



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

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PREFACE

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

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

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2011-2012 that is representative of the whole population. 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**.

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

The calculation of absolute numbers for each period depends on the latest demographic data published annually by the N.S.O. which in themselves are calculated on the latest Population Census [2005] adjusted with total live births, deaths, marriages, data on separations, registered annulments, divorces obtained abroad and figures on migration [N.S.O. PR 122/2009; Methodological Notes]. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, while in previous audience assessments the value of 1% in each table was given in italics and no absolute numbers were published, for this assessment period the National Statistics Office is providing the Broadcasting Authority with two different weights for each respondent: a calibration weight to represent the required sample and a grossing-up weight representing the targeted population (i.e. the number of persons aged 12 or more residing in private dwellings) amounting to **370,812** and which was estimated from the Demographic Review 2010.

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

Part Two of the report details the grossed-up tables and figures for the third quarter of this broadcasting season; i.e. for October to December 2011 representing the estimated targeted population of those aged 12 years and over.

Part Three of the report details the raw sample data – both as actually collected as well as weighted data to represent the targeted sample for this quarter. As expected, the total quarterly responses by each demographic factor were not proportional to the selected sample. For this reason a calibration-weight was given to each respondent, depending on their demographic characteristics, so that results would be better representative of the whole sample quarter.

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

During this assessment period:

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].

PART ONE – REPORT

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers during the period **1st 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.

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

For the period 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. Table 1.1 below gives a breakdown of responses achieved.

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

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

TABLE 1.1: SURVEY RESPONSE RATE BY QUARTER [OCT/DEC 2010/2011]

RESPONSE	OCT-DEC 2010		JAN-MAR 2011		APR-JUN 2011		JUL-SEP 2011		OCT-DEC 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1837	56.26%	1800	57.56%	1820	57.83%	1840	49.89%	1842	53.11%
Refused	173	5.30%	130	4.16%	130	4.13%	158	4.28%	103	2.97%
Non-Contact	599	18.35%	575	18.39%	575	18.27%	743	20.15%	853	24.60%
Unreachable	650	19.91%	616	19.70%	616	19.57%	940	25.49%	659	19.00%
Ineligible	6	0.18%	6	0.19%	6	0.19%	7	0.19%	11	0.32%
CONTACTED	3265	100%	3127	100%	3147	100%	3688	100%	3468	100%
Not used	415		473		473		120		212	
TOTAL	3680		3600		3620		3808		3680	

By WEEKDAY	OCT-DEC 2009		JAN-MAR 2011		APR-JUN 2011		JUL-SEP 2011		OCT-DEC 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	259	14.1	260	14.44	260	14.29	261	14.26	262	14.22
Tue	259	14.1	260	14.44	260	14.29	260	14.21	261	14.17
Wed	260	14.15	260	14.44	260	14.29	260	14.21	259	14.06
Thu	260	14.15	260	14.44	260	14.29	250	13.66	260	14.12
Fri	279	15.19	240	13.33	260	14.29	279	15.25	260	14.12
Sat	260	14.15	259	14.39	260	14.29	260	14.21	281	15.26
Sun	260	14.15	261	14.50	260	14.29	260	14.21	259	14.06
	1837	100%	1800	100%	1820	100%	1830	100%	1842	100%

By MONTH	OCT-DEC 2009		JAN-MAR 2011		APR-JUN 2011		Jul-Sep 2011		OCT-DEC 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Oct: 619	33.7	Jan: 620	34.44	Apr: 600	32.97	Jul: 610	33.33	Oct: 621	33.71
	Nov:600	32.66	Feb: 561	31.17	May: 620	34.07	Aug: 620	33.88	Nov:600	32.57
	Dec:618	33.64	Mar: 619	34.39	Jun: 600	32.97	Sep: 600	32.79	Dec:621	33.71
			1837	100	1800	100%	1820	100%	1842	100%

Totals may not tally due to weighting and rounding off

1.1 The Accuracy of the Results

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

For 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 $\pm 2.27\%$.

1.2 Comparison to Previous Assessments and Absolute Data

All the tables and charts for each assessment period have similar methodology in formulation. For comparative purposes, data is always presented as percentages rather than in absolute figures. However due to repeated requests for calculations to be extrapolated over the whole population, for the past assessments calculations have been made for the absolute value of 1% in each table. *Of note is that in the extrapolation of such absolute data, differences arise due to rounding off of percentages in the tables and totals may not tally.*

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

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

2. SAMPLE PROFILE

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

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

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

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

TABLE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT/DEC 2011]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	19,545	9,346	10,199	3,809	5,989	3,602	1,995	3,029	1,121
	5.3%	5.1%	5.4%	5.2%	5.5%	6.6%	3.8%	5.7%	4.0%
	100.0%	47.8%	52.2%	19.5%	30.6%	18.4%	10.2%	15.5%	5.7%
15-24	58,917	31,994	26,922	11,207	18,209	8,248	8,536	7,487	5,229
	15.9%	17.4%	14.4%	15.3%	16.7%	15.0%	16.4%	14.0%	18.6%
	100.0%	54.3%	45.7%	19.0%	30.9%	14.0%	14.5%	12.7%	8.9%
25-29	24,216	12,062	12,154	5,324	5,991	3,374	3,848	4,247	1,432
	6.5%	6.6%	6.5%	7.2%	5.5%	6.1%	7.4%	8.0%	5.1%
	100.0%	49.8%	50.2%	22.0%	24.7%	13.9%	15.9%	17.5%	5.9%
30-49	110,834	56,351	54,483	21,955	32,591	16,431	15,523	15,935	8,399
	29.9%	30.7%	29.1%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	92,026	43,249	48,777	18,474	23,303	14,114	14,614	14,149	7,372
	24.8%	23.6%	26.1%	25.2%	21.4%	25.7%	28.1%	26.5%	26.2%
	100.0%	47.0%	53.0%	20.1%	25.3%	15.3%	15.9%	15.4%	8.0%
65-79	52,793	25,036	27,756	9,695	19,230	7,481	5,293	7,046	4,049
	14.2%	13.6%	14.8%	13.2%	17.6%	13.6%	10.2%	13.2%	14.4%
	100.0%	47.4%	52.6%	18.4%	36.4%	14.2%	10.0%	13.3%	7.7%
80+	12,482	5,535	6,946	2,983	3,742	1,712	2,132	1,412	499
	3.4%	3.0%	3.7%	4.1%	3.4%	3.1%	4.1%	2.6%	1.8%
	100.0%	44.3%	55.7%	23.9%	30.0%	13.7%	17.1%	11.3%	4.0%
Total	370,812	183,574	187,238	73,448	109,055	54,962	51,941	53,306	28,100
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Col% / Row %]

Totals may not tally due to weighting and rounding off

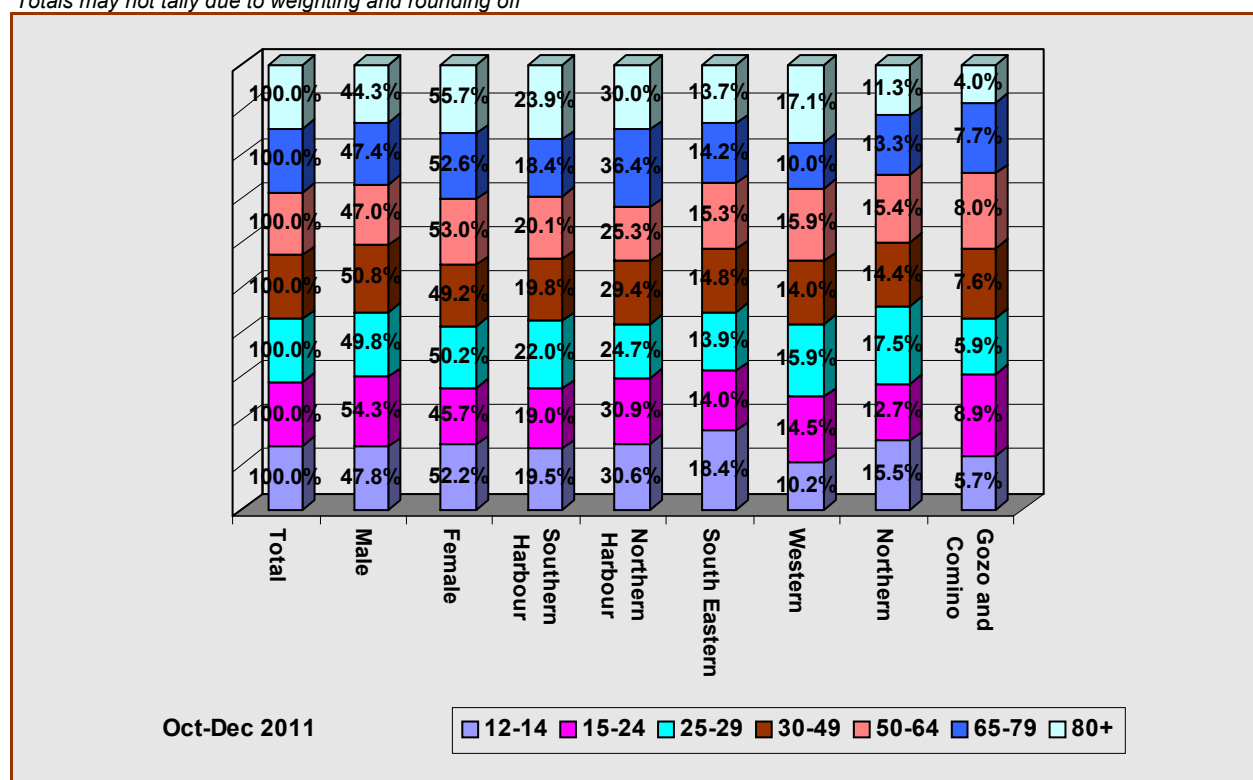


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [OCT/DEC 2011]

3. LISTENING AND VIEWING PATTERNS

Participants were asked which station they had watched or listened to for at least ten minutes the day before the interview. **For this section no 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%

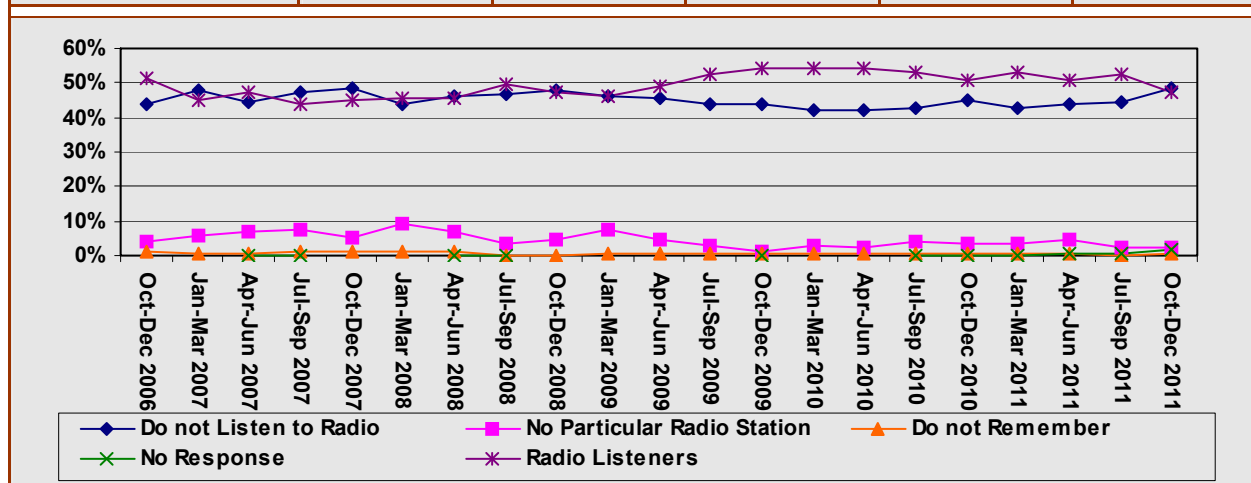


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – OCT/DEC 2011]

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

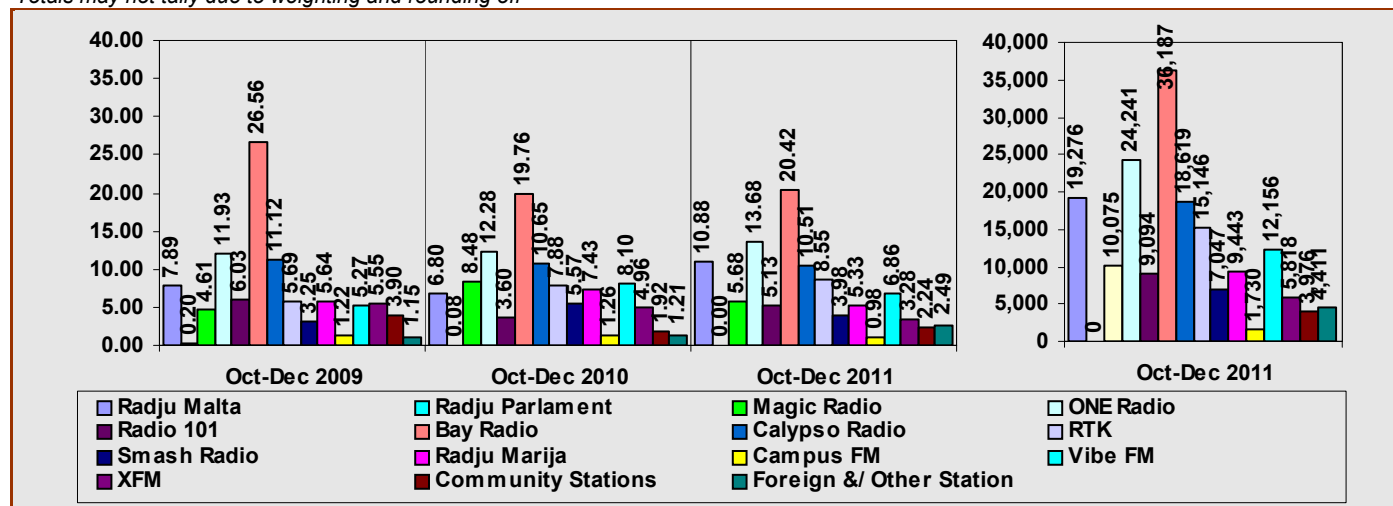


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2009, 2010, 2011]

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

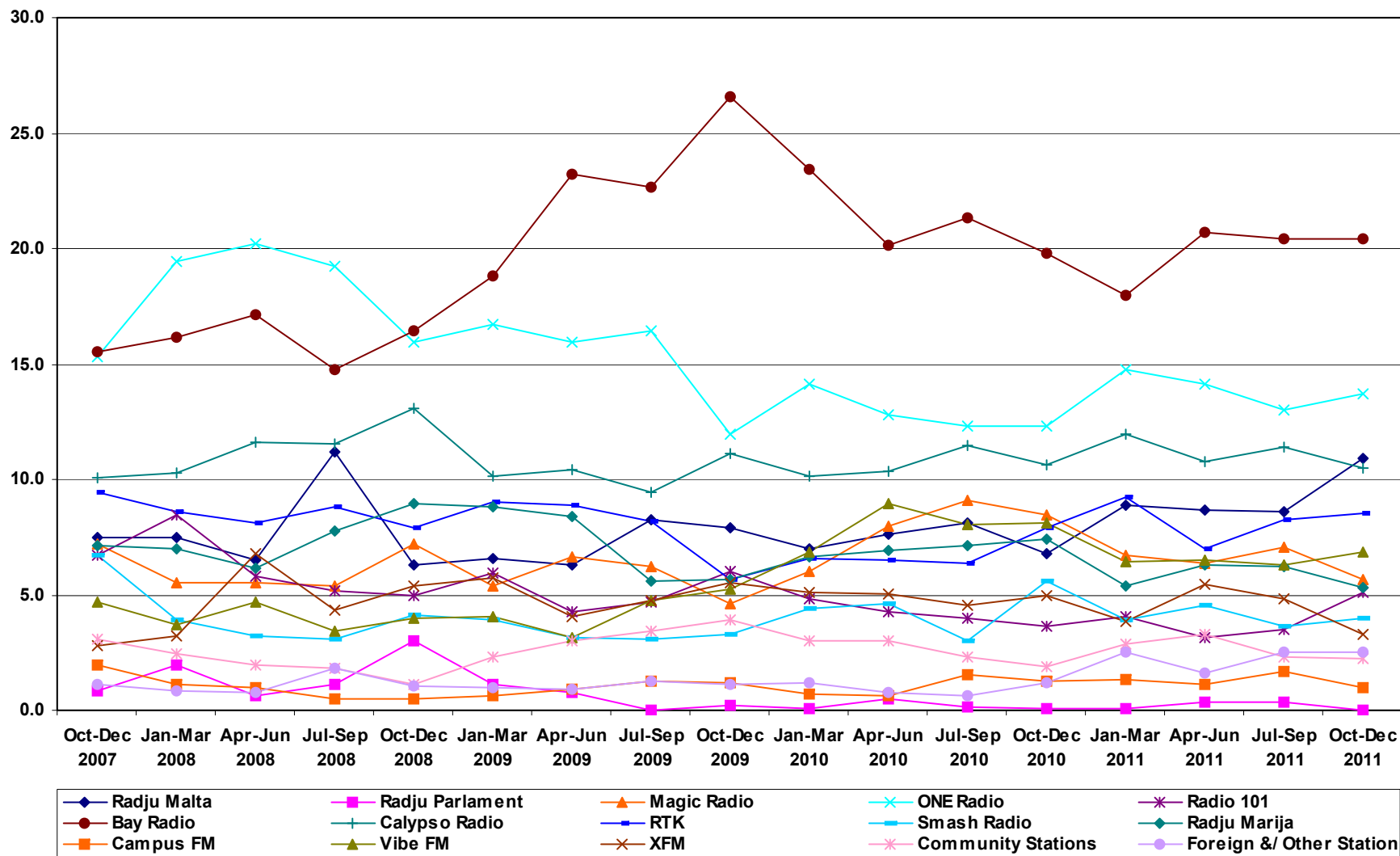


FIGURE 3.3.A RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007- OCT/DEC 2011]

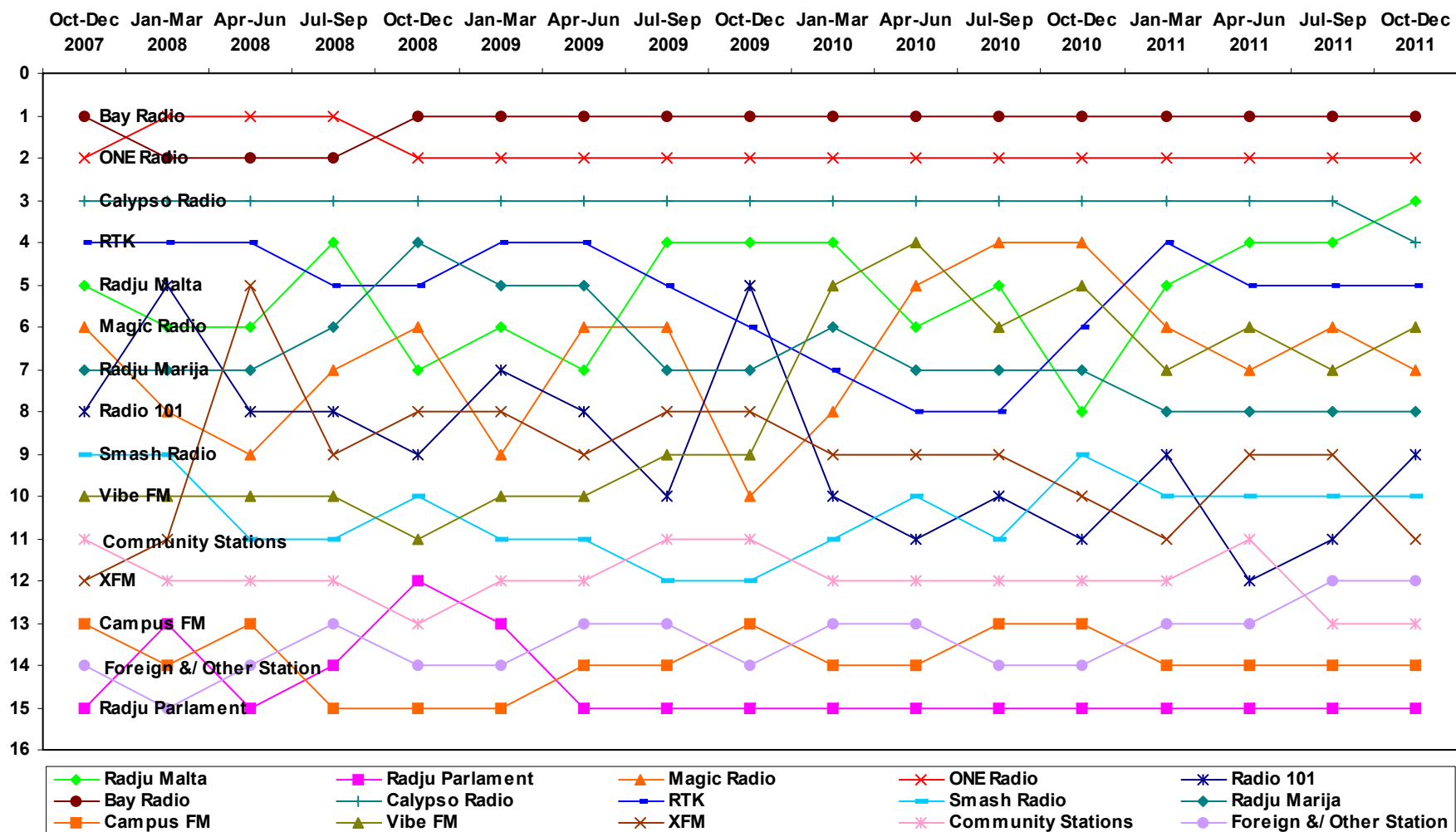


FIGURE 3.3.B RADIO REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 - OCT/DEC 2011]

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

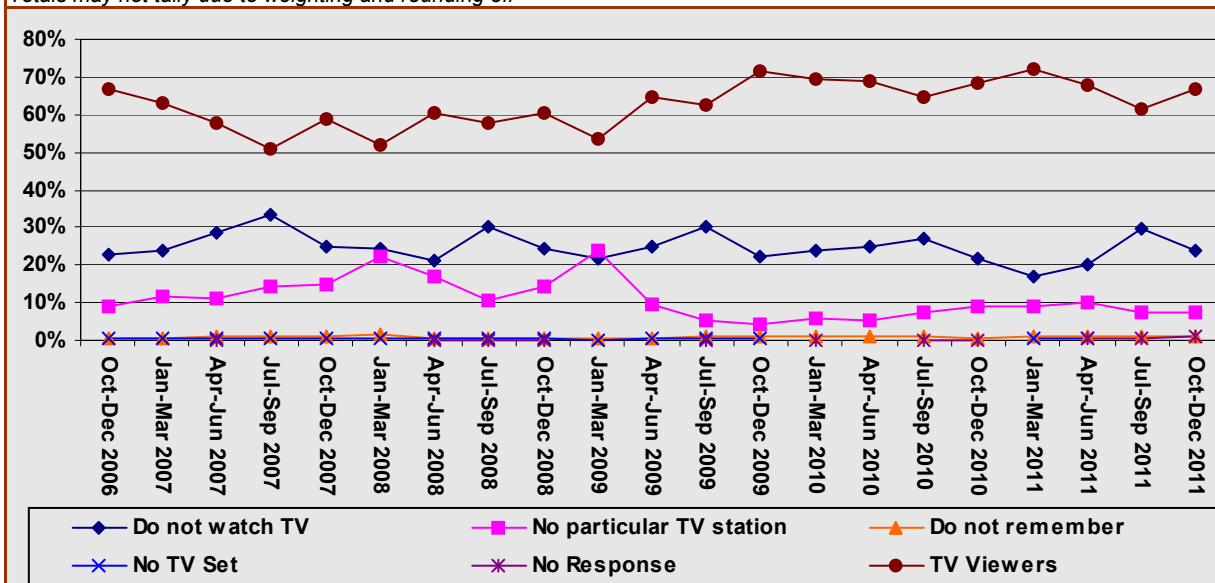


FIGURE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – OCT/DEC 2011]

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

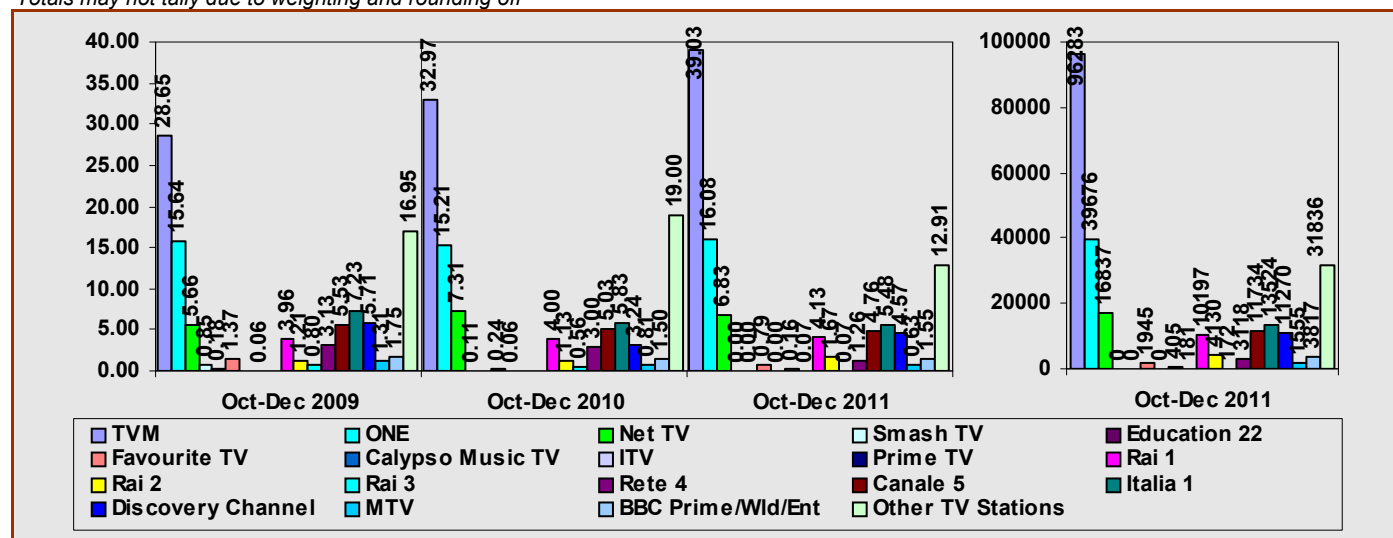


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2009, 2010, 2011]

