magic Radio [second for 30-49 and third for 12-14]; ONE Radio [second for 12-14]; and Smash Radio and XFM [third for 25-29 and third for 15-24 respectively. For all those over 50 years old, the first preference went to ONE Radio; followed by Calypso Radio [second for 50-64], Radju Malta [second for 65-79] and Radju Marija [second for 80+]. Radju Malta was also the third preferred station for 50-64 and for 80+; while Radju Marija was the third preferred station for the 65-79.

This diversity in station reach indicates that although national broadcasting radio stations nearly all cover demographics by gender and age group, they are clearly targeting sectoral groups within the local radio broadcasting scenario.

The following was reported in the previous Assessment for January-March 2011: *“Analysed by district, Bay Radio was the most preferred station in four districts and the second most preferred station in the other two districts [Southern Harbour and South Eastern]; while ONE Radio was the most preferred station in the latter two districts – see Table 3.4 below.”* – this still holds true for this assessment period.

Similarly for Gozo & Comino it was formerly reported that *“while in previous assessments radio reach was always highest for either Radio Marija and/or RTK, both religious-oriented broadcasting stations, the trend for lighter radio programmes on other stations registered for April-June 2010 seems to be taking hold of radio listeners”* – this trend has continued on in Gozo & Comino where lighter-content stations have attained higher percentages of audiences. On the other hand, Community Radio Stations in Gozo, which are all parrochial, have twice the percentage audience share attained in the other five districts.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUP, AND BY DISTRICT [APR/JUN 2011]

[Weighted]	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Radju Malta	8.67	6.45	[3]11.05	5.68	3.31	0.00	2.98	[3]13.16	[2]21.39	[3]17.80	8.35	6.98	8.36	[2]11.55	[2] 9.99	9.40
Radju Parlament	0.32	0.25	0.41	0.00	0.66	0.00	0.43	0.00	0.54	0.00	0.45	0.35	0.00	0.90	0.00	0.00
Magic Radio	6.39	5.75	7.09	[3] 6.91	3.98	1.82	[2]12.87	5.34	0.66	2.86	6.73	7.23	4.34	9.62	6.06	0.00
ONE Radio	[2]14.16	[2]14.70	[2]13.58	[2] 9.86	3.26	5.29	10.12	[1]20.92	[1]27.03	[1]22.42	[1]17.23	[2]12.42	[1]21.65	[3]10.88	[3] 9.18	[2]16.41
Radio 101	3.15	3.03	3.29	3.07	0.58	1.82	3.81	4.94	1.36	7.95	2.17	2.73	2.76	3.85	2.83	7.52
Bay Radio	[1]20.70	[1]21.21	[1]20.16	[1]60.10	[1]46.13	[1]48.97	[1]19.85	4.16	1.30	0.00	[2]15.97	[1]22.48	[2]14.65	[1]19.25	[1]27.36	[1]25.65
Calypso Radio	[3]10.74	[3]11.05	10.42	0.00	5.12	1.97	[3]12.17	[2]18.08	11.30	2.70	[3]14.06	[3]9.73	[3]11.16	9.43	9.14	[3]12.08
RTK	6.98	6.20	7.83	2.40	2.27	0.00	3.99	10.56	14.83	15.83	5.40	8.43	10.99	7.05	3.97	2.52
Smash Radio	4.58	4.52	4.64	6.74	4.15	[3]12.96	7.72	1.89	0.00	0.00	6.99	3.12	3.60	2.39	5.97	8.64
Radju Marija	6.29	3.55	9.24	0.00	0.92	0.00	2.57	8.46	[3]17.07	[2]22.38	5.30	7.97	4.26	6.96	4.95	6.26
Campus FM	1.12	1.37	0.85	0.00	0.00	1.54	1.89	1.90	0.00	0.00	0.61	1.43	1.41	0.00	2.44	0.00
Vibe FM	6.52	9.59	3.22	2.84	[2]19.92	[2]19.19	5.82	0.00	0.00	0.00	8.51	5.82	6.53	7.18	7.10	2.29
XFM	5.47	6.14	4.75	2.40	[3] 8.33	4.65	9.61	3.24	0.00	0.00	3.63	6.45	5.46	6.50	5.79	2.90
Community Stations	3.31	3.82	2.77	0.00	1.37	1.77	3.28	4.70	3.85	8.06	3.32	3.23	2.24	3.54	2.79	6.32
Foreign	1.17	1.57	0.74	0.00	0.00	0.00	2.01	1.97	0.67	0.00	1.28	1.63	0.67	0.90	1.31	0.00
Other Stations	0.42	0.82	0.00	0.00	0.00	0.00	0.89	0.67	0.00	0.00	0.00	0.00	1.93	0.00	1.13	0.00
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Population	Total N	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Radju Malta	16,293	6,292	10,001	444	1,074	0	1,660	5,964	5,953	1,198	2,815	4,305	2,152	3,083	2,662	1,277
Radju Parlament	606	239	367	0	216	0	239	0	151	0	151	216	0	239	0	0
Magic Radio	12,023	5,605	6,418	540	1,293	222	7,171	2,420	185	192	2,271	4,455	1,116	2,568	1,613	0
ONE Radio	26,618	14,326	12,292	771	1,057	643	5,638	9,476	7,523	1,510	5,812	7,658	5,572	2,904	2,444	2,228
Radio 101	5,928	2,952	2,976	240	187	222	2,126	2,240	379	535	733	1,682	710	1,027	755	1,021
Bay Radio	38,924	20,673	18,251	4,694	14,968	5,949	11,065	1,887	361	0	5,385	13,860	3,771	5,139	7,288	3,482
Calypso Radio	20,203	10,769	9,434	0	1,662	240	6,783	8,191	3,145	182	4,742	5,999	2,871	2,516	2,433	1,641
RTK	13,130	6,043	7,087	187	737	0	2,226	4,785	4,129	1,066	1,821	5,201	2,829	1,881	1,056	342
Smash Radio	8,605	4,405	4,200	527	1,346	1,574	4,303	856	0	0	2,356	1,922	926	638	1,589	1,173
Radju Marija	11,825	3,463	8,362	0	300	0	1,432	3,835	4,752	1,507	1,788	4,915	1,096	1,856	1,320	850
Campus FM	2,102	1,334	768	0	0	187	1,052	862	0	0	207	882	363	0	650	0
Vibe FM	12,263	9,350	2,912	222	6,464	2,331	3,246	0	0	0	2,871	3,591	1,680	1,917	1,892	311
XFM	10,278	5,981	4,297	187	2,702	564	5,356	1,468	0	0	1,224	3,977	1,405	1,735	1,542	394
Community Stations	6,231	3,725	2,506	0	444	216	1,828	2,129	1,073	543	1,120	1,989	577	945	743	858
Foreign	2,198	1,527	671	0	0	0	1,118	894	186	0	431	1,008	171	239	348	0
Other Stations	799	799	0	0	0	0	498	301	0	0	0	0	498	0	301	0
Total	188,025	97,485	90,540	7,811	32,449	12,148	55,741	45,306	27,837	6,733	33,727	61,661	25,737	26,687	26,636	13,577

Totals may not tally due to weighting and rounding off

3.2 TV Reach

[For this section each broadcasting stations' reach is analysed compared to the totals. No cognizance is taken of the time spent by consumers viewing their TV sets.]

Similar to radio, data for TV reach has also been monitored for the past years using the same analytical methods. Television reach has decreased by 4.53% over the previous prime period of January-March 2011 with the highest increase going for those stating that they did not watch TV the previous day. Of note are those stating that they did watch TV but did not indicate which particular station they had watched – see Table 3.5 and Figure 3.4 below.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – APR/JUN 2011]

[Actual]	Did not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%
Jul-Sep 2010	26.975%	7.302%	1.090%		0.054%	64.578%
Oct-Dec 2010	21.720%	8.873%	0.653%		0.163%	68.590%
Jan-Mar 2011	17.167%	8.889%	1.222%	0.556%		72.167%
Apr-Jun 2011	20.220%	10.000%	1.044%	0.549%	0.549%	67.637%

Totals may not tally due to weighting and rounding off

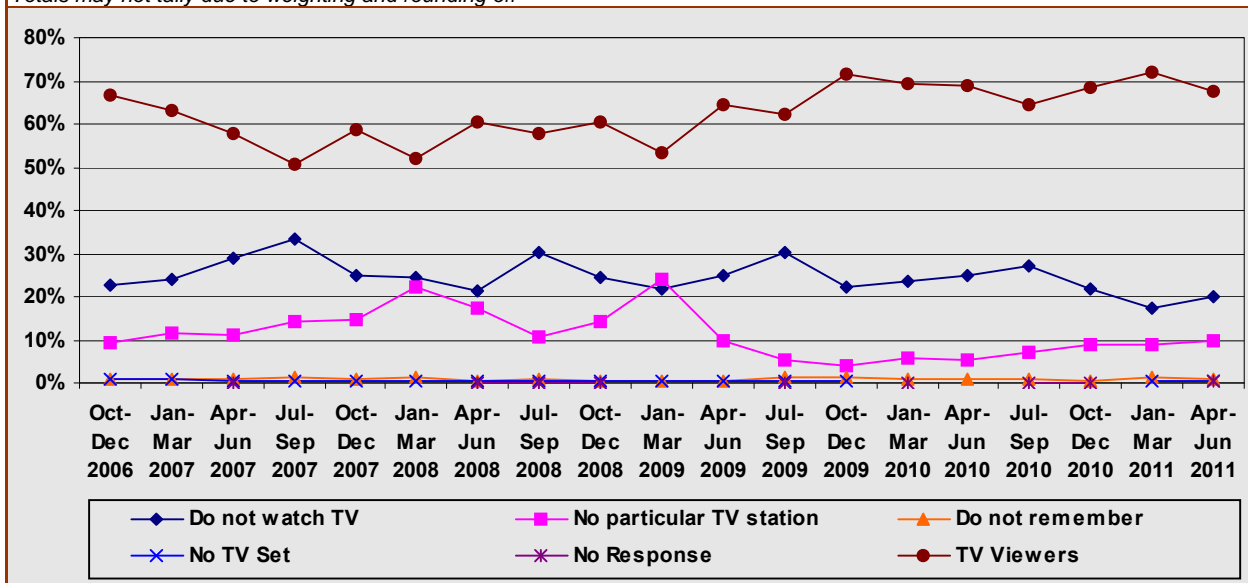


FIGURE 3.4: TV REACH BY QUARTER [OCT/DEC 2006 – APR/JUN 2011]

The percentage of viewers for each broadcasting station for this third quarter of each broadcasting season of 2009, 2010, and 2011 are given in Table 3.6 and Figure 3.5 below. TVM has maintained its prime position throughout increasing the number of viewers over the same broadcasting period of 2010 by 1.5%. The other two main local stations [ONE and Net TV] have also maintained their ranking with both slightly increasing their share over the same period of 2010 last year. ONE losing 3.2% while Net TV has increased the amount of viewers by 2.4% over the same period last year.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2009, 2010, 2011]

[Weighted]	Apr-Jun 2009 %	Apr-Jun 2010 %	Apr-Jun 2011 %	Population N
TVM	[1] 34.9	[1] 34.3	[1] 35.8	89,868
ONE	[3] 11.2	[3] 13.6	[3] 13.9	34,758
Net TV	4.6	4.8	5.3	13,180
Smash TV	1.0	0.5	0.2	544
Education 22	0.1	0.2	0.3	715
iTV		0.0		
Family TV	0.3	0.0		
Favorite Channel	0.8	0.5	0.3	663
Calypso Music TV		0.1	0.2	572
Rai 1	6.5	7.2	3.7	9,206
Rai 2	1.5	0.6	1.1	2,793
Rai 3	0.6	0.5	0.4	896
Rete 4	3.5	3.2	2.7	6,838
Canale 5	5.6	4.6	4.8	11,996
Italia 1	6.7	6.7	5.6	14,002
Discovery Channel	3.5	4.7	5.2	12,999
MTV	2.1	0.8	1.3	3,165
BBC	1.4	1.6	2.5	6,232
Other TV Stations	[2] 15.7	[2] 16.3	[2] 16.9	42,429
	100.00	100.0%	100.0%	250,854

Totals may not tally due to weighting and rounding off

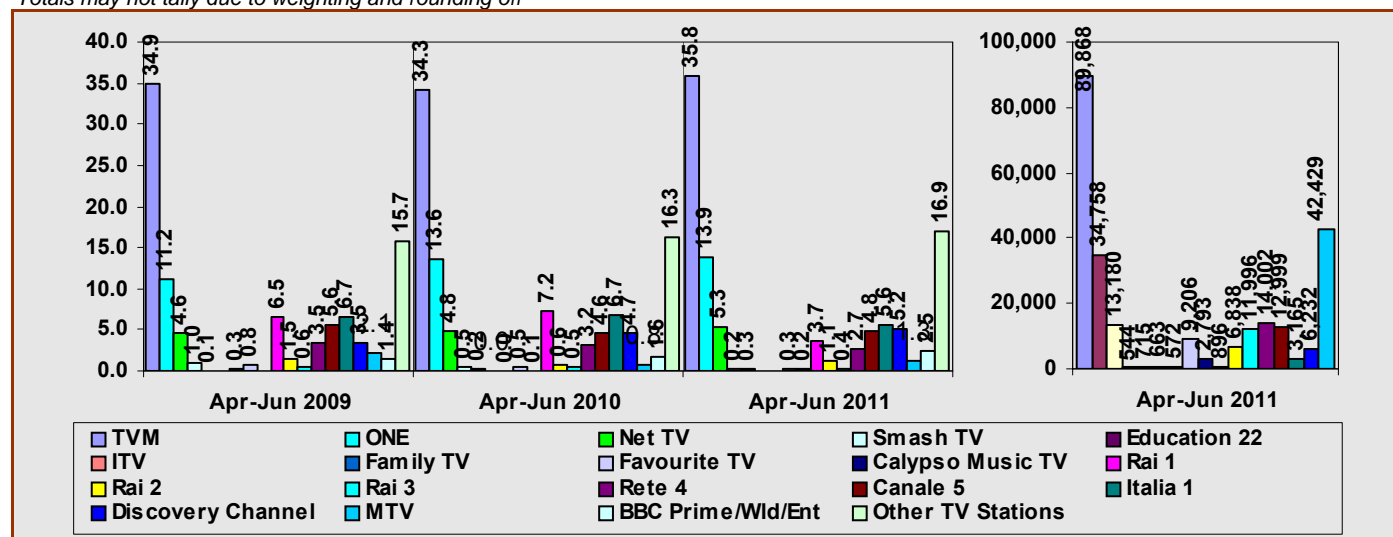


FIGURE 3.5: TV REACH BY BROADCASTING STATION BY QUARTER [APR/JUN 2009, 2010, 2011]

Analyzing the reach of each TV station by quarter, it can be clearly seen that since 2007 TVM has high seasonal fluctuations losing up to 10% of its viewers to other stations during the summer months – see Table 3.7 and Figure 3.6 below. For this broadcasting season TVM has slightly lost [0.3%] over the previous quarter but has increased its share [+ 1.5%] over the same period last year.

TABLE 3.7: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – APR/JUN 2011]

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011
TVM	[1] 26.8	[1] 26.9	[1] 33.0	[1] 23.9	[1] 34.7	[1] 38.2	[1] 34.9	[1] 21.3	[1] 28.6	[1] 26.8	[1] 34.3	[1] 22.1	[1] 33.0	[1] 36.1	[1] 35.8
ONE	[2] 20.7	[2] 21.0	[2] 15.1	[2] 20.6	[2] 20.0	[2] 13.8	[2] 11.2	[2] 14.1	[2] 15.6	[2] 16.6	[2] 13.6	[2] 14.0	[2] 15.2	[2] 13.4	[2] 13.9
Net TV	[3] 12.1	[3] 13.4	[3] 8.5	[3] 8.3	[3] 6.0	[3] 5.5	[3] 4.6	[3] 6.3	[3] 5.7	[3] 4.4	[3] 4.8	[3] 6.9	[3] 7.3	[3] 6.8	[3] 5.3
Smash TV	0.7	0.5	0.6	0.7	0.2	0.4	1.0	4.6	0.8	0.4	0.5	0.6	0.1	0.2	0.2
Education 22	0.1	0.1	0.2	0.0			0.1		0.2	0.0	0.2	0.2			0.3
ITV			0.1	0.1				0.1	0.1	0.1					
Family TV			1.9	1.6		0.7	0.3								
Favourite TV					0.2	1.3	0.8	1.6	1.4	0.6	0.5	0.7	0.2	0.2	0.3
Calypso Music TV										0.2	0.1	0.2	0.1		0.2
Rai 1	[3] 4.2	[3] 3.1	[1] 11.6	[3] 3.8	[2] 4.5	[3] 3.9	[2] 6.5	[3] 4.5	[3] 4.0	[3] 5.7	[1] 7.2	[3] 5.5	[3] 4.0	[3] 4.2	3.7
Rai 2	1.4	1.3	1.1	3.0	1.8	2.1	1.5	1.5	1.2	1.6	0.6	1.8	1.1	1.7	1.1
Rai 3	0.4	0.4	0.7	0.4	0.5	0.8	0.6	0.6	0.8	0.6	0.5	0.4	0.6	0.4	0.4
Rete 4	[4] 2.5	[4] 2.7	[4] 2.9	2.7	1.9	[4] 3.8	[4] 3.5	2.8	3.1	4.0	3.2	2.4	3.0	2.1	2.7
Canale 5	[2] 6.0	[2] 6.5	[3] 4.5	[2] 5.0	[1] 6.3	[1] 6.8	[3] 5.6	[2] 6.8	[2] 5.5	[1] 8.0	[4] 4.6	[2] 5.9	[2] 5.0	[2] 5.2	[3] 4.8
Italia 1	[1] 7.3	[1] 7.2	[2] 5.1	[1] 5.8	[3] 4.0	[2] 5.6	[1] 6.7	[1] 8.1	[1] 7.2	[2] 7.0	[2] 6.7	[1] 7.8	[1] 5.8	[1] 6.3	[1] 5.6
Discovery Channel	1.8	2.1	2.2	[4] 2.9	[4] 3.4	2.2	[4] 3.5	[4] 4.6	[4] 5.7	[4] 4.3	[3] 4.7	[4] 4.9	[4] 3.2	3.4	[2] 5.2
MTV	0.4	0.6	1.1	2.6	0.8	0.6	2.1	1.3	1.3	0.9	0.8	0.9	0.8	0.9	1.3
BBC Prime	1.3	1.3	1.0	2.2	1.5	1.2	0.9	1.7	1.7	1.7	1.6	2.6	1.5	2.1	2.5
BBC World	0.4	0.6	0.1	0.5	0.3	0.3	0.4	0.2							
Other TV Stations	14.0	12.1	10.3	15.9	13.8	12.8	15.7	19.9	16.9	17.3	16.3	23.2	19.0	16.9	16.9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off

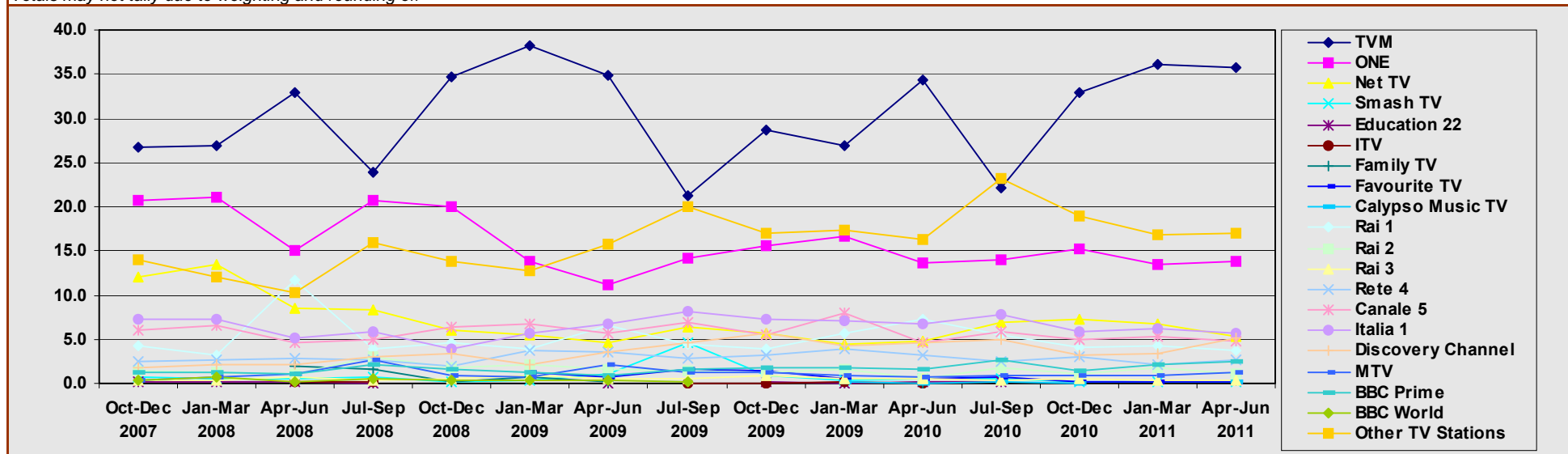


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – APR/JUN 2011]

Of the foreign broadcasting stations received locally, Mediaset stations carried away most of the audiences with Italia 1 and Canale 5 nearly always ranking first and second. Rai 1 ranked third in nearly all the broadcasting quarters with the exception of April-June 2008 and 2010 where it ranked first and where during which periods the UEFA Cup and the World Cup were held – however during this period it has lost its third place to Discovery Channel which ranked second. Other TV Stations have also ranked high and for this quarter their total of 16.9% exceeded that of ONE with 3.0%.

3.2.1 TV Reach by Gender, by Age Groups, and by District

Analyzed by demographics TVM has the largest amount of viewers by gender, by age groups and by districts with nearly more than a third of all viewers. The second most favourite local station was ONE by gender, in nearly all the age groups with the exception of 12-14, 15-24 and 25-29 year olds; and amongst all the districts.

There is a marked difference by age group: while for those over 50 years old the preferences were constant for all the largest three age groups, preferences for the lower age groups varied from station to station by the different age groups. After TVM, Discovery Channel attracted the second highest amount of 12-14 and 15-24 year olds; while Italia 1 attracted the second highest amount of 25-29 year olds

Analysed by districts, TVM and ONE were, by far, the most preferred two stations for all the districts with ONE being the second most preferred station in South Eastern and in Gozo & Comino exceeding all the totals for “Other TV stations”.

However, what is clearly evident is that in total local audiences prefer local broadcasting stations over foreign re-transmitted stations. Although males have near equal preferences, this difference is greater for females. However, younger audiences [12-14 and 15-24] prefer more foreign broadcasting stations and local stations. This is reversed with the 25-29 and the preference for local stations increases with age attaining its highest difference for the 80+ group where 73.59% prefer local stations as against the 26.41% of that same age group who prefer foreign stations. Analysed by district, this preference for local stations is maintained throughout with Gozo & Comino attaining the highest preference percentage for local stations [64.59%] followed by the South Eastern District [62.46%].

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]

[Weighted]	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	[1] 35.82	[1] 32.95	[1] 38.49	[1] 36.34	[1] 27.74	[1] 36.81	[1] 43.58	[1] 32.51	[1] 31.74	[1] 42.28	[1] 33.48	[1] 32.89	[1] 39.23	[1] 38.83	[1] 34.60	[1] 43.62
ONE	[3] 13.86	[3] 12.04	[2] 15.54	4.27	8.71	4.84	[3] 10.78	[2] 20.96	[2] 21.72	[2] 20.60	[3] 16.24	[3] 12.55	[2] 17.88	[3] 12.34	[3] 8.79	[2] 16.19
Net TV	5.25	4.43	6.02	1.34	4.10	[3] 8.79	3.67	5.55	9.34	10.71	4.45	6.31	4.91	6.96	3.88	3.44
Smash TV	0.22	0.31	0.13	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.75	0.00	0.44	0.00	0.00	0.00
Education 22	0.29	0.16	0.40	0.00	0.00	0.00	0.00	0.63	1.04	0.00	0.00	0.47	0.00	0.00	0.55	0.85
Favorite Channel	0.26	0.41	0.13	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.25	0.00	0.00	0.90	0.85
Calypso Music TV	0.23	0.30	0.16	0.00	0.48	0.00	0.00	0.61	0.00	0.00	0.79	0.00	0.00	0.57	0.00	0.00
Total Local	55.93	50.60	60.87	41.95	41.04	50.44	58.02	62.25	63.84	73.59	55.70	52.46	62.46	58.70	48.72	64.95
Rai 1	3.67	3.66	3.68	0.00	1.12	0.00	2.65	6.23	8.55	2.02	3.76	4.60	2.39	2.94	2.65	5.21
Rai 2	1.11	1.83	0.44	1.41	0.51	3.82	0.55	1.71	1.17	0.00	1.26	0.75	0.64	2.66	1.45	0.00
Rai 3	0.36	0.35	0.36	0.00	0.00	0.00	0.32	0.53	0.54	1.80	0.61	0.22	1.10	0.00	0.00	0.00
Rete 4	2.73	2.59	2.85	0.00	0.59	4.79	2.86	3.95	3.23	4.19	2.22	2.17	3.32	3.93	2.54	3.36
Canale 5	4.78	2.02	7.35	3.66	5.01	6.82	5.68	5.54	1.51	1.80	8.07	5.14	3.31	3.75	1.51	5.24
Italia 1	5.58	6.38	4.84	6.05	11.24	[2] 22.54	4.99	2.16	0.52	0.00	4.58	4.65	7.48	4.47	7.92	5.83
Discovery Channel	5.18	9.47	1.20	[3] 12.29	[3] 11.51	1.44	5.48	1.69	1.65	0.00	5.21	6.66	3.03	5.63	6.86	0.00
MTV	1.26	0.90	1.59	2.28	4.84	1.60	0.45	0.29	0.00	0.00	0.41	1.51	1.54	0.00	1.76	3.09
BBC	2.48	2.04	2.89	0.00	0.83	0.00	2.30	3.26	5.21	5.40	1.79	2.50	0.90	2.79	6.46	0.00
Other TV stations	[2] 16.91	[2] 20.15	[3] 13.91	[2] 32.35	[2] 23.32	8.56	[2] 16.69	[3] 12.40	[3] 13.77	[3] 11.19	[2] 16.38	[2] 19.33	[3] 13.83	[2] 15.12	[2] 20.14	[3] 12.32
Total Foreign	44.07	49.40	39.13	58.05	58.96	49.56	41.98	37.75	36.16	26.41	44.30	47.54	37.54	41.30	51.28	35.05
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Population	Total N	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	89,868	39,788	50,080	6,504	11,677	4,705	33,538	19,609	10,291	3,544	16,572	25,330	15,153	12,473	11,652	8,688
ONE	34,758	14,538	20,220	764	3,666	618	8,296	12,645	7,041	1,727	8,041	9,662	6,905	3,964	2,960	3,225
Net TV	13,180	5,348	7,832	240	1,725	1,123	2,821	3,345	3,028	898	2,201	4,856	1,895	2,236	1,308	685
Smash TV	544	372	171	0	0	0	0	544	0	0	372	0	171	0	0	0
Education 22	715	192	523	0	0	0	0	377	338	0	0	361	0	0	185	169
Favorite Channel	663	494	169	0	0	0	0	663	0	0	0	192	0	0	301	169
Calypso Music TV	572	368	204	0	204	0	0	368	0	0	390	0	0	182	0	0
Rai 1	9,206	4,422	4,784	0	470	0	2,036	3,756	2,774	169	1,859	3,546	925	945	893	1,038
Rai 2	2,793	2,214	578	252	216	489	425	1,032	379	0	625	577	249	855	487	0
Rai 3	896	425	471	0	0	0	249	320	176	151	302	169	425	0	0	0
Rete 4	6,838	3,127	3,712	0	249	612	2,200	2,380	1,046	351	1,100	1,669	1,281	1,263	856	669
Canale 5	11,996	2,437	9,559	655	2,109	872	4,375	3,342	491	151	3,997	3,960	1,280	1,206	509	1,044
Italia 1	14,002	7,703	6,299	1,084	4,729	2,880	3,840	1,300	169	0	2,266	3,582	2,888	1,436	2,667	1,161
Discovery Channel	12,999	11,434	1,565	2,200	4,845	183	4,215	1,020	536	0	2,581	5,130	1,171	1,809	2,309	0
MTV	3,165	1,091	2,074	409	2,037	204	343	173	0	0	204	1,162	593	0	591	615
BBC	6,232	2,468	3,764	0	349	0	1,773	1,968	1,689	453	884	1,929	347	896	2,175	0
Other TV station	42,429	24,324	18,104	5,790	9,814	1,094	12,848	7,480	4,465	938	8,110	14,886	5,342	4,856	6,781	2,454
Total	250,854	120,745	130,109	17,899	42,089	12,780	76,958	60,323	32,423	8,381	49,505	77,011	38,624	32,122	33,675	19,917

4. MEDIA RECEPTION PLATFORM

The kind of media reception platforms used by households started being researched during the broadcasting season starting October-December 2008. From the broadcasting season [Oct 2009 to Sep 2010], the question asked to respondents was changed to the effect that they were asked whether they had a specific media platform installed in their household [being described by the interviewer if necessary]; while at the same time allowing for multiple replies. For the previous assessment period of October 2008/September 2009 respondents were asked for the platform most frequently used in their household

During the broadcasting quarter [April-June 2010], a further refinement was made. With regard to radio systems used, it was pointed out that a number of respondents were listening to radio channels broadcast on their TV systems offered locally through the cable and digital aerial operators. From this quarter these respondents were no longer being included under Digital Radio but included under Other System/s which would also include other radio listening devices as Mp3 players and Internet streaming. With regard to television broadcasting platforms used by households, some refinements were also made in view of the introduction of High Definition broadcasts on cable and digital aerial platforms prior to the April-June 2010 quarter. Aerial (Analogue) was restricted to include only the reception of free-to-air broadcasts; Cable was to include both analogue and digital reception; the Digital Aerial system was restricted to only those systems that include a decoder; while Dreambox users were to be included under Internet TV systems as it has connectivity to DVB satellite, terrestrial and cable digital television receivers.

Following discussions with the National Statistics Office for the broadcasting season starting the quarter October-December 2010, it was proposed that to facilitate more respondents' replies a more direct question would be asked in the sense that reception platforms would be identified by their respective service provider: "Do you have Melita Cable installed?" for cable (analogue or digital) TV system; and "Do you have GO installed?" for the digital aerial (with decoder) system.

The changes for this question are being summarized below for ease of reference when comparing results over the relative broadcasting quarters:

Q1 & Q2: Oct/Dec 2009 & Jan/Mar 2010	Q3 & Q4: Apr/Jun & Jul/Sep 2010	Q1: Oct/Dec 2010
<ul style="list-style-type: none">• Aerial (Analogue) system installed at home• Cable (NOT Digital) system installed at home• Digital Aerial system installed at home• Satellite system installed at home• Internet TV system installed at home• Other TV system installed at home• No TV at home	<ul style="list-style-type: none">• Aerial (Free-to-air) installed at home• Cable (Analogue or Digital) TV system installed at home• Digital Aerial system (with decoder) installed at home• Satellite TV system installed at home• Internet TV system (incl. Dreambox) available at home• Other TV system installed at home• No TV at home	<ul style="list-style-type: none">• Aerial (Free-to-air) installed at home• Melita installed at home• GO installed at home• Satellite installed at home• Internet (incl. Dreambox decoder)• Other TV system installed at home• No TV at home

The data for this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake.

4.1 Radio Reception Platforms

Respondents were asked to indicate what type of reception platform they have at home choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” **while allowing for multiple replies**. While 7.36% of all those interviewed replied that they do not have a radio-set at home, 20.67% of the respondents indicated that they have more than one system of radio reception in their households; an increase of 0.72% over the previous assessment period – see Table and Figure 4.1 below.

TABLE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

	Oct-Dec 2010	N [358,997]	Jan-Mar 2011	N [366,503]	Apr-Jun 2011	N [369,716]
AM/FM	90.03%	323,209	89.60%	328,401	86.96%	321,491
Digital	5.55%	19,934	6.59%	24,158	7.94%	29,361
Other	14.91%	53,522	17.39%	63,744	18.41%	68,067
No Radio set	6.69%	24,001	6.36%	23,318	7.36%	27,215
	117.18%	420,666	119.95%	439,621	120.67%	446,135

Totals may not tally due to weighting and rounding off

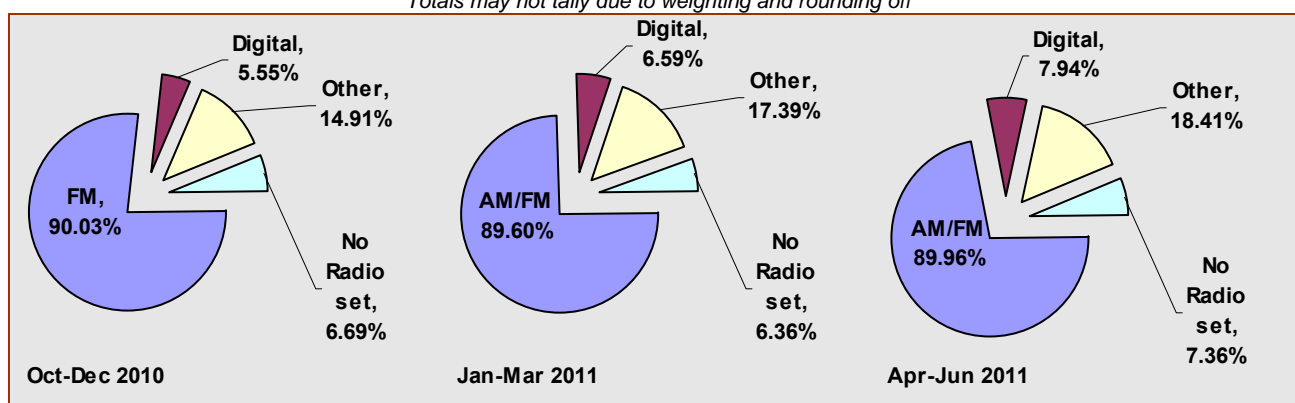


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

During this assessment period the indications are that there is some gender difference in “Digital Radio” take-up [M:56.8% - F:43.2%] and for “Other Radio Systems” [M:51.2% - F: 48.8%]; while nearly population percentages were registered for the AM/FM radio. AM/FM Radio systems are still predominant with 87.0% of total population with the highest usage made by those in the 30-49 age group. Digital radio registered highest with those in the 15-24 age-group with 33.2% of those who have such a radio system at home; followed by those in the 30-49 age group with 30.9%. The 15-24 age group also registered the highest percentage of 35.2% for the availability of Other Radio systems at home.

Gozo & Comino registered the highest available AM/FM and Digital Radio systems while the Northern District area registered the highest percentages for Other Radio Systems and, at the same time the highest percentage of those who do not have a Radio-set at home.

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [APR/JUN 2011]

	Gender			Age Groups							District					
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Yes																
Availability of AM/FM Radio system at home																
Count	321,491	160,127	161,364	19,395	49,511	17,336	92,967	81,263	46,863	14,155	64,124	92,853	48,639	46,482	44,018	25,376
Col %	87.0%	87.5%	86.5%	92.2%	81.5%	81.9%	83.7%	89.7%	94.1%	92.7%	87.6%	85.4%	88.8%	89.8%	82.8%	90.6%
Row%	100.0%	49.8%	50.2%	6.0%	15.4%	5.4%	28.9%	25.3%	14.6%	4.4%	19.9%	28.9%	15.1%	14.5%	13.7%	7.9%
Availability of Digital Radio system at home																
Count	29,361	16,670	12,691	1,787	9,756	1,943	9,073	5,148	1,301	353	4,431	10,725	3,418	3,405	3,717	3,665
Col %	7.9%	9.1%	6.8%	8.5%	16.1%	9.2%	8.2%	5.7%	2.6%	2.3%	6.1%	9.9%	6.2%	6.6%	7.0%	13.1%
Row%	100.0%	56.8%	43.2%	6.1%	33.2%	6.6%	30.9%	17.5%	4.4%	1.2%	15.1%	36.5%	11.6%	11.6%	12.7%	12.5%
Availability of Other Radio system/s at home																
Count	68,067	34,844	33,223	10,619	23,976	5,795	20,493	6,414	770	0	13,980	17,339	9,775	10,708	12,363	3,902
Col %	18.4%	19.0%	17.8%	50.5%	39.5%	27.4%	18.4%	7.1%	1.5%	.0%	19.1%	15.9%	17.8%	20.7%	23.3%	13.9%
Row%	100.0%	51.2%	48.8%	15.6%	35.2%	8.5%	30.1%	9.4%	1.1%	.0%	20.5%	25.5%	14.4%	15.7%	18.2%	5.7%
No Radio available at home																
Count	27,215	11,974	15,241	1,166	5,294	2,121	10,574	5,368	1,750	941	5,910	9,282	3,179	2,612	5,447	784
Col %	7.4%	6.5%	8.2%	5.5%	8.7%	10.0%	9.5%	5.9%	3.5%	6.2%	8.1%	8.5%	5.8%	5.0%	10.2%	2.8%
Row%	100.0%	44.0%	56.0%	4.3%	19.5%	7.8%	38.9%	19.7%	6.4%	3.5%	21.7%	34.1%	11.7%	9.6%	20.0%	2.9%
Total Population																
Count	369,716	183,076	186,640	21,029	60,722	21,169	111,082	90,644	49,802	15,268	73,232	108,731	54,800	51,786	53,149	28,018
Col %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

4.1.2 Radio Reception analysis by Platform

To further understand the diversity mix of media platforms, further analysis was made: since multiple replies were acceptable, the replies for each respondent were analysed – see Table 4.3 below.

