



**RADIO AND TELEVISION AUDIENCES
MALTA
JULY - SEPTEMBER 2012**

PART THREE – SAMPLE TABLES AND FIGURES

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LIST OF TABLES

	Page
Table 1.1.a Sample Profile by Gender:By Age Group [Jul-Sep 2012]	1
Table 1.1.b Weighted Sample Profile by Gender: By Age Group [Jul-Sep 2012]	1
Table 1.2.a Sample Profile by Gender: By District [Jul-Sep 2012]	1
Table 1.2.b Weighted Sample Profile by Gender: By District [Jul-Sep 2012]	1
Table 1.3.a Sample Profile by Age Group: By Gender and by District [Jul-Sep 2012]	2
Table 1.3.b Weighted Sample Profile by Age Group: By Gender and by District [Jul-Sep 2012]	2
Table 3.1.a Radio Channel Reach: By Gender, by Age Group, and by District [Jul-Sep 2012]	3
Table 3.1.b Weighted Radio Channel Reach: By Gender, by Age Group, and by District [Jul-Sep 2012]	5
Table 3.4.a TV Channel Reach: By Gender, by Age Groups and by Districts [Jul-Sep 2012]	10
Table 3.4.b Weighted TV Channel Reach: By Gender, by Age Groups, and by Districts [Jul-Sep 2012]	12
Table 3.6.a TV Channel Reach – “Other Station” [Count Only]: By Gender, By Age Group, and By Districts [Jul-Sep 2012]	17
Table 3.6.b Weighted TV Channel Reach – “Other Station” [Count Only]: By Gender, By Age Groups, and By Districts [Jul-Sep 2012]	19
Table 4.1.a Radio Systems Installed at Home: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	21
Table 4.1.b Weighted Radio Systems Installed at Home: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	23
Table 4.3.a TV Systems Installed at Home: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	26
Table 4.3.b Weighted TV Systems Installed at Home: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	28
Table 5.2.a Teleshopping By TV Station: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	31
Table 5.2.b Weighted Teleshopping by TV Station: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	32
Table 6.1 Radio Weekday-average Audience Share [Jul-Sep 2012]	33
Table 6.2 Radio Weekday Peak Audiences [Jul-Sep 2012]	34
Tables 6.3.a-g Radio Daily Audiences by Weekday	35-41
Table 6.3.a Radio Audiences – Mondays	35
Table 6.3.b Radio Audiences – Tuesdays	36
Table 6.3.c Radio Audiences – Wednesdays	37
Table 6.3.d Radio Audiences – Thursdays	38
Table 6.3.e Radio Audiences – Fridays	39
Table 6.3.f Radio Audiences – Saturdays	40
Table 6.3.g Radio Audiences – Sundays	41
Table 6.4 Radio Audiences – Monday to Sunday	42
Table 6.5 Weighted Radio Station Audiences: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	46
Table 6.6 Weighted Radio Station Audiences: By Weekday and By Month [Jul-Sep 2012]	48
Table 7.1 TV Weekday-average Audience Share [Jul-Sep 2012]	49
Table 7.2 TV Weekday Peak Audiences [Jul-Sep 2012]	50
Tables 7.3.a-g TV Daily Audiences by Weekday	51-57
Table 7.3.a TV Audiences – Mondays	51
Table 7.3.b TV Audiences – Tuesdays	52
Table 7.3.c TV Audiences – Wednesdays	53
Table 7.3.d TV Audiences – Thursdays	54
Table 7.3.e TV Audiences – Fridays	55
Table 7.3.f TV Audiences – Saturdays	56
Table 7.3.g TV Audiences – Sundays	57
Table 7.4 TV Audiences – Monday to Sunday	58

		Page
Table 7.5	Weighted TV Station Audiences: By Gender, By Age Groups and By Districts [Jul-Sep 2012]	62
Table 7.6	Weighted TV Station Audiences: By Weekday and By Month [Jul-Sep 2012]	64

For the Sample Counts and Weighted Sample of the following tables refer to *Part Two: Population Tables and Figures* on the following pages:

Tables 8.R.b1-b16:	Consumption by Broadcasting Station – By Gender, By Age Groups, By Districts, By Weekday, and By Month [Jul-Sep 2012] [Station counts, Station Percentage, and Population Percentage]	61-78
	<i>T8.R.b1 Radju Malta</i>	61
	<i>T8.R.b2 Radju Parlament 106.6</i>	62
	<i>T8.R.b3 Magic Radio</i>	63
	<i>T8.R.b4 ONE Radio</i>	64
	<i>T8.R.b5 Radio 101</i>	65
	<i>T8.R.b6 Bay Radio</i>	66
	<i>T8.R.b7 Calypso Radio</i>	67
	<i>T8.R.b8 RTK</i>	68
	<i>T8.R.b9 Smash Radio</i>	69
	<i>T8.R.b10 Radju Marija</i>	70
	<i>T8.R.b11 Campus FM</i>	71
	<i>T8.R.b12 Vibe FM</i>	72
	<i>T8.R.b13 XFM</i>	73
	<i>T8.R.b14 Bay Easy</i>	74
	<i>T8.R.b15 Bay Retro</i>	75
	<i>T8.R.b16 Community Radio Stations</i>	76
	<i>T8.R.b17 Foreign Radio Stations</i>	77
	<i>T8.R.b18 Other Radio Stations</i>	78
Tables 8.TV.b1-b20:	Consumption by Broadcasting Station – By Gender, By Age Groups, By Districts, By Weekday, and By Month [Jul-Sep 2012] [Station counts, Station Percentage, and Population Percentage]	83-102
	<i>Table 8.TV.b1 TVM</i>	83
	<i>Table 8.TV.b2 ONE</i>	84
	<i>Table 8.TV.b3 Net TV</i>	85
	<i>Table 8.TV.b4 Smash TV</i>	86
	<i>Table 8.TV.b5 TVM2</i>	87
	<i>Table 8.TV.b6 iTV</i>	88
	<i>Table 8.TV.b7 Favorite TV</i>	89
	<i>Table 8.TV.b8 Calypso Music TV</i>	90
	<i>Table 8.TV.b9 Prime TV</i>	91
	<i>Table 8.TV.b10 Rai 1</i>	92
	<i>Table 8.TV.b11 Rai 2</i>	93
	<i>Table 8.TV.b12 Rai 3</i>	94
	<i>Table 8.TV.b13 Rete 4</i>	95
	<i>Table 8.TV.b14 Canale 5</i>	96
	<i>Table 8.TV.b15 Italia 1</i>	97
	<i>Table 8.TV.b16 Discovery Channel</i>	98
	<i>Table 8.TV.b17 MTV</i>	99
	<i>Table 8.TV.b18 BBC Prime/World/Ent</i>	100
	<i>Table 8.TV.b19 Other TV Station</i>	101
	<i>Table 8.TV.b20 No unique Station</i>	102

LIST OF FIGURES

	Page
Fig. 3.1.b1	7
Fig. 3.1.b2	8
Fig. 3.1.b3	9
Fig. 3.4.b1	14
Fig. 3.4.b2	15
Fig. 3.4.b3	16
Fig. 4.1.b	25
Fig. 4.3.b	30
Fig. 6.1	33
Fig. 6.2	34
Fig. 6.3.a-g	43-45
<i>Fig. 6.3.a Mondays</i>	43
<i>Fig. 6.3.b Tuesdays</i>	43
<i>Fig. 6.3.c Wednesdays</i>	43
<i>Fig. 6.3.d Thursdays</i>	44
<i>Fig. 6.3.e Fridays</i>	44
<i>Fig. 6.3.f Saturdays</i>	44
<i>Fig. 6.3.g Sundays</i>	45
Fig. 6.4	46
Fig. 7.1	49
Fig. 7.2	50
Fig. 7.3.a-g	59-61
<i>Fig. 7.3.a Mondays</i>	59
<i>Fig. 7.3.b Tuesdays</i>	59
<i>Fig. 7.3.c Wednesdays</i>	59
<i>Fig. 7.3.d Thursdays</i>	60
<i>Fig. 7.3.e Fridays</i>	60
<i>Fig. 7.3.f Saturdays</i>	60
<i>Fig. 7.3.g Sundays</i>	61
Fig. 7.4	61

