



**RADIO AND TELEVISION AUDIENCES
MALTA
JANUARY – MARCH 2012**

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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 2011-2012 that is representative of the whole population. This report contains the analysis of these interviews for the second quarter of the 2011/2012 broadcasting season; i.e. for **1st January to 31st March 2012**.

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.

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 **371,359** and which was estimated from the Demographic Review 2010.

During this period the Census of Population and Housing was also conducted by the N.S.O with the Census Day being set for Sunday, 20th November 2011.

8th March Part Two of the report details the grossed-up tables and figures for the second quarter of this broadcasting season; i.e. for January to March 2012 representing the estimated targeted population of those aged 12 years and over.

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.

During this assessment period:

During this period Education 22 was re-branded as TVM2. As from 8th March 2012 this channel started test transmissions with direct links to those programmes being broadcast by TVM. By the end of the month the transfer of programmes previously produced under Education 22 were completely transferred to TVM2 under the complete management of the public broadcaster, PBS Ltd.

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 January to 31st March 2012**. 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 interviews. The National Statistics Office allowing for a 50% response rate selected a stratified random sample based on gender, age, and district population distribution.

For the period October-December 2011, 1820 individuals [52.21% of contacted persons] accepted to participate in the survey. On average, the response rate was evenly spread out during the whole period while this rate was 0.9% lower than that of the previous assessment period of October-December 2011. Table 1.1 below gives a breakdown of the 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.** – only N.S.O. Officials know each respondents' personal data and such data is **not** forwarded to the Broadcasting Authority. Each individual has an equal and independent chance of being chosen. All the data collected was also subject to a series of quality checks by vetters from the N.S.O. while 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 were classified as 'ineligible'.

TABLE 1.1: SURVEY RESPONSE RATE BY QUARTER [JAN/MAR 2011/2012]

RESPONSE	JAN-MAR 2011		APR-JUN 2011		JUL-SEP 2011		OCT-DEC 2011		Jan-Mar 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1800	57.56%	1820	57.83%	1840	49.89%	1842	53.11%	1820	52.21%
Refused	130	4.16%	130	4.13%	158	4.28%	103	2.97%	127	3.64%
Non-Contact	575	18.39%	575	18.27%	743	20.15%	853	24.60%	839	24.07%
Unreachable	616	19.70%	616	19.57%	940	25.49%	659	19.00%	691	19.82%
Ineligible	6	0.19%	6	0.19%	7	0.19%	11	0.32%	9	0.26%
CONTACTED	3127	100%	3147	100%	3688	100%	3468	100%	3486	100%
Not used	473		473		120		212		154	
TOTAL	3600		3620		3808		3680		3640	

By WEEKDAY	JAN-MAR 2011		APR-JUN 2011		JUL-SEP 2011		OCT-DEC 2011		Jan-Mar 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	260	14.44	260	14.29	261	14.26	262	14.22	260	14.29
Tue	260	14.44	260	14.29	260	14.21	261	14.17	260	14.29
Wed	260	14.44	260	14.29	260	14.21	259	14.06	260	14.29
Thu	260	14.44	260	14.29	250	13.66	260	14.12	260	14.29
Fri	240	13.33	260	14.29	279	15.25	260	14.12	260	14.29
Sat	259	14.39	260	14.29	260	14.21	281	15.26	260	14.29
Sun	261	14.50	260	14.29	260	14.21	259	14.06	260	14.29
	1800	100%	1820	100%	1830	100%	1842	100%	1820	100%

By MONTH	JAN-MAR 2011		APR-JUN 2011		Jul-Sep 2011		OCT-DEC 2011		Jan-Mar 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Jan: 620	34.44	Apr: 600	32.97	Jul: 610	33.33	Oct: 621	33.71	Jan: 620	34.07
	Feb: 561	31.17	May: 620	34.07	Aug: 620	33.88	Nov:600	32.57	Feb: 580	31.87
	Mar: 619	34.39	Jun: 600	32.97	Sep: 600	32.79	Dec:621	33.71	Mar: 620	34.07
	1837	100	1800	100%	1820	100%	1842	100%	1820	100%

Totals may not tally due to weighting and rounding off

1.1 The Accuracy of the Results

Two important statistical tools measure how well the sample represents the population: 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 this period of January-March 2012, with a response rate of 52.21%, a population size of 371,359 [aged 12 years and over], and a 95% confidence level, the sample of 1820 interviewees has a margin of error of $\pm 2.29\%$.

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 while totals may not tally.*

From October-December 2010, and for this assessment period, grossed up weights for each respondent were prepared by the National Statistics Office thus removing the necessity of calculating the absolute value of 1% in each table. **Such data and percentages for the whole population may not tally due to the 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
July – September 2011	12	99	87 years
October – December 2011	12	94	82 years
January – March 2012	12	92	80 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 [JAN/MAR 2012]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	17,281	8,243	9,038	2,457	6,334	1,762	2,681	2,662	1,385
	4.7%	4.5%	4.8%	3.3%	5.8%	3.2%	5.2%	5.0%	4.9%
	100.0%	47.7%	52.3%	14.2%	36.7%	10.2%	15.5%	15.4%	8.0%
15-24	59,704	30,769	28,935	12,256	18,690	8,397	8,042	8,245	4,075
	16.1%	16.7%	15.4%	16.7%	17.1%	15.3%	15.5%	15.4%	14.5%
	100.0%	51.5%	48.5%	20.5%	31.3%	14.1%	13.5%	13.8%	6.8%
25-29	25,352	14,223	11,128	5,560	5,065	5,014	3,609	3,808	2,295
	6.8%	7.7%	5.9%	7.6%	4.6%	9.1%	6.9%	7.1%	8.2%
	100.0%	56.1%	43.9%	21.9%	20.0%	19.8%	14.2%	15.0%	9.1%
30-49	111,010	56,415	54,595	21,990	32,643	16,457	15,547	15,961	8,412
	29.9%	30.7%	29.1%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	97,399	45,892	51,507	20,223	25,496	14,395	14,640	15,709	6,936
	26.2%	25.0%	27.5%	27.5%	23.3%	26.2%	28.1%	29.4%	24.6%
	100.0%	47.1%	52.9%	20.8%	26.2%	14.8%	15.0%	16.1%	7.1%
65-79	47,774	22,881	24,893	8,388	15,949	6,554	6,804	5,911	4,168
	12.9%	12.4%	13.3%	11.4%	14.6%	11.9%	13.1%	11.1%	14.8%
	100.0%	47.9%	52.1%	17.6%	33.4%	13.7%	14.2%	12.4%	8.7%
80+	12,840	5,388	7,451	2,682	5,040	2,463	694	1,091	870
	3.5%	2.9%	4.0%	3.6%	4.6%	4.5%	1.3%	2.0%	3.1%
	100.0%	42.0%	58.0%	20.9%	39.3%	19.2%	5.4%	8.5%	6.8%
Total	371,359	183,811	187,547	73,557	109,216	55,042	52,017	53,386	28,142
	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

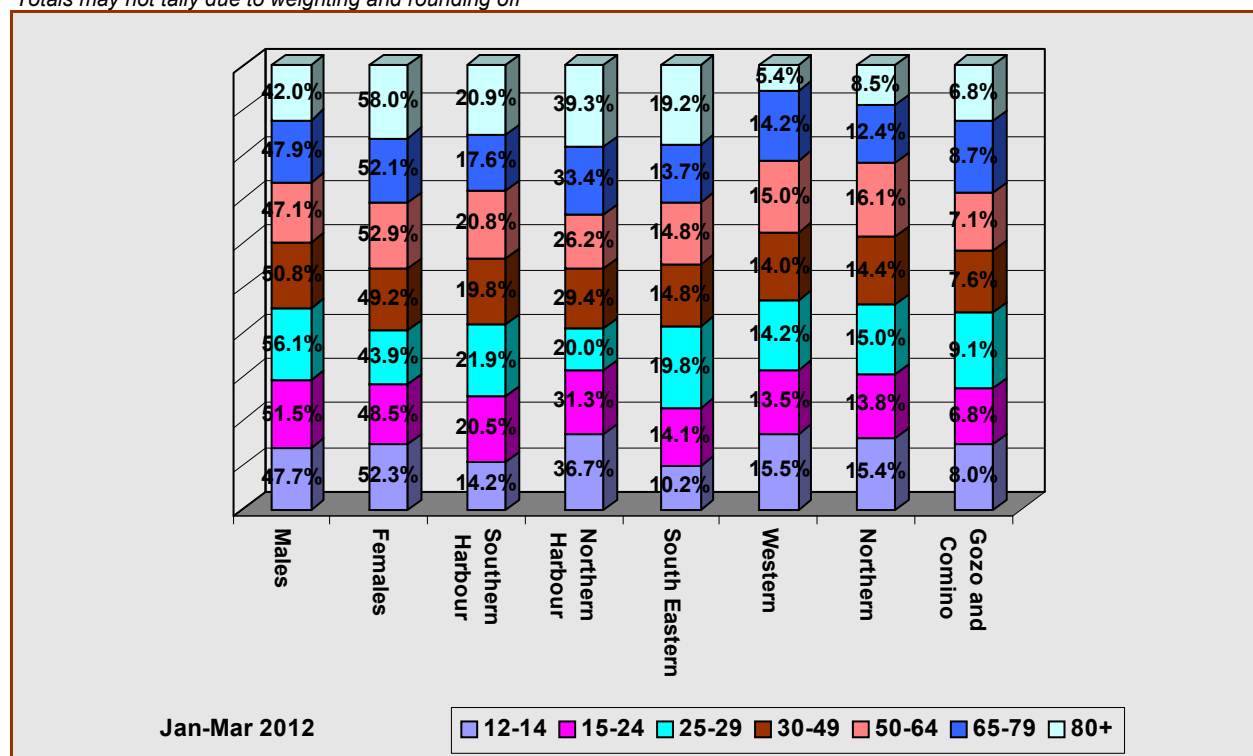


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [JAN/MAR 2012]

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 account 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. For this period there was a decrease of 2.833% over the previous period of October-December 2011 while those who stated that they did not listen to radio exceeded radio listeners by 7.308%. For this period those who do not listen to radio far exceeded radio listeners and registered the highest ever recorded level since October-December 2006 – 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 – JAN/MAR 2012]

	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%
Jul-Sep 2011	44.536%	2.350%	0.109%	0.656%	52.350%
Oct-Dec 2011	48.317%	2.172%	0.543%	1.520%	47.448%
Jan-Mar 2012	51.923%	2.198%	0.330%	0.934%	44.615%

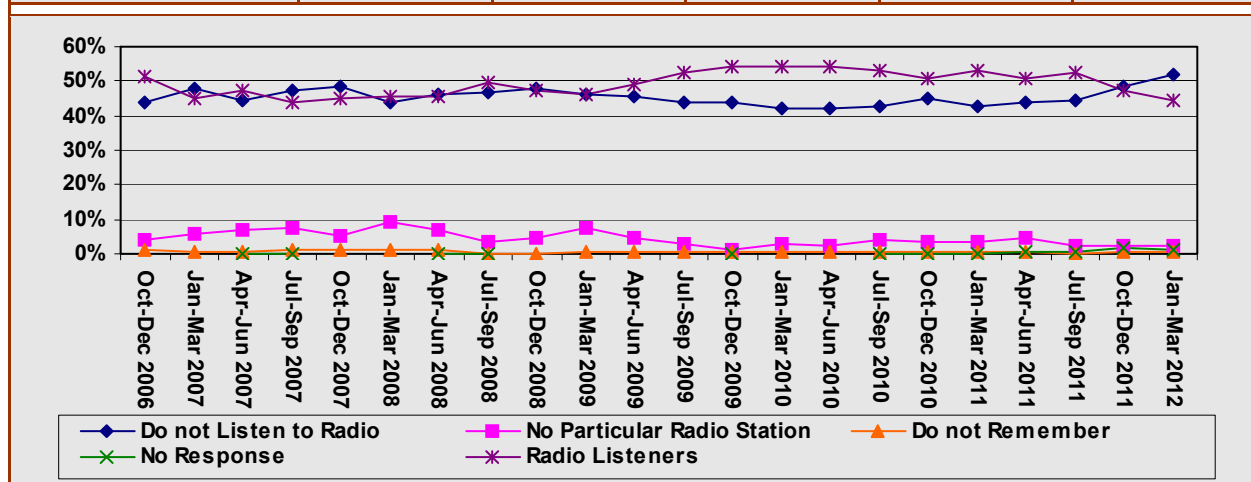


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – JAN/MAR 2012]

The total number of radio listeners were analysed by broadcasting station and the data is summarized in Table and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Bay Radio has maintained the highest percentage of radio listeners, but has decreased its share by 0.15% [at 17.08%] over the same period of the year 2011 [17.95%], and which is 3.34% less than that of the previous quarter of October-December 2011 [20.42%]. On the other hand, ONE Radio registered an increase of 0.84% [at 15.60%] over the same period of 2011 [14.76%] and an increase of 1.92% over the previous quarter of October-December 2011. On the other hand, RTK has attained the third most largest percentage of radio listeners at 10.59% which was 1.37% higher than that obtained for the same period in 2011 and 2.05% higher than the previous last quarter of 2011.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2010, 2011, 2012]

[Weighted]	Jan-Mar 2010 %	Jan-Mar 2011 %	Jan-Mar 2012 %	Population N	±% Over Oct-Dec 2011	
Radju Malta	6.98	8.91	10.44	17,338	-0.44	10.88
Radju Parlament	0.10	0.09	0.61	1,019	0.61	0.00
Magic Radio	5.99	6.72	7.55	12,542	1.86	5.68
ONE Radio	[2] 14.14	[2] 14.76	[2] 15.60	[2] 25,911	1.92	13.68
Radio 101	4.84	4.04	6.32	10,498	1.19	5.13
Bay Radio	[1] 23.46	[1] 17.95	[1] 17.08	[1] 28,373	-3.34	20.42
Calypso Radio	[3] 10.11	[3] 11.99	9.64	16,012	-0.87	10.51
RTK	6.54	9.22	[3] 10.59	[3] 17,599	2.05	8.55
Smash Radio	4.41	3.94	2.47	4,105	-1.51	3.98
Radju Marija	6.62	5.41	4.61	7,653	-0.72	5.33
Campus FM	0.71	1.31	0.89	1,476	-0.09	0.98
Vibe FM	6.86	6.43	5.86	9,727	-1.00	6.86
XFM	5.08	3.82	5.21	8,653	1.93	3.28
Community Stations	3.01	2.90	1.68	2,784	-0.57	2.24
Foreign &/ Other Station	1.16	2.52	1.47	2,446	-1.02	2.49
	100.0%	100.0%	100.0%	166,135	0.00	100.0%

Totals may not tally due to weighting and rounding off

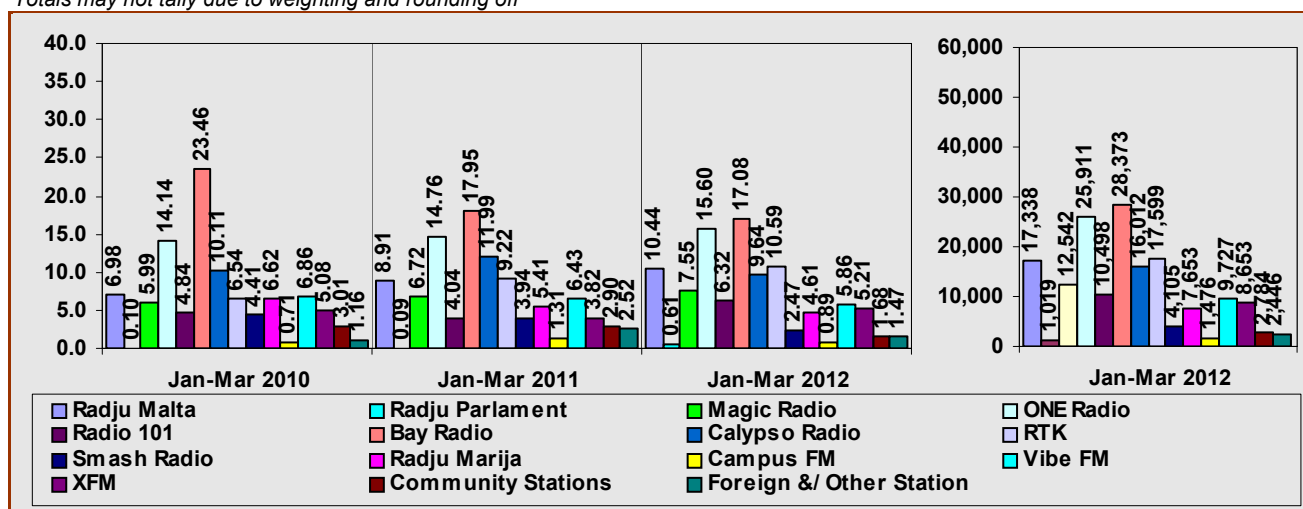


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2010, 2011, 2012]

Bay Radio, ONE Radio and Calypso Radio have maintained their positions with regard to the amount of audiences reached since October-December 2008, with the exception of Calypso radio which has lost its third ranking to Radju Malta during October-December 2011 which, in its turn, lost its third placing to RTK this quarter. The quarter percentage reach of each station since October-December 2007 is listed in Table 3.3 below and graphically displayed in Figure 3.3.a, while Figure 3.3.b displays each station's ranking for the same period.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION BY QUARTER AND BY RANKING
[OCT/DEC 2007 - JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2012
Radju Malta	7.47	7.47	6.53	11.21	6.31	6.59	6.29	8.28	7.89	6.98	7.61	8.14	6.80	8.91	8.67	8.62	10.88	10.44
Radju Parlament	0.86	1.96	0.62	1.14	2.99	1.10	0.79	0.00	0.20	0.10	0.48	0.13	0.08	0.09	0.32	0.36	0.00	0.61
Magic Radio	7.22	5.51	5.54	5.38	7.23	5.37	6.62	6.21	4.61	5.99	7.95	9.07	8.48	6.72	6.39	7.06	5.68	7.55
ONE Radio	15.30	19.46	20.20	19.22	15.96	16.71	15.94	16.46	11.93	14.14	12.82	12.34	12.28	14.76	14.16	13.00	13.68	15.60
Radio 101	6.73	8.45	5.79	5.15	4.94	5.98	4.26	4.66	6.03	4.84	4.26	3.97	3.60	4.04	3.15	3.47	5.13	6.32
Bay Radio	15.54	16.16	17.12	14.76	16.42	18.78	23.23	22.67	26.56	23.46	20.13	21.34	19.76	17.95	20.70	20.43	20.42	17.08
Calypso Radio	10.04	10.28	11.58	11.56	13.09	10.12	10.44	9.42	11.12	10.11	10.33	11.48	10.65	11.99	10.74	11.43	10.51	9.64
RTK	9.42	8.57	8.13	8.81	7.92	9.02	8.87	8.18	5.69	6.54	6.52	6.35	7.88	9.22	6.98	8.23	8.55	10.59
Smash Radio	6.73	3.92	3.20	3.09	4.13	3.90	3.14	3.11	3.25	4.41	4.59	3.02	5.57	3.94	4.58	3.63	3.98	2.47
Radju Marija	7.10	6.98	6.16	7.78	8.96	8.78	8.42	5.59	5.64	6.62	6.90	7.13	7.43	5.41	6.29	6.20	5.33	4.61
Campus FM	1.96	1.10	0.99	0.46	0.46	0.61	0.90	1.24	1.22	0.71	0.63	1.56	1.26	1.31	1.12	1.65	0.98	0.89
Vibe FM	4.65	3.67	4.68	3.43	4.02	4.02	3.14	4.76	5.27	6.86	8.97	8.02	8.10	6.43	6.52	6.30	6.86	5.86
XFM	2.82	3.18	6.77	4.35	5.40	5.73	4.04	4.76	5.55	5.08	5.05	4.58	4.96	3.82	5.47	4.80	3.28	5.21
Community Stations	3.06	2.45	1.97	1.83	1.15	2.32	3.03	3.42	3.90	3.01	2.99	2.28	1.92	2.90	3.31	2.30	2.24	1.68
Foreign &/ Other Station	1.10	0.86	0.74	1.83	1.03	0.98	0.90	1.24	1.15	1.16	0.76	0.60	1.21	2.52	1.59	2.53	2.49	1.47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Radju Malta	5	6	6	4	7	6	7	4	4	4	6	5	8	5	4	4	3	4
Radju Parlament	15	13	15	14	12	13	15	15	15	15	15	15	15	15	15	15	15	15
Magic Radio	6	8	9	7	6	9	6	6	10	8	5	4	4	6	7	6	7	6
ONE Radio	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Radio 101	8	5	8	8	9	7	8	10	5	10	11	10	11	9	12	11	9	7
Bay Radio	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Calypso Radio	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	5
RTK	4	4	4	5	5	4	4	5	6	7	8	8	6	4	5	5	5	3
Smash Radio	9	9	11	11	10	11	11	12	12	11	10	11	9	10	10	10	10	11
Radju Marija	7	7	7	6	4	5	5	7	7	6	7	7	7	8	8	8	8	10
Campus FM	13	14	13	15	15	15	14	14	13	14	14	13	13	14	14	14	14	14
Vibe FM	10	10	10	10	11	10	10	9	9	5	4	6	5	7	6	7	6	8
XFM	12	11	5	9	8	8	9	8	8	9	9	9	10	11	9	9	11	9
Community Stations	11	12	12	12	13	12	12	11	11	12	12	12	12	12	11	13	13	12
Foreign &/ Other Station	14	15	14	13	14	14	13	13	14	13	13	14	14	13	13	12	12	13

Totals may not tally due to weighting and rounding off

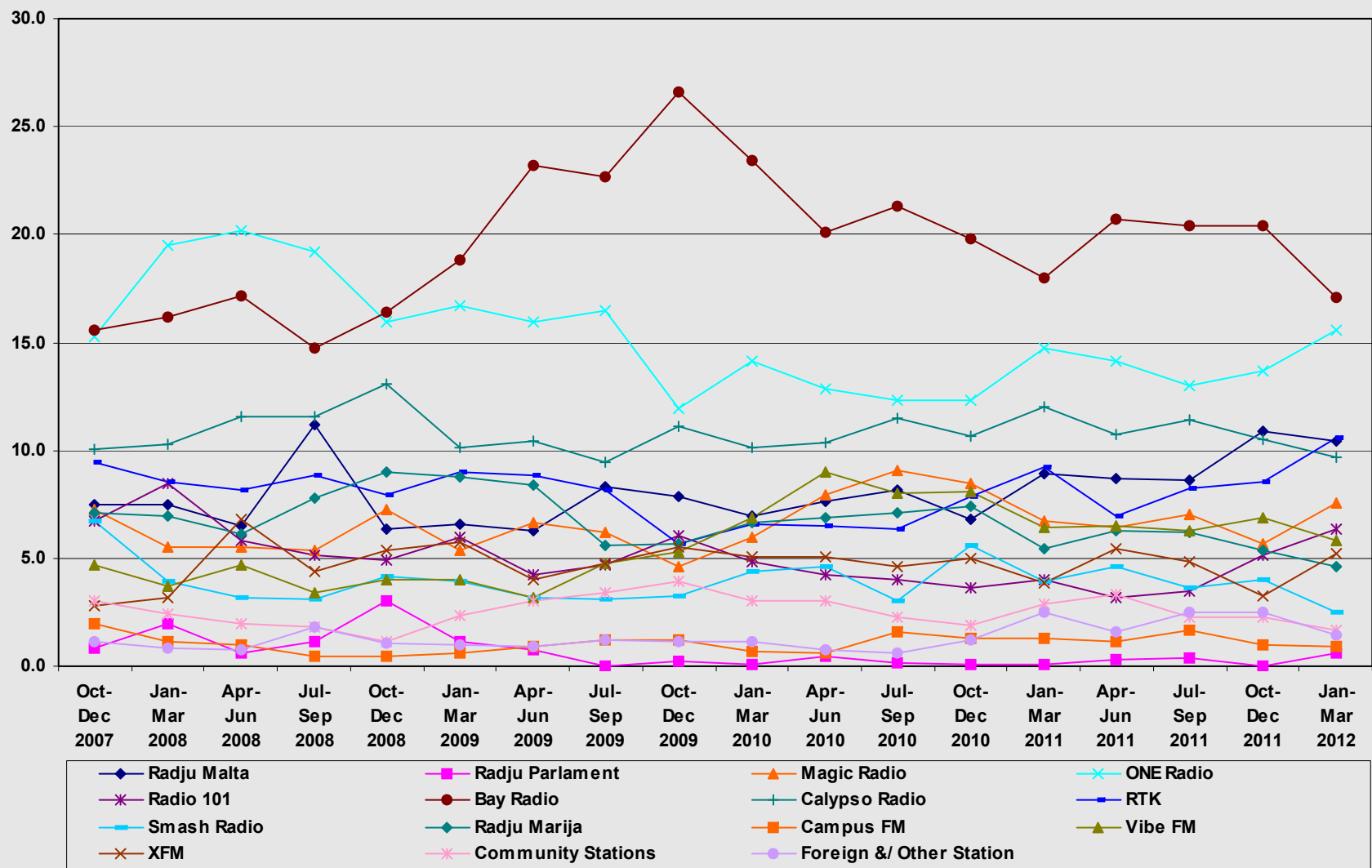


FIGURE 3.3.A RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007- JAN/MAR 2012]

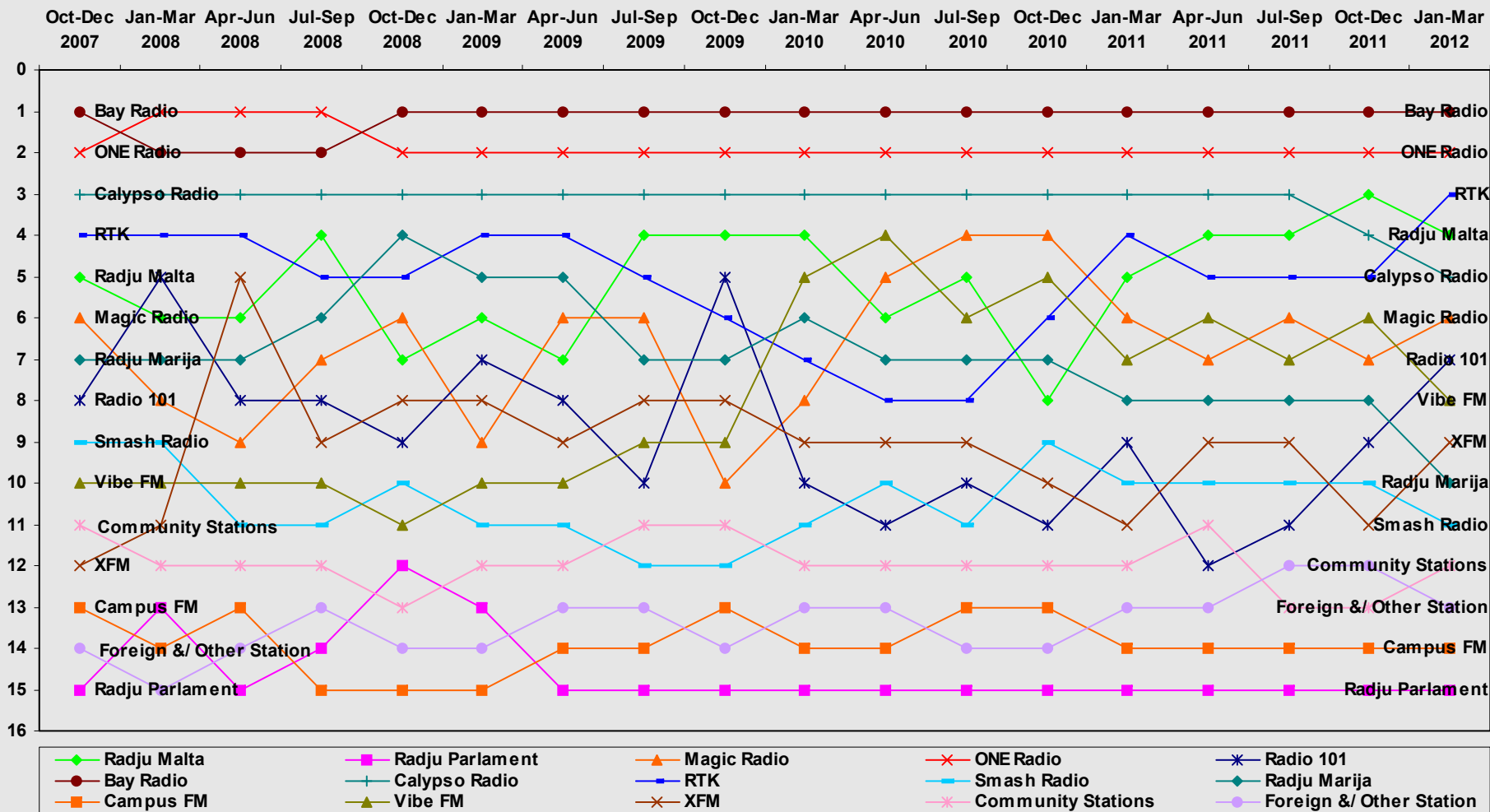


FIGURE 3.3.B RADIO REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 - JAN/MAR 2012]

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

For this assessment period, although Bay Radio captured the highest number of radio listeners it did not attract the highest amount of female listeners. While the largest percentage of male audiences listened to Bay Radio [17.20%] and the largest percentage of female audiences listened to ONE [17.26%], the second largest percentage of males [13.98%] listened to ONE while the second largest percentage of females [16.95%] listened to Bay Radio. And although the third largest amount of female listeners followed RTK [10.59%], the third largest amount of male listeners preferred Calypso Radio while the third largest amount of female audiences preferred Radju Malta. RTK attracted the fourth largest group of males [9.88%] and the fourth largest group of females [11.33%]. Overall, the difference between male and female audience reach for each station did not exceed the margin of error [of $\pm 2.29\%$]; the exception being Radju Marija where females [7.36%] exceeded male listeners [1.94%] by 5.42%. This is followed by the listeners of Radju Malta where females [12.51%] exceed male listeners [8.43%] by 4.08%.

Analysed by age groups, Bay Radio again reached the largest percentage of respondents who are in the four-lowest age groups; i.e. all those who are under 50 years old; and in the lowest two age groups [less than 24 years old] audience reach amounted to nearly more than 50% of the population of that group [12-14:54.65%; 15-24:48.96%]. ONE radio attracted the highest amount of two age groups; i.e. all those over 50 years old but under 80 year old; while Radju Marija attracted the largest percentage of all those who were 80+ old [32.36%], followed by RTK for the same group [25.32%], and ONE radio with 19.89%. Vibe FM attracted the second most followed group of the lowest three age groups [12-14:26.38%; 15-14:18.12%; 25-29:15.35%]; while XFM attracted the third most followed group of two age groups [15-24:11.93%; 25-29:15.0%].

Analysed by district some trends are noticeable. ONE radio attracted the highest percentage in three of the districts: Southern Harbour 23.67%, South Eastern [18.0%] and Western [17.93%] areas. Bay Radio attracted the second highest percentages in these same districts [15.11%; 16.99%; and 11.76% respectively]. Bay Radio also engrossed the highest percentages for the Northern Harbour [19.08%] followed by ONE radio [11.2%] and the highest percentage for the Northern area [20.46%] followed by Radju Malta [15.63%] which also attracted the third highest percentage for Northern Harbour [10.47%]. RTK was the third most followed station in two areas: Southern Harbour [12.23%] and the Western area [11.37%].

Of note is Gozo & Comino; audience reach was always highest for either Radju Marija and/or RTK in this region. Similarly this period RTK attained the highest percentage [19.07%]. However, while ONE radio attained the highest percentage during the summer months of 2011 and the second highest during October-December 2011, this time Radio 101 attained the second highest percentage at 19.05% followed by Bay Radio with 16.7%. While the audience reach of Community Radio Stations, which are all parochial in this district, has dropped from 7.81% during the summer months to 3.84 during October-December 2011, it increased slightly to 4.8% for this period. See Table 3.4 below and previous assessment.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUP, AND BY DISTRICT [JAN/MAR 2012]

[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	10.44	8.43	[3]12.51	5.57	0.58	1.42	9.08	15.01	[2]17.74	15.69	6.75	[3]10.47	7.76	11.24	[2]15.63	12.13
Radju Parlament	0.61	0.76	0.46	0.00	0.00	0.00	0.87	0.38	1.75	0.00	0.64	0.44	0.75	0.00	1.58	0.00
Magic Radio	7.55	8.06	7.02	[3] 9.83	6.63	11.33	[2]14.18	4.67	0.93	0.00	4.47	8.04	8.02	10.76	8.80	2.31
ONE Radio	[2]15.60	[2]13.98	17.26	0.00	2.10	4.24	[3]11.91	21.20	32.39	[3]19.89	23.67	[2]11.12	18.00	17.93	[3]12.52	11.42
Radio 101	6.32	7.03	5.59	0.00	1.55	5.57	5.78	7.47	13.00	0.00	2.48	8.14	4.64	4.57	5.04	[2]19.05
Bay Radio	17.08	17.20	[2]16.95	54.65	48.96	23.25	18.91	4.64	0.00	0.00	[2]15.11	19.08	[2]16.99	[2]11.76	20.46	[3]16.70
Calypso Radio	9.64	[3]10.83	8.41	0.00	0.56	11.48	9.63	[3]15.92	9.52	0.00	10.12	10.04	[3]14.54	8.97	5.73	5.71
RTK	[3]10.59	9.88	11.33	0.00	1.32	6.21	7.75	[2]16.99	[3]13.26	[2]25.32	[3]12.23	8.43	8.72	[3]11.37	10.57	19.07
Smash Radio	2.47	2.69	2.25	0.00	5.42	2.21	2.87	1.86	0.00	3.93	2.93	2.88	2.69	2.90	1.61	0.00
Radju Marija	4.61	1.94	7.36	0.00	0.91	0.00	2.94	4.02	9.33	32.36	3.28	5.92	3.76	4.17	6.70	0.00
Campus FM	0.89	1.16	0.60	0.00	0.00	0.00	1.56	0.47	2.10	0.00	2.29	0.32	0.95	0.97	0.67	0.00
Vibe FM	5.86	7.78	3.87	[2]26.38	[2]18.12	[2]15.35	4.44	0.67	0.00	0.00	5.27	5.57	7.14	5.74	5.67	6.34
XFM	5.21	6.42	3.96	3.57	[3]11.93	[3]15.00	5.78	2.37	0.00	0.00	5.53	5.36	5.49	6.93	3.88	2.47
Community Stations	1.68	2.13	1.20	0.00	1.06	2.58	1.82	2.81	0.00	0.00	2.75	2.92	0.00	0.00	0.00	4.80
Foreign	1.47	1.71	1.23	0.00	0.85	1.36	2.47	1.53	0.00	2.82	2.50	1.29	0.54	2.69	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	17,338	7,108	10,230	230	148	148	4,331	7,356	4,241	884	1,950	5,253	2,019	2,670	4,123	1,322
Radju Parlament	1,019	645	373	0	0	0	417	184	417	0	184	221	196	0	417	0
Magic Radio	12,542	6,800	5,742	407	1,678	1,180	6,766	2,291	221	0	1,290	4,032	2,088	2,558	2,322	251
ONE Radio	25,911	11,797	14,114	0	532	442	5,685	10,391	7,742	1,120	6,837	5,580	4,685	4,260	3,304	1,245
Radio 101	10,498	5,930	4,568	0	393	580	2,756	3,663	3,106	0	715	4,082	1,208	1,087	1,329	2,077
Bay Radio	28,373	14,511	13,862	2,263	12,397	2,420	9,021	2,272	0	0	4,366	9,572	4,424	2,793	5,397	1,820
Calypso Radio	16,012	9,133	6,878	0	142	1,195	4,596	7,804	2,274	0	2,923	5,040	3,784	2,131	1,511	622
RTK	17,599	8,333	9,266	0	335	646	3,697	8,326	3,169	1,426	3,533	4,227	2,270	2,702	2,788	2,079
Smash Radio	4,105	2,266	1,839	0	1,372	230	1,370	910	0	221	847	1,443	701	689	425	0
Radju Marija	7,653	1,638	6,015	0	230	0	1,401	1,969	2,230	1,823	946	2,970	980	990	1,767	0
Campus FM	1,476	982	494	0	0	0	745	230	501	0	662	159	248	230	178	0
Vibe FM	9,727	6,560	3,167	1,092	4,589	1,599	2,120	328	0	0	1,523	2,793	1,860	1,364	1,497	691
XFM	8,653	5,417	3,236	148	3,022	1,562	2,759	1,163	0	0	1,596	2,689	1,428	1,646	1,024	269
Community Stations	2,784	1,799	985	0	268	268	870	1,377	0	0	793	1,467	0	0	0	523
Foreign	2,446	1,442	1,004	0	215	142	1,181	749	0	159	722	645	142	640	298	0
Total: Jan-Mar 2012	166,135	84,360	81,775	4,140	25,320	10,411	47,716	49,012	23,902	5,633	28,888	50,176	26,032	23,760	26,378	10,900
<i>Total: Oct-Dec 2011</i>	<i>177,218</i>	<i>92,560</i>	<i>84,658</i>	<i>7,403</i>	<i>28,802</i>	<i>10,846</i>	<i>52,466</i>	<i>45,324</i>	<i>28,459</i>	<i>3,917</i>	<i>32,110</i>	<i>56,251</i>	<i>27,738</i>	<i>24,110</i>	<i>25,617</i>	<i>11,392</i>

Totals may not tally due to weighting and rounding off

3.2 TV Reach

[For this section no account 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. The number of television viewers has remained constant over the previous period of October-December 2012 but was 5.629% lower than that registered for the same period the previous year. The largest movement registered over the previous period was that in those who did not reply ["No Response"] where the percentage has doubled from 1.140% to 2.308% – see Table and Figure 3.5 below.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – JAN/MAR 2012]

[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%
Jul-Sep 2011	29.617%	7.268%	.820%		.601%	61.694%
Oct-Dec 2011	23.996%	7.166%	1.031%		1.140%	66.667%
Jan-Mar 2012	24.286%	6.264%	0.604%		2.308%	66.538%

Totals may not tally due to weighting and rounding off

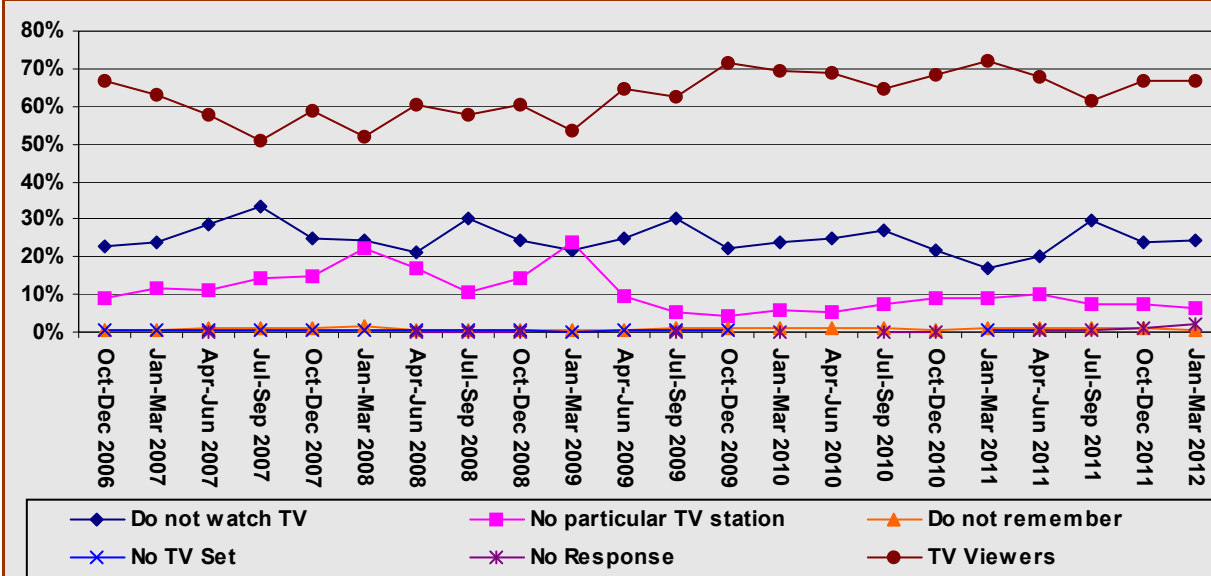


FIGURE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – JAN/MAR 2012]

The percentage of viewers of each broadcasting station for the first quarter of the 2010 to 2012 broadcasting seasons are given in Table and Figure 3.6 below. TVM has maintained its prime position throughout increasing the number of viewers over the same broadcasting period of 2011 by 2.05%. The same applies to the other two main local stations [ONE and Net TV] with ONE [16.48%] increasing its percentage number of viewers by 3.09% while Net TV [8.0%] increased by 2.8% over the same period last year.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2010, 2011, 2012]

[Weighted]	Jan-Mar 2010 %	Jan-Mar 2011 %	Jan-Mar 2012 %	Population N	±% Over Oct-Dec 2011	
TVM	26.84	36.06	38.11	93,681	-0.93	39.03
ONE	16.58	13.39	16.48	40,512	0.39	16.08
Net TV	4.35	6.80	8.00	19,675	1.18	6.83
Smash TV	0.36	0.25	0.00	0	0.00	0.00
TVM2/Education 22	0.00		0.35	856	0.35	0.00
Favorite Channel	0.55	0.22	0.17	425	-0.62	0.79
Calypso Music TV	0.16		0.00	0	0.00	0.00
iTV	0.13		0.13	320	-0.03	0.16
Prime TV			0.00	0	-0.07	0.07
Rai 1	5.71	4.24	3.53	8,684	-0.60	4.13
Rai 2	1.58	1.71	1.00	2,454	-0.68	1.67
Rai 3	0.61	0.44	0.09	221	0.02	0.07
Rete 4	3.96	2.14	2.78	6,823	1.51	1.26
Canale 5	7.96	5.23	4.89	12,014	0.13	4.76
Italia 1	7.02	6.28	5.55	13,641	0.07	5.48
Discovery Channel	4.28	3.42	3.11	7,644	-1.46	4.57
MTV	0.91	0.86	0.44	1,089	-0.19	0.63
BBC Prime/Wld./Ent.	1.69	2.11	1.24	3,057	-0.30	1.55
Other TV Stations	17.33	16.86	14.13	34,749	1.23	12.91
	100.0%	100.0%	100.0%	245,846	0.00	100.0%

Totals may not tally due to weighting and rounding off

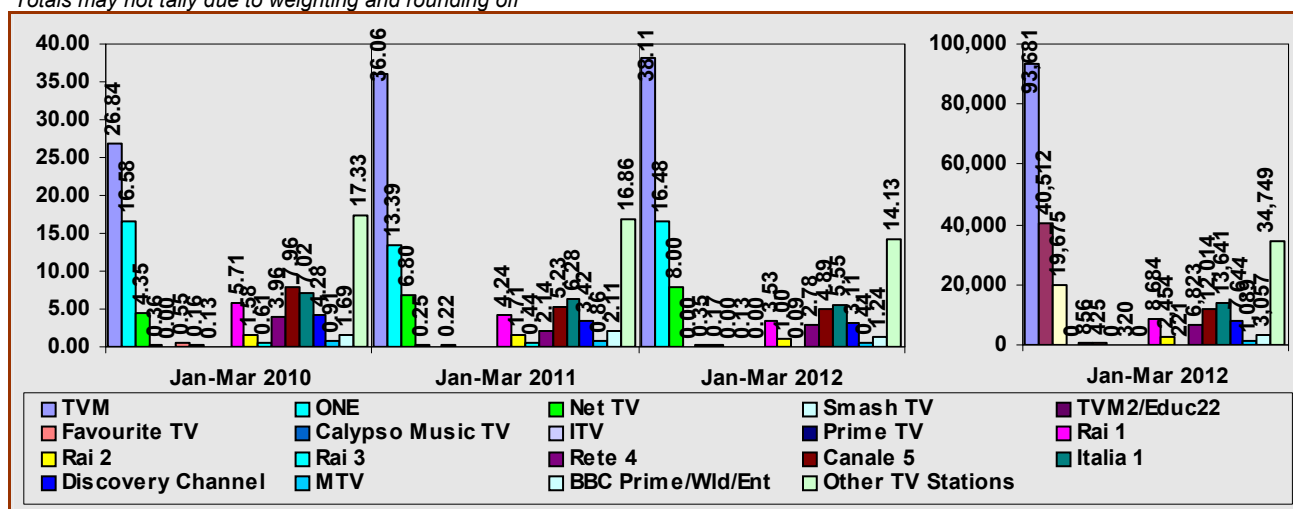


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2010, 2011, 2012]

Analyzing the reach of each TV station by quarter, it can be clearly seen that since 2007 TVM has had high seasonal fluctuations losing up to 10% of its viewers to other stations during the summer months – see Table 3.7 and Figures 3.7.a and 3.7.b below. For this broadcasting quarter the three main local stations have all maintained their percentage share over the previous quarter of October-December 2011 with a 0.92% decrease for TVM, an increase of 0.4% for ONE, and a 1.17% increase for Net TV.