TABLE 4.3: RADIO RECEPTION SYSTEMS BY PLATFORM [OCT/DEC 2010 – APR/JUN 2011]

Oct-Dec 2010	AM/FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	90.03%	1654	323,209	5.55%	102	19,934	14.91%	274	53,522
Only	74.63%	1371	267,902	1.64%	30	5,871	1.28%	24	4,599
AM/FM Radio & ...				2.62%	48	9,403	11.86%	218	42,561
Digital Radio & ...	2.62%	48	9,403				0.58%	11	2,088
Other Radio & ...	11.86%	218	42,561	0.58%	11	2,088			
	89.10%	1637	319,866	4.84%	89	17,363	13.72%	252	49,248
More than 2 systems including ...	0.93%	17	3,343	0.72%	13	2,571	1.19%	22	4,273
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997
Jan-Mar 2011	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	89.60%	1613	328,401	6.59%	119	24,158	17.39%	313	63,744
Only	72.09%	1298	264,216	1.97%	35	7,222	1.20%	22	4,381
AM/FM Radio & ...				2.50%	45	9,161	13.54%	244	49,624
Digital Radio & ...	2.50%	45	9,161				0.73%	13	2,662
Other Radio & ...	13.54%	244	49,624	0.73%	13	2,662			
	88.13%	1586	323,001	5.20%	94	19,045	15.46%	278	56,668
More than 2 systems including ...	1.47%	27	5,400	1.40%	25	5,113	1.93%	35	7,076
Total	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503
Apr-Jun 2011	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	86.96%	1583	321,491	7.94%	145	29,361	18.41%	335	68,067
Only	69.01%	1256	255,124	3.08%	56	11,369	1.32%	24	4,877
AM/FM Radio & ...				2.21%	40	8,163	13.56%	247	50,141
Digital Radio & ...	2.21%	40	8,163				0.80%	14	2,943
Other Radio & ...	13.56%	247	50,141	0.80%	14	2,943			
	84.78%	1543	313,428	6.08%	111	22,476	15.68%	285	57,962
More than 2 systems including ...	2.18%	40	8,064	1.86%	34	6,886	2.73%	50	10,106
Total	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716

Totals may not tally due to weighting and rounding off

4.2 TV Reception Platforms

On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts while allowing for multiple replies. For this assessment period respondents were directly asked whether they subscribe to either Melita Cable plc and/or GO plc. services for their cable and digital-aerial services. Table 4.4 and Figure 4.2 below detail the percentages registered by the various broadcasting platforms by quarter from October-December 2010 to this quarter under review.

Of note is that while only 19.95% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 63.31% - this being an increase of 1.7% over the previous assessment period and 5.91% from the start of this assessment period.

At this point it is important to note that it is expected that during the rest of 2011 all analogue broadcasts will be switched off and up to six local broadcasting stations should be broadcasting free-to-air on a separate digital platform¹.

TABLE 4.4: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

	Oct-Dec 2010	N [358,997]	Jan-Mar 2011	N [366,503]	Apr-Jun 2011	N [369,716]
Aerial (Free-to-air) installed at home	29.16%	104,691	28.48%	104,362	27.89%	103,115
Melita installed at home	52.66%	189,032	53.51%	196,113	51.50%	190,394
GO installed at home	37.65%	135,166	40.15%	147,161	42.42%	156,845
Satellite installed at home	25.89%	92,947	22.62%	82,921	22.01%	81,372
Internet (incl. Dreambox decoder)	12.04%	43,217	16.60%	60,822	19.44%	71,857
Other TV system installed at home	0.00%	0	0.25%	914	0.06%	212
<i>Sub-Total</i>	157.40%	565,053	161.61%	592,293	163.31%	603,794
No TV at home	0.96%	3,453	0.73%	2,663	0.57%	2,118
Total	158.36%	568,506	162.33%	594,956	163.89%	605,912

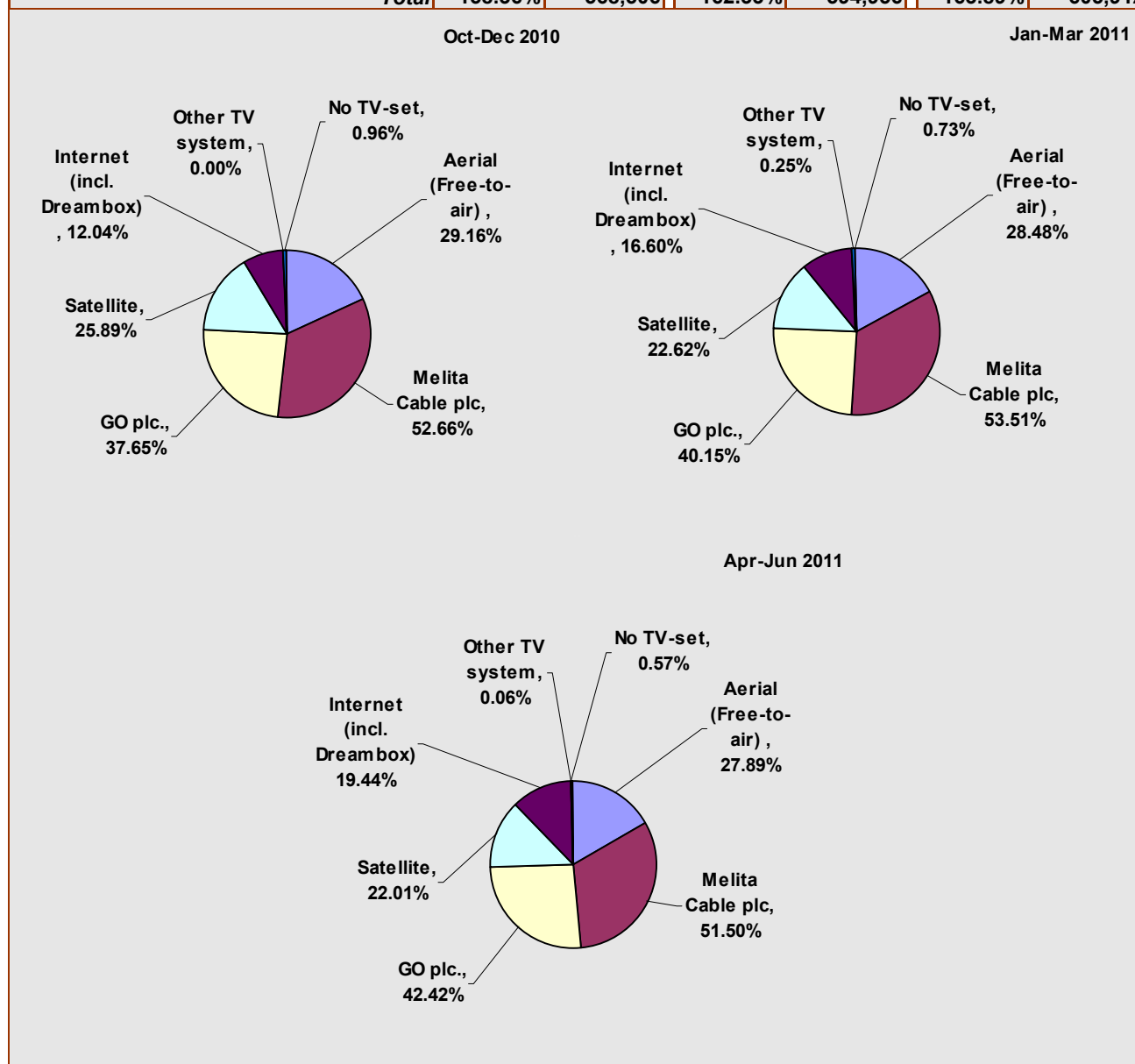


FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

¹ At the time of writing, Press Release No 1500 issued by the Parliamentary Secretary for Tourism on 5th August stated that six local TV stations [TVM, E22, Favourite Channel, Net TV, ONE, and Smash] can be simultaneously viewed by consumers on the new free-to-air digital platform as well as on the analogue platform which will be switched-off at a future date.

4.2.1 TV Reception Platform by Gender, Age Groups and District

There was very little gender difference in the types of television reception used except for “Other TV Systems” which did not register any amounts. Internet TV viewing was highest with the 15-24 year olds [35.3%] followed by the 30-49 year olds [29.8%]; while distribution of the different systems between the different districts was quite balanced throughout – see Table 4.5 below and Tables/Figures in Part two of this report.

TABLE 4.5: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]

		Gender		Age Groups							District					
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Aerial (Free-to-air)																
Count	103,115	52,014	51,101	4,289	19,146	5,260	28,354	24,695	15,959	5,412	21,277	24,846	18,089	16,219	15,382	7,303
Col %	27.9%	28.4%	27.4%	20.4%	31.5%	24.8%	25.5%	27.2%	32.0%	35.4%	29.1%	22.9%	33.0%	31.3%	28.9%	26.1%
Row%	100.0%	50.4%	49.6%	4.2%	18.6%	5.1%	27.5%	23.9%	15.5%	5.2%	20.6%	24.1%	17.5%	15.7%	14.9%	7.1%
Melita Cable plc.																
Count	190,394	92,927	97,467	8,006	30,482	13,022	51,466	48,136	30,232	9,051	39,646	63,716	24,919	22,994	24,679	14,440
Col %	51.5%	50.8%	52.2%	38.1%	50.2%	61.5%	46.3%	53.1%	60.7%	59.3%	54.1%	58.6%	45.5%	44.4%	46.4%	51.5%
Row%	100.0%	48.8%	51.2%	4.2%	16.0%	6.8%	27.0%	25.3%	15.9%	4.8%	20.8%	33.5%	13.1%	12.1%	13.0%	7.6%
GO plc.																
Count	156,845	77,400	79,445	12,926	24,336	8,120	51,561	37,978	16,280	5,644	26,618	42,801	23,376	26,280	25,139	12,632
Col %	42.4%	42.3%	42.6%	61.5%	40.1%	38.4%	46.4%	41.9%	32.7%	37.0%	36.3%	39.4%	42.7%	50.7%	47.3%	45.1%
Row%	100.0%	49.3%	50.7%	8.2%	15.5%	5.2%	32.9%	24.2%	10.4%	3.6%	17.0%	27.3%	14.9%	16.8%	16.0%	8.1%
Satellite TV system																
Count	81,372	41,874	39,497	6,885	15,962	3,548	28,653	19,363	6,768	192	17,007	24,111	14,313	9,609	12,050	4,282
Col %	22.0%	22.9%	21.2%	32.7%	26.3%	16.8%	25.8%	21.4%	13.6%	1.3%	23.2%	22.2%	26.1%	18.6%	22.7%	15.3%
Row%	100.0%	51.5%	48.5%	8.5%	19.6%	4.4%	35.2%	23.8%	8.3%	.2%	20.9%	29.6%	17.6%	11.8%	14.8%	5.3%
Internet TV system (incl. Dreambox)																
Count	71,857	36,361	35,495	6,410	22,086	5,748	22,933	11,066	3,264	350	12,649	21,397	13,155	8,261	10,559	5,835
Col %	19.4%	19.9%	19.0%	30.5%	36.4%	27.2%	20.6%	12.2%	6.6%	2.3%	17.3%	19.7%	24.0%	16.0%	19.9%	20.8%
Row%	100.0%	50.6%	49.4%	8.9%	30.7%	8.0%	31.9%	15.4%	4.5%	.5%	17.6%	29.8%	18.3%	11.5%	14.7%	8.1%
Other TV system																
Count	212	0	212	0	0	0	212	0	0	0	0	212	0	0	0	0
Col %	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
Row%	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
No TV at home																
Count	2,118	1,418	700	0	0	0	1,268	513	337	0	582	1,120	176	239	0	0
Col %	.6%	.8%	.4%	.0%	.0%	.0%	1.1%	.6%	.7%	.0%	.8%	1.0%	.3%	.5%	.0%	.0%
Row%	100.0%	66.9%	33.1%	.0%	.0%	.0%	59.9%	24.2%	15.9%	.0%	27.5%	52.9%	8.3%	11.3%	.0%	.0%
Total Population																
Count	369,716	183,076	186,640	21,029	60,722	21,169	111,082	90,644	49,802	15,268	73,232	108,731	54,800	51,786	53,149	28,018
Col %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

4.2.2 TV Reception analysis by Platform

Similar to radio, all the replies given by respondents for each television platform were analysed for the multiple use of platforms at the same household. Although 27.89% of all respondents stated that they hold a roof-top aerial only 3.99% of respondents said that they **only** made use of the roof-top aerial – see Table 4.6 below. The figure of 3.99% was 0.45% more than that registered for the previous quarter of January-March 2011; and as per the weighting provided by the NSO, this figure amounts to 14,769 persons. Although the percentage usage of roof-top aerial at 3.99% is similar in value to other data quoted in other sources, the calculation of the absolute figure differs as this would greatly depend on the definition and calculation of the number of persons per household.

Although Melita Cable plc and GO plc attract 51.50% and 42.42% respectively of all households, exclusive service users only amount to 27.02% and 18.81% each; while 1.30% of their service-users have both services installed. Further data is available in Part Two of this report.

TABLE 4.6: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

Apr-Jun 2011	Aerial (Analogue)			Melita Cable plc.			GO plc.			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	27.89%	508	103,115	51.50%	937	190,394	42.42%	772	156,845	22.01%	401	81,372	19.44%	354	71,857	0.06%	1	212
Only	3.99%	73	14,769	27.02%	492	99,885	18.81%	342	69,529	0.66%	12	2,442	0.14%	3	535	0.00%	0	0
Aerial (Analogue) & ...				6.72%	122	24,834	6.85%	125	25,338	1.65%	30	6,105	0.58%	11	2,139	0.00%	0	0
Melita Cable plc. & ...	6.72%	122	24,834				1.30%	24	4,821	4.91%	89	18,167	4.87%	89	18,021	0.00%	0	0
GO plc. & ...	6.85%	125	25,338	1.30%	24	4,821				4.36%	79	16,135	3.68%	67	13,603	0.00%	0	0
Satellite & ...	1.65%	30	6,105	4.91%	89	18,167	4.36%	79	16,135				0.54%	10	1,999	0.00%	0	0
Internet & ...	0.58%	11	2,139	4.87%	89	18,021	3.68%	67	13,603	0.54%	10	1,999				0.00%	0	0
Other TV system & ...	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0			
	19.79%	360	73,184	44.83%	816	165,728	35.01%	637	129,426	12.13%	221	44,849	9.82%	179	36,297	0.00%	0	0
More than 2 systems incl ...	8.10%	147	29,931	6.67%	121	24,666	7.42%	135	27,418	9.88%	180	36,523	9.62%	175	35,559	0.06%	1	212
Total	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716

Totals may not tally due to weighting and rounding off

TABLE 4.6: CONT. /...

Jan-Mar 2011	Aerial (Analogue)			Melita Cable plc.			GO plc.			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	28.48%	513	104362	53.51%	963	196113	40.15%	723	147161	22.62%	407	82921	16.60%	299	60822	0.25%	4	914
Only	3.54%	64	12984	30.53%	549	111879	17.29%	311	63381	1.14%	20	4163	0.28%	5	1010	0.12%	2	438
Aerial (Analogue) & ...				6.29%	113	23057	7.54%	136	27651	1.86%	33	6800	0.33%	6	1193	0.00%	0	0
Melita Cable plc. & ...	6.29%	113	23057				1.22%	22	4463	4.30%	77	15775	3.52%	63	12904	0.05%	1	168
GO plc. & ...	7.54%	136	27651	1.22%	22	4463				3.79%	68	13902	2.86%	51	10475	0.00%	0	0
Satellite & ...	1.86%	33	6800	4.30%	77	15775	3.79%	68	13902				0.37%	7	1351	0.00%	0	0
Internet & ...	0.33%	6	1193	3.52%	63	12904	2.86%	51	10475	0.37%	7	1351				0.00%	0	0
Other TV system & ...	0.00%	0	0	0.05%	1	168	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	19.56%	352	71686	45.91%	826	168246	32.71%	589	119872	11.46%	206	41992	7.35%	132	26933	0.17%	3	606
More than 2 systems incl ...	8.92%	160	32677	7.60%	137	27867	7.45%	134	27289	11.17%	201	40929	9.25%	166	33889	0.08%	2	308
Total	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503
OCT-DEC 2010	Aerial (Analogue)			Melita Cable plc.			GO plc.			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	29.16%	536	104,691	52.66%	967	189,032	37.65%	692	135,166	25.89%	476	92,947	12.04%	221	43,217	0%	0	0
Only	5.43%	100	19,509	28.90%	531	103,742	16.78%	308	60,254	1.42%	26	5,090	0.12%	2	436	0%	0	0
Aerial (Analogue) & ...				7.03%	129	25,222	6.04%	111	21,696	2.97%	55	10,654	0.43%	8	1,531	0%	0	0
Melita Cable plc. & ...	7.03%	129	25,222				1.58%	29	5,678	6.89%	127	24,733	2.74%	50	9,821	0%	0	0
GO plc. & ...	6.04%	111	21,696	1.58%	29	5,678				4.94%	91	17,741	2.33%	43	8,359	0%	0	0
Satellite & ...	2.97%	55	10,654	6.89%	127	24,733	4.94%	91	17,741				0.50%	9	1,789	0%	0	0
Internet & ...	0.43%	8	1,531	2.74%	50	9,821	2.33%	43	8,359	0.50%	9	1,789				0%	0	0
Other TV system & ...	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	21.90%	402	78,613	47.13%	866	169,196	31.68%	582	113,728	16.72%	307	60,007	6.11%	112	21,937	0%	0	0
More than 2 systems incl ...	7.26%	133	26,079	5.53%	102	19,837	5.97%	110	21,438	9.18%	169	32,939	5.93%	109	21,280	0%	0	0
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997

Totals may not tally due to weighting and rounding off

5. TEleshopping

Again, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed. Teleshopping programmes are aired on local broadcasting stations, generally during the off-peak hours during the day. Besides iTV, a completely 24/7 teleshopping channel, on 30th May 2011 the Authority licensed another teleshopping channel [Prime TV Shopping Channel] that was to broadcast on the Cable network.

For this broadcasting season only 9.2% stated that they regularly watched Teleshopping programmes – a increase of 2.11% from the previous assessment period of January-March 2011 and 0.24% higher than that registered for the same period last year. Overall, of the effective teleshopping programme viewers, 5.16% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Smash TV [30.78%], followed by ONE [24.56%] and TVM [23.14%] – see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2008 – APR/JUN 2011]

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2009	Oct-Dec 2010		Jan-Mar 2011		Apr-Jun 2011	
									%	N	%	N	%	N
Yes	10.73	10.63	7.45	10.65	9.19	8.48	8.95	10.4	9.2	33,163	7.09	25,999	9.2	34,114
No	88.83	89.14	92.11	88.86	90.37	91.52	91.05	89.6	90.8	325,834	92.91	340,504	90.8	335,602
No TV set	0.44	0.22	0.44	0.49	0.44									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	358,997	100%	366,503	100%	369,716
1%=	3633	3633	3633	3633	3633	3633	3633	3633						
TVM	17.26	18.42	23.70	10.26	19.47	15.45	18.50	9.22	18.83	6,243	29.18	7,586	23.14	7,892
ONE	35.53	17.37	16.30	11.79	16.40	21.65	18.89	15.91	19.44	6,448	20.77	5,399	24.56	8,379
Net TV	7.11	6.32	6.67	5.64	8.15	6.66	5.12	27.98	12.52	4,151	10.54	2,740	4.96	1,691
Smash TV	23.35	28.95	25.93	47.18	43.71	37.07	39.82	26.91	25.59	8,487	20.41	5,307	30.78	10,499
ITV	8.63	10.00	11.85	13.85	7.73	6.82	8.94	11.28	9.96	3,303	8.48	2,205	8.95	3,052
Education 22	0.00	0.00	1.48	0.51	0.00			0.53						
Family TV	3.55	8.95	5.93		0.00			0.60						
Favourite TV									5.34	1,769	2.93	761	1.96	670
Calypso Music TV									2.91	965			0.49	169
Other	1.02	4.21	2.22	3.59	1.81	2.39	1.87	3.58						
Do not know	3.55	5.79	5.93	7.18	2.95	9.70	6.68	4.00	5.41	1,795	7.69	2,000	5.16	1,761
	100%	100%	100%	100%	100%	100%	100%	100%	100%	33,163	100%	25,999	100%	34,114
1%=	390	386	271	387	335	308	325	376						

Totals may not tally due to weighting and rounding off

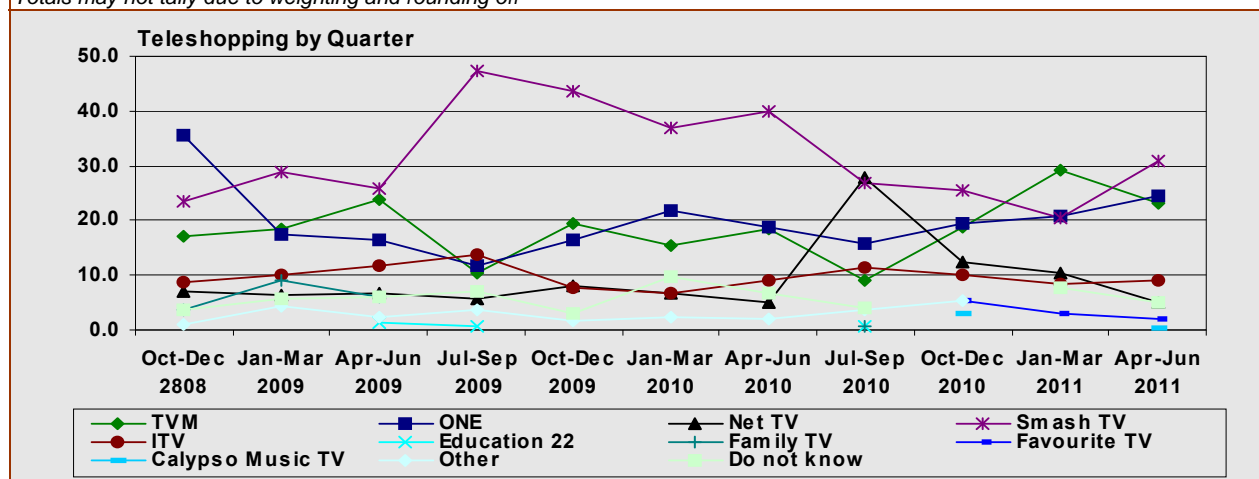


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010 – APR/JUN 2011]

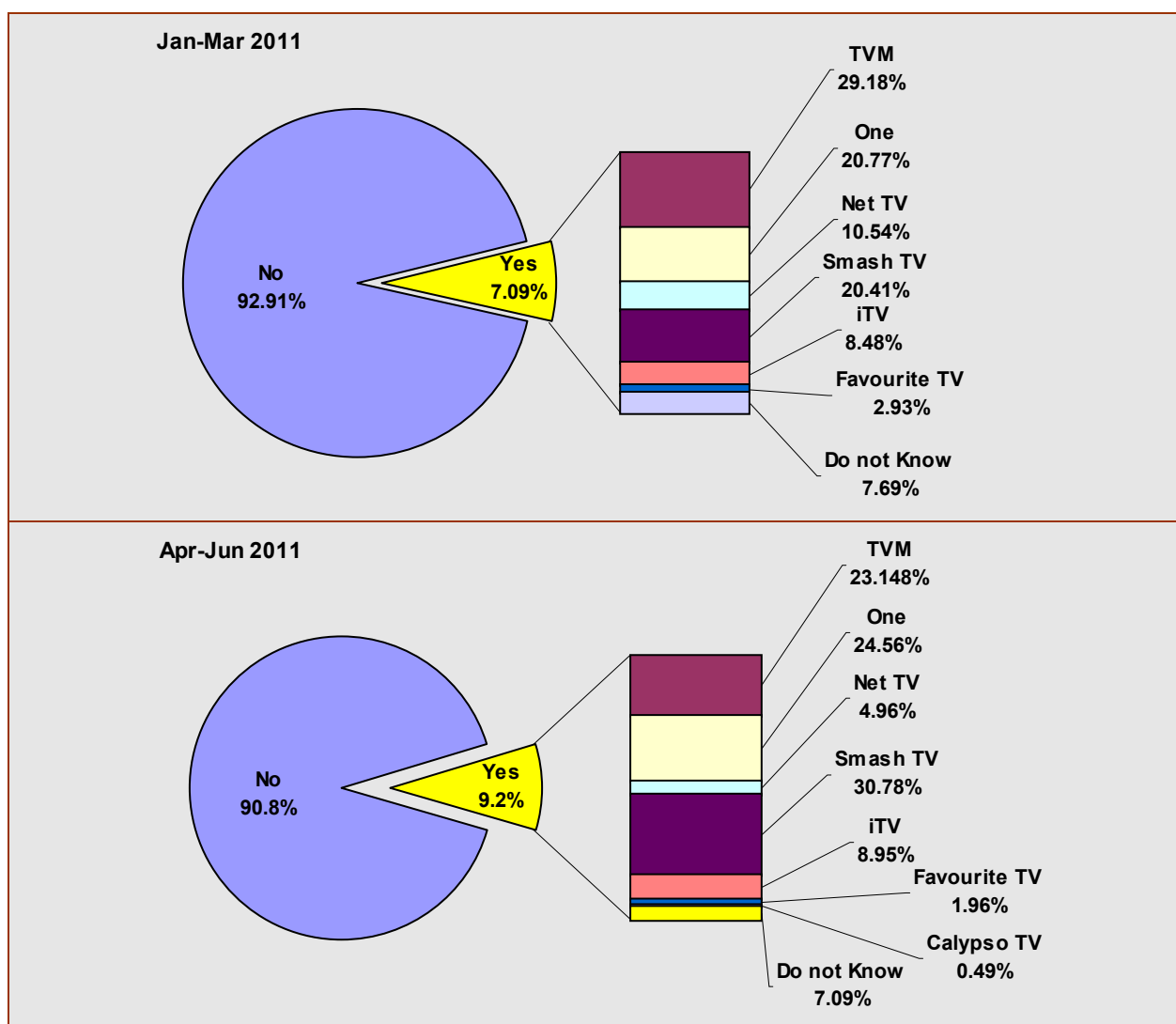


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [JAN/MAR – APR/JUN 2011]

5.1 TEleshopping BY GENDER, BY AGE GROUPS, AND BY DISTRICT

Overall, teleshopping is more followed by female audiences than by male audiences with the highest number of estimated female audiences being those of Smash TV [7,882] followed by those of TVM [6,194 and ONE [5,559] even though this latter station overall ranked second after Smash TV by the overall total number of teleshopping viewers. Those in the 50-64 age group registered the highest amount of viewers [11,584] being followed by those in the 30-49 age group [8,378] and those in the 65-79 age group [7,696]. Of note is the amount of young children, especially the 12-14 year olds, who declared that they regularly watch teleshopping. Analysed by district, the Northern Harbour area registered the highest amount of teleshopping viewers [12,085] followed by those of the Southern Harbour district [8,567] – even though the latter ranked first percentage-wise [11.7%] indicating that residents there have a more propensity to follow teleshopping programmes. For the rest of the districts a crude average of 7.26% results for all the districts².

² Worked as: $(7.62+7.15+6.31+7.96)/4$

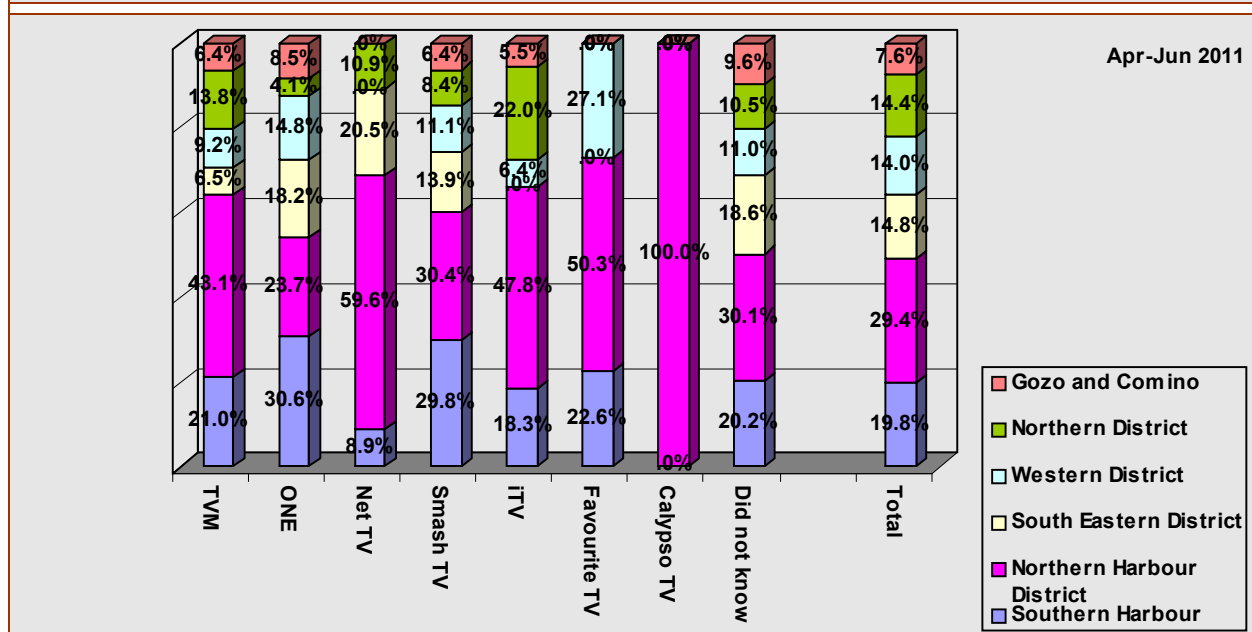
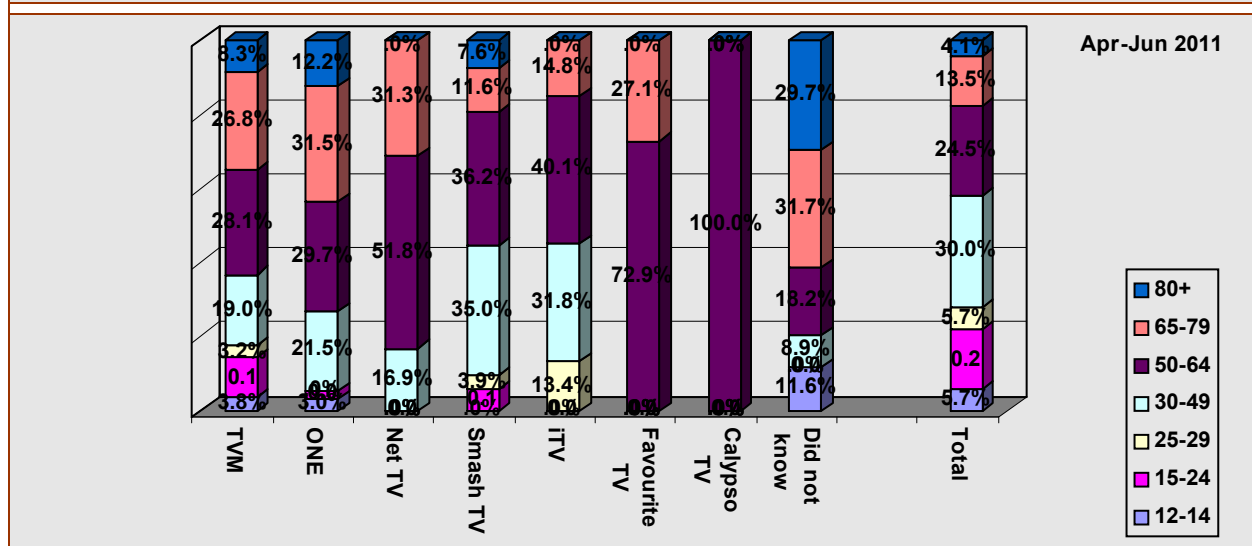
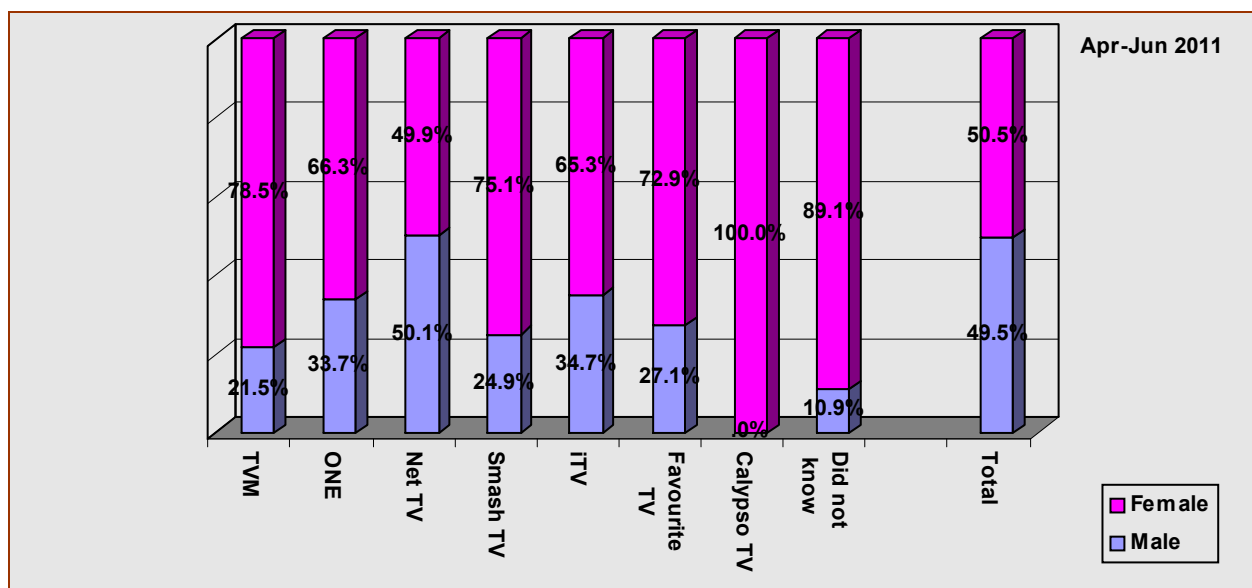
TABLE 5.2: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR/JUN 2011]

[Population]	Total N	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	[3] 7,892	1,699	6,194	300	853	252	1,496	2,220	2,114	657	1,660	3,399	514	725	1,086	508
ONE	[2] 8,379	2,820	5,559	252	183	0	1,800	2,485	2,637	1,021	2,564	1,988	1,527	1,240	346	713
Net TV	1,691	847	845	0	0	0	286	876	530	0	151	1,008	347	0	185	0
Smash TV	[1] 10,499	2,617	7,882	0	601	408	3,670	3,804	1,223	793	3,127	3,196	1,458	1,170	880	669
ITV	3,052	1,059	1,993	0	0	408	969	1,222	453	0	559	1,458	0	194	672	169
Favourite TV	670	182	488	0	0	0	0	488	182	0	151	337	0	182	0	0
Calypso Music TV	169	0	169	0	0	0	0	169	0	0	0	169	0	0	0	0
Do not know	1,761	192	1,569	204	0	0	157	320	558	523	355	530	328	194	185	169
Total	34,114	9,415	24,698	756	1,637	1,068	8,378	11,584	7,696	2,994	8,567	12,085	4,175	3,704	3,354	2,229
Total Population	369,716	183,076	186,640	21,029	60,722	21,169	111,082	90,644	49,802	15,268	73,232	108,731	54,800	51,786	53,149	28,018
% of Population	9.23	5.14	13.23	3.60	2.70	5.05	7.54	12.78	15.45	19.61	11.70	11.11	7.62	7.15	6.31	7.96

Row %	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	100.0%	21.52%	78.48%	3.80%	10.80%	3.20%	18.96%	28.13%	26.78%	8.32%	21.03%	43.07%	6.52%	9.18%	13.76%	6.44%
ONE	100.0%	33.66%	66.34%	3.01%	2.19%	0.00%	21.48%	29.66%	31.48%	12.18%	30.60%	23.73%	18.23%	14.80%	4.13%	8.52%
Net TV	100.0%	50.06%	49.94%	0.00%	0.00%	0.00%	16.90%	51.78%	31.32%	0.00%	8.94%	59.60%	20.53%	0.00%	10.93%	0.00%
Smash TV	100.0%	24.93%	75.07%	0.00%	5.73%	3.88%	34.96%	36.23%	11.64%	7.56%	29.78%	30.44%	13.88%	11.14%	8.38%	6.37%
ITV	100.0%	34.70%	65.30%	0.00%	0.00%	13.36%	31.76%	40.05%	14.83%	0.00%	18.31%	47.76%	0.00%	6.35%	22.03%	5.55%
Favourite TV	100.0%	27.13%	72.87%	0.00%	0.00%	0.00%	0.00%	72.87%	27.13%	0.00%	22.55%	50.31%	0.00%	27.13%	0.00%	0.00%
Calypso Music TV	100.0%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Do not know	100.0%	10.93%	89.07%	11.58%	0.00%	0.00%	8.92%	18.15%	31.67%	29.68%	20.16%	30.07%	18.65%	11.01%	10.49%	9.61%
Total	100.0%	27.60%	72.40%	2.22%	4.80%	3.13%	24.56%	33.96%	22.56%	8.78%	25.11%	35.42%	12.24%	10.86%	9.83%	6.53%

Column %	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	23.14	18.04	25.08	39.67	52.08	23.63	17.86	19.17	27.47	21.94	19.38	28.13	12.32	19.56	32.39	22.79
ONE	24.56	29.95	22.51	33.37	11.21	0.00	21.48	21.45	34.27	34.09	29.93	16.45	36.58	33.48	10.31	32.01
Net TV	4.96	8.99	3.42	0.00	0.00	0.00	3.41	7.56	6.88	0.00	1.76	8.34	8.32	0.00	5.51	0.00
Smash TV	30.78	27.79	31.91	0.00	36.72	38.18	43.80	32.84	15.89	26.50	36.50	26.45	34.91	31.58	26.24	30.01
ITV	8.95	11.25	8.07	0.00	0.00	38.18	11.57	10.55	5.88	0.00	6.53	12.06	0.00	5.23	20.05	7.60
Favourite TV	1.96	1.93	1.98	0.00	0.00	0.00	0.00	4.22	2.36	0.00	1.76	2.79	0.00	4.91	0.00	0.00
Calypso Music TV	0.49	0.00	0.68	0.00	0.00	0.00	0.00	1.46	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00
Do not know	5.16	2.04	6.35	26.96	0.00	0.00	1.87	2.76	7.25	17.46	4.14	4.38	7.87	5.23	5.51	7.60
Total Viewers	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Totals may not tally due to weighting and rounding off



FIGURES 5.3.A-C: TEleshopping BY BROADCASTING STATION:
BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR/JUN 2011]

6. RADIO AUDIENCES

For this assessment the N.S.O. weighted each respondent to be representative of the whole population as per Demographic Review 2009, giving a grossed-up population of 369,716 representing all those over 12 years old. In the calculation of audiences this grossed-up calibration weight was used. The daily half-hour slots by broadcasting station can be found in Appendix E: these have been calculated on the calibration weight provided while the data was rounded to the nearest thousand. Data used in the following tables was not rounded-up but presented as is.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, in total from Monday to Sunday, Bay Radio has attained the highest daily average of listeners [%: 1.117%; N: 4,129] with its highest being on Wednesdays [%: 1.835%; N: 6,786] – which was also the highest amount of listeners that logged-on to a particular station on that day. This was followed by ONE Radio [%: 1.090%; N: 4,030] with its highest average on Thursdays while this was followed by Bay Radio with a total average of 1.090% [N: 4,030] with its highest average on Saturdays with 1.515% [N: 5,503]. The third highest attained average was that of Calypso Radio which was only 0.18% less [%: 0.91%; N: 3,366] and attaining its highest average on Fridays [%: 1.31%; N: 4,844] which was also highest followed station on that day. Overall, Bay Radio got the highest average audiences for Tuesdays and Wednesdays, One Radio got the highest for Mondays, Saturdays, and Sundays; while Calypso Radio got the highest averages for Thursdays and Fridays.

