



**RADIO AND TELEVISION AUDIENCES
MALTA
APRIL-JUNE 2012**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-JUN 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	780	43	116	46	210	225	116	24
	42.9%	51.2%	43.9%	40.7%	42.1%	42.8%	42.6%	38.7%
	100.0%	5.5%	14.9%	5.9%	26.9%	28.8%	14.9%	3.1%
Females	1040	41	148	67	289	301	156	38
	57.1%	48.8%	56.1%	59.3%	57.9%	57.2%	57.4%	61.3%
	100.0%	3.9%	14.2%	6.4%	27.8%	28.9%	15.0%	3.7%
Total	780	43	116	46	210	225	116	24
	42.9%	51.2%	43.9%	40.7%	42.1%	42.8%	42.6%	38.7%
	100.0%	5.5%	14.9%	5.9%	26.9%	28.8%	14.9%	3.1%
	1040	41	148	67	289	301	156	38

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [APR-JUN 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	901	53	147	60	276	227	115	23
	49.5%	57.6%	51.4%	49.2%	50.8%	47.2%	47.2%	43.5%
	100.0%	5.8%	16.3%	6.7%	30.7%	25.2%	12.7%	2.6%
Females	919	39	139	62	268	254	128	30
	50.5%	42.4%	48.6%	50.8%	49.2%	52.8%	52.8%	56.5%
	100.0%	4.2%	15.1%	6.7%	29.1%	27.6%	14.0%	3.2%
Total	1820	91	286	122	544	481	243	53
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [APR-JUN 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	780	159	239	112	120	97	53
	42.9%	43.6%	43.8%	41.0%	45.3%	39.4%	42.4%
	100.0%	20.4%	30.6%	14.4%	15.4%	12.4%	6.8%
Females	1040	206	307	161	145	149	72
	57.1%	56.4%	56.2%	59.0%	54.7%	60.6%	57.6%
	100.0%	19.8%	29.5%	15.5%	13.9%	14.3%	6.9%
Total	1820	365	546	273	265	246	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [APR-JUN 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	901	179	263	134	126	130	68
	49.5%	49.6%	49.2%	49.8%	49.2%	49.7%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	919	182	272	135	129	132	70
	50.5%	50.4%	50.8%	50.2%	50.8%	50.3%	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 2012]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	84	43	41	21	19	10	19	9	6
	4.6%	5.5%	3.9%	5.8%	3.5%	3.7%	7.2%	3.7%	4.8%
	100.0%	51.2%	48.8%	25.0%	22.6%	11.9%	22.6%	10.7%	7.1%
15-24	264	116	148	48	81	41	42	38	14
	14.5%	14.9%	14.2%	13.2%	14.8%	15.0%	15.8%	15.4%	11.2%
	100.0%	43.9%	56.1%	18.2%	30.7%	15.5%	15.9%	14.4%	5.3%
25-29	113	46	67	17	32	19	20	16	9
	6.2%	5.9%	6.4%	4.7%	5.9%	7.0%	7.5%	6.5%	7.2%
	100.0%	40.7%	59.3%	15.0%	28.3%	16.8%	17.7%	14.2%	8.0%
30-49	499	210	289	89	134	79	78	93	26
	27.4%	26.9%	27.8%	24.4%	24.5%	28.9%	29.4%	37.8%	20.8%
	100.0%	42.1%	57.9%	17.8%	26.9%	15.8%	15.6%	18.6%	5.2%
50-64	526	225	301	105	164	87	68	62	40
	28.9%	28.8%	28.9%	28.8%	30.0%	31.9%	25.7%	25.2%	32.0%
	100.0%	42.8%	57.2%	20.0%	31.2%	16.5%	12.9%	11.8%	7.6%
65-79	272	116	156	67	92	33	32	26	22
	14.9%	14.9%	15.0%	18.4%	16.8%	12.1%	12.1%	10.6%	17.6%
	100.0%	42.6%	57.4%	24.6%	33.8%	12.1%	11.8%	9.6%	8.1%
80+	62	24	38	18	24	4	6	2	8
	3.4%	3.1%	3.7%	4.9%	4.4%	1.5%	2.3%	.8%	6.4%
	100.0%	38.7%	61.3%	29.0%	38.7%	6.5%	9.7%	3.2%	12.9%
Total	1820	780	1040	365	546	273	265	246	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.9%	57.1%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

[Count / Column % / Row %]

1.3.B: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [APR-JUN 2012]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	91	53	39	24	21	11	17	10	8
	5.0%	5.8%	4.2%	6.7%	4.0%	3.9%	6.5%	3.9%	5.9%
	100.0%	57.6%	42.4%	26.6%	23.3%	11.6%	18.3%	11.3%	8.9%
15-24	286	147	139	56	89	44	36	44	17
	15.7%	16.3%	15.1%	15.5%	16.6%	16.2%	14.2%	16.8%	12.5%
	100.0%	51.4%	48.6%	19.6%	31.0%	15.3%	12.7%	15.4%	6.0%
25-29	122	60	62	19	37	20	17	17	12
	6.7%	6.7%	6.7%	5.2%	6.9%	7.3%	6.6%	6.7%	9.0%
	100.0%	49.2%	50.8%	15.3%	30.1%	16.2%	13.9%	14.3%	10.2%
30-49	544	276	268	108	160	81	76	78	41
	29.9%	30.7%	29.1%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	481	227	254	85	135	81	70	77	34
	26.4%	25.2%	27.6%	23.5%	25.1%	30.0%	27.3%	29.5%	24.6%
	100.0%	47.2%	52.8%	17.6%	28.0%	16.8%	14.5%	16.0%	7.0%
65-79	243	115	128	55	75	31	33	32	18
	13.4%	12.7%	14.0%	15.2%	13.9%	11.3%	12.9%	12.2%	13.3%
	100.0%	47.2%	52.8%	22.5%	30.7%	12.6%	13.6%	13.2%	7.5%
80+	53	23	30	14	19	4	6	3	7
	2.9%	2.6%	3.2%	4.0%	3.6%	1.3%	2.4%	1.0%	4.8%
	100.0%	43.5%	56.5%	27.4%	36.7%	6.8%	11.7%	4.8%	12.6%
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, BY AGE GROUP, AND BY DISTRICT [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	75	27	48	1	1	1	11	30	22	9	18	23	9	10	9	6
	4.1%	3.5%	4.6%	1.2%	.4%	.9%	2.2%	5.7%	8.1%	14.5%	4.9%	4.2%	3.3%	3.8%	3.7%	4.8%
	100.0%	36.0%	64.0%	1.3%	1.3%	1.3%	14.7%	40.0%	29.3%	12.0%	24.0%	30.7%	12.0%	13.3%	12.0%	8.0%
Radju Parlament 106.6	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%
	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%
Magic Radio	51	22	29	3	1	0	29	17	1	0	8	15	10	5	10	3
	2.8%	2.8%	2.8%	3.6%	.4%	0.0%	5.8%	3.2%	.4%	0.0%	2.2%	2.7%	3.7%	1.9%	4.1%	2.4%
	100.0%	43.1%	56.9%	5.9%	2.0%	0.0%	56.9%	33.3%	2.0%	0.0%	15.7%	29.4%	19.6%	9.8%	19.6%	5.9%
ONE Radio	121	55	66	1	2	1	21	52	36	8	33	35	20	16	9	8
	6.6%	7.1%	6.3%	1.2%	.8%	.9%	4.2%	9.9%	13.2%	12.9%	9.0%	6.4%	7.3%	6.0%	3.7%	6.4%
	100.0%	45.5%	54.5%	.8%	1.7%	.8%	17.4%	43.0%	29.8%	6.6%	27.3%	28.9%	16.5%	13.2%	7.4%	6.6%
Radio 101	66	36	30	0	3	1	18	27	16	1	9	22	4	12	12	7
	3.6%	4.6%	2.9%	0.0%	1.1%	.9%	3.6%	5.1%	5.9%	1.6%	2.5%	4.0%	1.5%	4.5%	4.9%	5.6%
	100.0%	54.5%	45.5%	0.0%	4.5%	1.5%	27.3%	40.9%	24.2%	1.5%	13.6%	33.3%	6.1%	18.2%	18.2%	10.6%
Bay Radio	163	73	90	14	59	22	61	7	0	0	26	45	27	33	27	5
	9.0%	9.4%	8.7%	16.7%	22.3%	19.5%	12.2%	1.3%	0.0%	0.0%	7.1%	8.2%	9.9%	12.5%	11.0%	4.0%
	100.0%	44.8%	55.2%	8.6%	36.2%	13.5%	37.4%	4.3%	0.0%	0.0%	16.0%	27.6%	16.6%	20.2%	16.6%	3.1%
Calypso Radio	81	31	50	1	3	0	19	51	7	0	20	25	11	9	11	5
	4.5%	4.0%	4.8%	1.2%	1.1%	0.0%	3.8%	9.7%	2.6%	0.0%	5.5%	4.6%	4.0%	3.4%	4.5%	4.0%
	100.0%	38.3%	61.7%	1.2%	3.7%	0.0%	23.5%	63.0%	8.6%	0.0%	24.7%	30.9%	13.6%	11.1%	13.6%	6.2%
RTK	62	23	39	1	2	0	14	22	15	8	8	23	11	5	5	10
	3.4%	2.9%	3.8%	1.2%	.8%	0.0%	2.8%	4.2%	5.5%	12.9%	2.2%	4.2%	4.0%	1.9%	2.0%	8.0%
	100.0%	37.1%	62.9%	1.6%	3.2%	0.0%	22.6%	35.5%	24.2%	12.9%	12.9%	37.1%	17.7%	8.1%	8.1%	16.1%
Smash Radio	18	5	13	1	3	3	6	4	1	0	4	3	6	1	3	1
	1.0%	.6%	1.3%	1.2%	1.1%	2.7%	1.2%	.8%	.4%	0.0%	1.1%	.5%	2.2%	.4%	1.2%	.8%
	100.0%	27.8%	72.2%	5.6%	16.7%	16.7%	33.3%	22.2%	5.6%	0.0%	22.2%	16.7%	33.3%	5.6%	16.7%	5.6%
Radju Marija	42	9	33	0	0	0	3	17	17	5	10	15	6	5	3	3
	2.3%	1.2%	3.2%	0.0%	0.0%	0.0%	.6%	3.2%	6.3%	8.1%	2.7%	2.7%	2.2%	1.9%	1.2%	2.4%
	100.0%	21.4%	78.6%	0.0%	0.0%	0.0%	7.1%	40.5%	40.5%	11.9%	23.8%	35.7%	14.3%	11.9%	7.1%	7.1%
Campus FM	5	3	2	0	0	0	2	3	0	0	1	2	0	2	0	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.4%	.6%	0.0%	0.0%	.3%	.4%	0.0%	.8%	0.0%	0.0%
	100.0%	60.0%	40.0%	0.0%	0.0%	0.0%	40.0%	60.0%	0.0%	0.0%	20.0%	40.0%	0.0%	40.0%	0.0%	0.0%
Vibe FM	40	19	21	2	22	6	9	0	1	0	3	13	6	9	9	0
	2.2%	2.4%	2.0%	2.4%	8.3%	5.3%	1.8%	0.0%	.4%	0.0%	.8%	2.4%	2.2%	3.4%	3.7%	0.0%
	100.0%	47.5%	52.5%	5.0%	55.0%	15.0%	22.5%	0.0%	2.5%	0.0%	7.5%	32.5%	15.0%	22.5%	22.5%	0.0%
XFM	34	16	18	1	5	9	16	3	0	0	4	9	6	7	8	0
	1.9%	2.1%	1.7%	1.2%	1.9%	8.0%	3.2%	.6%	0.0%	0.0%	1.1%	1.6%	2.2%	2.6%	3.3%	0.0%
	100.0%	47.1%	52.9%	2.9%	14.7%	26.5%	47.1%	8.8%	0.0%	0.0%	11.8%	26.5%	17.6%	20.6%	23.5%	0.0%
Community Stations	15	7	8	1	0	0	6	5	3	0	2	4	2	3	1	3
	.8%	.9%	.8%	1.2%	0.0%	0.0%	1.2%	1.0%	1.1%	0.0%	.5%	.7%	.7%	1.1%	.4%	2.4%
	100.0%	46.7%	53.3%	6.7%	0.0%	0.0%	40.0%	33.3%	20.0%	0.0%	13.3%	26.7%	13.3%	20.0%	6.7%	20.0%
Foreign Station	14	9	5	0	0	0	4	7	2	1	2	6	2	2	1	1
	.8%	1.2%	.5%	0.0%	0.0%	0.0%	.8%	1.3%	.7%	1.6%	.5%	1.1%	.7%	.8%	.4%	.8%
	100.0%	64.3%	35.7%	0.0%	0.0%	0.0%	28.6%	50.0%	14.3%	7.1%	14.3%	42.9%	14.3%	14.3%	7.1%	7.1%

3.1.A: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Other Station	7	4	3	0	0	0	2	5	0	0	0	3	1	1	2	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.4%	1.0%	0.0%	0.0%	0.0%	.5%	.4%	.4%	.8%	0.0%
No particular station	100.0%	57.1%	42.9%	0.0%	0.0%	0.0%	28.6%	71.4%	0.0%	0.0%	0.0%	42.9%	14.3%	14.3%	28.6%	0.0%
	35	15	20	0	3	1	8	10	8	5	8	12	3	5	6	1
	1.9%	1.9%	1.9%	0.0%	1.1%	.9%	1.6%	1.9%	2.9%	8.1%	2.2%	2.2%	1.1%	1.9%	2.4%	.8%
	100.0%	42.9%	57.1%	0.0%	8.6%	2.9%	22.9%	28.6%	22.9%	14.3%	22.9%	34.3%	8.6%	14.3%	17.1%	2.9%
Did not remember	11	8	3	1	1	2	2	1	4	0	1	6	0	1	3	0
	.6%	1.0%	.3%	1.2%	.4%	1.8%	.4%	.2%	1.5%	0.0%	.3%	1.1%	0.0%	.4%	1.2%	0.0%
	100.0%	72.7%	27.3%	9.1%	9.1%	18.2%	18.2%	9.1%	36.4%	0.0%	9.1%	54.5%	0.0%	9.1%	27.3%	0.0%
Did not listen to radio	952	408	544	57	153	66	260	256	135	25	203	280	142	132	123	72
	52.3%	52.3%	52.3%	67.9%	58.0%	58.4%	52.1%	48.7%	49.6%	40.3%	55.6%	51.3%	52.0%	49.8%	50.0%	57.6%
	100.0%	42.9%	57.1%	6.0%	16.1%	6.9%	27.3%	26.9%	14.2%	2.6%	21.3%	29.4%	14.9%	13.9%	12.9%	7.6%
No response	28	10	18	0	6	1	8	9	4	0	5	5	7	7	4	0
	1.5%	1.3%	1.7%	0.0%	2.3%	.9%	1.6%	1.7%	1.5%	0.0%	1.4%	.9%	2.6%	2.6%	1.6%	0.0%
	100.0%	35.7%	64.3%	0.0%	21.4%	3.6%	28.6%	32.1%	14.3%	0.0%	17.9%	17.9%	25.0%	25.0%	14.3%	0.0%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

[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, BY AGE GROUP AND BY DISTRICT [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	67	27	40	1	1	1	11	27	19	7	16	19	8	10	8	5
	3.7%	3.0%	4.3%	1.1%	.3%	.8%	2.0%	5.5%	7.9%	13.9%	4.4%	3.6%	3.0%	4.1%	3.0%	3.6%
Radju Parlament	100.0%	40.3%	59.7%	1.5%	1.3%	1.4%	16.2%	39.9%	28.7%	11.0%	23.8%	29.2%	12.1%	15.5%	12.0%	7.4%
	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%
	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%
Magic Radio	52	25	27	3	1	0	31	17	1	0	9	16	9	5	10	3
	2.9%	2.8%	3.0%	3.1%	.3%	0.0%	5.6%	3.5%	.4%	0.0%	2.5%	2.9%	3.4%	1.9%	4.0%	2.4%
ONE radio	100.0%	47.9%	52.1%	5.5%	1.9%	0.0%	58.7%	32.2%	1.8%	0.0%	17.3%	29.9%	17.5%	9.0%	19.8%	6.5%
	115	59	56	1	3	1	25	46	33	7	30	30	20	16	10	8
	6.3%	6.5%	6.1%	1.4%	.9%	.7%	4.5%	9.6%	13.5%	13.3%	8.3%	5.7%	7.4%	6.4%	4.0%	6.1%
Radio 101	100.0%	51.1%	48.9%	1.1%	2.3%	.7%	21.3%	40.0%	28.4%	6.1%	25.9%	26.3%	17.2%	14.2%	9.1%	7.3%
	68	41	27	0	3	1	20	27	15	1	9	21	4	12	14	7
	3.7%	4.6%	2.9%	0.0%	1.0%	1.1%	3.7%	5.6%	6.3%	1.7%	2.4%	4.0%	1.6%	4.8%	5.3%	5.0%
Bay Radio	100.0%	60.6%	39.4%	0.0%	4.3%	2.0%	30.0%	39.6%	22.7%	1.4%	13.0%	31.5%	6.5%	18.2%	20.6%	10.2%
	174	91	83	15	60	24	68	7	0	0	31	51	28	30	27	7
	9.5%	10.1%	9.0%	16.4%	21.2%	19.4%	12.4%	1.5%	0.0%	0.0%	8.5%	9.5%	10.5%	11.6%	10.5%	5.1%
Calypso Radio	100.0%	52.5%	47.5%	8.6%	34.8%	13.6%	38.9%	4.1%	0.0%	0.0%	17.7%	29.3%	16.2%	17.0%	15.8%	4.0%
	77	33	44	1	3	0	19	46	6	0	19	22	10	9	12	5
	4.2%	3.7%	4.8%	1.4%	1.2%	0.0%	3.6%	9.6%	2.6%	0.0%	5.2%	4.2%	3.8%	3.5%	4.4%	3.5%
RTK	100.0%	43.0%	57.0%	1.7%	4.5%	0.0%	25.3%	60.2%	8.4%	0.0%	24.4%	29.2%	13.4%	11.8%	15.0%	6.2%
	58	25	33	1	2	0	16	19	13	6	8	20	10	5	5	9
	3.2%	2.8%	3.6%	.9%	.8%	0.0%	2.9%	4.0%	5.5%	12.1%	2.3%	3.7%	3.8%	1.9%	2.0%	6.7%
Smash Radio	100.0%	42.9%	57.1%	1.4%	4.0%	0.0%	27.0%	33.2%	23.2%	11.1%	14.4%	34.5%	17.6%	8.5%	9.0%	15.9%
	18	6	12	1	3	3	7	4	1	0	4	3	5	1	3	2
	1.0%	.7%	1.3%	.9%	1.0%	2.2%	1.3%	.8%	.5%	0.0%	1.1%	.6%	2.0%	.5%	1.0%	1.2%
Radju Marija	100.0%	33.6%	66.4%	4.6%	16.4%	14.8%	38.0%	20.0%	6.1%	0.0%	22.4%	17.3%	29.8%	6.6%	14.9%	8.9%
	36	9	28	0	0	0	3	14	15	4	8	12	5	5	3	2
	2.0%	1.0%	3.0%	0.0%	0.0%	0.0%	.6%	3.0%	6.0%	8.2%	2.3%	2.3%	1.9%	2.1%	1.3%	1.6%
Campus FM	100.0%	23.8%	76.2%	0.0%	0.0%	0.0%	9.0%	39.1%	39.9%	12.0%	22.6%	33.5%	14.3%	14.4%	9.2%	6.1%
	5	3	2	0	0	0	2	3	0	0	1	2	0	2	0	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.5%	.6%	0.0%	0.0%	.2%	.4%	0.0%	.9%	0.0%	0.0%
Vibe FM	100.0%	65.9%	34.1%	0.0%	0.0%	0.0%	48.0%	52.0%	0.0%	0.0%	14.7%	42.5%	0.0%	42.9%	0.0%	0.0%
	43	24	19	2	23	6	10	0	1	0	4	14	6	8	10	0
	2.3%	2.6%	2.1%	2.5%	8.2%	4.8%	1.8%	0.0%	.4%	0.0%	1.1%	2.7%	2.3%	3.2%	3.8%	0.0%
X FM	100.0%	55.5%	44.5%	5.4%	55.2%	13.8%	23.2%	0.0%	2.5%	0.0%	9.6%	33.7%	14.3%	19.4%	23.1%	0.0%
	36	19	16	1	5	9	17	3	0	0	5	10	6	7	8	0
	2.0%	2.1%	1.8%	1.4%	1.6%	7.6%	3.2%	.6%	0.0%	0.0%	1.4%	1.9%	2.3%	2.6%	2.9%	0.0%
Community Stations	100.0%	54.4%	45.6%	3.6%	12.7%	26.1%	49.2%	8.4%	0.0%	0.0%	14.0%	28.5%	17.7%	18.4%	21.5%	0.0%
	15	8	7	2	0	0	7	4	3	0	2	4	2	3	1	3
	.8%	.9%	.8%	1.8%	0.0%	0.0%	1.2%	.9%	1.2%	0.0%	.4%	.8%	.6%	1.3%	.5%	2.4%
Foreign Station	100.0%	54.9%	45.1%	10.7%	0.0%	0.0%	43.9%	27.1%	18.2%	0.0%	9.8%	27.8%	10.9%	21.6%	7.9%	22.0%
	14	10	4	0	0	0	5	6	2	1	2	6	2	2	1	2
	.8%	1.1%	.5%	0.0%	0.0%	0.0%	1.0%	1.3%	.7%	1.7%	.5%	1.1%	.7%	.8%	.5%	1.2%
	100.0%	70.4%	29.6%	0.0%	0.0%	0.0%	37.4%	44.2%	12.2%	6.2%	12.4%	39.7%	14.1%	14.0%	8.5%	11.3%

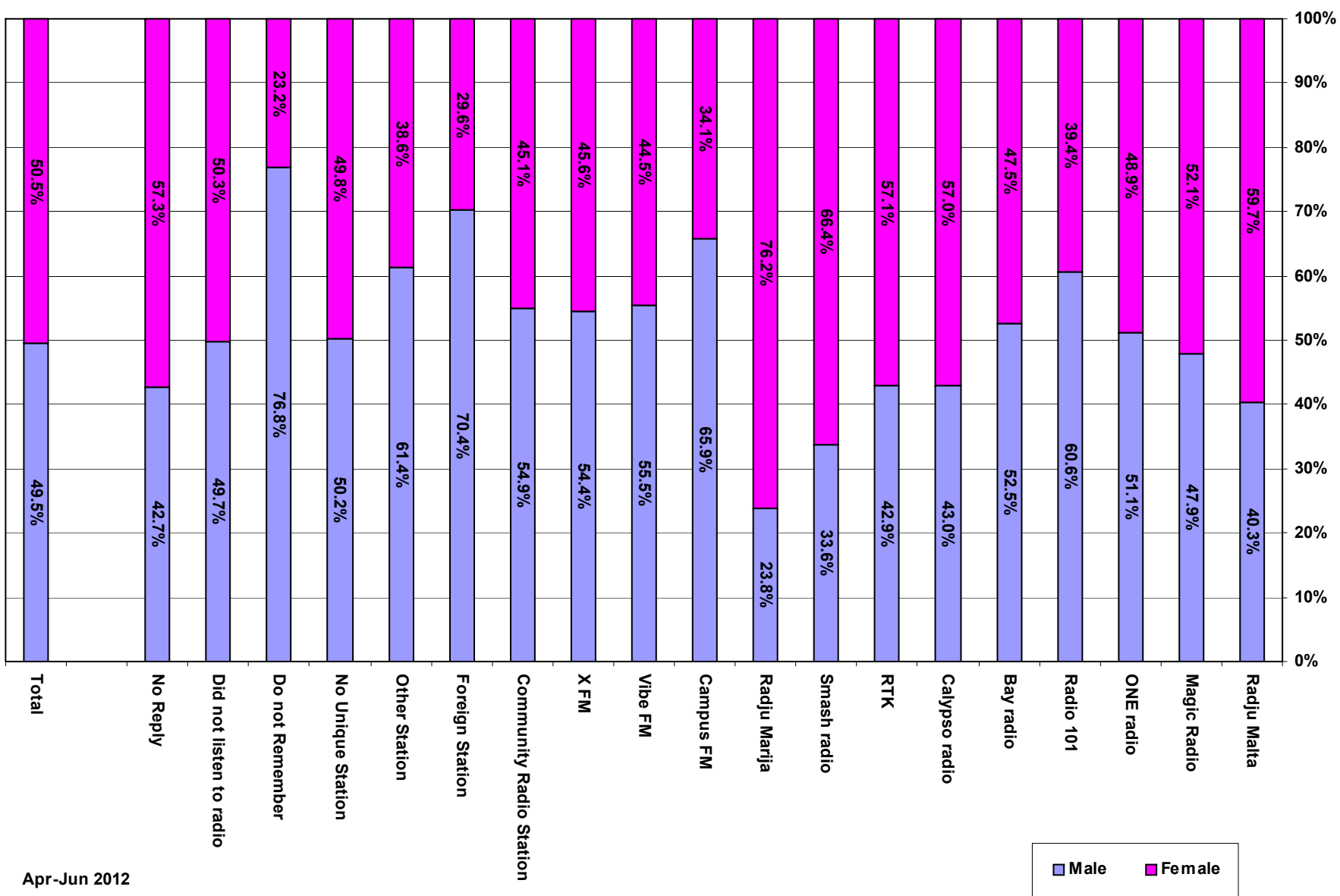
3.1.B: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Ogther Station	8	5	3	0	0	0	2	5	0	0	0	3	1	1	3	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.4%	1.1%	0.0%	0.0%	0.0%	.6%	.4%	.4%	1.0%	0.0%
No Unique Station	100.0%	61.4%	38.6%	0.0%	0.0%	0.0%	30.9%	69.1%	0.0%	0.0%	0.0%	40.5%	13.0%	13.7%	32.8%	0.0%
	35	17	17	0	3	1	9	10	7	4	7	11	3	5	7	1
	1.9%	1.9%	1.9%	0.0%	1.2%	1.1%	1.7%	2.0%	2.8%	8.0%	2.0%	2.1%	1.2%	1.8%	2.8%	.5%
Do not Remember	100.0%	50.2%	49.8%	0.0%	9.6%	4.0%	27.1%	27.7%	19.5%	12.2%	20.5%	33.1%	9.4%	13.6%	21.3%	2.1%
	12	9	3	1	1	3	2	1	4	0	1	6	0	1	4	0
	.7%	1.0%	.3%	1.0%	.3%	2.3%	.4%	.3%	1.4%	0.0%	.3%	1.1%	0.0%	.4%	1.6%	0.0%
Did not listen to radio	100.0%	76.8%	23.2%	7.6%	8.2%	23.4%	19.4%	12.0%	29.5%	0.0%	8.7%	48.3%	0.0%	7.6%	35.4%	0.0%
	961	477	483	62	170	72	282	234	120	22	200	278	142	126	131	84
	52.8%	53.0%	52.6%	68.0%	59.6%	58.9%	51.7%	48.6%	49.2%	41.1%	55.5%	51.9%	52.7%	49.2%	50.2%	60.7%
No Reply	100.0%	49.7%	50.3%	6.5%	17.7%	7.5%	29.3%	24.3%	12.5%	2.3%	20.8%	28.9%	14.8%	13.1%	13.7%	8.7%
	27	12	16	0	7	1	7	8	4	0	5	5	7	7	3	0
	1.5%	1.3%	1.7%	0.0%	2.3%	1.1%	1.4%	1.6%	1.6%	0.0%	1.5%	.9%	2.5%	2.6%	1.3%	0.0%
	100.0%	42.7%	57.3%	0.0%	24.4%	5.1%	27.5%	28.5%	14.5%	0.0%	20.1%	18.6%	24.6%	24.7%	12.2%	0.0%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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



Apr-Jun 2012

FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [APR-JUN 2012]

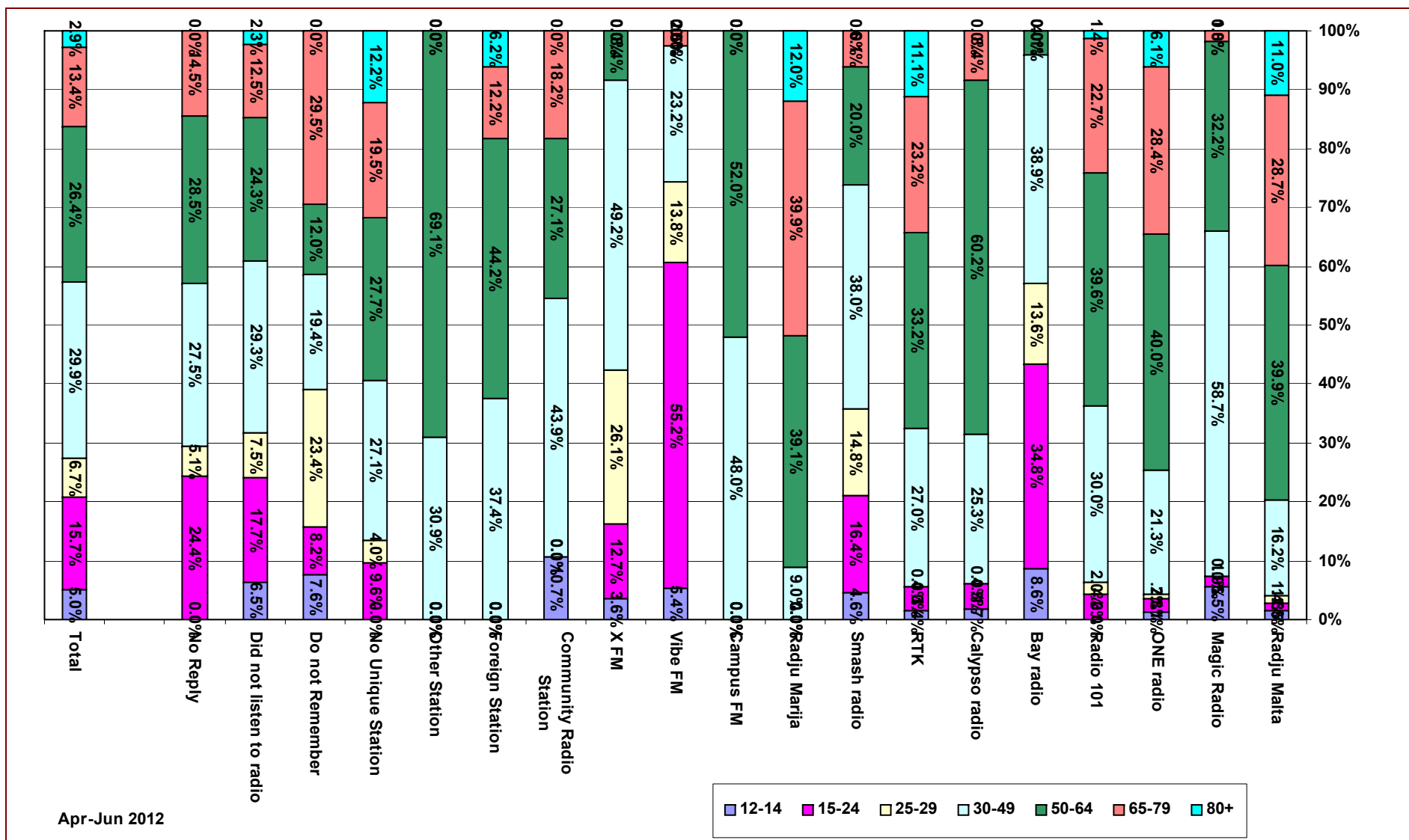


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [APR-JUN 2012]

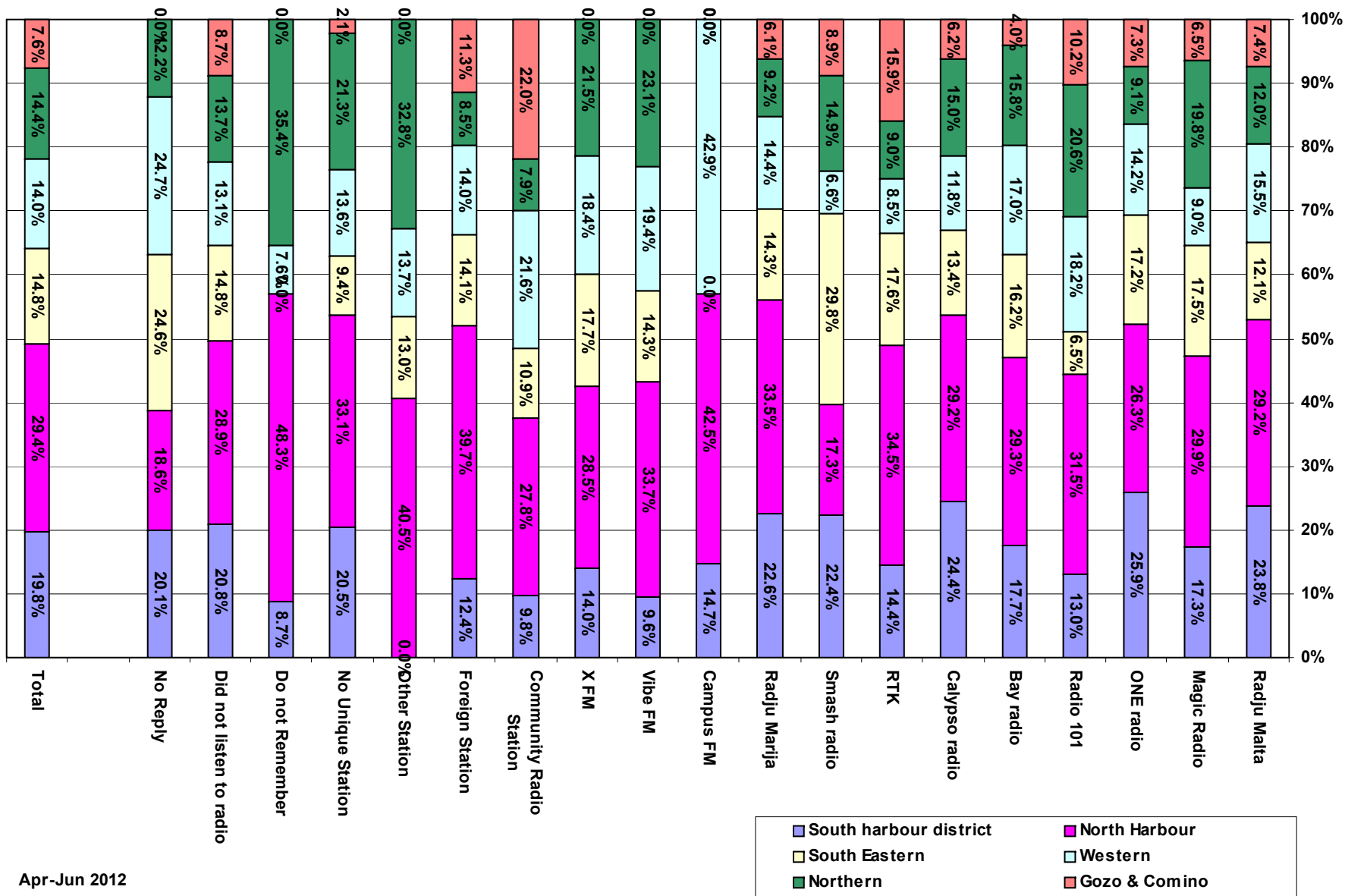


FIGURE 3.1.B3: WEIGHTED RADIO REACH: BY DISTRICT [APR-JUN 2012]