TABLE 3.7: TV REACH BY BROADCASTING STATION BY QUARTER AND BY RANKING [OCT/DEC 2007 – JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2011
TVM	1 26.76	1 26.90	1 33.00	1 23.85	1 34.72	1 38.18	1 34.87	1 21.26	1 28.65	1 26.84	1 34.28	1 22.12	1 32.97	1 36.06	1 35.82	1 25.98	1 39.03	1 38.11
ONE	2 20.66	2 21.01	2 15.12	2 20.63	2 19.98	2 13.81	2 11.20	2 14.09	2 15.64	2 16.58	2 13.59	2 14.00	2 15.21	2 13.39	2 13.86	2 13.40	2 16.08	2 16.48
Net TV	3 12.11	3 13.40	3 8.48	3 8.31	3 5.97	3 5.54	3 4.62	3 6.30	3 5.66	3 4.35	3 4.85	3 6.94	3 7.31	3 6.80	3 5.25	3 5.83	3 6.83	3 8.00
Smash TV	4 0.66	4 0.54	5 0.55	5 0.68	5 0.18	6 0.42	4 1.03	4 4.64	5 0.85	5 0.36	4 0.52	5 0.58	5 0.11	4 0.25	7 0.22	5 0.76	7 0.00	7 0.00
Education 22	5 0.09	5 0.11	6 0.18	7 0.00	7 0.00	8 0.00	7 0.09	8 0.00	6 0.18	8 0.00	6 0.15	7 0.16	7 0.00	7 0.00	4 0.29	6 0.18	8 0.00	4 0.35
ITV			7 0.09	6 0.10	6 0.00	7 0.00	8 0.00	6 0.09	7 0.06	7 0.13	8 0.00	8 0.00	8 0.00	8 0.00	8 0.00	8 0.09	5 0.16	5 0.17
Family TV			4 1.94	4 1.56	4 0.18	5 0.73	6 0.26	7										
Favourite TV						4 1.26	5 0.77	5 1.57	4 1.37	4 0.55	5 0.48	4 0.73	4 0.24	5 0.22	5 0.26	4 0.85	4 0.79	6 0.13
Calypso Music TV										6 0.16	7 0.08	6 0.23	6 0.06	6 0.00	6 0.23	7 0.10	9 0.00	8 0.00
Prime TV																6 0.07	9 0.00	9 0.00
Local Stations	60.28	61.95	59.35	55.13	61.03	59.94	52.82	47.94	52.41	48.97	53.96	44.75	55.90	56.72	55.93	47.19	62.97	63.24
Rai 1	4 4.23	4 3.11	1 11.61	4 3.81	3 4.52	4 3.87	3 6.50	5 4.46	5 3.96	4 5.71	2 7.24	4 5.48	4 4.00	4 4.24	5 3.67	5 4.03	5 4.13	4 3.53
Rai 2	8 1.41	8 1.29	8 1.11	5 3.03	7 1.81	7 2.09	8 1.54	8 1.49	9 1.21	8 1.58	9 0.61	8 1.76	8 1.13	8 1.71	9 1.11	9 1.63	6 1.67	8 1.00
Rai 3	9 0.38	10 0.43	10 0.74	10 0.39	10 0.54	9 0.84	10 0.60	10 0.61	10 0.80	10 0.61	10 0.47	10 0.38	10 0.56	10 0.44	10 0.36	10 0.09	10 0.07	10 0.09
Rete 4	5 2.54	5 2.68	5 2.86	7 2.74	6 1.90	5 3.77	5 3.50	6 2.80	6 3.13	6 3.96	6 3.17	7 2.43	6 3.00	6 2.14	6 2.73	6 3.36	8 1.26	6 2.78
Canale 5	3 6.01	3 6.54	4 4.52	3 4.99	2 6.33	2 6.80	4 5.64	3 6.82	4 5.53	2 7.96	5 4.57	3 5.90	3 5.03	3 5.23	4 4.78	4 5.38	3 4.76	3 4.89
Italia 1	2 7.32	2 7.18	3 5.07	2 5.77	4 3.98	3 5.65	2 6.67	2 8.14	2 7.23	3 7.02	3 6.67	2 7.75	2 5.83	2 6.28	2 5.58	2 6.62	2 5.48	2 5.55
Discovery Channel	6 1.78	6 2.14	6 2.21	6 2.93	5 3.44	6 2.20	6 3.50	4 4.64	3 5.71	5 4.28	4 4.67	5 4.91	5 3.24	5 3.42	3 5.18	3 5.80	4 4.57	5 3.11
MTV	10 0.38	9 0.64	9 1.11	9 2.64	9 0.81	10 0.63	7 2.14	9 1.31	8 1.31	9 0.91	8 0.77	9 0.85	9 0.81	9 0.86	8 1.26	8 1.73	9 0.63	9 0.44
BBC Prime/Worl/Ent	7 1.69	7 1.93	7 1.11	8 2.64	8 1.81	8 1.46	9 1.37	7 1.84	7 1.75	7 1.69	7 1.61	6 2.57	7 1.50	7 2.11	7 2.48	7 3.07	7 1.55	7 1.24
Other TV Stations	1 13.99	1 12.11	2 10.32	1 15.93	1 13.83	1 12.76	1 15.73	1 19.95	1 16.95	1 17.33	1 16.26	1 23.20	1 19.00	1 16.86	1 16.91	1 21.10	1 12.91	1 14.13
Foreign Stations	39.72	38.05	40.65	44.87	38.97	40.06	47.18	52.06	47.59	51.06	46.04	55.25	44.10	43.28	44.07	52.81	37.03	36.76
	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

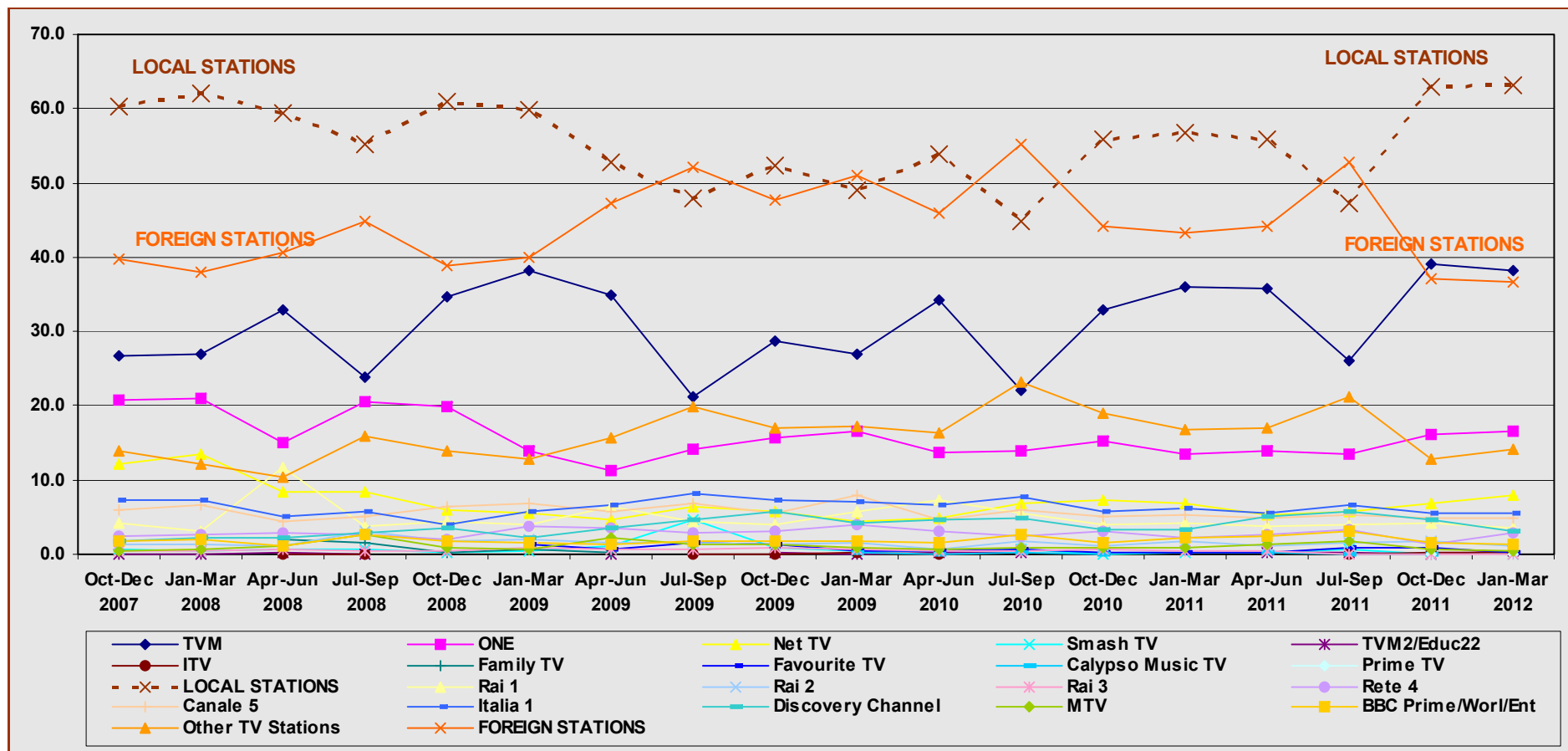


FIGURE 3.7.A: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JAN/MAR 2012]

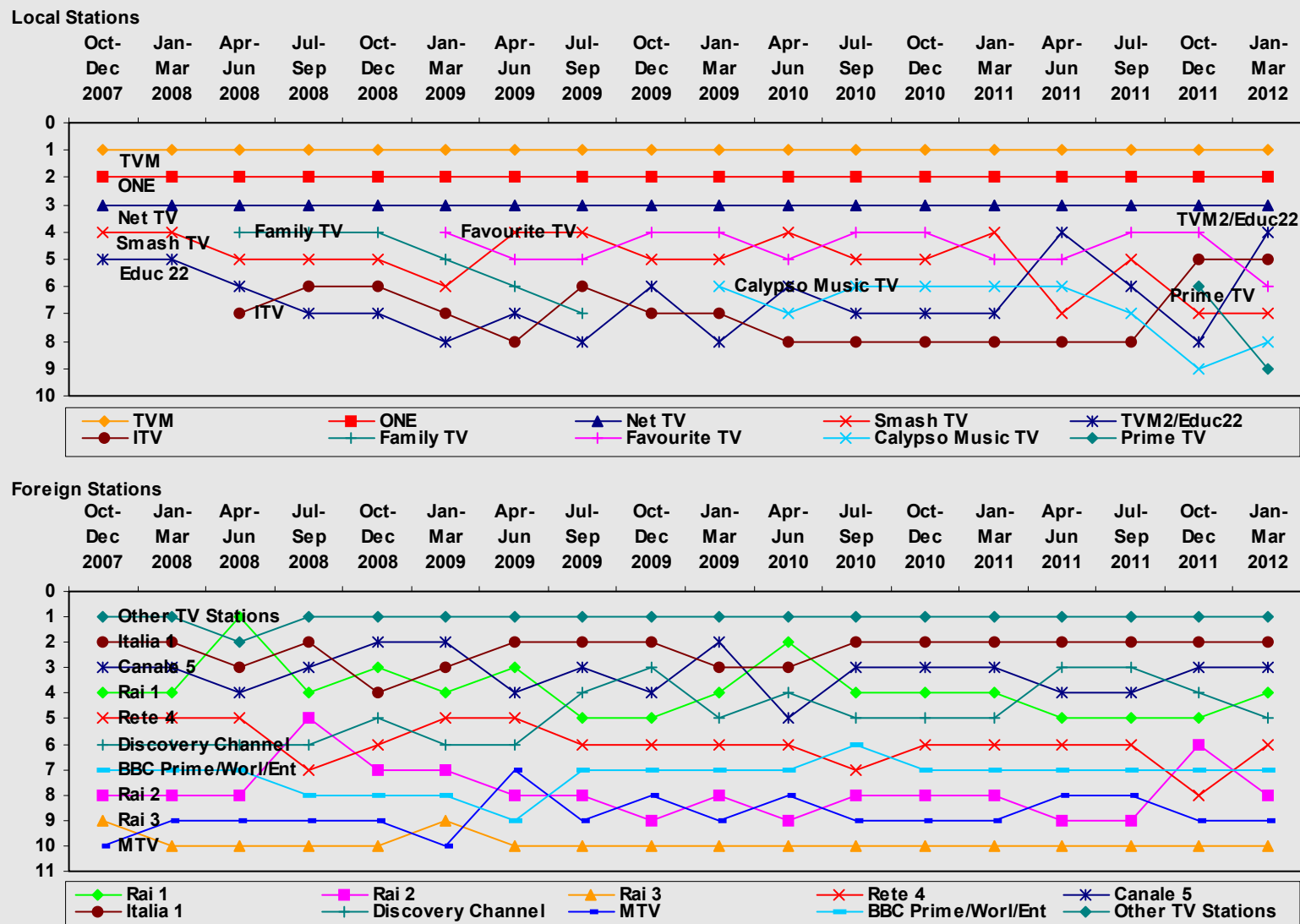


FIGURE 3.7.B: TV REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 – JAN/MAR 2012]

Of the foreign broadcasting stations received locally, Italia 1, Canale 5 and Rai 1 carried away most of the audiences. Other TV Stations have also ranked high and for this quarter their total of 14.131% ranked third after ONE. Of note are the totals for all local stations against the total of all foreign broadcasting stations received locally – see Figure 3.7 above. When charted this clearly shows the shifts from local television stations to foreign stations with a clear-cut period of reversal of percentages – the scrutiny of which requires further data-analysis which goes beyond the scope of this study.

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

Analyzed by demographics TVM was the most preferred station **by gender, by age group and by district** with the lowest percentage of 31.53% of all 65-79 year olds and the highest percentage number of viewers of 46.28% in the Western District. One ranked second in nearly all the demographics [except for the lowest three age groups – all those under 30 years old] with the lowest percentage of 11.67% in the Norther District and the highest percentage of 25.47% for the 80+ year olds.

Both gender prefer local broadcasting stations over foreign stations however, after their first preference for TVM males prefer Other Stations followed by ONE TV whilst females prefer more ONE TV over Other Stations. While Other Stations was the second most preferred for the three youngest age groups, Italia 1 was the third most preferred station for these three groups. After TVM, ONE TV was the second most preferred station for those all over 30 years old while Net TV was the third most preferred station for all those over 65 years old.

Analysed by district, after TVM, ONE was the second most preferred station in four districts and the third most preferred station in two [North Harbour Area and the Northern Area]. The viewing of Other Stations was the second most preferred in two districts and the third most preferred in the four other districts.

See Table 3.8 below.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2012]

[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]38.11	[1]34.57	[1]41.33	[1]35.88	[1]45.52	[1]33.55	[1]40.45	[1]37.00	[1]31.53	[1]34.17	[1]32.26	[1]34.76	[1]38.81	[1]46.28	[1]41.32	[1]43.96
ONE	[2]16.48	[3]16.16	[2]16.77	8.96	8.39	10.11	[2]15.40	[2]21.20	[2]21.95	[2]25.47	[2]24.98	[3]12.94	[2]21.54	[2]11.98	[3]11.67	[2]15.52
Net TV	8.00	6.08	9.75	1.25	2.67	8.07	5.88	10.14	[3]15.66	[3]12.98	6.96	8.96	6.66	6.91	9.50	9.07
Smash TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TVM2/Education 22	0.35	0.59	0.12	0.00	0.00	0.00	0.73	0.26	0.47	0.00	0.00	0.59	0.00	0.00	0.00	2.43
Favorite Channel	0.17	0.21	0.13	0.00	0.00	0.00	0.35	0.00	0.52	0.00	0.00	0.00	0.00	0.49	0.00	1.45
Calypso Music TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
iTV	0.13	0.27	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.00
Prime TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Local	63.24	57.89	68.11	46.09	56.58	51.72	63.25	68.60	70.13	72.62	64.87	57.25	67.01	65.66	62.50	72.43
Rai 1	3.53	3.67	3.40	1.82	0.77	0.92	2.81	5.04	5.71	8.60	3.15	4.67	2.23	5.43	2.39	1.02
Rai 2	1.00	1.34	0.69	0.00	0.66	2.31	1.57	0.76	0.66	0.00	1.61	0.52	1.43	0.49	1.23	0.98
Rai 3	0.09	0.19	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Rete 4	2.78	3.66	1.97	0.00	1.51	0.00	2.75	2.57	6.98	3.10	2.50	4.15	2.88	2.92	1.35	0.00
Canale 5	4.89	3.07	6.54	1.04	2.15	7.67	7.26	5.22	3.10	1.92	5.33	5.76	4.71	4.84	5.12	0.00
Italia 1	5.55	6.57	4.62	[3]16.78	[3]10.34	[3]14.38	5.29	2.00	0.47	0.00	5.39	5.79	4.04	4.93	5.03	10.53
Discovery Channel	3.11	5.39	1.03	3.44	5.84	3.11	3.75	2.23	1.23	0.00	3.66	2.49	5.32	3.06	2.83	0.00
MTV	0.44	0.45	0.44	2.07	1.10	0.00	0.24	0.00	0.00	2.67	0.00	0.61	0.40	0.45	0.96	0.00
BBC	1.24	1.25	1.24	0.00	1.72	0.00	1.33	1.66	1.17	0.00	0.39	1.61	1.19	2.12	0.44	1.96
Other TV Stations	[3]14.13	[2]16.53	[3]11.95	[2]28.76	[2]19.34	[2]19.88	[3]11.75	[3]11.59	10.54	11.09	[3]13.10	[2]16.86	[3]10.78	[3]10.10	[2]18.16	[3]13.07
Total Foreign	36.76	42.11	31.89	53.91	43.42	48.28	36.75	31.40	29.87	27.38	35.13	42.75	32.99	34.34	37.50	27.57
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	93,681	40,522	53,159	5,298	15,943	5,182	29,360	24,492	10,573	2,833	15,371	25,588	14,819	16,248	14,031	7,625
ONE	40,512	18,937	21,576	1,323	2,939	1,561	11,178	14,038	7,361	2,112	11,904	9,522	8,224	4,206	3,964	2,693
Net TV	19,675	7,129	12,546	185	936	1,246	4,265	6,714	5,252	1,077	3,315	6,593	2,542	2,424	3,226	1,574
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TVM2/Education 22	856	697	159	0	0	0	526	170	159	0	0	434	0	0	0	422
Favorite Channel	425	251	174	0	0	0	251	0	174	0	0	0	0	174	0	251
Calypso Music TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
iTV	320	320	0	0	0	0	320	0	0	0	320	0	0	0	0	0
Prime TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rai 1	8,684	4,306	4,377	268	268	142	2,040	3,338	1,913	713	1,499	3,436	853	1,907	813	177
Rai 2	2,454	1,571	883	0	230	357	1,143	503	221	0	766	380	547	174	417	170
Rai 3	221	221	0	0	0	0	0	221	0	0	0	221	0	0	0	0
Rete 4	6,823	4,286	2,538	0	530	0	1,996	1,698	2,342	257	1,190	3,052	1,100	1,024	458	0
Canale 5	12,014	3,598	8,416	154	753	1,184	5,267	3,456	1,040	159	2,541	4,237	1,799	1,698	1,739	0
Italia 1	13,641	7,697	5,944	2,477	3,622	2,222	3,836	1,326	159	0	2,568	4,264	1,544	1,731	1,707	1,827
Discovery Channel/s	7,644	6,317	1,327	508	2,045	481	2,723	1,474	414	0	1,743	1,835	2,033	1,073	960	0
MTV	1,089	527	562	306	384	0	178	0	0	221	0	452	154	158	325	0
BBC	3,057	1,461	1,596	0	601	0	965	1,098	392	0	186	1,184	453	745	148	341
Other TV station	34,749	19,374	15,375	4,247	6,776	3,071	8,527	7,674	3,536	919	6,244	12,409	4,115	3,548	6,166	2,267
Total	245,846	117,214	128,632	14,766	35,028	15,446	72,574	66,205	33,535	8,292	47,648	73,606	38,182	35,110	33,954	17,346

4. MEDIA RECEPTION PLATFORM

Only the data from persons living in the archipelago form the basis of this analysis – 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

All survey participants were asked to indicate what type of reception platform they have at home [irrespective of whether they are avid media consumers or not] choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” **while allowing for multiple replies**. Out of the 1820 respondents 2203 replies were received which were weighted as per the instructions received from the N.S.O. Of all those interviewed 13.95% have more than one system of radio reception available – an increase of 0.36% over that of the same period last year – see Table 4.1 below.

Of all the replies, 7.07% of participants responded that they do not have a radio-set at home – a percentage increase of 0.71% over that of the same period last year. However, there was a percentage increase and an increase in the effective number of users of both Digital Radio and Other Systems used for radio listening. While the use of the Digital radio platform has increased by 4.12% to 10.71% over the same period last year, the use of other systems of reception, such as Internet radio, has only increased by 0.03% over the same period.

TABLE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [JAN/MAR 2011/2012]

	Jan-Mar 2011		Jan-Mar 2012	
	%	N [366,503]	%	N [371,359]
AM/FM	89.60	328,401	85.82	318,718
Digital	6.59	24,158	10.71	39,772
Other	17.39	63,744	17.42	64,683
No Radio set	113.59	416,303	113.95	423,173
	6.36	23,318	7.07	26,270
Total	119.95	439,621	121.03	449,443

Totals may not tally due to weighting and rounding off

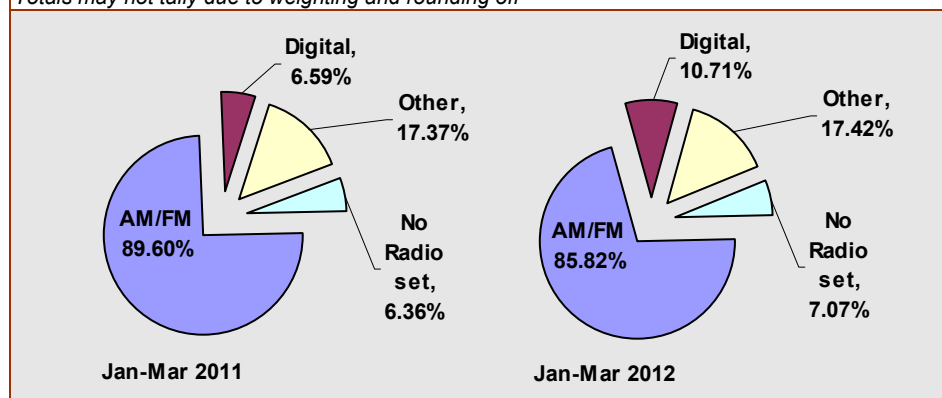


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [JAN/MAR 2011/2012]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

Analysed by demographics the largest difference between genders was registered for Digital Radio systems which is more preferred by males [56.9%] than females [43.1%] while gender differences in the uptake of AM/FM and Other Systems nearly equates population gender percentages. On the other hand, there is very minimal percentage gender difference of respondents who do not have a radio at home.

Analysed by age groups, AM/FM radio systems are predominant with all those over 50 years old while Digital Radio is predominant with 30-49 year olds [39.1%] while Other Radio systems were mostly prevalent with 15-24 year olds [31.0%]. On the other hand, the highest percentage for no radio available was registered with the 15-24 year olds at 18.8%.

The Western district [89.6%] registered the highest percentage usage of AM/FM radio systems while the Northern Harbour district [11.7%] registered the highest percentage for Digital Radio. On the other hand the Northern area [32.5%] registered the highest for Other Radio Systems while Gozo & Comino [9.3%] registered the highest percentage for no radio systems.

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [JAN/MAR 2012]

	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
Availability of AM/FM Radio system at home																
Count	318,718	156,973	161,745	13,746	48,941	21,092	88,832	88,792	45,909	11,406	61,472	95,034	46,626	46,632	44,781	24,173
Col%	85.8%	85.4%	86.2%	79.5%	82.0%	83.2%	80.0%	91.2%	96.1%	88.8%	83.6%	87.0%	84.7%	89.6%	83.9%	85.9%
Row%	100.0%	49.3%	50.7%	4.3%	15.4%	6.6%	27.9%	27.9%	14.4%	3.6%	19.3%	29.8%	14.6%	14.6%	14.1%	7.6%
Availability of Digital Radio system at home																
Count	39,772	22,625	17,147	1,685	8,314	2,708	15,566	9,845	993	660	7,548	12,756	5,922	5,411	5,835	2,301
Col%	10.7%	12.3%	9.1%	9.8%	13.9%	10.7%	14.0%	10.1%	2.1%	5.1%	10.3%	11.7%	10.8%	10.4%	10.9%	8.2%
Row%	100.0%	56.9%	43.1%	4.2%	20.9%	6.8%	39.1%	24.8%	2.5%	1.7%	19.0%	32.1%	14.9%	13.6%	14.7%	5.8%
Availability of Other Radio system/s at home																
Count	64,683	33,378	31,305	5,051	20,081	5,479	25,627	8,027	221	196	11,558	21,040	9,756	7,410	12,529	2,390
Col%	17.4%	18.2%	16.7%	29.2%	33.6%	21.6%	23.1%	8.2%	.5%	1.5%	15.7%	19.3%	17.7%	14.2%	23.5%	8.5%
Row%	100.0%	51.6%	48.4%	7.8%	31.0%	8.5%	39.6%	12.4%	.3%	.3%	17.9%	32.5%	15.1%	11.5%	19.4%	3.7%
No Radio available at home																
Count	26,270	11,137	15,133	1,582	4,943	1,419	11,502	4,406	1,644	774	6,235	6,149	4,361	2,146	4,749	2,631
Col%	7.1%	6.1%	8.1%	9.2%	8.3%	5.6%	10.4%	4.5%	3.4%	6.0%	8.5%	5.6%	7.9%	4.1%	8.9%	9.3%
Row%	100.0%	42.4%	57.6%	6.0%	18.8%	5.4%	43.8%	16.8%	6.3%	2.9%	23.7%	23.4%	16.6%	8.2%	18.1%	10.0%
Total Population																
Count	371,359	183,811	187,547	17,281	59,704	25,352	111,010	97,399	47,774	12,840	73,557	109,216	55,042	52,017	53,386	28,142
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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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– see Table 4.3 below.

TABLE 4.3: RADIO RECEPTION SYSTEMS BY PLATFORM [JAN/MAR 2011/2012]

Jan-Mar 2011	AM/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
Jul-Sep 2011	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	86.68%	1586	320,905	10.38%	190	38,421	18.10%	331	67,005
Only	68.37%	1251	253,122	3.69%	68	13,672	0.89%	16	3,299
AM/FM Radio & ...				3.23%	59	11,943	12.96%	237	47,976
Digital Radio & ...	3.23%	59	11,943				1.39%	25	5,158
Other Radio & ...	12.96%	237	47,976	1.39%	25	5,158			
	84.56%	1547	313,041	8.31%	152	30,773	15.24%	279	56,434
More than 2 systems including ...	2.12%	39	7,864	2.07%	38	7,648	2.86%	52	10,572
Total	100%	1830	370,215	100%	1830	370,215	100%	1830	370,215
Oct-Dec 2011	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	84.98%	1565	315,107	11.58%	213	42,942	16.75%	309	62,127
Only	67.03%	1235	248,571	6.56%	121	24,326	0.68%	12	2,507
AM/FM Radio & ...				2.30%	42	8,527	13.00%	239	48,193
Digital Radio & ...	2.30%	42	8,527				0.25%	5	913
Other Radio & ...	13.00%	239	48,193	0.25%	5	913			
	82.33%	1517	305,291	9.11%	168	33,766	13.92%	256	51,612
More than 2 systems including ...	2.65%	49	9,816	2.47%	46	9,177	2.84%	52	10,515
Total	100%	1842	370,812	100%	1842	370,812	100%	1830	370,812
Jan-Mar 2012	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	85.82%	1562	318,718	10.71%	195	39,772	17.42%	317	64,683
Only	67.91%	1236	252,171	4.80%	87	17,817	1.26%	23	4,689
AM/FM Radio & ...				3.07%	56	11,402	12.75%	232	47,343
Digital Radio & ...	3.07%	56	11,402				0.73%	13	2,703
Other Radio & ...	12.75%	232	47,343	0.73%	13	2,703			
	83.72%	1524	310,916	8.60%	156	31,923	14.74%	268	54,734
More than 2 systems including ...	2.10%	38	7,802	2.11%	38	7,849	2.68%	49	9,948
Total	100%	1820	371,359	100%	1820	371,359	100%	1820	371,359

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 and/or GO services for their cable and digital-aerial services. Table and Figure 4.4 below detail the percentages registered by the various broadcasting platforms by quarter for January-March 2011 and for this quarter under review.

Of note is that while only 13.95% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 61.61%. The amount of free-to-air viewers has decreased by 8.68% to 73,516 viewers over the same period last year. On the other hand both Melita and GO have increase the number of viewers even though percentage-wise Melita has lost 0.49% while GO has increased its percentage viewers by 2.56%.

The amount of satellite systems have decreased from 22.62% to 20.55% of all replies over the same period last year; Internet reception has increased by 0.53% over the same period to 17.13% of all replies; while those who stated that they do not have a TV-set at home has decreased by more than half over the same period to 0.32% of all replies. "Other TV system" includes all those who could not identify what reception system they employ.

TABLE 4.4: TV RECEPTION SYSTEM BY QUARTER [JAN/MAR 2011/2012]

	Jan-Mar 2011		Jan-Mar 2012	
	%	N [366,503]	%	N [371,359]
Aerial (Free-to-air)	28.48%	104,362	19.80%	73,516
Melita	53.51%	196,113	53.02%	196,887
GO	40.15%	147,161	42.71%	158,612
Satellite system	22.62%	82,921	20.55%	76,304
Internet (incl. Dreambox decoder)	16.60%	60,822	17.13%	63,606
Other TV system	0.25%	914	0.48%	1,786
	161.61%	592,293	153.68%	570,711
No TV at home	0.73%	2,663	0.32%	1,206
Total	162.33%	594,956	154.01%	571,917

Totals may not tally due to weighting and rounding off

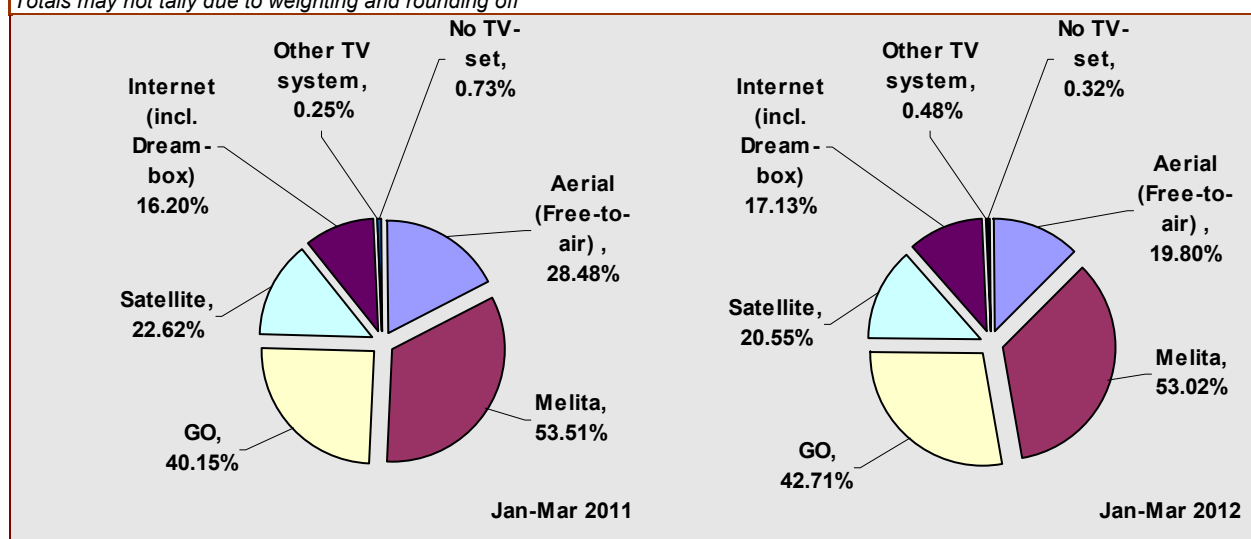


FIGURE 4.4: TV RECEPTION SYSTEM BY QUARTER [JAN/MAR 2011/2012]

4.2.1 TV Reception Platform by Gender, Age Groups and District

Analysed by demographics, there was very little gender difference in the main types of television reception systems used as the difference in each category is minimal and nearly equals the margin of error, with the exception of Free-to-air reception and Internet TV system where males exceed females. However, with regard to Other TV system and No TV at Home, males far exceed females.

The greatest percentage of free-to-air viewers was registered with the 80+ year olds [26.9%]. Melita registered the highest percentages amongst all viewers by gender, age, and districts with the exception of 15-24 year olds where the largest percentage was registered with those having a GO [digital aerial] reception and for those living in the Northern and in Gozo & Comino. Internet (including Dreambox) was registered highest with the 12-14 year olds [33.7%] while No TV at Home registered highest with those of 80+ years old.

TABLE 4.5: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2012]

		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
	Total															
Aerial (Free-to-air)																
Count	73,516	39,440	34,075	3,197	12,011	5,134	20,209	19,902	9,607	3,455	14,818	17,599	13,856	9,276	11,678	6,289
Col %	19.8%	21.5%	18.2%	18.5%	20.1%	20.3%	18.2%	20.4%	20.1%	26.9%	20.1%	16.1%	25.2%	17.8%	21.9%	22.3%
Row%	100.0%	53.6%	46.4%	4.3%	16.3%	7.0%	27.5%	27.1%	13.1%	4.7%	20.2%	23.9%	18.8%	12.6%	15.9%	8.6%
Melita																
Count	196,887	96,106	100,780	9,491	28,914	12,269	56,615	51,113	29,091	9,393	43,783	63,592	26,946	25,590	25,196	11,780
Col %	53.0%	52.3%	53.7%	54.9%	48.4%	48.4%	51.0%	52.5%	60.9%	73.2%	59.5%	58.2%	49.0%	49.2%	47.2%	41.9%
Row%	100.0%	48.8%	51.2%	4.8%	14.7%	6.2%	28.8%	26.0%	14.8%	4.8%	22.2%	32.3%	13.7%	13.0%	12.8%	6.0%
GO																
Count	158,612	76,827	81,786	7,003	29,255	11,085	47,517	42,122	18,582	3,049	26,384	42,139	25,809	24,860	26,142	13,279
Col %	42.7%	41.8%	43.6%	40.5%	49.0%	43.7%	42.8%	43.2%	38.9%	23.7%	35.9%	38.6%	46.9%	47.8%	49.0%	47.2%
Row%	100.0%	48.4%	51.6%	4.4%	18.4%	7.0%	30.0%	26.6%	11.7%	1.9%	16.6%	26.6%	16.3%	15.7%	16.5%	8.4%
Satellite TV system																
Count	76,304	42,684	33,620	5,067	13,860	4,534	25,703	21,564	5,319	257	16,674	25,756	9,390	10,230	8,628	5,626
Col %	20.5%	23.2%	17.9%	29.3%	23.2%	17.9%	23.2%	22.1%	11.1%	2.0%	22.7%	23.6%	17.1%	19.7%	16.2%	20.0%
Row%	100.0%	55.9%	44.1%	6.6%	18.2%	5.9%	33.7%	28.3%	7.0%	.3%	21.9%	33.8%	12.3%	13.4%	11.3%	7.4%
Internet TV system (incl. Dreambox)																
Count	63,606	33,476	30,130	5,816	17,637	5,752	21,538	9,430	2,954	479	11,620	20,977	8,606	8,986	8,405	5,012
Col %	17.1%	18.2%	16.1%	33.7%	29.5%	22.7%	19.4%	9.7%	6.2%	3.7%	15.8%	19.2%	15.6%	17.3%	15.7%	17.8%
Row%	100.0%	52.6%	47.4%	9.1%	27.7%	9.0%	33.9%	14.8%	4.6%	.8%	18.3%	33.0%	13.5%	14.1%	13.2%	7.9%
Other TV system																
Count	1,786	1,452	334	158	0	0	1,046	582	0	0	825	221	405	158	0	177
Col %	.5%	.8%	.2%	.9%	0.0%	0.0%	.9%	.6%	0.0%	0.0%	1.1%	.2%	.7%	.3%	0.0%	.6%
Row%	100.0%	81.3%	18.7%	8.8%	0.0%	0.0%	58.6%	32.6%	0.0%	0.0%	46.2%	12.4%	22.7%	8.8%	0.0%	9.9%
No TV at home																
Count	1,206	1,020	186	0	0	0	506	221	257	221	506	443	257	0	0	0
Col %	.3%	.6%	.1%	0.0%	0.0%	0.0%	.5%	.2%	.5%	1.7%	.7%	.4%	.5%	0.0%	0.0%	0.0%
Row%	100.0%	84.6%	15.4%	0.0%	0.0%	0.0%	42.0%	18.3%	21.3%	18.3%	42.0%	36.7%	21.3%	0.0%	0.0%	0.0%
Total Population																
Count	371,359	183,811	187,547	17,281	59,704	25,352	111,010	97,399	47,774	12,840	73,557	109,216	55,042	52,017	53,386	28,142
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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

Analysed by district, those who stated that they do not have a TV system at home registered only in three districts [Southern Harbour, Northern Harbour, and South Eastern area]. While Melita subscription registered highest in four districts, GO subscribers registered highest in two districts.