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

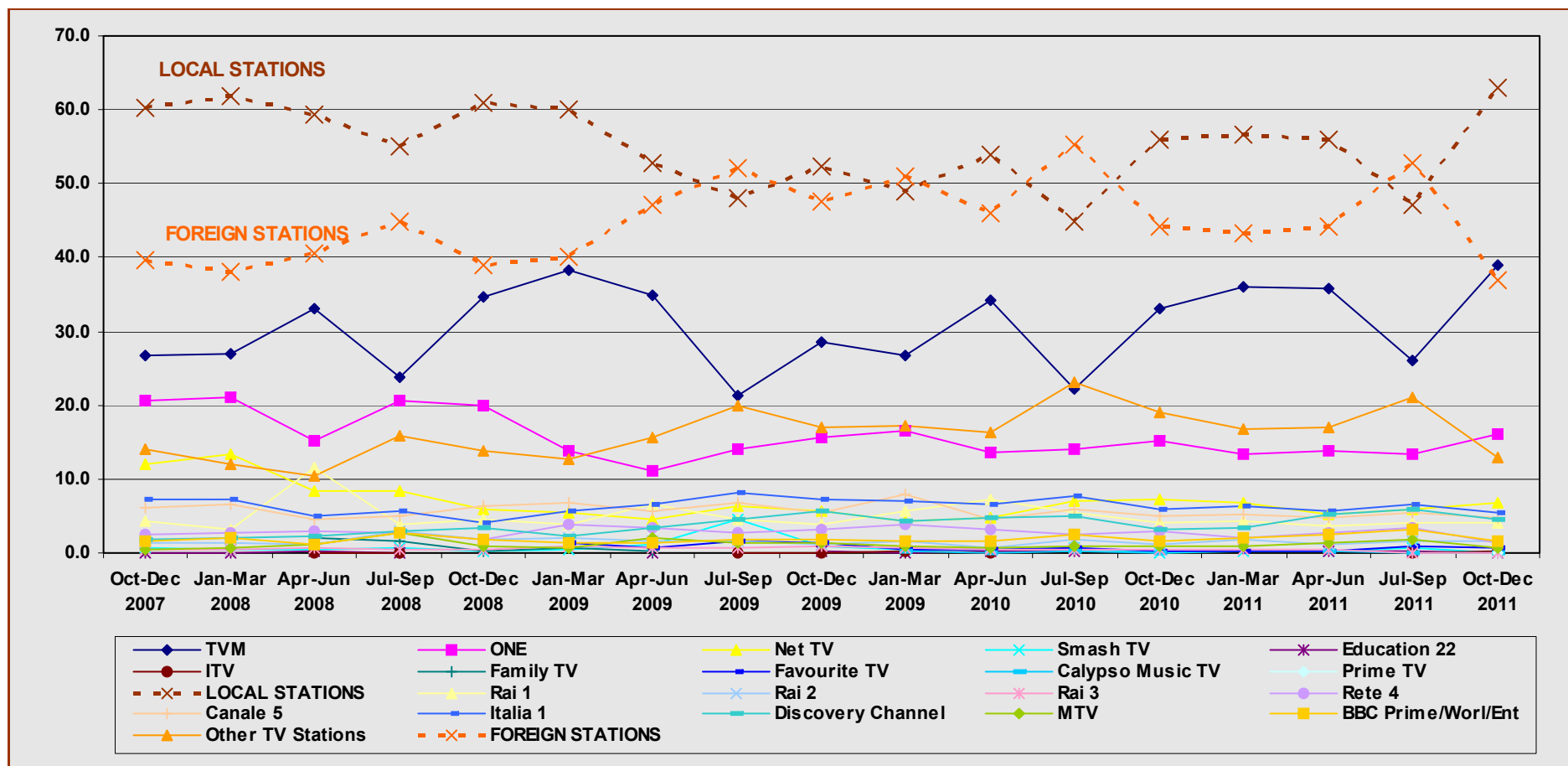
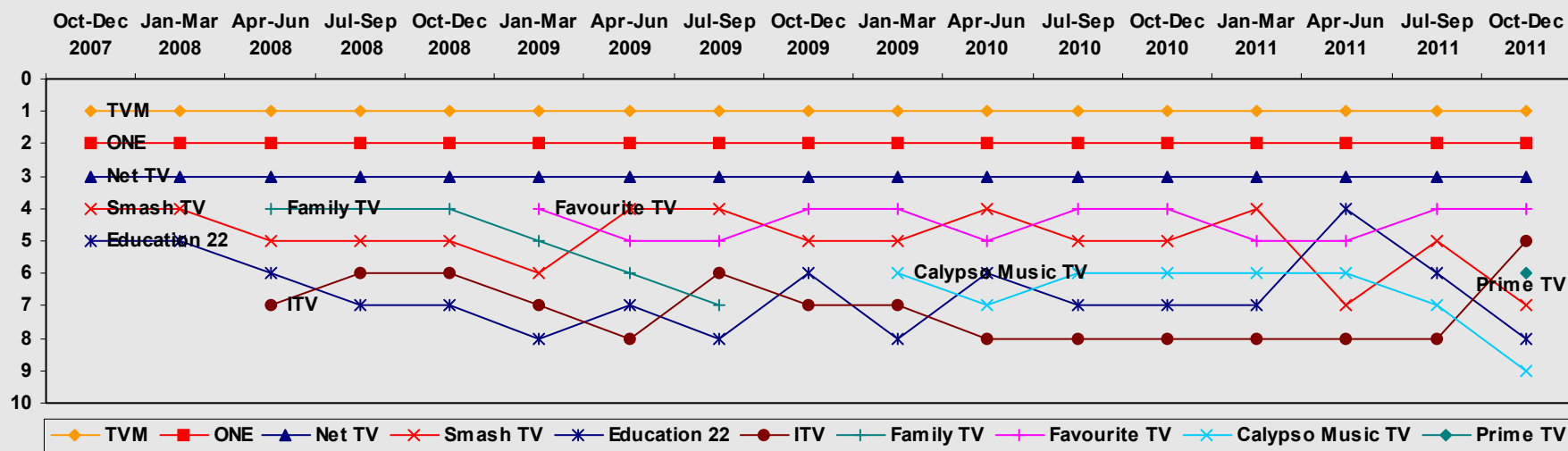


FIGURE 3.7.A: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – OCT/DEC 2011]

Local Stations



Foreign Stations

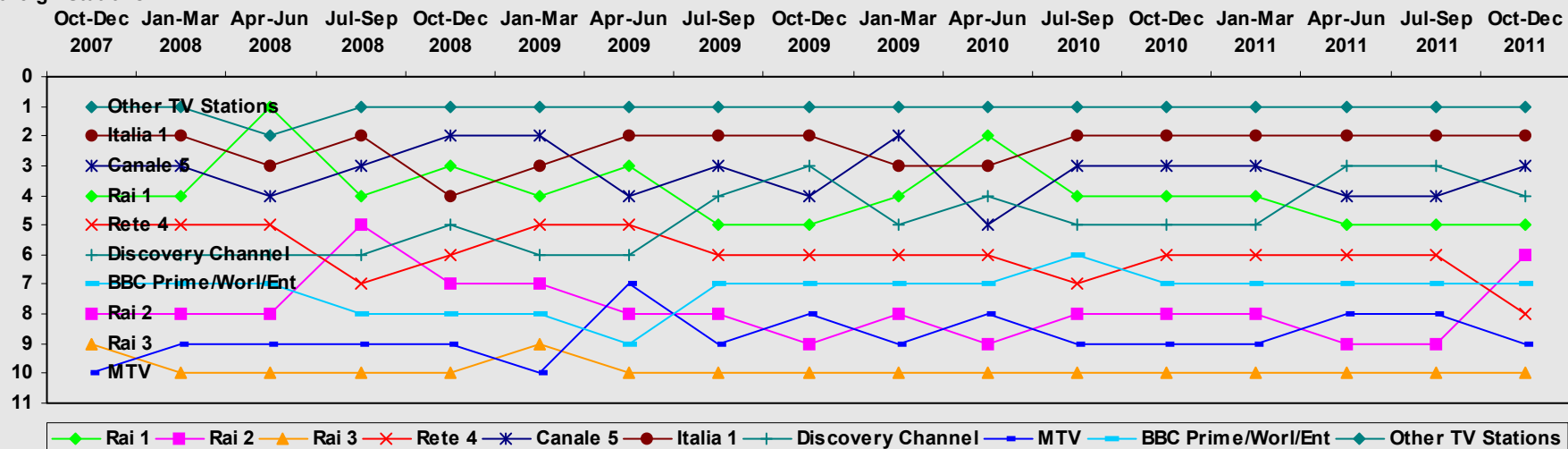


FIGURE 3.7.B: TV REACH BY BROADCASTING STATION BY RANKING [OCT/DEC 2007 – OCT/DEC 2011]

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

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

4.1 Radio Reception Platforms

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 [358,997]	%	N [370,812]
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

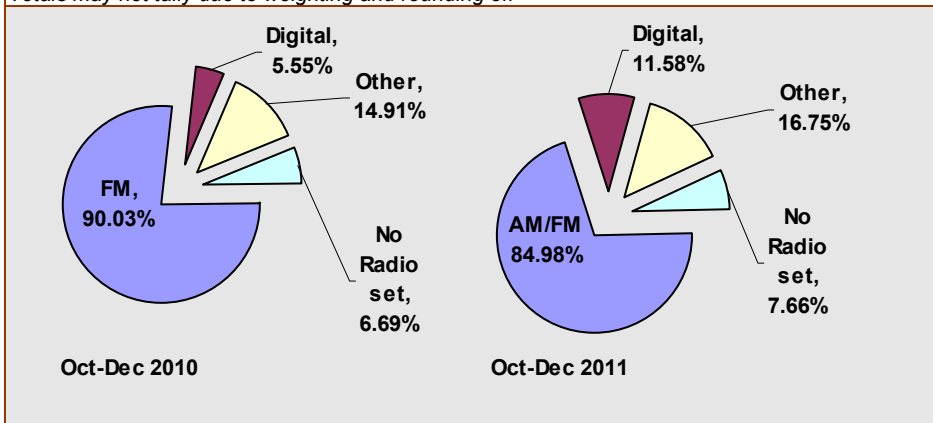


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010/2011]

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]

	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

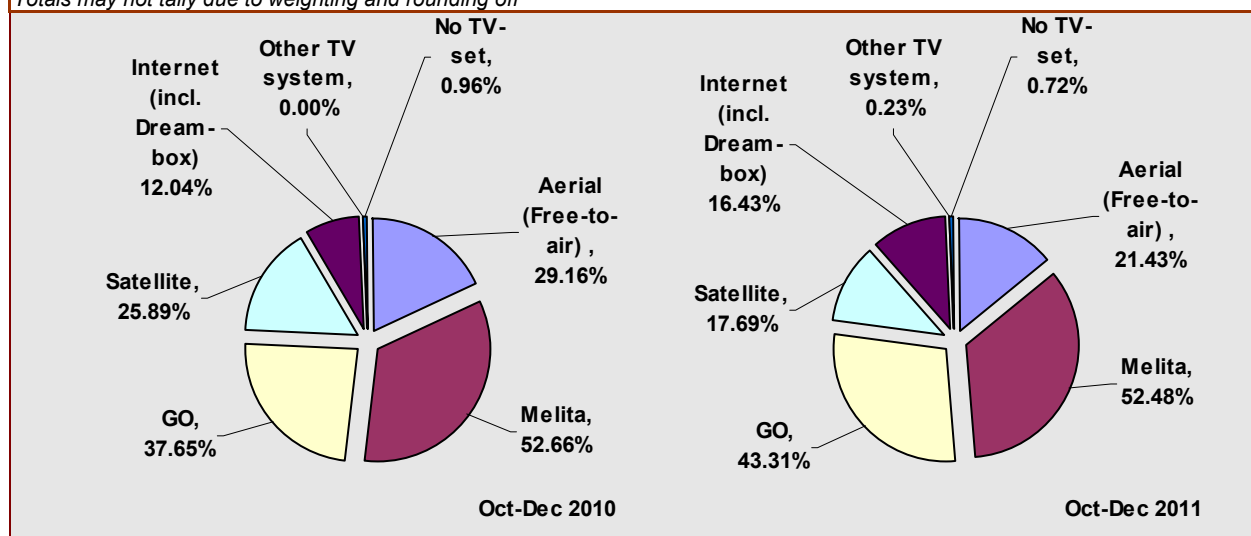


FIGURE 4.4: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010/2011]

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 [47.4%]. 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]

		Gender		Age Groups							District					
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Aerial (Free-to-air)																
Count	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%].

Further data is available in Part Two of this report.

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

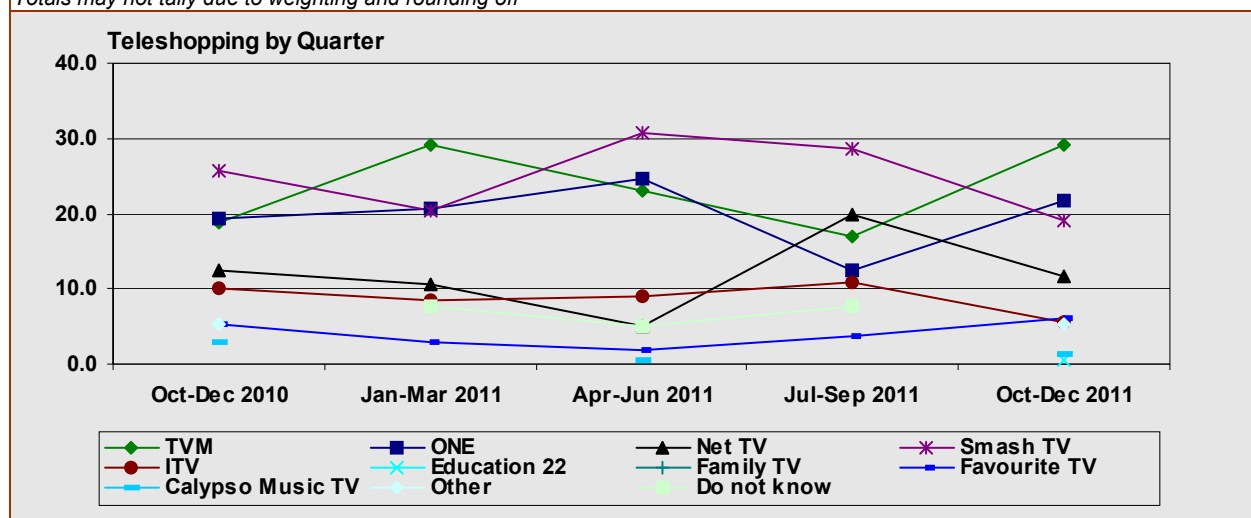


FIGURE 5.1.A: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010-2011]

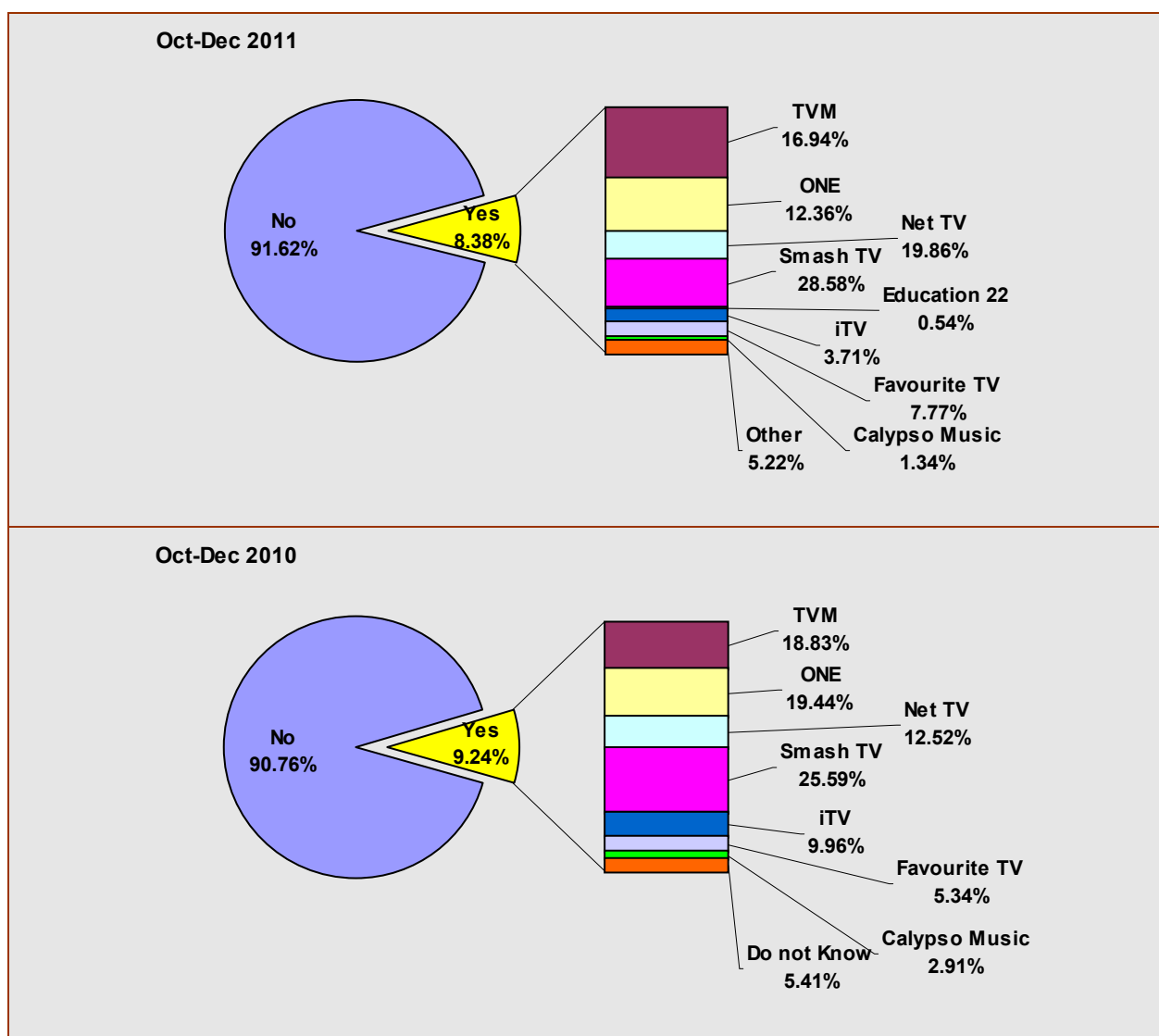


FIGURE 5.1.B: TEleshopping BY BROADCASTING STATION [OCT/DEC 2010-2011]

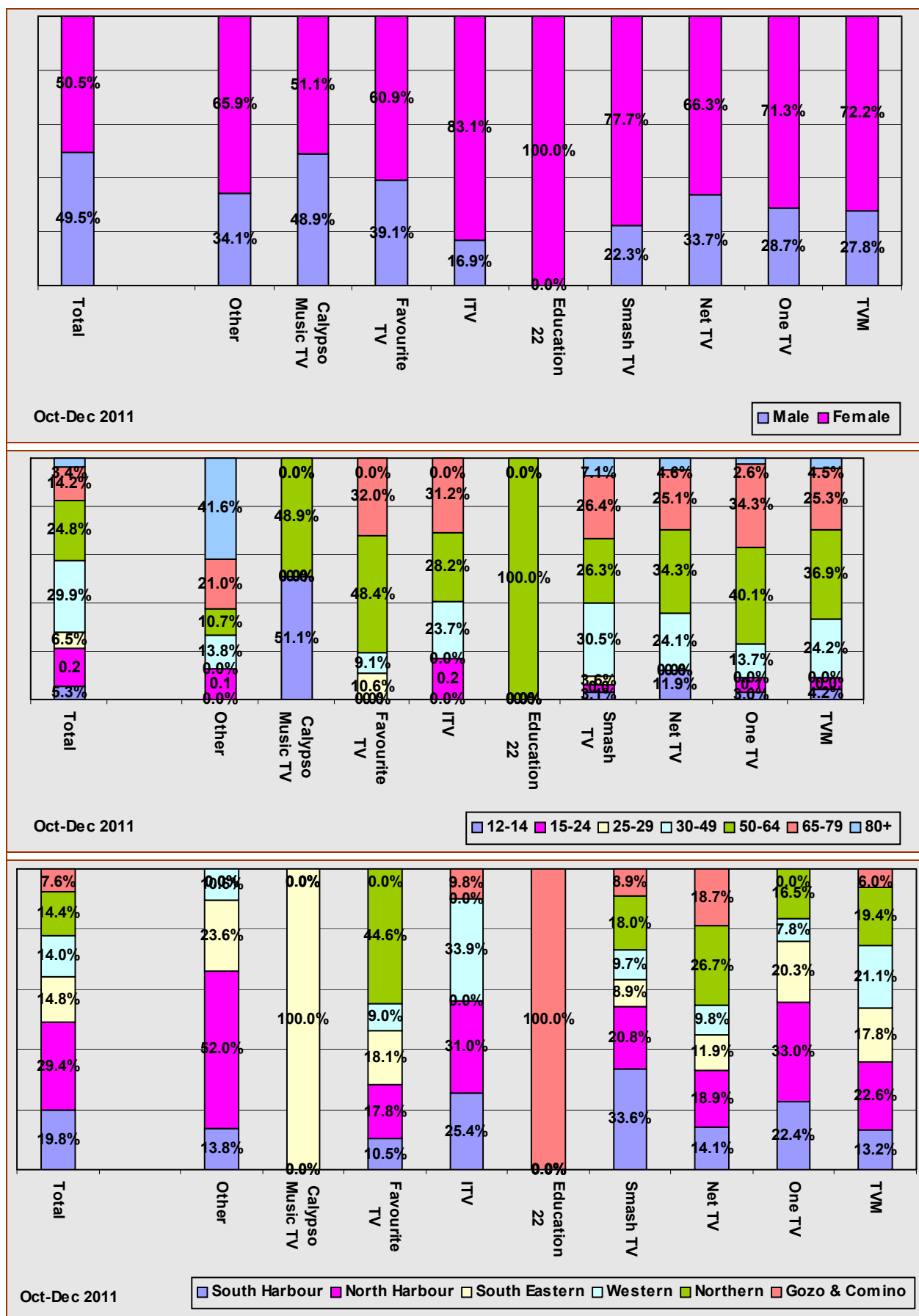
5.1 TEleshopping BY GENDER, BY AGE GROUPS, AND BY DISTRICT

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 and Figures 5.2.a-c 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



**FIGURES 5.2.A-C: TEleshopping BY BROADCASTING STATION:
BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT/DEC 2011]**

6. RADIO AUDIENCES

For this assessment the N.S.O. weighted each respondent to be representative of the whole population as per Demographic Review 2009, giving a grossed-up population of 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 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, in total from Monday to Sunday, ONE Radio has attained the highest daily average of listeners [%: 1.509%; 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	

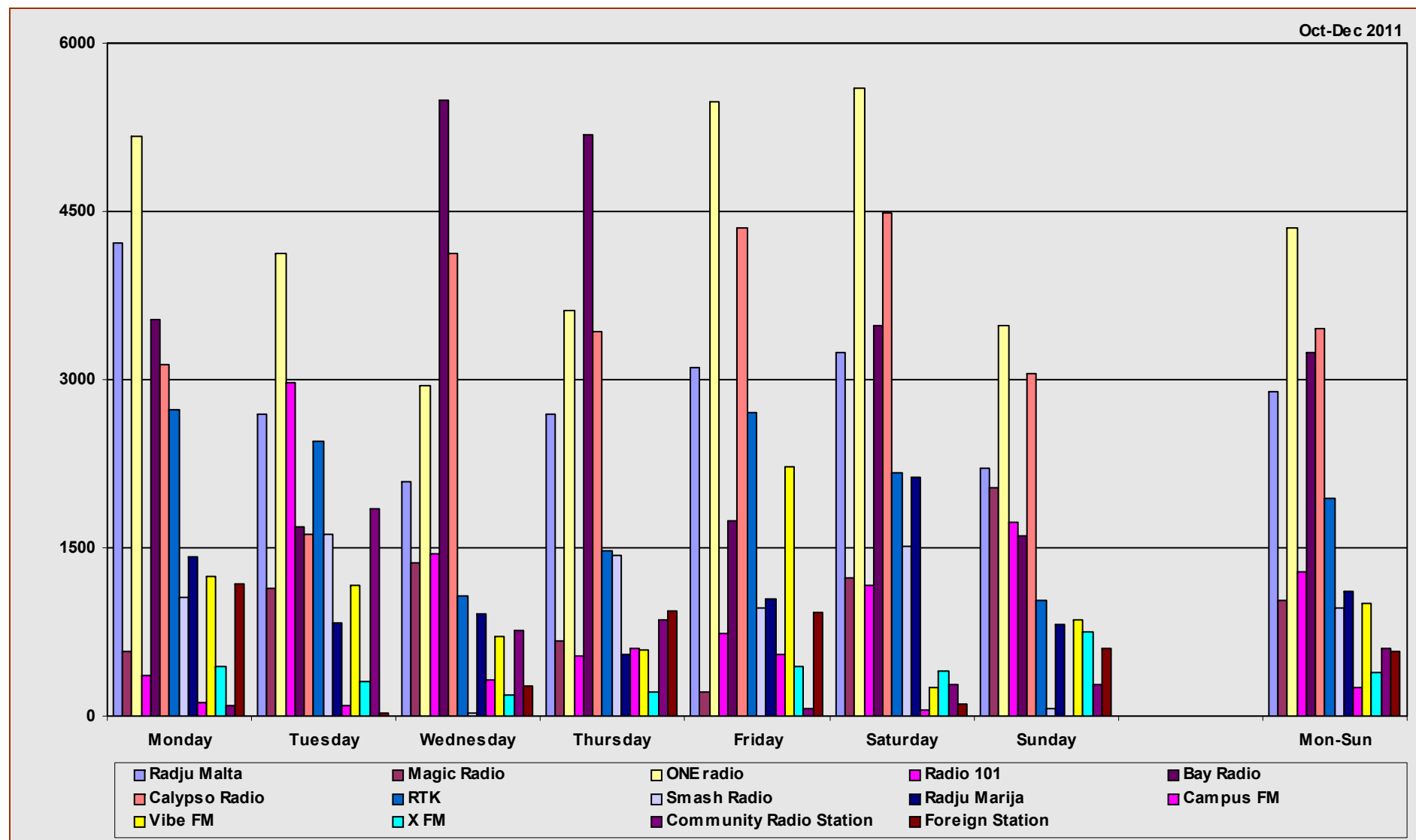


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT/DEC 2011]

6.2 WEEKDAYS PEAK AUDIENCES

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

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [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 DAILY AUDIENCE SHARE