3.4.A: TV CHANNEL REACH: BY GENDER, BY AGE GROUPS AND BY DISTRICTS[APR-JUN 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	448	170	278	22	48	32	136	142	54	14	86	122	77	71	64	28
	24.6%	21.8%	26.7%	26.2%	18.2%	28.3%	27.3%	27.0%	19.9%	22.6%	23.6%	22.3%	28.2%	26.8%	26.0%	22.4%
	100.0%	37.9%	62.1%	4.9%	10.7%	7.1%	30.4%	31.7%	12.1%	3.1%	19.2%	27.2%	17.2%	15.8%	14.3%	6.3%
ONE	184	70	114	1	13	5	45	67	44	9	55	52	21	24	20	12
	10.1%	9.0%	11.0%	1.2%	4.9%	4.4%	9.0%	12.7%	16.2%	14.5%	15.1%	9.5%	7.7%	9.1%	8.1%	9.6%
	100.0%	38.0%	62.0%	.5%	7.1%	2.7%	24.5%	36.4%	23.9%	4.9%	29.9%	28.3%	11.4%	13.0%	10.9%	6.5%
Net TV	48	21	27	2	4	1	5	19	12	5	4	15	8	8	9	4
	2.6%	2.7%	2.6%	2.4%	1.5%	.9%	1.0%	3.6%	4.4%	8.1%	1.1%	2.7%	2.9%	3.0%	3.7%	3.2%
	100.0%	43.8%	56.3%	4.2%	8.3%	2.1%	10.4%	39.6%	25.0%	10.4%	8.3%	31.3%	16.7%	16.7%	18.8%	8.3%
Smash TV	2	1	1	0	0	0	0	1	0	1	0	1	0	0	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	1.6%	0.0%	.2%	0.0%	0.0%	0.0%	.8%
	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%
TVM2	43	28	15	2	10	3	11	9	6	2	9	17	9	4	4	0
	2.4%	3.6%	1.4%	2.4%	3.8%	2.7%	2.2%	1.7%	2.2%	3.2%	2.5%	3.1%	3.3%	1.5%	1.6%	0.0%
	100.0%	65.1%	34.9%	4.7%	23.3%	7.0%	25.6%	20.9%	14.0%	4.7%	20.9%	39.5%	20.9%	9.3%	9.3%	0.0%
Favourite Channel	5	0	5	0	0	0	1	1	3	0	3	0	0	0	2	0
	.3%	0.0%	.5%	0.0%	0.0%	0.0%	.2%	.2%	1.1%	0.0%	.8%	0.0%	0.0%	0.0%	.8%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	0.0%	60.0%	0.0%	0.0%	0.0%	40.0%	0.0%
Calypso TV	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
iTV	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Prime TV	2	0	2	0	2	0	0	0	0	0	0	1	1	0	0	0
	.1%	0.0%	.2%	0.0%	.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	.4%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%
Rai 1	89	49	40	1	8	4	27	32	13	4	21	29	9	13	13	4
	4.9%	6.3%	3.8%	1.2%	3.0%	3.5%	5.4%	6.1%	4.8%	6.5%	5.8%	5.3%	3.3%	4.9%	5.3%	3.2%
	100.0%	55.1%	44.9%	1.1%	9.0%	4.5%	30.3%	36.0%	14.6%	4.5%	23.6%	32.6%	10.1%	14.6%	14.6%	4.5%
Rai 2	11	5	6	0	0	2	4	3	2	0	2	3	0	1	4	1
	.6%	.6%	.6%	0.0%	0.0%	1.8%	.8%	.6%	.7%	0.0%	.5%	.5%	0.0%	.4%	1.6%	.8%
	100.0%	45.5%	54.5%	0.0%	0.0%	18.2%	36.4%	27.3%	18.2%	0.0%	18.2%	27.3%	0.0%	9.1%	36.4%	9.1%
Rai 3	5	4	1	0	0	0	1	1	3	0	1	2	2	0	0	0
	.3%	.5%	.1%	0.0%	0.0%	0.0%	.2%	.2%	1.1%	0.0%	.3%	.4%	.7%	0.0%	0.0%	0.0%
	100.0%	80.0%	20.0%	0.0%	0.0%	0.0%	20.0%	20.0%	60.0%	0.0%	20.0%	40.0%	40.0%	0.0%	0.0%	0.0%
Rete 4	31	10	21	1	2	0	9	10	9	0	3	16	4	3	3	2
	1.7%	1.3%	2.0%	1.2%	.8%	0.0%	1.8%	1.9%	3.3%	0.0%	.8%	2.9%	1.5%	1.1%	1.2%	1.6%
	100.0%	32.3%	67.7%	3.2%	6.5%	0.0%	29.0%	32.3%	29.0%	0.0%	9.7%	51.6%	12.9%	9.7%	9.7%	6.5%
Canale 5	49	8	41	0	3	4	17	17	8	0	11	16	2	12	5	3
	2.7%	1.0%	3.9%	0.0%	1.1%	3.5%	3.4%	3.2%	2.9%	0.0%	3.0%	2.9%	.7%	4.5%	2.0%	2.4%
	100.0%	16.3%	83.7%	0.0%	6.1%	8.2%	34.7%	34.7%	16.3%	0.0%	22.4%	32.7%	4.1%	24.5%	10.2%	6.1%
Italia 1	60	31	29	6	21	6	21	6	0	0	15	15	14	7	9	0
	3.3%	4.0%	2.8%	7.1%	8.0%	5.3%	4.2%	1.1%	0.0%	0.0%	4.1%	2.7%	5.1%	2.6%	3.7%	0.0%
	100.0%	51.7%	48.3%	10.0%	35.0%	10.0%	35.0%	10.0%	0.0%	0.0%	25.0%	25.0%	23.3%	11.7%	15.0%	0.0%

3.4.A: CONT/...

	TOTAL	GENDER		AGE GROUP							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
Discovery Channel/s	36	26	10	6	11	0	7	7	5	0	6	9	7	5	5	4
	2.0%	3.3%	1.0%	7.1%	4.2%	0.0%	1.4%	1.3%	1.8%	0.0%	1.6%	1.6%	2.6%	1.9%	2.0%	3.2%
MTV	100.0%	72.2%	27.8%	16.7%	30.6%	0.0%	19.4%	19.4%	13.9%	0.0%	16.7%	25.0%	19.4%	13.9%	13.9%	11.1%
	11	4	7	1	4	0	1	1	4	0	2	5	1	3	0	0
	6%	.5%	.7%	1.2%	1.5%	0.0%	.2%	.2%	1.5%	0.0%	.5%	.9%	.4%	1.1%	0.0%	0.0%
BBC Prime/World/Ent.	100.0%	36.4%	63.6%	9.1%	36.4%	0.0%	9.1%	9.1%	36.4%	0.0%	18.2%	45.5%	9.1%	27.3%	0.0%	0.0%
	23	9	14	0	3	1	6	8	4	1	3	7	3	4	5	1
	1.3%	1.2%	1.3%	0.0%	1.1%	.9%	1.2%	1.5%	1.5%	1.6%	.8%	1.3%	1.1%	1.5%	2.0%	.8%
Other Station	100.0%	39.1%	60.9%	0.0%	13.0%	4.3%	26.1%	34.8%	17.4%	4.3%	13.0%	30.4%	13.0%	17.4%	21.7%	4.3%
	161	84	77	19	27	10	39	43	22	1	29	54	29	17	23	9
	8.8%	10.8%	7.4%	22.6%	10.2%	8.8%	7.8%	8.2%	8.1%	1.6%	7.9%	9.9%	10.6%	6.4%	9.3%	7.2%
No Unique TV Station	100.0%	52.2%	47.8%	11.8%	16.8%	6.2%	24.2%	26.7%	13.7%	.6%	18.0%	33.5%	18.0%	10.6%	14.3%	5.6%
	89	42	47	1	6	2	15	35	22	8	20	27	11	13	12	6
	4.9%	5.4%	4.5%	1.2%	2.3%	1.8%	3.0%	6.7%	8.1%	12.9%	5.5%	4.9%	4.0%	4.9%	4.9%	4.8%
Do not Remember	100.0%	47.2%	52.8%	1.1%	6.7%	2.2%	16.9%	39.3%	24.7%	9.0%	22.5%	30.3%	12.4%	14.6%	13.5%	6.7%
	11	4	7	0	1	1	4	3	2	0	4	5	1	1	0	0
	.6%	.5%	.7%	0.0%	.4%	.9%	.8%	.6%	.7%	0.0%	1.1%	.9%	.4%	.4%	0.0%	0.0%
Did not watch TV	100.0%	36.4%	63.6%	0.0%	9.1%	9.1%	36.4%	27.3%	18.2%	0.0%	36.4%	45.5%	9.1%	9.1%	0.0%	0.0%
	476	201	275	20	100	39	141	112	49	15	85	137	72	71	62	49
	26.2%	25.8%	26.4%	23.8%	37.9%	34.5%	28.3%	21.3%	18.0%	24.2%	23.3%	25.1%	26.4%	26.8%	25.2%	39.2%
No Reply	100.0%	42.2%	57.8%	4.2%	21.0%	8.2%	29.6%	23.5%	10.3%	3.2%	17.9%	28.8%	15.1%	14.9%	13.0%	10.3%
	34	11	23	1	1	3	9	8	10	2	6	12	2	7	6	1
	1.9%	1.4%	2.2%	1.2%	.4%	2.7%	1.8%	1.5%	3.7%	3.2%	1.6%	2.2%	.7%	2.6%	2.4%	.8%
	100.0%	32.4%	67.6%	2.9%	2.9%	8.8%	26.5%	23.5%	29.4%	5.9%	17.6%	35.3%	5.9%	20.6%	17.6%	2.9%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

[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, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	438	195	242	23	53	34	141	127	47	12	81	118	74	67	67	31
	24.0%	21.7%	26.4%	25.2%	18.6%	28.0%	25.9%	26.5%	19.4%	21.9%	22.4%	22.0%	27.4%	26.4%	25.4%	22.8%
	100.0%	44.6%	55.4%	5.3%	12.1%	7.8%	32.3%	29.1%	10.8%	2.6%	18.5%	26.9%	16.9%	15.4%	15.2%	7.2%
ONE	176	76	100	1	13	5	49	60	41	8	51	48	20	23	22	12
	9.7%	8.4%	10.9%	1.0%	4.6%	4.0%	9.0%	12.4%	16.7%	14.5%	14.1%	8.9%	7.3%	9.1%	8.4%	9.0%
	100.0%	43.0%	57.0%	.5%	7.4%	2.8%	27.9%	33.9%	23.1%	4.4%	29.0%	27.2%	11.2%	13.1%	12.5%	7.1%
Net TV	46	23	23	2	4	2	4	19	11	4	4	13	7	8	10	4
	2.5%	2.6%	2.5%	2.4%	1.4%	1.3%	.8%	3.9%	4.6%	8.3%	1.2%	2.4%	2.5%	3.2%	3.8%	3.0%
	100.0%	49.8%	50.2%	4.8%	8.9%	3.5%	8.8%	40.6%	24.0%	9.4%	9.5%	27.9%	14.7%	17.5%	21.6%	8.9%
Smash TV	2	1	1	0	0	0	0	1	0	1	0	1	0	0	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	1.4%	0.0%	.1%	0.0%	0.0%	0.0%	.7%
	100.0%	57.0%	43.0%	0.0%	0.0%	0.0%	0.0%	57.0%	0.0%	43.0%	0.0%	43.0%	0.0%	0.0%	0.0%	57.0%
TVM2	46	33	14	3	11	3	14	8	5	2	9	18	10	4	5	0
	2.5%	3.6%	1.5%	3.0%	3.9%	2.3%	2.6%	1.7%	2.2%	3.7%	2.5%	3.4%	3.8%	1.5%	1.9%	0.0%
	100.0%	70.6%	29.4%	5.9%	24.3%	6.0%	30.3%	17.7%	11.5%	4.3%	19.5%	39.3%	22.2%	8.5%	10.5%	0.0%
Favourite Channel	5	0	5	0	0	0	1	1	3	0	3	0	0	0	2	0
	.3%	0.0%	.5%	0.0%	0.0%	0.0%	.2%	.2%	1.1%	0.0%	.7%	0.0%	0.0%	0.0%	.9%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	21.7%	23.3%	54.9%	0.0%	53.3%	0.0%	0.0%	0.0%	46.7%	0.0%
Calypso TV	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
iTV	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Prime TV	2	0	2	0	2	0	0	0	0	0	0	1	1	0	0	0
	.1%	0.0%	.2%	0.0%	.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	.3%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.6%	46.4%	0.0%	0.0%	0.0%
Rai 1	89	56	34	1	9	5	29	29	12	3	22	28	9	13	13	4
	4.9%	6.2%	3.7%	1.0%	3.3%	4.1%	5.4%	6.1%	4.8%	6.5%	6.2%	5.2%	3.4%	5.0%	4.9%	2.8%
	100.0%	62.3%	37.7%	1.1%	10.6%	5.6%	33.0%	32.8%	13.1%	3.8%	25.1%	31.4%	10.3%	14.3%	14.5%	4.3%
Rai 2	13	6	6	0	0	2	5	4	2	0	2	3	0	1	5	2
	.7%	.7%	.7%	0.0%	0.0%	1.5%	.9%	.8%	.7%	0.0%	.5%	.6%	0.0%	.3%	2.0%	1.1%
	100.0%	49.3%	50.7%	0.0%	0.0%	14.5%	41.1%	31.5%	12.9%	0.0%	15.0%	24.9%	0.0%	6.5%	41.1%	12.4%
Rai 3	5	4	1	0	0	0	1	1	3	0	1	2	2	0	0	0
	.3%	.5%	.1%	0.0%	0.0%	0.0%	.3%	.2%	1.1%	0.0%	.2%	.3%	.8%	0.0%	0.0%	0.0%
	100.0%	82.5%	17.5%	0.0%	0.0%	0.0%	27.7%	17.8%	54.5%	0.0%	17.8%	37.0%	45.2%	0.0%	0.0%	0.0%
Rete 4	30	12	18	1	3	0	10	9	8	0	3	14	4	3	3	2
	1.6%	1.3%	1.9%	1.1%	.9%	0.0%	1.8%	1.8%	3.1%	0.0%	.9%	2.6%	1.5%	1.2%	1.3%	1.7%
	100.0%	40.3%	59.7%	3.4%	8.7%	0.0%	33.4%	29.3%	25.1%	0.0%	10.7%	46.8%	13.8%	9.8%	10.9%	8.0%
Canale 5	45	9	36	0	3	4	17	14	7	0	10	15	2	12	4	2
	2.5%	1.0%	4.0%	0.0%	1.0%	3.1%	3.2%	2.9%	2.9%	0.0%	2.9%	2.8%	.6%	4.5%	1.7%	1.6%
	100.0%	19.6%	80.4%	0.0%	6.1%	8.5%	38.4%	31.3%	15.8%	0.0%	23.0%	33.0%	3.7%	25.5%	9.8%	4.9%
Italia 1	65	39	27	6	22	7	24	6	0	0	16	18	15	7	9	0
	3.6%	4.3%	2.9%	6.6%	7.8%	5.7%	4.5%	1.2%	0.0%	0.0%	4.5%	3.3%	5.7%	2.8%	3.4%	0.0%
	100.0%	59.3%	40.7%	9.2%	34.1%	10.6%	37.5%	8.6%	0.0%	0.0%	24.8%	27.1%	23.5%	11.1%	13.5%	0.0%

3.4.B: CONT/...

	TOTAL	GENDER		AGE GROUP							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
Discovery Channel/s	40	31	9	7	13	0	8	7	4	0	7	10	7	5	7	4
	2.2%	3.4%	1.0%	7.2%	4.6%	0.0%	1.5%	1.5%	1.8%	0.0%	2.0%	1.8%	2.5%	1.9%	2.6%	3.2%
MTV	100.0%	77.9%	22.1%	16.6%	33.1%	0.0%	21.0%	18.2%	11.2%	0.0%	18.1%	24.2%	17.0%	12.2%	17.2%	11.2%
	10	4	6	1	3	0	1	1	3	0	2	5	1	3	0	0
	.6%	.4%	.7%	1.4%	1.2%	0.0%	.2%	.2%	1.4%	0.0%	.5%	.9%	.3%	1.0%	0.0%	0.0%
BBC Prime/World/Ent.	100.0%	39.1%	60.9%	12.6%	33.7%	0.0%	10.1%	9.8%	33.8%	0.0%	18.7%	47.2%	8.2%	25.8%	0.0%	0.0%
	22	9	13	0	3	1	6	8	4	1	3	7	3	4	5	1
	1.2%	1.0%	1.4%	0.0%	1.0%	.7%	1.0%	1.7%	1.5%	1.7%	.8%	1.3%	1.0%	1.6%	1.8%	.5%
Other Station	100.0%	41.8%	58.2%	0.0%	13.4%	4.1%	25.1%	36.8%	16.4%	4.0%	13.3%	30.7%	12.9%	18.6%	21.1%	3.4%
	168	99	69	22	30	11	44	40	21	1	31	57	31	16	24	10
	9.2%	11.0%	7.5%	24.1%	10.4%	8.8%	8.1%	8.3%	8.5%	1.9%	8.5%	10.6%	11.4%	6.2%	9.2%	7.2%
No Unique TV Station	100.0%	59.2%	40.8%	13.1%	17.7%	6.4%	26.2%	23.7%	12.3%	.6%	18.2%	33.8%	18.4%	9.4%	14.3%	5.9%
	87	46	41	1	7	2	17	33	20	7	18	25	11	13	14	6
	4.8%	5.1%	4.5%	1.0%	2.5%	1.7%	3.1%	6.9%	8.1%	13.6%	5.0%	4.8%	4.2%	5.0%	5.3%	4.3%
Do not Remember	100.0%	53.0%	47.0%	1.1%	8.2%	2.3%	19.3%	38.2%	22.6%	8.3%	20.8%	29.2%	12.9%	14.6%	15.8%	6.8%
	11	4	7	0	1	1	4	3	2	0	4	5	1	1	0	0
	.6%	.4%	.7%	0.0%	.4%	.8%	.8%	.6%	.7%	0.0%	1.1%	.9%	.3%	.4%	0.0%	0.0%
Did not watch TV	100.0%	37.1%	62.9%	0.0%	9.5%	9.1%	39.8%	25.0%	16.6%	0.0%	35.8%	47.2%	7.6%	9.4%	0.0%	0.0%
	486	239	247	21	107	43	157	102	43	12	87	138	70	68	67	56
	26.7%	26.5%	26.9%	23.4%	37.5%	35.3%	28.9%	21.3%	17.8%	23.1%	24.2%	25.8%	26.1%	26.5%	25.5%	40.9%
No Reply	100.0%	49.2%	50.8%	4.4%	22.0%	8.8%	32.3%	21.0%	8.9%	2.5%	17.9%	28.4%	14.5%	13.9%	13.7%	11.6%
	32	13	19	1	1	3	10	7	9	2	6	10	2	7	5	2
	1.8%	1.4%	2.1%	1.0%	.3%	2.7%	1.8%	1.4%	3.5%	3.4%	1.7%	1.8%	.7%	2.8%	2.1%	1.1%
	100.0%	39.4%	60.6%	3.0%	3.0%	10.3%	30.8%	20.7%	26.6%	5.6%	19.2%	30.2%	6.3%	22.5%	17.0%	4.9%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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]

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

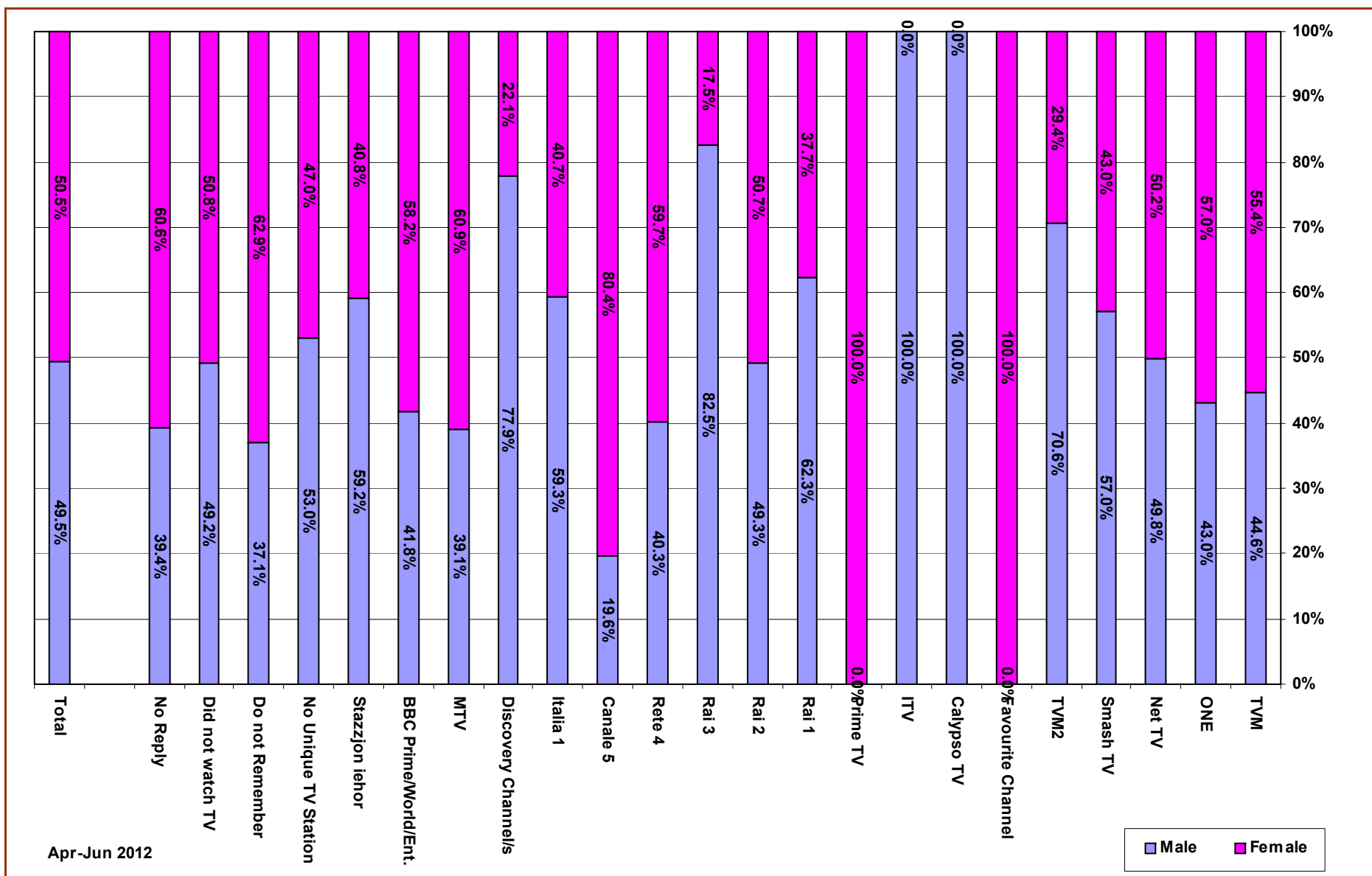


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [APR-JUN 2012]

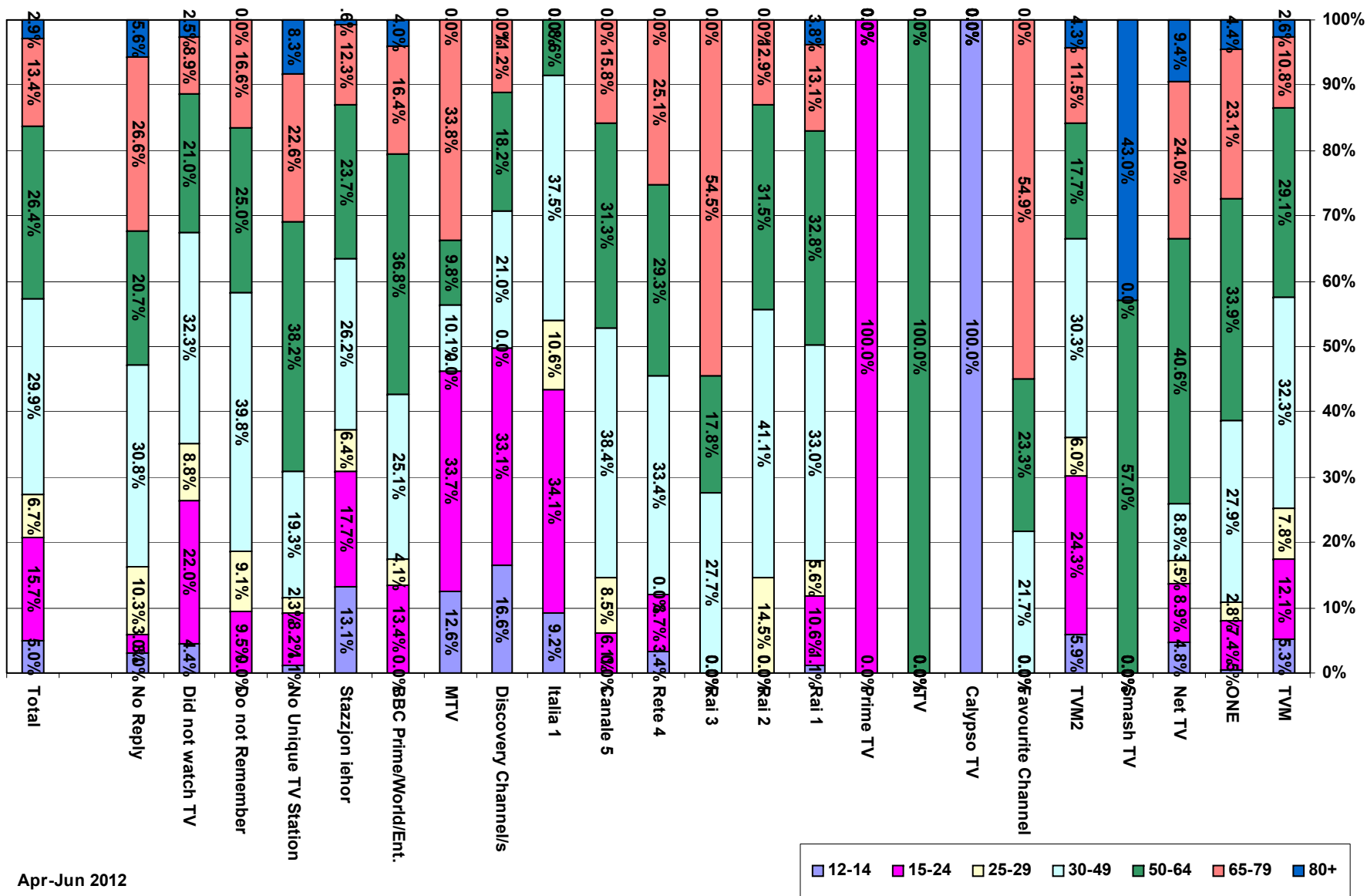


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [APR-JUN 2012]

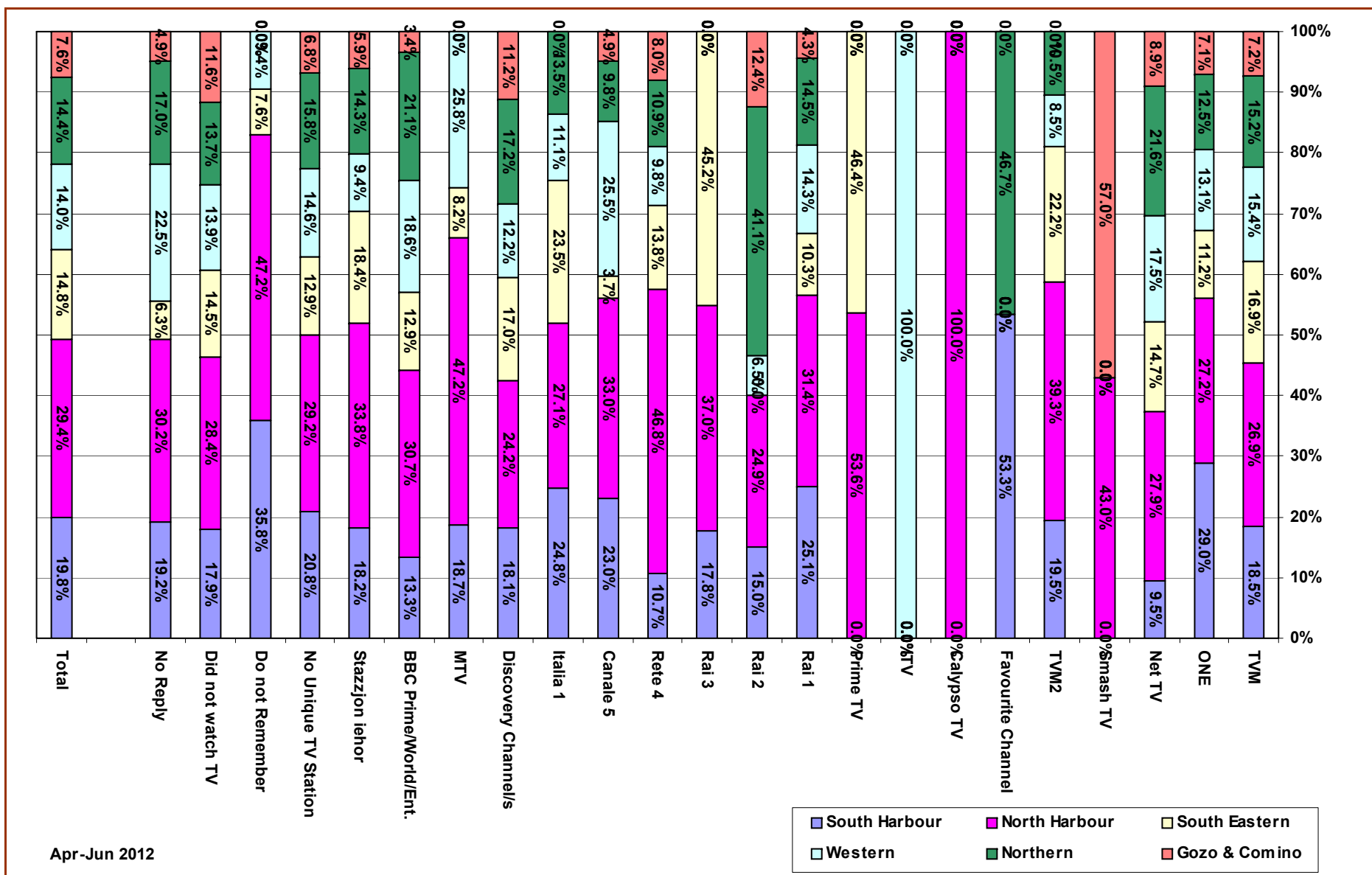


FIG. 3.4.B3: POPULATION TV CHANNEL REACH: BY DISTRICTS [APR-JUN 2012]

TABLE 3.6.A: TV CHANNEL REACH – "OTHER STATION" [COUNT ONLY] - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
65	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Al Jazeera	5	3	2	0	2	0	1	1	1	0	1	1	1	1	0	1
American Sports	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Animal Planet	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
AXN	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Baby TV	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Boomerang	3	1	2	1	0	0	2	0	0	0	2	0	1	0	0	0
Canale Plus	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Cartoon Network	2	1	1	1	0	0	1	0	0	0	0	1	1	0	0	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
CI	2	0	2	0	0	0	0	1	1	0	1	1	0	0	0	0
Comedy	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
CTV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Digital Albania	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Disney Channel	19	11	8	10	7	0	2	0	0	0	5	3	2	3	5	1
Dubai 1	2	1	1	0	0	0	0	2	0	0	1	0	0	0	0	1
Duone	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
E! Entertainment	7	1	6	1	4	1	0	0	1	0	1	3	1	0	2	0
Euro Cup	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Euronews	3	1	2	0	0	1	0	1	1	0	0	0	1	0	1	1
Eurosport	12	9	3	1	1	0	1	5	4	0	1	3	2	2	3	1
EWTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Fine Living Network	2	0	2	0	1	0	1	0	0	0	0	0	1	0	1	0
Food Network	7	0	7	1	1	0	4	0	1	0	1	2	1	1	2	0
Fox Crime	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Fox Life	6	0	6	0	0	0	4	2	0	0	1	2	0	3	0	0
GO Sports	6	5	1	0	1	0	2	1	2	0	2	2	0	1	1	0
GO Stars	2	1	1	0	0	0	1	1	0	0	0	0	2	0	0	0
GXT Sky Italia	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
IRIS	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Juventus channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
La 5	4	0	4	0	0	2	0	2	0	0	1	2	0	0	1	0
La 7	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Liverpool FC	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Malta Stars	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
MBC	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Melita More	3	1	2	0	0	0	0	3	0	0	1	1	1	0	0	0

TABLE 3.6.A: CONT/ ...

