



**RADIO AND TELEVISION AUDIENCES
MALTA
JULY - SEPTEMBER 2012**

**MARIO AXIAK B.A. (HONS.), M.B.A. (MAASTRICHT)
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719**

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BROADCASTING AUTHORITY
MILE END ROAD, HAMRUN HMR1719, MALTA
TEL: 2122 1281, 2124 7908
FAX: 2124 0855
E-MAIL: info.ba@ba.org.mt
WEB: <http://www.ba.org.mt>**

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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 fourth quarter of the 2011/2012 broadcasting season; i.e. for **1st July to 30th September 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. 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 **372,447** and which was estimated from the Demographic Review 2010.

Part Two of the report details the grossed-up tables and figures for the second quarter of this broadcasting season; i.e. for April to June 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 assessment period the London 2012 Olympics were held between 27th July and 12th August which were broadcast on TVM2.

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 July to 30th September 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 July-September 2012, 1839 individuals [51.93% 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 1.47% lower than that of the previous assessment period of April-June 2012¹. 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 [JUL/SEP 2011-2012]

RESPONSE	JUL-SEP 2011		OCT-DEC 2011		Jan-Mar 2012		APR-JUN 2012		JUL-SEP 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1840	49.89%	1842	53.11%	1820	52.21%	1820	50.74%	1839	51.93%
Refused	158	4.28%	103	2.97%	127	3.64%	115	3.21%	122	3.45%
Non-Contact	743	20.15%	853	24.60%	839	24.07%	823	22.94%	685	19.34%
Unreachable	940	25.49%	659	19.00%	691	19.82%	818	22.80%	882	24.91%
Ineligible	7	0.19%	11	0.32%	9	0.26%	11	0.32%	13	0.37%
CONTACTED	3688	100%	3468	100%	3486	100%	3587	100%	3541	100%
Not used	120		212		154		53		138	
TOTAL	3808		3680		3640		3640		3679	

By WEEKDAY	JUL-SEP 2011		OCT-DEC 2011		Jan-Mar 2012		APR-JUN 2012		JUL-SEP 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	261	14.26	262	14.22	260	14.29	260	14.29	260	14.14
Tue	260	14.21	261	14.17	260	14.29	260	14.29	259	14.08
Wed	260	14.21	259	14.06	260	14.29	260	14.29	260	14.14
Thu	250	13.66	260	14.12	260	14.29	260	14.29	260	14.14
Fri	279	15.25	260	14.12	260	14.29	260	14.29	260	14.14
Sat	260	14.21	281	15.26	260	14.29	260	14.29	260	14.14
Sun	260	14.21	259	14.06	260	14.29	260	14.29	280	15.23
	1830	100%	1842	100%	1820	100%	1820	100.00	1839	100.00

By MONTH	Jul-Sep 2011		OCT-DEC 2011		Jan-Mar 2012		APR-JUN 2012		JUL-SEP 2012	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Jul: 610	33.33	Oct: 621	33.71	Jan: 620	34.07	Apr: 600	32.97	Jul: 620	33.71
	Aug: 620	33.88	Nov: 600	32.57	Feb: 580	31.87	May: 620	34.07	Aug: 620	33.71
	Sep: 600	32.79	Dec: 621	33.71	Mar: 620	34.07	Jun: 600	32.97	Sep: 599	32.57
	1820	100%	1842	100%	1820	100%	1820	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 July-September 2012, with a response rate of 51.93%, a population size of 372,447 [aged 12 years and over], and a 95% confidence level, the sample of 1839 interviewees has a margin of error of $\pm 2.28\%$.

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.*

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
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
April – June 2012	12	99	87 years
July – September 2012	12	96	84 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 [JUL/SEP 2012]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	18,917	8,691	10,225	4,176	6,371	2,154	2,443	3,355	417
	5.1%	4.7%	5.4%	5.7%	5.8%	3.9%	4.7%	6.3%	1.5%
	100.0%	45.9%	54.1%	22.1%	33.7%	11.4%	12.9%	17.7%	2.2%
15-24	61,589	34,146	27,443	11,090	17,391	9,774	9,560	7,906	5,868
	16.5%	18.5%	14.6%	15.0%	15.9%	17.7%	18.3%	14.8%	20.8%
	100.0%	55.4%	44.6%	18.0%	28.2%	15.9%	15.5%	12.8%	9.5%
25-29	21,144	10,062	11,082	4,871	6,124	3,144	2,232	3,355	1,418
	5.7%	5.5%	5.9%	6.6%	5.6%	5.7%	4.3%	6.3%	5.0%
	100.0%	47.6%	52.4%	23.0%	29.0%	14.9%	10.6%	15.9%	6.7%
30-49	111,360	56,544	54,816	22,059	32,746	16,509	15,596	16,011	8,439
	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	91,388	43,146	48,242	16,430	26,309	13,924	13,974	14,043	6,708
	24.5%	23.4%	25.6%	22.3%	24.0%	25.2%	26.8%	26.2%	23.8%
	100.0%	47.2%	52.8%	18.0%	28.8%	15.2%	15.3%	15.4%	7.3%
65-79	52,757	24,712	28,045	12,428	14,520	7,803	6,570	7,267	4,170
	14.2%	13.4%	14.9%	16.8%	13.3%	14.1%	12.6%	13.6%	14.8%
	100.0%	46.8%	53.2%	23.6%	27.5%	14.8%	12.5%	13.8%	7.9%
80+	15,292	6,984	8,308	2,718	6,074	1,897	1,795	1,605	1,204
	4.1%	3.8%	4.4%	3.7%	5.5%	3.4%	3.4%	3.0%	4.3%
	100.0%	45.7%	54.3%	17.8%	39.7%	12.4%	11.7%	10.5%	7.9%
Total	372,447	184,285	188,162	73,772	109,536	55,204	52,169	53,542	28,224
	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

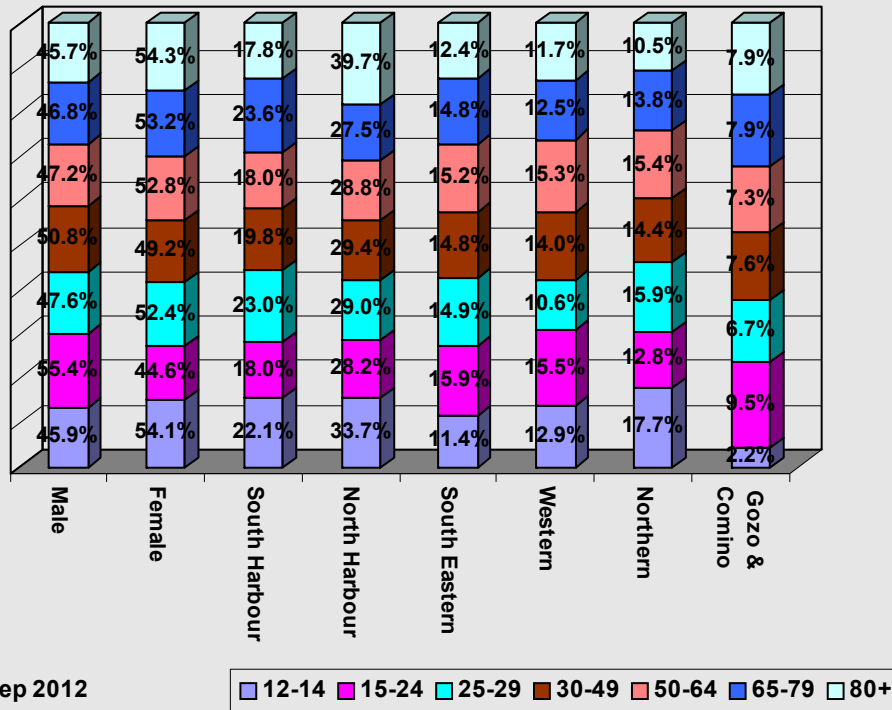


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [JUL/SEP 2012]

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 in the number of radio listeners of 1.81% over the previous period of April-June 2012 and a decrease of 10.53% over the same period last year. Those who expressly stated that they did not listen to radio [54.432%] exceeded radio listeners [41.816%] by 12.616% which was the highest registered 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 – JUL/SEP 2012]

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Regular Listeners	±% Listeners/Non-Listeners
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%	7.221%
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%	-2.787%
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%	2.987%
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%	-3.111%
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%	-3.368%
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%	1.334%
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%	-1.006%
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%	2.767%
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	-0.163%
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%	-0.448%
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%	3.309%
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%	9.011%
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%	10.392%
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%	11.667%
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%	12.150%
Jul-Sep 2010	42.452%	3.760%	0.327%	0.218%	53.243%	10.790%
Oct-Dec 2010	44.856%	3.702%	0.490%	0.163%	50.789%	5.934%
Jan-Mar 2011	42.611%	3.667%	0.500%	0.111%	53.111%	10.500%
Apr-Jun 2011	43.956%	4.396%	0.495%	0.549%	50.604%	6.648%
Jul-Sep 2011	44.536%	2.350%	0.109%	0.656%	52.350%	7.814%
Oct-Dec 2011	48.317%	2.172%	0.543%	1.520%	47.448%	-0.869%
Jan-Mar 2012	51.923%	2.198%	0.330%	0.934%	44.615%	-7.308%
Apr-Jun 2012	52.308%	1.923%	0.604%	1.538%	43.626%	-8.681%
Jul-Sep 2012	54.432%	2.773%	0.381%	0.598%	41.816%	-12.616%

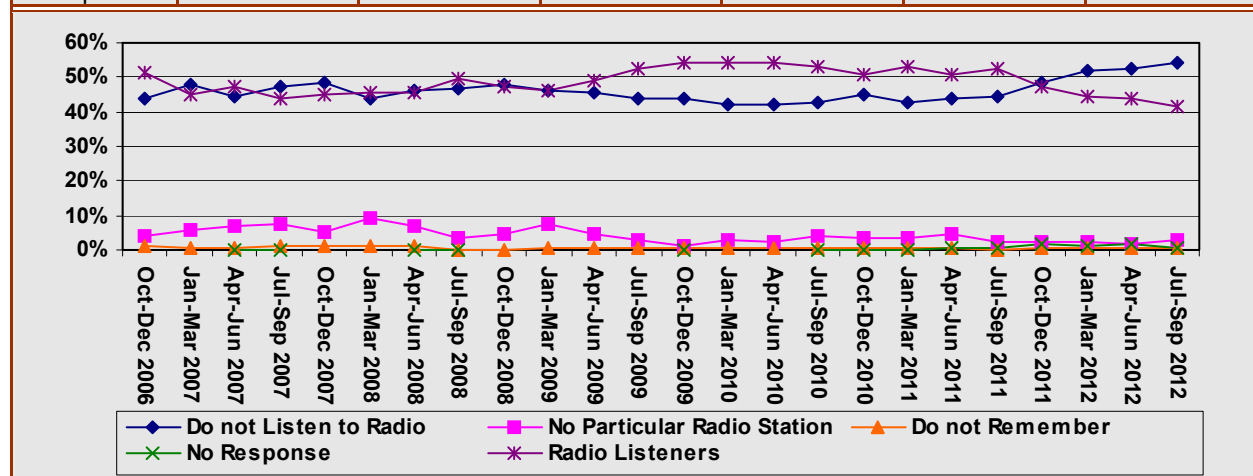


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – JUL/SEP 2012]

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 [without taking into consideration the amount of time spent listening by each respondent]. Bay Radio maintained the highest percentage of radio listeners [23.48%], increased its share by 1.36% over the previous quarter of April-June 2012 [22.12%], and has increased its share by 3.05% over the same period last year [2011: 20.43%]. ONE Radio maintained its second ranking [17.60%] increasing its share by 2.91% over the previous assessment quarter [14.69%] and further increasing its share by 4.60% over the same period last year [Jul-Sep 2011: 13.00%]. Radju Malta ranked third [9.56%] increasing its share by 1.08% over the previous period of April-June, and increasing its share by 0.94% last year [8.62%].

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

[Weighted]	Jul-Sep 2010 %	Jul-Sep 2011 %	Jul-Sep 2012 %	Population N	±% Over Apr-Jun 2012	
Radju Malta	8.14	8.62	[3] 9.56	[3] 14,987	8.47	1.08
Radju Parlament	0.13	0.36	0.73	1,139	0.00	0.73
Magic Radio	9.07	7.06	5.81	9,114	6.65	-0.84
ONE Radio	[2] 12.34	[2] 13.00	[2] 17.60	[2] 27,605	[2] 14.69	2.91
Radio 101	3.97	3.47	4.46	6,997	8.62	-4.16
Bay Radio	[1] 21.34	[1] 20.43	[1] 23.48	[1] 36,820	[1] 22.12	1.36
Calypso Radio	[3] 11.48	[3] 11.43	9.50	14,891	[3] 9.76	-0.27
RTK	6.35	8.23	6.74	10,565	7.37	-0.64
Smash Radio	3.02	3.63	2.07	3,239	2.31	-0.24
Radju Marija	7.13	6.20	5.57	8,735	4.64	0.93
Campus FM	1.56	1.65	1.06	1,659	0.65	0.40
Vibe FM	8.02	6.30	5.63	8,826	5.42	0.21
XFM	4.58	4.80	4.22	6,624	4.52	-0.30
Bay Easy			0.26	408		0.26
Bay Retro			0.26	401		0.26
Community Stations	2.28	2.30	1.45	2,270	1.95	-0.51
Foreign &/ Other Station	0.60	2.53	1.62	2,545	2.80	-1.18
	100.0%	100.0%	100.0%	156,826	100.0%	0.00

Totals may not tally due to weighting and rounding off

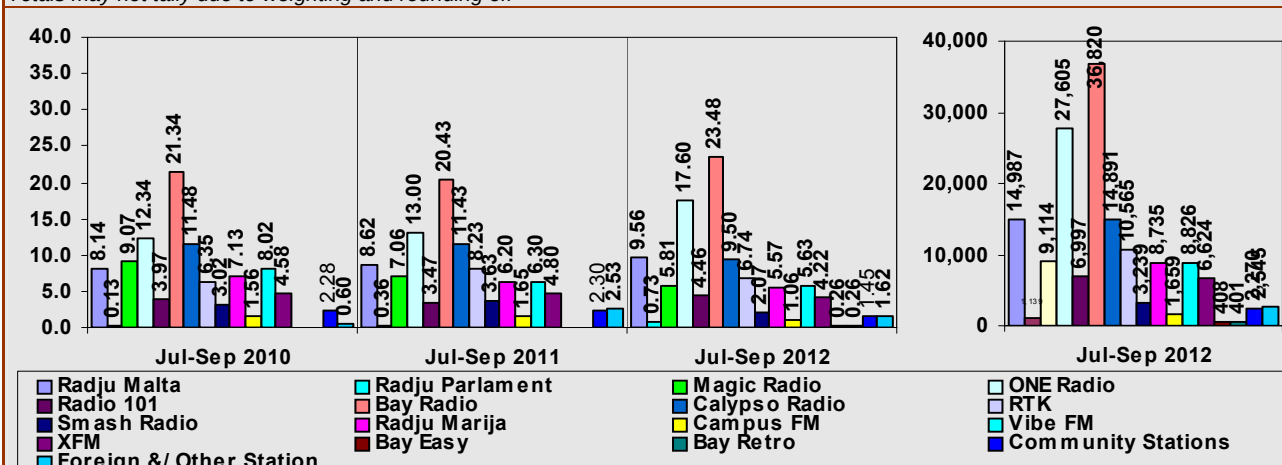


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [JUL/SEP 2010, 2011, 2012]

Bay Radio and ONE Radio have maintained their positions since October-December 2008 while Calypso radio has lost its third ranking to Radju Malta – see Table 3.3 and Figure 3.3.a below, while Figure 3.3.b displays each station's ranking. Of note are the listeners who responded that they had listened to Bay Easy and Bay Retro. This was the first time that these two stations, broadcasting exclusively on the DAB+ network registered an audience.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION BY QUARTER AND BY RANKING
[OCT/DEC 2007 - JUL/SEP 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	Apr-Jun 2012	Jul-Sep 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	8.47	9.56
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	0.00	0.73
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	6.65	5.81
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	14.69	17.60
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	8.62	4.46
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	22.12	23.48
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	9.76	9.50
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	7.37	6.74
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	2.31	2.07
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	4.64	5.57
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	0.65	1.06
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	5.42	5.63
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	4.52	4.22
Bay Easy																				0.26
Bay Retro																				0.26
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	1.95	1.45
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	2.80	1.62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranking																				
Radju Malta	5	6	6	4	7	6	7	4	4	4	6	5	8	5	4	4	3	4	5	3
Radju Parlament	15	13	15	14	12	13	15	15	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	7	6
ONE Radio	2	1	1	1	2	2	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	4	9
Bay Radio	1	2	2	2	1	1	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	3	4
RTK	4	4	4	5	5	4	4	5	6	7	8	8	6	4	5	5	5	3	6	5
Smash Radio	9	9	11	11	10	11	11	12	12	11	10	11	9	10	10	10	10	11	12	11
Radju Marija	7	7	7	6	4	5	5	7	7	6	7	7	7	8	8	8	8	10	9	8
Campus FM	13	14	13	15	15	15	14	14	13	14	14	13	13	14	14	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	8	7
XFM	12	11	5	9	8	8	9	8	8	9	9	9	10	11	9	9	11	9	10	10
Bay Easy																				16
Bay Retro																				17
Community Stations	11	12	12	12	13	12	12	11	11	12	12	12	12	12	11	13	13	12	13	13
Foreign &/ Other Station	14	15	14	13	14	14	13	13	14	13	13	14	14	13	13	12	12	13	11	12

Totals may not tally due to weighting and rounding off

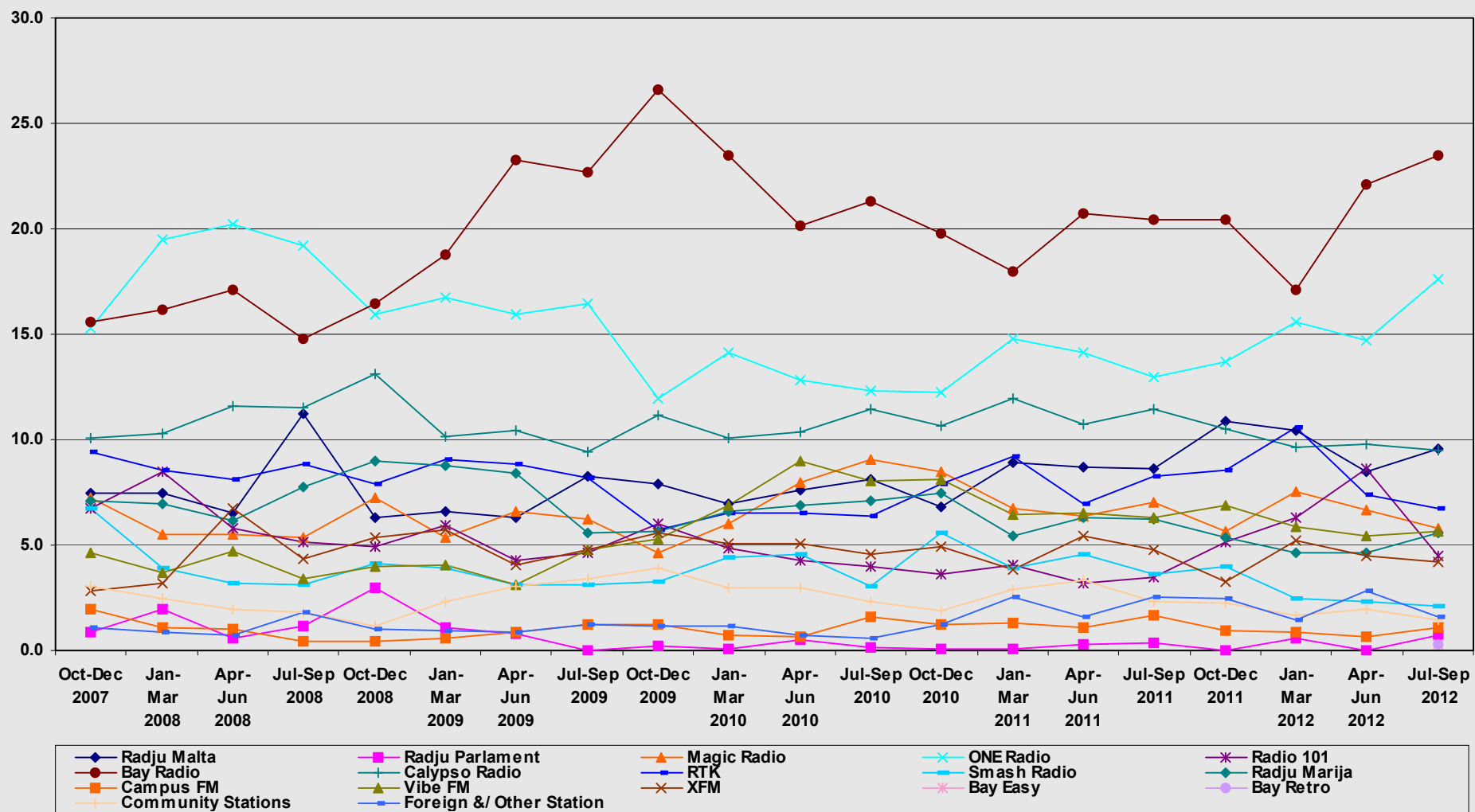


FIGURE 3.3.A RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007- JUL/SEP 2012]

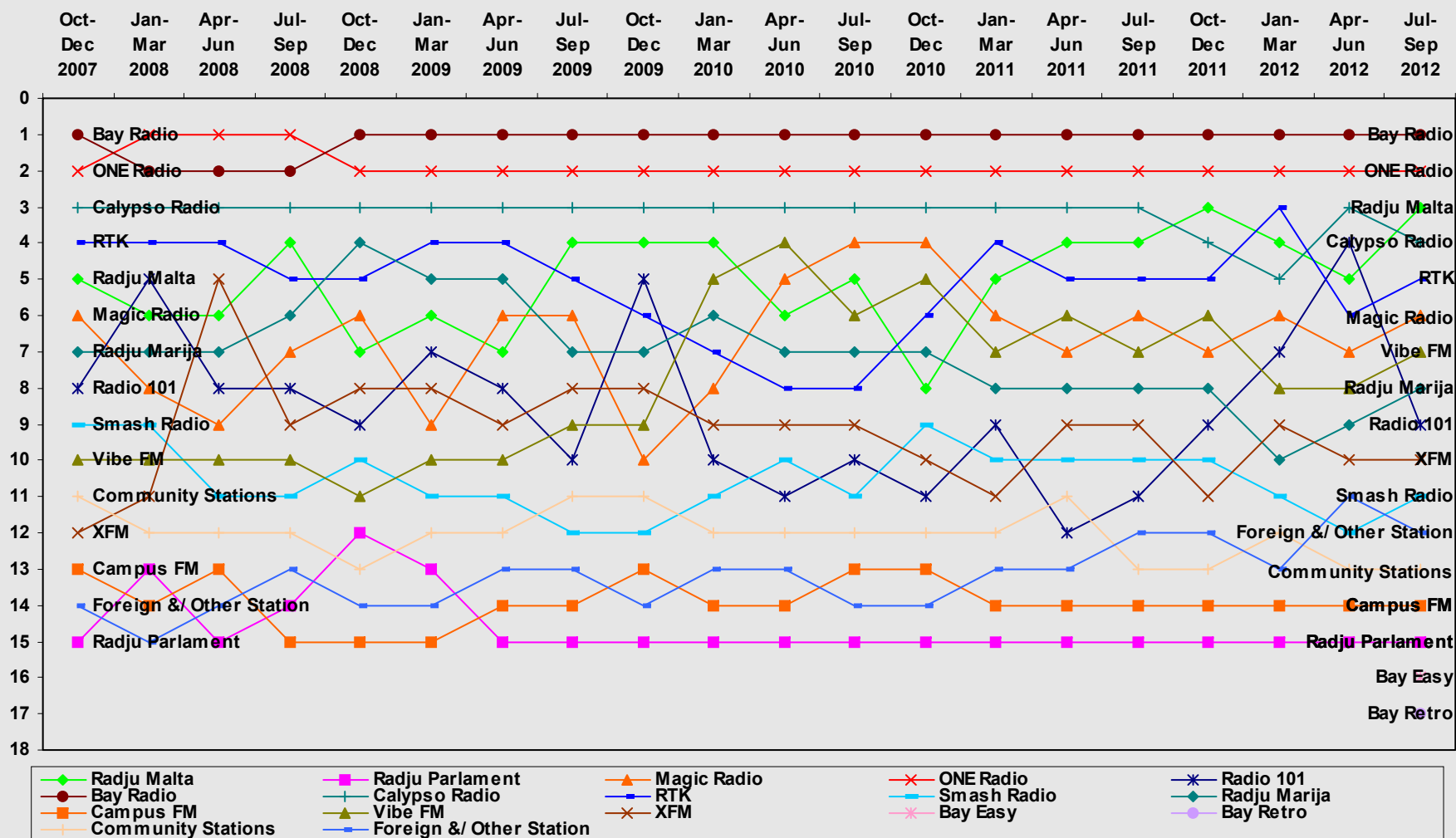


FIGURE 3.3.B RADIO REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 - JUL/SEP 2012]

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

For this assessment period, Bay Radio captured the highest number of both male [27.47%] and female [19.72%] radio listeners. One Radio attracted the second highest number of both male [18.74%] and female [16.53%] listeners. Following this, the third largest group of male listeners favoured Vibe FM [8.50%] while the third largest group of female listeners favoured Radju Malta [11.68%]. Calypso Radio was the fourth most favoured station for both males [7.87%] and females [11.03%]. The largest gender difference where females exceed males [F>M] is registered for Radju Marija [5.45%], Radju Malta [4.38%], Calypso Radio [3.16%] and Magic Radio [3.01%]. On the other hand males exceed females [M>F] for Bay Radio [7.75%], Vibe FM [5.38%], and ONE Radio [2.21%]. Gender differences of the other radio stations did not exceed the margin of error.

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 has reached more than half of those who are under 25 years old. ONE Radio was the most followed station by all those who range from 50 years [50-64: 25.96%] to 80 years [65-79: 34.07%] while Radju Marija was the most followed station by those who were over 80 years old [31.68%]. ONE Radio was also the second most followed station by those between 30-49 years [12.55%] and the third most followed station of those over 80 years old [20.64%] after Radju Malta [26.62%] for the same group. Of note are the three lowest age groups [12-14; 15-24; and 25-29] whose second preference went to Vibe FM while the third preferences went to Radio 101 [12-14: 4.90%], ONE Radio [15-24: 6.99%], and XFM [25-29: 11.31%]. Of all the broadcasting stations only ONE Radio and Calypso Radio attracted audiences from all the age groups.

Analysed by district, Bay radio was the most followed station in five districts and the second most followed in South Eastern where ONE Radio ranked first. ONE Radio was the second most followed station in three districts [Northern Harbour, Southern Harbour, and Gozo 7 Comino] and the third most follow station in two other districts [Western and Northern districts]. Radju Malta was the second most followed station in Western and Northern districts and the third most followed station in Gozo & Comino. Calypso Radio was the third most followed station in three districts [Southern Harbour, Northern Harbour and South Eastern].

Of note is Gozo & Comino where audiences for community radio stations [which are all parochial community stations] ranked sixth at 6.52% while audiences for RTK which nearly always ranked first, this time RTK in Gozo & Comino ranked fourth with 10.31% - see Table 3.4 below and previous assessment.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUP, AND BY DISTRICT [JUL/SEP 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	[3] 9.56	7.30	[3]11.68	3.51	0.00	0.00	7.02	[3]15.35	[2]17.03	[2]26.61	7.52	8.39	8.46	[2]12.61	[2]11.51	[3]12.27
Radju Parlament	0.73	1.24	0.25	0.00	0.00	2.27	1.47	0.49	0.00	0.00	0.66	0.93	0.98	0.00	1.19	0.00
Magic Radio	5.81	4.26	7.27	3.51	2.51	6.51	[3]11.70	4.54	0.73	0.00	2.82	7.77	7.00	4.79	8.39	0.00
ONE Radio	[2]17.60	[2]18.74	[2]16.53	3.51	[3] 6.99	4.10	[2]12.55	[1]25.96	[1]34.07	[3]20.64	[2]18.16	[2]18.87	[1]24.35	[3]12.42	[3]10.49	[2]21.25
Radio 101	4.46	4.69	4.24	[3] 4.90	0.00	4.37	3.56	7.51	6.60	3.02	3.53	7.05	2.61	1.75	4.12	6.17
Bay Radio	[1]23.48	[1]27.47	[1]19.72	[1]69.85	[1]64.02	[1]36.20	[1]22.79	5.15	1.47	0.00	[1]30.03	[1]22.37	[2]19.96	[1]21.85	[1]19.19	[1]29.72
Calypso Radio	9.50	[4] 7.87	[4] 11.03	4.62	0.79	8.00	10.37	[2]16.38	8.57	6.16	[3]11.18	[3]10.07	[3]11.27	11.42	6.15	1.85
RTK	6.74	5.80	7.61	0.00	0.91	1.71	4.76	11.87	11.77	9.63	6.89	4.67	7.90	5.20	9.25	10.31
Smash Radio	2.07	2.14	2.00	0.00	0.00	7.75	3.35	0.51	2.54	0.00	1.30	0.54	1.45	5.76	4.29	0.00
Radju Marija	5.57	2.76	8.21	0.00	0.00	2.40	3.03	4.74	[3]14.18	[1]31.68	7.65	5.34	5.10	3.58	7.81	1.17
Campus FM	1.06	0.43	1.65	0.00	0.00	0.00	1.79	1.45	0.98	0.00	0.66	1.17	1.37	1.62	1.01	0.00
Vibe FM	5.63	[3] 8.40	3.02	[2]10.10	[2]18.71	[2]12.99	3.28	1.70	0.00	0.00	5.95	5.29	3.66	7.72	8.68	0.00
XFM	4.22	5.15	3.36	0.00	4.19	[3]11.31	7.23	2.24	0.00	0.00	2.34	3.36	1.70	9.20	4.68	7.59
Bay Easy	0.26	0.00	0.51	0.00	0.00	2.39	0.33	0.00	0.00	0.00	0.00	0.52	0.00	0.75	0.00	0.00
Bay Retro	0.26	0.00	0.50	0.00	0.00	0.00	0.81	0.00	0.00	0.00	1.32	0.00	0.00	0.00	0.00	0.00
Community Stations	1.45	1.31	1.57	0.00	0.00	0.00	2.82	1.05	2.04	0.00	0.00	1.35	1.45	1.33	1.19	6.52
Foreign & Other Stat.	1.62	2.43	0.86	0.00	1.87	0.00	3.13	1.06	0.00	2.26	0.00	2.29	2.74	0.00	2.07	3.15
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	14,987	5,547	9,440	166	0	0	3,461	5,754	4,064	1,543	2,288	3,908	2,007	2,766	2,643	1,376
Radju Parlament	1,139	939	200	0	0	232	723	184	0	0	200	434	232	0	272	0
Magic Radio	9,114	3,238	5,875	166	639	665	5,766	1,702	175	0	857	3,617	1,662	1,052	1,926	0
ONE Radio	27,605	14,239	13,365	166	1,780	419	6,185	9,728	8,129	1,196	5,525	8,787	5,777	2,723	2,409	2,383
Radio 101	6,997	3,567	3,431	232	0	446	1,755	2,814	1,575	175	1,073	3,282	620	384	946	692
Bay Radio	36,820	20,877	15,944	3,308	16,302	3,699	11,232	1,928	351	0	9,137	10,414	4,736	4,793	4,407	3,334
Calypso Radio	14,891	5,977	8,914	219	202	817	5,113	6,138	2,046	357	3,402	4,689	2,675	2,506	1,412	208
RTK	10,565	4,411	6,154	0	232	175	2,344	4,448	2,807	558	2,096	2,174	1,873	1,141	2,125	1,156
Smash Radio	3,239	1,626	1,613	0	0	791	1,649	192	606	0	396	251	343	1,263	986	0
Radju Marija	8,735	2,099	6,636	0	0	246	1,493	1,776	3,384	1,836	2,328	2,488	1,211	785	1,793	131
Campus FM	1,659	325	1,335	0	0	0	884	542	233	0	200	545	325	356	233	0
Vibe FM	8,826	6,384	2,442	478	4,766	1,327	1,617	638	0	0	1,811	2,462	868	1,693	1,992	0
XFM	6,624	3,911	2,714	0	1,066	1,156	3,563	840	0	0	712	1,564	404	2,018	1,074	852
Bay Easy	408	0	408	0	0	244	164	0	0	0	0	244	0	164	0	0
Bay Retro	401	0	401	0	0	0	401	0	0	0	401	0	0	0	0	0
Community Stations	2,270	999	1,271	0	0	0	1,389	393	488	0	0	630	345	292	272	731
Foreign & Other Stat.	2,545	1,848	696	0	477	0	1,541	396	0	131	0	1,067	649	0	475	354
Total: Jul-Sep 2012	156,826	75,986	80,840	4,736	25,464	10,218	49,281	37,473	23,858	5,796	30,427	46,556	23,726	21,936	22,965	11,215
Total: Apr-Jun 2012	160,486	78,693	81,793	5,779	21,377	9,119	49,751	46,624	22,329	5,508	29,988	48,025	24,053	23,930	23,576	10,914

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 first three quarters of this assessment period. For this quarter, however, TV viewers have reached the lowest amount since January-March 2007; 12.704% lower than that recorded for the previous assessment period of April-June 2012; and 12.887% lower than that registered for the same period the previous year [July-September 2011] – see Table and Figure 3.5 below.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2007 – JUL/SEP 2012]

[Actual]	Did not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers
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%
Apr-Jun 2012	26.154%	4.890%	0.604%		1.868%	66.484%
Jul-Sep 2012	35.726%	7.395%	0.653%		2.447%	53.779%

Totals may not tally due to weighting and rounding off

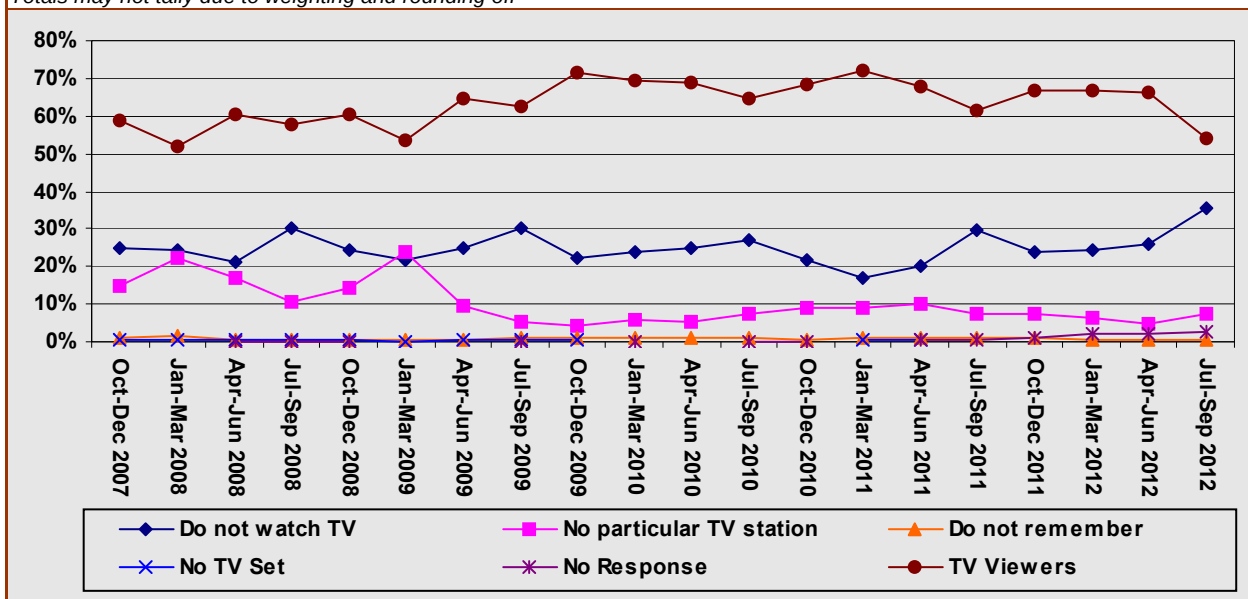


FIGURE 3.5: TV REACH BY QUARTER [OCT/DEC 2007 – JUL/SEP 2012]

The percentage of viewers of each broadcasting station for the periods July-September of 2010 to 2012 is given in Table and Figure 3.6 below. Of the local broadcasting stations, TVM [26.43%] has maintained its prime position throughout increasing the percentage number of viewers over the same broadcasting period of 2011 by 0.45% but decreasing the percentage number of viewers by 9.93% over the previous assessment period of April-June 2012, which was the largest decrease registered in the number of viewers. However, TVM2 must be singled out for its sharp gain over the same period in 2011 and its continued increase over the previous quarter of April-June 2012. ONE [17.08%] has increased its percentage number of viewers by 3.68% over the same period last year and, unlike TVM, has increased its share by 2.47% over the previous assessment period of April-June 2012. The largest increase by local TV stations over the previous quarter was registered by Net TV [+3.52%] while Other TV Stations registered the highest increase of foreign stations.

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

[Weighted]	Jul-Sep 2010 %	Jul-Sep 2011 %	Jul-Sep 2012 %	Population N	±% Over Apr-Jun 2012	
TVM	22.12	25.98	26.43	52,942	36.36	-9.93
ONE	14.00	13.40	17.08	34,214	14.61	2.47
Net TV	6.94	5.83	7.37	14,774	3.85	3.52
Smash TV	0.58	0.76	0.40	800	0.14	0.26
TVM2	0.16	0.18	4.83	9,677	3.83	1.00
Favorite Channel	0.73	0.85	0.39	782	0.40	-0.01
Calypso Music TV	0.23	0.10	0.00	0	0.11	-0.11
iTV		0.09	0.11	227	0.09	0.03
Prime TV			0.00		0.15	-0.15
Rai 1	5.48	4.03	4.13	8,270	7.41	-3.29
Rai 2	1.76	1.63	1.56	3,125	1.05	0.51
Rai 3	0.38	0.09	0.61	1,219	0.41	0.20
Rete 4	2.43	3.36	2.90	5,818	2.49	0.42
Canale 5	5.90	5.38	4.44	8,890	3.76	0.67
Italia 1	7.75	6.62	5.96	11,932	5.42	0.54
Discovery Channel	4.91	5.80	3.75	7,503	3.29	0.45
MTV	0.85	1.73	0.56	1,129	0.85	-0.29
BBC Prime/Wld./Ent.	2.57	3.07	1.30	2,613	1.82	-0.52
Other TV Stations	23.20	21.10	18.18	36,424	13.97	4.22
	100.0%	100.0%	100.0%	200,339	100.0%	0.00

Totals may not tally due to weighting and rounding off

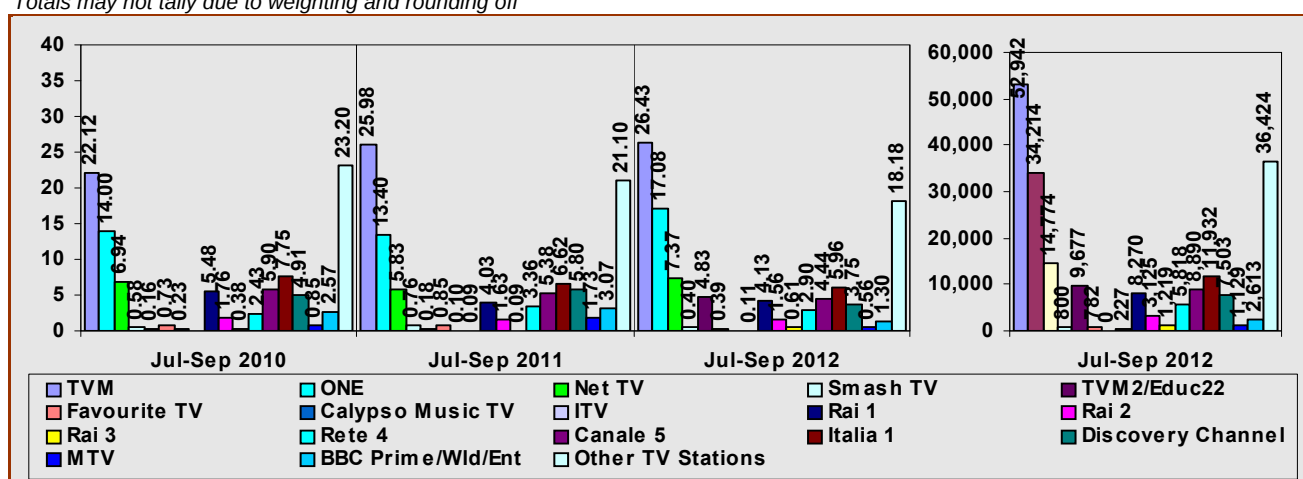


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [JUL/SEP 2010, 2011, 2012]

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.

