



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL – JUNE 2011**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-MAY 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	814	44	132	36	228	204	137	33
	44.7%	50.0%	52.0%	38.3%	43.4%	40.7%	50.2%	38.8%
	100.0%	5.4%	16.2%	4.4%	28.0%	25.1%	16.8%	4.1%
Females	1006	44	122	58	297	297	136	52
	55.3%	50.0%	48.0%	61.7%	56.6%	59.3%	49.8%	61.2%
	100.0%	4.4%	12.1%	5.8%	29.5%	29.5%	13.5%	5.2%
Total	1820	88	254	94	525	501	273	85
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-JUN 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	901	54	164	44	279	196	131	32
	49.5%	52.5%	55.0%	42.2%	51.0%	44.0%	53.4%	42.9%
	100.0%	6.0%	18.2%	4.9%	31.0%	21.8%	14.5%	3.6%
Females	919	49	135	60	268	250	114	43
	50.5%	47.5%	45.0%	57.8%	49.0%	56.0%	46.6%	57.1%
	100.0%	5.4%	14.7%	6.6%	29.1%	27.2%	12.4%	4.7%
Total	1820	104	299	104	547	446	245	75
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	814	166	221	128	120	121	58
	44.7%	44.4%	43.3%	44.3%	48.4%	45.7%	43.3%
	100.0%	20.4%	27.1%	15.7%	14.7%	14.9%	7.1%
Females	1006	208	289	161	128	144	76
	55.3%	55.6%	56.7%	55.7%	51.6%	54.3%	56.7%
	100.0%	20.7%	28.7%	16.0%	12.7%	14.3%	7.6%
Total	1820	374	510	289	248	265	134
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	901	179	264	134	126	130	68
	49.5%	49.7%	49.2%	49.9%	49.3%	49.8%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	919	181	272	135	129	131	70
	50.5%	50.3%	50.8%	50.1%	50.7%	50.2%	50.5%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1820	360	535	270	255	262	138
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Weighted Table Totals may not tally due to weighting and rounding off

1.3.A: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [APR-JUN 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	88	44	44	19	20	15	15	14	5
	4.8%	5.4%	4.4%	5.1%	3.9%	5.2%	6.0%	5.3%	3.7%
	100.0%	50.0%	50.0%	21.6%	22.7%	17.0%	17.0%	15.9%	5.7%
15-24	254	132	122	48	73	38	28	46	21
	14.0%	16.2%	12.1%	12.8%	14.3%	13.1%	11.3%	17.4%	15.7%
	100.0%	52.0%	48.0%	18.9%	28.7%	15.0%	11.0%	18.1%	8.3%
25-29	94	36	58	23	27	18	8	14	4
	5.2%	4.4%	5.8%	6.1%	5.3%	6.2%	3.2%	5.3%	3.0%
	100.0%	38.3%	61.7%	24.5%	28.7%	19.1%	8.5%	14.9%	4.3%
30-49	525	228	297	98	134	85	81	92	35
	28.8%	28.0%	29.5%	26.2%	26.3%	29.4%	32.7%	34.7%	26.1%
	100.0%	43.4%	56.6%	18.7%	25.5%	16.2%	15.4%	17.5%	6.7%
50-64	501	204	297	105	140	86	65	65	40
	27.5%	25.1%	29.5%	28.1%	27.5%	29.8%	26.2%	24.5%	29.9%
	100.0%	40.7%	59.3%	21.0%	27.9%	17.2%	13.0%	13.0%	8.0%
65-79	273	137	136	62	86	38	41	24	22
	15.0%	16.8%	13.5%	16.6%	16.9%	13.1%	16.5%	9.1%	16.4%
	100.0%	50.2%	49.8%	22.7%	31.5%	13.9%	15.0%	8.8%	8.1%
80+	85	33	52	19	30	9	10	10	7
	4.7%	4.1%	5.2%	5.1%	5.9%	3.1%	4.0%	3.8%	5.2%
	100.0%	38.8%	61.2%	22.4%	35.3%	10.6%	11.8%	11.8%	8.2%
Total	1820	814	1006	374	510	289	248	265	134
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

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1.3.B: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [APR-JUN 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	104	54	49	22	25	16	21	14	6
	5.7%	6.0%	5.4%	6.0%	4.7%	5.8%	8.2%	5.3%	4.6%
	100.0%	52.5%	47.5%	21.0%	24.1%	15.1%	20.2%	13.5%	6.1%
15-24	299	164	135	53	92	42	39	45	27
	16.4%	18.2%	14.7%	14.8%	17.1%	15.6%	15.5%	17.2%	19.8%
	100.0%	55.0%	45.0%	17.9%	30.6%	14.0%	13.2%	15.1%	9.1%
25-29	104	44	60	25	32	17	11	14	5
	5.7%	4.9%	6.6%	7.0%	6.1%	6.5%	4.1%	5.3%	3.5%
	100.0%	42.2%	57.8%	24.2%	31.1%	16.8%	10.1%	13.2%	4.6%
30-49	547	279	268	108	161	81	77	79	41
	30.0%	31.0%	29.1%	30.0%	30.0%	30.1%	30.0%	30.0%	30.0%
	100.0%	51.0%	49.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	446	196	250	86	123	73	60	71	34
	24.5%	21.8%	27.2%	23.7%	22.9%	27.2%	23.6%	27.0%	24.4%
	100.0%	44.0%	56.0%	19.2%	27.5%	16.5%	13.5%	15.8%	7.5%
65-79	245	131	114	51	77	33	38	28	19
	13.5%	14.5%	12.4%	14.2%	14.3%	12.0%	14.9%	10.8%	13.5%
	100.0%	53.4%	46.6%	20.9%	31.3%	13.3%	15.5%	11.5%	7.6%
80+	75	32	43	15	26	8	9	11	6
	4.1%	3.6%	4.7%	4.2%	4.9%	2.8%	3.6%	4.4%	4.3%
	100.0%	42.9%	57.1%	20.0%	34.7%	10.2%	12.1%	15.2%	7.9%
Total	1820	901	919	360	535	270	255	262	138
	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 / Column % / Row %]

Weighted Table Totals may not tally due to weighting and rounding off

3.1.A: RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	86	30	56	2	4	0	8	33	32	7
	4.7%	3.7%	5.6%	2.3%	1.6%	.0%	1.5%	6.6%	11.7%	8.2%
	100.0%	34.9%	65.1%	2.3%	4.7%	.0%	9.3%	38.4%	37.2%	8.1%
Radju Parlament 106.6	3	1	2	0	1	0	1	0	1	0
	.2%	.1%	.2%	.0%	.4%	.0%	.2%	.0%	.4%	.0%
	100.0%	33.3%	66.7%	.0%	33.3%	.0%	33.3%	.0%	33.3%	.0%
Magic Radio	56	24	32	2	5	1	33	13	1	1
	3.1%	2.9%	3.2%	2.3%	2.0%	1.1%	6.3%	2.6%	.4%	1.2%
	100.0%	42.9%	57.1%	3.6%	8.9%	1.8%	58.9%	23.2%	1.8%	1.8%
ONE Radio	141	69	72	3	4	3	27	53	43	8
	7.7%	8.5%	7.2%	3.4%	1.6%	3.2%	5.1%	10.6%	15.8%	9.4%
	100.0%	48.9%	51.1%	2.1%	2.8%	2.1%	19.1%	37.6%	30.5%	5.7%
Radio 101	30	13	17	1	1	1	9	13	2	3
	1.6%	1.6%	1.7%	1.1%	.4%	1.1%	1.7%	2.6%	.7%	3.5%
	100.0%	43.3%	56.7%	3.3%	3.3%	3.3%	30.0%	43.3%	6.7%	10.0%
Bay Radio	171	85	86	20	61	27	51	10	2	0
	9.4%	10.4%	8.5%	22.7%	24.0%	28.7%	9.7%	2.0%	.7%	.0%
	100.0%	49.7%	50.3%	11.7%	35.7%	15.8%	29.8%	5.8%	1.2%	.0%
Calypso Radio	105	51	54	0	7	1	33	46	17	1
	5.8%	6.3%	5.4%	.0%	2.8%	1.1%	6.3%	9.2%	6.2%	1.2%
	100.0%	48.6%	51.4%	.0%	6.7%	1.0%	31.4%	43.8%	16.2%	1.0%
RTK	70	30	40	1	3	0	11	27	22	6
	3.8%	3.7%	4.0%	1.1%	1.2%	.0%	2.1%	5.4%	8.1%	7.1%
	100.0%	42.9%	57.1%	1.4%	4.3%	.0%	15.7%	38.6%	31.4%	8.6%
Smash Radio	40	18	22	2	6	7	21	4	0	0
	2.2%	2.2%	2.2%	2.3%	2.4%	7.4%	4.0%	.8%	.0%	.0%
	100.0%	45.0%	55.0%	5.0%	15.0%	17.5%	52.5%	10.0%	.0%	.0%
Radju Marija	65	16	49	0	1	0	7	22	26	9
	3.6%	2.0%	4.9%	.0%	.4%	.0%	1.3%	4.4%	9.5%	10.6%
	100.0%	24.6%	75.4%	.0%	1.5%	.0%	10.8%	33.8%	40.0%	13.8%
Campus FM	10	6	4	0	0	1	5	4	0	0
	.5%	.7%	.4%	.0%	.0%	1.1%	1.0%	.8%	.0%	.0%
	100.0%	60.0%	40.0%	.0%	.0%	10.0%	50.0%	40.0%	.0%	.0%
Vibe FM	52	38	14	1	27	10	14	0	0	0
	2.9%	4.7%	1.4%	1.1%	10.6%	10.6%	2.7%	.0%	.0%	.0%
	100.0%	73.1%	26.9%	1.9%	51.9%	19.2%	26.9%	.0%	.0%	.0%
XFM	45	24	21	1	11	2	24	7	0	0
	2.5%	2.9%	2.1%	1.1%	4.3%	2.1%	4.6%	1.4%	.0%	.0%
	100.0%	53.3%	46.7%	2.2%	24.4%	4.4%	53.3%	15.6%	.0%	.0%
Community Stations	33	19	14	0	2	1	9	12	6	3
	1.8%	2.3%	1.4%	.0%	.8%	1.1%	1.7%	2.4%	2.2%	3.5%
	100.0%	57.6%	42.4%	.0%	6.1%	3.0%	27.3%	36.4%	18.2%	9.1%
Foreign Station	11	7	4	0	0	0	5	5	1	0
	.6%	.9%	.4%	.0%	.0%	.0%	1.0%	1.0%	.4%	.0%
	100.0%	63.6%	36.4%	.0%	.0%	.0%	45.5%	45.5%	9.1%	.0%
Other Station	3	3	0	0	0	0	2	1	0	0
	.2%	.4%	.0%	.0%	.0%	.0%	.4%	.2%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%
No particular radio station	80	42	38	0	5	4	16	31	18	6
	4.4%	5.2%	3.8%	.0%	2.0%	4.3%	3.0%	6.2%	6.6%	7.1%
	100.0%	52.5%	47.5%	.0%	6.3%	5.0%	20.0%	38.8%	22.5%	7.5%
Did not remember	9	3	6	1	2	0	2	2	2	0
	.5%	.4%	.6%	1.1%	.8%	.0%	.4%	.4%	.7%	.0%
	100.0%	33.3%	66.7%	11.1%	22.2%	.0%	22.2%	22.2%	22.2%	.0%
Did not listen to radio	800	328	472	54	113	35	244	215	99	40
	44.0%	40.3%	46.9%	61.4%	44.5%	37.2%	46.5%	42.9%	36.3%	47.1%
	100.0%	41.0%	59.0%	6.8%	14.1%	4.4%	30.5%	26.9%	12.4%	5.0%
No response	10	7	3	0	1	1	3	3	1	1
	.5%	.9%	.3%	.0%	.4%	1.1%	.6%	.6%	.4%	1.2%
	100.0%	70.0%	30.0%	.0%	10.0%	10.0%	30.0%	30.0%	10.0%	10.0%
Total	1820	814	1006	88	254	94	525	501	273	85
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

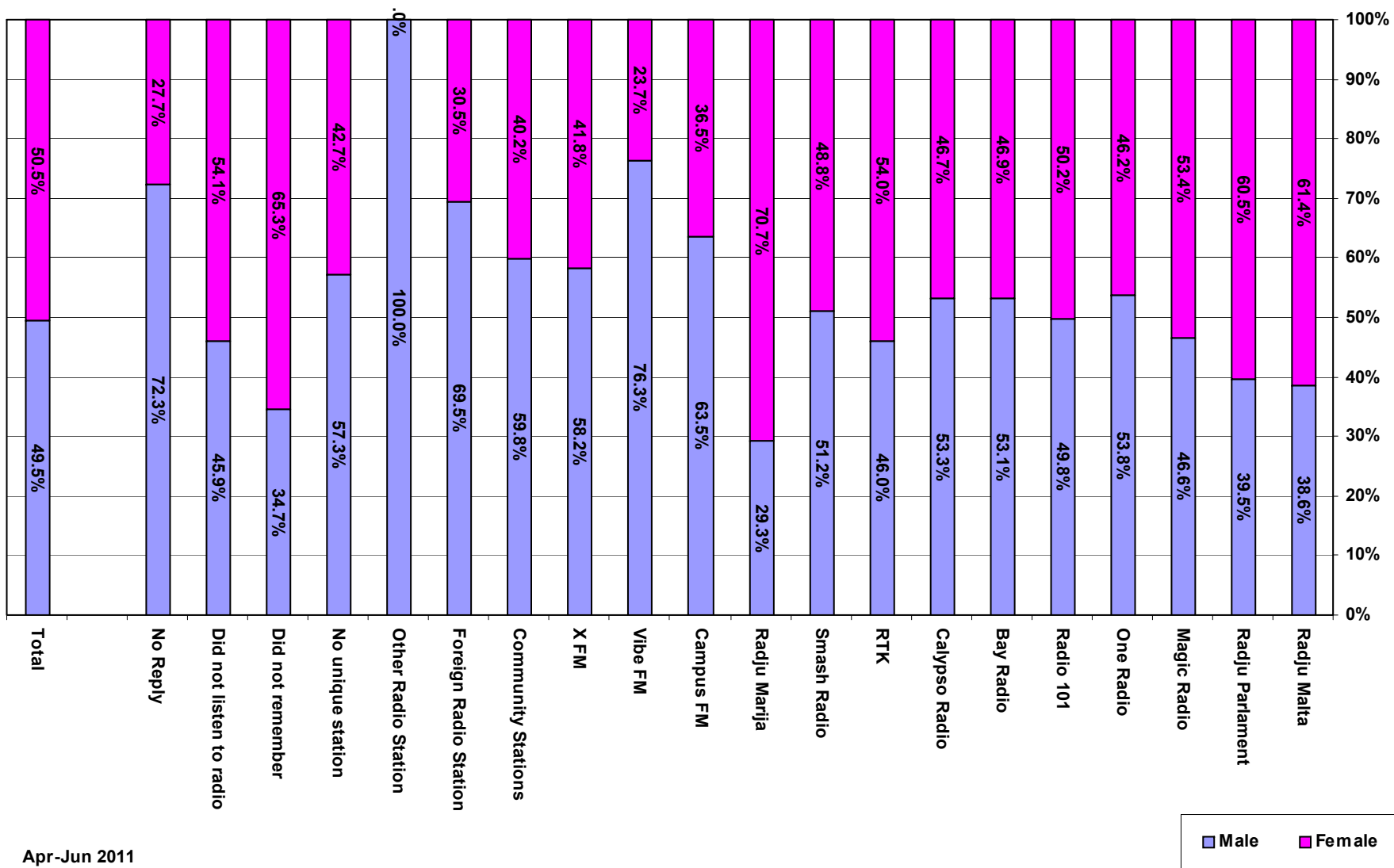
3.1.B: WEIGHTED RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	80	31	49	2	5	0	8	29	29	6
	4.4%	3.4%	5.4%	2.1%	1.8%	.0%	1.5%	6.6%	12.0%	7.8%
	100.0%	38.6%	61.4%	2.7%	6.6%	.0%	10.2%	36.6%	36.5%	7.4%
Radju Parlament 106.6	3	1	2	0	1	0	1	0	1	0
	.2%	.1%	.2%	.0%	.4%	.0%	.2%	.0%	.3%	.0%
	100.0%	39.5%	60.5%	.0%	35.6%	.0%	39.5%	.0%	24.9%	.0%
Magic Radio	59	28	32	3	6	1	35	12	1	1
	3.3%	3.1%	3.4%	2.6%	2.1%	1.0%	6.5%	2.7%	.4%	1.3%
	100.0%	46.6%	53.4%	4.5%	10.8%	1.8%	59.6%	20.1%	1.5%	1.6%
ONE Radio	131	71	61	4	5	3	28	47	37	7
	7.2%	7.8%	6.6%	3.7%	1.7%	3.0%	5.1%	10.5%	15.1%	9.9%
	100.0%	53.8%	46.2%	2.9%	4.0%	2.4%	21.2%	35.6%	28.3%	5.7%
Radio 101	29	15	15	1	1	1	10	11	2	3
	1.6%	1.6%	1.6%	1.1%	.3%	1.0%	1.9%	2.5%	.8%	3.5%
	100.0%	49.8%	50.2%	4.0%	3.2%	3.7%	35.9%	37.8%	6.4%	9.0%
Bay Radio	192	102	90	23	74	29	54	9	2	0
	10.5%	11.3%	9.8%	22.3%	24.6%	28.1%	10.0%	2.1%	.7%	.0%
	100.0%	53.1%	46.9%	12.1%	38.5%	15.3%	28.4%	4.8%	.9%	.0%
Calypso Radio	99	53	46	0	8	1	33	40	15	1
	5.5%	5.9%	5.1%	.0%	2.7%	1.1%	6.1%	9.0%	6.3%	1.2%
	100.0%	53.3%	46.7%	.0%	8.2%	1.2%	33.6%	40.5%	15.6%	.9%
RTK	65	30	35	1	4	0	11	24	20	5
	3.6%	3.3%	3.8%	.9%	1.2%	.0%	2.0%	5.3%	8.3%	7.0%
	100.0%	46.0%	54.0%	1.4%	5.6%	.0%	17.0%	36.4%	31.4%	8.1%
Smash Radio	42	22	21	3	7	8	21	4	0	0
	2.3%	2.4%	2.3%	2.5%	2.2%	7.4%	3.9%	.9%	.0%	.0%
	100.0%	51.2%	48.8%	6.1%	15.6%	18.3%	50.0%	9.9%	.0%	.0%
Radju Marija	58	17	41	0	1	0	7	19	23	7
	3.2%	1.9%	4.5%	.0%	.5%	.0%	1.3%	4.2%	9.5%	9.9%
	100.0%	29.3%	70.7%	.0%	2.5%	.0%	12.1%	32.4%	40.2%	12.7%
Campus FM	10	7	4	0	0	1	5	4	0	0
	.6%	.7%	.4%	.0%	.0%	.9%	.9%	1.0%	.0%	.0%
	100.0%	63.5%	36.5%	.0%	.0%	8.9%	50.1%	41.0%	.0%	.0%
Vibe FM	60	46	14	1	32	11	16	0	0	0
	3.3%	5.1%	1.6%	1.1%	10.6%	11.0%	2.9%	.0%	.0%	.0%
	100.0%	76.3%	23.7%	1.8%	52.7%	19.0%	26.5%	.0%	.0%	.0%
XFM	51	29	21	1	13	3	26	7	0	0
	2.8%	3.3%	2.3%	.9%	4.5%	2.7%	4.8%	1.6%	.0%	.0%
	100.0%	58.2%	41.8%	1.8%	26.3%	5.5%	52.1%	14.3%	.0%	.0%
Community Stations	31	18	12	0	2	1	9	10	5	3
	1.7%	2.0%	1.3%	.0%	.7%	1.0%	1.6%	2.3%	2.2%	3.6%
	100.0%	59.8%	40.2%	.0%	7.1%	3.5%	29.3%	34.2%	17.2%	8.7%
Foreign Station	11	8	3	0	0	0	6	4	1	0
	.6%	.8%	.4%	.0%	.0%	.0%	1.0%	1.0%	.4%	.0%
	100.0%	69.5%	30.5%	.0%	.0%	.0%	50.9%	40.7%	8.5%	.0%
Other Station	4	4	0	0	0	0	2	1	0	0
	.2%	.4%	.0%	.0%	.0%	.0%	.4%	.3%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	62.3%	37.7%	.0%	.0%
No particular radio station	77	44	33	0	5	4	17	27	17	7
	4.2%	4.9%	3.6%	.0%	1.8%	3.6%	3.2%	6.1%	6.8%	8.7%
	100.0%	57.3%	42.7%	.0%	6.9%	4.9%	22.5%	35.5%	21.7%	8.5%
Did not remember	9	3	6	1	2	0	2	2	2	0
	.5%	.3%	.6%	.9%	.7%	.0%	.4%	.4%	.7%	.0%
	100.0%	34.7%	65.3%	10.5%	24.6%	.0%	26.0%	19.3%	19.7%	.0%
Did not listen to radio	798	367	432	64	131	39	250	192	89	35
	43.9%	40.7%	47.0%	62.0%	43.7%	37.6%	45.6%	42.9%	36.2%	46.0%
	100.0%	45.9%	54.1%	8.0%	16.3%	4.9%	31.3%	24.0%	11.1%	4.3%
No response	10	8	3	0	1	1	3	3	1	1
	.6%	.8%	.3%	.0%	.4%	1.4%	.6%	.6%	.3%	1.3%
	100.0%	72.3%	27.7%	.0%	11.9%	14.1%	31.1%	25.8%	8.0%	9.0%
Total	1820	901	919	104	299	104	547	446	245	75
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off



Apr-Jun 2011

FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [APR-JUN 2011]

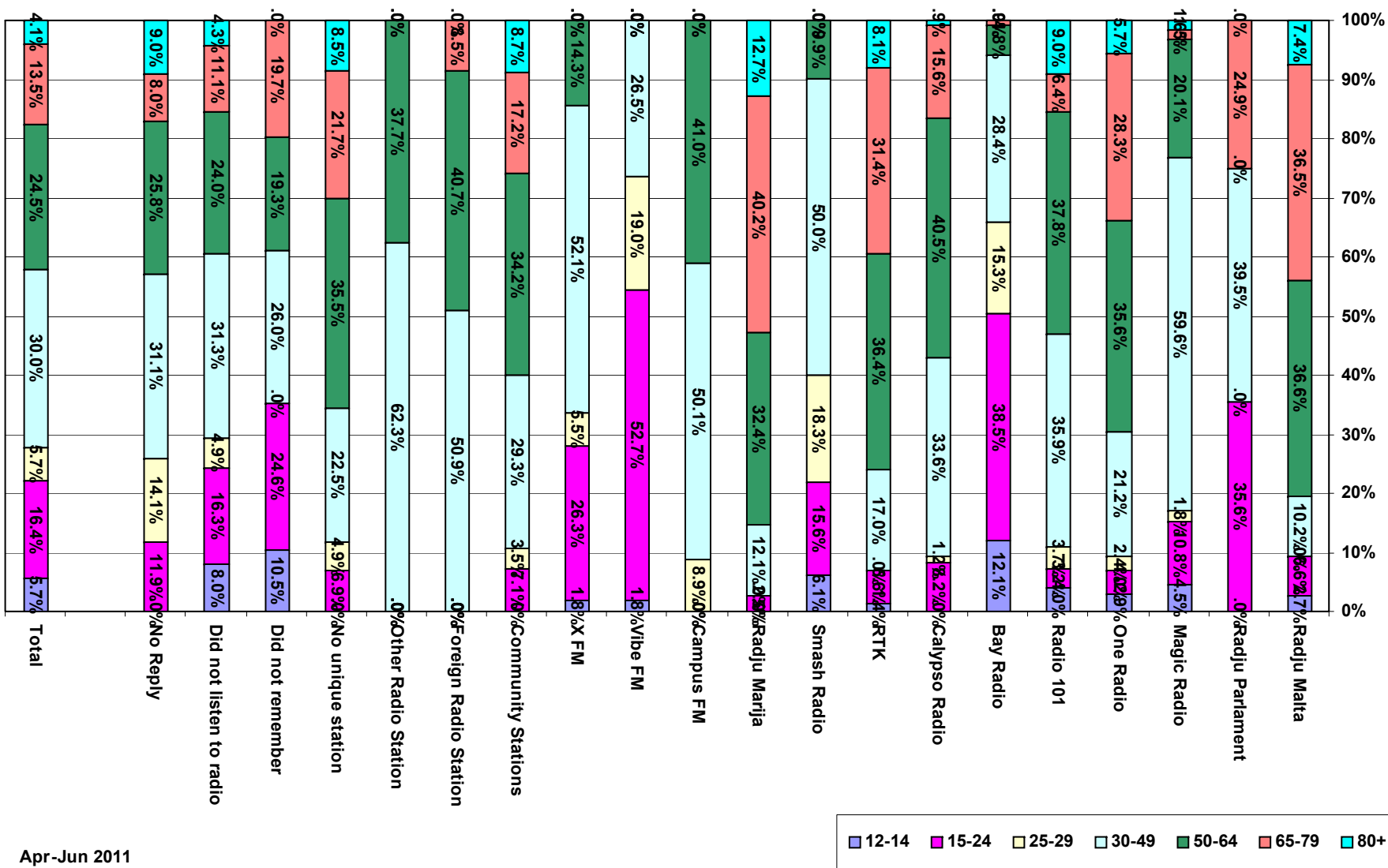


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [APR-JUN 2011]

3.2.A: RADIO CHANNEL REACH: BY DISTRICT [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	86 4.7% 100.0%	17 4.5% 19.8%	23 4.5% 26.7%	12 4.2% 14.0%	15 6.0% 17.4%	12 4.5% 14.0%	7 5.2% 8.1%
Radju Parlament 106.6	3 .2% 100.0%	1 .3% 33.3%	1 .2% 33.3%	0 .0% 0.0%	1 .4% 33.3%	0 .0% 0.0%	0 .0% 0.0%
Magic Radio	56 3.1% 100.0%	11 2.9% 19.6%	20 3.9% 35.7%	6 2.1% 10.7%	11 4.4% 19.6%	8 3.0% 14.3%	0 .0% 0.0%
ONE Radio	141 7.7% 100.0%	34 9.1% 24.1%	38 7.5% 27.0%	30 10.4% 21.3%	15 6.0% 10.6%	12 4.5% 8.5%	12 9.0% 8.5%
Radio 101	30 1.6% 100.0%	4 1.1% 13.3%	9 1.8% 30.0%	4 1.4% 13.3%	5 2.0% 16.7%	4 1.5% 13.3%	4 3.0% 13.3%
Bay Radio	171 9.4% 100.0%	24 6.4% 14.0%	57 11.2% 33.3%	18 6.2% 10.5%	20 8.1% 11.7%	38 14.3% 22.2%	14 10.4% 8.2%
Calypso Radio	105 5.8% 100.0%	25 6.7% 23.8%	30 5.9% 28.6%	15 5.2% 14.3%	14 5.6% 13.3%	12 4.5% 11.4%	9 6.7% 8.6%
RTK	70 3.8% 100.0%	10 2.7% 14.3%	27 5.3% 38.6%	16 5.5% 22.9%	10 4.0% 14.3%	5 1.9% 7.1%	2 1.5% 2.9%
Smash Radio	40 2.2% 100.0%	11 2.9% 27.5%	8 1.6% 20.0%	5 1.7% 12.5%	4 1.6% 10.0%	8 3.0% 20.0%	4 3.0% 10.0%
Radju Marija	65 3.6% 100.0%	11 2.9% 16.9%	27 5.3% 41.5%	6 2.1% 9.2%	10 4.0% 15.4%	6 2.3% 9.2%	5 3.7% 7.7%
Campus FM	10 .5% 100.0%	1 .3% 10.0%	4 .8% 40.0%	2 .7% 20.0%	0 .0% 0.0%	3 1.1% 30.0%	0 .0% 0.0%
Vibe FM	52 2.9% 100.0%	12 3.2% 23.1%	14 2.7% 26.9%	7 2.4% 13.5%	8 3.2% 15.4%	10 3.8% 19.2%	1 .7% 1.9%
XFM	45 2.5% 100.0%	6 1.6% 13.3%	16 3.1% 35.6%	7 2.4% 15.6%	7 2.8% 15.6%	7 2.6% 15.6%	2 1.5% 4.4%
Community Stations	33 1.8% 100.0%	6 1.6% 18.2%	10 2.0% 30.3%	3 1.0% 9.1%	5 2.0% 15.2%	4 1.5% 12.1%	5 3.7% 15.2%
Foreign Station	11 .6% 100.0%	2 .5% 18.2%	5 1.0% 45.5%	1 .3% 9.1%	1 .4% 9.1%	2 .8% 18.2%	0 .0% 0.0%
Other Station	3 .2% 100.0%	0 .0% 0.0%	0 .0% 0.0%	2 .7% 66.7%	0 .0% 0.0%	1 .4% 33.3%	0 .0% 0.0%
No particular radio station	80 4.4% 100.0%	11 2.9% 13.8%	15 2.9% 18.8%	16 5.5% 20.0%	9 3.6% 11.3%	24 9.1% 30.0%	5 3.7% 6.3%
Did not remember	9 .5% 100.0%	1 .3% 11.1%	4 .8% 44.4%	2 .7% 22.2%	0 .0% 0.0%	1 .4% 11.1%	1 .7% 11.1%
Did not listen to radio	800 44.0% 100.0%	184 49.2% 23.0%	198 38.8% 24.8%	135 46.7% 16.9%	112 45.2% 14.0%	108 40.8% 13.5%	63 47.0% 7.9%
No response	10 .5% 100.0%	3 .8% 30.0%	4 .8% 40.0%	2 .7% 20.0%	1 .4% 10.0%	0 .0% 0.0%	0 .0% 0.0%
Total	1820 100.0% 100.0%	374 100.0% 20.5%	510 100.0% 28.0%	289 100.0% 15.9%	248 100.0% 13.6%	265 100.0% 14.6%	134 100.0% 7.4%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

3.2.B: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	80	14	21	11	15	13	6
	4.4%	3.8%	4.0%	3.9%	6.0%	5.0%	4.6%
	100.0%	17.3%	26.4%	13.2%	18.9%	16.3%	7.8%
Radju Parlament 106.6	3	1	1	0	1	0	0
	.2%	.2%	.2%	.0%	.5%	.0%	.0%
	100.0%	24.9%	35.6%	.0%	39.5%	.0%	.0%
Magic Radio	59	11	22	5	13	8	0
	3.3%	3.1%	4.1%	2.0%	5.0%	3.0%	.0%
	100.0%	18.9%	37.1%	9.3%	21.4%	13.4%	.0%
ONE Radio	131	29	38	27	14	12	11
	7.2%	7.9%	7.0%	10.2%	5.6%	4.6%	8.0%
	100.0%	21.8%	28.8%	20.9%	10.9%	9.2%	8.4%
Radio 101	29	4	8	3	5	4	5
	1.6%	1.0%	1.5%	1.3%	2.0%	1.4%	3.6%
	100.0%	12.4%	28.4%	12.0%	17.3%	12.7%	17.2%
Bay Radio	192	27	68	19	25	36	17
	10.5%	7.4%	12.7%	6.9%	9.9%	13.7%	12.4%
	100.0%	13.8%	35.6%	9.7%	13.2%	18.7%	8.9%
Calypso Radio	99	23	30	14	12	12	8
	5.5%	6.5%	5.5%	5.2%	4.9%	4.6%	5.9%
	100.0%	23.5%	29.7%	14.2%	12.5%	12.0%	8.1%
RTK	65	9	26	14	9	5	2
	3.6%	2.5%	4.8%	5.2%	3.6%	2.0%	1.2%
	100.0%	13.9%	39.6%	21.5%	14.3%	8.0%	2.6%
Smash Radio	42	12	9	5	3	8	6
	2.3%	3.2%	1.8%	1.7%	1.2%	3.0%	4.2%
	100.0%	27.4%	22.3%	10.8%	7.4%	18.5%	13.6%
Radju Marija	58	9	24	5	9	6	4
	3.2%	2.4%	4.5%	2.0%	3.6%	2.5%	3.0%
	100.0%	15.1%	41.6%	9.3%	15.7%	11.2%	7.2%
Campus FM	10	1	4	2	0	3	0
	.6%	.3%	.8%	.7%	.0%	1.2%	.0%
	100.0%	9.8%	42.0%	17.3%	.0%	30.9%	.0%
Vibe FM	60	14	18	8	9	9	2
	3.3%	3.9%	3.3%	3.1%	3.7%	3.6%	1.1%
	100.0%	23.4%	29.3%	13.7%	15.6%	15.4%	2.5%
XFM	51	6	20	7	9	8	2
	2.8%	1.7%	3.7%	2.6%	3.4%	2.9%	1.4%
	100.0%	11.9%	38.7%	13.7%	16.9%	15.0%	3.8%
Community Stations	31	6	10	3	5	4	4
	1.7%	1.5%	1.8%	1.1%	1.8%	1.4%	3.1%
	100.0%	18.0%	31.9%	9.3%	15.2%	11.9%	13.8%
Foreign Station	11	2	5	1	1	2	0
	.6%	.6%	.9%	.3%	.5%	.7%	.0%
	100.0%	19.6%	45.9%	7.8%	10.9%	15.8%	.0%
Other Station	4	0	0	2	0	1	0
	.2%	.0%	.0%	.9%	.0%	.6%	.0%
	100.0%	.0%	.0%	62.3%	.0%	37.7%	.0%
No particular radio station	77	9	16	15	9	24	4
	4.2%	2.6%	2.9%	5.6%	3.4%	9.1%	3.1%
	100.0%	12.0%	20.5%	19.6%	11.4%	31.0%	5.5%
Did not remember	9	1	4	2	0	1	1
	.5%	.3%	.7%	.8%	.0%	.3%	.6%
	100.0%	11.8%	43.8%	24.2%	.0%	10.5%	9.7%
Did not listen to radio	798	181	208	124	114	106	66
	43.9%	50.1%	38.8%	46.0%	44.7%	40.4%	47.9%
	100.0%	22.6%	26.0%	15.6%	14.3%	13.2%	8.3%
No response	10	3	4	2	1	0	0
	.6%	1.0%	.8%	.6%	.4%	.0%	.0%
	100.0%	33.1%	42.1%	16.3%	8.5%	.0%	.0%
Total	1820	360	535	270	255	262	138
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

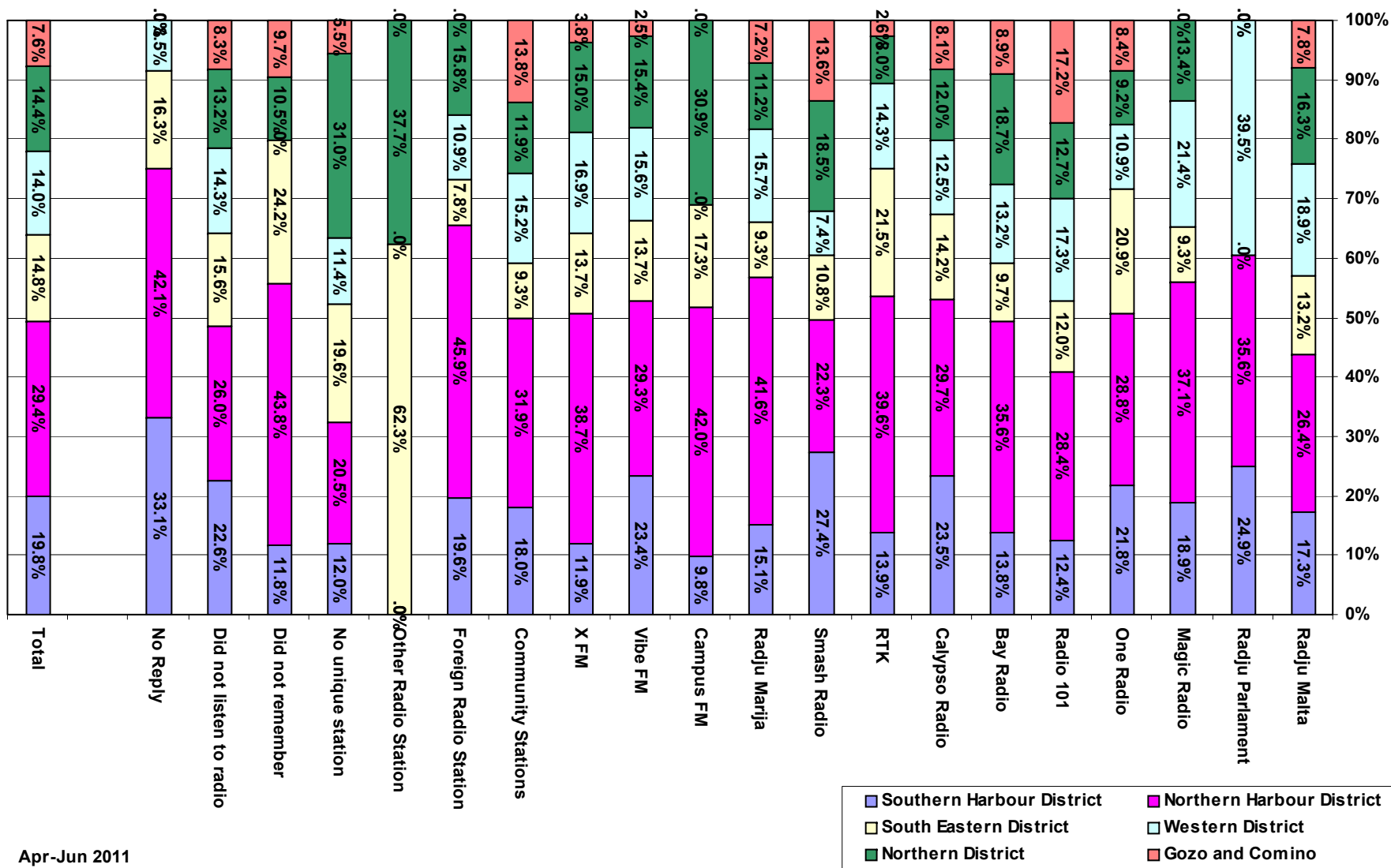


FIGURE 3.2.B: WEIGHTED RADIO REACH: BY DISTRICT [APR-JUN 2011]

