



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER – DECEMBER 2010**

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2010 – September 2011 that is representative of the whole population. This report contains the analysis of these interviews for the period **1st October to 31st December 2010**.

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 a technical section on the calculation of values in absolute numbers.

The calculation of absolute numbers for each period depends on the latest demographic data published annually by the N.S.O. which in themselves are calculated on the latest Population Census [2005] adjusted with total live births, deaths, marriages, data on separations, registered annulments, divorces obtained abroad and figures on migration [N.S.O. PR 122/2009; Methodological Notes]. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, while in previous audience assessments the value of 1% in each table was given in italics and no absolute numbers were published, for this assessment period the National Statistics Office is providing the Broadcasting Authority with two different weights for each respondent: a calibration weight to represent the required sample and a grossing-up weight representing the targeted population (number of persons aged 12 or more residing in private dwellings) amounting to 358,997, and which was estimated from the Demographic Review 2009.

Part Two of the report details the grossed-up tables and figures for the first quarter of this broadcasting season; i.e. for October to December 2010 representing the targeted population.

Part Three of the report details the sample tables and figures: both actual and weighted. Although the data is representative of the local population, as expected the total quarterly responses of 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.

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.

For this assessment period of October 2010 to September 2011 slight ameliorations were also introduced. When interviewers researched the type of television reception systems available at households, respondents were directly asked whether they have the “Melita Cable system” and/or the “GO digital aerial system” instead of “Cable analogue and/or digital system” and/or “Digital Aerial with decoder system”. For this question respondents were also asked whether they have a Free-to-air Aerial installation, a Satellite System, Internet (including Dreambox), any other system not mentioned, or do not have a TV-set; thus allowing for multiple replies.

PART ONE – REPORT

1. METHODOLOGY AND SAMPLE COLLECTION

Data is to be collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st October to 31st December. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

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

A further modification made is the inclusion of those respondents who are deceased or live in an institution. These have been classified as 'ineligible'; previously such cases were classified as non-contact.

For the period October-December 2010, 1837 individuals [56.26% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 1.94% higher than that of the previous assessment period of July-September 2010. Table 1.1 below gives a breakdown of responses achieved.

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

TABLE 1.1: SURVEY RESPONSE RATE BY QUARTER: OCTOBER-DECEMBER 2009/2010

	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2010	
RESPONSE	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1838	58.59%	1800	57.77%	1819	58.53%	1835	54.32%	1837	56.26%
Refused	95	3.03%	129	4.14%	95	3.06%	118	3.49%	173	5.30%
Non-Contact	648	20.66%	649	20.83%	605	19.47%	656	19.42%	599	18.35%
Unreachable	556	17.72%	538	17.27%	565	18.18%	748	22.14%	650	19.91%
Ineligible					24	0.77%	21	0.62%	6	0.18%
CONTACTED	3137	100%	3116	100%	3108	100%	3378	100%	3265	100%
Not used	543		564		572		302		415	
TOTAL	3680		3680		3680		3680		3680	

BY WEEKDAY										
	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	260	14.15	260	14.44	259	14.24	259	14.11	259	14.10
Tue	261	14.2	260	14.44	262	14.4	258	14.06	259	14.10
Wed	260	14.15	259	14.39	258	14.18	259	14.11	260	14.15
Thu	279	15.18	240	13.33	262	14.4	280	15.26	260	14.15
Fri	258	14.04	261	14.5	256	14.07	260	14.17	279	15.19
Sat	260	14.15	260	14.44	260	14.29	259	14.11	260	14.15
Sun	260	14.15	260	14.44	262	14.4	260	14.17	260	14.15
	1838	100%	1800	100%	1819	100%	1835	100%	1837	100%

BY MONTH										
	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Oct: 618	33.62%	Jan:621	34.50%	Apr:579	31.83%	Jul:617	33.62%	Oct: 619	33.70
	Nov:600	32.64%	Feb:559	31.06%	May:618	33.97%	Aug:619	33.73%	Nov:600	32.66
	Dec:620	33.73%	Mar:620	34.44%	Jun:622	34.19%	Sep:599	32.64%	Dec:618	33.64
	1838	100%	1800	100%	1819	100%	1835	100.00%	1837	100.00

Totals may not tally due to weighting and rounding off

1.1 The Accuracy of the Results

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

For the period of October-December 2010, with a response rate of 56.26%, a population size of 358,997 [aged 12 years and over], and a 95% confidence level, the sample of 1837 interviewees has a margin of error of $\pm 2.26\%$.

1.2 Comparison to Previous Assessments and Absolute Data

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

National Statistics Office thus removing the necessity of calculating the absolute value of 1% in each table.

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

2. SAMPLE PROFILE

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

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

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

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 [OCT-DEC 2010]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	19,146	8,628	10,518	2,800	7,574	2,171	2,850	2,132	1,618
	5.3%	4.8%	5.8%	3.9%	7.2%	4.1%	5.7%	4.1%	5.9%
	100.0%	45.1%	54.9%	14.6%	39.6%	11.3%	14.9%	11.1%	8.5%
15-24	61,580	34,240	27,339	12,773	16,170	10,457	8,403	9,406	4,371
	17.2%	19.2%	15.2%	18.0%	15.3%	19.7%	16.7%	18.2%	16.1%
	100.0%	55.6%	44.4%	20.7%	26.3%	17.0%	13.6%	15.3%	7.1%
25-29	21,480	10,100	11,379	4,674	6,306	2,526	3,061	3,158	1,756
	6.0%	5.7%	6.3%	6.6%	6.0%	4.7%	6.1%	6.1%	6.5%
	100.0%	47.0%	53.0%	21.8%	29.4%	11.8%	14.2%	14.7%	8.2%
30-49	109,635	56,029	53,607	21,718	32,238	16,254	15,354	15,763	8,308
	30.5%	31.3%	29.7%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%
	100.0%	51.1%	48.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	88,392	42,796	45,596	17,061	25,792	13,067	14,359	12,131	5,983
	24.6%	23.9%	25.3%	24.0%	24.4%	24.6%	28.6%	23.5%	22.0%
	100.0%	48.4%	51.6%	19.3%	29.2%	14.8%	16.2%	13.7%	6.8%
65-79	47,472	22,576	24,896	9,527	13,788	6,706	5,755	7,838	3,858
	13.2%	12.6%	13.8%	13.4%	13.1%	12.6%	11.4%	15.2%	14.2%
	100.0%	47.6%	52.4%	20.1%	29.0%	14.1%	12.1%	16.5%	8.1%
80+	11,292	4,399	6,893	2,556	3,708	2,032	503	1,182	1,311
	3.1%	2.5%	3.8%	3.6%	3.5%	3.8%	1.0%	2.3%	4.8%
	100.0%	39.0%	61.0%	22.6%	32.8%	18.0%	4.5%	10.5%	11.6%
Total	358,997	178,768	180,228	71,109	105,576	53,212	50,284	51,610	27,205
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	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

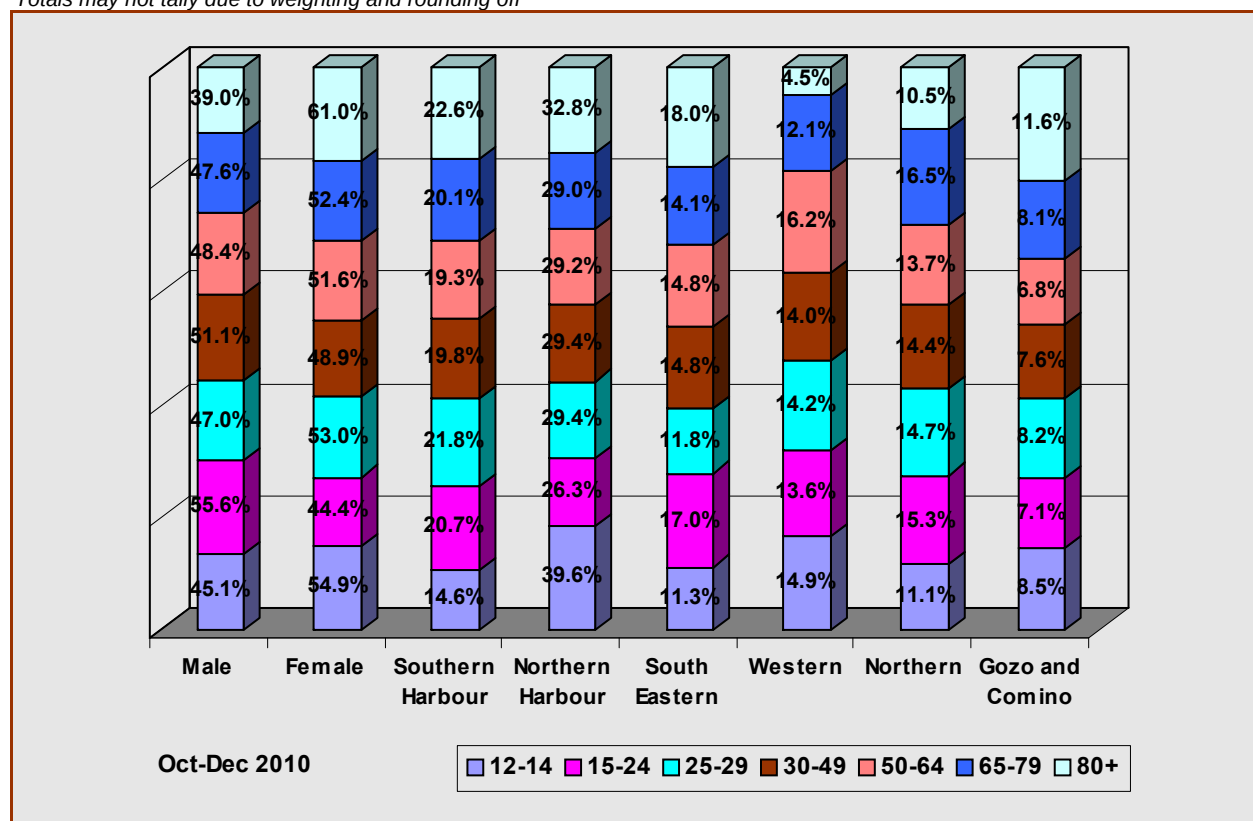


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT-DEC 2010]

3. LISTENING AND VIEWING PATTERNS

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

3.1 Radio Reach

This data has been repeatedly monitored since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed – reaching its lowest mark of 1.034% during the assessment period October-December 2009; while regular radio listening was maintained with just over/under the 50% level. There was a 3.672% decrease over the same period last year – see summary Table and Figure 3.1 below and Tables 3.1-3 in Part Two and Part Three.

What is evident is that radio listeners have constantly exceeded non listeners by about 10% for the past six broadcasting seasons since April-June 2009.

TABLE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006-2010]

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

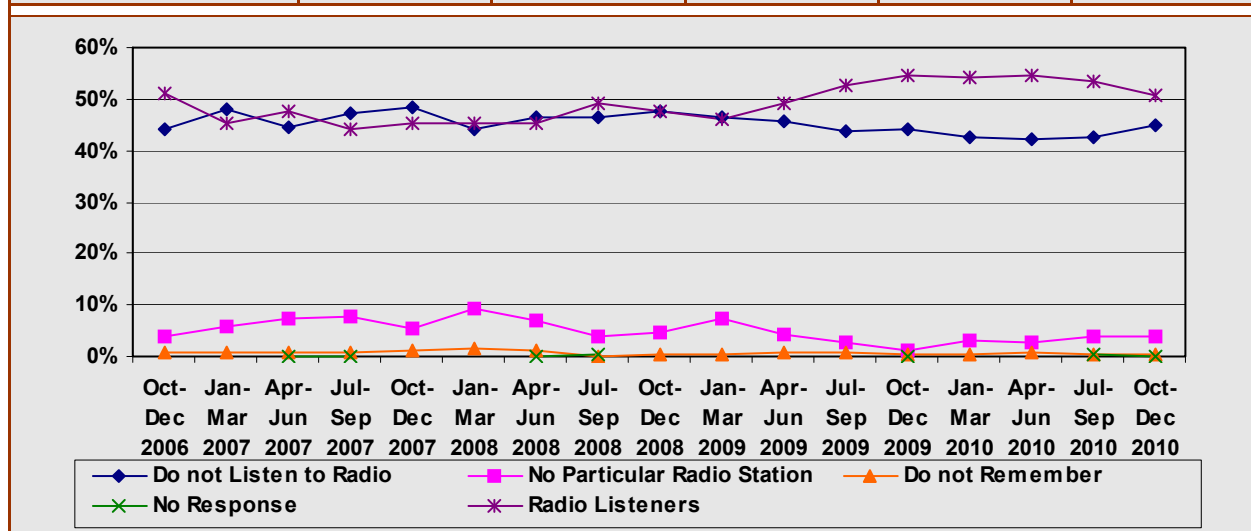


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006-2010]

The total number of radio listeners [i.e. excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – **and excluding the amount of time followed by each listener**] were analysed by broadcasting station and the data is summarised in Table and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Similar to previous assessment periods the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining the highest percentage average of 19.76% of total listeners; ONE Radio obtained the second overall average of 12.28%; while Calypso Radio attained the third best average audience reach of 10.65% of all radio listeners.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[OCT/DEC 2008, 2009, 2010]

[Weighted]	Oct-Dec 2008 %	Oct-Dec 2009 %	Oct-Dec 2010 %	Population N
Radju Malta	6.3	7.89	6.80	12520
Radju Parlament 106.6	3.0	0.20	0.08	149
Magic Radio	7.2	4.61	8.48	15609
ONE Radio	[2] 16.0	[2] 11.93	[2] 12.28	22605
Radio 101	4.9	6.03	3.60	6634
Bay Radio	[1] 16.4	[1] 26.56	[1] 19.76	36371
Calypso Radio	[3] 13.1	[3] 11.12	[3] 10.65	19593
RTK	7.9	5.69	7.88	14509
Smash Radio	4.1	3.25	5.57	10257
Radju Marija	9.0	5.64	7.43	13683
Campus FM	0.5	1.22	1.26	2310
Vibe FM [ex-Capital Radio]	4.0	5.27	8.10	14908
XFM	5.4	5.55	4.96	9128
Community Stations	1.1	3.90	1.92	3533
Foreign/Other Station	1.0	1.15	1.21	2236
	100.0%	100.0%	100.0%	184045
1%=	1724	1993		

Totals may not tally due to weighting and rounding off

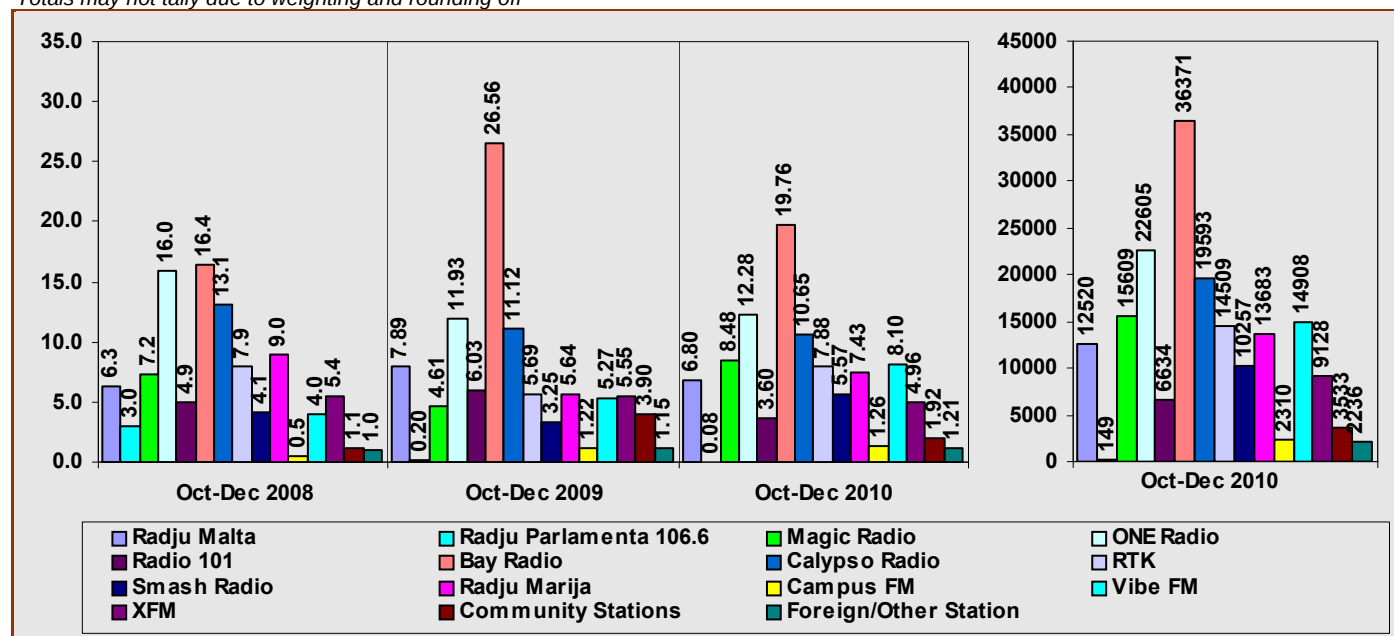


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2008, 2009, 2010]

Bay Radio has been maintaining its prime position since October-December 2008 taking the highest amount of radio listeners from ONE Radio. Table and Figure 3.3 below detail radio reach by quarter for October-December 2007 to 2010.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2010]

	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
Radju Malta	7.5	7.5	6.5	11.2	6.3	6.6	6.3	8.28	7.89	6.98	7.61	8.14	6.80
Radju Parlamenta 106.6	0.9	2.0	0.6	1.1	3.0	1.1	0.8	0.00	0.20	0.10	0.48	0.13	0.08
Magic Radio	7.2	5.5	5.5	5.4	7.2	5.4	6.6	6.21	4.61	5.99	7.95	9.07	8.48
ONE Radio	15.3	19.5	20.2	19.2	16.0	16.7	15.9	16.46	11.93	14.14	12.82	12.34	12.28
Radio 101	6.7	8.4	5.8	5.1	4.9	6.0	4.3	4.66	6.03	4.84	4.26	3.97	3.60
Bay Radio	15.5	16.2	17.1	14.8	16.4	18.8	23.2	22.67	26.56	23.46	20.13	21.34	19.76
Calypso Radio	10.0	10.3	11.6	11.6	13.1	10.1	10.4	9.42	11.12	10.11	10.33	11.48	10.65
RTK	9.4	8.6	8.1	8.8	7.9	9.0	8.9	8.18	5.69	6.54	6.52	6.35	7.88
Smash Radio	6.7	3.9	3.2	3.1	4.1	3.9	3.1	3.11	3.25	4.41	4.59	3.02	5.57
Radju Marija	7.1	7.0	6.2	7.8	9.0	8.8	8.4	5.59	5.64	6.62	6.90	7.13	7.43
Campus FM	2.0	1.1	1.0	0.5	0.5	0.6	0.9	1.24	1.22	0.71	0.63	1.56	1.26
Vibe FM	4.7	3.7	4.7	3.4	4.0	4.0	3.1	4.76	5.27	6.86	8.97	8.02	8.10
XFM	2.8	3.2	6.8	4.3	5.4	5.7	4.0	4.76	5.55	5.08	5.05	4.58	4.96
Community Stations	3.1	2.4	2.0	1.8	1.1	2.3	3.0	3.42	3.90	3.01	2.99	2.28	1.92
Foreign/Other Station	1.1	0.9	0.7	1.8	1.0	1.0	0.9	1.24	1.15	1.16	0.76	0.60	1.21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Totals may not tally due to weighting and rounding off

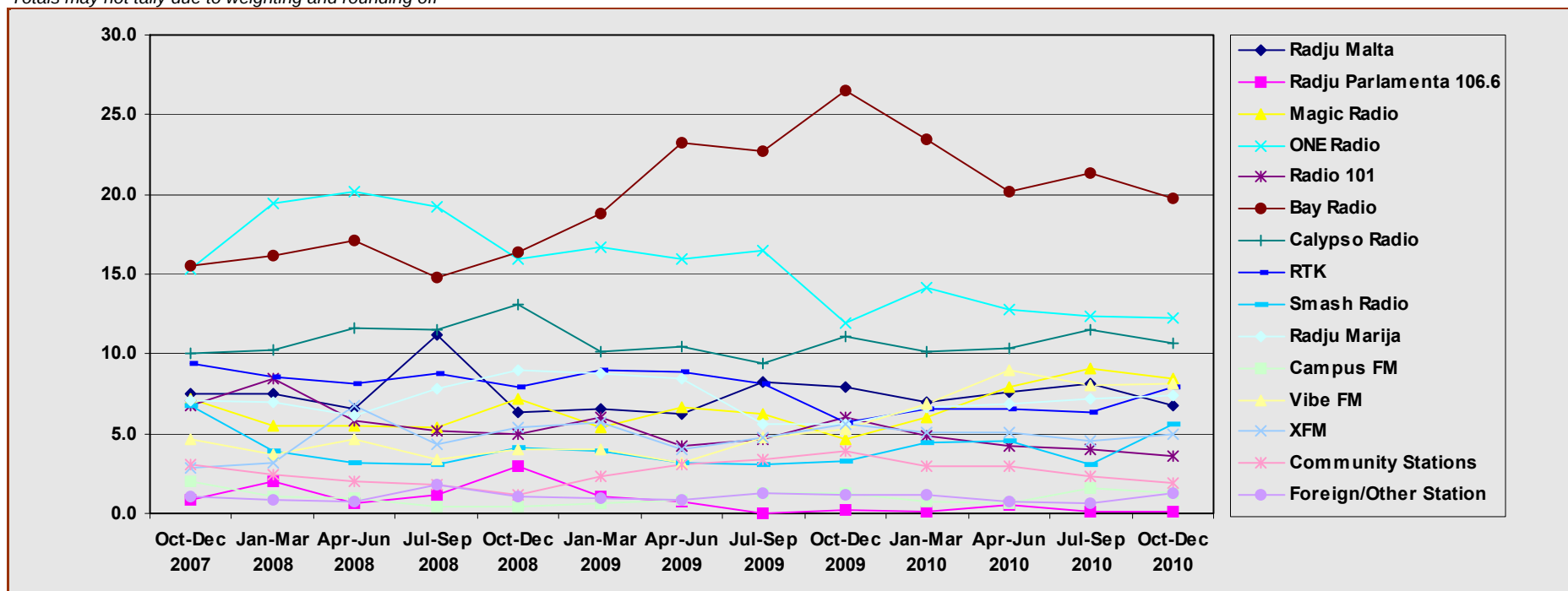


FIGURE 3.3 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2010]

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

Bay Radio is the most preferred station, exceeding the second preferred station, ONE Radio, by 7.48%; Calypso Radio was the third most preferred station with only a very slight lower reach level than that of ONE Radio – by 1.63%.

These rankings are not the same for both Males and Female listeners as the third most preferred station for Females was Radju Marija. Analysed by age groups, there is a marked distinction between those under 50 years old and those 50+ years old: while the former's preferences centre around music radio stations, those over 50 years old prefer more diverse-programme based radio stations. Calypso Radio was the most tuned-in radio of those in the 50-64 years old and the second most tuned-in for those in the 30-49 year old. One Radio had first ranking for those in the 65-79 year olds while RTK and Radju Marija ranked second and third for that same age group. The rankings for those 80years old and over went first for Radju Marija with 41.83%, followed by RTK with 20.27% and ONE Radio with 17.27%.

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

Analysed by district, Bay Radio was the most preferred station in all districts– see Table 3.4 below. ONE Radio was the second preferred station in four districts. Calypso Radio was also the second ranked in one district and the third ranking in three other districts; Magic Radio was the second most preferred station in one district and the third most preferred in another; while RTK was the second most preferred station in one district. Of note is the reach in Gozo & Comino: while in previous assessments radio reach was always highest for either Radio Marija and/or RTK, both religious-oriented broadcasting stations, the trend for lighter radio programmes on other stations registered for April-June 2010 seems to be taking hold of radio listeners. Although religious stations are still predominantly high lighter-content broadcasting stations as Smash Radio and Vibe FM are also attracting higher audiences.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUP, AND BY DISTRICT [OCT-DEC 2010]

[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 and Comino
Radju Malta	6.80	5.64	8.08	8.13	0.00	0.00	4.41	[3]12.20	14.70	6.96	3.31	6.96	[3]9.98	8.46	5.91	6.99
Radju Parlament 106.6	0.08	0.00	0.17	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00
Magic Radio	8.48	6.39	10.76	[3]11.71	7.01	8.25	[3]12.20	8.90	1.54	0.00	5.88	9.39	7.47	[3]10.58	[2]11.36	1.71
ONE Radio	[2]12.28	[2]13.35	[2]11.11	7.09	3.48	1.88	7.64	[2]19.14	[1]28.00	[3]17.27	[2]16.93	[2]11.28	[2]16.88	7.42	8.62	[3]13.42
Radio 101	3.60	4.03	3.14	0.00	0.59	0.00	3.03	6.56	5.95	4.32	4.61	2.32	1.87	6.38	3.94	2.62
Bay Radio	[1]19.76	[1]20.22	[1]19.27	[1]39.81	[1]48.83	[1]34.84	[1]21.20	2.69	0.77	0.00	[1]18.62	[1]18.83	[1]23.36	[1]19.21	[1]20.32	[1]19.18
Calypso Radio	[3]10.65	[3]11.47	9.74	3.41	1.07	3.52	[2]12.65	[1]21.02	4.82	6.70	[3]15.39	[3]10.38	8.37	[2]11.53	[3]9.51	2.71
RTK	7.88	5.92	10.03	0.00	1.64	2.20	4.03	10.14	[2]23.88	[2]20.27	6.80	9.39	4.24	9.04	5.74	[2]15.29
Smash Radio	5.57	6.48	4.58	0.00	4.06	[3]12.54	10.95	1.86	0.73	0.00	4.66	4.01	4.89	5.90	7.92	11.31
Radju Marija	7.43	4.08	[3]11.10	0.00	0.59	0.00	4.56	10.83	[3]15.64	[1]41.83	6.29	8.25	6.66	5.85	8.91	9.66
Campus FM	1.26	2.18	0.25	0.00	0.00	0.00	1.71	1.54	2.50	0.00	1.75	1.74	0.60	1.28	0.80	0.00
Vibe FM	8.10	10.50	5.48	[2]18.02	[2]19.64	[2]28.79	6.16	1.05	0.00	0.00	6.87	8.47	7.99	8.41	9.11	7.11
XFM	4.96	5.77	4.07	8.82	[3]12.51	3.59	6.65	0.29	0.00	0.00	4.73	5.93	4.71	3.32	6.82	1.25
Community Stations	1.92	2.21	1.60	3.02	0.59	4.38	2.26	1.87	1.46	2.65	3.53	1.01	2.43	1.32	1.04	3.87
Foreign/Other Stations	1.21	1.75	0.63	0.00	0.00	0.00	2.30	1.90	0.00	0.00	0.63	2.04	0.00	1.31	0.00	4.89
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 and Comino
Radju Malta	12520	5417	7103	465	0	0	2606	5627	3472	350	1155	3770	2710	2525	1614	746
Radju Parlament 106.6	149	0	149	0	0	0	149	0	0	0	0	0	149	0	0	0
Magic Radio	15609	6144	9465	670	2330	924	7212	4108	364	0	2055	5085	2029	3157	3102	182
ONE Radio	22605	12835	9770	406	1158	211	4517	8832	6612	868	5912	6107	4584	2213	2355	1433
Radio 101	6634	3874	2760	0	195	0	1788	3029	1405	217	1610	1256	508	1902	1077	280
Bay Radio	36371	19432	16939	2279	16235	3902	12531	1243	182	0	6503	10195	6342	5732	5549	2050
Calypso Radio	19593	11028	8565	195	356	394	7474	9699	1138	337	5377	5620	2272	3439	2596	289
RTK	14509	5690	8819	0	545	247	2383	4677	5638	1019	2376	5084	1151	2696	1568	1633
Smash Radio	10257	6229	4028	0	1350	1404	6470	858	173	0	1628	2170	1328	1760	2162	1208
Radju Marija	13683	3925	9758	0	195	0	2695	4996	3694	2103	2199	4465	1808	1745	2434	1032
Campus FM	2310	2093	217	0	0	0	1012	709	590	0	610	939	163	381	217	0
Vibe FM	14908	10093	4816	1031	6528	3224	3639	487	0	0	2398	4586	2169	2508	2488	760
XFM	9128	5548	3580	505	4158	403	3929	133	0	0	1653	3210	1278	989	1863	133
Community Stations	3533	2128	1405	173	195	490	1334	863	345	133	1234	547	661	395	283	413
Foreign/Other Stations	2236	1684	552	0	0	0	1358	878	0	0	221	1103	0	391	0	522
Total	184045	96120	87925	5723	33246	11198	59099	46139	23613	5028	34932	54138	27151	29834	27307	10683

Totals may not tally due to weighting and rounding off

3.2 TV Reach

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

Similar to radio, data for TV reach has also been monitored for the past years using the same analytical methods. Television reach has slightly increased [3.012%] over the previous period of July-September 2010 which is balanced by a decrease of 5.225% of those who do not watch TV; an increase of 1.571% who did not watch a particular station; and a decrease of 0.437% by those who did not remember which TV station they had watched. There was also a slight increase of "No response" of 0.109% – see Table 3.5 and Figure 3.4 below.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006-2010]

[Actual]	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%
Jul-Sep 2010	26.975%	7.302%	1.090%		.054%	64.578%
Oct-Dec 2010	21.720%	8.873%	0.653%		0.163%	68.590%

Totals may not tally due to weighting and rounding off

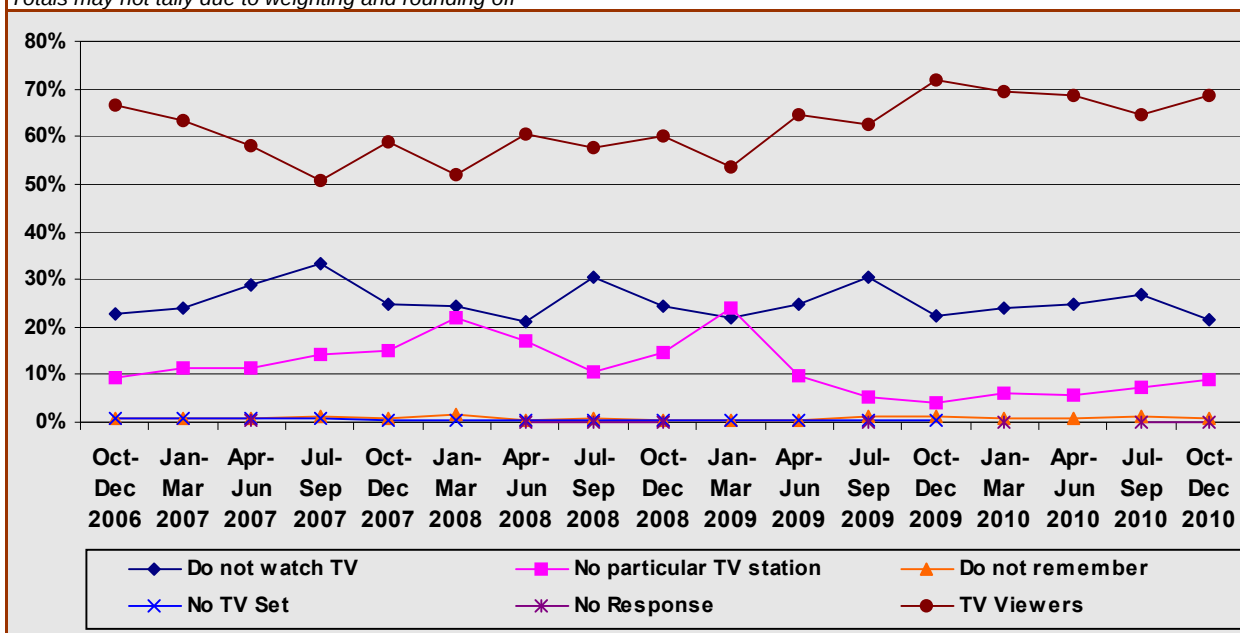


FIGURE 3.4: TV REACH BY QUARTER [OCT/DEC 2006-2010]

The counts of effective viewers for the first quarter of each broadcasting season of 2008, 2009, and 2010 are given in Table 3.6 and Figure 3.5 below. TVM has maintained its prime position throughout increasing the number of viewers by 4.37% over the same period of 2009. The other two main local stations [ONE and Net TV] have also maintained their ranking with ONE losing an insignificant 0.39% while Net TV increased the amount of viewers by 1.61%. However, 44.1% of total viewers prefer foreign broadcasting stations.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT-DEC 2008, 2009, 2010]

[Weighted]	Oct-Dec 2008 %	Oct-Dec 2009 %	Oct-Dec 2010 %	Population N
TVM	[1] 34.7	[1] 28.6	[1] 32.97	81437
ONE	[2] 20.0	[3] 15.6	[3] 15.21	37577
Net TV	[4] 6.0	[4] 5.7	[4] 7.31	18050
Smash TV	0.2	0.8	0.11	265
Education 22		0.2		
iTV		0.1		
Family TV	0.2			
Favorite Channel		1.4	0.24	589
Calypso Music TV			0.06	149
Rai 1	4.5	4.0	4.00	9872
Rai 2	1.8	1.2	1.13	2797
Rai 3	0.5	0.8	0.56	1383
Rete 4	1.9	3.1	3.00	7418
Canale 5	6.3	5.5	5.03	12418
Italia 1	4.0	7.2	5.83	14392
Discovery Channel	3.4	5.7	3.24	7999
MTV	0.8	1.3	0.81	2013
BBC	1.8	1.7	1.50	3705
Other TV Stations	[3] 13.8	[2] 16.9	[2] 19.00	46927
	100.0%	100.0%	100.0%	246993
1%=	2190	2595		

Totals may not tally due to weighting and rounding off

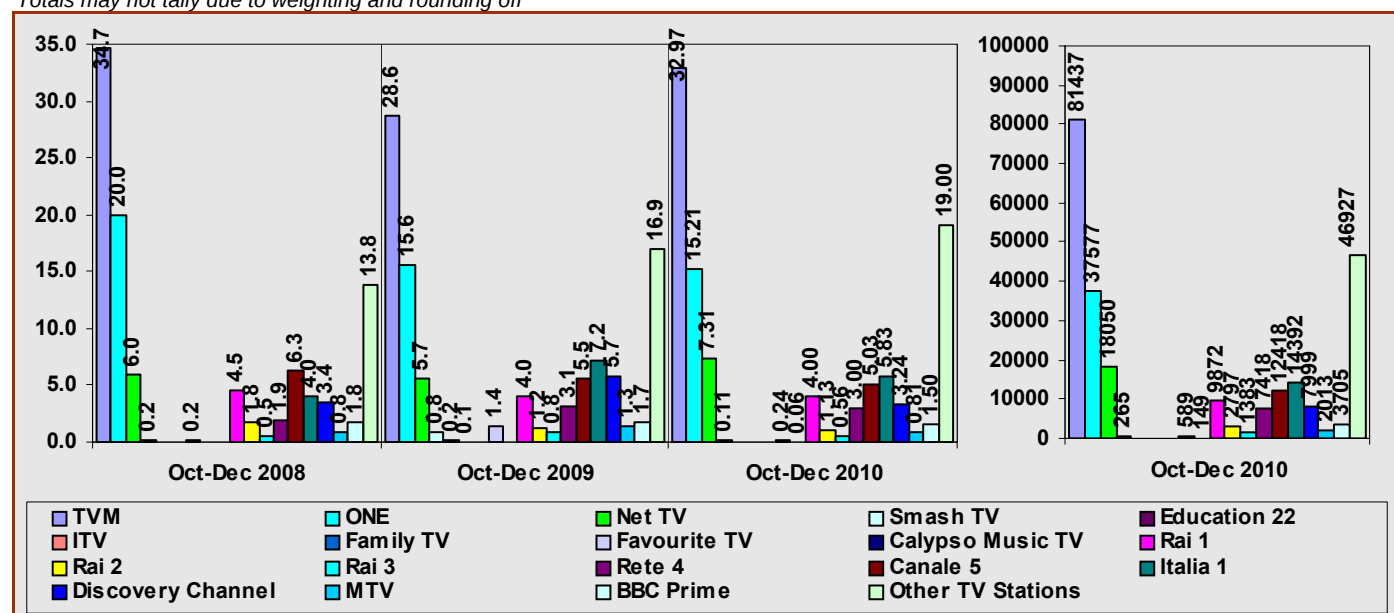


FIGURE 3.5: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2008, 2009, 2010]

By analyzing the reach TV stations by quarter, it can be clearly seen that since 2007 TVM has high seasonal fluctuations losing up to 10% of its viewers to other stations during the summer months – see Table 3.7 and Figure 3.6 below.

