



**RADIO AND TELEVISION AUDIENCES
MALTA
JULY – SEPTEMBER 2011**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	808	41	141	39	241	215	100	31
	44.2%	49.4%	50.4%	38.6%	45.4%	42.3%	40.7%	38.3%
	100.0%	5.1%	17.5%	4.8%	29.8%	26.6%	12.4%	3.8%
Females	1022	42	139	62	290	293	146	50
	55.8%	50.6%	49.6%	61.4%	54.6%	57.7%	59.3%	61.7%
	100.0%	4.1%	13.6%	6.1%	28.4%	28.7%	14.3%	4.9%
Total	1830	83	280	101	531	508	246	81
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	906	49	170	47	279	223	106	32
	49.5%	53.7%	54.8%	43.2%	50.8%	47.4%	46.7%	44.2%
	100.0%	5.4%	18.7%	5.2%	30.8%	24.7%	11.7%	3.5%
Females	924	42	140	62	270	248	121	40
	50.5%	46.3%	45.2%	56.8%	49.2%	52.6%	53.3%	55.8%
	100.0%	4.5%	15.2%	6.7%	29.2%	26.9%	13.1%	4.4%
Total	1830	91	310	109	549	472	227	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	808	169	223	111	127	112	66
	44.2%	47.1%	42.6%	42.4%	45.0%	44.3%	44.0%
	100.0%	20.9%	27.6%	13.7%	15.7%	13.9%	8.2%
Females	1022	190	301	151	155	141	84
	55.8%	52.9%	57.4%	57.6%	55.0%	55.7%	56.0%
	100.0%	18.6%	29.5%	14.8%	15.2%	13.8%	8.2%
Total	1830	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	906	180	265	135	126	131	69
	49.5%	49.7%	49.2%	49.9%	49.3%	49.7%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	924	182	273	136	130	132	70
	50.5%	50.3%	50.8%	50.1%	50.7%	50.3%	50.5%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1830	362	538	271	256	263	139
	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 [JUL-SEP 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	83	41	42	6	24	19	15	13	6
	4.5%	5.1%	4.1%	1.7%	4.6%	7.3%	5.3%	5.1%	4.0%
	100.0%	49.4%	50.6%	7.2%	28.9%	22.9%	18.1%	15.7%	7.2%
15-24	280	141	139	45	78	37	56	41	23
	15.3%	17.5%	13.6%	12.5%	14.9%	14.1%	19.9%	16.2%	15.3%
	100.0%	50.4%	49.6%	16.1%	27.9%	13.2%	20.0%	14.6%	8.2%
25-29	101	39	62	22	20	19	22	13	5
	5.5%	4.8%	6.1%	6.1%	3.8%	7.3%	7.8%	5.1%	3.3%
	100.0%	38.6%	61.4%	21.8%	19.8%	18.8%	21.8%	12.9%	5.0%
30-49	531	241	290	99	138	76	83	95	40
	29.0%	29.8%	28.4%	27.6%	26.3%	29.0%	29.4%	37.5%	26.7%
	100.0%	45.4%	54.6%	18.6%	26.0%	14.3%	15.6%	17.9%	7.5%
50-64	508	215	293	118	154	76	62	58	40
	27.8%	26.6%	28.7%	32.9%	29.4%	29.0%	22.0%	22.9%	26.7%
	100.0%	42.3%	57.7%	23.2%	30.3%	15.0%	12.2%	11.4%	7.9%
65-79	246	100	146	54	77	31	32	28	24
	13.4%	12.4%	14.3%	15.0%	14.7%	11.8%	11.3%	11.1%	16.0%
	100.0%	40.7%	59.3%	22.0%	31.3%	12.6%	13.0%	11.4%	9.8%
80+	81	31	50	15	33	4	12	5	12
	4.4%	3.8%	4.9%	4.2%	6.3%	1.5%	4.3%	2.0%	8.0%
	100.0%	38.3%	61.7%	18.5%	40.7%	4.9%	14.8%	6.2%	14.8%
Total	1830	808	1022	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

[Count / Column % / Row %]

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

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	91	49	42	8	29	20	12	15	7
	5.0%	5.4%	4.5%	2.3%	5.4%	7.4%	4.5%	5.6%	4.9%
	100.0%	53.7%	46.3%	9.3%	32.0%	22.1%	12.8%	16.3%	7.6%
15-24	310	170	140	62	96	37	43	46	26
	16.9%	18.7%	15.2%	17.2%	17.9%	13.6%	16.7%	17.3%	18.7%
	100.0%	54.8%	45.2%	20.1%	31.1%	11.9%	13.8%	14.7%	8.4%
25-29	109	47	62	30	24	18	17	14	6
	6.0%	5.2%	6.7%	8.3%	4.5%	6.8%	6.5%	5.4%	4.1%
	100.0%	43.2%	56.8%	27.5%	22.2%	16.8%	15.4%	12.9%	5.2%
30-49	549	279	270	109	162	81	77	79	42
	30.0%	30.8%	29.2%	29.9%	30.1%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.5%	14.8%	14.0%	14.4%	7.6%
50-64	472	223	248	97	132	79	64	69	31
	25.8%	24.7%	26.9%	26.7%	24.6%	29.0%	24.8%	26.3%	22.6%
	100.0%	47.4%	52.6%	20.5%	28.1%	16.6%	13.5%	14.7%	6.6%
65-79	227	106	121	44	66	32	33	34	18
	12.4%	11.7%	13.1%	12.2%	12.2%	11.8%	13.1%	13.0%	12.9%
	100.0%	46.7%	53.3%	19.5%	28.8%	14.1%	14.7%	15.0%	7.9%
80+	72	32	40	12	29	4	11	6	9
	3.9%	3.5%	4.4%	3.4%	5.4%	1.5%	4.4%	2.4%	6.8%
	100.0%	44.2%	55.8%	17.0%	40.0%	5.5%	15.6%	8.8%	13.1%
Total	1830	906	924	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

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

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	88	31	57	0	0	3	15	35	30	5
	4.8%	3.8%	5.6%	.0%	.0%	3.0%	2.8%	6.9%	12.2%	6.2%
	100.0%	35.2%	64.8%	.0%	.0%	3.4%	17.0%	39.8%	34.1%	5.7%
Radju Parlament 106.6	3	1	2	0	2	0	1	0	0	0
	.2%	.1%	.2%	.0%	.7%	.0%	.2%	.0%	.0%	.0%
	100.0%	33.3%	66.7%	.0%	66.7%	.0%	33.3%	.0%	.0%	.0%
Magic Radio	70	20	50	2	8	6	30	18	5	1
	3.8%	2.5%	4.9%	2.4%	2.9%	5.9%	5.6%	3.5%	2.0%	1.2%
	100.0%	28.6%	71.4%	2.9%	11.4%	8.6%	42.9%	25.7%	7.1%	1.4%
ONE Radio	129	65	64	1	5	3	21	58	33	8
	7.0%	8.0%	6.3%	1.2%	1.8%	3.0%	4.0%	11.4%	13.4%	9.9%
	100.0%	50.4%	49.6%	.8%	3.9%	2.3%	16.3%	45.0%	25.6%	6.2%
Radio 101	33	17	16	0	1	0	9	12	5	6
	1.8%	2.1%	1.6%	.0%	.4%	.0%	1.7%	2.4%	2.0%	7.4%
	100.0%	51.5%	48.5%	.0%	3.0%	.0%	27.3%	36.4%	15.2%	18.2%
Bay Radio	180	90	90	16	75	26	53	9	1	0
	9.8%	11.1%	8.8%	19.3%	26.8%	25.7%	10.0%	1.8%	.4%	.0%
	100.0%	50.0%	50.0%	8.9%	41.7%	14.4%	29.4%	5.0%	.6%	.0%
Calypso Radio	112	53	59	5	6	0	37	47	15	2
	6.1%	6.6%	5.8%	6.0%	2.1%	.0%	7.0%	9.3%	6.1%	2.5%
	100.0%	47.3%	52.7%	4.5%	5.4%	.0%	33.0%	42.0%	13.4%	1.8%
RTK	86	27	59	1	0	2	20	34	18	11
	4.7%	3.3%	5.8%	1.2%	.0%	2.0%	3.8%	6.7%	7.3%	13.6%
	100.0%	31.4%	68.6%	1.2%	.0%	2.3%	23.3%	39.5%	20.9%	12.8%
Smash Radio	33	22	11	2	8	4	12	5	2	0
	1.8%	2.7%	1.1%	2.4%	2.9%	4.0%	2.3%	1.0%	.8%	.0%
	100.0%	66.7%	33.3%	6.1%	24.2%	12.1%	36.4%	15.2%	6.1%	.0%
Radju Marija	66	20	46	0	0	3	7	27	22	7
	3.6%	2.5%	4.5%	.0%	.0%	3.0%	1.3%	5.3%	8.9%	8.6%
	100.0%	30.3%	69.7%	.0%	.0%	4.5%	10.6%	40.9%	33.3%	10.6%
Campus FM	15	14	1	0	0	1	5	5	4	0
	.8%	1.7%	.1%	.0%	.0%	1.0%	.9%	1.0%	1.6%	.0%
	100.0%	93.3%	6.7%	.0%	.0%	6.7%	33.3%	33.3%	26.7%	.0%
Vibe FM	56	28	28	4	33	3	14	2	0	0
	3.1%	3.5%	2.7%	4.8%	11.8%	3.0%	2.6%	.4%	.0%	.0%
	100.0%	50.0%	50.0%	7.1%	58.9%	5.4%	25.0%	3.6%	.0%	.0%
XFM	43	25	18	3	9	7	20	4	0	0
	2.3%	3.1%	1.8%	3.6%	3.2%	6.9%	3.8%	.8%	.0%	.0%
	100.0%	58.1%	41.9%	7.0%	20.9%	16.3%	46.5%	9.3%	.0%	.0%
Community Stations	22	9	13	1	1	1	11	4	4	0
	1.2%	1.1%	1.3%	1.2%	.4%	1.0%	2.1%	.8%	1.6%	.0%
	100.0%	40.9%	59.1%	4.5%	4.5%	4.5%	50.0%	18.2%	18.2%	.0%
Foreign Station	9	6	3	0	1	0	4	2	0	2
	.5%	.7%	.3%	.0%	.4%	.0%	.8%	.4%	.0%	2.5%
	100.0%	66.7%	33.3%	.0%	11.1%	.0%	44.4%	22.2%	.0%	22.2%
Other Station	13	7	6	1	2	0	4	5	1	0
	.7%	.9%	.6%	1.2%	.7%	.0%	.8%	1.0%	.4%	.0%
	100.0%	53.8%	46.2%	7.7%	15.4%	.0%	30.8%	38.5%	7.7%	.0%
No particular radio station	43	16	27	0	5	0	10	12	11	5
	2.3%	2.0%	2.6%	.0%	1.8%	.0%	1.9%	2.4%	4.5%	6.2%
	100.0%	37.2%	62.8%	.0%	11.6%	.0%	23.3%	27.9%	25.6%	11.6%
Did not remember	2	2	0	0	0	0	1	1	0	0
	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.2%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
Did not listen to radio	815	348	467	47	120	42	255	225	93	33
	44.5%	43.1%	45.7%	56.6%	42.9%	41.6%	48.0%	44.3%	37.8%	40.7%
	100.0%	42.7%	57.3%	5.8%	14.7%	5.2%	31.3%	27.6%	11.4%	4.0%
No response	12	7	5	0	4	0	2	3	2	1
	.7%	.9%	.5%	.0%	1.4%	.0%	.4%	.6%	.8%	1.2%
	100.0%	58.3%	41.7%	.0%	33.3%	.0%	16.7%	25.0%	16.7%	8.3%
Total	1830	808	1022	83	280	101	531	508	246	81
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%

[Count / Column % / Row %]

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

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	83	34	49	0	0	2	16	32	28	5
	4.5%	3.7%	5.3%	.0%	.0%	2.1%	2.9%	6.8%	12.1%	6.4%
	100.0%	41.0%	59.0%	.0%	.0%	2.8%	19.4%	38.9%	33.3%	5.6%
Radju Parlament 106.6	3	1	2	0	2	0	1	0	0	0
	.2%	.1%	.2%	.0%	.8%	.0%	.2%	.0%	.0%	.0%
	100.0%	38.1%	61.9%	.0%	71.4%	.0%	28.6%	.0%	.0%	.0%
Magic Radio	68	21	47	2	9	6	29	16	5	1
	3.7%	2.3%	5.1%	2.1%	2.8%	5.2%	5.3%	3.5%	2.2%	1.0%
	100.0%	30.9%	69.1%	2.8%	13.0%	8.4%	42.8%	24.3%	7.5%	1.1%
ONE Radio	125	69	56	1	6	3	24	53	31	7
	6.8%	7.6%	6.0%	.9%	1.8%	3.2%	4.4%	11.2%	13.6%	10.2%
	100.0%	55.3%	44.7%	.6%	4.5%	2.8%	19.2%	42.3%	24.7%	5.9%
Radio 101	33	19	14	0	1	0	9	12	6	6
	1.8%	2.1%	1.5%	.0%	.3%	.0%	1.6%	2.6%	2.5%	7.8%
	100.0%	58.4%	41.6%	.0%	3.0%	.0%	26.9%	36.4%	16.8%	16.8%
Bay Radio	196	108	88	18	84	28	56	9	1	0
	10.7%	11.9%	9.5%	20.0%	27.1%	25.7%	10.2%	1.9%	.4%	.0%
	100.0%	55.2%	44.8%	9.3%	42.9%	14.3%	28.6%	4.5%	.4%	.0%
Calypso Radio	110	58	52	6	7	0	37	44	13	2
	6.0%	6.4%	5.6%	6.2%	2.2%	.0%	6.8%	9.4%	5.9%	2.8%
	100.0%	52.8%	47.2%	5.1%	6.2%	.0%	34.2%	40.5%	12.2%	1.8%
RTK	79	29	50	1	0	2	21	30	16	9
	4.3%	3.2%	5.4%	1.4%	.0%	2.0%	3.8%	6.4%	6.8%	12.4%
	100.0%	36.8%	63.2%	1.7%	.0%	2.7%	26.4%	38.2%	19.7%	11.3%
Smash Radio	35	24	10	2	9	4	13	6	2	0
	1.9%	2.7%	1.1%	1.7%	2.8%	3.4%	2.4%	1.2%	.9%	.0%
	100.0%	69.9%	30.1%	4.5%	24.8%	10.6%	38.3%	15.8%	6.0%	.0%
Radju Marija	60	21	39	0	0	4	7	23	20	6
	3.3%	2.3%	4.2%	.0%	.0%	3.4%	1.4%	4.8%	8.7%	7.9%
	100.0%	34.9%	65.1%	.0%	.0%	6.3%	12.5%	38.4%	33.1%	9.6%
Campus FM	16	15	1	0	0	1	5	5	4	0
	.9%	1.6%	.1%	.0%	.0%	1.0%	1.0%	1.1%	1.7%	.0%
	100.0%	94.3%	5.7%	.0%	.0%	7.0%	34.0%	34.3%	24.6%	.0%
Vibe FM	60	33	28	4	37	3	15	2	0	0
	3.3%	3.6%	3.0%	4.7%	11.8%	2.5%	2.7%	.5%	.0%	.0%
	100.0%	54.1%	45.9%	7.0%	60.5%	4.5%	24.1%	3.9%	.0%	.0%
XFM	46	28	18	3	10	7	21	4	0	0
	2.5%	3.1%	1.9%	3.6%	3.2%	6.8%	3.8%	.9%	.0%	.0%
	100.0%	61.8%	38.2%	7.2%	21.7%	16.2%	45.3%	9.6%	.0%	.0%
Community Stations	22	10	12	1	1	1	11	4	3	0
	1.2%	1.1%	1.3%	1.6%	.4%	1.0%	2.0%	.8%	1.4%	.0%
	100.0%	45.4%	54.6%	6.6%	5.3%	5.0%	50.9%	17.3%	14.8%	.0%
Foreign Station	9	7	3	0	1	0	5	2	0	2
	.5%	.8%	.3%	.0%	.4%	.0%	.8%	.4%	.0%	2.5%
	100.0%	71.7%	28.3%	.0%	14.3%	.0%	47.6%	18.7%	.0%	19.4%
Other Station	15	8	7	1	2	0	4	6	1	0
	.8%	.9%	.7%	1.3%	.8%	.0%	.7%	1.2%	.6%	.0%
	100.0%	55.8%	44.2%	7.8%	16.6%	.0%	26.3%	39.8%	9.6%	.0%
No particular radio station	42	18	24	0	5	0	12	11	10	4
	2.3%	2.0%	2.6%	.0%	1.7%	.0%	2.1%	2.4%	4.4%	5.7%
	100.0%	43.3%	56.7%	.0%	12.2%	.0%	27.6%	26.7%	23.8%	9.7%
Did not remember	2	2	0	0	0	0	1	1	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.2%	.2%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	57.1%	42.9%	.0%	.0%
Did not listen to radio	815	393	422	51	132	48	259	208	87	30
	44.5%	43.3%	45.7%	56.4%	42.7%	43.7%	47.3%	44.0%	38.1%	41.6%
	100.0%	48.2%	51.8%	6.3%	16.2%	5.9%	31.8%	25.5%	10.6%	3.7%
No response	11	7	4	0	4	0	2	3	1	1
	.6%	.8%	.5%	.0%	1.3%	.0%	.3%	.6%	.6%	1.8%
	100.0%	62.5%	37.5%	.0%	34.7%	.0%	16.5%	24.8%	12.9%	11.1%
Total	1830	906	924	91	310	109	549	472	227	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%

[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

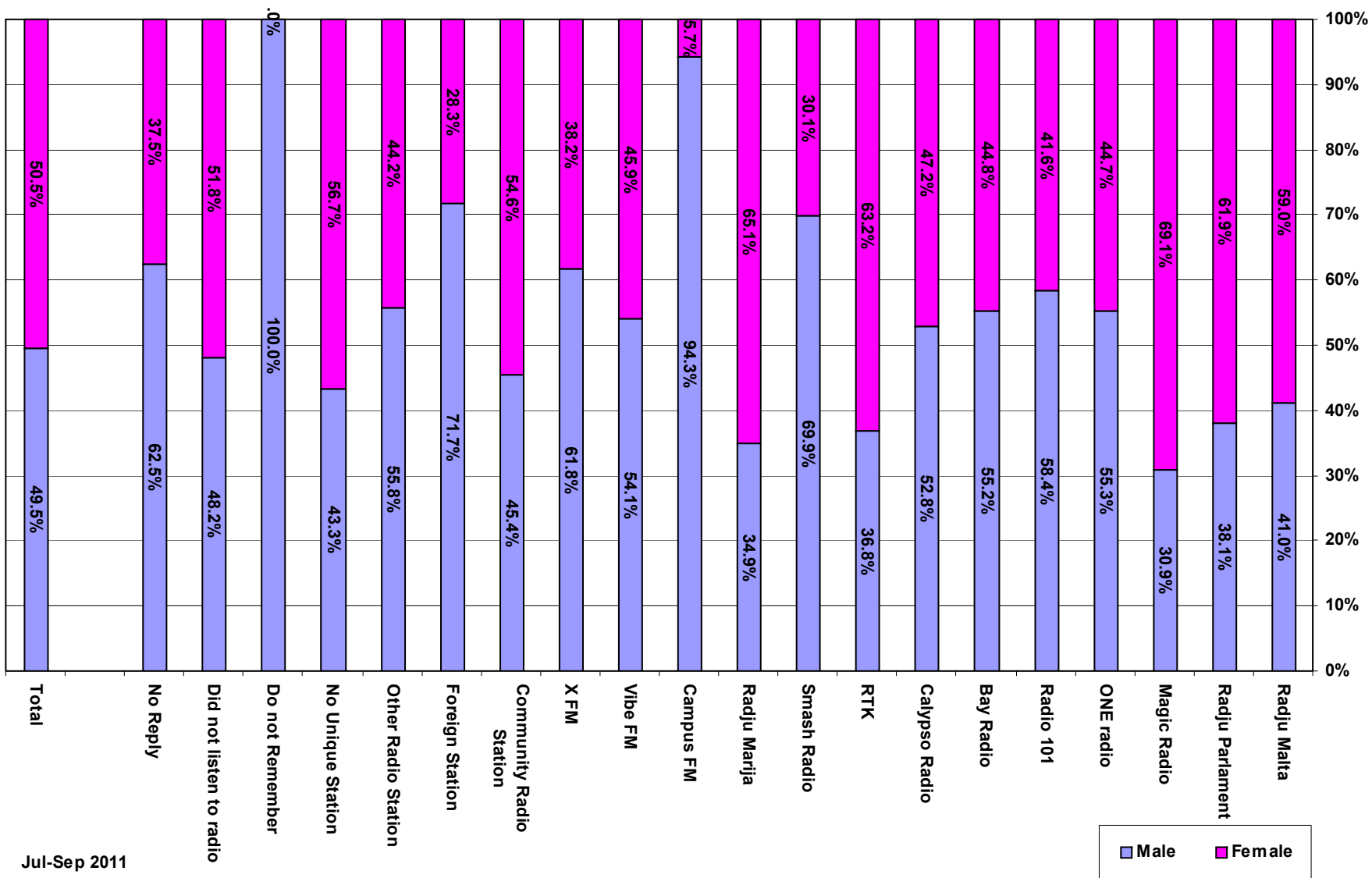


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [JUL-SEP 2011]

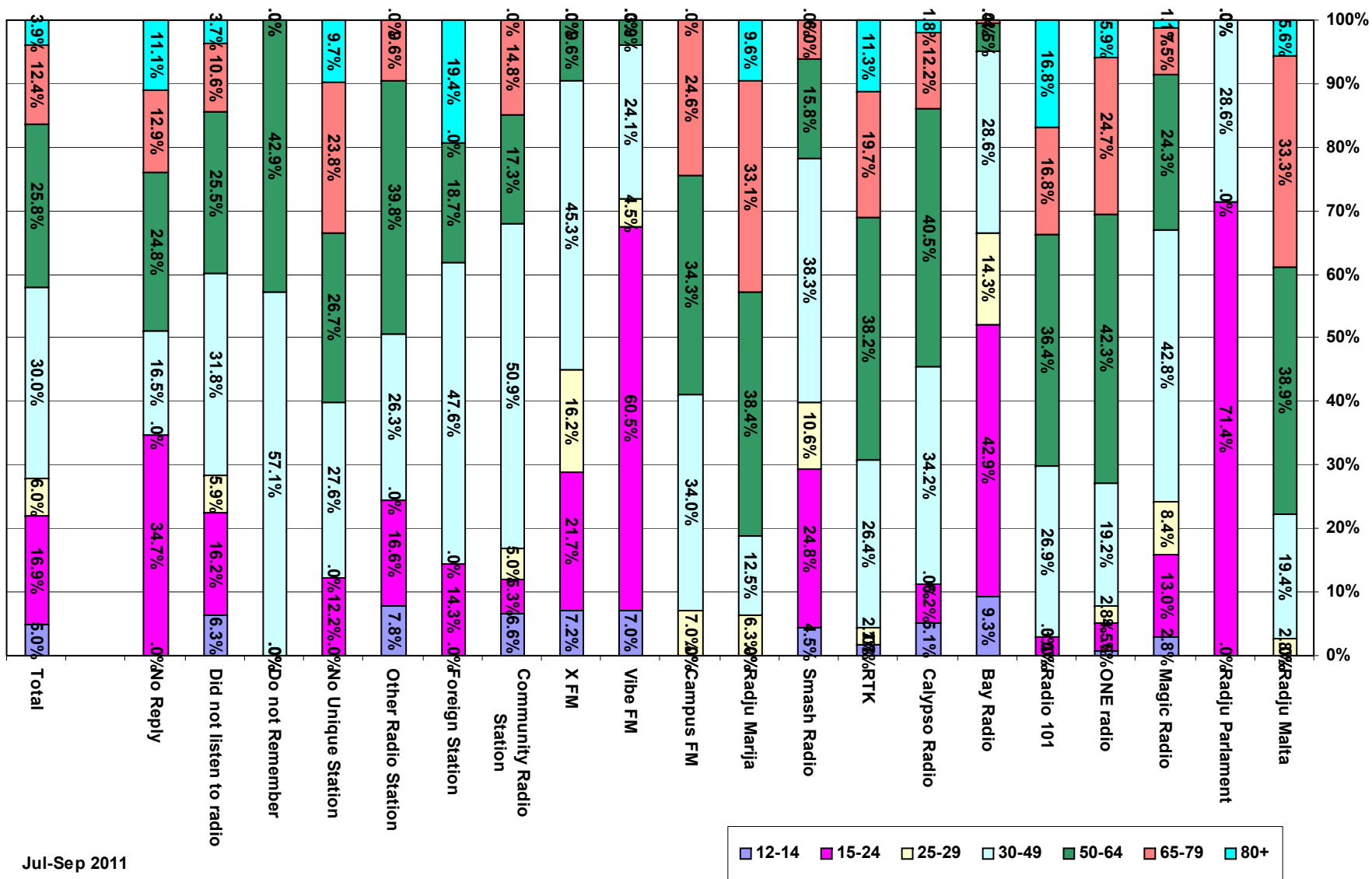


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [JUL-SEP 2011]

3.2.A: RADIO CHANNEL REACH: BY DISTRICT [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	88	13	29	17	16	9	4
	4.8%	3.6%	5.5%	6.5%	5.7%	3.6%	2.7%
	100.0%	14.8%	33.0%	19.3%	18.2%	10.2%	4.5%
Radju Parlament 106.6	3	1	2	0	0	0	0
	.2%	.3%	.4%	.0%	.0%	.0%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	.0%
Magic Radio	70	9	24	11	16	9	1
	3.8%	2.5%	4.6%	4.2%	5.7%	3.6%	.7%
	100.0%	12.9%	34.3%	15.7%	22.9%	12.9%	1.4%
ONE Radio	129	38	30	24	11	13	13
	7.0%	10.6%	5.7%	9.2%	3.9%	5.1%	8.7%
	100.0%	29.5%	23.3%	18.6%	8.5%	10.1%	10.1%
Radio 101	33	5	6	7	6	7	2
	1.8%	1.4%	1.1%	2.7%	2.1%	2.8%	1.3%
	100.0%	15.2%	18.2%	21.2%	18.2%	21.2%	6.1%
Bay Radio	180	32	51	27	29	32	9
	9.8%	8.9%	9.7%	10.3%	10.3%	12.6%	6.0%
	100.0%	17.8%	28.3%	15.0%	16.1%	17.8%	5.0%
Calypso Radio	112	25	31	14	13	22	7
	6.1%	7.0%	5.9%	5.3%	4.6%	8.7%	4.7%
	100.0%	22.3%	27.7%	12.5%	11.6%	19.6%	6.3%
RTK	86	15	30	9	12	10	10
	4.7%	4.2%	5.7%	3.4%	4.3%	4.0%	6.7%
	100.0%	17.4%	34.9%	10.5%	14.0%	11.6%	11.6%
Smash Radio	33	6	5	6	12	2	2
	1.8%	1.7%	1.0%	2.3%	4.3%	.8%	1.3%
	100.0%	18.2%	15.2%	18.2%	36.4%	6.1%	6.1%
Radju Marija	66	19	18	5	12	4	8
	3.6%	5.3%	3.4%	1.9%	4.3%	1.6%	5.3%
	100.0%	28.8%	27.3%	7.6%	18.2%	6.1%	12.1%
Campus FM	15	3	5	3	1	2	1
	.8%	.8%	1.0%	1.1%	.4%	.8%	.7%
	100.0%	20.0%	33.3%	20.0%	6.7%	13.3%	6.7%
Vibe FM	56	6	18	6	11	12	3
	3.1%	1.7%	3.4%	2.3%	3.9%	4.7%	2.0%
	100.0%	10.7%	32.1%	10.7%	19.6%	21.4%	5.4%
XFM	43	5	11	4	8	11	4
	2.3%	1.4%	2.1%	1.5%	2.8%	4.3%	2.7%
	100.0%	11.6%	25.6%	9.3%	18.6%	25.6%	9.3%
Community Stations	22	5	5	5	2	0	5
	1.2%	1.4%	1.0%	1.9%	.7%	.0%	3.3%
	100.0%	22.7%	22.7%	22.7%	9.1%	.0%	22.7%
Foreign Station	9	2	5	2	0	0	0
	.5%	.6%	1.0%	.8%	.0%	.0%	.0%
	100.0%	22.2%	55.6%	22.2%	.0%	.0%	.0%
Other Station	13	1	5	2	2	3	0
	.7%	.3%	1.0%	.8%	.7%	1.2%	.0%
	100.0%	7.7%	38.5%	15.4%	15.4%	23.1%	.0%
No particular radio station	43	5	20	6	5	6	1
	2.3%	1.4%	3.8%	2.3%	1.8%	2.4%	.7%
	100.0%	11.6%	46.5%	14.0%	11.6%	14.0%	2.3%
Did not remember	2	0	2	0	0	0	0
	.1%	.0%	.4%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Did not listen to radio	815	166	225	112	123	111	78
	44.5%	46.2%	42.9%	42.7%	43.6%	43.9%	52.0%
	100.0%	20.4%	27.6%	13.7%	15.1%	13.6%	9.6%
No response	12	3	2	2	3	0	2
	.7%	.8%	.4%	.8%	1.1%	.0%	1.3%
	100.0%	25.0%	16.7%	16.7%	25.0%	.0%	16.7%
Total	1830	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

[Count / Column % / Row %]

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

3.2.B: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	83 4.5% 100.0%	11 3.1% 13.6%	26 4.7% 30.9%	18 6.6% 21.6%	16 6.1% 19.0%	9 3.6% 11.3%	3 2.2% 3.6%
Radju Parlament 106.6	3 .2% 100.0%	1 .3% 28.6%	2 .5% 71.4%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
Magic Radio	68 3.7% 100.0%	9 2.4% 12.8%	24 4.5% 35.6%	11 4.0% 16.1%	14 5.4% 20.5%	9 3.5% 13.6%	1 .7% 1.5%
ONE Radio	125 6.8% 100.0%	36 9.8% 28.5%	28 5.3% 22.7%	25 9.4% 20.4%	10 4.0% 8.2%	14 5.3% 11.2%	11 8.1% 9.0%
Radio 101	33 1.8% 100.0%	5 1.3% 14.0%	5 1.0% 16.2%	7 2.6% 21.1%	6 2.4% 18.7%	8 3.2% 25.0%	2 1.2% 4.9%
Bay Radio	196 10.7% 100.0%	42 11.5% 21.4%	62 11.5% 31.5%	27 10.0% 13.8%	23 9.1% 11.9%	32 12.2% 16.3%	10 7.2% 5.1%
Calypso Radio	110 6.0% 100.0%	24 6.5% 21.5%	30 5.6% 27.3%	15 5.5% 13.7%	12 4.5% 10.5%	23 8.8% 21.1%	6 4.6% 5.9%
RTK	79 4.3% 100.0%	13 3.6% 16.5%	27 5.1% 34.5%	10 3.7% 12.6%	11 4.4% 14.4%	10 3.7% 12.5%	8 5.5% 9.6%
Smash Radio	35 1.9% 100.0%	8 2.1% 22.3%	6 1.1% 16.6%	7 2.4% 18.7%	11 4.1% 30.6%	2 .7% 5.3%	2 1.6% 6.5%
Radju Marija	60 3.3% 100.0%	17 4.7% 28.4%	16 3.0% 27.2%	5 1.8% 8.2%	12 4.6% 19.6%	4 1.5% 6.7%	6 4.3% 10.0%
Campus FM	16 .9% 100.0%	3 .8% 18.2%	5 1.0% 34.5%	3 1.1% 19.4%	1 .4% 6.2%	2 .9% 14.8%	1 .8% 7.0%
Vibe FM	60 3.3% 100.0%	8 2.1% 12.7%	22 4.1% 36.4%	6 2.2% 9.7%	9 3.6% 15.4%	12 4.7% 20.4%	3 2.3% 5.4%
XFM	46 2.5% 100.0%	6 1.6% 12.6%	13 2.5% 28.7%	4 1.6% 9.4%	7 2.7% 15.0%	11 4.4% 24.9%	4 3.1% 9.3%
Community Stations	22 1.2% 100.0%	5 1.5% 24.1%	5 1.0% 23.7%	5 1.8% 21.7%	2 .7% 8.4%	0 .0% 0.0%	5 3.5% 22.2%
Foreign Station	9 .5% 100.0%	2 .6% 21.6%	5 1.0% 54.6%	2 .8% 23.8%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
Other Station	15 .8% 100.0%	1 .4% 8.8%	5 1.0% 36.4%	2 .7% 12.8%	2 .8% 13.2%	4 1.6% 28.8%	0 .0% 0.0%
No particular radio station	42 2.3% 100.0%	5 1.3% 11.2%	19 3.6% 46.1%	6 2.4% 15.3%	5 1.8% 11.2%	6 2.4% 14.7%	1 .5% 1.5%
Did not remember	2 .1% 100.0%	0 .0% 0.0%	2 .4% 100.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%
Did not listen to radio	815 44.5% 100.0%	166 45.8% 20.4%	231 42.9% 28.4%	116 42.8% 14.2%	113 44.2% 13.9%	115 43.7% 14.1%	74 53.2% 9.1%
No response	11 .6% 100.0%	3 .7% 23.0%	2 .4% 20.4%	2 .7% 16.6%	3 1.1% 24.5%	0 .0% 0.0%	2 1.3% 15.4%
Total	1830 100.0% 100.0%	362 100.0% 19.8%	538 100.0% 29.4%	271 100.0% 14.8%	256 100.0% 14.0%	263 100.0% 14.4%	139 100.0% 7.6%

[Count / Column % / Row %]

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

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

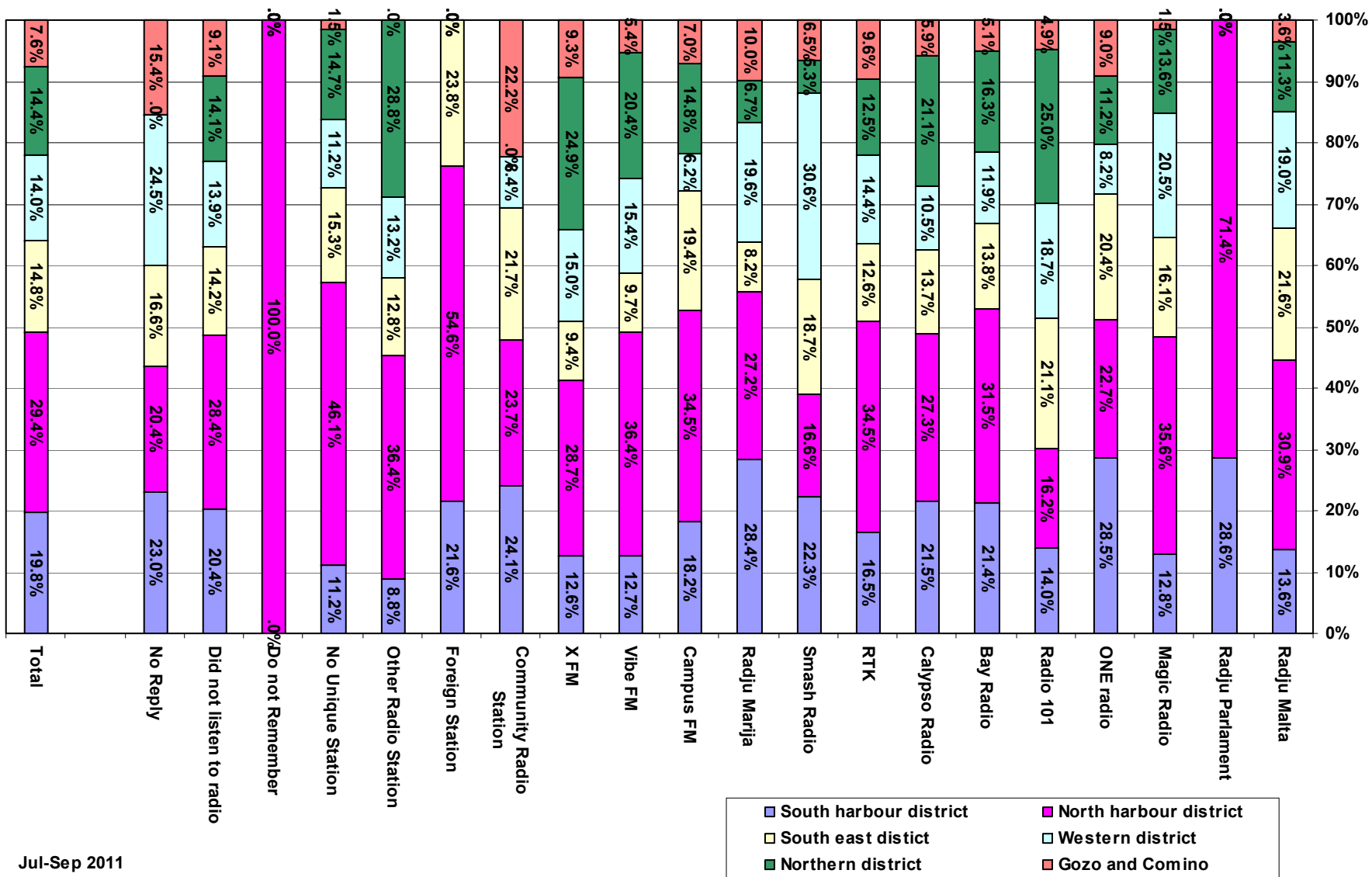


FIGURE 3.2.B: WEIGHTED RADIO REACH: BY DISTRICT [JUL-SEP 2011]