3.4.A: TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
No TV-set	10	6	4	0	0	0	5	3	2	0
	.5%	.7%	.4%	.0%	.0%	.0%	1.0%	.6%	.7%	.0%
TVM	100.0%	60.0%	40.0%	.0%	.0%	.0%	50.0%	30.0%	20.0%	.0%
	443	175	268	27	49	21	161	110	55	20
	24.3%	21.5%	26.6%	30.7%	19.3%	22.3%	30.7%	22.0%	20.1%	23.5%
ONE	100.0%	39.5%	60.5%	6.1%	11.1%	4.7%	36.3%	24.8%	12.4%	4.5%
	182	67	115	3	15	3	40	71	41	9
	10.0%	8.2%	11.4%	3.4%	5.9%	3.2%	7.6%	14.2%	15.0%	10.6%
Net TV	100.0%	36.8%	63.2%	1.6%	8.2%	1.6%	22.0%	39.0%	22.5%	4.9%
	69	26	43	1	8	5	14	19	17	5
	3.8%	3.2%	4.3%	1.1%	3.1%	5.3%	2.7%	3.8%	6.2%	5.9%
Smash TV	100.0%	37.7%	62.3%	1.4%	11.6%	7.2%	20.3%	27.5%	24.6%	7.2%
	3	2	1	0	0	0	0	3	0	0
	.2%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%
Education 22	100.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
	4	1	3	0	0	0	0	2	2	0
	.2%	.1%	.3%	.0%	.0%	.0%	.0%	.4%	.7%	.0%
Favorite Channel	100.0%	25.0%	75.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%
	3	2	1	0	0	0	0	3	0	0
	.2%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%
Calypso Music TV	100.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
	3	2	1	0	1	0	0	2	0	0
	.2%	.2%	.1%	.0%	.4%	.0%	.0%	.4%	.0%	.0%
Rai 1	100.0%	66.7%	33.3%	.0%	33.3%	.0%	.0%	66.7%	.0%	.0%
	48	21	27	0	2	0	9	21	15	1
	2.6%	2.6%	2.7%	.0%	.8%	.0%	1.7%	4.2%	5.5%	1.2%
Rai 2	100.0%	43.8%	56.3%	.0%	4.2%	.0%	18.8%	43.8%	31.3%	2.1%
	13	10	3	1	1	2	2	5	2	0
	.7%	1.2%	.3%	1.1%	.4%	2.1%	.4%	1.0%	.7%	.0%
Rai 3	100.0%	76.9%	23.1%	7.7%	7.7%	15.4%	15.4%	38.5%	15.4%	.0%
	5	2	3	0	0	0	1	2	1	1
	.3%	.2%	.3%	.0%	.0%	.0%	.2%	.4%	.4%	1.2%
Rete 4	100.0%	40.0%	60.0%	.0%	.0%	.0%	20.0%	40.0%	20.0%	20.0%
	35	14	21	0	1	3	10	13	6	2
	1.9%	1.7%	2.1%	.0%	.4%	3.2%	1.9%	2.6%	2.2%	2.4%
Canale 5	100.0%	40.0%	60.0%	.0%	2.9%	8.6%	28.6%	37.1%	17.1%	5.7%
	60	10	50	3	8	4	21	20	3	1
	3.3%	1.2%	5.0%	3.4%	3.1%	4.3%	4.0%	4.0%	1.1%	1.2%
Italia 1	100.0%	16.7%	83.3%	5.0%	13.3%	6.7%	35.0%	33.3%	5.0%	1.7%
	67	34	33	5	22	12	20	7	1	0
	3.7%	4.2%	3.3%	5.7%	8.7%	12.8%	3.8%	1.4%	.4%	.0%
Discovery Channel	100.0%	50.7%	49.3%	7.5%	32.8%	17.9%	29.9%	10.4%	1.5%	.0%
	55	47	8	9	18	1	19	5	3	0
	3.0%	5.8%	.8%	10.2%	7.1%	1.1%	3.6%	1.0%	1.1%	.0%
MTV	100.0%	85.5%	14.5%	16.4%	32.7%	1.8%	34.5%	9.1%	5.5%	.0%
	15	5	10	2	9	1	2	1	0	0
	.8%	.6%	1.0%	2.3%	3.5%	1.1%	.4%	.2%	.0%	.0%
BBC Prm/Wld/Ent	100.0%	33.3%	66.7%	13.3%	60.0%	6.7%	13.3%	6.7%	.0%	.0%
	30	10	20	0	1	0	8	10	9	2
	1.6%	1.2%	2.0%	.0%	.4%	.0%	1.5%	2.0%	3.3%	2.4%
Other TV Stations	100.0%	33.3%	66.7%	.0%	3.3%	.0%	26.7%	33.3%	30.0%	6.7%
	196	106	90	24	40	5	59	40	23	5
	10.8%	13.0%	8.9%	27.3%	15.7%	5.3%	11.2%	8.0%	8.4%	5.9%
No particular station	100.0%	54.1%	45.9%	12.2%	20.4%	2.6%	30.1%	20.4%	11.7%	2.6%
	182	75	107	4	5	5	32	66	50	20
	10.0%	9.2%	10.6%	4.5%	2.0%	5.3%	6.1%	13.2%	18.3%	23.5%
Do not remember	100.0%	41.2%	58.8%	2.2%	2.7%	2.7%	17.6%	36.3%	27.5%	11.0%
	19	6	13	1	1	2	5	2	4	4
	1.0%	.7%	1.3%	1.1%	.4%	2.1%	1.0%	.4%	1.5%	4.7%
Do not watch TV	100.0%	31.6%	68.4%	5.3%	5.3%	10.5%	26.3%	10.5%	21.1%	21.1%
	368	187	181	8	71	29	113	94	38	15
	20.2%	23.0%	18.0%	9.1%	28.0%	30.9%	21.5%	18.8%	13.9%	17.6%
No Reply	100.0%	50.8%	49.2%	2.2%	19.3%	7.9%	30.7%	25.5%	10.3%	4.1%
	10	6	4	0	2	1	4	2	1	0
	.5%	.7%	.4%	.0%	.8%	1.1%	.8%	.4%	.4%	.0%
	100.0%	60.0%	40.0%	.0%	20.0%	10.0%	40.0%	20.0%	10.0%	.0%
Total	1820	814	1006	88	254	94	525	501	273	85
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%

[Count / Column % / Row %]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

3.4.B: WEIGHTED TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
No TV-set	10	7	3	0	0	0	6	3	2	0
	.6%	.8%	.4%	.0%	.0%	.0%	1.1%	.6%	.7%	.0%
TVM	100.0%	66.9%	33.1%	.0%	.0%	.0%	59.9%	24.2%	15.9%	.0%
	442	196	247	32	57	23	165	97	51	17
	24.3%	21.7%	26.8%	30.9%	19.2%	22.2%	30.2%	21.6%	20.7%	23.2%
ONE	100.0%	44.3%	55.7%	7.2%	13.0%	5.2%	37.3%	21.8%	11.5%	3.9%
	171	72	100	4	18	3	41	62	35	8
	9.4%	7.9%	10.8%	3.6%	6.0%	2.9%	7.5%	14.0%	14.1%	11.3%
Net TV	100.0%	41.8%	58.2%	2.2%	10.5%	1.8%	23.9%	36.4%	20.3%	5.0%
	65	26	39	1	8	6	14	16	15	4
	3.6%	2.9%	4.2%	1.1%	2.8%	5.3%	2.5%	3.7%	6.1%	5.9%
Smash TV	100.0%	40.6%	59.4%	1.8%	13.1%	8.5%	21.4%	25.4%	23.0%	6.8%
	3	2	1	0	0	0	0	3	0	0
	.1%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%
Education 22	100.0%	68.5%	31.5%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
	4	1	3	0	0	0	0	2	2	0
	.2%	.1%	.3%	.0%	.0%	.0%	.0%	.4%	.7%	.0%
Favorite Channel	100.0%	26.9%	73.1%	.0%	.0%	.0%	.0%	52.8%	47.2%	.0%
	3	2	1	0	0	0	0	3	0	0
	.2%	.3%	.1%	.0%	.0%	.0%	.0%	.7%	.0%	.0%
Calypso Music TV	100.0%	74.5%	25.5%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
	3	2	1	0	1	0	0	2	0	0
	.2%	.2%	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%
Rai 1	100.0%	64.3%	35.7%	.0%	35.7%	.0%	.0%	64.3%	.0%	.0%
	45	22	24	0	2	0	10	18	14	1
	2.5%	2.4%	2.6%	.0%	.8%	.0%	1.8%	4.1%	5.6%	1.1%
Rai 2	100.0%	48.0%	52.0%	.0%	5.1%	.0%	22.1%	40.8%	30.1%	1.8%
	14	11	3	1	1	2	2	5	2	0
	.8%	1.2%	.3%	1.2%	.4%	2.3%	.4%	1.1%	.8%	.0%
Rai 3	100.0%	79.3%	20.7%	9.0%	7.7%	17.5%	15.2%	37.0%	13.6%	.0%
	4	2	2	0	0	0	1	2	1	1
	.2%	.2%	.3%	.0%	.0%	.0%	.2%	.4%	.4%	1.0%
Rete 4	100.0%	47.4%	52.6%	.0%	.0%	.0%	27.8%	35.7%	19.6%	16.9%
	34	15	18	0	1	3	11	12	5	2
	1.8%	1.7%	2.0%	.0%	.4%	2.9%	2.0%	2.6%	2.1%	2.3%
Canale 5	100.0%	45.7%	54.3%	.0%	3.6%	8.9%	32.2%	34.8%	15.3%	5.1%
	59	12	47	3	10	4	22	16	2	1
	3.2%	1.3%	5.1%	3.1%	3.5%	4.1%	3.9%	3.7%	1.0%	1.0%
Italia 1	100.0%	20.3%	79.7%	5.5%	17.6%	7.3%	36.5%	27.9%	4.1%	1.3%
	69	38	31	5	23	14	19	6	1	0
	3.8%	4.2%	3.4%	5.2%	7.8%	13.6%	3.5%	1.4%	.3%	.0%
Discovery Channel	100.0%	55.0%	45.0%	7.7%	33.8%	20.6%	27.4%	9.3%	1.2%	.0%
	64	56	8	11	24	1	21	5	3	0
	3.5%	6.2%	.8%	10.5%	8.0%	.9%	3.8%	1.1%	1.1%	.0%
MTV	100.0%	88.0%	12.0%	16.9%	37.3%	1.4%	32.4%	7.8%	4.1%	.0%
	16	5	10	2	10	1	2	1	0	0
	.9%	.6%	1.1%	1.9%	3.4%	1.0%	.3%	.2%	.0%	.0%
BBC Prm/Wld/Ent	100.0%	34.5%	65.5%	12.9%	64.3%	6.4%	10.8%	5.5%	.0%	.0%
	31	12	19	0	2	0	9	10	8	2
	1.7%	1.3%	2.0%	.0%	.6%	.0%	1.6%	2.2%	3.4%	3.0%
Other TV Stations	100.0%	39.6%	60.4%	.0%	5.6%	.0%	28.5%	31.6%	27.1%	7.3%
	209	120	89	29	48	5	63	37	22	5
	11.5%	13.3%	9.7%	27.5%	16.2%	5.2%	11.6%	8.3%	9.0%	6.1%
No particular station	100.0%	57.3%	42.7%	13.6%	23.1%	2.6%	30.3%	17.6%	10.5%	2.2%
	171	79	92	5	6	5	35	57	46	18
	9.4%	8.8%	10.0%	5.1%	2.0%	4.8%	6.4%	12.7%	18.6%	23.4%
Do not remember	100.0%	46.3%	53.7%	3.1%	3.5%	2.9%	20.6%	33.0%	26.6%	10.3%
	17	5	12	1	1	2	4	2	4	3
	.9%	.6%	1.3%	1.1%	.4%	1.9%	.8%	.4%	1.4%	4.3%
Do not watch TV	100.0%	31.4%	68.6%	6.4%	6.2%	11.7%	25.9%	10.1%	20.6%	19.0%
	375	208	167	9	82	33	117	86	34	13
	20.6%	23.0%	18.2%	8.7%	27.6%	31.5%	21.5%	19.3%	13.8%	17.4%
No Reply	100.0%	55.4%	44.6%	2.4%	22.0%	8.8%	31.3%	23.0%	9.0%	3.5%
	12	8	4	0	2	1	5	2	1	0
	.6%	.9%	.4%	.0%	.8%	1.4%	.9%	.5%	.4%	.0%
	100.0%	66.7%	33.3%	.0%	19.7%	12.7%	40.2%	19.2%	8.2%	.0%
Total	1820	901	919	104	299	104	547	446	245	75
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%

[Count / Column % / Row %; – Weighted Table Totals may not tally due to weighting and rounding off]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

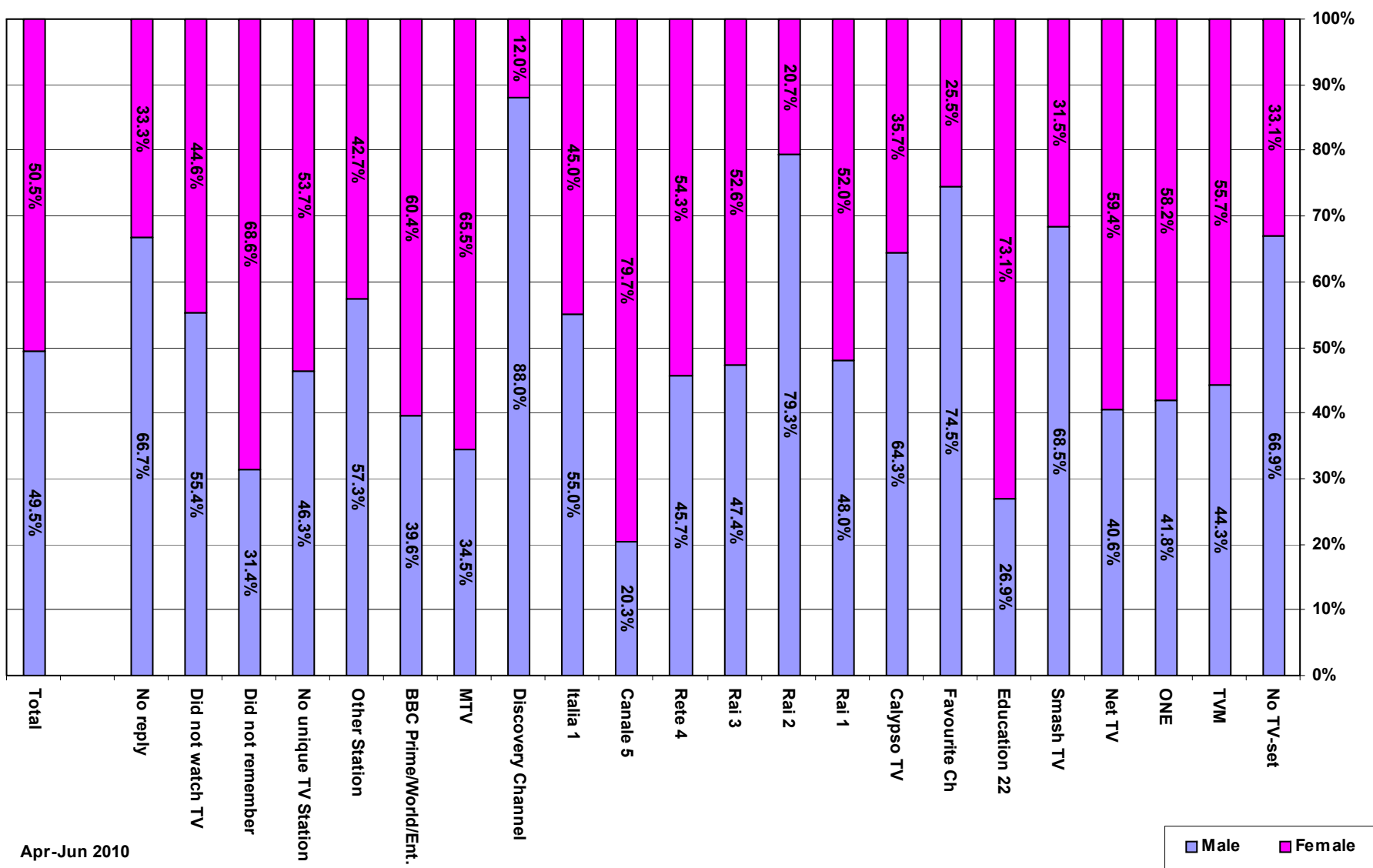


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [APR-JUN 2011]

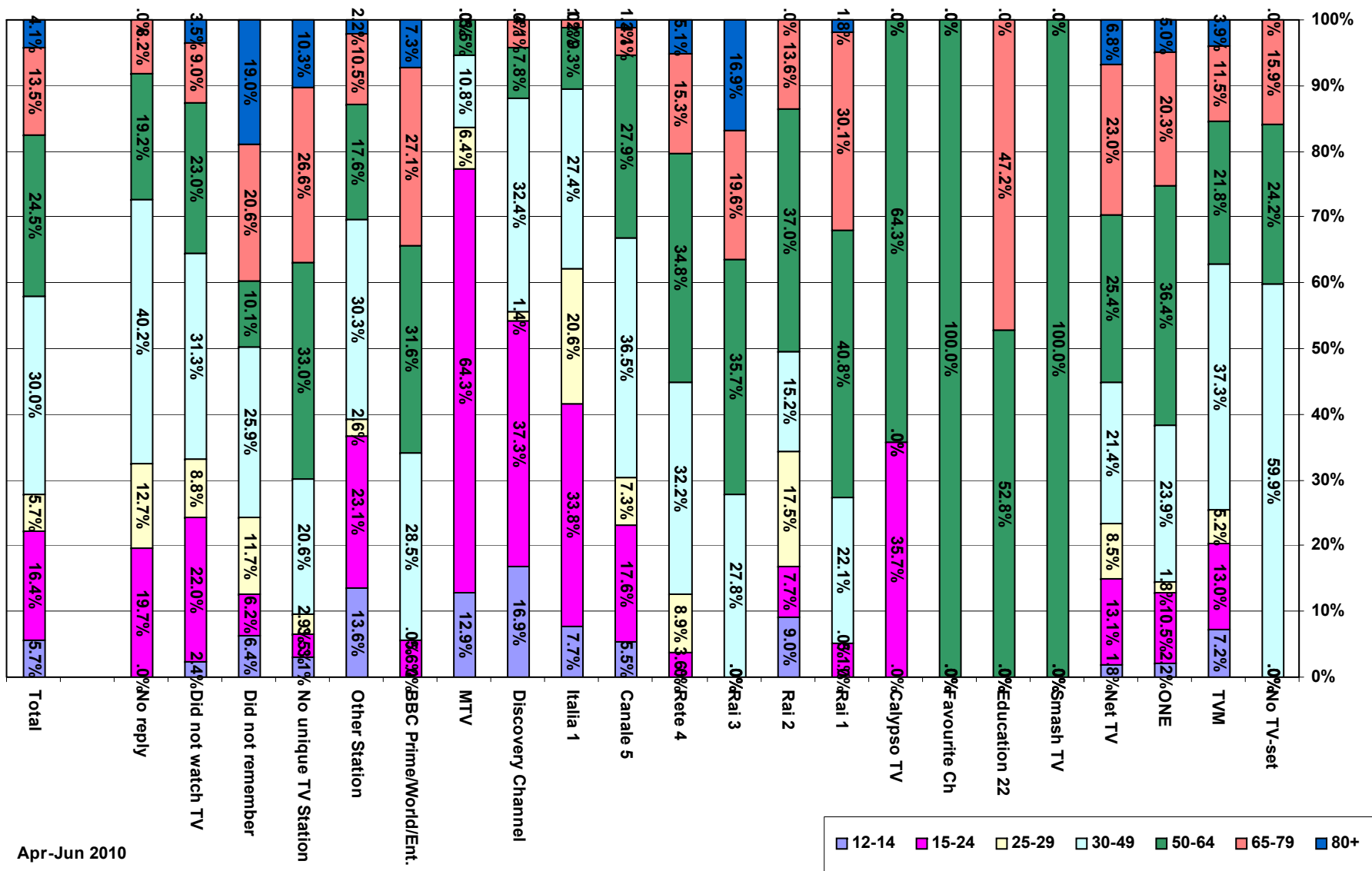


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [APR-JUN 2011]

TABLE 3.5.A: TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No TV-set	10	3	5	1	1	0	0
	.5%	.8%	1.0%	.3%	.4%	.0%	.0%
	100.0%	30.0%	50.0%	10.0%	10.0%	.0%	.0%
TVM	443	84	119	81	60	60	39
	24.3%	22.5%	23.3%	28.0%	24.2%	22.6%	29.1%
	100.0%	19.0%	26.9%	18.3%	13.5%	13.5%	8.8%
ONE	182	44	50	38	20	15	15
	10.0%	11.8%	9.8%	13.1%	8.1%	5.7%	11.2%
	100.0%	24.2%	27.5%	20.9%	11.0%	8.2%	8.2%
Net TV	69	12	25	10	11	7	4
	3.8%	3.2%	4.9%	3.5%	4.4%	2.6%	3.0%
	100.0%	17.4%	36.2%	14.5%	15.9%	10.1%	5.8%
Smash TV	3	2	0	1	0	0	0
	.2%	.5%	.0%	.3%	.0%	.0%	.0%
	100.0%	66.7%	.0%	33.3%	.0%	.0%	.0%
Education 22	4	0	2	0	0	1	1
	.2%	.0%	.4%	.0%	.0%	.4%	.7%
	100.0%	.0%	50.0%	.0%	.0%	25.0%	25.0%
Favorite Channel	3	0	1	0	0	1	1
	.2%	.0%	.2%	.0%	.0%	.4%	.7%
	100.0%	.0%	33.3%	.0%	.0%	33.3%	33.3%
Calypso Music TV	3	2	0	0	1	0	0
	.2%	.5%	.0%	.0%	.4%	.0%	.0%
	100.0%	66.7%	.0%	.0%	33.3%	.0%	.0%
Rai 1	48	10	18	5	5	4	6
	2.6%	2.7%	3.5%	1.7%	2.0%	1.5%	4.5%
	100.0%	20.8%	37.5%	10.4%	10.4%	8.3%	12.5%
Rai 2	13	3	3	1	4	2	0
	.7%	.8%	.6%	.3%	1.6%	.8%	.0%
	100.0%	23.1%	23.1%	7.7%	30.8%	15.4%	.0%
Rai 3	5	2	1	2	0	0	0
	.3%	.5%	.2%	.7%	.0%	.0%	.0%
	100.0%	40.0%	20.0%	40.0%	.0%	.0%	.0%
Rete 4	35	6	8	7	7	4	3
	1.9%	1.6%	1.6%	2.4%	2.8%	1.5%	2.2%
	100.0%	17.1%	22.9%	20.0%	20.0%	11.4%	8.6%
Canale 5	60	21	20	7	4	3	5
	3.3%	5.6%	3.9%	2.4%	1.6%	1.1%	3.7%
	100.0%	35.0%	33.3%	11.7%	6.7%	5.0%	8.3%
Italia 1	67	10	16	14	8	14	5
	3.7%	2.7%	3.1%	4.8%	3.2%	5.3%	3.7%
	100.0%	14.9%	23.9%	20.9%	11.9%	20.9%	7.5%
Discovery Channel	55	11	19	5	8	12	0
	3.0%	2.9%	3.7%	1.7%	3.2%	4.5%	.0%
	100.0%	20.0%	34.5%	9.1%	14.5%	21.8%	.0%
MTV	15	1	5	3	0	3	3
	.8%	.3%	1.0%	1.0%	.0%	1.1%	2.2%
	100.0%	6.7%	33.3%	20.0%	.0%	20.0%	20.0%
BBC Prm/Wld/Ent	30	5	9	2	4	10	0
	1.6%	1.3%	1.8%	.7%	1.6%	3.8%	.0%
	100.0%	16.7%	30.0%	6.7%	13.3%	33.3%	.0%
Other TV Stations	196	39	65	28	20	33	11
	10.8%	10.4%	12.7%	9.7%	8.1%	12.5%	8.2%
	100.0%	19.9%	33.2%	14.3%	10.2%	16.8%	5.6%
No particular station	182	38	48	29	29	21	17
	10.0%	10.2%	9.4%	10.0%	11.7%	7.9%	12.7%
	100.0%	20.9%	26.4%	15.9%	15.9%	11.5%	9.3%
Do not remember	19	2	5	3	3	4	2
	1.0%	.5%	1.0%	1.0%	1.2%	1.5%	1.5%
	100.0%	10.5%	26.3%	15.8%	15.8%	21.1%	10.5%
Do not watch TV	368	76	86	51	63	70	22
	20.2%	20.3%	16.9%	17.6%	25.4%	26.4%	16.4%
	100.0%	20.7%	23.4%	13.9%	17.1%	19.0%	6.0%
No Reply	10	3	5	1	0	1	0
	.5%	.8%	1.0%	.3%	.0%	.4%	.0%
	100.0%	30.0%	50.0%	10.0%	.0%	10.0%	.0%
Total	1820	374	510	289	248	265	134
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

[Count / Column % / Row %]

TABLE 3.5.B: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No TV-set	10	3	6	1	1	0	0
	.6%	.8%	1.0%	.3%	.5%	.0%	.0%
	100.0%	27.5%	52.9%	8.3%	11.3%	.0%	.0%
TVM	442	82	125	75	61	57	43
	24.3%	22.6%	23.3%	27.7%	24.1%	21.9%	31.0%
	100.0%	18.4%	28.2%	16.9%	13.9%	13.0%	9.7%
ONE	171	40	48	34	20	15	16
	9.4%	11.0%	8.9%	12.6%	7.7%	5.6%	11.5%
	100.0%	23.1%	27.8%	19.9%	11.4%	8.5%	9.3%
Net TV	65	11	24	9	11	6	3
	3.6%	3.0%	4.5%	3.5%	4.3%	2.5%	2.4%
	100.0%	16.7%	36.8%	14.4%	17.0%	9.9%	5.2%
Smash TV	3	2	0	1	0	0	0
	.1%	.5%	.0%	.3%	.0%	.0%	.0%
	100.0%	68.5%	.0%	31.5%	.0%	.0%	.0%
Education 22	4	0	2	0	0	1	1
	.2%	.0%	.3%	.0%	.0%	.3%	.6%
	100.0%	.0%	50.5%	.0%	.0%	25.8%	23.7%
Favorite Channel	3	0	1	0	0	1	1
	.2%	.0%	.2%	.0%	.0%	.6%	.6%
	100.0%	.0%	29.0%	.0%	.0%	45.5%	25.5%
Calypso Music TV	3	2	0	0	1	0	0
	.2%	.5%	.0%	.0%	.4%	.0%	.0%
	100.0%	68.2%	.0%	.0%	31.8%	.0%	.0%
Rai 1	45	9	17	5	5	4	5
	2.5%	2.5%	3.3%	1.7%	1.8%	1.7%	3.7%
	100.0%	20.2%	38.5%	10.0%	10.3%	9.7%	11.3%
Rai 2	14	3	3	1	4	2	0
	.8%	.9%	.5%	.5%	1.7%	.9%	.0%
	100.0%	22.4%	20.6%	8.9%	30.6%	17.5%	.0%
Rai 3	4	1	1	2	0	0	0
	.2%	.4%	.2%	.8%	.0%	.0%	.0%
	100.0%	33.8%	18.8%	47.4%	.0%	.0%	.0%
Rete 4	34	5	8	6	6	4	3
	1.8%	1.5%	1.5%	2.3%	2.4%	1.6%	2.4%
	100.0%	16.1%	24.4%	18.7%	18.5%	12.5%	9.8%
Canale 5	59	20	19	6	6	3	5
	3.2%	5.5%	3.6%	2.3%	2.3%	1.0%	3.7%
	100.0%	33.3%	33.0%	10.7%	10.1%	4.2%	8.7%
Italia 1	69	11	18	14	7	13	6
	3.8%	3.1%	3.3%	5.3%	2.8%	5.0%	4.1%
	100.0%	16.2%	25.6%	20.6%	10.3%	19.0%	8.3%
Discovery Channel	64	13	25	6	9	11	0
	3.5%	3.5%	4.7%	2.1%	3.5%	4.3%	.0%
	100.0%	19.9%	39.5%	9.0%	13.9%	17.8%	.0%
MTV	16	1	6	3	0	3	3
	.9%	.3%	1.1%	1.1%	.0%	1.1%	2.2%
	100.0%	6.4%	36.7%	18.7%	.0%	18.7%	19.4%
BBC Prm/Wld/Ent	31	4	9	2	4	11	0
	1.7%	1.2%	1.8%	.6%	1.7%	4.1%	.0%
	100.0%	14.2%	30.9%	5.6%	14.4%	34.9%	.0%
Other TV Stations	209	40	73	26	24	33	12
	11.5%	11.1%	13.7%	9.7%	9.4%	12.8%	8.8%
	100.0%	19.1%	35.1%	12.6%	11.4%	16.0%	5.8%
No particular station	171	33	45	27	28	22	16
	9.4%	9.1%	8.5%	9.8%	11.0%	8.4%	11.8%
	100.0%	19.2%	26.5%	15.5%	16.4%	12.9%	9.5%
Do not remember	17	2	4	2	3	4	2
	.9%	.5%	.8%	.9%	1.0%	1.5%	1.4%
	100.0%	10.3%	25.7%	14.6%	15.5%	22.5%	11.4%
Do not watch TV	375	76	95	49	65	68	22
	20.6%	21.2%	17.7%	18.0%	25.5%	26.2%	15.7%
	100.0%	20.3%	25.3%	12.9%	17.3%	18.3%	5.8%
No Reply	12	3	6	1	0	1	0
	.6%	.8%	1.1%	.5%	.0%	.6%	.0%
	100.0%	25.6%	51.1%	10.6%	.0%	12.8%	.0%
Total	1820	360	535	270	255	262	138
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %; Weighted Table Totals may not tally due to weighting and rounding off]

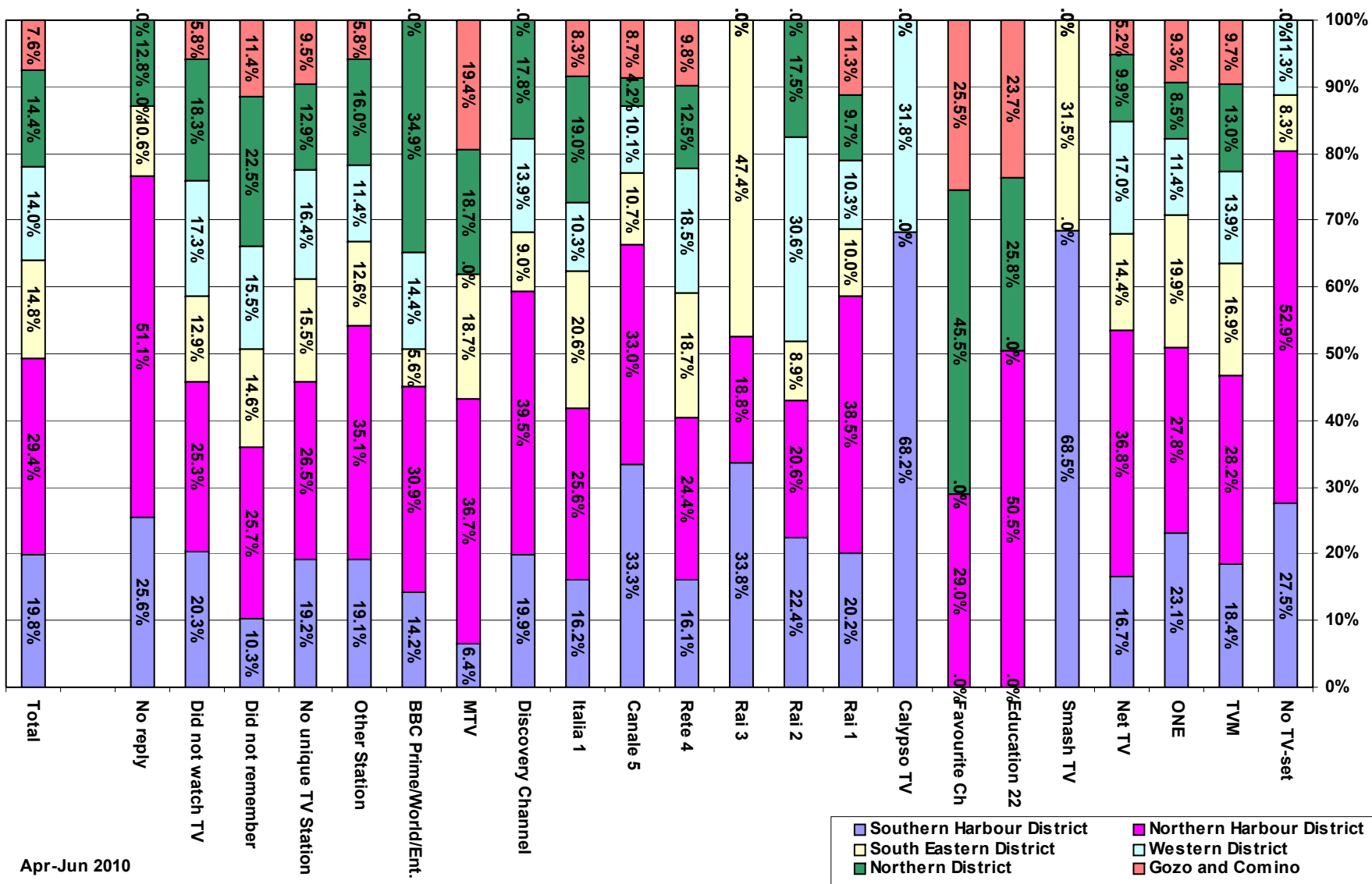


FIG. 3.5.B: POPULATION TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2011]

TABLE 3.6.A: TV CHANNEL REACH – "OTHER STATION" [COUNT ONLY] - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
3rd channel	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Al Jazeera	7	6	1	0	1	0	3	2	1	0	0	5	0	1	1	0
Animal Planet	6	3	3	0	2	0	2	1	1	0	0	1	1	2	0	2
AXN	3	2	1	0	0	0	1	1	1	0	0	2	0	0	1	0
Baby TV	4	1	3	0	1	0	3	0	0	0	1	1	1	1	0	0
Boomerang	6	2	4	1	0	1	4	0	0	0	0	1	2	2	1	0
Canale Italia	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Cartoon Network	4	3	1	4	0	0	0	0	0	0	2	0	1	0	1	0
CNN	3	3	0	0	0	1	0	1	1	0	0	1	0	1	1	0
Comedy Central	2	1	1	0	2	0	0	0	0	0	0	1	0	0	1	0
Diema	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Discovery Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Discovery Science	2	0	2	0	1	1	0	0	0	0	0	0	1	0	1	0
Discovery Travel and Living	3	0	3	0	0	1	2	0	0	0	1	0	1	0	1	0
Discovery World	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Disney Channel	21	6	15	13	5	0	2	1	0	0	4	3	4	4	5	1
Diva	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Dubai 1	4	4	0	0	1	0	1	1	0	1	1	3	0	0	0	0
E Entertainment	7	0	7	0	5	1	0	0	1	0	3	2	0	0	1	1
Euronews	2	0	2	0	0	0	1	1	0	0	0	2	0	0	0	0
Eurosports	17	15	2	3	2	0	2	4	5	1	2	5	2	2	4	2
Fine Living Network	2	0	2	0	1	0	1	0	0	0	1	0	0	1	0	0
Food Network	5	4	1	0	2	0	2	1	0	0	0	4	0	0	1	0
Fox	6	1	5	0	1	0	5	0	0	0	2	3	1	0	0	0
France 2	2	1	1	1	1	0	0	0	0	0	0	1	0	0	1	0
Go Sports 2	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Go Stars	7	3	4	0	1	0	1	4	1	0	1	3	1	1	1	0
Granada	2	1	1	0	0	0	0	0	1	1	0	0	0	0	1	1
Hallmark	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
History Channel	3	1	2	0	1	0	2	0	0	0	0	1	0	0	2	0
Juventus Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
La 5	5	1	4	0	1	0	2	1	1	0	1	1	1	1	1	0
La 7	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Malta Stars	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
MBC 4	3	1	2	0	0	0	2	1	0	0	0	2	0	0	1	0
Melita More	6	3	3	0	5	0	1	0	0	0	2	2	0	1	0	1
Melita Sports	5	5	0	0	1	0	2	0	1	1	3	2	0	0	0	0

TABLE 3.6.A: CONT/ ...