TABLE 6.3.A: CONTINUED

	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
Melita Movies	2	0	2	0	1	0	0	0	1	0	0	2	0	0	0	0
Melita Sport	6	5	1	0	1	2	0	2	1	0	0	1	4	1	0	0
MGM Channel	5	4	1	0	1	0	1	2	1	0	1	1	1	0	1	1
Milan Channel	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Movie Channel	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
National Geographic	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Nickelodeon	2	2	0	2	0	0	0	0	0	0	1	1	0	0	0	0
Sky Italia	2	1	1	0	1	0	0	1	0	0	0	2	0	0	0	0
Sky Movies	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0
Sky News	16	13	3	1	2	0	5	6	1	1	0	10	4	1	1	0
Sky Sport	2	2	0	0	0	1	1	0	0	0	0	2	0	0	0	0
Sports Channel	5	3	2	0	0	0	2	1	2	0	1	3	1	0	0	0
TCM	2	2	0	0	0	0	0	1	1	0	1	1	0	0	0	0
TLC	3	0	3	0	1	0	0	2	0	0	1	1	1	0	0	0
TV 2000	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
TV Granada	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
Zone Reality	4	0	4	0	0	0	2	2	0	0	1	2	0	0	1	0
Total	161	84	77	19	27	10	39	43	22	1	29	54	29	17	23	9

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 2012]

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
65	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Al Jazeera	5	3	2	0	2	0	0	1	1	0	1	1	1	1	0	1
American Sports	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Animal Planet	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
AXN	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Baby TV	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Boomerang	3	1	2	1	0	0	2	0	0	0	2	0	1	0	0	0
Canale Plus	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Cartoon Network	2	1	1	1	0	0	1	0	0	0	0	1	1	0	0	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
CI	1	0	1	0	0	0	0	1	1	0	1	1	0	0	0	0
Comedy	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
CTV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Digital Albania	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Disney Channel	21	14	7	11	8	0	2	0	0	0	6	4	2	3	5	1
Dubai 1	2	1	1	0	0	0	0	2	0	0	1	0	0	0	0	1
Duone	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
E! Entertainment	7	1	5	1	4	1	0	0	1	0	1	3	1	0	2	0
Euro Cup	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Euronews	3	1	2	0	0	1	0	1	1	0	0	0	1	0	1	1
Eurosport	13	10	3	2	1	0	1	5	4	0	1	3	2	2	4	2
EWTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Fine Living Network	1	0	1	0	1	0	1	0	0	0	0	0	1	0	1	0
Food Network	6	0	6	1	1	0	3	0	1	0	1	2	1	1	1	0
Fox Crime	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Fox Life	6	0	6	0	0	0	4	2	0	0	1	2	0	3	0	0
GO Sports	7	6	1	0	1	0	3	1	2	0	3	2	0	1	1	0
GO Stars	2	1	1	0	0	0	1	1	0	0	0	0	2	0	0	0
GXT Sky Italia	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
IRIS	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Juventus channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
La 5	3	0	3	0	0	2	0	1	0	0	1	1	0	0	1	0
La 7	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Liverpool FC	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Malta Stars	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
MBC	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Melita More	3	1	2	0	0	0	0	3	0	0	1	1	1	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
Melita Movies	2	0	2	0	1	0	0	0	1	0	0	2	0	0	0	0
Melita Sport	6	6	1	0	1	2	0	2	1	0	0	1	5	1	0	0
MGM Channel	6	5	1	0	1	0	2	2	1	0	1	1	1	0	1	2
Milan Channel	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Movie Channel	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0
National Geographic	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Nickelodeon	3	3	0	3	0	0	0	0	0	0	1	1	0	0	0	0
Sky Italia	2	1	1	0	1	0	0	1	0	0	0	2	0	0	0	0
Sky Movies	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0
Sky News	18	16	2	1	3	0	6	6	1	1	0	10	5	1	1	0
Sky Sport	3	3	0	0	0	1	1	0	0	0	0	3	0	0	0	0
Sports Channel	5	3	2	0	0	0	3	1	2	0	1	3	1	0	0	0
TCM	2	2	0	0	0	0	0	1	1	0	1	1	0	0	0	0
TLC	3	0	3	0	1	0	0	2	0	0	1	1	1	0	0	0
TV 2000	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
TV Granada	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
Zone Reality	4	0	4	0	0	0	2	2	0	0	1	2	0	0	1	0
Total	168	99	69	22	30	11	44	40	21	1	31	57	31	16	24	10

[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 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
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%	
	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	1566	671	895	69	222	91	409	462	254	59	322	473	225	226	210	110	
	86.0%	86.0%	86.1%	82.1%	84.1%	80.5%	82.0%	87.8%	93.4%	95.2%	88.2%	86.6%	82.4%	85.3%	85.4%	88.0%	
	100.0%	42.8%	57.2%	4.4%	14.2%	5.8%	26.1%	29.5%	16.2%	3.8%	20.6%	30.2%	14.4%	14.4%	13.4%	7.0%	
No	254	109	145	15	42	22	90	64	18	3	43	73	48	39	36	15	
	14.0%	14.0%	13.9%	17.9%	15.9%	19.5%	18.0%	12.2%	6.6%	4.8%	11.8%	13.4%	17.6%	14.7%	14.6%	12.0%	
	100.0%	42.9%	57.1%	5.9%	16.5%	8.7%	35.4%	25.2%	7.1%	1.2%	16.9%	28.7%	18.9%	15.4%	14.2%	5.9%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	
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%	
	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	220	102	118	17	42	20	69	52	19	1	45	51	43	36	38	7	
	12.1%	13.1%	11.3%	20.2%	15.9%	17.7%	13.8%	9.9%	7.0%	1.6%	12.3%	9.3%	15.8%	13.6%	15.4%	5.6%	
	100.0%	46.4%	53.6%	7.7%	19.1%	9.1%	31.4%	23.6%	8.6%	.5%	20.5%	23.2%	19.5%	16.4%	17.3%	3.2%	
No	1600	678	922	67	222	93	430	474	253	61	320	495	230	229	208	118	
	87.9%	86.9%	88.7%	79.8%	84.1%	82.3%	86.2%	90.1%	93.0%	98.4%	87.7%	90.7%	84.2%	86.4%	84.6%	94.4%	
	100.0%	42.4%	57.6%	4.2%	13.9%	5.8%	26.9%	29.6%	15.8%	3.8%	20.0%	30.9%	14.4%	14.3%	13.0%	7.4%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	
Availability of Other Radio system/s 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%	
	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	354	152	202	36	101	35	112	61	8	1	67	101	55	58	52	21	
	19.5%	19.5%	19.4%	42.9%	38.3%	31.0%	22.4%	11.6%	2.9%	1.6%	18.4%	18.5%	20.1%	21.9%	21.1%	16.8%	
	100.0%	42.9%	57.1%	10.2%	28.5%	9.9%	31.6%	17.2%	2.3%	.3%	18.9%	28.5%	15.5%	16.4%	14.7%	5.9%	
No	1466	628	838	48	163	78	387	465	264	61	298	445	218	207	194	104	
	80.5%	80.5%	80.6%	57.1%	61.7%	69.0%	77.6%	88.4%	97.1%	98.4%	81.6%	81.5%	79.9%	78.1%	78.9%	83.2%	
	100.0%	42.8%	57.2%	3.3%	11.1%	5.3%	26.4%	31.7%	18.0%	4.2%	20.3%	30.4%	14.9%	14.1%	13.2%	7.1%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	

TABLE 4.1.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	
No Radio available 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%	0.0%	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	122	54	68	2	9	11	51	35	12	2	22	35	23	17	14	11	
	6.7%	6.9%	6.5%	2.4%	3.4%	9.7%	10.2%	6.7%	4.4%	3.2%	6.0%	6.4%	8.4%	6.4%	5.7%	8.8%	
	100.0%	44.3%	55.7%	1.6%	7.4%	9.0%	41.8%	28.7%	9.8%	1.6%	18.0%	28.7%	18.9%	13.9%	11.5%	9.0%	
No	1698	726	972	82	255	102	448	491	260	60	343	511	250	248	232	114	
	93.3%	93.1%	93.5%	97.6%	96.6%	90.3%	89.8%	93.3%	95.6%	96.8%	94.0%	93.6%	91.6%	93.6%	94.3%	91.2%	
	100.0%	42.8%	57.2%	4.8%	15.0%	6.0%	26.4%	28.9%	15.3%	3.5%	20.2%	30.1%	14.7%	14.6%	13.7%	6.7%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	

TABLE 4.1.B: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
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%
	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	1559	772	787	76	241	99	444	422	227	50	314	462	223	218	223	119
	85.6%	85.7%	85.6%	83.2%	84.3%	80.9%	81.5%	87.8%	93.4%	95.2%	87.2%	86.3%	82.6%	85.5%	85.2%	86.1%
	100.0%	49.5%	50.5%	4.9%	15.5%	6.3%	28.5%	27.1%	14.6%	3.2%	20.2%	29.7%	14.3%	14.0%	14.3%	7.6%
No	261	129	132	15	45	23	101	59	16	3	46	73	47	37	39	19
	14.4%	14.3%	14.4%	16.8%	15.7%	19.1%	18.5%	12.2%	6.6%	4.8%	12.8%	13.7%	17.4%	14.5%	14.8%	13.9%
	100.0%	49.4%	50.6%	5.9%	17.1%	8.9%	38.5%	22.5%	6.2%	1.0%	17.7%	28.0%	18.0%	14.2%	14.9%	7.3%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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%
	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	228	120	108	18	47	21	74	50	17	1	48	53	44	34	41	8
	12.5%	13.4%	11.7%	19.6%	16.5%	17.2%	13.6%	10.4%	6.9%	1.7%	13.3%	9.9%	16.2%	13.4%	15.7%	5.8%
	100.0%	52.8%	47.2%	7.9%	20.8%	9.2%	32.6%	21.8%	7.3%	.4%	21.0%	23.3%	19.1%	15.0%	18.0%	3.5%
No	1592	780	812	73	239	101	470	431	226	52	313	482	226	221	221	130
	87.5%	86.6%	88.3%	80.4%	83.5%	82.8%	86.4%	89.6%	93.1%	98.3%	86.7%	90.1%	83.8%	86.6%	84.3%	94.2%
	100.0%	49.0%	51.0%	4.6%	15.0%	6.3%	29.5%	27.1%	14.2%	3.3%	19.6%	30.3%	14.2%	13.9%	13.9%	8.2%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s 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%
	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	370	185	185	39	109	37	122	57	7	1	74	106	56	53	53	28
	20.3%	20.5%	20.2%	42.2%	38.0%	30.5%	22.4%	11.8%	2.8%	1.9%	20.6%	19.8%	20.8%	20.7%	20.4%	20.1%
	100.0%	49.9%	50.1%	10.4%	29.3%	10.0%	32.9%	15.3%	1.8%	.3%	20.1%	28.7%	15.1%	14.2%	14.4%	7.5%
No	1450	716	734	53	177	85	422	424	236	52	286	429	214	202	208	110
	79.7%	79.5%	79.8%	57.8%	62.0%	69.5%	77.6%	88.2%	97.2%	98.1%	79.4%	80.2%	79.2%	79.3%	79.6%	79.9%
	100.0%	49.4%	50.6%	3.6%	12.2%	5.8%	29.1%	29.3%	16.3%	3.6%	19.7%	29.6%	14.7%	13.9%	14.4%	7.6%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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	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%	
	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	125	63	62	2	9	13	57	31	11	2	24	34	22	16	14	14	
	6.9%	7.0%	6.7%	2.2%	3.1%	10.6%	10.5%	6.5%	4.6%	3.1%	6.6%	6.4%	8.3%	6.4%	5.5%	10.2%	
	100.0%	50.6%	49.4%	1.6%	7.1%	10.3%	45.6%	25.1%	9.0%	1.3%	18.9%	27.4%	17.9%	13.1%	11.5%	11.2%	
No	1695	837	857	89	277	109	487	449	232	51	337	501	247	239	247	124	
	93.1%	93.0%	93.3%	97.8%	96.9%	89.4%	89.5%	93.5%	95.4%	96.9%	93.4%	93.6%	91.7%	93.6%	94.5%	89.8%	
	100.0%	49.4%	50.6%	5.3%	16.3%	6.4%	28.7%	26.5%	13.7%	3.0%	19.9%	29.6%	14.6%	14.1%	14.6%	7.3%	
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

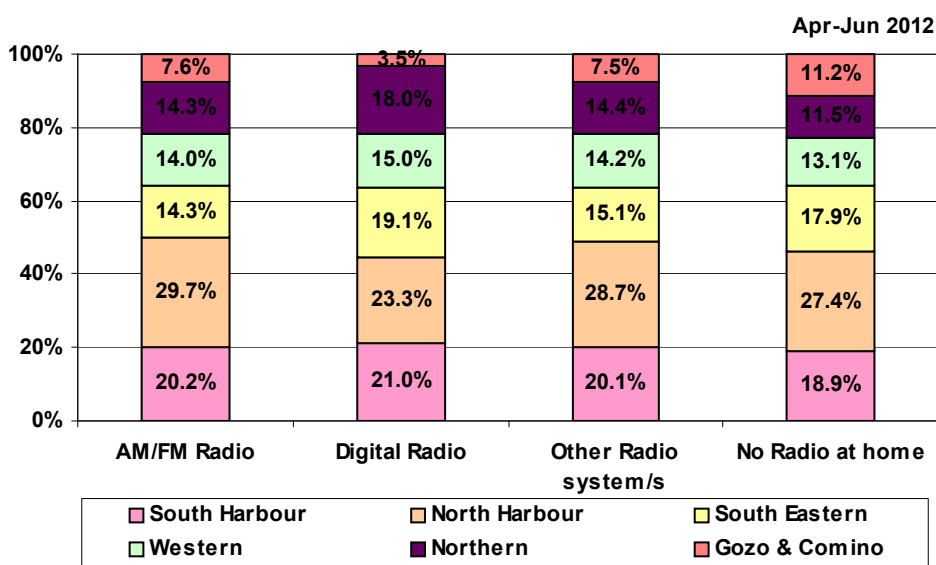
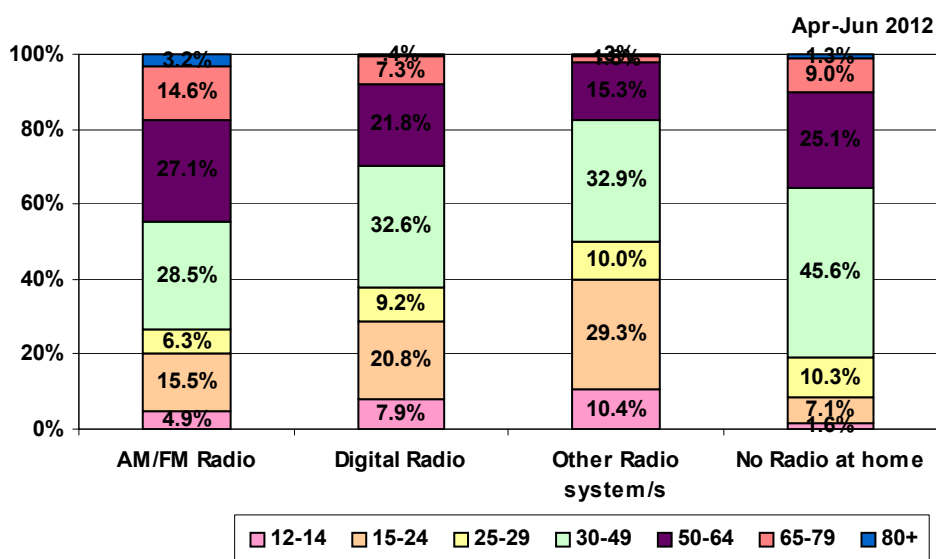
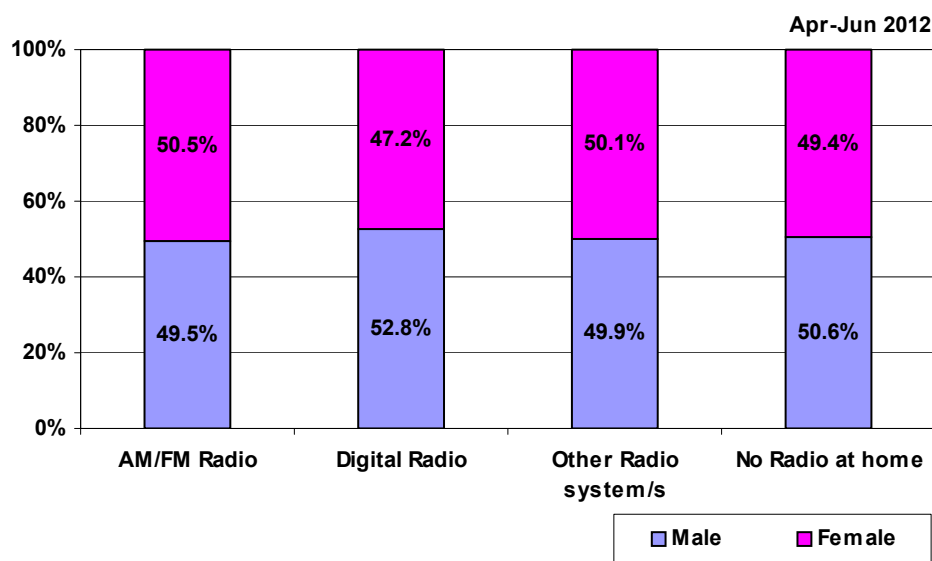


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2012]

TABLE 4.3.A: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) system installed at home																
Yes	364	169	195	15	57	9	93	120	62	8	69	99	69	61	38	28
	20.0%	21.7%	18.8%	17.9%	21.6%	8.0%	18.6%	22.8%	22.8%	12.9%	18.9%	18.1%	25.3%	23.0%	15.4%	22.4%
	100.0%	46.4%	53.6%	4.1%	15.7%	2.5%	25.5%	33.0%	17.0%	2.2%	19.0%	27.2%	19.0%	16.8%	10.4%	7.7%
No	1456	611	845	69	207	104	406	406	210	54	296	447	204	204	208	97
	80.0%	78.3%	81.3%	82.1%	78.4%	92.0%	81.4%	77.2%	77.2%	87.1%	81.1%	81.9%	74.7%	77.0%	84.6%	77.6%
	100.0%	42.0%	58.0%	4.7%	14.2%	7.1%	27.9%	27.9%	14.4%	3.7%	20.3%	30.7%	14.0%	14.0%	14.3%	6.7%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%
Melita system installed at home																
Yes	956	398	558	43	128	60	248	274	163	40	217	304	132	122	118	63
	52.5%	51.0%	53.7%	51.2%	48.5%	53.1%	49.7%	52.1%	59.9%	64.5%	59.5%	55.7%	48.4%	46.0%	48.0%	50.4%
	100.0%	41.6%	58.4%	4.5%	13.4%	6.3%	25.9%	28.7%	17.1%	4.2%	22.7%	31.8%	13.8%	12.8%	12.3%	6.6%
No	864	382	482	41	136	53	251	252	109	22	148	242	141	143	128	62
	47.5%	49.0%	46.3%	48.8%	51.5%	46.9%	50.3%	47.9%	40.1%	35.5%	40.5%	44.3%	51.6%	54.0%	52.0%	49.6%
	100.0%	44.2%	55.8%	4.7%	15.7%	6.1%	29.1%	29.2%	12.6%	2.5%	17.1%	28.0%	16.3%	16.6%	14.8%	7.2%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%
GO system installed at home																
Yes	810	349	461	40	129	48	244	225	104	20	135	245	121	137	123	49
	44.5%	44.7%	44.3%	47.6%	48.9%	42.5%	48.9%	42.8%	38.2%	32.3%	37.0%	44.9%	44.3%	51.7%	50.0%	39.2%
	100.0%	43.1%	56.9%	4.9%	15.9%	5.9%	30.1%	27.8%	12.8%	2.5%	16.7%	30.2%	14.9%	16.9%	15.2%	6.0%
No	1010	431	579	44	135	65	255	301	168	42	230	301	152	128	123	76
	55.5%	55.3%	55.7%	52.4%	51.1%	57.5%	51.1%	57.2%	61.8%	67.7%	63.0%	55.1%	55.7%	48.3%	50.0%	60.8%
	100.0%	42.7%	57.3%	4.4%	13.4%	6.4%	25.2%	29.8%	16.6%	4.2%	22.8%	29.8%	15.0%	12.7%	12.2%	7.5%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%
Satellite system installed at home																
Yes	358	172	186	22	67	17	104	103	41	4	65	111	60	49	49	24
	19.7%	22.1%	17.9%	26.2%	25.4%	15.0%	20.8%	19.6%	15.1%	6.5%	17.8%	20.3%	22.0%	18.5%	19.9%	19.2%
	100.0%	48.0%	52.0%	6.1%	18.7%	4.7%	29.1%	28.8%	11.5%	1.1%	18.2%	31.0%	16.8%	13.7%	13.7%	6.7%
No	1462	608	854	62	197	96	395	423	231	58	300	435	213	216	197	101
	80.3%	77.9%	82.1%	73.8%	74.6%	85.0%	79.2%	80.4%	84.9%	93.5%	82.2%	79.7%	78.0%	81.5%	80.1%	80.8%
	100.0%	41.6%	58.4%	4.2%	13.5%	6.6%	27.0%	28.9%	15.8%	4.0%	20.5%	29.8%	14.6%	14.8%	13.5%	6.9%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

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	290	150	140	23	68	28	89	67	11	4	51	77	46	56	44	16	
	15.9%	19.2%	13.5%	27.4%	25.8%	24.8%	17.8%	12.7%	4.0%	6.5%	14.0%	14.1%	16.8%	21.1%	17.9%	12.8%	
	100.0%	51.7%	48.3%	7.9%	23.4%	9.7%	30.7%	23.1%	3.8%	1.4%	17.6%	26.6%	15.9%	19.3%	15.2%	5.5%	
No	1530	630	900	61	196	85	410	459	261	58	314	469	227	209	202	109	
	84.1%	80.8%	86.5%	72.6%	74.2%	75.2%	82.2%	87.3%	96.0%	93.5%	86.0%	85.9%	83.2%	78.9%	82.1%	87.2%	
	100.0%	41.2%	58.8%	4.0%	12.8%	5.6%	26.8%	30.0%	17.1%	3.8%	20.5%	30.7%	14.8%	13.7%	13.2%	7.1%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	
Other TV system installed at home																	
Yes	18	8	10	1	1	1	5	5	4	1	6	5	4	1	2	0	
	1.0%	1.0%	1.0%	1.2%	.4%	.9%	1.0%	1.0%	1.5%	1.6%	1.6%	.9%	1.5%	.4%	.8%	0.0%	
	100.0%	44.4%	55.6%	5.6%	5.6%	5.6%	27.8%	27.8%	22.2%	5.6%	33.3%	27.8%	22.2%	5.6%	11.1%	0.0%	
No	1802	772	1030	83	263	112	494	521	268	61	359	541	269	264	244	125	
	99.0%	99.0%	99.0%	98.8%	99.6%	99.1%	99.0%	99.0%	98.5%	98.4%	98.4%	99.1%	98.5%	99.6%	99.2%	100.0%	
	100.0%	42.8%	57.2%	4.6%	14.6%	6.2%	27.4%	28.9%	14.9%	3.4%	19.9%	30.0%	14.9%	14.7%	13.5%	6.9%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	
No TV at home																	
Yes	6	1	5	0	0	1	0	1	1	3	1	2	1	0	0	2	
	.3%	.1%	.5%	0.0%	0.0%	.9%	0.0%	.2%	.4%	4.8%	.3%	.4%	.4%	0.0%	0.0%	1.6%	
	100.0%	16.7%	83.3%	0.0%	0.0%	16.7%	0.0%	16.7%	16.7%	50.0%	16.7%	33.3%	16.7%	0.0%	0.0%	33.3%	
No	1814	779	1035	84	264	112	499	525	271	59	364	544	272	265	246	123	
	99.7%	99.9%	99.5%	100.0%	100.0%	99.1%	100.0%	99.8%	99.6%	95.2%	99.7%	99.6%	99.6%	100.0%	100.0%	98.4%	
	100.0%	42.9%	57.1%	4.6%	14.6%	6.2%	27.5%	28.9%	14.9%	3.3%	20.1%	30.0%	15.0%	14.6%	13.6%	6.8%	
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125	
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%	

[Count / Column % / Row %]

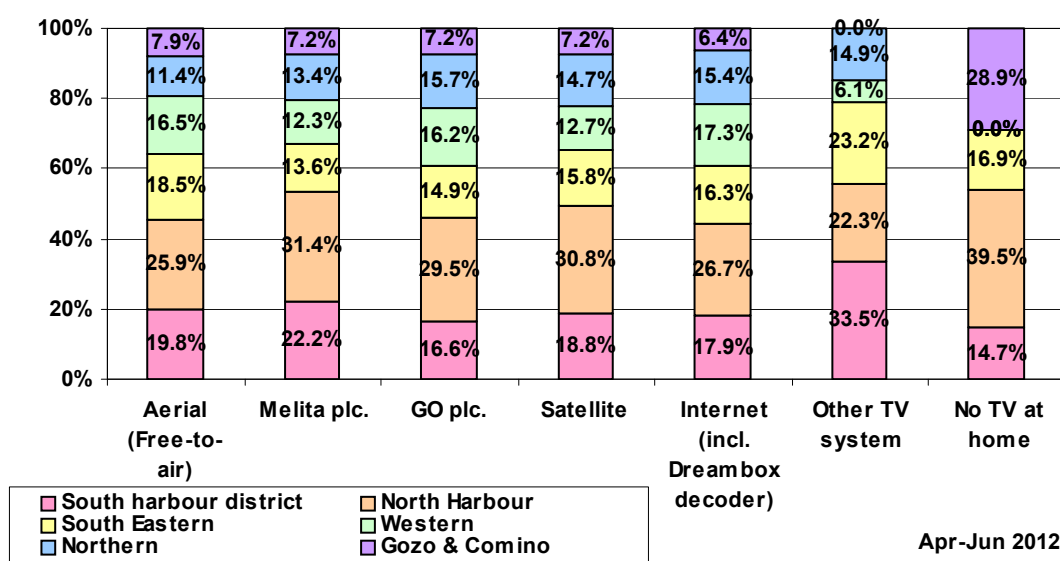
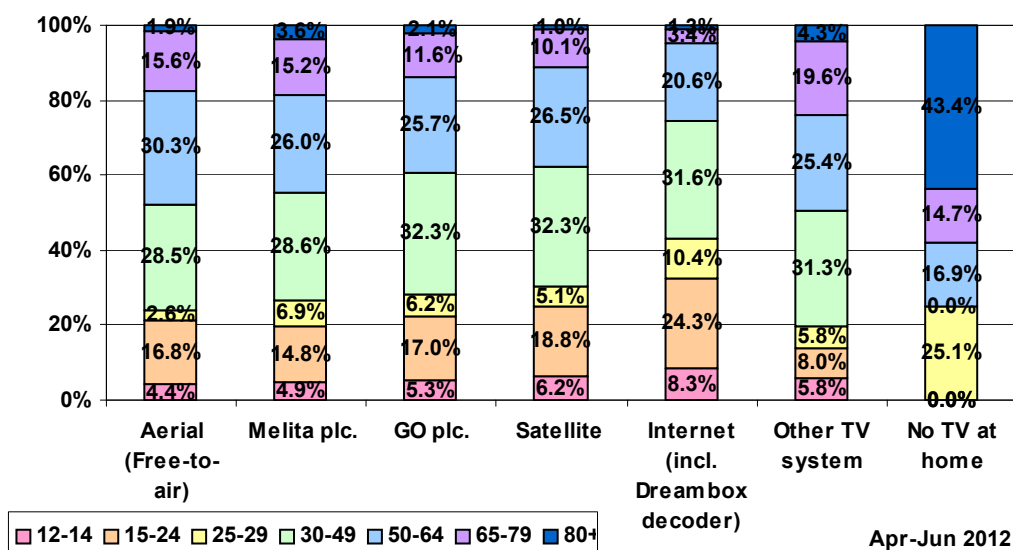
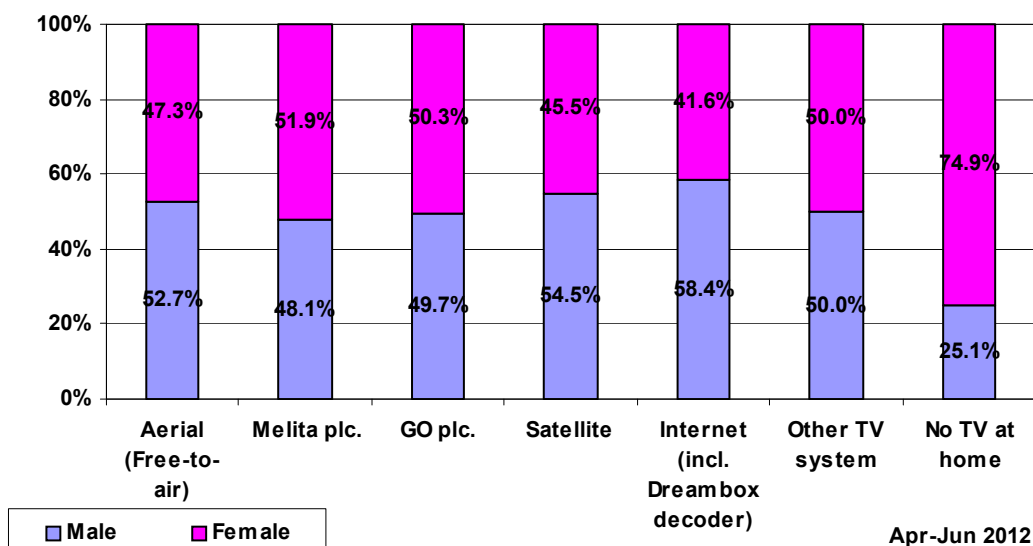
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Aerial (Free-to-air) system installed at home																	
Yes	367	194	174	16	62	10	105	111	57	7	73	95	68	61	42	29	
	20.2%	21.5%	18.9%	17.5%	21.6%	7.9%	19.2%	23.1%	23.5%	12.9%	20.1%	17.8%	25.1%	23.8%	16.0%	20.9%	
	100.0%	52.7%	47.3%	4.4%	16.8%	2.6%	28.5%	30.3%	15.6%	1.9%	19.8%	25.9%	18.5%	16.5%	11.4%	7.9%	
No	1453	707	746	75	224	112	440	370	186	46	288	440	202	194	220	109	
	79.8%	78.5%	81.1%	82.5%	78.4%	92.1%	80.8%	76.9%	76.5%	87.1%	79.9%	82.2%	74.9%	76.2%	84.0%	79.1%	
	100.0%	48.7%	51.3%	5.2%	15.4%	7.7%	30.3%	25.4%	12.8%	3.2%	19.8%	30.3%	13.9%	13.4%	15.1%	7.5%	
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Melita system installed at home																	
Yes	951	457	494	47	140	65	272	248	145	35	211	298	129	117	127	68	
	52.3%	50.8%	53.7%	51.2%	49.1%	53.5%	50.0%	51.5%	59.4%	65.4%	58.6%	55.7%	47.8%	46.0%	48.6%	49.4%	
	100.0%	48.1%	51.9%	4.9%	14.8%	6.9%	28.6%	26.0%	15.2%	3.6%	22.2%	31.4%	13.6%	12.3%	13.4%	7.2%	
No	869	443	426	45	145	57	272	233	99	18	149	237	141	138	135	70	
	47.7%	49.2%	46.3%	48.8%	50.9%	46.5%	50.0%	48.5%	40.6%	34.6%	41.4%	44.3%	52.2%	54.0%	51.4%	50.6%	
	100.0%	51.0%	49.0%	5.1%	16.7%	6.5%	31.3%	26.8%	11.3%	2.1%	17.2%	27.3%	16.2%	15.8%	15.5%	8.0%	
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
GO system installed at home																	
Yes	811	403	408	43	138	50	262	208	94	17	134	240	121	131	127	58	
	44.6%	44.7%	44.4%	47.1%	48.1%	41.0%	48.1%	43.3%	38.7%	31.5%	37.2%	44.8%	44.7%	51.4%	48.7%	42.0%	
	100.0%	49.7%	50.3%	5.3%	17.0%	6.2%	32.3%	25.7%	11.6%	2.1%	16.6%	29.5%	14.9%	16.2%	15.7%	7.2%	
No	1009	498	511	48	148	72	283	273	149	36	226	296	149	124	134	80	
	55.4%	55.3%	55.6%	52.9%	51.9%	59.0%	51.9%	56.7%	61.3%	68.5%	62.8%	55.2%	55.3%	48.6%	51.3%	58.0%	
	100.0%	49.3%	50.7%	4.8%	14.7%	7.1%	28.0%	27.0%	14.8%	3.6%	22.4%	29.3%	14.8%	12.3%	13.3%	7.9%	
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Satellite system installed at home																	
Yes	371	202	169	23	70	19	120	98	37	4	70	114	58	47	55	27	
	20.4%	22.4%	18.3%	25.3%	24.4%	15.4%	22.0%	20.4%	15.4%	7.3%	19.4%	21.3%	21.7%	18.4%	20.9%	19.4%	
	100.0%	54.5%	45.5%	6.2%	18.8%	5.1%	32.3%	26.5%	10.1%	1.0%	18.8%	30.8%	15.8%	12.7%	14.7%	7.2%	
No	1449	699	751	68	216	103	424	383	206	49	291	421	211	208	207	111	
	79.6%	77.6%	81.7%	74.7%	75.6%	84.6%	78.0%	79.6%	84.6%	92.7%	80.6%	78.7%	78.3%	81.6%	79.1%	80.6%	
	100.0%	48.2%	51.8%	4.7%	14.9%	7.1%	29.3%	26.4%	14.2%	3.4%	20.1%	29.1%	14.6%	14.4%	14.3%	7.7%	
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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	304	178	127	25	74	32	96	63	10	4	54	81	50	53	47	19	
	16.7%	19.7%	13.8%	27.8%	25.9%	26.0%	17.6%	13.1%	4.3%	7.3%	15.1%	15.2%	18.4%	20.7%	17.9%	14.0%	
	100.0%	58.4%	41.6%	8.3%	24.3%	10.4%	31.6%	20.6%	3.4%	1.3%	17.9%	26.7%	16.3%	17.3%	15.4%	6.4%	
	1516	723	793	66	212	90	448	418	233	49	306	454	220	202	215	119	
No	83.3%	80.3%	86.2%	72.2%	74.1%	74.0%	82.4%	86.9%	95.7%	92.7%	84.9%	84.8%	81.6%	79.3%	82.1%	86.0%	
	100.0%	47.7%	52.3%	4.3%	14.0%	6.0%	29.6%	27.6%	15.3%	3.2%	20.2%	30.0%	14.5%	13.3%	14.2%	7.8%	
	1820	901	919	91	286	122	544	481	243	53	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%	
Total	100.0%	49.5%	50.5%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	Other TV system installed at home																
	Yes	17	9	9	1	1	1	5	4	3	1	6	4	4	1	3	0
		1.0%	1.0%	.9%	1.1%	.5%	.8%	1.0%	.9%	1.4%	1.4%	1.6%	.7%	1.5%	.4%	1.0%	0.0%
100.0%		50.0%	50.0%	5.8%	8.0%	5.8%	31.3%	25.4%	19.6%	4.3%	33.5%	22.3%	23.2%	6.1%	14.9%	0.0%	
1803		892	911	90	284	121	539	476	240	52	355	531	266	254	259	138	
No	99.0%	99.0%	99.1%	98.9%	99.5%	99.2%	99.0%	99.1%	98.6%	98.6%	98.4%	99.3%	98.5%	99.6%	99.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	15.8%	6.7%	29.9%	26.4%	13.3%	2.9%	19.7%	29.5%	14.7%	14.1%	14.4%	7.7%	
	1820	901	919	91	286	122	544	481	243	53	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%	
Total	100.0%	49.5%	50.5%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	No TV at home																
	Yes	5	1	4	0	0	1	0	1	1	2	1	2	1	0	0	1
		.3%	.1%	.4%	0.0%	0.0%	1.1%	0.0%	.2%	.3%	4.2%	.2%	.4%	.3%	0.0%	0.0%	1.1%
100.0%		25.1%	74.9%	0.0%	0.0%	25.1%	0.0%	16.9%	14.7%	43.4%	14.7%	39.5%	16.9%	0.0%	0.0%	28.9%	
1815		899	915	91	286	121	544	480	242	51	360	533	269	255	262	136	
No	99.7%	99.9%	99.6%	100.0%	100.0%	98.9%	100.0%	99.8%	99.7%	95.8%	99.8%	99.6%	99.7%	100.0%	100.0%	98.9%	
	100.0%	49.6%	50.4%	5.0%	15.7%	6.7%	30.0%	26.4%	13.4%	2.8%	19.8%	29.4%	14.8%	14.0%	14.4%	7.5%	
	1820	901	919	91	286	122	544	481	243	53	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%	
Total	100.0%	49.5%	50.5%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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 2012]