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	294	119	175	15	27	20	93	72	51	16
	16.1%	14.7%	17.1%	18.1%	9.6%	19.8%	17.5%	14.2%	20.7%	19.8%
	100.0%	40.5%	59.5%	5.1%	9.2%	6.8%	31.6%	24.5%	17.3%	5.4%
ONE	156	74	82	1	18	8	31	62	29	7
	8.5%	9.2%	8.0%	1.2%	6.4%	7.9%	5.8%	12.2%	11.8%	8.6%
	100.0%	47.4%	52.6%	.6%	11.5%	5.1%	19.9%	39.7%	18.6%	4.5%
Net TV	68	27	41	1	5	3	11	27	13	8
	3.7%	3.3%	4.0%	1.2%	1.8%	3.0%	2.1%	5.3%	5.3%	9.9%
	100.0%	39.7%	60.3%	1.5%	7.4%	4.4%	16.2%	39.7%	19.1%	11.8%
Smash TV	9	2	7	0	1	0	0	6	2	0
	.5%	.2%	.7%	.0%	.4%	.0%	.0%	1.2%	.8%	.0%
	100.0%	22.2%	77.8%	.0%	11.1%	.0%	.0%	66.7%	22.2%	.0%
Education 22	2	0	2	1	0	0	1	0	0	0
	.1%	.0%	.2%	1.2%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	.0%	100.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	.0%
Favorite Channel	10	4	6	0	1	0	5	2	2	0
	.5%	.5%	.6%	.0%	.4%	.0%	.9%	.4%	.8%	.0%
	100.0%	40.0%	60.0%	.0%	10.0%	.0%	50.0%	20.0%	20.0%	.0%
Calypso Music TV	1	0	1	1	0	0	0	0	0	0
	.1%	.0%	.1%	1.2%	.0%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%
iTV	1	1	0	0	0	0	0	0	1	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Rai 1	47	27	20	0	2	1	11	16	12	5
	2.6%	3.3%	2.0%	.0%	.7%	1.0%	2.1%	3.1%	4.9%	6.2%
	100.0%	57.4%	42.6%	.0%	4.3%	2.1%	23.4%	34.0%	25.5%	10.6%
Rai 2	18	5	13	2	3	1	5	6	0	1
	1.0%	.6%	1.3%	2.4%	1.1%	1.0%	.9%	1.2%	.0%	1.2%
	100.0%	27.8%	72.2%	11.1%	16.7%	5.6%	27.8%	33.3%	.0%	5.6%
Rai 3	1	0	1	0	0	0	0	1	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
Rete 4	38	18	20	0	2	2	7	17	9	1
	2.1%	2.2%	2.0%	.0%	.7%	2.0%	1.3%	3.3%	3.7%	1.2%
	100.0%	47.4%	52.6%	.0%	5.3%	5.3%	18.4%	44.7%	23.7%	2.6%
Canale 5	65	18	47	0	5	3	24	24	7	2
	3.6%	2.2%	4.6%	.0%	1.8%	3.0%	4.5%	4.7%	2.8%	2.5%
	100.0%	27.7%	72.3%	.0%	7.7%	4.6%	36.9%	36.9%	10.8%	3.1%
Italia 1	71	40	31	4	17	11	29	7	3	0
	3.9%	5.0%	3.0%	4.8%	6.1%	10.9%	5.5%	1.4%	1.2%	.0%
	100.0%	56.3%	43.7%	5.6%	23.9%	15.5%	40.8%	9.9%	4.2%	.0%
Discovery Channel	60	42	18	9	20	1	19	8	3	0
	3.3%	5.2%	1.8%	10.8%	7.1%	1.0%	3.6%	1.6%	1.2%	.0%
	100.0%	70.0%	30.0%	15.0%	33.3%	1.7%	31.7%	13.3%	5.0%	.0%
MTV	19	10	9	7	9	0	1	0	2	0
	1.0%	1.2%	.9%	8.4%	3.2%	.0%	.2%	.0%	.8%	.0%
	100.0%	52.6%	47.4%	36.8%	47.4%	.0%	5.3%	.0%	10.5%	.0%
BBC Prm/Wld/Ent	34	16	18	0	4	2	9	16	2	1
	1.9%	2.0%	1.8%	.0%	1.4%	2.0%	1.7%	3.1%	.8%	1.2%
	100.0%	47.1%	52.9%	.0%	11.8%	5.9%	26.5%	47.1%	5.9%	2.9%
Other TV Stations	235	111	124	20	38	12	76	61	23	5
	12.8%	13.7%	12.1%	24.1%	13.6%	11.9%	14.3%	12.0%	9.3%	6.2%
	100.0%	47.2%	52.8%	8.5%	16.2%	5.1%	32.3%	26.0%	9.8%	2.1%
No particular station	133	62	71	5	9	3	29	47	31	9
	7.3%	7.7%	6.9%	6.0%	3.2%	3.0%	5.5%	9.3%	12.6%	11.1%
	100.0%	46.6%	53.4%	3.8%	6.8%	2.3%	21.8%	35.3%	23.3%	6.8%
Do not remember	15	8	7	0	3	0	2	4	2	4
	.8%	1.0%	.7%	.0%	1.1%	.0%	.4%	.8%	.8%	4.9%
	100.0%	53.3%	46.7%	.0%	20.0%	.0%	13.3%	26.7%	13.3%	26.7%
Do not watch TV	542	222	320	17	116	34	175	127	53	20
	29.6%	27.5%	31.3%	20.5%	41.4%	33.7%	33.0%	25.0%	21.5%	24.7%
	100.0%	41.0%	59.0%	3.1%	21.4%	6.3%	32.3%	23.4%	9.8%	3.7%
No Reply	11	2	9	0	0	0	3	5	1	2
	.6%	.2%	.9%	.0%	.0%	.0%	.6%	1.0%	.4%	2.5%
	100.0%	18.2%	81.8%	.0%	.0%	.0%	27.3%	45.5%	9.1%	18.2%
Total	1830	808	1022	83	280	101	531	508	246	81
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%

[Count / Column % / Row %]

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

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

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	295	135	159	17	29	23	95	68	48	14
	16.1%	15.0%	17.2%	18.7%	9.5%	21.1%	17.4%	14.4%	21.2%	19.7%
ONE	100.0%	46.0%	54.0%	5.7%	10.0%	7.8%	32.3%	23.0%	16.4%	4.8%
	152	81	71	1	21	9	32	56	27	6
	8.3%	8.9%	7.7%	1.5%	6.6%	8.2%	5.9%	11.8%	11.9%	8.4%
Net TV	100.0%	53.1%	46.9%	.9%	13.5%	5.9%	21.3%	36.7%	17.8%	4.0%
	66	29	37	1	6	3	11	26	13	7
	3.6%	3.2%	4.0%	.9%	1.9%	2.6%	2.1%	5.5%	5.6%	9.2%
Smash TV	100.0%	43.5%	56.5%	1.2%	8.9%	4.3%	17.1%	39.2%	19.4%	10.1%
	9	2	6	0	1	0	0	6	2	0
	.5%	.3%	.7%	.0%	.4%	.0%	.0%	1.2%	.7%	.0%
Education 22	100.0%	28.1%	71.9%	.0%	13.2%	.0%	.0%	67.9%	18.8%	.0%
	2	0	2	1	0	0	1	0	0	0
	.1%	.0%	.2%	1.4%	.0%	.0%	.1%	.0%	.0%	.0%
Favorite Channel	100.0%	.0%	100.0%	63.3%	.0%	.0%	36.7%	.0%	.0%	.0%
	10	5	5	0	1	0	5	2	2	0
	.5%	.5%	.5%	.0%	.2%	.0%	1.0%	.3%	.8%	.0%
Calypso Music TV	100.0%	48.7%	51.3%	.0%	7.7%	.0%	56.3%	16.9%	19.0%	.0%
	1	0	1	1	0	0	0	0	0	0
	.1%	.0%	.1%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%
iTV	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%
	1	1	0	0	0	0	0	0	1	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
Rai 1	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
	46	29	17	0	3	1	12	15	11	4
	2.5%	3.2%	1.9%	.0%	.9%	.7%	2.1%	3.1%	5.0%	6.1%
Rai 2	100.0%	62.6%	37.4%	.0%	5.8%	1.7%	25.6%	32.4%	24.8%	9.7%
	18	6	13	3	4	1	5	5	0	1
	1.0%	.6%	1.4%	2.8%	1.3%	1.2%	.9%	1.1%	.0%	1.0%
Rai 3	100.0%	31.4%	68.6%	13.6%	21.2%	7.4%	25.8%	28.0%	.0%	4.1%
	1	0	1	0	0	0	0	1	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%
Rete 4	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
	38	21	17	0	2	2	8	17	8	1
	2.1%	2.3%	1.8%	.0%	.8%	1.9%	1.5%	3.5%	3.5%	1.2%
Canale 5	100.0%	55.5%	44.5%	.0%	6.5%	5.5%	21.2%	43.5%	21.1%	2.3%
	61	20	41	0	5	3	23	20	6	2
	3.3%	2.2%	4.5%	.0%	1.8%	3.1%	4.2%	4.3%	2.7%	3.3%
Italia 1	100.0%	32.3%	67.7%	.0%	8.9%	5.5%	38.2%	33.5%	9.9%	3.9%
	75	45	30	5	19	11	30	7	3	0
	4.1%	5.0%	3.2%	5.2%	6.2%	10.4%	5.6%	1.4%	1.2%	.0%
Discovery Channel	100.0%	60.5%	39.5%	6.3%	25.4%	15.2%	40.6%	8.8%	3.7%	.0%
	66	49	17	10	24	1	20	8	2	0
	3.6%	5.4%	1.8%	10.8%	7.8%	.7%	3.7%	1.8%	1.1%	.0%
MTV	100.0%	74.3%	25.7%	14.9%	36.9%	1.2%	30.5%	12.9%	3.6%	.0%
	20	11	9	7	10	0	1	0	2	0
	1.1%	1.2%	.9%	7.8%	3.1%	.0%	.2%	.0%	.7%	.0%
BBC Prm/Wld/Ent	100.0%	55.9%	44.1%	36.2%	49.6%	.0%	6.3%	.0%	8.0%	.0%
	35	18	17	0	5	2	10	15	2	1
	1.9%	2.0%	1.8%	.0%	1.5%	1.8%	1.9%	3.2%	.7%	1.4%
Other TV Stations	100.0%	52.3%	47.7%	.0%	13.6%	5.7%	30.1%	43.3%	4.3%	2.9%
	239	125	114	22	42	12	80	58	22	5
	13.1%	13.8%	12.3%	24.5%	13.4%	10.7%	14.5%	12.2%	9.6%	6.7%
No particular station	100.0%	52.4%	47.6%	9.3%	17.3%	4.9%	33.3%	24.1%	9.1%	2.0%
	134	70	64	6	11	4	31	44	30	9
	7.3%	7.8%	6.9%	6.1%	3.4%	3.8%	5.6%	9.4%	13.1%	11.8%
Do not remember	100.0%	52.5%	47.5%	4.1%	7.9%	3.1%	23.0%	33.2%	22.3%	6.4%
	15	9	6	0	4	0	2	4	2	3
	.8%	1.0%	.7%	.0%	1.2%	.0%	.3%	.9%	.9%	4.8%
Do not watch TV	100.0%	59.1%	40.9%	.0%	24.6%	.0%	12.2%	26.7%	14.0%	22.5%
	536	247	289	17	124	37	178	116	46	17
	29.3%	27.3%	31.2%	19.1%	40.0%	33.7%	32.5%	24.5%	20.4%	23.8%
No Reply	100.0%	46.1%	53.9%	3.2%	23.2%	6.9%	33.2%	21.6%	8.7%	3.2%
	10	2	8	0	0	0	3	5	1	2
	.6%	.2%	.9%	.0%	.0%	.0%	.5%	1.0%	.4%	2.5%
	100.0%	20.8%	79.2%	.0%	.0%	.0%	29.0%	44.7%	8.1%	18.2%
Total	1830	906	924	91	310	109	549	472	227	72
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%

[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]

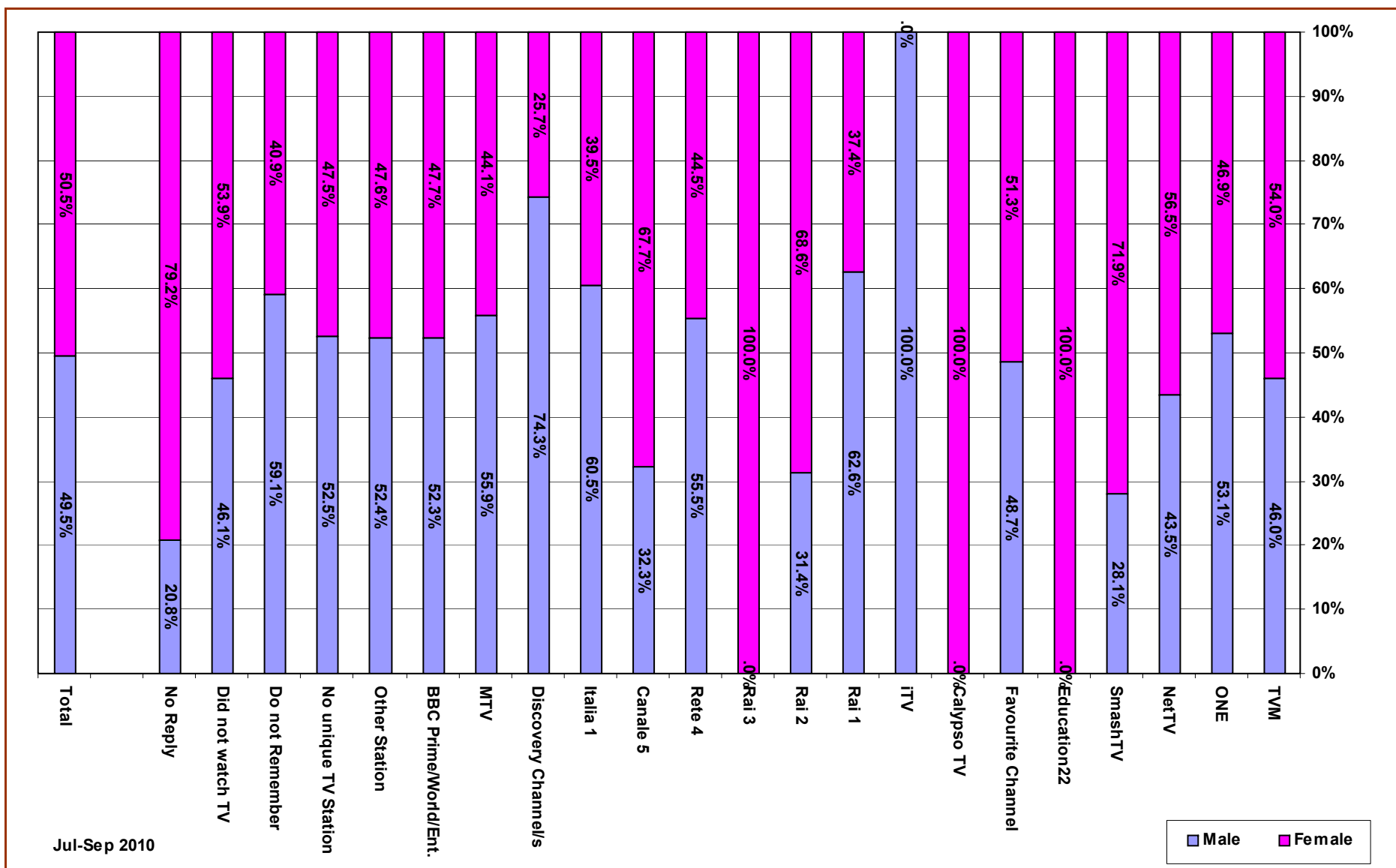


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [JUL-SEP 2011]

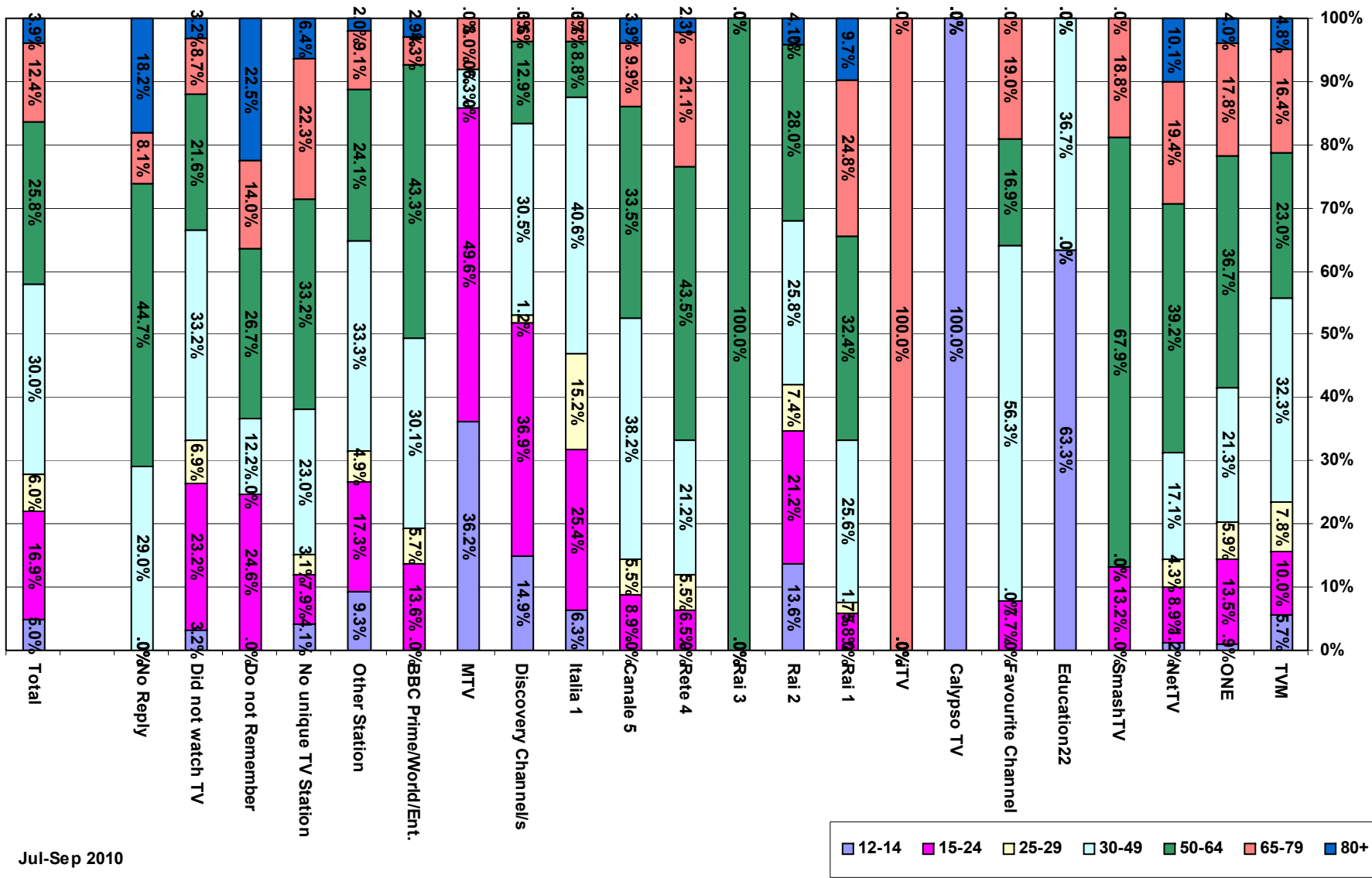


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [JUL-SEP 2011]

TABLE 3.5.A: TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	294	59	79	30	52	52	22
	16.1%	16.4%	15.1%	11.5%	18.4%	20.6%	14.7%
	100.0%	20.1%	26.9%	10.2%	17.7%	17.7%	7.5%
ONE	156	41	41	23	23	12	16
	8.5%	11.4%	7.8%	8.8%	8.2%	4.7%	10.7%
	100.0%	26.3%	26.3%	14.7%	14.7%	7.7%	10.3%
Net TV	68	12	17	11	9	11	8
	3.7%	3.3%	3.2%	4.2%	3.2%	4.3%	5.3%
	100.0%	17.6%	25.0%	16.2%	13.2%	16.2%	11.8%
Smash TV	9	3	3	1	1	1	0
	.5%	.8%	.6%	.4%	.4%	.4%	.0%
	100.0%	33.3%	33.3%	11.1%	11.1%	11.1%	.0%
Education 22	2	1	0	0	0	1	0
	.1%	.3%	.0%	.0%	.0%	.4%	.0%
	100.0%	50.0%	.0%	.0%	.0%	50.0%	.0%
Favorite Channel	10	3	3	0	4	0	0
	.5%	.8%	.6%	.0%	1.4%	.0%	.0%
	100.0%	30.0%	30.0%	.0%	40.0%	.0%	.0%
Calypso Music TV	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
iTV	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Rai 1	47	13	15	10	4	3	2
	2.6%	3.6%	2.9%	3.8%	1.4%	1.2%	1.3%
	100.0%	27.7%	31.9%	21.3%	8.5%	6.4%	4.3%
Rai 2	18	7	4	3	3	1	0
	1.0%	1.9%	.8%	1.1%	1.1%	.4%	.0%
	100.0%	38.9%	22.2%	16.7%	16.7%	5.6%	.0%
Rai 3	1	0	0	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Rete 4	38	9	11	5	5	6	2
	2.1%	2.5%	2.1%	1.9%	1.8%	2.4%	1.3%
	100.0%	23.7%	28.9%	13.2%	13.2%	15.8%	5.3%
Canale 5	65	16	15	7	11	10	6
	3.6%	4.5%	2.9%	2.7%	3.9%	4.0%	4.0%
	100.0%	24.6%	23.1%	10.8%	16.9%	15.4%	9.2%
Italia 1	71	12	20	14	12	8	5
	3.9%	3.3%	3.8%	5.3%	4.3%	3.2%	3.3%
	100.0%	16.9%	28.2%	19.7%	16.9%	11.3%	7.0%
Discovery Channel	60	8	19	8	12	10	3
	3.3%	2.2%	3.6%	3.1%	4.3%	4.0%	2.0%
	100.0%	13.3%	31.7%	13.3%	20.0%	16.7%	5.0%
MTV	19	2	7	3	4	1	2
	1.0%	.6%	1.3%	1.1%	1.4%	.4%	1.3%
	100.0%	10.5%	36.8%	15.8%	21.1%	5.3%	10.5%
BBC Prm/Wld/Ent	34	5	14	7	4	4	0
	1.9%	1.4%	2.7%	2.7%	1.4%	1.6%	.0%
	100.0%	14.7%	41.2%	20.6%	11.8%	11.8%	.0%
Other TV Stations	235	49	68	33	34	34	17
	12.8%	13.6%	13.0%	12.6%	12.1%	13.4%	11.3%
	100.0%	20.9%	28.9%	14.0%	14.5%	14.5%	7.2%
No particular station	133	26	43	20	14	24	6
	7.3%	7.2%	8.2%	7.6%	5.0%	9.5%	4.0%
	100.0%	19.5%	32.3%	15.0%	10.5%	18.0%	4.5%
Do not remember	15	0	7	4	2	1	1
	.8%	.0%	1.3%	1.5%	.7%	.4%	.7%
	100.0%	.0%	46.7%	26.7%	13.3%	6.7%	6.7%
Do not watch TV	542	90	154	80	87	73	58
	29.6%	25.1%	29.4%	30.5%	30.9%	28.9%	38.7%
	100.0%	16.6%	28.4%	14.8%	16.1%	13.5%	10.7%
No Reply	11	3	2	3	1	0	2
	.6%	.8%	.4%	1.1%	.4%	.0%	1.3%
	100.0%	27.3%	18.2%	27.3%	9.1%	.0%	18.2%
Total	1830	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

[Count / Column % / Row %]

TABLE 3.5.B: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2011]

	TOTAL	DISTRICT					
		SOUTHERN HRB.	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	295	62	80	30	50	53	20
	16.1%	17.1%	14.9%	11.0%	19.6%	20.0%	14.6%
	100.0%	21.0%	27.2%	10.1%	17.1%	17.8%	6.9%
ONE	152	40	39	24	21	13	14
	8.3%	11.2%	7.3%	8.8%	8.3%	4.9%	10.2%
	100.0%	26.6%	25.9%	15.8%	14.0%	8.5%	9.3%
Net TV	66	12	15	11	8	12	7
	3.6%	3.3%	2.9%	4.2%	3.3%	4.7%	4.9%
	100.0%	17.9%	23.3%	17.2%	12.8%	18.5%	10.3%
Smash TV	9	2	3	1	1	1	0
	.5%	.7%	.5%	.4%	.3%	.5%	.0%
	100.0%	28.4%	33.7%	11.4%	10.1%	16.4%	.0%
Education 22	2	1	0	0	0	1	0
	.1%	.4%	.0%	.0%	.0%	.3%	.0%
	100.0%	63.3%	.0%	.0%	.0%	36.7%	.0%
Favorite Channel	10	2	4	0	3	0	0
	.5%	.7%	.7%	.0%	1.4%	.0%	.0%
	100.0%	25.4%	38.6%	.0%	36.0%	.0%	.0%
Calypso Music TV	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
iTV	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Rai 1	46	12	14	11	4	3	2
	2.5%	3.2%	2.7%	4.0%	1.6%	1.3%	1.2%
	100.0%	25.3%	31.4%	23.5%	8.7%	7.4%	3.7%
Rai 2	18	8	4	4	3	1	0
	1.0%	2.1%	.7%	1.3%	1.0%	.3%	.0%
	100.0%	42.1%	19.9%	19.6%	14.3%	4.1%	.0%
Rai 3	1	0	0	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Rete 4	38	8	11	6	5	7	2
	2.1%	2.1%	2.1%	2.0%	1.8%	2.8%	1.2%
	100.0%	20.4%	29.1%	14.5%	12.2%	19.5%	4.3%
Canale 5	61	15	14	8	10	10	5
	3.3%	4.0%	2.6%	2.8%	3.8%	3.7%	3.9%
	100.0%	23.9%	23.1%	12.3%	15.9%	15.8%	9.0%
Italia 1	75	15	23	15	10	8	5
	4.1%	4.0%	4.2%	5.4%	3.9%	3.1%	3.5%
	100.0%	19.4%	30.4%	19.3%	13.4%	10.9%	6.5%
Discovery Channel	66	9	23	9	10	11	3
	3.6%	2.5%	4.3%	3.4%	4.0%	4.3%	2.3%
	100.0%	13.9%	34.9%	13.9%	15.4%	17.1%	4.9%
MTV	20	2	8	3	3	1	2
	1.1%	.6%	1.5%	1.1%	1.2%	.4%	1.7%
	100.0%	10.4%	42.1%	14.9%	15.8%	5.1%	11.8%
BBC Prm/Wld/Ent	35	5	14	8	4	4	0
	1.9%	1.3%	2.6%	2.9%	1.5%	1.7%	.0%
	100.0%	13.6%	40.7%	22.3%	10.8%	12.5%	.0%
Other TV Stations	239	49	74	35	31	34	17
	13.1%	13.6%	13.7%	12.8%	12.1%	12.8%	12.4%
	100.0%	20.5%	30.7%	14.5%	13.0%	14.0%	7.2%
No particular station	134	25	42	22	14	26	6
	7.3%	6.8%	7.9%	8.0%	5.4%	9.7%	4.1%
	100.0%	18.4%	31.6%	16.2%	10.4%	19.1%	4.3%
Do not remember	15	0	7	4	2	1	1
	.8%	.0%	1.4%	1.5%	.9%	.4%	.5%
	100.0%	.0%	47.7%	26.5%	14.6%	7.0%	4.2%
Do not watch TV	536	94	158	80	76	76	53
	29.3%	25.9%	29.4%	29.4%	29.5%	28.8%	38.0%
	100.0%	17.5%	29.5%	14.9%	14.1%	14.1%	9.8%
No Reply	10	2	2	3	1	0	2
	.6%	.7%	.3%	1.1%	.3%	.0%	1.5%
	100.0%	24.3%	17.5%	29.4%	8.7%	.0%	20.1%
Total	1830	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

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

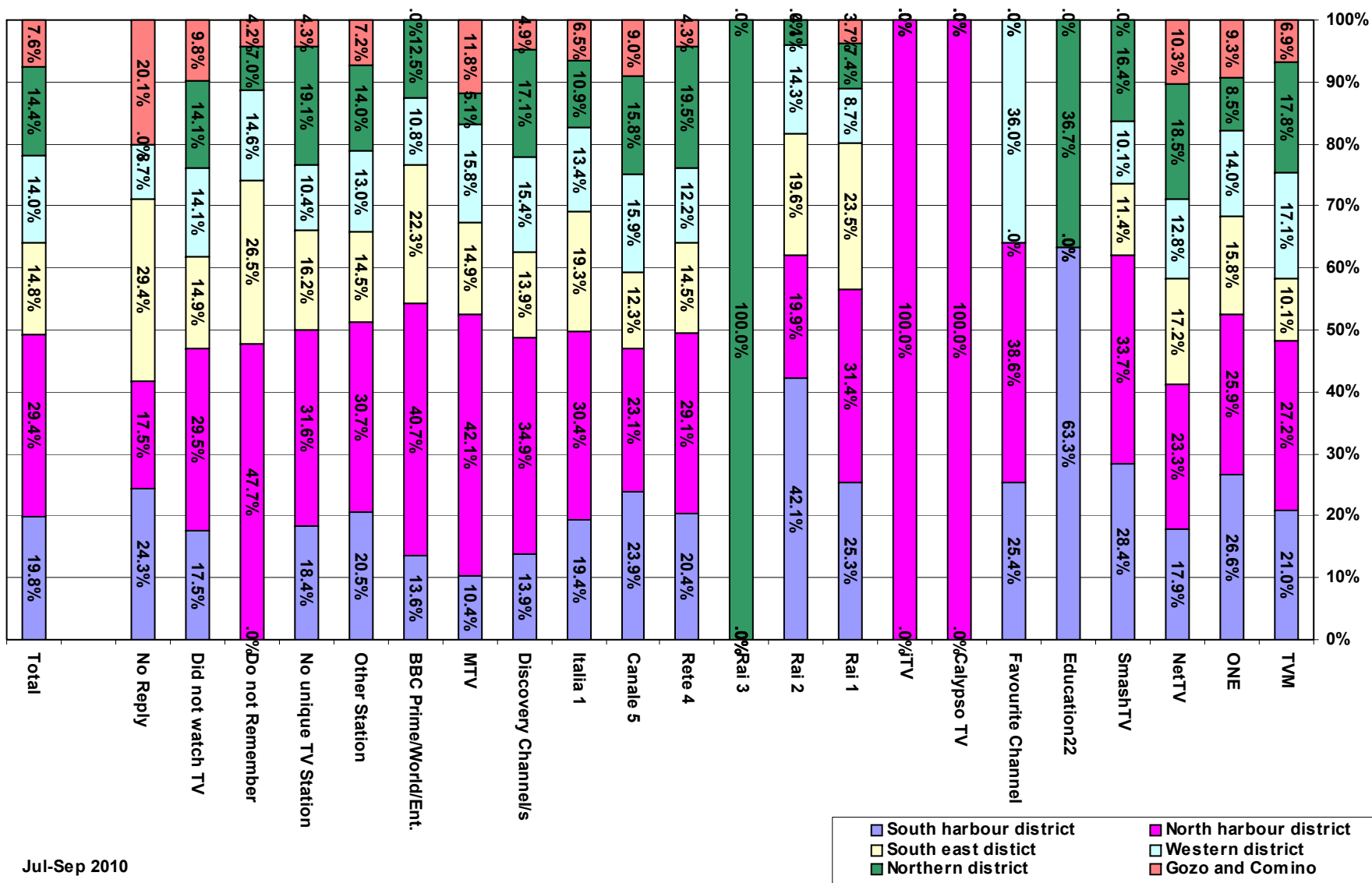


FIG. 3.5.B: POPULATION TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2011]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	5	2	3	0	0	0	2	2	0	1	1	2	1	1	0	0
All Stars	2	2	0	0	0	0	0	1	1	0	1	1	0	0	0	0
Animal Planet	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Antenna Sicilia	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
AXN	2	0	2	0	0	0	1	1	0	0	0	1	0	0	1	0
Boomerang	3	0	3	0	0	0	3	0	0	0	0	1	1	1	0	0
Cartoon Network	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Cartoonito	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
CNN	13	8	5	0	0	2	1	7	2	1	4	3	0	4	0	2
Deutsch TV	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Disney Channel	21	7	14	10	4	0	7	0	0	0	4	6	3	2	3	3
Disney Junior	2	0	2	0	0	0	2	0	0	0	1	0	0	0	1	0
Diva International	2	1	1	0	1	0	0	1	0	0	1	0	0	1	0	0
Dubai	2	2	0	0	0	0	0	2	0	0	0	0	1	1	0	0
Dubai 1	4	1	3	0	1	0	1	2	0	0	0	2	2	0	0	0
DWTV	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
E! Entertainment	17	0	17	1	11	2	2	1	0	0	2	2	3	5	5	0
Euro News	8	5	3	0	1	0	2	2	2	1	1	2	2	1	0	2
Euro Sport	10	6	4	2	2	1	4	1	0	0	2	3	1	1	2	1
Euro Sport 2	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
EWTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Fine Living Network	6	1	5	0	1	1	2	2	0	0	0	4	1	0	1	0
Food Network	6	1	5	0	2	0	2	0	2	0	0	2	2	1	0	1
Football Stars	2	2	0	1	0	0	0	1	0	0	0	2	0	0	0	0
FOX	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
FOX Crime	1	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0
FOX Life	2	0	2	1	0	0	1	0	0	0	0	1	0	0	1	0
France 24	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
FX	2	0	2	1	0	0	0	1	0	0	0	1	1	0	0	0
Go Plus	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Go Sports	2	2	0	0	0	0	1	0	0	1	1	1	0	0	0	0
Go Stars	3	0	3	0	0	0	2	1	0	0	0	0	0	2	1	0
History Channel	4	1	3	0	0	0	2	2	0	0	0	3	1	0	0	0
Italia 7	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
ITR	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
IXH	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Kaccia e Pesce	1	1	0	0	0	0	1	0	0	0	0	1	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
Kidz Co	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0
La7	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Manchester United TV	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MBC	4	3	1	0	0	1	2	1	0	0	1	1	1	0	1	0
MBC 2	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Melita Football	2	2	0	0	0	0	1	1	0	0	1	1	0	0	0	0
Melita More	4	1	3	0	0	1	1	2	0	0	1	0	0	0	2	1
Melita Movies	3	2	1	1	0	0	2	0	0	0	1	2	0	0	0	0
Melita Sports	3	3	0	0	1	0	1	1	0	0	1	0	0	2	0	0
MGM	7	3	4	0	1	0	1	2	2	1	0	3	1	1	1	1
Mickelodeon	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Military History	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Movie Channel	2	0	2	0	0	0	0	1	1	0	0	0	0	1	1	0
Movies4Men	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Murobe Channel	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
MUTV	2	2	0	0	1	0	0	0	1	0	0	1	1	0	0	0
National Geographic	2	2	0	0	0	0	1	1	0	0	1	0	0	0	0	1
NBC Action	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
NBC2	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Network	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
Nova	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Physic TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
RAI Sports 1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RBB	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
SKY	8	6	2	0	3	0	2	2	1	0	2	3	1	0	1	1
SKY 1	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
SKY Cinema	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
SKY Cinema Max	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
SKY Italia	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
SKY News	10	6	4	0	1	0	5	3	1	0	0	2	3	2	2	1
SKY Sports	6	5	1	0	1	0	3	0	2	0	3	1	1	0	0	1
SKY Sports 1	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0
SKY Sports Italia	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Sports Channel	2	1	1	0	0	0	0	2	0	0	1	0	1	0	0	0
Style Network	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Swards	1	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0

TABLE 3.6.A: CONT/ ...