	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
Men&Movies	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
MGM	4	4	0	0	0	0	0	4	0	0	1	1	2	0	0	0
Military Channel	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
National Geographic	2	0	2	0	1	0	1	0	0	0	0	1	0	0	1	0
NBC Action	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Nickelodeon	2	1	1	1	0	0	1	0	0	0	2	0	0	0	0	0
Playhouse Disney	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Promotional Channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RAI Sports	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Sat 2000	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
Sky	5	4	1	0	0	0	4	0	1	0	3	1	1	0	0	0
SKY	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Sky Movies	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Sky News	9	6	3	0	0	0	4	3	2	0	1	5	0	1	1	1
Sky Sports	2	2	0	1	0	0	0	0	1	0	0	1	1	0	0	0
Sports Channel	2	2	0	0	0	0	0	1	1	0	0	0	1	0	1	0
Stream	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Sundance	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
TV Astra	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
TVe	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
VH1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0
ZDF	2	2	0	0	0	0	1	1	0	0	0	0	1	0	1	0
Zone Reality	6	2	4	0	0	0	3	3	0	0	3	1	1	0	1	0
Total	196	106	90	24	40	5	59	40	23	5	39	65	28	20	33	11

Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

TABLE 3.6.B: WEIGHTED TV CHANNEL REACH – “OTHER STATION” [COUNT ONLY]: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
3rd channel	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Al Jazeera	8	7	1	0	1	0	4	2	1	0	0	6	0	1	1	0
Animal Planet	6	3	3	0	3	0	2	1	1	0	0	1	1	2	0	2
AXN	3	2	1	0	0	0	1	1	1	0	0	2	0	0	1	0
Baby TV	4	1	3	0	1	0	3	0	0	0	1	1	1	1	0	0
Boomerang	6	2	3	1	0	1	4	0	0	0	0	1	2	2	1	0
Canale Italia	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Cartoon Network	4	3	1	4	0	0	0	0	0	0	2	0	1	0	1	0
CNN	4	4	0	0	0	1	0	1	1	0	0	1	0	1	1	0
Comedy Central	2	1	1	0	2	0	0	0	0	0	0	1	0	0	1	0
Diema	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Discovery Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Discovery Science	2	0	2	0	1	1	0	0	0	0	0	0	1	0	1	0
Discovery Travel and Living	3	0	3	0	0	1	2	0	0	0	1	0	1	0	1	0
Discovery World	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Disney Channel	24	7	17	16	6	0	2	1	0	0	4	3	4	6	5	1
Diva	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Dubai 1	5	5	0	0	1	0	1	1	0	1	1	4	0	0	0	0
E Entertainment	7	0	7	0	5	1	0	0	1	0	3	2	0	0	1	1
Euronews	2	0	2	0	0	0	1	1	0	0	0	2	0	0	0	0
Eurosports	19	17	2	4	3	0	2	4	6	1	2	5	2	2	5	3
Fine Living Network	3	0	3	0	2	0	1	0	0	0	1	0	0	2	0	0
Food Network	6	5	1	0	3	0	2	1	0	0	0	5	0	0	1	0
Fox	6	1	5	0	1	0	5	0	0	0	2	4	1	0	0	0
France 2	2	1	1	1	1	0	0	0	0	0	0	1	0	0	1	0
Go Sports 2	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Go Stars	8	3	4	0	2	0	1	4	1	0	1	3	1	2	1	0
Granada	2	1	1	0	0	0	0	0	1	1	0	0	0	0	1	1
Hallmark	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
History Channel	3	1	2	0	1	0	2	0	0	0	0	1	0	0	2	0
Juventus Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
La 5	5	1	4	0	2	0	2	1	1	0	1	1	1	2	1	0
La 7	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Malta Stars	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
MBC 4	3	1	2	0	0	0	2	1	0	0	0	2	0	0	1	0
Melita More	7	4	3	0	6	0	1	0	0	0	2	2	0	1	0	2
Melita Sports	6	6	0	0	1	0	3	0	1	1	3	3	0	0	0	0

TABLE 3.6.B: CONT/ ...

	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
Men&Movies	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
MGM	4	4	0	0	0	0	0	4	0	0	1	1	2	0	0	0
Military Channel	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
National Geographic	2	0	2	0	1	0	1	0	0	0	0	1	0	0	1	0
NBC Action	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Nickelodeon	2	1	1	1	0	0	1	0	0	0	2	0	0	0	0	0
Playhouse Disney	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Promotional Channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RAI Sports	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Sat 2000	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0
Sky	6	5	1	0	0	0	5	0	1	0	3	1	1	0	0	0
SKY	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Sky Movies	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Sky News	9	6	3	0	0	0	5	3	2	0	1	5	0	1	1	1
Sky Sports	2	2	0	1	0	0	0	0	1	0	0	1	1	0	0	0
Sports Channel	2	2	0	0	0	0	0	1	1	0	0	0	1	0	1	0
Stream	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Sundance	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
TV Astra	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
TVe	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
VH1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0
ZDF	2	2	0	0	0	0	1	1	0	0	0	0	1	0	1	0
Zone Reality	5	2	3	0	0	0	3	3	0	0	3	1	1	0	1	0
Total	209	120	89	29	48	5	63	37	22	5	40	73	26	24	33	12

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

TABLE 4.1.A: RADIO SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Availability of AM/FM Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Yes	1590	715	875	81	207	77	439	450	257	79	330	440	256	224	218	122	
	87.4%	87.8%	87.0%	92.0%	81.5%	81.9%	83.6%	89.8%	94.1%	92.9%	88.2%	86.3%	88.6%	90.3%	82.3%	91.0%	
	100.0%	45.0%	55.0%	5.1%	13.0%	4.8%	27.6%	28.3%	16.2%	5.0%	20.8%	27.7%	16.1%	14.1%	13.7%	7.7%	
No	230	99	131	7	47	17	86	51	16	6	44	70	33	24	47	12	
	12.6%	12.2%	13.0%	8.0%	18.5%	18.1%	16.4%	10.2%	5.9%	7.1%	11.8%	13.7%	11.4%	9.7%	17.7%	9.0%	
	100.0%	43.0%	57.0%	3.0%	20.4%	7.4%	37.4%	22.2%	7.0%	2.6%	19.1%	30.4%	14.3%	10.4%	20.4%	5.2%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	
Availability of Digital Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Yes	136	69	67	8	38	8	44	29	7	2	22	46	18	15	20	15	
	7.5%	8.5%	6.7%	9.1%	15.0%	8.5%	8.4%	5.8%	2.6%	2.4%	5.9%	9.0%	6.2%	6.0%	7.5%	11.2%	
	100.0%	50.7%	49.3%	5.9%	27.9%	5.9%	32.4%	21.3%	5.1%	1.5%	16.2%	33.8%	13.2%	11.0%	14.7%	11.0%	
No	1684	745	939	80	216	86	481	472	266	83	352	464	271	233	245	119	
	92.5%	91.5%	93.3%	90.9%	85.0%	91.5%	91.6%	94.2%	97.4%	97.6%	94.1%	91.0%	93.8%	94.0%	92.5%	88.8%	
	100.0%	44.2%	55.8%	4.8%	12.8%	5.1%	28.6%	28.0%	15.8%	4.9%	20.9%	27.6%	16.1%	13.8%	14.5%	7.1%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	
Availability of Other Radio system/s at home																	
No Reply	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	
Yes	308	146	162	44	102	25	98	35	4	0	63	74	48	44	64	15	
	16.9%	17.9%	16.1%	50.0%	40.2%	26.6%	18.7%	7.0%	1.5%	.0%	16.8%	14.5%	16.6%	17.7%	24.2%	11.2%	
	100.0%	47.4%	52.6%	14.3%	33.1%	8.1%	31.8%	11.4%	1.3%	.0%	20.5%	24.0%	15.6%	14.3%	20.8%	4.9%	
No	1511	668	843	44	152	69	427	465	269	85	311	435	241	204	201	119	
	83.0%	82.1%	83.8%	50.0%	59.8%	73.4%	81.3%	92.8%	98.5%	100.0%	83.2%	85.3%	83.4%	82.3%	75.8%	88.8%	
	100.0%	44.2%	55.8%	2.9%	10.1%	4.6%	28.3%	30.8%	17.8%	5.6%	20.6%	28.8%	15.9%	13.5%	13.3%	7.9%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	

TABLE 4.1.A: CONT/ ...

TABLE WITH CAPTION																
	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
No Radio available at home																
No Reply	6	4	2	0	1	0	1	1	2	1	1	1	0	3	1	0
	.3%	.5%	.2%	.0%	.4%	.0%	.2%	.2%	.7%	1.2%	.3%	.2%	.0%	1.2%	.4%	.0%
	100.0%	66.7%	33.3%	.0%	16.7%	.0%	16.7%	16.7%	33.3%	16.7%	16.7%	16.7%	.0%	50.0%	16.7%	.0%
Yes	131	52	79	5	23	10	49	29	10	5	29	41	17	12	28	4
	7.2%	6.4%	7.9%	5.7%	9.1%	10.6%	9.3%	5.8%	3.7%	5.9%	7.8%	8.0%	5.9%	4.8%	10.6%	3.0%
	100.0%	39.7%	60.3%	3.8%	17.6%	7.6%	37.4%	22.1%	7.6%	3.8%	22.1%	31.3%	13.0%	9.2%	21.4%	3.1%
No	1683	758	925	83	230	84	475	471	261	79	344	468	272	233	236	130
	92.5%	93.1%	91.9%	94.3%	90.6%	89.4%	90.5%	94.0%	95.6%	92.9%	92.0%	91.8%	94.1%	94.0%	89.1%	97.0%
	100.0%	45.0%	55.0%	4.9%	13.7%	5.0%	28.2%	28.0%	15.5%	4.7%	20.4%	27.8%	16.2%	13.8%	14.0%	7.7%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

TABLE 4.1.B: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of AM/FM Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yes	1583	788	794	95	244	85	458	400	231	70	316	457	239	229	217	125
	87.0%	87.5%	86.5%	92.2%	81.5%	81.9%	83.7%	89.7%	94.1%	92.7%	87.6%	85.4%	88.8%	89.8%	82.8%	90.6%
	100.0%	49.8%	50.2%	6.0%	15.4%	5.4%	28.9%	25.3%	14.6%	4.4%	19.9%	28.9%	15.1%	14.5%	13.7%	7.9%
No	237	113	124	8	55	19	89	46	14	5	45	78	30	26	45	13
	13.0%	12.5%	13.5%	7.8%	18.5%	18.1%	16.3%	10.3%	5.9%	7.3%	12.4%	14.6%	11.2%	10.2%	17.2%	9.4%
	100.0%	47.6%	52.4%	3.4%	23.2%	7.9%	37.6%	19.5%	6.1%	2.3%	18.9%	32.9%	12.8%	11.0%	18.9%	5.5%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Digital Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yes	145	82	62	9	48	10	45	25	6	2	22	53	17	17	18	18
	7.9%	9.1%	6.8%	8.5%	16.1%	9.2%	8.2%	5.7%	2.6%	2.3%	6.1%	9.9%	6.2%	6.6%	7.0%	13.1%
	100.0%	56.8%	43.2%	6.1%	33.2%	6.6%	30.9%	17.5%	4.4%	1.2%	15.1%	36.5%	11.6%	11.6%	12.7%	12.5%
No	1675	819	856	95	251	95	502	421	239	73	339	482	253	238	243	120
	92.1%	90.9%	93.2%	91.5%	83.9%	90.8%	91.8%	94.3%	97.4%	97.7%	93.9%	90.1%	93.8%	93.4%	93.0%	86.9%
	100.0%	48.9%	51.1%	5.7%	15.0%	5.6%	30.0%	25.1%	14.3%	4.4%	20.2%	28.8%	15.1%	14.2%	14.5%	7.2%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s at home																
No Reply	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Yes	335	172	164	52	118	29	101	32	4	0	69	85	48	53	61	19
	18.4%	19.0%	17.8%	50.5%	39.5%	27.4%	18.4%	7.1%	1.5%	.0%	19.1%	15.9%	17.8%	20.7%	23.3%	13.9%
	100.0%	51.2%	48.8%	15.6%	35.2%	8.5%	30.1%	9.4%	1.1%	.0%	20.5%	25.5%	14.4%	15.7%	18.2%	5.7%
No	1484	730	754	51	181	76	446	414	241	75	292	449	222	202	201	119
	81.5%	81.0%	82.1%	49.5%	60.5%	72.6%	81.6%	92.7%	98.5%	100.0%	80.9%	83.9%	82.2%	79.3%	76.7%	86.1%
	100.0%	49.2%	50.8%	3.5%	12.2%	5.1%	30.0%	27.9%	16.3%	5.1%	19.7%	30.3%	14.9%	13.6%	13.5%	8.0%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

TABLE 4.1.B: CONT/ ...

	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
No Radio available at home																
No Reply	6	4	2	0	1	0	1	1	2	1	1	1	0	3	1	0
	.3%	.5%	.2%	.0%	.3%	.0%	.3%	.2%	.7%	1.2%	.2%	.3%	.0%	1.1%	.3%	.0%
	100.0%	70.7%	29.3%	.0%	15.6%	.0%	24.3%	16.5%	28.3%	15.4%	12.8%	24.3%	.0%	47.3%	15.6%	.0%
Yes	134	59	75	6	26	10	52	26	9	5	29	46	16	13	27	4
	7.4%	6.5%	8.2%	5.5%	8.7%	10.0%	9.5%	5.9%	3.5%	6.2%	8.1%	8.5%	5.8%	5.0%	10.2%	2.8%
	100.0%	44.0%	56.0%	4.3%	19.5%	7.8%	38.9%	19.7%	6.4%	3.5%	21.7%	34.1%	11.7%	9.6%	20.0%	2.9%
No	1680	838	842	98	272	94	493	419	235	70	331	488	254	239	234	134
	92.3%	93.0%	91.6%	94.5%	91.0%	90.0%	90.2%	93.9%	95.8%	92.6%	91.7%	91.2%	94.2%	93.9%	89.4%	97.2%
	100.0%	49.9%	50.1%	5.8%	16.2%	5.6%	29.4%	24.9%	14.0%	4.1%	19.7%	29.1%	15.1%	14.2%	13.9%	8.0%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

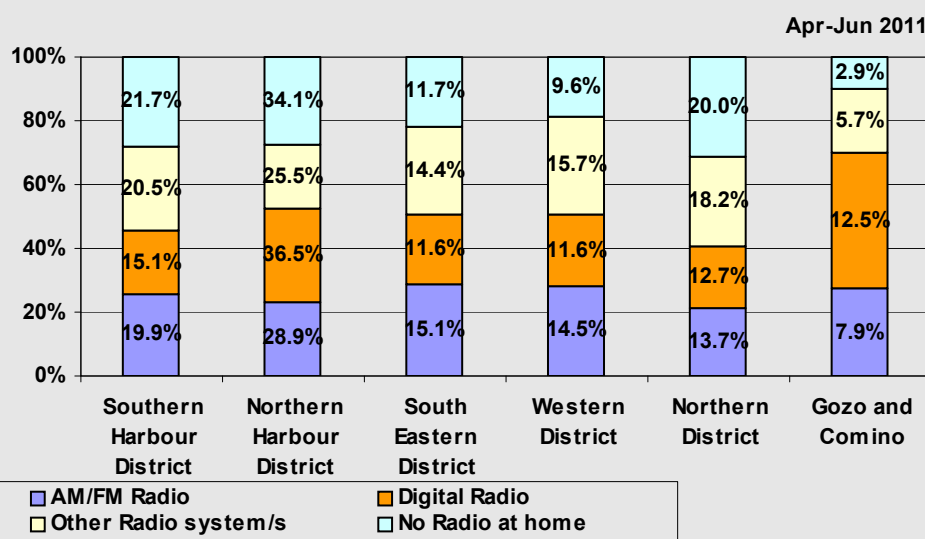
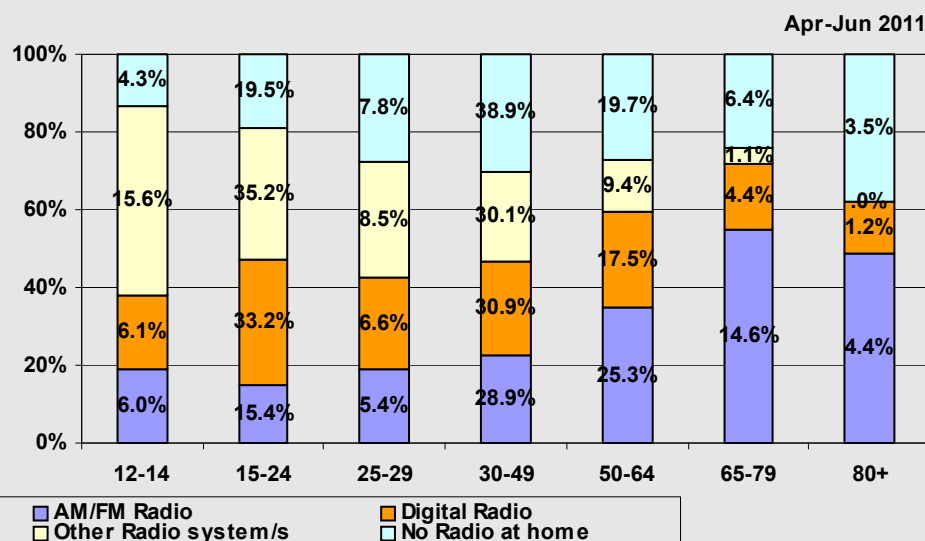
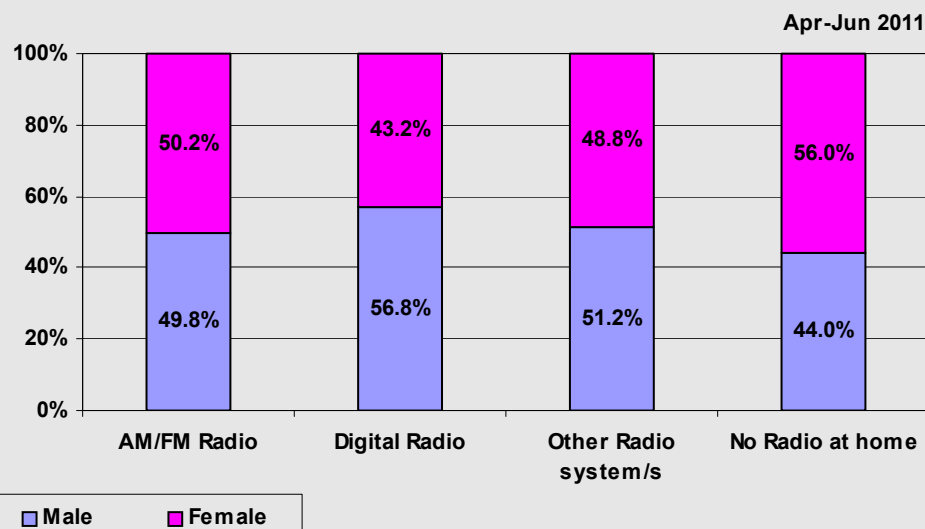


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2011]

TABLE 4.3.A: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) system installed at home																
Yes	511	232	279	18	81	23	136	137	86	30	110	116	97	80	75	33
	28.1%	28.5%	27.7%	20.5%	31.9%	24.5%	25.9%	27.3%	31.5%	35.3%	29.4%	22.7%	33.6%	32.3%	28.3%	24.6%
	100.0%	45.4%	54.6%	3.5%	15.9%	4.5%	26.6%	26.8%	16.8%	5.9%	21.5%	22.7%	19.0%	15.7%	14.7%	6.5%
No	1309	582	727	70	173	71	389	364	187	55	264	394	192	168	190	10
	71.9%	71.5%	72.3%	79.5%	68.1%	75.5%	74.1%	72.7%	68.5%	64.7%	70.6%	77.3%	66.4%	67.7%	71.7%	75.4%
	100.0%	44.5%	55.5%	5.3%	13.2%	5.4%	29.7%	27.8%	14.3%	4.2%	20.2%	30.1%	14.7%	12.8%	14.5%	7.7%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%
Melita Cable plc. system installed at home																
Yes	935	409	526	34	127	57	237	266	164	50	204	301	131	112	119	68
	51.4%	50.2%	52.3%	38.6%	50.0%	60.6%	45.1%	53.1%	60.1%	58.8%	54.5%	59.0%	45.3%	45.2%	44.9%	50.7%
	100.0%	43.7%	56.3%	3.6%	13.6%	6.1%	25.3%	28.4%	17.5%	5.3%	21.8%	32.2%	14.0%	12.0%	12.7%	7.3%
No	885	405	480	54	127	37	288	235	109	35	170	209	158	136	146	66
	48.6%	49.8%	47.7%	61.4%	50.0%	39.4%	54.9%	46.9%	39.9%	41.2%	45.5%	41.0%	54.7%	54.8%	55.1%	49.3%
	100.0%	45.8%	54.2%	6.1%	14.4%	4.2%	32.5%	26.6%	12.3%	4.0%	19.2%	23.6%	17.9%	15.4%	16.5%	7.5%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%
GO plc. system installed at home																
Yes	769	346	423	53	102	37	247	208	91	31	134	199	124	122	128	62
	42.3%	42.5%	42.0%	60.2%	40.2%	39.4%	47.0%	41.5%	33.3%	36.5%	35.8%	39.0%	42.9%	49.2%	48.3%	46.3%
	100.0%	45.0%	55.0%	6.9%	13.3%	4.8%	32.1%	27.0%	11.8%	4.0%	17.4%	25.9%	16.1%	15.9%	16.6%	8.1%
No	1051	468	583	35	152	57	278	293	182	54	240	311	165	126	137	72
	57.7%	57.5%	58.0%	39.8%	59.8%	60.6%	53.0%	58.5%	66.7%	63.5%	64.2%	61.0%	57.1%	50.8%	51.7%	53.7%
	100.0%	44.5%	55.5%	3.3%	14.5%	5.4%	26.5%	27.9%	17.3%	5.1%	22.8%	29.6%	15.7%	12.0%	13.0%	6.9%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%
Satellite system installed at home																
Yes	395	186	209	30	66	16	138	107	37	1	84	109	76	44	62	20
	21.7%	22.9%	20.8%	34.1%	26.0%	17.0%	26.3%	21.4%	13.6%	1.2%	22.5%	21.4%	26.3%	17.7%	23.4%	14.9%
	100.0%	47.1%	52.9%	7.6%	16.7%	4.1%	34.9%	27.1%	9.4%	.3%	21.3%	27.6%	19.2%	11.1%	15.7%	5.1%
No	1425	628	797	58	188	78	387	394	236	84	290	401	213	204	203	114
	78.3%	77.1%	79.2%	65.9%	74.0%	83.0%	73.7%	78.6%	86.4%	98.8%	77.5%	78.6%	73.7%	82.3%	76.6%	85.1%
	100.0%	44.1%	55.9%	4.1%	13.2%	5.5%	27.2%	27.6%	16.6%	5.9%	20.4%	28.1%	14.9%	14.3%	14.2%	8.0%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

TABLE 4.3.A: CONT /...

	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	
Internet [including Dreambox decoder] system installed at home																	
Yes	336	154	182	26	92	24	113	61	18	2	59	94	66	37	55	25	
	18.5%	18.9%	18.1%	29.5%	36.2%	25.5%	21.5%	12.2%	6.6%	2.4%	15.8%	18.4%	22.8%	14.9%	20.8%	18.7%	
	100.0%	45.8%	54.2%	7.7%	27.4%	7.1%	33.6%	18.2%	5.4%	.6%	17.6%	28.0%	19.6%	11.0%	16.4%	7.4%	
No	1484	660	824	62	162	70	412	440	255	83	315	416	223	211	210	109	
	81.5%	81.1%	81.9%	70.5%	63.8%	74.5%	78.5%	87.8%	93.4%	97.6%	84.2%	81.6%	77.2%	85.1%	79.2%	81.3%	
	100.0%	44.5%	55.5%	4.2%	10.9%	4.7%	27.8%	29.6%	17.2%	5.6%	21.2%	28.0%	15.0%	14.2%	14.2%	7.3%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	
Other TV system installed at home																	
Yes	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	
No	1819	814	1005	88	254	94	524	501	273	85	374	509	289	248	265	134	
	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.6%	28.0%	15.9%	13.6%	14.6%	7.4%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	
No TV at home																	
Yes	10	6	4	0	0	0	5	3	2	0	3	5	1	1	0	0	
	.5%	.7%	.4%	.0%	.0%	.0%	1.0%	.6%	.7%	.0%	.8%	1.0%	.3%	.4%	.0%	.0%	
	100.0%	60.0%	40.0%	.0%	.0%	.0%	50.0%	30.0%	20.0%	.0%	30.0%	50.0%	10.0%	10.0%	.0%	.0%	
No	1810	808	1002	88	254	94	520	498	271	85	371	505	288	247	265	134	
	99.5%	99.3%	99.6%	100.0%	100.0%	100.0%	99.0%	99.4%	99.3%	100.0%	99.2%	99.0%	99.7%	99.6%	100.0%	100.0%	
	100.0%	44.6%	55.4%	4.9%	14.0%	5.2%	28.7%	27.5%	15.0%	4.7%	20.5%	27.9%	15.9%	13.6%	14.6%	7.4%	
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134	
	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%	
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%	

[Count / Column % / Row %]

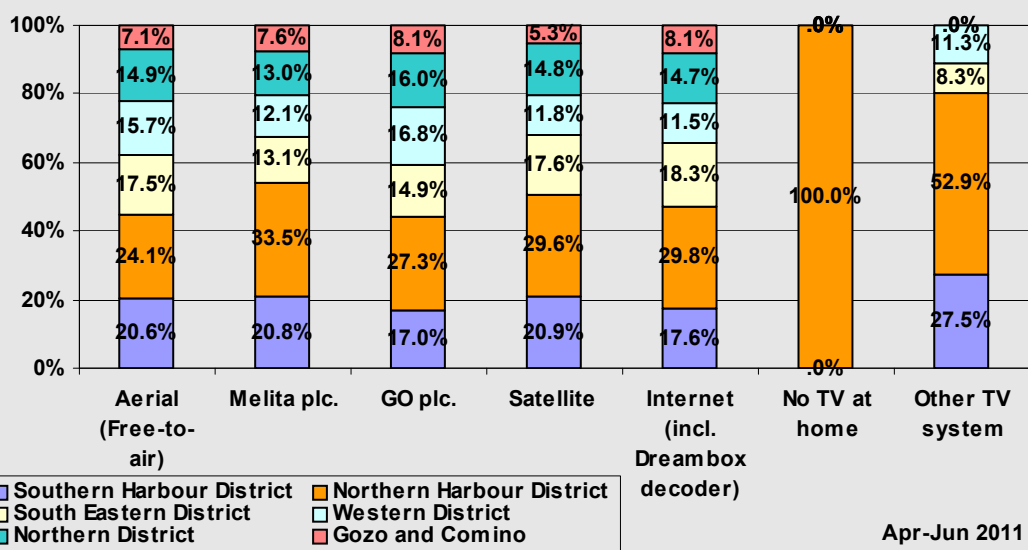
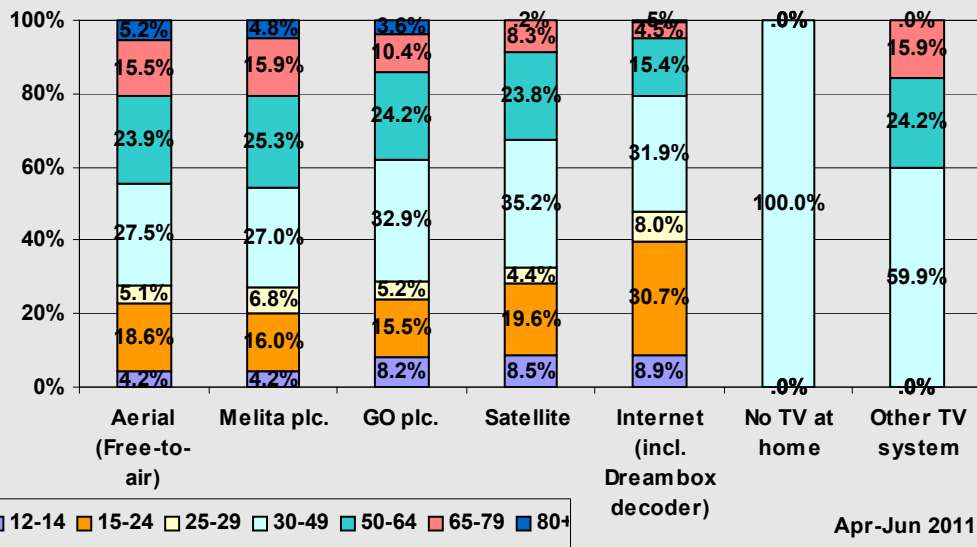
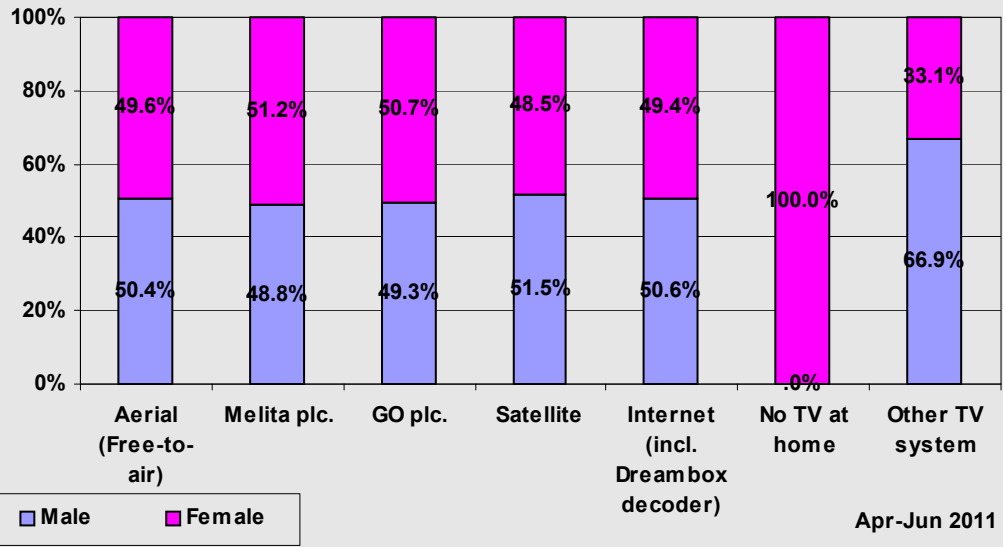
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) system installed at home																
Yes	508	256	252	21	94	26	140	122	79	27	105	122	89	80	76	36
	27.9%	28.4%	27.4%	20.4%	31.5%	24.8%	25.5%	27.2%	32.0%	35.4%	29.1%	22.9%	33.0%	31.3%	28.9%	26.1%
	100.0%	50.4%	49.6%	4.2%	18.6%	5.1%	27.5%	23.9%	15.5%	5.2%	20.6%	24.1%	17.5%	15.7%	14.9%	7.1%
No	1312	645	667	82	205	78	407	325	167	49	256	413	181	175	186	102
	72.1%	71.6%	72.6%	79.6%	68.5%	75.2%	74.5%	72.8%	68.0%	64.6%	70.9%	77.1%	67.0%	68.7%	71.1%	73.9%
	100.0%	49.2%	50.8%	6.3%	15.6%	6.0%	31.0%	24.7%	12.7%	3.7%	19.5%	31.5%	13.8%	13.3%	14.2%	7.8%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Melita Cable plc. system installed at home																
Yes	937	457	480	39	150	64	253	237	149	45	195	314	123	113	121	71
	51.5%	50.8%	52.2%	38.1%	50.2%	61.5%	46.3%	53.1%	60.7%	59.3%	54.1%	58.6%	45.5%	44.4%	46.4%	51.5%
	100.0%	48.8%	51.2%	4.2%	16.0%	6.8%	27.0%	25.3%	15.9%	4.8%	20.8%	33.5%	13.1%	12.1%	13.0%	7.6%
No	883	444	439	64	149	40	293	209	96	31	165	222	147	142	140	67
	48.5%	49.2%	47.8%	61.9%	49.8%	38.5%	53.7%	46.9%	39.3%	40.7%	45.9%	41.4%	54.5%	55.6%	53.6%	48.5%
	100.0%	50.3%	49.7%	7.3%	16.9%	4.5%	33.2%	23.7%	10.9%	3.5%	18.7%	25.1%	16.7%	16.1%	15.9%	7.6%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
GO plc. system installed at home																
Yes	772	381	391	64	120	40	254	187	80	28	131	211	115	129	124	62
	42.4%	42.3%	42.6%	61.5%	40.1%	38.4%	46.4%	41.9%	32.7%	37.0%	36.3%	39.4%	42.7%	50.7%	47.3%	45.1%
	100.0%	49.3%	50.7%	8.2%	15.5%	5.2%	32.9%	24.2%	10.4%	3.6%	17.0%	27.3%	14.9%	16.8%	16.0%	8.1%
No	1048	520	528	40	179	64	293	259	165	47	229	325	155	126	138	76
	57.6%	57.7%	57.4%	38.5%	59.9%	61.6%	53.6%	58.1%	67.3%	63.0%	63.7%	60.6%	57.3%	49.3%	52.7%	54.9%
	100.0%	49.6%	50.4%	3.8%	17.1%	6.1%	28.0%	24.7%	15.7%	4.5%	21.9%	31.0%	14.8%	12.0%	13.2%	7.2%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Satellite system installed at home																
Yes	401	206	194	34	79	17	141	95	33	1	84	119	70	47	59	21
	22.0%	22.9%	21.2%	32.7%	26.3%	16.8%	25.8%	21.4%	13.6%	1.3%	23.2%	22.2%	26.1%	18.6%	22.7%	15.3%
	100.0%	51.5%	48.5%	8.5%	19.6%	4.4%	35.2%	23.8%	8.3%	.2%	20.9%	29.6%	17.6%	11.8%	14.8%	5.3%
No	1419	695	724	70	220	87	406	351	212	74	277	417	199	208	202	117
	78.0%	77.1%	78.8%	67.3%	73.7%	83.2%	74.2%	78.6%	86.4%	98.7%	76.8%	77.8%	73.9%	81.4%	77.3%	84.7%
	100.0%	49.0%	51.0%	4.9%	15.5%	6.1%	28.6%	24.7%	14.9%	5.2%	19.5%	29.3%	14.0%	14.6%	14.3%	8.2%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

TABLE 4.3.B: CONT /...