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

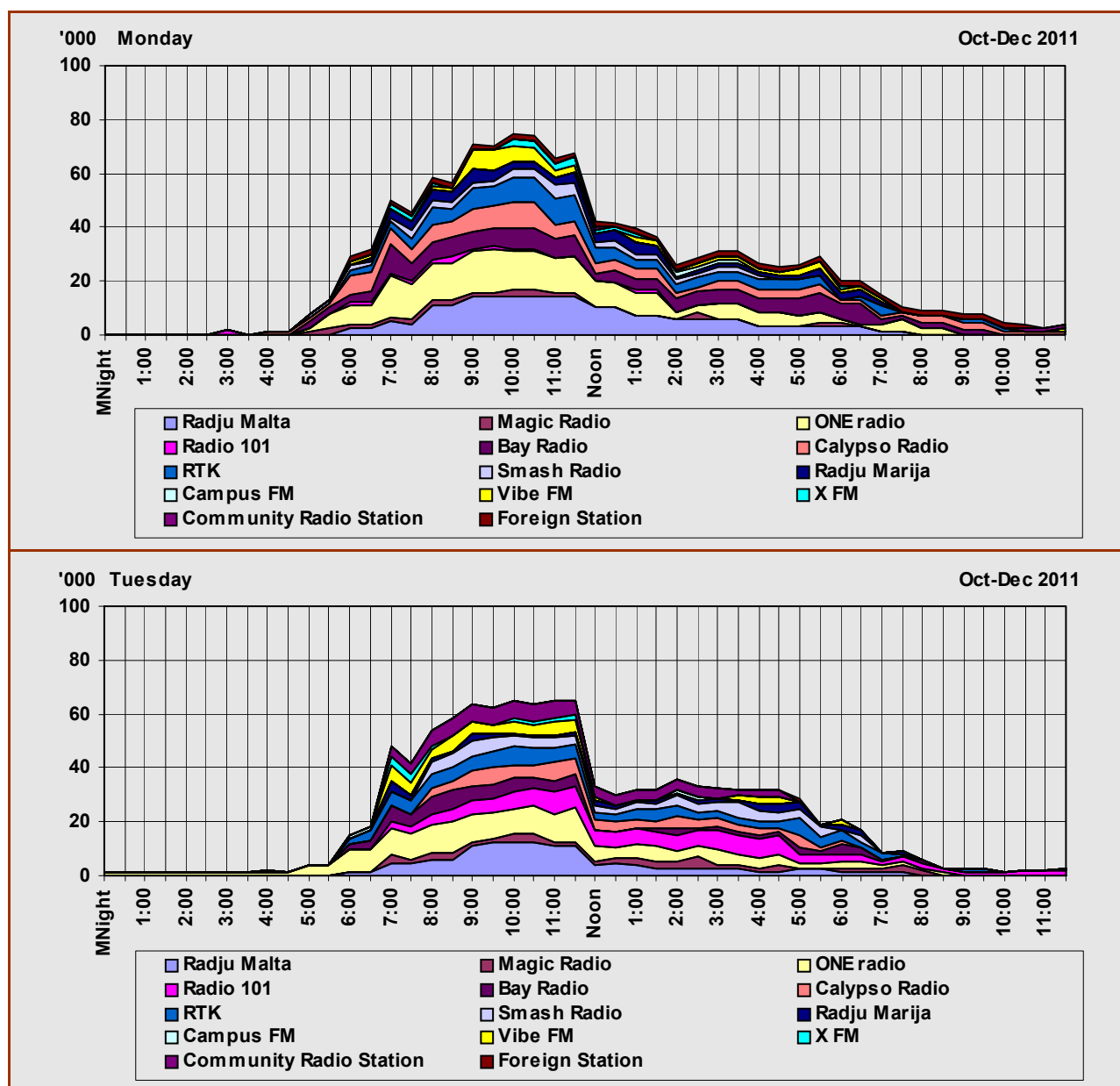


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

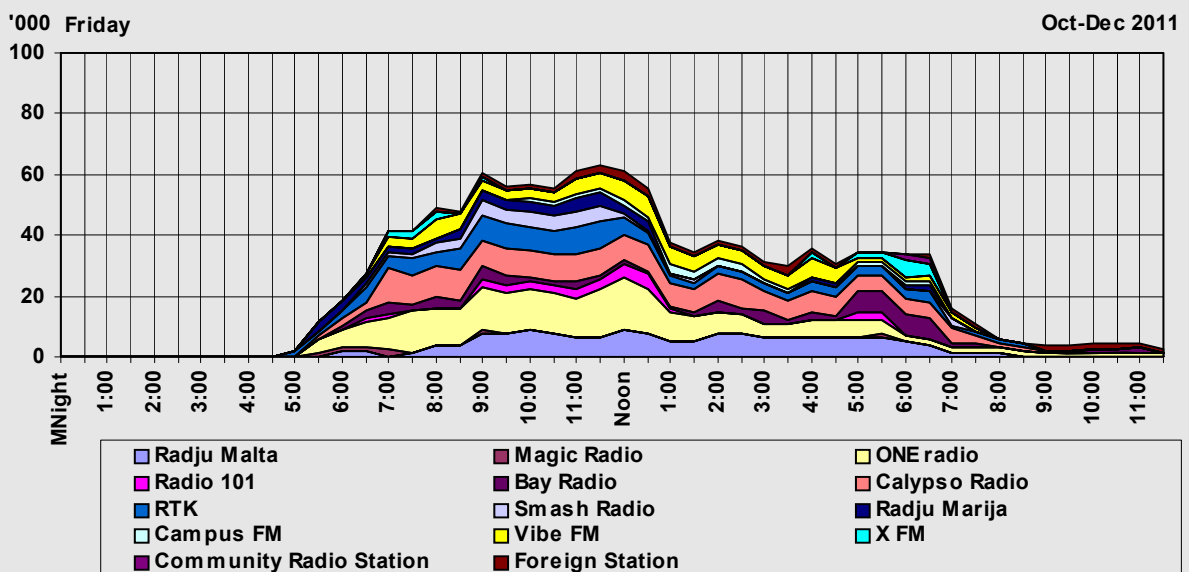
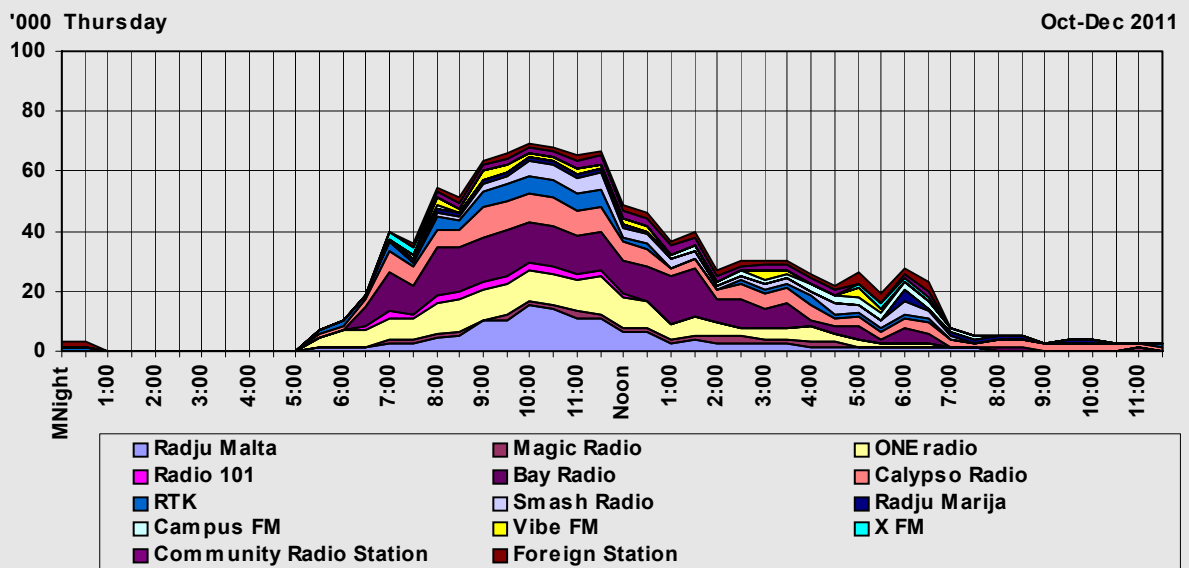
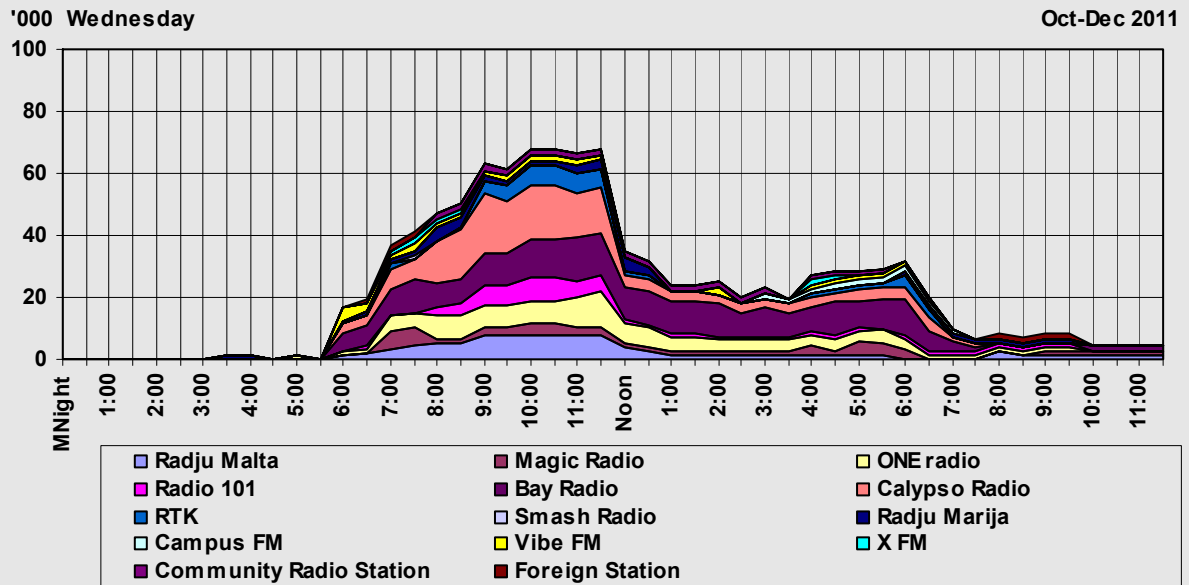


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

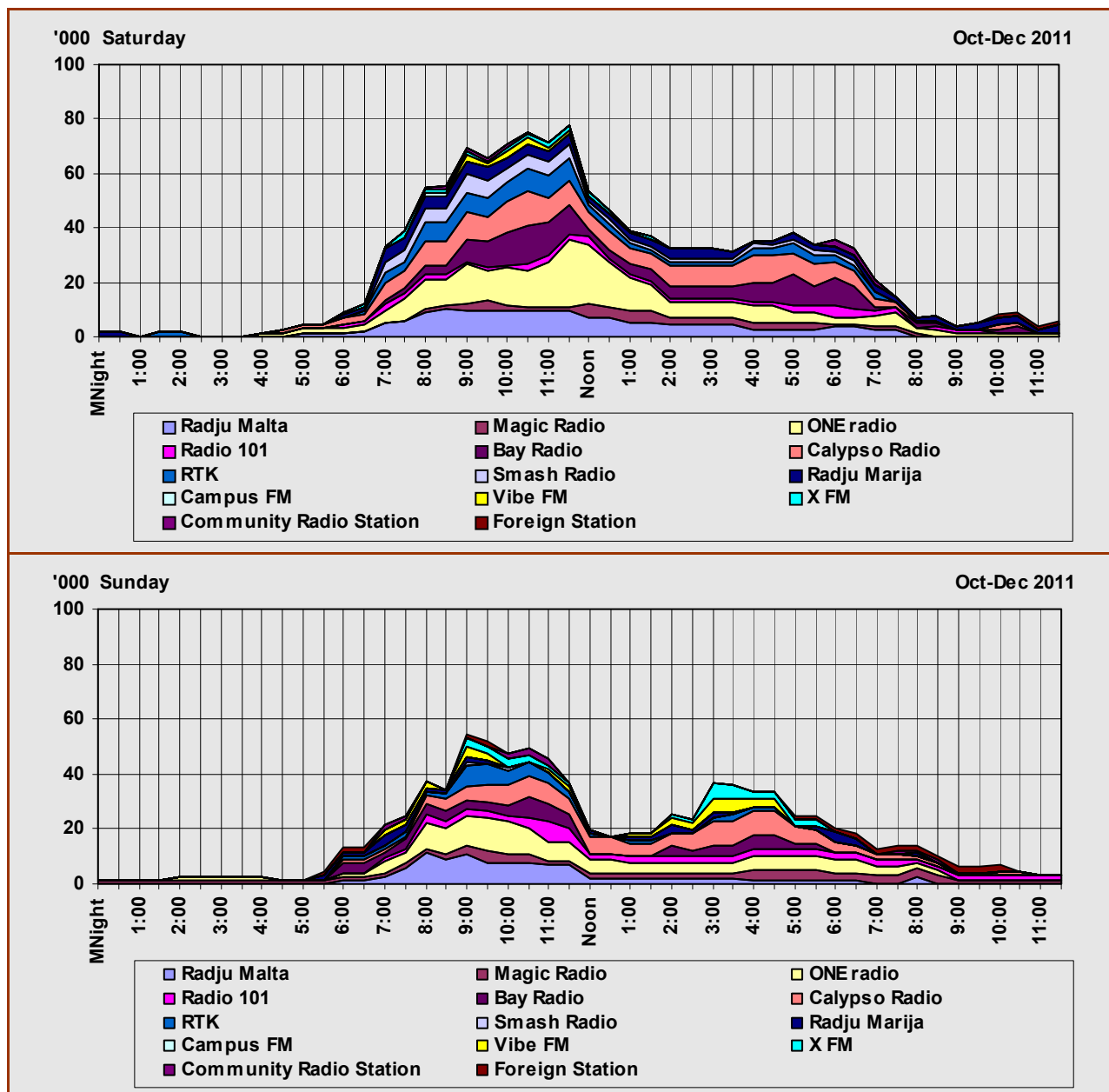


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

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

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

	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

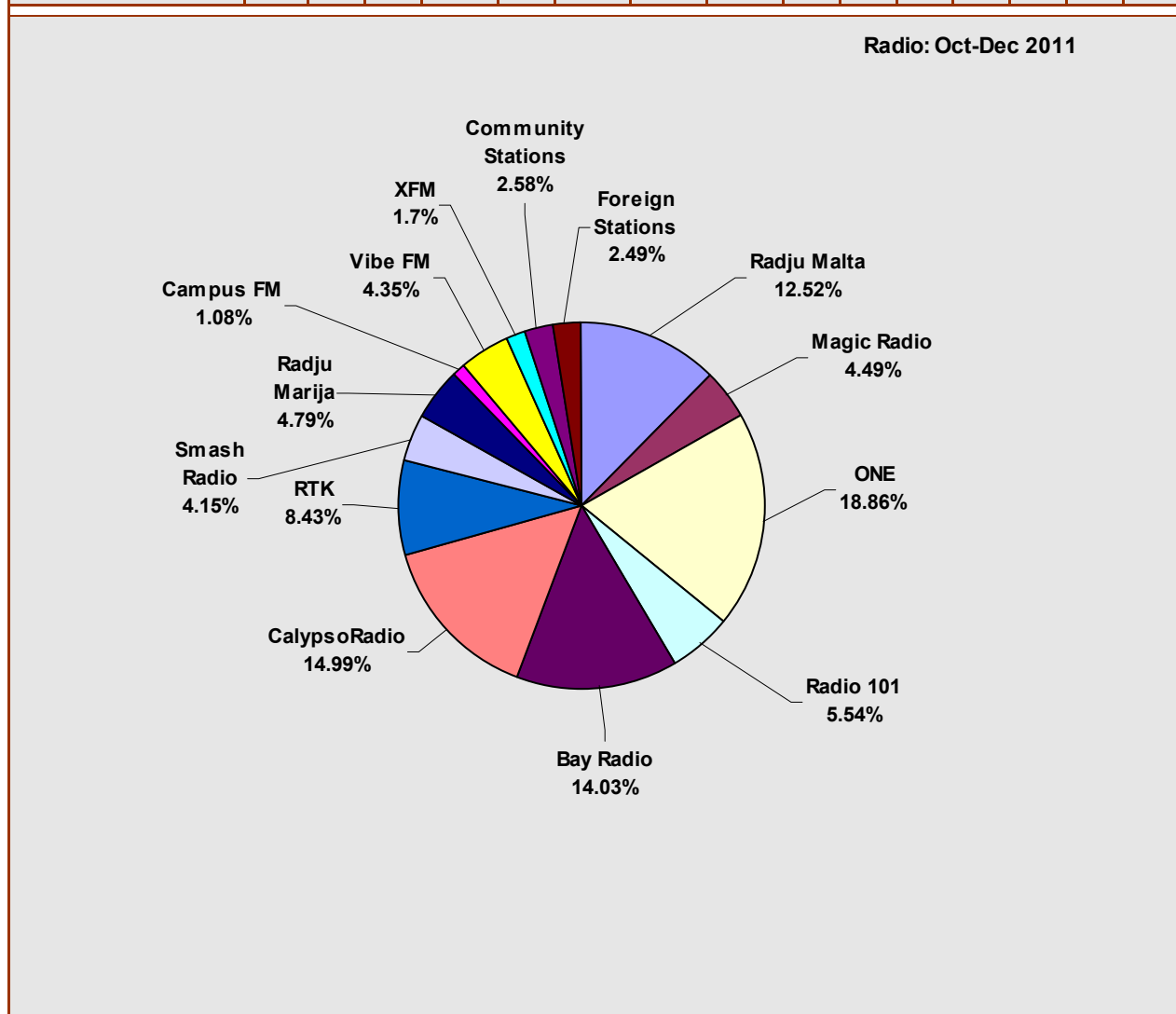


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT/DEC 2011]

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 and Figure 7.1 below and Table 7.4 in Part 2 of this report. 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	

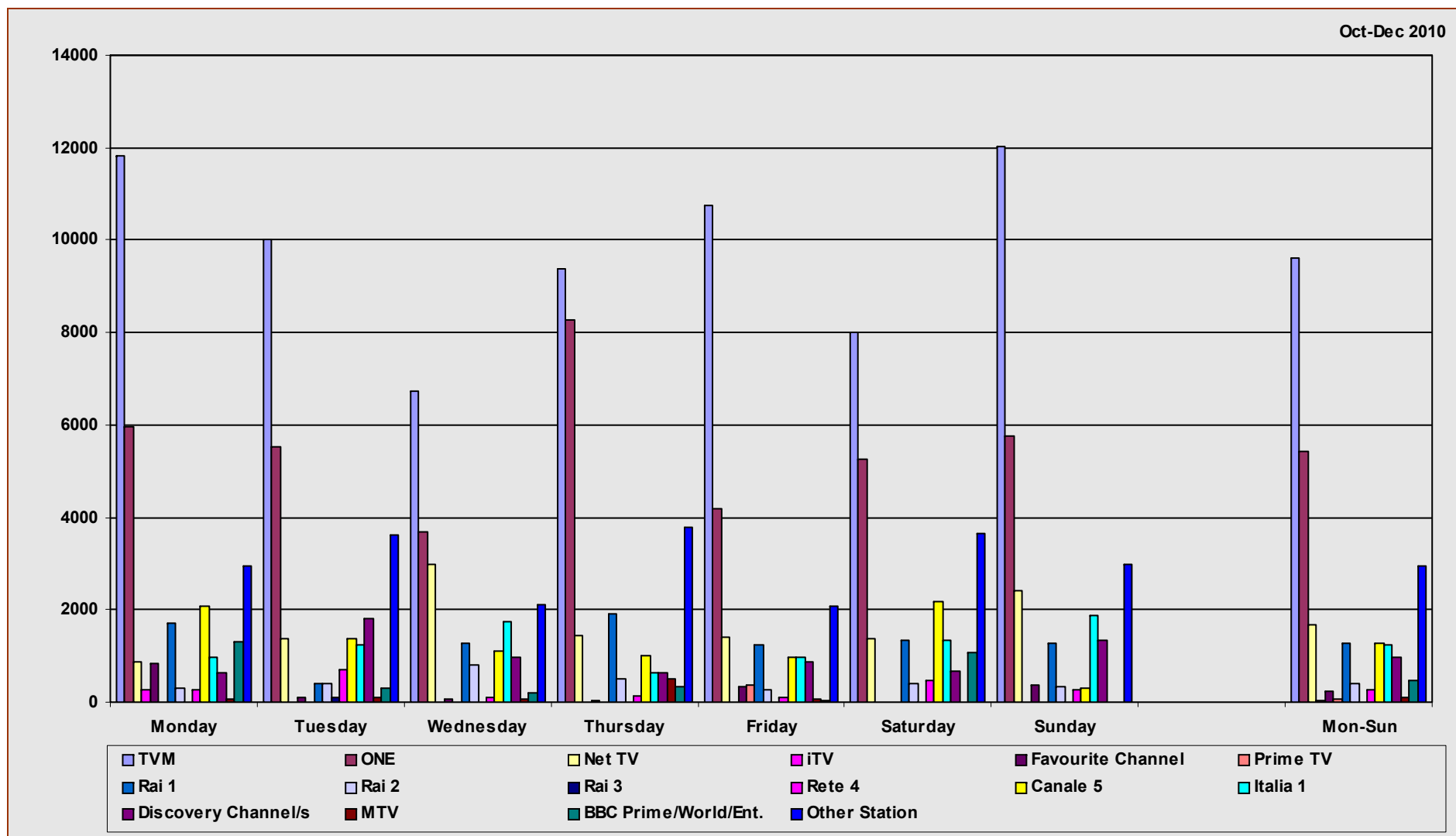


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT/DEC 2011]

7.2 WEEKDAYS PEAK AUDIENCES

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

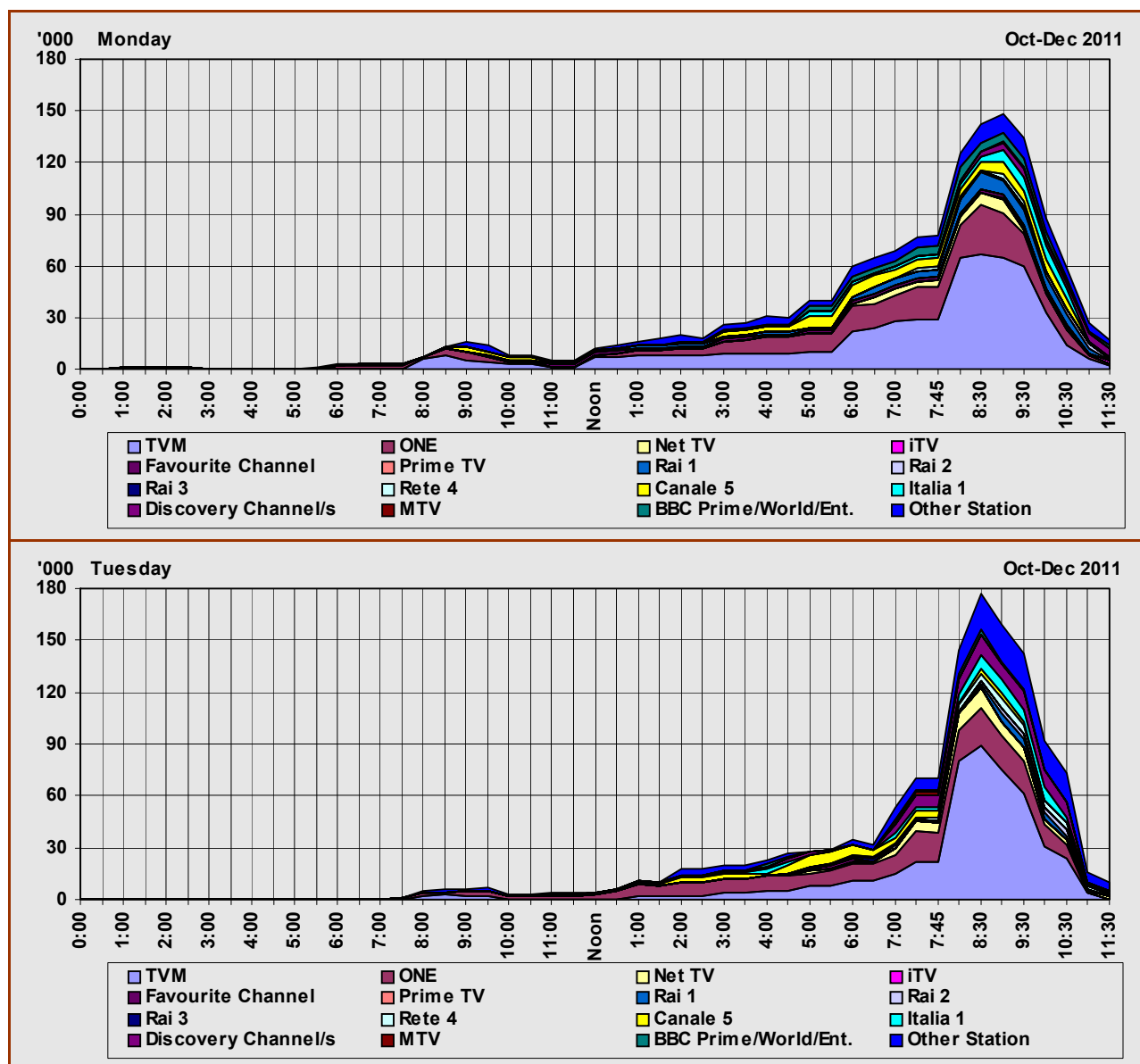
%	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Monday	17.900	7.806	2.070	0.448	0.448	0.000	2.585	0.698	0.000	0.696	1.988	2.106	1.404	0.267	2.232	3.140	17.900
Tuesday	23.563	5.625	3.311	0.000	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 DAILY AUDIENCE SHARE