TABLE 3.7: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2010]

	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
TVM	[1] 26.8	[1] 26.9	[1] 33.0	[1] 23.9	[1] 34.7	[1] 38.2	[1] 34.9	[1] 21.3	[1] 28.6	[1] 26.8	[1] 34.3	[1] 22.1	[1] 32.97
ONE	[2] 20.7	[2] 21.0	[2] 15.1	[2] 20.6	[2] 20.0	[2] 13.8	[2] 11.2	[2] 14.1	[2] 15.6	[2] 16.6	[2] 13.6	[2] 14.0	[2] 15.21
Net TV	[3] 12.1	[3] 13.4	[3] 8.5	[3] 8.3	[3] 6.0	[3] 5.5	[3] 4.6	[3] 6.3	[3] 5.7	[3] 4.4	[3] 4.8	[3] 6.9	[3] 7.31
Smash TV	0.7	0.5	0.6	0.7	0.2	0.4	1.0	4.6	0.8	0.4	0.5	0.6	0.11
Education 22	0.1	0.1	0.2	0.0			0.1		0.2	0.0	0.2	0.2	
ITV			0.1	0.1				0.1	0.1	0.1	0.0		
Family TV			1.9	1.6		0.7	0.3				0.0		
Favourite TV					0.2	1.3	0.8	1.6	1.4	0.6	0.5	0.7	0.24
Calypso Music TV										0.2	0.1	0.2	0.06
	60.3	62.0	59.4	55.1	61.0	59.9	52.8	47.9	52.4	49.0	54.0	44.7	55.9
Rai 1	[3] 4.2	[3] 3.1	[1] 11.6	[3] 3.8	[2] 4.5	[3] 3.9	[2] 6.5	[3] 4.5	[3] 4.0	[3] 5.7	[1] 7.2	[3] 5.5	[3] 4.00
Rai 2	1.4	1.3	1.1	3.0	1.8	2.1	1.5	1.5	1.2	1.6	0.6	1.8	1.13
Rai 3	0.4	0.4	0.7	0.4	0.5	0.8	0.6	0.6	0.8	0.6	0.5	0.4	0.56
Rete 4	[4] 2.5	[4] 2.7	[4] 2.9	2.7	1.9	[4] 3.8	[4] 3.5	2.8	3.1	4.0	3.2	2.4	3.00
Canale 5	[2] 6.0	[2] 6.5	[3] 4.5	[2] 5.0	[1] 6.3	[1] 6.8	[3] 5.6	[2] 6.8	[2] 5.5	[1] 8.0	[4] 4.6	[2] 5.9	[2] 5.03
Italia 1	[1] 7.3	[1] 7.2	[2] 5.1	[1] 5.8	[3] 4.0	[2] 5.6	[1] 6.7	[1] 8.1	[1] 7.2	[2] 7.0	[2] 6.7	[1] 7.8	[1] 5.83
Discovery Channel	1.8	2.1	2.2	[4] 2.9	[4] 3.4	2.2	[4] 3.5	[4] 4.6	[4] 5.7	[4] 4.3	[3] 4.7	[4] 4.9	[4] 3.24
MTV	0.4	0.6	1.1	2.6	0.8	0.6	2.1	1.3	1.3	0.9	0.8	0.9	0.81
BBC Prime	1.3	1.3	1.0	2.2	1.5	1.2	0.9	1.7	1.7	1.7	1.6	2.6	1.50
BBC World	0.4	0.6	0.1	0.5	0.3	0.3	0.4	0.2					
Other TV Stations	14.0	12.1	10.3	15.9	13.8	12.8	15.7	19.9	16.9	17.3	16.3	23.2	19.00
	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

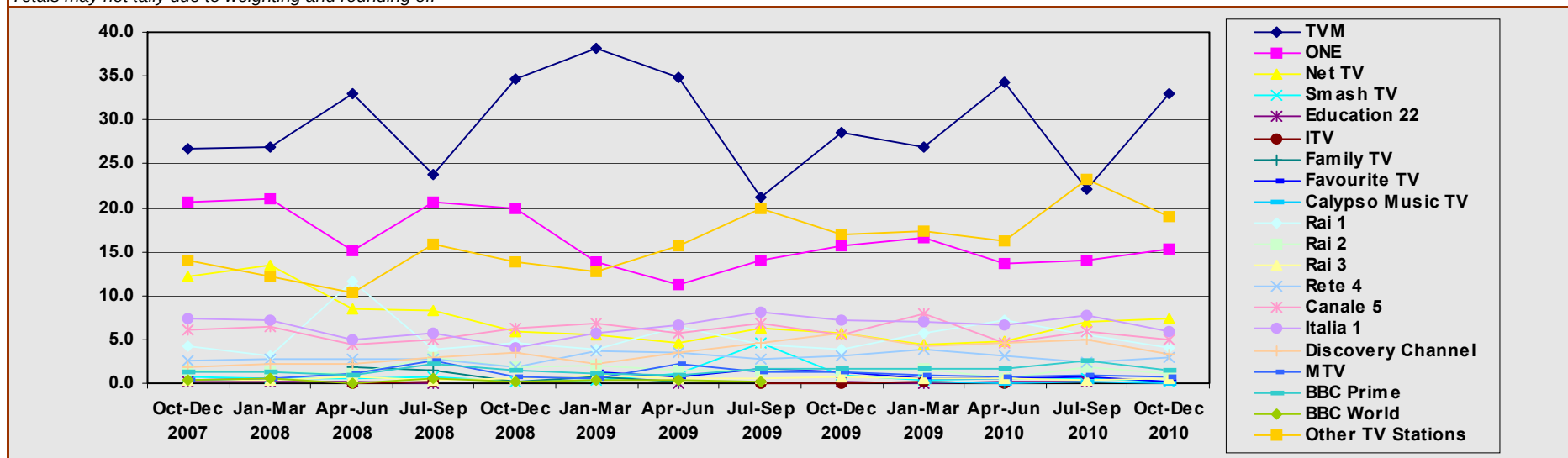


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007-2010]

Of the foreign broadcasting stations received locally Mediaset stations carried away most of the audiences with Italia 1 and Canale 5 nearly always ranking first and second while Rai 1 ranked third in nearly all the broadcasting quarters with the exception of April-June 2008 and 2010 where it ranked first during which periods the UEFA Cup and the World Cup were held.

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

Analyzed by demographics TVM has the largest amount of viewers by gender, by age groups and by districts – with the exception of 12-14 year olds where “Other TV stations” attracted 32.53% as against 30.71% of TVM 12-14 year olds – see Table 3.8 below. Further analysis revealed that Disney Channel re-broadcast by Melita plc and GO plc attracted 21.75% of 12-14 year olds as follows:

	%	N
Cartoon Network	2.88	453
Comedy Central	2.44	384
Disney Channel	21.75	3425
E Entertainment	1.24	196
Euro Sport	1.24	195
Living	1.34	211
Real Madrid	1.64	258
Total	32.53	5121

Between genders, Italia 1 was the fourth preferred station for males as against the fourth Net TV for females. Overall male audiences are split between local and foreign stations while female prefer more local stations than foreign stations by 22.17%.

By age groups, the youngest two groups overall prefer more foreign broadcasting stations than local stations with Italia 1 taking third and fourth ranking for all four groups under 50 years old. Local stations took precedence of viewers with the older age groups with TVM attracting over a third of viewers in nearly all the groups; ONE ranked second for all those over fifty years old, and third and fourth for those under 50 years old while Net TV ranked third for those over 80 years old and fourth for those from 50 to 79 years old.

Analysed by district, with the exception of Gozo & Comino the difference between local and foreign stations ranges from the lowest difference of 5.7% in the Northern Harbour area to 23.4% in the Northern District in favour of local broadcasting stations. In Gozo although a third of the locals prefer TVM, foreign stations are favored more than local stations by a difference of 3.76% and only ONE managed to attain the third ranking at 9.09% besides TVM.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

[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]32.97	[1]28.71	[1]37.11	[2]30.71	[1]31.05	[1]32.92	[1]35.14	[1]32.02	[1]32.55	[1]35.67	[1]27.43	[1]30.65	[1]32.35	[1]37.65	[1]41.51	[1]33.44
ONE	[3]15.21	[3]15.05	[3]15.37	[4]10.03	[4] 9.82	[3]12.64	[3]11.79	[2]20.87	[2]21.65	[2]21.04	[2]18.61	[3]13.36	[2]21.51	[3]14.80	[3]11.41	[3] 9.09
Net TV	[4] 7.31	6.34	[4] 8.25	5.24	4.78	4.75	5.87	[4] 8.93	[4]11.78	[3]12.03	[4] 8.73	[4] 8.44	5.32	5.61	[4] 8.00	4.86
Smash TV	0.11	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.62	0.00	0.00	0.00	0.00	0.78	0.00
Favorite Channel	0.24	0.24	0.24	0.00	0.00	0.00	0.38	0.50	0.00	0.00	0.34	0.39	0.00	0.00	0.00	0.73
Calypso Music TV	0.06	0.00	0.12	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00
Total Local	55.90	50.55	61.09	45.97	45.65	50.30	53.38	62.32	65.99	72.37	55.10	52.85	59.59	58.05	61.70	48.12
Rai 1	4.00	4.03	3.96	0.00	0.95	1.37	2.43	7.58	7.25	6.75	4.63	3.95	1.40	5.05	4.18	5.12
Rai 2	1.13	1.70	0.58	0.00	0.66	1.37	1.75	1.39	0.52	0.00	1.57	1.03	1.16	0.55	1.42	0.93
Rai 3	0.56	0.71	0.42	0.00	0.00	1.78	0.77	0.61	0.00	2.36	0.00	1.12	0.90	0.00	0.70	0.00
Rete 4	3.00	3.55	2.47	0.00	0.00	4.40	2.31	4.11	6.62	4.85	3.61	3.26	4.39	0.46	3.54	1.66
Canale 5	5.03	2.66	7.33	0.00	4.85	8.19	6.14	5.69	3.61	0.00	5.55	5.49	4.16	4.91	3.59	6.35
Italia 1	5.83	[4] 7.53	4.18	[3]12.09	[3]12.27	[4] 9.02	[4] 7.08	0.86	1.06	0.00	7.51	4.74	[4] 7.51	[4] 6.18	1.89	[4] 9.00
Discovery Channel	3.24	6.21	0.35	5.29	4.69	4.90	3.89	1.80	1.61	0.00	3.85	3.16	1.31	2.44	5.05	3.86
MTV	0.81	1.16	0.48	2.55	3.55	0.00	0.00	0.30	0.00	0.00	0.81	1.99	0.00	0.00	0.00	0.82
BBC	1.50	0.54	2.43	1.57	0.43	0.00	1.21	3.04	1.14	2.29	0.00	1.42	1.87	3.34	1.92	0.77
Other TV stations	[2]19.00	[2]21.36	[2]16.71	[1]32.53	[2]26.95	[2]18.68	[2]21.05	[3]12.29	[3]12.20	[4]11.40	[3]17.38	[2]21.00	[3]17.71	[2]19.02	[2]15.99	[2]23.37
Total Foreign	44.10	49.45	38.91	54.03	54.35	49.70	46.62	37.68	34.01	27.63	44.90	47.15	40.41	41.95	38.30	51.88
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	81437	34923	46514	4834	12480	4774	26722	19160	10855	2612	13575	22566	11524	13585	14086	6101
ONE	37577	18312	19266	1578	3949	1832	8969	12487	7221	1541	9210	9838	7661	5339	3871	1658
Net TV	18050	7711	10339	824	1922	688	4464	5341	3929	881	4320	6213	1894	2023	2714	886
Smash TV	265	265	0	0	0	0	0	0	0	265	0	0	0	0	265	0
Favorite Channel	589	287	301	0	0	0	287	301	0	0	168	287	0	0	0	133
Calypso Music TV	149	0	149	0	0	0	149	0	0	0	0	0	149	0	0	0
Rai 1	9872	4908	4964	0	384	198	1844	4536	2417	494	2290	2910	498	1823	1417	934
Rai 2	2797	2066	732	0	263	198	1330	832	173	0	778	757	412	198	482	170
Rai 3	1383	861	522	0	0	258	588	364	0	173	0	823	322	0	238	0
Rete 4	7418	4316	3102	0	0	638	1758	2461	2208	355	1785	2398	1563	168	1203	303
Canale 5	12418	3230	9188	0	1950	1187	4669	3407	1205	0	2746	4045	1480	1772	1218	1158
Italia 1	14392	9158	5234	1904	4932	1308	5382	513	353	0	3715	3488	2675	2229	643	1642
Discovery Channel	7999	7557	442	832	1884	711	2958	1075	538	0	1908	2325	467	880	1714	704
MTV	2013	1410	603	402	1429	0	0	182	0	0	402	1462	0	0	0	149
BBC	3705	660	3045	247	173	0	919	1818	381	168	0	1043	667	1204	651	140
Other TV station	46927	25984	20944	5121	10833	2708	16008	7355	4067	834	8603	15463	6309	6863	5427	4263
Total	246993	121647	125346	15742	40199	14502	76048	59833	33347	7322	49499	73618	35621	36082	33930	18243

4. MEDIA RECEPTION PLATFORM

The kind of media reception platforms used by households started being researched during the broadcasting season starting October-December 2008. Unfortunately, in many cases respondents are not aware what specific type of media platform they are using for listening and viewing their radio and television sets; especially so with older generations. Most often interviewers resorted to asking the respondents to describe the system used in the latter's household to determine the type of media platform used. And those respondents who were uncognitive of such systems would describe the channel mostly followed; sometimes indicating that they might have satellite reception when in actual fact they had a cable system installed which was re-transmitting satellite broadcast stations.

Well knowing that certain households may have more than one system installed, this kind of assessment was reconsidered. From the broadcasting season [Oct 2009/Sep2010], the question asked to respondents was changed to the effect that they were asked whether they had a specific media platform installed in their household [being described by the interviewer if necessary]; while at the same time allowing for multiple replies. For the previous assessment period of October 2008/September 2009 respondents were asked for the platform most frequently used in their household

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

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

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

**Q1 & Q2:
Oct/Dec 2009 & Jan/Mar 2010**

- Aerial (Analogue) system installed at home
- Cable (NOT Digital) system installed at home
- Digital Aerial system installed at home
- Satellite system installed at home
- Internet TV system installed at home
- Other TV system installed at home
- No TV at home

**Q3 & Q4:
Apr/Jun & Jul/Sep 2010**

- Aerial (Free-to-air) installed at home
- Cable (Analogue or Digital) TV system installed at home
- Digital Aerial system (with decoder) installed at home
- Satellite TV system installed at home
- Internet TV system (incl. Dreambox) available at home
- Other TV system installed at home
- No TV at home

**Q1:
Oct/Dec 2010**

- Aerial (Free-to-air) installed at home
- Melita installed at home
- GO installed at home
- Satellite installed at home
- Internet (incl. Dreambox decoder)
- Other TV system installed at home
- No TV at home

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

4.1 Radio Reception Platforms

Respondents were asked to indicate what type of reception platform they have at home choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” while allowing for multiple replies. While 6.69% of all those interviewed replied that they do not have a radio-set at home, 17.18% of the respondents indicated that they have more than one system of radio reception in their households; an increase of 5.45% over the previous assessment period – see Table and Figure 4.1 below.

TABLE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2008-2010]

	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	N [358,997]
AM/FM	82.4%	73.6%	75.6%	75.2%	88.74%	88.11%	90.41%	91.29%	90.03%	323,209
Digital	5.2%	3.4%	1.2%	4.4%	10.10%	12.22%	5.24%	4.60%	5.55%	19,934
Other	12.4%	4.1%	.7%	1.6%	2.42%	1.72%	4.11%	11.13%	14.91%	53,522
No Radio set		18.8%	22.5%	18.8%	5.22%	4.61%	5.10%	4.71%	6.69%	24,001
	100%	100%	100%	100%	106.48%	106.67%	104.86%	111.73%	117.18%	420,666

Totals may not tally due to weighting and rounding off

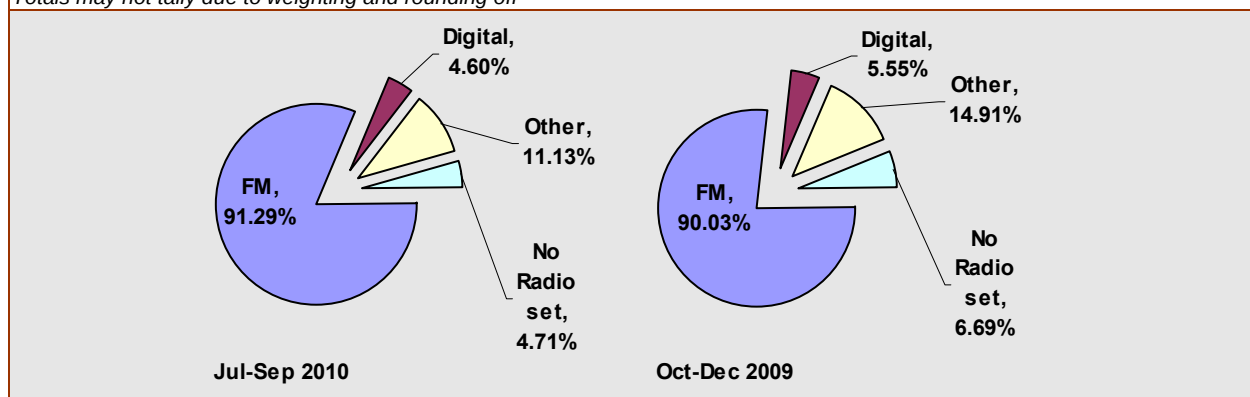


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [JUL/SEP - OCT/DEC 2010]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

During this assessment period the indications are that there is some gender difference in digital radio take-up [M:61.92% - F:38.08%] as nearly equal percentages were registered for the AM/FM radio and for "Other systems available at home". Digital radio registered highest with those in the 30-49 age-group with 43.1% and which is nearly half of those who have such a system at home; followed by those in the 15-24 age group with 26.5% and who also registered the highest percentage of 45.3% for the availability of Other Radio systems at home. The Northern Harbour area registered the highest percentages in all the three types of systems.

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

Yes	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	323,209	162,148	161,061	17,212	54,542	17,316	96,491	82,886	44,111	10,651	65,764	95,189	48,885	45,642	43,753	23,977
Col %	90.03%	90.70%	89.37%	89.90%	88.57%	80.62%	88.01%	93.77%	92.92%	94.32%	92.48%	90.16%	91.87%	90.77%	84.78%	88.14%
Row%	100.0%	50.17%	49.83%	5.33%	16.88%	5.36%	29.85%	25.64%	13.65%	3.30%	20.35%	29.45%	15.12%	14.12%	13.54%	7.42%
Availability of Digital Radio system at home																
Count	19,934	12,344	7,590	933	5,285	1,544	8,597	1,880	1,695	0	3,412	6,319	2,506	2,991	4,238	468
Col %	5.55%	6.91%	4.21%	4.87%	8.58%	7.19%	7.84%	2.13%	3.57%	0.00%	4.80%	5.99%	4.71%	5.95%	8.21%	1.72%
Row%	100.0%	61.92%	38.08%	4.68%	26.51%	7.74%	43.13%	9.43%	8.50%	0.00%	17.12%	31.70%	12.57%	15.00%	21.26%	2.35%
Availability of Other Radio system/s at home																
Count	53,522	25,429	28,092	4,135	24,240	3,702	15,372	4,981	744	346	8,247	18,352	9,312	5,682	8,218	3,709
Col %	14.91%	14.22%	15.59%	21.60%	39.36%	17.24%	14.02%	5.64%	1.57%	3.06%	11.60%	17.38%	17.50%	11.30%	15.92%	13.64%
Row%	100.0%	47.51%	52.49%	7.73%	45.29%	6.92%	28.72%	9.31%	1.39%	0.65%	15.41%	34.29%	17.40%	10.62%	15.36%	6.93%
No Radio available at home																
Count	24,001	11,527	12,474	1,502	2,639	2,395	8,489	5,164	3,171	641	3,272	6,180	3,652	3,454	4,973	2,470
Col %	6.69%	6.45%	6.92%	7.84%	4.29%	11.15%	7.74%	5.84%	6.68%	5.68%	4.60%	5.85%	6.86%	6.87%	9.64%	9.08%
Row%	100.0%	48.03%	51.97%	6.26%	11.00%	9.98%	35.37%	21.52%	13.21%	2.67%	13.63%	25.75%	15.21%	14.39%	20.72%	10.29%
Total Population																
Count	358,997	178,768	180,228	19,146	61,580	21,480	109,635	88,392	47,472	11,292	71,109	105,576	53,212	50,284	51,610	27,205
Col %	117.2%	118.3%	116.1%	124.2%	140.8%	116.2%	117.6%	107.4%	104.7%	103.1%	113.5%	119.4%	120.9%	114.9%	118.5%	112.6%
Row%	100.0%	49.80%	50.20%	5.33%	17.15%	5.98%	30.54%	24.62%	13.22%	3.15%	19.81%	29.41%	14.82%	14.01%	14.38%	7.58%

Totals may not tally due to weighting and rounding off

4.1.2 Radio Reception analysis by Platform

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

TABLE 4.3: RADIO RECEPTION SYSTEMS BY PLATFORM [OCT-DEC 2010]

Oct-Dec 2010		FM Radio		Digital Radio		Other Radio system/s	
Weighted Sample		N	%[W]	N	%[W]	N	%[W]
ALL Replies		1654	90.03%	102	5.55%	274	14.91%
Only		1371	74.63%	30	1.64%	24	1.28%
FM Radio & ...				48	2.62%	218	11.86%
Digital Radio & ...		48	2.62%			11	0.58%
Other Radio & ...		218	11.86%	11	0.58%		
		1637	89.10%	89	4.84%	252	13.72%
More than 2 systems including ...		17	0.93%	13	0.72%	22	1.19%
Population		FM Radio		Digital Radio		Other Radio system/s	
		N	%[N]	N	%[N]	N	%[N]
ALL Replies		323209	90.03%	19934	5.55%	53522	14.91%
Only		267902	74.63%	5871	1.64%	4599	1.28%
FM Radio & ...				9403	2.62%	42561	11.86%
Digital Radio & ...		9403	2.62%			2088	0.58%
Other Radio & ...		42561	11.86%	2088	0.58%		
		319866	89.10%	17363	4.84%	49248	13.72%
More than 2 systems including ...		3343	0.93%	2571	0.72%	4273	1.19%

Totals may not tally due to weighting and rounding off

4.2 TV Reception Platforms

On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts while allowing for multiple replies. For this assessment period respondents were directly asked whether they subscribe to either Melita Cable plc and/or GO plc. services for their cable and digital-aerial services. Table 4.4 and Figure 4.2 below detail the percentages registered by the various broadcasting platforms by quarter from October-December 2009 to this quarter under review.

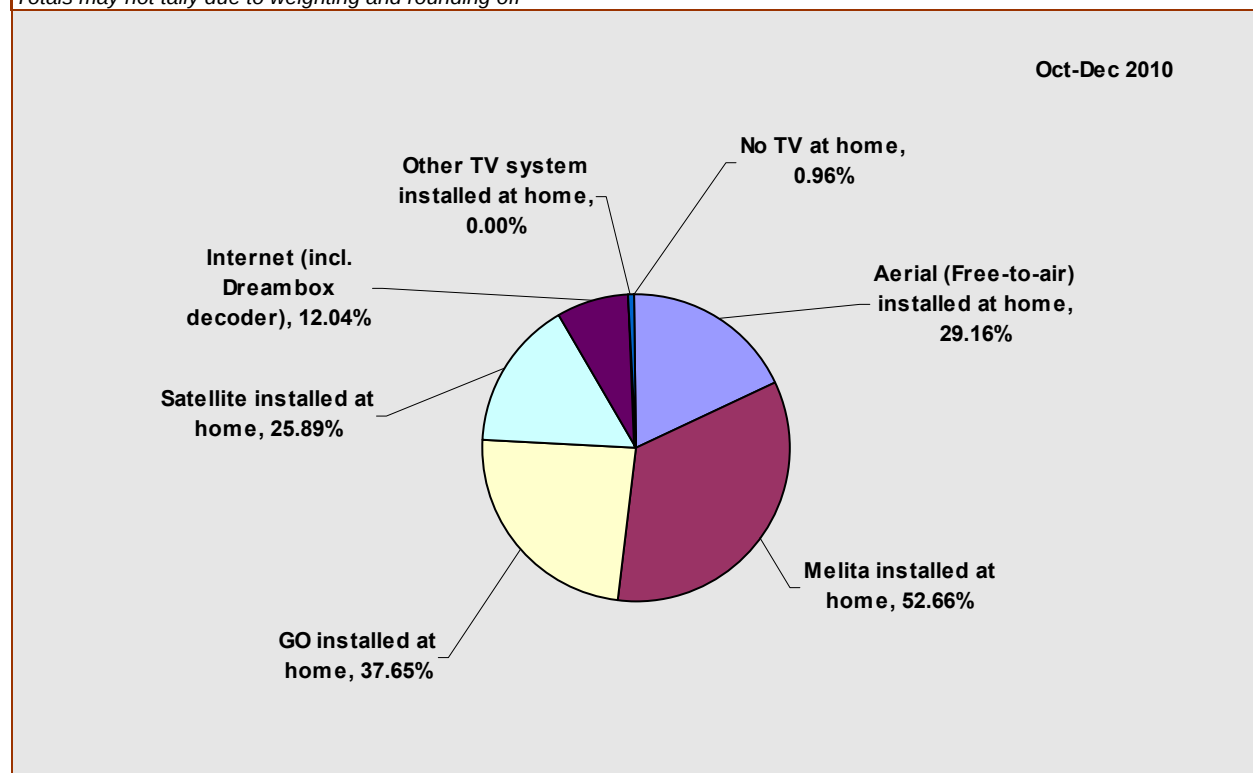
Of note is that while only 17.18% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 58.36% - an increase of 0.59% over the previous assessment period. The highest increase registered was that for April-June [+ 13.1%] when the FIFA World Cup series was held.

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

TABLE 4.4: TV RECEPTION SYSTEM BY QUARTER [OCT-DEC 2009 – 2010]

	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	N [358,997]
Aerial (Free-to-air) installed at home	27.7%	32.3%	33.8%	30.64%	29.16%	104691
Melita installed at home	17.8%	16.6%	54.7%	53.46%	52.66%	189032
GO installed at home	67.7%	69.5%	34.8%	39.38%	37.65%	135166
Satellite installed at home	17.4%	21.0%	24.6%	24.47%	25.89%	92947
Internet (incl. Dreambox decoder)	2.1%	1.6%	5.6%	8.96%	12.04%	43217
Other TV system installed at home	.1%	0.4%	0.8%	0.65%	0.00%	0
No TV at home	.4%	0.2%	0.5%	0.22%	0.96%	3453
	133.3%	141.6%	154.7%	157.77%	158.36%	568506

Totals may not tally due to weighting and rounding off

**FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [OCT-DEC 2010]**

4.2.1 TV Reception Platform by Gender, Age Groups and District

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

TABLE 4.5: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	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	104,691	52,276	52,416	6,265	18,057	4,285	30,914	25,472	16,760	2,939	21,413	27,579	21,277	13,980	13,913	6,529
Col %	29.16%	29.24%	29.08%	32.72%	29.32%	19.95%	28.20%	28.82%	35.30%	26.02%	30.11%	26.12%	39.98%	27.80%	26.96%	24.00%
Row%	100.00%	49.93%	50.07%	5.98%	17.25%	4.09%	29.53%	24.33%	16.01%	2.81%	20.45%	26.34%	20.32%	13.35%	13.29%	6.24%
Melita Cable plc.																
Count	189,032	94,748	94,285	9,211	30,167	9,925	53,918	51,702	26,759	7,351	40,594	61,381	24,203	25,438	24,150	13,266
Col %	52.66%	53.00%	52.31%	48.11%	48.99%	46.20%	49.18%	58.49%	56.37%	65.10%	57.09%	58.14%	45.48%	50.59%	46.79%	48.76%
Row%	100.00%	50.12%	49.88%	4.87%	15.96%	5.25%	28.52%	27.35%	14.16%	3.89%	21.47%	32.47%	12.80%	13.46%	12.78%	7.02%
GO plc.																
Count	135,166	64,535	70,631	8,745	25,752	9,447	43,217	30,078	14,779	3,147	21,281	39,766	19,968	22,309	21,846	9,995
Col %	37.65%	36.10%	39.19%	45.68%	41.82%	43.98%	39.42%	34.03%	31.13%	27.87%	29.93%	37.67%	37.53%	44.37%	42.33%	36.74%
Row%	100.00%	47.74%	52.26%	6.47%	19.05%	6.99%	31.97%	22.25%	10.93%	2.33%	15.74%	29.42%	14.77%	16.51%	16.16%	7.39%
Satellite TV system																
Count	92,947	50,352	42,595	6,275	17,032	5,506	33,232	22,540	7,635	726	17,875	27,476	13,634	13,826	14,867	5,270
Col %	25.89%	28.17%	23.63%	32.77%	27.66%	25.63%	30.31%	25.50%	16.08%	6.43%	25.14%	26.02%	25.62%	27.50%	28.81%	19.37%
Row%	100.00%	54.17%	45.83%	6.75%	18.32%	5.92%	35.75%	24.25%	8.21%	0.78%	19.23%	29.56%	14.67%	14.87%	16.00%	5.67%
Internet TV system (incl. Dreambox)																
Count	43,217	23,663	19,554	3,708	15,239	2,918	12,875	6,710	1,767	0	7,991	14,402	6,403	6,829	4,286	3,307
Col %	12.04%	13.24%	10.85%	19.37%	24.75%	13.59%	11.74%	7.59%	3.72%	0.00%	11.24%	13.64%	12.03%	13.58%	8.30%	12.16%
Row%	100.00%	54.75%	45.25%	8.58%	35.26%	6.75%	29.79%	15.53%	4.09%	0.00%	18.49%	33.32%	14.82%	15.80%	9.92%	7.65%
Other TV system																
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Col %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Row%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
No TV at home																
Count	3,453	2,560	893	0	706	195	646	839	713	355	536	611	345	0	1,006	954
Col %	0.96%	1.43%	0.50%	0.00%	1.15%	0.91%	0.59%	0.95%	1.50%	3.14%	0.75%	0.58%	0.65%	0.00%	1.95%	3.51%
Row%	100.00%	74.14%	25.86%	0.00%	20.45%	5.64%	18.70%	24.30%	20.64%	10.27%	15.52%	17.70%	10.00%	0.00%	29.14%	27.64%
Total Population																
Count	358,997	178,768	180,228	19,146	61,580	21,480	109,635	88,392	47,472	11,292	71,109	105,576	53,212	50,284	51,610	27,205
Col%	158.4%	161.2%	155.6%	178.6%	173.7%	150.3%	159.4%	155.4%	144.1%	128.6%	154.3%	162.2%	161.3%	163.8%	155.1%	144.5%
Row%	100.0%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	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 multiplicity use of platforms in the same household. Although 29.15% of all respondents stated that they hold a roof-top aerial only 5.43% of respondents [c. 19,500 households] said that they only made use of the roof-top aerial. Interesting that during this period 1.58% of respondents stated that they have both Melita Cable and GO installed at home – see Table 4.6 below.

Further data is available in Part Two of this report.

TABLE 4.6: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT-DEC 2010]

Weighted Sample	Aerial (Analogue)		Melita Cable		GO plc.		Satellite		Internet		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	536	29.16%	967	52.66%	692	37.65%	476	25.89%	221	12.04%	0	0%
Only	100	5.43%	531	28.90%	308	16.78%	26	1.42%	2	0.12%	0	0%
Aerial (Analogue) & ...			129	7.03%	111	6.04%	55	2.97%	8	0.43%	0	0%
Melita Cable plc. & ...	129	7.03%			29	1.58%	127	6.89%	50	2.74%	0	0%
GO plc. & ...	111	6.04%	29	1.58%			91	4.94%	43	2.33%	0	0%
Satellite & ...	55	2.97%	127	6.89%	91	4.94%			9	0.50%	0	0%
Internet & ...	8	0.43%	50	2.74%	43	2.33%	9	0.50%			0	0%
Other TV system & ...	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%		
	402	21.90%	866	47.13%	582	31.68%	307	16.72%	112	6.11%	0	0%
More than 2 systems incl ...	133	7.26%	102	5.53%	110	5.97%	169	9.18%	109	5.93%	0	0%

Population	Aerial (Analogue)		Melita Cable		GO plc.		Satellite		Internet		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	104691	29.16%	189032	52.66%	135166	37.65%	92947	25.89%	43217	12.04%	0	0%
Only	19509	5.43%	103742	28.90%	60254	16.78%	5090	1.42%	436	0.12%	0	0%
Aerial (Analogue) & ...			25222	7.03%	21696	6.04%	10654	2.97%	1531	0.43%	0	0%
Melita Cable plc. & ...	25222	7.03%			5678	1.58%	24733	6.89%	9821	2.74%	0	0%
GO plc. & ...	21696	6.04%	5678	1.58%			17741	4.94%	8359	2.33%	0	0%
Satellite & ...	10654	2.97%	24733	6.89%	17741	4.94%			1789	0.50%	0	0%
Internet & ...	1531	0.43%	9821	2.74%	8359	2.33%	1789	0.50%			0	0%
Other TV system & ...	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%		
	78613	21.90%	169196	47.13%	113728	31.68%	60007	16.72%	21937	6.11%	0	0%
More than 2 systems incl ...	26079	7.26%	19837	5.53%	21438	5.97%	32939	9.18%	21280	5.93%	0	0%

Totals may not tally due to weighting and rounding off

5. TEleshopping

Again, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed. Teleshopping programmes are aired on local broadcasting stations, generally during the off-peak hours during the day. There is only one channel [iTV] completely dedicated to 24/7 Teleshopping.

