



**BROADCASTING AUTHORITY MALTA
RADIO AND TELEVISION AUDIENCES
OCTOBER – DECEMBER 2011**

[ABRIDGED VERSION]

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

JANUARY 2012

**PUBLISHED IN 2012 BY THE
BROADCASTING AUTHORITY
MILE END ROAD, HAMRUN HMR1719, MALTA
TEL: 2122 1281, 2124 7908
FAX: 2124 0855
E-MAIL: info.ba@ba.org.mt
WEB: <http://www.ba.org.mt>**

CONTENTS

	Page
PART ONE – Report	
Preface	iv
1. Methodology and Sample Collection	1
1.1 <i>The Accuracy of the Results</i>	1
2. Sample Profile	1
3. Listening and Viewing Patterns	2
3.1 <i>Radio Reach</i>	2
3.1.1 Radio Reach by Gender, by Age Groups, and by District	5
3.2 <i>TV Reach</i>	7
3.2.1 TV Reach by Gender, by Age Groups, and by District	12
4. Media Reception Platform	14
4.1 <i>Radio Reception Platforms</i>	14
4.1.1 Radio Reception Platforms by Gender, Age Groups and District	15
4.1.2 Radio Reception analysis by Platform	15
4.2 <i>TV Reception Platforms</i>	17
4.2.1 TV Reception Platform by Gender, Age Groups and District	18
4.2.2 TV Reception analysis by Platform	19
5. Teleshopping	21
5.1 <i>Teleshopping by Gender, by Age Groups, and by District</i>	22
6. Radio Audiences	24
6.1 <i>Weekdays-Average Audience Share</i>	24
6.2 <i>Weekdays Peak Audiences</i>	25
6.3 <i>Daily Audience Share</i>	26
7. TV Audiences	27
7.1 <i>Weekdays-Average Audience Share</i>	27
7.2 <i>Weekdays Peak Audiences</i>	28
7.3 <i>Daily Audience Share</i>	29
7.4 <i>TV Broadcasting Schedules</i>	30
8. Radio and TV Consumption	34
8.1 <i>Daily Hours of Radio Consumption</i>	34
8.2 <i>Daily Hours of TV Consumption</i>	36
8.3 <i>Radio Consumption by Time Brackets</i>	39
8.4 <i>TV Consumption by Time Brackets</i>	39
8.5 <i>What 12-14 year olds are viewing</i>	46
9. TV Programme Preferences	49
Appendices	
A. Questionnaire	55
B. Nationwide Licensed Broadcasting Stations	57
C. List of Community Radio Station Licences issued during Oct 2010-Sep 2011	58
D. Demographic Locations	59
E. Radio Audiences by Half-Hour Slots – Monday to Sunday	61-67
F. TV Audiences by Half-Hour Slots – Monday to Sunday	68-74

PREFACE

This report contains the analysis of these interviews for the first quarter of the 2011/2012 broadcasting season; i.e. for **1st October to 31st December 2011**.

During this assessment period:

The period of October-December of each year is identified by broadcasting stations as the start of a new broadcasting season. Every effort is done by each station to advertise its “new productions” and this is quite often overdone by independent producers. This is in view of the perception that audiences captured through the first quarter of each broadcasting season would be retained for the rest of the broadcasting year.

This misnomer has been thoroughly researched by the Broadcasting Authority throughout the years and although the data has not fully repeatedly proved this perception, producers and broadcasters continuously adhere to their beliefs. Although there may be some truth in the sense that there would always be a “programme loyalist group”, the assessments done by the Broadcasting Authority have been purposely developed to a continuous audience assessment to reduce the risk of over-inflation of data figures arising out of excessive programme promotion at the start of the broadcasting season.

Producers have to realise that the maintenance of programme audiences throughout the whole of the broadcasting season does not depend on a few sensational programmes at the start of the broadcasting season as channel hopping is quite persistent amongst media consumers.

During this period on-demand and movie rental services started being offered on the television cable system [Melita]; while catch-up and re-wind services were offered on the digital aerial system [GO].

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers during the period **1st October to 31st December 2011**. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

For the period October-December 2011, 1842 individuals [53.11% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 3.22% higher than that of the previous assessment period of July-September 2011.

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 **±5%**. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

For this period of October-December 2011, with a response rate of 53.11%, a population size of **370,812** [aged 12 years and over], and a 95% confidence level, the sample of 1842 interviewees has a margin of error of **± 2.27%**.

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 age of interviewed respondents was that of 12 years old while the maximum age of respondents for this quarter under review was that of a 94 year old.

3. LISTENING AND VIEWING PATTERNS

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

3.1 Radio Reach

This data has been repeatedly monitored since October 2006. For this period, there was a decrease of 4.902% over the previous summer period of July-September 2011 while those who stated that they did not listen to radio exceeded radio listeners by 0.869%. The last similar data when non-listeners exceed radio listeners was last registered for the period October-December 2008 – see summary Table and Figure 3.1 below and Tables 3.1-3 in Part Two and Part Three.

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

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%
Jul-Sep 2010	42.452%	3.760%	0.327%	0.218%	53.243%
Oct-Dec 2010	44.856%	3.702%	0.490%	0.163%	50.789%
Jan-Mar 2011	42.611%	3.667%	0.500%	0.111%	53.111%
Apr-Jun 2011	43.956%	4.396%	0.495%	0.549%	50.604%
Jul-Sep 2011	44.536%	2.350%	0.109%	0.656%	52.350%
Oct-Dec 2011	48.317%	2.172%	0.543%	1.520%	47.448%

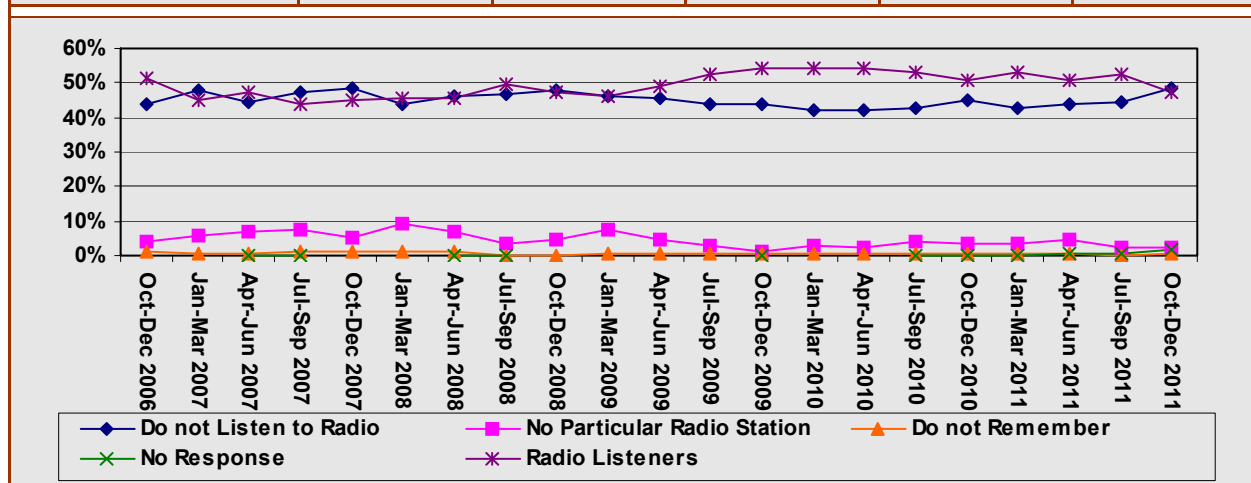


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – OCT/DEC 2011]

The total number of radio listeners 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. Bay Radio has maintained the highest percentage of radio listeners increasing its share by 0.66% [at 20.42%] over the same period of the year 2010 [19.76%] and which is also 0.01% less than that of the previous quarter. Similarly, ONE Radio registered an increase of 1.4% [at 13.68%] over the same period of 2010 [12.28%] and an increase of 0.68% over the previous quarter of July-September 2011. On the other hand, Radju Malta has attain the third most largest share at 10.88% which was 4.08% higher than that obtained for the same period last year and which was 2.26% higher than the previous summer quarter of 2011.

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

[Weighted]	Oct-Dec 2009 %	Oct-Dec 2010 %	Oct-Dec 2011 %	Population N
Radju Malta	7.89	6.80	[3] 10.88	19,276
Radju Parlament	0.20	0.08	0.00	0
Magic Radio	4.61	8.48	5.68	10,075
ONE Radio	[2] 11.93	[2] 12.28	[2] 13.68	24,241
Radio 101	6.03	3.60	5.13	9,094
Bay Radio	[1] 26.56	[1] 19.76	[1] 20.42	36,187
Calypso Radio	[3] 11.12	[3] 10.65	10.51	18,619
RTK	5.69	7.88	8.55	15,146
Smash Radio	3.25	5.57	3.98	7,047
Radju Marija	5.64	7.43	5.33	9,443
Campus FM	1.22	1.26	0.98	1,730
Vibe FM	5.27	8.10	6.86	12,156
XFM	5.55	4.96	3.28	5,818
Community Stations	3.90	1.92	2.24	3,976
Foreign &/ Other Station	1.15	1.21	2.49	4,411
	100.0%	100.0%	100.0%	177,218

Totals may not tally due to weighting and rounding off

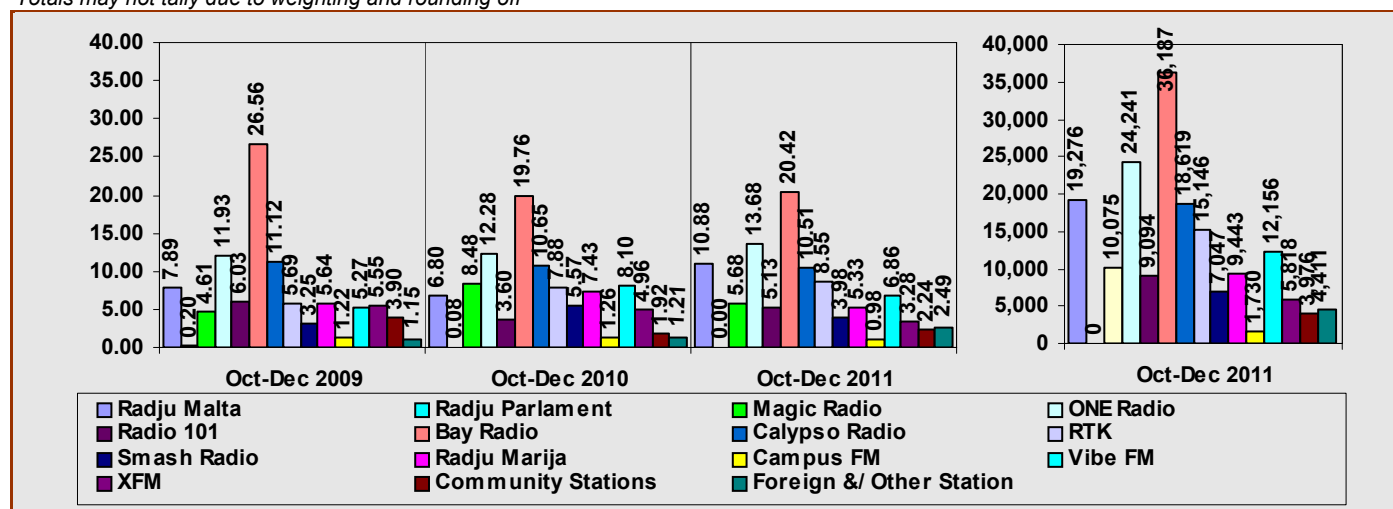


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2009, 2010, 2011]

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

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

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Radju Malta	5 7.47	6 7.47	6 6.53	4 11.21	7 6.31	6 6.59	7 6.29	4 8.28	4 7.89	4 6.98	6 7.61	5 8.14	8 6.80	5 8.91	4 8.67	4 8.62	3 10.88
Radju Parlament	15 0.86	13 1.96	15 0.62	14 1.14	12 2.99	13 1.10	15 0.79	15 0.00	15 0.20	15 0.10	15 0.48	15 0.13	15 0.08	15 0.09	15 0.32	15 0.36	15 0.00
Magic Radio	6 7.22	8 5.51	9 5.54	7 5.38	6 7.23	9 5.37	6 6.62	6 6.21	10 4.61	8 5.99	5 7.95	4 9.07	4 8.48	6 6.72	7 6.39	6 7.06	7 5.68
ONE Radio	2 15.30	1 19.46	1 20.20	1 19.22	2 15.96	2 16.71	2 15.94	2 16.46	2 11.93	2 14.14	2 12.82	2 12.34	2 12.28	2 14.76	2 14.16	2 13.00	2 13.68
Radio 101	8 6.73	5 8.45	8 5.79	8 5.15	9 4.94	7 5.98	8 4.26	10 4.66	5 6.03	10 4.84	11 4.26	10 3.97	11 3.60	9 4.04	12 3.15	11 3.47	9 5.13
Bay Radio	1 15.54	2 16.16	2 17.12	2 14.76	1 16.42	1 18.78	1 23.23	1 22.67	1 26.56	1 23.46	1 20.13	1 21.34	1 19.76	1 17.95	1 20.70	1 20.43	1 20.42
Calypso Radio	3 10.04	3 10.28	3 11.58	3 11.56	3 13.09	3 10.12	3 10.44	3 9.42	3 11.12	3 10.11	3 10.33	3 11.48	3 10.65	3 11.99	3 10.74	3 11.43	4 10.51
RTK	4 9.42	4 8.57	4 8.13	5 8.81	5 7.92	4 9.02	4 8.87	5 8.18	6 5.69	7 6.54	8 6.52	8 6.35	6 7.88	4 9.22	5 6.98	5 8.23	5 8.55
Smash Radio	9 6.73	9 3.92	11 3.20	11 3.09	10 4.13	11 3.90	11 3.14	12 3.11	12 3.25	11 4.41	10 4.59	11 3.02	9 5.57	10 3.94	10 4.58	10 3.63	10 3.98
Radju Marija	7 7.10	7 6.98	7 6.16	6 7.78	4 8.96	5 8.78	5 8.42	7 5.59	7 5.64	6 6.62	7 6.90	7 7.13	7 7.43	8 5.41	8 6.29	8 6.20	8 5.33
Campus FM	13 1.96	14 1.10	13 0.99	15 0.46	15 0.46	15 0.61	14 0.90	14 1.24	13 1.22	14 0.71	14 0.63	13 1.56	13 1.26	14 1.31	14 1.12	14 1.65	14 0.98
Vibe FM	10 4.65	10 3.67	10 4.68	10 3.43	11 4.02	10 4.02	10 3.14	9 4.76	9 5.27	5 6.86	4 8.97	6 8.02	5 8.10	7 6.43	6 6.52	7 6.30	6 6.86
XFM	12 2.82	11 3.18	5 6.77	9 4.35	8 5.40	8 5.73	9 4.04	8 4.76	8 5.55	9 5.08	9 5.05	9 4.58	10 4.96	11 3.82	9 5.47	9 4.80	11 3.28
Community Stations	11 3.06	12 2.45	12 1.97	12 1.83	13 1.15	12 2.32	12 3.03	11 3.42	11 3.90	12 3.01	12 2.99	12 2.28	12 1.92	12 2.90	11 3.31	13 2.30	13 2.24
Foreign & Other Station	14 1.10	15 0.86	14 0.74	13 1.83	14 1.03	14 0.98	13 0.90	13 1.24	14 1.15	13 1.16	13 0.76	14 0.60	14 1.21	13 2.52	13 1.59	12 2.53	12 2.49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off

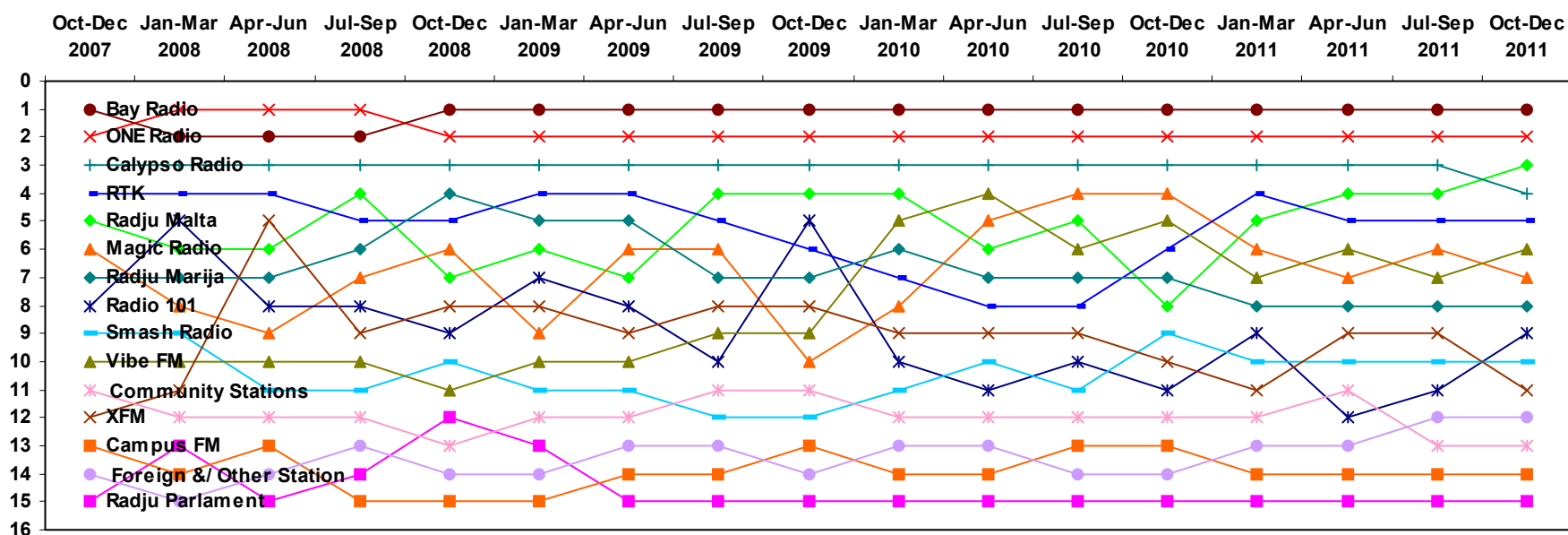


FIGURE 3.3.B RADIO REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007- OCT/DEC 2011]

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

For this assessment period, Bay Radio attained the highest percentage of both males [20.85%] and females [19.94%]. On the other hand, while the second preference of males went to ONE Radio with 13.86%, the second preference of females went to Radju Malta with 14.21%. And while ONE Radio attained the third highest percentage of females [13.48%], Calypso Radio attained the third largest share of the male population [11.53%]. For most of the stations the difference between male and female audience reach does not exceed the margin of error of $\pm 2.27\%$. The exceptions were Radju Malta where females exceed males by 6.39% [M:7.83%/F:14.21%]; Radju Maria [M:3.98%/F:6.81% - 2.83%]; and RTK [M:7.24%/F:9.97% - 2.73%]. On the other hand, males exceed female reach in Foreign Radio stations [M:4.34%/F:0.46% - 3.88%] and Vibe FM [M:8.18%/F:5.41% - 2.77%].

Analysed by age groups, Bay Radio reached the highest percentage of respondents in four age groups with two of such groups attaining more than 50% of the population in each group – 12-14 and 15-24 year olds. ONE Radio got the highest percentage listeners in two age groups [65-79: 27.31%; 80+: 27.07%] and the second highest for the 50-64 year olds with 20.44% of that group. In fact, the most listened station of the 50-64 year olds was Calypso Radio [20.55%] which also attained the third highest percentage of the 30-49 year olds at 8.92% of that group. Radju Malta, on the other hand, attained more than a quarter of the 65-79 and 80+ groups [25.55% and 25.24% respectively] – both being the second largest proportion of these groups; and the third highest group of the 50-64 year olds [14.62%]. Similar to Bay Radio, Vibe FM got the second most highest percentage in the lowest three age groups [12-14: 14.4%; 15-24: 18.43%; 25-29: 18.91%]; while XFM earned the third largest percentage of the 15-24 year olds [5.89%] and the 25-29 year olds [10.67%]. Magic Radio earned the second highest percentage of the 30-49 year olds [9.13%].

For this assessment period, when the number of audiences are analysed by district, some trends are noticeable: while ONE Radio attained the highest percentage of listeners in the Southern Harbour, this station attained the second highest percentages in three other areas: the Northern Harbour, the South Eastern, and in Gozo & Comino [15.88%] in which it lost 2.05% on the previous summer period where it had ranked first in that district with 17.93%. Overall, Bay Radio was the most preferred station in five of the districts and the second most preferred station in the Southern Harbour [16.5%] after ONE Radio [17.08%]. Radju Malta, on the other hand got second preferences in the Western area [14.57%] and third preference in the South Eastern, Northern, and Gozo & Comino [12.95%; 11.53%; 13.8% respectively]. Calypso Radio was the second most preferred station in the Northern [12.47%] and the third most preferred station in the Southern Harbour [10.5%] and Northern Harbour [11.92%] areas. RTK was the third most preferred station of the Western Area [11.36%].

Of note is Gozo & Comino. Audience reach was always highest for either Radju Marija and/or RTK; ONE Radio attained the highest percentage during the summer months of 2011 and the second highest during this period; while the total reach of Community Radio Stations which are all parochial, has dropped from 7.81% during the summer months to 3.84 this period. See Table 3.4 below and previous assessment.

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

[Weighted]	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Radju Malta	[3]10.88	7.83	[2]14.21	2.88	1.29	1.97	6.85	[3]14.62	[2]25.55	[2]25.24	7.70	9.34	[3]12.95	[2]14.57	[3]11.53	[3]13.08
Magic Radio	5.68	5.02	6.41	2.83	5.46	3.53	[2] 9.13	6.37	0.81	0.00	5.66	7.88	3.34	3.98	6.58	2.20
ONE Radio	[2]13.68	[2]13.86	[3]13.48	3.23	4.62	0.00	8.72	[2]20.44	27.31	27.07	17.08	[2]14.64	[2]16.00	10.90	6.42	[2]15.88
Radio 101	5.13	5.70	4.52	[3]5.97	0.48	3.82	4.89	6.28	8.04	10.20	3.00	5.16	3.51	5.30	7.22	9.86
Bay Radio	20.42	20.85	19.94	53.47	50.09	43.18	22.59	2.79	0.00	0.00	[2]16.50	21.99	18.87	21.45	19.89	26.53
Calypso Radio	10.51	[3]11.53	9.39	9.23	4.56	4.06	[3] 8.92	20.55	7.70	0.00	[3]10.50	[3]11.92	8.94	9.36	[2]12.47	5.36
RTK	8.55	7.24	9.97	0.00	1.83	0.00	8.19	12.56	[3]14.96	9.55	8.02	7.29	7.77	[3]11.36	10.57	7.65
Smash Radio	3.98	4.97	2.89	2.88	3.83	5.63	8.70	1.23	0.00	0.00	4.52	1.55	7.10	5.67	1.81	8.09
Radju Marija	5.33	3.98	6.81	5.10	0.00	1.93	2.28	9.00	9.35	[3]23.54	7.13	4.68	6.49	4.21	5.29	3.10
Campus FM	0.98	0.78	1.20	0.00	0.74	0.00	0.72	1.29	1.34	4.41	0.63	1.29	0.77	1.46	0.93	0.00
Vibe FM	6.86	8.18	5.41	[2]14.40	[2]18.43	[2]18.91	6.78	0.00	0.60	0.00	9.17	5.68	8.63	3.13	11.18	0.00
XFM	3.28	3.00	3.59	0.00	[3] 5.89	[3]10.67	5.33	0.00	0.59	0.00	2.94	5.22	2.03	4.03	1.58	0.00
Community Stations	2.24	2.73	1.71	0.00	1.00	4.15	3.51	2.65	0.71	0.00	3.81	2.75	2.12	0.75	0.00	3.84
Foreign	2.49	4.34	0.46	0.00	1.80	2.14	3.40	2.23	3.05	0.00	3.34	0.61	1.47	3.85	4.53	4.41
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Population	Total N	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
Radju Malta	19,276	7,245	12,032	213	371	213	3,592	6,627	7,270	989	2,473	5,254	3,593	3,513	2,953	1,490
Magic Radio	10,075	4,647	5,428	210	1,573	383	4,788	2,889	232	0	1,819	4,433	926	960	1,686	251
ONE Radio	24,241	12,829	11,412	239	1,330	0	4,576	9,265	7,771	1,060	5,483	8,237	4,439	2,627	1,645	1,810
Radio 101	9,094	5,271	3,822	442	139	415	2,563	2,848	2,287	400	964	2,904	975	1,278	1,850	1,124
Bay Radio	36,187	19,302	16,884	3,959	14,427	4,684	11,853	1,265	0	0	5,297	12,370	5,234	5,171	5,094	3,022
Calypso Radio	18,619	10,668	7,951	684	1,312	440	4,678	9,313	2,191	0	3,370	6,708	2,481	2,256	3,194	610
RTK	15,146	6,703	8,443	0	526	0	4,298	5,691	4,258	374	2,576	4,099	2,155	2,738	2,707	872
Smash Radio	7,047	4,600	2,448	213	1,102	610	4,566	556	0	0	1,451	873	1,971	1,367	464	921
Radju Marija	9,443	3,680	5,762	378	0	210	1,195	4,078	2,660	922	2,290	2,631	1,800	1,015	1,355	353
Campus FM	1,730	718	1,012	0	213	0	379	583	382	173	201	725	213	352	239	0
Vibe FM	12,156	7,571	4,584	1,066	5,307	2,052	3,559	0	172	0	2,945	3,196	2,395	754	2,865	0
XFM	5,818	2,776	3,041	0	1,697	1,157	2,796	0	168	0	945	2,934	563	970	406	0
Community Stations	3,976	2,530	1,446	0	287	450	1,840	1,199	201	0	1,223	1,549	587	181	0	438
Foreign	4,411	4,019	392	0	519	233	1,782	1,009	868	0	1,073	341	408	927	1,160	502
Total: Oct-Dec 2011	177,218	92,560	84,658	7,403	28,802	10,846	52,466	45,324	28,459	3,917	32,110	56,251	27,738	24,110	25,617	11,392
<i>Total: Jul-Sep 2011</i>	<i>194,032</i>	<i>98,257</i>	<i>95,776</i>	<i>7,999</i>	<i>34,116</i>	<i>12,443</i>	<i>55,520</i>	<i>50,366</i>	<i>26,134</i>	<i>7,455</i>	<i>38,277</i>	<i>57,245</i>	<i>29,705</i>	<i>27,429</i>	<i>28,732</i>	<i>12,646</i>

Totals may not tally due to weighting and rounding off

3.2 TV Reach

[For this section no account is taken of the time spent by consumers viewing their TV sets.]

Similar to radio, data for TV reach has also been monitored for the past years using the same analytical methods. The number of television viewers has increased by 4.97% over the previous period of July-September 2011 and was 1.923% lower than that registered for the same period the previous year. The largest movement registered over the previous period was that in those who stated that they did not watch TV the previous day: a decrease of 5.621% to 23.996% – see Table and Figure 3.5 below.

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

[Actual]	Did not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%
Jul-Sep 2010	26.975%	7.302%	1.090%		0.054%	64.578%
Oct-Dec 2010	21.720%	8.873%	0.653%		0.163%	68.590%
Jan-Mar 2011	17.167%	8.889%	1.222%	0.556%		72.167%
Apr-Jun 2011	20.220%	10.000%	1.044%	0.549%	0.549%	67.637%
Jul-Sep 2011	29.617%	7.268%	.820%		.601%	61.694%
Oct-Dec 2011	23.996%	7.166%	1.031%		1.140%	66.667%

Totals may not tally due to weighting and rounding off

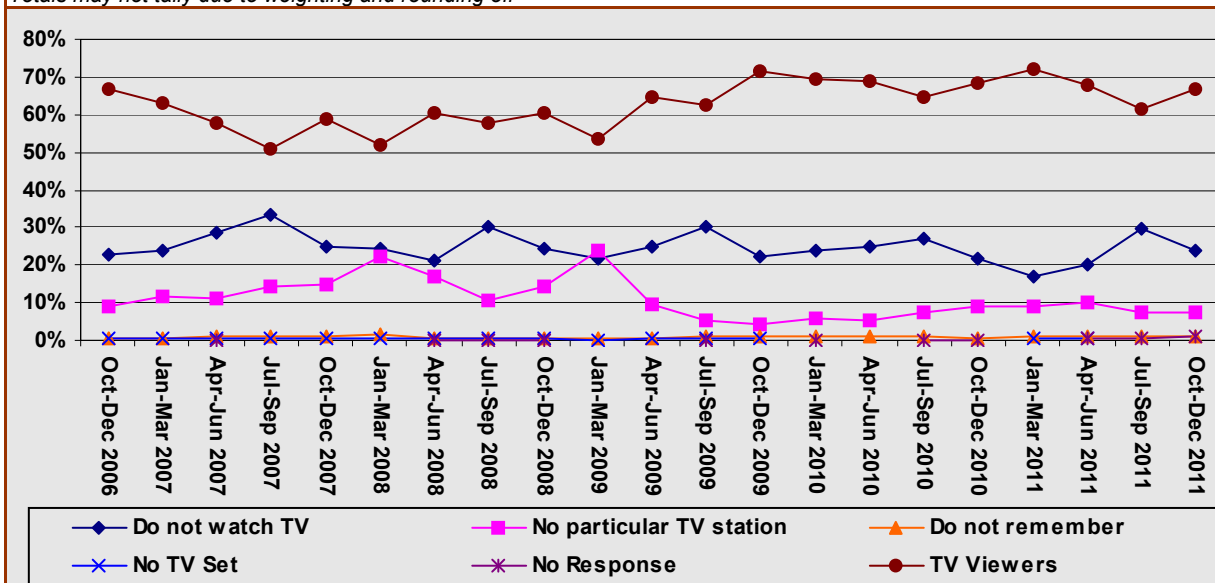


FIGURE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – OCT/DEC 2011]

The percentage of viewers of each broadcasting station for the first quarter of the 2009 to 2011 broadcasting seasons are given in Table and Figure 3.6 below. TVM has maintained its prime position throughout increasing the number of viewers over the same broadcasting period of 2010 by 6.06%. The same applies to the other two main local stations [ONE and Net TV] with ONE [16.08%] increasing its percentage number of viewers by 0.87% while Net TV [6.83%] lost 0.48% over the same period last year.

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

[Weighted]	Oct-Dec 2009 %	Oct-Dec 2010 %	Oct-Dec 2011 %	Population N
TVM	28.65	32.97	39.03	96,283
ONE	[2] 15.64	[2] 15.21	[2] 16.08	39,676
Net TV	5.66	[3] 7.31	[3] 6.83	16,837
Smash TV	0.85	0.11	0.00	0
Education 22	0.18		0.00	0
Favorite Channel	1.37	0.24	0.79	1,945
Calypso Music TV		0.06	0.00	0
iTV	0.06		0.16	405
Prime TV			0.07	181
Rai 1	3.96	4.00	4.13	10,197
Rai 2	1.21	1.13	1.67	4,130
Rai 3	0.80	0.56	0.07	172
Rete 4	3.13	3.00	1.26	3,118
Canale 5	5.53	5.03	4.76	11,734
Italia 1	[3] 7.23	5.83	5.48	13,524
Discovery Channel	5.71	3.24	4.57	11,270
MTV	1.31	0.81	0.63	1,555
BBC	1.75	1.50	1.55	3,817
Other TV Stations	16.95	19.00	12.91	31,836
	100.0%	100.0%	100.0%	246,677

Totals may not tally due to weighting and rounding off

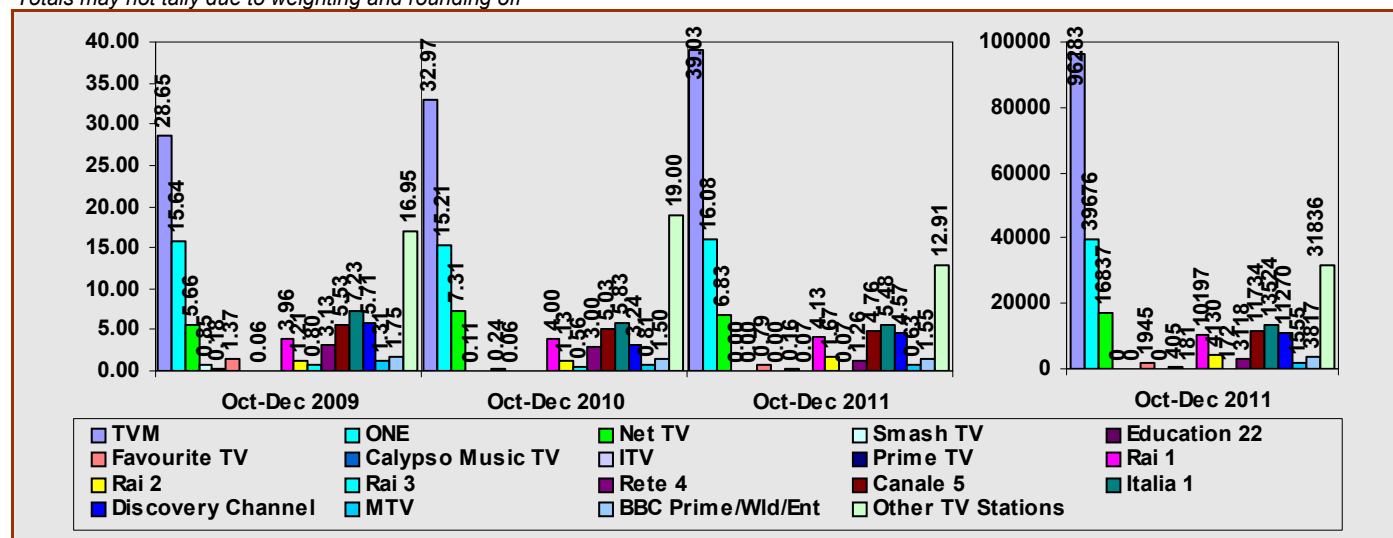


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2009, 2010, 2011]

Analyzing the reach of each TV station by quarter, it can be clearly seen that since 2007 TVM has had high seasonal fluctuations losing up to 10% of its viewers to other stations during the summer months – see Table 3.7 and Figures 3.7.a and 3.7.b below. For this broadcasting season the three main local stations have all increased their share over the previous quarter of July-September 2011; the largest increase being registered by TVM with 13.05%; ONE with 2.68%; and Net TV with 1.0%.