	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	
Internet [including Dreambox decoder] system installed at home																	
Yes	354	179	175	32	109	28	113	54	16	2	62	105	65	41	52	29	
	19.4%	19.9%	19.0%	30.5%	36.4%	27.2%	20.6%	12.2%	6.6%	2.3%	17.3%	19.7%	24.0%	16.0%	19.9%	20.8%	
	100.0%	50.6%	49.4%	8.9%	30.7%	8.0%	31.9%	15.4%	4.5%	.5%	17.6%	29.8%	18.3%	11.5%	14.7%	8.1%	
No	1466	722	744	72	190	76	434	392	229	73	298	430	205	214	210	109	
	80.6%	80.1%	81.0%	69.5%	63.6%	72.8%	79.4%	87.8%	93.4%	97.7%	82.7%	80.3%	76.0%	84.0%	80.1%	79.2%	
	100.0%	49.3%	50.7%	4.9%	13.0%	5.2%	29.6%	26.7%	15.6%	5.0%	20.3%	29.3%	14.0%	14.6%	14.3%	7.4%	
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138	
	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%	
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Other TV system installed at home																	
Yes	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	
No	1819	901	918	104	299	104	546	446	245	75	360	534	270	255	262	138	
	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138	
	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%	
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
No TV at home																	
Yes	10	7	3	0	0	0	6	3	2	0	3	6	1	1	0	0	
	.6%	.8%	.4%	.0%	.0%	.0%	1.1%	.6%	.7%	.0%	.8%	1.0%	.3%	.5%	.0%	.0%	
	100.0%	66.9%	33.1%	.0%	.0%	.0%	59.9%	24.2%	15.9%	.0%	27.5%	52.9%	8.3%	11.3%	.0%	.0%	
No	1810	894	915	104	299	104	541	444	244	75	358	530	269	254	262	138	
	99.4%	99.2%	99.6%	100.0%	100.0%	100.0%	98.9%	99.4%	99.3%	100.0%	99.2%	99.0%	99.7%	99.5%	100.0%	100.0%	
	100.0%	49.4%	50.6%	5.7%	16.5%	5.8%	29.9%	24.5%	13.5%	4.2%	19.8%	29.3%	14.9%	14.0%	14.5%	7.6%	
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138	
	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%	
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

[Count / Column % / Row %]



FIGURES 4.3.B: WEIGHTED TV RECEPTION SYSTEMS: BY GENDER, AGE GROUPS, AND BY DISTRICTS [APR-JUN 2011]

TABLE 5.2.A: TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1637	770	867	85	248	89	485	434	229	67	326	447	265	230	247	122
	89.9%	94.6%	86.2%	96.6%	97.6%	94.7%	92.4%	86.6%	83.9%	78.8%	87.2%	87.6%	91.7%	92.7%	93.2%	91.0%
	100.0%	47.0%	53.0%	5.2%	15.1%	5.4%	29.6%	26.5%	14.0%	4.1%	19.9%	27.3%	16.2%	14.1%	15.1%	7.5%
TVM	41	7	34	1	3	1	7	13	12	4	9	17	3	3	6	3
	2.3%	.9%	3.4%	1.1%	1.2%	1.1%	1.3%	2.6%	4.4%	4.7%	2.4%	3.3%	1.0%	1.2%	2.3%	2.2%
	100.0%	17.1%	82.9%	2.4%	7.3%	2.4%	17.1%	31.7%	29.3%	9.8%	22.0%	41.5%	7.3%	7.3%	14.6%	7.3%
ONE	48	15	33	1	1	0	10	14	16	6	15	11	9	7	2	4
	2.6%	1.8%	3.3%	1.1%	.4%	.0%	1.9%	2.8%	5.9%	7.1%	4.0%	2.2%	3.1%	2.8%	.8%	3.0%
	100.0%	31.3%	68.8%	2.1%	2.1%	.0%	20.8%	29.2%	33.3%	12.5%	31.3%	22.9%	18.8%	14.6%	4.2%	8.3%
Net TV	9	4	5	0	0	0	1	5	3	0	1	5	2	0	1	0
	.5%	.5%	.5%	.0%	.0%	.0%	.2%	1.0%	1.1%	.0%	.3%	1.0%	.7%	.0%	.4%	.0%
	100.0%	44.4%	55.6%	.0%	.0%	.0%	11.1%	55.6%	33.3%	.0%	11.1%	55.6%	22.2%	.0%	11.1%	.0%
Smash TV	55	12	43	0	2	2	17	22	7	5	17	17	8	5	5	3
	3.0%	1.5%	4.3%	.0%	.8%	2.1%	3.2%	4.4%	2.6%	5.9%	4.5%	3.3%	2.8%	2.0%	1.9%	2.2%
	100.0%	21.8%	78.2%	.0%	3.6%	3.6%	30.9%	40.0%	12.7%	9.1%	30.9%	30.9%	14.5%	9.1%	9.1%	5.5%
ITV	15	4	11	0	0	2	4	7	2	0	3	7	0	1	3	1
	.8%	.5%	1.1%	.0%	.0%	2.1%	.8%	1.4%	.7%	.0%	.8%	1.4%	.0%	.4%	1.1%	.7%
	100.0%	26.7%	73.3%	.0%	.0%	13.3%	26.7%	46.7%	13.3%	.0%	20.0%	46.7%	.0%	6.7%	20.0%	6.7%
Favourite TV	4	1	3	0	0	0	0	3	1	0	1	2	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	.0%	.0%	.6%	.4%	.0%	.3%	.4%	.0%	.4%	.0%	.0%
	100.0%	25.0%	75.0%	.0%	.0%	.0%	.0%	75.0%	25.0%	.0%	25.0%	50.0%	.0%	25.0%	.0%	.0%
Calypso Music TV	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Do not know	10	1	9	1	0	0	1	2	3	3	2	3	2	1	1	1
	.5%	.1%	.9%	1.1%	.0%	.0%	.2%	.4%	1.1%	3.5%	.5%	.6%	.7%	.4%	.4%	.7%
	100.0%	10.0%	90.0%	10.0%	.0%	.0%	10.0%	20.0%	30.0%	30.0%	20.0%	30.0%	20.0%	10.0%	10.0%	10.0%
Total	1820	814	1006	88	254	94	525	501	273	85	374	510	289	248	265	134
	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%
	100.0%	44.7%	55.3%	4.8%	14.0%	5.2%	28.8%	27.5%	15.0%	4.7%	20.5%	28.0%	15.9%	13.6%	14.6%	7.4%

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1652	855	797	100	291	99	506	389	207	60	318	476	249	237	245	127
	90.8%	94.9%	86.8%	96.4%	97.3%	95.0%	92.5%	87.2%	84.5%	80.4%	88.3%	88.9%	92.4%	92.8%	93.7%	92.0%
	100.0%	51.7%	48.3%	6.0%	17.6%	6.0%	30.6%	23.6%	12.5%	3.7%	19.3%	28.8%	15.1%	14.3%	14.8%	7.7%
TVM	39	8	30	1	4	1	7	11	10	3	8	17	3	4	5	3
	2.1%	.9%	3.3%	1.4%	1.4%	1.2%	1.3%	2.4%	4.2%	4.3%	2.3%	3.1%	.9%	1.4%	2.0%	1.8%
	100.0%	21.5%	78.5%	3.8%	10.8%	3.2%	19.0%	28.1%	26.8%	8.3%	21.0%	43.1%	6.5%	9.2%	13.8%	6.4%
ONE	41	14	27	1	1	0	9	12	13	5	13	10	8	6	2	4
	2.3%	1.5%	3.0%	1.2%	.3%	.0%	1.6%	2.7%	5.3%	6.7%	3.5%	1.8%	2.8%	2.4%	.7%	2.5%
	100.0%	33.7%	66.3%	3.0%	2.2%	.0%	21.5%	29.7%	31.5%	12.2%	30.6%	23.7%	18.2%	14.8%	4.1%	8.5%
Net TV	8	4	4	0	0	0	1	4	3	0	1	5	2	0	1	0
	.5%	.5%	.5%	.0%	.0%	.0%	.3%	1.0%	1.1%	.0%	.2%	.9%	.6%	.0%	.3%	.0%
	100.0%	50.1%	49.9%	.0%	.0%	.0%	16.9%	51.8%	31.3%	.0%	8.9%	59.6%	20.5%	.0%	10.9%	.0%
Smash TV	52	13	39	0	3	2	18	19	6	4	15	16	7	6	4	3
	2.8%	1.4%	4.2%	.0%	1.0%	1.9%	3.3%	4.2%	2.5%	5.2%	4.3%	2.9%	2.7%	2.3%	1.7%	2.4%
	100.0%	24.9%	75.1%	.0%	5.7%	3.9%	35.0%	36.2%	11.6%	7.6%	29.8%	30.4%	13.9%	11.1%	8.4%	6.4%
ITV	15	5	10	0	0	2	5	6	2	0	3	7	0	1	3	1
	.8%	.6%	1.1%	.0%	.0%	1.9%	.9%	1.3%	.9%	.0%	.8%	1.3%	.0%	.4%	1.3%	.6%
	100.0%	34.7%	65.3%	.0%	.0%	13.4%	31.8%	40.1%	14.8%	.0%	18.3%	47.8%	.0%	6.4%	22.0%	5.5%
Favourite TV	3	1	2	0	0	0	0	2	1	0	1	2	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	.0%	.0%	.5%	.4%	.0%	.2%	.3%	.0%	.4%	.0%	.0%
	100.0%	27.1%	72.9%	.0%	.0%	.0%	.0%	72.9%	27.1%	.0%	22.6%	50.3%	.0%	27.1%	.0%	.0%
Calypso TV	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Do not know	9	1	8	1	0	0	1	2	3	3	2	3	2	1	1	1
	.5%	.1%	.8%	1.0%	.0%	.0%	.1%	.4%	1.1%	3.4%	.5%	.5%	.6%	.4%	.3%	.6%
	100.0%	10.9%	89.1%	11.6%	.0%	.0%	8.9%	18.2%	31.7%	29.7%	20.2%	30.1%	18.6%	11.0%	10.5%	9.6%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2011]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	OTHER STATION	HIGHEST
Monday	1.155	0.006	0.121	1.460	0.170	1.121	0.489	0.286	0.142	0.373	0.171	0.322	0.273	0.014	0.013	0.000	1.460
Tuesday	0.963	0.000	0.199	1.223	0.213	1.524	1.176	0.446	0.357	0.638	0.030	0.632	0.266	0.165	0.035	0.000	1.524
Wednesday	0.655	0.000	0.377	0.535	0.073	1.835	0.893	0.486	0.441	0.725	0.000	0.271	0.372	0.332	0.054	0.000	1.835
Thursday	0.692	0.033	0.122	1.011	0.449	1.058	1.148	0.120	0.450	0.360	0.029	0.835	0.406	0.536	0.025	0.035	1.148
Friday	0.426	0.000	0.585	1.019	0.174	1.141	1.310	0.436	0.112	0.546	0.000	0.862	0.313	0.178	0.010	0.020	1.310
Saturday	0.528	0.075	0.207	1.515	0.039	0.899	0.691	0.543	0.158	0.588	0.007	0.175	0.253	0.495	0.008	0.000	1.515
Sunday	0.244	0.000	0.465	0.867	0.072	0.239	0.665	0.345	0.037	0.174	0.049	0.411	0.161	0.008	0.000	0.039	0.867
Mon-Sun	0.667	0.017	0.295	1.090	0.171	1.117	0.910	0.380	0.243	0.486	0.041	0.501	0.292	0.249	0.021	0.014	1.117
Highest	1.155	0.075	0.585	1.515	0.449	1.835	1.310	0.543	0.450	0.725	0.171	0.862	0.406	0.536	0.054	0.039	

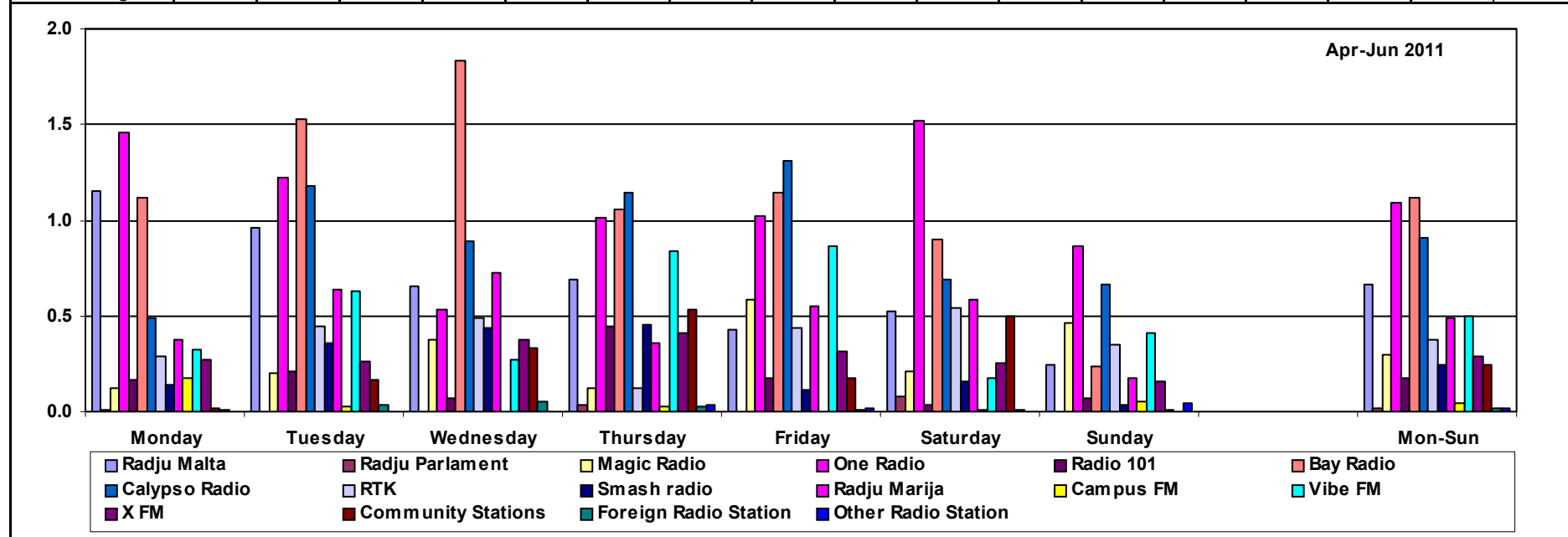


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2011]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2011]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	OTHER STATION	HIGHEST
Mon	5.501	0.289	0.943	3.388	0.620	3.718	1.333	1.055	1.029	1.127	0.679	1.222	1.124	0.324	0.310	0.000	5.501
Tue	3.809	0.000	0.958	3.483	1.029	4.740	3.237	1.352	1.588	1.790	0.539	1.734	1.264	1.240	0.351	0.000	4.740
Wed	2.695	0.000	1.441	2.341	0.638	5.920	2.347	1.927	1.643	1.925	0.000	1.493	1.227	1.126	0.787	0.000	5.920
Thu	2.191	0.400	1.033	3.302	1.743	3.295	3.683	0.740	2.119	0.990	0.347	3.052	1.712	2.211	0.530	0.559	3.683
Fri	1.724	0.000	1.819	3.781	0.653	3.415	4.142	1.621	0.418	1.691	0.000	2.936	1.466	0.980	0.464	0.482	4.142
Sat	2.237	0.449	0.933	4.862	0.620	3.700	2.982	3.156	1.119	2.527	0.330	1.883	1.594	3.067	0.361	0.000	4.862
Sun	1.007	0.000	2.034	3.832	0.718	1.510	1.763	1.947	0.627	0.927	0.794	1.917	1.406	0.365	0.000	0.472	3.832
Highest	5.501	0.449	2.034	4.862	1.743	5.920	4.142	3.156	2.119	2.527	0.794	3.052	1.712	3.067	0.787	0.559	5.501

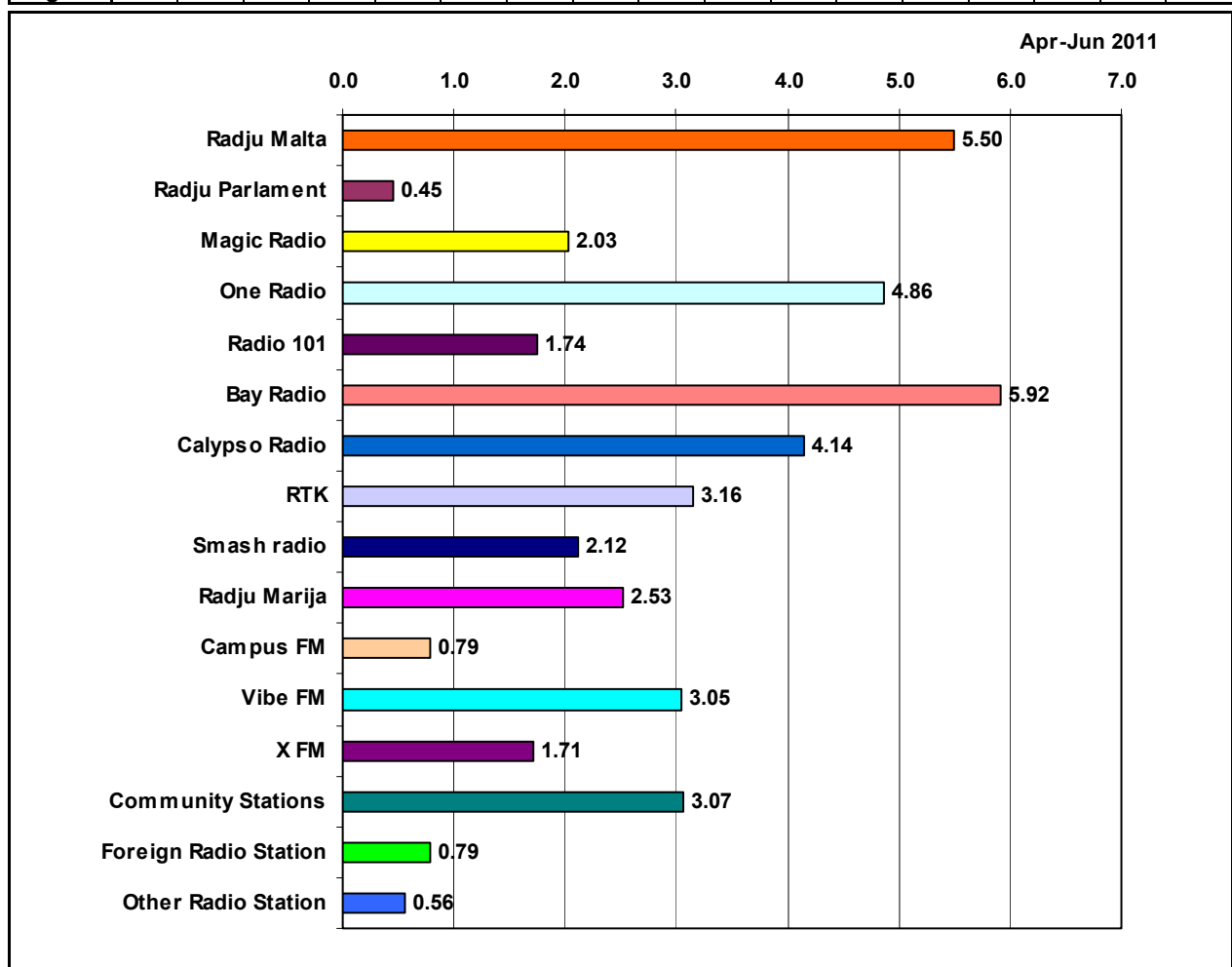


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2011]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	99.64	100
5:30	0.000	0.000	0.000	1.017	0.000	0.000	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.000	0.000	98.63	100
6:00	0.289	0.000	0.000	1.675	0.305	0.837	0.000	0.661	0.000	0.323	0.356	0.000	0.000	0.000	0.000	0.000	95.55	100
6:30	0.289	0.000	0.000	3.088	0.305	0.837	0.000	0.661	0.000	0.323	0.356	0.000	0.000	0.000	0.000	0.000	94.14	100
7:00	0.646	0.000	0.405	2.737	0.000	2.336	0.356	0.337	0.301	0.476	0.356	0.828	0.935	0.000	0.310	0.000	89.98	100
7:30	1.004	0.000	0.405	3.388	0.000	3.225	0.662	0.337	0.301	0.476	0.356	1.168	0.577	0.000	0.000	0.000	88.10	100
8:00	2.071	0.000	0.395	3.060	0.000	2.359	0.657	0.337	0.301	1.122	0.000	1.222	0.577	0.000	0.000	0.000	87.90	100
8:30	2.071	0.000	0.458	3.060	0.000	1.313	0.980	0.337	0.606	1.122	0.000	0.764	0.577	0.000	0.000	0.000	88.71	100
9:00	4.143	0.000	0.836	3.040	0.000	2.745	0.980	0.337	1.029	1.122	0.000	0.764	0.577	0.000	0.000	0.000	84.43	100
9:30	4.143	0.000	0.836	3.040	0.000	2.394	0.980	0.337	0.606	1.122	0.000	0.764	1.124	0.000	0.000	0.000	84.65	100
10:00	5.501	0.000	0.685	3.040	0.371	2.394	0.980	1.055	0.943	1.122	0.000	0.764	0.547	0.000	0.000	0.000	82.60	100
10:30	5.501	0.000	0.289	3.040	0.371	2.394	0.980	1.055	0.642	1.122	0.000	0.764	0.547	0.000	0.000	0.000	83.29	100
11:00	4.810	0.000	0.000	3.210	0.371	1.981	1.333	0.323	0.727	0.799	0.000	0.351	0.547	0.000	0.000	0.000	85.55	100
11:30	4.810	0.000	0.000	3.210	0.371	1.981	1.333	0.323	0.337	0.799	0.000	0.351	0.547	0.000	0.000	0.000	85.94	100
NOON	1.322	0.289	0.000	2.985	0.328	1.726	1.254	0.000	0.337	0.323	0.000	0.351	0.547	0.000	0.000	0.000	90.54	100
0:30	0.966	0.000	0.000	2.865	0.328	1.257	0.677	0.000	0.305	0.323	0.000	0.351	0.547	0.000	0.000	0.000	92.38	100
1:00	1.048	0.000	0.000	2.347	0.328	2.116	0.000	0.337	0.000	0.645	0.368	0.351	0.547	0.000	0.000	0.000	91.91	100
1:30	1.048	0.000	0.000	1.991	0.328	2.116	0.000	0.659	0.000	0.645	0.368	0.776	0.547	0.000	0.000	0.000	91.52	100
2:00	1.048	0.000	0.000	2.058	0.000	1.313	1.187	0.000	0.000	0.645	0.679	0.834	0.547	0.000	0.000	0.000	91.69	100
2:30	1.048	0.000	0.000	2.058	0.000	1.313	1.187	0.000	0.000	0.645	0.368	0.834	0.547	0.000	0.000	0.000	92.00	100
3:00	1.048	0.000	0.000	2.058	0.620	1.313	1.187	0.289	0.000	0.000	0.368	0.351	0.547	0.000	0.000	0.000	92.22	100
3:30	1.048	0.000	0.000	2.058	0.289	1.313	1.187	0.289	0.000	0.000	0.368	0.351	0.547	0.000	0.000	0.000	92.55	100
4:00	1.821	0.000	0.943	2.591	0.620	1.964	0.815	0.646	0.000	0.000	0.000	0.709	0.547	0.000	0.310	0.000	89.03	100
4:30	1.821	0.000	0.547	2.016	0.289	1.488	0.815	0.646	0.000	0.000	0.000	0.926	0.547	0.000	0.000	0.000	90.90	100
5:00	1.468	0.000	0.000	2.322	0.371	3.718	1.065	0.356	0.000	0.405	0.000	0.351	0.547	0.000	0.000	0.000	89.40	100
5:30	1.468	0.000	0.000	1.717	0.371	2.868	0.760	0.356	0.000	0.405	0.000	0.351	0.547	0.324	0.000	0.000	90.83	100
6:00	1.468	0.000	0.000	2.233	0.000	2.023	0.760	0.774	0.000	1.127	0.000	0.828	0.000	0.324	0.000	0.000	90.46	100
6:30	1.757	0.000	0.000	1.338	0.000	0.931	0.760	0.000	0.000	0.405	0.000	0.351	0.000	0.000	0.000	0.000	94.46	100
7:00	0.661	0.000	0.000	0.725	0.000	0.547	0.368	0.000	0.000	0.405	0.000	0.000	0.000	0.000	0.000	0.000	97.29	100
7:30	0.371	0.000	0.000	0.725	0.000	0.000	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.54	100
8:00	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
8:30	0.371	0.000	0.000	0.000	0.547	0.351	0.000	0.661	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.07	100
9:00	0.000	0.000	0.000	0.000	0.547	1.528	0.000	0.337	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	97.27	100
9:30	0.000	0.000	0.000	0.459	0.547	0.764	0.000	0.337	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	97.57	100
10:00	0.000	0.000	0.000	0.459	0.547	0.351	0.000	0.323	0.368	0.337	0.000	0.000	0.000	0.000	0.000	0.000	97.61	100
10:30	0.000	0.000	0.000	0.459	0.000	0.000	0.760	0.323	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	98.12	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.760	0.476	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	98.43	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.476	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	98.85	100
avg.	1.15	0.01	0.12	1.46	0.17	1.12	0.49	0.29	0.14	0.37	0.17	0.32	0.27	0.01	0.01	0.00	93.89	
max.	5.50	0.29	0.94	3.39	0.62	3.72	1.33	1.05	1.03	1.13	0.68	1.22	1.12	0.32	0.31	0.00	99.64	
σ.	1.55	0.04	0.26	1.28	0.22	1.07	0.49	0.29	0.27	0.39	0.19	0.38	0.32	0.07	0.06	0.00	5.34	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.461	0.000	0.000	0.000	0.000	99.54	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.461	0.000	0.000	0.000	0.000	99.54	100
5:00	0.000	0.000	0.000	0.603	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.807	0.000	0.000	0.000	0.000	98.22	100
5:30	0.323	0.000	0.000	1.929	0.681	0.000	0.000	0.365	0.000	0.000	0.000	0.807	0.000	0.000	0.000	0.000	95.89	100
6:00	0.992	0.000	0.000	1.969	1.029	0.000	0.603	0.000	0.000	0.568	0.000	0.807	0.000	0.000	0.000	0.000	94.03	100
6:30	0.992	0.000	0.323	2.650	0.666	0.384	0.965	0.363	0.000	0.568	0.000	1.269	0.000	0.000	0.351	0.000	91.47	100
7:00	1.354	0.000	0.000	2.365	0.666	2.669	1.316	1.019	0.384	0.931	0.000	1.259	1.264	0.000	0.351	0.000	86.42	100
7:30	1.354	0.000	0.958	2.047	0.998	1.835	1.031	0.351	0.774	0.886	0.000	1.259	0.418	0.000	0.351	0.000	87.74	100
8:00	1.560	0.000	0.539	3.483	0.318	4.447	2.590	0.668	0.971	1.472	0.539	1.259	0.597	0.351	0.000	0.000	81.21	100
8:30	1.560	0.000	0.000	3.483	0.318	3.373	2.941	0.668	0.384	1.472	0.539	1.259	0.597	0.351	0.000	0.000	83.06	100
9:00	3.152	0.000	0.746	2.601	0.318	4.740	3.237	1.352	1.126	1.472	0.363	1.259	0.301	0.351	0.000	0.000	78.98	100
9:30	3.152	0.000	0.746	2.601	0.318	4.356	3.237	1.352	1.126	1.472	0.000	1.259	0.301	0.351	0.000	0.000	79.73	100
10:00	3.152	0.000	0.746	2.316	0.318	4.474	3.237	1.352	1.588	1.790	0.000	1.259	0.301	0.351	0.000	0.000	79.12	100
10:30	3.809	0.000	0.746	2.316	0.318	4.474	3.237	1.352	1.588	1.790	0.000	1.734	0.301	1.240	0.000	0.000	77.09	100
11:00	3.809	0.000	0.285	1.748	0.318	4.368	2.941	1.352	1.588	1.472	0.000	1.259	0.301	0.889	0.000	0.000	79.67	100
11:30	3.809	0.000	0.285	2.400	0.318	4.005	2.941	1.352	1.588	1.472	0.000	1.259	0.301	0.889	0.000	0.000	79.38	100
NOON	2.566	0.000	0.000	2.124	0.681	3.504	2.230	0.656	1.199	1.757	0.000	1.259	0.301	0.351	0.000	0.000	83.37	100
0:30	2.566	0.000	0.000	2.167	0.318	3.504	2.593	0.351	1.199	1.757	0.000	1.259	0.301	0.351	0.000	0.000	83.64	100
1:00	1.340	0.000	0.384	1.804	0.318	3.105	2.273	0.351	0.737	1.107	0.000	1.259	0.707	0.351	0.000	0.000	86.26	100
1:30	1.658	0.000	0.000	1.804	0.318	3.574	2.273	0.351	0.737	1.107	0.000	1.259	0.707	0.351	0.000	0.000	85.86	100
2:00	0.992	0.000	0.000	1.784	0.318	3.070	1.956	0.716	0.384	1.107	0.000	1.259	0.301	0.351	0.000	0.000	87.76	100
2:30	0.992	0.000	0.000	1.422	0.318	2.448	1.605	0.716	0.384	1.107	0.000	1.259	0.301	0.351	0.000	0.000	89.10	100
3:00	0.992	0.000	0.539	2.080	0.000	2.248	1.956	0.716	0.384	1.767	0.000	1.181	0.839	0.351	0.000	0.000	86.95	100
3:30	0.992	0.000	0.000	2.080	0.000	1.882	1.956	0.716	0.384	1.107	0.000	1.181	0.839	0.351	0.000	0.000	88.51	100
4:00	0.674	0.000	0.653	2.055	0.000	1.882	2.101	0.656	0.000	1.107	0.000	0.730	0.839	0.000	0.000	0.000	89.30	100
4:30	0.674	0.000	0.323	1.738	0.000	1.476	2.101	0.351	0.000	1.107	0.000	0.730	0.839	0.000	0.000	0.000	90.66	100
5:00	0.992	0.000	0.461	1.823	0.000	2.536	1.051	0.351	0.306	0.568	0.000	0.346	0.839	0.326	0.000	0.000	90.40	100
5:30	0.674	0.000	0.461	1.823	0.000	2.344	1.051	0.351	0.306	0.568	0.000	0.000	0.839	0.000	0.000	0.000	91.58	100
6:00	0.891	0.000	0.461	1.021	0.348	0.955	0.689	0.713	0.000	0.000	0.000	0.461	0.000	0.000	0.000	0.000	94.46	100
6:30	0.891	0.000	0.879	1.306	0.348	0.955	0.689	0.713	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.22	100
7:00	0.323	0.000	0.000	0.000	0.348	0.000	0.363	0.363	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	98.25	100
7:30	0.000	0.000	0.000	0.000	0.348	0.000	0.363	0.713	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	98.23	100
8:00	0.000	0.000	0.000	0.285	0.000	0.000	0.363	0.363	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.000	98.57	100
8:30	0.000	0.000	0.000	0.285	0.000	0.566	0.363	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.42	100
9:00	0.000	0.000	0.000	0.285	0.000	0.000	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
9:30	0.000	0.000	0.000	0.285	0.000	0.000	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.389	0.000	0.000	0.000	0.000	0.000	0.000	99.25	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.318	0.000	99.32	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.000	0.000	0.476	0.000	0.000	0.318	0.000	98.84	100
avg.	0.96	0.00	0.20	1.22	0.21	1.52	1.18	0.45	0.36	0.64	0.03	0.63	0.27	0.16	0.04	0.00	92.13	
max.	3.81	0.00	0.96	3.48	1.03	4.74	3.24	1.35	1.59	1.79	0.54	1.73	1.26	1.24	0.35	0.00	100	
σ.	1.18	0.00	0.30	1.10	0.27	1.71	1.15	0.45	0.53	0.67	0.12	0.58	0.34	0.27	0.10	0.00	7.62	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
5:30	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.651	0.000	0.477	0.000	0.000	0.000	0.000	98.26	100
6:00	0.319	0.000	0.000	0.835	0.463	0.541	0.400	0.954	0.000	0.307	0.000	0.000	0.000	0.000	0.000	0.000	96.18	100
6:30	0.683	0.000	0.000	1.049	0.463	1.555	0.744	1.278	0.000	0.626	0.000	0.000	0.000	0.000	0.000	0.000	93.60	100
7:00	0.969	0.000	0.541	2.341	0.463	3.294	0.719	0.946	0.871	1.561	0.000	0.347	0.000	0.000	0.787	0.000	87.16	100
7:30	1.313	0.000	0.926	1.745	0.463	1.868	0.719	0.946	0.871	1.561	0.000	0.755	0.000	0.352	0.787	0.000	87.69	100
8:00	1.316	0.000	0.731	2.145	0.000	3.899	1.164	0.649	1.643	1.598	0.000	1.493	0.000	1.126	0.319	0.000	83.92	100
8:30	1.640	0.000	1.064	1.817	0.000	4.054	1.317	0.649	1.236	1.254	0.000	1.102	0.000	1.126	0.319	0.000	84.42	100
9:00	2.597	0.000	0.731	1.199	0.000	4.953	2.347	1.927	1.236	1.254	0.000	1.102	0.541	0.454	0.000	0.000	81.66	100
9:30	2.597	0.000	0.731	1.199	0.000	4.586	2.041	1.927	1.236	1.254	0.000	0.694	1.227	0.454	0.000	0.000	82.05	100
10:00	2.695	0.000	1.050	1.199	0.000	5.920	2.041	1.927	1.236	1.573	0.000	0.347	0.827	0.454	0.000	0.000	80.73	100
10:30	2.695	0.000	1.050	1.199	0.000	5.920	2.041	1.927	1.236	1.573	0.000	0.915	0.827	0.454	0.000	0.000	80.17	100
11:00	2.695	0.000	1.441	0.835	0.355	5.260	2.041	1.927	1.236	1.573	0.000	0.347	1.124	0.454	0.000	0.000	80.71	100
11:30	2.695	0.000	1.441	0.835	0.000	4.782	2.041	1.594	1.236	1.573	0.000	0.347	1.124	0.454	0.000	0.000	81.88	100
NOON	0.471	0.000	0.758	0.820	0.000	4.136	1.415	0.649	1.236	1.925	0.000	0.347	1.124	0.924	0.364	0.000	85.83	100
0:30	0.000	0.000	0.758	0.820	0.000	3.658	1.050	0.649	1.236	1.581	0.000	0.347	0.583	0.924	0.000	0.000	88.39	100
1:00	0.367	0.000	0.367	1.361	0.000	3.932	0.764	0.324	0.471	1.262	0.000	0.347	1.045	0.924	0.000	0.000	88.84	100
1:30	0.691	0.000	0.367	0.820	0.000	3.932	0.764	0.324	0.934	1.262	0.000	0.347	0.644	0.924	0.000	0.000	88.99	100
2:00	0.691	0.000	0.367	0.835	0.000	3.532	0.764	0.000	0.890	0.943	0.000	1.278	0.644	0.924	0.000	0.000	89.13	100
2:30	0.691	0.000	0.367	0.835	0.000	3.532	0.764	0.000	0.890	0.943	0.000	0.347	0.644	0.924	0.000	0.000	90.06	100
3:00	0.691	0.000	0.686	0.364	0.000	2.164	0.764	0.333	0.890	1.261	0.000	0.347	0.644	0.924	0.000	0.000	90.93	100
3:30	0.691	0.000	0.686	0.364	0.000	2.164	1.108	0.333	0.890	1.261	0.000	0.347	0.644	0.924	0.000	0.000	90.59	100
4:00	0.691	0.000	0.686	0.364	0.000	2.770	1.591	0.665	0.419	0.942	0.000	0.000	0.297	0.454	0.000	0.000	91.12	100
4:30	0.691	0.000	0.686	0.364	0.000	2.352	1.591	0.333	0.419	0.621	0.000	0.477	0.649	0.454	0.000	0.000	91.36	100
5:00	0.691	0.000	0.686	0.364	0.638	2.125	1.050	0.324	0.419	0.940	0.000	0.408	1.035	0.806	0.000	0.000	90.51	100
5:30	0.691	0.000	0.686	0.000	0.638	2.055	1.357	0.324	0.419	0.621	0.000	0.000	0.649	0.806	0.000	0.000	91.75	100
6:00	1.162	0.000	0.319	0.000	0.000	1.237	0.993	0.691	0.000	1.304	0.000	0.000	0.297	0.352	0.000	0.000	93.64	100
6:30	0.691	0.000	0.319	0.000	0.000	1.237	0.993	0.324	0.000	0.940	0.000	0.000	0.297	0.000	0.000	0.000	95.20	100
7:00	0.000	0.000	0.319	0.000	0.000	1.248	1.096	0.000	0.000	0.297	0.000	0.477	0.297	0.000	0.000	0.000	96.27	100
7:30	0.000	0.000	0.319	1.041	0.000	0.829	1.096	0.000	0.000	0.297	0.000	0.000	0.297	0.000	0.000	0.000	96.12	100
8:00	0.000	0.000	0.000	0.471	0.000	0.568	1.460	0.000	0.000	0.286	0.000	0.000	0.297	0.364	0.000	0.000	96.55	100
8:30	0.000	0.000	0.000	0.471	0.000	0.000	1.460	0.000	0.000	0.286	0.000	0.000	0.297	0.000	0.000	0.000	97.49	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	1.060	0.000	0.000	0.286	0.000	0.000	0.297	0.000	0.000	0.000	98.36	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.708	0.000	0.000	0.286	0.000	0.000	0.297	0.000	0.000	0.000	98.71	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	1.108	0.364	0.000	0.286	0.000	0.000	0.297	0.000	0.000	0.000	97.94	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.764	0.364	0.000	0.286	0.000	0.000	0.297	0.000	0.000	0.000	98.29	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.764	0.364	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	98.57	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.764	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	98.94	100
avg.	0.66	0.00	0.38	0.54	0.07	1.84	0.89	0.49	0.44	0.72	0.00	0.27	0.37	0.33	0.05	0.00	92.95	
max.	2.70	0.00	1.44	2.34	0.64	5.92	2.35	1.93	1.64	1.93	0.00	1.49	1.23	1.13	0.79	0.00	100	
σ.	0.88	0.00	0.42	0.64	0.18	1.94	0.67	0.62	0.54	0.62	0.00	0.38	0.38	0.40	0.17	0.00	6.56	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
4:00	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	99.33	100
4:30	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	99.33	100
5:00	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	99.33	100
5:30	0.000	0.000	0.000	0.598	0.000	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	99.09	100
6:00	0.556	0.000	0.000	1.801	0.000	0.000	0.757	0.000	0.000	0.313	0.000	0.400	0.000	0.000	0.000	0.000	96.17	100
6:30	0.556	0.000	0.000	2.496	0.000	0.646	0.757	0.000	0.000	0.313	0.000	0.956	0.000	0.000	0.000	0.000	94.28	100
7:00	0.904	0.000	0.345	2.178	0.000	1.714	1.070	0.357	0.000	0.672	0.347	1.417	1.315	0.000	0.000	0.000	89.68	100
7:30	0.913	0.000	0.296	2.013	0.000	1.057	0.757	0.400	1.205	0.672	0.347	2.385	1.367	0.392	0.530	0.000	87.67	100
8:00	1.966	0.000	0.000	1.763	0.000	2.205	1.471	0.000	1.176	0.990	0.000	2.417	1.712	1.450	0.000	0.000	84.85	100
8:30	1.574	0.000	0.000	1.763	0.000	1.676	1.471	0.000	1.964	0.990	0.000	2.201	1.268	2.123	0.000	0.000	84.97	100
9:00	2.191	0.000	1.033	2.426	0.671	3.199	2.791	0.357	1.964	0.630	0.000	1.861	1.251	1.828	0.000	0.000	79.80	100
9:30	1.911	0.000	0.737	2.426	0.671	3.199	2.791	0.357	1.964	0.630	0.000	1.861	1.251	2.211	0.000	0.000	79.99	100
10:00	1.933	0.000	0.392	2.146	1.031	3.295	3.397	0.357	1.964	0.943	0.000	3.052	0.790	2.211	0.000	0.000	78.49	100
10:30	1.933	0.000	0.392	2.146	1.031	2.954	3.397	0.357	1.964	0.943	0.000	3.052	0.790	1.828	0.000	0.000	79.21	100
11:00	1.933	0.000	0.392	2.413	1.643	2.954	3.370	0.000	1.434	0.630	0.000	2.140	0.790	1.515	0.000	0.000	80.78	100
11:30	1.933	0.000	0.392	2.413	1.643	2.954	3.683	0.000	1.434	0.630	0.000	2.140	0.790	1.515	0.000	0.000	80.47	100
NOON	1.256	0.000	0.392	3.302	1.298	1.140	2.229	0.357	1.774	0.313	0.000	1.762	0.906	1.515	0.000	0.000	83.76	100
0:30	0.913	0.000	0.392	2.092	1.298	1.140	2.229	0.383	2.119	0.672	0.000	1.762	0.906	1.515	0.000	0.000	84.58	100
1:00	1.234	0.000	0.296	1.483	0.686	1.602	1.602	0.740	0.530	0.672	0.000	1.417	0.445	0.723	0.000	0.000	88.57	100
1:30	1.234	0.000	0.000	1.203	0.686	0.757	1.602	0.383	0.530	0.313	0.000	1.417	0.445	0.345	0.000	0.000	91.09	100
2:00	1.195	0.000	0.000	1.203	0.686	1.513	1.950	0.000	0.530	0.313	0.000	1.417	0.445	0.345	0.000	0.000	90.40	100
2:30	1.554	0.000	0.000	1.203	0.686	1.692	1.637	0.000	0.530	0.313	0.000	1.018	0.445	0.345	0.000	0.000	90.58	100
3:00	1.587	0.000	0.000	1.203	0.686	1.431	1.974	0.000	0.530	0.630	0.000	1.018	0.445	0.345	0.000	0.000	90.15	100
3:30	1.195	0.000	0.000	1.203	0.686	1.135	1.974	0.000	0.000	0.313	0.000	1.018	0.445	0.345	0.000	0.000	91.69	100
4:00	0.874	0.400	0.000	1.203	1.129	1.783	1.290	0.000	0.000	0.313	0.000	0.556	0.392	0.345	0.000	0.559	91.16	100
4:30	0.556	0.400	0.000	1.203	1.574	1.436	1.290	0.000	0.000	0.313	0.000	0.556	0.392	0.345	0.000	0.559	91.38	100
5:00	0.556	0.400	0.000	1.203	1.743	2.968	2.089	0.321	0.000	0.313	0.347	0.556	0.392	0.345	0.000	0.559	88.21	100
5:30	0.556	0.400	0.000	1.203	1.743	1.966	2.089	0.321	0.000	0.313	0.347	1.113	0.392	0.345	0.000	0.000	89.21	100
6:00	0.556	0.000	0.789	1.203	0.804	2.119	1.793	0.000	0.000	0.970	0.000	1.113	0.392	0.345	0.000	0.000	89.92	100
6:30	0.556	0.000	0.000	1.203	0.804	2.195	1.448	0.000	0.000	0.970	0.000	0.556	0.392	0.345	0.000	0.000	91.53	100
7:00	0.556	0.000	0.000	0.392	0.360	0.757	0.734	0.000	0.000	0.313	0.000	0.340	0.392	0.345	0.345	0.000	95.47	100
7:30	0.556	0.000	0.000	0.392	0.000	0.410	0.734	0.000	0.000	0.313	0.000	0.000	0.392	0.345	0.345	0.000	96.51	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	99.20	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	99.20	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.454	0.000	0.000	0.000	0.000	0.556	0.559	0.345	0.000	0.000	98.09	100
9:30	0.000	0.000	0.000	0.000	0.000	0.411	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	98.79	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	99.20	100
10:30	0.000	0.000	0.000	0.000	0.000	0.461	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	98.74	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	99.66	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
avg.	0.69	0.03	0.12	1.01	0.45	1.06	1.15	0.12	0.45	0.36	0.03	0.83	0.41	0.54	0.03	0.03	92.69	
max.	2.19	0.40	1.03	3.30	1.74	3.29	3.68	0.74	2.12	0.99	0.35	3.05	1.71	2.21	0.53	0.56	100	
σ.	0.73	0.11	0.24	0.95	0.59	1.12	1.10	0.19	0.74	0.32	0.10	0.93	0.47	0.68	0.10	0.14	7.05	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.000	0.489	0.000	0.332	0.000	0.000	98.85	100
6:00	0.000	0.000	0.474	0.000	0.641	0.361	0.986	0.361	0.000	0.653	0.000	0.489	0.000	0.000	0.000	0.000	96.04	100
6:30	0.000	0.000	0.939	0.328	0.641	0.361	0.986	0.693	0.000	0.653	0.000	0.000	0.361	0.000	0.000	0.000	95.04	100
7:00	0.000	0.000	0.938	1.467	0.327	0.825	1.386	0.641	0.000	1.691	0.000	0.971	0.722	0.000	0.000	0.000	91.03	100
7:30	0.376	0.000	0.938	1.467	0.327	1.626	1.386	1.002	0.000	1.304	0.000	0.971	0.979	0.000	0.000	0.000	89.62	100
8:00	0.376	0.000	1.642	2.405	0.327	1.646	1.759	1.621	0.309	1.304	0.000	0.971	1.466	0.000	0.464	0.482	85.23	100
8:30	0.716	0.000	1.284	3.515	0.327	1.486	2.673	0.986	0.309	1.304	0.000	0.971	1.105	0.000	0.000	0.000	85.32	100
9:00	1.724	0.000	0.874	3.781	0.327	0.809	4.093	1.326	0.309	1.680	0.000	2.454	1.105	0.335	0.000	0.000	81.18	100
9:30	1.724	0.000	1.274	3.781	0.327	1.716	3.732	1.326	0.309	1.680	0.000	2.454	1.105	0.688	0.000	0.000	79.88	100
10:00	1.656	0.000	1.819	3.283	0.327	2.192	4.142	1.279	0.309	1.061	0.000	2.936	1.105	0.688	0.000	0.000	79.20	100
10:30	1.656	0.000	1.819	2.729	0.327	2.192	3.810	1.279	0.309	1.061	0.000	2.936	1.105	0.688	0.000	0.000	80.09	100
11:00	1.656	0.000	1.235	2.729	0.653	2.420	3.810	1.352	0.309	0.685	0.000	2.382	1.105	0.980	0.000	0.000	80.68	100
11:30	1.656	0.000	1.235	3.089	0.327	2.420	3.958	1.352	0.309	0.685	0.000	2.382	1.105	0.980	0.000	0.000	80.50	100
NOON	0.376	0.000	1.235	1.686	0.327	1.827	3.042	0.701	0.309	1.691	0.000	2.382	1.105	0.955	0.000	0.000	84.36	100
0:30	0.376	0.000	0.825	0.985	0.327	1.454	3.042	0.361	0.309	1.364	0.000	2.382	1.105	0.662	0.000	0.000	86.81	100
1:00	0.000	0.000	1.247	1.041	0.327	1.816	2.342	0.361	0.309	1.012	0.000	1.435	0.000	0.327	0.000	0.482	89.30	100
1:30	0.000	0.000	0.837	1.041	0.327	1.883	2.700	0.361	0.309	1.012	0.000	1.435	0.000	0.327	0.000	0.000	89.77	100
2:00	0.693	0.000	0.837	1.041	0.327	2.293	2.700	0.693	0.309	1.012	0.000	1.435	0.000	0.327	0.000	0.000	88.33	100
2:30	0.693	0.000	0.837	1.041	0.327	1.883	2.342	0.693	0.309	1.012	0.000	1.435	0.000	0.327	0.000	0.000	89.10	100
3:00	0.341	0.000	0.938	1.041	0.327	2.259	2.342	0.332	0.309	0.358	0.000	0.971	0.000	0.327	0.000	0.000	90.45	100
3:30	0.341	0.000	0.938	1.041	0.327	2.227	2.342	0.332	0.309	0.358	0.000	0.971	0.000	0.327	0.000	0.000	90.49	100
4:00	0.673	0.000	0.938	1.086	0.000	3.415	1.020	0.659	0.000	0.358	0.000	1.871	0.000	0.000	0.000	0.000	89.98	100
4:30	0.673	0.000	0.938	1.086	0.000	3.052	1.020	0.327	0.000	0.358	0.000	1.389	0.000	0.000	0.000	0.000	91.16	100
5:00	0.673	0.000	0.938	0.713	0.000	2.864	1.494	0.327	0.000	0.358	0.000	1.389	0.361	0.000	0.000	0.000	90.88	100
5:30	0.673	0.000	0.938	0.713	0.000	2.129	1.494	0.700	0.000	0.358	0.000	0.971	0.361	0.000	0.000	0.000	91.66	100
6:00	0.341	0.000	0.464	1.123	0.430	2.279	1.020	0.736	0.000	0.358	0.000	0.971	0.000	0.293	0.000	0.000	91.99	100
6:30	0.341	0.000	0.464	1.123	0.430	1.797	1.020	0.000	0.000	0.358	0.000	0.971	0.000	0.000	0.000	0.000	93.50	100
7:00	0.341	0.000	0.410	0.352	0.000	0.883	0.722	0.000	0.000	1.086	0.000	0.489	0.000	0.000	0.000	0.000	95.72	100
7:30	0.341	0.000	0.410	0.352	0.000	0.418	0.722	0.000	0.000	1.086	0.000	0.489	0.000	0.000	0.000	0.000	96.18	100
8:00	0.341	0.000	0.410	1.155	0.000	0.722	0.000	0.376	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.000	96.58	100
8:30	0.341	0.000	0.000	1.155	0.000	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.000	97.67	100
9:00	0.341	0.000	0.000	0.352	0.000	0.418	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
9:30	0.341	0.000	0.000	0.352	0.000	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
10:00	0.341	0.000	0.000	0.645	0.000	0.999	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.01	100
10:30	0.341	0.000	0.000	0.645	0.000	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.60	100
11:00	0.000	0.000	0.000	0.293	0.000	0.418	0.400	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.51	100
11:30	0.000	0.000	0.000	0.293	0.000	0.418	0.400	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.51	100
avg.	0.43	0.00	0.58	1.02	0.17	1.14	1.31	0.44	0.11	0.55	0.00	0.86	0.31	0.18	0.01	0.02	92.87	
max.	1.72	0.00	1.82	3.78	0.65	3.41	4.14	1.62	0.42	1.69	0.00	2.94	1.47	0.98	0.46	0.48	100	
σ.	0.53	0.00	0.56	1.10	0.21	1.01	1.39	0.49	0.15	0.58	0.00	0.94	0.48	0.30	0.07	0.10	6.74	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

