



**RADIO AND TELEVISION AUDIENCES
MALTA
JANUARY – MARCH 2012**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [JQN-MAR 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	823	44	153	77	214	208	102	25
	45.2%	51.2%	51.3%	58.3%	44.0%	41.4%	41.1%	36.8%
	100.0%	5.3%	18.6%	9.4%	26.0%	25.3%	12.4%	3.0%
Females	997	42	145	55	272	294	146	43
	54.8%	48.8%	48.7%	41.7%	56.0%	58.6%	58.9%	63.2%
	100.0%	4.2%	14.5%	5.5%	27.3%	29.5%	14.6%	4.3%
Total	1,820	86	298	132	486	502	248	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [JAN-MAR 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	901	40	151	70	276	225	112	26
	49.5%	47.7%	51.5%	56.1%	50.8%	47.1%	47.9%	42.0%
	100.0%	4.5%	16.7%	7.7%	30.7%	25.0%	12.4%	2.9%
Females	919	44	142	55	268	252	122	37
	50.5%	52.3%	48.5%	43.9%	49.2%	52.9%	52.1%	58.0%
	100.0%	4.8%	15.4%	5.9%	29.1%	27.5%	13.3%	4.0%
Total	1,820	85	293	124	544	477	234	63
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [JAN-MAR 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	823	161	216	133	126	122	65
	45.2%	43.6%	43.5%	45.2%	45.7%	47.1%	51.6%
	100.0%	19.6%	26.2%	16.2%	15.3%	14.8%	7.9%
Females	997	208	280	161	150	137	61
	54.8%	56.4%	56.5%	54.8%	54.3%	52.9%	48.4%
	100.0%	20.9%	28.1%	16.1%	15.0%	13.7%	6.1%
Total	1,820	369	496	294	276	259	126
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [JAN-MAR 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	901	179	263	134	126	130	68
	49.5%	49.7%	49.2%	49.8%	49.3%	49.7%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	919	181	272	135	129	132	70
	50.5%	50.3%	50.8%	50.2%	50.7%	50.3%	50.5%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1,820	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 [JAN-MAR 2012]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	86	44	42	11	26	12	16	17	4
	4.7%	5.3%	4.2%	3.0%	5.2%	4.1%	5.8%	6.6%	3.2%
	100.0%	51.2%	48.8%	12.8%	30.2%	14.0%	18.6%	19.8%	4.7%
15-24	298	153	145	55	75	57	48	49	14
	16.4%	18.6%	14.5%	14.9%	15.1%	19.4%	17.4%	18.9%	11.1%
	100.0%	51.3%	48.7%	18.5%	25.2%	19.1%	16.1%	16.4%	4.7%
25-29	132	77	55	25	20	34	22	24	7
	7.3%	9.4%	5.5%	6.8%	4.0%	11.6%	8.0%	9.3%	5.6%
	100.0%	58.3%	41.7%	18.9%	15.2%	25.8%	16.7%	18.2%	5.3%
30-49	486	214	272	93	121	85	77	78	32
	26.7%	26.0%	27.3%	25.2%	24.4%	28.9%	27.9%	30.1%	25.4%
	100.0%	44.0%	56.0%	19.1%	24.9%	17.5%	15.8%	16.0%	6.6%
50-64	502	208	294	119	140	65	74	64	40
	27.6%	25.3%	29.5%	32.2%	28.2%	22.1%	26.8%	24.7%	31.7%
	100.0%	41.4%	58.6%	23.7%	27.9%	12.9%	14.7%	12.7%	8.0%
65-79	248	102	146	50	87	30	35	22	24
	13.6%	12.4%	14.6%	13.6%	17.5%	10.2%	12.7%	8.5%	19.0%
	100.0%	41.1%	58.9%	20.2%	35.1%	12.1%	14.1%	8.9%	9.7%
80+	68	25	43	16	27	11	4	5	5
	3.7%	3.0%	4.3%	4.3%	5.4%	3.7%	1.4%	1.9%	4.0%
	100.0%	36.8%	63.2%	23.5%	39.7%	16.2%	5.9%	7.4%	7.4%
Total	1,820	823	997	369	496	294	276	259	126
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.2%	54.8%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%

[Count / Column % / Row %]

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

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	85	40	44	12	31	9	13	13	7
	4.7%	4.5%	4.8%	3.3%	5.8%	3.2%	5.2%	5.0%	4.9%
	100.0%	47.7%	52.3%	14.2%	36.7%	10.2%	15.5%	15.4%	8.0%
15-24	293	151	142	60	92	41	39	40	20
	16.1%	16.7%	15.4%	16.7%	17.1%	15.3%	15.5%	15.4%	14.5%
	100.0%	51.5%	48.5%	20.5%	31.3%	14.1%	13.5%	13.8%	6.8%
25-29	124	70	55	27	25	25	18	19	11
	6.8%	7.7%	5.9%	7.6%	4.6%	9.1%	6.9%	7.1%	8.2%
	100.0%	56.1%	43.9%	21.9%	20.0%	19.8%	14.2%	15.0%	9.1%
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	477	225	252	99	125	71	72	77	34
	26.2%	25.0%	27.5%	27.5%	23.3%	26.2%	28.1%	29.4%	24.6%
	100.0%	47.1%	52.9%	20.8%	26.2%	14.8%	15.0%	16.1%	7.1%
65-79	234	112	122	41	78	32	33	29	20
	12.9%	12.4%	13.3%	11.4%	14.6%	11.9%	13.1%	11.1%	14.8%
	100.0%	47.9%	52.1%	17.6%	33.4%	13.7%	14.2%	12.4%	8.7%
80+	63	26	37	13	25	12	3	5	4
	3.5%	2.9%	4.0%	3.6%	4.6%	4.5%	1.3%	2.0%	3.1%
	100.0%	42.0%	58.0%	20.9%	39.3%	19.2%	5.4%	8.5%	6.8%
Total	1,820	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 [JAN-MAR 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	85	30	55	1	1	1	19	37	21	5	11	25	10	14	18	7
	4.7%	3.6%	5.5%	1.2%	.3%	.8%	3.9%	7.4%	8.5%	7.4%	3.0%	5.0%	3.4%	5.1%	6.9%	5.6%
Radju Parlament 106.6	100.0%	35.3%	64.7%	1.2%	1.2%	1.2%	22.4%	43.5%	24.7%	5.9%	12.9%	29.4%	11.8%	16.5%	21.2%	8.2%
	5	3	2	0	0	0	2	1	2	0	1	1	1	0	2	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.4%	.2%	.8%	0.0%	.3%	.2%	.3%	0.0%	.8%	0.0%
Magic Radio	100.0%	60.0%	40.0%	0.0%	0.0%	0.0%	40.0%	20.0%	40.0%	0.0%	20.0%	20.0%	20.0%	0.0%	40.0%	0.0%
	59	28	31	2	9	6	30	11	1	0	6	17	11	13	11	1
	3.2%	3.4%	3.1%	2.3%	3.0%	4.5%	6.2%	2.2%	.4%	0.0%	1.6%	3.4%	3.7%	4.7%	4.2%	.8%
ONE Radio	100.0%	47.5%	52.5%	3.4%	15.3%	10.2%	50.8%	18.6%	1.7%	0.0%	10.2%	28.8%	18.6%	22.0%	18.6%	1.7%
	133	54	79	0	3	3	26	55	40	6	40	27	23	22	15	6
	7.3%	6.6%	7.9%	0.0%	1.0%	2.3%	5.3%	11.0%	16.1%	8.8%	10.8%	5.4%	7.8%	8.0%	5.8%	4.8%
Radio 101	100.0%	40.6%	59.4%	0.0%	2.3%	2.3%	19.5%	41.4%	30.1%	4.5%	30.1%	20.3%	17.3%	16.5%	11.3%	4.5%
	50	25	25	0	2	3	11	19	15	0	4	19	6	6	5	10
	2.7%	3.0%	2.5%	0.0%	.7%	2.3%	2.3%	3.8%	6.0%	0.0%	1.1%	3.8%	2.0%	2.2%	1.9%	7.9%
Bay Radio	100.0%	50.0%	50.0%	0.0%	4.0%	6.0%	22.0%	38.0%	30.0%	0.0%	8.0%	38.0%	12.0%	12.0%	10.0%	20.0%
	134	65	69	11	61	13	38	11	0	0	20	38	25	16	29	6
	7.4%	7.9%	6.9%	12.8%	20.5%	9.8%	7.8%	2.2%	0.0%	0.0%	5.4%	7.7%	8.5%	5.8%	11.2%	4.8%
Calypso Radio	100.0%	48.5%	51.5%	8.2%	45.5%	9.7%	28.4%	8.2%	0.0%	0.0%	14.9%	28.4%	18.7%	11.9%	21.6%	4.5%
	77	40	37	0	1	6	20	38	12	0	15	24	18	11	6	3
	4.2%	4.9%	3.7%	0.0%	.3%	4.5%	4.1%	7.6%	4.8%	0.0%	4.1%	4.8%	6.1%	4.0%	2.3%	2.4%
RTK	100.0%	51.9%	48.1%	0.0%	1.3%	7.8%	26.0%	49.4%	15.6%	0.0%	19.5%	31.2%	23.4%	14.3%	7.8%	3.9%
	89	35	54	0	2	3	15	44	17	8	18	24	10	14	12	11
	4.9%	4.3%	5.4%	0.0%	.7%	2.3%	3.1%	8.8%	6.9%	11.8%	4.9%	4.8%	3.4%	5.1%	4.6%	8.7%
Smash Radio	100.0%	39.3%	60.7%	0.0%	2.2%	3.4%	16.9%	49.4%	19.1%	9.0%	20.2%	27.0%	11.2%	15.7%	13.5%	12.4%
	19	10	9	0	7	1	6	4	0	1	4	6	4	3	2	0
	1.0%	1.2%	.9%	0.0%	2.3%	.8%	1.2%	.8%	0.0%	1.5%	1.1%	1.2%	1.4%	1.1%	.8%	0.0%
Radju Marija	100.0%	52.6%	47.4%	0.0%	36.8%	5.3%	31.6%	21.1%	0.0%	5.3%	21.1%	31.6%	21.1%	15.8%	10.5%	0.0%
	39	7	32	0	1	0	6	10	12	10	6	15	5	5	8	0
	2.1%	.9%	3.2%	0.0%	.3%	0.0%	1.2%	2.0%	4.8%	14.7%	1.6%	3.0%	1.7%	1.8%	3.1%	0.0%
Campus FM	100.0%	17.9%	82.1%	0.0%	2.6%	0.0%	15.4%	25.6%	30.8%	25.6%	15.4%	38.5%	12.8%	12.8%	20.5%	0.0%
	7	4	3	0	0	0	3	1	3	0	3	1	1	1	1	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.6%	.2%	1.2%	0.0%	.8%	.2%	.3%	.4%	.4%	0.0%
Vibe FM	100.0%	57.1%	42.9%	0.0%	0.0%	0.0%	42.9%	14.3%	42.9%	0.0%	42.9%	14.3%	14.3%	14.3%	14.3%	0.0%
	49	33	16	5	24	9	9	2	0	0	7	11	12	7	9	3
	2.7%	4.0%	1.6%	5.8%	8.1%	6.8%	1.9%	.4%	0.0%	0.0%	1.9%	2.2%	4.1%	2.5%	3.5%	2.4%
XFM	100.0%	67.3%	32.7%	10.2%	49.0%	18.4%	18.4%	4.1%	0.0%	0.0%	14.3%	22.4%	24.5%	14.3%	18.4%	6.1%
	42	25	17	1	14	9	12	6	0	0	7	11	8	9	6	1
	2.3%	3.0%	1.7%	1.2%	4.7%	6.8%	2.5%	1.2%	0.0%	0.0%	1.9%	2.2%	2.7%	3.3%	2.3%	.8%
Community Stations	100.0%	59.5%	40.5%	2.4%	33.3%	21.4%	28.6%	14.3%	0.0%	0.0%	16.7%	26.2%	19.0%	21.4%	14.3%	2.4%
	13	7	6	0	1	1	3	8	0	0	4	6	0	0	0	3
	.7%	.9%	.6%	0.0%	.3%	.8%	.6%	1.6%	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	2.4%
Foreign Station	100.0%	53.8%	46.2%	0.0%	7.7%	7.7%	23.1%	61.5%	0.0%	0.0%	30.8%	46.2%	0.0%	0.0%	0.0%	23.1%
	11	6	5	0	1	1	5	3	0	1	3	3	1	3	1	0
	.6%	.7%	.5%	0.0%	.3%	.8%	1.0%	.6%	0.0%	1.5%	.8%	.6%	.3%	1.1%	.4%	0.0%
	100.0%	54.5%	45.5%	0.0%	9.1%	9.1%	45.5%	27.3%	0.0%	9.1%	27.3%	27.3%	9.1%	27.3%	9.1%	0.0%

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
No particular station	40	24	16	0	3	2	9	18	5	3	13	9	7	5	4	2
	2.2%	2.9%	1.6%	0.0%	1.0%	1.5%	1.9%	3.6%	2.0%	4.4%	3.5%	1.8%	2.4%	1.8%	1.5%	1.6%
Did not remember	6	3	3	0	1	0	1	1	3	0	0	3	1	1	1	0
	.3%	.4%	.3%	0.0%	.3%	0.0%	.2%	.2%	1.2%	0.0%	0.0%	.6%	.3%	.4%	.4%	0.0%
Did not listen to radio	945	419	526	65	164	69	269	228	117	33	202	254	149	141	127	72
	51.9%	50.9%	52.8%	75.6%	55.0%	52.3%	55.3%	45.4%	47.2%	48.5%	54.7%	51.2%	50.7%	51.1%	49.0%	57.1%
No response	17	5	12	1	3	5	2	5	0	1	5	2	2	5	2	1
	.9%	.6%	1.2%	1.2%	1.0%	3.8%	.4%	1.0%	0.0%	1.5%	1.4%	.4%	.7%	1.8%	.8%	.8%
	100.0%	29.4%	70.6%	5.9%	17.6%	29.4%	11.8%	29.4%	0.0%	5.9%	29.4%	11.8%	11.8%	29.4%	11.8%	5.9%
Total	1820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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 [JAN-MAR 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	85	35	50	1	1	1	21	36	21	4	10	26	10	13	20	6
	4.7%	3.9%	5.5%	1.3%	.2%	.6%	3.9%	7.6%	8.9%	6.9%	2.7%	4.8%	3.7%	5.1%	7.7%	4.7%
	100.0%	41.0%	59.0%	1.3%	.9%	.9%	25.0%	42.4%	24.5%	5.1%	11.2%	30.3%	11.6%	15.4%	23.8%	7.6%
Radju Parlament	5	3	2	0	0	0	2	1	2	0	1	1	1	0	2	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.4%	.2%	.9%	0.0%	.3%	.2%	.4%	0.0%	.8%	0.0%
	100.0%	63.3%	36.7%	0.0%	0.0%	0.0%	41.0%	18.1%	41.0%	0.0%	18.1%	21.7%	19.2%	0.0%	41.0%	0.0%
Magic Radio	61	33	28	2	8	6	33	11	1	0	6	20	10	13	11	1
	3.4%	3.7%	3.1%	2.4%	2.8%	4.7%	6.1%	2.4%	.5%	0.0%	1.8%	3.7%	3.8%	4.9%	4.3%	.9%
	100.0%	54.2%	45.8%	3.2%	13.4%	9.4%	53.9%	18.3%	1.8%	0.0%	10.3%	32.2%	16.6%	20.4%	18.5%	2.0%
ONE radio	127	58	69	0	3	2	28	51	38	5	34	27	23	21	16	6
	7.0%	6.4%	7.5%	0.0%	.9%	1.7%	5.1%	10.7%	16.2%	8.7%	9.3%	5.1%	8.5%	8.2%	6.2%	4.4%
	100.0%	45.5%	54.5%	0.0%	2.1%	1.7%	21.9%	40.1%	29.9%	4.3%	26.4%	21.5%	18.1%	16.4%	12.7%	4.8%
Radio 101	51	29	22	0	2	3	14	18	15	0	4	20	6	5	7	10
	2.8%	3.2%	2.4%	0.0%	.7%	2.3%	2.5%	3.8%	6.5%	0.0%	1.0%	3.7%	2.2%	2.1%	2.5%	7.4%
	100.0%	56.5%	43.5%	0.0%	3.7%	5.5%	26.3%	34.9%	29.6%	0.0%	6.8%	38.9%	11.5%	10.4%	12.7%	19.8%
Bay Radio	139	71	68	11	61	12	44	11	0	0	21	47	22	14	26	9
	7.6%	7.9%	7.4%	13.1%	20.8%	9.5%	8.1%	2.3%	0.0%	0.0%	5.9%	8.8%	8.0%	5.4%	10.1%	6.5%
	100.0%	51.1%	48.9%	8.0%	43.7%	8.5%	31.8%	8.0%	0.0%	0.0%	15.4%	33.7%	15.6%	9.8%	19.0%	6.4%
Calypso Radio	78	45	34	0	1	6	23	38	11	0	14	25	19	10	7	3
	4.3%	5.0%	3.7%	0.0%	.2%	4.7%	4.1%	8.0%	4.8%	0.0%	4.0%	4.6%	6.9%	4.1%	2.8%	2.2%
	100.0%	57.0%	43.0%	0.0%	.9%	7.5%	28.7%	48.7%	14.2%	0.0%	18.3%	31.5%	23.6%	13.3%	9.4%	3.9%
RTK	86	41	45	0	2	3	18	41	16	7	17	21	11	13	14	10
	4.7%	4.5%	4.9%	0.0%	.6%	2.5%	3.3%	8.5%	6.6%	11.1%	4.8%	3.9%	4.1%	5.2%	5.2%	7.4%
	100.0%	47.3%	52.7%	0.0%	1.9%	3.7%	21.0%	47.3%	18.0%	8.1%	20.1%	24.0%	12.9%	15.4%	15.8%	11.8%
Smash Radio	20	11	9	0	7	1	7	4	0	1	4	7	3	3	2	0
	1.1%	1.2%	1.0%	0.0%	2.3%	.9%	1.2%	.9%	0.0%	1.7%	1.2%	1.3%	1.3%	1.3%	.8%	0.0%
	100.0%	55.2%	44.8%	0.0%	33.4%	5.6%	33.4%	22.2%	0.0%	5.4%	20.6%	35.2%	17.1%	16.8%	10.3%	0.0%
Radju Marija	38	8	29	0	1	0	7	10	11	9	5	15	5	5	9	0
	2.1%	.9%	3.2%	0.0%	.4%	0.0%	1.3%	2.0%	4.7%	14.2%	1.3%	2.7%	1.8%	1.9%	3.3%	0.0%
	100.0%	21.4%	78.6%	0.0%	3.0%	0.0%	18.3%	25.7%	29.1%	23.8%	12.4%	38.8%	12.8%	12.9%	23.1%	0.0%
Campus FM	7	5	2	0	0	0	4	1	2	0	3	1	1	1	1	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.7%	.2%	1.0%	0.0%	.9%	.1%	.4%	.4%	.3%	0.0%
	100.0%	66.5%	33.5%	0.0%	0.0%	0.0%	50.5%	15.6%	33.9%	0.0%	44.9%	10.8%	16.8%	15.6%	12.0%	0.0%
Vibe FM	48	32	16	5	22	8	10	2	0	0	7	14	9	7	7	3
	2.6%	3.6%	1.7%	6.3%	7.7%	6.3%	1.9%	.3%	0.0%	0.0%	2.1%	2.6%	3.4%	2.6%	2.8%	2.5%
	100.0%	67.4%	32.6%	11.2%	47.2%	16.4%	21.8%	3.4%	0.0%	0.0%	15.7%	28.7%	19.1%	14.0%	15.4%	7.1%
X FM	42	27	16	1	15	8	14	6	0	0	8	13	7	8	5	1
	2.3%	2.9%	1.7%	.9%	5.1%	6.2%	2.5%	1.2%	0.0%	0.0%	2.2%	2.5%	2.6%	3.2%	1.9%	1.0%
	100.0%	62.6%	37.4%	1.7%	34.9%	18.0%	31.9%	13.4%	0.0%	0.0%	18.4%	31.1%	16.5%	19.0%	11.8%	3.1%
Community Stations	14	9	5	0	1	1	4	7	0	0	4	7	0	0	0	3
	.7%	1.0%	.5%	0.0%	.4%	1.1%	.8%	1.4%	0.0%	0.0%	1.1%	1.3%	0.0%	0.0%	0.0%	1.9%
	100.0%	64.6%	35.4%	0.0%	9.6%	9.6%	31.3%	49.5%	0.0%	0.0%	28.5%	52.7%	0.0%	0.0%	0.0%	18.8%
Foreign Station	12	7	5	0	1	1	6	4	0	1	4	3	1	3	1	0
	.7%	.8%	.5%	0.0%	.4%	.6%	1.1%	.8%	0.0%	1.2%	1.0%	.6%	.3%	1.2%	.6%	0.0%
	100.0%	59.0%	41.0%	0.0%	8.8%	5.8%	48.3%	30.6%	0.0%	6.5%	29.5%	26.4%	5.8%	26.2%	12.2%	0.0%

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
No Unique Station	40	26	14	0	3	2	10	17	4	3	12	10	7	5	4	2
	2.2%	2.9%	1.5%	0.0%	1.1%	1.5%	1.9%	3.6%	1.8%	4.7%	3.5%	1.8%	2.6%	1.9%	1.4%	1.5%
Do not Remember	7	4	3	0	1	0	1	1	3	0	0	3	1	1	1	0
	.4%	.5%	.3%	0.0%	.4%	0.0%	.2%	.3%	1.3%	0.0%	0.0%	.6%	.5%	.3%	.6%	0.0%
Did not listen to radio	942	453	490	64	161	66	296	214	110	31	202	274	132	128	125	81
	51.8%	50.3%	53.3%	75.2%	55.1%	52.9%	54.4%	44.9%	46.9%	49.9%	55.9%	51.3%	49.1%	50.4%	47.7%	58.4%
No Reply	17	5	12	1	3	6	2	4	0	1	5	2	2	4	2	2
	.9%	.5%	1.3%	.8%	1.0%	4.5%	.4%	.9%	0.0%	1.5%	1.3%	.4%	.6%	1.8%	.9%	1.3%
	100.0%	27.6%	72.4%	4.1%	18.0%	32.9%	13.6%	25.8%	0.0%	5.7%	28.5%	11.2%	9.8%	26.5%	13.2%	10.7%
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

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

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

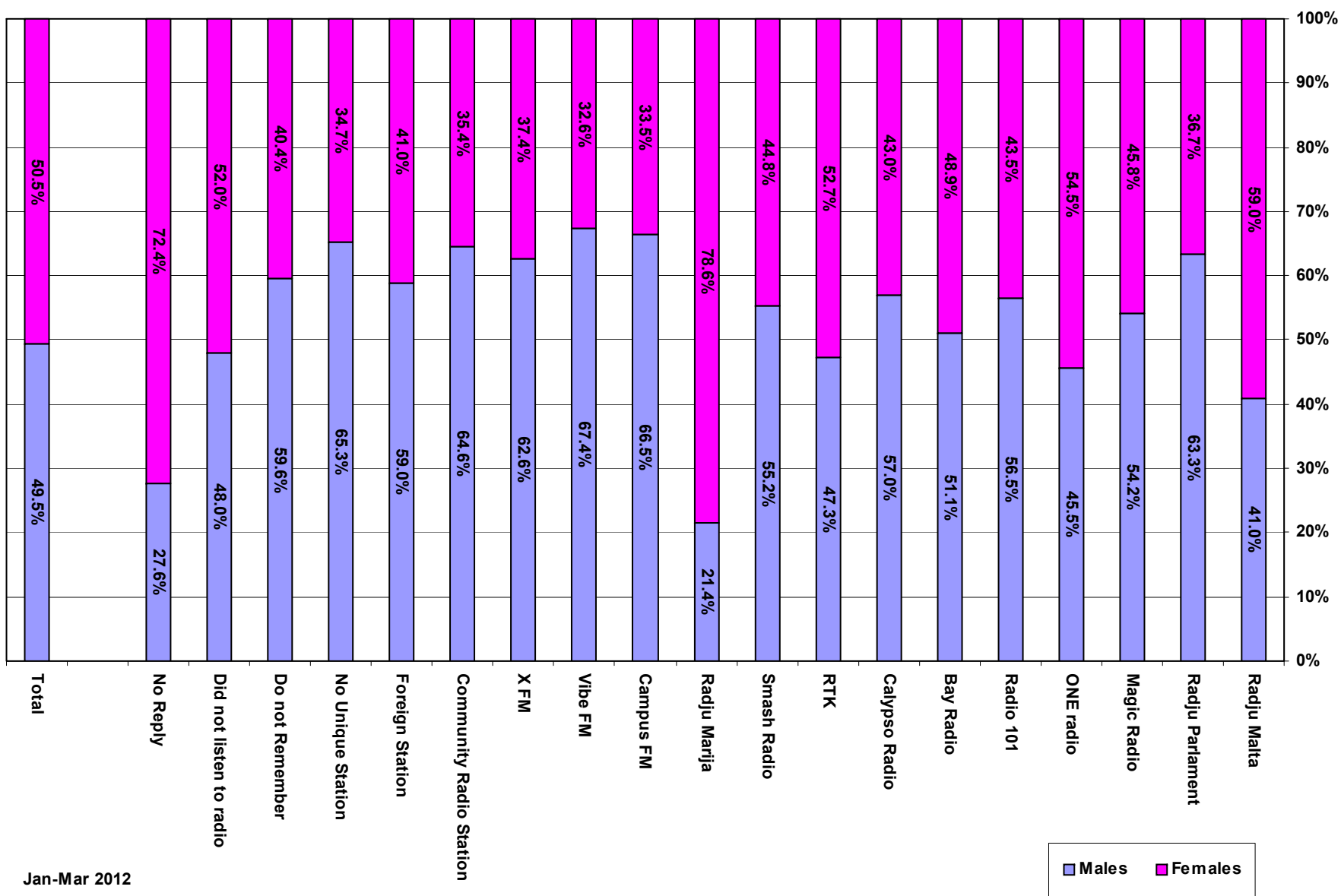


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [JAN-MAR 2012]

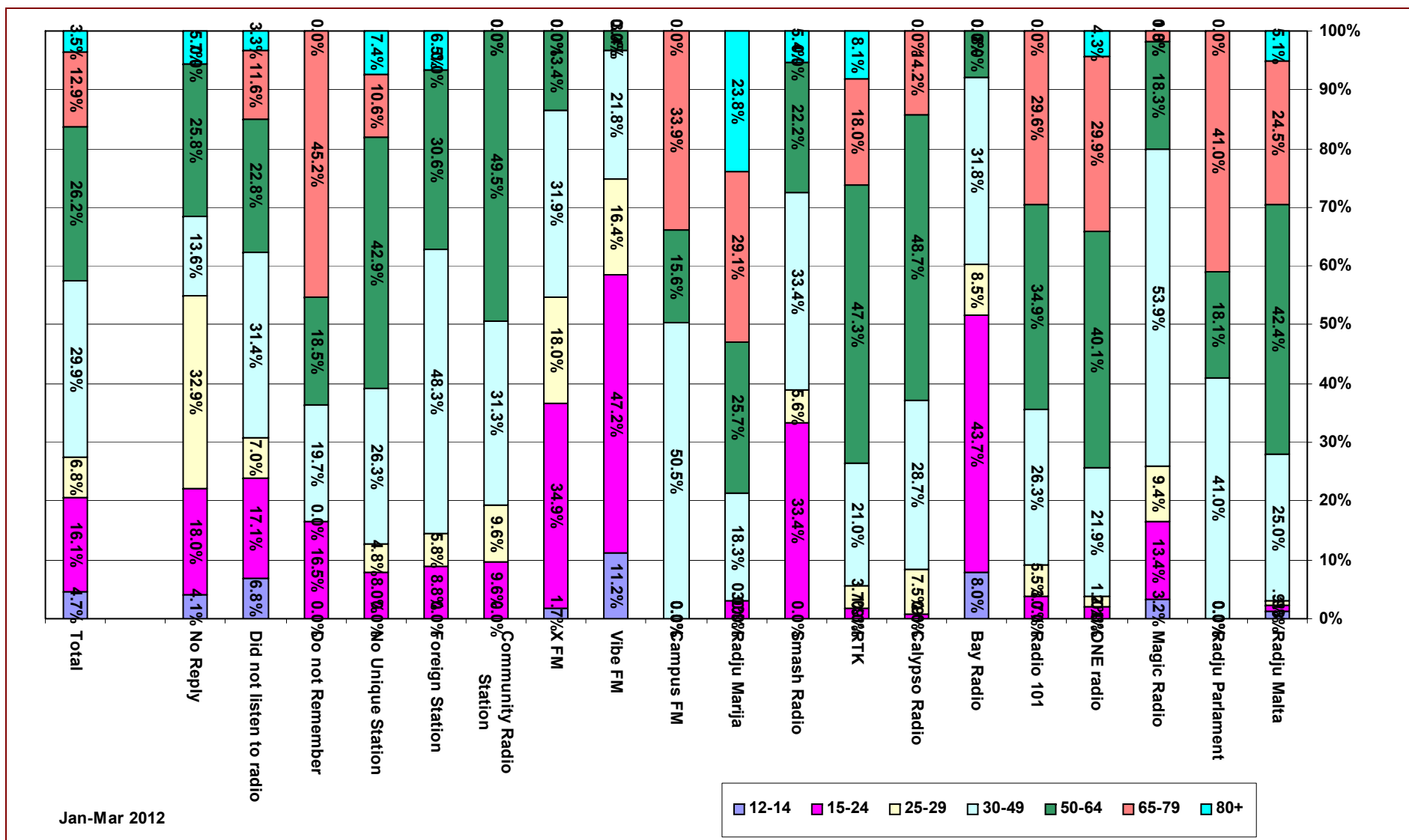


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [JAN-MAR 2012]

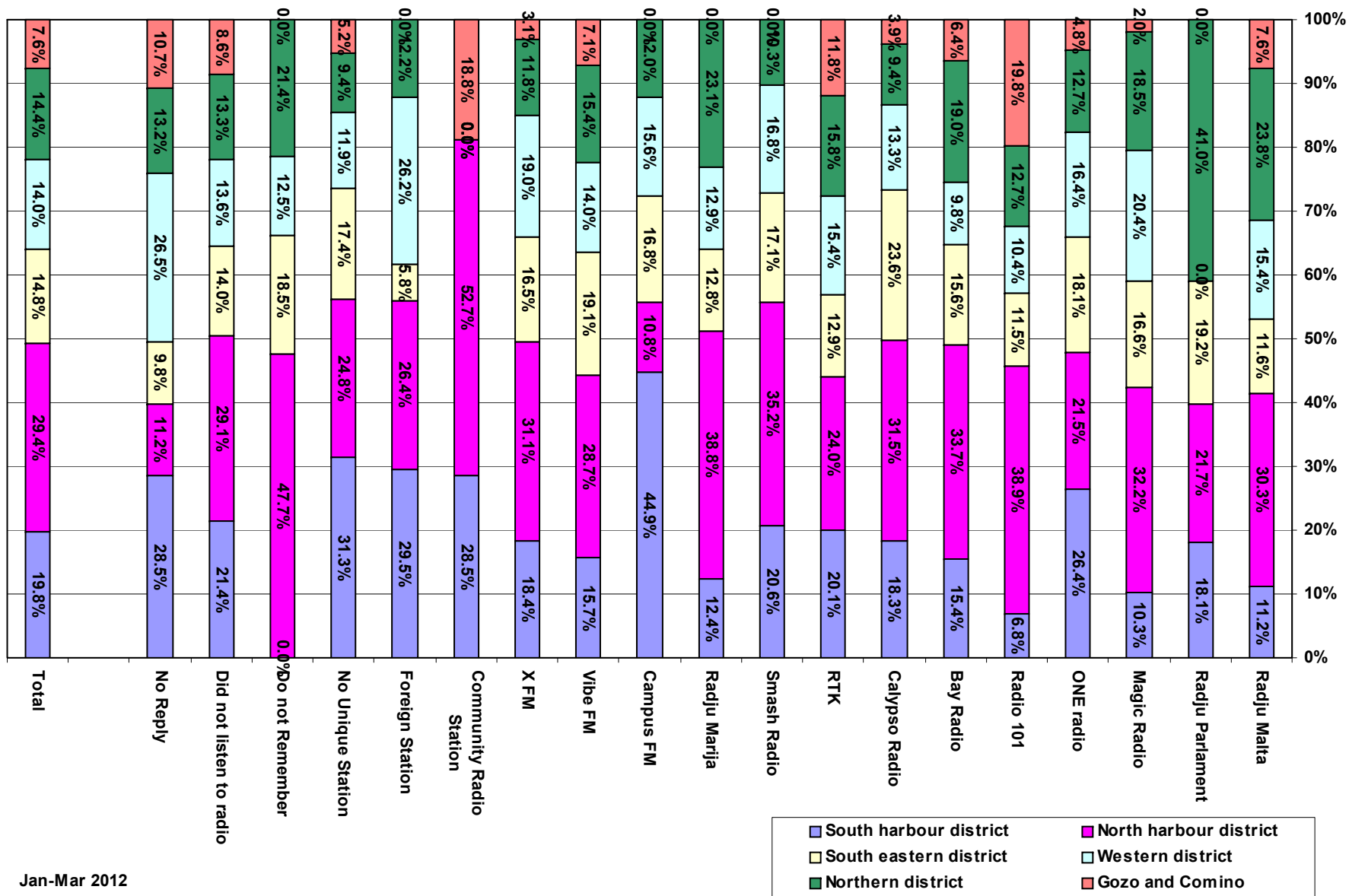


FIGURE 3.1.B3: WEIGHTED RADIO REACH: BY DISTRICT [JAN-MAR 2012]