For this broadcasting season only 9.2% stated that they regularly watched Teleshopping programmes. Overall, of the effective teleshopping programme viewers, 5.41% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Smash TV [25.59%], followed by ONE [19.44%] and TVM [18.83%] – see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

Again, data is being reported as collected – there is no teleshopping on Education 22 while Family TV has ceased operations.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – 2010]

	Oct-Dec 2007	Jan-Mar 2008	April-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	
													%	N
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45	10.65	9.19	8.48	8.95	10.4	9.2	33163
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11	88.86	90.37	91.52	91.05	89.6	90.8	325834
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44	0.49	0.44					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	358997
1%=	3594	3594	3594	3594	3633	3633	3633	3633	3633	3633	3633	3633		
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70	10.26	19.47	15.45	18.50	9.22	18.83	6243
ONE	19.49	19.65	24.84	25.93	35.53	17.37	16.30	11.79	16.40	21.65	18.89	15.91	19.44	6448
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67	5.64	8.15	6.66	5.12	27.98	12.52	4151
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93	47.18	43.71	37.07	39.82	26.91	25.59	8487
ITV	17.44	14.45	15.92	15.43	8.63	10.00	11.85	13.85	7.73	6.82	8.94	11.28	9.96	3303
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48	0.51	0.00			0.53		
Family TV					3.55	8.95	5.93		0.00			0.60		
Favourite TV													5.34	1769
Calypso Music TV													2.91	965
Other					1.02	4.21	2.22	3.59	1.81	2.39	1.87	3.58		
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93	7.18	2.95	9.70	6.68	4.00	5.41	1795
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	33163
1%=	387	346	315	329	390	386	271	387	335	308	325	376		

Totals may not tally due to weighting and rounding off

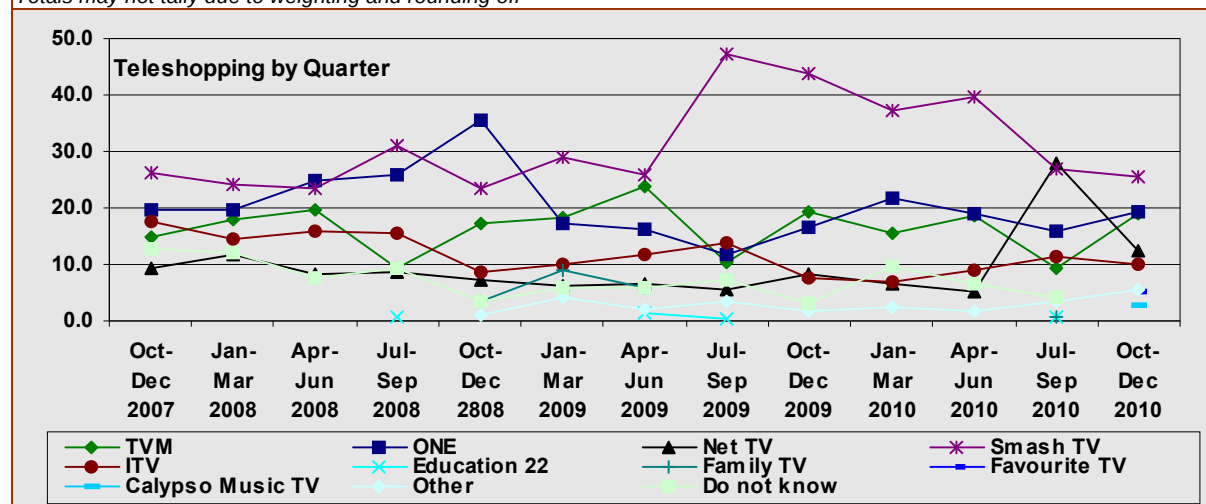


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – 2010]

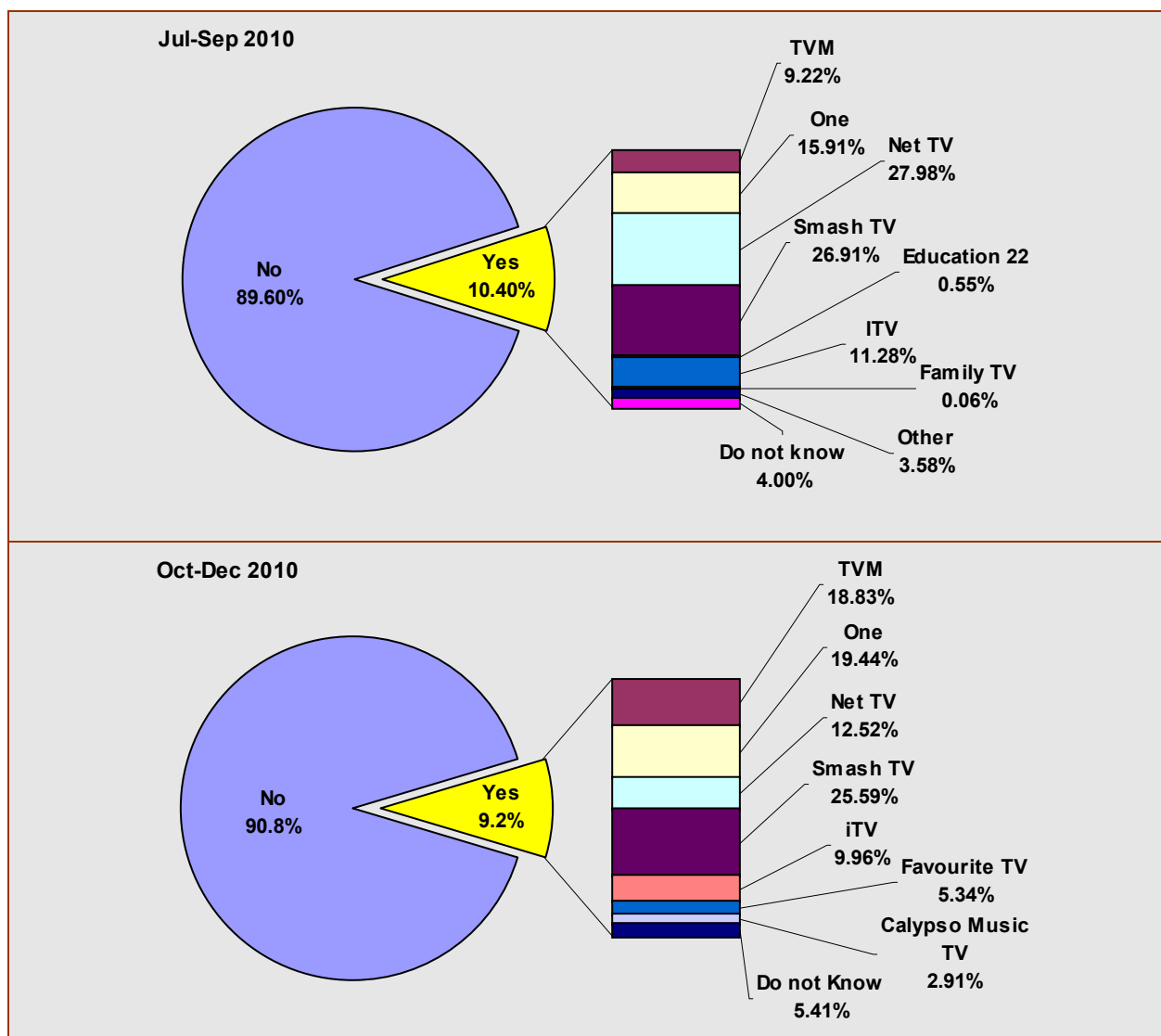


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [JUL/SEP & OCT/DEC2010]

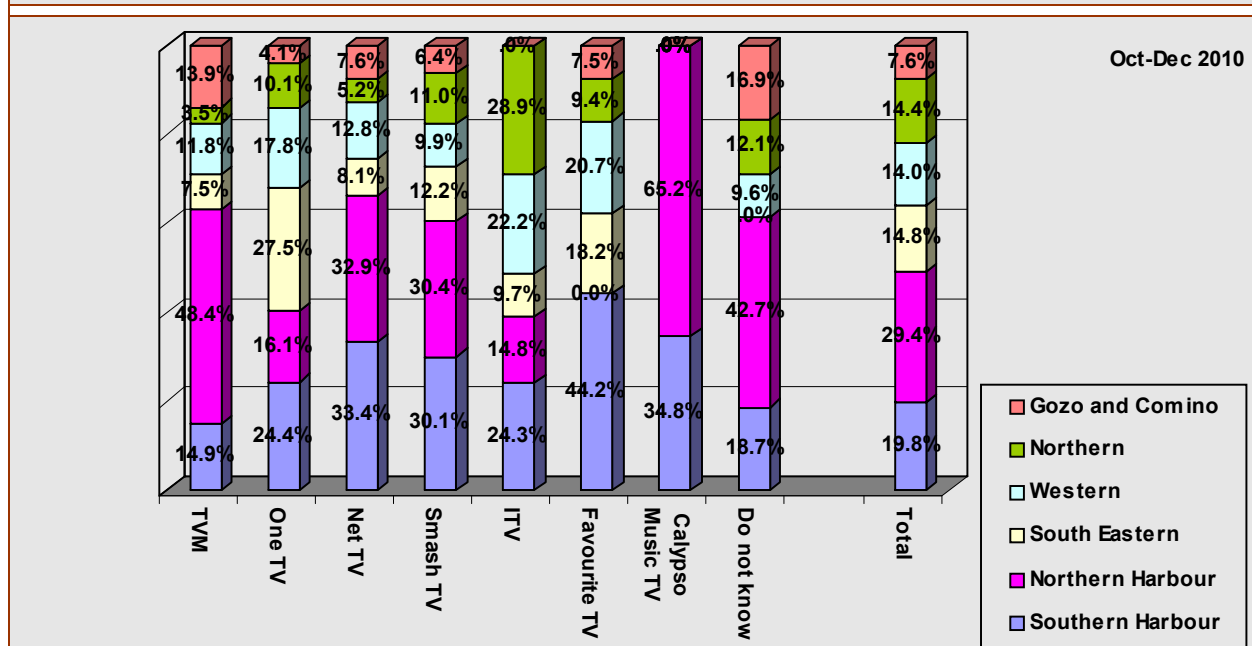
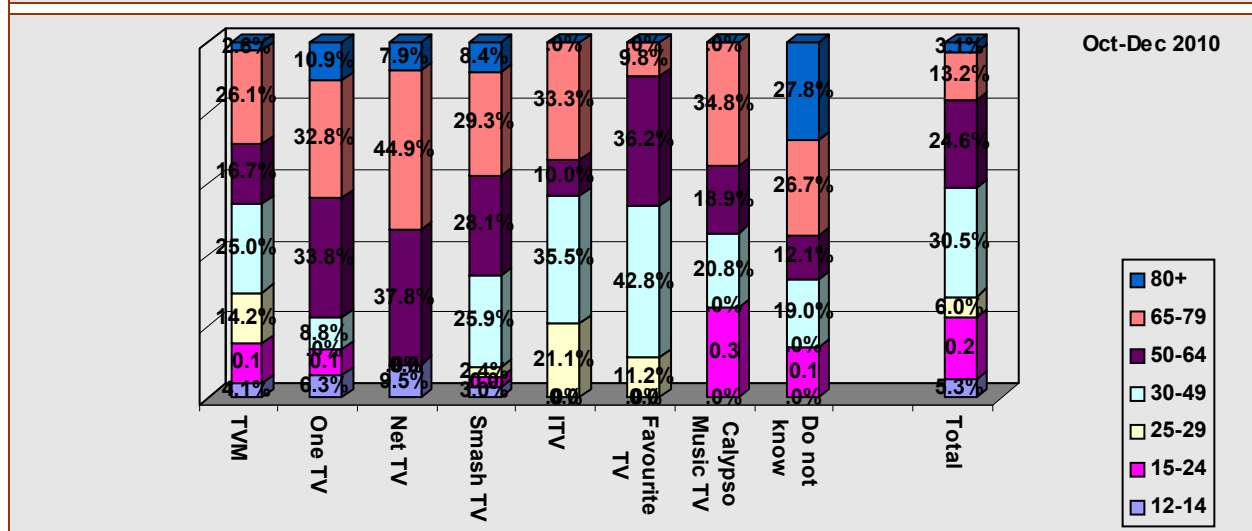
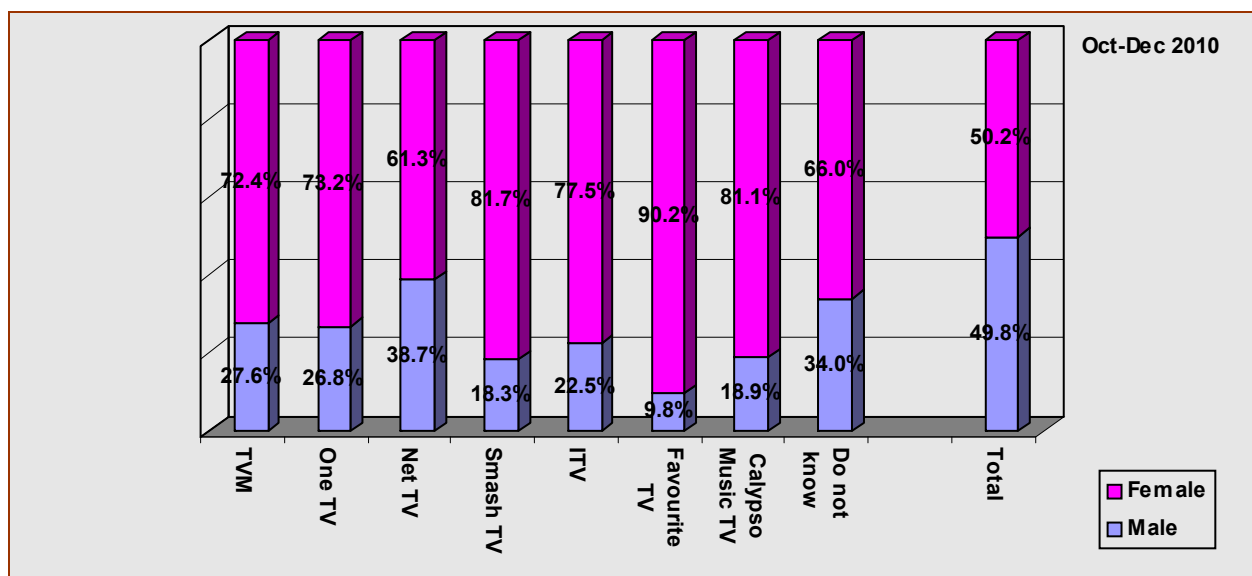
5.1 TEleshopping BY GENDER, BY AGE GROUPS, AND BY DISTRICT

During this broadcasting period the highest number of viewers watching teleshopping was registered by Smash TV attaining the highest number for females and those of the 30-49, 50-49, and 65-79 age bracket. The largest amounts of males watching teleshopping were those following ONE. However females exceed males by 2.96:1 [13.78% of all females to 4.66% of all males]. Of concern is the amount of children aged 12-14 watching teleshopping: as much as 6.88% of all 12-14 year olds. By district, the Northern Harbour area registered the largest amount of teleshopping viewers; however this ranked second when compared with Southern Harbour area where 12.24% watch teleshopping – see Table 5.2 and Figure 5.3.a-c below.

TABLE 5.2: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

[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	6243	1726	4517	258	700	890	1559	1041	1631	163	928	3023	470	735	217	869
ONE	6448	1730	4718	409	474	0	570	2182	2112	701	1575	1037	1774	1146	651	267
Net TV	4151	1606	2545	393	0	0	0	1570	1862	327	1386	1364	335	533	217	316
Smash TV	8487	1554	6933	258	247	207	2194	2384	2485	712	2556	2578	1033	838	935	547
ITV	3303	745	2559	0	0	697	1174	331	1101	0	802	490	322	734	956	0
Favourite TV	1769	173	1596	0	0	198	757	641	173	0	782	0	322	366	167	133
Calypso Music TV	965	182	783	0	247	0	201	182	336	0	336	630	0	0	0	0
Do not know	1795	610	1185	0	258	0	341	217	479	499	336	767	0	171	217	303
Total	33163	8327	24836	1318	1927	1991	6796	8549	10180	2402	8702	9889	4256	4522	3360	2434
Row %	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	100.0%	27.64%	72.36%	4.14%	11.22%	14.25%	24.98%	16.68%	26.12%	2.62%	14.87%	48.43%	7.54%	11.77%	3.48%	13.92%
ONE	100.0%	26.83%	73.17%	6.34%	7.36%	0.00%	8.84%	33.84%	32.76%	10.87%	24.42%	16.08%	27.50%	17.77%	10.10%	4.13%
Net TV	100.0%	38.69%	61.31%	9.46%	0.00%	0.00%	0.00%	37.81%	44.85%	7.87%	33.40%	32.85%	8.08%	12.84%	5.23%	7.60%
Smash TV	100.0%	18.31%	81.69%	3.04%	2.91%	2.44%	25.85%	28.10%	29.28%	8.38%	30.12%	30.38%	12.18%	9.87%	11.01%	6.44%
ITV	100.0%	22.54%	77.46%	0.00%	0.00%	21.10%	35.53%	10.03%	33.34%	0.00%	24.28%	14.84%	9.73%	22.21%	28.93%	0.00%
Favourite TV	100.0%	9.79%	90.21%	0.00%	0.00%	11.19%	42.77%	36.25%	9.79%	0.00%	44.21%	0.00%	18.17%	20.66%	9.42%	7.53%
Calypso Music TV	100.0%	18.87%	81.13%	0.00%	25.56%	0.00%	20.78%	18.87%	34.79%	0.00%	34.79%	65.21%	0.00%	0.00%	0.00%	0.00%
Do not know	100.0%	34.00%	66.00%	0.00%	14.39%	0.00%	19.02%	12.10%	26.68%	27.82%	18.71%	42.75%	0.00%	9.55%	12.10%	16.89%
Total	100.0%	25.11%	74.89%	3.97%	5.81%	6.00%	20.49%	25.78%	30.70%	7.24%	26.24%	29.82%	12.83%	13.64%	10.13%	7.34%
Column %	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	18.83	20.72	18.19	19.59	36.35	44.67	22.95	12.18	16.02	6.81	10.67	30.57	11.05	16.25	6.46	35.69
ONE	19.44	20.78	19.00	31.02	24.63	0.00	8.39	25.52	20.75	29.17	18.10	10.48	41.67	25.34	19.39	10.95
Net TV	12.52	19.29	10.25	29.80	0.00	0.00	0.00	18.36	18.29	13.61	15.93	13.79	7.88	11.79	6.46	12.97
Smash TV	25.59	18.66	27.91	19.59	12.81	10.39	32.28	27.89	24.41	29.63	29.38	26.07	24.28	18.53	27.82	22.46
ITV	9.96	8.94	10.30	0.00	0.00	35.00	17.27	3.88	10.82	0.00	9.22	4.96	7.56	16.22	28.44	0.00
Favourite TV	5.34	2.08	6.43	0.00	0.00	9.94	11.14	7.50	1.70	0.00	8.99	0.00	7.56	8.08	4.96	5.48
Calypso Music TV	2.91	2.19	3.15	0.00	12.81	0.00	2.95	2.13	3.30	0.00	3.86	6.37	0.00	0.00	0.00	0.00
Do not know	5.41	7.33	4.77	0.00	13.40	0.00	5.02	2.54	4.70	20.79	3.86	7.76	0.00	3.79	6.46	12.45
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%
Total Population	358997	178768	180228	19146	61580	21480	109635	88392	47472	11292	71109	105576	53212	50284	51610	27205
% of Population	9.24	4.66	13.78	6.88	3.13	9.27	6.20	9.67	21.44	21.27	12.24	9.37	8.00	8.99	6.51	8.95

Totals may not tally due to weighting and rounding off



FIGURES 5.3.A-C: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

6. RADIO AUDIENCES

For this assessment the N.S.O. weighted each respondent to be representative of the whole population as per Demographic Review 2009, giving a grossed-up population of 358,997 representing all those over 12 years old. In the calculation of audiences this grossed-up calibration weight was used. The daily half-hour slots by broadcasting station can be found in Appendix E: these have been calculated on the calibration weight provided while the data was rounded to the nearest thousand. Data used in the following tables was not rounded-up but presented as is.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, Calypso Radio has attained the highest daily average [0.972%; 3,488] of listeners with its highest being on Tuesdays [1.283%; 4607]. This was followed by One Radio [0.958%; 3,437] with its average highest on Sundays and Bay Radio [0.79%; 2,836] with its average highest on Thursdays. Radju Marija ranked fourth with 0.557% of daily average audience share

TABLE 6.1: POPULATION RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

%	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	COMMUNITY STATIONS	OTHER STATIONS
Mondays	0.290	0.000	0.567	1.287	0.304	0.591	1.244	0.555	0.553	0.106	0.043	0.142	0.264	0.407	0.335
Tuesdays	0.414	0.000	0.392	0.837	0.090	0.972	1.283	0.497	0.551	0.459	0.000	0.387	0.609	0.016	0.012
Wednesdays	0.433	0.000	0.541	0.578	0.231	0.498	1.086	0.518	0.343	1.130	0.053	0.512	0.419	0.057	0.090
Thursdays	0.472	0.000	0.430	0.434	0.204	1.454	1.056	0.404	0.878	0.521	0.022	0.738	0.399	0.061	0.000
Fridays	0.292	0.076	0.405	1.270	0.137	0.501	0.799	0.618	0.323	0.994	0.124	0.700	0.067	0.250	0.041
Saturdays	0.442	0.000	0.370	0.927	0.183	0.734	0.789	0.443	0.057	0.168	0.066	0.517	0.411	0.469	0.055
Sundays	0.319	0.000	0.360	1.368	0.227	0.786	0.547	0.349	0.142	0.497	0.000	0.350	0.316	0.385	0.088
Monday to Sunday	0.380	0.011	0.437	0.958	0.196	0.790	0.972	0.485	0.406	0.557	0.045	0.480	0.354	0.234	0.088
				[2]		[3]	[1]			[4]					
POPULATION	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS
Mondays	1,042	0	2,034	4,621	1,091	2,121	4,465	1,993	1,984	381	154	509	949	1,460	1,204
Tuesdays	1,487	0	1,407	3,004	325	3,489	4,607	1,784	1,977	1,649	0	1,390	2,185	56	41
Wednesdays	1,555	0	1,943	2,077	828	1,788	3,897	1,861	1,232	4,058	191	1,837	1,503	206	324
Thursdays	1,695	0	1,543	1,557	733	5,219	3,789	1,451	3,151	1,872	79	2,651	1,434	219	0
Fridays	1,049	272	1,454	4,559	493	1,798	2,868	2,220	1,161	3,570	446	2,513	241	899	147
Saturdays	1,587	0	1,329	3,328	657	2,636	2,831	1,592	205	603	239	1,855	1,474	1,683	198
Sundays	1,145	0	1,294	4,910	815	2,822	1,964	1,253	511	1,784	0	1,256	1,133	1,381	315
Monday to Sunday	1,365	40	1,570	3,437	703	2,836	3,488	1,740	1,459	1,999	160	1,723	1,271	841	315
				[2]		[3]	[1]			[4]					

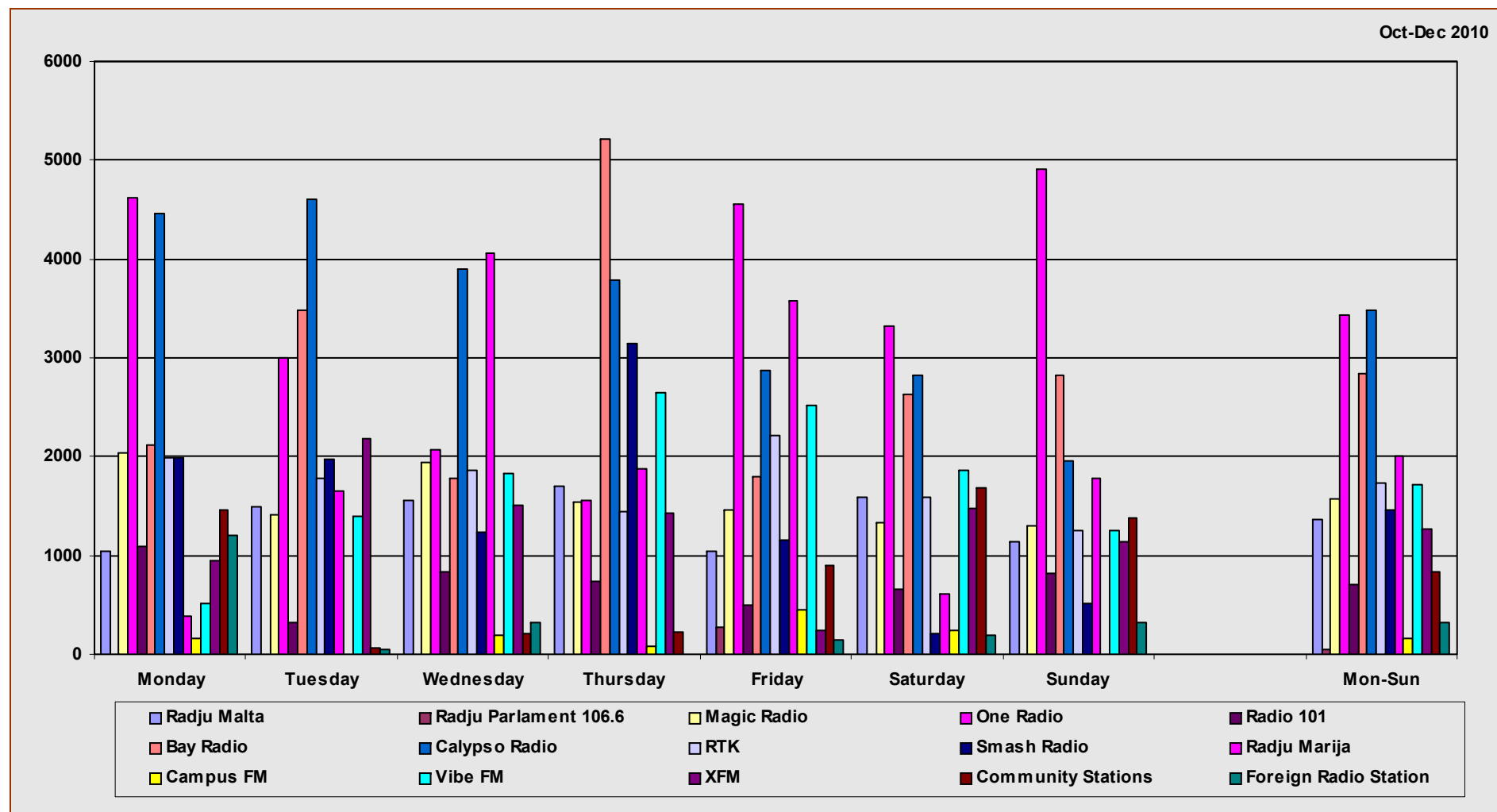


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

6.2 WEEKDAYS PEAK AUDIENCES

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

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

%	RADJU MALTA	KADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	OTHER RADIO STATION
Mondays	1.047	0.000	1.645	3.277	1.534	2.664	4.777	2.141	2.033	1.029	0.434	1.077	1.391	1.084	1.259
Tuesdays	2.063	0.000	1.602	2.476	0.419	3.499	4.113	1.734	1.663	1.805	0.000	1.406	1.345	0.376	0.555
Wednesdays	1.667	0.000	3.178	2.027	0.768	2.482	3.489	1.627	1.374	3.683	0.427	1.723	1.757	0.358	0.433
Thursdays	2.749	0.000	1.204	1.054	0.766	3.917	3.980	1.506	3.088	2.198	0.374	2.182	1.333	0.432	0.000
Fridays	2.035	0.280	1.482	4.075	0.648	2.282	2.588	1.787	1.713	2.805	0.846	1.939	0.464	0.716	0.342
Saturdays	1.761	0.000	2.123	2.848	1.735	3.534	2.611	2.078	0.410	0.672	0.354	1.601	1.866	1.082	0.330
Sundays	1.088	0.000	1.071	4.686	1.465	4.361	2.122	1.738	0.742	1.108	0.000	1.546	1.479	0.975	0.777
Highest Peak	2.749	0.280	3.178	4.686	1.735	4.361	4.777	2.141	3.088	3.683	0.846	2.182	1.866	1.084	1.259
Population	RADJU MALTA	KADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	OTHER RADIO STATION
Mondays	3,760	0	5,907	11,764	5,508	9,562	17,148	7,684	7,297	3,694	1,558	3,865	4,995	3,893	4,519
Tuesdays	7,407	0	5,752	8,887	1,504	12,561	14,766	6,227	5,969	6,480	0	5,046	4,828	1,350	1,991
Wednesdays	5,985	0	11,408	7,278	2,758	8,909	12,524	5,842	4,932	13,223	1,531	6,186	6,309	1,285	1,555
Thursdays	9,870	0	4,324	3,782	2,751	14,063	14,288	5,407	11,085	7,891	1,341	7,835	4,786	1,551	0
Fridays	7,305	1,004	5,321	14,628	2,326	8,194	9,289	6,415	6,149	10,069	3,036	6,961	1,664	2,569	1,228
Saturdays	6,321	0	7,620	10,226	6,228	12,687	9,372	7,458	1,473	2,413	1,272	5,749	6,699	3,886	1,186
Sundays	3,905	0	3,845	16,823	5,260	15,658	7,616	6,238	2,665	3,978	0	5,551	5,311	3,499	2,789
Highest Peak	9,870	1,004	11,408	16,823	6,228	15,658	17,148	7,684	11,085	13,223	3,036	7,835	6,699	3,893	4,519

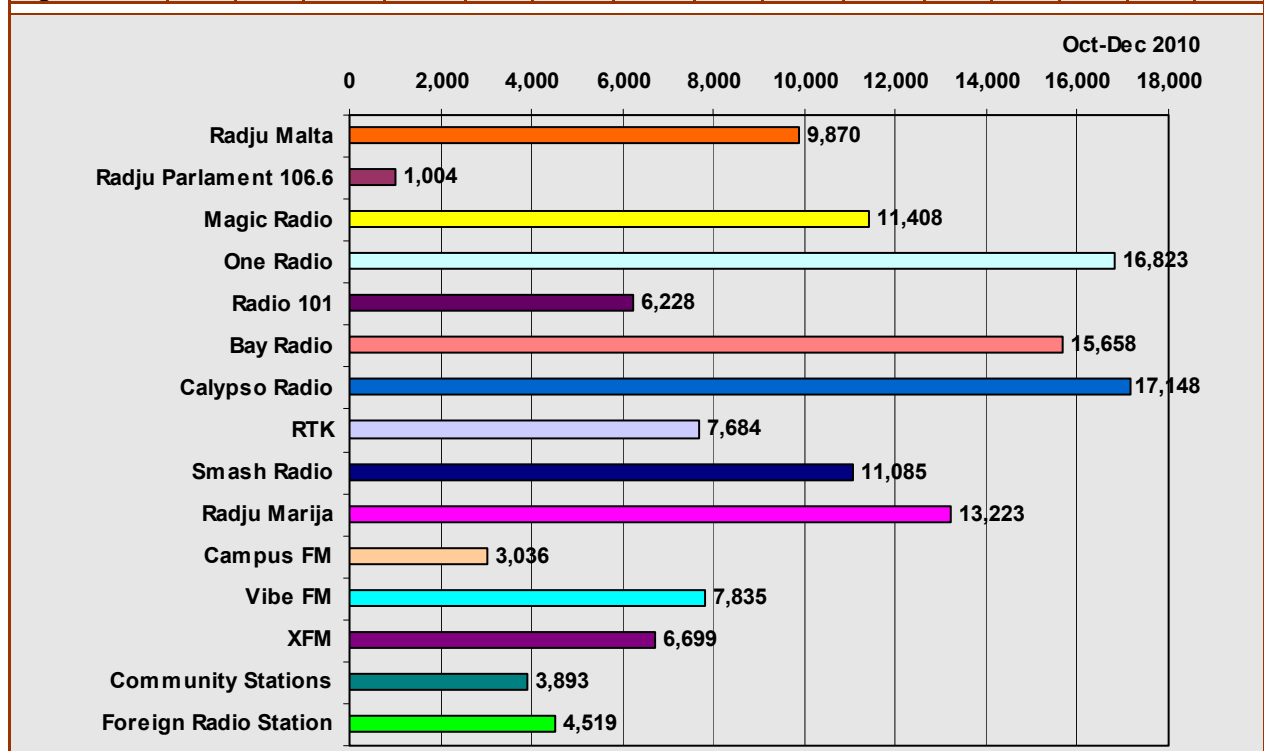


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

6.3 DAILY AUDIENCE SHARE

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

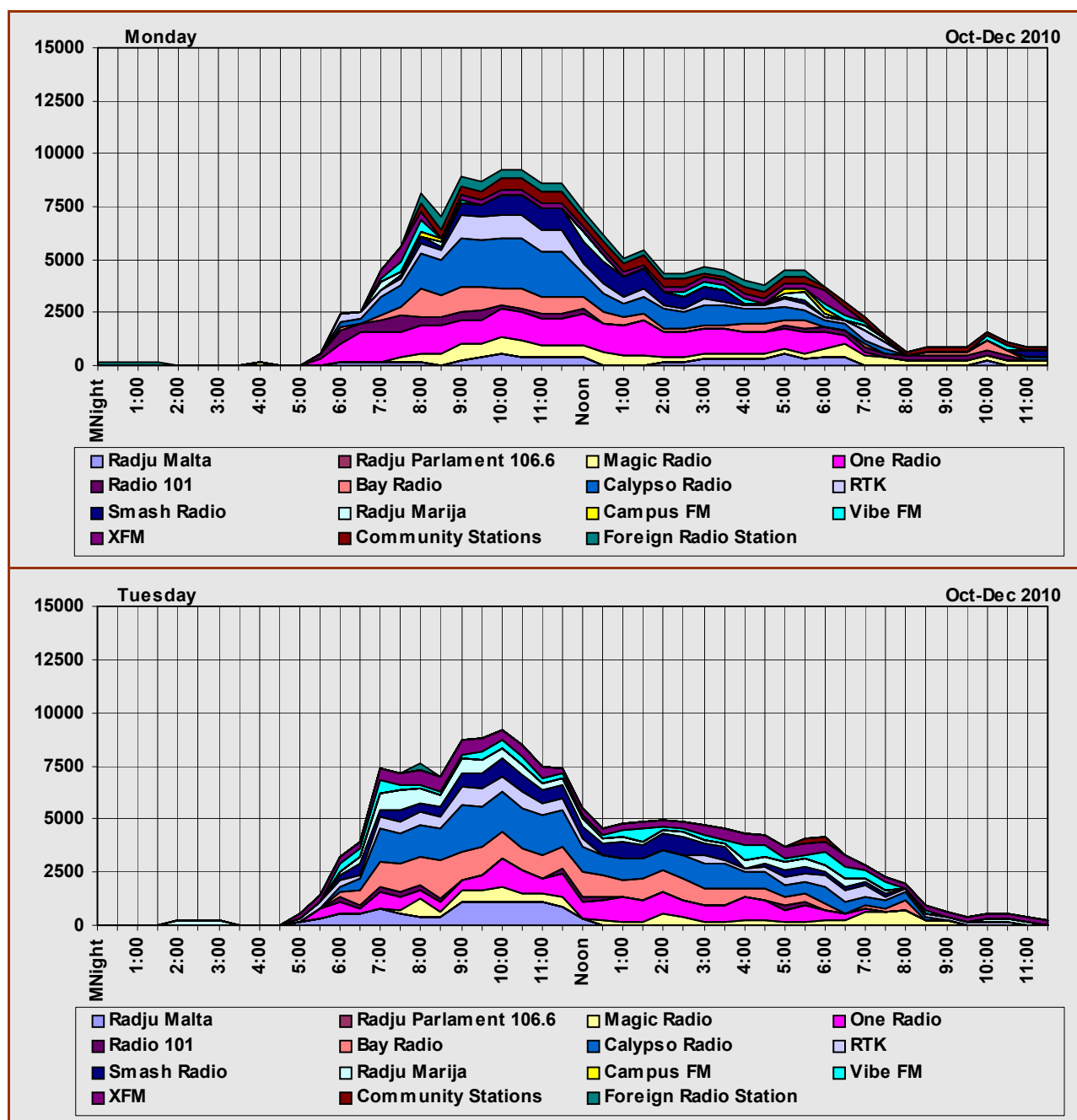


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

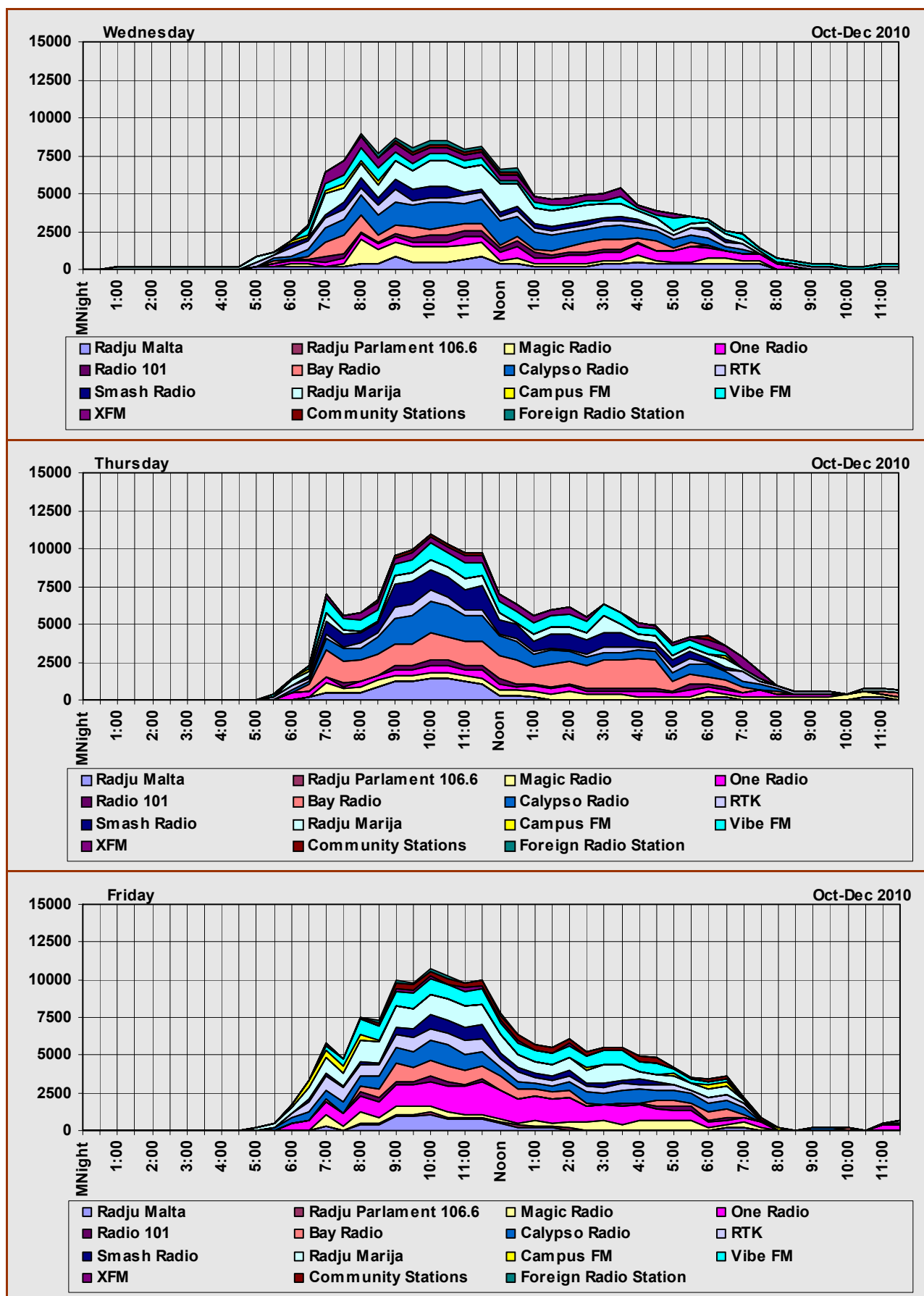


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

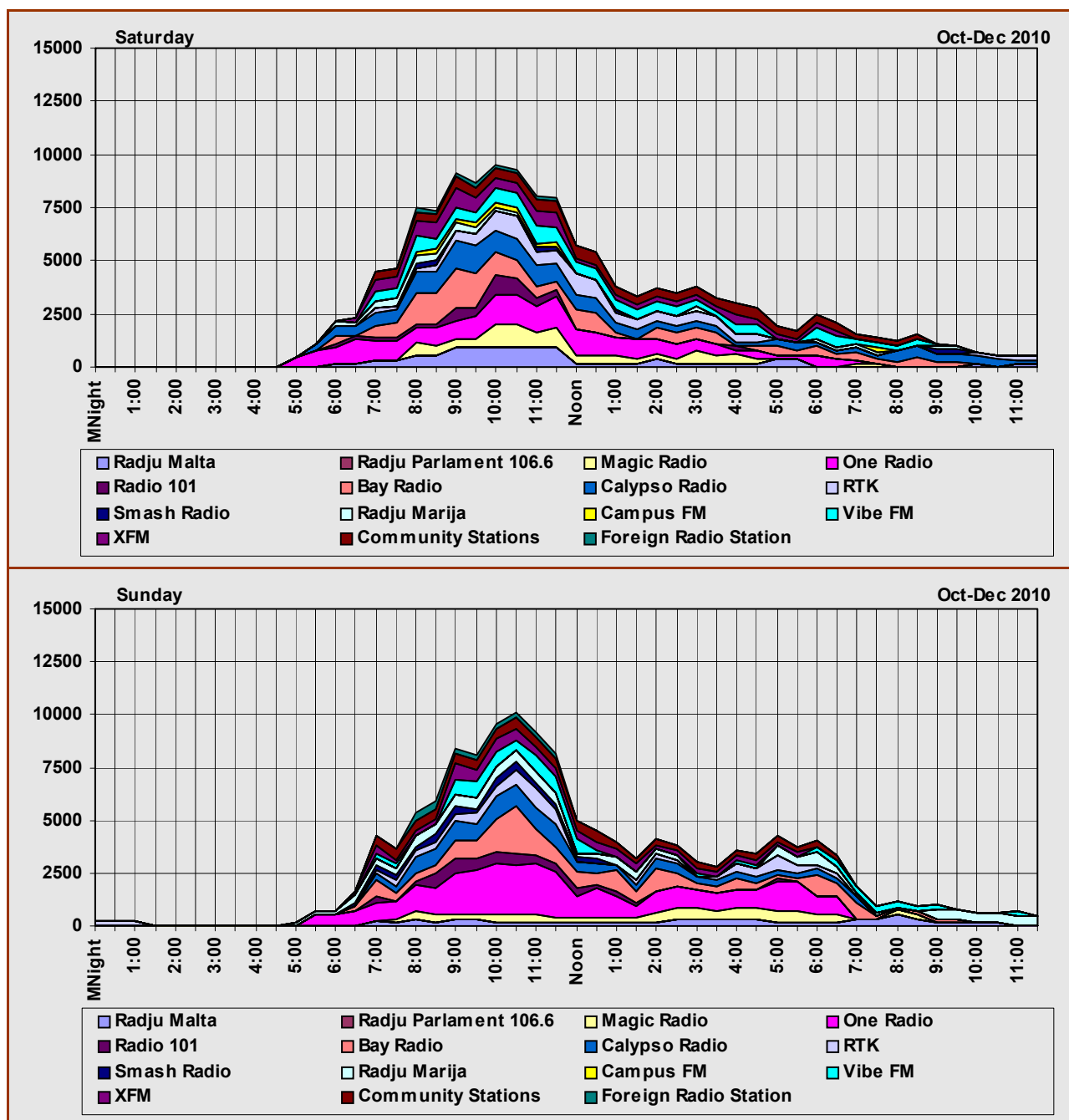


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

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

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009 – 2010]