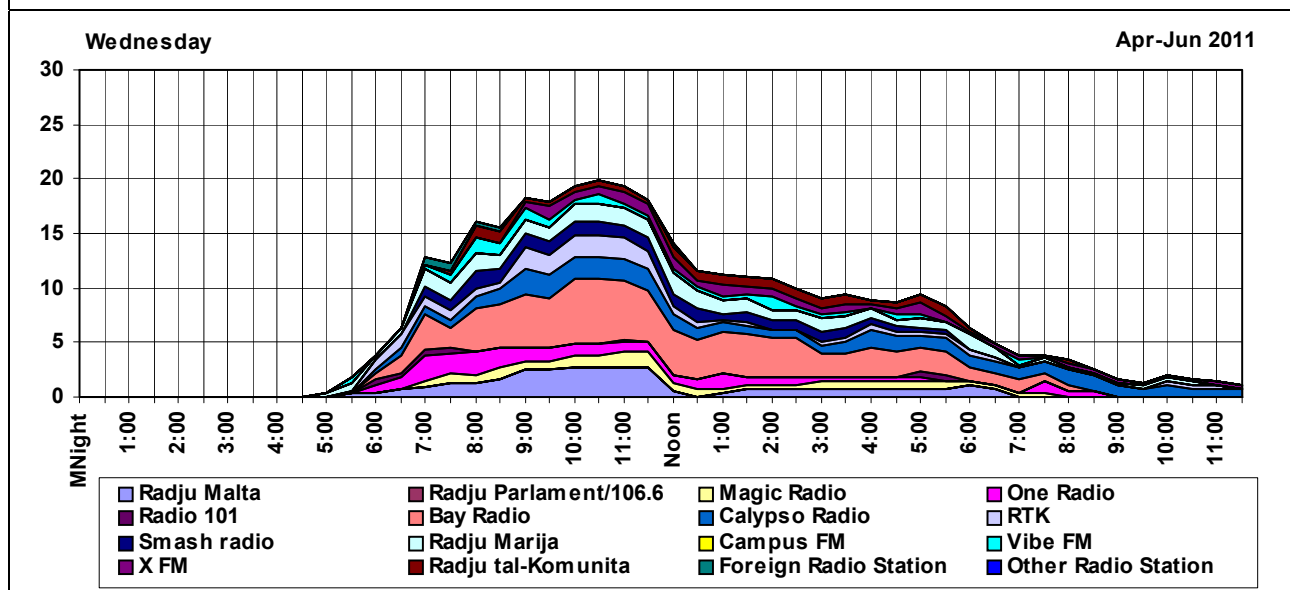
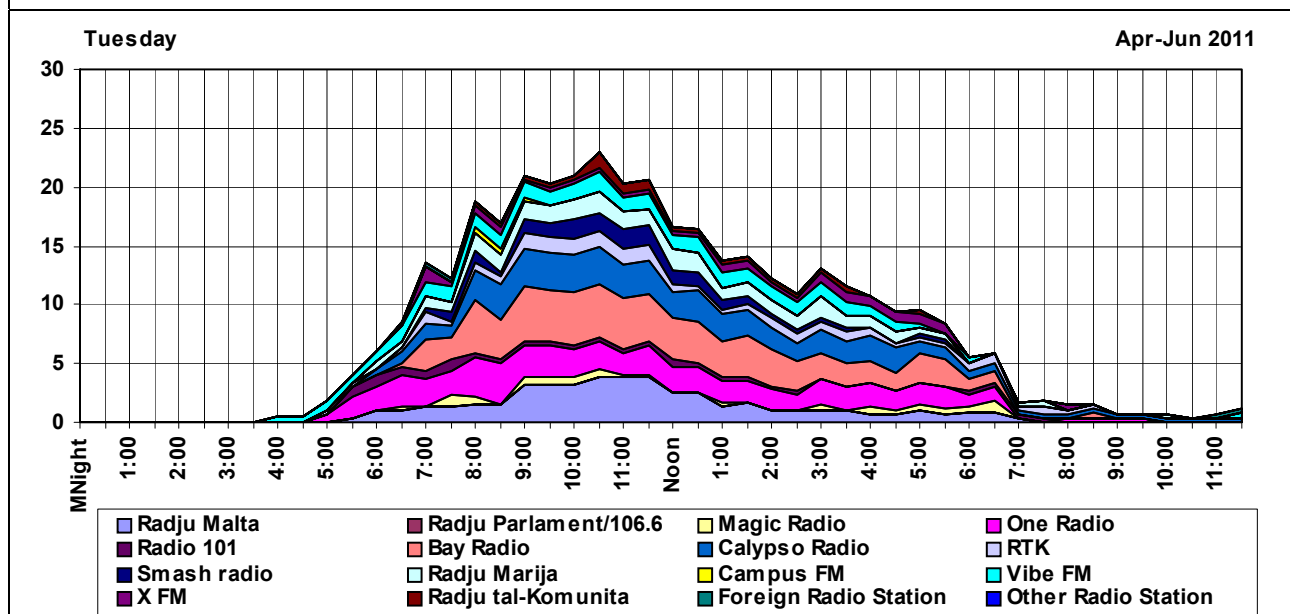
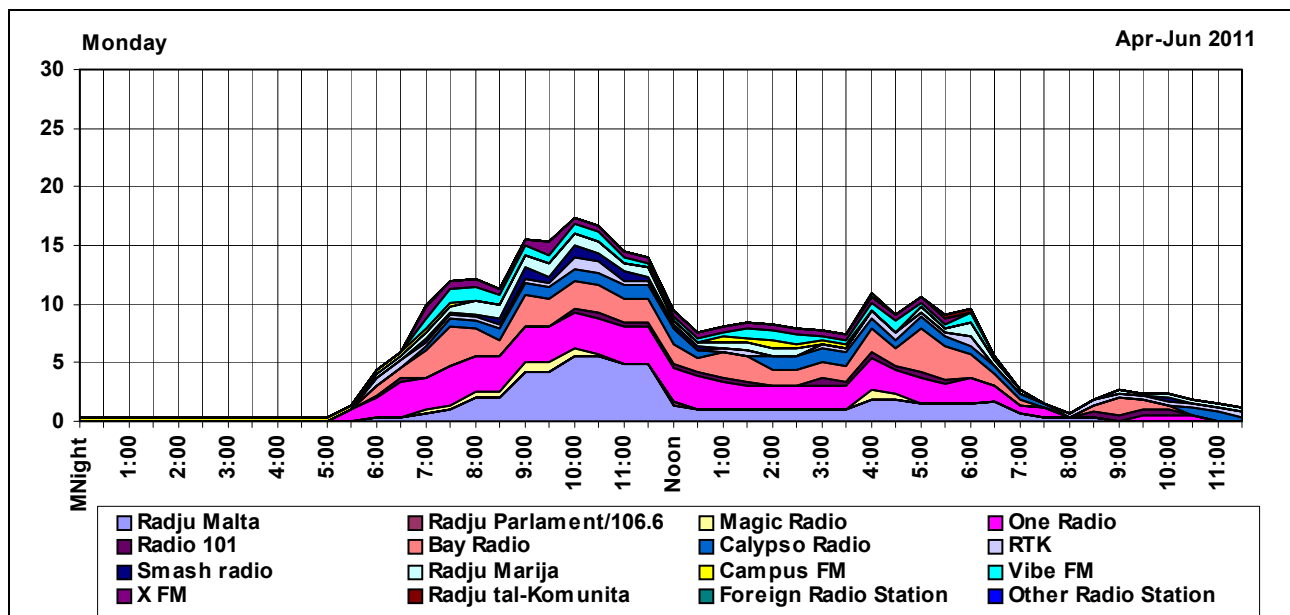
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.316	0.000	0.000	1.257	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.43	100
6:00	0.316	0.000	0.000	1.955	0.000	0.341	0.316	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	96.71	100
6:30	0.992	0.000	0.000	2.617	0.000	0.341	0.600	0.000	0.000	0.727	0.000	0.000	0.000	0.361	0.000	0.000	94.36	100
7:00	0.992	0.000	0.000	2.623	0.000	0.397	0.600	0.361	0.387	1.327	0.000	0.000	0.473	0.361	0.361	0.000	92.12	100
7:30	0.992	0.000	0.000	2.623	0.000	0.000	0.883	0.361	0.387	1.327	0.000	0.000	0.473	0.361	0.000	0.000	92.59	100
8:00	1.783	0.000	0.933	2.906	0.000	1.499	1.166	0.361	0.387	1.327	0.000	0.000	1.594	0.707	0.000	0.000	87.34	100
8:30	1.453	0.000	0.000	2.906	0.000	1.499	1.166	0.361	0.770	1.011	0.000	0.000	0.473	0.707	0.000	0.000	89.65	100
9:00	1.921	0.449	0.827	3.989	0.000	3.281	2.339	2.304	1.119	1.011	0.000	0.404	0.536	2.036	0.000	0.000	79.78	100
9:30	1.921	0.449	0.827	3.989	0.000	3.281	2.022	2.304	1.119	1.011	0.000	0.404	0.536	2.036	0.000	0.000	80.10	100
10:00	2.237	0.449	0.916	4.567	0.000	3.233	2.982	2.620	0.770	1.011	0.330	1.158	0.654	2.718	0.000	0.000	76.36	100
10:30	1.921	0.449	0.449	4.567	0.000	3.700	2.698	2.620	0.387	1.011	0.000	1.158	0.000	2.718	0.000	0.000	78.32	100
11:00	1.605	0.449	0.449	4.862	0.000	2.836	2.363	3.156	0.000	1.011	0.000	1.883	0.299	3.067	0.000	0.000	78.02	100
11:30	1.605	0.449	0.449	4.862	0.000	2.836	2.363	3.156	0.000	1.011	0.000	1.883	0.299	3.067	0.000	0.000	78.02	100
NOON	1.060	0.000	0.000	3.553	0.316	1.270	1.229	0.775	0.000	1.043	0.000	0.563	0.299	1.034	0.000	0.000	88.86	100
0:30	1.060	0.000	0.000	2.557	0.000	1.270	0.888	0.775	0.000	1.043	0.000	0.000	0.299	0.710	0.000	0.000	91.40	100
1:00	0.663	0.000	0.000	1.932	0.000	1.270	0.283	0.459	0.404	1.043	0.000	0.000	0.000	0.710	0.000	0.000	93.24	100
1:30	0.663	0.000	0.536	1.932	0.000	1.270	0.283	0.459	0.404	1.343	0.000	0.000	0.000	0.361	0.000	0.000	92.75	100
2:00	1.004	0.000	0.000	1.006	0.000	1.437	1.033	0.459	0.000	1.343	0.000	0.000	0.000	0.361	0.000	0.000	93.36	100
2:30	0.316	0.000	0.563	1.006	0.000	1.841	1.209	0.459	0.000	1.343	0.000	0.000	0.000	0.361	0.000	0.000	92.90	100
3:00	0.316	0.000	0.563	1.355	0.316	1.447	1.209	0.459	0.000	0.727	0.000	0.000	0.000	0.677	0.000	0.000	92.93	100
3:30	0.316	0.000	0.563	1.355	0.000	1.033	1.101	0.459	0.000	0.727	0.000	0.000	0.000	0.677	0.000	0.000	93.77	100
4:00	0.316	0.449	0.467	1.638	0.000	1.033	1.503	0.459	0.000	0.727	0.000	0.000	0.888	0.361	0.000	0.000	92.16	100
4:30	0.316	0.449	0.467	1.638	0.000	1.033	1.178	0.459	0.000	0.727	0.000	0.000	0.888	0.361	0.000	0.000	92.48	100
5:00	0.316	0.000	0.467	1.638	0.000	1.450	0.827	0.459	0.000	0.727	0.000	0.000	1.450	0.000	0.000	0.000	92.66	100
5:30	0.316	0.000	0.467	1.999	0.000	1.450	0.827	0.459	0.000	1.043	0.000	0.000	1.450	0.000	0.000	0.000	91.99	100
6:00	0.316	0.000	0.330	1.650	0.620	0.967	0.856	0.459	0.000	2.527	0.000	0.000	0.977	0.000	0.000	0.000	91.30	100
6:30	0.316	0.000	0.330	1.650	0.620	0.563	0.397	0.459	0.000	0.997	0.000	0.000	0.000	0.000	0.000	0.000	94.67	100
7:00	0.000	0.000	0.330	0.690	0.000	0.563	0.397	0.459	0.000	0.000	0.000	0.473	0.000	0.000	0.000	0.000	97.09	100
7:30	0.000	0.000	0.000	0.690	0.000	0.563	0.000	0.459	0.000	0.000	0.000	0.473	0.000	0.000	0.000	0.000	97.82	100
8:00	0.000	0.000	0.000	0.341	0.000	0.563	0.000	0.459	0.382	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.25	100
8:30	0.000	0.000	0.000	0.341	0.000	0.563	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.10	100
9:00	0.000	0.000	0.000	0.341	0.000	0.000	0.467	0.000	0.000	0.000	0.000	0.000	0.563	0.000	0.000	0.000	98.63	100
9:30	0.000	0.000	0.000	0.341	0.000	0.344	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
10:00	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
10:30	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.349	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
11:00	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.349	0.364	0.000	0.000	0.000	0.000	0.000	0.000	98.95	100
11:30	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.349	0.364	0.000	0.000	0.000	0.000	0.000	0.000	98.95	100
avg.	0.53	0.07	0.21	1.52	0.04	0.90	0.69	0.54	0.16	0.59	0.01	0.18	0.25	0.49	0.01	0.00	93.82	
max.	2.24	0.45	0.93	4.86	0.62	3.70	2.98	3.16	1.12	2.53	0.33	1.88	1.59	3.07	0.36	0.00	100	
σ.	0.67	0.17	0.29	1.50	0.14	1.05	0.83	0.86	0.29	0.59	0.05	0.45	0.43	0.86	0.05	0.00	6.90	

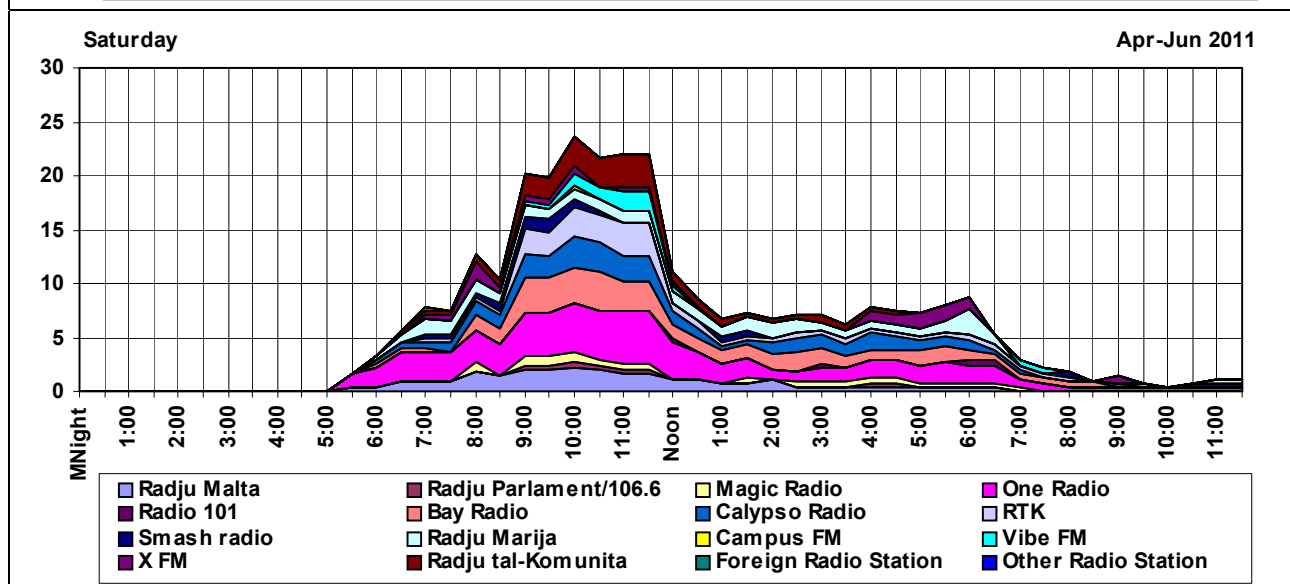
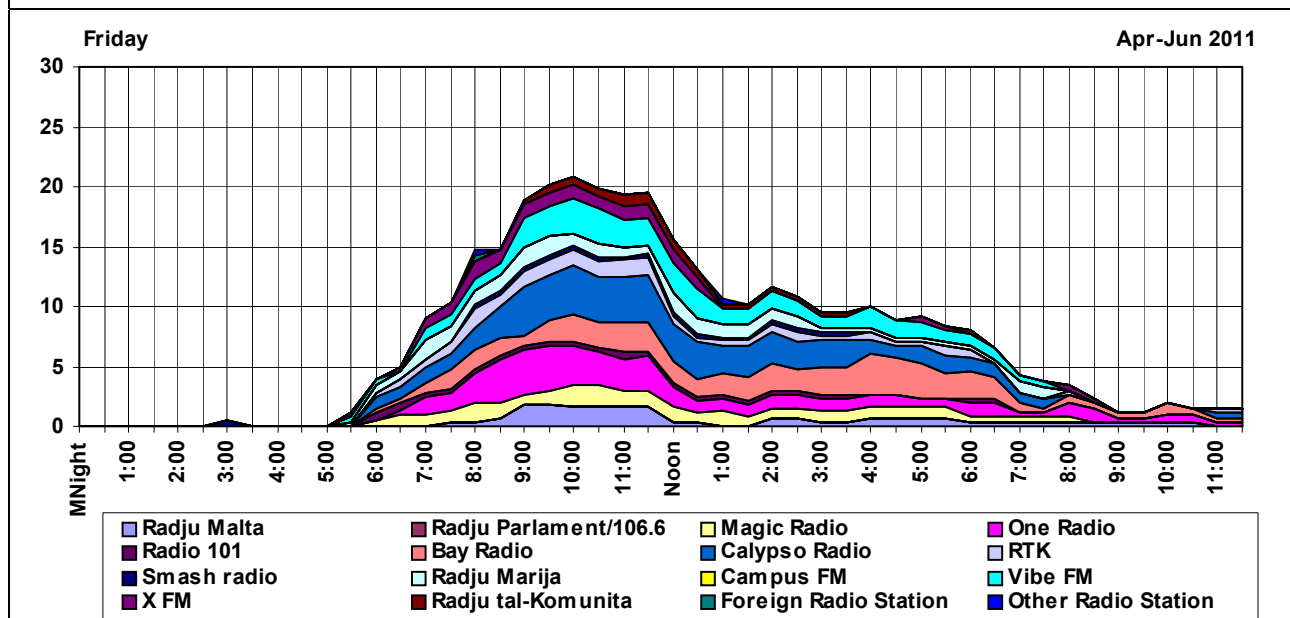
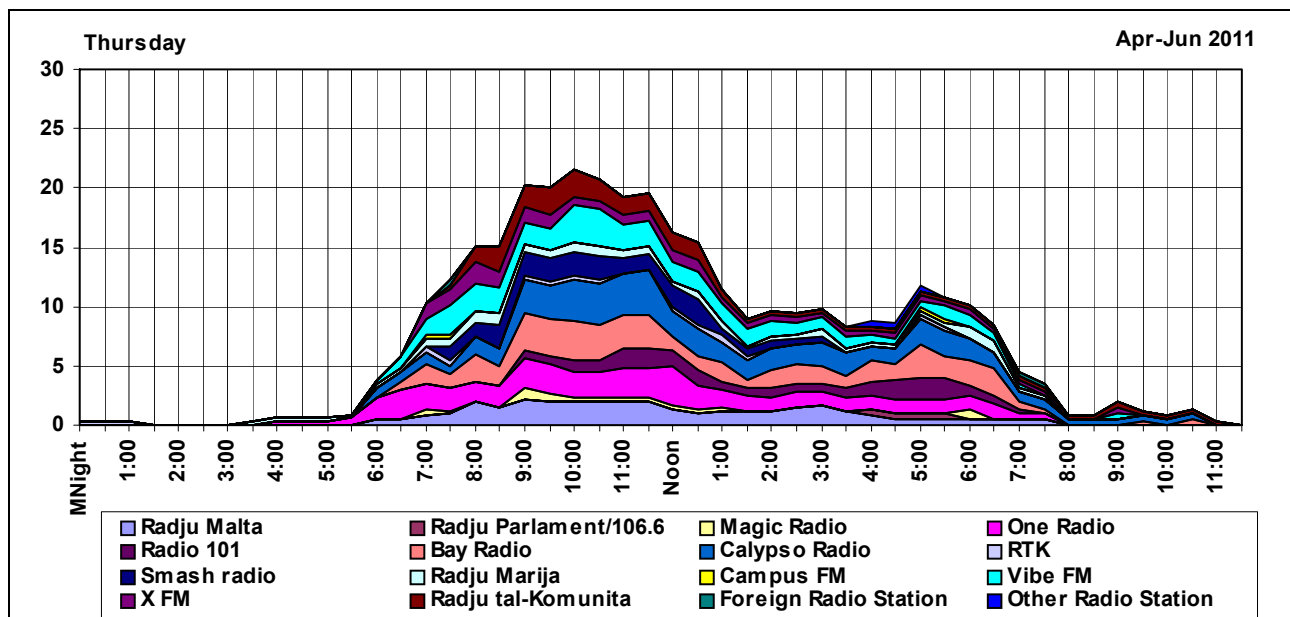
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

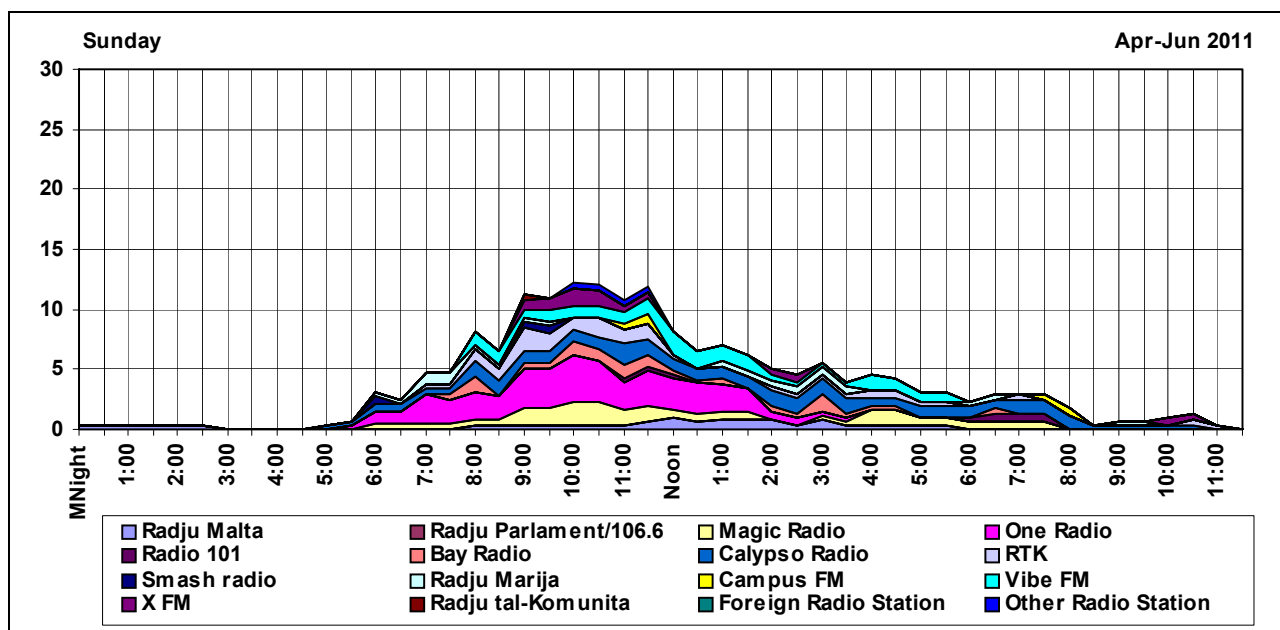
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
0:30	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
1:00	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
1:30	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:00	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:30	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
5:30	0.000	0.000	0.000	0.320	0.000	0.000	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.34	100
6:00	0.000	0.000	0.465	1.042	0.000	0.000	0.632	0.000	0.627	0.287	0.000	0.000	0.000	0.000	0.000	0.000	96.95	100
6:30	0.000	0.000	0.465	1.042	0.000	0.000	0.632	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.000	0.000	97.58	100
7:00	0.000	0.000	0.465	2.393	0.000	0.000	0.620	0.320	0.000	0.860	0.000	0.000	0.000	0.000	0.000	0.000	95.34	100
7:30	0.000	0.000	0.465	2.028	0.000	0.387	0.620	0.320	0.000	0.927	0.000	0.000	0.000	0.000	0.000	0.000	95.25	100
8:00	0.334	0.000	0.402	2.348	0.000	1.268	1.333	1.030	0.000	0.287	0.000	1.160	0.000	0.000	0.000	0.000	91.84	100
8:30	0.334	0.000	0.402	2.028	0.000	0.000	1.333	1.030	0.000	0.287	0.000	1.160	0.000	0.000	0.000	0.000	93.43	100
9:00	0.320	0.000	1.429	3.319	0.000	0.421	0.988	1.947	0.569	0.320	0.000	0.590	0.909	0.365	0.000	0.000	88.82	100
9:30	0.320	0.000	1.429	3.319	0.000	0.421	0.988	1.582	0.569	0.320	0.000	0.999	0.909	0.000	0.000	0.000	89.14	100
10:00	0.320	0.000	2.034	3.832	0.000	1.164	0.988	1.010	0.000	0.000	0.000	0.999	1.406	0.000	0.000	0.472	87.77	100
10:30	0.320	0.000	2.034	3.430	0.000	0.857	0.988	1.622	0.000	0.000	0.000	0.999	1.406	0.000	0.000	0.472	87.87	100
11:00	0.320	0.000	1.362	2.271	0.287	1.092	1.763	1.277	0.000	0.000	0.402	0.999	0.454	0.000	0.000	0.472	89.30	100
11:30	0.607	0.000	1.362	2.913	0.287	1.092	1.291	1.277	0.000	0.000	0.794	1.347	0.454	0.000	0.000	0.472	88.10	100
NOON	1.007	0.000	0.662	2.554	0.355	0.308	0.957	0.368	0.000	0.000	0.000	1.917	0.000	0.000	0.000	0.000	91.87	100
0:30	0.620	0.000	0.662	2.554	0.000	0.308	0.957	0.000	0.000	0.000	0.000	1.347	0.000	0.000	0.000	0.000	93.55	100
1:00	0.859	0.000	0.662	2.284	0.000	0.409	0.957	0.000	0.000	0.569	0.000	1.347	0.000	0.000	0.000	0.000	92.91	100
1:30	0.859	0.000	0.662	1.875	0.000	0.000	0.957	0.000	0.000	0.569	0.000	1.347	0.000	0.000	0.000	0.000	93.73	100
2:00	0.859	0.000	0.000	0.676	0.000	0.348	1.311	0.345	0.000	0.569	0.000	0.409	0.542	0.000	0.000	0.000	94.94	100
2:30	0.287	0.000	0.000	0.676	0.000	0.348	1.311	0.345	0.000	0.569	0.000	0.409	0.542	0.000	0.000	0.000	95.51	100
3:00	0.741	0.000	0.351	0.351	0.000	1.510	1.311	0.345	0.000	0.569	0.000	0.409	0.000	0.000	0.000	0.000	94.41	100
3:30	0.287	0.000	0.351	0.351	0.000	0.348	1.311	0.345	0.000	0.569	0.000	0.409	0.000	0.000	0.000	0.000	96.03	100
4:00	0.287	0.000	1.333	0.000	0.000	0.348	0.655	0.710	0.000	0.000	0.000	1.266	0.000	0.000	0.000	0.000	95.40	100
4:30	0.287	0.000	1.333	0.000	0.000	0.348	0.655	0.710	0.000	0.000	0.000	0.864	0.000	0.000	0.000	0.000	95.80	100
5:00	0.287	0.000	0.662	0.000	0.000	0.000	1.000	0.345	0.000	0.000	0.000	0.864	0.000	0.000	0.000	0.000	96.84	100
5:30	0.287	0.000	0.662	0.000	0.000	0.000	1.000	0.345	0.000	0.000	0.000	0.864	0.000	0.000	0.000	0.000	96.84	100
6:00	0.000	0.000	0.662	0.000	0.365	0.000	0.957	0.000	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	97.66	100
6:30	0.000	0.000	0.662	0.000	0.718	0.479	0.655	0.000	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	97.13	100
7:00	0.000	0.000	0.662	0.000	0.718	0.000	1.020	0.569	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.03	100
7:30	0.000	0.000	0.662	0.000	0.718	0.000	1.020	0.000	0.000	0.000	0.572	0.000	0.000	0.000	0.000	0.000	97.03	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	1.197	0.000	0.000	0.000	0.572	0.000	0.000	0.000	0.000	0.000	98.23	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	0.000	0.542	0.000	0.000	0.000	0.000	99.09	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.368	0.000	0.000	0.000	0.542	0.000	0.000	0.000	0.000	98.72	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
avg.	0.24	0.00	0.46	0.87	0.07	0.24	0.67	0.35	0.04	0.17	0.05	0.41	0.16	0.01	0.00	0.04	96.23	
max.	1.01	0.00	2.03	3.83	0.72	1.51	1.76	1.95	0.63	0.93	0.79	1.92	1.41	0.37	0.00	0.47	100	
σ.	0.28	0.00	0.57	1.23	0.19	0.39	0.50	0.51	0.14	0.26	0.17	0.55	0.36	0.05	0.00	0.13	3.77	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.052	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.85	100
0:30	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.052	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.85	100
1:00	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.052	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.85	100
1:30	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.90	100
2:00	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.90	100
2:30	0.052	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.90	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.050	0.000	0.000	0.000	0.000	0.000	99.89	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.050	0.000	0.000	0.000	0.000	0.000	99.90	100
4:00	0.000	0.000	0.000	0.052	0.000	0.000	0.000	0.000	0.000	0.046	0.050	0.066	0.000	0.000	0.000	0.000	99.79	100
4:30	0.000	0.000	0.000	0.052	0.000	0.000	0.000	0.000	0.000	0.046	0.050	0.066	0.000	0.000	0.000	0.000	99.79	100
5:00	0.000	0.000	0.000	0.139	0.000	0.000	0.049	0.052	0.000	0.089	0.050	0.116	0.000	0.000	0.000	0.000	99.50	100
5:30	0.138	0.000	0.000	0.735	0.098	0.000	0.049	0.095	0.000	0.184	0.050	0.252	0.000	0.046	0.000	0.000	98.35	100
6:00	0.356	0.000	0.132	1.332	0.346	0.295	0.527	0.280	0.089	0.401	0.050	0.242	0.000	0.000	0.000	0.000	95.95	100
6:30	0.505	0.000	0.244	1.902	0.294	0.589	0.670	0.425	0.000	0.499	0.050	0.322	0.050	0.052	0.050	0.000	94.35	100
7:00	0.699	0.000	0.382	2.302	0.207	1.606	0.866	0.568	0.278	1.072	0.101	0.689	0.674	0.052	0.259	0.000	90.24	100
7:30	0.853	0.000	0.568	2.188	0.255	1.422	0.864	0.529	0.510	1.021	0.101	0.937	0.546	0.160	0.240	0.000	89.81	100
8:00	1.349	0.000	0.659	2.585	0.091	2.477	1.449	0.661	0.687	1.157	0.077	1.220	0.851	0.525	0.110	0.067	86.03	100
8:30	1.338	0.000	0.453	2.648	0.091	1.917	1.695	0.573	0.758	1.062	0.077	1.068	0.575	0.623	0.046	0.000	87.08	100
9:00	2.292	0.065	0.926	2.904	0.189	2.889	2.395	1.364	1.056	1.067	0.052	1.203	0.746	0.774	0.000	0.000	82.08	100
9:30	2.251	0.065	0.938	2.904	0.189	2.858	2.255	1.312	0.996	1.067	0.000	1.203	0.921	0.827	0.000	0.000	82.21	100
10:00	2.496	0.065	1.087	2.909	0.294	3.246	2.539	1.371	0.978	1.072	0.048	1.503	0.803	0.926	0.000	0.067	80.60	100
10:30	2.545	0.065	0.964	2.775	0.294	3.219	2.452	1.458	0.881	1.072	0.000	1.652	0.709	0.997	0.000	0.067	80.85	100
11:00	2.402	0.065	0.735	2.582	0.521	2.992	2.518	1.341	0.760	0.882	0.057	1.339	0.659	0.993	0.000	0.067	82.09	100
11:30	2.443	0.065	0.735	2.817	0.424	2.872	2.517	1.293	0.704	0.882	0.113	1.388	0.659	0.993	0.000	0.067	82.03	100
NOON	1.154	0.041	0.432	2.437	0.475	1.986	1.763	0.501	0.698	1.005	0.000	1.224	0.611	0.686	0.052	0.000	86.93	100
0:30	0.932	0.000	0.375	2.008	0.327	1.800	1.632	0.361	0.744	0.963	0.000	1.061	0.533	0.598	0.000	0.000	88.66	100
1:00	0.791	0.000	0.419	1.751	0.238	2.035	1.174	0.369	0.352	0.901	0.052	0.879	0.393	0.436	0.000	0.067	90.14	100
1:30	0.883	0.000	0.341	1.524	0.238	1.931	1.224	0.362	0.418	0.892	0.052	0.939	0.336	0.330	0.000	0.000	90.53	100
2:00	0.927	0.000	0.169	1.228	0.191	1.929	1.555	0.315	0.303	0.846	0.096	0.947	0.355	0.330	0.000	0.000	90.81	100
2:30	0.799	0.000	0.250	1.176	0.191	1.867	1.434	0.315	0.303	0.846	0.052	0.755	0.355	0.330	0.000	0.000	91.33	100
3:00	0.820	0.000	0.437	1.208	0.279	1.766	1.534	0.353	0.303	0.762	0.052	0.611	0.355	0.376	0.000	0.000	91.15	100
3:30	0.697	0.000	0.360	1.208	0.186	1.440	1.567	0.353	0.226	0.621	0.052	0.611	0.355	0.376	0.000	0.000	91.95	100
4:00	0.761	0.123	0.713	1.276	0.252	1.879	1.285	0.540	0.060	0.494	0.000	0.728	0.426	0.167	0.044	0.082	91.17	100
4:30	0.714	0.123	0.610	1.150	0.271	1.592	1.238	0.402	0.060	0.448	0.000	0.702	0.476	0.167	0.000	0.082	91.97	100
5:00	0.710	0.058	0.457	1.153	0.398	2.235	1.227	0.355	0.104	0.474	0.051	0.556	0.662	0.212	0.000	0.082	91.27	100
5:30	0.664	0.058	0.457	1.068	0.398	1.828	1.227	0.407	0.104	0.474	0.051	0.471	0.607	0.211	0.000	0.000	91.97	100
6:00	0.676	0.000	0.434	1.032	0.369	1.366	1.012	0.479	0.000	0.952	0.000	0.481	0.241	0.187	0.000	0.000	92.77	100
6:30	0.649	0.000	0.378	0.947	0.419	1.166	0.852	0.215	0.000	0.577	0.000	0.266	0.100	0.050	0.000	0.000	94.38	100
7:00	0.268	0.000	0.245	0.308	0.205	0.570	0.671	0.199	0.000	0.347	0.000	0.254	0.100	0.050	0.050	0.000	96.73	100
7:30	0.181	0.000	0.197	0.457	0.152	0.318	0.614	0.169	0.000	0.290	0.082	0.137	0.100	0.050	0.050	0.000	97.20	100
8:00	0.100	0.000	0.057	0.319	0.000	0.263	0.498	0.218	0.055	0.041	0.082	0.000	0.161	0.102	0.000	0.000	98.10	100
8:30	0.100	0.000	0.000	0.319	0.077	0.270	0.380	0.145	0.000	0.041	0.000	0.000	0.101	0.050	0.000	0.000	98.52	100
9:00	0.048	0.000	0.000	0.139	0.077	0.274	0.390	0.048	0.000	0.132	0.000	0.081	0.205	0.050	0.000	0.000	98.56	100
9:30	0.048	0.000	0.000	0.204	0.077	0.276	0.272	0.048	0.000	0.132	0.000	0.000	0.042	0.050	0.000	0.000	98.85	100
10:00	0.048	0.000	0.000	0.204	0.077	0.189	0.329	0.098	0.052	0.144	0.000	0.000	0.120	0.050	0.000	0.000	98.69	100
10:30	0.048	0.000	0.000	0.204	0.000	0.126	0.387	0.150	0.050	0.088	0.000	0.000	0.120	0.050	0.000	0.000	98.78	100
11:00	0.000	0.000	0.000	0.090	0.000	0.058	0.325	0.224	0.050	0.100	0.000	0.000	0.042	0.050	0.046	0.000	99.01	100
11:30	0.000	0.000	0.000	0.090	0.000	0.058	0.265	0.120	0.050	0.100	0.000	0.068	0.042	0.000	0.046	0.000	99.16	100
avg.	0.67	0.02	0.29	1.09	0.17	1.12	0.91	0.38	0.24	0.49	0.04	0.50	0.29	0.25	0.02	0.01	93.51	
max.	2.55	0.12	1.09	2.91	0.52	3.25	2.54	1.46	1.06	1.16	0.11	1.65	0.92	1.00	0.26	0.08	99.90	
σ.	0.77	0.03	0.32	1.03	0.15	1.09	0.81	0.42	0.33	0.42	0.03	0.51	0.29	0.32	0.05	0.03	6.19	