1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	819	37	148	43	212	217	126	36
	44.5%	42.5%	52.5%	43.9%	41.5%	44.2%	43.9%	43.4%
	100.0%	4.5%	18.1%	5.3%	25.9%	26.5%	15.4%	4.4%
Females	1020	50	134	55	299	274	161	47
	55.5%	57.5%	47.5%	56.1%	58.5%	55.8%	56.1%	56.6%
	100.0%	4.9%	13.1%	5.4%	29.3%	26.9%	15.8%	4.6%
Total	1839	87	282	98	511	491	287	83
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2012]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	910	43	169	50	279	213	122	34
	49.5%	45.9%	55.4%	47.6%	50.8%	47.2%	46.8%	45.7%
	100.0%	4.7%	18.5%	5.5%	30.7%	23.4%	13.4%	3.8%
Females	929	50	136	55	271	238	138	41
	50.5%	54.1%	44.6%	52.4%	49.2%	52.8%	53.2%	54.3%
	100.0%	5.4%	14.6%	5.9%	29.1%	25.6%	14.9%	4.4%
Total	1839	93	304	104	550	451	260	76
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [JUL-SEP 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	819	177	248	112	113	109	60
	44.5%	46.7%	46.5%	41.2%	44.1%	43.4%	40.5%
	100.0%	21.6%	30.3%	13.7%	13.8%	13.3%	7.3%
Females	1020	202	285	160	143	142	88
	55.5%	53.3%	53.5%	58.8%	55.9%	56.6%	59.5%
	100.0%	19.8%	27.9%	15.7%	14.0%	13.9%	8.6%
Total	1839	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [JUL-SEP 2012]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	910	181	266	136	127	131	69
	49.5%	49.6%	49.2%	49.8%	49.2%	49.7%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	929	183	275	137	131	133	70
	50.5%	50.4%	50.8%	50.2%	50.8%	50.3%	50.5%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1839	364	541	273	258	264	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 2012]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	87	37	50	19	26	11	12	17	2
	4.7%	4.5%	4.9%	5.0%	4.9%	4.0%	4.7%	6.8%	1.4%
	100.0%	42.5%	57.5%	21.8%	29.9%	12.6%	13.8%	19.5%	2.3%
15-24	282	148	134	50	71	48	47	38	28
	15.3%	18.1%	13.1%	13.2%	13.3%	17.6%	18.4%	15.1%	18.9%
	100.0%	52.5%	47.5%	17.7%	25.2%	17.0%	16.7%	13.5%	9.9%
25-29	98	43	55	22	25	16	11	17	7
	5.3%	5.3%	5.4%	5.8%	4.7%	5.9%	4.3%	6.8%	4.7%
	100.0%	43.9%	56.1%	22.4%	25.5%	16.3%	11.2%	17.3%	7.1%
30-49	511	212	299	100	149	73	74	78	37
	27.8%	25.9%	29.3%	26.4%	28.0%	26.8%	28.9%	31.1%	25.0%
	100.0%	41.5%	58.5%	19.6%	29.2%	14.3%	14.5%	15.3%	7.2%
50-64	491	217	274	98	147	73	70	62	41
	26.7%	26.5%	26.9%	25.9%	27.6%	26.8%	27.3%	24.7%	27.7%
	100.0%	44.2%	55.8%	20.0%	29.9%	14.9%	14.3%	12.6%	8.4%
65-79	287	126	161	74	81	41	33	32	26
	15.6%	15.4%	15.8%	19.5%	15.2%	15.1%	12.9%	12.7%	17.6%
	100.0%	43.9%	56.1%	25.8%	28.2%	14.3%	11.5%	11.1%	9.1%
80+	83	36	47	16	34	10	9	7	7
	4.5%	4.4%	4.6%	4.2%	6.4%	3.7%	3.5%	2.8%	4.7%
	100.0%	43.4%	56.6%	19.3%	41.0%	12.0%	10.8%	8.4%	8.4%
Total	1839	819	1020	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

[Count / Column % / Row %]

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

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	93	43	50	21	31	11	12	17	2
	5.1%	4.7%	5.4%	5.7%	5.8%	3.9%	4.7%	6.3%	1.5%
	100.0%	45.9%	54.1%	22.1%	33.7%	11.4%	12.9%	17.7%	2.2%
15-24	304	169	136	55	86	48	47	39	29
	16.5%	18.5%	14.6%	15.0%	15.9%	17.7%	18.3%	14.8%	20.8%
	100.0%	55.4%	44.6%	18.0%	28.2%	15.9%	15.5%	12.8%	9.5%
25-29	104	50	55	24	30	16	11	17	7
	5.7%	5.5%	5.9%	6.6%	5.6%	5.7%	4.3%	6.3%	5.0%
	100.0%	47.6%	52.4%	23.0%	29.0%	14.9%	10.6%	15.9%	6.7%
30-49	550	279	271	109	162	82	77	79	42
	29.9%	30.7%	29.1%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	451	213	238	81	130	69	69	69	33
	24.5%	23.4%	25.6%	22.3%	24.0%	25.2%	26.8%	26.2%	23.8%
	100.0%	47.2%	52.8%	18.0%	28.8%	15.2%	15.3%	15.4%	7.3%
65-79	260	122	138	61	72	39	32	36	21
	14.2%	13.4%	14.9%	16.8%	13.3%	14.1%	12.6%	13.6%	14.8%
	100.0%	46.8%	53.2%	23.6%	27.5%	14.8%	12.5%	13.8%	7.9%
80+	76	34	41	13	30	9	9	8	6
	4.1%	3.8%	4.4%	3.7%	5.5%	3.4%	3.4%	3.0%	4.3%
	100.0%	45.7%	54.3%	17.8%	39.7%	12.4%	11.7%	10.5%	7.9%
Total	1839	910	929	364	541	273	258	264	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, BY AGE GROUP, AND BY DISTRICT [JUL-SEP 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	79	25	54	1	0	0	15	32	23	8	13	21	10	14	12	9
	4.3%	3.1%	5.3%	1.1%	0.0%	0.0%	2.9%	6.5%	8.0%	9.6%	3.4%	3.9%	3.7%	5.5%	4.8%	6.1%
Radju Parlament 106.6	100.0%	31.6%	68.4%	1.3%	0.0%	0.0%	19.0%	40.5%	29.1%	10.1%	16.5%	26.6%	12.7%	17.7%	15.2%	11.4%
	5	4	1	0	0	1	3	1	0	0	1	2	1	0	1	0
	.3%	.5%	.1%	0.0%	0.0%	1.0%	.6%	.2%	0.0%	0.0%	.3%	.4%	.4%	0.0%	.4%	0.0%
Magic Radio	100.0%	80.0%	20.0%	0.0%	0.0%	20.0%	60.0%	20.0%	0.0%	0.0%	20.0%	40.0%	20.0%	0.0%	20.0%	0.0%
	43	12	31	1	3	3	26	9	1	0	4	18	7	5	9	0