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



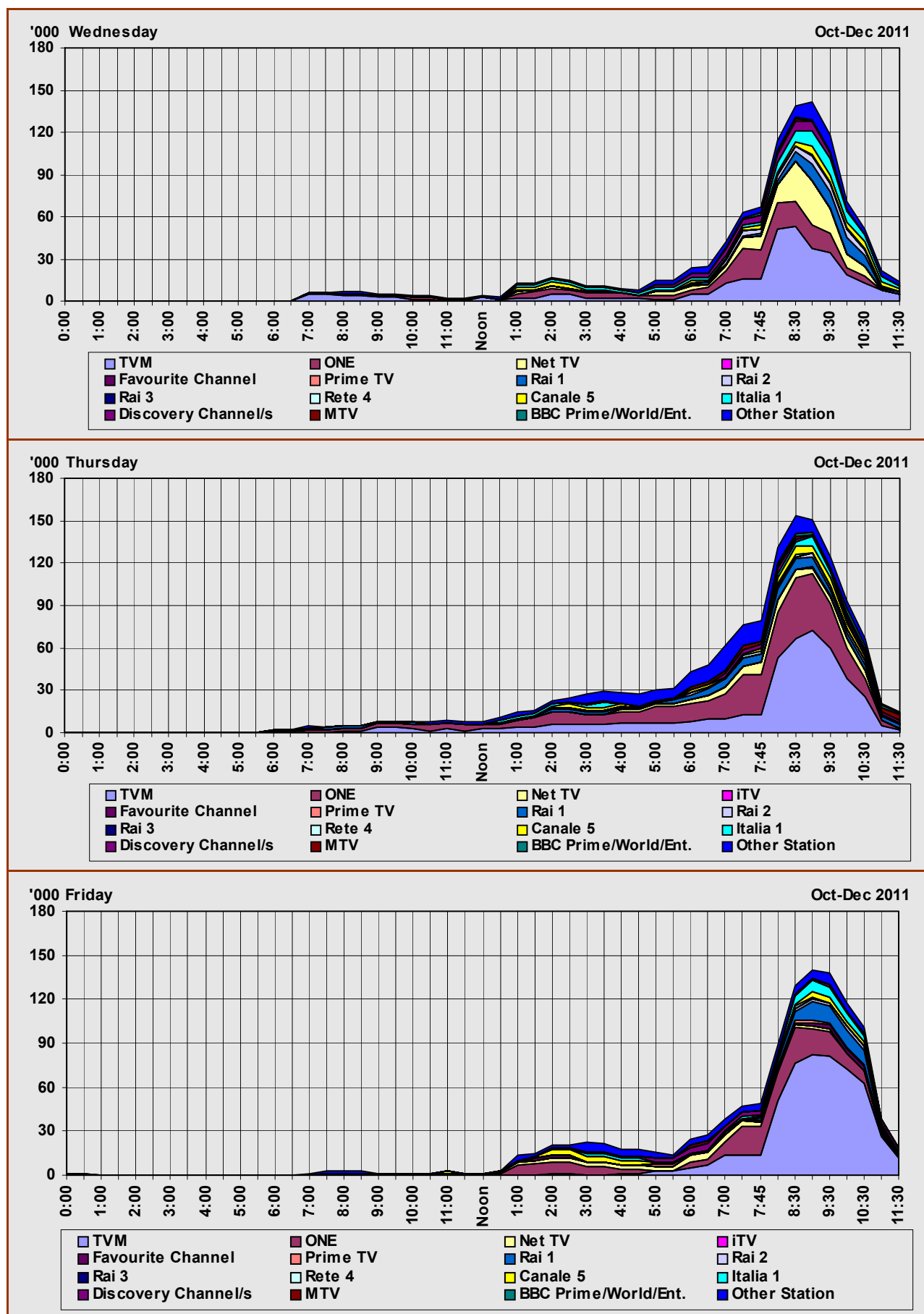


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

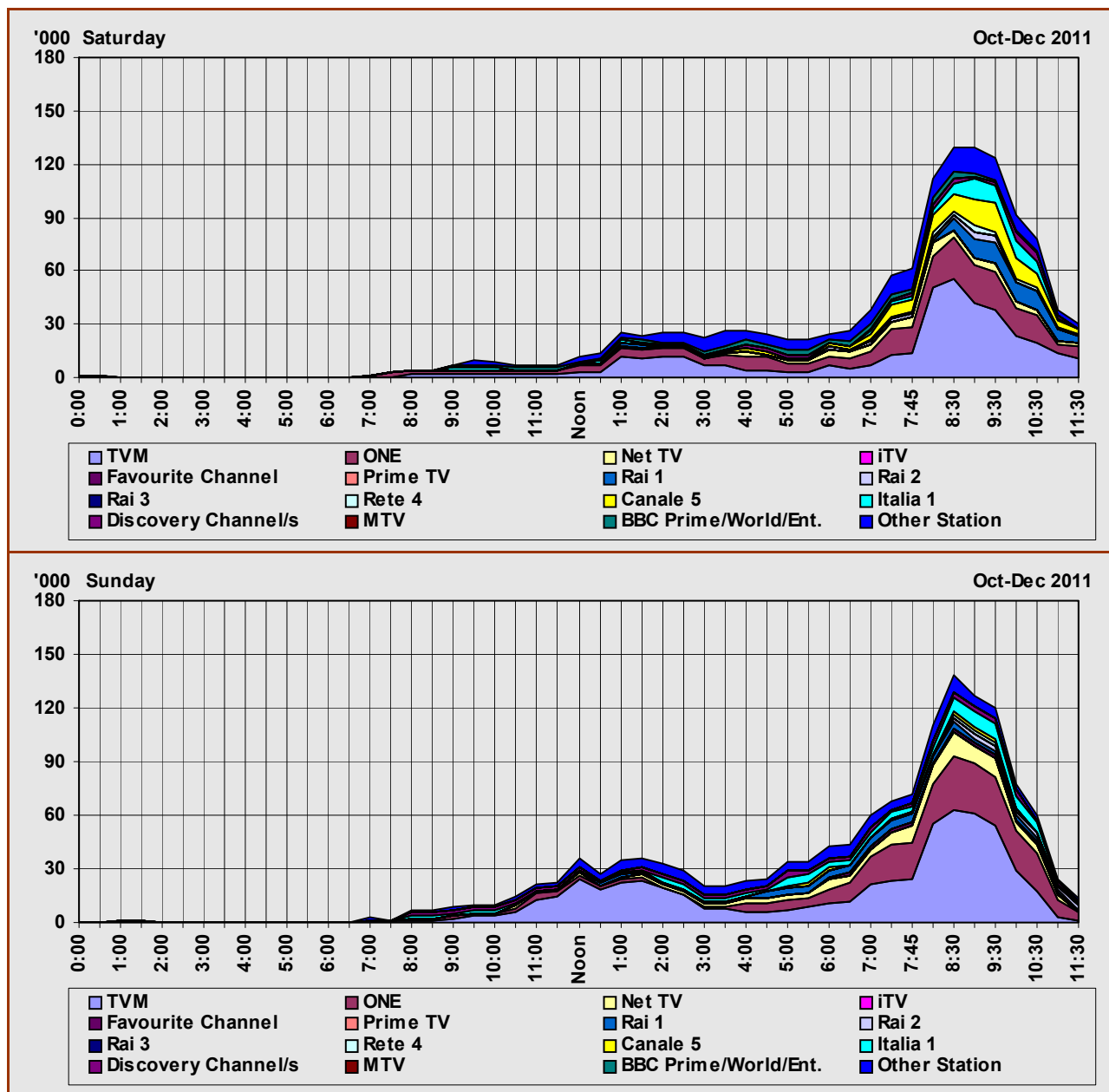


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

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

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

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

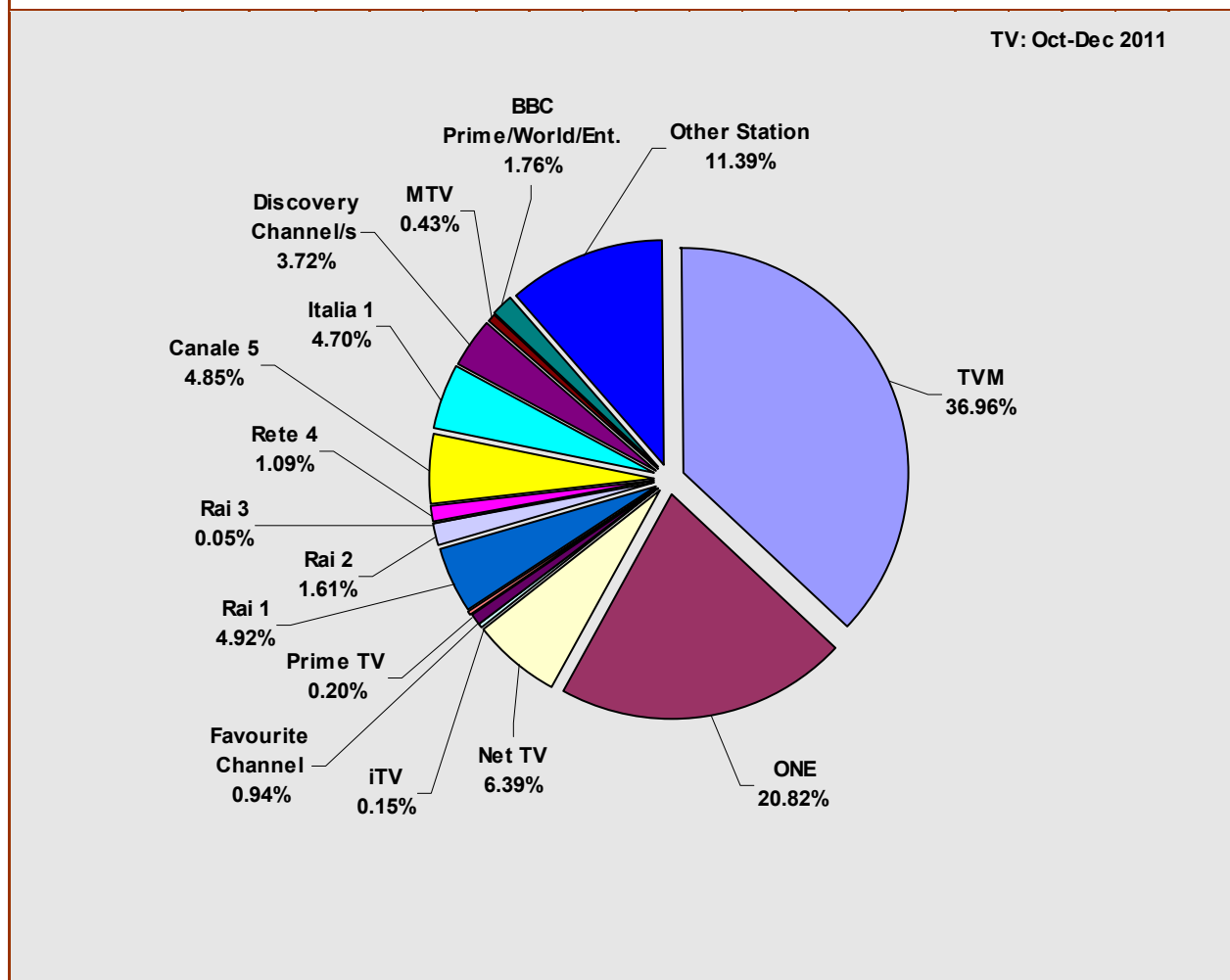


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [OCT/DEC 2011]

7.5 TV BROADCASTING SCHEDULES

For this broadcasting quarter of July-September 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.

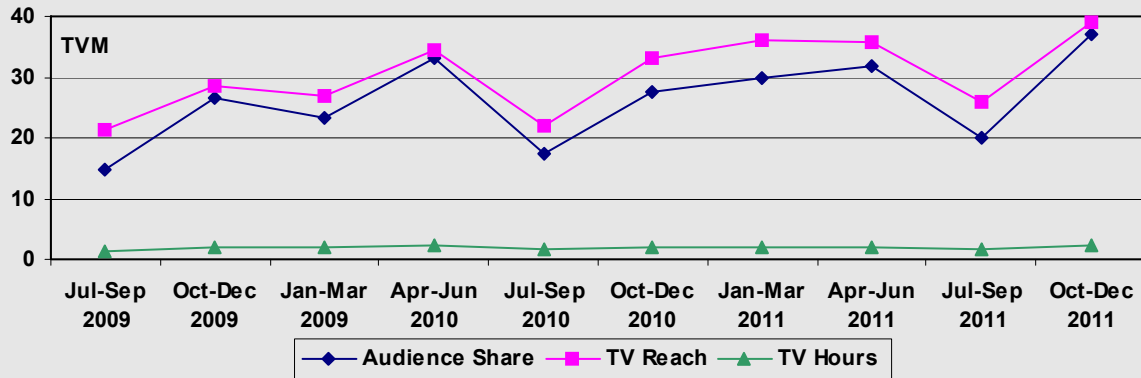
For each broadcasting season, the Authority requests the broadcasting schedules from each station licensed. Although programme-changes in each schedule are frequent, such modifications would only effect a particular time-slot and they very rarely affect the general programme content allotted to that 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.

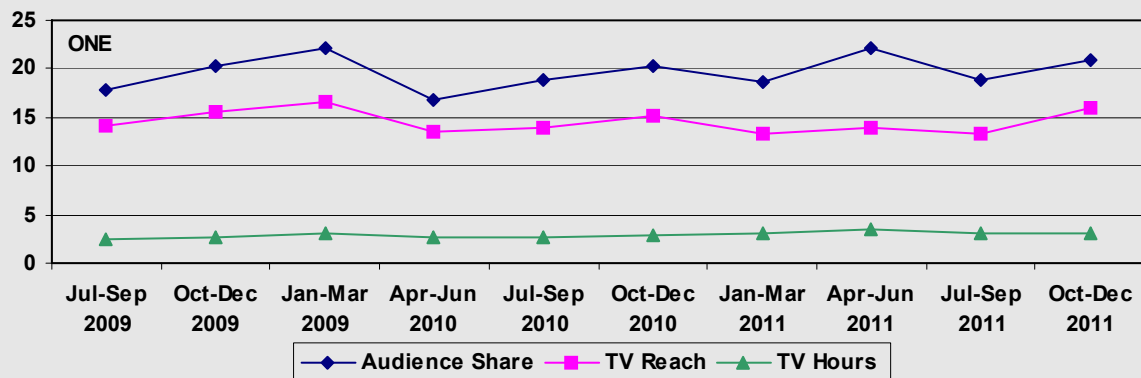
And, in the case of TVM and Channel 22, both stations would broadcast simultaneously the same programme content – this being a programme repeat/re-run on one station and a "new" programme series on another station.

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

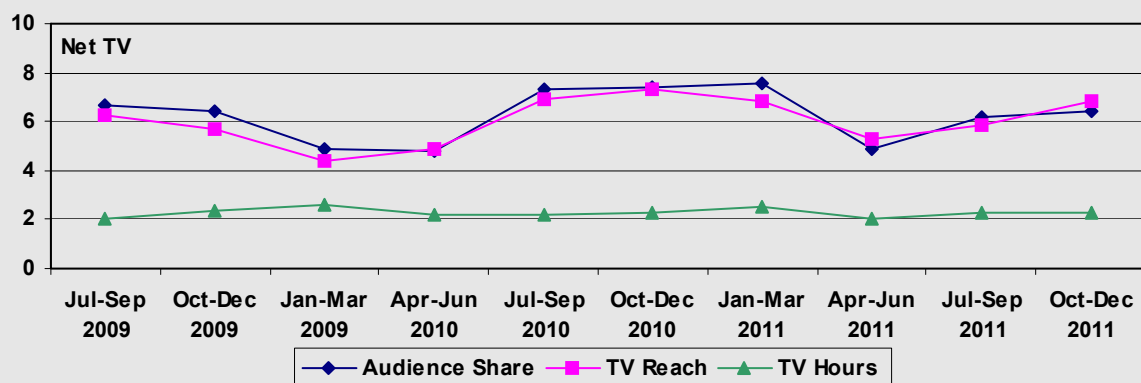
TVM	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011	Apr-Jun 2011	Jul-Sep 2011	Oct-Dec 2011
Audience Share [%]	14.7	26.6	23.3	33.2	17.5	27.5	29.8	31.7	20.1	37.0
TV Reach [%]	21.3	28.6	26.8	34.3	22.1	33.0	36.1	35.8	26.0	39.0
TV Hours [hrs.]	1.38	2.00	2.04	2.27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

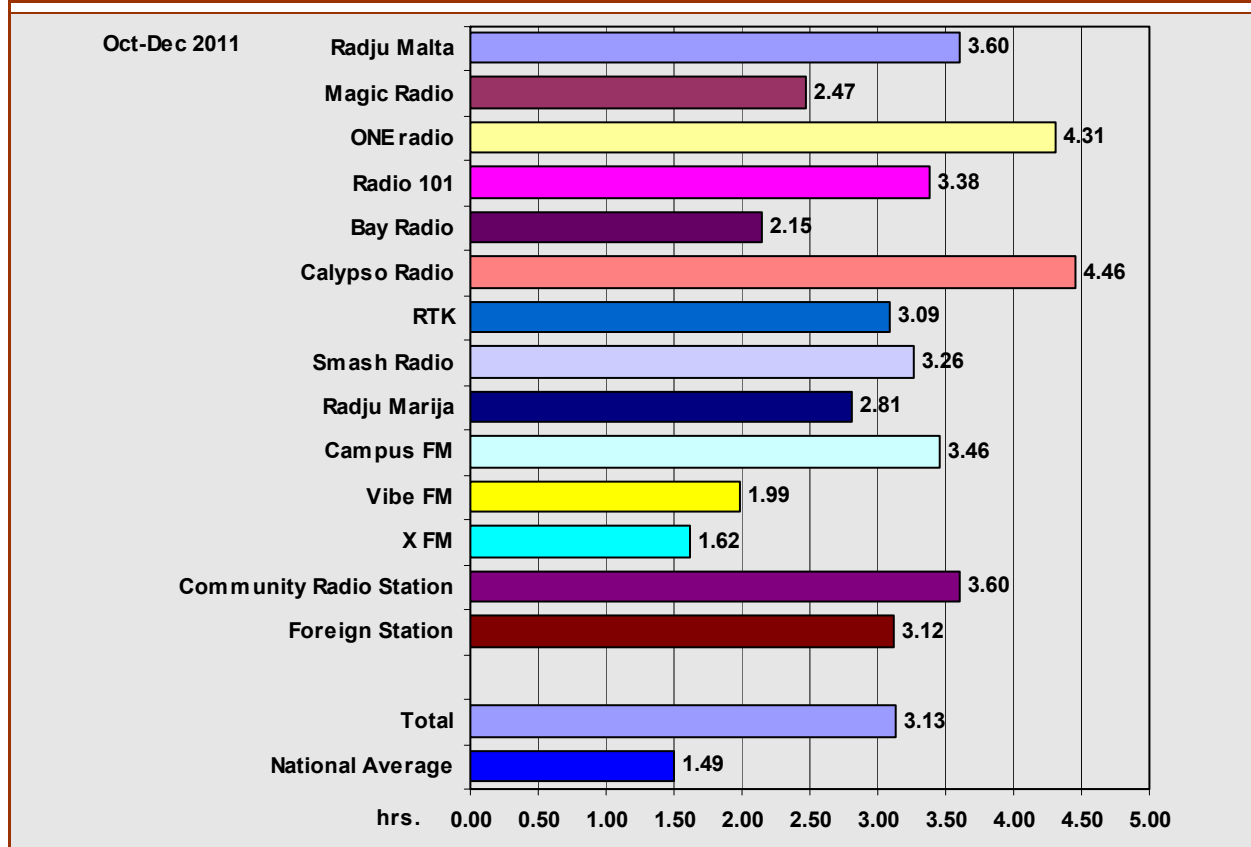


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [OCT/DEC 2011]

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

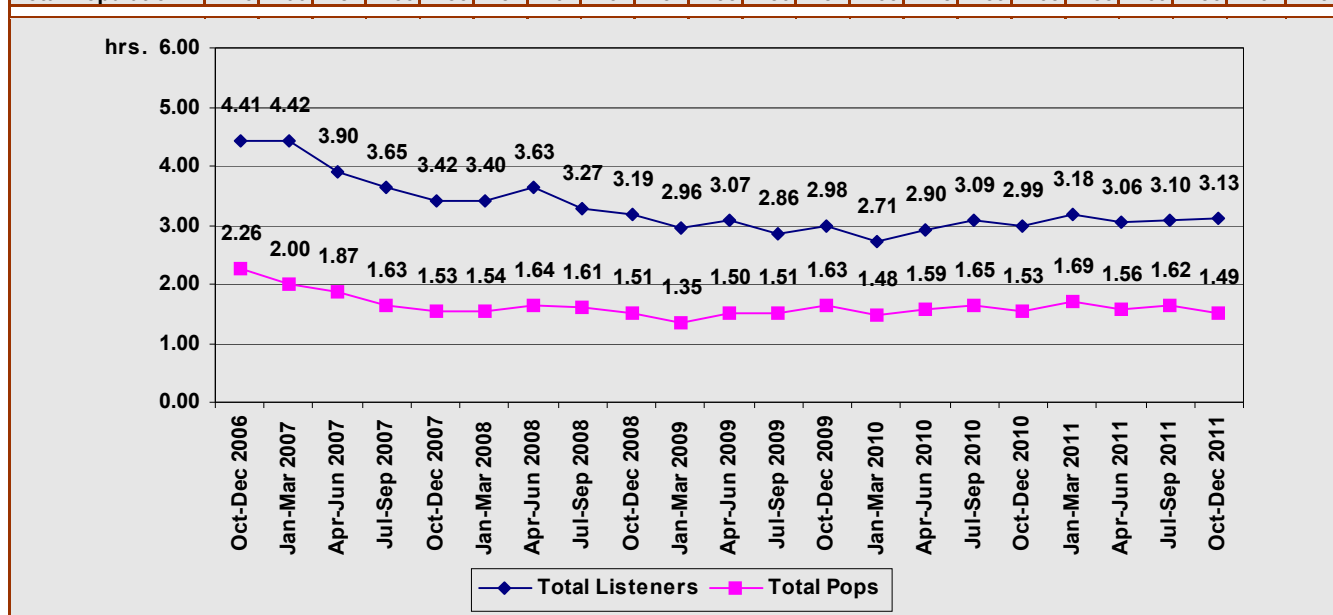


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – OCT/DEC 2011]

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	

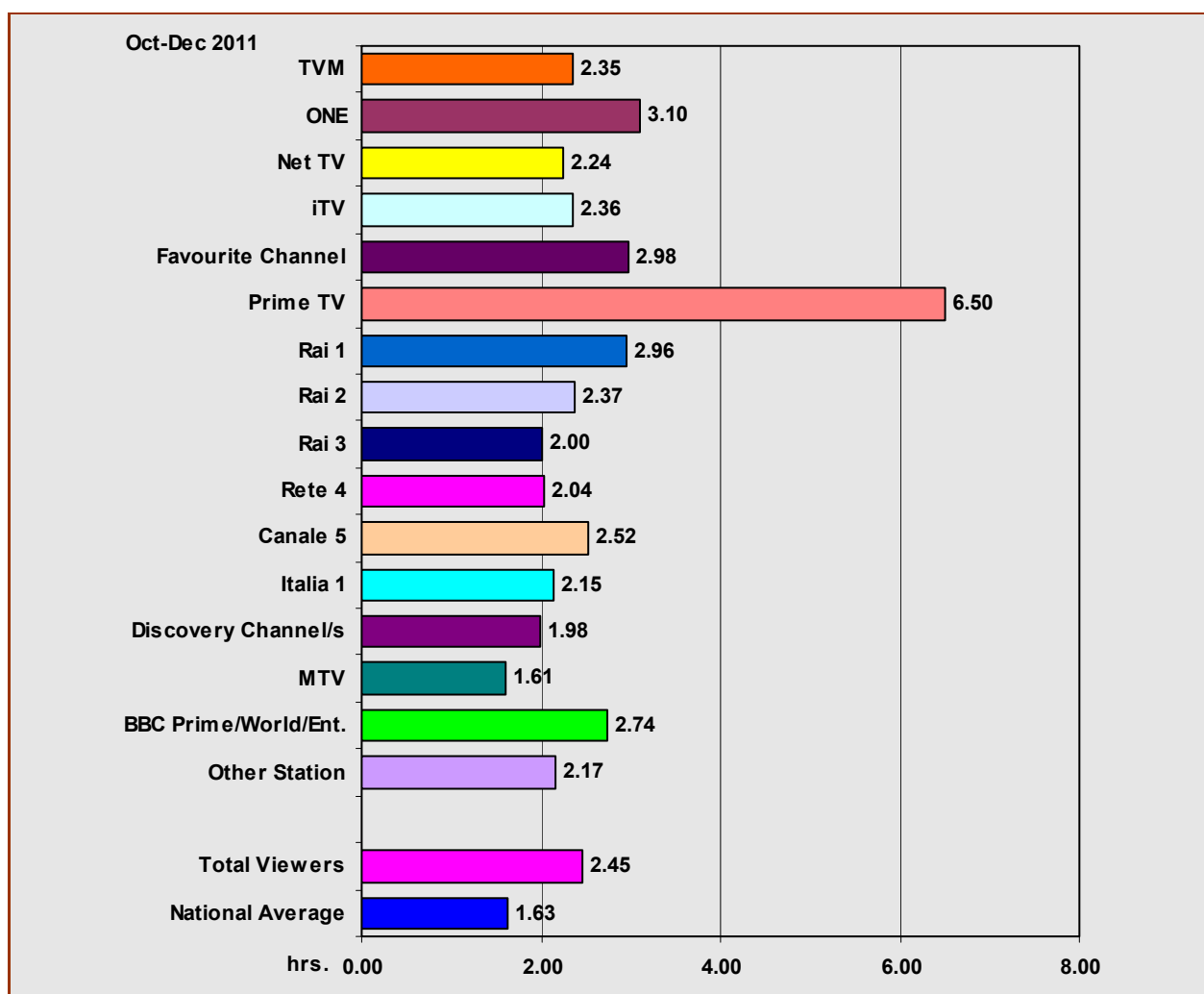


FIGURE 8.4: TV DAILY CONSUMPTION BY HOURS AND BY STATION [OCT/DEC 2011]

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

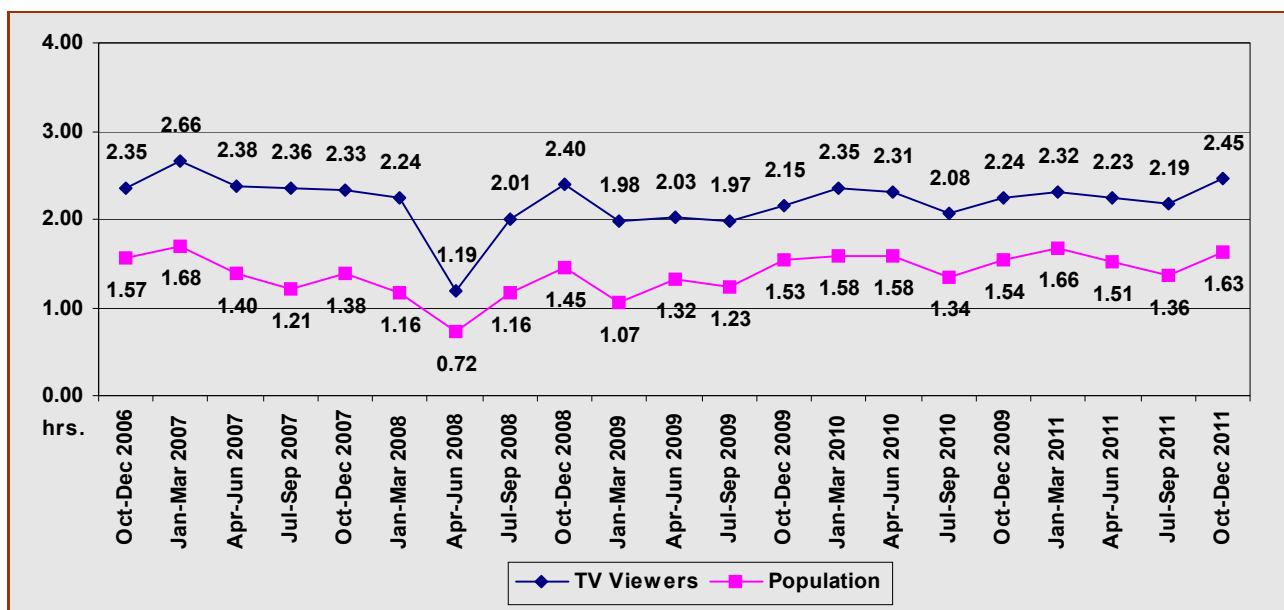


FIGURE 8.5: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – 2011]