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 19.80% of all respondents stated that they hold a roof-top aerial only 2.45% of respondents said that they **only** made use of the roof-top aerial – see Table 4.6 below. This figure of 2.45% was 1.09% less than that registered for the the same period last year; and as per the weighting provided by the NSO, this figure amounts to a percentage reduction of 60.6% from 23,057 to 9,083 persons.

Melita and GO attracted 53.02% and 42.71% respectively of all households. Of these 30.53% [or 57.05% of all Melita users] and 17.29% [or 43.06% of all GO users] respectively rely exclusively on their service provider for their media consumption. On the other hand, 1.76% of each service's consumers have both platforms installed.

Similarly, singular usage of Satellite, Internet (including Dreambox) and Other TV systems is approximately 1.0% and even far less; while for the combination of such systems with either Melita and/or GO the highest registered figure was only of 5.14% for Satellite with Melita.

The amount of respondents who, by elimination, would have more than two systems installed/available registered highest with those who stated that they make use of a satellite system [8.06%] followed by those who make use of the Internet [7.54%]. On the other hand, those who have more than two such systems installed do not exceed the 6.0% mark for Melita [5.64%] and GO [5.79%].

Further data is available in Part Two of this report.

TABLE 4.6: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [JAN/MAR 2011-2012]

Jan-Mar 2011	Aerial (Free-to-air)			Melita			GO			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	104,362	53.51%	963	196,113	40.15%	723	147,161	22.62%	407	82,921	16.60%	299	60,822	0.25%	4	914
Only	3.54%	64	12,984	30.53%	549	111,879	17.29%	311	63,381	1.14%	20	4,163	0.28%	5	1,010	0.12%	2	438
Aerial (Analogue) & ...				6.29%	113	23,057	7.54%	136	27,651	1.86%	33	6,800	0.33%	6	1,193	0.00%	0	0
Melita & ...	6.29%	113	23,057				1.22%	22	4,463	4.30%	77	15,775	3.52%	63	12,904	0.05%	1	168
Go & ...	7.54%	136	27,651	1.22%	22	4,463				3.79%	68	13,902	2.86%	51	10,475	0.00%	0	0
Satellite & ...	1.86%	33	6,800	4.30%	77	15,775	3.79%	68	13,902				0.37%	7	1,351	0.00%	0	0
Internet & ...	0.33%	6	1,193	3.52%	63	12,904	2.86%	51	10,475	0.37%	7	1,351				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	71,686	45.91%	826	168,246	32.71%	589	119,872	11.46%	206	41,992	7.35%	132	26,933	0.17%	3	606
More than 2 systems incl ...	8.92%	160	32,677	7.60%	137	27,867	7.45%	134	27,289	11.17%	201	40,929	9.25%	166	33,889	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
Jan-Mar 2012	Aerial (Free-to-air)			Melita			GO			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	19.80%	360	73,516	53.02%	965	196,887	42.71%	777	158,612	20.55%	374	76,304	17.13%	312	63,606	0.48%	9	1786
Only	2.45%	45	9,083	31.59%	575	117,309	22.33%	406	82,913	1.38%	25	5,116	0.12%	2	447	0.05%	1	184
Aerial (Analogue) & ...				3.71%	67	13,767	4.85%	88	18,004	1.18%	21	4,386	0.51%	9	1,879	0.05%	1	177
Melita & ...	3.71%	67	13,767				1.76%	32	6,533	5.14%	94	19,105	5.12%	93	18,997	0.07%	1	248
Go & ...	4.85%	88	18,004	1.76%	32	6,533				4.37%	80	16,236	3.62%	66	13,436	0.00%	0	0
Satellite & ...	1.18%	21	4,386	5.14%	94	19,105	4.37%	80	16,236				0.22%	4	833	0.19%	3	699
Internet & ...	0.51%	9	1,879	5.12%	93	18,997	3.62%	66	13,436	0.22%	4	833				0.00%	0	0
Other TV system & ...	0.05%	1	177	0.07%	1	248	0.00%	0	0	0.19%	3	699	0.00%	0	0			
	12.74%	232	47,295	47.38%	862	175,959	36.92%	672	137,122	12.49%	227	46,375	9.58%	174	35,592	0.35%	6	1308
More than 2 systems incl ...	7.06%	129	26,221	5.64%	103	20,927	5.79%	105	21,490	8.06%	147	29,929	7.54%	137	28,014	0.13%	2	478
Total	100%	1820	371,359	100%	1820	371,359	100%	1820	371,359	100%	1820	371,359	100%	1820	371,359	100%	1820	371,359

Totals may not tally due to weighting and rounding off

5. TEleshopping

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, on 30th May 2011 the Authority licensed another 24/7 teleshopping channel on the Cable network – Prime TV Shopping Channel – that immediately started test-transmissions, and with a full broadcasting schedule on 1st August 2011. Replies were analysed as given and without any amendments – a case in point being teleshopping on Education 22 which does not broadcast any teleshopping programmes.

For this broadcasting season only 8.4% stated that they regularly watched Teleshopping programmes – similar to that reported during the previous assessment period of October-December 2011, and 1.31% higher for the same period last year. Overall, of the effective teleshopping programme viewers, the most followed station for teleshopping programmes was TVM [43.01%] followed by ONE [27.32%]; and Smash TV [14.82%] – see Table 5.1 and Figures 5.1.a-b below; and Tables 5.1-2 in Part Two of this report.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010 – JAN/MAR 2012]

	Oct-Dec 2010		Jan-Mar 2011		Apr-Jun 2011		Jul-Sep 2011		Oct-Dec 2011		Jan-Mar 2012	
	%	N	%	N	%	N	%	N	%	N	%	N
Yes	9.2	33,163	7.09	25,999	9.2	34,114	10.4	38,552	8.4	31,092	8.4	31,015
No	90.8	325,834	92.91	340,504	90.8	335,602	89.6	331,663	91.6	339,720	91.6	340,343
	100%	358,997	100%	366,503	100%	369,716	100%	370,215	100%	370,812	100%	371,359
TVM	[3]18.83	6,243	[1]29.18	7,586	[3]23.14	7,892	[3]16.94	6,529	[1] 29.15	9,064	[1]43.01	13,341
ONE	[2]19.44	6,448	[2]20.77	5,399	[2]24.56	8,379	[4]12.36	4,764	[2] 21.63	6,726	[2]27.32	8,474
Net TV	[4]12.52	4,151	[4]10.54	2,740	[4] 4.96	1,691	[2]19.86	7,657	[4] 11.53	3,584	2.72	843
Smash TV	[1]25.59	8,487	[3]20.41	5,307	[1]30.78	10,499	[1]28.58	11,018	[3] 18.98	5,901	[3]14.82	4,595
iTV	9.96	3,303	8.48	2,205	8.95	3,052	10.78	4,158	5.46	1,697	2.22	687
Education 22									0.54	166		
Favourite TV	5.34	1,769	2.93	761	1.96	670	3.71	1,432	6.15	1,913	4.30	1,333
Calypso Music TV	2.91	965			0.49	169			1.34	417		
Other									5.22	1,623		
Do not know	5.41	1,795	7.69	2,000	5.16	1,761	7.77	2,996			5.62	1,743
	100%	33,163	100%	25,999	100%	34,114	100%	38,552	100%	31,092	100%	31,015

Totals may not tally due to weighting and rounding off

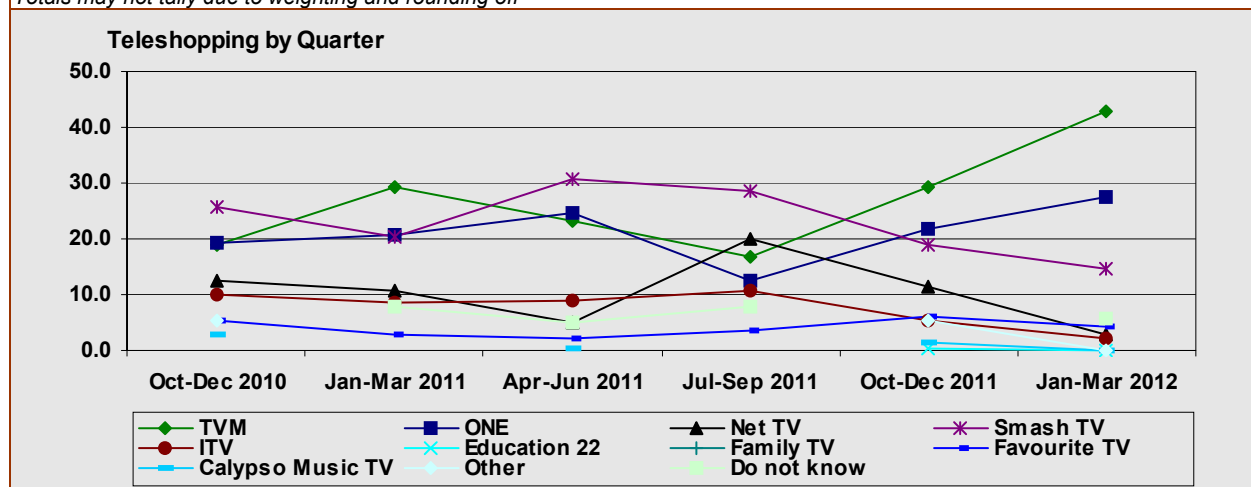


FIGURE 5.1.A: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010 – JAN/MAR 2012]

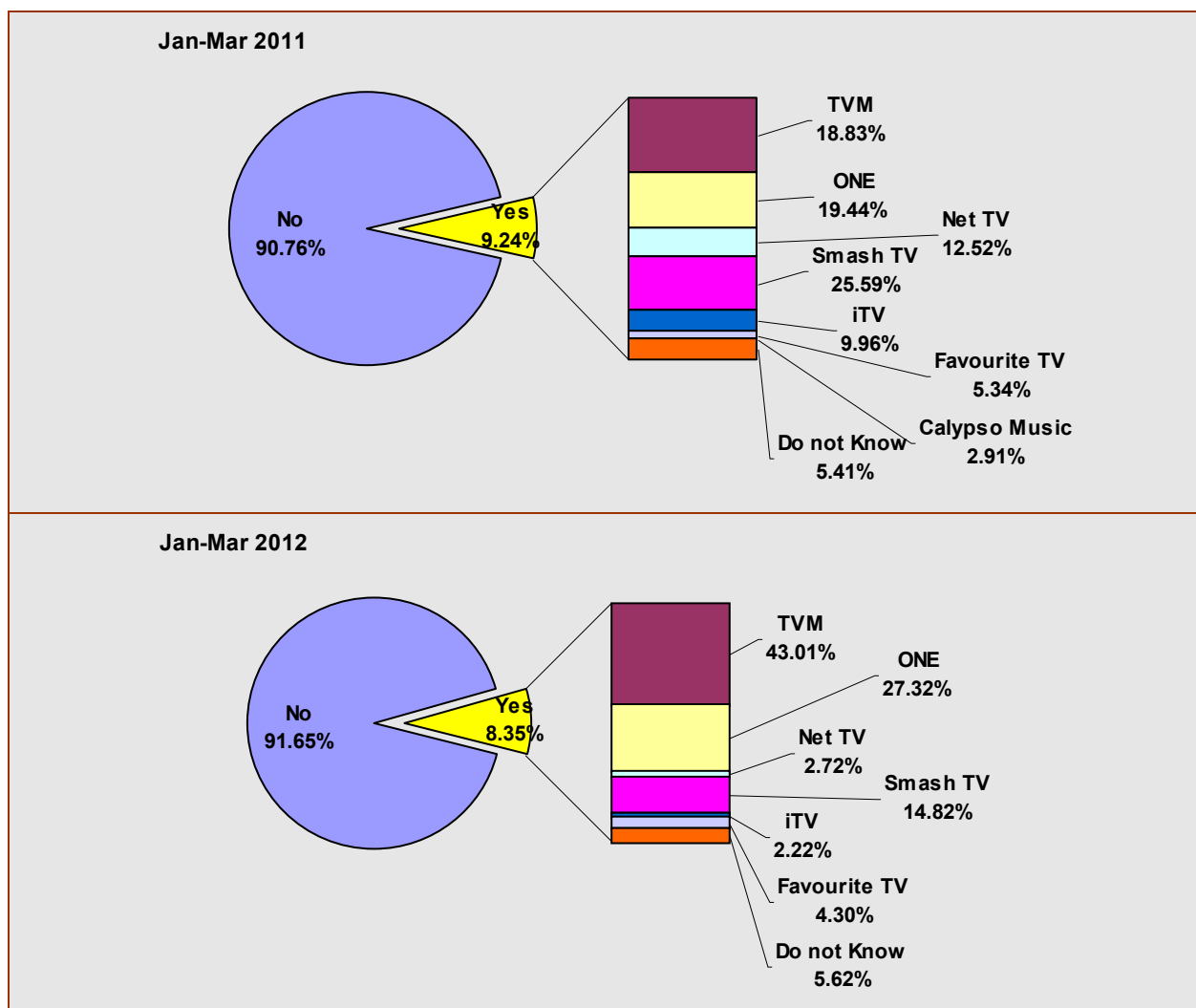


FIGURE 5.1.B: TEleshopping BY BROADCASTING STATION [JAN/MAR 2011-2012]

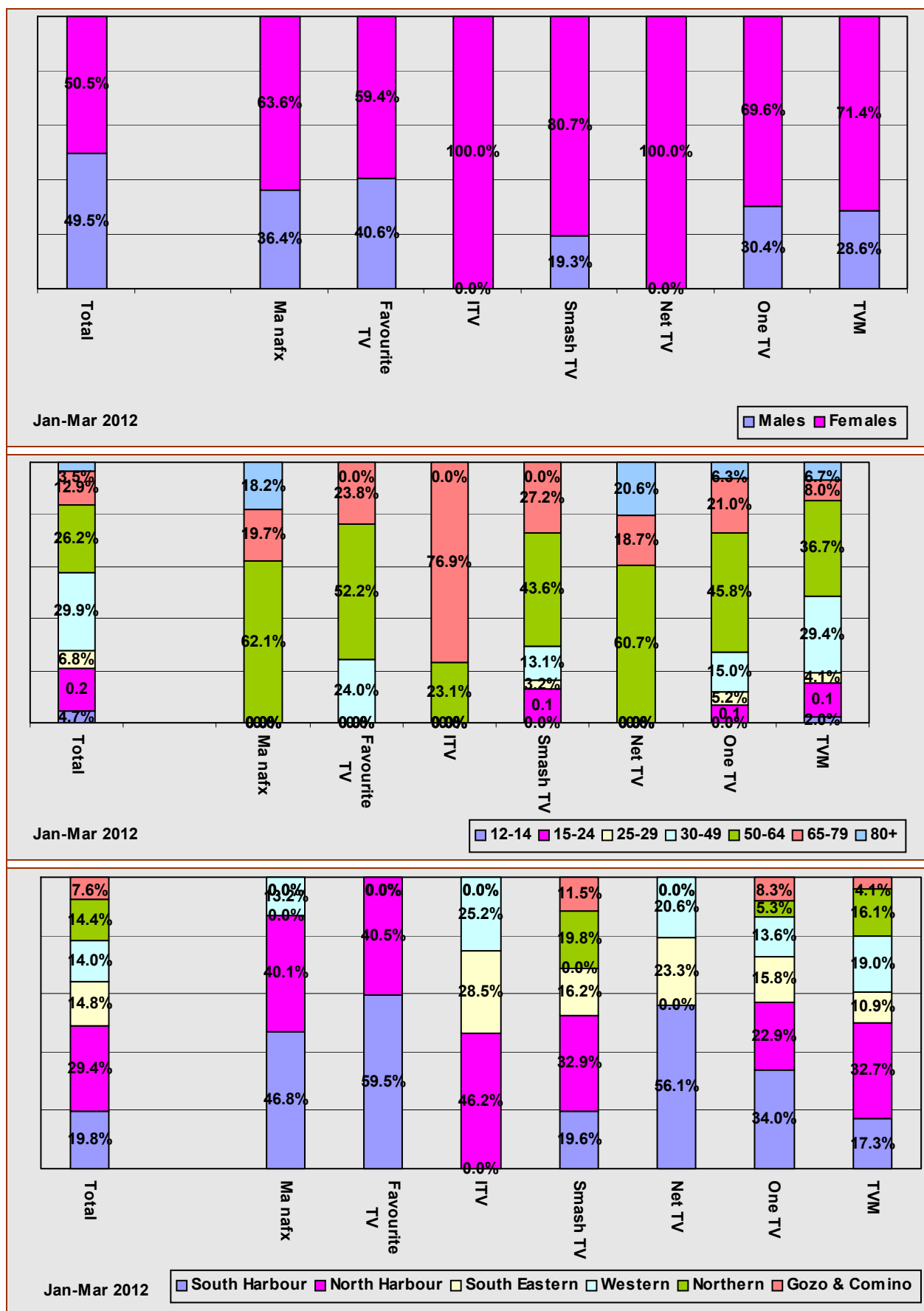
5.1 TEleshopping BY GENDER, BY AGE GROUPS, AND BY DISTRICT

Overall, teleshopping is more followed by female audiences than by male audiences with the highest number of estimated female audiences being those of TVM 42.22% [9,524] followed by those of ONE 26.14% [5,896] and Smash TV 16.44% [3,710]. Those in the 50-64 age group registered the highest amount of viewers at 42.64% [13,225] followed by those in the 30-49 age group with 19.72% [6,116] and those in the 65-79 age group 17.56% [5,447]. 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 [30.2%; 9,367] followed by those of the Southern Harbour [26.37%; 8,117] - see Table 5.2 and Figures 5.2.a-c below.

TABLE 5.2: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN/MAR 2012]

[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	13,341	3,817	9,524	269	1,746	542	3,924	4,895	1,073	892	2,313	4,356	1,448	2,531	2,148	545
ONE	8,474	2,578	5,896	0	579	438	1,272	3,878	1,778	530	2,884	1,945	1,341	1,154	445	706
Net TV	843	0	843	0	0	0	0	511	158	174	473	0	196	174	0	0
Smash TV	4,595	885	3,710	0	594	148	600	2,003	1,250	0	899	1,511	745	0	910	530
Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ITV	687	0	687	0	0	0	0	159	528	0	0	318	196	174	0	0
Favourite TV	1,333	542	791	0	0	0	320	696	317	0	793	539	0	0	0	0
Calypso Music TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bo not know	1,743	635	1,108	0	0	0	0	1,083	343	317	815	698	0	230	0	0
Total	31,015	8,457	22,558	269	2,919	1,128	6,116	13,225	5,447	1,912	8,177	9,367	3,926	4,262	3,503	1,780
Total Population	371,359	183,811	187,547	17,281	59,704	25,352	111,010	97,399	47,774	12,840	73,557	109,216	55,042	52,017	53,386	28,142
% of Population	8.35	4.60	12.03	1.56	4.89	4.45	5.51	13.58	11.40	14.89	11.12	8.58	7.13	8.19	6.56	6.33
Row %	Total	Gender		Age Group							Districts					
TVM	100.0%	28.61	71.39	2.02	13.09	4.06	29.41	36.69	8.04	6.69	17.34	32.65	10.85	18.97	16.10	4.08
ONE	100.0%	30.43	69.57	0.00	6.83	5.16	15.01	45.76	20.99	6.26	34.03	22.95	15.82	13.61	5.26	8.33
Net TV	100.0%	0.00	100.00	0.00	0.00	0.00	0.00	60.69	18.72	20.60	56.15	0.00	23.26	20.60	0.00	0.00
Smash TV	100.0%	19.27	80.73	0.00	12.92	3.22	13.05	43.59	27.21	0.00	19.57	32.89	16.22	0.00	19.80	11.52
Education 22	100.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ITV	100.0%	0.00	100.00	0.00	0.00	0.00	0.00	23.12	76.88	0.00	0.00	46.25	28.51	25.25	0.00	0.00
Favourite TV	100.0%	40.64	59.36	0.00	0.00	0.00	24.04	52.20	23.76	0.00	59.54	40.46	0.00	0.00	0.00	0.00
Calypso Music TV	100.0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	100.0%	36.45	63.55	0.00	0.00	0.00	0.00	62.14	19.69	18.17	46.76	40.06	0.00	13.18	0.00	0.00
Total	100.0%	27.27	72.73	0.87	9.41	3.64	19.72	42.64	17.56	6.17	26.37	30.20	12.66	13.74	11.30	5.74
Column %	Total	Gender		Age Group							Districts					
TVM	43.01	[1]45.13	[1]42.22	100.00	59.83	48.08	64.16	37.01	19.69	46.64	28.28	46.50	36.88	59.40	61.32	30.60
ONE	27.32	[2]30.49	[2]26.14	0.00	19.83	38.80	20.80	29.32	32.65	27.72	35.27	20.76	34.15	27.07	12.71	39.66
Net TV	2.72	0.00	3.74	0.00	0.00	0.00	0.00	3.87	2.89	9.08	5.79	0.00	4.99	4.07	0.00	0.00
Smash TV	14.82	[3]10.47	[3]16.44	0.00	20.34	13.11	9.81	15.15	22.95	0.00	11.00	16.13	18.99	0.00	25.96	29.74
Education 22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ITV	2.22	0.00	3.05	0.00	0.00	0.00	0.00	1.20	9.70	0.00	0.00	3.39	4.99	4.07	0.00	0.00
Favourite TV	4.30	6.40	3.51	0.00	0.00	0.00	5.24	5.26	5.81	0.00	9.70	5.76	0.00	0.00	0.00	0.00
Calypso Music TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	5.62	7.51	4.91	0.00	0.00	0.00	0.00	8.19	6.30	16.56	9.97	7.45	0.00	5.39	0.00	0.00
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 5.2.A-C: TEleshopping BY BROADCASTING STATION:
BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN/MAR 2012]

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 371,359 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.

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, ONE Radio has attained the highest daily average of listeners [%: 1.125%; N: 4,177] with its highest average on Saturdays which was also the highest average amount of listeners that logged-on to a particular station on any day. This was followed by Calypso Radio [%: 0.644%; N: 2,390] which also had the highest average amongst all stations for Sundays. In fact, ONE Radio got the highest averages of listeners among all stations on each day of the week except for Sundays which was gained by Calypso Radio. Bay Radio got the third highest average weekday percentage of 0.605% [N: 2,245] with its highest on Tuesdays at an average total of 3,537 listeners.

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2012]

%	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	HIGHEST
Monday	0.435	0.055	0.217	0.814	0.539	0.352	0.632	0.474	0.260	0.275	0.025	0.507	0.459	0.043	0.026	0.814
Tuesday	0.757	0.000	0.172	1.112	0.109	0.952	0.669	0.600	0.104	0.571	0.018	0.359	0.341	0.417	0.033	1.112
Wednesday	0.757	0.038	0.370	1.362	0.203	0.522	0.513	0.516	0.286	0.266	0.007	0.254	0.278	0.256	0.226	1.362
Thursday	0.459	0.000	0.255	0.955	0.439	0.682	0.666	0.409	0.545	0.111	0.019	0.284	0.936	0.006	0.072	0.955
Friday	1.097	0.093	0.522	1.200	0.375	0.645	0.274	0.526	0.158	0.301	0.082	0.247	0.492	0.000	0.021	1.200
Saturday	0.417	0.015	0.500	1.654	0.563	0.484	0.572	0.478	0.175	0.310	0.056	0.279	0.047	0.076	0.065	1.654
Sunday	0.320	0.000	0.330	0.789	0.473	0.590	1.162	0.896	0.025	0.230	0.000	0.398	0.036	0.066	0.007	1.162
Mon-Sun	0.604	0.028	0.336	1.125	0.385	0.605	0.644	0.558	0.222	0.295	0.029	0.333	0.370	0.124	0.064	1.125
Highest	1.097	0.093	0.522	1.654	0.563	0.952	1.162	0.896	0.545	0.571	0.082	0.507	0.936	0.417	0.226	
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	HIGHEST
Monday	1,616	203	806	3,024	2,002	1,307	2,347	1,762	964	1,020	93	1,883	1,705	158	96	3,024
Tuesday	2,813	0	639	4,128	404	3,537	2,484	2,230	384	2,119	68	1,335	1,267	1,550	124	4,128
Wednesday	2,812	139	1,374	5,056	756	1,938	1,905	1,917	1,061	988	27	943	1,031	951	838	5,056
Thursday	1,706	0	947	3,548	1629	2,534	2,475	1,520	2,024	412	71	1,055	3,474	23	267	3,548
Friday	4,074	347	1,938	4,458	1,392	2,395	1,018	1,954	587	1,117	304	916	1,825	0	77	4,458
Saturday	1,547	54	1857	6,144	2,092	1,798	2,124	1,774	649	1,150	209	1,035	175	283	240	6,144
Sunday	1,189	0	1225	2,932	1,756	2,192	4,315	3,326	93	856	0	1,477	135	244	27	4,315
Mon-Sun	2,243	105	1249	4,177	1,431	2,245	2,390	2,071	825	1,095	109	1,237	1,374	462	239	4,177
Highest	4,074	347	1,938	6,144	2,092	3,537	4,315	3,326	2,024	2,119	304	1,883	3,474	1,550	838	

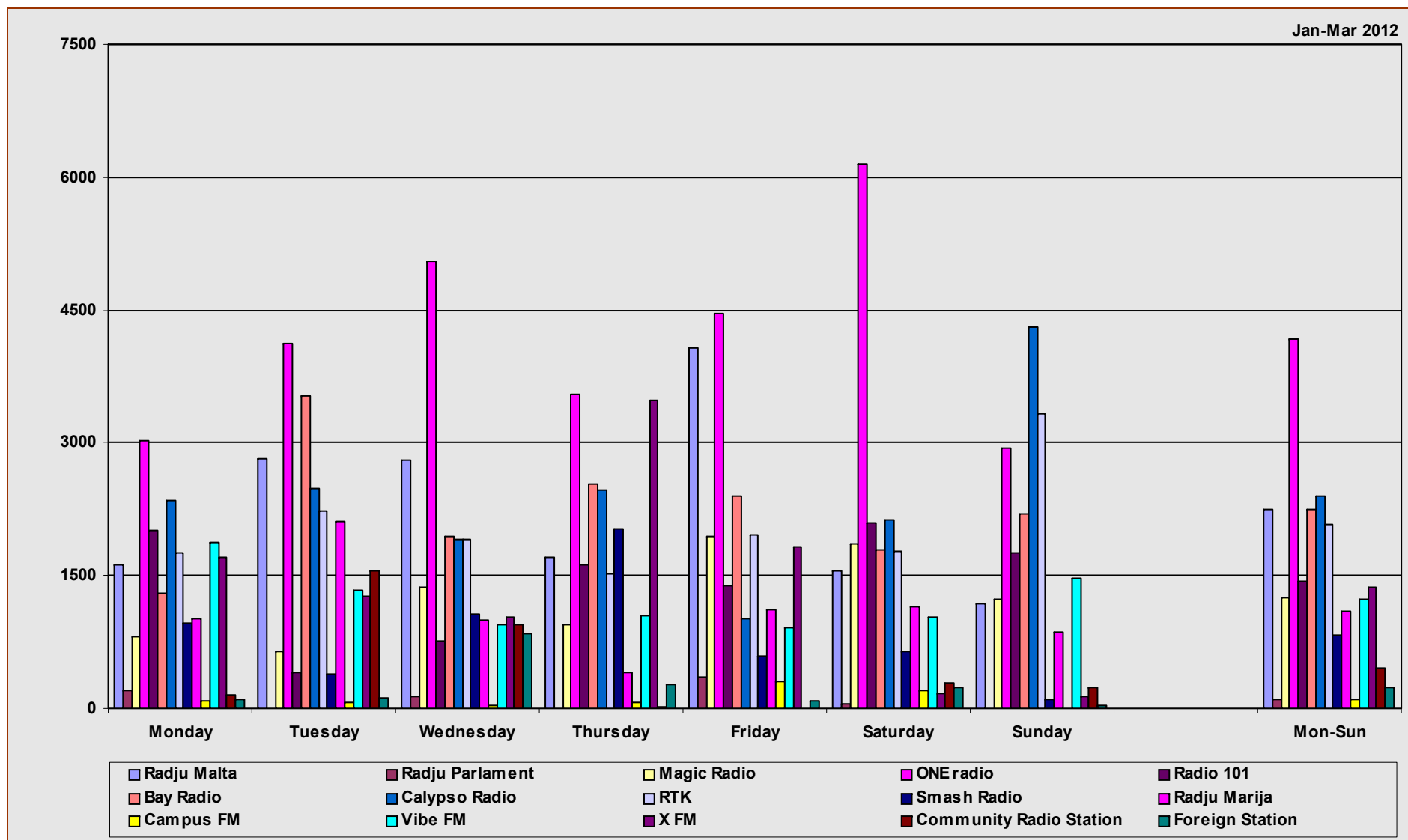


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2012]

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 [JAN/MAR 2012]

%	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	COMMUNITY RADIO	FOREIGN STATIONS	HIGHEST
Monday	3.038	0.416	0.983	1.940	1.763	1.754	2.086	1.716	0.898	1.624	0.299	1.388	1.785	1.022	0.416	3.038
Tuesday	2.270	0.000	1.102	3.426	0.708	2.984	2.640	2.122	0.665	1.874	0.293	1.560	1.515	1.307	0.554	3.426
Wednesday	3.607	0.450	1.164	4.761	0.743	1.833	2.226	1.528	0.967	1.138	0.346	0.769	1.208	1.067	0.602	4.761
Thursday	1.653	0.000	1.090	3.229	2.339	2.885	2.676	1.660	1.630	0.953	0.462	1.525	2.389	0.294	0.431	3.229
Friday	4.017	0.345	1.674	3.898	1.366	2.010	1.445	2.021	0.893	1.463	1.069	1.171	1.695	0.000	0.446	4.017
Saturday	1.519	0.351	3.033	4.008	2.216	2.377	2.038	2.578	0.832	1.453	0.338	0.845	0.300	0.610	0.340	4.008
Sunday	2.097	0.000	1.526	2.607	1.674	2.151	3.006	3.481	0.775	0.836	0.000	1.290	0.431	0.329	0.347	3.481
Highest	4.017	0.450	3.033	4.761	2.339	2.984	3.006	3.481	1.630	1.874	1.069	1.560	2.389	1.307	0.602	

POPULATION	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	COMMUNITY RADIO	FOREIGN STATIONS	HIGHEST
Monday	11,281	1,546	3,651	7,206	6,547	6,515	7,747	6,371	3,335	6,030	1,110	5,156	6,630	3,796	1,546	11,281
Tuesday	8,428	0	4,094	12,721	2,627	11,081	9,803	7,881	2,469	6,958	1,090	5,795	5,627	4,853	2,056	12,721
Wednesday	13,394	1,672	4,322	17,681	2,758	6,807	8,268	5,676	3,591	4,225	1,285	2,856	4,485	3,964	2,235	17,681
Thursday	6,138	0	4,047	11,992	8,684	10,715	9,936	6,166	6,053	3,540	1,715	5,664	8,873	1,092	1,602	11,992
Friday	14,916	1,281	6,215	14,477	5,074	7,463	5,365	7,505	3,316	5,434	3,970	4,347	6,294	0	1,658	14,916
Saturday	5,639	1,303	11,263	14,883	8,231	8,827	7,570	9,573	3,088	5,397	1,255	3,136	1,114	2,265	1,264	14,883
Sunday	7,787	0	5,666	9,679	6,216	7,990	11,161	12,926	2,879	3,106	0	4,789	1,601	1,222	1,287	12,926
Highest	14,916	1,672	11,263	17,681	8,684	11,081	11,161	12,926	6,053	6,958	3,970	5,795	8,873	4,853	2,235	

Radio Station	Peak Audience
Radju Malta	14,916
Radju Parlament	1,672
Magic Radio	11,263
ONE radio	17,681
Radio 101	8,684
Bay Radio	11,081
Calypso Radio	11,161
RTK	12,926
Smash Radio	6,053
Radju Marija	6,958
Campus FM	3,970
Vibe FM	5,795
X FM	8,873
Community Radio Station	4,853
Foreign Station	2,235

FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN/MAR 2012]

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.

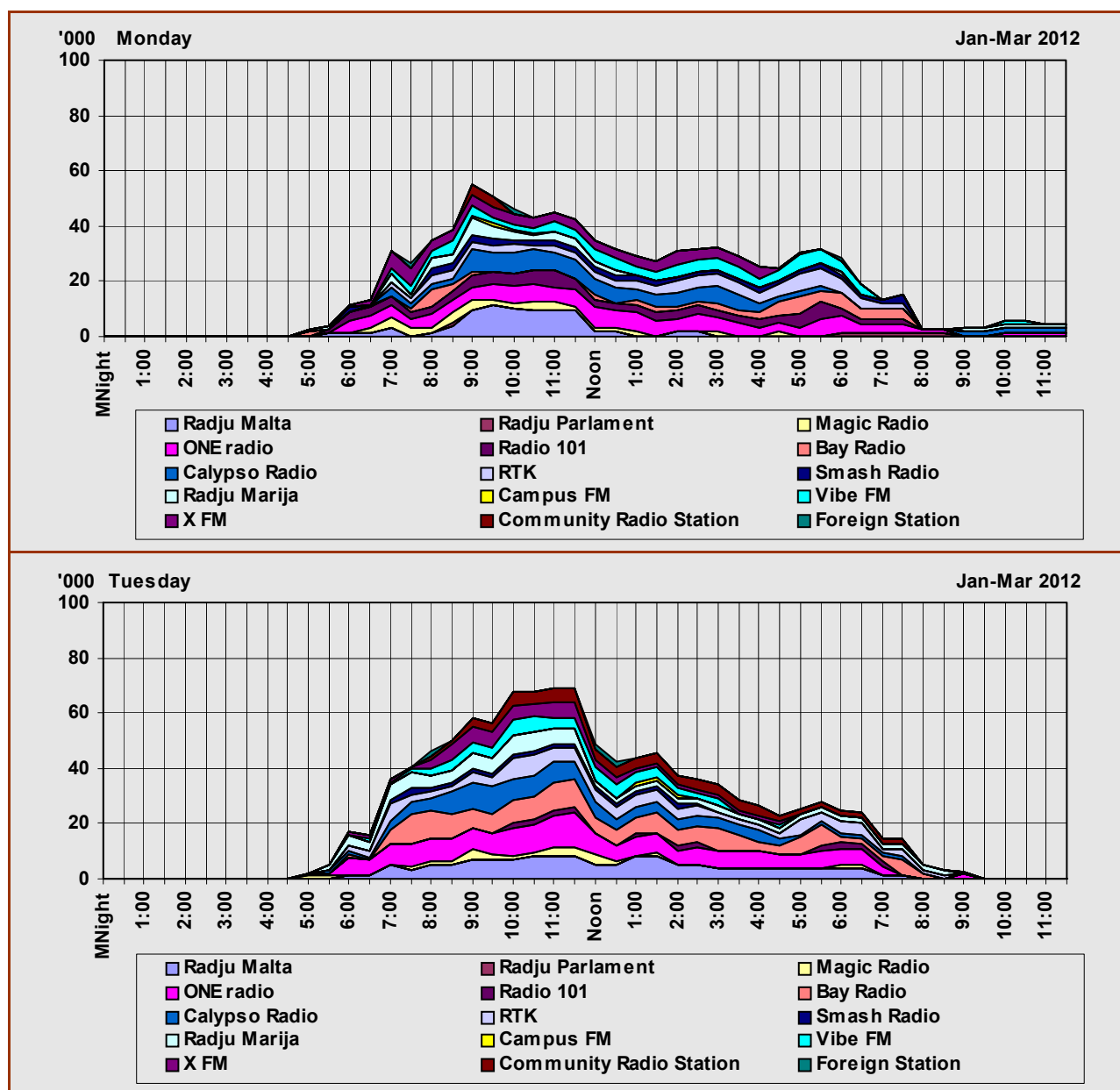


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

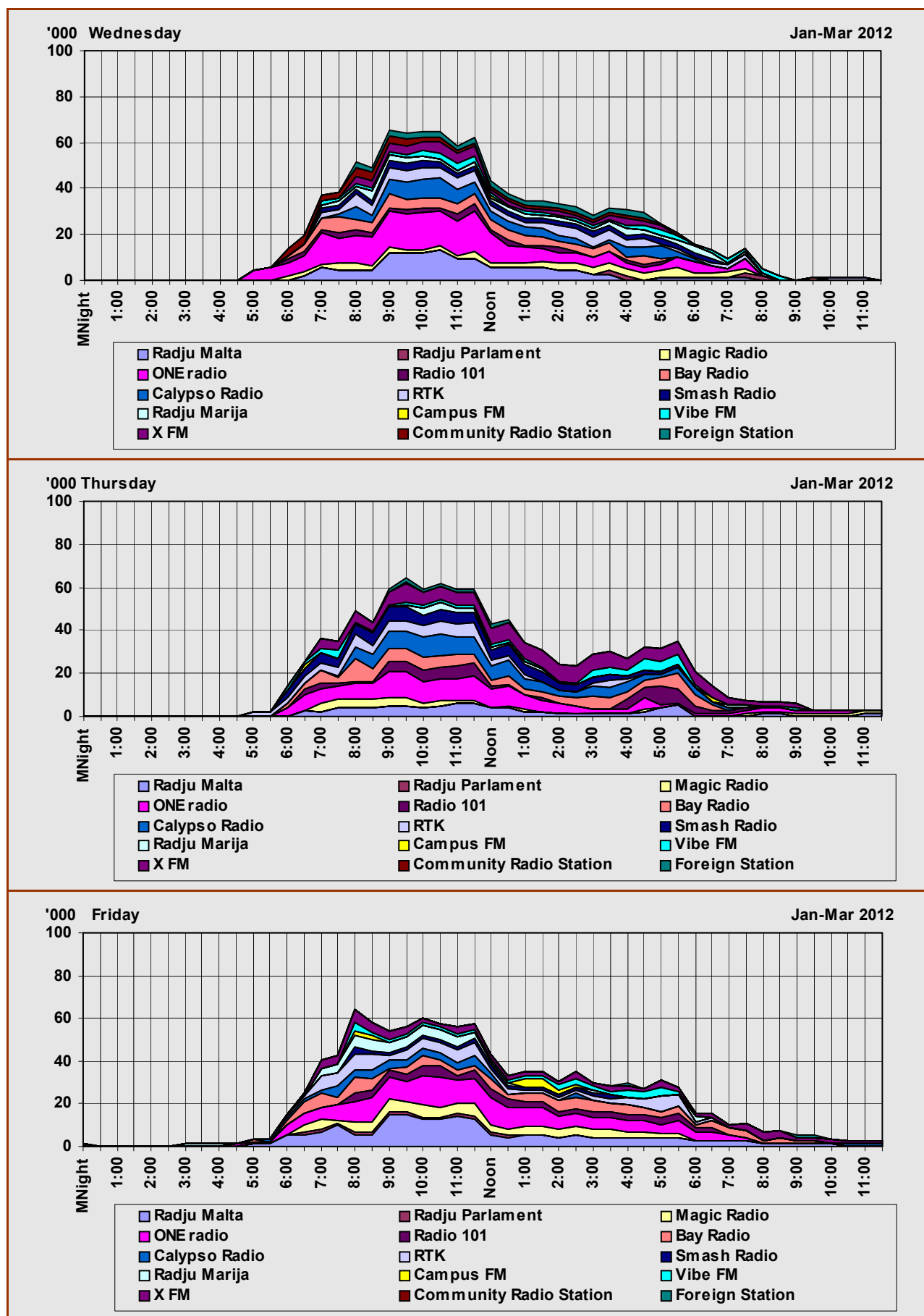


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

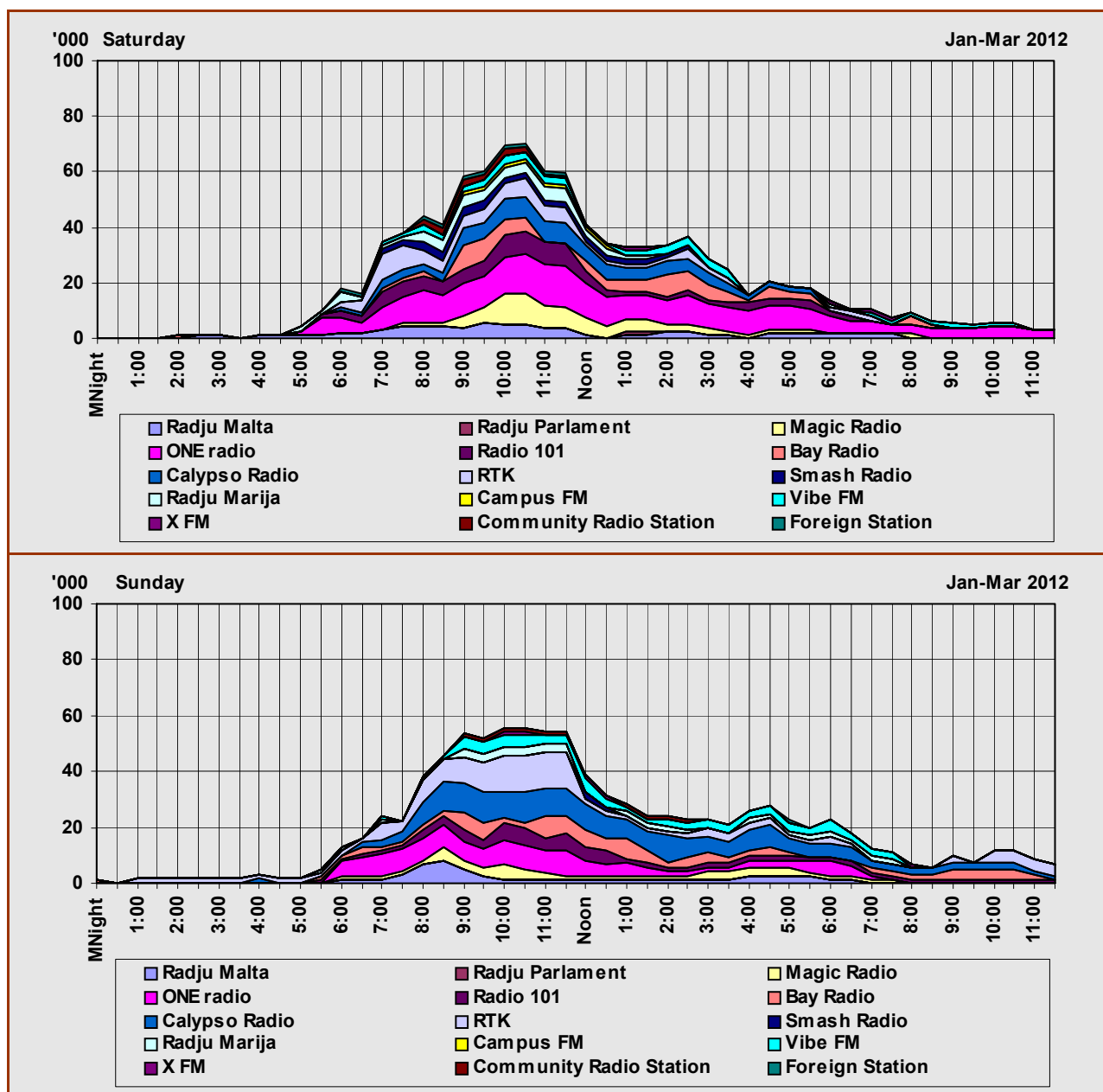


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

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 6.4 and Figure 6.4 below, and Table 6.4 in Part Two.