	2.3%	1.5%	3.0%	1.1%	1.1%	3.1%	5.1%	1.8%	.3%	0.0%	1.1%	3.4%	2.6%	2.0%	3.6%	0.0%
ONE Radio	100.0%	27.9%	72.1%	2.3%	7.0%	7.0%	60.5%	20.9%	2.3%	0.0%	9.3%	41.9%	16.3%	11.6%	20.9%	0.0%
	142	66	76	1	8	2	27	53	44	7	31	45	30	13	11	12
	7.7%	8.1%	7.5%	1.1%	2.8%	2.0%	5.3%	10.8%	15.3%	8.4%	8.2%	8.4%	11.0%	5.1%	4.4%	8.1%
Radio 101	100.0%	46.5%	53.5%	.7%	5.6%	1.4%	19.0%	37.3%	31.0%	4.9%	21.8%	31.7%	21.1%	9.2%	7.7%	8.5%
	36	17	19	1	0	2	8	15	9	1	5	18	3	2	4	4
	2.0%	2.1%	1.9%	1.1%	0.0%	2.0%	1.6%	3.1%	3.1%	1.2%	1.3%	3.4%	1.1%	.8%	1.6%	2.7%
Bay Radio	100.0%	47.2%	52.8%	2.8%	0.0%	5.6%	22.2%	41.7%	25.0%	2.8%	13.9%	50.0%	8.3%	5.6%	11.1%	11.1%
	167	87	80	15	74	17	49	10	2	0	42	45	21	22	21	16
	9.1%	10.6%	7.8%	17.2%	26.2%	17.3%	9.6%	2.0%	.7%	0.0%	11.1%	8.4%	7.7%	8.6%	8.4%	10.8%
Calypso Radio	100.0%	52.1%	47.9%	9.0%	44.3%	10.2%	29.3%	6.0%	1.2%	0.0%	25.1%	26.9%	12.6%	13.2%	12.6%	9.6%
	76	28	48	1	1	4	24	33	11	2	18	24	13	13	7	1
	4.1%	3.4%	4.7%	1.1%	.4%	4.1%	4.7%	6.7%	3.8%	2.4%	4.7%	4.5%	4.8%	5.1%	2.8%	.7%
RTK	100.0%	36.8%	63.2%	1.3%	1.3%	5.3%	31.6%	43.4%	14.5%	2.6%	23.7%	31.6%	17.1%	17.1%	9.2%	1.3%
	55	21	34	0	1	1	11	24	15	3	12	12	10	6	9	6
	3.0%	2.6%	3.3%	0.0%	.4%	1.0%	2.2%	4.9%	5.2%	3.6%	3.2%	2.3%	3.7%	2.3%	3.6%	4.1%
Smash Radio	100.0%	38.2%	61.8%	0.0%	1.8%	1.8%	20.0%	43.6%	27.3%	5.5%	21.8%	21.8%	18.2%	10.9%	16.4%	10.9%
	16	7	9	0	0	4	8	1	3	0	2	1	2	6	5	0
	.9%	.9%	.9%	0.0%	0.0%	4.1%	1.6%	.2%	1.0%	0.0%	.5%	.2%	.7%	2.3%	2.0%	0.0%
Radju Marija	100.0%	43.8%	56.3%	0.0%	0.0%	25.0%	50.0%	6.3%	18.8%	0.0%	12.5%	6.3%	12.5%	37.5%	31.3%	0.0%
	46	10	36	0	0	1	7	10	18	10	13	13	7	4	8	1
	2.5%	1.2%	3.5%	0.0%	0.0%	1.0%	1.4%	2.0%	6.3%	12.0%	3.4%	2.4%	2.6%	1.6%	3.2%	.7%
Campus FM	100.0%	21.7%	78.3%	0.0%	0.0%	2.2%	15.2%	21.7%	39.1%	21.7%	28.3%	28.3%	15.2%	8.7%	17.4%	2.2%
	8	1	7	0	0	0	4	3	1	0	1	3	1	2	1	0
	.4%	.1%	.7%	0.0%	0.0%	0.0%	.8%	.6%	.3%	0.0%	.3%	.6%	.4%	.8%	.4%	0.0%
Vibe FM	100.0%	12.5%	87.5%	0.0%	0.0%	0.0%	50.0%	37.5%	12.5%	0.0%	12.5%	37.5%	12.5%	25.0%	12.5%	0.0%
	39	27	12	2	21	6	7	3	0	0	8	10	4	8	9	0
	2.1%	3.3%	1.2%	2.3%	7.4%	6.1%	1.4%	.6%	0.0%	0.0%	2.1%	1.9%	1.5%	3.1%	3.6%	0.0%
XFM	100.0%	69.2%	30.8%	5.1%	53.8%	15.4%	17.9%	7.7%	0.0%	0.0%	20.5%	25.6%	10.3%	20.5%	23.1%	0.0%
	30	16	14	0	5	5	16	4	0	0	3	7	2	9	5	4
	1.6%	2.0%	1.4%	0.0%	1.8%	5.1%	3.1%	.8%	0.0%	0.0%	.8%	1.3%	.7%	3.5%	2.0%	2.7%
Bay Easy	100.0%	53.3%	46.7%	0.0%	16.7%	16.7%	53.3%	13.3%	0.0%	0.0%	10.0%	23.3%	6.7%	30.0%	16.7%	13.3%
	2	0	2	0	0	1	1	0	0	0	0	1	0	1	0	0
	.1%	0.0%	.2%	0.0%	0.0%	1.0%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	.4%	0.0%	0.0%
Bay Retro	100.0%	0.0%	100.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%
	2	0	2	0	0	0	2	0	0	0	2	0	0	0	0	0
	.1%	0.0%	.2%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3.1.A: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Community Stations	12	4	8	0	0	0	6	3	3	0	0	3	2	1	1	5
	.7%	.5%	.8%	0.0%	0.0%	0.0%	1.2%	.6%	1.0%	0.0%	0.0%	.6%	.7%	.4%	.4%	3.4%
Foreign Station	100.0%	33.3%	66.7%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	0.0%	25.0%	16.7%	8.3%	8.3%	41.7%
	6	4	2	0	1	0	4	0	0	1	0	2	2	0	0	2
	.3%	.5%	.2%	0.0%	.4%	0.0%	.8%	0.0%	0.0%	1.2%	0.0%	.4%	.7%	0.0%	0.0%	1.4%
Other Station	100.0%	66.7%	33.3%	0.0%	16.7%	0.0%	66.7%	0.0%	0.0%	16.7%	0.0%	33.3%	33.3%	0.0%	0.0%	33.3%
	5	3	2	0	1	0	2	2	0	0	0	3	0	0	2	0
	.3%	.4%	.2%	0.0%	.4%	0.0%	.4%	.4%	0.0%	0.0%	0.0%	.6%	0.0%	0.0%	.8%	0.0%
No particular station	100.0%	60.0%	40.0%	0.0%	20.0%	0.0%	40.0%	40.0%	0.0%	0.0%	0.0%	60.0%	0.0%	0.0%	40.0%	0.0%
	51	29	22	1	5	1	13	11	14	6	9	16	3	12	6	5
	2.8%	3.5%	2.2%	1.1%	1.8%	1.0%	2.5%	2.2%	4.9%	7.2%	2.4%	3.0%	1.1%	4.7%	2.4%	3.4%
Did not remember	100.0%	56.9%	43.1%	2.0%	9.8%	2.0%	25.5%	21.6%	27.5%	11.8%	17.6%	31.4%	5.9%	23.5%	11.8%	9.8%
	7	3	4	0	0	0	3	1	0	3	2	0	2	2	0	1
	.4%	.4%	.4%	0.0%	0.0%	0.0%	.6%	.2%	0.0%	3.6%	.5%	0.0%	.7%	.8%	0.0%	.7%
Did not listen to radio	100.0%	42.9%	57.1%	0.0%	0.0%	0.0%	42.9%	14.3%	0.0%	42.9%	28.6%	0.0%	28.6%	28.6%	0.0%	14.3%
	1001	449	552	63	161	50	271	273	142	41	213	286	149	133	138	82
	54.4%	54.8%	54.1%	72.4%	57.1%	51.0%	53.0%	55.6%	49.5%	49.4%	56.2%	53.7%	54.8%	52.0%	55.0%	55.4%
No response	100.0%	44.9%	55.1%	6.3%	16.1%	5.0%	27.1%	27.3%	14.2%	4.1%	21.3%	28.6%	14.9%	13.3%	13.8%	8.2%
	11	6	5	1	1	0	4	3	1	1	0	3	3	3	2	0
	.6%	.7%	.5%	1.1%	.4%	0.0%	.8%	.6%	.3%	1.2%	0.0%	.6%	1.1%	1.2%	.8%	0.0%
	100.0%	54.5%	45.5%	9.1%	9.1%	0.0%	36.4%	27.3%	9.1%	9.1%	0.0%	27.3%	27.3%	27.3%	18.2%	0.0%
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