TABLE 5.2.A: TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1691	755	936	83	257	111	476	467	241	56	336	504	252	250	232	117
	92.9%	96.8%	90.0%	98.8%	97.3%	98.2%	95.4%	88.8%	88.6%	90.3%	92.1%	92.3%	92.3%	94.3%	94.3%	93.6%
	100.0%	44.6%	55.4%	4.9%	15.2%	6.6%	28.1%	27.6%	14.3%	3.3%	19.9%	29.8%	14.9%	14.8%	13.7%	6.9%
TVM	43	9	34	0	1	1	8	21	11	1	7	14	9	4	5	4
	2.4%	1.2%	3.3%	0.0%	.4%	.9%	1.6%	4.0%	4.0%	1.6%	1.9%	2.6%	3.3%	1.5%	2.0%	3.2%
	100.0%	20.9%	79.1%	0.0%	2.3%	2.3%	18.6%	48.8%	25.6%	2.3%	16.3%	32.6%	20.9%	9.3%	11.6%	9.3%
ONE	33	5	28	0	3	0	7	12	9	2	8	11	3	6	4	1
	1.8%	.6%	2.7%	0.0%	1.1%	0.0%	1.4%	2.3%	3.3%	3.2%	2.2%	2.0%	1.1%	2.3%	1.6%	.8%
	100.0%	15.2%	84.8%	0.0%	9.1%	0.0%	21.2%	36.4%	27.3%	6.1%	24.2%	33.3%	9.1%	18.2%	12.1%	3.0%
Net TV	11	3	8	1	1	0	1	3	4	1	2	3	2	2	1	1
	.6%	.4%	.8%	1.2%	.4%	0.0%	.2%	.6%	1.5%	1.6%	.5%	.5%	.7%	.8%	.4%	.8%
	100.0%	27.3%	72.7%	9.1%	9.1%	0.0%	9.1%	27.3%	36.4%	9.1%	18.2%	27.3%	18.2%	18.2%	9.1%	9.1%
Smash TV	19	2	17	0	1	0	2	11	4	1	5	5	4	1	2	2
	1.0%	.3%	1.6%	0.0%	.4%	0.0%	.4%	2.1%	1.5%	1.6%	1.4%	.9%	1.5%	.4%	.8%	1.6%
	100.0%	10.5%	89.5%	0.0%	5.3%	0.0%	10.5%	57.9%	21.1%	5.3%	26.3%	26.3%	21.1%	5.3%	10.5%	10.5%
iTV	9	1	8	0	0	0	4	5	0	0	2	4	2	0	1	0
	.5%	.1%	.8%	0.0%	0.0%	0.0%	.8%	1.0%	0.0%	0.0%	.5%	.7%	.7%	0.0%	.4%	0.0%
	100.0%	11.1%	88.9%	0.0%	0.0%	0.0%	44.4%	55.6%	0.0%	0.0%	22.2%	44.4%	22.2%	0.0%	11.1%	0.0%
Favourite TV	5	3	2	0	0	1	1	2	1	0	3	1	0	1	0	0
	.3%	.4%	.2%	0.0%	0.0%	.9%	.2%	.4%	.4%	0.0%	.8%	.2%	0.0%	.4%	0.0%	0.0%
	100.0%	60.0%	40.0%	0.0%	0.0%	20.0%	20.0%	40.0%	20.0%	0.0%	60.0%	20.0%	0.0%	20.0%	0.0%	0.0%
Other Station	2	0	2	0	1	0	0	1	0	0	1	1	0	0	0	0
	.1%	0.0%	.2%	0.0%	.4%	0.0%	0.0%	.2%	0.0%	0.0%	.3%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
Do not know	7	2	5	0	0	0	0	4	2	1	1	3	1	1	1	0
	.4%	.3%	.5%	0.0%	0.0%	0.0%	0.0%	.8%	.7%	1.6%	.3%	.5%	.4%	.4%	.4%	0.0%
	100.0%	28.6%	71.4%	0.0%	0.0%	0.0%	0.0%	57.1%	28.6%	14.3%	14.3%	42.9%	14.3%	14.3%	14.3%	0.0%
Total	1820	780	1040	84	264	113	499	526	272	62	365	546	273	265	246	125
	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%	42.9%	57.1%	4.6%	14.5%	6.2%	27.4%	28.9%	14.9%	3.4%	20.1%	30.0%	15.0%	14.6%	13.5%	6.9%

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1705	875	830	90	279	120	522	430	217	48	336	499	252	240	248	130
	93.7%	97.1%	90.3%	98.6%	97.5%	98.4%	95.9%	89.4%	89.1%	90.8%	93.1%	93.3%	93.3%	94.2%	94.8%	94.5%
	100.0%	51.3%	48.7%	5.3%	16.3%	7.0%	30.6%	25.2%	12.7%	2.8%	19.7%	29.3%	14.8%	14.1%	14.5%	7.6%
TVM	39	9	29	0	1	1	7	18	10	1	6	12	8	4	5	3
	2.1%	1.0%	3.2%	0.0%	.5%	.8%	1.4%	3.8%	4.0%	1.4%	1.6%	2.3%	2.9%	1.6%	2.1%	2.5%
	100.0%	23.9%	76.1%	0.0%	3.6%	2.6%	19.4%	47.4%	25.1%	1.9%	15.1%	31.3%	20.1%	10.7%	13.9%	9.0%
ONE	29	5	24	0	3	0	7	11	7	2	7	9	3	6	4	1
	1.6%	.6%	2.6%	0.0%	1.0%	0.0%	1.2%	2.2%	3.0%	3.1%	1.9%	1.8%	.9%	2.3%	1.4%	.5%
	100.0%	17.2%	82.8%	0.0%	9.9%	0.0%	23.1%	36.3%	25.2%	5.6%	23.5%	32.5%	8.7%	20.2%	12.5%	2.6%
Net TV	11	4	7	1	1	0	2	3	4	1	2	3	2	2	1	2
	.6%	.4%	.8%	1.4%	.3%	0.0%	.3%	.6%	1.6%	1.4%	.4%	.6%	.6%	.8%	.4%	1.2%
	100.0%	34.3%	65.7%	11.6%	8.7%	0.0%	14.5%	24.5%	34.0%	6.8%	13.5%	28.5%	15.6%	18.0%	10.0%	14.5%
Smash TV	16	2	14	0	1	0	2	9	3	1	4	4	3	1	2	2
	.9%	.2%	1.5%	0.0%	.4%	0.0%	.3%	2.0%	1.3%	1.4%	1.2%	.7%	1.3%	.4%	.7%	1.3%
	100.0%	11.6%	88.4%	0.0%	6.2%	0.0%	10.4%	58.7%	20.0%	4.6%	27.5%	23.1%	21.5%	6.2%	10.9%	10.7%
ITV	8	1	7	0	0	0	4	4	0	0	2	4	2	0	1	0
	.4%	.1%	.7%	0.0%	0.0%	0.0%	.7%	.8%	0.0%	0.0%	.5%	.7%	.6%	0.0%	.2%	0.0%
	100.0%	12.0%	88.0%	0.0%	0.0%	0.0%	47.3%	52.7%	0.0%	0.0%	23.4%	46.3%	21.9%	0.0%	8.4%	0.0%
Favourite TV	5	3	1	0	0	1	1	2	1	0	3	1	0	1	0	0
	.3%	.4%	.2%	0.0%	0.0%	.7%	.3%	.3%	.3%	0.0%	.9%	.1%	0.0%	.4%	0.0%	0.0%
	100.0%	68.4%	31.6%	0.0%	0.0%	19.1%	30.6%	34.4%	15.9%	0.0%	65.2%	15.7%	0.0%	19.1%	0.0%	0.0%
Other Station	2	0	2	0	1	0	0	1	0	0	1	1	0	0	0	0
	.1%	0.0%	.2%	0.0%	.3%	0.0%	0.0%	.2%	0.0%	0.0%	.2%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	56.3%	0.0%	0.0%	43.7%	0.0%	0.0%	43.7%	56.3%	0.0%	0.0%	0.0%	0.0%
Do not know	6	2	4	0	0	0	0	4	2	1	1	2	1	1	1	0
	.3%	.2%	.5%	0.0%	0.0%	0.0%	0.0%	.7%	.7%	1.9%	.2%	.4%	.4%	.4%	.4%	0.0%
	100.0%	30.7%	69.3%	0.0%	0.0%	0.0%	0.0%	56.2%	27.9%	15.9%	12.0%	38.3%	16.0%	15.9%	17.7%	0.0%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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 2012]

	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	X FM	COMMUNITY RADIO STATION	FOREIGN STATION	OTHER STATION	HIGHEST
Monday	0.667	0.000	0.425	1.051	0.290	0.986	0.435	0.429	0.148	0.385	0.030	0.136	0.193	0.195	0.098	0.000	1.051
Tuesday	0.309	0.000	0.146	0.742	0.739	1.393	1.798	0.641	0.383	0.270	0.032	0.203	0.050	0.048	0.218	0.198	1.798
Wednesday	0.270	0.000	0.109	1.678	0.812	0.749	0.981	0.688	0.202	0.156	0.000	0.259	0.200	0.246	0.357	0.000	1.678
Thursday	0.815	0.000	0.268	0.917	0.232	1.162	1.212	1.194	0.018	0.189	0.010	0.294	0.567	0.000	0.074	0.000	1.212
Friday	0.234	0.000	0.118	0.778	0.238	1.127	0.406	0.445	0.000	0.291	0.000	0.324	0.397	0.027	0.116	0.000	1.127
Saturday	0.712	0.000	0.326	0.966	0.151	0.836	0.556	0.307	0.229	0.212	0.000	0.503	0.154	0.054	0.000	0.091	0.966
Sunday	0.772	0.000	0.404	0.721	0.214	0.499	0.366	0.115	0.013	0.075	0.044	0.595	0.055	0.132	0.016	0.016	0.772
Mon-Sun	0.539	0.000	0.255	0.976	0.380	0.966	0.822	0.547	0.141	0.225	0.017	0.331	0.233	0.099	0.125	0.044	0.976
Highest	0.815	0.000	0.425	1.678	0.812	1.393	1.798	1.194	0.383	0.385	0.044	0.595	0.567	0.246	0.357	0.198	

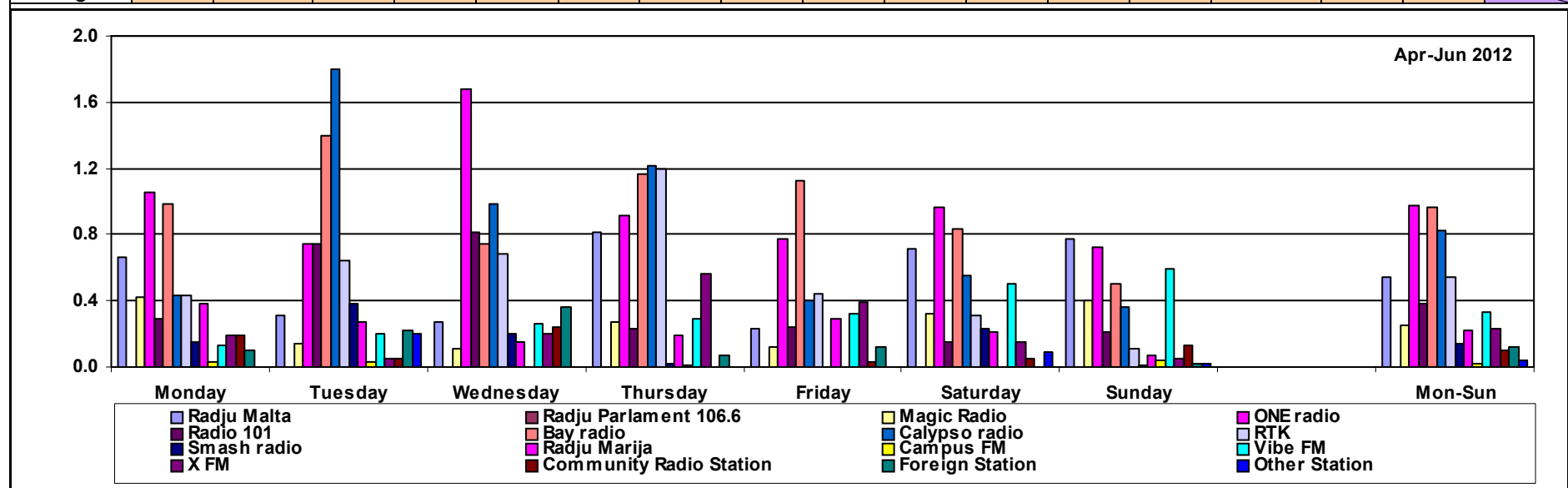


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2012]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2012]

	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	X FM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	2.359	0.000	1.875	2.515	1.190	3.880	2.104	1.180	0.400	1.971	0.365	0.835	1.152	0.720	0.295	0.000	3.880
Tuesday	1.874	0.000	0.555	3.437	2.328	4.112	4.885	1.913	1.427	1.203	0.384	1.110	0.567	0.919	1.235	1.268	4.885
Wednesday	1.227	0.000	1.049	4.828	2.528	2.255	3.446	1.531	1.129	0.776	0.000	1.047	1.043	0.859	0.992	0.000	4.828
Thursday	2.469	0.000	1.212	3.095	1.012	3.702	4.582	2.837	0.422	0.896	0.456	0.838	2.478	0.000	0.717	0.000	4.582
Friday	1.713	0.000	0.942	2.111	1.204	4.040	2.157	1.051	0.000	1.365	0.000	1.632	2.326	0.323	0.703	0.000	4.040
Saturday	2.625	0.000	1.602	3.577	1.316	3.255	2.965	1.148	1.265	0.968	0.000	1.660	0.463	0.433	0.000	0.545	3.577
Sunday	2.570	0.000	1.149	3.082	1.689	2.038	1.340	0.844	0.621	0.689	0.777	1.536	0.725	0.844	0.388	0.388	3.082
Highest	2.625	0.000	1.875	4.828	2.528	4.112	4.885	2.837	1.427	1.971	0.777	1.660	2.478	0.919	1.235	1.268	

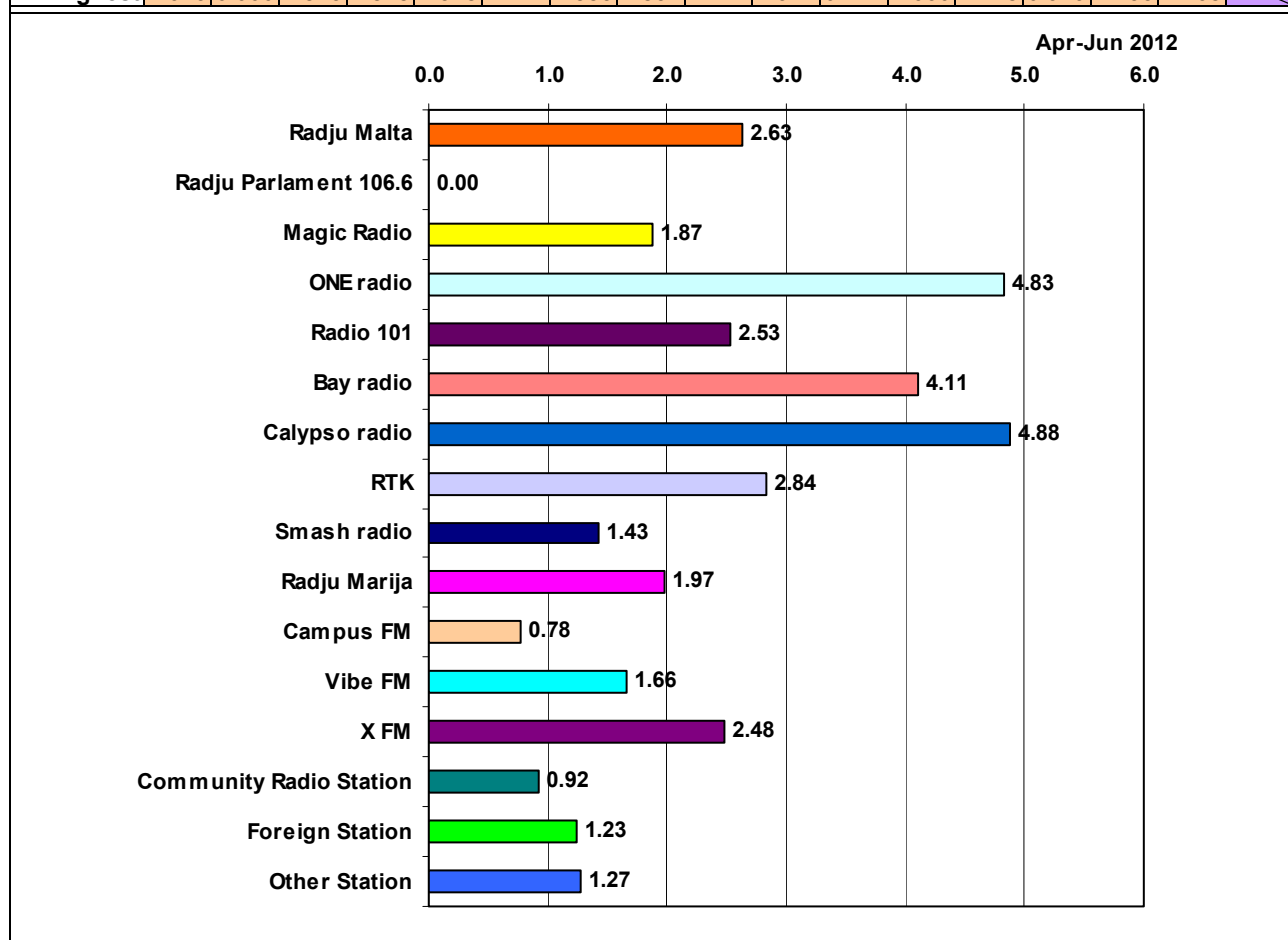


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [APR-JUN 2012]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	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	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
5:30	0.000	0.000	0.000	0.707	0.000	0.574	0.000	0.565	0.000	0.295	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100
6:00	0.392	0.000	0.000	0.972	0.000	0.327	0.000	0.565	0.000	0.295	0.000	0.000	0.000	0.000	0.000	0.000	97.4	100
6:30	0.392	0.000	0.000	0.972	0.365	0.000	0.325	0.565	0.000	0.707	0.000	0.378	0.000	0.000	0.000	0.000	96.3	100
7:00	0.966	0.000	1.738	2.104	0.931	1.377	0.832	0.565	0.000	1.792	0.000	0.000	0.000	0.421	0.295	0.000	89.0	100
7:30	0.966	0.000	1.875	2.234	0.000	1.467	0.421	0.565	0.400	0.720	0.000	0.333	0.478	0.421	0.295	0.000	89.8	100
8:00	0.757	0.000	1.345	1.842	0.000	1.235	0.295	0.565	0.400	1.015	0.365	0.835	0.864	0.421	0.295	0.000	89.8	100
8:30	1.157	0.000	0.478	2.137	0.000	1.244	0.295	0.565	0.400	1.015	0.365	0.449	0.478	0.421	0.295	0.000	90.7	100
9:00	2.359	0.000	0.804	2.164	0.442	3.880	1.165	0.565	0.400	0.720	0.000	0.449	0.478	0.421	0.295	0.000	85.9	100
9:30	2.064	0.000	0.804	2.164	0.442	2.736	1.165	0.885	0.400	0.720	0.000	0.449	0.478	0.421	0.295	0.000	87.0	100
10:00	2.359	0.000	1.253	2.164	0.834	2.957	2.104	0.885	0.400	0.720	0.000	0.449	0.478	0.720	0.295	0.000	84.4	100
10:30	2.359	0.000	1.253	2.164	0.834	2.957	2.104	0.885	0.400	0.720	0.000	0.449	0.478	0.720	0.295	0.000	84.4	100
11:00	2.359	0.000	0.804	2.515	0.392	2.455	1.235	1.180	0.400	0.720	0.000	0.449	0.000	0.720	0.295	0.000	86.5	100
11:30	2.359	0.000	0.804	2.164	0.392	2.455	1.235	0.861	0.400	0.720	0.000	0.449	0.000	0.720	0.295	0.000	87.1	100
NOON	0.956	0.000	0.325	2.296	0.392	2.789	1.235	0.565	0.400	0.442	0.000	0.000	0.400	0.421	0.295	0.000	89.5	100
0:30	0.956	0.000	0.325	1.502	0.392	2.056	1.235	0.565	0.400	0.000	0.000	0.000	0.000	0.421	0.295	0.000	91.9	100
1:00	0.660	0.000	0.325	1.110	0.712	1.530	1.165	0.565	0.400	0.000	0.000	0.327	0.000	0.421	0.295	0.000	92.5	100
1:30	1.235	0.000	0.325	1.110	0.392	1.530	1.165	0.565	0.400	0.000	0.000	0.000	0.000	0.421	0.295	0.000	92.6	100
2:00	1.423	0.000	0.325	0.449	0.392	2.320	1.576	0.565	0.400	0.000	0.000	0.000	0.333	0.421	0.295	0.000	91.5	100
2:30	1.423	0.000	0.325	0.449	0.392	1.746	1.576	0.565	0.400	0.421	0.000	0.333	0.000	0.421	0.295	0.000	91.7	100
3:00	1.423	0.000	0.325	0.800	0.392	2.158	0.869	0.565	0.400	0.818	0.000	0.000	0.254	0.421	0.000	0.000	91.6	100
3:30	1.677	0.000	0.325	0.800	0.392	2.124	0.869	0.565	0.400	0.421	0.000	0.000	0.254	0.421	0.000	0.000	91.8	100
4:00	0.619	0.000	0.806	1.192	0.392	1.655	0.000	0.565	0.333	0.421	0.000	0.000	0.254	0.000	0.000	0.000	93.8	100
4:30	0.365	0.000	0.806	1.512	0.392	1.655	0.000	0.565	0.000	0.421	0.000	0.000	0.254	0.000	0.000	0.000	94.0	100
5:00	0.365	0.000	1.522	1.671	0.691	1.372	0.000	0.565	0.000	0.421	0.000	0.000	0.703	0.000	0.000	0.000	92.7	100
5:30	0.365	0.000	1.157	2.015	0.691	1.707	0.000	0.565	0.000	0.421	0.000	0.000	0.703	0.000	0.000	0.000	92.4	100
6:00	0.365	0.000	0.325	1.664	1.190	0.765	0.000	0.916	0.000	1.971	0.365	0.000	1.152	0.000	0.000	0.000	91.3	100
6:30	0.365	0.000	0.325	0.841	0.712	0.254	0.000	0.565	0.000	1.132	0.365	0.385	0.703	0.000	0.000	0.000	94.4	100
7:00	0.365	0.000	0.691	0.841	0.392	0.000	0.000	0.865	0.000	0.421	0.000	0.385	0.254	0.295	0.000	0.000	95.5	100
7:30	0.365	0.000	0.691	1.206	0.392	0.000	0.000	0.565	0.000	0.421	0.000	0.385	0.254	0.295	0.000	0.000	95.4	100
8:00	0.000	0.000	0.325	1.206	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.5	100
8:30	0.000	0.000	0.000	0.814	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
9:00	0.295	0.000	0.000	0.449	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
9:30	0.295	0.000	0.000	0.847	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
10:00	0.000	0.000	0.000	0.847	0.478	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
10:30	0.000	0.000	0.000	0.847	0.478	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
11:00	0.000	0.000	0.000	0.847	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
11:30	0.000	0.000	0.000	0.847	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
avg.	0.67	0.00	0.43	1.05	0.29	0.99	0.43	0.43	0.15	0.39	0.03	0.14	0.19	0.19	0.10	0.00	94.53	
max.	2.36	0.00	1.87	2.51	1.19	3.88	2.10	1.18	0.40	1.97	0.37	0.83	1.15	0.72	0.30	0.00	100	
σ.	0.79	0.00	0.52	0.80	0.31	1.11	0.63	0.33	0.19	0.46	0.10	0.21	0.28	0.25	0.14	0.00	4.90	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	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	0.546	0.372	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.1	100
5:30	0.000	0.000	0.000	0.000	0.546	0.745	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
6:00	0.462	0.000	0.000	0.339	0.780	1.230	1.371	0.333	0.462	0.000	0.000	0.000	0.000	0.000	0.285	0.000	94.7	100
6:30	0.462	0.000	0.000	0.914	1.133	1.230	1.657	0.686	0.462	0.000	0.000	0.000	0.000	0.000	0.285	0.000	93.2	100
7:00	0.947	0.000	0.309	2.188	2.328	2.640	2.611	0.686	0.993	0.000	0.000	0.372	0.000	0.464	1.235	0.406	84.8	100
7:30	0.462	0.000	0.309	1.855	1.513	2.965	2.611	0.686	1.315	0.289	0.000	1.029	0.000	0.000	1.235	0.406	85.3	100
8:00	0.638	0.000	0.555	2.208	1.941	2.950	2.868	1.328	1.358	0.575	0.000	1.059	0.000	0.000	0.285	0.406	83.8	100
8:30	0.638	0.000	0.555	2.494	1.941	2.986	3.266	0.867	1.358	0.575	0.000	0.745	0.000	0.000	0.285	0.406	83.9	100
9:00	1.521	0.000	0.434	2.494	1.282	2.986	3.864	1.006	1.358	1.203	0.000	0.372	0.000	0.000	0.285	1.268	81.9	100
9:30	1.521	0.000	0.434	2.494	1.282	2.986	3.864	1.581	1.358	1.203	0.000	0.372	0.000	0.000	0.285	1.268	81.4	100
10:00	1.874	0.000	0.434	2.208	1.567	2.986	4.532	1.913	1.427	1.203	0.000	0.372	0.322	0.000	0.285	1.268	79.6	100
10:30	1.874	0.000	0.434	2.642	1.567	2.986	4.532	1.913	1.427	1.203	0.000	0.372	0.322	0.000	0.285	0.841	79.6	100
11:00	1.304	0.000	0.434	2.642	1.634	3.231	4.885	1.913	1.141	1.203	0.000	0.000	0.567	0.000	0.285	0.841	79.9	100
11:30	1.304	0.000	0.434	3.437	2.166	3.231	4.885	1.581	1.141	1.203	0.000	0.000	0.567	0.000	0.285	0.841	78.9	100
NOON	0.339	0.000	0.000	1.015	1.386	4.112	3.952	1.244	0.679	0.289	0.000	0.662	0.322	0.000	0.285	0.000	85.7	100
0:30	0.339	0.000	0.000	1.161	1.386	4.090	3.952	1.244	0.434	0.289	0.000	0.000	0.322	0.000	0.285	0.000	86.5	100
1:00	0.333	0.000	0.309	1.588	0.854	3.656	3.172	1.244	0.434	0.000	0.000	0.372	0.000	0.000	0.669	0.000	87.4	100
1:30	0.000	0.000	0.000	1.588	1.289	3.291	3.172	1.244	0.434	0.000	0.000	0.000	0.000	0.000	0.669	0.000	88.3	100
2:00	0.000	0.000	0.000	1.161	0.854	2.867	3.462	0.959	0.434	0.289	0.000	0.000	0.000	0.000	0.384	0.000	89.6	100
2:30	0.485	0.000	0.000	1.161	0.854	3.829	3.462	0.959	0.434	0.289	0.000	0.000	0.000	0.000	0.384	0.000	88.1	100
3:00	0.000	0.000	0.000	0.387	0.854	3.246	3.083	0.959	0.434	0.575	0.000	0.309	0.000	0.000	0.384	0.485	89.3	100
3:30	0.000	0.000	0.000	0.387	0.854	2.874	3.083	0.959	0.434	0.289	0.000	0.000	0.000	0.000	0.384	0.485	90.3	100
4:00	0.000	0.000	0.309	0.387	0.854	2.211	2.984	0.673	0.434	0.289	0.000	0.372	0.000	0.289	0.384	0.000	90.8	100
4:30	0.000	0.000	0.309	0.849	0.854	1.703	2.699	0.959	0.434	0.289	0.000	0.372	0.000	0.919	0.384	0.000	90.2	100
5:00	0.000	0.000	0.309	0.000	0.854	0.979	1.993	0.673	0.000	0.289	0.384	1.110	0.000	0.630	0.464	0.000	92.3	100
5:30	0.000	0.000	0.309	0.000	0.854	0.494	1.993	0.673	0.000	0.000	0.384	1.110	0.000	0.000	0.464	0.000	93.7	100
6:00	0.000	0.000	0.000	0.000	0.427	0.000	1.447	0.673	0.000	0.285	0.384	0.372	0.000	0.000	0.000	0.000	96.4	100
6:30	0.000	0.000	0.000	0.000	0.427	0.000	1.447	0.673	0.000	0.285	0.384	0.372	0.000	0.000	0.000	0.285	96.1	100
7:00	0.000	0.000	0.000	0.000	0.555	0.000	1.094	0.384	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	97.7	100
7:30	0.000	0.000	0.000	0.000	0.555	0.000	1.094	0.723	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
8:00	0.000	0.000	0.555	0.000	0.555	0.000	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.5	100
8:30	0.339	0.000	0.555	0.000	0.555	0.000	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.1	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.286	0.000	0.285	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
11:30	0.000	0.000	0.000	0.000	0.427	0.000	0.406	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
avg.	0.31	0.00	0.15	0.74	0.74	1.39	1.80	0.64	0.38	0.27	0.03	0.20	0.05	0.05	0.22	0.20	92.83	
max.	1.87	0.00	0.55	3.44	2.33	4.11	4.88	1.91	1.43	1.20	0.38	1.11	0.57	0.92	1.23	1.27	100	
σ.	0.54	0.00	0.21	1.01	0.67	1.52	1.64	0.59	0.51	0.39	0.11	0.33	0.14	0.17	0.29	0.37	7.15	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
5:00	0.000	0.000	0.000	0.295	0.000	0.000	0.000	0.291	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
5:30	0.000	0.000	0.000	0.587	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.1	100
6:00	0.000	0.000	0.436	1.482	1.101	0.000	0.291	0.652	0.000	0.340	0.000	0.000	0.000	0.000	0.000	0.000	95.7	100
6:30	0.000	0.000	0.436	2.587	1.101	1.904	0.291	0.652	0.000	0.340	0.000	0.000	0.000	0.000	0.000	0.000	92.7	100
7:00	0.710	0.000	0.000	3.107	2.528	1.760	1.482	0.796	0.000	0.680	0.000	0.000	0.505	0.000	0.992	0.000	87.4	100
7:30	0.710	0.000	0.315	2.816	1.752	2.255	1.482	0.796	0.000	0.340	0.000	0.000	1.043	0.000	0.992	0.000	87.5	100
8:00	1.227	0.000	1.049	2.816	2.171	1.097	2.667	1.531	0.394	0.340	0.000	0.474	0.505	0.787	0.631	0.000	84.3	100
8:30	0.790	0.000	0.000	3.107	1.753	0.715	2.667	1.531	0.394	0.776	0.000	0.474	0.505	0.472	0.631	0.000	86.2	100
9:00	1.078	0.000	0.250	4.422	1.753	0.774	2.973	1.531	0.723	0.776	0.000	0.979	0.505	0.472	0.631	0.000	83.1	100
9:30	1.078	0.000	0.000	4.828	1.753	0.774	2.973	1.531	0.723	0.776	0.000	0.979	0.505	0.763	0.631	0.000	82.7	100
10:00	0.732	0.000	0.000	4.340	1.753	1.468	3.446	1.379	1.129	0.776	0.000	0.979	0.505	0.763	0.631	0.000	82.1	100
10:30	0.732	0.000	0.000	4.340	1.753	1.468	3.040	1.379	1.129	0.776	0.000	0.979	0.505	0.763	0.631	0.000	82.5	100
11:00	0.732	0.000	0.000	4.329	1.753	1.797	2.789	1.379	0.735	0.436	0.000	0.979	0.505	0.763	0.631	0.000	83.2	100
11:30	0.732	0.000	0.000	4.551	1.753	1.398	2.789	1.379	0.340	0.436	0.000	0.979	0.505	0.763	0.631	0.000	83.7	100
NOON	0.782	0.000	0.000	3.545	2.268	1.269	1.261	1.088	0.000	0.340	0.000	0.505	0.505	0.763	0.631	0.000	87.0	100
0:30	0.782	0.000	0.000	3.296	1.876	0.774	1.261	1.088	0.000	0.340	0.000	0.505	0.505	0.472	0.631	0.000	88.5	100
1:00	0.346	0.000	0.360	2.550	1.067	1.147	1.261	0.652	0.000	0.000	0.000	0.505	0.505	0.472	0.631	0.000	90.5	100
1:30	0.346	0.000	0.000	2.550	1.067	1.147	1.261	0.652	0.000	0.000	0.000	0.505	0.505	0.472	0.631	0.000	90.9	100
2:00	0.380	0.000	0.000	2.204	1.067	1.155	1.261	0.652	0.000	0.000	0.000	0.505	0.505	0.472	0.631	0.000	91.2	100
2:30	0.380	0.000	0.000	2.495	1.067	0.774	1.261	0.652	0.000	0.000	0.000	0.505	0.505	0.472	0.631	0.000	91.3	100
3:00	0.380	0.000	0.000	2.495	1.067	0.774	2.002	0.991	0.000	0.000	0.000	0.505	0.505	0.472	0.631	0.000	90.2	100
3:30	0.380	0.000	0.000	2.495	1.067	0.852	2.002	0.991	0.000	0.000	0.000	1.047	0.505	0.472	0.631	0.000	89.6	100
4:00	0.000	0.000	0.321	2.790	1.067	1.986	1.615	1.067	0.340	0.000	0.000	0.505	0.000	0.472	0.631	0.000	89.2	100
4:30	0.000	0.000	0.321	3.151	1.067	1.716	1.615	1.067	0.340	0.000	0.000	0.505	0.000	0.472	0.631	0.000	89.1	100
5:00	0.340	0.000	0.436	2.859	1.853	1.489	1.448	0.727	0.340	0.000	0.000	0.000	0.000	0.859	0.631	0.000	89.0	100
5:30	0.340	0.000	0.436	2.499	1.358	1.166	1.448	0.727	0.340	0.000	0.000	0.000	0.000	0.387	0.631	0.000	90.7	100
6:00	0.000	0.000	0.436	1.330	0.721	0.786	1.448	0.727	0.000	0.000	0.000	0.000	0.000	0.000	0.631	0.000	93.9	100
6:30	0.000	0.000	0.436	1.330	0.721	1.429	1.053	0.727	0.000	0.000	0.000	0.000	0.000	0.000	0.631	0.000	93.7	100
7:00	0.000	0.000	0.000	1.038	0.360	0.934	0.000	0.727	0.000	0.000	0.000	0.000	0.000	0.000	0.631	0.000	96.3	100
7:30	0.000	0.000	0.000	0.291	0.360	0.291	0.000	0.727	0.000	0.000	0.000	0.000	0.000	0.000	0.631	0.000	97.7	100
8:00	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
8:30	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
9:00	0.000	0.000	0.000	0.000	0.000	0.786	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
9:30	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
10:00	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
10:30	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
11:00	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
11:30	0.000	0.000	0.000	0.000	0.000	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
avg.	0.27	0.00	0.11	1.68	0.81	0.75	0.98	0.69	0.20	0.16	0.00	0.26	0.20	0.25	0.36	0.00	93.29	
max.	1.23	0.00	1.05	4.83	2.53	2.25	3.45	1.53	1.13	0.78	0.00	1.05	1.04	0.86	0.99	0.00	99.71	
σ.	0.37	0.00	0.21	1.64	0.81	0.66	1.10	0.45	0.30	0.27	0.00	0.37	0.27	0.31	0.34	0.00	6.19	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	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	0.401	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:30	0.000	0.000	0.000	0.000	0.401	0.000	0.335	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
4:00	0.000	0.000	0.000	0.000	0.401	0.305	0.335	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.6	100
4:30	0.000	0.000	0.000	0.000	0.401	0.305	0.335	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.6	100
5:00	0.000	0.000	0.000	0.000	0.000	0.305	0.335	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.305	0.335	0.610	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.8	100
6:00	1.077	0.000	0.000	0.286	0.000	1.174	1.836	0.915	0.000	0.000	0.000	0.318	0.000	0.000	0.000	0.000	94.4	100
6:30	1.077	0.000	0.000	0.634	0.310	1.566	1.297	0.915	0.000	0.000	0.000	0.318	0.393	0.000	0.000	0.000	93.5	100
7:00	1.862	0.000	1.212	1.603	0.286	3.420	2.214	1.744	0.000	0.742	0.000	0.318	0.000	0.000	0.000	0.000	86.6	100
7:30	1.862	0.000	1.038	0.993	0.527	2.840	1.903	1.697	0.000	0.286	0.000	0.629	0.242	0.000	0.000	0.000	88.0	100
8:00	1.754	0.000	0.633	1.374	0.527	3.269	2.887	2.098	0.000	0.286	0.456	0.629	0.704	0.000	0.000	0.000	85.4	100
8:30	1.754	0.000	0.591	1.767	0.286	1.742	2.887	1.817	0.000	0.286	0.000	0.629	0.704	0.000	0.000	0.000	87.5	100
9:00	2.437	0.000	0.669	2.149	0.286	2.085	3.875	2.191	0.000	0.286	0.000	0.629	2.478	0.000	0.335	0.000	82.6	100
9:30	2.437	0.000	0.669	2.149	0.286	1.742	3.875	2.165	0.000	0.286	0.000	0.629	1.930	0.000	0.335	0.000	83.5	100
10:00	2.151	0.000	0.669	3.095	0.000	2.085	4.582	2.427	0.422	0.896	0.000	0.629	1.930	0.000	0.717	0.000	80.4	100
10:30	2.151	0.000	0.669	3.095	0.000	2.085	4.582	2.427	0.422	0.896	0.000	0.629	1.930	0.000	0.717	0.000	80.4	100
11:00	2.151	0.000	0.335	2.856	1.012	2.085	2.990	2.427	0.000	0.567	0.000	0.629	1.930	0.000	0.717	0.000	82.3	100
11:30	2.437	0.000	0.335	2.856	1.012	2.085	2.990	2.427	0.000	0.567	0.000	0.629	1.930	0.000	0.717	0.000	82.0	100
NOON	2.394	0.000	0.335	2.149	0.000	1.742	1.619	2.619	0.000	0.286	0.000	0.629	1.620	0.000	0.000	0.000	86.6	100
0:30	2.469	0.000	0.335	2.149	0.000	1.742	1.619	2.619	0.000	0.286	0.000	0.629	1.620	0.000	0.000	0.000	86.5	100
1:00	1.164	0.000	0.968	1.346	0.000	2.053	1.309	2.237	0.000	0.286	0.000	0.629	1.132	0.000	0.000	0.000	88.9	100
1:30	1.164	0.000	0.640	1.346	0.242	2.644	1.309	2.237	0.000	0.286	0.000	0.629	1.132	0.000	0.000	0.000	88.4	100
2:00	1.042	0.000	0.856	1.060	0.000	3.527	1.309	2.555	0.000	0.286	0.000	0.838	0.945	0.000	0.000	0.000	87.6	100
2:30	1.042	0.000	0.335	1.060	0.000	3.291	1.309	2.837	0.000	0.286	0.000	0.838	0.704	0.000	0.000	0.000	88.3	100
3:00	1.042	0.000	0.335	1.060	0.000	3.702	1.657	2.555	0.000	0.286	0.000	0.311	0.704	0.000	0.000	0.000	88.3	100
3:30	0.707	0.000	0.335	1.060	0.000	3.081	1.657	2.008	0.000	0.286	0.000	0.311	0.704	0.000	0.000	0.000	89.9	100
4:00	0.707	0.000	0.318	0.678	0.479	1.650	1.201	1.690	0.000	0.286	0.000	0.311	1.191	0.000	0.000	0.000	91.5	100
4:30	0.707	0.000	0.318	0.678	0.479	1.126	1.201	2.038	0.000	0.286	0.000	0.548	0.704	0.000	0.000	0.000	91.9	100
5:00	0.707	0.000	0.242	1.739	0.907	1.431	0.722	2.189	0.000	0.286	0.000	0.000	0.343	0.000	0.000	0.000	91.4	100
5:30	0.707	0.000	0.000	1.739	0.907	1.431	0.722	1.840	0.000	0.286	0.000	0.000	0.891	0.000	0.000	0.000	91.5	100
6:00	0.610	0.000	1.020	1.218	0.479	0.000	0.722	1.840	0.000	0.286	0.000	0.000	0.343	0.000	0.000	0.000	93.5	100
6:30	0.282	0.000	0.000	1.218	0.479	0.000	0.722	1.840	0.000	0.286	0.000	0.000	0.343	0.000	0.000	0.000	94.8	100
7:00	0.282	0.000	0.000	0.286	0.310	0.311	0.348	0.683	0.000	0.000	0.000	0.361	0.343	0.000	0.000	0.000	97.1	100
7:30	0.000	0.000	0.000	0.286	0.000	0.311	0.348	0.000	0.000	0.000	0.000	0.361	0.343	0.000	0.000	0.000	98.4	100
8:00	0.282	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.728	0.000	0.000	0.000	0.000	98.6	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	99.3	100
9:00	0.000	0.000	0.000	0.348	0.348	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
9:30	0.000	0.000	0.000	0.348	0.348	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
10:00	0.335	0.000	0.000	0.348	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
10:30	0.335	0.000	0.000	0.348	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
11:00	0.000	0.000	0.000	0.348	0.000	0.343	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
11:30	0.000	0.000	0.000	0.348	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
avg.	0.82	0.00	0.27	0.92	0.23	1.16	1.21	1.19	0.02	0.19	0.01	0.29	0.57	0.00	0.07	0.00	93.05	
max.	2.47	0.00	1.21	3.10	1.01	3.70	4.58	2.84	0.42	0.90	0.46	0.84	2.48	0.00	0.72	0.00	100	
σ.	0.88	0.00	0.35	0.94	0.29	1.22	1.26	1.05	0.09	0.24	0.07	0.30	0.71	0.00	0.21	0.00	6.46	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:30	0.000	0.000	0.000	0.330	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
4:00	0.000	0.000	0.000	0.330	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	98.6	100
4:30	0.000	0.000	0.000	0.330	0.000	0.000	0.323	0.368	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	98.6	100
5:00	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.646	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	98.7	100
5:30	0.000	0.000	0.000	0.849	0.000	0.000	0.000	0.646	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	98.2	100
6:00	0.000	0.000	0.000	1.552	0.000	0.000	0.000	0.306	0.000	0.281	0.000	0.000	0.000	0.000	0.330	0.000	97.5	100
6:30	0.000	0.000	0.000	1.552	0.000	0.494	0.000	0.629	0.000	0.281	0.000	0.338	0.000	0.000	0.330	0.000	96.4	100
7:00	0.000	0.000	0.531	1.552	0.395	4.040	0.323	1.051	0.000	1.365	0.000	0.000	0.832	0.000	0.330	0.000	89.6	100
7:30	0.000	0.000	0.306	1.552	0.790	3.638	0.667	1.051	0.000	1.041	0.000	0.000	0.644	0.000	0.330	0.000	90.0	100
8:00	0.000	0.000	0.306	1.222	0.277	2.382	0.667	1.051	0.000	0.668	0.000	0.875	1.043	0.000	0.330	0.000	91.2	100
8:30	0.000	0.000	0.000	1.500	0.808	2.452	0.667	0.629	0.000	0.281	0.000	0.875	0.681	0.000	0.703	0.000	91.4	100
9:00	0.983	0.000	0.664	1.496	1.151	2.185	2.157	0.755	0.000	0.624	0.000	1.632	1.220	0.000	0.000	0.000	87.1	100
9:30	0.983	0.000	0.664	1.496	0.620	2.185	1.640	0.755	0.000	0.624	0.000	1.632	0.681	0.000	0.000	0.000	88.7	100
10:00	0.568	0.000	0.942	1.496	0.277	2.819	1.640	0.755	0.000	0.624	0.000	1.114	0.343	0.323	0.000	0.000	89.1	100
10:30	0.845	0.000	0.942	1.496	0.646	2.819	1.640	0.755	0.000	0.624	0.000	0.875	0.343	0.323	0.000	0.000	88.7	100
11:00	1.169	0.000	0.387	1.496	1.204	2.512	1.640	0.583	0.000	0.281	0.000	0.875	0.882	0.323	0.000	0.000	88.6	100
11:30	1.169	0.000	0.387	1.496	0.555	2.150	1.640	0.583	0.000	0.281	0.000	0.875	0.343	0.323	0.000	0.000	90.2	100
NOON	1.713	0.000	0.000	1.735	0.555	1.363	0.758	0.611	0.000	0.974	0.000	0.875	0.343	0.000	0.000	0.000	91.1	100
0:30	0.686	0.000	0.000	2.111	0.555	1.363	0.758	0.611	0.000	0.696	0.000	0.875	0.343	0.000	0.000	0.000	92.0	100
1:00	0.373	0.000	0.000	1.834	0.555	0.892	0.343	0.306	0.000	0.696	0.000	0.974	0.343	0.000	0.000	0.000	93.7	100
1:30	0.373	0.000	0.000	1.458	0.277	0.892	0.343	0.306	0.000	0.696	0.000	0.974	0.343	0.000	0.000	0.000	94.3	100
2:00	0.373	0.000	0.000	0.845	0.277	1.198	0.343	0.721	0.000	0.974	0.000	0.974	1.308	0.000	0.000	0.000	93.0	100
2:30	0.373	0.000	0.000	0.568	0.277	0.892	0.343	0.306	0.000	0.974	0.000	0.480	1.308	0.000	0.000	0.000	94.5	100
3:00	0.373	0.000	0.000	0.568	1.041	1.230	0.343	0.306	0.000	0.277	0.000	0.818	0.856	0.000	0.000	0.000	94.2	100
3:30	0.373	0.000	0.000	0.568	0.000	1.230	0.343	0.306	0.000	0.277	0.000	0.480	0.856	0.000	0.000	0.000	95.6	100
4:00	0.000	0.000	0.000	1.062	0.000	1.230	0.000	0.306	0.000	0.000	0.000	0.000	0.343	0.000	0.000	0.000	97.1	100
4:30	0.000	0.000	0.531	0.823	0.000	1.230	0.000	0.306	0.000	0.000	0.000	0.000	0.343	0.000	0.000	0.000	96.8	100
5:00	0.000	0.000	0.000	0.330	0.000	2.036	0.000	0.674	0.000	0.000	0.000	0.000	2.326	0.000	0.471	0.000	94.2	100
5:30	0.000	0.000	0.000	0.330	0.000	1.585	0.000	0.674	0.000	0.000	0.000	0.000	1.964	0.000	0.471	0.000	95.0	100
6:00	0.607	0.000	0.000	0.330	0.395	1.743	0.000	0.583	0.000	0.373	0.000	0.000	0.681	0.000	0.471	0.000	94.8	100
6:30	0.278	0.000	0.000	0.745	0.395	1.743	0.000	0.583	0.000	0.697	0.000	0.000	0.681	0.000	0.471	0.000	94.4	100
7:00	0.000	0.000	0.000	0.745	0.395	1.677	0.000	0.583	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.6	100
7:30	0.000	0.000	0.000	0.745	0.000	0.870	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.1	100
8:00	0.000	0.000	0.000	0.415	0.000	0.870	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
8:30	0.000	0.000	0.000	0.415	0.000	0.870	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
9:00	0.000	0.000	0.000	0.415	0.000	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
9:30	0.000	0.000	0.000	0.415	0.000	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
10:00	0.000	0.000	0.000	0.415	0.000	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
10:30	0.000	0.000	0.000	0.415	0.000	0.774	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.000	0.000	98.5	100
11:00	0.000	0.000	0.000	0.000	0.000	0.774	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
11:30	0.000	0.000	0.000	0.000	0.000	0.774	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
avg.	0.23	0.00	0.12	0.78	0.24	1.13	0.41	0.45	0.00	0.29	0.00	0.32	0.40	0.03	0.12	0.00	95.50	
max.	1.71	0.00	0.94	2.11	1.20	4.04	2.16	1.05	0.00	1.36	0.00	1.63	2.33	0.32	0.70	0.00	99.31	
σ.	0.41	0.00	0.25	0.62	0.34	1.04	0.56	0.28	0.00	0.37	0.00	0.48	0.55	0.09	0.19	0.00	3.84	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