TABLE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009 – JAN/MAR 2012]

Total Average [%]	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
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
Jul-Sep 2011	10.34	0.06	5.04	15.03	3.52	16.73	13.72	9.65	4.30	5.50	1.87	6.60	4.01	2.24	0.48
Oct-Dec 2011	12.52	0.00	4.49	18.86	5.54	14.03	14.99	8.43	4.15	4.79	1.08	4.35	1.70	2.58	2.49
Jan-Mar 2012	10.55	0.49	5.88	19.66	6.73	10.57	11.25	9.75	3.88	5.15	0.51	5.82	6.47	2.17	1.12

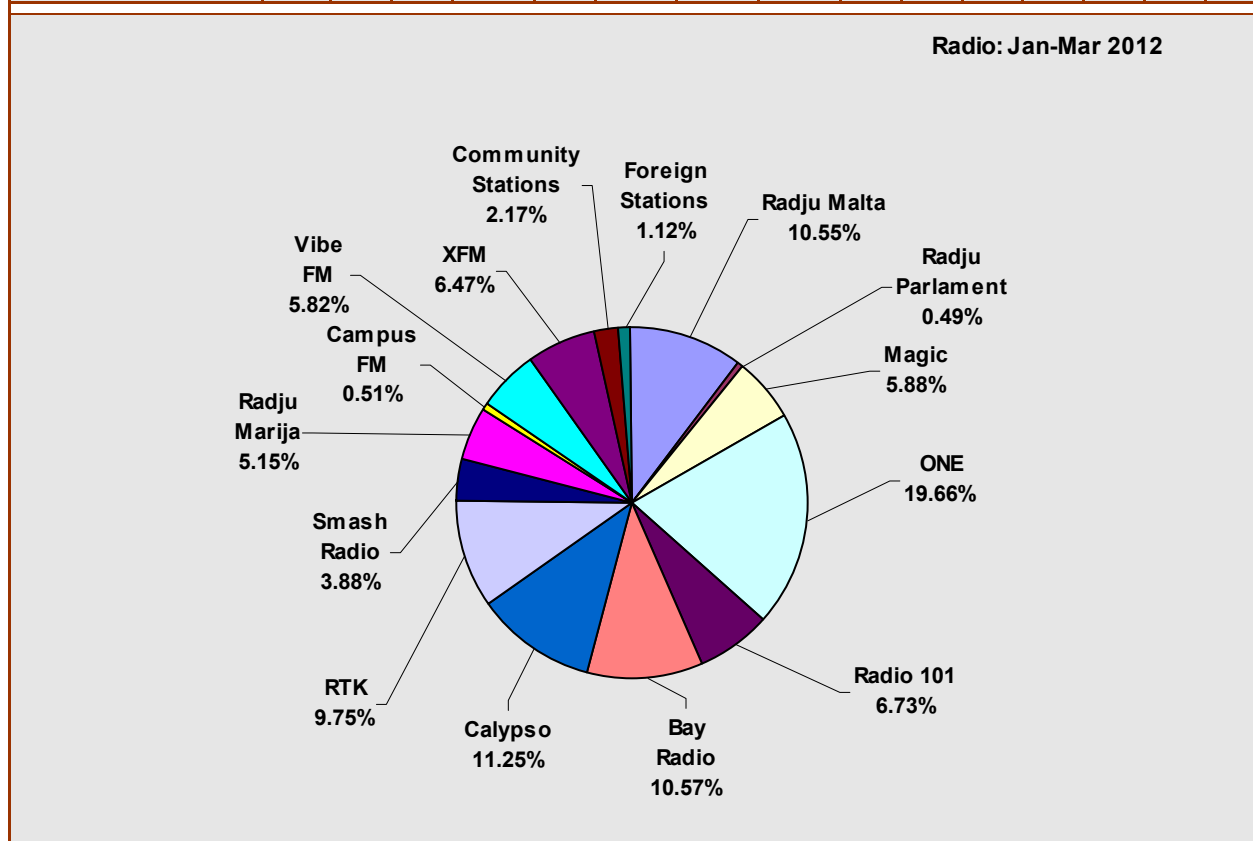


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JAN/MAR 2012]

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.

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 average of 2.652% [N: 9,513] while ONE TV attained the second overall average of 1.665% [N: 6,184] of all TV audiences. TVM attained the highest average audience for each day of the week with the exception of Wednesdays when the highest average of viewers logged on to ONE TV [%:2.549; N: 9,466] which was also the highest daily average for that station. The highest average attained on any day was that of TVM on Fridays with a total daily average of 3.513% [N: 13,045].

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2012]

%	TVM	ONE	NET TV	TVM2/ EDUCATION 22	ITV	FAVOURITE CHANNEL	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	2.321	1.728	0.373	0.029	0.000	0.000	0.217	0.031	0.000	0.414	0.442	0.701	0.244	0.041	0.150	1.084	2.321
Tuesday	2.483	1.364	0.292	0.000	0.000	0.000	0.161	0.000	0.000	0.294	0.914	0.445	0.130	0.000	0.032	0.754	2.483
Wednesday	1.713	2.549	1.153	0.033	0.000	0.052	0.212	0.230	0.000	0.145	0.327	0.237	0.190	0.044	0.120	0.827	2.549
Thursday	2.570	1.345	0.312	0.000	0.000	0.000	0.553	0.000	0.042	0.036	0.417	0.224	0.163	0.000	0.070	1.160	2.570
Friday	3.513	1.335	0.410	0.076	0.000	0.000	0.243	0.000	0.000	0.072	0.034	0.362	0.148	0.000	0.088	0.842	3.513
Saturday	1.964	1.739	0.736	0.000	0.000	0.000	0.323	0.060	0.000	0.173	0.421	0.233	0.188	0.034	0.024	1.324	1.964
Sunday	3.387	1.592	0.836	0.133	0.085	0.000	0.127	0.032	0.000	0.337	0.465	0.211	0.109	0.008	0.164	0.667	3.387
Mon-Sun	2.562	1.665	0.587	0.039	0.012	0.007	0.262	0.050	0.006	0.211	0.434	0.345	0.167	0.018	0.093	0.950	2.562
Highest	3.513	2.549	1.153	0.133	0.085	0.052	0.553	0.230	0.042	0.414	0.914	0.701	0.244	0.044	0.164	1.324	
Population	TVM	ONE	NET TV	TVM2/ EDUCATION 22	ITV	FAVOURITE CHANNEL	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	8,620	6,417	1,385	108	0	0	806	115	0	1,537	1,641	2,603	904	154	557	4,026	8,620
Tuesday	9,221	5,066	1,083	0	0	0	599	0	0	1,093	3,395	1,652	481	0	119	2,799	9,221
Wednesday	6,360	9,466	4,282	121	0	193	787	853	0	537	1,214	880	705	164	444	3,069	9,466
Thursday	9,542	4,993	1,157	0	0	0	2,053	0	156	134	1,549	831	607	0	260	4,308	9,542
Friday	13,045	4,959	1,522	284	0	0	904	0	0	266	126	1,343	549	0	326	3,127	13,045
Saturday	7,293	6,459	2,732	0	0	0	1,199	224	0	641	1,563	867	697	128	90	4,915	7,293
Sunday	12,578	5,913	3,104	494	317	0	471	118	0	1,250	1,726	784	403	31	608	2,478	12,578
Mon-Sun	9,513	6,184	2,181	143	46	28	974	187	23	782	1,612	1,280	620	68	344	3,530	9,513
Highest	13,045	9,466	4,282	494	317	193	2,053	853	156	1,537	3,395	2,603	904	164	608	4,915	

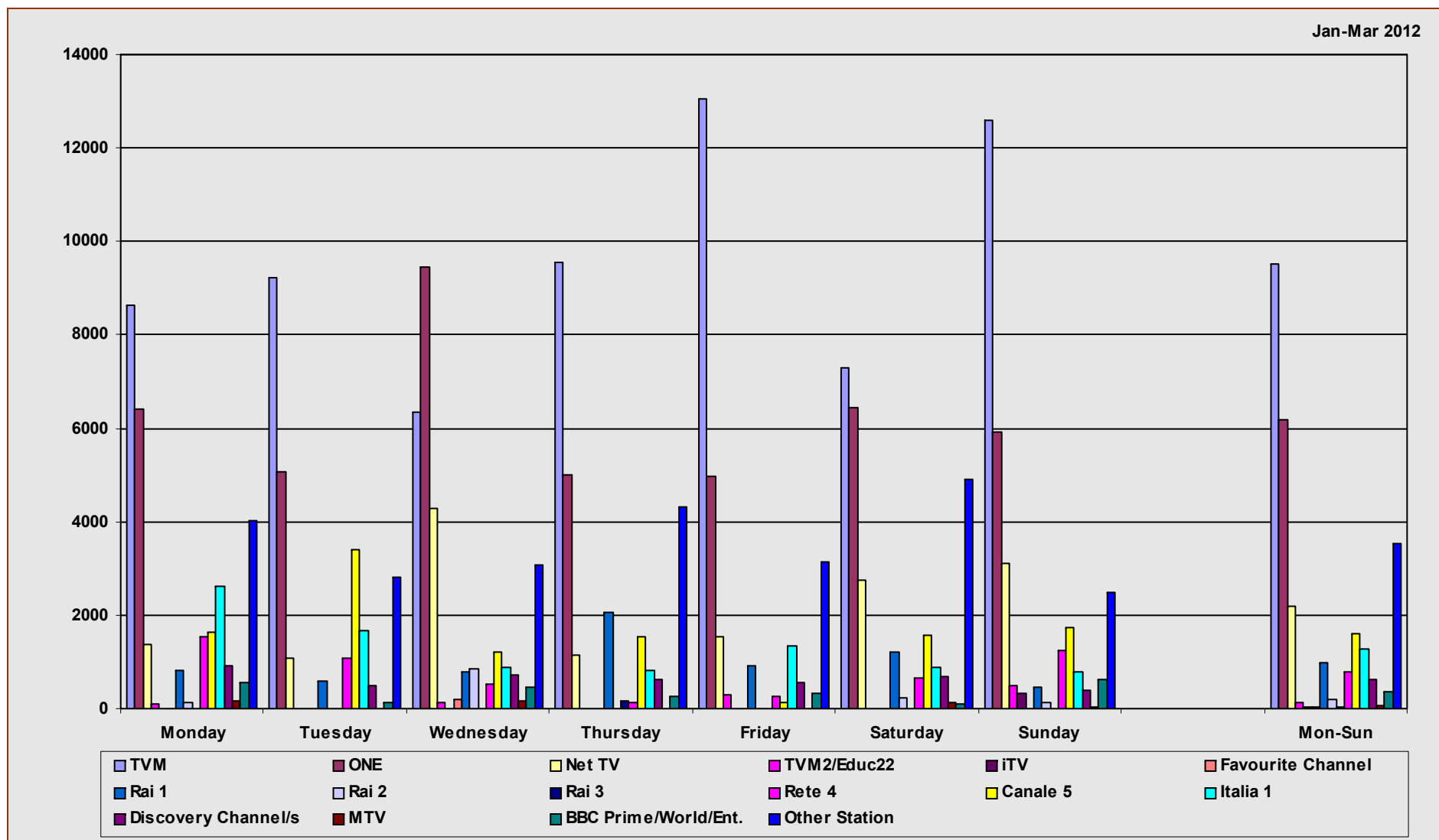


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2012]

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below. By weekday, TVM attracted the highest peaks for all the weekdays having its highest on Tuesdays with 22.755% [N: 84,503] closely followed by those for Fridays at 21.962% [N: 81,556].

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN/MAR 2012]

%	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	14.298	8.990	2.019	0.473	0.000	0.000	1.303	0.326	0.000	1.961	1.921	2.758	1.501	0.297	0.715	4.771	14.298
Tuesday	22.755	8.687	1.704	0.000	0.000	0.000	0.985	0.000	0.000	1.715	3.368	2.943	0.843	0.000	0.346	5.467	22.755
Wednesday	11.217	10.497	9.876	0.320	0.000	0.799	1.751	2.506	0.000	1.520	1.181	2.177	1.106	0.433	0.793	3.094	11.217
Thursday	21.450	8.875	2.653	0.000	0.000	0.000	2.844	0.000	0.413	0.294	1.937	1.140	1.454	0.000	0.413	6.879	21.450
Friday	21.962	5.377	3.495	0.534	0.000	0.000	1.825	0.000	0.000	0.430	0.522	2.826	0.788	0.000	0.640	4.016	21.962
Saturday	9.492	5.759	2.913	0.000	0.000	0.000	2.946	0.438	0.000	1.230	3.558	1.836	1.875	0.338	0.303	3.788	9.492
Sunday	17.290	5.432	4.569	0.296	0.597	0.000	0.728	0.447	0.000	1.358	1.744	1.217	0.962	0.413	0.627	3.733	17.290
Highest	22.755	10.497	9.876	0.534	0.597	0.799	2.946	2.506	0.413	1.961	3.558	2.943	1.875	0.433	0.793	6.879	

Population	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	53,096	33,386	7,497	1,757	0	0	4,838	1,212	0	7,281	7,136	10,241	5,573	1,103	2,657	17,718	53,096
Tuesday	84,503	32,260	6,327	0	0	0	3,657	0	0	6,369	12,508	10,930	3,132	0	1,284	20,302	84,503
Wednesday	41,654	38,982	36,675	1,188	0	2,965	6,504	9,307	0	5,644	4,386	8,084	4,108	1,608	2,946	11,491	41,654
Thursday	79,656	32,958	9,852	0	0	0	10,563	0	1,533	1,093	7,193	4,233	5,398	0	1,533	25,546	79,656
Friday	81,556	19,967	12,980	1,985	0	0	6,779	0	0	1,597	1,937	10,495	2,927	0	2,376	14,914	81,556
Saturday	35,249	21,386	10,818	0	0	0	10,938	1,626	0	4,568	13,213	6,819	6,965	1,255	1,124	14,067	35,249
Sunday	64,206	20,171	16,969	1,100	2,217	0	2,702	1,659	0	5,042	6,478	4,519	3,573	1,532	2,330	13,863	64,206
Highest	84,503	38,982	36,675	1,985	2,217	2,965	10,938	9,307	1,533	7,281	13,213	10,930	6,965	1,608	2,946	25,546	

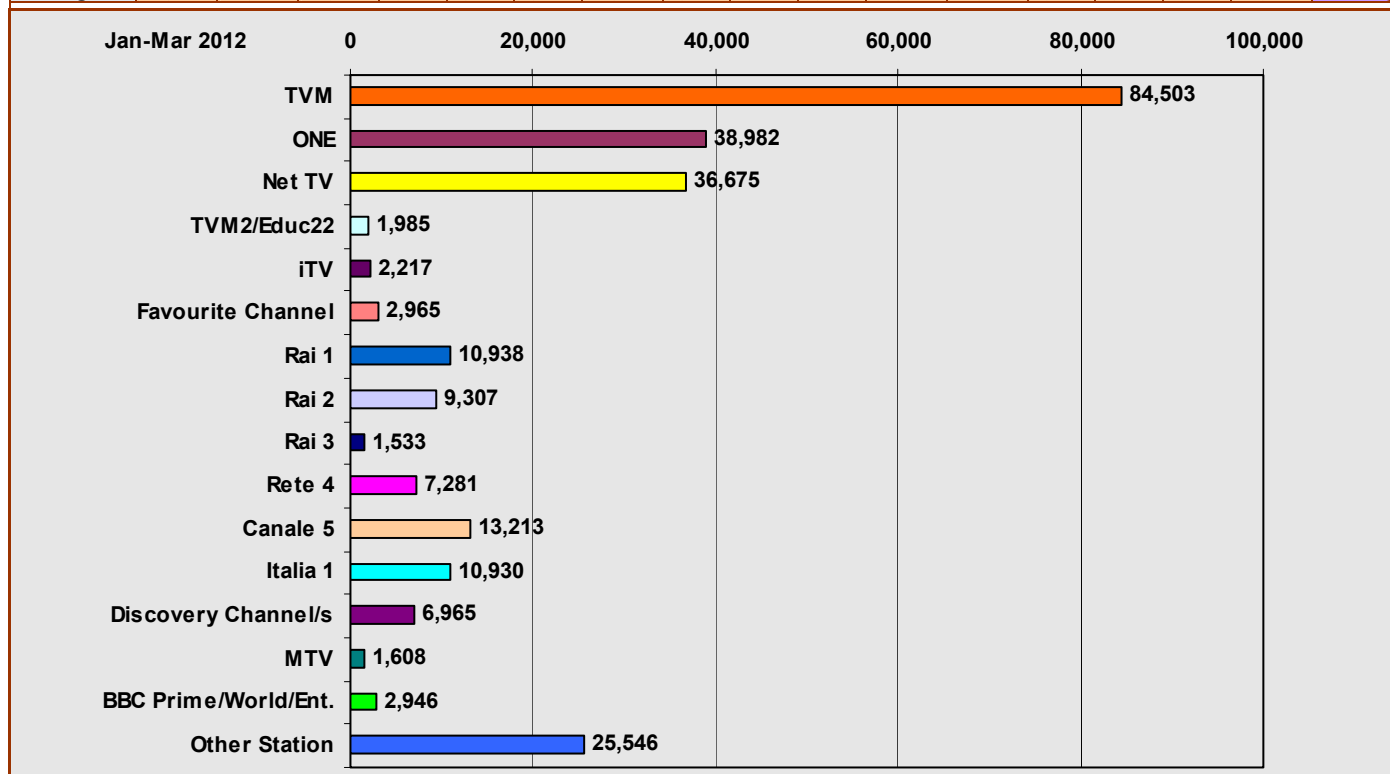


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN/MAR 2012]

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.

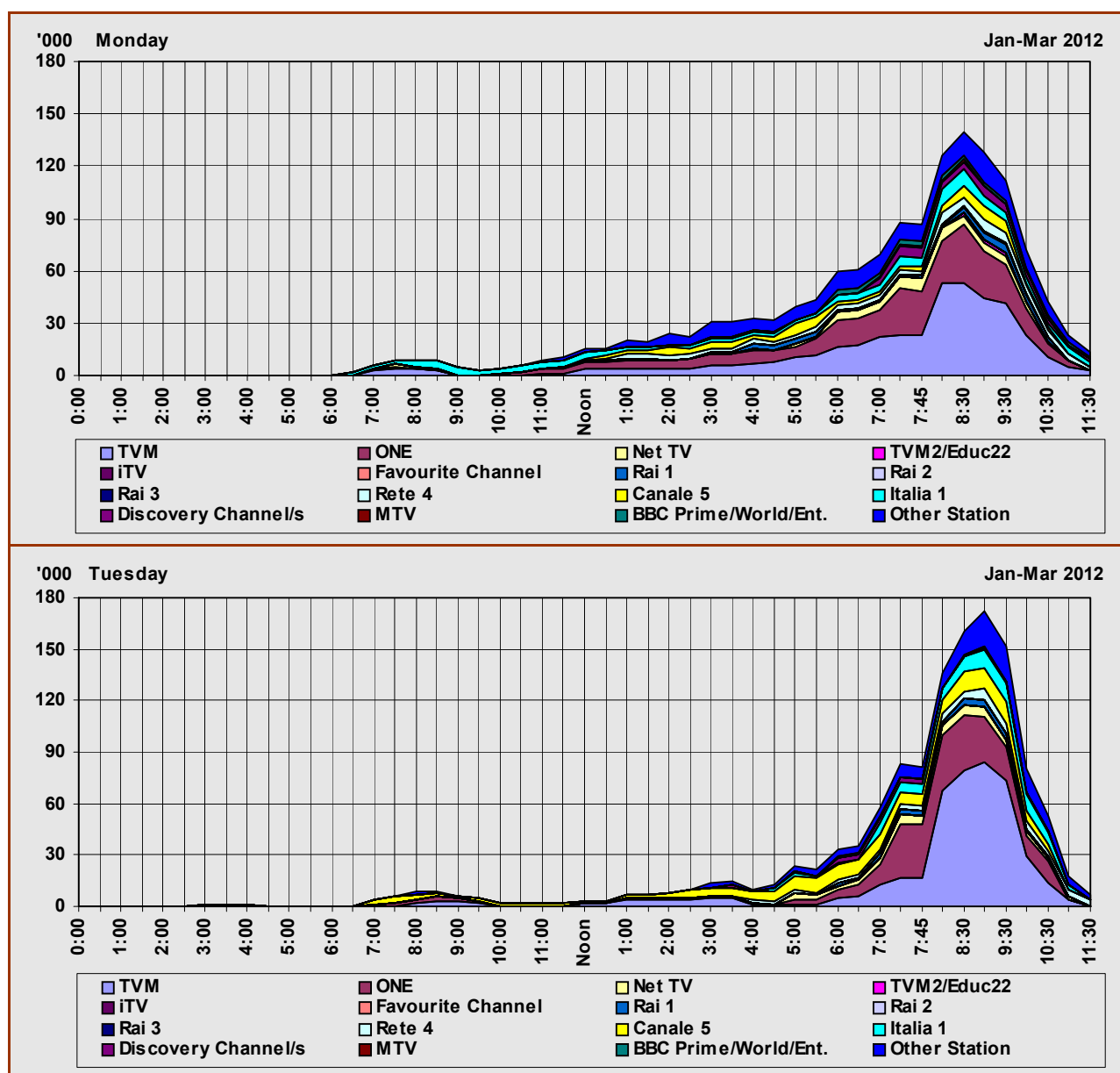


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

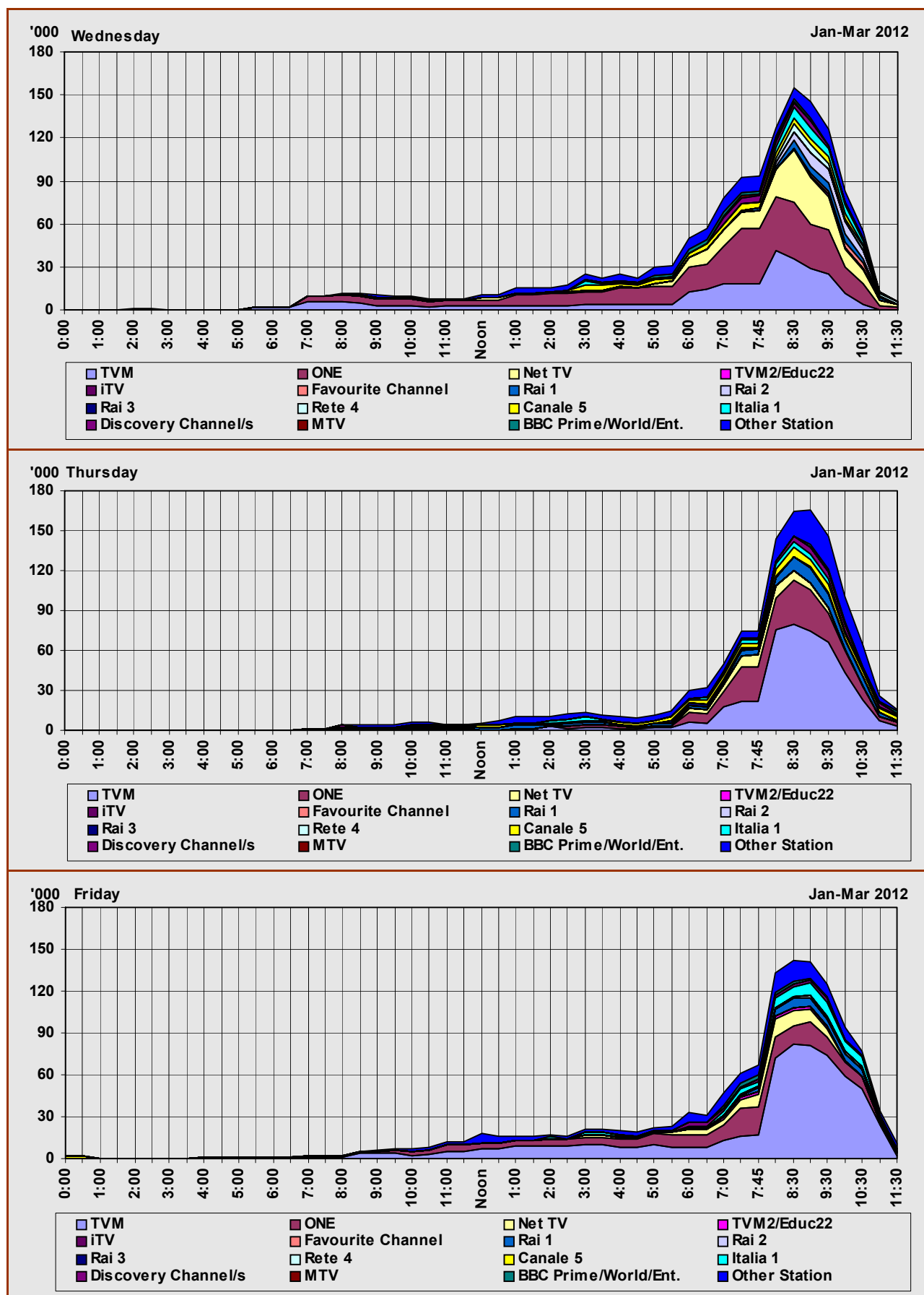


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

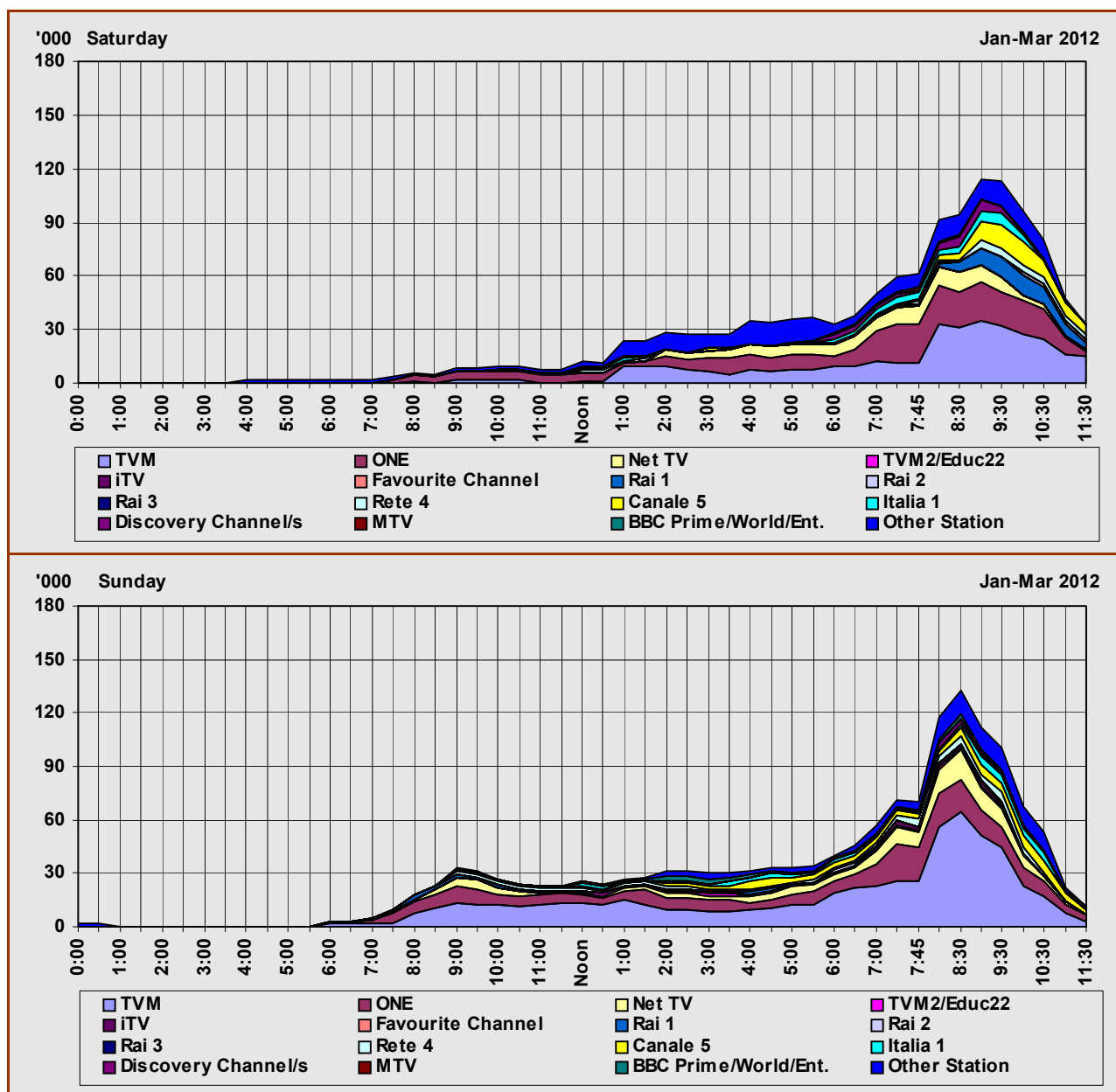


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

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 7.4: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009 – JAN/MAR 2012]

Total Avg.	TVM	ONE	NET TV	SMASH TV	TVM2/EDUC 22	FAVORITE TV	CALYPSO MUSIC TV	ITV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
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
Jul-Sep 2011	20.1	18.9	6.2	0.9	0.1	0.7	0.0	0.2		3.9	1.3	0.1	3.1	5.7	7.5	5.8	1.4	3.0	21.0
Oct-Dec 2011	37.0	20.8	6.4			0.9		0.2	0.2	4.9	1.6	0.1	1.1	4.9	4.7	3.7	0.4	1.8	11.4
Jan-Mar 2012	34.57	22.47	7.93		0.52	0.10		0.17		3.54	0.68	0.08	2.84	5.86	4.65	2.26	0.25	1.25	12.83

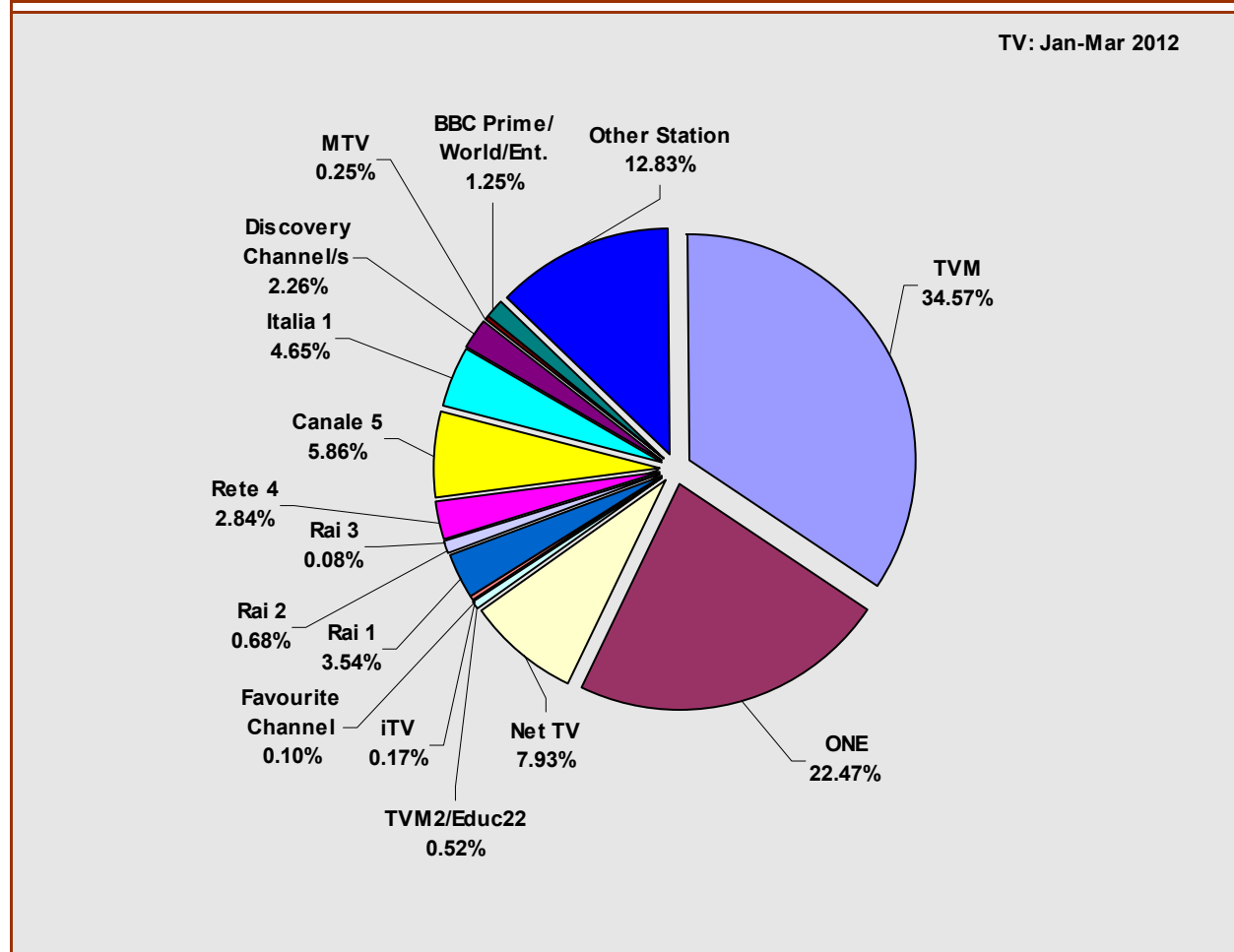


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [JAN/MAR 2012]

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 indicates 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 **3.07 hrs** which was 0.11 hrs [or 00:06:36] less than the average hours consumed the same period last year. 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 – JAN/MAR 2012]

	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	
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
Jul-Sep 2011	3.72	0.50	2.21	3.58	3.14	2.54	3.72	3.63	3.67	2.75	3.52	3.24	2.59	3.02	3.34
Oct-Dec 2011	3.60	0.00	2.47	4.31	3.38	2.15	4.46	3.09	3.26	2.81	3.46	1.99	1.62	3.60	3.12
Jan-Mar 2012	3.10	2.47	2.39	3.87	3.27	1.90	3.58	2.82	4.82	3.43	1.77	3.05	3.81	3.98	2.34

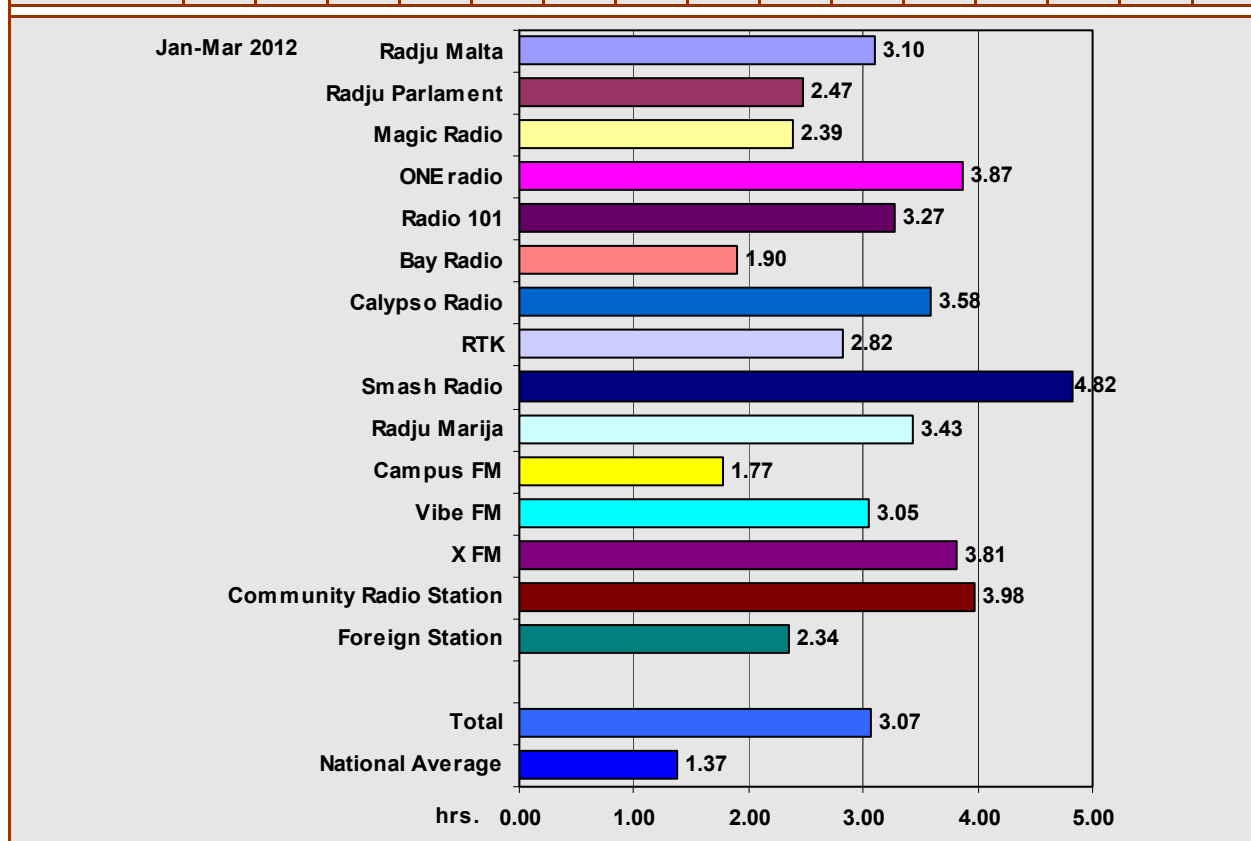


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [JAN/MAR 2012]