TABLE 3.7: TV REACH BY BROADCASTING STATION BY QUARTER AND BY RANKING [OCT/DEC 2007 – JUL/SEP 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 2012	Apr-Jun 2012	Jul-Sep 2012
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	1 36.36	1 26.43
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	2 14.61	2 17.08
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	3 3.85	3 7.37
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	7 0.14	5 0.40
TVM2[Educ22]	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	4 3.83	4 4.83
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	5 0.40	6 0.39
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	8 0.11	
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	9 0.09	7 0.11
Family TV			4 1.94	4 1.56	4 0.18	5 0.73	6 0.26	7												
Prime TV																	6 0.07	9 0.00	6 0.15	
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	59.53	56.61
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	2 7.41	4 4.13
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	8 1.05	7 1.56
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	10 0.41	9 0.61
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	6 2.49	6 2.90
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	4 3.76	3 4.44
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	3 5.42	2 5.96
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	5 3.29	5 3.75
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	9 0.85	10 0.56
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	7 1.82	8 1.30
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	1 13.97	1 18.18
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	40.47	43.39
	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

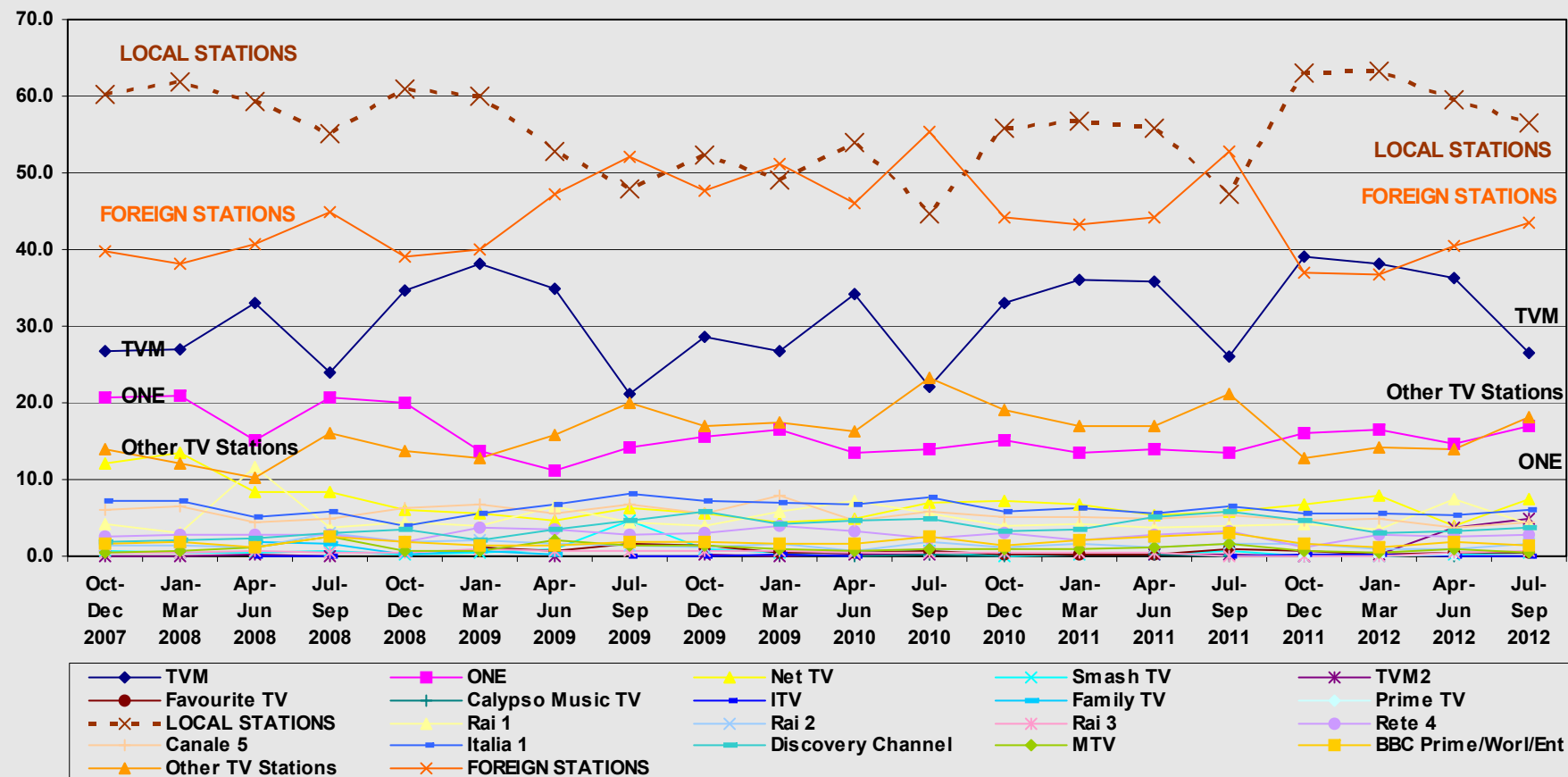
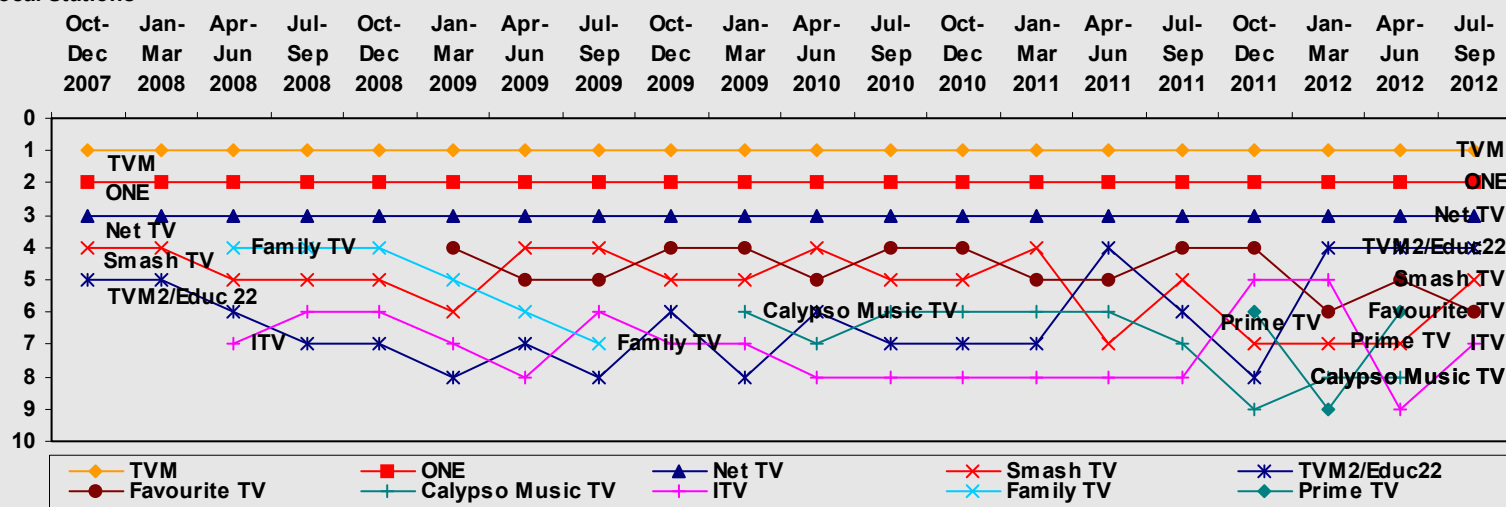


FIGURE 3.7.A: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JUL/SEP 2012]

Local Stations



Foreign Stations

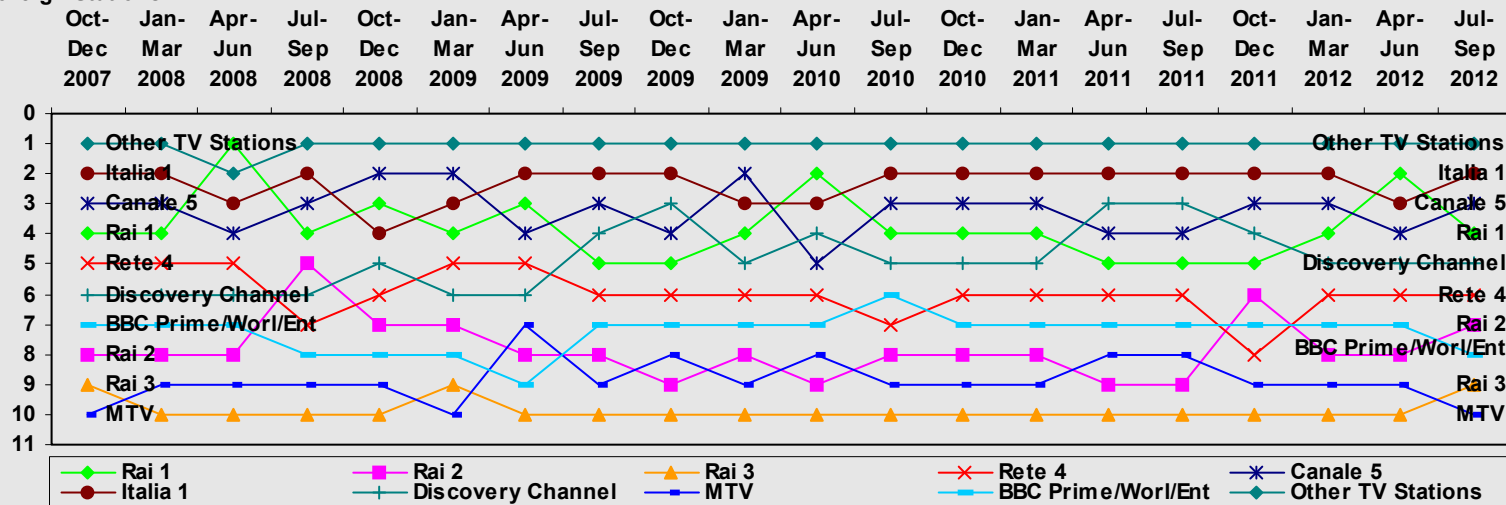


FIGURE 3.7.B: TV REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 – JUL/SEP 2012]

Of the foreign broadcasting stations received locally, Italia 1, Canale 5 and Rai 1 carried away most of the audiences. “Other TV Stations” which excludes local broadcasting stations and the most popular foreign stations [see Table 3.3 in Part 2 for the complete list] have also ranked high and for this quarter their percentage total amounted to 18.18%. Of note are the totals for all local stations against the total of all foreign broadcasting stations received locally – see Figure 3.7.a 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, of the local broadcasting stations TVM [26.43%] was the most preferred station by gender, by nearly all the age groups and by district – the exception was for those of 25-29 year olds whose first preference was for ONE [22.81%]. ONE was the second most followed station with a total of 17.08%, while Net TV was the third most followed station with 7.37%. All three stations catered for all the demographic groupings with the exception of Net TV for 25-29 year olds which did not register any audiences for this group and whose second preference went for TVM [17.37%] while their third preference went for TVM2 [3.87%].

Excluding “Other TV stations [18.18%], of the foreign stations the most watched was Italia 1, followed by Canale5 and Rai 1. Similarly, nearly all of the demographic groups preferred these three stations – the exceptions being Italia 1 for 80+ year olds, Canale 5 for 12-14 and 15-24 year olds, and Rai 1 for 12-14 year olds. In fact, nearly half of the 12-14 year olds prefer “Other TV Stations” [49.41], followed by TVM [24.30%], and Italia 1 [10.04%].

In certain demographic groups the total amount of foreign TV stations exceeded the total amount of local TV stations. All those under the age of 30 in fact preferred watching foreign stations than local stations. By district the same applies for the Northern district where total foreign stations exceeded local TV stations. Of note is the amount of “Other TV Stations” followed which overall ranked first for 12-14 year olds and 25-29 year olds, and first in the Northern district [53.84%].

The highest percentage of people viewing local TV stations was registered for Gozo & Comino with 63.55% - see Table 3.8 below.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL/SEP 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]26.43	[1]29.32	[1]23.59	[1]23.40	[1]30.24	[2]17.37	[1]27.63	[1]24.16	[1]28.09	[1]26.98	[1]31.80	[1]24.19	[1]21.54	[1]30.80	[1]21.97	[1]29.51
ONE	[2]17.08	[2]16.15	[2]17.99	[3] 3.53	[2]10.74	[1]22.81	[2]13.91	[2]20.63	[2]26.41	[2]20.24	[2]17.84	[2]16.71	[2]24.95	[2]13.53	[2]11.95	[2]16.52
Net TV	[3] 7.37	[3] 7.47	[3] 7.28	1.73	[3] 5.94	0.00	[3] 6.44	[3] 8.32	[3]11.40	[3]16.31	[3] 4.79	[3] 8.29	[3] 5.15	[3]12.02	[3] 4.15	[3]12.15
Smash TV	0.40	0.47	0.33	0.00	0.00	0.00	0.42	0.66	0.73	0.00	0.39	0.00	1.28	0.00	0.00	1.63
TVM2	4.83	6.35	3.34	[2] 5.29	2.20	[3] 3.87	4.72	5.97	5.34	7.02	3.34	4.85	5.22	5.66	7.23	2.28
Favorite Channel	0.39	0.19	0.59	0.00	0.00	0.00	0.00	0.74	0.79	2.13	0.00	0.32	0.57	0.67	0.87	0.00
iTV	0.11	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	1.46
Total Local	56.61	60.18	53.12	33.95	49.11	44.05	53.12	60.48	73.52	72.69	58.15	54.37	58.73	62.69	46.16	63.55
Rai 1	[3] 4.13	[3] 3.47	[2] 4.77	0.00	2.27	4.10	4.20	[1] 6.89	[2] 2.03	[1] 6.87	[1] 4.57	[3] 3.42	2.05	[2] 5.16	[2] 6.53	3.56
Rai 2	1.56	2.25	0.89	0.00	0.76	1.65	2.32	1.50	[3] 1.35	[3] 2.26	2.64	1.71	2.90	0.00	0.62	0.00
Rai 3	0.61	0.25	0.96	0.00	0.00	2.42	1.02	0.72	0.00	0.00	1.07	0.73	0.00	0.67	0.61	0.00
Rete 4	2.90	2.78	3.03	0.00	0.73	0.00	2.44	[3] 4.51	[1] 5.03	[2] 4.42	[3] 4.02	3.05	1.28	1.39	3.73	3.91
Canale 5	[2] 4.44	2.25	[1] 6.58	0.00	0.00	[3] 4.23	[1] 7.71	[2] 6.56	1.30	1.98	3.69	[2] 3.78	[2] 6.40	[1] 5.81	3.62	[2] 3.93
Italia 1	[1] 5.96	[1] 7.75	[3] 4.19	[1]10.04	[1]13.63	[1]11.68	[2] 6.16	2.74	1.21	0.00	[2] 4.29	[1] 6.28	[1] 8.80	[3] 3.25	[3] 5.42	[1] 9.62
Discovery Channel	3.75	[2] 5.05	2.47	[2] 6.60	[2] 5.12	[2] 8.39	[3] 4.42	2.55	0.73	[3] 2.26	1.67	2.96	[3] 4.16	2.43	[1] 9.57	[3] 3.74
MTV	0.56	0.25	0.87	0.00	[3] 3.69	0.00	0.00	0.00	0.00	0.00	1.06	0.85	0.00	0.70	0.00	0.00
BBC	1.30	0.19	2.40	0.00	0.72	0.00	1.95	2.08	0.59	0.00	1.40	2.55	0.00	0.67	0.61	1.34
Other TV Stations	18.18	15.61	20.71	49.41	23.97	23.48	16.66	11.96	14.24	9.52	17.44	20.30	15.68	17.24	23.13	10.34
Total Foreign	43.39	39.82	46.88	66.05	50.89	55.95	46.88	39.52	26.48	27.31	41.85	45.63	41.27	37.31	53.84	36.45
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	[1]52,942	[1]29,086	[1]23,856	[2] 2,728	[1] 9,247	[3] 1,751	[1]16,413	[1]12,301	[1] 8,310	[1] 2,192	[1]13,165	[1]13,953	[2] 6,505	[1] 8,854	[2] 5,892	[1] 4,574
ONE	[3]34,214	[2]16,026	[3]18,188	412	3,285	[2] 2,299	[3] 8,260	[2]10,502	[2] 7,811	[2] 1,645	[2] 7,383	[3] 9,641	[1] 7,535	[3] 3,889	[3] 3,205	[2] 2,560
Net TV	14,774	7,411	7,363	202	1,816	0	3,824	4,235	3,371	[3] 1,326	1,981	4,785	1,557	3,456	1,112	1,883
Smash TV	800	467	334	0	0	0	252	334	215	0	161	0	388	0	0	252
TVM2 [Education 22]	9,677	6,303	3,375	616	673	390	2,805	3,042	1,580	570	1,383	2,798	1,576	1,628	1,938	354
Favorite Channel	782	184	598	0	0	0	0	376	233	173	0	184	173	192	233	0
iTV	227	227	0	0	0	0	0	0	227	0	0	0	0	0	0	227
Rai 1	8,270	3,443	4,828	0	695	413	2,493	3,508	602	559	1,891	1,973	620	1,483	1,751	552
Rai 2	3,125	2,228	897	0	232	166	1,379	765	399	184	1,094	989	877	0	166	0
Rai 3	1,219	244	975	0	0	244	608	367	0	0	445	419	0	192	163	0
Rete 4	5,818	2,753	3,064	0	223	0	1,452	2,295	1,488	359	1,662	1,762	386	401	1,001	606
Canale 5	8,890	2,234	6,656	0	0	427	4,579	3,340	384	161	1,528	2,178	1,934	1,669	971	610
Italia 1	11,932	7,690	4,242	[3] 1,170	[3] 4,168	1,177	3,661	1,396	359	0	1,774	3,623	2,656	934	1,453	1,492
Discovery Channel/s	7,503	5,007	2,495	769	1,567	846	2,625	1,297	215	184	692	1,709	1,256	699	2,568	580
MTV	1,129	246	884	0	1,129	0	0	0	0	0	438	490	0	202	0	0
BBC	2,613	184	2,429	0	219	0	1,157	1,061	175	0	580	1,470	0	192	163	208
Other TV station	[2]36,424	[3]15,483	[2]20,942	[1] 5,760	[2] 7,330	[1] 2,367	[2] 9,895	[3] 6,088	[3] 4,212	773	[3] 7,221	[2]11,710	[3] 4,735	[2] 4,955	[1] 6,202	[3] 1,602
Total	372,447	184,285	188,162	18,917	61,589	21,144	111,360	91,388	52,757	15,292	73,772	109,536	55,204	52,169	53,542	28,224

4. MEDIA RECEPTION PLATFORM

Only the data from persons living in the archipelago form the basis of this analysis – no institutions, of whatever kind were/are contacted. The data 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 1839 respondents, 2234 replies were received which were weighted as per the instructions received from the N.S.O. Of all those interviewed, 12.55% have more than one system of radio reception available – a decrease of 2.61% over that of the same period last year – see Table 4.1 below.

Of all the replies, 8.90% of participants responded that they do not have a radio-set at home – a percentage increase of 1.50% over that of the same quarter last year while there was also a decrease in the effective number of users [-7,138]. While the use of the Digital radio platform has increased by 1.16% to 11.53% over the same period last year, the use of other systems of reception, such as Internet radio, has only decreased by 0.69% over the same period while the largest decrease was that in the use of AM/FM system.

TABLE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [JUL/SEP 2011/2012]

	Jul/Sep 2011			Jul/Sep 2012			±	
	n	%	N [370,215]	n	%	N [372,447]	%	N
AM/FM	1586	86.68%	320,905	1538	83.61%	311,402	-3.07	-9,502
Digital	190	10.38%	38,421	212	11.53%	42,956	1.16	4,535
Other	331	18.10%	67,005	320	17.41%	64,835	-0.69	-2,170
	2,107	115.16%	426,331	2,070	112.55%	419,193	-2.61	-7,138
No Radio set	135	7.40%	27,397	164	8.90%	33,161	1.50	5,764
Total	2,242	122.56%	453,728	2,234	121.45%	452,353	-1.10	-1,374

Totals may not tally due to weighting and rounding off

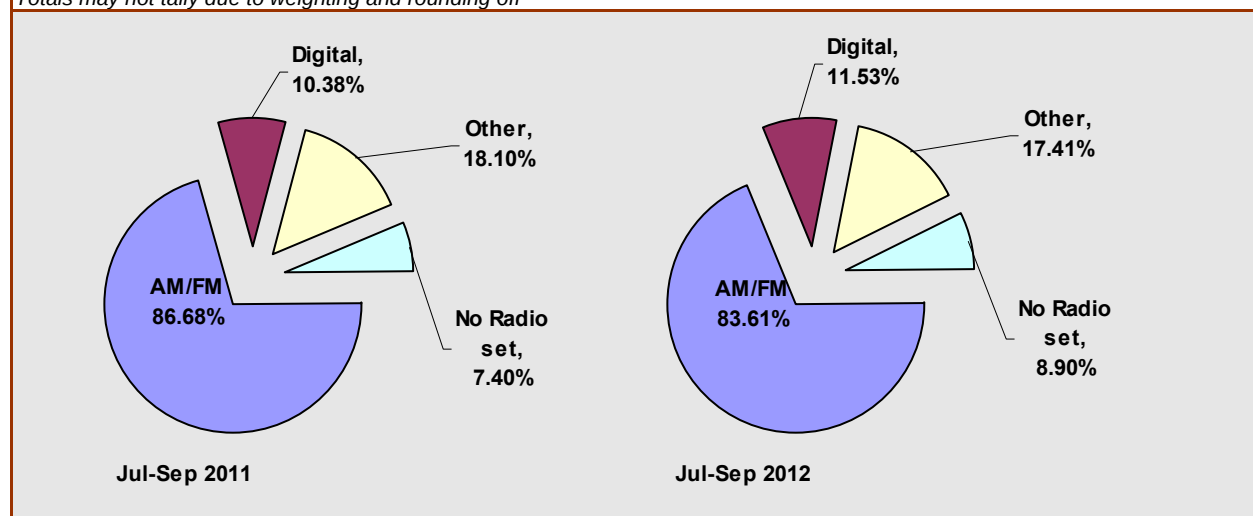


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [JUL/SEP 2011/2012]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

Analysed by demographics the largest difference between genders was registered for Other Radio systems that are more preferred by males [50.9%] than females [49.1%] while gender differences in the uptake of AM/FM and Digital Radio nearly equates population gender percentages. Similar gender difference is present with those respondents who do not have a radio at home.

Analysed by age groups, the use of AM/FM radio systems is still predominant. Digital Radio and Other Radio Systems are more common with 30-49 year olds – 19.6% and 33.9% respectively. On the other hand, the highest percentage for no radio available was registered with the 30-49 year olds at 43.8%.

The South Eastern district registered the highest percentage usage of AM/FM radio systems [86.6%] while the Northern district registered the highest percentage for Digital Radio[13.3%] and for Other Radio systems [19.2%].

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [JUL/SEP 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	311,402	154,697	156,705	13,759	49,683	18,119	89,440	78,865	47,381	14,156	60,659	89,168	47,803	44,175	45,921	23,676
Col%	83.6%	83.9%	83.3%	72.7%	80.7%	85.7%	80.3%	86.3%	89.8%	92.6%	82.2%	81.4%	86.6%	84.7%	85.8%	83.9%
Row%	100.0%	49.7%	50.3%	4.4%	16.0%	5.8%	28.7%	25.3%	15.2%	4.5%	19.5%	28.6%	15.4%	14.2%	14.7%	7.6%
Availability of Digital Radio system at home																
Count	42,956	19,418	23,538	3,209	10,662	2,170	12,701	9,593	4,088	534	9,533	11,740	5,826	5,178	7,106	3,572
Col%	11.5%	10.5%	12.5%	17.0%	17.3%	10.3%	11.4%	10.5%	7.7%	3.5%	12.9%	10.7%	10.6%	9.9%	13.3%	12.7%
Row%	100.0%	45.2%	54.8%	7.5%	24.8%	5.1%	29.6%	22.3%	9.5%	1.2%	22.2%	27.3%	13.6%	12.1%	16.5%	8.3%
Availability of Other Radio system/s at home																
Count	64,835	33,003	31,831	5,883	21,279	6,282	21,951	8,292	1,148	0	13,040	20,504	8,654	8,687	10,262	3,688
Col%	17.4%	17.9%	16.9%	31.1%	34.5%	29.7%	19.7%	9.1%	2.2%	0.0%	17.7%	18.7%	15.7%	16.7%	19.2%	13.1%
Row%	100.0%	50.9%	49.1%	9.1%	32.8%	9.7%	33.9%	12.8%	1.8%	0.0%	20.1%	31.6%	13.3%	13.4%	15.8%	5.7%
No Radio available at home																
Count	33,161	17,116	16,044	2,662	5,591	1,184	14,524	5,642	2,422	1,136	5,572	13,580	3,022	4,295	4,007	2,685
Col%	8.9%	9.3%	8.5%	14.1%	9.1%	5.6%	13.0%	6.2%	4.6%	7.4%	7.6%	12.4%	5.5%	8.2%	7.5%	9.5%
Row%	100.0%	51.6%	48.4%	8.0%	16.9%	3.6%	43.8%	17.0%	7.3%	3.4%	16.8%	41.0%	9.1%	13.0%	12.1%	8.1%
Total Population																
Count	372,447	184,285	188,162	18,917	61,589	21,144	111,360	91,388	52,757	15,292	73,772	109,536	55,204	52,169	53,542	28,224
Col%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

4.1.2 Radio Reception analysis by Platform

To further understand the diversity mix of media platforms, further analysis was made – see Table 4.3 below. Of the total population 65.63% depend only on AM/FM radio, 5.85% depend only on Digital Radio, 0.71% make use of Other Radio Systems, while approximately 2.5% of the population have more than 2 radio systems.

TABLE 4.3: RADIO RECEPTION SYSTEMS BY PLATFORM [JUL/SEP 2011/2012]

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
Apr-Jun 2012	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	85.65%	1559	318,520	12.52%	228	46,558	20.34%	370	75,657
Only	64.36%	1171	239,371	5.75%	105	21,393	1.34%	24	4,973
AM/FM Radio & ...				2.75%	50	10,229	14.97%	272	55,674
Digital Radio & ...	2.75%	50	10,229				0.48%	9	1,793
Other Radio & ...	14.97%	272	55,674	0.48%	9	1,793			
	82.08%	1494	305,275	8.98%	164	33,415	16.79%	306	62,440
More than 2 systems including ...	3.56%	65	13,246	3.53%	64	13,143	3.55%	65	13,218
Total	100%	1820	371,903	100%	1820	371,903	100%	1820	371,903
Jul-Sep 2012	AM/FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	83.61%	1538	311,402	11.53%	212	42,956	17.41%	320	64,835
Only	65.63%	1207	244,436	5.85%	108	21,777	0.71%	13	2,629
AM/FM Radio & ...				2.50%	46	9,326	13.06%	240	48,653
Digital Radio & ...	2.50%	46	9,326				0.79%	15	2,950
Other Radio & ...	13.06%	240	48,653	0.79%	15	2,950			
	81.20%	1493	302,414	9.14%	168	34,053	14.56%	268	54,231
More than 2 systems including ...	2.41%	44	8,988	2.39%	44	8,903	2.85%	52	10,603
Total	100%	1839	372,447	100%	1839	372,447	100%	1839	372,447

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. Respondents were directly asked whether they subscribe to both 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 July-September 2011 and for this quarter under review.

Of note is that while only 12.55% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 49.18%. The amount of free-to-air viewers has decreased by 7.4% to 63,164 viewers over the same period last year. On the other hand while the number of subscribers to Melita have decreased by 1.39% subscribers to GO have increased by 3.06%. Those who declared that they do not have a TV-set at home has decreased by about 60% from 3,244 to 1,268 over the same period last year.

The amount of satellite systems has decreased by 4.77% from 23.51% to 18.74% of all replies over the same period last year. Internet reception has decreased by 0.75% over the same period to 17.38% 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 [JUL/SEP 2011/2012]

	Jul/Sep 2011		Jul/Sep 2012	
	%	N [370,215]	%	N [372,447]
Aerial (Free-to-air)	24.36%	90,178	16.96%	63,163
Melita	53.13%	196,699	51.74%	192,703
GO	40.72%	150,741	43.78%	163,057
Satellite system	23.51%	87,026	18.74%	69,803
Internet (incl. Dreambox decoder)	18.13%	67,126	17.38%	64,718
Other TV system	0.11%	392	0.58%	2,170
No TV at home	159.95%	592162	149.18%	555613
	0.88%	3,244	0.34%	1,268
Total	160.83%	595,406	149.52%	556,881

Totals may not tally due to weighting and rounding off

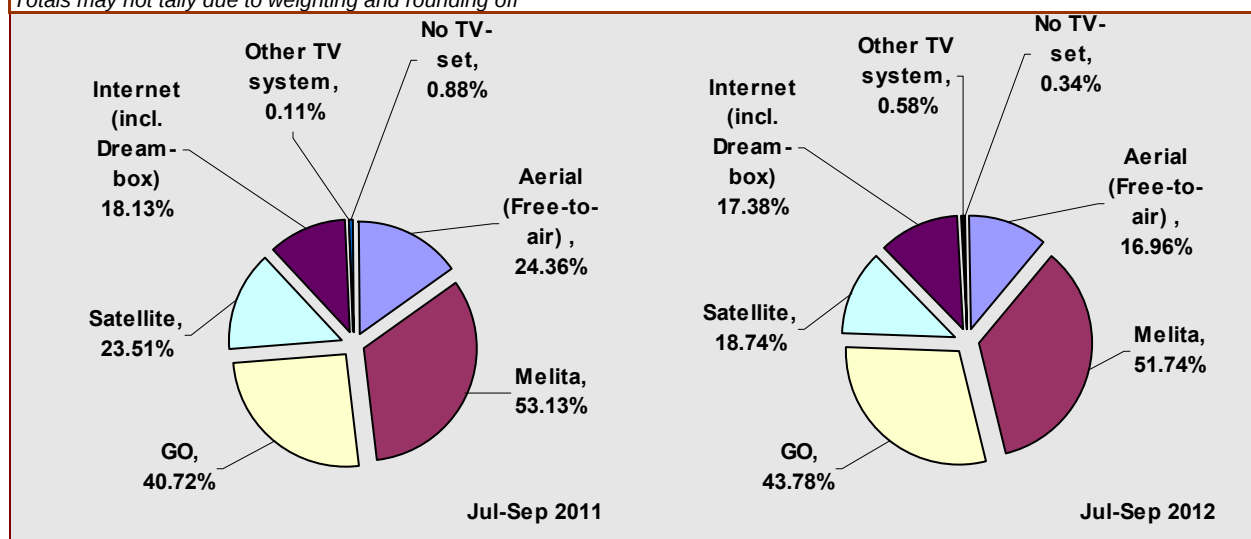


FIGURE 4.4: TV RECEPTION SYSTEM BY QUARTER [JUL/SEP 2011/2012]

4.2.1 TV Reception Platform by Gender, Age Groups and District

For this quarter some gender difference is evident in the types of television reception systems used. The largest gender difference is with those making use of the Satellite [18.7%] and Internet [17.4%]. The use of free-to-air reception by males is higher than that by females by 7.6%. Similarly for Melita services where males exceed females by 0.4% which is minimal; while for the usage of GO services females exceed males by 3.4%. However, the largest gender difference was with those who could not identify what system they operate where females are more than twice likely to be unable to identify the system they use [M: 32.5%; F: 67.5%].

Comparatively the use of free-to-air reception, Melita services, and GO services are spread amongst the age groups according to their demographic representation. Satellite usage is highest with the lowest age groups 12-14 and 15-24 year olds [25.2% and 19.6%]. Similarly for Internet TV systems with 30.0% for 12-14 year olds, 30.1% for 15-24 year olds, and 23.9% for 25-29 year olds. Analysed by district, only two districts [Southern Harbour and Gozo & Comino] did not register any respondent who stated that they do not have a TV system at home.

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

	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
Aerial (Free-to-air)																
Count	63,163	33,984	29,179	2,082	11,084	3,232	20,684	12,646	11,059	2,377	13,201	16,912	11,218	7,937	9,736	4,159
Col %	17.0%	18.4%	15.5%	11.0%	18.0%	15.3%	18.6%	13.8%	21.0%	15.5%	17.9%	15.4%	20.3%	15.2%	18.2%	14.7%
Row%	100.0%	53.8%	46.2%	3.3%	17.5%	5.1%	32.7%	20.0%	17.5%	3.8%	20.9%	26.8%	17.8%	12.6%	15.4%	6.6%
Melita																
Count	192,703	96,705	95,998	9,614	28,396	11,726	52,267	49,822	31,797	9,080	37,746	63,456	26,605	26,746	25,299	12,850
Col %	51.7%	52.5%	51.0%	50.8%	46.1%	55.5%	46.9%	54.5%	60.3%	59.4%	51.2%	57.9%	48.2%	51.3%	47.3%	45.5%
Row%	100.0%	50.2%	49.8%	5.0%	14.7%	6.1%	27.1%	25.9%	16.5%	4.7%	19.6%	32.9%	13.8%	13.9%	13.1%	6.7%
GO																
Count	163,057	78,808	84,249	9,281	29,388	9,077	51,118	38,554	20,526	5,114	32,882	44,420	22,686	24,401	24,858	13,809
Col %	43.8%	42.8%	44.8%	49.1%	47.7%	42.9%	45.9%	42.2%	38.9%	33.4%	44.6%	40.6%	41.1%	46.8%	46.4%	48.9%
Row%	100.0%	48.3%	51.7%	5.7%	18.0%	5.6%	31.3%	23.6%	12.6%	3.1%	20.2%	27.2%	13.9%	15.0%	15.2%	8.5%
Satellite TV system																
Count	69,803	37,986	31,817	4,759	12,059	3,090	21,506	18,943	8,357	1,089	12,005	20,535	13,444	8,752	11,326	3,740
Col %	18.7%	20.6%	16.9%	25.2%	19.6%	14.6%	19.3%	20.7%	15.8%	7.1%	16.3%	18.7%	24.4%	16.8%	21.2%	13.3%
Row%	100.0%	54.4%	45.6%	6.8%	17.3%	4.4%	30.8%	27.1%	12.0%	1.6%	17.2%	29.4%	19.3%	12.5%	16.2%	5.4%
Internet TV system (incl. Dreambox)																
Count	64,718	36,669	28,048	5,671	18,554	5,060	20,378	10,829	4,041	184	12,609	22,585	9,993	7,783	7,585	4,163
Col %	17.4%	19.9%	14.9%	30.0%	30.1%	23.9%	18.3%	11.8%	7.7%	1.2%	17.1%	20.6%	18.1%	14.9%	14.2%	14.8%
Row%	100.0%	56.7%	43.3%	8.8%	28.7%	7.8%	31.5%	16.7%	6.2%	0.3%	19.5%	34.9%	15.4%	12.0%	11.7%	6.4%
Other TV system																
Count	2,170	706	1,464	0	246	447	0	734	743	0	161	841	734	202	233	0
Col %	.6%	.4%	.8%	0.0%	.4%	2.1%	0.0%	.8%	1.4%	0.0%	.2%	.8%	1.3%	.4%	.4%	0.0%
Row%	100.0%	32.5%	67.5%	0.0%	11.3%	20.6%	0.0%	33.8%	34.3%	0.0%	7.4%	38.8%	33.8%	9.3%	10.7%	0.0%
No TV at home																
Count	1,268	752	516	0	166	246	292	215	175	175	0	595	215	292	166	0
Col %	.3%	.4%	.3%	0.0%	.3%	1.2%	.3%	.2%	.3%	1.1%	0.0%	.5%	.4%	.6%	.3%	0.0%
Row%	100.0%	59.3%	40.7%	0.0%	13.1%	19.4%	23.0%	16.9%	13.8%	13.8%	0.0%	46.9%	16.9%	23.0%	13.1%	0.0%
Total Population																
Count	372,447	184,285	188,162	18,917	61,589	21,144	111,360	91,388	52,757	15,292	73,772	109,536	55,204	52,169	53,542	28,224
Col %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

4.2.2 TV Reception analysis by Platform

Similar to radio, all the replies given by respondents for each television platform were analysed for the multiple use of platforms at the same household. Although 16.96% 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 0.94% lower 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 27.36% from 12,542 to 9,110 persons.

Melita and GO attracted 51.74% and 43.78% respectively of all households. Of these 35.94% [123,449/192,703] of all Melita users and 42.76% [93,327/163,057] of all GO users respectively rely exclusively on their service provider for their media consumption. On the other hand, 2.01% [7,486] 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 4.13% for Satellite with Melita and 3.44 for Satellite with GO.

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 [7.94%] followed by those who make use of Internet (includng Dreambox) [7.78%]. On the other hand, those who have more than two such systems installed barely exceed the 6.0% mark for Melita [5.64%] and GO [4.90%].

Further data is available in Part Two of this report.

TABLE 4.6: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [JUL/SEP 2011-2012]

Jul/Sep 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	24.36%	446	90,178	53.13%	972	196,699	40.72%	745	150,741	23.51%	430	87,026	18.13%	332	67,126	0.11%	2	392
Only	3.39%	62	12,542	31.62%	579	117,044	18.59%	340	68,811	1.55%	28	5,746	0.37%	7	1,362	0.00%	0	0
Aerial (Analogue) & ...				4.86%	89	18,001	4.57%	84	16,933	1.44%	26	5,327	0.41%	8	1,531	0.00%	0	0
Melita & ...	4.86%	89	18,001				1.34%	24	4,951	4.18%	77	15,479	4.22%	77	15,605	0.00%	0	0
Go & ...	4.57%	84	16,933	1.34%	24	4,951				3.99%	73	14,760	3.69%	68	13,658	0.00%	0	0
Satellite & ...	1.44%	26	5,327	4.18%	77	15,479	3.99%	73	14,760				0.30%	5	1,110	0.00%	0	0
Internet & ...	0.41%	8	1,531	4.22%	77	15,605	3.69%	68	13,658	0.30%	5	1,110				0.00%	0	0
Other TV system & ...	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	14.68%	269	54,335	46.21%	846	171,080	32.17%	589	119,114	11.46%	210	42,421	8.99%	164	33,266	0.00%	0	0
More than 2 systems incl ...	9.68%	177	35,844	6.92%	127	25,619	8.54%	156	31,627	12.05%	220	44,605	9.15%	167	33,860	0.11%	2	392
Total	100%	1,830	370,215	100%	1,830	370,215	100%	1,830	370,215	100%	1,830	370,215	100%	1,830	370,215	100%	1,830	370,215
Jul/Sep 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	16.96%	312	63,163	51.74%	951	192,703	43.78%	805	163,057	18.74%	345	69,803	17.38%	320	64,718	0.58%	11	2170
Only	2.45%	45	9,110	33.15%	610	123,449	25.06%	461	93,327	1.69%	31	6,305	0.25%	5	922	0.00%	0	0
Aerial (Analogue) & ...				2.54%	47	9,451	4.43%	82	16,518	0.94%	17	3,496	0.54%	10	2,027	0.09%	2	334
Melita & ...	2.54%	47	9,451				2.01%	37	7,486	4.13%	76	15,388	4.28%	79	15,934	0.00%	0	0
Go & ...	4.43%	82	16,518	2.01%	37	7,486				3.44%	63	12,830	3.93%	72	14,639	0.00%	0	0
Satellite & ...	0.94%	17	3,496	4.13%	76	15,388	3.44%	63	12,830				0.59%	11	2,216	0.00%	0	0
Internet & ...	0.54%	10	2,027	4.28%	79	15,934	3.93%	72	14,639	0.59%	11	2,216				0.00%	0	0
Other TV system & ...	0.09%	2	334	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	10.99%	202	40,936	46.10%	848	171,707	38.88%	715	144,799	10.80%	199	40,235	9.60%	176	35,738	0.09%	2	334
More than 2 systems incl ...	5.97%	110	22,228	5.64%	104	20,995	4.90%	90	18,257	7.94%	146	29,568	7.78%	143	28,980	0.49%	9	1836
Total	100%	1,839	372,447	100%	1,839	372,447	100%	1,839	372,447	100%	1,839	372,447	100%	1,839	372,447	100%	1,839	372,447

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 while two teleshopping channels – iTV and Prime TV Shopping Channel are licensed specifically for this genre by the Broadcasting Authority. Replies were analysed as given and without any amendments – a case in point being teleshopping on TVM2 which does not broadcast any teleshopping programmes.