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR/JUN 2011]

%	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATIONS
Mondays⇒	1.155	0.006	0.121	1.460	0.170	1.121	0.489	0.286	0.142	0.373	0.171	0.322	0.273	0.014	0.013	0.000
Tuesdays⇒	0.963	0.000	0.199	1.223	0.213	1.524	1.176	0.446	0.357	0.638	0.030	0.632	0.266	0.165	0.035	0.000
Wednesdays⇒	0.655	0.000	0.377	0.535	0.073	1.835	0.893	0.486	0.441	0.725	0.000	0.271	0.372	0.332	0.054	0.000
Thursdays⇒	0.692	0.033	0.122	1.011	0.449	1.058	1.148	0.120	0.450	0.360	0.029	0.835	0.406	0.536	0.025	0.035
Fridays⇒	0.426	0.000	0.585	1.019	0.174	1.141	1.310	0.436	0.112	0.546	0.000	0.862	0.313	0.178	0.010	0.020
Saturdays⇒	0.528	0.075	0.207	1.515	0.039	0.899	0.691	0.543	0.158	0.588	0.007	0.175	0.253	0.495	0.008	0.000
Sundays⇒	0.244	0.000	0.465	0.867	0.072	0.239	0.665	0.345	0.037	0.174	0.049	0.411	0.161	0.008	0.000	0.039
Mon to Sun	0.667	0.017	0.295	1.090	0.171	1.117	0.910	0.380	0.243	0.486	0.041	0.501	0.292	0.249	0.021	0.014
↓	[4]			[2]		[1]	[3]									
POPULATION	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATIONS
Mondays	4,270	22	447	5,397	628	4,144	1,809	1,056	524	1,378	633	1,191	1,011	50	48	0
Tuesdays	3,561	0	735	4,520	789	5,636	4,346	1,650	1,320	2,358	111	2,336	982	609	130	0
Wednesdays	2,422	0	1,392	1,979	268	6,786	3,302	1,796	1,629	2,679	0	1,001	1,374	1,229	198	0
Thursdays	2,560	123	451	3,739	1,660	3,911	4,244	444	1,664	1,330	107	3,086	1,502	1,982	94	129
Fridays	1,576	0	2,163	3,769	643	4,218	4,844	1,612	413	2,020	0	3,189	1,158	659	36	74
Saturdays	1,952	277	765	5,603	144	3,325	2,556	2,006	583	2,175	25	647	936	1,829	28	0
Sundays	904	0	1,717	3,204	266	882	2,460	1,277	136	642	180	1,518	594	28	0	145
Mon to Sun	2,464	61	1,090	4,030	631	4,129	3,366	1,404	900	1,798	150	1,851	1,081	919	76	50
				[2]		[1]	[3]									

Apr-Jun 2011

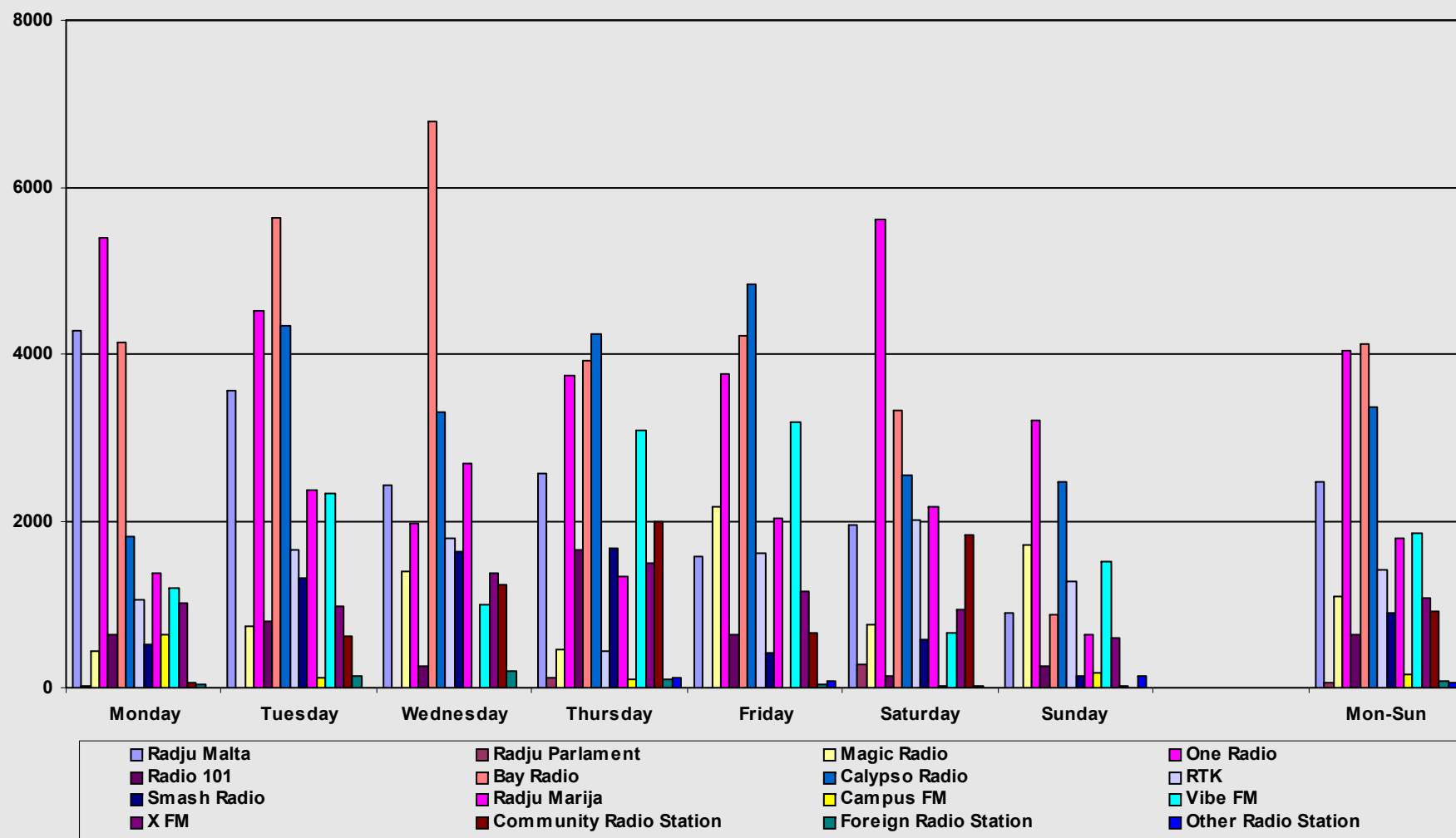


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR/JUN 2011]

6.2 WEEKDAYS PEAK AUDIENCES

Another indication of a radio station's popularity with its audiences is the highest percentage/number of audiences obtained at any particular time for each week-day. The Weekday Peaks attained by each radio broadcasting station are summarized in Table and Figure 6.2 below:

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR/JUN 2011]

%	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	FOREIGN STATIONS	OTHER RADIO STATION
Mondays⇒	5.501	0.289	0.943	3.388	0.620	3.718	1.333	1.055	1.029	1.127	0.679	1.222	1.124	0.324	0.310	0.000
Tuesdays⇒	3.809	0.000	0.958	3.483	1.029	4.740	3.237	1.352	1.588	1.790	0.539	1.734	1.264	1.240	0.351	0.000
Wednesdays⇒	2.695	0.000	1.441	2.341	0.638	5.920	2.347	1.927	1.643	1.925	0.000	1.493	1.227	1.126	0.787	0.000
Thursdays⇒	2.191	0.400	1.033	3.302	1.743	3.295	3.683	0.740	2.119	0.990	0.347	3.052	1.712	2.211	0.530	0.559
Fridays⇒	1.724	0.000	1.819	3.781	0.653	3.415	4.142	1.621	0.418	1.691	0.000	2.936	1.466	0.980	0.464	0.482
Saturdays⇒	2.237	0.449	0.933	4.862	0.620	3.700	2.982	3.156	1.119	2.527	0.330	1.883	1.594	3.067	0.361	0.000
Sundays⇒	1.007	0.000	2.034	3.832	0.718	1.510	1.763	1.947	0.627	0.927	0.794	1.917	1.406	0.365	0.000	0.472
Highest Peak	5.501	0.449	2.034	4.862	1.743	5.920	4.142	3.156	2.119	2.527	0.794	3.052	1.712	3.067	0.787	0.559
↓	[2]			[3]		[1]	[4]									
Population	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	FOREIGN STATIONS	OTHER RADIO STATION
Mondays	20,340	1,070	3,485	12,525	2,294	13,748	4,930	3,900	3,805	4,168	2,510	4,519	4,156	1,198	1,148	0
Tuesdays	14,083	0	3,542	12,879	3,804	17,526	11,968	4,998	5,871	6,618	1,992	6,412	4,672	4,585	1,297	0
Wednesdays	9,964	0	5,326	8,654	2,358	21,885	8,678	7,124	6,076	7,117	0	5,519	4,537	4,163	2,911	0
Thursdays	8,100	1,478	3,820	12,208	6,444	12,181	13,617	2,735	7,834	3,660	1,283	11,285	6,331	8,174	1,959	2,066
Fridays	6,372	0	6,724	13,979	2,416	12,624	15,315	5,995	1,544	6,250	0	10,855	5,420	3,625	1,715	1,782
Saturdays	8,270	1,660	3,449	17,975	2,291	13,678	11,024	11,669	4,136	9,343	1,219	6,962	5,893	11,339	1,334	0
Sundays	3,725	0	7,522	14,167	2,656	5,581	6,519	7,199	2,318	3,426	2,934	7,087	5,197	1,350	0	1,746
Highest Peak	20,340	1,660	7,522	17,975	6,444	21,885	15,315	11,669	7,834	9,343	2,934	11,285	6,331	11,339	2,911	2,066

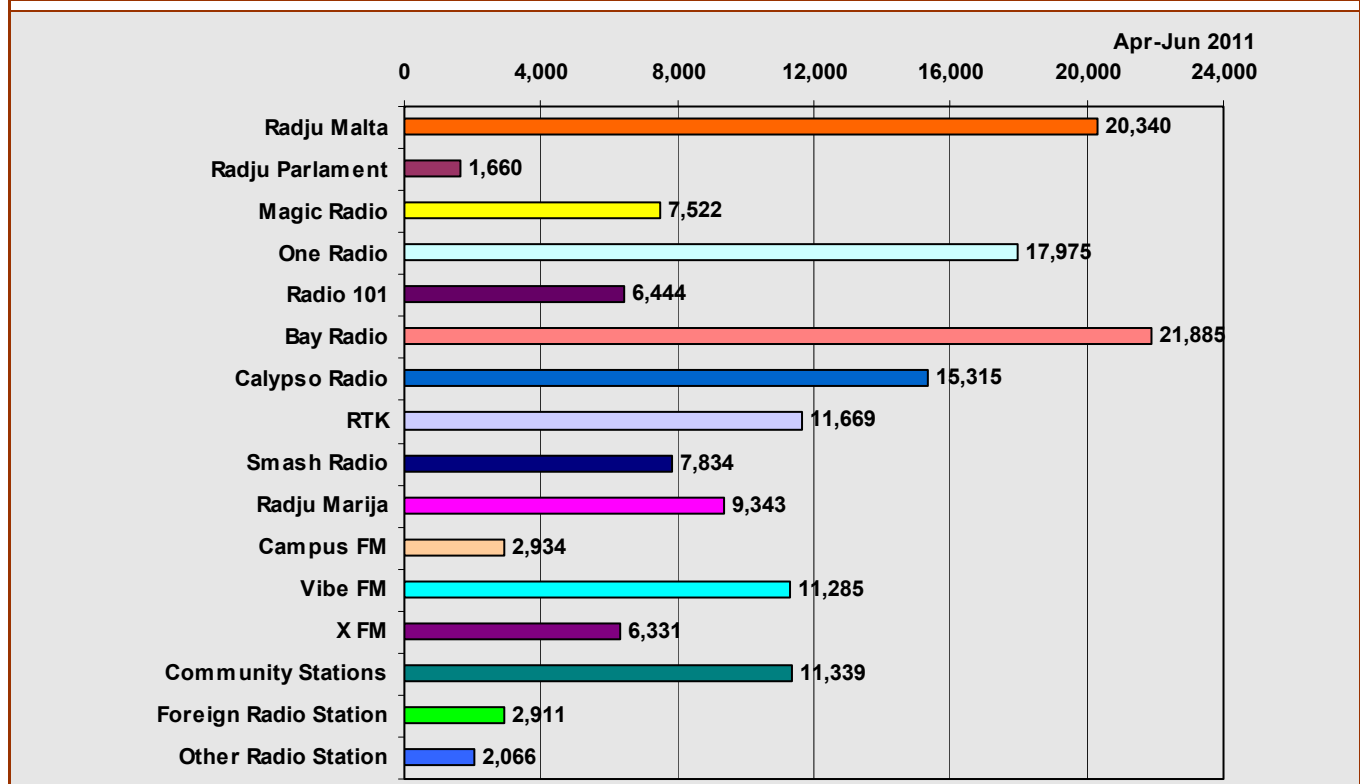


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR/JUN 2011]

6.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations at half-hour intervals. The Figures 6.3.a – 6.3.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total for each particular week-day. Included in the tables are statistics for (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

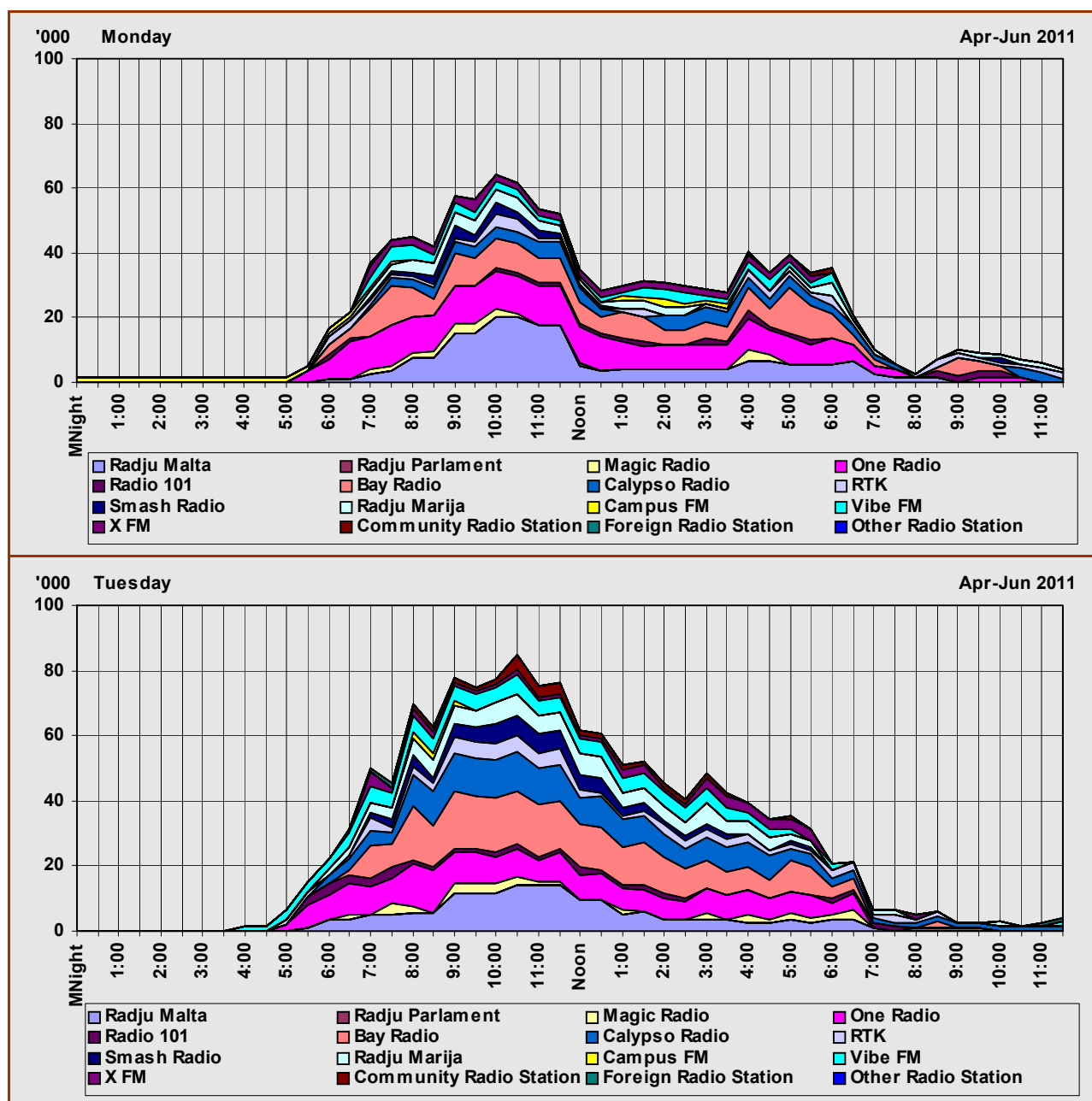


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

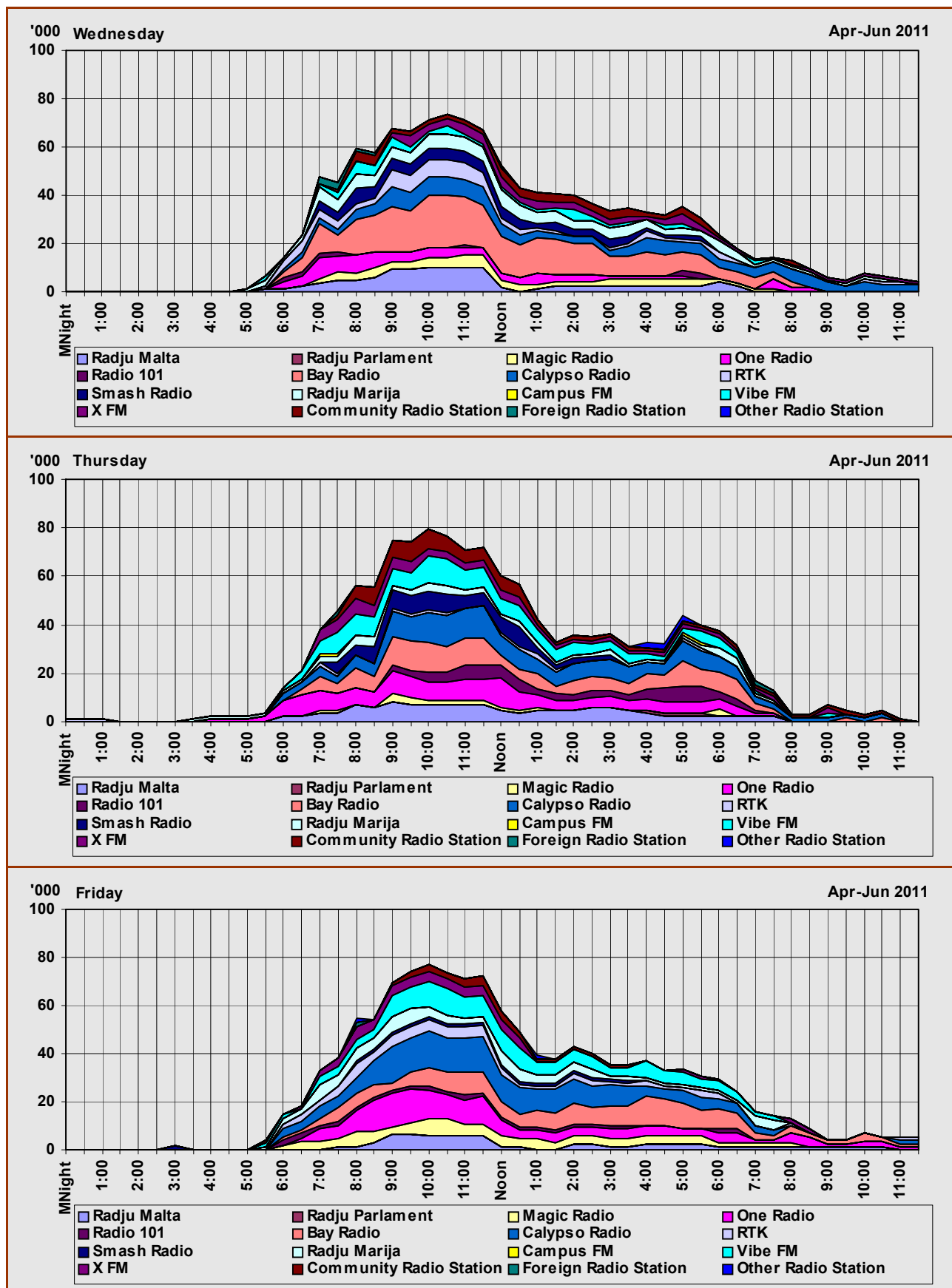


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

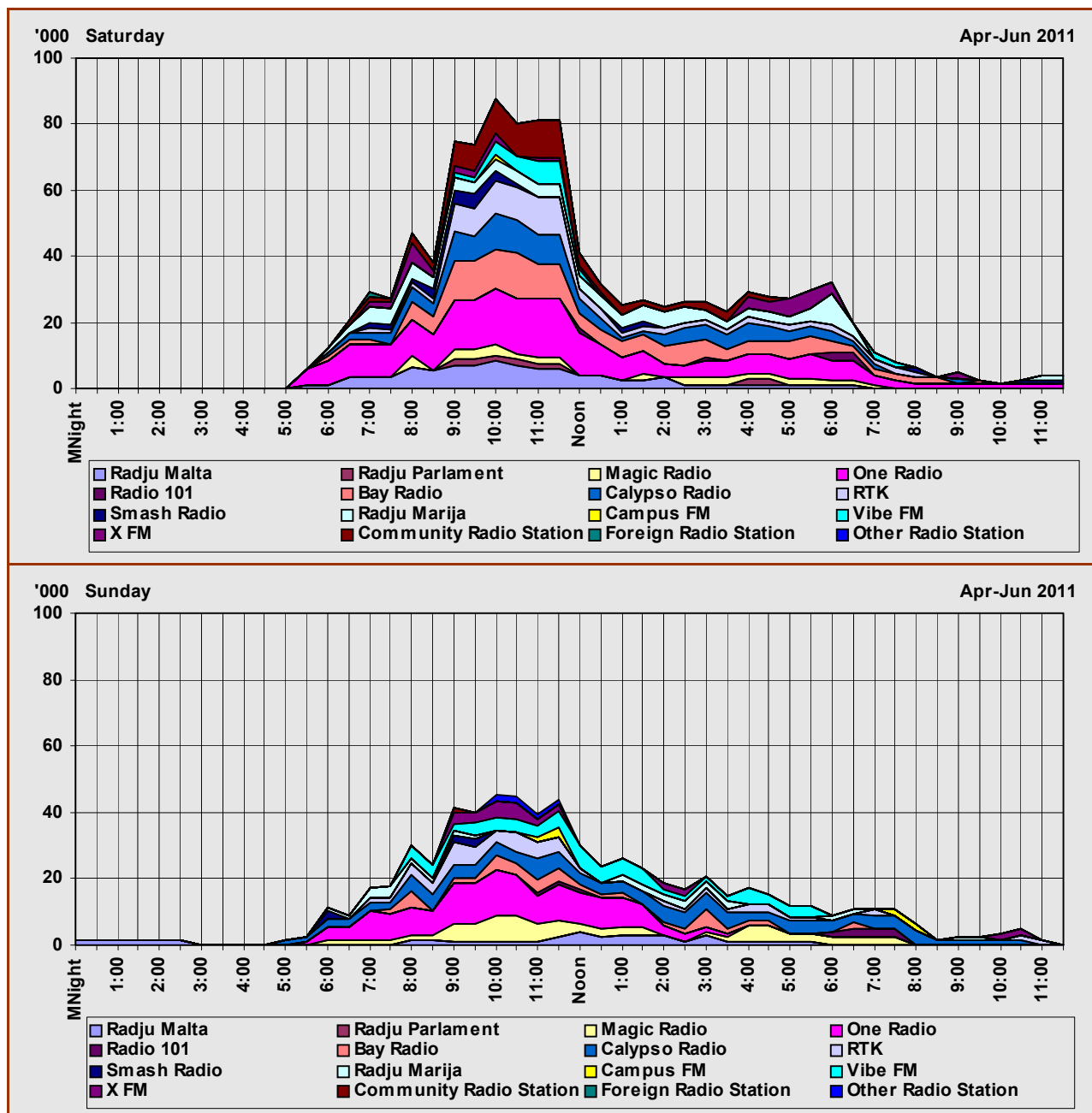


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in Table 6.3 and Figure 6.4 below, and Table 6.4 in Part Two.

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009 – APR/JUN 2011]

	RADJU MALTA	R. PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS
Total Average [%]															
Oct-Dec 2009	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	1.4
Jan-Mar 2010	8.1	0.1	5.5	17.7	3.6	19.4	13.0	5.5	5.1	6.2	0.5	6.0	4.8	3.2	1.2
Apr-Jun 2010	8.7	0.3	6.3	17.1	4.8	13.1	14.1	5.6	5.9	7.9	0.4	6.7	4.9	3.9	0.3
Jul-Sep 2010	8.1	0.4	7.7	13.7	3.6	15.9	16.9	5.7	3.2	9.1	1.3	7.8	3.9	2.3	0.4
Oct-Dec 2010	6.0	0.2	6.8	15.0	3.1	12.4	15.2	7.6	6.4	8.7	0.7	7.5	5.5	3.7	1.4
Jan-Mar 2011	9.3	0.1	5.5	20.1	4.2	11.9	14.7	9.2	3.5	6.1	1.4	6.2	3.6	2.0	2.2
Apr-Jun 2011	10.27	0.25	4.54	16.79	2.63	17.20	14.02	5.85	3.75	7.49	0.63	7.71	4.50	3.83	0.53

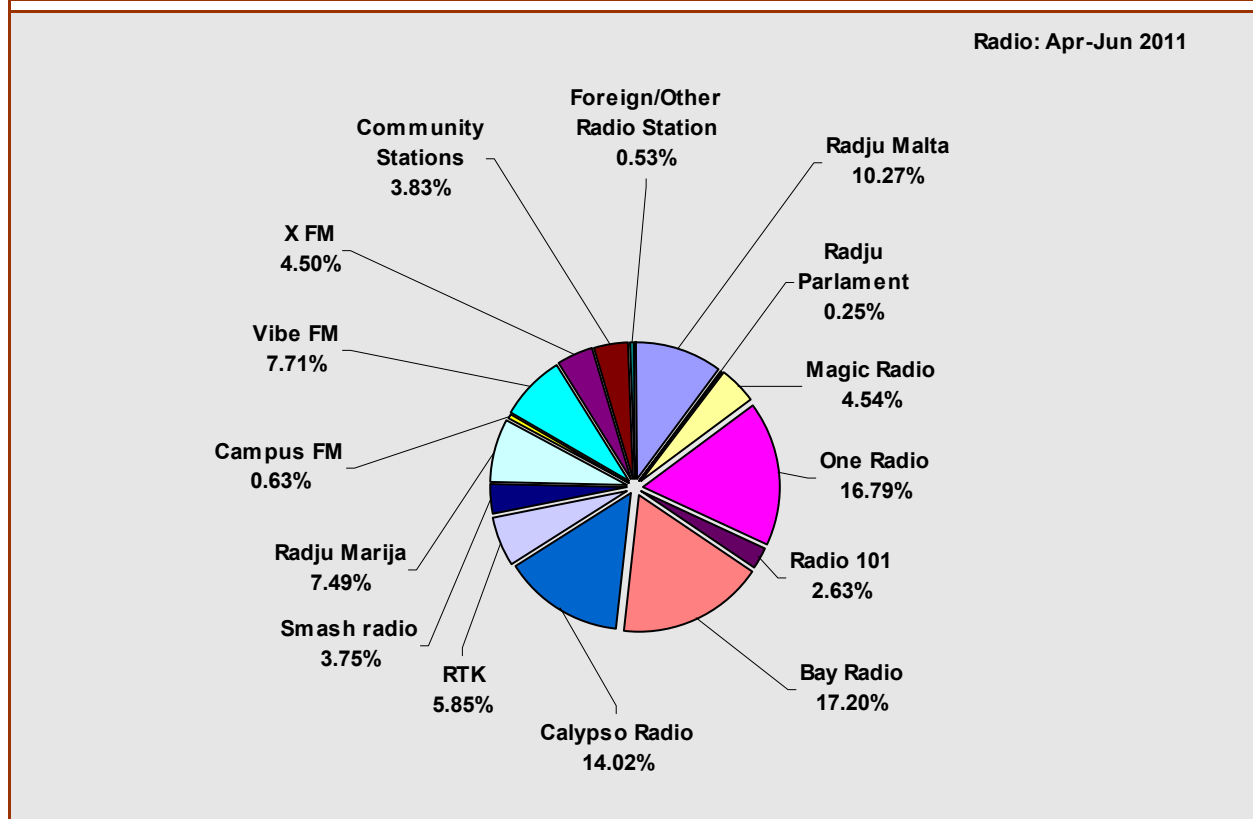


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR/JUN 2011]

7. TV AUDIENCES

Similar to radio audiences the daily half-hour slots by TV broadcasting station can be found in Appendix F: these have been calculated on the calibration weight provided while the data was rounded to the nearest thousand. Data used in the following tables was not rounded-up but presented as is.

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Of the local stations TVM has attained the highest daily average [%: 2.043%; N: 7,554] with its highest average being on Fridays [%: 3.505%; N: 12,959]. This was followed by ONE [%: 1.435%; N: 5,306] reaching its highest average on Saturdays [%: 1.640%; N: 6,063]; and Net TV [%: 0.318%; N: 1,176] with its highest on Mondays [%: 0.589%; N: 2,179]. By weekday, TVM attracted the highest average audience for each day of the week.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR/JUN 2011]

%	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays⇒	1.205	1.021	0.589	0.000	0.000	0.000	0.000	0.127	0.000	0.030	0.253	0.461	0.264	0.244	0.101	0.171	1.027
Tuesdays⇒	2.113	1.449	0.287	0.029	0.000	0.000	0.014	0.368	0.015	0.000	0.073	0.502	0.341	0.208	0.118	0.123	0.732
Wednesdays⇒	1.523	1.341	0.563	0.000	0.052	0.000	0.031	0.207	0.228	0.000	0.453	0.206	0.538	0.287	0.067	0.086	1.151
Thursdays⇒	1.847	1.588	0.222	0.059	0.057	0.013	0.000	0.128	0.000	0.034	0.176	0.165	0.414	0.201	0.041	0.087	1.075
Fridays⇒	3.505	1.430	0.202	0.000	0.000	0.024	0.000	0.037	0.022	0.000	0.041	0.200	0.352	0.341	0.082	0.131	0.608
Saturdays⇒	1.867	1.640	0.163	0.000	0.000	0.000	0.000	0.353	0.039	0.109	0.083	0.478	0.195	0.233	0.085	0.192	1.411
Sundays⇒	2.273	1.567	0.204	0.000	0.007	0.007	0.000	0.252	0.054	0.027	0.038	0.215	0.212	0.237	0.092	0.287	1.190
Mon to Sun	2.043	1.435	0.318	0.013	0.017	0.006	0.006	0.211	0.051	0.029	0.160	0.318	0.331	0.250	0.083	0.154	1.029
⇒	[1]	[2]	[3]														
Population	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	4,454	3,776	2,179	0	0	0	0	469	0	109	935	1,704	975	900	374	632	3,798
Tuesdays	7,814	5,356	1,062	106	0	0	53	1,361	55	0	271	1,854	1,260	768	435	457	2,705
Wednesdays	5,630	4,959	2,083	0	193	0	113	764	842	0	1,675	762	1,990	1,061	246	316	4,256
Thursdays	6,827	5,873	821	218	211	47	0	475	0	127	650	609	1,531	744	151	321	3,974
Fridays	12,959	5,287	746	0	0	88	0	138	82	0	150	738	1,301	1,262	304	484	2,246
Saturdays	6,903	6,063	603	0	0	0	0	1,304	145	402	307	1,767	720	860	313	709	5,215
Sundays	8,405	5,795	755	0	24	28	0	931	198	101	140	795	783	876	340	1,060	4,399
Mon to Sun	7,554	5,306	1,176	47	62	23	24	780	189	106	590	1,176	1,223	923	309	568	3,806

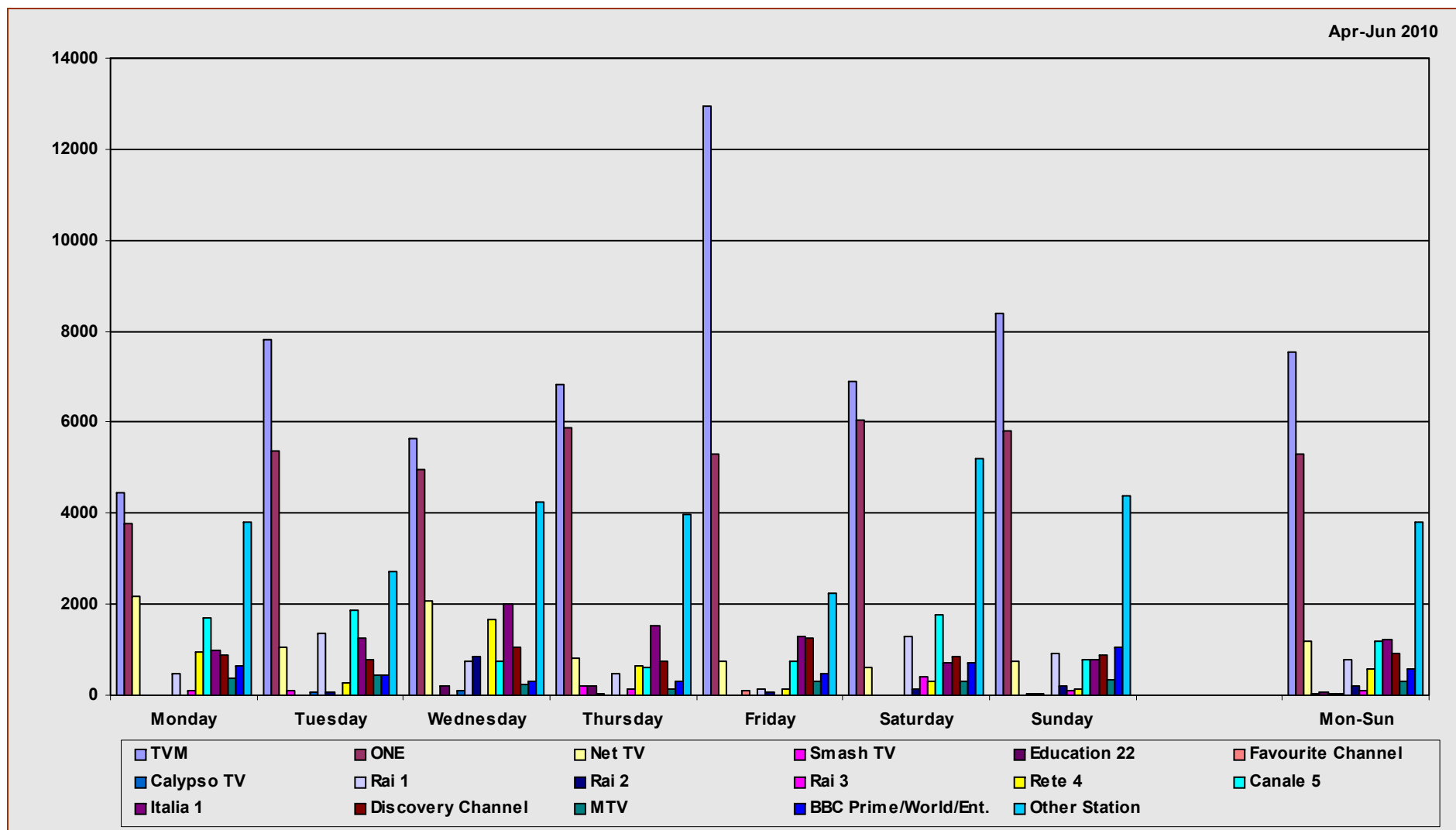


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR/JUN 2011]

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below. Again, by weekday, TVM attracted the highest percentage and amounts of audiences compared to the other broadcasting stations.