TABLE 6.3.A: CONT'D

	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
TCM	4	2	2	0	0	1	0	1	2	0	1	0	0	1	2	0
Three Homes	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Travel & Living	2	0	2	0	0	1	1	0	0	0	1	0	1	0	0	0
Travel Channel	2	2	0	0	0	0	1	1	0	0	1	0	0	1	0	0
True Movies	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
UEFA Sports	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
UK Life	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
United Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
United TV	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
World News	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
WTN	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Club	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Reality	6	2	4	0	1	0	2	3	0	0	1	3	0	0	2	0
Total	235	111	124	20	38	12	76	61	23	5	49	68	33	34	34	17

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 [JUL-SEP 2011]

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	4	2	3	0	0	0	2	2	0	1	1	2	1	1	0	0
All Stars	2	2	0	0	0	0	0	1	1	0	1	1	0	0	0	0
Animal Planet	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Antenna Sicilia	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
AXN	2	0	2	0	0	0	1	1	0	0	0	1	0	0	1	0
Boomerang	3	0	3	0	0	0	3	0	0	0	0	1	1	1	0	0
Cartoon Network	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Cartoonito	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
CNN	14	9	4	0	0	2	1	7	2	1	3	4	0	5	0	2
Deutsch TV	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Disney Channel	23	8	15	11	5	0	7	0	0	0	5	7	4	2	3	3
Disney Junior	2	0	2	0	0	0	2	0	0	0	1	0	0	0	1	0
Diva International	2	1	1	0	1	0	0	1	0	0	1	0	0	1	0	0
Dubai	2	2	0	0	0	0	0	2	0	0	0	0	1	1	0	0
Dubai 1	4	1	3	0	1	0	1	2	0	0	0	2	2	0	0	0
DWTV	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
E! Entertainment	15	0	15	1	10	2	2	1	0	0	2	2	2	4	5	0
Euro News	8	6	2	0	1	0	3	1	2	1	1	3	2	1	0	1
Euro Sport	10	7	4	2	2	1	4	1	0	0	2	4	1	1	2	1
Euro Sport 2	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
EWTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Fine Living Network	5	1	4	0	1	1	2	2	0	0	0	4	1	0	1	0
Food Network	6	1	5	0	2	0	2	0	2	0	0	2	2	1	0	1
Football Stars	2	2	0	1	0	0	0	1	0	0	0	2	0	0	0	0
FOX	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
FOX Crime	1	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0
FOX Life	2	0	2	1	0	0	1	0	0	0	0	1	0	0	1	0
France 24	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
FX	2	0	2	1	0	0	0	1	0	0	0	1	1	0	0	0
Go Plus	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Go Sports	2	2	0	0	0	0	1	0	0	1	1	1	0	0	0	0
Go Stars	3	0	3	0	0	0	2	1	0	0	0	0	0	2	1	0
History Channel	4	1	3	0	0	0	2	2	0	0	0	3	1	0	0	0
Italia 7	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
ITR	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
IXH	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Kaccia e Pesce	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0

TABLE 3.6.B: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Kidz Co	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0
La7	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Manchester United TV	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MBC	5	3	1	0	0	1	2	1	0	0	1	1	1	0	1	0
MBC 2	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Melita Football	2	2	0	0	0	0	1	1	0	0	1	1	0	0	0	0
Melita More	4	1	3	0	0	1	1	2	0	0	1	0	0	0	2	1
Melita Movies	4	3	1	1	0	0	2	0	0	0	1	3	0	0	0	0
Melita Sports	4	4	0	0	1	0	1	1	0	0	1	0	0	2	0	0
MGM	7	3	4	0	1	0	1	2	2	1	0	3	1	1	1	1
Mickelodeon	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Military History	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Movie Channel	2	0	2	0	0	0	0	1	1	0	0	0	0	1	1	0
Movies4Men	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Murobe Channel	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
MUTV	2	2	0	0	1	0	0	0	1	0	0	1	1	0	0	0
National Geographic	2	2	0	0	0	0	1	1	0	0	1	0	0	0	0	1
NBC Action	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
NBC2	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Network	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
Nova	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
Physic TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
RAI Sports 1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RBB	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
SKY	9	7	2	0	4	0	2	2	1	0	2	3	1	0	1	1
SKY 1	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
SKY Cinema	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
SKY Cinema Max	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
SKY Italia	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
SKY News	11	7	3	0	1	0	6	3	1	0	0	2	4	2	2	1
SKY Sports	7	6	1	0	1	0	4	0	2	0	3	1	1	0	0	1
SKY Sports 1	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0
SKY Sports Italia	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Sports Channel	2	1	1	0	0	0	0	2	0	0	1	0	1	0	0	0
Style Network	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
Swards	1	1	0	0	1	0	0	0	0	0	0	0	0	0	1	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															
TCM	4	2	2	0	0	1	0	1	2	0	1	0	0	1	2	0
Three Homes	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Travel & Living	2	0	2	0	0	1	1	0	0	0	1	0	1	0	0	0
Travel Channel	2	2	0	0	0	0	1	1	0	0	1	0	0	1	0	0
True Movies	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
UEFA Sports	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
UK Life	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
United Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
United TV	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
World News	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
WTN	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Club	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Reality	6	2	4	0	1	0	2	3	0	0	1	3	0	0	2	0
Total	239	125	114	22	42	12	80	58	22	5	49	74	35	31	34	17

[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 [JUL-SEP 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Availability of AM/FM Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	1592	704	888	71	227	87	436	472	226	73	300	465	229	245	219	134	
Yes	87.0%	87.1%	86.9%	85.5%	81.1%	86.1%	82.1%	92.9%	91.9%	90.1%	83.6%	88.7%	87.4%	86.9%	86.6%	89.3%	
	100.0%	44.2%	55.8%	4.5%	14.3%	5.5%	27.4%	29.6%	14.2%	4.6%	18.8%	29.2%	14.4%	15.4%	13.8%	8.4%	
	238	104	134	12	53	14	95	36	20	8	59	59	33	37	34	16	
	13.0%	12.9%	13.1%	14.5%	18.9%	13.9%	17.9%	7.1%	8.1%	9.9%	16.4%	11.3%	12.6%	13.1%	13.4%	10.7%	
No	100.0%	43.7%	56.3%	5.0%	22.3%	5.9%	39.9%	15.1%	8.4%	3.4%	24.8%	24.8%	13.9%	15.5%	14.3%	6.7%	
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	
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%	
	183	91	92	9	51	9	73	30	8	3	31	50	31	29	29	13	
Yes	10.0%	11.3%	9.0%	10.8%	18.2%	8.9%	13.7%	5.9%	3.3%	3.7%	8.6%	9.5%	11.8%	10.3%	11.5%	8.7%	
	100.0%	49.7%	50.3%	4.9%	27.9%	4.9%	39.9%	16.4%	4.4%	1.6%	16.9%	27.3%	16.9%	15.8%	15.8%	7.1%	
	1647	717	930	74	229	92	458	478	238	78	328	474	231	253	224	137	
	90.0%	88.7%	91.0%	89.2%	81.8%	91.1%	86.3%	94.1%	96.7%	96.3%	91.4%	90.5%	88.2%	89.7%	88.5%	91.3%	
No	100.0%	43.5%	56.5%	4.5%	13.9%	5.6%	27.8%	29.0%	14.5%	4.7%	19.9%	28.8%	14.0%	15.4%	13.6%	8.3%	
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	
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%	
	315	139	176	33	107	27	108	33	6	1	53	83	48	56	60	15	
Yes	17.2%	17.2%	17.2%	39.8%	38.2%	26.7%	20.3%	6.5%	2.4%	1.2%	14.8%	15.8%	18.3%	19.9%	23.7%	10.0%	
	100.0%	44.1%	55.9%	10.5%	34.0%	8.6%	34.3%	10.5%	1.9%	.3%	16.8%	26.3%	15.2%	17.8%	19.0%	4.8%	
	1515	669	846	50	173	74	423	475	240	80	306	441	214	226	193	135	
	82.8%	82.8%	82.8%	60.2%	61.8%	73.3%	79.7%	93.5%	97.6%	98.8%	85.2%	84.2%	81.7%	80.1%	76.3%	90.0%	
No	100.0%	44.2%	55.8%	3.3%	11.4%	4.9%	27.9%	31.4%	15.8%	5.3%	20.2%	29.1%	14.1%	14.9%	12.7%	8.9%	
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	

TABLE 4.1.A: CONT/ ...

TABLE WITH CAPTION																
	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No Radio available at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.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	134	48	86	7	17	11	58	24	11	6	39	30	18	19	21	7
	7.3%	5.9%	8.4%	8.4%	6.1%	10.9%	10.9%	4.7%	4.5%	7.4%	10.9%	5.7%	6.9%	6.7%	8.3%	4.7%
	100.0%	35.8%	64.2%	5.2%	12.7%	8.2%	43.3%	17.9%	8.2%	4.5%	29.1%	22.4%	13.4%	14.2%	15.7%	5.2%
No	1696	760	936	76	263	90	473	484	235	75	320	494	244	263	232	143
	92.7%	94.1%	91.6%	91.6%	93.9%	89.1%	89.1%	95.3%	95.5%	92.6%	89.1%	94.3%	93.1%	93.3%	91.7%	95.3%
	100.0%	44.8%	55.2%	4.5%	15.5%	5.3%	27.9%	28.5%	13.9%	4.4%	18.9%	29.1%	14.4%	15.5%	13.7%	8.4%
Total	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of AM/FM Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yes	1586	786	800	76	251	94	454	438	208	66	300	473	237	224	230	123
	86.7%	86.8%	86.6%	84.2%	80.9%	85.9%	82.7%	92.7%	91.5%	91.5%	82.6%	87.9%	87.4%	87.4%	87.4%	88.5%
	100.0%	49.6%	50.4%	4.8%	15.8%	5.9%	28.6%	27.6%	13.1%	4.2%	18.9%	29.8%	14.9%	14.1%	14.5%	7.7%
No	244	120	124	14	59	15	95	34	19	6	63	65	34	32	33	16
	13.3%	13.2%	13.4%	15.8%	19.1%	14.1%	17.3%	7.3%	8.5%	8.5%	17.4%	12.1%	12.6%	12.6%	12.6%	11.5%
	100.0%	49.2%	50.8%	5.9%	24.3%	6.3%	39.0%	14.1%	7.9%	2.5%	25.8%	26.8%	14.0%	13.3%	13.6%	6.5%
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Digital Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yes	190	104	86	10	56	11	74	29	8	2	34	56	33	25	29	13
	10.4%	11.4%	9.3%	10.7%	18.0%	10.2%	13.5%	6.2%	3.3%	3.2%	9.4%	10.4%	12.2%	9.8%	11.0%	9.2%
	100.0%	54.5%	45.5%	5.1%	29.4%	5.9%	39.0%	15.4%	4.0%	1.2%	17.8%	29.5%	17.4%	13.2%	15.3%	6.7%
No	1640	802	838	81	254	98	475	443	220	70	329	482	238	231	234	126
	89.6%	88.6%	90.7%	89.3%	82.0%	89.8%	86.5%	93.8%	96.7%	96.8%	90.6%	89.6%	87.8%	90.2%	89.0%	90.8%
	100.0%	48.9%	51.1%	4.9%	15.5%	6.0%	28.9%	27.0%	13.4%	4.3%	20.0%	29.4%	14.5%	14.1%	14.3%	7.7%
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yes	331	161	170	36	117	28	111	32	6	1	62	96	51	47	61	16
	18.1%	17.8%	18.4%	39.7%	37.9%	26.0%	20.2%	6.8%	2.5%	1.0%	17.0%	17.9%	18.6%	18.2%	23.0%	11.2%
	100.0%	48.7%	51.3%	10.9%	35.5%	8.6%	33.4%	9.7%	1.7%	.2%	18.6%	29.1%	15.3%	14.1%	18.3%	4.7%
No	1499	745	754	55	193	81	438	440	222	72	301	442	221	210	203	123
	81.9%	82.2%	81.6%	60.3%	62.1%	74.0%	79.8%	93.2%	97.5%	99.0%	83.0%	82.1%	81.4%	81.8%	77.0%	88.8%
	100.0%	49.7%	50.3%	3.7%	12.8%	5.4%	29.2%	29.3%	14.8%	4.8%	20.1%	29.5%	14.7%	14.0%	13.5%	8.2%
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

TABLE 4.1.B: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
No Radio available at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
Yes	135	55	80	8	20	12	58	23	11	5	41	32	18	17	20	8	
	7.4%	6.1%	8.7%	8.7%	6.4%	10.7%	10.5%	4.8%	4.8%	6.7%	11.3%	6.0%	6.5%	6.6%	7.7%	5.5%	
	100.0%	40.9%	59.1%	5.8%	14.6%	8.6%	42.6%	16.6%	8.1%	3.6%	30.3%	23.6%	13.0%	12.5%	14.9%	5.6%	
No	1695	851	844	83	290	98	491	449	216	67	321	506	254	239	243	131	
	92.6%	93.9%	91.3%	91.3%	93.6%	89.3%	89.5%	95.2%	95.2%	93.3%	88.7%	94.0%	93.5%	93.4%	92.3%	94.5%	
	100.0%	50.2%	49.8%	4.9%	17.1%	5.8%	29.0%	26.5%	12.8%	4.0%	19.0%	29.9%	15.0%	14.1%	14.3%	7.7%	
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

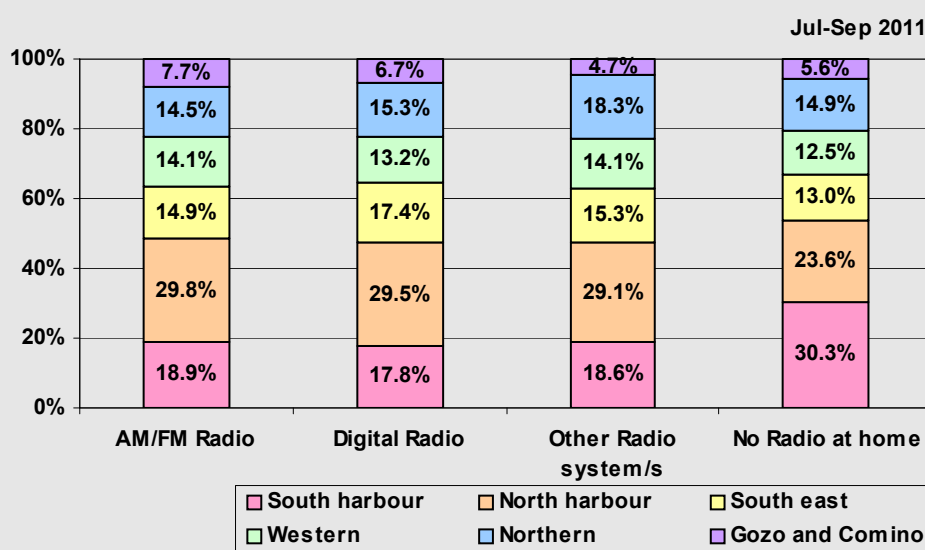
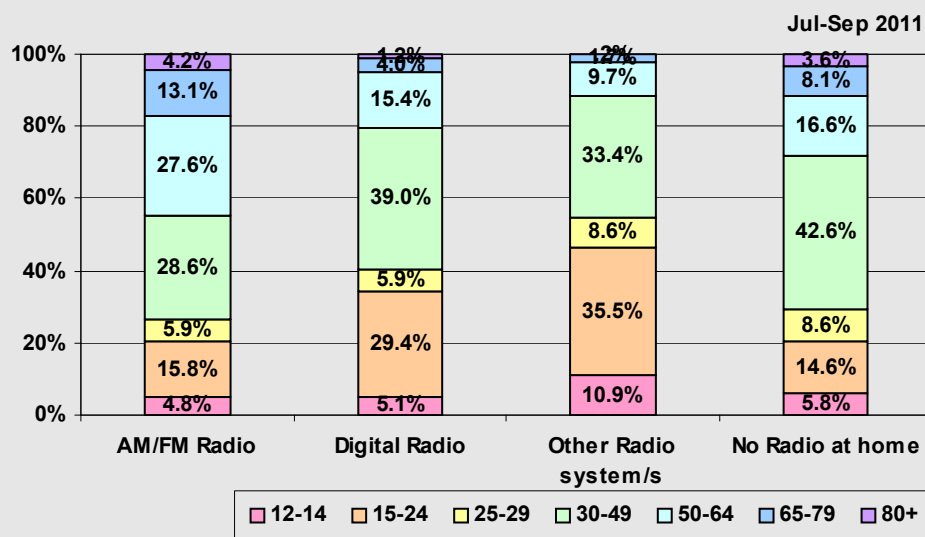
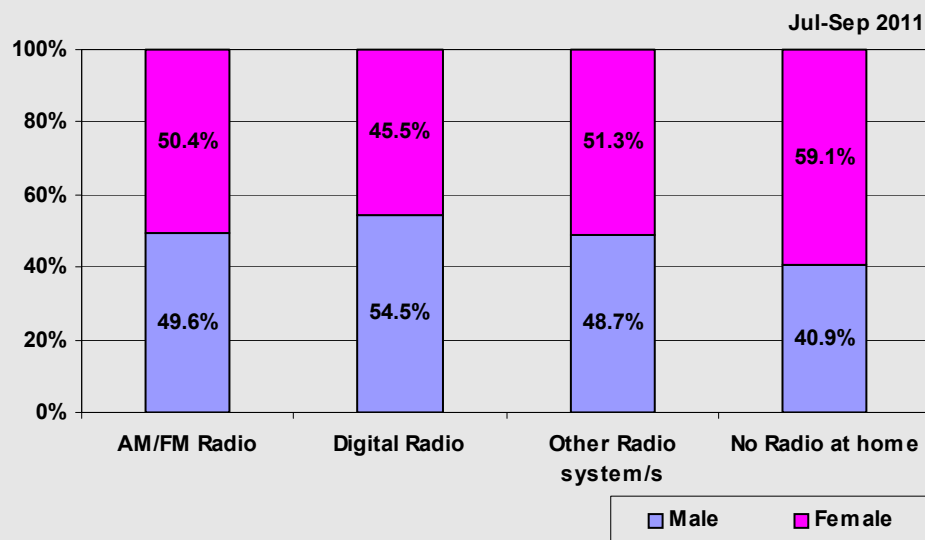


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2011]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) system installed at home																
Yes	439	217	222	23	62	22	110	144	60	18	88	127	79	56	55	34
	24.0%	26.9%	21.7%	27.7%	22.1%	21.8%	20.7%	28.3%	24.4%	22.2%	24.5%	24.2%	30.2%	19.9%	21.7%	22.7%
	100.0%	49.4%	50.6%	5.2%	14.1%	5.0%	25.1%	32.8%	13.7%	4.1%	20.0%	28.9%	18.0%	12.8%	12.5%	7.7%
	1391	591	800	60	218	79	421	364	186	63	271	397	183	226	198	116
No	76.0%	73.1%	78.3%	72.3%	77.9%	78.2%	79.3%	71.7%	75.6%	77.8%	75.5%	75.8%	69.8%	80.1%	78.3%	77.3%
	100.0%	42.5%	57.5%	4.3%	15.7%	5.7%	30.3%	26.2%	13.4%	4.5%	19.5%	28.5%	13.2%	16.2%	14.2%	8.3%
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%
Melita Cable plc. system installed at home																
Yes	974	431	543	42	146	48	244	293	155	46	203	322	108	131	138	72
	53.2%	53.3%	53.1%	50.6%	52.1%	47.5%	46.0%	57.7%	63.0%	56.8%	56.5%	61.5%	41.2%	46.5%	54.5%	48.0%
	100.0%	44.3%	55.7%	4.3%	15.0%	4.9%	25.1%	30.1%	15.9%	4.7%	20.8%	33.1%	11.1%	13.4%	14.2%	7.4%
	856	377	479	41	134	53	287	215	91	35	156	202	154	151	115	78
No	46.8%	46.7%	46.9%	49.4%	47.9%	52.5%	54.0%	42.3%	37.0%	43.2%	43.5%	38.5%	58.8%	53.5%	45.5%	52.0%
	100.0%	44.0%	56.0%	4.8%	15.7%	6.2%	33.5%	25.1%	10.6%	4.1%	18.2%	23.6%	18.0%	17.6%	13.4%	9.1%
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%
GO plc. system installed at home																
Yes	751	330	421	38	127	46	253	179	79	29	133	179	117	145	107	70
	41.0%	40.8%	41.2%	45.8%	45.4%	45.5%	47.6%	35.2%	32.1%	35.8%	37.0%	34.2%	44.7%	51.4%	42.3%	46.7%
	100.0%	43.9%	56.1%	5.1%	16.9%	6.1%	33.7%	23.8%	10.5%	3.9%	17.7%	23.8%	15.6%	19.3%	14.2%	9.3%
	1079	478	601	45	153	55	278	329	167	52	226	345	145	137	146	80
No	59.0%	59.2%	58.8%	54.2%	54.6%	54.5%	52.4%	64.8%	67.9%	64.2%	63.0%	65.8%	55.3%	48.6%	57.7%	53.3%
	100.0%	44.3%	55.7%	4.2%	14.2%	5.1%	25.8%	30.5%	15.5%	4.8%	20.9%	32.0%	13.4%	12.7%	13.5%	7.4%
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%
Satellite system installed at home																
Yes	418	199	219	26	72	22	159	105	33	1	83	109	72	64	61	29
	22.8%	24.6%	21.4%	31.3%	25.7%	21.8%	29.9%	20.7%	13.4%	1.2%	23.1%	20.8%	27.5%	22.7%	24.1%	19.3%
	100.0%	47.6%	52.4%	6.2%	17.2%	5.3%	38.0%	25.1%	7.9%	.2%	19.9%	26.1%	17.2%	15.3%	14.6%	6.9%
	1412	609	803	57	208	79	372	403	213	80	276	415	190	218	192	121
No	77.2%	75.4%	78.6%	68.7%	74.3%	78.2%	70.1%	79.3%	86.6%	98.8%	76.9%	79.2%	72.5%	77.3%	75.9%	80.7%
	100.0%	43.1%	56.9%	4.0%	14.7%	5.6%	26.3%	28.5%	15.1%	5.7%	19.5%	29.4%	13.5%	15.4%	13.6%	8.6%
	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

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	314	160	154	28	76	26	111	58	13	2	54	81	49	53	56	21	
	17.2%	19.8%	15.1%	33.7%	27.1%	25.7%	20.9%	11.4%	5.3%	2.5%	15.0%	15.5%	18.7%	18.8%	22.1%	14.0%	
	100.0%	51.0%	49.0%	8.9%	24.2%	8.3%	35.4%	18.5%	4.1%	.6%	17.2%	25.8%	15.6%	16.9%	17.8%	6.7%	
No	1516	648	868	55	204	75	420	450	233	79	305	443	213	229	197	129	
	82.8%	80.2%	84.9%	66.3%	72.9%	74.3%	79.1%	88.6%	94.7%	97.5%	85.0%	84.5%	81.3%	81.2%	77.9%	86.0%	
	100.0%	42.7%	57.3%	3.6%	13.5%	4.9%	27.7%	29.7%	15.4%	5.2%	20.1%	29.2%	14.1%	15.1%	13.0%	8.5%	
Total	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	
Other TV system installed at home																	
Yes	2	2	0	0	0	0	1	0	1	0	0	1	0	0	1	0	
	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.4%	.0%	.0%	.2%	.0%	.0%	.4%	.0%	
	100.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	.0%	50.0%	.0%	
No	1828	806	1022	83	280	101	530	508	245	81	359	523	262	282	252	150	
	99.9%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	99.6%	100.0%	100.0%	99.8%	100.0%	100.0%	99.6%	100.0%	
	100.0%	44.1%	55.9%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	
Total	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	
No TV at home																	
Yes	16	8	8	0	0	1	5	6	3	1	4	5	4	1	2	0	
	.9%	1.0%	.8%	.0%	.0%	1.0%	.9%	1.2%	1.2%	1.2%	1.1%	1.0%	1.5%	.4%	.8%	.0%	
	100.0%	50.0%	50.0%	.0%	.0%	6.3%	31.3%	37.5%	18.8%	6.3%	25.0%	31.3%	25.0%	6.3%	12.5%	.0%	
No	1814	800	1014	83	280	100	526	502	243	80	355	519	258	281	251	150	
	99.1%	99.0%	99.2%	100.0%	100.0%	99.0%	99.1%	98.8%	98.8%	98.8%	98.9%	99.0%	98.5%	99.6%	99.2%	100.0%	
	100.0%	44.1%	55.9%	4.6%	15.4%	5.5%	29.0%	27.7%	13.4%	4.4%	19.6%	28.6%	14.2%	15.5%	13.8%	8.3%	
Total	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%	

[Count / Column % / Row %]

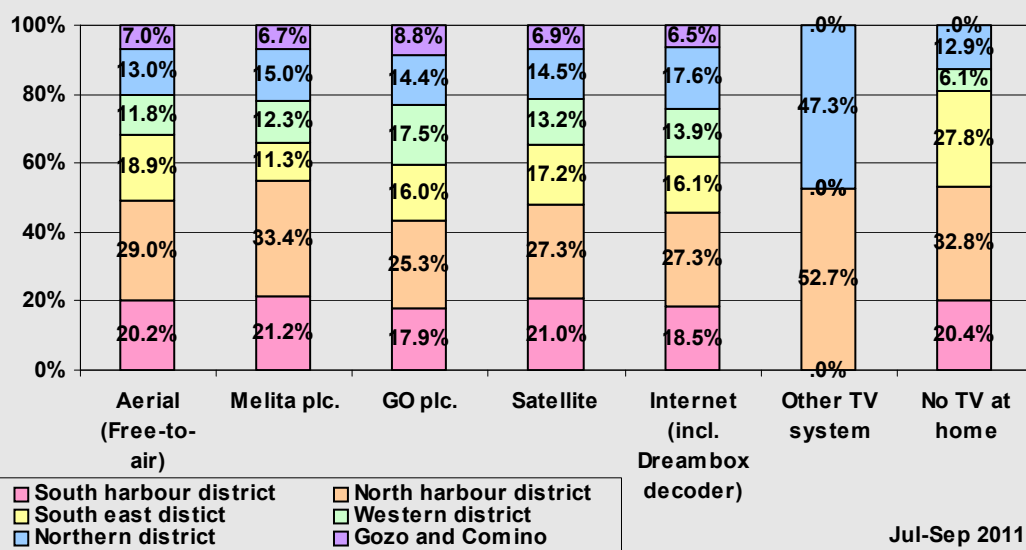
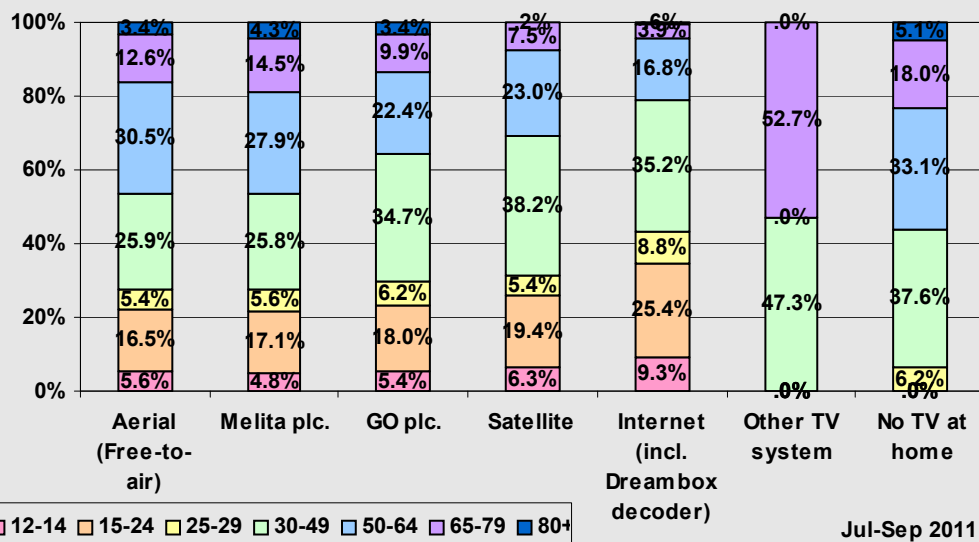
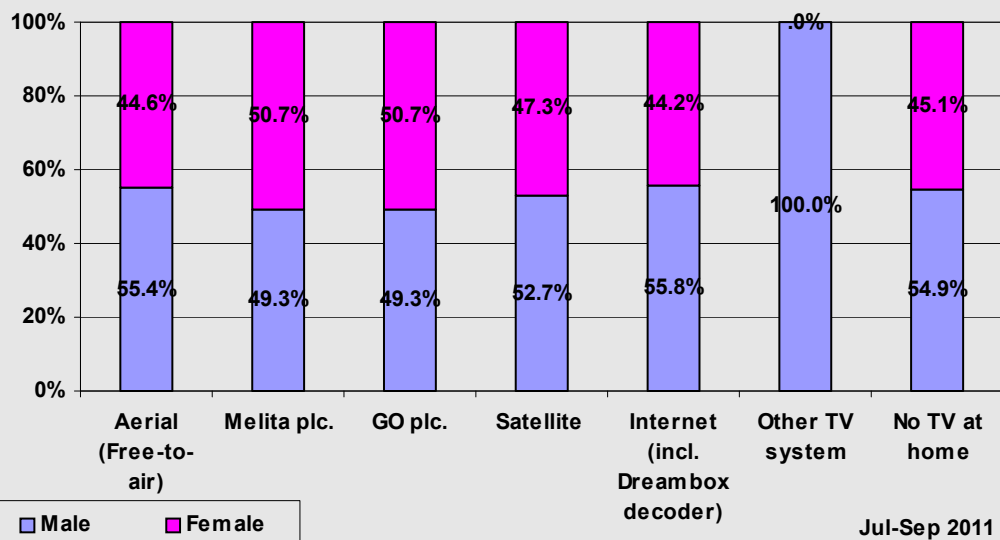
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Aerial (Free-to-air) system installed at home																	
Yes	446	247	199	25	74	24	116	136	56	15	90	129	84	53	58	31	
	24.4%	27.2%	21.5%	27.5%	23.8%	22.1%	21.1%	28.9%	24.7%	20.7%	24.9%	24.1%	31.1%	20.5%	22.1%	22.4%	
	100.0%	55.4%	44.6%	5.6%	16.5%	5.4%	25.9%	30.5%	12.6%	3.4%	20.2%	29.0%	18.9%	11.8%	13.0%	7.0%	
	1384	659	725	66	236	85	433	336	171	57	272	409	187	204	205	108	
No	75.6%	72.8%	78.5%	72.5%	76.2%	77.9%	78.9%	71.1%	75.3%	79.3%	75.1%	75.9%	68.9%	79.5%	77.9%	77.6%	
	100.0%	47.6%	52.4%	4.8%	17.1%	6.2%	31.3%	24.2%	12.4%	4.1%	19.7%	29.5%	13.5%	14.7%	14.8%	7.8%	
	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Melita Cable plc. system installed at home																	
Yes	972	480	493	46	166	55	251	271	141	42	206	325	110	120	146	65	
	53.1%	52.9%	53.3%	51.0%	53.6%	50.1%	45.7%	57.4%	62.2%	58.5%	57.0%	60.4%	40.5%	46.8%	55.5%	47.0%	
	100.0%	49.3%	50.7%	4.8%	17.1%	5.6%	25.8%	27.9%	14.5%	4.3%	21.2%	33.4%	11.3%	12.3%	15.0%	6.7%	
	858	426	431	44	144	55	298	201	86	30	156	213	161	136	117	74	
No	46.9%	47.1%	46.7%	49.0%	46.4%	49.9%	54.3%	42.6%	37.8%	41.5%	43.0%	39.6%	59.5%	53.2%	44.5%	53.0%	
	100.0%	49.7%	50.3%	5.2%	16.8%	6.4%	34.7%	23.4%	10.0%	3.5%	18.2%	24.9%	18.8%	15.9%	13.7%	8.6%	
	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
GO plc. system installed at home																	
Yes	745	367	378	40	134	46	258	167	74	25	134	189	120	130	107	66	
	40.7%	40.5%	40.9%	44.5%	43.3%	42.1%	47.1%	35.4%	32.6%	34.9%	36.8%	35.1%	44.1%	50.8%	40.8%	47.4%	
	100.0%	49.3%	50.7%	5.4%	18.0%	6.2%	34.7%	22.4%	9.9%	3.4%	17.9%	25.3%	16.0%	17.5%	14.4%	8.8%	
	1085	539	546	50	176	63	290	305	153	47	229	349	152	126	156	73	
No	59.3%	59.5%	59.1%	55.5%	56.7%	57.9%	52.9%	64.6%	67.4%	65.1%	63.2%	64.9%	55.9%	49.2%	59.2%	52.6%	
	100.0%	49.7%	50.3%	4.6%	16.2%	5.8%	26.8%	28.1%	14.1%	4.3%	21.1%	32.2%	14.0%	11.6%	14.4%	6.7%	
	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Satellite system installed at home																	
Yes	430	227	203	27	84	23	164	99	32	1	90	117	74	57	62	30	
	23.5%	25.0%	22.0%	29.8%	27.0%	21.2%	30.0%	21.0%	14.1%	1.0%	24.9%	21.8%	27.3%	22.1%	23.7%	21.4%	
	100.0%	52.7%	47.3%	6.3%	19.4%	5.4%	38.2%	23.0%	7.5%	.2%	21.0%	27.3%	17.2%	13.2%	14.5%	6.9%	
	1400	679	721	64	226	86	384	373	195	72	272	421	197	200	201	109	
No	76.5%	75.0%	78.0%	70.2%	73.0%	78.8%	70.0%	79.0%	85.9%	99.0%	75.1%	78.2%	72.7%	77.9%	76.3%	78.6%	
	100.0%	48.5%	51.5%	4.5%	16.2%	6.1%	27.5%	26.6%	13.9%	5.1%	19.4%	30.1%	14.1%	14.3%	14.3%	7.8%	
	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

TABLE 4.3.B: CONT /...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Internet [including Dreambox decoder] system installed at home																	
Yes	332	185	147	31	84	29	117	56	13	2	61	91	53	46	59	22	
	18.1%	20.4%	15.9%	34.1%	27.2%	26.6%	21.3%	11.8%	5.8%	2.5%	16.9%	16.9%	19.7%	18.0%	22.3%	15.6%	
	100.0%	55.8%	44.2%	9.3%	25.4%	8.8%	35.2%	16.8%	3.9%	.6%	18.5%	27.3%	16.1%	13.9%	17.6%	6.5%	
No	1498	721	777	60	226	80	432	416	214	70	301	447	218	210	205	117	
	81.9%	79.6%	84.1%	65.9%	72.8%	73.4%	78.7%	88.2%	94.2%	97.5%	83.1%	83.1%	80.3%	82.0%	77.7%	84.4%	
	100.0%	48.1%	51.9%	4.0%	15.1%	5.4%	28.8%	27.8%	14.3%	4.7%	20.1%	29.9%	14.5%	14.0%	13.7%	7.8%	
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Other TV system installed at home																	
Yes	2	2	0	0	0	0	1	0	1	0	0	1	0	0	1	0	
	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.4%	.0%	.0%	.2%	.0%	.0%	.3%	.0%	
	100.0%	100.0%	.0%	.0%	.0%	.0%	47.3%	.0%	52.7%	.0%	.0%	52.7%	.0%	.0%	47.3%	.0%	
No	1828	904	924	91	310	109	548	472	226	72	362	537	271	256	262	139	
	99.9%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	100.0%	99.6%	100.0%	100.0%	99.8%	100.0%	100.0%	99.7%	100.0%	
	100.0%	49.5%	50.5%	5.0%	17.0%	6.0%	30.0%	25.8%	12.4%	4.0%	19.8%	29.4%	14.8%	14.0%	14.3%	7.6%	
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
No TV at home																	
Yes	16	9	7	0	0	1	6	5	3	1	3	5	4	1	2	0	
	.9%	1.0%	.8%	.0%	.0%	.9%	1.1%	1.1%	1.3%	1.1%	.9%	1.0%	1.6%	.4%	.8%	.0%	
	100.0%	54.9%	45.1%	.0%	.0%	6.2%	37.6%	33.1%	18.0%	5.1%	20.4%	32.8%	27.8%	6.1%	12.9%	.0%	
No	1814	897	917	91	310	108	543	466	224	71	359	533	267	255	261	139	
	99.1%	99.0%	99.2%	100.0%	100.0%	99.1%	98.9%	98.9%	98.7%	98.9%	99.1%	99.0%	98.4%	99.6%	99.2%	100.0%	
	100.0%	49.5%	50.5%	5.0%	17.1%	6.0%	29.9%	25.7%	12.4%	3.9%	19.8%	29.4%	14.7%	14.1%	14.4%	7.6%	
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

[Count / Column % / Row %]



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

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1631	748	883	79	265	94	490	431	205	67	315	470	235	248	227	136
	89.1%	92.6%	86.4%	95.2%	94.6%	93.1%	92.3%	84.8%	83.3%	82.7%	87.7%	89.7%	89.7%	87.9%	89.7%	90.7%
	100.0%	45.9%	54.1%	4.8%	16.2%	5.8%	30.0%	26.4%	12.6%	4.1%	19.3%	28.8%	14.4%	15.2%	13.9%	8.3%
TVM	34	6	28	1	5	3	5	11	6	3	11	7	3	7	6	0
	1.9%	.7%	2.7%	1.2%	1.8%	3.0%	.9%	2.2%	2.4%	3.7%	3.1%	1.3%	1.1%	2.5%	2.4%	.0%
	100.0%	17.6%	82.4%	2.9%	14.7%	8.8%	14.7%	32.4%	17.6%	8.8%	32.4%	20.6%	8.8%	20.6%	17.6%	.0%
ONE	25	7	18	0	2	0	3	11	7	2	4	9	5	4	2	1
	1.4%	.9%	1.8%	.0%	.7%	.0%	.6%	2.2%	2.8%	2.5%	1.1%	1.7%	1.9%	1.4%	.8%	.7%
	100.0%	28.0%	72.0%	.0%	8.0%	.0%	12.0%	44.0%	28.0%	8.0%	16.0%	36.0%	20.0%	16.0%	8.0%	4.0%
Net TV	39	15	24	2	0	2	9	12	11	3	3	13	8	6	5	4
	2.1%	1.9%	2.3%	2.4%	.0%	2.0%	1.7%	2.4%	4.5%	3.7%	8%	2.5%	3.1%	2.1%	2.0%	2.7%
	100.0%	38.5%	61.5%	5.1%	.0%	5.1%	23.1%	30.8%	28.2%	7.7%	7.7%	33.3%	20.5%	15.4%	12.8%	10.3%
Smash TV	59	14	45	0	4	2	17	23	8	5	17	13	7	12	6	4
	3.2%	1.7%	4.4%	.0%	1.4%	2.0%	3.2%	4.5%	3.3%	6.2%	4.7%	2.5%	2.7%	4.3%	2.4%	2.7%
	100.0%	23.7%	76.3%	.0%	6.8%	3.4%	28.8%	39.0%	13.6%	8.5%	28.8%	22.0%	11.9%	20.3%	10.2%	6.8%
ITV	20	8	12	1	2	0	5	10	2	0	4	5	4	2	3	2
	1.1%	1.0%	1.2%	1.2%	.7%	.0%	.9%	2.0%	.8%	.0%	1.1%	1.0%	1.5%	.7%	1.2%	1.3%
	100.0%	40.0%	60.0%	5.0%	10.0%	.0%	25.0%	50.0%	10.0%	.0%	20.0%	25.0%	20.0%	10.0%	15.0%	10.0%
Favourite TV	8	1	7	0	0	0	1	4	3	0	3	3	0	1	1	0
	.4%	.1%	.7%	.0%	.0%	.0%	.2%	.8%	1.2%	.0%	.8%	.6%	.0%	.4%	.4%	.0%
	100.0%	12.5%	87.5%	.0%	.0%	.0%	12.5%	50.0%	37.5%	.0%	37.5%	37.5%	.0%	12.5%	12.5%	.0%
Do not know	14	9	5	0	2	0	1	6	4	1	2	4	0	2	3	3
	.8%	1.1%	.5%	.0%	.7%	.0%	.2%	1.2%	1.6%	1.2%	.6%	.8%	.0%	.7%	1.2%	2.0%
	100.0%	64.3%	35.7%	.0%	14.3%	.0%	7.1%	42.9%	28.6%	7.1%	14.3%	28.6%	.0%	14.3%	21.4%	21.4%
Total	1830	808	1022	83	280	101	531	508	246	81	359	524	262	282	253	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.2%	55.8%	4.5%	15.3%	5.5%	29.0%	27.8%	13.4%	4.4%	19.6%	28.6%	14.3%	15.4%	13.8%	8.2%