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]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Oct	Nov	Dec	
> 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

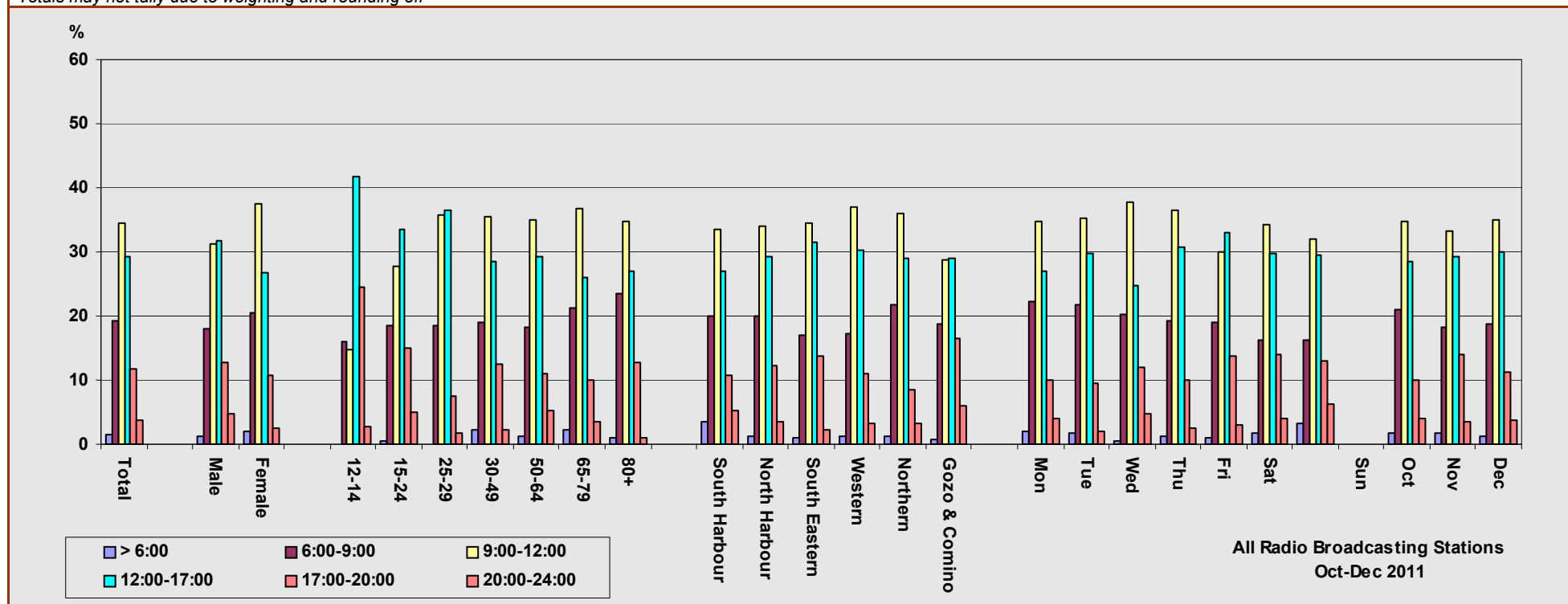


FIGURE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [OCT/DEC 2011]

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

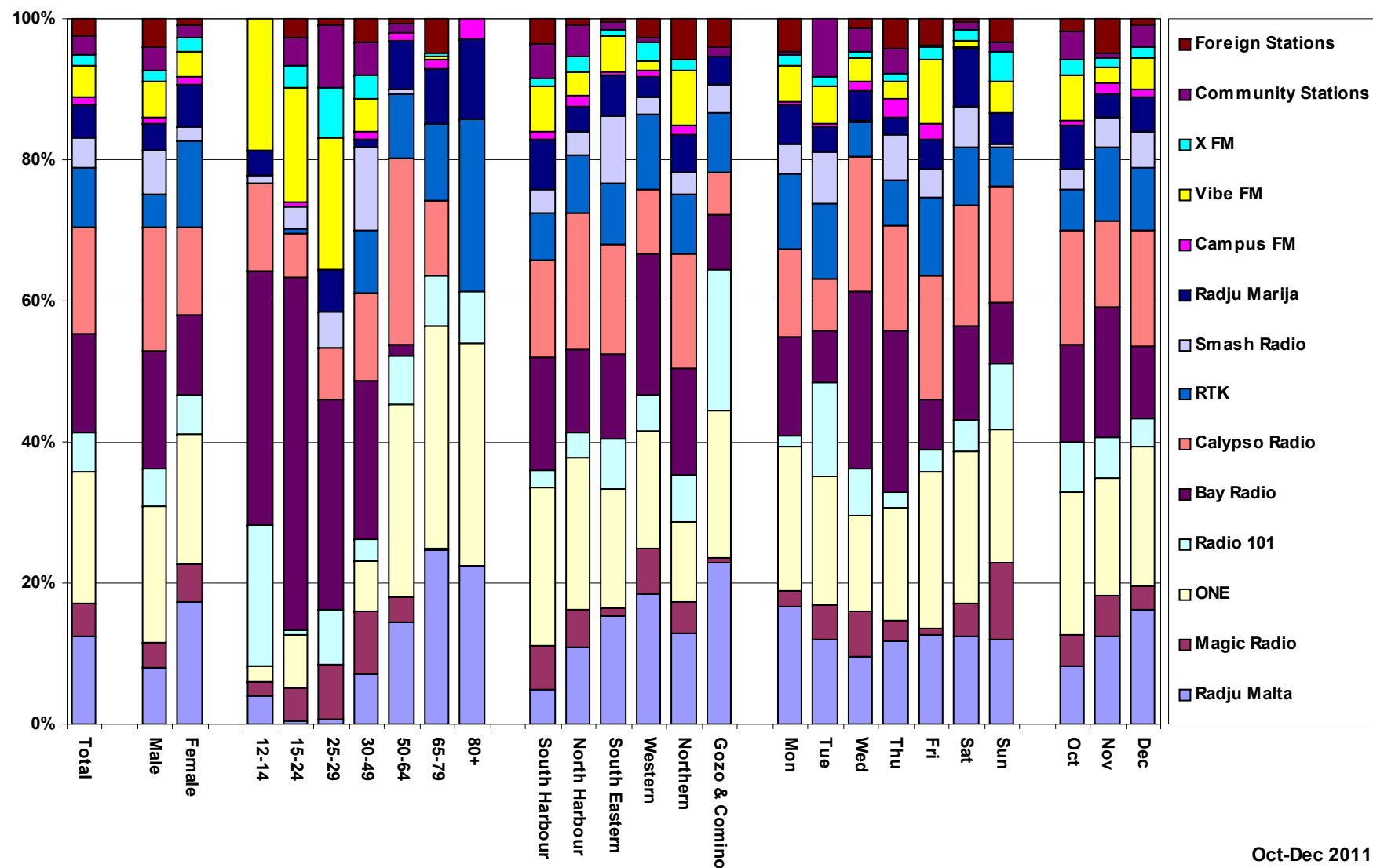


FIGURE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT-DEC 2011]

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

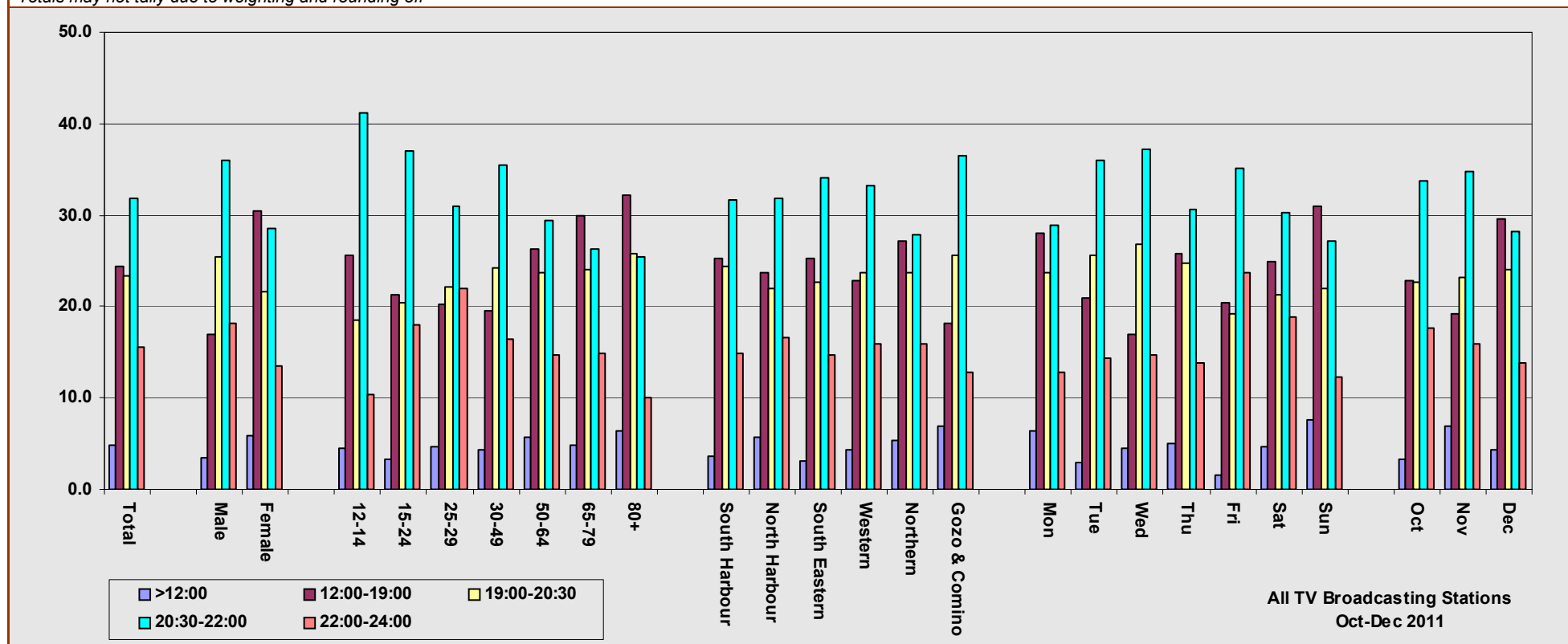


FIGURE 8.9 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [OCT/DEC 2011]

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

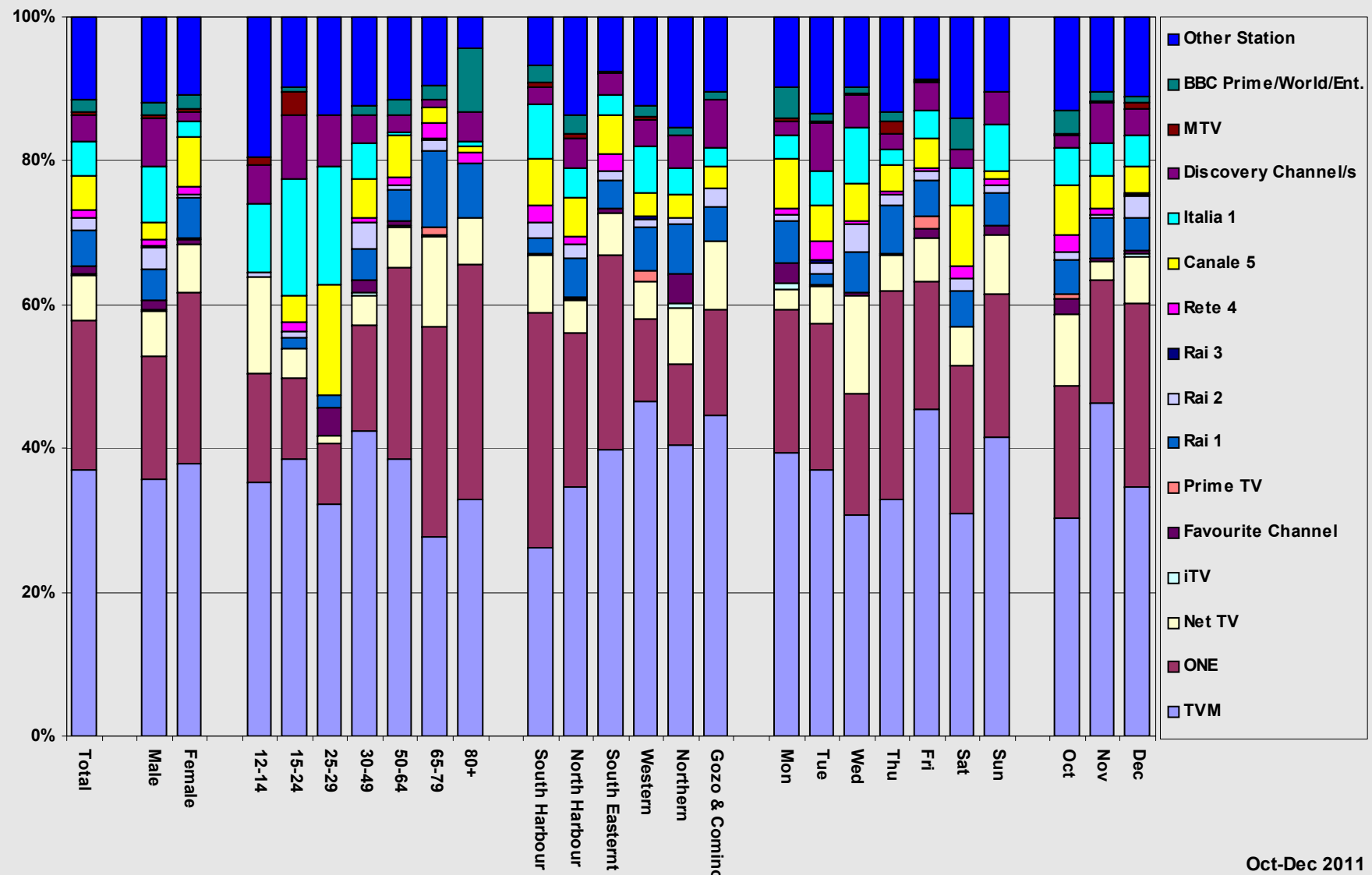


FIGURE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [OCT/DEC 2011]

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]

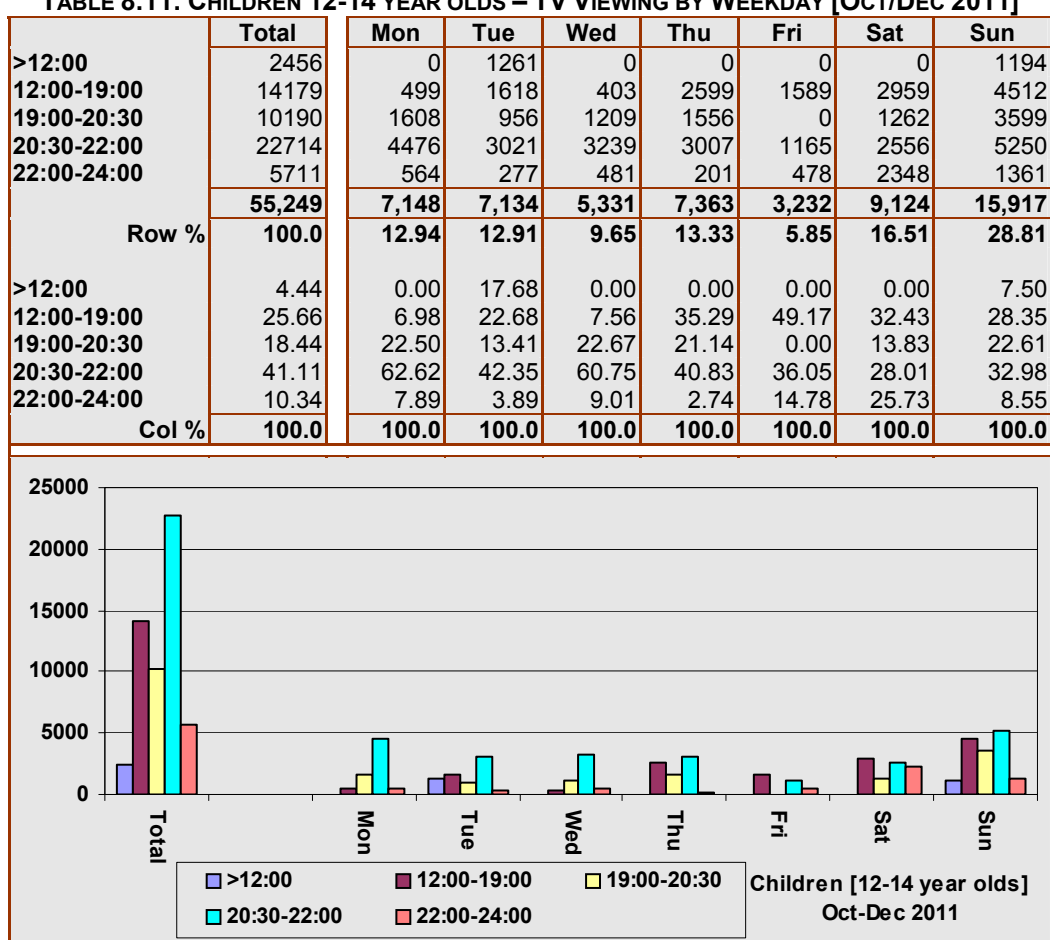


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [OCT/DEC 2011]

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"					

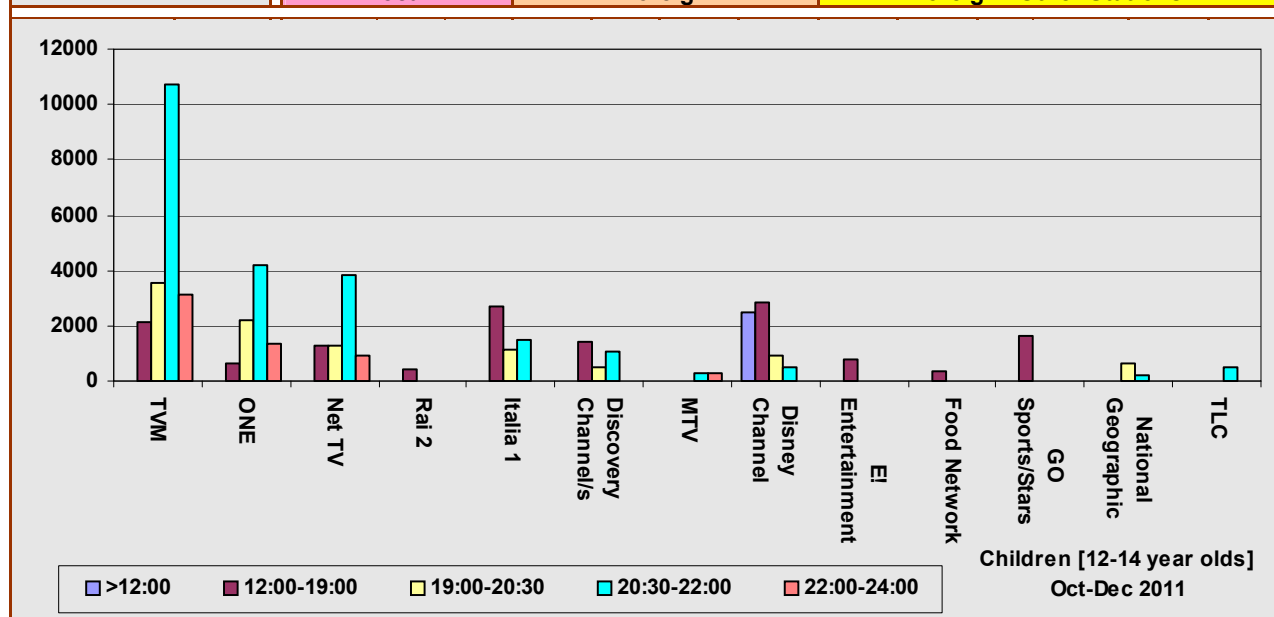


FIGURE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [OCT/DEC 2011]

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

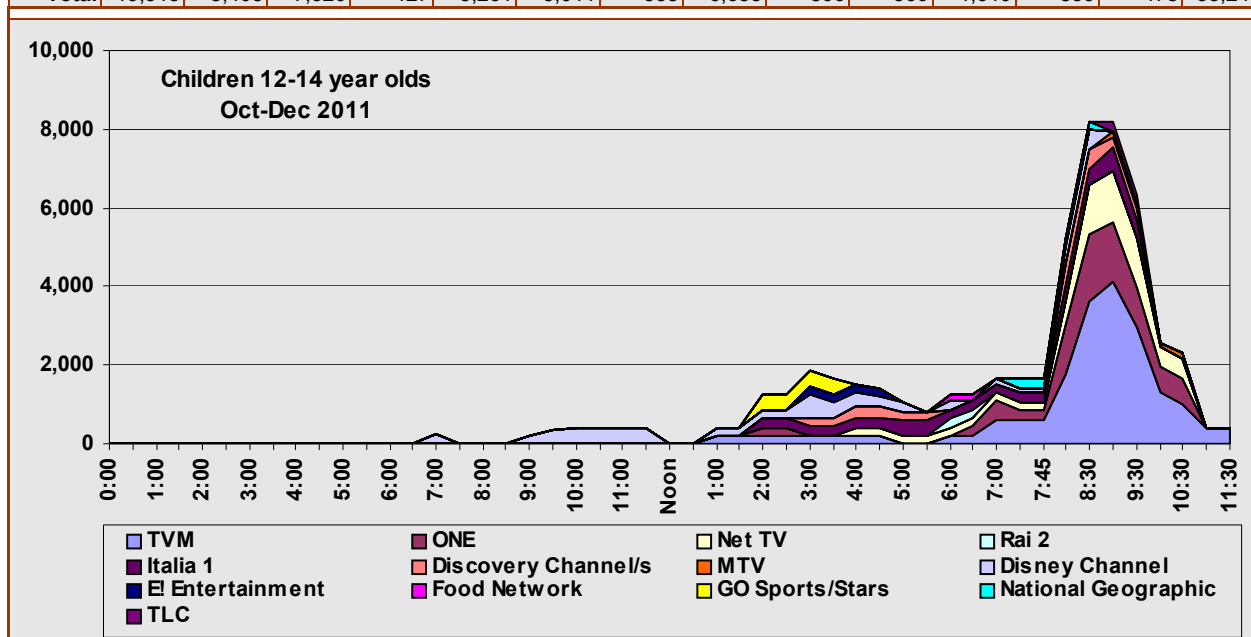


FIGURE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [OCT/DEC 2011]

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%

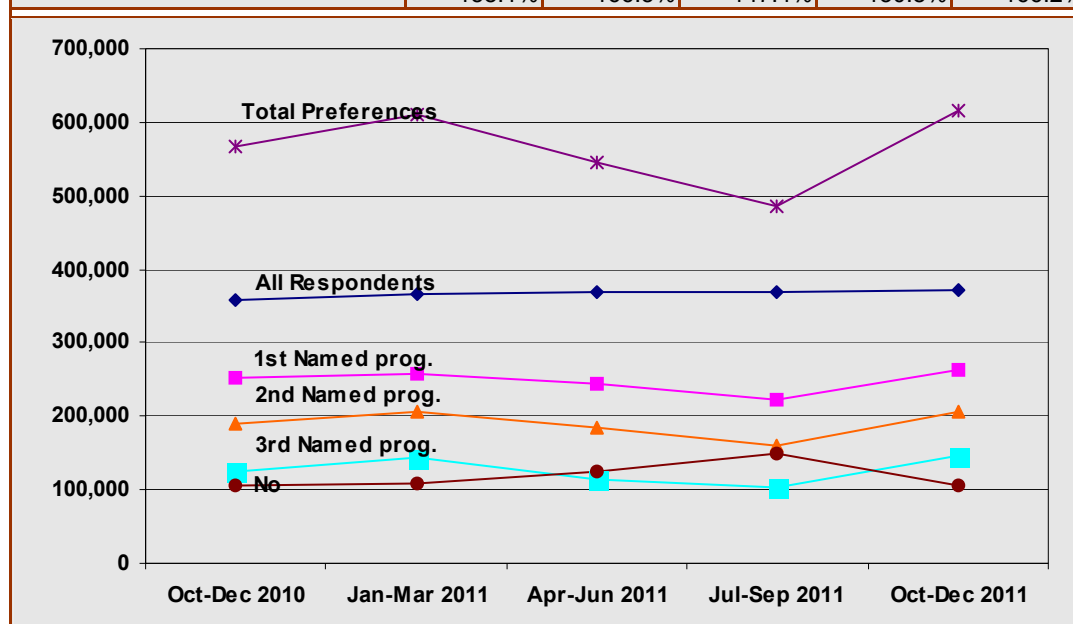


FIGURE 9.1: FAVOURITE PROGRAMMES BY QUARTER [OCT/DEC 2010-2011]

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 %]

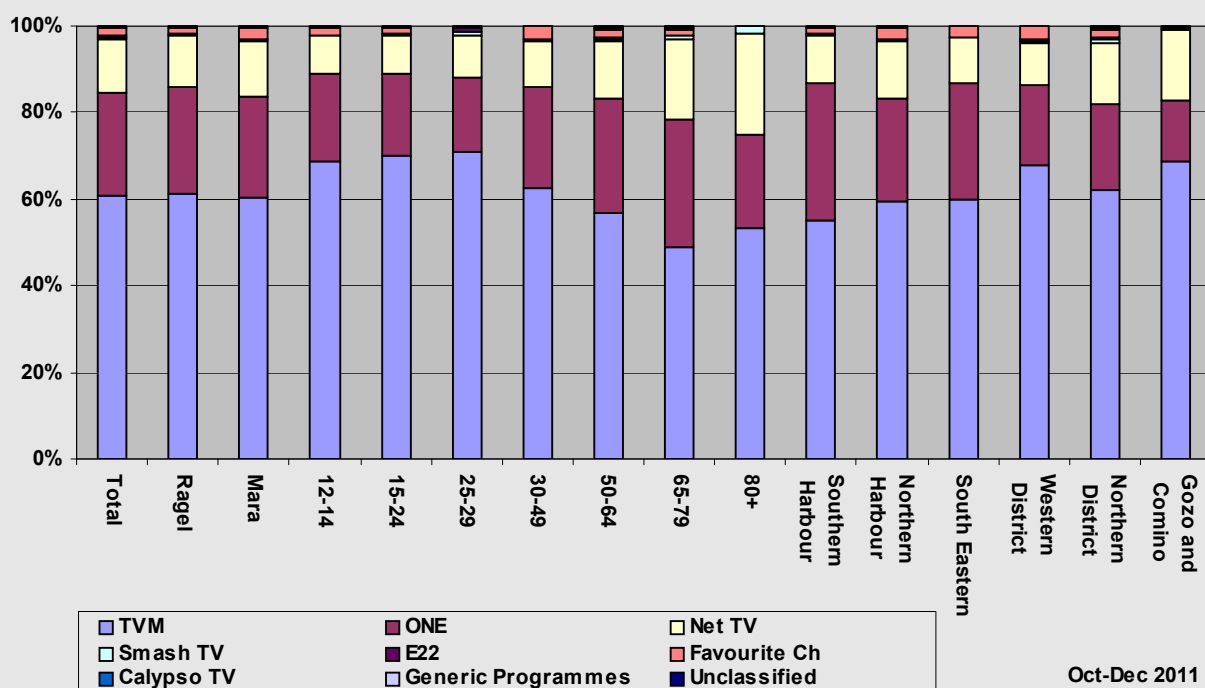
Totals may not tally due to weighting and rounding off