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

	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
TVM	1 26.76	1 26.90	1 33.00	1 23.85	1 34.72	1 38.18	1 34.87	1 21.26	1 28.65	1 26.84	1 34.28	1 22.12	1 32.97	1 36.06	1 35.82	1 25.98	1 39.03
ONE	2 20.66	2 21.01	2 15.12	2 20.63	2 19.98	2 13.81	2 11.20	2 14.09	2 15.64	2 16.58	2 13.59	2 14.00	2 15.21	2 13.39	2 13.86	2 13.40	2 16.08
Net TV	3 12.11	3 13.40	3 8.48	3 8.31	3 5.97	3 5.54	3 4.62	3 6.30	3 5.66	3 4.35	3 4.85	3 6.94	3 7.31	3 6.80	3 5.25	3 5.83	3 6.83
Smash TV	4 0.66	4 0.54	5 0.55	5 0.68	5 0.18	6 0.42	4 1.03	4 4.64	5 0.85	5 0.36	4 0.52	5 0.58	5 0.11	4 0.25	7 0.22	5 0.76	7 0.00
Education 22	5 0.09	5 0.11	6 0.18	7 0.00	7 0.00	8 0.00	7 0.09	8 0.00	6 0.18	8 0.00	6 0.15	7 0.16	7 0.00	7 0.00	4 0.29	6 0.18	8 0.00
ITV			7 0.09	6 0.10	6 0.00	7 0.00	8 0.00	6 0.09	7 0.06	7 0.13	8 0.00	8 0.00	8 0.00	8 0.00	8 0.00	8 0.09	5 0.16
Family TV			4 1.94	4 1.56	4 0.18	5 0.73	6 0.26	7									
Favourite TV						4 1.26	5 0.77	5 1.57	4 1.37	4 0.55	5 0.48	4 0.73	4 0.24	5 0.22	5 0.26	4 0.85	4 0.79
Calypso Music TV										6 0.16	7 0.08	6 0.23	6 0.06	6 0.00	6 0.23	7 0.10	9 0.00
Prime TV																	6 0.07
Local Stations	60.28	61.95	59.35	55.13	61.03	59.94	52.82	47.94	52.41	48.97	53.96	44.75	55.90	56.72	55.93	47.19	62.97
Rai 1	4 4.23	4 3.11	1 11.61	4 3.81	3 4.52	4 3.87	3 6.50	5 4.46	5 3.96	4 5.71	2 7.24	4 5.48	4 4.00	4 4.24	5 3.67	5 4.03	5 4.13
Rai 2	8 1.41	8 1.29	8 1.11	5 3.03	7 1.81	7 2.09	8 1.54	8 1.49	9 1.21	8 1.58	9 0.61	8 1.76	8 1.13	8 1.71	9 1.11	9 1.63	6 1.67
Rai 3	9 0.38	10 0.43	10 0.74	10 0.39	10 0.54	9 0.84	10 0.60	10 0.61	10 0.80	10 0.61	10 0.47	10 0.38	10 0.56	10 0.44	10 0.36	10 0.09	10 0.07
Rete 4	5 2.54	5 2.68	5 2.86	7 2.74	6 1.90	5 3.77	5 3.50	6 2.80	6 3.13	6 3.96	6 3.17	7 2.43	6 3.00	6 2.14	6 2.73	6 3.36	8 1.26
Canale 5	3 6.01	3 6.54	4 4.52	3 4.99	2 6.33	2 6.80	4 5.64	3 6.82	4 5.53	2 7.96	5 4.57	3 5.90	3 5.03	3 5.23	4 4.78	4 5.38	3 4.76
Italia 1	2 7.32	2 7.18	3 5.07	2 5.77	4 3.98	3 5.65	2 6.67	2 8.14	2 7.23	3 7.02	3 6.67	2 7.75	2 5.83	2 6.28	2 5.58	2 6.62	2 5.48
Discovery Channel	6 1.78	6 2.14	6 2.21	6 2.93	5 3.44	6 2.20	6 3.50	4 4.64	3 5.71	5 4.28	4 4.67	5 4.91	5 3.24	5 3.42	3 5.18	3 5.80	4 4.57
MTV	10 0.38	9 0.64	9 1.11	9 2.64	9 0.81	10 0.63	7 2.14	9 1.31	8 1.31	9 0.91	8 0.77	9 0.85	9 0.81	9 0.86	8 1.26	8 1.73	9 0.63
BBC Prime/Worl/Ent	7 1.69	7 1.93	7 1.11	8 2.64	8 1.81	8 1.46	9 1.37	7 1.84	7 1.75	7 1.69	7 1.61	6 2.57	7 1.50	7 2.11	7 2.48	7 3.07	7 1.55
Other TV Stations	1 13.99	1 12.11	2 10.32	1 15.93	1 13.83	1 12.76	1 15.73	1 19.95	1 16.95	1 17.33	1 16.26	1 23.20	1 19.00	1 16.86	1 16.91	1 21.10	1 12.91
Foreign Stations	39.72	38.05	40.65	44.87	38.97	40.06	47.18	52.06	47.59	51.06	46.04	55.25	44.10	43.28	44.07	52.81	37.03
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off

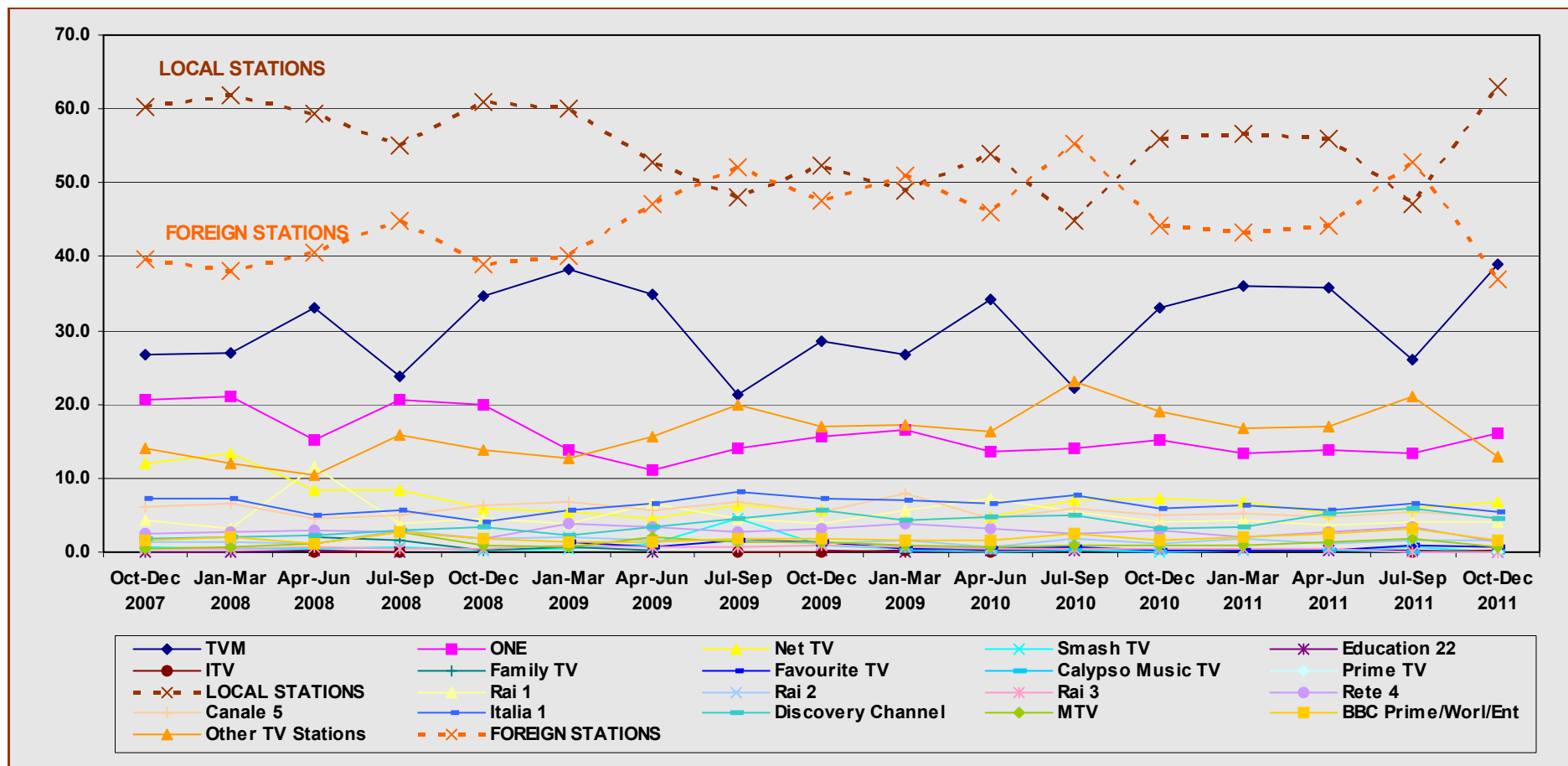
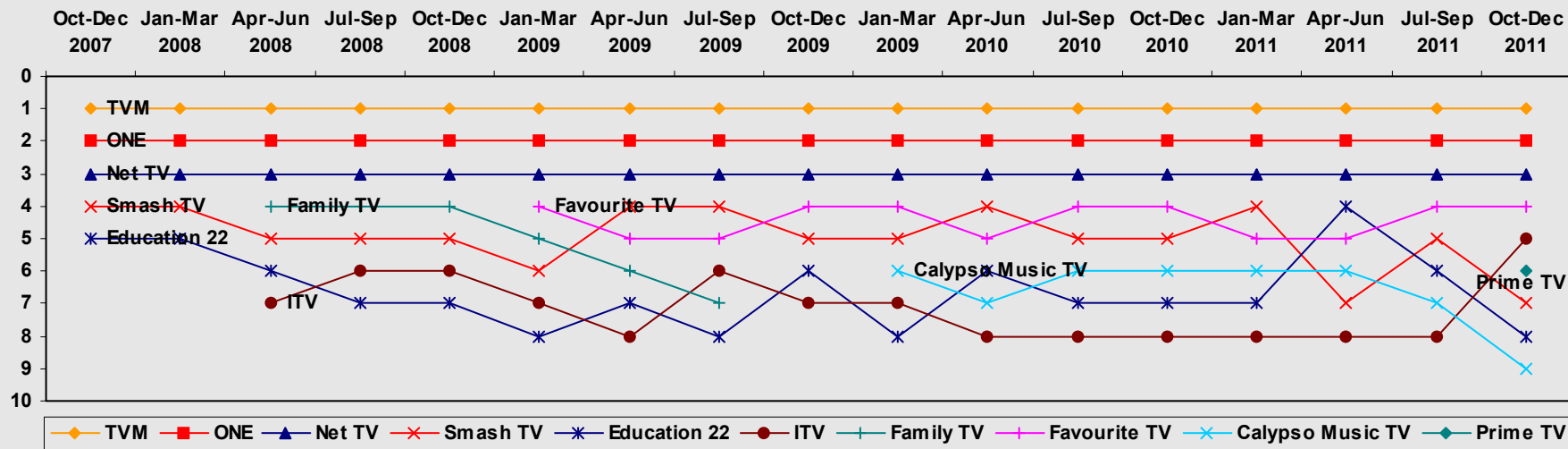


FIGURE 3.7.A: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – OCT/DEC 2011]

Local Stations



Foreign Stations

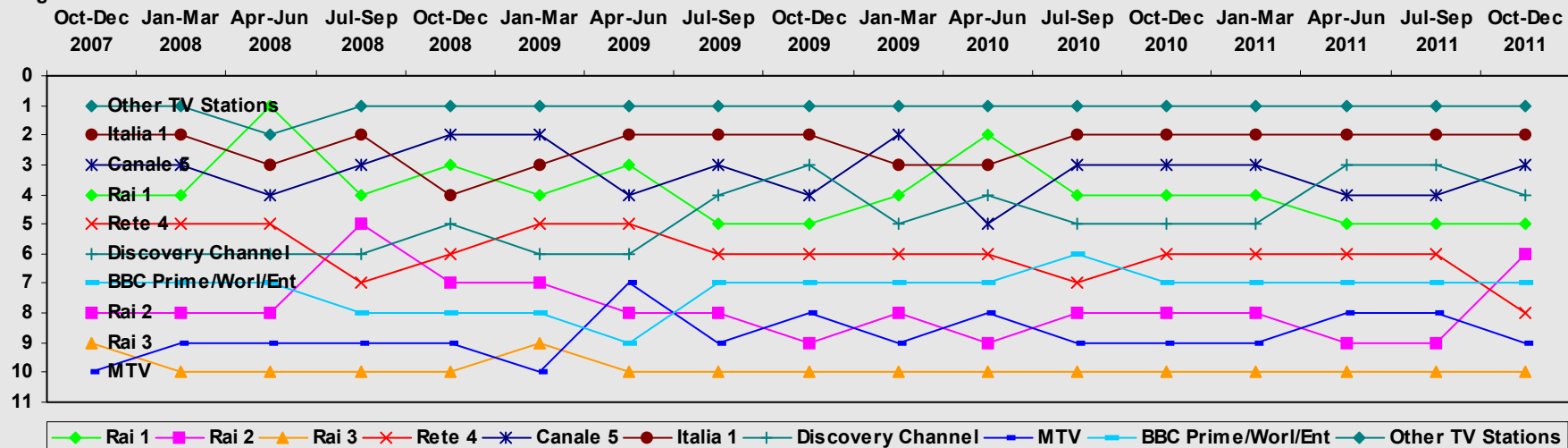


FIGURE 3.7.B: TV REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 – OCT/DEC 2011]

Of the foreign broadcasting stations received locally, Italia 1, Rete 4 and the Discovery Channel/s carried away most of the audiences. Other TV Stations have also ranked high and for this quarter their total of 12.91% ranked third after ONE. Of note are the totals for all local stations against the total of all foreign broadcasting stations received locally – see Figure 3.7 above. When charted this clearly shows the shifts from local television stations to foreign stations with a clear-cut period of reversal of percentages – the scrutiny of which requires further data-analysis.

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

Analyzed by demographics TVM was the most preferred station by gender, by age group and by district with the lowest percentage of 30.99% of all 65-79 year olds and the highest percentage number of viewers of 46.44% in the Western District. One ranked second in nearly all the demographics [except for 25-29 year olds] with the lowest percentage of 9.43% in the Western District and the highest percentage of 24.24% for the 65-79 year olds.

Females prefer more local broadcasting stations than foreign stations and the reverse holds true for males – they prefer more foreign stations. However Canale 5 [at 7.36%] attracted the third largest percentage of females while Italia 1 [7.77%] attracted the third highest percentage for males. Male audiences registered the highest differences over females for Italia 1 with a difference of 4.43% and for Discovery Channel with a difference of 5.82%. On the other hand, female audiences registered the highest differences over male audiences for Canale 5 with a difference of 5.37%; ONE with a difference of 2.92%; and TVM with a difference of 2.67% over males.

Analysed by age-groups, TVM and ONE attained first and second preference in all the age groups with the exception of the 25-29 year olds whose second preference went for Italia 1. The third preference of all those under 65 years old [lowest five age groups] was that of a foreign station with Canale 5 attaining the third most preferred station for three age groups from 25 to 64 years old, Italia 1 for the 15-24 years old and Discovery Channel for the 12-14 years old.

Analysed by district, TVM and ONE were the first and second most preferred station in all the districts while Net TV was the third most preferred station in four districts except for the Western District where it ranked fourth and the Northern district where it ranked fifth. The Discovery Channel ranked third in the Western District while Italia 1 ranked third in the Northern District – both foreign stations received locally.

See Table 3.8 below.

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

[Weighted]	Total %	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	39.03	[1] 37.65	[1] 40.33	[1] 37.68	[1] 39.11	[1] 32.65	[1] 44.83	[1] 37.92	[1] 30.99	[1] 42.06	[1] 31.16	[1] 36.56	[1] 42.03	[1] 46.44	[1] 42.52	[1] 42.22
ONE	16.08	[2] 14.58	[2] 17.50	[2] 13.55	[2] 10.41	8.56	[2] 11.58	[2] 21.82	[2] 24.24	[2] 21.57	[2] 22.95	[2] 14.96	[2] 22.58	[2] 9.34	[2] 11.75	[2] 12.47
Net TV	6.83	6.75	6.90	9.37	6.77	2.49	4.36	5.40	[3] 14.59	[3] 11.80	[3] 9.14	[3] 5.96	[3] 5.80	[4] 5.47	[5] 5.34	[3] 12.19
Smash TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Education 22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Favorite Channel	0.79	0.36	1.19	0.00	0.00	1.40	0.95	1.38	0.42	0.00	0.31	0.26	1.32	0.00	2.92	0.00
Calypso Music TV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
iTV	0.16	0.34	0.00	0.00	0.00	0.00	0.31	0.27	0.00	0.00	0.00	0.23	0.00	0.00	0.59	0.00
Prime TV	0.07	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.53	0.00	0.00
Total Local	62.97	59.68	66.05	60.60	56.30	45.10	62.02	66.79	70.77	75.43	63.55	57.97	71.72	61.77	63.12	66.88
Rai 1	4.13	3.70	4.54	0.00	1.57	1.45	3.04	4.45	10.58	9.24	2.29	5.47	2.20	5.17	[4] 5.62	1.98
Rai 2	1.67	2.85	0.57	1.34	0.59	0.00	3.46	0.87	1.63	0.00	1.63	2.02	1.63	1.21	1.18	2.45
Rai 3	0.07	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.50	0.00	0.00
Rete 4	1.26	1.00	1.51	0.00	1.41	0.00	0.87	1.51	2.42	2.32	3.03	1.16	2.43	0.00	0.00	0.00
Canale 5	4.76	1.98	[3] 7.36	0.00	2.54	[3] 12.05	[3] 6.02	[3] 5.87	1.92	1.93	7.06	4.14	4.94	4.27	4.16	3.15
Italia 1	5.48	[3] 7.77	3.34	5.00	[3] 14.94	[2] 18.19	5.37	0.93	0.00	2.24	6.74	5.21	4.06	5.31	[3] 5.72	5.87
Discovery Channel	4.57	7.57	1.75	[3] 7.66	7.44	8.16	5.03	3.05	1.01	1.93	2.74	3.96	4.42	[3] 6.02	5.31	7.77
MTV	0.63	0.59	0.67	0.87	3.50	0.00	0.00	0.27	0.00	0.00	0.61	1.54	0.00	0.41	0.00	0.00
BBC	1.55	1.10	1.97	0.00	0.51	0.00	1.60	1.81	3.25	2.26	2.38	1.64	0.50	1.63	1.47	1.04
Other TV Stations	12.91	13.62	12.24	24.53	11.21	15.04	12.58	14.45	7.90	4.65	9.97	16.89	8.12	13.70	13.43	10.86
Total Foreign	37.03	40.32	33.95	68.30	66.39	48.97	56.70	48.17	37.49	34.70	36.45	42.03	28.28	38.23	36.88	33.12
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	96,283	44,930	51,353	5,998	13,904	4,727	33,539	24,468	10,522	3,125	14,621	26,881	14,643	15,823	16,773	7,542
ONE	39,676	17,394	22,282	2,157	3,702	1,240	8,662	14,081	8,231	1,603	10,770	10,996	7,865	3,182	4,635	2,228
Net TV	16,837	8,050	8,787	1,492	2,408	360	3,259	3,486	4,955	877	4,289	4,382	2,020	1,863	2,105	2,177
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Favorite Channel	1,945	436	1,509	0	0	203	709	890	143	0	143	190	460	0	1,152	0
Calypso Music TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
iTV	405	405	0	0	0	0	233	173	0	0	0	173	0	0	233	0
Prime TV	181	0	181	0	0	0	0	0	181	0	0	0	0	181	0	0
Rai 1	10,197	4,411	5,786	0	558	210	2,278	2,872	3,593	686	1,077	4,024	766	1,761	2,216	353
Rai 2	4,130	3,403	727	213	210	0	2,592	560	554	0	763	1,486	566	412	465	438
Rai 3	172	172	0	0	0	0	0	0	172	0	0	0	0	172	0	0
Rete 4	3,118	1,194	1,923	0	500	0	648	974	823	173	1,422	849	846	0	0	0
Canale 5	11,734	2,367	9,367	0	902	1,745	4,504	3,788	652	143	3,311	3,045	1,720	1,456	1,639	562
Italia 1	13,524	9,270	4,254	796	5,313	2,634	4,016	599	0	166	3,164	3,830	1,413	1,810	2,258	1,049
Discovery Channel/s	11,270	9,038	2,232	1,219	2,645	1,182	3,767	1,969	344	143	1,285	2,911	1,540	2,053	2,093	1,388
MTV	1,555	700	855	139	1,244	0	0	173	0	0	287	1,130	0	139	0	0
BBC	3,817	1,308	2,509	0	180	0	1,197	1,168	1,103	168	1,116	1,207	173	556	578	186
Other TV station	31,836	16,255	15,581	3,904	3,984	2,178	9,416	9,326	2,683	345	4,680	12,420	2,827	4,669	5,299	1,940
Total	246,677	119,331	127,346	15,917	35,549	14,479	74,818	64,525	33,958	7,432	46,930	73,523	34,838	34,076	39,447	17,864

4. MEDIA RECEPTION PLATFORM

4.1 Radio Reception Platforms

All survey participants were asked to indicate what type of reception platform they have at home [irrespective of whether they are avid media consumers or not] choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” **while allowing for multiple replies**. Out of the 1842 respondents 2206 replies were received which were weighted as per the instructions received from the N.S.O. Of all those interviewed 20.98% have more than one system of radio reception available – an increase of 3.8% over that of the same period last year – see Table 4.1 below.

Of all the replies, 7.66% of participants responded that they do not have a radio-set at home – a percentage increase of 0.97% over that of the same period last year; however the effective number of people who do not have a radio set at home has slightly decreased. Similarly, although there was a percentage decrease of 5.05% of those who have an AM/FM system, the effective number has increased by 5,192.

However, there was a percentage increase and an increase in the effective number of users of both Digital Radio and Other Systems used for radio listening. The percentage increase has more than doubled from 5.55% to 11.58% over a span of one year; while there was a percentage increase of 1.84% of those who use other systems of reception, such as Internet radio.

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

	Oct-Dec 2010		Oct-Dec 2011	
	%	N	%	N
AM/FM	90.03	323,209	84.98	328,401
Digital	5.55	19,934	11.58	24,158
Other	14.91	53,522	16.75	63,744
No Radio set	6.69	24,001	7.66	23,318
	117.18	420,666	120.98	439,621

Totals may not tally due to weighting and rounding off

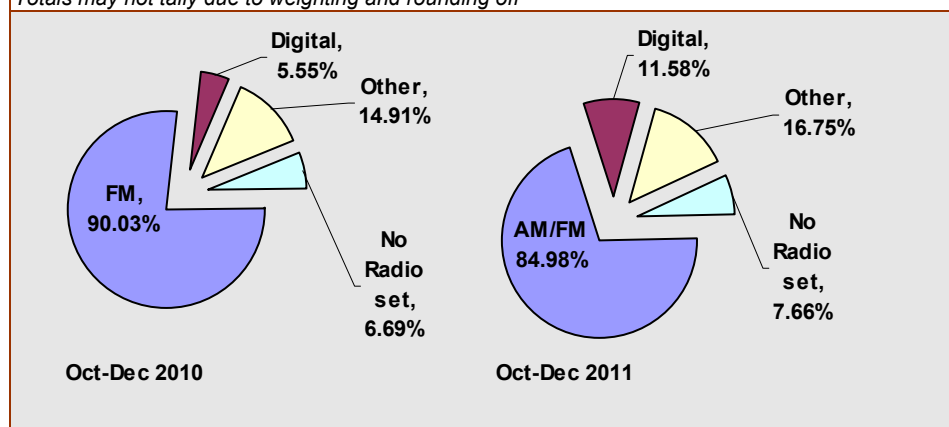


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010/2011]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

Analysed by demographics the largest difference between genders was registered for Digital Radio systems which is more preferred by males [56.31%] than females [43.69%] while gender differences in the uptake of AM/FM and Other Systems nearly equates population gender percentages. On the other hand, there is very minimal percentage gender difference of respondents who do not have a radio at home.

Analysed by age groups, AM/FM radio systems are predominant with 80+ [91.7%] and 54-79 [90.27%] year olds; while Digital Radio is predominant with 12-14 [17.97%] year olds followed by 15-24 [14.25%]. Similarly for Other Radio systems which are mostly prevalent with the three youngest age groups 12-14 [41.05%; 15-24 [38.79%; and 25-29 [23.74%] while only 2.35% of 65-79 year old and 1.45% of 80+ year olds use other systems of radio reception. On the other hand the highest percentage for no radio available was registered for the 25-29 year olds at 14.20%.

Gozo & Comino [89.91%] registered the highest percentage usage of AM/FM radio systems while the Northern district [15.30%] registered the highest percentage for Digital Radio. On the other hand the Western area [18.97%] registered the highest for other radio systems while the Northern area [10.89%] registered the highest percentage for no radio systems.

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

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	315,107	158,108	156,999	16,055	51,439	18,955	89,072	80,483	47,658	11,445	64,708	92,315	47,068	43,690	42,061	25,264
Col%	84.98%	86.13%	83.85%	82.14%	87.31%	78.27%	80.36%	87.46%	90.27%	91.70%	88.10%	84.65%	85.64%	84.12%	78.90%	89.91%
Row%	100.0%	50.18%	49.82%	5.10%	16.32%	6.02%	28.27%	25.54%	15.12%	3.63%	20.54%	29.30%	14.94%	13.87%	13.35%	8.02%
Availability of Digital Radio system at home																
Count	42,942	24,179	18,763	3,512	8,393	2,533	16,157	8,530	3,413	404	8,456	12,880	5,463	6,177	8,153	1,812
Col%	11.58%	13.17%	10.02%	17.97%	14.25%	10.46%	14.58%	9.27%	6.46%	3.24%	11.51%	11.81%	9.94%	11.89%	15.30%	6.45%
Row%	100.0%	56.31%	43.69%	8.18%	19.55%	5.90%	37.63%	19.86%	7.95%	0.94%	19.69%	29.99%	12.72%	14.38%	18.99%	4.22%
Availability of Other Radio system/s at home																
Count	62,127	31,094	31,033	8,024	22,855	5,748	18,347	5,732	1,240	181	12,809	20,496	8,334	9,854	8,256	2,379
Col%	16.75%	16.94%	16.57%	41.05%	38.79%	23.74%	16.55%	6.23%	2.35%	1.45%	17.44%	18.79%	15.16%	18.97%	15.49%	8.47%
Row%	100.0%	50.05%	49.95%	12.92%	36.79%	9.25%	29.53%	9.23%	2.00%	0.29%	20.62%	32.99%	13.41%	15.86%	13.29%	3.83%
No Radio available at home																
Count	28,420	11,327	17,093	1,021	2,709	3,439	11,438	6,524	2,425	864	4,265	8,916	3,936	4,039	5,804	1,461
Col%	7.66%	6.17%	9.13%	5.22%	4.60%	14.20%	10.32%	7.09%	4.59%	6.92%	5.81%	8.18%	7.16%	7.78%	10.89%	5.20%
Row%	100.0%	16.75%	16.94%	16.57%	41.05%	38.79%	23.74%	16.55%	6.23%	2.35%	1.45%	17.44%	18.79%	15.16%	18.97%	15.49%
Total Population																
Count	370,812	183,574	187,238	19,545	58,917	24,216	110,834	92,026	52,793	12,482	73,448	109,055	54,962	51,941	53,306	28,100
Col%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.51%	50.49%	5.27%	15.89%	6.53%	29.89%	24.82%	14.24%	3.37%	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– see Table 4.3 below.

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

Oct-Dec 2010	AM/FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	90.03%	1654	323,209	5.55%	102	19,934	14.91%	274	53,522
Only	74.63%	1371	267,902	1.64%	30	5,871	1.28%	24	4,599
AM/FM Radio & ...				2.62%	48	9,403	11.86%	218	42,561
Digital Radio & ...	2.62%	48	9,403				0.58%	11	2,088
Other Radio & ...	11.86%	218	42,561	0.58%	11	2,088			
	89.10%	1637	319,866	4.84%	89	17,363	13.72%	252	49,248
More than 2 systems including ...	0.93%	17	3,343	0.72%	13	2,571	1.19%	22	4,273
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997
Jan-Mar 2010	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	89.60%	1613	328,401	6.59%	119	24,158	17.39%	313	63,744
Only	72.09%	1298	264,216	1.97%	35	7,222	1.20%	22	4,381
AM/FM Radio & ...				2.50%	45	9,161	13.54%	244	49,624
Digital Radio & ...	2.50%	45	9,161				0.73%	13	2,662
Other Radio & ...	13.54%	244	49,624	0.73%	13	2,662			
	88.13%	1586	323,001	5.20%	94	19,045	15.46%	278	56,668
More than 2 systems including ...	1.47%	27	5,400	1.40%	25	5,113	1.93%	35	7,076
Total	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503
Apr-Jun 2010	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	86.96%	1583	321,491	7.94%	145	29,361	18.41%	335	68,067
Only	69.01%	1256	255,124	3.08%	56	11,369	1.32%	24	4,877
AM/FM Radio & ...				2.21%	40	8,163	13.56%	247	50,141
Digital Radio & ...	2.21%	40	8,163				0.80%	14	2,943
Other Radio & ...	13.56%	247	50,141	0.80%	14	2,943			
	84.78%	1543	313,428	6.08%	111	22,476	15.68%	285	57,962
More than 2 systems including ...	2.18%	40	8,064	1.86%	34	6,886	2.73%	50	10,106
Total	100%	1820	369,716	100%	1820	369,716	100%	1820	369,716
Jul-Sep 2010	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	86.68%	1586	320,905	10.38%	190	38,421	18.10%	331	67,005
Only	68.37%	1251	253,122	3.69%	68	13,672	0.89%	16	3,299
AM/FM Radio & ...				3.23%	59	11,943	12.96%	237	47,976
Digital Radio & ...	3.23%	59	11,943				1.39%	25	5,158
Other Radio & ...	12.96%	237	47,976	1.39%	25	5,158			
	84.56%	1547	313,041	8.31%	152	30,773	15.24%	279	56,434
More than 2 systems including ...	2.12%	39	7,864	2.07%	38	7,648	2.86%	52	10,572
Total	100%	1830	370,215	100%	1830	370,215	100%	1830	370,215
Oct-Dec 2011	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	84.98%	1565	315,107	11.58%	213	42,942	16.75%	309	62,127
Only	67.03%	1235	248,571	6.56%	121	24,326	0.68%	12	2,507
AM/FM Radio & ...				2.30%	42	8,527	13.00%	239	48,193
Digital Radio & ...	2.30%	42	8,527				0.25%	5	913
Other Radio & ...	13.00%	239	48,193	0.25%	5	913			
	82.33%	1517	305,291	9.11%	168	33,766	13.92%	256	51,612
More than 2 systems including ...	2.65%	49	9,816	2.47%	46	9,177	2.84%	52	10,515
Total	100%	1842	370,812	100%	1842	370,812	100%	1830	370,812

Totals may not tally due to weighting and rounding off

4.2 TV Reception Platforms

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

Of note is that while only 20.98% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 52.30%. The amount of free-to-air viewers has decreased by 24.08% to 79,478 viewers over the same period last year. On the other hand both Melita and GO have increase the number of viewers even though percentage-wise Melita has retained the same percentage levels while GO has increased its percentage viewers by 5.66%.

The amount of satellite systems have decreased from 29.4% to 17.69% of all replies over the same period last year; Internet reception has increased by 40.9% over the same period to 16.43% of all replies; while those who stated that they do not have a TV-set at home has decreased by 22.59% over the same period to 0.72% of all replies. "Other TV system" includes all those who could not identify what reception system they employ.

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

	Oct-Dec 2010		Oct-Dec 2011	
	%	N [358,997]	%	N [370,812]
Aerial (Free-to-air)	29.16	104,691	21.43	79,478
Melita	52.66	189,032	52.48	194,593
GO	37.65	135,166	43.31	160,598
Satellite system	25.89	92,947	17.69	65,614
Internet (incl. Dreambox decoder)	12.04	43,217	16.43	60,907
Other TV system	0.00	0	0.23	868
No TV at home	0.96	3,453	0.72	2,673
Total	158.36	568,506	152.30	564,731

Totals may not tally due to weighting and rounding off

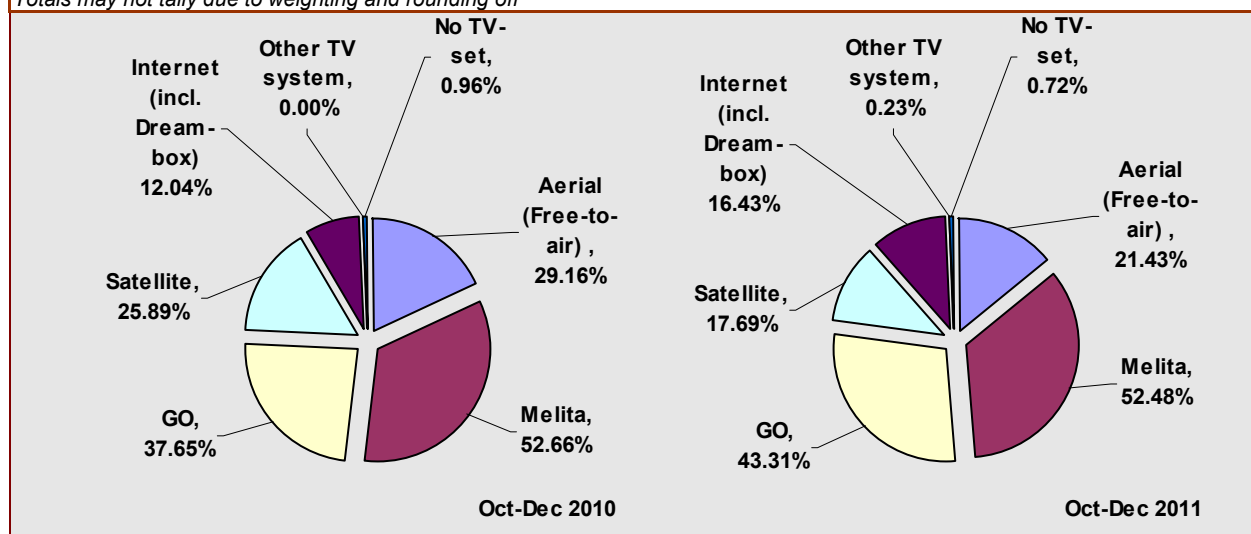


FIGURE 4.4: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010/2011]

4.2.1 TV Reception Platform by Gender, Age Groups and District

Analysed by demographics, there was very little gender difference in the types of television reception systems used as the difference in each category is minimal and does not exceed the margin of error with the exception of Melita where females exceed males by 3.74%

The highest amount of free-to-air viewers were registered in the 12-14 year olds [25.46%] whose reception system would ultimately had been determined by their guardians. Melita registered the highest users of those in the 65-79 [57.64%] and 80+ year olds [60.62%]; while GO registered the highest users of those in the 25-29 [49.99%] and 30-49 year olds [47.40%]. Satellite systems are also used highest by 12-14 year olds [24.95%] while Internet TV viewing was highest amongst the lowest three age groups of 12-14, 15-24, and 25-59 year olds [26.98%; 24.35%; 23.9%]. The 12-14 [1.09%] and 25-29 year olds [1.92%] also registered the highest percentages for "Other TV systems" available. On the other hand, the highest amounts of those who stated that they do not have a TV system at home were registered in the 65-79 [1.42%] and 80+ [3.2%] age groups.