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [APR/JUN 2011]

%	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays⇒	11.893	6.493	8.468	0.000	0.000	0.000	0.000	0.684	0.000	0.289	2.520	2.162	1.254	2.132	0.707	1.164	5.579
Tuesdays⇒	18.629	6.444	1.657	0.351	0.000	0.000	0.351	3.446	0.365	0.000	0.836	2.776	1.982	2.046	0.791	0.981	5.571
Wednesdays⇒	10.236	7.062	2.895	0.000	0.320	0.000	0.386	2.618	2.743	0.000	2.106	1.754	3.057	2.441	0.408	0.717	6.803
Thursdays⇒	16.807	6.620	2.378	0.345	0.700	0.314	0.000	1.361	0.000	0.280	1.898	1.011	3.177	1.443	0.400	0.839	5.821
Fridays⇒	28.181	8.663	1.075	0.000	0.000	0.584	0.000	0.736	0.361	0.000	0.482	1.031	3.026	2.294	0.792	0.69	2.184
Saturdays⇒	8.657	5.365	1.099	0.000	0.000	0.000	0.000	2.844	0.450	0.783	0.663	2.729	1.692	1.940	0.881	0.933	7.097
Sundays⇒	16.701	4.942	1.439	0.000	0.320	0.365	0.000	0.927	1.026	0.334	0.620	0.852	1.290	1.397	0.867	1.514	5.328
Highest Peak	28.181	8.663	8.468	0.351	0.700	0.584	0.386	3.446	2.743	0.783	2.520	2.776	3.177	2.441	0.881	1.514	7.097
⇒	[1]	[2]	[3]														[4]

Population	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	43,972	24,004	31,308	0	0	0	0	2,530	0	1,070	9,318	7,993	4,637	7,882	2,616	4,304	20,628
Tuesdays	68,876	23,823	6,126	1,297	0	0	1,297	12,740	1,351	0	3,089	10,262	7,329	7,565	2,923	3,627	20,595
Wednesdays	37,843	26,111	10,704	0	1,184	0	1,426	9,677	10,141	0	7,786	6,483	11,303	9,023	1,508	2,649	25,152
Thursdays	62,139	24,474	8,793	1,276	2,586	1,161	0	5,030	0	1,036	7,018	3,738	11,746	5,336	1,478	3,102	21,520
Fridays	104,190	32,029	3,976	0	0	2,160	0	2,722	1,333	0	1,783	3,813	11,189	8,480	2,929	2,552	8,075
Saturdays	32,005	19,835	4,064	0	0	0	0	10,513	1,663	2,894	2,450	10,090	6,256	7,171	3,257	3,449	26,241
Sundays	61,747	18,271	5,322	0	1,183	1,350	0	3,426	3,795	1,234	2,294	3,148	4,768	5,163	3,207	5,596	19,698
Highest Peak	104,190	32,029	31,308	1,297	2,586	2,160	1,426	12,740	10,141	2,894	9,318	10,262	11,746	9,023	3,257	5,596	26,241

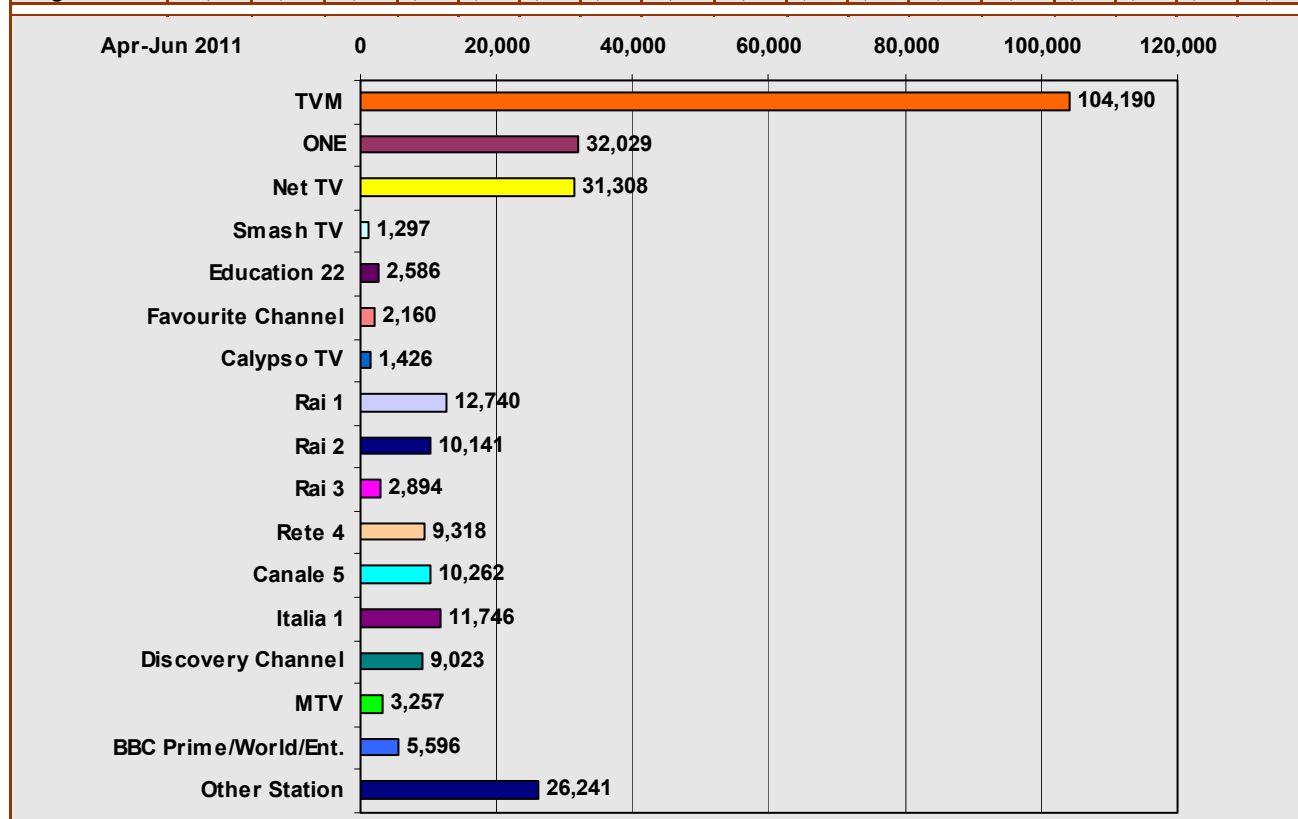


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [APR/JUN 2011]

7.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 7.3.a – 7.3.g below are taken from Tables 7.3.a – 7.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total week-day audiences. Included in the tables are the same statistics as those calculated for Radio consumption for each particular broadcasting station; i.e. (a) the daily TV average audience; (b) the highest daily peak TV audience; and (c) the standard deviation.

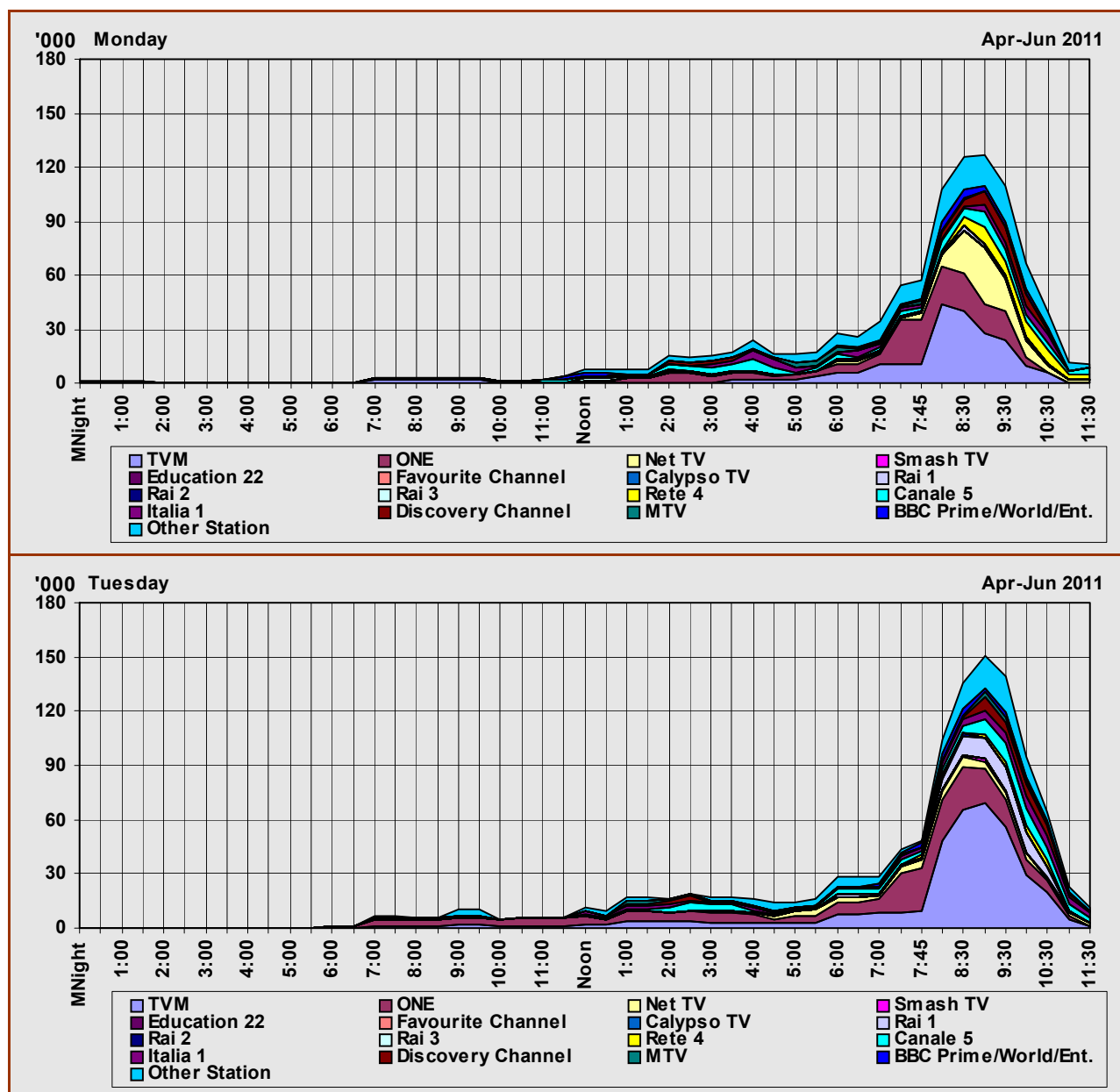


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

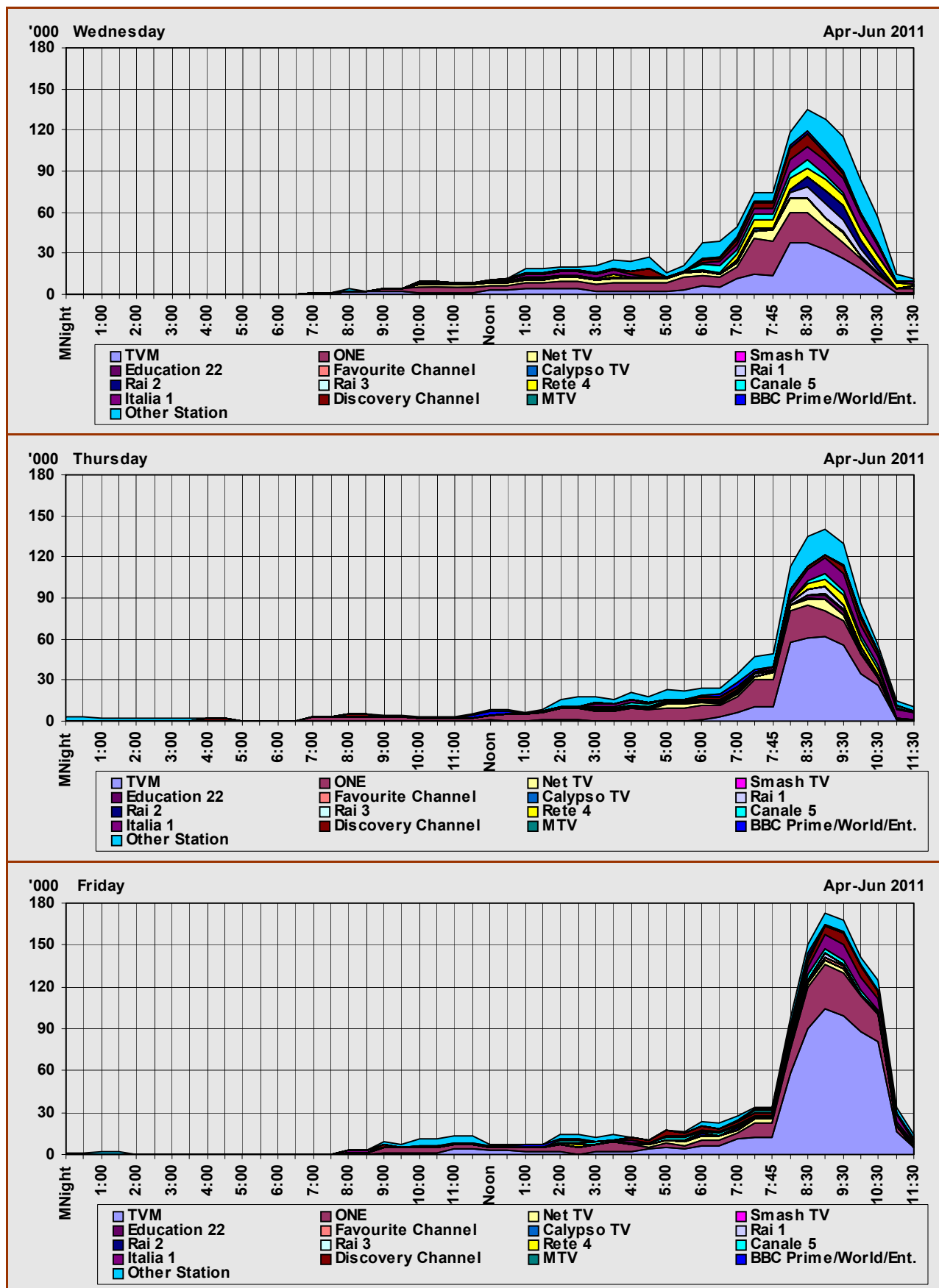


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

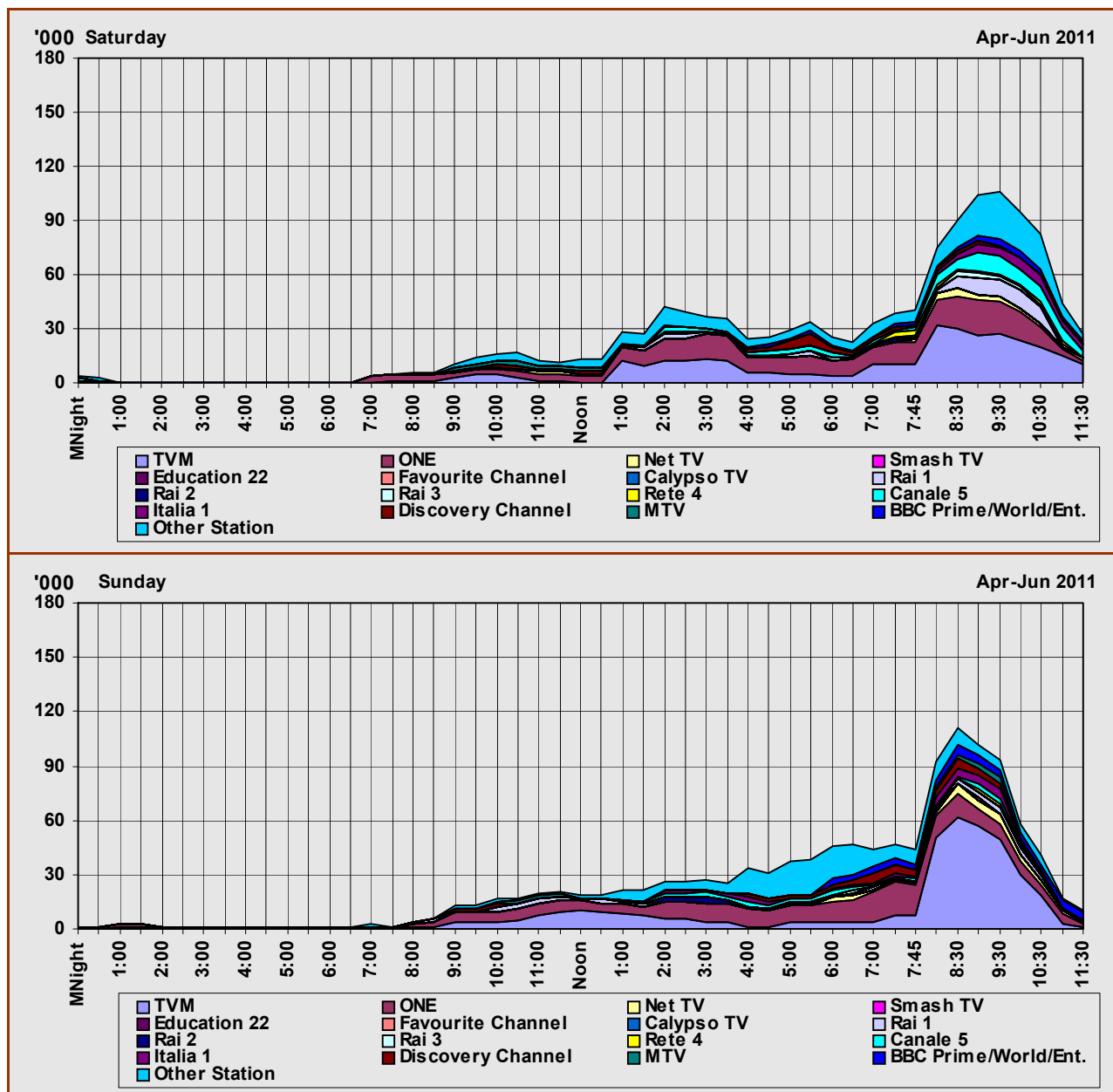


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average TV audience share attained by each broadcasting station is show in Table 7.3 and Figure 7.4 below, and Table 7.4 in Part Two.

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [JUL/SEP 2009 – APR/JUN 2011]

Total Avg.	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Jul-Sep 2009	14.7	17.8	6.7	4.5		2.5	-	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	2.3	22.2
Oct-Dec 2009	26.6	20.2	6.4	0.4		1.2	-	3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
Jan-Mar 2010	23.3	22.1	4.9	0.3		0.7	0.1	5.8	1.3	0.6	3.6	8.1	6.5	3.1	0.6	2.3	16.7
Apr-Jun 2010	33.2	16.8	4.8	0.3		0.3	0.1	6.8	0.4	0.5	3.0	4.2	5.4	4.9	0.4	1.5	17.2
Jul-Sep 2010	17.5	18.8	7.3	0.5		0.6	0.2	4.6	1.2	0.2	2.4	5.5	8.4	5.4	0.6	2.7	23.8
Oct-Dec 2010	27.5	20.3	7.4	0.0		0.2	0.1	3.9	1.1	0.4	3.4	5.5	5.9	3.0	0.3	1.8	19.1
Jan-Mar 2011	29.8	18.6	7.6	0.3		0.3	0.0	3.5	1.3	0.4	1.5	5.8	5.2	2.8	0.9	2.1	19.9
Apr-Jun 2011	31.7	22.2	4.9	0.2	0.3	0.1	0.1	3.3	0.8	0.4	2.5	4.9	5.1	3.9	1.3	2.4	15.9

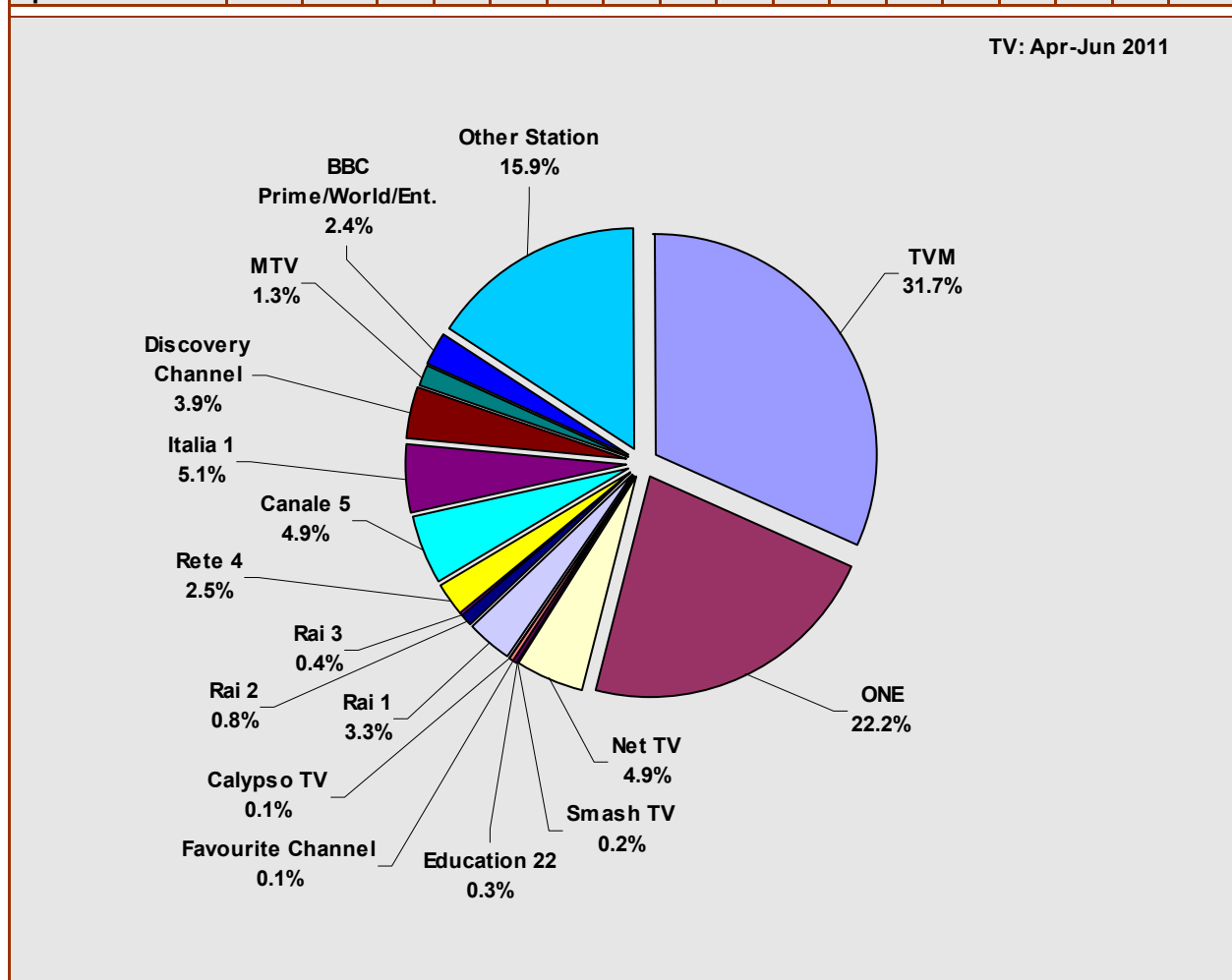


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [APR/JUN 2011]

8. RADIO AND TV CONSUMPTION

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis listening/viewing their reception media is another data that has been computed for this period. This would indicate the number of hours that consumers were captured by the respective broadcasting stations; or rather for how long did each broadcasting station manage to maintain, on average, its audiences.

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at **3.06 hrs** [Jan-Mar 2010: 3.18 hrs.]. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS: BY STATION [OCT/DEC 2009 – APR/JUN 2011]

	Radju Malta	Radju Parlament	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign & Other Stations
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73
Jan-Mar 2010	3.17	2.00	2.49	3.40	2.02	2.24	3.50	2.28	3.15	2.54	1.99	2.36	2.56	2.91	2.91
Apr-Jun 2010	3.31	1.95	2.29	3.87	3.28	1.89	3.96	2.49	3.74	3.34	1.91	2.17	2.79	3.75	1.28
Jul-Sep 2010	3.07	9.00	2.62	3.42	2.77	2.30	4.55	2.80	3.32	3.92	2.59	3.01	2.62	3.14	1.94
Oct-Dec 2010	2.62	6.50	2.41	3.65	2.54	1.87	4.27	2.88	3.41	3.51	1.66	2.77	3.34	5.71	3.38
Jan-Mar 2011	3.33	3.00	2.58	4.32	3.29	2.10	3.90	3.16	2.81	3.57	3.31	3.07	3.00	2.21	2.72
Apr-Jun 2011	3.63	2.42	2.18	3.63	2.55	2.55	4.00	2.57	2.51	3.65	1.72	3.62	2.52	3.54	2.34

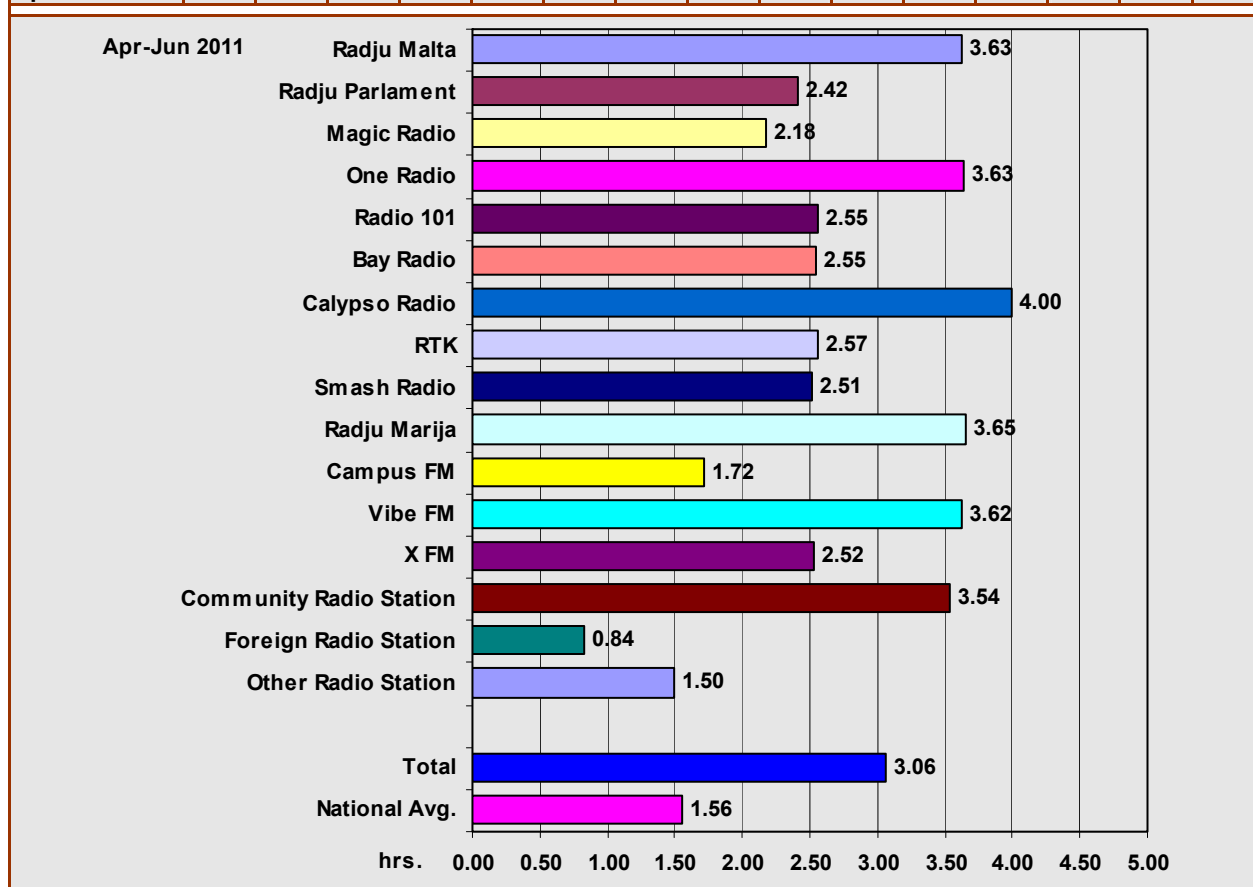


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [APR/JUN 2011]

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for this period stands at **1.56 hrs** every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 30.61% from 4.41hrs for Oct-Dec 2006 to 3.06 hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 30.97% [from 2.26 hrs to 1.56 hrs] indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2010
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09	2.99	3.18	3.06
Total Population	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65	1.53	1.69	1.56

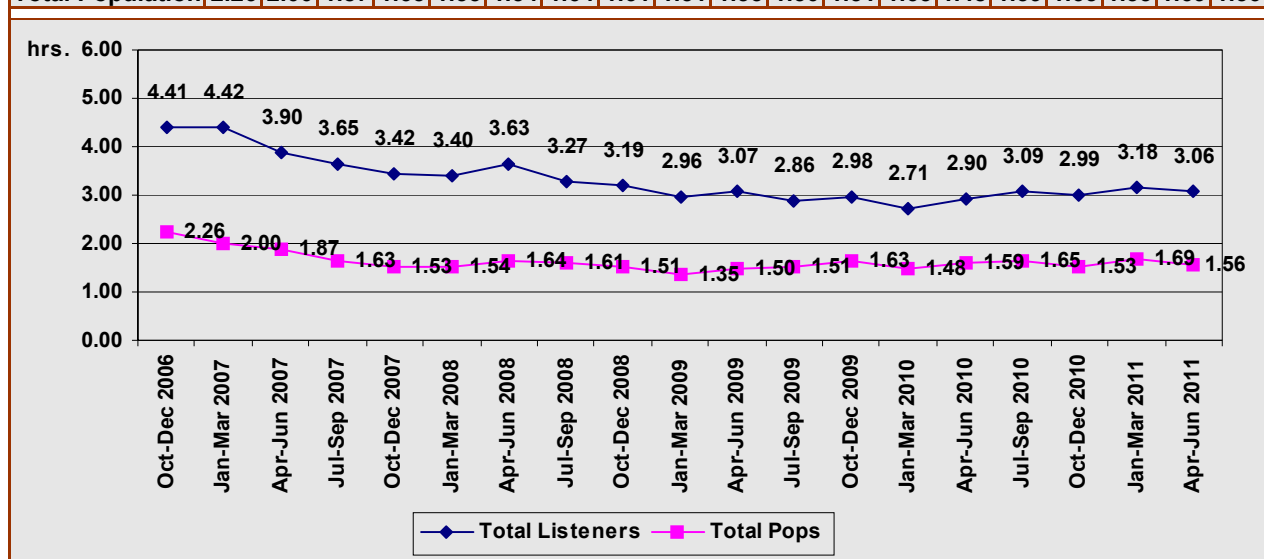


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2011]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station for all the yearly quarters from October-December 2006 are listed in Table 8.3 below.

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION
[OCT/DEC 2006 – APR/JUN 2011]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2010
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08	3.78	2.56	3.08	2.73	2.92	3.17	3.31	3.07	2.62	3.33	3.63
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60	2.46	2.78	1.64		2.01	2.00	1.95	9.00	6.50	3.00	2.42
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12	2.55	2.93	2.65	2.57	2.95	2.49	2.29	2.62	2.41	2.58	2.18
ONE Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83	3.59	3.38	3.69	3.41	3.91	3.40	3.87	3.42	3.65	4.32	3.63
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97	2.24	2.29	2.76	2.84	2.48	2.02	3.28	2.77	2.54	3.29	2.55
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15	3.06	2.15	2.46	2.43	2.45	2.24	1.89	2.30	1.87	2.10	2.55
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95	4.27	4.15	3.34	3.29	4.19	3.50	3.96	4.55	4.27	3.90	4.00
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64	2.73	3.00	3.52	2.85	2.51	2.28	2.49	2.80	2.88	3.16	2.57
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67	2.51	2.91	3.57	3.23	2.85	3.15	3.74	3.32	3.41	2.81	2.51
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70	2.92	3.26	3.59	2.50	2.75	2.54	3.34	3.92	3.51	3.57	3.65
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25	2.13	3.10	3.89	3.75	2.42	1.99	1.91	2.59	1.66	3.31	1.72
Capital Radio/Vibe FM	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85	3.83	3.09	3.29	2.84	2.14	2.36	2.17	3.01	2.77	3.07	3.62
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80	2.66	2.94	2.06	2.30	2.76	2.56	2.79	2.62	3.34	3.00	2.52
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94	3.45	3.63	3.34	3.95	3.72	2.91	3.75	3.14	5.71	2.21	3.54
Foreign &/Other Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94	1.50	1.13	2.00	1.79	3.73	2.91	1.28	1.94	3.38	2.72	2.34
Total Listeners [hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09	2.99	3.18	3.06
Total Population [hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65	1.53	1.69	1.56

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at **2.23 hrs**. Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at **1.51 hrs** every day. The analysis by TV station is represented Table 8.4 and Figure 8.3 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[APR/JUN 2010 – 2011]

	TVM	ONE	Net TV	Smash TV	Education 22	Favorite TV*	Calypso Music TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Apr-Jun 2010	2.27	2.74	2.21	1.27	2.06	1.54	2.00	2.21	1.76	2.35	2.19	2.16	1.90	2.42	1.10	2.11		2.43
Jul-Sep 2010	1.68	2.66	2.16	1.70	1.47	1.75	1.60	1.78	1.50	1.28	2.06	2.00	2.28	2.33	1.54	2.12		2.15
Oct-Dec 2010	1.91	2.87	2.25	1.00	0.0	1.98	2.00	2.19	2.14	1.77	2.49	2.47	2.29	2.14	0.92	2.63		2.28
Jan-Mar 2010	1.96	3.08	2.54	2.58	0.0	3.62	0.0	0.0	1.85	2.32	1.60	2.61	1.93	1.87	2.34	2.25		2.74
Apr-Jun 2010	2.00	3.47	2.07	2.12	2.12	0.85	0.84	2.04	1.62	2.81	2.01	2.33	2.08	1.67	2.33	2.10		2.12

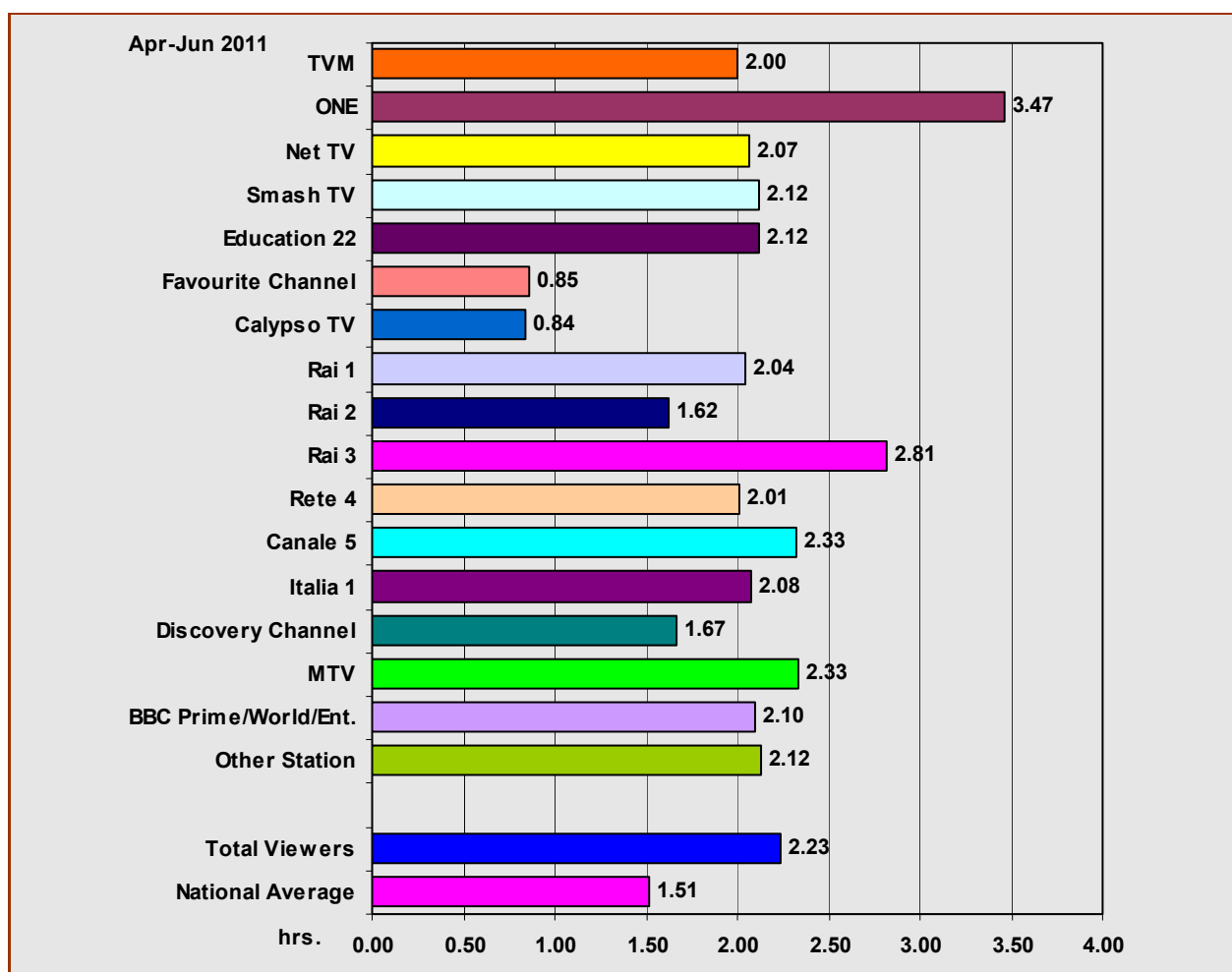


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [APR/JUN 2011]

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular TV viewers spent watching to programmes has decreased slightly by from 2.35hrs for Oct-Dec 2006 to 2.23hrs for this period under assessment – see Table 8.5 and Figure 8.4 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006 – APR/JUN 2011]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011
Total Viewers	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31	2.08	2.24	2.32	2.23
Total Population	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34	1.54	1.66	1.51

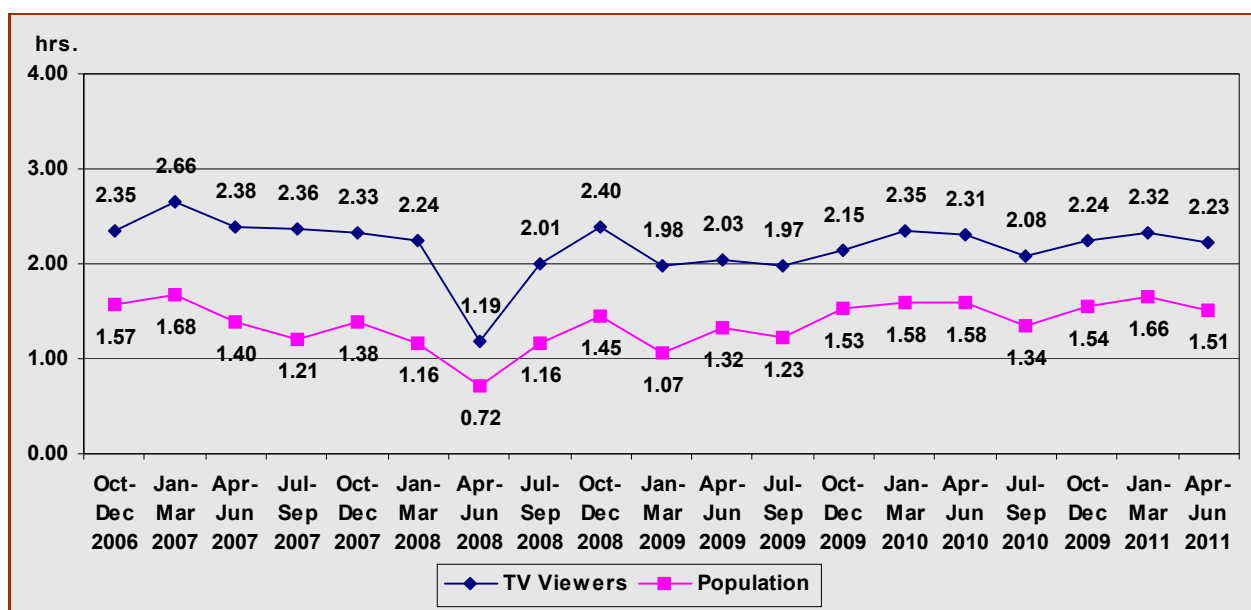


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – APR/JUN 2010]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station were analysed separately and depicted in the following table:

TABLE 8.6: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT/DEC 2006 – APR/JUN 2011]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44	2.27	1.83	1.87	1.38	2.00	2.04	2.27	1.68	1.91	1.96	2.00
ONE	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10	2.78	2.63	2.56	2.40	2.69	3.06	2.74	2.66	2.87	3.08	3.47
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94	2.19	1.92	2.51	2.04	2.37	2.58	2.21	2.16	2.25	2.54	2.07
Smash TV	1.00	1.00	1.19	2.0	0.93	0.80	1.83	1.93	4.50	1.88	1.42	2.01	1.14	1.74	1.27	1.70	1.00	2.58	2.12
Education 22	2.75				1.00	0.50	2.63				7.00		1.53		2.06	1.47			2.12
ITV				1.5			3.00	0.50				2.00	3.00	0.75					
Family TV							3.14	2.69	2.50	2.56	2.67								
Favorite TV										2.88	1.50	3.22	1.93	2.82	1.54	1.75	1.98	3.62	0.85
Calypso Music TV														1.80	2.00	1.60	2.00		0.84
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65	2.06	1.63	1.95	1.89	2.06	2.41	2.21	1.78	2.19	1.97	2.04
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15	2.40	1.75	1.86	2.15	2.00	1.98	1.76	1.50	2.14	1.85	1.62
Rai 3	2.50	1.75	-	1.63	2.13	1.38	1.89	2.50	2.00	1.83	1.57	1.57	1.44	2.19	2.35	1.28	1.77	2.32	2.81
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39	2.19	1.74	2.02	2.21	1.92	2.15	2.19	2.06	2.49	1.60	2.01
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46	2.19	1.94	1.92	2.24	2.32	2.44	2.16	2.00	2.47	2.61	2.33
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13	2.01	2.06	2.02	1.73	1.77	2.21	1.90	2.28	2.29	1.93	2.08
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78	2.39	1.67	1.88	1.90	2.06	1.75	2.42	2.33	2.14	1.87	1.67
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30	1.67	0.92	1.84	1.17	1.45	1.62	1.10	1.54	0.92	2.34	2.33
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93	2.03	1.59	2.57	2.13		1.64	3.10	2.11	2.12	2.63	2.25
BBC World	1.00	2.00			2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50							2.10
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54	2.71	2.02	2.05	2.18	2.23	2.30	2.43	2.15	2.28	2.74	2.12
TV Viewers [hrs]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31	2.08	2.24	2.32	2.23
Total Population [hrs]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34	1.54	1.66	1.51

8.3 Radio Consumption by Time Brackets

The same time-brackets used in previous audiences was again used for this analysis: radio and TV consumption was analysed by such broad time-brackets to highlight consumption trends at different time-periods of the 24-hour clock.