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	375,213	169,484	205,729	27,259	64,331	25,364	116,674	92,502	41,927	7,156	68,542	107,111	54,144	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	76,059	32,977	43,082	3,550	8,280	3,570	20,248	21,403	15,869	3,140	14,124	24,039	9,515	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	60.886	61.351	60.509	68.796	70.019	70.742	62.408	56.738	49.063	53.186	55.271	59.296	59.878	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	12.342	11.937	12.671	8.959	9.012	9.958	10.830	13.128	18.569	23.334	11.389	13.308	10.522	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	Simpatici	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	Simpatici	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

**TABLE 9.5: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND 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
TVM	Total %															
06:00-12:00																
Hadd Ghalik	2.690	2.007	3.253	3.740	1.684	4.316	2.553	3.209	1.924	2.003	2.401	2.362	3.918	1.819	3.443	2.533
TVAM	0.633	0.628	0.637	1.292	0.000	0.000	0.378	1.017	1.526	0.000	0.000	0.495	1.148	0.889	0.831	0.772
Malta u Lil																
Hinn Minnha	0.244	0.322	0.180	0.000	0.000	0.000	0.162	0.785	0.000	0.000	0.293	0.338	0.000	0.626	0.000	0.000
Sunday Mass	0.094	0.110	0.081	0.000	0.000	0.000	0.000	0.000	0.445	2.326	0.000	0.000	0.000	0.000	0.000	1.085
12:00-19:00																
Sellili	2.257	0.651	3.581	0.000	1.075	0.000	2.247	4.053	2.788	3.338	1.666	1.765	2.141	4.085	1.877	2.820
Kwizzun	1.711	1.220	2.116	1.552	0.000	0.000	1.715	1.983	4.759	2.326	1.859	1.084	2.270	1.779	1.558	2.683
Sibtek	0.853	0.710	0.970	0.000	0.942	0.547	0.782	1.466	0.445	0.000	0.586	0.354	0.973	1.211	0.777	2.370
Zona	0.212	0.137	0.273	2.253	0.280	0.000	0.000	0.000	0.000	0.000	0.526	0.000	0.000	0.414	0.356	0.000
Ghawdex Illum	0.200	0.238	0.169	0.000	0.280	0.000	0.000	0.436	0.401	0.000	0.263	0.157	0.000	0.305	0.409	0.000
Lux Design	0.097	0.000	0.176	0.000	0.000	0.000	0.162	0.187	0.000	0.000	0.000	0.177	0.320	0.000	0.000	0.000
Gadgets	0.062	0.137	0.000	0.000	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.414	0.000	0.000
Style Watch	0.054	0.120	0.000	0.745	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000
Modern Lifestyles	0.046	0.000	0.084	0.000	0.000	0.000	0.148	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000
19:00-20:30																
TVM News	11.530	14.797	8.838	4.608	5.536	13.406	9.506	16.068	15.702	35.008	8.314	12.549	12.235	11.933	9.899	15.916
Puree`	2.648	2.652	2.644	2.434	1.951	2.305	3.174	2.501	2.945	2.526	1.585	2.287	1.809	4.570	3.704	2.309
Keeping Up Appearances	0.146	0.323	0.000	0.000	0.000	0.000	0.470	0.000	0.000	0.000	0.000	0.296	0.000	0.411	0.000	0.000
Dot EU	0.054	0.120	0.000	0.000	0.000	0.000	0.000	0.221	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000
Encore	11.530	14.797	8.838	4.608	5.536	13.406	9.506	16.068	15.702	35.008	8.314	12.549	12.235	11.933	9.899	15.916
TVM News	2.648	2.652	2.644	2.434	1.951	2.305	3.174	2.501	2.945	2.526	1.585	2.287	1.809	4.570	3.704	2.309
20:30-22:00																
Deceduti	20.598	22.697	18.869	37.164	36.182	26.065	19.632	13.971	2.624	4.765	24.309	19.691	21.458	20.598	18.296	18.345
F'Salib It-Toroq	19.796	16.156	22.795	6.748	16.100	19.579	18.260	22.809	30.616	26.212	20.267	20.186	15.897	18.699	23.336	19.743
Xarabank	15.227	15.601	14.918	7.607	11.708	16.131	18.917	14.595	17.087	9.793	15.846	17.182	16.635	11.063	13.098	16.047
Min Imissu	7.244	7.065	7.391	15.162	10.197	7.151	8.129	5.093	1.140	0.000	7.557	6.834	7.894	8.520	8.292	2.815
Dreams	4.776	3.127	6.134	13.822	6.839	4.776	4.436	2.551	1.568	4.872	5.515	4.168	4.696	6.392	3.924	4.042
Bondi Plus	3.519	4.542	2.675	0.783	0.697	3.089	4.536	3.916	6.368	2.413	2.849	3.716	3.160	3.934	3.808	3.654
Bijografiji	1.442	1.329	1.536	0.000	2.567	1.131	0.652	1.594	2.955	0.000	1.711	1.859	0.765	0.964	0.780	2.616
Dissett	0.947	1.338	0.625	0.000	0.000	0.794	0.773	1.697	2.097	0.000	0.502	1.098	0.754	0.321	1.903	1.125
Kontrattakk	0.343	0.758	0.000	0.769	0.316	0.000	0.452	0.000	0.412	2.413	0.000	0.618	0.776	0.000	0.358	0.000
Lenti	0.250	0.448	0.088	0.000	0.000	0.000	0.452	0.195	0.553	0.000	0.000	0.296	0.388	0.321	0.409	0.000
Qalbinnies	0.221	0.102	0.320	0.000	0.000	0.000	0.154	0.187	1.140	0.000	0.000	0.161	0.000	0.000	0.843	0.552
22:00-24:00																
Pap Paq	0.496	1.014	0.070	0.000	1.015	0.000	0.520	0.434	0.479	0.000	0.879	0.224	0.652	0.411	0.769	0.000
Venere	0.194	0.187	0.200	0.000	0.371	0.000	0.272	0.000	0.413	0.000	0.000	0.519	0.320	0.000	0.000	0.000
Meander	0.138	0.110	0.162	0.000	0.000	0.000	0.285	0.000	0.445	0.000	0.000	0.177	0.265	0.000	0.000	0.573
Mixage	0.084	0.187	0.000	0.000	0.000	0.000	0.272	0.000	0.000	0.000	0.000	0.296	0.000	0.000	0.000	0.000
Previous Schedules																
Liquorish	0.391	0.617	0.204	0.661	1.013	0.000	0.543	0.000	0.000	0.000	0.263	0.815	0.387	0.000	0.358	0.000
KC	0.389	0.124	0.608	0.661	0.326	0.710	0.148	0.465	0.684	0.000	1.571	0.000	0.387	0.000	0.306	0.000
Mill-bieb 'il																
Gewwa	0.125	0.000	0.227	0.000	0.000	0.000	0.000	0.350	0.000	2.003	0.418	0.000	0.000	0.321	0.000	0.000
Delitti	0.084	0.187	0.000	0.000	0.000	0.000	0.272	0.000	0.000	0.000	0.000	0.296	0.000	0.000	0.000	0.000
X'Qala Il-Bahar	0.054	0.120	0.000	0.000	0.000	0.000	0.000	0.000	0.487	0.000	0.000	0.000	0.377	0.000	0.000	0.000
Taht L-Art	0.054	0.119	0.000	0.000	0.000	0.000	0.000	0.217	0.000	0.000	0.293	0.000	0.000	0.000	0.000	0.000
Bla Kondixin	0.048	0.000	0.088	0.000	0.280	0.000	0.000	0.000	0.000	0.000	0.263	0.000	0.000	0.000	0.000	0.000
Don't Stop Me Now																
	0.048	0.000	0.088	0.000	0.280	0.000	0.000	0.000		0.000	0.263	0.000	0.000	0.000	0.000	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	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

Totals may not tally due to weighting and rounding off

**TABLE 9.6: WEIGHTED 'ONE' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [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
ONE	Total															
06:00-12:00																
Bongu Bundy	2.132	1.407	2.748	0.000	0.000	3.401	2.741	3.087	1.504	0.000	2.468	2.066	3.712	1.160	0.000	2.839
12:00-19:00																
Kalamita	7.959	4.673	10.749	3.017	3.829	0.000	8.200	8.207	13.128	11.098	8.152	7.161	11.147	9.358	3.970	7.803
Aroma Kitchen	2.548	1.106	3.773	0.000	0.000	6.145	2.902	3.763	1.145	5.700	1.891	2.068	4.024	3.416	1.336	5.374
L-Argument	1.593	2.975	0.420	0.000	1.653	0.000	1.991	1.520	1.379	5.914	2.036	3.172	0.000	1.100	0.000	0.000
Londri	1.137	1.220	1.067	0.000	2.555	0.000	0.398	1.243	2.031	0.000	0.000	2.511	0.839	0.000	2.105	0.000
Tomatate	0.457	0.257	0.627	0.000	0.799	0.000	0.435	0.000	1.360	0.000	0.000	1.228	0.000	0.890	0.000	0.000
Kilo Challenge	0.394	0.255	0.512	0.000	0.000	0.000	0.000	0.933	0.685	0.000	0.000	0.000	0.000	1.100	1.336	2.535
Showbiz	0.376	0.257	0.477	0.000	0.000	2.249	0.000	0.948	0.000	0.000	0.000	0.400	0.000	0.890	1.336	0.000
Sal-Gister	0.257	0.560	0.000	0.000	0.000	0.000	0.000	0.867	0.000	0.000	0.000	0.400	0.839	0.000	0.000	0.000
Lapes u Karta	0.159	0.346	0.000	2.939	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.492	0.000	0.000
On D Road	0.118	0.000	0.219	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.000	0.712	0.000	0.000	0.000
Pink Panther	0.098	0.000	0.181	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.589	0.000	0.000	0.000
19:00-20:30																
ONE News	11.529	16.400	7.394	4.821	2.593	10.166	10.548	13.922	15.151	33.682	11.936	12.377	10.706	7.610	12.308	13.785
Klassi Ghalina	6.085	8.748	3.823	29.832	13.156	10.698	7.413	0.860	0.000	0.000	4.845	5.722	7.515	8.205	8.096	0.000
Starmakers	0.350	0.000	0.648	0.000	0.000	2.922	0.435	0.000	0.572	0.000	0.833	0.439	0.000	0.000	0.000	0.000
Illostra	0.286	0.000	0.529	3.017	1.038	0.000	0.000	0.000	0.000	0.000	0.464	0.553	0.000	0.000	0.000	0.000
20:30-22:00																
Emilja	30.475	21.253	38.305	34.843	40.629	32.512	28.635	29.139	29.222	12.103	27.410	31.765	25.929	34.049	36.993	30.759
Xablott	13.215	14.618	12.024	18.496	26.349	23.470	12.361	8.504	11.116	0.000	14.986	13.058	10.351	10.951	15.678	13.043
Affari Taghna	7.253	9.317	5.500	0.000	5.213	0.000	9.110	9.905	5.070	5.914	6.837	5.409	9.535	9.358	5.912	12.037
Arani Issa	4.347	3.151	5.362	0.000	0.000	2.249	7.814	4.286	3.827	0.000	5.166	3.117	4.769	5.850	3.239	5.467
Inkontri	4.020	7.116	1.391	0.000	0.000	0.000	4.303	3.902	7.066	18.708	5.700	4.288	3.130	3.682	1.297	3.824
Ilsien in-Nisa	1.898	1.616	2.137	3.035	2.184	6.188	1.357	2.344	0.671	0.000	2.652	1.501	2.139	0.890	2.463	0.000
Bla Agenda	1.374	2.151	0.714	0.000	0.000	0.000	0.514	2.720	2.419	0.000	1.611	0.789	2.389	0.000	2.593	0.000
Realta'	0.510	0.864	0.210	0.000	0.000	0.000	0.000	1.323	0.690	0.000	0.000	0.400	1.677	0.000	0.000	2.535
TX	0.723	1.112	0.393	0.000	0.000	0.000	0.000	1.114	1.492	6.880	1.403	1.189	0.000	0.000	0.000	0.000
22:00-24:00																
Stejjer Qosra	0.300	0.299	0.302	0.000	0.000	0.000	0.000	0.550	0.802	0.000	0.517	0.000	0.000	0.000	1.336	0.000
Previous Schedules																
Gizelle	0.153	0.000	0.283	0.000	0.000	0.000	0.514	0.000	0.000	0.000	0.577	0.000	0.000	0.000	0.000	0.000
Amen	0.137	0.299	0.000	0.000	0.000	0.000	0.000	0.463	0.000	0.000	0.517	0.000	0.000	0.000	0.000	0.000
Midimbin	0.115	0.000	0.212	0.000	0.000	0.000	0.000	0.000	0.671	0.000	0.000	0.389	0.000	0.000	0.000	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	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

Totals may not tally due to weighting and rounding off

**TABLE 9.7: WEIGHTED 'NET TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [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
Net TV	Total															
06:00-12:00																
12:00-19:00																
Malta Llejla	7.015	5.053	8.517	0.000	0.000	0.000	12.192	6.922	5.475	16.455	4.189	9.752	2.144	9.780	7.784	5.491
Kontra l-Hin	6.062	5.717	6.326	0.000	2.902	8.715	4.078	8.125	9.417	0.000	2.602	5.301	0.000	6.620	11.048	13.544
Afrodite	0.314	0.000	0.555	0.000	0.000	0.000	0.000	1.116	0.000	0.000	0.000	0.000	0.000	0.000	1.878	0.000
Wheelspin	0.267	0.616	0.000	0.000	2.451	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.595	0.000
Sas-Sitta	0.228	0.000	0.402	0.000	0.000	0.000	0.000	0.809	0.000	0.000	0.000	0.000	1.819	0.000	0.000	0.000
Vitalita'	0.221	0.000	0.390	0.000	0.000	0.000	0.000	0.000	1.058	0.000	0.000	0.699	0.000	0.000	0.000	0.000
X' Hemm Ghal Ikel	0.219	0.000	0.386	0.000	0.000	0.000	0.000	0.000	1.049	0.000	0.000	0.000	0.000	0.000	0.000	2.189
Animal Diaries	0.188	0.000	0.332	0.000	0.000	0.000	0.707	0.000	0.000	0.000	0.000	0.000	1.505	0.000	0.000	0.000
19:00-20:30																
Net News	15.847	21.562	11.472	0.000	5.787	11.917	15.138	17.460	18.747	43.675	17.383	17.504	16.395	10.472	12.409	18.509
20:30-22:00																
Simpatici	27.028	22.150	30.762	24.130	25.040	28.675	21.323	32.214	28.686	26.731	27.106	26.160	30.605	31.428	25.441	23.150
Deja' vu	20.818	16.744	23.937	61.882	38.418	12.375	23.231	15.478	9.991	13.140	27.250	15.196	28.116	18.292	17.655	25.476
La Famiglia	7.649	7.398	7.841	8.079	14.377	0.000	6.163	7.537	9.322	0.000	8.528	10.602	6.656	7.536	3.705	4.640
Evidenza	3.633	4.904	2.660	0.000	0.000	9.527	5.864	3.906	2.519	0.000	4.596	2.805	0.000	3.853	8.876	0.000
Replay	3.491	7.372	0.520	5.909	5.915	0.000	4.237	1.755	4.551	0.000	3.617	4.792	6.493	2.130	1.595	0.000
Insiru Nafu Lil ...	0.474	0.000	0.836	0.000	0.000	0.000	0.887	0.000	1.139	0.000	0.000	0.000	0.000	2.245	0.000	2.360
Newsroom	0.471	1.086	0.000	0.000	0.000	0.000	0.000	0.801	1.175	0.000	0.000	0.000	0.000	2.130	0.000	2.452
Mieghek	0.281	0.000	0.495	0.000	2.577	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.242	0.000	0.000	0.000
Flusek	0.264	0.609	0.000	0.000	0.000	0.000	0.000	0.000	1.266	0.000	1.423	0.000	0.000	0.000	0.000	0.000
22:00-24:00																
Bejni u Bejneq	0.636	0.524	0.723	0.000	0.000	0.000	0.000	1.592	0.903	0.000	1.015	1.417	0.000	0.000	0.000	0.000
Previous Schedules																
Kontra l-Hin	1.292	1.860	0.857	0.000	2.533	5.643	1.141	0.000	2.147	0.000	0.000	1.417	2.204	2.869	1.583	0.000
Skoperti	1.234	0.616	1.707	0.000	0.000	10.732	0.000	1.478	1.505	0.000	2.291	0.000	1.819	0.000	3.473	0.000
Rubini	0.727	0.000	1.283	0.000	0.000	0.000	1.908	0.000	1.049	0.000	0.000	0.000	0.000	2.645	1.362	2.189
It-Tnejn l' Huma	0.417	0.961	0.000	0.000	0.000	0.000	1.565	0.000	0.000	0.000	0.000	1.318	0.000	0.000	0.000	0.000
Forcina	0.417	0.961	0.000	0.000	0.000	0.000	1.565	0.000	0.000	0.000	0.000	1.318	0.000	0.000	0.000	0.000
Il-Mara tal-Lum	0.316	0.729	0.000	0.000	0.000	6.730	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000
Man Up Plus	0.267	0.616	0.000	0.000	0.000	5.685	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.595	0.000
Malta Llejla	0.227	0.524	0.000	0.000	0.000	0.000	0.000	0.807	0.000	0.000	0.000	0.718	0.000	0.000	0.000	0.000
Is-Sigill Tal-Qrar	1.292	1.860	0.857	0.000	2.533	5.643	1.141	0.000	2.147	0.000	0.000	1.417	2.204	2.869	1.583	0.000
Mr. Fisherman	1.234	0.616	1.707	0.000	0.000	10.732	0.000	1.478	1.505	0.000	2.291	0.000	1.819	0.000	3.473	0.000
%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	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

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'SMASH TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [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
Smash TV	Total															
06:00-12:00																
Fil-Kcina ma' Farah	57.990	24.163	85.914	0.000	0.000	100.000	0.000	100.000	0.000	100.000	66.667	49.298	0.000	100.000	48.761	0.000
A to Z Teleshopping	7.716	0.000	14.086	0.000	0.000	0.000	0.000	0.000	26.165	0.000	33.333	0.000	0.000	0.000	0.000	0.000
12:00-19:00																
Motordrome	12.518	27.683	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	25.661	0.000
19:00-20:30																
Smash News	21.775	48.153	0.000	0.000	0.000	0.000	0.000	0.000	73.835	0.000	0.000	50.702	0.000	0.000	25.577	0.000
20:30-22:00																
22:00-24:00																
Previous Schedules																
%	100%	100%	100%	0%	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	1,858	840	1,018	0	0	203	233	635	548	239	430	341	0	181	906	0

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND 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
Education 22	Total															
06:00-12:00																
Madwarna	26.661	21.178	30.695	0.000	0.000	100.000	0.000	18.718	0.000	0.000	0.000	28.664	0.000	25.627	45.749	0.000
12:00-19:00																
Il-karba tas-Sireni	12.010	28.329	0.000	0.000	0.000	0.000	54.932	0.000	0.000	0.000	0.000	0.000	0.000	42.686	0.000	0.000
19:00-20:30																
Starboard	12.490	29.463	0.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000	0.000	39.878	0.000	0.000	0.000	0.000
20:30-22:00																
Tigrijiet Biss	12.419	0.000	21.558	0.000	0.000	0.000	0.000	25.892	0.000	0.000	0.000	0.000	0.000	0.000	54.251	0.000
22:00-24:00																
Previous Schedules																
Kenn Il-Bahhara	18.768	21.030	17.104	0.000	0.000	0.000	45.068	18.587	0.000	0.000	0.000	31.458	0.000	31.687	0.000	0.000
Eco Kids	8.998	0.000	15.620	0.000	0.000	0.000	0.000	18.760	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000
Fil-Klassi Taghna	8.654	0.000	15.022	0.000	0.000	0.000	0.000	18.042	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.000
%	100%	100%	100%	100%	0%	0%	100%	100%	100%	0%	100%	100%	0%	0%	100%	0%
N	1,924	816	1,108	0	240	340	421	923	0	0	0	603	173	541	440	166

Totals may not tally due to weighting and rounding off

**TABLE 9.10: WEIGHTED 'FAVORITE CHANNEL' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT/DEC 2011]**

Favorite TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Stenbah	1.554	0.000	2.273	0.000	0.000	0.000	3.486	0.000	0.000	0.000	0.000	3.986	0.000	0.000	0.000	0.000
Sejjahtli	1.406	4.446	0.000	0.000	0.000	0.000	0.000	0.000	11.723	0.000	0.000	0.000	0.000	7.667	0.000	0.000
12:00-19:00																
Niskata	13.947	15.023	13.450	0.000	0.000	0.000	10.890	32.073	11.479	0.000	0.000	11.502	19.515	33.349	0.000	0.000
Hin Ghal																
Kollox	2.797	0.000	4.092	0.000	0.000	0.000	3.186	0.000	11.479	0.000	0.000	3.531	0.000	0.000	11.794	0.000
Nintrefa 'l																
Fuq	1.959	0.000	2.865	0.000	0.000	0.000	0.000	8.142	0.000	0.000	0.000	0.000	0.000	0.000	16.263	0.000
Makura	1.406	4.446	0.000	0.000	0.000	0.000	0.000	5.845	0.000	0.000	0.000	0.000	0.000	7.667	0.000	0.000
19:00-20:30																
20:30-22:00																
Vespri	71.262	61.881	75.602	100.000	100.000	100.000	72.359	49.054	65.318	0.000	90.297	74.316	80.485	40.991	71.943	100.000
Mitqlu																
Deheb	5.668	14.204	1.719	0.000	0.000	0.000	10.078	4.885	0.000	0.000	9.703	6.664	0.000	10.328	0.000	0.000
22:00-24:00																
Previous Schedules																
%	100%	100%	100%	0%	0%	100%	100%	100%	0%	0%	100%	100%	100%	100%	100%	100%
N	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

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED 'iTV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT/DEC 2011]**

No programme preferences were received for this station

**TABLE 9.12: WEIGHTED 'CALYPSO MUSIC TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT/DEC 2011]**

		B. GENDER, AGE GROUPS AND DISTRICTS (OUTSIDE 2011)														
		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Education 22	Total															
06:00-12:00																
12:00-19:00																
Total Request	100.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0	0.0	0.0	0.0	100.0	100.0	0.0
19:00-20:30																
20:30-22:00																
22:00-24:00																
Previous Schedules																
Programme Re-Runs																
%	100%	100%	100%	0%	0%	0%	0%	100%	100%	0%	0%	0%	0%	100%	100%	0%
N	413	232	181	0	0	0	0	181	232	0	0	0	0	181	232	0

Totals may not tally due to weighting and rounding off

**TABLE 9.13: WEIGHTED FAVOURITE 'UNCLASSIFIED' PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT/DEC 2011]**

Unclassified	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Liquid Zone	20.723	0.000	31.211	0.000	0.000	0.000	0.000	38.145	0.000	0.000	0.000	0.000	0.000	0.000	57.965	0.000
Inka	17.430	51.867	0.000	0.000	0.000	0.000	0.000	32.082	0.000	0.000	52.722	0.000	0.000	0.000	0.000	0.000
201	16.175	48.133	0.000	0.000	0.000	0.000	0.000	29.773	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.000
Beat	15.630	0.000	23.540	100.000	0.000	0.000	0.000	0.000	0.000	0.000	47.278	0.000	0.000	0.000	0.000	0.000
Belle Donne	15.028	0.000	22.634	0.000	0.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	42.035	0.000
Vetrini	15.015	0.000	22.615	0.000	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000
%	100%	100%	100%	100%	0%	0%	100%	100%	100%	0%	100%	0%	100%	0%	100%	100%
N	1,153	387	765	180	0	0	173	626	173	0	381	0	173	0	412	186


Totals may not tally due to weighting and rounding off

**TABLE 9.14: WEIGHTED FAVOURITE 'GENERIC PROGRAMMES' BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [OCT/DEC 2011]**

Unclassified	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Green	23.212	0.000	40.056	0.000	100.000	0.000	0.000	0.000	0.000	0.000	0.000	40.056	0.000	0.000	0.000	0.000
GO Sports	22.524	53.565	0.000	0.000	0.000	0.000	0.000	57.987	0.000	0.000	0.000	0.000	0.000	0.000	100.000	0.000
Attwalita`	19.526	46.435	0.000	0.000	0.000	0.000	0.000	0.000	100.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000
Analizi tal-gurnali	18.419	0.000	31.784	0.000	0.000	0.000	100.000	0.000	0.000	0.000	0.000	31.784	0.000	0.000	0.000	0.000
Grajijet Kurrenti	16.319	0.000	28.160	0.000	0.000	0.000	0.000	42.013	0.000	0.000	0.000	28.160	0.000	0.000	0.000	0.000
%	100%	100%	100%	0%	100%	0%	100%	0%	0%	0%	100%	100%	0%	100%	0%	0%
N	1,029	433	596	0	239	0	190	400	201	0	201	596	0	0	232	0