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

	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Aerial (Free-to-air)																
Count	79,478	41,314	38,164	4,975	14,410	4,406	20,493	20,253	12,662	2,278	17,366	18,215	14,626	11,362	11,849	6,059
Col %	21.43%	22.51%	20.38%	25.46%	24.46%	18.20%	18.49%	22.01%	23.98%	18.25%	23.64%	16.70%	26.61%	21.88%	22.23%	21.56%
Row%	100.0%	51.98%	48.02%	6.26%	18.13%	5.54%	25.78%	25.48%	15.93%	2.87%	21.85%	22.92%	18.40%	14.30%	14.91%	7.62%
Melita																
Count	194,593	92,871	101,723	10,397	31,767	11,073	53,317	50,043	30,430	7,566	39,822	67,676	26,471	22,967	26,404	11,254
Col %	52.48%	50.59%	54.33%	53.20%	53.92%	45.73%	48.11%	54.38%	57.64%	60.62%	54.22%	62.06%	48.16%	44.22%	49.53%	40.05%
Row%	100.0%	47.73%	52.27%	5.34%	16.32%	5.69%	27.40%	25.72%	15.64%	3.89%	20.46%	34.78%	13.60%	11.80%	13.57%	5.78%
GO																
Count	160,598	80,387	80,211	7,943	25,720	12,106	52,537	37,968	19,495	4,830	27,701	42,007	24,149	26,684	26,136	13,921
Col %	43.31%	43.79%	42.84%	40.64%	43.65%	49.99%	47.40%	41.26%	36.93%	38.70%	37.72%	38.52%	43.94%	51.37%	49.03%	49.54%
Row%	100.0%	50.05%	49.95%	4.95%	16.01%	7.54%	32.71%	23.64%	12.14%	3.01%	17.25%	26.16%	15.04%	16.62%	16.27%	8.67%
Satellite TV system																
Count	65,614	34,418	31,195	4,877	8,948	5,048	22,728	17,003	6,484	525	10,757	22,304	9,919	9,057	9,259	4,319
Col %	17.69%	18.75%	16.66%	24.95%	15.19%	20.85%	20.51%	18.48%	12.28%	4.21%	14.65%	20.45%	18.05%	17.44%	17.37%	15.37%
Row%	100.0%	52.46%	47.54%	7.43%	13.64%	7.69%	34.64%	25.91%	9.88%	0.80%	16.39%	33.99%	15.12%	13.80%	14.11%	6.58%
Internet TV system (incl. Dreambox)																
Count	60,907	32,676	28,231	5,274	14,349	5,787	19,629	11,823	3,463	583	11,094	19,330	8,426	9,889	8,014	4,154
Col %	16.43%	17.80%	15.08%	26.98%	24.35%	23.90%	17.71%	12.85%	6.56%	4.67%	15.10%	17.73%	15.33%	19.04%	15.03%	14.78%
Row%	100.0%	53.65%	46.35%	8.66%	23.56%	9.50%	32.23%	19.41%	5.69%	0.96%	18.21%	31.74%	13.83%	16.24%	13.16%	6.82%
Other TV system																
Count	868	465	403	213	0	465	190	0	0	0	0	190	213	465	0	0
Col %	0.23%	0.25%	0.22%	1.09%	0.00%	1.92%	0.17%	0.00%	0.00%	0.00%	0.00%	0.17%	0.39%	0.90%	0.00%	0.00%
Row%	100.0%	53.59%	46.41%	24.58%	0.00%	53.59%	21.83%	0.00%	0.00%	0.00%	0.00%	21.83%	24.58%	53.59%	0.00%	0.00%
No TV at home																
Count	2,673	1,252	1,421	0	287	0	807	546	747	287	774	509	594	385	412	0
Col %	0.72%	0.68%	0.76%	0.00%	0.49%	0.00%	0.73%	0.59%	1.42%	2.30%	1.05%	0.47%	1.08%	0.74%	0.77%	0.00%
Row%	100.0%	46.85%	53.15%	0.00%	10.73%	0.00%	30.18%	20.41%	27.96%	10.72%	28.97%	19.02%	22.21%	14.38%	15.42%	0.00%
Total Population																
Count	370,812	183,574	187,238	19,545	58,917	24,216	110,834	92,026	52,793	12,482	73,448	109,055	54,962	51,941	53,306	28,100
Col%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Row%	100.0%	49.51%	50.49%	5.27%	15.89%	6.53%	29.89%	24.82%	14.24%	3.37%	19.81%	29.41%	14.82%	14.01%	14.38%	7.58%

Totals may not tally due to weighting and rounding off

Analysed by district, those who stated that they do not have a TV system at home were highest in the South Eastern area [1.08%] and the Southern Harbour area [1.05%]; Other TV systems [0.9%] registered highest in the Western area where the use of Internet TV system also registered the highest percentage [10.04%]. Satellite TV systems [20.45%] and Melita [62.06%] registered both highest in the Northern Harbour area while GO [51.37%] registered highest in the Western area.

4.2.2 TV Reception analysis by Platform

Similar to radio, all the replies given by respondents for each television platform were analysed for the multiple use of platforms at the same household. Although 21.43% of all respondents stated that they hold a roof-top aerial only 3.94% of respondents said that they **only** made use of the roof-top aerial – see Table 4.6 below. This figure of 3.94% was 1.49% less than that registered for the the same period last year; and as per the weighting provided by the NSO, this figure amounts to a percentage reduction of 25.19% to 14,595 persons.

Melita and GO attracted 52.48% and 43.31% respectively of all households. Of these 31.14% [or 59.33% of all Melita users] and 22.91% [or 52.89% of all GO users] respectively rely exclusively on their service provider for their media consumption. On the other hand, 1.82% of each service's consumers have both platforms installed.

Similarly, singular usage of Satellite, Internet (including Dreambox) and Other TV systems is approximately 1.0% or less; while the combination of such systems with either Melita and/or GO the highest registered figure was only of 4.65% of Internet with Melita.

The amount of respondents who, by elimination, would have more than two systems installed/available registered highest with who who stated that they make use of a satellite system [7.76%] followed by those who make use of the Internet [7.36%]. On the other hand, those who have more than two such systems installed do not exceed the 6.5% mark for free-to-air aerial [6.48%], Melita [6.21%] and GO [6.33%].

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

Oct-Dec 2011	Aerial (Free-to-air)			Melita			GO			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	21.43%	395	79,478	52.48%	967	194,593	43.31%	798	160,598	17.69%	326	65,614	16.43%	303	60,907	0.23%	4	868
Only	3.94%	72	14,595	31.14%	574	115,458	22.91%	422	84,943	1.07%	20	3,972	0.37%	7	1,379	0.06%	1	233
Aerial (Analogue) & ...				4.65%	86	17,232	4.95%	91	18,368	1.18%	22	4,388	0.19%	3	694	0.05%	1	190
Melita & ...	4.65%	86	17,232				1.82%	34	6,756	3.90%	72	14,461	4.65%	86	17,232	0.12%	2	446
Go & ...	4.95%	91	18,368	1.82%	34	6,756				3.61%	73	13,380	3.69%	68	13,676	0.00%	0	0
Satellite & ...	1.18%	22	4,388	3.90%	72	14,461	3.61%	66	13,380				0.17%	3	628	0.00%	0	0
Internet & ...	0.19%	3	694	4.65%	86	17,232	3.69%	68	13,676	0.17%	3	628				0.00%	0	0
Other TV system & ...	0.05%	1	190	0.12%	2	446	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	14.96%	276	55,465	46.27%	852	171,584	36.98%	681	137,123	9.93%	189	36,828	9.06%	167	33,608	0.23%	4	868
More than 2 systems incl ...	6.48%	119	24,013	6.21%	114	23,009	6.33%	117	23,475	7.76%	136	28,786	7.36%	136	27,298	0.00%	0	0
Total	100%	1842	370,812	100%	1842	370,812	100%	1842	370,812	100%	1842	370,812	100%	1842	370,812	100%	1842	370,812
Oct-Dec 2010	Aerial (Free-to-air)			Melita			GO			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	29.16%	536	104,691	52.66%	967	189,032	37.65%	692	135,166	25.89%	476	92,947	12.04%	221	43,217	0%	0	0
Only	5.43%	100	19,509	28.90%	531	103,742	16.78%	308	60,254	1.42%	26	5,090	0.12%	2	436	0%	0	0
Aerial (Analogue) & ...				7.03%	129	25,222	6.04%	111	21,696	2.97%	55	10,654	0.43%	8	1,531	0%	0	0
Melita & ...	7.03%	129	25,222				1.58%	29	5,678	6.89%	127	24,733	2.74%	50	9,821	0%	0	0
Go & ...	6.04%	111	21,696	1.58%	29	5,678				4.94%	91	17,741	2.33%	43	8,359	0%	0	0
Satellite & ...	2.97%	55	10,654	6.89%	127	24,733	4.94%	91	17,741				0.50%	9	1,789	0%	0	0
Internet & ...	0.43%	8	1,531	2.74%	50	9,821	2.33%	43	8,359	0.50%	9	1,789				0%	0	0
Other TV system & ...	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0		0	0
	21.90%	402	78,613	47.13%	866	169,196	31.68%	582	113,728	16.72%	307	60,007	6.11%	112	21,937	0%	0	0
More than 2 systems incl ...	7.26%	133	26,079	5.53%	102	19,837	5.97%	110	21,438	9.18%	169	32,939	5.93%	109	21,280	0%	0	0
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997

Totals may not tally due to weighting and rounding off

5. TEleshopping

Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed. Teleshopping programmes are aired on local broadcasting stations, generally during the off-peak hours during the day. Besides iTV, on 30th May 2011 the Authority licensed another 24/7 teleshopping channel on the Cable network – Prime TV Shopping Channel – that immediately started test-transmissions, and with a full broadcasting schedule on 1st August 2011. Replies were analysed as given and without any amendments – a case in point being teleshopping on Education 22 which does not broadcast any teleshopping programmes.

For this broadcasting season only 8.4% stated that they regularly watched Teleshopping programmes – a decrease of 2% from the previous assessment period of July-September 2011 and 0.8% less than that registered for the same period the year before. Overall, of the effective teleshopping programme viewers, the most followed station for teleshopping programmes was TVM [29.15%] followed by ONE [21.63%]; Smash TV [18.98%]; and Net TV [11.53%] – see Table 5.1 and Figures 5.1.a-b below; and Tables 5.1-2 in Part Two of this report. Although Prime TV, a dedicated teleshopping channel, attained a 0.7% audience reach, when respondents were asked on which station they usually watch teleshopping programmes, none of the respondents identified this channel.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010-2011]

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

Totals may not tally due to weighting and rounding off

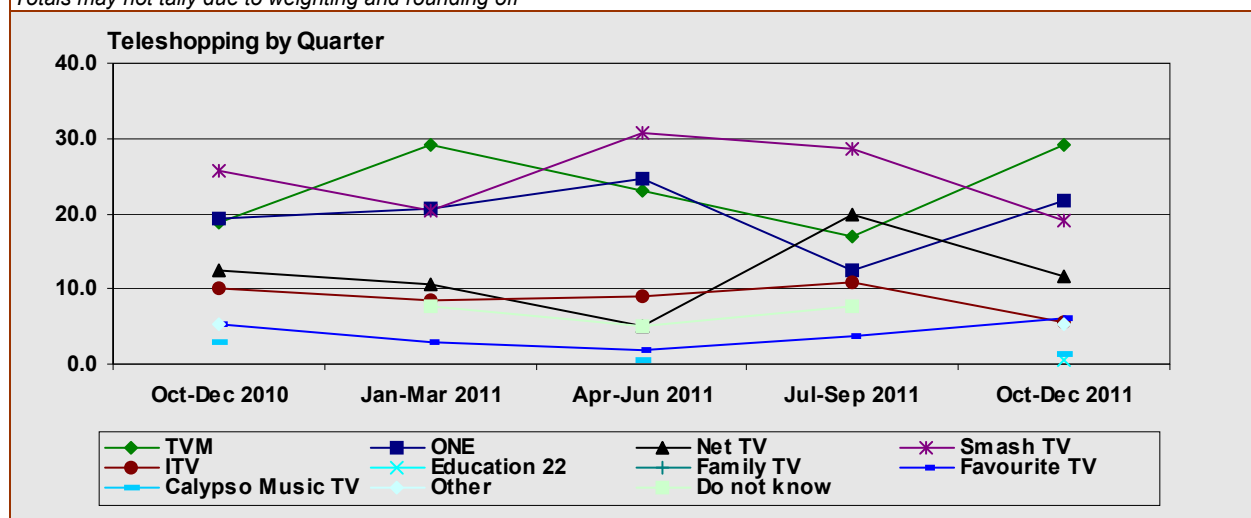


FIGURE 5.1.A: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010-2011]

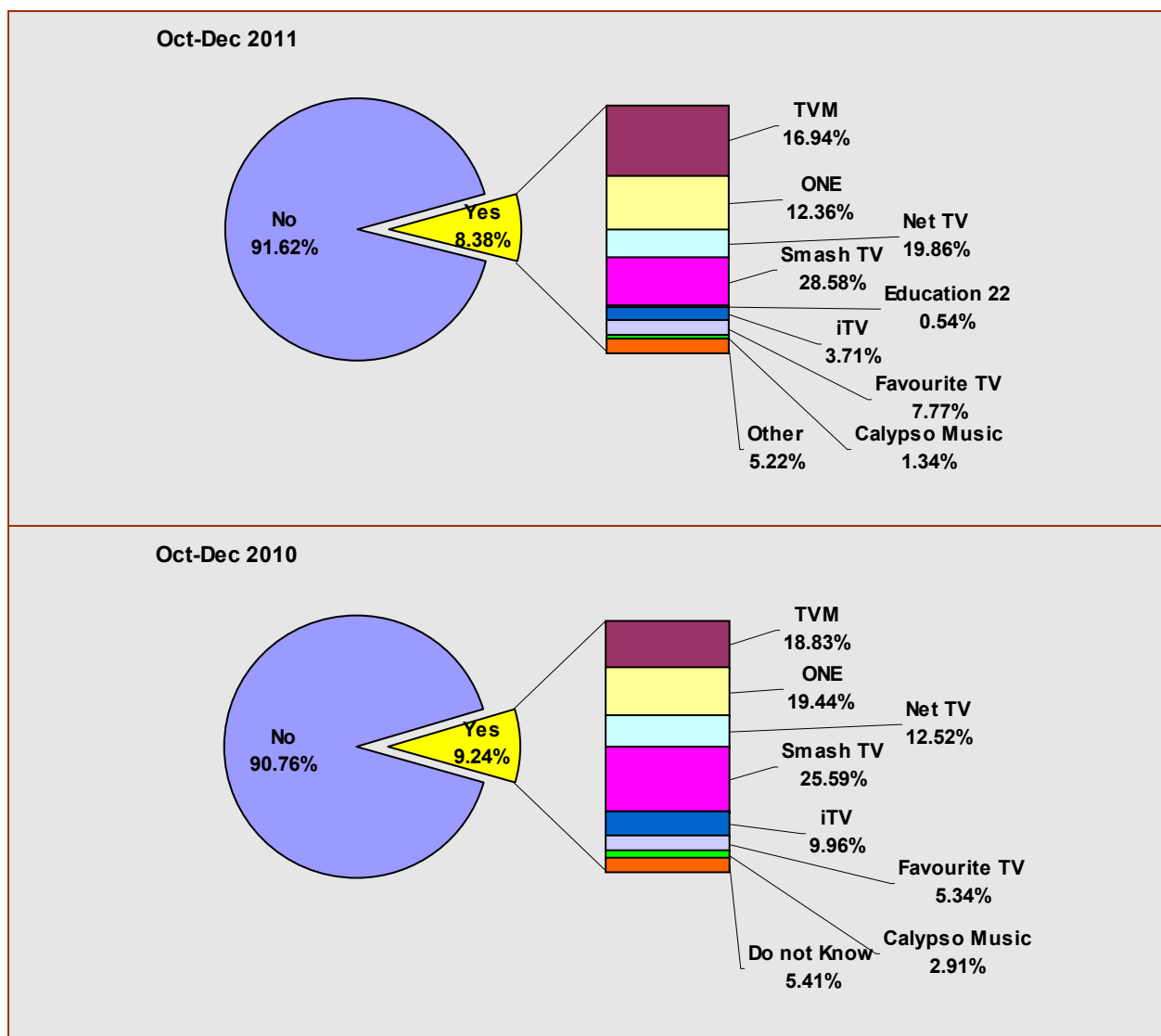


FIGURE 5.1.B: TEleshopping BY BROADCASTING STATION [OCT/DEC 2010-2011]

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

Overall, teleshopping is more followed by female audiences than by male audiences with the highest number of estimated female audiences being those of TVM 29.31% [6,542] followed by those of ONE 21.48% [4,794] and Smash TV 20.53% [4,583]. Those in the 50-64 age group registered the highest amount of viewers at 34.65% [10,772] being followed by those in the 65-79 age group 27.48% [8,543] and those in the 30-49 age group with 21.19% [6,587]. Of note is the amount of young children, especially the 12-14 year olds, who declared that they regularly watch teleshopping. Analysed by district, the Northern Harbour area registered the highest amount of teleshopping viewers [25.35%; 7,881] followed by those of the Southern Harbour [19.45%; 6,048]. Although the Northern Harbour district ranked first by viewers it also ranked the last as a percentage of the total population of that district [7.23%] indicating that residents of this district there had lesser propensities to follow teleshopping programmes. See Table 5.2 below.

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

[Population]	Total N	Gender		Age Group							Districts					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo & Comino
TVM	9,064	2,522	6,542	382	434	0	2,198	3,347	2,293	410	1,196	2,046	1,612	1,914	1,757	539
ONE	6,726	1,932	4,794	203	416	0	924	2,699	2,310	173	1,509	2,219	1,365	524	1,108	0
Net TV	3,584	1,208	2,377	427	0	0	864	1,229	899	166	505	677	427	352	956	669
Smash TV	5,901	1,318	4,583	180	180	210	1,802	1,550	1,560	420	1,983	1,228	526	575	1,063	526
Education 22	166	0	166	0	0	0	0	166	0	0	0	0	0	0	0	166
ITV	1,697	287	1,410	0	287	0	403	478	529	0	430	525	0	575	0	166
Favourite TV	1,913	748	1,165	0	0	203	173	926	611	0	201	341	346	172	854	0
Calypso Music TV	417	204	213	213	0	0	0	204	0	0	0	0	417	0	0	0
Other	1,623	554	1,069	0	210	0	224	173	341	675	224	844	383	172	0	0
Total	31,092	8,772	22,319	1,405	1,527	413	6,587	10,772	8,543	1,845	6,048	7,881	5,076	4,282	5,738	2,067
Total Population	370,812	183,574	187,238	19,545	58,917	24,216	110,834	92,026	52,793	12,482	73,448	109,055	54,962	51,941	53,306	28,100
% of Population	8.38	4.78	11.92	7.19	2.59	1.70	5.94	11.71	16.18	14.78	8.23	7.23	9.24	8.24	10.77	7.35
Row %	Total	Gender		Age Group							Districts					
TVM	100.0%	27.82	72.18	4.21	4.79	0.00	24.24	36.93	25.30	4.53	13.19	22.58	17.78	21.12	19.39	5.95
ONE	100.0%	28.72	71.28	3.02	6.19	0.00	13.74	40.14	34.35	2.57	22.44	32.99	20.30	7.79	16.48	0.00
Net TV	100.0%	33.69	66.31	11.90	0.00	0.00	24.09	34.28	25.08	4.64	14.08	18.87	11.90	9.83	26.66	18.66
Smash TV	100.0%	22.34	77.66	3.05	3.05	3.55	30.54	26.26	26.43	7.11	33.61	20.81	8.91	9.74	18.02	8.91
Education 22	100.0%	0.00	100.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
ITV	100.0%	16.90	83.10	0.00	16.90	0.00	23.73	28.16	31.21	0.00	25.35	30.97	0.00	33.86	0.00	9.81
Favourite TV	100.0%	39.10	60.90	0.00	0.00	10.61	9.05	48.38	31.95	0.00	10.50	17.80	18.09	8.96	44.64	0.00
Calypso Music TV	100.0%	48.88	51.12	51.12	0.00	0.00	0.00	48.88	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00
Other	100.0%	34.13	65.87	0.00	12.92	0.00	13.81	10.67	20.99	41.61	13.81	52.03	23.59	10.57	0.00	0.00
Total	100.0%	28.21	71.79	4.52	4.91	1.33	21.19	34.65	27.48	5.93	19.45	25.35	16.33	13.77	18.46	6.65
Column %	Total	Gender		Age Group							Districts					
TVM	29.15	28.75	29.31	27.17	28.42	0.00	33.36	31.07	26.84	22.25	19.77	25.97	31.75	44.70	30.62	26.10
ONE	21.63	22.02	21.48	14.45	27.26	0.00	14.03	25.06	27.04	9.36	24.95	28.16	26.90	12.23	19.32	0.00
Net TV	11.53	13.77	10.65	30.37	0.00	0.00	13.11	11.41	10.52	9.03	8.34	8.58	8.41	8.23	16.65	32.36
Smash TV	18.98	15.03	20.53	12.83	11.80	50.82	27.36	14.38	18.26	22.75	32.80	15.59	10.36	13.42	18.53	25.43
Education 22	0.54	0.00	0.75	0.00	0.00	0.00	0.00	1.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.06
ITV	5.46	3.27	6.32	0.00	18.78	0.00	6.11	4.43	6.20	0.00	7.11	6.67	0.00	13.42	0.00	8.06
Favourite TV	6.15	8.53	5.22	0.00	0.00	49.18	2.63	8.59	7.16	0.00	3.32	4.32	6.82	4.00	14.88	0.00
Calypso Music TV	1.34	2.33	0.96	15.19	0.00	0.00	0.00	1.89	0.00	0.00	0.00	0.00	8.22	0.00	0.00	0.00
Other	5.22	6.31	4.79	0.00	13.73	0.00	3.40	1.61	3.99	36.61	3.71	10.72	7.54	4.00	0.00	0.00
Total Viewers	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Totals may not tally due to weighting and rounding off

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 370,812 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. Overall, in total from Monday to Sunday, ONE Radio has attained the highest daily average of listeners [%: 1.509%; N: 5,596] on Saturdays which was also the highest average amount of listeners that logged-on to a particular station on any day. This was followed by Bay Radio [%: 1.480%; N: 5,487] which was also the highest average amount for Wednesdays. In fact, ONE Radio got the highest averages of listeners among all stations on Mondays, Tuesdays, Fridays, Saturdays and Sundays while Bay Radio got the highest averages for Wednesdays and Thursdays. Radju Malta got the third highest average weekday percentage of 1.138% with its highest on Mondays at an average of 4,220 listeners.

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT/DEC 2011]

%	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	HIGHEST
Monday	1.138	0.156	1.395	0.097	0.954	0.846	0.737	0.284	0.382	0.034	0.337	0.120	0.025	0.316	1.395
Tuesday	0.726	0.307	1.111	0.803	0.455	0.437	0.660	0.438	0.225	0.027	0.313	0.083	0.499	0.007	1.111
Wednesday	0.563	0.368	0.795	0.389	1.480	1.111	0.289	0.007	0.247	0.085	0.193	0.049	0.204	0.073	1.480
Thursday	0.726	0.181	0.976	0.144	1.398	0.924	0.396	0.388	0.149	0.162	0.160	0.059	0.230	0.254	1.398
Friday	0.837	0.058	1.478	0.198	0.470	1.172	0.728	0.260	0.281	0.149	0.600	0.120	0.020	0.249	1.478
Saturday	0.874	0.332	1.509	0.315	0.937	1.209	0.585	0.409	0.574	0.014	0.070	0.109	0.075	0.030	1.509
Sunday	0.595	0.550	0.940	0.465	0.434	0.822	0.277	0.017	0.221	0.000	0.231	0.203	0.075	0.162	0.940
Mon-Sun	0.780	0.279	1.174	0.345	0.874	0.934	0.525	0.258	0.299	0.067	0.271	0.106	0.161	0.155	1.174
Highest	1.138	0.550	1.509	0.803	1.480	1.209	0.737	0.438	0.574	0.162	0.600	0.203	0.499	0.316	
POPULATION	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	HIGHEST
Monday	4,220	580	5,172	361	3,539	3,137	2,734	1,052	1,417	127	1,249	444	94	1,173	5,172
Tuesday	2,693	1,138	4,120	2,979	1,688	1,619	2,447	1,626	833	100	1,162	307	1,849	25	4,120
Wednesday	2,086	1,364	2,949	1,443	5,487	4,121	1,073	26	914	317	715	182	757	272	5,487
Thursday	2,693	671	3,618	533	5,185	3,428	1,469	1,437	552	601	592	217	854	942	5,185
Friday	3,102	216	5,479	735	1,743	4,347	2,700	964	1,042	554	2,225	445	73	925	5,479
Saturday	3,242	1,233	5,596	1,167	3,476	4,483	2,169	1,515	2,129	53	259	403	279	113	5,596
Sunday	2,207	2,041	3,486	1,723	1,608	3,048	1,027	62	820	0	857	752	278	600	3,486
Mon-Sun	2,892	1,036	4,355	1,279	3,240	3,462	1,948	958	1,107	249	1,006	394	596	574	4,355
Highest	4,220	2,041	5,596	2,979	5,487	4,483	2,734	1,626	2,129	601	2,225	752	1,849	1,173	

6.2 WEEKDAYS PEAK AUDIENCES

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

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT/DEC 2011]

%	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	COMMUNITY RADIO	FOREIGN STATIONS	HIGHEST
Monday	3.879	0.667	4.416	0.647	2.961	2.688	2.628	1.310	1.415	0.411	1.983	0.772	0.393	0.447	4.416
Tuesday	3.354	1.234	3.387	2.212	2.067	1.872	1.875	1.552	0.968	0.324	1.624	0.903	1.651	0.317	3.387
Wednesday	2.088	1.508	3.106	2.066	3.730	5.189	1.727	0.342	1.176	0.456	1.098	0.458	0.547	0.547	5.189
Thursday	4.157	0.808	3.436	0.741	4.298	2.660	1.571	1.536	1.026	0.692	0.919	0.606	0.805	0.909	4.298
Friday	2.386	0.772	4.742	1.234	1.932	3.008	2.482	1.284	1.209	0.716	1.829	1.421	0.471	0.759	4.742
Saturday	2.706	1.388	6.668	1.155	3.859	3.436	2.258	1.798	1.254	0.344	0.749	0.632	0.575	0.365	6.668
Sunday	3.052	1.124	3.183	2.103	2.094	2.371	2.082	0.404	1.089	0.000	1.321	1.532	0.600	0.684	3.183
Highest	4.157	1.508	6.668	2.212	4.298	5.189	2.628	1.798	1.415	0.716	1.983	1.532	1.651	0.909	

POPULATION	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	COMMUNITY RADIO	FOREIGN STATIONS	HIGHEST
Monday	14,383	2,472	16,376	2,400	10,978	9,966	9,745	4,859	5,246	1,524	7,353	2,861	1,458	1,656	16,376
Tuesday	12,436	4,575	12,558	8,201	7,666	6,940	6,951	5,755	3,589	1,202	6,021	3,347	6,123	1,177	12,558
Wednesday	7,741	5,593	11,516	7,659	13,830	19,241	6,404	1,269	4,359	1,689	4,072	1,699	2,028	2,028	19,241
Thursday	15,413	2,996	12,743	2,746	15,937	9,864	5,827	5,695	3,805	2,568	3,406	2,246	2,984	3,369	15,937
Friday	8,849	2,863	17,585	4,577	7,165	11,153	9,203	4,760	4,483	2,655	6,784	5,270	1,747	2,813	17,585
Saturday	10,033	5,145	24,727	4,284	14,310	12,741	8,374	6,666	4,651	1,276	2,778	2,345	2,133	1,352	24,727
Sunday	11,319	4,169	11,805	7,797	7,766	8,791	7,721	1,498	4,036	0	4,900	5,680	2,225	2,536	11,805
Highest	15,413	5,593	24,727	8,201	15,937	19,241	9,745	6,666	5,246	2,655	7,353	5,680	6,123	3,369	

Radio Station	Peak Audience
Radju Malta	15,413
Magic Radio	5,593
ONE radio	24,727
Radio 101	8,201
Bay Radio	15,937
Calypso Radio	19,241
RTK	9,745
Smash Radio	6,666
Radju Marija	5,246
Campus FM	2,655
Vibe FM	7,353
X FM	5,680
Community Radio Station	6,123
Foreign Station	3,369

FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT/DEC 2011]

6.3 RADIO AUDIENCE SHARE

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

TABLE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009-2011]

	RADJU MALTA	R. PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS
Total Average [%]															
Oct-Dec 2009	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	1.4
Jan-Mar 2010	8.1	0.1	5.5	17.7	3.6	19.4	13.0	5.5	5.1	6.2	0.5	6.0	4.8	3.2	1.2
Apr-Jun 2010	8.7	0.3	6.3	17.1	4.8	13.1	14.1	5.6	5.9	7.9	0.4	6.7	4.9	3.9	0.3
Jul-Sep 2010	8.1	0.4	7.7	13.7	3.6	15.9	16.9	5.7	3.2	9.1	1.3	7.8	3.9	2.3	0.4
Oct-Dec 2010	6.0	0.2	6.8	15.0	3.1	12.4	15.2	7.6	6.4	8.7	0.7	7.5	5.5	3.7	1.4
Jan-Mar 2011	9.3	0.1	5.5	20.1	4.2	11.9	14.7	9.2	3.5	6.1	1.4	6.2	3.6	2.0	2.2
Apr-Jun 2011	10.27	0.25	4.54	16.79	2.63	17.20	14.02	5.85	3.75	7.49	0.63	7.71	4.50	3.83	0.53
Jul-Sep 2011	10.34	0.06	5.04	15.03	3.52	16.73	13.72	9.65	4.30	5.50	1.87	6.60	4.01	2.24	0.48
Oct-Dec 2011	12.52	0.00	4.49	18.86	5.54	14.03	14.99	8.43	4.15	4.79	1.08	4.35	1.70	2.58	2.49

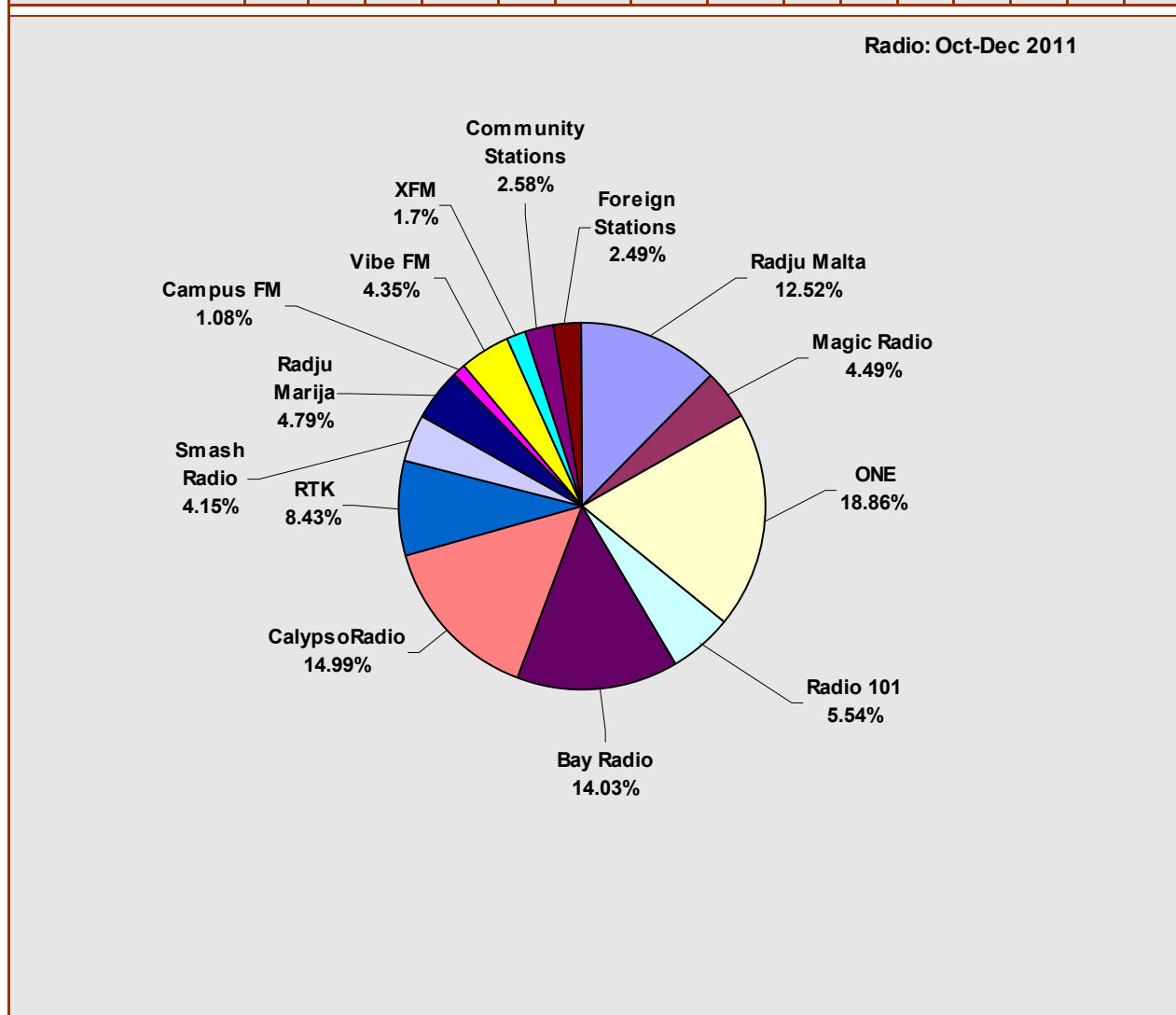


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT/DEC 2011]

7. TV AUDIENCES

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

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1. Of the local stations TVM has attained two high averages for Mondays [%: 3.186%; N: 11,812] and Sundays [%: 3.182; N: 12,007]; the difference of which is minimal. Although TVM's Mondays' average exceeds that of Sundays by 0.004%, the average amount of viewers on Sundays exceeded those for Mondays by only 195 persons – this is the result of averaging and rounding-off and should not be controversial. TVM's average was followed by ONE reaching its highest on Thursdays [%: 2.217%; N: 8,287]; while Net TV ranked third with its highest average for Wednesdays [%: 0.796%; N: 2,983].

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT/DEC 2011]

%	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	3.186	1.609	0.238	0.075	0.222	0.000	0.464	0.077	0.000	0.073	0.556	0.261	0.167	0.022	0.351	0.796	3.186
Tuesday	2.645	1.465	0.360	0.000	0.027	0.000	0.106	0.106	0.026	0.187	0.362	0.330	0.479	0.028	0.077	0.956	2.645
Wednesday	1.794	0.985	0.796	0.000	0.015	0.000	0.338	0.217	0.000	0.028	0.299	0.461	0.261	0.013	0.053	0.566	1.794
Thursday	2.511	2.217	0.387	0.000	0.011	0.000	0.514	0.130	0.000	0.033	0.272	0.167	0.166	0.134	0.094	1.014	2.511
Friday	2.826	1.103	0.373	0.000	0.091	0.097	0.321	0.073	0.000	0.024	0.257	0.251	0.232	0.018	0.013	0.541	2.826
Saturday	2.030	1.335	0.351	0.000	0.000	0.000	0.338	0.101	0.000	0.122	0.551	0.340	0.172	0.000	0.275	0.925	2.030
Sunday	3.182	1.524	0.636	0.000	0.102	0.000	0.339	0.086	0.000	0.067	0.080	0.499	0.352	0.000	0.000	0.792	3.182
Mon-Sun	2.593	1.460	0.448	0.011	0.066	0.014	0.345	0.113	0.004	0.077	0.340	0.330	0.261	0.030	0.123	0.799	2.593
Highest	3.186	2.217	0.796	0.075	0.222	0.097	0.514	0.217	0.026	0.187	0.556	0.499	0.479	0.134	0.351	1.014	
Population	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	11,812	5,966	882	279	823	0	1,719	287	0	272	2,063	967	621	81	1,301	2,950	11,812
Tuesday	10,001	5,540	1,361	0	101	0	400	401	100	708	1,370	1,247	1,810	104	290	3,615	10,001
Wednesday	6,722	3,689	2,983	0	56	0	1,266	814	0	105	1,119	1,728	979	50	197	2,123	6,722
Thursday	9,385	8,287	1,446	0	42	0	1,922	486	0	124	1,016	623	621	503	350	3,792	9,385
Friday	10,766	4,201	1,421	0	348	369	1,224	277	0	91	977	956	884	70	49	2,060	10,766
Saturday	7,992	5,256	1,384	0	0	0	1,331	397	0	478	2,169	1,338	676	0	1,084	3,641	7,992
Sunday	12,007	5,751	2,399	0	385	0	1,281	323	0	252	300	1,882	1,328	0	0	2,990	12,007
Mon-Sun	9,614	5,415	1,662	39	246	52	1,280	418	14	284	1,262	1,223	968	113	458	2,963	9,614
Highest	12,007	8,287	2,983	279	823	369	1,922	814	100	708	2,169	1,882	1,810	503	1,301	3,792	

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below. By weekday, TVM attracted the highest peaks for all the weekdays having its highest on Tuesdays with 23.563% [N: 89,099] closely followed by those for Fridays at 21.640% [N: 82,426].