Total Average [%]	RADJU MALTA	R. PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	OTHER/FOREIGN STATIONS
Oct-Dec 2009	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	1.4
Jan-Mar 2010	8.1	0.1	5.5	17.7	3.6	19.4	13.0	5.5	5.1	6.2	0.5	6.0	4.8	3.2	1.2
Apr-Jun 2010	8.7	0.3	6.3	17.1	4.8	13.1	14.1	5.6	5.9	7.9	0.4	6.7	4.9	3.9	0.3
Jul-Sep 2010	8.1	0.4	7.7	13.7	3.6	15.9	16.9	5.7	3.2	9.1	1.3	7.8	3.9	2.3	0.4
Oct-Dec 2010	6.0	0.2	6.8	15.0	3.1	12.4	15.2	7.6	6.4	8.7	0.7	7.5	5.5	3.7	1.4

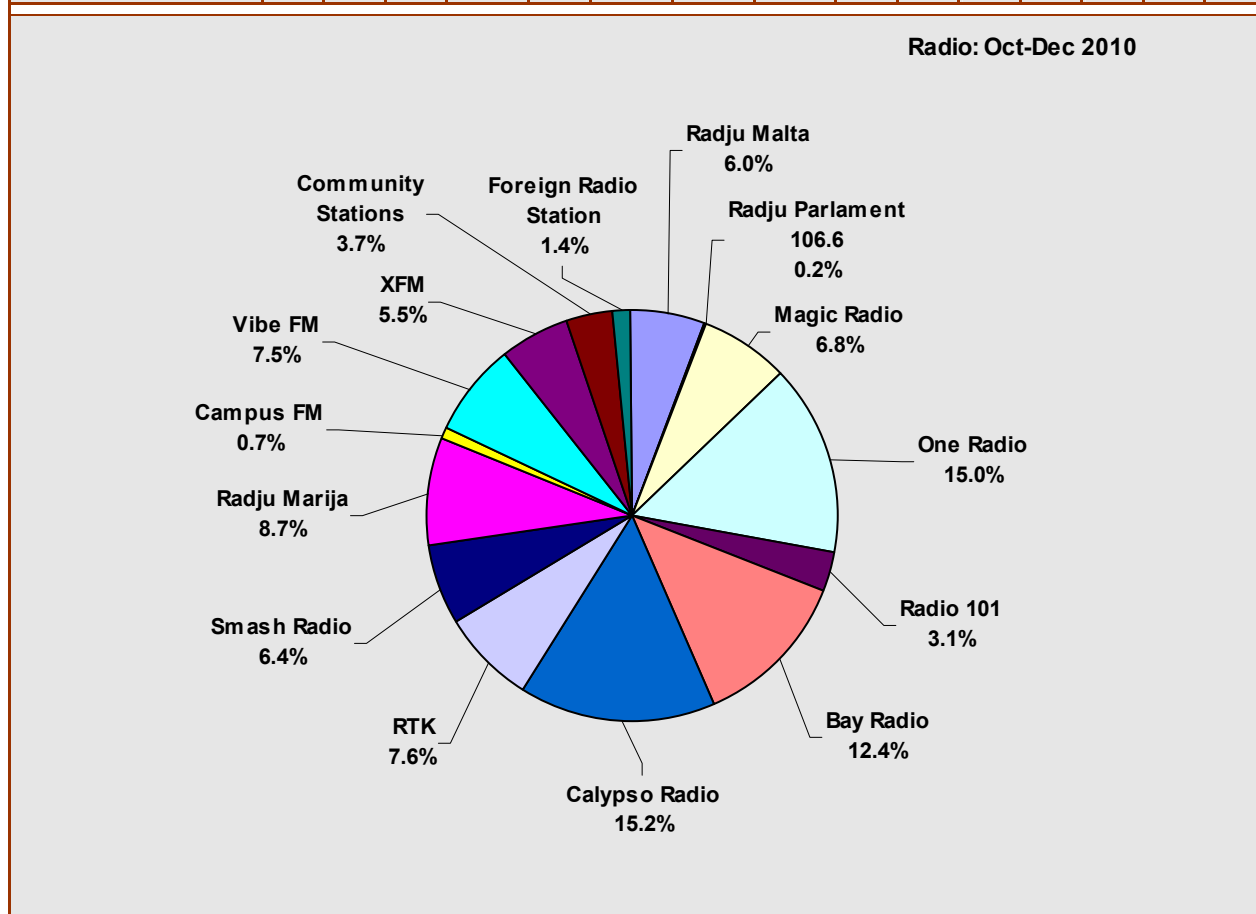


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2010]

7. TV AUDIENCES

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

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Overall TVM has attained the highest daily average [1.816%] with its highest average being on Fridays [2.568%]. This was followed by ONE [1.340%] with the next highest daily average and reaching its highest average on Sundays [1.933%]; and Net TV [0.492%] with its highest on Thursdays at 0.725%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

%	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	1.227	1.477	0.673	0.000	0.000	0.000	0.365	0.122	0.000	0.120	0.398	0.297	0.214	0.018	0.059	0.971
Tuesdays	2.246	1.086	0.227	0.021	0.000	0.000	0.154	0.017	0.000	0.065	0.354	0.524	0.171	0.020	0.139	1.403
Wednesdays	1.239	0.925	0.616	0.000	0.000	0.000	0.249	0.108	0.048	0.403	0.365	0.221	0.061	0.082	0.194	1.826
Thursdays	1.561	1.542	0.725	0.000	0.027	0.000	0.246	0.086	0.010	0.222	0.140	0.657	0.217	0.000	0.120	0.962
Fridays	2.568	1.272	0.360	0.000	0.064	0.000	0.210	0.069	0.076	0.307	0.250	0.356	0.308	0.008	0.160	0.962
Saturdays	1.281	1.166	0.254	0.000	0.000	0.024	0.249	0.000	0.000	0.196	0.737	0.482	0.067	0.017	0.085	1.987
Sundays	2.553	1.933	0.604	0.000	0.000	0.000	0.326	0.111	0.067	0.238	0.280	0.180	0.370	0.012	0.077	0.731
Mon-Sun	1.816	1.340	0.492	0.003	0.013	0.003	0.256	0.073	0.029	0.222	0.360	0.389	0.201	0.023	0.120	1.264
Population	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	4,405	5,301	2,415	0	0	0	1,310	439	0	431	1,429	1,066	769	66	213	3,487
Tuesdays	8,062	3,900	814	75	0	0	551	61	0	232	1,271	1,883	614	73	499	5,037
Wednesdays	4,447	3,321	2,212	0	0	0	895	389	172	1,446	1,310	794	219	296	696	6,556
Thursdays	5,606	5,535	2,601	0	96	0	884	310	34	797	502	2,358	781	0	430	3,454
Fridays	9,218	4,568	1,292	0	229	0	755	248	273	1,103	897	1,277	1,105	28	576	3,454
Saturdays	4,600	4,185	912	0	0	85	896	0	0	705	2,645	1,729	241	63	306	7,132
Sundays	9,164	6,938	2,168	0	0	0	1,171	398	239	855	1,005	645	1,328	43	277	2,626
Mon-Sun Avg.	6,518	4,812	1,765	11	48	12	920	262	103	797	1,293	1,396	723	81	430	4,538

Oct-Dec 2010

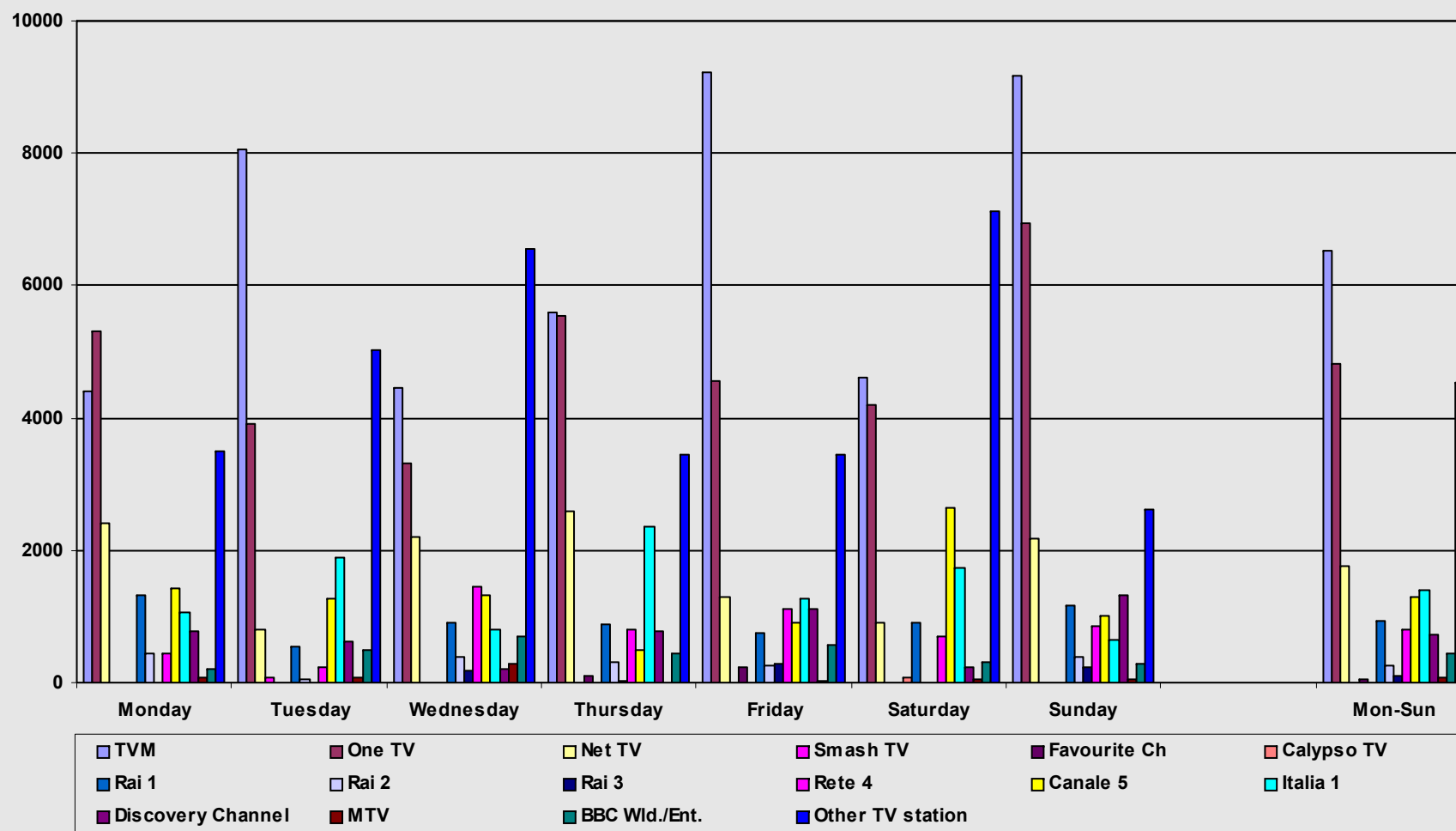


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below.

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

%	TVM	ONE	NET TV	SMASH TV	FAVORITE CH	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	9.866	7.263	6.915	0.000	0.000	0.000	2.551	1.303	0.000	1.099	3.148	2.396	1.768	0.513	0.658	4.798
Tuesdays	21.179	6.612	1.691	0.512	0.000	0.000	1.629	0.419	0.000	0.703	2.143	3.353	1.405	0.498	0.972	6.954
Wednesdays	13.995	5.272	4.171	0.000	0.000	0.000	1.746	1.287	0.687	2.664	1.470	1.876	0.507	0.507	1.406	10.090
Thursdays	14.092	5.100	5.469	0.000	0.329	0.000	2.172	0.892	0.466	1.731	0.756	2.934	1.435	0.000	0.892	6.322
Fridays	21.711	7.599	2.117	0.000	0.540	0.000	1.306	0.622	0.809	1.255	2.225	1.543	1.075	0.389	1.054	4.625
Saturdays	7.331	4.254	1.108	0.000	0.000	0.290	1.092	0.000	0.000	1.741	5.302	1.865	0.844	0.502	0.806	5.860
Sundays	19.928	8.692	3.086	0.000	0.000	0.000	1.637	0.961	0.725	1.198	1.465	2.234	2.552	0.297	0.343	3.007
Highest Peak	21.711	8.692	6.915	0.512	0.540	0.290	2.551	1.303	0.809	2.664	5.302	3.353	2.552	0.513	1.406	10.090

Population	TVM	ONE	Net TV	Smash TV	Favorite Ch	Calypso Music TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC	Other TV stations
Mondays	35,419	26,076	24,826	0	0	0	9,156	4,677	0	3,944	11,302	8,602	6,346	1,843	2,361	17,225
Tuesdays	76,033	23,737	6,069	1,837	0	0	5,848	1,504	0	2,524	7,693	12,036	5,043	1,789	3,489	24,963
Wednesdays	50,242	18,927	14,973	0	0	0	6,268	4,621	2,466	9,564	5,277	6,734	1,821	1,821	5,049	36,221
Thursdays	50,589	18,308	19,633	0	1,181	0	7,797	3,203	1,674	6,214	2,713	10,532	5,153	0	3,201	22,696
Fridays	77,941	27,279	7,600	0	1,938	0	4,689	2,233	2,905	4,505	7,989	5,541	3,858	1,395	3,784	16,604
Saturdays	26,317	15,272	3,978	0	0	1,040	3,920	0	0	6,250	19,035	6,694	3,031	1,803	2,893	21,036
Sundays	71,542	31,203	11,078	0	0	0	5,876	3,451	2,601	4,300	5,259	8,020	9,162	1,065	1,232	10,795
Highest Peak	77,941	31,203	24,826	1,837	1,938	1,040	9,156	4,677	2,905	9,564	19,035	12,036	9,162	1,843	5,049	36,221

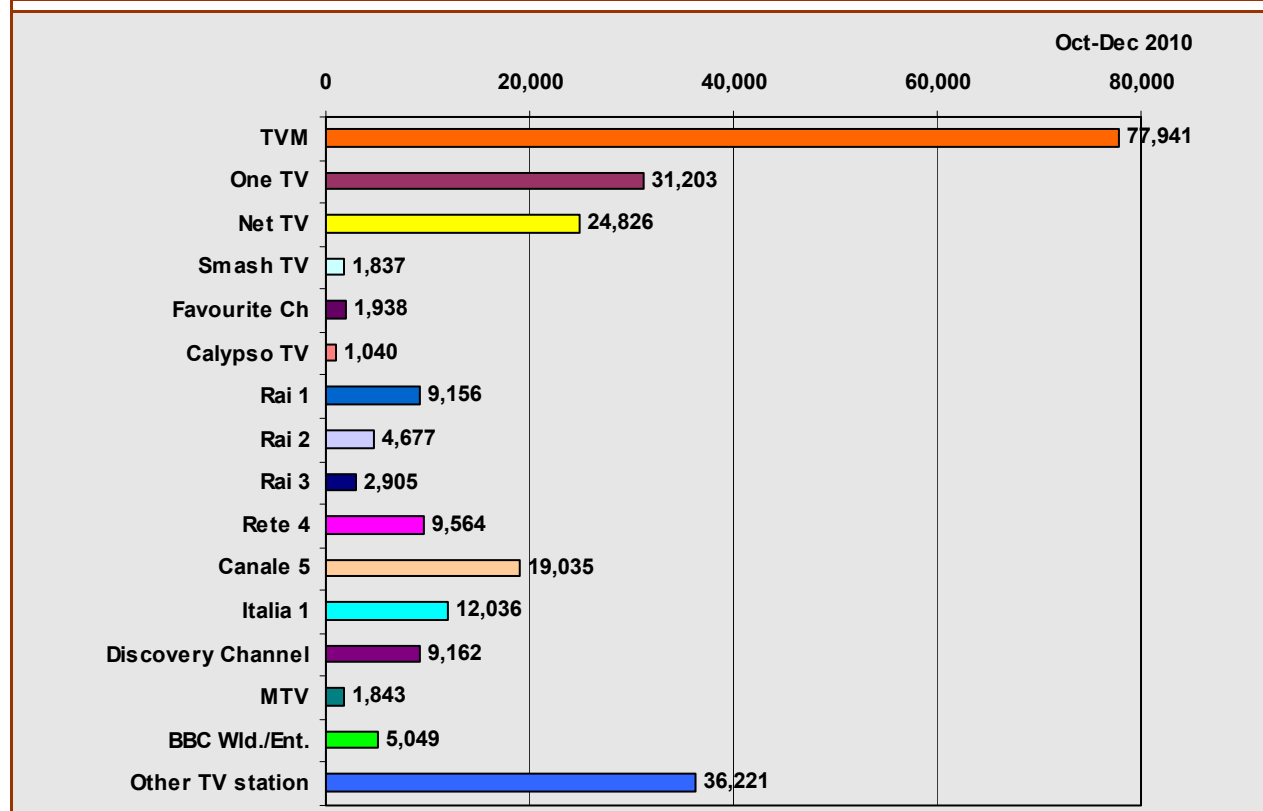


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

7.3 DAILY AUDIENCE SHARE

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

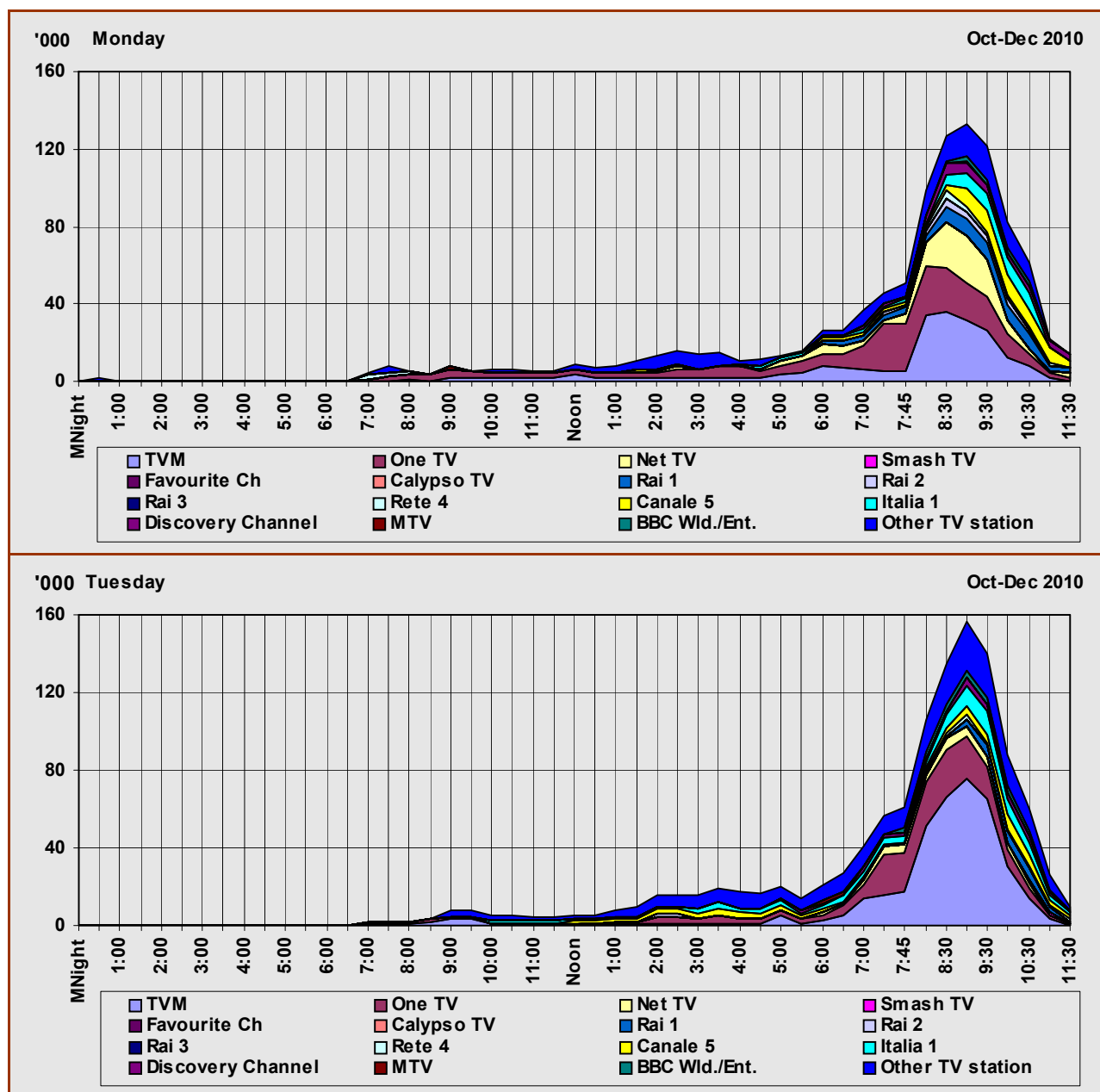


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

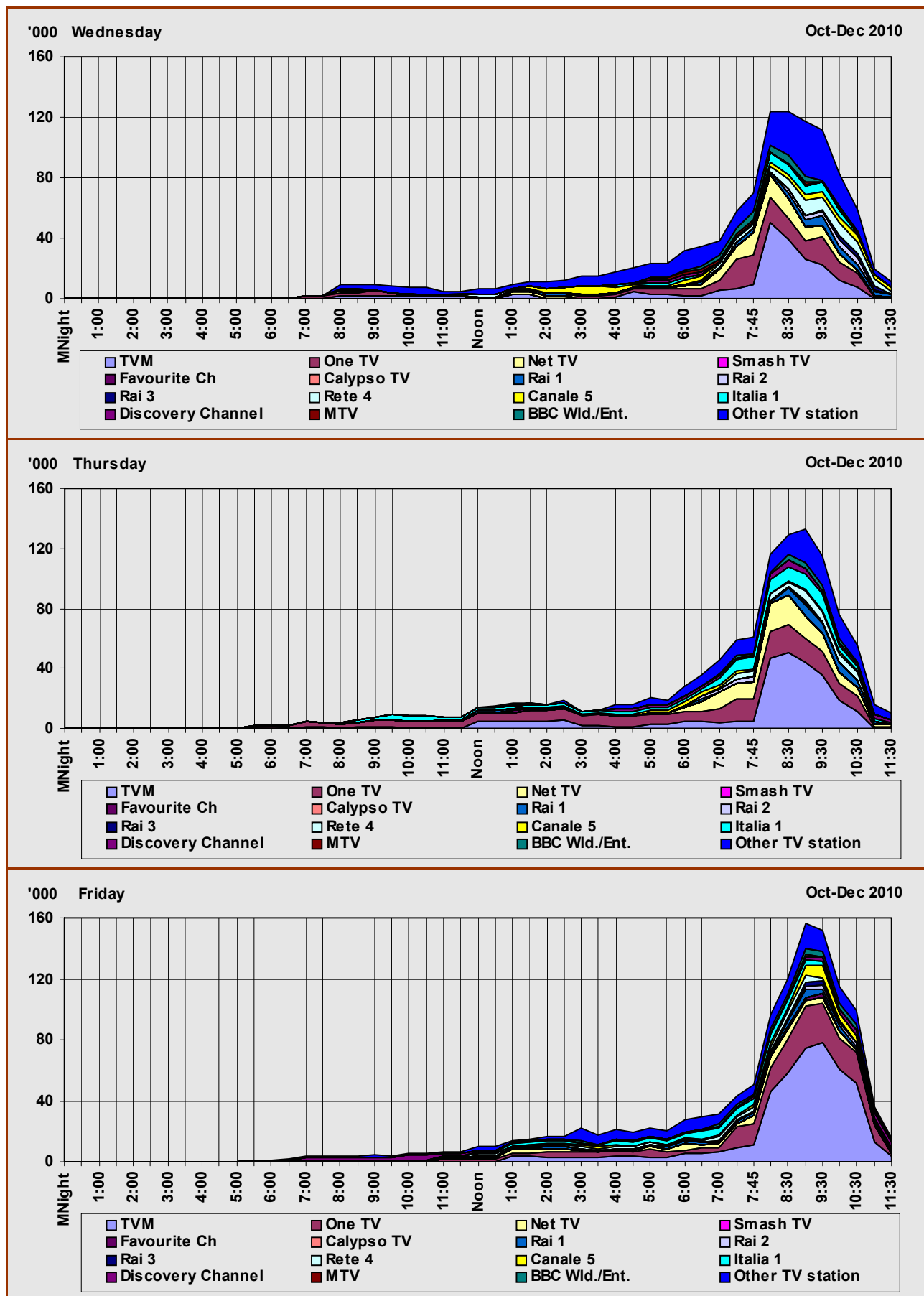


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

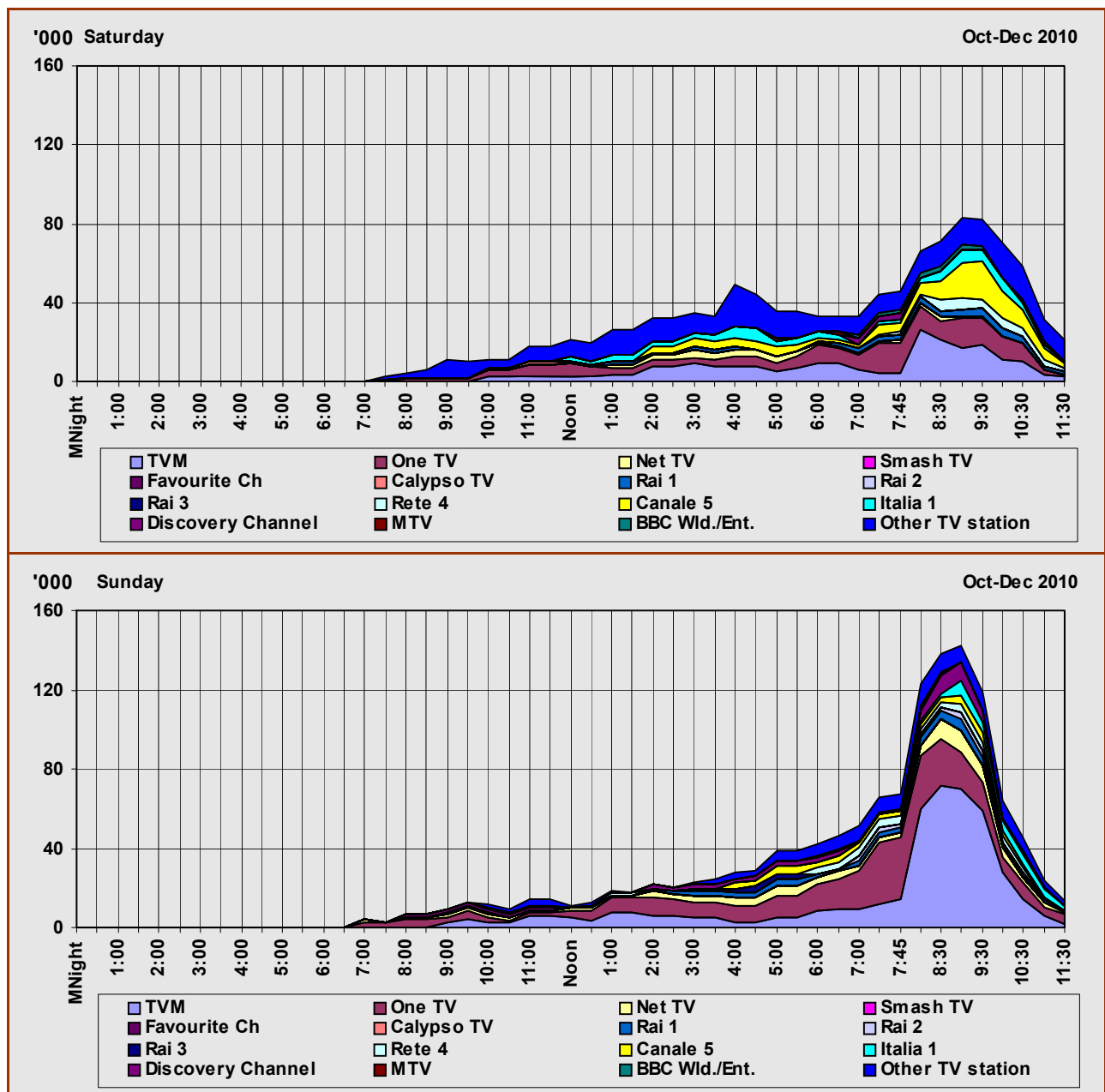


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

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

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [JUL/SEP 2009 – OCT/DEC 2010]

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

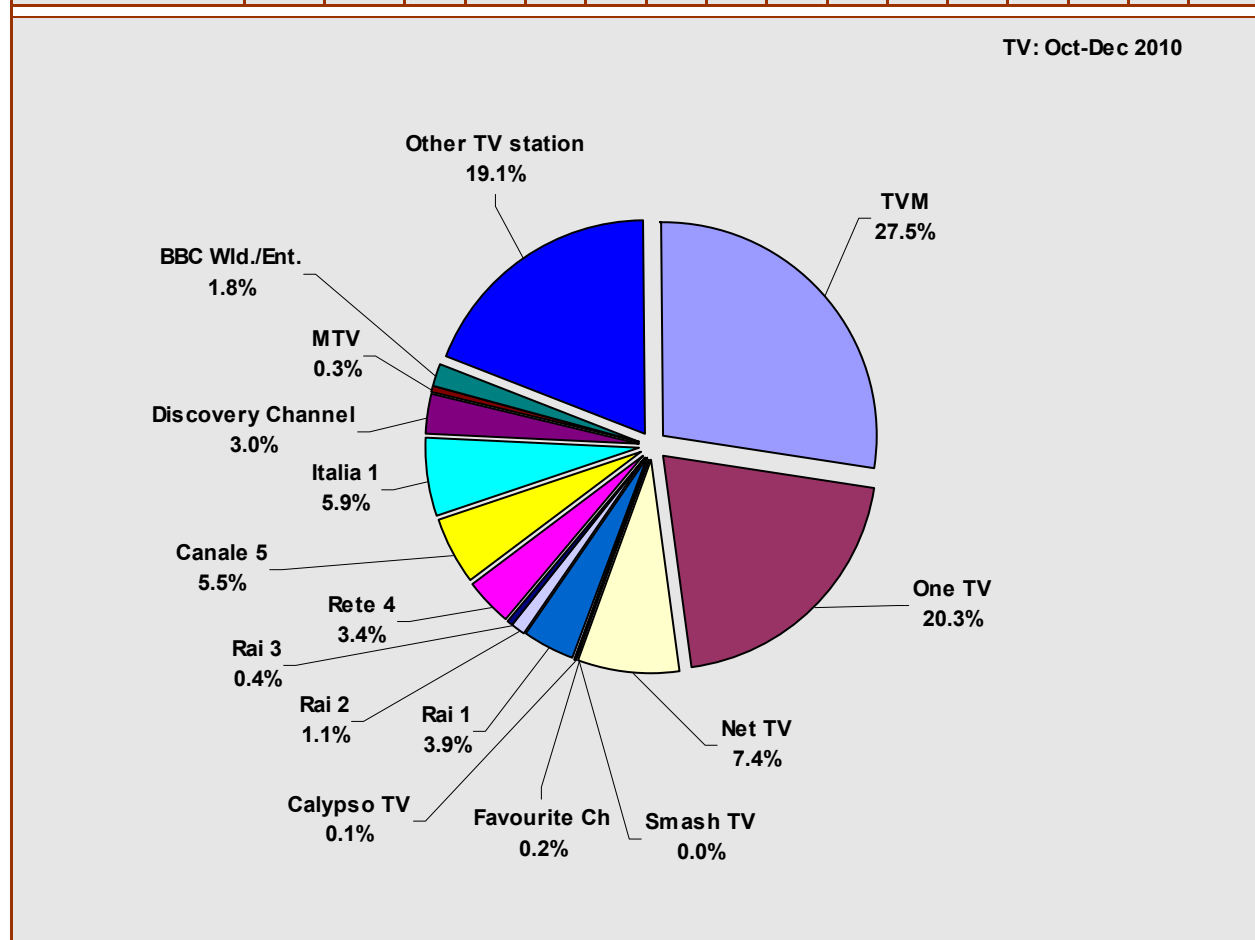


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [OCT-DEC 2010]

8. RADIO AND TV CONSUMPTION

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

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at 2.99 hrs. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS: BY STATION [OCT/DEC 2008 – 2010]

	Radju Malta	Radju Parlament 106.6	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign / Other Stations
Oct-Dec 2008	3.78	2.46	2.55	3.59	2.24	3.06	4.27	2.73	2.51	2.92	2.13	3.83	2.66	3.45	1.50
Jan-Mar 2009	2.56	2.78	2.93	3.38	2.29	2.15	4.15	3.00	2.91	3.26	3.10	3.09	2.94	3.63	1.13
Apr-Jun 2009	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	2.00
Jul-Sep 2009	2.73	-	2.57	3.41	2.84	2.43	3.29	2.85	3.23	2.50	3.75	2.84	2.30	3.95	1.79
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73
Jan-Mar 2010	3.17	2.00	2.49	3.40	2.02	2.24	3.50	2.28	3.15	2.54	1.99	2.36	2.56	2.91	2.91
Apr-Jun 2010	3.31	1.95	2.29	3.87	3.28	1.89	3.96	2.49	3.74	3.34	1.91	2.17	2.79	3.75	1.28
Jul-Sep 2010	3.07	9.00	2.62	3.42	2.77	2.30	4.55	2.80	3.32	3.92	2.59	3.01	2.62	3.14	1.94
Oct-Dec 2010	2.62	6.50	2.41	3.65	2.54	1.87	4.27	2.88	3.41	3.51	1.66	2.77	3.34	5.71	3.38