For this broadcasting season 7.06% of television viewers stated that they regularly watched Teleshopping programmes – this is 3.34% lower than for the same period last year and is 0.76% higher than that recorded for the previous assessment period of April-June 2012. Overall, of the effective teleshopping programme viewers, the most followed station was TVM [25.25%] followed by Net TV [20.81%]; and ONE [18.92%] – 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 [JUL/SEP 2011-2012]

	Jul-Sep 2011		Oct-Dec 2011		Jan-Mar 2012		Apr-Jun 2012		Jul-Sep 2012	
	%	N	%	N	%	N	%	N	%	N
Yes	10.4	38,552	8.4	31,092	8.4	31,015	6.3	23,575	7.06	26,301
No	89.6	331,663	91.6	339,720	91.6	340,343	93.7	348,328	92.94	346,146
	100%	370,215	100%	370,812	100%	371,359	100%	371,903	100%	372,447
TVM	[3]16.94	6,529	[1] 29.15	9,064	[1]43.01	13,341	[1]33.46	7,889	[1]25.25	6,641
ONE	[4]12.36	4,764	[2] 21.63	6,726	[2]27.32	8,474	[2]25.27	5,957	[3]18.92	4,977
Net TV	[2]19.86	7,657	[4] 11.53	3,584	2.72	843	[4] 9.66	2,277	[2]20.81	5,474
Smash TV	[1]28.58	11,018	[3] 18.98	5,901	[3]14.82	4,595	[3]13.95	3,290	15.05	3,957
iTV	10.78	4,158	5.46	1,697	2.22	687	6.62	1,560	2.70	709
TVM2 [Education 22]			0.54	166					0.95	251
Favourite TV	3.71	1,432	6.15	1,913	4.30	1,333	4.10	967	6.99	1,838
Calypso Music TV			1.34	417						
Other			5.22	1,623			1.49	352	0.93	246
Do not know	7.77	2,996			5.62	1,743	5.44	1,283	8.40	2,209
	100%	38,552	100%	31,092	100%	31,015	100%	23,575	100%	26,301

Totals may not tally due to weighting and rounding off

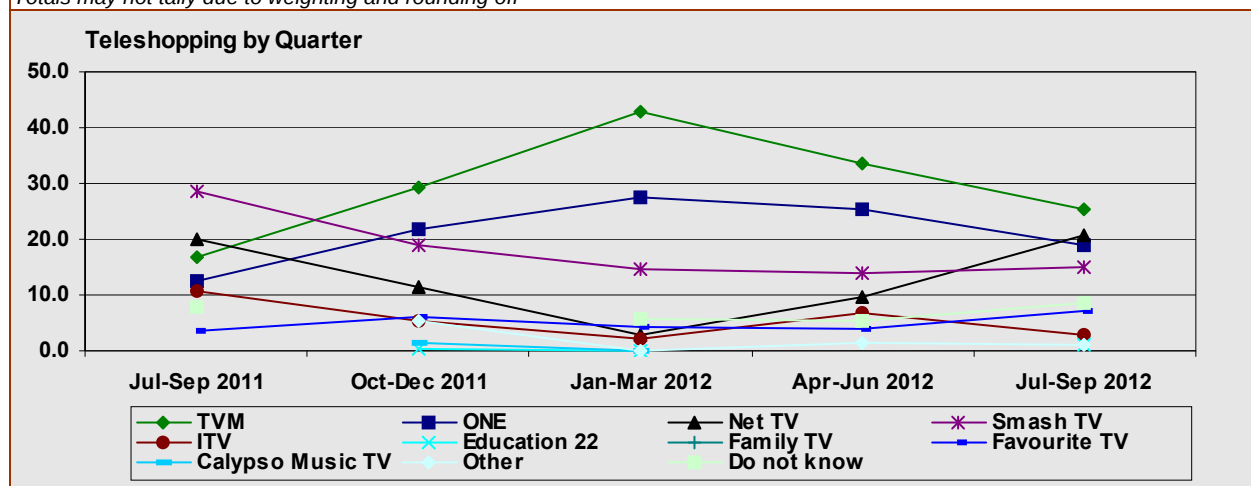


FIGURE 5.1.A: TEleshopping BY BROADCASTING STATION BY QUARTER [JUL/SEP 2011-2012]

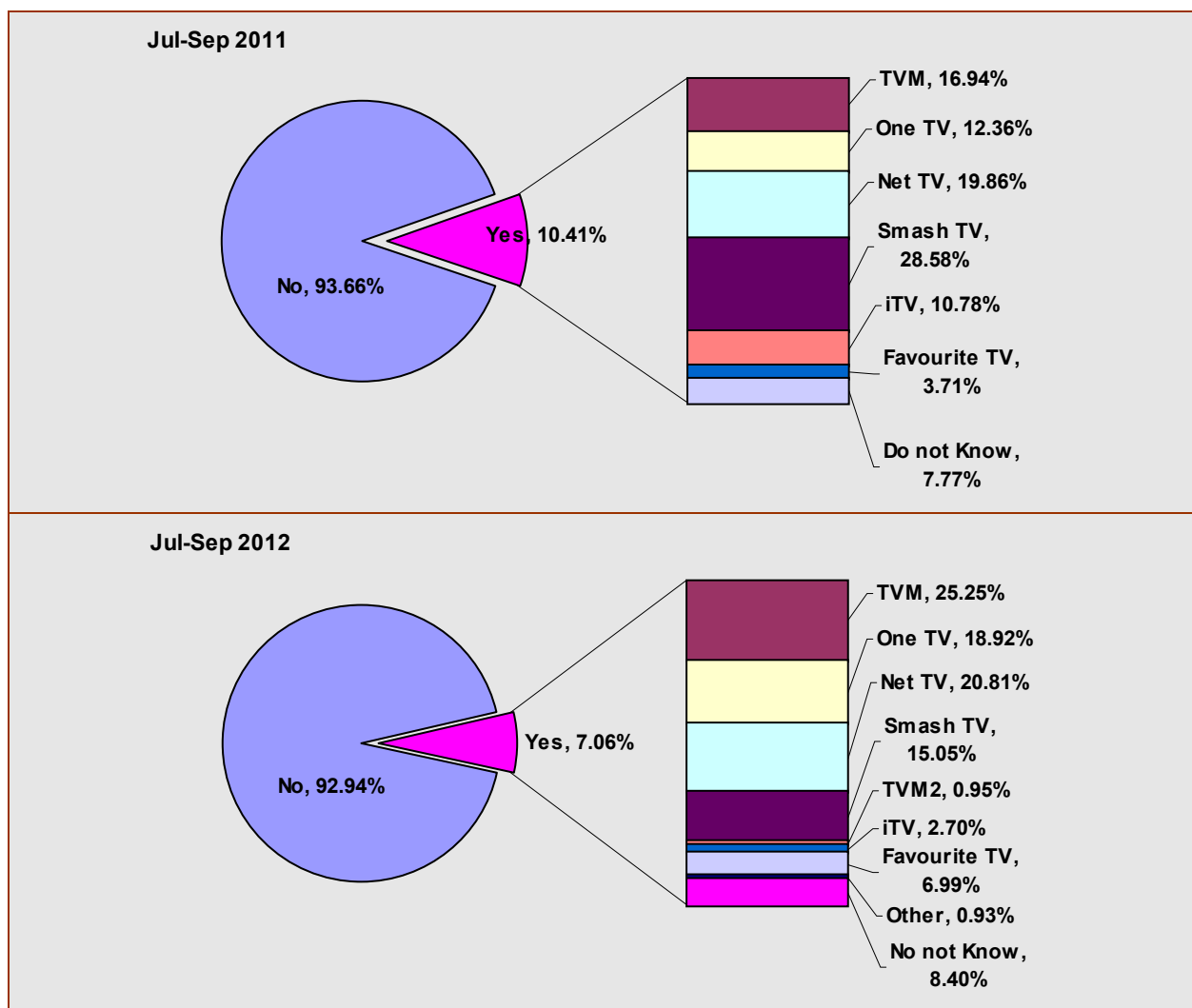


FIGURE 5.1.B: TEleshopping BY BROADCASTING STATION [JUL/SEP 2011-2012]

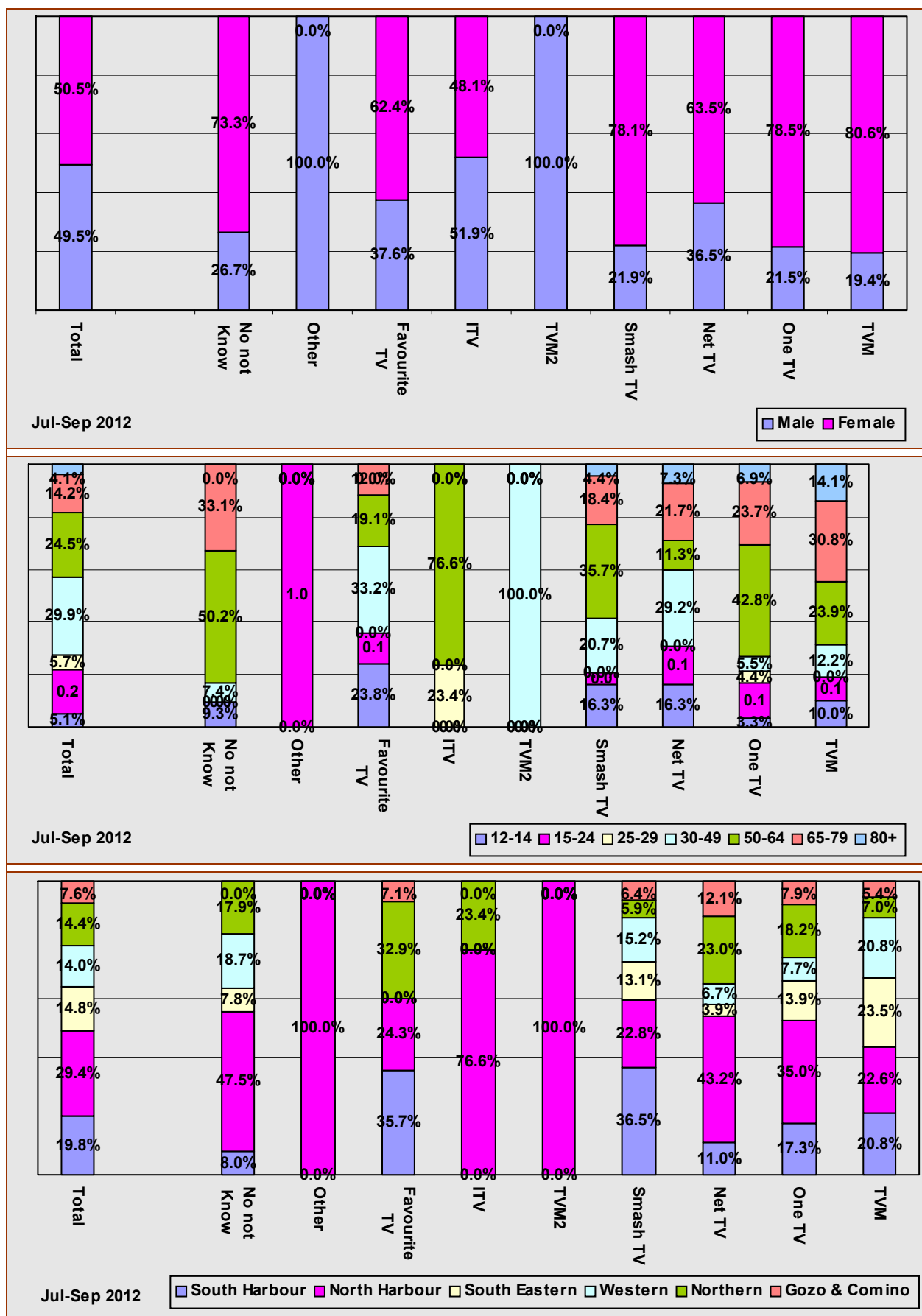
5.1 TEleshopping BY GENDER, BY AGE GROUPS, AND BY DISTRICT

Overall, teleshopping is more followed by female audiences than by male audiences with the highest number of estimated female audiences being those of TVM 28.28% [5,355] followed by those of ONE 20.64% [3,908] and Net TV 18.36% [3,475]. Those in the 50-64 age group registered the highest amount of viewers at 29.47% [7,750] followed by those in the 65-79 age group with 23.18% [6,098] and those in the 30-39 age group 17.21% [4,528]. Of note is the amount of children and young adults [12-14 and 15-24 year olds] who declared that they regularly watch teleshopping [11.44% and 10.19% respectively]. Analysed by district, the Northern Harbour area registered the highest amount of teleshopping viewers [34.39%; 9,045] followed by those of the Southern Harbour [19.48%; 5,124] - 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 [JUL/SEP 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	6,641	1,286	5,355	666	596	0	812	1586	2047	935	1381	1499	1558	1380	466	358
One TV	4,977	1,070	3,908	166	665	219	272	2,129	1,181	345	861	1,741	694	384	904	393
Net TV	5,474	1,998	3,475	890	781	0	1,599	616	1,189	399	603	2,365	215	366	1,261	664
Smash TV	3,957	868	3,089	644	175	0	819	1,414	729	175	1,446	904	520	602	233	252
TVM2	251	251	0	0	0	0	251	0	0	0	0	251	0	0	0	0
ITV	709	368	341	0	0	166	0	543	0	0	0	543	0	0	166	0
Favourite TV	1,838	692	1,146	438	219	0	609	351	221	0	656	446	0	0	605	131
Other	246	246	0	0	246	0	0	0	0	0	0	246	0	0	0	0
No not Know	2,209	591	1,619	205	0	0	163	1,110	731	0	177	1,050	173	413	396	0
Total	26,301	7,369	18,932	3,009	2,681	385	4,526	7,750	6,098	1,853	5,124	9,045	3,159	3,146	4,030	1,797
Total Population	372,447	184,285	188,162	18,917	61,589	21,144	111,360	91,388	52,757	15,292	73,772	109,536	55,204	52,169	53,542	28,224
% of Population	7.06%	4.00%	10.06%	15.91%	4.35%	1.82%	4.06%	8.48%	11.56%	12.12%	6.95%	8.26%	5.72%	6.03%	7.53%	6.37%
Row %	Total	Gender		Age Group							Districts					
TVM	100.0%	19.37	80.63	10.03	8.97	0.00	12.22	23.89	30.82	14.07	20.79	22.58	23.45	20.78	7.01	5.39
One TV	100.0%	21.49	78.51	3.34	13.36	4.40	5.47	42.78	23.73	6.92	17.30	34.99	13.94	7.72	18.16	7.89
Net TV	100.0%	36.51	63.49	16.26	14.27	0.00	29.21	11.26	21.72	7.28	11.02	43.21	3.92	6.69	23.04	12.13
Smash TV	100.0%	21.94	78.06	16.28	4.42	0.00	20.71	35.74	18.42	4.42	36.54	22.85	13.13	15.23	5.88	6.37
TVM2	100.0%	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00
ITV	100.0%	51.89	48.11	0.00	0.00	23.43	0.00	76.57	0.00	0.00	0.00	76.57	0.00	0.00	23.43	0.00
Favourite TV	100.0%	37.64	62.36	23.81	11.91	0.00	33.15	19.12	12.00	0.00	35.72	24.26	0.00	0.00	32.90	7.12
Other	100.0%	100.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00
No not Know	100.0%	26.73	73.27	9.27	0.00	0.00	7.40	50.22	33.11	0.00	8.01	47.51	7.83	18.72	17.93	0.00
Total	100.0%	28.02	71.98	11.44	10.19	1.46	17.21	29.47	23.18	7.04	19.48	34.39	12.01	11.96	15.32	6.83
Column %	Total	Gender		Age Group							Districts					
TVM	25.25	17.46	28.28	22.14	22.22	0.00	17.94	20.47	33.56	50.44	26.94	16.58	49.31	43.87	11.55	19.91
One TV	18.92	14.52	20.64	5.52	24.80	56.84	6.02	27.47	19.37	18.60	16.81	19.25	21.97	12.21	22.43	21.84
Net TV	20.81	27.12	18.36	29.58	29.13	0.00	35.33	7.95	19.50	21.52	11.77	26.15	6.80	11.63	31.29	36.94
Smash TV	15.05	11.78	16.31	21.41	6.53	0.00	18.11	18.25	11.95	9.44	28.22	10.00	16.45	19.15	5.78	14.03
TVM2	0.95	3.40	0.00	0.00	0.00	0.00	5.54	0.00	0.00	0.00	0.00	2.77	0.00	0.00	0.00	0.00
ITV	2.70	4.99	1.80	0.00	0.00	43.16	0.00	7.00	0.00	0.00	0.00	6.00	0.00	0.00	4.12	0.00
Favourite TV	6.99	9.39	6.05	14.54	8.16	0.00	13.46	4.53	3.62	0.00	12.81	4.93	0.00	0.00	15.00	7.28
Other	0.93	3.33	0.00	0.00	9.16	0.00	0.00	0.00	0.00	0.00	0.00	2.72	0.00	0.00	0.00	0.00
No not Know	8.40	8.01	8.55	6.81	0.00	0.00	3.61	14.32	12.00	0.00	3.45	11.60	5.48	13.14	9.83	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 [JUL/SEP 2012]**

6. RADIO AUDIENCES

For this assessment, the N.S.O. weighted each respondent to be representative of the whole population, giving a grossed-up population of 372,447 representing all those over 12 years old. In the calculation of audiences, this grossed-up calibration weight is 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 [%: 2.221%; N: 8,271] 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. ONE Radio was also the highest followed station for all the weekdays except for Fridays where Bay Radio had the highest average [%: 1.437; N: 5,462] amongst all stations. Bay Radio was also the second highest overall average [%: 1.539; N: 5,733]. The third overall highest average was attained by Calypso Radio [%: 1.098; N: 4,171].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL/SEP 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	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	0.328	0.000	0.431	2.009	0.082	0.803	0.698	0.382	0.136	0.827	0.000	0.180	0.496	0.000	0.000	0.000	0.000	0.010	2.009
Tuesday	0.490	0.031	0.521	1.774	0.194	1.539	0.806	0.347	0.267	0.185	0.049	0.879	0.263	0.000	0.000	0.000	0.195	0.015	1.774
Wednesday	0.845	0.007	0.421	1.261	0.360	1.258	0.772	0.085	0.290	0.185	0.000	0.344	0.151	0.000	0.079	0.579	0.031	0.010	1.261
Thursday	0.922	0.036	0.415	1.035	0.554	0.808	0.320	0.304	0.144	0.151	0.055	0.329	0.179	0.079	0.000	0.205	0.020	0.000	1.035
Friday	0.566	0.000	0.439	1.325	0.105	1.437	1.098	0.532	0.077	0.139	0.146	0.322	0.264	0.057	0.000	0.020	0.000	0.014	1.437
Saturday	0.555	0.000	0.182	2.221	0.217	1.132	0.725	0.270	0.223	0.212	0.000	0.504	0.186	0.000	0.000	0.257	0.026	0.000	2.221
Sunday	0.498	0.000	0.080	0.901	0.092	0.750	0.443	0.319	0.212	0.134	0.025	0.123	0.237	0.000	0.000	0.000	0.145	0.064	0.901
Mon-Sun	0.600	0.010	0.353	1.502	0.227	1.103	0.695	0.321	0.193	0.262	0.039	0.380	0.255	0.019	0.011	0.150	0.061	0.017	1.502
Highest	0.922	0.036	0.521	2.221	0.554	1.539	1.098	0.532	0.290	0.827	0.146	0.879	0.496	0.079	0.079	0.579	0.195	0.064	
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	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	1,221	0	1,605	7,483	304	2,989	2,599	1,424	508	3,078	0	671	1,847	0	0	0	0	37	7,483
Tuesday	1,826	114	1,942	6,607	724	5,733	3,003	1,294	995	687	182	3,274	980	0	0	0	727	58	6,607
Wednesday	3,146	27	1,569	4,697	1,340	4,687	2,876	317	1,079	690	0	1,282	562	0	295	2,158	115	37	4,697
Thursday	3,433	134	1,547	3,856	2,063	3,010	1,194	1,132	537	561	207	1,224	668	295	0	763	75	0	3,856
Friday	2,151	0	1,669	5,036	400	5,462	4,171	2,023	294	527	554	1,223	1,003	218	0	78	0	52	5,462
Saturday	2,067	0	679	8,271	806	4,216	2,702	1,007	829	788	0	1,876	692	0	0	958	96	0	8,271
Sunday	1,854	0	298	3,356	343	2,795	1,650	1,189	789	498	95	459	882	0	0	0	542	239	3,356
Mon-Sun	2,233	39	1,317	5,593	845	4,110	2,589	1,197	720	974	147	1,417	949	72	42	557	227	63	5,593
Highest	3,433	134	1,942	8,271	2,063	5,733	4,171	2,023	1,079	3,078	554	3,274	1,847	295	295	2,158	727	239	
	[4]	[18]	[10]	[1]	[8]	[2]	[3]	[9]	[12]	[6]	[14]	[5]	[11]	[16]	[15]	[7]	[13]	[17]	

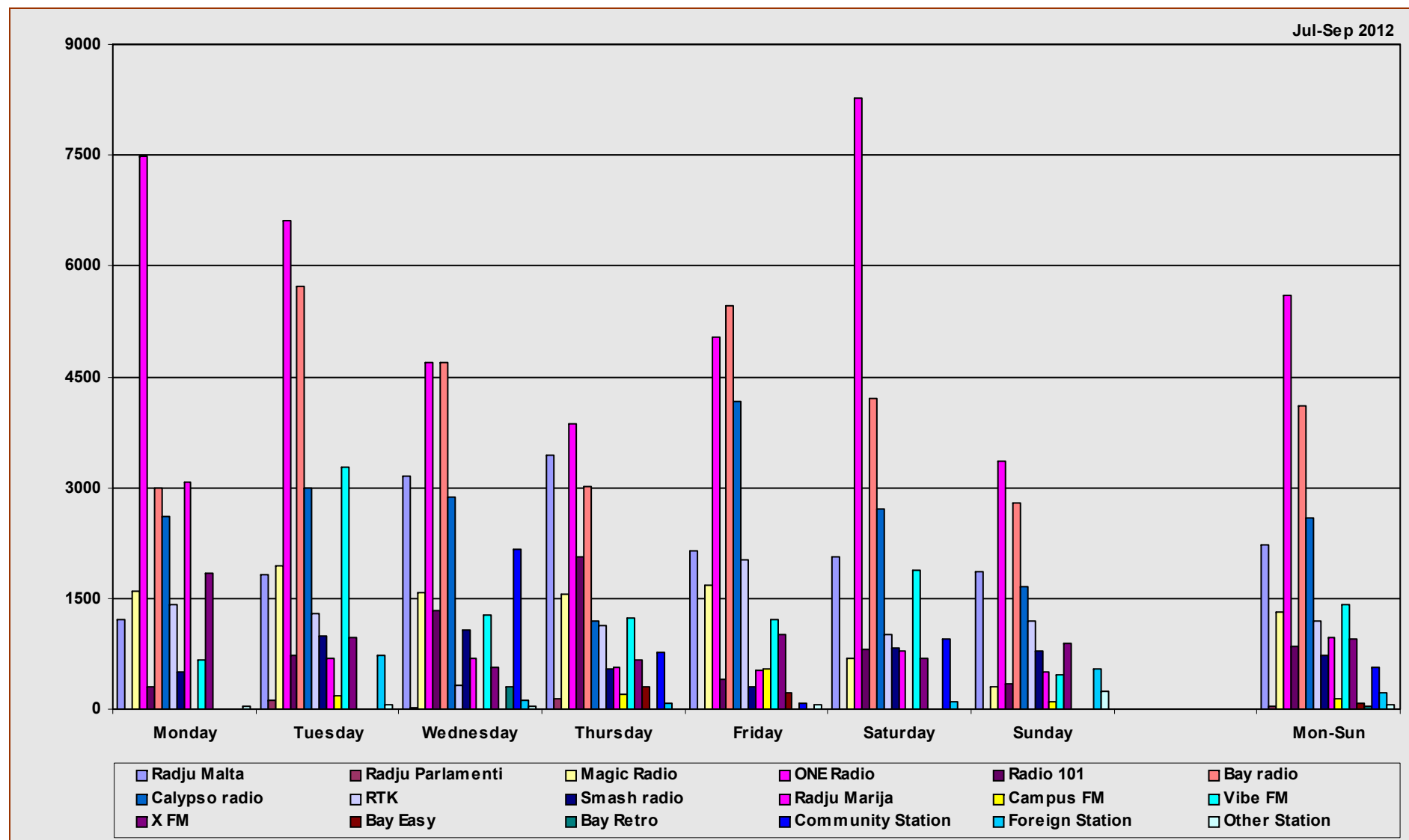


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL/SEP 2012]

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. The most followed station was ONE Radio on Saturdays and Bay Radio on Tuesdays

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL/SEP 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	BAY EASY	BAY RETRO	COMMUNITY RADIO	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	1.094	0.000	1.254	4.240	0.459	2.186	1.809	1.905	0.818	2.024	0.000	0.891	1.366	0.000	0.000	0.000	0.000	0.478	4.240
Tuesday	2.044	0.517	2.197	5.278	1.132	5.386	2.836	1.665	0.753	1.127	0.616	2.629	0.789	0.000	0.000	0.000	0.616	0.371	5.386
Wednesday	3.865	0.349	1.638	3.624	1.045	3.941	2.674	0.729	0.651	1.117	0.000	1.345	0.790	0.000	0.761	1.752	0.371	0.475	3.941
Thursday	2.903	0.836	1.352	2.994	1.786	2.463	1.355	0.988	0.910	0.681	0.338	1.337	1.048	0.317	0.000	1.387	0.484	0.000	2.994
Friday	2.080	0.000	1.899	4.214	0.765	3.885	3.425	2.205	0.629	0.461	0.814	0.914	0.734	0.459	0.000	0.246	0.000	0.329	4.214
Saturday	2.457	0.000	0.718	6.619	1.110	3.936	2.921	1.059	1.109	0.989	0.000	1.791	1.476	0.000	0.000	0.622	0.619	0.000	6.619
Sunday	2.227	0.000	0.474	2.849	0.989	2.657	2.017	1.563	0.509	1.032	0.305	0.509	0.934	0.000	0.000	0.000	0.388	0.384	2.849
Highest	3.865	0.836	2.197	6.619	1.786	5.386	3.425	2.205	1.109	2.024	0.814	2.629	1.476	0.459	0.761	1.752	0.619	0.478	

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	BAY EASY	BAY RETRO	COMMUNITY RADIO	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	4,076	0	4,672	15,792	1,709	8,140	6,736	7,095	3,047	7,539	0	3,317	5,089	0	0	0	0	1,782	15,792
Tuesday	7,613	1,924	8,181	19,657	4,216	20,061	10,564	6,201	2,805	4,199	2,294	9,792	2,940	0	0	0	2,294	1,380	20,061
Wednesday	14,394	1,300	6,100	13,499	3,894	14,679	9,958	2,717	2,425	4,161	0	5,011	2,941	0	2,834	6,525	1,380	1,771	14,679
Thursday	10,812	3,114	5,035	11,151	6,653	9,172	5,048	3,681	3,391	2,538	1,259	4,978	3,904	1,181	0	5,166	1,803	0	11,151
Friday	7,904	0	7,215	16,016	2,909	14,765	13,014	8,380	2,392	1,753	3,092	3,475	2,791	1,744	0	934	0	1,249	16,016
Saturday	9,152	0	2,674	24,654	4,136	14,661	10,877	3,944	4,132	3,683	0	6,670	5,499	0	0	2,315	2,304	0	24,654
Sunday	8,296	0	1,766	10,609	3,684	9,898	7,511	5,823	1,894	3,842	1,135	1,894	3,479	0	0	0	1,445	1,431	10,609
Highest	14,394	3,114	8,181	24,654	6,653	20,061	13,014	8,380	4,132	7,539	3,092	9,792	5,499	1,744	2,834	6,525	2,304	1,782	

Jul-Sep 2012	0	5,000	10,000	15,000	20,000	25,000	30,000
Radju Malta	14,394						
Radju Parlamenti	3,114						
Magic Radio	8,181						
ONE Radio	24,654						
Radio 101	6,653						
Bay radio	20,061						
Calypso radio	13,014						
RTK	8,380						
Smash radio	4,132						
Radju Marija	7,539						
Campus FM	3,092						
Vibe FM	9,792						
X FM	5,499						
Bay Easy	1,744						
Bay Retro	2,834						
Community Station	6,525						
Foreign Station	2,304						
Other Station	1,782						

FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL/SEP 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.

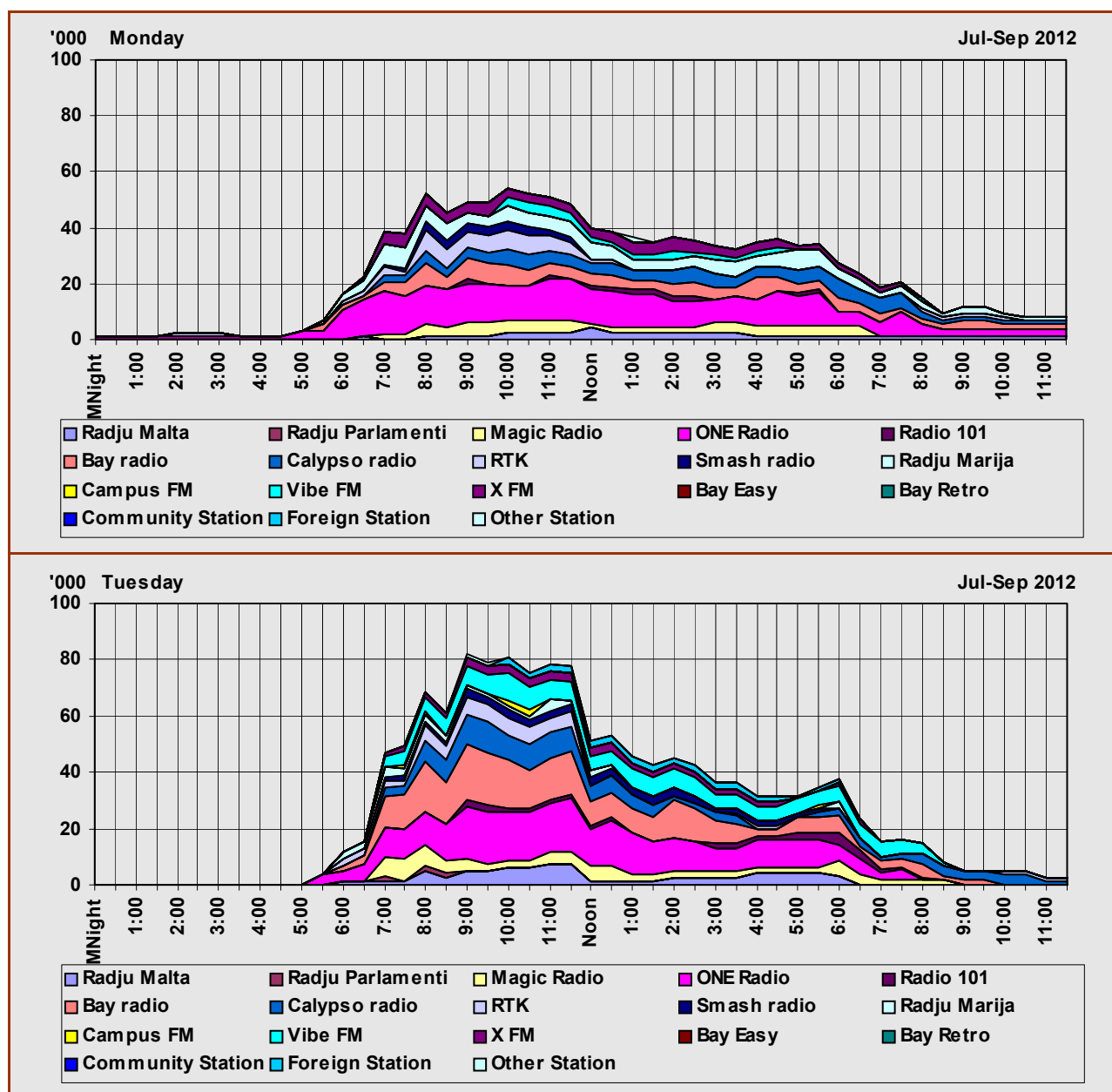


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

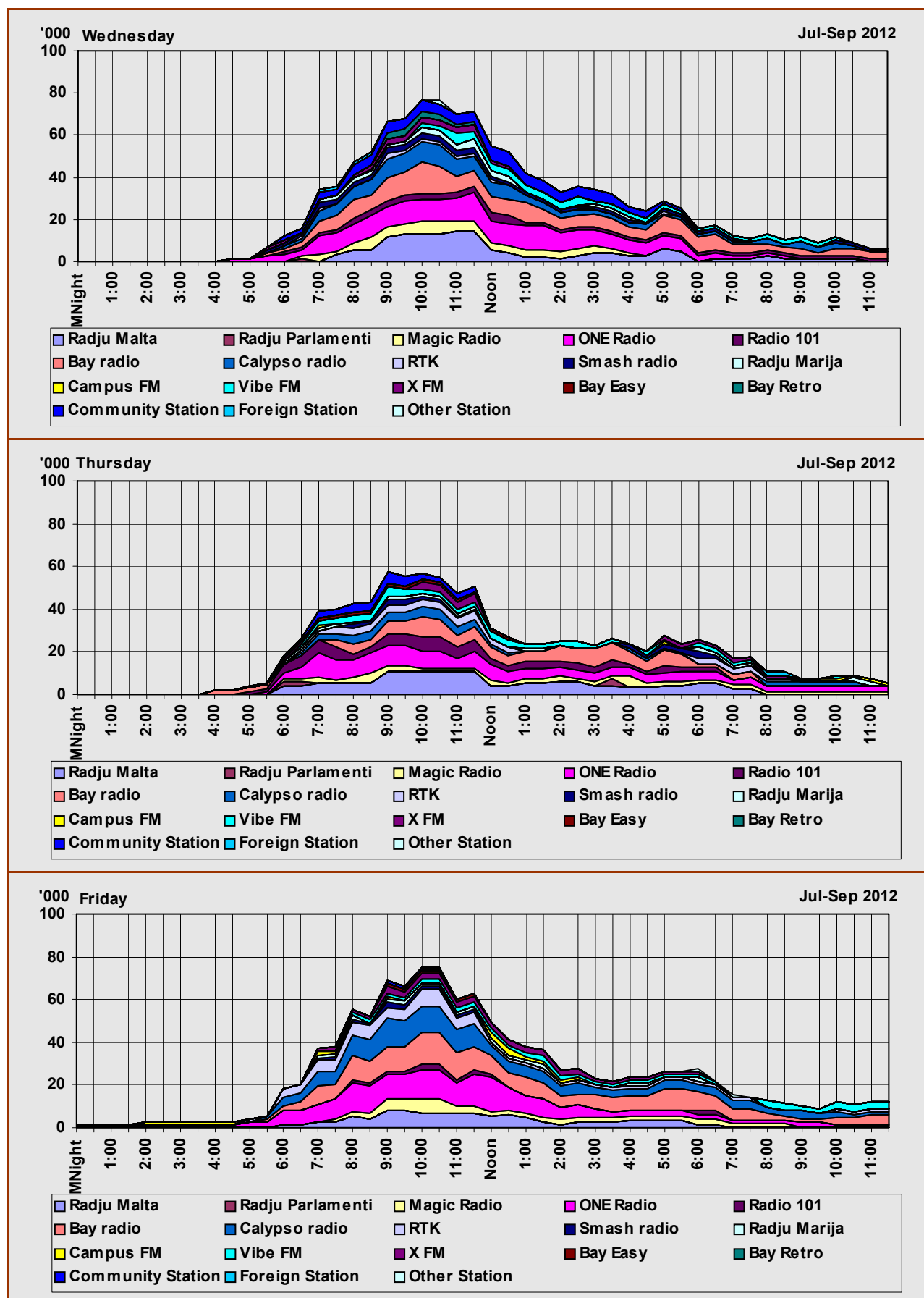


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

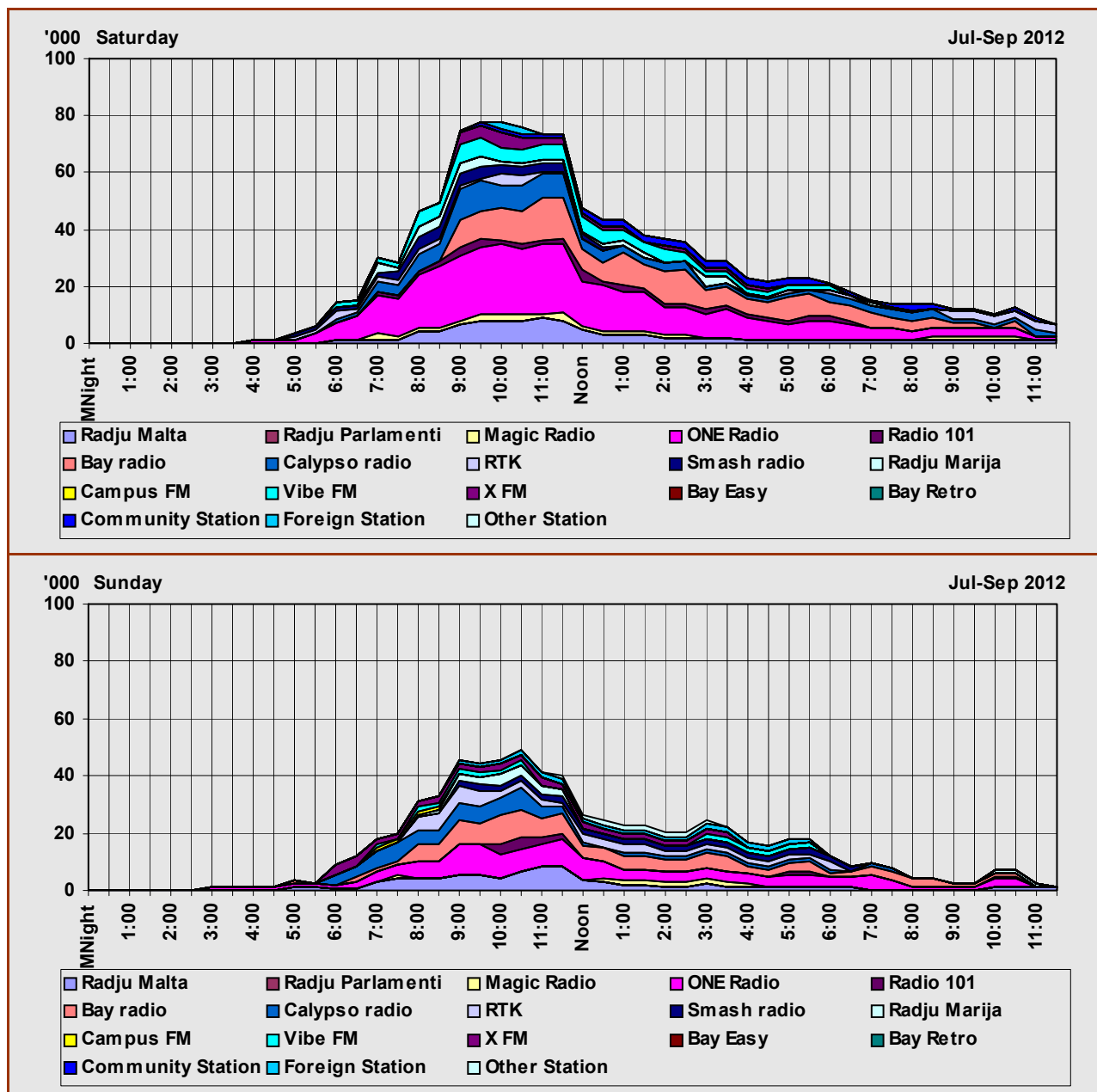


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

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. Overall, ONE Radio ranked first with 24.22% of all audiences, followed by Bay Radio [17.80%] and Calypso Radio [11.21%].