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 **1.37 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 30.38% from 4.41hrs for Oct-Dec 2006 to 3.07 hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall national decrease for the whole period from 2006 to-date is of 39.38% [from 2.26 hrs to 1.37 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 – JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2012
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	3.10	3.13	3.07
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	1.62	1.49	1.37

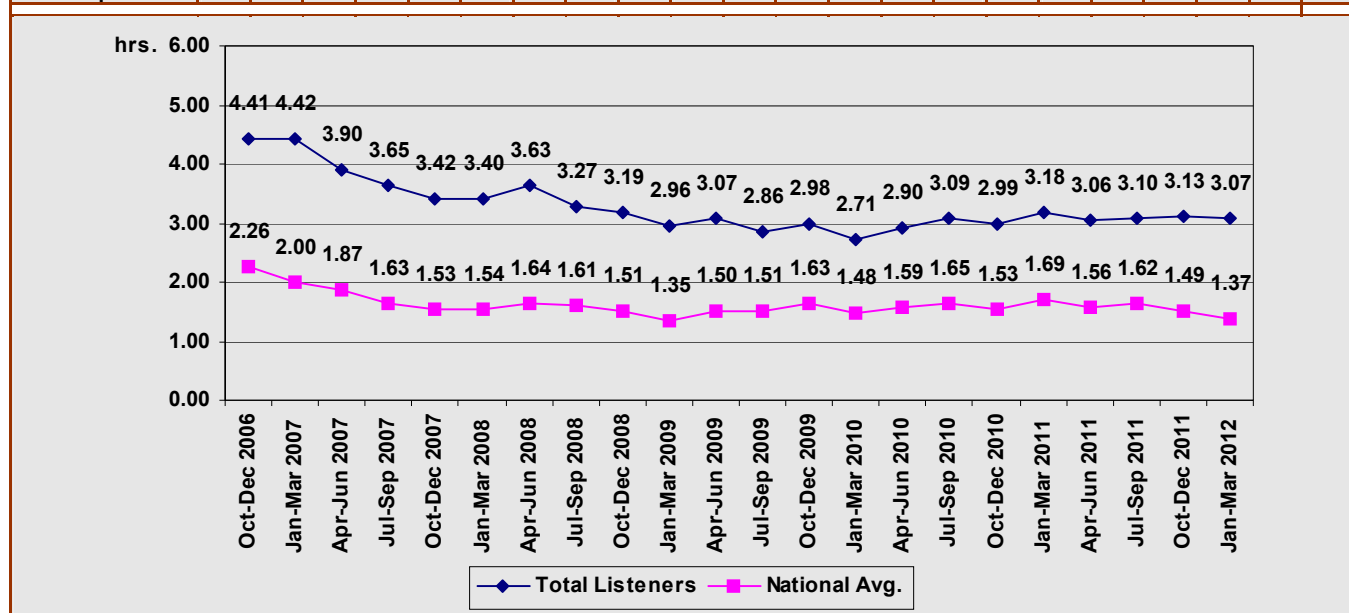


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JAN/MAR 2012]

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 – JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2011
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	3.72	3.60	3.10
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	0.50		2.47
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	2.21	2.47	2.39
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	3.58	4.31	3.87
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	3.14	3.38	3.27
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	2.54	2.15	1.90
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	3.72	4.46	3.58
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	3.63	3.09	2.82
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	3.67	3.26	4.82
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	2.75	2.81	3.43
Campos 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	3.52	3.46	1.77
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	3.24	1.99	3.05
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	2.59	1.62	3.81
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	3.02	3.60	3.98
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	3.34	3.12	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	3.10	3.13	3.07
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	1.62	1.49	1.37

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 **2.59 hrs**. Taking the total number of hours of TV viewing over the whole population, the national average hours of TV viewing consumed stands at **1.71 hrs** every day. The analysis by TV station is represented Table and Figure 8.4 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[OCT/DEC 2009 – JAN/MAR 2012]

	TVM	ONE	Net TV	Smash TV	TVM2/Educ 22	Favorite TV*	Calypso Music TV	iTV	Prime TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC	Prime/Wld/Ent	Other TV stations
Oct-Dec 2009	2.00	2.69	2.37	1.14	1.53	1.93	-	3.00	-	2.06	2.00	1.44	1.92	2.32	1.77	2.06	1.45	1.64	2.23	
Jan-Mar 2010	2.04	3.06	2.58	1.74	0.0	2.82	1.80	0.75	-	2.41	1.98	2.19	2.15	2.44	2.21	1.75	1.62	3.10	2.30	
Apr-Jun 2010	2.27	2.74	2.21	1.27	2.06	1.54	2.00	0.00	-	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	0.00	-	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	0.00	-	2.19	2.14	1.77	2.49	2.47	2.29	2.14	0.92	2.63	2.28	
Jan-Mar 2011	1.96	3.08	2.54	2.58	0.0	3.62	0.0	0.00	-	0.0	1.85	2.32	1.60	2.61	1.93	1.87	2.34	2.25	2.74	
Apr-Jun 2011	2.00	3.47	2.07	2.12	2.12	0.85	0.84	0.00	-	2.04	1.62	2.81	2.01	2.33	2.08	1.67	2.33	2.10	2.12	
Jul-Sep 2011	1.71	3.00	2.26	2.75	1.63	1.74	0.50	5.00	-	2.13	1.77	2.00	2.04	2.33	2.54	2.23	1.64	2.16	2.19	
Oct-Dec 2011	2.35	3.10	2.24	0.00	0.00	2.98	0.00	2.36	6.50	2.96	2.37	2.00	2.04	2.52	2.15	1.98	1.61	2.74	2.17	
Jan-Mar 2012	2.39	3.42	2.50	0.00	3.85	1.59	0.00	3.00	0.00	2.65	1.84	2.25	2.69	3.16	2.18	1.84	1.27	2.54	2.38	

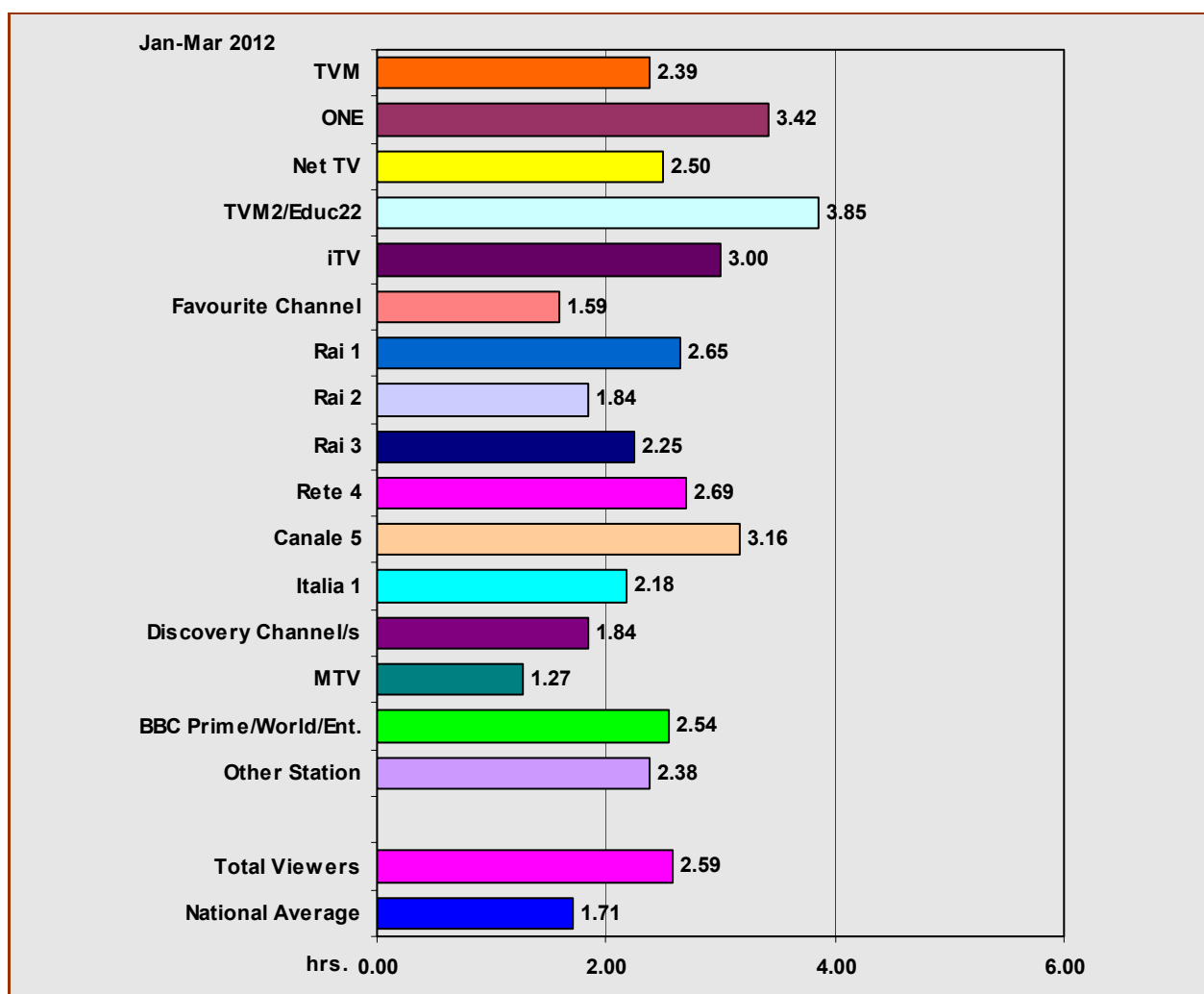


FIGURE 8.4: TV DAILY CONSUMPTION BY HOURS AND BY STATION [JAN/MAR 2012]

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 increased by 11.6% [00:16:12] over the same period last year from 2.32 hrs to 2.59 hrs, and has nearly reached the highest recorded level of 2.66hrs for January-March 2007 – see Table 8.5 and Figure 8.5 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006 – JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2010	Jan-Mar 2012
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	2.19	2.45	2.59
Total Pops	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	1.36	1.63	1.71

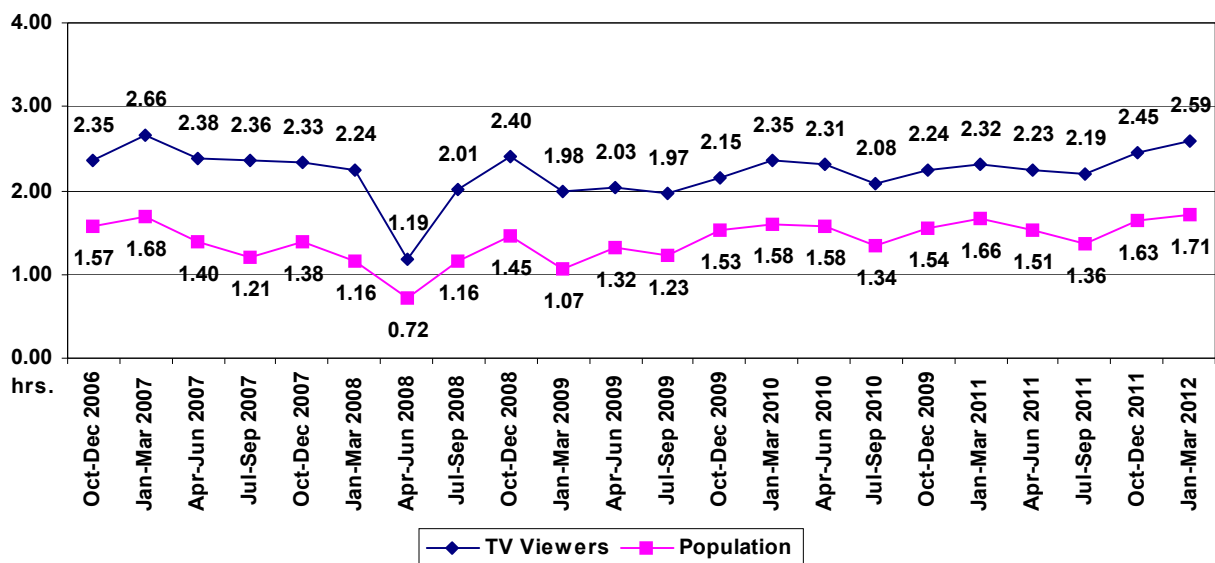


FIGURE 8.5: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JAN/MAR 2011]

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 – JAN/MAR 2012]

	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	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2012
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	1.71	2.35	2.39
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	3.00	3.10	3.42
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	2.26	2.24	2.50
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	2.75		
TVM2/Educ 22	2.75	0.00	0.00	0.00	1.00	0.50	2.63	0.00	0.00	0.00	7.00	0.00	1.53	0.00	2.06	1.47	0.00	0.00	2.12	1.63		3.85
ITV				1.5	0.00	0.00	3.00	0.50	0.00	0.00	0.00	2.00	3.00	0.75	0.00	0.00	0.00	0.00	0.00	5.00	2.36	3.00
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	1.74	2.98	1.59
Calypso Music TV														1.80	2.00	1.60	2.00	0.00	0.84	0.50		
Prime TV																					6.50	
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	2.13	2.96	2.65
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	1.77	2.37	1.84
Rai 3	2.50	1.75	0.00	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	1.20	2.00	2.25
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	2.04	2.04	2.69
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	2.33	2.52	3.16
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	2.54	2.15	2.18
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	2.23	1.98	1.84
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	1.64	1.08	1.27
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										
BBC World	1.00	2.00	0.00	0.00	2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50	1.64	3.10	2.11	2.12	2.63	2.25	2.10	2.16	2.74	2.54
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	2.19	2.17	2.38
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	2.19	2.45	2.59
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	1.36	1.63	1.71

8.3 Radio Consumption by Time Brackets

The same time-brackets used in previous audiences were 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 and Figure 8.7. The same counts were then analysed by broadcasting station; the summary of which is listed in Table and Figure 8.8 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 Table and Figure 8.9, Table and Figure 8.10 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 [JAN/MAR 2012]

TABLE 017: WEIGHTED PUBLIC CONCERN: NON-24 HOUR DISRUPTION BY DISTRICT, BY HOUR GROUP, BY DISTRICTS, BY WEEKDAY AND BY MONTHS (EXTRACT 101)																										
	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	Jan	Feb	Mar
> 6:00	1.15	0.99	1.31	0.00	0.17	1.42	0.59	1.63	1.88	1.27	1.39	0.92	0.54	2.40	1.18	0.53	0.69	0.65	0.91	0.40	1.18	1.99	2.36	0.47	0.78	2.34
6:00-9:00	19.16	17.14	21.20	24.19	17.44	12.70	22.29	18.23	17.56	25.34	16.82	18.70	22.50	21.23	19.34	14.85	17.05	18.54	20.06	19.49	22.84	18.90	16.80	17.32	20.53	20.00
9:00-12:00	34.41	29.76	39.14	8.46	27.16	29.24	35.46	36.25	38.05	35.42	34.61	33.76	34.22	35.40	32.28	40.71	30.96	35.00	36.36	34.86	31.75	37.27	34.32	32.38	35.72	35.56
12:00-17:00	30.99	35.63	26.29	47.89	37.36	39.28	29.49	29.71	28.66	24.32	33.85	29.80	29.30	30.44	31.53	33.31	32.65	33.00	32.14	30.67	30.45	29.72	28.09	34.20	29.24	28.88
17:00-20:00	10.96	12.48	9.41	17.42	11.35	14.64	9.24	11.56	10.42	11.07	10.09	12.38	9.72	9.45	12.95	7.45	15.13	11.84	9.42	11.31	10.32	7.79	11.24	12.73	10.31	9.46
20:00-24:00	3.33	4.00	2.65	2.03	6.53	2.72	2.94	2.63	3.43	2.58	3.25	4.44	3.72	1.08	2.72	3.16	3.52	0.96	1.10	3.28	3.47	4.33	7.20	2.90	3.42	3.76
	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

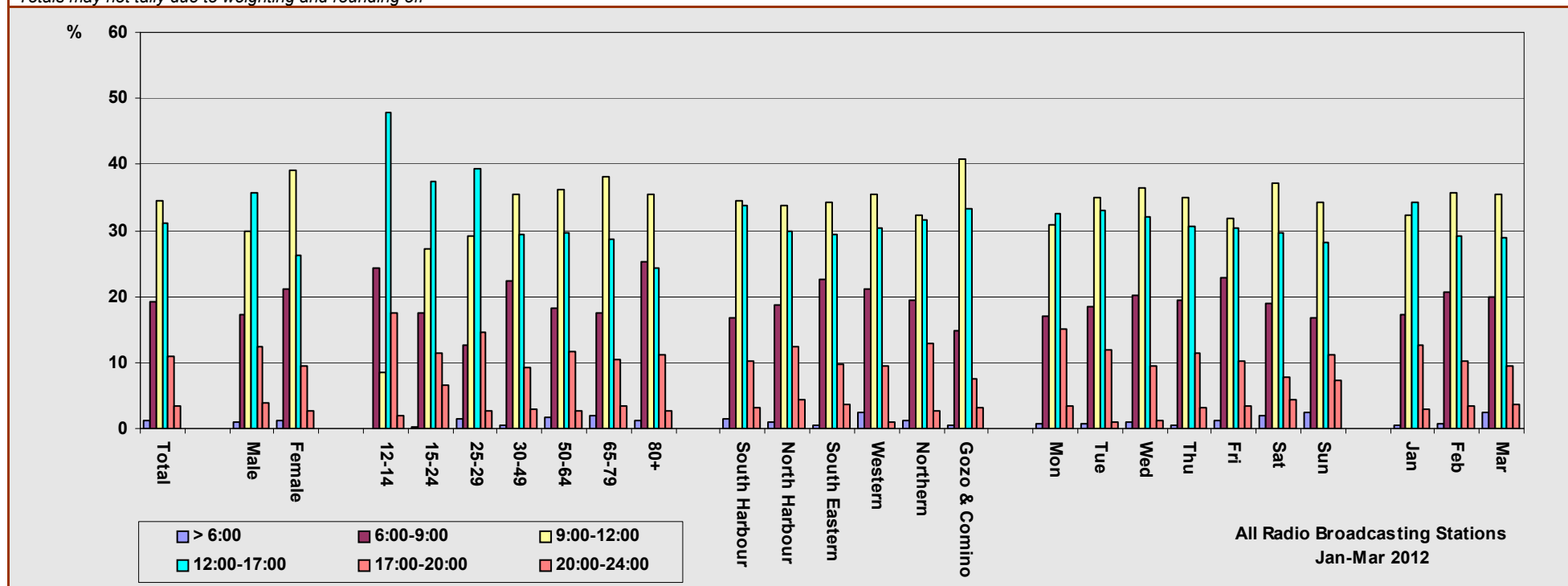


FIGURE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [JAN/MAR 2012]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2012]

	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	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar
Radju Malta	10.55	6.45	14.72	2.64	2.77	2.52	11.34	14.25	11.97	6.30	4.52	10.16	7.89	8.72	22.53	9.72	8.51	12.19	12.94	7.87	18.19	7.32	6.02	11.37	12.41	7.71	
Radju Parlament	0.49	0.30	0.69	0.00	0.00	0.00	1.19	0.10	1.01	0.00	0.21	0.07	0.74	0.00	2.06	0.00	1.07	0.00	0.64	0.00	1.55	0.26	0.00	1.16	0.19	0.00	
Magic Radio	5.88	6.04	5.72	9.32	5.09	10.16	12.24	3.37	0.32	0.00	5.22	3.54	6.72	11.19	5.34	7.57	4.24	2.77	6.32	4.37	8.65	8.79	6.20	4.81	5.28	7.77	
ONE Radio	19.66	16.31	23.05	0.00	7.07	7.32	11.87	22.49	44.65	25.17	34.14	15.12	19.71	23.59	11.69	15.08	15.93	17.89	23.26	16.36	19.90	29.08	14.83	17.27	24.62	17.58	
Radio 101	6.73	7.72	5.73	0.00	0.59	4.55	3.34	11.01	11.56	0.00	1.10	10.28	5.49	5.14	7.08	9.36	10.55	1.75	3.48	7.51	6.21	9.90	8.88	7.42	5.66	6.97	
Bay Radio	10.57	12.42	8.68	64.77	30.27	12.06	16.62	2.44	0.00	0.00	6.94	12.47	11.21	7.49	13.41	8.56	6.88	15.33	8.92	11.69	10.69	8.51	11.09	10.32	11.45	9.98	
Calypso Radio	11.25	14.22	8.23	0.00	1.70	11.43	11.46	17.21	8.41	0.00	12.04	10.85	22.15	9.55	3.05	8.08	12.36	10.76	8.76	11.41	4.54	10.05	21.83	9.57	11.60	12.93	
RTK	9.75	6.42	13.12	0.00	1.21	5.88	3.94	16.18	13.92	12.93	7.89	6.79	8.45	12.16	11.05	24.22	9.28	9.66	8.82	7.01	8.72	8.40	16.83	8.37	7.49	13.66	
Smash Radio	3.88	5.13	2.61	0.00	7.59	0.79	4.61	3.56	0.00	7.93	0.99	7.24	2.72	6.97	0.27	0.00	5.08	1.67	4.88	9.34	2.62	3.07	0.47	4.05	2.79	4.76	
Radju Marija	5.15	2.67	7.67	0.00	1.04	0.00	4.53	2.75	7.23	44.63	1.91	6.55	3.20	4.54	10.45	0.00	5.37	9.18	4.55	1.90	4.98	5.44	4.33	6.28	3.82	5.13	
Campus FM	0.51	0.53	0.50	0.00	0.00	0.00	0.93	0.38	0.93	0.00	0.75	0.19	0.31	1.02	0.89	0.00	0.49	0.30	0.12	0.33	1.36	0.99	0.00	0.52	0.71	0.30	
Vibe FM	5.82	8.59	3.01	19.89	28.06	15.93	3.07	0.65	0.00	0.00	6.57	5.17	5.95	5.75	6.32	5.71	9.92	5.78	4.34	4.87	4.09	4.90	7.47	8.30	3.49	5.16	
XFM	6.47	8.60	4.30	3.38	14.05	19.72	9.42	2.59	0.00	0.00	10.77	7.20	5.29	2.07	5.49	5.67	8.98	5.49	4.74	16.02	8.15	0.83	0.68	6.80	8.65	3.88	
Community Stations	2.17	2.82	1.52	0.00	0.40	9.16	2.40	2.66	0.00	0.00	3.38	3.76	0.00	0.00	0.00	6.03	0.83	6.71	4.37	0.10	0.00	1.34	1.23	3.28	1.05	1.97	
Foreign &/ Other Station	1.12	1.78	0.45	0.00	0.16	0.48	3.06	0.35	0.00	3.04	3.56	0.61	0.18	1.80	0.37	0.00	0.50	0.54	3.86	1.23	0.34	1.14	0.14	0.49	0.80	2.21	
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

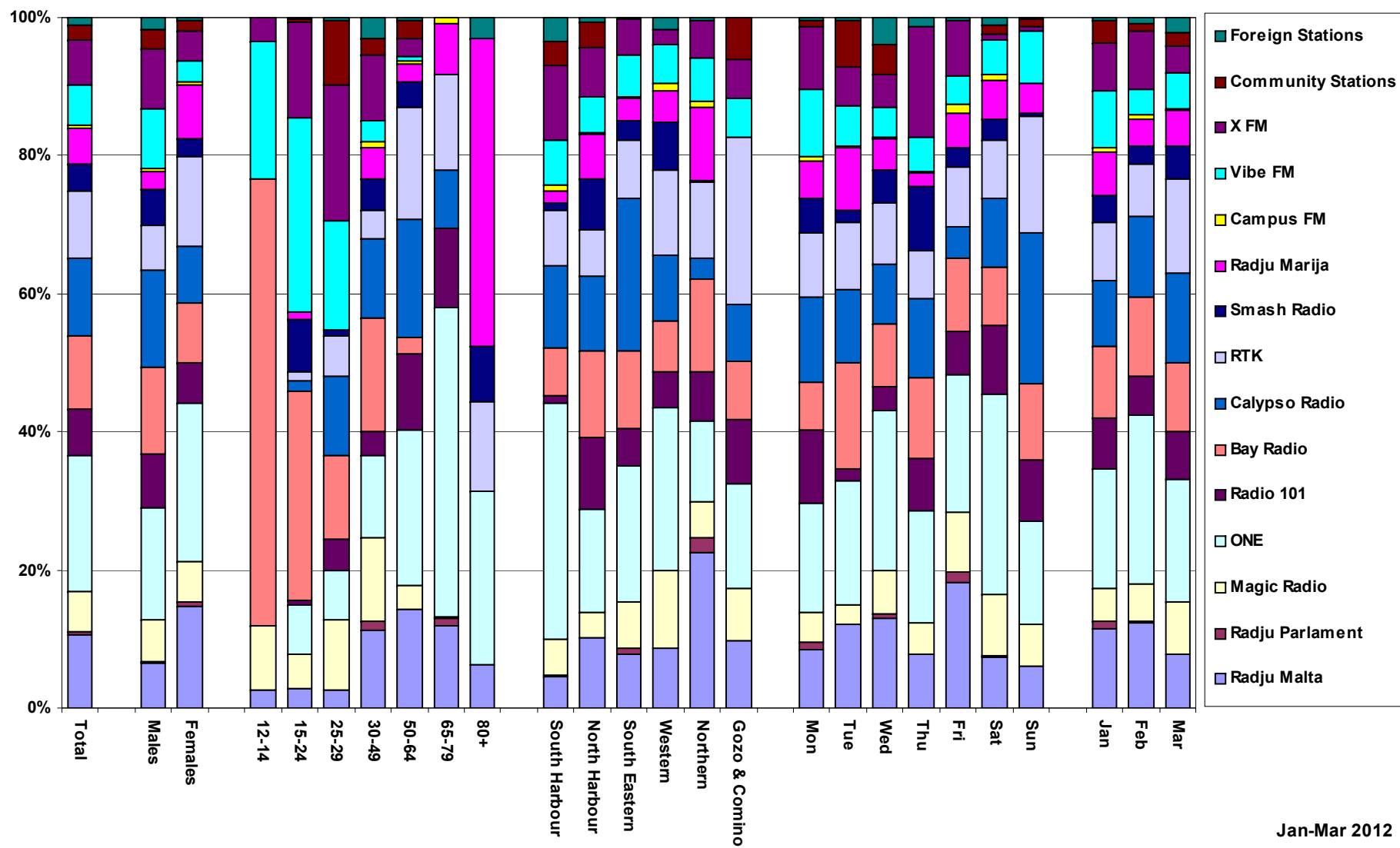


FIGURE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2012]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JAN/MAR 2012]

	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	Jan	Feb	Mar
>12:00	6.87	5.62	7.80	9.41	6.59	0.20	7.80	7.39	5.80	8.39	6.85	9.41	5.07	5.53	7.18	0.77	4.95	3.86	7.37	3.42	5.92	6.03	15.19	4.95	5.47	10.69
12:00-19:00	24.41	17.73	29.34	30.68	27.93	26.39	22.11	21.83	28.57	25.35	26.06	23.83	28.28	25.27	19.76	17.46	31.42	16.14	24.28	15.03	22.13	30.00	29.88	24.86	25.85	22.20
19:00-20:30	24.88	26.56	23.64	20.91	23.23	25.03	24.34	25.70	25.08	31.85	24.16	24.15	26.03	24.07	24.59	31.61	26.14	28.64	27.47	27.28	23.75	19.96	21.23	27.68	23.84	22.92
20:30-22:00	30.15	34.01	27.30	31.00	28.82	30.97	31.85	30.31	27.25	28.96	28.21	28.55	28.15	31.52	35.77	36.47	26.86	38.76	29.92	37.94	31.55	24.53	23.31	29.68	30.35	30.44
22:00-24:00	13.69	16.09	11.93	8.00	13.42	17.42	13.90	14.78	13.30	5.45	14.73	14.05	12.47	13.60	12.70	13.70	10.64	12.59	10.97	16.33	16.65	19.48	10.39	12.82	14.49	13.75
	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

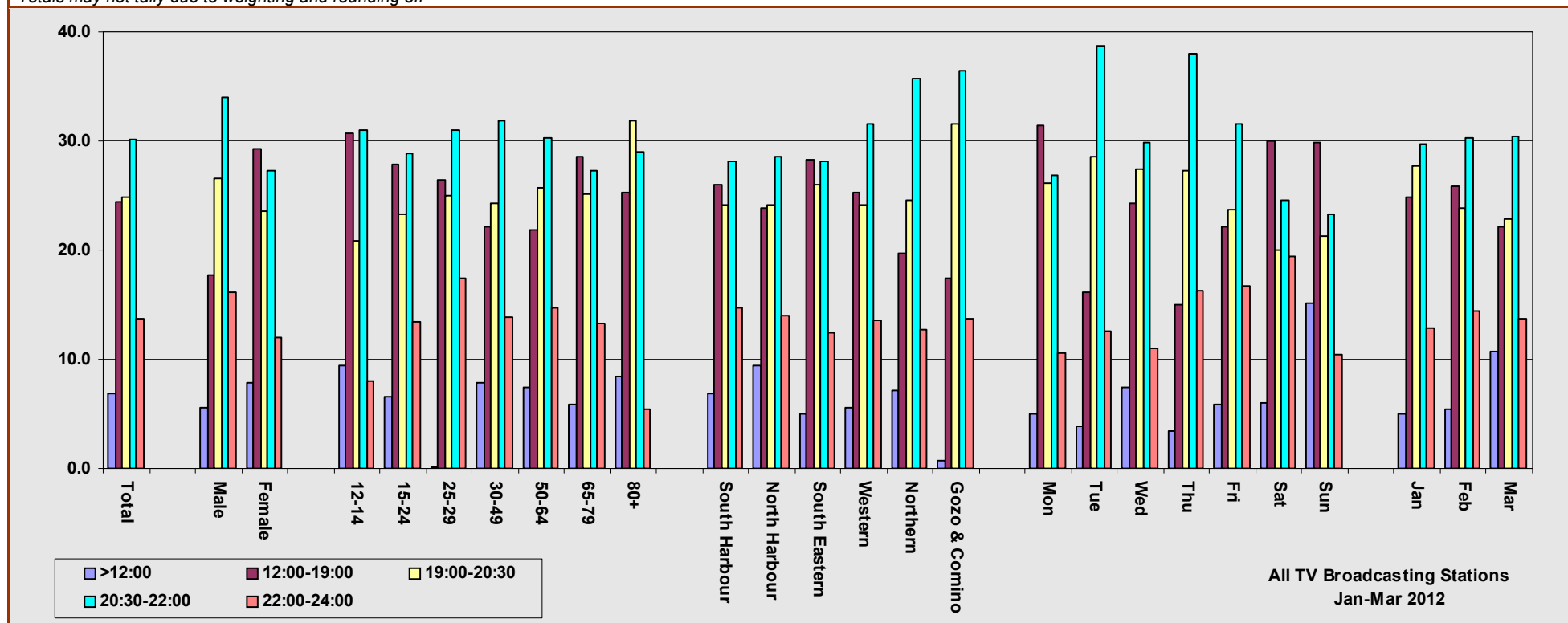
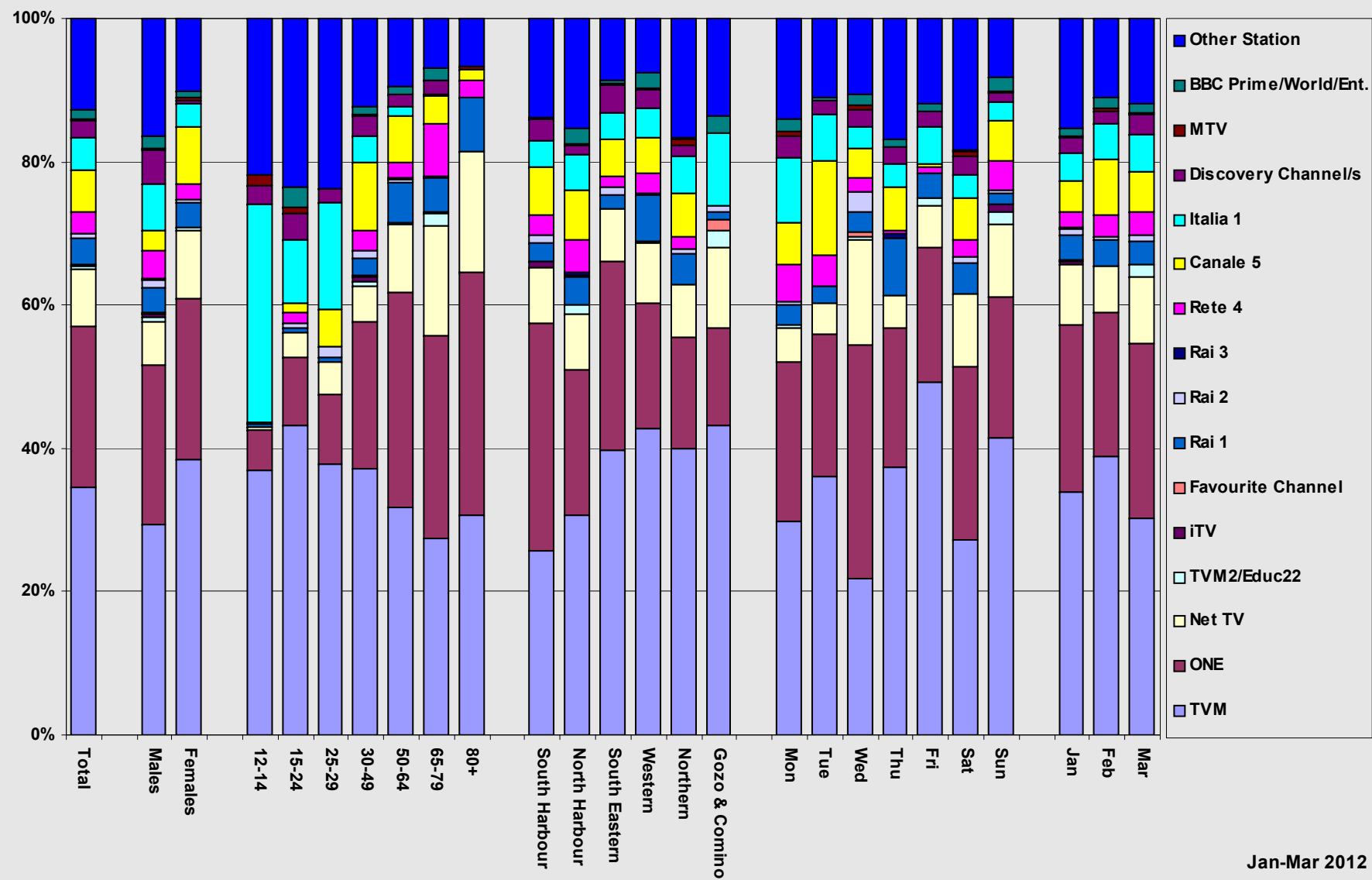


FIGURE 8.9 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JAN/MAR 2012]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2012]

	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	Eastern South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jan	Feb	Mar	
TVM	34.57	29.40	38.39	36.99	43.20	37.78	37.20	31.74	27.52	30.75	25.63	30.61	39.80	42.87	39.93	43.13	29.86	36.15	21.87	37.29	49.32	27.21	41.55	33.97	38.92	30.15	
One	22.47	22.28	22.62	5.60	9.45	9.74	20.51	30.03	28.24	33.88	31.87	20.39	26.27	17.45	15.53	13.74	22.23	19.86	32.56	19.51	18.75	24.09	19.53	23.30	20.02	24.42	
Net TV	7.93	6.04	9.32	0.34	3.55	4.53	4.99	9.44	15.31	16.84	7.75	7.78	7.31	8.44	7.44	11.24	4.80	4.25	14.73	4.52	5.75	10.19	10.25	8.33	6.40	9.27	
TVM2/Educ22	0.52	0.62	0.45	0.00	0.00	0.00	0.66	0.21	1.66	0.00	0.00	1.34	0.00	0.00	0.00	2.33	0.37	0.00	0.42	0.00	1.07	0.00	1.63	0.00	0.00	1.73	
iTV	0.17	0.39	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.49	0.00	0.00	
Favorite Channel	0.10	0.18	0.04	0.00	0.00	0.00	0.25	0.00	0.16	0.00	0.00	0.00	0.00	0.18	0.00	1.46	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.29	0.00	0.00	
Rai 1	3.54	3.58	3.51	0.49	0.69	0.72	2.45	5.63	4.76	7.58	2.69	3.72	1.91	6.42	4.37	1.02	2.79	2.35	2.71	8.02	3.42	4.47	1.55	3.47	3.81	3.31	
Rai 2	0.68	1.05	0.41	0.00	0.59	1.46	1.04	0.50	0.42	0.00	1.04	0.42	1.11	0.27	0.50	0.99	0.40	0.00	2.93	0.00	0.00	0.83	0.39	0.76	0.40	0.92	
Rai 3	0.08	0.19	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.24	0.00	0.00	
Rete 4	2.84	3.87	2.09	0.00	1.58	0.00	2.77	2.14	7.17	2.30	2.75	4.51	1.62	2.83	1.76	0.00	5.32	4.28	1.85	0.52	1.00	2.39	4.13	2.17	3.12	3.28	
Canale 5	5.86	2.89	8.04	0.28	1.27	5.13	9.43	6.40	3.99	1.42	6.79	6.95	5.07	4.90	6.15	0.00	5.68	13.31	4.18	6.05	0.48	5.83	5.70	4.37	7.59	5.51	
Italia 1	4.65	6.45	3.32	30.36	8.77	14.89	3.67	1.35	0.23	0.00	3.60	5.03	3.77	4.17	5.05	10.11	9.02	6.48	3.03	3.25	5.08	3.23	2.59	3.73	5.09	5.18	
Discovery Channel	2.26	4.78	0.39	2.65	3.64	1.98	2.82	1.61	1.86	0.00	3.14	1.27	3.90	2.46	1.64	0.00	3.13	1.89	2.42	2.37	2.07	2.60	1.33	2.34	1.64	2.89	
MTV	0.25	0.17	0.30	1.40	0.94	0.00	0.22	0.00	0.00	0.49	0.00	0.34	0.14	0.24	0.71	0.00	0.53	0.00	0.56	0.00	0.00	0.48	0.10	0.07	0.49	0.17	
BBC Prime/World/Ent	1.25	1.67	0.94	0.00	2.70	0.00	1.17	1.08	1.72	0.00	0.19	2.14	0.49	2.19	0.35	2.47	1.93	0.47	1.53	1.02	1.23	0.34	2.01	1.04	1.43	1.27	
Other TV station	12.83	16.43	10.17	21.89	23.60	23.76	12.27	9.60	6.96	6.74	13.79	15.25	8.61	7.59	16.57	13.51	13.95	10.97	10.56	16.84	11.82	18.34	8.18	15.43	11.10	11.91	
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



Jan-Mar 2012

FIGURE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2012]

8.5 What 12-14 year olds are viewing?

Interesting to note is the spread of TV viewing of 12-14 years olds. TV viewing of this group is spread amongst all the time-brackets discussed above [see Table 8.9] with 9.41% of this group viewing television before noon, 31.0% of this group at prime time, while 8.0% view television after 10:00 pm. Besides, 36.00% of this group stated that they watch TVM, 30.36% watch Italia 1, and 21.89 watch Other TV station [see Table 8.10 above].