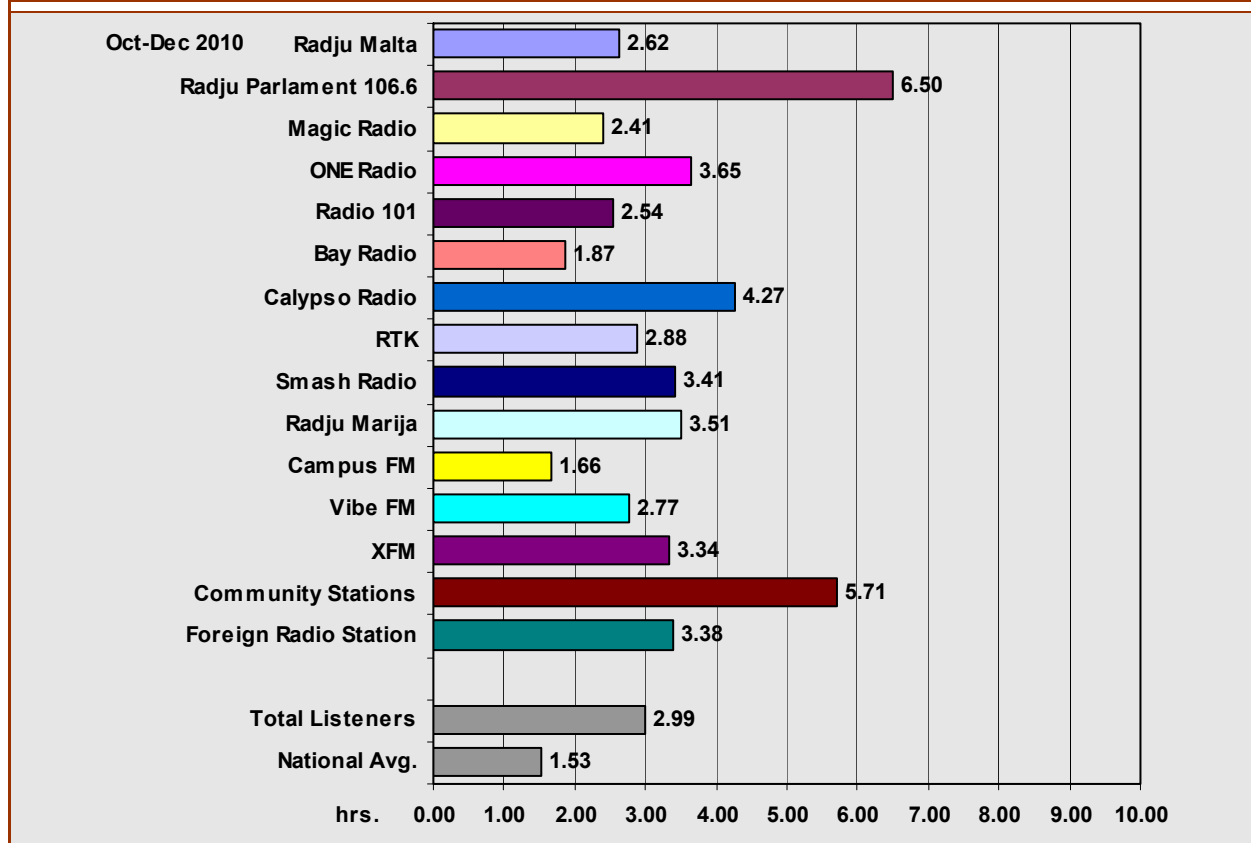


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2010]

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 1.53 hrs every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 32.19% from 4.41hrs for Oct-Dec 2006 to 2.99hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 32.3% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

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

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

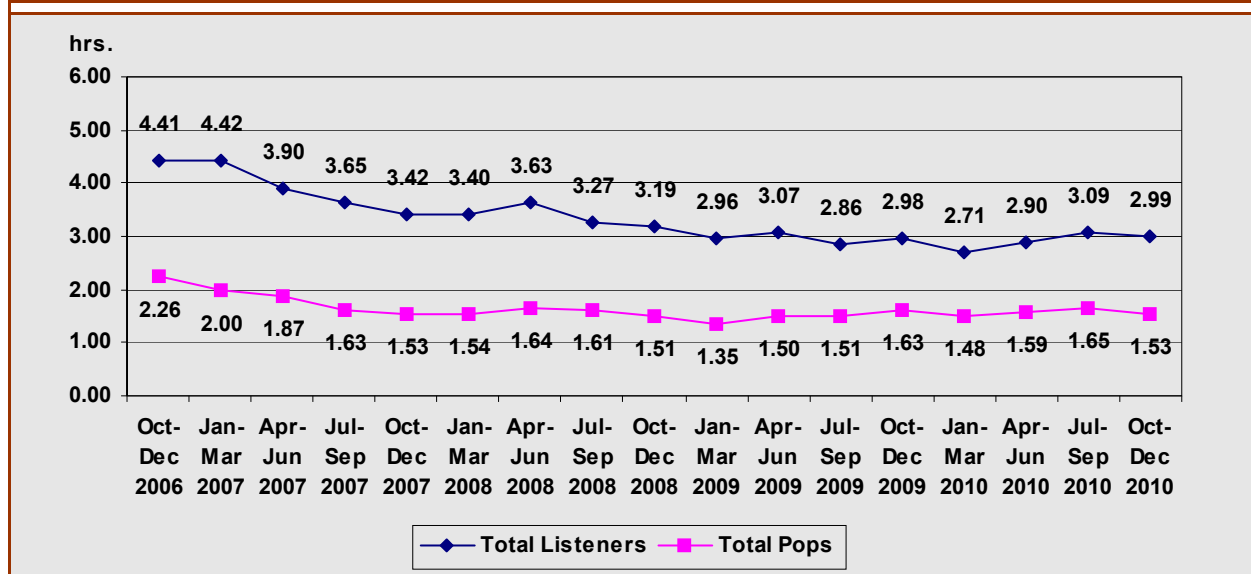


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – 2010]

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

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION
[Oct/Dec 2006 – 2010]

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

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 2.24 hrs. The analysis by TV station is represented Table 8.4 and Figure 8.3 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[Oct/Dec 2008 – 2010]

	TVM	ONE	Net TV	Smash TV	Education 22	iTV	Family TV	Favorite TV*	Calypso Music TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Oct-Dec 2008	2.27	2.78	2.19	4.50	0.0	0.0	2.50	-	-	2.06	2.40	2.00	2.19	2.19	2.01	2.39	1.67	2.03	1.33	2.71
Jan-Mar 2009	1.83	2.63	1.92	1.88	0.0	0.0	2.56	2.88	-	1.63	1.75	1.83	1.74	1.94	2.06	1.67	0.92	1.59	0.67	2.02
Apr-Jun 2009	1.87	2.56	2.51	1.42	7.00	0.0	2.67	1.50	-	1.95	1.86	1.57	2.02	1.92	2.02	1.88	1.84	2.57	1.90	2.05
Jul-Sep 2009	1.38	2.40	2.04	2.01	0.0	2.00	0.0	3.22	-	1.89	2.15	1.57	2.21	2.24	1.73	1.90	1.17	2.13	5.50	2.18
Oct-Dec 2009	2.00	2.69	2.37	1.14	1.53	3.00	0.0	1.93	-	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	0.75	-	2.82	1.80	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	0.0	-	1.54	2.00	2.21	1.76	2.35	2.19	2.16	1.90	2.42	1.10	2.11	2.43	
Jul-Sep 2010	1.68	2.66	2.16	1.70	1.47	0.0	-	1.75	1.60	1.78	1.50	1.28	2.06	2.00	2.28	2.33	1.54	2.12	2.15	
Oct-Dec 2010	1.91	2.87	2.25	1.00	0.0	0.0	-	1.98	2.00	2.19	2.14	1.77	2.49	2.47	2.29	2.14	0.92	2.63	2.28	

*Favorite TV was unlicensed during October-December 2008

"-" denotes unlicensed/not in operation

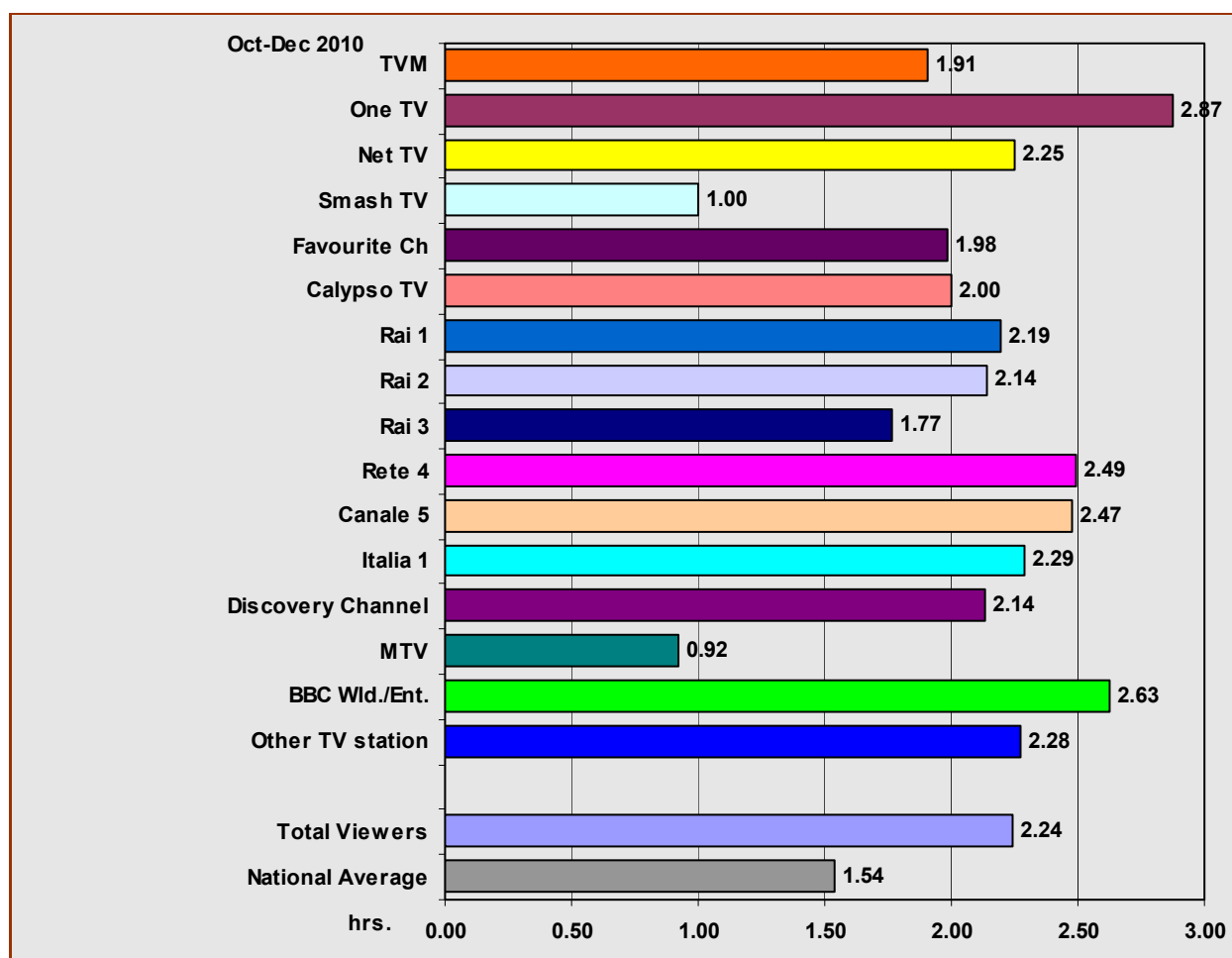


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [OCT-DEC 2010]

Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at 1.54hrs every day.

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular TV viewers spent watching to programmes has decreased slightly by 4.68% from 2.35hrs for Oct-Dec 2006 to 2.24hrs for this period under assessment – see Table 8.5 and Figure 8.4 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006 – 2010]

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

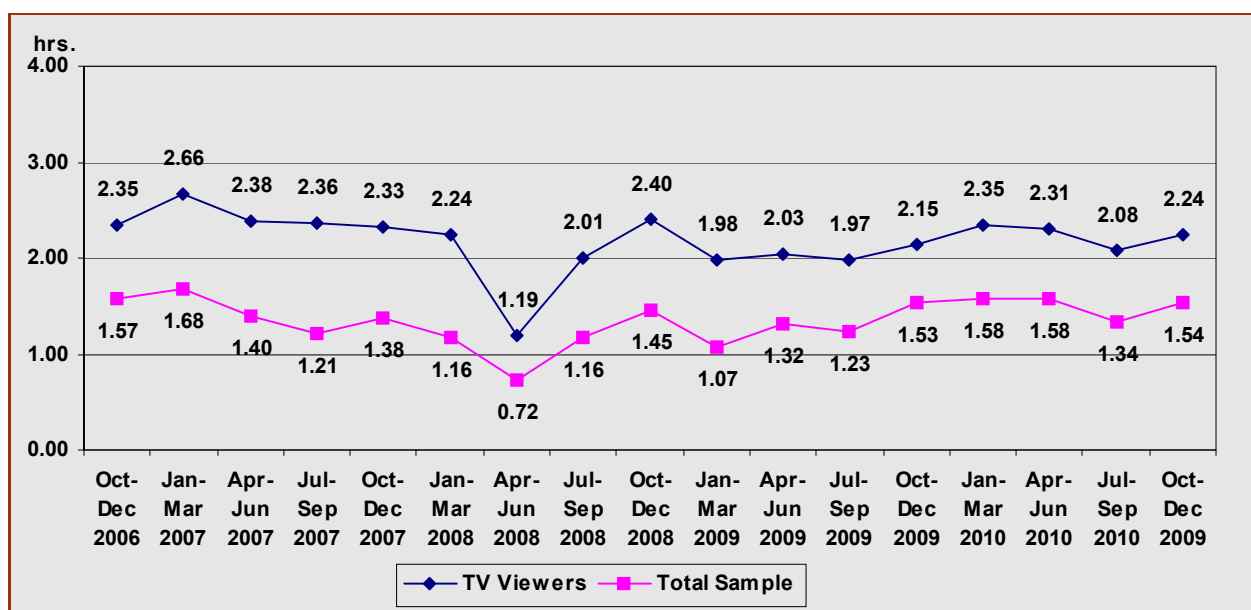


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – 2010]

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

TABLE 8.6: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION [OCT/DEC 2006 – 2010]

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

8.3 Radio Consumption by Time Brackets

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

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

8.4 TV Consumption by Time Brackets

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

TABLE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2010]

TABLE 017: WEIGHTED PUBLIC CONSUMPTION BY TIME PERIOD, BY GENDER, BY AGE GROUP, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS (FOOT PATRONS)																										
	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	Oct	Nov
> 6:00	1.03	0.62	1.50	0.00	0.00	0.32	0.75	1.09	2.90	1.10	0.87	1.54	0.68	1.01	0.69	0.46	0.88	1.62	2.04	0.21	0.39	1.11	1.06	1.39	0.73	0.93
6:00-9:00	19.09	18.34	19.99	23.82	18.97	19.91	18.31	19.55	18.08	26.42	18.77	18.39	21.17	17.79	22.33	14.53	18.72	22.30	22.03	16.51	18.05	20.42	15.59	18.24	20.24	18.92
9:00-12:00	34.49	31.76	37.69	19.94	27.90	31.65	36.14	36.96	34.04	30.20	36.37	35.17	33.83	32.96	32.11	36.88	33.06	30.86	31.34	34.75	35.83	37.87	38.62	34.31	33.81	35.30
12:00-17:00	30.79	33.87	27.19	38.25	34.98	34.67	33.62	28.04	24.17	26.57	30.02	29.19	31.22	30.29	33.98	34.77	30.70	29.18	32.02	33.79	34.03	27.47	27.04	31.06	29.95	31.31
17:00-20:00	11.27	12.14	10.24	11.45	13.02	8.25	9.43	11.06	16.14	11.44	11.22	11.85	12.04	13.60	6.81	10.59	11.98	12.52	10.59	11.83	10.55	8.04	13.17	11.57	10.94	11.27
20:00-24:00	3.33	3.28	3.39	6.54	5.14	5.21	1.75	3.30	4.66	4.28	2.76	3.85	1.06	4.35	4.09	2.76	4.65	3.52	1.97	2.91	1.15	5.09	4.51	3.43	4.34	2.28
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

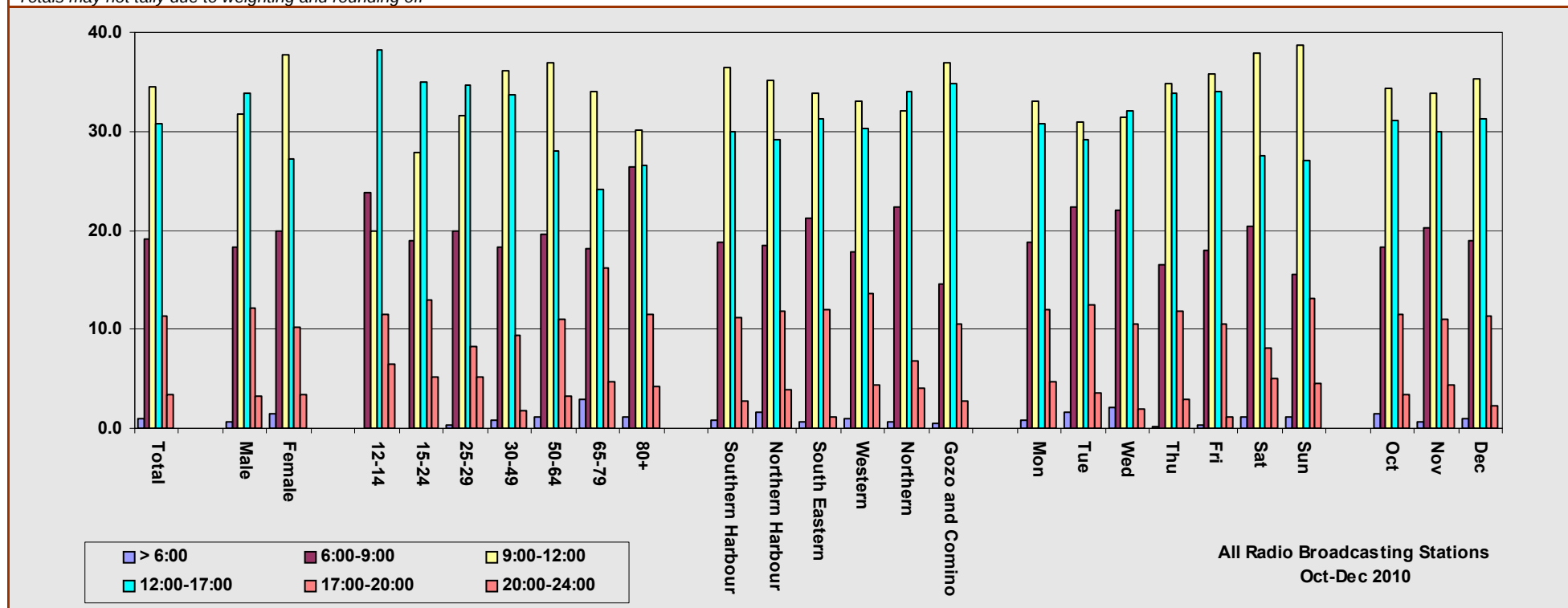


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [OCT-DEC 2010]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2010]

	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	Oct	Nov	Dec	
Radju Malta	5.95	3.52	8.81	3.83	0.00	0.00	2.51	10.34	13.49	6.51	2.39	6.94	8.36	8.67	3.74	3.83	4.34	6.36	6.67	6.68	4.43	7.85	5.56	5.55	5.13	7.12	
Radju Parlament 106.6	0.18	0.00	0.38	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	1.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.50	0.00	0.00	
Magic Radio	6.84	4.19	9.96	18.59	9.69	3.47	8.94	6.98	0.36	0.00	7.14	8.23	4.36	10.12	4.32	0.31	8.47	6.01	8.34	6.08	6.14	6.58	6.29	3.74	8.84	8.18	
ONE Radio	14.98	16.26	13.48	8.55	1.05	4.78	9.15	21.72	34.04	10.61	25.51	10.92	20.75	13.02	7.72	12.11	19.25	12.84	8.91	6.13	19.24	16.46	23.85	9.54	14.80	20.75	
Radio 101	3.06	3.01	3.12	0.00	0.14	0.00	1.99	4.31	7.10	4.26	4.46	0.70	1.11	7.37	3.47	1.68	4.55	1.39	3.55	2.89	2.08	3.25	3.96	3.99	3.71	1.51	
Bay Radio	12.36	13.38	11.16	38.66	35.97	14.88	16.92	2.09	0.36	0.00	9.62	11.95	10.99	9.21	19.17	19.83	8.83	14.91	7.67	20.55	7.59	13.04	13.71	11.81	11.54	13.68	
Calypso Radio	15.20	15.60	14.73	1.60	2.67	3.50	18.65	25.15	3.78	7.62	16.88	16.40	15.68	17.39	11.68	3.39	18.60	19.69	16.72	14.92	12.11	14.00	9.54	20.09	16.41	9.03	
RTK	7.58	4.71	10.95	0.00	3.10	2.40	1.94	11.87	18.62	14.26	3.45	12.24	3.29	5.60	7.25	13.73	8.30	7.62	7.99	5.71	9.37	7.87	6.09	8.50	5.11	8.92	
Smash Radio	6.36	7.95	4.49	0.00	4.30	21.25	11.92	1.13	0.46	0.00	4.94	4.11	5.04	6.28	10.34	17.32	8.26	8.45	5.29	12.41	4.90	1.02	2.48	6.09	7.95	5.16	
Radju Marija	8.71	3.86	14.40	0.00	0.14	0.00	5.02	11.01	16.23	54.11	6.52	10.51	8.69	6.79	8.45	13.12	1.59	7.05	17.42	7.37	15.07	2.98	8.67	11.03	8.64	6.38	
Campus FM	0.70	1.07	0.26	0.00	0.00	0.00	0.64	0.63	2.09	0.00	0.69	0.91	0.87	0.30	0.83	0.00	0.64	0.00	0.82	0.31	1.88	1.18	0.00	0.54	0.96	0.63	
Vibe FM	7.51	12.02	2.22	19.75	28.33	28.98	5.76	0.48	0.00	0.00	7.21	6.61	8.29	8.28	9.65	3.48	2.12	5.94	7.88	10.44	10.61	9.18	6.10	8.72	7.16	6.59	
XFM	5.54	7.93	2.73	6.19	14.31	5.72	9.45	0.08	0.00	0.00	5.30	6.29	5.51	3.12	9.07	0.46	3.95	9.34	6.45	5.65	1.02	7.29	5.50	3.96	5.72	7.00	
Community Stations	3.66	4.43	2.77	2.84	0.29	15.03	3.56	3.24	3.47	2.62	4.83	2.05	5.76	2.73	4.31	4.74	6.08	0.24	0.88	0.86	3.79	8.33	6.71	4.68	2.83	3.40	
Foreign Station	1.37	2.09	0.53	0.00	0.00	0.00	3.07	0.96	0.00	0.00	1.06	2.16	0.00	1.12	0.00	6.00	5.02	0.18	1.39	0.00	0.62	0.98	1.53	1.25	1.21	1.64	
No response	5.95	3.52	8.81	3.83	0.00	0.00	2.51	10.34	13.49	6.51	2.39	6.94	8.36	8.67	3.74	3.83	4.34	6.36	6.67	6.68	4.43	7.85	5.56	5.55	5.13	7.12	
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

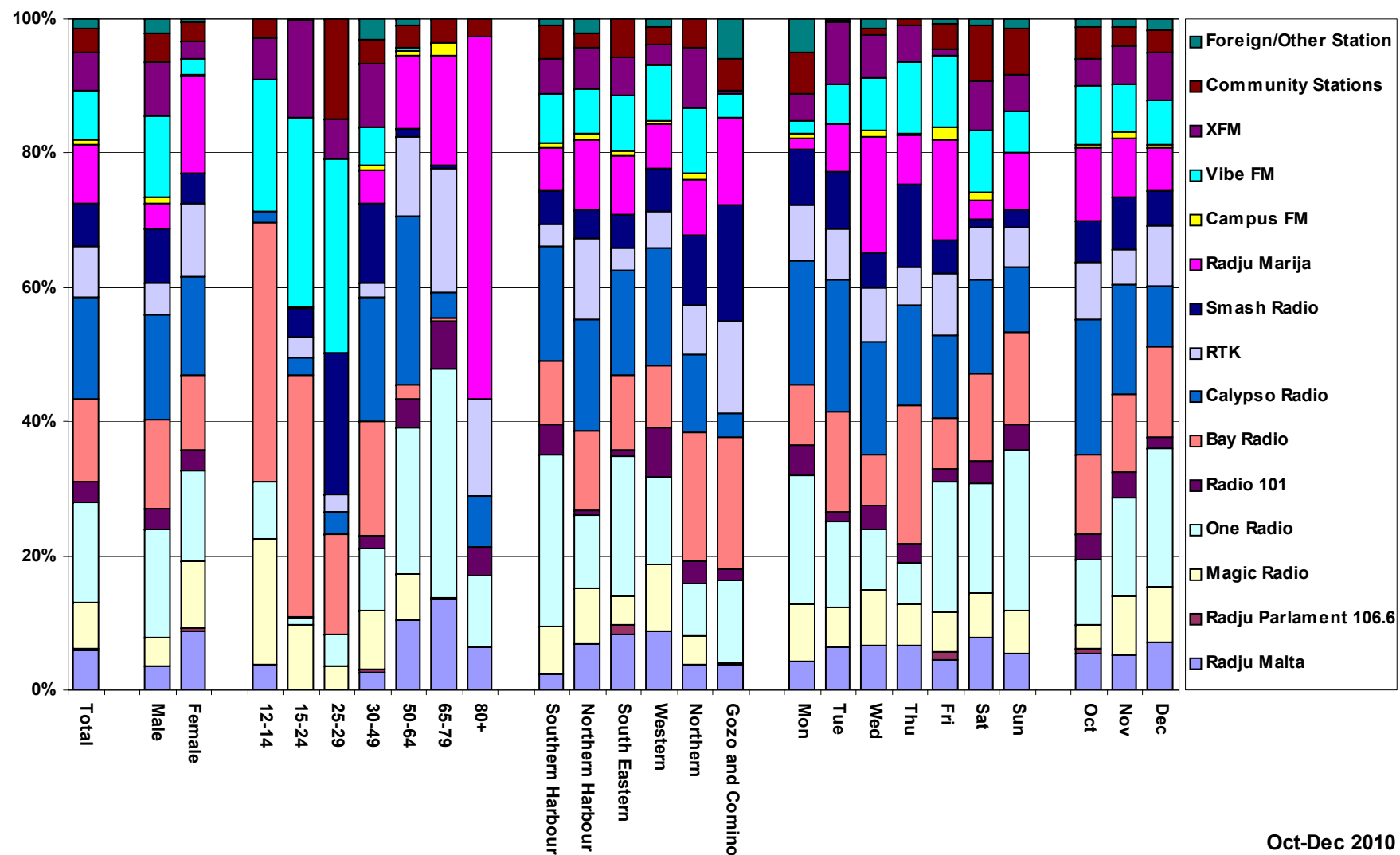


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2010]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2010]

TABLE CROPPED FROM TABLE 1: CONCERN FOR TIME DISCREPANCY BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTH (CROP DATE: 10/10/2023)																										
	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
>12:00	5.81	5.14	6.39	10.66	5.28	5.71	4.23	7.18	6.14	2.42	7.16	5.22	5.75	5.47	5.92	4.33	5.69	3.82	5.72	6.43	4.04	7.96	6.99	6.26	5.05	6.02
12:00-19:00	24.36	20.80	27.45	32.47	32.73	25.71	21.10	24.47	19.01	27.25	26.82	26.52	17.46	22.91	25.38	22.33	18.52	18.53	21.27	22.37	21.34	39.30	28.22	22.19	22.55	27.66
19:00-20:30	21.93	21.89	21.96	16.78	17.42	16.89	22.16	21.50	26.56	35.96	20.52	20.70	23.84	23.42	23.91	20.99	22.19	23.35	25.90	24.55	18.13	16.46	23.39	21.54	24.13	20.50
20:30-22:00	32.07	34.09	30.31	29.92	29.10	37.34	34.62	30.84	32.45	25.10	30.43	31.10	36.36	32.34	30.60	35.08	36.61	38.13	31.62	32.91	34.85	20.54	30.28	32.70	33.63	30.28
22:00-24:00	15.83	18.07	13.89	10.17	15.48	14.35	17.90	16.00	15.84	9.27	15.07	16.47	16.59	15.86	14.19	17.27	17.00	16.17	15.48	13.74	21.63	15.74	11.12	17.30	14.63	15.54
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

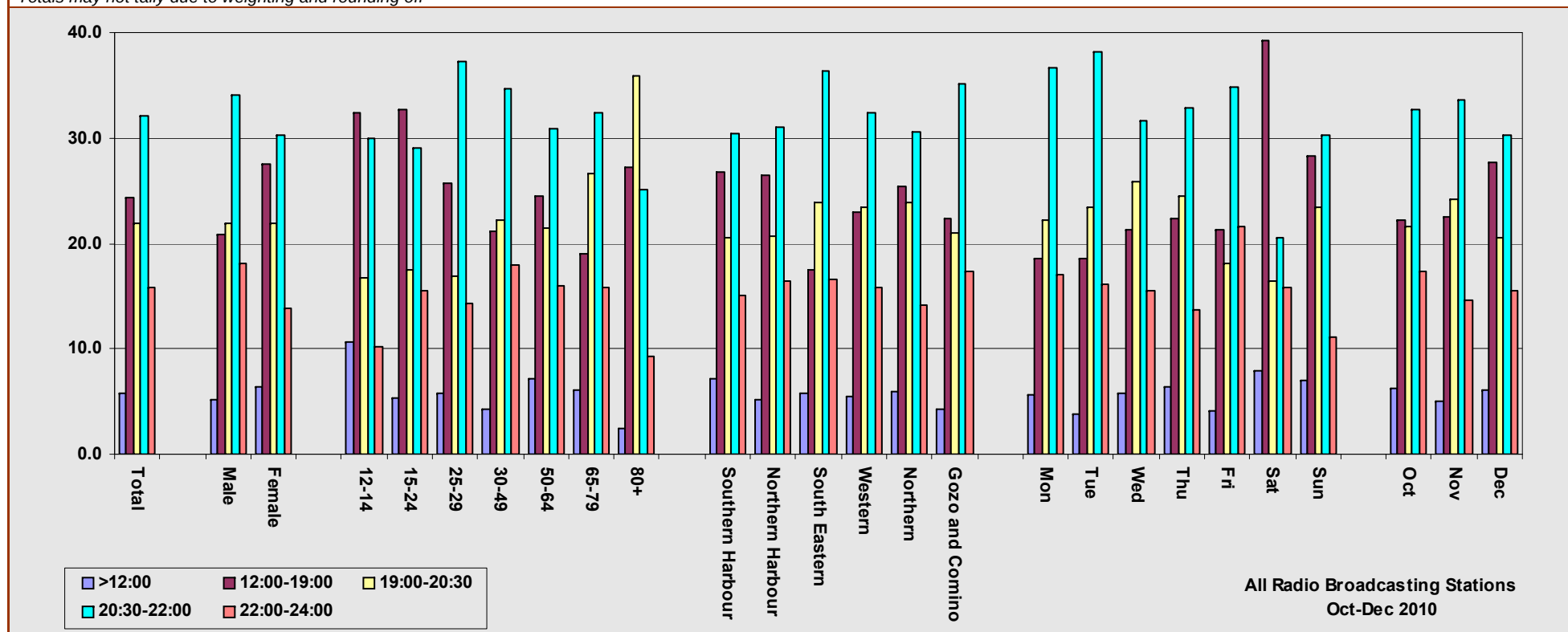


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT-DEC 2010]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2010]

	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	Oct	Nov	Dec
TVM	27.49	25.06	29.61	30.16	19.49	26.08	32.72	27.43	23.22	34.56	22.06	26.62	26.03	32.49	34.85	28.15	20.65	34.94	19.54	23.97	36.84	19.57	34.12	31.13	23.55	27.56	
One	20.30	18.83	21.57	6.15	9.25	9.07	15.59	28.87	31.76	23.99	22.88	16.39	32.45	19.28	17.08	10.69	24.85	16.90	14.60	23.67	18.25	17.81	25.83	23.43	19.13	18.58	
Net TV	7.45	6.26	8.47	2.61	4.51	4.00	4.36	9.79	12.85	14.57	10.22	8.79	3.51	5.54	7.56	4.20	11.32	3.53	9.72	11.12	5.16	3.88	8.07	7.52	7.73	7.15	
Smash TV	0.05	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	
Favorite Channel	0.20	0.16	0.24	0.00	0.00	0.00	0.26	0.47	0.00	0.00	0.25	0.26	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.41	0.91	0.00	0.00	0.21	0.19	0.20	
Calypso TV	0.05	0.00	0.10	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.17	0.00	
Rai 1	3.88	4.30	3.51	0.00	1.35	1.46	1.47	6.76	7.98	2.78	3.44	5.15	0.80	4.66	3.31	5.98	6.14	2.39	3.93	3.78	3.02	3.81	4.36	2.39	6.11	3.36	
Rai 2	1.11	1.73	0.57	0.00	0.48	1.76	1.67	1.34	0.57	0.00	1.43	0.95	1.01	0.73	1.51	0.89	2.06	0.27	1.71	1.32	0.99	0.00	1.48	1.12	0.63	1.48	
Rai 3	0.44	0.49	0.39	0.00	0.00	1.14	0.43	0.52	0.00	2.90	0.00	0.89	1.09	0.00	0.16	0.00	0.00	0.00	0.76	0.15	1.09	0.00	0.89	0.47	0.24	0.56	
Rete 4	3.36	4.43	2.43	0.00	0.00	3.39	2.39	4.78	6.64	3.85	4.45	3.49	3.31	1.03	4.62	1.59	2.02	1.00	6.35	3.41	4.41	3.00	3.18	4.73	3.56	2.04	
Canale 5	5.45	2.34	8.16	0.00	6.11	12.40	7.05	5.47	2.22	0.00	4.10	9.06	3.75	4.29	2.62	6.07	6.70	5.51	5.76	2.15	3.59	11.25	3.74	4.98	4.74	6.43	
Italia 1	5.89	7.29	4.67	11.71	17.06	7.90	7.40	0.72	0.81	0.00	8.18	5.04	6.62	5.84	1.90	8.12	5.00	8.16	3.49	10.08	5.10	7.36	2.40	4.30	5.40	7.63	
Discovery Channel	3.05	6.39	0.14	6.15	5.60	2.01	3.07	2.57	1.67	0.00	5.07	2.26	1.20	1.34	4.54	4.20	3.61	2.66	0.96	3.34	4.42	1.03	4.95	2.49	4.00	2.77	
MTV	0.34	0.60	0.12	0.72	2.07	0.00	0.00	0.06	0.00	0.00	0.15	0.97	0.00	0.00	0.00	0.39	0.31	0.32	1.30	0.00	0.11	0.27	0.16	0.10	0.35	0.54	
BBC Prime/World/Ent	1.81	0.46	2.99	2.66	1.16	0.00	1.27	3.23	0.78	4.43	0.00	1.28	3.02	4.48	2.43	0.92	1.00	2.16	3.06	1.84	2.30	1.30	1.03	1.29	2.84	1.43	
Other TV station	19.14	21.57	17.02	39.83	32.92	30.79	22.15	7.99	11.50	11.66	17.75	18.86	16.86	20.32	19.07	27.75	16.35	21.83	28.81	14.77	13.80	30.35	9.78	15.69	21.37	20.28	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Totals may not tally due to weighting and rounding off

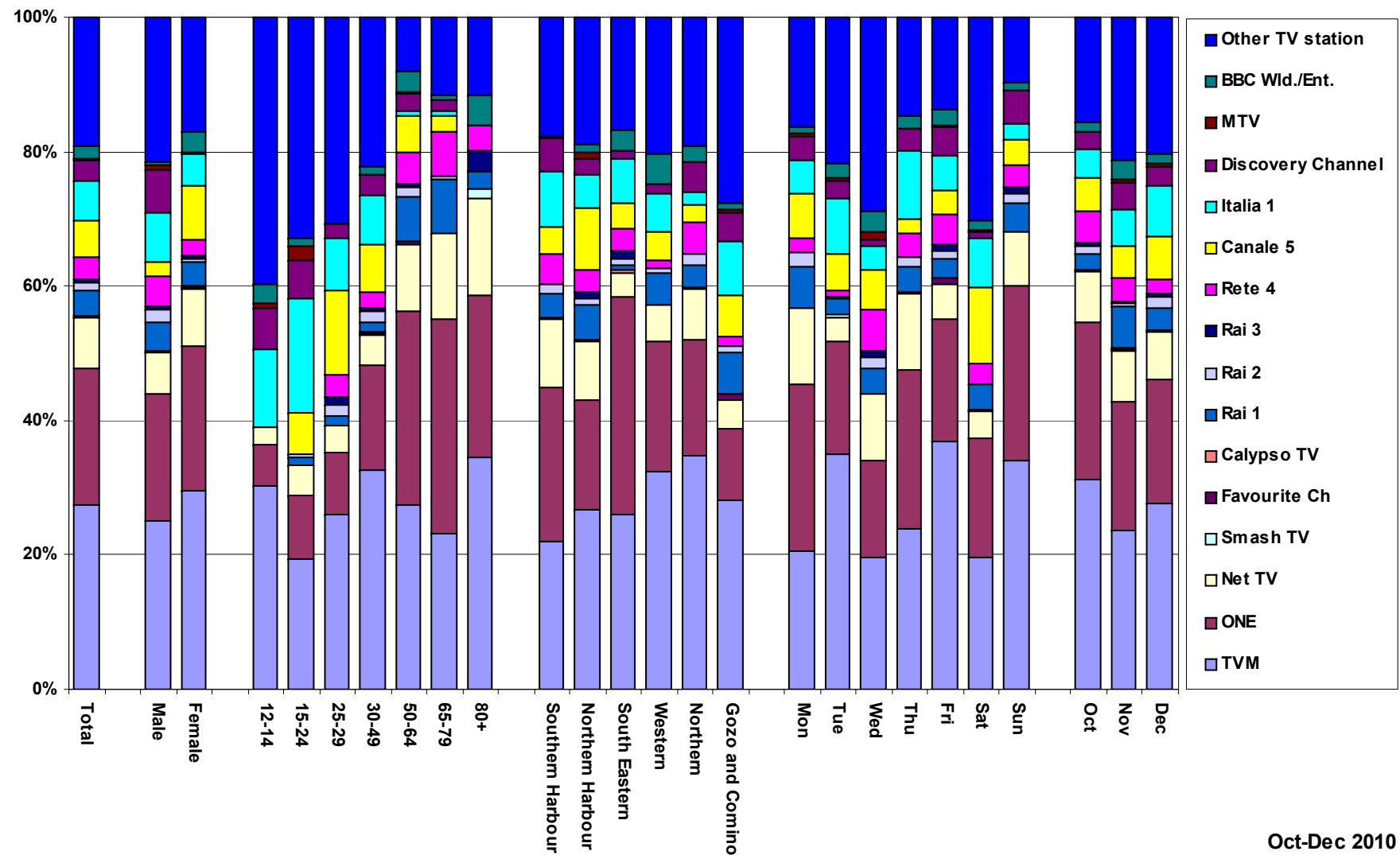


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2010]

8.5 What 12-14 year olds are viewing

Interesting to note the spread of 12-14 years olds – it is distributed amongst all the time brackets with viewing of “Other Stations” at 39.83% while total local stations amounted to 38.92% [see Table 8.10 above]. Analyzed by weekday, viewing was consistent throughout the whole week with increasing percentages for Fridays, Saturdays, and Sundays see Table 8.11 below. Viewing was exceptionally high at post the watershed throughout the whole week with the exception of Sundays where viewing by 12-14 year olds diminished by 10:00pm.