3.4.A: TV CHANNEL REACH: BY GENDER, BY AGE GROUPS AND BY DISTRICTS[JAN-MAR 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	463	183	280	25	80	27	135	126	55	15	78	118	78	84	69	36
	25.4%	22.2%	28.1%	29.1%	26.8%	20.5%	27.8%	25.1%	22.2%	22.1%	21.1%	23.8%	26.5%	30.4%	26.6%	28.6%
	100.0%	39.5%	60.5%	5.4%	17.3%	5.8%	29.2%	27.2%	11.9%	3.2%	16.8%	25.5%	16.8%	18.1%	14.9%	7.8%
ONE	200	85	115	6	15	8	49	72	39	11	63	44	42	22	18	11
	11.0%	10.3%	11.5%	7.0%	5.0%	6.1%	10.1%	14.3%	15.7%	16.2%	17.1%	8.9%	14.3%	8.0%	6.9%	8.7%
	100.0%	42.5%	57.5%	3.0%	7.5%	4.0%	24.5%	36.0%	19.5%	5.5%	31.5%	22.0%	21.0%	11.0%	9.0%	5.5%
Net TV	100	31	69	1	5	6	18	36	28	6	19	32	13	13	15	8
	5.5%	3.8%	6.9%	1.2%	1.7%	4.5%	3.7%	7.2%	11.3%	8.8%	5.1%	6.5%	4.4%	4.7%	5.8%	6.3%
	100.0%	31.0%	69.0%	1.0%	5.0%	6.0%	18.0%	36.0%	28.0%	6.0%	19.0%	32.0%	13.0%	13.0%	15.0%	8.0%
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TVM2/Education 22	4	3	1	0	0	0	2	1	1	0	0	2	0	0	0	2
	.2%	.4%	.1%	0.0%	0.0%	0.0%	.4%	.2%	.4%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	1.6%
	100.0%	75.0%	25.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	50.0%
Favourite Channel	2	1	1	0	0	0	1	0	1	0	0	0	0	1	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	.8%
	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%
Calypso TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
iTV	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prime TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rai 1	44	19	25	1	1	1	9	18	10	4	9	17	4	9	4	1
	2.4%	2.3%	2.5%	1.2%	.3%	.8%	1.9%	3.6%	4.0%	5.9%	2.4%	3.4%	1.4%	3.3%	1.5%	.8%
	100.0%	43.2%	56.8%	2.3%	2.3%	2.3%	20.5%	40.9%	22.7%	9.1%	20.5%	38.6%	9.1%	20.5%	9.1%	2.3%
Rai 2	12	7	5	0	1	2	5	3	1	0	3	2	3	1	2	1
	.7%	.9%	.5%	0.0%	.3%	1.5%	1.0%	.6%	.4%	0.0%	.8%	.4%	1.0%	.4%	.8%	.8%
	100.0%	58.3%	41.7%	0.0%	8.3%	16.7%	41.7%	25.0%	8.3%	0.0%	25.0%	16.7%	25.0%	8.3%	16.7%	8.3%
Rai 3	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	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%	100.0%	0.0%	0.0%	0.0%	0.0%
Rete 4	33	19	14	0	3	0	8	9	12	1	6	15	5	5	2	0
	1.8%	2.3%	1.4%	0.0%	1.0%	0.0%	1.6%	1.8%	4.8%	1.5%	1.6%	3.0%	1.7%	1.8%	.8%	0.0%
	100.0%	57.6%	42.4%	0.0%	9.1%	0.0%	24.2%	27.3%	36.4%	3.0%	18.2%	45.5%	15.2%	15.2%	6.1%	0.0%
Canale 5	59	14	45	1	4	6	24	18	5	1	13	19	10	9	8	0
	3.2%	1.7%	4.5%	1.2%	1.3%	4.5%	4.9%	3.6%	2.0%	1.5%	3.5%	3.8%	3.4%	3.3%	3.1%	0.0%
	100.0%	23.7%	76.3%	1.7%	6.8%	10.2%	40.7%	30.5%	8.5%	1.7%	22.0%	32.2%	16.9%	15.3%	13.6%	0.0%
Italia 1	66	36	30	12	17	11	17	8	1	0	13	18	9	10	10	6
	3.6%	4.4%	3.0%	14.0%	5.7%	8.3%	3.5%	1.6%	.4%	0.0%	3.5%	3.6%	3.1%	3.6%	3.9%	4.8%
	100.0%	54.5%	45.5%	18.2%	25.8%	16.7%	25.8%	12.1%	1.5%	0.0%	19.7%	27.3%	13.6%	15.2%	15.2%	9.1%

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	35	28	7	3	10	3	10	7	2	0	7	7	10	6	5	0
	1.9%	3.4%	.7%	3.5%	3.4%	2.3%	2.1%	1.4%	.8%	0.0%	1.9%	1.4%	3.4%	2.2%	1.9%	0.0%
	100.0%	80.0%	20.0%	8.6%	28.6%	8.6%	28.6%	20.0%	5.7%	0.0%	20.0%	20.0%	28.6%	17.1%	14.3%	0.0%
MTV	6	3	3	2	2	0	1	0	0	1	0	2	1	1	2	0
	.3%	.4%	.3%	2.3%	.7%	0.0%	.2%	0.0%	0.0%	1.5%	0.0%	.4%	.3%	.4%	.8%	0.0%
	100.0%	50.0%	50.0%	33.3%	33.3%	0.0%	16.7%	0.0%	0.0%	16.7%	0.0%	33.3%	16.7%	16.7%	33.3%	0.0%
BBC Prime/World/Ent.	17	8	9	0	4	0	5	6	2	0	1	6	3	4	1	2
	.9%	1.0%	.9%	0.0%	1.3%	0.0%	1.0%	1.2%	.8%	0.0%	.3%	1.2%	1.0%	1.4%	.4%	1.6%
	100.0%	47.1%	52.9%	0.0%	23.5%	0.0%	29.4%	35.3%	11.8%	0.0%	5.9%	35.3%	17.6%	23.5%	5.9%	11.8%
Other Station	168	89	79	22	34	17	35	38	17	5	29	53	25	19	31	11
	9.2%	10.8%	7.9%	25.6%	11.4%	12.9%	7.2%	7.6%	6.9%	7.4%	7.9%	10.7%	8.5%	6.9%	12.0%	8.7%
	100.0%	53.0%	47.0%	13.1%	20.2%	10.1%	20.8%	22.6%	10.1%	3.0%	17.3%	31.5%	14.9%	11.3%	18.5%	6.5%
No Unique TV Station	114	48	66	0	4	1	29	48	25	7	31	31	11	12	19	10
	6.3%	5.8%	6.6%	0.0%	1.3%	.8%	6.0%	9.6%	10.1%	10.3%	8.4%	6.3%	3.7%	4.3%	7.3%	7.9%
	100.0%	42.1%	57.9%	0.0%	3.5%	.9%	25.4%	42.1%	21.9%	6.1%	27.2%	27.2%	9.6%	10.5%	16.7%	8.8%
Do not Remember	11	1	10	1	0	0	2	5	1	2	2	3	0	3	3	0
	.6%	.1%	1.0%	1.2%	0.0%	0.0%	.4%	1.0%	.4%	2.9%	.5%	.6%	0.0%	1.1%	1.2%	0.0%
	100.0%	9.1%	90.9%	9.1%	0.0%	0.0%	18.2%	45.5%	9.1%	18.2%	18.2%	27.3%	0.0%	27.3%	27.3%	0.0%
Did not watch TV	442	221	221	11	114	46	128	91	41	11	86	107	77	72	67	33
	24.3%	26.9%	22.2%	12.8%	38.3%	34.8%	26.3%	18.1%	16.5%	16.2%	23.3%	21.6%	26.2%	26.1%	25.9%	26.2%
	100.0%	50.0%	50.0%	2.5%	25.8%	10.4%	29.0%	20.6%	9.3%	2.5%	19.5%	24.2%	17.4%	16.3%	15.2%	7.5%
No Reply	42	25	17	1	4	4	7	15	7	4	8	19	3	5	3	4
	2.3%	3.0%	1.7%	1.2%	1.3%	3.0%	1.4%	3.0%	2.8%	5.9%	2.2%	3.8%	1.0%	1.8%	1.2%	3.2%
	100.0%	59.5%	40.5%	2.4%	9.5%	9.5%	16.7%	35.7%	16.7%	9.5%	19.0%	45.2%	7.1%	11.9%	7.1%	9.5%
Total	1820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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 [JAN-MAR 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	459	199	261	26	78	25	144	120	52	14	75	125	73	80	69	37
	25.2%	22.0%	28.3%	30.7%	26.7%	20.4%	26.4%	25.1%	22.1%	22.1%	20.9%	23.4%	26.9%	31.2%	26.3%	27.1%
	100.0%	43.3%	56.7%	5.7%	17.0%	5.5%	31.3%	26.1%	11.3%	3.0%	16.4%	27.3%	15.8%	17.3%	15.0%	8.1%
ONE	199	93	106	6	14	8	55	69	36	10	58	47	40	21	19	13
	10.9%	10.3%	11.5%	7.7%	4.9%	6.2%	10.1%	14.4%	15.4%	16.4%	16.2%	8.7%	14.9%	8.1%	7.4%	9.6%
	100.0%	46.7%	53.3%	3.3%	7.3%	3.9%	27.6%	34.7%	18.2%	5.2%	29.4%	23.5%	20.3%	10.4%	9.8%	6.6%
Net TV	96	35	61	1	5	6	21	33	26	5	16	32	12	12	16	8
	5.3%	3.9%	6.7%	1.1%	1.6%	4.9%	3.8%	6.9%	11.0%	8.4%	4.5%	6.0%	4.6%	4.7%	6.0%	5.6%
	100.0%	36.2%	63.8%	.9%	4.8%	6.3%	21.7%	34.1%	26.7%	5.5%	16.9%	33.5%	12.9%	12.3%	16.4%	8.0%
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TVM2/Education 22	4	3	1	0	0	0	3	1	1	0	0	2	0	0	0	2
	.2%	.4%	.1%	0.0%	0.0%	0.0%	.5%	.2%	.3%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	1.5%
	100.0%	81.4%	18.6%	0.0%	0.0%	0.0%	61.5%	19.9%	18.6%	0.0%	0.0%	50.7%	0.0%	0.0%	0.0%	49.3%
Favourite Channel	2	1	1	0	0	0	1	0	1	0	0	0	0	1	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	.9%
	100.0%	59.2%	40.8%	0.0%	0.0%	0.0%	59.2%	0.0%	40.8%	0.0%	0.0%	0.0%	0.0%	40.8%	0.0%	59.2%
Calypso TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
iTV	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
	.1%	.2%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prime TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rai 1	43	21	21	1	1	1	10	16	9	3	7	17	4	9	4	1
	2.3%	2.3%	2.3%	1.6%	.4%	.6%	1.8%	3.4%	4.0%	5.6%	2.0%	3.1%	1.5%	3.7%	1.5%	.6%
	100.0%	49.6%	50.4%	3.1%	3.1%	1.6%	23.5%	38.4%	22.0%	8.2%	17.3%	39.6%	9.8%	22.0%	9.4%	2.0%
Rai 2	12	8	4	0	1	2	6	2	1	0	4	2	3	1	2	1
	.7%	.9%	.5%	0.0%	.4%	1.4%	1.0%	.5%	.5%	0.0%	1.0%	.3%	1.0%	.3%	.8%	.6%
	100.0%	64.0%	36.0%	0.0%	9.4%	14.6%	46.6%	20.5%	9.0%	0.0%	31.2%	15.5%	22.3%	7.1%	17.0%	6.9%
Rai 3	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	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%	100.0%	0.0%	0.0%	0.0%	0.0%
Rete 4	33	21	12	0	3	0	10	8	11	1	6	15	5	5	2	0
	1.8%	2.3%	1.4%	0.0%	.9%	0.0%	1.8%	1.7%	4.9%	2.0%	1.6%	2.8%	2.0%	2.0%	.9%	0.0%
	100.0%	62.8%	37.2%	0.0%	7.8%	0.0%	29.2%	24.9%	34.3%	3.8%	17.4%	44.7%	16.1%	15.0%	6.7%	0.0%
Canale 5	59	18	41	1	4	6	26	17	5	1	12	21	9	8	9	0
	3.2%	2.0%	4.5%	.9%	1.3%	4.7%	4.7%	3.5%	2.2%	1.2%	3.5%	3.9%	3.3%	3.3%	3.3%	0.0%
	100.0%	29.9%	70.1%	1.3%	6.3%	9.9%	43.8%	28.8%	8.7%	1.3%	21.2%	35.3%	15.0%	14.1%	14.5%	0.0%
Italia 1	67	38	29	12	18	11	19	6	1	0	13	21	8	8	8	9
	3.7%	4.2%	3.2%	14.3%	6.1%	8.8%	3.5%	1.4%	.3%	0.0%	3.5%	3.9%	2.8%	3.3%	3.2%	6.5%
	100.0%	56.4%	43.6%	18.2%	26.6%	16.3%	28.1%	9.7%	1.2%	0.0%	18.8%	31.3%	11.3%	12.7%	12.5%	13.4%

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	37	31	7	2	10	2	13	7	2	0	9	9	10	5	5	0
	2.1%	3.4%	.7%	2.9%	3.4%	1.9%	2.5%	1.5%	.9%	0.0%	2.4%	1.7%	3.7%	2.1%	1.8%	0.0%
MTV	100.0%	82.6%	17.4%	6.6%	26.8%	6.3%	35.6%	19.3%	5.4%	0.0%	22.8%	24.0%	26.6%	14.0%	12.6%	0.0%
	5	3	3	1	2	0	1	0	0	1	0	2	1	1	2	0
	.3%	.3%	.3%	1.8%	.6%	0.0%	.2%	0.0%	0.0%	1.7%	0.0%	.4%	.3%	.3%	.6%	0.0%
BBC Prime/World/Ent.	100.0%	48.4%	51.6%	28.1%	35.3%	0.0%	16.3%	0.0%	0.0%	20.3%	0.0%	41.5%	14.1%	14.5%	29.9%	0.0%
	15	7	8	0	3	0	5	5	2	0	1	6	2	4	1	2
	.8%	.8%	.9%	0.0%	1.0%	0.0%	.9%	1.1%	.8%	0.0%	.3%	1.1%	.8%	1.4%	.3%	1.2%
Other Station	100.0%	47.8%	52.2%	0.0%	19.7%	0.0%	31.6%	35.9%	12.8%	0.0%	6.1%	38.7%	14.8%	24.4%	4.8%	11.1%
	170	95	75	21	33	15	42	38	17	5	31	61	20	17	30	11
	9.4%	10.5%	8.2%	24.6%	11.3%	12.1%	7.7%	7.9%	7.4%	7.2%	8.5%	11.4%	7.5%	6.8%	11.5%	8.1%
No Unique TV Station	100.0%	55.8%	44.2%	12.2%	19.5%	8.8%	24.5%	22.1%	10.2%	2.6%	18.0%	35.7%	11.8%	10.2%	17.7%	6.5%
	112	55	58	0	4	1	32	46	24	6	29	30	11	10	22	9
	6.2%	6.1%	6.3%	0.0%	1.3%	.6%	5.8%	9.7%	10.1%	9.9%	8.0%	5.7%	3.9%	4.1%	8.6%	6.8%
Do not Remember	100.0%	48.7%	51.3%	0.0%	3.5%	.6%	28.2%	41.2%	21.0%	5.6%	25.7%	27.2%	9.4%	9.3%	20.0%	8.4%
	10	1	9	1	0	0	2	5	1	2	2	3	0	3	3	0
	.6%	.1%	1.0%	1.3%	0.0%	0.0%	.3%	1.0%	.4%	3.0%	.5%	.6%	0.0%	1.0%	1.1%	0.0%
Did not watch TV	100.0%	10.6%	89.4%	11.0%	0.0%	0.0%	17.4%	45.1%	8.3%	18.1%	16.4%	29.2%	0.0%	24.9%	29.4%	0.0%
	447	241	206	11	112	43	146	87	39	10	88	121	69	65	66	38
	24.6%	26.7%	22.5%	12.4%	38.4%	34.4%	26.8%	18.2%	16.6%	16.4%	24.5%	22.6%	25.6%	25.4%	25.2%	27.7%
No Reply	100.0%	53.8%	46.2%	2.3%	25.1%	9.5%	32.6%	19.4%	8.7%	2.3%	19.7%	27.1%	15.4%	14.5%	14.8%	8.5%
	45	30	16	1	5	5	9	15	6	4	8	20	3	5	4	5
	2.5%	3.3%	1.7%	.8%	1.6%	4.1%	1.7%	3.2%	2.8%	6.2%	2.2%	3.7%	1.1%	2.0%	1.5%	3.9%
	100.0%	65.7%	34.3%	1.5%	10.3%	11.3%	20.4%	33.6%	14.2%	8.6%	17.9%	44.1%	6.4%	11.3%	8.4%	11.8%
Total	1820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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]

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

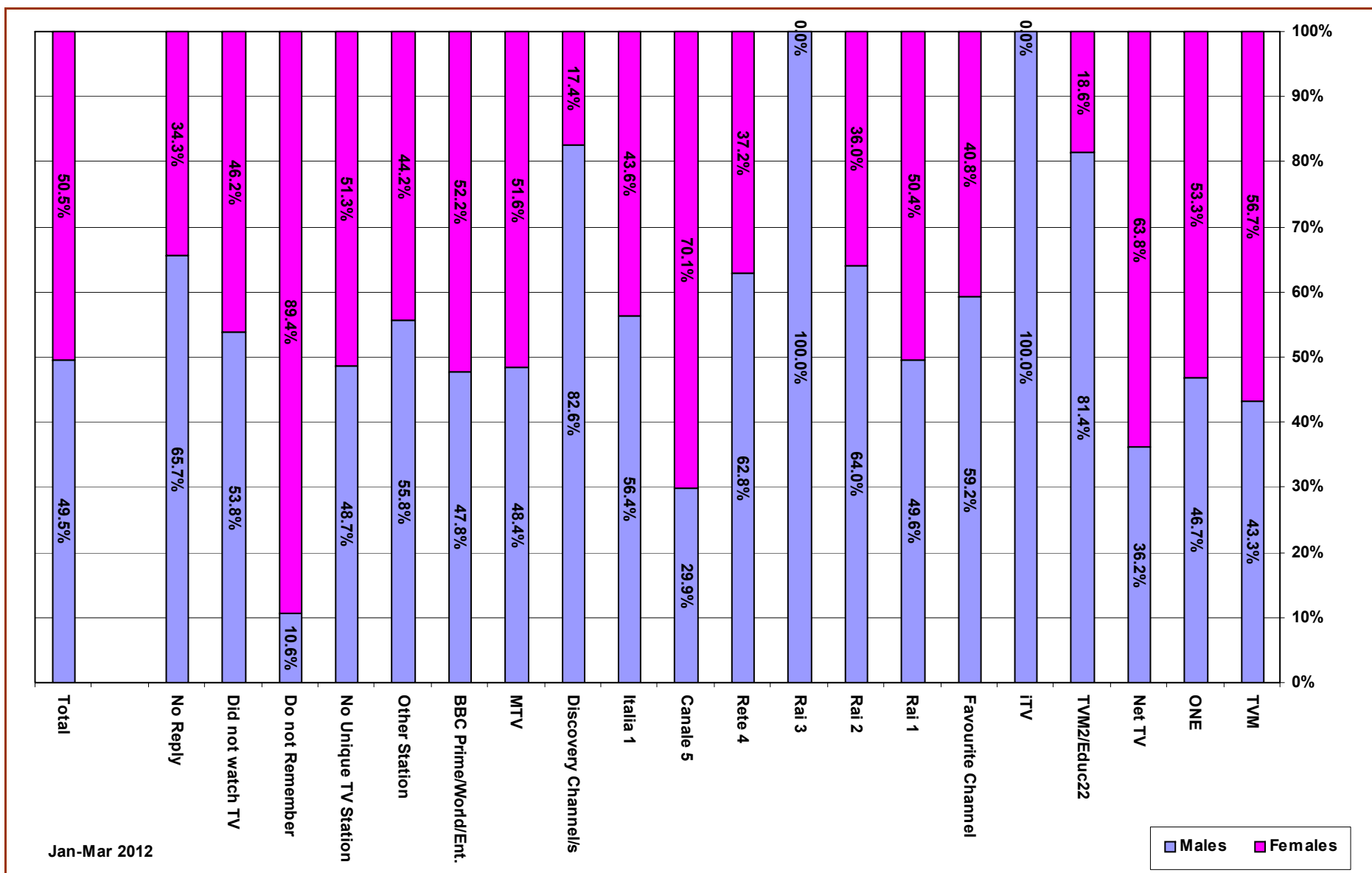


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [JAN-MAR 2012]

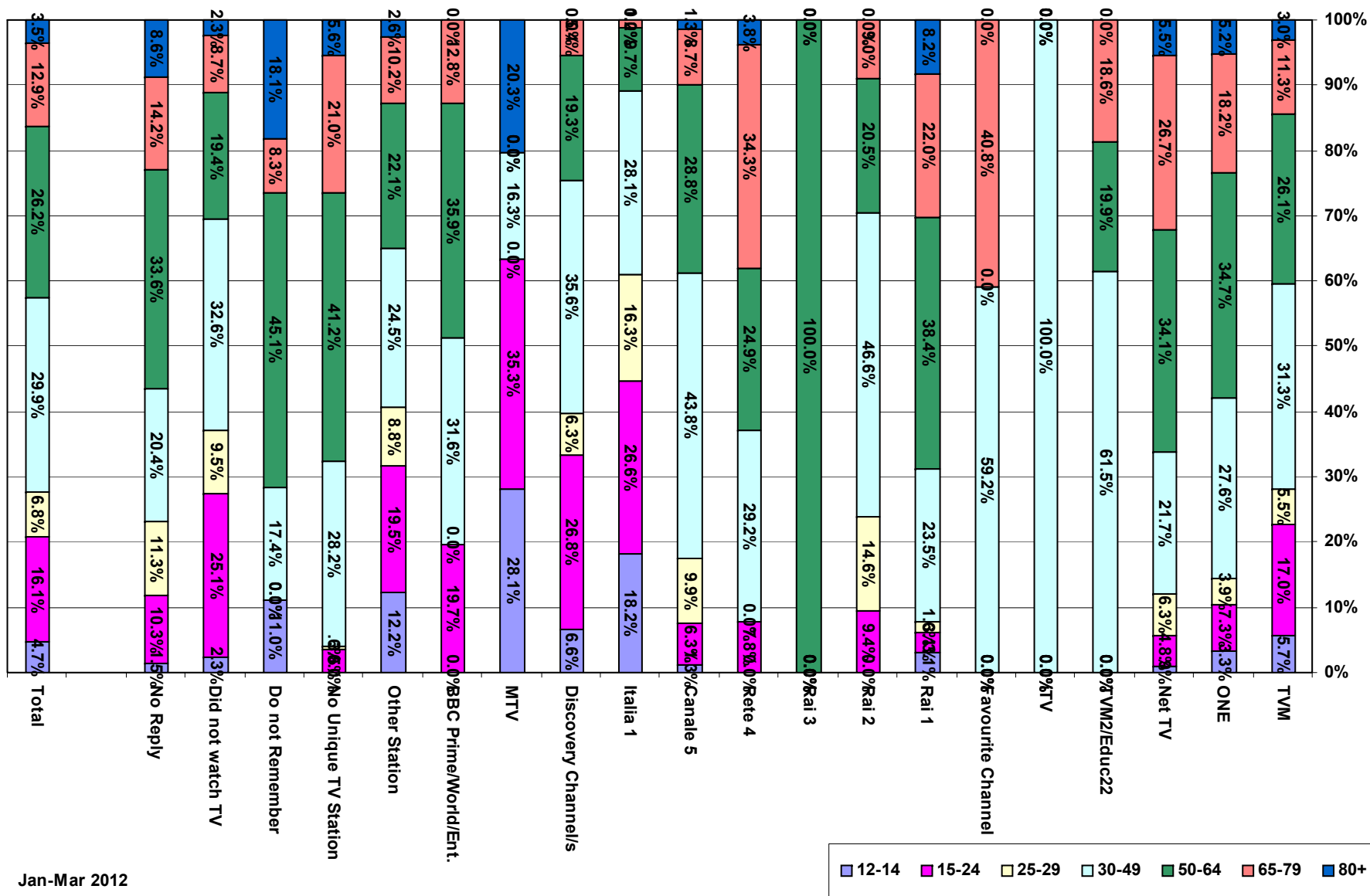


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [JAN-MAR 2012]

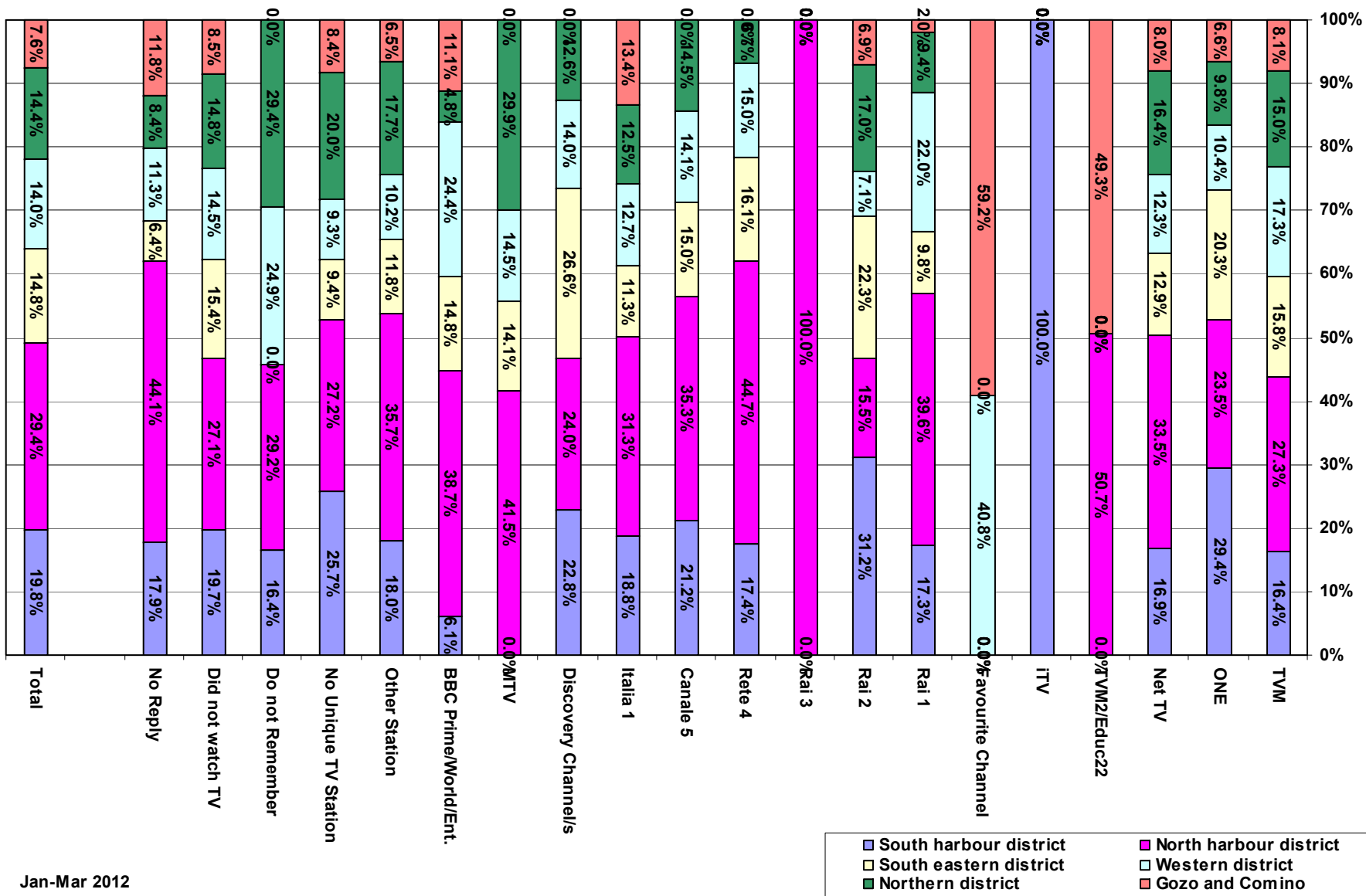


FIG. 3.4.B3: POPULATION TV CHANNEL REACH: BY DISTRICTS [JAN-MAR 2012]

TABLE 3.6.A: TV CHANNEL REACH – "OTHER STATION" [COUNT ONLY] - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 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
Al Jazeera	3	3	0	0	0	1	0	2	0	0	0	2	1	0	0	0
Animal Planet	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Antenna Sicilia	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Aranda	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Bio	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Boomerang	3	1	2	0	2	1	0	0	0	0	1	1	0	1	0	0
Cartoon Network	3	2	1	2	1	0	0	0	0	0	1	0	1	1	0	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
CNN	2	2	0	0	1	0	0	1	0	0	0	1	0	0	0	1
Disney Channel	17	5	12	12	3	1	1	0	0	0	0	5	4	2	6	0
Diva Universal	2	1	1	0	0	0	0	1	0	1	0	1	0	0	1	0
Dubai	2	1	1	0	0	0	1	0	1	0	0	1	0	0	0	1
Dubai 1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
E! Entertainment	10	0	10	1	6	0	2	1	0	0	1	4	2	2	1	0
Eurosport	6	6	0	0	1	0	2	1	2	0	1	2	0	1	2	0
Fine Living Network	3	1	2	1	0	1	0	1	0	0	0	2	1	0	0	0
Food Network	3	0	3	0	0	1	2	0	0	0	2	0	0	1	0	0
Football Stars	2	2	0	0	0	0	0	2	0	0	1	0	0	0	0	1
Fox Life	3	1	2	0	2	0	1	0	0	0	0	0	1	0	2	0
French Football station	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
GO Movie Channel	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
GO Sports	11	10	1	1	4	2	3	0	0	1	2	6	1	1	1	0
GO Stars	6	2	4	0	2	1	1	2	0	0	2	1	2	0	1	0
History Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Horse & Country TV	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
ID channel	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Information	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Jinx	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Juventus channel	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
La 5	3	1	2	1	1	1	0	0	0	0	0	0	2	0	1	0
La 7	1	0	1	0	0	0	1	0	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	3	1	2	0	0	0	1	2	0	0	0	2	0	0	1	0
Melita channel	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
Melita More	2	0	2	0	0	0	0	2	0	0	0	0	0	0	2	0
Melita Movies	3	0	3	0	1	0	0	2	0	0	0	0	0	2	1	0
Melita Sport	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0

TABLE 3.6.A: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MGM Channel	3	0	3	0	0	0	0	2	1	0	1	1	0	0	1	0
MTV	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
National Geographic	6	6	0	0	0	4	1	1	0	0	1	1	2	0	0	0
NDR German	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Neil Sat	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Nickelodeon	5	1	4	2	2	1	0	0	0	0	3	1	0	0	0	1
Other Station	2	2	0	0	0	0	0	0	2	0	0	1	0	0	0	1
Promotion channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Real Madrid TV	4	2	2	0	1	1	1	1	0	0	0	1	0	0	3	0
RTL II	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Sky Cinema	2	2	0	0	0	0	0	1	1	0	0	1	1	0	0	0
Sky Italia	14	12	2	0	1	1	4	3	5	0	4	3	1	0	1	5
Sky News	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Sky Sport	7	7	0	0	1	0	1	2	3	0	1	2	0	2	2	0
Sports Channel	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0
Style	2	0	2	0	0	0	1	0	0	1	0	1	1	0	0	0
TCM	4	1	3	0	2	0	1	1	0	0	0	1	0	1	2	0
TLC	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Travel Channel	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
True Movies	2	1	1	0	0	1	0	0	0	1	0	1	1	0	0	0
TV 2000	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
United Game	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Zone Reality	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Total	168	89	79	22	34	17	35	38	17	5	29	53	25	19	31	11

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

TABLE 3.6.B: WEIGHTED TV CHANNEL REACH – “OTHER STATION” [COUNT ONLY]: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 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
Al Jazeera	3	3	0	0	0	1	0	2	0	0	0	2	1	0	0	0
Animal Planet	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Antenna Sicilia	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Aranda	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Bio	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Boomerang	3	1	2	0	2	1	0	0	0	0	1	1	0	1	0	0
Cartoon Network	3	1	1	1	1	0	0	0	0	0	1	0	1	1	0	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
CNN	2	2	0	0	1	0	0	1	0	0	0	1	0	0	0	1
Disney Channel	15	4	12	11	3	1	1	1	0	0	0	6	3	2	5	0
Diva Universal	2	1	1	0	0	0	0	1	0	1	0	1	0	0	1	0
Dubai	2	1	1	0	0	0	1	0	1	0	0	1	0	0	0	1
Dubai 1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
E! Entertainment	10	0	10	1	5	0	3	1	0	0	1	5	2	2	1	0
Eurosport	7	7	0	0	1	0	3	1	3	0	1	2	0	1	3	0
Fine Living Network	3	1	2	1	0	1	0	1	0	0	0	2	1	0	0	0
Food Network	3	0	3	0	0	1	2	0	0	0	2	0	0	1	0	0
Football Stars	2	2	0	0	0	0	0	2	0	0	1	0	0	0	0	1
Fox Life	2	1	2	0	1	0	1	0	0	0	0	0	1	0	2	0
French Football station	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
GO Movie Channel	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
GO Sports	13	12	1	1	5	2	4	0	0	1	2	8	1	1	1	0
GO Stars	6	2	4	0	2	1	1	2	0	0	2	1	2	0	1	0
History Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Horse & Country TV	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
ID channel	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Information	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Jinx	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Juventus channel	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
La 5	2	1	2	1	1	1	0	0	0	0	0	0	1	0	1	0
La 7	1	0	1	0	0	0	1	0	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	3	1	2	0	0	0	1	2	0	0	0	2	0	0	1	0
Melita channel	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
Melita More	2	0	2	0	0	0	0	2	0	0	0	0	0	0	2	0
Melita Movies	3	0	3	0	1	0	0	2	0	0	0	0	0	2	1	0
Melita Sport	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0

TABLE 3.6.B: CONT/ ...