[Count / Column % / Row %]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1639	839	800	86	293	102	508	401	189	60	321	488	245	224	234	127
	89.6%	92.6%	86.6%	95.0%	94.6%	93.6%	92.5%	85.1%	83.0%	83.0%	88.6%	90.6%	90.3%	87.5%	89.1%	91.6%
	100.0%	51.2%	48.8%	5.3%	17.9%	6.2%	31.0%	24.5%	11.5%	3.7%	19.6%	29.8%	14.9%	13.7%	14.3%	7.7%
TVM	32	7	26	1	5	3	5	10	6	2	10	7	3	7	6	0
	1.8%	.7%	2.8%	1.1%	1.6%	3.1%	.9%	2.1%	2.6%	3.4%	2.9%	1.3%	1.0%	2.6%	2.1%	.0%
	100.0%	20.7%	79.3%	3.1%	15.5%	10.5%	14.9%	30.1%	18.3%	7.6%	32.2%	21.0%	8.6%	20.7%	17.5%	.0%
ONE	24	7	16	0	2	0	3	10	6	2	4	8	5	4	2	1
	1.3%	.8%	1.8%	.0%	.8%	.0%	.5%	2.1%	2.8%	2.8%	1.0%	1.5%	1.9%	1.4%	.9%	.7%
	100.0%	30.9%	69.1%	.0%	10.1%	.0%	12.7%	41.3%	27.3%	8.7%	15.3%	33.9%	21.8%	14.9%	9.8%	4.3%
Net TV	38	16	21	2	0	2	9	11	11	3	3	12	8	5	6	3
	2.1%	1.8%	2.3%	2.4%	.0%	1.7%	1.7%	2.3%	4.8%	3.7%	.7%	2.3%	3.0%	2.1%	2.2%	2.4%
	100.0%	43.2%	56.8%	5.8%	.0%	5.0%	24.3%	29.0%	29.0%	7.0%	6.9%	32.8%	21.4%	14.3%	15.6%	8.9%
Smash TV	54	15	39	0	4	2	17	21	6	4	15	12	6	10	6	3
	3.0%	1.7%	4.3%	.0%	1.3%	1.6%	3.1%	4.4%	2.8%	5.7%	4.2%	2.3%	2.4%	4.1%	2.4%	2.4%
	100.0%	27.8%	72.2%	.0%	7.6%	3.2%	31.6%	38.3%	11.8%	7.5%	28.1%	22.9%	11.9%	19.2%	11.7%	6.2%
ITV	21	10	10	1	3	0	5	10	1	0	5	5	4	3	4	1
	1.1%	1.1%	1.1%	1.4%	.9%	.0%	.8%	2.2%	.6%	.0%	1.3%	.9%	1.5%	1.0%	1.4%	.9%
	100.0%	50.1%	49.9%	6.4%	13.4%	.0%	22.2%	50.8%	7.1%	.0%	22.2%	22.4%	19.3%	12.3%	17.5%	6.3%
Favourite TV	7	1	6	0	0	0	1	3	3	0	3	2	0	1	1	0
	.4%	.1%	.6%	.0%	.0%	.0%	.2%	.7%	1.2%	.0%	.8%	.4%	.0%	.3%	.4%	.0%
	100.0%	17.4%	82.6%	.0%	.0%	.0%	17.4%	44.5%	38.1%	.0%	40.5%	32.0%	.0%	12.4%	15.1%	.0%
Do not know	15	10	5	0	3	0	1	5	5	1	2	4	0	3	4	3
	.8%	1.1%	.5%	.0%	.8%	.0%	.2%	1.2%	2.1%	1.5%	.6%	.7%	.0%	1.0%	1.4%	1.9%
	100.0%	67.5%	32.5%	.0%	17.1%	.0%	7.0%	37.1%	31.6%	7.2%	14.3%	25.9%	.0%	17.1%	25.1%	17.6%
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2011]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	OTHER STATION	HIGHEST
Monday	0.536	0.000	0.263	1.055	0.008	0.618	1.023	0.841	0.269	0.322	0.041	0.597	0.082	0.086	0.053	0.016	1.055
Tuesday	0.931	0.000	0.066	0.766	0.383	2.041	0.980	0.654	0.560	0.287	0.032	0.458	0.637	0.193	0.000	0.063	2.041
Wednesday	0.862	0.009	0.328	0.752	0.387	1.739	1.114	0.823	0.276	0.324	0.319	0.056	0.245	0.147	0.059	0.177	1.739
Thursday	0.556	0.000	0.700	0.873	0.036	1.312	1.188	0.286	0.067	0.628	0.000	0.588	0.424	0.245	0.013	0.010	1.312
Friday	0.804	0.010	0.287	1.257	0.304	0.643	0.943	0.393	0.384	0.302	0.152	0.848	0.311	0.301	0.048	0.015	1.257
Saturday	0.642	0.008	0.623	1.377	0.268	0.816	0.547	1.094	0.024	0.487	0.283	0.248	0.043	0.049	0.000	0.066	1.377
Sunday	0.542	0.000	0.149	1.023	0.257	0.775	0.716	0.478	0.433	0.277	0.046	0.320	0.158	0.035	0.054	0.080	1.023
Mon-Sun	0.699	0.004	0.341	1.017	0.238	1.132	0.928	0.653	0.291	0.372	0.126	0.446	0.271	0.152	0.033	0.061	1.132
Highest	0.931	0.010	0.700	1.377	0.387	2.041	1.188	1.094	0.560	0.628	0.319	0.848	0.637	0.301	0.059	0.177	

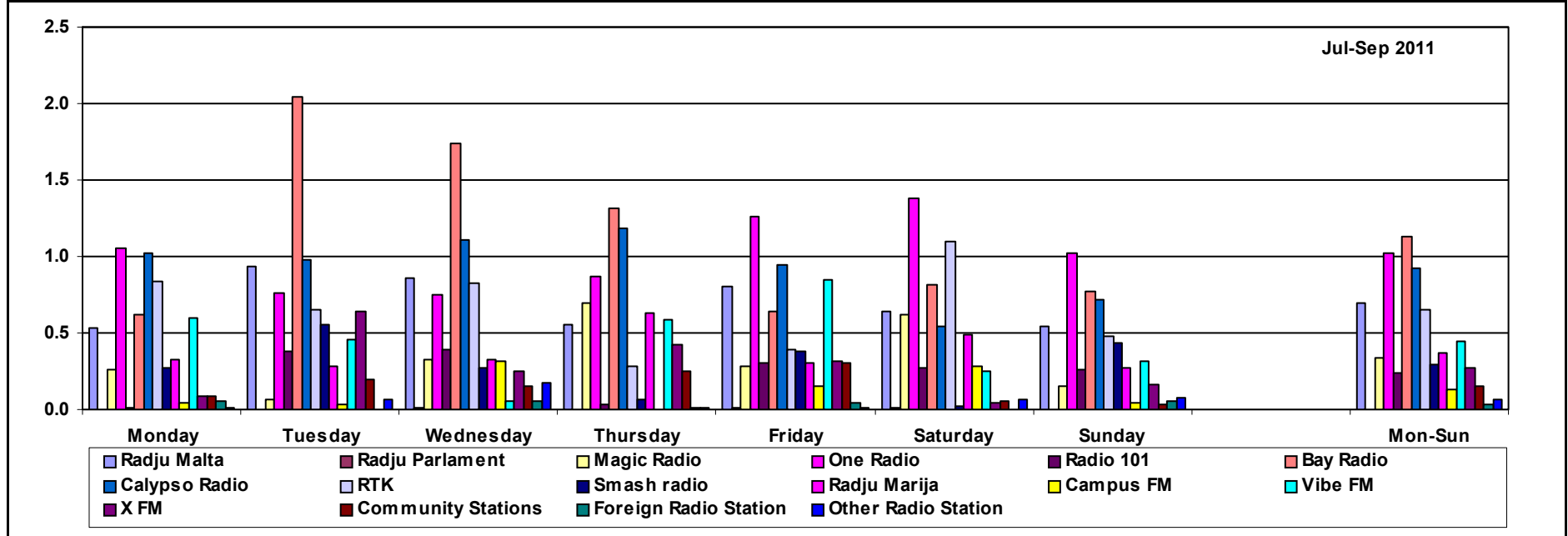


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2011]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2011]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	OTHER STATION	HIGHEST
Mon	2.911	0.000	1.066	2.550	0.381	1.919	3.770	2.980	1.161	1.842	0.400	1.817	0.820	0.757	0.321	0.381	3.770
Tue	3.610	0.000	0.406	2.887	1.080	5.684	2.938	1.952	1.668	1.711	0.387	1.728	1.967	0.746	0.000	0.538	5.684
Wed	3.182	0.434	1.370	3.471	1.612	5.714	4.384	1.897	0.846	0.841	0.846	0.719	0.774	1.018	0.514	0.536	5.714
Thu	2.990	0.000	3.484	2.565	0.404	4.614	4.072	0.969	0.320	1.675	0.000	2.041	1.608	0.914	0.308	0.468	4.614
Fri	3.071	0.471	1.719	3.490	1.067	2.565	4.886	0.979	1.286	1.339	0.856	1.823	1.678	1.320	0.443	0.350	4.886
Sat	2.048	0.377	1.576	6.227	1.237	2.398	2.274	4.728	0.286	2.367	0.806	1.103	0.590	0.415	0.000	0.396	6.227
Sun	2.539	0.000	0.683	4.293	1.409	3.882	1.422	2.202	1.418	1.769	0.468	1.352	0.887	0.423	0.517	0.496	4.293
Highest	3.610	0.471	3.484	6.227	1.612	5.714	4.886	4.728	1.668	2.367	0.856	2.041	1.967	1.320	0.517	0.538	

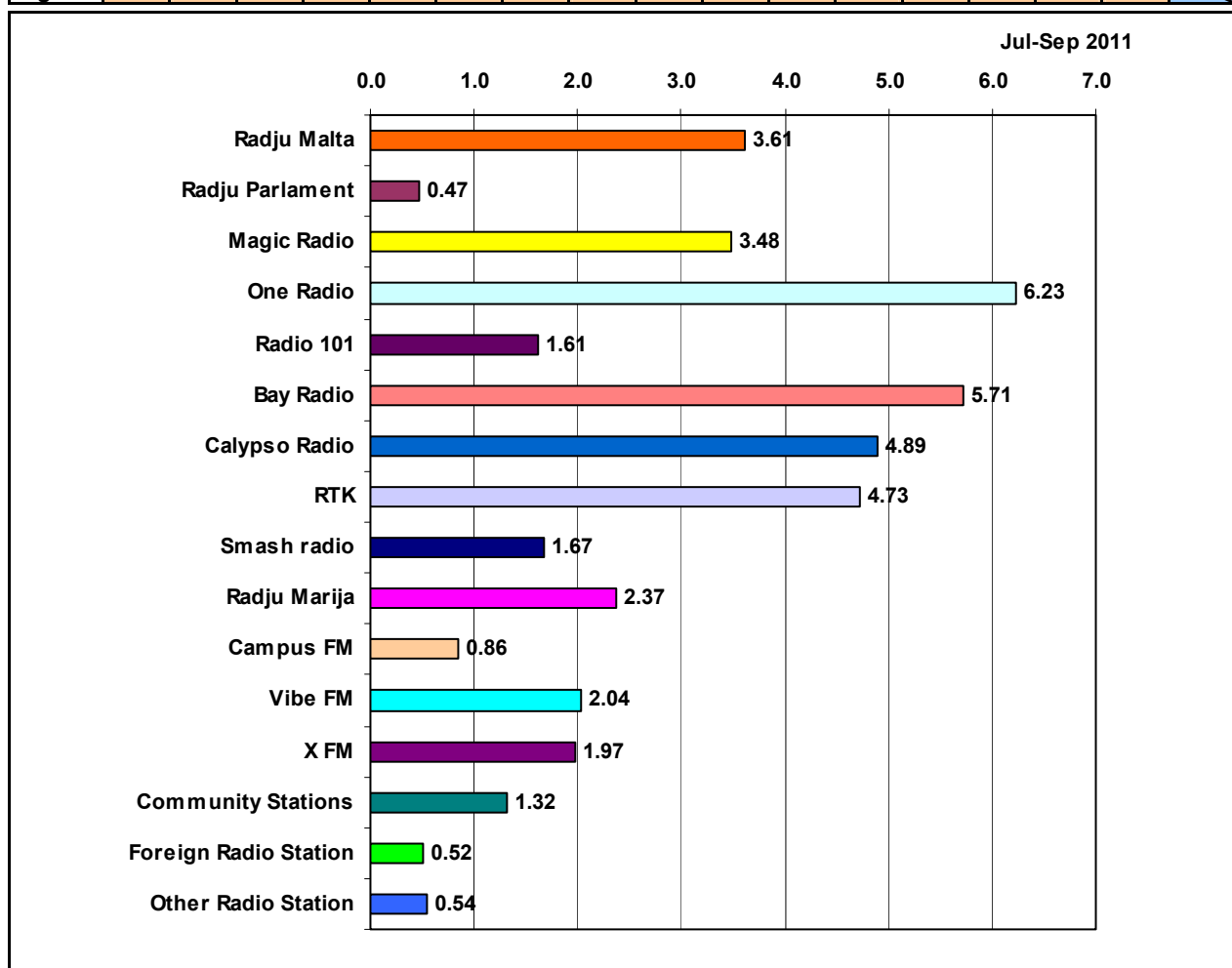


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2011]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	99.69	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	0.306	0.000	0.000	0.000	0.000	99.69	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.424	0.000	0.000	0.482	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.67	100
5:30	0.295	0.000	0.000	0.719	0.000	0.000	0.995	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.57	100
6:00	0.295	0.000	0.000	1.144	0.000	0.510	1.527	1.062	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	95.06	100
6:30	0.591	0.000	0.770	1.144	0.000	0.381	1.527	1.377	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	93.81	100
7:00	0.591	0.000	0.990	1.864	0.000	0.602	1.464	1.336	0.510	0.000	0.000	0.000	0.000	0.000	0.000	0.000	92.64	100
7:30	0.295	0.000	0.295	1.864	0.000	0.865	1.464	1.082	0.510	0.000	0.000	0.000	0.820	0.000	0.000	0.381	92.42	100
8:00	0.295	0.000	0.654	1.464	0.381	0.293	2.262	1.082	0.869	0.664	0.000	1.817	0.000	0.000	0.321	0.000	89.90	100
8:30	0.591	0.000	0.654	1.760	0.000	0.742	2.262	1.082	0.869	0.343	0.352	1.368	0.000	0.000	0.321	0.000	89.66	100
9:00	2.911	0.000	1.066	1.718	0.000	0.571	2.604	1.723	0.803	1.026	0.000	1.382	0.385	0.352	0.321	0.000	85.14	100
9:30	2.911	0.000	0.591	2.229	0.000	1.142	2.604	2.236	1.161	1.026	0.000	1.382	0.385	0.757	0.321	0.000	83.25	100
10:00	2.262	0.000	0.591	2.550	0.000	1.542	2.528	2.939	1.110	1.026	0.000	1.382	0.385	0.757	0.321	0.000	82.61	100
10:30	2.262	0.000	0.591	2.229	0.000	1.542	3.164	2.980	0.803	1.842	0.000	1.382	0.385	0.757	0.321	0.000	81.74	100
11:00	1.766	0.000	0.591	2.535	0.000	1.542	3.770	2.726	0.510	1.454	0.000	1.382	0.385	0.757	0.321	0.000	82.26	100
11:30	1.766	0.000	0.591	2.229	0.000	1.542	3.082	2.726	0.510	1.454	0.000	1.382	0.385	0.757	0.321	0.000	83.25	100
NOON	1.086	0.000	0.295	2.396	0.000	1.424	1.213	1.469	0.868	1.070	0.000	1.382	0.000	0.000	0.000	0.000	88.80	100
0:30	0.591	0.000	0.295	2.054	0.000	0.971	1.213	1.469	0.868	0.254	0.000	0.887	0.000	0.000	0.000	0.000	91.40	100
1:00	0.591	0.000	0.295	2.054	0.000	0.952	0.828	0.679	0.868	0.254	0.000	0.887	0.000	0.000	0.000	0.000	92.59	100
1:30	0.591	0.000	0.295	2.438	0.000	0.952	0.828	0.679	0.509	0.254	0.000	0.887	0.000	0.000	0.000	0.000	92.57	100
2:00	0.295	0.000	0.000	2.054	0.000	1.919	0.828	0.358	0.510	0.549	0.000	0.405	0.000	0.000	0.000	0.000	93.08	100
2:30	0.295	0.000	0.000	2.054	0.000	1.053	0.828	0.358	0.510	0.549	0.000	0.405	0.513	0.000	0.000	0.000	93.43	100
3:00	0.295	0.000	0.385	1.654	0.000	0.571	0.828	0.358	0.000	0.803	0.000	0.405	0.000	0.000	0.000	0.000	94.70	100
3:30	0.295	0.000	0.418	1.144	0.000	0.571	0.828	0.358	0.000	0.508	0.000	0.405	0.000	0.000	0.000	0.000	95.47	100
4:00	0.295	0.000	0.449	1.144	0.000	0.591	1.227	0.783	0.000	0.254	0.000	0.405	0.000	0.000	0.000	0.000	94.85	100
4:30	0.295	0.000	0.000	0.848	0.000	0.591	1.227	0.783	0.000	0.254	0.000	0.918	0.307	0.000	0.000	0.381	94.40	100
5:00	0.295	0.000	0.695	0.848	0.000	0.934	1.504	0.783	0.358	0.254	0.000	0.918	0.000	0.000	0.000	0.000	93.41	100
5:30	0.295	0.000	0.695	0.848	0.000	1.319	1.504	0.783	0.358	0.736	0.000	1.366	0.000	0.000	0.000	0.000	92.10	100
6:00	0.791	0.000	0.352	1.248	0.000	1.334	1.208	0.842	0.000	0.482	0.400	0.853	0.000	0.000	0.000	0.000	92.49	100
6:30	0.791	0.000	0.000	0.848	0.000	1.334	1.208	0.842	0.000	0.000	0.400	0.405	0.000	0.000	0.000	0.000	94.17	100
7:00	0.990	0.000	0.000	0.848	0.000	1.191	1.551	1.779	0.000	0.400	0.000	0.405	0.000	0.000	0.000	0.000	92.84	100
7:30	0.495	0.000	0.000	0.424	0.000	1.191	1.472	1.163	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	94.85	100
8:00	0.000	0.000	0.000	0.809	0.000	0.532	0.343	0.739	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	97.17	100
8:30	0.000	0.000	0.352	0.809	0.000	0.000	0.343	0.739	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	97.35	100
9:00	0.000	0.000	0.000	0.424	0.000	0.000	0.385	0.418	0.400	0.000	0.000	0.405	0.000	0.000	0.000	0.000	97.97	100
9:30	0.000	0.000	0.000	0.424	0.000	0.000	0.000	0.418	0.000	0.000	0.000	0.887	0.000	0.000	0.000	0.000	98.27	100
10:00	0.295	0.000	0.000	0.424	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.918	0.000	0.000	0.000	0.000	98.02	100
10:30	0.295	0.000	0.705	0.424	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.918	0.000	0.000	0.000	0.000	97.31	100
11:00	0.000	0.000	0.000	0.532	0.000	0.482	0.000	0.345	0.000	0.000	0.000	0.918	0.000	0.000	0.000	0.000	97.72	100
11:30	0.000	0.000	0.000	0.000	0.000	0.482	0.000	0.345	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	98.77	100
avg.	0.54	0.00	0.26	1.05	0.01	0.62	1.02	0.84	0.27	0.32	0.04	0.60	0.08	0.09	0.05	0.02	94.19	
max.	2.91	0.00	1.07	2.55	0.38	1.92	3.77	2.98	1.16	1.84	0.40	1.82	0.82	0.76	0.32	0.38	100	
σ.	0.75	0.00	0.32	0.86	0.05	0.58	0.99	0.81	0.37	0.47	0.12	0.54	0.18	0.24	0.12	0.08	5.31	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	0.000	100	100
5:30	0.000	0.000	0.000	1.203	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.41	100
6:00	0.841	0.000	0.297	1.285	0.480	0.946	0.903	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.25	100
6:30	0.494	0.000	0.000	1.350	0.849	0.946	1.290	0.387	0.814	0.000	0.000	0.000	0.000	0.000	0.000	0.000	93.87	100
7:00	0.406	0.000	0.000	1.374	0.742	1.907	1.975	1.952	0.814	0.954	0.000	0.298	0.788	0.000	0.000	0.000	88.79	100
7:30	0.406	0.000	0.000	1.374	0.742	2.891	1.975	1.952	1.615	0.332	0.000	0.298	1.696	0.000	0.000	0.000	86.72	100
8:00	1.462	0.000	0.000	1.707	0.742	2.397	2.151	1.079	1.668	0.332	0.000	0.795	1.326	0.246	0.000	0.538	85.56	100
8:30	1.462	0.000	0.000	1.707	0.742	3.959	2.316	1.326	1.281	0.332	0.000	0.795	1.326	0.557	0.000	0.538	83.66	100
9:00	3.323	0.000	0.000	2.113	0.369	5.684	2.938	1.806	1.578	0.406	0.000	0.795	1.470	0.684	0.000	0.538	78.30	100
9:30	3.610	0.000	0.000	2.113	0.369	5.595	2.913	1.806	1.578	0.406	0.000	0.795	1.839	0.684	0.000	0.538	77.76	100
10:00	3.610	0.000	0.000	2.887	0.701	4.334	2.221	1.559	1.578	0.406	0.000	1.292	1.470	0.684	0.000	0.000	79.26	100
10:30	3.610	0.000	0.297	2.887	0.701	4.000	2.221	1.559	1.578	0.406	0.000	0.795	1.470	0.684	0.000	0.000	79.79	100
11:00	3.204	0.000	0.297	2.113	0.701	4.764	2.221	1.559	1.578	0.406	0.000	0.795	1.470	0.684	0.000	0.000	80.21	100
11:30	3.204	0.000	0.000	2.489	0.701	4.764	2.221	1.559	1.578	0.692	0.000	0.795	1.470	0.684	0.000	0.000	79.84	100
NOON	2.044	0.000	0.000	0.954	1.080	3.741	1.753	1.172	0.983	1.711	0.000	0.795	1.470	0.684	0.000	0.000	83.61	100
0:30	1.733	0.000	0.000	0.643	1.080	3.407	2.040	1.172	0.983	1.711	0.000	0.795	1.470	0.684	0.000	0.000	84.28	100
1:00	1.733	0.000	0.000	0.311	0.885	3.985	1.366	1.172	0.983	0.597	0.000	0.795	1.470	0.000	0.000	0.000	86.70	100
1:30	1.447	0.000	0.406	0.311	0.885	3.550	1.366	1.172	0.983	0.597	0.000	0.795	1.470	0.000	0.000	0.000	87.02	100
2:00	1.114	0.000	0.284	0.855	0.885	3.253	1.366	0.692	0.983	0.597	0.000	1.174	1.967	0.000	0.000	0.435	86.39	100
2:30	1.114	0.000	0.284	0.855	0.885	3.253	1.080	0.692	0.983	0.597	0.000	0.795	1.967	0.000	0.000	0.435	87.06	100
3:00	1.114	0.000	0.000	0.855	0.885	2.774	1.080	0.692	0.983	0.532	0.000	1.349	1.219	0.000	0.000	0.000	88.52	100
3:30	1.114	0.000	0.000	0.467	0.885	2.339	1.080	0.692	0.983	0.286	0.000	1.690	1.219	0.000	0.000	0.000	89.24	100
4:00	1.352	0.000	0.334	0.467	0.516	2.999	1.331	0.692	1.423	0.000	0.000	1.728	0.832	0.373	0.000	0.000	87.95	100
4:30	1.728	0.000	0.000	0.879	0.516	2.999	1.331	0.692	0.983	0.000	0.000	1.349	0.832	0.373	0.000	0.000	88.32	100
5:00	1.417	0.000	0.376	1.211	0.516	4.107	1.331	1.619	0.467	0.435	0.387	0.677	0.832	0.746	0.000	0.000	85.88	100
5:30	1.417	0.000	0.000	0.879	0.516	3.820	0.793	1.583	0.467	0.000	0.387	0.298	0.832	0.746	0.000	0.000	88.26	100
6:00	0.709	0.000	0.000	1.266	0.516	4.098	1.104	0.692	0.000	0.373	0.387	0.639	0.334	0.373	0.000	0.000	89.51	100
6:30	0.709	0.000	0.000	1.266	0.000	3.163	0.793	0.692	0.000	0.311	0.387	0.298	0.334	0.373	0.000	0.000	91.67	100
7:00	0.332	0.000	0.297	0.467	0.000	1.954	0.793	0.573	0.000	0.000	0.000	0.677	0.000	0.000	0.000	0.000	94.91	100
7:30	0.000	0.000	0.297	0.467	0.000	1.487	1.166	0.286	0.000	0.401	0.000	0.677	0.000	0.000	0.000	0.000	95.22	100
8:00	0.000	0.000	0.000	0.000	0.000	1.108	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.13	100
8:30	0.000	0.000	0.000	0.000	0.000	1.108	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.13	100
9:00	0.000	0.000	0.000	0.000	0.000	0.976	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.02	100
9:30	0.000	0.000	0.000	0.000	0.000	0.554	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.45	100
10:00	0.000	0.000	0.000	0.000	0.000	0.554	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.45	100
10:30	0.000	0.000	0.000	0.000	0.000	0.554	0.000	0.000	0.000	0.311	0.000	0.000	0.000	0.000	0.000	0.000	99.14	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.311	0.000	0.000	0.000	0.000	0.000	0.000	99.40	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.311	0.000	0.000	0.000	0.000	0.000	0.000	99.40	100
avg.	0.93	0.00	0.07	0.77	0.38	2.04	0.98	0.65	0.56	0.29	0.03	0.46	0.64	0.19	0.00	0.06	91.95	
max.	3.61	0.00	0.41	2.89	1.08	5.68	2.94	1.95	1.67	1.71	0.39	1.73	1.97	0.75	0.00	0.54	100	
σ.	1.15	0.00	0.13	0.84	0.38	1.81	0.90	0.68	0.64	0.39	0.11	0.51	0.72	0.29	0.00	0.17	7.51	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.71	100
5:00	0.000	0.000	0.000	0.492	0.000	0.000	0.285	0.595	0.000	0.000	0.310	0.000	0.000	0.000	0.000	0.000	98.32	100
5:30	0.000	0.000	0.000	0.492	0.000	0.000	0.821	0.936	0.000	0.000	0.310	0.000	0.000	0.000	0.000	0.000	97.44	100
6:00	0.000	0.000	0.000	0.802	0.000	0.000	0.821	1.798	0.000	0.000	0.421	0.000	0.000	0.000	0.000	0.000	96.16	100
6:30	0.285	0.000	0.000	1.295	0.536	0.434	1.107	1.888	0.000	0.841	0.000	0.000	0.000	0.000	0.000	0.536	93.08	100
7:00	0.800	0.000	0.492	2.129	0.386	1.611	1.644	1.888	0.331	0.375	0.000	0.286	0.000	0.000	0.000	0.536	89.52	100
7:30	1.204	0.000	0.492	2.129	0.719	1.175	1.258	1.603	0.331	0.375	0.000	0.719	0.341	0.000	0.000	0.536	89.12	100
8:00	1.489	0.000	0.777	2.533	1.081	3.988	2.737	1.517	0.846	0.375	0.536	0.000	0.514	0.000	0.514	0.536	82.56	100
8:30	1.489	0.000	0.777	2.223	1.081	4.329	3.642	1.517	0.846	0.375	0.536	0.000	0.514	0.000	0.000	0.000	82.67	100
9:00	2.772	0.000	0.777	2.919	1.327	5.714	3.356	1.207	0.846	0.375	0.536	0.400	0.514	0.466	0.000	0.000	78.79	100
9:30	3.182	0.000	1.087	2.919	1.612	5.280	3.356	1.493	0.846	0.375	0.536	0.400	0.514	0.466	0.000	0.536	77.40	100
10:00	2.835	0.000	1.370	2.919	1.612	4.350	3.761	1.897	0.846	0.375	0.536	0.000	0.514	1.018	0.000	0.536	77.43	100
10:30	2.835	0.000	1.370	2.919	1.612	4.816	3.352	1.493	0.846	0.620	0.536	0.000	0.514	0.466	0.000	0.536	78.08	100
11:00	2.425	0.000	1.087	2.609	1.612	4.270	4.384	1.493	0.846	0.620	0.846	0.000	0.514	0.466	0.000	0.536	78.29	100
11:30	2.425	0.000	1.087	3.471	1.612	4.270	4.037	1.493	0.846	0.620	0.846	0.000	0.514	0.466	0.000	0.536	77.78	100
NOON	1.632	0.000	0.777	1.024	0.672	3.911	1.990	0.676	0.846	0.375	0.846	0.000	0.514	0.466	0.000	0.536	85.73	100
0:30	1.140	0.434	0.777	0.714	0.672	3.415	1.990	1.008	0.515	0.375	0.846	0.000	0.514	0.466	0.000	0.536	86.60	100
1:00	1.140	0.000	0.492	0.714	0.672	2.544	1.704	1.008	0.515	0.375	0.536	0.000	0.000	0.466	0.000	0.536	89.30	100
1:30	1.140	0.000	0.492	0.310	0.672	2.827	1.704	1.008	0.515	0.375	0.536	0.000	0.000	0.466	0.000	0.536	89.42	100
2:00	1.545	0.000	0.492	0.310	0.672	2.544	1.063	1.032	0.515	0.375	0.536	0.000	0.000	0.466	0.000	0.000	90.45	100
2:30	1.545	0.000	0.492	0.000	0.386	2.544	0.777	1.032	0.515	0.375	0.536	0.000	0.000	0.466	0.000	0.000	91.33	100
3:00	1.204	0.000	0.492	0.000	0.386	3.884	0.777	1.373	0.515	0.841	0.536	0.000	0.434	0.466	0.000	0.000	89.09	100
3:30	1.204	0.000	0.492	0.000	0.386	3.794	0.777	1.373	0.515	0.375	0.536	0.000	0.434	0.466	0.000	0.000	89.65	100
4:00	1.490	0.000	0.492	0.000	0.000	2.855	1.187	1.008	0.478	0.375	0.846	0.000	0.434	0.000	0.000	0.000	90.84	100
4:30	1.490	0.000	0.492	0.000	0.000	2.515	1.520	1.008	0.478	0.375	0.846	0.000	0.434	0.000	0.000	0.000	90.84	100
5:00	1.204	0.000	0.000	0.410	0.000	1.819	1.028	1.008	0.421	0.375	0.846	0.000	0.774	0.000	0.000	0.000	92.11	100
5:30	1.204	0.000	0.000	0.410	0.000	1.305	0.695	1.008	0.000	0.375	0.846	0.000	0.774	0.000	0.000	0.000	93.38	100
6:00	0.514	0.000	0.000	0.741	0.285	1.590	0.695	1.008	0.000	0.750	0.536	0.434	0.341	0.000	0.386	0.386	92.33	100
6:30	0.514	0.000	0.000	0.000	0.285	1.590	0.695	1.008	0.000	0.750	0.536	0.434	0.341	0.000	0.386	0.386	93.07	100
7:00	0.824	0.000	0.000	0.000	0.285	1.707	0.285	1.594	0.000	0.750	0.000	0.000	0.774	0.000	0.386	0.386	93.01	100
7:30	0.824	0.000	0.000	0.000	0.000	1.215	0.285	1.008	0.000	0.750	0.000	0.000	0.341	0.000	0.386	0.386	94.80	100
8:00	0.514	0.000	0.000	0.404	0.000	0.929	0.285	0.000	0.000	0.375	0.000	0.000	0.000	0.000	0.386	0.000	97.11	100
8:30	0.514	0.000	0.283	0.404	0.000	0.929	0.285	0.000	0.000	0.375	0.000	0.000	0.000	0.000	0.386	0.000	96.82	100
9:00	0.000	0.000	0.283	0.404	0.000	0.434	0.285	0.000	0.000	0.375	0.000	0.000	0.000	0.000	0.000	0.000	98.22	100
9:30	0.000	0.000	0.391	0.404	0.000	0.434	0.285	0.000	0.000	0.375	0.000	0.000	0.000	0.000	0.000	0.000	98.11	100
10:00	0.000	0.000	0.000	0.000	0.000	0.434	0.285	0.626	0.000	0.375	0.000	0.000	0.296	0.000	0.000	0.000	97.98	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.285	0.626	0.000	0.375	0.000	0.000	0.296	0.000	0.000	0.000	98.42	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	0.296	0.000	0.000	0.000	99.70	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	0.296	0.000	0.000	0.000	99.70	100
avg.	0.86	0.01	0.33	0.75	0.39	1.74	1.11	0.82	0.28	0.32	0.32	0.06	0.24	0.15	0.06	0.18	92.38	
max.	3.18	0.43	1.37	3.47	1.61	5.71	4.38	1.90	0.85	0.84	0.85	0.72	0.77	1.02	0.51	0.54	100	
σ.	0.93	0.06	0.41	1.06	0.54	1.77	1.26	0.65	0.34	0.26	0.33	0.16	0.26	0.24	0.15	0.25	7.33	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.38	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.28	100
5:30	0.334	0.000	0.359	0.404	0.000	0.000	0.000	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.18	100
6:00	0.642	0.000	0.000	1.069	0.000	0.000	1.549	0.724	0.000	0.357	0.000	0.000	0.000	0.000	0.000	0.000	95.66	100
6:30	1.001	0.000	0.000	1.377	0.000	0.305	1.612	0.724	0.000	0.357	0.000	0.000	0.407	0.000	0.000	0.000	94.22	100
7:00	1.335	0.000	0.857	1.906	0.308	1.066	1.477	0.704	0.000	1.000	0.000	0.000	0.939	0.000	0.000	0.000	90.41	100
7:30	0.976	0.000	1.178	1.241	0.308	1.566	2.697	0.969	0.000	0.665	0.000	0.373	0.531	0.000	0.000	0.000	89.50	100
8:00	0.962	0.000	2.025	2.191	0.000	1.972	2.696	0.956	0.320	1.380	0.000	0.693	0.805	0.555	0.000	0.000	85.45	100
8:30	0.962	0.000	0.878	2.565	0.000	1.653	2.588	0.956	0.320	1.072	0.000	1.165	0.805	0.555	0.000	0.000	86.48	100
9:00	2.278	0.000	2.101	1.857	0.000	2.066	3.327	0.956	0.320	1.488	0.000	2.041	1.201	0.555	0.308	0.000	81.50	100
9:30	2.278	0.000	2.868	1.857	0.000	2.066	3.327	0.691	0.320	1.488	0.000	1.568	0.805	0.914	0.308	0.000	81.51	100
10:00	2.990	0.000	3.484	2.164	0.000	3.648	3.269	0.691	0.320	1.488	0.000	1.568	1.139	0.914	0.000	0.468	77.86	100
10:30	2.990	0.000	3.484	2.164	0.000	4.614	3.269	0.691	0.320	1.488	0.000	1.568	1.139	0.914	0.000	0.000	77.36	100
11:00	2.418	0.000	3.124	2.164	0.000	3.846	4.072	0.357	0.320	1.488	0.000	1.568	1.139	0.914	0.000	0.000	78.59	100
11:30	2.418	0.000	3.124	2.565	0.000	3.846	4.072	0.357	0.320	1.488	0.000	1.568	1.139	0.914	0.000	0.000	78.19	100
NOON	0.642	0.000	0.615	1.712	0.000	3.343	3.435	0.000	0.320	1.395	0.000	1.568	1.139	0.555	0.000	0.000	85.28	100
0:30	0.642	0.000	0.615	1.311	0.000	2.748	3.004	0.000	0.320	1.131	0.000	1.568	1.139	0.555	0.000	0.000	86.97	100
1:00	0.416	0.000	0.308	1.311	0.000	1.925	2.481	0.000	0.000	1.131	0.000	1.195	0.805	0.555	0.000	0.000	89.87	100
1:30	0.416	0.000	0.724	1.003	0.000	2.026	2.481	0.000	0.000	1.131	0.000	1.195	0.805	0.555	0.000	0.000	89.66	100
2:00	0.308	0.000	0.334	0.669	0.000	2.806	2.481	0.000	0.000	1.131	0.000	1.195	0.805	0.555	0.000	0.000	89.72	100
2:30	0.308	0.000	0.334	0.669	0.000	1.887	2.124	0.000	0.000	1.131	0.000	1.195	1.212	0.555	0.000	0.000	90.59	100
3:00	0.308	0.000	0.334	0.669	0.000	1.666	1.789	0.000	0.000	1.395	0.000	1.195	1.212	0.555	0.000	0.000	90.88	100
3:30	0.308	0.000	0.334	0.669	0.000	2.594	1.789	0.000	0.000	1.131	0.000	1.195	1.608	0.555	0.000	0.000	89.82	100
4:00	0.000	0.000	0.334	1.268	0.000	1.877	1.065	0.416	0.000	1.675	0.000	0.727	0.678	0.555	0.000	0.000	91.40	100
4:30	0.000	0.000	0.334	1.268	0.000	2.472	0.731	0.000	0.000	1.308	0.000	1.047	0.373	0.555	0.000	0.000	91.91	100
5:00	0.000	0.000	0.334	1.268	0.000	2.098	0.702	0.000	0.000	0.416	0.000	0.727	0.000	0.000	0.000	0.000	94.45	100
5:30	0.000	0.000	1.203	1.268	0.308	2.098	0.702	0.000	0.000	0.416	0.000	0.727	0.000	0.000	0.000	0.000	93.28	100
6:00	0.000	0.000	1.688	1.003	0.404	3.165	0.000	0.000	0.000	0.751	0.000	1.230	0.000	0.000	0.000	0.000	91.76	100
6:30	0.000	0.000	0.937	1.003	0.404	2.610	0.000	0.000	0.000	0.751	0.000	0.727	0.000	0.000	0.000	0.000	93.57	100
7:00	0.442	0.000	0.664	1.003	0.000	2.078	0.000	0.000	0.000	0.751	0.000	0.320	0.000	0.000	0.000	0.000	94.74	100
7:30	0.442	0.000	0.664	0.669	0.000	0.951	0.000	0.000	0.000	0.751	0.000	0.320	0.000	0.000	0.000	0.000	96.20	100
8:00	0.442	0.000	0.359	0.404	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.79	100
8:30	0.442	0.000	0.000	0.404	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.15	100
9:00	0.000	0.000	0.000	0.404	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.535	0.000	0.000	0.000	99.06	100
9:30	0.000	0.000	0.000	0.404	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
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	0.000	100	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	0.000	100	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	0.000	100	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
avg.	0.56	0.00	0.70	0.87	0.04	1.31	1.19	0.29	0.07	0.63	0.00	0.59	0.42	0.25	0.01	0.01	93.07	
max.	2.99	0.00	3.48	2.57	0.40	4.61	4.07	0.97	0.32	1.68	0.00	2.04	1.61	0.91	0.31	0.47	100	
σ.	0.84	0.00	1.01	0.80	0.11	1.37	1.39	0.33	0.13	0.62	0.00	0.66	0.51	0.34	0.06	0.07	7.02	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
1:30	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:00	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:30	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:00	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:30	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.628	0.000	0.000	0.489	0.000	0.000	0.628	0.000	0.525	0.455	0.000	0.000	0.000	0.000	0.367	0.000	96.91	100
6:30	0.628	0.000	0.000	1.107	0.000	0.489	1.096	0.000	0.525	0.455	0.000	0.000	0.000	0.000	0.367	0.000	95.33	100
7:00	0.861	0.000	0.469	2.217	0.357	0.443	1.448	0.295	0.525	0.750	0.367	1.636	0.282	0.357	0.324	0.350	89.32	100
7:30	0.861	0.000	0.372	2.217	0.713	0.000	2.214	0.295	0.525	0.750	0.367	1.705	0.000	0.357	0.000	0.000	89.62	100
8:00	2.377	0.000	0.372	2.451	0.713	1.019	2.162	0.589	1.286	0.750	0.717	1.823	1.282	0.357	0.000	0.000	84.10	100
8:30	2.009	0.000	0.000	2.451	1.067	0.750	2.433	0.589	0.915	0.750	0.367	1.823	1.261	0.728	0.000	0.000	84.86	100
9:00	2.681	0.000	0.469	3.175	1.067	2.565	3.375	0.906	0.915	1.044	0.856	1.705	1.678	1.000	0.000	0.000	78.56	100
9:30	3.071	0.000	1.088	3.490	1.067	1.098	3.729	0.906	0.915	1.044	0.856	1.355	1.678	1.000	0.000	0.000	78.70	100
10:00	3.071	0.000	1.404	3.377	1.067	1.312	4.886	0.906	0.915	1.044	0.489	1.624	1.261	1.320	0.000	0.000	77.32	100
10:30	3.071	0.000	1.719	3.377	1.067	1.312	4.886	0.906	0.915	1.339	0.489	1.624	0.932	1.320	0.000	0.000	77.04	100
11:00	2.756	0.000	1.088	3.062	0.711	0.843	4.223	0.906	0.915	1.044	0.489	1.153	0.932	0.643	0.000	0.000	81.24	100
11:30	2.756	0.000	0.619	3.452	0.711	1.312	4.223	0.906	0.915	1.044	0.489	1.537	0.932	0.643	0.000	0.000	80.46	100
NOON	1.971	0.000	0.000	3.022	0.683	0.869	2.167	0.589	0.525	0.295	0.489	1.537	0.489	0.271	0.000	0.000	87.09	100
0:30	1.615	0.000	0.000	2.399	0.683	1.714	1.896	0.589	0.525	0.000	0.489	1.153	0.489	0.621	0.000	0.000	87.83	100
1:00	0.858	0.000	0.350	2.714	0.683	1.619	1.235	0.295	0.794	0.000	0.839	1.153	0.489	0.766	0.000	0.350	87.86	100
1:30	0.858	0.000	0.000	2.714	0.683	0.682	1.235	0.295	0.525	0.000	0.000	1.153	0.489	0.416	0.000	0.000	90.95	100
2:00	1.286	0.000	0.000	1.794	0.683	1.143	0.468	0.590	0.525	0.000	0.000	1.502	0.489	0.416	0.000	0.000	91.10	100
2:30	1.286	0.000	0.000	1.305	0.683	0.669	0.000	0.590	0.525	0.000	0.000	1.153	0.489	0.416	0.000	0.000	92.88	100
3:00	1.286	0.000	0.000	0.990	0.329	0.767	0.000	0.295	0.525	0.000	0.000	1.153	0.489	0.740	0.000	0.000	93.43	100
3:30	1.286	0.000	0.000	0.990	0.329	0.767	0.000	0.295	0.525	0.000	0.000	1.153	0.489	0.740	0.000	0.000	93.43	100
4:00	0.628	0.000	0.000	1.500	0.329	1.335	0.000	0.684	0.525	0.295	0.000	1.621	0.762	0.416	0.000	0.000	91.91	100
4:30	0.628	0.000	0.000	1.943	0.329	0.963	0.271	0.684	0.525	0.295	0.000	1.624	0.000	0.416	0.000	0.000	92.32	100
5:00	0.357	0.000	0.282	1.943	0.329	0.950	0.000	0.979	0.525	0.295	0.000	1.233	0.000	0.000	0.000	0.000	93.11	100
5:30	0.357	0.000	0.282	1.989	0.329	0.950	0.000	0.979	0.525	0.295	0.000	0.884	0.000	0.000	0.372	0.000	93.04	100
6:00	0.357	0.000	0.654	0.623	0.000	0.000	0.000	0.979	0.525	0.295	0.000	1.355	0.000	0.372	0.443	0.000	94.40	100
6:30	0.357	0.471	0.654	0.623	0.000	0.412	0.000	0.979	0.525	0.750	0.000	0.884	0.000	0.372	0.443	0.000	93.53	100
7:00	0.357	0.000	0.282	0.390	0.000	0.489	0.000	0.295	0.525	0.750	0.000	1.021	0.000	0.372	0.000	0.000	95.52	100
7:30	0.357	0.000	0.597	0.390	0.000	0.489	0.000	0.295	0.525	0.750	0.000	1.021	0.000	0.372	0.000	0.000	95.20	100
8:00	0.000	0.000	1.010	0.390	0.000	0.489	0.000	0.000	0.000	0.000	0.000	1.021	0.000	0.000	0.000	0.000	97.09	100
8:30	0.000	0.000	0.695	0.390	0.000	0.961	0.000	0.000	0.000	0.000	0.000	0.740	0.000	0.000	0.000	0.000	97.21	100
9:00	0.000	0.000	0.695	0.390	0.000	0.914	0.586	0.295	0.000	0.000	0.000	0.740	0.000	0.000	0.000	0.000	96.38	100
9:30	0.000	0.000	0.695	0.390	0.000	0.914	0.586	0.295	0.000	0.000	0.000	0.740	0.000	0.000	0.000	0.000	96.38	100
10:00	0.000	0.000	0.000	0.390	0.000	1.229	0.586	0.566	0.000	0.000	0.000	0.471	0.000	0.000	0.000	0.000	96.76	100
10:30	0.000	0.000	0.000	0.000	0.000	0.758	0.315	0.566	0.000	0.000	0.000	0.471	0.000	0.000	0.000	0.000	97.89	100
11:00	0.000	0.000	0.000	0.000	0.000	0.315	0.315	0.271	0.000	0.000	0.000	0.471	0.000	0.000	0.000	0.000	98.63	100
11:30	0.000	0.000	0.000	0.000	0.000	0.315	0.315	0.271	0.000	0.000	0.000	0.471	0.000	0.000	0.000	0.000	98.63	100
avg.	0.80	0.01	0.29	1.26	0.30	0.64	0.94	0.39	0.38	0.30	0.15	0.85	0.31	0.30	0.05	0.01	93.00	
max.	3.07	0.47	1.72	3.49	1.07	2.57	4.89	0.98	1.29	1.34	0.86	1.82	1.68	1.32	0.44	0.35	100	
σ.	1.01	0.07	0.42	1.19	0.38	0.58	1.45	0.36	0.37	0.41	0.27	0.65	0.48	0.37	0.13	0.07	6.89	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