Data for this analysis was taken from the counts of all viewers and listeners while taking into consideration the time spent. The data was analysed first in total by demographic factors as gender, age group, and district and by time period (weekday and month) – see Table 8.7 and Figure 8.5 below. The same counts were then analysed by broadcasting station; the summary of which is listed in Table 8.8 and Figure 8.6 below. Each station's data was then analysed by broadcasting station and is found in Part Two of this report.

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.9-10 and Figures 8.7-8 below and Part Two of this report.

TABLE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR/JUN 2011]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
> 6:00	1.13	1.30	0.95	0.00	0.33	0.69	1.09	0.91	2.38	1.59	1.06	1.37	0.72	0.64	2.00	0.26	1.80	1.78	0.61	1.22	0.45	0.53	1.75	1.52	0.94	0.99
6:00-9:00	18.11	17.55	18.73	15.53	13.83	14.52	18.92	20.15	18.69	19.18	20.15	18.75	21.09	13.78	16.74	14.58	18.95	20.42	19.81	17.64	16.66	15.79	16.23	19.07	16.45	18.74
9:00-12:00	35.57	32.72	38.70	2.70	33.13	37.39	35.02	36.69	37.27	43.43	36.74	33.28	38.95	36.17	34.28	38.37	31.87	33.49	33.34	34.95	34.90	43.97	38.53	36.74	35.97	34.32
12:00-17:00	30.53	32.34	28.54	47.20	37.01	32.03	29.80	28.41	28.72	24.22	28.03	31.54	27.59	33.10	30.97	32.20	29.05	33.82	30.97	30.27	32.28	25.57	30.59	31.19	31.69	29.04
17:00-20:00	11.37	12.19	10.47	28.96	12.66	12.28	11.90	10.24	9.37	11.19	11.44	11.56	8.07	12.25	12.88	12.58	13.29	8.60	10.79	13.90	11.57	11.52	9.57	8.57	11.60	13.38
20:00-24:00	3.29	3.92	2.61	5.61	3.04	3.09	3.27	3.60	3.57	0.40	2.58	3.49	3.58	4.07	3.13	2.00	5.04	1.90	4.48	2.02	4.14	2.62	3.33	2.91	3.36	3.53
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

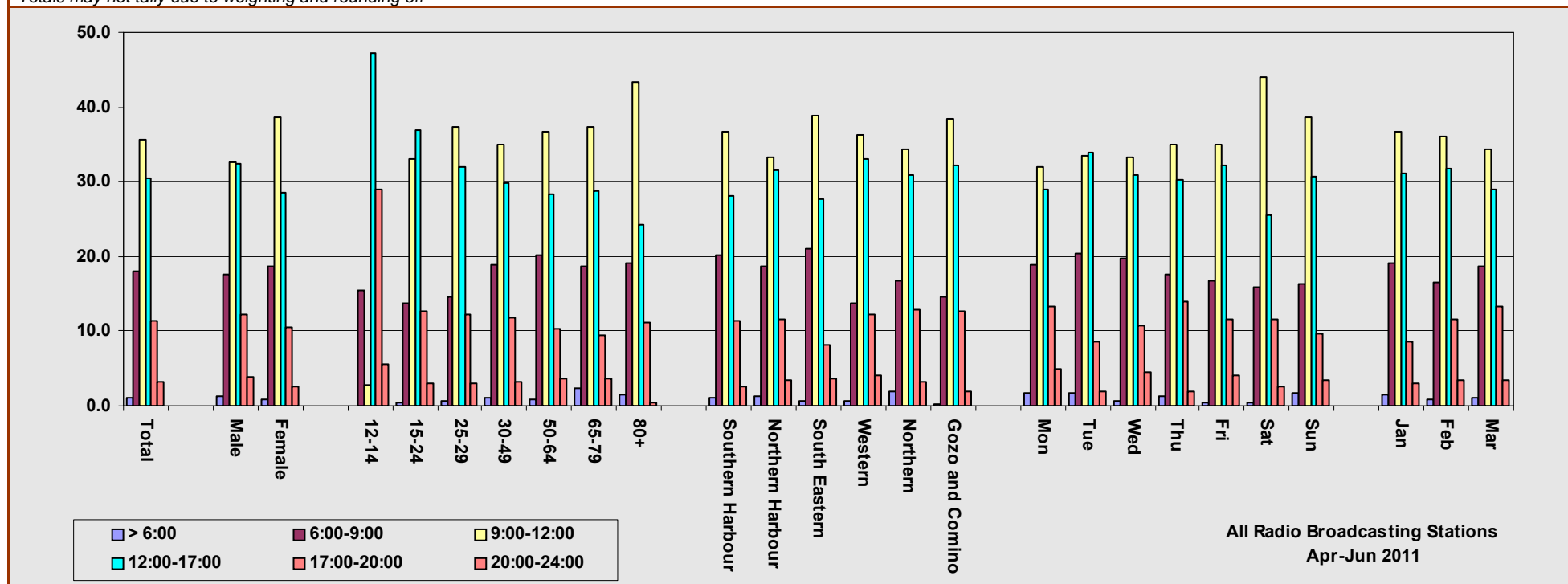


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYD AND BY MONTH [APR/JUN 2011]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR/JUN 2011]

		Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun
Total																											
Radju Malta	10.20	6.51	14.24	4.16	7.14	0.00	2.05	16.94	20.05	11.80	9.25	9.01	12.06	10.79	12.25	9.59	18.89	12.10	9.30	9.40	5.90	8.47	6.43	9.49	12.04	9.22	
Radju Parlament 106.6	0.25	0.32	0.18	0.00	0.49	0.00	0.56	0.00	0.07	0.00	0.07	0.22	0.00	1.10	0.00	0.00	0.10	0.00	0.00	0.45	0.00	1.20	0.00	0.25	0.00	0.47	
Magic Radio	4.51	4.11	4.95	6.94	4.08	0.30	8.71	3.88	0.36	3.62	4.16	4.32	2.19	10.75	2.69	0.00	1.98	2.50	5.34	1.65	8.11	3.32	12.22	4.46	4.20	4.81	
ONE Radio	16.68	16.02	17.40	6.04	2.67	2.86	11.02	23.31	31.13	30.54	23.17	15.92	20.33	13.58	6.79	21.11	23.87	15.36	7.59	13.73	14.12	24.31	22.80	13.22	16.04	19.92	
Radio 101	2.61	2.17	3.10	7.30	0.11	0.61	1.95	5.06	0.82	11.08	1.40	2.59	2.56	3.93	1.92	4.94	2.78	2.68	1.03	6.10	2.41	0.63	1.89	2.03	2.92	2.80	
Bay Radio	17.09	20.69	13.13	67.40	37.75	49.72	21.88	2.74	0.58	0.00	13.08	19.83	9.96	13.78	21.97	29.69	18.33	19.15	26.04	14.36	15.81	14.43	6.28	18.34	13.70	18.92	
Calypso Radio	13.93	12.24	15.78	0.00	5.75	3.29	14.70	21.94	15.38	0.85	17.24	16.10	10.38	11.40	9.65	15.13	8.00	14.77	12.67	15.58	18.15	11.09	17.50	14.04	17.29	11.05	
RTK	5.81	5.84	5.78	1.14	1.04	0.00	4.06	7.74	11.68	9.17	6.66	4.68	11.66	4.48	4.58	1.33	4.67	5.61	6.89	1.63	6.04	8.70	9.08	3.92	7.57	5.83	
Smash Radio	3.72	3.83	3.61	4.52	2.25	14.61	6.43	1.95	0.00	0.00	6.52	1.97	5.06	2.93	4.87	1.34	2.32	4.48	6.25	6.11	1.55	2.53	0.97	4.22	1.94	4.83	
Radju Marija	7.44	3.60	11.64	0.00	1.02	0.00	4.24	9.03	15.99	22.53	2.85	9.40	6.19	9.45	9.50	3.72	6.10	8.01	10.28	4.89	7.57	9.44	4.57	9.14	7.21	6.29	
Campus FM	0.62	0.94	0.28	0.00	0.00	1.03	1.28	0.70	0.00	0.00	0.10	0.59	0.56	0.00	2.56	0.00	2.80	0.38	0.00	0.39	0.00	0.11	1.28	1.42	0.21	0.33	
Vibe FM	7.66	12.20	2.68	1.35	27.57	22.43	6.89	0.00	0.00	0.00	8.28	6.16	8.25	7.57	11.09	5.80	5.27	7.94	3.84	11.33	11.95	2.81	10.80	9.50	8.93	5.16	
XFM	4.47	5.30	3.56	1.14	6.28	1.37	9.55	2.32	0.00	0.00	3.62	4.57	5.90	5.90	3.25	1.99	4.47	3.34	5.27	5.52	4.34	4.06	4.22	4.95	4.33	4.21	
Community Stations	3.80	5.02	2.47	0.00	3.86	2.96	4.87	3.40	2.50	7.23	2.46	3.44	1.89	4.20	7.77	5.36	0.22	2.07	4.72	7.28	2.47	7.94	0.20	4.63	2.20	4.48	
Foreign &/ Other Station	0.32	0.38	0.24	0.00	0.00	0.00	0.50	0.46	0.27	0.00	0.49	0.34	0.21	0.14	0.48	0.00	0.21	0.44	0.76	0.35	0.13	0.12	0.00	0.11	0.47	0.35	
Do not listen to radio	0.21	0.40	0.00	0.00	0.00	0.00	0.44	0.30	0.00	0.00	0.00	0.00	0.91	0.00	0.62	0.00	0.00	0.00	0.00	0.47	0.28	0.00	1.03	0.29	0.38	0.00	
Total Listeners	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

A small group of respondents replied that they do not usually listen to radio; however they did listen to radio the day before without identifying the particular radio station

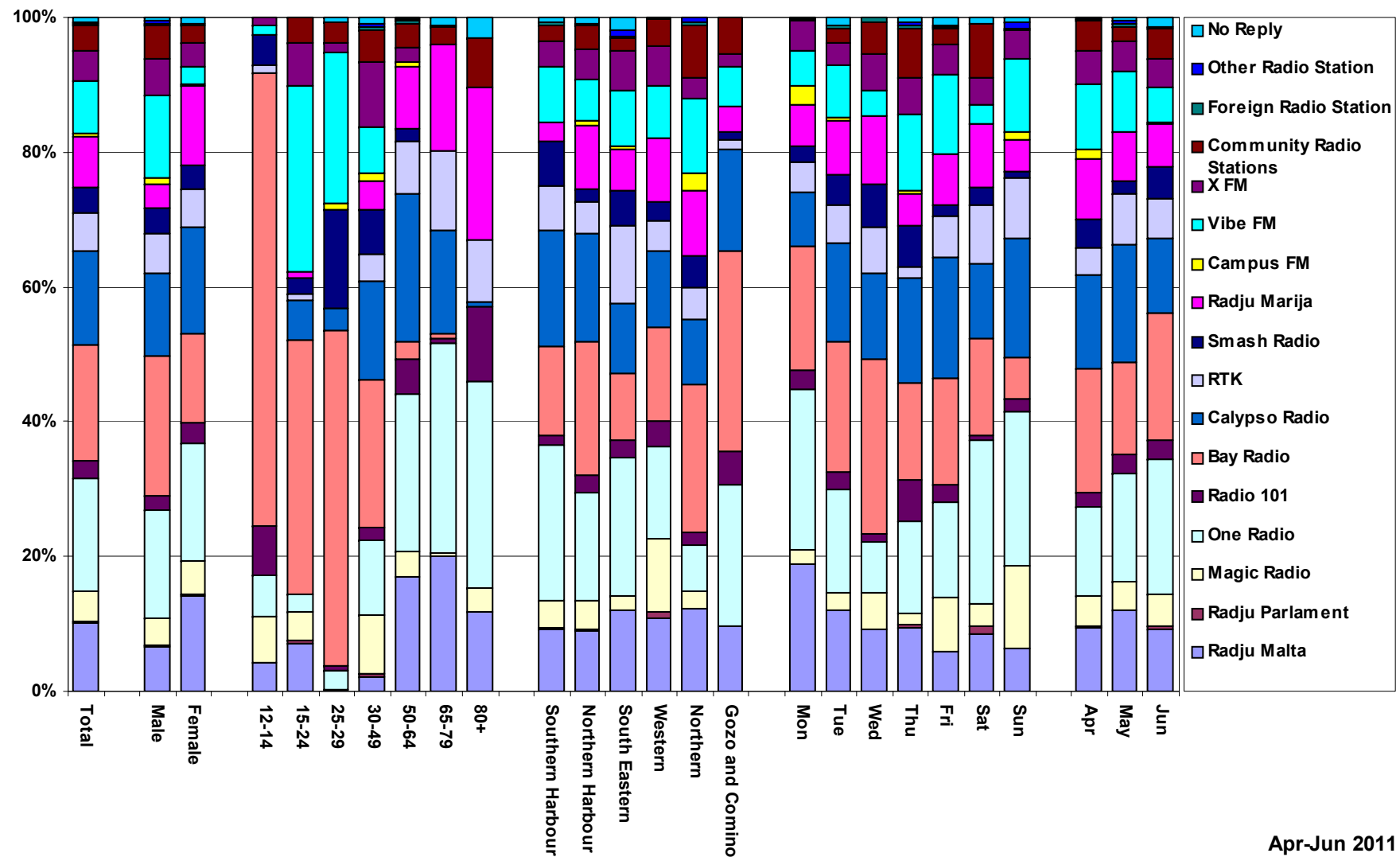


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR/JUN 2011]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR/JUN 2011]

TABLE C07: PERCENT OF CONSUMPTION OF TIME EXPENDED BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTH (PERCENT)																											
	Total	Gender		Age Groups							Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun	
>12:00	6.43	5.25	7.39	4.27	6.63	6.39	5.85	7.59	6.94	3.38	5.05	7.75	9.74	3.42	4.41	5.37	2.90	6.05	4.24	5.67	6.07	8.38	10.88	4.63	7.95	6.69	
12:00-19:00	24.58	20.97	27.51	49.27	26.36	18.91	18.06	24.94	26.78	31.33	25.19	23.33	26.77	26.19	23.23	22.96	22.30	20.93	25.03	20.72	14.56	32.57	34.82	23.54	23.29	27.02	
19:00-20:30	19.96	19.26	20.52	17.52	18.13	11.83	18.77	20.28	24.65	27.30	20.78	18.56	19.59	23.85	18.72	20.28	25.53	19.45	25.75	21.99	15.25	14.66	18.68	20.01	19.68	20.19	
20:30-22:00	32.52	35.72	29.93	23.14	30.56	42.15	35.54	32.05	30.92	27.95	32.64	34.11	28.95	31.30	34.80	32.09	36.45	36.86	31.13	36.53	39.12	23.99	25.21	35.61	31.83	30.06	
22:00-24:00	16.51	18.80	14.65	5.81	18.32	20.72	21.77	15.14	10.72	10.03	16.34	16.26	14.95	15.24	18.84	19.30	12.82	16.71	13.85	15.09	25.00	20.41	10.41	16.22	17.25	16.04	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Totals may not tally due to weighting and rounding off

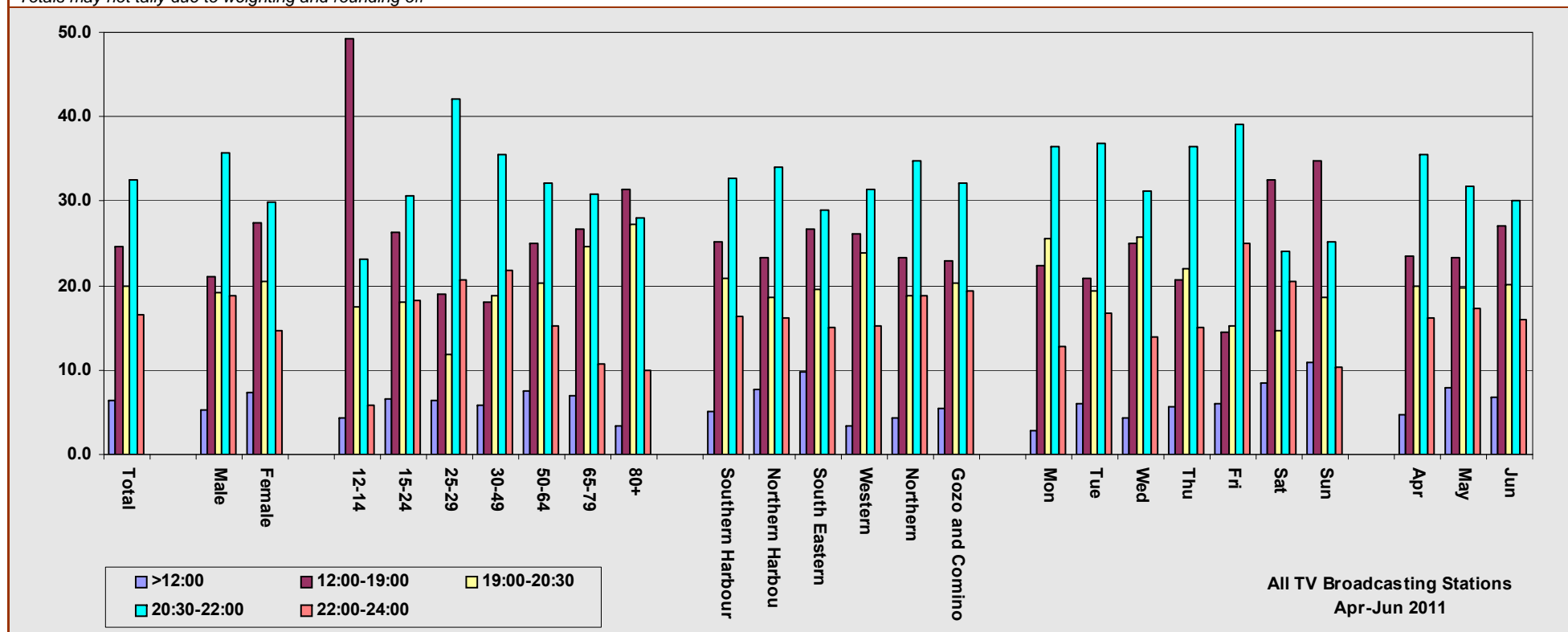


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [APR/JUN 2011]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR/JUN 2011]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun	
TVM	31.36	28.75	33.49	32.85	25.01	38.35	36.85	28.32	25.42	44.16	30.71	29.51	33.20	35.10	29.08	34.14	21.93	33.17	22.46	30.24	49.61	26.31	33.95	31.35	33.31	29.30	
One	22.03	19.12	24.39	2.49	10.42	5.06	19.19	29.27	38.57	17.79	21.15	20.18	27.42	20.92	15.67	30.72	18.59	22.74	19.78	26.01	20.24	23.11	23.40	22.24	22.18	21.65	
Net TV	4.88	3.97	5.62	1.17	5.26	6.30	3.06	5.11	6.67	12.64	3.76	6.14	5.61	5.80	2.70	3.59	10.73	4.51	8.31	3.64	2.85	2.30	3.05	4.49	4.90	5.28	
Smash TV	0.20	0.18	0.21	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.39	0.00	0.68	0.00	0.00	0.00	0.00	0.45	0.00	0.97	0.00	0.00	0.00	0.00	0.39	0.20	
Education 22	0.26	0.15	0.35	0.00	0.00	0.00	0.00	0.47	0.89	0.00	0.00	0.26	0.00	0.00	0.51	1.36	0.00	0.00	0.77	0.94	0.00	0.00	0.10	0.00	0.53	0.24	
Favorite Channel	0.10	0.15	0.05	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.05	0.00	0.00	0.41	0.34	0.00	0.00	0.00	0.21	0.34	0.00	0.11	0.15	0.00	0.14	
Calypso Music TV	0.10	0.10	0.09	0.00	0.37	0.00	0.00	0.17	0.00	0.00	0.41	0.00	0.00	0.13	0.00	0.00	0.00	0.22	0.45	0.00	0.00	0.00	0.00	0.05	0.15	0.10	
Rai 1	3.24	2.80	3.60	0.00	0.84	0.00	1.98	5.55	6.48	1.38	3.28	4.80	1.86	1.96	2.29	3.42	2.31	5.78	3.05	2.10	0.53	4.97	3.76	3.86	3.52	2.30	
Rai 2	0.78	1.35	0.32	0.82	0.52	3.61	0.39	1.01	0.88	0.00	0.75	0.69	0.62	1.40	1.26	0.00	0.00	0.23	3.36	0.00	0.31	0.55	0.80	1.31	0.67	0.35	
Rai 3	0.44	0.42	0.46	0.00	0.00	0.00	0.41	0.66	0.41	1.85	0.69	0.38	1.09	0.00	0.00	0.00	0.54	0.00	0.00	0.56	0.00	1.53	0.41	0.23	0.33	0.78	
Rete 4	2.45	2.18	2.67	0.00	0.30	3.42	2.36	3.42	3.31	3.20	1.27	1.96	3.16	4.38	2.93	2.35	4.60	1.15	6.68	2.88	0.57	1.17	0.57	1.39	2.40	3.62	
Canale 5	4.88	1.89	7.31	3.84	4.49	5.44	6.39	6.16	1.04	0.92	9.90	5.33	1.95	1.79	1.76	5.81	8.39	7.87	3.04	2.70	2.83	6.73	3.21	3.57	6.06	5.00	
Italia 1	5.08	6.08	4.27	4.58	12.85	23.91	4.75	2.03	0.39	0.00	4.24	4.36	6.62	4.14	8.27	3.21	4.80	5.35	7.94	6.78	4.98	2.74	3.16	5.15	4.52	5.60	
Discovery Channel	3.83	7.39	0.94	14.97	9.61	0.77	4.04	1.18	0.74	0.00	3.44	4.99	1.96	4.60	6.11	0.00	4.43	3.26	4.23	3.30	4.83	3.28	3.54	3.56	5.15	2.71	
MTV	1.28	1.35	1.22	1.94	5.89	1.71	0.55	0.43	0.00	0.00	0.34	1.60	1.52	0.00	2.08	2.49	1.84	1.85	0.98	0.67	1.16	1.19	1.37	1.30	0.34	2.26	
BBC Prime/World/Ent	2.36	1.86	2.76	0.00	0.63	0.00	2.25	2.57	3.48	8.90	1.19	1.96	1.54	3.21	7.22	0.00	3.11	1.94	1.26	1.42	1.85	2.70	4.28	3.97	1.19	1.92	
Other TV station	15.80	20.66	11.85	37.33	23.28	9.54	16.99	11.09	10.84	9.16	17.36	16.82	12.77	16.55	16.41	12.57	18.70	11.48	16.98	17.60	8.60	19.87	17.77	16.80	12.86	17.88	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Totals may not tally due to weighting and rounding off

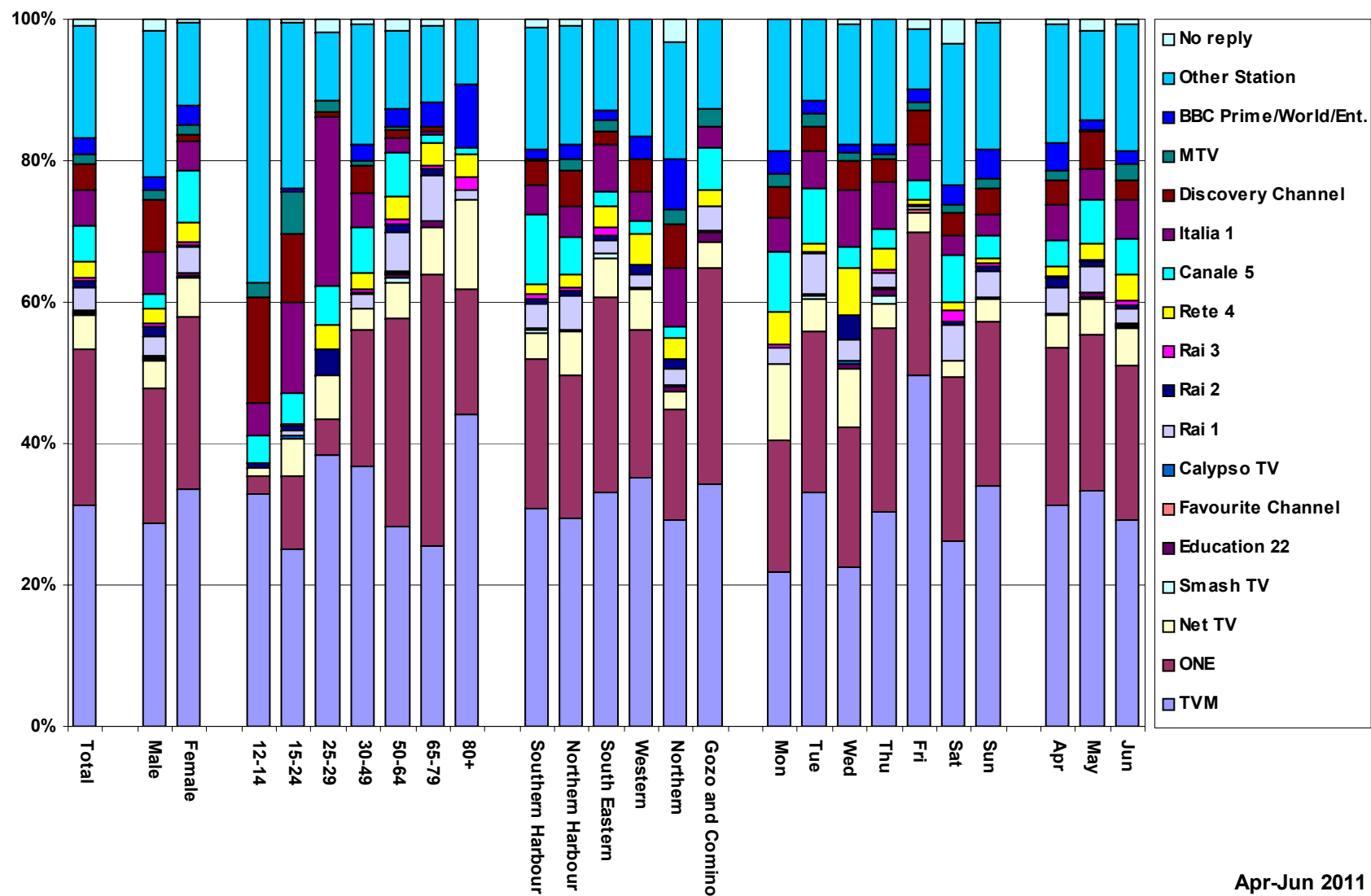


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [APR/JUN 2011]

8.5 What 12-14 year olds are viewing

Interesting to note the spread of TV viewing of 12-14 years olds – this is dispersed amongst all the time brackets with viewing of “Other Stations” amounting to 37.33% while the viewing of total local stations amounted to 36.51% [see Table 8.9 and 8.10 above]. Analyzed by weekday, viewing was consistent throughout the whole week with increasing percentages for Fridays and Saturdays – see Table 8.11 below. Viewing was exceptionally high at pre the watershed throughout the whole week with the exception of Fridays where viewing by 12-14 year olds diminished after 11:00pm.

TABLE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [APR/JUN 2011]

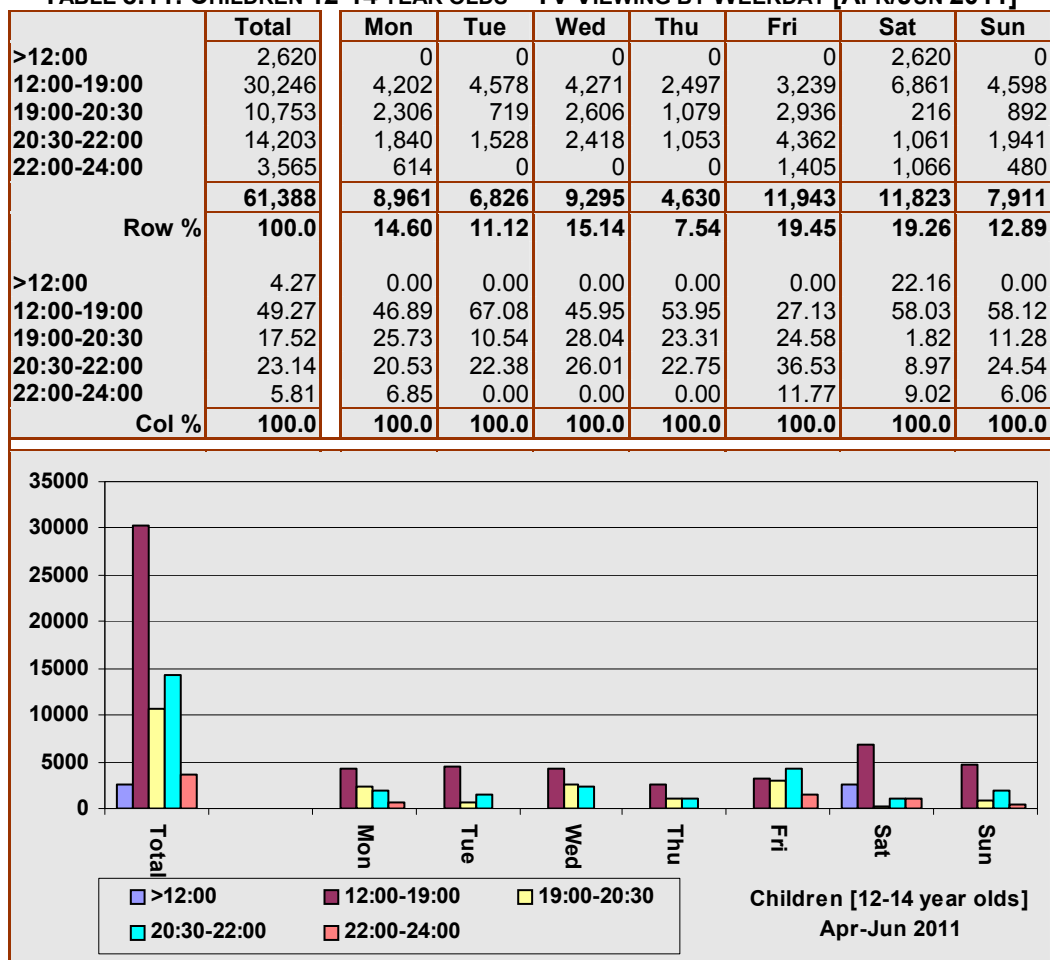


FIGURE 8.9: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [APR/JUN 2011]

Analyzed by broadcasting station, TVM was the most watched channel by 12-14 year olds, followed by Discovery Channel, Italia 1 and Canale 5. Although TVM's audiences were highest for 12-14 year olds post the watershed, the Discovery Channel was mostly followed during children's broadcast hours up to 7:00pm – see Table 8.12 and 8.13 below:

TABLE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [APR/JUN 2011]

	Total	TVM	ONE	Net TV	Rai 2	Canale 5	Italia 1	Discovery Channel	MTV	Other Station
>12:00	2,620	0	0	0	0	0	367	959	0	1,293
12:00-19:00	30,246	4,382	0	0	0	374	2,447	4,547	0	18,496
19:00-20:30	10,753	4,965	600	0	0	187	0	1,705	783	2,514
20:30-22:00	14,203	8,953	929	480	505	936	0	1,380	409	612
22:00-24:00	3,565	1,863	0	240	0	862	0	600	0	0
	61,388	20,163	1,529	720	505	2,360	2,814	9,192	1,192	22,914

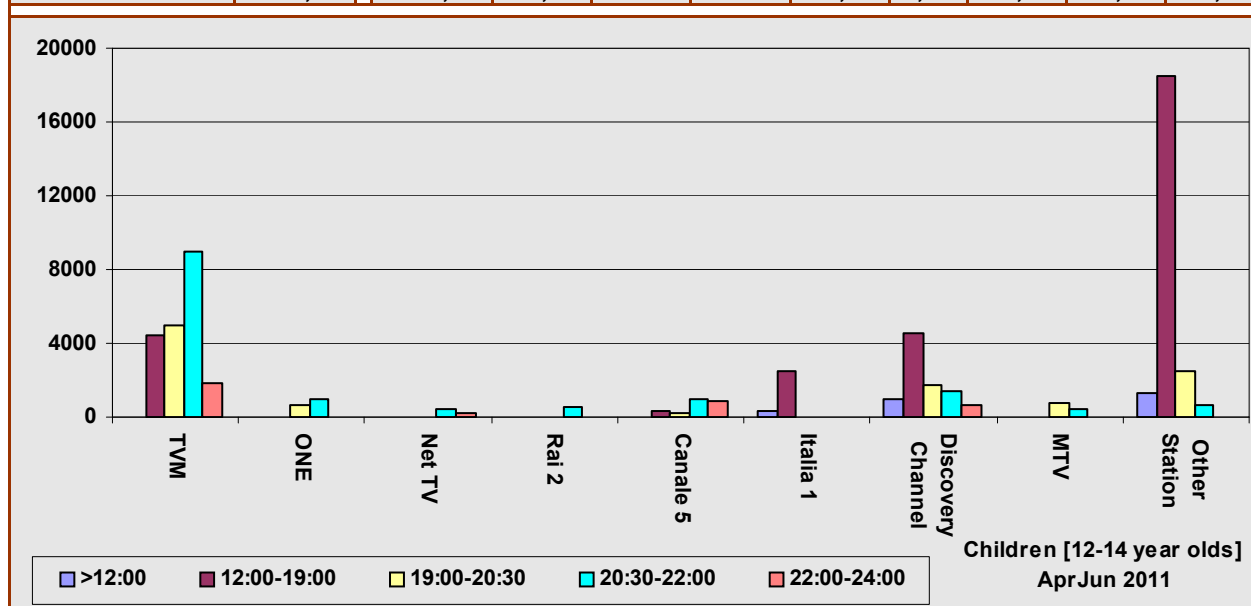


FIGURE 8.10: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [APR/JUN 2011]

Analysed by time slot, no 12-14 year olds were registered as viewers before 07:30am and the stations mostly followed by noon were Disney Channel and Discovery Channel. Audiences started to peak at around 4:00pm with a more range of foreign stations as Cartoon Network, TVM and Italia 1. However, audiences peaked more at 8:00pm with the highest being registered at 9:00pm for TVM – see Table 8.13 below.