		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
	TOTAL															
MGM Channel	3	0	3	0	0	0	0	2	1	0	1	1	0	0	1	0
MTV	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
National Geographic	5	5	0	0	0	3	1	1	0	0	1	1	1	2	0	0
NDR German	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Neil Sat	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Nickelodeon	6	1	5	2	3	1	0	0	0	0	3	1	0	0	0	2
Other Station	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Promotion channel	2	2	0	0	0	0	0	0	2	0	0	1	0	0	0	1
Real Madrid TV	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
RTL II	4	1	2	0	1	1	1	1	0	0	0	1	0	0	3	0
Sky Cinema	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Sky Italia	2	2	0	0	0	0	0	1	1	0	0	1	1	0	0	0
Sky News	15	14	2	0	1	1	5	3	5	0	5	4	1	0	1	5
Sky Sport	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Sports Channel	8	8	0	0	1	0	1	2	3	0	1	2	0	2	2	0
Style	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0
TCM	2	0	2	0	0	0	1	0	0	1	0	1	1	0	0	0
TLC	4	1	3	0	2	0	1	1	0	0	0	1	0	1	2	0
Travel Channel	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
True Movies	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
TV 2000	1	1	1	0	0	1	0	0	0	1	0	1	1	0	0	0
United Game	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Zone Reality	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
Total	170	95	75	21	33	15	42	38	17	5	31	61	20	17	30	11

[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 [JAN-MAR 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	1,567	705	862	69	245	109	388	458	238	60	315	436	244	247	214	111	
	86.1%	85.7%	86.5%	80.2%	82.2%	82.6%	79.8%	91.2%	96.0%	88.2%	85.4%	87.9%	83.0%	89.5%	82.6%	88.1%	
	100.0%	45.0%	55.0%	4.4%	15.6%	7.0%	24.8%	29.2%	15.2%	3.8%	20.1%	27.8%	15.6%	15.8%	13.7%	7.1%	
No	253	118	135	17	53	23	98	44	10	8	54	60	50	29	45	15	
	13.9%	14.3%	13.5%	19.8%	17.8%	17.4%	20.2%	8.8%	4.0%	11.8%	14.6%	12.1%	17.0%	10.5%	17.4%	11.9%	
	100.0%	46.6%	53.4%	6.7%	20.9%	9.1%	38.7%	17.4%	4.0%	3.2%	21.3%	23.7%	19.8%	11.5%	17.8%	5.9%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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	190	101	89	9	42	14	66	50	5	4	33	56	34	28	29	10	
	10.4%	12.3%	8.9%	10.5%	14.1%	10.6%	13.6%	10.0%	2.0%	5.9%	8.9%	11.3%	11.6%	10.1%	11.2%	7.9%	
	100.0%	53.2%	46.8%	4.7%	22.1%	7.4%	34.7%	26.3%	2.6%	2.1%	17.4%	29.5%	17.9%	14.7%	15.3%	5.3%	
No	1,630	722	908	77	256	118	420	452	243	64	336	440	260	248	230	116	
	89.6%	87.7%	91.1%	89.5%	85.9%	89.4%	86.4%	90.0%	98.0%	94.1%	91.1%	88.7%	88.4%	89.9%	88.8%	92.1%	
	100.0%	44.3%	55.7%	4.7%	15.7%	7.2%	25.8%	27.7%	14.9%	3.9%	20.6%	27.0%	16.0%	15.2%	14.1%	7.1%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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	311	152	159	25	101	30	112	41	1	1	54	86	57	40	65	9	
	17.1%	18.5%	15.9%	29.1%	33.9%	22.7%	23.0%	8.2%	.4%	1.5%	14.6%	17.3%	19.4%	14.5%	25.1%	7.1%	
	100.0%	48.9%	51.1%	8.0%	32.5%	9.6%	36.0%	13.2%	.3%	.3%	17.4%	27.7%	18.3%	12.9%	20.9%	2.9%	
No	1,509	671	838	61	197	102	374	461	247	67	315	410	237	236	194	117	
	82.9%	81.5%	84.1%	70.9%	66.1%	77.3%	77.0%	91.8%	99.6%	98.5%	85.4%	82.7%	80.6%	85.5%	74.9%	92.9%	
	100.0%	44.5%	55.5%	4.0%	13.1%	6.8%	24.8%	30.6%	16.4%	4.4%	20.9%	27.2%	15.7%	15.6%	12.9%	7.8%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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%	
Yes	127	49	78	7	24	8	52	23	9	4	29	26	25	12	25	10	
	7.0%	6.0%	7.8%	8.1%	8.1%	6.1%	10.7%	4.6%	3.6%	5.9%	7.9%	5.2%	8.5%	4.3%	9.7%	7.9%	
	100.0%	38.6%	61.4%	5.5%	18.9%	6.3%	40.9%	18.1%	7.1%	3.1%	22.8%	20.5%	19.7%	9.4%	19.7%	7.9%	
No	1,693	774	919	79	274	124	434	479	239	64	340	470	269	264	234	116	
	93.0%	94.0%	92.2%	91.9%	91.9%	93.9%	89.3%	95.4%	96.4%	94.1%	92.1%	94.8%	91.5%	95.7%	90.3%	92.1%	
	100.0%	45.7%	54.3%	4.7%	16.2%	7.3%	25.6%	28.3%	14.1%	3.8%	20.1%	27.8%	15.9%	15.6%	13.8%	6.9%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	

TABLE 4.1.B: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 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	1,562	769	793	67	240	103	435	435	225	56	301	466	229	229	219	118
	85.8%	85.4%	86.2%	79.5%	82.0%	83.2%	80.0%	91.2%	96.1%	88.8%	83.6%	87.0%	84.7%	89.6%	83.9%	85.9%
	100.0%	49.3%	50.7%	4.3%	15.4%	6.6%	27.9%	27.9%	14.4%	3.6%	19.3%	29.8%	14.6%	14.6%	14.1%	7.6%
No	258	132	126	17	53	21	109	42	9	7	59	70	41	26	42	19
	14.2%	14.6%	13.8%	20.5%	18.0%	16.8%	20.0%	8.8%	3.9%	11.2%	16.4%	13.0%	15.3%	10.4%	16.1%	14.1%
	100.0%	51.0%	49.0%	6.7%	20.4%	8.1%	42.1%	16.3%	3.5%	2.7%	23.0%	26.9%	16.0%	10.2%	16.3%	7.5%
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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	195	111	84	8	41	13	76	48	5	3	37	63	29	27	29	11
	10.7%	12.3%	9.1%	9.8%	13.9%	10.7%	14.0%	10.1%	2.1%	5.1%	10.3%	11.7%	10.8%	10.4%	10.9%	8.2%
	100.0%	56.9%	43.1%	4.2%	20.9%	6.8%	39.1%	24.8%	2.5%	1.7%	19.0%	32.1%	14.9%	13.6%	14.7%	5.8%
No	1,625	790	835	76	252	111	468	429	229	60	324	473	241	228	233	127
	89.3%	87.7%	90.9%	90.2%	86.1%	89.3%	86.0%	89.9%	97.9%	94.9%	89.7%	88.3%	89.2%	89.6%	89.1%	91.8%
	100.0%	48.6%	51.4%	4.7%	15.5%	6.8%	28.8%	26.4%	14.1%	3.7%	19.9%	29.1%	14.8%	14.1%	14.3%	7.8%
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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	317	164	153	25	98	27	126	39	1	1	57	103	48	36	61	12
	17.4%	18.2%	16.7%	29.2%	33.6%	21.6%	23.1%	8.2%	.5%	1.5%	15.7%	19.3%	17.7%	14.2%	23.5%	8.5%
	100.0%	51.6%	48.4%	7.8%	31.0%	8.5%	39.6%	12.4%	.3%	.3%	17.9%	32.5%	15.1%	11.5%	19.4%	3.7%
No	1,503	737	766	60	194	97	418	438	233	62	304	432	222	219	200	126
	82.6%	81.8%	83.3%	70.8%	66.4%	78.4%	76.9%	91.8%	99.5%	98.5%	84.3%	80.7%	82.3%	85.8%	76.5%	91.5%
	100.0%	49.1%	50.9%	4.0%	12.9%	6.5%	27.8%	29.1%	15.5%	4.1%	20.2%	28.8%	14.8%	14.5%	13.3%	8.4%
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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	129	55	74	8	24	7	56	22	8	4	31	30	21	11	23	13	
	7.1%	6.1%	8.1%	9.2%	8.3%	5.6%	10.4%	4.5%	3.4%	6.0%	8.5%	5.6%	7.9%	4.1%	8.9%	9.3%	
	100.0%	42.4%	57.6%	6.0%	18.8%	5.4%	43.8%	16.8%	6.3%	2.9%	23.7%	23.4%	16.6%	8.2%	18.1%	10.0%	
No	1,691	846	845	77	268	117	488	456	226	59	330	505	248	244	238	125	
	92.9%	93.9%	91.9%	90.8%	91.7%	94.4%	89.6%	95.5%	96.6%	94.0%	91.5%	94.4%	92.1%	95.9%	91.1%	90.7%	
	100.0%	50.0%	50.0%	4.5%	15.9%	6.9%	28.8%	26.9%	13.4%	3.5%	19.5%	29.9%	14.7%	14.5%	14.1%	7.4%	
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

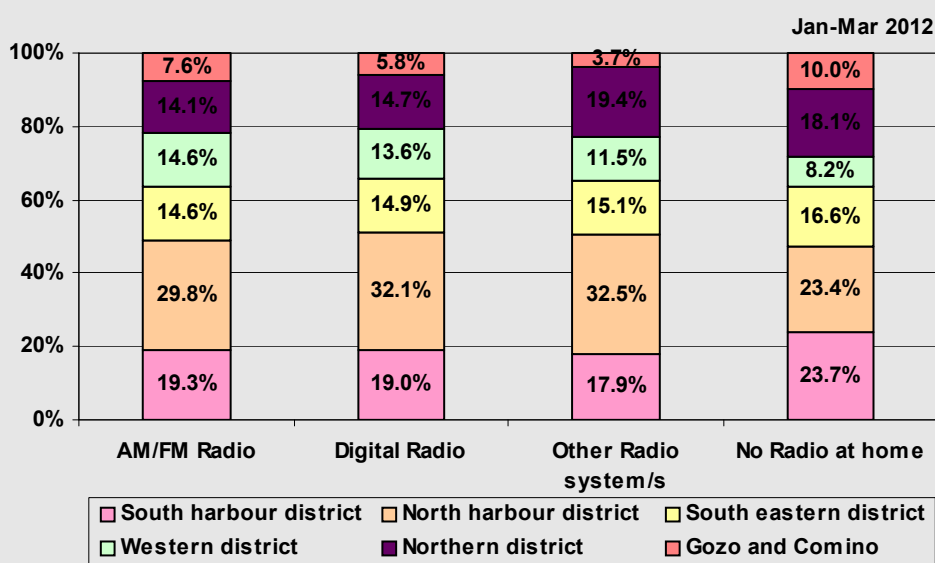
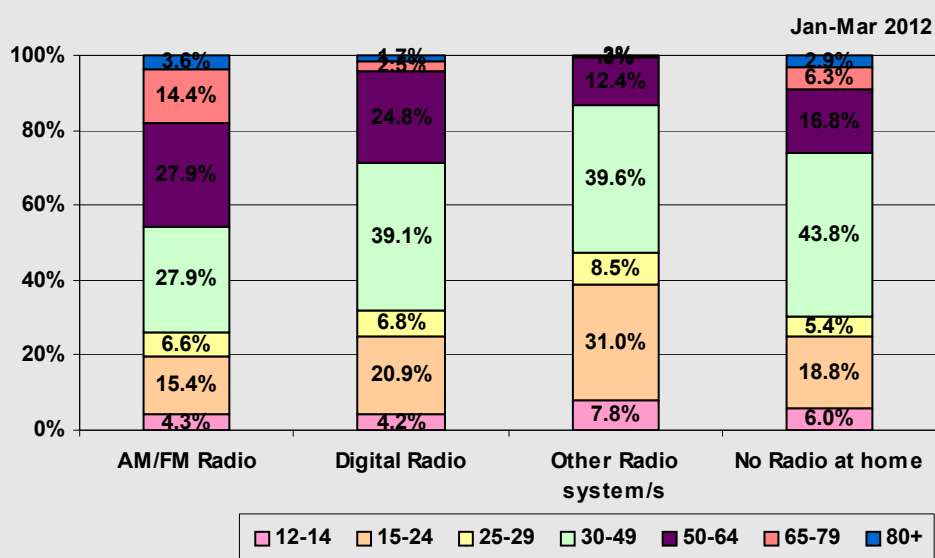
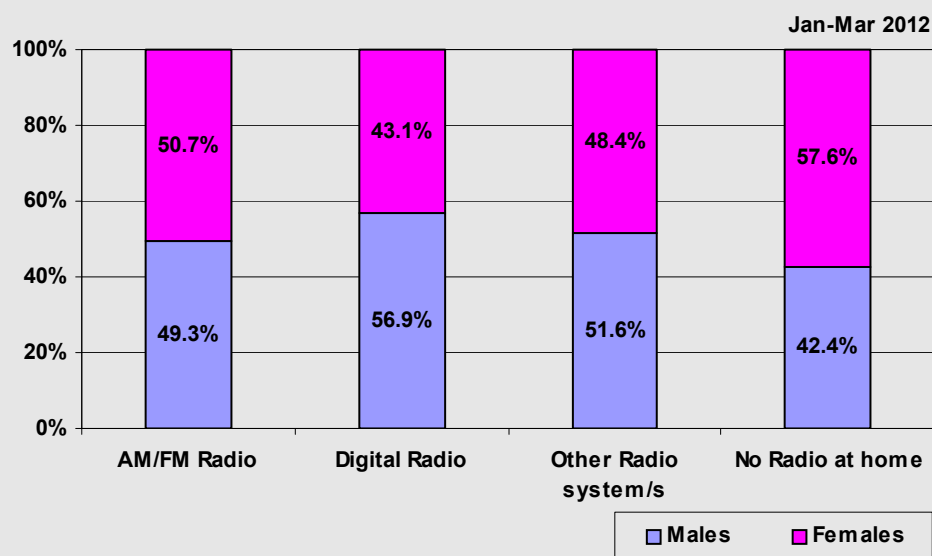


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 2012]

TABLE 4.3.A: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 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	360	178	182	17	61	27	88	99	50	18	75	78	74	50	55	28	
	19.8%	21.6%	18.3%	19.8%	20.5%	20.5%	18.1%	19.7%	20.2%	26.5%	20.3%	15.7%	25.2%	18.1%	21.2%	22.2%	
	100.0%	49.4%	50.6%	4.7%	16.9%	7.5%	24.4%	27.5%	13.9%	5.0%	20.8%	21.7%	20.6%	13.9%	15.3%	7.8%	
	1,460	645	815	69	237	105	398	403	198	50	294	418	220	226	204	98	
No	80.2%	78.4%	81.7%	80.2%	79.5%	79.5%	81.9%	80.3%	79.8%	73.5%	79.7%	84.3%	74.8%	81.9%	78.8%	77.8%	
	100.0%	44.2%	55.8%	4.7%	16.2%	7.2%	27.3%	27.6%	13.6%	3.4%	20.1%	28.6%	15.1%	15.5%	14.0%	6.7%	
	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	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%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	
	Melita system installed at home																
	Yes	962	424	538	45	142	65	243	268	150	49	220	292	142	136	118	54
		52.9%	51.5%	54.0%	52.3%	47.7%	49.2%	50.0%	53.4%	60.5%	72.1%	59.6%	58.9%	48.3%	49.3%	45.6%	42.9%
100.0%		44.1%	55.9%	4.7%	14.8%	6.8%	25.3%	27.9%	15.6%	5.1%	22.9%	30.4%	14.8%	14.1%	12.3%	5.6%	
858		399	459	41	156	67	243	234	98	19	149	204	152	140	141	72	
No	47.1%	48.5%	46.0%	47.7%	52.3%	50.8%	50.0%	46.6%	39.5%	27.9%	40.4%	41.1%	51.7%	50.7%	54.4%	57.1%	
	100.0%	46.5%	53.5%	4.8%	18.2%	7.8%	28.3%	27.3%	11.4%	2.2%	17.4%	23.8%	17.7%	16.3%	16.4%	8.4%	
	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	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%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	
	GO system installed at home																
	Yes	784	350	434	37	147	57	215	213	98	17	134	191	139	132	130	58
		43.1%	42.5%	43.5%	43.0%	49.3%	43.2%	44.2%	42.4%	39.5%	25.0%	36.3%	38.5%	47.3%	47.8%	50.2%	46.0%
100.0%		44.6%	55.4%	4.7%	18.8%	7.3%	27.4%	27.2%	12.5%	2.2%	17.1%	24.4%	17.7%	16.8%	16.6%	7.4%	
1,036		473	563	49	151	75	271	289	150	51	235	305	155	144	129	68	
No	56.9%	57.5%	56.5%	57.0%	50.7%	56.8%	55.8%	57.6%	60.5%	75.0%	63.7%	61.5%	52.7%	52.2%	49.8%	54.0%	
	100.0%	45.7%	54.3%	4.7%	14.6%	7.2%	26.2%	27.9%	14.5%	4.9%	22.7%	29.4%	15.0%	13.9%	12.5%	6.6%	
	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	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%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	
	Satellite system installed at home																
	Yes	361	187	174	25	68	22	107	111	27	1	80	111	49	54	43	24
		19.8%	22.7%	17.5%	29.1%	22.8%	16.7%	22.0%	22.1%	10.9%	1.5%	21.7%	22.4%	16.7%	19.6%	16.6%	19.0%
100.0%		51.8%	48.2%	6.9%	18.8%	6.1%	29.6%	30.7%	7.5%	.3%	22.2%	30.7%	13.6%	15.0%	11.9%	6.6%	
1,459		636	823	61	230	110	379	391	221	67	289	385	245	222	216	102	
No	80.2%	77.3%	82.5%	70.9%	77.2%	83.3%	78.0%	77.9%	89.1%	98.5%	78.3%	77.6%	83.3%	80.4%	83.4%	81.0%	
	100.0%	43.6%	56.4%	4.2%	15.8%	7.5%	26.0%	26.8%	15.1%	4.6%	19.8%	26.4%	16.8%	15.2%	14.8%	7.0%	
	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	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%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	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	307	149	158	29	87	29	95	49	16	2	56	88	49	49	44	21	
	16.9%	18.1%	15.8%	33.7%	29.2%	22.0%	19.5%	9.8%	6.5%	2.9%	15.2%	17.7%	16.7%	17.8%	17.0%	16.7%	
	100.0%	48.5%	51.5%	9.4%	28.3%	9.4%	30.9%	16.0%	5.2%	.7%	18.2%	28.7%	16.0%	16.0%	14.3%	6.8%	
No	1,513	674	839	57	211	103	391	453	232	66	313	408	245	227	215	105	
	83.1%	81.9%	84.2%	66.3%	70.8%	78.0%	80.5%	90.2%	93.5%	97.1%	84.8%	82.3%	83.3%	82.2%	83.0%	83.3%	
	100.0%	44.5%	55.5%	3.8%	13.9%	6.8%	25.8%	29.9%	15.3%	4.4%	20.7%	27.0%	16.2%	15.0%	14.2%	6.9%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	
Other TV system installed at home																	
Yes	8	6	2	1	0	0	4	3	0	0	3	1	2	1	0	1	
	.4%	.7%	.2%	1.2%	0.0%	0.0%	.8%	.6%	0.0%	0.0%	.8%	.2%	.7%	.4%	0.0%	.8%	
	100.0%	75.0%	25.0%	12.5%	0.0%	0.0%	50.0%	37.5%	0.0%	0.0%	37.5%	12.5%	25.0%	12.5%	0.0%	12.5%	
No	1,812	817	995	85	298	132	482	499	248	68	366	495	292	275	259	125	
	99.6%	99.3%	99.8%	98.8%	100.0%	100.0%	99.2%	99.4%	100.0%	100.0%	99.2%	99.8%	99.3%	99.6%	100.0%	99.2%	
	100.0%	45.1%	54.9%	4.7%	16.4%	7.3%	26.6%	27.5%	13.7%	3.8%	20.2%	27.3%	16.1%	15.2%	14.3%	6.9%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	
No TV at home																	
Yes	5	4	1	0	0	0	2	1	1	1	2	2	1	0	0	0	
	.3%	.5%	.1%	0.0%	0.0%	0.0%	.4%	.2%	.4%	1.5%	.5%	.4%	.3%	0.0%	0.0%	0.0%	
	100.0%	80.0%	20.0%	0.0%	0.0%	0.0%	40.0%	20.0%	20.0%	20.0%	40.0%	40.0%	20.0%	0.0%	0.0%	0.0%	
No	1,815	819	996	86	298	132	484	501	247	67	367	494	293	276	259	126	
	99.7%	99.5%	99.9%	100.0%	100.0%	100.0%	99.6%	99.8%	99.6%	98.5%	99.5%	99.6%	99.7%	100.0%	100.0%	100.0%	
	100.0%	45.1%	54.9%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.2%	27.2%	16.1%	15.2%	14.3%	6.9%	
Total	1,820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%	

[Count / Column % / Row %]

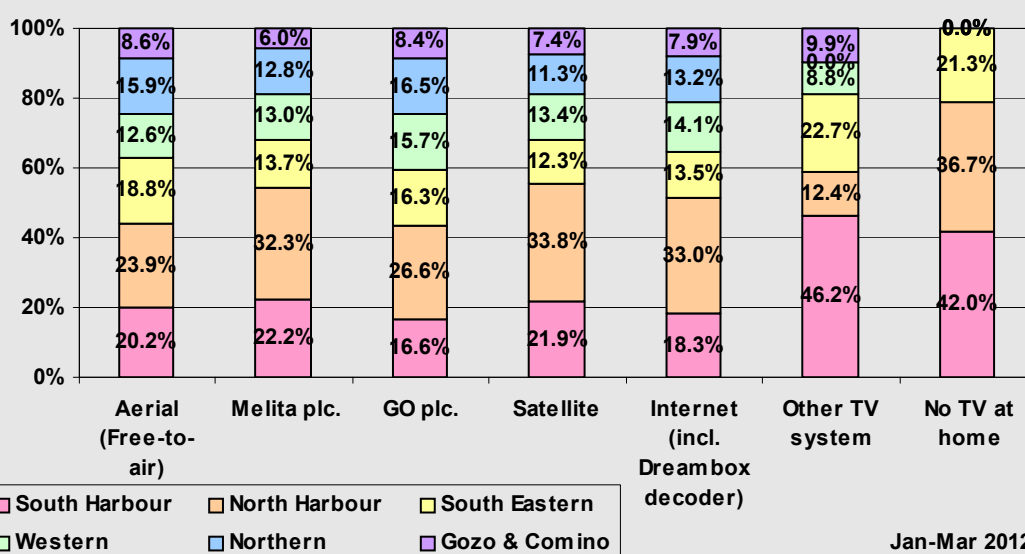
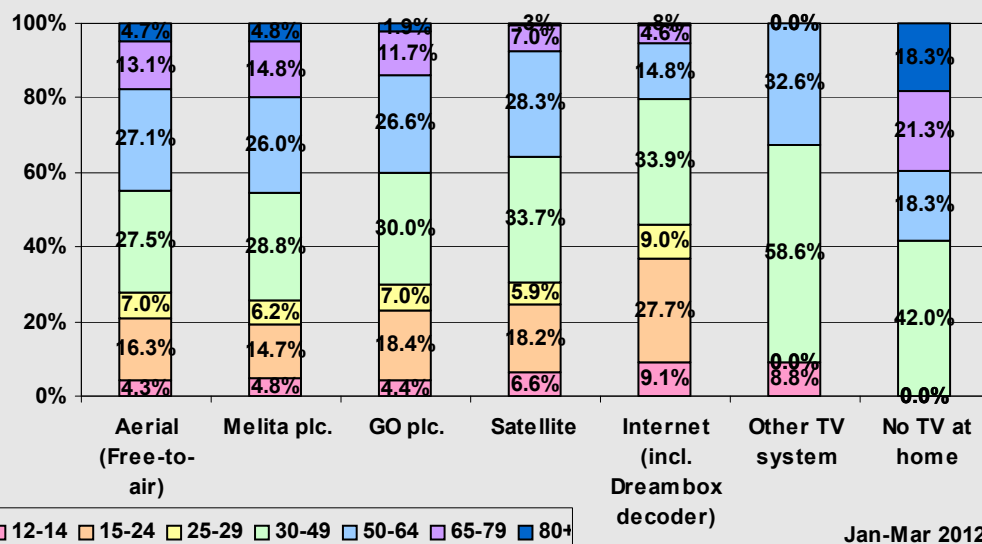
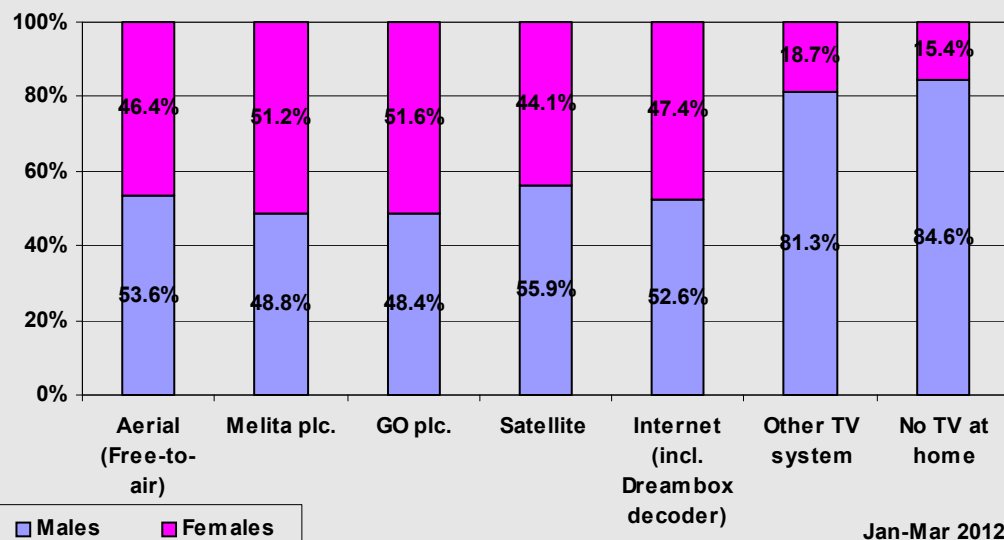
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 2012]

	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	360	193	167	16	59	25	99	98	47	17	73	86	68	45	57	31	
	19.8%	21.5%	18.2%	18.5%	20.1%	20.3%	18.2%	20.4%	20.1%	26.9%	20.1%	16.1%	25.2%	17.8%	21.9%	22.3%	
	100.0%	53.6%	46.4%	4.3%	16.3%	7.0%	27.5%	27.1%	13.1%	4.7%	20.2%	23.9%	18.8%	12.6%	15.9%	8.6%	
No	1,460	708	752	69	234	99	445	380	187	46	288	449	202	209	204	107	
	80.2%	78.5%	81.8%	81.5%	79.9%	79.7%	81.8%	79.6%	79.9%	73.1%	79.9%	83.9%	74.8%	82.2%	78.1%	77.7%	
	100.0%	48.5%	51.5%	4.7%	16.0%	6.8%	30.5%	26.0%	12.8%	3.2%	19.7%	30.8%	13.8%	14.4%	14.0%	7.3%	
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Melita system installed at home																	
Yes	965	471	494	47	142	60	277	250	143	46	215	312	132	125	123	58	
	53.0%	52.3%	53.7%	54.9%	48.4%	48.4%	51.0%	52.5%	60.9%	73.2%	59.5%	58.2%	49.0%	49.2%	47.2%	41.9%	
	100.0%	48.8%	51.2%	4.8%	14.7%	6.2%	28.8%	26.0%	14.8%	4.8%	22.2%	32.3%	13.7%	13.0%	12.8%	6.0%	
No	855	430	425	38	151	64	267	227	92	17	146	224	138	130	138	80	
	47.0%	47.7%	46.3%	45.1%	51.6%	51.6%	49.0%	47.5%	39.1%	26.8%	40.5%	41.8%	51.0%	50.8%	52.8%	58.1%	
	100.0%	50.3%	49.7%	4.5%	17.6%	7.5%	31.2%	26.5%	10.7%	2.0%	17.1%	26.1%	16.1%	15.1%	16.2%	9.4%	
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
GO system installed at home																	
Yes	777	377	401	34	143	54	233	206	91	15	129	207	126	122	128	65	
	42.7%	41.8%	43.6%	40.5%	49.0%	43.7%	42.8%	43.2%	38.9%	23.7%	35.9%	38.6%	46.9%	47.8%	49.0%	47.2%	
	100.0%	48.4%	51.6%	4.4%	18.4%	7.0%	30.0%	26.6%	11.7%	1.9%	16.6%	26.6%	16.3%	15.7%	16.5%	8.4%	
No	1,043	524	518	50	149	70	311	271	143	48	231	329	143	133	134	73	
	57.3%	58.2%	56.4%	59.5%	51.0%	56.3%	57.2%	56.8%	61.1%	76.3%	64.1%	61.4%	53.1%	52.2%	51.0%	52.8%	
	100.0%	50.3%	49.7%	4.8%	14.3%	6.7%	29.8%	26.0%	13.7%	4.6%	22.2%	31.5%	13.7%	12.8%	12.8%	7.0%	
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Satellite system installed at home																	
Yes	374	209	165	25	68	22	126	106	26	1	82	126	46	50	42	28	
	20.5%	23.2%	17.9%	29.3%	23.2%	17.9%	23.2%	22.1%	11.1%	2.0%	22.7%	23.6%	17.1%	19.7%	16.2%	20.0%	
	100.0%	55.9%	44.1%	6.6%	18.2%	5.9%	33.7%	28.3%	7.0%	.3%	21.9%	33.8%	12.3%	13.4%	11.3%	7.4%	
No	1,446	692	754	60	225	102	418	372	208	62	279	409	224	205	219	110	
	79.5%	76.8%	82.1%	70.7%	76.8%	82.1%	76.8%	77.9%	88.9%	98.0%	77.3%	76.4%	82.9%	80.3%	83.8%	80.0%	
	100.0%	47.8%	52.2%	4.1%	15.5%	7.1%	28.9%	25.7%	14.4%	4.3%	19.3%	28.3%	15.5%	14.2%	15.2%	7.6%	
Total	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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	312	164	148	29	86	28	106	46	14	2	57	103	42	44	41	25	
	17.1%	18.2%	16.1%	33.7%	29.5%	22.7%	19.4%	9.7%	6.2%	3.7%	15.8%	19.2%	15.6%	17.3%	15.7%	17.8%	
	100.0%	52.6%	47.4%	9.1%	27.7%	9.0%	33.9%	14.8%	4.6%	.8%	18.3%	33.0%	13.5%	14.1%	13.2%	7.9%	
	1,508	737	771	56	206	96	438	431	220	61	304	432	228	211	220	113	
No	82.9%	81.8%	83.9%	66.3%	70.5%	77.3%	80.6%	90.3%	93.8%	96.3%	84.2%	80.8%	84.4%	82.7%	84.3%	82.2%	
	100.0%	48.8%	51.2%	3.7%	13.7%	6.4%	29.1%	28.6%	14.6%	4.0%	20.1%	28.7%	15.1%	14.0%	14.6%	7.5%	
	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Other TV system installed at home																	
Yes	9	7	2	1	0	0	5	3	0	0	4	1	2	1	0	1	
	.5%	.8%	.2%	.9%	0.0%	0.0%	.9%	.6%	0.0%	0.0%	1.1%	.2%	.7%	.3%	0.0%	.6%	
	100.0%	81.3%	18.7%	8.8%	0.0%	0.0%	58.6%	32.6%	0.0%	0.0%	46.2%	12.4%	22.7%	8.8%	0.0%	9.9%	
	1,811	894	918	84	293	124	539	474	234	63	356	534	268	254	262	137	
No	99.5%	99.2%	99.8%	99.1%	100.0%	100.0%	99.1%	99.4%	100.0%	100.0%	98.9%	99.8%	99.3%	99.7%	100.0%	99.4%	
	100.0%	49.3%	50.7%	4.6%	16.2%	6.9%	29.8%	26.2%	12.9%	3.5%	19.7%	29.5%	14.8%	14.0%	14.4%	7.6%	
	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
No TV at home																	
Yes	6	5	1	0	0	0	2	1	1	1	2	2	1	0	0	0	
	.3%	.6%	.1%	0.0%	0.0%	0.0%	.5%	.2%	.5%	1.7%	.7%	.4%	.5%	0.0%	0.0%	0.0%	
	100.0%	84.6%	15.4%	0.0%	0.0%	0.0%	42.0%	18.3%	21.3%	18.3%	42.0%	36.7%	21.3%	0.0%	0.0%	0.0%	
	1,814	896	918	85	293	124	542	476	233	62	358	533	268	255	262	138	
No	99.7%	99.4%	99.9%	100.0%	100.0%	100.0%	99.5%	99.8%	99.5%	98.3%	99.3%	99.6%	99.5%	100.0%	100.0%	100.0%	
	100.0%	49.4%	50.6%	4.7%	16.1%	6.8%	29.9%	26.3%	12.8%	3.4%	19.7%	29.4%	14.8%	14.1%	14.4%	7.6%	
	1,820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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 [JAN-MAR 2012]