TABLE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY

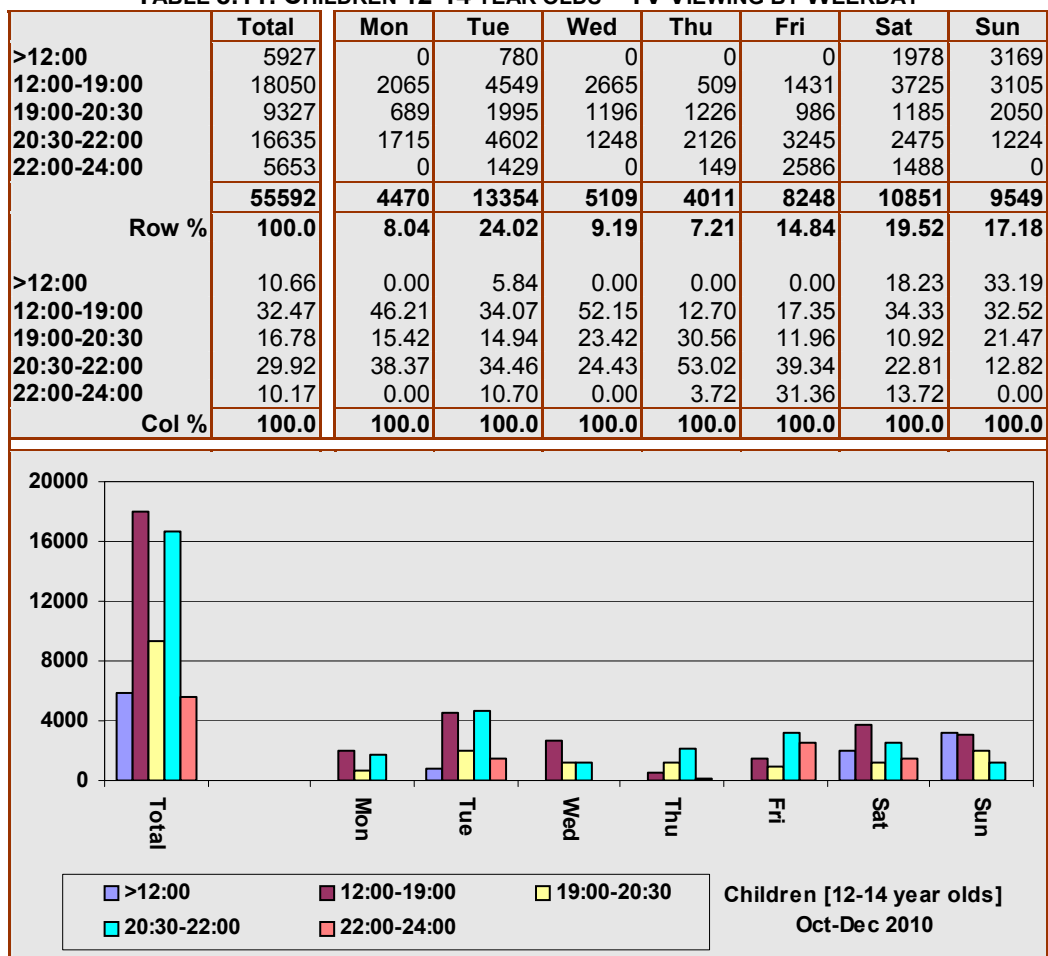


FIGURE 8.9: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY

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

TABLE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION

	Total	TVM	One TV	Net TV	Italia 1	Discovery Channel	MTV	BBC W Id./Ent.	Cartoon Network	Comedy Central	Disney Channel	E Entertain	Euro Sport	UK Living	Real Madrid
>12:00	5927	783	0	0	0	1559	0	0	780	0	2415	0	390	0	0
12:00-19:00	18050	1824	643	396	1567	1078	0	0	2524	1534	7382	587	0	0	516
19:00-20:30	9327	1478	1652	196	2121	0	0	987	195	0	2698	0	0	0	0
20:30-22:00	16635	9947	776	862	2141	390	402	494	585	0	1039	0	0	0	0
22:00-24:00	5653	2736	345	0	680	391	0	0	585	0	494	0	0	422	0
	55592	16767	3416	1453	6509	3419	402	1481	4668	1534	14027	587	390	422	516

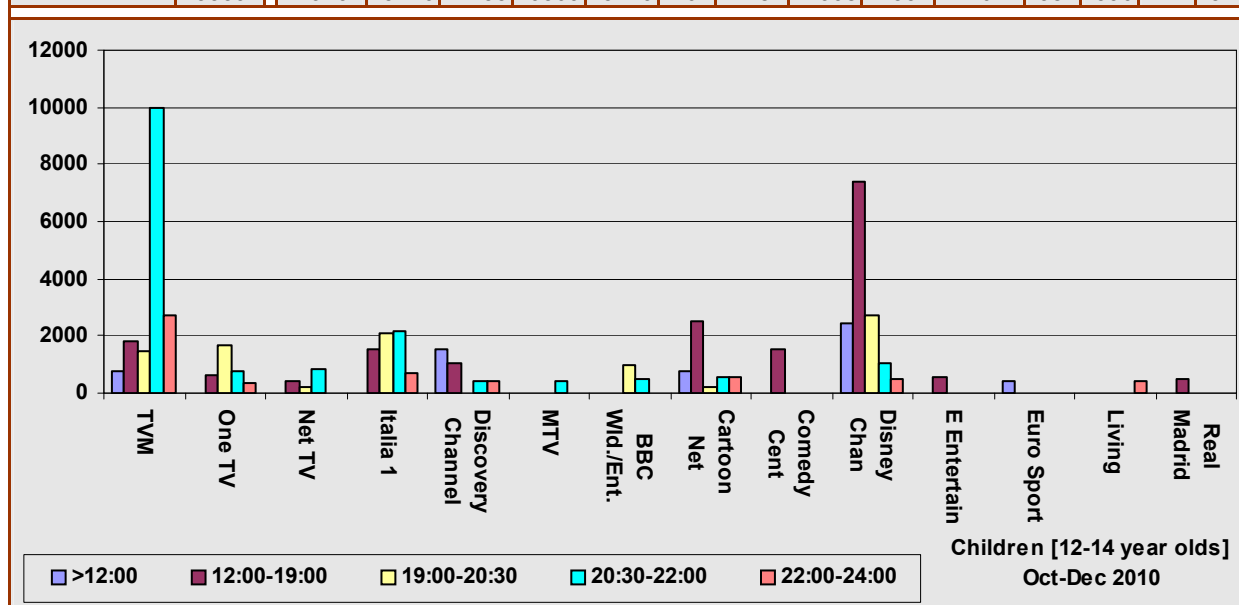


FIGURE 8.10: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION

Analysed by time slot, no 12-14 year olds were registered as televiewers before 08:00am and the stations mostly followed were Disney Channel and Discovery Channel. Audiences again peak at around 4:00pm with a more range of foreign stations as Cartoon Network, Comedy Central, E Entertainment, and Italia 1. However, audiences start to peak at 8:00pm with the highest being registered at 9:00pm for TVM, followed by Italia 1 and Net TV – see Table 8.13 below.

TABLE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT

	TVM	One TV	Net TV	Italia 1	Discovery Channel	MTV	BBC Wld./Ent.	Cartoon Network	Comedy Cent	Disney Chan	E Entertain	Euro Sport	Living	Real Madrid
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:00	0	0	0	0	195	0	0	0	0	0	0	0	0	0
8:30	0	0	0	0	195	0	0	0	0	0	0	0	0	0
9:00	0	0	0	0	195	0	0	195	0	196	0	0	0	0
9:30	0	0	0	0	195	0	0	195	0	196	0	0	0	0
10:00	196	0	0	0	195	0	0	195	0	403	0	0	0	0
10:30	196	0	0	0	195	0	0	195	0	403	0	0	0	0
11:00	196	0	0	0	195	0	0	0	0	609	0	195	0	0
11:30	196	0	0	0	195	0	0	0	0	609	0	195	0	0
Noon	196	0	0	0	0	0	0	0	0	407	0	0	0	0
12:30	196	0	0	0	0	0	0	0	0	407	0	0	0	0
1:00	196	0	0	0	0	0	0	0	0	407	0	0	0	258
1:30	196	0	0	0	0	0	0	0	0	407	0	0	0	258
2:00	196	0	198	0	0	0	0	453	0	407	0	0	0	0
2:30	196	0	198	0	0	0	0	453	0	618	0	0	0	0
3:00	196	0	0	258	0	0	0	453	0	557	196	0	0	0
3:30	196	247	0	258	0	0	0	453	0	557	196	0	0	0
4:00	0	0	0	247	0	0	0	453	384	603	196	0	0	0
4:30	0	0	0	396	0	0	0	258	384	603	0	0	0	0
5:00	258	0	0	149	195	0	0	0	384	603	0	0	0	0
5:30	0	0	0	0	195	0	0	0	384	603	0	0	0	0
6:00	0	198	0	0	442	0	0	0	0	603	0	0	0	0
6:30	0	198	0	258	247	0	0	0	0	603	0	0	0	0
7:00	0	481	0	522	0	0	247	0	0	603	0	0	0	0
7:30	0	247	0	694	0	0	247	0	0	603	0	0	0	0
7:45	0	247	0	694	0	0	247	0	0	603	0	0	0	0
8:00	1478	678	196	211	0	0	247	195	0	890	0	0	0	0
8:30	2835	431	258	813	195	0	247	195	0	643	0	0	0	0
9:00	3809	173	431	664	195	402	247	195	0	396	0	0	0	0
9:30	3303	173	173	664	0	0	0	195	0	0	0	0	0	0
10:00	1234	173	0	469	0	0	0	195	0	247	0	0	211	0
10:30	935	173	0	211	196	0	0	195	0	247	0	0	211	0
11:00	283	0	0	0	196	0	0	195	0	0	0	0	0	0
11:30	283	0	0	0	0	0	0	0	0	0	0	0	0	0

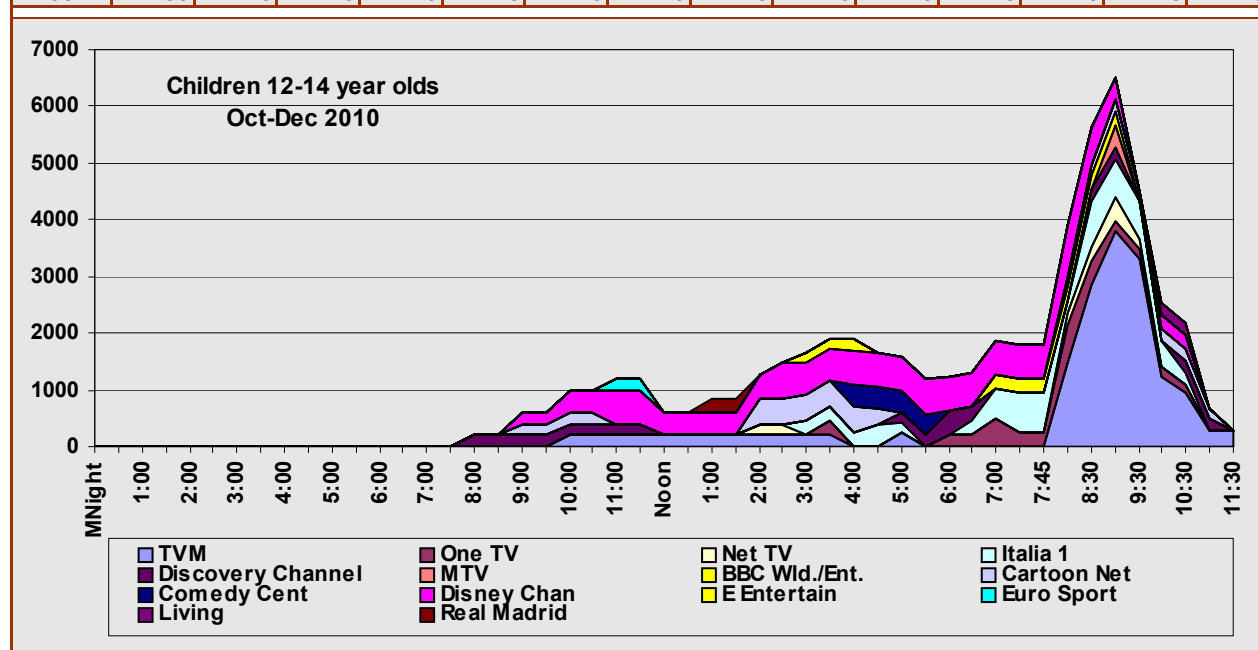


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT

9. TV PROGRAMME PREFERENCES

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

Respondents were given the possibility of naming three programmes broadcast on local TV stations while allowing also for two other types of responses: those who stated that they do not regularly watch television; and those who stated that they do not watch local television programmes. Out of all respondents, 29.34% [105,347] stated that they do not have a favorite programme/do not watch TV/do not watch local programmes. Of these, 10.26% [36840] stated that they do not have any preferred programme; 16.38% [58816] stated that they do not watch local TV programmes; while the rest 2.7% [9691] stated that they do not watch TV – see Table 9.1 below:

TABLE 9.1: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

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	358997	178768	180228	19146	61580	21480	109635	88392	47472	11292	71109	105576	53212	50284	51610	27205
Do not watch TV	9691	5167	4524	263	1517	881	2644	2052	1337	997	1539	2432	1198	1715	1345	1463
Do not watch Local Prog.	58816	35639	23177	2418	14510	5012	19402	9789	5789	1896	10402	18190	9835	7456	7888	5046
No Favorite Programme	36840	20959	15881	1001	5175	1166	9051	11107	7291	2049	8112	8576	4647	5448	6844	3213
	105347	61765	43581	3683	21202	7058	31096	22949	14417	4942	20052	29198	15680	14619	16077	9721
1st Named prog.	253650	117003	136647	15463	40378	14421	78539	65443	33055	6350	51057	76379	37532	35665	35533	17483
	44.7%	46.2%	43.5%	42.9%	45.4%	46.6%	43.8%	44.1%	46.6%	48.2%	44.2%	45.5%	45.5%	44.4%	42.7%	45.6%
	100%	46%	54%	6%	16%	6%	31%	26%	13%	3%	20%	30%	15%	14%	14%	7%
2nd Named prog.	188984	82731	106253	11699	29586	10128	59052	51210	22929	4381	38267	55629	26604	27132	28437	12915
	33.3%	32.7%	33.8%	32.4%	33.2%	32.8%	32.9%	34.5%	32.3%	33.2%	33.1%	33.2%	32.2%	33.8%	34.2%	33.7%
	100%	44%	56%	6%	16%	5%	31%	27%	12%	2%	20%	29%	14%	14%	15%	7%
3rd Named prog.	125101	53536	71565	8890	19033	6369	41697	31738	14924	2450	26304	35692	18435	17492	19263	7914
	22.0%	21.1%	22.8%	24.7%	21.4%	20.6%	23.3%	21.4%	21.0%	18.6%	22.7%	21.3%	22.3%	21.8%	23.1%	20.7%
	100%	43%	57%	7%	15%	5%	33%	25%	12%	2%	21%	29%	15%	14%	15%	6%
Total	567735	253270	314465	36052	88997	30918	179289	148391	70908	13181	115628	167700	82572	80289	83233	38313
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	45%	55%	6%	16%	5%	32%	26%	12%	2%	20%	30%	15%	14%	15%	7%

[Count; Col %; Row %]

Totals may not tally due to weighting and rounding off

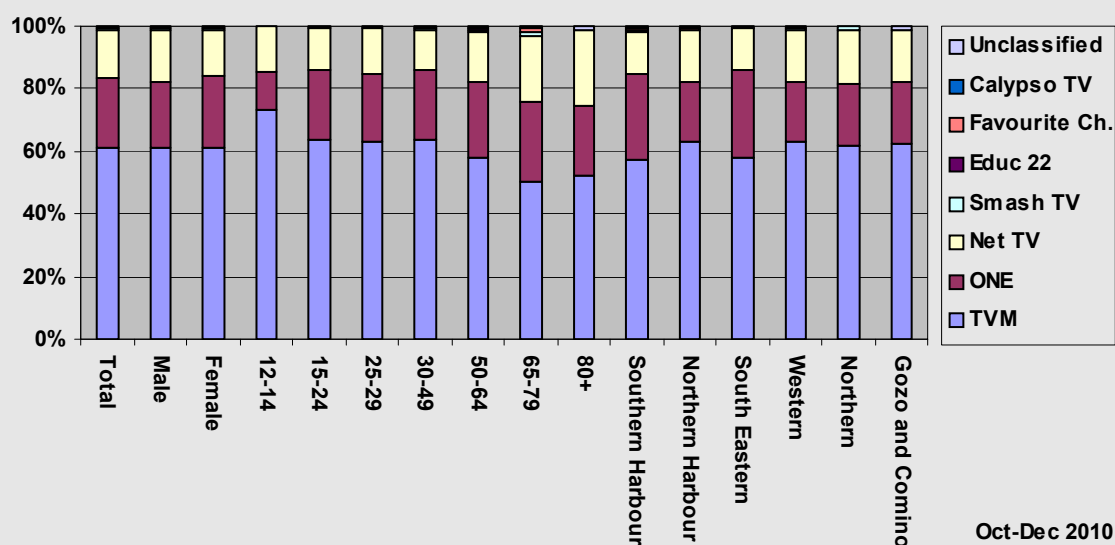
The programmes named by the respondents were first classified by the station on which they were broadcast based on published broadcasting schedules as received by the Authority from broadcasting stations for the period of October-December 2010. These were then classified under broad time-brackets as used in the previous chapter. The full list of programmes and their percentage to total programmes quoted is found in Part Two of this report.

Out of all the programmes named, TVM got 60.88% of all counts, followed by ONE with 22.38% and Net TV with 15.35% while 0.35% of all programmes named were unclassified as they were either broadcast during previous broadcasting seasons or were or a generic programme type – see Table 9.2 and Figure 9.1 below.

**TABLE 9.2 AND FIGURE 9.1: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]**

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	345654	154187	191467	26501	56888	19489	114485	85825	35555	6911	66492	105524	47780	50713	51219	23926
ONE	127036	54538	72498	4364	19363	6774	39428	36026	18153	2928	31789	32454	23476	15231	16453	7634
Net TV	87161	41016	46145	5186	12046	4397	23562	23817	14978	3174	15310	27432	10532	13483	14239	6164
Smash TV	3032	1288	1744	0	195	0	953	1150	734	0	363	509	580	335	1104	140
Education 22	565	565	0	0	0	0	218	347	0	0	565	0	0	0	0	0
Favorite TV	1906	364	1542	0	0	0	0	686	1221	0	336	1018	0	335	217	0
Calypso TV	388	0	388	0	0	0	221	168	0	0	388	0	0	0	0	0
Unclassified	1993	1312	681	0	505	258	422	373	267	168	386	763	204	191	0	449
	567735	253270	314465	36052	88997	30918	179289	148391	70908	13181	115628	167700	82572	80289	83233	38313
%																
TVM	60.88	60.88	60.89	73.51	63.92	63.03	63.86	57.84	50.14	52.43	57.50	62.92	57.86	63.16	61.54	62.45
ONE	22.38	21.53	23.05	12.10	21.76	21.91	21.99	24.28	25.60	22.21	27.49	19.35	28.43	18.97	19.77	19.92
Net TV	15.35	16.19	14.67	14.39	13.54	14.22	13.14	16.05	21.12	24.08	13.24	16.36	12.76	16.79	17.11	16.09
Smash TV	0.53	0.51	0.55	0.00	0.22	0.00	0.53	0.77	1.04	0.00	0.31	0.30	0.70	0.42	1.33	0.37
Education 22	0.10	0.22	0.00	0.00	0.00	0.00	0.12	0.23	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00
Favorite TV	0.34	0.14	0.49	0.00	0.00	0.00	0.00	0.46	1.72	0.00	0.29	0.61	0.00	0.42	0.26	0.00
Calypso TV	0.07	0.00	0.12	0.00	0.00	0.00	0.12	0.11	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00
Unclassified	0.35	0.52	0.22	0.00	0.57	0.84	0.24	0.25	0.38	1.27	0.33	0.46	0.25	0.24	0.00	1.17
	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



Out of all the programmes named, the most quoted was *F'Salib it-Toroq* on TVM with 13.93%; followed by *Xarabank* on TVM at 11.11%; *KC* on TVM 8.67%; and *News* on TVM with 7.85%. The first ten most quoted programmes analysed by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below.

**TABLE 9.3: MOST TEN FAVORITE PROGRAMMES BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]**

			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	<i>F' Salib it-Toroq</i>	79078	26684	52394	5347	10978	3137	22297	25485	9525	2309	19585	22414	10318	10226	10153	6384
TVM	<i>Xarabank</i>	63062	33467	29594	1626	13033	3275	26999	13101	4845	182	10893	18713	8944	11809	9062	3641
TVM	<i>KC</i>	49235	17445	31790	6582	6740	2355	16304	11428	4617	1210	10624	13698	7055	6810	6360	4688
TVM	<i>News TVM</i>	44545	24721	19824	884	3888	1911	16481	12765	7443	1173	4677	17031	5220	6423	7942	3254
ONE	<i>Emilja</i>	37852	10856	26996	3046	10189	2365	11552	7380	2974	346	11132	8850	5863	3847	5028	3132
TVM	<i>Deceduti</i>	35362	15962	19401	8443	12275	1965	9521	2491	667	0	7513	12038	4038	4968	5779	1026
Net TV	<i>Rih Isfel</i>	23891	8461	15431	1375	4166	1238	7795	6729	2406	182	5481	7002	3721	3460	2781	1446
ONE	<i>Affari Taghna</i>	20714	13887	6827	0	1447	1519	9265	5471	3013	0	4205	6198	2948	3755	2436	1172
Net TV	<i>Simpatici</i>	19469	6751	12717	3353	3380	762	3558	4700	2822	894	3709	6410	1391	2312	3733	1914
TVM	<i>Bondi Plus</i>	18683	12029	6654	0	1418	1807	7479	5484	1760	736	3238	5498	2525	3242	2775	1406
	%																
TVM	<i>F' Salib it-Toroq</i>	13.93	10.54	16.66	14.83	12.34	10.15	12.44	17.17	13.43	17.52	16.94	13.37	12.50	12.74	12.20	16.66
TVM	<i>Xarabank</i>	11.11	13.21	9.41	4.51	14.64	10.59	15.06	8.83	6.83	1.38	9.42	11.16	10.83	14.71	10.89	9.50
TVM	<i>KC</i>	8.67	6.89	10.11	18.26	7.57	7.62	9.09	7.70	6.51	9.18	9.19	8.17	8.54	8.48	7.64	12.24
TVM	<i>News TVM</i>	7.85	9.76	6.30	2.45	4.37	6.18	9.19	8.60	10.50	8.90	4.04	10.16	6.32	8.00	9.54	8.49
ONE	<i>Emilja</i>	6.67	4.29	8.58	8.45	11.45	7.65	6.44	4.97	4.19	2.62	9.63	5.28	7.10	4.79	6.04	8.17
TVM	<i>Deceduti</i>	6.23	6.30	6.17	23.42	13.79	6.35	5.31	1.68	0.94	0.00	6.50	7.18	4.89	6.19	6.94	2.68
Net TV	<i>Rih Isfel</i>	4.21	3.34	4.91	3.81	4.68	4.00	4.35	4.53	3.39	1.38	4.74	4.18	4.51	4.31	3.34	3.78
ONE	<i>Affari Taghna</i>	3.65	5.48	2.17	0.00	1.63	4.91	5.17	3.69	4.25	0.00	3.64	3.70	3.57	4.68	2.93	3.06
Net TV	<i>Simpatici</i>	3.43	2.67	4.04	9.30	3.80	2.46	1.98	3.17	3.98	6.78	3.21	3.82	1.68	2.88	4.49	5.00
TVM	<i>Bondi Plus</i>	3.29	4.75	2.12	0.00	1.59	5.85	4.17	3.70	2.48	5.58	2.80	3.28	3.06	4.04	3.33	3.67

Totals may not tally due to weighting and rounding off

All the programmes listed by respondents were classified under five time-brackets. The following Tables 9.4 to 9.10 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; as well as a list of programmes quoted that were broadcast in earlier broadcasting schedules. Percentages shows are in relation to each station's total counts.

**TABLE 9.4: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT DEC 2010]**

TVM	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Hadd Ghalik	1.74	1.48	1.95	4.45	2.70	2.34	1.88	0.80	0.00	0.00	1.25	1.72	2.63	1.84	1.74	1.17
Bongu	1.65	1.06	2.13	0.00	1.42	1.90	1.20	2.49	2.88	0.00	1.93	1.39	1.46	1.06	2.05	2.81
Hajja	0.11	0.00	0.20	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.33	0.00	0.00	0.34	0.00	0.00
Quddiesa TVM	0.04	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00	0.00	0.00	0.00	0.56
12:00-19:00																
12 05	2.52	0.33	4.27	0.97	1.61	6.90	1.65	3.01	4.33	2.37	3.11	2.26	3.15	2.90	1.70	1.67
Sibtek	0.59	0.30	0.82	0.00	0.00	1.32	0.82	0.40	1.38	0.00	0.33	0.90	1.46	0.00	0.33	0.00
Qalb in-Nies	0.57	0.94	0.28	0.00	0.00	0.00	0.37	1.32	1.22	0.00	0.84	0.52	0.34	0.00	1.04	0.76
Iz-Zona	0.44	0.39	0.49	2.23	0.00	0.00	0.37	0.41	0.46	0.00	0.62	0.52	0.36	0.78	0.00	0.00
Puss in Boots	0.22	0.24	0.20	0.00	0.00	2.27	0.00	0.21	0.37	0.00	0.29	0.41	0.00	0.00	0.00	0.56
Gadgets	0.14	0.30	0.00	0.99	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00
Sports Magazine	0.06	0.00	0.10	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00
Baqghu Maltin	0.05	0.12	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00
19:00-20:30																
News TVM	12.89	16.03	10.35	3.34	6.84	9.81	14.40	14.87	20.93	16.97	7.03	16.14	10.92	12.66	15.51	13.60
Studio 54	2.24	1.91	2.51	3.39	1.60	0.00	1.27	2.84	2.89	14.54	1.31	2.72	3.23	1.43	3.13	0.56
Ghawdex Illum	0.23	0.41	0.09	0.00	0.00	0.00	0.55	0.00	0.49	0.00	0.26	0.27	0.00	0.00	0.33	0.71
Venere	0.11	0.00	0.20	0.00	0.36	0.89	0.00	0.00	0.00	0.00	0.31	0.00	0.36	0.00	0.00	0.00
20:30-22:00																
F' Salib it-Toroq	22.88	17.31	27.36	20.18	19.30	16.10	19.48	29.69	26.79	33.41	29.45	21.24	21.60	20.16	19.82	26.68
Xarabank	18.24	21.71	15.46	6.14	22.91	16.80	23.58	15.27	13.63	2.64	16.38	17.73	18.72	23.29	17.69	15.22
KC	14.24	11.31	16.60	24.83	11.85	12.08	14.24	13.32	12.99	17.51	15.98	12.98	14.76	13.43	12.42	19.60
Deceduti	10.23	10.35	10.13	31.86	21.58	10.08	8.32	2.90	1.88	0.00	11.30	11.41	8.45	9.80	11.28	4.29
Bondi Plus	5.41	7.80	3.48	0.00	2.49	9.27	6.53	6.39	4.95	10.64	4.87	5.21	5.28	6.39	5.42	5.87
Dissett	0.75	1.11	0.45	0.00	0.00	0.77	0.77	0.84	2.35	0.00	0.33	0.77	0.79	0.38	1.27	1.39
Kontra Attakk	0.55	0.97	0.22	0.97	0.00	1.02	0.38	0.93	0.61	0.00	0.66	0.24	0.34	0.77	0.94	0.76
7 Qattiela	0.23	0.00	0.41	0.00	0.34	1.27	0.00	0.39	0.00	0.00	0.25	0.23	0.00	0.33	0.38	0.00
PQ	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00
Kustjonijiet	0.04	0.00	0.08	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00
22:00-24:00																
Biografiji	1.31	1.98	0.76	0.00	1.00	3.49	1.36	2.00	0.00	0.00	1.24	0.95	0.65	2.04	1.79	1.82
VIP Show	1.15	1.72	0.69	0.00	3.87	1.27	0.93	0.38	0.37	0.00	0.59	1.36	1.13	1.66	1.25	0.56
Paqpaq	0.60	1.34	0.00	0.00	0.96	2.43	0.21	0.72	0.51	0.00	0.26	0.35	1.10	0.42	1.54	0.00
Meander	0.05	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Previous Schedules																
Liquorish	0.20	0.13	0.25	0.00	0.34	0.00	0.28	0.00	0.46	0.00	0.29	0.15	0.31	0.34	0.00	0.00
X' Qala' l-Bahar	0.16	0.35	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	1.42
Mhux ghal kullhadd	0.12	0.17	0.09	0.00	0.46	0.00	0.00	0.20	0.00	0.00	0.25	0.00	0.55	0.00	0.00	0.00
Deal or no Deal	0.11	0.00	0.19	0.00	0.34	0.00	0.00	0.20	0.00	0.00	0.25	0.00	0.00	0.00	0.38	0.00
Bla Kondixin	0.05	0.00	0.09	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00
Deliitti	0.04	0.00	0.08	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00
	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 'ONE' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

ONE	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Bongu Bundy	5.30	4.09	6.21	0.00	3.32	9.59	6.14	5.09	5.63	5.74	9.94	3.95	5.52	1.10	4.23	1.75
Siegha Zmien	1.16	0.00	2.03	0.00	0.00	2.55	1.47	1.52	0.95	0.00	1.92	0.50	1.47	0.00	1.32	1.84
12:00-19:00																
Kalamita	7.97	4.22	10.80	0.00	4.17	5.60	5.44	9.77	13.38	29.01	8.06	3.93	9.66	10.26	9.93	10.83
Aroma Kitchen	1.94	1.04	2.61	0.00	0.00	0.00	2.62	2.56	1.88	5.74	1.06	1.74	2.97	2.23	2.33	1.84
Sibtijiet Flimkien	0.86	0.33	1.25	0.00	1.27	0.00	0.38	0.96	1.00	5.74	0.53	1.32	2.10	0.00	0.00	0.00
On d Road	0.60	1.39	0.00	0.00	2.82	3.11	0.00	0.00	0.00	0.00	0.00	0.00	1.12	1.39	1.72	0.00
Sal-Gister	0.30	0.70	0.00	0.00	0.00	0.00	0.55	0.45	0.00	0.00	0.69	0.00	0.69	0.00	0.00	0.00
X'Hadd Maghna	0.29	0.67	0.00	0.00	0.00	0.00	0.00	0.00	2.01	0.00	0.00	1.12	0.00	0.00	0.00	0.00
Il-Princep tal-Warda																
Bajda	0.13	0.00	0.23	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00
Looks	0.12	0.00	0.21	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00
19:00-20:30																
ONE News	13.76	20.42	8.75	4.83	5.16	10.40	14.73	16.99	17.06	18.35	8.76	19.03	11.87	14.52	15.40	12.88
Telepoplu	3.06	3.64	2.63	9.32	10.52	0.00	2.36	1.44	0.00	0.00	2.57	4.35	4.41	2.85	1.19	0.00
Kwazi Kwazi Ahwa	0.25	0.00	0.43	0.00	0.00	0.00	0.38	0.00	0.90	0.00	0.00	0.50	0.63	0.00	0.00	0.00
Mela Isma' Din	0.13	0.00	0.23	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00
Ieqaf 20 minuta	0.13	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.69	0.00	0.00	0.00
20:30-22:00																
Emilja	29.80	19.90	37.24	69.79	52.62	34.91	29.30	20.49	16.38	11.82	35.02	27.27	24.98	25.26	30.56	41.03
Affari Taghna	16.31	25.46	9.42	0.00	7.47	22.42	23.50	15.18	16.60	0.00	13.23	19.10	12.56	24.65	14.81	15.35
TX	2.13	2.27	2.02	0.00	0.00	0.00	1.54	3.79	3.02	6.22	1.91	1.12	5.02	1.10	1.32	2.22
Bla Agenda	2.04	2.44	1.74	0.00	0.00	0.00	0.00	5.22	3.95	0.00	2.69	2.13	0.00	1.10	4.25	2.39
Arani Issa	1.29	0.00	2.26	0.00	0.77	3.05	0.56	1.55	1.82	5.90	1.34	0.50	1.47	2.20	1.32	1.96
Inkontri	1.22	1.49	1.01	0.00	1.27	0.00	1.37	0.90	2.39	0.00	0.53	0.76	2.02	1.47	2.63	0.00
The Kilo Challenge	0.65	0.36	0.86	0.00	1.90	0.00	0.73	0.45	0.00	0.00	0.61	0.50	1.37	0.00	0.00	1.84
Erwieh	0.16	0.00	0.28	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00
22:00-24:00																
Midinbin	5.13	3.72	6.20	11.57	2.17	0.00	3.16	7.37	9.33	0.00	6.69	7.91	4.96	3.48	0.00	1.75
L-Argument	2.28	5.31	0.00	0.00	1.46	8.37	2.92	2.00	0.95	0.00	2.32	1.45	1.74	1.25	6.61	0.00
Realta'	0.78	0.89	0.70	0.00	1.36	0.00	0.57	0.94	0.93	0.00	0.53	0.00	1.86	2.57	0.00	0.00
Girls@work	0.57	0.00	0.99	0.00	2.67	0.00	0.51	0.00	0.00	0.00	0.00	0.62	0.74	0.00	1.19	1.96
Pape'	0.12	0.00	0.21	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00
Previous Schedules																
Gizelle	0.42	0.00	0.74	0.00	1.02	0.00	0.00	0.47	0.92	0.00	0.00	0.00	0.00	3.50	0.00	0.00
Laundry	0.30	0.69	0.00	0.00	0.00	0.00	0.52	0.00	0.00	5.92	0.55	0.00	0.87	0.00	0.00	0.00
L-Evangelisti	0.15	0.00	0.27	4.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00
Ulled il-Maltin	0.14	0.33	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.39
Minn Nicca 'l-Barra	0.14	0.33	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00
Tango	0.13	0.00	0.23	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00
Marvin	0.13	0.00	0.23	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00
Madonna tac-Coqqa																
	0.13	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	5.58	0.00	0.50	0.00	0.00	0.00	0.00
	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 9.6: WEIGHTED 'NET TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