Analyzed by weekday, viewing was consistent throughout the whole week with the highest percentage for Mondays [20.0%], Thursdays [17.56%] and Fridays [16.62%] while the lowest amount of viewers of this age group was for Sundays at 5.39% – see Table and Figure 8.11 below. During this period viewings was exceptionally high at just the pre and post the watershed from 20:30 to 22:00 on Thursdays [51.25%], Tuesdays [41.90%] and Saturdays [39.82%]. TV viewing after 10:00 pm was highest on Fridays with 15.87%, Thursdays [11.1%], and Tuesdays [10.65%].

TABLE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [JAN/MAR 2012]

	Total	Mon	Tue	Wed	Thu	Fri	Sat	Sun
>12:00	5,166	2,147	0	0	354	632	1,737	296
12:00-19:00	16,847	6,461	1,454	2,639	966	2,874	461	1,993
19:00-20:30	11,486	1,543	2,562	2,377	2,312	1,661	1,030	0
20:30-22:00	17,027	684	3,547	2,263	4,943	2,511	2,406	674
22:00-24:00	4,391	148	902	415	1,071	1,448	408	0
	54,918	10,983	8,465	7,694	9,645	9,126	6,042	2,962
Row %	100.0	20.00	15.41	14.01	17.56	16.62	11.00	5.39
>12:00	9.41	19.55	0.00	0.00	3.67	6.92	28.75	9.98
12:00-19:00	30.68	58.82	17.18	34.30	10.01	31.50	7.63	67.27
19:00-20:30	20.91	14.05	30.27	30.90	23.97	18.20	17.05	0.00
20:30-22:00	31.00	6.23	41.90	29.41	51.25	27.52	39.82	22.74
22:00-24:00	8.00	1.35	10.65	5.40	11.10	15.87	6.75	0.00
Col %	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

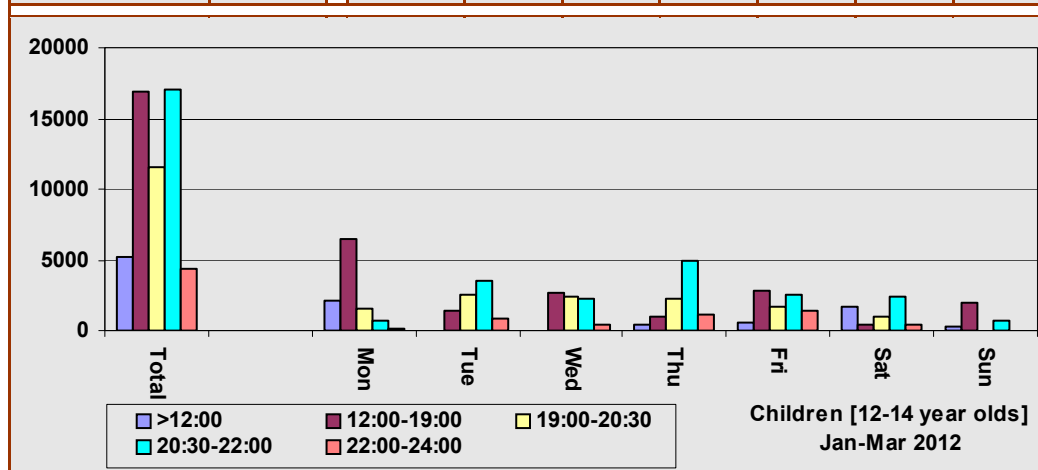


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [JAN/MAR 2012]

Analyzed by broadcasting station, TVM was the most watched channel by 12-14 year olds with 50.35% [10,229 out of 20,313] watching TVM post the watershed – see Table and Figure 8.12 below. Italia 1 was the next station that was most, especially during the early afternoon; this was followed by Disney Channel and the local station ONE.

TABLE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [JAN/MAR 2012]

	Total	TVM	ONE	Net TV	Rai 1	Canale 5	Italia 1	Discovery Channel/s	MTV	Cartoon Network	Disney Channel	Ei	Entertainment Fine Living Network	GO Sports	Jinx	La 5	Nickelodeon	Style
>12:00	5,166	354	0	0	0	0	2,147	0	0	632	1,679	0	0	0	0	0	0	354
12:00-19:00	16,847	2,015	1,373	0	0	154	6,369	1,454	296	773	3,122	461	461	0	0	370	0	0
19:00-20:30	11,486	4,919	0	185	0	0	3,463	0	474	142	922	0	0	0	0	0	1381	0
20:30-22:00	17,027	10,229	1,704	0	268	0	3,391	0	0	142	526	0	0	230	537	0	0	0
22:00-24:00	4,391	2,796	0	0	0	0	1,305	0	0	0	290	0	0	0	0	0	0	0
	54,918	20,313	3,077	185	268	154	16,675	1,454	769	1,689	6,538	461	461	230	537	370	1381	354
		Local: 42.93%			Foreign: 35.18%					Foreign "Other Stations": 21.89%								

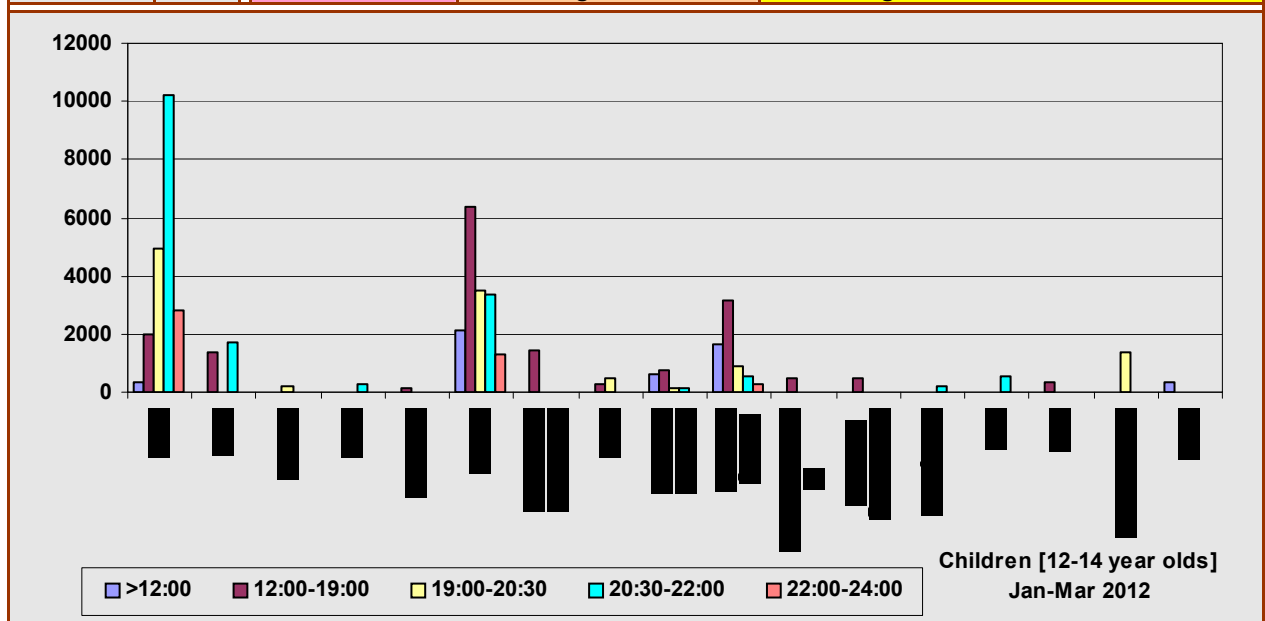


FIGURE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [JAN/MAR 2012]

Analysed by time slot, no 12-14 year olds were registered as televiewers before 08:00am and the stations mostly followed by noon were Italia 1 and Disney Channel. Between noon and 7:00 pm again audiences were most for these two stations while audiences for TVM started picking up and it ranked the third most followed station. By 8:00 pm TVM ranked first while those for other stations diminished by about 50%. Prime time viewing by children ranked highest for TVM which attracted 60% of all viewers [10,229 out of 17,027 for 20:30-22:00] – see Table and Figure 8.13 below.

TABLE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [JAN/MAR 2012]

	TVM	ONE	Net TV	Rai 1	Canale 5	Italia 1	Discovery Channel/s	MTV	Cartoon Network	Disney Channel	E!	Entertainment	Fine Living Network	GO Sports	Jinx	La 5	Nickelodeon	Style	Total
7:00	0	0	0	0	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	0	0	0	0
8:00	177	0	0	0	0	268	0	0	0	0	0	0	0	0	0	0	0	177	623
8:30	177	0	0	0	0	268	0	0	0	0	0	0	0	0	0	0	0	177	623
9:00	0	0	0	0	0	268	0	0	0	378	0	0	0	0	0	0	0	0	647
9:30	0	0	0	0	0	268	0	0	0	378	0	0	0	0	0	0	0	0	647
10:00	0	0	0	0	0	268	0	0	158	230	0	0	0	0	0	0	0	0	657
10:30	0	0	0	0	0	268	0	0	158	230	0	0	0	0	0	0	0	0	657
11:00	0	0	0	0	0	268	0	0	158	230	0	0	0	0	0	0	0	0	657
11:30	0	0	0	0	0	268	0	0	158	230	0	0	0	0	0	0	0	0	657
	354	0	0	0	0	2147	0	0	632	1679	0	0	0	0	0	0	0	354	5166
Noon	0	0	0	0	0	268	0	0	158	0	0	230	0	0	0	0	0	0	657
12:30	0	0	0	0	0	268	0	0	158	0	0	230	0	0	0	0	0	0	657
1:00	0	0	0	0	0	268	0	0	158	372	0	0	0	0	0	0	0	0	799
1:30	0	215	0	0	0	268	0	0	158	372	0	0	0	0	0	0	0	0	1,014
2:00	0	215	0	0	0	268	0	0	0	0	0	0	0	0	0	0	0	0	484
2:30	0	215	0	0	0	268	0	0	142	0	0	0	0	0	0	0	0	0	626
3:00	0	215	0	0	0	1,014	154	148	0	0	230	0	0	0	0	0	0	0	1,761
3:30	0	215	0	0	0	745	154	148	0	0	230	0	0	0	0	0	0	0	1,493
4:00	269	0	0	0	0	745	154	0	0	230	0	0	0	0	0	185	0	0	1,583
4:30	269	0	0	0	0	568	154	0	0	154	0	0	0	0	0	185	0	0	1,330
5:00	499	0	0	0	0	268	331	0	0	487	0	0	0	0	0	0	0	0	1,585
5:30	269	0	0	0	0	268	154	0	0	487	0	0	0	0	0	0	0	0	1,178
6:00	354	148	0	0	0	574	177	0	0	510	0	0	0	0	0	0	0	0	1,764
6:30	354	148	0	0	154	574	177	0	0	510	0	0	0	0	0	0	0	0	1,917
	2015	1373	0	0	154	6369	1454	296	773	3122	461	461	0	0	0	370	0	0	16847
7:00	1,045	0	0	0	0	678	0	158	0	230	0	0	0	0	0	0	460	0	2,572
7:30	777	0	0	0	0	855	0	158	0	230	0	0	0	0	0	0	460	0	2,480
7:45	777	0	0	0	0	855	0	158	0	230	0	0	0	0	0	0	460	0	2,480
8:00	2,321	0	185	0	0	1,075	0	0	142	230	0	0	0	0	0	0	0	0	3,953
	4919	0	185	0	0	3463	0	474	142	922	0	0	0	0	0	0	1381	0	11486
8:30	3,735	960	0	268	0	1,075	0	0	142	230	0	0	230	0	0	0	0	0	6,641
9:00	3,631	744	0	0	0	1,158	0	0	0	148	0	0	0	268	0	0	0	0	5,949
9:30	2,863	0	0	0	0	1,158	0	0	0	148	0	0	0	268	0	0	0	0	4,437
	10229	1704	0	268	0	3391	0	0	142	526	0	0	230	537	0	0	0	0	17027
10:00	1,490	0	0	0	0	1,158	0	0	0	290	0	0	0	0	0	0	0	0	2,937
10:30	769	0	0	0	0	148	0	0	0	0	0	0	0	0	0	0	0	0	916
11:00	384	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	384
11:30	154	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154
	2796	0	0	0	0	1305	0	0	0	290	0	0	0	0	0	0	0	0	2796
Total	20,313	3,077	185	268	154	16,675	1,454	769	1,689	6,538	461	461	230	537	370	1381	354	55,249	

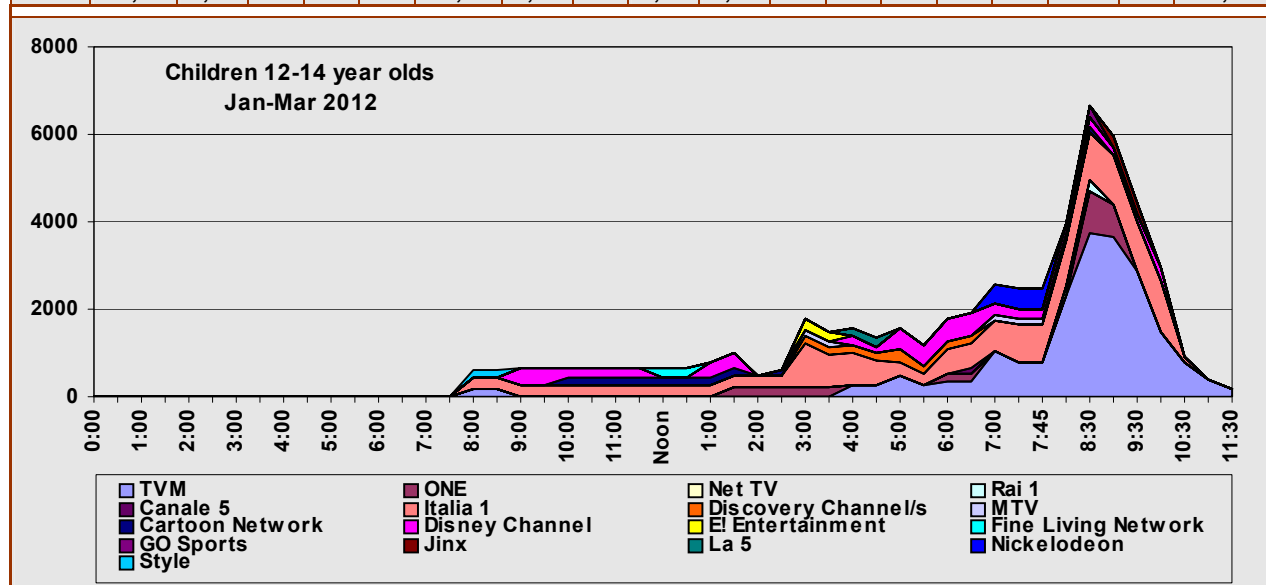


FIGURE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [JAN/MAR 2012]

9. TV PROGRAMME PREFERENCES

Respondents were asked which “their most favourite three programmes” were. This is not a ‘beauty content’ between programmes or producers, but rather the Authority wants to research what type of programmes local consumers would prefer. Nor does it represent the actual audiences shares of particular programmes attained by the respective broadcasting stations through the analysis of the weekday half-hour slots as discussed earlier. The analysis of this data would help producers and broadcasters better develop their services on broadcast media according to the expectations of consumers.

Instead of listing a series of programme genres which respondents could choose from [such as local news; foreign news; current affairs; sports; weather; feature films; serials and soap operas; documentaries; etc] it was decided to ask for the three most preferred programmes. The determination of genres of programmes broadcast is not always clear, as most locally produced programmes would fall in more than one single genre. To take an example, the main news bulletin at prime time could easily contain various genres as local news, foreign news, news features, current affairs exponents, sports summery bulletin, as well as the weather forecast. Morning breakfast shows would then contain a synopsis of all these included with other programme sections as childrens’ corner, household maintenance, art and culture, and quizzes/game shows/variety creations.

The programmes named in no way reflect the quality of the programmes broadcast as theoretical quality in media would also consider other areas as broadcasting compliance by broadcasters, resources deployment, and staff professionalism. However, it does indicate consumers’ perception of media with regard to its perceived three major areas: entertainment, information and education.

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

The programmes mentioned were classified according to their declared order by each respondent [i.e. the first, second and theird named programme]; 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 checked for repeated series on the same or other broadcasting station. Some of the programmes named either were of a generic nature, broadcast on radio or on the digital/cable network; or could not be properly identified as the programme named was a combination of programmes.

Named programmes that were re-runs were classified separately and not according to the time that they were re-broadcast.

The full list of programmes and their percentage to total programmes quoted for this assessment period is found in Part Two of this report; Table 9.1 below gives a summary of all the responses received for the last five broadcasting quarters; while Table 9.2 gives the analysis of this quarter by gender, by age group, and by district.

TABLE 9.1: FAVORITE PROGRAMMES BY QUARTER [OCT/DEC 2010 – JAN/MAR 2012]

	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2012
All Respondents	358,997	366,503	369,716	370,215	370,812	371,359
Do not watch TV	9,691	8,930	24,106	21,195	25,638	14,404
Do not watch Local Prog.	58,816	56,391	88,167	98,848	80,746	73,195
No Favourite Programme	36,840	43,392	12,339	27,917	553	17,049
	105,347	108,713	124,612	147,960	106,937	104,649
1st Named programme	253,650 70.7%	257,790 70.3%	245,104 66.3%	222,255 60.0%	263,875 71.2%	266,710 71.8%
2nd Named programme	188,984 52.6%	207,407 56.6%	185,023 50.0%	159,694 43.1%	206,073 55.6%	206,861 55.7%
3rd Named programme	125,101 34.8%	144,901 39.5%	114,697 31.0%	102,369 27.7%	146,304 39.5%	146,567 39.5%
Total	567,735 158.1%	610,098 166.5%	544,824 147.4%	484,318 130.8%	616,252 166.2%	620,138 167.0%

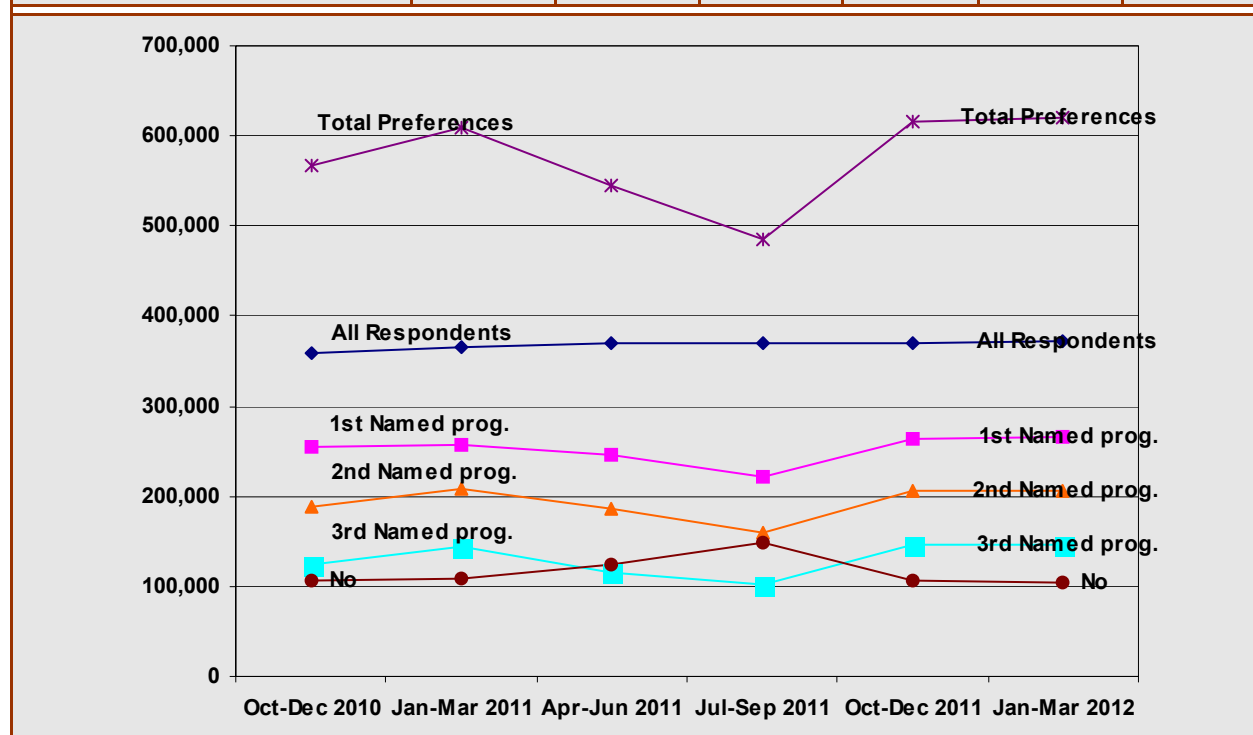


FIGURE 9.1: FAVOURITE PROGRAMMES BY QUARTER [OCT/DEC 2010 – JAN/MAR 2012]

TABLE 9.2: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2012]

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
All Respondents	371,359	183,811	187,547	17,281	59,704	25,352	111,010	97,399	47,774	12,840	73,557	109,216	55,042	52,017	53,386	28,142
Do not watch TV	14,404	7,632	6,772	357	2,667	707	4,538	3,491	2,165	479	1,632	3,381	3,764	1,839	1,173	2,615
Do not watch Local Prog.	73,195	42,014	31,181	2,656	14,467	6,870	22,300	17,012	6,828	3,062	13,224	25,076	10,710	8,413	11,392	4,379
No Favorite Programme	17,049	10,827	6,223	1,049	2,031	574	6,403	3,316	2,356	1,321	4,342	5,863	2,498	1,076	1,780	1,490
	104,649	60,473	44,176	4,062	19,165	8,151	33,241	23,819	11,349	4,862	19,199	34,321	16,972	11,329	14,345	8,484
1st Named programmes	266,710	123,338	143,372	13,219	40,539	17,200	77,769	73,580	36,425	7,978	54,358	74,895	38,071	40,688	39,041	19,657
	43.0%	45.4%	41.2%	41.4%	44.8%	44.7%	42.2%	42.2%	42.8%	51.5%	42.7%	43.2%	41.4%	43.9%	43.3%	43.8%
	100%	46.2%	53.8%	5.0%	15.2%	6.4%	29.2%	27.6%	13.7%	3.0%	20.4%	28.1%	14.3%	15.3%	14.6%	7.4%
2nd Named programmes	206,861	89,424	117,437	10,671	30,377	12,334	59,907	58,428	29,902	5,242	42,689	58,067	30,315	30,320	30,478	14,993
	33.4%	32.9%	33.7%	33.4%	33.6%	32.1%	32.5%	33.5%	35.2%	33.8%	33.5%	33.5%	33.0%	32.7%	33.8%	33.4%
	100%	43.2%	56.8%	5.2%	14.7%	6.0%	29.0%	28.2%	14.5%	2.5%	20.6%	28.1%	14.7%	14.7%	14.7%	7.2%
3rd Named programmes	146,567	59,145	87,422	8,063	19,601	8,939	46,787	42,218	18,684	2,274	30,208	40,272	23,526	21,648	20,672	10,240
	23.6%	21.8%	25.1%	25.2%	21.7%	23.2%	25.4%	24.2%	22.0%	14.7%	23.7%	23.2%	25.6%	23.4%	22.9%	22.8%
	100%	40.4%	59.6%	5.5%	13.4%	6.1%	31.9%	28.8%	12.7%	1.6%	20.6%	27.5%	16.1%	14.8%	14.1%	7.0%
Total	620,138	271,907	348,231	31,953	90,517	38,474	184,463	174,225	85,011	15,494	127,255	173,234	91,911	92,656	90,192	44,891
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	43.8%	56.2%	5.2%	14.6%	6.2%	29.7%	28.1%	13.7%	2.5%	20.5%	27.9%	14.8%	14.9%	14.5%	7.2%

[Count; Col %; Row %]

Totals may not tally due to weighting and rounding off

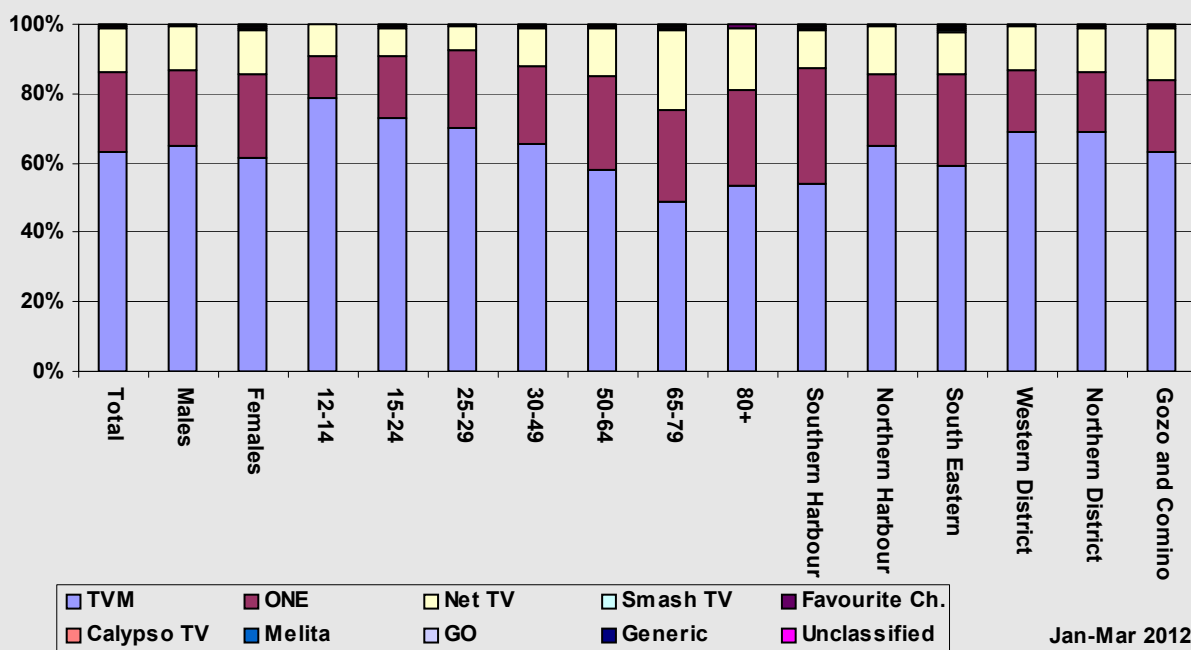
Over the past six broadcast quarters the percentage of consumers who were able to identify their most three favourite programmes have remained nearly within the same percentage levels respectively. Of note are those who have stated that they do not watch TV, do not watch local programmes, and do not have a favourite programme. For this group there was a substantial increase during the summer period of July-September 2011, while for this period this group registered the lowest amount at 104,649. On the other hand, the total percentage of all named programmes has slightly increased by 0.8% over the previous quarter from 166.2% to 167.0%

Out of all the programmes named, TVM got 62.959% of all counts, followed by ONE with 23.103% and Net TV with 12.767; while 0.101% of all programmes named were unclassified and 0.245% were of a generic programme type – see Table and Figure 9.3 below.

**TABLE 9.3: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 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	390,432	176,132	214,300	25,185	65,929	27,068	121,136	101,241	41,609	8,263	68,667	112,787	54,663	63,667	62,145	28,503
ONE	143,271	59,412	83,859	3,801	16,449	8,550	40,843	46,796	22,552	4,279	42,480	35,280	23,784	16,651	15,851	9,225
Net TV	79,171	34,124	45,047	2,967	7,356	2,641	20,236	24,048	19,145	2,779	13,701	24,460	11,482	11,817	11,172	6,539
Smash TV	1,391	368	1,023	0	0	0	158	473	760	0	841	0	549	0	0	0
Favorite TV	3,208	517	2,691	0	296	215	1,090	1,102	331	174	1,060	486	392	521	473	276
Calypso TV	218	0	218	0	0	0	0	218	0	0	0	0	0	0	218	0
Melita	154	0	154	0	154	0	0	0	0	0	0	0	154	0	0	0
GO	148	148	0	0	148	0	0	0	0	0	0	0	0	0	148	0
Generic Prog.	1,518	960	558	0	0	0	754	347	417	0	506	221	444	0	0	347
Unclassified	628	248	381	0	185	0	248	0	196	0	0	0	444	0	185	0
	620,138	271,907	348,231	31,953	90,517	38,474	184,463	174,225	85,011	15,494	127,255	173,234	91,911	92,656	90,192	44,891
%																
TVM	62.959	64.776	61.540	78.819	72.837	70.354	65.669	58.109	48.945	53.329	53.960	65.107	59.473	68.714	68.903	63.495
ONE	23.103	21.850	24.082	11.895	18.173	22.223	22.141	26.860	26.529	27.618	33.382	20.366	25.877	17.970	17.575	20.551
Net TV	12.767	12.550	12.936	9.286	8.126	6.863	10.970	13.803	22.521	17.933	10.766	14.119	12.493	12.754	12.387	14.567
Smash TV	0.224	0.135	0.294	0.000	0.000	0.000	0.085	0.272	0.894	0.000	0.661	0.000	0.598	0.000	0.000	0.000
Favorite TV	0.517	0.190	0.773	0.000	0.327	0.560	0.591	0.633	0.390	1.120	0.833	0.281	0.426	0.562	0.525	0.614
Calypso TV	0.035	0.000	0.063	0.000	0.000	0.000	0.000	0.125	0.000	0.000	0.000	0.000	0.000	0.000	0.242	0.000
Melita	0.025	0.000	0.044	0.000	0.170	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.167	0.000	0.000	0.000
GO	0.024	0.054	0.000	0.000	0.163	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.164	0.000
Generic Prog.	0.245	0.353	0.160	0.000	0.000	0.000	0.409	0.199	0.491	0.000	0.398	0.128	0.483	0.000	0.000	0.773
Unclassified	0.101	0.091	0.109	0.000	0.204	0.000	0.134	0.000	0.230	0.000	0.000	0.000	0.483	0.000	0.205	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



**FIGURE 9.3: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2012]**

Out of all the programmes identified by respondents, the most quoted was *F'Salib it-Toroq* with 11.428% of all replies; followed by *Deċeduti* with 9.591%, and *Xarabank* with 9.318% - all broadcast on TVM at prime time. News on TVM ranked fourth while news on ONE ranked ninth.

Out of the ten most quoted programmes, six programmes were Drama [*F'Salib it-Toroq*, *Deċeduti*, *Emilja*, *Dreams*, *Dejavu*, and *Simpatiči*] with 39.078% of all respondents; two programmes were the Main News Bulletins [*TVM News* and *ONE News*] with 10.524%; one was a Discussion Programme [*Xarabank*] with 9.318%; and one Variety Programme [*Min Imissu*] with 4.85%.

While 14.454% of all responses from males were for main news bulletins, females only registered 7.457% interest. On the other hand, 45.683% of all females registered a drama programme as their favourite programme as opposed to 30.619% of males who registered their interest for the same programme genre.

While interest in drama is highest amongst the younger age groups [12-14: 55.484%; 15-24: 49.288%; 30-49: 39.786%], such interest drastically with age while interest in news is in reverse – the highest interest for news were those in the 80+ age group with 27.66% for the ten most quoted programmes [65-79: 15.335%; 50-64: 12.148%] reducing to 1.767% for 12-14 year olds.

The discussion programme *Xarabank* was favoured most with 25-29 year olds [15.525%] followed by 30-49 year olds [10.02%], but was nearly equally favoured with all the other age groups including 12-14 year olds. On the other hand, the variety programme *Min Imissu* and the drama programme *Deċeduti* were the only two programmes that were not favoured with 80+ year olds.

				Total %	Males	Females	12-14	15-24	25-29	30-49	50-64	65-79	80+
20:30-22:00	F'Salib it-Toroq	[1]	TVM	11.428	9.003	13.322	5.672	9.924	9.476	9.772	13.758	14.863	11.625
20:30-22:00	Deceduti	[2]	TVM	9.591	10.657	8.758	25.799	19.847	12.076	10.415	5.027	0.765	0.000
20:30-22:00	Emilja	[5]	ONE	6.666	3.139	9.420	3.234	7.079	8.728	6.795	7.127	5.766	4.436
20:30-22:00	Dreams	[7]	TVM	4.727	2.656	6.344	11.796	7.477	3.629	5.968	2.287	2.600	1.139
20:30-22:00	Dejavu	[8]	ONE	3.414	2.578	4.067	3.299	2.791	0.410	4.132	3.370	4.261	2.044
20:30-22:00	Simpatici	[10]	Net TV	3.252	2.586	3.772	4.684	2.169	2.204	2.705	2.996	5.637	5.523
				39.078	30.619	45.683	54.484	49.288	36.524	39.786	34.565	33.893	24.767
19:00-20:30	TVM News	[4]	TVM	7.265	9.840	5.254	1.767	5.392	6.977	7.000	7.752	9.081	17.984
19:00-20:30	ONE News	[9]	ONE	3.260	4.614	2.202	0.000	0.338	2.620	2.400	4.396	6.255	9.675
				10.525	14.454	7.457	1.767	5.730	9.597	9.400	12.148	15.335	27.660
20:30-22:00	Xarabank	[3]	TVM	9.318	11.558	7.568	6.463	9.546	15.525	10.020	9.131	6.543	7.416
20:30-22:00	Min lmissu	[6]	TVM	4.850	5.303	4.495	13.492	8.032	5.582	5.395	3.240	0.881	0.000

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 9.4 below where the percentage shown is in relation to the total responses received. Tables 9.5 to 9.14 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts where the percentages shows are in relation to each station's total counts.

**TABLE 9.4: TEN MOST NAMED PROGRAMMES BY STATION AND BY TIME-BRACKETS:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2012]**

			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	F'Salib it-Toroq	TVM	70,872	24,479	46,393	1,812	8,983	3,646	18,025	23,969	12,635	1,801	13,381	18,774	10,652	8,964	14,101	5,000	
20:30-22:00	Deceduti	TVM	59,475	28,977	30,497	8,244	17,965	4,646	19,211	8,759	650	0	12,052	15,858	8,670	8,949	9,949	3,997	
20:30-22:00	Xarabank	TVM	57,783	31,427	26,355	2,065	8,640	5,973	18,483	15,909	5,563	1,149	9,388	19,500	8,365	9,298	7,233	3,999	
19:00-20:30	TVM News	TVM	45,054	26,756	18,298	565	4,880	2,684	12,913	13,505	7,719	2,787	6,897	12,146	6,452	8,891	6,987	3,682	
20:30-22:00	Emilja	ONE	41,339	8,536	32,803	1,033	6,408	3,358	12,534	12,417	4,901	687	12,127	9,724	6,190	5,065	4,470	3,762	
20:30-22:00	Min Imissu	TVM	30,075	14,421	15,654	4,311	7,271	2,148	9,951	5,646	749	0	7,473	8,084	4,481	3,500	5,050	1,487	
20:30-22:00	Dreams	TVM	29,313	7,221	22,093	3,769	6,768	1,396	11,009	3,984	2,211	177	4,371	9,662	3,612	5,267	3,998	2,403	
20:30-22:00	Dejavu	Net TV	21,171	7,009	14,162	1,054	2,526	158	7,621	5,872	3,623	317	3,892	6,457	3,037	3,350	2,082	2,354	
19:00-20:30	ONE News	ONE	20,216	12,546	7,670	0	306	1,008	4,426	7,659	5,317	1,499	4,433	3,496	3,897	3,750	3,154	1,486	
20:30-22:00	Simpatici	Net TV	20,166	7,032	13,134	1,497	1,964	848	4,990	5,220	4,792	856	3,553	6,789	3,179	1,943	2,954	1,748	
			395,463	168,405	227,058	24,350	65,711	25,865	119,164	102,940	48,161	9,272	77,567	110,490	58,536	58,975	59,980	29,917	
			%																
20:30-22:00	F'Salib it-Toroq	TVM	11.428	9.003	13.322	5.672	9.924	9.476	9.772	13.758	14.863	11.625	10.515	10.838	11.590	9.674	15.635	11.137	
20:30-22:00	Deceduti	TVM	9.591	10.657	8.758	25.799	19.847	12.076	10.415	5.027	0.765	0.000	9.471	9.154	9.433	9.658	11.031	8.903	
20:30-22:00	Xarabank	TVM	9.318	11.558	7.568	6.463	9.546	15.525	10.020	9.131	6.543	7.416	7.377	11.257	9.102	10.035	8.019	8.907	
19:00-20:30	TVM News	TVM	7.265	9.840	5.254	1.767	5.392	6.977	7.000	7.752	9.081	17.984	5.420	7.011	7.020	9.595	7.747	8.201	
20:30-22:00	Emilja	ONE	6.666	3.139	9.420	3.234	7.079	8.728	6.795	7.127	5.766	4.436	9.530	5.613	6.735	5.466	4.957	8.381	
20:30-22:00	Min Imissu	TVM	4.850	5.303	4.495	13.492	8.032	5.582	5.395	3.240	0.881	0.000	5.873	4.667	4.875	3.777	5.599	3.312	
20:30-22:00	Dreams	TVM	4.727	2.656	6.344	11.796	7.477	3.629	5.968	2.287	2.600	1.139	3.435	5.577	3.930	5.684	4.433	5.354	
20:30-22:00	Dejavu	Net TV	3.414	2.578	4.067	3.299	2.791	0.410	4.132	3.370	4.261	2.044	3.058	3.727	3.304	3.615	2.309	5.243	
19:00-20:30	ONE News	ONE	3.260	4.614	2.202	0.000	0.338	2.620	2.400	4.396	6.255	9.675	3.483	2.018	4.240	4.047	3.497	3.310	
20:30-22:00	Simpatici	Net TV	3.252	2.586	3.772	4.684	2.169	2.204	2.705	2.996	5.637	5.523	2.792	3.919	3.459	2.097	3.276	3.894	
			n%	63.770	61.935	65.203	76.206	72.595	67.228	64.600	59.084	56.652	59.843	60.954	63.781	63.687	63.649	66.502	66.644
	All Replies [N]		620,138	271,907	348,231	31,953	90,517	38,474	184,463	174,225	85,011	15,494	127,255	173,234	91,911	92,656	90,192	44,891	
	All Replies [%]		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 9.5: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]																
		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	Total %															
06:00-12:00																
Hadd Ghalik	2.966	3.063	2.886	6.716	4.300	7.300	2.121	1.928	0.803	2.678	4.661	2.236	2.228	3.385	1.410	5.638
Malta u lil hinn minnha	0.317	0.273	0.352	0.000	0.000	0.000	0.426	0.711	0.000	0.000	0.230	0.376	0.000	0.633	0.000	0.882
Quddiesa tal-Hadd	0.044	0.000	0.081	0.000	0.000	0.000	0.000	0.000	0.000	2.100	0.000	0.000	0.000	0.273	0.000	0.000
TVAM	1.570	1.351	1.750	1.477	0.561	0.000	1.589	2.826	0.911	2.678	0.957	1.968	1.005	1.643	1.517	2.500
12:00-19:00																
Gadgets	0.271	0.496	0.086	0.000	0.744	0.000	0.469	0.000	0.000	0.000	0.466	0.000	0.453	0.248	0.535	0.000
Iz-Zona	0.190	0.084	0.277	2.206	0.000	0.000	0.153	0.000	0.000	0.000	0.271	0.204	0.000	0.278	0.238	0.000
Kelma Ghal Hajja	0.059	0.130	0.000	0.000	0.000	0.000	0.000	0.227	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000
Kwizzun	2.378	2.331	2.417	1.901	1.003	1.985	1.609	3.417	5.282	0.000	3.195	2.427	1.852	2.104	2.504	1.563
Modern Lifestyle	0.059	0.000	0.108	0.000	0.350	0.000	0.000	0.000	0.000	0.000	0.000	0.204	0.000	0.000	0.000	0.000
Puree`	4.043	2.105	5.636	3.769	3.063	4.461	3.816	4.473	4.856	5.319	1.754	4.205	4.267	5.157	5.944	1.858
Sellili	3.134	0.826	5.030	0.000	1.089	1.093	3.682	3.559	5.772	9.150	2.920	3.298	2.186	3.103	3.918	3.174
Sibtek	0.722	0.293	1.074	0.000	0.224	0.000	0.518	1.688	0.799	0.000	1.037	0.517	1.075	0.273	1.226	0.000
Style Watch	0.045	0.000	0.083	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.000	0.000
19:00-20:30																
Keeping Up Appearances	0.057	0.126	0.000	0.000	0.000	0.000	0.000	0.219	0.000	0.000	0.000	0.196	0.000	0.000	0.000	0.000
TVM News	11.539	15.191	8.538	2.242	7.403	9.917	10.660	13.340	18.552	33.723	10.044	10.769	11.803	13.964	11.243	12.916
20:30-22:00																
Biografiji	0.980	1.014	0.952	0.000	1.230	0.000	1.036	1.199	1.313	0.000	1.044	1.101	1.289	1.269	0.298	0.597
Deceduti	15.233	16.452	14.231	32.732	27.249	17.165	15.859	8.651	1.563	0.000	17.552	14.060	15.861	14.056	16.010	14.022
Dissett	1.242	2.193	0.461	0.000	0.000	0.000	2.126	1.160	2.644	0.000	0.537	0.973	1.735	2.092	1.057	1.565
Dreams	7.508	4.100	10.309	14.965	10.266	5.158	9.088	3.936	5.313	2.136	6.366	8.567	6.607	8.272	6.434	8.432
F'Salib it-Toroq	18.152	13.898	21.648	7.196	13.625	13.470	14.880	23.676	30.366	21.799	19.486	16.646	19.488	14.079	22.691	17.541
Harbour Life	0.167	0.371	0.000	0.000	0.000	0.000	0.198	0.409	0.000	0.000	0.268	0.000	0.000	0.361	0.386	0.000
Min Imissu	7.703	8.187	7.305	17.117	11.028	7.934	8.215	5.576	1.800	0.000	10.883	7.168	8.197	5.497	8.126	5.217
Xarabank	14.800	17.843	12.298	8.200	13.106	22.067	15.258	15.714	13.369	13.906	13.671	17.289	15.304	14.604	11.638	14.028
22:00-24:00																
Bondi Plus	4.875	6.868	3.237	1.477	3.039	8.927	5.203	5.426	4.964	4.602	2.147	5.958	4.907	5.163	4.473	7.335
Ghawdex Illum	0.168	0.274	0.081	0.000	0.000	0.000	0.399	0.000	0.417	0.000	0.000	0.000	0.000	0.636	0.000	0.882
Kontrattakk	0.530	1.174	0.000	0.000	0.349	0.524	0.609	0.764	0.443	0.000	1.408	0.440	0.260	0.727	0.000	0.000
Madwarna	0.226	0.402	0.081	0.000	0.349	0.000	0.395	0.000	0.417	0.000	0.335	0.000	0.453	0.636	0.000	0.000
Meander	0.115	0.105	0.123	0.000	0.000	0.000	0.218	0.182	0.000	0.000	0.268	0.235	0.000	0.000	0.000	0.000
Paq Paq	0.179	0.398	0.000	0.000	0.000	0.000	0.395	0.219	0.000	0.000	0.000	0.196	0.453	0.363	0.000	0.000
Qalb In-Nies	0.237	0.143	0.315	0.000	0.000	0.000	0.491	0.000	0.417	1.908	0.500	0.000	0.288	0.273	0.000	0.882
Venere	0.099	0.000	0.181	0.000	0.350	0.000	0.130	0.000	0.000	0.000	0.000	0.204	0.288	0.000	0.000	0.000
Previous Schedules																
Becky	0.071	0.000	0.129	0.000	0.000	0.000	0.228	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.968
Bongu	0.100	0.000	0.183	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	0.273	0.351	0.000
Faulty Towers	0.041	0.000	0.074	0.000	0.000	0.000	0.000	0.157	0.000	0.000	0.000	0.141	0.000	0.000	0.000	0.000
Liquorish	0.041	0.000	0.074	0.000	0.000	0.000	0.000	0.157	0.000	0.000	0.000	0.141	0.000	0.000	0.000	0.000
L-Istrina	0.069	0.152	0.000	0.000	0.407	0.000	0.000	0.000	0.000	0.000	0.000	0.238	0.000	0.000	0.000	0.000
Taht L-Art	0.070	0.156	0.000	0.000	0.000	0.000	0.227	0.000	0.000	0.000	0.000	0.244	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	390,432	176,132	214,300	25,185	65,929	27,068	121,136	101,241	41,609	8,263	68,667	112,787	54,663	63,667	62,145	28,503