TABLE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [APR/JUN 2011]

	TVM	ONE	Net TV	Rai 2	Canale 5	Italia 1	Discovery Channel	MTV	Boomerang	Cartoon Network	Disney Channel	Eurosports	France 2	Nickelodeon	Sky Sports
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9:00	0	0	0	0	0	183	0	0	0	0	216	0	0	0	0
9:30	0	0	0	0	0	183	0	0	0	0	216	0	0	0	0
10:00	0	0	0	0	0	0	240	0	0	0	216	0	0	0	0
10:30	0	0	0	0	0	0	240	0	0	0	216	0	0	0	0
11:00	0	0	0	0	0	0	240	0	0	0	216	0	0	0	0
11:30	0	0	0	0	0	0	240	0	0	0	216	0	0	0	0
Noon	240	0	0	0	0	0	240	0	249	252	437	311	0	0	0
12:30	240	0	0	0	0	0	240	0	249	252	437	311	0	0	0
1:00	349	0	0	0	0	0	0	0	249	456	216	311	0	0	0
1:30	0	0	0	0	0	0	0	0	249	456	216	311	0	0	0
2:00	0	0	0	0	0	216	0	0	249	0	455	240	0	0	0
2:30	0	0	0	0	0	216	0	0	249	0	708	240	0	0	0
3:00	0	0	0	0	0	216	183	0	0	0	1,028	240	0	0	0
3:30	300	0	0	0	0	216	0	0	0	0	1,028	240	0	0	0
4:00	552	0	0	0	0	717	732	0	0	249	1,278	0	0	252	0
4:30	552	0	0	0	0	501	732	0	0	249	817	0	0	252	0
5:00	552	0	0	0	0	0	784	0	0	0	690	183	0	0	300
5:30	552	0	0	0	0	0	1,036	0	0	183	690	183	0	0	300
6:00	522	0	0	0	187	183	300	0	0	183	1,248	183	0	0	0
6:30	522	0	0	0	187	183	300	0	0	183	1,248	183	0	0	0
7:00	540	0	0	0	187	0	552	0	0	183	553	0	0	0	0
7:30	727	300	0	0	0	0	552	187	0	0	553	0	0	0	0
7:45	727	300	0	0	0	0	300	187	0	0	553	0	0	0	0
8:00	2,971	0	0	0	0	0	300	409	0	0	456	0	216	0	0
8:30	3,311	249	0	0	252	0	300	409	0	0	204	0	0	0	0
9:00	3,480	464	240	252	468	0	540	0	0	0	204	0	0	0	0
9:30	2,162	216	240	252	216	0	540	0	0	0	204	0	0	0	0
10:00	1,034	0	240	0	216	0	300	0	0	0	0	0	0	0	0
10:30	830	0	0	0	216	0	300	0	0	0	0	0	0	0	0
11:00	0	0	0	0	216	0	0	0	0	0	0	0	0	0	0
11:30	0	0	0	0	216	0	0	0	0	0	0	0	0	0	0
Total	20,163	1,529	720	505	2,360	2,814	9,192	1,192	1,493	2,649	14,515	2,937	216	505	600

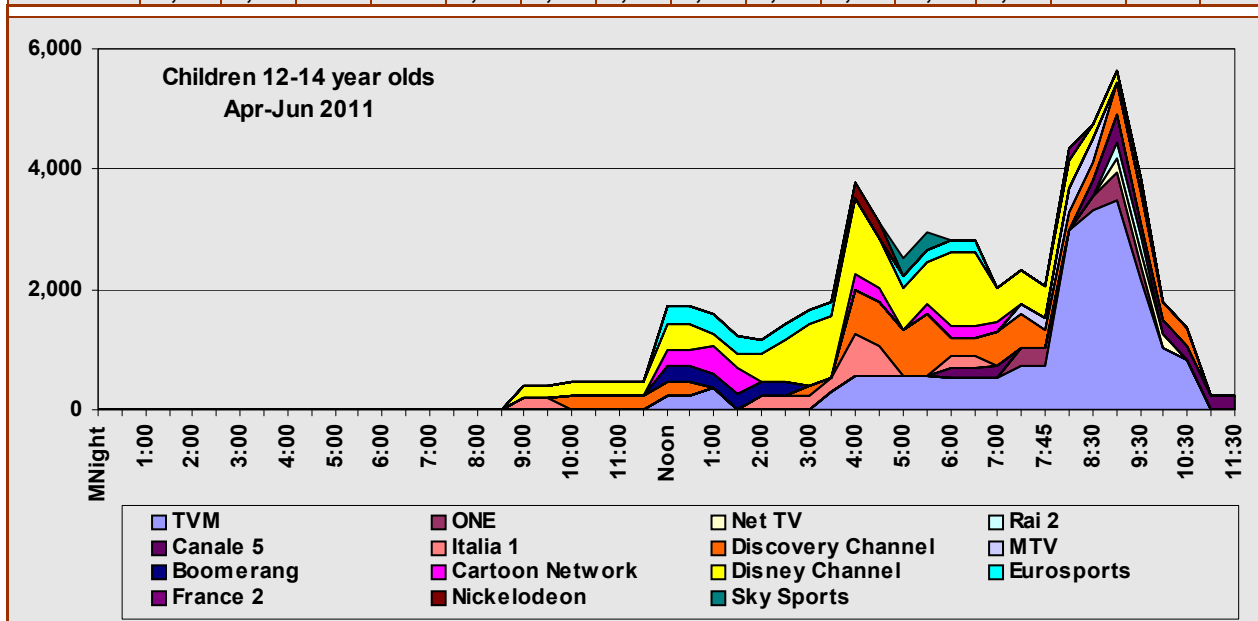


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [APR/JUN 2011]

9. TV PROGRAMME PREFERENCES

The Authority wanted to research television programme preferences of interviewees. Rather than asking what type of programme genre are preferred by local television viewers, it was decided to ask respondents which are their three most favorite programmes on local television stations – the *raison d'être* being that popular television programmes are sometimes difficult to categorise according to their genre as this often depends on the content of each particular programme content that is broadcast in each series.

Respondents were given the possibility of naming three programmes broadcast on local TV stations while allowing also for two other types of responses: those who stated that they do not regularly watch television; and those who stated that they do not watch local television programmes.

This type of data **in no way** reflects audience shares of particular programmes discussed earlier; and which can be determined from the lists of weekday half-hour slots of audience uptake. It only indicates the most preferred programmes by consumers and is not reflective in any way of the programmes watched by viewers the day before the interview. This data should be used by programme producers in the development of new broadcast services and programmes.

The programmes mentioned have been classified according by their declared order by each respondent; by their broadcast time as per the time-brackets in section 8.4 above; and by the broadcasting station on which it was broadcast. The programmes named were also compared to the broadcasting schedules as provided by each broadcasting station for this assessment period. Naturally, some of the programmes named were broadcast during previous broadcasting schedules – these were then checked for repeated series on same or other broadcasting station – while some other programmes named were either of a generic nature, broadcast on radio, and/or could not be properly identified as the programme named was a combination of programmes.

The full list of programmes and their percentage to total programmes quoted for this assessment period is found in Part Two of this report.

Out of all respondents, 33.7% [124,612] stated that they do not have a favorite programme; do not watch TV; and do not watch local programmes. This was 4.04% more than the previous assessment period. Of these, 3.34% [12,339] stated that they do not have any preferred programme; 23.85% [88,167] stated that they do not watch local TV programmes; while the rest 6.52% [24,106] stated that they do not watch TV – see Table 9.1 below.

Out of all the programmes named, TVM got 60.42% of all counts, followed by ONE with 22.59% and Net TV with 15.56%; while 0.27% of all programmes named were unclassified while 0.087% were of a generic programme type – see Table 9.2 and Figure 9.1 below.

TABLE 9.1: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]

			Total	Gender		Age Groups							District					
				Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Population			Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
All Respondents			369,716	183,076	186,640	21,029	60,722	21,169	111,082	90,644	49,802	15,268	73,232	108,731	54,800	51,786	53,149	28,018
Do not watch TV Do not watch Local Prog. No Favorite Programme	Jan/Mar	Apr/Jun																
	%	%																
	2.44	6.52	24,106	13,831	10,275	187	3,910	1,190	9,745	5,689	2,162	1,224	4,209	5,823	3,474	3,551	4,806	2,243
	15.39	23.85	88,167	55,239	32,928	4,660	18,674	5,055	25,350	18,666	11,740	4,022	14,526	27,077	13,952	11,419	15,151	6,043
	11.84	3.34	12,339	7,109	5,230	240	1,723	300	2,681	3,293	3,374	727	2,467	3,917	2,203	1,082	1,662	1,007
	29.66	33.70	124,612	76,180	48,433	5,087	24,307	6,545	37,775	27,649	17,276	5,973	21,203	36,818	19,629	16,052	21,619	9,292
1st Named prog.			245,104	106,896	138,207	15,942	36,415	14,624	73,307	62,996	32,526	9,294	52,029	71,913	35,171	35,734	31,530	18,726
			45.0%	47.3%	43.3%	44.0%	45.8%	50.2%	44.3%	43.8%	44.6%	51.9%	44.0%	46.1%	43.0%	45.7%	45.4%	45.5%
			100%	43.6%	56.4%	6.5%	14.9%	6.0%	29.9%	25.7%	13.3%	3.8%	21.2%	29.3%	14.3%	14.6%	12.9%	7.6%
2nd Named prog.			185,023	75,834	109,189	12,815	26,698	9,604	55,690	48,960	25,411	5,845	40,468	51,417	27,761	28,163	22,783	14,432
			34.0%	33.6%	34.2%	35.4%	33.6%	33.0%	33.6%	34.1%	34.9%	32.7%	34.3%	33.0%	33.9%	36.0%	32.8%	35.1%
			100%	41.0%	59.0%	6.9%	14.4%	5.2%	30.1%	26.5%	13.7%	3.2%	21.9%	27.8%	15.0%	15.2%	12.3%	7.8%
3rd Named prog.			114,697	43,234	71,464	7,443	16,358	4,892	36,529	31,777	14,946	2,752	25,655	32,646	18,951	14,343	15,133	7,970
			21.1%	19.1%	22.4%	20.6%	20.6%	16.8%	22.1%	22.1%	20.5%	15.4%	21.7%	20.9%	23.1%	18.3%	21.8%	19.4%
			100%	37.7%	62.3%	6.5%	14.3%	4.3%	31.8%	27.7%	13.0%	2.4%	22.4%	28.5%	16.5%	12.5%	13.2%	6.9%
Total			544,824	225,964	318,860	36,200	79,471	29,119	165,526	143,733	72,884	17,892	118,152	155,975	81,883	78,240	69,446	41,128
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
			100%	41.5%	58.5%	6.6%	14.6%	5.3%	30.4%	26.4%	13.4%	3.3%	21.7%	28.6%	15.0%	14.4%	12.7%	7.5%

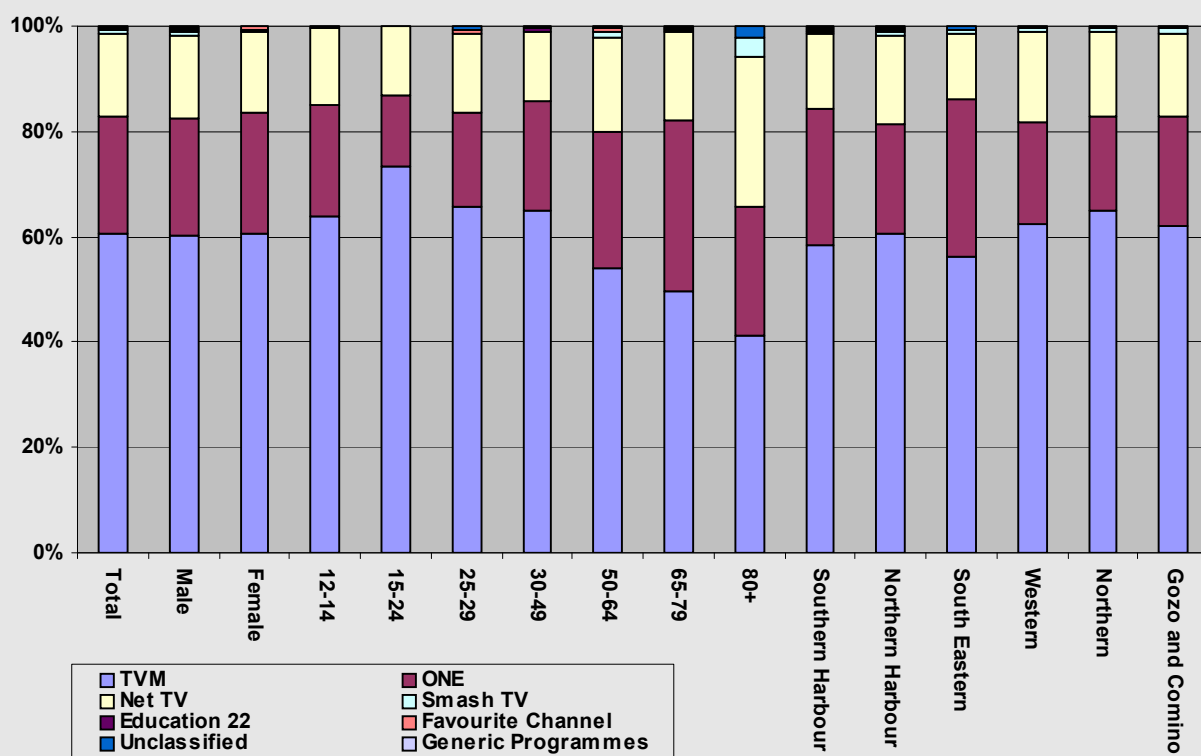
[Count; Col %; Row %]

Totals may not tally due to weighting and rounding off

**TABLE 9.2: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]**

Population	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	329,202	136,003	193,199	23,087	58,281	19,146	107,520	77,532	36,290	7,347	69,130	94,748	45,974	48,770	45,017	25,563
ONE	123,098	50,314	72,785	7,693	10,721	5,170	34,173	37,471	23,475	4,395	30,382	32,059	24,479	15,124	12,472	8,582
Net TV	84,758	35,920	48,837	5,236	10,469	4,401	21,872	25,325	12,380	5,075	17,049	26,227	10,220	13,595	11,218	6,449
Smash TV	3,066	1,285	1,781	0	0	0	369	1,800	185	712	372	1,102	500	376	370	346
Education 22	1,246	866	380	183	0	0	701	192	169	0	490	573	0	0	183	0
Favorite TV	1,510	182	1,329	0	0	216	606	689	0	0	358	427	171	182	185	187
Unclassified	1,472	923	550	0	0	187	0	538	385	363	186	553	539	194	0	0
Generic Prog.	472	472	0	0	0	0	286	186	0	0	186	286	0	0	0	0
	544,824	225,964	318,860	36,200	79,471	29,119	165,526	143,733	72,884	17,892	118,152	155,975	81,883	78,240	69,446	41,128
%																
TVM	60.423	60.188	60.590	63.776	73.336	65.748	64.956	53.941	49.792	41.065	58.509	60.745	56.146	62.334	64.824	62.154
ONE	22.594	22.266	22.827	21.252	13.491	17.756	20.645	26.070	32.209	24.565	25.714	20.554	29.895	19.330	17.959	20.868
Net TV	15.557	15.897	15.316	14.465	13.173	15.113	13.214	17.619	16.986	28.363	14.429	16.815	12.481	17.376	16.154	15.681
Smash TV	0.563	0.569	0.559	0.000	0.000	0.000	0.223	1.252	0.254	3.980	0.315	0.707	0.610	0.480	0.532	0.841
Education 22	0.229	0.383	0.119	0.507	0.000	0.000	0.424	0.134	0.231	0.000	0.414	0.367	0.000	0.000	0.264	0.000
Favorite TV	0.277	0.080	0.417	0.000	0.000	0.740	0.366	0.480	0.000	0.000	0.303	0.274	0.209	0.232	0.266	0.456
Unclassified	0.270	0.408	0.172	0.000	0.000	0.643	0.000	0.374	0.528	2.026	0.157	0.355	0.658	0.248	0.000	0.000
Generic Prog.	0.087	0.209	0.000	0.000	0.000	0.000	0.173	0.129	0.000	0.000	0.157	0.183	0.000	0.000	0.000	0.000
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off



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**FIGURE 9.1: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]**

Out of all the programmes named, the most quoted was *Xarabank* with 12.53%; followed by *F'Salib it-Toroq* with 12.31%; TVM News with 8.89%; and KC with 8.47% - all on TVM. The first ten most quoted programmes analysed by broadcast time-bracker, by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below where the percentage shown is in relation to the total responses received. Tables 9.4 to 9.10 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; as well as a list of programmes quoted that were broadcast in earlier broadcasting schedules - percentages shows are in relation to each station's total counts.

Six out of the ten most named programmes are for those programmes broadcast at prime-time just after the main news bulletins while three out of the ten most named programmes are the Main News Bulletins of local broadcasting station - TVM News [8.89%]; ONE News [3.95%] and Net News [3.14%]. During this assessment, programmes broadcast during previous broadcasting seasons also featured high on consumers' preferred programmes with *Emilja* [drama] on ONE attaining the ninth most preferred programme with 3.64%.

Analysed by gender, *Xarabank* [12.55%] was the most named programme of all females followed by *F'Salib it-Toroq* [14.50% - drama] while TVM News [12.79%] was the most named programme of Males followed by *Xarabank* [12.49%]. *KC* and *F'Salib it-Toroq* were the two most named programmes of 12-14 year olds – 12.77% and 12.58% respectively and both drama.

Xarabank was the most preferred programme for the next three age groups of 15-24, 25-29, and 30-49 year olds; but then it ranked third for the next two age groups [50-64 and 65-79 year olds]; and ranked fifth for those over 80 years old. While this programme ranked first in two districts [Southern and Northern Harbour areas] *F'Salib it-Toroq* ranked first in the four other districts.

**TABLE 9.3: TEN MOST NAMED PROGRAMMES BY STATION AND BY TIME-BRACKETS:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR/JUN 2011]**

			Total N	Gender		Age Groups							District					
				Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
20:30-22:00	Xarabank	TVM	68,266	28,224	40,042	3,986	13,681	4,936	25,406	12,982	6,070	1,204	13,425	21,546	9,458	9,695	8,771	5,370
20:30-22:00	F'Salib it-Toroq	TVM	67,102	20,860	46,243	4,556	11,495	3,656	17,565	17,979	10,333	1,518	12,815	17,592	9,888	11,182	10,060	5,565
19:00-20:30	TVM News	TVM	48,454	28,920	19,534	1,005	4,986	2,342	15,678	14,020	7,157	3,267	8,840	15,429	5,763	6,518	6,854	5,049
20:30-22:00	KC	TVM	46,191	15,623	30,568	4,624	6,737	2,525	14,606	11,678	5,165	857	11,938	11,949	4,957	5,503	7,063	4,780
20:30-22:00	Rubini	Net TV	35,974	11,370	24,604	2,629	5,394	1,920	11,197	10,986	3,331	517	6,823	11,071	4,295	5,275	5,241	3,269
20:30-22:00	Liquorish	TVM	24,553	8,607	15,947	3,387	7,462	1,442	8,777	2,843	642	0	5,228	6,374	4,217	3,564	3,578	1,594
19:00-20:30	ONE News	ONE	21,527	12,865	8,662	183	925	691	6,191	7,525	4,321	1,691	4,777	6,097	3,519	2,220	3,378	1,535
20:30-22:00	Affari Taghna	ONE	20,950	11,355	9,595	836	1,318	1,026	6,497	5,116	5,629	528	5,381	5,565	3,329	3,038	1,783	1,854
Prev. Sch.	Emilja	ONE	19,860	4,654	15,207	2,742	3,468	1,295	6,315	4,515	1,357	169	6,256	5,411	3,081	2,301	1,193	1,618
19:00-20:30	Net News	Net TV	17,139	11,562	5,577	300	240	671	4,833	4,972	3,475	2,649	3,977	4,860	1,907	3,154	1,875	1,366
			%															
20:30-22:00	Xarabank	TVM	12.530	12.491	12.558	11.011	17.215	16.951	15.349	9.032	8.328	6.730	11.362	13.814	11.551	12.392	12.631	13.056
20:30-22:00	F'Salib it-Toroq	TVM	12.316	9.231	14.502	12.586	14.464	12.556	10.612	12.508	14.177	8.484	10.846	11.279	12.076	14.292	14.486	13.530
19:00-20:30	TVM News	TVM	8.894	12.799	6.126	2.777	6.275	8.041	9.471	9.754	9.819	18.259	7.482	9.892	7.038	8.331	9.870	12.277
20:30-22:00	KC	TVM	8.478	6.914	9.587	12.773	8.477	8.670	8.824	8.125	7.087	4.788	10.104	7.661	6.053	7.034	10.171	11.623
20:30-22:00	Rubini	Net TV	6.603	5.032	7.716	7.262	6.787	6.594	6.765	7.644	4.570	2.887	5.774	7.098	5.245	6.742	7.547	7.949
20:30-22:00	Liquorish	TVM	4.507	3.809	5.001	9.357	9.390	4.953	5.302	1.978	0.881	0.000	4.424	4.086	5.149	4.555	5.153	3.875
19:00-20:30	ONE News	ONE	3.951	5.693	2.716	0.507	1.163	2.373	3.740	5.235	5.928	9.451	4.043	3.909	4.298	2.838	4.864	3.732
20:30-22:00	Affari Taghna	ONE	3.845	5.025	3.009	2.309	1.659	3.524	3.925	3.560	7.723	2.953	4.554	3.568	4.066	3.883	2.568	4.509
Prev. Sch.	Emilja	ONE	3.645	2.059	4.769	7.573	4.364	4.447	3.815	3.142	1.861	0.942	5.295	3.469	3.763	2.940	1.718	3.933
19:00-20:30	Net News	Net TV	3.146	5.117	1.749	0.829	0.302	2.303	2.920	3.459	4.767	14.803	3.366	3.116	2.329	4.031	2.700	3.320
Total			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off

**TABLE 9.4: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/MAY 2011]**

TVM	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Hadd Ghalik	3.161	3.073	3.223	5.039	5.668	4.262	2.220	2.588	2.014	0.000	4.125	3.914	3.676	2.587	1.080	1.598
Bongu	1.035	0.350	1.517	1.300	0.000	2.042	0.445	2.668	0.465	0.000	0.514	1.028	2.995	0.725	0.771	0.000
Baqghu Maltin	0.059	0.000	0.100	0.000	0.000	0.000	0.000	0.250	0.000	0.000	0.000	0.000	0.000	0.398	0.000	0.000
12:00-19:00																
12:05	2.177	0.580	3.302	0.000	0.350	0.000	1.937	3.482	6.011	0.000	2.639	2.073	2.567	3.040	1.592	0.000
Sibtek	1.759	1.106	2.218	0.000	1.481	0.977	2.583	2.096	0.929	0.000	1.528	2.854	1.321	1.543	1.488	0.000
Iz-Zona	0.285	0.548	0.100	3.226	0.000	0.000	0.000	0.250	0.000	0.000	0.730	0.000	0.000	0.889	0.000	0.000
Gadgets	0.258	0.624	0.000	0.000	1.457	0.000	0.000	0.000	0.000	0.000	0.000	0.633	0.541	0.000	0.000	0.000
Sahhtek I-Ewwel	0.136	0.210	0.084	0.000	0.000	0.000	0.417	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.360	0.000
Mela Isma Din	0.074	0.180	0.000	0.000	0.000	0.000	0.228	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.000
Puss in Boots	0.073	0.176	0.000	0.000	0.000	0.000	0.223	0.000	0.000	0.000	0.000	0.000	0.000	0.491	0.000	0.000
Modern Lifestyles	0.062	0.000	0.106	0.000	0.000	1.065	0.000	0.000	0.000	0.000	0.295	0.000	0.000	0.000	0.000	0.000
Taghna f'Taghna	0.058	0.142	0.000	0.000	0.000	0.000	0.000	0.000	0.530	0.000	0.000	0.203	0.000	0.000	0.000	0.000
Waltzing Matilda	0.058	0.142	0.000	0.000	0.000	0.000	0.000	0.000	0.530	0.000	0.000	0.203	0.000	0.000	0.000	0.000
Hajja	0.048	0.000	0.083	0.000	0.000	0.000	0.148	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.000	0.000
19:00-20:30																
TVM News	14.719	21.264	10.111	4.354	8.556	12.231	14.581	18.083	19.720	44.465	12.788	16.285	12.535	13.365	15.226	19.753
PM	1.692	0.651	2.424	1.605	2.101	1.126	1.927	1.258	1.541	2.057	1.763	1.477	1.936	1.122	2.137	2.157
Venere	0.345	0.000	0.587	1.511	0.350	2.191	0.151	0.000	0.000	0.000	0.590	0.228	0.000	0.715	0.360	0.000
Biografiji	0.162	0.135	0.181	0.000	0.913	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.715	0.408	0.000
20:30-22:00																
Xarabank	20.737	20.752	20.726	17.266	23.474	25.781	23.629	16.745	16.726	16.390	19.420	22.741	20.573	19.880	19.485	21.006
F'Salib it-Toroq	20.383	15.338	23.935	19.735	19.723	19.097	16.337	23.189	28.473	20.660	18.537	18.567	21.509	22.929	22.347	21.769
KC	14.031	11.487	15.822	20.028	11.559	13.186	13.584	15.062	14.232	11.659	17.269	12.612	10.781	11.284	15.690	18.700
Liquorish	7.458	6.328	8.254	14.672	12.804	7.533	8.163	3.667	1.770	0.000	7.562	6.727	9.171	7.307	7.949	6.234
Bondi Plus	3.736	4.769	3.009	1.834	2.108	3.450	4.486	4.999	3.548	0.000	3.236	3.210	5.908	3.808	3.446	3.510
Dissett	1.442	2.432	0.745	0.000	0.370	0.000	2.692	0.921	2.038	2.475	0.708	2.143	0.373	2.427	1.134	1.410
Paqpaq	0.605	1.347	0.083	1.834	1.381	0.000	0.549	0.223	0.000	0.000	1.084	0.317	0.000	0.819	0.821	0.677
Qalb in-Nies	0.329	0.134	0.467	0.000	0.000	0.000	0.197	0.690	0.465	2.295	0.000	0.757	0.000	0.373	0.411	0.000
Kontrattakk	0.151	0.366	0.000	1.078	0.000	0.000	0.231	0.000	0.000	0.000	0.000	0.000	1.082	0.000	0.000	0.000
Airborne	0.123	0.180	0.083	0.000	0.000	0.000	0.376	0.000	0.000	0.000	0.354	0.000	0.000	0.327	0.000	0.000
Taht I-Art	0.113	0.274	0.000	0.000	0.000	0.000	0.173	0.240	0.000	0.000	0.269	0.000	0.000	0.000	0.413	0.000
22:00-24:00																
Meander	0.327	0.668	0.087	1.300	0.000	0.000	0.228	0.686	0.000	0.000	0.354	0.495	0.000	0.746	0.000	0.000
Destinations	0.135	0.176	0.106	0.000	0.000	2.318	0.000	0.000	0.000	0.000	0.295	0.000	0.000	0.492	0.000	0.000
Ghawdex Illum	0.109	0.263	0.000	0.000	0.000	0.000	0.000	0.461	0.000	0.000	0.000	0.000	0.382	0.373	0.000	0.000
Previous Schedules																
Deceduti	3.440	4.814	2.473	5.220	7.170	4.740	4.038	0.891	0.000	0.000	4.608	2.647	4.275	2.948	4.214	1.292
Studio 54	0.371	0.773	0.089	0.000	0.534	0.000	0.000	0.704	1.007	0.000	0.000	0.406	0.373	0.373	0.000	1.893
Kenn il-Bahhara	0.131	0.317	0.000	0.000	0.000	0.000	0.228	0.240	0.000	0.000	0.623	0.000	0.000	0.000	0.000	0.000
Deal or No Deal	0.126	0.180	0.087	0.000	0.000	0.000	0.228	0.217	0.000	0.000	0.354	0.178	0.000	0.000	0.000	0.000
X'qala I-Bahar	0.092	0.222	0.000	0.000	0.000	0.000	0.000	0.389	0.000	0.000	0.000	0.000	0.000	0.000	0.670	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	329,202	136,003	193,199	23,087	58,281	19,146	107,520	77,532	36,290	7,347	69,130	94,748	45,974	48,770	45,017	25,563

Totals may not tally due to weighting and rounding off

**TABLE 9.5: WEIGHTED 'ONE' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/JUN 2011]**

ONE	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Bongu Bundy	4.889	3.710	5.704	3.281	2.354	12.075	6.545	4.017	4.113	4.137	4.944	2.910	5.449	1.202	11.069	8.006
Siegha Zmien	1.401	0.349	2.128	0.000	0.000	0.000	1.524	2.340	1.393	0.000	1.675	0.526	2.001	2.564	0.000	1.973
12:00-19:00																
Kalamita	10.816	5.047	14.803	0.000	7.130	7.788	7.314	15.369	13.515	16.289	8.852	11.038	14.164	11.152	8.528	10.118
Aroma Kitchen	3.220	0.502	5.099	3.281	2.067	3.944	3.559	4.268	0.644	7.275	2.497	1.846	5.426	3.619	4.559	1.973
On D Road	0.561	1.373	0.000	0.000	4.708	0.000	0.544	0.000	0.000	0.000	1.662	0.000	0.000	0.000	1.492	0.000
Sal-Gister	0.292	0.714	0.000	0.000	0.000	0.000	0.000	0.497	0.737	0.000	0.612	0.000	0.000	0.000	0.000	2.015
X'Hadd Maghna	0.291	0.000	0.491	0.000	0.000	0.000	0.605	0.403	0.000	0.000	1.177	0.000	0.000	0.000	0.000	0.000
Ieqaf 20 Minuta	0.288	0.370	0.232	0.000	0.000	0.000	0.000	0.000	1.511	0.000	0.612	0.526	0.000	0.000	0.000	0.000
Pink Panther	0.283	0.000	0.479	4.534	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.306	0.000	0.000
19:00-20:30																
ONE News	17.487	25.570	11.900	2.385	8.624	13.366	18.117	20.082	18.405	38.471	15.723	19.020	14.375	14.681	27.085	17.884
Inkontri	7.208	9.487	5.632	0.000	2.901	3.944	5.182	8.392	14.662	0.000	7.083	9.226	6.573	4.741	6.134	7.823
Telepoplu	4.357	5.461	3.594	23.781	9.424	9.352	3.559	1.346	0.644	3.836	3.336	3.994	4.781	7.735	5.849	0.000
20:30-22:00																
Affari Taghna	17.019	22.569	13.183	10.866	12.295	19.845	19.011	13.655	23.977	12.023	17.710	17.359	13.600	20.086	14.297	21.607
TX	3.544	3.451	3.609	3.281	1.902	0.000	5.241	3.276	3.782	0.000	3.292	2.387	6.835	3.920	1.300	1.973
Bla Agenda	2.246	2.508	2.065	0.000	1.902	0.000	3.840	3.333	0.000	0.000	1.351	3.413	3.479	1.583	0.000	1.973
Realta'	1.634	1.961	1.407	0.000	2.901	0.000	0.460	1.928	2.211	6.858	0.497	1.652	0.642	2.484	3.899	3.624
Kilo Challenge	0.318	0.000	0.538	0.000	1.902	0.000	0.548	0.000	0.000	0.000	0.671	0.000	0.000	0.000	0.000	2.184
Malta Fuq il-Kanvas	0.283	0.000	0.479	4.534	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.306	0.000	0.000
Kancell	0.232	0.568	0.000	0.000	0.000	0.000	0.836	0.000	0.000	0.000	0.000	0.892	0.000	0.000	0.000	0.000
22:00-24:00																
Previous Schedules																
Emilja	16.134	9.249	20.893	35.636	32.349	25.046	18.479	12.051	5.779	3.836	20.593	16.879	12.588	15.212	9.566	18.849
Midimbin	3.830	1.555	5.402	2.802	2.067	0.000	1.814	5.862	4.859	7.275	3.482	3.962	6.654	3.539	1.777	0.000
L-Argument	1.105	2.704	0.000	3.234	2.799	4.639	1.673	0.000	0.000	0.000	0.000	2.719	1.016	1.586	0.000	0.000
Arani Issa	0.717	0.000	1.213	0.000	0.000	0.000	0.605	1.804	0.000	0.000	1.177	0.526	0.700	0.000	1.482	0.000
Sibtijiet Flimkien	0.430	0.752	0.208	0.000	0.000	0.000	0.544	0.000	1.464	0.000	0.497	0.600	0.000	0.000	1.492	0.000
Girls @ Work	0.407	0.996	0.000	0.000	4.675	0.000	0.000	0.000	0.000	0.000	0.831	0.000	1.016	0.000	0.000	0.000
L-Evangelisti	0.288	0.365	0.236	2.385	0.000	0.000	0.000	0.457	0.000	0.000	0.000	0.000	0.700	0.000	1.471	0.000
Pandora	0.260	0.000	0.439	0.000	0.000	0.000	0.000	0.403	0.718	0.000	0.497	0.526	0.000	0.000	0.000	0.000
X'Ser Isajjar	0.158	0.000	0.266	0.000	0.000	0.000	0.000	0.518	0.000	0.000	0.000	0.000	0.000	1.282	0.000	0.000
Epoka	0.151	0.370	0.000	0.000	0.000	0.000	0.000	0.000	0.793	0.000	0.612	0.000	0.000	0.000	0.000	0.000
Minn Nicca l'Barra	0.151	0.370	0.000	0.000	0.000	0.000	0.000	0.000	0.793	0.000	0.612	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	123,098	50,314	72,785	7,693	10,721	5,170	34,173	37,471	23,475	4,395	30,382	32,059	24,479	15,124	12,472	8,582

Totals may not tally due to weighting and rounding off

**TABLE 9.6: WEIGHTED 'NET TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/JUN 2011]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Net TV	Total															
06:00-12:00																
12:00-19:00																
Kontra I-Hin	9.239	9.997	8.683	4.581	14.273	14.538	5.020	6.708	14.402	17.292	14.128	7.690	7.620	11.284	8.201	2.682
Malta Llejla	6.981	1.885	10.729	4.581	4.118	9.670	6.199	8.196	8.495	6.644	4.405	10.584	3.214	6.964	6.919	5.251
Sas-Sitta	0.930	0.835	1.000	5.730	0.000	0.000	0.000	1.263	1.362	0.000	0.887	2.430	0.000	0.000	0.000	0.000
It-tnejn l'huma	0.776	0.000	1.347	0.000	0.000	0.000	0.000	1.263	1.362	3.337	0.887	1.286	0.000	0.000	0.000	2.625
Crazebook	0.608	0.835	0.441	5.730	2.059	0.000	0.000	0.000	0.000	0.000	0.000	1.966	0.000	0.000	0.000	0.000
Niltaqghu	0.401	0.000	0.696	0.000	0.000	0.000	0.000	1.343	0.000	0.000	0.000	0.643	1.677	0.000	0.000	0.000
House Magazine	0.207	0.489	0.000	0.000	0.000	0.000	0.000	0.694	0.000	0.000	0.000	0.000	1.720	0.000	0.000	0.000
19:00-20:30																
Net News	20.221	32.187	11.420	5.730	2.291	15.239	22.096	19.633	28.066	52.190	23.330	18.530	18.657	23.200	16.715	21.173
Wheel Spin	0.298	0.703	0.000	0.000	2.411	0.000	0.000	0.000	0.000	0.000	1.481	0.000	0.000	0.000	0.000	0.000
20:30-22:00																
Rubini	42.443	31.652	50.380	50.204	51.524	43.631	51.195	43.382	26.903	10.179	40.018	42.213	42.025	38.800	46.721	50.692
Simpatici	6.477	5.753	7.011	15.359	4.723	5.735	5.569	6.704	6.896	3.337	7.005	4.738	3.398	9.864	6.376	10.073
Puree	3.943	3.948	3.939	8.085	11.571	0.000	4.018	3.271	0.000	0.000	0.887	3.557	8.378	4.111	4.740	4.822
News Room	1.188	2.326	0.351	0.000	0.000	0.000	1.307	0.718	2.972	3.378	1.091	1.090	1.677	2.675	0.000	0.000
Blog TV	0.555	0.839	0.345	0.000	0.000	0.000	0.000	0.666	2.435	0.000	0.000	0.643	0.000	0.000	2.687	0.000
Skoperti	0.440	0.518	0.383	0.000	1.787	0.000	0.000	0.000	1.503	0.000	1.091	0.000	1.831	0.000	0.000	0.000
Ucuh	0.417	0.000	0.724	0.000	0.000	0.000	0.000	0.730	1.362	0.000	0.000	0.643	0.000	0.000	1.648	0.000
Sports 101	0.202	0.000	0.351	0.000	0.000	0.000	0.000	0.677	0.000	0.000	0.000	0.000	1.677	0.000	0.000	0.000
22:00-24:00																
Previous Schedules																
Replay	2.963	6.991	0.000	0.000	5.243	11.186	1.988	3.327	1.554	0.000	1.481	2.612	6.589	1.764	4.346	2.682
Quadro	0.413	0.506	0.345	0.000	0.000	0.000	0.000	0.666	1.469	0.000	0.000	0.643	0.000	1.337	0.000	0.000
Rih Isfel	0.244	0.000	0.423	0.000	0.000	0.000	0.944	0.000	0.000	0.000	1.212	0.000	0.000	0.000	0.000	0.000
Vitalita	0.244	0.000	0.423	0.000	0.000	0.000	0.944	0.000	0.000	0.000	1.212	0.000	0.000	0.000	0.000	0.000
Gheruq	0.227	0.536	0.000	0.000	0.000	0.000	0.000	0.760	0.000	0.000	0.000	0.734	0.000	0.000	0.000	0.000
Ma' Gloria	0.218	0.000	0.378	0.000	0.000	0.000	0.000	0.000	0.000	3.642	0.000	0.000	0.000	0.000	1.648	0.000
NAR: Nies, Arti, Realta'	0.185	0.000	0.322	0.000	0.000	0.000	0.718	0.000	0.000	0.000	0.000	0.000	1.537	0.000	0.000	0.000
Lejliet Maltin	0.178	0.000	0.309	0.000	0.000	0.000	0.000	0.000	1.221	0.000	0.887	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	84,758	35,920	48,837	5,236	10,469	4,401	21,872	25,325	12,380	5,075	17,049	26,227	10,220	13,595	11,218	6,449

Totals may not tally due to weighting and rounding off

**TABLE 9.7: WEIGHTED 'SMASH TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/JUN 2011]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Smash TV	Total															
06:00-12:00																
Fil-Kcina ma' Farah	33.770	0.000	58.134	0.000	0.000	0.000	42.593	19.634	100.0	47.744	0.000	30.588	65.708	0.000	100.0	0.000
Teleshopping Smash	13.182	14.979	11.885	0.000	0.000	0.000	57.407	10.692	0.000	0.000	0.000	36.659	0.000	0.000	0.000	0.000
A to Z Teleshopping	5.499	0.000	9.467	0.000	0.000	0.000	0.000	9.366	0.000	0.000	0.000	15.294	0.000	0.000	0.000	0.000
12:00-19:00																
Erga' Lura	6.325	0.000	10.889	0.000	0.000	0.000	0.000	10.773	0.000	0.000	0.000	0.000	0.000	51.610	0.000	0.000
Oldies Music ["Old Times Favourites"]	6.278	14.979	0.000	0.000	0.000	0.000	0.000	10.692	0.000	0.000	0.000	17.458	0.000	0.000	0.000	0.000
19:00-20:30																
Smash News	28.876	55.559	9.626	0.000	0.000	0.000	0.000	38.843	0.000	26.128	50.000	0.000	34.292	48.390	0.000	100.0
22:00-24:00																
Smash Sports	6.070	14.483	0.000	0.000	0.000	0.000	0.000	0.000	0.000	26.128	50.000	0.000	0.000	0.000	0.000	0.000
Previous Schedules																
%	100%	100%	100%	0%	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	3,066	1,285	1,781	0	0	0	369	1,800	185	712	372	1,102	500	376	370	346

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/MAY 2011]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Education 22	Total															
12:00-19:00																
Wirt, Arti u Kultura	35.100	50.518	0.000	0.000	0.000	0.000	34.911	100.0	0.000	0.000	50.000	33.604	0.000	0.000	0.000	0.000
Ktieb Miftuh["Ktieb fidejk"]	16.989	0.000	55.663	0.000	0.000	0.000	30.178	0.000	0.000	0.000	0.000	36.958	0.000	0.000	0.000	0.000
Ghazliet	13.532	0.000	44.337	0.000	0.000	0.000	0.000	0.000	100.0	0.000	0.000	29.438	0.000	0.000	0.000	0.000
19:00-20:30																
3 Pointer	14.727	21.196	0.000	100.0	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	0.000
20:20-22:00																
Restawr	19.653	28.286	0.000	0.000	0.000	0.000	34.911	0.000	0.000	0.000	50.000	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	100%	0%	0%	100%	100%	100%	0%	100%	100%	0%	0%	100%	0%
N	1,246	866	380	183	0	0	701	192	169	0	490	573	0	0	183	0

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'FAVORITE CHANNEL' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/JUN 2011]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Favorite TV	Total															
06:00-12:00																
Vespri	26.679	0.000	30.330	0.000	0.000	100.0	30.944	0.000	0.000	0.000	50.457	0.000	0.000	0.000	0.000	100.0
Makura	10.007	0.000	11.376	0.000	0.000	0.000	0.000	21.930	0.000	0.000	42.253	0.000	0.000	0.000	0.000	0.000
12:00-19:00																
Sejjahtli	49.637	100.0	42.745	0.000	0.000	0.000	34.948	78.070	0.000	0.000	0.000	49.543	100.0	100.0	100.0	0.000
Int u Darek	13.677	0.000	15.548	0.000	0.000	0.000	34.109	0.000	0.000	0.000	57.747	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	0%	0%	100%	100%	100%	0%	0%	100%	100%	100%	100%	100%	100%
N	1,510	182	1,329	0	0	216	606	689	0	0	358	427	171	182	185	187

Totals may not tally due to weighting and rounding off

**TABLE 9.10: WEIGHTED FAVOURITE 'UNCLASSIFIED' PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/MAY 2011]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Unclassified	Total															
Zoo	13.171	0.000	35.281	0.000	0.000	0.000	0.000	0.000	0.000	53.493	0.000	0.000	0.000	100.0	0.000	0.000
Calypso News	13.072	20.859	0.000	0.000	0.000	0.000	0.000	0.000	50.000	0.000	0.000	34.770	0.000	0.000	0.000	0.000
Televita	13.072	20.859	0.000	0.000	0.000	0.000	0.000	0.000	50.000	0.000	0.000	34.770	0.000	0.000	0.000	0.000
Play House	12.710	0.000	34.046	0.000	0.000	100.0	0.000	0.000	0.000	0.000	0.000	0.000	34.732	0.000	0.000	0.000
Bandit	12.639	20.168	0.000	0.000	0.000	0.000	0.000	34.605	0.000	0.000	100.0	0.000	0.000	0.000	0.000	0.000
Brandy	11.942	19.057	0.000	0.000	0.000	0.000	0.000	32.698	0.000	0.000	0.000	0.000	32.634	0.000	0.000	0.000
Malta Star	11.942	19.057	0.000	0.000	0.000	0.000	0.000	32.698	0.000	0.000	0.000	0.000	32.634	0.000	0.000	0.000
Ras il-Ghajn	11.451	0.000	30.673	0.000	0.000	0.000	0.000	0.000	0.000	46.507	0.000	30.460	0.000	0.000	0.000	0.000
%	100%	100%	100%	0%	0%	100%	0%	100%	100%	100%	100%	100%	100%	100%	0%	0%
N	1,472	923	550	0	0	187	0	538	385	363	186	553	539	194	0	0

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED FAVOURITE 'GENERIC PROGRAMMES' BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/MAY 2011]**

Unclassified	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Champions League Match Izolati	60.568	60.568	0.000	0.000	0.000	0.000	100.0	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000	0.000
	39.432	39.432	0.000	0.000	0.000	0.000	0.000	100.0	0.000	0.000	100.0	0.000	0.000	0.000	0.000	0.000
%	100%	100%	0%	0%	0%	0%	100%	100%	0%	0%	100%	100%	0%	0%	0%	0%
N	472	472	0	0	0	0	286	186	0	0	186	286	0	0	0	0

Totals may not tally due to weighting and rounding off


**TABLE 9.12: WEIGHTED 'iTV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/MAY 2011]**

No programme preferences were received by this station

**TABLE 9.13: WEIGHTED 'CALYPSO MUSIC TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [APR/JUN 2011]**

No programme preferences were received by this station

APPENDIX A: QUESTIONNAIRE

 NATIONAL STATISTICS OFFICE • MALTA	Respondent ID: _____	Tel No: _____
	Date of Survey: _____	
	Name & ID of Interviewer: _____	

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sŧharriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istharriġ jieħu madwar 5 minuti biex jitlesta. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jieħu/tieħu sehem fl-istharriġ. Nista' nkellmu/nkellimha bhalissa?