Totals may not tally due to weighting and rounding off

APPENDIX A: QUESTIONNAIRE

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

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

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

} go to q2

} go to q6

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

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

} 3

} 4

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

} 6a

} 8

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

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

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

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

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

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

ONE Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

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 MARJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	'000 NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	369	371
4:30	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	369	371
5:00	0	2,000	2,000	0	3,000	2,000	0	2,000	0	0	0	0	0	0	360	371
5:30	0	3,000	6,000	0	3,000	2,000	0	2,000	0	0	0	0	0	0	355	371
6:00	3,000	2,000	8,000	2,000	3,000	7,000	3,000	2,000	0	0	2,000	0	0	2,000	337	371
6:30	3,000	2,000	8,000	2,000	5,000	7,000	3,000	2,000	2,000	0	2,000	0	0	2,000	333	371
7:00	6,000	2,000	15,000	2,000	11,000	6,000	3,000	2,000	4,000	0	0	2,000	0	2,000	316	371
7:30	4,000	2,000	14,000	2,000	7,000	6,000	4,000	4,000	4,000	0	0	2,000	0	2,000	320	371
8:00	12,000	2,000	14,000	2,000	7,000	8,000	7,000	3,000	4,000	0	2,000	2,000	0	2,000	306	371
8:30	12,000	2,000	14,000	3,000	8,000	6,000	5,000	3,000	4,000	0	2,000	0	0	2,000	310	371
9:00	15,000	2,000	16,000	2,000	7,000	9,000	8,000	2,000	6,000	0	8,000	0	0	2,000	294	371
9:30	15,000	2,000	17,000	2,000	7,000	9,000	8,000	2,000	5,000	0	8,000	0	0	2,000	294	371
10:00	15,000	3,000	15,000	2,000	8,000	10,000	9,000	4,000	3,000	0	6,000	3,000	0	2,000	291	371
10:30	15,000	3,000	15,000	2,000	8,000	10,000	9,000	4,000	3,000	0	6,000	3,000	0	2,000	291	371
11:00	15,000	2,000	13,000	0	8,000	6,000	10,000	5,000	3,000	0	3,000	3,000	0	2,000	301	371
11:30	15,000	2,000	14,000	0	8,000	6,000	10,000	5,000	4,000	0	3,000	3,000	0	2,000	299	371
NOON	11,000	0	11,000	0	3,000	4,000	6,000	2,000	4,000	0	0	2,000	2,000	2,000	324	371
0:30	11,000	0	10,000	0	5,000	4,000	5,000	3,000	4,000	0	0	2,000	0	2,000	325	371
1:00	8,000	0	9,000	2,000	4,000	4,000	4,000	2,000	5,000	0	2,000	2,000	0	2,000	327	371
1:30	8,000	0	9,000	2,000	4,000	4,000	4,000	2,000	4,000	0	2,000	0	0	2,000	330	371
2:00	7,000	0	3,000	0	6,000	2,000	4,000	2,000	2,000	2,000	2,000	0	0	2,000	339	371
2:30	7,000	3,000	3,000	0	6,000	2,000	4,000	2,000	2,000	2,000	2,000	0	0	2,000	336	371
3:00	7,000	0	6,000	0	6,000	4,000	4,000	2,000	2,000	2,000	2,000	0	0	2,000	334	371
3:30	7,000	0	6,000	0	6,000	4,000	4,000	2,000	2,000	2,000	2,000	0	0	2,000	334	371
4:00	3,000	0	6,000	0	6,000	4,000	4,000	2,000	2,000	0	2,000	0	0	2,000	340	371
4:30	3,000	0	6,000	0	6,000	4,000	4,000	0	2,000	0	2,000	0	0	2,000	342	371
5:00	3,000	0	4,000	0	7,000	4,000	4,000	0	2,000	0	3,000	0	0	2,000	342	371
5:30	3,000	2,000	4,000	0	7,000	4,000	4,000	0	3,000	0	3,000	0	0	2,000	339	371
6:00	3,000	2,000	2,000	0	6,000	2,000	0	0	3,000	0	2,000	2,000	0	2,000	347	371
6:30	3,000	0	2,000	0	8,000	2,000	2,000	0	3,000	0	2,000	0	0	2,000	347	371
7:00	2,000	0	3,000	0	2,000	2,000	4,000	0	2,000	0	2,000	0	0	2,000	352	371
7:30	2,000	0	5,000	0	2,000	2,000	0	0	0	0	0	0	0	2,000	358	371
8:00	0	0	3,000	0	2,000	3,000	0	0	0	0	0	0	0	2,000	361	371
8:30	0	0	3,000	0	2,000	3,000	0	0	0	0	0	0	0	2,000	361	371
9:00	0	0	0	0	2,000	3,000	2,000	0	0	0	0	0	0	2,000	362	371
9:30	0	0	0	0	2,000	3,000	2,000	0	0	0	0	0	0	2,000	362	371
10:00	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	365	371
10:30	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	2,000	365	371
11:00	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	367	371
11:30	0	0	0	0	0	2,000	0	0	0	0	2,000	0	2,000	0	365	371

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 '000	'TOTAL '000
M'NGHT	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
0:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
1:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
1:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
2:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
2:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
3:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
3:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
4:00	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	0	367	371
4:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
5:00	0	0	4,000	0	0	0	0	0	0	0	0	0	0	0	367	371
5:30	0	0	4,000	0	0	0	0	0	0	0	0	0	0	0	367	371
6:00	2,000	0	9,000	0	3,000	0	3,000	0	0	2,000	0	0	0	0	352	371
6:30	2,000	0	9,000	0	4,000	0	4,000	0	0	2,000	0	0	0	0	350	371
7:00	5,000	4,000	10,000	3,000	6,000	0	6,000	0	4,000	0	7,000	4,000	4,000	0	318	371
7:30	5,000	2,000	10,000	3,000	5,000	0	6,000	0	3,000	0	5,000	4,000	4,000	0	324	371
8:00	6,000	3,000	11,000	5,000	7,000	4,000	6,000	5,000	2,000	0	4,000	2,000	7,000	0	309	371
8:30	6,000	3,000	12,000	5,000	8,000	4,000	6,000	5,000	2,000	0	6,000	0	7,000	0	307	371
9:00	11,000	2,000	11,000	6,000	6,000	6,000	6,000	6,000	3,000	0	5,000	0	7,000	0	302	371
9:30	13,000	2,000	10,000	6,000	6,000	7,000	6,000	6,000	2,000	0	4,000	0	7,000	0	302	371
10:00	13,000	4,000	10,000	7,000	6,000	5,000	7,000	4,000	2,000	0	5,000	2,000	7,000	0	299	371
10:30	13,000	4,000	11,000	7,000	4,000	5,000	7,000	4,000	2,000	0	4,000	2,000	7,000	0	301	371
11:00	12,000	2,000	11,000	9,000	5,000	7,000	6,000	4,000	2,000	0	5,000	2,000	7,000	0	299	371
11:30	12,000	2,000	13,000	9,000	5,000	6,000	6,000	4,000	2,000	0	5,000	2,000	6,000	0	299	371
NOON	4,000	2,000	6,000	6,000	0	5,000	3,000	3,000	3,000	0	2,000	0	4,000	0	333	371
0:30	5,000	2,000	4,000	6,000	0	5,000	3,000	3,000	2,000	0	0	0	4,000	0	337	371
1:00	4,000	3,000	6,000	6,000	0	3,000	5,000	3,000	2,000	0	0	0	4,000	0	335	371
1:30	3,000	3,000	6,000	6,000	1,000	3,000	5,000	3,000	2,000	0	0	0	4,000	0	335	371
2:00	3,000	3,000	4,000	6,000	3,000	5,000	5,000	4,000	2,000	2,000	0	0	4,000	0	330	371
2:30	3,000	5,000	4,000	6,000	2,000	3,000	3,000	4,000	2,000	2,000	0	0	4,000	0	333	371
3:00	3,000	2,000	7,000	8,000	2,000	3,000	3,000	4,000	2,000	0	0	0	4,000	0	333	371
3:30	3,000	2,000	4,000	8,000	2,000	3,000	3,000	6,000	2,000	0	2,000	0	3,000	0	333	371
4:00	2,000	2,000	4,000	8,000	2,000	3,000	3,000	4,000	3,000	0	3,000	0	3,000	0	334	371
4:30	2,000	3,000	4,000	8,000	2,000	2,000	3,000	4,000	3,000	0	3,000	0	3,000	0	334	371
5:00	3,000	0	3,000	3,000	4,000	5,000	7,000	4,000	3,000	0	0	0	0	2,000	337	371
5:30	3,000	0	3,000	3,000	2,000	2,000	5,000	4,000	2,000	0	0	0	0	0	347	371
6:00	2,000	2,000	3,000	4,000	4,000	2,000	4,000	0	3,000	0	2,000	0	0	0	345	371
6:30	2,000	2,000	3,000	4,000	3,000	0	3,000	3,000	3,000	0	0	0	0	0	348	371
7:00	2,000	2,000	2,000	2,000	1,000	0	3,000	0	0	0	0	0	0	0	359	371
7:30	2,000	4,000	2,000	2,000	0	0	2,000	0	2,000	0	0	0	0	0	357	371
8:00	0	2,000	2,000	2,000	2,000	0	0	0	0	0	0	0	0	0	363	371
8:30	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	367	371
9:00	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	367	371
9:30	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	367	371
10:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	371
10:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	371
11:00	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	369	371
11:30	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	367	371

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 '000	'TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	369	371
4:00	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	369	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	2,000	0	2,000	0	7,000	3,000	0	0	2,000	0	5,000	0	0	0	350	371
6:30	3,000	0	2,000	2,000	7,000	3,000	0	0	2,000	0	3,000	0	0	2,000	347	371
7:00	4,000	6,000	6,000	0	9,000	7,000	2,000	0	2,000	0	2,000	2,000	0	2,000	329	371
7:30	5,000	6,000	6,000	0	11,000	7,000	0	2,000	2,000	0	3,000	2,000	0	2,000	325	371
8:00	6,000	2,000	8,000	3,000	9,000	14,000	0	0	5,000	0	2,000	2,000	3,000	0	317	371
8:30	6,000	2,000	8,000	5,000	8,000	17,000	2,000	0	3,000	0	2,000	2,000	3,000	0	313	371
9:00	8,000	3,000	8,000	7,000	11,000	20,000	4,000	0	2,000	0	2,000	0	3,000	0	303	371
9:30	8,000	3,000	8,000	7,000	11,000	17,000	6,000	0	2,000	0	2,000	0	3,000	0	304	371
10:00	8,000	4,000	8,000	8,000	13,000	18,000	7,000	0	2,000	0	2,000	0	3,000	0	298	371
10:30	8,000	4,000	8,000	8,000	13,000	18,000	7,000	0	2,000	0	2,000	0	3,000	0	298	371
11:00	8,000	3,000	10,000	5,000	14,000	15,000	7,000	0	3,000	0	2,000	0	3,000	0	301	371
11:30	8,000	3,000	12,000	5,000	14,000	15,000	7,000	0	3,000	0	2,000	0	3,000	0	299	371
NOON	5,000	2,000	7,000	2,000	11,000	5,000	2,000	0	5,000	0	0	0	3,000	0	329	371
0:30	3,000	2,000	7,000	2,000	11,000	5,000	2,000	0	3,000	0	0	0	3,000	0	333	371
1:00	2,000	2,000	5,000	2,000	11,000	3,000	0	0	0	0	0	0	3,000	0	343	371
1:30	2,000	2,000	5,000	2,000	11,000	3,000	0	0	0	0	0	0	3,000	0	343	371
2:00	2,000	2,000	4,000	2,000	11,000	3,000	0	0	0	0	3,000	0	3,000	0	341	371
2:30	2,000	2,000	4,000	2,000	8,000	3,000	0	0	0	0	0	0	3,000	0	347	371
3:00	2,000	2,000	4,000	2,000	10,000	3,000	0	0	0	2,000	0	0	3,000	0	343	371
3:30	2,000	2,000	4,000	2,000	8,000	3,000	0	0	0	2,000	0	0	0	0	348	371
4:00	2,000	4,000	4,000	2,000	8,000	3,000	2,000	0	0	2,000	2,000	2,000	2,000	0	338	371
4:30	2,000	2,000	4,000	2,000	12,000	3,000	2,000	0	0	2,000	2,000	2,000	2,000	0	336	371
5:00	2,000	5,000	4,000	2,000	9,000	5,000	2,000	0	0	2,000	2,000	0	2,000	0	336	371
5:30	2,000	4,000	5,000	0	10,000	5,000	2,000	0	0	2,000	2,000	0	2,000	0	337	371
6:00	0	4,000	4,000	2,000	12,000	4,000	5,000	0	2,000	2,000	2,000	0	0	0	334	371
6:30	0	0	2,000	2,000	7,000	5,000	3,000	0	2,000	2,000	2,000	0	0	0	346	371
7:00	0	0	2,000	2,000	4,000	2,000	0	0	2,000	2,000	0	0	0	0	357	371
7:30	0	0	2,000	2,000	2,000	2,000	0	0	2,000	0	0	0	0	0	361	371
8:00	3,000	0	2,000	2,000	0	0	0	0	2,000	0	0	0	0	3,000	359	371
8:30	2,000	0	2,000	2,000	0	0	0	0	2,000	0	0	0	0	3,000	360	371
9:00	2,000	2,000	2,000	2,000	0	0	0	0	2,000	0	0	0	0	3,000	358	371
9:30	2,000	2,000	2,000	2,000	0	0	0	0	2,000	0	0	0	0	3,000	358	371
10:00	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	371
10:30	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	371
11:00	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	371
11:30	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	365	371

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 '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	367	371
0:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	367	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	2,000	0	4,000	0	0	2,000	2,000	0	0	0	0	0	0	0	361	371
6:00	2,000	0	7,000	0	0	2,000	2,000	0	0	0	0	0	0	0	358	371
6:30	2,000	0	7,000	2,000	7,000	3,000	2,000	0	0	0	0	0	0	0	348	371
7:00	3,000	2,000	7,000	3,000	13,000	8,000	4,000	0	2,000	0	0	3,000	0	0	326	371
7:30	3,000	2,000	7,000	2,000	10,000	7,000	2,000	0	2,000	2,000	0	3,000	0	2,000	329	371
8:00	5,000	2,000	11,000	3,000	16,000	7,000	5,000	2,000	2,000	2,000	3,000	0	2,000	2,000	309	371
8:30	6,000	2,000	11,000	3,000	15,000	7,000	4,000	2,000	2,000	0	2,000	0	2,000	2,000	313	371
9:00	11,000	0	11,000	3,000	16,000	10,000	6,000	3,000	2,000	0	3,000	0	2,000	2,000	302	371
9:30	11,000	3,000	11,000	3,000	16,000	10,000	6,000	3,000	2,000	0	3,000	0	2,000	2,000	299	371
10:00	16,000	2,000	11,000	3,000	14,000	10,000	6,000	6,000	2,000	0	2,000	0	2,000	2,000	295	371
10:30	15,000	2,000	11,000	3,000	14,000	10,000	6,000	6,000	2,000	0	2,000	0	2,000	2,000	296	371
11:00	11,000	3,000	11,000	3,000	13,000	9,000	6,000	6,000	2,000	0	2,000	0	3,000	2,000	300	371
11:30	11,000	2,000	13,000	3,000	13,000	9,000	6,000	6,000	2,000	0	2,000	0	3,000	2,000	299	371
NOON	7,000	2,000	11,000	2,000	12,000	7,000	2,000	4,000	2,000	0	2,000	0	3,000	2,000	315	371
0:30	7,000	2,000	10,000	0	12,000	7,000	2,000	4,000	2,000	0	2,000	0	3,000	2,000	318	371
1:00	3,000	2,000	6,000	0	16,000	3,000	0	4,000	0	2,000	0	0	3,000	2,000	330	371
1:30	4,000	2,000	7,000	0	16,000	3,000	0	4,000	0	2,000	0	0	3,000	2,000	328	371
2:00	3,000	3,000	5,000	0	8,000	3,000	0	2,000	0	2,000	0	0	2,000	2,000	341	371
2:30	3,000	3,000	3,000	0	10,000	6,000	2,000	2,000	0	2,000	0	0	2,000	2,000	336	371
3:00	3,000	2,000	4,000	0	7,000	6,000	2,000	2,000	0	2,000	4,000	0	2,000	2,000	335	371
3:30	3,000	2,000	4,000	0	8,000	6,000	2,000	2,000	0	2,000	2,000	0	2,000	2,000	336	371
4:00	2,000	3,000	5,000	0	3,000	6,000	3,000	2,000	0	3,000	0	0	2,000	2,000	340	371
4:30	2,000	3,000	3,000	0	3,000	3,000	2,000	5,000	0	3,000	0	0	2,000	2,000	343	371
5:00	2,000	0	3,000	0	5,000	4,000	2,000	3,000	0	3,000	3,000	2,000	0	4,000	340	371
5:30	2,000	0	2,000	0	2,000	3,000	2,000	3,000	0	3,000	2,000	2,000	0	4,000	346	371
6:00	2,000	0	2,000	0	6,000	4,000	2,000	5,000	4,000	3,000	0	2,000	2,000	2,000	337	371
6:30	2,000	0	2,000	0	4,000	4,000	2,000	3,000	2,000	3,000	0	2,000	2,000	4,000	341	371
7:00	2,000	0	0	0	0	3,000	0	2,000	2,000	2,000	0	0	0	0	360	371
7:30	2,000	0	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	363	371
8:00	0	0	0	0	2,000	3,000	0	0	2,000	0	0	0	0	0	364	371
8:30	0	0	0	0	2,000	3,000	0	0	2,000	0	0	0	0	0	364	371
9:00	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	368	371
9:30	0	0	0	0	0	3,000	0	0	2,000	0	0	0	0	0	366	371
10:00	0	0	0	0	0	3,000	0	0	2,000	0	0	0	0	0	366	371
10:30	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	368	371
11:00	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	367	371
11:30	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	367	371

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 '000	'TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	371
5:30	0	2,000	5,000	0	0	2,000	2,000	0	3,000	0	0	0	0	0	357	371
6:00	2,000	2,000	7,000	0	2,000	3,000	3,000	0	3,000	0	0	0	0	0	349	371
6:30	2,000	2,000	9,000	1,000	3,000	3,000	5,000	2,000	2,000	0	2,000	0	0	0	340	371
7:00	0	3,000	10,000	1,000	5,000	12,000	4,000	2,000	2,000	0	4,000	2,000	0	0	326	371
7:30	2,000	0	14,000	0	3,000	10,000	6,000	2,000	2,000	0	4,000	3,000	0	0	325	371
8:00	4,000	0	13,000	0	4,000	10,000	5,000	4,000	2,000	0	7,000	3,000	0	2,000	317	371
8:30	4,000	0	13,000	0	3,000	10,000	8,000	4,000	4,000	0	5,000	0	0	2,000	318	371
9:00	8,000	2,000	14,000	3,000	5,000	9,000	9,000	5,000	4,000	0	4,000	2,000	0	2,000	304	371
9:30	8,000	0	14,000	3,000	3,000	9,000	9,000	5,000	4,000	0	4,000	0	0	2,000	310	371
10:00	9,000	0	14,000	3,000	1,000	9,000	9,000	5,000	4,000	2,000	4,000	0	0	2,000	309	371
10:30	8,000	0	14,000	3,000	1,000	9,000	9,000	5,000	4,000	2,000	4,000	0	0	2,000	310	371
11:00	7,000	0	13,000	4,000	3,000	9,000	10,000	5,000	5,000	2,000	6,000	0	0	3,000	304	371
11:30	7,000	0	16,000	4,000	1,000	9,000	10,000	5,000	5,000	2,000	6,000	0	0	3,000	303	371
NOON	9,000	0	18,000	5,000	1,000	9,000	6,000	1,000	3,000	2,000	7,000	0	0	3,000	307	371
0:30	8,000	0	15,000	5,000	1,000	9,000	4,000	1,000	3,000	2,000	7,000	0	0	3,000	313	371
1:00	5,000	0	10,000	1,000	1,000	8,000	3,000	1,000	0	3,000	7,000	0	0	2,000	330	371
1:30	5,000	0	9,000	0	1,000	8,000	3,000	1,000	0	3,000	5,000	0	0	2,000	334	371
2:00	8,000	0	8,000	0	4,000	10,000	3,000	0	0	3,000	5,000	0	0	2,000	328	371
2:30	8,000	0	7,000	0	3,000	10,000	3,000	0	0	3,000	5,000	0	0	2,000	330	371
3:00	7,000	0	5,000	0	5,000	7,000	3,000	0	0	2,000	5,000	0	0	2,000	335	371
3:30	7,000	0	5,000	0	1,000	7,000	3,000	0	0	2,000	5,000	0	0	3,000	338	371
4:00	7,000	0	6,000	0	3,000	7,000	4,000	0	2,000	0	7,000	2,000	0	2,000	331	371
4:30	7,000	0	6,000	0	1,000	7,000	4,000	0	2,000	0	5,000	0	0	2,000	337	371
5:00	7,000	0	6,000	3,000	7,000	6,000	4,000	0	0	2,000	2,000	2,000	0	0	332	371
5:30	7,000	2,000	5,000	3,000	7,000	6,000	4,000	0	0	2,000	2,000	2,000	0	0	331	371
6:00	5,000	0	2,000	0	8,000	6,000	4,000	0	2,000	2,000	2,000	6,000	2,000	0	332	371
6:30	4,000	0	2,000	0	8,000	6,000	4,000	0	3,000	2,000	2,000	4,000	2,000	2,000	332	371
7:00	2,000	0	2,000	0	1,000	6,000	1,000	3,000	0	0	2,000	0	0	2,000	352	371
7:30	2,000	0	2,000	0	1,000	3,000	1,000	0	0	0	2,000	0	0	2,000	358	371
8:00	2,000	0	2,000	0	0	2,000	1,000	0	0	0	0	0	0	0	364	371
8:30	0	0	2,000	0	0	2,000	1,000	0	0	0	0	0	0	0	366	371
9:00	0	0	1,000	0	0	2,000	0	0	0	0	0	0	0	2,000	366	371
9:30	0	0	1,000	0	0	2,000	0	0	0	0	0	0	0	2,000	366	371
10:00	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	2,000	366	371
10:30	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	2,000	366	371
11:00	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	2,000	366	371
11:30	0	0	1,000	0	0	0	0	0	0	0	0	0	0	2,000	368	371

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 '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	3,000	0	0	0	0	0	368	371
0:30	0	0	0	0	0	0	0	0	3,000	0	0	0	0	0	368	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	371
2:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	369	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	369	371
4:30	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	367	371
5:00	1,000	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	365	371
5:30	1,000	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	365	371
6:00	1,000	0	3,000	2,000	0	3,000	0	0	2,000	0	0	1,000	0	0	359	371
6:30	3,000	0	3,000	2,000	0	3,000	2,000	0	2,000	0	0	1,000	0	0	355	371
7:00	5,000	0	5,000	3,000	2,000	7,000	5,000	5,000	5,000	0	0	1,000	0	0	333	371
7:30	6,000	0	9,000	3,000	2,000	7,000	4,000	5,000	5,000	0	0	3,000	0	0	327	371
8:00	9,000	2,000	11,000	3,000	3,000	9,000	7,000	6,000	5,000	2,000	0	1,000	2,000	0	311	371
8:30	11,000	2,000	10,000	3,000	3,000	9,000	7,000	6,000	5,000	2,000	0	1,000	2,000	0	310	371
9:00	10,000	3,000	15,000	1,000	9,000	11,000	7,000	7,000	5,000	0	3,000	1,000	2,000	0	297	371
9:30	10,000	4,000	11,000	1,000	11,000	9,000	7,000	7,000	5,000	0	2,000	1,000	2,000	0	301	371
10:00	10,000	3,000	14,000	1,000	13,000	12,000	8,000	6,000	4,000	0	3,000	1,000	2,000	0	294	371
10:30	10,000	2,000	14,000	3,000	15,000	13,000	9,000	6,000	4,000	0	3,000	1,000	2,000	0	289	371
11:00	10,000	2,000	17,000	3,000	13,000	9,000	9,000	6,000	4,000	0	2,000	2,000	0	0	294	371
11:30	10,000	2,000	25,000	3,000	11,000	9,000	9,000	6,000	4,000	0	2,000	2,000	0	0	288	371
NOON	7,000	6,000	22,000	4,000	3,000	6,000	3,000	2,000	3,000	0	0	2,000	0	0	313	371
0:30	7,000	5,000	17,000	2,000	3,000	8,000	3,000	2,000	3,000	0	0	1,000	0	0	320	371
1:00	6,000	5,000	12,000	2,000	5,000	6,000	2,000	2,000	3,000	0	0	1,000	0	0	327	371
1:30	6,000	5,000	10,000	2,000	5,000	6,000	2,000	2,000	3,000	0	0	1,000	0	0	329	371
2:00	5,000	3,000	7,000	2,000	5,000	8,000	2,000	2,000	4,000	0	0	0	0	0	333	371
2:30	5,000	3,000	7,000	2,000	5,000	8,000	2,000	2,000	4,000	0	0	0	0	0	333	371
3:00	5,000	3,000	7,000	2,000	5,000	8,000	2,000	2,000	4,000	0	0	0	0	0	333	371
3:30	5,000	3,000	7,000	2,000	5,000	8,000	2,000	2,000	3,000	0	0	0	0	0	334	371
4:00	3,000	3,000	7,000	2,000	7,000	11,000	3,000	2,000	1,000	0	0	0	0	0	332	371
4:30	3,000	3,000	7,000	2,000	7,000	11,000	3,000	2,000	1,000	0	0	0	0	0	332	371
5:00	3,000	3,000	4,000	3,000	12,000	8,000	4,000	2,000	3,000	0	0	0	0	0	329	371
5:30	3,000	3,000	4,000	3,000	7,000	8,000	4,000	2,000	3,000	0	0	0	0	0	334	371
6:00	4,000	2,000	3,000	5,000	11,000	7,000	3,000	2,000	3,000	0	0	0	3,000	0	328	371
6:30	4,000	2,000	3,000	3,000	9,000	7,000	3,000	2,000	3,000	0	0	0	3,000	0	332	371
7:00	3,000	2,000	4,000	2,000	2,000	4,000	3,000	0	3,000	0	0	0	3,000	0	345	371
7:30	3,000	2,000	6,000	2,000	0	3,000	0	0	2,000	0	0	0	0	0	353	371
8:00	0	2,000	3,000	0	2,000	1,000	0	0	2,000	0	0	0	0	0	361	371
8:30	0	0	3,000	2,000	2,000	1,000	0	0	2,000	0	0	0	0	0	361	371
9:00	0	0	2,000	2,000	0	0	0	0	2,000	0	0	0	0	0	365	371
9:30	0	0	2,000	2,000	0	0	0	0	3,000	0	0	0	0	0	364	371
10:00	0	0	2,000	0	2,000	2,000	0	0	3,000	0	0	0	0	2,000	360	371
10:30	0	0	2,000	0	3,000	2,000	0	0	3,000	0	0	0	0	2,000	359	371
11:00	0	0	2,000	0	0	0	0	0	2,000	0	0	0	0	2,000	365	371
11:30	0	0	2,000	0	0	0	0	0	4,000	0	0	0	0	2,000	363	371