FIGURES 6.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN-MAR 2011]

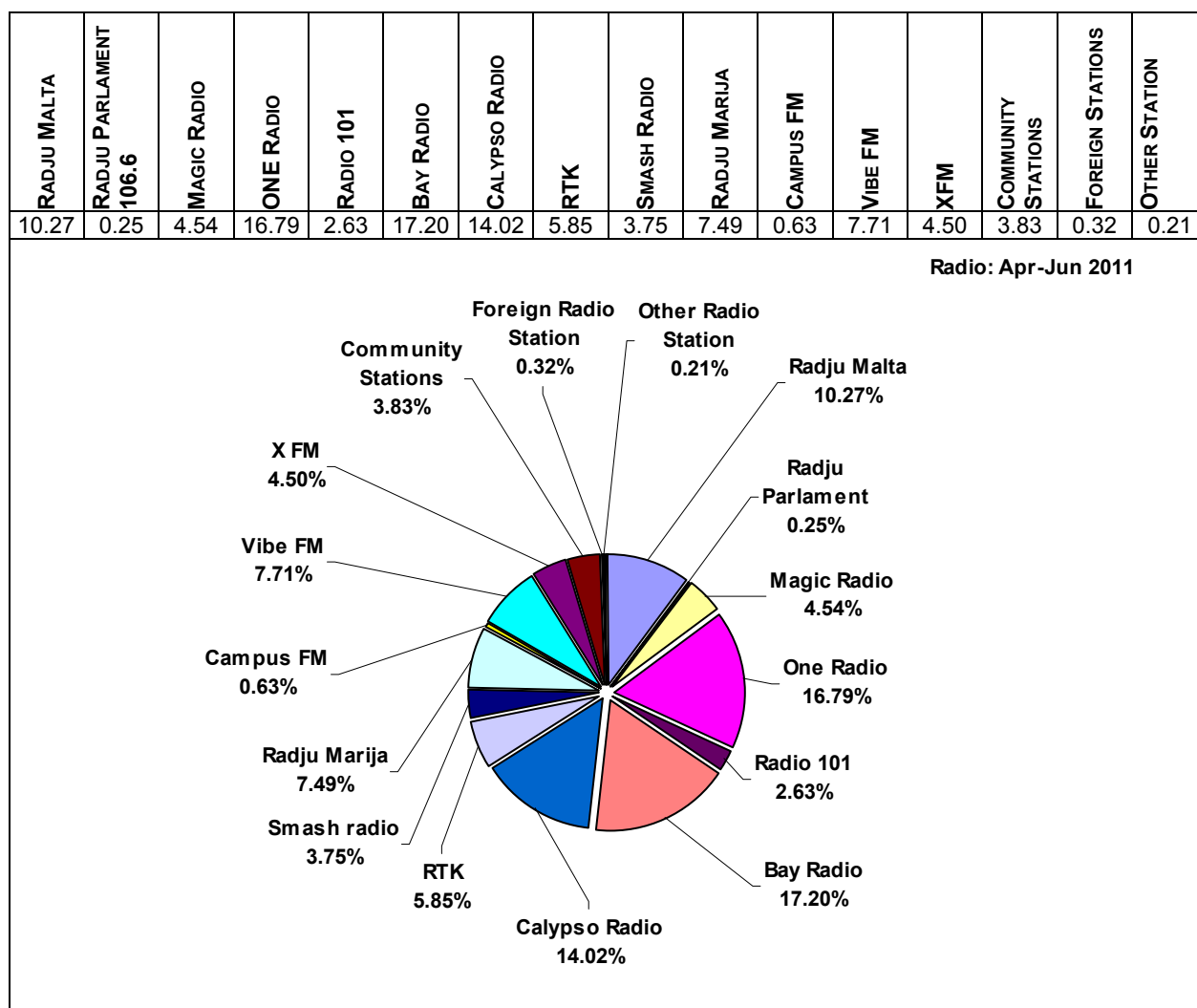


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2011]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN-MAR 2011]

		GENDER		AGE GROUP							DISTRICTS					
	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
Radju Malta	80	31	49	2	5	0	8	29	29	6	14	21	11	15	13	6
	4.4%	3.4%	5.4%	2.1%	1.8%	.0%	1.5%	6.6%	12.0%	7.8%	3.8%	4.0%	3.9%	6.0%	5.0%	4.6%
	100.0%	38.6%	61.4%	2.7%	6.6%	.0%	10.2%	36.6%	36.5%	7.4%	17.3%	26.4%	13.2%	18.9%	16.3%	7.8%
Radju Parlament 106.6	3	1	2	0	1	0	1	0	1	0	1	1	0	1	0	0
	.2%	.1%	.2%	.0%	.4%	.0%	.2%	.0%	.3%	.0%	.2%	.2%	.0%	.5%	.0%	.0%
	100.0%	39.5%	60.5%	.0%	35.6%	.0%	39.5%	.0%	24.9%	.0%	24.9%	35.6%	.0%	39.5%	.0%	.0%
Magic Radio	59	28	32	3	6	1	35	12	1	1	11	22	5	13	8	0
	3.3%	3.1%	3.4%	2.6%	2.1%	1.0%	6.5%	2.7%	.4%	1.3%	3.1%	4.1%	2.0%	5.0%	3.0%	.0%
	100.0%	46.6%	53.4%	4.5%	10.8%	1.8%	59.6%	20.1%	1.5%	1.6%	18.9%	37.1%	9.3%	21.4%	13.4%	.0%
Super ONE Radio	131	71	61	4	5	3	28	47	37	7	29	38	27	14	12	11
	7.2%	7.8%	6.6%	3.7%	1.7%	3.0%	5.1%	10.5%	15.1%	9.9%	7.9%	7.0%	10.2%	5.6%	4.6%	8.0%
	100.0%	53.8%	46.2%	2.9%	4.0%	2.4%	21.2%	35.6%	28.3%	5.7%	21.8%	28.8%	20.9%	10.9%	9.2%	8.4%
Radio 101	29	15	15	1	1	1	10	11	2	3	4	8	3	5	4	5
	1.6%	1.6%	1.6%	1.1%	.3%	1.0%	1.9%	2.5%	.8%	3.5%	1.0%	1.5%	1.3%	2.0%	1.4%	3.6%
	100.0%	49.8%	50.2%	4.0%	3.2%	3.7%	35.9%	37.8%	6.4%	9.0%	12.4%	28.4%	12.0%	17.3%	12.7%	17.2%
Bay Radio	192	102	90	23	74	29	54	9	2	0	27	68	19	25	36	17
	10.5%	11.3%	9.8%	22.3%	24.6%	28.1%	10.0%	2.1%	.7%	.0%	7.4%	12.7%	6.9%	9.9%	13.7%	12.4%
	100.0%	53.1%	46.9%	12.1%	38.5%	15.3%	28.4%	4.8%	.9%	.0%	13.8%	35.6%	9.7%	13.2%	18.7%	8.9%
Calypso Radio	99	53	46	0	8	1	33	40	15	1	23	30	14	12	12	8
	5.5%	5.9%	5.1%	.0%	2.7%	1.1%	6.1%	9.0%	6.3%	1.2%	6.5%	5.5%	5.2%	4.9%	4.6%	5.9%
	100.0%	53.3%	46.7%	.0%	8.2%	1.2%	33.6%	40.5%	15.6%	.9%	23.5%	29.7%	14.2%	12.5%	12.0%	8.1%
RTK	65	30	35	1	4	0	11	24	20	5	9	26	14	9	5	2
	3.6%	3.3%	3.8%	.9%	1.2%	.0%	2.0%	5.3%	8.3%	7.0%	2.5%	4.8%	5.2%	3.6%	2.0%	1.2%
	100.0%	46.0%	54.0%	1.4%	5.6%	.0%	17.0%	36.4%	31.4%	8.1%	13.9%	39.6%	21.5%	14.3%	8.0%	2.6%
Smash Radio	42	22	21	3	7	8	21	4	0	0	12	9	5	3	8	6
	2.3%	2.4%	2.3%	2.5%	2.2%	7.4%	3.9%	.9%	.0%	.0%	3.2%	1.8%	1.7%	1.2%	3.0%	4.2%
	100.0%	51.2%	48.8%	6.1%	15.6%	18.3%	50.0%	9.9%	.0%	.0%	27.4%	22.3%	10.8%	7.4%	18.5%	13.6%
Radju Marija	58	17	41	0	1	0	7	19	23	7	9	24	5	9	6	4
	3.2%	1.9%	4.5%	.0%	.5%	.0%	1.3%	4.2%	9.5%	9.9%	2.4%	4.5%	2.0%	3.6%	2.5%	3.0%
	100.0%	29.3%	70.7%	.0%	2.5%	.0%	12.1%	32.4%	40.2%	12.7%	15.1%	41.6%	9.3%	15.7%	11.2%	7.2%
Campus FM	10	7	4	0	0	1	5	4	0	0	1	4	2	0	3	0
	.6%	.7%	.4%	.0%	.0%	.9%	.9%	1.0%	.0%	.0%	.3%	.8%	.7%	.0%	1.2%	.0%
	100.0%	63.5%	36.5%	.0%	.0%	8.9%	50.1%	41.0%	.0%	.0%	9.8%	42.0%	17.3%	.0%	30.9%	.0%
Vibe FM	60	46	14	1	32	11	16	0	0	0	14	18	8	9	9	2
	3.3%	5.1%	1.6%	1.1%	10.6%	11.0%	2.9%	.0%	.0%	.0%	3.9%	3.3%	3.1%	3.7%	3.6%	1.1%
	100.0%	76.3%	23.7%	1.8%	52.7%	19.0%	26.5%	.0%	.0%	.0%	23.4%	29.3%	13.7%	15.6%	15.4%	2.5%

TABLE 6.5 CONT /...

		GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
XFM	51	29	21	1	13	3	26	7	0	0	6	20	7	9	8	2
	2.8%	3.3%	2.3%	.9%	4.5%	2.7%	4.8%	1.6%	.0%	.0%	1.7%	3.7%	2.6%	3.4%	2.9%	1.4%
Community Radio Stations	100.0%	58.2%	41.8%	1.8%	26.3%	5.5%	52.1%	14.3%	.0%	.0%	11.9%	38.7%	13.7%	16.9%	15.0%	3.8%
	31	18	12	0	2	1	9	10	5	3	6	10	3	5	4	4
	1.7%	2.0%	1.3%	.0%	.7%	1.0%	1.6%	2.3%	2.2%	3.6%	1.5%	1.8%	1.1%	1.8%	1.4%	3.1%
Foreign Radio Station	100.0%	59.8%	40.2%	.0%	7.1%	3.5%	29.3%	34.2%	17.2%	8.7%	18.0%	31.9%	9.3%	15.2%	11.9%	13.8%
	11	8	3	0	0	0	6	4	1	0	2	5	1	1	2	0
	.6%	.8%	.4%	.0%	.0%	.0%	1.0%	1.0%	.4%	.0%	.6%	.9%	.3%	.5%	.7%	.0%
Other Radio Station	100.0%	69.5%	30.5%	.0%	.0%	.0%	50.9%	40.7%	8.5%	.0%	19.6%	45.9%	7.8%	10.9%	15.8%	.0%
	4	4	0	0	0	0	2	1	0	0	0	0	2	0	1	0
	.2%	.4%	.0%	.0%	.0%	.0%	.4%	.3%	.0%	.0%	.0%	.0%	.9%	.0%	.6%	.0%
No particular radio station	100.0%	100.0%	.0%	.0%	.0%	.0%	62.3%	37.7%	.0%	.0%	.0%	.0%	62.3%	.0%	37.7%	.0%
	77	44	33	0	5	4	17	27	17	7	9	16	15	9	24	4
	4.2%	4.9%	3.6%	.0%	1.8%	3.6%	3.2%	6.1%	6.8%	8.7%	2.6%	2.9%	5.6%	3.4%	9.1%	3.1%
Did not remember	100.0%	57.3%	42.7%	.0%	6.9%	4.9%	22.5%	35.5%	21.7%	8.5%	12.0%	20.5%	19.6%	11.4%	31.0%	5.5%
	9	3	6	1	2	0	2	2	2	0	1	4	2	0	1	1
	.5%	.3%	.6%	.9%	.7%	.0%	.4%	.4%	.7%	.0%	.3%	.7%	.8%	.0%	.3%	.6%
Did not listen to radio	100.0%	34.7%	65.3%	10.5%	24.6%	.0%	26.0%	19.3%	19.7%	.0%	11.8%	43.8%	24.2%	.0%	10.5%	9.7%
	798	367	432	64	131	39	250	192	89	35	181	208	124	114	106	66
	43.9%	40.7%	47.0%	62.0%	43.7%	37.6%	45.6%	42.9%	36.2%	46.0%	50.1%	38.8%	46.0%	44.7%	40.4%	47.9%
No response	100.0%	45.9%	54.1%	8.0%	16.3%	4.9%	31.3%	24.0%	11.1%	4.3%	22.6%	26.0%	15.6%	14.3%	13.2%	8.3%
	10	8	3	0	1	1	3	3	1	1	3	4	2	1	0	0
	.6%	.8%	.3%	.0%	.4%	1.4%	.6%	.6%	.3%	1.3%	1.0%	.8%	.6%	.4%	.0%	.0%
	100.0%	72.3%	27.7%	.0%	11.9%	14.1%	31.1%	25.8%	8.0%	9.0%	33.1%	42.1%	16.3%	8.5%	.0%	.0%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [APR-JUN 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Radju Malta	80	15	16	14	12	6	9	9	23	34	23
	4.4%	5.9%	5.9%	5.2%	4.7%	2.4%	3.4%	3.3%	3.8%	5.5%	3.9%
	100.0%	18.8%	19.4%	16.9%	15.5%	7.5%	11.2%	10.8%	28.7%	42.7%	28.6%
Radju Parlament 106.6	3	1	0	0	1	0	1	0	1	0	2
	.2%	.3%	.0%	.0%	.4%	.0%	.4%	.0%	.2%	.0%	.3%
	100.0%	24.9%	.0%	.0%	35.6%	.0%	39.5%	.0%	35.6%	.0%	64.4%
Magic Radio	59	6	10	7	6	13	8	9	21	17	22
	3.3%	2.5%	3.7%	2.7%	2.1%	5.1%	3.1%	3.6%	3.4%	2.7%	3.6%
	100.0%	10.8%	16.4%	11.9%	9.5%	22.0%	13.8%	15.7%	34.8%	28.8%	36.4%
ONE Radio	131	22	24	13	15	18	19	19	39	43	50
	7.2%	8.6%	9.3%	5.1%	5.6%	6.9%	7.4%	7.5%	6.4%	6.8%	8.4%
	100.0%	16.9%	18.6%	10.0%	11.3%	13.4%	14.8%	14.9%	29.6%	32.5%	37.9%
Radio 101	29	6	4	4	7	4	2	4	8	9	13
	1.6%	2.2%	1.4%	1.5%	2.5%	1.4%	.9%	1.4%	1.3%	1.4%	2.1%
	100.0%	19.1%	12.2%	13.0%	23.0%	12.2%	8.4%	12.1%	26.4%	30.3%	43.3%
Bay Radio	192	28	32	35	36	24	23	14	64	51	77
	10.5%	11.0%	12.2%	13.6%	13.4%	9.3%	8.7%	5.4%	10.6%	8.2%	13.0%
	100.0%	14.7%	16.7%	18.4%	18.5%	12.3%	12.0%	7.3%	33.3%	26.7%	39.9%
Calypso Radio	99	12	11	14	16	16	19	12	33	38	28
	5.5%	4.5%	4.2%	5.4%	5.9%	6.2%	7.3%	4.7%	5.5%	6.1%	4.7%
	100.0%	11.7%	11.1%	14.1%	15.6%	16.0%	19.3%	12.2%	33.4%	38.4%	28.2%
RTK	65	10	8	9	6	12	8	12	14	27	23
	3.6%	3.9%	3.1%	3.3%	2.2%	4.7%	3.2%	4.5%	2.4%	4.4%	3.9%
	100.0%	15.7%	12.5%	13.2%	8.9%	18.6%	12.8%	18.3%	22.0%	42.1%	35.9%
Smash Radio	42	9	7	8	8	2	6	3	19	8	16
	2.3%	3.3%	2.9%	2.9%	2.9%	.7%	2.3%	1.2%	3.2%	1.2%	2.6%
	100.0%	20.2%	17.7%	18.0%	18.5%	4.4%	14.0%	7.3%	45.0%	18.2%	36.8%
Radju Marija	58	7	11	12	5	8	9	6	19	18	21
	3.2%	2.9%	4.2%	4.5%	2.0%	3.0%	3.4%	2.4%	3.2%	2.9%	3.5%
	100.0%	12.8%	18.6%	20.0%	9.0%	13.3%	15.4%	10.8%	32.8%	31.3%	35.9%
Campus FM	10	3	2	0	1	0	1	4	4	3	3
	.6%	1.0%	.9%	.0%	.3%	.0%	.3%	1.4%	.7%	.5%	.5%
	100.0%	25.7%	22.8%	.0%	8.9%	.0%	8.4%	34.2%	42.2%	27.6%	30.2%
Vibe FM	60	9	7	9	12	10	7	7	23	22	15
	3.3%	3.5%	2.6%	3.5%	4.4%	3.8%	2.7%	2.8%	3.9%	3.6%	2.5%
	100.0%	15.1%	11.2%	15.0%	19.2%	16.1%	11.6%	11.9%	38.7%	36.9%	24.4%
XFM	51	5	7	7	8	6	12	5	18	16	16
	2.8%	2.0%	2.7%	2.6%	3.1%	2.6%	4.6%	1.9%	3.0%	2.5%	2.8%
	100.0%	10.3%	13.9%	13.4%	16.0%	12.8%	24.0%	9.5%	36.4%	31.0%	32.6%
Community Stations	31	1	4	5	7	4	9	1	11	7	13
	1.7%	.3%	1.6%	2.0%	2.5%	1.6%	3.4%	.4%	1.8%	1.0%	2.2%
	100.0%	2.7%	13.3%	16.6%	21.7%	13.6%	29.0%	3.1%	35.8%	21.2%	43.0%
Foreign Radio Station	11	1	2	4	2	1	1	0	2	5	4
	.6%	.3%	.7%	1.5%	.9%	.5%	.4%	.0%	.3%	.8%	.7%
	100.0%	7.4%	16.1%	35.4%	21.5%	10.9%	8.8%	.0%	17.5%	44.8%	37.7%
Other Radio Station	4	0	0	0	1	1	0	1	1	3	0
	.2%	.0%	.0%	.0%	.6%	.5%	.0%	.5%	.2%	.4%	.0%
	100.0%	.0%	.0%	.0%	37.7%	31.1%	.0%	31.1%	31.1%	68.9%	.0%
No particular radio station	77	12	9	10	14	5	11	15	25	27	25
	4.2%	4.8%	3.3%	4.0%	5.2%	2.1%	4.2%	5.9%	4.1%	4.3%	4.2%
	100.0%	16.1%	11.1%	13.6%	18.1%	6.9%	14.3%	19.8%	32.3%	35.2%	32.6%
Did not remember	9	4	1	2	1	1	0	0	5	0	4
	.5%	1.5%	.4%	.6%	.3%	.4%	.0%	.0%	.8%	.0%	.6%
	100.0%	45.6%	12.3%	19.3%	10.5%	12.3%	.0%	.0%	55.7%	.0%	44.3%
Did not listen to radio	798	106	106	109	107	120	113	137	271	293	234
	43.9%	41.3%	40.6%	41.8%	40.3%	47.2%	43.1%	52.9%	44.9%	46.9%	39.6%
	100.0%	13.3%	13.3%	13.6%	13.4%	15.0%	14.2%	17.2%	34.0%	36.8%	29.3%
No Response	10	0	1	0	2	4	3	1	2	5	4
	.6%	.0%	.3%	.0%	.7%	1.5%	1.2%	.3%	.3%	.8%	.6%
	100.0%	.0%	8.0%	.0%	18.7%	35.9%	29.1%	8.3%	20.0%	44.9%	35.0%
Total	1820	257	261	260	266	254	263	259	604	625	591
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.1%	14.4%	14.3%	14.6%	14.0%	14.4%	14.3%	33.2%	34.4%	32.5%

[Count; Col %; Row %] - [Base: No of Consumers]

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2011]

Daily Average	TVM	ONE TV	NET TV	SMASH TV	EDUCATION 22	FAVOURITE CH	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CH.	MTV	BBC WLD./ENT.	OTHER TV STATION	HIGHEST
Monday	1.205	1.021	0.589	0.000	0.000	0.000	0.000	0.127	0.000	0.030	0.253	0.461	0.264	0.244	0.101	0.171	1.027	1.205
Tuesday	2.113	1.449	0.287	0.029	0.000	0.000	0.014	0.368	0.015	0.000	0.073	0.502	0.341	0.208	0.118	0.123	0.732	2.113
Wednesday	1.523	1.341	0.563	0.000	0.052	0.000	0.031	0.207	0.228	0.000	0.453	0.206	0.538	0.287	0.067	0.086	1.151	1.523
Thursday	1.847	1.588	0.222	0.059	0.057	0.013	0.000	0.128	0.000	0.034	0.176	0.165	0.414	0.201	0.041	0.087	1.075	1.847
Friday	3.505	1.430	0.202	0.000	0.000	0.024	0.000	0.037	0.022	0.000	0.041	0.200	0.352	0.341	0.082	0.131	0.608	3.505
Saturday	1.867	1.640	0.163	0.000	0.000	0.000	0.000	0.353	0.039	0.109	0.083	0.478	0.195	0.233	0.085	0.192	1.411	1.867
Sunday	2.273	1.567	0.204	0.000	0.007	0.007	0.000	0.252	0.054	0.027	0.038	0.215	0.212	0.237	0.092	0.287	1.190	2.273
Mon-Sun	2.043	1.435	0.318	0.013	0.017	0.006	0.006	0.211	0.051	0.029	0.160	0.318	0.331	0.250	0.083	0.154	1.029	2.043
Highest	3.505	1.640	0.589	0.059	0.057	0.024	0.031	0.368	0.228	0.109	0.453	0.502	0.538	0.341	0.118	0.287	1.411	

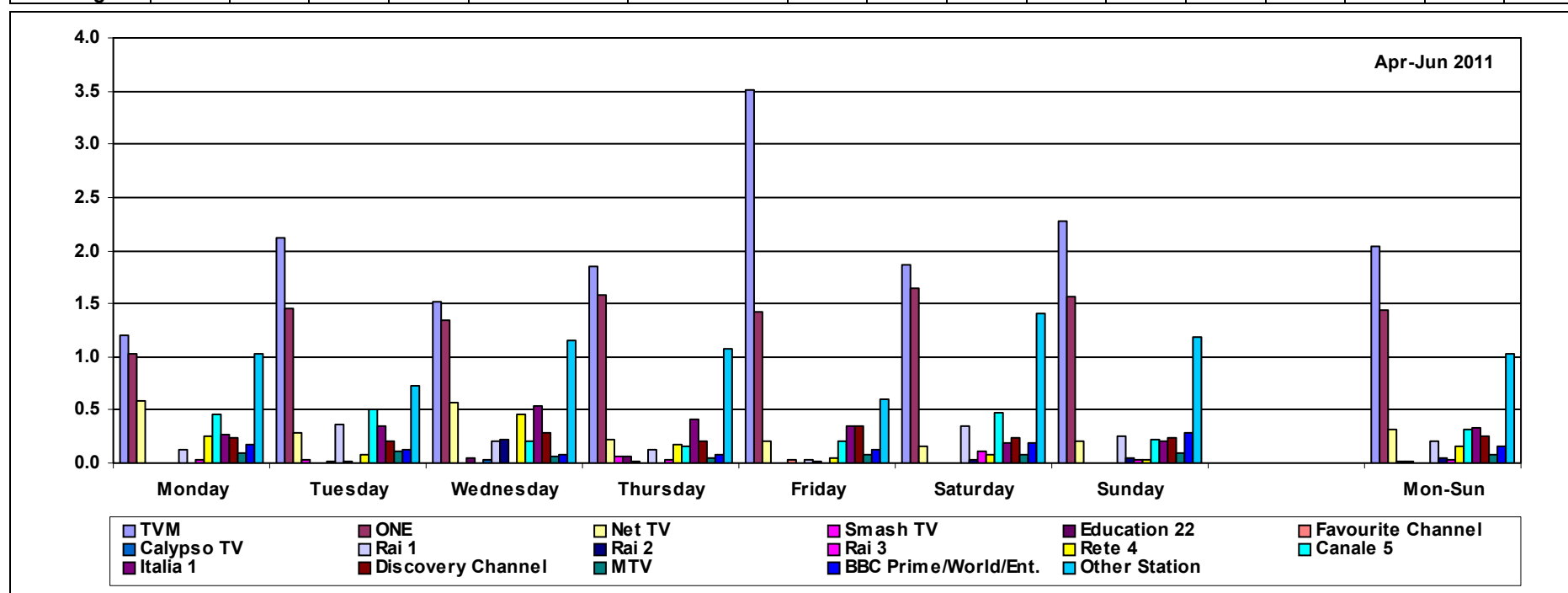


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2011]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2011]

	TVM	ONE TV	NET TV	SMASH TV	EDUCATIO N 22	FAVOURITE CH	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVER Y CH.	MTV	BBC PRIME/ WLD./ENT.	OTHER TV STATION	HIGHEST
Monday	11.893	6.493	8.468	0.000	0.000	0.000	0.000	0.684	0.000	0.289	2.520	2.162	1.254	2.132	0.707	1.164	5.579	11.893
Tuesday	18.629	6.444	1.657	0.351	0.000	0.000	0.351	3.446	0.365	0.000	0.836	2.776	1.982	2.046	0.791	0.981	5.571	18.629
Wednesday	10.236	7.062	2.895	0.000	0.320	0.000	0.386	2.618	2.743	0.000	2.106	1.754	3.057	2.441	0.408	0.717	6.803	10.236
Thursday	16.807	6.620	2.378	0.345	0.700	0.314	0.000	1.361	0.000	0.280	1.898	1.011	3.177	1.443	0.400	0.839	5.821	16.807
Friday	28.181	8.663	1.075	0.000	0.000	0.584	0.000	0.736	0.361	0.000	0.482	1.031	3.026	2.294	0.792	0.69	2.184	28.181
Saturday	8.657	5.365	1.099	0.000	0.000	0.000	0.000	2.844	0.450	0.783	0.663	2.729	1.692	1.940	0.881	0.933	7.097	8.657
Sunday	16.701	4.942	1.439	0.000	0.320	0.365	0.000	0.927	1.026	0.334	0.620	0.852	1.290	1.397	0.867	1.514	5.328	16.701
HIGHEST	25.429	10.122	10.739	0.526		0.379		3.796	1.224	0.763	1.884	5.913	3.356	2.188	1.016	1.740	7.077	