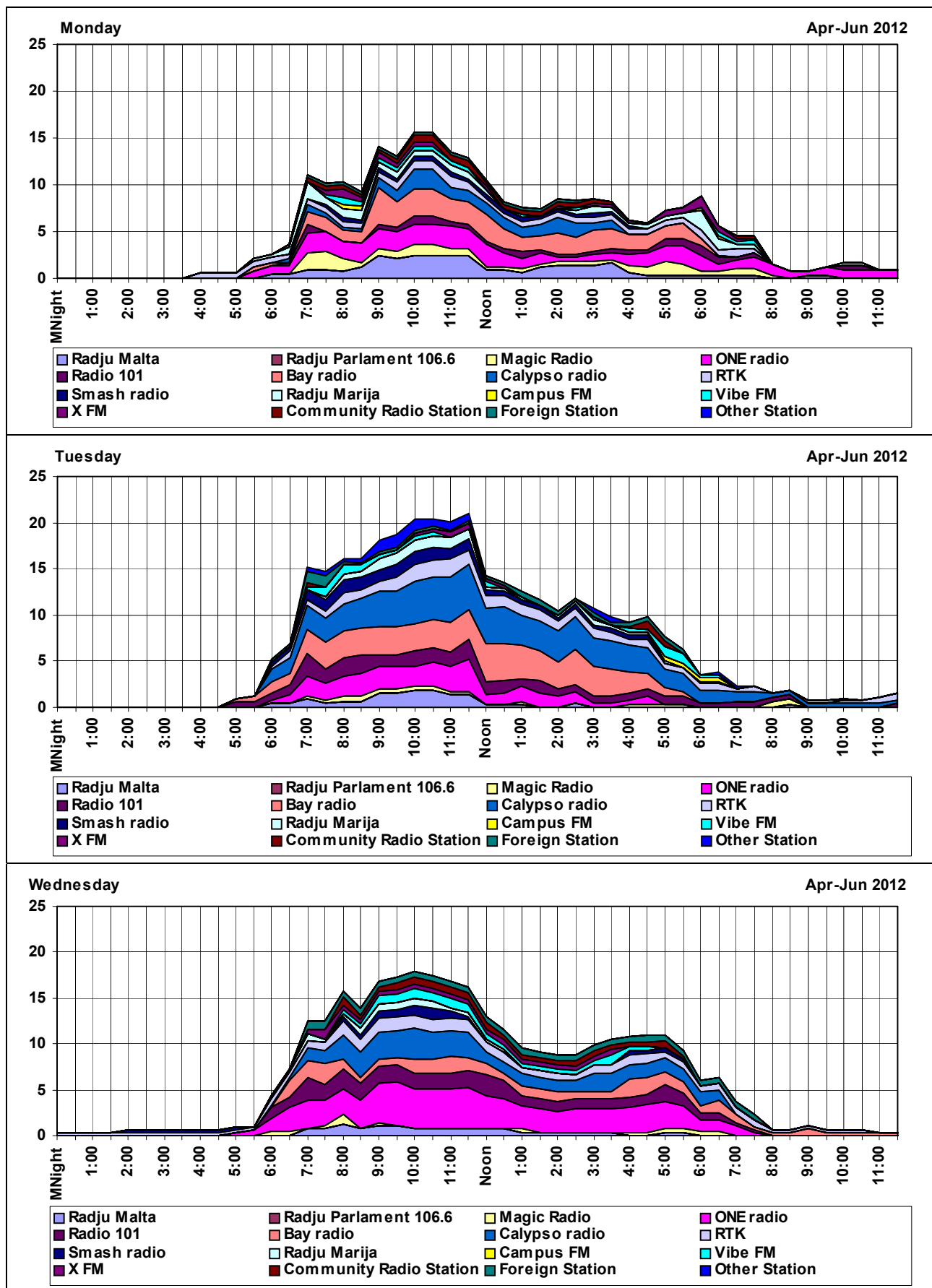
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	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	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
5:30	0.000	0.000	0.000	0.883	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.8	100
6:00	1.240	0.000	0.000	1.920	0.397	0.000	0.332	0.352	0.000	0.636	0.000	0.321	0.000	0.000	0.000	0.000	94.8	100
6:30	1.240	0.000	0.000	2.088	0.000	0.000	0.332	0.352	0.000	0.968	0.000	0.321	0.000	0.000	0.000	0.000	94.7	100
7:00	1.240	0.000	0.000	2.836	0.483	0.000	0.620	0.352	0.000	0.616	0.000	1.345	0.000	0.000	0.000	0.000	92.5	100
7:30	1.240	0.000	0.000	2.792	1.316	0.385	0.928	0.352	0.000	0.616	0.000	1.660	0.000	0.000	0.000	0.000	90.7	100
8:00	1.240	0.000	0.000	2.962	1.316	0.385	1.723	0.352	0.000	0.968	0.000	1.485	0.463	0.000	0.000	0.000	89.1	100
8:30	1.240	0.000	0.000	2.962	1.028	0.321	1.260	0.352	0.000	0.968	0.000	1.024	0.463	0.000	0.000	0.000	90.4	100
9:00	2.097	0.000	1.216	2.492	0.483	1.252	1.693	0.352	0.782	0.616	0.000	1.024	0.463	0.433	0.000	0.000	87.1	100
9:30	2.097	0.000	1.602	2.777	0.483	1.252	1.341	0.352	1.265	0.616	0.000	1.024	0.463	0.433	0.000	0.000	86.3	100
10:00	2.625	0.000	1.602	2.486	0.000	1.735	1.767	0.949	1.265	0.616	0.000	1.507	0.463	0.433	0.000	0.545	84.0	100
10:30	2.625	0.000	1.602	2.486	0.000	1.252	2.149	0.949	1.265	0.616	0.000	1.024	0.463	0.433	0.000	0.545	84.6	100
11:00	2.381	0.000	1.197	2.202	0.000	1.630	2.965	0.949	1.265	0.616	0.000	1.024	0.463	0.433	0.000	0.545	84.3	100
11:30	2.381	0.000	1.197	3.577	0.000	0.938	2.539	0.949	1.265	0.616	0.000	1.024	0.463	0.433	0.000	0.545	84.1	100
NOON	0.857	0.000	0.771	2.520	0.314	1.932	1.481	1.148	0.397	0.284	0.000	1.024	0.463	0.000	0.000	0.545	88.3	100
0:30	0.857	0.000	0.385	1.296	0.314	1.932	1.481	0.784	0.397	0.284	0.000	1.024	0.463	0.000	0.000	0.545	90.2	100
1:00	0.857	0.000	0.385	0.626	0.000	3.255	0.717	0.784	0.000	0.000	0.000	1.024	0.463	0.000	0.000	0.545	91.3	100
1:30	0.857	0.000	0.385	0.626	0.000	3.255	0.717	0.905	0.000	0.000	0.000	1.024	0.463	0.000	0.000	0.545	91.2	100
2:00	1.195	0.000	0.385	0.626	0.000	2.686	0.433	0.905	0.385	0.284	0.000	1.024	0.463	0.000	0.000	0.000	91.6	100
2:30	1.195	0.000	0.385	0.626	0.000	2.686	0.433	0.352	0.385	0.284	0.000	1.024	0.463	0.000	0.000	0.000	92.2	100
3:00	1.195	0.000	0.385	0.626	0.000	2.599	0.433	0.352	0.385	0.000	0.000	1.024	0.463	0.000	0.000	0.000	92.5	100
3:30	1.195	0.000	0.385	0.626	0.000	2.567	0.433	0.352	0.385	0.000	0.000	1.024	0.463	0.000	0.000	0.000	92.6	100
4:00	1.479	0.000	0.385	0.626	0.000	1.016	0.433	0.352	0.385	0.284	0.000	0.532	0.000	0.000	0.000	0.000	94.5	100
4:30	1.141	0.000	0.385	0.626	0.000	1.545	0.433	0.352	0.385	0.284	0.000	0.532	0.000	0.000	0.000	0.000	94.3	100
5:00	0.573	0.000	0.385	0.338	0.777	1.016	0.433	0.352	0.385	0.000	0.000	0.532	0.000	0.000	0.000	0.000	95.2	100
5:30	0.573	0.000	0.385	0.724	0.352	1.016	0.433	0.352	0.385	0.000	0.000	0.532	0.000	0.000	0.000	0.000	95.2	100
6:00	0.284	0.000	0.737	0.724	0.000	0.992	0.433	0.000	0.000	0.000	0.000	0.532	0.000	0.000	0.000	0.000	96.3	100
6:30	0.284	0.000	0.737	0.724	0.000	0.992	0.433	0.000	0.000	0.000	0.000	0.532	0.000	0.000	0.000	0.000	96.3	100
7:00	0.000	0.000	0.000	0.724	0.000	0.992	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.3	100
7:30	0.000	0.000	0.000	0.938	0.000	0.992	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.1	100
8:00	0.000	0.000	0.371	0.553	0.000	0.992	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.1	100
8:30	0.000	0.000	0.371	0.000	0.000	0.530	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.1	100
9:00	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
9:30	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
10:00	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	0.000	0.000	0.000	99.7	100
10:30	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	0.000	0.000	0.000	99.7	100
11:00	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	0.000	0.000	0.000	99.7	100
11:30	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	0.000	0.000	0.000	99.7	100
avg.	0.71	0.00	0.33	0.97	0.15	0.84	0.56	0.31	0.23	0.21	0.00	0.50	0.15	0.05	0.00	0.09	94.90	
max.	2.63	0.00	1.60	3.58	1.32	3.25	2.96	1.15	1.27	0.97	0.00	1.66	0.46	0.43	0.00	0.54	100	
σ.	0.82	0.00	0.47	1.09	0.33	0.98	0.75	0.34	0.40	0.31	0.00	0.54	0.22	0.14	0.00	0.21	5.23	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

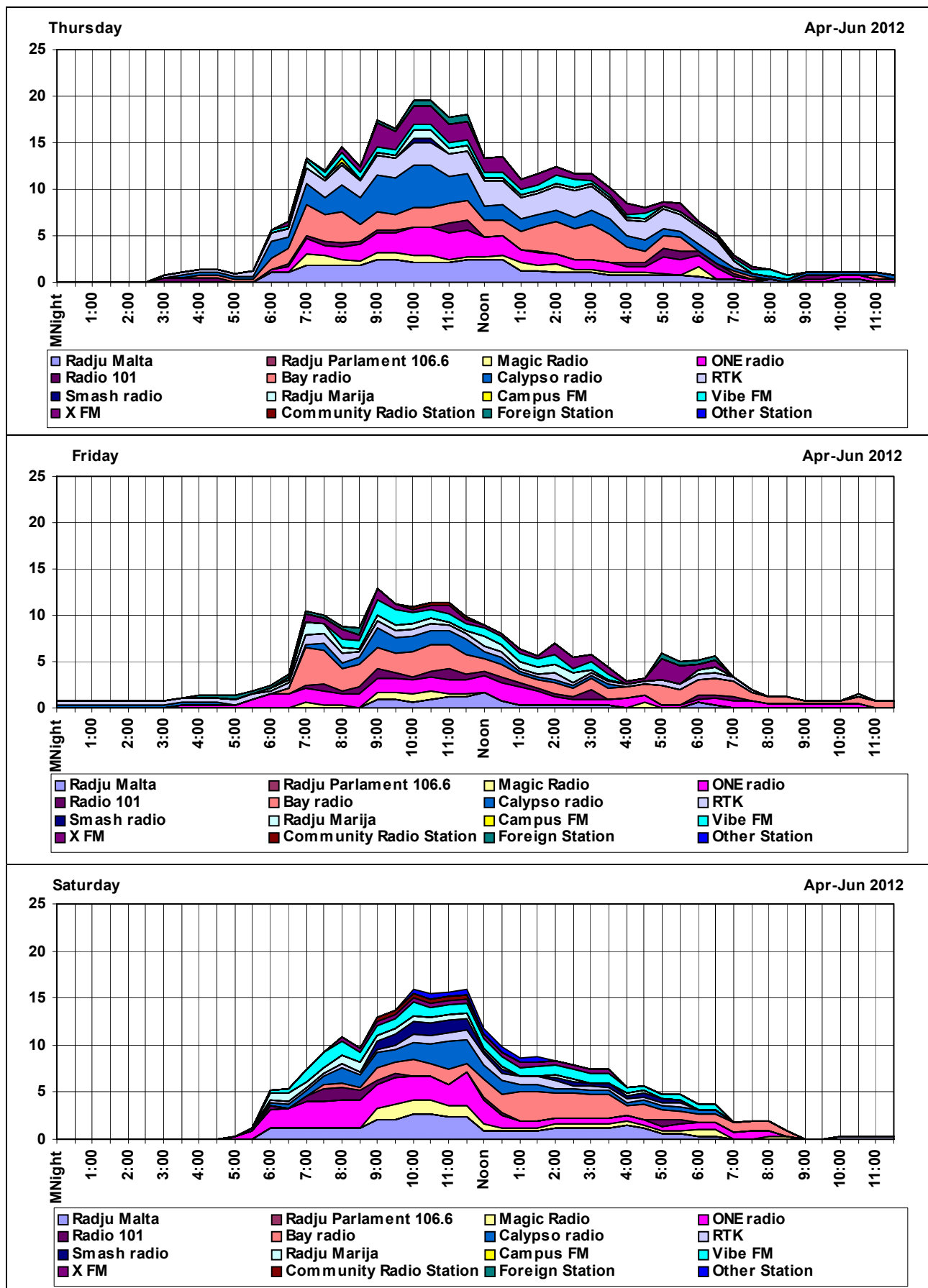
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	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	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	99.3	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	0.341	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
5:30	0.000	0.000	0.000	0.341	0.000	0.436	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
6:00	0.388	0.000	0.000	0.627	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.000	0.000	98.5	100
6:30	0.388	0.000	0.000	0.627	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.000	0.000	98.1	100
7:00	1.492	0.000	0.000	0.627	0.000	0.349	0.720	0.000	0.000	0.621	0.000	0.496	0.725	0.000	0.388	0.000	94.6	100
7:30	1.492	0.000	0.557	1.013	0.000	0.349	0.386	0.000	0.000	0.334	0.000	0.496	0.400	0.000	0.388	0.000	94.6	100
8:00	1.103	0.000	0.557	1.313	0.530	0.827	0.740	0.487	0.000	0.000	0.000	0.496	0.000	0.000	0.000	0.000	93.9	100
8:30	1.103	0.000	0.000	1.313	0.530	0.317	1.030	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.000	0.000	95.2	100
9:00	2.284	0.000	0.436	3.035	0.530	2.038	1.277	0.000	0.000	0.000	0.000	0.496	0.367	0.000	0.000	0.000	89.5	100
9:30	2.284	0.000	0.436	3.035	0.530	1.262	1.277	0.000	0.000	0.000	0.000	0.496	0.367	0.487	0.000	0.000	89.8	100
10:00	2.570	0.000	0.436	3.001	0.530	1.460	1.340	0.844	0.000	0.000	0.777	1.536	0.000	0.000	0.000	0.000	87.5	100
10:30	2.570	0.000	0.436	3.082	0.817	1.460	0.740	0.287	0.000	0.291	0.777	1.536	0.000	0.000	0.000	0.000	88.0	100
11:00	1.997	0.000	0.436	2.646	1.588	1.783	0.386	0.000	0.000	0.291	0.291	1.536	0.000	0.000	0.000	0.000	89.0	100
11:30	1.997	0.000	0.000	2.937	1.689	1.226	0.386	0.000	0.000	0.000	0.291	1.536	0.000	0.000	0.000	0.000	89.9	100
NOON	1.492	0.000	0.000	0.918	1.128	1.302	0.797	0.380	0.000	0.354	0.000	1.536	0.000	0.000	0.000	0.000	92.1	100
0:30	1.492	0.000	0.000	1.013	0.287	1.302	0.797	0.380	0.000	0.000	0.000	1.536	0.000	0.000	0.000	0.000	93.2	100
1:00	1.492	0.000	0.000	1.013	0.000	0.374	0.386	0.000	0.000	0.000	0.000	1.536	0.000	0.408	0.000	0.000	94.8	100
1:30	1.492	0.000	0.000	0.726	0.000	0.374	0.386	0.000	0.000	0.000	0.000	1.536	0.000	0.408	0.000	0.000	95.1	100
2:00	1.492	0.000	0.969	0.341	0.287	0.838	0.386	0.000	0.000	0.000	0.000	1.006	0.000	0.408	0.000	0.000	94.3	100
2:30	1.492	0.000	0.969	0.341	0.000	0.838	0.386	0.000	0.000	0.000	0.000	1.006	0.000	0.408	0.000	0.000	94.6	100
3:00	1.492	0.000	0.969	0.889	0.000	0.838	0.720	0.000	0.000	0.334	0.000	0.884	0.000	0.408	0.000	0.000	93.5	100
3:30	1.492	0.000	0.969	0.889	0.000	0.838	0.386	0.000	0.000	0.334	0.000	0.884	0.000	0.408	0.000	0.000	93.8	100
4:00	0.749	0.000	1.106	0.889	0.000	0.785	0.386	0.354	0.000	0.000	0.000	0.877	0.000	0.408	0.000	0.000	94.4	100
4:30	0.749	0.000	1.106	0.889	0.000	0.785	0.386	0.354	0.000	0.000	0.000	0.510	0.000	0.408	0.000	0.000	94.8	100
5:00	0.749	0.000	1.149	0.549	0.354	0.411	0.386	0.000	0.000	0.000	0.000	0.510	0.000	0.844	0.000	0.388	94.7	100
5:30	0.749	0.000	1.149	0.549	0.354	0.000	0.386	0.000	0.000	0.000	0.000	0.510	0.000	0.844	0.000	0.388	95.1	100
6:00	0.408	0.000	1.106	0.549	0.549	0.918	0.774	0.000	0.000	0.689	0.000	0.510	0.000	0.436	0.000	0.000	94.1	100
6:30	0.408	0.000	1.106	0.549	0.549	0.510	0.774	0.000	0.000	0.334	0.000	0.510	0.000	0.436	0.000	0.000	94.8	100
7:00	0.408	0.000	0.549	0.549	0.000	0.496	0.774	0.000	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	96.7	100
7:30	0.408	0.000	0.549	0.000	0.000	0.374	0.774	0.287	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	97.1	100
8:00	0.408	0.000	0.549	0.000	0.000	0.374	0.000	0.287	0.000	0.000	0.000	0.510	0.367	0.000	0.000	0.000	97.5	100
8:30	0.408	0.000	0.549	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.1	100
9:00	0.000	0.000	0.549	0.000	0.000	0.349	0.000	0.287	0.621	0.000	0.000	0.510	0.000	0.000	0.000	0.000	97.7	100
9:30	0.000	0.000	0.549	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.7	100
10:00	0.000	0.000	0.549	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.7	100
10:30	0.000	0.000	0.549	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.7	100
11:00	0.000	0.000	0.549	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.9	100
11:30	0.000	0.000	0.549	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.510	0.000	0.000	0.000	0.000	98.9	100
avg.	0.77	0.00	0.40	0.72	0.21	0.50	0.37	0.11	0.01	0.07	0.04	0.60	0.05	0.13	0.02	0.02	95.97	
max.	2.57	0.00	1.15	3.08	1.69	2.04	1.34	0.84	0.62	0.69	0.78	1.54	0.73	0.84	0.39	0.39	100	
σ.	0.82	0.00	0.41	0.94	0.40	0.54	0.40	0.19	0.09	0.17	0.17	0.51	0.15	0.23	0.08	0.08	3.57	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

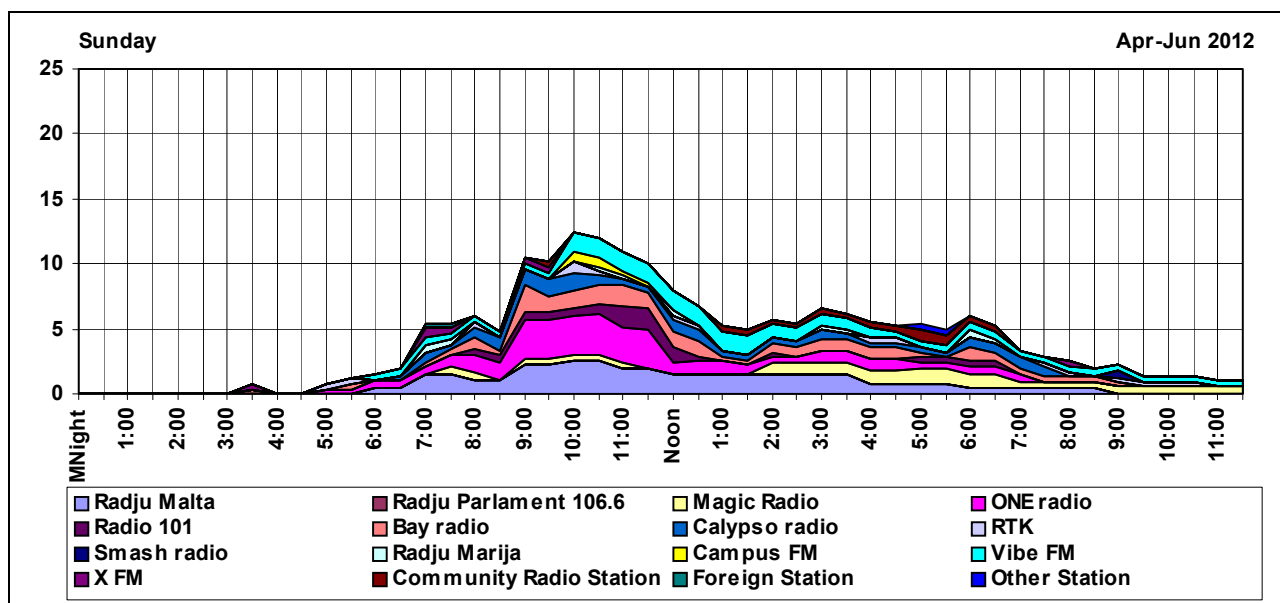
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.8	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.095	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.8	100
3:00	0.000	0.000	0.000	0.000	0.058	0.000	0.048	0.143	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
3:30	0.000	0.000	0.000	0.049	0.058	0.044	0.096	0.143	0.055	0.000	0.000	0.000	0.057	0.000	0.000	0.000	99.5	100
4:00	0.000	0.000	0.000	0.049	0.058	0.044	0.096	0.221	0.055	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.4	100
4:30	0.000	0.000	0.000	0.049	0.058	0.044	0.096	0.221	0.055	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.4	100
5:00	0.000	0.000	0.000	0.187	0.078	0.097	0.049	0.312	0.055	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.2	100
5:30	0.000	0.000	0.000	0.480	0.078	0.292	0.096	0.353	0.000	0.041	0.000	0.000	0.000	0.000	0.049	0.000	98.6	100
6:00	0.510	0.000	0.061	1.026	0.323	0.391	0.551	0.445	0.066	0.221	0.000	0.163	0.000	0.000	0.089	0.000	96.2	100
6:30	0.510	0.000	0.061	1.338	0.412	0.743	0.614	0.543	0.066	0.326	0.000	0.265	0.057	0.000	0.089	0.000	95.0	100
7:00	1.029	0.000	0.539	1.997	0.985	1.955	1.257	0.746	0.142	0.829	0.000	0.363	0.297	0.125	0.460	0.058	89.2	100
7:30	0.960	0.000	0.623	1.887	0.844	1.996	1.202	0.739	0.243	0.519	0.000	0.594	0.399	0.058	0.460	0.058	89.4	100
8:00	0.958	0.000	0.629	1.957	0.964	1.745	1.695	1.062	0.305	0.549	0.117	0.838	0.512	0.169	0.219	0.058	88.2	100
8:30	0.952	0.000	0.231	2.178	0.907	1.405	1.727	0.824	0.305	0.553	0.051	0.673	0.406	0.124	0.274	0.058	89.3	100
9:00	1.820	0.000	0.640	2.598	0.846	2.167	2.435	0.916	0.463	0.602	0.000	0.802	0.795	0.186	0.219	0.181	85.3	100
9:30	1.779	0.000	0.660	2.696	0.768	1.848	2.309	1.039	0.533	0.602	0.000	0.802	0.636	0.297	0.219	0.181	85.6	100
10:00	1.836	0.000	0.763	2.678	0.702	2.217	2.773	1.309	0.661	0.691	0.111	0.943	0.580	0.316	0.274	0.260	83.9	100
10:30	1.877	0.000	0.763	2.751	0.797	2.147	2.686	1.230	0.661	0.732	0.111	0.839	0.580	0.316	0.274	0.199	84.0	100
11:00	1.726	0.000	0.513	2.661	1.084	2.214	2.417	1.204	0.503	0.586	0.041	0.786	0.628	0.316	0.274	0.199	84.8	100
11:30	1.768	0.000	0.451	2.996	1.079	1.926	2.356	1.113	0.448	0.545	0.041	0.786	0.549	0.316	0.274	0.199	85.2	100
NOON	1.225	0.000	0.204	2.020	0.858	2.069	1.586	1.098	0.209	0.426	0.000	0.752	0.524	0.165	0.170	0.078	88.6	100
0:30	1.085	0.000	0.149	1.789	0.683	1.895	1.586	1.045	0.174	0.274	0.000	0.657	0.469	0.124	0.170	0.078	89.8	100
1:00	0.747	0.000	0.335	1.438	0.452	1.846	1.190	0.830	0.117	0.144	0.000	0.770	0.352	0.183	0.225	0.078	91.3	100
1:30	0.779	0.000	0.193	1.341	0.464	1.879	1.190	0.847	0.117	0.144	0.000	0.671	0.352	0.183	0.225	0.078	91.5	100
2:00	0.840	0.000	0.363	0.954	0.408	2.086	1.248	0.913	0.173	0.267	0.000	0.626	0.513	0.183	0.184	0.000	91.2	100
2:30	0.910	0.000	0.287	0.954	0.367	2.012	1.248	0.814	0.173	0.325	0.000	0.600	0.432	0.183	0.184	0.000	91.5	100
3:00	0.840	0.000	0.287	0.970	0.479	2.082	1.298	0.820	0.173	0.325	0.000	0.554	0.400	0.183	0.143	0.069	91.4	100
3:30	0.827	0.000	0.287	0.970	0.326	1.940	1.250	0.741	0.173	0.229	0.000	0.536	0.400	0.183	0.143	0.069	91.9	100
4:00	0.507	0.000	0.460	1.083	0.395	1.502	0.945	0.715	0.211	0.182	0.000	0.371	0.258	0.166	0.143	0.000	93.1	100
4:30	0.424	0.000	0.538	1.209	0.395	1.391	0.904	0.807	0.165	0.182	0.000	0.352	0.188	0.256	0.143	0.000	93.0	100
5:00	0.390	0.000	0.570	1.059	0.771	1.250	0.710	0.744	0.103	0.141	0.055	0.308	0.489	0.331	0.224	0.055	92.8	100
5:30	0.390	0.000	0.485	1.112	0.641	1.057	0.710	0.693	0.103	0.100	0.055	0.308	0.516	0.175	0.224	0.055	93.4	100
6:00	0.327	0.000	0.518	0.824	0.532	0.746	0.687	0.678	0.000	0.508	0.105	0.202	0.309	0.062	0.158	0.000	94.3	100
6:30	0.231	0.000	0.370	0.771	0.466	0.707	0.632	0.629	0.000	0.389	0.105	0.256	0.247	0.062	0.158	0.041	94.9	100
7:00	0.150	0.000	0.174	0.595	0.287	0.636	0.317	0.461	0.000	0.058	0.000	0.178	0.085	0.041	0.089	0.041	96.9	100
7:30	0.109	0.000	0.174	0.494	0.184	0.410	0.317	0.370	0.000	0.058	0.000	0.178	0.085	0.041	0.089	0.000	97.5	100
8:00	0.099	0.000	0.256	0.307	0.079	0.365	0.109	0.082	0.000	0.000	0.000	0.178	0.052	0.000	0.000	0.000	98.5	100
8:30	0.107	0.000	0.211	0.174	0.079	0.303	0.109	0.041	0.000	0.000	0.000	0.125	0.000	0.000	0.000	0.000	98.9	100
9:00	0.041	0.000	0.078	0.174	0.051	0.219	0.109	0.082	0.089	0.041	0.000	0.073	0.000	0.000	0.000	0.000	99.0	100
9:30	0.041	0.000	0.078	0.229	0.051	0.099	0.109	0.082	0.000	0.041	0.000	0.073	0.000	0.000	0.000	0.000	99.2	100
10:00	0.049	0.000	0.078	0.229	0.066	0.099	0.109	0.163	0.000	0.082	0.000	0.073	0.000	0.000	0.000	0.000	99.1	100
10:30	0.049	0.000	0.078	0.229	0.066	0.155	0.109	0.163	0.000	0.092	0.000	0.073	0.000	0.000	0.000	0.000	99.0	100
11:00	0.000	0.000	0.078	0.168	0.000	0.205	0.109	0.144	0.000	0.000	0.000	0.073	0.000	0.000	0.000	0.000	99.2	100
11:30	0.000	0.000	0.078	0.168	0.061	0.155	0.109	0.144	0.000	0.000	0.000	0.073	0.000	0.000	0.000	0.000	99.2	100
avg.	0.54	0.00	0.26	0.98	0.38	0.97	0.82	0.55	0.14	0.23	0.02	0.33	0.23	0.10	0.12	0.04	94.30	
max.	1.88	0.00	0.76	3.00	1.08	2.22	2.77	1.31	0.66	0.83	0.12	0.94	0.79	0.33	0.46	0.26	99.86	
σ.	0.61	0.00	0.24	0.93	0.35	0.87	0.84	0.39	0.18	0.25	0.04	0.31	0.24	0.11	0.12	0.07	5.25	