Totals may not tally due to weighting and rounding off

**TABLE 9.6: WEIGHTED 'ONE' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

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	1.697	1.569	1.787	0.000	3.033	2.520	1.420	1.283	1.398	5.172	1.621	4.046	1.325	0.000	0.000	0.000
Clint On One	0.129	0.310	0.000	0.000	0.000	0.000	0.000	0.394	0.000	0.000	0.434	0.000	0.000	0.000	0.000	0.000
Folji	0.278	0.403	0.190	0.000	0.000	0.000	0.587	0.340	0.000	0.000	0.000	0.451	0.000	0.000	1.512	0.000
Siegha Zmien	0.110	0.000	0.188	0.000	0.000	0.000	0.000	0.000	0.699	0.000	0.371	0.000	0.000	0.000	0.000	0.000
12:00-19:00																
Aroma Kitchen	2.620	1.787	3.210	0.000	2.084	5.302	2.171	2.738	3.502	0.000	1.680	2.289	2.310	5.516	3.709	1.913
Kalamita	6.626	4.940	7.820	0.000	5.371	1.799	8.248	4.541	10.881	11.865	7.219	6.563	5.096	6.591	8.508	4.903
L-Argument	0.960	2.314	0.000	0.000	0.000	1.659	0.673	0.867	2.450	0.000	1.734	1.407	0.596	0.000	0.000	0.000
Londri	0.110	0.266	0.000	4.154	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.948	0.000	0.000
Pink Panter	0.303	0.417	0.222	0.000	0.000	0.000	1.061	0.000	0.000	0.000	0.438	0.000	1.041	0.000	0.000	0.000
Sal Gister	0.099	0.239	0.000	0.000	0.000	1.659	0.000	0.000	0.000	0.000	0.000	0.000	0.596	0.000	0.000	0.000
Tomatate	0.765	0.310	1.088	0.000	0.000	0.000	0.890	0.394	0.783	8.704	0.871	0.000	0.824	0.000	1.120	3.827
19:00-20:30																
Illostra	1.310	2.580	0.410	3.891	3.892	0.000	0.455	1.591	0.699	0.000	1.350	0.761	2.761	1.380	0.933	0.000
Londri	1.276	2.279	0.566	0.000	2.531	0.000	1.059	0.867	0.705	9.700	0.805	2.618	1.745	0.000	0.933	0.000
ONE News	14.110	21.117	9.146	0.000	1.859	11.791	10.838	16.367	23.577	35.033	10.435	9.909	16.386	22.520	19.899	16.106
20:30-22:00																
Affari Taghna	6.649	8.370	5.429	3.891	4.469	8.358	9.016	6.226	4.221	8.884	7.833	3.328	9.196	6.580	9.399	2.726
Arani Issa	2.709	2.327	2.979	6.050	2.799	0.000	2.346	4.352	0.000	4.579	3.134	2.455	3.393	1.380	2.496	2.726
Bla Agenda	1.604	3.022	0.599	0.000	0.000	1.847	1.648	2.111	2.123	0.000	1.242	1.078	3.205	2.328	1.512	0.000
Emilja	28.854	14.368	39.116	27.192	38.954	39.272	30.688	26.535	21.733	16.063	28.548	27.562	26.028	30.417	28.202	40.782
Inkontri	7.570	12.003	4.430	0.000	1.310	2.689	6.808	9.951	13.140	0.000	9.253	8.228	5.460	9.707	4.264	4.572
Isien in-Nisa	1.344	0.762	1.757	0.000	2.756	0.000	1.565	1.387	0.817	0.000	1.242	1.662	0.000	1.042	2.287	2.990
TX	3.313	3.811	2.960	0.000	0.000	0.000	3.624	4.518	5.107	0.000	3.176	2.455	5.112	2.085	3.253	4.903
Xablott	13.277	10.765	15.056	27.982	23.171	23.104	12.897	11.913	5.892	0.000	14.853	18.242	11.413	7.170	9.174	9.913
22:00-24:00																
Realta'	1.262	2.150	0.632	0.000	1.632	0.000	1.568	1.164	1.568	0.000	2.746	0.761	0.824	0.000	0.000	1.913
Previous Schedules																
Gizelle	0.137	0.000	0.234	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.000	0.000	0.824	0.000	0.000	0.000
Klassi Ghalina	2.753	3.890	1.948	26.840	6.141	0.000	2.436	1.625	0.705	0.000	1.014	6.185	1.041	2.337	2.799	2.726
L-Evangelisti	0.137	0.000	0.234	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.000	0.000	0.824	0.000	0.000	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	143,271	59,412	83,859	3,801	16,449	8,550	40,843	46,796	22,552	4,279	42,480	35,280	23,784	16,651	15,851	9,225

Totals may not tally due to weighting and rounding off

**TABLE 9.7: WEIGHTED 'NET TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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																
Il-Mara Tal-Lum	0.638	0.000	1.121	0.000	0.000	0.000	0.000	1.377	0.906	0.000	1.151	0.000	0.000	2.937	0.000	0.000
Kontra l-Hin	4.405	4.220	4.546	14.030	0.000	6.710	3.114	3.057	7.162	5.675	3.453	5.076	3.413	4.912	7.166	0.000
Malta Llejla	11.894	8.537	14.436	0.000	6.615	11.425	10.258	13.581	16.258	6.246	8.456	11.419	9.287	13.823	19.393	9.149
Sas-Sitta	0.621	0.000	1.091	0.000	0.000	0.000	0.000	2.044	0.000	0.000	0.000	1.300	0.000	1.469	0.000	0.000
Vitalita'	0.223	0.000	0.392	0.000	0.000	0.000	0.000	0.734	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.699
19:00-20:30																
Animal Diaries	0.235	0.000	0.413	0.000	0.000	0.000	0.919	0.000	0.000	0.000	1.357	0.000	0.000	0.000	0.000	0.000
Crazebook	0.563	0.787	0.393	0.000	6.058	0.000	0.000	0.000	0.000	0.000	0.000	1.097	0.000	1.499	0.000	0.000
Net News	17.054	24.599	11.338	0.000	11.238	20.911	12.927	20.906	16.739	45.886	14.885	20.069	21.459	15.043	14.429	10.703
News Room	0.599	0.872	0.392	0.000	0.000	0.000	0.000	0.734	1.554	0.000	0.000	0.000	0.000	0.000	2.663	2.699
20:30-22:00																
Dejavu	26.740	20.539	31.438	35.529	34.347	5.979	37.662	24.416	18.922	11.396	28.404	26.397	26.450	28.345	18.638	35.994
Destinations	0.545	1.265	0.000	0.000	0.000	0.000	1.224	0.766	0.000	0.000	1.344	0.000	2.157	0.000	0.000	0.000
Flusek	0.280	0.649	0.000	0.000	0.000	0.000	0.000	0.920	0.000	0.000	0.000	0.905	0.000	0.000	0.000	0.000
La Famiglia	2.481	2.920	2.149	0.000	3.126	6.710	2.003	2.242	3.201	0.000	3.980	2.204	3.529	1.499	2.663	0.000
Mieghek	0.376	0.872	0.000	0.000	0.000	0.000	0.000	0.000	1.554	0.000	0.000	0.000	0.000	0.000	2.663	0.000
Newsroom	0.651	1.002	0.385	0.000	0.000	5.979	0.000	0.722	0.962	0.000	1.344	0.000	0.000	2.805	0.000	0.000
Quadro	0.376	0.872	0.000	0.000	0.000	0.000	0.000	0.000	1.554	0.000	0.000	0.000	0.000	0.000	2.663	0.000
Replay	3.772	8.751	0.000	0.000	9.909	10.166	4.869	2.452	2.162	0.000	7.390	3.126	2.157	5.858	0.000	4.113
Simpatici	25.472	20.608	29.157	50.441	26.697	32.119	24.659	21.706	25.032	30.797	25.933	27.757	27.685	16.440	26.445	26.735
Skoperti	0.290	0.673	0.000	0.000	0.000	0.000	0.000	0.000	1.200	0.000	0.000	0.000	0.000	1.944	0.000	0.000
22:00-24:00																
Iswed Fuq L-Abjad	1.632	1.724	1.562	0.000	0.000	0.000	1.224	3.687	0.824	0.000	1.151	0.000	3.863	1.469	0.000	7.908
Generic Programmes																
Net	0.199	0.000	0.350	0.000	0.000	0.000	0.000	0.656	0.000	0.000	1.151	0.000	0.000	0.000	0.000	0.000
Previous Schedules																
Evidenza	0.479	1.111	0.000	0.000	2.010	0.000	1.143	0.000	0.000	0.000	0.000	0.000	0.000	1.957	1.324	0.000
It-Tnejn L'Huma	0.476	0.000	0.837	0.000	0.000	0.000	0.000	0.000	1.970	0.000	0.000	0.650	0.000	0.000	1.953	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	79,171	34,124	45,047	2,967	7,356	2,641	20,236	24,048	19,145	2,779	13,701	24,460	11,482	11,817	11,172	6,539

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'SMASH TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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																
Kcina ma' Farah	39.511	0.000	53.746	0.000	0.000	0.000	0.000	33.333	51.545	0.000	18.740	0.000	71.319	0.000	0.000	0.000
12:00-19:00																
Erga' Lura	11.337	0.000	15.421	0.000	0.000	0.000	0.000	33.333	0.000	0.000	18.740	0.000	0.000	0.000	0.000	0.000
Teleshopping Smash	11.330	0.000	15.412	0.000	0.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000	28.681	0.000	0.000	0.000
19:00-20:30																
Smash News	13.243	50.000	0.000	0.000	0.000	0.000	0.000	0.000	24.227	0.000	21.890	0.000	0.000	0.000	0.000	0.000
20:30-22:00																
Forum	13.243	50.000	0.000	0.000	0.000	0.000	0.000	0.000	24.227	0.000	21.890	0.000	0.000	0.000	0.000	0.000
22:00-24:00																
Generic Programmes																
Smash	11.337	0.000	15.421	0.000	0.000	0.000	0.000	33.333	0.000	0.000	18.740	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	0%	0%	0%	100%	100%	100%	0%	100%	0%	100%	0%	0%	0%
N	1,391	368	1,023	0	0	0	158	473	760	0	841	0	549	0	0	0

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'TVM2/EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

No programme preferences were recorded for this station

**TABLE 9.10: WEIGHTED 'FAVORITE CHANNEL' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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																
Reporter	8.250	0.000	9.835	0.000	0.000	0.000	24.286	0.000	0.000	0.000	0.000	54.459	0.000	0.000	0.000	0.000
12:00-19:00																
Hin Ghal Kollox	4.610	28.598	0.000	0.000	50.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	31.243	0.000
Niskata	36.044	28.598	37.475	0.000	50.000	100.000	42.366	30.054	0.000	0.000	52.724	0.000	0.000	33.333	31.243	100.000
Sibtkuntatt	6.108	0.000	7.282	0.000	0.000	0.000	0.000	17.779	0.000	0.000	0.000	0.000	50.000	0.000	0.000	0.000
19:00-20:30																
20:30-22:00																
Kawza	5.410	0.000	6.449	0.000	0.000	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000	33.333	0.000	0.000
Bonarja																
Mitqlu	11.643	0.000	13.880	0.000	0.000	0.000	16.292	17.779	0.000	0.000	0.000	0.000	50.000	0.000	37.514	0.000
Deheb																
Vespri	21.035	0.000	25.077	0.000	0.000	0.000	17.056	14.308	100.000	0.000	47.276	0.000	0.000	33.333	0.000	0.000
22:00-24:00																
Previous Schedules																
Stejjat Ghal Meta Jidlam	6.899	42.803	0.000	0.000	0.000	0.000	0.000	20.081	0.000	0.000	0.000	45.541	0.000	0.000	0.000	0.000
%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	3,208	517	2,691	0	296	215	1,090	1,102	331	174	1,060	486	392	521	473	276

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED 'iTV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

No programme preferences were recorded for this station

**TABLE 9.12: WEIGHTED 'CALYPSO MUSIC TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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															
06:00-12:00																
12:00-19:00																
19:00-20:30																
20:30-22:00																
22:00-24:00																
Previous Schedules																
Ghazliet	218	0	218	0	0	0	0	218	0	0	0	0	0	0	218	0
Programme Re-Runs																
%		100%	0%	100%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	100%	0%
N	218	0	218	0	0	0	0	218	0	0	0	0	0	0	218	0

Totals may not tally due to weighting and rounding off

**TABLE 9.13: WEIGHTED FAVOURITE 'UNCLASSIFIED' PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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															
Melita																
Kick Off	154	0	154	0	154	0	0	0	0	0	0	0	154	0	0	0
GO																
Go Stars	148	148	0	0	148	0	0	0	0	0	0	0	0	0	148	0

Totals may not tally due to weighting and rounding off

**TABLE 9.14: WEIGHTED FAVOURITE 'GENERIC PROGRAMMES' BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2012]**

		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															
News	75.871	82.252	64.905	0.000	0.000	0.000	100.000	50.897	53.040	0.000	100.000	100.000	55.825	0.000	0.000	50.897
Diskussjonijiet	11.219	17.748	0.000	0.000	0.000	0.000	0.000	49.103	0.000	0.000	0.000	0.000	0.000	0.000	0.000	49.103
Grajjet Kurenti	12.910	0.000	35.095	0.000	0.000	0.000	0.000	0.000	46.960	0.000	0.000	0.000	44.175	0.000	0.000	0.000
%		100%	100%	0%	0%	0%	100%	100%	100%	0%	100%	100%	100%	0%	0%	100%
N	1,518	960	558	0	0	0	754	347	417	0	506	221	444	0	0	347

Totals may not tally due to weighting and rounding off

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>)	☐ (1)
Melita Cable	☐ (2)
GO digital aerial	☐ (3)
Satellita'	☐ (4)
Internet (<i>incl. Dreambox</i>)	☐ (5)
Mod ieħor	☐ (6)
M'għandix televiżjoni	☐ (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	☐ (1)
ONE	☐ (2)
Net TV	☐ (3)
Smash TV	☐ (4)
Education 22	☐ (5)
iTV	☐ (6)
Favorite TV	☐ (7)
Calypso TV	☐ (8)
Rai 1	☐ (9)
Rai 2	☐ (10)
Rai 3	☐ (11)
Rete 4	☐ (12)
Canale 5	☐ (13)
Italia 1	☐ (14)
Discovery Channel	☐ (15)
MTV	☐ (16)
BBC Prime / World / Ent	☐ (17)
Stazzjon ieħor (<i>Specifika</i>)	☐ (18)
M'hemmx stazzjon wiehed	☐ (20)
Ma niftakarx	☐ (21)
Ma rajtx televiżjoni	☐ (22)
Ma tax risposta	☐ (23)

} 3

} 4

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

6a. X'sistema' tar-radju għandek id-dar? (Immarka kull fejn japplika)	
FM	☐ (1)
Diġitali	☐ (2)
Oħrajn	☐ (3)
M'għandix radju d-dar	☐ (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-hin 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

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Favorite TV

Calypso Music TV

Prime TV Shopping Channel
[1st August 2011]

APPENDIX C: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING JANUARY-DECEMBER 2011

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2011												2012		
						Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
383/497	Radju Xeb-er-ras [Valletta]	2 years	25-Jul-11	90.8	6.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
384/509	BKR Radio 94.5FM [B'Kara]	2 years	1-Aug-11	94.5	7.4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
398/488	Bastjanizi FM [Qormi]	2 years	23-Nov-11	95	8.8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
401	96.1 Vilhena FM	2 years	3-Dec-09	96.1	6.3	X	X	X	X	X	X	X	X							
407/531	Radju Vilhena 106FM [Floriana]	2 years	14-Jan-12	106	5.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
411/517	Pure Gold Christian Radio [Qormi]	2 years	1-May-10	97.8	9.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
417	Lehen il-Belt Victoria [Victoria, Gozo]	2 years	25-Jun-10	104.0	4.3	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
421	Christian Light Radio [Naxxar]	2 years	17-Jun-10	105.4	4.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
425/510	Radio Galaxy [Hamrun]	2 years	14-Jun-10	105	9.1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
435	Kottoner 98FM	2 years	29-Jul-10	98	9.9	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
439/503	Radio Scro Cuor [Fontana, Gozo]	2 years	15-Nov-10	105.2	7.2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
441	Deejays Radio 95.6FM [San Gwann]	2 years	23-Nov-10	95.6	5.5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
448	Radju Bambina	2 years	13-Dec-10	98.3	7.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
449/505	Radju Luminarja [Nadur, Gozo]	2 years	14-Dec-10	106.9	4.2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
450/506	Radju Katidral [Victoria, Gozo]	2 years	1-Dec-10	90.9	2.8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
451/514	Big FM [B'Kara]	2 years	1-Jan-11	107.1	8.9	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
452/513	Power FM [Paola]	2 years	1-Jan-11	90.4	5	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
511/533	Radju Hompesch [Zabbar]	2 years	20-Mar-12	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
512	Energy FM [Fgura]	2 years	24-Mar-11	96.4	6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
518	Radju Vizitazzjoni [Gharb, Gozo]	2 years	12-Dec-10	92.4	2.8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
455/516	Lehen il-Belt Gorgjana [Qormi]	2 years	1-Mar-11	105.6	6.7	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
456/498	Radju Lehen il-Qala [Qala]	2 years	17-Feb-11	106.3	11.1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
458/508	Radju Sokkors [Kercem, Gozo]	2 years	1-Mar-11	95.1	2.8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
459/507	Radju Prekursur [Xewkija, Gozo]	2 years	19-Feb-11	99.3	4.6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
460/515	Radju Lehen il-Guzeppini [Ghaxaq]	2 years	9-Feb-11	89.1	9.8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
476/519	Radju Santa Katarina [Zurrieq]	2 years	29-Jun-11	90.6	9.9	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
492	Radio City (Valletta)	2 years	2-Dec-11	107.6	11.6										X	X	X	X	X	X
454	Trinitarji FM [Marsa]	1 month	20-Apr-11	89.3	8.8	X														
463	Trinitarji FM [Marsa]	1 month	20-May-11	89.3	8.8		X													
486	Trinitarji FM [Marsa]	1 month	12-Sep-11	89.3	8.8						X									
461	Radju Lauretana [Ghajnsielem, Gozo]	1 month	9-Apr-11	96.5	4.3	X														
470	Radju Lauretana [Ghajnsielem, Gozo]	17 days	21-May-11	96.5	4.3		X													
479	Radju Lauretana [Ghajnsielem, Gozo]	30 days	1-Aug-11	89.3	4.3					X										
490	Radju Lauretana [Ghajnsielem, Gozo]	1 month	8-Dec-11	89.3	4.3									X						
534	Radju Lauretana [Ghajnsielem, Gozo]	23 days	24-Mar-12	89.3	4.3														X	
462	Radju Elenjai 95.8 [B'Kara]	1 month	8-Apr-11	95.8	10.6	X														
475	Radju Elenjai 95.8 [B'Kara]	1 month	22-Jul-11	95.8	10.6				X											
489	Radju Elenjai 95.8 [B'Kara]	1 month	8-Dec-11	95.8	10.6									X						
532	Radju Elenjai 95.8 [B'Kara]	1 month	9-Mar-12	95.8	10.6														X	
464	Radju Kazin Banda San Filep [Zebbug, Malta]	1 month	12-May-11	106.3	7.6		X													
465	Radju La Valette [Valletta]	14 days	11-Apr-11	95.3	6.3	X														
466	Radju Hal Tarxien [Tarxien]	15 days	15-May-11	106.9	3.6		X													
467	Radio 12th May [Zebbug, Malta]	1 month	13-May-11	96.5	7.9		X													
468	2011 Zone Talk + Special Assembly of Jehovah's Witnesses	1 day each	8-29 May-11	108	0.5		X													
485	2011 District Conction of Jehovah's Wirmesses	3 days	9-Sep-11	108	0.5						X									
530	2012 Circuit Assembly of Jehovah's Wirmesses	2 days	7-Jan-12	89.7	0.5										X					
469	Radio Sacro Cuor Sliema [Sliema]	1 month	5-Jun-11	94	8.5			X												
471	Radju Banda Fgura FM [Fgura]	29 days	15-Jun-11	93.1	5.9			X												
471	Radju Sant'Andrija [Luqa]	19 days	15-Jun-11	88.4	9.4			X												
487	Radju Sant'Andrija [Luqa]	18 days	16-Nov-11	88.4	9.4								X							
473	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 month	25-Jun-11	101.4	8.5			X												
493	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 month	3-Dec-11	101.4	8.5									X						
474	Radju Margerita [Sannat, Gozo]	29 days	28-Jun-11	96.1	6.9				X											
477	Radju Marija Assunta [Ghaxaq]	1 month	16-Jul-11	98.9	9.1				X											
495	Radju Marija Assunta [Ghaxaq]	27 days	12-Dec-11	98.9	9.1									X						
478	Radju 15 ta' Awwissu [Qrendi]	25 days	23-Jul-11	98.3	3.5					X										
491	Radju 15 ta' Awwissu [Qrendi]	1 month	12-Dec-11	98.3	3.5									X						
481	Radio Leonardo [Kirkop]	16 days	8-Aug-11	105.2	4.9					X										
483	MMG FM [Zabbar]	1 month	12-Aug-11	97.5	6.6					X										
484	Radju Maria Bambina 90.2FM [Mellieha]	1 month	20-Aug-11	90.2	9.1					X										
494	Tal-Gilju FM [Mqabba]	10 days	4-Dec-11	95.4	3.2									X						
496	La Salle FM [Vittoriosa]	2 years	1-Dec-11	99.4	6.5									X						
536	South End FM [Birzebbuga]	3 years	15-Mar-12	91	10.4														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 2, 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 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	'000 NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	368	372
5:30	2,000	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	0	368	372
6:00	2,000	0	0	5,000	3,000	0	0	0	2,000	0	0	0	1,000	0	0	361	372
6:30	2,000	0	2,000	5,000	3,000	2,000	0	0	0	0	0	0	2,000	0	0	358	372
7:00	4,000	0	4,000	5,000	3,000	0	4,000	2,000	0	4,000	0	2,000	7,000	0	0	341	372
7:30	0	0	4,000	3,000	3,000	2,000	2,000	2,000	0	2,000	0	3,000	7,000	0	2,000	342	372
8:00	2,000	0	2,000	5,000	3,000	7,000	2,000	4,000	3,000	4,000	0	3,000	4,000	0	0	335	372
8:30	4,000	2,000	4,000	5,000	3,000	3,000	2,000	4,000	3,000	4,000	0	5,000	4,000	0	0	333	372
9:00	10,000	0	4,000	5,000	5,000	2,000	8,000	3,000	3,000	7,000	2,000	4,000	4,000	4,000	0	321	372
9:30	12,000	0	2,000	6,000	5,000	0	7,000	3,000	3,000	5,000	2,000	2,000	4,000	4,000	0	329	372
10:00	11,000	0	2,000	7,000	5,000	0	8,000	3,000	2,000	3,000	2,000	2,000	4,000	0	2,000	332	372
10:30	10,000	0	4,000	7,000	5,000	0	8,000	2,000	2,000	2,000	2,000	2,000	4,000	0	0	334	372
11:00	10,000	0	4,000	5,000	7,000	0	7,000	3,000	2,000	4,000	0	4,000	4,000	0	0	332	372
11:30	10,000	0	2,000	7,000	5,000	0	7,000	3,000	2,000	4,000	0	4,000	4,000	0	0	334	372
NOON	2,000	0	2,000	8,000	3,000	2,000	6,000	3,000	2,000	2,000	0	5,000	4,000	0	0	335	372
0:30	2,000	0	2,000	6,000	3,000	0	6,000	3,000	2,000	2,000	0	5,000	4,000	0	0	339	372
1:00	0	0	2,000	8,000	3,000	2,000	4,000	4,000	2,000	0	0	4,000	4,000	0	0	339	372
1:30	0	0	0	6,000	3,000	2,000	5,000	4,000	2,000	0	0	4,000	4,000	0	0	342	372
2:00	2,000	0	0	5,000	3,000	2,000	5,000	5,000	2,000	0	0	5,000	5,000	0	0	340	372
2:30	2,000	0	0	7,000	3,000	2,000	5,000	5,000	2,000	0	0	5,000	4,000	0	0	339	372
3:00	0	0	2,000	5,000	3,000	3,000	7,000	5,000	2,000	0	0	5,000	4,000	0	0	336	372
3:30	0	0	0	5,000	3,000	2,000	6,000	5,000	2,000	0	0	5,000	4,000	0	0	340	372
4:00	0	0	0	4,000	3,000	3,000	4,000	5,000	2,000	0	0	4,000	5,000	0	0	342	372
4:30	0	0	2,000	4,000	3,000	5,000	2,000	5,000	2,000	0	0	4,000	1,000	0	0	344	372
5:00	0	0	0	4,000	5,000	7,000	2,000	7,000	2,000	0	0	6,000	1,000	0	0	338	372
5:30	0	0	0	7,000	7,000	4,000	2,000	7,000	2,000	0	0	6,000	0	0	0	337	372
6:00	0	2,000	0	7,000	3,000	6,000	0	5,000	2,000	2,000	0	4,000	0	0	2,000	339	372
6:30	0	2,000	0	4,000	2,000	4,000	0	4,000	2,000	0	0	4,000	0	0	0	350	372
7:00	0	2,000	0	4,000	2,000	4,000	0	2,000	2,000	0	0	0	0	0	0	356	372
7:30	0	2,000	0	4,000	2,000	4,000	0	2,000	4,000	0	0	0	0	0	0	354	372
8:00	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
8:30	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
9:00	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	368	372
9:30	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	368	372
10:00	0	0	0	2,000	0	0	2,000	0	0	2,000	0	2,000	0	0	0	364	372
10:30	0	0	0	2,000	0	0	2,000	0	0	2,000	0	2,000	0	0	0	364	372
11:00	0	0	0	2,000	0	0	2,000	0	0	2,000	0	0	0	0	0	366	372
11:30	0	0	0	2,000	0	0	2,000	0	0	2,000	0	0	0	0	0	366	372

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

RADIO AUDIENCES – TUESDAY

	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	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
5:30	0	0	2,000	2,000	0	0	2,000	0	0	2,000	0	0	0	0	0	364	372
6:00	2,000	0	0	7,000	0	1,000	2,000	3,000	0	4,000	0	0	2,000	0	0	353	372
6:30	2,000	0	0	6,000	0	0	2,000	3,000	0	4,000	0	2,000	2,000	0	0	353	372
7:00	5,000	0	0	8,000	0	5,000	4,000	7,000	1,000	6,000	0	2,000	2,000	0	0	337	372
7:30	4,000	0	2,000	8,000	0	12,000	5,000	3,000	3,000	6,000	0	2,000	2,000	0	0	329	372
8:00	5,000	0	2,000	9,000	0	11,000	5,000	3,000	1,000	5,000	0	3,000	3,000	2,000	2,000	326	372
8:30	5,000	0	2,000	9,000	0	9,000	8,000	3,000	1,000	5,000	0	4,000	6,000	2,000	0	323	372
9:00	7,000	0	4,000	8,000	0	7,000	10,000	4,000	1,000	6,000	0	4,000	6,000	3,000	0	319	372
9:30	7,000	0	3,000	8,000	0	7,000	10,000	4,000	1,000	6,000	0	4,000	6,000	3,000	0	320	372
10:00	7,000	0	2,000	11,000	2,000	8,000	8,000	8,000	1,000	7,000	0	6,000	6,000	5,000	0	308	372
10:30	9,000	0	2,000	11,000	2,000	8,000	8,000	8,000	1,000	7,000	0	6,000	5,000	5,000	0	309	372
11:00	9,000	0	3,000	12,000	2,000	11,000	8,000	6,000	1,000	6,000	0	4,000	6,000	5,000	0	308	372
11:30	9,000	0	3,000	13,000	2,000	11,000	7,000	6,000	1,000	6,000	0	4,000	6,000	5,000	0	308	372
NOON	5,000	0	5,000	8,000	0	6,000	6,000	5,000	1,000	2,000	0	5,000	3,000	4,000	3,000	324	372
0:30	5,000	0	2,000	6,000	0	6,000	5,000	5,000	1,000	2,000	0	5,000	3,000	4,000	3,000	330	372
1:00	9,000	0	0	7,000	2,000	6,000	5,000	5,000	1,000	2,000	2,000	4,000	2,000	4,000	0	332	372
1:30	9,000	0	2,000	7,000	0	8,000	5,000	5,000	1,000	2,000	2,000	4,000	2,000	4,000	0	330	372
2:00	6,000	0	0	6,000	2,000	6,000	4,000	4,000	3,000	2,000	2,000	3,000	2,000	4,000	0	334	372
2:30	6,000	0	0	7,000	2,000	6,000	4,000	4,000	1,000	2,000	0	3,000	2,000	4,000	0	337	372
3:00	4,000	0	0	7,000	0	9,000	4,000	2,000	0	3,000	0	3,000	2,000	4,000	0	338	372
3:30	4,000	0	0	7,000	0	6,000	4,000	2,000	0	2,000	0	0	2,000	4,000	0	345	372
4:00	4,000	0	0	7,000	0	3,000	5,000	2,000	0	2,000	0	0	2,000	4,000	0	347	372
4:30	4,000	0	0	6,000	0	3,000	3,000	2,000	0	2,000	0	2,000	2,000	2,000	0	350	372
5:00	4,000	0	0	6,000	0	6,000	2,000	6,000	0	2,000	0	0	0	2,000	0	348	372
5:30	4,000	0	0	7,000	2,000	8,000	2,000	4,000	0	2,000	0	0	0	2,000	0	345	372
6:00	4,000	0	2,000	6,000	3,000	2,000	2,000	5,000	0	2,000	0	0	0	2,000	0	348	372
6:30	4,000	0	2,000	6,000	2,000	2,000	2,000	5,000	0	2,000	0	0	0	2,000	0	349	372
7:00	2,000	0	0	4,000	2,000	2,000	2,000	2,000	0	2,000	0	0	0	2,000	0	356	372
7:30	2,000	0	0	0	0	6,000	2,000	3,000	0	2,000	0	0	0	2,000	0	357	372
8:00	0	0	0	0	0	2,000	0	2,000	0	2,000	0	0	0	0	0	366	372
8:30	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	0	0	368	372
9:00	0	0	0	2,000	0	0	0	0	0	0	0	2,000	0	0	0	368	372
9:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
10:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372

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

RADIO AUDIENCES – WEDNESDAY

	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	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	5,000	0	0	0	0	0	0	0	0	0	0	0	367	372
5:30	0	0	0	6,000	0	0	0	0	0	0	0	0	0	0	0	366	372
6:00	0	0	2,000	7,000	2,000	2,000	0	0	0	0	0	0	0	3,000	0	356	372
6:30	2,000	0	2,000	8,000	2,000	4,000	0	0	0	0	0	0	0	4,000	0	352	372
7:00	6,000	0	2,000	14,000	2,000	6,000	0	3,000	2,000	2,000	0	2,000	0	3,000	0	336	372
7:30	5,000	0	4,000	11,000	3,000	7,000	2,000	3,000	2,000	2,000	0	2,000	0	3,000	0	333	372
8:00	5,000	0	4,000	12,000	3,000	5,000	6,000	6,000	2,000	2,000	0	2,000	4,000	4,000	3,000	319	372
8:30	5,000	0	2,000	13,000	2,000	5,000	4,000	5,000	2,000	5,000	0	2,000	4,000	4,000	3,000	321	372
9:00	12,000	0	3,000	16,000	2,000	7,000	7,000	5,000	4,000	3,000	0	2,000	4,000	4,000	3,000	312	372
9:30	12,000	0	2,000	16,000	2,000	5,000	8,000	5,000	4,000	3,000	0	2,000	4,000	4,000	3,000	314	372
10:00	12,000	0	2,000	17,000	2,000	5,000	9,000	5,000	4,000	2,000	0	3,000	4,000	3,000	3,000	313	372
10:30	14,000	0	2,000	16,000	2,000	5,000	9,000	5,000	2,000	2,000	0	3,000	5,000	3,000	3,000	315	372
11:00	10,000	0	2,000	16,000	3,000	5,000	7,000	5,000	2,000	2,000	0	3,000	5,000	2,000	3,000	317	372
11:30	10,000	0	4,000	18,000	3,000	5,000	6,000	5,000	2,000	2,000	0	3,000	5,000	2,000	3,000	314	372
NOON	6,000	0	2,000	14,000	2,000	5,000	4,000	3,000	2,000	2,000	2,000	2,000	2,000	2,000	3,000	327	372
0:30	6,000	0	2,000	9,000	3,000	5,000	4,000	3,000	2,000	2,000	0	2,000	2,000	2,000	3,000	333	372
1:00	6,000	0	2,000	7,000	2,000	4,000	4,000	3,000	2,000	2,000	0	2,000	2,000	2,000	3,000	337	372
1:30	6,000	0	3,000	6,000	2,000	4,000	4,000	3,000	2,000	2,000	0	2,000	2,000	2,000	3,000	337	372
2:00	5,000	0	3,000	5,000	3,000	3,000	3,000	5,000	2,000	2,000	0	2,000	2,000	2,000	3,000	337	372
2:30	5,000	0	3,000	5,000	2,000	3,000	3,000	5,000	2,000	2,000	0	2,000	2,000	2,000	3,000	338	372
3:00	3,000	0	3,000	5,000	0	4,000	2,000	5,000	2,000	2,000	0	2,000	2,000	2,000	3,000	340	372
3:30	3,000	2,000	3,000	6,000	0	4,000	2,000	5,000	2,000	2,000	0	2,000	2,000	2,000	3,000	337	372
4:00	0	2,000	4,000	3,000	2,000	2,000	4,000	4,000	2,000	4,000	0	2,000	4,000	2,000	3,000	334	372
4:30	0	0	4,000	3,000	2,000	4,000	4,000	4,000	2,000	2,000	0	3,000	2,000	2,000	3,000	337	372
5:00	2,000	0	4,000	3,000	2,000	2,000	6,000	2,000	2,000	2,000	0	3,000	2,000	2,000	0	342	372
5:30	2,000	0	5,000	5,000	0	0	3,000	2,000	2,000	2,000	0	3,000	0	2,000	0	348	372
6:00	2,000	0	2,000	5,000	0	0	2,000	2,000	2,000	3,000	0	2,000	0	0	0	354	372
6:30	2,000	0	2,000	4,000	0	0	0	2,000	2,000	3,000	0	2,000	0	0	0	357	372
7:00	2,000	0	3,000	2,000	0	0	0	2,000	0	2,000	0	2,000	0	0	0	361	372
7:30	2,000	2,000	3,000	5,000	0	0	0	2,000	0	2,000	0	2,000	0	0	0	356	372
8:00	0	2,000	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	366	372
8:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	370	372
9:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
9:30	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	370	372
10:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
10:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
11:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372