TABLE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009 – JUL/SEP 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	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION
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
Apr-Jun 2012	9.46	0.00	4.48	17.12	6.68	16.95	14.43	9.59	2.47	3.95	0.29	5.81	4.08			1.73	2.19	0.77
Jul-Sep 2012	9.67	0.17	5.70	24.22	3.66	17.80	11.21	5.19	3.12	4.22	0.63	6.14	4.11	0.31	0.18	2.41	0.98	0.27

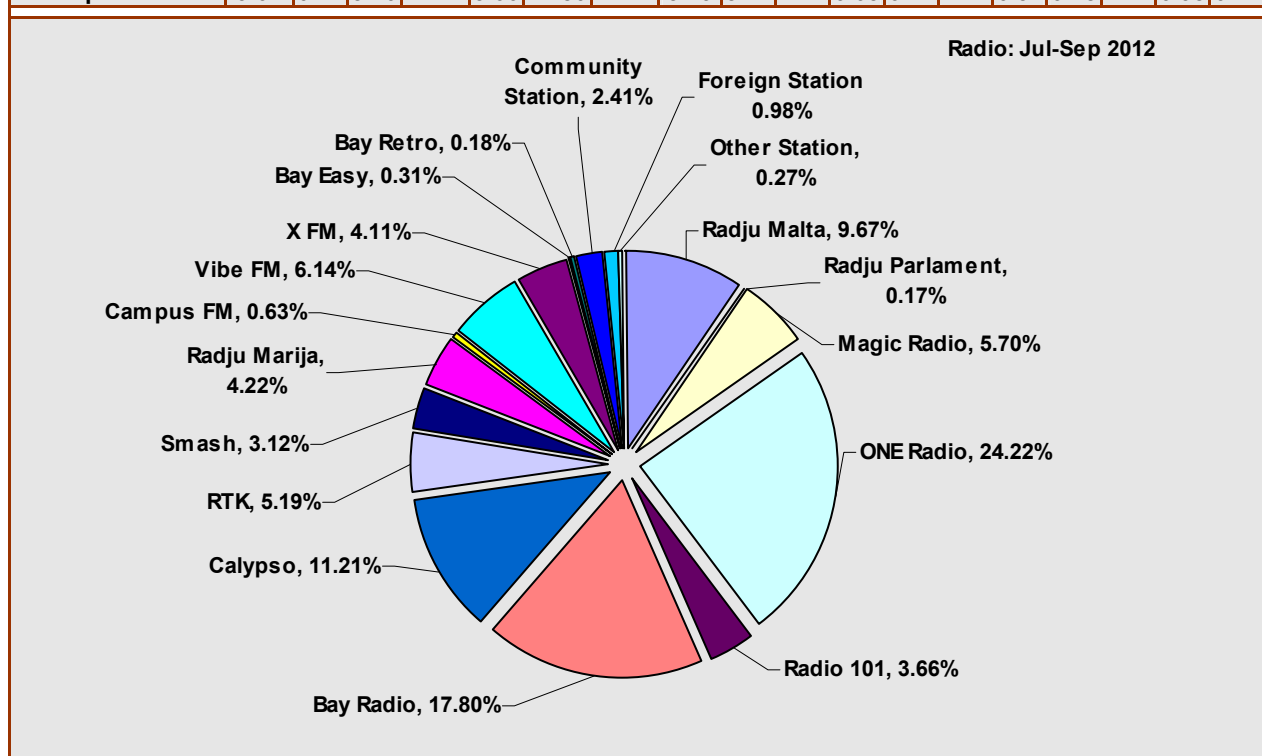


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL/SEP 2012]

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 1.411% [N: 5,256] while ONE attained the second overall average of 1.335% [N: 4,972] of all TV audiences. The highest average attained by TVM was that on Sundays with 1.411% [N: 5,256] followed by that of Fridays with 1.162% [N: 4,327]. On the other hand, ONE attained its highest average on Tuesdays [%: 1.335; N: 4,972] and attained the highest average viewing from all stations on Mondays, Thursdays, and Saturdays. TVM2 attained the third highest average of 0.621% [N: 2,313] on Sundays.

Overall, from Monday to Sundays, ONE attained the highest average at 1.149% [N: 4,972].

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL/SEP 2012]

%	TVM	ONE	NET TV	SMASH TV	TVM2	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	1.124	1.212	0.483	0.035	0.195	0.000	0.014	0.088	0.043	0.000	0.150	0.259	0.265	0.071	0.034	0.102	0.843	1.212
Tuesday	1.194	1.335	0.409	0.037	0.267	0.000	0.000	0.178	0.072	0.000	0.077	0.201	0.227	0.353	0.008	0.141	1.086	1.335
Wednesday	0.640	1.306	0.439	0.039	0.043	0.000	0.013	0.160	0.100	0.038	0.204	0.141	0.084	0.074	0.036	0.000	1.533	1.533
Thursday	0.879	1.264	0.272	0.000	0.380	0.000	0.000	0.211	0.126	0.016	0.088	0.360	0.298	0.120	0.067	0.032	0.595	1.264
Friday	1.162	0.998	0.340	0.000	0.402	0.000	0.000	0.479	0.000	0.000	0.307	0.323	0.327	0.444	0.000	0.051	0.647	1.162
Saturday	0.825	1.243	0.288	0.000	0.224	0.000	0.018	0.191	0.285	0.104	0.101	0.169	0.385	0.162	0.000	0.034	1.198	1.243
Sunday	1.411	0.722	0.241	0.000	0.621	0.032	0.014	0.240	0.206	0.031	0.042	0.144	0.422	0.175	0.000	0.093	1.024	1.411
Mon-Sun	1.039	1.149	0.352	0.016	0.308	0.005	0.009	0.221	0.120	0.027	0.137	0.227	0.288	0.199	0.021	0.065	0.991	1.149
Highest	1.411	1.335	0.483	0.039	0.621	0.032	0.018	0.479	0.285	0.104	0.307	0.360	0.422	0.444	0.067	0.141	1.533	
Population	TVM	ONE	NET TV	SMASH TV	TVM2	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	4,185	4,513	1,801	129	725	0	53	327	162	0	557	964	987	266	125	381	3,139	4,513
Tuesday	4,446	4,972	1,522	139	993	0	0	664	269	0	288	748	844	1,316	32	526	4,045	4,972
Wednesday	2,384	4,865	1,635	145	160	0	50	596	371	141	760	527	311	275	135	0	5,710	5,710
Thursday	3,273	4,708	1,014	0	1,414	0	0	788	470	59	330	1,342	1,109	447	251	119	2,217	4,708
Friday	4,327	3,718	1,266	0	1,499	0	0	1,783	0	0	1,142	1,203	1,220	1,654	0	191	2,410	4,327
Saturday	3,072	4,629	1,074	0	834	0	67	713	1,062	387	377	629	1,434	604	0	127	4,462	4,629
Sunday	5,256	2,690	898	0	2,313	120	51	894	767	116	157	537	1,572	652	0	346	3,815	5,256
Mon-Sun	3,869	4,279	1,312	59	1,147	19	32	823	447	101	511	845	1,074	742	76	243	3,691	4,279
Highest	5,256	4,972	1,801	145	2,313	120	67	1,783	1,062	387	1,142	1,342	1,572	1,654	251	526	5,710	
	[1]	[2]	[4]	[14]	[3]	[15]	[16]	[5]	[10]	[12]	[9]	[8]	[7]	[6]	[13]	[11]	[17]	

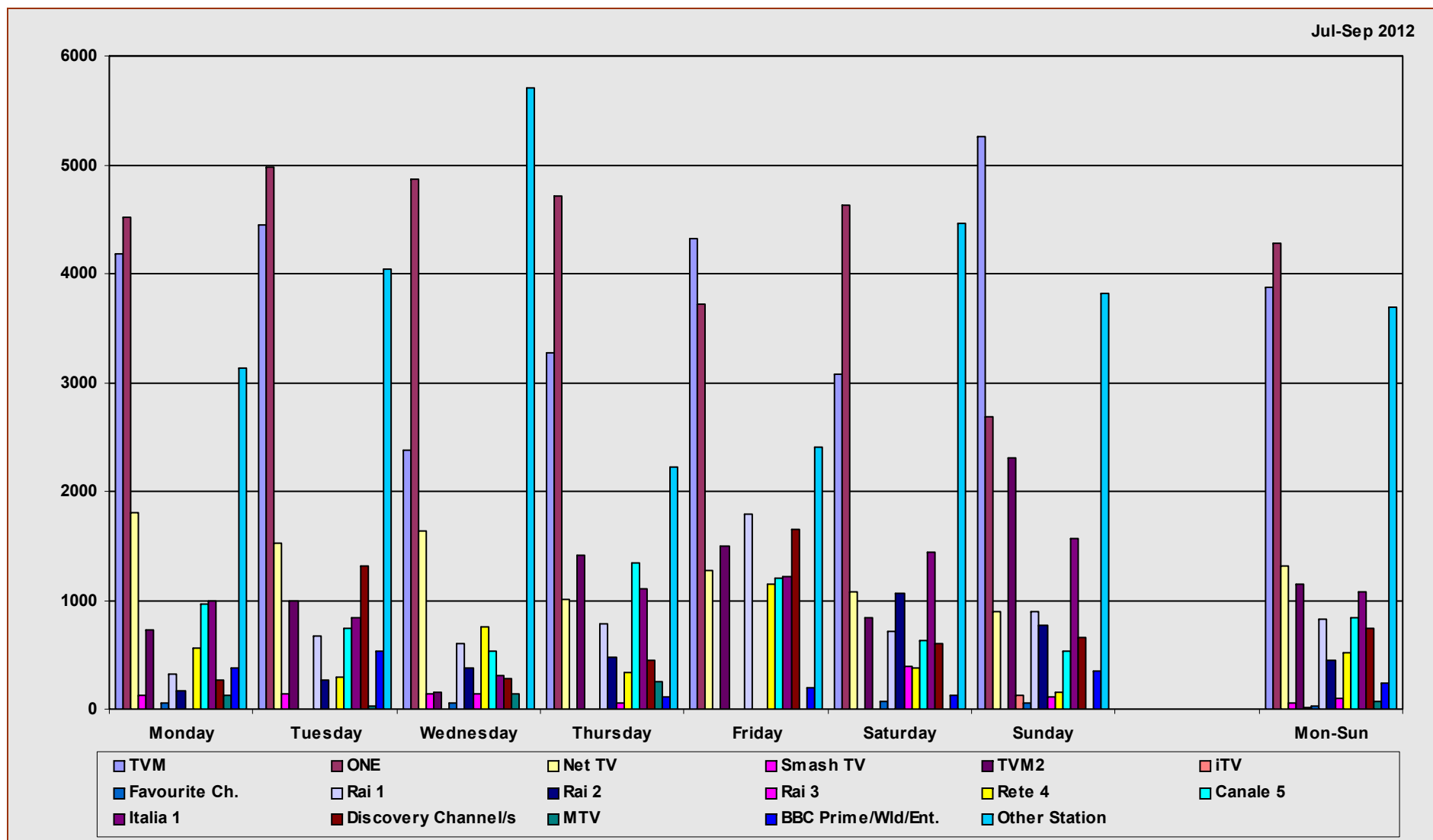


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL/SEP 2012]

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 Mondays [%: 14.704; N: 54,764] closely followed by those for Tuesdays at 10.107% [N: 37,642].

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL/SEP 2012]

%	TVM	ONE	NET TV	SMASH TV	TVM2	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
Mon	14.704	6.108	3.520	0.403	1.221	0.000	0.345	0.437	0.862	0.000	1.484	2.759	1.340	0.471	0.411	0.635	4.122	14.704
Tue	10.107	4.868	3.240	0.305	1.659	0.000	0.000	0.882	0.463	0.000	0.941	1.475	1.906	1.546	0.415	1.049	5.349	10.107
Wed	7.728	5.893	2.413	0.478	0.681	0.000	0.328	1.956	0.751	0.310	1.261	1.373	0.466	0.517	0.466	0.000	4.605	7.728
Thu	9.904	6.346	1.685	0.000	1.518	0.000	0.000	1.526	0.840	0.387	0.764	1.519	2.101	0.676	0.472	0.401	2.884	9.904
Fri	7.788	5.122	1.464	0.000	2.575	0.000	0.000	3.315	0.000	0.000	2.308	1.736	2.049	2.385	0.000	0.709	4.087	7.788
Sat	6.898	4.108	1.958	0.000	1.641	0.000	0.444	0.715	0.760	1.297	0.807	0.808	2.341	0.928	0.000	0.333	3.923	6.898
Sun	9.106	4.150	1.710	0.000	1.812	0.395	0.335	2.053	0.830	0.305	0.388	0.975	1.890	0.862	0.000	0.340	2.928	9.106
Highest	14.704	6.346	3.520	0.478	2.575	0.395	0.444	3.315	0.862	1.297	2.308	2.759	2.341	2.385	0.472	1.049	5.349	
Pop.	TVM	ONE	NET TV	SMASH TV	TVM2	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
Mon	54,764	22,749	13,112	1,502	4,549	0	1,287	1,628	3,211	0	5,527	10,275	4,991	1,753	1,530	2,367	15,354	54,764
Tue	37,642	18,130	12,066	1,135	6,178	0	0	3,285	1,726	0	3,506	5,493	7,098	5,758	1,546	3,909	19,923	37,642
Wed	28,782	21,948	8,988	1,781	2,535	0	1,223	7,283	2,797	1,155	4,698	5,112	1,736	1,924	1,736	0	17,149	28,782
Thu	36,887	23,636	6,276	0	5,653	0	0	5,682	3,127	1,443	2,847	5,657	7,823	2,519	1,758	1,495	10,742	36,887
Fri	29,005	19,078	5,451	0	9,590	0	0	12,348	0	0	8,597	6,464	7,630	8,884	0	2,642	15,221	29,005
Sat	25,690	15,299	7,291	0	6,110	0	1,652	2,664	2,830	4,831	3,006	3,011	8,719	3,456	0	1,242	14,612	25,690
Sun	33,915	15,458	6,368	0	6,748	1,472	1,246	7,648	3,091	1,135	1,445	3,633	7,039	3,211	0	1,267	10,904	33,915
Highest	54,764	23,636	13,112	1,781	9,590	1,472	1,652	12,348	3,211	4,831	8,597	10,275	8,719	8,884	1,758	3,909	19,923	
	[1]	[2]	[3]	[13]	[6]	[16]	[14]	[4]	[12]	[10]	[9]	[5]	[8]	[7]	[14]	[11]		

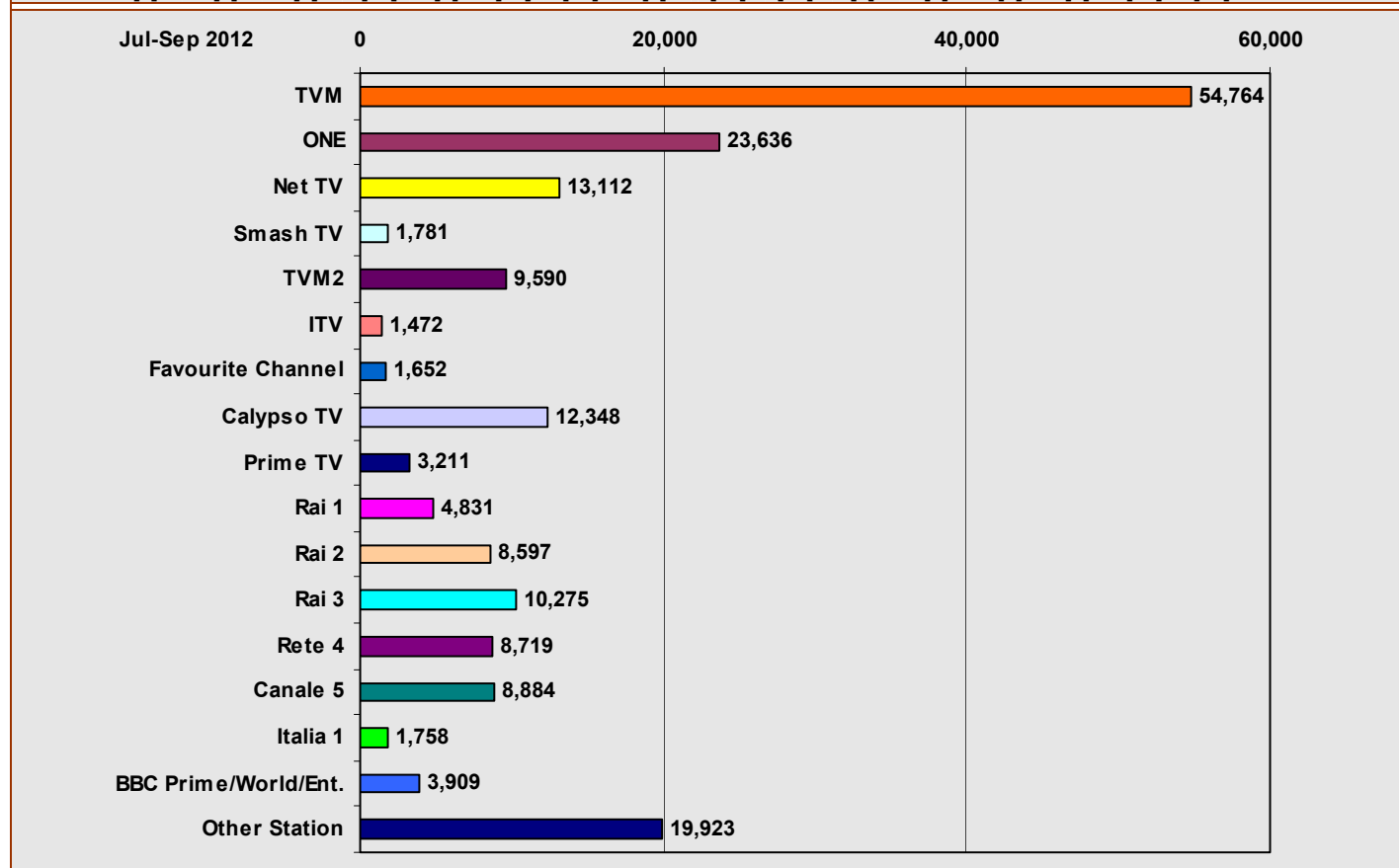


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL/SEP 2012]

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.

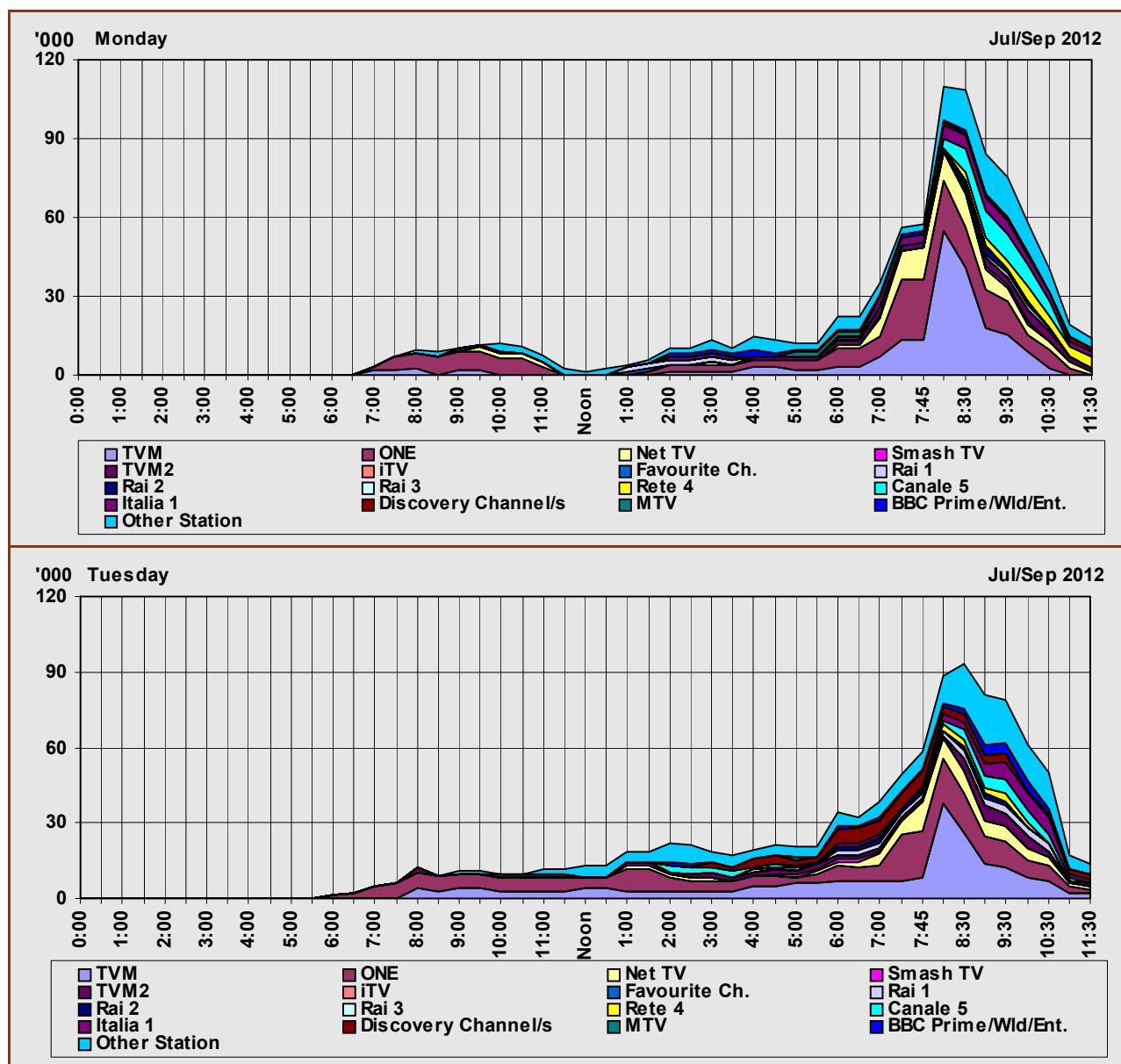


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

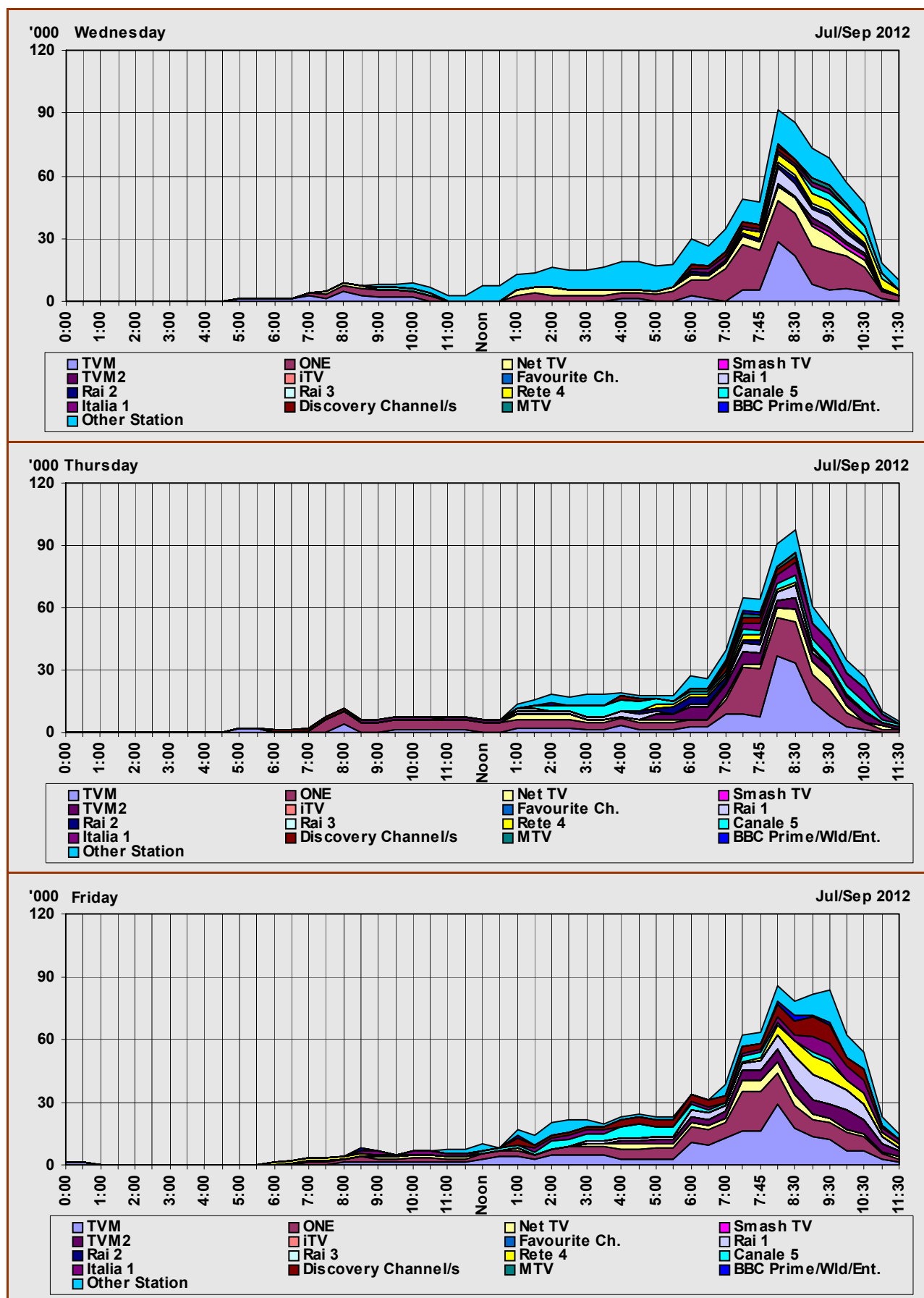


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

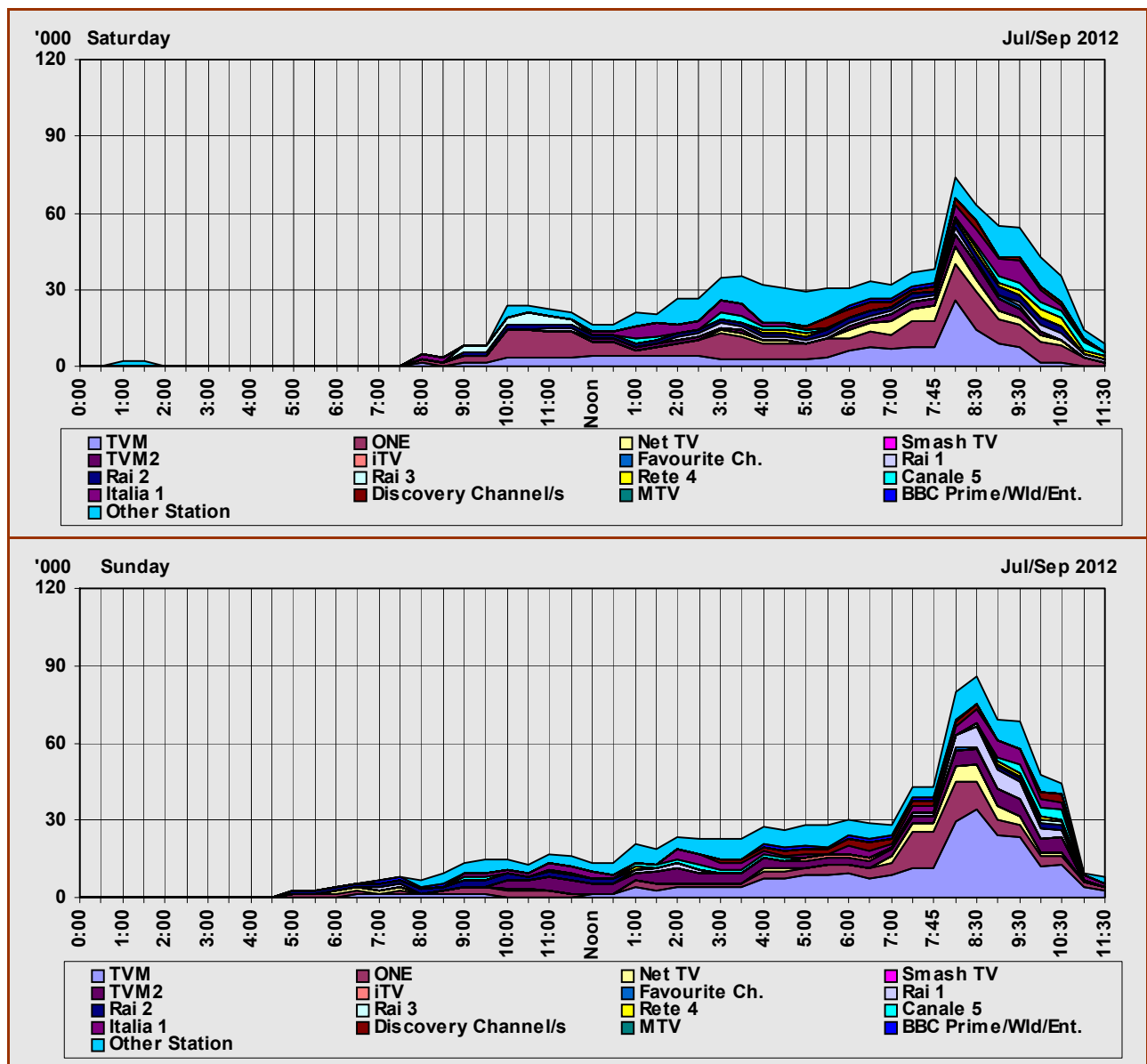


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

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 – JUL/SEP 2012]

Total Avg.	TVM	ONE	NET TV	SMASH TV	TVM2	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	34.6	22.5	7.9		0.5	0.10		0.2		3.5	0.7	0.1	2.8	5.9	4.7	2.3	0.2	1.2	12.8
Apr-Jun 2012	31.67	18.98	4.05	0.14	4.39	0.25	0.19	0.05	0.06	8.57	1.02	0.24	2.03	3.43	4.83	2.66	1.05	2.52	13.86
Jul-Sep 2012	20.08	22.21	6.81	0.30	5.95	0.17		0.10		4.27	2.32	0.52	2.65	4.38	5.57	3.85	0.40	1.26	19.16

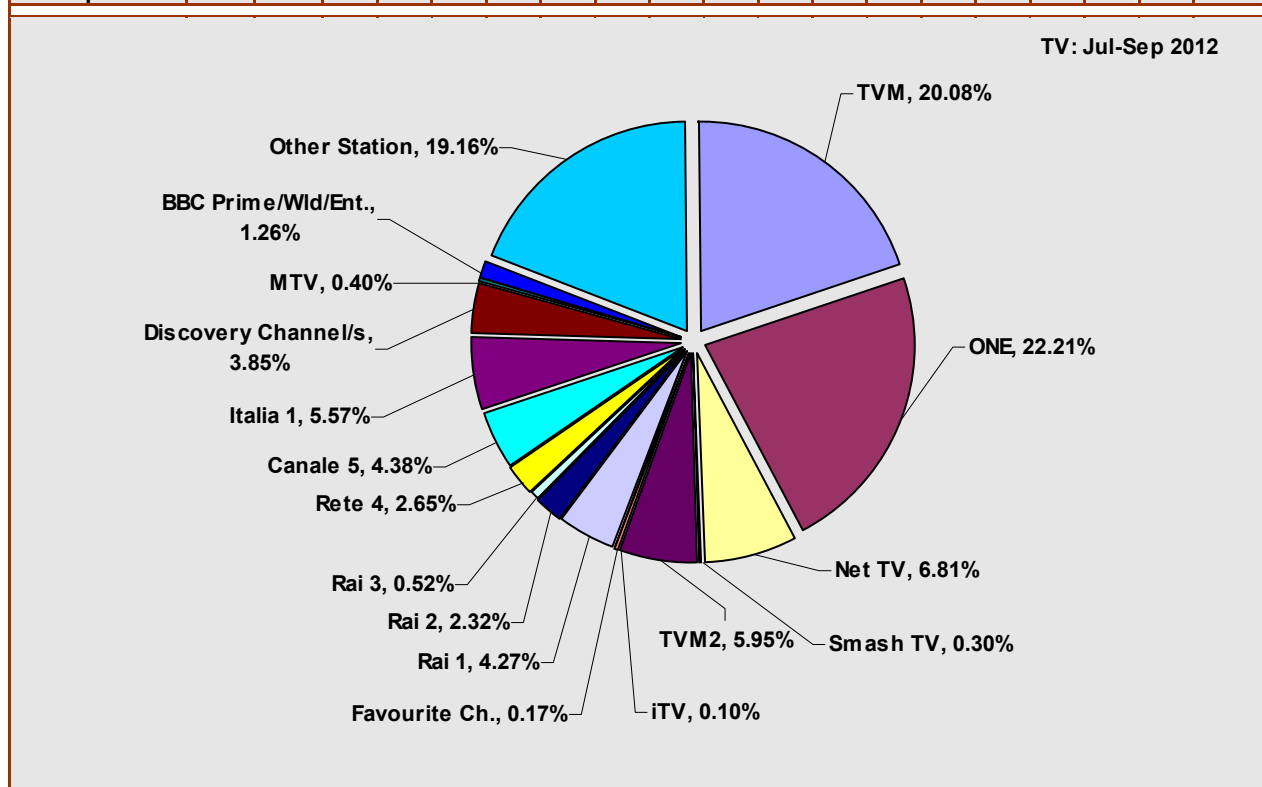


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [JUL/SEP 2012]

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 **3.53 hrs** which was 0.47 hrs [or 00:28:11] **more** 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 [JUL/SEP 2011-2012]

	Radju Malta	Radju Parliament	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	XFM	Bay Easy	Bay Retro	Community Stations	Foreign & Other Stations
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
Apr-Jun 2012	3.54	0.00	2.14	3.69	2.46	2.43	4.68	4.12	3.40	2.70	1.40	3.40	2.86	-	-	2.81	6.28
Jul-Sep 2012	3.58	0.81	3.47	4.86	2.90	2.68	4.17	2.72	5.34	2.68	2.12	3.85	3.44	4.21	2.50	5.89	5.13

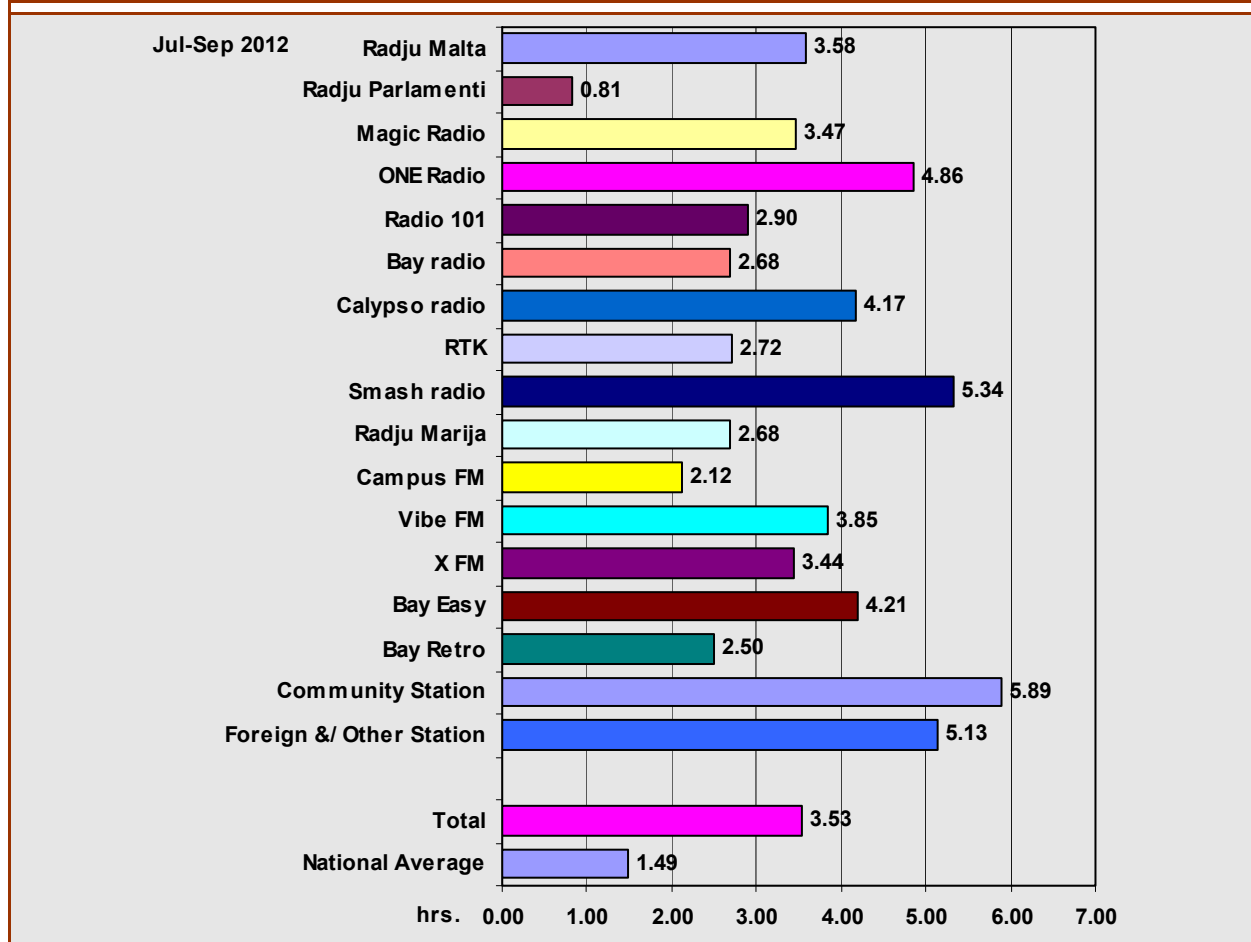


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [JUL/SEP 2012]

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 **1.49 hrs** every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter since July-September 2008, it can be seen that the total number of hours that regular radio listeners spent listening to programmes has slightly increased by 0.26% from 3.27hrs for July-September 2008 to 3.53 hrs for this period under assessment. Taking the total sample [i.e. including also those who did not listen to radio] the overall national average decrease for the whole period from 2008 to-date is of 7.45% [from 1.61 hrs to 1.49 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 [JUL/SEP 2008-2012]

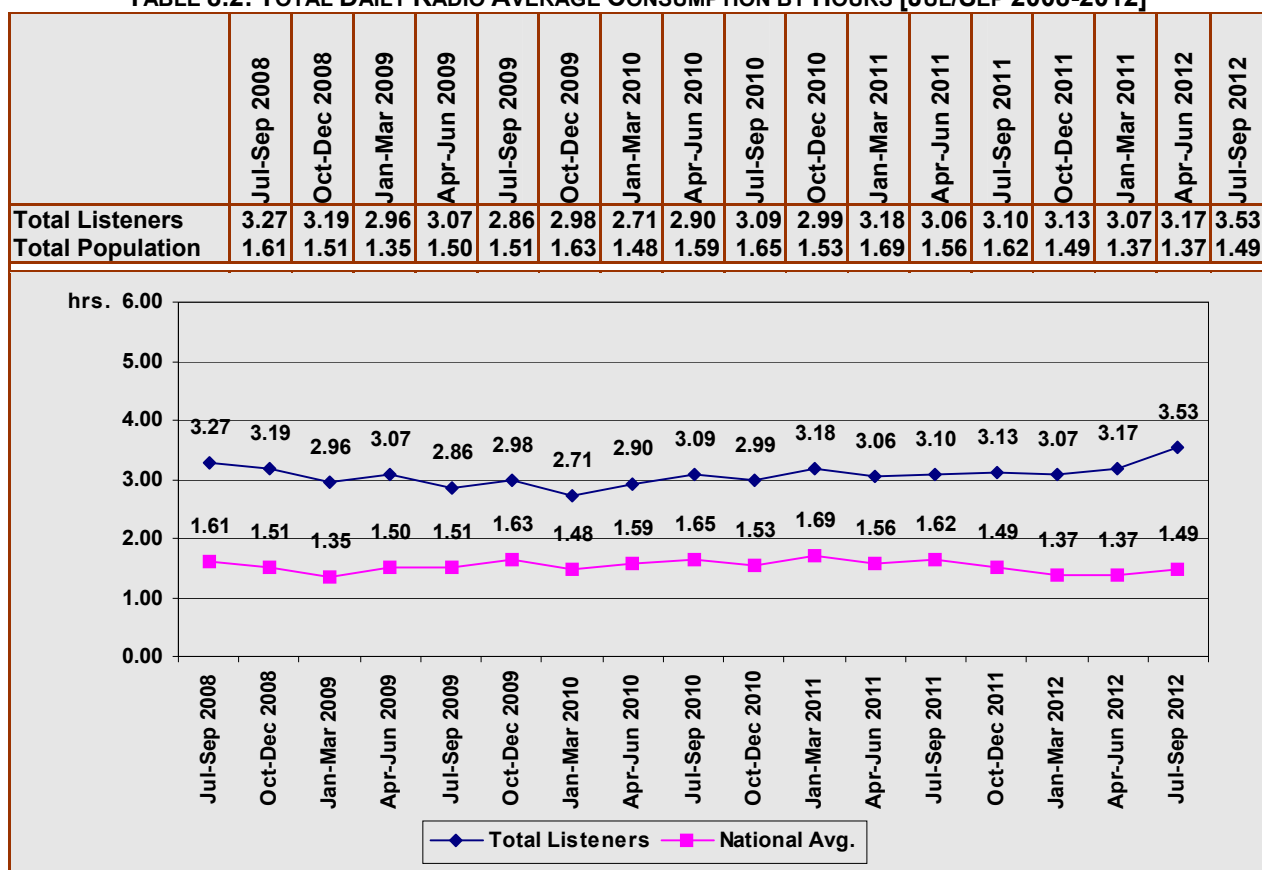


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [JUL/SEP 2008-2012]

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 July-September 2008 are listed in Table 8.3 below.