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT/DEC 2011]

%	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	17.900	7.806	2.070	0.448	0.448	0.000	2.585	0.698	0.000	0.696	1.988	2.106	1.404	0.267	2.232	3.140	17.900
Tuesday	23.563	5.625	3.311	0.000	0.327	0.000	1.441	0.854	0.324	1.401	1.868	2.067	3.268	0.451	0.644	5.594	23.563
Wednesday	14.159	5.683	8.365	0.000	0.456	0.000	3.185	1.515	0.000	0.273	1.536	2.979	1.970	0.329	0.604	3.169	14.159
Thursday	19.423	11.486	2.436	0.000	0.274	0.000	2.239	0.757	0.000	0.408	1.642	1.684	1.121	0.916	1.047	4.482	19.423
Friday	21.640	6.535	1.380	0.000	0.717	0.339	3.368	0.594	0.000	0.315	1.193	1.947	1.170	0.448	0.315	2.170	21.640
Saturday	14.090	5.986	1.989	0.000	0.000	0.000	2.932	0.995	0.000	0.992	4.028	2.935	1.183	0.000	0.945	3.663	14.090
Sunday	16.627	8.114	3.532	0.000	0.384	0.000	1.307	0.600	0.000	0.655	0.440	2.333	0.953	0.000	0.000	2.568	16.627
Highest	23.563	11.486	8.365	0.448	0.717	0.339	3.368	1.515	0.324	1.401	4.028	2.979	3.268	0.916	2.232	5.594	
Population	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	66,377	28,945	7,676	1,661	1,661	0	9,585	2,588	0	2,581	7,371	7,808	5,207	991	8,275	11,645	66,377
Tuesday	89,099	21,271	12,520	0	1,237	0	5,448	3,230	1,225	5,296	7,064	7,818	12,357	1,707	2,437	21,154	89,099
Wednesday	53,053	21,296	31,343	0	1,707	0	11,934	5,678	0	1,024	5,755	11,162	7,382	1,234	2,262	11,873	53,053
Thursday	72,593	42,930	9,106	0	1,023	0	8,368	2,831	0	1,524	6,137	6,295	4,190	3,423	3,912	16,753	72,593
Friday	82,426	24,890	5,256	0	2,731	1,291	12,830	2,264	0	1,200	4,545	7,414	4,457	1,707	1,200	8,265	82,426
Saturday	55,465	23,562	7,831	0	0	0	11,543	3,915	0	3,906	15,854	11,555	4,656	0	3,721	14,421	55,465
Sunday	62,748	30,620	13,331	0	1,450	0	4,931	2,264	0	2,471	1,662	8,804	3,597	0	0	9,690	62,748
Highest	89,099	42,930	31,343	1,661	2,731	1,291	12,830	5,678	1,225	5,296	15,854	11,555	12,357	3,423	8,275	21,154	

Station	Peak Audience
TVM	89,099
ONE	42,930
Net TV	31,343
iTV	1,661
Favourite Channel	2,731
Prime TV	1,291
Rai 1	12,830
Rai 2	5,678
Rai 3	1,225
Rete 4	5,296
Canale 5	15,854
Italia 1	11,555
Discovery Channel/s	12,357
MTV	3,423
BBC Prime/World/Ent.	8,275
Other Station	21,154

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT/DEC 2011]

7.3 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.

TABLE 7.4: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [OCT/DEC 2009-2011]

Total Avg.	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	ITV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Oct-Dec 2009	26.6	20.2	6.4	0.4		1.2	-			3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
Jan-Mar 2010	23.3	22.1	4.9	0.3		0.7	0.1			5.8	1.3	0.6	3.6	8.1	6.5	3.1	0.6	2.3	16.7
Apr-Jun 2010	33.2	16.8	4.8	0.3		0.3	0.1			6.8	0.4	0.5	3.0	4.2	5.4	4.9	0.4	1.5	17.2
Jul-Sep 2010	17.5	18.8	7.3	0.5		0.6	0.2			4.6	1.2	0.2	2.4	5.5	8.4	5.4	0.6	2.7	23.8
Oct-Dec 2010	27.5	20.3	7.4	0.0		0.2	0.1			3.9	1.1	0.4	3.4	5.5	5.9	3.0	0.3	1.8	19.1
Jan-Mar 2011	29.8	18.6	7.6	0.3		0.3	0.0			3.5	1.3	0.4	1.5	5.8	5.2	2.8	0.9	2.1	19.9
Apr-Jun 2011	31.7	22.2	4.9	0.2	0.3	0.1	0.1			3.3	0.8	0.4	2.5	4.9	5.1	3.9	1.3	2.4	15.9
Jul-Sep 2011	20.1	18.9	6.2	0.9	0.1	0.7	0.0	0.2		3.9	1.3	0.1	3.1	5.7	7.5	5.8	1.4	3.0	21.0
Oct-Dec 2011	37.0	20.8	6.4			0.9		0.2	0.2	4.9	1.6	0.1	1.1	4.9	4.7	3.7	0.4	1.8	11.4

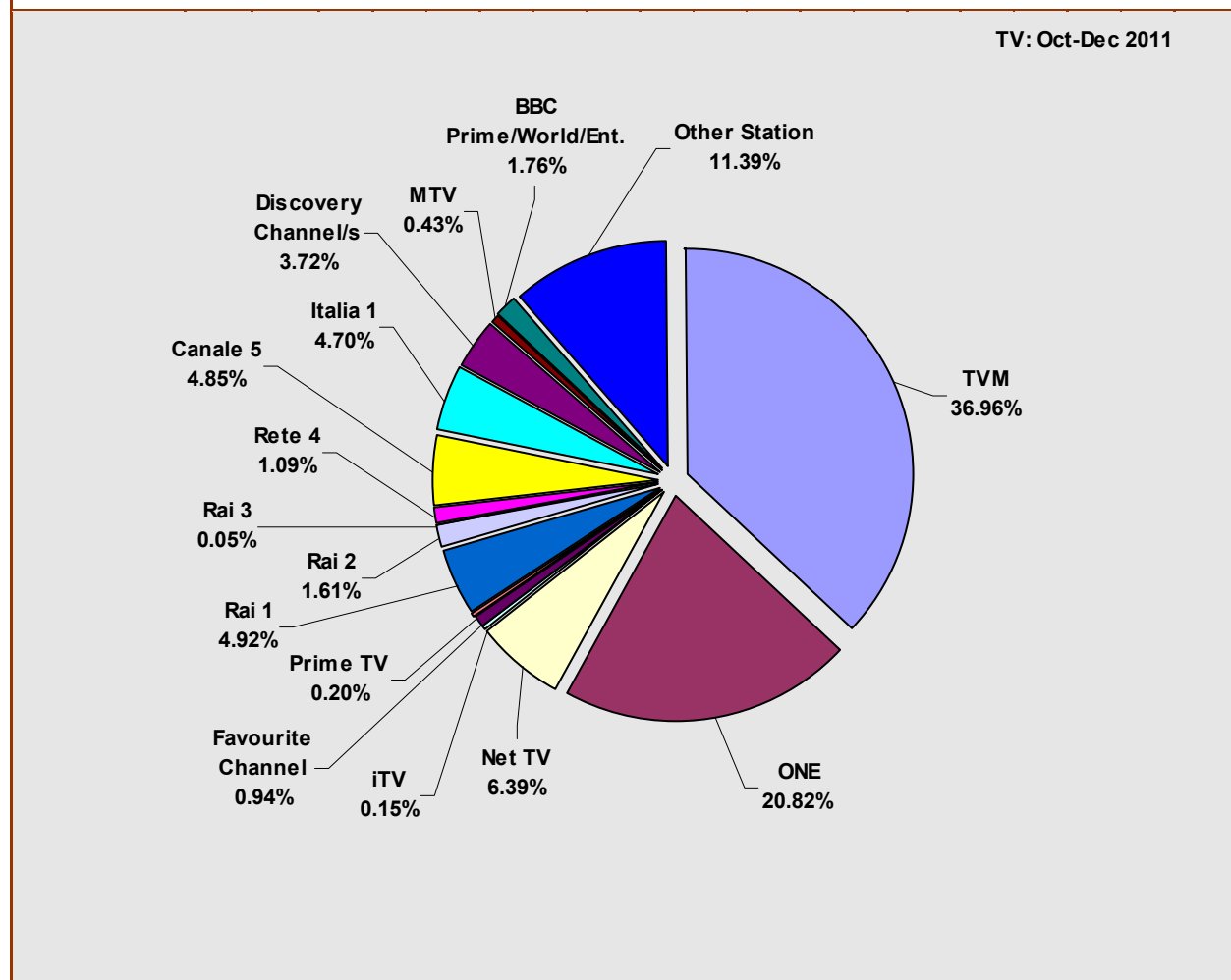


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [OCT/DEC 2011]

7.4 TV BROADCASTING SCHEDULES

For this broadcasting quarter of October-December 2011, further analysis was done on the broadcasting schedules provided to the Broadcasting Authority by each TV station at the start of this quarter.

The amount of hours spent by consumers watching their television-sets does not change more than 10% from season to another [see Table 8.5 and Figure 8.4 in the next chapter] while, on the other hand local television stations are losing their audiences to foreign television stations re-broadcast on local cable and digital aerial platforms especially during the summer months.

The audience shares listed in Table 7.3 above are a combination of two variables: the number of people watching a particular broadcasting station multiplied by the number of half-hour slots that each consumer has spent watching that particular TV station. Analysing and comparing the Audience Share of the main three local broadcasting stations [TVM, ONE and Net TV] with their percentage reach and the average number of hours that each station's viewers has consumed, it can be clearly seen that the relationship of these three variables are congruent/similar to each station's data. However, the rates of change of each assessment period differ from station to station and from period to period.

This data and its graphical representation is listed in Table and Figures 7.5.a-c below. Of note is that the summer periods of July-September 2009 to 2011 have seen a considerable decrease from each station's highest ratings to those of their summer periods.

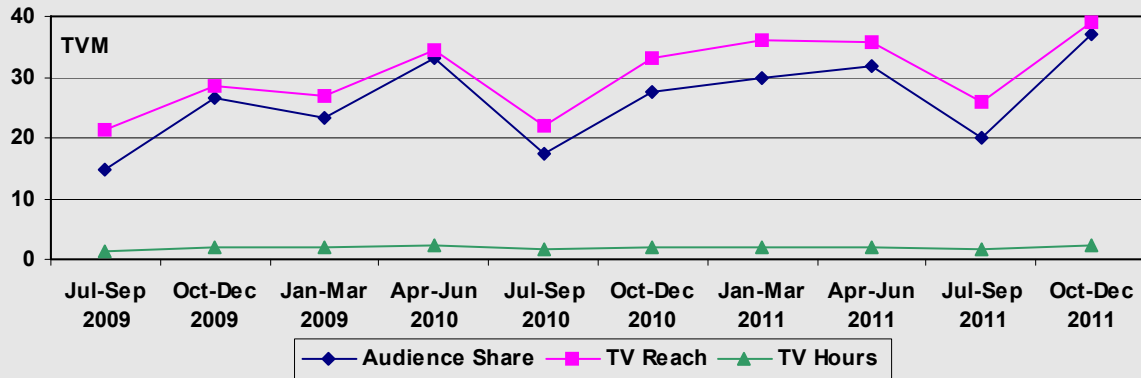
For each broadcasting season, the Authority requests the broadcasting schedules from each station licensed. Although programme-changes in each schedule are frequent, such modifications would only effect a particular time-slot and they very rarely affect the general programme content allotted to that particular time-slot. Thus it is common knowledge that, for example, children's programmes are always broadcast at around 4:30pm and although a programme series may end, this is replaced by another series of programmes of the same nature.

It is also common knowledge that during "night hours" the programmes broadcasts are the same as those broadcast during that same day. Besides, some popular programmes are also re-broadcast during different times at other days of the same schedule. Above this, popular programme series are often repeated in subsequent broadcasting schedules and, in some cases, this is done on different broadcasting stations in the case of farmed-out productions.

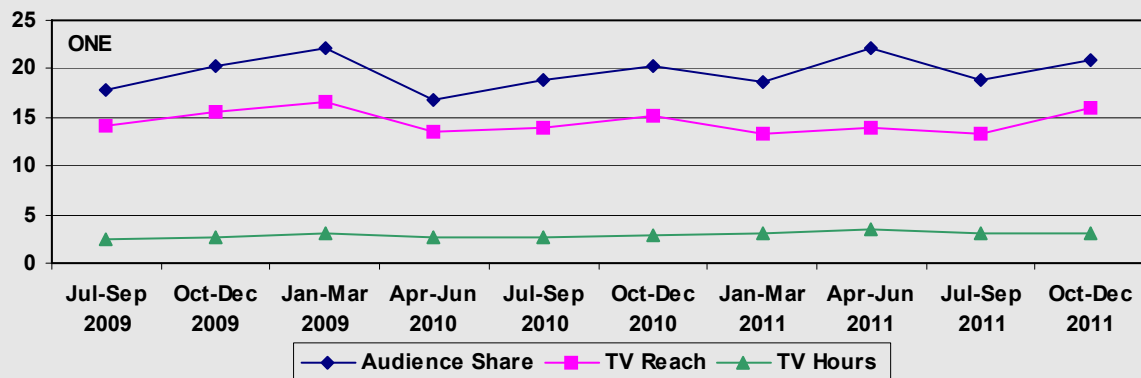
And, in the case of TVM and Channel 22, both stations would broadcast simultaneously the same programme content – this being a programme repeat/re-run on one station and a "new" programme series on another station.

**TABLE 7.5.A-C AUDIENCE SHARE, TV REACH, AND HOURS CONSUMED OF TVM, ONE AND NET TV
[JUL/SEP 2009 – OCT/DEC 2011]**

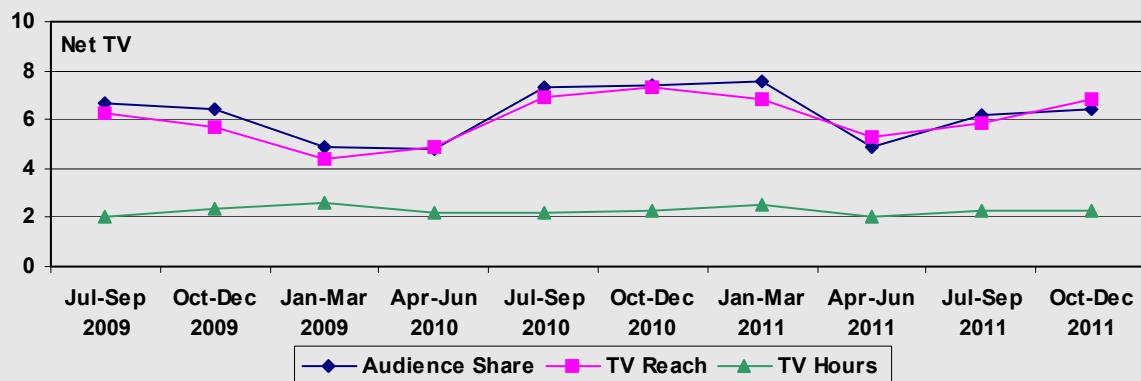
TVM	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Audience Share [%]	14.7	26.6	23.3	33.2	17.5	27.5	29.8	31.7	20.1	37.0
TV Reach [%]	21.3	28.6	26.8	34.3	22.1	33.0	36.1	35.8	26.0	39.0
TV Hours [hrs.]	1.38	2.00	2.04	2.27	1.68	1.91	1.96	2.00	1.71	2.35



ONE	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Audience Share [%]	17.8	20.2	22.1	16.8	18.8	20.3	18.6	22.2	18.9	20.8
TV Reach [%]	14.1	15.6	16.6	13.6	14.0	15.2	13.4	13.9	13.4	16.1
TV Hours [hrs.]	2.40	2.69	3.06	2.74	2.66	2.87	3.08	3.47	3.00	3.10



Net TV	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Audience Share [%]	6.7	6.4	4.9	4.8	7.3	7.4	7.6	4.9	6.2	6.4
TV Reach [%]	6.3	5.7	4.4	4.8	6.9	7.3	6.8	5.3	5.8	6.8
TV Hours [hrs.]	2.04	2.37	2.58	2.21	2.16	2.25	2.54	2.07	2.26	2.24



**FIGURE 7.5.A-C AUDIENCE SHARE, TV REACH, AND HOURS CONSUMED OF TVM, ONE AND NET TV
[JUL/SEP 2009 – OCT/DEC 2011]**

Having said this, the programme schedules of seven local broadcasting stations [TVM, Education 22, ONE, Net TV, Smash TV, Favourite Channel, and Calypso TV] were analysed for the following types of broadcasts:

- Night Broadcasts; during which periods programmes broadcast during that same day are repeated;
- Same Day and/or Other Day Repeats within that same broadcasting week;
- Re-Runs of Programme that were first broadcast in previous broadcasting schedules;
- Teleshopping which in all the cases is a fully-farmed out programme;

and in the case of TVM

- Programme repeats from TVM and Education 22 archives.

The broadcasting schedules were colour coded and can be found in Part Two of this report as Tables 10.a-g. Each colour-coded time-bracket was counted for each week-day and the results in total hours, together expressed as a percentage of the 24-hour clock, are listed in Table 7.6.a-g below for each broadcasting station.

Although it is common knowledge that TV programme-repeats are the norm during the summer periods, the extent of such repeats was not expected. Since no such previous data exists it would be superfluous to make any more statements/analysis. However, if monitored further, such levels could easily explain and verify the shift and levels of audiences attained by each local broadcasting station.

TABLE 7.6.A-G: BROADCASTING SCHEDULES SUMMARIES – OCT/DEC 2011

TVM		MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours		6:30	6:30	6:30	6:30	6:30	6:30	6:30
Same/Other Day Repeats		2:00	2:00	2:00	2:00	2:00	2:50	1:40
Re-Runs		0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping		0:50	0:50	0:50	0:50	0:50	0:50	0:50
Total ® hrs.		9:20	9:20	9:20	9:20	9:20	10:10	9:00
% ®		38.88%	38.88%	38.88%	38.88%	38.88%	42.36%	37.50%
<i>Jul/Sep 2011</i>	<i>Total ® hrs.</i>	<i>11:45</i>	<i>12:30</i>	<i>13:15</i>	<i>12:30</i>	<i>12:00</i>	<i>16:00</i>	<i>20:10</i>
	% ®	48.96%	52.08%	55.21%	52.08%	50.00%	66.67%	83.75%
Education 22		MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours		6:30	6:30	6:30	6:30	6:30	6:00	6:00
Same/Other Day Repeats		3:25	3:55	3:40	4:40	3:55	10:45	10:15
Re-Runs		0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping		0:00	0:00	0:00	0:00	0:00	0:00	0:00
TVM		11:00	7:30	9:00	4:30	9:00	0:00	2:00
Total ® hrs.		20:55	17:55	19:10	15:40	19:25	16:45	18:15
% ®		87.13%	74.63%	79.83%	65.29%	80.92%	85.42%	76.04%
<i>Jul/Sep 2011</i>	<i>Total ® hrs.</i>	<i>20:30</i>	<i>20:30</i>	<i>20:30</i>	<i>20:30</i>	<i>20:30</i>	<i>20:30</i>	<i>20:30</i>
	% ®	85.42%	85.42%	85.42%	85.42%	85.42%	85.42%	85.42%

ONE	MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours	6:15	6:15	6:15	6:15	6:15	7:15	7:15
Same/Other Day Repeats	1:05	1:35	1:25	1:05	1:35	2:30	1:15
Re-Runs	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping	1:15	2:15	1:15	1:45	1:15	1:15	0:15
Total ® hrs.	8:35	10:05	8:55	9:05	9:05	11:00	8:45
% ®	35.75%	42.00%	37.17%	37.83%	37.83%	45.83%	36.46%
Jul/Sep 2011 Total ® hrs.	17:15	17:15	15:30	18:15	19:30	14:30	17:15
% ®	71.88%	71.88%	64.58%	76.04%	81.25%	60.42%	71.88%
Net TV	MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours	7:00	7:00	7:00	7:00	7:00	7:30	7:15
Same/Other Day Repeats	1:45	0:30	0:30	0:55	0:55	1:55	3:10
Re-Runs	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping	3:00	3:00	3:00	3:00	3:00	3:00	3:00
Total ® hrs.	11:45	10:30	10:30	10:55	10:55	12:25	13:25
% ®	48.96%	43.75%	43.75%	45.46%	45.46%	51.75%	55.92%
Jul/Sep 2011 Total ® hrs.	15:15	13:45	14:45	13:45	14:30	16:30	16:15
% ®	63.54%	57.29%	61.46%	57.29%	60.42%	68.75%	67.71%
Smash TV	MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours	9:30	9:30	9:30	9:30	9:30	11:00	10:20
Same/Other Day Repeats	0:40	1:30	0:40	2:30	1:10	1:45	1:40
Re-Runs	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping	4:10	4:10	4:10	4:10	4:10	3:00	3:40
Total ® hrs.	14:20	15:10	14:20	16:10	14:50	15:45	15:40
% ®	59.71%	63.21%	59.71%	67.38%	61.79%	65.63%	65.29%
Jul/Sep 2011 Total ® hrs.	14:15	14:15	14:15	14:15	17:15	16:00	12:00
% ®	59.38%	59.38%	59.38%	59.38%	71.88%	66.67%	50.00%
Favourite Channel	MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours	8:00	8:00	8:00	8:00	8:00	8:00	7:00
Same/Other Day Repeats	0:10	0:10	0:10	0:10	0:10	4:45	8:45
Re-Runs	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping	2:45	2:45	2:45	2:45	2:45	0:30	0:00
Total ® hrs.	10:55	10:55	10:55	10:55	10:55	13:15	15:45
% ®	45.50%	45.50%	45.50%	45.50%	45.50%	55.21%	65.63%
Jul/Sep 2011 Total ® hrs.	13:45	13:45	13:45	15:15	13:45	16:15	11:45
% ®	57.29%	57.29%	57.29%	63.54%	57.29%	67.71%	48.96%
Calypso TV	MON	TUE	WED	THR	FRI	SAT	SUN
Night Hours	10:30	10:30	9:30	10:30	10:30	9:30	9:30
Same/Other Day Repeats	2:00	2:00	2:00	2:00	2:00	2:00	4:00
Re-Runs	0:00	0:00	0:00	0:00	0:00	0:00	0:00
Teleshopping	3:00	3:00	3:00	3:00	3:00	3:00	4:45
Total ® hrs.	15:30	15:30	14:30	15:30	15:30	14:30	18:15
% ®	64.58%	64.58%	60.42%	64.58%	64.58%	60.42%	76.04%
Jul/Sep 2011 Total ® hrs.	20:30	20:30	20:30	20:30	20:30	20:30	20:30
% ®	85.42%	85.42%	85.42%	85.42%	85.42%	85.42%	85.42%

8. RADIO AND TV CONSUMPTION

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

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at **3.12hrs** which was 0.26hrs [or 15min] less than the average hours consumed the same period last year. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

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

	Radju Malta	Radju Parliament	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign & Other Stations
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73
Jan-Mar 2010	3.17	2.00	2.49	3.40	2.02	2.24	3.50	2.28	3.15	2.54	1.99	2.36	2.56	2.91	2.91
Apr-Jun 2010	3.31	1.95	2.29	3.87	3.28	1.89	3.96	2.49	3.74	3.34	1.91	2.17	2.79	3.75	1.28
Jul-Sep 2010	3.07	9.00	2.62	3.42	2.77	2.30	4.55	2.80	3.32	3.92	2.59	3.01	2.62	3.14	1.94
Oct-Dec 2010	2.62	6.50	2.41	3.65	2.54	1.87	4.27	2.88	3.41	3.51	1.66	2.77	3.34	5.71	3.38
Jan-Mar 2011	3.33	3.00	2.58	4.32	3.29	2.10	3.90	3.16	2.81	3.57	3.31	3.07	3.00	2.21	2.72
Apr-Jun 2011	3.63	2.42	2.18	3.63	2.55	2.55	4.00	2.57	2.51	3.65	1.72	3.62	2.52	3.54	2.34
Jul-Sep 2011	3.72	0.50	2.21	3.58	3.14	2.54	3.72	3.63	3.67	2.75	3.52	3.24	2.59	3.02	3.34
Oct-Dec 2011	3.60	0.00	2.47	4.31	3.38	2.15	4.46	3.09	3.26	2.81	3.46	1.99	1.62	3.60	3.12

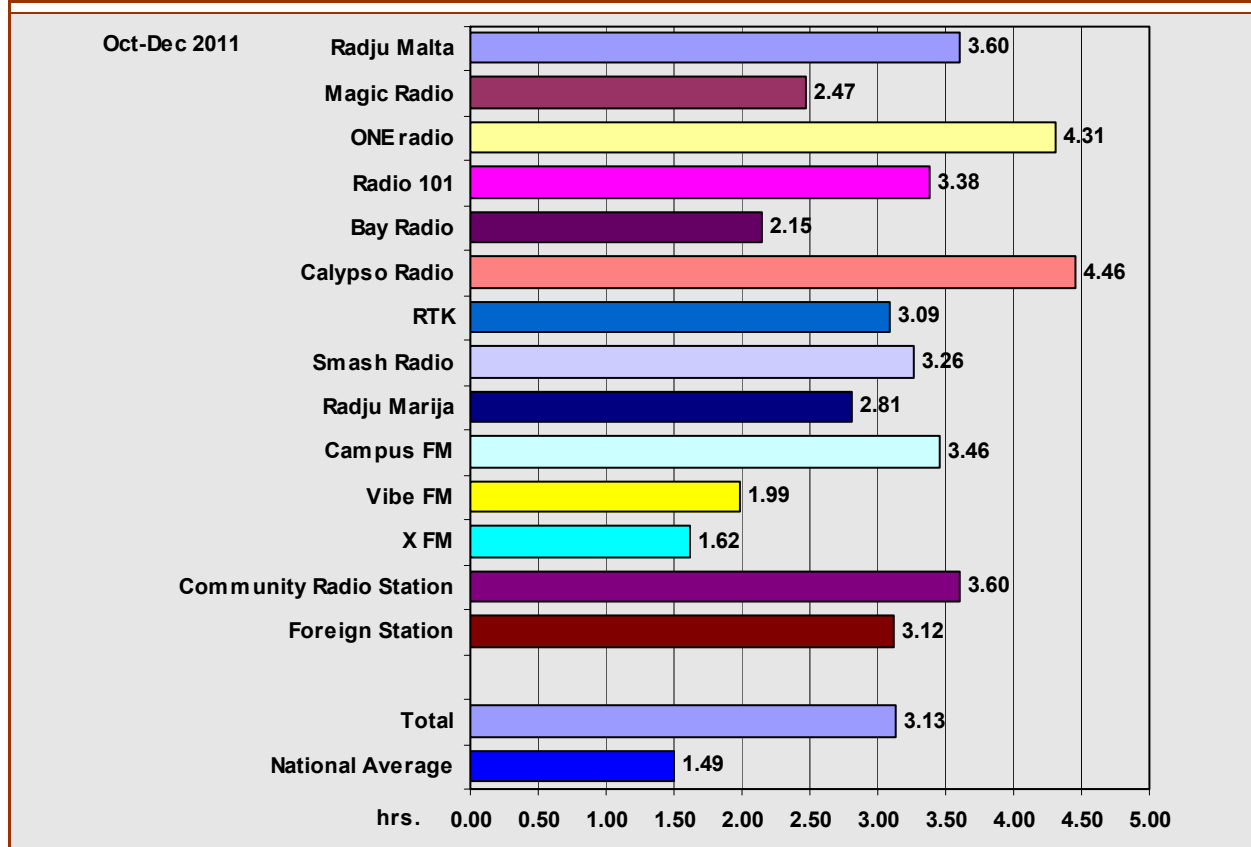


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [OCT/DEC 2011]

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for this period stands at **1.49 hrs** every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by about 29% from 4.41hrs for Oct-Dec 2006 to 3.13 hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall national decrease for the whole period from 2006 to-date is of 34% [from 2.26 hrs to 1.49 hrs] indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006-2011]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09	2.99	3.18	3.06	3.10	3.13
Total Population	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65	1.53	1.69	1.56	1.62	1.49

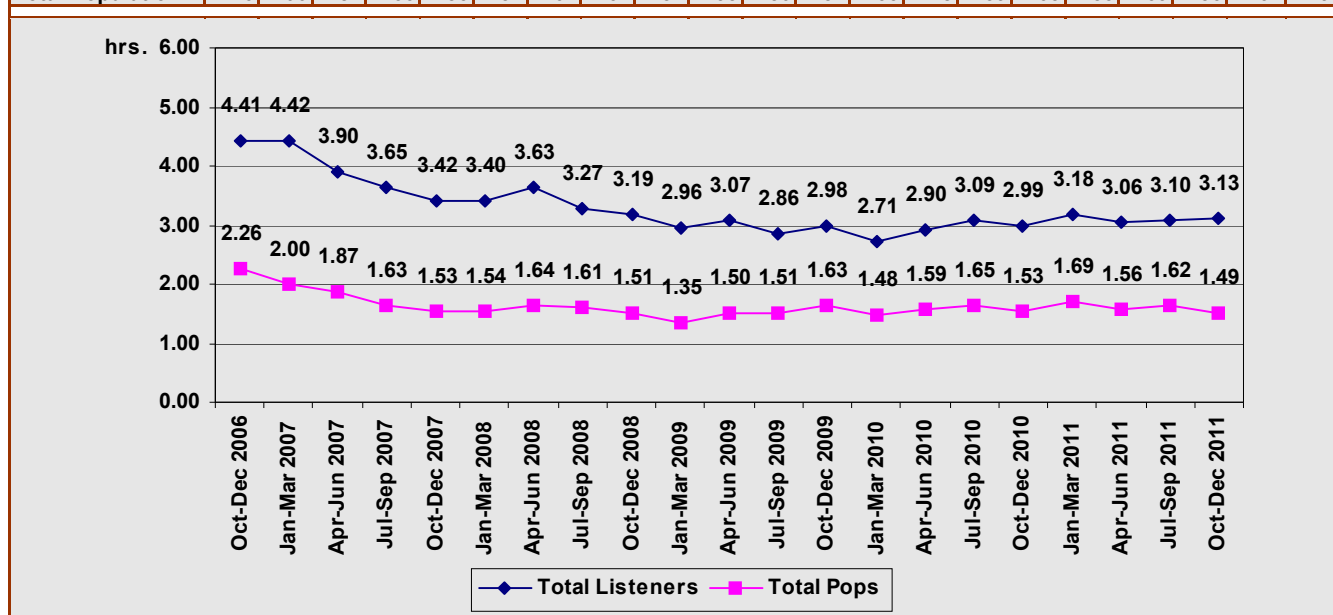


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – OCT/DEC 2011]

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

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION
[Oct/Dec 2006 – Oct/Dec 2011]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08	3.78	2.56	3.08	2.73	2.92	3.17	3.31	3.07	2.62	3.33	3.63	3.72	3.60
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60	2.46	2.78	1.64		2.01	2.00	1.95	9.00	6.50	3.00	2.42	0.50	
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12	2.55	2.93	2.65	2.57	2.95	2.49	2.29	2.62	2.41	2.58	2.18	2.21	2.47
ONE Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83	3.59	3.38	3.69	3.41	3.91	3.40	3.87	3.42	3.65	4.32	3.63	3.58	4.31
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97	2.24	2.29	2.76	2.84	2.48	2.02	3.28	2.77	2.54	3.29	2.55	3.14	3.38
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15	3.06	2.15	2.46	2.43	2.45	2.24	1.89	2.30	1.87	2.10	2.55	2.54	2.15
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95	4.27	4.15	3.34	3.29	4.19	3.50	3.96	4.55	4.27	3.90	4.00	3.72	4.46
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64	2.73	3.00	3.52	2.85	2.51	2.28	2.49	2.80	2.88	3.16	2.57	3.63	3.09
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67	2.51	2.91	3.57	3.23	2.85	3.15	3.74	3.32	3.41	2.81	2.51	3.67	3.26
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70	2.92	3.26	3.59	2.50	2.75	2.54	3.34	3.92	3.51	3.57	3.65	2.75	2.81
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25	2.13	3.10	3.89	3.75	2.42	1.99	1.91	2.59	1.66	3.31	1.72	3.52	3.46
Capital Radio/Vibe FM	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85	3.83	3.09	3.29	2.84	2.14	2.36	2.17	3.01	2.77	3.07	3.62	3.24	1.99
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80	2.66	2.94	2.06	2.30	2.76	2.56	2.79	2.62	3.34	3.00	2.52	2.59	1.62
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94	3.45	3.63	3.34	3.95	3.72	2.91	3.75	3.14	5.71	2.21	3.54	3.02	3.60
Foreign &/Other Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94	1.50	1.13	2.00	1.79	3.73	2.91	1.28	1.94	3.38	2.72	2.34	3.34	3.12
Total Listeners [hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09	2.99	3.18	3.06	3.10	3.13
Total Population [hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65	1.53	1.69	1.56	1.62	1.49

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 **2.45 hrs**. Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing consumed stands at **1.63 hrs** every day. The analysis by TV station is represented Table and Figure 8.4 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[Oct/Dec 2009-2011]

	TVM	ONE	Net TV	Smash TV	Education 22	Favorite TV*	Calypso Music TV	iTV	Prime TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC	Prime/Wld/Ent	Other TV stations
Oct-Dec 2009	2.00	2.69	2.37	1.14	1.53	1.93	-	3.00	-	2.06	2.00	1.44	1.92	2.32	1.77	2.06	1.45	1.64	2.23	
Jan-Mar 2010	2.04	3.06	2.58	1.74	0.0	2.82	1.80	0.75	-	2.41	1.98	2.19	2.15	2.44	2.21	1.75	1.62	3.10	2.30	
Apr-Jun 2010	2.27	2.74	2.21	1.27	2.06	1.54	2.00	0.00	-	2.21	1.76	2.35	2.19	2.16	1.90	2.42	1.10	2.11	2.43	
Jul-Sep 2010	1.68	2.66	2.16	1.70	1.47	1.75	1.60	0.00	-	1.78	1.50	1.28	2.06	2.00	2.28	2.33	1.54	2.12	2.15	
Oct-Dec 2010	1.91	2.87	2.25	1.00	0.0	1.98	2.00	0.00	-	2.19	2.14	1.77	2.49	2.47	2.29	2.14	0.92	2.63	2.28	
Jan-Mar 2011	1.96	3.08	2.54	2.58	0.0	3.62	0.0	0.00	-	0.0	1.85	2.32	1.60	2.61	1.93	1.87	2.34	2.25	2.74	
Apr-Jun 2011	2.00	3.47	2.07	2.12	2.12	0.85	0.84	0.00	-	2.04	1.62	2.81	2.01	2.33	2.08	1.67	2.33	2.10	2.12	
Jul-Sep 2011	1.71	3.00	2.26	2.75	1.63	1.74	0.50	5.00	-	2.13	1.77	2.00	2.04	2.33	2.54	2.23	1.64	2.16	2.19	
Oct-Dec 2011	2.35	3.10	2.24	0.00	0.00	2.98	0.00	2.36	6.50	2.96	2.37	2.00	2.04	2.52	2.15	1.98	1.61	2.74	2.17	