[Count / Column % / Row %]

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

3.1.B: WEIGHTED RADIO CHANNEL REACH: BY GENDER, BY AGE GROUP AND BY DISTRICT [JUL-SEP 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	74	27	47	1	0	0	17	28	20	8	11	19	10	14	13	7
	4.0%	3.0%	5.0%	.9%	0.0%	0.0%	3.1%	6.3%	7.7%	10.1%	3.1%	3.6%	3.6%	5.3%	4.9%	4.9%
	100.0%	37.0%	63.0%	1.1%	0.0%	0.0%	23.1%	38.4%	27.1%	10.3%	15.3%	26.1%	13.4%	18.5%	17.6%	9.2%
Radju Parlament	6	5	1	0	0	1	4	1	0	0	1	2	1	0	1	0
	.3%	.5%	.1%	0.0%	0.0%	1.1%	.6%	.2%	0.0%	0.0%	.3%	.4%	.4%	0.0%	.5%	0.0%
	100.0%	82.4%	17.6%	0.0%	0.0%	20.4%	63.5%	16.1%	0.0%	0.0%	17.6%	38.1%	20.4%	0.0%	23.9%	0.0%
Magic Radio	45	16	29	1	3	3	28	8	1	0	4	18	8	5	10	0
	2.4%	1.8%	3.1%	.9%	1.0%	3.1%	5.2%	1.9%	.3%	0.0%	1.2%	3.3%	3.0%	2.0%	3.6%	0.0%
	100.0%	35.5%	64.5%	1.8%	7.0%	7.3%	63.3%	18.7%	1.9%	0.0%	9.4%	39.7%	18.2%	11.5%	21.1%	0.0%
ONE radio	136	70	66	1	9	2	31	48	40	6	27	43	29	13	12	12
	7.4%	7.7%	7.1%	.9%	2.9%	2.0%	5.6%	10.6%	15.4%	7.8%	7.5%	8.0%	10.5%	5.2%	4.5%	8.4%
	100.0%	51.6%	48.4%	.6%	6.4%	1.5%	22.4%	35.2%	29.4%	4.3%	20.0%	31.8%	20.9%	9.9%	8.7%	8.6%
Radio 101	35	18	17	1	0	2	9	14	8	1	5	16	3	2	5	3
	1.9%	1.9%	1.8%	1.2%	0.0%	2.1%	1.6%	3.1%	3.0%	1.1%	1.5%	3.0%	1.1%	.7%	1.8%	2.5%
	100.0%	51.0%	49.0%	3.3%	0.0%	6.4%	25.1%	40.2%	22.5%	2.5%	15.3%	46.9%	8.9%	5.5%	13.5%	9.9%
Bay Radio	182	103	79	16	80	18	55	10	2	0	45	51	23	24	22	16
	9.9%	11.3%	8.5%	17.5%	26.5%	17.5%	10.1%	2.1%	.7%	0.0%	12.4%	9.5%	8.6%	9.2%	8.2%	11.8%
	100.0%	56.7%	43.3%	9.0%	44.3%	10.0%	30.5%	5.2%	1.0%	0.0%	24.8%	28.3%	12.9%	13.0%	12.0%	9.1%
Calypso Radio	74	30	44	1	1	4	25	30	10	2	17	23	13	12	7	1
	4.0%	3.2%	4.7%	1.2%	.3%	3.9%	4.6%	6.7%	3.9%	2.3%	4.6%	4.3%	4.8%	4.8%	2.6%	.7%
	100.0%	40.1%	59.9%	1.5%	1.4%	5.5%	34.3%	41.2%	13.7%	2.4%	22.8%	31.5%	18.0%	16.8%	9.5%	1.4%
RTK	52	22	30	0	1	1	12	22	14	3	10	11	9	6	10	6
	2.8%	2.4%	3.3%	0.0%	.4%	.8%	2.1%	4.9%	5.3%	3.7%	2.8%	2.0%	3.4%	2.2%	4.0%	4.1%
	100.0%	41.7%	58.3%	0.0%	2.2%	1.7%	22.2%	42.1%	26.6%	5.3%	19.8%	20.6%	17.7%	10.8%	20.1%	10.9%
Smash Radio	16	8	8	0	0	4	8	1	3	0	2	1	2	6	5	0
	.9%	.9%	.9%	0.0%	0.0%	3.7%	1.5%	.2%	1.1%	0.0%	.5%	.2%	.6%	2.4%	1.8%	0.0%
	100.0%	50.2%	49.8%	0.0%	0.0%	24.4%	50.9%	5.9%	18.7%	0.0%	12.2%	7.7%	10.6%	39.0%	30.4%	0.0%
Radju Marija	43	10	33	0	0	1	7	9	17	9	11	12	6	4	9	1
	2.3%	1.1%	3.5%	0.0%	0.0%	1.2%	1.3%	1.9%	6.4%	12.0%	3.2%	2.3%	2.2%	1.5%	3.3%	.5%
	100.0%	24.0%	76.0%	0.0%	0.0%	2.8%	17.1%	20.3%	38.7%	21.0%	26.6%	28.5%	13.9%	9.0%	20.5%	1.5%
Campus FM	8	2	7	0	0	0	4	3	1	0	1	3	2	2	1	0
	.4%	.2%	.7%	0.0%	0.0%	0.0%	.8%	.6%	.4%	0.0%	.3%	.5%	.6%	.7%	.4%	0.0%
	100.0%	19.6%	80.4%	0.0%	0.0%	0.0%	53.3%	32.7%	14.0%	0.0%	12.1%	32.9%	19.6%	21.5%	14.0%	0.0%
Vibe FM	44	32	12	2	24	7	8	3	0	0	9	12	4	8	10	0
	2.4%	3.5%	1.3%	2.5%	7.7%	6.3%	1.5%	.7%	0.0%	0.0%	2.5%	2.2%	1.6%	3.2%	3.7%	0.0%
	100.0%	72.3%	27.7%	5.4%	54.0%	15.0%	18.3%	7.2%	0.0%	0.0%	20.5%	27.9%	9.8%	19.2%	22.6%	0.0%
X FM	33	19	13	0	5	6	18	4	0	0	4	8	2	10	5	4
	1.8%	2.1%	1.4%	0.0%	1.7%	5.5%	3.2%	.9%	0.0%	0.0%	1.0%	1.4%	.7%	3.9%	2.0%	3.0%
	100.0%	59.0%	41.0%	0.0%	16.1%	17.4%	53.8%	12.7%	0.0%	0.0%	10.8%	23.6%	6.1%	30.5%	16.2%	12.9%
Bay Easy	2	0	2	0	0	1	1	0	0	0	0	1	0	1	0	0
	.1%	0.0%	.2%	0.0%	0.0%	1.2%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	.3%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	59.8%	40.2%	0.0%	0.0%	0.0%	0.0%	59.8%	0.0%	40.2%	0.0%	0.0%
Bay Retro	2	0	2	0	0	0	2	0	0	0	2	0	0	0	0	0
	.1%	0.0%	.2%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3.1.B: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Community Stations	11	5	6	0	0	0	7	2	2	0	0	3	2	1	1	4
	.6%	.5%	.7%	0.0%	0.0%	0.0%	1.2%	.4%	.9%	0.0%	0.0%	.6%	.6%	.6%	.5%	2.6%
Foreign Station	100.0%	44.0%	56.0%	0.0%	0.0%	0.0%	61.2%	17.3%	21.5%	0.0%	0.0%	27.7%	15.2%	12.9%	12.0%	32.2%
	7	6	2	0	1	0	5	0	0	1	0	2	3	0	0	2
	.4%	.6%	.2%	0.0%	.4%	0.0%	1.0%	0.0%	0.0%	.9%	0.0%	.4%	1.2%	0.0%	0.0%	1.3%
Other Station	100.0%	77.5%	22.5%	0.0%	15.4%	0.0%	75.6%	0.0%	0.0%	9.0%	0.0%	30.8%	44.8%	0.0%	0.0%	24.4%
	5	4	2	0	1	0	2	2	0	0	0	3	0	0	2	0
	.3%	.4%	.2%	0.0%	.4%	0.0%	.4%	.4%	0.0%	0.0%	0.0%	.6%	0.0%	0.0%	.9%	0.0%
No Unique Station	100.0%	66.2%	33.8%	0.0%	23.2%	0.0%	40.7%	36.1%	0.0%	0.0%	0.0%	56.6%	0.0%	0.0%	43.4%	0.0%
	51	31	20	1	6	1	14	11	12	5	8	17	4	12	6	4
	2.7%	3.4%	2.1%	1.1%	1.9%	1.2%	2.5%	2.4%	4.7%	7.2%	2.3%	3.1%	1.3%	4.5%	2.3%	3.1%
Do not Remember	100.0%	61.2%	38.8%	2.0%	11.2%	2.4%	27.6%	21.7%	24.4%	10.8%	16.5%	32.9%	7.0%	23.1%	12.0%	8.5%
	7	3	3	0	0	0	3	1	0	3	2	0	2	2	0	1
	.4%	.4%	.4%	0.0%	0.0%	0.0%	.6%	.1%	0.0%	3.8%	.5%	0.0%	.7%	.9%	0.0%	.5%
Did not listen to radio	100.0%	49.6%	50.4%	0.0%	0.0%	0.0%	48.2%	9.5%	0.0%	42.3%	27.4%	0.0%	28.0%	35.1%	0.0%	9.5%
	995	493	503	68	172	53	284	252	129	38	204	291	146	132	143	79
	54.1%	54.1%	54.1%	73.0%	56.4%	50.5%	51.6%	55.8%	49.6%	49.9%	56.0%	53.9%	53.5%	51.4%	54.0%	56.7%
No Reply	100.0%	49.5%	50.5%	6.9%	17.2%	5.3%	28.5%	25.3%	13.0%	3.8%	20.5%	29.3%	14.6%	13.3%	14.3%	7.9%
	12	8	4	1	1	0	5	3	1	1	0	3	4	3	2	0
	.7%	.9%	.5%	.9%	.4%	0.0%	1.0%	.6%	.4%	1.1%	0.0%	.5%	1.6%	1.1%	.8%	0.0%
	100.0%	64.6%	35.4%	6.7%	10.0%	0.0%	44.1%	23.4%	8.7%	7.1%	0.0%	24.2%	35.1%	22.9%	17.8%	0.0%
Total	1839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