FIGURES 6.3.A-C: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2012]



FIGURES 6.3.D-F: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2012]



FIGURES 6.3.G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2012]

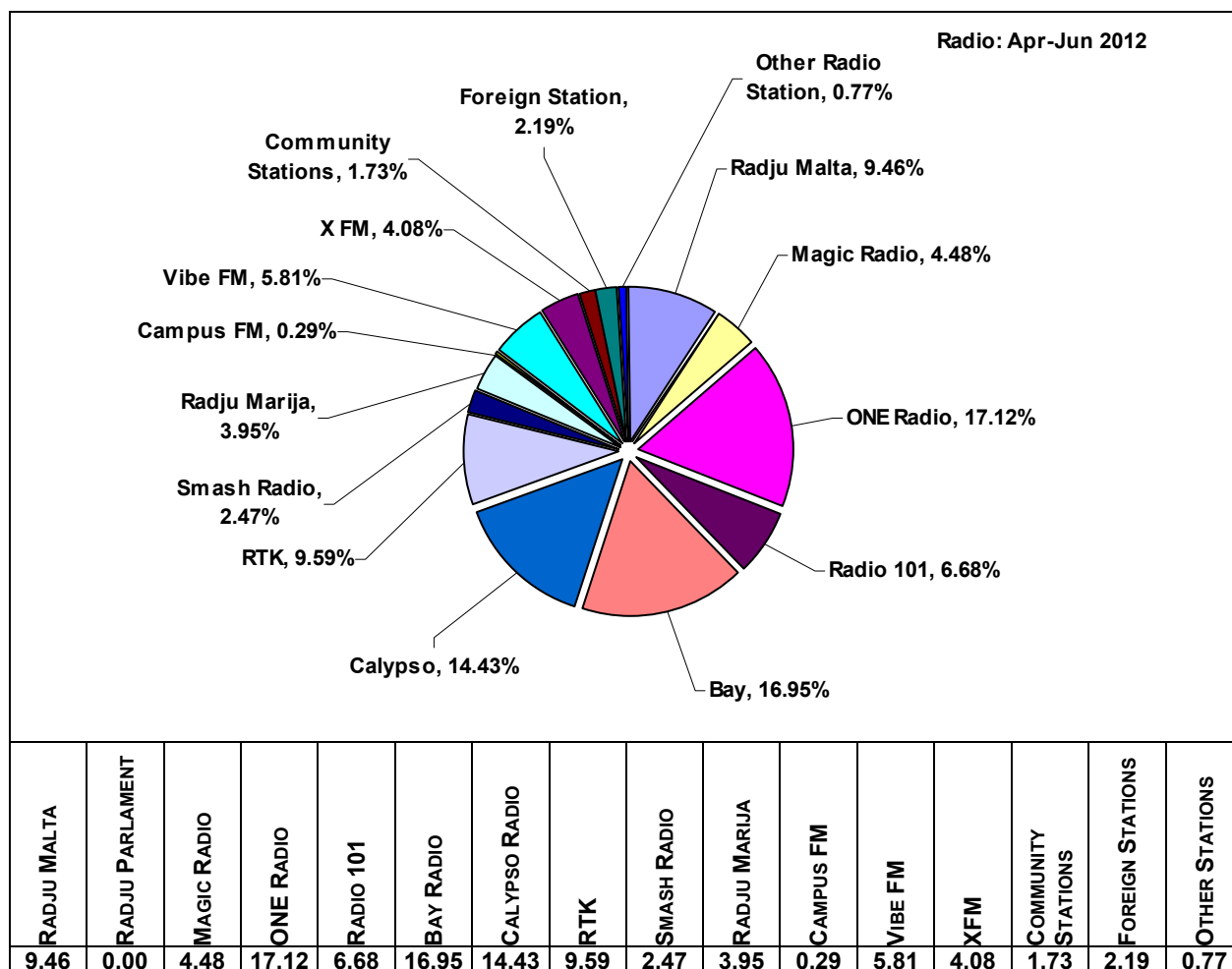


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2012]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2012]

		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	67	27	40	1	1	1	11	27	19	7	16	19	8	10	8	5
	3.7%	3.0%	4.3%	1.1%	.3%	.8%	2.0%	5.5%	7.9%	13.9%	4.4%	3.6%	3.0%	4.1%	3.0%	3.6%
Radju Parlament 106.6	100.0%	40.3%	59.7%	1.5%	1.3%	1.4%	16.2%	39.9%	28.7%	11.0%	23.8%	29.2%	12.1%	15.5%	12.0%	7.4%
	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%
	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%
Magic Radio	52	25	27	3	1	0	31	17	1	0	9	16	9	5	10	3
	2.9%	2.8%	3.0%	3.1%	.3%	0.0%	5.6%	3.5%	.4%	0.0%	2.5%	2.9%	3.4%	1.9%	4.0%	2.4%
ONE	100.0%	47.9%	52.1%	5.5%	1.9%	0.0%	58.7%	32.2%	1.8%	0.0%	17.3%	29.9%	17.5%	9.0%	19.8%	6.5%
	115	59	56	1	3	1	25	46	33	7	30	30	20	16	10	8
	6.3%	6.5%	6.1%	1.4%	.9%	.7%	4.5%	9.6%	13.5%	13.3%	8.3%	5.7%	7.4%	6.4%	4.0%	6.1%
	100.0%	51.1%	48.9%	1.1%	2.3%	.7%	21.3%	40.0%	28.4%	6.1%	25.9%	26.3%	17.2%	14.2%	9.1%	7.3%
Radio 101	68	41	27	0	3	1	20	27	15	1	9	21	4	12	14	7
	3.7%	4.6%	2.9%	0.0%	1.0%	1.1%	3.7%	5.6%	6.3%	1.7%	2.4%	4.0%	1.6%	4.8%	5.3%	5.0%
	100.0%	60.6%	39.4%	0.0%	4.3%	2.0%	30.0%	39.6%	22.7%	1.4%	13.0%	31.5%	6.5%	18.2%	20.6%	10.2%
Bay Radio	174	91	83	15	60	24	68	7	0	0	31	51	28	30	27	7
	9.5%	10.1%	9.0%	16.4%	21.2%	19.4%	12.4%	1.5%	0.0%	0.0%	8.5%	9.5%	10.5%	11.6%	10.5%	5.1%
	100.0%	52.5%	47.5%	8.6%	34.8%	13.6%	38.9%	4.1%	0.0%	0.0%	17.7%	29.3%	16.2%	17.0%	15.8%	4.0%
Calypso Radio	77	33	44	1	3	0	19	46	6	0	19	22	10	9	12	5
	4.2%	3.7%	4.8%	1.4%	1.2%	0.0%	3.6%	9.6%	2.6%	0.0%	5.2%	4.2%	3.8%	3.5%	4.4%	3.5%
	100.0%	43.0%	57.0%	1.7%	4.5%	0.0%	25.3%	60.2%	8.4%	0.0%	24.4%	29.2%	13.4%	11.8%	15.0%	6.2%
RTK	58	25	33	1	2	0	16	19	13	6	8	20	10	5	5	9
	3.2%	2.8%	3.6%	.9%	.8%	0.0%	2.9%	4.0%	5.5%	12.1%	2.3%	3.7%	3.8%	1.9%	2.0%	6.7%
	100.0%	42.9%	57.1%	1.4%	4.0%	0.0%	27.0%	33.2%	23.2%	11.1%	14.4%	34.5%	17.6%	8.5%	9.0%	15.9%
Smash Radio	18	6	12	1	3	3	7	4	1	0	4	3	5	1	3	2
	1.0%	.7%	1.3%	.9%	1.0%	2.2%	1.3%	.8%	.5%	0.0%	1.1%	.6%	2.0%	.5%	1.0%	1.2%
	100.0%	33.6%	66.4%	4.6%	16.4%	14.8%	38.0%	20.0%	6.1%	0.0%	22.4%	17.3%	29.8%	6.6%	14.9%	8.9%
Radju Marija	36	9	28	0	0	0	3	14	15	4	8	12	5	5	3	2
	2.0%	1.0%	3.0%	0.0%	0.0%	0.0%	.6%	3.0%	6.0%	8.2%	2.3%	2.3%	1.9%	2.1%	1.3%	1.6%
	100.0%	23.8%	76.2%	0.0%	0.0%	0.0%	9.0%	39.1%	39.9%	12.0%	22.6%	33.5%	14.3%	14.4%	9.2%	6.1%
Campus FM	5	3	2	0	0	0	2	3	0	0	1	2	0	2	0	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.5%	.6%	0.0%	0.0%	.2%	.4%	0.0%	.9%	0.0%	0.0%
	100.0%	65.9%	34.1%	0.0%	0.0%	0.0%	48.0%	52.0%	0.0%	0.0%	14.7%	42.5%	0.0%	42.9%	0.0%	0.0%
Vibe FM	43	24	19	2	23	6	10	0	1	0	4	14	6	8	10	0
	2.3%	2.6%	2.1%	2.5%	8.2%	4.8%	1.8%	0.0%	.4%	0.0%	1.1%	2.7%	2.3%	3.2%	3.8%	0.0%
	100.0%	55.5%	44.5%	5.4%	55.2%	13.8%	23.2%	0.0%	2.5%	0.0%	9.6%	33.7%	14.3%	19.4%	23.1%	0.0%

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	36	19	16	1	5	9	17	3	0	0	5	10	6	7	8	0
	2.0%	2.1%	1.8%	1.4%	1.6%	7.6%	3.2%	.6%	0.0%	0.0%	1.4%	1.9%	2.3%	2.6%	2.9%	0.0%
Community Radio Stations	100.0%	54.4%	45.6%	3.6%	12.7%	26.1%	49.2%	8.4%	0.0%	0.0%	14.0%	28.5%	17.7%	18.4%	21.5%	0.0%
	15	8	7	2	0	0	7	4	3	0	2	4	2	3	1	3
	.8%	.9%	.8%	1.8%	0.0%	0.0%	1.2%	.9%	1.2%	0.0%	.4%	.8%	.6%	1.3%	.5%	2.4%
Foreign Radio Station	100.0%	54.9%	45.1%	10.7%	0.0%	0.0%	43.9%	27.1%	18.2%	0.0%	9.8%	27.8%	10.9%	21.6%	7.9%	22.0%
	14	10	4	0	0	0	5	6	2	1	2	6	2	2	1	2
	.8%	1.1%	.5%	0.0%	0.0%	0.0%	1.0%	1.3%	.7%	1.7%	.5%	1.1%	.7%	.8%	.5%	1.2%
Other Station	100.0%	70.4%	29.6%	0.0%	0.0%	0.0%	37.4%	44.2%	12.2%	6.2%	12.4%	39.7%	14.1%	14.0%	8.5%	11.3%
	8	5	3	0	0	0	2	5	0	0	0	3	1	1	3	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.4%	1.1%	0.0%	0.0%	0.0%	.6%	.4%	.4%	1.0%	0.0%
No particular radio station	100.0%	61.4%	38.6%	0.0%	0.0%	0.0%	30.9%	69.1%	0.0%	0.0%	0.0%	40.5%	13.0%	13.7%	32.8%	0.0%
	35	17	17	0	3	1	9	10	7	4	7	11	3	5	7	1
	1.9%	1.9%	1.9%	0.0%	1.2%	1.1%	1.7%	2.0%	2.8%	8.0%	2.0%	2.1%	1.2%	1.8%	2.8%	.5%
Did not remember	100.0%	50.2%	49.8%	0.0%	9.6%	4.0%	27.1%	27.7%	19.5%	12.2%	20.5%	33.1%	9.4%	13.6%	21.3%	2.1%
	12	9	3	1	1	3	2	1	4	0	1	6	0	1	4	0
	.7%	1.0%	.3%	1.0%	.3%	2.3%	.4%	.3%	1.4%	0.0%	.3%	1.1%	0.0%	.4%	1.6%	0.0%
Did not listen to radio	100.0%	76.8%	23.2%	7.6%	8.2%	23.4%	19.4%	12.0%	29.5%	0.0%	8.7%	48.3%	0.0%	7.6%	35.4%	0.0%
	961	477	483	62	170	72	282	234	120	22	200	278	142	126	131	84
	52.8%	53.0%	52.6%	68.0%	59.6%	58.9%	51.7%	48.6%	49.2%	41.1%	55.5%	51.9%	52.7%	49.2%	50.2%	60.7%
No response	100.0%	49.7%	50.3%	6.5%	17.7%	7.5%	29.3%	24.3%	12.5%	2.3%	20.8%	28.9%	14.8%	13.1%	13.7%	8.7%
	27	12	16	0	7	1	7	8	4	0	5	5	7	7	3	0
	1.5%	1.3%	1.7%	0.0%	2.3%	1.1%	1.4%	1.6%	1.6%	0.0%	1.5%	.9%	2.5%	2.6%	1.3%	0.0%
	100.0%	42.7%	57.3%	0.0%	24.4%	5.1%	27.5%	28.5%	14.5%	0.0%	20.1%	18.6%	24.6%	24.7%	12.2%	0.0%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
Radju Malta	67	11	10	9	12	9	8	9	21	21	25
	3.7%	4.3%	3.9%	3.5%	4.4%	3.3%	3.0%	3.3%	3.5%	3.4%	4.1%
Radju Parlament 106.6	100.0%	16.5%	15.1%	13.4%	17.5%	13.1%	11.6%	12.9%	31.5%	31.7%	36.8%
	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%	0.0%	0.0%	0.0%	0.0%
Magic Radio	52	11	4	5	12	5	6	9	21	9	22
	2.9%	4.2%	1.6%	2.1%	4.6%	1.8%	2.3%	3.5%	3.5%	1.5%	3.7%
ONE Radio	100.0%	20.3%	8.0%	10.0%	23.3%	9.1%	11.6%	17.6%	40.3%	17.8%	41.9%
	115	18	13	20	16	11	22	14	34	35	46
	6.3%	7.3%	5.0%	8.0%	6.2%	4.2%	8.5%	5.4%	5.7%	5.6%	7.7%
	100.0%	15.9%	11.3%	17.6%	14.1%	9.7%	19.2%	12.1%	29.7%	30.5%	39.7%
Radio 101	68	8	15	11	10	8	7	9	21	29	18
	3.7%	3.2%	5.7%	4.1%	3.7%	2.9%	2.8%	3.6%	3.4%	4.6%	3.1%
	100.0%	11.8%	22.0%	15.5%	14.6%	11.4%	10.8%	13.9%	30.6%	42.1%	27.3%
Bay Radio	174	25	25	26	27	28	19	23	66	62	46
	9.5%	10.1%	9.7%	10.3%	10.1%	10.6%	7.2%	9.0%	11.0%	9.9%	7.8%
	100.0%	14.6%	14.5%	15.1%	15.3%	16.3%	10.8%	13.4%	37.9%	35.5%	26.7%
Calypso Radio	77	9	15	13	15	7	11	7	18	29	30
	4.2%	3.6%	5.7%	4.9%	5.8%	2.5%	4.4%	2.8%	3.1%	4.6%	5.0%
	100.0%	11.7%	19.2%	16.4%	19.8%	8.7%	14.8%	9.4%	24.0%	37.2%	38.8%
RTK	58	5	11	6	14	9	7	7	17	25	16
	3.2%	1.8%	4.2%	2.2%	5.3%	3.5%	2.6%	2.6%	2.9%	3.9%	2.7%
	100.0%	8.0%	18.7%	9.5%	24.1%	16.3%	11.7%	11.8%	30.2%	42.5%	27.3%
Smash Radio	18	2	6	5	1	0	3	2	6	10	3
	1.0%	.7%	2.1%	1.9%	.4%	0.0%	1.3%	.6%	.9%	1.5%	.5%
	100.0%	10.2%	30.4%	26.1%	6.1%	0.0%	18.3%	8.9%	31.1%	53.0%	15.9%
Radju Marija	36	8	5	3	4	9	5	3	16	12	8
	2.0%	3.2%	1.8%	1.1%	1.4%	3.4%	1.9%	1.3%	2.7%	1.9%	1.4%
	100.0%	22.3%	12.7%	7.8%	9.8%	24.9%	13.5%	9.0%	43.8%	33.2%	22.9%
Campus FM	5	1	1	0	1	0	0	2	1	1	3
	.3%	.4%	.4%	0.0%	.5%	0.0%	0.0%	.8%	.2%	.2%	.5%
	100.0%	17.9%	19.5%	0.0%	23.4%	0.0%	0.0%	39.2%	23.4%	19.5%	57.1%
Vibe FM	43	6	7	4	6	7	7	6	15	15	13
	2.3%	2.3%	2.8%	1.5%	2.4%	2.5%	2.6%	2.3%	2.5%	2.4%	2.1%
	100.0%	13.3%	17.1%	9.1%	15.1%	15.5%	16.0%	13.9%	35.2%	34.9%	29.9%
XFM	36	7	1	3	10	10	1	4	13	14	9
	2.0%	2.7%	.6%	1.0%	3.6%	3.7%	.5%	1.5%	2.1%	2.2%	1.5%
	100.0%	19.5%	4.2%	7.5%	26.8%	27.8%	3.4%	10.9%	36.1%	38.5%	25.5%
Community Stations	15	3	4	4	0	1	1	3	9	4	3
	.8%	1.0%	1.4%	1.5%	0.0%	.3%	.4%	1.3%	1.5%	.6%	.5%
	100.0%	16.7%	23.5%	24.4%	0.0%	5.6%	7.4%	22.5%	57.3%	22.8%	19.9%
Foreign Radio Station	14	1	5	3	2	3	0	1	2	5	8
	.8%	.3%	1.9%	1.0%	.7%	1.2%	0.0%	.4%	.4%	.7%	1.3%
	100.0%	5.2%	34.7%	17.7%	13.2%	22.0%	0.0%	7.1%	15.9%	31.5%	52.6%
Other Station	8	0	5	0	0	0	1	1	0	5	3
	.4%	0.0%	2.0%	0.0%	0.0%	0.0%	.5%	.4%	0.0%	.7%	.5%
	100.0%	0.0%	68.6%	0.0%	0.0%	0.0%	18.4%	13.0%	0.0%	58.3%	41.7%
No particular radio station	35	4	6	2	4	7	8	5	12	17	6
	1.9%	1.7%	2.1%	.6%	1.6%	2.5%	3.0%	1.8%	2.0%	2.7%	1.0%
	100.0%	12.1%	16.1%	4.7%	12.3%	19.0%	22.3%	13.6%	34.7%	48.0%	17.3%
Did not remember	12	1	1	4	0	2	3	1	2	8	2
	.7%	.4%	.4%	1.5%	0.0%	.7%	1.1%	.5%	.3%	1.3%	.3%
	100.0%	8.2%	7.7%	33.2%	0.0%	15.5%	23.7%	11.7%	14.4%	69.1%	16.5%
Did not listen to radio	961	131	124	134	127	148	150	148	317	319	325
	52.8%	52.1%	47.5%	52.5%	48.0%	55.2%	57.3%	57.0%	52.9%	51.0%	54.6%
	100.0%	13.6%	12.9%	13.9%	13.2%	15.4%	15.6%	15.4%	33.0%	33.2%	33.8%
No Response	27	2	4	6	4	5	2	5	9	8	10
	1.5%	.7%	1.4%	2.3%	1.4%	1.9%	.8%	1.8%	1.4%	1.3%	1.7%
	100.0%	6.9%	13.6%	21.7%	13.7%	19.1%	7.5%	17.6%	31.7%	30.4%	37.9%
Total	1820	252	260	255	264	268	261	259	600	624	596
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	13.8%	14.3%	14.0%	14.5%	14.7%	14.4%	14.3%	33.0%	34.3%	32.7%

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

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2012]

Daily Average	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVOURITE CHANNEL	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC PRIME/WORLD/ENT.	OTHER STATION	HIGHEST
Monday	1.679	2.134	0.380	0.000	0.242	0.000	0.000	0.000	0.000	0.529	0.208	0.066	0.085	0.202	0.422	0.098	0.067	0.392	1.143	2.134
Tuesday	2.268	1.327	0.626	0.000	0.358	0.000	0.017	0.000	0.000	0.893	0.071	0.007	0.006	0.397	0.361	0.028	0.043	0.160	1.379	2.268
Wednesday	1.761	1.486	0.383	0.036	0.470	0.000	0.012	0.000	0.016	0.550	0.027	0.000	0.180	0.332	0.425	0.117	0.000	0.116	1.017	1.761
Thursday	2.255	1.566	0.263	0.031	0.150	0.000	0.023	0.000	0.000	0.560	0.153	0.013	0.212	0.339	0.330	0.316	0.020	0.037	0.881	2.255
Friday	2.868	0.915	0.066	0.000	0.077	0.000	0.016	0.088	0.000	0.257	0.000	0.000	0.060	0.099	0.292	0.198	0.205	0.269	0.556	2.868
Saturday	2.432	0.882	0.167	0.000	0.331	0.000	0.052	0.000	0.000	0.563	0.000	0.000	0.114	0.015	0.279	0.272	0.173	0.159	0.963	2.432
Sunday	2.120	0.976	0.101	0.000	0.525	0.025	0.000	0.000	0.013	0.831	0.045	0.032	0.333	0.292	0.250	0.262	0.000	0.100	0.835	2.120
Mon-Sun	2.204	1.321	0.282	0.009	0.306	0.004	0.017	0.013	0.004	0.596	0.071	0.017	0.141	0.239	0.336	0.185	0.073	0.176	0.965	2.204
Highest	2.868	2.134	0.626	0.036	0.525	0.025	0.052	0.088	0.016	0.893	0.208	0.066	0.333	0.397	0.425	0.316	0.205	0.392	1.379	

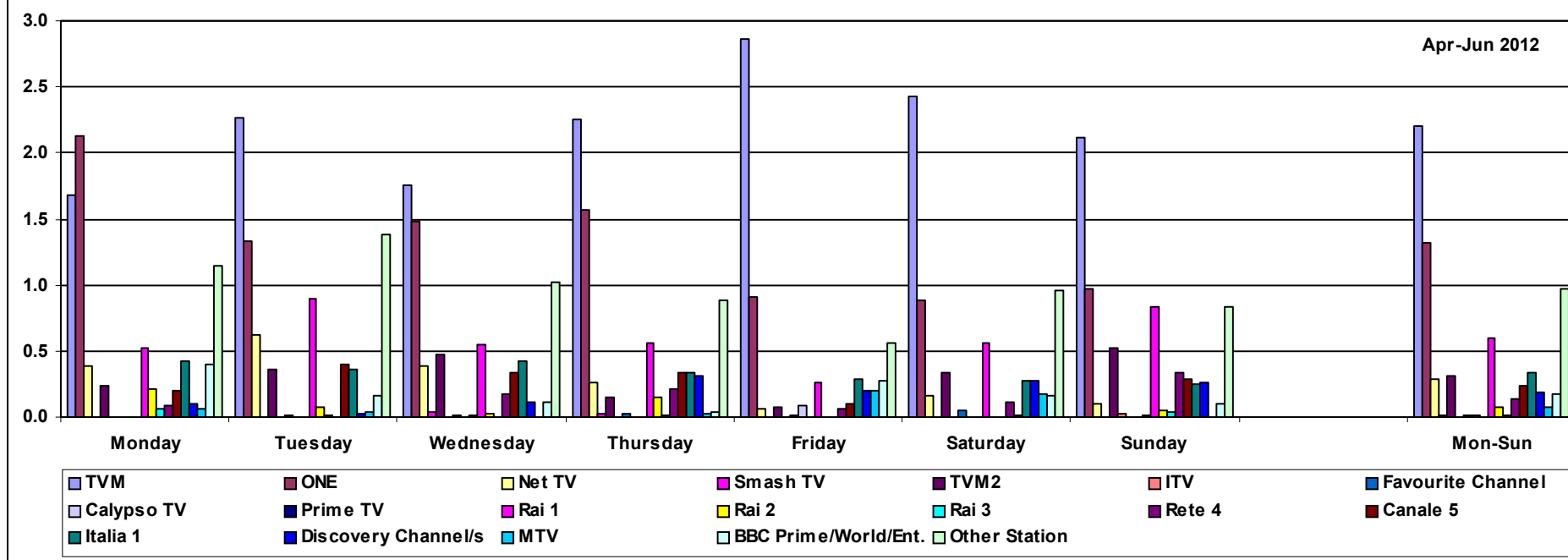


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [APR-JUN 2012]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2012]

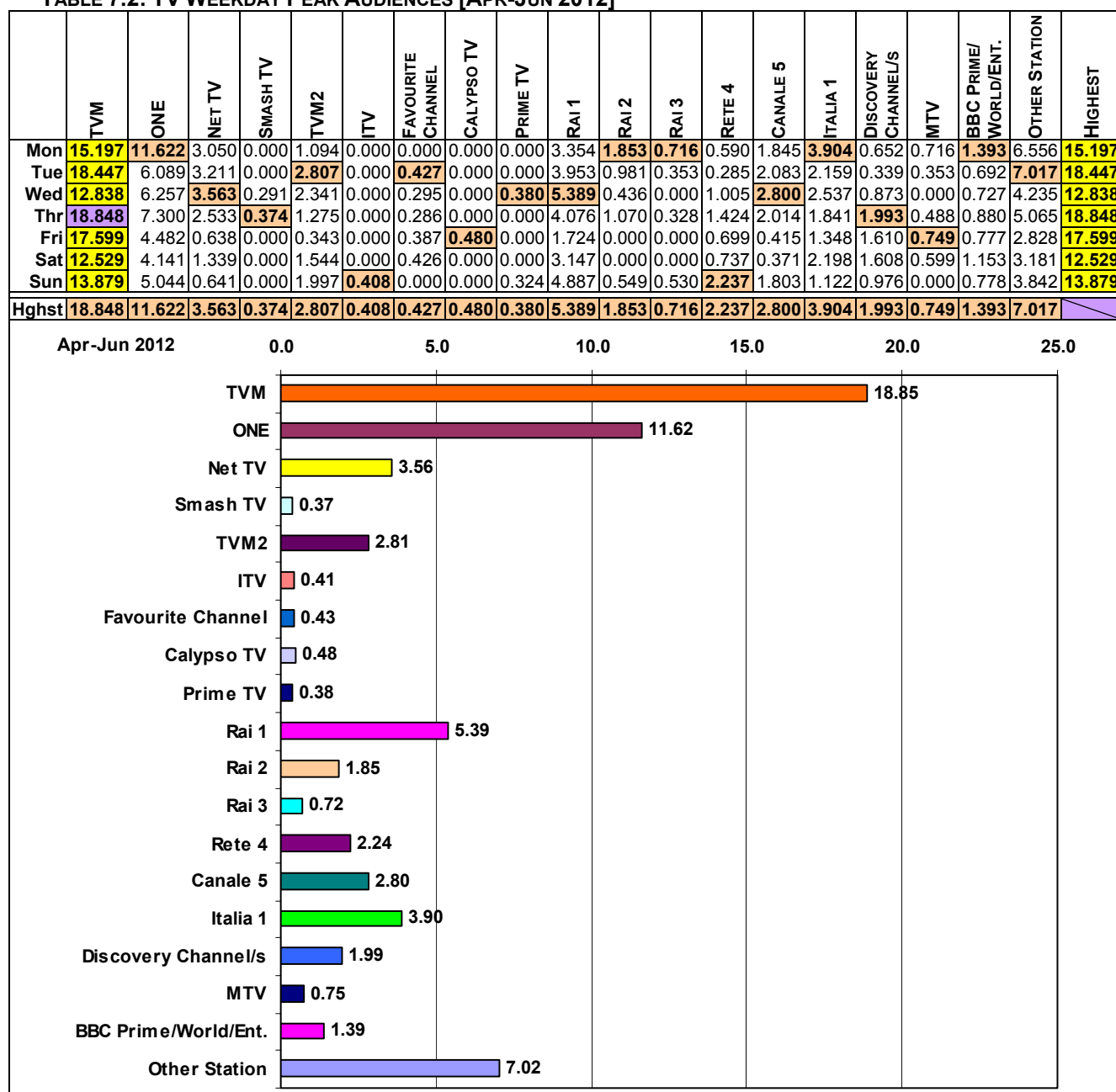


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [APR-JUN 2012]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	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	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	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	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	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	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	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	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	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	0.511	0.000	0.000	0.000	99.49	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	0.511	0.000	0.000	0.000	99.49	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	0.511	0.000	0.000	0.000	99.49	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	0.511	0.000	0.000	0.000	99.49	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	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	0.000	0.000	100	100
7:00	0.000	0.676	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.378	98.23	100
7:30	0.000	0.676	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.378	98.23	100
8:00	0.000	0.676	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	98.61	100
8:30	0.000	0.676	0.392	0.000	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	97.99	100
9:00	0.000	0.325	0.000	0.000	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.615	0.299	98.14	100
9:30	0.000	0.325	0.000	0.000	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.615	0.299	98.14	100
10:00	0.000	0.325	0.000	0.000	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.344	98.39	100
10:30	0.000	0.579	0.000	0.000	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.344	98.14	100
11:00	0.000	0.579	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.344	98.76	100
11:30	0.000	0.254	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.344	99.08	100
NOON	0.000	0.976	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	98.70	100
12:30	0.000	0.976	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.421	98.28	100
1:00	0.299	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	0.552	0.000	0.320	0.421	97.48	100
1:30	0.299	1.225	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.552	0.000	0.320	0.421	97.18	100
2:00	0.299	0.874	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.615	0.421	97.17	100
2:30	0.644	0.874	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.615	0.511	96.73	100
3:00	0.344	0.579	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.615	0.827	97.01	100
3:30	0.000	0.579	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.615	0.827	97.35	100
4:00	0.000	0.979	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.615	0.741	97.37	100
4:30	0.000	0.979	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.615	0.741	97.37	100
5:00	0.333	1.428	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	1.294	95.93	100
5:30	0.333	1.428	0.397	0.000	0.000	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.320	1.294	95.59	100
6:00	1.618	2.539	0.397	0.000	0.650	0.000	0.000	0.000	0.000	1.394	0.327	0.000	0.000	0.000	0.333	0.000	0.000	0.573	1.463	90.70	100
6:30	1.918	2.539	0.397	0.000	0.650	0.000	0.000	0.000	0.000	1.792	0.327	0.000	0.000	0.000	0.845	0.000	0.365	0.573	1.463	89.13	100
7:00	3.736	3.298	0.839	0.000	0.650	0.000	0.000	0.000	0.000	1.792	0.327	0.000	0.000	0.000	0.845	0.000	0.365	0.507	2.693	84.95	100
7:30	3.736	8.311	0.839	0.000	0.650	0.000	0.000	0.000	0.000	1.792	0.327	0.000	0.325	0.000	0.845	0.000	0.365	0.507	3.012	79.29	100
7:45	4.148	8.311	1.843	0.000	0.650	0.000	0.000	0.000	0.000	1.792	0.327	0.000	0.295	0.000	0.845	0.000	0.365	0.507	3.012	77.90	100
8:00	11.588	8.511	2.881	0.000	0.650	0.000	0.000	0.000	0.000	2.143	0.327	0.000	0.295	0.295	0.908	0.000	0.365	0.674	3.683	67.68	100
8:30	15.197	10.850	3.050	0.000	0.650	0.000	0.000	0.000	0.000	2.803	0.807	0.365	0.295	0.000	2.665	0.000	0.365	0.674	5.395	56.88	100
9:00	13.243	11.622	2.603	0.000	1.016	0.000	0.000	0.000	0.000	3.354	1.853	0.716	0.590	1.500	3.847	0.000	0.716	1.393	6.556	50.99	100
9:30	12.615	10.880	2.444	0.000	1.016	0.000	0.000	0.000	0.000	3.354	1.853	0.716	0.590	1.845	3.904	0.000	0.365	1.393	5.731	53.29	100
10:00	6.207	8.844	0.640	0.000	1.094	0.000	0.000	0.000	0.000	1.653	1.853	0.716	0.590	1.845	3.069	0.652	0.000	0.973	4.936	66.93	100
10:30	5.106	7.424	0.344	0.000	1.094	0.000	0.000	0.000	0.000	1.653	1.853	0.716	0.590	1.845	2.567	0.652	0.000	1.103	3.258	71.79	100
11:00	0.295	2.783	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.295	0.644	0.000	0.000	0.000	0.703	2.478	92.80	100
11:30																					