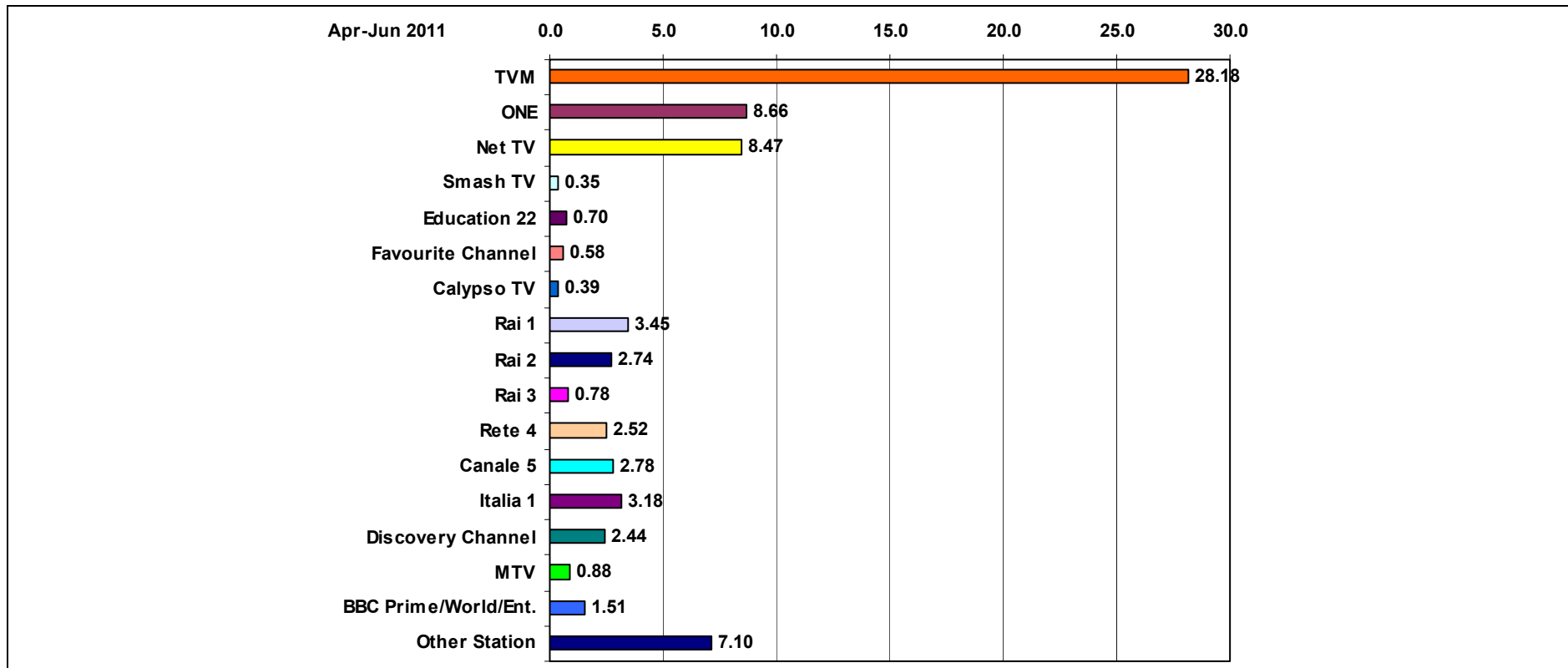


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2011]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	99.66	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	99.66	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	99.66	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	99.66	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
7:30	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
8:00	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
8:30	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
9:00	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
9:30	0.405	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
10:00	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
10:30	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.66	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.000	99.60	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.547	0.000	99.06	100
NOON	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.395	0.000	0.000	0.000	0.547	0.476	97.94	100
12:30	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.395	0.000	0.000	0.000	0.547	0.476	97.94	100
1:00	0.000	0.661	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.395	0.000	0.000	0.000	0.000	0.777	97.88	100
1:30	0.000	0.661	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.395	0.000	0.000	0.000	0.000	0.777	97.88	100
2:00	0.000	1.426	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.289	0.000	0.718	0.000	0.574	0.000	0.000	0.804	95.82	100
2:30	0.000	1.426	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	0.718	0.000	0.574	0.000	0.000	0.804	96.11	100
3:00	0.000	0.950	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	1.024	0.413	0.574	0.000	0.000	0.804	95.86	100
3:30	0.574	0.950	0.000	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	1.024	0.413	0.574	0.000	0.000	0.804	95.29	100
4:00	0.574	0.950	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.781	1.254	0.000	0.351	0.000	1.229	93.50	100
4:30	0.574	0.337	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.063	1.254	0.000	0.351	0.000	0.476	95.59	100
5:00	0.574	0.626	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.836	0.000	0.707	0.000	1.351	95.51	100
5:30	0.931	0.950	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.413	0.000	0.707	0.000	1.351	95.25	100
6:00	1.601	1.306	0.328	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.696	0.351	0.000	0.707	0.354	1.895	92.44	100
6:30	1.601	1.306	0.328	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.395	0.828	0.000	0.356	0.354	1.523	92.98	100
7:00	2.944	1.385	0.328	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.395	0.476	0.000	0.356	0.354	2.788	90.65	100
7:30	2.944	6.493	0.328	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.685	0.476	0.000	0.356	0.354	2.788	85.25	100
7:45	2.910	6.493	1.039	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.685	0.476	0.000	0.356	0.354	2.788	84.58	100
8:00	11.893	5.673	1.696	0.000	0.000	0.000	0.000	0.356	0.000	0.000	0.323	1.317	0.476	0.928	0.356	1.164	5.003	70.81	100
8:30	10.846	5.533	6.579	0.000	0.000	0.000	0.000	0.684	0.000	0.000	1.224	1.317	0.476	0.928	0.356	1.164	4.998	65.89	100
9:00	7.394	4.429	8.468	0.000	0.000	0.000	0.000	0.684	0.000	0.000	2.520	2.162	1.196	1.944	0.000	0.759	4.722	65.72	100
9:30	6.501	4.429	4.702	0.000	0.000	0.000	0.000	0.684	0.000	0.000	1.920	1.794	1.196	2.132	0.000	0.759	5.579	70.30	100
10:00	2.557	1.364	2.587	0.000	0.000	0.000	0.000	0.356	0.000	0.000	2.467	1.028	1.196	1.781	0.000	0.759	3.825	82.08	100
10:30	1.465	0.000	1.002	0.000	0.000	0.000	0.000	0.356	0.000	0.000	2.144	1.028	1.196	0.577	0.000	0.354	2.414	89.46	100
11:00	0.000	0.000	0.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.895	0.632	0.000	0.000	0.000	0.000	1.206	96.88	100
11:30	0.000	0.000	0.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.895	0.955	0.000	0.000	0.000	0.000	0.674	97.09	100
avg.	1.20	1.02	0.59	0.00	0.00	0.00	0.00	0.13	0.00	0.03	0.25	0.46	0.26	0.24	0.10	0.17	1.03	94.51	
max.	11.89	6.49	8.47	0.00	0.00	0.00	0.00	0.68	0.00	0.29	2.52	2.16	1.25	2.13	0.71	1.16	5.58	100	
σ.	2.61	1.78	1.66	0.00	0.00	0.00	0.00	0.21	0.00	0.09	0.66	0.56	0.42	0.51	0.20	0.31	1.53	9.01	

TABLE 7.3.B: TV AUDIENCES - TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.70	100
6:30	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.70	100
7:00	0.285	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.399	98.09	100
7:30	0.285	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.399	98.09	100
8:00	0.285	0.970	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.000	98.46	100
8:30	0.285	0.970	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.000	98.46	100
9:00	0.633	0.970	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.820	97.29	100
9:30	0.633	0.970	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.820	97.29	100
10:00	0.285	0.970	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.75	100
10:30	0.285	1.288	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.43	100
11:00	0.285	1.288	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.43	100
11:30	0.285	1.288	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.43	100
NOON	0.603	1.222	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.000	0.000	0.586	96.91	100
12:30	0.603	0.619	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.000	0.000	0.586	97.51	100
1:00	0.992	1.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.346	0.326	0.000	0.586	95.44	100
1:30	0.992	1.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.346	0.326	0.000	0.586	95.44	100
2:00	0.992	1.265	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.888	0.399	0.566	0.326	0.000	0.000	95.56	100
2:30	0.992	1.583	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.205	0.399	0.566	0.326	0.000	0.000	94.93	100
3:00	0.674	1.583	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.888	0.399	0.000	0.326	0.000	0.476	95.34	100
3:30	0.674	1.583	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.888	0.399	0.000	0.326	0.000	0.476	95.34	100
4:00	0.674	1.315	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.326	0.000	0.945	95.74	100
4:30	0.674	0.674	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.326	0.000	1.250	96.07	100
5:00	0.674	1.143	0.637	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.000	0.000	0.781	96.08	100
5:30	0.674	1.143	0.955	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.399	0.000	0.000	0.000	0.781	95.76	100
6:00	2.152	1.757	0.637	0.000	0.000	0.000	0.000	0.683	0.000	0.000	0.000	0.638	0.353	0.000	0.000	0.000	1.516	92.26	100
6:30	2.152	1.757	0.637	0.000	0.000	0.000	0.000	0.683	0.000	0.000	0.000	0.638	0.353	0.000	0.000	0.000	1.516	92.26	100
7:00	2.196	2.080	0.637	0.000	0.000	0.000	0.000	0.318	0.000	0.000	0.000	0.638	0.353	0.000	0.000	0.351	1.108	92.32	100
7:30	2.196	6.121	0.963	0.000	0.000	0.000	0.000	0.318	0.000	0.000	0.000	0.604	0.476	0.318	0.000	0.351	0.451	88.20	100
7:45	2.514	6.444	1.294	0.000	0.000	0.000	0.000	0.318	0.000	0.000	0.351	0.604	0.476	0.000	0.000	0.713	0.451	86.84	100
8:00	13.051	6.087	1.294	0.351	0.000	0.000	0.000	1.519	0.365	0.000	0.351	0.910	0.822	0.000	0.406	0.981	1.942	71.92	100
8:30	17.686	6.282	1.657	0.351	0.000	0.000	0.000	2.747	0.365	0.000	0.000	1.227	0.822	0.351	0.406	0.924	3.763	63.42	100
9:00	18.629	5.278	1.000	0.351	0.000	0.000	0.000	3.303	0.000	0.000	0.384	2.436	1.093	2.046	0.791	0.606	4.830	59.25	100
9:30	14.993	4.256	1.000	0.351	0.000	0.000	0.000	3.446	0.000	0.000	0.836	2.776	1.444	1.695	0.791	0.606	5.571	62.24	100
10:00	8.028	2.300	1.000	0.000	0.000	0.000	0.000	3.128	0.000	0.000	0.836	2.569	1.982	1.695	0.384	0.606	3.059	74.41	100
10:30	5.477	1.589	0.363	0.000	0.000	0.000	0.351	1.571	0.000	0.000	0.836	1.912	1.833	1.333	0.384	0.606	1.069	82.68	100
11:00	1.353	0.469	0.363	0.000	0.000	0.000	0.351	0.000	0.000	0.000	0.000	1.066	1.136	0.461	0.000	0.306	0.738	93.76	100
11:30	0.365	0.000	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.703	0.774	0.461	0.000	0.000	0.348	96.98	100
avg.	2.11	1.45	0.29	0.03	0.00	0.00	0.01	0.37	0.01	0.00	0.07	0.50	0.34	0.21	0.12	0.12	0.73	93.63	
max.	18.63	6.44	1.66	0.35	0.00	0.00	0.35	3.45	0.37	0.00	0.84	2.78	1.98	2.05	0.79	0.98	5.57	100	
σ.	4.49	1.77	0.44	0.10	0.00	0.00	0.07	0.91	0.07	0.00	0.22	0.68	0.48	0.48	0.21	0.27	1.21	10.17	

TABLE 7.3.C: TV AUDIENCES - WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
7:30	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
8:00	0.643	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.400	98.96	100
8:30	0.643	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.36	100
9:00	0.643	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.97	100
9:30	0.643	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.97	100
10:00	0.324	1.148	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	97.42	100
10:30	0.324	1.148	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	97.42	100
11:00	0.324	1.148	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.74	100
11:30	0.324	1.148	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.74	100
NOON	0.940	0.740	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.408	0.000	0.000	97.12	100
12:30	0.940	0.740	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.355	0.000	0.408	0.000	0.000	96.77	100
1:00	1.226	1.023	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.319	0.000	0.477	0.000	0.408	0.000	0.740	95.02	100
1:30	1.226	1.023	0.471	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.319	0.000	0.477	0.000	0.408	0.000	0.740	95.02	100
2:00	1.226	1.309	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.825	0.000	0.408	0.000	0.320	94.75	100
2:30	1.226	1.309	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.825	0.000	0.408	0.000	0.320	94.75	100
3:00	0.671	1.309	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.825	0.000	0.408	0.000	1.327	94.30	100
3:30	0.671	1.700	0.835	0.000	0.000	0.000	0.000	0.319	0.000	0.000	0.324	0.000	0.825	0.000	0.408	0.000	1.691	93.23	100
4:00	0.702	1.642	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.477	0.471	0.000	0.000	2.146	93.40	100
4:30	0.702	1.642	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	1.606	0.000	0.000	2.146	92.75	100
5:00	0.702	1.642	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.711	95.79	100
5:30	0.988	2.358	0.835	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	1.119	94.38	100
6:00	1.720	2.031	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	1.051	0.471	0.386	0.000	0.463	2.927	89.94	100
6:30	1.335	2.031	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	1.337	0.889	0.386	0.000	0.463	2.927	89.63	100
7:00	3.085	2.351	0.929	0.000	0.000	0.000	0.386	0.000	0.000	0.000	1.069	1.085	0.941	1.046	0.000	0.367	1.980	86.76	100
7:30	4.061	7.062	1.407	0.000	0.000	0.000	0.386	0.000	0.000	0.000	1.773	1.085	1.243	1.046	0.000	0.367	1.730	79.84	100
7:45	3.694	6.743	2.164	0.000	0.000	0.000	0.386	0.000	0.000	0.000	1.773	1.085	1.243	1.046	0.000	0.367	1.730	79.77	100
8:00	10.234	5.890	2.895	0.000	0.000	0.000	0.000	1.005	0.671	0.000	2.106	1.276	2.428	2.441	0.000	0.367	2.615	68.07	100
8:30	10.236	5.992	2.853	0.000	0.000	0.000	0.000	2.274	1.858	0.000	1.722	1.754	2.478	2.441	0.000	0.717	4.122	63.56	100
9:00	8.905	4.154	2.051	0.000	0.000	0.000	0.000	2.618	2.743	0.000	2.054	0.955	2.811	1.417	0.000	0.717	6.069	65.51	100
9:30	7.001	3.055	2.051	0.000	0.000	0.000	0.344	2.274	2.743	0.000	2.054	0.477	3.057	0.849	0.000	0.367	6.803	68.92	100
10:00	5.107	1.902	0.643	0.000	0.000	0.000	0.000	1.269	1.914	0.000	2.022	0.000	2.760	0.463	0.000	0.000	6.484	77.44	100
10:30	2.816	1.170	0.324	0.000	0.000	0.000	0.000	0.364	1.230	0.000	1.678	0.000	2.126	0.463	0.000	0.000	4.993	84.83	100
11:00	0.352	0.762	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.025	0.000	0.419	0.000	0.000	0.000	1.538	95.90	100
11:30	0.352	0.762	0.477	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.419	0.000	0.000	0.000	0.827	96.76	100
avg.	1.52	1.34	0.56	0.00	0.05	0.00	0.03	0.21	0.23	0.00	0.45	0.21	0.54	0.29	0.07	0.09	1.15	93.27	
max.	10.24	7.06	2.90	0.00	0.32	0.00	0.39	2.62	2.74	0.00	2.11	1.75	3.06	2.44	0.41	0.72	6.80	100	
σ.	2.57	1.80	0.74	0.00	0.12	0.00	0.10	0.61	0.67	0.00	0.69	0.46	0.87	0.60	0.15	0.19	1.80	9.81	

TABLE 7.3.D: TV AUDIENCES - THURSDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.799	99.20	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.799	99.20	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.454	99.55	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.556	0.000	0.000	0.000	99.44	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.556	0.000	0.000	0.000	99.44	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.07	100
7:30	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.07	100
8:00	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.556	0.000	0.000	0.000	98.52	100
8:30	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.556	0.000	0.000	0.000	98.52	100
9:00	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	98.78	100
9:30	0.000	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	98.78	100
10:00	0.000	0.613	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	99.09	100
10:30	0.000	0.613	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	99.09	100
11:00	0.000	0.613	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	99.09	100
11:30	0.000	0.613	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.647	0.296	98.45	100
NOON	0.301	0.930	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.647	0.296	97.83	100
12:30	0.000	1.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.647	0.296	97.77	100
1:00	0.000	1.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	98.41	100
1:30	0.360	1.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	0.296	97.71	100
2:00	0.360	2.225	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	1.366	95.70	100
2:30	0.360	2.225	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	1.834	95.23	100
3:00	0.000	1.913	0.000	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.347	0.556	0.340	0.000	0.000	1.151	95.09	100
3:30	0.000	1.913	0.000	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.347	0.556	0.000	0.000	0.000	0.740	95.84	100
4:00	0.000	2.634	0.000	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.392	0.556	0.000	0.000	0.000	1.540	94.28	100
4:30	0.000	2.274	0.000	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.392	0.556	0.000	0.000	0.000	1.095	95.08	100
5:00	0.000	2.611	0.673	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.378	0.000	0.000	0.000	0.000	1.844	93.90	100
5:30	0.000	2.653	0.673	0.318	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.280	0.000	0.000	0.000	0.000	1.844	93.95	100
6:00	0.392	2.653	0.673	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.392	0.000	0.280	1.421	93.59	100
6:30	0.749	2.293	0.392	0.318	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.280	0.000	0.392	0.000	0.637	1.021	93.60	100
7:00	1.801	3.082	0.392	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.280	0.461	0.392	0.000	0.839	1.679	90.76	100
7:30	2.819	5.331	0.752	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.461	0.000	0.000	0.559	2.483	87.28	100
7:45	2.819	5.331	1.541	0.000	0.000	0.000	0.000	0.313	0.000	0.000	0.296	0.000	0.461	0.000	0.000	0.000	2.483	86.76	100
8:00	15.505	6.205	1.196	0.000	0.000	0.000	0.000	0.593	0.000	0.000	0.296	0.000	1.491	0.690	0.000	0.000	4.630	69.40	100
8:30	16.289	6.620	1.053	0.345	0.700	0.000	0.000	0.950	0.000	0.000	1.210	0.648	2.078	0.690	0.000	0.000	5.821	63.60	100
9:00	16.807	4.941	2.378	0.000	0.700	0.314	0.000	1.361	0.000	0.000	1.506	1.011	3.177	0.702	0.000	0.000	5.041	62.06	100
9:30	15.110	4.697	1.155	0.000	0.700	0.314	0.000	1.004	0.000	0.000	1.898	1.011	3.177	1.443	0.400	0.000	4.059	65.03	100
10:00	9.416	3.798	0.000	0.000	0.700	0.000	0.000	0.724	0.000	0.000	1.584	0.693	2.097	1.443	0.400	0.000	2.297	76.85	100
10:30	6.999	1.632	0.000	0.000	0.000	0.000	0.000	0.411	0.000	0.000	1.233	0.693	1.686	0.806	0.400	0.000	1.211	84.93	100
11:00	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	0.000	1.656	0.345	0.400	0.000	0.915	96.00	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	0.000	1.315	0.000	0.400	0.000	0.915	97.07	100
avg.	1.85	1.59	0.22	0.06	0.06	0.01	0.00	0.13	0.00	0.03	0.18	0.16	0.41	0.20	0.04	0.09	1.07	93.89	
max.	16.81	6.62	2.38	0.35	0.70	0.31	0.00	1.36	0.00	0.28	1.90	1.01	3.18	1.44	0.40	0.84	5.82	100	
σ.	4.58	1.81	0.49	0.13	0.19	0.06	0.00	0.30	0.00	0.09	0.46	0.27	0.82	0.36	0.12	0.22	1.35	9.83	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.341	99.66	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.341	99.66	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.554	99.45	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.554	99.45	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
8:00	0.000	0.410	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.000	0.000	99.23	100
8:30	0.000	0.410	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.363	0.000	0.000	0.000	0.000	99.23	100
9:00	0.327	1.035	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.482	0.000	0.000	0.581	97.57	100
9:30	0.327	1.035	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.581	98.06	100
10:00	0.327	1.035	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	1.350	96.86	100
10:30	0.327	1.035	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	1.350	96.86	100
11:00	1.065	0.742	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.358	1.350	96.48	100
11:30	1.065	0.742	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.358	1.350	96.48	100
NOON	0.841	0.410	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.395	98.02	100
12:30	0.841	0.410	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.395	98.02	100
1:00	0.474	1.031	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	98.16	100
1:30	0.474	1.031	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	98.16	100
2:00	0.474	1.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.482	0.000	0.000	0.000	0.428	0.332	0.929	96.00	100
2:30	0.000	1.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.482	0.410	0.000	0.000	0.428	0.332	0.929	96.06	100
3:00	0.685	1.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.000	0.000	0.929	96.62	100
3:30	0.685	1.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.000	0.000	0.929	96.22	100
4:00	0.685	1.227	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.356	0.581	0.000	0.000	0.000	96.74	100
4:30	1.047	0.410	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.000	0.581	0.000	0.000	0.000	97.18	100
5:00	1.350	0.738	0.702	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.327	1.056	0.000	0.000	0.000	95.42	100
5:30	0.977	0.738	0.702	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.410	0.327	0.581	0.000	0.000	0.332	95.57	100
6:00	1.659	1.031	1.029	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.410	0.327	0.581	0.000	0.000	1.064	93.54	100
6:30	1.659	1.031	1.029	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.327	0.581	0.000	0.000	1.064	93.90	100
7:00	3.088	1.031	0.702	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.327	0.327	0.581	0.000	0.332	0.646	92.60	100
7:30	3.451	2.769	0.702	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.327	0.581	0.363	0.332	0.314	90.83	100
7:45	3.451	2.769	0.702	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.327	0.581	0.363	0.332	0.314	90.83	100
8:00	15.794	4.686	1.075	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.727	0.327	1.046	0.792	0.690	1.539	73.32	100
8:30	24.260	8.151	0.702	0.000	0.000	0.000	0.000	0.736	0.000	0.000	0.000	1.031	1.491	1.046	0.792	0.690	1.897	59.20	100
9:00	28.181	8.663	0.702	0.000	0.000	0.584	0.000	0.736	0.000	0.000	0.000	1.031	2.609	1.830	0.000	0.332	2.184	53.15	100
9:30	26.783	8.370	0.702	0.000	0.000	0.584	0.000	0.361	0.000	0.000	0.000	0.705	3.026	2.294	0.000	0.332	2.184	54.66	100
10:00	23.853	6.791	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.705	2.537	2.190	0.000	0.332	1.394	61.82	100
10:30	21.749	5.248	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.341	0.304	2.055	1.406	0.000	0.332	1.858	66.33	100
11:00	4.334	1.259	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.341	0.304	1.419	0.361	0.000	0.000	1.062	90.92	100
11:30	1.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.341	0.304	0.418	0.361	0.000	0.000	1.062	96.00	100
avg.	3.51	1.43	0.20	0.00	0.00	0.02	0.00	0.04	0.02	0.00	0.04	0.20	0.35	0.34	0.08	0.13	0.61	93.03	
max.	28.18	8.66	1.08	0.00	0.00	0.58	0.00	0.74	0.36	0.00	0.48	1.03	3.03	2.29	0.79	0.69	2.18	100	
σ.	7.72	2.27	0.34	0.00	0.00	0.12	0.00	0.15	0.09	0.00	0.12	0.28	0.74	0.58	0.20	0.19	0.66	12.44	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

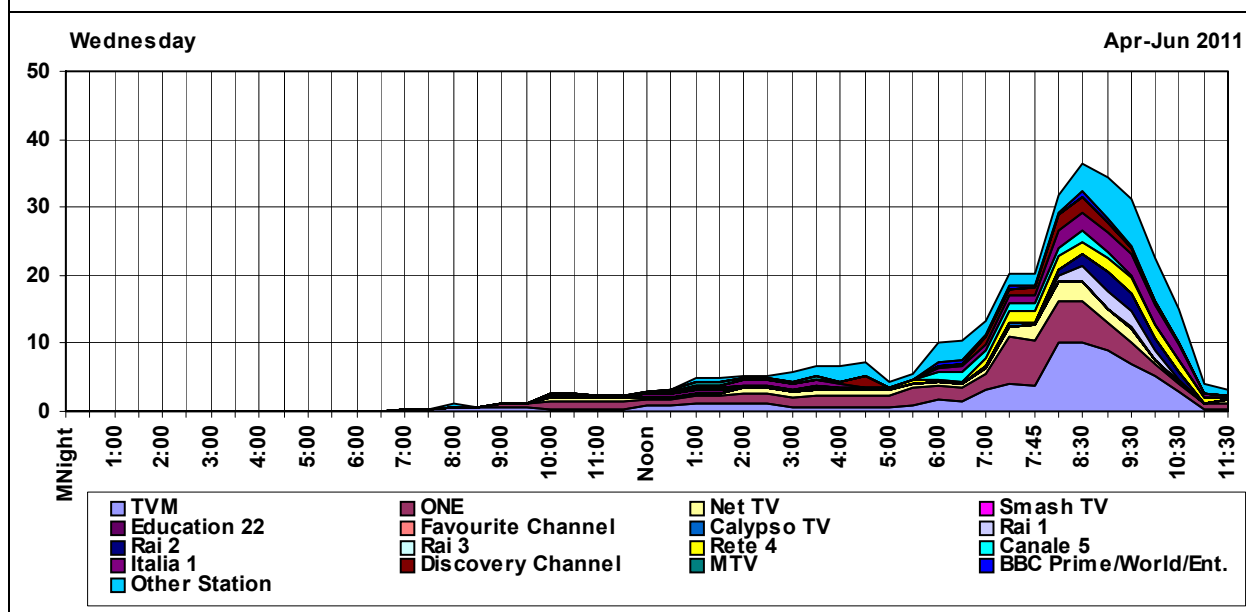
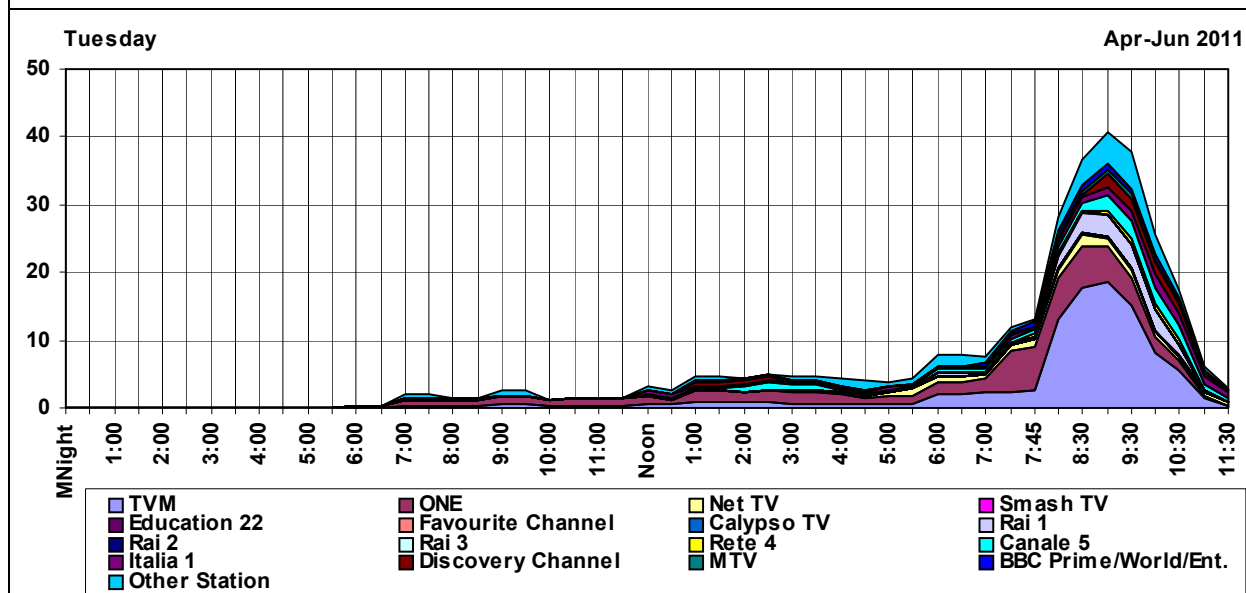
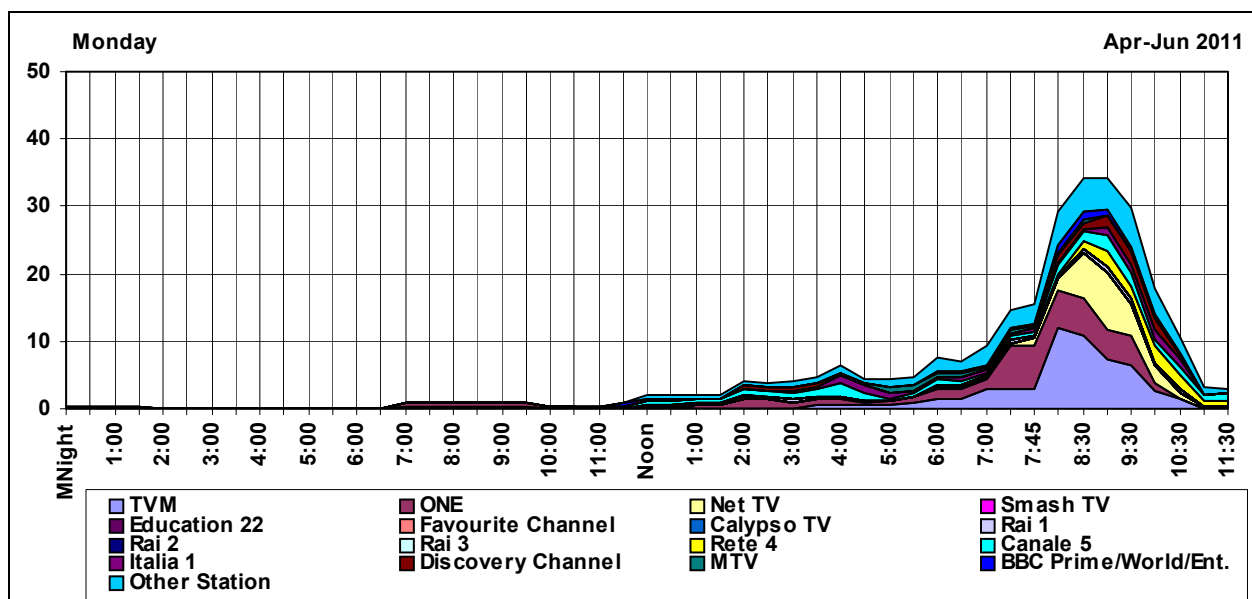
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.283	0.000	0.000	0.000	0.000	0.318	99.05	100
0:30	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.318	99.33	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.921	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.08	100
7:30	0.361	0.921	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.72	100
8:00	0.361	0.954	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.294	98.39	100
8:30	0.361	0.954	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.294	98.39	100
9:00	0.758	0.638	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.344	0.000	0.467	0.000	0.699	97.10	100
9:30	1.320	0.638	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.344	0.000	0.467	0.000	1.040	96.19	100
10:00	1.320	0.638	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.467	0.000	1.149	95.58	100
10:30	0.758	0.921	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.881	0.000	1.149	95.44	100
11:00	0.361	0.921	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.467	0.000	0.808	96.60	100
11:30	0.361	0.921	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.467	0.000	0.404	97.00	100
NOON	0.000	0.973	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.467	0.000	1.344	96.37	100
12:30	0.000	0.973	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.450	0.467	0.000	1.344	96.37	100
1:00	3.219	2.077	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	1.666	92.39	100
1:30	2.565	2.371	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	1.666	92.75	100
2:00	3.195	3.356	0.000	0.000	0.000	0.000	0.000	0.682	0.450	0.000	0.000	0.601	0.000	0.000	0.000	0.330	2.691	88.69	100
2:30	3.195	3.356	0.000	0.000	0.000	0.000	0.000	0.682	0.450	0.000	0.000	0.601	0.000	0.000	0.000	0.000	2.294	89.42	100
3:00	3.599	3.805	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	1.931	90.00	100
3:30	3.202	3.805	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.347	0.000	0.000	0.000	0.000	1.931	90.39	100
4:00	1.570	2.181	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.404	0.000	0.563	0.000	0.347	1.233	93.38	100
4:30	1.570	2.181	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.751	0.000	0.563	0.000	0.347	1.233	93.03	100
5:00	1.166	2.542	0.000	0.000	0.000	0.000	0.000	0.682	0.000	0.000	0.000	0.751	0.000	1.125	0.000	0.347	1.233	92.15	100
5:30	1.166	2.858	0.000	0.000	0.000	0.000	0.000	0.682	0.000	0.000	0.000	0.751	0.000	1.940	0.000	0.347	1.440	90.82	100
6:00	1.061	2.313	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.316	0.000	0.751	0.000	0.904	0.000	0.316	1.258	93.08	100
6:30	1.128	2.313	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.316	0.000	0.404	0.000	0.341	0.000	0.316	1.258	93.92	100
7:00	2.898	2.313	0.000	0.000	0.000	0.000	0.000	0.000	0.341	0.316	0.000	0.404	0.000	0.467	0.000	0.000	2.237	91.02	100
7:30	2.824	3.360	0.000	0.000	0.000	0.000	0.000	0.000	0.341	0.316	0.663	0.404	0.000	0.467	0.000	0.397	1.701	89.53	100
7:45	2.824	3.360	0.361	0.000	0.000	0.000	0.000	0.000	0.341	0.316	0.663	0.404	0.000	0.467	0.000	0.397	1.701	89.17	100
8:00	8.657	3.689	1.099	0.000	0.000	0.000	0.000	0.397	0.000	0.316	0.663	1.506	0.382	0.467	0.000	0.397	2.755	79.67	100
8:30	8.093	4.950	1.099	0.000	0.000	0.000	0.000	1.772	0.000	0.783	0.347	1.506	0.798	0.467	0.000	0.397	4.228	75.56	100
9:00	7.019	5.365	0.748	0.000	0.000	0.000	0.000	2.549	0.000	0.783	0.347	2.729	1.180	0.467	0.000	0.933	5.977	71.90	100
9:30	7.453	4.700	0.748	0.000	0.000	0.000	0.000	2.549	0.000	0.467	0.347	2.729	1.180	0.467	0.000	0.933	7.097	71.33	100
10:00	6.409	4.301	0.387	0.000	0.000	0.000	0.000	2.844	0.000	0.467	0.347	2.303	1.692	0.000	0.000	0.933	5.876	74.44	100
10:30	5.206	3.214	0.387	0.000	0.000	0.000	0.000	2.514	0.000	0.467	0.347	2.303	1.692	0.000	0.000	0.933	5.295	77.64	100
11:00	4.102	0.960	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.347	2.050	0.966	0.000	0.000	0.536	2.088	88.10	100
11:30	2.706	0.620	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.085	0.966	0.000	0.000	0.536	1.164	92.54	100
avg.	1.87	1.64	0.16	0.00	0.00	0.00	0.00	0.35	0.04	0.11	0.08	0.48	0.19	0.23	0.08	0.19	1.41	93.15	
max.	8.66	5.37	1.10	0.00	0.00	0.00	0.00	2.84	0.45	0.78	0.66	2.73	1.69	1.94	0.88	0.93	7.10	100	
σ.	2.36	1.59	0.29	0.00	0.00	0.00	0.00	0.75	0.12	0.21	0.19	0.77	0.45	0.37	0.20	0.28	1.69	7.86	

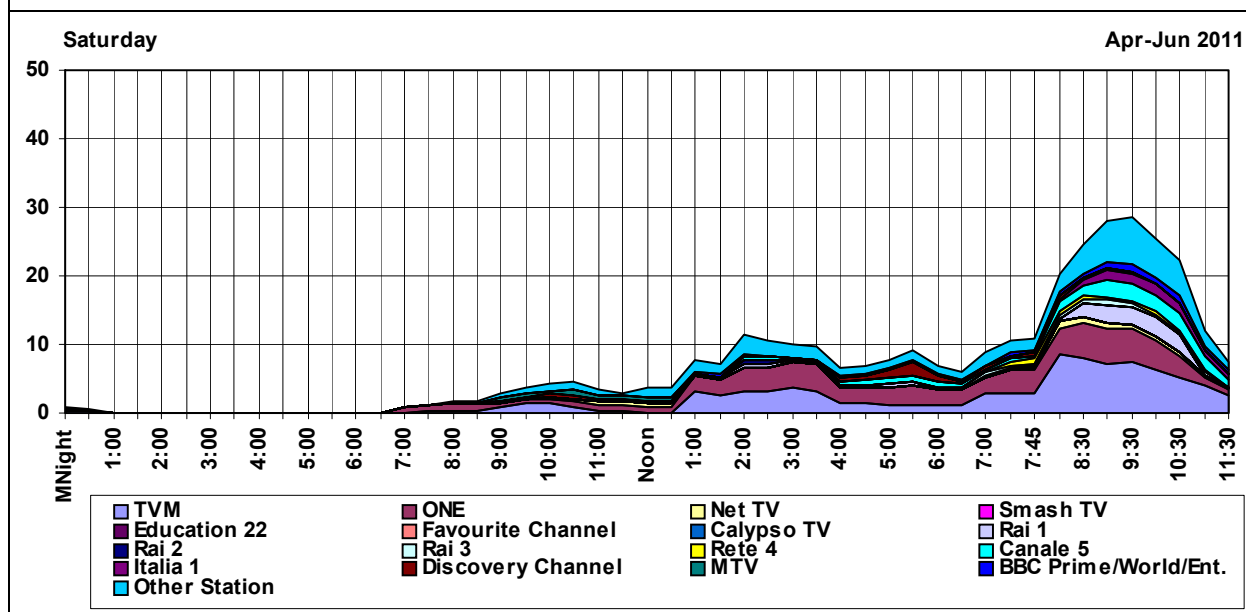
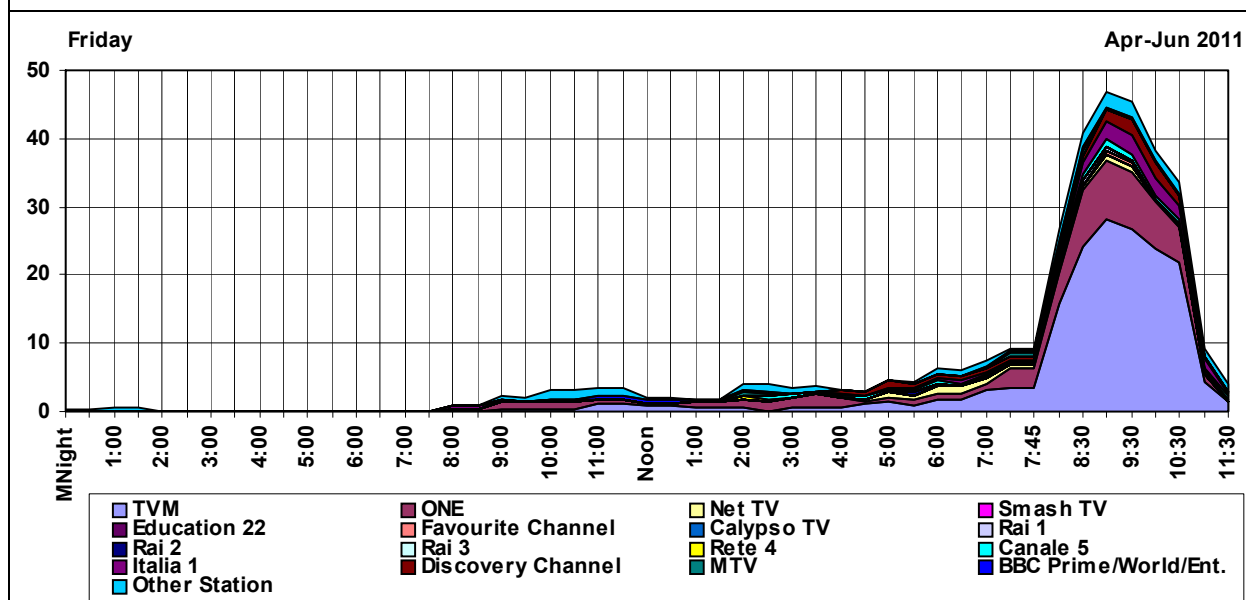
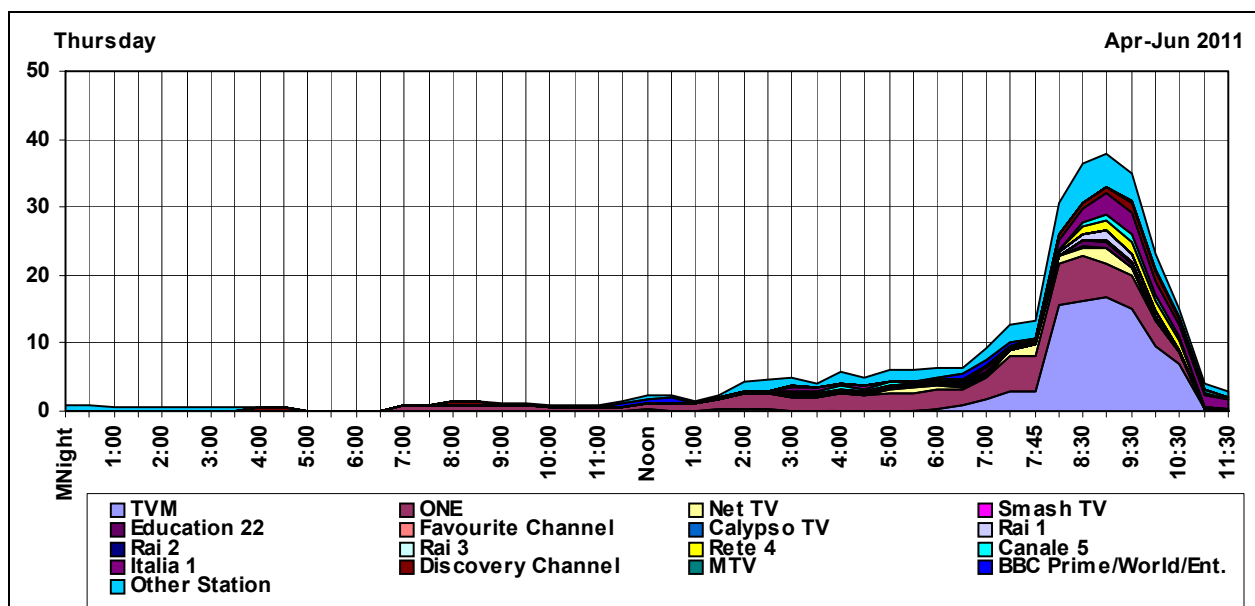
TABLE 7.3.G: TV AUDIENCES - SUNDAY