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION [JUL/SEP 2008-2012]

	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	Apr-Jun 2011	Jul-Sep 2012
Radju Malta	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	3.54	3.58
Radju Parlament 106.6	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	0.00	0.81
Magic Radio	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	2.14	3.47
ONE Radio	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	3.69	4.86
Radio 101	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	2.46	2.90
Bay Radio	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	2.43	2.68
Calypso Radio	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	4.68	4.17
RTK	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	4.12	2.72
Smash Radio	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	3.40	5.34
Radju Marija	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	2.70	2.68
Campus FM	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	1.40	2.12
Capital Radio/Vibe FM	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	3.40	3.85
XFM	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	2.86	3.44
Bay Easy																	4.21
Bay Retro																	2.50
Community Stations	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	2.81	5.89
Foreign &/Other Station	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	6.28	5.13
Total Listeners [hrs.]	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	3.17	3.53
Total Population [hrs.]	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	1.37	1.49

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at **2.23 hours**. Taking the total number of hours of TV viewing over the whole population, the national average hours of TV viewing consumed stands at **1.20 hours** 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 – JUL/SEP 2012]

	TVM	ONE	Net TV	Smash TV	TVM2	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
Apr-Jun 2012	2.17	3.08	2.46	2.21	2.80	1.62	4.50	1.50	1.00	2.84	2.45	1.50	2.01	2.30	2.21	2.01	3.10	3.32	2.46
Jul-Sep 2012	1.70	2.80	1.98	1.80	2.77	1.00	0.00	2.00	0.00	2.33	3.36	2.02	2.07	2.29	2.13	2.26	1.55	2.11	2.40

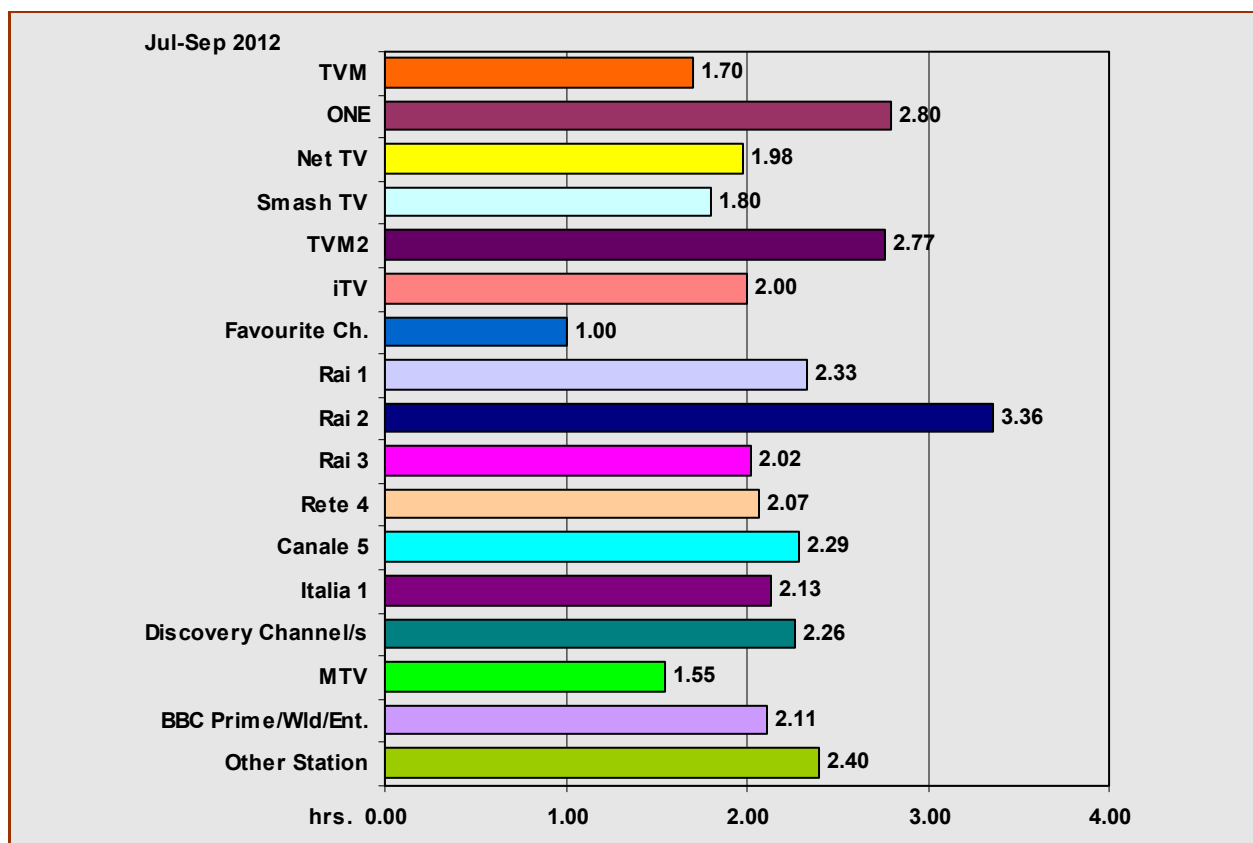


FIGURE 8.4: TV DAILY CONSUMPTION BY HOURS AND BY STATION [JUL/SEP 2012]

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 programmes has increased by 1.83% [00:01:06] over the same period last year from 2.19 hours to 2.23 hours. The national average, on the other hand, has decreased by 11.76% [00:07:03] from 1.36 hours to 1.20 hours – see Table 8.5 and Figure 8.5 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [JUL/SEP 2008-2012]

	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	Apr-Jun 2012	Jul-Sep 2012
Total Viewers	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	2.45	2.23
Total Pops	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	1.62	1.20

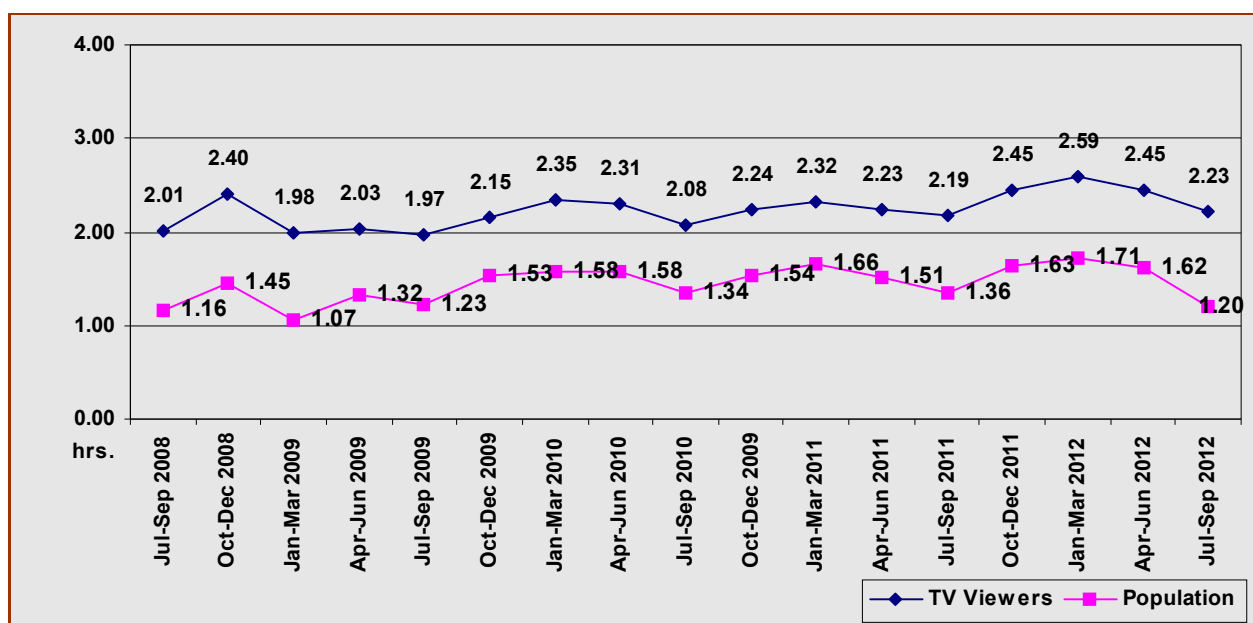


FIGURE 8.5: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [JUL/SEP 2008-2012]

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 [JUL/SEP 2008-2012]

	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	Apr-Jun 2012	Jul-Sep 2012
TVM	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	2.17	1.70
ONE	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	3.08	2.80
Net TV	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	2.46	1.98
Smash TV	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	0.00	0.00	2.21	1.80
TVM2/Educ 22	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	0.00	3.85	2.80	2.77
ITV	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	1.50	2.00
Family TV	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	1.62	1.00
Calypso Music TV	-	-	-	-	-	-	1.80	2.00	1.60	2.00	0.00	0.84	0.50	0.00	0.00	4.50	0.00
Prime TV	-	-	-	-	-	-	-	-	-	-	-	-	-	6.50	0.00	1.00	0.00
Rai 1	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	2.84	2.33
Rai 2	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	2.45	3.36
Rai 3	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	1.50	2.02
Rete 4	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	2.01	2.07
Canale 5	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	2.30	2.29
Italia 1	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	2.21	2.13
Discovery Channel	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	2.01	2.26
MTV	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	3.10	1.55
BBC Prime	1.93	2.03	1.59	2.57	2.13	-	3.10	2.11	2.12	2.63	2.25	2.10	2.16	2.74	2.54	3.32	2.11
BBC World/Ent.	1.67	1.33	0.67	1.90	5.50	-	-	-	-	-	-	-	-	-	-	-	-
Other TV station	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	2.46	2.40
TV Viewers [hrs]	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	2.45	2.23
Total Population [hrs]	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	1.62	1.20

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.

For this analysis data 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 [JUL/SEP 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	Jul	Aug	Sep
> 6:00	1.38	0.58	2.08	0.00	0.31	0.00	1.18	1.71	2.80	0.38	0.89	1.20	2.21	2.36	1.02	0.36		2.33	0.28	0.76	1.42	2.64	0.99	1.45	2.41	0.54	1.40
6:00-9:00	17.94	16.21	19.46	4.59	9.57	15.96	20.41	19.66	19.11	16.29	16.73	17.40	21.45	19.89	16.45	15.12		18.66	18.72	16.53	21.02	18.52	15.28	17.03	19.26	16.75	18.08
9:00-12:00	34.07	29.86	37.77	33.55	28.13	35.82	34.87	35.17	34.39	35.58	36.39	33.85	36.58	32.14	31.75	32.40		26.69	35.01	35.90	32.38	34.16	37.69	36.97	34.84	35.54	32.04
12:00-17:00	29.11	33.92	24.88	40.27	31.74	31.80	30.97	26.64	27.55	23.64	28.02	29.90	24.85	29.91	29.10	35.76		31.38	30.76	31.11	24.93	26.11	28.90	29.90	26.04	29.76	30.84
17:00-20:00	11.30	12.46	10.29	16.33	16.90	14.79	9.47	10.33	9.71	13.71	11.41	11.92	8.09	11.52	12.88	11.08		13.85	11.68	9.30	13.56	11.01	9.55	10.25	11.49	12.36	10.13
20:00-24:00	6.20	6.98	5.52	5.26	13.36	1.63	3.10	6.48	6.44	10.40	6.55	5.73	6.82	4.19	8.81	5.28		7.09	3.55	6.40	6.69	7.56	7.59	4.39	5.96	5.05	7.51
	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

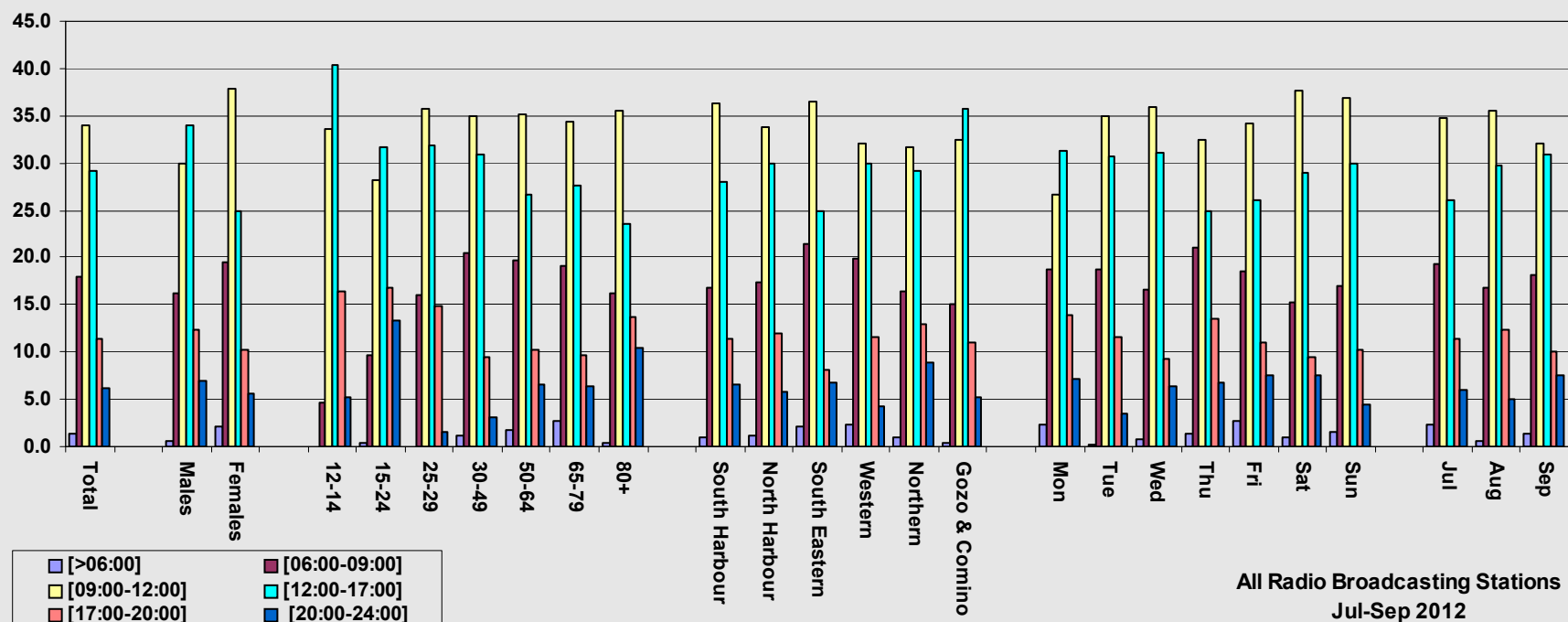


FIGURE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [JUL/SEP 2012]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL/SEP 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	Apr	May	Jun
Radju Malta	9.67	6.59	12.38	1.32	0.00	0.00	5.62	15.64	14.46	25.14	10.79	7.58	7.96	15.54	7.68	10.15	5.14	6.49	12.65	16.58	8.65	8.27	12.37	9.93	10.93	8.24	
Radju Parlament	0.17	0.32	0.03	0.00	0.00	1.01	0.29	0.06	0.00	0.00	0.09	0.20	0.45	0.00	0.18	0.00	0.00	0.40	0.11	0.65	0.00	0.00	0.00	0.15	0.00	0.34	
Magic Radio	5.70	6.74	4.79	1.32	1.36	7.83	11.64	5.35	0.18	0.00	1.72	5.17	13.24	1.01	12.82	0.00	6.75	6.90	6.31	7.48	6.71	2.72	1.99	5.90	7.88	3.42	
ONE Radio	24.22	22.82	25.45	1.32	5.64	1.68	18.95	31.87	44.16	24.85	26.28	29.93	34.20	16.84	8.00	21.95	31.49	23.47	18.88	18.63	20.26	33.10	22.39	29.70	24.20	20.01	
Radio 101	3.66	3.02	4.22	3.69	0.00	1.95	3.58	5.04	5.59	0.75	1.49	6.07	0.55	4.59	2.13	6.43	1.28	2.57	5.39	9.97	1.61	3.23	2.29	4.14	3.57	3.37	
Bay Radio	17.80	21.35	14.68	78.11	61.04	29.99	18.92	4.69	0.87	0.00	24.55	15.07	9.39	12.74	24.51	26.19	12.58	20.37	18.84	14.54	21.97	16.87	18.65	21.08	18.12	14.95	
Calypso Radio	11.21	8.09	13.96	10.44	0.14	10.74	10.42	19.61	8.89	5.26	12.05	11.84	14.21	14.29	7.25	0.57	10.94	10.67	11.56	5.77	16.78	10.81	11.01	10.57	8.38	14.48	
RTK	5.19	3.86	6.35	0.00	0.65	0.51	3.44	7.56	9.39	6.62	4.94	4.51	5.33	2.39	7.15	11.15	5.99	4.60	1.28	5.47	8.14	4.03	7.93	3.95	7.28	4.09	
Smash Radio	3.12	4.01	2.34	0.00	0.00	12.30	4.67	0.98	3.92	0.00	3.04	0.44	1.33	10.18	4.56	0.00	2.14	3.54	4.34	2.60	1.18	3.32	5.27	3.77	3.39	2.35	
Radju Marija	4.22	1.96	6.20	0.00	0.00	0.36	1.80	2.46	8.24	36.53	5.96	4.51	2.79	3.49	4.82	1.25	12.95	2.44	2.77	2.71	2.12	3.15	3.32	3.08	1.83	7.44	
Campus FM	0.63	0.13	1.08	0.00	0.00	0.00	0.83	0.62	1.21	0.00	0.56	0.69	0.42	0.30	1.51	0.00	0.00	0.65	0.00	1.00	2.23	0.00	0.63	0.86	0.16	0.92	
Vibe FM	6.14	10.76	2.08	3.80	22.87	25.31	3.48	1.84	0.00	0.00	5.89	6.62	1.72	5.05	14.01	0.00	2.82	11.63	5.15	5.91	4.92	7.51	3.06	0.96	5.76	10.51	
XFM	4.11	5.51	2.88	0.00	5.33	6.20	8.44	1.79	0.00	0.00	1.69	4.07	2.39	8.69	3.01	6.61	7.77	3.48	2.26	3.23	4.04	2.77	5.88	2.92	2.83	6.28	
Bay Easy	0.31	0.00	0.58	0.00	0.00	2.14	0.59	0.00	0.00	0.00	0.00	0.43	0.00	1.15	0.00	0.00	0.00	0.00	0.00	1.43	0.88	0.00	0.00	0.47	0.00	0.49	
Bay Retro	0.18	0.00	0.34	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00	0.00	0.26	0.00	0.30	
Community Stations	2.41	2.54	2.30	0.00	0.00	0.00	4.56	1.80	3.09	0.00	0.00	2.19	2.68	3.74	1.06	9.68	0.00	0.00	8.67	3.69	0.31	3.84	0.00	1.69	3.10	2.30	
Foreign Station	0.98	1.87	0.20	0.00	2.79	0.00	1.95	0.00	0.00	0.84	0.00	0.38	3.35	0.00	0.00	6.01	0.00	2.58	0.46	0.36	0.00	0.38	3.62	0.33	2.49	0.00	
Other Station	0.27	0.44	0.13	0.00	0.18	0.00	0.19	0.68	0.00	0.00	0.00	0.29	0.00	0.00	1.31	0.00	0.16	0.20	0.15	0.00	0.21	0.00	1.59	0.24	0.06	0.50	
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	

Totals may not tally due to weighting and rounding off

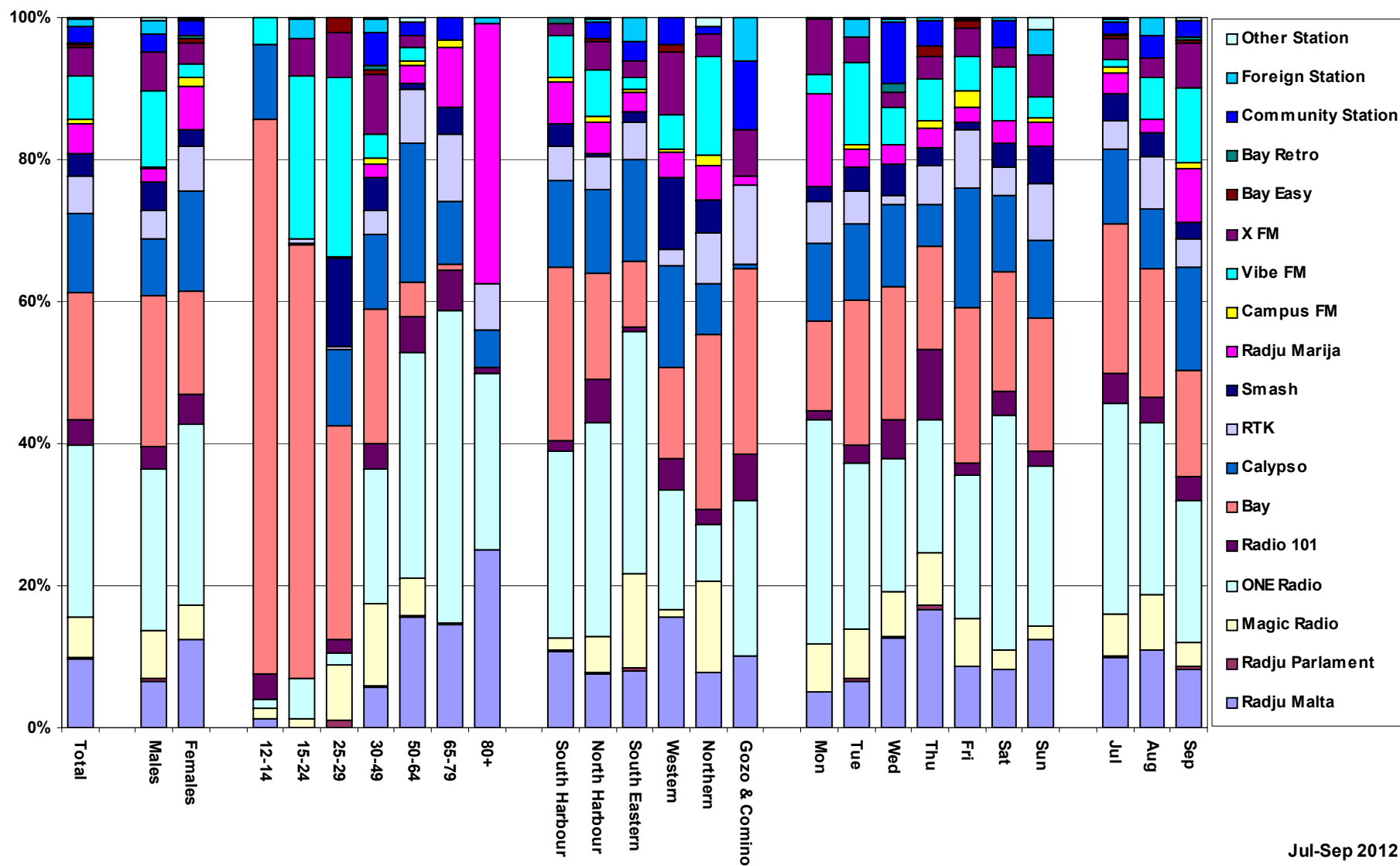


FIGURE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL/SEP 2012]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JUL/SEP 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	Apr	May	Jun
>12:00	9.83	7.68	11.74	14.68	11.62	8.76	5.67	11.25	10.58	12.57	11.59	9.48	9.49	9.94	6.65	12.72	9.36	9.74	7.87	8.77	6.41	12.42	13.59	10.65	9.76	9.10
12:00-19:00	29.06	24.89	32.78	46.04	39.41	29.24	23.96	25.87	29.52	28.34	26.56	29.63	34.09	25.29	30.51	27.14	17.35	28.42	26.29	27.77	29.00	40.05	33.17	26.86	33.05	26.87
19:00-20:30	24.15	27.91	20.79	18.03	20.73	19.81	24.37	24.68	27.28	27.72	26.68	23.56	21.22	22.85	25.75	26.01	28.80	23.03	25.17	30.16	24.93	18.89	19.64	21.18	24.34	26.83
20:30-22:00	24.13	25.52	22.90	15.32	18.64	24.79	29.87	25.09	21.13	21.29	24.30	23.70	24.40	25.00	23.72	23.74	29.83	24.78	25.69	24.22	24.33	18.07	22.54	26.23	21.27	25.20
22:00-24:00	12.83	14.00	11.79	5.93	9.59	17.41	16.12	13.11	11.50	10.09	10.88	13.62	10.80	16.92	13.37	10.40	14.65	14.03	14.97	9.07	15.33	10.56	11.06	15.08	11.58	11.99
	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

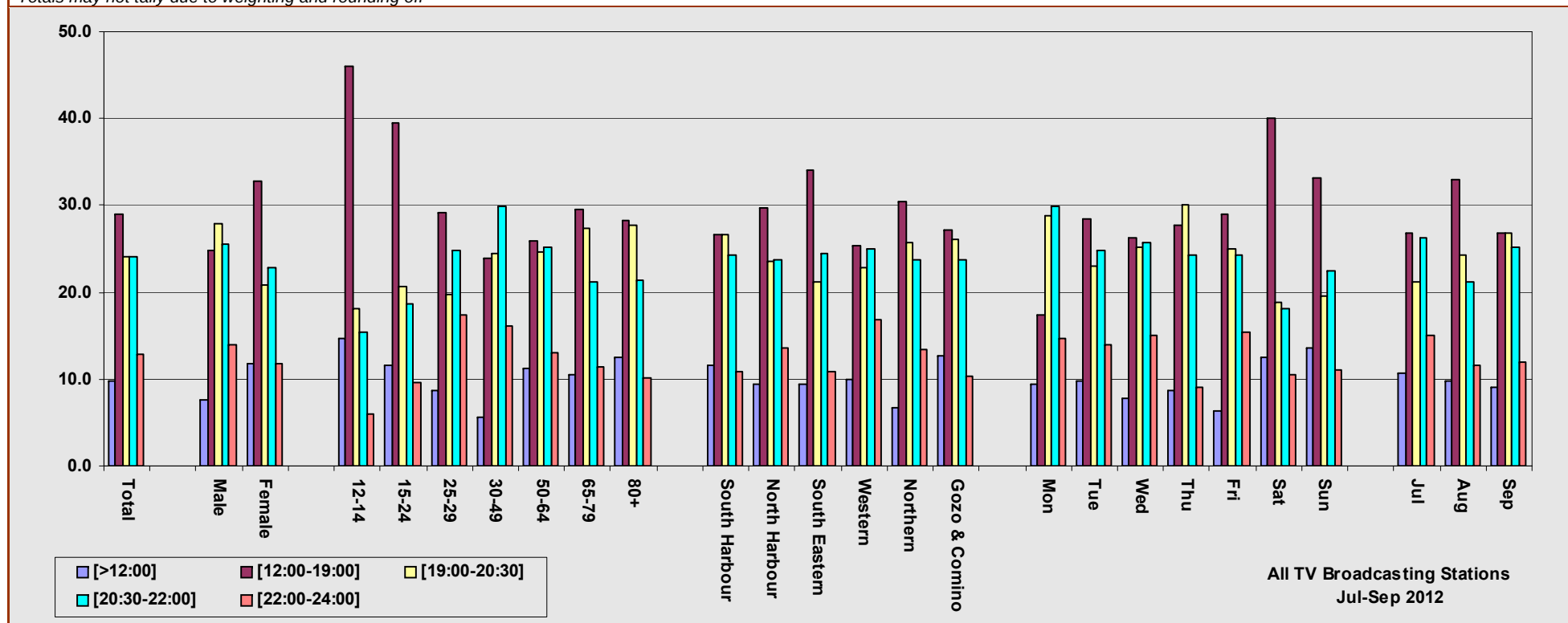


FIGURE 8.9 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JUL/SEP 2012]

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

		Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Apr	May	Jun	
	Total																										
TVM	20.08	23.35	17.16	24.61	26.12	5.81	18.69	20.75	17.66	24.25	21.28	19.16	15.72	27.96	14.31	24.95	22.85	21.37	13.19	18.66	21.20	15.78	26.04	22.12	15.81	22.73	
One	22.21	17.86	26.08	4.30	11.35	27.57	18.01	23.70	35.67	30.94	23.14	21.34	34.53	16.40	11.21	26.57	24.64	23.90	26.93	26.84	18.21	23.77	13.33	20.34	24.38	21.66	
Net TV	6.81	6.85	6.78	1.56	5.51	0.00	4.84	6.48	11.78	15.98	5.64	8.96	3.59	8.21	3.59	12.09	9.83	7.31	9.05	5.78	6.20	5.51	4.45	6.55	7.41	6.41	
Smash TV	0.30	0.27	0.33	0.00	0.00	0.00	0.40	0.63	0.13	0.00	0.51	0.00	0.58	0.00	0.00	1.55	0.71	0.67	0.80	0.00	0.00	0.00	0.00	0.65	0.27	0.00	
TVM2	5.95	7.89	4.23	7.35	2.33	13.64	4.72	7.50	4.88	8.09	5.58	7.25	3.20	7.22	7.76	2.17	3.96	4.77	0.88	8.06	7.34	4.28	11.46	3.72	11.34	2.28	
Favorite Channel	0.17	0.08	0.24	0.00	0.00	0.00	0.00	0.29	0.29	0.65	0.00	0.14	0.22	0.28	0.38	0.00	0.29	0.00	0.28	0.00	0.00	0.35	0.25	0.24	0.25	0.00	
iTV	0.10	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	1.39	0.00	0.00	0.00	0.00	0.00	0.60	0.60	0.30	0.00	0.00	
Rai 1	4.27	4.01	4.50	0.00	2.33	3.03	6.47	5.28	2.89	2.35	5.06	2.57	1.83	8.26	5.72	3.69	1.79	3.19	3.30	4.49	8.74	3.66	4.43	4.31	3.33	5.25	
Rai 2	2.32	3.93	0.88	0.00	0.79	1.19	3.90	3.13	1.08	1.03	3.92	2.04	5.38	0.00	0.41	0.00	0.88	1.29	2.06	2.68	0.00	5.46	3.80	2.85	3.34	0.69	
Rai 3	0.52	0.22	0.79	0.00	0.00	1.76	0.93	0.70	0.00	0.00	0.73	0.59	0.00	0.69	0.80	0.00	0.00	0.00	0.78	0.34	0.00	1.99	0.57	0.67	0.00	0.95	
Rete 4	2.65	2.87	2.46	0.00	0.19	0.00	2.26	3.70	4.53	3.71	3.96	3.38	1.15	1.43	3.15	1.13	3.04	1.39	4.21	1.88	5.59	1.94	0.78	2.46	3.46	1.97	
Canale 5	4.38	2.03	6.48	0.00	0.00	4.09	8.29	6.48	0.56	1.20	3.85	3.53	6.02	5.79	4.42	2.47	5.26	3.59	2.92	7.65	5.89	3.23	2.66	3.68	3.43	6.11	
Italia 1	5.57	7.75	3.63	6.25	18.14	13.26	5.00	3.13	1.00	0.00	4.05	6.65	7.19	3.24	4.06	9.47	5.39	4.06	1.72	6.32	5.98	7.37	7.79	7.25	4.97	4.59	
Discovery Channel	3.85	5.54	2.35	5.35	3.01	9.04	5.97	2.65	1.98	1.72	0.73	2.15	4.07	1.79	15.18	2.48	1.45	6.32	1.52	2.55	8.10	3.10	3.23	3.90	2.75	5.01	
MTV	0.40	0.17	0.60	0.00	3.19	0.00	0.00	0.00	0.00	0.00	0.58	0.90	0.00	0.15	0.00	0.00	0.68	0.15	0.75	1.43	0.00	0.00	0.00	0.14	0.48	0.56	
BBC Prime/World/Ent	1.26	0.04	2.35	0.00	0.19	0.00	1.95	2.23	0.54	0.00	1.43	2.15	0.00	0.69	1.46	0.96	2.08	2.53	0.00	0.68	0.93	0.65	1.71	1.59	0.65	1.61	
Other TV station	19.16	16.95	21.13	50.58	26.83	20.62	18.59	13.35	16.45	10.09	19.54	19.18	16.53	17.90	27.56	11.09	17.14	19.45	31.61	12.64	11.81	22.91	18.90	19.24	18.13	20.20	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Totals may not tally due to weighting and rounding off

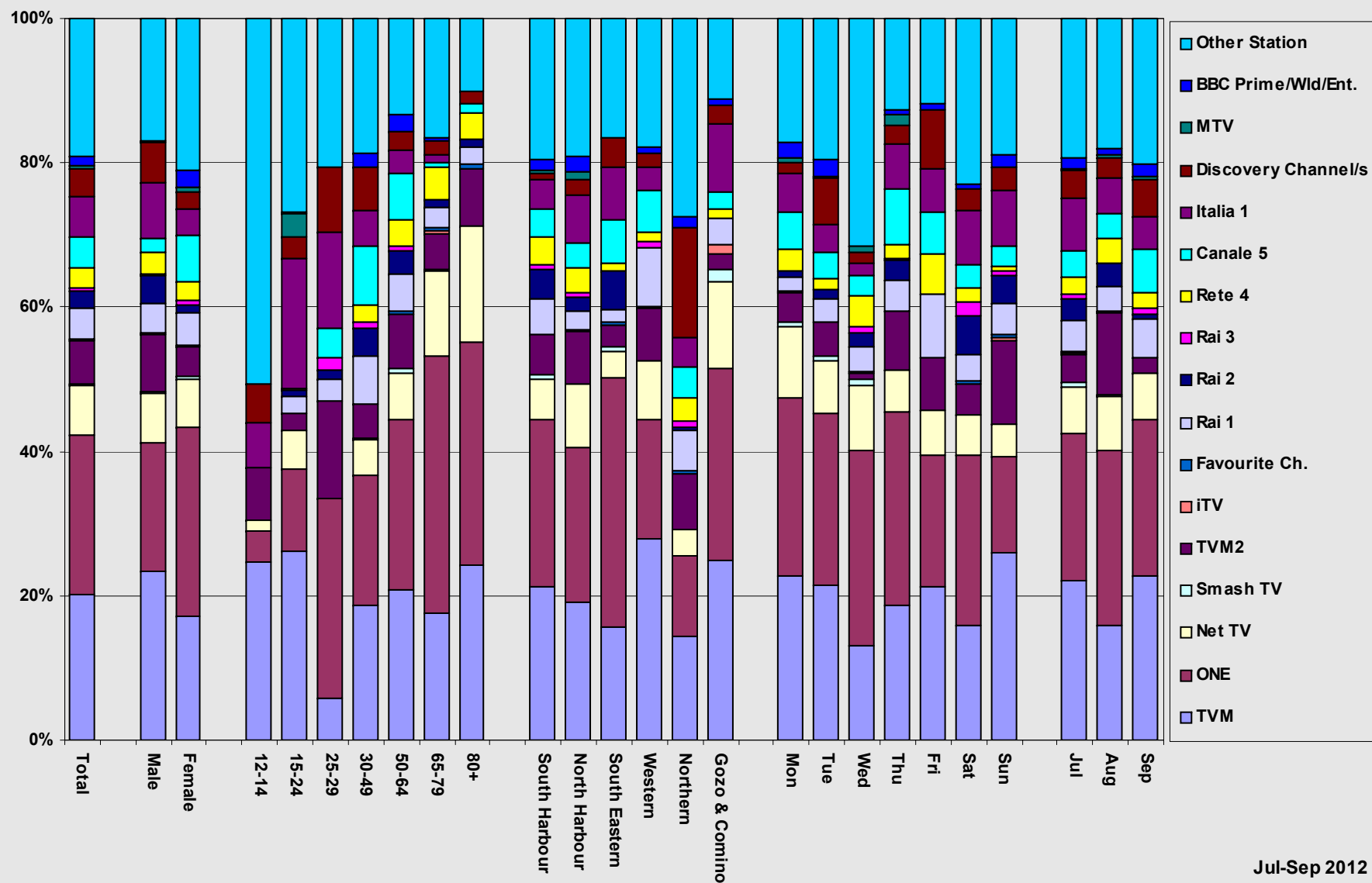


FIGURE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL/SEP 2012]

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 14.68% of this group viewing television before noon, 15.32% of this group at prime time, while 5.93% view television after 10:00 pm. Besides, 24.71% of this group stated that they watch TVM while 50.582% watch “Other TV station” [see Table 8.10 above].

Analyzed by weekday, viewing was consistent throughout the whole week with the highest percentage for Tuesdays [31.22%], Sundays [18.18%] and Mondays [12.82%] while the lowest amount of viewers of this age group was for Wednesdays at 6.63% – see Table and Figure 8.11 below. During this period viewing was exceptionally high in the afternoon [%: 46.04; N: 23,895] especially for Tuesdays and Sundays. Post watershed viewing reached 15.32% [7,950] while 5.93% of 12-14 year olds viewed TV after 10:00pm.

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

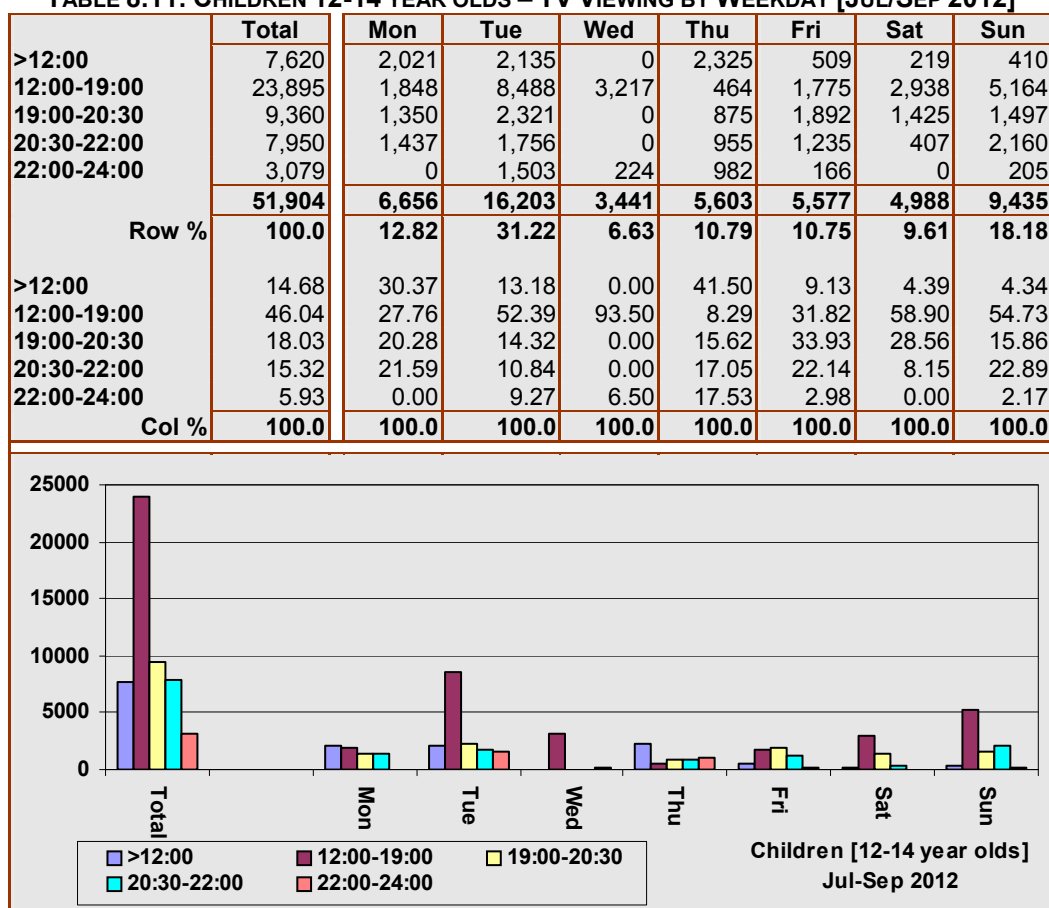


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [JUL/SEP 2012]

Analyzed by broadcasting station, Disney Channel [%25.1; N: 13,025] was the most watched channel by this age group, followed by TVM [%: 24.61, N: 12,773], E! Entertainment [%:10.09; N: 5,237] and TVM2 [%:7.35%; N: 3,817] – see Table and Figure 8.12 below.

These findings have to be analysed in view of the fact that 12-14 year olds tend to be on Summer holidays during this period under review.