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 '000	'TOTAL '000
M'NGHT	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
0:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
1:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
1:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
2:00	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	367	371
2:30	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	367	371
3:00	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	367	371
3:30	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	367	371
4:00	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	367	371
4:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
5:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
5:30	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	365	371
6:00	2,000	2,000	2,000	0	4,000	2,000	2,000	0	2,000	0	0	0	0	2,000	353	371
6:30	2,000	2,000	2,000	0	4,000	2,000	2,000	0	2,000	0	0	0	0	2,000	353	371
7:00	3,000	2,000	5,000	2,000	3,000	2,000	2,000	0	5,000	0	3,000	0	2,000	0	342	371
7:30	6,000	2,000	5,000	2,000	4,000	2,000	2,000	0	3,000	0	3,000	0	2,000	0	340	371
8:00	12,000	2,000	10,000	3,000	4,000	4,000	2,000	0	2,000	0	3,000	0	0	0	329	371
8:30	10,000	2,000	10,000	3,000	4,000	5,000	2,000	0	2,000	0	0	0	0	0	333	371
9:00	11,000	3,000	11,000	3,000	4,000	5,000	8,000	2,000	2,000	0	5,000	3,000	0	2,000	312	371
9:30	8,000	5,000	12,000	3,000	4,000	6,000	8,000	0	2,000	0	3,000	3,000	0	2,000	315	371
10:00	8,000	3,000	12,000	3,000	4,000	8,000	6,000	2,000	0	0	0	3,000	3,000	0	319	371
10:30	8,000	3,000	10,000	4,000	8,000	8,000	6,000	0	0	0	0	3,000	3,000	0	318	371
11:00	7,000	2,000	8,000	8,000	7,000	8,000	4,000	0	0	0	2,000	2,000	3,000	0	320	371
11:30	7,000	2,000	8,000	6,000	5,000	7,000	3,000	0	0	0	2,000	2,000	0	0	329	371
NOON	3,000	2,000	6,000	3,000	0	7,000	2,000	0	2,000	0	0	0	0	0	346	371
0:30	3,000	2,000	6,000	3,000	0	7,000	0	0	0	0	0	0	0	0	350	371
1:00	3,000	2,000	4,000	3,000	0	5,000	2,000	0	2,000	0	2,000	0	0	0	348	371
1:30	3,000	2,000	4,000	3,000	0	5,000	2,000	0	2,000	0	2,000	0	0	0	348	371
2:00	3,000	2,000	4,000	3,000	4,000	5,000	0	0	3,000	0	3,000	2,000	0	0	342	371
2:30	3,000	2,000	4,000	3,000	3,000	7,000	0	0	2,000	0	3,000	2,000	0	0	342	371
3:00	3,000	2,000	4,000	3,000	4,000	9,000	2,000	0	3,000	0	5,000	6,000	0	0	330	371
3:30	3,000	2,000	4,000	3,000	4,000	9,000	3,000	0	2,000	0	5,000	5,000	0	0	331	371
4:00	2,000	5,000	5,000	3,000	5,000	9,000	2,000	0	0	0	4,000	3,000	0	0	333	371
4:30	2,000	5,000	5,000	3,000	5,000	9,000	2,000	0	0	0	4,000	3,000	0	0	333	371
5:00	2,000	5,000	5,000	3,000	3,000	7,000	0	0	0	0	0	3,000	0	2,000	341	371
5:30	2,000	5,000	5,000	3,000	3,000	5,000	0	0	2,000	0	0	3,000	0	2,000	341	371
6:00	2,000	3,000	5,000	3,000	0	4,000	0	0	4,000	0	0	0	0	2,000	348	371
6:30	2,000	3,000	5,000	3,000	0	3,000	0	0	3,000	0	0	0	0	2,000	350	371
7:00	0	3,000	4,000	3,000	0	3,000	0	0	0	0	0	0	0	2,000	356	371
7:30	0	3,000	4,000	3,000	0	3,000	0	0	0	0	0	0	2,000	2,000	354	371
8:00	3,000	3,000	3,000	2,000	0	2,000	0	0	2,000	0	0	0	2,000	2,000	352	371
8:30	0	3,000	3,000	2,000	0	2,000	0	0	0	0	0	0	2,000	2,000	357	371
9:00	0	2,000	0	2,000	0	0	0	0	2,000	0	0	0	0	3,000	362	371
9:30	0	2,000	0	2,000	0	0	0	0	2,000	0	0	0	0	3,000	362	371
10:00	0	2,000	0	2,000	0	2,000	0	0	0	0	0	0	0	3,000	362	371
10:30	0	2,000	0	2,000	0	2,000	0	0	0	0	0	0	0	0	365	371
11:00	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	367	371
11:30	0	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	367	371

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	'000 NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
1:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
2:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
2:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
6:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
6:30	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	367	371
7:00	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	367	371
7:30	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	367	371
8:00	6,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	363	371
8:30	9,000	4,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	356	371
9:00	6,000	5,000	0	0	0	0	0	0	0	0	3,000	0	0	0	0	353	371
9:30	5,000	4,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	354	371
10:00	3,000	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	360	371
10:30	3,000	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	360	371
11:00	2,000	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	0	363	371
11:30	2,000	0	0	0	2,000	0	0	0	0	2,000	0	0	0	0	0	363	371
NOON	7,000	2,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	356	371
0:30	7,000	3,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	355	371
1:00	9,000	3,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	352	371
1:30	9,000	3,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	0	350	371
2:00	9,000	4,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	2,000	348	371
2:30	9,000	4,000	0	0	2,000	0	2,000	0	0	0	0	0	0	0	2,000	349	371
3:00	9,000	8,000	0	0	2,000	0	2,000	0	0	0	3,000	0	0	0	2,000	342	371
3:30	9,000	9,000	0	0	2,000	0	2,000	0	0	0	3,000	0	0	0	2,000	341	371
4:00	9,000	11,000	0	0	2,000	0	2,000	0	0	0	3,000	0	0	0	2,000	337	371
4:30	9,000	11,000	0	0	2,000	0	2,000	0	0	0	3,000	0	0	0	2,000	338	371
5:00	10,000	12,000	0	0	2,000	0	2,000	0	0	0	7,000	3,000	0	0	3,000	328	371
5:30	10,000	12,000	0	0	2,000	0	2,000	0	0	0	7,000	3,000	0	0	3,000	328	371
6:00	23,000	15,000	2,000	0	2,000	0	3,000	0	0	0	7,000	2,000	0	0	3,000	308	371
6:30	24,000	15,000	5,000	0	2,000	0	5,000	0	0	0	7,000	2,000	0	0	3,000	302	371
7:00	28,000	15,000	5,000	0	2,000	0	5,000	0	0	0	6,000	2,000	0	0	3,000	299	371
7:30	30,000	19,000	4,000	0	2,000	0	5,000	0	0	3,000	6,000	2,000	0	0	6,000	288	371
7:45	30,000	19,000	5,000	0	2,000	0	5,000	0	0	3,000	6,000	2,000	0	0	6,000	287	371
8:00	65,000	20,000	5,000	0	2,000	0	9,000	0	0	3,000	4,000	3,000	3,000	0	9,000	239	371
8:30	67,000	29,000	8,000	0	2,000	0	10,000	2,000	0	0	5,000	3,000	4,000	0	6,000	224	371
9:00	65,000	26,000	8,000	2,000	2,000	0	9,000	2,000	0	3,000	8,000	8,000	4,000	1,000	6,000	215	371
9:30	61,000	19,000	3,000	2,000	2,000	0	9,000	3,000	0	3,000	7,000	8,000	6,000	1,000	6,000	229	371
10:00	33,000	12,000	0	2,000	2,000	0	7,000	3,000	0	0	8,000	8,000	4,000	1,000	4,000	278	371
10:30	14,000	9,000	0	2,000	2,000	0	7,000	3,000	0	0	7,000	6,000	4,000	1,000	2,000	307	371
11:00	7,000	2,000	0	2,000	0	0	3,000	3,000	0	0	2,000	0	5,000	0	2,000	340	371
11:30	2,000	2,000	0	2,000	0	0	0	2,000	0	0	2,000	0	5,000	0	2,000	351	371

TV AUDIENCES – TUESDAY

TV AUDIENCES - TUESDAY																	
	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	'000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
8:00	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
8:30	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
9:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
9:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	363	371
10:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
10:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
11:00	0	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	365	371
11:30	0	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	365	371
NOON	0	3,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	366	371
0:30	0	6,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	363	371
1:00	2,000	8,000	0	0	0	0	0	0	0	0	2,000	1,000	0	0	0	358	371
1:30	2,000	7,000	0	0	0	0	0	0	0	0	2,000	1,000	0	0	0	359	371
2:00	2,000	9,000	0	0	0	0	0	0	0	0	3,000	1,000	0	0	0	352	371
2:30	2,000	9,000	0	0	0	0	0	0	0	0	3,000	1,000	0	0	0	352	371
3:00	4,000	9,000	0	0	0	0	0	0	0	0	3,000	1,000	2,000	0	0	349	371
3:30	4,000	9,000	0	0	0	0	0	0	0	0	3,000	1,000	2,000	0	0	349	371
4:00	5,000	9,000	0	0	0	0	0	0	0	0	2,000	3,000	2,000	0	2,000	346	371
4:30	5,000	9,000	0	0	2,000	0	0	0	0	0	5,000	3,000	2,000	0	2,000	341	371
5:00	8,000	8,000	2,000	0	2,000	0	0	0	2,000	0	8,000	0	2,000	0	0	339	371
5:30	8,000	9,000	2,000	0	2,000	0	0	0	2,000	0	8,000	0	2,000	0	0	338	371
6:00	11,000	11,000	2,000	0	2,000	0	0	0	2,000	2,000	7,000	0	0	0	0	331	371
6:30	11,000	11,000	2,000	0	0	0	0	0	2,000	2,000	5,000	0	0	0	0	335	371
7:00	15,000	12,000	4,000	0	0	0	0	2,000	0	2,000	4,000	3,000	6,000	2,000	2,000	311	371
7:30	22,000	19,000	6,000	0	0	0	0	2,000	0	2,000	4,000	3,000	7,000	2,000	2,000	294	371
7:45	22,000	18,000	6,000	0	0	0	0	2,000	0	3,000	4,000	3,000	7,000	2,000	2,000	294	371
8:00	81,000	18,000	10,000	0	0	0	0	2,000	0	4,000	2,000	5,000	9,000	0	3,000	222	371
8:30	90,000	22,000	13,000	0	0	0	2,000	2,000	0	5,000	3,000	8,000	13,000	0	3,000	189	371
9:00	75,000	21,000	8,000	0	0	0	6,000	4,000	0	6,000	4,000	8,000	9,000	0	2,000	206	371
9:30	62,000	19,000	8,000	0	0	0	6,000	4,000	0	5,000	3,000	8,000	10,000	0	2,000	223	371
10:00	31,000	13,000	3,000	0	0	0	4,000	4,000	0	5,000	0	8,000	10,000	0	0	276	371
10:30	24,000	9,000	3,000	0	0	0	3,000	4,000	0	5,000	0	4,000	10,000	0	0	292	371
11:00	4,000	0	2,000	0	0	0	1,000	0	0	2,000	0	1,000	2,000	0	0	352	371
11:30	0	0	2,000	0	0	0	0	0	0	2,000	0	1,000	2,000	0	0	359	371

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	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WLD/ENT	OTHER TV STATIONS	NONE '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:00	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
7:30	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
8:00	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	362	371
8:30	5,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	362	371
9:00	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
9:30	3,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364	371
10:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	365	371
10:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	365	371
11:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
11:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
NOON	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	366	371
0:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
1:00	3,000	3,000	2,000	0	2,000	0	0	0	0	0	2,000	3,000	0	0	0	354	371
1:30	3,000	5,000	2,000	0	0	0	0	0	0	0	2,000	3,000	0	0	0	354	371
2:00	6,000	5,000	2,000	0	0	0	0	0	0	0	3,000	3,000	0	0	0	350	371
2:30	6,000	3,000	2,000	0	0	0	0	0	0	0	3,000	3,000	0	0	0	352	371
3:00	2,000	5,000	2,000	0	0	0	0	0	0	0	2,000	3,000	0	0	0	355	371
3:30	2,000	5,000	2,000	0	0	0	0	0	0	0	2,000	3,000	0	0	0	355	371
4:00	2,000	5,000	0	0	0	0	0	0	0	0	0	3,000	0	0	0	359	371
4:30	2,000	3,000	0	0	0	0	0	0	0	0	0	3,000	0	0	0	361	371
5:00	2,000	3,000	3,000	0	0	0	0	0	0	0	2,000	3,000	2,000	0	0	353	371
5:30	2,000	3,000	3,000	0	0	0	0	0	0	0	2,000	3,000	2,000	0	0	353	371
6:00	6,000	3,000	3,000	0	2,000	0	2,000	0	0	0	2,000	3,000	3,000	0	0	342	371
6:30	6,000	5,000	3,000	0	0	0	2,000	0	0	0	2,000	3,000	3,000	0	0	342	371
7:00	14,000	9,000	4,000	0	0	0	2,000	3,000	0	0	2,000	3,000	5,000	0	2,000	323	371
7:30	17,000	22,000	8,000	0	0	0	2,000	4,000	0	0	2,000	3,000	5,000	0	2,000	302	371
7:45	17,000	21,000	11,000	0	0	0	2,000	4,000	0	0	3,000	3,000	5,000	0	3,000	298	371
8:00	51,000	20,000	13,000	0	0	0	3,000	4,000	0	0	3,000	7,000	7,000	2,000	3,000	251	371
8:30	54,000	19,000	29,000	0	0	0	7,000	5,000	0	0	3,000	8,000	8,000	2,000	2,000	225	371
9:00	38,000	17,000	32,000	0	0	0	12,000	6,000	0	2,000	6,000	12,000	8,000	0	2,000	224	371
9:30	35,000	14,000	18,000	0	0	0	12,000	6,000	0	2,000	6,000	12,000	5,000	0	2,000	247	371
10:00	19,000	6,000	10,000	0	0	0	12,000	6,000	0	2,000	5,000	8,000	2,000	0	0	295	371
10:30	13,000	6,000	7,000	0	0	0	8,000	5,000	0	2,000	5,000	6,000	0	0	0	314	371
11:00	8,000	0	0	0	0	0	2,000	2,000	0	2,000	3,000	4,000	0	0	0	345	371
11:30	6,000	0	0	0	0	0	2,000	0	0	0	3,000	2,000	0	0	0	355	371

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 '000	'TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	367	371
6:30	0	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	367	371
7:00	0	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	364	371
7:30	0	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	366	371
8:00	2,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	364	371
8:30	2,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	364	371
9:00	5,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	361	371
9:30	5,000	3,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	361	371
10:00	3,000	4,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	362	371
10:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	362	371
11:00	3,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	361	371
11:30	2,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	0	362	371
NOON	3,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	0	362	371
0:30	3,000	4,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	358	371
1:00	5,000	5,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	354	371
1:30	5,000	7,000	0	0	0	0	2,000	0	0	0	0	2,000	0	0	0	352	371
2:00	6,000	10,000	0	0	0	0	2,000	2,000	0	0	2,000	2,000	0	0	0	344	371
2:30	6,000	10,000	0	0	0	0	2,000	2,000	0	0	3,000	2,000	0	0	0	343	371
3:00	6,000	8,000	0	0	0	0	2,000	2,000	0	0	3,000	2,000	0	0	2,000	339	371
3:30	6,000	8,000	0	0	0	0	2,000	2,000	0	0	3,000	4,000	0	0	2,000	337	371
4:00	8,000	8,000	2,000	0	0	0	2,000	2,000	0	0	2,000	0	0	0	0	338	371
4:30	8,000	8,000	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	0	340	371
5:00	8,000	12,000	2,000	0	0	0	2,000	0	0	0	0	0	1,000	0	0	338	371
5:30	8,000	12,000	2,000	0	0	0	3,000	0	0	0	0	0	1,000	0	0	337	371
6:00	9,000	13,000	3,000	0	0	0	3,000	2,000	0	0	2,000	0	0	3,000	0	325	371
6:30	10,000	13,000	5,000	0	0	0	5,000	2,000	0	0	2,000	0	0	3,000	0	319	371
7:00	11,000	17,000	5,000	0	0	0	6,000	0	0	0	2,000	0	4,000	3,000	0	306	371
7:30	13,000	29,000	6,000	0	0	0	6,000	0	0	2,000	2,000	0	4,000	3,000	0	291	371
7:45	13,000	29,000	10,000	0	0	0	6,000	0	0	2,000	2,000	0	4,000	3,000	0	287	371
8:00	53,000	32,000	10,000	0	0	0	9,000	2,000	0	2,000	5,000	3,000	5,000	3,000	2,000	233	371
8:30	67,000	43,000	6,000	0	0	0	8,000	2,000	0	2,000	7,000	3,000	3,000	3,000	2,000	212	371
9:00	73,000	40,000	5,000	0	2,000	0	8,000	3,000	0	0	5,000	7,000	2,000	0	2,000	214	371
9:30	60,000	31,000	6,000	0	2,000	0	5,000	3,000	0	0	6,000	4,000	2,000	0	2,000	242	371
10:00	39,000	22,000	7,000	0	0	0	5,000	3,000	0	0	5,000	3,000	4,000	2,000	4,000	271	371
10:30	26,000	13,000	7,000	0	0	0	5,000	3,000	0	0	3,000	0	4,000	2,000	3,000	299	371
11:00	5,000	5,000	0	0	0	0	3,000	0	0	0	1,000	0	2,000	4,000	2,000	347	371
11:30	2,000	2,000	0	0	0	0	3,000	0	0	0	1,000	0	2,000	4,000	2,000	353	371

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	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	2,000	369	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	369	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
7:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
8:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
9:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
9:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
10:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
10:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
11:00	0	0	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	367	371
11:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	369	371
NOON	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	369	371
0:30	0	2,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	0	365	371
1:00	0	7,000	3,000	0	0	0	0	0	0	0	2,000	0	0	0	0	355	371
1:30	0	8,000	3,000	0	2,000	0	0	0	0	0	2,000	0	0	0	0	354	371
2:00	2,000	7,000	4,000	0	2,000	0	0	0	0	0	5,000	0	2,000	0	0	347	371
2:30	2,000	7,000	4,000	0	2,000	0	0	0	0	0	5,000	0	2,000	0	0	347	371
3:00	0	6,000	4,000	0	0	0	0	0	0	0	4,000	2,000	2,000	0	0	345	371
3:30	0	6,000	4,000	0	0	0	0	0	0	0	4,000	2,000	2,000	0	0	347	371
4:00	2,000	3,000	4,000	0	0	0	0	0	0	0	3,000	3,000	2,000	0	0	348	371
4:30	2,000	3,000	4,000	0	0	0	0	0	0	0	3,000	3,000	2,000	0	0	348	371
5:00	3,000	0	4,000	0	0	2,000	0	0	0	0	2,000	0	3,000	0	0	352	371
5:30	3,000	0	4,000	0	0	2,000	0	0	0	0	2,000	0	3,000	0	0	354	371
6:00	6,000	4,000	5,000	0	0	2,000	0	0	0	0	0	0	5,000	2,000	0	342	371
6:30	7,000	4,000	6,000	0	0	2,000	0	0	0	0	0	0	5,000	2,000	0	340	371
7:00	14,000	10,000	6,000	0	0	2,000	0	0	0	0	0	2,000	3,000	0	0	329	371
7:30	14,000	20,000	5,000	0	0	2,000	0	0	0	0	0	2,000	3,000	0	0	320	371
7:45	14,000	20,000	4,000	0	0	2,000	2,000	0	0	2,000	0	2,000	3,000	0	0	317	371
8:00	52,000	19,000	4,000	0	0	2,000	4,000	0	0	2,000	0	3,000	2,000	0	0	277	371
8:30	77,000	25,000	2,000	0	2,000	2,000	7,000	3,000	0	2,000	2,000	6,000	2,000	0	0	235	371
9:00	83,000	18,000	2,000	0	3,000	2,000	13,000	3,000	0	2,000	4,000	8,000	2,000	0	0	225	371
9:30	82,000	17,000	2,000	0	3,000	2,000	12,000	3,000	0	0	4,000	8,000	2,000	0	0	227	371
10:00	73,000	11,000	0	0	3,000	2,000	12,000	3,000	0	0	4,000	6,000	2,000	0	0	249	371
10:30	63,000	10,000	0	0	3,000	2,000	10,000	3,000	0	0	4,000	4,000	2,000	0	0	265	371
11:00	27,000	2,000	0	0	0	2,000	2,000	3,000	0	0	2,000	2,000	3,000	0	0	328	371
11:30	12,000	2,000	0	0	0	0	2,000	0	0	0	2,000	0	3,000	0	0	350	371

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 '000	'TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	369	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	369	371
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
7:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	368	371
8:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	366	371
8:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	366	371
9:00	2,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	362	371
9:30	2,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	359	371
10:00	2,000	3,000	0	0	0	0	0	0	0	0	0	2,000	0	0	2,000	360	371
10:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	371
11:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	371
11:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	362	371
NOON	3,000	4,000	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000	357	371
0:30	3,000	4,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	2,000	355	371
1:00	12,000	5,000	2,000	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	343	371
1:30	11,000	5,000	2,000	0	0	0	2,000	0	0	0	0	2,000	0	0	2,000	344	371
2:00	12,000	5,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	2,000	342	371
2:30	12,000	5,000	2,000	0	0	0	0	0	0	0	2,000	0	0	0	2,000	342	371
3:00	8,000	4,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	2,000	345	371
3:30	8,000	6,000	2,000	0	0	0	0	0	0	0	2,000	2,000	0	0	2,000	340	371
4:00	5,000	8,000	4,000	0	0	0	0	0	0	0	2,000	0	3,000	0	3,000	341	371
4:30	5,000	8,000	2,000	0	0	0	0	0	0	0	2,000	0	3,000	0	3,000	343	371
5:00	3,000	6,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	3,000	346	371
5:30	3,000	6,000	2,000	0	0	0	0	0	0	0	2,000	0	2,000	0	3,000	346	371
6:00	7,000	6,000	4,000	0	0	0	0	2,000	0	0	2,000	0	0	0	3,000	344	371
6:30	6,000	6,000	4,000	0	0	0	0	2,000	0	0	2,000	0	0	0	3,000	342	371
7:00	7,000	8,000	4,000	0	0	0	0	2,000	0	2,000	3,000	2,000	2,000	0	3,000	330	371
7:30	13,000	15,000	4,000	0	0	0	0	2,000	0	2,000	7,000	2,000	2,000	0	3,000	310	371
7:45	14,000	15,000	6,000	0	0	0	0	2,000	0	2,000	7,000	2,000	2,000	0	3,000	307	371
8:00	51,000	18,000	8,000	0	0	0	2,000	2,000	0	3,000	10,000	3,000	3,000	0	4,000	256	371
8:30	56,000	24,000	4,000	0	0	0	7,000	2,000	0	3,000	10,000	6,000	3,000	0	4,000	238	371
9:00	42,000	21,000	5,000	0	0	0	11,000	4,000	0	4,000	15,000	12,000	2,000	0	2,000	238	371
9:30	38,000	23,000	5,000	0	0	0	12,000	4,000	0	3,000	16,000	11,000	2,000	0	2,000	242	371
10:00	24,000	16,000	5,000	0	0	0	11,000	0	0	3,000	12,000	10,000	5,000	0	2,000	274	371
10:30	20,000	16,000	3,000	0	0	0	11,000	0	0	3,000	8,000	7,000	5,000	0	2,000	288	371
11:00	14,000	6,000	2,000	0	0	0	7,000	0	0	2,000	4,000	2,000	2,000	0	0	329	371
11:30	12,000	7,000	2,000	0	0	0	5,000	0	0	2,000	3,000	0	0	0	0	337	371

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 '000	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
1:00	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	369	371
1:30	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	369	371
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	371	371
7:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367	371
7:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	369	371
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	361	371
8:30	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	361	371
9:00	3,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	360	371
9:30	5,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	358	371
10:00	5,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	358	371
10:30	6,000	3,000	2,000	0	0	0	0	0	0	0	0	2,000	2,000	0	0	354	371
11:00	13,000	4,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	348	371
11:30	15,000	3,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	347	371
NOON	24,000	3,000	2,000	0	0	0	2,000	0	0	0	0	0	2,000	0	0	332	371
0:30	18,000	3,000	0	0	0	0	2,000	0	0	0	0	0	2,000	0	0	342	371
1:00	23,000	2,000	2,000	0	0	0	2,000	0	0	0	2,000	0	2,000	0	0	332	371
1:30	24,000	2,000	2,000	0	0	0	2,000	0	0	0	2,000	0	2,000	0	0	332	371
2:00	20,000	0	2,000	0	0	0	2,000	0	0	0	0	3,000	2,000	0	0	336	371
2:30	16,000	0	2,000	0	0	0	2,000	0	0	0	0	3,000	2,000	0	0	340	371
3:00	8,000	2,000	2,000	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	347	371
3:30	8,000	2,000	2,000	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	347	371
4:00	7,000	5,000	4,000	0	0	0	2,000	0	0	0	0	2,000	2,000	0	0	343	371
4:30	7,000	5,000	4,000	0	0	0	4,000	0	0	0	0	2,000	2,000	0	0	342	371
5:00	7,000	6,000	4,000	0	0	0	4,000	0	0	0	2,000	5,000	4,000	0	0	333	371
5:30	9,000	6,000	4,000	0	0	0	4,000	0	0	0	2,000	5,000	2,000	0	0	333	371
6:00	11,000	8,000	6,000	0	2,000	0	4,000	0	0	0	2,000	4,000	2,000	0	0	325	371
6:30	12,000	12,000	5,000	0	2,000	0	4,000	0	0	0	0	4,000	2,000	0	0	323	371
7:00	22,000	15,000	5,000	0	2,000	0	5,000	0	0	0	0	4,000	4,000	0	0	307	371
7:30	24,000	20,000	8,000	0	2,000	0	5,000	0	0	2,000	0	4,000	2,000	0	0	298	371
7:45	25,000	20,000	11,000	0	2,000	0	5,000	0	0	2,000	0	4,000	2,000	0	0	294	371
8:00	56,000	23,000	10,000	0	2,000	0	4,000	0	0	2,000	0	5,000	4,000	0	0	255	371
8:30	63,000	31,000	14,000	0	2,000	0	4,000	3,000	0	3,000	2,000	8,000	4,000	0	0	227	371
9:00	61,000	28,000	11,000	0	2,000	0	3,000	3,000	0	3,000	2,000	9,000	3,000	0	0	239	371
9:30	55,000	27,000	12,000	0	2,000	0	3,000	3,000	0	3,000	2,000	9,000	3,000	0	0	245	371
10:00	30,000	22,000	5,000	0	2,000	0	3,000	3,000	0	2,000	0	8,000	4,000	0	0	289	371
10:30	18,000	22,000	5,000	0	2,000	0	3,000	3,000	0	0	0	6,000	2,000	0	0	307	371
11:00	3,000	10,000	4,000	0	2,000	0	2,000	3,000	0	0	0	2,000	2,000	0	0	341	371
11:30	2,000	5,000	0	0	2,000	0	0	3,000	0	0	0	2,000	2,000	0	0	353	371

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