1. X'sistema tat-televiżjoni għandek is-dar? (Imminka kull fejn japplika)	
Aerial (<i>Free-to-air</i>)	<input type="checkbox"/> (1)
Melita Cable	<input type="checkbox"/> (2)
GO digital aerial	<input type="checkbox"/> (3)
Satellita'	<input type="checkbox"/> (4)
Internet (<i>incl. Dreambox</i>)	<input type="checkbox"/> (5)
Mod ieħor	<input type="checkbox"/> (6)
M'għandix televiżjoni	<input type="checkbox"/> (7)

} go to q2

} go to q6

5. Rajt Telebejh il-bierah?	
Iva	Go to q6
Le	
6. Fuq liema stazzjon rajtu iaktar?	
1=	TVM
2=	ONE
3=	Net TV
4=	Smash TV
5=	Education 22
6=	iTV
7=	Favorite TVv
8=	Oħrajn
9=	Ma nafx

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbierah għal mill-anqas 10 minuti? (Imminka waħda biss)	
TVM	<input type="checkbox"/> (1)
ONE	<input type="checkbox"/> (2)
Net TV	<input type="checkbox"/> (3)
Smash TV	<input type="checkbox"/> (4)
Education 22	<input type="checkbox"/> (5)
iTV	<input type="checkbox"/> (6)
Favorite TV	<input type="checkbox"/> (7)
Calypso TV	<input type="checkbox"/> (8)
Rai 1	<input type="checkbox"/> (9)
Rai 2	<input type="checkbox"/> (10)
Rai 3	<input type="checkbox"/> (11)
Rete 4	<input type="checkbox"/> (12)
Canale 5	<input type="checkbox"/> (13)
Italia 1	<input type="checkbox"/> (14)
Discovery Channel	<input type="checkbox"/> (15)
MTV	<input type="checkbox"/> (16)
BBC Prime / World / Ent	<input type="checkbox"/> (17)
Stazzjon ieħor (<i>Specifika</i>)	<input type="checkbox"/> (18)

} 3

} 4

7. Liema stazzjon tar-radju smajt l-iktar ilbierah għal mill-anqas 10 minuti?	
Radju Malta	<input type="checkbox"/> (1)
Radju Parlamentari/106.6	<input type="checkbox"/> (2)
ONE Radio	<input type="checkbox"/> (3)
Radio 101	<input type="checkbox"/> (4)
Bay Radio	<input type="checkbox"/> (5)
Calypso Radio	<input type="checkbox"/> (6)
RTK	<input type="checkbox"/> (7)
Smash Radio	<input type="checkbox"/> (8)
Radju Marija	<input type="checkbox"/> (9)
Campus FM	<input type="checkbox"/> (10)
Capital Radio / Vibe FM	<input type="checkbox"/> (11)
XFM	<input type="checkbox"/> (12)
Radju tal-Komunità	<input type="checkbox"/> (13)
Stazzjon Barrani	<input type="checkbox"/> (14)
Stazzjon ieħor (<i>Specifika</i>)	<input type="checkbox"/> (15)
M'hemmx stazzjon wiehed	<input type="checkbox"/> (16)
Ma niftakarx	<input type="checkbox"/> (17)
Ma smajtx radju	<input type="checkbox"/> (18)
Ma tax risposta	<input type="checkbox"/> (19)

} 6a

} 8

3. F'liema hinijiet rajt dan l-istazzjon?			
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa

7. F'liema hinijiet smajt dan l-istazzjon?			
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa

4. Liema huma l-aktar 3 programme favorite tiegħek fuq l-istazzjonijiet lokali tat-TV?	
Programm 1	_____
Programm 2	_____
Programm 3	_____
Ma narax TV	<input type="checkbox"/> (4)
Ma narax stazzjonijiet lokali	<input type="checkbox"/> (5)

6a. X'sistema' tar-radju għandek id-dar? (Immarka kull fejn japplika)	
FM	<input type="checkbox"/> (1)
Diġitali	<input type="checkbox"/> (2)
Oħrajn	<input type="checkbox"/> (3)
M'għandix radju d-dar	<input type="checkbox"/> (4)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

8. Inti ragel jew mara? Ragel ☐ (1) Mara ☐ (2)
9. Kemm għandek età? _____
10. F'liema lokalità toqgħod? _____

Grazzi tal-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika.

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

ONE Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

[13th April 2009 – re-named]

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Family Network TV

[June 2009 – folded]

Favorite TV

Calypso Music TV

[10th May 2009 – started]

Prime TV Shopping Channel

[30th May 2011]

The following is the complete list as approved by the Broadcasting Authority on the DAB+ platform:

	TYPE	PR
A. REBROADCAST RADIO STATIONS		
BBC WS [BBC World Service]		48/08
WRN [World News Network]		48/08
VOA [Voice of America]		48/08
The Dance Syndicate / The Drum & Bass Collection	Dance Music	48/08
Electronika	Dance Music	48/08
Deutsche Welle		48/08
RAI Stereo 1-2-3 / International		48/08
Classic II	Classic Music	48/08
Black Magic	R & B Music	48/08
The Country Club	Country Music	48/08
The Rock / Mojo / Go Mojo Plus	Rock Music	48/08
Past Magic	Old Time Radio	48/08
XFM (London)	GCAP Station	48/08
Capital 95.8	GCAP Station	48/08
Fun Radio	GCAP Station	48/08
Italo Music	Italian Oldies Music	48/08
Magic 80s	Top 80 Hits	48/08
Rete Sport		53/08
Varican Radio		53/08
Classic Choice	Classic Music	53/08
The Riff	Rock Music	53/08
Groove	60's / 70's	53/08
Pump	80's / 90's	53/08
Big Country	Country Music	53/08
Folk	Folk Music	53/08
MMB	Ethnic Music	53/08
Radio Padre Pio	Religious	53/08
Radio Kiss Kiss	Italian Station	53/08
Radio Deejay	Italian Station	53/08
Iso Radio	RAI Service	53/08
Blu Sat 2000	RAI Service	53/08
Go Extreme	Alternative rock and pop	53/08
Total		36
B. SIMULCASTED FM RADIO STATIONS ON THE DAB + PLATFORM		
Radju Malta		48/08
Radju Parlament		48/08
Magic Radio		48/08
ONE Radio		48/08
Radio 101		48/08
Bay Radio		48/08
Calypso Radio		48/08
RTK		48/08
Campus FM		48/08
Smash Radio		53/08
Radju Marija		53/08
Capital Radio / Vibe FM		53/08
Total		12
C. SIMULCASTED COMMUNITY RADIO STATIONS ON THE DAB + PLATFORM		
Christian Light Radio		48/08
D. SOLE OWNERSHIP DIGITAL RADIO STATIONS ON THE DAB + PLATFORM		
Cuore D'Italia		48/08
Gozo Digital Radio		61/08

APPENDIX C: LIST OF COMMUNITY RADIO STATION LICENCES
ISSUED DURING JULY 2010 – MARCH 2011

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2010						2011					
						Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
114	DJ's Live FM	8 yrs	9-Oct-02	100.2	N/A	X	X	X	X	X							
354	VSB FM 103.40	2 yrs	1-Jan-09	103.4	9	X	X	X	X	X	X						
356	Lehen il-Guzeppini [Ghaxaq]	2 yrs	2-Feb-09	89.1	9	X	X	X	X	X	X	X					
383	Radju Xeb-er-ras	2 yrs	25-Jul-09	90.8	6.5	X	X	X	X	X	X	X	X	X	X	X	X
384	BKR Radio 94.5FM	2 yrs	1-Aug-09	94.5	7.4	X	X	X	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 yrs	8-Oct-09	91.3	12	X	X	X	X	X	X	X	X	X	X	X	X
398	Bastjanizi FM	2 yrs	23-Nov-09	95	8.8	X	X	X	X	X	X	X	X	X	X	X	X
401	96.1 Vilhena FM	2 yrs	3-Dec-09	96.1	6.3	X	X	X	X	X	X	X	X	X	X	X	X
406	Radju Hompesch	2 yrs	20-Mar-10	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X
407	Radju Vilhena	2 yrs	14-Jan-10	106	5.6	X	X	X	X	X	X	X	X	X	X	X	X
411	Pure Gold Christian Radio	2 yrs	1-May-10	97.8	9.6	X	X	X	X	X	X	X	X	X	X	X	X
417	Lehen il-Belt Victoria	2 yrs	25-Jun-10	104	4.3	X	X	X	X	X	X	X	X	X	X	X	X
421	Christian Light Radio	2 yrs	17-Jun-10	105.4	4.6	X	X	X	X	X	X	X	X	X	X	X	X
425	Radio Galaxy	2 yrs	14-Jun-10	105	9.1	X	X	X	X	X	X	X	X	X	X	X	X
330/435	Kottoner 98FM	2 yrs	29-Jul-10	98	9.9	X	X	X	X	X	X	X	X	X	X	X	X
334/439	Radio Scro Cuor	2 yrs	15-Nov-10	105.2	7.2	X	X	X	X	X	X	X	X	X	X	X	X
337/441	Deejays Radio 95.6FM	2 yrs	23-Nov-10	95.6	5.5	X	X	X	X	X	X	X	X	X	X	X	X
350/448	Radju Bambina	2 yrs	13-Dec-10	98.3	7.6	X	X	X	X	X	X	X	X	X	X	X	X
346/449	Radju Luminarja	2 yrs	14-Dec-10	106.9	4.2	X	X	X	X	X	X	X	X	X	X	X	X
349/450	Radju Katidral	2 yrs	1-Dec-10	90.9	2.8	X	X	X	X	X	X	X	X	X	X	X	X
427/451	Big FM	2 yrs	1-Jan-11	107.1	8.9	X	X	X	X	X	X	X	X	X	X	X	X
430/452	Power FM	2 yrs	1-Jan-11	90.4	5	X	X	X	X	X	X	X	X	X	X	X	X
359/455	Lehen il-Belt Ġorġjana [Qormi]	2 yrs	1-Mar-11	105.6	6.7	X	X	X	X	X	X	X	X	X	X	X	X
365/456	Radju Lehen il-Qala	2 yrs	17-Feb-11	106.3		X	X	X	X	X	X	X	X	X	X	X	X
352/458	Radju Sokkors	2 yrs	1-Mar-11	95.1	2.8	X	X	X	X	X	X	X	X	X	X	X	X
357/459	Radju Prekursur [Xewkija]	2 yrs	19-Feb-11	99.3	4.6	X	X	X	X	X	X	X	X	X	X	X	X
361/480	Energy FM Radio [Fgura]	2 yrs	24-Mar-11	96.4	6	X	X	X	X	X	X	X	X	X	X	X	X
423	Radju Banda Fgura FM	1 month	2-Jul-10	93.1	5.9	X											
471	Radju Banda Fgura FM	29 days	15-Jun-11	93.1	5.9												X
424	Lehen il-Karmelitani 101.4FM	1 month	26-Jun-10	101.4	8.5	X											
446	Lehen il-Karmelitani 101.4FM	1 month	1-Dec-10	101.4	8.5						X						
473	Lehen il-Karmelitani 101.4FM	1 month	25-Jun-11	101.4	8.5												X
431	Radju 15 t'Awwissu (Qrendi)	25 days	23-Jul-10	98.3	3.5	X											
447	Radju 15 t'Awwissu (Qrendi)	21 days	13-Dec-10	98.3	3.5						X						
432	Intl Bible Students Association	3 days	10-Sep-10	108	0.5			X									
453	2011 Circuit Assembly of Jehovah's Witnesses	2 days	8-Jan-11	108	0.5							X					
468	2011 Zone Talk + Special Assembly of Jehovah's Witnesses	1 day each	8-29-May-11	108	0.5											X	
433	Radju Lauretana	29 days	2-Aug-10	96.5	4.3		X										
443	Radju Lauretana	1 month	8-Dec-10	95.6	4.3						X						
434	Radio Leonardo	12 days	13-Aug-10	105.2	4.9		X										
436	Radju Marija Bambina	30 days	21-Aug-10	90.2	11.9		X										
438	Trinitarji FM	1 month	3-Dec-12	89.3	8.8						X						
454	Trinitarji FM	1 month	20-Apr-11	89.3	8.8											X	
463	Trinitarji FM	1 month	20-May-11	89.3	8.8												X
440	Radju Sant'Andrija	1 month	15-Nov-10	88.4	9.4					X							
471	Radju Sant'Andrija	19 days	15-Jun-11	88.4	9.4												X
442	Tal-Gilju FM	11 days	3-Dec-10	95.4	3.6						X						
444	Radju Elenjani	1 month	9-Dec-10	95.8	10.6						X						
445	Radju Marija Assunta	1 month	1-Dec-10	98.9	9.1						X						
460	Radju Lehen il-Guzeppini	2 years	9-Feb-11	89.1	9.8									X	X	X	X
461	Radju Lauretana	1 month	9-Apr-11	96.5	4.3										X		
470	Radju Lauretana	17 days	21-May-11	96.5	4.3											X	
462	Radju Elenjani	1 month	8-Apr-11	95.8	10.6										X		
464	Radju Kazin Banda San Filep	1 month	12-May-11	106.3	7.6											X	
465	Radju La Valette	14 days	11-Apr-11	95.3	6.3										X		
466	Radju Hal Tarxien	15 days	15-May-11	106.9	3.6											X	
467	Radio 12th May	1 month	13-May-11	96.5	7.9											X	
469	Radio Sacro Cuor Sliema	1 month	5-Jun-11	94	8.5												X

APPENDIX D: DEMOGRAPHIC LOCATIONS



[Source: <http://www.census2005.gov.mt/presentations/supervisors%20briefing.pps> – Supervisors' Briefing]

Localities are classified into districts according to the Malta Geographical Codes (MGC) as follows:

- **Southern Harbour** - Żabbar, Xgħajra, Valletta, Tarxien, Santa Lucija, Paola, Marsa, Luqa, Kalkara, Senglea, Floriana, Fgura, Cospicua, Vittoriosa.
- **Northern Harbour** - Ta' Xbiex, Swieqi, Sliema, Santa Venera, San Gwann, St. Julians, Qormi, Pieta', Pembroke, Msida, Hamrun, Gżira, Birkirkara.
- **South Eastern** - Żurrieq, Żejtun, Safi, Qrendi, Mqabba, Marsaxlokk, Marsaskala, Kirkop, Gudja, Għaxaq, Birżebbuġia.
- **Western** - Żebbuġ (Malta), Siġġiewi, Rabat (Malta), Mtarfa, Mdina, Lija, Iklin, Dingli, Balzan, Attard.
- **Northern** - St. Paul's Bay, Naxxar, Mosta, Mgarr, Mellieħa, Għargħur.
- **Gozo and Comino** - Rabat (Gozo), Fontana, Għajnsielem and Comino, Għarb, Għasri, Kerċem, Munxar, Nadur, Qala, San Lawrenz, Sannat, Xagħra, Xewkija, Żebbuġ (Gozo).

APPENDIX E: RADIO AUDIENCES BY HALF-HOUR SLOTS – MONDAY TO SUNDAY

The follow data is being presented for the sake of simplicity. The original calculations for radio audiences by half-hour slots can be found in Part Two, Tables 6.3.a-g. From these latter tables, data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
0:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
1:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
1:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
2:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
2:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
3:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
3:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
4:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
4:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
5:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
5:30	0	0	0	4,000	0	0	0	0	0	0	2,000	0	0	0	0	0	364	370
6:00	2,000	0	0	7,000	2,000	4,000	0	3,000	0	2,000	2,000	0	0	0	0	0	350	370
6:30	2,000	0	0	12,000	2,000	4,000	0	3,000	0	2,000	2,000	0	0	0	0	0	345	370
7:00	3,000	0	2,000	11,000	0	9,000	2,000	2,000	2,000	2,000	2,000	4,000	4,000	0	2,000	0	328	370
7:30	4,000	0	2,000	13,000	0	12,000	3,000	2,000	2,000	2,000	2,000	5,000	3,000	0	0	0	324	370
8:00	8,000	0	2,000	12,000	0	9,000	3,000	2,000	2,000	5,000	0	5,000	3,000	0	0	0	327	370
8:30	8,000	0	2,000	12,000	0	5,000	4,000	2,000	3,000	5,000	0	3,000	3,000	0	0	0	331	370
9:00	16,000	0	4,000	12,000	0	11,000	4,000	2,000	4,000	5,000	0	3,000	3,000	0	0	0	322	370
9:30	16,000	0	4,000	12,000	0	9,000	4,000	2,000	3,000	5,000	0	3,000	5,000	0	0	0	323	370
10:00	21,000	0	3,000	12,000	2,000	9,000	4,000	4,000	4,000	5,000	0	3,000	3,000	0	0	0	321	370
10:30	21,000	0	2,000	12,000	2,000	9,000	4,000	4,000	3,000	5,000	0	3,000	3,000	0	0	0	323	370
11:00	18,000	0	0	12,000	2,000	8,000	5,000	2,000	3,000	3,000	0	2,000	3,000	0	0	0	330	370
11:30	18,000	0	0	12,000	2,000	8,000	5,000	2,000	2,000	3,000	0	2,000	3,000	0	0	0	331	370
NOON	5,000	2,000	0	12,000	2,000	7,000	5,000	0	2,000	2,000	0	2,000	3,000	0	0	0	333	370
0:30	4,000	0	0	11,000	2,000	5,000	3,000	0	2,000	2,000	0	2,000	3,000	0	0	0	340	370
1:00	4,000	0	0	9,000	2,000	8,000	0	2,000	0	3,000	2,000	2,000	3,000	0	0	0	339	370
1:30	4,000	0	0	8,000	2,000	8,000	0	3,000	0	3,000	2,000	3,000	3,000	0	0	0	338	370
2:00	4,000	0	0	8,000	0	5,000	5,000	0	0	3,000	3,000	4,000	3,000	0	0	0	339	370
2:30	4,000	0	0	8,000	0	5,000	5,000	0	0	3,000	2,000	4,000	3,000	0	0	0	340	370
3:00	4,000	0	0	8,000	3,000	5,000	5,000	2,000	0	0	2,000	2,000	3,000	0	0	0	340	370
3:30	4,000	0	0	8,000	2,000	5,000	5,000	2,000	0	0	2,000	2,000	3,000	0	0	0	341	370
4:00	7,000	0	4,000	10,000	3,000	8,000	4,000	3,000	0	0	0	3,000	3,000	0	2,000	0	330	370
4:30	7,000	0	3,000	8,000	2,000	6,000	4,000	3,000	0	0	0	4,000	3,000	0	0	0	337	370
5:00	6,000	0	0	9,000	2,000	14,000	4,000	2,000	0	2,000	0	2,000	3,000	0	0	0	332	370
5:30	6,000	0	0	7,000	2,000	11,000	3,000	2,000	0	2,000	0	2,000	3,000	2,000	0	0	336	370
6:00	6,000	0	0	9,000	0	8,000	3,000	3,000	0	5,000	0	4,000	0	2,000	0	0	336	370
6:30	7,000	0	0	5,000	0	4,000	3,000	0	0	2,000	0	2,000	0	0	0	0	354	370
7:00	3,000	0	0	3,000	0	3,000	2,000	0	0	2,000	0	0	0	0	0	0	360	370
7:30	2,000	0	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	370
8:00	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	368	370
8:30	2,000	0	0	0	3,000	2,000	0	3,000	0	0	0	0	0	0	0	0	362	370
9:00	0	0	0	0	3,000	6,000	0	2,000	0	2,000	0	0	0	0	0	0	357	370
9:30	0	0	0	2,000	3,000	3,000	0	2,000	0	2,000	0	0	0	0	0	0	358	370
10:00	0	0	0	2,000	3,000	2,000	0	2,000	2,000	2,000	0	0	0	0	0	0	357	370
10:30	0	0	0	2,000	0	0	3,000	2,000	0	2,000	0	0	0	0	0	0	361	370
11:00	0	0	0	0	0	0	3,000	2,000	0	2,000	0	0	0	0	0	0	363	370
11:30	0	0	0	0	0	0	2,000	2,000	0	2,000	0	0	0	0	0	0	364	370

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences

RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	368	370
4:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	368	370
5:00	0	0	0	3,000	0	0	0	2,000	0	0	0	3,000	0	0	0	0	362	370
5:30	2,000	0	0	8,000	3,000	0	0	2,000	0	0	0	3,000	0	0	0	0	354	370
6:00	4,000	0	0	8,000	4,000	0	3,000	0	0	3,000	0	3,000	0	0	0	0	349	370
6:30	4,000	0	2,000	10,000	3,000	2,000	4,000	2,000	0	3,000	0	5,000	0	0	2,000	0	337	370
7:00	6,000	0	0	9,000	3,000	10,000	5,000	4,000	2,000	4,000	0	5,000	5,000	0	2,000	0	321	370
7:30	6,000	0	4,000	8,000	4,000	7,000	4,000	2,000	3,000	4,000	0	5,000	2,000	0	2,000	0	325	370
8:00	6,000	0	2,000	13,000	2,000	17,000	10,000	3,000	4,000	6,000	2,000	5,000	3,000	2,000	0	0	301	370
8:30	6,000	0	0	13,000	2,000	13,000	11,000	3,000	2,000	6,000	2,000	5,000	3,000	2,000	0	0	308	370
9:00	12,000	0	3,000	10,000	2,000	18,000	12,000	5,000	5,000	6,000	2,000	5,000	2,000	2,000	0	0	298	370
9:30	12,000	0	3,000	10,000	2,000	17,000	12,000	5,000	5,000	6,000	0	5,000	2,000	2,000	0	0	301	370
10:00	12,000	0	3,000	9,000	2,000	17,000	12,000	5,000	6,000	7,000	0	5,000	2,000	2,000	0	0	300	370
10:30	15,000	0	3,000	9,000	2,000	17,000	12,000	5,000	6,000	7,000	0	7,000	2,000	5,000	0	0	295	370
11:00	15,000	0	2,000	7,000	2,000	17,000	11,000	5,000	6,000	6,000	0	5,000	2,000	4,000	0	0	303	370
11:30	15,000	0	2,000	9,000	2,000	15,000	11,000	5,000	6,000	6,000	0	5,000	2,000	4,000	0	0	303	370
NOON	10,000	0	0	8,000	3,000	13,000	9,000	3,000	5,000	7,000	0	5,000	2,000	2,000	0	0	313	370
0:30	10,000	0	0	9,000	2,000	13,000	10,000	2,000	5,000	7,000	0	5,000	2,000	2,000	0	0	313	370
1:00	5,000	0	2,000	7,000	2,000	12,000	9,000	2,000	3,000	5,000	0	5,000	3,000	2,000	0	0	318	370
1:30	7,000	0	0	7,000	2,000	14,000	9,000	2,000	3,000	5,000	0	5,000	3,000	2,000	0	0	318	370
2:00	4,000	0	0	7,000	2,000	12,000	8,000	3,000	2,000	5,000	0	5,000	2,000	2,000	0	0	322	370
2:30	4,000	0	0	6,000	2,000	10,000	6,000	3,000	2,000	5,000	0	5,000	2,000	2,000	0	0	327	370
3:00	4,000	0	2,000	8,000	0	9,000	8,000	3,000	2,000	7,000	0	5,000	4,000	2,000	0	0	320	370
3:30	4,000	0	0	8,000	0	7,000	8,000	3,000	2,000	5,000	0	5,000	4,000	2,000	0	0	326	370
4:00	3,000	0	3,000	8,000	0	7,000	8,000	3,000	0	5,000	0	3,000	4,000	0	0	0	329	370
4:30	3,000	0	2,000	7,000	0	6,000	8,000	2,000	0	5,000	0	3,000	4,000	0	0	0	333	370
5:00	4,000	0	2,000	7,000	0	10,000	4,000	2,000	2,000	3,000	0	2,000	4,000	2,000	0	0	332	370
5:30	3,000	0	2,000	7,000	0	9,000	4,000	2,000	2,000	3,000	0	0	4,000	0	0	0	337	370
6:00	4,000	0	2,000	4,000	2,000	4,000	3,000	3,000	0	0	0	2,000	0	0	0	0	350	370
6:30	4,000	0	4,000	5,000	2,000	4,000	3,000	3,000	0	0	0	0	0	0	0	0	349	370
7:00	2,000	0	0	0	2,000	0	2,000	2,000	0	2,000	0	0	0	0	0	0	362	370
7:30	0	0	0	0	2,000	0	2,000	3,000	0	2,000	0	0	0	0	0	0	361	370
8:00	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	2,000	0	0	0	362	370
8:30	0	0	0	2,000	0	3,000	2,000	2,000	0	0	0	0	0	0	0	0	361	370
9:00	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	366	370
9:30	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	366	370
10:00	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	366	370
10:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	368	370
11:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	2,000	0	366	370
11:30	0	0	0	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	0	364	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	368	370
5:30	2,000	0	0	0	0	0	0	2,000	0	3,000	0	2,000	0	0	0	0	363	370
6:00	2,000	0	0	4,000	2,000	2,000	2,000	4,000	0	2,000	0	0	0	0	0	0	354	370
6:30	3,000	0	0	4,000	2,000	6,000	3,000	5,000	0	3,000	0	0	0	0	0	0	347	370
7:00	4,000	0	2,000	9,000	2,000	13,000	3,000	4,000	4,000	6,000	0	2,000	0	0	3,000	0	322	370
7:30	5,000	0	4,000	7,000	2,000	7,000	3,000	4,000	4,000	6,000	0	3,000	0	2,000	3,000	0	325	370
8:00	5,000	0	3,000	8,000	0	15,000	5,000	3,000	7,000	6,000	0	6,000	0	5,000	2,000	0	310	370
8:30	7,000	0	4,000	7,000	0	15,000	5,000	3,000	5,000	5,000	0	5,000	0	5,000	2,000	0	314	370
9:00	10,000	0	3,000	5,000	0	19,000	9,000	8,000	5,000	5,000	0	5,000	2,000	2,000	0	0	307	370
9:30	10,000	0	3,000	5,000	0	17,000	8,000	8,000	5,000	5,000	0	3,000	5,000	2,000	0	0	309	370
10:00	10,000	0	4,000	5,000	0	22,000	8,000	8,000	5,000	6,000	0	2,000	4,000	2,000	0	0	304	370
10:30	10,000	0	4,000	5,000	0	22,000	8,000	8,000	5,000	6,000	0	4,000	4,000	2,000	0	0	302	370
11:00	10,000	0	6,000	4,000	2,000	20,000	8,000	8,000	5,000	6,000	0	2,000	5,000	2,000	0	0	302	370
11:30	10,000	0	6,000	4,000	0	18,000	8,000	6,000	5,000	6,000	0	2,000	5,000	2,000	0	0	308	370
NOON	2,000	0	3,000	4,000	0	16,000	6,000	3,000	5,000	8,000	0	2,000	5,000	4,000	2,000	0	312	370
0:30	0	0	3,000	4,000	0	14,000	4,000	3,000	5,000	6,000	0	2,000	3,000	4,000	0	0	322	370
1:00	2,000	0	2,000	6,000	0	15,000	3,000	2,000	2,000	5,000	0	2,000	4,000	4,000	0	0	325	370
1:30	3,000	0	2,000	4,000	0	15,000	3,000	2,000	4,000	5,000	0	2,000	3,000	4,000	0	0	326	370
2:00	3,000	0	2,000	4,000	0	14,000	3,000	0	4,000	4,000	0	5,000	3,000	4,000	0	0	327	370
2:30	3,000	0	2,000	4,000	0	14,000	3,000	0	4,000	4,000	0	2,000	3,000	4,000	0	0	330	370
3:00	3,000	0	3,000	2,000	0	9,000	3,000	2,000	4,000	5,000	0	2,000	3,000	4,000	0	0	333	370
3:30	3,000	0	3,000	2,000	0	9,000	5,000	2,000	4,000	5,000	0	2,000	3,000	4,000	0	0	331	370
4:00	3,000	0	3,000	2,000	0	11,000	6,000	3,000	2,000	4,000	0	0	2,000	2,000	0	0	335	370
4:30	3,000	0	3,000	2,000	0	9,000	6,000	2,000	2,000	3,000	0	2,000	3,000	2,000	0	0	336	370
5:00	3,000	0	3,000	2,000	3,000	8,000	4,000	2,000	2,000	4,000	0	2,000	4,000	3,000	0	0	333	370
5:30	3,000	0	3,000	0	3,000	8,000	6,000	2,000	2,000	3,000	0	0	3,000	3,000	0	0	337	370
6:00	5,000	0	2,000	0	0	5,000	4,000	3,000	0	5,000	0	0	2,000	2,000	0	0	347	370
6:30	3,000	0	2,000	0	0	5,000	4,000	2,000	0	4,000	0	0	2,000	0	0	0	351	370
7:00	0	0	2,000	0	0	5,000	5,000	0	0	2,000	0	2,000	2,000	0	0	0	352	370
7:30	0	0	2,000	4,000	0	4,000	5,000	0	0	2,000	0	0	2,000	0	0	0	351	370
8:00	0	0	0	2,000	0	3,000	6,000	0	0	2,000	0	0	2,000	2,000	0	0	353	370
8:30	0	0	0	2,000	0	0	6,000	0	0	2,000	0	0	2,000	0	0	0	358	370
9:00	0	0	0	0	0	0	4,000	0	0	2,000	0	0	2,000	0	0	0	362	370
9:30	0	0	0	0	0	0	3,000	0	0	2,000	0	0	2,000	0	0	0	363	370
10:00	0	0	0	0	0	0	5,000	2,000	0	2,000	0	0	2,000	0	0	0	359	370
10:30	0	0	0	0	0	0	3,000	2,000	0	2,000	0	0	2,000	0	0	0	361	370
11:00	0	0	0	0	0	0	3,000	2,000	0	0	0	0	2,000	0	0	0	363	370
11:30	0	0	0	0	0	0	3,000	0	0	0	0	0	2,000	0	0	0	365	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	368	370
0:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	368	370
1:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	368	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	368	370
4:00	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	366	370
4:30	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	366	370
5:00	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	366	370
5:30	0	0	0	3,000	0	0	0	0	0	2,000	0	0	0	0	0	0	365	370
6:00	3,000	0	0	7,000	0	0	3,000	0	0	2,000	0	2,000	0	0	0	0	356	370
6:30	3,000	0	0	10,000	0	3,000	3,000	0	0	2,000	0	4,000	0	0	0	0	348	370
7:00	4,000	0	2,000	9,000	0	7,000	4,000	2,000	0	3,000	2,000	6,000	5,000	0	0	0	330	370
7:30	4,000	0	2,000	8,000	0	4,000	3,000	2,000	5,000	3,000	2,000	9,000	6,000	2,000	2,000	0	322	370
8:00	8,000	0	0	7,000	0	9,000	6,000	0	5,000	4,000	0	9,000	7,000	6,000	0	0	317	370
8:30	6,000	0	0	7,000	0	7,000	6,000	0	8,000	4,000	0	9,000	5,000	8,000	0	0	316	370
9:00	9,000	0	4,000	9,000	3,000	12,000	11,000	2,000	8,000	3,000	0	7,000	5,000	7,000	0	0	299	370
9:30	8,000	0	3,000	9,000	3,000	12,000	11,000	2,000	8,000	3,000	0	7,000	5,000	9,000	0	0	298	370
10:00	8,000	0	2,000	8,000	4,000	13,000	13,000	2,000	8,000	4,000	0	12,000	3,000	9,000	0	0	292	370
10:30	8,000	0	2,000	8,000	4,000	11,000	13,000	2,000	8,000	4,000	0	12,000	3,000	7,000	0	0	296	370
11:00	8,000	0	2,000	9,000	7,000	11,000	13,000	0	6,000	3,000	0	8,000	3,000	6,000	0	0	302	370
11:30	8,000	0	2,000	9,000	7,000	11,000	14,000	0	6,000	3,000	0	8,000	3,000	6,000	0	0	301	370
NOON	5,000	0	2,000	13,000	5,000	5,000	9,000	2,000	7,000	2,000	0	7,000	4,000	6,000	0	0	308	370
0:30	4,000	0	2,000	8,000	5,000	5,000	9,000	2,000	8,000	3,000	0	7,000	4,000	6,000	0	0	311	370
1:00	5,000	0	2,000	6,000	3,000	6,000	6,000	3,000	2,000	3,000	0	6,000	2,000	3,000	0	0	328	370
1:30	5,000	0	0	5,000	3,000	3,000	6,000	2,000	2,000	2,000	0	6,000	2,000	2,000	0	0	337	370
2:00	5,000	0	0	5,000	3,000	6,000	8,000	0	2,000	2,000	0	6,000	2,000	2,000	0	0	334	370
2:30	6,000	0	0	5,000	3,000	7,000	7,000	0	2,000	2,000	0	4,000	2,000	2,000	0	0	336	370
3:00	6,000	0	0	5,000	3,000	6,000	8,000	0	2,000	3,000	0	4,000	2,000	2,000	0	0	335	370
3:30	5,000	0	0	5,000	3,000	5,000	8,000	0	0	2,000	0	4,000	2,000	2,000	0	0	339	370
4:00	4,000	2,000	0	5,000	5,000	7,000	5,000	0	0	2,000	0	3,000	2,000	2,000	0	3,000	334	370
4:30	3,000	2,000	0	5,000	6,000	6,000	5,000	0	0	2,000	0	3,000	2,000	2,000	0	3,000	334	370
5:00	3,000	2,000	0	5,000	7,000	11,000	8,000	2,000	0	2,000	2,000	3,000	2,000	2,000	0	3,000	321	370
5:30	3,000	2,000	0	5,000	7,000	8,000	8,000	2,000	0	2,000	2,000	5,000	2,000	2,000	0	0	325	370
6:00	3,000	0	3,000	5,000	3,000	8,000	7,000	0	0	4,000	0	5,000	2,000	2,000	0	0	331	370
6:30	3,000	0	0	5,000	3,000	9,000	6,000	0	0	4,000	0	3,000	2,000	2,000	0	0	336	370
7:00	3,000	0	0	2,000	2,000	3,000	3,000	0	0	2,000	0	2,000	2,000	2,000	2,000	0	350	370
7:30	3,000	0	0	2,000	0	2,000	3,000	0	0	2,000	0	0	2,000	2,000	2,000	0	355	370
8:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	366	370
8:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	366	370
9:00	0	0	0	0	0	0	2,000	0	0	0	0	3,000	3,000	2,000	0	0	360	370
9:30	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	0	364	370
10:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	366	370
10:30	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	0	364	370
11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	368	370
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	368	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	2,000	0	2,000	0	2,000	0	0	364	370
6:00	0	0	2,000	0	3,000	2,000	4,000	2,000	0	3,000	0	2,000	0	0	0	0	352	370
6:30	0	0	4,000	2,000	3,000	2,000	4,000	3,000	0	3,000	0	0	2,000	0	0	0	347	370
7:00	0	0	4,000	6,000	2,000	4,000	6,000	3,000	0	7,000	0	4,000	3,000	0	0	0	331	370
7:30	2,000	0	4,000	6,000	2,000	7,000	6,000	4,000	0	5,000	0	4,000	4,000	0	0	0	328	370
8:00	2,000	0	7,000	9,000	2,000	7,000	7,000	6,000	2,000	5,000	0	4,000	6,000	0	2,000	2,000	311	370
8:30	3,000	0	5,000	13,000	2,000	6,000	10,000	4,000	2,000	5,000	0	4,000	5,000	0	0	0	314	370
9:00	7,000	0	4,000	14,000	2,000	3,000	16,000	5,000	2,000	7,000	0	10,000	5,000	2,000	0	0	300	370
9:30	7,000	0	5,000	14,000	2,000	7,000	14,000	5,000	2,000	7,000	0	10,000	5,000	3,000	0	0	296	370
10:00	7,000	0	7,000	13,000	2,000	9,000	16,000	5,000	2,000	4,000	0	11,000	5,000	3,000	0	0	293	370
10:30	7,000	0	7,000	11,000	2,000	9,000	15,000	5,000	2,000	4,000	0	11,000	5,000	3,000	0	0	296	370
11:00	7,000	0	5,000	11,000	3,000	9,000	15,000	5,000	2,000	3,000	0	9,000	5,000	4,000	0	0	299	370
11:30	7,000	0	5,000	12,000	2,000	9,000	15,000	5,000	2,000	3,000	0	9,000	5,000	4,000	0	0	299	370
NOON	2,000	0	5,000	7,000	2,000	7,000	12,000	3,000	2,000	7,000	0	9,000	5,000	4,000	0	0	307	370
0:30	2,000	0	4,000	4,000	2,000	6,000	12,000	2,000	2,000	6,000	0	9,000	5,000	3,000	0	0	315	370
1:00	0	0	5,000	4,000	2,000	7,000	9,000	2,000	2,000	4,000	0	6,000	0	2,000	0	2,000	325	370
1:30	0	0	4,000	4,000	2,000	7,000	10,000	2,000	2,000	4,000	0	6,000	0	2,000	0	0	327	370
2:00	3,000	0	4,000	4,000	2,000	9,000	10,000	3,000	2,000	4,000	0	6,000	0	2,000	0	0	324	370
2:30	3,000	0	4,000	4,000	2,000	7,000	9,000	3,000	2,000	4,000	0	6,000	0	2,000	0	0	327	370
3:00	2,000	0	4,000	4,000	2,000	9,000	9,000	2,000	2,000	2,000	0	4,000	0	2,000	0	0	330	370
3:30	2,000	0	4,000	4,000	2,000	9,000	9,000	2,000	2,000	2,000	0	4,000	0	2,000	0	0	330	370
4:00	3,000	0	4,000	5,000	0	13,000	4,000	3,000	0	2,000	0	7,000	0	0	0	0	332	370
4:30	3,000	0	4,000	5,000	0	12,000	4,000	2,000	0	2,000	0	6,000	0	0	0	0	335	370
5:00	3,000	0	4,000	3,000	0	11,000	6,000	2,000	0	2,000	0	6,000	2,000	0	0	0	334	370
5:30	3,000	0	4,000	3,000	0	8,000	6,000	3,000	0	2,000	0	4,000	2,000	0	0	0	338	370
6:00	2,000	0	2,000	5,000	2,000	9,000	4,000	3,000	0	2,000	0	4,000	0	2,000	0	0	337	370
6:30	2,000	0	2,000	5,000	2,000	7,000	4,000	0	0	2,000	0	4,000	0	0	0	0	344	370
7:00	2,000	0	2,000	2,000	0	4,000	3,000	0	0	5,000	0	2,000	0	0	0	0	352	370
7:30	2,000	0	2,000	2,000	0	2,000	3,000	0	0	5,000	0	2,000	0	0	0	0	354	370
8:00	2,000	0	2,000	5,000	0	3,000	0	2,000	0	0	0	0	2,000	0	0	0	356	370
8:30	2,000	0	0	5,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	361	370
9:00	2,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	366	370
9:30	2,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	366	370
10:00	2,000	0	0	3,000	0	4,000	0	0	0	0	0	0	0	0	0	0	363	370
10:30	2,000	0	0	3,000	0	2,000	0	0	0	0	0	0	0	0	0	0	365	370
11:00	0	0	0	2,000	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	362	370
11:30	0	0	0	2,000	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	362	370