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

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

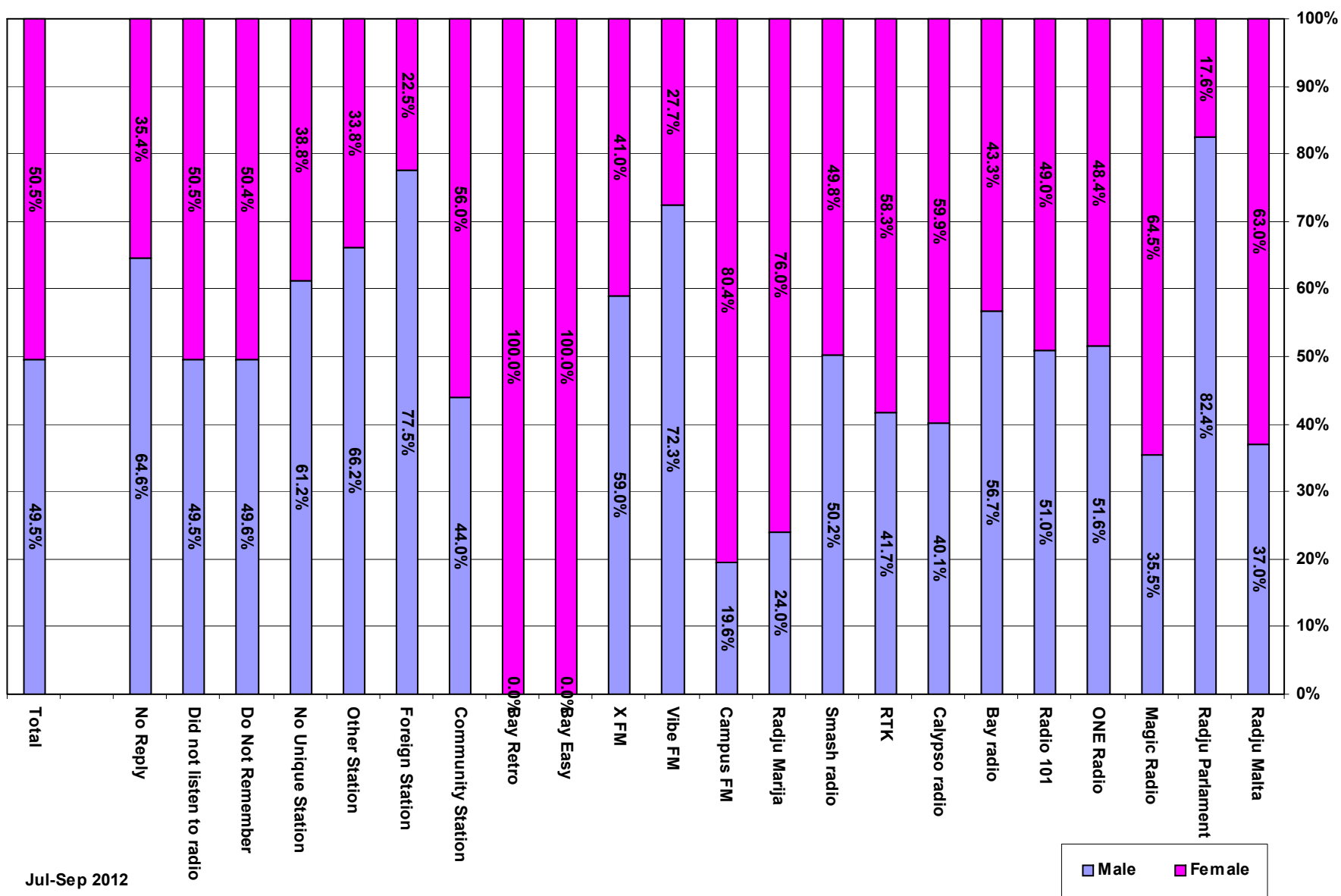


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [JUL-SEP 2012]

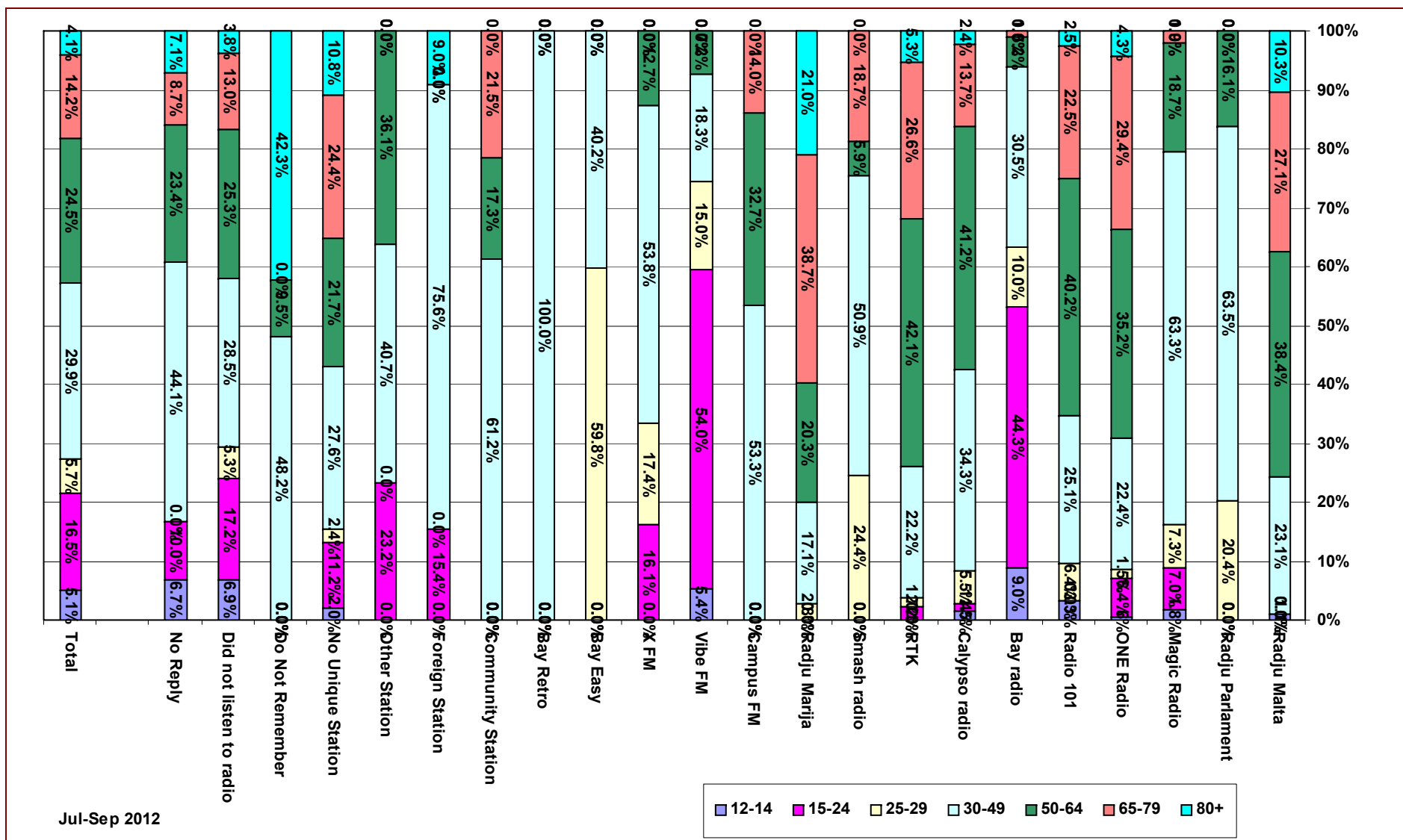


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [JUL-SEP 2012]

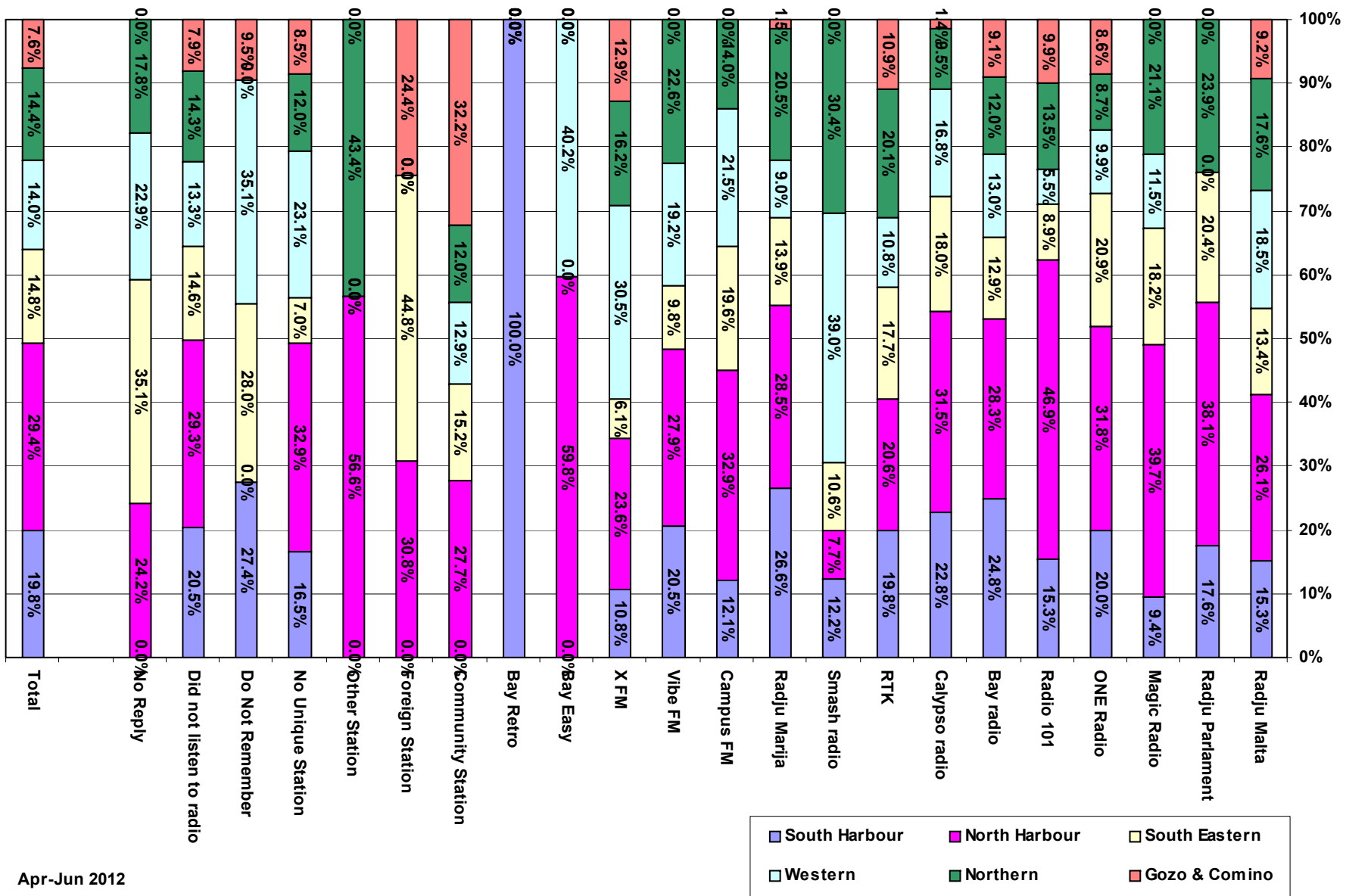


FIGURE 3.1.B3: WEIGHTED RADIO REACH: BY DISTRICT [JUL-SEP 2012]