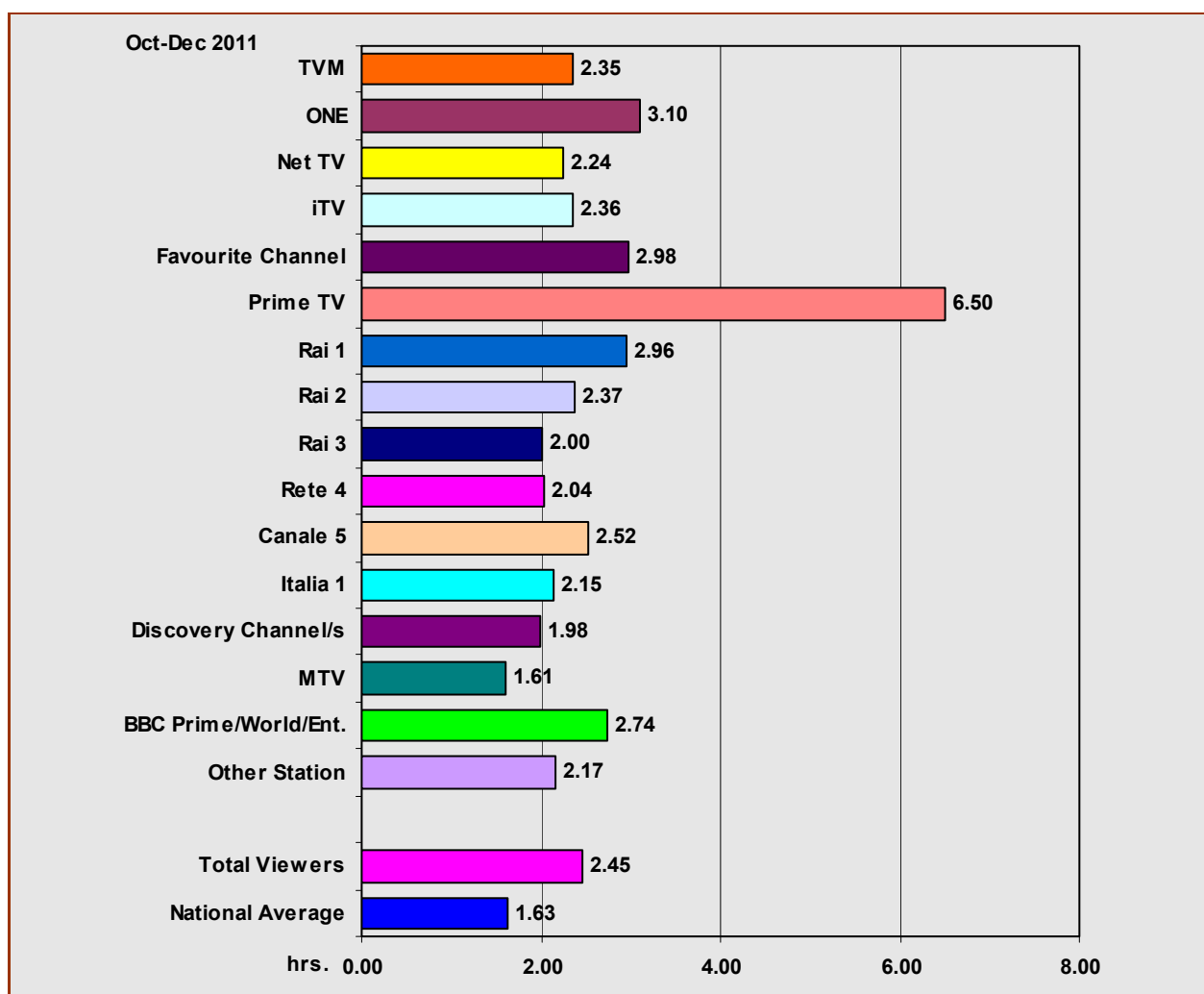


FIGURE 8.4: TV DAILY CONSUMPTION BY HOURS AND BY STATION [OCT/DEC 2011]

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

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

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	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	2.32	2.23	2.19	2.45
Total Population	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34	1.54	1.66	1.51	1.36	1.63

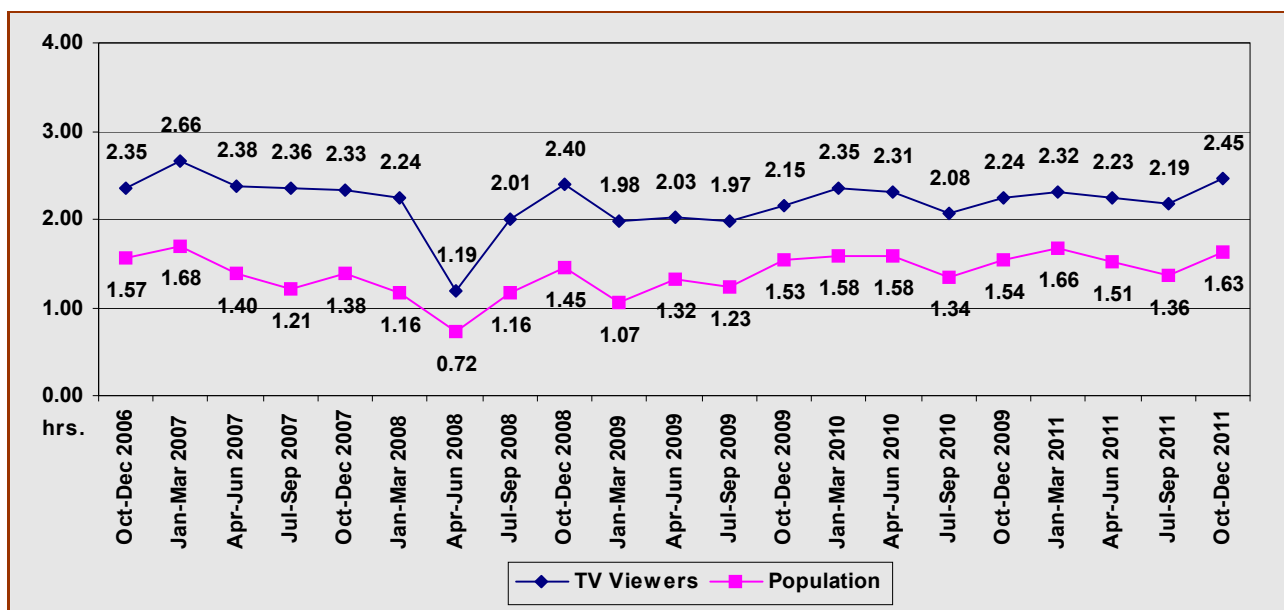


FIGURE 8.5: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – 2011]

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

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

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44	2.27	1.83	1.87	1.38	2.00	2.04	2.27	1.68	1.91	1.96	2.00	1.71	2.35
ONE	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10	2.78	2.63	2.56	2.40	2.69	3.06	2.74	2.66	2.87	3.08	3.47	3.00	3.10
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94	2.19	1.92	2.51	2.04	2.37	2.58	2.21	2.16	2.25	2.54	2.07	2.26	2.24
Smash TV	1.00	1.00	1.19	2.0	0.93	0.80	1.83	1.93	4.50	1.88	1.42	2.01	1.14	1.74	1.27	1.70	1.00	2.58	2.12	2.75	
Education 22	2.75	0.00	0.00	0.00	1.00	0.50	2.63	0.00	0.00	0.00	7.00	0.00	1.53	0.00	2.06	1.47	0.00	0.00	2.12	1.63	
ITV				1.5	0.00	0.00	3.00	0.50	0.00	0.00	0.00	2.00	3.00	0.75	0.00	0.00	0.00	0.00	0.00	5.00	2.36
Family TV							3.14	2.69	2.50	2.56	2.67	-	-	-	-	-	-	-	-	-	
Favorite TV										2.88	1.50	3.22	1.93	2.82	1.54	1.75	1.98	3.62	0.85	1.74	2.98
Calypso Music TV														1.80	2.00	1.60	2.00	0.00	0.84	0.50	
Prime TV																					6.50
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65	2.06	1.63	1.95	1.89	2.06	2.41	2.21	1.78	2.19	1.97	2.04	2.13	2.96
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15	2.40	1.75	1.86	2.15	2.00	1.98	1.76	1.50	2.14	1.85	1.62	1.77	2.37
Rai 3	2.50	1.75	0.00	1.63	2.13	1.38	1.89	2.50	2.00	1.83	1.57	1.57	1.44	2.19	2.35	1.28	1.77	2.32	2.81	1.20	2.00
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39	2.19	1.74	2.02	2.21	1.92	2.15	2.19	2.06	2.49	1.60	2.01	2.04	2.04
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46	2.19	1.94	1.92	2.24	2.32	2.44	2.16	2.00	2.47	2.61	2.33	2.33	2.52
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13	2.01	2.06	2.02	1.73	1.77	2.21	1.90	2.28	2.29	1.93	2.08	2.54	2.15
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78	2.39	1.67	1.88	1.90	2.06	1.75	2.42	2.33	2.14	1.87	1.67	2.23	1.98
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30	1.67	0.92	1.84	1.17	1.45	1.62	1.10	1.54	0.92	2.34	2.33	1.64	1.08
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93	2.03	1.59	2.57	2.13									
BBC World	1.00	2.00	0.00	0.00	2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50	1.64	3.10	2.11	2.12	2.63	2.25	2.10	2.16	2.74
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54	2.71	2.02	2.05	2.18	2.23	2.30	2.43	2.15	2.28	2.74	2.12	2.19	2.17
TV Viewers [hrs]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31	2.08	2.24	2.32	2.23	2.19	2.45
Total Population [hrs]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34	1.54	1.66	1.51	1.36	1.63

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 and Figure 8.7. The same counts were then analysed by broadcasting station; the summary of which is listed in Table and Figure 8.8 below. Each station's data was then analysed by broadcasting station and is found in Part Two of this report.

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Table and Figure 8.9, Table and Figure 8.10 below, and Part Two of this report.

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

TABLE 017: WEIGHTED PUBLIC CONCERN: NOT BY TIME ENTERED BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTHS (continued)																										
	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
> 6:00	1.57	1.14	2.02	0.00	0.43	0.00	2.20	1.24	2.36	0.98	3.43	1.22	0.92	1.18	1.28	0.86	2.06	1.70	0.40	1.21	1.09	1.63	3.15	1.82	1.77	1.19
6:00-9:00	19.31	18.08	20.57	16.06	18.47	18.44	19.10	18.28	21.32	23.57	19.94	20.00	17.01	17.24	21.79	18.77	22.32	21.73	20.27	19.22	19.11	16.21	16.16	20.98	18.36	18.74
9:00-12:00	34.38	31.34	37.50	14.65	27.64	35.76	35.49	34.95	36.65	34.73	33.51	33.88	34.56	37.08	36.05	28.72	34.78	35.35	37.85	36.47	30.03	34.30	32.06	34.85	33.15	35.10
12:00-17:00	29.29	31.87	26.65	41.87	33.46	36.52	28.46	29.17	26.09	26.90	27.03	29.18	31.49	30.37	29.12	29.09	26.96	29.70	24.76	30.71	33.07	29.85	29.60	28.44	29.29	30.02
17:00-20:00	11.77	12.76	10.76	24.60	15.07	7.55	12.55	10.99	10.01	12.84	10.80	12.35	13.70	10.97	8.57	16.53	9.93	9.53	12.08	9.89	13.82	13.98	12.91	10.00	13.97	11.31
20:00-24:00	3.67	4.81	2.50	2.82	4.92	1.74	2.20	5.37	3.57	0.98	5.29	3.38	2.32	3.16	3.19	6.03	3.95	2.00	4.64	2.51	2.89	4.03	6.13	3.91	3.46	3.65
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

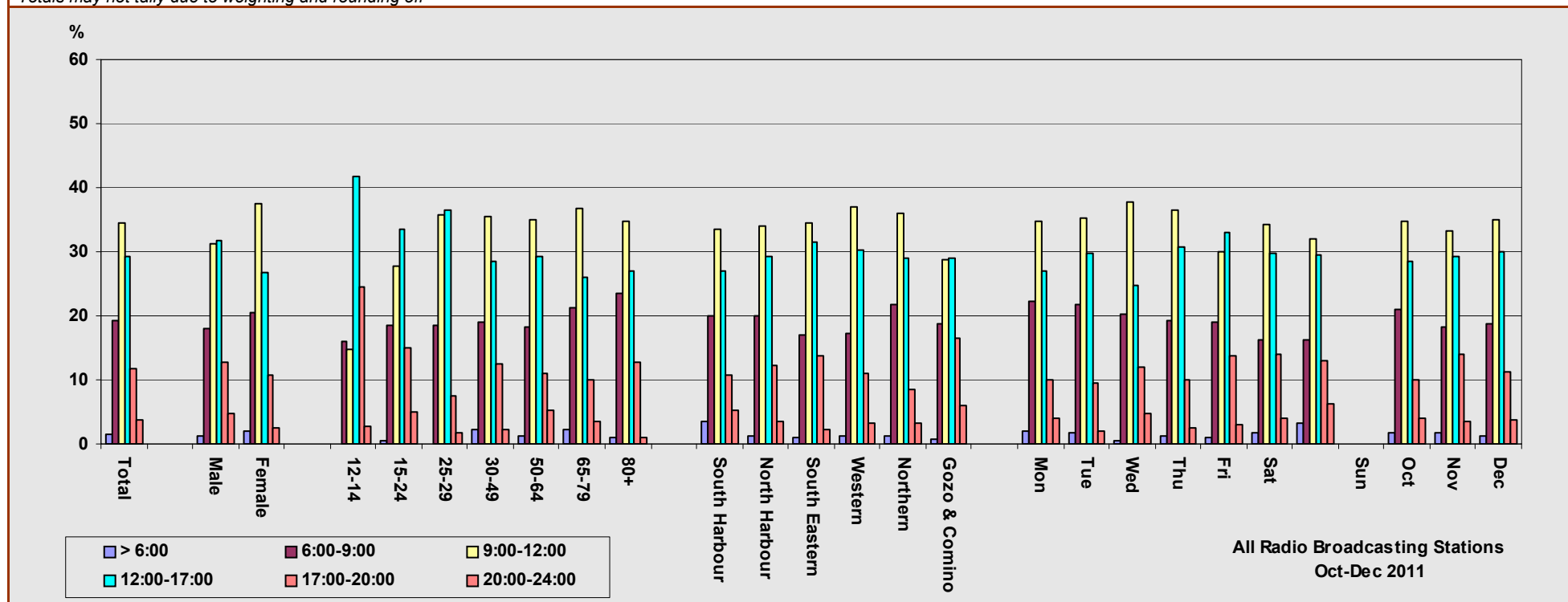


FIGURE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYD AND BY MONTH [OCT/DEC 2011]

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

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
Radju Malta	12.52	7.91	17.25	3.98	0.55	0.74	7.16	14.48	24.61	22.33	4.91	10.93	15.43	18.44	12.98	22.82		16.68	11.92	9.61	11.82	12.64	12.41	11.92	8.18	12.46	16.30
Magic Radio	4.49	3.62	5.38	1.95	4.48	7.67	8.86	3.51	0.20	0.00	6.13	5.23	0.96	6.36	4.32	0.80		2.29	5.04	6.29	2.94	0.88	4.72	11.03	4.51	5.83	3.26
ONE Radio	18.86	19.29	18.41	2.23	7.66	0.00	7.21	27.31	31.75	31.62	22.62	21.55	17.01	16.80	11.43	20.79		20.44	18.24	13.59	15.87	22.32	21.43	18.83	20.10	16.67	19.76
Radio 101	5.54	5.43	5.65	20.08	0.63	7.71	3.04	7.00	6.94	7.41	2.32	3.69	7.08	5.17	6.62	20.13		1.43	13.19	6.65	2.34	2.99	4.47	9.31	7.19	5.75	3.94
Bay Radio	14.03	16.67	11.32	35.93	50.03	29.79	22.48	1.54	0.00	0.00	16.10	11.76	12.03	20.00	15.08	7.70		13.99	7.47	25.28	22.75	7.10	13.31	8.69	13.87	18.39	10.24
Calypso Radio	14.99	17.56	12.35	12.57	6.15	7.33	12.33	26.45	10.77	0.00	13.69	19.29	15.48	9.08	16.20	6.02		12.40	7.17	18.99	15.04	17.71	17.16	16.46	16.09	12.28	16.49
RTK	8.43	4.67	12.29	0.00	0.70	0.00	8.96	9.06	10.89	24.39	6.77	8.28	8.70	10.62	8.54	8.48		10.81	10.83	4.94	6.45	11.00	8.31	5.55	5.88	10.44	8.81
Smash Radio	4.15	6.30	1.94	0.99	3.04	5.10	11.83	0.73	0.00	0.00	3.16	3.23	9.53	2.52	3.04	4.02		4.16	7.20	0.12	6.31	3.93	5.80	0.34	2.96	4.11	5.21
Radju Marija	4.79	3.65	5.97	3.70	0.00	6.19	1.13	6.87	7.73	11.30	7.24	3.56	5.71	2.87	5.39	3.88		5.60	3.69	4.21	2.42	4.25	8.15	4.43	6.17	3.34	4.92
Campus FM	1.08	0.86	1.30	0.00	0.78	0.00	1.09	1.06	1.32	2.95	1.14	1.51	0.48	0.92	1.34	0.00		0.50	0.44	1.46	2.64	2.26	0.20	0.00	0.52	1.69	1.00
Vibe FM	4.35	5.15	3.54	18.57	16.30	18.53	4.67	0.00	0.43	0.00	6.47	3.33	5.12	1.20	7.63	0.00		4.94	5.14	3.29	2.60	9.06	0.99	4.63	6.53	2.19	4.45
XFM	1.70	1.51	1.90	0.00	3.04	7.18	3.32	0.00	0.43	0.00	1.06	2.41	0.83	2.76	1.66	0.00		1.76	1.36	0.84	0.95	1.81	1.54	4.06	2.31	1.19	1.66
Community Stations	2.58	3.35	1.80	0.00	3.91	8.96	4.63	1.39	0.00	0.00	4.73	4.27	1.17	0.70	0.00	1.39		0.37	8.19	3.49	3.75	0.30	1.07	1.50	3.97	0.80	2.99
Foreign &/ Other Station	2.49	4.04	0.89	0.00	2.74	0.81	3.31	0.60	4.93	0.00	3.66	0.96	0.46	2.56	5.77	3.98		4.64	0.11	1.25	4.13	3.77	0.43	3.24	1.74	4.86	0.98
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

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

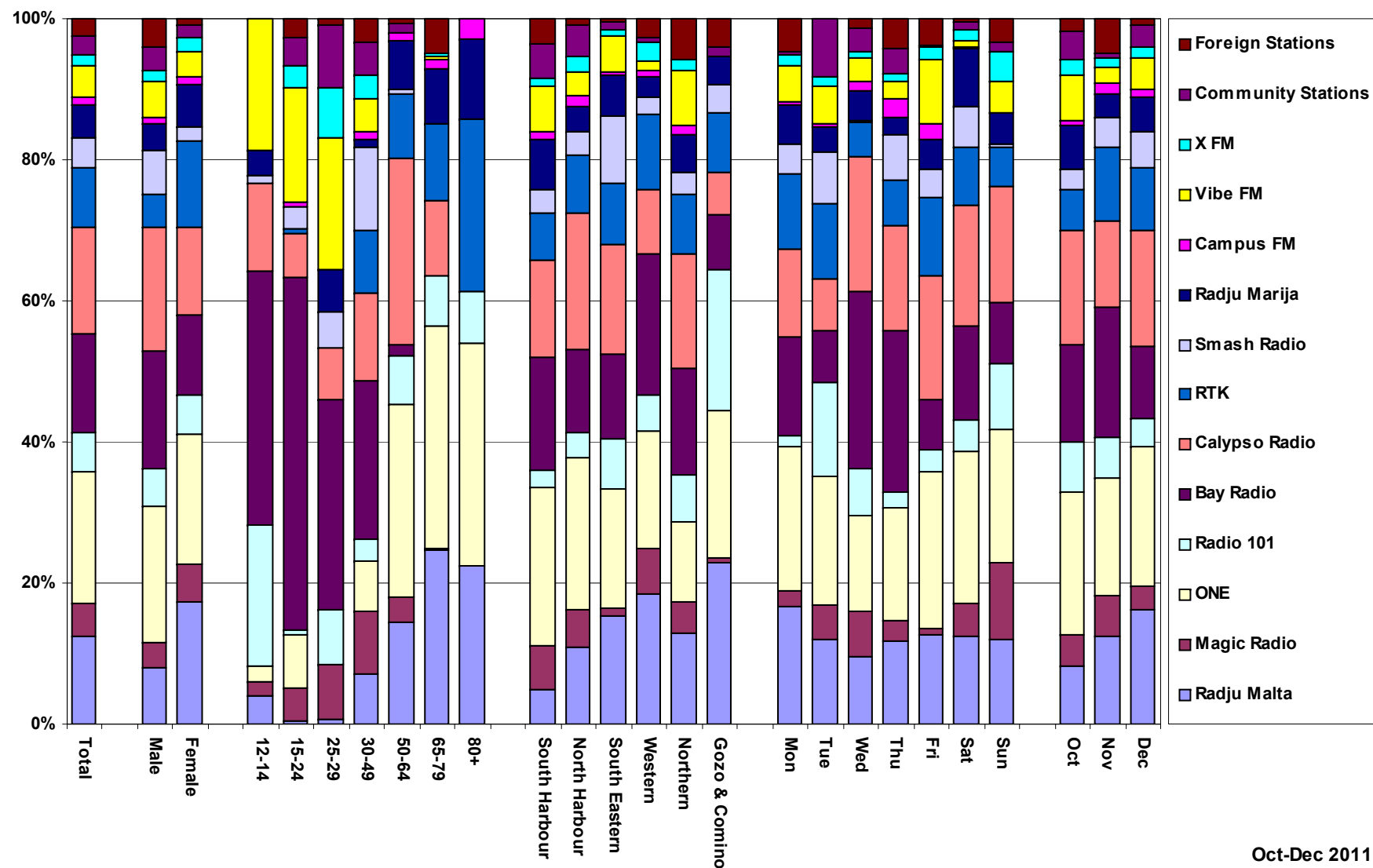


FIGURE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2011]

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

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec
>12:00	4.81	3.53	5.84	4.44	3.27	4.62	4.32	5.72	4.82	6.44	3.70	5.76	3.16	4.30	5.28	6.93	6.43	2.98	4.45	5.01	1.64	4.75	7.53	3.35	6.90	4.26
12:00-19:00	24.40	16.89	30.50	25.66	21.27	20.32	19.57	26.36	30.00	32.25	25.19	23.78	25.33	22.84	27.16	18.09	28.11	20.98	16.88	25.71	20.36	24.93	30.96	22.76	19.13	29.66
19:00-20:30	23.32	25.35	21.67	18.44	20.45	22.18	24.21	23.76	24.02	25.83	24.45	22.03	22.75	23.70	23.73	25.67	23.67	25.62	26.74	24.81	19.20	21.25	21.95	22.58	23.16	23.98
20:30-22:00	31.88	36.05	28.50	41.11	37.06	30.96	35.50	29.46	26.29	25.49	31.71	31.89	34.02	33.17	27.83	36.46	28.90	36.06	37.23	30.56	35.07	30.21	27.23	33.71	34.86	28.25
22:00-24:00	15.59	18.17	13.50	10.34	17.95	21.91	16.39	14.70	14.87	9.99	14.96	16.54	14.74	15.98	15.99	12.85	12.88	14.36	14.69	13.91	23.73	18.85	12.34	17.60	15.95	13.84
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

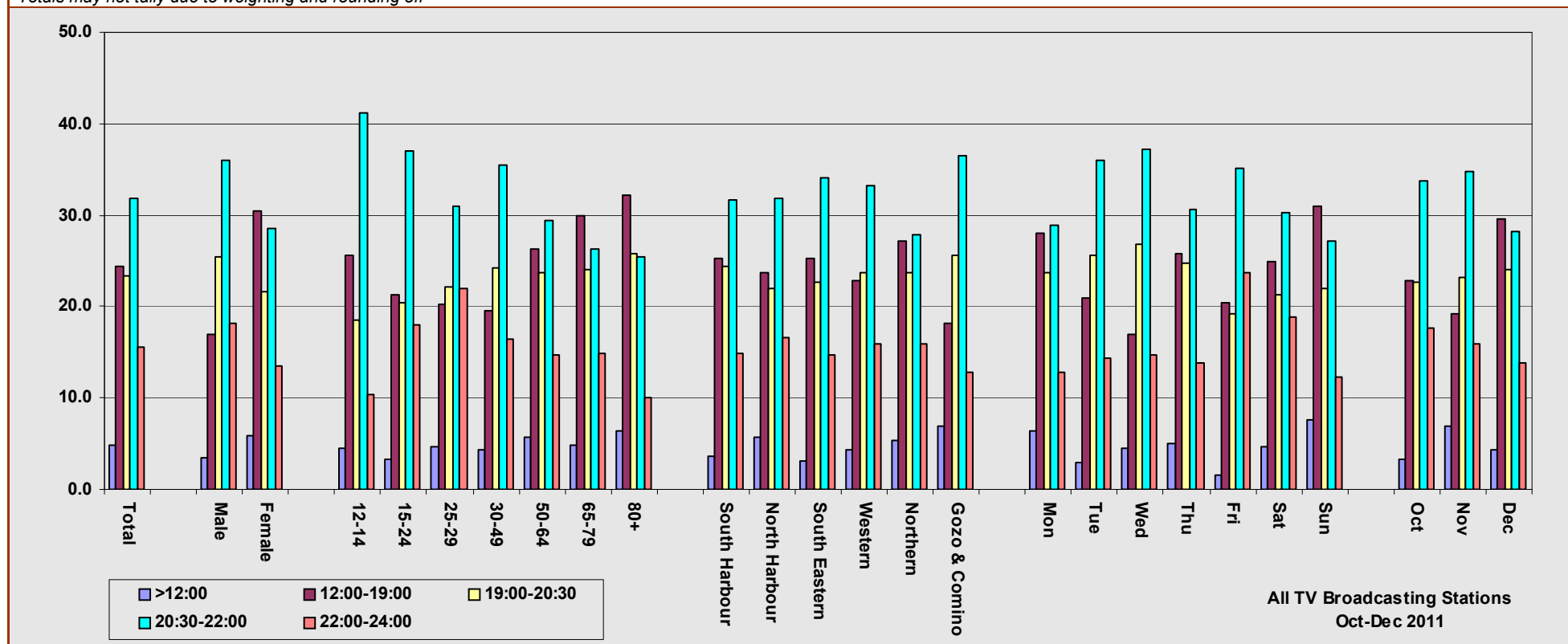


FIGURE 8.9 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT/DEC 2011]

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

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
TVM	36.96	35.80	37.90	35.32	38.46	32.23	42.32	38.45	27.77	32.80	26.25	34.70	39.84	46.50	40.40	44.51	39.34	36.98	30.79	32.82	45.44	31.04	41.55	30.29	46.36	34.61	
One	20.82	17.05	23.88	15.21	11.27	8.41	14.83	26.75	29.05	32.74	32.51	21.35	26.99	11.44	11.37	14.81	19.87	20.48	16.90	28.98	17.73	20.42	19.90	18.49	16.97	25.50	
Net TV	6.39	6.16	6.58	13.25	4.19	1.06	4.07	5.63	12.61	6.50	8.08	4.62	5.87	5.30	7.74	9.61	2.94	5.03	13.67	5.06	6.00	5.37	8.30	9.93	2.70	6.64	
iTV	0.15	0.33	0.00	0.00	0.00	0.00	0.39	0.14	0.00	0.00	0.00	0.13	0.00	0.00	0.62	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	
Favorite Channel	0.94	1.32	0.64	0.00	0.00	3.88	1.71	0.69	0.32	0.00	0.30	0.20	0.62	0.00	4.18	0.00	2.74	0.37	0.26	0.15	1.47	0.00	1.33	2.02	0.49	0.51	
Prime TV	0.20	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.00	0.00	1.56	0.00	0.00	0.68	0.00	0.00	
Rai 1	4.92	4.20	5.51	0.00	1.39	1.85	4.40	4.31	10.57	7.64	2.13	5.55	4.04	5.87	6.86	4.77	5.73	1.48	5.80	6.72	5.16	5.17	4.43	4.88	5.47	4.52	
Rai 2	1.61	3.14	0.36	0.77	0.87	0.00	3.72	0.59	1.47	0.00	2.21	1.91	1.16	1.13	0.82	2.57	0.96	1.48	3.73	1.70	1.17	1.54	1.12	1.05	0.42	2.93	
Rai 3	0.05	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	
Rete 4	1.09	0.87	1.27	0.00	1.38	0.00	0.65	1.10	2.11	1.46	2.31	1.05	2.38	0.00	0.00	0.00	0.91	2.62	0.48	0.44	0.38	1.86	0.87	2.27	1.04	0.27	
Canale 5	4.85	2.36	6.88	0.00	3.66	15.31	5.33	5.85	2.06	0.91	6.59	5.35	5.57	3.27	3.39	2.89	6.87	5.06	5.13	3.55	4.12	8.42	1.04	6.96	4.37	3.67	
Italia 1	4.70	7.90	2.11	9.52	16.22	16.50	4.99	0.51	0.00	0.71	7.47	4.23	2.70	6.50	3.66	2.60	3.22	4.61	7.91	2.18	4.03	5.20	6.51	5.36	4.56	4.34	
Discovery Channel	3.72	6.61	1.37	5.45	8.89	7.02	3.88	2.26	1.14	3.95	2.30	3.93	2.95	3.69	4.42	6.86	2.07	6.69	4.48	2.17	3.73	2.62	4.60	1.57	5.74	3.75	
MTV	0.43	0.58	0.32	1.00	3.21	0.00	0.00	0.09	0.00	0.00	0.84	0.77	0.00	0.34	0.00	0.00	0.27	0.39	0.23	1.76	0.29	0.00	0.00	0.32	0.09	0.79	
BBC Prime/World/Ent	1.76	1.56	1.93	0.00	0.75	0.00	1.28	2.15	1.98	8.89	2.34	2.52	0.38	1.69	1.28	0.96	4.33	1.07	0.90	1.22	0.21	4.21	0.00	3.21	1.40	0.98	
Other TV station	11.39	12.00	10.90	19.47	9.71	13.74	12.43	11.48	9.49	4.39	6.66	13.70	7.50	12.26	15.26	10.44	9.83	13.36	9.72	13.26	8.70	14.14	10.35	12.99	10.39	10.99	
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Totals may not tally due to weighting and rounding off

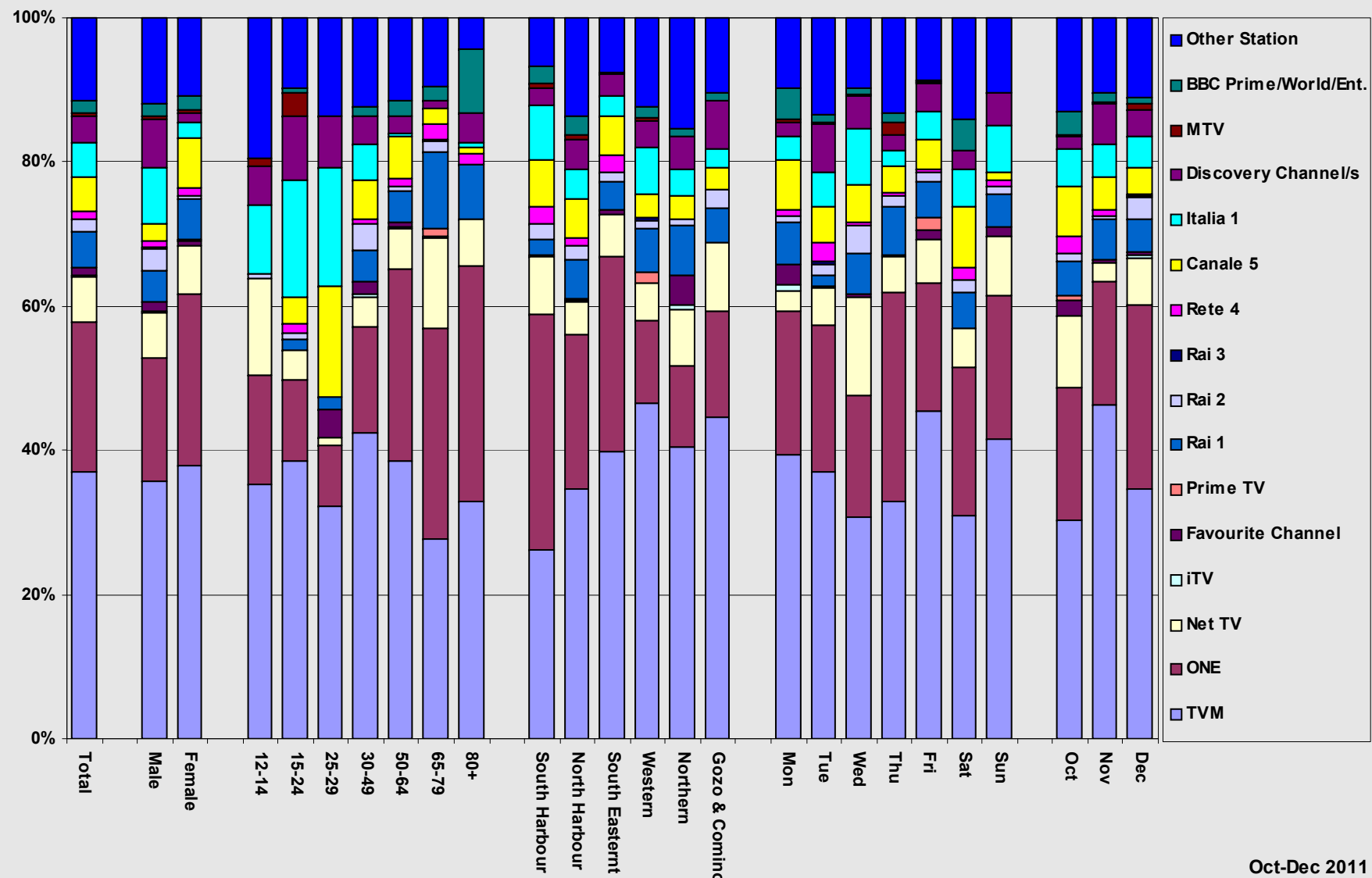


FIGURE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT/DEC 2011]

8.5 What 12-14 year olds are viewing?

Interesting to note is the spread of TV viewing of 12-14 years olds – this is dispersed amongst all the brackets with the viewing of “Other Stations” amounting to 53.75% of all foreign stations viewed by this group; the viewing of total local stations amounted to 63.78%; while the total viewing foreign stations by 12-14 year olds amounted to 36.66% [see Table 8.9 and 8.10 above]. Analyzed by weekday, viewing was consistent throughout the whole week with increasing percentages for Saturdays [16.51%] and Sundays [28.81%] while Fridays attracted the lowest percentage [5.85%] – see Table and Figure 8.11 below. During this period viewings was exceptionally high at just the pre and post the watershed throughout the whole week from 20:30 to 22:00; while an average of 10.34% watched television after 10:00pm with the highest amounts being on Saturdays at 25.73%.

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

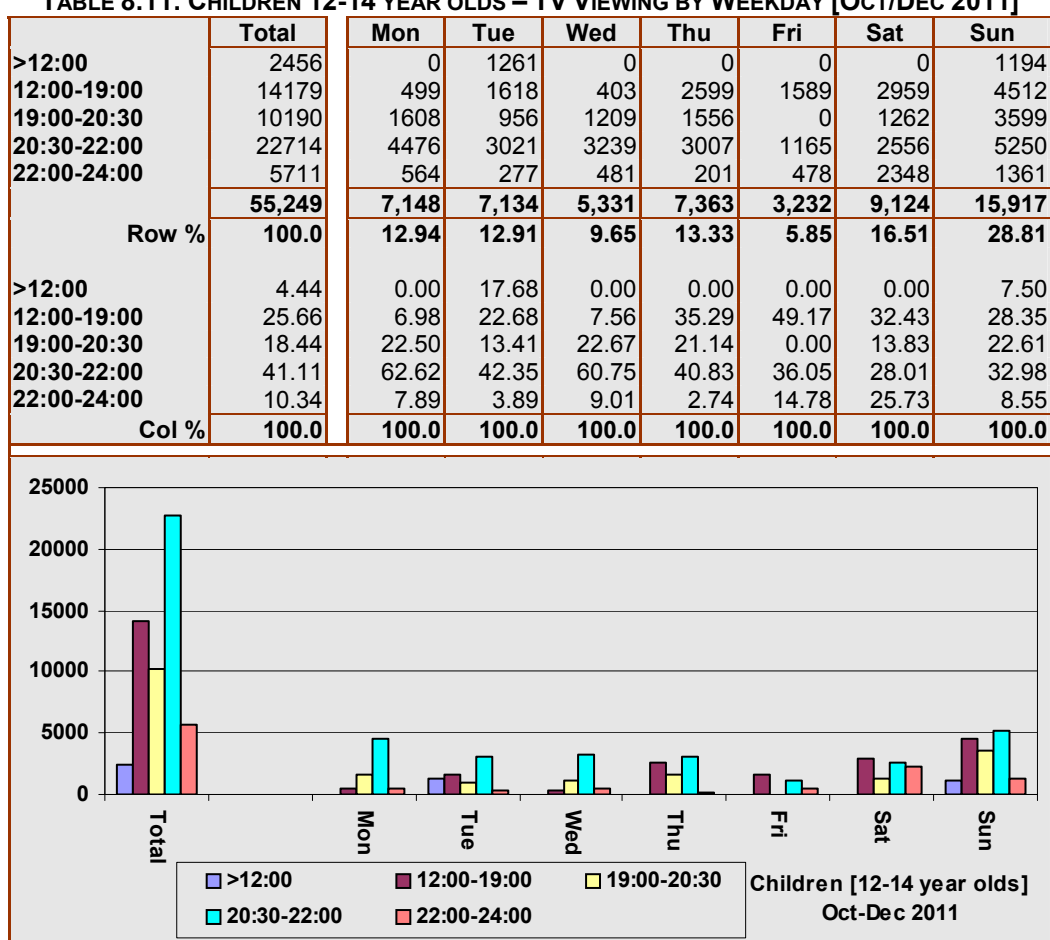


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [OCT/DEC 2011]

Analyzed by broadcasting station, TVM was the most watched channel by 12-14 year olds, followed by ONE and Net TV with all three stations being closely followed post the watershed – see Table and Figure 8.12 below. Disney Channel was the foreign station that was mostly followed during the day and early afternoon; this was followed by the Italia 1 and the Discovery channel/s.