TABLE 5.2.A: TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 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	1654	782	872	85	282	125	458	430	217	57	323	448	272	253	241	117
	90.9%	95.0%	87.5%	98.8%	94.6%	94.7%	94.2%	85.7%	87.5%	83.8%	87.5%	90.3%	92.5%	91.7%	93.1%	92.9%
	100.0%	47.3%	52.7%	5.1%	17.0%	7.6%	27.7%	26.0%	13.1%	3.4%	19.5%	27.1%	16.4%	15.3%	14.6%	7.1%
TVM	69	19	50	1	10	3	18	26	6	5	13	21	8	14	11	2
	3.8%	2.3%	5.0%	1.2%	3.4%	2.3%	3.7%	5.2%	2.4%	7.4%	3.5%	4.2%	2.7%	5.1%	4.2%	1.6%
	100.0%	27.5%	72.5%	1.4%	14.5%	4.3%	26.1%	37.7%	8.7%	7.2%	18.8%	30.4%	11.6%	20.3%	15.9%	2.9%
ONE	46	12	34	0	3	3	6	21	10	3	16	10	8	6	2	4
	2.5%	1.5%	3.4%	0.0%	1.0%	2.3%	1.2%	4.2%	4.0%	4.4%	4.3%	2.0%	2.7%	2.2%	.8%	3.2%
	100.0%	26.1%	73.9%	0.0%	6.5%	6.5%	13.0%	45.7%	21.7%	6.5%	34.8%	21.7%	17.4%	13.0%	4.3%	8.7%
Net TV	5	0	5	0	0	0	0	3	1	1	3	0	1	1	0	0
	.3%	0.0%	.5%	0.0%	0.0%	0.0%	0.0%	.6%	.4%	1.5%	.8%	0.0%	.3%	.4%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	60.0%	20.0%	20.0%	60.0%	0.0%	20.0%	20.0%	0.0%	0.0%
Smash TV	25	5	20	0	3	1	3	11	7	0	5	8	4	0	5	3
	1.4%	.6%	2.0%	0.0%	1.0%	.8%	.6%	2.2%	2.8%	0.0%	1.4%	1.6%	1.4%	0.0%	1.9%	2.4%
	100.0%	20.0%	80.0%	0.0%	12.0%	4.0%	12.0%	44.0%	28.0%	0.0%	20.0%	32.0%	16.0%	0.0%	20.0%	12.0%
TVM2/Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
iTV	4	0	4	0	0	0	0	1	3	0	0	2	1	1	0	0
	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.2%	1.2%	0.0%	0.0%	.4%	.3%	.4%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	0.0%
Favourite TV	7	2	5	0	0	0	1	4	2	0	4	3	0	0	0	0
	.4%	.2%	.5%	0.0%	0.0%	0.0%	.2%	.8%	.8%	0.0%	1.1%	.6%	0.0%	0.0%	0.0%	0.0%
	100.0%	28.6%	71.4%	0.0%	0.0%	0.0%	14.3%	57.1%	28.6%	0.0%	57.1%	42.9%	0.0%	0.0%	0.0%	0.0%
Calypso Music TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Station	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not know	10	3	7	0	0	0	0	6	2	2	5	4	0	1	0	0
	.5%	.4%	.7%	0.0%	0.0%	0.0%	0.0%	1.2%	.8%	2.9%	1.4%	.8%	0.0%	.4%	0.0%	0.0%
	100.0%	30.0%	70.0%	0.0%	0.0%	0.0%	0.0%	60.0%	20.0%	20.0%	50.0%	40.0%	0.0%	10.0%	0.0%	0.0%
Total	1820	823	997	86	298	132	486	502	248	68	369	496	294	276	259	126
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.2%	54.8%	4.7%	16.4%	7.3%	26.7%	27.6%	13.6%	3.7%	20.3%	27.3%	16.2%	15.2%	14.2%	6.9%

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TELESHPPING BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 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	1668	859	809	83	278	119	514	413	207	54	320	489	251	234	244	129
	91.6%	95.4%	88.0%	98.4%	95.1%	95.6%	94.5%	86.4%	88.6%	85.1%	88.9%	91.4%	92.9%	91.8%	93.4%	93.7%
	100.0%	51.5%	48.5%	5.0%	16.7%	7.1%	30.8%	24.7%	12.4%	3.2%	19.2%	29.3%	15.0%	14.0%	14.7%	7.7%
TVM	65	19	47	1	9	3	19	24	5	4	11	21	7	12	11	3
	3.6%	2.1%	5.1%	1.6%	2.9%	2.1%	3.5%	5.0%	2.2%	6.9%	3.1%	4.0%	2.6%	4.9%	4.0%	1.9%
	100.0%	28.6%	71.4%	2.0%	13.1%	4.1%	29.4%	36.7%	8.0%	6.7%	17.3%	32.7%	10.9%	19.0%	16.1%	4.1%
ONE	42	13	29	0	3	2	6	19	9	3	14	10	7	6	2	3
	2.3%	1.4%	3.1%	0.0%	1.0%	1.7%	1.1%	4.0%	3.7%	4.1%	3.9%	1.8%	2.4%	2.2%	.8%	2.5%
	100.0%	30.4%	69.6%	0.0%	6.8%	5.2%	15.0%	45.8%	21.0%	6.3%	34.0%	22.9%	15.8%	13.6%	5.3%	8.3%
Net TV	4	0	4	0	0	0	0	3	1	1	2	0	1	1	0	0
	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.5%	.3%	1.4%	.6%	0.0%	.4%	.3%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	60.7%	18.7%	20.6%	56.1%	0.0%	23.3%	20.6%	0.0%	0.0%
Smash TV	23	4	18	0	3	1	3	10	6	0	4	7	4	0	4	3
	1.2%	.5%	2.0%	0.0%	1.0%	.6%	.5%	2.1%	2.6%	0.0%	1.2%	1.4%	1.4%	0.0%	1.7%	1.9%
	100.0%	19.3%	80.7%	0.0%	12.9%	3.2%	13.1%	43.6%	27.2%	0.0%	19.6%	32.9%	16.2%	0.0%	19.8%	11.5%
TVM2/Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ITV	3	0	3	0	0	0	0	1	3	0	0	2	1	1	0	0
	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.2%	1.1%	0.0%	0.0%	.3%	.4%	.3%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	23.1%	76.9%	0.0%	0.0%	46.2%	28.5%	25.2%	0.0%	0.0%
Favourite TV	7	3	4	0	0	0	2	3	2	0	4	3	0	0	0	0
	.4%	.3%	.4%	0.0%	0.0%	0.0%	.3%	.7%	.7%	0.0%	1.1%	.5%	0.0%	0.0%	0.0%	0.0%
	100.0%	40.6%	59.4%	0.0%	0.0%	0.0%	24.0%	52.2%	23.8%	0.0%	59.5%	40.5%	0.0%	0.0%	0.0%	0.0%
Calypso Music TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Station	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not know	9	3	5	0	0	0	0	5	2	2	4	3	0	1	0	0
	.5%	.3%	.6%	0.0%	0.0%	0.0%	0.0%	1.1%	.7%	2.5%	1.1%	.6%	0.0%	.4%	0.0%	0.0%
	100.0%	36.4%	63.6%	0.0%	0.0%	0.0%	0.0%	62.1%	19.7%	18.2%	46.8%	40.1%	0.0%	13.2%	0.0%	0.0%
Total	1820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2012]

	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 RADIO STATION	HIGHEST
Monday	0.435	0.055	0.217	0.814	0.539	0.352	0.632	0.474	0.260	0.275	0.025	0.507	0.459	0.043	0.026	0.814
Tuesday	0.757	0.000	0.172	1.112	0.109	0.952	0.669	0.600	0.104	0.571	0.018	0.359	0.341	0.417	0.033	1.112
Wednesday	0.757	0.038	0.370	1.362	0.203	0.522	0.513	0.516	0.286	0.266	0.007	0.254	0.278	0.256	0.226	1.362
Thursday	0.459	0.000	0.255	0.955	0.439	0.682	0.666	0.409	0.545	0.111	0.019	0.284	0.936	0.006	0.072	0.955
Friday	1.097	0.093	0.522	1.200	0.375	0.645	0.274	0.526	0.158	0.301	0.082	0.247	0.492	0.000	0.021	1.200
Saturday	0.417	0.015	0.500	1.654	0.563	0.484	0.572	0.478	0.175	0.310	0.056	0.279	0.047	0.076	0.065	1.654
Sunday	0.320	0.000	0.330	0.789	0.473	0.590	1.162	0.896	0.025	0.230	0.000	0.398	0.036	0.066	0.007	1.162
Mon-Sun	0.604	0.028	0.336	1.125	0.385	0.605	0.644	0.558	0.222	0.295	0.029	0.333	0.370	0.124	0.064	1.125
Highest	1.097	0.093	0.522	1.654	0.563	0.952	1.162	0.896	0.545	0.571	0.082	0.507	0.936	0.417	0.226	

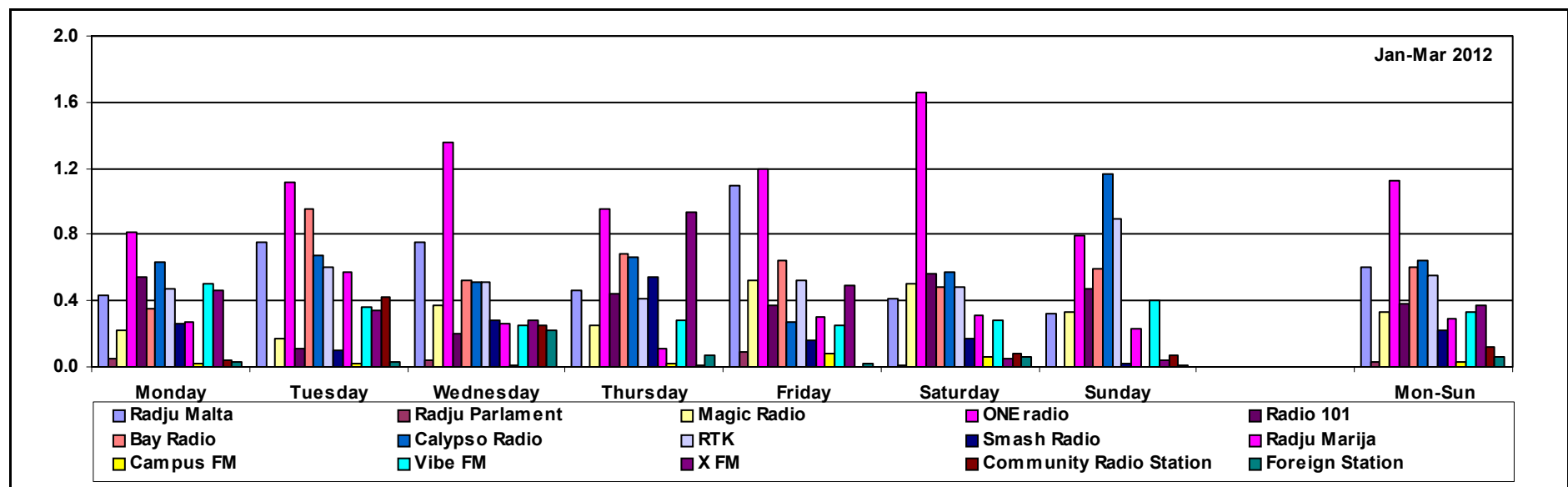


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2012]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN-MAR 2012]

	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 RADIO STATION	HIGHEST
Mon	3.038	0.416	0.983	1.940	1.763	1.754	2.086	1.716	0.898	1.624	0.299	1.388	1.785	1.022	0.416	3.038
Tue	2.270	0.000	1.102	3.426	0.708	2.984	2.640	2.122	0.665	1.874	0.293	1.560	1.515	1.307	0.554	3.426
Wed	3.607	0.450	1.164	4.761	0.743	1.833	2.226	1.528	0.967	1.138	0.346	0.769	1.208	1.067	0.602	4.761
Thu	1.653	0.000	1.090	3.229	2.339	2.885	2.676	1.660	1.630	0.953	0.462	1.525	2.389	0.294	0.431	3.229
Fri	4.017	0.345	1.674	3.898	1.366	2.010	1.445	2.021	0.893	1.463	1.069	1.171	1.695	0.000	0.446	4.017
Sat	1.519	0.351	3.033	4.008	2.216	2.377	2.038	2.578	0.832	1.453	0.338	0.845	0.300	0.610	0.340	4.008
Sun	2.097	0.000	1.526	2.607	1.674	2.151	3.006	3.481	0.775	0.836	0.000	1.290	0.431	0.329	0.347	3.481
Highest	4.017	0.450	3.033	4.761	2.339	2.984	3.006	3.481	1.630	1.874	1.069	1.560	2.389	1.307	0.602	

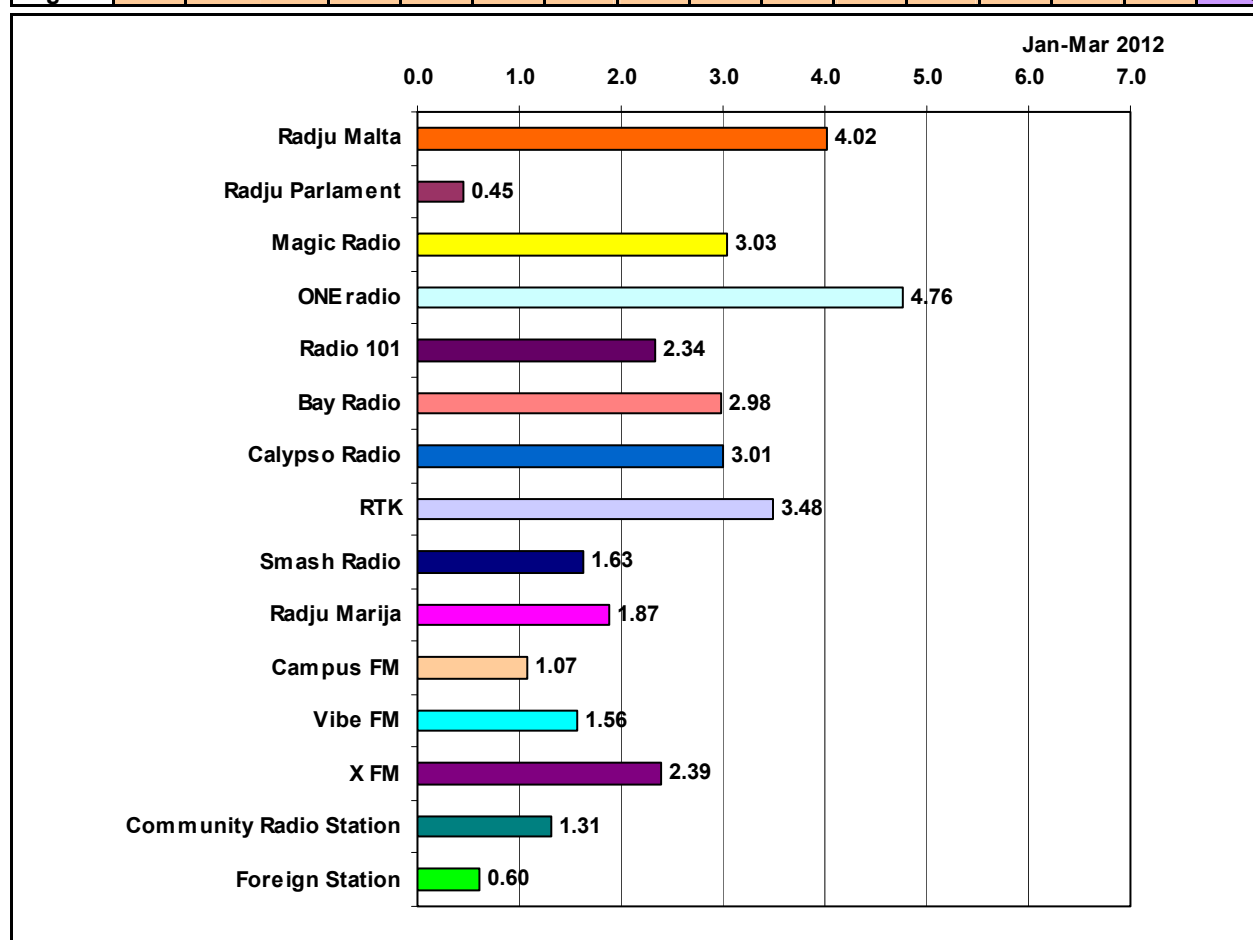


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN-MAR 2012]

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	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.000	99.3	100
5:30	0.332	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.000	99.0	100
6:00	0.332	0.000	0.000	1.233	0.785	0.000	0.000	0.000	0.466	0.000	0.000	0.000	0.267	0.000	0.000	96.9	100
6:30	0.332	0.000	0.466	1.233	0.785	0.278	0.000	0.000	0.000	0.000	0.000	0.000	0.517	0.000	0.000	96.4	100
7:00	0.935	0.000	0.898	1.233	0.785	0.000	0.957	0.410	0.000	0.908	0.000	0.451	1.785	0.000	0.000	91.6	100
7:30	0.000	0.000	0.932	0.715	0.785	0.334	0.506	0.410	0.000	0.410	0.000	0.784	1.785	0.000	0.416	92.9	100
8:00	0.416	0.000	0.466	1.279	0.785	1.715	0.506	0.827	0.722	0.908	0.000	0.784	0.983	0.000	0.000	90.6	100
8:30	0.976	0.416	0.964	1.279	0.785	0.670	0.506	0.827	0.722	0.908	0.000	1.282	0.983	0.000	0.000	89.7	100
9:00	2.587	0.000	0.964	1.199	1.290	0.336	2.086	0.707	0.722	1.624	0.299	0.956	0.983	1.022	0.000	85.2	100
9:30	3.038	0.000	0.466	1.525	1.290	0.000	1.787	0.707	0.722	1.207	0.299	0.505	0.983	1.022	0.000	86.4	100
10:00	2.739	0.000	0.466	1.661	1.290	0.000	2.086	0.707	0.432	0.797	0.299	0.505	0.983	0.000	0.405	87.6	100
10:30	2.480	0.000	0.983	1.661	1.290	0.000	2.086	0.410	0.432	0.498	0.299	0.505	0.983	0.000	0.000	88.4	100
11:00	2.480	0.000	0.983	1.334	1.622	0.000	1.787	0.709	0.432	0.914	0.000	0.938	0.983	0.000	0.000	87.8	100
11:30	2.480	0.000	0.466	1.631	1.117	0.000	1.787	0.709	0.432	0.914	0.000	0.938	0.983	0.000	0.000	88.5	100
NOON	0.432	0.000	0.466	1.940	0.785	0.498	1.488	0.709	0.432	0.498	0.000	1.216	0.983	0.000	0.000	90.6	100
0:30	0.432	0.000	0.466	1.591	0.785	0.000	1.488	0.709	0.432	0.498	0.000	1.216	0.983	0.000	0.000	91.4	100
1:00	0.000	0.000	0.466	1.888	0.785	0.498	0.990	0.821	0.432	0.000	0.000	0.938	0.983	0.000	0.000	92.2	100
1:30	0.000	0.000	0.000	1.591	0.785	0.498	1.289	0.821	0.432	0.000	0.000	0.938	0.983	0.000	0.000	92.7	100
2:00	0.451	0.000	0.000	1.295	0.785	0.434	1.289	1.120	0.432	0.000	0.000	1.235	1.317	0.000	0.000	91.6	100
2:30	0.451	0.000	0.000	1.812	0.785	0.434	1.289	1.120	0.432	0.000	0.000	1.235	0.983	0.000	0.000	91.5	100
3:00	0.000	0.000	0.498	1.295	0.785	0.731	1.636	1.120	0.432	0.000	0.000	1.235	0.983	0.000	0.000	91.3	100
3:30	0.000	0.000	0.000	1.295	0.785	0.434	1.579	1.120	0.432	0.000	0.000	1.235	0.983	0.000	0.000	92.1	100
4:00	0.000	0.000	0.000	0.863	0.785	0.723	0.831	1.120	0.432	0.000	0.000	0.938	1.081	0.000	0.000	93.2	100
4:30	0.000	0.000	0.466	0.863	0.785	1.335	0.484	1.120	0.432	0.000	0.000	0.938	0.267	0.000	0.000	93.3	100
5:00	0.000	0.000	0.000	0.863	1.290	1.754	0.484	1.716	0.432	0.000	0.000	1.388	0.267	0.000	0.000	91.8	100
5:30	0.000	0.000	0.000	1.646	1.763	1.073	0.484	1.716	0.432	0.000	0.000	1.388	0.000	0.000	0.000	91.5	100
6:00	0.000	0.369	0.000	1.646	0.785	1.482	0.000	1.305	0.432	0.299	0.000	0.931	0.000	0.000	0.416	92.3	100
6:30	0.000	0.369	0.000	0.863	0.416	1.077	0.000	1.008	0.432	0.000	0.000	0.931	0.000	0.000	0.000	94.9	100
7:00	0.000	0.369	0.000	0.900	0.416	1.077	0.000	0.410	0.432	0.000	0.000	0.000	0.000	0.000	0.000	96.4	100
7:30	0.000	0.369	0.000	0.900	0.416	1.077	0.000	0.410	0.898	0.000	0.000	0.000	0.000	0.000	0.000	95.9	100
8:00	0.000	0.369	0.000	0.334	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
8:30	0.000	0.369	0.000	0.334	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
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.000	0.000	0.000	0.000	99.1	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.000	0.000	0.000	0.000	99.1	100
10:00	0.000	0.000	0.000	0.297	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.466	0.000	0.000	0.000	98.4	100
10:30	0.000	0.000	0.000	0.297	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.466	0.000	0.000	0.000	98.4	100
11:00	0.000	0.000	0.000	0.297	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.000	0.000	0.000	0.000	98.9	100
11:30	0.000	0.000	0.000	0.297	0.000	0.000	0.484	0.000	0.000	0.369	0.000	0.000	0.000	0.000	0.000	98.9	100
avg.	0.44	0.05	0.22	0.81	0.54	0.35	0.63	0.47	0.26	0.27	0.02	0.51	0.46	0.04	0.03	94.89	
max.	3.04	0.42	0.98	1.94	1.76	1.75	2.09	1.72	0.90	1.62	0.30	1.39	1.79	1.02	0.42	100.0	
σ.	0.87	0.13	0.34	0.68	0.51	0.51	0.71	0.51	0.27	0.39	0.08	0.52	0.55	0.21	0.10	4.54	

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	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.294	0.296	0.000	0.000	0.000	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	0.294	0.296	0.000	0.000	0.343	0.000	0.000	0.406	0.000	0.000	0.000	0.000	0.000	98.7	100
6:00	0.406	0.000	0.000	1.704	0.000	0.264	0.293	0.616	0.000	0.918	0.000	0.000	0.332	0.000	0.000	95.5	100
6:30	0.406	0.000	0.000	1.411	0.000	0.000	0.293	0.616	0.000	0.918	0.000	0.275	0.332	0.000	0.000	95.7	100
7:00	1.310	0.000	0.000	2.132	0.000	1.312	0.889	1.685	0.264	1.578	0.000	0.275	0.332	0.000	0.000	90.2	100
7:30	0.898	0.000	0.332	2.132	0.000	2.984	1.232	0.619	0.608	1.578	0.000	0.275	0.332	0.000	0.000	89.0	100
8:00	1.304	0.000	0.332	2.203	0.000	2.850	1.232	0.619	0.264	1.213	0.000	0.775	0.807	0.296	0.492	87.6	100
8:30	1.304	0.000	0.430	2.203	0.000	2.421	2.086	0.619	0.264	1.213	0.000	1.068	1.481	0.296	0.000	86.6	100
9:00	1.858	0.000	1.075	2.017	0.000	1.859	2.640	0.961	0.264	1.578	0.000	1.068	1.481	0.807	0.000	84.4	100
9:30	1.858	0.000	0.596	2.017	0.000	1.859	2.640	0.961	0.264	1.578	0.000	1.068	1.481	0.807	0.000	84.9	100
10:00	1.858	0.000	0.293	2.790	0.512	2.152	2.030	2.122	0.264	1.874	0.000	1.560	1.481	1.307	0.000	81.8	100
10:30	2.264	0.000	0.293	2.790	0.512	2.152	2.030	2.122	0.264	1.874	0.000	1.560	1.151	1.307	0.000	81.7	100
11:00	2.264	0.000	0.772	3.083	0.512	2.742	2.052	1.415	0.264	1.578	0.000	1.068	1.515	1.307	0.000	81.4	100
11:30	2.264	0.000	0.772	3.426	0.512	2.742	1.687	1.415	0.264	1.578	0.000	1.068	1.515	1.307	0.000	81.5	100
NOON	1.304	0.000	1.102	2.054	0.000	1.565	1.535	1.191	0.264	0.512	0.000	1.332	0.690	1.011	0.554	86.9	100
0:30	1.304	0.000	0.479	1.381	0.000	1.565	1.108	1.191	0.264	0.512	0.000	1.332	0.690	1.011	0.554	88.6	100
1:00	2.270	0.000	0.000	1.809	0.293	1.565	1.108	1.191	0.264	0.512	0.293	1.068	0.344	1.011	0.000	88.3	100
1:30	2.270	0.000	0.332	1.809	0.000	2.065	1.108	1.191	0.264	0.512	0.293	1.068	0.344	1.011	0.000	87.7	100
2:00	1.365	0.000	0.000	1.444	0.468	1.565	1.008	0.895	0.665	0.512	0.293	0.569	0.344	1.011	0.000	89.9	100
2:30	1.365	0.000	0.000	1.787	0.468	1.565	1.008	0.895	0.264	0.512	0.000	0.569	0.344	1.011	0.000	90.2	100
3:00	0.960	0.000	0.000	1.787	0.000	2.252	1.008	0.427	0.000	0.807	0.000	0.569	0.344	1.011	0.000	90.8	100
3:30	0.960	0.000	0.000	1.787	0.000	1.560	1.008	0.427	0.000	0.512	0.000	0.000	0.344	1.011	0.000	92.4	100
4:00	0.960	0.000	0.000	1.785	0.000	0.787	1.301	0.427	0.000	0.512	0.000	0.000	0.344	1.011	0.000	92.9	100
4:30	0.960	0.000	0.000	1.491	0.000	0.787	0.705	0.427	0.000	0.512	0.000	0.401	0.344	0.499	0.000	93.9	100
5:00	0.960	0.000	0.000	1.491	0.000	1.577	0.293	1.502	0.000	0.512	0.000	0.000	0.000	0.499	0.000	93.2	100
5:30	0.960	0.000	0.000	1.834	0.412	2.056	0.293	0.906	0.000	0.512	0.000	0.000	0.000	0.499	0.000	92.5	100
6:00	0.960	0.000	0.428	1.491	0.708	0.512	0.293	1.271	0.000	0.512	0.000	0.000	0.000	0.499	0.000	93.3	100
6:30	0.960	0.000	0.428	1.576	0.412	0.512	0.293	1.271	0.000	0.512	0.000	0.000	0.000	0.499	0.000	93.5	100
7:00	0.406	0.000	0.000	0.855	0.412	0.512	0.293	0.479	0.000	0.512	0.000	0.000	0.000	0.499	0.000	96.0	100
7:30	0.406	0.000	0.000	0.000	0.000	1.440	0.293	0.772	0.000	0.512	0.000	0.000	0.000	0.499	0.000	96.1	100
8:00	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.293	0.000	0.512	0.000	0.000	0.000	0.000	0.000	98.7	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.293	0.000	0.512	0.000	0.000	0.000	0.000	0.000	99.2	100
9:00	0.000	0.000	0.000	0.479	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.000	99.2	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	100.0	100
10:00	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	100.0	100
10:30	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	100.0	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
avg.	0.76	0.00	0.17	1.11	0.11	0.95	0.67	0.60	0.10	0.57	0.02	0.36	0.34	0.42	0.03	93.79	
max.	2.27	0.00	1.10	3.43	0.71	2.98	2.64	2.12	0.66	1.87	0.29	1.56	1.52	1.31	0.55	100.0	
σ.	0.79	0.00	0.29	1.04	0.21	1.00	0.79	0.61	0.16	0.59	0.07	0.51	0.51	0.48	0.13	6.20	

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	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	1.122	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
5:30	0.000	0.000	0.000	1.448	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.6	100
6:00	0.000	0.000	0.435	1.626	0.405	0.465	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.747	0.000	96.3	100
6:30	0.497	0.000	0.435	1.975	0.405	0.870	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.067	0.000	94.8	100
7:00	1.495	0.000	0.435	3.577	0.410	1.400	0.000	0.630	0.517	0.410	0.000	0.433	0.000	0.652	0.000	90.0	100
7:30	1.199	0.000	0.868	2.786	0.743	1.833	0.299	0.630	0.517	0.410	0.000	0.433	0.000	0.652	0.000	89.6	100
8:00	1.199	0.000	0.868	3.158	0.743	1.166	1.461	1.528	0.517	0.410	0.000	0.297	0.909	0.948	0.602	86.2	100
8:30	1.199	0.000	0.435	3.484	0.410	1.166	0.963	1.225	0.517	1.138	0.000	0.297	0.909	0.948	0.602	86.7	100
9:00	3.175	0.000	0.733	4.196	0.410	1.659	1.630	1.336	0.967	0.706	0.000	0.297	0.909	0.948	0.602	82.4	100
9:30	3.175	0.000	0.435	4.196	0.410	1.227	2.026	1.336	0.950	0.706	0.000	0.297	0.909	0.948	0.602	82.8	100
10:00	3.175	0.000	0.435	4.373	0.410	1.227	2.226	1.336	0.950	0.410	0.000	0.769	0.909	0.616	0.602	82.6	100
10:30	3.607	0.000	0.435	4.047	0.410	1.227	2.226	1.336	0.517	0.410	0.000	0.769	1.208	0.616	0.602	82.6	100
11:00	2.508	0.000	0.435	4.047	0.736	1.227	1.729	1.336	0.517	0.410	0.000	0.769	1.208	0.296	0.602	84.2	100
11:30	2.508	0.000	0.932	4.761	0.736	1.227	1.403	1.336	0.517	0.410	0.000	0.769	1.208	0.296	0.602	83.3	100
NOON	1.537	0.000	0.435	3.551	0.326	1.227	1.035	0.630	0.517	0.410	0.346	0.297	0.405	0.296	0.602	88.4	100
0:30	1.537	0.000	0.435	2.162	0.625	1.227	1.035	0.630	0.517	0.410	0.000	0.297	0.405	0.296	0.602	89.8	100
1:00	1.537	0.000	0.435	1.842	0.299	1.057	1.035	0.630	0.517	0.410	0.000	0.297	0.405	0.296	0.602	90.6	100
1:30	1.537	0.000	0.733	1.426	0.299	1.057	1.035	0.630	0.517	0.410	0.000	0.297	0.405	0.296	0.602	90.8	100
2:00	1.241	0.000	0.768	1.130	0.709	0.761	0.667	1.189	0.517	0.410	0.000	0.297	0.405	0.296	0.602	91.0	100
2:30	1.241	0.000	0.768	1.130	0.299	0.761	0.667	1.189	0.517	0.410	0.000	0.297	0.405	0.296	0.602	91.4	100
3:00	0.743	0.000	0.768	1.130	0.000	1.028	0.299	1.189	0.517	0.410	0.000	0.297	0.405	0.296	0.602	92.3	100
3:30	0.743	0.450	0.768	1.479	0.000	1.028	0.299	1.189	0.517	0.410	0.000	0.297	0.405	0.296	0.602	91.5	100
4:00	0.000	0.450	0.831	0.695	0.326	0.465	1.055	0.976	0.517	0.842	0.000	0.297	0.909	0.296	0.602	91.7	100
4:30	0.000	0.000	0.831	0.695	0.326	1.067	1.055	0.976	0.517	0.410	0.000	0.617	0.504	0.296	0.602	92.1	100
5:00	0.416	0.000	0.831	0.695	0.332	0.349	1.390	0.299	0.517	0.410	0.000	0.644	0.504	0.296	0.000	93.3	100
5:30	0.416	0.000	1.164	1.111	0.000	0.000	0.756	0.299	0.517	0.410	0.000	0.644	0.000	0.296	0.000	94.4	100
6:00	0.416	0.000	0.497	1.227	0.000	0.000	0.326	0.299	0.517	0.706	0.000	0.297	0.000	0.000	0.000	95.7	100
6:30	0.416	0.000	0.497	0.811	0.000	0.000	0.000	0.299	0.517	0.706	0.000	0.297	0.000	0.000	0.000	96.5	100
7:00	0.416	0.000	0.559	0.346	0.000	0.000	0.000	0.472	0.000	0.296	0.000	0.472	0.000	0.000	0.000	97.4	100
7:30	0.416	0.450	0.559	1.127	0.000	0.000	0.000	0.472	0.000	0.296	0.000	0.472	0.000	0.000	0.000	96.2	100
8:00	0.000	0.450	0.000	0.000	0.000	0.000	0.000	0.472	0.000	0.000	0.000	0.472	0.000	0.000	0.000	98.6	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.472	0.000	0.000	0.000	99.5	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	100.0	100
9:30	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
10:00	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	99.7	100
10:30	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	99.7	100
11:00	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	99.7	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
avg.	0.76	0.04	0.37	1.36	0.20	0.52	0.51	0.52	0.29	0.27	0.01	0.25	0.28	0.26	0.23	94.15	
max.	3.61	0.45	1.16	4.76	0.74	1.83	2.23	1.53	0.97	1.14	0.35	0.77	1.21	1.07	0.60	100.0	
σ.	1.03	0.13	0.35	1.52	0.26	0.59	0.69	0.53	0.31	0.28	0.05	0.26	0.40	0.33	0.29	5.97	