Net TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
12:00-19:00																
Puree'	8.29	8.09	8.46	0.00	11.37	14.91	8.50	9.18	5.64	5.15	4.56	10.60	7.78	11.57	5.75	6.81
Malta I-Lejla	4.86	4.93	4.81	5.08	0.00	0.00	4.97	2.58	9.90	22.29	1.10	5.49	5.46	5.58	6.77	4.43
It-Tnejn l' huma	1.72	0.44	2.85	0.00	0.00	0.00	1.32	2.14	3.43	5.15	0.00	2.38	0.00	1.27	1.52	7.39
Sas-Sitta	0.88	0.97	0.81	0.00	1.72	0.00	1.65	0.73	0.00	0.00	2.48	0.00	0.00	1.65	1.17	0.00
Niltagghu	0.50	0.00	0.95	0.00	0.00	0.00	0.94	0.91	0.00	0.00	1.44	0.00	0.00	0.00	1.52	0.00
Vitalita'	0.38	0.00	0.72	0.00	0.00	0.00	0.00	0.00	2.21	0.00	1.10	0.60	0.00	0.00	0.00	0.00
L-Ewropa li tixtieq	0.30	0.65	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.00	0.00	0.00	0.00	1.86	0.00
Mini Bugz [Griz]	0.27	0.58	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.67	0.00
Lejla Maltija	0.25	0.00	0.47	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00
Geko	0.22	0.46	0.00	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.00	0.00	0.00	1.41	0.00	0.00
Radio 101 Live	0.19	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	5.15	0.00	0.60	0.00	0.00	0.00	0.00
Il-Mara Tal-Llum	0.15	0.00	0.29	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.16
19:00-20:30																
NET News	15.29	21.72	9.57	3.76	5.54	9.01	16.36	17.56	24.64	10.61	12.36	19.60	15.67	16.96	9.43	12.57
Wheel Spin	0.73	1.56	0.00	0.00	2.35	0.00	0.00	0.73	1.22	0.00	1.13	0.66	0.00	0.00	1.99	0.00
Lift	0.21	0.44	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00
20:30-22:00																
Rih Isfel	27.41	20.63	33.44	26.50	34.58	28.16	33.08	28.25	16.06	5.74	35.80	25.52	35.33	25.66	19.53	23.47
Simpatichi	22.34	16.46	27.56	64.66	28.06	17.32	15.10	19.73	18.84	28.16	24.22	23.37	13.20	17.14	26.22	31.05
NAR - Nies - Arti - Realta	4.77	6.86	2.91	0.00	9.22	9.80	6.64	3.60	1.27	0.00	0.00	3.42	9.81	11.40	3.34	2.76
Replay	4.43	8.93	0.43	0.00	5.72	16.37	6.74	2.90	1.16	0.00	8.95	2.65	7.92	3.03	3.66	0.00
Ucuh	1.38	1.07	1.65	0.00	0.00	0.00	0.00	1.37	4.67	5.46	1.13	1.19	0.00	0.00	4.91	0.00
News Room	1.22	1.53	0.93	0.00	0.00	0.00	0.00	2.01	3.88	0.00	0.00	1.92	0.00	0.00	1.86	4.32
Blog TV	0.30	0.65	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.00	0.00	0.00	0.00	1.86	0.00
Quadro [Kwadro]	0.26	0.54	0.00	0.00	0.00	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.00	1.65	0.00	0.00
Arpeggi	0.19	0.00	0.36	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17	0.00
22:00-24:00																
Previous Schedules																
Gheruq	1.53	2.20	0.94	0.00	0.00	4.43	0.72	1.64	1.27	12.30	3.54	0.00	0.00	1.41	3.05	2.76
Bahar Wiehed	0.38	0.40	0.36	0.00	0.00	0.00	0.71	0.68	0.00	0.00	0.00	0.00	1.54	0.00	1.17	0.00
Forcina	0.21	0.44	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00
Ma' Glorja	0.21	0.44	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00
Gloria Mizzi Friday on NET	0.20	0.00	0.37	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	1.64	0.00	0.00	0.00
It-Tfal jigu bil-vapuri	0.20	0.00	0.37	0.00	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64	0.00	0.00	0.00
Kaxxa Jan	0.19	0.00	0.36	0.00	0.00	0.00	0.00	0.71	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00
Ma' Louise Tedesco	0.19	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.12	0.00	1.10	0.00	0.00	0.00	0.00	0.00
Kompendju	0.19	0.00	0.36	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.00
Fil-Kcina ta Christine	0.16	0.00	0.30	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.27
	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 9.7: WEIGHTED 'SMASH TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Smash TV	Total															
06:00-12:00																
Fil-Kcina ma' Farah	33.76	0.00	58.71	0.00	0.00	0.00	14.70	47.71	45.63	0.00	46.28	32.11	0.00	100.00	19.66	100.00
Habbejtek	14.58	34.31	0.00	0.00	0.00	0.00	46.39	0.00	0.00	0.00	0.00	0.00	35.13	0.00	21.56	0.00
A to Z Teleshopping	5.39	0.00	9.37	0.00	0.00	0.00	0.00	14.22	0.00	0.00	0.00	32.11	0.00	0.00	0.00	0.00
12:00-19:00																
Motordrome	13.16	30.96	0.00	0.00	100.0	0.00	21.41	0.00	0.00	0.00	53.72	0.00	35.13	0.00	0.00	0.00
Matinee	11.51	14.14	9.56	0.00	0.00	0.00	17.50	0.00	24.81	0.00	0.00	35.79	0.00	0.00	15.10	0.00
19:00-20:30																
SMASH News	8.75	20.59	0.00	0.00	0.00	0.00	0.00	23.07	0.00	0.00	0.00	0.00	0.00	0.00	24.02	0.00
20:30-22:00																
Robert Musumeci Talk [Musumeci on Smash]	7.16	0.00	12.45	0.00	0.00	0.00	0.00	0.00	29.56	0.00	0.00	0.00	0.00	0.00	19.66	0.00
Previous Schedules																
Ta Edward Spiteri	5.69	0.00	9.90	0.00	0.00	0.00	0.00	15.01	0.00	0.00	0.00	0.00	29.74	0.00	0.00	0.00
	100	100	100	0	100	100	100	100	100	0	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'iTV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

No programme schedules were received by this station

**TABLE 9.9: WEIGHTED 'EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Education 22	Total															
12:00-19:00																
Wirtna	69.32	69.32	0.00	0.00	0.00	0.00	100	50.00	0.00	0.00	69.32	0.00	0.00	0.00	0.00	0.00
Wirt, Arti u Kultura	30.68	30.68	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	30.68	0.00	0.00	0.00	0.00	0.00
	100	100	0	0	0	0	100	100	0	0	100	0	0	0	0	0

Totals may not tally due to weighting and rounding off

**TABLE 9.10: WEIGHTED 'FAVORITE TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Favorite TV	Total															
12:00-19:00																
Sejjahtli	20.95	50.00	14.08	0.00	0.00	0.00	0.00	26.57	17.79	0.00	0.00	17.89	0.00	0.00	100.00	0.00
Niskata	17.60	0.00	21.76	0.00	0.00	0.00	0.00	48.93	0.00	0.00	50.00	0.00	0.00	50.00	0.00	0.00
19:00-20:30																
20:30-22:00																
Il-Miraklu	25.72	0.00	31.80	0.00	0.00	0.00	0.00	0.00	40.17	0.00	0.00	48.16	0.00	0.00	0.00	0.00
Ipokriti	18.13	50.00	10.60	0.00	0.00	0.00	0.00	0.00	28.32	0.00	0.00	33.95	0.00	0.00	0.00	0.00
7000	8.81	0.00	10.89	0.00	0.00	0.00	0.00	24.49	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00																
Sahta fuq uliedi	8.79	0.00	10.87	0.00	0.00	0.00	0.00	0.00	13.73	0.00	0.00	0.00	0.00	50.00	0.00	0.00
	100	100	100	0	0	0	0	100	100	0	100	100	0	100	100	0

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED 'CALYPSO TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

Favorite TV	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
20:30-22:00																
Kontra ir-Rih [Fomm ir-Rih]	56.77	0.00	56.77	0.00	0.00	0.00	100	0.00	0.00	0.00	56.77	0.00	0.00	0.00	0.00	0.00
Calypso Twanny Scerri	43.23	0.00	43.23	0.00	0.00	0.00	0.00	100	0.00	0.00	43.23	0.00	0.00	0.00	0.00	0.00
	100	0	100	0	0	0	100	100	0	0	100	0	0	0	0	0

Totals may not tally due to weighting and rounding off

**TABLE 9.12: WEIGHTED 'UNCLASSIFIED' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT-DEC 2010]**

Unclassified	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Malta Stars	12.96	19.68	0.00	0.00	51.13	0.00	0.00	0.00	0.00	0.00	0.00	33.83	0.00	0.00	0.00	0.00
Triq Wahda	12.96	19.68	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00	0.00	33.83	0.00	0.00	0.00	0.00
Taht it-trab	12.38	0.00	36.22	0.00	48.87	0.00	0.00	0.00	0.00	0.00	0.00	32.34	0.00	0.00	0.00	0.00
Target	10.95	16.64	0.00	0.00	0.00	0.00	51.70	0.00	0.00	0.00	56.52	0.00	0.00	0.00	0.00	0.00
Gold on TVM	10.23	15.55	0.00	0.00	0.00	0.00	48.30	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00
Euro 7000	9.57	14.54	0.00	0.00	0.00	0.00	0.00	51.12	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00
Frame 26	9.15	13.90	0.00	0.00	0.00	0.00	0.00	48.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40.61
Crosscraft (telebeigh prog.)	8.43	0.00	24.65	0.00	0.00	0.00	0.00	0.00	0.00	100.0	43.48	0.00	0.00	0.00	0.00	0.00
Box 4	6.69	0.00	19.56	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	29.69
Paws	6.69	0.00	19.56	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	29.69
	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

The above "Table 9.12: Unclassified" lists 'programme names' as specified by respondents. This can be clearly seen since *Malta Stars* is a station broadcasting sports programmes on the Melita Cable plc. while *Frame 26* is an out-sourced local company whose productions are distributed amongst all local broadcasting stations. Besides, in the tables above some of the programmes classified by broadcasting station were also amended to reflect proper programme names; such as *Griz* for *Mini Bugs* on Net TV and *Fomm ir-Rih* for *Kontra ir-Rih* on Favourite TV.

APPENDIX A: QUESTIONNAIRE



Respondent ID: _____	Tel No: _____
Date of Survey: _____	
Name & ID of Interviewer: _____	

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

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

} go to q2

} go to q6

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

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

} 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	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM
Hin	Minn	AM/PM	Sa	AM/PM

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

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

[13th April 2009 – re-named]

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Family Network TV

[June 2009 – folded]

Favorite TV

Calypso Music TV

[10th May 2009 – started]

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

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

APPENDIX C: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2010

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2010											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
352	Radju Sokkors	2 yrs	1-Mar-09	95.1	4	X	X	X	X	X	X	X	X	X	X	X	X
354	VSB FM 103.40	2 yrs	1-Jan-09	103.4	9	X	X	X	X	X	X	X	X	X	X	X	X
356	Lehen il-Guzeppini [Ghaxaq]	2 yrs	2-Feb-09	89.1	9	X	X	X	X	X	X	X	X	X	X	X	X
357	Radju Prekursur [Xewkija]	2 yrs	19-Feb-09	99.3	6	X	X	X	X	X	X	X	X	X	X	X	X
359	Lehen il-Belt Gorgjana [Qormi]	2 yrs	1-Mar-09	105.6	13	X	X	X	X	X	X	X	X	X	X	X	X
361	Energy FM Radio [B'Bugia]	2 yrs	24-Mar-09	96.4	10	X	X	X	X	X	X	X	X	X	X	X	X
365	Radju Lehen il-Qala	2 years	17-Feb-09	106.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
383	Radju Xeb-er-ras	2 years	25-Jul-09	90.8	6.5	X	X	X	X	X	X	X	X	X	X	X	X
384	BKR Radio 94.5FM	2 years	1-Aug-09	94.5	7.4	X	X	X	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 years	8-Oct-09	91.3	12	X	X	X	X	X	X	X	X	X	X	X	X
398	Bastjanizi FM	2 years	23-Nov-09	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	X	X	X	X	X	X	X	X	X	X
404/427	Big FM	9mts/6mts	11-Jun-10	107.1	8.7	X	X	X	X	X	X	X	X	X	X	X	X
301/406	Radju Hompesch	2 years	20-Mar-10	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X
407	Radju Vilhena	2 years	14-Jan-10	106	5.6	X	X	X	X	X	X	X	X	X	X	X	X
402/430	Power FM	6 months	1-Jul-10	90.4	5	X	X	X	X	X	X	X	X	X	X	X	X
308/417	Lehen il-Belt Victoria	2 years	25-Jun-10	104	4.3	X	X	X	X	X	X	X	X	X	X	X	X
319/421	Christian Light Radio	2 years	17-Jun-10	105.4	4.6	X	X	X	X	X	X	X	X	X	X	X	X
405/425	Radio Galaxy	2 years	14-Jun-10	105	9.1	X	X	X	X	X	X	X	X	X	X	X	X
330/435	Kottoner 98FM	2 years	29-Jul-10	98	9.9	X	X	X	X	X	X	X	X	X	X	X	X
334/439	Radio Sacro Cuor Sliema	2 years	15-Nov-10	105.2	7.2	X	X	X	X	X	X	X	X	X	X	X	X
337/441	Deejays Radio 95.6FM	2 years	23-Nov-10	95.6	5.5	X	X	X	X	X	X	X	X	X	X	X	X
350/448	Radju Bambina	2 years	13-Dec-10	98.3	7.6	X	X	X	X	X	X	X	X	X	X	X	X
346/449	Radju Luminaria	2 years	14-Dec-10	106.9	4.2	X	X	X	X	X	X	X	X	X	X	X	X
349/450	Radju Katidral	2 years	1-Dec-10	90.9	2.8	X	X	X	X	X	X	X	X	X	X	X	X
411	Pure Gold Christian Radio	2 years	1-May-10	97.8	9.6					X	X	X	X	X	X	X	X
396	Radju Marija Assunta	1 month	1-Dec-09	98.9	9.1	X											
428	Radju Marija Assunta	1 month	17-Jun-10	98.9	9.1						X						
445	Radju Marija Assunta	1 month	1-Dec-10	98.9	9.1												X
408	Radju Lauretana	23 days	20-Mar-10	96.5	4.3			X									
414	Radju Lauretana	17 days	5-Jun-10	96.5	4.3						X						
433	Radju Lauretana	29 days	2-Aug-10	96.5	4.3								X				
443	Radju Lauretana	1 month	8-Dec-10	95.6	4.3												X
409	Radju Elenjani	1 month	5-Mar-10	95.8	10.6			X									
429	Radju Elenjani	1 month	23-Jul-10	95.8	10.6						X						
444	Radju Elenjani	1 month	9-Dec-10	95.8	10.6												X
413	Trinitarji FM	1 month	1-May-10	89.3	8.8					X							
438	Trinitarji FM	1 month	3-Dec-12	89.3	8.8												X
419	Tal-Gilju FM	15 days	7-Jun-10	95.4	3						X						
442	Tal-Gilju FM	11 days	3-Dec-10	95.4	3.6												X
420	Radju Sant'Andrija	1month	8-Jun-10	88.4	9.4						X						
440	Radju Sant'Andrija	1 month	15-Nov-10	88.4	9.4											X	
424	Lehen il-Karmelitani 101.4FM	1 month	26-Jun-10	101.4	8.5							X					
446	Lehen il-Karmelitani 101.4FM	1 month	1-Dec-10	101.4	8.5												X
431	Radju 15 t'Awwissu (Qrendi)	25 days	23-Jul-10	98.3	3.5							X					
447	Radju 15 t'Awwissu (Qrendi)	21 days	13-Dec-10	98.3	3.5												X
397	2010 Circuit Assembly of Jehovah's Witnesses	2 days	9-Jan-10	108	0.5	X											
410	Radju Kazin Banda San Filep	1 month	12-May-10	106.3	7.6					X							
415	Radju Sacro Cuor	1 month	6-Jun-10	94	8.5						X						
416	12th May Radio	1 month	10-May-10	96.5	7.9					X							
418	Radju Hal Tarxien	16 days	22-May-10	99	3.6					X							
422	Radio Margerita	29 days	28-Jun-10	96.1	6.9						X						
423	Radju Banda Fgura FM	1 month	2-Jul-10	93.1	5.9							X					
426	Radju Vicitazzjoni	1 month	13-Jun-10	92.4	2.8						X						
432	Intl Bible Students Association	3 days	10-Sep-10	108	0.5										X		
434	Radio Leonardo	12 days	13-Aug-10	105.2	4.9								X				
436	Radju Marija Bambina	30 days	21-Aug-10	90.2	11.9								X				

APPENDIX D: DEMOGRAPHIC LOCATIONS



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

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

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

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

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

RADIO AUDIENCES – MONDAY

RADIO AUDIENCES - MONDAY																		
	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	'000	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	357,000	359	
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	357,000	359	
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	357,000	359	
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	357,000	359	
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
4:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	357,000	359	
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359	
5:30	0	0	0	3,000	2,000	0	0	0	0	0	0	0	0	0	0	354,000	359	
6:00	2,000	0	0	7,000	5,000	2,000	2,000	3,000	0	0	0	0	0	0	0	338,000	359	
6:30	2,000	0	0	10,000	3,000	0	2,000	3,000	0	0	0	0	0	0	0	339,000	359	
7:00	2,000	0	0	10,000	5,000	2,000	6,000	3,000	0	3,000	0	2,000	3,000	0	0	323,000	359	
7:30	2,000	0	2,000	9,000	6,000	3,000	8,000	3,000	2,000	2,000	0	4,000	5,000	0	0	313,000	359	
8:00	2,000	0	3,000	10,000	3,000	10,000	12,000	4,000	3,000	0	2,000	4,000	4,000	3,000	4,000	295,000	359	
8:30	0	0	4,000	10,000	3,000	8,000	12,000	4,000	1,000	2,000	2,000	0	0	3,000	5,000	305,000	359	
9:00	2,000	0	6,000	9,000	3,000	9,000	17,000	8,000	5,000	0	0	2,000	2,000	3,000	4,000	289,000	359	
9:30	3,000	0	5,000	9,000	3,000	8,000	17,000	8,000	5,000	0	0	0	2,000	3,000	4,000	292,000	359	
10:00	4,000	0	6,000	10,000	2,000	6,000	18,000	8,000	8,000	0	0	0	2,000	4,000	4,000	287,000	359	
10:30	3,000	0	6,000	10,000	2,000	7,000	18,000	8,000	8,000	0	0	0	2,000	4,000	4,000	287,000	359	
11:00	3,000	0	5,000	10,000	2,000	6,000	16,000	8,000	8,000	0	0	0	2,000	4,000	4,000	291,000	359	
11:30	3,000	0	5,000	10,000	2,000	6,000	16,000	8,000	8,000	0	0	0	2,000	4,000	4,000	291,000	359	
NOON	3,000	0	5,000	11,000	2,000	5,000	8,000	4,000	8,000	4,000	0	0	2,000	3,000	3,000	301,000	359	
0:30	0	0	5,000	10,000	0	5,000	7,000	4,000	8,000	3,000	0	0	2,000	3,000	3,000	309,000	359	
1:00	0	0	4,000	11,000	0	3,000	5,000	3,000	7,000	0	0	0	2,000	3,000	3,000	318,000	359	
1:30	0	0	4,000	12,000	0	3,000	6,000	3,000	7,000	0	0	0	2,000	3,000	3,000	316,000	359	
2:00	2,000	0	2,000	9,000	0	2,000	8,000	2,000	5,000	0	0	0	2,000	3,000	3,000	321,000	359	
2:30	2,000	0	2,000	9,000	0	2,000	6,000	2,000	5,000	0	0	2,000	2,000	3,000	3,000	321,000	359	
3:00	3,000	0	2,000	9,000	0	2,000	7,000	3,000	5,000	0	0	2,000	2,000	2,000	3,000	319,000	359	
3:30	3,000	0	2,000	9,000	0	2,000	7,000	2,000	5,000	0	0	2,000	2,000	2,000	3,000	320,000	359	
4:00	3,000	0	2,000	7,000	0	3,000	5,000	2,000	1,000	0	0	2,000	2,000	3,000	3,000	326,000	359	
4:30	3,000	0	2,000	7,000	0	3,000	5,000	2,000	1,000	0	0	0	2,000	3,000	3,000	328,000	359	
5:00	4,000	0	2,000	7,000	2,000	2,000	5,000	3,000	1,000	2,000	2,000	0	2,000	3,000	3,000	321,000	359	
5:30	3,000	0	2,000	7,000	2,000	3,000	4,000	3,000	1,000	3,000	2,000	0	2,000	3,000	3,000	321,000	359	
6:00	3,000	0	3,000	6,000	2,000	0	3,000	2,000	0	2,000	2,000	2,000	5,000	2,000	0	327,000	359	
6:30	3,000	0	5,000	3,000	2,000	0	3,000	2,000	0	0	0	2,000	3,000	2,000	0	334,000	359	
7:00	0	0	4,000	2,000	2,000	2,000	2,000	4,000	0	2,000	0	2,000	0	2,000	0	337,000	359	
7:30	0	0	3,000	0	2,000	0	2,000	3,000	0	2,000	0	0	0	2,000	0	345,000	359	
8:00	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	2,000	0	353,000	359	
8:30	0	0	2,000	0	2,000	2,000	0	0	0	0	0	0	0	2,000	0	351,000	359	
9:00	0	0	2,000	0	2,000	2,000	0	0	0	0	0	0	0	2,000	0	351,000	359	
9:30	0	0	2,000	0	2,000	2,000	0	0	0	0	0	0	0	2,000	0	351,000	359	
10:00	2,000	0	2,000	0	2,000	4,000	0	0	0	0	0	2,000	0	2,000	0	345,000	359	
10:30	0	0	2,000	0	2,000	3,000	0	0	0	0	0	2,000	0	2,000	0	348,000	359	
11:00	0	0	2,000	0	0	0	2,000	0	2,000	0	0	0	0	2,000	0	351,000	359	
11:30	0	0	2,000	0	0	0	2,000	0	2,000	0	0	0	0	2,000	0	351,000	359	

RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
2:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
3:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	2,000	0	0	0	0	0	0	1,000	0	0	0	0	2,000	0	0	354,000	359
5:30	3,000	0	0	4,000	0	0	0	3,000	0	0	0	0	2,000	0	0	347,000	359
6:00	4,000	0	0	5,000	2,000	2,000	2,000	3,000	2,000	2,000	0	3,000	2,000	0	0	332,000	359
6:30	4,000	0	0	2,000	2,000	5,000	5,000	2,000	4,000	3,000	0	3,000	2,000	0	0	327,000	359
7:00	6,000	0	0	6,000	2,000	9,000	11,000	4,000	2,000	6,000	0	5,000	4,000	0	0	304,000	359
7:30	4,000	0	2,000	5,000	2,000	10,000	10,000	4,000	4,000	7,000	0	2,000	4,000	0	0	305,000	359
8:00	3,000	0	6,000	4,000	2,000	10,000	11,000	4,000	4,000	5,000	0	2,000	5,000	0	2,000	301,000	359
8:30	3,000	0	2,000	4,000	2,000	13,000	11,000	4,000	4,000	4,000	0	2,000	5,000	0	0	305,000	359
9:00	8,000	0	4,000	4,000	0	10,000	15,000	7,000	5,000	5,000	0	2,000	5,000	0	0	294,000	359
9:30	8,000	0	4,000	5,000	0	10,000	13,000	7,000	5,000	5,000	0	3,000	5,000	0	0	294,000	359
10:00	8,000	0	6,000	9,000	0	9,000	13,000	6,000	6,000	4,000	0	3,000	4,000	0	0	291,000	359
10:30	8,000	0	3,000	8,000	0	8,000	14,000	6,000	6,000	4,000	0	3,000	4,000	0	0	295,000	359
11:00	8,000	0	3,000	6,000	0	8,000	14,000	4,000	5,000	3,000	0	2,000	4,000	0	0	302,000	359
11:30	7,000	0	3,000	8,000	2,000	8,000	12,000	4,000	5,000	3,000	0	2,000	2,000	0	0	303,000	359
NOON	3,000	0	0	6,000	2,000	9,000	9,000	3,000	4,000	3,000	0	2,000	2,000	0	0	316,000	359
0:30	0	0	2,000	7,000	2,000	7,000	7,000	0	4,000	2,000	0	2,000	2,000	0	0	324,000	359
1:00	0	0	2,000	9,000	0	6,000	7,000	0	6,000	2,000	0	3,000	2,000	0	0	322,000	359
1:30	0	0	2,000	7,000	0	8,000	7,000	0	4,000	2,000	0	5,000	2,000	0	0	322,000	359
2:00	0	0	4,000	8,000	0	7,000	7,000	0	6,000	2,000	0	2,000	2,000	0	0	321,000	359
2:30	0	0	3,000	6,000	0	7,000	9,000	0	6,000	2,000	0	2,000	2,000	0	0	322,000	359
3:00	0	0	2,000	6,000	0	6,000	9,000	3,000	4,000	2,000	0	2,000	4,000	0	0	321,000	359
3:30	0	0	2,000	6,000	0	6,000	9,000	2,000	4,000	2,000	0	2,000	4,000	0	0	322,000	359
4:00	0	0	2,000	9,000	0	3,000	6,000	2,000	0	3,000	0	6,000	4,000	0	0	324,000	359
4:30	0	0	2,000	7,000	0	5,000	6,000	2,000	2,000	3,000	0	4,000	4,000	0	0	324,000	359
5:00	0	0	2,000	4,000	2,000	3,000	4,000	3,000	3,000	3,000	0	2,000	4,000	0	0	329,000	359
5:30	0	0	2,000	6,000	2,000	3,000	4,000	3,000	3,000	3,000	0	2,000	4,000	2,000	0	325,000	359
6:00	0	0	2,000	4,000	0	2,000	6,000	4,000	2,000	3,000	0	5,000	4,000	2,000	0	325,000	359
6:30	0	0	2,000	3,000	0	0	4,000	4,000	2,000	3,000	0	5,000	4,000	0	0	332,000	359
7:00	0	0	5,000	2,000	0	2,000	3,000	4,000	2,000	2,000	0	3,000	2,000	0	0	334,000	359
7:30	0	0	5,000	0	0	2,000	3,000	1,000	2,000	2,000	0	3,000	2,000	0	0	339,000	359
8:00	0	0	5,000	0	0	4,000	3,000	2,000	0	0	0	0	2,000	0	0	343,000	359
8:30	0	0	2,000	0	0	0	2,000	2,000	0	0	0	2,000	2,000	0	0	349,000	359
9:00	0	0	2,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	353,000	359
9:30	0	0	0	0	0	0	0	2,000	0	0	0	0	2,000	0	0	355,000	359
10:00	0	0	0	0	0	0	0	2,000	0	2,000	0	0	2,000	0	0	353,000	359
10:30	0	0	0	0	0	0	0	2,000	0	2,000	0	0	2,000	0	0	353,000	359
11:00	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	355,000	359
11:30	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	357,000	359

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

RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
1:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
2:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
2:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
3:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
3:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
4:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
4:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
5:00	2,000	0	0	0	0	0	0	3,000	0	3,000	0	0	0	0	0	351,000	359
5:30	2,000	0	0	2,000	0	2,000	2,000	2,000	0	2,000	0	0	0	0	0	347,000	359
6:00	2,000	0	2,000	2,000	1,000	0	2,000	4,000	2,000	0	2,000	0	0	0	0	342,000	359
6:30	2,000	0	2,000	2,000	1,000	2,000	4,000	4,000	2,000	0	2,000	3,000	2,000	0	0	333,000	359
7:00	2,000	0	0	3,000	3,000	7,000	7,000	5,000	2,000	10,000	2,000	3,000	6,000	0	0	309,000	359
7:30	2,000	0	2,000	3,000	3,000	9,000	7,000	5,000	4,000	7,000	2,000	5,000	7,000	0	0	303,000	359
8:00	3,000	0	12,000	3,000	2,000	8,000	10,000	4,000	5,000	7,000	2,000	7,000	5,000	0	2,000	289,000	359
8:30	3,000	0	7,000	3,000	2,000	3,000	10,000	5,000	4,000	7,000	2,000	7,000	5,000	0	2,000	299,000	359
9:00	6,000	0	7,000	3,000	2,000	4,000	11,000	6,000	5,000	9,000	0	4,000	4,000	2,000	2,000	294,000	359
9:30	4,000	0	7,000	3,000	2,000	6,000	11,000	3,000	5,000	9,000	0	4,000	4,000	2,000	2,000	297,000	359
10:00	4,000	0	7,000	3,000	3,000	4,000	13,000	3,000	5,000	13,000	0	4,000	3,000	2,000	2,000	293,000	359
10:30	4,000	0	7,000	3,000	3,000	5,000	11,000	3,000	5,000	13,000	0	4,000	3,000	2,000	2,000	294,000	359
11:00	5,000	0	7,000	4,000	3,000	4,000	10,000	4,000	2,000	12,000	0	4,000	3,000	2,000	2,000	297,000	359
11:30	6,000	0	7,000	3,000	3,000	4,000	12,000	4,000	2,000	12,000	0	4,000	3,000	2,000	2,000	295,000	359
NOON	3,000	0	2,000	5,000	2,000	2,000	12,000	3,000	2,000	14,000	0	2,000	3,000	2,000	2,000	305,000	359
0:30	3,000	0	3,000	6,000	3,000	2,000	10,000	3,000	2,000	11,000	0	2,000	3,000	2,000	2,000	307,000	359
1:00	2,000	0	2,000	3,000	3,000	2,000	8,000	3,000	2,000	8,000	0	3,000	3,000	0	0	320,000	359
1:30	2,000	0	2,000	3,000	2,000	2,000	8,000	3,000	2,000	8,000	0	3,000	3,000	0	0	321,000	359
2:00	2,000	0	2,000	4,000	2,000	3,000	7,000	3,000	2,000	8,000	0	2,000	3,000	0	0	321,000	359
2:30	2,000	0	2,000	4,000	2,000	5,000	7,000	3,000	2,000	8,000	0	2,000	3,000	0	0	319,000	359
3:00	3,000	0	2,000	4,000	2,000	5,000	7,000	3,000	2,000	7,000	0	2,000	4,000	0	0	318,000	359
3:30	3,000	0	2,000	4,000	2,000	5,000	7,000	3,000	2,000	7,000	0	4,000	4,000	0	0	316,000	359
4:00	4,000	0	4,000	5,000	1,000	2,000	5,000	3,000	2,000	4,000	0	2,000	2,000	0	0	325,000	359
4:30	3,000	0	2,000	5,000	0	5,000	5,000	3,000	0	4,000	0	2,000	3,000	0	0	327,000	359
5:00	3,000	0	2,000	5,000	0	2,000	4,000	3,000	0	3,000	0	6,000	3,000	0	0	328,000	359
5:30	3,000	0	2,000	8,000	0	2,000	4,000	4,000	0	3,000	0	3,000	0	0	0	330,000	359
6:00	3,000	0	3,000	5,000	1,000	0	4,000	4,000	2,000	3,000	0	2,000	0	0	0	332,000	359
6:30	3,000	0	3,000	4,000	0	0	2,000	3,000	2,000	3,000	0	2,000	0	0	0	337,000	359
7:00	3,000	0	2,000	4,000	0	0	2,000	3,000	0	3,000	0	3,000	0	0	0	339,000	359
7:30	3,000	0	2,000	4,000	0	0	0	0	0	2,000	0	2,000	0	0	0	346,000	359
8:00	0	0	0	3,000	0	0	0	2,000	0	0	0	2,000	0	0	0	352,000	359
8:30	0	0	0	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	353,000	359
9:00	0	0	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	355,000	359
9:30	0	0	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	355,000	359
10:00	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	357,000	359
10:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	357,000	359
11:00	0	0	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	355,000	359
11:30	0	0	0	0	0	0	0	0	0	2,000	0	2,000	0	0	0	355,000	359

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

RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000 359
5:30	0	0	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	355,000 359
6:00	0	0	0	4,000	0	0	2,000	3,000	0	3,000	2,000	0	0	0	0	0	345,000 359
6:30	2,000	0	0	4,000	0	3,000	2,000	2,000	2,000	3,000	2,000	2,000	0	0	0	0	337,000 359
7:00	4,000	0	5,000	4,000	0	13,000	5,000	3,000	7,000	4,000	0	7,000	2,000	0	0	0	305,000 359
7:30	4,000	0	2,000	2,000	2,000	11,000	6,000	2,000	6,000	3,000	0	6,000	2,000	0	0	0	313,000 359
8:00	4,000	0	3,000	3,000	0	11,000	6,000	3,000	5,000	1,000	0	6,000	4,000	0	0	0	313,000 359
8:30	7,000	0	3,000	3,000	0	11,000	8,000	3,000	5,000	1,000	0	6,000	4,000	2,000	0	0	306,000 359
9:00	9,000	0	3,000	3,000	3,000	11,000	12,000	6,000	12,000	4,000	0	6,000	4,000	2,000	0	0	284,000 359
9:30	9,000	0	3,000	3,000	3,000	11,000	14,000	6,000	12,000	4,000	0	7,000	4,000	2,000	0	0	281,000 359
10:00	10,000	0	3,000	4,000	3,000	13,000	15,000	6,000	10,000	5,000	0	8,000	4,000	2,000	0	0	276,000 359
10:30	10,000	0	3,000	4,000	3,000	11,000	15,000	4,000	10,000	5,000	0	7,000	4,000	2,000	0	0	281,000 359
11:00	9,000	0	3,000	3,000	3,000	11,000	13,000	3,000	10,000	5,000	0	8,000	4,000	2,000	0	0	285,000 359
11:30	8,000	0	3,000	4,000	3,000	11,000	13,000	3,000	12,000	5,000	0	7,000	4,000	2,000	0	0	284,000 359
NOON	3,000	0	3,000	3,000	3,000	11,000	9,000	2,000	7,000	4,000	0	6,000	4,000	0	0	0	304,000 359
0:30	3,000	0	3,000	2,000	2,000	12,000	9,000	2,000	7,000	1,000	0	6,000	4,000	0	0	0	308,000 359
1:00	2,000	0	3,000	3,000	2,000	8,000	7,000	2,000	6,000	4,000	0	6,000	4,000	0	0	0	312,000 359
1:30	0	0	3,000	3,000	2,000	11,000	7,000	2,000	7,000	4,000	0	6,000	4,000	0	0	0	310,000 359
2:00	0	0	4,000	3,000	2,000	11,000	5,000	2,000	7,000	4,000	0	7,000	4,000	0	0	0	310,000 359
2:30	0	0	3,000	2,000	2,000	11,000	5,000	2,000	7,000	4,000	0	6,000	3,000	0	0	0	314,000 359
3:00	0	0	3,000	2,000	2,000	14,000	4,000	3,000	7,000	8,000	0	6,000	0	0	0	0	310,000 359
3:30	0	0	3,000	2,000	2,000	14,000	4,000	3,000	7,000	5,000	0	6,000	0	0	0	0	313,000 359
4:00	0	0	2,000	4,000	2,000	15,000	4,000	2,000	4,000	4,000	0	4,000	2,000	0	0	0	316,000 359
4:30	0	0	2,000	4,000	2,000	14,000	4,000	2,000	4,000	4,000	0	4,000	2,000	0	0	0	317,000 359
5:00	0	0	2,000	2,000	2,000	5,000	4,000	3,000	4,000	3,000	0	5,000	2,000	0	0	0	327,000 359
5:30	0	0	2,000	4,000	3,000	5,000	6,000	3,000	4,000	3,000	0	4,000	2,000	0	0	0	323,000 359
6:00	2,000	0	3,000	2,000	2,000	4,000	6,000	2,000	2,000	3,000	0	4,000	4,000	2,000	0	0	323,000 359
6:30	2,000	0	2,000	2,000	2,000	4,000	4,000	2,000	2,000	4,000	2,000	2,000	4,000	0	0	0	327,000 359
7:00	0	0	2,000	2,000	0	3,000	3,000	6,000	0	2,000	0	0	5,000	0	0	0	336,000 359
7:30	0	0	2,000	4,000	0	0	3,000	2,000	0	2,000	0	0	4,000	0	0	0	342,000 359
8:00	0	0	2,000	2,000	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	349,000 359
8:30	0	0	2,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	353,000 359
9:00	0	0	2,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	353,000 359
9:30	0	0	2,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	353,000 359
10:00	0	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000 359
10:30	2,000	0	3,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	352,000 359
11:00	2,000	0	2,000	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	351,000 359
11:30	0	0	2,000	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	353,000 359

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

RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
5:30	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	355,000	359
6:00	0	0	0	4,000	0	0	3,000	2,000	0	3,000	2,000	0	0	0	0	345,000	359
6:30	0	0	0	5,000	0	0	4,000	5,000	2,000	6,000	4,000	0	0	0	0	333,000	359
7:00	2,000	0	6,000	6,000	0	2,000	4,000	7,000	1,000	8,000	4,000	2,000	2,000	0	0	315,000	359
7:30	0	0	2,000	6,000	0	0	5,000	7,000	1,000	6,000	4,000	4,000	0	0	0	324,000	359
8:00	3,000	2,000	5,000	8,000	3,000	3,000	5,000	6,000	1,000	11,000	3,000	7,000	0	2,000	0	300,000	359
8:30	3,000	2,000	3,000	8,000	3,000	4,000	6,000	6,000	1,000	9,000	2,000	7,000	0	2,000	2,000	301,000	359
9:00	7,000	2,000	4,000	11,000	2,000	9,000	8,000	6,000	4,000	10,000	0	7,000	2,000	3,000	2,000	282,000	359
9:30	7,000	2,000	4,000	11,000	2,000	7,000	8,000	7,000	4,000	10,000	0	7,000	2,000	3,000	2,000	283,000	359
10:00	8,000	2,000	3,000	12,000	3,000	8,000	10,000	5,000	7,000	10,000	0	7,000	2,000	3,000	2,000	277,000	359
10:30	6,000	2,000	3,000	12,000	3,000	8,000	10,000	5,000	7,000	10,000	0	7,000	0	3,000	2,000	281,000	359
11:00	6,000	2,000	2,000	13,000	2,000	6,000	8,000	7,000	7,000	10,000	0	7,000	2,000	3,000	0	284,000	359
11:30	6,000	2,000	2,000	15,000	2,000	6,000	7,000	7,000	7,000	10,000	0	7,000	2,000	3,000	0	283,000	359
NOON	4,000	2,000	2,000	13,000	0	7,000	4,000	5,000	3,000	9,000	0	6,000	2,000	3,000	2,000	297,000	359
0:30	2,000	2,000	2,000	11,000	0	5,000	4,000	5,000	3,000	6,000	0	6,000	2,000	3,000	0	308,000	359
1:00	2,000	2,000	3,000	11,000	0	4,000	3,000	3,000	2,000	6,000	0	6,000	0	3,000	0	314,000	359
1:30	2,000	2,000	2,000	11,000	0	4,000	3,000	3,000	2,000	6,000	0	6,000	0	3,000	0	315,000	359
2:00	0	2,000	3,000	12,000	0	4,000	4,000	3,000	3,000	6,000	0	6,000	2,000	3,000	0	311,000	359
2:30	0	0	4,000	8,000	0	2,000	6,000	3,000	2,000	6,000	2,000	6,000	0	3,000	0	317,000	359
3:00	0	0	5,000	8,000	0	0	6,000	3,000	2,000	9,000	0	7,000	0	2,000	0	317,000	359
3:30	0	0	3,000	9,000	2,000	0	7,000	3,000	2,000	8,000	0	7,000	0	2,000	0	316,000	359
4:00	0	0	5,000	8,000	2,000	0	7,000	2,000	3,000	4,000	0	5,000	0	3,000	0	320,000	359
4:30	0	0	5,000	6,000	2,000	3,000	5,000	3,000	2,000	4,000	0	5,000	0	3,000	0	321,000	359
5:00	0	0	5,000	5,000	3,000	3,000	5,000	3,000	0	4,000	2,000	2,000	0	2,000	0	325,000	359
5:30	0	0	5,000	5,000	3,000	2,000	5,000	2,000	0	4,000	0	2,000	0	2,000	0	329,000	359
6:00	0	0	2,000	3,000	2,000	4,000	4,000	3,000	0	4,000	2,000	2,000	0	2,000	0	331,000	359
6:30	2,000	0	2,000	3,000	2,000	5,000	4,000	3,000	0	4,000	2,000	2,000	0	2,000	0	328,000	359
7:00	2,000	0	3,000	3,000	0	2,000	3,000	3,000	0	2,000	0	0	0	2,000	0	339,000	359
7:30	0	0	2,000	3,000	0	0	0	2,000	0	0	0	0	0	2,000	0	350,000	359
8:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	357,000	359
8:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
9:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	357,000	359
9:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	357,000	359
10:00	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	357,000	359
10:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
11:00	0	0	0	3,000	0	0	0	1,000	0	0	0	0	0	0	0	355,000	359
11:30	0	0	0	3,000	0	0	0	1,000	0	2,000	0	0	0	0	0	353,000	359