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

	Total	TVM	ONE	Net TV	TVM2	Italia 1	Discovery Channel	Boomerang	Cartoon Network	Disney Channel	E! Entertainment	FOX	FX Channel	Melita Movies	TLC
>12:00	7,620	1,719	1,495	0	0	509	1,495	0	0	1,527	0	0	875	0	0
12:00-19:00	23,895	6,365	0	0	410	1,857	1,284	464	2,037	7,438	3,550	0	0	0	489
19:00-20:30	9,360	2,513	737	605	985	219	0	0	0	2,727	918	244	0	166	246
20:30-22:00	7,950	1,747	0	202	1,440	656	0	0	0	1,167	770	733	0	498	737
22:00-24:00	3,079	428	0	0	982	0	0	0	0	166	0	977	0	0	525
	51,904	12,773	2,232	807	3,817	3,242	2,779	464	2,037	13,025	5,237	1,955	875	664	1,996
	100%	24.61	4.30	1.56	7.35	6.25	5.35	0.89	3.93	25.10	10.09	3.77	1.69	1.28	3.85
		Local 37.82%				Foreign 11.60%		Foreign "Other Stations" 50.58%							

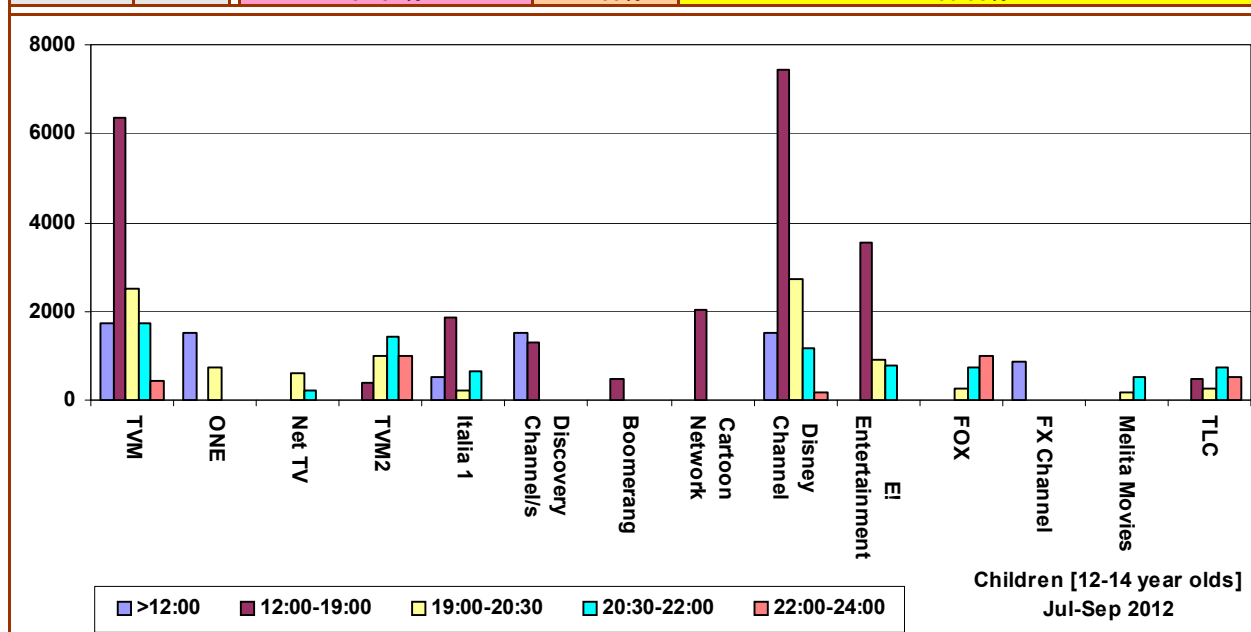


FIGURE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [JUL/SEP 2012]

Analysed by time slot, no 12-14 year olds registered as televiewers before 06:00am and the stations followed by noon were TVM [1,719], Disney Channel [1,527], and ONE and Discovery Channel [1,495]. Between noon and 7:00pm audiences peaked for Disney Channel [7,483], TVM [6,365] and E!Entertainment [3,550]. By 8:30 pm, Disney Channel [2,727] still ranked first closely followed by TVM [2,513]. For after 10:00 pm, TV viewing was most for TVM2 [982] followed by FOX [977] and TLC [525] – see Table and Figure 8.13 below.

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

	TVM	ONE	Net TV	TVM2	Italia 1	Discovery Channel	Boomerang	Cartoon Network	Disney Channel	E! Entertainment	FOX	FX Channel	Melita Movies	TLC	Total
6:00	0	0	0	0	0	166	0	0	0	0	0	0	0	0	166
6:30	0	0	0	0	0	166	0	0	0	0	0	0	0	0	166
7:00	246	0	0	0	0	166	0	0	0	0	0	0	0	0	412
7:30	246	166	0	0	0	166	0	0	0	0	0	0	0	0	578
8:00	246	166	0	0	0	166	0	0	205	0	0	0	0	0	783
8:30	0	166	0	0	255	0	0	0	205	0	0	0	0	0	626
9:00	0	166	0	0	255	0	0	0	0	0	0	0	0	0	421
9:30	0	166	0	0	0	0	0	0	0	0	0	0	0	0	166
10:00	246	166	0	0	0	166	0	0	424	0	0	219	0	0	1,220
10:30	246	166	0	0	0	166	0	0	205	0	0	219	0	0	1,001
11:00	246	166	0	0	0	166	0	0	244	0	0	219	0	0	1,041
11:30	246	166	0	0	0	166	0	0	244	0	0	219	0	0	1,041
	1,719	1,495	0	0	509	1,495	0	0	1,527	0	0	875	0	0	7,620
Noon	246	0	0	0	0	0	0	0	463	410	0	0	0	0	1,119
12:30	246	0	0	0	0	0	0	0	463	410	0	0	0	0	1,119
1:00	447	0	0	0	246	205	0	0	244	166	0	0	0	0	1,308
1:30	447	0	0	0	246	205	0	0	244	166	0	0	0	0	1,308
2:00	666	0	0	0	232	205	0	255	638	341	0	0	0	0	2,337
2:30	666	0	0	0	232	205	0	255	638	341	0	0	0	0	2,337
3:00	666	0	0	0	232	0	0	255	394	341	0	0	0	244	2,132
3:30	666	0	0	0	232	0	0	255	617	341	0	0	0	244	2,355
4:00	666	0	0	0	0	232	232	255	821	175	0	0	0	0	2,382
4:30	666	0	0	0	0	232	232	255	821	175	0	0	0	0	2,382
5:00	246	0	0	0	0	0	0	255	769	175	0	0	0	0	1,444
5:30	246	0	0	0	0	0	0	255	546	175	0	0	0	0	1,221
6:00	246	0	0	205	219	0	0	0	390	166	0	0	0	0	1,225
6:30	246	0	0	205	219	0	0	0	390	166	0	0	0	0	1,225
	6,365	0	0	410	1857	1284	464	2037	7438	3,550	0	0	0	489	23,895
7:00	246	0	0	205	0	0	0	0	630	166	0	0	0	0	1,247
7:30	440	246	202	205	0	0	0	0	630	166	0	0	0	0	1,889
7:45	440	246	202	205	0	0	0	0	630	166	0	0	0	0	1,889
8:00	1388	246	202	371	219	0	0	0	835	419	244	0	166	246	4,335
	2,513	737	605	985	219	0	0	0	2727	918	244	0	166	246	9,360
8:30	1338	0	202	616	219	0	0	0	590	419	244	0	166	246	4,040
9:00	205	0	0	412	219	0	0	0	166	175	244	0	166	246	1,832
9:30	205	0	0	412	219	0	0	0	412	175	244	0	166	246	2,078
	1,747	0	202	1,440	656	0	0	0	1167	770	733	0	498	737	7,950
10:00	428	0	0	246	0	0	0	0	166	0	244	0	0	175	1,260
10:30	0	0	0	246	0	0	0	0	0	0	244	0	0	175	,665
11:00	0	0	0	246	0	0	0	0	0	0	244	0	0	175	,665
11:30	0	0	0	246	0	0	0	0	0	0	244	0	0	0	,490
	428	0	0	982	0	0	0	0	166	0	977	0	0	525	3,079
Total	12,773	2,232	807	3,817	3,242	2,779	464	2,037	13,025	5,237	1,955	875	664	1,996	51,904

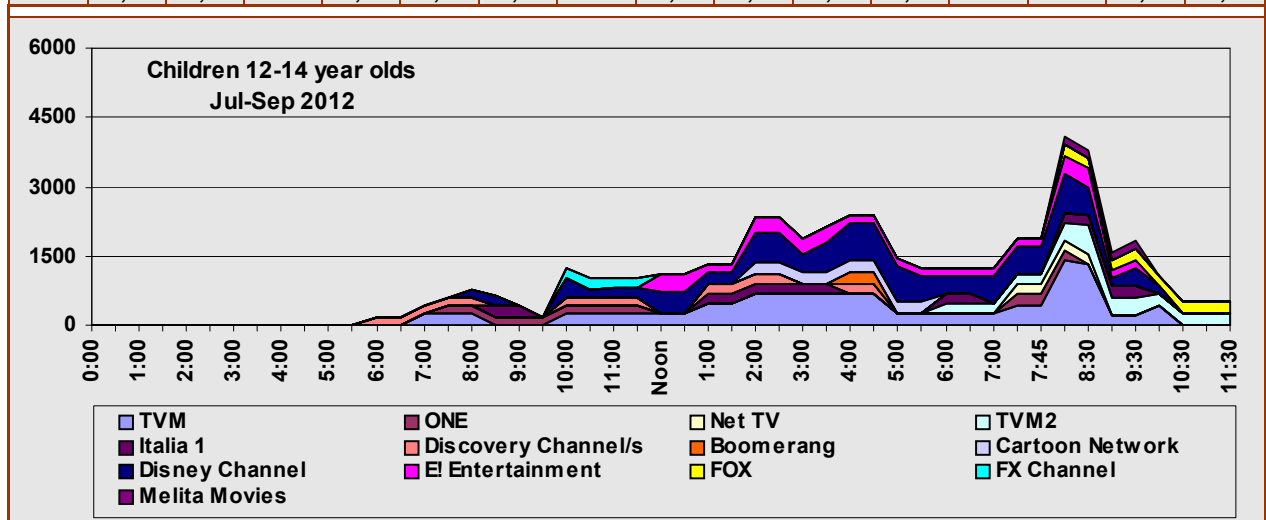


FIGURE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [JUL/SEP 2012]

9. TV PROGRAMME PREFERENCES

Respondents were asked to list “their most favourite three programmes”. 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 summary 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 third 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 – JUL/SEP 2012]

	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011	Jan-Mar 2012	Apr-Jun 2012	Jul-Sep 2012
All Respondents	358,997	366,503	369,716	370,215	370,812	371,359	371,903	372,447
Do not watch TV	9,691	8,930	24,106	21,195	25,638	14,404	22,528	72,993
Do not watch Local Prog.	58,816	56,391	88,167	98,848	80,746	73,195	74,511	89,724
No Favourite Programme	36,840	43,392	12,339	27,917	553	17,049	18,656	48,517
	105,347	108,713	124,612	147,960	106,937	104,649	115,696	211,234
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%	256,207 68.9%	211,234 56.7%
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%	201,759 54.3%	137,749 37.0%
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%	149,174 40.1%	89,575 24.1%
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%	607,140 163.3%	438,557 117.8%

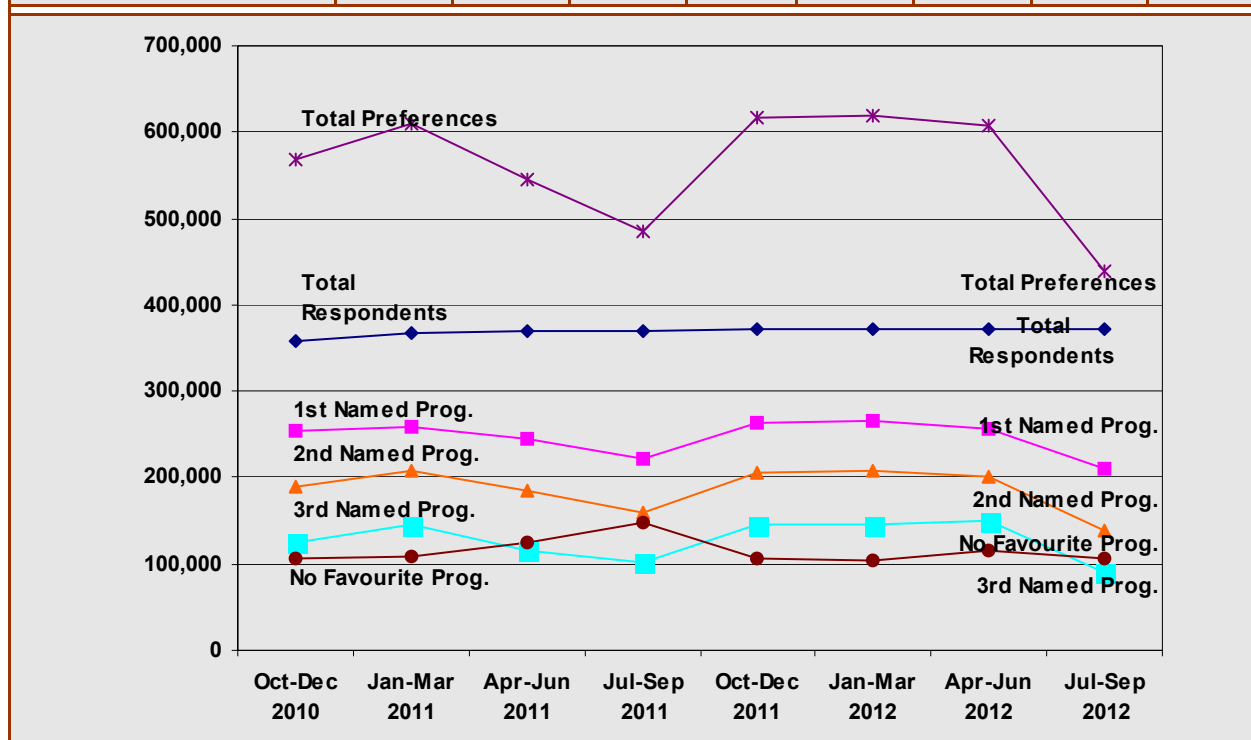


FIGURE 9.1: FAVOURITE PROGRAMMES BY QUARTER [OCT/DEC 2010 – JUL/SEP 2012]

TABLE 9.2: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL/SEP 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	372,447	184,285	188,162	18,917	61,589	21,144	111,360	91,388	52,757	15,292	73,772	109,536	55,204	52,169	53,542	28,224
Do not watch TV	72,993	33,305	39,687	2,582	14,040	3,282	20,753	17,210	11,759	3,367	13,558	21,594	11,398	9,203	10,618	6,622
Do not watch Local Prog.	89,724	47,759	41,966	5,919	19,943	6,841	25,471	16,760	10,001	4,789	16,673	28,907	11,509	12,271	13,183	7,181
No Favorite Programme	48,517	130,782	145,059	13,750	22,445	13,477	89,831	86,743	42,200	7,394	65,527	71,290	47,001	39,924	36,796	15,303
	211,234	211,845	226,712	22,251	56,428	23,600	136,056	120,713	63,960	15,550	95,758	121,791	69,908	61,399	60,596	29,105
1st Named programmes	211,234	104,069	107,164	10,416	28,084	11,021	65,271	57,929	31,569	6,944	43,946	59,814	32,917	30,503	29,633	14,422
	48.2%	49.1%	47.3%	46.8%	49.8%	46.7%	48.0%	48.0%	49.4%	44.7%	45.9%	49.1%	47.1%	49.7%	48.9%	49.5%
	100%	49.3%	50.7%	4.9%	13.3%	5.2%	30.9%	27.4%	14.9%	3.3%	20.8%	28.3%	15.6%	14.4%	14.0%	6.8%
2nd Named programmes	137,749	66,773	70,976	7,028	17,492	7,594	43,157	37,896	19,386	5,196	30,705	38,168	21,901	18,641	18,340	9,994
	31.4%	31.5%	31.3%	31.6%	31.0%	32.2%	31.7%	31.4%	30.3%	33.4%	32.1%	31.3%	31.3%	30.4%	30.3%	34.3%
	100%	48.5%	51.5%	5.1%	12.7%	5.5%	31.3%	27.5%	14.1%	3.8%	22.3%	27.7%	15.9%	13.5%	13.3%	7.3%
3rd Named programmes	89,575	41,003	48,572	4,807	10,852	4,985	27,627	24,888	13,005	3,410	21,108	23,809	15,090	12,256	12,623	4,689
	20.4%	19.4%	21.4%	21.6%	19.2%	21.1%	20.3%	20.6%	20.3%	21.9%	22.0%	19.5%	21.6%	20.0%	20.8%	16.1%
	100%	45.8%	54.2%	5.4%	12.1%	5.6%	30.8%	27.8%	14.5%	3.8%	23.6%	26.6%	16.8%	13.7%	14.1%	5.2%
Total	438,557	211,845	226,712	22,251	56,428	23,600	136,056	120,713	63,960	15,550	95,758	121,791	69,908	61,399	60,596	29,105
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	48.3%	51.7%	5.1%	12.9%	5.4%	31.0%	27.5%	14.6%	3.5%	21.8%	27.8%	15.9%	14.0%	13.8%	6.6%

[Count; Col %; Row %]

Totals may not tally due to weighting and rounding off

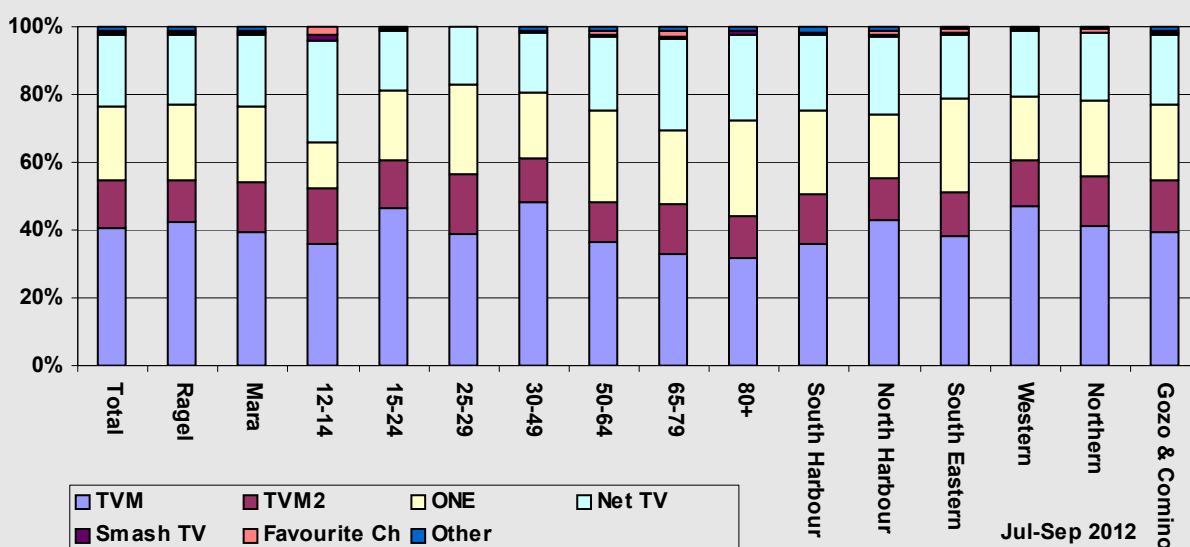
Over the past eight broadcast quarters the percentage of consumers who were able to identify their most three favourite programmes have remained nearly within the same percentage levels respectively – the exception being this quarter where total preferences have plummeted. Of note are those who have 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 this period of July-September 2012 where they have almost doubled. The total percentage of all named programmes has decreased by 45.5% over the previous quarter from 163.3% to 117.8%

Out of all the programmes named, TVM got 43.635% of all counts, followed by ONE with 22.201% and Net TV with 21.090; while 1.085% of all programmes named were either or 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 [JUL/SEP 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	178,571	89,158	89,413	8,023	26,319	9,144	65,339	43,809	21,028	4,910	34,139	52,364	26,828	28,731	24,974	11,534
TVM2	60,061	26,280	33,781	3,676	7,973	4,201	18,138	14,711	9,381	1,982	14,441	15,258	8,786	8,393	8,865	4,318
ONE	97,365	47,538	49,827	2,990	11,500	6,192	25,935	32,354	14,046	4,349	23,628	22,419	19,451	11,586	13,665	6,616
Net TV	92,493	43,508	48,984	6,623	9,983	4,064	24,307	26,368	17,241	3,907	21,090	28,413	13,316	11,940	11,845	5,887
Smash TV	1,960	1,610	350	447	246	0	292	359	390	227	447	779	215	292	0	227
Favourite Ch.	3,347	1,288	2,059	491	0	0	200	1,448	1,207	0	538	1,025	734	0	919	131
Others	4,760	2,463	2,297	0	407	0	1,845	1,664	669	175	1,474	1,531	579	456	327	393
	438,557	211,845	226,712	22,251	56,428	23,600	136,056	120,713	63,960	15,550	95,758	121,791	69,908	61,399	60,596	29,105
%																
TVM	40.718	42.087	39.439	36.057	46.642	38.744	48.024	36.292	32.876	31.576	35.652	42.995	38.376	46.794	41.215	39.628
TVM2	13.695	12.405	14.900	16.519	14.129	17.802	13.331	12.187	14.666	12.747	15.080	12.528	12.567	13.670	14.630	14.835
ONE	22.201	22.440	21.978	13.440	20.381	26.235	19.062	26.802	21.960	27.967	24.675	18.408	27.824	18.870	22.551	22.732
Net TV	21.090	20.538	21.606	29.766	17.692	17.218	17.865	21.844	26.955	25.126	22.025	23.330	19.048	19.447	19.548	20.227
Smash TV	0.447	0.760	0.154	2.010	0.435	0.000	0.215	0.297	0.609	1.459	0.467	0.640	0.307	0.475	0.000	0.779
Favourite Ch.	0.763	0.608	0.908	2.207	0.000	0.000	0.147	1.200	1.887	0.000	0.562	0.842	1.050	0.000	1.517	0.450
Other	1.085	1.163	1.013	0.000	0.722	0.000	1.356	1.378	1.046	1.125	1.539	1.257	0.828	0.743	0.539	1.349
	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 [JUL/SEP 2012]**

Out of all the programmes identified by respondents, the most quoted was *News on TVM* with 14.174%; followed by *F'Salib it-Toroq* from previous broadcasts on TVM2 with 8.535%; and *News on ONE* with 7.560% - all prime time programmes.

Out of the ten most quoted programmes, five programmes were Drama with 27.735%; the main news bulletins of TVM, ONE, and NET TV ranked second with 27.109%; one was a re-broadcast Discussion Programme [*Xarabank*] with 6.913%; and one Light Entertainment [*Sellili*] with 2.756%.

News was quoted mostly by Males [35.989%] and by those over 30 years old. Drama was mostly quoted by females [34.413%] and by nearly all the age groups with the lowest being those of the 30-49 years old [22.397%]. The Discussion program *Xarabank* was favoured most by those in the 15-24 age group [11.563%] while the light entertainment programme *Sellili* was favoured most by those of the 25-29 age group.

Drama				Total %	M	F	12-14	15-24	25-29	30-49	50-64	65-79	80+
Prev. Schedules	F'Salib it-Toroq	[2]	TVM2	8.535	6.377	10.551	5.040	7.806	11.114	6.866	8.753	11.828	11.622
Prog. Re-Run	Emilja	[5]	ONE	6.451	3.794	8.934	7.813	7.301	11.601	5.461	6.060	6.000	7.161
12:00-19:00	Simpatici	[6]	Net TV	6.083	5.001	7.094	18.647	7.924	1.408	4.417	4.288	8.206	8.306
12:00-19:00	Hazen u Mrar	[8]	Net TV	3.750	2.646	4.781	0.000	2.456	4.489	2.020	5.393	6.578	3.433
Prog. Re-Run	Deceduti	[9]	TVM2	2.917	2.772	3.053	8.145	5.150	5.648	3.634	1.209	0.528	0.000
				27.735	20.590	34.413	39.645	30.636	34.260	22.397	25.703	33.140	30.522
News													
19:00-20:30	News TVM	[1]	TVM	14.174	17.476	11.088	7.002	11.523	7.461	17.413	15.028	12.160	17.563
19:00-20:30	News ONE	[3]	ONE	7.560	10.943	4.399	0.000	3.507	5.306	7.640	10.778	7.992	9.062
19:00-20:30	News Net TV	[7]	Net TV	5.375	7.570	3.324	1.104	1.971	3.542	5.296	7.133	5.980	11.165
				27.109	35.989	18.812	8.106	17.001	16.309	30.349	32.939	26.132	37.790
Discussion													
Prev. Schedules	Xarabank	[4]	TVM	6.913	7.536	6.330	6.091	11.563	8.905	8.104	5.448	3.385	3.649
				6.913	7.536	6.330	6.091	11.563	8.905	8.104	5.448	3.385	3.649
Light Entertainment													
12:00-19:00	Sellili	[10]	TVM	2.756	0.921	4.470	3.029	0.673	4.546	2.436	3.462	3.079	3.189
				2.756	0.921	4.470	3.029	0.673	4.546	2.436	3.462	3.079	3.189

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 [JUL/SEP 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
19:00-20:30	News-TVM	TVM	62,161	37,022	25,139	1,558	6,502	1,761	23,691	18,140	7,777	2,731	10,880	16,324	9,400	10,250	11,334	3,972
Pre. Sched.	F'Salib it-Toroq	TVM2	37,429	13,509	23,920	1,121	4,405	2,623	9,342	10,566	7,565	1,807	9,731	9,934	5,974	5,067	4,624	2,100
19:00-20:30	News-ONE	ONE	33,157	23,183	9,974	0	1,979	1,252	10,394	13,010	5,112	1,409	7,672	7,252	6,073	4,530	5,442	2,187
Pre. Sched.	Xarabank	TVM	30,317	15,965	14,352	1,355	6,525	2,102	11,026	6,577	2,165	567	7,024	9,179	4,048	4,443	3,193	2,431
ProgRe-Run	Emilja	ONE	28,292	8,038	20,254	1,738	4,120	2,738	7,429	7,315	3,838	1,114	6,331	7,806	4,529	3,372	3,429	2,826
12:00-19:00	Simpatici	Net TV	26,678	10,594	16,083	4,149	4,471	332	6,009	5,176	5,248	1,292	6,662	8,657	4,320	2,592	3,051	1,395
19:00-20:30	News-NetTV	Net TV	23,572	16,036	7,536	246	1,112	836	7,206	8,611	3,825	1,736	5,092	6,494	2,474	3,654	3,871	1,987
12:00-19:00	Hazen u Mrar	Net TV	16,445	5,605	10,840	0	1,386	1,060	2,748	6,509	4,207	534	3,772	5,252	2,764	1,756	2,316	585
ProgRe-Run	Deceduti	TVM	12,792	5,872	6,921	1,812	2,906	1,333	4,944	1,459	338	0	3,838	2,627	1,754	1,434	2,262	877
12:00-19:00	Sellili	TVM	12,086	1,951	10,135	674	380	1,073	3,315	4,180	1,969	496	2,213	4,239	1,209	1,578	1,998	849
			282,928	137,775	145,153	12,654	33,785	15,109	86,105	81,545	42,045	11,686	63,215	77,763	42,547	38,677	41,520	19,207
			%															
19:00-20:30	News-TVM	TVM	14.174	17.476	11.088	7.002	11.523	7.461	17.413	15.028	12.160	17.563	11.362	13.403	13.447	16.694	18.705	13.647
Pre. Sched.	F'Salib it-Toroq	TVM2	8.535	6.377	10.551	5.040	7.806	11.114	6.866	8.753	11.828	11.622	10.162	8.157	8.546	8.252	7.630	7.215
19:00-20:30	News-ONE	ONE	7.560	10.943	4.399	0.000	3.507	5.306	7.640	10.778	7.992	9.062	8.012	5.954	8.688	7.379	8.981	7.514
Pre. Sched.	Xarabank	TVM	6.913	7.536	6.330	6.091	11.563	8.905	8.104	5.448	3.385	3.649	7.335	7.536	5.791	7.236	5.269	8.354
ProgRe-Run	Emilja	ONE	6.451	3.794	8.934	7.813	7.301	11.601	5.461	6.060	6.000	7.161	6.611	6.409	6.479	5.492	5.658	9.709
12:00-19:00	Simpatici	Net TV	6.083	5.001	7.094	18.647	7.924	1.408	4.417	4.288	8.206	8.306	6.957	7.108	6.180	4.222	5.036	4.793
19:00-20:30	News-NetTV	Net TV	5.375	7.570	3.324	1.104	1.971	3.542	5.296	7.133	5.980	11.165	5.318	5.332	3.539	5.951	6.388	6.825
12:00-19:00	Hazen u Mrar	Net TV	3.750	2.646	4.781	0.000	2.456	4.489	2.020	5.393	6.578	3.433	3.939	4.312	3.954	2.860	3.822	2.008
ProgRe-Run	Deceduti	TVM	2.917	2.772	3.053	8.145	5.150	5.648	3.634	1.209	0.528	0.000	4.007	2.157	2.510	2.336	3.733	3.013
12:00-19:00	Sellili	TVM	2.756	0.921	4.470	3.029	0.673	4.546	2.436	3.462	3.079	3.189	2.311	3.480	1.730	2.571	3.298	2.916
		n%	64.513	65.036	64.025	56.872	59.873	64.020	63.286	67.553	65.736	75.149	66.015	63.849	60.862	62.992	68.519	65.993
	All Replies [N]		438,557	211,845	226,712	22,251	56,428	23,600	136,056	120,713	63,960	15,550	95,758	121,791	69,908	61,399	60,596	29,105
	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 [JUL/SEP 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																
Sunday Mass on TVM	0.108	0.000	0.215	0.000	0.000	0.000	0.000	0.000	0.000	3.911	0.000	0.000	0.000	0.668	0.000	0.000
Zona	0.123	0.000	0.245	2.727	0.000	0.000	0.000	0.000	0.000	0.000	0.641	0.000	0.000	0.000	0.000	0.000
12:00-19:00																
Sellili	6.768	2.189	11.335	8.401	1.443	11.733	5.073	9.540	9.365	10.098	6.482	8.095	4.507	5.494	8.002	7.358
19:00-20:30																
Ghawdex Illum	0.475	0.522	0.428	0.000	0.000	0.000	0.701	0.399	1.021	0.000	0.000	0.813	0.801	0.000	0.000	1.801
News-TVM	34.810	41.524	28.116	19.419	24.705	19.258	36.259	41.408	36.987	55.622	31.870	31.174	35.039	35.676	45.383	34.437
20:30-22:00																
Is-Sajf Mas-Salv	2.308	2.566	2.050	0.000	2.549	1.816	1.877	3.878	1.707	0.000	0.519	2.689	4.810	2.314	1.548	1.686
Mill-Imhazen	0.417	0.467	0.367	0.000	0.882	0.000	0.502	0.000	0.875	0.000	0.000	0.351	0.865	1.143	0.000	0.000
Tal-Festa																
Realta`	0.771	0.763	0.779	0.000	0.000	0.000	1.066	1.186	0.764	0.000	2.244	0.685	0.000	0.000	0.000	2.185
X'Joffri I-Kunvent	2.162	2.524	1.800	0.000	0.882	2.539	3.185	0.771	4.645	0.000	3.221	1.681	2.532	3.611	0.654	0.000
22:00-24:00																
Mixage	0.372	0.562	0.183	0.000	0.000	0.000	1.017	0.000	0.000	0.000	0.000	0.957	0.000	0.000	0.654	0.000
Short Film Festival	0.326	0.457	0.196	0.000	0.850	0.000	0.000	0.420	0.832	0.000	0.655	0.685	0.000	0.000	0.000	0.000
Previous Schedules																
Bondi Plus	2.987	3.541	2.434	0.000	5.023	6.807	2.200	2.744	3.570	0.000	4.374	3.013	3.463	2.118	2.905	0.000
Bongu TVM	0.090	0.000	0.180	0.000	0.000	0.000	0.000	0.000	0.764	0.000	0.470	0.000	0.000	0.000	0.000	0.000
Destinations	0.109	0.000	0.218	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.373	0.000	0.000	0.000	0.000
Dissett	1.217	1.416	1.017	0.000	0.882	0.000	1.243	2.156	0.875	0.000	0.587	2.095	0.865	0.571	0.000	4.152
Gadgets	0.827	1.460	0.196	0.000	1.547	0.000	1.637	0.000	0.000	0.000	0.715	0.957	2.728	0.000	0.000	0.000
Hadd Ghalik	3.497	3.076	3.917	0.000	5.861	9.718	4.299	1.298	2.076	0.000	3.179	3.670	4.653	1.976	2.628	6.639
Iz-Zona	0.103	0.206	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.746	0.000	0.351	0.000	0.000	0.000	0.000
KC	0.832	0.275	1.386	3.061	0.665	0.000	0.263	1.204	1.736	0.000	0.470	0.803	1.937	1.337	0.000	0.000
Kelli Nghix	0.163	0.327	0.000	0.000	0.000	0.000	0.447	0.000	0.000	0.000	0.000	0.000	0.000	1.016	0.000	0.000
Kontrattakk	0.827	1.136	0.518	0.000	2.606	0.000	0.000	0.896	1.049	3.606	1.159	0.818	0.000	0.726	0.883	1.931
Kwizzun	0.670	0.206	1.132	0.000	0.000	0.000	0.299	1.452	1.736	0.000	0.941	0.724	0.645	0.668	0.000	1.134
Liquorish	4.279	3.413	5.142	8.007	8.071	11.309	3.752	2.774	0.823	0.000	3.567	4.301	5.400	6.431	3.500	0.000
Meander	0.265	0.305	0.224	0.000	0.000	0.000	0.723	0.000	0.000	0.000	0.587	0.000	0.000	0.000	1.090	0.000
Min Imissu	2.353	2.899	1.809	8.192	2.372	2.785	3.099	1.065	0.832	0.000	1.186	3.776	1.862	1.729	2.775	1.134
PaqPaq	0.824	1.651	0.000	5.962	2.667	0.000	0.447	0.000	0.000	0.000	1.965	0.000	0.000	1.016	2.040	0.000
Puree`	0.657	0.286	1.026	0.000	0.968	0.000	1.111	0.438	0.000	0.000	0.000	0.746	0.640	0.668	1.674	0.000
Qalb in-Nies	0.469	0.247	0.689	0.000	0.000	0.000	0.251	0.802	1.528	0.000	0.941	0.000	0.000	0.571	0.883	1.134
Sibtek	0.728	0.364	1.090	0.000	0.831	0.000	1.066	0.877	0.000	0.000	0.641	0.000	1.210	1.908	0.000	1.801
Taht L-Art	0.336	0.274	0.398	0.000	0.000	0.000	0.624	0.438	0.000	0.000	0.715	0.000	0.000	0.668	0.654	0.000
TVAM	0.120	0.241	0.000	0.000	0.000	0.000	0.000	0.000	0.000	4.375	0.000	0.000	0.801	0.000	0.000	0.000
Venere	0.413	0.327	0.499	0.000	1.695	0.000	0.447	0.000	0.000	0.000	0.000	0.467	0.000	1.718	0.000	0.000
Waltzing Matilda	0.096	0.000	0.192	0.000	0.000	0.000	0.263	0.000	0.000	0.000	0.000	0.000	0.640	0.000	0.000	0.000
Xarabank	16.978	17.907	16.051	16.894	24.792	22.984	16.875	15.013	10.297	11.557	20.574	17.528	15.089	15.462	12.785	21.081
X'Qala l-Bahar	0.214	0.428	0.000	0.000	0.000	2.240	0.000	0.404	0.000	0.000	0.519	0.000	0.000	0.713	0.000	0.000
Programme Re-Run																
Dreams	4.846	1.773	7.911	16.272	9.041	6.416	3.944	2.102	4.206	0.000	6.445	3.449	3.242	6.143	4.007	8.775
Harbour Life [Mill-port]	0.103	0.206	0.000	0.000	0.000	0.000	0.000	0.420	0.000	0.000	0.000	0.351	0.000	0.000	0.000	0.000
Kristu Tal-Kerrejja	4.805	3.141	6.465	3.174	0.928	2.393	3.101	7.002	11.515	7.086	4.099	6.014	4.981	5.083	4.422	1.134
Malta u Lil Hinn Minnha	2.429	3.068	1.792	5.116	0.739	0.000	3.931	1.314	2.799	0.000	1.234	3.434	3.290	0.571	3.511	1.686
Generic Programme																
Universal Films [ta' l-ispazju	0.125	0.250	0.000	2.776	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.931
New Programmes																
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	178,571	89,158	89,413	8,023	26,319	9,144	65,339	43,809	21,028	4,910	34,139	52,364	26,828	28,731	24,974	11,534

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 [JUL/SEP 2012]**

BY GENDER, AGE GROUPS AND DISTRICTS [JUL/SEP 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
ONE	Total															
06:00-12:00																
Siegħa Zmien	0.509	0.000	0.995	0.000	0.000	0.000	0.000	1.128	0.932	0.000	0.000	0.000	0.889	1.657	0.000	1.977
12:00-19:00																
Better Living	0.178	0.000	0.347	0.000	0.000	0.000	0.000	0.000	1.232	0.000	0.000	0.000	0.889	0.000	0.000	0.000
Ieqaf 20 Minuta	0.336	0.000	0.656	0.000	0.000	0.000	1.260	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.392	0.000
Londri	1.477	0.536	2.375	0.000	3.647	8.060	0.662	1.075	0.000	0.000	0.000	2.960	2.672	0.000	1.864	0.000
Rifless	0.165	0.000	0.322	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.680	0.000	0.000	0.000	0.000	0.000
19:00-20:30																
News-ONE	34.054	48.766	20.017	0.000	17.209	20.224	40.079	40.213	36.392	32.401	32.472	32.346	31.224	39.103	39.823	33.053
20:30-22:00																
Amen	0.230	0.470	0.000	0.000	1.945	0.000	0.000	0.000	0.000	0.000	0.946	0.000	0.000	0.000	0.000	0.000
Flippers	1.466	0.968	1.940	8.212	0.000	3.946	2.045	1.257	0.000	0.000	0.000	3.056	1.987	1.657	1.196	0.000
Issues ma																
Manwel Micallef	1.261	0.745	1.754	0.000	0.000	0.000	1.506	1.090	3.452	0.000	2.178	1.742	0.000	1.657	0.000	1.977
Mad-Daqqa																
T'Għajn	0.538	1.103	0.000	0.000	0.000	3.750	1.126	0.000	0.000	0.000	0.000	0.000	1.194	2.520	0.000	0.000
Zvintura	3.076	1.353	4.720	7.316	4.038	0.000	0.630	4.566	3.634	3.693	6.000	2.656	0.889	1.657	4.514	0.000
22:00-24:00																
On D Road	0.230	0.470	0.000	0.000	1.945	0.000	0.000	0.000	0.000	0.000	0.946	0.000	0.000	0.000	0.000	0.000
Resume	0.598	0.886	0.322	0.000	0.000	0.000	0.942	0.496	1.260	0.000	2.463	0.000	0.000	0.000	0.000	0.000
Zona Sport Sajt	0.408	0.836	0.000	0.000	0.000	0.000	0.000	1.229	0.000	0.000	0.749	0.000	0.000	0.000	1.614	0.000
Previous Schedules																
Affari Tagħna	4.492	5.873	3.174	0.000	5.681	3.966	3.762	7.022	1.615	0.000	4.373	5.128	3.998	4.177	3.478	6.857
Aroma Kitchen	0.797	0.683	0.906	0.000	0.000	3.534	1.251	0.720	0.000	0.000	0.926	0.000	1.669	0.000	1.704	0.000
Bar-B-Q	0.182	0.372	0.000	0.000	0.000	0.000	0.000	0.000	0.000	4.071	0.749	0.000	0.000	0.000	0.000	0.000
Bla Agenda	1.701	1.301	2.082	0.000	0.000	0.000	2.258	2.243	1.310	3.693	0.680	4.319	0.883	1.657	1.196	0.000
Bongu Bundy	0.230	0.470	0.000	0.000	1.945	0.000	0.000	0.000	0.000	0.000	0.946	0.000	0.000	0.000	0.000	0.000
Evangelisti	0.427	0.536	0.322	0.000	2.215	0.000	0.000	0.496	0.000	0.000	0.680	0.000	0.000	0.000	1.864	0.000
Gizelle	0.575	0.000	1.124	0.000	1.522	6.216	0.000	0.000	0.000	0.000	0.926	0.000	0.900	0.000	1.215	0.000
Illostra	0.180	0.000	0.351	0.000	1.522	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.900	0.000	0.000	0.000
Inkontri	5.163	7.702	2.740	0.000	0.000	0.000	5.556	5.530	10.031	8.916	3.496	2.381	9.636	3.936	6.458	6.857
Kalamita	3.839	2.271	5.334	0.000	3.657	0.000	4.116	3.874	4.331	8.916	1.528	5.128	6.653	6.148	1.614	0.000
L-Argument	1.562	2.739	0.439	0.000	9.872	0.000	0.000	0.645	0.000	4.071	4.515	1.095	0.000	1.801	0.000	0.000
Isien in-nisa	0.165	0.000	0.322	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.680	0.000	0.000	0.000	0.000	0.000
Solitaire	0.418	0.488	0.351	0.000	3.541	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.094	0.000	0.000	0.000
TX	1.998	2.215	1.790	0.000	0.000	0.000	2.397	1.623	5.685	0.000	0.749	2.718	2.883	0.000	1.196	6.568
Programme Re-Run																
Arani Issa	1.042	0.883	1.195	0.000	1.781	3.259	0.000	0.000	1.657	8.632	0.680	0.000	1.104	3.510	1.704	0.000
Emilja	29.058	16.909	40.648	58.133	35.822	44.218	28.647	22.611	27.324	25.606	26.794	34.818	23.285	29.103	25.090	42.710
Klassi Ghalina	0.867	0.536	1.182	7.316	2.215	2.827	0.753	0.000	0.000	0.000	0.926	0.871	0.900	0.000	1.864	0.000
Nies Bhalna	0.251	0.514	0.000	0.000	0.000	0.000	0.942	0.000	0.000	0.000	1.034	0.000	0.000	0.000	0.000	0.000
Stejjer Qosra	0.165	0.000	0.322	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.680	0.000	0.000	0.000	0.000	0.000
Xablott	2.183	0.000	4.266	19.023	1.444	0.000	2.068	2.145	1.144	0.000	2.454	0.780	5.351	1.417	1.215	0.000
Generic Programme																
ONE drama il gimgha	0.182	0.372	0.000	0.000	0.000	0.000	0.000	0.547	0.000	0.000	0.749	0.000	0.000	0.000	0.000	0.000
New Programmes																
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	97,365	47,538	49,827	2,990	11,500	6,192	25,935	32,354	14,046	4,349	23,628	22,419	19,451	11,586	13,665	6,616