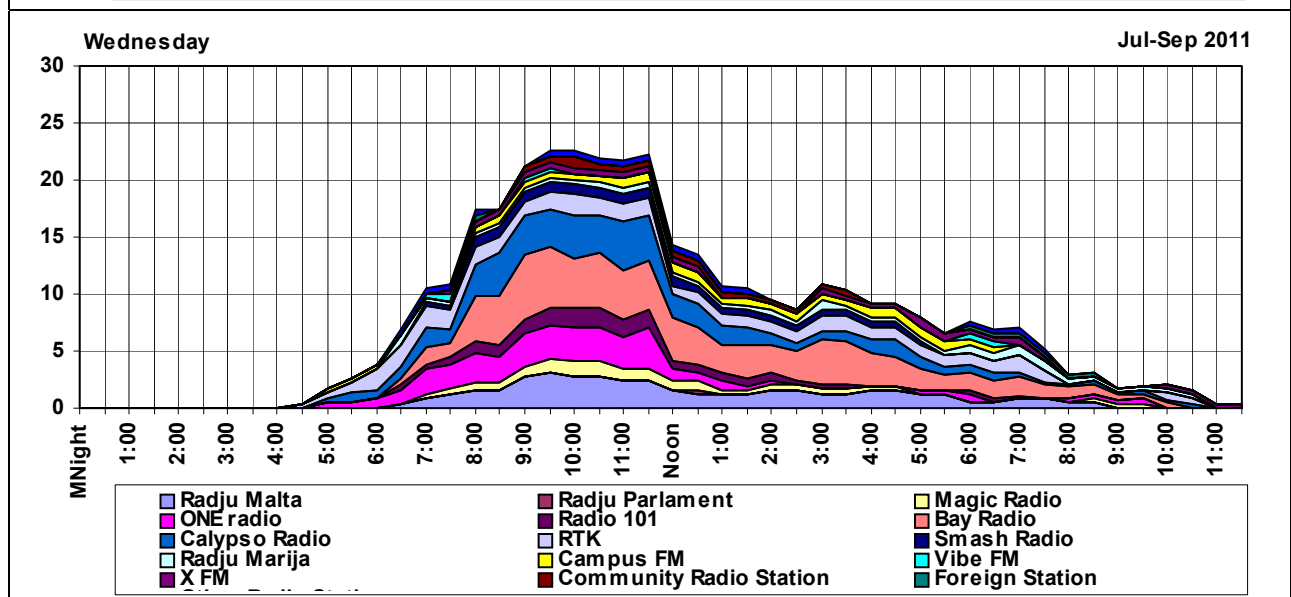
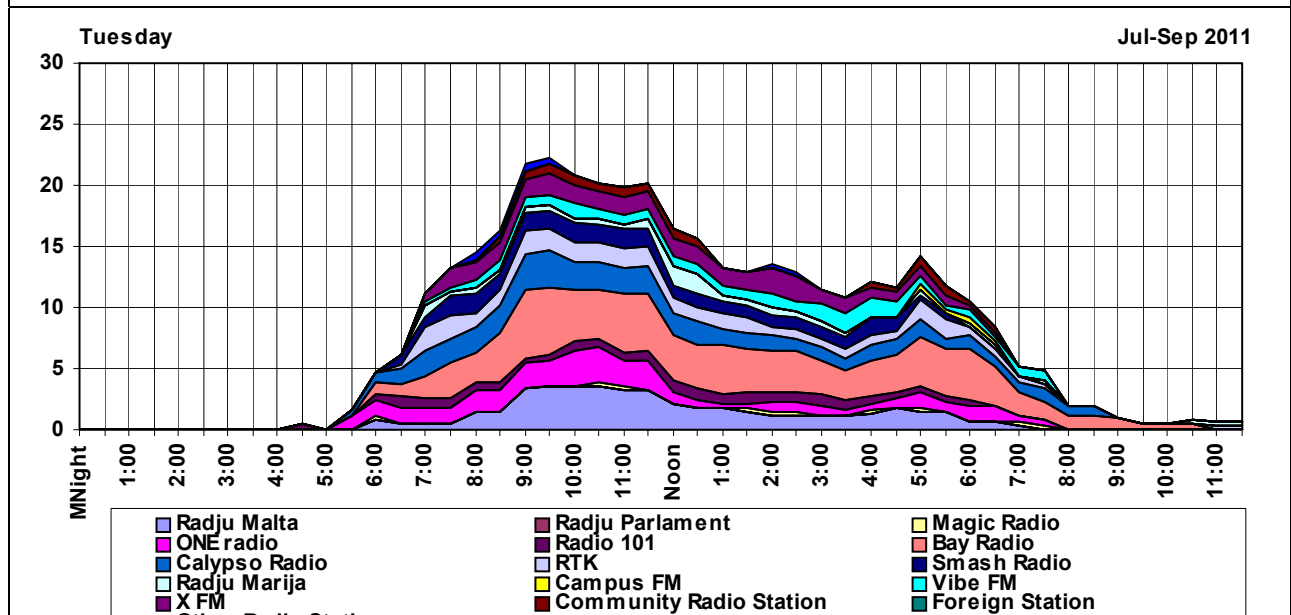
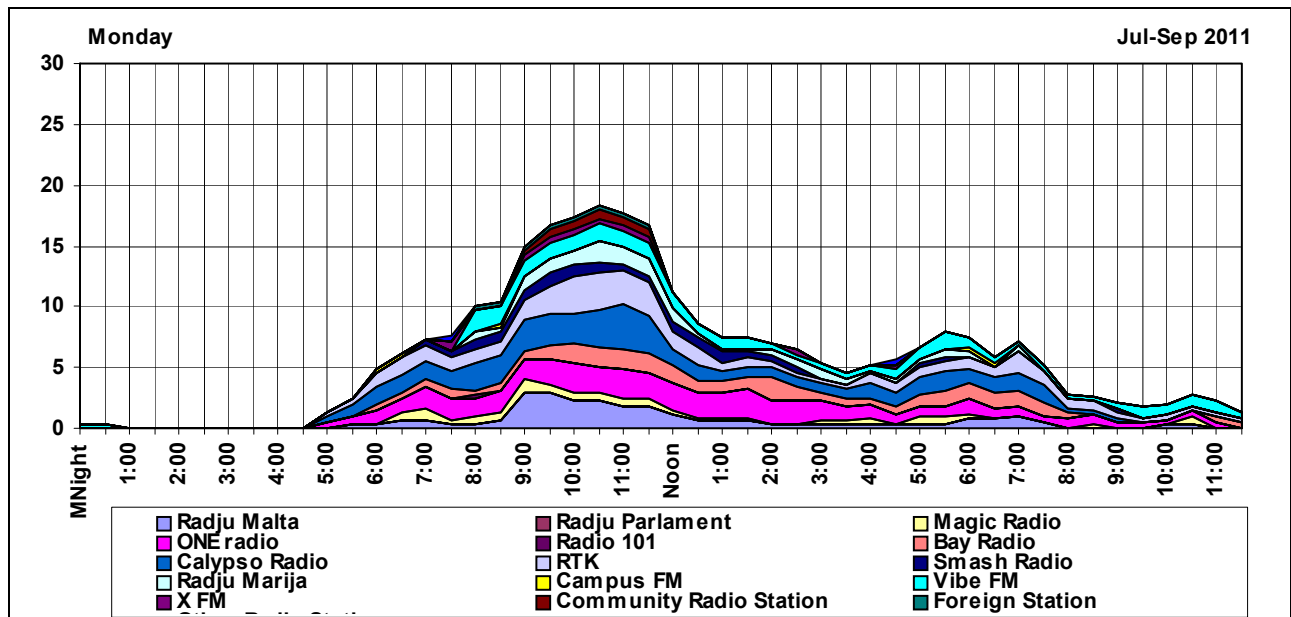
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
4:30	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
5:00	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
5:30	0.391	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
6:00	0.806	0.000	0.000	0.376	0.314	0.000	0.391	0.699	0.000	0.000	0.000	0.000	0.559	0.000	0.000	0.000	96.85	100
6:30	0.806	0.000	0.000	0.376	0.314	0.000	0.391	1.078	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.03	100
7:00	0.806	0.000	0.337	1.269	0.380	0.779	0.391	1.703	0.000	0.628	0.000	0.286	0.000	0.000	0.000	0.000	93.42	100
7:30	1.095	0.000	0.337	1.356	0.380	0.396	0.000	1.703	0.000	0.628	0.000	0.286	0.000	0.000	0.000	0.000	93.82	100
8:00	0.994	0.000	0.858	2.187	0.380	1.516	0.248	2.642	0.000	1.501	0.766	0.637	0.000	0.000	0.000	0.000	88.27	100
8:30	0.994	0.000	1.254	2.187	0.380	2.316	1.279	2.931	0.000	1.501	0.766	0.637	0.000	0.000	0.000	0.000	85.75	100
9:00	0.680	0.377	0.858	4.191	0.380	2.062	2.142	3.340	0.286	1.253	0.415	0.663	0.300	0.000	0.000	0.000	83.05	100
9:30	0.680	0.000	0.858	4.191	0.923	2.398	1.671	4.229	0.286	1.253	0.415	0.663	0.300	0.000	0.000	0.000	82.13	100
10:00	0.680	0.000	0.858	5.117	0.923	2.168	1.671	4.728	0.286	1.542	0.415	1.103	0.590	0.345	0.000	0.000	79.58	100
10:30	0.680	0.000	0.858	5.117	0.923	2.168	1.671	3.839	0.286	2.265	0.415	1.103	0.300	0.345	0.000	0.000	80.03	100
11:00	1.060	0.000	1.254	4.817	1.237	1.724	2.274	3.839	0.000	2.367	0.806	1.103	0.000	0.415	0.000	0.000	79.10	100
11:30	0.680	0.000	0.858	6.227	0.923	1.724	2.274	3.839	0.000	2.367	0.806	1.103	0.000	0.415	0.000	0.000	78.78	100
NOON	0.680	0.000	0.858	3.493	0.923	1.333	0.680	0.669	0.000	1.951	0.806	0.286	0.000	0.415	0.000	0.000	87.90	100
0:30	0.680	0.000	0.858	2.383	0.923	1.333	0.680	0.669	0.000	0.603	0.806	0.286	0.000	0.415	0.000	0.000	90.36	100
1:00	0.391	0.000	0.858	2.412	0.000	1.620	0.680	0.669	0.000	0.810	0.806	0.286	0.000	0.000	0.000	0.000	91.47	100
1:30	0.391	0.000	0.858	1.891	0.000	1.620	0.391	0.669	0.000	0.810	0.806	0.286	0.000	0.000	0.000	0.000	92.28	100
2:00	1.713	0.000	1.238	1.765	0.000	1.722	0.391	1.060	0.000	1.124	0.806	0.286	0.000	0.000	0.000	0.000	89.89	100
2:30	1.713	0.000	1.238	2.308	0.000	1.282	0.889	1.060	0.000	0.810	0.806	0.286	0.000	0.000	0.000	0.000	89.61	100
3:00	2.048	0.000	1.238	1.618	0.000	1.079	0.889	1.060	0.000	0.289	0.806	0.286	0.000	0.000	0.000	0.000	90.69	100
3:30	2.048	0.000	1.238	1.618	0.000	1.079	0.889	1.060	0.000	0.000	0.806	0.286	0.000	0.000	0.000	0.000	90.97	100
4:00	1.713	0.000	1.238	2.033	0.000	1.195	0.889	1.180	0.000	0.000	0.806	0.286	0.000	0.000	0.000	0.000	90.66	100
4:30	1.713	0.000	1.238	2.033	0.000	0.696	0.889	1.180	0.000	0.000	0.806	0.286	0.000	0.000	0.000	0.000	91.16	100
5:00	1.961	0.000	1.238	1.201	0.543	1.135	0.889	1.180	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.000	91.57	100
5:30	1.713	0.000	1.238	1.201	0.543	0.739	0.889	1.180	0.000	0.380	0.000	0.286	0.000	0.000	0.000	0.000	91.83	100
6:00	0.391	0.000	1.576	0.472	0.543	1.090	0.889	1.103	0.000	0.988	0.000	0.286	0.000	0.000	0.000	0.000	92.66	100
6:30	0.391	0.000	1.576	0.472	0.543	1.376	0.498	1.103	0.000	0.289	0.000	0.286	0.000	0.000	0.000	0.000	93.47	100
7:00	0.391	0.000	1.238	0.472	0.543	0.886	0.498	0.694	0.000	0.000	0.351	0.000	0.000	0.000	0.000	0.000	94.93	100
7:30	0.391	0.000	1.238	0.472	0.000	0.599	0.000	0.694	0.000	0.000	0.351	0.000	0.000	0.000	0.000	0.000	96.26	100
8:00	0.000	0.000	1.108	0.472	0.000	0.300	0.314	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	97.10	100
8:30	0.000	0.000	0.717	0.472	0.000	0.300	0.314	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	97.49	100
9:00	0.000	0.000	0.380	0.472	0.000	0.599	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	97.84	100
9:30	0.000	0.000	0.380	0.472	0.000	0.599	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.000	0.396	97.87	100
10:00	0.000	0.000	0.000	0.472	0.000	1.039	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	97.72	100
10:30	0.314	0.000	0.000	0.472	0.415	0.300	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	97.73	100
11:00	0.314	0.000	0.000	0.000	0.415	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	98.50	100
11:30	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	98.91	100
avg.	0.64	0.01	0.62	1.38	0.27	0.82	0.55	1.09	0.02	0.49	0.28	0.25	0.04	0.05	0.00	0.07	93.43	
max.	2.05	0.38	1.58	6.23	1.24	2.40	2.27	4.73	0.29	2.37	0.81	1.10	0.59	0.42	0.00	0.40	100	
σ.	0.63	0.05	0.55	1.64	0.36	0.77	0.65	1.28	0.08	0.72	0.36	0.33	0.13	0.13	0.00	0.15	6.37	

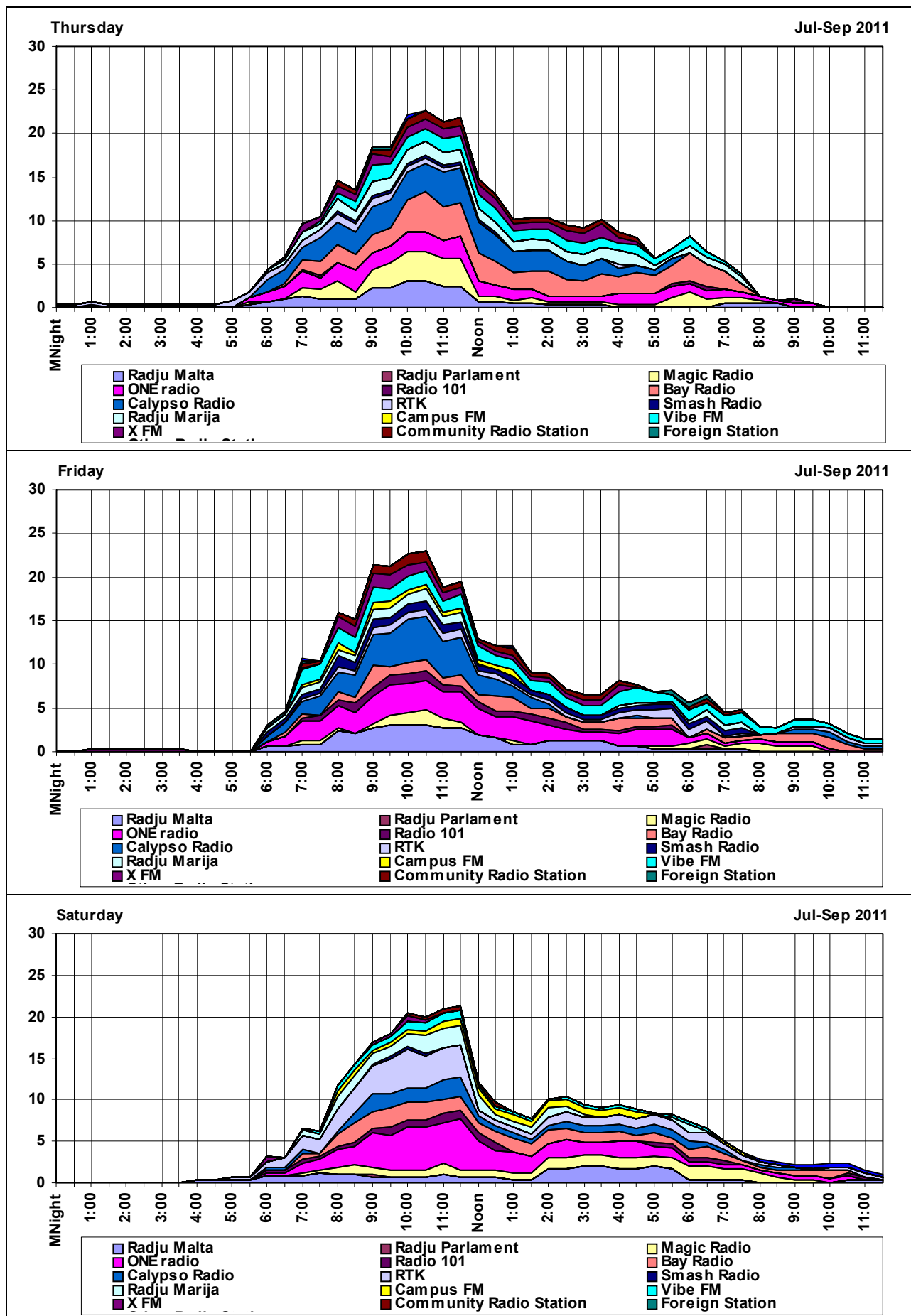
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

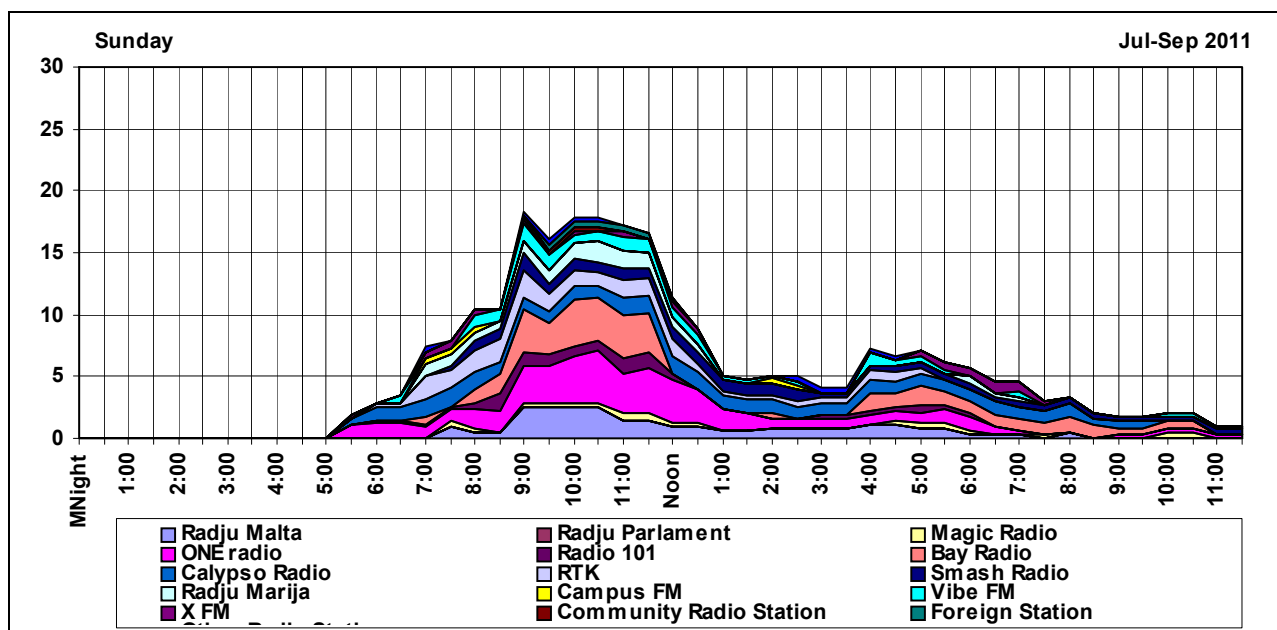
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	1.067	0.000	0.000	0.539	0.000	0.000	0.000	0.000	0.000	0.287	0.000	0.000	0.000	98.11	100
6:00	0.000	0.000	0.000	1.197	0.287	0.000	1.020	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.10	100
6:30	0.000	0.000	0.000	1.197	0.287	0.000	1.020	0.393	0.000	0.000	0.000	0.555	0.000	0.000	0.000	0.000	96.55	100
7:00	0.000	0.000	0.000	0.886	0.287	0.632	1.422	1.814	0.000	0.932	0.468	0.000	0.539	0.000	0.000	0.496	92.52	100
7:30	0.949	0.000	0.393	0.976	0.287	0.000	1.422	1.527	0.342	0.932	0.468	0.000	0.539	0.000	0.000	0.000	92.16	100
8:00	0.468	0.000	0.388	1.457	0.599	0.985	1.400	1.814	0.838	0.620	0.468	0.884	0.468	0.000	0.000	0.000	89.61	100
8:30	0.468	0.000	0.000	1.768	1.409	1.540	1.020	1.814	0.838	0.620	0.000	0.884	0.000	0.000	0.000	0.000	89.64	100
9:00	2.539	0.000	0.335	2.980	1.067	3.431	1.020	2.202	1.418	0.953	0.000	1.352	0.380	0.312	0.000	0.388	81.62	100
9:30	2.459	0.000	0.335	2.980	1.067	2.407	1.020	1.346	0.937	0.953	0.000	1.352	0.000	0.312	0.517	0.388	83.93	100
10:00	2.459	0.000	0.335	3.799	0.780	3.882	1.020	1.300	0.880	1.288	0.000	0.685	0.287	0.312	0.517	0.342	82.11	100
10:30	2.459	0.000	0.335	4.293	0.780	3.446	1.020	1.013	0.880	1.769	0.000	0.685	0.000	0.312	0.517	0.342	82.15	100
11:00	1.384	0.000	0.683	3.075	1.261	3.601	1.408	1.386	0.880	1.434	0.000	1.121	0.517	0.000	0.517	0.000	82.73	100
11:30	1.384	0.000	0.683	3.556	1.261	3.227	1.408	1.386	0.880	1.147	0.000	1.121	0.000	0.000	0.517	0.000	83.43	100
NOON	0.997	0.000	0.335	3.472	0.481	0.000	1.368	1.401	0.880	0.793	0.000	0.796	0.468	0.423	0.000	0.000	88.59	100
0:30	0.997	0.000	0.335	2.603	0.000	0.000	1.368	0.726	0.880	0.599	0.000	0.796	0.468	0.000	0.000	0.000	91.23	100
1:00	0.623	0.000	0.000	1.809	0.000	0.000	1.020	0.393	0.929	0.000	0.000	0.297	0.000	0.000	0.000	0.000	94.93	100
1:30	0.623	0.000	0.000	1.497	0.000	0.000	1.020	0.393	0.929	0.000	0.000	0.297	0.000	0.000	0.000	0.000	95.24	100
2:00	0.780	0.000	0.000	0.793	0.000	0.496	1.020	0.393	0.929	0.000	0.412	0.297	0.000	0.000	0.000	0.000	94.88	100
2:30	0.780	0.000	0.000	0.793	0.000	0.000	1.020	0.393	0.929	0.000	0.412	0.297	0.000	0.000	0.000	0.377	95.00	100
3:00	0.780	0.000	0.000	0.793	0.312	0.000	1.020	0.393	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.377	95.91	100
3:30	0.780	0.000	0.000	0.793	0.312	0.000	1.020	0.393	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.377	95.91	100
4:00	1.091	0.000	0.000	0.793	0.312	1.514	1.020	0.766	0.412	0.000	0.000	0.991	0.000	0.000	0.000	0.377	92.72	100
4:30	1.091	0.000	0.393	0.793	0.312	1.015	1.020	0.766	0.412	0.000	0.000	0.436	0.000	0.000	0.000	0.377	93.38	100
5:00	0.780	0.000	0.436	0.793	0.623	1.576	1.020	0.517	0.412	0.000	0.000	0.436	0.517	0.000	0.000	0.000	92.89	100
5:30	0.780	0.000	0.436	1.104	0.312	1.080	1.020	0.000	0.412	0.000	0.000	0.436	0.517	0.000	0.000	0.000	93.90	100
6:00	0.312	0.000	0.342	1.011	0.312	1.015	1.020	0.000	0.412	0.675	0.000	0.000	0.539	0.000	0.000	0.000	94.36	100
6:30	0.312	0.000	0.000	0.623	0.000	1.015	1.020	0.000	0.412	0.287	0.000	0.000	0.887	0.000	0.000	0.000	95.44	100
7:00	0.312	0.000	0.000	0.312	0.000	0.919	1.020	0.000	0.412	0.287	0.000	0.468	0.817	0.000	0.000	0.000	95.45	100
7:30	0.000	0.000	0.348	0.000	0.000	0.919	1.020	0.000	0.412	0.000	0.000	0.000	0.348	0.000	0.000	0.000	96.95	100
8:00	0.412	0.000	0.000	0.000	0.000	1.404	1.020	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.75	100
8:30	0.000	0.000	0.000	0.000	0.000	1.034	0.539	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.02	100
9:00	0.000	0.000	0.000	0.312	0.000	0.517	0.539	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.22	100
9:30	0.000	0.000	0.000	0.312	0.000	0.517	0.539	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.22	100
10:00	0.000	0.000	0.517	0.312	0.000	0.517	0.000	0.000	0.412	0.000	0.000	0.298	0.000	0.000	0.000	0.000	97.94	100
10:30	0.000	0.000	0.517	0.312	0.000	0.517	0.000	0.000	0.412	0.000	0.000	0.298	0.000	0.000	0.000	0.000	97.94	100
11:00	0.000	0.000	0.000	0.312	0.000	0.000	0.000	0.000	0.412	0.000	0.000	0.298	0.000	0.000	0.000	0.000	98.98	100
11:30	0.000	0.000	0.000	0.312	0.000	0.000	0.000	0.000	0.412	0.000	0.000	0.298	0.000	0.000	0.000	0.000	98.98	100
avg.	0.54	0.00	0.15	1.02	0.26	0.78	0.72	0.48	0.43	0.28	0.05	0.32	0.16	0.03	0.05	0.08	94.66	
max.	2.54	0.00	0.68	4.29	1.41	3.88	1.42	2.20	1.42	1.77	0.47	1.35	0.89	0.42	0.52	0.50	100	
σ.	0.73	0.00	0.21	1.18	0.40	1.11	0.53	0.65	0.37	0.47	0.14	0.41	0.25	0.10	0.16	0.16	5.52	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.000	99.92	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.000	99.92	100
1:00	0.000	0.000	0.000	0.056	0.000	0.000	0.041	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.86	100
1:30	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
2:00	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
2:30	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
3:00	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
3:30	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
4:00	0.056	0.000	0.000	0.000	0.000	0.000	0.000	0.041	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
4:30	0.056	0.000	0.000	0.000	0.074	0.000	0.000	0.082	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.79	100
5:00	0.056	0.000	0.000	0.130	0.000	0.000	0.109	0.283	0.000	0.000	0.045	0.000	0.000	0.000	0.000	0.000	99.38	100
5:30	0.142	0.000	0.048	0.552	0.000	0.000	0.391	0.333	0.000	0.000	0.045	0.000	0.041	0.000	0.000	0.000	98.45	100
6:00	0.459	0.000	0.043	0.904	0.155	0.207	0.967	0.661	0.080	0.117	0.117	0.000	0.080	0.000	0.056	0.000	96.16	100
6:30	0.539	0.000	0.108	1.119	0.286	0.367	1.143	0.828	0.197	0.238	0.056	0.080	0.055	0.000	0.056	0.077	94.85	100
7:00	0.681	0.000	0.443	1.666	0.353	1.003	1.404	1.383	0.316	0.663	0.123	0.373	0.359	0.054	0.049	0.202	90.93	100
7:30	0.828	0.000	0.431	1.602	0.456	0.973	1.572	1.300	0.480	0.528	0.123	0.497	0.556	0.054	0.000	0.131	90.47	100
8:00	1.166	0.000	0.709	2.003	0.565	1.738	1.947	1.380	0.842	0.796	0.363	0.956	0.635	0.164	0.119	0.155	86.46	100
8:30	1.151	0.000	0.500	2.094	0.682	2.185	2.220	1.457	0.730	0.710	0.292	0.956	0.564	0.265	0.045	0.077	86.07	100
9:00	2.459	0.054	0.784	2.722	0.614	3.176	2.681	1.733	0.888	0.929	0.267	1.186	0.853	0.486	0.086	0.133	80.95	100
9:30	2.607	0.000	0.959	2.841	0.733	2.859	2.664	1.814	0.869	0.929	0.267	1.070	0.798	0.590	0.160	0.211	80.63	100
10:00	2.562	0.000	1.131	3.271	0.739	3.022	2.780	2.000	0.853	1.019	0.211	1.091	0.809	0.768	0.119	0.189	79.44	100
10:30	2.562	0.000	1.221	3.297	0.739	3.108	2.810	1.779	0.810	1.385	0.211	1.020	0.677	0.688	0.119	0.127	79.45	100
11:00	2.150	0.000	1.143	2.918	0.799	2.924	3.192	1.753	0.729	1.252	0.311	1.011	0.708	0.551	0.119	0.077	80.36	100
11:30	2.096	0.000	0.972	3.437	0.754	2.941	3.046	1.753	0.729	1.252	0.311	1.069	0.634	0.551	0.119	0.077	80.26	100
NOON	1.307	0.000	0.406	2.305	0.557	2.072	1.792	0.858	0.634	1.074	0.311	0.906	0.580	0.401	0.000	0.077	86.72	100
0:30	1.068	0.063	0.406	1.736	0.488	1.938	1.734	0.808	0.586	0.659	0.311	0.778	0.580	0.394	0.000	0.077	88.37	100
1:00	0.828	0.000	0.329	1.626	0.328	1.809	1.322	0.606	0.591	0.443	0.320	0.657	0.394	0.258	0.000	0.131	90.36	100
1:30	0.787	0.000	0.390	1.461	0.328	1.658	1.280	0.606	0.500	0.443	0.192	0.657	0.394	0.205	0.000	0.077	91.02	100
2:00	1.017	0.000	0.333	1.182	0.328	1.970	1.071	0.596	0.500	0.529	0.252	0.697	0.465	0.205	0.000	0.063	90.79	100
2:30	1.017	0.000	0.333	1.140	0.287	1.520	0.941	0.596	0.500	0.484	0.252	0.590	0.591	0.205	0.000	0.117	91.43	100
3:00	1.016	0.000	0.346	0.938	0.278	1.534	0.896	0.600	0.355	0.538	0.192	0.627	0.475	0.254	0.000	0.054	91.90	100
3:30	1.016	0.000	0.351	0.811	0.278	1.582	0.896	0.600	0.355	0.318	0.192	0.676	0.528	0.254	0.000	0.054	92.09	100
4:00	0.947	0.000	0.403	1.028	0.169	1.768	0.950	0.792	0.413	0.359	0.237	0.832	0.389	0.191	0.000	0.054	91.47	100
4:30	1.002	0.000	0.349	1.113	0.169	1.600	0.995	0.737	0.350	0.310	0.237	0.813	0.275	0.191	0.000	0.107	91.75	100
5:00	0.865	0.000	0.478	1.102	0.291	1.798	0.917	0.879	0.317	0.253	0.178	0.614	0.306	0.107	0.000	0.000	91.90	100
5:30	0.830	0.000	0.540	1.106	0.288	1.608	0.792	0.800	0.256	0.312	0.178	0.569	0.306	0.107	0.056	0.000	92.25	100
6:00	0.441	0.000	0.648	0.905	0.292	1.731	0.701	0.669	0.139	0.612	0.189	0.685	0.175	0.110	0.123	0.056	92.52	100
6:30	0.441	0.072	0.449	0.686	0.173	1.625	0.601	0.669	0.139	0.450	0.189	0.434	0.225	0.110	0.123	0.056	93.56	100
7:00	0.519	0.000	0.351	0.491	0.119	1.305	0.589	0.705	0.139	0.420	0.050	0.419	0.229	0.056	0.056	0.056	94.50	100
7:30	0.357	0.000	0.449	0.343	0.000	0.975	0.561	0.493	0.139	0.380	0.050	0.352	0.099	0.056	0.056	0.056	95.63	100
8:00	0.193	0.000	0.359	0.352	0.000	0.687	0.390	0.148	0.059	0.054	0.000	0.212	0.000	0.000	0.056	0.056	97.43	100
8:30	0.133	0.000	0.298	0.352	0.000	0.631	0.321	0.148	0.059	0.054	0.000	0.169	0.000	0.000	0.056	0.056	97.72	100
9:00	0.000	0.000	0.200	0.343	0.000	0.502	0.306	0.103	0.115	0.054	0.000	0.169	0.072	0.000	0.000	0.056	98.08	100
9:30	0.000	0.000	0.216	0.343	0.000	0.441	0.208	0.103	0.059	0.054	0.000	0.277	0.000	0.000	0.000	0.056	98.24	100
10:00	0.041	0.000	0.074	0.230	0.000	0.551	0.130	0.278	0.059	0.054	0.000	0.242	0.043	0.000	0.000	0.056	98.24	100
10:30	0.086	0.000	0.173	0.171	0.059	0.312	0.089	0.278	0.059	0.099	0.000	0.242	0.043	0.000	0.000	0.056	98.33	100
11:00	0.045	0.000	0.000	0.119	0.059	0.115	0.048	0.184	0.059	0.045	0.000	0.242	0.043	0.000	0.000	0.056	98.98	100
11:30	0.045	0.000	0.000	0.045	0.000	0.115	0.048	0.184	0.059	0.045	0.000	0.171	0.043	0.000	0.000	0.056	99.19	100
avg.	0.70	0.00	0.34	1.02	0.24	1.13	0.93	0.65	0.29	0.37	0.13	0.45	0.27	0.15	0.03	0.06	93.23	
max.	2.61	0.07	1.22	3.44	0.80	3.18	3.19	2.00	0.89	1.38	0.36	1.19	0.85	0.77	0.16	0.21	99.92	
σ.	0.78	0.02	0.33	1.01	0.26	1.02	0.95	0.59	0.30	0.39	0.12	0.39	0.28	0.21	0.05	0.06	6.47	