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	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.555	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	0.000	0.000	0.000	0.000	0.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
6:00	0.000	0.000	0.000	1.030	0.000	0.513	0.000	0.851	0.923	0.000	0.000	0.430	0.000	0.000	0.000	96.3	100
6:30	0.688	0.000	0.000	1.952	0.774	0.777	0.000	0.851	0.923	0.000	0.462	0.430	0.000	0.000	0.000	93.1	100
7:00	0.609	0.000	1.090	1.761	0.774	1.478	0.000	0.949	1.217	0.000	0.000	0.540	1.326	0.000	0.000	90.3	100
7:30	1.164	0.000	1.022	1.642	0.294	0.690	0.324	0.949	1.217	0.000	0.000	1.026	1.032	0.000	0.000	90.6	100
8:00	1.118	0.000	1.022	1.971	0.294	2.885	1.467	1.574	1.217	0.000	0.000	0.265	1.379	0.000	0.000	86.8	100
8:30	1.118	0.000	1.022	1.971	0.294	1.598	1.810	0.976	1.630	0.000	0.000	0.265	1.032	0.000	0.000	88.3	100
9:00	1.335	0.000	0.973	3.229	1.407	1.598	2.157	1.317	1.630	0.000	0.000	0.265	1.629	0.000	0.431	84.0	100
9:30	1.335	0.000	0.973	3.229	1.407	1.598	2.157	1.317	1.630	0.296	0.000	0.265	2.389	0.294	0.431	82.7	100
10:00	1.006	0.000	0.677	2.641	1.407	1.598	2.676	1.317	1.336	0.953	0.000	0.265	1.629	0.000	0.431	84.1	100
10:30	1.335	0.000	0.677	2.641	1.407	1.598	2.676	1.660	1.336	0.953	0.000	0.265	1.629	0.000	0.431	83.4	100
11:00	1.653	0.000	0.347	2.641	1.704	1.465	2.163	1.660	1.336	0.620	0.000	0.265	1.629	0.000	0.431	84.1	100
11:30	1.653	0.000	0.347	2.985	1.704	1.168	2.163	1.660	1.336	0.620	0.000	0.265	1.629	0.000	0.431	84.0	100
NOON	1.006	0.000	0.000	2.405	0.296	0.837	1.839	0.641	1.336	0.324	0.000	0.265	2.131	0.000	0.431	88.5	100
0:30	1.006	0.000	0.294	2.405	0.296	1.133	1.839	0.641	1.336	0.324	0.000	0.265	2.131	0.000	0.431	87.9	100
1:00	0.599	0.000	0.294	1.762	0.000	0.837	1.149	0.597	1.336	0.324	0.000	0.265	2.131	0.000	0.000	90.7	100
1:30	0.599	0.000	0.000	1.397	0.294	0.837	1.149	0.000	1.336	0.324	0.000	0.265	2.131	0.000	0.000	91.7	100
2:00	0.276	0.000	0.000	1.397	0.000	0.837	0.736	0.000	0.842	0.000	0.000	0.265	2.131	0.000	0.000	93.5	100
2:30	0.276	0.000	0.000	0.990	0.000	1.102	0.736	0.000	0.842	0.000	0.000	0.265	2.131	0.000	0.000	93.7	100
3:00	0.276	0.000	0.000	0.647	0.000	1.653	1.216	0.324	0.842	0.000	0.000	0.766	2.131	0.000	0.000	92.1	100
3:30	0.276	0.000	0.000	0.647	0.000	1.388	1.216	0.921	0.842	0.000	0.000	0.766	2.131	0.000	0.000	91.8	100
4:00	0.276	0.000	0.000	0.647	1.310	0.837	1.233	0.324	0.430	0.000	0.000	0.766	1.375	0.000	0.000	92.8	100
4:30	0.572	0.000	0.413	1.388	1.310	0.837	0.804	0.000	0.430	0.000	0.000	1.525	1.375	0.000	0.000	91.3	100
5:00	1.085	0.000	0.000	0.294	2.339	1.113	0.324	0.000	0.430	0.000	0.000	1.195	1.804	0.000	0.000	91.4	100
5:30	1.409	0.000	0.000	0.294	1.728	1.970	0.752	0.000	0.430	0.000	0.000	1.197	1.529	0.000	0.000	90.7	100
6:00	0.000	0.000	0.000	0.294	0.920	1.575	0.752	0.000	0.000	0.000	0.000	0.501	1.529	0.000	0.000	94.4	100
6:30	0.000	0.000	0.000	0.294	0.365	0.837	0.324	0.000	0.000	0.000	0.462	0.000	1.529	0.000	0.000	96.2	100
7:00	0.000	0.000	0.000	0.413	0.365	0.000	0.324	0.000	0.000	0.294	0.000	0.000	1.027	0.000	0.000	97.6	100
7:30	0.000	0.000	0.343	0.413	0.365	0.000	0.000	0.000	0.000	0.294	0.000	0.000	0.597	0.000	0.000	98.0	100
8:00	0.276	0.000	0.343	0.413	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.265	0.597	0.000	0.000	98.1	100
8:30	0.276	0.000	0.343	0.413	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.265	0.597	0.000	0.000	98.1	100
9:00	0.000	0.000	0.343	0.413	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.265	0.597	0.000	0.000	98.4	100
9:30	0.000	0.000	0.343	0.413	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
10:00	0.000	0.000	0.343	0.413	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
10:30	0.000	0.000	0.343	0.413	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
11:00	0.413	0.000	0.343	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	0.413	0.000	0.343	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.	0.46	0.00	0.26	0.96	0.44	0.68	0.67	0.41	0.55	0.11	0.02	0.28	0.94	0.01	0.07	94.16	
max.	1.65	0.00	1.09	3.23	2.34	2.89	2.68	1.66	1.63	0.95	0.46	1.53	2.39	0.29	0.43	100.0	
σ.	0.54	0.00	0.35	1.03	0.64	0.74	0.85	0.56	0.61	0.24	0.09	0.36	0.87	0.04	0.16	5.67	

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	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	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	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	99.7	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	99.7	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	99.7	100
4:30	0.000	0.000	0.000	0.309	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
5:00	0.306	0.000	0.000	0.309	0.000	0.287	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.1	100
5:30	0.306	0.000	0.000	0.309	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
6:00	1.516	0.000	0.000	1.186	0.000	0.522	0.430	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.0	100
6:30	1.516	0.345	0.810	1.571	0.000	1.400	0.430	0.306	0.000	0.000	0.000	0.000	0.424	0.000	0.000	93.2	100
7:00	1.863	0.345	1.168	1.571	0.000	1.741	0.430	1.712	0.000	1.039	0.000	0.000	1.046	0.000	0.000	89.1	100
7:30	2.656	0.345	0.358	1.932	0.000	0.900	1.445	1.712	0.000	1.039	0.000	0.000	1.046	0.000	0.000	88.6	100
8:00	1.464	0.345	1.328	2.529	1.060	2.010	0.930	2.021	0.893	1.463	0.446	1.171	1.695	0.000	0.000	82.6	100
8:30	1.464	0.345	1.328	2.959	1.060	1.475	0.930	2.021	0.446	1.463	0.446	0.447	1.269	0.000	0.000	84.3	100
9:00	4.017	0.345	1.674	2.653	0.909	0.307	0.930	0.615	0.446	1.157	0.000	0.447	0.970	0.000	0.000	85.5	100
9:30	4.017	0.345	1.208	2.653	0.909	0.830	0.930	1.265	0.446	1.157	0.000	0.447	0.970	0.000	0.000	84.8	100
10:00	3.373	0.345	1.638	3.537	1.366	1.189	0.930	1.265	0.446	1.157	0.000	0.447	0.448	0.000	0.000	83.9	100
10:30	3.373	0.345	1.208	3.898	1.366	0.666	0.930	1.265	0.446	1.157	0.000	0.447	0.448	0.000	0.000	84.4	100
11:00	3.854	0.345	1.208	3.011	0.578	0.666	0.930	1.574	0.446	1.157	0.000	0.447	0.806	0.000	0.000	85.0	100
11:30	3.548	0.345	1.638	3.011	1.067	0.666	1.273	1.574	0.446	0.733	0.000	0.447	0.806	0.000	0.000	84.4	100
NOON	1.546	0.345	0.847	3.512	1.067	1.318	0.686	0.594	0.446	0.306	0.000	0.447	0.448	0.000	0.000	88.4	100
0:30	1.045	0.345	0.847	2.705	1.002	0.666	0.000	0.594	0.446	0.306	0.000	0.447	0.448	0.000	0.000	91.1	100
1:00	1.383	0.000	1.191	2.398	0.578	1.189	0.000	0.287	0.446	0.000	1.069	0.447	0.448	0.000	0.000	90.6	100
1:30	1.383	0.000	1.191	2.398	0.578	1.189	0.000	0.287	0.446	0.000	1.069	0.447	0.448	0.000	0.000	90.6	100
2:00	1.074	0.000	1.191	1.496	0.578	1.526	0.000	0.287	0.446	0.000	0.446	0.723	0.448	0.000	0.000	91.8	100
2:30	1.421	0.000	1.191	1.496	0.578	1.526	0.514	0.287	0.446	0.000	0.446	0.723	0.897	0.000	0.000	90.5	100
3:00	1.074	0.000	1.191	1.441	0.578	1.476	0.000	0.596	0.446	0.381	0.000	0.447	0.448	0.000	0.000	91.9	100
3:30	1.074	0.000	1.191	1.441	0.578	1.189	0.000	0.596	0.446	0.000	0.000	0.447	0.724	0.000	0.000	92.3	100
4:00	1.074	0.000	0.833	1.441	0.578	1.351	0.000	0.996	0.000	0.000	0.000	0.896	0.448	0.000	0.446	91.9	100
4:30	1.074	0.000	0.833	1.441	0.578	1.044	0.000	0.996	0.000	0.000	0.000	0.896	0.448	0.000	0.000	92.7	100
5:00	1.074	0.000	0.489	1.134	0.909	0.809	0.000	1.892	0.000	0.000	0.000	1.171	0.970	0.000	0.000	91.6	100
5:30	1.074	0.000	0.489	1.799	0.909	0.809	0.000	1.446	0.000	0.000	0.000	0.447	0.448	0.000	0.000	92.6	100
6:00	0.736	0.000	0.000	1.131	0.578	0.287	0.000	0.381	0.000	0.690	0.000	0.000	0.448	0.000	0.000	95.7	100
6:30	0.736	0.000	0.000	1.131	0.578	0.822	0.000	0.381	0.000	0.000	0.000	0.000	0.448	0.000	0.000	95.9	100
7:00	0.736	0.000	0.000	0.788	0.000	0.822	0.000	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.000	97.2	100
7:30	0.736	0.000	0.000	0.430	0.000	0.822	0.000	0.000	0.000	0.000	0.000	0.000	0.872	0.000	0.000	97.1	100
8:00	0.430	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.000	0.000	1.070	0.000	0.000	98.2	100
8:30	0.430	0.000	0.000	0.000	0.000	0.586	0.000	0.000	0.000	0.000	0.000	0.000	1.070	0.000	0.000	97.9	100
9:00	0.430	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.276	98.6	100
9:30	0.430	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.276	98.6	100
10:00	0.430	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.000	99.1	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.000	99.2	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.000	99.2	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.448	0.000	0.000	99.2	100
avg.	1.10	0.09	0.52	1.20	0.37	0.64	0.27	0.53	0.16	0.30	0.08	0.25	0.49	0.00	0.02	93.97	
max.	4.02	0.35	1.67	3.90	1.37	2.01	1.44	2.02	0.89	1.46	1.07	1.17	1.69	0.00	0.45	100.0	
σ.	1.17	0.15	0.60	1.20	0.45	0.59	0.41	0.66	0.23	0.47	0.24	0.33	0.41	0.00	0.08	5.66	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

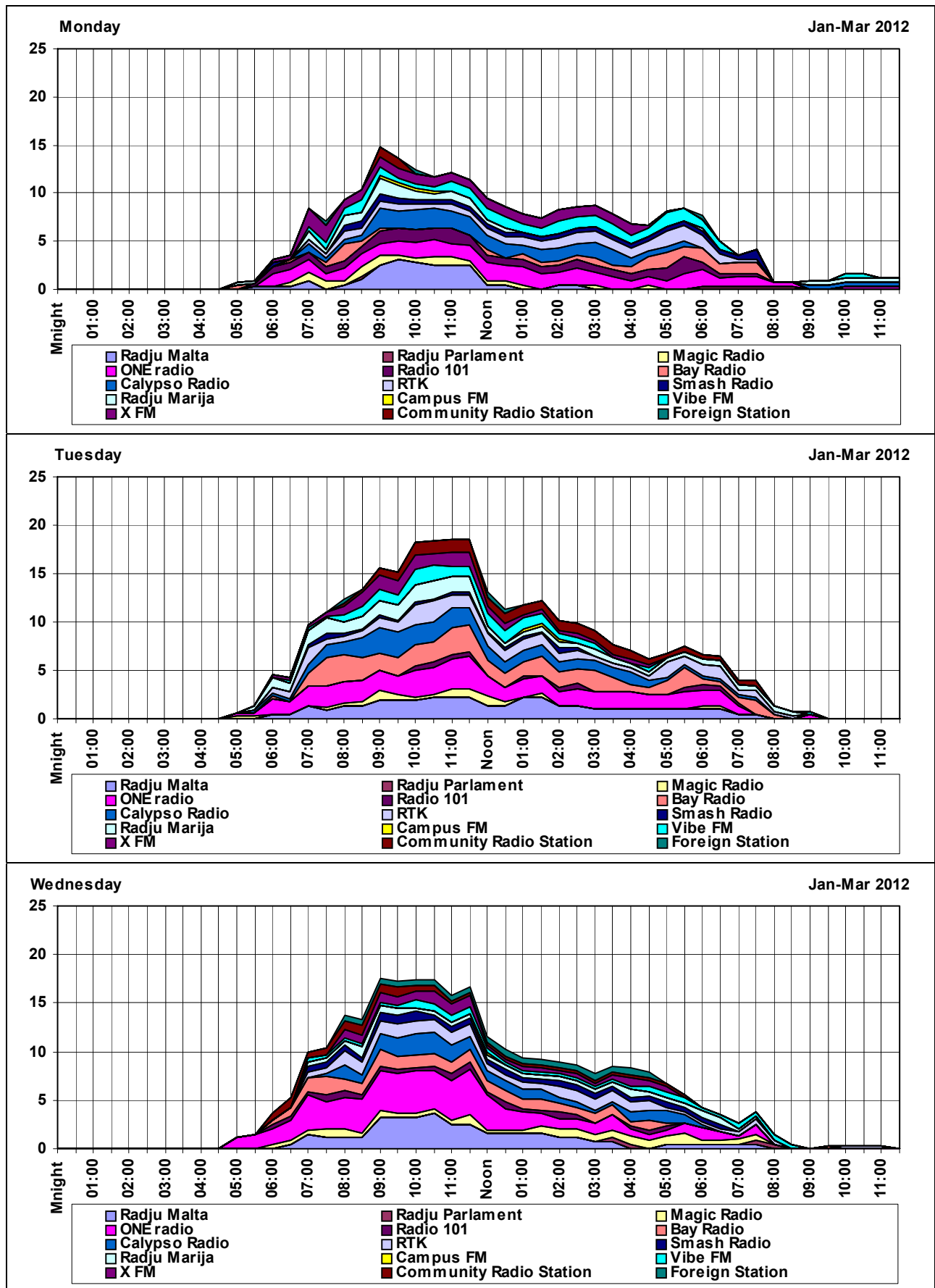
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	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	100.0	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	100.0	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	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
2:30	0.303	0.000	0.000	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
3:00	0.303	0.000	0.000	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
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	100.0	100
4:00	0.303	0.000	0.000	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
4:30	0.303	0.000	0.000	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
5:00	0.303	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	98.9	100
5:30	0.303	0.000	0.000	1.687	0.303	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	97.3	100
6:00	0.524	0.000	0.000	1.450	0.639	0.000	0.340	0.605	0.000	0.894	0.000	0.000	0.000	0.000	0.340	95.2	100
6:30	0.524	0.000	0.000	0.994	0.639	0.000	0.340	1.116	0.000	0.437	0.000	0.000	0.000	0.000	0.340	95.6	100
7:00	0.805	0.000	0.000	2.284	1.391	0.410	0.772	2.578	0.421	0.437	0.000	0.270	0.000	0.000	0.000	90.6	100
7:30	1.243	0.000	0.338	2.512	1.391	0.410	0.772	2.397	0.421	0.437	0.000	0.270	0.000	0.000	0.000	89.8	100
8:00	1.145	0.000	0.293	3.261	1.391	0.352	0.774	1.236	0.832	1.113	0.000	0.563	0.000	0.610	0.303	88.1	100
8:30	1.145	0.000	0.293	2.736	1.391	0.000	0.774	1.236	0.832	1.113	0.000	0.563	0.000	0.610	0.303	89.0	100
9:00	0.995	0.000	1.231	3.097	1.391	2.377	1.567	1.236	0.832	1.113	0.338	0.563	0.000	0.610	0.303	84.3	100
9:30	1.519	0.000	1.449	3.097	1.391	2.208	1.567	1.236	0.832	1.113	0.338	0.563	0.000	0.610	0.303	83.8	100
10:00	1.295	0.000	3.033	3.534	2.216	1.414	2.038	1.536	0.421	1.113	0.338	0.845	0.000	0.610	0.303	81.3	100
10:30	1.295	0.000	3.033	3.885	2.216	1.263	2.038	1.839	0.421	1.113	0.338	0.563	0.000	0.610	0.303	81.1	100
11:00	0.922	0.000	2.329	3.885	2.216	0.000	1.988	1.543	0.421	1.453	0.338	0.563	0.270	0.000	0.303	83.8	100
11:30	0.922	0.000	2.036	4.008	2.216	0.000	1.988	1.543	0.421	1.453	0.338	0.563	0.270	0.000	0.303	83.9	100
NOON	0.324	0.000	1.660	3.435	1.145	0.927	1.615	0.330	0.421	0.643	0.338	0.270	0.000	0.000	0.000	88.9	100
0:30	0.000	0.000	1.219	2.784	0.724	0.927	1.615	0.330	0.421	0.643	0.338	0.270	0.000	0.000	0.000	90.7	100
1:00	0.300	0.351	1.219	2.299	0.421	1.035	1.312	0.330	0.421	0.303	0.000	0.552	0.300	0.000	0.000	91.2	100
1:30	0.300	0.351	1.219	2.299	0.421	1.035	1.312	0.330	0.421	0.303	0.000	0.552	0.300	0.000	0.000	91.2	100
2:00	0.631	0.000	0.708	2.299	0.421	2.118	1.312	0.338	0.421	0.000	0.000	0.845	0.000	0.000	0.000	90.9	100
2:30	0.631	0.000	0.708	2.865	0.421	1.839	1.312	0.849	0.421	0.000	0.000	0.845	0.000	0.000	0.000	90.1	100
3:00	0.300	0.000	0.715	2.299	0.421	1.378	1.312	0.511	0.000	0.000	0.000	0.804	0.000	0.000	0.000	92.3	100
3:30	0.300	0.000	0.415	2.299	0.421	1.086	0.822	0.511	0.000	0.000	0.000	0.804	0.000	0.000	0.000	93.3	100
4:00	0.000	0.000	0.415	2.299	0.752	0.282	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.8	100
4:30	0.437	0.000	0.415	2.299	0.752	1.131	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.5	100
5:00	0.437	0.000	0.415	2.299	0.752	0.692	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.9	100
5:30	0.437	0.000	0.415	2.074	0.752	0.692	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.2	100
6:00	0.437	0.000	0.000	1.771	0.421	0.000	0.000	0.421	0.000	0.303	0.000	0.000	0.282	0.000	0.000	96.4	100
6:30	0.437	0.000	0.000	1.315	0.421	0.000	0.000	0.421	0.000	0.000	0.000	0.000	0.282	0.000	0.000	97.1	100
7:00	0.437	0.000	0.000	1.315	0.000	0.000	0.000	0.456	0.000	0.000	0.000	0.352	0.282	0.000	0.000	97.2	100
7:30	0.437	0.000	0.000	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.352	0.282	0.000	0.000	98.0	100
8:00	0.000	0.000	0.440	0.942	0.000	0.794	0.000	0.000	0.000	0.000	0.000	0.352	0.000	0.000	0.000	97.5	100
8:30	0.000	0.000	0.000	0.942	0.000	0.456	0.000	0.000	0.000	0.000	0.000	0.352	0.000	0.000	0.000	98.2	100
9:00	0.000	0.000	0.000	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.645	0.000	0.000	0.000	98.4	100
9:30	0.000	0.000	0.000	0.942	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.352	0.000	0.000	0.000	98.7	100
10:00	0.000	0.000	0.000	1.212	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.352	0.000	0.000	0.000	98.4	100
10:30	0.000	0.000	0.000	1.212	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.352	0.000	0.000	0.000	98.4	100
11:00	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	0.000	99.2	100
11:30	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	0.000	99.2	100
avg.	0.42	0.01	0.50	1.65	0.56	0.48	0.57	0.48	0.17	0.31	0.06	0.28	0.05	0.08	0.06	94.31	
max.	1.52	0.35	3.03	4.01	2.22	2.38	2.04	2.58	0.83	1.45	0.34	0.84	0.30	0.61	0.34	100.0	
σ.	0.43	0.07	0.79	1.24	0.69	0.68	0.71	0.68	0.27	0.46	0.13	0.30	0.11	0.20	0.13	5.63	

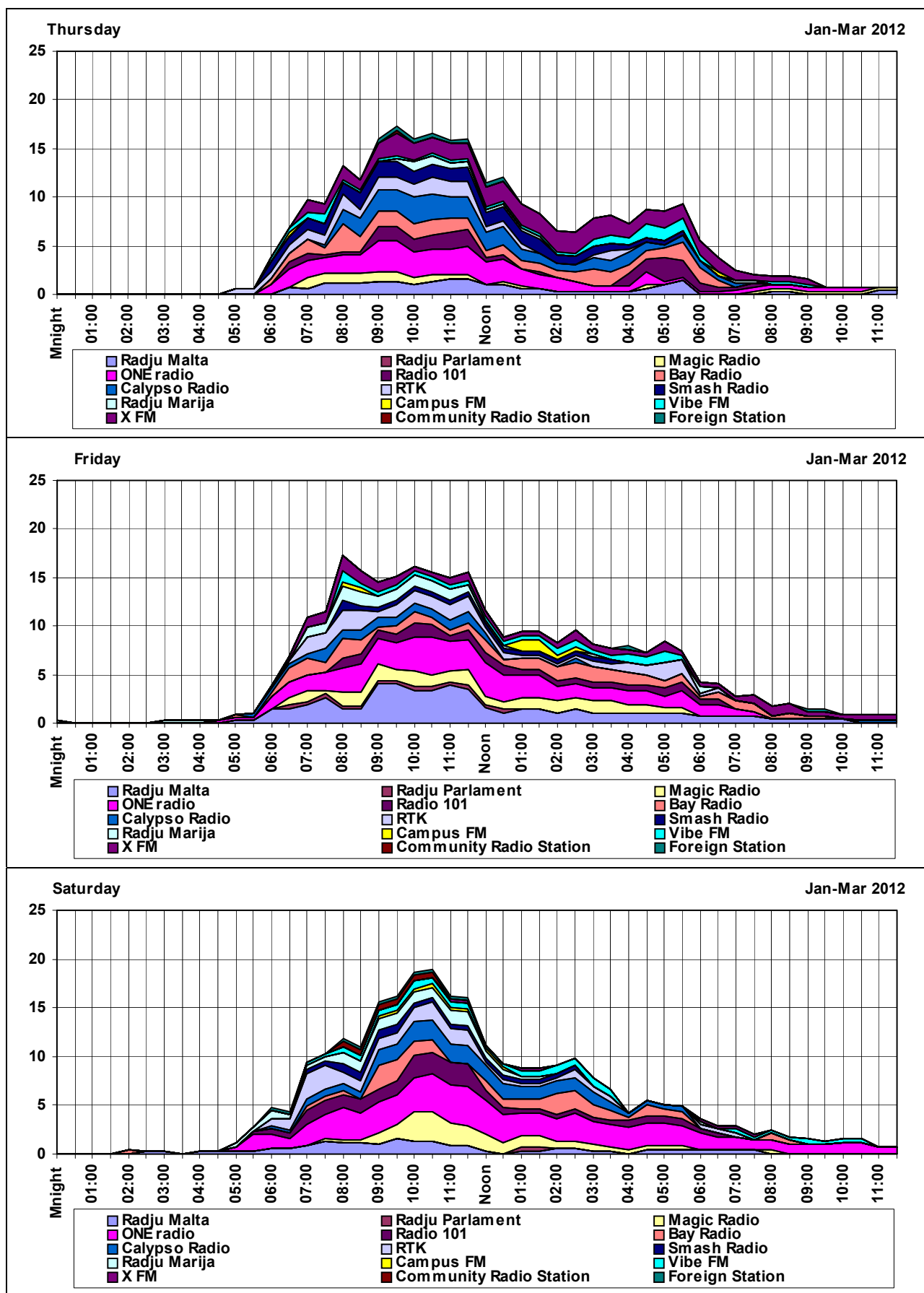
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

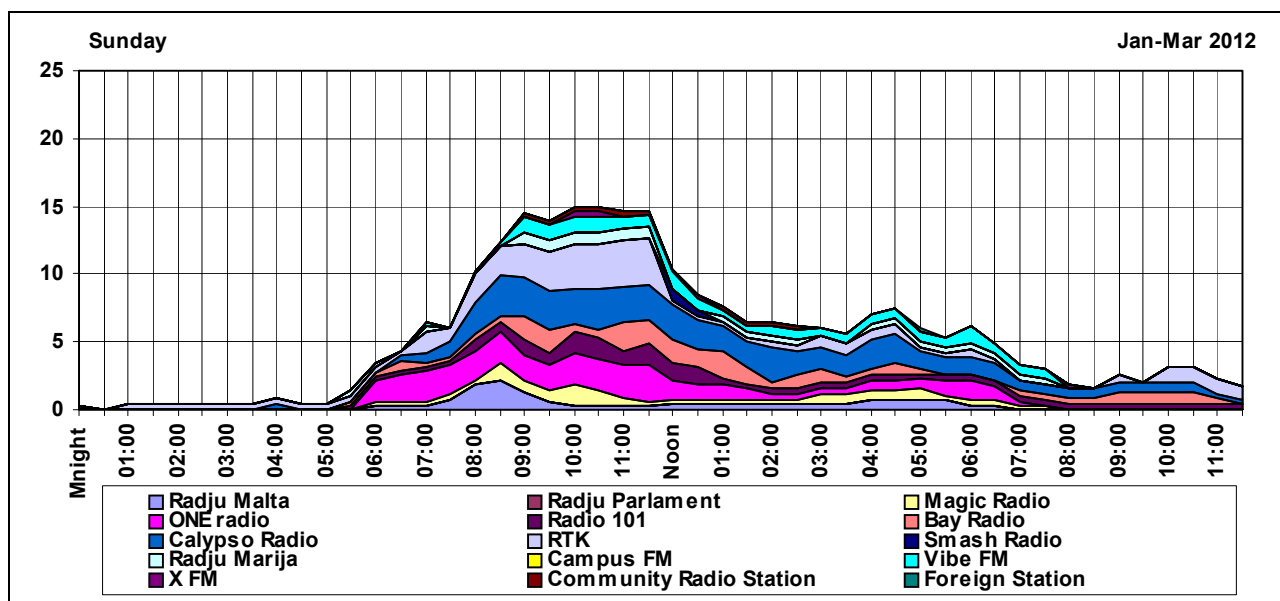
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.447	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.1	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.428	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
5:30	0.000	0.000	0.000	0.000	0.296	0.287	0.000	0.428	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.6	100
6:00	0.294	0.000	0.333	1.479	0.296	0.287	0.000	0.428	0.000	0.365	0.000	0.000	0.000	0.000	0.000	96.5	100
6:30	0.294	0.000	0.333	1.910	0.296	0.716	0.447	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.6	100
7:00	0.294	0.000	0.333	2.227	0.296	0.287	0.744	1.563	0.000	0.407	0.000	0.294	0.000	0.000	0.000	93.6	100
7:30	0.774	0.000	0.333	2.227	0.296	0.287	1.041	1.101	0.000	0.000	0.000	0.000	0.000	0.000	0.000	93.9	100
8:00	1.801	0.000	0.333	2.227	0.825	0.430	2.244	2.137	0.000	0.000	0.000	0.276	0.000	0.000	0.000	89.7	100
8:30	2.097	0.000	1.358	2.227	0.825	0.430	2.952	2.137	0.000	0.000	0.000	0.276	0.000	0.000	0.000	87.7	100
9:00	1.252	0.000	0.846	1.903	1.122	1.721	2.871	2.466	0.000	0.836	0.000	1.137	0.000	0.329	0.000	85.5	100
9:30	0.590	0.000	0.846	1.903	0.825	1.721	2.871	2.946	0.000	0.836	0.000	1.137	0.000	0.329	0.000	86.0	100
10:00	0.296	0.000	1.526	2.310	1.674	0.500	2.574	3.375	0.000	0.836	0.000	1.137	0.431	0.329	0.000	85.0	100
10:30	0.296	0.000	1.079	2.310	1.674	0.500	3.006	3.375	0.000	0.836	0.000	1.137	0.431	0.329	0.000	85.0	100
11:00	0.296	0.000	0.629	2.310	1.119	2.151	2.574	3.481	0.000	0.836	0.000	0.861	0.000	0.329	0.000	85.4	100
11:30	0.296	0.000	0.333	2.607	1.632	1.690	2.574	3.481	0.000	0.836	0.000	0.861	0.000	0.329	0.000	85.4	100
NOON	0.413	0.000	0.333	1.459	1.219	1.702	2.574	0.365	0.775	0.000	0.000	1.290	0.276	0.000	0.000	89.6	100
0:30	0.413	0.000	0.333	1.163	1.219	1.273	2.162	0.365	0.429	0.000	0.000	0.861	0.276	0.000	0.000	91.5	100
1:00	0.407	0.000	0.333	1.185	0.413	2.006	1.818	0.365	0.000	0.413	0.000	0.430	0.000	0.294	0.000	92.3	100
1:30	0.407	0.000	0.333	0.772	0.413	1.273	1.818	0.365	0.000	0.413	0.000	0.430	0.000	0.294	0.000	93.5	100
2:00	0.407	0.000	0.333	0.407	0.413	0.500	2.596	0.365	0.000	0.413	0.000	0.705	0.000	0.294	0.000	93.6	100
2:30	0.407	0.000	0.333	0.407	0.413	1.002	1.818	0.365	0.000	0.413	0.000	0.705	0.000	0.294	0.000	93.8	100
3:00	0.407	0.000	0.763	0.407	0.413	1.002	1.554	0.845	0.000	0.000	0.000	0.705	0.000	0.000	0.000	93.9	100
3:30	0.407	0.000	0.763	0.407	0.413	0.500	1.554	0.845	0.000	0.000	0.000	0.705	0.000	0.000	0.000	94.4	100
4:00	0.709	0.000	0.763	0.701	0.413	0.500	2.109	0.683	0.000	0.407	0.000	0.705	0.000	0.000	0.000	93.0	100
4:30	0.709	0.000	0.763	0.701	0.413	0.932	2.109	0.683	0.000	0.407	0.000	0.705	0.000	0.000	0.000	92.6	100
5:00	0.709	0.000	0.834	0.701	0.413	0.343	1.264	0.365	0.000	0.407	0.000	0.705	0.000	0.000	0.347	93.9	100
5:30	0.709	0.000	0.333	1.107	0.413	0.000	1.264	0.365	0.000	0.407	0.000	0.705	0.000	0.000	0.000	94.7	100
6:00	0.343	0.000	0.333	1.473	0.413	0.000	1.264	0.689	0.000	0.407	0.000	1.206	0.000	0.000	0.000	93.9	100
6:30	0.343	0.000	0.333	1.068	0.413	0.000	1.264	0.365	0.000	0.407	0.000	0.705	0.000	0.000	0.000	95.1	100
7:00	0.000	0.000	0.333	0.296	0.413	0.430	0.709	0.000	0.000	0.407	0.000	0.705	0.000	0.000	0.000	96.7	100
7:30	0.000	0.000	0.333	0.000	0.413	0.430	0.709	0.000	0.000	0.407	0.000	0.705	0.000	0.000	0.000	97.0	100
8:00	0.000	0.000	0.000	0.000	0.413	0.430	0.709	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	98.1	100
8:30	0.000	0.000	0.000	0.000	0.413	0.430	0.709	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
9:00	0.000	0.000	0.000	0.000	0.413	0.931	0.709	0.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.4	100
9:30	0.000	0.000	0.000	0.000	0.413	0.931	0.709	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100
10:00	0.000	0.000	0.000	0.000	0.413	0.931	0.709	1.067	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.9	100
10:30	0.000	0.000	0.000	0.000	0.413	0.931	0.709	1.067	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.9	100
11:00	0.000	0.000	0.000	0.000	0.413	0.501	0.296	1.067	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.7	100
11:30	0.000	0.000	0.000	0.000	0.413	0.000	0.296	1.067	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.2	100
avg.	0.32	0.00	0.33	0.79	0.47	0.59	1.16	0.90	0.03	0.23	0.00	0.40	0.04	0.07	0.01	94.68	
max.	2.10	0.00	1.53	2.61	1.67	2.15	3.01	3.48	0.78	0.84	0.00	1.29	0.43	0.33	0.35	100.0	
σ.	0.45	0.00	0.38	0.90	0.44	0.60	1.02	1.00	0.13	0.29	0.00	0.44	0.11	0.13	0.05	4.65	