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 [JUL/SEP 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																
Analizi tal-Ahbar	0.177	0.000	0.334	0.000	0.000	0.000	0.672	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.380	0.000
12:00-19:00																
Hazen u Mrar	17.779	12.882	22.129	0.000	13.883	26.073	11.307	24.687	24.404	13.662	17.884	18.484	20.760	14.708	19.550	9.929
Sajf Flimkien	1.913	1.549	2.235	0.000	0.000	0.000	3.365	3.607	0.000	0.000	1.712	2.185	2.903	3.356	0.000	0.000
Simpatici	28.843	24.350	32.834	62.645	44.787	8.175	24.721	19.631	30.442	33.056	31.589	30.468	32.443	21.709	25.761	23.693
19:00-20:30																
News-NetTV	25.485	36.857	15.384	3.708	11.142	20.570	29.646	32.656	22.186	44.437	24.146	22.854	18.581	30.603	32.677	33.743
20:30-22:00																
Don't Stop Me Now	1.544	0.576	2.404	5.554	2.448	0.000	1.855	0.728	1.003	0.000	0.950	1.742	1.299	3.298	1.402	0.000
Evidenza	0.470	0.999	0.000	0.000	0.000	0.000	1.031	0.698	0.000	0.000	0.000	1.529	0.000	0.000	0.000	0.000
Flusek	0.191	0.407	0.000	0.000	0.000	0.000	0.000	0.000	1.027	0.000	0.839	0.000	0.000	0.000	0.000	0.000
Forcina	0.378	0.423	0.339	0.000	0.000	4.087	0.000	0.698	0.000	0.000	0.000	0.647	0.000	0.000	1.402	0.000
Indifest	0.217	0.000	0.409	0.000	0.000	0.000	0.825	0.000	0.000	0.000	0.950	0.000	0.000	0.000	0.000	0.000
Mr Fisherman	1.671	3.552	0.000	3.093	0.000	5.041	2.402	2.093	0.000	0.000	0.000	1.942	0.000	8.320	0.000	0.000
Newsroom	0.858	0.576	1.109	0.000	0.000	0.000	1.834	0.656	1.015	0.000	0.000	2.185	1.299	0.000	0.000	0.000
Skoperti	0.655	0.576	0.726	0.000	0.000	0.000	1.703	0.728	0.000	0.000	0.000	0.882	0.000	1.608	1.380	0.000
22:00-24:00																
Net Tube	0.237	0.000	0.447	3.303	0.000	0.000	0.000	0.000	0.000	0.000	1.037	0.000	0.000	0.000	0.000	0.000
Previous Schedules																
Dun Benit	0.191	0.407	0.000	0.000	0.000	0.000	0.000	0.000	1.027	0.000	0.839	0.000	0.000	0.000	0.000	0.000
Forcina	0.875	0.928	0.828	0.000	0.000	0.000	0.000	0.671	3.669	0.000	0.839	0.000	1.299	0.000	1.965	3.853
Gheruq	0.232	0.494	0.000	0.000	0.000	0.000	0.000	0.000	1.246	0.000	0.000	0.000	1.613	0.000	0.000	0.000
Iswed Fuq L-Abjad	1.286	1.105	1.447	0.000	0.000	0.000	2.778	1.287	1.015	0.000	0.000	1.303	0.000	1.747	2.298	5.750
Kontra L-Hin	0.762	0.000	1.439	0.000	0.000	0.000	1.527	0.609	1.003	0.000	0.762	0.000	1.299	0.000	1.380	3.528
Malta Llejla	2.272	0.964	3.433	0.000	2.052	4.087	0.825	4.200	1.691	3.349	2.474	0.616	2.912	4.932	1.402	4.445
Nies ta' Veru	0.187	0.000	0.353	0.000	0.000	0.000	0.000	0.656	0.000	0.000	0.000	0.000	1.299	0.000	0.000	0.000
Replay	3.436	5.792	1.344	3.845	14.030	0.000	3.170	1.369	1.027	5.497	3.777	4.805	4.050	0.000	2.150	3.783
Sas-Sitta	0.428	0.000	0.808	0.000	0.000	0.000	1.628	0.000	0.000	0.000	0.950	0.687	0.000	0.000	0.000	0.000
Programme Re-Run																
Bejni U Bejneq	0.602	0.514	0.681	0.000	0.000	5.504	0.000	0.609	1.003	0.000	1.822	0.000	1.299	0.000	0.000	0.000
Deja Vu	8.245	6.051	10.194	17.851	11.659	20.450	9.680	3.258	7.176	0.000	9.429	6.666	8.945	9.719	7.253	9.053
Insiru Nafu Lil ...	0.189	0.000	0.357	0.000	0.000	0.000	0.000	0.663	0.000	0.000	0.000	0.616	0.000	0.000	0.000	0.000
La famiglia	0.412	0.576	0.267	0.000	0.000	0.000	1.031	0.496	0.000	0.000	0.000	0.882	0.000	0.000	0.000	2.222
X'Hemm Ghal Ikel	0.264	0.000	0.499	0.000	0.000	6.013	0.000	0.000	0.000	0.000	0.000	0.860	0.000	0.000	0.000	0.000
Generic Programmes																
New Programmes																
Gheruq*	0.199	0.423	0.000	0.000	0.000	0.000	0.000	0.000	1.067	0.000	0.000	0.647	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	92.493	43.508	48.984	6.623	9.983	4.064	24.307	26.368	17.241	3.907	21.090	28.413	13.316	11.940	11.845	5.887

Totals may not tally due to weighting and rounding off

The Programme "Gheruq" started with a new schedule of programmes for the new season which started in late September 2012.

Since it was also a programme in previous schedules, the date of the response given was checked and analysed accordingly.

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

		BY GENDER, AGE GROUPS AND DISTRICTS [JUL/SEP 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																
Fil-Kcina ma' Farah	8.924	0.000	50.000	0.000	0.000	0.000	0.000	48.746	0.000	0.000	0.000	22.446	0.000	0.000	0.000	0.000
12:00-19:00																
A to Z Teleshopping	8.924	0.000	50.000	0.000	0.000	0.000	0.000	0.000	44.886	0.000	0.000	22.446	0.000	0.000	0.000	0.000
Erga' Lura	10.958	13.338	0.000	0.000	0.000	0.000	0.000	0.000	55.114	0.000	0.000	0.000	100.0	0.000	0.000	0.000
19:00-20:30																
News-Smash TV	20.956	25.509	0.000	0.000	0.000	0.000	0.000	51.254	0.000	100.0	0.000	23.600	0.000	0.000	0.000	100.0
20:30-22:00																
22:00-24:00																
Motordome	50.238	61.153	0.000	100.0	100.0	0.000	100.0	0.000	0.000	0.000	100.0	31.509	0.000	100.0	0.000	0.000
Previous Schedules																
Programme Re-Run																
Generic Programmes																
New Programmes																
%	100%	100%	100%	100%	100%	0.000	100%	100%	100%	100%	100%	100%	100%	100%	0.000	100%
N	1.960	1.610	350	447	246	0	292	359	390	227	447	779	215	292	0	227

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'TVM2' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL/SEP 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	
TVM2	Total																
06:00-12:00																	
12:00-19:00																	
19:00-20:30																	
Madwarna	9.154	13.203	6.005	4.519	5.504	0.000	13.263	11.201	8.955	0.000	4.495	12.075	10.077	6.928	7.433	20.405	
20:30-22:00																	
Biografiji	3.412	6.413	1.077	0.000	2.805	5.845	5.219	4.305	0.000	0.000	1.549	3.251	1.954	2.288	8.048	5.837	
Documentary - TVM2	2.144	3.444	1.133	0.000	0.000	0.000	2.755	2.750	2.224	8.825	0.000	2.352	0.000	5.964	2.488	4.811	
22:00-24:00																	
Previous Schedules																	
F'Salib it-Toroq	62.318	51.406	70.808	30.509	55.245	62.429	51.506	71.824	80.645	91.175	67.382	65.104	67.999	60.366	52.155	48.638	
Ultimate Survival	0.341	0.779	0.000	5.573	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.440	0.000	0.000	
Programme Re-Run																	
Deceduti	21.299	22.342	20.487	49.308	36.446	31.726	27.258	9.920	3.600	0.000	26.574	17.218	19.970	17.088	25.514	20.309	
Generic Programmes																	
Olympics	1.332	2.413	0.492	10.091	0.000	0.000	0.000	0.000	4.576	0.000	0.000	0.000	0.000	4.926	4.362	0.000	
New Programmes																	
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
N	60.061	26.280	33.781	3.676	7.973	4.201	18.138	14.711	9.381	1.982	14.441	15.258	8.786	8.393	8.865	4.318	

Totals may not tally due to weighting and rounding

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

		BY GENDER, AGE GROUPS AND DISTRICTS [JULY-SEP 2012]														
		Gender		Age Groups							District					
Favorite TV	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
06:00-12:00																
Hin Ghal Kollox	8.709	0.000	14.155	0.000	0.000	0.000	0.000	11.091	10.842	0.000	29.849	0.000	0.000	0.000	0.000	100.0
12:00-19:00																
Il-Madonna Tac-Coqqa	47.251	66.641	35.127	50.000	0.000	0.000	100.0	36.247	50.577	0.000	70.151	58.095	52.850	0.000	24.006	0.000
L-Ghabex	6.956	0.000	11.306	0.000	0.000	0.000	0.000	0.000	19.291	0.000	0.000	0.000	0.000	0.000	25.331	0.000
Sibtkuntatt	14.294	19.073	11.306	50.000	0.000	0.000	0.000	0.000	19.291	0.000	0.000	23.959	0.000	0.000	25.331	0.000
Vespri	6.956	0.000	11.306	0.000	0.000	0.000	0.000	16.074	0.000	0.000	0.000	0.000	0.000	0.000	25.331	0.000
19:00-20:30																
20:30-22:00																
Dun Benit	5.496	14.286	0.000	0.000	0.000	0.000	0.000	12.700	0.000	0.000	0.000	17.946	0.000	0.000	0.000	0.000
22:00-24:00																
Previous Schedules																
Niskata	5.169	0.000	8.401	0.000	0.000	0.000	0.000	11.944	0.000	0.000	0.000	0.000	23.575	0.000	0.000	0.000
Programme Re-Run																
Generic Programmes																
Ma Romina u Karl	5.169	0.000	8.401	0.000	0.000	0.000	0.000	11.944	0.000	0.000	0.000	0.000	23.575	0.000	0.000	0.000
New Programmes																
%	100%	100%	100%	100%	0%	0%	100%	100%	100%	0%	100%	100%	100%	0%	100%	100%
N	3,347	1,288	2,059	491	0	0	200	1,448	1,207	0	538	1,025	734	0	919	131

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 [JUL/SEP 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 [JUL/SEP 2012]**

No programme preferences were recorded for this station

**TABLE 9.13: WEIGHTED FAVOURITE 'OTHER' PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL/SEP 2012]**

		BY GENDER, AGE GROUPS AND DISTRICTS [JUL/SEP 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
Other	Total															
Generic Programmes																
Bliss	3.678	0.000	7.621	0.000	42.985	0.000	0.000	0.000	0.000	0.000	0.000	0.000	30.237	0.000	0.000	0.000
Champions League	3.433	0.000	7.114	0.000	0.000	0.000	8.856	0.000	0.000	0.000	0.000	0.000	0.000	0.000	50.000	0.000
Diskussjonijiet	2.749	0.000	5.696	0.000	0.000	0.000	0.000	7.864	0.000	0.000	0.000	0.000	0.000	0.000	0.000	33.333
Diskussjonijiet Politici	3.374	0.000	6.992	0.000	0.000	0.000	0.000	9.654	0.000	0.000	10.896	0.000	0.000	0.000	0.000	0.000
Dokumentarji	4.211	0.000	8.726	0.000	0.000	0.000	10.863	0.000	0.000	0.000	13.598	0.000	0.000	0.000	0.000	0.000
Drammi	3.864	7.468	0.000	0.000	0.000	0.000	0.000	11.056	0.000	0.000	0.000	12.010	0.000	0.000	0.000	0.000
Grajjiet Kurrenti	8.996	17.386	0.000	0.000	0.000	0.000	13.237	0.000	27.500	0.000	16.569	12.010	0.000	0.000	0.000	0.000
In The First	3.864	7.468	0.000	0.000	0.000	0.000	0.000	11.056	0.000	0.000	0.000	12.010	0.000	0.000	0.000	0.000
L'eredita`	6.468	7.188	5.696	0.000	0.000	0.000	0.000	7.864	26.469	0.000	12.010	0.000	0.000	0.000	0.000	33.333
Maltin	2.749	0.000	5.696	0.000	0.000	0.000	0.000	0.000	19.562	0.000	0.000	0.000	0.000	0.000	0.000	33.333
Mil-kumment	3.448	0.000	7.146	0.000	0.000	0.000	8.896	0.000	0.000	0.000	0.000	0.000	0.000	35.991	0.000	0.000
Mill-qalb	3.607	0.000	7.475	0.000	0.000	0.000	9.306	0.000	0.000	0.000	0.000	0.000	29.658	0.000	0.000	0.000
Niltaqaw ma'	3.607	0.000	7.475	0.000	0.000	0.000	9.306	0.000	0.000	0.000	0.000	0.000	29.658	0.000	0.000	0.000
ONE radio	4.103	0.000	8.502	0.000	0.000	0.000	10.584	0.000	0.000	0.000	0.000	12.752	0.000	0.000	0.000	0.000
Plays	3.675	0.000	7.615	0.000	0.000	0.000	0.000	0.000	0.000	100.0	0.000	11.423	0.000	0.000	0.000	0.000
Swiming	3.719	7.188	0.000	0.000	0.000	0.000	0.000	10.641	0.000	0.000	12.010	0.000	0.000	0.000	0.000	0.000
Ta' Colin	3.374	0.000	6.992	0.000	0.000	0.000	0.000	9.654	0.000	0.000	10.896	0.000	0.000	0.000	0.000	0.000
Teledrammi	22.414	36.684	7.114	0.000	0.000	0.000	38.257	11.056	26.469	0.000	12.010	28.371	0.000	64.009	50.000	0.000
Tempeste d'Amore	3.719	7.188	0.000	0.000	0.000	0.000	0.000	10.641	0.000	0.000	12.010	0.000	0.000	0.000	0.000	0.000
Veline	4.878	9.428	0.000	0.000	57.015	0.000	0.000	0.000	0.000	0.000	0.000	0.000	40.105	0.000	0.000	0.000
Unclassified																
%	100%	100%	100%	0%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	4,760	2,463	2,297	0	407	0	1,845	1,664	669	175	1,474	1,531	579	456	327	393

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 s

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)

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta
Radju Parlament 106.6
Magic Radio
ONE Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Vibe FM
XFM

LIST OF RADIO STATIONS ONLY ON DigiB+

Bay Easy
Bay Retro
All Rock
All R & B
Kiss [as from September 2012]

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM
ONE
Net TV
Smash TV
TVM2 [x- Education 22]
iTV
Favorite TV
Calypso Music TV
Prime TV Shopping Channel

APPENDIX C: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING OCTOBER 2011 - JUNE 2012

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2011			2012								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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
401	96.1 Vilhena FM	2 years	3-Dec-09	96.1	6.3	X	X										
417/541	Lehen il-Belt Victoria [Victoria, Gozo]	3 years	25-Jun-12	104.0	4.3	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				
435/558	Kottoner 98 FM [Cospicua]	2 years	29-Jul-12	98	9.9	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
448	Radju Bambina [Xaghra, Gozo]	2 years	13-Dec-10	98.3	7.6	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
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
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
480/512	Energy FM [Fgura]	2 years	24-Mar-11	96.4	6	X	X	X	X	X	X	X	X	X	X	X	X
482/509	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
492	Radio City (Valletta)	2 years	2-Dec-11	107.6	11.6			X	X	X	X	X	X	X	X	X	X
496	La Salle FM [Vittoriosa]	2 years	1-Dec-11	99.4	6.5			X	X	X	X	X	X	X	X	X	X
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
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
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
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
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
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
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
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
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
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
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
511/533	Radju Hompesch [Zabbar]	3 years	20-Mar-12	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X
535	Trinitarji FM [Marsa]	3 years	1-Apr-12	89.3	8.8							X	X	X	X	X	X
536	South End FM [Birzebbuga]	3 years	15-Mar-12	91	10.4						X	X	X	X	X	X	X
517/539	Pure Gold Christian Radio [Qormi]	3 years	1-May-12	97.8	9.6	X	X	X	X	X	X	X	X	X	X	X	X
510/545	Radio Galaxy [Hamrun]	3 years	14-Jun-12	105	9.1	X	X	X	X	X	X	X	X	X	X	X	X
554	Radio Sacro Cuor [Sliema]	3 years	20-Jun-12	94	8.5									X	X	X	X
487	Radju Sant'Andrija [Luqa]	18 days	16-Nov-11	88.4	9.4		X										
546	Radju Sant'Andrija [Luqa]	19 days	13-Jun-12	88.4	9.4									X			
494	Tal-Gilju FM [Mqabba]	10 days	4-Dec-11	95.4	3.2			X									
547	Tal-Gilju FM [Mqabba]	12 days	7-Jun-12	95.4	3.2									X			
489	Radju Elenjani 95.8FM [B'Kara]	1 month	8-Dec-11	95.8	10.6			X									
532	Radju Elenjani 95.8FM [B'Kara]	1 month	9-Mar-12	95.8	10.6					X							
555	Radju Elenjani 95.8FM [B'Kara]	1 month	20-Jul-12	95.8	10.6										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							
491	Radju 15 t'Awwissu [Qrendi]	1 month	12-Dec-11	98.3	3.5			X									
559	Radju 15 t'Awwissu [Qrendi]	17 days	30-Jul-12	98.3	3.5										X		
493	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 month	3-Dec-11	101.4	8.5			X									
549	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 month	1-Jul-12	101.4	8.5									X			
495	Radju Marija Assunta [Ghaxaq]	27 days	12-Dec-11	98.9	9.1			X									
553	Radju Marija Assunta [Ghaxaq]	1 month	16-Jul-12	98.9	9.1										X		
530	2012 Circuit Assembly of Jehovah's Witnesses [St. Paul's Bay]	2 days	7-Jan-12	89.7	0.5				X								
540	2012 Special Assembly Day of Jehovah's Witnesses [St. Paul's Bay]	1 day	22-Apr-12	108	0.5								X				
562	2012 Circuit Assembly of Jehovah's Witnesses [St. Paul's Bay]	3 days	7-Sep-12	108	0.5												X
537	Radju Kazin Banda San Filep [Zebbug, Malta]	1 month	11-May-12	106.3	7.6								X				
538	Radju Margerita [Sannat, Gozo]	27 days	28-Jun-12	96.1	3.5									X			
542	Radio 12th May [Zebbug, Malta]	1 month	11-May-12	96.5	7.9								X				
543	Radju Lauretana [Ghajnsielem, Gozo]	16 days	19-May-12	89.3	4.3								X				
556	Radju Lauretana [Ghajnsielem, Gozo]	28 days	1-Aug-12	89.3	4.3											X	
544	Radju Banda Fgura [Fgura]	27 days	11-Jun-12	93.1	5.9									X			
557	MMG FM [Zabbar]	1 month	10-Aug-12	97.5	6.6											X	
560	Radju Maria Bambina 90.2FM [Mellieha]	1 month	16-Aug-12	90.2	9.1											X	
561	Radio Leonardo [Kirkop]	10 days	12-Aug-12	105.2	4.9											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

RADIO AUDIENCES - MONDAY																					
	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STAT.	FOREIGN STATIONS	OTHER STATION	'000	TOTAL	
M'NGHT	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
0:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
1:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
1:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
2:00	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	373	
2:30	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	373	
3:00	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	373	
3:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
4:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373	
5:00	0	0	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	373	
5:30	0	0	0	4,000	0	3,000	0	0	0	2,000	0	0	0	0	0	0	0	0	364	373	
6:00	0	0	0	11,000	0	3,000	0	2,000	0	3,000	0	0	0	0	0	0	0	0	354	373	
6:30	2,000	0	0	14,000	0	2,000	0	2,000	0	4,000	0	0	2,000	0	0	0	0	0	347	373	
7:00	0	0	2,000	16,000	0	4,000	3,000	3,000	2,000	8,000	0	0	4,000	0	0	0	0	0	331	373	
7:30	0	0	2,000	15,000	0	5,000	3,000	2,000	2,000	8,000	0	0	6,000	0	0	0	0	0	330	373	
8:00	2,000	0	5,000	14,000	0	8,000	5,000	8,000	4,000	7,000	0	0	4,000	0	0	0	0	0	316	373	
8:30	2,000	0	3,000	14,000	0	5,000	3,000	8,000	4,000	7,000	0	0	4,000	0	0	0	0	0	323	373	
9:00	2,000	0	5,000	14,000	2,000	8,000	4,000	6,000	4,000	4,000	0	0	4,000	0	0	0	0	0	320	373	
9:30	2,000	0	5,000	14,000	0	8,000	4,000	6,000	4,000	4,000	0	0	5,000	0	0	0	0	0	321	373	
10:00	3,000	0	5,000	13,000	0	8,000	6,000	8,000	4,000	6,000	0	4,000	4,000	0	0	0	0	0	312	373	
10:30	3,000	0	5,000	13,000	0	6,000	6,000	8,000	4,000	6,000	0	4,000	4,000	0	0	0	0	0	314	373	
11:00	3,000	0	5,000	15,000	2,000	5,000	4,000	6,000	2,000	6,000	0	4,000	4,000	0	0	0	0	0	317	373	
11:30	3,000	0	5,000	15,000	0	5,000	4,000	5,000	2,000	6,000	0	4,000	4,000	0	0	0	0	0	320	373	
NOON	5,000	0	2,000	13,000	2,000	5,000	4,000	2,000	0	7,000	0	2,000	4,000	0	0	0	0	0	327	373	
0:30	3,000	0	2,000	14,000	2,000	5,000	4,000	2,000	0	5,000	0	2,000	4,000	0	0	0	0	0	330	373	
1:00	3,000	0	2,000	13,000	2,000	3,000	4,000	0	0	4,000	0	2,000	5,000	0	0	0	0	2,000	333	373	
1:30	3,000	0	2,000	13,000	2,000	3,000	4,000	0	0	4,000	0	2,000	5,000	0	0	0	0	0	335	373	
2:00	3,000	0	2,000	10,000	2,000	5,000	6,000	0	0	4,000	0	4,000	5,000	0	0	0	0	0	332	373	
2:30	3,000	0	2,000	10,000	2,000	6,000	6,000	0	0	4,000	0	2,000	5,000	0	0	0	0	0	333	373	
3:00	3,000	0	4,000	9,000	0	5,000	6,000	0	0	6,000	0	2,000	3,000	0	0	0	0	0	335	373	
3:30	3,000	0	4,000	10,000	0	3,000	4,000	0	0	6,000	0	2,000	3,000	0	0	0	0	0	338	373	
4:00	2,000	0	4,000	10,000	0	9,000	4,000	0	0	4,000	0	2,000	4,000	0	0	0	0	0	334	373	
4:30	2,000	0	4,000	13,000	0	5,000	4,000	0	0	5,000	0	2,000	4,000	0	0	0	0	0	334	373	
5:00	2,000	0	4,000	11,000	2,000	3,000	5,000	0	0	8,000	0	0	2,000	0	0	0	0	0	336	373	
5:30	2,000	0	4,000	13,000	2,000	3,000	5,000	0	0	7,000	0	0	2,000	0	0	0	0	0	335	373	
6:00	2,000	0	4,000	6,000	0	6,000	7,000	0	0	4,000	0	0	2,000	0	0	0	0	0	342	373	
6:30	2,000	0	4,000	6,000	0	4,000	5,000	0	0	4,000	0	0	2,000	0	0	0	0	0	346	373	
7:00	2,000	0	0	6,000	0	4,000	6,000	0	0	3,000	0	0	2,000	0	0	0	0	0	350	373	
7:30	2,000	0	0	9,000	0	2,000	6,000	0	0	3,000	0	0	2,000	0	0	0	0	0	349	373	
8:00	2,000	0	0	5,000	0	2,000	3,000	2,000	0	3,000	0	2,000	0	0	0	0	0	0	354	373	
8:30	2,000	0	0	3,000	0	2,000	2,000	2,000	0	2,000	0	0	0	0	0	0	0	0	360	373	
9:00	2,000	0	0	3,000	0	3,000	2,000	2,000	0	3,000	0	0	0	0	0	0	0	0	358	373	
9:30	2,000	0	0	3,000	0	3,000	2,000	2,000	0	3,000	0	0	0	0	0	0	0	0	358	373	
10:00	2,000	0	0	3,000	0	2,000	2,000	2,000	0	2,000	0	0	0	0	0	0	0	0	360	373	
10:30	2,000	0	0	3,000	0	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	362	373	
11:00	2,000	0	0	3,000	0	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	362	373	
11:30	2,000	0	0	3,000	0	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	362	373	

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

RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:30	0	0	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	373
6:00	2,000	0	0	4,000	0	2,000	0	3,000	0	3,000	0	0	0	0	0	0	0	0	359	373
6:30	2,000	0	0	7,000	0	4,000	0	3,000	0	3,000	0	0	0	0	0	0	0	0	354	373
7:00	2,000	2,000	7,000	11,000	0	12,000	4,000	3,000	2,000	4,000	0	4,000	2,000	0	0	0	0	0	320	373
7:30	2,000	0	9,000	11,000	0	12,000	4,000	3,000	2,000	3,000	2,000	6,000	2,000	0	0	0	0	0	317	373
8:00	5,000	2,000	8,000	12,000	0	18,000	8,000	5,000	2,000	3,000	2,000	6,000	2,000	0	0	0	0	0	300	373
8:30	3,000	2,000	5,000	14,000	0	16,000	8,000	5,000	2,000	3,000	0	7,000	2,000	0	0	0	0	0	306	373
9:00	6,000	0	5,000	19,000	3,000	21,000	11,000	7,000	3,000	2,000	0	7,000	3,000	0	0	0	0	2,000	284	373
9:30	6,000	0	3,000	19,000	3,000	19,000	11,000	7,000	3,000	2,000	0	7,000	3,000	0	0	0	0	2,000	288	373
10:00	7,000	0	3,000	18,000	2,000	18,000	9,000	7,000	3,000	2,000	3,000	10,000	3,000	0	0	0	3,000	0	285	373
10:30	7,000	0	3,000	18,000	2,000	14,000	9,000	7,000	3,000	2,000	3,000	8,000	3,000	0	0	0	3,000	0	291	373
11:00	8,000	0	4,000	18,000	2,000	16,000	9,000	5,000	3,000	5,000	0	7,000	3,000	0	0	0	3,000	0	290	373
11:30	8,000	0	4,000	20,000	2,000	16,000	9,000	5,000	3,000	2,000	0	7,000	3,000	0	0	0	3,000	0	291	373
NOON	2,000	0	6,000	14,000	2,000	9,000	6,000	0	3,000	3,000	0	6,000	3,000	0	0	0	3,000	0	316	373
0:30	2,000	0	6,000	17,000	2,000	9,000	6,000	0	3,000	2,000	0	6,000	3,000	0	0	0	3,000	0	314	373
1:00	2,000	0	3,000	15,000	0	9,000	5,000	0	3,000	0	0	7,000	2,000	0	0	0	3,000	0	324	373
1:30	2,000	0	3,000	12,000	0	9,000	5,000	0	3,000	0	0	7,000	2,000	0	0	0	3,000	0	327	373
2:00	3,000	0	3,000	12,000	0	14,000	2,000	0	3,000	0	0	7,000	2,000	0	0	0	3,000	0	324	373
2:30	3,000	0	3,000	11,000	0	12,000	2,000	0	3,000	0	0	7,000	2,000	0	0	0	3,000	0	327	373
3:00	3,000	0	3,000	8,000	2,000	9,000	3,000	0	2,000	0	0	6,000	2,000	0	0	0	3,000	0	332	373
3:30	3,000	0	3,000	8,000	2,000	7,000	3,000	2,000	2,000	0	0	6,000	2,000	0	0	0	3,000	0	332	373
4:00	5,000	0	3,000	10,000	2,000	3,000	0	2,000	2,000	0	0	6,000	2,000	0	0	0	3,000	0	335	373
4:30	5,000	0	3,000	10,000	2,000	3,000	0	2,000	2,000	0	0	6,000	2,000	0	0	0	3,000	0	335	373
5:00	5,000	0	3,000	10,000	3,000	6,000	0	0	2,000	0	0	6,000	0	0	0	0	1,000	0	337	373
5:30	5,000	0	3,000	10,000	3,000	6,000	2,000	0	2,000	0	2,000	6,000	0	0	0	0	1,000	0	333	373
6:00	4,000	0	6,000	6,000	5,000	7,000	3,000	0	0	3,000	0	6,000	2,000	0	0	0	1,000	0	330	373
6:30	0	0	4,000	6,000	3,000	2,000	3,000	0	0	0	0	6,000	2,000	0	0	0	0	0	347	373
7:00	0	0	2,000	3,000	2,000	4,000	2,000	0	0	0	0	6,000	0	0	0	0	0	0	354	373
7:30	0	0	2,000	4,000	1,000	4,000	2,000	0	0	0	0	6,000	0	0	0	0	0	0	354	373
8:00	0	0	2,000	0	1,000	6,000	4,000	0	0	0	0	4,000	0	0	0	0	0	0	356	373
8:30	0	0	2,000	0	0	2,000	4,000	0	0	0	0	2,000	0	0	0	0	0	0	363	373
9:00	0	0	0	0	0	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	367	373
9:30	0	0	0	0	0	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	367	373
10:00	0	0	0	0	0	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	367	373
10:30	0	0	0	0	0	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	367	373
11:00	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	369	373
11:30	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	369	373

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

RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	'NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:30	0	0	0	3,000	0	2,000	0	0	2,000	0	0	0	2,000	0	0	0	0	0	364	373
6:00	0	0	0	4,000	2,000	2,000	2,000	0	2,000	0	0	0	2,000	0	0	3,000	0	0	356	373
6:30	0	2,000	2,000	3,000	2,000	3,000	2,000	2,000	2,000	0	0	0	0	0	0	3,000	0	0	352	373
7:00	0	0	4,000	9,000	2,000	6,000	5,000	2,000	3,000	2,000	0	0	0	0	0	4,000	2,000	0	334	373
7:30	4,000	0	2,000	9,000	2,000	7,000	5,000	0	3,000	2,000	0	0	0	0	0	4,000	2,000	0	333	373
8:00	6,000	0	4,000	9,000	3,000	9,000	7,000	0	3,000	2,000	0	0	2,000	0	0	6,000	2,000	0	320	373
8:30	6,000	0	7,000	11,000	3,000	7,000	8,000	0	3,000	2,000	0	2,000	2,000	0	0	6,000	2,000	0	314	373
9:00	12,000	0	5,000	10,000	3,000	12,000	9,000	3,000	3,000	2,000	0	0	3,000	0	3,000	6,000	0	0	302	373
9:30	13,000	0	5,000	11,000	3,000	12,000	9,000	2,000	3,000	2,000	0	0	3,000	0	3,000	6,000	0	0	301	373
10:00	13,000	0	7,000	11,000	3,000	15,000	10,000	2,000	3,000	4,000	0	2,000	3,000	0	3,000	6,000	0	0	291	373
10:30	13,000	0	7,000	11,000	3,000	14,000	10,000	2,000	3,000	4,000	0	2,000	3,000	0	3,000	6,000	0	2,000	290	373
11:00	15,000	0	5,000	11,000	3,000	8,000	9,000	2,000	3,000	4,000	0	6,000	3,000	0	2,000	6,000	0	0	296	373
11:30	15,000	0	5,000	14,000	3,000	8,000	8,000	2,000	3,000	5,000	0	4,000	3,000	0	2,000	6,000	0	0	295	373
NOON	6,000	0	4,000	11,000	4,000	8,000	8,000	2,000	2,000	3,000	0	4,000	2,000	0	0	7,000	0	0	312	373
0:30	4,000	0	4,000	11,000	4,000	8,000	8,000	0	2,000	3,000	0	4,000	2,000	0	0	7,000	0	0	316	373
1:00	3,000	0	4,000	12,000	2,000	10,000	4,000	0	2,000	0	0	4,000	0	0	0	6,000	0	0	326	373
1:30	3,000	0	4,000	12,000	2,000	6,000	4,000	0	2,000	0	0	4,000	0	0	0	6,000	0	0	330	373
2:00	2,000	0	4,000	9,000	2,000	6,000	3,000	0	2,000	0	0	4,000	0	0	0	6,000	0	0	335	373
2:30	3,000	0	4,000	9,000	2,000	6,000	3,000	0	2,000	2,000	0	4,000	0	0	0	6,000	0	0	332	373
3:00	5,000	0	4,000	8,000	2,000	6,000	3,000	0	2,000	2,000	0	2,000	0	0	0	6,000	0	0	333	373
3:30	5,000	0	2,000	8,000	2,000	6,000	3,000	0	2,000	2,000	0	2,000	0	0	0	6,000	0	0	335	373
4:00	4,000	0	2,000	7,000	2,000	5,000	3,000	0	2,000	2,000	0	2,000	0	0	0	4,000	0	0	340	373
4:30	4,000	0	0	7,000	2,000	5,000	3,000	0	2,000	0	0	2,000	0	0	0	4,000	0	0	344	373
5:00	7,000	0	0	7,000	2,000	8,000	2,000	2,000	2,000	0	0	2,000	0	0	0	2,000	0	0	339	373
5:30	6,000	0	0	7,000	2,000	8,000	2,000	0	2,000	0	0	2,000	0	0	0	2,000	0	0	342	373
6:00	0	0	0	4,000	2,000	8,000	2,000	0	2,000	0	0	2,000	0	0	0	0	0	0	353	373
6:30	2,000	0	0	4,000	2,000	8,000	2,000	0	2,000	0	0	2,000	0	0	0	0	0	0	351	373
7:00	2,000	0	0	2,000	2,000	5,000	2,000	0	2,000	0	0	2,000	0	0	0	0	0	0	356	373
7:30	2,000	0	0	2,000	2,000	5,000	2,000	0	0	0	0	2,000	0	0	0	0	0	0	358	373
8:00	3,000	0	0	2,000	2,000	3,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	358	373
8:30	2,000	0	0	2,000	2,000	4,000	2,000	0	0	0	0	2,000	0	0	0	0	0	0	359	373
9:00	2,000	0	0	0	2,000	4,000	4,000	0	0	0	0	2,000	0	0	0	0	0	0	359	373
9:30	2,000	0	0	0	2,000	2,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	362	373
10:00	2,000	0	0	0	2,000	4,000	3,000	0	2,000	0	0	2,000	0	0	0	0	0	0	358	373
10:30	2,000	0	0	0	2,000	4,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	361	373
11:00	0	0	0	0	2,000	4,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	373
11:30	0	0	0	0	2,000	4,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	373

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

RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	370	373
4:30	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	370	373
5:00	0	0	0	0	2,000	3,000	0	0	0	0	0	0	0	0	0	1,000	0	0	367	373
5:30	0	0	0	2,000	2,000	3,000	0	0	0	0	0	0	0	0	0	1,000	0	0	365	373
6:00	5,000	2,000	2,000	3,000	5,000	0	0	0	0	2,000	0	0	2,000	0	0	1,000	0	0	351	373
6:30	5,000	2,000	2,000	6,000	6,000	0	2,000	2,000	0	2,000	0	2,000	2,000	0	0	1,000	0	0	341	373
7:00	6,000	0	3,000	12,000	7,000	0	3,000	2,000	0	2,000	2,000	3,000	0	2,000	0	3,000	0	0	328	373
7:30	6,000	0	2,000	10,000	7,000	4,000	3,000	4,000	0	2,000	0	3,000	0	2,000	0	3,000	0	0	327	373
8:00	6,000	0	3,000	8,000	3,000	5,000	4,000	4,000	2,000	2,000	0	4,000	0	2,000	0	4,000	0	0	326	373
8:30	6,000	0	6,000	10,000	3,000	4,000	4,000	4,000	2,000	0	0	4,000	0	2,000	0	4,000	0	0	324	373
9:00	11,000	0	3,000	10,000	6,000	7,000	4,000	4,000	3,000	2,000	0	5,000	0	2,000	0	6,000	0	0	310	373
9:30	11,000	0	3,000	10,000	6,000	7,000	4,000	4,000	3,000	2,000	0	4,000	0	2,000	0	6,000	0	0	311	373
10:00	11,000	0	2,000	8,000	7,000	10,000	6,000	4,000	2,000	2,000	0	2,000	4,000	2,000	0	3,000	0	0	310	373
10:30	11,000	0	2,000	8,000	7,000	8,000	6,000	4,000	2,000	2,000	0	2,000	4,000	2,000	0	3,000	0	0	312	373
11:00	11,000	0	2,000	5,000	6,000	7,000	4,000	4,000	2,000	2,000	0	2,000	4,000	2,000	0	3,000	0	0	319	373
11:30	11,000	0	2,000	8,000	6,000	7,000	4,000	4,000	2,000	2,000	0	2,000	4,000	2,000	0	3,000	0	0	316	373
NOON	4,000	0	3,000	8,000	3,000	5,000	2,000	3,000	0	0	0	4,000	0	2,000	0	0	0	0	339	373
0:30	4,000	0	2,000	6,000	3,000	5,000	2,000	3,000	0	0	0	4,000	0	2,000	0	0	0	0	342	373
1:00	6,000	0	2,000	6,000	3,000	5,000	0	0	0	2,000	0	2,000	0	0	0	0	0	0	347	373
1:30	6,000	0	2,000	6,000	3,000	5,000	0	0	0	2,000	0	2,000	0	0	0	0	0	0	347	373
2:00	6,000	0	3,000	5,000	3,000	8,000	0	0	0	0	0	2,000	0	0	0	0	0	0	346	373
2:30	6,000	0	2,000	5,000	3,000	8,000	0	0	0	0	0	4,000	0	0	0	0	0	0	345	373
3:00	5,000	0	2,000	5,000	3,000	9,000	0	0	0	0	0	2,000	0	0	0	0	0	0	347	373
3:30	5,000	4,000	2,000	5,000	3,000	9,000	0	0	0	0	0	2,000	0	0	0	0	0	0	343	373
4:00	4,000	0	5,000	5,000	2,000	7,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	346	373
4:30	4,000	0	2,000	5,000	2,000	5,000	2,000	0	2,000	0	0	2,000	0	0	0	0	0	0	349	373
5:00	5,000	0	2,000	5,000	4,000	8,000	2,000	0	2,000	0	2,000	2,000	0	0	0	0	0	0	339	373
5:30	5,000	0	2,000	6,000	2,000	6,000	2,000	0	2,000	0	0	0	2,000	0	0	0	0	0	346	373
6:00	6,000	0	2,000	5,000	2,000	2,000	0	3,000	4,000	3,000	0	2,000	2,000	0	0	0	0	0	342	373
6:30	6,000	0	2,000	5,000	2,000	2,000	0	3,000	2,000	2,000	0	2,000	2,000	0	0	0	0	0	345	373
7:00	3,000	0	2,000	3,000	0	3,000	0	3,000	0	2,000	0	2,000	2,000	0	0	0	0	0	353	373
7:30	3,000	0	2,000	4,000	0	3,000	0	3,000	0	2,000	0	2,000	2,000	0	0	0	0	0	352	373
8:00	0	0	2,000	3,000	0	0	2,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	360	373
8:30	0	0	2,000	3,000	0	0	2,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	360	373
9:00	0	0	2,000	3,000	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	364	373
9:30	0	0	2,000	3,000	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	364	373
10:00	0	0	2,000	3,000	0	0	2,000	0	0	0	2,000	2,000	0	0	0	0	0	0	362	373
10:30	0	0	2,000	3,000	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	0	0	362	373
11:00	0	0	2,000	3,000	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	364	373
11:30	0	0	2,000	3,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	366	373