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

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	259	131	128	12	43	8	75	65	45	11	66	68	32	44	27	22
	14.1%	16.0%	12.5%	13.8%	15.2%	8.2%	14.7%	13.2%	15.7%	13.3%	17.4%	12.8%	11.8%	17.2%	10.8%	14.9%
	100.0%	50.6%	49.4%	4.6%	16.6%	3.1%	29.0%	25.1%	17.4%	4.2%	25.5%	26.3%	12.4%	17.0%	10.4%	8.5%
ONE	176	74	102	2	15	11	39	57	43	9	40	48	39	20	15	14
	9.6%	9.0%	10.0%	2.3%	5.3%	11.2%	7.6%	11.6%	15.0%	10.8%	10.6%	9.0%	14.3%	7.8%	6.0%	9.5%
	100.0%	42.0%	58.0%	1.1%	8.5%	6.3%	22.2%	32.4%	24.4%	5.1%	22.7%	27.3%	22.2%	11.4%	8.5%	8.0%
Net TV	75	34	41	1	9	0	16	24	18	7	11	25	7	17	5	10
	4.1%	4.2%	4.0%	1.1%	3.2%	0.0%	3.1%	4.9%	6.3%	8.4%	2.9%	4.7%	2.6%	6.6%	2.0%	6.8%
	100.0%	45.3%	54.7%	1.3%	12.0%	0.0%	21.3%	32.0%	24.0%	9.3%	14.7%	33.3%	9.3%	22.7%	6.7%	13.3%
Smash TV	4	2	2	0	0	0	1	2	1	0	1	0	2	0	0	1
	.2%	.2%	.2%	0.0%	0.0%	0.0%	.2%	.4%	.3%	0.0%	.3%	0.0%	.7%	0.0%	0.0%	.7%
	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	25.0%	50.0%	25.0%	0.0%	25.0%	0.0%	50.0%	0.0%	0.0%	25.0%
TVM2	47	28	19	3	3	2	12	16	8	3	7	14	6	8	10	2
	2.6%	3.4%	1.9%	3.4%	1.1%	2.0%	2.3%	3.3%	2.8%	3.6%	1.8%	2.6%	2.2%	3.1%	4.0%	1.4%
	100.0%	59.6%	40.4%	6.4%	6.4%	4.3%	25.5%	34.0%	17.0%	6.4%	14.9%	29.8%	12.8%	17.0%	21.3%	4.3%
iTV	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.7%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Favourite Channel	4	1	3	0	0	0	0	2	1	1	0	1	1	1	1	0
	.2%	.1%	.3%	0.0%	0.0%	0.0%	0.0%	.4%	.3%	1.2%	0.0%	.2%	.4%	.4%	.4%	0.0%
	100.0%	25.0%	75.0%	0.0%	0.0%	0.0%	0.0%	50.0%	25.0%	25.0%	0.0%	25.0%	25.0%	25.0%	25.0%	0.0%
Rai 1	41	16	25	0	3	2	12	18	3	3	10	10	3	7	8	3
	2.2%	2.0%	2.5%	0.0%	1.1%	2.0%	2.3%	3.7%	1.0%	3.6%	2.6%	1.9%	1.1%	2.7%	3.2%	2.0%
	100.0%	39.0%	61.0%	0.0%	7.3%	4.9%	29.3%	43.9%	7.3%	7.3%	24.4%	24.4%	7.3%	17.1%	19.5%	7.3%
Rai 2	15	10	5	0	1	1	6	4	2	1	5	5	4	0	1	0
	.8%	1.2%	.5%	0.0%	.4%	1.0%	1.2%	.8%	.7%	1.2%	1.3%	.9%	1.5%	0.0%	.4%	0.0%
	100.0%	66.7%	33.3%	0.0%	6.7%	6.7%	40.0%	26.7%	13.3%	6.7%	33.3%	33.3%	26.7%	0.0%	6.7%	0.0%
Rai 3	6	1	5	0	0	1	3	2	0	0	2	2	0	1	1	0
	.3%	.1%	.5%	0.0%	0.0%	1.0%	.6%	.4%	0.0%	0.0%	.5%	.4%	0.0%	.4%	.4%	0.0%
	100.0%	16.7%	83.3%	0.0%	0.0%	16.7%	50.0%	33.3%	0.0%	0.0%	33.3%	33.3%	0.0%	16.7%	16.7%	0.0%
Rete 4	31	13	18	0	1	0	7	13	8	2	10	9	2	2	5	3
	1.7%	1.6%	1.8%	0.0%	.4%	0.0%	1.4%	2.6%	2.8%	2.4%	2.6%	1.7%	.7%	.8%	2.0%	2.0%
	100.0%	41.9%	58.1%	0.0%	3.2%	0.0%	22.6%	41.9%	25.8%	6.5%	32.3%	29.0%	6.5%	6.5%	16.1%	9.7%
Canale 5	45	9	36	0	0	2	22	18	2	1	8	12	10	8	4	3
	2.4%	1.1%	3.5%	0.0%	0.0%	2.0%	4.3%	3.7%	.7%	1.2%	2.1%	2.3%	3.7%	3.1%	1.6%	2.0%
	100.0%	20.0%	80.0%	0.0%	0.0%	4.4%	48.9%	40.0%	4.4%	2.2%	17.8%	26.7%	22.2%	17.8%	8.9%	6.7%
Italia 1	53	32	21	5	19	5	15	7	2	0	8	16	11	5	6	7
	2.9%	3.9%	2.1%	5.7%	6.7%	5.1%	2.9%	1.4%	.7%	0.0%	2.1%	3.0%	4.0%	2.0%	2.4%	4.7%
	100.0%	60.4%	39.6%	9.4%	35.8%	9.4%	28.3%	13.2%	3.8%	0.0%	15.1%	30.2%	20.8%	9.4%	11.3%	13.2%
Discovery Channel/s	35	21	14	4	7	4	11	7	1	1	3	8	6	3	12	3
	1.9%	2.6%	1.4%	4.6%	2.5%	4.1%	2.2%	1.4%	.3%	1.2%	.8%	1.5%	2.2%	1.2%	4.8%	2.0%
	100.0%	60.0%	40.0%	11.4%	20.0%	11.4%	31.4%	20.0%	2.9%	2.9%	8.6%	22.9%	17.1%	8.6%	34.3%	8.6%
MTV	5	1	4	0	5	0	0	0	0	0	2	2	0	1	0	0
	.3%	.1%	.4%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	.5%	.4%	0.0%	.4%	0.0%	0.0%
	100.0%	20.0%	80.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.0%	40.0%	0.0%	20.0%	0.0%	0.0%

3.4.A: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
BBC Prime/World/Ent.	14	1	13	0	1	0	6	6	1	0	3	8	0	1	1	1
	.8%	.1%	1.3%	0.0%	.4%	0.0%	1.2%	1.2%	.3%	0.0%	.8%	1.5%	0.0%	.4%	.4%	.7%
	100.0%	7.1%	92.9%	0.0%	7.1%	0.0%	42.9%	42.9%	7.1%	0.0%	21.4%	57.1%	0.0%	7.1%	7.1%	7.1%
Other Station	178	68	110	27	33	11	48	33	22	4	36	54	23	25	31	9
	9.7%	8.3%	10.8%	31.0%	11.7%	11.2%	9.4%	6.7%	7.7%	4.8%	9.5%	10.1%	8.5%	9.8%	12.4%	6.1%
	100.0%	38.2%	61.8%	15.2%	18.5%	6.2%	27.0%	18.5%	12.4%	2.2%	20.2%	30.3%	12.9%	14.0%	17.4%	5.1%
No Unique TV Station	136	62	74	7	3	3	28	47	33	15	32	48	12	15	17	12
	7.4%	7.6%	7.3%	8.0%	1.1%	3.1%	5.5%	9.6%	11.5%	18.1%	8.4%	9.0%	4.4%	5.9%	6.8%	8.1%
	100.0%	45.6%	54.4%	5.1%	2.2%	2.2%	20.6%	34.6%	24.3%	11.0%	23.5%	35.3%	8.8%	11.0%	12.5%	8.8%
Do not Remember	12	1	11	0	1	1	3	4	2	1	3	3	3	1	2	0
	.7%	.1%	1.1%	0.0%	.4%	1.0%	.6%	.8%	.7%	1.2%	.8%	.6%	1.1%	.4%	.8%	0.0%
	100.0%	8.3%	91.7%	0.0%	8.3%	8.3%	25.0%	33.3%	16.7%	8.3%	25.0%	25.0%	25.0%	8.3%	16.7%	0.0%
Did not watch TV	657	294	363	22	133	47	194	150	89	22	119	191	98	92	100	57
	35.7%	35.9%	35.6%	25.3%	47.2%	48.0%	38.0%	30.5%	31.0%	26.5%	31.4%	35.8%	36.0%	35.9%	39.8%	38.5%
	100.0%	44.7%	55.3%	3.3%	20.2%	7.2%	29.5%	22.8%	13.5%	3.3%	18.1%	29.1%	14.9%	14.0%	15.2%	8.7%
No Reply	45	19	26	4	5	0	13	16	5	2	13	9	13	5	5	0
	2.4%	2.3%	2.5%	4.6%	1.8%	0.0%	2.5%	3.3%	1.7%	2.4%	3.4%	1.7%	4.8%	2.0%	2.0%	0.0%
	100.0%	42.2%	57.8%	8.9%	11.1%	0.0%	28.9%	35.6%	11.1%	4.4%	28.9%	20.0%	28.9%	11.1%	11.1%	0.0%
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