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	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.050	0.000	0.000	0.000	0.042	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	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.062	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	0.000	0.062	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	0.058	0.000	0.062	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
2:30	0.043	0.000	0.000	0.000	0.000	0.000	0.000	0.062	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
3:00	0.043	0.000	0.000	0.000	0.000	0.000	0.000	0.062	0.000	0.042	0.000	0.000	0.000	0.000	0.000	99.9	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.062	0.000	0.042	0.000	0.000	0.000	0.000	0.000	99.9	100
4:00	0.043	0.000	0.000	0.000	0.000	0.000	0.065	0.062	0.000	0.042	0.000	0.000	0.000	0.000	0.000	99.8	100
4:30	0.043	0.000	0.000	0.043	0.000	0.000	0.000	0.062	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.9	100
5:00	0.085	0.000	0.043	0.296	0.000	0.102	0.000	0.142	0.000	0.104	0.000	0.000	0.000	0.000	0.000	99.2	100
5:30	0.133	0.000	0.043	0.532	0.133	0.041	0.100	0.142	0.000	0.216	0.000	0.000	0.000	0.000	0.000	98.7	100
6:00	0.433	0.000	0.110	1.388	0.304	0.293	0.150	0.402	0.200	0.312	0.000	0.062	0.086	0.107	0.048	96.1	100
6:30	0.603	0.048	0.289	1.580	0.415	0.574	0.215	0.465	0.133	0.195	0.067	0.102	0.181	0.153	0.048	94.9	100
7:00	1.040	0.048	0.558	2.114	0.522	0.945	0.542	1.357	0.348	0.682	0.000	0.325	0.640	0.093	0.000	90.8	100
7:30	1.125	0.048	0.599	1.992	0.501	1.066	0.800	1.111	0.397	0.552	0.000	0.401	0.598	0.093	0.060	90.7	100
8:00	1.207	0.048	0.660	2.372	0.724	1.632	1.234	1.418	0.633	0.725	0.062	0.587	0.822	0.265	0.200	87.4	100
8:30	1.329	0.107	0.832	2.404	0.676	1.111	1.439	1.288	0.630	0.829	0.062	0.600	0.810	0.265	0.129	87.5	100
9:00	2.165	0.048	1.067	2.612	0.931	1.413	1.991	1.238	0.695	1.001	0.091	0.678	0.855	0.533	0.191	84.5	100
9:30	2.208	0.048	0.850	2.658	0.888	1.351	2.005	1.398	0.692	0.984	0.091	0.613	0.965	0.575	0.191	84.5	100
10:00	1.955	0.048	1.145	2.973	1.265	1.155	2.087	1.670	0.551	1.020	0.091	0.792	0.845	0.411	0.249	83.7	100
10:30	2.086	0.048	1.095	3.026	1.265	1.061	2.149	1.720	0.488	0.977	0.091	0.752	0.840	0.411	0.191	83.8	100
11:00	1.988	0.048	0.952	2.899	1.213	1.187	1.895	1.677	0.488	0.994	0.048	0.703	0.918	0.279	0.191	84.5	100
11:30	1.946	0.048	0.925	3.203	1.282	1.078	1.843	1.677	0.488	0.935	0.048	0.703	0.918	0.279	0.191	84.4	100
NOON	0.936	0.048	0.689	2.614	0.688	1.154	1.544	0.639	0.600	0.384	0.097	0.734	0.708	0.189	0.229	88.7	100
0:30	0.821	0.048	0.579	2.021	0.662	0.973	1.328	0.639	0.550	0.384	0.048	0.672	0.708	0.189	0.229	90.1	100
1:00	0.928	0.050	0.557	1.879	0.397	1.171	1.065	0.606	0.488	0.282	0.191	0.571	0.661	0.231	0.086	90.8	100
1:30	0.928	0.050	0.539	1.665	0.397	1.137	1.107	0.520	0.488	0.282	0.191	0.571	0.661	0.231	0.086	91.1	100
2:00	0.776	0.000	0.423	1.349	0.481	1.102	1.093	0.601	0.475	0.192	0.104	0.661	0.666	0.231	0.086	91.8	100
2:30	0.825	0.000	0.423	1.494	0.422	1.173	1.052	0.673	0.417	0.192	0.062	0.661	0.681	0.231	0.086	91.6	100
3:00	0.535	0.000	0.558	1.283	0.312	1.361	1.008	0.716	0.319	0.228	0.000	0.690	0.618	0.189	0.086	92.1	100
3:30	0.535	0.065	0.444	1.333	0.312	1.026	0.931	0.803	0.319	0.133	0.000	0.607	0.656	0.189	0.086	92.6	100
4:00	0.430	0.065	0.403	1.201	0.594	0.704	1.008	0.645	0.198	0.253	0.000	0.513	0.595	0.189	0.148	93.1	100
4:30	0.534	0.000	0.530	1.265	0.594	1.018	0.810	0.599	0.198	0.192	0.000	0.727	0.421	0.115	0.086	92.9	100
5:00	0.668	0.000	0.366	1.065	0.862	0.950	0.607	0.821	0.198	0.192	0.000	0.728	0.505	0.115	0.050	92.9	100
5:30	0.715	0.000	0.341	1.405	0.853	0.946	0.578	0.673	0.198	0.192	0.000	0.628	0.283	0.115	0.000	93.1	100
6:00	0.412	0.053	0.181	1.290	0.547	0.553	0.380	0.625	0.136	0.415	0.000	0.422	0.323	0.072	0.060	94.5	100
6:30	0.412	0.053	0.181	1.007	0.371	0.463	0.272	0.536	0.136	0.234	0.067	0.278	0.323	0.072	0.000	95.6	100
7:00	0.282	0.053	0.128	0.700	0.232	0.404	0.192	0.260	0.062	0.218	0.000	0.219	0.250	0.072	0.000	96.9	100
7:30	0.282	0.117	0.178	0.543	0.172	0.538	0.145	0.238	0.129	0.218	0.000	0.219	0.247	0.072	0.000	96.9	100
8:00	0.099	0.117	0.112	0.241	0.060	0.286	0.102	0.110	0.000	0.074	0.000	0.156	0.282	0.000	0.000	98.4	100
8:30	0.099	0.053	0.050	0.241	0.060	0.208	0.102	0.042	0.000	0.074	0.000	0.156	0.235	0.000	0.000	98.7	100
9:00	0.060	0.000	0.050	0.262	0.060	0.174	0.172	0.080	0.000	0.053	0.000	0.171	0.148	0.000	0.038	98.7	100
9:30	0.060	0.000	0.050	0.193	0.060	0.222	0.172	0.000	0.000	0.053	0.000	0.050	0.062	0.000	0.038	99.0	100
10:00	0.060	0.000	0.050	0.273	0.060	0.134	0.172	0.197	0.000	0.053	0.000	0.116	0.062	0.000	0.000	98.8	100
10:30	0.000	0.000	0.050	0.273	0.060	0.134	0.221	0.197	0.000	0.053	0.000	0.116	0.062	0.000	0.000	98.8	100
11:00	0.060	0.000	0.050	0.152	0.060	0.072	0.162	0.197	0.000	0.053	0.000	0.000	0.062	0.000	0.000	99.1	100
11:30	0.060	0.000	0.050	0.152	0.060	0.000	0.162	0.154	0.000	0.053	0.000	0.000	0.062	0.000	0.000	99.2	100
avg.	0.60	0.03	0.34	1.12	0.39	0.60	0.64	0.56	0.22	0.29	0.03	0.33	0.37	0.12	0.06	94.28	
max.	2.21	0.12	1.15	3.20	1.28	1.63	2.15	1.72	0.69	1.02	0.19	0.79	0.96	0.58	0.25	100.0	
σ.	0.67	0.03	0.35	1.02	0.39	0.52	0.69	0.53	0.24	0.32	0.05	0.30	0.34	0.15	0.08	5.39	







FIGURES 6.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [JAN-MAR 2012]

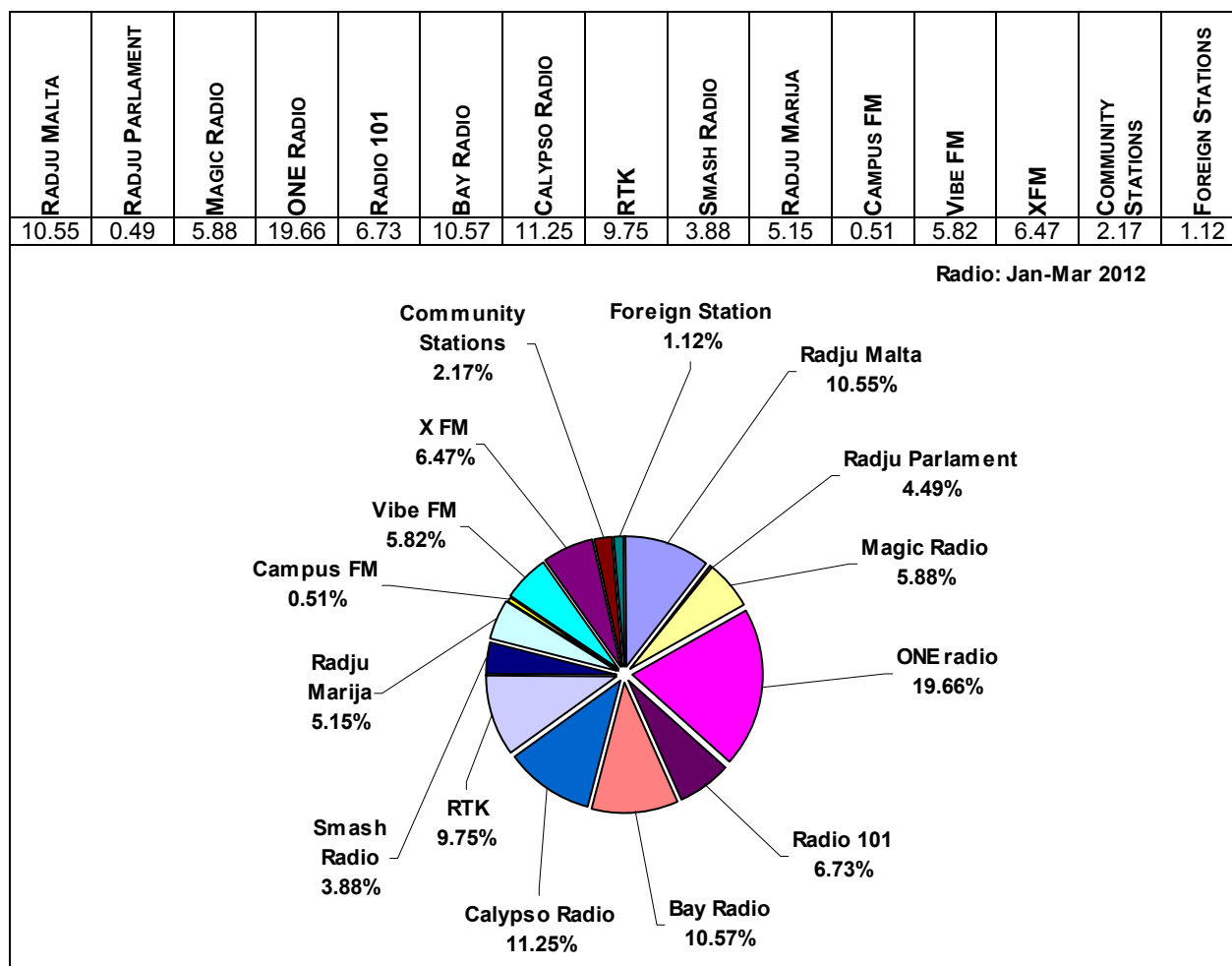


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JAN-MAR 2012]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 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 AND COMINO
Radju Malta	85	35	50	1	1	1	21	36	21	4	10	26	10	13	20	6
	4.7%	3.9%	5.5%	1.3%	.2%	.6%	3.9%	7.6%	8.9%	6.9%	2.7%	4.8%	3.7%	5.1%	7.7%	4.7%
	100.0%	41.0%	59.0%	1.3%	.9%	.9%	25.0%	42.4%	24.5%	5.1%	11.2%	30.3%	11.6%	15.4%	23.8%	7.6%
Radju Parlament 106.6	5	3	2	0	0	0	2	1	2	0	1	1	1	0	2	0
	.3%	.4%	.2%	0.0%	0.0%	0.0%	.4%	.2%	.9%	0.0%	.3%	.2%	.4%	0.0%	.8%	0.0%
	100.0%	63.3%	36.7%	0.0%	0.0%	0.0%	41.0%	18.1%	41.0%	0.0%	18.1%	21.7%	19.2%	0.0%	41.0%	0.0%
Magic Radio	61	33	28	2	8	6	33	11	1	0	6	20	10	13	11	1
	3.4%	3.7%	3.1%	2.4%	2.8%	4.7%	6.1%	2.4%	.5%	0.0%	1.8%	3.7%	3.8%	4.9%	4.3%	.9%
	100.0%	54.2%	45.8%	3.2%	13.4%	9.4%	53.9%	18.3%	1.8%	0.0%	10.3%	32.2%	16.6%	20.4%	18.5%	2.0%
ONE	127	58	69	0	3	2	28	51	38	5	34	27	23	21	16	6
	7.0%	6.4%	7.5%	0.0%	.9%	1.7%	5.1%	10.7%	16.2%	8.7%	9.3%	5.1%	8.5%	8.2%	6.2%	4.4%
	100.0%	45.5%	54.5%	0.0%	2.1%	1.7%	21.9%	40.1%	29.9%	4.3%	26.4%	21.5%	18.1%	16.4%	12.7%	4.8%
Radio 101	51	29	22	0	2	3	14	18	15	0	4	20	6	5	7	10
	2.8%	3.2%	2.4%	0.0%	.7%	2.3%	2.5%	3.8%	6.5%	0.0%	1.0%	3.7%	2.2%	2.1%	2.5%	7.4%
	100.0%	56.5%	43.5%	0.0%	3.7%	5.5%	26.3%	34.9%	29.6%	0.0%	6.8%	38.9%	11.5%	10.4%	12.7%	19.8%
Bay Radio	139	71	68	11	61	12	44	11	0	0	21	47	22	14	26	9
	7.6%	7.9%	7.4%	13.1%	20.8%	9.5%	8.1%	2.3%	0.0%	0.0%	5.9%	8.8%	8.0%	5.4%	10.1%	6.5%
	100.0%	51.1%	48.9%	8.0%	43.7%	8.5%	31.8%	8.0%	0.0%	0.0%	15.4%	33.7%	15.6%	9.8%	19.0%	6.4%
Calypso Radio	78	45	34	0	1	6	23	38	11	0	14	25	19	10	7	3
	4.3%	5.0%	3.7%	0.0%	.2%	4.7%	4.1%	8.0%	4.8%	0.0%	4.0%	4.6%	6.9%	4.1%	2.8%	2.2%
	100.0%	57.0%	43.0%	0.0%	.9%	7.5%	28.7%	48.7%	14.2%	0.0%	18.3%	31.5%	23.6%	13.3%	9.4%	3.9%
RTK	86	41	45	0	2	3	18	41	16	7	17	21	11	13	14	10
	4.7%	4.5%	4.9%	0.0%	.6%	2.5%	3.3%	8.5%	6.6%	11.1%	4.8%	3.9%	4.1%	5.2%	5.2%	7.4%
	100.0%	47.3%	52.7%	0.0%	1.9%	3.7%	21.0%	47.3%	18.0%	8.1%	20.1%	24.0%	12.9%	15.4%	15.8%	11.8%
Smash Radio	20	11	9	0	7	1	7	4	0	1	4	7	3	3	2	0
	1.1%	1.2%	1.0%	0.0%	2.3%	.9%	1.2%	.9%	0.0%	1.7%	1.2%	1.3%	1.3%	1.3%	.8%	0.0%
	100.0%	55.2%	44.8%	0.0%	33.4%	5.6%	33.4%	22.2%	0.0%	5.4%	20.6%	35.2%	17.1%	16.8%	10.3%	0.0%
Radju Marija	38	8	29	0	1	0	7	10	11	9	5	15	5	5	9	0
	2.1%	.9%	3.2%	0.0%	.4%	0.0%	1.3%	2.0%	4.7%	14.2%	1.3%	2.7%	1.8%	1.9%	3.3%	0.0%
	100.0%	21.4%	78.6%	0.0%	3.0%	0.0%	18.3%	25.7%	29.1%	23.8%	12.4%	38.8%	12.8%	12.9%	23.1%	0.0%
Campus FM	7	5	2	0	0	0	4	1	2	0	3	1	1	1	1	0
	.4%	.5%	.3%	0.0%	0.0%	0.0%	.7%	.2%	1.0%	0.0%	.9%	.1%	.4%	.4%	.3%	0.0%
	100.0%	66.5%	33.5%	0.0%	0.0%	0.0%	50.5%	15.6%	33.9%	0.0%	44.9%	10.8%	16.8%	15.6%	12.0%	0.0%
Vibe FM	48	32	16	5	22	8	10	2	0	0	7	14	9	7	7	3
	2.6%	3.6%	1.7%	6.3%	7.7%	6.3%	1.9%	.3%	0.0%	0.0%	2.1%	2.6%	3.4%	2.6%	2.8%	2.5%
	100.0%	67.4%	32.6%	11.2%	47.2%	16.4%	21.8%	3.4%	0.0%	0.0%	15.7%	28.7%	19.1%	14.0%	15.4%	7.1%

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
	TOTAL															
XFM	42	27	16	1	15	8	14	6	0	0	8	13	7	8	5	1
	2.3%	2.9%	1.7%	.9%	5.1%	6.2%	2.5%	1.2%	0.0%	0.0%	2.2%	2.5%	2.6%	3.2%	1.9%	1.0%
Community Radio Stations	100.0%	62.6%	37.4%	1.7%	34.9%	18.0%	31.9%	13.4%	0.0%	0.0%	18.4%	31.1%	16.5%	19.0%	11.8%	3.1%
	14	9	5	0	1	1	4	7	0	0	4	7	0	0	0	3
	.7%	1.0%	.5%	0.0%	.4%	1.1%	.8%	1.4%	0.0%	0.0%	1.1%	1.3%	0.0%	0.0%	0.0%	1.9%
Foreign Radio Station	100.0%	64.6%	35.4%	0.0%	9.6%	9.6%	31.3%	49.5%	0.0%	0.0%	28.5%	52.7%	0.0%	0.0%	0.0%	18.8%
	12	7	5	0	1	1	6	4	0	1	4	3	1	3	1	0
	.7%	.8%	.5%	0.0%	.4%	.6%	1.1%	.8%	0.0%	1.2%	1.0%	.6%	.3%	1.2%	.6%	0.0%
No particular radio station	100.0%	59.0%	41.0%	0.0%	8.8%	5.8%	48.3%	30.6%	0.0%	6.5%	29.5%	26.4%	5.8%	26.2%	12.2%	0.0%
	40	26	14	0	3	2	10	17	4	3	12	10	7	5	4	2
	2.2%	2.9%	1.5%	0.0%	1.1%	1.5%	1.9%	3.6%	1.8%	4.7%	3.5%	1.8%	2.6%	1.9%	1.4%	1.5%
Did not remember	100.0%	65.3%	34.7%	0.0%	8.0%	4.8%	26.3%	42.9%	10.6%	7.4%	31.3%	24.8%	17.4%	11.9%	9.4%	5.2%
	7	4	3	0	1	0	1	1	3	0	0	3	1	1	1	0
	.4%	.5%	.3%	0.0%	.4%	0.0%	.2%	.3%	1.3%	0.0%	0.0%	.6%	.5%	.3%	.6%	0.0%
Did not listen to radio	100.0%	59.6%	40.4%	0.0%	16.5%	0.0%	19.7%	18.5%	45.2%	0.0%	0.0%	47.7%	18.5%	12.5%	21.4%	0.0%
	942	453	490	64	161	66	296	214	110	31	202	274	132	128	125	81
	51.8%	50.3%	53.3%	75.2%	55.1%	52.9%	54.4%	44.9%	46.9%	49.9%	55.9%	51.3%	49.1%	50.4%	47.7%	58.4%
No response	100.0%	48.0%	52.0%	6.8%	17.1%	7.0%	31.4%	22.8%	11.6%	3.3%	21.4%	29.1%	14.0%	13.6%	13.3%	8.6%
	17	5	12	1	3	6	2	4	0	1	5	2	2	4	2	2
	.9%	.5%	1.3%	.8%	1.0%	4.5%	.4%	.9%	0.0%	1.5%	1.3%	.4%	.6%	1.8%	.9%	1.3%
	100.0%	27.6%	72.4%	4.1%	18.0%	32.9%	13.6%	25.8%	0.0%	5.7%	28.5%	11.2%	9.8%	26.5%	13.2%	10.7%
Total	1820	901	919	85	293	124	544	477	234	63	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%	4.7%	16.1%	6.8%	29.9%	26.2%	12.9%	3.5%	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 [JAN-MAR 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Radju Malta	85	15	9	12	13	17	12	9	34	31	20
	4.7%	5.6%	3.2%	4.6%	4.8%	6.8%	4.5%	3.3%	5.4%	5.4%	3.3%
	100.0%	17.1%	10.0%	14.2%	14.9%	20.2%	13.6%	10.1%	39.7%	36.7%	23.6%
Radju Parlament 106.6	5	2	0	1	0	1	1	0	3	2	0
	.3%	.8%	0.0%	.5%	0.0%	.3%	.4%	0.0%	.5%	.3%	0.0%
	100.0%	41.0%	0.0%	23.5%	0.0%	17.4%	18.1%	0.0%	60.2%	39.8%	0.0%
Magic Radio	61	6	8	9	6	9	12	10	16	21	25
	3.4%	2.4%	3.2%	3.4%	2.4%	3.7%	4.8%	3.8%	2.5%	3.5%	4.1%
	100.0%	10.1%	13.6%	14.4%	10.1%	15.3%	20.3%	16.2%	25.7%	33.5%	40.8%
ONE Radio	127	15	15	27	16	16	25	13	40	51	36
	7.0%	5.8%	5.6%	10.3%	6.2%	6.2%	9.7%	5.1%	6.4%	8.8%	5.8%
	100.0%	11.8%	11.6%	21.2%	12.7%	12.3%	19.7%	10.5%	31.7%	40.3%	28.0%
Radio 101	51	5	5	5	12	9	7	8	20	17	15
	2.8%	2.1%	2.0%	2.1%	4.6%	3.4%	2.6%	3.0%	3.1%	2.9%	2.5%
	100.0%	10.6%	10.1%	10.7%	23.3%	16.8%	13.2%	15.3%	38.3%	32.2%	29.5%
Bay Radio	139	14	27	13	19	22	25	20	50	45	44
	7.6%	5.4%	10.1%	5.1%	7.2%	8.6%	9.6%	7.5%	8.0%	7.8%	7.2%
	100.0%	10.1%	19.1%	9.5%	13.6%	15.7%	17.7%	14.2%	35.9%	32.6%	31.5%
Calypso Radio	78	10	13	12	12	7	9	16	26	27	25
	4.3%	4.0%	4.8%	4.7%	4.4%	2.9%	3.5%	5.9%	4.1%	4.7%	4.2%
	100.0%	13.1%	16.0%	15.7%	14.8%	9.2%	11.3%	19.8%	33.0%	34.7%	32.4%
RTK	86	7	14	11	10	13	14	18	25	30	31
	4.7%	2.7%	5.3%	4.2%	3.8%	5.2%	5.3%	6.7%	4.0%	5.1%	5.1%
	100.0%	8.2%	16.1%	12.7%	11.4%	15.1%	15.9%	20.5%	29.3%	34.4%	36.3%
Smash Radio	20	3	3	4	4	2	2	2	8	5	6
	1.1%	1.2%	1.0%	1.4%	1.6%	.9%	.8%	.8%	1.3%	.9%	1.0%
	100.0%	15.4%	13.2%	18.2%	21.3%	11.2%	10.6%	10.1%	40.9%	27.2%	31.9%
Radju Marija	38	9	5	4	3	5	6	5	11	10	17
	2.1%	3.5%	1.9%	1.4%	1.2%	2.2%	2.2%	2.0%	1.8%	1.7%	2.7%
	100.0%	24.3%	13.2%	10.0%	8.7%	14.5%	15.2%	14.2%	29.5%	25.7%	44.8%
Campus FM	7	1	1	1	1	3	1	0	2	3	2
	.4%	.3%	.3%	.3%	.5%	1.1%	.3%	0.0%	.3%	.6%	.3%
	100.0%	10.8%	10.7%	12.5%	16.8%	37.3%	12.0%	0.0%	26.3%	46.2%	27.5%
Vibe FM	48	10	7	5	10	5	6	6	23	10	14
	2.6%	3.7%	2.5%	1.9%	3.7%	1.9%	2.3%	2.4%	3.7%	1.8%	2.3%
	100.0%	20.2%	13.9%	10.2%	20.4%	10.0%	12.3%	13.0%	48.9%	22.0%	29.2%
XFM	42	7	6	4	10	10	2	3	12	19	12
	2.3%	2.7%	2.2%	1.7%	4.0%	3.9%	.9%	1.0%	1.9%	3.2%	2.0%
	100.0%	16.5%	13.5%	10.5%	24.6%	23.3%	5.2%	6.4%	27.7%	44.2%	28.2%
Community Stations	14	3	3	4	1	0	2	2	6	4	3
	.7%	1.0%	1.3%	1.4%	.3%	0.0%	.6%	.6%	1.0%	.7%	.5%
	100.0%	19.5%	25.2%	26.1%	5.7%	0.0%	11.5%	12.0%	46.3%	29.9%	23.8%
Foreign Radio Station	12	2	3	2	1	2	2	1	6	4	2
	.7%	.8%	1.0%	.6%	.4%	.7%	.6%	.3%	.9%	.7%	.4%
	100.0%	17.9%	23.0%	13.1%	9.5%	15.2%	13.8%	7.6%	48.7%	31.7%	19.6%
No particular radio station	40	2	3	9	6	9	9	2	11	10	19
	2.2%	.6%	1.0%	3.4%	2.3%	3.5%	3.7%	.8%	1.7%	1.7%	3.1%
	100.0%	4.2%	6.9%	22.6%	15.1%	22.3%	23.8%	5.1%	27.1%	25.0%	47.9%
Did not remember	7	2	1	0	1	0	1	1	3	2	1
	.4%	.9%	.5%	0.0%	.3%	0.0%	.4%	.5%	.5%	.4%	.2%
	100.0%	32.8%	18.5%	0.0%	12.5%	0.0%	16.5%	19.7%	47.5%	31.2%	21.4%
Did not listen to radio	942	145	141	130	136	121	123	147	326	284	332
	51.8%	55.6%	53.4%	49.9%	51.6%	48.1%	47.7%	55.9%	52.0%	48.9%	54.2%
	100.0%	15.4%	14.9%	13.8%	14.4%	12.9%	13.0%	15.6%	34.6%	30.2%	35.2%
No Response	17	3	2	8	2	1	0	1	5	5	6
	.9%	1.0%	.7%	3.0%	.8%	.6%	0.0%	.4%	.8%	.9%	1.0%
	100.0%	16.1%	11.2%	46.0%	11.8%	8.7%	0.0%	6.2%	31.0%	31.2%	37.8%
Total	1820	261	263	261	263	252	257	263	628	581	611
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	14.5%	14.3%	14.4%	13.9%	14.1%	14.4%	34.5%	31.9%	33.6%

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

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2012]

Daily Average	TVM	ONE	NET TV	TVM2/ EDUCATION 22	iTV	FAVOURITE CHANNEL	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WORLD /ENT.	OTHER STATION	HIGHEST
Monday	2.321	1.728	0.373	0.029	0.000	0.000	0.217	0.031	0.000	0.414	0.442	0.701	0.244	0.041	0.150	1.084	2.321
Tuesday	2.483	1.364	0.292	0.000	0.000	0.000	0.161	0.000	0.000	0.294	0.914	0.445	0.130	0.000	0.032	0.754	2.483
Wednesday	1.713	2.549	1.153	0.033	0.000	0.052	0.212	0.230	0.000	0.145	0.327	0.237	0.190	0.044	0.120	0.827	2.549
Thursday	2.570	1.345	0.312	0.000	0.000	0.000	0.553	0.000	0.042	0.036	0.417	0.224	0.163	0.000	0.070	1.160	2.570
Friday	3.513	1.335	0.410	0.076	0.000	0.000	0.243	0.000	0.000	0.072	0.034	0.362	0.148	0.000	0.088	0.842	3.513
Saturday	1.964	1.739	0.736	0.000	0.000	0.000	0.323	0.060	0.000	0.173	0.421	0.233	0.188	0.034	0.024	1.324	1.964
Sunday	3.387	1.592	0.836	0.133	0.085	0.000	0.127	0.032	0.000	0.337	0.465	0.211	0.109	0.008	0.164	0.667	3.387
Mon-Sun	2.562	1.665	0.587	0.039	0.012	0.007	0.262	0.050	0.006	0.211	0.434	0.345	0.167	0.018	0.093	0.950	2.562
Highest	3.513	2.549	1.153	0.133	0.085	0.052	0.553	0.230	0.042	0.414	0.914	0.701	0.244	0.044	0.164	1.324	

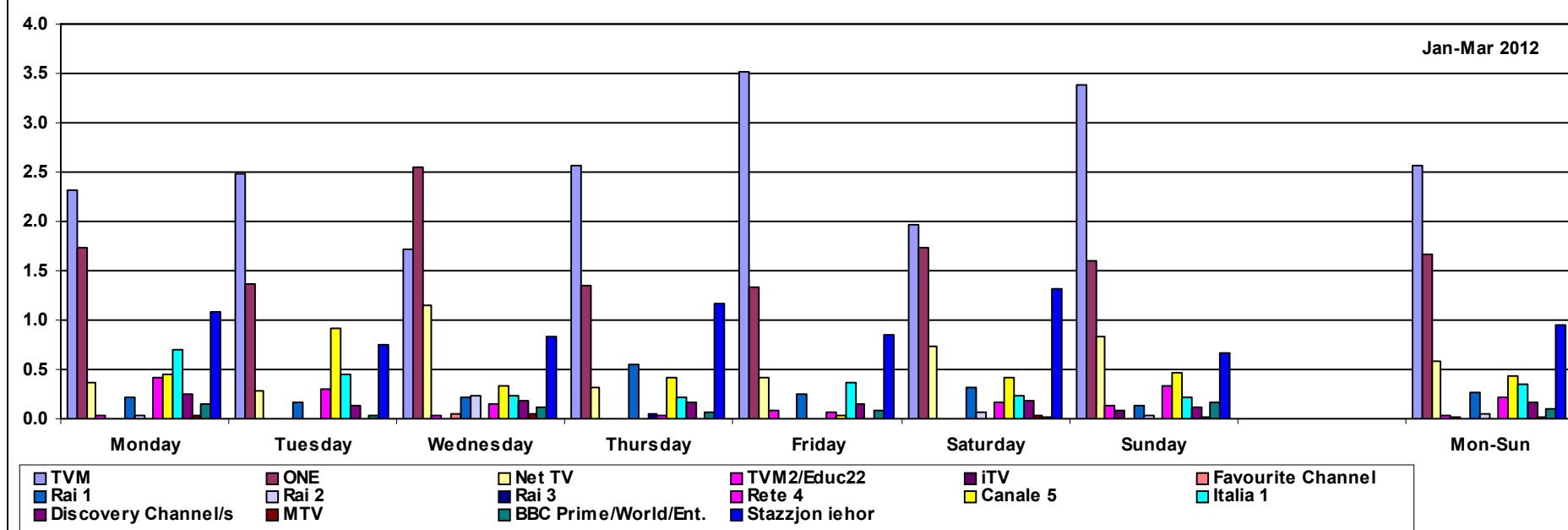


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2012]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN-MAR 2012]

	TVM	ONE	NET TV	TVM2\ EDUCATION 22	ITV	FAVOURITE CHANNEL	Rai 1	Rai 2	Rai 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/ WORLD/ENT.	OTHER STATION	HIGHEST
Mon	14.298	8.990	2.019	0.473	0.000	0.000	1.303	0.326	0.000	1.961	1.921	2.758	1.501	0.297	0.715	4.771	14.298
Tue	22.755	8.687	1.704	0.000	0.000	0.000	0.985	0.000	0.000	1.715	3.368	2.943	0.843	0.000	0.346	5.467	22.755
Wed	11.217	10.497	9.876	0.320	0.000	0.799	1.751	2.506	0.000	1.520	1.181	2.177	1.106	0.433	0.793	3.094	11.217
Thr	21.450	8.875	2.653	0.000	0.000	0.000	2.844	0.000	0.413	0.294	1.937	1.140	1.454	0.000	0.413	6.879	21.450
Fri	21.962	5.377	3.495	0.534	0.000	0.000	1.825	0.000	0.000	0.430	0.522	2.826	0.788	0.000	0.640	4.016	21.962
Sat	9.492	5.759	2.913	0.000	0.000	0.000	2.946	0.438	0.000	1.230	3.558	1.836	1.875	0.338	0.303	3.788	9.492
Sun	17.290	5.432	4.569	0.296	0.597	0.000	0.728	0.447	0.000	1.358	1.744	1.217	0.962	0.413	0.627	3.733	17.290
Hghst	22.755	10.497	9.876	0.534	0.597	0.799	2.946	2.506	0.413	1.961	3.558	2.943	1.875	0.433	0.793	6.879	