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

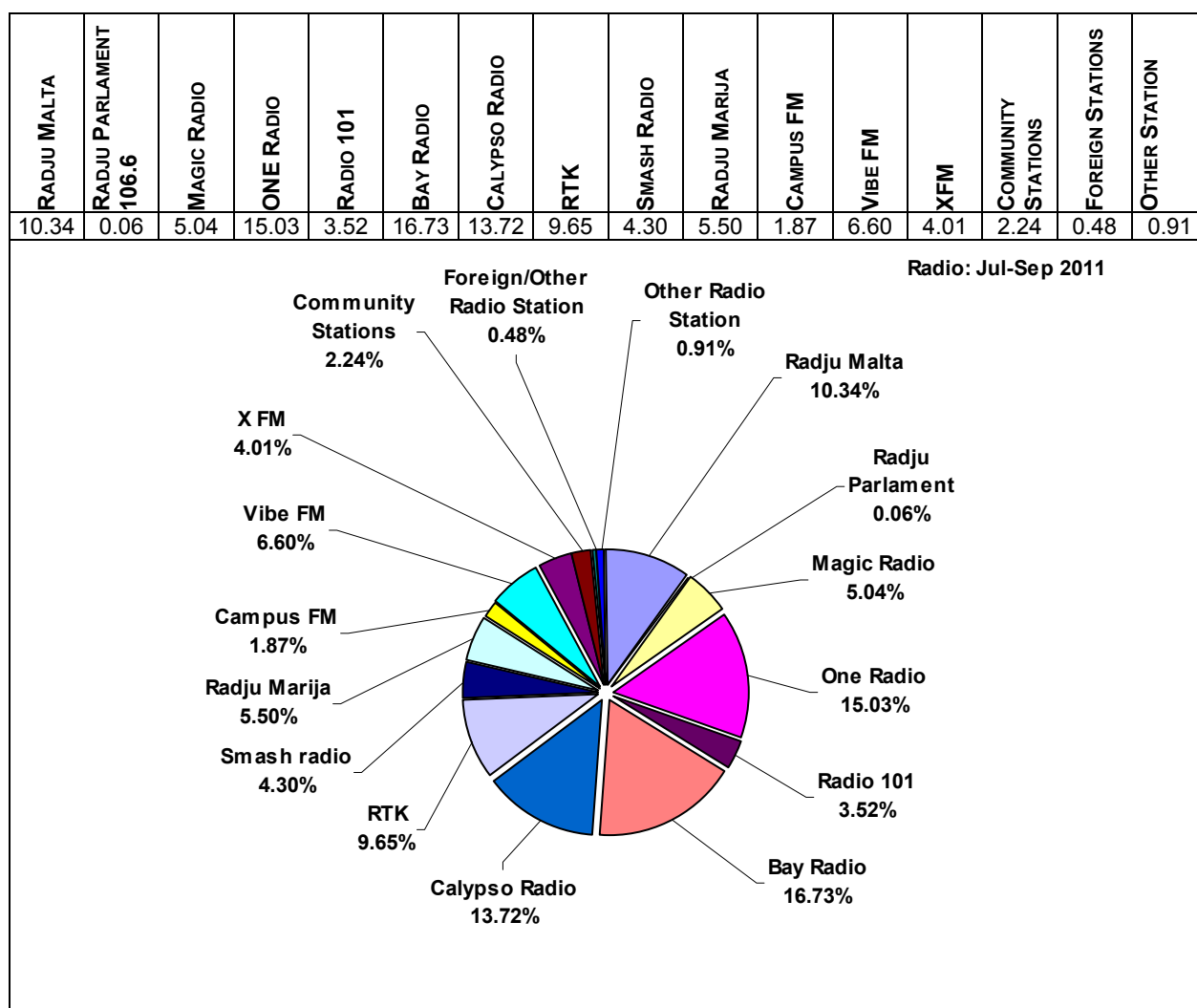


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2011]

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

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	83	34	49	0	0	2	16	32	28	5	11	26	18	16	9	3
	4.5%	3.7%	5.3%	.0%	.0%	2.1%	2.9%	6.8%	12.1%	6.4%	3.1%	4.7%	6.6%	6.1%	3.6%	2.2%
	100.0%	41.0%	59.0%	.0%	.0%	2.8%	19.4%	38.9%	33.3%	5.6%	13.6%	30.9%	21.6%	19.0%	11.3%	3.6%
Radju Parlament 106.6	3	1	2	0	2	0	1	0	0	0	1	2	0	0	0	0
	.2%	.1%	.2%	.0%	.8%	.0%	.2%	.0%	.0%	.0%	.3%	.5%	.0%	.0%	.0%	.0%
	100.0%	38.1%	61.9%	.0%	71.4%	.0%	28.6%	.0%	.0%	.0%	28.6%	71.4%	.0%	.0%	.0%	.0%
Magic Radio	68	21	47	2	9	6	29	16	5	1	9	24	11	14	9	1
	3.7%	2.3%	5.1%	2.1%	2.8%	5.2%	5.3%	3.5%	2.2%	1.0%	2.4%	4.5%	4.0%	5.4%	3.5%	.7%
	100.0%	30.9%	69.1%	2.8%	13.0%	8.4%	42.8%	24.3%	7.5%	1.1%	12.8%	35.6%	16.1%	20.5%	13.6%	1.5%
Super ONE Radio	125	69	56	1	6	3	24	53	31	7	36	28	25	10	14	11
	6.8%	7.6%	6.0%	.9%	1.8%	3.2%	4.4%	11.2%	13.6%	10.2%	9.8%	5.3%	9.4%	4.0%	5.3%	8.1%
	100.0%	55.3%	44.7%	.6%	4.5%	2.8%	19.2%	42.3%	24.7%	5.9%	28.5%	22.7%	20.4%	8.2%	11.2%	9.0%
Radio 101	33	19	14	0	1	0	9	12	6	6	5	5	7	6	8	2
	1.8%	2.1%	1.5%	.0%	.3%	.0%	1.6%	2.6%	2.5%	7.8%	1.3%	1.0%	2.6%	2.4%	3.2%	1.2%
	100.0%	58.4%	41.6%	.0%	3.0%	.0%	26.9%	36.4%	16.8%	16.8%	14.0%	16.2%	21.1%	18.7%	25.0%	4.9%
Bay Radio	196	108	88	18	84	28	56	9	1	0	42	62	27	23	32	10
	10.7%	11.9%	9.5%	20.0%	27.1%	25.7%	10.2%	1.9%	.4%	.0%	11.5%	11.5%	10.0%	9.1%	12.2%	7.2%
	100.0%	55.2%	44.8%	9.3%	42.9%	14.3%	28.6%	4.5%	.4%	.0%	21.4%	31.5%	13.8%	11.9%	16.3%	5.1%
Calypso Radio	110	58	52	6	7	0	37	44	13	2	24	30	15	12	23	6
	6.0%	6.4%	5.6%	6.2%	2.2%	.0%	6.8%	9.4%	5.9%	2.8%	6.5%	5.6%	5.5%	4.5%	8.8%	4.6%
	100.0%	52.8%	47.2%	5.1%	6.2%	.0%	34.2%	40.5%	12.2%	1.8%	21.5%	27.3%	13.7%	10.5%	21.1%	5.9%
RTK	79	29	50	1	0	2	21	30	16	9	13	27	10	11	10	8
	4.3%	3.2%	5.4%	1.4%	.0%	2.0%	3.8%	6.4%	6.8%	12.4%	3.6%	5.1%	3.7%	4.4%	3.7%	5.5%
	100.0%	36.8%	63.2%	1.7%	.0%	2.7%	26.4%	38.2%	19.7%	11.3%	16.5%	34.5%	12.6%	14.4%	12.5%	9.6%
Smash Radio	35	24	10	2	9	4	13	6	2	0	8	6	7	11	2	2
	1.9%	2.7%	1.1%	1.7%	2.8%	3.4%	2.4%	1.2%	.9%	.0%	2.1%	1.1%	2.4%	4.1%	.7%	1.6%
	100.0%	69.9%	30.1%	4.5%	24.8%	10.6%	38.3%	15.8%	6.0%	.0%	22.3%	16.6%	18.7%	30.6%	5.3%	6.5%
Radju Marija	60	21	39	0	0	4	7	23	20	6	17	16	5	12	4	6
	3.3%	2.3%	4.2%	.0%	.0%	3.4%	1.4%	4.8%	8.7%	7.9%	4.7%	3.0%	1.8%	4.6%	1.5%	4.3%
	100.0%	34.9%	65.1%	.0%	.0%	6.3%	12.5%	38.4%	33.1%	9.6%	28.4%	27.2%	8.2%	19.6%	6.7%	10.0%
Campus FM	16	15	1	0	0	1	5	5	4	0	3	5	3	1	2	1
	.9%	1.6%	.1%	.0%	.0%	1.0%	1.0%	1.1%	1.7%	.0%	.8%	1.0%	1.1%	.4%	.9%	.8%
	100.0%	94.3%	5.7%	.0%	.0%	7.0%	34.0%	34.3%	24.6%	.0%	18.2%	34.5%	19.4%	6.2%	14.8%	7.0%
Vibe FM	60	33	28	4	37	3	15	2	0	0	8	22	6	9	12	3
	3.3%	3.6%	3.0%	4.7%	11.8%	2.5%	2.7%	.5%	.0%	.0%	2.1%	4.1%	2.2%	3.6%	4.7%	2.3%
	100.0%	54.1%	45.9%	7.0%	60.5%	4.5%	24.1%	3.9%	.0%	.0%	12.7%	36.4%	9.7%	15.4%	20.4%	5.4%

TABLE 6.5 CONT /...

		GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
XFM	46	28	18	3	10	7	21	4	0	0	6	13	4	7	11	4
	2.5%	3.1%	1.9%	3.6%	3.2%	6.8%	3.8%	.9%	.0%	.0%	1.6%	2.5%	1.6%	2.7%	4.4%	3.1%
	100.0%	61.8%	38.2%	7.2%	21.7%	16.2%	45.3%	9.6%	.0%	.0%	12.6%	28.7%	9.4%	15.0%	24.9%	9.3%
Community Radio Stations	22	10	12	1	1	1	11	4	3	0	5	5	5	2	0	5
	1.2%	1.1%	1.3%	1.6%	.4%	1.0%	2.0%	.8%	1.4%	.0%	1.5%	1.0%	1.8%	.7%	.0%	3.5%
	100.0%	45.4%	54.6%	6.6%	5.3%	5.0%	50.9%	17.3%	14.8%	.0%	24.1%	23.7%	21.7%	8.4%	.0%	22.2%
Foreign Radio Station	9	7	3	0	1	0	5	2	0	2	2	5	2	0	0	0
	.5%	.8%	.3%	.0%	.4%	.0%	.8%	.4%	.0%	2.5%	.6%	1.0%	.8%	.0%	.0%	.0%
	100.0%	71.7%	28.3%	.0%	14.3%	.0%	47.6%	18.7%	.0%	19.4%	21.6%	54.6%	23.8%	.0%	.0%	.0%
Other Radio Station	15	8	7	1	2	0	4	6	1	0	1	5	2	2	4	0
	.8%	.9%	.7%	1.3%	.8%	.0%	.7%	1.2%	.6%	.0%	.4%	1.0%	.7%	.8%	1.6%	.0%
	100.0%	55.8%	44.2%	7.8%	16.6%	.0%	26.3%	39.8%	9.6%	.0%	8.8%	36.4%	12.8%	13.2%	28.8%	.0%
No particular radio station	42	18	24	0	5	0	12	11	10	4	5	19	6	5	6	1
	2.3%	2.0%	2.6%	.0%	1.7%	.0%	2.1%	2.4%	4.4%	5.7%	1.3%	3.6%	2.4%	1.8%	2.4%	.5%
	100.0%	43.3%	56.7%	.0%	12.2%	.0%	27.6%	26.7%	23.8%	9.7%	11.2%	46.1%	15.3%	11.2%	14.7%	1.5%
Did not remember	2	2	0	0	0	0	1	1	0	0	0	2	0	0	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.2%	.2%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	57.1%	42.9%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Did not listen to radio	815	393	422	51	132	48	259	208	87	30	166	231	116	113	115	74
	44.5%	43.3%	45.7%	56.4%	42.7%	43.7%	47.3%	44.0%	38.1%	41.6%	45.8%	42.9%	42.8%	44.2%	43.7%	53.2%
	100.0%	48.2%	51.8%	6.3%	16.2%	5.9%	31.8%	25.5%	10.6%	3.7%	20.4%	28.4%	14.2%	13.9%	14.1%	9.1%
No response	11	7	4	0	4	0	2	3	1	1	3	2	2	3	0	2
	.6%	.8%	.5%	.0%	1.3%	.0%	.3%	.6%	.6%	1.8%	.7%	.4%	.7%	1.1%	.0%	1.3%
	100.0%	62.5%	37.5%	.0%	34.7%	.0%	16.5%	24.8%	12.9%	11.1%	23.0%	20.4%	16.6%	24.5%	.0%	15.4%
Total	1830	906	924	91	310	109	549	472	227	72	362	538	271	256	263	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.0%	16.9%	6.0%	30.0%	25.8%	12.4%	3.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JUL	AUG	SEP
Radju Malta	83	12	15	10	12	11	10	13	32	25	26
	4.5%	4.8%	5.8%	3.7%	4.8%	3.8%	4.0%	4.8%	5.1%	4.1%	4.3%
	100.0%	14.8%	18.3%	11.7%	14.4%	12.8%	12.7%	15.3%	38.3%	30.8%	30.9%
Radju Parlament 106.6	3	0	0	1	0	1	1	0	1	0	2
	.2%	.0%	.0%	.4%	.0%	.5%	.4%	.0%	.2%	.0%	.4%
	100.0%	.0%	.0%	33.3%	.0%	38.1%	28.6%	.0%	28.6%	.0%	71.4%
Magic Radio	68	12	5	5	20	11	7	7	17	26	25
	3.7%	4.7%	2.0%	1.8%	8.3%	4.0%	2.8%	2.8%	2.8%	4.2%	4.2%
	100.0%	17.6%	7.7%	6.9%	30.1%	16.3%	10.6%	10.7%	25.1%	38.1%	36.9%
ONE Radio	125	15	16	17	10	20	25	21	45	36	43
	6.8%	6.0%	6.2%	6.3%	3.9%	7.2%	9.6%	8.2%	7.3%	5.8%	7.3%
	100.0%	12.3%	13.1%	13.5%	7.7%	16.0%	20.2%	17.2%	36.3%	28.9%	34.8%
Radio 101	33	1	6	7	2	4	7	6	9	10	14
	1.8%	.4%	2.4%	2.5%	1.0%	1.4%	2.7%	2.2%	1.5%	1.5%	2.4%
	100.0%	2.9%	19.4%	19.7%	7.5%	11.7%	21.5%	17.4%	28.4%	28.7%	42.9%
Bay Radio	196	21	35	31	32	29	19	28	65	67	64
	10.7%	8.3%	13.4%	11.7%	13.1%	10.6%	7.4%	10.5%	10.5%	10.8%	10.8%
	100.0%	10.8%	18.0%	15.8%	16.4%	15.0%	9.8%	14.1%	33.2%	34.0%	32.7%
Calypso Radio	110	16	16	19	21	21	10	7	37	36	37
	6.0%	6.3%	6.1%	7.3%	8.4%	7.5%	3.9%	2.5%	6.0%	5.8%	6.2%
	100.0%	14.7%	14.6%	17.5%	18.7%	19.0%	9.4%	6.1%	34.0%	32.6%	33.4%
RTK	79	15	13	12	7	6	16	10	25	32	22
	4.3%	5.7%	5.0%	4.6%	2.9%	2.2%	6.2%	3.7%	4.0%	5.2%	3.7%
	100.0%	18.4%	16.8%	15.4%	9.0%	7.6%	20.5%	12.2%	31.4%	40.4%	28.2%
Smash Radio	35	8	8	5	1	4	1	8	12	9	14
	1.9%	3.2%	3.0%	1.7%	.3%	1.6%	.3%	3.1%	1.9%	1.4%	2.4%
	100.0%	23.8%	23.0%	13.3%	2.3%	12.4%	2.1%	23.1%	34.1%	25.1%	40.9%
Radju Marija	60	9	12	4	9	4	14	8	14	29	17
	3.3%	3.6%	4.5%	1.5%	3.6%	1.3%	5.4%	3.0%	2.2%	4.7%	2.8%
	100.0%	15.2%	19.9%	6.5%	15.0%	6.3%	23.7%	13.4%	22.8%	48.9%	28.3%
Campus FM	16	2	1	4	0	3	3	2	10	4	2
	.9%	.8%	.4%	1.6%	.0%	1.2%	1.2%	.9%	1.6%	.7%	.3%
	100.0%	12.2%	6.5%	26.4%	.0%	21.2%	19.1%	14.7%	62.6%	25.5%	11.9%
Vibe FM	60	10	9	4	7	15	5	10	15	27	19
	3.3%	4.0%	3.3%	1.6%	2.9%	5.5%	1.7%	3.9%	2.4%	4.3%	3.2%
	100.0%	17.1%	14.5%	6.8%	11.6%	25.5%	7.5%	17.0%	24.6%	44.3%	31.1%
XFM	46	3	10	5	10	8	3	7	17	8	21
	2.5%	1.2%	3.8%	2.0%	4.3%	2.7%	1.1%	2.5%	2.8%	1.3%	3.5%
	100.0%	6.7%	21.6%	11.6%	22.6%	16.4%	6.5%	14.5%	37.8%	17.7%	44.6%
Community Stations	22	2	3	3	2	8	2	2	9	11	3
	1.2%	.8%	1.3%	1.0%	.9%	2.8%	.8%	.7%	1.4%	1.7%	.4%
	100.0%	8.8%	15.6%	12.2%	10.2%	35.5%	9.0%	8.8%	40.5%	47.9%	11.6%
Foreign Radio Station	9	1	0	2	1	4	0	1	2	2	5
	.5%	.3%	.0%	.9%	.3%	1.5%	.0%	.5%	.3%	.4%	.9%
	100.0%	8.6%	.0%	25.1%	7.9%	44.1%	.0%	14.3%	20.9%	23.8%	55.3%
Other Radio Station	15	1	3	4	1	1	1	4	6	4	4
	.8%	.4%	1.0%	1.5%	.5%	.3%	.4%	1.6%	1.0%	.7%	.6%
	100.0%	6.6%	17.4%	26.1%	7.8%	6.6%	7.0%	28.6%	43.8%	30.1%	26.1%
No particular radio station	42	8	6	5	7	4	9	3	12	15	15
	2.3%	3.2%	2.3%	1.8%	3.0%	1.4%	3.6%	1.0%	2.0%	2.4%	2.5%
	100.0%	19.4%	14.4%	11.0%	17.5%	9.3%	22.0%	6.3%	28.8%	35.4%	35.8%
Did not remember	2	0	0	1	0	1	0	0	2	0	0
	.1%	.0%	.0%	.4%	.0%	.5%	.0%	.0%	.4%	.0%	.0%
	100.0%	.0%	.0%	42.9%	.0%	57.1%	.0%	.0%	100.0%	.0%	.0%
Did not listen to radio	815	116	103	126	100	120	124	125	285	274	256
	44.5%	45.6%	39.1%	47.5%	41.0%	43.3%	47.4%	47.7%	46.2%	44.3%	43.0%
	100.0%	14.3%	12.6%	15.4%	12.3%	14.8%	15.2%	15.4%	35.0%	33.7%	31.4%
No Response	11	2	1	1	2	2	3	1	1	4	6
	.6%	.8%	.4%	.3%	.7%	.7%	1.0%	.4%	.1%	.7%	1.1%
	100.0%	18.3%	9.0%	6.9%	15.4%	18.0%	23.7%	8.7%	7.9%	37.3%	54.8%
Total	1830	255	263	264	245	278	261	263	617	619	594
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.0%	14.4%	14.4%	13.4%	15.2%	14.3%	14.4%	33.7%	33.8%	32.5%

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

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2011]

Daily Average	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVOURITE CHANNEL	CALYPSO TV	iTV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WORLD /ENT.	OTHER STATION	HIGHEST
Monday	1.093	1.376	0.352	0.023	0.000	0.041	0.000	0.000	0.115	0.075	0.000	0.289	0.212	0.317	0.234	0.049	0.138	0.885	1.376
Tuesday	1.151	0.698	0.094	0.075	0.000	0.028	0.000	0.087	0.283	0.228	0.000	0.217	0.415	0.566	0.158	0.038	0.214	1.385	1.385
Wednesday	1.337	1.138	0.307	0.240	0.012	0.067	0.000	0.000	0.190	0.043	0.000	0.308	0.263	0.491	0.523	0.170	0.166	1.101	1.337
Thursday	1.491	0.404	0.343	0.000	0.000	0.011	0.000	0.000	0.143	0.115	0.000	0.253	0.490	0.386	0.614	0.019	0.286	1.216	1.491
Friday	1.296	1.407	0.348	0.000	0.000	0.018	0.008	0.000	0.079	0.013	0.000	0.032	0.287	0.612	0.325	0.050	0.263	1.825	1.825
Saturday	0.862	1.425	0.628	0.000	0.000	0.023	0.000	0.000	0.262	0.000	0.033	0.045	0.290	0.406	0.144	0.094	0.126	1.185	1.425
Sunday	0.988	1.229	0.471	0.038	0.040	0.089	0.000	0.000	0.521	0.052	0.000	0.155	0.362	0.285	0.382	0.129	0.051	0.933	1.229
Mon-Sun	1.173	1.104	0.363	0.054	0.007	0.040	0.001	0.013	0.228	0.074	0.005	0.184	0.330	0.440	0.338	0.079	0.177	1.225	1.225
Highest	1.491	1.425	0.628	0.240	0.040	0.089	0.008	0.087	0.521	0.228	0.033	0.308	0.490	0.612	0.614	0.170	0.286	1.825	

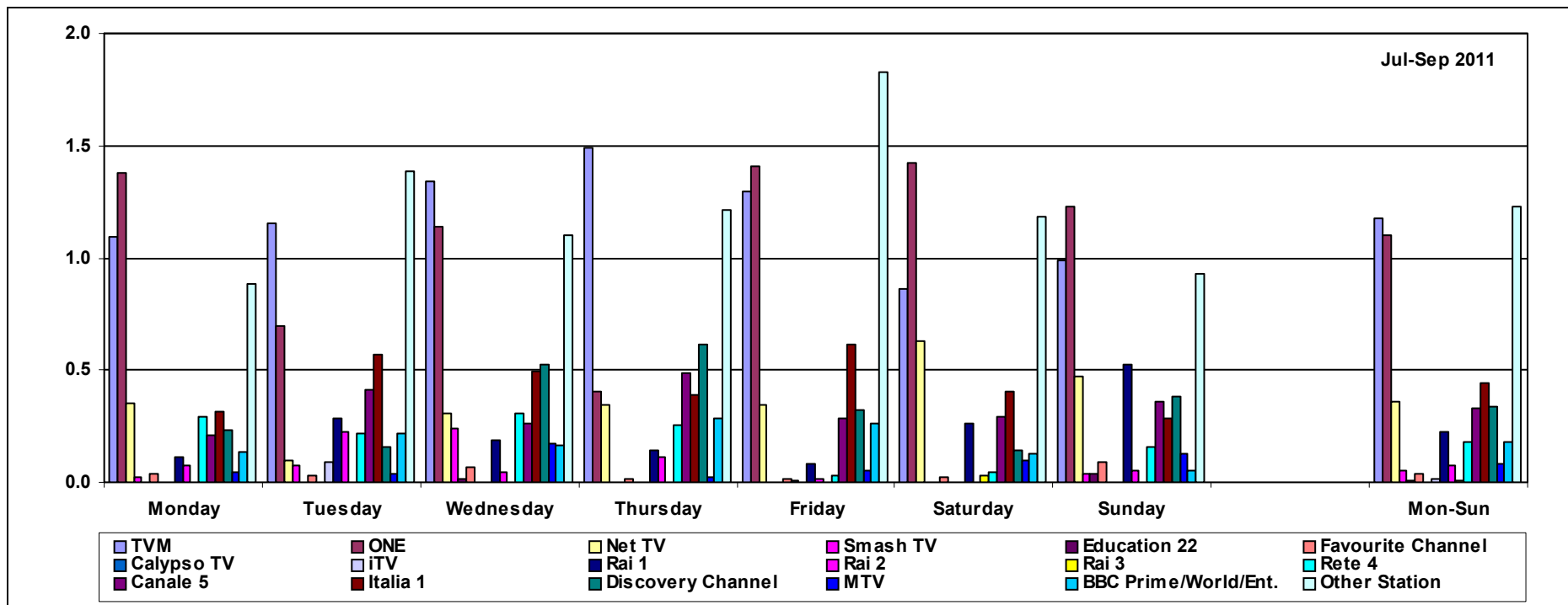


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2011]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2011]

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVOURITE CHANNEL	CALYPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WORLD/ENT.	OTHER STATION	HIGHEST
Mon	12.891	5.891	1.747	0.555	0.000	0.400	0.000	0.000	0.681	1.043	0.000	2.161	1.454	1.380	1.558	0.533	1.238	5.017	12.891
Tue	9.516	3.564	1.018	1.296	0.000	0.680	0.000	0.387	2.053	1.969	0.000	0.873	1.966	2.613	1.092	0.497	1.873	5.502	9.516
Wed	11.871	6.514	1.295	0.765	0.286	0.824	0.000	0.000	2.153	0.803	0.000	2.169	1.722	1.962	1.782	0.962	1.707	4.984	11.871
Thr	12.906	2.069	3.250	0.000	0.000	0.555	0.000	0.000	0.751	0.532	0.000	2.062	2.511	1.939	2.384	0.468	1.426	5.467	12.906
Fri	10.273	3.858	1.486	0.000	0.000	0.295	0.412	0.000	0.684	0.317	0.000	0.324	1.538	3.451	1.439	0.471	1.055	4.066	10.273
Sat	8.024	4.016	3.989	0.000	0.000	0.286	0.000	0.000	1.424	0.000	0.409	0.680	2.238	1.381	0.897	0.744	0.806	4.209	8.024
Sun	9.157	5.824	2.893	0.377	0.496	0.335	0.000	0.000	1.970	0.661	0.000	0.905	2.604	1.657	1.956	0.938	0.406	2.720	9.157
Hghst	12.906	6.514	3.989	1.296	0.496	0.824	0.412	0.387	2.153	1.969	0.409	2.169	2.604	3.451	2.384	0.962	1.873	5.502	