[Count / Column % / Row %]

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

3.4.B: WEIGHTED TV CHANNEL REACH: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2012]

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	261	144	118	13	46	9	81	61	41	11	65	69	32	44	29	23
	14.2%	15.8%	12.7%	14.4%	15.0%	8.3%	14.7%	13.5%	15.8%	14.3%	17.8%	12.7%	11.8%	17.0%	11.0%	16.2%
	100.0%	54.9%	45.1%	5.2%	17.5%	3.3%	31.0%	23.2%	15.7%	4.1%	24.9%	26.4%	12.3%	16.7%	11.1%	8.6%
ONE	169	79	90	2	16	11	41	52	39	8	36	48	37	19	16	13
	9.2%	8.7%	9.7%	2.2%	5.3%	10.9%	7.4%	11.5%	14.8%	10.8%	10.0%	8.8%	13.7%	7.5%	6.0%	9.1%
	100.0%	46.8%	53.2%	1.2%	9.6%	6.7%	24.1%	30.7%	22.8%	4.8%	21.6%	28.2%	22.0%	11.4%	9.4%	7.5%
Net TV	73	37	36	1	9	0	19	21	17	7	10	24	8	17	5	9
	4.0%	4.0%	3.9%	1.1%	2.9%	0.0%	3.4%	4.6%	6.4%	8.7%	2.7%	4.4%	2.8%	6.6%	2.1%	6.7%
	100.0%	50.2%	49.8%	1.4%	12.3%	0.0%	25.9%	28.7%	22.8%	9.0%	13.4%	32.4%	10.5%	23.4%	7.5%	12.7%
Smash TV	4	2	2	0	0	0	1	2	1	0	1	0	2	0	0	1
	.2%	.3%	.2%	0.0%	0.0%	0.0%	.2%	.4%	.4%	0.0%	.2%	0.0%	.7%	0.0%	0.0%	.9%
	100.0%	58.3%	41.7%	0.0%	0.0%	0.0%	31.5%	41.7%	26.8%	0.0%	20.1%	0.0%	48.4%	0.0%	0.0%	31.5%
TVM2	48	31	17	3	3	2	14	15	8	3	7	14	8	8	10	2
	2.6%	3.4%	1.8%	3.3%	1.1%	1.8%	2.5%	3.3%	3.0%	3.7%	1.9%	2.6%	2.9%	3.1%	3.6%	1.3%
	100.0%	65.1%	34.9%	6.4%	7.0%	4.0%	29.0%	31.4%	16.3%	5.9%	14.3%	28.9%	16.3%	16.8%	20.0%	3.7%
iTV	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.8%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Favourite Channel	4	1	3	0	0	0	0	2	1	1	0	1	1	1	1	0
	.2%	.1%	.3%	0.0%	0.0%	0.0%	0.0%	.4%	.4%	1.1%	0.0%	.2%	.3%	.4%	.4%	0.0%
	100.0%	23.5%	76.5%	0.0%	0.0%	0.0%	0.0%	48.1%	29.8%	22.1%	0.0%	23.5%	22.1%	24.6%	29.8%	0.0%
Rai 1	41	17	24	0	3	2	12	17	3	3	9	10	3	7	9	3
	2.2%	1.9%	2.6%	0.0%	1.1%	2.0%	2.2%	3.8%	1.1%	3.7%	2.6%	1.8%	1.1%	2.8%	3.3%	2.0%
	100.0%	41.6%	58.4%	0.0%	8.4%	5.0%	30.1%	42.4%	7.3%	6.8%	22.9%	23.9%	7.5%	17.9%	21.2%	6.7%
Rai 2	15	11	4	0	1	1	7	4	2	1	5	5	4	0	1	0
	.8%	1.2%	.5%	0.0%	.4%	.8%	1.2%	.8%	.8%	1.2%	1.5%	.9%	1.6%	0.0%	.3%	0.0%
	100.0%	71.3%	28.7%	0.0%	7.4%	5.3%	44.1%	24.5%	12.8%	5.9%	35.0%	31.6%	28.0%	0.0%	5.3%	0.0%
Rai 3	6	1	5	0	0	1	3	2	0	0	2	2	0	1	1	0
	.3%	.1%	.5%	0.0%	0.0%	1.2%	.5%	.4%	0.0%	0.0%	.6%	.4%	0.0%	.4%	.3%	0.0%
	100.0%	20.0%	80.0%	0.0%	0.0%	20.0%	49.9%	30.1%	0.0%	0.0%	36.5%	34.4%	0.0%	15.7%	13.4%	0.0%
Rete 4	29	14	15	0	1	0	7	11	7	2	8	9	2	2	5	3
	1.6%	1.5%	1.6%	0.0%	.4%	0.0%	1.3%	2.5%	2.8%	2.3%	2.3%	1.6%	.7%	.8%	1.9%	2.1%
	100.0%	47.3%	52.7%	0.0%	3.8%	0.0%	25.0%	39.5%	25.6%	6.2%	28.6%	30.3%	6.6%	6.9%	17.2%	10.4%
Canale 5	44	11	33	0	0	2	23	16	2	1	8	11	10	8	5	3
	2.4%	1.2%	3.5%	0.0%	0.0%	2.0%	4.1%	3.7%	.7%	1.1%	2.1%	2.0%	3.5%	3.2%	1.8%	2.2%
	100.0%	25.1%	74.9%	0.0%	0.0%	4.8%	51.5%	37.6%	4.3%	1.8%	17.2%	24.5%	21.8%	18.8%	10.9%	6.9%
Italia 1	59	38	21	6	21	6	18	7	2	0	9	18	13	5	7	7
	3.2%	4.2%	2.3%	6.2%	6.8%	5.6%	3.3%	1.5%	.7%	0.0%	2.4%	3.3%	4.8%	1.8%	2.7%	5.3%
	100.0%	64.4%	35.6%	9.8%	34.9%	9.9%	30.7%	11.7%	3.0%	0.0%	14.9%	30.4%	22.3%	7.8%	12.2%	12.5%
Discovery Channel/s	37	25	12	4	8	4	13	6	1	1	3	8	6	3	13	3
	2.0%	2.7%	1.3%	4.1%	2.5%	4.0%	2.4%	1.4%	.4%	1.2%	.9%	1.6%	2.3%	1.3%	4.8%	2.1%
	100.0%	66.7%	33.3%	10.3%	20.9%	11.3%	35.0%	17.3%	2.9%	2.5%	9.2%	22.8%	16.7%	9.3%	34.2%	7.7%
MTV	6	1	4	0	6	0	0	0	0	0	2	2	0	1	0	0
	.3%	.1%	.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	.6%	.4%	0.0%	.4%	0.0%	0.0%
	100.0%	21.7%	78.3%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.7%	43.4%	0.0%	17.9%	0.0%	0.0%

3.4.B: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
BBC Prime/World/Ent.	13	1	12	0	1	0	6	5	1	0	3	7	0	1	1	1
	.7%	.1%	1.3%	0.0%	.4%	0.0%	1.0%	1.2%	.3%	0.0%	.8%	1.3%	0.0%	.4%	.3%	.7%
Other Station	100.0%	7.0%	93.0%	0.0%	8.4%	0.0%	44.3%	40.6%	6.7%	0.0%	22.2%	56.2%	0.0%	7.4%	6.3%	8.0%
	180	76	103	28	36	12	49	30	21	4	36	58	23	24	31	8
	9.8%	8.4%	11.1%	30.4%	11.9%	11.2%	8.9%	6.7%	8.0%	5.1%	9.8%	10.7%	8.6%	9.5%	11.6%	5.7%
No Unique TV Station	100.0%	42.5%	57.5%	15.8%	20.1%	6.5%	27.2%	16.7%	11.6%	2.1%	19.8%	32.1%	13.0%	13.6%	17.0%	4.4%
	131	65	65	8	3	4	31	43	29	13	29	47	11	16	19	10
	7.1%	7.2%	7.0%	8.2%	1.0%	3.5%	5.6%	9.6%	11.0%	17.8%	8.0%	8.6%	4.0%	6.1%	7.2%	6.9%
Do not Remember	100.0%	50.1%	49.9%	5.9%	2.3%	2.8%	23.6%	33.2%	21.9%	10.3%	22.3%	35.6%	8.3%	11.9%	14.5%	7.3%
	10	1	9	0	1	1	2	3	2	1	2	3	3	1	2	0
	.6%	.1%	1.0%	0.0%	.4%	1.0%	.4%	.7%	.7%	1.1%	.7%	.5%	.9%	.4%	.6%	0.0%
Did not watch TV	100.0%	11.6%	88.4%	0.0%	11.6%	9.5%	23.5%	31.6%	16.3%	7.6%	22.7%	28.0%	24.4%	9.5%	15.4%	0.0%
	664	332	332	24	144	50	209	138	80	19	116	198	97	94	106	53
	36.1%	36.5%	35.7%	25.7%	47.3%	47.9%	38.0%	30.6%	30.7%	25.5%	31.7%	36.5%	35.6%	36.6%	40.2%	38.2%
No Reply	100.0%	50.0%	50.0%	3.6%	21.7%	7.5%	31.5%	20.8%	12.0%	2.9%	17.4%	29.7%	14.6%	14.2%	16.0%	8.0%
	45	21	23	4	5	0	14	15	4	2	13	9	13	5	5	0
	2.4%	2.3%	2.5%	4.4%	1.6%	0.0%	2.6%	3.3%	1.6%	2.6%	3.5%	1.7%	4.8%	1.8%	2.0%	0.0%
	100.0%	47.3%	52.7%	9.3%	11.2%	0.0%	32.0%	33.6%	9.5%	4.4%	28.5%	20.2%	29.1%	10.5%	11.7%	0.0%
Total	1839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