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

	Total	TVM	ONE	NetTV	Rai 2	Italia 1	Discovery Channel/s	MTV	Disney Channel	EI Entertainment	Food Network	GO Sports/Stars	National Geographic	TLC
>12:00	2,456	0	0	0	0	0	0	0	2,456	0	0	0	0	0
12:00-19:00	10,122	2,110	667	1,280	427	2,687	1,399	0	2,825	806	360	1,619	0	0
19:00-20:30	3,155	3,552	2,211	1,272	0	1,111	519	0	895	0	0	0	629	0
20:30-22:00	4,001	10,740	4,164	3,809	0	1,464	1,093	277	479	0	0	0	210	478
22:00-24:00	277	3,113	1,361	958	0	0	0	277	0	0	0	0	0	0
	20,011	19,515	8,403	7,320	427	5,261	3,011	555	6,655	806	360	1,619	839	478
		Local			Foreign				Foreign "Other Stations"					

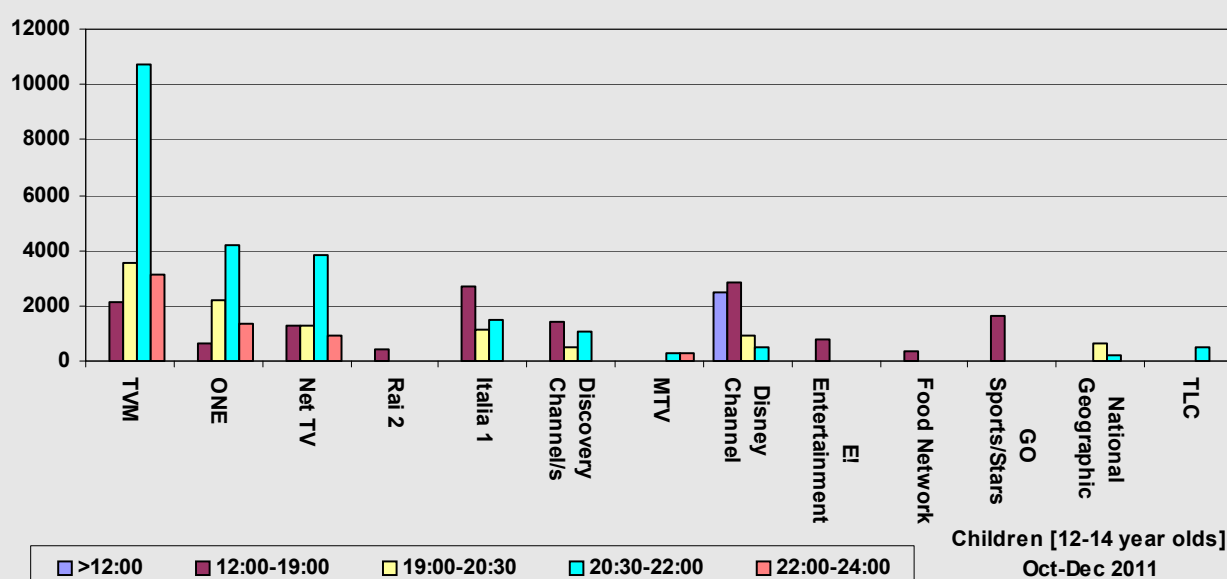


FIGURE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [OCT/DEC 2011]

Analysed by time slot, no 12-14 year olds were registered as televiewers before 07:00am and the stations mostly followed by noon was Disney Channel. Audiences started to peak at around 3:00pm with a more range of foreign stations. However, audiences peaked more at 8:00pm with the highest being registered for TVM at 9:00pm – see Table and Figure 8.13 below.

It is also clear that during this period a less amount of broadcasting stations were watched than in the periovious quarter of July-September when a wider range of broadcasting stations were watched.

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

	TVM	ONE	NetTV	Rai 2	Italia 1	Discovery Channel/s	MTV	Disney Channel	E! Entertainment	Food Network	GO Sports/Stars	National Geographic	TLC	Total
7:00	0	0	0	0	0	0	0	239	0	0	0	0	0	239
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9:00	0	0	0	0	0	0	0	180	0	0	0	0	0	180
9:30	0	0	0	0	0	0	0	360	0	0	0	0	0	360
10:00	0	0	0	0	0	0	0	419	0	0	0	0	0	419
10:30	0	0	0	0	0	0	0	419	0	0	0	0	0	419
11:00	0	0	0	0	0	0	0	419	0	0	0	0	0	419
11:30	0	0	0	0	0	0	0	419	0	0	0	0	0	419
Noon	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1:00	213	0	0	0	0	0	0	180	0	0	0	0	0	394
1:30	213	0	0	0	0	0	0	180	0	0	0	0	0	394
2:00	213	213	0	0	233	0	0	180	0	0	405	0	0	1,244
2:30	213	213	0	0	233	0	0	180	0	0	405	0	0	1,244
3:00	213	0	0	0	233	210	0	623	201	0	405	0	0	1,884
3:30	213	0	0	0	233	210	0	413	201	0	405	0	0	1,675
4:00	213	0	213	0	233	287	0	378	201	0	0	0	0	1,525
4:30	213	0	213	0	233	287	0	239	201	0	0	0	0	1,386
5:00	0	0	213	0	413	203	0	213	0	0	0	0	0	1,042
5:30	0	0	213	0	413	203	0	0	0	0	0	0	0	829
6:00	201	0	213	213	233	0	0	239	0	180	0	0	0	1,280
6:30	201	240	213	213	233	0	0	0	0	180	0	0	0	1,281
7:00	604	479	213	0	233	0	0	139	0	0	0	0	0	1,668
7:30	604	239	213	0	233	0	0	139	0	0	0	210	0	1,638
7:45	604	239	213	0	233	0	0	139	0	0	0	210	0	1,638
8:00	1,739	1,254	632	0	413	519	0	479	0	0	0	210	0	5,247
8:30	3,614	1,703	1,252	0	413	519	0	479	0	0	0	210	0	8,190
9:00	4,140	1,493	1,279	0	616	287	139	0	0	0	0	0	239	8,192
9:30	2,986	967	1,279	0	436	287	139	0	0	0	0	0	239	6,332
10:00	1,289	681	479	0	0	0	139	0	0	0	0	0	0	2,587
10:30	1,002	681	479	0	0	0	139	0	0	0	0	0	0	2,301
11:00	411	0	0	0	0	0	0	0	0	0	0	0	0	411
11:30	411	0	0	0	0	0	0	0	0	0	0	0	0	411
Total	19,515	8,403	7,320	427	5,261	3,011	555	6,655	806	360	1,619	839	478	55,249

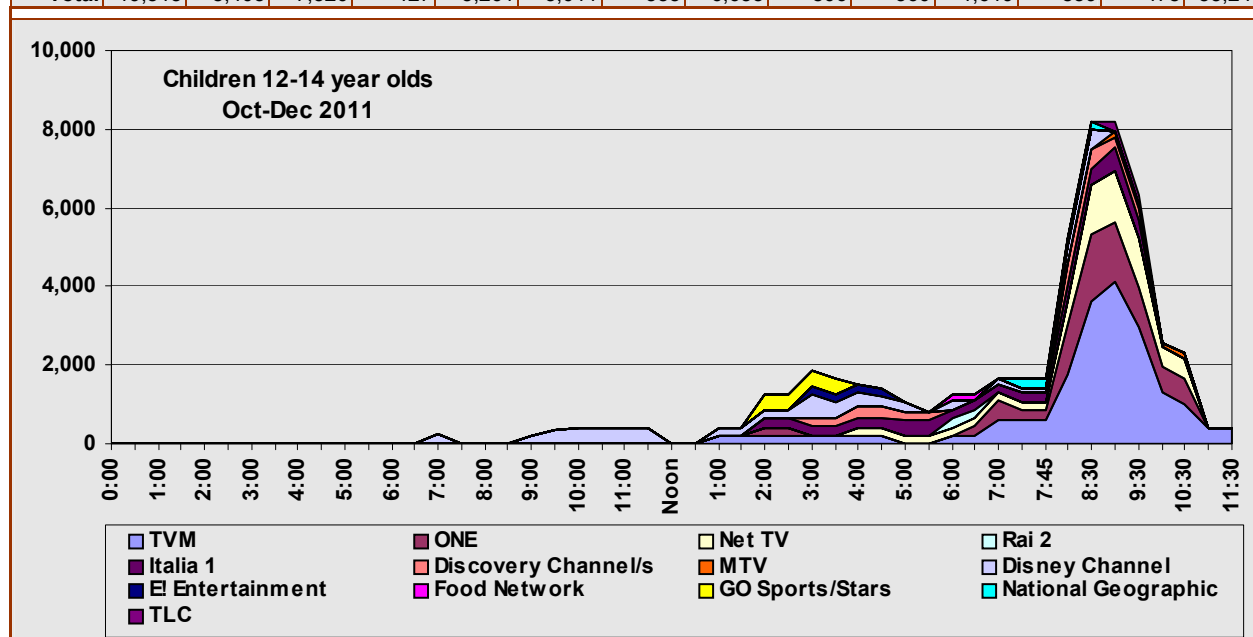


FIGURE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [OCT/DEC 2011]

9. TV PROGRAMME PREFERENCES

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

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

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

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

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

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

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

TABLE 9.1: FAVORITE PROGRAMMES BY QUARTER [OCT/DEC 2010-2011]

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

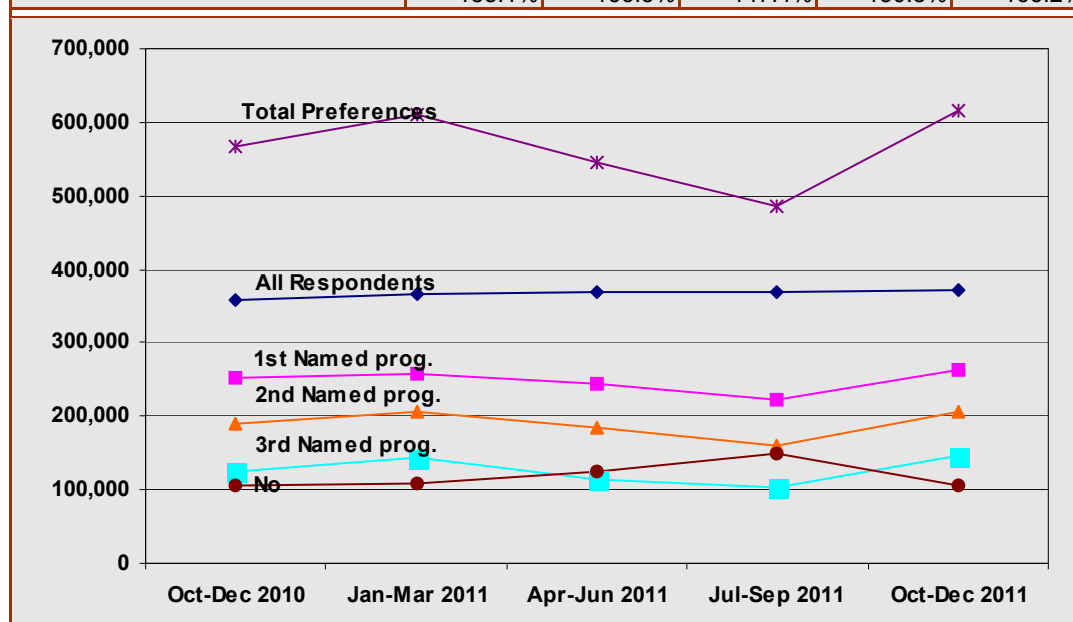


FIGURE 9.1: FAVOURITE PROGRAMMES BY QUARTER [OCT/DEC 2010-2011]

Over the past five quarters the percentage of consumers who were able to identify their most three favourite programmes have remained nearly within the same percentage levels respectively. However, although the number of consumers aged 12 and over has consistently increased from quarter to quarter by 11,815 from October-December 2010 to the same period in 2011, the total number of preferences of each quarter was not constant depicting a decrease in preferences during July-September 2011 while this assessment period registered the highest amount of preferences at 616,252 [166.2%]. The changes are mostly evident in those who stated that they do not watch TV [even if they may have watched television the day before]; those who stated that they do not watch local programmes; and in those who stated that they do not have any favourite programme – the group with the highest fluctuations.

TABLE 9.2: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT/DEC 2011]

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Population	Total															
All Respondents	370,812	183,574	187,238	19,545	58,917	24,216	110,834	92,026	52,793	12,482	73,448	109,055	54,962	51,941	53,306	28,100
Do not watch TV	25,638	14,760	10,878	593	4,057	1,959	6,124	6,118	5,258	1,528	6,275	5,117	3,764	3,197	4,921	2,364
Do not watch Local Prog.	80,746	45,607	35,139	3,266	15,448	6,937	24,626	17,688	9,485	3,297	15,249	25,915	12,415	11,606	10,734	4,827
No Favorite Programme	553	172	381	0	0	213	0	171	168	0	0	168	213	172	0	0
	106,937	60,539	46,398	3,859	19,505	9,109	30,750	23,978	14,911	4,825	21,525	31,199	16,393	14,974	15,655	7,191
1st Named programmes	263,875	123,036	140,840	15,686	39,412	15,107	80,084	68,048	37,881	7,657	51,923	77,856	38,569	36,967	37,651	20,909
	42.8%	44.5%	41.4%	39.6%	42.9%	42.1%	42.8%	41.7%	44.3%	56.9%	41.9%	43.1%	42.7%	44.5%	41.4%	44.3%
	100%	46.6%	53.4%	5.9%	14.9%	5.7%	30.3%	25.8%	14.4%	2.9%	19.7%	29.5%	14.6%	14.0%	14.3%	7.9%
2nd Named programmes	206,073	91,909	114,164	13,421	30,404	11,828	61,853	56,308	28,334	3,925	41,564	59,759	30,423	26,890	31,509	15,929
	33.4%	33.3%	33.6%	33.9%	33.1%	33.0%	33.1%	34.5%	33.2%	29.2%	33.5%	33.1%	33.6%	32.4%	34.6%	33.7%
	100%	44.6%	55.4%	6.5%	14.8%	5.7%	30.0%	27.3%	13.7%	1.9%	20.2%	29.0%	14.8%	13.0%	15.3%	7.7%
3rd Named programmes	146,304	61,308	84,995	10,515	22,060	8,919	45,015	38,678	19,241	1,874	30,524	43,021	21,432	19,175	21,777	10,374
	23.7%	22.2%	25.0%	26.5%	24.0%	24.9%	24.1%	23.7%	22.5%	13.9%	24.6%	23.8%	23.7%	23.1%	23.9%	22.0%
	100%	41.9%	58.1%	7.2%	15.1%	6.1%	30.8%	26.4%	13.2%	1.3%	20.9%	29.4%	14.6%	13.1%	14.9%	7.1%
Total	616,252	276,253	339,999	39,623	91,876	35,854	186,953	163,034	85,457	13,455	124,012	180,636	90,424	83,032	90,937	47,212
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	44.8%	55.2%	6.4%	14.9%	5.8%	30.3%	26.5%	13.9%	2.2%	20.1%	29.3%	14.7%	13.5%	14.8%	7.7%

[Count; Col %; Row %]

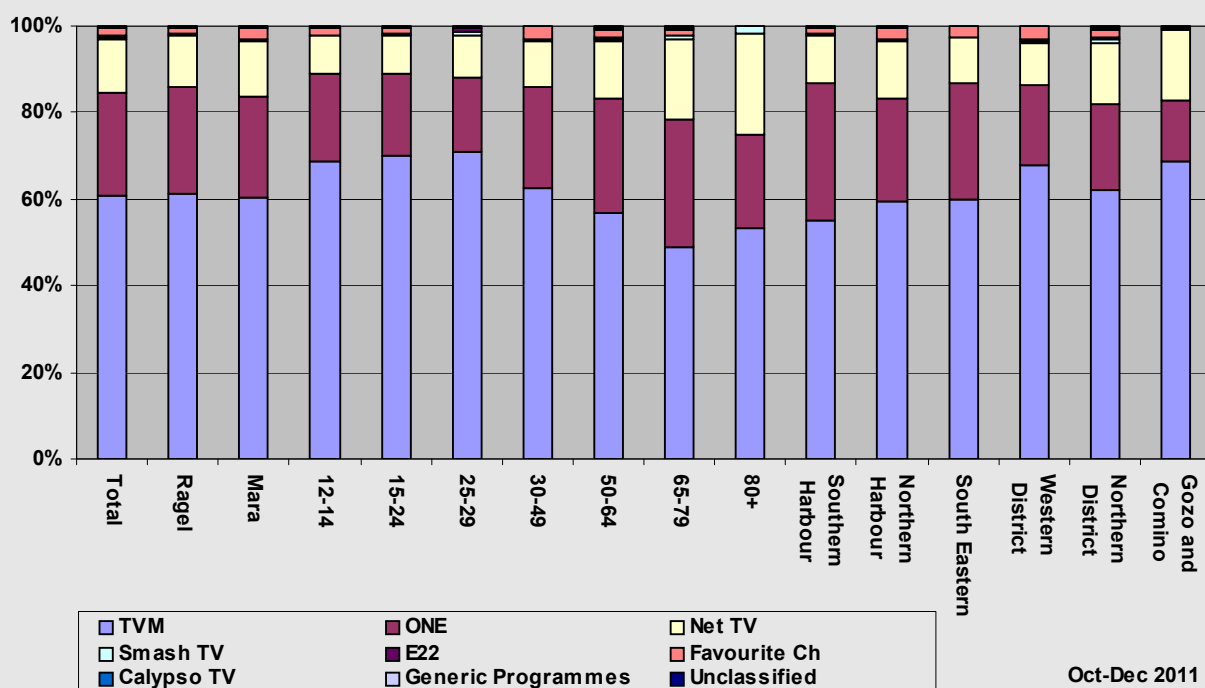
Totals may not tally due to weighting and rounding off

Out of all the programmes named, TVM got 60.91% of all counts, followed by ONE with 23.76% and Net TV with 12.32%; while 0.17% of all programmes named were unclassified and 0.19% were of a generic programme type – see Table and Figure 9.3 below.

**TABLE 9.3: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT/DEC 2011]**

Population	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	375,357	169,484	205,872	27,259	64,331	25,364	116,817	92,502	41,927	7,156	68,542	107,111	54,287	56,252	56,646	32,519
ONE	146,408	67,227	79,181	7,916	17,352	6,167	43,578	43,430	25,044	2,920	38,857	43,191	24,328	15,588	17,875	6,568
Net TV	75,915	32,977	42,939	3,550	8,280	3,570	20,104	21,403	15,869	3,140	14,124	24,039	9,372	8,052	12,724	7,606
Smash TV	1,858	840	1,018	0	0	203	233	635	548	239	430	341	0	181	906	0
Education 22	1,924	816	1,108	0	240	340	421	923	0	0	0	603	173	541	440	166
Favorite TV	12,196	3,858	8,339	718	1,434	210	5,437	2,934	1,463	0	1,477	4,756	2,091	2,237	1,469	166
Calypso TV	413	232	181	0	0	0	0	181	232	0	0	0	0	181	232	0
Generic Prog.	1,029	433	596	0	239	0	190	400	201	0	201	596	0	0	232	0
Unclassified	1,153	387	765	180	0	0	173	626	173	0	381	0	173	0	412	186
	616,252	276,253	339,999	39,623	91,876	35,854	186,953	163,034	85,457	13,455	124,012	180,636	90,424	83,032	90,937	47,212
%																
TVM	60.910	61.351	60.551	68.796	70.019	70.742	62.485	56.738	49.063	53.186	55.271	59.296	60.036	67.747	62.292	68.878
ONE	23.758	24.335	23.289	19.979	18.886	17.201	23.310	26.639	29.306	21.704	31.333	23.910	26.905	18.774	19.657	13.912
Net TV	12.319	11.937	12.629	8.959	9.012	9.958	10.754	13.128	18.569	23.334	11.389	13.308	10.364	9.697	13.992	16.110
Smash TV	0.301	0.304	0.299	0.000	0.000	0.566	0.124	0.390	0.641	1.776	0.347	0.189	0.000	0.218	0.997	0.000
Education 22	0.312	0.295	0.326	0.000	0.262	0.949	0.225	0.566	0.000	0.000	0.000	0.334	0.191	0.652	0.484	0.353
Favorite TV	1.979	1.396	2.453	1.812	1.561	0.585	2.908	1.800	1.712	0.000	1.191	2.633	2.312	2.694	1.615	0.353
Calypso TV	0.067	0.084	0.053	0.000	0.000	0.000	0.000	0.111	0.271	0.000	0.000	0.000	0.000	0.218	0.255	0.000
Unclassified	0.167	0.157	0.175	0.000	0.260	0.000	0.101	0.245	0.235	0.000	0.162	0.330	0.000	0.000	0.255	0.000
Generic Prog.	0.187	0.140	0.225	0.455	0.000	0.000	0.093	0.384	0.203	0.000	0.307	0.000	0.191	0.000	0.453	0.395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off



**FIGURE 9.3: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT/DEC 2011]**

Out of all the programmes identified by respondents, the most quoted was *Deceduti* with 12,541% of all replies; followed by *F'Salib it-Toroq* with 12.053%, and *Xarabank* with 9.271% - all broadcast on TVM at prime time. News on TVM ranked fifth; news on ONE ranked tenth; while news on Net TV ranked thirteenth.

Out of the ten most quoted programmes, six programmes were Drama [*Deceduti*, *F'Salib it-Toroq*; *Emilja*; *Simpatici*; *Xablott*; and *Dreams*] with 41.22% of all respondents; two Main News Bulletins [*TVM News* and *ONE News*] with 9.76%; one Discussion Programme [*Xarabank*] with 9.27%; and one Variety Programme [*Min lmissu*] with 4.41%.

While 13.07% of all males registered their interest in main news bulletins out of the ten most quoted programmes, females only registered 7.07% interest. On the other hand, 44.54% of all females registered a drama programme as their favourite programme as opposed to 37.13% of males who registered their interest for the same programme genre.

While the interest in drama is highest amongst the younger age groups [12-14: 52.54%; 15-24: 56.3%; 25-29: 48.15%], the interest in drama reduces drastically with age while interest in news is in reverse – the highest interest for news were those in the 80+ age group with 25.93% for the ten most quoted programmes [65-79: 12.14%; 50-64: 12.837%] reducing to 4.13% for 12-14 year olds.

		Total %	Males	Females	12-14	15-24	25-29	30-49	50-64	65-79	80+
Deceduti	TVM	12.541	13.925	11.417	25.567	25.334	18.439	12.252	7.927	1.287	2.535
F'Salib It-Toroq	TVM	12.053	9.912	13.793	4.642	11.273	13.851	11.396	12.941	15.021	13.941
Emilja	ONE	7.240	5.172	8.921	6.961	7.673	5.592	6.675	7.762	8.564	2.627
Simpatici	Net TV	3.336	2.644	3.898	2.162	2.257	2.855	2.309	4.229	5.327	6.237
Xablott	ONE	3.140	3.557	2.800	3.695	4.976	4.037	2.881	2.265	3.258	0.000
Dreams	TVM	2.908	1.918	3.712	9.509	4.788	3.379	2.768	1.447	0.769	2.591
		41.218	37.128	44.541	52.536	56.301	48.153	38.281	36.572	34.226	27.932
TVM News	TVM	7.020	9.078	5.348	3.170	3.876	9.484	5.932	9.117	7.704	18.620
ONE News	ONE	2.739	3.991	1.722	0.963	0.490	1.749	2.459	3.709	4.440	7.310
		9.759	13.069	7.070	4.134	4.366	11.233	8.391	12.825	12.144	25.930
Xarabank	TVM	9.271	9.572	9.027	5.233	8.198	11.411	11.806	8.281	8.383	5.209
Min lmissu	TVM	4.410	4.334	4.472	10.431	7.140	5.059	5.073	2.889	0.559	0.000

The first ten most quoted programmes analysed by broadcast time-bracker, by TV station, by gender, by age groups, and by districts are listed in Table 9.4 below where the percentage shown is in relation to the total responses received. Tables 9.5 to 9.14 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; 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: TEN MOST NAMED PROGRAMMES BY STATION AND BY TIME-BRACKETS:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT/DEC 2011]**

			Total n	Gender		Age Groups							District					
				Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
20:30-22:00	Deceduti	TVM	77,287	38,468	38,819	10,130	23,276	6,611	22,905	12,923	1,100	341	16,662	21,091	11,618	11,587	10,364	5,965
20:30-22:00	F'Salib It-Toroq	TVM	74,278	27,382	46,896	1,839	10,357	4,966	21,304	21,099	12,837	1,876	13,892	21,621	8,607	10,519	13,219	6,420
20:30-22:00	Xarabank	TVM	57,133	26,442	30,691	2,073	7,532	4,091	22,071	13,500	7,164	701	10,861	18,404	9,007	6,223	7,420	5,218
20:30-22:00	Emilja	ONE	44,618	14,288	30,330	2,758	7,050	2,005	12,478	12,655	7,318	353	10,650	13,719	6,308	5,308	6,613	2,020
19:00-20:30	TVM News	TVM	43,261	25,079	18,182	1,256	3,561	3,400	11,091	14,863	6,583	2,505	5,699	13,442	6,624	6,713	5,608	5,176
20:30-22:00	Min Imissu variety	TVM	27,179	11,973	15,206	4,133	6,560	1,814	9,484	4,711	478	0	5,180	7,320	4,274	4,793	4,697	915
20:30-22:00	Simpatichi	Net TV	20,557	7,304	13,253	857	2,073	1,024	4,317	6,895	4,552	839	3,828	6,289	2,912	2,531	3,237	1,761
20:30-22:00	Xablott	ONE	19,347	9,827	9,520	1,464	4,572	1,447	5,387	3,693	2,784	0	5,823	5,640	2,518	1,707	2,803	857
20:30-22:00	Dreams	TVM	17,920	5,300	12,620	3,768	4,399	1,211	5,176	2,359	657	349	3,780	4,464	2,543	3,596	2,223	1,314
19:00-20:30	ONE News	ONE	16,880	11,025	5,855	382	450	627	4,597	6,046	3,794	984	4,638	5,346	2,605	1,186	2,200	905
n			398,461	177,087	221,373	28,661	69,831	27,197	118,810	98,745	47,268	7,948	81,013	117,336	57,016	54,161	58,382	30,552
			%															
20:30-22:00	Deceduti	TVM	12.541	13.925	11.417	25.567	25.334	18.439	12.252	7.927	1.287	2.535	13.436	11.676	12.849	13.955	11.397	12.636
20:30-22:00	F'Salib It-Toroq	TVM	12.053	9.912	13.793	4.642	11.273	13.851	11.396	12.941	15.021	13.941	11.202	11.970	9.518	12.668	14.536	13.598
20:30-22:00	Xarabank	TVM	9.271	9.572	9.027	5.233	8.198	11.411	11.806	8.281	8.383	5.209	8.758	10.188	9.961	7.495	8.159	11.053
20:30-22:00	Emilja	ONE	7.240	5.172	8.921	6.961	7.673	5.592	6.675	7.762	8.564	2.627	8.588	7.595	6.976	6.392	7.272	4.279
19:00-20:30	TVM News	TVM	7.020	9.078	5.348	3.170	3.876	9.484	5.932	9.117	7.704	18.620	4.595	7.441	7.326	8.084	6.167	10.963
20:30-22:00	Min Imissu	TVM	4.410	4.334	4.472	10.431	7.140	5.059	5.073	2.889	0.559	0.000	4.177	4.052	4.727	5.772	5.165	1.939
20:30-22:00	Simpatichi	Net TV	3.336	2.644	3.898	2.162	2.257	2.855	2.309	4.229	5.327	6.237	3.087	3.481	3.220	3.048	3.560	3.729
20:30-22:00	Xablott	ONE	3.140	3.557	2.800	3.695	4.976	4.037	2.881	2.265	3.258	0.000	4.696	3.122	2.785	2.056	3.082	1.815
20:30-22:00	Dreams	TVM	2.908	1.918	3.712	9.509	4.788	3.379	2.768	1.447	0.769	2.591	3.048	2.472	2.812	4.330	2.444	2.784
19:00-20:30	ONE News	ONE	2.739	3.991	1.722	0.963	0.490	1.749	2.459	3.709	4.440	7.310	3.740	2.959	2.880	1.429	2.419	1.918
n			64.659	64.103	65.110	72.334	76.005	75.855	63.551	60.567	55.313	59.070	65.327	64.957	63.054	65.229	64.201	64.713
	All Replies [N]		616,252	276,253	339,999	39,623	91,876	35,854	186,953	163,034	85,457	13,455	124,012	180,636	90,424	83,032	90,937	47,212
	All Replies [%]		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off

APPENDIX A: QUESTIONNAIRE

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

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

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

} go to q2

} go to q6

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

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbierah għal mill-anqas 10 minuti? (Imminka waħda biss)	
TVM	☐ (1)
ONE	☐ (2)
Net TV	☐ (3)
Smash TV	☐ (4)
Education 22	☐ (5)
iTV	☐ (6)
Favorite TV	☐ (7)
Calypso TV	☐ (8)
Rai 1	☐ (9)
Rai 2	☐ (10)
Rai 3	☐ (11)
Rete 4	☐ (12)
Canale 5	☐ (13)
Italia 1	☐ (14)
Discovery Channel	☐ (15)
MTV	☐ (16)
BBC Prime / World / Ent	☐ (17)
Stazzjon ieħor (<i>Specifika</i>)	☐ (18)
M'hemmx stazzjon wiehed	☐ (20)
Ma niftakarx	☐ (21)
Ma rajtx televiżjoni	☐ (22)
Ma tax risposta	☐ (23)

} 3

} 4

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

} 6a

} 8

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

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

4. Liema huma l-aktar 3 programme favorite tiegħek fuq l-istazzjonijiet lokali tat-TV?	
Programm 1	_____
Programm 2	_____
Programm 3	_____
Ma narax TV	☐ (4)
Ma narax stazzjonijiet lokali	☐ (5)

6a. X'sistema' tar-radju għandek id-dar? (Immarka kull fejn japplika)	
FM	☐ (1)
Diġitali	☐ (2)
Oħrajn	☐ (3)
M'għandix radju d-dar	☐ (4)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

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

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

ONE Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Favorite TV

Calypso Music TV

Prime TV Shopping Channel
[1st August 2011]

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

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2011											
						Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
352/508	Radju Sokkors [Kercem, Gozo]	2 yrs	1-Mar-09	95.1	4/2.8	X	X	X	X	X	X	X	X	X	X	X	X
356/515	Radju Lehen il-Guzeppini [Ghaxaq]	2 yrs	2-Feb-09	89.1	9/9.8	X	X	X	X	X	X	X	X	X	X	X	X
357/507	Radju Prekursur [Xewkija, Gozo]	2 yrs	19-Feb-09	99.3	6/4.6	X	X	X	X	X	X	X	X	X	X	X	X
359/516	Lehen il-Belt Gorgjana [Qormi]	2 yrs	1-Mar-09	105.6	13/6.7	X	X	X	X	X	X	X	X	X	X	X	X
361/512	Energy FM [Fgura]	2 yrs	24-Mar-09	96.4	10/6	X	X	X	X	X	X	X	X	X	X	X	X
365/498	Radju Lehen il-Qala [Qala]	2 yrs	17-Feb-09	106.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
383/497	Radju Xeb-er-ras [Valletta]	2 yrs	25-Jul-09	90.8	6.5	X	X	X	X	X	X	X	X	X	X	X	X
384/509	BKR Radio 94.5FM [B'Kara]	2 yrs	1-Aug-09	94.5	7.4	X	X	X	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 yrs	8-Oct-09	91.3	12	X	X	X	X	X	X	X	X	X			
398/488	Bastjanizi FM [Qormi]	2 yrs	23-Nov-09	95	8.8	X	X	X	X	X	X	X	X	X	X	X	X
401	96.1 Vilhena FM	2 yrs	3-Dec-09	96.1	6.3	X	X	X	X	X	X	X	X	X	X	X	
406/511	Radju Hompesch [Zabbar]	2 yrs	20-Mar-10	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X
407	Radju Vilhena	2 yrs	14-Jan-10	106	5.6	X	X	X	X	X	X	X	X	X	X	X	X
411/517	Pure Gold Christian Radio [Qormi]	2 yrs	1-May-10	97.8	9.6	X	X	X	X	X	X	X	X	X	X	X	X
417	Lehen il-Belt Victoria [Victoria, Gozo]	2 yrs	25-Jun-10	104.0	4.3	X	X	X	X	X	X	X	X	X	X	X	X
421	Christian Light Radio [Naxxar]	2 yrs	17-Jun-10	105.4	4.6	X	X	X	X	X	X	X	X	X	X	X	X
425/510	Radio Galaxy [Hamrun]	2 yrs	14-Jun-10	105	9.1	X	X	X	X	X	X	X	X	X	X	X	X
435	Kottoner 98FM	2 yrs	29-Jul-10	98	9.9	X	X	X	X	X	X	X	X	X	X	X	X
439/503	Radio Scro Cuor [Fontana, Gozo]	2 yrs	15-Nov-10	105.2	7.2	X	X	X	X	X	X	X	X	X	X	X	X
441	Deejays Radio 95.6FM [San Gwann]	2 yrs	23-Nov-10	95.6	5.5	X	X	X	X	X	X	X	X	X	X	X	X
448	Radju Bambina	2 yrs	13-Dec-10	98.3	7.6	X	X	X	X	X	X	X	X	X	X	X	X
449/505	Radju Luminarja [Nadur, Gozo]	2 yrs	14-Dec-10	106.9	4.2	X	X	X	X	X	X	X	X	X	X	X	X
450/506	Radju Katidral [Victoria, Gozo]	2 yrs	1-Dec-10	90.9	2.8	X	X	X	X	X	X	X	X	X	X	X	X
451/514	Big FM [B'Kara]	2 yrs	1-Jan-11	107.1	8.9	X	X	X	X	X	X	X	X	X	X	X	X
452/513	Power FM [Paola]	2 yrs	1-Jan-11	90.4	5	X	X	X	X	X	X	X	X	X	X	X	X
518	Radju Vizitazzjoni [Gharb, Gozo]	2 yrs	12-Dec-10	92.4	2.8	X	X	X	X	X	X	X	X	X	X	X	X
519	Radju Santa Katarina [Zurrieq]	2 yrs	29-Jun-11	90.6	9.9						X	X	X	X	X	X	X
492	Radio City [Valletta]	2 yrs	2-Dec-11	107.6	11.6												X
496	La Salle FM [Vittoriosa]	2 yrs	1-Dec-11	99.4	6.5												X
453	2011 Circuit Assembly of Jehovah's Witnesses	2 dys	8-Jan-11	108	0.5	X											
468	2011 Zone Talk + Special Assembly of Jehovah's Witnesses	1 day each	8-29-May-11	108	0.5					X							
485	2011 District Conception of Jehovah's Witnesses	3 dys	9-Sep-11	108	0.5									X			
454	Trinitarji FM [Marsa]	1 mt	20-Apr-11	89.3	8.8				X								
463	Trinitarji FM [Marsa]	1 mt	20-May-11	89.3	8.8					X							
486	Trinitarji FM [Marsa]	1 mt	12-Sep-11	89.3	8.8									X			
461	Radju Lauretana [Ghajnsielem, Gozo]	1 mt	9-Apr-11	96.5	4.3				X								
470	Radju Lauretana [Ghajnsielem, Gozo]	17 dys	21-May-11	96.5	4.3					X							
479	Radju Lauretana [Ghajnsielem, Gozo]	30 dys	1-Aug-11	89.3	4.3								X				
490	Radju Lauretana [Ghajnsielem, Gozo]	1 mt	8-Dec-11	89.3	4.3												X
462	Radju Elenjai 95.8 [B'Kara]	1 mt	8-Apr-11	95.8	10.6				X								
475	Radju Elenjai 95.8 [B'Kara]	1 mt	22-Jul-11	95.8	10.6						X						
489	Radju Elenjai 95.8 [B'Kara]	1 mt	8-Dec-11	95.8	10.6												X
471	Radju Sant'Andrija [Luqa]	19 dys	15-Jun-11	88.4	9.4						X						
487	Radju Sant'Andrija [Luqa]	18 dys	16-Nov-11	88.4	9.4											X	
473	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 mt	25-Jun-11	101.4	8.5						X						
493	Lehen il-Karmelitani 101.4FM [Zurrieq]	1 mt	3-Dec-11	101.4	8.5												X
477	Radju Marija Assunta [Ghaxaq]	1 mt	16-Jul-11	98.9	9.1							X					
495	Radju Marija Assunta [Ghaxaq]	27 dys	12-Dec-11	98.9	9.1												X
478	Radju 15 ta' Awwissu [Qrendi]	25 dys	23-Jul-11	98.3	3.5								X				
491	Radju 15 ta' Awwissu [Qrendi]	1 mt	12-Dec-11	98.3	3.5												X
464	Radju Kazin Banda San Filep [Zebbug, Malta]	1 mt	12-May-11	106.3	7.6					X							
465	Radju La Valette [Valletta]	14 dys	11-Apr-11	95.3	6.3				X								
466	Radju Hal Tarxien [Tarxien]	15 dys	15-May-11	106.9	3.6					X							
467	Radio 12th May [Zebbug, Malta]	1 mt	13-May-11	96.5	7.9					X							
469	Radio Sacro Cuor Sliema [Sliema]	1 mt	5-Jun-11	94	8.5						X						
471	Radju Banda Fgura FM [Fgura]	29 dys	15-Jun-11	93.1	5.9						X						
474	Radju Margerita [Sannat, Gozo]	29 dys	28-Jun-11	96.1	6.9							X					
481	Radio Leonardo [Kirkop]	16 dys	8-Aug-11	105.2	4.9								X				
483	MMG FM [Zabbar]	1 mt	12-Aug-11	97.5	6.6								X				
484	Radju Maria Bambina 90.2FM [Mellieha]	1 mt	20-Aug-11	90.2	9.1								X				
494	Tal-Gilju FM [Mqabba]	10 dys	4-Dec-11	95.4	3.2												X