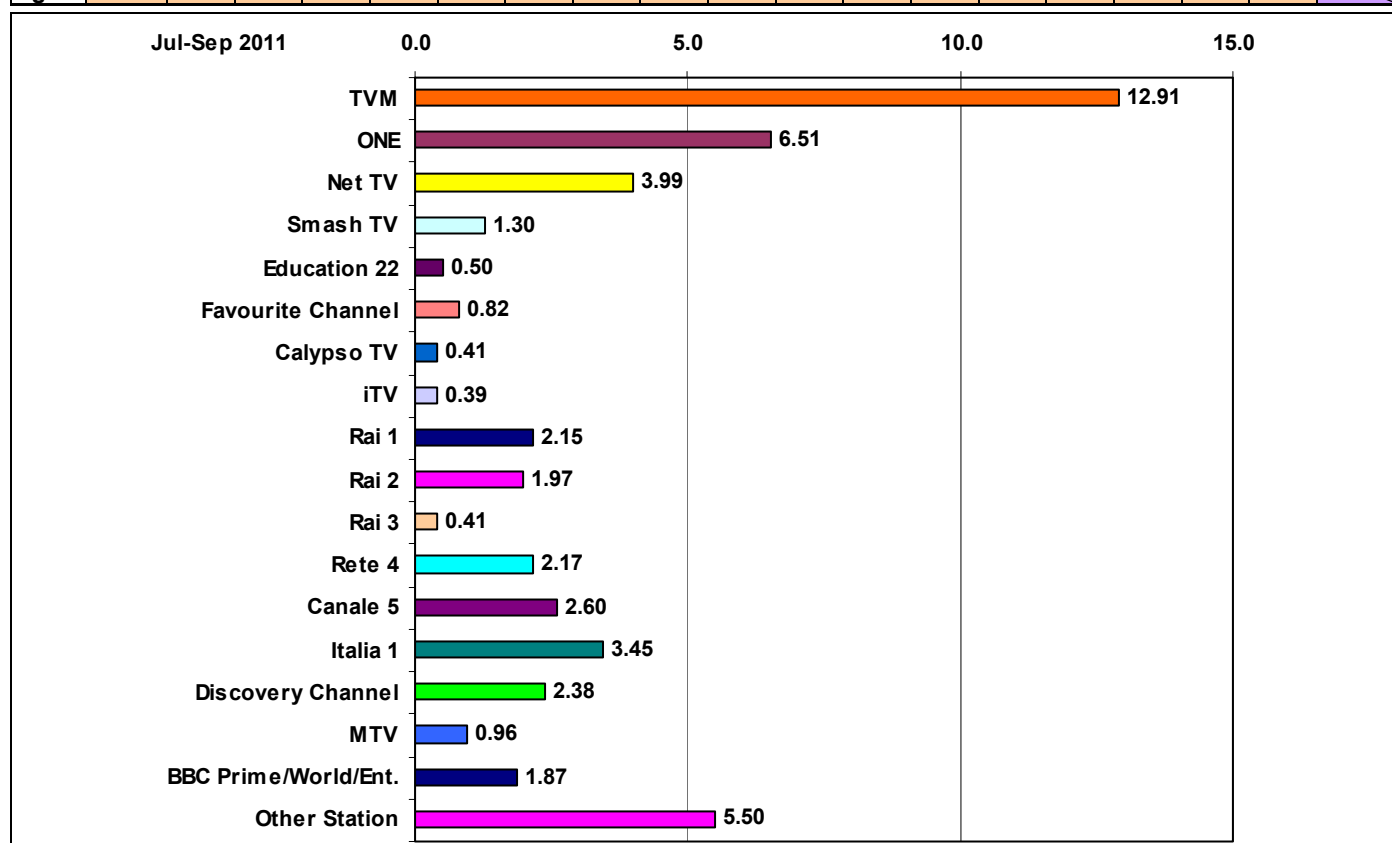


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2011]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.321	0.000	0.000	0.000	0.000	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
5:00	0.000	0.321	0.000	0.000	0.000	0.000	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
5:30	0.000	0.321	0.000	0.000	0.000	0.000	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
6:00	0.000	0.321	0.000	0.000	0.000	0.000	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
6:30	0.000	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
7:00	0.000	0.321	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.254	99.01	100
7:30	0.000	0.616	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.97	100
8:00	0.000	0.616	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	98.66	100
8:30	0.000	0.616	0.418	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	98.66	100
9:00	0.000	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.614	0.000	0.000	0.000	0.691	96.97	100
9:30	0.000	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.614	0.000	0.000	0.000	0.691	96.97	100
10:00	0.000	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.614	0.000	0.000	0.000	0.307	97.35	100
10:30	0.000	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.614	0.000	0.000	0.000	0.000	97.66	100
11:00	0.295	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	97.67	100
11:30	0.295	0.911	0.418	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	97.67	100
NOON	0.295	0.870	0.000	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.44	100
12:30	0.295	0.870	0.000	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.44	100
1:00	0.714	1.255	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.449	0.000	0.000	0.000	0.000	97.58	100
1:30	0.714	1.576	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.449	0.000	0.000	0.000	0.000	96.94	100
2:00	1.631	1.258	0.510	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.001	0.000	0.449	0.000	0.000	0.778	94.37	100
2:30	1.631	1.553	0.510	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.454	0.000	0.449	0.000	0.000	0.778	93.62	100
3:00	1.631	1.553	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.159	0.000	0.000	0.391	0.000	1.099	94.17	100
3:30	1.631	1.553	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.838	0.000	0.000	0.391	0.000	1.099	94.49	100
4:00	0.509	1.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.853	0.000	0.000	0.482	96.55	100
4:30	0.509	1.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.853	0.000	0.000	0.777	96.25	100
5:00	0.914	1.300	0.000	0.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	1.558	0.000	0.000	1.413	93.95	100
5:30	0.914	1.300	0.000	0.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	1.026	0.000	0.000	1.413	94.49	100
6:00	2.222	1.941	0.254	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.532	0.513	0.000	0.000	2.007	92.13	100
6:30	2.098	2.557	0.254	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.532	0.513	0.000	0.000	0.999	92.65	100
7:00	2.519	4.010	0.254	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.532	0.513	0.000	0.000	2.052	89.40	100
7:30	1.716	5.539	0.254	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	1.066	0.000	0.532	0.513	0.000	0.000	2.052	87.93	100
7:45	2.211	5.891	1.361	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	1.066	0.000	0.532	0.513	0.000	0.000	2.052	85.97	100
8:00	12.891	4.234	1.361	0.000	0.000	0.000	0.000	0.000	0.254	0.000	0.000	2.151	0.400	0.000	0.000	0.000	0.909	4.226	73.57	100
8:30	7.689	5.326	1.747	0.000	0.000	0.000	0.000	0.000	0.549	0.000	0.000	2.151	0.400	0.307	0.385	0.000	0.895	5.017	75.54	100
9:00	4.196	3.967	1.639	0.000	0.000	0.000	0.000	0.000	0.295	1.043	0.000	1.830	1.038	1.048	0.679	0.533	0.895	3.575	79.26	100
9:30	3.493	3.456	1.254	0.000	0.000	0.000	0.000	0.000	0.295	1.043	0.000	2.161	1.038	1.224	1.024	0.533	0.895	3.321	80.26	100
10:00	1.403	2.793	1.146	0.000	0.000	0.000	0.000	0.000	0.681	0.533	0.000	1.737	1.038	1.224	0.345	0.533	1.238	3.536	83.80	100
10:30	0.763	1.658	1.701	0.000	0.000	0.000	0.000	0.000	0.385	0.533	0.000	1.337	1.038	1.224	0.345	0.000	1.238	3.577	86.20	100
11:00	0.358	0.808	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.533	0.000	0.343	0.343	1.288	0.345	0.000	0.343	0.591	94.65	100
11:30	0.000	0.295	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	1.380	0.000	0.000	0.343	0.591	96.65	100
avg.	1.09	1.38	0.35	0.02	0.00	0.04	0.00	0.00	0.12	0.08	0.00	0.29	0.21	0.32	0.23	0.05	0.14	0.89	94.80	
max.	12.89	5.89	1.75	0.55	0.00	0.40	0.00	0.00	0.68	1.04	0.00	2.16	1.45	1.38	1.56	0.53	1.24	5.02	100	
σ.	2.22	1.53	0.50	0.11	0.00	0.12	0.00	0.00	0.19	0.24	0.00	0.65	0.41	0.41	0.36	0.15	0.34	1.30	6.70	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.70	100
7:30	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.246	99.46	100
8:00	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.379	99.32	100
8:30	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.690	99.01	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	0.516	0.000	0.467	0.000	0.000	0.000	0.690	98.33	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	0.516	0.000	0.467	0.000	0.000	0.000	0.690	98.33	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	0.516	0.000	0.467	0.000	0.000	0.000	0.598	98.42	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	0.516	0.000	0.467	0.000	0.000	0.000	0.598	98.42	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	0.516	0.000	0.467	0.000	0.000	0.000	0.598	98.42	100
11:30	0.406	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.516	0.000	0.467	0.000	0.000	0.000	0.598	98.01	100
NOON	0.702	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.516	0.000	0.467	0.000	0.000	0.000	0.977	96.58	100
12:30	0.702	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.516	0.000	0.467	0.000	0.000	0.000	1.356	96.20	100
1:00	1.090	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.516	0.000	0.467	0.000	0.000	0.467	1.698	95.01	100
1:30	1.422	0.844	0.000	0.000	0.000	0.000	0.000	0.000	0.286	0.000	0.000	0.516	0.000	0.467	0.000	0.000	0.000	1.698	94.77	100
2:00	1.035	0.844	0.334	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.000	0.516	0.334	0.467	0.000	0.000	0.000	2.132	93.95	100
2:30	0.702	0.844	0.334	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.000	0.516	0.334	0.467	0.000	0.000	0.000	2.132	94.28	100
3:00	0.702	1.684	0.334	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.000	0.000	0.379	0.467	0.000	0.000	0.000	2.657	93.38	100
3:30	0.702	1.130	0.334	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.000	0.000	0.379	0.467	0.538	0.000	0.000	2.657	93.40	100
4:00	0.702	1.130	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	1.230	1.092	0.000	0.000	1.078	94.38	100
4:30	0.702	1.130	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	1.230	1.092	0.000	0.000	1.331	94.13	100
5:00	0.406	1.130	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.708	0.714	0.538	0.000	0.000	2.133	93.99	100
5:30	0.406	0.844	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.708	0.714	0.538	0.000	0.000	2.133	94.27	100
6:00	1.104	1.657	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	1.049	0.467	0.538	0.000	0.000	2.126	92.67	100
6:30	1.390	1.657	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	1.049	0.467	0.538	0.000	0.000	2.126	92.38	100
7:00	2.107	1.657	0.000	0.000	0.000	0.000	0.000	0.387	0.286	0.000	0.000	0.286	1.587	0.765	0.000	0.000	0.949	2.126	89.85	100
7:30	2.067	3.564	0.000	0.000	0.000	0.000	0.000	0.387	0.286	0.000	0.000	0.286	1.587	0.961	0.000	0.000	0.949	2.126	87.79	100
7:45	2.605	3.564	0.334	0.000	0.000	0.000	0.000	0.387	0.286	0.000	0.000	0.286	1.587	0.961	0.000	0.000	0.949	2.458	86.58	100
8:00	9.516	2.791	0.722	0.000	0.000	0.000	0.000	0.387	1.195	1.316	0.000	0.873	1.384	1.646	0.538	0.311	1.467	3.772	74.08	100
8:30	9.250	1.981	1.018	0.311	0.000	0.000	0.000	0.387	1.606	1.270	0.000	0.873	1.344	1.646	0.000	0.497	1.873	3.920	74.02	100
9:00	5.296	0.830	0.297	1.296	0.000	0.680	0.000	0.000	1.720	1.969	0.000	0.689	1.966	1.335	0.655	0.497	1.379	5.502	75.89	100
9:30	5.264	0.830	0.297	0.985	0.000	0.680	0.000	0.000	2.053	1.969	0.000	0.284	1.966	2.367	0.655	0.286	1.068	5.154	76.14	100
10:00	2.729	1.327	0.297	0.698	0.000	0.000	0.000	0.000	2.034	1.794	0.000	0.595	1.632	2.613	0.000	0.286	0.692	5.157	80.15	100
10:30	1.122	1.327	0.297	0.387	0.000	0.000	0.000	0.000	1.204	1.407	0.000	0.284	0.987	2.120	0.516	0.000	0.692	3.832	85.82	100
11:00	2.023	1.276	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.120	0.000	0.000	0.987	0.984	0.516	0.000	0.000	1.248	91.85	100
11:30	1.058	0.778	0.000	0.000	0.000	0.000	0.000	0.000	0.494	0.342	0.000	0.000	0.342	0.984	0.000	0.000	0.000	1.248	94.75	100
avg.	1.15	0.70	0.09	0.08	0.00	0.03	0.00	0.09	0.28	0.23	0.00	0.22	0.41	0.57	0.16	0.04	0.21	1.38	94.36	
max.	9.52	3.56	1.02	1.30	0.00	0.68	0.00	0.39	2.05	1.97	0.00	0.87	1.97	2.61	1.09	0.50	1.87	5.50	100	
σ.	2.08	0.91	0.21	0.25	0.00	0.14	0.00	0.16	0.55	0.56	0.00	0.28	0.63	0.65	0.30	0.12	0.46	1.50	7.31	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.496	0.000	0.000	0.000	99.50	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	0.496	0.000	0.000	0.000	99.50	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	0.496	0.000	0.000	0.000	99.50	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	0.496	0.000	0.000	0.000	99.50	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
7:00	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
7:30	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
8:00	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
8:30	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
9:00	0.404	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.000	98.41	100
9:30	0.404	0.310	0.285	0.000	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.000	97.74	100
10:00	0.404	0.310	0.285	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.859	97.27	100
10:30	0.404	0.310	0.285	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.859	96.96	100
11:00	0.404	0.310	0.285	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.731	97.08	100
11:30	0.404	0.310	0.285	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.000	0.421	97.39	100
NOON	1.194	0.310	0.285	0.641	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.434	0.421	95.84	100
12:30	1.194	0.641	0.285	0.641	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.410	0.000	0.434	0.421	95.51	100
1:00	1.193	0.641	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.331	0.466	0.410	0.000	0.000	0.731	95.61	100
1:30	1.193	0.641	0.285	0.331	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.331	0.466	0.410	0.000	0.000	0.731	95.33	100
2:00	0.790	0.641	0.285	0.331	0.286	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.617	0.466	1.380	0.000	0.000	1.041	94.16	100
2:30	0.790	0.641	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.617	0.466	1.380	0.000	0.000	1.413	94.08	100
3:00	0.790	0.641	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.331	0.762	1.782	0.000	0.000	1.494	93.58	100
3:30	0.790	0.641	0.695	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.331	0.762	1.782	0.000	0.000	0.731	93.94	100
4:00	0.404	0.310	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.709	1.102	1.246	0.000	0.000	1.833	93.47	100
4:30	0.404	0.310	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.825	0.709	1.102	1.246	0.000	0.000	2.347	92.44	100
5:00	0.700	0.310	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.331	1.102	1.246	0.000	0.000	2.051	93.33	100
5:30	0.700	0.310	0.285	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.331	1.102	1.246	0.000	0.000	2.489	92.89	100
6:00	1.913	1.016	0.531	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.331	0.806	1.246	0.297	0.386	2.352	90.48	100
6:30	1.849	1.016	0.531	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.331	0.806	1.246	0.762	0.386	1.914	90.52	100
7:00	2.109	3.223	0.531	0.331	0.000	0.000	0.000	0.000	0.310	0.000	0.000	0.000	0.331	0.806	0.750	0.762	0.386	2.206	88.25	100
7:30	2.969	5.933	0.531	0.331	0.000	0.000	0.000	0.000	0.714	0.000	0.000	0.000	0.331	1.089	0.410	0.762	0.386	2.615	83.93	100
7:45	2.969	5.202	0.917	0.331	0.000	0.000	0.000	0.000	0.714	0.000	0.000	0.620	0.331	1.089	0.410	0.762	0.386	2.925	83.34	100
8:00	11.871	5.570	1.295	0.765	0.000	0.310	0.000	0.000	0.714	0.000	0.000	1.156	0.717	0.658	0.848	0.466	0.769	3.989	70.87	100
8:30	9.192	6.492	1.295	0.765	0.000	0.310	0.000	0.000	1.061	0.000	0.000	1.131	0.717	0.375	0.848	0.466	1.155	4.591	71.60	100
9:00	5.134	6.514	1.009	0.765	0.000	0.824	0.000	0.000	2.153	0.803	0.000	1.988	1.722	1.676	0.410	0.466	1.707	4.984	69.84	100
9:30	4.471	6.514	1.009	0.765	0.000	0.824	0.000	0.000	1.780	0.803	0.000	1.703	1.436	1.962	0.410	0.749	1.707	4.492	71.37	100
10:00	2.121	2.725	1.006	0.765	0.000	0.514	0.000	0.000	1.061	0.493	0.000	2.169	0.664	1.962	0.434	0.466	0.000	2.708	82.91	100
10:30	2.555	2.108	0.631	0.765	0.000	0.514	0.000	0.000	0.404	0.000	0.000	2.089	0.664	1.301	0.434	0.466	0.000	2.000	86.07	100
11:00	1.892	0.000	0.245	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.388	0.331	0.000	0.391	0.962	0.000	0.297	94.49	100
11:30	1.892	0.000	0.245	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	0.331	0.000	0.391	0.962	0.000	0.297	95.42	100
avg.	1.34	1.14	0.31	0.24	0.01	0.07	0.00	0.00	0.19	0.04	0.00	0.31	0.26	0.49	0.52	0.17	0.17	1.10	93.64	
max.	11.87	6.51	1.29	0.77	0.29	0.82	0.00	0.00	2.15	0.80	0.00	2.17	1.72	1.96	1.78	0.96	1.71	4.98	100	
σ.	2.25	1.97	0.36	0.27	0.06	0.20	0.00	0.00	0.46	0.17	0.00	0.61	0.37	0.54	0.50	0.31	0.40	1.39	8.24	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.416	0.000	0.000	0.000	0.000	0.431	0.000	0.000	0.000	0.000	99.15	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	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	0.431	0.000	0.000	0.000	0.000	99.57	100
7:00	0.396	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.431	0.000	0.000	0.000	0.555	98.62	100
7:30	0.396	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.431	0.000	0.000	0.000	0.000	99.17	100
8:00	0.359	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.407	98.77	100
8:30	0.359	0.000	0.000	0.000	0.000	0.555	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.407	98.21	100
9:00	0.359	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	0.407	98.45	100
9:30	0.359	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	0.824	98.03	100
10:00	0.359	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	0.407	97.93	100
10:30	0.359	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	0.407	97.93	100
11:00	0.359	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.468	0.407	97.46	100
11:30	0.359	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.468	0.407	97.46	100
NOON	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	1.474	97.22	100
12:30	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.787	0.000	0.000	1.474	97.22	100
1:00	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.407	98.61	100
1:30	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.468	0.000	0.000	0.407	98.27	100
2:00	0.416	0.436	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.468	0.000	0.000	0.809	97.54	100
2:30	0.416	0.436	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.000	0.000	0.468	0.000	0.416	0.809	97.10	100
3:00	1.358	0.436	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.770	0.000	0.468	0.000	0.416	1.277	94.56	100
3:30	1.358	0.436	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.357	0.000	0.000	0.770	0.000	0.468	0.000	0.416	1.277	94.56	100
4:00	0.942	0.436	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.357	0.000	0.000	1.122	0.000	0.468	0.000	0.416	1.892	94.03	100
4:30	0.942	0.436	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.700	0.000	0.468	0.000	0.416	1.841	94.86	100
5:00	0.359	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.700	0.000	0.468	0.000	0.416	1.959	95.76	100
5:30	0.359	0.334	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	1.136	0.000	0.468	0.000	0.416	1.651	95.30	100
6:00	2.082	0.334	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.532	0.000	0.000	0.436	0.373	0.970	0.000	0.416	1.570	92.95	100
6:30	2.416	0.334	0.000	0.000	0.000	0.000	0.000	0.000	0.669	0.532	0.000	0.334	0.436	0.373	0.970	0.000	0.724	1.570	91.64	100
7:00	3.314	1.208	0.000	0.000	0.000	0.000	0.000	0.000	0.669	0.532	0.000	0.770	1.171	0.595	0.468	0.000	0.724	2.329	88.22	100
7:30	2.980	2.053	0.308	0.000	0.000	0.000	0.000	0.000	0.669	0.532	0.000	0.770	1.171	0.595	0.468	0.000	1.058	2.945	86.45	100
7:45	2.980	2.053	2.083	0.000	0.000	0.000	0.000	0.000	0.669	0.532	0.000	0.770	1.171	0.595	0.468	0.000	1.426	3.304	83.95	100
8:00	12.906	2.069	3.250	0.000	0.000	0.000	0.000	0.000	0.669	0.000	0.000	1.129	2.511	0.992	0.927	0.468	1.091	3.493	70.49	100
8:30	10.069	1.319	2.475	0.000	0.000	0.000	0.000	0.000	0.751	0.308	0.000	1.546	2.075	1.939	1.261	0.468	1.396	4.991	71.40	100
9:00	7.982	0.357	2.414	0.000	0.000	0.000	0.000	0.000	0.416	0.308	0.000	2.062	2.063	1.774	2.359	0.000	1.029	5.467	73.77	100
9:30	7.700	0.357	2.106	0.000	0.000	0.000	0.000	0.000	0.416	0.308	0.000	2.062	2.328	1.378	2.359	0.000	0.724	4.581	75.68	100
10:00	5.121	0.999	1.107	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.933	1.400	0.947	2.384	0.000	0.724	3.189	82.89	100
10:30	3.043	0.665	1.107	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.668	1.796	0.531	2.384	0.000	0.416	3.784	85.30	100
11:00	1.893	0.665	0.615	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.668	0.801	0.962	1.765	0.000	0.416	1.939	90.28	100
11:30	0.750	0.308	0.615	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.668	0.801	0.962	1.405	0.000	0.000	0.915	93.58	100
avg.	1.49	0.40	0.34	0.00	0.00	0.01	0.00	0.00	0.14	0.11	0.00	0.25	0.49	0.39	0.61	0.02	0.29	1.22	94.23	
max.	12.91	2.07	3.25	0.00	0.00	0.55	0.00	0.00	0.75	0.53	0.00	2.06	2.51	1.94	2.38	0.47	1.43	5.47	99.57	
σ.	2.77	0.54	0.78	0.00	0.00	0.08	0.00	0.00	0.24	0.19	0.00	0.52	0.71	0.45	0.67	0.09	0.40	1.44	7.79	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.845	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.767	98.39	100
7:30	0.000	0.845	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.767	98.39	100
8:00	0.000	0.845	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.238	97.92	100
8:30	0.000	0.845	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.295	1.238	97.62	100
9:00	0.443	0.845	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	0.295	1.090	96.96	100
9:30	0.000	0.845	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	0.295	1.615	96.52	100
10:00	0.000	1.116	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.649	0.000	0.295	1.972	95.24	100
10:30	0.000	1.116	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.380	0.000	0.295	1.556	95.92	100
11:00	0.000	1.116	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.281	0.295	2.319	95.25	100
11:30	0.000	1.116	0.357	0.000	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.380	0.281	0.295	2.319	94.81	100
NOON	0.628	1.205	0.357	0.000	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.271	0.489	0.000	0.281	0.295	2.201	93.83	100
12:30	0.628	1.314	0.590	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.489	0.000	0.281	0.295	2.482	93.65	100
1:00	0.728	1.585	0.590	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.443	0.471	0.282	0.295	2.374	93.23	100
1:30	1.043	1.585	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.443	0.471	0.282	0.295	2.763	92.76	100
2:00	0.315	1.939	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.960	0.000	0.295	2.799	93.06	100
2:30	0.315	1.939	0.357	0.000	0.000	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.960	0.000	0.295	2.517	92.93	100
3:00	0.584	2.293	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.471	0.000	0.619	2.729	92.68	100
3:30	0.315	2.293	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.471	0.000	0.295	2.729	93.27	100
4:00	0.271	2.879	0.357	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.000	0.000	0.271	0.825	0.000	0.000	0.295	2.219	92.61	100
4:30	0.271	2.879	0.357	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.000	0.000	0.271	0.412	0.000	0.000	0.295	2.548	92.69	100
5:00	0.000	2.697	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.412	0.996	0.471	0.784	3.255	90.76	100
5:30	0.000	2.382	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.412	0.996	0.000	0.784	3.255	91.54	100
6:00	1.486	2.499	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.881	1.439	0.000	0.784	3.979	88.30	100
6:30	1.758	2.794	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.881	1.439	0.000	0.784	3.698	88.02	100
7:00	2.403	1.411	0.824	0.000	0.000	0.000	0.000	0.000	0.684	0.000	0.000	0.000	0.543	1.096	0.000	0.000	0.295	3.891	88.85	100
7:30	2.756	2.959	1.119	0.000	0.000	0.000	0.000	0.000	0.684	0.000	0.000	0.000	0.543	1.159	0.000	0.000	0.295	3.436	87.05	100
7:45	2.756	2.726	1.486	0.000	0.000	0.000	0.000	0.000	0.684	0.000	0.000	0.324	0.543	1.159	0.000	0.000	0.566	3.731	86.02	100
8:00	10.273	3.858	1.287	0.000	0.000	0.000	0.000	0.000	0.390	0.000	0.000	0.000	0.872	2.014	0.000	0.281	0.861	2.991	77.17	100
8:30	9.047	3.491	1.277	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.315	0.872	3.308	0.662	0.000	0.861	3.076	76.77	100
9:00	7.686	3.415	1.366	0.000	0.000	0.295	0.000	0.000	0.000	0.317	0.000	0.315	1.538	3.314	1.001	0.000	1.055	2.917	76.78	100
9:30	7.930	3.415	1.010	0.000	0.000	0.295	0.000	0.000	0.000	0.000	0.000	0.315	1.267	2.783	1.272	0.000	0.489	2.917	78.31	100
10:00	5.790	3.412	0.357	0.000	0.000	0.295	0.000	0.000	0.000	0.000	0.000	0.315	1.167	3.451	1.272	0.000	0.000	4.031	79.91	100
10:30	4.379	3.179	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.167	3.061	1.272	0.000	0.000	4.066	82.52	100
11:00	1.424	0.784	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.543	1.472	0.000	0.000	0.000	2.123	93.30	100
11:30	0.271	0.455	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.271	1.472	0.000	0.000	0.000	1.842	95.33	100
avg.	1.30	1.41	0.35	0.00	0.00	0.02	0.01	0.00	0.08	0.01	0.00	0.03	0.29	0.61	0.33	0.05	0.26	1.83	93.44	
max.	10.27	3.86	1.49	0.00	0.00	0.29	0.41	0.00	0.68	0.32	0.00	0.32	1.54	3.45	1.44	0.47	1.06	4.07	100	
σ.	2.55	1.24	0.40	0.00	0.00	0.07	0.06	0.00	0.19	0.06	0.00	0.10	0.38	1.01	0.47	0.12	0.29	1.40	6.87	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

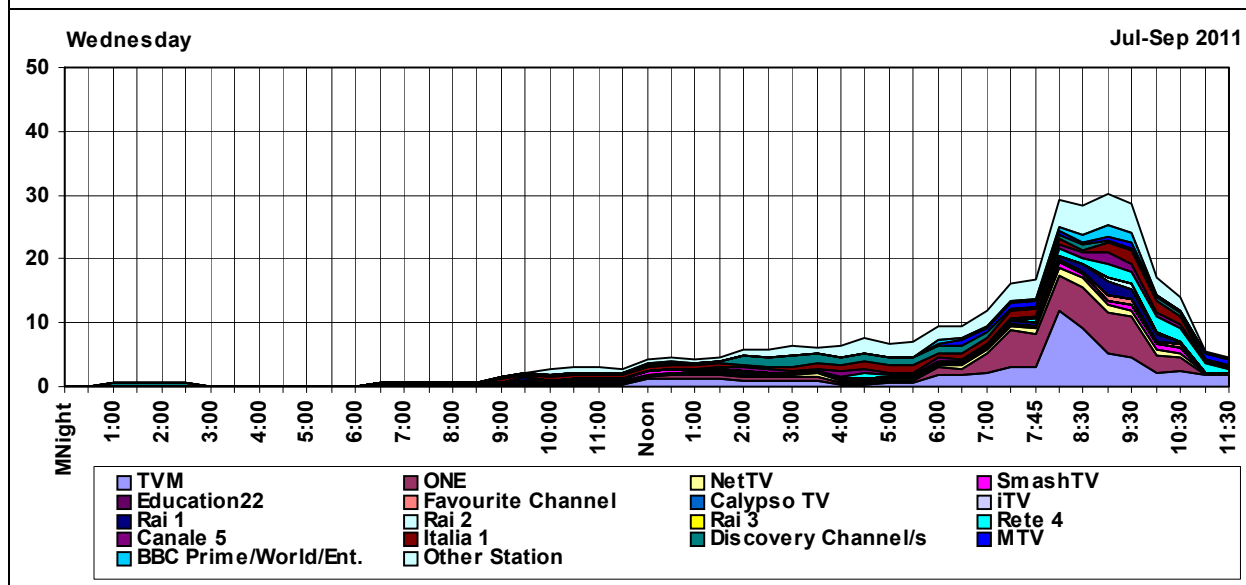
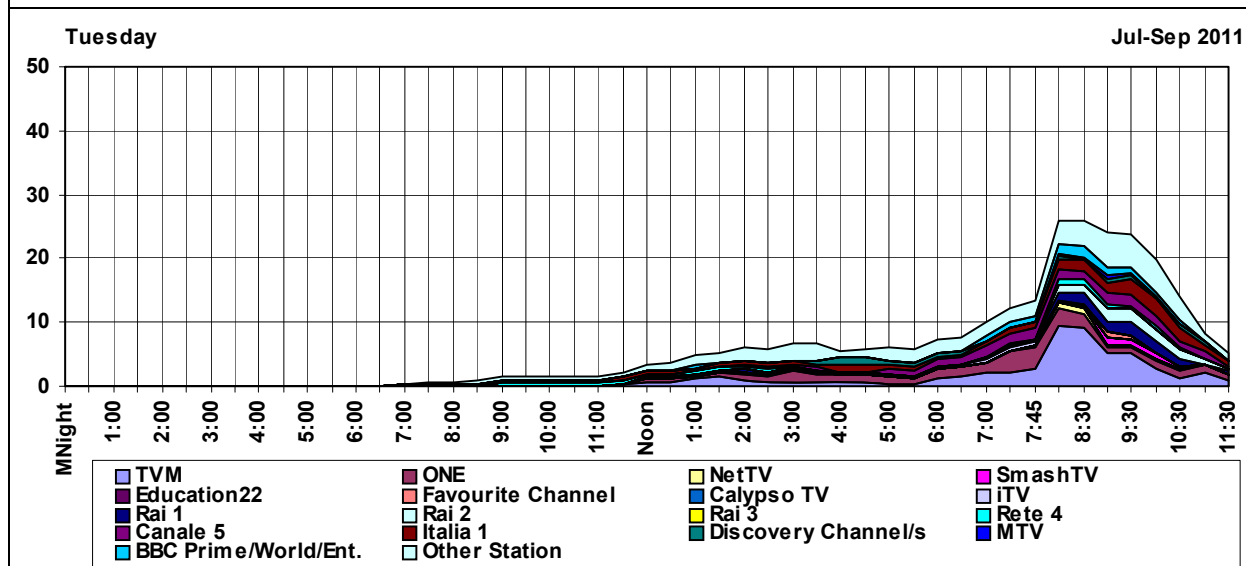
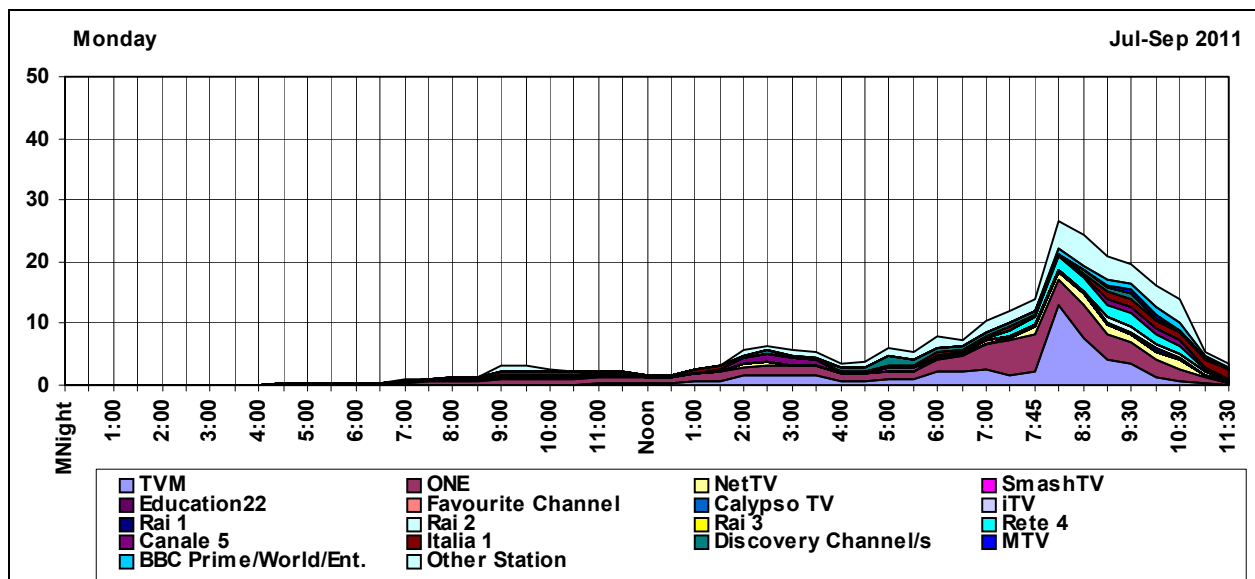
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
5:30	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
6:00	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
6:30	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
7:00	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
7:30	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
8:00	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
8:30	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
9:00	0.650	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	98.19	100
9:30	0.650	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.396	98.19	100
10:00	0.625	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.792	97.82	100
10:30	0.625	0.760	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.792	97.51	100
11:00	0.289	1.232	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.741	97.42	100
11:30	0.289	1.232	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.741	97.42	100
NOON	0.774	0.852	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.426	0.000	0.439	0.498	0.741	95.96	100
12:30	0.289	0.852	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.498	0.741	96.88	100
1:00	0.289	0.849	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.500	0.426	0.000	0.000	0.000	1.027	96.22	100
1:30	0.289	1.264	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.500	0.426	0.000	0.000	0.000	0.682	96.14	100
2:00	0.377	1.264	0.380	0.000	0.000	0.286	0.000	0.000	0.314	0.000	0.000	0.000	0.789	0.426	0.000	0.000	0.000	1.987	94.18	100
2:30	0.377	1.264	0.380	0.000	0.000	0.286	0.000	0.000	0.314	0.000	0.000	0.000	0.789	0.426	0.000	0.000	0.000	1.466	94.70	100
3:00	0.898	1.954	0.380	0.000	0.000	0.286	0.000	0.000	0.314	0.000	0.000	0.000	0.289	0.985	0.300	0.000	0.000	1.966	92.63	100
3:30	0.377	1.954	0.380	0.000	0.000	0.286	0.000	0.000	0.314	0.000	0.000	0.000	0.289	0.985	0.300	0.000	0.000	1.466	93.65	100
4:00	1.043	1.954	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.985	0.502	0.000	0.806	1.537	92.48	100
4:30	1.043	1.954	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.985	0.502	0.000	0.806	2.344	91.67	100
5:00	0.713	1.954	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	1.381	0.000	0.000	0.391	2.271	92.60	100
5:30	0.713	2.369	0.380	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	1.381	0.000	0.000	0.000	1.875	92.97	100
6:00	0.940	2.623	1.099	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	1.381	0.521	0.443	0.000	1.966	90.71	100
6:30	1.750	2.623	1.508	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.822	0.521	0.443	0.000	2.094	89.92	100
7:00	1.982	1.919	1.475	0.000	0.000	0.000	0.000	0.000	0.694	0.000	0.000	0.000	0.000	0.351	0.521	0.744	0.000	2.142	90.17	100
7:30	2.350	3.874	3.699	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.742	0.521	0.744	0.000	2.142	85.61	100
7:45	2.350	3.924	3.989	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.742	0.521	0.744	0.000	2.867	84.55	100
8:00	8.024	3.882	3.560	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.391	0.000	0.742	0.521	0.744	0.396	2.498	79.24	100
8:30	6.070	3.691	3.356	0.000	0.000	0.000	0.000	0.000	0.603	0.000	0.000	0.680	1.303	0.887	0.521	0.300	0.396	2.573	79.62	100
9:00	2.819	3.438	3.851	0.000	0.000	0.000	0.000	0.000	1.424	0.000	0.409	0.289	1.679	0.766	0.897	0.000	0.396	2.645	81.39	100
9:30	2.819	3.853	2.404	0.000	0.000	0.000	0.000	0.000	1.248	0.000	0.409	0.289	1.679	1.325	0.897	0.000	0.396	2.268	82.41	100
10:00	1.360	4.016	1.421	0.000	0.000	0.000	0.000	0.000	1.248	0.000	0.409	0.289	2.238	1.247	0.000	0.000	0.396	4.209	83.17	100
10:30	1.071	3.245	0.614	0.000	0.000	0.000	0.000	0.000	0.903	0.000	0.409	0.289	1.862	0.351	0.000	0.000	0.396	4.209	86.65	100
11:00	0.380	3.090	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	1.341	0.640	0.000	0.000	0.396	3.247	90.53	100
11:30	0.000	2.618	0.000	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	0.950	0.640	0.000	0.000	0.396	3.247	91.78	100
avg.	0.86	1.42	0.63	0.00	0.00	0.02	0.00	0.00	0.26	0.00	0.03	0.05	0.29	0.41	0.14	0.09	0.13	1.19	94.48	
max.	8.02	4.02	3.99	0.00	0.00	0.29	0.00	0.00	1.42	0.00	0.41	0.68	2.24	1.38	0.90	0.74	0.81	4.21	100	
σ.	1.51	1.33	1.16	0.00	0.00	0.08	0.00	0.00	0.34	0.00	0.11	0.13	0.58	0.47	0.26	0.23	0.22	1.23	6.17	