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	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	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	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	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	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	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	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	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	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	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	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	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	0.000	0.000	100	100
6:00	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.494	98.78	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.494	99.17	100
7:00	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.494	98.83	100
7:30	0.462	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.494	98.01	100
8:00	1.182	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.739	97.04	100
8:30	1.921	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.739	96.67	100
9:00	1.459	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.000	1.437	96.00	100
9:30	1.126	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.000	1.437	96.33	100
10:00	0.353	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.339	0.000	0.000	1.192	97.01	100
10:30	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.339	0.000	0.000	1.192	97.36	100
11:00	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.339	0.000	0.000	1.525	97.03	100
11:30	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.434	0.000	0.339	0.000	0.000	1.192	97.36	100
NOON	0.717	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.285	1.229	96.38	100
12:30	0.717	0.339	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.285	1.229	96.04	100
1:00	0.717	0.672	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.000	0.322	0.000	0.000	0.692	0.864	95.78	100
1:30	0.717	0.672	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.000	0.322	0.000	0.000	0.692	0.864	95.78	100
2:00	1.050	1.005	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.000	0.322	0.000	0.000	0.285	1.620	94.76	100
2:30	1.050	1.005	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.000	0.322	0.000	0.000	0.285	1.620	94.76	100
3:00	0.717	1.344	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.289	0.000	0.000	0.000	0.285	1.620	94.79	100
3:30	0.717	1.344	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.624	0.000	0.000	0.000	0.289	0.000	0.000	0.000	0.285	2.181	94.23	100
4:00	0.717	1.344	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.939	0.000	0.000	0.000	0.604	0.000	0.000	0.000	0.285	2.415	93.36	100
4:30	0.717	1.344	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.939	0.000	0.000	0.000	0.604	0.000	0.000	0.000	0.285	1.767	94.01	100
5:00	1.006	1.731	1.306	0.000	0.000	0.000	0.000	0.000	0.000	0.939	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.285	1.236	93.18	100
5:30	1.006	2.216	1.306	0.000	0.000	0.000	0.000	0.000	0.000	0.939	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.285	0.990	92.94	100
6:00	2.279	2.216	1.853	0.000	0.353	0.000	0.000	0.000	0.000	2.099	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.285	0.618	89.98	100
6:30	2.279	2.216	1.853	0.000	0.353	0.000	0.000	0.000	0.000	2.099	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.692	0.618	89.58	100
7:00	3.835	3.879	1.853	0.000	0.675	0.000	0.000	0.000	0.000	2.413	0.000	0.000	0.285	0.314	0.386	0.000	0.000	0.692	1.112	84.55	100
7:30	3.835	6.089	2.538	0.000	0.675	0.000	0.000	0.000	0.000	2.413	0.000	0.000	0.000	1.147	0.848	0.000	0.000	0.692	1.640	80.12	100
7:45	4.269	6.089	2.538	0.000	0.675	0.000	0.000	0.000	0.000	2.413	0.000	0.000	0.000	1.147	0.848	0.000	0.000	0.692	1.993	79.33	100
8:00	14.054	5.579	3.211	0.000	1.900	0.000	0.000	0.000	0.000	1.660	0.000	0.000	0.000	1.512	1.946	0.000	0.353	0.285	3.520	65.98	100
8:30	18.447	5.697	1.979	0.000	2.454	0.000	0.000	0.000	0.000	3.204	0.434	0.353	0.000	1.797	1.946	0.000	0.353	0.285	3.890	59.16	100
9:00	18.044	5.842	1.979	0.000	2.807	0.000	0.000	0.000	0.000	3.953	0.981	0.000	0.000	2.083	2.159	0.000	0.353	0.000	6.795	55.00	100
9:30	15.185	5.557	1.646	0.000	2.807	0.000	0.000	0.000	0.000	3.953	0.981	0.000	0.000	1.375	2.159	0.000	0.353	0.000	7.017	58.97	100
10:00	8.407	4.385	0.974	0.000	2.132	0.000	0.427	0.000	0.000	3.014	0.546	0.000	0.000	1.375	2.159	0.000	0.353	0.000	5.532	70.69	100
10:30	3.761	3.046	0.974	0.000	2.132	0.000	0.427	0.000	0.000	3.014	0.546	0.000	0.000	1.090	2.159	0.000	0.353	0.000	4.065	78.43	100
11:00	0.000	0.919	0.000	0.000	0.555	0.000	0.000	0.000	0.000	0.719	0.00										

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	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	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	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	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	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	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	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	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	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	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	0.000	0.000	100	100
5:00	0.000	0.566	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.43	100
5:30	0.000	0.566	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.43	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	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	0.000	0.000	100	100
7:00	0.726	0.340	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.495	0.000	0.000	0.000	0.000	98.44	100
7:30	0.726	0.590	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.495	0.000	0.000	0.000	0.000	98.19	100
8:00	1.593	0.340	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.495	0.000	0.000	0.000	0.000	97.57	100
8:30	1.118	0.720	0.250	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.495	0.000	0.000	0.000	0.000	97.42	100
9:00	0.738	0.406	0.250	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.875	0.000	0.000	0.000	0.292	97.44	100
9:30	0.346	0.406	0.250	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.474	0.000	0.875	0.000	0.000	0.000	0.292	97.36	100
10:00	0.346	0.406	0.250	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.474	0.000	0.875	0.000	0.000	0.000	0.292	97.36	100
10:30	0.346	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.474	0.000	0.875	0.000	0.000	0.000	0.292	97.61	100
11:00	0.346	0.813	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.875	0.000	0.000	0.000	0.728	97.24	100
11:30	0.346	0.813	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.875	0.000	0.000	0.000	0.728	97.24	100
NOON	0.929	0.813	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.495	0.000	0.000	0.000	0.728	96.66	100
12:30	0.929	1.152	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.495	0.000	0.000	0.000	0.728	96.32	100
1:00	0.929	1.086	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.380	0.360	0.000	0.000	0.000	0.000	1.122	95.74	100
1:30	0.929	1.086	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.380	0.360	0.000	0.000	0.000	0.000	1.122	95.74	100
2:00	0.929	1.086	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	0.000	0.000	0.000	0.000	1.417	96.21	100
2:30	0.929	1.652	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.360	0.000	0.000	0.000	0.000	1.417	95.64	100
3:00	0.929	1.652	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.656	0.000	0.000	0.000	0.000	1.417	95.35	100
3:30	0.929	1.086	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.656	0.000	0.000	0.000	0.000	1.417	95.91	100
4:00	0.638	1.446	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.656	0.000	0.380	0.000	0.000	1.734	95.15	100
4:30	0.638	1.106	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.656	0.000	0.380	0.000	0.000	2.499	94.72	100
5:00	1.032	1.813	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.295	0.000	0.873	0.000	0.000	1.712	94.27	100
5:30	0.638	1.806	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.295	0.000	0.873	0.000	0.000	1.306	95.08	100
6:00	2.666	1.806	0.652	0.000	1.678	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.727	2.094	90.38	100
6:30	3.021	1.806	1.067	0.291	1.678	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.727	2.599	88.81	100
7:00	3.638	3.149	1.067	0.291	1.678	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.727	1.721	87.39	100
7:30	4.338	5.767	0.652	0.291	1.678	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.000	0.801	0.340	0.000	0.727	1.688	83.28	100
7:45	4.338	5.767	1.012	0.291	1.678	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.583	0.000	0.801	0.340	0.000	0.727	1.688	82.34	100
8:00	12.838	5.427	2.061	0.291	1.349	0.000	0.000	0.000	0.000	1.384	0.436	0.000	0.833	0.394	2.537	0.000	0.000	0.727	2.518	69.20	100
8:30	11.427	6.257	2.920	0.291	2.257	0.000	0.000	0.000	0.000	5.389	0.000	0.000	0.936	0.686	2.537	0.000	0.000	0.727	3.597	62.97	100
9:00	8.246	5.851	3.563	0.000	1.818	0.000	0.000	0.000	0.000	5.015	0.000	0.000	1.005	1.475	1.736	0.710	0.000	0.291	4.235	66.05	100
9:30	8.246	5.511	3.119	0.000	2.261	0.000	0.000	0.000	0.000	5.015	0.000	0.000	1.005	2.362	2.109	0.710	0.000	0.291	3.874	65.49	100
10:00	6.245	3.817	1.349	0.000	2.261	0.000	0.295	0.000	0.000	5.015	0.000	0.000	0.755	2.800	1.034	0.395	0.000	0.000	3.124	72.91	100
10:30	3.009	3.817	0.291	0.000	2.341	0.000	0.295	0.000	0.000	3.631	0.000	0.000	0.755	2.453	1.034	0.395	0.000	0.000	2.367	79.61	100
11:00	1.270	0.832	0.000	0.000	1.846	0.000	0.000	0.000	0.000	1.130	0.000	0.000	0.000	1.095	0.000	0.000	0.000	0.000	0.678	93.15	100
11:30	0.000	0.832	0.000	0.000	0.495	0.000	0.000	0.000	0.000	0.360	0.000	0.000	0.000	0.360	0.000	0.000	0.000	0.000	0.387	97.57	100
avg.	1.76	1.49	0.38	0.04	0.47	0.00	0.01	0.00	0.02	0.55	0.03	0.00	0.18	0.33	0.42	0.12	0.00	0.12	1.02	93.07	
max.	12.84	6.26	3.56	0.29	2.34	0.00	0.30	0.00	0.38	5.39	0.44	0.00	1.01	2.80	2.54	0.87	0.00	0.73	4.23	100	
σ.	2.93	1.85	0.85	0.10	0.83	0.00	0.06	0.00	0.08	1.49	0.11	0.00	0.31	0.65	0.66	0.24	0.00	0.26	1.16	9.98	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	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	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	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	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	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	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	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	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	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	0.000	0.000	100	100
4:30	0.000	0.401	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
5:00	0.000	0.823	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.18	100
5:30	0.000	0.823	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.18	100
6:00	0.000	0.823	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.18	100
6:30	0.000	1.105	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.90	100
7:00	0.328	1.453	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.22	100
7:30	0.328	1.453	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.000	0.000	0.000	0.000	97.83	100
8:00	0.000	1.801	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.000	0.000	0.000	0.000	97.81	100
8:30	0.995	2.106	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.000	0.000	0.000	0.000	96.51	100
9:00	0.666	1.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	97.22	100
9:30	0.348	1.105	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	98.19	100
10:00	0.348	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.286	98.32	100
10:30	0.000	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.286	98.67	100
11:00	0.000	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.286	99.03	100
11:30	0.000	0.683	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.286	99.03	100
NOON	0.592	0.401	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.526	0.000	0.000	0.646	97.83	100
12:30	0.592	0.401	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.526	0.000	0.000	0.646	97.83	100
1:00	0.282	1.035	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.526	0.000	0.000	0.714	96.81	100
1:30	0.282	1.035	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.526	0.000	0.000	0.714	96.81	100
2:00	0.282	1.457	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.348	0.000	0.000	0.348	0.286	0.000	0.526	0.000	0.000	0.714	95.75	100
2:30	0.282	1.738	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.348	0.000	0.000	0.348	0.286	0.000	0.526	0.000	0.000	0.714	95.47	100
3:00	0.367	1.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.328	0.348	0.567	0.526	0.526	0.000	0.000	0.286	95.31	100
3:30	0.000	1.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.328	0.000	0.567	0.526	0.526	0.000	0.000	0.286	96.03	100
4:00	0.000	1.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.000	0.907	97.07	100
4:30	0.000	1.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.000	0.907	97.07	100
5:00	0.000	1.390	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	1.064	0.000	0.000	0.000	0.000	1.084	95.74	100
5:30	0.000	1.390	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	1.064	0.000	0.000	0.000	0.000	0.596	96.23	100
6:00	1.584	1.390	0.614	0.374	0.773	0.000	0.000	0.000	0.000	1.201	0.000	0.000	0.000	0.683	0.000	0.000	0.000	0.000	1.024	92.36	100
6:30	1.584	1.390	0.614	0.374	0.773	0.000	0.000	0.000	0.000	1.201	0.000	0.000	0.000	0.683	0.000	0.000	0.000	0.000	1.024	92.36	100
7:00	4.133	2.508	0.614	0.000	1.275	0.000	0.000	0.000	0.000	0.852	0.000	0.000	0.803	0.401	0.902	0.958	0.000	0.000	1.024	86.53	100
7:30	4.861	3.977	2.184	0.000	0.773	0.000	0.000	0.000	0.000	1.201	0.000	0.000	0.803	0.401	0.902	0.958	0.000	0.000	1.564	82.38	100
7:45	4.861	3.977	2.533	0.000	0.773	0.000	0.000	0.000	0.000	1.201	0.000	0.000	0.803	0.401	0.902	0.958	0.000	0.000	1.564	82.03	100
8:00	15.937	4.508	1.993	0.000	0.773	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.803	0.949	0.839	0.844	0.000	0.000	3.089	69.92	100
8:30	18.848	6.644	1.244	0.000	1.059	0.000	0.000	0.000	0.000	3.709	1.070	0.000	0.803	1.231	0.839	0.844	0.000	0.479	3.470	59.76	100
9:00	17.415	7.300	0.915	0.000	0.286	0.000	0.000	0.000	0.000	4.076	1.070	0.000	1.424	1.231	1.294	1.285	0.000	0.880	5.065	57.76	100
9:30	16.196	6.813	0.915	0.000	0.286	0.000	0.000	0.000	0.000	4.076	1.070	0.000	1.424	1.231	1.841	1.285	0.000	0.479	4.684	59.70	100
10:00	10.393	4.683	0.634	0.000	0.286	0.000	0.000	0.000	0.000	3.695	1.070	0.000	0.903	1.709	1.765	1.993	0.488	0.000	5.044	67.34	100
10:30	7.431	2.772	0.634	0.000	0.286	0.000	0.000	0.000	0.000	2.750	1.070	0.000	0.903	2.014	1.765	1.469	0.488	0.000	4.950	73.47	100
11:00	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	1.070	0.000	0.000	0.783	0.976	0.335	0.000	0.000	0.661	94.90	100
11:30	0.640	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.070	0.000	0.000	0.479	0.488	0.335	0.000	0.000	0.661	96.33	100
avg.	2.26	1.57	0.26	0.03	0.15	0.00	0.02	0.00	0.00	0.56	0.15	0.01	0.21	0.34	0.33	0.32	0.02	0.04	0.88	92.85	
max.	18.85	7.30	2.53	0.37	1.27	0.00	0.29	0.00	0.00	4.08	1.07	0.33	1.42	2.01	1.84	1.99	0.49	0.88	5.07	100	
σ.	4.92	1.80	0.59	0.10	0.32	0.00	0.08	0.00	0.00	1.12	0.38	0.07	0.39	0.51	0.51	0.48	0.10	0.16	1.42	11.52	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	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	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	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	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	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	0.517	0.000	0.000	0.000	0.000	99.48	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	0.517	0.000	0.000	0.000	0.000	99.48	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	0.517	0.000	0.000	0.000	0.000	99.48	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	0.517	0.000	0.000	0.000	0.000	99.48	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	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	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	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	0.000	0.000	100	100
6:00	0.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	99.33	100
6:30	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.368	99.35	100
7:00	0.605	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.40	100
7:30	1.027	0.000	0.000	0.000	0.000	0.000	0.000	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
8:00	1.442	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.277	0.000	0.000	0.362	0.000	97.92	100
8:30	2.701	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.277	0.000	0.000	0.362	0.000	96.66	100
9:00	2.266	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.277	0.000	0.000	0.362	0.000	96.81	100
9:30	1.942	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	97.41	100
10:00	1.896	0.281	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	96.98	100
10:30	1.474	0.281	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	97.40	100
11:00	0.651	0.281	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.23	100
11:30	0.651	0.281	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.23	100
NOON	1.493	0.281	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.376	97.01	100
12:30	1.493	0.643	0.000	0.000	0.000	0.000	0.000	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.376	96.65	100
1:00	1.718	0.643	0.000	0.000	0.000	0.000	0.387	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.313	0.362	0.376	95.44	100
1:30	1.718	0.643	0.000	0.000	0.000	0.000	0.387	0.480	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.313	0.362	0.376	95.44	100
2:00	1.718	0.643	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.700	0.362	1.281	94.69	100
2:30	1.718	0.643	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.000	0.278	0.700	0.362	1.281	94.28	100
3:00	2.000	0.281	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.517	0.000	0.387	0.362	0.763	94.95	100
3:30	1.624	0.281	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.517	0.000	0.387	0.362	0.763	95.33	100
4:00	1.108	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.517	0.000	0.387	0.362	0.387	96.96	100
4:30	1.108	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.517	0.000	0.387	0.362	0.387	96.96	100
5:00	1.343	0.588	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.277	0.517	0.000	0.387	0.362	0.362	95.83	100
5:30	1.625	0.865	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.277	0.517	0.000	0.387	0.362	0.362	95.28	100
6:00	3.200	2.241	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.823	0.000	0.000	0.000	0.277	0.000	0.000	0.387	0.777	0.724	91.23	100
6:30	3.164	1.960	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.823	0.000	0.000	0.000	0.277	0.000	0.000	0.387	0.777	0.724	91.54	100
7:00	4.308	3.515	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.823	0.000	0.000	0.000	0.277	0.517	0.000	0.387	0.777	1.240	87.81	100
7:30	4.663	3.883	0.000	0.000	0.343	0.000	0.000	0.000	0.000	1.199	0.000	0.000	0.000	0.277	0.517	0.000	0.387	0.777	1.240	86.71	100
7:45	4.663	3.883	0.000	0.000	0.343	0.000	0.000	0.000	0.000	1.199	0.000	0.000	0.000	0.277	0.517	0.000	0.387	0.777	1.240	86.71	100
8:00	13.471	3.083	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.494	0.000	0.000	0.281	0.277	0.517	0.343	0.387	0.692	1.210	78.90	100
8:30	16.505	4.273	0.338	0.000	0.343	0.000	0.000	0.000	0.000	0.966	0.000	0.000	0.281	0.277	0.854	0.874	0.387	0.692	1.210	73.00	100
9:00	17.599	4.293	0.638	0.000	0.343	0.000	0.000	0.000	0.000	1.724	0.000	0.000	0.422	0.277	1.348	1.610	0.749	0.330	2.828	67.84	100
9:30	17.478	4.482	0.638	0.000	0.343	0.000	0.000	0.000	0.000	1.274	0.000	0.000	0.699	0.277	1.348	1.610	0.749	0.330	2.828	67.94	100
10:00	10.906	3.160	0.338	0.000	0.343	0.000	0.000	0.480	0.000	1.274	0.000	0.000	0.699	0.277	0.831	1.207	0.749	0.000	2.603	77.13	100
10:30	7.839	1.967	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.794	0.000	0.000	0.277	0.277	0.831	1.207	0.749	0.000	2.072	83.64	100
11:00	2.245	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.000	0.000	0.277	0.000	0.517	0.870	0.000	0.000	0.744	94.75	100
11:30	0.607	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.278	0.000	0.000	0.000	0.000	0.517	0.870	0.000	0.000	0.744	96.99	100
avg.	2.87	0.91	0.07	0.00	0.08	0.00	0.02	0.09	0.00	0.26	0.00	0.00	0.06	0.10	0.29	0.20	0.21	0.27	0.56	94.03	
max.	17.60	4.48	0.64	0.00	0.34	0.00	0.39	0.48	0.00	1.72	0.00	0.00	0.70	0.42	1.35	1.61	0.75	0.78	2.83	100	
σ.	4.54	1.40	0.16	0.00	0.14	0.00	0.08	0.19	0.00	0.46	0.00	0.00	0.16	0.15	0.36	0.43	0.26	0.26	0.76	8.23	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

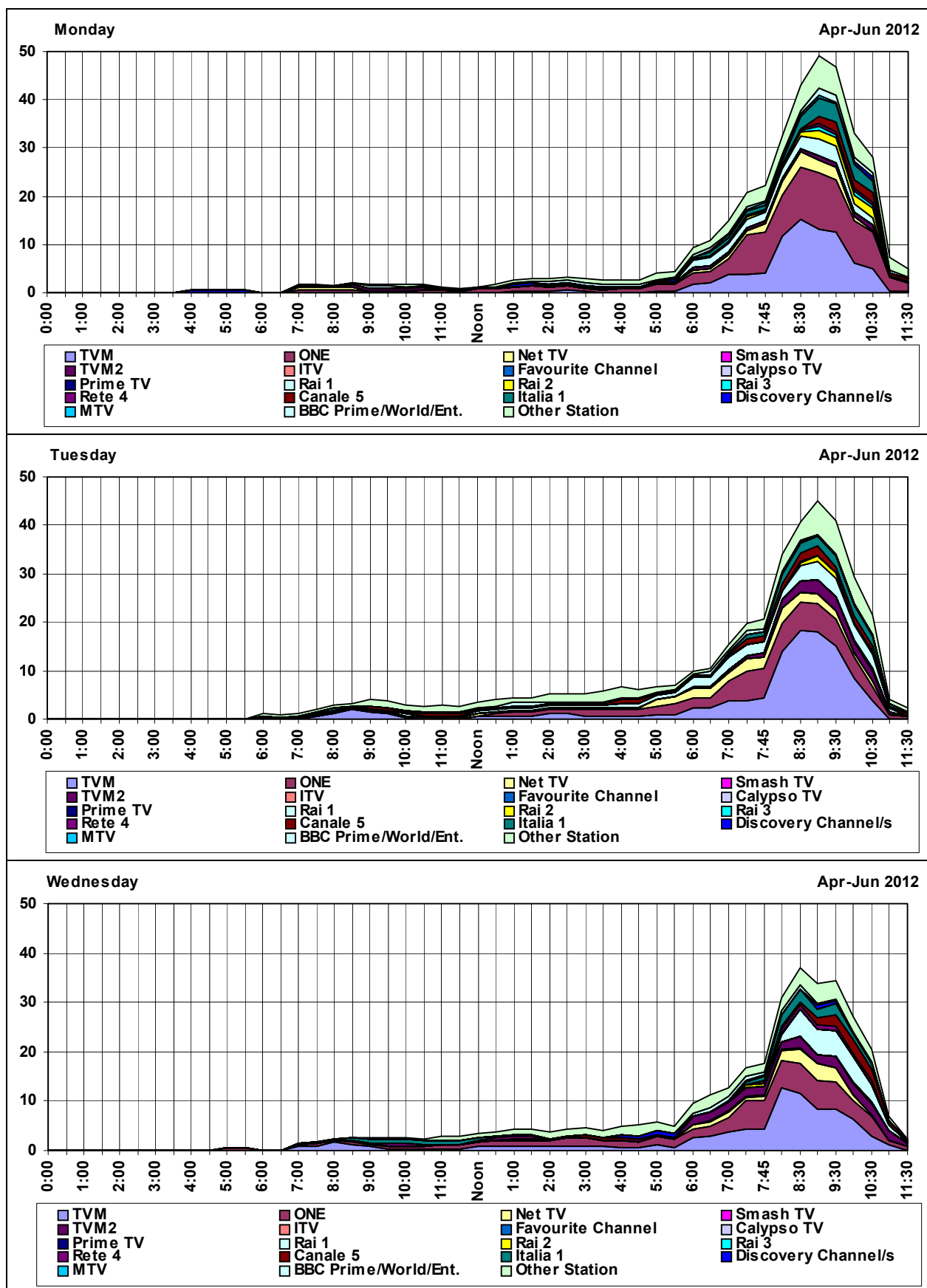
	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.463	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.54	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.463	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.54	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	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	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	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	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	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	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	0.000	0.000	100	100
4:30	0.000	0.288	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	0.000	0.000	99.71	100
5:00	0.000	0.288	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	0.000	0.000	99.71	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	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	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	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	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	0.000	0.000	100	100
8:00	0.338	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	98.98	100
8:30	0.676	0.916	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	97.72	100
9:00	1.028	0.545	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.385	0.308	97.03	100	100
9:30	1.028	0.545	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.308	97.42	100	100
10:00	0.338	0.545	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	1.045	97.37	100	100
10:30	0.338	0.000	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	1.045	97.92	100	100
11:00	0.721	0.288	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.552	98.05	100
11:30	0.721	0.288	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	98.30	100
NOON	0.808	0.288	0.000	0.000	0.532	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.553	97.43	100
12:30	0.808	0.288	0.000	0.000	0.532	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.553	97.43	100
1:00	2.293	0.397	0.000	0.000	0.532	0.000	0.426	0.000	0.000	0.284	0.000	0.000	0.385	0.000	0.000	0.000	0.383	0.000	0.677	94.62	100
1:30	2.293	0.710	0.000	0.000	0.532	0.000	0.426	0.000	0.000	0.284	0.000	0.000	0.385	0.000	0.000	0.000	0.383	0.000	0.677	94.31	100
2:00	4.001	0.998	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.670	0.000	0.000	0.000	0.371	0.385	0.385	0.383	0.000	1.547	90.83	100
2:30	4.001	0.998	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.670	0.000	0.000	0.000	0.371	0.385	0.385	0.383	0.000	1.547	90.83	100
3:00	3.083	0.933	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.385	0.385	0.383	0.000	1.115	92.91	100
3:30	3.083	0.620	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.385	0.385	0.383	0.000	1.115	93.22	100
4:00	1.991	1.193	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.878	0.383	0.000	1.748	93.81	100
4:30	2.329	1.193	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.878	0.383	0.000	1.748	93.47	100
5:00	1.085	1.193	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.493	0.383	0.000	1.862	94.99	100
5:30	1.085	1.193	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.493	0.383	0.000	1.862	94.99	100
6:00	1.453	0.908	0.000	0.000	0.530	0.000	0.000	0.000	0.000	1.673	0.000	0.000	0.000	0.000	0.000	0.433	0.383	0.352	2.213	92.06	100
6:30	1.453	1.461	0.000	0.000	0.530	0.000	0.000	0.000	0.000	1.673	0.000	0.000	0.000	0.000	0.000	0.433	0.383	0.000	2.213	91.85	100
7:00	1.838	1.507	0.988	0.000	0.530	0.000	0.000	0.000	0.000	1.673	0.000	0.000	0.000	0.000	0.397	0.433	0.000	0.782	1.829	90.02	100
7:30	1.838	3.282	1.339	0.000	0.530	0.000	0.000	0.000	0.000	1.809	0.000	0.000	0.000	0.000	0.397	0.433	0.000	1.153	1.829	87.39	100
7:45	1.838	3.282	1.339	0.000	0.530	0.000	0.000	0.000	0.000	1.809	0.000	0.000	0.332	0.000	0.397	0.433	0.000	1.153	1.829	87.06	100
8:00	10.532	3.499	0.988	0.000	0.000	0.000	0.000	0.000	0.000	2.544	0.000	0.000	0.332	0.000	0.659	1.608	0.284	0.397	2.850	76.31	100
8:30	12.183	3.832	0.988	0.000	1.544	0.000	0.000	0.000	0.000	2.864	0.000	0.000	0.332	0.000	1.056	1.608	0.284	0.397	3.181	71.73	100
9:00	12.529	4.141	0.636	0.000	1.544	0.000	0.000	0.000	0.000	3.147	0.000	0.000	0.737	0.000	1.812	1.262	0.284	0.782	2.268	70.86	100
9:30	12.137	3.129	0.636	0.000	1.544	0.000	0.000	0.000	0.000	2.618	0.000	0.000	0.737	0.000	2.198	1.262	0.599	0.782	1.983	72.38	100
10:00	10.087	2.358	0.636	0.000	1.544	0.000	0.000	0.000	0.000	2.618	0.000	0.000	0.737	0.000	1.923	0.284	0.599	0.397	2.469	76.35	100
10:30	10.004	1.335	0.636	0.000	1.544	0.000	0.000	0.000	0.000	1.546	0.000	0.000	0.405	0.000	1.923	0.284	0.599	0.397	2.185	79.14	100
11:00	6.320	0.385	0.000	0.000	1.015	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.878	0.284	0.000	0.397	2.185	88.54	100
11:30	4.885	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.433	0.000	0.493	0.284	0.000	0.397	0.959	92.55	100
avg.	2.43	0.88	0.17	0.00	0.33	0.00	0.05	0.00	0.00	0.56	0.00	0.00	0.11	0.02	0.28	0.27	0.17	0.16	0.96	93.60	
max.	12.53	4.14	1.34	0.00	1.54	0.00	0.43	0.00	0.00	3.15	0.00	0.00	0.74	0.37	2.20	1.61	0.60	1.15	3.18	100	
σ.	3.63	1.14	0.38	0.00	0.48	0.00	0.14	0.00	0.00	0.93	0.00	0.00	0.22	0.07	0.56	0.42	0.20	0.31	0.95	8.18	

TABLE 7.3.G: TV AUDIENCES – SUNDAY

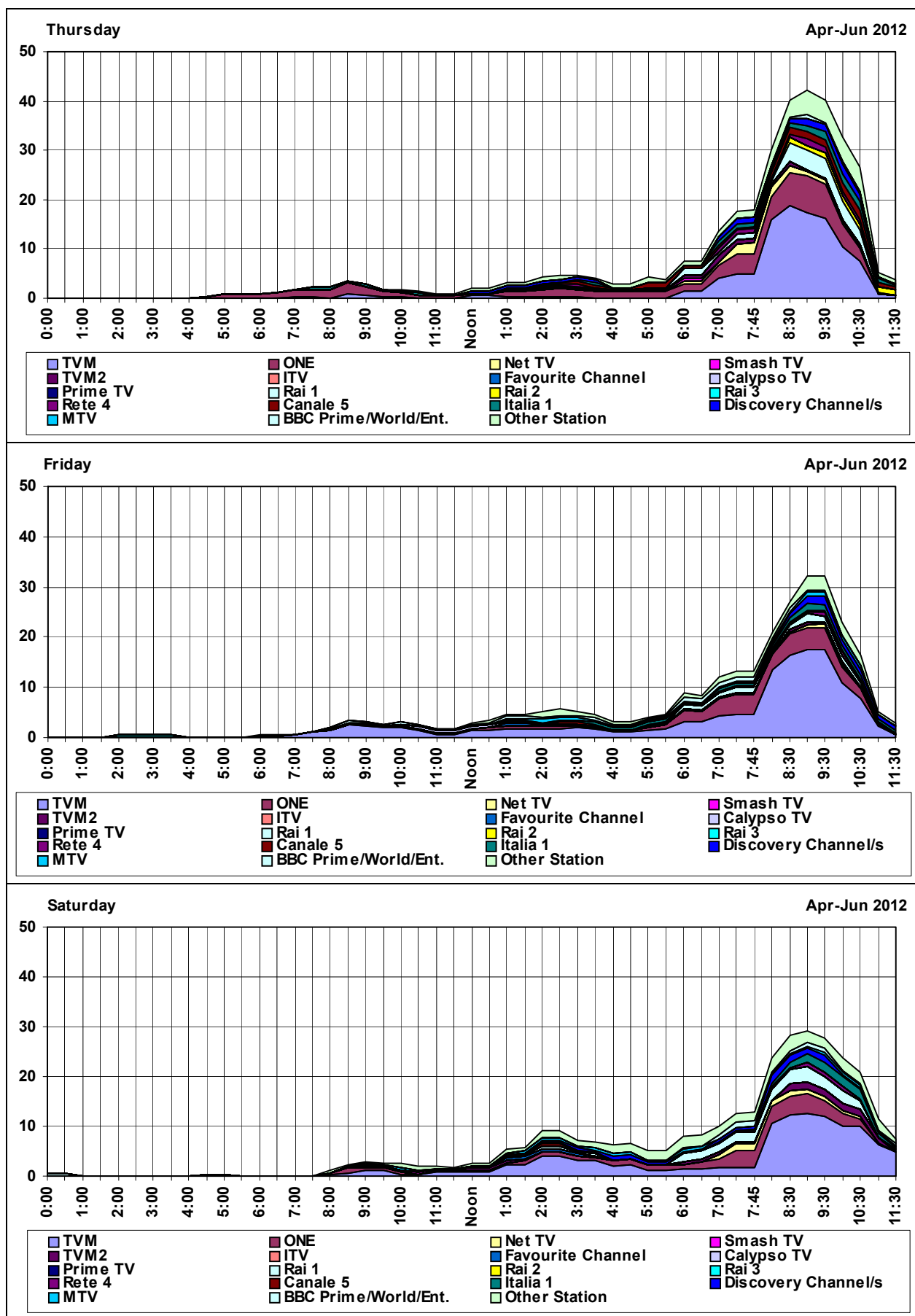
	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	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	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	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	0.000	0.000	100	100
2:00	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.71	100
2:30	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.71	100
3:00	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.71	100
3:30	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.71	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	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	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	0.000	0.000	100	100
5:30	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
6:00	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
6:30	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
7:00	0.367	0.999	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.000	0.000	0.000	97.89	100
7:30	0.367	1.603	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.000	0.000	0.000	97.29	100
8:00	1.187	1.943	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.46	100
8:30	2.313	2.353	0.000	0.000	1.745	0.000	0.000	0.000	0.000	1.154	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	92.44	100
9:00	2.693	1.658	0.000	0.000	1.745	0.000	0.000	0.000	0.000	1.154	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.246	92.10	100
9:30	2.693	1.658	0.000	0.000	1.745	0.000	0.000	0.000	0.000	1.154	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.246	92.10	100
10:00	2.083	1.081	0.000	0.000	1.745	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.246	94.16	100
10:30	2.083	0.790	0.000	0.000	1.371	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.246	94.82	100
11:00	1.420	0.645	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.246	97.69	100
11:30	2.677	0.645	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.246	96.43	100
NOON	2.638	0.645	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.733	95.14	100
12:30	2.142	0.645	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.733	95.64	100
1:00	2.310	0.354	0.374	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.317	0.000	0.466	0.000	0.000	0.733	95.12	100
1:30	2.310	0.287	0.374	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.753	0.000	0.466	0.000	0.000	0.733	94.75	100
2:00	1.975	0.287	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.436	0.753	0.388	0.976	0.000	0.000	0.733	93.61	100
2:30	1.975	0.287	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.436	0.317	0.388	0.976	0.000	0.000	0.733	94.05	100
3:00	0.690	0.287	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.000	0.000	0.436	0.000	0.388	0.976	0.000	0.000	1.119	95.64	100
3:30	0.690	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.757	0.000	0.000	0.436	0.000	0.388	0.976	0.000	0.000	1.119	95.63	100
4:00	0.690	0.000	0.000	0.000	0.436	0.000	0.000	0.000	0.000	0.757	0.549	0.000	0.436	0.287	0.388	0.510	0.000	0.000	0.872	95.08	100
4:30	0.690	0.000	0.000	0.000	0.436	0.000	0.000	0.000	0.000	0.757	0.549	0.000	0.436	0.674	0.388	0.510	0.000	0.000	0.872	94.69	100
5:00	0.769	0.000	0.000	0.000	0.777	0.000	0.000	0.000	0.000	0.757	0.549	0.000	0.000	0.287	0.388	0.000	0.000	0.000	1.862	94.61	100
5:30	0.769	0.510	0.000	0.000	0.777	0.000	0.000	0.000	0.000	0.757	0.549	0.000	0.000	0.000	0.388	0.000	0.000	0.000	1.513	94.74	100
6:00	1.123	0.797	0.000	0.000	0.777	0.000	0.000	0.000	0.000	1.024	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.429	1.671	93.79	100
6:30	1.123	0.797	0.000	0.000	0.777	0.000	0.000	0.000	0.000	1.024	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.429	1.282	94.18	100
7:00	0.743	2.288	0.000	0.000	1.150	0.000	0.000	0.000	0.000	1.024	0.000	0.000	0.436	0.000	0.388	0.557	0.000	0.429	1.815	91.17	100
7:30	1.533	4.656	0.354	0.000	1.150	0.000	0.000	0.000	0.000	1.390	0.000	0.000	0.722	0.000	0.388	0.557	0.000	0.429	1.529	87.29	100
7:45	1.533	5.044	0.641	0.000	1.150	0.000	0.000	0.000	0.000	1.390	0.000	0.000	0.722	0.000	0.388	0.557	0.000	0.429	1.529	86.62	100
8:00	11.608	4.094	0.641	0.000	1.150	0.000	0.000	0.000	0.000	1.229	0.000	0.000	1.009	1.131	0.950	0.000	0.000	0.778	1.914	75.50	100
8:30	13.879	4.652	0.354	0.000	1.467	0.000	0.000	0.000	0.000	3.461	0.000	0.530	1.009	1.418	0.704	0.000	0.000	0.778	3.467	68.28	100
9:00	12.207	3.259	0.354	0.000	1.997	0.000	0.000	0.000	0.000	4.501	0.000	0.530	2.237	1.803	1.122	0.834	0.000	0.778	3.467	66.91	100
9:30	11.320	2.851	0.354	0.000	1.561	0.000	0.000	0.000	0.000	4.887	0.000	0.530	1.950	1.803	1.050	0.834	0.000	0.429	3.467	68.96	100
10:00	4.814	0.549	0.000	0.000	1.561	0.000	0.000	0.000	0.000	4.330	0.000	0.000	1.514	1.774	1.050	0.834	0.000	0.000	3.842	79.73	100
10:30	4.459	0.549	0.000	0.000	1.187	0.000	0.000	0.000	0.000	3.975	0.000	0.000	1.514	1.774	0.734	0.834	0.000	0.000	3.001	81.97	100
11:00	2.112	0.549	0.000	0.000	0.657	0.000	0.000	0.000	0.000	2.304	0.000	0.000	0.965	0.603	0.000	0.510	0.000	0.000	0.354	91.94	100
11:30	0.714	0.000	0.000	0.000	0.341	0.000	0.000	0.000	0.000	0.943	0.000	0.000	0.965	0.603	0.000	0.510	0.000	0.000	0.354	95.57	100
avg.	2.12	0.98	0.10	0.00	0.52	0.02	0.00	0.00	0.01	0.83	0.04	0.03	0.33	0.29	0.25	0.26	0.00	0.10	0.84	93.26	
max.	13.88	5.04	0.64	0.00	2.00	0.41	0.00	0.00	0.32	4.89	0.55	0.53	2.24	1.80	1.12	0.98	0.00	0.78	3.84	100	
σ.	3.27	1.35	0.19	0.00	0.67	0.10	0.00	0.00	0.06	1.28	0.15	0.13	0.55	0.55	0.32	0.36	0.00	0.22	1.07	8.36	