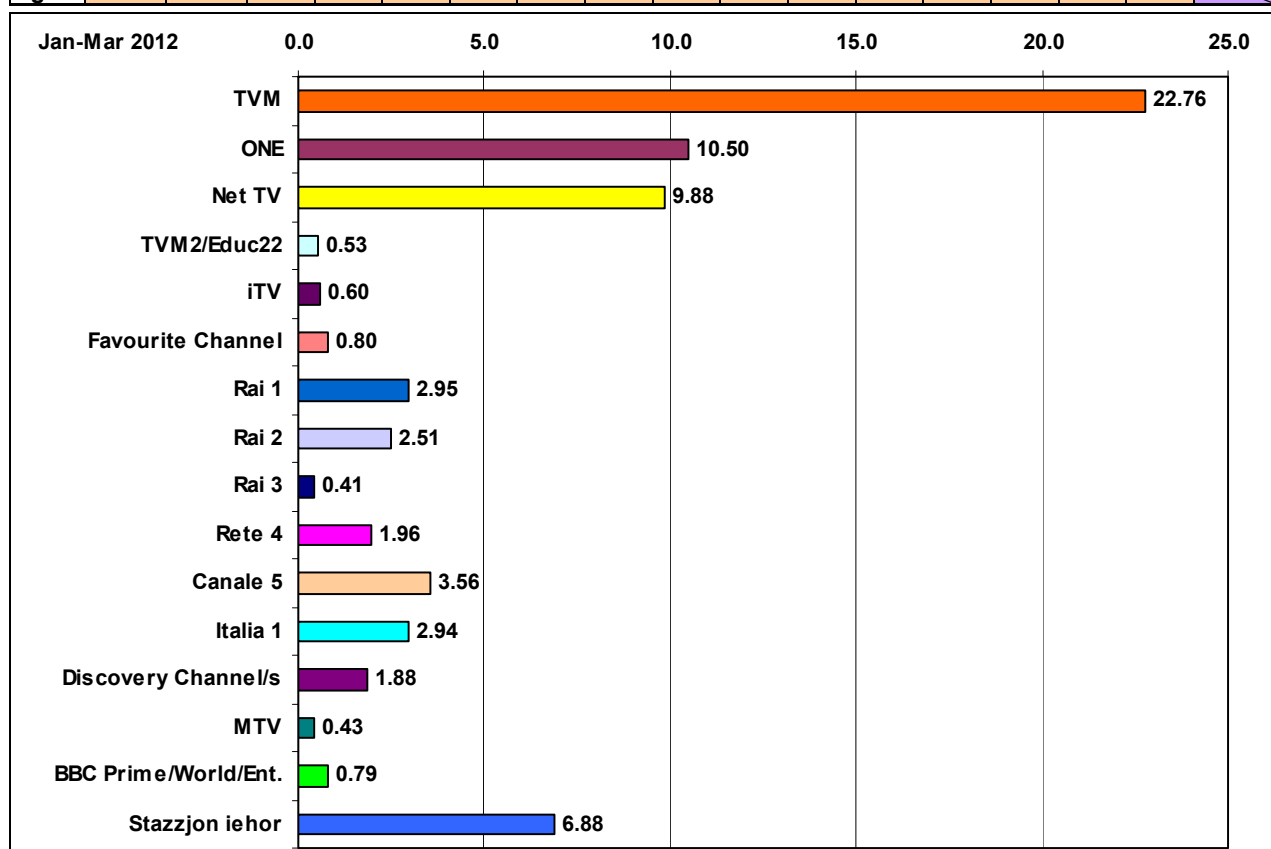


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN-MAR 2012]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	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	100.0	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	0.517	0.000	0.000	0.000	0.000	99.48	100
7:00	0.681	0.347	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	98.46	100
7:30	1.015	0.347	0.332	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	97.79	100
8:00	1.027	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.022	0.000	0.000	0.000	0.000	97.62	100
8:30	0.681	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.319	0.000	0.000	0.000	0.000	97.67	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	1.319	0.000	0.000	0.000	0.000	98.68	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	0.801	0.000	0.000	0.000	0.000	99.20	100
10:00	0.000	0.347	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.801	0.000	0.000	0.000	0.000	98.85	100
10:30	0.000	0.643	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.801	0.000	0.000	0.000	0.000	98.56	100
11:00	0.336	0.643	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.101	0.000	0.000	0.000	0.350	97.57	100
11:30	0.336	0.643	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.101	0.000	0.000	0.000	0.350	97.27	100
NOON	1.110	0.940	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.299	1.101	0.000	0.000	0.000	0.350	95.90	100
12:30	1.110	0.940	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.350	0.299	0.801	0.000	0.000	0.000	0.350	95.85	100
1:00	1.110	1.274	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.649	0.596	0.505	0.000	0.000	0.000	0.990	94.58	100
1:30	1.110	1.274	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.649	0.596	0.505	0.000	0.000	0.000	0.670	94.90	100
2:00	1.110	1.274	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.649	1.244	0.505	0.000	0.000	0.000	1.584	93.63	100
2:30	1.110	1.571	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.649	0.945	0.505	0.000	0.000	0.000	1.264	93.96	100
3:00	1.457	1.867	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.649	0.945	0.505	0.000	0.278	0.000	2.227	91.77	100
3:30	1.457	1.867	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.649	0.945	0.505	0.000	0.278	0.000	2.227	91.77	100
4:00	1.893	2.031	0.299	0.000	0.000	0.000	0.709	0.000	0.000	0.649	0.649	0.505	0.267	0.000	0.000	1.744	91.25	100
4:30	2.192	1.734	0.000	0.000	0.000	0.000	0.709	0.000	0.000	0.649	0.649	0.505	0.267	0.000	0.000	1.744	91.55	100
5:00	2.780	1.734	0.416	0.000	0.000	0.000	0.709	0.000	0.000	0.649	1.780	0.505	0.000	0.000	0.000	2.021	89.41	100
5:30	3.112	2.513	0.416	0.000	0.000	0.000	0.709	0.000	0.000	0.649	1.780	0.505	0.000	0.000	0.000	2.021	88.29	100
6:00	4.369	4.159	1.217	0.000	0.000	0.000	0.410	0.000	0.000	0.649	0.649	1.039	0.000	0.000	0.635	3.004	83.87	100
6:30	4.665	4.159	1.217	0.000	0.000	0.000	0.410	0.000	0.000	0.649	0.649	1.039	0.000	0.000	0.635	3.004	83.57	100
7:00	5.874	4.257	1.217	0.000	0.000	0.000	0.410	0.000	0.000	0.649	0.649	0.969	0.898	0.297	0.715	2.816	81.25	100
7:30	6.242	7.302	1.722	0.000	0.000	0.000	0.410	0.000	0.000	0.649	0.649	1.486	1.501	0.297	0.715	2.537	76.49	100
7:45	6.242	6.783	2.019	0.000	0.000	0.000	0.410	0.000	0.000	0.649	0.649	1.486	1.501	0.297	0.715	2.537	76.71	100
8:00	14.292	6.567	1.902	0.000	0.000	0.000	0.410	0.267	0.000	1.580	1.166	2.597	1.035	0.289	0.715	3.192	65.99	100
8:30	14.298	8.990	1.397	0.473	0.000	0.000	0.707	0.267	0.000	1.250	1.866	2.758	1.035	0.289	0.715	3.643	62.31	100
9:00	11.820	7.347	1.263	0.473	0.000	0.000	1.006	0.326	0.000	1.961	1.921	1.707	1.451	0.000	0.416	4.771	65.54	100
9:30	11.037	6.081	1.381	0.473	0.000	0.000	1.303	0.326	0.000	1.443	1.921	1.113	1.451	0.000	0.416	3.208	69.85	100
10:00	6.313	4.048	1.012	0.000	0.000	0.000	1.006	0.326	0.000	1.176	0.405	1.113	0.849	0.000	0.416	2.779	80.56	100
10:30	2.937	1.909	0.299	0.000	0.000	0.000	0.709	0.000	0.000	1.176	0.405	0.596	0.849	0.000	0.416	2.084	88.62	100
11:00	1.212	1.078	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.176	0.000	0.839	0.416	0.000	0.416	1.053	93.81	100
11:30	0.807	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.839	0.416	0.000	0.416	0.603	96.49	100
avg.	2.32	1.73	0.37	0.03	0.00	0.00	0.22	0.03	0.00	0.41	0.44	0.70	0.24	0.04	0.15	1.08	92.23	
max.	14.30	8.99	2.02	0.47	0.00	0.00	1.30	0.33	0.00	1.96	1.92	2.76	1.50	0.30	0.72	4.77	100.0	
σ.	3.68	2.40	0.58	0.11	0.00	0.00	0.34	0.09	0.00	0.51	0.60	0.63	0.47	0.10	0.26	1.30	10.19	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
3:00	0.000	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	0.000	0.000	99.68	100
3:30	0.000	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	0.000	0.000	99.68	100
4:00	0.000	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	0.000	0.000	99.68	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	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	100.0	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	100.0	100
7:00	0.000	0.293	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.838	0.000	0.000	0.000	0.000	0.000	98.87	100
7:30	0.000	0.616	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.838	0.000	0.000	0.000	0.000	0.000	98.55	100
8:00	0.461	0.616	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.838	0.000	0.000	0.000	0.000	0.344	97.74	100
8:30	0.900	0.616	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.344	97.65	100
9:00	0.900	0.293	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	98.31	100
9:30	0.401	0.293	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	98.81	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.51	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.51	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.51	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.51	100
NOON	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.10	100
12:30	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	99.10	100
1:00	1.103	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	98.12	100
1:30	1.103	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	98.12	100
2:00	1.066	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.825	0.000	0.000	0.000	0.000	0.000	97.82	100
2:30	1.066	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.171	0.000	0.000	0.000	0.000	0.000	97.48	100
3:00	1.352	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.171	0.000	0.000	0.000	0.000	0.759	96.43	100
3:30	1.352	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.171	0.000	0.499	0.000	0.000	0.759	95.93	100
4:00	0.365	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.430	1.171	0.000	0.000	0.000	0.000	0.330	97.42	100
4:30	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.430	1.650	0.332	0.000	0.000	0.000	0.617	96.61	100
5:00	0.365	0.776	1.001	0.000	0.000	0.000	0.000	0.000	0.000	0.430	2.291	0.332	0.330	0.000	0.000	0.912	93.56	100
5:30	0.365	0.776	0.589	0.000	0.000	0.000	0.000	0.000	0.000	0.430	2.291	0.332	0.000	0.000	0.000	0.912	94.30	100
6:00	1.189	1.497	0.589	0.000	0.000	0.000	0.479	0.000	0.000	0.430	2.291	0.332	0.809	0.000	0.346	0.943	91.09	100
6:30	1.532	2.009	0.589	0.000	0.000	0.000	0.479	0.000	0.000	0.430	2.291	0.000	0.809	0.000	0.346	0.943	90.57	100
7:00	3.487	3.198	0.883	0.000	0.000	0.000	0.906	0.000	0.000	0.430	2.291	1.915	0.843	0.000	0.346	1.159	84.54	100
7:30	4.604	8.260	1.588	0.000	0.000	0.000	0.906	0.000	0.000	0.724	1.959	1.416	0.843	0.000	0.000	1.968	77.73	100
7:45	4.604	8.260	1.292	0.000	0.000	0.000	0.906	0.000	0.000	0.724	1.959	1.416	0.843	0.000	0.000	1.968	78.03	100
8:00	18.061	8.687	1.585	0.000	0.000	0.000	0.691	0.000	0.000	1.320	1.959	2.054	0.000	0.000	0.000	2.333	63.31	100
8:30	21.369	8.531	1.704	0.000	0.000	0.000	0.985	0.000	0.000	1.026	3.144	2.514	0.000	0.000	0.264	3.655	56.81	100
9:00	22.755	7.007	1.704	0.000	0.000	0.000	0.985	0.000	0.000	1.715	3.202	2.943	0.343	0.000	0.264	5.467	53.62	100
9:30	19.686	5.374	0.999	0.000	0.000	0.000	0.985	0.000	0.000	1.715	3.368	2.943	0.343	0.000	0.000	5.467	59.12	100
10:00	7.794	3.383	0.587	0.000	0.000	0.000	0.293	0.000	0.000	1.303	1.755	2.483	0.343	0.000	0.000	3.765	78.29	100
10:30	3.600	3.383	0.587	0.000	0.000	0.000	0.293	0.000	0.000	0.960	0.899	1.862	0.343	0.000	0.000	2.219	85.85	100
11:00	1.018	0.000	0.596	0.000	0.000	0.000	0.000	0.000	0.000	0.960	0.000	0.928	0.000	0.000	0.000	1.192	95.31	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.960	0.000	0.000	0.000	0.000	0.000	0.875	98.16	100
avg.	2.48	1.36	0.29	0.00	0.00	0.00	0.16	0.00	0.00	0.29	0.91	0.44	0.13	0.00	0.03	0.75	93.13	
max.	22.76	8.69	1.70	0.00	0.00	0.00	0.98	0.00	0.00	1.71	3.37	2.94	0.84	0.00	0.35	5.47	100.0	
σ.	5.65	2.56	0.52	0.00	0.00	0.00	0.33	0.00	0.00	0.48	0.98	0.88	0.27	0.00	0.10	1.34	12.05	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	100.0	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	100.0	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	100.0	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	100.0	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	0.278	99.72	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	0.278	99.72	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.497	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
6:00	0.497	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
6:30	0.497	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
7:00	1.532	0.972	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.50	100
7:30	1.532	0.972	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.50	100
8:00	1.532	1.441	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	96.76	100
8:30	1.206	1.441	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	96.79	100
9:00	0.907	1.143	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.613	97.04	100
9:30	0.907	1.143	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	97.38	100
10:00	0.907	1.173	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	97.36	100
10:30	0.410	1.173	0.000	0.000	0.000	0.000	0.299	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	97.85	100
11:00	0.759	1.173	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	97.80	100
11:30	0.759	1.173	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.267	97.80	100
NOON	0.717	1.173	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.699	97.08	100
12:30	0.717	1.173	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.699	97.08	100
1:00	0.717	2.019	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.109	95.82	100
1:30	0.717	2.019	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.109	95.82	100
2:00	0.717	2.345	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.699	95.91	100
2:30	0.717	2.345	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.296	0.000	0.000	0.000	0.000	1.032	95.28	100
3:00	0.984	2.345	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.990	0.771	0.289	0.000	0.000	1.032	93.26	100
3:30	0.984	2.345	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.990	0.267	0.289	0.000	0.000	0.699	94.10	100
4:00	0.984	3.106	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.585	0.267	0.289	0.000	0.000	1.132	93.31	100
4:30	0.984	3.106	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.585	0.267	0.289	0.000	0.000	0.699	94.07	100
5:00	0.984	3.438	0.625	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.595	0.000	0.289	0.000	0.497	1.541	92.03	100
5:30	0.984	3.438	0.993	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.595	0.000	0.289	0.000	0.497	1.541	91.66	100
6:00	3.282	4.878	1.738	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.749	0.000	0.000	0.000	0.793	1.946	86.61	100
6:30	3.794	4.878	2.609	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.181	0.000	0.000	0.000	0.793	1.919	84.83	100
7:00	5.027	6.957	3.013	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.181	0.000	1.106	0.433	0.793	2.528	78.96	100
7:30	5.027	10.250	3.013	0.000	0.000	0.000	0.432	0.000	0.000	0.000	1.181	0.000	1.106	0.433	0.497	2.861	75.20	100
7:45	5.027	10.250	3.423	0.000	0.000	0.000	0.432	0.000	0.000	0.000	1.181	0.000	1.106	0.433	0.497	2.861	74.79	100
8:00	11.217	9.984	5.356	0.000	0.000	0.000	0.299	0.785	0.000	0.756	1.045	1.132	1.106	0.433	0.497	1.725	65.66	100
8:30	9.636	10.497	9.876	0.320	0.000	0.000	1.679	1.387	0.000	1.520	1.181	2.095	0.602	0.433	0.497	2.105	58.17	100
9:00	7.700	8.311	8.905	0.320	0.000	0.472	1.247	2.506	0.000	1.520	1.178	2.177	1.085	0.000	0.497	3.094	60.99	100
9:30	6.812	8.311	6.248	0.320	0.000	0.472	1.751	2.506	0.000	1.055	1.178	1.712	0.484	0.000	0.000	3.094	66.06	100
10:00	3.113	4.932	3.410	0.320	0.000	0.799	1.751	2.186	0.000	0.709	0.882	1.712	0.484	0.000	0.000	1.966	77.74	100
10:30	1.133	3.871	2.580	0.320	0.000	0.799	0.803	1.585	0.000	0.709	0.450	0.781	0.484	0.000	0.000	1.380	85.11	100
11:00	0.000	0.712	1.097	0.000	0.000	0.000	0.504	0.299	0.000	0.410	0.000	0.432	0.000	0.000	0.000	0.000	96.55	100
11:30	0.000	0.416	0.632	0.000	0.000	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.000	0.000	0.000	0.000	98.54	100
avg.	1.71	2.55	1.15	0.03	0.00	0.05	0.21	0.23	0.00	0.14	0.33	0.24	0.19	0.04	0.12	0.83	92.17	
max.	11.22	10.50	9.88	0.32	0.00	0.80	1.75	2.51	0.00	1.52	1.18	2.18	1.11	0.43	0.79	3.09	100.0	
σ.	2.56	3.11	2.24	0.10	0.00	0.18	0.46	0.64	0.00	0.37	0.47	0.56	0.35	0.13	0.25	0.95	11.08	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	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	100.0	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	100.0	100
7:00	0.000	0.347	0.000	0.000	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
7:30	0.000	0.347	0.000	0.000	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
8:00	0.330	0.347	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.501	0.000	0.000	0.000	98.82	100
8:30	0.330	0.347	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.555	98.77	100
9:00	0.000	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.555	98.83	100
9:30	0.000	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.555	98.83	100
10:00	0.265	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.555	98.20	100
10:30	0.265	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.555	98.20	100
11:00	0.265	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.75	100
11:30	0.265	0.296	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.75	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.653	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.494	98.49	100
12:30	0.000	0.000	0.000	0.000	0.000	0.000	0.653	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.048	97.93	100
1:00	0.324	0.000	0.000	0.000	0.000	0.000	0.653	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.343	97.32	100
1:30	0.324	0.000	0.000	0.000	0.000	0.000	0.653	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.343	97.32	100
2:00	0.838	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.502	0.000	0.000	0.000	0.838	97.13	100
2:30	0.324	0.622	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.502	0.000	0.000	0.000	1.103	96.76	100
3:00	0.599	0.622	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.798	0.000	0.000	0.000	0.838	96.45	100
3:30	0.599	0.622	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.296	0.000	0.000	0.000	0.838	96.95	100
4:00	0.276	0.622	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.268	97.14	100
4:30	0.276	0.347	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.268	97.42	100
5:00	0.563	0.347	0.000	0.000	0.000	0.000	0.618	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	1.220	96.89	100
5:30	0.563	0.347	0.000	0.000	0.000	0.000	0.618	0.000	0.413	0.000	0.772	0.000	0.000	0.000	0.000	1.220	96.07	100
6:00	1.548	1.993	0.880	0.000	0.000	0.000	0.618	0.000	0.413	0.000	0.772	0.294	0.000	0.000	0.000	1.553	91.93	100
6:30	1.261	1.993	0.922	0.000	0.000	0.000	0.618	0.000	0.413	0.000	1.059	0.294	0.000	0.000	0.000	1.983	91.46	100
7:00	4.832	2.995	1.240	0.000	0.000	0.000	0.618	0.000	0.413	0.294	0.772	0.589	0.000	0.000	0.318	1.313	86.62	100
7:30	5.766	7.036	2.173	0.000	0.000	0.000	1.049	0.000	0.413	0.294	0.772	0.865	0.000	0.000	0.318	1.313	80.00	100
7:45	5.766	7.036	2.653	0.000	0.000	0.000	1.049	0.000	0.000	0.294	0.772	0.865	0.000	0.000	0.318	1.313	79.93	100
8:00	20.275	6.464	2.446	0.000	0.000	0.000	1.608	0.000	0.000	0.294	1.509	1.140	0.513	0.000	0.000	4.420	61.33	100
8:30	21.450	8.875	1.933	0.000	0.000	0.000	2.844	0.000	0.000	0.000	1.937	1.140	1.110	0.000	0.000	5.010	55.70	100
9:00	20.049	8.255	1.609	0.000	0.000	0.000	2.837	0.000	0.000	0.294	1.524	1.140	1.454	0.000	0.413	6.879	55.55	100
9:30	17.908	5.794	1.116	0.000	0.000	0.000	2.837	0.000	0.000	0.294	1.524	1.140	1.454	0.000	0.413	6.879	60.64	100
10:00	11.701	4.402	0.296	0.000	0.000	0.000	2.020	0.000	0.000	0.000	1.046	0.570	1.454	0.000	0.413	5.055	73.04	100
10:30	6.113	2.687	0.000	0.000	0.000	0.000	2.020	0.000	0.000	0.000	1.046	0.276	0.343	0.000	0.413	4.236	82.87	100
11:00	1.908	0.977	0.000	0.000	0.000	0.000	0.790	0.000	0.000	0.000	0.722	0.276	0.837	0.000	0.413	0.972	93.10	100
11:30	0.927	0.683	0.000	0.000	0.000	0.000	0.447	0.000	0.000	0.000	0.722	0.276	0.343	0.000	0.413	0.324	95.87	100
avg.	2.57	1.34	0.31	0.00	0.00	0.00	0.55	0.00	0.04	0.04	0.42	0.22	0.16	0.00	0.07	1.16	93.11	
max.	21.45	8.87	2.65	0.00	0.00	0.00	2.84	0.00	0.41	0.29	1.94	1.14	1.45	0.00	0.41	6.88	100.0	
σ.	5.68	2.42	0.70	0.00	0.00	0.00	0.76	0.00	0.13	0.10	0.49	0.37	0.40	0.00	0.15	1.74	12.06	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	0.522	0.000	0.000	0.000	0.000	0.000	99.48	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.522	0.000	0.000	0.000	0.000	0.000	99.48	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
4:00	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
4:30	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
5:00	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
5:30	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
6:00	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
6:30	0.000	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
7:00	0.309	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.38	100
7:30	0.309	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.38	100
8:00	0.309	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.38	100
8:30	0.979	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.71	100
9:00	0.979	0.309	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	98.29	100
9:30	0.979	0.615	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	97.99	100
10:00	0.608	0.615	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	98.05	100
10:30	0.917	0.615	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	97.74	100
11:00	1.431	1.194	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	96.65	100
11:30	1.431	1.194	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	96.65	100
NOON	1.945	0.887	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.963	95.20	100
12:30	1.945	0.887	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.517	95.65	100
1:00	2.307	1.194	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	95.77	100
1:30	2.307	1.194	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.726	95.77	100
2:00	2.293	1.481	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.446	0.419	95.36	100
2:30	2.293	1.481	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	95.81	100
3:00	2.654	1.481	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.632	0.000	0.000	0.000	0.419	94.48	100
3:30	2.654	1.481	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.632	0.000	0.000	0.000	0.419	94.48	100
4:00	2.140	1.516	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.309	0.344	0.000	0.000	0.000	0.778	94.58	100
4:30	2.140	1.516	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.309	0.000	0.000	0.000	0.000	0.778	94.92	100
5:00	2.587	2.203	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.419	94.15	100
5:30	2.140	2.509	0.337	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.865	93.84	100
6:00	2.255	2.273	1.135	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.287	0.788	0.000	0.000	1.933	91.02	100
6:30	2.255	2.273	1.135	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.287	0.788	0.000	0.000	1.210	91.75	100
7:00	3.615	2.852	1.135	0.534	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.649	0.481	0.000	0.640	2.386	87.40	100
7:30	4.338	5.377	1.516	0.534	0.000	0.000	0.306	0.000	0.000	0.309	0.000	0.955	0.481	0.000	0.640	2.041	83.50	100
7:45	4.647	5.377	2.468	0.534	0.000	0.000	0.615	0.000	0.000	0.309	0.000	0.955	0.481	0.000	0.640	2.041	81.93	100
8:00	19.265	4.157	3.495	0.534	0.000	0.000	1.393	0.000	0.000	0.309	0.000	1.689	0.594	0.000	0.640	3.658	64.27	100
8:30	21.962	3.657	2.874	0.534	0.000	0.000	1.823	0.000	0.000	0.430	0.000	1.807	0.594	0.000	0.640	4.016	61.66	100
9:00	21.778	4.568	2.386	0.534	0.000	0.000	1.825	0.000	0.000	0.430	0.000	2.360	0.594	0.000	0.331	3.288	61.90	100
9:30	19.916	3.572	1.605	0.534	0.000	0.000	1.395	0.000	0.000	0.430	0.000	2.826	0.594	0.000	0.331	2.461	66.34	100
10:00	15.770	2.780	0.309	0.000	0.000	0.000	1.395	0.000	0.000	0.430	0.000	1.863	0.307	0.000	0.000	2.337	74.81	100
10:30	13.414	2.474	0.000	0.000	0.000	0.000	1.395	0.000	0.000	0.430	0.000	1.863	0.307	0.000	0.000	0.929	79.19	100
11:00	6.587	0.306	0.000	0.000	0.000	0.000	0.430	0.000	0.000	0.430	0.000	0.287	0.307	0.000	0.000	0.889	90.76	100
11:30	0.667	0.306	0.000	0.000	0.000	0.000	0.430	0.000	0.000	0.000	0.000	0.287	0.307	0.000	0.000	0.889	97.11	100
avg.	3.51	1.34	0.41	0.08	0.00	0.00	0.24	0.00	0.00	0.07	0.03	0.36	0.15	0.00	0.09	0.84	92.88	
max.	21.96	5.38	3.50	0.53	0.00	0.00	1.83	0.00	0.00	0.43	0.52	2.83	0.79	0.00	0.64	4.02	100.0	
σ.	6.00	1.45	0.84	0.19	0.00	0.00	0.51	0.00	0.00	0.15	0.12	0.70	0.24	0.00	0.21	1.03	10.47	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

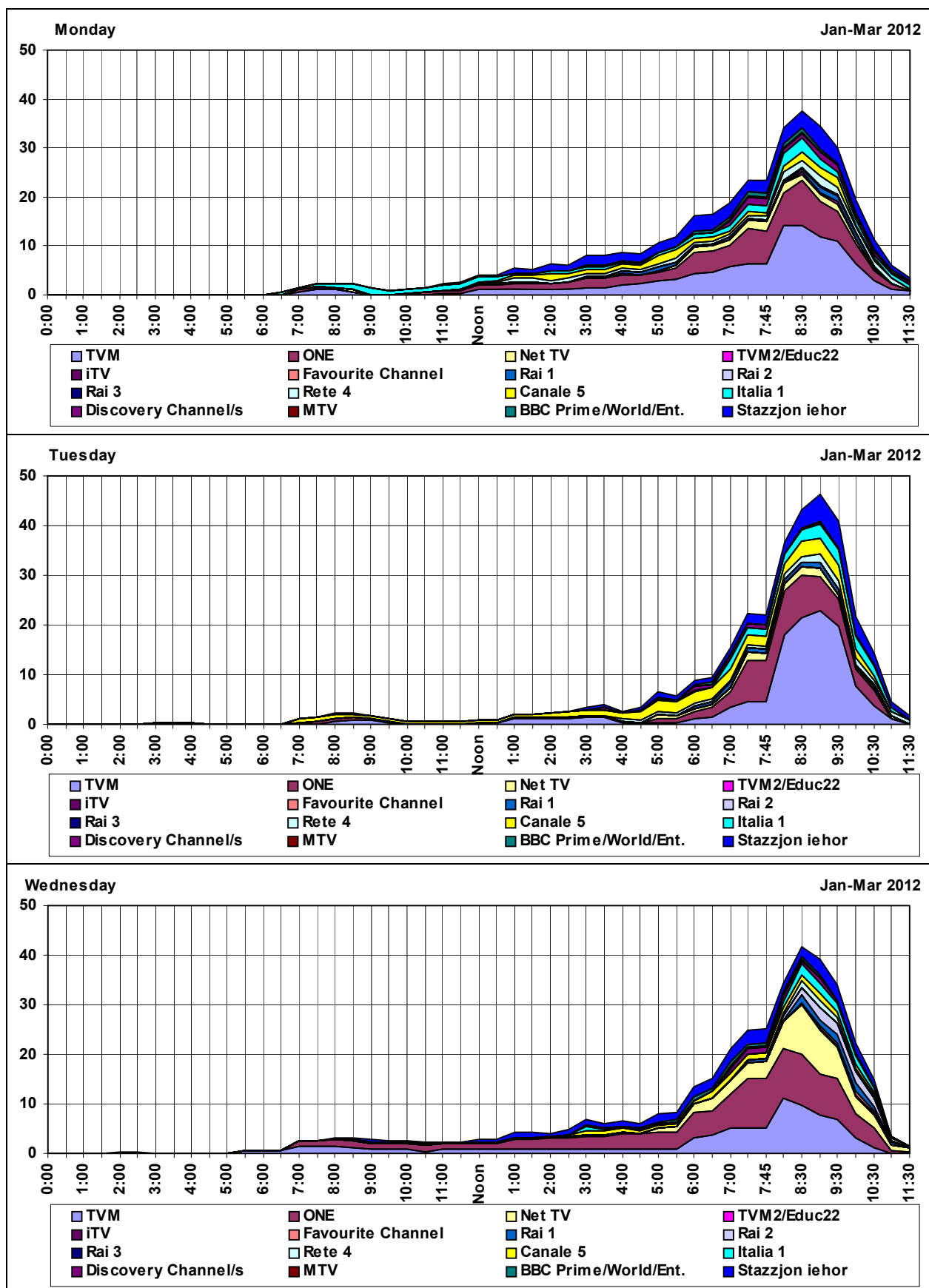
	TVM	ONE	NET TV	TVM2/EDUC22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	0.524	99.48	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	0.524	99.48	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	0.524	99.48	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	0.524	99.48	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	0.337	98.67	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	0.524	99.48	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	0.524	99.48	100
7:30	0.000	0.504	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.524	98.97	100
8:00	0.303	0.994	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	98.37	100
8:30	0.000	0.994	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	98.67	100
9:00	0.438	1.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.439	97.78	100
9:30	0.438	1.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.439	97.78	100
10:00	0.438	1.345	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	0.439	97.48	100
10:30	0.438	1.345	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	0.439	97.48	100
11:00	0.000	1.345	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	0.439	97.92	100
11:30	0.000	1.345	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	0.439	97.92	100
NOON	0.303	1.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.303	0.000	0.438	0.270	0.000	0.000	0.703	96.64	100
12:30	0.303	1.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.303	0.000	0.438	0.270	0.000	0.000	0.410	96.93	100
1:00	2.604	0.490	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.303	0.000	0.438	0.270	0.000	0.000	2.254	93.64	100
1:30	2.604	0.790	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.303	0.000	0.438	0.000	0.000	0.000	2.254	93.61	100
2:00	2.532	1.544	0.974	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.677	92.27	100
2:30	2.093	1.544	0.974	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.677	92.71	100
3:00	1.790	1.898	1.255	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.000	0.000	0.000	2.093	92.62	100
3:30	1.351	2.402	1.255	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.000	0.000	0.000	2.093	92.56	100
4:00	2.156	2.072	1.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.611	90.61	100
4:30	1.853	2.072	1.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.611	90.91	100
5:00	2.156	2.072	1.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	0.000	0.000	0.000	0.000	3.611	90.31	100
5:30	2.156	2.072	1.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	0.000	0.270	0.000	0.000	3.611	90.04	100
6:00	2.449	1.718	1.688	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	0.511	0.621	0.000	0.293	1.273	91.15	100
6:30	2.449	2.542	2.126	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	0.511	0.621	0.000	0.293	1.273	89.88	100
7:00	3.282	4.491	2.126	0.000	0.000	0.000	0.000	0.300	0.000	0.000	0.300	0.793	0.351	0.338	0.000	1.577	86.44	100
7:30	3.096	5.697	2.583	0.000	0.000	0.000	0.000	0.300	0.000	0.000	0.300	1.058	0.351	0.338	0.000	2.222	84.06	100
7:45	3.096	5.697	2.913	0.000	0.000	0.000	0.000	0.300	0.000	0.303	0.300	1.058	0.351	0.338	0.000	2.222	83.42	100
8:00	8.931	5.697	2.872	0.000	0.000	0.000	0.437	0.300	0.000	0.303	0.804	0.619	1.089	0.338	0.000	3.131	75.48	100
8:30	8.426	5.387	2.872	0.000	0.000	0.000	1.512	0.000	0.000	0.303	1.107	0.957	1.419	0.338	0.000	3.131	74.55	100
9:00	9.492	5.759	2.453	0.000	0.000	0.000	2.643	0.000	0.000	1.230	2.724	1.482	1.875	0.000	0.000	3.144	69.20	100
9:30	8.514	5.108	2.453	0.000	0.000	0.000	2.946	0.000	0.000	1.230	3.558	1.836	1.089	0.000	0.000	3.788	69.48	100
10:00	7.473	5.054	0.741	0.000	0.000	0.000	2.946	0.438	0.000	1.230	3.530	0.863	0.351	0.000	0.303	2.883	74.19	100
10:30	6.710	4.550	0.741	0.000	0.000	0.000	2.508	0.438	0.000	0.928	2.724	0.000	0.000	0.000	0.303	2.580	78.52	100
11:00	4.348	2.469	0.303	0.000	0.000	0.000	1.832	0.438	0.000	0.859	1.860	0.000	0.000	0.000	0.000	0.524	87.37	100
11:30	4.008	0.844	0.303	0.000	0.000	0.000	0.991	0.438	0.000	0.859	1.529	0.000	0.000	0.000	0.000	0.000	91.03	100
avg.	1.96	1.74	0.74	0.00	0.00	0.00	0.32	0.06	0.00	0.17	0.42	0.23	0.19	0.03	0.02	1.32	92.78	
max.	9.49	5.76	2.91	0.00	0.00	0.00	2.95	0.44	0.00	1.23	3.56	1.84	1.88	0.34	0.30	3.79	100.0	
σ.	2.70	1.88	0.97	0.00	0.00	0.00	0.82	0.14	0.00	0.36	0.91	0.44	0.40	0.10	0.08	1.28	8.62	