APPENDIX D: DEMOGRAPHIC LOCATIONS



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

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

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

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

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

RADIO AUDIENCES – MONDAY

	RADJU MALTA	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	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	1,656	0	0	0	0	0	0	0	0	0	0	369,156	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	1,291	0	0	0	0	0	0	0	0	369,521	370,812
4:30	0	0	0	0	0	1,291	0	0	0	0	0	0	0	0	369,521	370,812
5:00	0	1,234	1,237	0	2,581	1,291	0	1,502	0	0	0	0	0	0	362,967	370,812
5:30	0	2,472	5,082	0	2,581	1,291	0	1,502	0	0	0	0	0	0	357,884	370,812
6:00	2,491	1,238	7,387	1,200	2,581	6,894	2,434	1,502	0	0	1,651	0	0	1,656	341,780	370,812
6:30	2,491	1,234	7,387	1,200	4,182	6,894	2,434	1,502	1,024	0	1,651	0	0	1,656	339,158	370,812
7:00	5,187	1,601	14,984	1,200	10,978	5,454	2,482	1,502	3,458	0	0	1,601	0	1,656	320,708	370,812
7:30	3,949	1,601	13,482	1,200	6,306	5,454	3,708	3,209	3,458	0	0	1,601	0	1,656	325,188	370,812
8:00	11,339	1,354	13,951	1,200	6,306	7,017	6,377	2,698	3,458	0	1,661	1,287	0	1,656	312,507	370,812
8:30	11,339	1,354	13,951	2,400	7,068	5,817	4,942	2,698	3,458	0	1,661	0	0	1,656	314,468	370,812
9:00	14,383	1,354	15,151	1,200	6,083	8,509	7,947	1,707	5,246	0	7,353	0	0	1,656	300,225	370,812
9:30	14,383	1,354	16,376	1,200	6,083	8,509	7,531	1,707	4,012	0	7,353	0	0	1,656	300,649	370,812
10:00	14,383	2,378	14,127	1,200	7,533	9,966	8,555	3,357	2,657	0	5,692	2,861	0	1,656	296,447	370,812
10:30	14,383	2,378	14,127	1,200	7,533	9,966	8,555	3,357	2,657	0	5,263	2,861	0	1,656	296,876	370,812
11:00	14,383	1,354	12,669	0	7,533	5,151	9,745	4,859	2,657	0	2,738	2,861	0	1,656	305,205	370,812
11:30	14,383	1,354	13,693	0	7,533	5,151	9,745	4,859	3,682	0	2,738	2,861	0	1,656	303,157	370,812
NOON	10,089	0	10,224	0	2,581	3,917	5,975	1,502	3,458	0	0	1,200	1,458	1,656	328,753	370,812
0:30	10,089	0	9,200	0	4,845	3,917	4,741	2,525	3,458	0	0	1,200	0	1,656	329,181	370,812
1:00	7,397	0	8,000	1,225	3,868	3,917	3,717	1,502	4,916	0	1,498	1,707	0	1,656	331,409	370,812
1:30	7,397	0	8,000	1,225	3,868	3,917	3,717	1,502	3,682	0	1,498	0	0	1,656	334,349	370,812
2:00	6,065	0	2,460	0	5,366	1,436	3,717	1,502	1,024	1,524	1,238	0	0	1,656	344,825	370,812
2:30	6,065	2,264	2,460	0	5,366	1,436	3,717	1,502	1,024	1,524	1,238	0	0	1,656	342,560	370,812
3:00	6,065	0	5,351	0	5,366	3,152	3,717	1,502	1,234	1,524	1,439	0	0	1,656	339,805	370,812
3:30	6,065	0	5,351	0	5,366	3,152	3,717	1,502	1,234	1,524	1,439	0	0	1,656	339,805	370,812
4:00	2,960	0	5,351	0	5,529	3,152	3,717	1,502	1,234	0	1,439	0	0	1,656	344,272	370,812
4:30	2,960	0	5,351	0	5,529	3,152	3,717	0	1,234	0	1,439	0	0	1,656	345,774	370,812
5:00	2,960	0	3,916	0	6,884	3,174	3,783	0	1,234	0	2,677	0	0	1,656	344,529	370,812
5:30	2,960	1,661	3,916	0	6,810	3,174	3,783	0	2,434	0	2,677	0	0	1,656	341,742	370,812
6:00	2,960	1,661	1,024	0	5,993	1,458	0	0	2,434	0	1,439	1,287	0	1,656	350,899	370,812
6:30	2,960	0	1,024	0	7,655	1,458	1,200	0	2,434	0	1,439	0	0	1,656	350,987	370,812
7:00	1,234	0	2,891	0	1,661	1,458	3,671	0	1,200	0	1,439	0	0	1,656	355,602	370,812
7:30	1,234	0	4,327	0	1,661	1,458	0	0	0	0	0	0	0	1,656	360,476	370,812
8:00	0	0	2,891	0	1,661	2,893	0	0	0	0	0	0	0	1,656	361,710	370,812
8:30	0	0	2,891	0	1,661	2,893	0	0	0	0	0	0	0	1,656	361,710	370,812
9:00	0	0	0	0	1,661	2,893	1,291	0	0	0	0	0	0	1,656	363,310	370,812
9:30	0	0	0	0	1,661	2,893	1,291	0	0	0	0	0	0	1,656	363,310	370,812
10:00	0	0	0	0	0	1,436	1,291	0	0	0	0	0	0	1,656	366,429	370,812
10:30	0	0	0	0	0	1,436	0	0	0	0	0	0	1,024	1,656	366,696	370,812
11:00	0	0	0	0	0	1,436	0	0	0	0	0	0	1,024	0	368,352	370,812
11:30	0	0	0	0	0	1,436	0	0	0	0	1,287	0	1,024	0	367,065	370,812

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

RADIO AUDIENCES – TUESDAY

	RADJU MALTA	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	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
0:30	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
1:00	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
1:30	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
2:00	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
2:30	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
3:00	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
3:30	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
4:00	0	0	1,004	0	0	0	0	0	1,177	0	0	0	0	0	368,631	370,812
4:30	0	0	1,004	0	0	0	0	0	0	0	0	0	0	0	369,808	370,812
5:00	0	0	3,590	0	0	0	0	0	0	0	0	0	0	0	367,222	370,812
5:30	0	0	3,590	0	0	0	0	0	0	0	0	0	0	0	367,222	370,812
6:00	1,328	0	8,197	0	2,009	0	2,379	0	0	1,202	0	0	0	0	355,697	370,812
6:30	1,328	0	8,400	0	3,504	0	3,950	0	0	1,202	0	0	0	0	352,429	370,812
7:00	4,354	3,602	9,773	2,696	5,633	0	5,278	0	3,589	0	6,021	3,347	3,791	0	322,728	370,812
7:30	4,354	1,422	9,773	2,696	4,380	0	5,278	0	2,181	0	4,527	3,347	3,791	0	329,064	370,812
8:00	5,564	2,992	10,182	4,191	6,171	3,143	5,278	4,751	1,004	0	3,313	1,328	6,123	0	316,771	370,812
8:30	5,564	2,992	11,611	4,191	7,666	3,143	5,278	4,751	1,004	0	5,843	0	6,123	0	312,644	370,812
9:00	10,865	1,422	10,434	5,367	5,169	5,674	5,278	5,755	2,434	0	4,996	0	6,123	0	307,294	370,812
9:30	12,436	1,422	9,222	5,367	5,169	6,940	5,278	5,755	1,004	0	3,313	0	6,123	0	308,783	370,812
10:00	12,436	3,046	9,222	6,577	5,380	4,410	6,951	3,694	1,004	0	4,316	1,683	6,123	0	305,970	370,812
10:30	12,436	3,046	10,226	6,577	3,907	4,410	6,951	3,694	1,004	0	3,313	1,683	6,123	0	307,442	370,812
11:00	11,223	1,422	10,226	8,201	4,191	6,788	5,381	3,694	1,004	0	4,735	1,683	6,123	0	306,140	370,812
11:30	11,223	1,422	12,558	8,201	4,191	5,586	5,381	3,694	1,004	0	4,735	1,683	5,119	0	306,014	370,812
NOON	3,653	1,422	5,976	5,750	0	4,117	2,541	2,221	2,008	0	1,422	0	3,791	0	337,912	370,812
0:30	4,863	1,422	3,968	5,750	0	4,117	2,541	2,221	1,004	0	0	0	3,791	0	341,136	370,812
1:00	3,597	2,992	5,397	5,750	0	2,940	4,215	2,221	1,004	0	0	0	3,791	0	338,906	370,812
1:30	2,387	2,992	5,397	5,750	972	2,940	4,215	2,221	1,004	0	0	0	3,791	0	339,144	370,812
2:00	2,387	2,892	3,968	5,750	2,473	4,348	4,215	3,694	1,004	1,202	0	0	3,791	0	335,091	370,812
2:30	2,387	4,575	3,850	5,750	1,210	2,940	2,541	3,694	1,004	1,202	0	0	3,791	0	337,869	370,812
3:00	2,387	1,422	6,070	7,016	1,495	2,940	2,541	3,694	1,004	0	0	0	3,791	0	338,452	370,812
3:30	2,387	1,422	3,850	7,016	1,495	2,940	2,541	5,323	1,004	0	1,570	0	2,221	0	339,043	370,812
4:00	1,210	1,422	3,850	7,016	1,495	2,477	2,541	3,694	2,634	0	2,982	0	2,221	0	339,272	370,812
4:30	1,210	2,599	3,850	7,016	1,495	1,266	2,541	3,694	2,634	0	2,982	0	2,221	0	339,306	370,812
5:00	2,423	0	2,423	2,631	3,178	4,148	6,434	3,694	2,618	0	0	0	0	1,177	342,086	370,812
5:30	2,423	0	2,423	2,631	1,495	1,266	4,014	3,694	1,210	0	0	0	0	0	351,656	370,812
6:00	1,210	1,328	2,423	3,113	3,683	1,202	3,970	0	2,214	0	1,683	0	0	0	349,985	370,812
6:30	1,210	1,328	2,423	3,113	2,009	0	2,541	2,180	2,214	0	0	0	0	0	353,793	370,812
7:00	1,210	1,328	1,213	1,429	972	0	2,376	0	0	0	0	0	0	0	362,283	370,812
7:30	1,210	3,002	1,213	1,429	0	0	1,166	0	1,004	0	0	0	0	0	361,788	370,812
8:00	0	1,674	1,213	1,429	1,683	0	0	0	0	0	0	0	0	0	364,813	370,812
8:30	0	0	1,213	1,429	0	0	0	0	0	0	0	0	0	0	368,170	370,812
9:00	0	0	0	1,429	0	0	1,328	0	0	0	0	0	0	0	368,055	370,812
9:30	0	0	0	1,429	0	0	1,328	0	0	0	0	0	0	0	368,055	370,812
10:00	0	0	0	1,429	0	0	0	0	0	0	0	0	0	0	369,383	370,812
10:30	0	0	0	1,624	0	0	0	0	0	0	0	0	0	0	369,188	370,812
11:00	0	0	0	1,624	0	0	0	0	0	0	0	0	0	0	369,188	370,812
11:30	0	0	0	1,624	0	0	1,213	0	0	0	0	0	0	0	367,975	370,812

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

RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	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	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	1,585	0	0	0	0	0	369,227	370,812
4:00	0	0	0	0	0	0	0	0	1,585	0	0	0	0	0	369,227	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	1,013	0	0	0	0	0	0	0	0	0	0	0	369,799	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	1,221	0	1,213	0	6,037	2,876	0	0	1,225	0	4,072	0	0	0	354,168	370,812
6:30	2,234	0	1,213	1,213	6,563	2,876	0	0	1,225	0	2,637	0	0	1,639	351,213	370,812
7:00	3,215	5,593	5,086	0	8,601	6,741	1,639	0	1,187	0	1,213	1,699	0	1,644	334,195	370,812
7:30	4,475	5,593	5,086	0	10,403	6,741	0	1,269	1,187	0	2,911	1,699	0	1,644	329,803	370,812
8:00	5,330	1,340	7,323	2,554	8,172	13,665	0	0	4,098	0	1,213	1,340	2,028	0	323,750	370,812
8:30	5,330	1,340	7,323	4,060	7,634	16,122	1,013	0	2,876	0	1,213	1,340	2,028	0	320,532	370,812
9:00	7,741	2,527	7,323	6,472	10,421	19,241	3,938	0	1,689	0	1,585	0	2,028	0	307,846	370,812
9:30	7,741	2,527	7,323	6,472	10,421	16,355	5,126	0	1,689	0	1,585	0	2,028	0	309,545	370,812
10:00	7,741	3,868	7,323	7,659	12,054	17,368	6,404	0	1,689	0	1,689	0	2,028	0	302,989	370,812
10:30	7,741	3,868	7,323	7,659	12,054	17,368	6,404	0	1,689	0	1,689	0	2,028	0	302,989	370,812
11:00	7,741	2,680	9,877	4,929	13,830	14,738	6,404	0	2,670	0	1,689	0	2,028	0	304,227	370,812
11:30	7,741	2,680	11,516	4,929	13,563	14,738	6,404	0	2,670	0	1,689	0	2,028	0	302,855	370,812
NOON	4,051	1,340	6,310	1,187	10,395	4,095	1,278	0	4,359	0	0	0	2,028	0	335,769	370,812
0:30	2,409	1,340	6,310	1,187	10,395	4,095	1,278	0	2,670	0	0	0	2,028	0	339,100	370,812
1:00	1,221	1,340	4,671	1,187	10,496	2,826	0	0	0	0	0	0	2,028	0	347,043	370,812
1:30	1,224	1,340	4,671	1,187	10,496	2,826	0	0	0	0	0	0	2,028	0	347,040	370,812
2:00	1,443	1,340	3,447	1,187	10,444	2,826	0	0	0	0	2,597	0	2,028	0	345,499	370,812
2:30	1,443	1,340	3,447	1,187	7,583	2,826	0	0	0	0	0	0	2,028	0	350,958	370,812
3:00	1,443	1,340	3,447	1,187	9,353	2,826	0	0	0	1,689	0	0	2,028	0	347,499	370,812
3:30	1,443	1,340	3,447	1,187	7,654	2,826	0	0	0	1,689	0	0	0	0	351,226	370,812
4:00	1,443	3,039	3,447	1,421	7,654	2,826	1,224	0	0	1,689	1,424	1,340	1,483	0	343,822	370,812
4:30	1,443	1,340	3,447	1,421	11,052	2,826	1,224	0	0	1,689	1,424	1,340	1,483	0	342,123	370,812
5:00	1,443	4,105	3,447	1,213	8,372	4,166	1,213	0	0	1,689	1,424	0	1,483	0	342,258	370,812
5:30	1,443	3,693	4,635	0	9,597	4,166	1,213	0	0	1,689	1,424	0	1,483	0	341,470	370,812
6:00	0	3,254	3,413	1,221	11,763	3,413	4,193	0	1,224	1,689	1,424	0	0	0	339,218	370,812
6:30	0	0	1,213	1,221	6,483	4,426	2,554	0	1,224	1,689	1,424	0	0	0	350,578	370,812
7:00	0	0	1,213	1,221	3,398	1,013	0	0	1,224	1,689	0	0	0	0	361,054	370,812
7:30	0	0	1,213	1,221	1,699	1,013	0	0	1,224	0	0	0	0	0	364,442	370,812
8:00	2,499	0	1,213	1,221	0	0	0	0	1,224	0	0	0	0	2,028	362,628	370,812
8:30	1,278	0	1,213	1,221	0	0	0	0	1,224	0	0	0	0	2,028	363,849	370,812
9:00	1,278	1,221	1,213	1,221	0	0	0	0	1,224	0	0	0	0	2,028	362,628	370,812
9:30	1,278	1,221	1,213	1,221	0	0	0	0	1,224	0	0	0	0	2,028	362,628	370,812
10:00	1,278	1,221	0	0	1,699	0	0	0	0	0	0	0	0	0	366,614	370,812
10:30	1,278	1,221	0	0	1,699	0	0	0	0	0	0	0	0	0	366,614	370,812
11:00	1,278	1,221	0	0	1,699	0	0	0	0	0	0	0	0	0	366,614	370,812
11:30	1,278	1,221	0	0	1,699	0	0	0	0	0	0	0	0	0	366,614	370,812

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

RADIO AUDIENCES – THURSDAY

	RADJU MALTA	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	1,344	0	0	0	0	0	0	1,643	367,826	370,812
0:30	0	0	0	0	0	0	1,344	0	0	0	0	0	0	1,643	367,826	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	1,227	0	3,336	0	0	1,016	1,693	0	0	0	0	0	0	0	363,539	370,812
6:00	1,227	0	6,051	0	0	1,016	1,693	0	0	0	0	0	0	0	360,825	370,812
6:30	1,227	0	6,051	1,322	6,362	2,240	1,693	0	0	0	0	0	0	0	351,917	370,812
7:00	2,549	1,228	6,975	2,746	12,594	7,016	3,184	0	1,190	0	0	2,246	0	0	331,083	370,812
7:30	2,549	1,228	6,975	1,424	9,887	6,000	1,693	0	1,190	1,344	0	2,246	0	1,589	334,687	370,812
8:00	4,242	1,228	10,712	2,360	15,777	6,000	4,253	1,648	1,190	1,344	2,470	0	1,703	1,589	316,296	370,812
8:30	5,422	1,228	10,712	2,360	14,605	6,000	3,037	1,648	1,190	0	1,487	0	1,703	1,589	319,831	370,812
9:00	10,262	0	10,234	2,360	15,238	9,827	5,477	2,632	1,190	0	2,973	0	1,703	1,589	307,327	370,812
9:30	10,262	2,231	10,234	2,360	15,238	9,827	5,477	2,632	1,190	0	2,973	0	1,703	1,589	305,096	370,812
10:00	15,413	1,216	10,234	2,360	13,728	9,864	5,477	5,192	1,190	0	1,487	0	1,703	1,589	301,359	370,812
10:30	14,189	1,216	10,234	2,360	13,728	9,864	5,477	5,192	1,190	0	1,487	0	1,703	1,589	302,584	370,812
11:00	10,914	2,440	10,234	2,360	12,204	8,637	5,477	5,695	1,190	0	1,487	0	2,984	1,589	305,601	370,812
11:30	10,914	1,216	12,743	2,360	12,204	8,637	5,827	5,695	1,190	0	1,487	0	2,984	1,589	303,967	370,812
NOON	6,481	1,216	10,251	1,190	11,221	6,022	1,693	3,135	1,227	0	1,487	0	2,984	1,589	322,316	370,812
0:30	6,481	1,216	9,024	0	11,221	6,022	1,693	3,135	1,227	0	1,487	0	2,984	1,589	324,733	370,812
1:00	2,407	1,216	5,183	0	15,937	2,873	0	3,135	0	1,344	0	0	2,984	1,589	334,146	370,812
1:30	3,597	1,216	6,876	0	15,937	2,873	0	3,135	0	1,344	0	0	2,984	1,589	331,262	370,812
2:00	2,407	2,996	4,239	0	7,814	2,873	0	1,648	0	1,344	0	0	1,703	1,589	344,199	370,812
2:30	2,407	2,996	2,546	0	9,042	5,433	1,216	1,648	0	1,344	0	0	1,703	1,589	340,888	370,812
3:00	2,829	1,216	3,770	0	6,103	5,433	1,224	1,648	0	1,344	3,406	0	1,703	1,589	340,547	370,812
3:30	2,829	1,216	3,770	0	7,978	5,433	1,224	1,648	0	1,344	1,703	0	1,703	1,589	340,375	370,812
4:00	1,180	2,231	4,695	0	2,411	5,000	2,867	1,648	0	2,568	0	0	1,703	1,589	344,920	370,812
4:30	1,180	2,231	2,449	0	2,411	2,440	1,224	4,209	0	2,568	0	0	1,703	1,589	348,809	370,812
5:00	1,180	0	2,449	0	4,423	3,630	1,224	2,560	0	2,568	2,997	1,693	0	3,369	344,719	370,812
5:30	1,180	0	1,224	0	1,487	2,415	1,224	2,560	0	2,568	1,487	1,693	0	3,369	351,605	370,812
6:00	1,180	0	1,224	0	5,035	3,664	1,224	4,209	3,805	2,568	0	1,277	1,322	1,780	343,523	370,812
6:30	1,180	0	1,224	0	3,342	3,664	1,224	2,560	1,190	2,568	0	1,277	1,322	3,227	348,033	370,812
7:00	1,180	0	0	0	0	2,440	0	1,780	1,190	1,344	0	0	0	0	362,878	370,812
7:30	1,180	0	0	0	0	1,224	0	0	1,190	1,344	0	0	0	0	365,874	370,812
8:00	0	0	0	0	1,487	2,449	0	0	1,190	0	0	0	0	0	365,687	370,812
8:30	0	0	0	0	1,487	2,449	0	0	1,190	0	0	0	0	0	365,687	370,812
9:00	0	0	0	0	0	2,449	0	0	0	0	0	0	0	0	368,364	370,812
9:30	0	0	0	0	0	2,449	0	0	1,190	0	0	0	0	0	367,173	370,812
10:00	0	0	0	0	0	2,449	0	0	1,190	0	0	0	0	0	367,173	370,812
10:30	0	0	0	0	0	2,449	0	0	0	0	0	0	0	0	368,364	370,812
11:00	0	1,216	0	0	0	1,224	0	0	0	0	0	0	0	0	368,372	370,812
11:30	0	0	0	0	0	1,224	1,344	0	0	0	0	0	0	0	368,244	370,812

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

RADIO AUDIENCES – FRIDAY

	RADJU MALTA	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	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	1,607	0	0	0	0	0	0	0	369,205	370,812
5:30	0	1,482	4,025	0	0	1,201	1,607	0	2,959	0	0	0	0	0	359,538	370,812
6:00	1,612	1,482	6,073	0	1,253	2,459	2,658	0	2,959	0	0	0	0	0	352,317	370,812
6:30	1,612	1,661	8,434	965	2,915	2,459	4,653	1,612	1,662	0	1,462	0	0	0	343,378	370,812
7:00	0	2,863	9,896	965	4,213	11,153	3,862	1,612	1,662	0	3,457	1,607	0	0	329,523	370,812
7:30	1,257	0	13,759	0	2,411	9,409	5,343	1,612	1,662	0	3,457	2,204	0	0	329,697	370,812
8:00	3,683	0	12,509	0	3,716	9,952	4,347	3,201	1,662	0	6,313	2,204	0	1,201	322,025	370,812
8:30	3,683	0	12,509	0	2,315	9,952	7,005	3,201	3,279	0	4,901	0	0	1,201	322,767	370,812
9:00	7,530	1,661	13,666	2,566	4,309	8,695	8,206	4,760	3,279	0	3,230	1,459	0	1,201	310,249	370,812
9:30	7,530	0	13,666	2,566	2,991	8,695	8,206	4,760	3,279	0	3,230	0	0	1,201	314,688	370,812
10:00	8,849	0	13,666	2,566	996	8,695	8,206	4,760	3,279	1,398	3,230	0	0	1,201	313,966	370,812
10:30	7,530	0	13,666	2,566	996	8,695	8,206	4,760	3,279	1,398	3,230	0	0	1,201	315,285	370,812
11:00	6,273	0	12,552	3,771	2,250	8,695	9,203	4,760	4,483	1,398	5,225	0	0	2,808	309,396	370,812
11:30	6,273	0	15,750	3,771	996	8,695	9,203	4,760	4,483	1,398	5,225	0	0	2,808	307,452	370,812
NOON	8,629	0	17,585	4,577	996	8,651	5,524	996	2,959	1,398	6,784	0	0	2,808	309,907	370,812
0:30	7,632	0	14,970	4,577	996	8,651	3,862	996	2,959	1,398	6,784	0	0	2,808	315,180	370,812
1:00	4,851	0	9,950	965	996	7,654	2,200	996	0	2,655	6,248	0	0	1,201	333,097	370,812
1:30	4,851	0	8,746	0	996	7,654	2,200	996	0	2,655	4,789	0	0	1,201	336,724	370,812
2:00	7,664	0	7,075	0	3,423	9,315	2,200	0	0	2,655	4,714	0	0	1,201	332,565	370,812
2:30	7,664	0	6,078	0	2,459	9,315	2,200	0	0	2,655	4,714	0	0	1,201	334,526	370,812
3:00	6,407	0	4,615	0	4,403	6,486	2,200	0	0	1,398	4,714	0	0	1,201	339,389	370,812
3:30	6,407	0	4,615	0	996	6,486	2,200	0	0	1,398	4,714	0	0	2,813	341,183	370,812
4:00	6,603	0	5,612	0	2,743	6,486	3,449	0	1,297	0	6,376	1,607	0	1,201	335,438	370,812
4:30	6,603	0	5,612	0	996	6,486	3,449	0	1,297	0	4,714	0	0	1,201	340,454	370,812
5:00	6,410	0	5,612	2,712	6,809	5,023	3,449	0	0	1,201	1,559	1,607	0	0	336,430	370,812
5:30	6,410	1,201	4,419	2,712	6,809	5,023	3,449	0	0	1,201	1,559	1,607	0	0	336,421	370,812
6:00	4,841	0	1,994	0	7,165	5,023	3,449	0	1,193	1,201	1,559	5,270	1,747	0	337,370	370,812
6:30	3,844	0	1,994	0	7,165	5,023	3,449	0	2,394	1,201	1,559	3,811	1,747	1,419	337,205	370,812
7:00	1,419	0	1,994	0	996	5,023	996	2,512	0	0	1,559	0	0	1,419	354,893	370,812
7:30	1,419	0	1,994	0	996	2,819	996	0	0	0	1,484	0	0	1,419	359,685	370,812
8:00	1,419	0	1,994	0	0	1,201	996	0	0	0	0	0	0	0	365,202	370,812
8:30	0	0	1,994	0	0	1,201	996	0	0	0	0	0	0	0	366,621	370,812
9:00	0	0	997	0	0	1,201	0	0	0	0	0	0	0	1,747	366,867	370,812
9:30	0	0	997	0	0	1,201	0	0	0	0	0	0	0	1,747	366,867	370,812
10:00	0	0	997	0	1,671	0	0	0	0	0	0	0	0	1,747	366,397	370,812
10:30	0	0	997	0	1,671	0	0	0	0	0	0	0	0	1,747	366,397	370,812
11:00	0	0	997	0	1,995	0	0	0	0	0	0	0	0	1,747	366,073	370,812
11:30	0	0	997	0	0	0	0	0	0	0	0	0	0	1,747	368,068	370,812

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

RADIO AUDIENCES – SATURDAY

	RADJU MALTA	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	2,130	0	0	0	0	0	368,682	370,812
0:30	0	0	0	0	0	0	0	0	2,130	0	0	0	0	0	368,682	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	1,608	0	0	0	0	0	0	0	369,204	370,812
2:00	0	0	0	0	0	0	1,608	0	0	0	0	0	0	0	369,204	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	1,162	0	0	0	0	0	0	0	0	0	0	0	369,650	370,812
4:30	0	0	1,162	0	0	1,352	0	0	0	0	0	0	0	0	368,297	370,812
5:00	965	0	2,325	0	0	1,352	0	0	0	0	0	0	0	0	366,170	370,812
5:30	965	0	2,325	0	0	1,352	0	0	0	0	0	0	0	0	366,170	370,812
6:00	965	0	2,325	1,130	0	2,725	0	0	1,120	0	0	933	0	0	361,613	370,812
6:30	2,131	0	2,325	1,130	0	2,725	1,560	0	1,120	0	0	933	0	0	358,887	370,812
7:00	4,859	0	4,840	2,094	1,565	6,232	4,075	4,035	4,651	0	0	933	0	0	337,529	370,812
7:30	5,824	0	8,285	2,094	1,565	6,232	3,645	4,035	4,651	0	0	2,345	0	0	332,137	370,812
8:00	8,816	1,154	10,854	2,094	2,921	8,941	6,980	5,251	4,651	1,276	0	933	1,165	0	315,775	370,812
8:30	10,033	1,154	9,733	2,094	2,921	8,941	6,980	5,251	4,651	1,276	0	933	1,165	0	315,679	370,812
9:00	9,689	2,284	14,512	964	8,463	10,185	6,980	6,666	4,651	0	2,624	933	1,165	0	301,695	370,812
9:30	9,689	3,844	10,666	964	10,153	8,630	6,980	6,666	4,651	0	1,412	933	1,165	0	305,058	370,812
10:00	9,489	2,118	13,559	964	12,380	11,181	7,043	5,255	3,531	0	2,778	933	1,165	0	300,417	370,812
10:30	9,489	1,154	13,559	2,320	14,310	12,741	8,209	5,255	3,531	0	2,778	933	1,165	0	295,369	370,812
11:00	9,489	1,154	16,947	2,320	12,254	8,756	8,374	5,255	3,531	0	1,412	1,897	0	0	299,423	370,812
11:30	9,489	1,154	24,727	2,320	10,901	8,756	8,374	5,255	3,531	0	1,412	1,897	0	0	292,996	370,812
NOON	6,887	5,145	21,408	3,489	2,841	5,844	2,483	1,415	2,376	0	0	1,897	0	0	317,028	370,812
0:30	6,887	4,015	16,621	1,356	2,841	7,399	2,483	1,415	2,376	0	0	964	0	0	324,456	370,812
1:00	5,378	4,228	11,785	1,356	4,207	5,844	1,352	1,415	2,376	0	0	964	0	0	331,906	370,812
1:30	5,378	4,228	9,565	1,356	4,207	5,844	1,352	1,415	2,376	0	0	964	0	0	334,126	370,812
2:00	4,162	2,720	6,056	1,356	4,197	7,595	1,352	1,415	3,593	0	0	0	0	0	338,367	370,812
2:30	4,162	2,720	6,056	1,356	4,197	7,595	1,352	1,415	3,593	0	0	0	0	0	338,367	370,812
3:00	4,162	2,720	6,056	1,356	4,197	7,595	1,352	1,415	3,593	0	0	0	0	0	338,367	370,812
3:30	4,162	2,720	6,056	1,356	4,197	7,595	1,352	1,415	2,181	0	0	0	0	0	339,779	370,812
4:00	2,554	2,720	6,330	1,356	6,729	10,564	2,515	1,415	965	0	0	0	0	0	335,665	370,812
4:30	2,554	2,720	6,330	1,356	6,527	10,564	2,515	1,415	965	0	0	0	0	0	335,867	370,812
5:00	2,554	2,720	3,761	2,729	11,145	7,962	3,447	1,415	2,317	0	0	0	0	0	332,762	370,812
5:30	2,554	2,720	3,761	2,729	6,999	7,962	3,447	1,415	2,317	0	0	0	0	0	336,909	370,812
6:00	3,519	1,154	2,325	4,284	10,284	6,007	2,095	1,415	2,317	0	0	0	2,133	0	335,280	370,812
6:30	3,519	1,154	2,325	2,928	8,353	6,007	2,095	1,415	2,317	0	0	0	2,133	0	338,566	370,812
7:00	2,650	1,154	3,932	1,555	1,608	3,303	2,503	0	2,317	0	0	0	2,133	0	349,657	370,812
7:30	2,650	1,154	5,306	1,555	0	2,338	0	0	1,352	0	0	0	0	0	356,457	370,812
8:00	0	1,154	2,325	0	1,356	965	0	0	1,352	0	0	0	0	0	363,660	370,812
8:30	0	0	2,325	1,356	1,356	965	0	0	1,352	0	0	0	0	0	363,459	370,812
9:00	0	0	1,162	1,356	0	0	0	0	1,352	0	0	0	0	0	366,942	370,812
9:30	0	0	1,162	1,356	0	0	0	0	2,569	0	0	0	0	0	365,725	370,812
10:00	0	0	1,162	0	1,617	1,560	0	0	2,569	0	0	0	0	1,352	362,551	370,812
10:30	0	0	1,162	0	2,551	1,560	0	0	2,569	0	0	0	0	1,352	361,618	370,812
11:00	0	0	1,162	0	0	0	0	0	1,217	0	0	0	0	1,352	367,081	370,812
11:30	0	0	1,162	0	0	0	0	0	3,346	0	0	0	0	1,352	364,951	370,812