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

RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	4,000	0	0	0	0	0	0	0	0	0	0	0	355,000	359
5:30	0	0	0	6,000	0	0	3,000	0	0	0	0	0	0	0	0	350,000	359
6:00	2,000	0	0	6,000	2,000	3,000	4,000	0	0	2,000	0	0	0	0	0	340,000	359
6:30	2,000	0	0	8,000	2,000	0	4,000	0	0	2,000	0	2,000	0	0	0	339,000	359
7:00	3,000	0	0	7,000	2,000	4,000	5,000	2,000	0	3,000	0	4,000	4,000	3,000	0	322,000	359
7:30	3,000	0	0	7,000	2,000	5,000	5,000	2,000	0	3,000	0	4,000	4,000	3,000	0	321,000	359
8:00	4,000	0	4,000	6,000	2,000	11,000	8,000	2,000	2,000	3,000	2,000	6,000	6,000	3,000	2,000	298,000	359
8:30	4,000	0	3,000	7,000	2,000	11,000	7,000	3,000	2,000	3,000	2,000	4,000	6,000	3,000	2,000	300,000	359
9:00	7,000	0	3,000	7,000	5,000	13,000	10,000	4,000	0	3,000	2,000	4,000	7,000	4,000	2,000	288,000	359
9:30	7,000	0	3,000	8,000	3,000	12,000	10,000	4,000	0	3,000	2,000	4,000	5,000	4,000	2,000	292,000	359
10:00	7,000	0	8,000	10,000	7,000	8,000	8,000	7,000	0	2,000	2,000	5,000	4,000	4,000	2,000	285,000	359
10:30	7,000	0	8,000	10,000	6,000	7,000	8,000	8,000	0	2,000	2,000	5,000	4,000	4,000	2,000	286,000	359
11:00	7,000	0	6,000	9,000	3,000	5,000	8,000	5,000	2,000	0	2,000	6,000	6,000	4,000	2,000	294,000	359
11:30	7,000	0	7,000	11,000	3,000	3,000	6,000	5,000	2,000	0	2,000	5,000	6,000	4,000	2,000	296,000	359
NOON	2,000	0	3,000	9,000	0	7,000	5,000	8,000	0	0	0	4,000	2,000	4,000	0	315,000	359
0:30	2,000	0	3,000	8,000	0	7,000	5,000	7,000	0	0	0	4,000	2,000	4,000	0	317,000	359
1:00	2,000	0	3,000	7,000	0	2,000	4,000	4,000	2,000	0	0	4,000	2,000	3,000	0	326,000	359
1:30	2,000	0	2,000	7,000	0	0	4,000	4,000	0	0	0	4,000	2,000	3,000	0	331,000	359
2:00	3,000	0	2,000	6,000	0	4,000	3,000	4,000	0	0	0	4,000	2,000	3,000	0	328,000	359
2:30	2,000	0	2,000	6,000	0	4,000	3,000	4,000	0	0	0	4,000	2,000	3,000	0	329,000	359
3:00	2,000	0	5,000	4,000	0	4,000	3,000	4,000	0	3,000	0	2,000	2,000	3,000	0	327,000	359
3:30	2,000	0	3,000	4,000	0	4,000	3,000	4,000	0	0	0	2,000	2,000	3,000	0	332,000	359
4:00	2,000	0	3,000	2,000	2,000	0	2,000	3,000	0	0	0	4,000	4,000	4,000	0	333,000	359
4:30	2,000	0	2,000	3,000	0	2,000	2,000	3,000	0	0	0	4,000	2,000	4,000	0	335,000	359
5:00	3,000	0	0	2,000	0	3,000	3,000	0	0	0	0	0	2,000	3,000	0	343,000	359
5:30	3,000	0	0	2,000	0	2,000	3,000	0	0	0	0	0	2,000	3,000	0	344,000	359
6:00	0	0	0	4,000	0	3,000	2,000	0	0	2,000	0	4,000	2,000	3,000	0	339,000	359
6:30	0	0	0	3,000	0	2,000	2,000	0	0	2,000	0	4,000	2,000	3,000	0	341,000	359
7:00	0	0	2,000	2,000	0	3,000	2,000	0	0	2,000	0	2,000	0	2,000	0	344,000	359
7:30	0	0	2,000	0	0	2,000	2,000	0	0	2,000	2,000	2,000	0	2,000	0	345,000	359
8:00	0	0	0	0	0	2,000	4,000	0	0	0	0	2,000	0	2,000	0	349,000	359
8:30	0	0	0	0	0	4,000	4,000	0	0	0	0	2,000	0	2,000	0	347,000	359
9:00	0	0	0	0	0	2,000	3,000	0	2,000	2,000	0	1,000	0	0	0	349,000	359
9:30	0	0	0	0	0	2,000	3,000	0	2,000	2,000	0	0	0	0	0	350,000	359
10:00	2,000	0	0	0	0	0	3,000	2,000	0	0	0	0	0	0	0	352,000	359
10:30	0	0	0	0	0	0	3,000	2,000	0	0	0	0	0	0	0	354,000	359
11:00	2,000	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	353,000	359
11:30	2,000	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	353,000	359

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

RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	357,000	359
0:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	357,000	359
1:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	357,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	357,000	359
5:30	0	0	0	4,000	0	0	0	0	0	2,000	0	0	0	0	0	353,000	359
6:00	0	0	0	4,000	0	0	0	0	0	2,000	0	0	0	0	0	353,000	359
6:30	0	0	0	5,000	0	2,000	0	0	2,000	3,000	0	0	2,000	0	0	345,000	359
7:00	2,000	0	0	7,000	2,000	6,000	3,000	2,000	2,000	3,000	0	2,000	3,000	4,000	0	323,000	359
7:30	2,000	0	2,000	7,000	0	3,000	3,000	3,000	2,000	3,000	0	2,000	2,000	4,000	0	326,000	359
8:00	3,000	0	3,000	9,000	2,000	3,000	6,000	3,000	2,000	4,000	0	0	2,000	4,000	3,000	315,000	359
8:30	2,000	0	3,000	9,000	6,000	3,000	6,000	3,000	3,000	4,000	0	0	2,000	4,000	3,000	311,000	359
9:00	3,000	0	2,000	14,000	6,000	7,000	7,000	3,000	3,000	4,000	0	6,000	6,000	4,000	2,000	292,000	359
9:30	3,000	0	2,000	15,000	4,000	7,000	6,000	4,000	2,000	4,000	0	6,000	5,000	4,000	2,000	295,000	359
10:00	2,000	0	3,000	17,000	4,000	12,000	8,000	4,000	3,000	4,000	0	6,000	5,000	4,000	2,000	285,000	359
10:30	2,000	0	3,000	17,000	4,000	16,000	8,000	6,000	3,000	4,000	0	4,000	5,000	4,000	2,000	281,000	359
11:00	2,000	0	3,000	17,000	3,000	9,000	8,000	7,000	2,000	4,000	0	6,000	3,000	4,000	2,000	289,000	359
11:30	2,000	0	2,000	16,000	3,000	6,000	8,000	6,000	2,000	4,000	0	6,000	3,000	4,000	2,000	295,000	359
NOON	2,000	0	2,000	8,000	4,000	6,000	4,000	0	2,000	2,000	0	5,000	3,000	4,000	0	317,000	359
0:30	2,000	0	2,000	10,000	2,000	4,000	4,000	0	2,000	2,000	0	2,000	3,000	4,000	0	322,000	359
1:00	2,000	0	2,000	8,000	2,000	8,000	3,000	0	0	3,000	0	0	3,000	3,000	0	325,000	359
1:30	2,000	0	2,000	4,000	2,000	4,000	3,000	2,000	0	3,000	0	0	3,000	3,000	0	331,000	359
2:00	2,000	0	4,000	8,000	0	8,000	4,000	2,000	0	2,000	0	0	2,000	3,000	0	324,000	359
2:30	3,000	0	4,000	8,000	0	5,000	4,000	2,000	0	2,000	0	0	2,000	3,000	0	326,000	359
3:00	3,000	0	4,000	7,000	0	3,000	3,000	0	0	0	0	2,000	2,000	3,000	0	332,000	359
3:30	3,000	0	3,000	7,000	0	3,000	3,000	2,000	0	0	0	0	2,000	3,000	0	333,000	359
4:00	3,000	0	4,000	7,000	0	4,000	3,000	3,000	0	0	0	2,000	2,000	3,000	0	328,000	359
4:30	3,000	0	4,000	7,000	0	3,000	3,000	3,000	0	0	0	2,000	2,000	3,000	0	329,000	359
5:00	2,000	0	4,000	10,000	2,000	1,000	3,000	6,000	0	3,000	0	0	2,000	3,000	0	323,000	359
5:30	2,000	0	4,000	10,000	0	1,000	3,000	3,000	0	3,000	0	0	2,000	3,000	0	328,000	359
6:00	2,000	0	3,000	7,000	0	8,000	3,000	2,000	0	4,000	0	3,000	0	3,000	0	324,000	359
6:30	2,000	0	3,000	7,000	0	5,000	3,000	2,000	0	3,000	0	3,000	0	3,000	0	328,000	359
7:00	3,000	0	0	0	0	6,000	3,000	0	0	2,000	0	3,000	0	0	0	342,000	359
7:30	3,000	0	0	0	0	1,000	0	0	0	2,000	0	3,000	0	0	0	350,000	359
8:00	4,000	0	2,000	0	0	1,000	0	0	0	0	0	3,000	0	0	0	349,000	359
8:30	3,000	0	2,000	0	0	1,000	0	0	0	0	0	3,000	0	0	0	350,000	359
9:00	2,000	0	0	0	0	1,000	0	0	0	4,000	0	3,000	0	0	0	349,000	359
9:30	2,000	0	0	0	0	1,000	0	0	0	4,000	0	0	0	0	0	352,000	359
10:00	2,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	353,000	359
10:30	2,000	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	353,000	359
11:00	0	0	0	0	0	0	0	0	0	4,000	0	3,000	0	0	0	352,000	359
11:30	0	0	0	0	0	0	0	0	0	4,000	0	0	0	0	0	355,000	359

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	FAVORITE TV	CALYPSO MUS. TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	357,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:00	0	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	353,000	359
7:30	0	3,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	4,000	350,000	359
8:00	2,000	3,000	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	352,000	359
8:30	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	355,000	359
9:00	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	350,000	359
9:30	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	353,000	359
10:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	351,000	359
10:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	351,000	359
11:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	352,000	359
11:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	352,000	359
NOON	4,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	349,000	359
0:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	351,000	359
1:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	4,000	350,000	359
1:30	2,000	3,000	0	0	0	0	0	0	0	0	3,000	0	0	0	0	4,000	347,000	359
2:00	2,000	3,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	7,000	343,000	359
2:30	2,000	5,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	7,000	341,000	359
3:00	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	344,000	359
3:30	2,000	7,000	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	342,000	359
4:00	2,000	7,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	346,000	359
4:30	2,000	4,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	4,000	345,000	359
5:00	4,000	5,000	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	343,000	359
5:30	5,000	7,000	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	340,000	359
6:00	9,000	7,000	6,000	0	0	0	2,000	0	0	0	2,000	2,000	0	0	0	3,000	328,000	359
6:30	7,000	8,000	5,000	0	0	0	3,000	0	0	0	2,000	2,000	0	0	0	3,000	329,000	359
7:00	7,000	13,000	3,000	0	0	0	4,000	0	0	0	2,000	2,000	2,000	0	0	9,000	317,000	359
7:30	6,000	25,000	1,000	0	0	0	4,000	2,000	0	0	2,000	2,000	2,000	0	0	6,000	309,000	359
7:45	6,000	25,000	5,000	0	0	0	4,000	2,000	0	0	2,000	2,000	2,000	0	0	7,000	304,000	359
8:00	34,000	27,000	12,000	0	0	0	4,000	3,000	0	3,000	2,000	0	5,000	0	0	13,000	256,000	359
8:30	36,000	24,000	24,000	0	0	0	8,000	5,000	0	4,000	3,000	6,000	7,000	0	1,000	14,000	227,000	359
9:00	32,000	20,000	25,000	0	0	0	10,000	4,000	0	2,000	10,000	9,000	5,000	2,000	3,000	17,000	220,000	359
9:30	27,000	18,000	19,000	0	0	0	10,000	4,000	0	2,000	12,000	9,000	5,000	0	3,000	18,000	232,000	359
10:00	13,000	12,000	8,000	0	0	0	8,000	4,000	0	2,000	11,000	9,000	4,000	0	3,000	13,000	272,000	359
10:30	8,000	7,000	3,000	0	0	0	8,000	2,000	0	2,000	10,000	9,000	4,000	0	3,000	10,000	293,000	359
11:00	2,000	3,000	2,000	0	0	0	3,000	0	0	2,000	8,000	0	4,000	0	0	2,000	333,000	359
11:30	0	2,000	4,000	0	0	0	3,000	0	0	0	4,000	0	4,000	0	0	0	342,000	359

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:00	1,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
7:30	1,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
8:00	1,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
8:30	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	354,000	359
9:00	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	350,000	359
9:30	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	350,000	359
10:00	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	3,000	352,000	359
10:30	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	3,000	352,000	359
11:00	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	353,000	359
11:30	2,000	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	2,000	353,000	359
NOON	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	2,000	351,000	359
0:30	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	2,000	351,000	359
1:00	2,000	1,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	4,000	348,000	359
1:30	2,000	1,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	5,000	347,000	359
2:00	2,000	4,000	0	0	0	0	0	2,000	0	0	3,000	2,000	0	0	0	6,000	340,000	359
2:30	2,000	4,000	0	0	0	0	0	2,000	0	0	3,000	2,000	0	0	0	6,000	340,000	359
3:00	2,000	3,000	0	0	0	0	0	0	0	0	3,000	4,000	0	0	0	7,000	340,000	359
3:30	2,000	5,000	0	0	0	0	0	0	0	0	4,000	4,000	0	0	0	7,000	337,000	359
4:00	2,000	3,000	0	0	0	0	0	0	0	0	4,000	2,000	0	0	0	9,000	339,000	359
4:30	2,000	3,000	0	0	0	0	0	0	0	0	3,000	3,000	0	0	0	8,000	340,000	359
5:00	5,000	3,000	0	0	0	0	0	0	0	0	3,000	3,000	2,000	0	0	7,000	336,000	359
5:30	2,000	3,000	0	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	7,000	341,000	359
6:00	3,000	3,000	2,000	0	0	0	0	0	0	0	3,000	2,000	2,000	2,000	0	8,000	334,000	359
6:30	6,000	5,000	2,000	0	0	0	0	0	0	0	2,000	4,000	0	2,000	0	10,000	328,000	359
7:00	14,000	8,000	3,000	0	0	0	0	0	0	0	2,000	4,000	2,000	0	0	11,000	315,000	359
7:30	17,000	21,000	5,000	0	0	0	0	0	0	0	2,000	4,000	2,000	0	0	10,000	298,000	359
7:45	17,000	21,000	5,000	0	0	0	0	0	0	0	2,000	4,000	2,000	0	3,000	11,000	294,000	359
8:00	51,000	23,000	5,000	0	0	0	2,000	0	0	2,000	2,000	3,000	2,000	0	4,000	17,000	248,000	359
8:30	67,000	24,000	7,000	0	0	0	2,000	0	0	2,000	4,000	7,000	2,000	0	4,000	22,000	218,000	359
9:00	77,000	22,000	5,000	0	0	0	4,000	0	0	3,000	5,000	11,000	6,000	0	4,000	25,000	197,000	359
9:30	66,000	17,000	5,000	0	0	0	6,000	0	0	2,000	5,000	13,000	4,000	0	4,000	23,000	214,000	359
10:00	31,000	9,000	4,000	0	0	0	6,000	0	0	2,000	8,000	8,000	4,000	0	4,000	16,000	267,000	359
10:30	14,000	6,000	3,000	2,000	0	0	6,000	0	0	2,000	7,000	6,000	4,000	0	3,000	12,000	294,000	359
11:00	4,000	3,000	0	2,000	0	0	3,000	0	0	2,000	2,000	3,000	2,000	0	2,000	8,000	328,000	359
11:30	0	1,000	0	0	0	0	2,000	0	0	2,000	2,000	2,000	0	0	2,000	2,000	346,000	359

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	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
7:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
8:00	3,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000	3,000	346,000	359
8:30	3,000	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000	3,000	346,000	359
9:00	3,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	4,000	348,000	359
9:30	3,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	4,000	349,000	359
10:00	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	4,000	350,000	359
10:30	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	4,000	350,000	359
11:00	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	352,000	359
11:30	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	352,000	359
NOON	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	4,000	351,000	359
0:30	0	0	0	0	0	0	2,000	0	0	2,000	0	0	0	0	0	4,000	351,000	359
1:00	4,000	0	2,000	0	0	0	2,000	0	0	2,000	0	0	0	0	0	3,000	346,000	359
1:30	4,000	0	2,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	3,000	344,000	359
2:00	0	0	3,000	0	0	0	2,000	0	0	0	3,000	0	0	0	0	5,000	346,000	359
2:30	0	0	3,000	0	0	0	2,000	0	0	0	5,000	0	0	0	0	5,000	344,000	359
3:00	0	2,000	2,000	0	0	0	0	0	0	0	6,000	0	0	0	0	8,000	341,000	359
3:30	0	2,000	2,000	0	0	0	0	0	0	0	6,000	0	0	0	0	8,000	341,000	359
4:00	2,000	2,000	2,000	0	0	0	0	0	0	0	4,000	2,000	0	0	0	9,000	338,000	359
4:30	5,000	2,000	2,000	0	0	0	0	0	0	0	2,000	2,000	0	0	0	11,000	335,000	359
5:00	4,000	3,000	2,000	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	0	10,000	332,000	359
5:30	4,000	3,000	2,000	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	0	10,000	332,000	359
6:00	3,000	5,000	3,000	0	0	0	2,000	0	0	0	3,000	2,000	2,000	2,000	2,000	13,000	322,000	359
6:30	3,000	5,000	4,000	0	0	0	2,000	0	0	2,000	3,000	2,000	2,000	2,000	2,000	13,000	319,000	359
7:00	6,000	7,000	8,000	0	0	0	2,000	0	0	3,000	2,000	0	0	2,000	3,000	9,000	317,000	359
7:30	7,000	19,000	9,000	0	0	0	3,000	0	0	3,000	2,000	0	0	2,000	4,000	11,000	299,000	359
7:45	10,000	19,000	15,000	0	0	0	3,000	0	0	3,000	2,000	0	0	2,000	6,000	13,000	286,000	359
8:00	51,000	18,000	15,000	0	0	0	2,000	0	0	4,000	3,000	7,000	0	0	6,000	23,000	230,000	359
8:30	40,000	15,000	13,000	0	0	0	4,000	3,000	0	7,000	3,000	7,000	2,000	0	6,000	30,000	229,000	359
9:00	26,000	12,000	11,000	0	0	0	5,000	3,000	0	10,000	5,000	6,000	2,000	2,000	4,000	37,000	236,000	359
9:30	23,000	19,000	8,000	0	0	0	7,000	4,000	2,000	9,000	5,000	7,000	0	0	2,000	34,000	239,000	359
10:00	13,000	12,000	6,000	0	0	0	5,000	5,000	3,000	9,000	5,000	5,000	2,000	0	2,000	22,000	270,000	359
10:30	8,000	10,000	3,000	0	0	0	4,000	5,000	3,000	9,000	5,000	2,000	0	0	2,000	15,000	293,000	359
11:00	0	1,000	2,000	0	0	0	3,000	2,000	3,000	5,000	3,000	0	0	0	0	4,000	336,000	359
11:30	0	0	2,000	0	0	0	2,000	0	0	3,000	3,000	0	0	0	0	4,000	345,000	359

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	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	G'TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
6:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
6:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
7:00	2,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	353,000	359
7:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	354,000	359
8:00	0	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	354,000	359
8:30	2,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	352,000	359
9:00	2,000	5,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	350,000	359
9:30	2,000	5,000	0	0	0	0	0	0	0	0	0	4,000	0	0	0	0	348,000	359
10:00	0	5,000	0	0	0	0	0	0	0	0	0	4,000	0	0	0	0	350,000	359
10:30	0	5,000	0	0	0	0	0	0	0	0	0	4,000	0	0	0	0	350,000	359
11:00	0	5,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	350,000	359
11:30	0	5,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	350,000	359
NOON	5,000	6,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	344,000	359
0:30	5,000	6,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	2,000	342,000	359
1:00	5,000	6,000	0	0	2,000	0	2,000	0	0	0	0	2,000	0	0	2,000	2,000	338,000	359
1:30	5,000	8,000	0	0	2,000	0	2,000	0	0	0	0	2,000	0	0	2,000	0	338,000	359
2:00	5,000	8,000	0	0	2,000	0	0	0	0	0	2,000	2,000	0	0	0	0	340,000	359
2:30	6,000	8,000	0	0	2,000	0	0	0	0	0	2,000	2,000	0	0	0	2,000	337,000	359
3:00	3,000	6,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	346,000	359
3:30	3,000	8,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	0	0	344,000	359
4:00	2,000	8,000	0	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	4,000	339,000	359
4:30	2,000	8,000	0	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	4,000	339,000	359
5:00	3,000	8,000	2,000	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	5,000	335,000	359
5:30	3,000	8,000	2,000	0	0	0	0	0	0	0	2,000	2,000	2,000	0	0	4,000	336,000	359
6:00	5,000	8,000	3,000	0	0	0	2,000	0	0	0	3,000	2,000	2,000	0	0	7,000	327,000	359
6:30	5,000	8,000	7,000	0	0	0	2,000	3,000	0	0	3,000	2,000	2,000	0	0	9,000	318,000	359
7:00	4,000	10,000	12,000	0	0	0	0	3,000	0	2,000	2,000	6,000	2,000	0	2,000	10,000	306,000	359
7:30	5,000	15,000	11,000	0	0	0	0	4,000	0	4,000	2,000	8,000	2,000	0	2,000	11,000	295,000	359
7:45	5,000	15,000	12,000	0	0	0	0	4,000	0	4,000	2,000	8,000	2,000	0	2,000	11,000	294,000	359
8:00	47,000	19,000	19,000	0	0	0	1,000	2,000	0	5,000	0	10,000	4,000	0	2,000	12,000	238,000	359
8:30	51,000	19,000	20,000	0	0	0	6,000	2,000	0	3,000	2,000	10,000	6,000	0	4,000	14,000	222,000	359
9:00	45,000	16,000	16,000	0	0	0	8,000	2,000	2,000	7,000	2,000	11,000	4,000	0	4,000	23,000	219,000	359
9:30	36,000	16,000	13,000	0	0	0	7,000	2,000	0	7,000	2,000	11,000	3,000	0	4,000	20,000	238,000	359
10:00	19,000	12,000	8,000	0	0	0	7,000	0	0	7,000	2,000	5,000	2,000	0	4,000	16,000	277,000	359
10:30	11,000	11,000	6,000	0	0	0	5,000	0	0	6,000	2,000	3,000	2,000	0	2,000	12,000	299,000	359
11:00	0	2,000	2,000	0	0	0	3,000	0	0	0	0	2,000	4,000	0	0	7,000	339,000	359
11:30	0	2,000	2,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	5,000	346,000	359

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	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	G'TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	357,000	359
6:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	357,000	359
6:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	355,000	359
7:00	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
7:30	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
8:00	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
8:30	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
9:00	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
9:30	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	0	0	2,000	353,000	359
10:00	0	0	0	0	0	0	0	0	0	2,000	0	0	4,000	0	0	2,000	351,000	359
10:30	0	0	0	0	0	0	0	0	0	2,000	0	0	4,000	0	0	2,000	351,000	359
11:00	0	3,000	0	0	1,000	0	0	0	0	2,000	0	0	2,000	0	0	2,000	349,000	359
11:30	0	3,000	0	0	1,000	0	0	0	0	2,000	0	0	2,000	0	0	2,000	349,000	359
NOON	0	3,000	2,000	0	1,000	0	0	0	0	2,000	0	2,000	2,000	0	0	3,000	344,000	359
0:30	0	3,000	2,000	0	1,000	0	0	0	0	2,000	0	2,000	2,000	0	0	3,000	344,000	359
1:00	4,000	3,000	3,000	0	1,000	0	0	0	0	2,000	0	2,000	2,000	0	0	2,000	340,000	359
1:30	4,000	3,000	3,000	0	1,000	0	0	0	0	2,000	2,000	2,000	2,000	0	0	2,000	338,000	359
2:00	3,000	4,000	3,000	0	0	0	2,000	0	0	2,000	2,000	2,000	2,000	0	0	3,000	336,000	359
2:30	3,000	4,000	3,000	0	0	0	2,000	0	0	2,000	2,000	2,000	2,000	0	0	3,000	336,000	359
3:00	3,000	4,000	2,000	0	0	0	2,000	0	0	2,000	2,000	2,000	0	0	2,000	9,000	331,000	359
3:30	3,000	4,000	0	0	0	0	2,000	0	0	2,000	2,000	2,000	0	0	0	7,000	337,000	359
4:00	4,000	4,000	0	0	0	0	2,000	0	0	2,000	2,000	3,000	2,000	0	0	7,000	333,000	359
4:30	4,000	3,000	2,000	0	0	0	2,000	0	0	2,000	0	3,000	2,000	0	0	5,000	336,000	359
5:00	3,000	6,000	3,000	0	0	0	2,000	0	0	2,000	0	3,000	2,000	0	0	6,000	332,000	359
5:30	3,000	4,000	3,000	0	0	0	2,000	0	0	2,000	0	3,000	2,000	0	0	6,000	334,000	359
6:00	6,000	3,000	5,000	0	0	0	2,000	0	0	2,000	2,000	3,000	2,000	0	0	9,000	325,000	359
6:30	6,000	4,000	3,000	0	0	0	2,000	0	0	2,000	2,000	6,000	2,000	0	0	9,000	323,000	359
7:00	7,000	4,000	3,000	0	0	0	2,000	0	2,000	3,000	2,000	5,000	2,000	0	2,000	8,000	319,000	359
7:30	10,000	14,000	3,000	0	0	0	2,000	0	2,000	3,000	2,000	5,000	2,000	0	2,000	6,000	308,000	359
7:45	11,000	14,000	6,000	0	0	0	2,000	0	2,000	4,000	2,000	5,000	2,000	0	2,000	6,000	303,000	359
8:00	47,000	16,000	8,000	0	0	0	2,000	2,000	2,000	4,000	3,000	6,000	2,000	0	3,000	10,000	254,000	359
8:30	59,000	22,000	7,000	0	2,000	0	4,000	2,000	2,000	5,000	3,000	6,000	2,000	0	3,000	10,000	232,000	359
9:00	75,000	28,000	5,000	0	2,000	0	5,000	3,000	3,000	5,000	7,000	3,000	3,000	2,000	4,000	17,000	197,000	359
9:30	78,000	27,000	5,000	0	2,000	0	4,000	3,000	3,000	3,000	8,000	3,000	3,000	0	4,000	15,000	201,000	359
10:00	61,000	21,000	5,000	0	0	0	4,000	3,000	2,000	0	5,000	0	3,000	0	4,000	11,000	240,000	359
10:30	52,000	20,000	3,000	0	0	0	3,000	3,000	0	0	5,000	0	4,000	0	4,000	9,000	256,000	359
11:00	13,000	12,000	0	0	0	0	2,000	2,000	0	0	2,000	2,000	4,000	0	2,000	2,000	318,000	359
11:30	4,000	3,000	0	0	0	0	2,000	0	0	0	2,000	2,000	4,000	0	2,000	2,000	338,000	359

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

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	355,000	359
8:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	3,000	354,000	359
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	4,000	353,000	359
9:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	10,000	347,000	359
9:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	8,000	349,000	359
10:00	3,000	4,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	4,000	346,000	359
10:30	3,000	4,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	4,000	346,000	359
11:00	3,000	7,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	9,000	338,000	359
11:30	3,000	7,000	0	0	0	2,000	0	0	0	0	0	0	0	0	0	9,000	338,000	359
NOON	3,000	7,000	0	0	0	0	2,000	0	0	0	0	3,000	0	0	0	9,000	335,000	359
0:30	3,000	5,000	0	0	0	0	2,000	0	0	0	0	3,000	0	0	0	9,000	337,000	359
1:00	4,000	4,000	2,000	0	0	0	2,000	0	0	0	0	4,000	0	0	0	13,000	330,000	359
1:30	4,000	4,000	2,000	0	0	0	2,000	0	0	0	0	4,000	0	0	0	13,000	330,000	359
2:00	8,000	4,000	3,000	0	0	0	2,000	0	0	0	3,000	4,000	0	0	0	12,000	323,000	359
2:30	8,000	4,000	3,000	0	0	0	2,000	0	0	0	3,000	4,000	0	0	0	12,000	323,000	359
3:00	10,000	4,000	4,000	0	0	0	2,000	0	0	0	5,000	4,000	0	0	0	10,000	320,000	359
3:30	8,000	4,000	4,000	0	0	0	2,000	0	0	0	5,000	4,000	0	0	0	10,000	322,000	359
4:00	9,000	5,000	4,000	0	0	0	2,000	0	0	0	5,000	7,000	0	0	0	22,000	305,000	359
4:30	9,000	5,000	4,000	0	0	0	0	0	0	0	5,000	7,000	0	0	0	17,000	312,000	359
5:00	5,000	5,000	4,000	0	0	0	0	0	0	0	5,000	3,000	0	2,000	0	14,000	321,000	359
5:30	7,000	7,000	3,000	0	0	0	0	0	0	0	4,000	3,000	0	0	0	14,000	321,000	359
6:00	10,000	9,000	2,000	0	0	0	2,000	0	0	0	2,000	3,000	0	0	0	8,000	323,000	359
6:30	10,000	8,000	2,000	0	0	0	2,000	0	0	0	2,000	3,000	0	2,000	0	8,000	322,000	359
7:00	7,000	8,000	2,000	0	0	0	3,000	0	0	0	2,000	0	4,000	0	2,000	10,000	321,000	359
7:30	5,000	15,000	2,000	0	0	0	3,000	0	0	2,000	5,000	2,000	4,000	0	2,000	10,000	309,000	359
7:45	5,000	15,000	3,000	0	0	0	3,000	0	0	2,000	5,000	2,000	4,000	0	2,000	10,000	308,000	359
8:00	27,000	12,000	3,000	0	0	0	3,000	0	0	2,000	6,000	3,000	0	0	3,000	12,000	288,000	359
8:30	21,000	10,000	3,000	0	0	0	3,000	0	0	7,000	10,000	5,000	0	0	3,000	13,000	284,000	359
9:00	17,000	16,000	2,000	0	0	0	3,000	0	0	7,000	19,000	7,000	0	0	3,000	14,000	271,000	359
9:30	19,000	14,000	2,000	0	0	0	4,000	0	0	5,000	20,000	7,000	0	0	2,000	14,000	272,000	359
10:00	12,000	12,000	0	0	0	0	4,000	0	0	6,000	14,000	7,000	0	0	0	18,000	286,000	359
10:30	11,000	10,000	0	0	0	0	3,000	0	0	5,000	10,000	4,000	2,000	0	0	18,000	296,000	359
11:00	4,000	3,000	0	0	0	0	2,000	0	0	4,000	7,000	2,000	2,000	0	0	12,000	323,000	359
11:30	3,000	2,000	0	0	0	0	2,000	0	0	2,000	3,000	2,000	0	0	0	11,000	334,000	359

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	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	G'TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	359,000	359
7:00	0	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	354,000	359
7:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	356,000	359
8:00	0	5,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	350,000	359
8:30	0	5,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	350,000	359
9:00	3,000	3,000	2,000	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	347,000	359
9:30	5,000	5,000	2,000	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	343,000	359
10:00	3,000	3,000	2,000	0	0	0	2,000	0	0	0	0	0	2,000	0	2,000	2,000	343,000	359
10:30	3,000	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	2,000	2,000	346,000	359
11:00	7,000	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	2,000	4,000	340,000	359
11:30	7,000	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	2,000	4,000	340,000	359
NOON	5,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	346,000	359
0:30	4,000	6,000	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	343,000	359
1:00	8,000	8,000	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	2,000	337,000	359
1:30	8,000	8,000	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	0	339,000	359
2:00	6,000	10,000	3,000	0	0	0	2,000	0	0	0	0	0	3,000	0	0	0	335,000	359
2:30	6,000	9,000	3,000	0	0	0	2,000	0	0	0	0	0	3,000	0	0	0	336,000	359
3:00	6,000	8,000	3,000	0	0	0	3,000	0	2,000	0	0	0	3,000	0	0	2,000	332,000	359
3:30	6,000	8,000	3,000	0	0	0	3,000	0	2,000	0	0	0	3,000	0	0	3,000	331,000	359
4:00	3,000	8,000	5,000	0	0	0	4,000	0	2,000	0	4,000	0	3,000	0	0	4,000	326,000	359
4:30	3,000	8,000	5,000	0	0	0	4,000	0	3,000	0	4,000	0	3,000	0	0	3,000	326,000	359
5:00	6,000	11,000	6,000	0	0	0	4,000	0	3,000	0	5,000	0	3,000	0	0	6,000	315,000	359
5:30	6,000	11,000	6,000	0	0	0	4,000	0	3,000	0	5,000	0	3,000	0	0	6,000	315,000	359
6:00	9,000	14,000	5,000	0	0	0	2,000	0	0	3,000	4,000	0	3,000	0	2,000	7,000	310,000	359
6:30	10,000	15,000	5,000	0	0	0	2,000	0	0	3,000	4,000	0	3,000	0	2,000	7,000	308,000	359
7:00	10,000	20,000	3,000	0	0	0	3,000	2,000	0	5,000	3,000	0	0	0	2,000	8,000	303,000	359
7:30	13,000	32,000	3,000	0	0	0	3,000	2,000	0	5,000	3,000	0	0	0	2,000	8,000	288,000	359
7:45	15,000	32,000	3,000	0	0	0	3,000	2,000	0	5,000	3,000	0	0	0	2,000	8,000	286,000	359
8:00	60,000	27,000	6,000	0	0	0	5,000	2,000	0	3,000	3,000	2,000	6,000	2,000	2,000	11,000	230,000	359
8:30	72,000	25,000	10,000	0	0	0	4,000	2,000	0	3,000	3,000	2,000	10,000	2,000	2,000	9,000	215,000	359
9:00	71,000	18,000	12,000	0	0	0	6,000	4,000	0	5,000	4,000	9,000	10,000	0	0	9,000	211,000	359
9:30	59,000	15,000	8,000	0	0	0	5,000	4,000	0	5,000	6,000	6,000	6,000	0	0	10,000	235,000	359
10:00	28,000	8,000	6,000	0	0	0	2,000	2,000	0	3,000	3,000	6,000	2,000	0	0	10,000	289,000	359
10:30	15,000	8,000	3,000	0	0	0	2,000	2,000	0	3,000	2,000	6,000	2,000	0	0	7,000	309,000	359
11:00	6,000	5,000	3,000	0	0	0	2,000	0	0	0	2,000	4,000	2,000	0	0	3,000	332,000	359
11:30	2,000	5,000	2,000	0	0	0	2,000	0	0	0	0	3,000	0	0	0	3,000	342,000	359

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