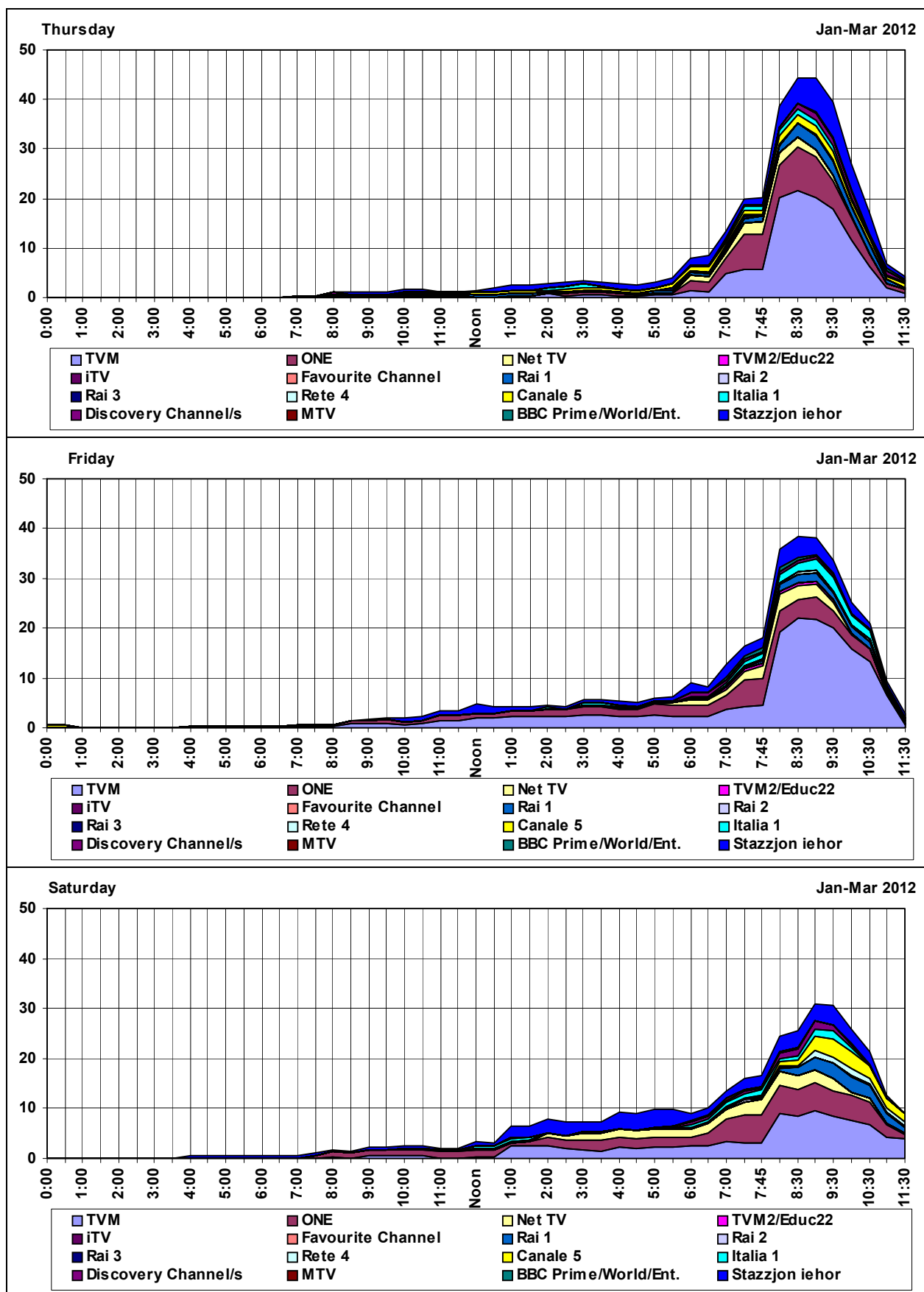
TABLE 7.3.G: TV AUDIENCES – SUNDAY

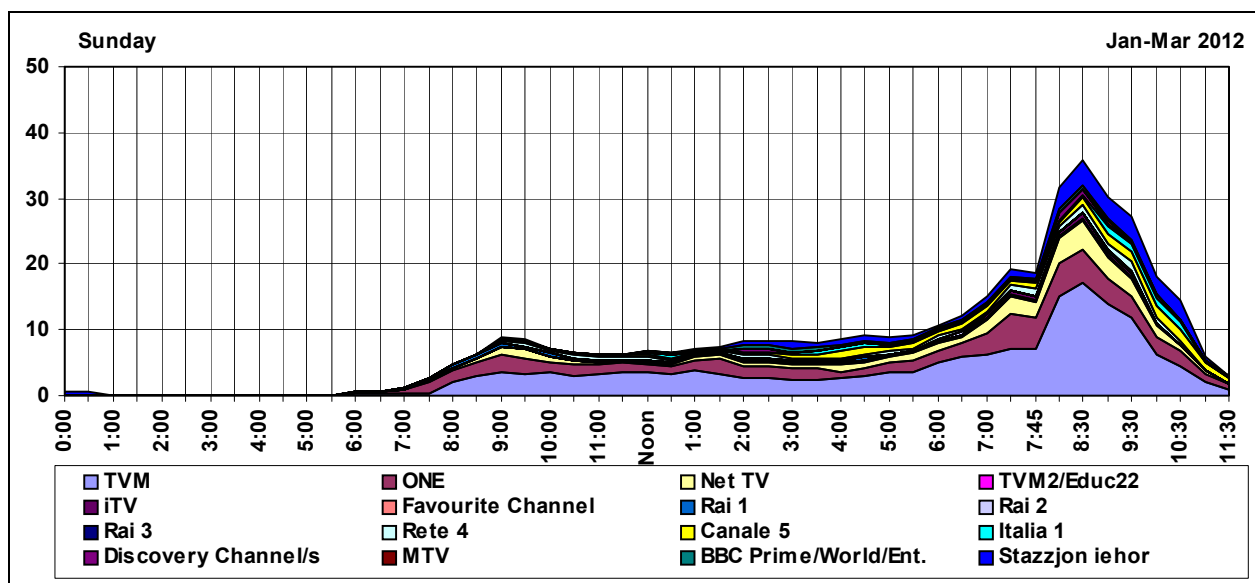
	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.513	99.49	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.513	99.49	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	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	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	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	100.0	100
6:00	0.407	0.294	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.30	100
6:30	0.407	0.294	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.30	100
7:00	0.407	0.590	0.000	0.000	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.71	100
7:30	0.407	1.615	0.294	0.000	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.39	100
8:00	2.069	1.728	0.294	0.000	0.000	0.000	0.728	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.18	100
8:30	2.931	2.022	0.570	0.000	0.000	0.000	0.728	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	93.75	100
9:00	3.655	2.435	1.376	0.000	0.000	0.000	0.431	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.276	91.12	100
9:30	3.221	2.435	1.376	0.000	0.000	0.000	0.431	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.276	91.55	100
10:00	3.419	1.544	0.807	0.000	0.000	0.000	0.725	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.000	92.80	100
10:30	3.075	1.544	0.807	0.000	0.000	0.000	0.294	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.000	93.57	100
11:00	3.321	1.544	0.294	0.000	0.000	0.000	0.294	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.000	93.84	100
11:30	3.608	1.544	0.294	0.000	0.000	0.000	0.000	0.000	0.000	0.413	0.294	0.000	0.000	0.000	0.000	0.000	93.85	100
NOON	3.691	1.131	0.294	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.294	0.430	0.000	0.000	0.294	0.000	93.16	100
12:30	3.260	1.131	0.294	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.294	0.430	0.000	0.000	0.294	0.000	93.59	100
1:00	3.972	1.355	0.618	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.000	0.000	0.000	0.000	0.294	0.264	92.79	100
1:30	3.320	2.169	0.618	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.000	0.000	0.000	0.000	0.294	0.264	92.63	100
2:00	2.650	1.763	0.618	0.296	0.000	0.000	0.331	0.000	0.000	0.413	0.480	0.000	0.429	0.000	0.570	0.777	91.67	100
2:30	2.650	1.763	0.618	0.296	0.000	0.000	0.331	0.000	0.000	0.413	0.480	0.000	0.429	0.000	0.570	0.777	91.67	100
3:00	2.303	1.763	0.618	0.296	0.000	0.000	0.331	0.000	0.000	0.413	0.480	0.294	0.000	0.000	0.570	1.190	91.74	100
3:30	2.303	1.763	0.618	0.296	0.000	0.000	0.331	0.000	0.000	0.413	0.480	0.581	0.000	0.000	0.570	0.688	91.96	100
4:00	2.590	0.996	1.030	0.296	0.000	0.000	0.331	0.000	0.000	0.413	1.267	0.581	0.000	0.000	0.294	0.688	91.51	100
4:30	2.886	1.260	1.030	0.296	0.000	0.000	0.331	0.000	0.000	0.413	1.267	0.581	0.000	0.000	0.294	0.688	90.95	100
5:00	3.414	1.556	1.030	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.787	0.287	0.000	0.000	0.294	0.788	91.13	100
5:30	3.414	1.985	1.030	0.296	0.000	0.000	0.000	0.000	0.000	0.413	0.787	0.287	0.000	0.000	0.294	0.788	90.71	100
6:00	5.142	1.698	1.030	0.296	0.000	0.000	0.000	0.447	0.000	0.413	0.774	0.287	0.000	0.000	0.294	0.276	89.34	100
6:30	5.819	2.063	1.030	0.296	0.000	0.000	0.000	0.447	0.000	0.413	0.774	0.287	0.000	0.000	0.294	0.788	87.79	100
7:00	6.192	3.278	1.955	0.296	0.597	0.000	0.000	0.000	0.000	0.413	0.774	0.287	0.000	0.000	0.294	1.117	84.80	100
7:30	6.966	5.432	2.727	0.296	0.597	0.000	0.000	0.000	0.000	0.709	0.774	0.287	0.000	0.000	0.294	1.117	80.80	100
7:45	6.966	4.985	2.315	0.296	0.597	0.000	0.000	0.000	0.000	1.122	0.774	0.287	0.000	0.000	0.294	1.117	81.25	100
8:00	14.997	5.175	3.648	0.296	0.597	0.000	0.000	0.000	0.000	1.122	0.640	0.287	0.962	0.000	0.627	3.304	68.34	100
8:30	17.290	4.915	4.569	0.296	0.597	0.000	0.000	0.000	0.000	1.272	1.282	0.287	0.962	0.000	0.627	3.733	64.17	100
9:00	13.845	3.868	3.249	0.296	0.597	0.000	0.000	0.331	0.000	0.878	1.398	1.217	0.462	0.413	0.333	3.315	69.80	100
9:30	11.910	3.202	2.658	0.296	0.597	0.000	0.000	0.331	0.000	1.358	1.398	1.217	0.462	0.000	0.333	3.315	72.92	100
10:00	6.078	2.723	1.928	0.296	0.000	0.000	0.000	0.000	0.000	0.927	1.744	1.217	0.462	0.000	0.000	2.803	81.82	100
10:30	4.571	2.358	0.806	0.000	0.000	0.000	0.000	0.000	0.000	0.447	1.744	1.217	0.462	0.000	0.000	2.803	85.59	100
11:00	1.975	1.253	0.513	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.332	0.000	0.345	0.000	0.000	0.513	94.07	100
11:30	0.835	0.841	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.987	0.000	0.345	0.000	0.000	0.000	96.99	100
avg.	3.39	1.59	0.84	0.13	0.09	0.00	0.13	0.03	0.00	0.34	0.46	0.21	0.11	0.01	0.16	0.67	91.85	
max.	17.29	5.43	4.57	0.30	0.60	0.00	0.73	0.45	0.00	1.36	1.74	1.22	0.96	0.41	0.63	3.73	100.0	
σ.	3.95	1.45	1.05	0.15	0.21	0.00	0.21	0.11	0.00	0.36	0.53	0.35	0.24	0.06	0.21	1.04	8.72	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	TVM2/Educ22	ITV	FAVORITE 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	0.072	0.000	0.000	0.000	0.000	0.074	99.85	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.072	0.000	0.000	0.000	0.000	0.074	99.85	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	100.0	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	100.0	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	0.040	99.96	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	0.040	99.96	100
3:00	0.000	0.047	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
3:30	0.000	0.047	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
4:00	0.000	0.090	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	99.84	100
4:30	0.000	0.043	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	99.88	100
5:00	0.000	0.043	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	99.88	100
5:30	0.071	0.043	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	99.81	100
6:00	0.130	0.085	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	99.71	100
6:30	0.130	0.085	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.074	0.000	0.000	0.000	0.074	99.64	100
7:00	0.419	0.409	0.000	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.121	0.074	0.000	0.000	0.000	0.074	98.86	100
7:30	0.466	0.675	0.090	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.121	0.074	0.000	0.000	0.000	0.074	98.46	100
8:00	0.865	0.779	0.090	0.000	0.000	0.000	0.105	0.000	0.000	0.000	0.121	0.146	0.072	0.000	0.000	0.136	97.69	100
8:30	1.007	0.821	0.130	0.000	0.000	0.000	0.148	0.000	0.000	0.000	0.071	0.189	0.000	0.000	0.000	0.216	97.42	100
9:00	0.986	0.834	0.199	0.000	0.000	0.000	0.152	0.000	0.000	0.060	0.114	0.189	0.000	0.000	0.000	0.328	97.14	100
9:30	0.851	0.876	0.199	0.000	0.000	0.000	0.152	0.000	0.000	0.060	0.114	0.115	0.000	0.000	0.000	0.278	97.36	100
10:00	0.808	0.759	0.159	0.000	0.000	0.000	0.194	0.000	0.000	0.060	0.166	0.115	0.000	0.000	0.000	0.281	97.46	100
10:30	0.730	0.801	0.159	0.000	0.000	0.000	0.132	0.000	0.000	0.060	0.166	0.115	0.000	0.000	0.000	0.281	97.56	100
11:00	0.873	0.881	0.085	0.000	0.000	0.000	0.089	0.000	0.000	0.060	0.166	0.158	0.000	0.000	0.000	0.251	97.44	100
11:30	0.915	0.881	0.128	0.000	0.000	0.000	0.047	0.000	0.000	0.060	0.166	0.158	0.000	0.000	0.000	0.251	97.40	100
NOON	1.166	0.779	0.133	0.043	0.000	0.000	0.094	0.000	0.000	0.102	0.209	0.282	0.038	0.000	0.043	0.593	96.52	100
12:30	1.104	0.779	0.133	0.043	0.000	0.000	0.094	0.000	0.000	0.152	0.209	0.239	0.038	0.000	0.043	0.570	96.60	100
1:00	1.730	0.944	0.180	0.043	0.000	0.000	0.094	0.000	0.000	0.195	0.209	0.134	0.038	0.000	0.043	0.952	95.44	100
1:30	1.635	1.104	0.180	0.043	0.000	0.000	0.094	0.000	0.000	0.195	0.209	0.134	0.000	0.000	0.043	0.906	95.46	100
2:00	1.595	1.238	0.274	0.043	0.000	0.000	0.095	0.000	0.000	0.152	0.420	0.145	0.062	0.000	0.144	0.997	94.84	100
2:30	1.459	1.370	0.274	0.043	0.000	0.000	0.095	0.000	0.000	0.152	0.469	0.145	0.062	0.000	0.082	1.037	94.81	100
3:00	1.585	1.463	0.361	0.043	0.000	0.000	0.137	0.000	0.000	0.152	0.617	0.428	0.041	0.040	0.082	1.223	93.83	100
3:30	1.523	1.534	0.361	0.043	0.000	0.000	0.137	0.000	0.000	0.152	0.617	0.325	0.114	0.040	0.082	1.103	93.97	100
4:00	1.480	1.514	0.506	0.043	0.000	0.000	0.196	0.000	0.000	0.215	0.625	0.242	0.080	0.000	0.043	1.361	93.70	100
4:30	1.523	1.428	0.415	0.043	0.000	0.000	0.196	0.000	0.000	0.215	0.694	0.243	0.080	0.000	0.043	1.340	93.78	100
5:00	1.829	1.726	0.709	0.043	0.000	0.000	0.191	0.000	0.000	0.215	0.881	0.162	0.132	0.000	0.114	1.501	92.50	100
5:30	1.815	1.942	0.703	0.043	0.000	0.000	0.191	0.000	0.060	0.215	0.939	0.162	0.122	0.000	0.114	1.563	92.13	100
6:00	2.893	2.602	1.180	0.043	0.000	0.000	0.260	0.065	0.060	0.215	0.798	0.393	0.314	0.000	0.339	1.557	89.28	100
6:30	3.115	2.845	1.373	0.043	0.000	0.000	0.260	0.065	0.060	0.215	0.901	0.345	0.314	0.000	0.339	1.589	88.54	100
7:00	4.623	4.005	1.653	0.117	0.086	0.000	0.322	0.042	0.060	0.257	0.859	0.744	0.525	0.152	0.443	1.838	84.27	100
7:30	5.158	7.061	2.191	0.117	0.086	0.000	0.446	0.042	0.060	0.385	0.811	0.866	0.612	0.152	0.351	2.006	79.66	100
7:45	5.201	6.922	2.438	0.117	0.086	0.000	0.489	0.042	0.000	0.488	0.811	0.866	0.612	0.152	0.351	2.006	79.42	100
8:00	15.293	6.691	3.040	0.117	0.086	0.000	0.689	0.193	0.000	0.816	1.024	1.359	0.756	0.151	0.353	3.107	66.33	100
8:30	16.349	7.286	3.605	0.230	0.086	0.000	1.361	0.237	0.000	0.831	1.513	1.651	0.817	0.151	0.391	3.614	61.88	100
9:00	15.343	6.455	3.083	0.230	0.086	0.068	1.502	0.454	0.000	1.150	1.715	1.859	1.037	0.060	0.323	4.290	62.35	100
9:30	13.675	5.356	2.352	0.230	0.086	0.068	1.600	0.454	0.000	1.078	1.857	1.822	0.839	0.000	0.213	4.043	66.33	100
10:00	8.287	3.905	1.187	0.089	0.000	0.114	1.339	0.422	0.000	0.826	1.341	1.402	0.609	0.000	0.162	3.091	77.23	100
10:30	5.454	3.033	0.719	0.046	0.000	0.114	1.099	0.289	0.000	0.664	1.041	0.940	0.399	0.000	0.162	2.327	83.71	100
11:00	2.409	0.970	0.360	0.000	0.000	0.000	0.505	0.105	0.000	0.547	0.560	0.396	0.273	0.000	0.119	0.735	93.02	100
11:30	1.029	0.441	0.133	0.000	0.000	0.000	0.264	0.062	0.000	0.381	0.463	0.200	0.202	0.000	0.119	0.383	96.32	100
avg.	2.56	1.67	0.59	0.04	0.01	0.01	0.26	0.05	0.01	0.21	0.43	0.34	0.17	0.02	0.09	0.95	92.59	
max.	16.35	7.29	3.61	0.23	0.09	0.11	1.60	0.45	0.06	1.15	1.86	1.86	1.04	0.15	0.44	4.29	100.0	
σ.	4.17	2.12	0.93	0.06	0.03	0.03	0.41	0.12	0.02	0.30	0.49	0.50	0.27	0.05	0.13	1.13	10.28	







TVM	ONE	NET TV	TVM2/ EDUC22	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS
34.57	22.47	7.93	0.52	0.17	0.10	3.54	0.68	0.08	2.84	5.86	4.65	2.26	0.25	1.25	12.83

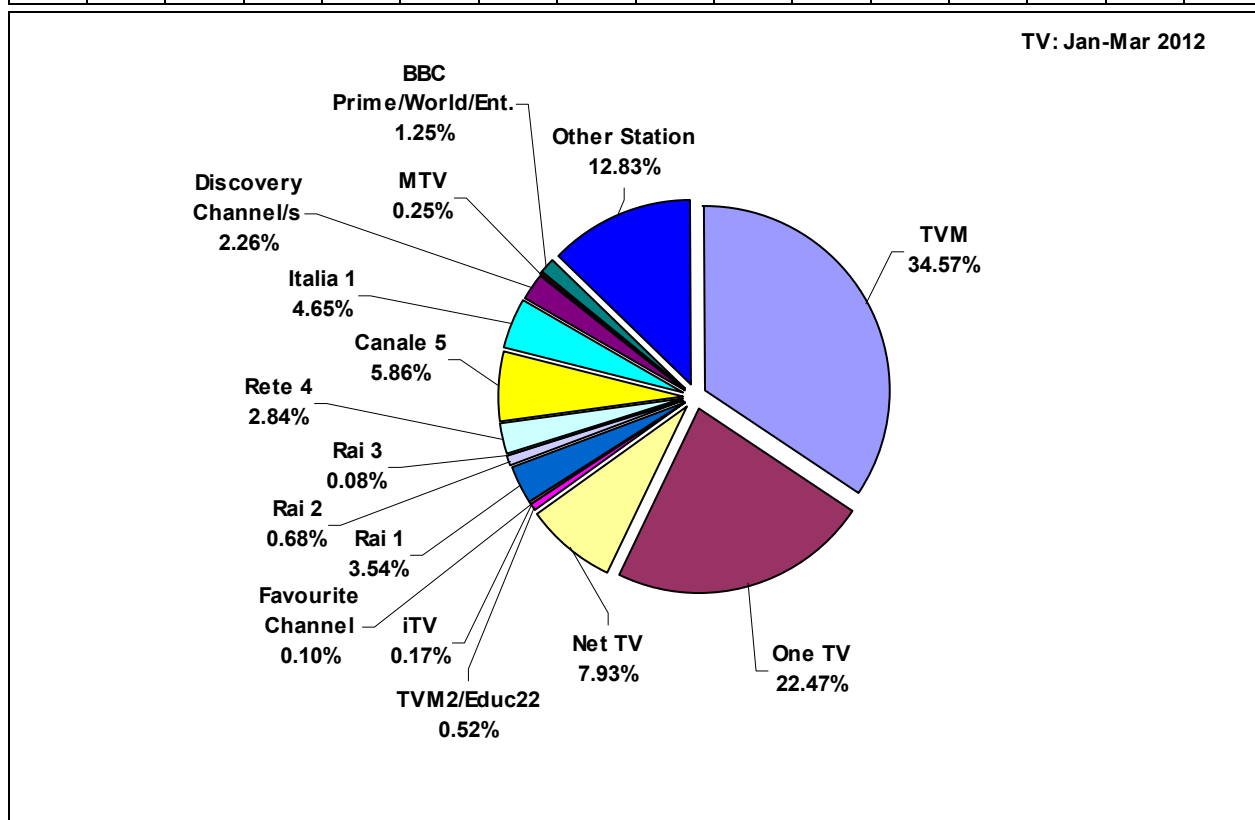


TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 2012]

		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															
TVM	459	199	261	26	78	25	144	120	52	14	75	125	73	80	69	37
	25.2%	22.0%	28.3%	30.7%	26.7%	20.4%	26.4%	25.1%	22.1%	22.1%	20.9%	23.4%	26.9%	31.2%	26.3%	27.1%
ONE	100.0%	43.3%	56.7%	5.7%	17.0%	5.5%	31.3%	26.1%	11.3%	3.0%	16.4%	27.3%	15.8%	17.3%	15.0%	8.1%
	199	93	106	6	14	8	55	69	36	10	58	47	40	21	19	13
	10.9%	10.3%	11.5%	7.7%	4.9%	6.2%	10.1%	14.4%	15.4%	16.4%	16.2%	8.7%	14.9%	8.1%	7.4%	9.6%
Net TV	100.0%	46.7%	53.3%	3.3%	7.3%	3.9%	27.6%	34.7%	18.2%	5.2%	29.4%	23.5%	20.3%	10.4%	9.8%	6.6%
	96	35	61	1	5	6	21	33	26	5	16	32	12	12	16	8
	5.3%	3.9%	6.7%	1.1%	1.6%	4.9%	3.8%	6.9%	11.0%	8.4%	4.5%	6.0%	4.6%	4.7%	6.0%	5.6%
TVM2/Education 22	100.0%	36.2%	63.8%	.9%	4.8%	6.3%	21.7%	34.1%	26.7%	5.5%	16.9%	33.5%	12.9%	12.3%	16.4%	8.0%
	4	3	1	0	0	0	3	1	1	0	0	2	0	0	0	2
	.2%	.4%	.1%	0.0%	0.0%	0.0%	.5%	.2%	.3%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	1.5%
iTV	100.0%	81.4%	18.6%	0.0%	0.0%	0.0%	61.5%	19.9%	18.6%	0.0%	0.0%	50.7%	0.0%	0.0%	0.0%	49.3%
	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
	.1%	.2%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Favorite Channel	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	2	1	1	0	0	0	1	0	1	0	0	0	0	1	0	1
	.1%	.1%	.1%	0.0%	0.0%	0.0%	.2%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	.9%
Rai 1	100.0%	59.2%	40.8%	0.0%	0.0%	0.0%	59.2%	0.0%	40.8%	0.0%	0.0%	0.0%	0.0%	40.8%	0.0%	59.2%
	43	21	21	1	1	1	10	16	9	3	7	17	4	9	4	1
	2.3%	2.3%	2.3%	1.6%	.4%	.6%	1.8%	3.4%	4.0%	5.6%	2.0%	3.1%	1.5%	3.7%	1.5%	.6%
Rai 2	100.0%	49.6%	50.4%	3.1%	3.1%	1.6%	23.5%	38.4%	22.0%	8.2%	17.3%	39.6%	9.8%	22.0%	9.4%	2.0%
	12	8	4	0	1	2	6	2	1	0	4	2	3	1	2	1
	.7%	.9%	.5%	0.0%	.4%	1.4%	1.0%	.5%	.5%	0.0%	1.0%	.3%	1.0%	.3%	.8%	.6%
Rai 3	100.0%	64.0%	36.0%	0.0%	9.4%	14.6%	46.6%	20.5%	9.0%	0.0%	31.2%	15.5%	22.3%	7.1%	17.0%	6.9%
	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
Rete 4	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
	33	21	12	0	3	0	10	8	11	1	6	15	5	5	2	0
	1.8%	2.3%	1.4%	0.0%	.9%	0.0%	1.8%	1.7%	4.9%	2.0%	1.6%	2.8%	2.0%	2.0%	.9%	0.0%
Canale 5	100.0%	62.8%	37.2%	0.0%	7.8%	0.0%	29.2%	24.9%	34.3%	3.8%	17.4%	44.7%	16.1%	15.0%	6.7%	0.0%
	59	18	41	1	4	6	26	17	5	1	12	21	9	8	9	0
	3.2%	2.0%	4.5%	.9%	1.3%	4.7%	4.7%	3.5%	2.2%	1.2%	3.5%	3.9%	3.3%	3.3%	3.3%	0.0%
Italia 1	100.0%	29.9%	70.1%	1.3%	6.3%	9.9%	43.8%	28.8%	8.7%	1.3%	21.2%	35.3%	15.0%	14.1%	14.5%	0.0%
	67	38	29	12	18	11	19	6	1	0	13	21	8	8	8	9
	3.7%	4.2%	3.2%	14.3%	6.1%	8.8%	3.5%	1.4%	.3%	0.0%	3.5%	3.9%	2.8%	3.3%	3.2%	6.5%
	100.0%	56.4%	43.6%	18.2%	26.6%	16.3%	28.1%	9.7%	1.2%	0.0%	18.8%	31.3%	11.3%	12.7%	12.5%	13.4%

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
Discovery Channel	37 2.1% 100.0%	31 3.4% 82.6%	7 .7% 17.4%	2 2.9% 6.6%	10 3.4% 26.8%	2 1.9% 6.3%	13 2.5% 35.6%	7 1.5% 19.3%	2 .9% 5.4%	0 0.0% 0.0%	9 2.4% 22.8%	9 1.7% 24.0%	10 3.7% 26.6%	5 2.1% 14.0%	5 1.8% 12.6%	0 0.0% 0.0%
MTV	5 .3% 100.0%	3 .3% 48.4%	3 .3% 51.6%	1 1.8% 28.1%	2 .6% 35.3%	0 0.0% 0.0%	1 .2% 16.3%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.7% 20.3%	0 0.0% 0.0%	2 .4% 41.5%	1 .3% 14.1%	1 .3% 14.5%	2 .6% 29.9%	0 0.0% 0.0%
BBC Prime/World/Ent	15 .8% 100.0%	7 .8% 47.8%	8 .9% 52.2%	0 0.0% 0.0%	3 1.0% 19.7%	0 0.0% 0.0%	5 .9% 31.6%	5 1.1% 35.9%	2 .8% 12.8%	0 0.0% 0.0%	1 .3% 6.1%	6 1.1% 38.7%	2 .8% 14.8%	4 1.4% 24.4%	1 .3% 4.8%	2 1.2% 11.1%
Other TV station	170 9.4% 100.0%	95 10.5% 55.8%	75 8.2% 44.2%	21 24.6% 12.2%	33 11.3% 19.5%	15 12.1% 8.8%	42 7.7% 24.5%	38 7.9% 22.1%	17 7.4% 10.2%	5 7.2% 2.6%	31 8.5% 18.0%	61 11.4% 35.7%	20 7.5% 11.8%	17 6.8% 10.2%	30 11.5% 17.7%	11 8.1% 6.5%
No particular station	112 6.2% 100.0%	55 6.1% 48.7%	58 6.3% 51.3%	0 0.0% 0.0%	4 1.3% 3.5%	1 .6% .6%	32 5.8% 28.2%	46 9.7% 41.2%	24 10.1% 21.0%	6 9.9% 5.6%	29 8.0% 25.7%	30 5.7% 27.2%	11 3.9% 9.4%	10 4.1% 9.3%	22 8.6% 20.0%	9 6.8% 8.4%
Do not remember	10 .6% 100.0%	1 .1% 10.6%	9 1.0% 89.4%	1 1.3% 11.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 .3% 17.4%	5 1.0% 45.1%	1 .4% 8.3%	2 3.0% 18.1%	2 .5% 16.4%	3 .6% 29.2%	0 0.0% 0.0%	3 1.0% 24.9%	3 1.1% 29.4%	0 0.0% 0.0%
Do not watch TV	447 24.6% 100.0%	241 26.7% 53.8%	206 22.5% 46.2%	11 12.4% 2.3%	112 38.4% 25.1%	43 34.4% 9.5%	146 26.8% 32.6%	87 18.2% 19.4%	39 16.6% 8.7%	10 16.4% 2.3%	88 24.5% 19.7%	121 22.6% 27.1%	69 25.6% 15.4%	65 25.4% 14.5%	66 25.2% 14.8%	38 27.7% 8.5%
No response	45 2.5% 100.0%	30 3.3% 65.7%	16 1.7% 34.3%	1 .8% 1.5%	5 1.6% 10.3%	5 4.1% 11.3%	9 1.7% 20.4%	15 3.2% 33.6%	6 2.8% 14.2%	4 6.2% 8.6%	8 2.2% 17.9%	20 3.7% 44.1%	3 1.1% 6.4%	5 2.0% 11.3%	4 1.5% 8.4%	5 3.9% 11.8%
Total	1820 100.0% 100.0%	901 100.0% 49.5%	919 100.0% 50.5%	85 100.0% 4.7%	293 100.0% 16.1%	124 100.0% 6.8%	544 100.0% 29.9%	477 100.0% 26.2%	234 100.0% 12.9%	63 100.0% 3.5%	360 100.0% 19.8%	535 100.0% 29.4%	270 100.0% 14.8%	255 100.0% 14.0%	262 100.0% 14.4%	138 100.0% 7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JAN-MAR 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
TVM	459	61	79	45	77	76	45	76	155	157	147
	25.2%	23.4%	30.1%	17.1%	29.2%	30.1%	17.5%	29.0%	24.7%	27.0%	24.1%
	100.0%	13.3%	17.3%	9.7%	16.7%	16.5%	9.8%	16.6%	33.8%	34.2%	32.0%
ONE	199	32	30	37	29	19	26	25	73	63	62
	10.9%	12.2%	11.6%	14.1%	11.1%	7.6%	10.2%	9.4%	11.7%	10.8%	10.2%
	100.0%	16.0%	15.3%	18.5%	14.7%	9.7%	13.3%	12.4%	36.9%	31.6%	31.5%
Net TV	96	9	8	31	10	10	13	15	37	22	37
	5.3%	3.4%	3.2%	11.9%	3.9%	3.8%	5.2%	5.7%	5.9%	3.8%	6.0%
	100.0%	9.1%	8.7%	32.2%	10.7%	10.0%	13.8%	15.4%	38.7%	23.1%	38.2%
TVM2/Education 22	4	1	0	1	0	1	0	1	0	0	4
	.2%	.5%	0.0%	.3%	0.0%	.5%	0.0%	.3%	0.0%	0.0%	.7%
	100.0%	29.4%	0.0%	19.9%	0.0%	32.1%	0.0%	18.6%	0.0%	0.0%	100.0%
iTV	2	0	0	0	0	0	0	2	2	0	0
	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.6%	.3%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Favorite TV	2	0	0	2	0	0	0	0	2	0	0
	.1%	0.0%	0.0%	.8%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rai 1	43	4	4	6	12	5	8	4	13	15	15
	2.3%	1.6%	1.5%	2.5%	4.4%	2.1%	2.9%	1.4%	2.1%	2.6%	2.4%
	100.0%	9.8%	9.1%	15.2%	27.1%	12.6%	17.8%	8.4%	30.7%	35.2%	34.2%
Rai 2	12	2	0	7	0	0	2	2	4	3	5
	.7%	.6%	0.0%	2.5%	0.0%	0.0%	.7%	.8%	.6%	.5%	.9%
	100.0%	12.9%	0.0%	54.4%	0.0%	0.0%	15.8%	17.0%	33.7%	22.7%	43.7%
Rai 3	1	0	0	0	1	0	0	0	1	0	0
	.1%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rete 4	33	8	6	4	2	2	5	7	11	12	11
	1.8%	3.1%	2.4%	1.5%	.6%	.7%	2.0%	2.5%	1.8%	2.0%	1.7%
	100.0%	24.2%	19.2%	11.9%	4.6%	5.6%	15.0%	19.5%	33.1%	35.0%	31.9%
Canale 5	59	10	13	8	7	2	12	8	13	26	20
	3.2%	3.7%	4.8%	3.2%	2.5%	.8%	4.5%	3.0%	2.0%	4.5%	3.3%
	100.0%	16.4%	21.5%	14.2%	11.2%	3.6%	19.7%	13.5%	21.6%	43.9%	34.5%
Italia 1	67	15	12	10	6	10	8	6	20	22	25
	3.7%	5.6%	4.7%	3.6%	2.2%	4.1%	3.2%	2.2%	3.1%	3.8%	4.2%
	100.0%	22.0%	18.5%	14.2%	8.8%	15.3%	12.4%	8.8%	29.2%	32.8%	38.0%
Discovery Channel	37	6	6	5	6	3	6	5	17	8	12
	2.1%	2.2%	2.3%	1.9%	2.4%	1.4%	2.4%	1.7%	2.7%	1.4%	2.0%
	100.0%	15.2%	16.5%	13.1%	17.2%	9.3%	16.6%	12.2%	44.8%	22.5%	32.8%
MTV	5	2	0	1	0	0	1	1	1	3	2
	.3%	.9%	0.0%	.4%	0.0%	0.0%	.3%	.4%	.1%	.5%	.3%
	100.0%	42.2%	0.0%	21.2%	0.0%	0.0%	16.3%	20.3%	14.1%	51.1%	34.8%
BBC Prime/World/Ent.	15	3	2	2	2	3	2	2	5	5	5
	.8%	1.1%	.6%	.8%	.7%	1.1%	.6%	.9%	.8%	.8%	.9%
	100.0%	18.3%	10.7%	13.8%	12.8%	18.3%	10.2%	15.8%	33.0%	32.1%	35.0%
Other TV station	170	27	23	21	29	23	31	17	67	60	44
	9.4%	10.2%	8.8%	7.9%	10.9%	9.1%	12.0%	6.6%	10.7%	10.3%	7.1%
	100.0%	15.6%	13.6%	12.1%	16.9%	13.5%	18.2%	10.2%	39.3%	35.1%	25.6%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	112	12	14	17	19	14	15	21	36	38	39
	6.2%	4.7%	5.3%	6.5%	7.2%	5.5%	5.9%	8.0%	5.7%	6.5%	6.3%
	100.0%	10.8%	12.5%	15.2%	16.9%	12.4%	13.4%	18.8%	32.1%	33.6%	34.4%
Did not remember	10	2	1	1	5	0	0	2	4	3	3
	.6%	.7%	.3%	.3%	1.8%	0.0%	0.0%	.7%	.7%	.5%	.5%
	100.0%	18.6%	8.5%	8.3%	45.9%	0.0%	0.0%	18.8%	41.6%	26.9%	31.5%
Did not watch TV	447	60	56	54	54	79	79	65	151	136	160
	24.6%	23.2%	21.1%	20.8%	20.4%	31.3%	30.8%	24.9%	24.1%	23.4%	26.2%
	100.0%	13.5%	12.4%	12.1%	12.0%	17.6%	17.7%	14.6%	33.8%	30.4%	35.8%
No Response	45	8	8	10	5	5	4	5	16	10	20
	2.5%	3.0%	3.2%	3.8%	2.0%	1.8%	1.6%	1.8%	2.5%	1.7%	3.2%
	100.0%	17.4%	18.7%	22.1%	11.9%	10.1%	9.1%	10.6%	34.7%	21.8%	43.5%
Total	1820	261	263	261	263	252	257	263	628	581	611
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	14.5%	14.3%	14.4%	13.9%	14.1%	14.4%	34.5%	31.9%	33.6%

[Count; Col%; Row%]

[Base: No of Consumers]