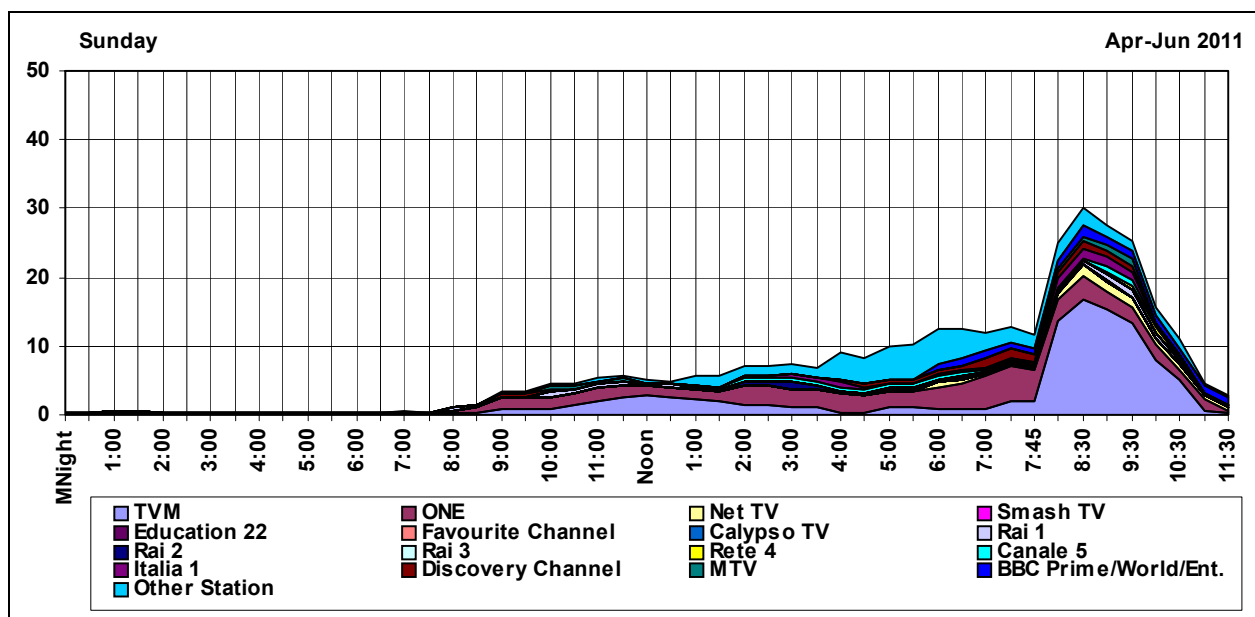
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
0:30	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
1:00	0.325	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
1:30	0.325	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
2:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
2:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
3:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
3:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
4:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
4:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
5:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
5:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
7:00	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.365	99.31	100
7:30	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
8:00	0.325	0.365	0.000	0.000	0.000	0.000	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.96	100
8:30	0.325	0.716	0.000	0.000	0.000	0.000	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.61	100
9:00	0.897	1.709	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.465	0.000	0.000	0.387	96.54	100
9:30	0.897	1.709	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.465	0.000	0.000	0.387	96.54	100
10:00	0.897	1.709	0.000	0.000	0.000	0.000	0.000	0.671	0.000	0.000	0.000	0.000	0.000	0.465	0.409	0.000	0.387	95.46	100
10:30	1.306	1.808	0.000	0.000	0.000	0.000	0.000	0.671	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.000	0.387	95.42	100
11:00	2.124	1.760	0.000	0.000	0.000	0.000	0.000	0.671	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.000	0.387	94.65	100
11:30	2.427	1.760	0.000	0.000	0.000	0.000	0.000	0.671	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.000	0.387	94.35	100
NOON	2.894	1.425	0.000	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.421	94.94	100
12:30	2.422	1.425	0.000	0.000	0.000	0.000	0.000	0.676	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.421	95.06	100
1:00	2.290	1.372	0.000	0.000	0.000	0.000	0.000	0.353	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	1.396	94.30	100
1:30	1.987	1.372	0.000	0.000	0.000	0.000	0.000	0.353	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	1.762	94.24	100
2:00	1.418	2.742	0.000	0.000	0.000	0.000	0.000	0.000	0.572	0.000	0.000	0.607	0.409	0.000	0.000	0.000	1.416	92.84	100
2:30	1.418	2.742	0.000	0.000	0.000	0.000	0.000	0.000	0.572	0.000	0.000	0.607	0.409	0.000	0.000	0.000	1.416	92.84	100
3:00	1.063	2.742	0.000	0.000	0.000	0.000	0.000	0.000	1.026	0.000	0.000	0.607	0.409	0.000	0.000	0.000	1.586	92.57	100
3:30	1.063	2.742	0.000	0.000	0.000	0.000	0.000	0.000	0.454	0.000	0.000	0.607	0.409	0.000	0.000	0.000	1.586	93.14	100
4:00	0.334	2.718	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.607	0.881	0.348	0.000	0.000	3.804	91.02	100
4:30	0.334	2.385	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.607	0.472	0.348	0.000	0.000	3.804	91.76	100
5:00	1.070	2.355	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.334	0.000	0.607	0.000	0.348	0.000	0.000	4.980	90.02	100
5:30	1.070	2.355	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.334	0.000	0.607	0.000	0.348	0.000	0.000	5.328	89.67	100
6:00	0.988	3.098	0.684	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.607	0.303	0.569	0.000	0.923	4.957	87.54	100
6:30	0.988	3.417	0.684	0.000	0.000	0.000	0.000	0.287	0.000	0.334	0.000	0.607	0.303	0.569	0.000	0.923	4.385	87.50	100
7:00	0.988	4.598	0.334	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.320	0.303	1.397	0.000	1.210	2.541	88.02	100
7:30	2.034	4.942	0.334	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.320	0.303	1.397	0.000	0.859	2.193	87.33	100
7:45	2.034	4.533	0.334	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.320	0.303	0.918	0.000	0.859	2.193	88.22	100
8:00	13.635	3.210	0.654	0.000	0.320	0.000	0.000	0.287	0.000	0.000	0.000	0.387	1.290	0.827	0.569	1.146	2.537	75.14	100
8:30	16.701	3.597	1.439	0.000	0.000	0.000	0.000	0.607	0.000	0.000	0.000	0.387	1.290	1.370	0.569	1.514	2.517	70.01	100
9:00	15.422	2.374	1.439	0.000	0.000	0.365	0.000	0.927	0.000	0.000	0.334	0.852	1.290	0.891	0.867	1.227	1.457	72.56	100
9:30	13.333	2.374	1.439	0.000	0.000	0.000	0.000	0.927	0.000	0.000	0.620	0.852	1.290	0.891	0.867	1.227	1.457	74.72	100
10:00	8.008	2.121	0.976	0.000	0.000	0.000	0.000	0.927	0.000	0.000	0.620	0.465	0.355	0.000	0.000	0.940	1.325	84.26	100
10:30	5.133	1.332	0.976	0.000	0.000	0.000	0.000	0.640	0.000	0.000	0.287	0.000	0.355	0.000	0.000	0.940	1.325	89.01	100
11:00	0.683	1.666	0.355	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.144	0.402	95.43	100
11:30	0.328	0.325	0.355	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.144	0.402	97.13	100
avg.	2.27	1.57	0.20	0.00	0.01	0.01	0.00	0.25	0.05	0.03	0.04	0.22	0.21	0.24	0.09	0.29	1.19	93.34	
max.	16.70	4.94	1.44	0.00	0.32	0.37	0.00	0.93	1.03	0.33	0.62	0.85	1.29	1.40	0.87	1.51	5.33	99.67	
σ.	4.03	1.38	0.41	0.00	0.05	0.05	0.00	0.29	0.19	0.09	0.14	0.28	0.38	0.41	0.22	0.49	1.51	7.49	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.051	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.048	0.000	0.000	0.210	99.60	100
0:30	0.051	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.210	99.65	100
1:00	0.046	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.144	99.72	100
1:30	0.046	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.144	99.72	100
2:00	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	99.89	100
2:30	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	99.89	100
3:00	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	99.89	100
3:30	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	99.89	100
4:00	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.081	0.000	0.000	0.000	99.87	100
4:30	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.081	0.000	0.000	0.000	99.87	100
5:00	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
5:30	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
6:00	0.046	0.042	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.91	100
6:30	0.046	0.042	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.91	100
7:00	0.190	0.451	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.109	99.21	100
7:30	0.242	0.451	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.057	99.21	100
8:00	0.289	0.569	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.041	0.051	0.081	0.000	0.000	0.100	98.82	100
8:30	0.289	0.619	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.041	0.051	0.081	0.000	0.000	0.042	98.83	100
9:00	0.523	0.858	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.050	0.134	0.067	0.000	0.398	97.93	100
9:30	0.604	0.858	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.050	0.066	0.067	0.000	0.447	97.87	100
10:00	0.451	0.920	0.125	0.000	0.046	0.000	0.000	0.096	0.000	0.000	0.046	0.000	0.000	0.131	0.185	0.000	0.452	97.55	100
10:30	0.428	1.021	0.125	0.000	0.046	0.000	0.000	0.096	0.000	0.000	0.046	0.000	0.000	0.065	0.245	0.000	0.452	97.48	100
11:00	0.591	0.926	0.125	0.000	0.046	0.000	0.000	0.096	0.000	0.000	0.000	0.056	0.000	0.065	0.126	0.050	0.403	97.52	100
11:30	0.634	0.926	0.125	0.000	0.046	0.000	0.000	0.096	0.000	0.000	0.000	0.056	0.000	0.065	0.126	0.222	0.345	97.36	100
NOON	0.845	0.818	0.125	0.000	0.046	0.000	0.000	0.046	0.000	0.041	0.000	0.097	0.057	0.065	0.126	0.218	0.504	97.01	100
12:30	0.734	0.784	0.125	0.000	0.046	0.000	0.000	0.096	0.000	0.041	0.000	0.097	0.108	0.065	0.126	0.218	0.504	97.06	100
1:00	1.174	1.300	0.067	0.000	0.046	0.000	0.000	0.097	0.000	0.041	0.046	0.138	0.126	0.050	0.105	0.094	0.782	95.93	100
1:30	1.089	1.343	0.067	0.000	0.046	0.000	0.000	0.097	0.000	0.041	0.046	0.188	0.126	0.050	0.105	0.094	0.834	95.87	100
2:00	1.099	1.959	0.119	0.000	0.000	0.000	0.000	0.151	0.146	0.041	0.114	0.453	0.233	0.162	0.165	0.094	1.078	94.18	100
2:30	1.033	2.005	0.119	0.000	0.000	0.000	0.000	0.151	0.146	0.000	0.114	0.556	0.233	0.162	0.165	0.046	1.089	94.18	100
3:00	0.959	1.957	0.165	0.046	0.000	0.000	0.000	0.099	0.146	0.041	0.046	0.516	0.373	0.131	0.105	0.000	1.174	94.24	100
3:30	0.983	2.069	0.165	0.046	0.000	0.000	0.000	0.144	0.065	0.041	0.046	0.516	0.373	0.081	0.105	0.000	1.166	94.20	100
4:00	0.648	1.815	0.215	0.046	0.000	0.000	0.000	0.087	0.000	0.041	0.046	0.552	0.559	0.279	0.096	0.050	1.561	94.00	100
4:30	0.698	1.422	0.268	0.046	0.000	0.000	0.000	0.087	0.000	0.041	0.046	0.500	0.383	0.442	0.096	0.050	1.433	94.49	100
5:00	0.787	1.673	0.407	0.046	0.000	0.000	0.000	0.139	0.000	0.088	0.046	0.404	0.221	0.359	0.100	0.050	1.561	94.12	100
5:30	0.826	1.873	0.453	0.046	0.000	0.000	0.000	0.139	0.050	0.088	0.046	0.390	0.161	0.411	0.100	0.050	1.746	93.62	100
6:00	1.364	2.033	0.575	0.046	0.000	0.000	0.000	0.144	0.050	0.093	0.046	0.633	0.256	0.405	0.100	0.334	2.148	91.77	100
6:30	1.370	2.026	0.534	0.046	0.000	0.000	0.000	0.230	0.000	0.093	0.046	0.581	0.383	0.324	0.050	0.386	1.955	91.97	100
7:00	2.425	2.413	0.473	0.000	0.000	0.000	0.055	0.178	0.100	0.046	0.153	0.493	0.409	0.554	0.050	0.494	1.856	90.30	100
7:30	2.902	5.159	0.641	0.000	0.000	0.000	0.055	0.178	0.049	0.046	0.349	0.488	0.469	0.543	0.101	0.460	1.670	86.89	100
7:45	2.890	5.101	1.064	0.000	0.000	0.000	0.055	0.178	0.049	0.046	0.443	0.488	0.469	0.429	0.101	0.431	1.670	86.59	100
8:00	12.675	5.066	1.416	0.050	0.046	0.000	0.000	0.597	0.148	0.046	0.536	0.873	1.034	0.912	0.300	0.675	3.009	72.62	100
8:30	14.844	5.870	2.191	0.101	0.102	0.000	0.000	1.399	0.318	0.113	0.646	1.124	1.350	1.040	0.300	0.769	3.918	65.92	100
9:00	14.587	5.019	2.391	0.050	0.102	0.179	0.000	1.746	0.392	0.113	1.022	1.598	1.909	1.323	0.237	0.652	4.338	64.34	100
9:30	12.989	4.543	1.681	0.050	0.102	0.127	0.049	1.613	0.392	0.067	1.100	1.481	2.053	1.391	0.295	0.602	4.689	66.77	100
10:00	9.012	3.219	0.848	0.000	0.102	0.000	0.000	1.328	0.274	0.067	1.127	1.112	1.803	1.077	0.113	0.509	3.472	75.93	100
10:30	6.935	2.019	0.487	0.000	0.000	0.000	0.050	0.842	0.176	0.067	0.981	0.895	1.563	0.653	0.113	0.452	2.597	82.17	100
11:00	1.596	0.728	0.214	0.000	0.000	0.000	0.050	0.046	0.000	0.067	0.414	0.581	0.802	0.167	0.058	0.284	1.136	93.86	100
11:30	0.751	0.245	0.282	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.274	0.435	0.560	0.117	0.058	0.240	0.770	96.22	100
avg.	2.04	1.44	0.32	0.01	0.02	0.01	0.01	0.21	0.05	0.03	0.16	0.32	0.33	0.25	0.08	0.15	1.03	93.55	
max.	14.84	5.87	2.39	0.10	0.10	0.18	0.06	1.75	0.39	0.11	1.13	1.60	2.05	1.39	0.30	0.77	4.69	99.95	
σ.	3.90	1.62	0.55	0.02	0.03	0.03	0.02	0.42	0.10	0.04	0.31	0.40	0.54	0.35	0.09	0.22	1.20	9.29	

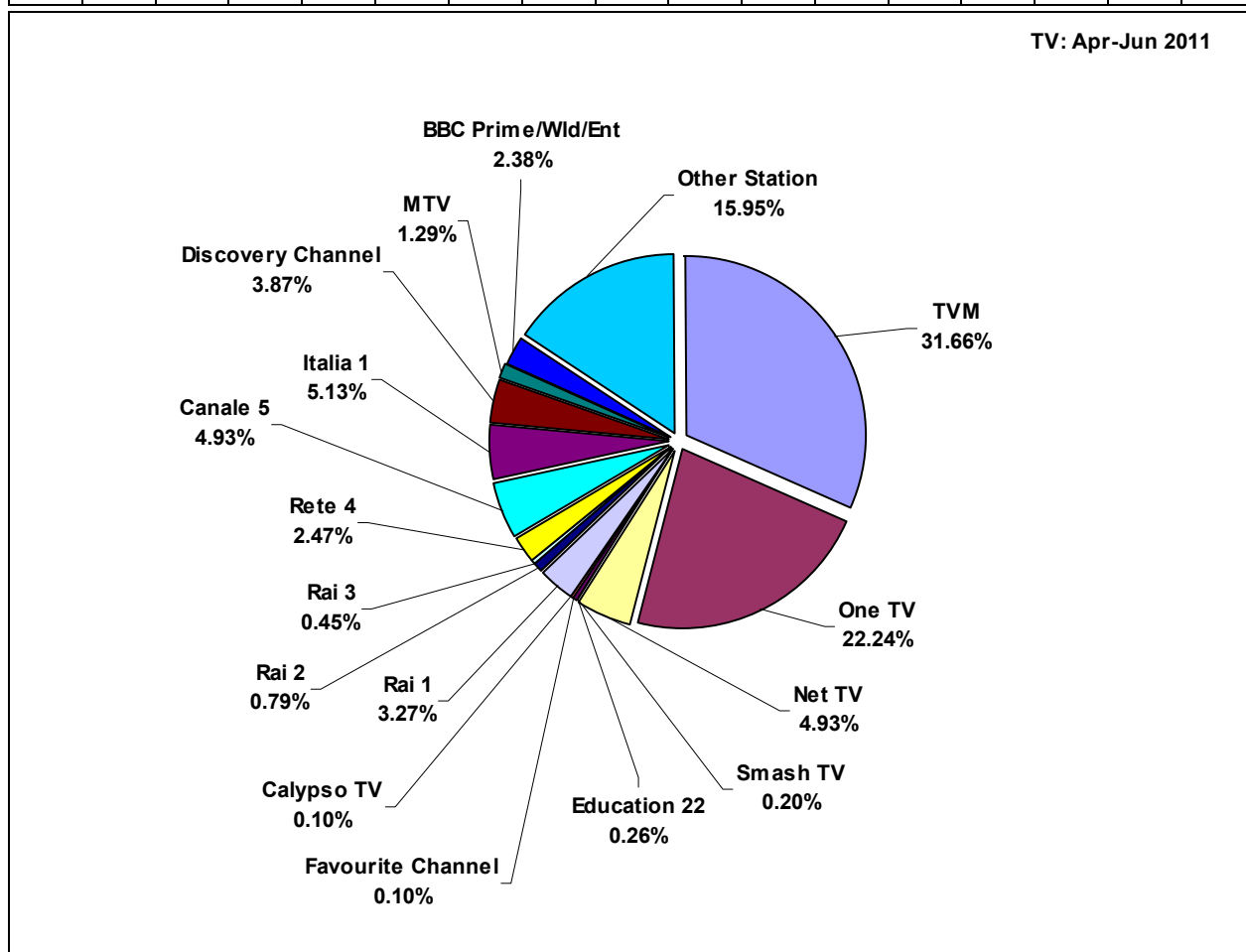






FIGURES 7.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2011]

TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
31.66	22.24	4.93	0.20	0.26	0.10	0.10	3.27	0.79	0.45	2.47	4.93	5.13	3.87	1.29	2.38	15.95



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2011]

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2011]

		GENDER		AGE GROUP							DISTRICTS					
	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
No YV-set	10	7	3	0	0	0	6	3	2	0	3	6	1	1	0	0
	.6%	.8%	.4%	.0%	.0%	.0%	1.1%	.6%	.7%	.0%	.8%	1.0%	.3%	.5%	.0%	.0%
TVM	100.0%	66.9%	33.1%	.0%	.0%	.0%	59.9%	24.2%	15.9%	.0%	27.5%	52.9%	8.3%	11.3%	.0%	.0%
	442	196	247	32	57	23	165	97	51	17	82	125	75	61	57	43
	24.3%	21.7%	26.8%	30.9%	19.2%	22.2%	30.2%	21.6%	20.7%	23.2%	22.6%	23.3%	27.7%	24.1%	21.9%	31.0%
ONE	100.0%	44.3%	55.7%	7.2%	13.0%	5.2%	37.3%	21.8%	11.5%	3.9%	18.4%	28.2%	16.9%	13.9%	13.0%	9.7%
	171	72	100	4	18	3	41	62	35	8	40	48	34	20	15	16
	9.4%	7.9%	10.8%	3.6%	6.0%	2.9%	7.5%	14.0%	14.1%	11.3%	11.0%	8.9%	12.6%	7.7%	5.6%	11.5%
Net TV	100.0%	41.8%	58.2%	2.2%	10.5%	1.8%	23.9%	36.4%	20.3%	5.0%	23.1%	27.8%	19.9%	11.4%	8.5%	9.3%
	65	26	39	1	8	6	14	16	15	4	11	24	9	11	6	3
	3.6%	2.9%	4.2%	1.1%	2.8%	5.3%	2.5%	3.7%	6.1%	5.9%	3.0%	4.5%	3.5%	4.3%	2.5%	2.4%
Smash TV	100.0%	40.6%	59.4%	1.8%	13.1%	8.5%	21.4%	25.4%	23.0%	6.8%	16.7%	36.8%	14.4%	17.0%	9.9%	5.2%
	3	2	1	0	0	0	0	3	0	0	2	0	1	0	0	0
	.1%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.5%	.0%	.3%	.0%	.0%	.0%
Education ee	100.0%	68.5%	31.5%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	68.5%	.0%	31.5%	.0%	.0%	.0%
	4	1	3	0	0	0	0	2	2	0	0	2	0	0	1	1
	.2%	.1%	.3%	.0%	.0%	.0%	.0%	.4%	.7%	.0%	.0%	.3%	.0%	.0%	.3%	.6%
Favorite Channel	100.0%	26.9%	73.1%	.0%	.0%	.0%	.0%	52.8%	47.2%	.0%	.0%	50.5%	.0%	.0%	25.8%	23.7%
	3	2	1	0	0	0	0	3	0	0	0	1	0	0	1	1
	.2%	.3%	.1%	.0%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.2%	.0%	.0%	.6%	.6%
Calypso Music TV	100.0%	74.5%	25.5%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	29.0%	.0%	.0%	45.5%	25.5%
	3	2	1	0	1	0	0	2	0	0	2	0	0	1	0	0
	.2%	.2%	.1%	.0%	.3%	.0%	.0%	.4%	.0%	.0%	.5%	.0%	.0%	.4%	.0%	.0%
Rai 1	100.0%	64.3%	35.7%	.0%	35.7%	.0%	.0%	64.3%	.0%	.0%	68.2%	.0%	.0%	31.8%	.0%	.0%
	45	22	24	0	2	0	10	18	14	1	9	17	5	5	4	5
	2.5%	2.4%	2.6%	.0%	.8%	.0%	1.8%	4.1%	5.6%	1.1%	2.5%	3.3%	1.7%	1.8%	1.7%	3.7%
Rai 2	100.0%	48.0%	52.0%	.0%	5.1%	.0%	22.1%	40.8%	30.1%	1.8%	20.2%	38.5%	10.0%	10.3%	9.7%	11.3%
	14	11	3	1	1	2	2	5	2	0	3	3	1	4	2	0
	.8%	1.2%	.3%	1.2%	.4%	2.3%	.4%	1.1%	.8%	.0%	.9%	.5%	.5%	1.7%	.9%	.0%
Rai 3	100.0%	79.3%	20.7%	9.0%	7.7%	17.5%	15.2%	37.0%	13.6%	.0%	22.4%	20.6%	8.9%	30.6%	17.5%	.0%
	4	2	2	0	0	0	1	2	1	1	1	1	2	0	0	0
	.2%	.2%	.3%	.0%	.0%	.0%	.2%	.4%	.4%	1.0%	.4%	.2%	.8%	.0%	.0%	.0%
Rete 4	100.0%	47.4%	52.6%	.0%	.0%	.0%	27.8%	35.7%	19.6%	16.9%	33.8%	18.8%	47.4%	.0%	.0%	.0%
	34	15	18	0	1	3	11	12	5	2	5	8	6	6	4	3
	1.8%	1.7%	2.0%	.0%	.4%	2.9%	2.0%	2.6%	2.1%	2.3%	1.5%	1.5%	2.3%	2.4%	1.6%	2.4%
	100.0%	45.7%	54.3%	.0%	3.6%	8.9%	32.2%	34.8%	15.3%	5.1%	16.1%	24.4%	18.7%	18.5%	12.5%	9.8%

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Canale 5	59	12	47	3	10	4	22	16	2	1	20	19	6	6	3	5
	3.2%	1.3%	5.1%	3.1%	3.5%	4.1%	3.9%	3.7%	1.0%	1.0%	5.5%	3.6%	2.3%	2.3%	1.0%	3.7%
Italia 1	100.0%	20.3%	79.7%	5.5%	17.6%	7.3%	36.5%	27.9%	4.1%	1.3%	33.3%	33.0%	10.7%	10.1%	4.2%	8.7%
	69	38	31	5	23	14	19	6	1	0	11	18	14	7	13	6
	3.8%	4.2%	3.4%	5.2%	7.8%	13.6%	3.5%	1.4%	.3%	.0%	3.1%	3.3%	5.3%	2.8%	5.0%	4.1%
Discovery Channel	100.0%	55.0%	45.0%	7.7%	33.8%	20.6%	27.4%	9.3%	1.2%	.0%	16.2%	25.6%	20.6%	10.3%	19.0%	8.3%
	64	56	8	11	24	1	21	5	3	0	13	25	6	9	11	0
	3.5%	6.2%	.8%	10.5%	8.0%	.9%	3.8%	1.1%	1.1%	.0%	3.5%	4.7%	2.1%	3.5%	4.3%	.0%
MTV	100.0%	88.0%	12.0%	16.9%	37.3%	1.4%	32.4%	7.8%	4.1%	.0%	19.9%	39.5%	9.0%	13.9%	17.8%	.0%
	16	5	10	2	10	1	2	1	0	0	1	6	3	0	3	3
	.9%	.6%	1.1%	1.9%	3.4%	1.0%	.3%	.2%	.0%	.0%	.3%	1.1%	1.1%	.0%	1.1%	2.2%
BBC Prime/World/Ent	100.0%	34.5%	65.5%	12.9%	64.3%	6.4%	10.8%	5.5%	.0%	.0%	6.4%	36.7%	18.7%	.0%	18.7%	19.4%
	31	12	19	0	2	0	9	10	8	2	4	9	2	4	11	0
	1.7%	1.3%	2.0%	.0%	.6%	.0%	1.6%	2.2%	3.4%	3.0%	1.2%	1.8%	.6%	1.7%	4.1%	.0%
Other TV station	100.0%	39.6%	60.4%	.0%	5.6%	.0%	28.5%	31.6%	27.1%	7.3%	14.2%	30.9%	5.6%	14.4%	34.9%	.0%
	209	120	89	29	48	5	63	37	22	5	40	73	26	24	33	12
	11.5%	13.3%	9.7%	27.5%	16.2%	5.2%	11.6%	8.3%	9.0%	6.1%	11.1%	13.7%	9.7%	9.4%	12.8%	8.8%
No particular station	100.0%	57.3%	42.7%	13.6%	23.1%	2.6%	30.3%	17.6%	10.5%	2.2%	19.1%	35.1%	12.6%	11.4%	16.0%	5.8%
	171	79	92	5	6	5	35	57	46	18	33	45	27	28	22	16
	9.4%	8.8%	10.0%	5.1%	2.0%	4.8%	6.4%	12.7%	18.6%	23.4%	9.1%	8.5%	9.8%	11.0%	8.4%	11.8%
Do not remember	100.0%	46.3%	53.7%	3.1%	3.5%	2.9%	20.6%	33.0%	26.6%	10.3%	19.2%	26.5%	15.5%	16.4%	12.9%	9.5%
	17	5	12	1	1	2	4	2	4	3	2	4	2	3	4	2
	.9%	.6%	1.3%	1.1%	.4%	1.9%	.8%	.4%	1.4%	4.3%	.5%	.8%	.9%	1.0%	1.5%	1.4%
Do not watch TV	100.0%	31.4%	68.6%	6.4%	6.2%	11.7%	25.9%	10.1%	20.6%	19.0%	10.3%	25.7%	14.6%	15.5%	22.5%	11.4%
	375	208	167	9	82	33	117	86	34	13	76	95	49	65	68	22
	20.6%	23.0%	18.2%	8.7%	27.6%	31.5%	21.5%	19.3%	13.8%	17.4%	21.2%	17.7%	18.0%	25.5%	26.2%	15.7%
No response	100.0%	55.4%	44.6%	2.4%	22.0%	8.8%	31.3%	23.0%	9.0%	3.5%	20.3%	25.3%	12.9%	17.3%	18.3%	5.8%
	12	8	4	0	2	1	5	2	1	0	3	6	1	0	1	0
	.6%	.9%	.4%	.0%	.8%	1.4%	.9%	.5%	.4%	.0%	.8%	1.1%	.5%	.0%	.6%	.0%
	100.0%	66.7%	33.3%	.0%	19.7%	12.7%	40.2%	19.2%	8.2%	.0%	25.6%	51.1%	10.6%	.0%	12.8%	.0%
Total	1820	901	919	104	299	104	547	446	245	75	360	535	270	255	262	138
	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%
	100.0%	49.5%	50.5%	5.7%	16.4%	5.7%	30.0%	24.5%	13.5%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [APR-JUN 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No TV-set	10	1	1	1	2	1	1	3	5	1	4
	.6%	.5%	.5%	.3%	.6%	.6%	.3%	1.3%	.9%	.2%	.6%
	100.0%	11.3%	11.6%	7.1%	16.3%	13.5%	8.8%	31.5%	51.8%	13.5%	34.7%
TVM	442	46	67	44	66	99	53	68	151	157	135
	24.3%	18.0%	25.7%	16.7%	24.7%	38.9%	20.4%	26.1%	25.0%	25.0%	22.8%
	100.0%	10.5%	15.1%	9.8%	14.8%	22.3%	12.1%	15.3%	34.1%	35.4%	30.5%
ONE	171	23	24	28	21	27	23	24	57	61	53
	9.4%	9.0%	9.2%	10.8%	7.9%	10.8%	8.7%	9.4%	9.5%	9.8%	8.9%
	100.0%	13.5%	14.1%	16.5%	12.3%	16.0%	13.3%	14.3%	33.4%	35.9%	30.7%
Net TV	65	25	5	11	10	4	4	6	24	23	18
	3.6%	9.8%	2.0%	4.1%	3.8%	1.4%	1.5%	2.4%	4.0%	3.6%	3.1%
	100.0%	38.9%	7.9%	16.3%	15.6%	5.5%	6.1%	9.7%	36.9%	35.1%	28.0%
Smash TV	3	0	1	0	2	0	0	0	0	2	1
	.1%	.0%	.4%	.0%	.7%	.0%	.0%	.0%	.0%	.3%	.2%
	100.0%	.0%	34.2%	.0%	65.8%	.0%	.0%	.0%	.0%	65.8%	34.2%
Education 22	4	0	0	1	2	0	0	1	0	2	2
	.2%	.0%	.0%	.3%	.7%	.0%	.0%	.3%	.0%	.3%	.3%
	100.0%	.0%	.0%	23.7%	52.8%	.0%	.0%	23.6%	.0%	50.6%	49.4%
Favorite TV	3	0	0	0	1	1	0	1	1	0	2
	.2%	.0%	.0%	.0%	.3%	.6%	.0%	.4%	.2%	.0%	.3%
	100.0%	.0%	.0%	.0%	25.5%	45.5%	.0%	29.0%	45.5%	.0%	54.5%
Calypso Music TV	3	0	1	2	0	0	0	0	1	1	1
	.2%	.0%	.4%	.7%	.0%	.0%	.0%	.0%	.1%	.2%	.2%
	100.0%	.0%	32.5%	67.5%	.0%	.0%	.0%	.0%	31.8%	35.7%	32.5%
Rai 1	45	4	12	8	4	2	9	7	18	15	12
	2.5%	1.4%	4.7%	2.9%	1.4%	.7%	3.5%	2.7%	3.0%	2.4%	2.1%
	100.0%	7.8%	27.1%	16.9%	8.0%	4.1%	20.4%	15.7%	40.1%	32.5%	27.3%
Rai 2	14	0	1	7	0	1	2	3	7	5	2
	.8%	.0%	.4%	2.7%	.0%	.4%	.8%	1.0%	1.1%	.8%	.4%
	100.0%	.0%	6.9%	51.9%	.0%	6.7%	15.1%	19.4%	49.2%	35.7%	15.1%
Rai 3	4	1	0	0	1	0	2	1	1	1	3
	.2%	.3%	.0%	.0%	.3%	.0%	.8%	.3%	.1%	.1%	.5%
	100.0%	16.9%	.0%	.0%	16.9%	.0%	46.6%	19.6%	16.9%	18.8%	64.3%
Rete 4	34	9	3	10	7	2	2	2	8	13	13
	1.8%	3.4%	1.2%	3.7%	2.6%	.8%	.7%	.6%	1.4%	2.0%	2.1%
	100.0%	25.7%	9.2%	28.6%	20.3%	6.2%	5.2%	4.8%	25.0%	37.5%	37.4%
Canale 5	59	12	12	7	7	4	13	5	17	18	24
	3.2%	4.5%	4.4%	2.7%	2.8%	1.4%	5.1%	1.8%	2.8%	2.9%	4.1%
	100.0%	19.5%	19.6%	11.9%	12.4%	6.2%	22.6%	7.8%	28.2%	30.9%	40.9%
Italia 1	69	11	9	13	13	11	6	6	24	22	23
	3.8%	4.1%	3.6%	5.0%	4.8%	4.2%	2.5%	2.5%	4.0%	3.5%	4.0%
	100.0%	15.3%	13.6%	18.7%	18.3%	15.3%	9.3%	9.3%	34.6%	31.4%	34.0%
Discovery Channel	64	9	9	11	10	10	7	8	20	28	15
	3.5%	3.5%	3.3%	4.0%	3.6%	4.1%	2.9%	3.2%	3.4%	4.5%	2.6%
	100.0%	14.1%	13.4%	16.5%	15.1%	16.2%	11.7%	13.1%	32.0%	44.4%	23.6%
MTV	16	2	3	1	1	3	2	3	7	1	8
	.9%	.7%	1.1%	.4%	.4%	1.2%	.9%	1.3%	1.1%	.1%	1.4%
	100.0%	11.7%	18.7%	6.8%	6.8%	19.9%	14.8%	21.3%	42.1%	5.5%	52.5%
BBC Prime/World/Ent.	31	4	4	3	5	3	5	6	11	5	15
	1.7%	1.7%	1.6%	1.2%	1.8%	1.0%	1.9%	2.4%	1.8%	.9%	2.5%
	100.0%	14.3%	13.9%	10.0%	15.9%	8.7%	16.5%	20.6%	34.9%	17.7%	47.4%
Other TV station	209	29	26	39	30	19	39	28	85	65	59
	11.5%	11.3%	9.8%	15.0%	11.2%	7.3%	14.9%	10.8%	14.0%	10.4%	10.0%
	100.0%	13.9%	12.3%	18.7%	14.2%	8.9%	18.7%	13.4%	40.5%	31.2%	28.3%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	171	34	28	26	19	19	27	18	54	62	54
	9.4%	13.3%	10.6%	10.0%	7.2%	7.6%	10.3%	6.9%	9.0%	10.0%	9.2%
	100.0%	19.9%	16.2%	15.2%	11.1%	11.2%	15.8%	10.5%	31.8%	36.5%	31.7%
Did not remember	17	4	1	4	3	3	2	1	5	5	6
	.9%	1.5%	.4%	1.7%	1.0%	1.1%	.6%	.3%	.9%	.8%	1.1%
	100.0%	22.1%	5.6%	25.9%	15.4%	16.2%	9.8%	5.0%	32.3%	29.6%	38.1%
Did not watch TV	375	44	55	45	63	44	59	66	105	135	136
	20.6%	17.1%	20.9%	17.2%	23.8%	17.1%	22.6%	25.3%	17.3%	21.5%	22.9%
	100.0%	11.7%	14.5%	11.9%	16.9%	11.6%	15.8%	17.5%	27.9%	35.9%	36.2%
No Response	12	0	0	1	1	2	5	2	2	3	6
	.6%	.0%	.0%	.5%	.5%	.8%	1.8%	.9%	.4%	.5%	1.0%
	100.0%	.0%	.0%	10.4%	12.1%	17.9%	40.5%	19.1%	21.5%	29.6%	48.9%
Total	1820	257	261	260	266	254	263	259	604	625	591
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.1%	14.4%	14.3%	14.6%	14.0%	14.4%	14.3%	33.2%	34.4%	32.5%

[Count; Col%; Row%]

[Base: No of Consumers]