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

RADIO AUDIENCES – THURSDAY

	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	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	3,000	0	0	0	0	0	0	0	369	372
5:30	0	0	0	0	0	0	0	3,000	0	0	0	0	0	0	0	369	372
6:00	0	0	0	4,000	0	2,000	0	4,000	4,000	0	0	2,000	0	0	0	356	372
6:30	3,000	0	0	8,000	3,000	3,000	0	4,000	4,000	0	2,000	2,000	0	0	0	346	372
7:00	3,000	0	5,000	7,000	3,000	6,000	0	4,000	5,000	0	0	3,000	5,000	0	0	334	372
7:30	5,000	0	4,000	7,000	2,000	3,000	2,000	4,000	5,000	0	0	4,000	4,000	0	0	337	372
8:00	5,000	0	4,000	8,000	2,000	11,000	6,000	6,000	5,000	0	0	1,000	6,000	0	0	323	372
8:30	5,000	0	4,000	8,000	2,000	6,000	7,000	4,000	7,000	0	0	1,000	4,000	0	0	329	372
9:00	5,000	0	4,000	12,000	6,000	6,000	9,000	5,000	7,000	0	0	1,000	7,000	0	2,000	313	372
9:30	5,000	0	4,000	12,000	6,000	6,000	9,000	5,000	7,000	2,000	0	1,000	9,000	2,000	2,000	307	372
10:00	4,000	0	3,000	10,000	6,000	6,000	10,000	5,000	5,000	4,000	0	1,000	7,000	0	2,000	313	372
10:30	5,000	0	3,000	10,000	6,000	6,000	10,000	7,000	5,000	4,000	0	1,000	7,000	0	2,000	311	372
11:00	7,000	0	2,000	10,000	7,000	6,000	9,000	7,000	5,000	3,000	0	1,000	7,000	0	2,000	313	372
11:30	7,000	0	2,000	12,000	7,000	5,000	9,000	7,000	5,000	3,000	0	1,000	7,000	0	2,000	312	372
NOON	4,000	0	0	9,000	2,000	4,000	7,000	3,000	5,000	2,000	0	1,000	8,000	0	2,000	329	372
0:30	4,000	0	2,000	9,000	2,000	5,000	7,000	3,000	5,000	2,000	0	1,000	8,000	0	2,000	326	372
1:00	3,000	0	2,000	7,000	0	4,000	5,000	3,000	5,000	2,000	0	1,000	8,000	0	0	335	372
1:30	3,000	0	0	6,000	2,000	4,000	5,000	0	5,000	2,000	0	1,000	8,000	0	0	339	372
2:00	2,000	0	0	6,000	0	4,000	3,000	0	4,000	0	0	1,000	8,000	0	0	346	372
2:30	2,000	0	0	4,000	0	5,000	3,000	0	4,000	0	0	1,000	8,000	0	0	347	372
3:00	2,000	0	0	3,000	0	7,000	5,000	2,000	4,000	0	0	3,000	8,000	0	0	340	372
3:30	2,000	0	0	3,000	0	6,000	5,000	4,000	4,000	0	0	3,000	8,000	0	0	339	372
4:00	2,000	0	0	3,000	5,000	4,000	5,000	2,000	2,000	0	0	3,000	6,000	0	0	342	372
4:30	3,000	0	2,000	6,000	5,000	4,000	3,000	0	2,000	0	0	6,000	6,000	0	0	338	372
5:00	5,000	0	0	2,000	9,000	5,000	2,000	0	2,000	0	0	5,000	7,000	0	0	340	372
5:30	6,000	0	0	2,000	7,000	8,000	3,000	0	2,000	0	0	5,000	6,000	0	0	339	372
6:00	0	0	0	2,000	4,000	6,000	3,000	0	0	0	0	2,000	6,000	0	0	349	372
6:30	0	0	0	2,000	2,000	4,000	2,000	0	0	0	2,000	0	6,000	0	0	354	372
7:00	0	0	0	2,000	2,000	0	2,000	0	0	2,000	0	0	4,000	0	0	360	372
7:30	0	0	2,000	2,000	2,000	0	0	0	0	2,000	0	0	3,000	0	0	361	372
8:00	2,000	0	2,000	2,000	0	0	0	0	0	0	0	1,000	3,000	0	0	364	372
8:30	2,000	0	2,000	2,000	0	0	0	0	0	0	0	1,000	3,000	0	0	364	372
9:00	0	0	2,000	2,000	0	0	0	0	0	0	0	1,000	3,000	0	0	364	372
9:30	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
10:00	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
10:30	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	368	372
11:00	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	370	372
11:30	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	370	372

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

RADIO AUDIENCES – FRIDAY

	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	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
3:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
4:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	370	372
5:00	2,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	368	372
5:30	2,000	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	368	372
6:00	6,000	0	0	5,000	0	2,000	2,000	2,000	0	0	0	0	0	0	0	361	372
6:30	6,000	2,000	4,000	6,000	0	6,000	2,000	2,000	0	0	0	0	2,000	0	0	348	372
7:00	7,000	2,000	5,000	6,000	0	7,000	2,000	7,000	0	4,000	0	0	4,000	0	0	335	372
7:30	10,000	2,000	2,000	8,000	0	4,000	6,000	7,000	0	4,000	0	0	4,000	0	0	335	372
8:00	6,000	2,000	5,000	10,000	4,000	8,000	4,000	8,000	4,000	6,000	2,000	5,000	7,000	0	0	307	372
8:30	6,000	2,000	5,000	11,000	4,000	6,000	4,000	8,000	2,000	6,000	2,000	2,000	5,000	0	0	315	372
9:00	15,000	2,000	7,000	10,000	4,000	2,000	4,000	3,000	2,000	5,000	0	2,000	4,000	0	0	327	372
9:30	15,000	2,000	5,000	10,000	4,000	4,000	4,000	5,000	2,000	5,000	0	2,000	4,000	0	0	325	372
10:00	13,000	2,000	7,000	14,000	6,000	5,000	4,000	5,000	2,000	5,000	0	2,000	2,000	0	0	318	372
10:30	13,000	2,000	5,000	15,000	6,000	3,000	4,000	5,000	2,000	5,000	0	2,000	2,000	0	0	321	372
11:00	15,000	2,000	5,000	12,000	3,000	3,000	4,000	6,000	2,000	5,000	0	2,000	3,000	0	0	325	372
11:30	14,000	2,000	7,000	12,000	4,000	3,000	5,000	6,000	2,000	3,000	0	2,000	3,000	0	0	323	372
NOON	6,000	2,000	4,000	14,000	4,000	5,000	3,000	3,000	2,000	2,000	0	2,000	2,000	0	0	329	372
0:30	4,000	2,000	4,000	11,000	4,000	3,000	0	3,000	2,000	2,000	0	2,000	2,000	0	0	337	372
1:00	6,000	0	5,000	9,000	3,000	5,000	0	2,000	2,000	0	4,000	2,000	2,000	0	0	338	372
1:30	6,000	0	5,000	9,000	3,000	5,000	0	2,000	2,000	0	4,000	2,000	2,000	0	0	338	372
2:00	4,000	0	5,000	6,000	3,000	6,000	0	2,000	2,000	0	2,000	3,000	2,000	0	0	341	372
2:30	6,000	0	5,000	6,000	3,000	6,000	2,000	2,000	2,000	0	2,000	3,000	4,000	0	0	337	372
3:00	4,000	0	5,000	6,000	3,000	6,000	0	3,000	2,000	2,000	0	2,000	2,000	0	0	341	372
3:30	4,000	0	5,000	6,000	3,000	5,000	0	3,000	2,000	0	0	2,000	3,000	0	0	343	372
4:00	4,000	0	4,000	6,000	3,000	6,000	0	4,000	0	0	0	4,000	2,000	0	2,000	341	372
4:30	4,000	0	4,000	6,000	3,000	4,000	0	4,000	0	0	0	4,000	2,000	0	0	345	372
5:00	4,000	0	2,000	5,000	4,000	4,000	0	8,000	0	0	0	5,000	4,000	0	0	340	372
5:30	4,000	0	2,000	7,000	4,000	4,000	0	6,000	0	0	0	2,000	2,000	0	0	345	372
6:00	3,000	0	0	5,000	3,000	2,000	0	2,000	0	3,000	0	0	2,000	0	0	355	372
6:30	3,000	0	0	5,000	3,000	4,000	0	2,000	0	0	0	0	2,000	0	0	356	372
7:00	3,000	0	0	3,000	0	4,000	0	0	0	0	0	0	2,000	0	0	363	372
7:30	3,000	0	0	2,000	0	4,000	0	0	0	0	0	0	4,000	0	0	362	372
8:00	2,000	0	0	0	0	2,000	0	0	0	0	0	0	4,000	0	0	366	372
8:30	2,000	0	0	0	0	3,000	0	0	0	0	0	0	4,000	0	0	365	372
9:00	2,000	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	2,000	366	372
9:30	2,000	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	2,000	366	372
10:00	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	370	372
10:30	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	0	0	368	372
11:00	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	0	0	368	372
11:30	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	0	0	368	372

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

RADIO AUDIENCES – SATURDAY

	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	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	370	372
2:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	2,000	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	368	372
5:30	2,000	0	0	7,000	2,000	0	0	0	0	2,000	0	0	0	0	0	361	372
6:00	2,000	0	0	6,000	3,000	0	2,000	3,000	0	4,000	0	0	0	0	2,000	352	372
6:30	2,000	0	0	4,000	3,000	0	2,000	5,000	0	2,000	0	0	0	0	2,000	354	372
7:00	3,000	0	0	9,000	6,000	2,000	3,000	10,000	2,000	2,000	0	2,000	0	0	0	336	372
7:30	5,000	0	2,000	10,000	6,000	2,000	3,000	9,000	2,000	2,000	0	2,000	0	0	0	334	372
8:00	5,000	0	2,000	13,000	6,000	2,000	3,000	5,000	4,000	5,000	0	3,000	0	3,000	2,000	324	372
8:30	5,000	0	2,000	11,000	6,000	0	3,000	5,000	4,000	5,000	0	3,000	0	3,000	2,000	328	372
9:00	4,000	0	5,000	12,000	6,000	9,000	6,000	5,000	4,000	5,000	2,000	3,000	0	3,000	2,000	310	372
9:30	6,000	0	6,000	12,000	6,000	9,000	6,000	5,000	4,000	5,000	2,000	3,000	0	3,000	2,000	309	372
10:00	5,000	0	12,000	14,000	9,000	6,000	8,000	6,000	2,000	5,000	2,000	4,000	0	3,000	2,000	299	372
10:30	5,000	0	12,000	15,000	9,000	5,000	8,000	7,000	2,000	5,000	2,000	3,000	0	3,000	2,000	299	372
11:00	4,000	0	9,000	15,000	9,000	0	8,000	6,000	2,000	6,000	2,000	3,000	2,000	0	2,000	308	372
11:30	4,000	0	8,000	15,000	9,000	0	8,000	6,000	2,000	6,000	2,000	3,000	2,000	0	2,000	309	372
NOON	2,000	0	7,000	13,000	5,000	4,000	6,000	2,000	2,000	3,000	2,000	2,000	0	0	0	326	372
0:30	0	0	5,000	11,000	3,000	4,000	6,000	2,000	2,000	3,000	2,000	2,000	0	0	0	332	372
1:00	2,000	2,000	5,000	9,000	2,000	4,000	5,000	2,000	2,000	2,000	0	3,000	2,000	0	0	334	372
1:30	2,000	2,000	5,000	9,000	2,000	4,000	5,000	2,000	2,000	2,000	0	3,000	2,000	0	0	334	372
2:00	3,000	0	3,000	9,000	2,000	8,000	5,000	2,000	2,000	0	0	4,000	0	0	0	337	372
2:30	3,000	0	3,000	11,000	2,000	7,000	5,000	4,000	2,000	0	0	4,000	0	0	0	334	372
3:00	2,000	0	3,000	9,000	2,000	6,000	5,000	2,000	0	0	0	3,000	0	0	0	342	372
3:30	2,000	0	2,000	9,000	2,000	5,000	4,000	2,000	0	0	0	3,000	0	0	0	345	372
4:00	0	0	2,000	9,000	3,000	2,000	2,000	0	0	0	0	0	0	0	0	354	372
4:30	2,000	0	2,000	9,000	3,000	5,000	2,000	0	0	0	0	0	0	0	0	351	372
5:00	2,000	0	2,000	9,000	3,000	3,000	2,000	0	0	0	0	0	0	0	0	353	372
5:30	2,000	0	2,000	8,000	3,000	3,000	2,000	0	0	0	0	0	0	0	0	354	372
6:00	2,000	0	0	7,000	2,000	0	0	2,000	0	2,000	0	0	2,000	0	0	357	372
6:30	2,000	0	0	5,000	2,000	0	0	2,000	0	0	0	0	2,000	0	0	361	372
7:00	2,000	0	0	5,000	0	0	0	2,000	0	0	0	2,000	2,000	0	0	361	372
7:30	2,000	0	0	4,000	0	0	0	0	0	0	0	2,000	2,000	0	0	364	372
8:00	0	0	2,000	4,000	0	3,000	0	0	0	0	0	2,000	0	0	0	361	372
8:30	0	0	0	4,000	0	2,000	0	0	0	0	0	2,000	0	0	0	364	372
9:00	0	0	0	4,000	0	0	0	0	0	0	0	3,000	0	0	0	365	372
9:30	0	0	0	4,000	0	0	0	0	0	0	0	2,000	0	0	0	366	372
10:00	0	0	0	5,000	0	0	0	0	0	0	0	2,000	0	0	0	365	372
10:30	0	0	0	5,000	0	0	0	0	0	0	0	2,000	0	0	0	365	372
11:00	0	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	369	372
11:30	0	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	369	372

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

RADIO AUDIENCES – SUNDAY

	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	'NONE	'TOTAL
M'NGHT	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	370	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
1:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
2:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
2:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
3:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
3:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
4:00	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	368	372
4:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
5:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	370	372
5:30	0	0	0	0	2,000	2,000	0	2,000	0	2,000	0	0	0	0	0	364	372
6:00	2,000	0	2,000	6,000	2,000	2,000	0	2,000	0	2,000	0	0	0	0	0	356	372
6:30	2,000	0	2,000	8,000	2,000	3,000	2,000	2,000	0	0	0	0	0	0	0	353	372
7:00	2,000	0	2,000	9,000	2,000	2,000	3,000	6,000	0	2,000	0	2,000	0	0	0	344	372
7:30	3,000	0	2,000	9,000	2,000	2,000	4,000	5,000	0	0	0	0	0	0	0	348	372
8:00	7,000	0	2,000	9,000	4,000	2,000	9,000	8,000	0	0	0	2,000	0	0	0	336	372
8:30	8,000	0	6,000	9,000	4,000	2,000	11,000	8,000	0	0	0	2,000	0	0	0	330	372
9:00	5,000	0	4,000	8,000	5,000	7,000	11,000	10,000	0	4,000	0	5,000	0	2,000	0	316	372
9:30	3,000	0	4,000	8,000	4,000	7,000	11,000	11,000	0	4,000	0	5,000	0	2,000	0	316	372
10:00	2,000	0	6,000	9,000	7,000	2,000	10,000	13,000	0	4,000	0	5,000	2,000	2,000	0	312	372
10:30	2,000	0	5,000	9,000	7,000	2,000	12,000	13,000	0	4,000	0	5,000	2,000	2,000	0	311	372
11:00	2,000	0	3,000	9,000	5,000	8,000	10,000	13,000	0	4,000	0	4,000	0	2,000	0	314	372
11:30	2,000	0	2,000	10,000	7,000	7,000	10,000	13,000	0	4,000	0	4,000	0	2,000	0	313	372
NOON	2,000	0	2,000	6,000	5,000	7,000	10,000	2,000	3,000	0	0	5,000	2,000	0	0	330	372
0:30	2,000	0	2,000	5,000	5,000	5,000	9,000	2,000	2,000	0	0	4,000	2,000	0	0	336	372
1:00	2,000	0	2,000	5,000	2,000	8,000	7,000	2,000	0	2,000	0	2,000	0	2,000	0	340	372
1:30	2,000	0	2,000	3,000	2,000	5,000	7,000	2,000	0	2,000	0	2,000	0	2,000	0	345	372
2:00	2,000	0	2,000	2,000	2,000	2,000	10,000	2,000	0	2,000	0	3,000	0	2,000	0	345	372
2:30	2,000	0	2,000	2,000	2,000	4,000	7,000	2,000	0	2,000	0	3,000	0	2,000	0	346	372
3:00	2,000	0	3,000	2,000	2,000	4,000	6,000	4,000	0	0	0	3,000	0	0	0	348	372
3:30	2,000	0	3,000	2,000	2,000	2,000	6,000	4,000	0	0	0	3,000	0	0	0	350	372
4:00	3,000	0	3,000	3,000	2,000	2,000	8,000	3,000	0	2,000	0	3,000	0	0	0	346	372
4:30	3,000	0	3,000	3,000	2,000	4,000	8,000	3,000	0	2,000	0	3,000	0	0	0	344	372
5:00	3,000	0	4,000	3,000	2,000	2,000	5,000	2,000	0	2,000	0	3,000	0	0	2,000	347	372
5:30	3,000	0	2,000	5,000	2,000	0	5,000	2,000	0	2,000	0	3,000	0	0	0	351	372
6:00	2,000	0	2,000	6,000	2,000	0	5,000	3,000	0	2,000	0	5,000	0	0	0	347	372
6:30	2,000	0	2,000	4,000	2,000	0	5,000	2,000	0	2,000	0	3,000	0	0	0	352	372
7:00	0	0	2,000	2,000	2,000	2,000	3,000	0	0	2,000	0	3,000	0	0	0	356	372
7:30	0	0	2,000	0	2,000	2,000	3,000	0	0	2,000	0	3,000	0	0	0	358	372
8:00	0	0	0	0	2,000	2,000	3,000	0	0	0	0	0	2,000	0	0	363	372
8:30	0	0	0	0	2,000	2,000	3,000	0	0	0	0	0	0	0	0	365	372
9:00	0	0	0	0	2,000	4,000	3,000	3,000	0	0	0	0	0	0	0	360	372
9:30	0	0	0	0	2,000	4,000	3,000	0	0	0	0	0	0	0	0	363	372
10:00	0	0	0	0	2,000	4,000	3,000	4,000	0	0	0	0	0	0	0	359	372
10:30	0	0	0	0	2,000	4,000	3,000	4,000	0	0	0	0	0	0	0	359	372
11:00	0	0	0	0	2,000	2,000	2,000	4,000	0	0	0	0	0	0	0	362	372
11:30	0	0	0	0	2,000	0	2,000	4,000	0	0	0	0	0	0	0	364	372

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	TVM2/Educ 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	370	372
7:00	3,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	365	372
7:30	4,000	2,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	362	372
8:00	4,000	0	2,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	362	372
8:30	3,000	0	2,000	0	0	0	0	0	0	0	0	5,000	0	0	0	0	362	372
9:00	0	0	0	0	0	0	0	0	0	0	0	5,000	0	0	0	0	367	372
9:30	0	0	0	0	0	0	0	0	0	0	0	3,000	0	0	0	0	369	372
10:00	0	2,000	0	0	0	0	0	0	0	0	0	3,000	0	0	0	0	367	372
10:30	0	3,000	0	0	0	0	0	0	0	0	0	3,000	0	0	0	0	366	372
11:00	2,000	3,000	0	0	0	0	0	0	0	0	0	5,000	0	0	0	2,000	360	372
11:30	2,000	3,000	2,000	0	0	0	0	0	0	0	0	5,000	0	0	0	2,000	358	372
NOON	5,000	4,000	2,000	0	0	0	0	0	0	0	2,000	5,000	0	0	0	2,000	352	372
0:30	5,000	4,000	2,000	0	0	0	0	0	0	2,000	2,000	3,000	0	0	0	2,000	352	372
1:00	5,000	5,000	2,000	0	0	0	0	0	0	3,000	3,000	2,000	0	0	0	4,000	348	372
1:30	5,000	5,000	2,000	0	0	0	0	0	0	3,000	3,000	2,000	0	0	0	3,000	349	372
2:00	5,000	5,000	0	0	0	0	0	0	0	3,000	5,000	2,000	0	0	0	6,000	346	372
2:30	5,000	6,000	0	0	0	0	0	0	0	3,000	4,000	2,000	0	0	0	5,000	347	372
3:00	6,000	7,000	0	0	0	0	2,000	0	0	3,000	4,000	2,000	0	2,000	0	9,000	337	372
3:30	6,000	7,000	0	0	0	0	2,000	0	0	3,000	4,000	2,000	0	2,000	0	9,000	337	372
4:00	8,000	8,000	2,000	0	0	0	3,000	0	0	3,000	3,000	2,000	1,000	0	0	7,000	335	372
4:30	9,000	7,000	0	0	0	0	3,000	0	0	3,000	3,000	2,000	1,000	0	0	7,000	337	372
5:00	11,000	7,000	2,000	0	0	0	3,000	0	0	3,000	7,000	2,000	0	0	0	8,000	329	372
5:30	12,000	10,000	2,000	0	0	0	3,000	0	0	3,000	7,000	2,000	0	0	0	8,000	325	372
6:00	17,000	16,000	5,000	0	0	0	2,000	0	0	3,000	3,000	4,000	0	0	3,000	12,000	307	372
6:30	18,000	16,000	5,000	0	0	0	2,000	0	0	3,000	3,000	4,000	0	0	3,000	12,000	306	372
7:00	22,000	16,000	5,000	0	0	0	2,000	0	0	3,000	3,000	4,000	4,000	2,000	3,000	11,000	297	372
7:30	24,000	28,000	7,000	0	0	0	2,000	0	0	3,000	3,000	6,000	6,000	2,000	3,000	10,000	278	372
7:45	24,000	26,000	8,000	0	0	0	2,000	0	0	3,000	3,000	6,000	6,000	2,000	3,000	10,000	279	372
8:00	54,000	25,000	8,000	0	0	0	2,000	1,000	0	6,000	5,000	10,000	4,000	2,000	3,000	12,000	240	372
8:30	54,000	34,000	6,000	2,000	0	0	3,000	1,000	0	5,000	7,000	11,000	4,000	2,000	3,000	14,000	226	372
9:00	44,000	28,000	5,000	2,000	0	0	4,000	2,000	0	8,000	8,000	7,000	6,000	0	2,000	18,000	238	372
9:30	41,000	23,000	6,000	2,000	0	0	5,000	2,000	0	6,000	8,000	5,000	6,000	0	2,000	12,000	254	372
10:00	24,000	16,000	4,000	0	0	0	4,000	2,000	0	5,000	2,000	5,000	4,000	0	2,000	11,000	293	372
10:30	11,000	8,000	2,000	0	0	0	3,000	0	0	5,000	2,000	3,000	4,000	0	2,000	8,000	324	372
11:00	5,000	5,000	0	0	0	0	0	0	0	5,000	0	4,000	2,000	0	2,000	4,000	345	372
11:30	3,000	0	0	0	0	0	0	0	0	2,000	0	4,000	2,000	0	2,000	3,000	356	372

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	TVM2/EDUC 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	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	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
3:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
4:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
7:00	0	2,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	366	372
7:30	0	3,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	365	372
8:00	2,000	3,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	2,000	361	372
8:30	4,000	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	361	372
9:00	4,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	364	372
9:30	2,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	366	372
10:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
10:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
11:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
11:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
NOON	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	372
0:30	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	368	372
1:00	5,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	363	372
1:30	5,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	363	372
2:00	4,000	2,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	362	372
2:30	4,000	2,000	0	0	0	0	0	0	0	0	5,000	0	0	0	0	0	361	372
3:00	6,000	2,000	0	0	0	0	0	0	0	0	5,000	0	0	0	0	3,000	356	372
3:30	6,000	2,000	0	0	0	0	0	0	0	0	5,000	0	2,000	0	0	3,000	354	372
4:00	2,000	2,000	0	0	0	0	0	0	0	2,000	5,000	0	0	0	0	2,000	359	372
4:30	2,000	0	0	0	0	0	0	0	0	2,000	7,000	2,000	0	0	0	3,000	356	372
5:00	2,000	3,000	4,000	0	0	0	0	0	0	2,000	9,000	2,000	2,000	0	0	4,000	344	372
5:30	2,000	3,000	3,000	0	0	0	0	0	0	2,000	9,000	2,000	0	0	0	4,000	347	372
6:00	5,000	6,000	3,000	0	0	0	2,000	0	0	2,000	9,000	2,000	4,000	0	2,000	4,000	333	372
6:30	6,000	8,000	3,000	0	0	0	2,000	0	0	2,000	9,000	0	4,000	0	2,000	4,000	332	372
7:00	13,000	12,000	4,000	0	0	0	4,000	0	0	2,000	9,000	8,000	4,000	0	2,000	5,000	309	372
7:30	18,000	31,000	6,000	0	0	0	4,000	0	0	3,000	9,000	6,000	4,000	0	0	8,000	284	372
7:45	18,000	31,000	5,000	0	0	0	4,000	0	0	3,000	8,000	6,000	4,000	0	0	8,000	285	372
8:00	68,000	33,000	6,000	0	0	0	3,000	0	0	5,000	8,000	8,000	0	0	0	9,000	232	372
8:30	80,000	32,000	7,000	0	0	0	4,000	0	0	4,000	12,000	10,000	0	0	1,000	14,000	208	372
9:00	85,000	27,000	7,000	0	0	0	4,000	0	0	7,000	12,000	11,000	2,000	0	1,000	21,000	195	372
9:30	74,000	20,000	4,000	0	0	0	4,000	0	0	7,000	13,000	11,000	2,000	0	0	21,000	216	372
10:00	29,000	13,000	3,000	0	0	0	2,000	0	0	5,000	7,000	10,000	2,000	0	0	14,000	287	372
10:30	14,000	13,000	3,000	0	0	0	2,000	0	0	4,000	4,000	7,000	2,000	0	0	9,000	314	372
11:00	4,000	0	3,000	0	0	0	0	0	0	4,000	0	4,000	0	0	0	5,000	352	372
11:30	0	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	4,000	364	372

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	TVM2/EDUC 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	'NONE	TOTAL
																	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
6:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
6:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
7:00	6,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	362	372
7:30	6,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	362	372
8:00	6,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	1,000	359	372
8:30	5,000	6,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	1,000	358	372
9:00	4,000	5,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	3,000	358	372
9:30	4,000	5,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	1,000	360	372
10:00	4,000	5,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	1,000	360	372
10:30	2,000	5,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	1,000	362	372
11:00	3,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	1,000	363	372
11:30	3,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	1,000	363	372
NOON	3,000	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	359	372
0:30	3,000	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	359	372
1:00	3,000	8,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	5,000	354	372
1:30	3,000	8,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	5,000	354	372
2:00	3,000	9,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	355	372
2:30	3,000	9,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	352	372
3:00	4,000	9,000	2,000	0	0	0	0	0	0	0	4,000	3,000	2,000	0	0	4,000	344	372
3:30	4,000	9,000	2,000	0	0	0	0	0	0	0	4,000	1,000	2,000	0	0	3,000	347	372
4:00	4,000	12,000	2,000	0	0	0	0	0	0	0	3,000	1,000	2,000	0	0	5,000	343	372
4:30	4,000	12,000	0	0	0	0	0	0	0	0	3,000	1,000	2,000	0	0	3,000	347	372
5:00	4,000	13,000	3,000	0	0	0	0	0	0	0	3,000	0	2,000	0	2,000	6,000	339	372
5:30	4,000	13,000	4,000	0	0	0	0	0	0	0	3,000	0	2,000	0	2,000	6,000	338	372
6:00	13,000	19,000	7,000	0	0	0	0	0	0	0	3,000	0	0	0	3,000	8,000	319	372
6:30	15,000	19,000	10,000	0	0	0	0	0	0	0	5,000	0	0	0	3,000	8,000	312	372
7:00	19,000	26,000	12,000	0	0	0	0	0	0	0	5,000	0	5,000	2,000	3,000	10,000	290	372
7:30	19,000	39,000	12,000	0	0	0	2,000	0	0	0	5,000	0	5,000	2,000	2,000	11,000	275	372
7:45	19,000	39,000	13,000	0	0	0	2,000	0	0	0	5,000	0	5,000	2,000	2,000	11,000	274	372
8:00	42,000	38,000	20,000	0	0	0	2,000	3,000	0	3,000	4,000	5,000	5,000	2,000	2,000	7,000	239	372
8:30	36,000	39,000	37,000	2,000	0	0	7,000	6,000	0	6,000	5,000	8,000	3,000	2,000	2,000	8,000	211	372
9:00	29,000	31,000	34,000	2,000	0	2,000	5,000	10,000	0	6,000	5,000	9,000	5,000	0	2,000	12,000	220	372
9:30	26,000	31,000	24,000	2,000	0	2,000	7,000	10,000	0	4,000	5,000	7,000	2,000	0	0	12,000	240	372
10:00	12,000	19,000	13,000	2,000	0	3,000	7,000	9,000	0	3,000	4,000	7,000	2,000	0	0	8,000	283	372
10:30	5,000	15,000	10,000	2,000	0	3,000	3,000	6,000	0	3,000	2,000	3,000	2,000	0	0	6,000	312	372
11:00	0	3,000	5,000	0	0	0	2,000	2,000	0	2,000	0	2,000	0	0	0	0	356	372
11:30	0	2,000	3,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365	372

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	TVM2/EDUC 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	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	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
7:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
7:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	366	372
8:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	365	372
9:00	0	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	3,000	365	372
9:30	0	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	3,000	365	372
10:00	1,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	3,000	362	372
10:30	1,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	3,000	362	372
11:00	1,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	365	372
11:30	1,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	365	372
NOON	0	0	0	0	0	0	3,000	0	0	0	2,000	0	0	0	0	2,000	365	372
0:30	0	0	0	0	0	0	3,000	0	0	0	2,000	0	0	0	0	4,000	363	372
1:00	2,000	0	0	0	0	0	3,000	0	0	0	2,000	0	0	0	0	5,000	360	372
1:30	2,000	0	0	0	0	0	3,000	0	0	0	2,000	0	0	0	0	5,000	360	372
2:00	4,000	0	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	0	4,000	358	372
2:30	2,000	3,000	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	0	5,000	356	372
3:00	3,000	3,000	0	0	0	0	2,000	0	0	0	2,000	3,000	0	0	0	4,000	355	372
3:30	3,000	3,000	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	0	4,000	356	372
4:00	2,000	3,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	5,000	358	372
4:30	2,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	5,000	359	372
5:00	3,000	2,000	0	0	0	0	3,000	0	0	0	2,000	0	0	0	0	5,000	357	372
5:30	3,000	2,000	0	0	0	0	3,000	0	2,000	0	3,000	0	0	0	0	5,000	354	372
6:00	6,000	8,000	4,000	0	0	0	3,000	0	2,000	0	3,000	2,000	0	0	0	6,000	338	372
6:30	5,000	8,000	4,000	0	0	0	3,000	0	2,000	0	4,000	2,000	0	0	0	8,000	336	372
7:00	18,000	12,000	5,000	0	0	0	3,000	0	2,000	2,000	3,000	3,000	0	0	2,000	5,000	317	372
7:30	22,000	27,000	9,000	0	0	0	4,000	0	2,000	2,000	3,000	4,000	0	0	2,000	5,000	292	372
7:45	22,000	27,000	10,000	0	0	0	4,000	0	0	2,000	3,000	4,000	0	0	2,000	5,000	293	372
8:00	76,000	25,000	10,000	0	0	0	6,000	0	0	2,000	6,000	5,000	2,000	0	0	17,000	223	372
8:30	80,000	33,000	8,000	0	0	0	11,000	0	0	0	8,000	5,000	5,000	0	0	19,000	203	372
9:00	75,000	31,000	6,000	0	0	0	11,000	0	0	2,000	6,000	5,000	6,000	0	2,000	26,000	202	372
9:30	67,000	22,000	5,000	0	0	0	11,000	0	0	2,000	6,000	5,000	6,000	0	2,000	26,000	220	372
10:00	44,000	17,000	2,000	0	0	0	8,000	0	0	0	4,000	3,000	6,000	0	2,000	19,000	267	372
10:30	23,000	10,000	0	0	0	0	8,000	0	0	0	4,000	2,000	2,000	0	2,000	16,000	305	372
11:00	8,000	4,000	0	0	0	0	3,000	0	0	0	3,000	2,000	4,000	0	2,000	4,000	342	372
11:30	4,000	3,000	0	0	0	0	2,000	0	0	0	3,000	2,000	2,000	0	2,000	2,000	352	372

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	TVM2/Educ 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
0:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	370	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
4:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
5:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
5:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
6:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
6:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	372
7:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	372
7:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	372
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	372
8:30	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	372
9:00	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364	372
9:30	4,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	372
10:00	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	363	372
10:30	4,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	362	372
11:00	6,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	358	372
11:30	6,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	358	372
NOON	8,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	352	372
0:30	8,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	6,000	354	372
1:00	9,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	355	372
1:30	9,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	355	372
2:00	9,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	2,000	353	372
2:30	9,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	355	372
3:00	10,000	6,000	2,000	0	0	0	0	0	0	0	0	3,000	0	0	0	2,000	349	372
3:30	10,000	6,000	2,000	0	0	0	0	0	0	0	0	3,000	0	0	0	2,000	349	372
4:00	8,000	6,000	2,000	0	0	0	0	0	0	0	2,000	2,000	0	0	0	3,000	349	372
4:30	8,000	6,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	3,000	351	372
5:00	10,000	9,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	347	372
5:30	8,000	10,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	4,000	346	372
6:00	9,000	9,000	5,000	0	0	0	2,000	0	0	0	0	2,000	3,000	0	0	8,000	334	372
6:30	9,000	9,000	5,000	0	0	0	2,000	0	0	0	0	2,000	3,000	0	0	5,000	337	372
7:00	14,000	11,000	5,000	2,000	0	0	2,000	0	0	0	0	3,000	2,000	0	3,000	9,000	321	372
7:30	17,000	20,000	6,000	2,000	0	0	2,000	0	0	2,000	0	4,000	2,000	0	3,000	8,000	306	372
7:45	18,000	20,000	10,000	2,000	0	0	3,000	0	0	2,000	0	4,000	2,000	0	3,000	8,000	300	372
8:00	72,000	16,000	13,000	2,000	0	0	6,000	0	0	2,000	0	7,000	3,000	0	3,000	14,000	234	372
8:30	82,000	14,000	11,000	2,000	0	0	7,000	0	0	2,000	0	7,000	3,000	0	3,000	15,000	226	372
9:00	81,000	17,000	9,000	2,000	0	0	7,000	0	0	2,000	0	9,000	3,000	0	2,000	13,000	227	372
9:30	74,000	14,000	6,000	2,000	0	0	6,000	0	0	2,000	0	11,000	3,000	0	2,000	10,000	242	372
10:00	59,000	11,000	2,000	0	0	0	6,000	0	0	2,000	0	7,000	2,000	0	0	9,000	274	372
10:30	50,000	10,000	0	0	0	0	6,000	0	0	2,000	0	7,000	2,000	0	0	4,000	291	372
11:00	25,000	2,000	0	0	0	0	2,000	0	0	2,000	0	2,000	2,000	0	0	4,000	333	372
11:30	3,000	2,000	0	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	4,000	357	372

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	TVM2/EDUC 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	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	372	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
7:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	368	372
8:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364	372
8:30	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	366	372
9:00	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	372
9:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	372
10:00	2,000	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	361	372
10:30	2,000	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	361	372
11:00	0	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	372
11:30	0	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	363	372
NOON	2,000	5,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	0	0	3,000	356	372
0:30	2,000	5,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	0	0	2,000	357	372
1:00	10,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	0	0	9,000	345	372
1:30	10,000	3,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	9,000	346	372
2:00	10,000	6,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	10,000	342	372
2:30	8,000	6,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	10,000	344	372
3:00	7,000	8,000	5,000	0	0	0	0	0	0	0	2,000	0	0	0	0	8,000	342	372
3:30	6,000	9,000	5,000	0	0	0	0	0	0	0	2,000	0	0	0	0	8,000	342	372
4:00	9,000	8,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	14,000	335	372
4:30	7,000	8,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	14,000	337	372
5:00	9,000	8,000	6,000	0	0	0	0	0	0	0	2,000	0	0	0	0	14,000	333	372
5:30	9,000	8,000	6,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	14,000	331	372
6:00	10,000	7,000	7,000	0	0	0	0	0	0	0	2,000	2,000	3,000	0	2,000	5,000	334	372
6:30	10,000	10,000	8,000	0	0	0	0	0	0	0	2,000	2,000	3,000	0	2,000	5,000	330	372
7:00	13,000	17,000	8,000	0	0	0	0	2,000	0	0	2,000	3,000	2,000	2,000	0	6,000	317	372
7:30	12,000	22,000	10,000	0	0	0	0	2,000	0	0	2,000	4,000	2,000	2,000	0	9,000	307	372
7:45	12,000	22,000	11,000	0	0	0	0	2,000	0	2,000	2,000	4,000	2,000	2,000	0	9,000	304	372
8:00	34,000	22,000	11,000	0	0	0	2,000	2,000	0	2,000	3,000	3,000	5,000	2,000	0	12,000	274	372
8:30	32,000	21,000	11,000	0	0	0	6,000	0	0	2,000	5,000	4,000	6,000	2,000	0	12,000	271	372
9:00	36,000	22,000	10,000	0	0	0	10,000	0	0	5,000	11,000	6,000	7,000	0	0	12,000	253	372
9:30	32,000	19,000	10,000	0	0	0	11,000	0	0	5,000	14,000	7,000	5,000	0	0	15,000	254	372
10:00	28,000	19,000	3,000	0	0	0	11,000	2,000	0	5,000	14,000	4,000	2,000	0	2,000	11,000	271	372
10:30	25,000	17,000	3,000	0	0	0	10,000	2,000	0	4,000	11,000	0	0	0	2,000	10,000	288	372
11:00	17,000	10,000	2,000	0	0	0	7,000	2,000	0	4,000	7,000	0	0	0	0	2,000	321	372
11:30	15,000	4,000	2,000	0	0	0	4,000	2,000	0	4,000	6,000	0	0	0	0	0	335	372

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

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	TVM2/Educ 22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	370	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	372	372
6:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	372
6:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	372
7:00	2,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	365	372
7:30	2,000	6,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	360	372
8:00	8,000	7,000	2,000	0	0	0	3,000	0	0	0	0	0	0	0	0	0	352	372
8:30	11,000	8,000	3,000	0	0	0	3,000	0	0	0	0	0	0	0	0	0	347	372
9:00	14,000	10,000	6,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	2,000	334	372
9:30	12,000	10,000	6,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	2,000	336	372
10:00	13,000	6,000	3,000	0	0	0	3,000	0	0	2,000	2,000	0	0	0	0	0	343	372
10:30	12,000	6,000	3,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	345	372
11:00	13,000	6,000	2,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	345	372
11:30	14,000	6,000	2,000	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	346	372
NOON	14,000	5,000	2,000	2,000	0	0	0	0	0	2,000	2,000	2,000	0	0	2,000	0	341	372
0:30	13,000	5,000	2,000	2,000	0	0	0	0	0	2,000	2,000	2,000	0	0	2,000	0	342	372
1:00	15,000	6,000	3,000	2,000	0	0	0	0	0	2,000	0	0	0	0	2,000	1,000	341	372
1:30	13,000	9,000	3,000	2,000	0	0	0	0	0	2,000	0	0	0	0	2,000	1,000	340	372
2:00	10,000	7,000	3,000	2,000	0	0	2,000	0	0	2,000	2,000	0	2,000	0	3,000	3,000	336	372
2:30	10,000	7,000	3,000	2,000	0	0	2,000	0	0	2,000	2,000	0	2,000	0	3,000	3,000	336	372
3:00	9,000	7,000	3,000	2,000	0	0	2,000	0	0	2,000	2,000	2,000	0	0	3,000	5,000	335	372
3:30	9,000	7,000	3,000	2,000	0	0	2,000	0	0	2,000	2,000	3,000	0	0	3,000	3,000	336	372
4:00	10,000	4,000	4,000	2,000	0	0	2,000	0	0	2,000	5,000	3,000	0	0	2,000	3,000	335	372
4:30	11,000	5,000	4,000	2,000	0	0	2,000	0	0	2,000	5,000	3,000	0	0	2,000	3,000	333	372
5:00	13,000	6,000	4,000	2,000	0	0	0	0	0	2,000	3,000	2,000	0	0	2,000	3,000	335	372
5:30	13,000	8,000	4,000	2,000	0	0	0	0	0	2,000	3,000	2,000	0	0	2,000	3,000	333	372
6:00	20,000	7,000	4,000	2,000	0	0	0	2,000	0	2,000	3,000	2,000	0	0	2,000	2,000	326	372
6:30	22,000	8,000	4,000	2,000	0	0	0	2,000	0	2,000	3,000	2,000	0	0	2,000	3,000	322	372
7:00	23,000	13,000	8,000	2,000	3,000	0	0	0	0	2,000	3,000	2,000	0	0	2,000	5,000	309	372
7:30	26,000	21,000	11,000	2,000	3,000	0	0	0	0	3,000	3,000	2,000	0	0	2,000	5,000	294	372
7:45	26,000	19,000	9,000	2,000	3,000	0	0	0	0	5,000	3,000	2,000	0	0	2,000	5,000	296	372
8:00	56,000	20,000	14,000	2,000	3,000	0	0	0	0	5,000	3,000	2,000	4,000	0	3,000	13,000	247	372
8:30	65,000	19,000	17,000	2,000	3,000	0	0	0	0	5,000	5,000	2,000	4,000	0	3,000	14,000	233	372
9:00	52,000	15,000	13,000	2,000	3,000	0	0	2,000	0	4,000	6,000	5,000	2,000	2,000	2,000	13,000	251	372
9:30	45,000	12,000	10,000	2,000	3,000	0	0	2,000	0	6,000	6,000	5,000	2,000	0	2,000	13,000	264	372
10:00	23,000	11,000	8,000	2,000	0	0	0	0	0	4,000	7,000	5,000	2,000	0	0	11,000	299	372
10:30	17,000	9,000	3,000	0	0	0	0	0	0	2,000	7,000	5,000	2,000	0	0	11,000	316	372
11:00	8,000	5,000	2,000	0	0	0	0	0	0	0	5,000	0	2,000	0	0	2,000	348	372
11:30	4,000	4,000	0	0	0	0	0	0	0	0	4,000	0	2,000	0	0	0	358	372

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