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

RADIO AUDIENCES – SUNDAY

	RADJU MALTA	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	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
0:30	0	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
1:00	0	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
1:30	0	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
2:00	0	1,573	1,212	0	0	0	0	0	0	0	0	0	0	0	368,026	370,812
2:30	0	1,573	1,212	0	0	0	0	0	0	0	0	0	0	0	368,026	370,812
3:00	0	1,573	1,212	0	0	0	0	0	0	0	0	0	0	0	368,026	370,812
3:30	0	1,573	1,212	0	0	0	0	0	0	0	0	0	0	0	368,026	370,812
4:00	0	1,573	1,212	0	0	0	0	0	0	0	0	0	0	0	368,026	370,812
4:30	0	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
5:00	0	1,573	0	0	0	0	0	0	0	0	0	0	0	0	369,239	370,812
5:30	0	1,573	0	0	0	0	0	0	1,411	0	0	0	0	1,622	366,206	370,812
6:00	1,179	1,573	1,006	0	3,690	1,179	1,331	0	1,411	0	0	0	0	1,622	357,821	370,812
6:30	1,179	1,573	1,006	0	3,690	1,179	1,331	0	1,411	0	0	0	0	1,622	357,821	370,812
7:00	2,383	1,573	4,231	1,169	2,013	1,179	1,331	0	4,036	0	2,013	0	1,573	0	349,311	370,812
7:30	5,787	1,573	4,231	1,169	3,438	1,179	1,331	0	2,626	0	2,013	0	1,573	0	345,893	370,812
8:00	11,319	1,573	9,423	2,796	3,690	3,537	1,331	0	1,411	0	2,013	0	0	0	333,719	370,812
8:30	9,094	1,573	9,423	2,796	3,690	4,741	1,331	0	1,411	0	0	0	0	0	336,754	370,812
9:00	10,953	2,838	10,636	2,796	3,428	4,741	7,721	1,498	1,411	0	4,238	2,838	0	1,633	316,083	370,812
9:30	7,865	4,169	11,805	2,796	3,428	5,956	7,721	0	1,411	0	2,013	2,838	0	1,633	319,179	370,812
10:00	7,865	2,904	11,805	2,381	3,690	7,225	5,076	1,495	0	0	0	2,838	2,225	0	323,308	370,812
10:30	7,865	2,904	9,413	3,795	7,766	7,200	5,076	0	0	0	0	2,838	2,225	0	321,730	370,812
11:00	6,686	1,331	7,238	7,797	6,341	7,200	3,745	0	0	0	1,677	1,216	2,225	0	325,357	370,812
11:30	6,686	1,331	7,238	5,104	4,664	6,021	2,485	0	0	0	1,677	1,216	0	0	334,390	370,812
NOON	2,185	1,331	5,075	2,478	0	6,177	1,006	0	1,411	0	0	0	0	0	351,150	370,812
0:30	2,185	1,331	5,075	2,478	0	6,177	0	0	0	0	0	0	0	0	353,567	370,812
1:00	2,185	1,331	3,896	2,478	0	4,752	1,212	0	1,215	0	1,472	0	0	0	352,271	370,812
1:30	2,185	1,331	3,896	2,478	0	4,752	1,212	0	1,215	0	1,472	0	0	0	352,271	370,812
2:00	2,185	1,331	3,896	2,478	3,858	4,752	0	0	2,892	0	2,887	1,265	0	0	345,269	370,812
2:30	2,185	1,331	3,896	2,478	2,225	6,177	0	0	1,215	0	2,887	1,265	0	0	347,154	370,812
3:00	2,185	1,331	3,896	2,478	3,902	8,791	1,212	0	2,430	0	4,900	5,680	0	0	334,007	370,812
3:30	2,185	1,331	3,896	2,478	3,902	8,791	2,425	0	1,215	0	4,900	4,706	0	0	334,984	370,812
4:00	1,179	4,169	4,901	2,478	4,875	8,791	1,212	0	0	0	3,486	2,481	0	0	337,239	370,812
4:30	1,179	4,169	4,901	2,478	4,875	8,791	1,212	0	0	0	3,486	2,481	0	0	337,239	370,812
5:00	1,179	4,169	4,901	2,478	2,013	6,188	0	0	0	0	0	2,225	0	1,633	346,026	370,812
5:30	1,179	4,169	4,901	2,478	2,013	4,984	0	0	1,411	0	0	2,225	0	1,633	345,820	370,812
6:00	1,179	2,904	4,901	2,478	0	3,573	0	0	3,830	0	0	0	0	1,633	350,314	370,812
6:30	1,179	2,904	4,901	2,478	0	2,358	0	0	2,626	0	0	0	0	1,633	352,733	370,812
7:00	0	2,904	3,224	2,478	0	2,358	0	0	0	0	0	0	0	1,633	358,215	370,812
7:30	0	2,904	3,224	2,478	0	2,358	0	0	0	0	0	0	1,179	1,633	357,036	370,812
8:00	2,536	2,904	2,210	1,309	0	1,179	0	0	1,006	0	0	0	1,179	1,633	356,856	370,812
8:30	0	2,904	2,210	1,309	0	1,179	0	0	0	0	0	0	1,179	1,633	360,398	370,812
9:00	0	1,573	0	1,309	0	0	0	0	1,179	0	0	0	0	2,536	364,215	370,812
9:30	0	1,573	0	1,309	0	0	0	0	1,179	0	0	0	0	2,536	364,215	370,812
10:00	0	1,573	0	1,309	0	1,414	0	0	0	0	0	0	0	2,536	363,980	370,812
10:30	0	1,573	0	1,309	0	1,414	0	0	0	0	0	0	0	0	366,515	370,812
11:00	0	1,573	0	1,309	0	0	0	0	0	0	0	0	0	0	367,930	370,812
11:30	0	1,573	0	1,309	0	0	0	0	0	0	0	0	0	0	367,930	370,812

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	1,291	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,521	370,812
1:30	1,291	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,521	370,812
2:00	1,291	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,521	370,812
2:30	1,291	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,521	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,587	370,812
6:00	0	1,656	0	0	0	0	0	0	0	0	0	0	0	0	0	367,931	370,812
6:30	0	1,656	1,189	0	0	0	0	0	0	0	0	0	0	0	0	367,967	370,812
7:00	0	1,656	1,189	0	0	0	0	0	0	0	0	0	0	0	0	367,967	370,812
7:30	0	1,656	1,189	0	0	0	0	0	0	0	0	0	0	0	0	367,967	370,812
8:00	5,605	1,656	0	0	0	0	0	0	0	0	0	0	0	0	0	363,551	370,812
8:30	8,082	3,363	0	0	0	0	0	0	0	0	1,238	0	0	0	0	358,130	370,812
9:00	5,226	4,820	0	0	0	0	0	0	0	0	2,839	0	0	0	0	354,426	370,812
9:30	4,036	3,164	0	1,234	0	0	0	0	0	0	1,601	0	0	0	0	357,275	370,812
10:00	2,749	1,458	0	1,234	0	0	0	0	0	0	1,601	0	0	0	0	362,533	370,812
10:30	2,749	1,458	0	1,234	0	0	0	0	0	0	1,601	0	0	0	0	362,533	370,812
11:00	1,291	0	0	0	1,661	0	0	0	0	1,023	0	0	0	0	0	365,599	370,812
11:30	1,291	0	0	0	1,661	0	0	0	0	1,023	0	0	0	0	0	365,599	370,812
NOON	6,947	1,200	0	0	1,661	0	1,200	0	0	0	0	0	0	0	0	358,567	370,812
0:30	6,947	2,400	0	0	1,661	0	1,200	0	0	0	0	0	0	0	0	357,367	370,812
1:00	8,239	2,400	0	0	1,661	0	1,200	0	0	0	0	0	0	0	0	355,052	370,812
1:30	8,239	2,400	0	0	1,661	0	1,200	0	0	0	0	0	0	0	0	352,615	370,812
2:00	8,239	3,424	0	0	1,661	0	1,200	0	0	0	0	0	0	0	1,234	351,381	370,812
2:30	8,239	3,424	0	0	1,661	0	1,200	0	0	0	0	0	0	0	1,234	352,618	370,812
3:00	8,474	7,567	0	0	1,661	0	1,200	0	0	0	2,906	0	0	0	1,234	345,333	370,812
3:30	8,474	8,767	0	0	1,661	0	1,200	0	0	0	2,906	0	0	0	1,234	344,133	370,812
4:00	8,681	10,003	0	0	1,661	0	1,200	0	0	0	2,906	0	0	0	1,234	340,460	370,812
4:30	8,681	10,003	0	0	1,661	0	1,200	0	0	0	2,906	0	0	0	1,234	341,451	370,812
5:00	9,706	11,439	0	0	1,661	0	1,200	0	0	0	6,731	2,889	0	0	2,890	330,623	370,812
5:30	9,706	11,439	0	0	1,661	0	1,200	0	0	0	6,731	2,889	0	0	2,890	330,623	370,812
6:00	22,239	14,332	1,200	0	1,661	0	2,722	0	0	0	6,731	1,601	0	0	2,890	311,497	370,812
6:30	23,439	14,332	4,091	0	1,661	0	4,013	0	0	0	6,731	1,601	0	0	2,890	306,114	370,812
7:00	27,929	14,892	4,091	0	1,661	0	4,013	0	0	0	5,168	1,601	0	0	2,890	302,628	370,812
7:30	29,005	18,682	3,458	0	1,661	0	4,013	0	0	2,047	5,168	1,601	0	0	5,114	294,123	370,812
7:45	29,005	18,682	4,482	0	1,661	0	4,013	0	0	2,047	5,168	1,601	0	0	5,114	293,099	370,812
8:00	64,666	19,271	4,482	0	1,661	0	8,347	0	0	2,047	3,931	2,581	2,049	0	8,275	245,098	370,812
8:30	66,377	28,945	7,522	0	1,661	0	9,585	1,234	0	0	4,955	2,581	3,551	0	5,018	228,423	370,812
9:00	64,879	25,422	7,676	1,661	1,354	0	8,293	1,234	0	2,581	7,041	7,246	3,551	991	5,018	222,221	370,812
9:30	60,062	18,310	2,642	1,661	1,354	0	8,293	2,588	0	2,581	6,017	7,808	5,207	991	5,018	236,636	370,812
10:00	32,998	11,035	0	1,661	1,354	0	6,859	2,588	0	0	7,371	7,808	3,158	991	3,780	283,013	370,812
10:30	13,889	8,509	0	1,661	1,354	0	6,859	2,588	0	0	6,133	5,585	3,158	991	1,522	312,118	370,812
11:00	6,031	1,458	0	1,661	0	0	2,839	2,588	0	0	1,354	0	4,875	0	1,522	344,304	370,812
11:30	1,524	1,458	0	1,661	0	0	0	1,234	0	0	1,354	0	4,875	0	1,522	354,291	370,812

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:30	0	1,283	0	0	0	0	0	0	0	0	0	0	0	0	0	369,529	370,812
8:00	2,425	1,283	0	0	0	0	0	0	0	0	0	0	0	0	0	365,398	370,812
8:30	2,861	1,283	0	0	0	0	0	0	0	0	0	0	0	0	0	364,962	370,812
9:00	1,661	2,884	0	0	0	0	0	0	0	0	0	0	0	0	0	364,979	370,812
9:30	1,661	2,884	0	0	0	0	0	0	0	0	0	0	0	0	0	363,692	370,812
10:00	0	1,601	0	0	0	0	0	0	0	0	0	0	0	0	0	367,923	370,812
10:30	0	1,601	0	0	0	0	0	0	0	0	0	0	0	0	0	367,923	370,812
11:00	0	1,601	0	0	0	0	0	0	0	0	1,200	0	0	0	0	366,724	370,812
11:30	0	1,601	0	0	0	0	0	0	0	0	1,200	0	0	0	0	366,724	370,812
NOON	0	2,625	0	0	0	0	0	0	0	0	1,200	0	0	0	0	366,987	370,812
0:30	0	5,099	0	0	0	0	0	0	0	0	1,200	0	0	0	0	364,513	370,812
1:00	1,502	7,357	0	0	0	0	0	0	0	0	1,200	991	0	0	0	359,762	370,812
1:30	1,502	6,333	0	0	0	0	0	0	0	0	1,237	991	0	0	0	360,749	370,812
2:00	1,502	8,381	0	0	0	0	0	0	0	0	2,591	991	0	0	0	353,418	370,812
2:30	1,502	8,381	0	0	0	0	0	0	0	0	2,591	991	0	0	0	353,418	370,812
3:00	3,766	8,381	0	0	0	0	0	0	0	0	2,591	991	1,498	0	0	351,010	370,812
3:30	3,766	8,381	0	0	0	0	0	0	0	0	2,591	991	1,498	0	0	351,010	370,812
4:00	4,992	8,711	0	0	0	0	0	0	0	0	1,237	2,698	1,522	0	1,601	348,345	370,812
4:30	4,992	8,711	0	0	1,237	0	0	0	0	0	4,439	2,698	1,522	0	1,601	343,906	370,812
5:00	7,713	7,477	1,458	0	1,237	0	0	0	1,225	0	7,064	0	1,522	0	0	343,116	370,812
5:30	7,713	8,935	1,458	0	1,237	0	0	0	1,225	0	7,064	0	1,522	0	0	341,659	370,812
6:00	10,606	10,169	1,458	0	1,237	0	0	0	1,225	1,200	6,041	0	0	0	0	336,294	370,812
6:30	10,606	10,169	1,458	0	0	0	0	0	1,225	1,200	4,439	0	0	0	0	339,132	370,812
7:00	14,780	11,193	3,977	0	0	0	0	1,234	0	1,200	3,203	2,786	5,516	1,707	1,225	316,964	370,812
7:30	21,300	18,523	5,633	0	0	0	0	1,234	0	1,200	3,203	2,786	6,754	1,707	1,225	300,220	370,812
7:45	21,300	17,298	5,633	0	0	0	0	1,234	0	2,400	3,203	2,786	6,754	1,707	1,225	300,245	370,812
8:00	80,385	17,988	9,282	0	0	0	0	1,234	0	3,423	1,502	4,932	8,979	0	2,437	226,218	370,812
8:30	89,099	21,271	12,520	0	0	0	1,656	1,795	0	4,447	2,526	7,818	12,357	0	2,437	194,043	370,812
9:00	74,985	20,035	7,365	0	0	0	5,448	3,230	0	5,296	3,550	7,818	8,717	0	1,237	211,978	370,812
9:30	61,467	18,798	7,365	0	0	0	5,448	3,230	0	4,096	2,047	7,818	9,955	0	1,237	228,527	370,812
10:00	30,893	12,655	2,893	0	0	0	3,847	3,230	0	4,096	0	7,818	9,262	0	0	279,164	370,812
10:30	23,293	8,565	2,893	0	0	0	2,191	3,230	0	4,096	0	3,215	9,262	0	0	297,529	370,812
11:00	3,780	0	1,656	0	0	0	991	0	0	1,024	0	991	1,024	0	0	354,846	370,812
11:30	0	0	1,656	0	0	0	0	0	0	1,024	0	991	1,024	0	0	361,334	370,812

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	TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:00	4,756	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	364,857	370,812
7:30	4,756	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	364,857	370,812
8:00	4,013	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	364,362	370,812
8:30	4,013	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	364,362	370,812
9:00	2,813	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	365,561	370,812
9:30	2,813	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	365,561	370,812
10:00	1,291	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	367,083	370,812
10:30	1,291	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	367,083	370,812
11:00	0	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	368,375	370,812
11:30	0	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	368,375	370,812
NOON	2,856	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366,718	370,812
0:30	1,354	0	0	0	0	0	0	0	0	0	0	0	0	0	0	368,220	370,812
1:00	2,378	2,856	1,238	0	1,707	0	0	0	0	0	1,707	2,049	0	0	0	357,641	370,812
1:30	2,378	4,056	1,238	0	0	0	0	0	0	0	1,707	2,049	0	0	0	358,148	370,812
2:00	5,191	4,056	1,238	0	0	0	0	0	0	0	2,907	2,049	0	0	0	354,135	370,812
2:30	5,191	2,400	1,238	0	0	0	0	0	0	0	2,907	2,049	0	0	0	355,791	370,812
3:00	1,522	4,001	1,238	0	0	0	0	0	0	0	1,200	2,049	0	0	0	359,565	370,812
3:30	1,522	4,001	1,238	0	0	0	0	0	0	0	1,200	2,049	0	0	0	359,565	370,812
4:00	1,522	4,001	0	0	0	0	0	0	0	0	0	2,049	0	0	0	362,003	370,812
4:30	1,522	2,801	0	0	0	0	0	0	0	0	0	2,049	0	0	0	363,202	370,812
5:00	1,200	2,801	2,661	0	0	0	0	0	0	0	1,458	2,049	1,225	0	0	356,474	370,812
5:30	1,200	2,801	2,661	0	0	0	0	0	0	0	1,458	2,049	1,225	0	0	356,474	370,812
6:00	5,109	2,801	2,661	0	1,023	0	1,332	0	0	0	1,458	2,049	2,881	0	0	346,761	370,812
6:30	5,109	4,457	2,661	0	0	0	1,332	0	0	0	1,458	2,049	2,881	0	0	346,128	370,812
7:00	13,153	8,272	3,861	0	0	0	1,332	2,581	0	0	1,458	2,049	4,532	0	1,024	328,854	370,812
7:30	16,163	21,296	7,816	0	0	0	1,332	3,604	0	0	1,458	2,049	4,532	0	1,024	307,841	370,812
7:45	16,163	20,062	10,386	0	0	0	1,332	3,604	0	0	2,812	2,049	4,532	0	2,262	303,913	370,812
8:00	50,920	19,038	12,786	0	0	0	2,834	3,604	0	0	2,657	6,132	6,030	1,234	2,262	256,568	370,812
8:30	53,053	18,096	28,602	0	0	0	6,648	4,016	0	0	2,812	7,838	7,264	1,234	1,024	231,922	370,812
9:00	37,511	16,896	31,343	0	0	0	11,507	5,678	0	1,024	5,755	11,162	7,382	0	1,024	229,656	370,812
9:30	34,540	13,856	17,120	0	0	0	11,934	5,678	0	1,024	5,755	11,162	4,233	0	1,024	252,611	370,812
10:00	18,527	5,107	9,567	0	0	0	11,934	5,678	0	1,024	4,519	7,611	1,234	0	0	299,961	370,812
10:30	12,951	5,107	6,624	0	0	0	7,814	4,016	0	1,024	4,519	5,031	0	0	0	319,303	370,812
11:00	7,437	0	0	0	0	0	1,354	1,436	0	1,024	2,812	3,324	0	0	0	349,363	370,812
11:30	5,155	0	0	0	0	0	1,354	0	0	0	2,812	1,662	0	0	0	357,484	370,812

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	1,024	0	0	0	0	1,354	0	0	0	0	0	0	0	0	368,434	370,812
6:30	0	1,024	0	0	0	0	1,354	0	0	0	0	0	0	0	0	368,434	370,812
7:00	0	2,048	0	0	0	0	1,354	0	0	0	0	0	0	0	0	366,172	370,812
7:30	0	2,048	0	0	0	0	1,656	0	0	0	0	0	0	0	0	367,108	370,812
8:00	1,200	2,048	0	0	0	0	1,656	0	0	0	0	0	0	0	0	365,908	370,812
8:30	1,200	2,048	0	0	0	0	1,656	0	0	0	0	0	0	0	0	365,908	370,812
9:00	4,194	2,224	0	0	0	0	1,656	0	0	0	0	0	0	0	0	362,738	370,812
9:30	4,194	2,224	0	0	0	0	1,656	0	0	0	0	0	0	0	0	362,738	370,812
10:00	2,532	3,424	0	0	0	0	1,656	0	0	0	0	0	0	0	0	363,200	370,812
10:30	1,332	4,658	0	0	0	0	0	0	0	0	0	0	0	0	0	363,383	370,812
11:00	2,624	4,658	0	0	0	0	0	0	0	0	0	0	0	0	0	362,091	370,812
11:30	1,332	4,658	0	0	0	0	0	0	0	0	0	0	0	0	0	363,383	370,812
NOON	2,624	3,458	0	0	0	0	0	0	0	0	0	0	0	0	0	363,291	370,812
0:30	2,624	3,458	0	0	0	0	1,237	0	0	0	0	1,524	0	0	0	360,530	370,812
1:00	4,286	4,658	0	0	0	0	1,237	0	0	0	0	1,524	0	0	0	356,469	370,812
1:30	4,286	6,314	0	0	0	0	1,237	0	0	0	0	1,524	0	0	0	354,813	370,812
2:00	5,993	9,075	0	0	0	0	1,237	1,291	0	0	1,291	1,717	0	0	0	347,985	370,812
2:30	5,993	9,075	0	0	0	0	1,237	1,291	0	0	2,583	1,717	0	0	0	346,693	370,812
3:00	5,567	7,550	0	0	0	0	1,237	1,291	0	0	2,282	1,717	0	0	1,225	343,325	370,812
3:30	5,567	7,550	0	0	0	0	1,237	1,291	0	0	2,282	3,379	0	0	1,225	341,663	370,812
4:00	7,172	7,550	1,524	0	0	0	1,237	1,291	0	0	1,291	0	0	0	0	341,999	370,812
4:30	7,172	7,550	1,524	0	0	0	1,237	0	0	0	1,291	0	0	0	0	343,291	370,812
5:00	7,172	11,595	1,524	0	0	0	1,237	0	0	0	0	0	991	0	0	340,873	370,812
5:30	7,172	11,595	1,524	0	0	0	2,944	0	0	0	0	0	991	0	0	339,166	370,812
6:00	8,312	12,619	2,960	0	0	0	2,944	1,524	0	0	1,707	0	0	2,049	0	328,247	370,812
6:30	9,501	12,619	4,667	0	0	0	4,133	1,524	0	0	1,707	0	0	2,049	0	322,725	370,812
7:00	10,248	16,975	4,667	0	0	0	5,789	0	0	0	1,707	0	3,029	2,049	0	309,597	370,812
7:30	12,780	28,447	5,901	0	0	0	5,789	0	0	1,524	1,707	0	3,029	2,049	0	294,856	370,812
7:45	12,780	28,447	9,043	0	0	0	5,789	0	0	1,524	1,707	0	3,029	2,049	0	291,714	370,812
8:00	52,788	31,920	9,106	0	0	0	8,368	1,498	0	1,524	4,701	2,581	4,190	2,049	1,354	239,397	370,812
8:30	66,992	42,930	5,964	0	0	0	7,014	1,498	0	1,524	6,137	2,581	2,692	2,049	1,354	217,385	370,812
9:00	72,593	39,647	4,439	0	1,023	0	7,014	2,831	0	0	4,937	6,295	1,458	0	1,354	220,117	370,812
9:30	59,824	30,734	5,203	0	1,023	0	4,082	2,831	0	0	5,928	3,714	1,458	0	1,354	246,757	370,812
10:00	38,414	21,325	6,403	0	0	0	4,082	2,831	0	0	4,133	2,264	3,119	1,717	3,912	277,599	370,812
10:30	25,268	12,633	6,403	0	0	0	4,082	2,831	0	0	2,427	0	3,119	1,717	2,686	304,633	370,812
11:00	4,443	4,602	0	0	0	0	2,893	0	0	0	991	0	1,661	3,423	1,332	350,241	370,812
11:30	1,707	1,661	0	0	0	0	2,893	0	0	0	991	0	1,661	3,423	1,332	355,918	370,812

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,200	369,612	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,200	369,612	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,574	370,812
7:30	0	1,354	0	0	0	0	0	0	0	0	0	0	0	0	0	368,220	370,812
8:00	0	1,354	0	0	0	0	0	0	0	0	0	0	0	0	0	368,220	370,812
8:30	0	1,354	0	0	0	0	0	0	0	0	0	0	0	0	0	368,220	370,812
9:00	0	0	1,024	0	0	0	0	0	0	0	0	0	0	0	0	369,788	370,812
9:30	0	0	1,024	0	0	0	0	0	0	0	0	0	0	0	0	369,788	370,812
10:00	0	0	1,024	0	0	0	0	0	0	0	0	0	0	0	0	369,788	370,812
10:30	0	0	1,024	0	0	0	0	0	0	0	0	0	0	0	0	369,788	370,812
11:00	0	0	1,024	0	0	0	0	0	0	0	1,522	0	0	0	0	368,266	370,812
11:30	0	0	1,024	0	0	0	0	0	0	0	0	0	0	0	0	369,788	370,812
NOON	0	0	0	0	0	0	0	0	0	0	1,237	0	0	0	0	369,575	370,812
0:30	0	1,024	1,024	0	0	0	0	0	0	0	1,237	0	0	0	0	367,527	370,812
1:00	0	6,720	2,262	0	0	0	0	0	0	0	1,237	0	0	0	0	356,837	370,812
1:30	0	7,910	2,262	0	1,707	0	0	0	0	0	1,237	0	0	0	0	355,990	370,812
2:00	1,450	6,886	3,462	0	1,707	0	0	0	0	0	4,545	0	1,024	0	0	350,299	370,812
2:30	1,450	6,886	3,462	0	1,707	0	0	0	0	0	4,545	0	1,024	0	0	350,299	370,812
3:00	0	5,531	3,462	0	0	0	0	0	0	0	3,935	1,524	1,024	0	0	347,961	370,812
3:30	0	5,531	3,462	0	0	0	0	0	0	0	3,935	1,524	1,024	0	0	349,459	370,812
4:00	1,238	2,625	3,462	0	0	0	0	0	0	0	2,261	2,049	1,024	0	0	352,746	370,812
4:30	1,238	2,625	3,462	0	0	0	0	0	0	0	2,261	2,049	1,024	0	0	352,746	370,812
5:00	2,760	0	3,462	0	0	1,291	0	0	0	0	1,237	0	2,741	0	0	355,120	370,812
5:30	2,760	0	3,462	0	0	1,291	0	0	0	0	1,237	0	2,741	0	0	356,645	370,812
6:00	5,277	3,746	4,232	0	0	1,291	0	0	0	0	0	0	4,457	1,707	0	346,083	370,812
6:30	6,632	3,746	5,256	0	0	1,291	0	0	0	0	0	0	4,457	1,707	0	343,705	370,812
7:00	13,373	9,068	5,256	0	0	1,291	0	0	0	0	0	1,707	2,741	0	0	332,984	370,812
7:30	13,373	19,770	4,056	0	0	1,291	0	0	0	0	0	1,707	2,741	0	0	323,482	370,812
7:45	13,373	19,770	3,032	0	0	1,291	1,234	0	0	1,024	0	1,707	2,741	0	0	322,248	370,812
8:00	51,133	18,916	3,032	0	0	1,291	3,668	0	0	1,024	0	2,730	1,717	0	0	281,675	370,812
8:30	76,166	24,890	1,795	0	1,024	1,291	6,524	2,264	0	1,200	1,200	5,621	1,717	0	0	241,494	370,812
9:00	82,426	17,193	1,795	0	2,731	1,291	12,830	2,264	0	1,200	3,464	7,414	1,332	0	0	231,136	370,812
9:30	81,349	16,636	1,795	0	2,731	1,291	11,630	2,264	0	0	3,464	7,414	1,332	0	0	232,641	370,812
10:00	72,836	10,670	0	0	2,731	1,291	11,630	2,264	0	0	3,464	5,698	1,283	0	0	253,411	370,812
10:30	62,350	9,154	0	0	2,731	1,291	9,974	2,264	0	0	3,464	3,981	1,283	0	0	269,597	370,812
11:00	26,401	1,234	0	0	0	1,291	1,234	2,264	0	0	1,200	1,717	2,933	0	0	332,537	370,812
11:30	11,940	1,234	0	0	0	0	1,234	0	0	0	1,200	0	2,933	0	0	352,271	370,812

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	1,023	0	0	369,789	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	1,023	0	0	369,789	370,812
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:00	0	1,237	0	0	0	0	0	0	0	0	0	0	0	0	0	369,575	370,812
7:30	0	2,471	0	0	0	0	0	0	0	0	0	0	0	0	0	368,341	370,812
8:00	1,795	2,471	0	0	0	0	0	0	0	0	0	0	0	0	0	366,547	370,812
8:30	1,795	2,471	0	0	0	0	0	0	0	0	0	0	0	0	0	366,547	370,812
9:00	1,795	2,471	0	0	0	0	0	0	0	0	0	1,717	0	0	1,200	363,630	370,812
9:30	1,795	2,471	0	0	0	0	0	0	0	0	0	1,717	0	0	1,200	360,994	370,812
10:00	1,795	2,471	0	0	0	0	0	0	0	0	0	1,717	0	0	1,200	362,348	370,812
10:30	1,795	2,471	0	0	0	0	0	0	0	0	0	0	0	0	1,200	364,064	370,812
11:00	1,795	2,471	0	0	0	0	0	0	0	0	0	0	0	0	1,200	364,113	370,812
11:30	1,795	2,471	0	0	0	0	0	0	0	0	0	0	0	0	1,200	364,113	370,812
NOON	2,637	3,906	1,225	0	0	0	0	0	0	0	0	0	0	0	1,200	359,174	370,812
0:30	2,637	3,906	1,225	0	0	0	0	0	0	0	0	1,717	0	0	1,200	357,458	370,812
1:00	11,677	4,930	1,225	0	0	0	1,601	0	0	0	0	1,717	0	0	1,200	345,941	370,812
1:30	10,323	4,930	1,225	0	0	0	1,601	0	0	0	0	1,717	0	0	1,200	347,295	370,812
2:00	11,924	4,519	1,225	0	0	0	0	0	0	0	1,023	0	0	0	1,200	345,596	370,812
2:30	11,924	4,519	1,225	0	0	0	0	0	0	0	1,023	0	0	0	1,200	345,596	370,812
3:00	7,143	3,495	0	0	0	0	0	0	0	0	1,023	1,439	0	0	1,200	348,834	370,812
3:30	7,143	5,202	1,024	0	0	0	0	0	0	0	1,023	1,439	0	0	1,200	344,870	370,812
4:00	4,237	7,049	3,462	0	0	0	0	0	0	0	1,707	0	2,049	0	2,635	344,699	370,812
4:30	4,237	7,049	1,200	0	0	0	0	0	0	0	1,707	0	2,049	0	2,635	346,960	370,812
5:00	2,801	5,342	1,200	0	0	0	0	0	0	0	1,707	0	1,450	0	2,635	349,476	370,812
5:30	2,801	5,342	1,200	0	0	0	0	0	0	0	1,707	0	1,450	0	2,635	349,476	370,812
6:00	6,626	5,342	3,861	0	0	0	0	1,661	0	0	1,707	0	0	0	2,635	346,520	370,812
6:30	5,124	5,342	3,861	0	0	0	0	1,661	0	0	1,707	0	0	0	2,635	344,926	370,812
7:00	6,616	7,925	3,861	0	0	0	0	1,661	0	1,436	2,906	1,662	1,450	0	2,635	332,835	370,812
7:30	12,435	14,677	3,861	0	0	0	0	1,661	0	1,436	6,833	1,662	1,450	0	2,635	313,177	370,812
7:45	13,625	14,677	5,909	0	0	0	0	1,661	0	1,436	6,833	1,662	1,450	0	2,635	309,940	370,812
8:00	50,702	17,199	7,831	0	0	0	1,601	1,651	0	2,672	9,704	2,938	2,900	0	3,721	259,216	370,812
8:30	55,465	23,562	3,956	0	0	0	6,526	1,651	0	2,672	9,704	5,202	2,900	0	3,721	241,679	370,812
9:00	41,937	20,835	4,393	0	0	0	10,251	3,915	0	3,906	14,979	11,555	1,450	0	1,287	241,882	370,812
9:30	37,567	22,189	4,393	0	0	0	11,543	3,915	0	2,471	15,854	10,268	1,450	0	1,287	247,719	370,812
10:00	23,216	15,281	4,393	0	0	0	10,343	0	0	2,471	11,694	9,236	4,656	0	1,287	279,346	370,812
10:30	19,877	15,223	2,731	0	0	0	10,343	0	0	2,471	7,525	6,972	4,656	0	1,287	292,495	370,812
11:00	13,522	5,308	1,656	0	0	0	6,962	0	0	1,237	3,599	1,238	1,707	0	0	332,688	370,812
11:30	11,063	6,332	1,656	0	0	0	4,437	0	0	1,237	2,311	0	0	0	0	340,880	370,812

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
1:00	0	0	0	0	0	0	0	0	0	0	1,439	0	0	0	0	369,373	370,812
1:30	0	0	0	0	0	0	0	0	0	0	1,439	0	0	0	0	369,373	370,812
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	370,812	370,812
7:00	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,906	370,812
7:30	1,200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369,612	370,812
8:00	1,200	1,024	0	0	0	0	0	0	0	0	0	1,439	1,717	0	0	363,782	370,812
8:30	1,200	1,024	0	0	0	0	0	0	0	0	0	1,439	1,717	0	0	363,782	370,812
9:00	2,400	1,024	0	0	0	0	0	0	0	0	0	1,439	1,717	0	0	362,582	370,812
9:30	4,106	1,024	0	0	0	0	0	0	0	0	0	1,439	1,717	0	0	360,875	370,812
10:00	4,106	1,024	0	0	0	0	0	0	0	0	0	1,439	1,717	0	0	360,819	370,812
10:30	5,813	2,224	1,436	0	0	0	0	0	0	0	0	1,439	1,717	0	0	356,477	370,812
11:00	12,372	3,674	1,436	0	0	0	0	0	0	0	0	0	1,717	0	0	349,908	370,812
11:30	14,650	2,650	1,436	0	0	0	0	0	0	0	0	0	1,717	0	0	348,653	370,812
NOON	23,940	2,650	1,436	0	0	0	1,238	0	0	0	0	0	1,717	0	0	334,753	370,812
0:30	17,914	2,650	0	0	0	0	1,238	0	0	0	0	0	1,717	0	0	343,931	370,812
1:00	22,331	1,450	1,707	0	0	0	1,238	0	0	0	1,023	0	1,717	0	0	335,550	370,812
1:30	23,622	1,450	1,707	0	0	0	1,238	0	0	0	1,023	0	1,717	0	0	335,458	370,812
2:00	19,729	0	1,707	0	0	0	1,238	0	0	0	0	2,653	1,717	0	0	337,890	370,812
2:30	15,762	0	1,707	0	0	0	1,238	0	0	0	0	2,653	1,717	0	0	341,856	370,812
3:00	7,338	1,354	1,707	0	0	0	1,238	0	0	0	0	1,662	1,717	0	0	350,336	370,812
3:30	7,338	1,354	1,707	0	0	0	1,238	0	0	0	0	1,662	1,717	0	0	350,336	370,812
4:00	6,138	4,110	3,142	0	0	0	1,238	0	0	0	0	1,662	1,717	0	0	347,344	370,812
4:30	6,138	4,110	3,142	0	0	0	3,672	0	0	0	0	1,662	1,717	0	0	346,148	370,812
5:00	6,804	5,310	3,142	0	0	0	3,672	0	0	0	1,662	4,903	3,152	0	0	336,913	370,812
5:30	8,460	5,310	3,142	0	0	0	3,672	0	0	0	1,662	4,903	1,717	0	0	336,693	370,812
6:00	10,225	7,939	5,580	0	1,450	0	3,672	0	0	0	1,662	3,379	1,717	0	0	328,229	370,812
6:30	11,216	11,002	4,380	0	1,450	0	3,672	0	0	0	0	3,379	1,717	0	0	327,543	370,812
7:00	21,620	14,727	4,380	0	1,450	0	4,931	0	0	0	0	3,379	3,167	0	0	310,704	370,812
7:30	23,271	19,800	7,466	0	1,450	0	4,931	0	0	1,234	0	3,379	1,450	0	0	302,660	370,812
7:45	24,471	19,800	10,047	0	1,450	0	4,931	0	0	1,234	0	3,379	1,450	0	0	298,879	370,812
8:00	55,588	22,059	9,953	0	1,450	0	3,697	0	0	1,234	0	4,243	3,112	0	0	260,237	370,812
8:30	62,748	30,620	13,331	0	1,450	0	3,697	2,264	0	2,471	1,601	7,354	3,112	0	0	232,473	370,812
9:00	60,844	27,979	10,036	0	1,450	0	2,463	2,264	0	2,471	1,601	8,804	2,994	0	0	243,849	370,812
9:30	54,234	26,625	11,295	0	1,450	0	2,463	2,264	0	2,471	1,601	8,804	2,994	0	0	250,553	370,812
10:00	29,341	21,975	4,744	0	1,450	0	2,463	2,264	0	1,234	0	7,142	3,597	0	0	293,854	370,812
10:30	17,126	21,975	4,744	0	1,450	0	2,463	2,264	0	0	0	5,692	1,332	0	0	311,017	370,812
11:00	2,684	9,612	3,037	0	1,450	0	1,238	2,264	0	0	0	1,450	1,332	0	0	346,286	370,812
11:30	1,234	4,273	0	0	1,450	0	0	2,264	0	0	0	1,450	1,332	0	0	357,351	370,812

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