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

RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	'000	'000
M'NGHT	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
0:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
1:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
1:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
2:00	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
2:30	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
3:00	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
3:30	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
4:00	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
4:30	0	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	373
5:00	0	0	0	3,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	368	373
5:30	0	0	0	3,000	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	366	373
6:00	2,000	0	0	7,000	0	2,000	5,000	5,000	0	0	0	0	0	0	0	0	0	0	352	373
6:30	2,000	0	0	7,000	0	5,000	4,000	5,000	0	0	0	0	0	0	0	0	0	0	350	373
7:00	3,000	0	0	9,000	0	10,000	7,000	6,000	2,000	2,000	2,000	0	2,000	0	0	0	0	0	330	373
7:30	3,000	0	2,000	10,000	0	7,000	7,000	6,000	2,000	2,000	2,000	0	2,000	0	0	0	0	0	330	373
8:00	6,000	0	3,000	14,000	2,000	12,000	10,000	7,000	2,000	2,000	0	2,000	2,000	0	0	0	0	0	311	373
8:30	5,000	0	3,000	14,000	2,000	10,000	11,000	7,000	2,000	0	0	2,000	2,000	0	0	0	0	0	315	373
9:00	8,000	0	6,000	12,000	2,000	12,000	14,000	6,000	3,000	2,000	2,000	2,000	3,000	2,000	0	1,000	0	0	298	373
9:30	8,000	0	6,000	12,000	2,000	12,000	12,000	6,000	3,000	2,000	0	2,000	3,000	2,000	0	1,000	0	0	302	373
10:00	7,000	0	8,000	14,000	3,000	15,000	12,000	9,000	2,000	2,000	0	2,000	3,000	2,000	0	1,000	0	0	293	373
10:30	7,000	0	8,000	14,000	3,000	15,000	12,000	9,000	2,000	2,000	0	2,000	3,000	2,000	0	1,000	0	0	293	373
11:00	7,000	0	4,000	11,000	2,000	13,000	11,000	6,000	2,000	2,000	0	2,000	3,000	2,000	0	0	0	0	308	373
11:30	7,000	0	4,000	15,000	2,000	12,000	11,000	6,000	2,000	2,000	0	2,000	3,000	2,000	0	0	0	0	305	373
NOON	6,000	0	3,000	17,000	2,000	9,000	6,000	2,000	0	2,000	4,000	2,000	3,000	0	0	0	0	0	317	373
0:30	7,000	0	3,000	11,000	0	7,000	6,000	2,000	0	2,000	4,000	2,000	3,000	0	0	0	0	0	326	373
1:00	5,000	0	3,000	9,000	0	9,000	6,000	2,000	0	2,000	2,000	2,000	3,000	0	0	0	0	0	330	373
1:30	3,000	0	3,000	9,000	0	8,000	6,000	2,000	0	2,000	2,000	4,000	3,000	0	0	0	0	0	331	373
2:00	2,000	0	3,000	6,000	0	6,000	6,000	2,000	0	0	2,000	2,000	3,000	0	0	0	0	0	341	373
2:30	3,000	0	3,000	6,000	0	6,000	6,000	2,000	0	0	2,000	2,000	3,000	0	0	0	0	0	340	373
3:00	3,000	0	3,000	4,000	0	7,000	4,000	2,000	0	0	0	2,000	2,000	0	0	0	0	0	346	373
3:30	3,000	0	3,000	3,000	0	7,000	4,000	2,000	0	0	0	2,000	2,000	0	0	0	0	0	347	373
4:00	4,000	0	3,000	3,000	0	7,000	4,000	2,000	0	2,000	0	2,000	2,000	0	0	0	0	0	344	373
4:30	4,000	0	3,000	3,000	0	7,000	4,000	2,000	0	2,000	0	2,000	2,000	0	0	0	0	0	344	373
5:00	4,000	0	3,000	3,000	0	11,000	4,000	2,000	0	0	0	2,000	2,000	0	0	0	0	0	342	373
5:30	4,000	0	3,000	3,000	0	11,000	4,000	2,000	0	0	0	2,000	2,000	0	0	0	0	0	342	373
6:00	2,000	0	3,000	3,000	2,000	9,000	4,000	2,000	0	2,000	0	2,000	2,000	0	0	0	0	2,000	340	373
6:30	2,000	0	3,000	3,000	2,000	7,000	4,000	2,000	0	0	0	2,000	0	0	0	0	0	0	348	373
7:00	0	0	3,000	2,000	0	6,000	5,000	2,000	0	0	0	0	0	0	0	0	0	2,000	353	373
7:30	0	0	3,000	2,000	0	6,000	5,000	2,000	0	0	0	0	0	0	0	0	0	0	355	373
8:00	0	0	3,000	2,000	0	4,000	3,000	0	0	0	0	4,000	0	0	0	0	0	0	357	373
8:30	0	0	3,000	2,000	0	2,000	3,000	0	0	0	0	4,000	0	0	0	0	0	0	359	373
9:00	0	0	0	3,000	0	2,000	5,000	0	0	0	0	2,000	0	0	0	0	0	0	361	373
9:30	0	0	0	3,000	0	2,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	363	373
10:00	0	0	0	2,000	0	4,000	3,000	2,000	0	0	0	4,000	0	0	0	0	0	0	358	373
10:30	0	0	0	2,000	0	4,000	2,000	2,000	0	0	0	4,000	0	0	0	0	0	0	359	373
11:00	0	0	0	2,000	0	5,000	2,000	2,000	0	0	0	4,000	0	0	0	0	0	0	358	373
11:30	0	0	0	2,000	0	5,000	2,000	2,000	0	0	0	4,000	0	0	0	0	0	0	358	373

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

RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:00	0	0	0	2,000	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	367	373
5:30	0	0	0	4,000	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	365	373
6:00	2,000	0	0	7,000	0	0	2,000	3,000	2,000	0	0	2,000	0	0	0	0	0	0	355	373
6:30	2,000	0	0	9,000	0	0	2,000	2,000	2,000	0	0	2,000	0	0	0	0	0	0	354	373
7:00	2,000	0	3,000	14,000	2,000	0	4,000	2,000	2,000	4,000	0	2,000	0	0	0	0	0	0	338	373
7:30	2,000	0	2,000	14,000	2,000	0	4,000	2,000	3,000	2,000	0	2,000	0	0	0	0	0	0	340	373
8:00	5,000	0	2,000	19,000	2,000	0	7,000	2,000	5,000	4,000	0	6,000	0	0	0	0	0	0	321	373
8:30	5,000	0	2,000	23,000	2,000	0	7,000	2,000	5,000	4,000	0	6,000	0	0	0	0	0	0	317	373
9:00	7,000	0	2,000	24,000	3,000	10,000	11,000	1,000	5,000	4,000	0	7,000	5,000	0	0	1,000	0	0	293	373
9:30	8,000	0	3,000	24,000	3,000	10,000	11,000	1,000	5,000	4,000	0	7,000	5,000	0	0	1,000	0	0	291	373
10:00	8,000	0	3,000	25,000	2,000	12,000	8,000	4,000	3,000	2,000	0	6,000	6,000	0	0	1,000	3,000	0	290	373
10:30	8,000	0	3,000	23,000	2,000	12,000	10,000	4,000	3,000	2,000	0	6,000	5,000	0	0	1,000	3,000	0	291	373
11:00	10,000	0	2,000	25,000	2,000	15,000	9,000	1,000	3,000	2,000	0	6,000	3,000	0	0	1,000	0	0	294	373
11:30	8,000	0	3,000	25,000	2,000	15,000	9,000	1,000	3,000	2,000	0	6,000	3,000	0	0	1,000	0	0	295	373
NOON	5,000	0	2,000	17,000	5,000	7,000	4,000	0	2,000	1,000	0	6,000	2,000	0	0	3,000	0	0	319	373
0:30	3,000	0	2,000	17,000	2,000	7,000	4,000	0	2,000	1,000	0	6,000	2,000	0	0	3,000	0	0	324	373
1:00	3,000	0	2,000	14,000	3,000	12,000	3,000	0	0	2,000	0	4,000	2,000	0	0	3,000	0	0	325	373
1:30	3,000	0	2,000	14,000	2,000	9,000	3,000	0	0	2,000	0	4,000	0	0	0	3,000	0	0	331	373
2:00	3,000	0	2,000	10,000	2,000	12,000	3,000	0	0	0	0	6,000	2,000	0	0	3,000	0	0	330	373
2:30	3,000	0	2,000	10,000	2,000	13,000	3,000	0	0	0	0	4,000	2,000	0	0	3,000	0	0	331	373
3:00	3,000	0	0	9,000	2,000	7,000	2,000	0	0	4,000	0	2,000	2,000	0	0	3,000	0	0	339	373
3:30	3,000	0	0	10,000	2,000	7,000	2,000	0	0	3,000	0	2,000	2,000	0	0	3,000	0	0	339	373
4:00	2,000	0	0	8,000	2,000	6,000	2,000	1,000	0	0	0	2,000	2,000	0	0	3,000	0	0	345	373
4:30	2,000	0	0	7,000	2,000	6,000	2,000	1,000	0	0	0	2,000	2,000	0	0	3,000	0	0	346	373
5:00	2,000	0	0	6,000	2,000	9,000	2,000	2,000	0	0	0	2,000	0	0	0	3,000	0	0	345	373
5:30	2,000	0	0	7,000	2,000	9,000	2,000	0	0	0	0	2,000	0	0	0	3,000	0	0	346	373
6:00	2,000	0	0	7,000	2,000	6,000	3,000	2,000	0	0	0	2,000	0	0	0	1,000	0	0	348	373
6:30	2,000	0	0	6,000	2,000	6,000	3,000	2,000	0	0	0	0	0	0	0	1,000	0	0	351	373
7:00	2,000	0	0	5,000	0	6,000	3,000	0	0	1,000	0	0	0	0	0	1,000	0	0	355	373
7:30	2,000	0	0	5,000	0	4,000	3,000	0	0	1,000	0	0	0	0	0	1,000	0	0	357	373
8:00	2,000	0	0	3,000	0	4,000	3,000	0	0	1,000	0	0	0	0	0	3,000	0	0	357	373
8:30	2,000	0	2,000	3,000	0	4,000	3,000	0	0	0	0	0	0	0	0	3,000	0	0	356	373
9:00	2,000	0	2,000	3,000	0	2,000	2,000	3,000	0	0	0	0	0	0	0	1,000	0	0	358	373
9:30	2,000	0	2,000	3,000	0	2,000	2,000	3,000	0	0	0	0	0	0	0	1,000	0	0	358	373
10:00	2,000	0	2,000	3,000	0	0	2,000	3,000	0	0	0	0	0	0	0	1,000	0	0	360	373
10:30	2,000	0	2,000	3,000	0	3,000	2,000	3,000	0	0	0	0	0	0	0	1,000	0	0	357	373
11:00	2,000	0	0	2,000	0	0	3,000	4,000	0	0	0	0	0	0	0	1,000	0	0	361	373
11:30	2,000	0	0	2,000	0	0	2,000	4,000	0	0	0	0	0	0	0	0	0	0	363	373

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

RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	'000	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
3:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
4:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:00	2,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	367	373
5:30	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	373
6:00	1,000	0	0	2,000	0	0	4,000	0	0	0	0	0	4,000	0	0	0	0	0	362	373
6:30	1,000	0	0	3,000	0	2,000	4,000	0	0	0	0	0	4,000	0	0	0	0	0	359	373
7:00	3,000	0	0	4,000	0	2,000	7,000	0	0	0	2,000	2,000	2,000	0	0	0	0	0	351	373
7:30	5,000	0	2,000	4,000	0	2,000	7,000	0	0	0	2,000	0	2,000	0	0	0	0	0	349	373
8:00	5,000	0	0	6,000	0	7,000	5,000	5,000	0	2,000	2,000	2,000	2,000	0	0	0	0	0	337	373
8:30	5,000	0	0	6,000	0	7,000	5,000	6,000	0	2,000	2,000	2,000	2,000	0	0	0	0	0	336	373
9:00	6,000	0	0	11,000	0	9,000	7,000	6,000	2,000	3,000	0	2,000	2,000	0	0	0	2,000	0	323	373
9:30	6,000	0	0	11,000	0	8,000	7,000	6,000	2,000	3,000	0	2,000	2,000	0	0	0	2,000	0	324	373
10:00	5,000	0	0	9,000	4,000	10,000	7,000	3,000	2,000	4,000	0	2,000	2,000	0	0	0	2,000	0	323	373
10:30	7,000	0	0	9,000	4,000	10,000	8,000	3,000	2,000	4,000	0	2,000	2,000	0	0	0	2,000	0	320	373
11:00	9,000	0	0	9,000	3,000	7,000	4,000	3,000	2,000	3,000	0	0	4,000	0	0	0	2,000	0	327	373
11:30	9,000	0	0	10,000	3,000	7,000	3,000	2,000	2,000	3,000	0	0	2,000	0	0	0	2,000	2,000	328	373
NOON	4,000	0	0	8,000	0	5,000	2,000	3,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	343	373
0:30	4,000	0	2,000	7,000	0	5,000	0	3,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	344	373
1:00	3,000	0	2,000	4,000	0	5,000	2,000	3,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	346	373
1:30	3,000	0	2,000	4,000	0	5,000	2,000	3,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	346	373
2:00	2,000	0	2,000	4,000	0	5,000	2,000	2,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	348	373
2:30	2,000	0	2,000	4,000	0	5,000	2,000	2,000	2,000	0	0	0	2,000	0	0	0	2,000	2,000	348	373
3:00	3,000	0	2,000	4,000	0	6,000	2,000	2,000	2,000	0	0	2,000	2,000	0	0	0	2,000	2,000	344	373
3:30	2,000	0	2,000	4,000	0	6,000	2,000	2,000	2,000	0	0	2,000	2,000	0	0	0	2,000	0	347	373
4:00	2,000	0	2,000	4,000	0	3,000	2,000	2,000	2,000	0	0	2,000	0	0	0	0	2,000	0	352	373
4:30	2,000	0	0	4,000	0	3,000	2,000	2,000	2,000	0	0	2,000	0	0	0	0	2,000	0	354	373
5:00	2,000	0	0	4,000	2,000	3,000	2,000	2,000	2,000	0	0	2,000	0	0	0	0	2,000	0	352	373
5:30	2,000	0	0	4,000	2,000	4,000	2,000	2,000	2,000	0	0	2,000	0	0	0	0	2,000	0	351	373
6:00	2,000	0	0	4,000	0	2,000	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	358	373
6:30	2,000	0	0	4,000	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	363	373
7:00	0	0	0	6,000	0	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	362	373
7:30	0	0	0	4,000	0	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	364	373
8:00	0	0	0	2,000	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	368	373
8:30	0	0	0	2,000	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	368	373
9:00	0	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	373
9:30	0	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	373
10:00	2,000	0	0	3,000	1,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	363	373
10:30	2,000	0	0	3,000	1,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	363	373
11:00	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	369	373
11:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373

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

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	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	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
7:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	373
7:30	2,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365	373
8:00	3,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	373
8:30	0	7,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364	373
9:00	2,000	7,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	362	373
9:30	2,000	7,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	360	373
10:00	0	7,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	3,000	359	373
10:30	0	7,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	361	373
11:00	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	364	373
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	370	373
NOON	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	371	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	370	373
1:00	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	2,000	367	373
1:30	0	2,000	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	2,000	365	373
2:00	2,000	3,000	0	0	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	3,000	359	373
2:30	2,000	3,000	0	0	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	3,000	359	373
3:00	2,000	3,000	2,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	4,000	356	373
3:30	2,000	3,000	0	0	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	3,000	359	373
4:00	3,000	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	3,000	6,000	356	373
4:30	3,000	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	2,000	6,000	357	373
5:00	2,000	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	3,000	357	373
5:30	2,000	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	3,000	357	373
6:00	4,000	8,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	5,000	346	373
6:30	4,000	8,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	0	2,000	2,000	5,000	346	373
7:00	7,000	9,000	7,000	2,000	4,000	0	0	0	0	0	0	0	4,000	0	0	2,000	5,000	333	373
7:30	14,000	23,000	11,000	0	2,000	0	0	0	0	0	0	0	4,000	0	0	2,000	3,000	314	373
7:45	14,000	23,000	13,000	0	2,000	0	0	0	0	0	0	0	4,000	0	0	2,000	3,000	312	373
8:00	55,000	20,000	11,000	0	2,000	0	0	0	0	0	0	4,000	5,000	2,000	0	2,000	13,000	259	373
8:30	41,000	16,000	14,000	2,000	2,000	0	0	0	2,000	0	4,000	10,000	5,000	2,000	0	2,000	16,000	257	373
9:00	18,000	16,000	8,000	2,000	3,000	0	0	2,000	4,000	0	4,000	11,000	5,000	2,000	0	0	16,000	282	373
9:30	16,000	13,000	5,000	2,000	3,000	0	0	2,000	2,000	0	4,000	11,000	5,000	2,000	0	0	16,000	292	373
10:00	9,000	7,000	4,000	2,000	5,000	0	0	2,000	2,000	0	6,000	9,000	4,000	2,000	0	0	12,000	309	373
10:30	3,000	7,000	4,000	0	4,000	0	0	2,000	0	0	5,000	6,000	4,000	0	0	0	9,000	329	373
11:00	0	3,000	3,000	0	2,000	0	0	0	0	0	5,000	0	2,000	2,000	0	0	5,000	351	373
11:30	0	0	2,000	0	2,000	0	0	0	0	0	5,000	0	2,000	2,000	0	0	4,000	356	373

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

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	TV	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	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
6:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370	373
7:00	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	373
7:30	0	7,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	373
8:00	4,000	7,000	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	359	373
8:30	3,000	7,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	363	373
9:00	4,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	361	373
9:30	4,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	361	373
10:00	3,000	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	362	373
10:30	3,000	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	362	373
11:00	3,000	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	360	373
11:30	3,000	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	360	373
NOON	5,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,000	358	373
0:30	5,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,000	358	373
1:00	3,000	9,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	5,000	352	373
1:30	3,000	9,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	0	5,000	352	373
2:00	3,000	6,000	2,000	0	2,000	0	0	0	0	0	0	3,000	0	0	0	2,000	8,000	347	373
2:30	3,000	5,000	2,000	0	2,000	0	0	0	0	0	0	3,000	0	0	0	2,000	8,000	348	373
3:00	3,000	5,000	2,000	0	2,000	0	0	0	0	0	0	3,000	0	2,000	0	0	5,000	351	373
3:30	3,000	5,000	0	0	2,000	0	0	0	0	0	0	3,000	0	2,000	0	0	5,000	353	373
4:00	5,000	5,000	0	0	2,000	0	0	2,000	0	0	0	2,000	0	4,000	0	0	4,000	349	373
4:30	5,000	5,000	0	2,000	2,000	0	0	2,000	0	0	0	2,000	0	4,000	0	0	5,000	346	373
5:00	6,000	3,000	0	2,000	2,000	0	0	2,000	0	0	0	0	2,000	2,000	2,000	0	5,000	347	373
5:30	6,000	4,000	2,000	2,000	2,000	0	0	0	0	0	0	0	2,000	2,000	0	0	5,000	348	373
6:00	8,000	7,000	2,000	2,000	2,000	0	0	3,000	2,000	0	0	0	2,000	6,000	0	2,000	6,000	331	373
6:30	8,000	6,000	3,000	2,000	2,000	0	0	3,000	2,000	0	0	0	2,000	6,000	0	2,000	4,000	333	373
7:00	8,000	7,000	5,000	2,000	2,000	0	0	3,000	2,000	0	0	0	2,000	6,000	0	2,000	7,000	327	373
7:30	8,000	19,000	6,000	0	2,000	0	0	3,000	2,000	0	0	0	0	6,000	0	2,000	7,000	318	373
7:45	9,000	19,000	13,000	0	2,000	0	0	3,000	2,000	0	2,000	0	0	6,000	0	2,000	7,000	308	373
8:00	38,000	19,000	8,000	0	2,000	0	0	3,000	0	0	3,000	2,000	3,000	4,000	0	2,000	12,000	277	373
8:30	26,000	17,000	9,000	0	5,000	0	0	4,000	2,000	0	3,000	5,000	3,000	4,000	0	3,000	18,000	274	373
9:00	14,000	11,000	6,000	0	7,000	0	0	4,000	2,000	0	3,000	5,000	6,000	4,000	0	4,000	20,000	287	373
9:30	13,000	11,000	6,000	0	5,000	0	0	4,000	2,000	0	4,000	6,000	8,000	4,000	0	4,000	18,000	288	373
10:00	9,000	7,000	5,000	0	5,000	0	0	4,000	0	0	3,000	5,000	8,000	1,000	0	4,000	15,000	307	373
10:30	7,000	6,000	4,000	0	3,000	0	0	4,000	0	0	0	4,000	8,000	1,000	0	3,000	15,000	318	373
11:00	2,000	3,000	2,000	0	2,000	0	0	0	0	0	0	2,000	2,000	2,000	0	0	6,000	352	373
11:30	2,000	2,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	2,000	0	0	5,000	356	373

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

TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	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	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
6:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
6:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
7:00	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368	373
7:30	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	373
8:00	5,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	363	373
8:30	3,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	364	373
9:00	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	363	373
9:30	2,000	4,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	363	373
10:00	2,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	3,000	363	373
10:30	0	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	3,000	365	373
11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	370	373
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	370	373
NOON	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	365	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	365	373
1:00	0	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	359	373
1:30	0	5,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	7,000	358	373
2:00	0	3,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	10,000	355	373
2:30	0	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	10,000	357	373
3:00	0	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	10,000	357	373
3:30	0	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	11,000	356	373
4:00	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	14,000	352	373
4:30	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	14,000	352	373
5:00	0	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	13,000	354	373
5:30	0	5,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	11,000	354	373
6:00	4,000	8,000	3,000	0	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	13,000	339	373
6:30	2,000	9,000	3,000	0	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	10,000	343	373
7:00	0	16,000	3,000	0	0	0	0	0	2,000	0	0	0	2,000	2,000	0	0	12,000	336	373
7:30	6,000	22,000	4,000	0	0	0	0	0	2,000	0	2,000	0	2,000	2,000	0	0	12,000	321	373
7:45	6,000	20,000	4,000	0	0	0	0	0	2,000	0	4,000	0	2,000	2,000	0	0	12,000	321	373
8:00	29,000	20,000	8,000	0	0	0	2,000	8,000	2,000	2,000	5,000	0	2,000	2,000	2,000	0	17,000	274	373
8:30	22,000	21,000	8,000	0	0	0	2,000	6,000	3,000	2,000	5,000	0	2,000	2,000	0	0	18,000	282	373
9:00	9,000	19,000	9,000	2,000	3,000	0	0	5,000	2,000	2,000	5,000	4,000	2,000	0	2,000	0	15,000	294	373
9:30	6,000	19,000	8,000	2,000	3,000	0	0	6,000	2,000	2,000	5,000	4,000	2,000	0	2,000	0	14,000	298	373
10:00	7,000	16,000	4,000	2,000	2,000	0	0	4,000	2,000	2,000	5,000	6,000	0	0	2,000	0	11,000	310	373
10:30	5,000	12,000	4,000	2,000	2,000	0	0	3,000	2,000	2,000	3,000	6,000	0	0	0	0	11,000	321	373
11:00	2,000	4,000	0	0	0	0	0	0	2,000	0	5,000	3,000	0	0	0	0	5,000	352	373
11:30	0	3,000	0	0	0	0	0	0	0	0	3,000	0	0	0	0	0	5,000	362	373

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

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	TV	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	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
5:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	371	373
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	371	373
7:00	0	1,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	370	373
7:30	0	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	365	373
8:00	5,000	6,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	360	373
8:30	0	5,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	366	373
9:00	0	5,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	366	373
9:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	364	373
10:00	2,000	5,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	364	373
10:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	364	373
11:00	2,000	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	364	373
11:30	2,000	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	364	373
NOON	0	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	366	373
0:30	0	5,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	366	373
1:00	2,000	5,000	3,000	0	0	0	0	2,000	0	2,000	0	0	0	0	0	0	3,000	356	373
1:30	2,000	5,000	3,000	0	0	0	0	2,000	0	2,000	0	2,000	0	0	0	0	3,000	354	373
2:00	2,000	5,000	3,000	0	0	0	0	2,000	0	0	0	3,000	0	0	0	2,000	4,000	352	373
2:30	2,000	5,000	3,000	0	0	0	0	2,000	0	0	0	3,000	0	0	0	0	4,000	354	373
3:00	2,000	4,000	2,000	0	0	0	0	2,000	0	0	0	6,000	0	0	0	0	6,000	351	373
3:30	2,000	4,000	2,000	0	0	0	0	2,000	0	0	0	6,000	0	0	0	0	6,000	351	373
4:00	4,000	4,000	2,000	0	0	0	0	3,000	0	0	0	6,000	0	2,000	0	0	2,000	350	373
4:30	2,000	4,000	2,000	0	0	0	0	3,000	2,000	0	0	5,000	0	2,000	0	0	2,000	351	373
5:00	2,000	4,000	2,000	0	3,000	0	0	2,000	2,000	0	2,000	3,000	0	0	0	0	2,000	351	373
5:30	2,000	4,000	2,000	0	3,000	0	0	0	4,000	0	2,000	2,000	0	0	0	0	3,000	351	373
6:00	3,000	4,000	0	0	6,000	0	0	2,000	4,000	0	2,000	2,000	0	0	2,000	0	7,000	341	373
6:30	3,000	4,000	0	0	6,000	0	0	2,000	4,000	0	2,000	2,000	0	0	2,000	0	5,000	343	373
7:00	9,000	7,000	2,000	0	6,000	0	0	2,000	2,000	0	2,000	2,000	0	3,000	2,000	2,000	5,000	329	373
7:30	9,000	23,000	2,000	0	6,000	0	0	5,000	2,000	0	3,000	3,000	3,000	3,000	2,000	2,000	7,000	303	373
7:45	8,000	24,000	2,000	0	6,000	0	0	5,000	2,000	0	3,000	3,000	3,000	3,000	2,000	2,000	7,000	303	373
8:00	37,000	19,000	5,000	0	4,000	0	0	5,000	0	0	2,000	3,000	5,000	3,000	2,000	0	11,000	277	373
8:30	34,000	20,000	6,000	0	6,000	0	0	6,000	0	0	2,000	4,000	7,000	3,000	2,000	0	11,000	272	373
9:00	16,000	13,000	7,000	0	5,000	0	0	2,000	2,000	0	0	4,000	8,000	0	0	0	9,000	307	373
9:30	8,000	13,000	7,000	0	5,000	0	0	0	2,000	0	0	4,000	8,000	0	0	0	7,000	319	373
10:00	3,000	7,000	4,000	0	5,000	0	0	0	2,000	0	0	4,000	7,000	0	0	0	7,000	334	373
10:30	2,000	4,000	0	0	5,000	0	0	0	2,000	0	0	4,000	7,000	0	0	0	7,000	342	373
11:00	0	2,000	2,000	0	2,000	0	0	0	0	0	0	2,000	3,000	0	0	0	2,000	360	373
11:30	0	2,000	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	365	373

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

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	TV	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	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
0:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	371	373
6:30	0	0	1,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	370	373
7:00	0	2,000	1,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	368	373
7:30	0	2,000	1,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	368	373
8:00	2,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	367	373
8:30	2,000	3,000	0	0	0	0	0	0	0	0	2,000	0	2,000	0	0	2,000	0	362	373
9:00	2,000	2,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	0	363	373
9:30	2,000	2,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365	373
10:00	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	364	373
10:30	2,000	3,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	364	373
11:00	2,000	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	363	373
11:30	2,000	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	363	373
NOON	3,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	4,000	361	373
0:30	4,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	364	373
1:00	4,000	3,000	2,000	0	0	0	0	0	0	0	0	2,000	0	4,000	0	2,000	3,000	353	373
1:30	3,000	3,000	0	0	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	5,000	356	373
2:00	6,000	3,000	0	0	0	0	0	0	0	0	0	4,000	2,000	2,000	0	0	6,000	350	373
2:30	6,000	4,000	0	0	0	0	0	0	0	0	0	4,000	2,000	2,000	0	0	6,000	349	373
3:00	6,000	4,000	2,000	0	0	0	0	2,000	0	0	0	4,000	2,000	2,000	0	0	4,000	347	373
3:30	6,000	4,000	2,000	0	0	0	0	2,000	0	0	0	4,000	2,000	2,000	0	0	2,000	349	373
4:00	3,000	6,000	3,000	0	2,000	0	0	2,000	0	0	0	6,000	0	4,000	0	0	2,000	345	373
4:30	3,000	6,000	3,000	0	2,000	0	0	2,000	0	0	0	7,000	0	4,000	0	0	2,000	344	373
5:00	3,000	6,000	3,000	0	2,000	0	0	2,000	0	0	0	6,000	0	4,000	0	0	2,000	345	373
5:30	3,000	6,000	3,000	0	2,000	0	0	2,000	0	0	0	6,000	0	4,000	0	0	2,000	345	373
6:00	11,000	8,000	3,000	0	3,000	0	0	4,000	0	0	0	3,000	2,000	4,000	0	0	0	335	373
6:30	10,000	8,000	3,000	0	3,000	0	0	4,000	0	0	0	2,000	2,000	4,000	0	0	0	337	373
7:00	13,000	8,000	3,000	0	3,000	0	0	4,000	0	0	0	2,000	0	4,000	0	0	6,000	330	373
7:30	16,000	20,000	6,000	0	5,000	0	0	4,000	0	0	2,000	3,000	2,000	4,000	0	0	6,000	305	373
7:45	16,000	20,000	6,000	0	5,000	0	0	5,000	0	0	2,000	3,000	2,000	4,000	0	0	6,000	304	373
8:00	30,000	16,000	6,000	0	7,000	0	0	7,000	0	0	6,000	2,000	3,000	7,000	0	2,000	8,000	279	373
8:30	18,000	11,000	6,000	0	8,000	0	0	11,000	0	0	8,000	0	3,000	7,000	0	3,000	8,000	290	373
9:00	14,000	9,000	3,000	0	7,000	0	0	13,000	0	0	9,000	2,000	8,000	9,000	0	2,000	10,000	287	373
9:30	12,000	9,000	3,000	0	7,000	0	0	11,000	0	0	9,000	2,000	8,000	9,000	0	2,000	16,000	285	373
10:00	7,000	10,000	2,000	0	10,000	0	0	10,000	0	0	5,000	0	7,000	5,000	0	0	11,000	306	373
10:30	7,000	8,000	2,000	0	7,000	0	0	8,000	0	0	5,000	0	7,000	6,000	0	0	9,000	314	373
11:00	3,000	3,000	2,000	0	5,000	0	0	3,000	0	0	3,000	0	2,000	2,000	0	0	5,000	345	373
11:30	2,000	2,000	2,000	0	3,000	0	0	2,000	0	0	3,000	0	2,000	0	0	0	3,000	354	373

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

TV AUDIENCES – SATURDAY

AUDIENCES - SATURDAY																			
	TVM	ONE	NET TV	SMASH TV	TVM2	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	0	373	373
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	371	373
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	371	373
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	373
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	367	373
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	369	373
9:00	2,000	3,000	0	0	0	0	0	0	2,000	4,000	0	0	0	0	0	0	0	362	373
9:30	2,000	3,000	0	0	0	0	0	0	2,000	4,000	0	0	0	0	0	0	0	362	373
10:00	4,000	11,000	0	0	0	0	0	0	2,000	4,000	0	0	0	0	0	0	5,000	347	373
10:30	4,000	11,000	0	0	0	0	0	0	2,000	5,000	0	0	0	0	0	0	3,000	348	373
11:00	4,000	10,000	0	0	0	0	0	2,000	2,000	4,000	0	0	0	0	0	0	3,000	348	373
11:30	4,000	10,000	0	0	0	0	0	2,000	2,000	2,000	0	0	0	0	0	0	3,000	350	373
NOON	4,000	6,000	0	0	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	3,000	354	373
0:30	4,000	6,000	0	0	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	3,000	354	373
1:00	4,000	3,000	0	0	2,000	0	0	0	2,000	0	0	2,000	6,000	0	0	0	6,000	348	373
1:30	4,000	4,000	0	0	2,000	0	0	0	2,000	0	0	2,000	6,000	0	0	0	4,000	349	373
2:00	4,000	6,000	0	0	2,000	0	0	2,000	2,000	0	0	0	4,000	0	0	0	11,000	342	373
2:30	4,000	7,000	0	0	2,000	0	0	2,000	2,000	0	0	0	4,000	0	0	0	9,000	343	373
3:00	3,000	11,000	2,000	0	2,000	0	0	2,000	2,000	0	0	3,000	6,000	0	0	0	9,000	333	373
3:30	3,000	9,000	2,000	0	2,000	0	0	2,000	2,000	0	0	3,000	6,000	0	0	0	11,000	333	373
4:00	3,000	7,000	2,000	0	0	0	0	2,000	2,000	0	2,000	2,000	2,000	0	0	0	15,000	336	373
4:30	3,000	7,000	2,000	0	0	0	0	2,000	2,000	0	2,000	2,000	2,000	0	0	0	14,000	337	373
5:00	3,000	7,000	0	0	0	0	0	2,000	2,000	0	2,000	2,000	0	2,000	0	0	14,000	339	373
5:30	4,000	8,000	0	0	0	0	0	2,000	2,000	0	0	2,000	0	4,000	0	0	12,000	339	373
6:00	7,000	5,000	4,000	0	2,000	0	0	2,000	2,000	0	0	0	4,000	0	2,000	7,000	338	373	
6:30	8,000	6,000	4,000	0	2,000	0	0	2,000	2,000	0	0	0	4,000	0	2,000	7,000	336	373	
7:00	7,000	6,000	6,000	0	3,000	0	0	2,000	2,000	0	0	0	2,000	0	2,000	6,000	337	373	
7:30	8,000	10,000	5,000	0	3,000	0	0	2,000	2,000	0	0	0	2,000	0	2,000	6,000	333	373	
7:45	8,000	10,000	7,000	0	3,000	0	0	2,000	2,000	0	0	0	2,000	0	2,000	6,000	331	373	
8:00	26,000	15,000	8,000	0	5,000	0	0	3,000	3,000	0	2,000	0	5,000	3,000	0	0	9,000	294	373
8:30	15,000	16,000	5,000	0	7,000	0	0	2,000	3,000	0	2,000	2,000	7,000	3,000	0	0	7,000	304	373
9:00	9,000	10,000	4,000	0	5,000	0	2,000	0	3,000	0	2,000	4,000	7,000	2,000	0	0	12,000	313	373
9:30	8,000	9,000	4,000	0	4,000	0	2,000	2,000	3,000	0	2,000	4,000	9,000	2,000	0	0	12,000	312	373
10:00	2,000	8,000	4,000	0	2,000	0	0	3,000	3,000	0	4,000	4,000	5,000	2,000	0	0	12,000	324	373
10:30	2,000	7,000	3,000	0	0	0	0	3,000	3,000	0	4,000	4,000	3,000	2,000	0	0	10,000	332	373
11:00	0	4,000	0	0	0	0	0	2,000	0	0	2,000	3,000	0	2,000	0	0	4,000	356	373
11:30	0	2,000	0	0	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	4,000	361	373

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	SMASH TV	TVM2	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	0	373	372
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	373	372
5:00	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	369	372
5:30	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	369	372
6:00	0	2,000	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	367	372
6:30	2,000	2,000	2,000	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	365	372
7:00	2,000	0	2,000	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	363	372
7:30	2,000	2,000	2,000	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	361	372
8:00	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	3,000	364	372
8:30	2,000	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	5,000	360	372
9:00	2,000	3,000	0	0	0	0	0	0	4,000	0	0	2,000	2,000	0	0	0	4,000	356	372
9:30	2,000	3,000	0	0	0	0	0	0	4,000	0	0	2,000	2,000	0	0	0	6,000	354	372
10:00	0	3,000	2,000	0	3,000	0	0	0	4,000	0	0	0	2,000	0	0	0	4,000	355	372
10:30	0	3,000	2,000	0	3,000	0	0	0	2,000	0	0	0	2,000	0	0	0	4,000	357	372
11:00	0	3,000	0	0	6,000	0	0	0	2,000	0	2,000	0	3,000	0	0	0	4,000	353	372
11:30	0	2,000	0	0	6,000	0	0	0	2,000	0	2,000	0	3,000	0	0	0	4,000	354	372
NOON	2,000	0	0	0	5,000	0	0	0	2,000	0	0	0	3,000	0	0	0	4,000	357	372
0:30	2,000	0	0	0	5,000	0	0	0	2,000	0	0	0	2,000	0	0	0	5,000	357	372
1:00	4,000	3,000	0	0	3,000	0	0	2,000	0	0	2,000	2,000	0	0	0	0	8,000	349	372
1:30	3,000	3,000	0	0	5,000	0	0	2,000	0	0	0	2,000	0	0	0	0	7,000	351	372
2:00	5,000	2,000	0	0	7,000	0	0	2,000	0	0	0	2,000	5,000	0	0	0	5,000	345	372
2:30	5,000	2,000	0	0	5,000	0	0	2,000	0	0	0	2,000	5,000	0	0	0	7,000	345	372
3:00	5,000	2,000	0	0	4,000	0	0	0	0	0	0	2,000	3,000	2,000	0	0	8,000	347	372
3:30	5,000	2,000	0	0	4,000	0	0	0	0	0	0	2,000	3,000	2,000	0	0	8,000	347	372
4:00	8,000	3,000	2,000	0	5,000	0	0	0	0	0	0	2,000	2,000	2,000	0	2,000	7,000	340	372
4:30	8,000	3,000	2,000	0	3,000	0	0	0	0	0	0	2,000	2,000	2,000	0	2,000	7,000	342	372
5:00	9,000	3,000	0	0	3,000	2,000	0	0	0	0	0	0	2,000	2,000	0	2,000	9,000	341	372
5:30	9,000	4,000	0	0	3,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	9,000	342	372
6:00	10,000	4,000	0	0	3,000	2,000	0	0	0	0	0	0	3,000	4,000	0	2,000	6,000	339	372
6:30	8,000	4,000	0	0	3,000	2,000	0	0	0	0	0	0	3,000	4,000	0	2,000	6,000	341	372
7:00	9,000	5,000	3,000	0	3,000	0	0	1,000	0	0	0	0	2,000	2,000	0	2,000	5,000	341	372
7:30	12,000	15,000	4,000	0	3,000	0	0	1,000	0	0	0	0	4,000	2,000	0	2,000	5,000	325	372
7:45	12,000	15,000	4,000	0	3,000	0	0	1,000	0	0	0	0	4,000	2,000	0	2,000	5,000	325	372
8:00	30,000	16,000	7,000	0	6,000	0	2,000	5,000	0	0	0	0	4,000	2,000	0	2,000	11,000	288	372
8:30	34,000	12,000	7,000	0	6,000	0	2,000	8,000	0	2,000	0	0	6,000	2,000	0	0	11,000	283	372
9:00	25,000	7,000	5,000	0	7,000	0	0	8,000	2,000	2,000	2,000	2,000	8,000	0	0	0	8,000	297	372
9:30	24,000	5,000	4,000	0	7,000	0	0	7,000	2,000	2,000	2,000	4,000	6,000	0	0	0	11,000	299	372
10:00	13,000	4,000	2,000	0	6,000	0	0	4,000	3,000	2,000	2,000	4,000	4,000	4,000	0	0	7,000	318	372
10:30	13,000	4,000	2,000	0	6,000	0	0	3,000	3,000	2,000	2,000	4,000	4,000	4,000	0	0	4,000	322	372
11:00	5,000	2,000	0	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	2,000	360	372
11:30	3,000	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	3,000	363	372

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