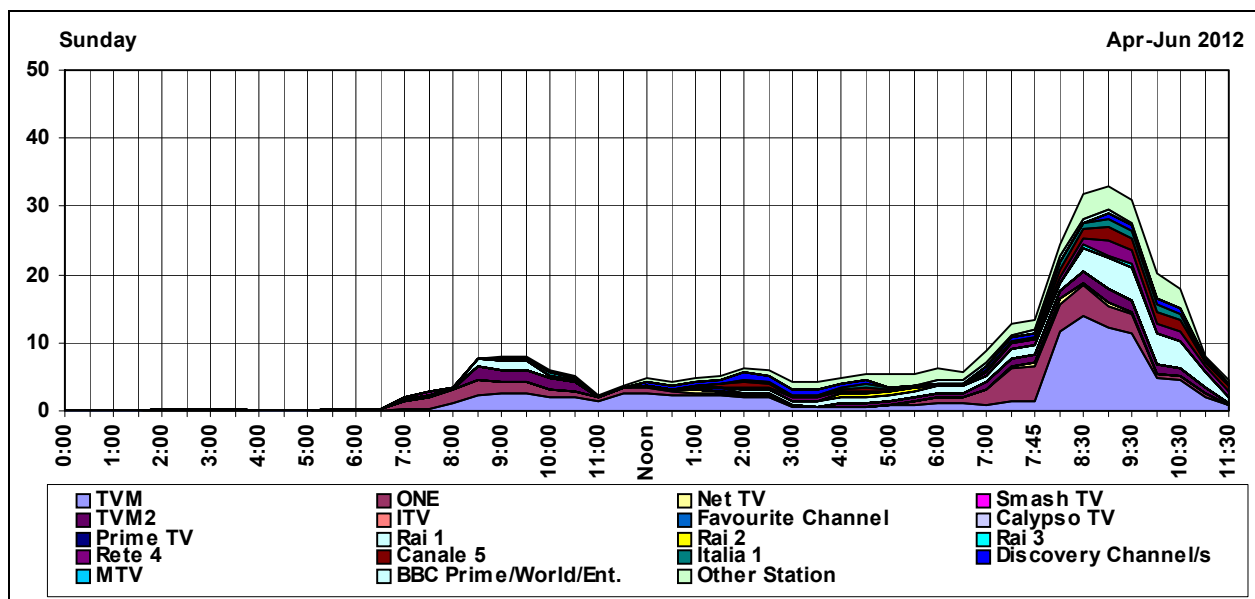
TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNELS	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	0.066	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.93	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.93	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	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	0.000	0.000	100	100
2:00	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	99.88	100
2:30	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	99.88	100
3:00	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	99.88	100
3:30	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.076	0.000	0.000	0.000	0.000	99.88	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	0.071	0.000	0.000	0.000	99.93	100
4:30	0.000	0.100	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.071	0.000	0.000	0.000	99.83	100
5:00	0.000	0.240	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.071	0.000	0.000	0.000	99.69	100
5:30	0.000	0.249	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.071	0.000	0.000	0.000	99.68	100
6:00	0.100	0.170	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.125	99.56	100
6:30	0.041	0.211	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.125	99.57	100
7:00	0.291	0.494	0.102	0.000	0.000	0.058	0.000	0.000	0.000	0.049	0.000	0.000	0.048	0.000	0.069	0.000	0.000	0.044	0.123	98.72	100
7:30	0.419	0.615	0.102	0.000	0.000	0.058	0.000	0.000	0.000	0.049	0.000	0.000	0.048	0.000	0.179	0.000	0.000	0.044	0.123	98.36	100
8:00	0.822	0.733	0.102	0.000	0.000	0.058	0.000	0.000	0.000	0.049	0.000	0.000	0.000	0.000	0.219	0.000	0.000	0.097	0.150	97.77	100
8:30	1.400	0.967	0.137	0.000	0.390	0.000	0.000	0.000	0.000	0.213	0.000	0.000	0.000	0.000	0.167	0.000	0.000	0.097	0.150	96.48	100
9:00	1.274	0.713	0.083	0.000	0.390	0.000	0.000	0.000	0.000	0.213	0.000	0.000	0.000	0.062	0.273	0.000	0.045	0.194	0.367	96.39	100
9:30	1.078	0.618	0.083	0.000	0.390	0.000	0.000	0.000	0.000	0.213	0.000	0.000	0.066	0.062	0.232	0.000	0.045	0.138	0.367	96.71	100
10:00	0.774	0.475	0.083	0.000	0.390	0.000	0.000	0.071	0.000	0.089	0.000	0.000	0.066	0.062	0.232	0.049	0.045	0.097	0.486	97.08	100
10:30	0.611	0.390	0.048	0.000	0.337	0.000	0.000	0.071	0.000	0.089	0.000	0.000	0.066	0.062	0.232	0.049	0.045	0.097	0.486	97.42	100
11:00	0.450	0.468	0.048	0.000	0.055	0.000	0.000	0.071	0.000	0.049	0.000	0.000	0.000	0.062	0.123	0.049	0.000	0.097	0.524	98.01	100
11:30	0.629	0.423	0.048	0.000	0.055	0.000	0.000	0.071	0.000	0.049	0.000	0.000	0.000	0.062	0.123	0.049	0.000	0.097	0.441	97.95	100
NOON	1.031	0.482	0.101	0.000	0.076	0.000	0.000	0.071	0.000	0.089	0.000	0.000	0.109	0.062	0.069	0.143	0.000	0.138	0.611	97.02	100
12:30	0.960	0.631	0.101	0.000	0.076	0.000	0.000	0.071	0.000	0.089	0.000	0.000	0.109	0.062	0.069	0.143	0.000	0.138	0.669	96.88	100
1:00	1.226	0.729	0.101	0.000	0.076	0.000	0.160	0.071	0.099	0.130	0.000	0.000	0.159	0.096	0.046	0.260	0.101	0.196	0.700	95.85	100
1:30	1.226	0.805	0.101	0.000	0.076	0.000	0.160	0.071	0.099	0.130	0.000	0.000	0.159	0.158	0.046	0.260	0.101	0.196	0.700	95.71	100
2:00	1.472	0.907	0.149	0.000	0.000	0.000	0.103	0.000	0.000	0.344	0.000	0.000	0.113	0.298	0.157	0.312	0.158	0.179	1.108	94.70	100
2:30	1.519	1.027	0.149	0.000	0.000	0.000	0.103	0.000	0.000	0.344	0.000	0.000	0.113	0.297	0.157	0.312	0.158	0.179	1.120	94.52	100
3:00	1.169	0.922	0.095	0.000	0.000	0.000	0.061	0.000	0.000	0.303	0.000	0.048	0.113	0.322	0.263	0.271	0.112	0.179	1.018	95.12	100
3:30	1.013	0.757	0.095	0.000	0.000	0.000	0.061	0.000	0.000	0.345	0.000	0.048	0.062	0.322	0.263	0.271	0.112	0.179	1.098	95.37	100
4:00	0.739	0.945	0.048	0.000	0.062	0.000	0.000	0.000	0.000	0.334	0.078	0.000	0.062	0.261	0.131	0.252	0.112	0.179	1.255	95.54	100
4:30	0.788	0.897	0.048	0.000	0.062	0.000	0.000	0.000	0.000	0.334	0.078	0.000	0.062	0.316	0.131	0.252	0.112	0.179	1.270	95.47	100
5:00	0.798	1.159	0.242	0.054	0.111	0.000	0.000	0.000	0.000	0.383	0.078	0.000	0.000	0.322	0.131	0.193	0.112	0.138	1.339	94.94	100
5:30	0.784	1.341	0.242	0.054	0.111	0.000	0.000	0.000	0.000	0.383	0.078	0.000	0.000	0.282	0.131	0.239	0.112	0.138	1.127	94.98	100
6:00	1.993	1.697	0.501	0.054	0.725	0.000	0.000	0.000	0.000	1.175	0.045	0.000	0.000	0.185	0.101	0.062	0.112	0.448	1.395	91.51	100
6:30	2.079	1.735	0.559	0.095	0.725	0.000	0.000	0.000	0.000	1.230	0.045	0.000	0.000	0.185	0.172	0.062	0.162	0.456	1.411	91.08	100
7:00	3.179	2.877	0.762	0.041	0.897	0.000	0.000	0.000	0.000	1.224	0.045	0.000	0.219	0.144	0.491	0.328	0.107	0.559	1.625	87.50	100
7:30	3.548	5.113	1.130	0.041	0.824	0.000	0.000	0.000	0.000	1.402	0.106	0.000	0.264	0.263	0.670	0.328	0.107	0.612	1.778	83.81	100
7:45	3.667	5.168	1.411	0.041	0.824	0.000	0.000	0.000	0.000	1.402	0.106	0.000	0.389	0.263	0.670	0.328	0.107	0.612	1.828	83.18	100
8:00	12.875	4.930	1.669	0.041	0.878	0.000	0.000	0.000	0.000	1.392	0.106	0.000	0.507	0.652	1.187	0.404	0.199	0.506	2.674	71.98	100
8:30	15.235	5.999	1.537	0.041	1.393	0.000	0.000	0.000	0.000	3.186	0.329	0.177	0.521	0.775	1.502	0.482	0.199	0.575	3.440	64.61	100
9:00	14.226	6.014	1.511	0.000	1.395	0.000	0.000	0.000	0.000	3.671	0.552	0.175	0.916	1.189	1.891	0.823	0.301	0.633	4.444	62.26	100
9:30	13.353	5.576	1.379	0.000	1.395	0.000	0.000	0.000	0.000	3.584	0.552	0.175	0.916	1.259	2.075	0.823	0.297	0.525	4.215	63.88	100
10:00	8.185	3.947	0.650	0.000	1.310	0.000	0.103	0.071	0.000	3.080	0.490	0.099	0.743	1.386	1.682	0.772	0.317	0.191	3.929	73.04	100
10:30	5.970	2.960	0.411	0.000	1.268	0.000	0.103	0.000	0.000	2.473	0.490	0.099	0.633	1.341	1.568	0.696	0.317	0.209	3.129	78.33	100
11:00	1.892	0.814	0.000	0.000	0.578	0.000	0.000	0.000	0.000	0.681	0.155	0.000	0.219	0.522	0.419	0.290	0.000	0.154	1.130	93.14	100
11:30	1.026	0.427	0.000	0.000	0.118	0.000	0.000	0.000	0.000	0.226	0.155	0.000	0.241	0.375	0.293	0.290	0.000	0.092	0.805	95.95	100
avg.	2.20	1.32	0.28	0.01	0.31	0.00	0.02	0.01	0.00	0.60	0.07	0.02	0.14	0.24	0.34	0.19	0.07	0.18	0.96	93.04	
max.	15.24	6.01	1.67	0.10	1.40	0.06	0.16	0.07	0.10	3.67	0.55	0.18	0.92	1.39	2.08	0.82	0.32	0.63	4.44	100	
σ.	3.86	1.76	0.47	0.02	0.45	0.01	0.04	0.03	0.02	0.99	0.15	0.05	0.24	0.36	0.53	0.22	0.09	0.19	1.17	10.02	

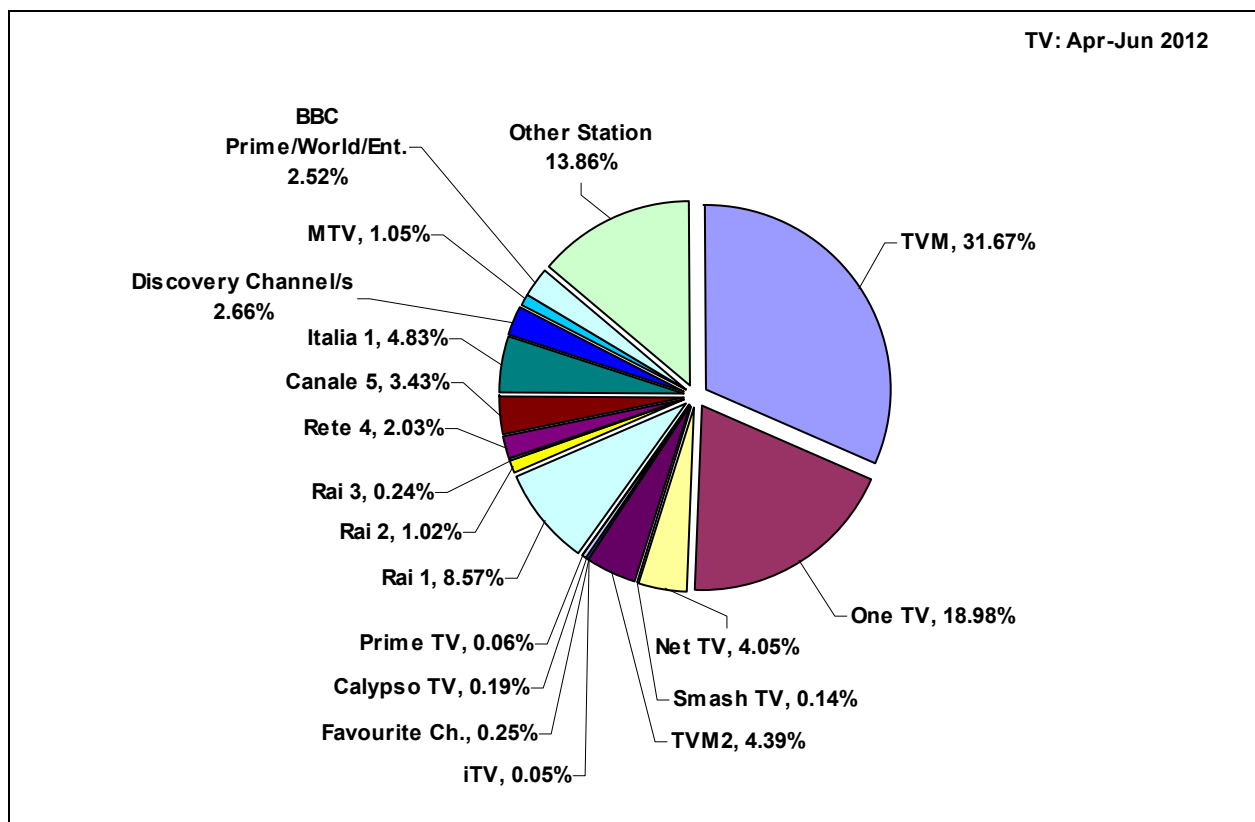


FIGURES 7.3.A-C: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2012]





FIGURES 7.3.G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [APR-JUN 2012]



TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	CALYPSO TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS
31.67	18.98	4.05	0.14	4.39	0.05	0.25	0.19	0.06	8.57	1.02	0.24	2.03	3.43	4.83	2.66	1.05	2.52	13.86

FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [APR-JUN 2012]

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [APR-JUN 2012]

		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
TVM	438	195	242	23	53	34	141	127	47	12	81	118	74	67	67	31
	24.0%	21.7%	26.4%	25.2%	18.6%	28.0%	25.9%	26.5%	19.4%	21.9%	22.4%	22.0%	27.4%	26.4%	25.4%	22.8%
	100.0%	44.6%	55.4%	5.3%	12.1%	7.8%	32.3%	29.1%	10.8%	2.6%	18.5%	26.9%	16.9%	15.4%	15.2%	7.2%
ONE	176	76	100	1	13	5	49	60	41	8	51	48	20	23	22	12
	9.7%	8.4%	10.9%	1.0%	4.6%	4.0%	9.0%	12.4%	16.7%	14.5%	14.1%	8.9%	7.3%	9.1%	8.4%	9.0%
	100.0%	43.0%	57.0%	.5%	7.4%	2.8%	27.9%	33.9%	23.1%	4.4%	29.0%	27.2%	11.2%	13.1%	12.5%	7.1%
Net TV	46	23	23	2	4	2	4	19	11	4	4	13	7	8	10	4
	2.5%	2.6%	2.5%	2.4%	1.4%	1.3%	.8%	3.9%	4.6%	8.3%	1.2%	2.4%	2.5%	3.2%	3.8%	3.0%
	100.0%	49.8%	50.2%	4.8%	8.9%	3.5%	8.8%	40.6%	24.0%	9.4%	9.5%	27.9%	14.7%	17.5%	21.6%	8.9%
Smash TV	2	1	1	0	0	0	0	1	0	1	0	1	0	0	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	1.4%	0.0%	.1%	0.0%	0.0%	0.0%	.7%
	100.0%	57.0%	43.0%	0.0%	0.0%	0.0%	0.0%	57.0%	0.0%	43.0%	0.0%	43.0%	0.0%	0.0%	0.0%	57.0%
TVM2/Education 22	46	33	14	3	11	3	14	8	5	2	9	18	10	4	5	0
	2.5%	3.6%	1.5%	3.0%	3.9%	2.3%	2.6%	1.7%	2.2%	3.7%	2.5%	3.4%	3.8%	1.5%	1.9%	0.0%
	100.0%	70.6%	29.4%	5.9%	24.3%	6.0%	30.3%	17.7%	11.5%	4.3%	19.5%	39.3%	22.2%	8.5%	10.5%	0.0%
iTV	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Favorite Channel	5	0	5	0	0	0	1	1	3	0	3	0	0	0	2	0
	.3%	0.0%	.5%	0.0%	0.0%	0.0%	.2%	.2%	1.1%	0.0%	.7%	0.0%	0.0%	0.0%	.9%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	21.7%	23.3%	54.9%	0.0%	53.3%	0.0%	0.0%	0.0%	46.7%	0.0%
Calypso Music TV	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Prime TV	2	0	2	0	2	0	0	0	0	0	0	1	1	0	0	0
	.1%	0.0%	.2%	0.0%	.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	.3%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.6%	46.4%	0.0%	0.0%	0.0%
Rai 1	89	56	34	1	9	5	29	29	12	3	22	28	9	13	13	4
	4.9%	6.2%	3.7%	1.0%	3.3%	4.1%	5.4%	6.1%	4.8%	6.5%	6.2%	5.2%	3.4%	5.0%	4.9%	2.8%
	100.0%	62.3%	37.7%	1.1%	10.6%	5.6%	33.0%	32.8%	13.1%	3.8%	25.1%	31.4%	10.3%	14.3%	14.5%	4.3%
Rai 2	13	6	6	0	0	2	5	4	2	0	2	3	0	1	5	2
	.7%	.7%	.7%	0.0%	0.0%	1.5%	.9%	.8%	.7%	0.0%	.5%	.6%	0.0%	.3%	2.0%	1.1%
	100.0%	49.3%	50.7%	0.0%	0.0%	14.5%	41.1%	31.5%	12.9%	0.0%	15.0%	24.9%	0.0%	6.5%	41.1%	12.4%
Rai 3	5	4	1	0	0	0	1	1	3	0	1	2	2	0	0	0
	.3%	.5%	.1%	0.0%	0.0%	0.0%	.3%	.2%	1.1%	0.0%	.2%	.3%	.8%	0.0%	0.0%	0.0%
	100.0%	82.5%	17.5%	0.0%	0.0%	0.0%	27.7%	17.8%	54.5%	0.0%	17.8%	37.0%	45.2%	0.0%	0.0%	0.0%
Rete 4	30	12	18	1	3	0	10	9	8	0	3	14	4	3	3	2
	1.6%	1.3%	1.9%	1.1%	.9%	0.0%	1.8%	1.8%	3.1%	0.0%	.9%	2.6%	1.5%	1.2%	1.3%	1.7%
	100.0%	40.3%	59.7%	3.4%	8.7%	0.0%	33.4%	29.3%	25.1%	0.0%	10.7%	46.8%	13.8%	9.8%	10.9%	8.0%
Canale 5	45	9	36	0	3	4	17	14	7	0	10	15	2	12	4	2
	2.5%	1.0%	4.0%	0.0%	1.0%	3.1%	3.2%	2.9%	2.9%	0.0%	2.9%	2.8%	.6%	4.5%	1.7%	1.6%
	100.0%	19.6%	80.4%	0.0%	6.1%	8.5%	38.4%	31.3%	15.8%	0.0%	23.0%	33.0%	3.7%	25.5%	9.8%	4.9%

TABLE 7.5 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
	TOTAL															
Italia 1	65	39	27	6	22	7	24	6	0	0	16	18	15	7	9	0
	3.6%	4.3%	2.9%	6.6%	7.8%	5.7%	4.5%	1.2%	0.0%	0.0%	4.5%	3.3%	5.7%	2.8%	3.4%	0.0%
Discovery Channel	100.0%	59.3%	40.7%	9.2%	34.1%	10.6%	37.5%	8.6%	0.0%	0.0%	24.8%	27.1%	23.5%	11.1%	13.5%	0.0%
	40	31	9	7	13	0	8	7	4	0	7	10	7	5	7	4
	2.2%	3.4%	1.0%	7.2%	4.6%	0.0%	1.5%	1.5%	1.8%	0.0%	2.0%	1.8%	2.5%	1.9%	2.6%	3.2%
MTV	100.0%	77.9%	22.1%	16.6%	33.1%	0.0%	21.0%	18.2%	11.2%	0.0%	18.1%	24.2%	17.0%	12.2%	17.2%	11.2%
	10	4	6	1	3	0	1	1	3	0	2	5	1	3	0	0
	.6%	.4%	.7%	1.4%	1.2%	0.0%	.2%	.2%	1.4%	0.0%	.5%	.9%	.3%	1.0%	0.0%	0.0%
BBC Prime/World/Ent	100.0%	39.1%	60.9%	12.6%	33.7%	0.0%	10.1%	9.8%	33.8%	0.0%	18.7%	47.2%	8.2%	25.8%	0.0%	0.0%
	22	9	13	0	3	1	6	8	4	1	3	7	3	4	5	1
	1.2%	1.0%	1.4%	0.0%	1.0%	.7%	1.0%	1.7%	1.5%	1.7%	.8%	1.3%	1.0%	1.6%	1.8%	.5%
Other TV station	100.0%	41.8%	58.2%	0.0%	13.4%	4.1%	25.1%	36.8%	16.4%	4.0%	13.3%	30.7%	12.9%	18.6%	21.1%	3.4%
	168	99	69	22	30	11	44	40	21	1	31	57	31	16	24	10
	9.2%	11.0%	7.5%	24.1%	10.4%	8.8%	8.1%	8.3%	8.5%	1.9%	8.5%	10.6%	11.4%	6.2%	9.2%	7.2%
No particular station	100.0%	59.2%	40.8%	13.1%	17.7%	6.4%	26.2%	23.7%	12.3%	.6%	18.2%	33.8%	18.4%	9.4%	14.3%	5.9%
	87	46	41	1	7	2	17	33	20	7	18	25	11	13	14	6
	4.8%	5.1%	4.5%	1.0%	2.5%	1.7%	3.1%	6.9%	8.1%	13.6%	5.0%	4.8%	4.2%	5.0%	5.3%	4.3%
Do not remember	100.0%	53.0%	47.0%	1.1%	8.2%	2.3%	19.3%	38.2%	22.6%	8.3%	20.8%	29.2%	12.9%	14.6%	15.8%	6.8%
	11	4	7	0	1	1	4	3	2	0	4	5	1	1	0	0
	.6%	.4%	.7%	0.0%	.4%	.8%	.8%	.6%	.7%	0.0%	1.1%	.9%	.3%	.4%	0.0%	0.0%
Do not watch TV	100.0%	37.1%	62.9%	0.0%	9.5%	9.1%	39.8%	25.0%	16.6%	0.0%	35.8%	47.2%	7.6%	9.4%	0.0%	0.0%
	486	239	247	21	107	43	157	102	43	12	87	138	70	68	67	56
	26.7%	26.5%	26.9%	23.4%	37.5%	35.3%	28.9%	21.3%	17.8%	23.1%	24.2%	25.8%	26.1%	26.5%	25.5%	40.9%
No response	100.0%	49.2%	50.8%	4.4%	22.0%	8.8%	32.3%	21.0%	8.9%	2.5%	17.9%	28.4%	14.5%	13.9%	13.7%	11.6%
	32	13	19	1	1	3	10	7	9	2	6	10	2	7	5	2
	1.8%	1.4%	2.1%	1.0%	.3%	2.7%	1.8%	1.4%	3.5%	3.4%	1.7%	1.8%	.7%	2.8%	2.1%	1.1%
	100.0%	39.4%	60.6%	3.0%	3.0%	10.3%	30.8%	20.7%	26.6%	5.6%	19.2%	30.2%	6.3%	22.5%	17.0%	4.9%
Total	1820	901	919	91	286	122	544	481	243	53	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%	5.0%	15.7%	6.7%	29.9%	26.4%	13.4%	2.9%	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 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
TVM	438	52	68	48	70	79	63	57	159	150	129
	24.0%	20.7%	26.0%	19.0%	26.7%	29.6%	24.1%	21.8%	26.4%	24.0%	21.7%
	100.0%	11.9%	15.5%	11.1%	16.1%	18.2%	14.4%	12.9%	36.2%	34.2%	29.5%
ONE	176	41	23	21	26	17	22	26	60	68	49
	9.7%	16.2%	8.9%	8.3%	9.8%	6.4%	8.5%	9.9%	9.9%	10.8%	8.2%
	100.0%	23.2%	13.2%	12.0%	14.7%	9.7%	12.6%	14.6%	33.9%	38.5%	27.6%
Net TV	46	11	8	12	7	3	4	3	14	13	20
	2.5%	4.3%	3.2%	4.6%	2.5%	1.0%	1.3%	1.0%	2.3%	2.1%	3.3%
	100.0%	23.3%	18.0%	25.5%	14.4%	5.6%	7.5%	5.7%	29.3%	28.6%	42.1%
Smash TV	2	0	0	1	1	0	0	0	0	2	0
	.1%	0.0%	0.0%	.3%	.4%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%
	100.0%	0.0%	0.0%	43.0%	57.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
TVM2/Education 22	46	6	7	10	4	1	8	10	0	8	38
	2.5%	2.4%	2.8%	4.0%	1.6%	.3%	3.0%	3.7%	0.0%	1.4%	6.3%
	100.0%	12.9%	15.9%	22.3%	8.9%	2.0%	17.0%	21.1%	0.0%	18.3%	81.7%
iTV	1	0	0	0	0	0	0	1	0	1	0
	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	.2%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Favorite TV	5	0	1	1	1	1	1	0	1	1	3
	.3%	0.0%	.4%	.3%	.3%	.4%	.4%	0.0%	.2%	.2%	.4%
	100.0%	0.0%	23.3%	15.8%	15.8%	21.7%	23.3%	0.0%	23.3%	21.7%	54.9%
Calypso Music TV	1	0	0	0	0	1	0	0	1	0	0
	.1%	0.0%	0.0%	0.0%	0.0%	.5%	0.0%	0.0%	.2%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Prime TV	2	0	0	1	0	0	0	1	1	1	0
	.1%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	.3%	.2%	.1%	0.0%
	100.0%	0.0%	0.0%	53.6%	0.0%	0.0%	0.0%	46.4%	53.6%	46.4%	0.0%
Rai 1	89	11	11	15	12	8	15	17	14	25	49
	4.9%	4.4%	4.2%	5.7%	4.7%	2.9%	5.7%	6.7%	2.4%	4.1%	8.3%
	100.0%	12.4%	12.4%	16.4%	13.8%	8.8%	16.8%	19.5%	16.0%	28.5%	55.4%
Rai 2	13	5	3	1	3	0	0	1	2	7	4
	.7%	1.9%	1.0%	.4%	1.1%	0.0%	0.0%	.5%	.3%	1.1%	.7%
	100.0%	37.1%	20.3%	8.8%	22.4%	0.0%	0.0%	11.3%	12.4%	53.8%	33.8%
Rai 3	5	2	1	0	1	0	0	1	1	1	3
	.3%	.7%	.4%	0.0%	.3%	0.0%	0.0%	.5%	.1%	.2%	.5%
	100.0%	36.3%	18.5%	0.0%	17.5%	0.0%	0.0%	27.7%	17.5%	27.7%	54.8%
Rete 4	30	2	1	6	5	3	4	9	14	10	6
	1.6%	.9%	.3%	2.4%	2.1%	1.0%	1.6%	3.3%	2.3%	1.6%	1.0%
	100.0%	7.7%	2.5%	20.8%	18.1%	8.8%	13.6%	28.5%	46.9%	34.0%	19.1%
Canale 5	45	6	7	10	9	2	1	10	19	14	12
	2.5%	2.5%	2.9%	3.8%	3.2%	.7%	.4%	4.0%	3.2%	2.2%	2.1%
	100.0%	13.7%	16.5%	21.7%	18.9%	4.1%	2.1%	23.0%	42.1%	30.7%	27.3%
Italia 1	65	13	10	9	11	7	9	6	24	20	21
	3.6%	5.2%	3.7%	3.4%	4.3%	2.7%	3.5%	2.5%	4.0%	3.2%	3.6%
	100.0%	20.0%	14.8%	13.3%	17.3%	10.9%	13.9%	9.8%	36.9%	30.6%	32.5%
Discovery Channel	40	5	1	6	10	6	6	5	8	19	12
	2.2%	2.0%	.3%	2.3%	3.8%	2.4%	2.5%	1.9%	1.4%	3.1%	2.0%
	100.0%	13.0%	2.2%	14.8%	25.4%	15.9%	16.4%	12.2%	21.0%	48.6%	30.5%
MTV	10	2	1	0	1	3	3	0	7	2	2
	.6%	.7%	.4%	0.0%	.5%	1.1%	1.3%	0.0%	1.1%	.3%	.3%
	100.0%	17.6%	9.0%	0.0%	12.6%	27.8%	33.1%	0.0%	64.7%	17.8%	17.5%
BBC Prime/World/Ent.	22	6	2	2	2	3	5	2	10	5	7
	1.2%	2.4%	.7%	.7%	.9%	1.1%	1.9%	.8%	1.7%	.9%	1.1%
	100.0%	27.5%	8.2%	8.5%	10.6%	13.5%	22.5%	9.2%	45.5%	24.3%	30.1%
Other TV station	168	34	33	22	23	17	22	18	75	54	39
	9.2%	13.5%	12.6%	8.5%	8.8%	6.2%	8.5%	6.8%	12.5%	8.6%	6.6%
	100.0%	20.2%	19.6%	12.9%	13.8%	9.9%	13.2%	10.5%	44.5%	32.1%	23.4%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
No particular station	87 4.8% 100.0%	12 4.7% 13.4%	13 4.8% 14.3%	8 3.3% 9.6%	10 3.8% 11.6%	15 5.4% 16.6%	17 6.6% 19.8%	13 4.9% 14.7%	33 5.6% 38.4%	41 6.6% 47.4%	12 2.1% 14.3%
Did not remember	11 .6% 100.0%	2 .7% 16.9%	2 .8% 20.0%	3 1.1% 27.5%	1 .3% 7.6%	1 .5% 11.9%	0 0.0% 0.0%	2 .7% 16.1%	2 .3% 18.9%	5 .8% 46.3%	4 .6% 34.7%
Did not watch TV	486 26.7% 100.0%	42 16.7% 8.6%	65 25.1% 13.4%	74 28.8% 15.1%	60 22.9% 12.4%	95 35.5% 19.6%	75 28.7% 15.4%	75 28.9% 15.4%	142 23.6% 29.1%	169 27.1% 34.8%	176 29.5% 36.1%
No Response	32 1.8% 100.0%	1 .3% 2.0%	4 1.5% 12.1%	6 2.5% 19.7%	6 2.1% 17.4%	7 2.4% 20.3%	6 2.1% 17.2%	4 1.4% 11.4%	14 2.4% 44.1%	7 1.2% 22.4%	11 1.8% 33.4%
Total	1820 100.0% 100.0%	252 100.0% 13.8%	260 100.0% 14.3%	255 100.0% 14.0%	264 100.0% 14.5%	268 100.0% 14.7%	261 100.0% 14.4%	259 100.0% 14.3%	600 100.0% 33.0%	624 100.0% 34.3%	596 100.0% 32.7%

[Count; Col%; Row%]

[Base: No of Consumers]