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	2,000	0	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	365	370
6:00	2,000	0	0	8,000	0	2,000	2,000	0	0	2,000	0	0	0	0	0	0	356	370
6:30	4,000	0	0	10,000	0	2,000	3,000	0	0	3,000	0	0	0	2,000	0	0	350	370
7:00	4,000	0	0	10,000	0	2,000	3,000	2,000	2,000	5,000	0	0	2,000	2,000	2,000	0	340	370
7:30	4,000	0	0	10,000	0	0	4,000	2,000	2,000	5,000	0	0	2,000	2,000	0	0	343	370
8:00	7,000	0	4,000	11,000	0	6,000	5,000	2,000	2,000	5,000	0	0	6,000	3,000	0	0	326	370
8:30	6,000	0	0	11,000	0	6,000	5,000	2,000	3,000	4,000	0	0	2,000	3,000	0	0	334	370
9:00	8,000	2,000	4,000	15,000	0	13,000	9,000	9,000	5,000	4,000	0	2,000	2,000	8,000	0	0	297	370
9:30	8,000	2,000	4,000	15,000	0	13,000	8,000	9,000	5,000	4,000	0	2,000	2,000	8,000	0	0	298	370
10:00	9,000	2,000	4,000	17,000	0	12,000	12,000	10,000	3,000	4,000	2,000	5,000	3,000	11,000	0	0	285	370
10:30	8,000	2,000	2,000	17,000	0	14,000	10,000	10,000	2,000	4,000	0	5,000	0	11,000	0	0	293	370
11:00	6,000	2,000	2,000	18,000	0	11,000	9,000	12,000	0	4,000	0	7,000	2,000	12,000	0	0	291	370
11:30	6,000	2,000	2,000	18,000	0	11,000	9,000	12,000	0	4,000	0	7,000	2,000	12,000	0	0	291	370
NOON	4,000	0	0	14,000	2,000	5,000	5,000	3,000	0	4,000	0	3,000	2,000	4,000	0	0	328	370
0:30	4,000	0	0	10,000	0	5,000	4,000	3,000	0	4,000	0	0	2,000	3,000	0	0	339	370
1:00	3,000	0	0	8,000	0	5,000	2,000	2,000	2,000	4,000	0	0	0	3,000	0	0	344	370
1:30	3,000	0	2,000	8,000	0	5,000	2,000	2,000	2,000	5,000	0	0	0	2,000	0	0	342	370
2:00	4,000	0	0	4,000	0	6,000	4,000	2,000	0	5,000	0	0	0	2,000	0	0	347	370
2:30	2,000	0	3,000	4,000	0	7,000	5,000	2,000	0	5,000	0	0	0	2,000	0	0	342	370
3:00	2,000	0	3,000	6,000	2,000	6,000	5,000	2,000	0	3,000	0	0	0	3,000	0	0	340	370
3:30	2,000	0	3,000	6,000	0	4,000	5,000	2,000	0	3,000	0	0	0	3,000	0	0	344	370
4:00	2,000	2,000	2,000	7,000	0	4,000	6,000	2,000	0	3,000	0	0	4,000	2,000	0	0	338	370
4:30	2,000	2,000	2,000	7,000	0	4,000	5,000	2,000	0	3,000	0	0	4,000	2,000	0	0	339	370
5:00	2,000	0	2,000	7,000	0	6,000	4,000	2,000	0	3,000	0	0	6,000	0	0	0	340	370
5:30	2,000	0	2,000	8,000	0	6,000	4,000	2,000	0	4,000	0	0	6,000	0	0	0	338	370
6:00	2,000	0	2,000	7,000	3,000	4,000	4,000	2,000	0	10,000	0	0	4,000	0	0	0	334	370
6:30	2,000	0	2,000	7,000	3,000	3,000	2,000	2,000	0	4,000	0	0	0	0	0	0	347	370
7:00	0	0	2,000	3,000	0	3,000	2,000	2,000	0	0	0	2,000	0	0	0	0	356	370
7:30	0	0	0	3,000	0	3,000	0	2,000	0	0	0	2,000	0	0	0	0	360	370
8:00	0	0	0	2,000	0	3,000	0	2,000	2,000	0	0	0	0	0	0	0	361	370
8:30	0	0	0	2,000	0	3,000	0	0	0	0	0	0	0	0	0	0	365	370
9:00	0	0	0	2,000	0	0	2,000	0	0	0	0	0	3,000	0	0	0	363	370
9:30	0	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	366	370
10:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	368	370
10:30	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	366	370
11:00	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	0	0	0	0	364	370
11:30	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	0	0	0	0	364	370

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE '000	TOTAL '000
M'NGHT	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	368	370
5:30	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	366	370
6:00	0	0	2,000	4,000	0	0	3,000	0	3,000	2,000	0	0	0	0	0	0	356	370
6:30	0	0	2,000	4,000	0	0	3,000	0	0	2,000	0	0	0	0	0	0	359	370
7:00	0	0	2,000	9,000	0	0	3,000	2,000	0	4,000	0	0	0	0	0	0	350	370
7:30	0	0	2,000	8,000	0	2,000	3,000	2,000	0	4,000	0	0	0	0	0	0	349	370
8:00	2,000	0	2,000	9,000	0	5,000	5,000	4,000	0	2,000	0	5,000	0	0	0	0	338	370
8:30	2,000	0	2,000	8,000	0	0	5,000	4,000	0	2,000	0	5,000	0	0	0	0	344	370
9:00	2,000	0	6,000	13,000	0	2,000	4,000	8,000	3,000	2,000	0	3,000	4,000	2,000	0	0	323	370
9:30	2,000	0	6,000	13,000	0	2,000	4,000	6,000	3,000	2,000	0	4,000	4,000	0	0	0	326	370
10:00	2,000	0	8,000	15,000	0	5,000	4,000	4,000	0	0	0	4,000	6,000	0	0	2,000	322	370
10:30	2,000	0	8,000	13,000	0	4,000	4,000	6,000	0	0	0	4,000	6,000	0	0	2,000	323	370
11:00	2,000	0	6,000	9,000	2,000	5,000	7,000	5,000	0	0	2,000	4,000	2,000	0	0	2,000	326	370
11:30	3,000	0	6,000	11,000	2,000	5,000	5,000	5,000	0	0	3,000	5,000	2,000	0	0	2,000	324	370
NOON	4,000	0	3,000	10,000	2,000	2,000	4,000	2,000	0	0	0	8,000	0	0	0	0	339	370
0:30	3,000	0	3,000	10,000	0	2,000	4,000	0	0	0	0	5,000	0	0	0	0	346	370
1:00	4,000	0	3,000	9,000	0	2,000	4,000	0	0	3,000	0	5,000	0	0	0	0	344	370
1:30	4,000	0	3,000	7,000	0	0	4,000	0	0	3,000	0	5,000	0	0	0	0	348	370
2:00	4,000	0	0	3,000	0	2,000	5,000	2,000	0	3,000	0	2,000	3,000	0	0	0	350	370
2:30	2,000	0	0	3,000	0	2,000	5,000	2,000	0	3,000	0	2,000	3,000	0	0	0	350	370
3:00	3,000	0	2,000	2,000	0	6,000	5,000	2,000	0	3,000	0	2,000	0	0	0	0	348	370
3:30	2,000	0	2,000	2,000	0	2,000	5,000	2,000	0	3,000	0	2,000	0	0	0	0	352	370
4:00	2,000	0	5,000	0	0	2,000	3,000	3,000	0	0	0	5,000	0	0	0	0	352	370
4:30	2,000	0	5,000	0	0	2,000	3,000	3,000	0	0	0	4,000	0	0	0	0	353	370
5:00	2,000	0	3,000	0	0	0	4,000	2,000	0	0	0	4,000	0	0	0	0	357	370
5:30	2,000	0	3,000	0	0	0	4,000	2,000	0	0	0	4,000	0	0	0	0	357	370
6:00	0	0	3,000	0	2,000	0	4,000	0	0	2,000	0	0	0	0	0	0	359	370
6:30	0	0	3,000	0	3,000	2,000	3,000	0	0	2,000	0	0	0	0	0	0	357	370
7:00	0	0	3,000	0	3,000	0	4,000	3,000	0	0	0	0	0	0	0	0	357	370
7:30	0	0	3,000	0	3,000	0	4,000	0	0	0	3,000	0	0	0	0	0	357	370
8:00	0	0	0	0	0	0	5,000	0	0	0	3,000	0	0	0	0	0	362	370
8:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	368	370
9:00	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	366	370
9:30	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	366	370
10:00	0	0	0	0	0	0	2,000	0	0	0	0	3,000	0	0	0	0	365	370
10:30	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	0	0	0	0	363	370
11:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	368	370
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

APPENDIX F: TV AUDIENCES BY HALF-HOUR SLOT – MONDAY TO SUNDAY

The follow data is being presented for the sake of simplicity. The original calculations for radio audiences by half-hour slots can be found in Part Two, Tables 7.3.a-g. From these latter tables, data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	368	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	368	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	368	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	368	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
7:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
7:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
8:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
9:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
9:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
10:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
10:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
11:00	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	370
11:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	3,000	0	365	370
NOON	2,000	0	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	3,000	2,000	359	370
0:30	2,000	0	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	3,000	2,000	359	370
1:00	0	3,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	0	3,000	360	370
1:30	0	3,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	0	3,000	360	370
2:00	0	6,000	0	0	0	0	0	2,000	0	2,000	0	3,000	0	3,000	0	0	3,000	351	370
2:30	0	6,000	0	0	0	0	0	2,000	0	0	0	3,000	0	3,000	0	0	3,000	353	370
3:00	0	4,000	0	0	0	0	0	2,000	0	0	0	4,000	2,000	3,000	0	0	3,000	352	370
3:30	3,000	4,000	0	0	0	0	0	2,000	0	0	0	4,000	2,000	3,000	0	0	3,000	349	370
4:00	3,000	4,000	2,000	0	0	0	0	0	0	0	0	7,000	5,000	0	2,000	0	5,000	342	370
4:30	3,000	2,000	2,000	0	0	0	0	0	0	0	0	4,000	5,000	0	2,000	0	2,000	350	370
5:00	3,000	3,000	0	0	0	0	0	0	0	0	0	2,000	4,000	0	3,000	0	5,000	350	370
5:30	4,000	4,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	3,000	0	5,000	350	370
6:00	6,000	5,000	2,000	0	0	0	0	2,000	0	0	0	3,000	2,000	0	3,000	2,000	8,000	337	370
6:30	6,000	5,000	2,000	0	0	0	0	2,000	0	0	0	2,000	4,000	0	2,000	2,000	6,000	339	370
7:00	11,000	6,000	2,000	0	0	0	0	2,000	0	0	0	2,000	2,000	0	2,000	2,000	11,000	330	370
7:30	11,000	25,000	2,000	0	0	0	0	2,000	0	0	0	3,000	2,000	0	2,000	2,000	11,000	310	370
7:45	11,000	25,000	4,000	0	0	0	0	2,000	0	0	0	3,000	2,000	0	2,000	2,000	11,000	308	370
8:00	44,000	21,000	7,000	0	0	0	0	2,000	0	0	2,000	5,000	2,000	4,000	2,000	5,000	19,000	257	370
8:30	41,000	21,000	25,000	0	0	0	0	3,000	0	0	5,000	5,000	2,000	4,000	2,000	5,000	19,000	238	370
9:00	28,000	17,000	32,000	0	0	0	0	3,000	0	0	10,000	8,000	5,000	8,000	0	3,000	18,000	238	370
9:30	25,000	17,000	18,000	0	0	0	0	3,000	0	0	8,000	7,000	5,000	8,000	0	3,000	21,000	255	370
10:00	10,000	6,000	10,000	0	0	0	0	2,000	0	0	10,000	4,000	5,000	7,000	0	3,000	15,000	298	370
10:30	6,000	0	4,000	0	0	0	0	2,000	0	0	8,000	4,000	5,000	3,000	0	2,000	9,000	327	370
11:00	0	0	2,000	0	0	0	0	0	0	0	4,000	3,000	0	0	0	0	5,000	356	370
11:30	0	0	2,000	0	0	0	0	0	0	0	4,000	4,000	0	0	0	0	3,000	357	370

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
6:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
7:00	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	360	370
7:30	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	360	370
8:00	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	362	370
8:30	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	362	370
9:00	3,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	357	370
9:30	3,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	357	370
10:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	364	370
10:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	363	370
11:00	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	363	370
11:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	363	370
NOON	3,000	5,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	355	370
0:30	3,000	3,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	357	370
1:00	4,000	7,000	0	0	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	0	3,000	348	370
1:30	4,000	7,000	0	0	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	0	3,000	348	370
2:00	4,000	5,000	0	0	0	0	0	0	0	0	0	4,000	2,000	3,000	2,000	0	0	350	370
2:30	4,000	6,000	0	0	0	0	0	0	0	0	0	5,000	2,000	3,000	2,000	0	0	348	370
3:00	3,000	6,000	2,000	0	0	0	0	0	0	0	0	4,000	2,000	0	2,000	0	2,000	349	370
3:30	3,000	6,000	2,000	0	0	0	0	0	0	0	0	4,000	2,000	0	2,000	0	2,000	349	370
4:00	3,000	5,000	2,000	0	0	0	0	0	0	0	0	2,000	2,000	0	2,000	0	4,000	350	370
4:30	3,000	3,000	2,000	0	0	0	0	0	0	0	0	2,000	2,000	0	2,000	0	5,000	351	370
5:00	3,000	5,000	3,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	352	370
5:30	3,000	5,000	4,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	351	370
6:00	8,000	7,000	3,000	0	0	0	0	3,000	0	0	0	3,000	2,000	0	0	0	6,000	338	370
6:30	8,000	7,000	3,000	0	0	0	0	3,000	0	0	0	3,000	2,000	0	0	0	6,000	338	370
7:00	9,000	8,000	3,000	0	0	0	0	2,000	0	0	0	3,000	2,000	0	0	2,000	5,000	336	370
7:30	9,000	23,000	4,000	0	0	0	0	2,000	0	0	0	3,000	2,000	2,000	0	2,000	2,000	321	370
7:45	10,000	24,000	5,000	0	0	0	0	2,000	0	0	2,000	3,000	2,000	0	0	3,000	2,000	317	370
8:00	49,000	23,000	5,000	2,000	0	0	0	6,000	2,000	0	2,000	4,000	4,000	0	2,000	4,000	8,000	259	370
8:30	66,000	24,000	7,000	2,000	0	0	0	11,000	2,000	0	0	5,000	4,000	2,000	2,000	4,000	14,000	227	370
9:00	69,000	20,000	4,000	2,000	0	0	0	13,000	0	0	2,000	10,000	5,000	8,000	3,000	3,000	18,000	213	370
9:30	56,000	16,000	4,000	2,000	0	0	0	13,000	0	0	4,000	11,000	6,000	7,000	3,000	3,000	21,000	224	370
10:00	30,000	9,000	4,000	0	0	0	0	12,000	0	0	4,000	10,000	8,000	7,000	2,000	3,000	12,000	269	370
10:30	21,000	6,000	2,000	0	0	0	2,000	6,000	0	0	4,000	8,000	7,000	5,000	2,000	3,000	4,000	300	370
11:00	6,000	2,000	2,000	0	0	0	2,000	0	0	0	0	4,000	5,000	2,000	0	2,000	3,000	342	370
11:30	2,000	0	2,000	0	0	0	0	0	0	0	0	3,000	3,000	2,000	0	0	2,000	356	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
7:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
7:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370
8:00	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365	370
8:30	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367	370
9:00	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365	370
9:30	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365	370
10:00	2,000	5,000	2,000	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	357	370
10:30	2,000	5,000	2,000	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	357	370
11:00	2,000	5,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	359	370
11:30	2,000	5,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	359	370
NOON	4,000	3,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	357	370
0:30	4,000	3,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	355	370
1:00	5,000	4,000	2,000	0	2,000	0	0	0	0	0	2,000	0	2,000	0	2,000	0	3,000	348	370
1:30	5,000	4,000	2,000	0	2,000	0	0	0	0	0	2,000	0	2,000	0	2,000	0	3,000	348	370
2:00	5,000	5,000	4,000	0	0	0	0	0	0	0	2,000	0	4,000	0	2,000	0	2,000	346	370
2:30	5,000	5,000	4,000	0	0	0	0	0	0	0	2,000	0	4,000	0	2,000	0	2,000	346	370
3:00	3,000	5,000	4,000	0	0	0	0	0	0	0	2,000	0	4,000	0	2,000	0	5,000	345	370
3:30	3,000	7,000	4,000	0	0	0	0	2,000	0	0	2,000	0	4,000	0	2,000	0	7,000	339	370
4:00	3,000	7,000	4,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	0	0	8,000	342	370
4:30	3,000	7,000	4,000	0	0	0	0	0	0	0	2,000	0	0	6,000	0	0	8,000	340	370
5:00	3,000	7,000	4,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	3,000	351	370
5:30	4,000	9,000	4,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	5,000	346	370
6:00	7,000	8,000	3,000	0	0	0	0	0	0	0	2,000	4,000	2,000	2,000	0	2,000	11,000	329	370
6:30	5,000	8,000	3,000	0	0	0	0	0	0	0	2,000	5,000	4,000	2,000	0	2,000	11,000	328	370
7:00	12,000	9,000	4,000	0	0	0	2,000	0	0	0	4,000	5,000	4,000	4,000	0	2,000	8,000	316	370
7:30	16,000	27,000	6,000	0	0	0	2,000	0	0	0	7,000	5,000	5,000	4,000	0	2,000	7,000	289	370
7:45	14,000	25,000	9,000	0	0	0	2,000	0	0	0	7,000	5,000	5,000	4,000	0	2,000	7,000	290	370
8:00	38,000	22,000	11,000	0	0	0	0	4,000	3,000	0	8,000	5,000	9,000	10,000	0	2,000	10,000	248	370
8:30	38,000	23,000	11,000	0	0	0	0	9,000	7,000	0	7,000	7,000	10,000	10,000	0	3,000	16,000	229	370
9:00	33,000	16,000	8,000	0	0	0	0	10,000	11,000	0	8,000	4,000	11,000	6,000	0	3,000	23,000	237	370
9:30	26,000	12,000	8,000	0	0	0	2,000	9,000	11,000	0	8,000	2,000	12,000	4,000	0	2,000	26,000	248	370
10:00	19,000	8,000	3,000	0	0	0	0	5,000	8,000	0	8,000	0	11,000	2,000	0	0	24,000	282	370
10:30	11,000	5,000	2,000	0	0	0	0	2,000	5,000	0	7,000	0	8,000	2,000	0	0	19,000	309	370
11:00	2,000	3,000	0	0	0	0	0	0	0	0	4,000	0	2,000	0	0	0	6,000	353	370
11:30	2,000	3,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	4,000	355	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – THURSDAY

TV AUDIENCES - THURSDAY																				
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	'NONE	'TOTAL	
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	367	370	
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	367	370	
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370	
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	0	0	0	367	370	
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	0	0	0	367	370	
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370	
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370	
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370	
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370	
7:00	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370	
7:30	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370	
8:00	0	4,000	0	0	0	0	0	0	0	0	0	0	0	3,000	0	0	0	363	370	
8:30	0	4,000	0	0	0	0	0	0	0	0	0	0	0	3,000	0	0	0	363	370	
9:00	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364	370	
9:30	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364	370	
10:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365	370	
10:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365	370	
11:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365	370	
11:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	2,000	362	370	
NOON	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	2,000	359	370
0:30	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	2,000	360	370	
1:00	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	370	
1:30	2,000	5,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	359	370	
2:00	2,000	9,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	6,000	351	370	
2:30	2,000	9,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	7,000	350	370	
3:00	0	8,000	0	2,000	0	0	0	0	0	2,000	0	2,000	3,000	2,000	0	0	5,000	346	370	
3:30	0	8,000	0	2,000	0	0	0	0	0	2,000	0	2,000	3,000	0	0	0	3,000	350	370	
4:00	0	10,000	0	2,000	0	0	0	0	0	2,000	0	2,000	3,000	0	0	0	6,000	345	370	
4:30	0	9,000	0	2,000	0	0	0	0	0	2,000	0	2,000	3,000	0	0	0	5,000	347	370	
5:00	0	10,000	3,000	2,000	0	0	0	0	0	2,000	0	2,000	0	0	0	0	7,000	344	370	
5:30	0	10,000	3,000	2,000	0	0	0	0	0	2,000	0	2,000	0	0	0	0	7,000	344	370	
6:00	2,000	10,000	3,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	2,000	6,000	341	370	
6:30	3,000	9,000	2,000	2,000	0	0	0	2,000	0	0	0	2,000	0	2,000	0	3,000	4,000	341	370	
7:00	7,000	12,000	2,000	0	0	0	0	2,000	0	0	0	2,000	2,000	2,000	0	4,000	7,000	330	370	
7:30	11,000	20,000	3,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	3,000	10,000	319	370	
7:45	11,000	20,000	6,000	0	0	0	0	2,000	0	0	2,000	0	2,000	0	0	0	10,000	317	370	
8:00	58,000	23,000	5,000	0	0	0	0	3,000	0	0	2,000	0	6,000	3,000	0	0	18,000	252	370	
8:30	61,000	25,000	4,000	2,000	3,000	0	0	4,000	0	0	5,000	3,000	8,000	3,000	0	0	22,000	230	370	
9:00	63,000	19,000	9,000	0	3,000	2,000	0	6,000	0	0	6,000	4,000	12,000	3,000	0	0	19,000	224	370	
9:30	56,000	18,000	5,000	0	3,000	2,000	0	4,000	0	0	8,000	4,000	12,000	6,000	2,000	0	16,000	234	370	
10:00	35,000	15,000	0	0	3,000	0	0	3,000	0	0	6,000	3,000	8,000	6,000	2,000	0	9,000	280	370	
10:30	26,000	7,000	0	0	0	0	0	2,000	0	0	5,000	3,000	7,000	3,000	2,000	0	5,000	310	370	
11:00	2,000	0	0	0	0	0	0	0	0	0	2,000	0	7,000	2,000	2,000	0	4,000	351	370	
11:30	0	0	0	0	0	0	0	0	0	0	2,000	0	5,000	0	2,000	0	4,000	357	370	

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	'000	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	367	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	367	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
8:00	0	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	366	370
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	366	370
9:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	3,000	359	370
9:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	361	370
10:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	5,000	357	370
10:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	5,000	357	370
11:00	4,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	5,000	356	370
11:30	4,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	5,000	356	370
NOON	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	2,000	360	370
0:30	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	2,000	360	370
1:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	362	370
1:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	362	370
2:00	2,000	6,000	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	2,000	4,000	352	370
2:30	0	6,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	2,000	2,000	4,000	352	370
3:00	3,000	6,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	355	370
3:30	3,000	7,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	354	370
4:00	3,000	5,000	0	0	0	0	0	0	0	0	0	2,000	2,000	3,000	0	0	0	355	370
4:30	4,000	2,000	2,000	0	0	0	0	0	0	0	0	2,000	0	3,000	0	0	0	357	370
5:00	5,000	3,000	3,000	0	0	0	0	0	0	0	0	2,000	2,000	4,000	0	0	0	351	370
5:30	4,000	3,000	3,000	0	0	0	0	0	2,000	0	0	2,000	2,000	3,000	0	0	2,000	349	370
6:00	7,000	4,000	4,000	0	0	0	0	0	2,000	0	0	2,000	2,000	3,000	0	0	4,000	342	370
6:30	7,000	4,000	4,000	0	0	0	0	0	0	0	0	2,000	2,000	3,000	0	0	4,000	344	370
7:00	12,000	4,000	3,000	0	0	0	0	0	2,000	0	0	2,000	2,000	3,000	0	2,000	3,000	337	370
7:30	13,000	11,000	3,000	0	0	0	0	0	0	0	0	2,000	2,000	3,000	2,000	2,000	2,000	330	370
7:45	13,000	11,000	3,000	0	0	0	0	0	0	0	0	2,000	2,000	3,000	2,000	2,000	2,000	330	370
8:00	59,000	18,000	4,000	0	0	0	0	0	0	0	0	3,000	2,000	4,000	3,000	3,000	6,000	268	370
8:30	90,000	31,000	3,000	0	0	0	0	3,000	0	0	0	4,000	6,000	4,000	3,000	3,000	8,000	215	370
9:00	105,000	33,000	3,000	0	0	3,000	0	3,000	0	0	0	4,000	10,000	7,000	0	2,000	9,000	191	370
9:30	100,000	31,000	3,000	0	0	3,000	0	2,000	0	0	0	3,000	12,000	9,000	0	2,000	9,000	196	370
10:00	89,000	26,000	2,000	0	0	0	0	0	0	0	0	3,000	10,000	9,000	0	2,000	6,000	223	370
10:30	81,000	20,000	2,000	0	0	0	0	0	0	0	2,000	2,000	8,000	6,000	0	2,000	7,000	240	370
11:00	17,000	5,000	0	0	0	0	0	0	0	0	2,000	2,000	6,000	2,000	0	0	4,000	332	370
11:30	6,000	0	0	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	0	0	4,000	352	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE '000	TOTAL '000
M'NGHT	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	364	370
0:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	366	370
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	370
7:00	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370
7:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	364	370
8:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	370
8:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	370
9:00	3,000	3,000	0	0	0	0	0	0	0	0	0	0	2,000	0	2,000	0	3,000	357	370
9:30	5,000	3,000	0	0	0	0	0	0	0	0	0	0	2,000	0	2,000	0	4,000	354	370
10:00	5,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	0	5,000	351	370
10:30	3,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	4,000	0	5,000	350	370
11:00	2,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	0	3,000	355	370
11:30	2,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	0	2,000	356	370
NOON	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	0	5,000	355	370
0:30	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	0	5,000	355	370
1:00	12,000	8,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	2,000	7,000	339	370
1:30	10,000	9,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	2,000	7,000	340	370
2:00	12,000	13,000	0	0	0	0	0	3,000	2,000	0	0	3,000	0	0	0	2,000	10,000	325	370
2:30	12,000	13,000	0	0	0	0	0	3,000	2,000	0	0	3,000	0	0	0	0	9,000	328	370
3:00	14,000	15,000	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	8,000	329	370
3:30	12,000	15,000	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	8,000	331	370
4:00	6,000	9,000	0	0	0	0	0	2,000	0	0	0	2,000	0	3,000	0	2,000	5,000	341	370
4:30	6,000	9,000	0	0	0	0	0	2,000	0	0	0	3,000	0	3,000	0	2,000	5,000	340	370
5:00	5,000	10,000	0	0	0	0	0	3,000	0	0	0	3,000	0	5,000	0	2,000	5,000	337	370
5:30	5,000	11,000	0	0	0	0	0	3,000	0	0	0	3,000	0	8,000	0	2,000	6,000	332	370
6:00	4,000	9,000	0	0	0	0	0	0	2,000	0	0	3,000	0	4,000	0	2,000	5,000	341	370
6:30	5,000	9,000	0	0	0	0	0	0	2,000	0	0	2,000	0	2,000	0	2,000	5,000	343	370
7:00	11,000	9,000	0	0	0	0	0	0	2,000	2,000	0	2,000	0	2,000	0	0	9,000	333	370
7:30	11,000	13,000	0	0	0	0	0	0	2,000	2,000	3,000	2,000	0	2,000	0	2,000	7,000	326	370
7:45	11,000	13,000	2,000	0	0	0	0	0	2,000	2,000	3,000	2,000	0	2,000	0	2,000	7,000	324	370
8:00	33,000	14,000	5,000	0	0	0	0	2,000	0	2,000	3,000	6,000	2,000	2,000	0	2,000	11,000	288	370
8:30	30,000	19,000	5,000	0	0	0	0	7,000	0	3,000	2,000	6,000	3,000	2,000	0	2,000	16,000	275	370
9:00	26,000	20,000	3,000	0	0	0	0	10,000	0	3,000	2,000	11,000	5,000	2,000	0	4,000	23,000	261	370
9:30	28,000	18,000	3,000	0	0	0	0	10,000	0	2,000	2,000	11,000	5,000	2,000	0	4,000	27,000	258	370
10:00	24,000	16,000	2,000	0	0	0	0	11,000	0	2,000	2,000	9,000	7,000	0	0	4,000	22,000	271	370
10:30	20,000	12,000	2,000	0	0	0	0	10,000	0	2,000	2,000	9,000	7,000	0	0	4,000	20,000	282	370
11:00	16,000	4,000	2,000	0	0	0	0	0	0	2,000	2,000	8,000	4,000	0	0	2,000	8,000	322	370
11:30	11,000	3,000	2,000	0	0	0	0	0	0	0	0	5,000	4,000	0	0	2,000	5,000	338	370

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – SUNDAY

TV AUDIENCES - SUNDAY																				
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	'000	TOTAL '000	
M'NGHT	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
0:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
1:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370	
1:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	370	
2:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
2:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
3:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
3:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
4:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
4:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
5:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
5:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
6:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
6:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
7:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	366	370	
7:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	370	
8:00	2,000	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	364	370	
8:30	2,000	3,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	363	370	
9:00	4,000	7,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	355	370	
9:30	4,000	7,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	355	370	
10:00	4,000	7,000	0	0	0	0	0	3,000	0	0	0	0	0	2,000	2,000	0	2,000	350	370	
10:30	5,000	7,000	0	0	0	0	0	3,000	0	0	0	0	0	0	2,000	0	2,000	351	370	
11:00	8,000	7,000	0	0	0	0	0	3,000	0	0	0	0	0	0	2,000	0	2,000	348	370	
11:30	9,000	7,000	0	0	0	0	0	3,000	0	0	0	0	0	0	2,000	0	2,000	347	370	
NOON	11,000	6,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	2,000	349	370	
0:30	9,000	6,000	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	2,000	350	370	
1:00	9,000	6,000	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	6,000	345	370	
1:30	8,000	6,000	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	7,000	345	370	
2:00	6,000	11,000	0	0	0	0	0	0	3,000	0	0	3,000	2,000	0	0	0	6,000	339	370	
2:30	6,000	11,000	0	0	0	0	0	0	3,000	0	0	3,000	2,000	0	0	0	6,000	339	370	
3:00	4,000	11,000	0	0	0	0	0	0	4,000	0	0	3,000	2,000	0	0	0	6,000	340	370	
3:30	4,000	11,000	0	0	0	0	0	0	2,000	0	0	3,000	2,000	0	0	0	6,000	342	370	
4:00	2,000	11,000	0	0	0	0	0	2,000	0	0	0	3,000	4,000	2,000	0	0	15,000	331	370	
4:30	2,000	9,000	0	0	0	0	0	2,000	0	0	0	3,000	2,000	2,000	0	0	15,000	335	370	
5:00	4,000	9,000	0	0	0	0	0	2,000	0	2,000	0	3,000	0	2,000	0	0	19,000	329	370	
5:30	4,000	9,000	0	0	0	0	0	2,000	0	2,000	0	3,000	0	2,000	0	0	20,000	328	370	
6:00	4,000	12,000	3,000	0	0	0	0	0	2,000	0	3,000	2,000	3,000	0	4,000	19,000	318	370		
6:30	4,000	13,000	3,000	0	0	0	0	2,000	0	2,000	0	3,000	2,000	3,000	0	4,000	17,000	317	370	
7:00	4,000	17,000	2,000	0	0	0	0	2,000	0	0	0	2,000	2,000	6,000	0	5,000	10,000	320	370	
7:30	8,000	19,000	2,000	0	0	0	0	2,000	0	0	0	2,000	2,000	6,000	0	4,000	9,000	316	370	
7:45	8,000	17,000	2,000	0	0	0	0	2,000	0	0	0	2,000	2,000	4,000	0	4,000	9,000	320	370	
8:00	51,000	12,000	3,000	0	2,000	0	0	2,000	0	0	0	2,000	5,000	4,000	3,000	5,000	10,000	271	370	
8:30	62,000	14,000	6,000	0	0	0	0	3,000	0	0	0	2,000	5,000	6,000	3,000	6,000	10,000	253	370	
9:00	58,000	9,000	6,000	0	0	2,000	0	4,000	0	0	2,000	4,000	5,000	4,000	4,000	5,000	6,000	261	370	
9:30	50,000	9,000	6,000	0	0	0	0	4,000	0	0	3,000	4,000	5,000	4,000	4,000	5,000	6,000	270	370	
10:00	30,000	8,000	4,000	0	0	0	0	4,000	0	0	3,000	2,000	2,000	0	0	4,000	5,000	308	370	
10:30	19,000	5,000	4,000	0	0	0	0	3,000	0	0	2,000	0	2,000	0	0	4,000	5,000	326	370	
11:00	3,000	7,000	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	5,000	2,000	349	370	
11:30	2,000	2,000	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	5,000	2,000	355	370	

A "nil" record only means that audiences were less than 2000; and not that there were zero audiences.