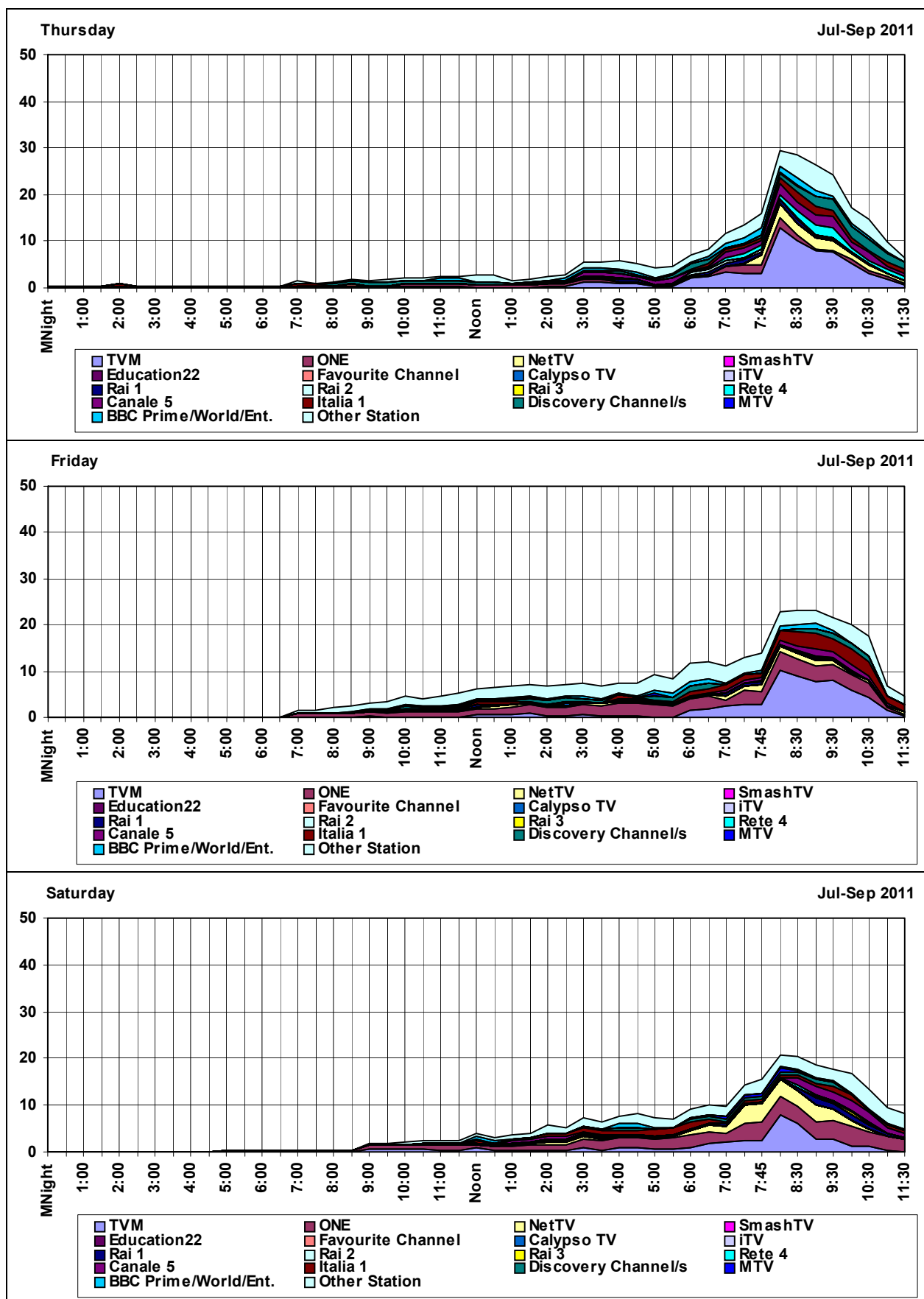
TABLE 7.3.G: TV AUDIENCES – SUNDAY

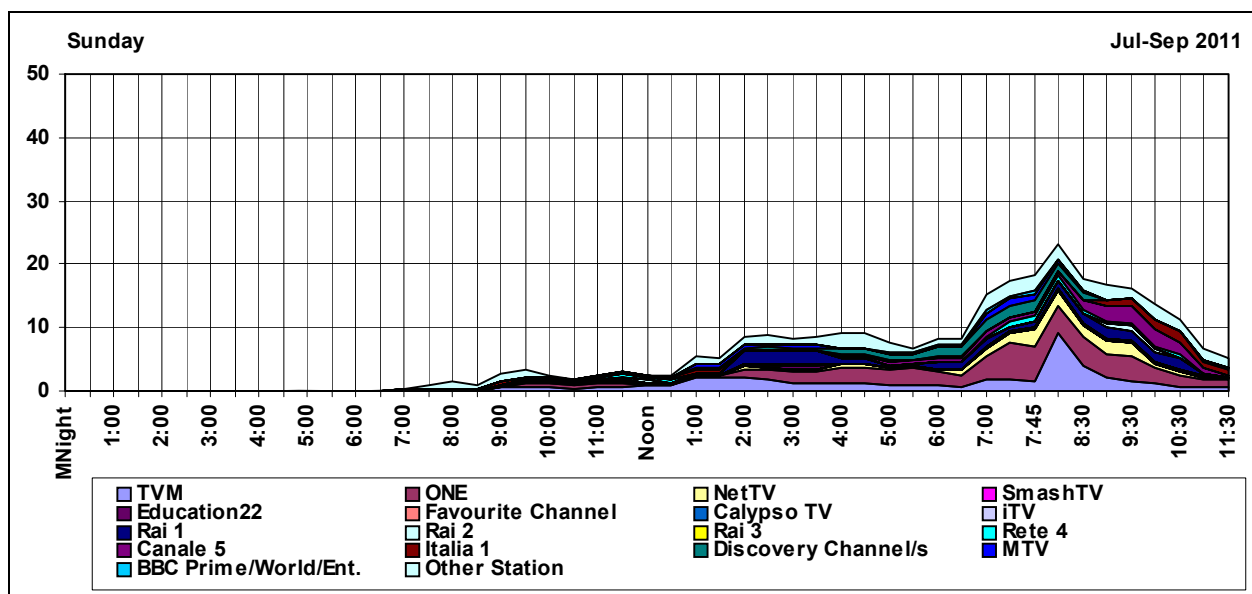
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	0.000	99.66	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	0.539	99.12	100
8:00	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	0.342	0.000	0.000	0.000	1.035	98.62	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	0.000	0.000	0.342	0.000	0.000	0.000	0.496	99.16	100
9:00	0.718	0.000	0.312	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	1.320	97.31	100
9:30	0.718	0.406	0.312	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	1.320	96.52	100
10:00	0.718	0.406	0.312	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	0.388	97.46	100
10:30	0.406	0.406	0.312	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.000	0.000	98.16	100
11:00	0.718	0.406	0.312	0.377	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.000	0.342	0.000	0.000	0.000	0.000	97.47	100
11:30	0.718	0.406	0.312	0.377	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.374	0.000	0.342	0.000	0.000	0.000	0.000	97.04	100
NOON	1.002	0.000	0.312	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.374	0.000	0.342	0.000	0.000	0.000	0.000	97.53	100
12:30	1.002	0.000	0.312	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.000	0.342	0.000	0.000	0.000	0.468	97.50	100
1:00	2.146	0.388	0.000	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.342	0.517	0.440	0.000	1.465	94.37	100
1:30	2.146	0.388	0.000	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.342	0.517	0.440	0.000	0.997	94.84	100
2:00	2.143	1.360	0.312	0.000	0.496	0.000	0.000	0.000	1.970	0.000	0.000	0.000	0.000	0.000	0.517	0.440	0.000	1.433	91.33	100
2:30	1.913	1.360	0.312	0.000	0.496	0.335	0.000	0.000	1.970	0.000	0.000	0.000	0.000	0.000	0.517	0.440	0.000	1.433	91.22	100
3:00	1.317	1.841	0.312	0.000	0.496	0.335	0.000	0.000	1.970	0.000	0.000	0.000	0.000	0.000	0.517	0.440	0.000	1.081	91.69	100
3:30	1.317	1.841	0.312	0.000	0.496	0.335	0.000	0.000	1.970	0.000	0.000	0.000	0.000	0.000	0.517	0.440	0.000	1.162	91.61	100
4:00	1.303	2.218	0.735	0.000	0.000	0.000	0.000	0.000	0.872	0.000	0.000	0.000	0.312	0.374	0.986	0.000	0.000	2.255	90.94	100
4:30	1.303	2.218	0.735	0.000	0.000	0.000	0.000	0.000	0.872	0.000	0.000	0.000	0.312	0.374	0.986	0.000	0.000	2.255	90.94	100
5:00	0.910	2.338	0.312	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.623	0.374	0.964	0.000	0.333	1.494	92.32	100
5:30	0.910	2.744	0.312	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.623	0.000	0.964	0.000	0.333	0.496	93.28	100
6:00	1.016	1.961	0.496	0.000	0.000	0.000	0.000	0.000	1.101	0.000	0.000	0.000	0.623	0.298	1.519	0.000	0.333	1.013	91.64	100
6:30	0.623	1.961	0.829	0.000	0.000	0.000	0.000	0.000	1.101	0.000	0.000	0.000	0.623	0.298	1.519	0.000	0.333	1.013	91.70	100
7:00	1.883	3.546	1.241	0.000	0.000	0.335	0.000	0.000	1.101	0.000	0.000	0.388	0.935	0.000	1.956	0.938	0.333	2.720	84.62	100
7:30	1.883	5.824	1.314	0.000	0.000	0.335	0.000	0.000	0.814	0.000	0.000	0.905	0.623	0.000	1.866	0.938	0.406	2.563	82.53	100
7:45	1.585	5.356	2.893	0.000	0.000	0.335	0.000	0.000	0.814	0.000	0.000	0.905	0.623	0.000	1.866	0.938	0.406	2.563	81.72	100
8:00	9.157	4.237	2.581	0.000	0.000	0.335	0.000	0.000	1.032	0.000	0.000	0.905	0.599	0.000	1.349	0.440	0.000	2.622	76.74	100
8:30	4.061	4.625	1.626	0.000	0.000	0.335	0.000	0.000	1.396	0.000	0.000	0.905	1.405	0.000	1.051	0.440	0.000	1.772	82.38	100
9:00	2.070	3.600	2.211	0.000	0.000	0.335	0.000	0.000	1.708	0.661	0.000	0.517	2.211	0.985	0.000	0.000	0.000	2.544	83.16	100
9:30	1.620	4.012	1.899	0.000	0.000	0.335	0.000	0.000	1.708	0.661	0.000	0.517	2.604	1.359	0.000	0.000	0.000	1.473	83.81	100
10:00	1.164	2.355	0.680	0.000	0.000	0.335	0.000	0.000	1.708	0.374	0.000	0.517	2.495	1.657	0.000	0.000	0.000	2.445	86.27	100
10:30	0.609	1.874	0.680	0.000	0.000	0.335	0.000	0.000	1.708	0.000	0.000	0.517	2.001	1.657	0.000	0.000	0.000	2.052	88.57	100
11:00	0.672	1.081	0.393	0.000	0.000	0.335	0.000	0.000	0.388	0.000	0.000	0.000	0.806	0.891	0.287	0.000	0.000	1.831	93.32	100
11:30	0.672	1.081	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.312	0.891	0.287	0.000	0.000	1.443	94.92	100
avg.	0.99	1.23	0.47	0.04	0.04	0.09	0.00	0.00	0.52	0.05	0.00	0.15	0.36	0.28	0.38	0.13	0.05	0.93	94.28	
max.	9.16	5.82	2.89	0.38	0.50	0.33	0.00	0.00	1.97	0.66	0.00	0.91	2.60	1.66	1.96	0.94	0.41	2.72	100	
σ.	1.47	1.60	0.69	0.12	0.14	0.15	0.00	0.00	0.71	0.16	0.00	0.28	0.68	0.41	0.59	0.27	0.13	0.94	6.25	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	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	0.058	0.000	0.000	0.000	0.000	99.94	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	0.058	0.000	0.000	0.000	0.000	99.94	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	0.058	0.072	0.000	0.000	0.000	99.87	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	0.058	0.072	0.000	0.000	0.000	99.87	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.000	0.058	0.072	0.000	0.000	0.000	99.81	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	0.058	0.072	0.000	0.000	0.000	99.87	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	0.058	0.000	0.000	0.000	0.000	99.94	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	0.058	0.000	0.000	0.000	0.000	99.94	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	0.058	0.000	0.000	0.000	0.000	99.94	100
4:30	0.000	0.045	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.000	0.000	0.000	99.90	100
5:00	0.000	0.099	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.000	0.000	0.000	99.84	100
5:30	0.000	0.099	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.000	0.000	0.000	99.84	100
6:00	0.000	0.099	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.000	0.000	0.000	99.84	100
6:30	0.058	0.144	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.058	0.000	0.000	0.000	0.000	99.74	100
7:00	0.154	0.272	0.058	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.107	0.000	0.000	0.000	0.226	99.18	100
7:30	0.154	0.313	0.058	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.107	0.000	0.000	0.000	0.229	99.14	100
8:00	0.149	0.313	0.058	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.105	0.000	0.000	0.446	98.88	100
8:30	0.149	0.313	0.058	0.000	0.000	0.074	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.105	0.000	0.045	0.413	98.79	100
9:00	0.370	0.409	0.103	0.000	0.000	0.000	0.000	0.000	0.056	0.000	0.000	0.074	0.056	0.269	0.165	0.000	0.045	0.662	97.79	100
9:30	0.302	0.467	0.199	0.054	0.000	0.000	0.000	0.000	0.112	0.000	0.000	0.074	0.056	0.269	0.165	0.000	0.045	0.798	97.46	100
10:00	0.299	0.577	0.199	0.054	0.000	0.000	0.000	0.000	0.056	0.000	0.000	0.074	0.056	0.269	0.263	0.000	0.045	0.776	97.33	100
10:30	0.254	0.577	0.199	0.099	0.000	0.000	0.000	0.000	0.101	0.000	0.000	0.074	0.056	0.269	0.222	0.000	0.045	0.614	97.49	100
11:00	0.292	0.645	0.199	0.099	0.000	0.000	0.000	0.000	0.101	0.000	0.000	0.128	0.000	0.227	0.222	0.043	0.107	0.704	97.23	100
11:30	0.350	0.645	0.199	0.099	0.000	0.000	0.000	0.000	0.168	0.063	0.000	0.128	0.000	0.227	0.222	0.043	0.107	0.659	97.09	100
NOON	0.664	0.607	0.140	0.093	0.000	0.000	0.000	0.000	0.209	0.063	0.000	0.128	0.041	0.319	0.165	0.105	0.178	0.839	96.45	100
12:30	0.595	0.671	0.176	0.093	0.000	0.000	0.000	0.000	0.142	0.000	0.000	0.128	0.041	0.319	0.165	0.043	0.178	1.003	96.45	100
1:00	0.889	0.822	0.185	0.048	0.000	0.000	0.000	0.000	0.134	0.000	0.000	0.074	0.119	0.375	0.268	0.106	0.112	1.122	95.75	100
1:30	0.985	0.980	0.150	0.048	0.041	0.000	0.000	0.000	0.134	0.000	0.000	0.074	0.209	0.375	0.268	0.106	0.045	1.065	95.52	100
2:00	0.956	1.118	0.314	0.048	0.112	0.041	0.000	0.000	0.384	0.000	0.000	0.074	0.475	0.195	0.545	0.063	0.045	1.588	94.04	100
2:30	0.875	1.159	0.314	0.048	0.071	0.089	0.063	0.000	0.384	0.048	0.000	0.074	0.494	0.195	0.545	0.063	0.101	1.525	93.95	100
3:00	1.031	1.502	0.290	0.048	0.071	0.089	0.000	0.000	0.384	0.048	0.000	0.000	0.450	0.318	0.509	0.118	0.150	1.773	93.22	100
3:30	0.916	1.422	0.349	0.048	0.071	0.089	0.000	0.000	0.384	0.048	0.000	0.000	0.405	0.318	0.586	0.118	0.101	1.603	93.54	100
4:00	0.734	1.482	0.255	0.048	0.000	0.000	0.000	0.056	0.256	0.048	0.000	0.045	0.339	0.699	0.732	0.000	0.215	1.621	93.47	100
4:30	0.734	1.482	0.255	0.048	0.000	0.000	0.000	0.056	0.256	0.000	0.000	0.119	0.282	0.636	0.732	0.000	0.215	1.931	93.25	100
5:00	0.567	1.413	0.194	0.125	0.000	0.000	0.000	0.056	0.137	0.000	0.000	0.045	0.374	0.618	0.827	0.072	0.278	2.096	93.20	100
5:30	0.567	1.486	0.194	0.125	0.000	0.000	0.000	0.056	0.137	0.000	0.000	0.045	0.433	0.564	0.753	0.000	0.223	1.918	93.50	100
6:00	1.530	1.736	0.394	0.048	0.000	0.056	0.000	0.056	0.248	0.071	0.000	0.045	0.388	0.682	0.970	0.106	0.278	2.166	91.23	100
6:30	1.690	1.867	0.500	0.048	0.000	0.056	0.000	0.056	0.292	0.071	0.000	0.090	0.388	0.602	0.970	0.173	0.320	1.938	90.94	100
7:00	2.321	2.423	0.626	0.048	0.000	0.104	0.000	0.056	0.537	0.071	0.000	0.245	0.650	0.597	0.598	0.351	0.382	2.510	88.48	100
7:30	2.389	4.256	1.040	0.048	0.000	0.104	0.000	0.056	0.500	0.071	0.000	0.423	0.605	0.731	0.536	0.351	0.437	2.560	85.89	100
7:45	2.493	4.105	1.860	0.048	0.000	0.104	0.000	0.056	0.500	0.071	0.000	0.562	0.605	0.731	0.536	0.351	0.528	2.849	84.60	100
8:00	10.632	3.822	1.990	0.111	0.000	0.093	0.000	0.056	0.608	0.189	0.000	0.930	0.913	0.876	0.592	0.387	0.782	3.364	74.66	100
8:30	7.904	3.864	1.815	0.155	0.000	0.093	0.000	0.056	0.848	0.272	0.000	1.071	1.151	1.222	0.671	0.308	0.935	3.684	75.95	100
9:00	5.025	3.188	1.815	0.297	0.000	0.310	0.000	0.000	1.104	0.729	0.058	1.081	1.744	1.572	0.844	0.213	0.924	3.929	77.17	100
9:30	4.761	3.235	1.415	0.252	0.000	0.310	0.000	0.000	1.073	0.681	0.058	1.028	1.753	1.786	0.934	0.224	0.753	3.446	78.29	100
10:00	2.821	2.537	0.851	0.211	0.000	0.167	0.000	0.000	0.964	0.499	0.058	0.929	1.518	1.897	0.623	0.183	0.426	3.618	82.70	100
10:30	1.950	2.031	0.759	0.166	0.000	0.122	0.000	0.000	0.660	0.318	0.058	0.734	1.354	1.488	0.698	0.067	0.385	3.359	85.85	100
11:00	1.235	1.101	0.284	0.000	0.000	0.048	0.000	0.000	0.109	0.236	0.000	0.338	0.734	0.893	0.456	0.139	0.160	1.613	92.65	100
11:30	0.664	0.792	0.284	0.000	0.000	0.000	0.000	0.000	0.124	0.049	0.000	0.157	0.474	0.906	0.286	0.139	0.104	1.377	94.64	100
avg.	1.17	1.10	0.36	0.05	0.01	0.04	0.00	0.01	0.23	0.07	0.00	0.18	0.33	0.44	0.34	0.08	0.18	1.22	94.17	
max.	10.63	4.26	1.99	0.30	0.11	0.31	0.06	0.06	1.10	0.73	0.06	1.08	1.75	1.90	0.97	0.39	0.94	3.93	99.94	
σ.	2.05	1.21	0.54	0.07	0.02	0.07	0.01	0.02	0.29	0.16	0.02	0.32	0.47	0.48	0.32	0.11	0.25	1.20	6.92	

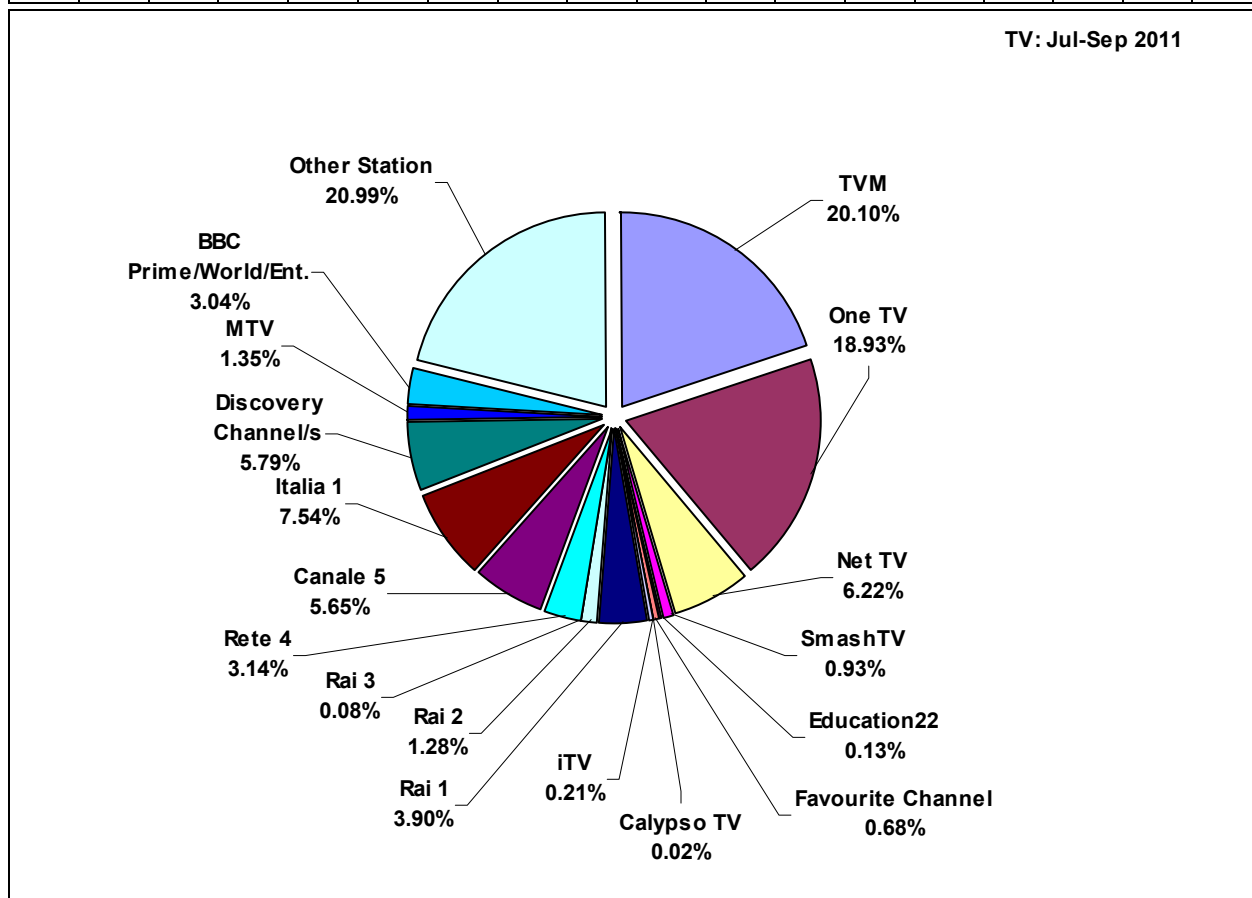






FIGURES 7.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [JUL-SEP 2011]

TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO TV	iTV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS
20.10	18.93	6.22	0.93	0.13	0.68	0.02	0.21	3.90	1.28	0.08	3.14	5.65	7.54	5.79	1.35	3.04	20.99



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2011]

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

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	295	135	159	17	29	23	95	68	48	14	62	80	30	50	53	20
	16.1%	15.0%	17.2%	18.7%	9.5%	21.1%	17.4%	14.4%	21.2%	19.7%	17.1%	14.9%	11.0%	19.6%	20.0%	14.6%
ONE	100.0%	46.0%	54.0%	5.7%	10.0%	7.8%	32.3%	23.0%	16.4%	4.8%	21.0%	27.2%	10.1%	17.1%	17.8%	6.9%
	152	81	71	1	21	9	32	56	27	6	40	39	24	21	13	14
	8.3%	8.9%	7.7%	1.5%	6.6%	8.2%	5.9%	11.8%	11.9%	8.4%	11.2%	7.3%	8.8%	8.3%	4.9%	10.2%
Net TV	100.0%	53.1%	46.9%	.9%	13.5%	5.9%	21.3%	36.7%	17.8%	4.0%	26.6%	25.9%	15.8%	14.0%	8.5%	9.3%
	66	29	37	1	6	3	11	26	13	7	12	15	11	8	12	7
	3.6%	3.2%	4.0%	.9%	1.9%	2.6%	2.1%	5.5%	5.6%	9.2%	3.3%	2.9%	4.2%	3.3%	4.7%	4.9%
Smash TV	100.0%	43.5%	56.5%	1.2%	8.9%	4.3%	17.1%	39.2%	19.4%	10.1%	17.9%	23.3%	17.2%	12.8%	18.5%	10.3%
	9	2	6	0	1	0	0	6	2	0	2	3	1	1	1	0
	.5%	.3%	.7%	.0%	.4%	.0%	.0%	1.2%	.7%	.0%	.7%	.5%	.4%	.3%	.5%	.0%
Education ee	100.0%	28.1%	71.9%	.0%	13.2%	.0%	.0%	67.9%	18.8%	.0%	28.4%	33.7%	11.4%	10.1%	16.4%	.0%
	2	0	2	1	0	0	1	0	0	0	1	0	0	0	1	0
	.1%	.0%	.2%	1.4%	.0%	.0%	.1%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.3%	.0%
Favorite Channel	100.0%	.0%	100.0%	63.3%	.0%	.0%	36.7%	.0%	.0%	.0%	63.3%	.0%	.0%	.0%	36.7%	.0%
	10	5	5	0	1	0	5	2	2	0	2	4	0	3	0	0
	.5%	.5%	.5%	.0%	.2%	.0%	1.0%	.3%	.8%	.0%	.7%	.7%	.0%	1.4%	.0%	.0%
Calypso Music TV	100.0%	48.7%	51.3%	.0%	7.7%	.0%	56.3%	16.9%	19.0%	.0%	25.4%	38.6%	.0%	36.0%	.0%	.0%
	1	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0
	.1%	.0%	.1%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
iTV	100.0%	.0%	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
Rai 1	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
	46	29	17	0	3	1	12	15	11	4	12	14	11	4	3	2
	2.5%	3.2%	1.9%	.0%	.9%	.7%	2.1%	3.1%	5.0%	6.1%	3.2%	2.7%	4.0%	1.6%	1.3%	1.2%
Rai 2	100.0%	62.6%	37.4%	.0%	5.8%	1.7%	25.6%	32.4%	24.8%	9.7%	25.3%	31.4%	23.5%	8.7%	7.4%	3.7%
	18	6	13	3	4	1	5	5	0	1	8	4	4	3	1	0
	1.0%	.6%	1.4%	2.8%	1.3%	1.2%	.9%	1.1%	.0%	1.0%	2.1%	.7%	1.3%	1.0%	.3%	.0%
Rai 3	100.0%	31.4%	68.6%	13.6%	21.2%	7.4%	25.8%	28.0%	.0%	4.1%	42.1%	19.9%	19.6%	14.3%	4.1%	.0%
	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
Rete 4	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
	38	21	17	0	2	2	8	17	8	1	8	11	6	5	7	2
	2.1%	2.3%	1.8%	.0%	.8%	1.9%	1.5%	3.5%	3.5%	1.2%	2.1%	2.1%	2.0%	1.8%	2.8%	1.2%
	100.0%	55.5%	44.5%	.0%	6.5%	5.5%	21.2%	43.5%	21.1%	2.3%	20.4%	29.1%	14.5%	12.2%	19.5%	4.3%

TABLE 7.5 CONT /...

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Canale 5	61 3.3% 100.0%	20 2.2% 32.3%	41 4.5% 67.7%	0 .0% 0.0%	5 1.8% 8.9%	3 3.1% 5.5%	23 4.2% 38.2%	20 4.3% 33.5%	6 2.7% 9.9%	2 3.3% 3.9%	15 4.0% 23.9%	14 2.6% 23.1%	8 2.8% 12.3%	10 3.8% 15.9%	10 3.7% 15.8%	5 3.9% 9.0%
Italia 1	75 4.1% 100.0%	45 5.0% 60.5%	30 3.2% 39.5%	5 5.2% 6.3%	19 6.2% 25.4%	11 10.4% 15.2%	30 5.6% 40.6%	7 1.4% 8.8%	3 1.2% 3.7%	0 .0% 0.0%	15 4.0% 19.4%	23 4.2% 30.4%	15 5.4% 19.3%	10 3.9% 13.4%	8 3.1% 10.9%	5 3.5% 6.5%
Discovery Channel	66 3.6% 100.0%	49 5.4% 74.3%	17 1.8% 25.7%	10 10.8% 14.9%	24 7.8% 36.9%	1 .7% 1.2%	20 3.7% 30.5%	8 1.8% 12.9%	2 1.1% 3.6%	0 .0% 0.0%	9 2.5% 13.9%	23 4.3% 34.9%	9 3.4% 13.9%	10 4.0% 15.4%	11 4.3% 17.1%	3 2.3% 4.9%
MTV	35 1.9% 100.0%	18 2.0% 52.3%	17 1.8% 47.7%	0 .0% 0.0%	5 1.5% 13.6%	2 1.8% 5.7%	10 1.9% 30.1%	15 3.2% 43.3%	2 .7% 4.3%	1 1.4% 2.9%	5 1.3% 13.6%	14 2.6% 40.7%	8 2.9% 22.3%	4 1.5% 10.8%	4 1.7% 12.5%	0 .0% 0.0%
BBC Prime/World/Ent	20 1.1% 100.0%	11 1.2% 55.9%	9 .9% 44.1%	7 7.8% 36.2%	10 3.1% 49.6%	0 .0% 0.0%	1 .2% 6.3%	0 .0% 0.0%	2 .7% 8.0%	0 .0% 0.0%	2 .6% 10.4%	8 1.5% 42.1%	3 1.1% 14.9%	3 1.2% 15.8%	1 .4% 5.1%	2 1.7% 11.8%
Other TV station	239 13.1% 100.0%	125 13.8% 52.4%	114 12.3% 47.6%	22 24.5% 9.3%	42 13.4% 17.3%	12 10.7% 4.9%	80 14.5% 33.3%	58 12.2% 24.1%	22 9.6% 9.1%	5 6.7% 2.0%	49 13.6% 20.5%	74 13.7% 30.7%	35 12.8% 14.5%	31 12.1% 13.0%	34 12.8% 14.0%	17 12.4% 7.2%
No particular station	134 7.3% 100.0%	70 7.8% 52.5%	64 6.9% 47.5%	6 6.1% 4.1%	11 3.4% 7.9%	4 3.8% 3.1%	31 5.6% 23.0%	44 9.4% 33.2%	30 13.1% 22.3%	9 11.8% 6.4%	25 6.8% 18.4%	42 7.9% 31.6%	22 8.0% 16.2%	14 5.4% 10.4%	26 9.7% 19.1%	6 4.1% 4.3%
Do not remember	15 .8% 100.0%	9 1.0% 59.1%	6 .7% 40.9%	0 .0% 0.0%	4 1.2% 24.6%	0 .0% 0.0%	2 .3% 12.2%	4 .9% 26.7%	2 .9% 14.0%	3 4.8% 22.5%	0 .0% 0.0%	7 1.4% 47.7%	4 1.5% 26.5%	2 .9% 14.6%	1 .4% 7.0%	1 .5% 4.2%
Do not watch TV	536 29.3% 100.0%	247 27.3% 46.1%	289 31.2% 53.9%	17 19.1% 3.2%	124 40.0% 23.2%	37 33.7% 6.9%	178 32.5% 33.2%	116 24.5% 21.6%	46 20.4% 8.7%	17 23.8% 3.2%	94 25.9% 17.5%	158 29.4% 29.5%	80 29.4% 14.9%	76 29.5% 14.1%	76 28.8% 14.1%	53 38.0% 9.8%
No response	10 .6% 100.0%	2 .2% 20.8%	8 .9% 79.2%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	3 .5% 29.0%	5 1.0% 44.7%	1 .4% 8.1%	2 2.5% 18.2%	2 .7% 24.3%	2 .3% 17.5%	3 1.1% 29.4%	1 .3% 8.7%	0 .0% 0.0%	2 1.5% 20.1%
Total	1830 100.0% 100.0%	906 100.0% 49.5%	924 100.0% 50.5%	91 100.0% 5.0%	310 100.0% 16.9%	109 100.0% 6.0%	549 100.0% 30.0%	472 100.0% 25.8%	227 100.0% 12.4%	72 100.0% 3.9%	362 100.0% 19.8%	538 100.0% 29.4%	271 100.0% 14.8%	256 100.0% 14.0%	263 100.0% 14.4%	139 100.0% 7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
TVM	295	46	43	42	50	46	29	39	105	95	95
	16.1%	18.0%	16.3%	15.9%	20.3%	16.5%	11.1%	15.0%	17.0%	15.3%	16.0%
	100.0%	15.6%	14.5%	14.3%	16.9%	15.5%	9.8%	13.4%	35.5%	32.1%	32.3%
ONE	152	24	20	27	11	23	23	24	47	53	52
	8.3%	9.3%	7.6%	10.1%	4.6%	8.1%	9.0%	9.3%	7.6%	8.6%	8.7%
	100.0%	15.6%	13.2%	17.5%	7.4%	14.8%	15.4%	16.1%	30.9%	34.9%	34.1%
Net TV	66	10	3	5	11	8	16	13	26	16	24
	3.6%	4.0%	1.0%	2.1%	4.7%	2.7%	6.0%	5.0%	4.2%	2.6%	4.1%
	100.0%	15.5%	4.1%	8.3%	17.3%	11.5%	23.7%	19.7%	39.1%	24.1%	36.8%
Smash TV	9	1	3	3	0	0	0	1	2	3	4
	.5%	.6%	1.3%	1.1%	.0%	.0%	.0%	.4%	.3%	.5%	.6%
	100.0%	16.4%	39.4%	32.8%	.0%	.0%	.0%	11.4%	21.9%	35.9%	42.1%
Education 22	2	0	0	1	0	0	0	1	1	1	0
	.1%	.0%	.0%	.3%	.0%	.0%	.0%	.5%	.2%	.1%	.0%
	100.0%	.0%	.0%	36.7%	.0%	.0%	.0%	63.3%	63.3%	36.7%	.0%
Favorite TV	10	1	2	2	1	1	1	2	1	5	4
	.5%	.4%	.7%	.8%	.6%	.3%	.3%	.7%	.1%	.8%	.6%
	100.0%	10.5%	18.5%	22.5%	14.0%	8.5%	7.7%	18.2%	8.5%	52.8%	38.7%
Calypso Music TV	1	0	0	0	0	1	0	0	1	0	0
	.1%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.2%	.0%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
iTV	1	0	1	0	0	0	0	0	1	0	0
	.1%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
Rai 1	46	3	9	7	4	4	7	12	17	14	14
	2.5%	1.3%	3.3%	2.5%	1.5%	1.4%	2.8%	4.5%	2.8%	2.3%	2.4%
	100.0%	7.4%	19.2%	14.7%	8.0%	8.5%	16.2%	26.0%	37.7%	31.5%	30.7%
Rai 2	18	3	7	2	3	1	0	3	6	7	6
	1.0%	1.0%	2.6%	.8%	1.2%	.3%	.0%	1.1%	.9%	1.1%	1.0%
	100.0%	14.4%	37.7%	11.5%	15.9%	4.8%	.0%	15.6%	29.9%	38.5%	31.5%
Rai 3	1	0	0	0	0	0	1	0	1	0	0
	.1%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.2%	.0%	.0%
	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%
Rete 4	38	7	6	11	7	2	2	3	12	14	12
	2.1%	2.8%	2.3%	4.2%	2.8%	.6%	.7%	1.3%	2.0%	2.3%	2.0%
	100.0%	18.9%	15.7%	29.1%	18.2%	4.7%	4.7%	8.8%	31.9%	37.0%	31.1%
Canale 5	61	8	10	6	14	5	8	9	18	18	25
	3.3%	3.2%	3.9%	2.4%	5.7%	1.8%	3.0%	3.5%	2.9%	2.9%	4.3%
	100.0%	13.5%	17.0%	10.3%	22.8%	8.2%	12.9%	15.1%	29.2%	29.2%	41.6%
Italia 1	75	9	10	9	8	21	12	7	28	22	25
	4.1%	3.6%	3.7%	3.3%	3.2%	7.4%	4.5%	2.7%	4.5%	3.6%	4.2%
	100.0%	12.2%	13.1%	11.8%	10.4%	27.4%	15.8%	9.4%	36.7%	29.7%	33.6%
Discovery Channel	66	10	7	9	12	12	4	11	25	19	22
	3.6%	4.0%	2.8%	3.5%	4.9%	4.2%	1.7%	4.0%	4.1%	3.1%	3.6%
	100.0%	15.7%	11.2%	14.2%	18.2%	17.8%	6.7%	16.2%	38.4%	28.9%	32.7%
MTV	20	2	3	4	1	4	3	2	11	5	4
	1.1%	.9%	1.1%	1.5%	.5%	1.3%	1.2%	.9%	1.8%	.8%	.6%
	100.0%	12.0%	14.7%	20.7%	5.8%	18.6%	15.7%	12.5%	56.7%	23.9%	19.4%
BBC Prime/World/Ent.	35	4	7	6	5	6	4	2	8	12	15
	1.9%	1.7%	2.6%	2.1%	2.2%	2.2%	1.7%	.7%	1.3%	1.9%	2.5%
	100.0%	12.8%	19.9%	16.2%	15.5%	17.3%	12.7%	5.6%	22.7%	33.9%	43.4%
Other TV station	239	27	36	32	34	39	36	36	77	94	69
	13.1%	10.5%	13.8%	12.0%	13.8%	13.9%	13.9%	13.7%	12.5%	15.1%	11.6%
	100.0%	11.2%	15.1%	13.2%	14.1%	16.2%	15.2%	15.1%	32.2%	39.0%	28.8%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	134	14	24	20	15	16	20	25	48	49	37
	7.3%	5.5%	9.0%	7.5%	6.1%	5.6%	7.8%	9.7%	7.9%	7.9%	6.2%
	100.0%	10.4%	17.7%	14.8%	11.1%	11.7%	15.3%	19.0%	36.2%	36.4%	27.4%
Did not remember	15	2	4	4	3	1	1	1	4	4	7
	.8%	.6%	1.4%	1.5%	1.3%	.3%	.4%	.4%	.7%	.6%	1.2%
	100.0%	10.7%	23.5%	26.4%	21.2%	4.9%	7.0%	6.3%	28.4%	24.3%	47.3%
Did not watch TV	536	82	67	75	65	88	90	70	177	185	175
	29.3%	32.0%	25.4%	28.3%	26.4%	31.7%	34.4%	26.6%	28.6%	29.9%	29.4%
	100.0%	15.3%	12.5%	14.0%	12.1%	16.4%	16.8%	13.1%	32.9%	34.5%	32.6%
No Response	10	1	2	0	1	3	3	0	1	4	5
	.6%	.4%	.8%	.0%	.4%	1.2%	1.0%	.0%	.2%	.6%	.9%
	100.0%	10.1%	20.8%	.0%	10.1%	33.1%	26.0%	.0%	10.1%	38.0%	51.9%
Total	1830	255	263	264	245	278	261	263	617	619	594
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.0%	14.4%	14.4%	13.4%	15.2%	14.3%	14.4%	33.7%	33.8%	32.5%

[Count; Col%; Row%]

[Base: No of Consumers]