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

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

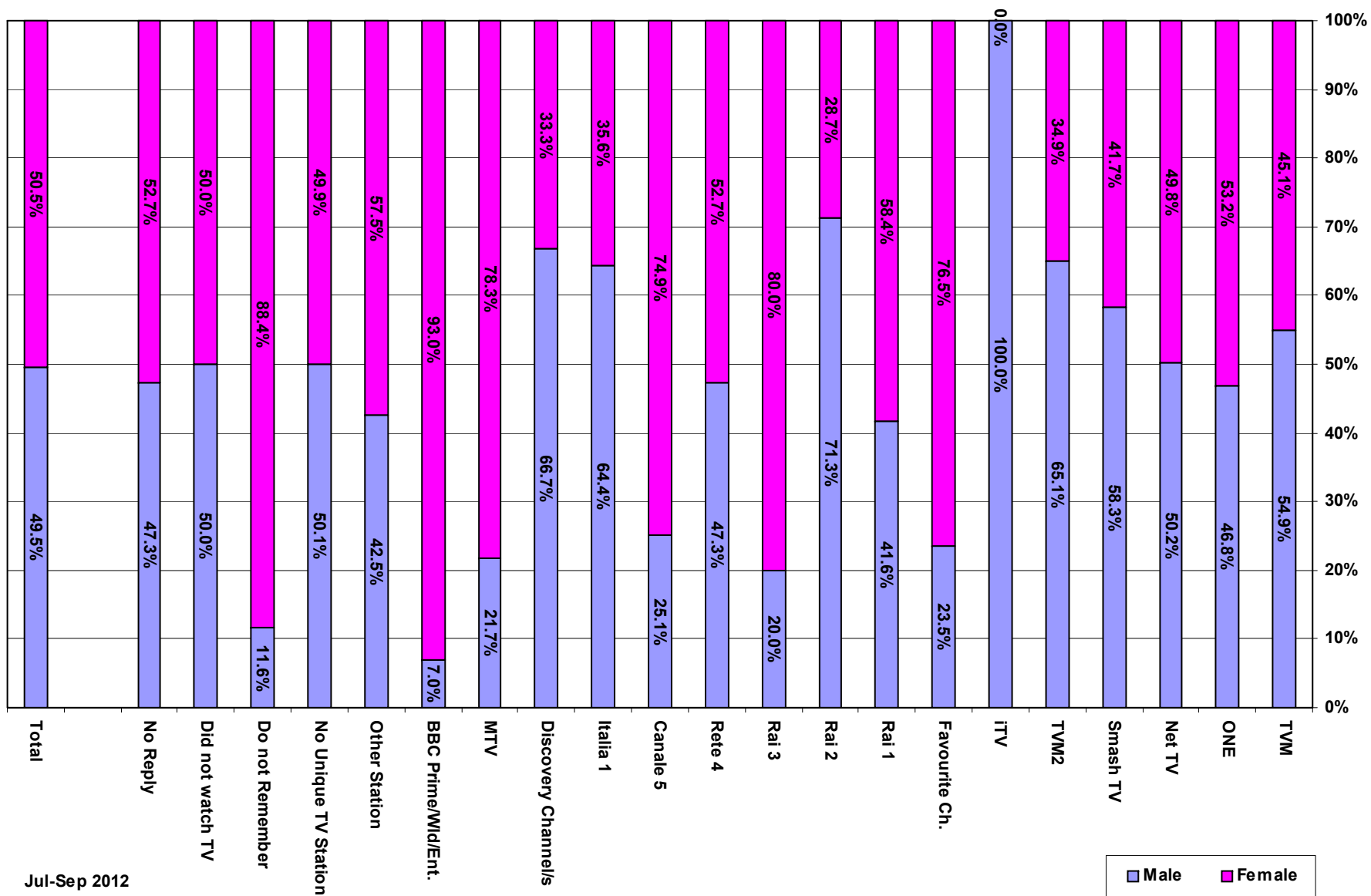


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [JUL-SEP 2012]

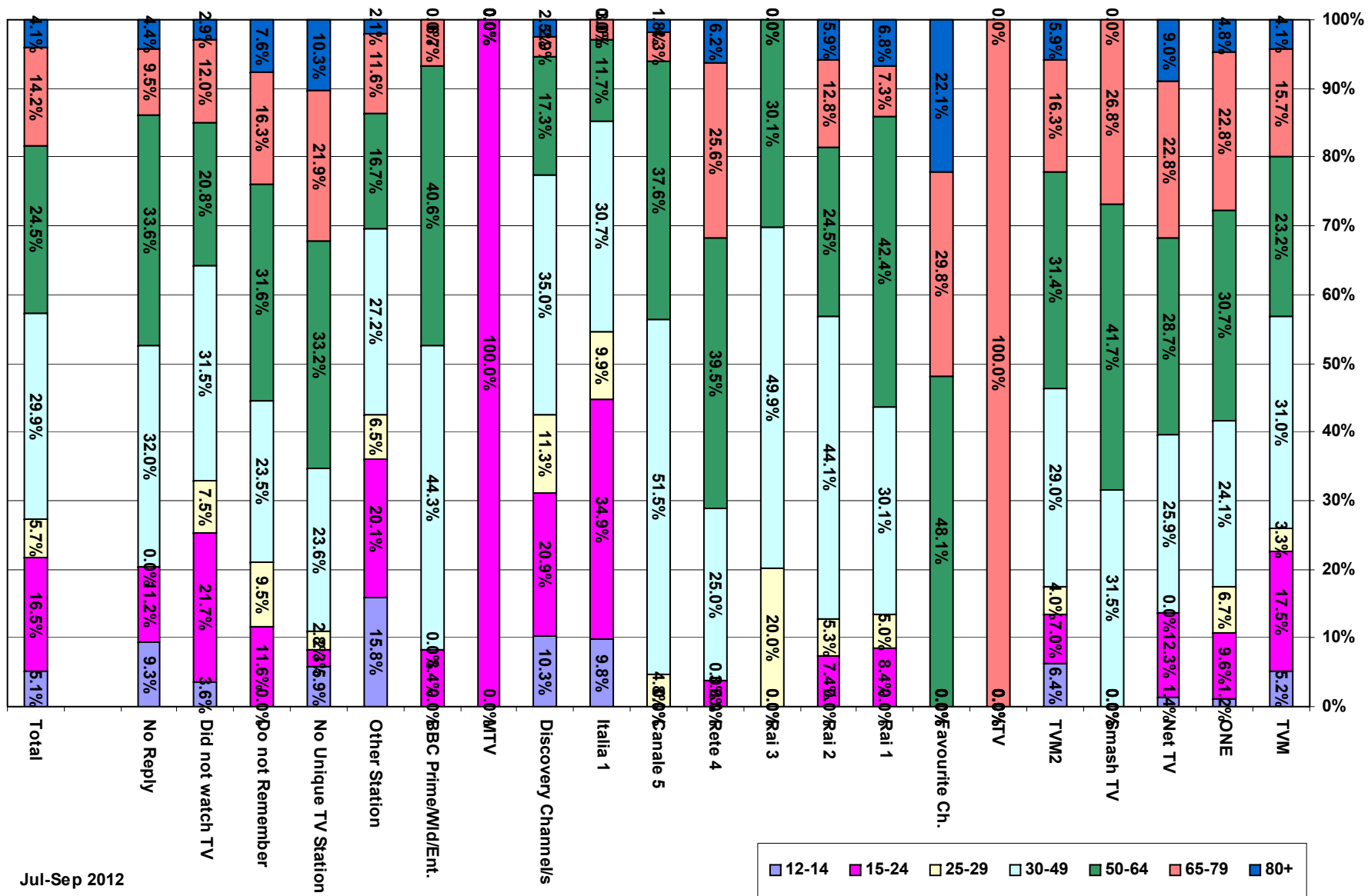


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [JUL-SEP 2012]

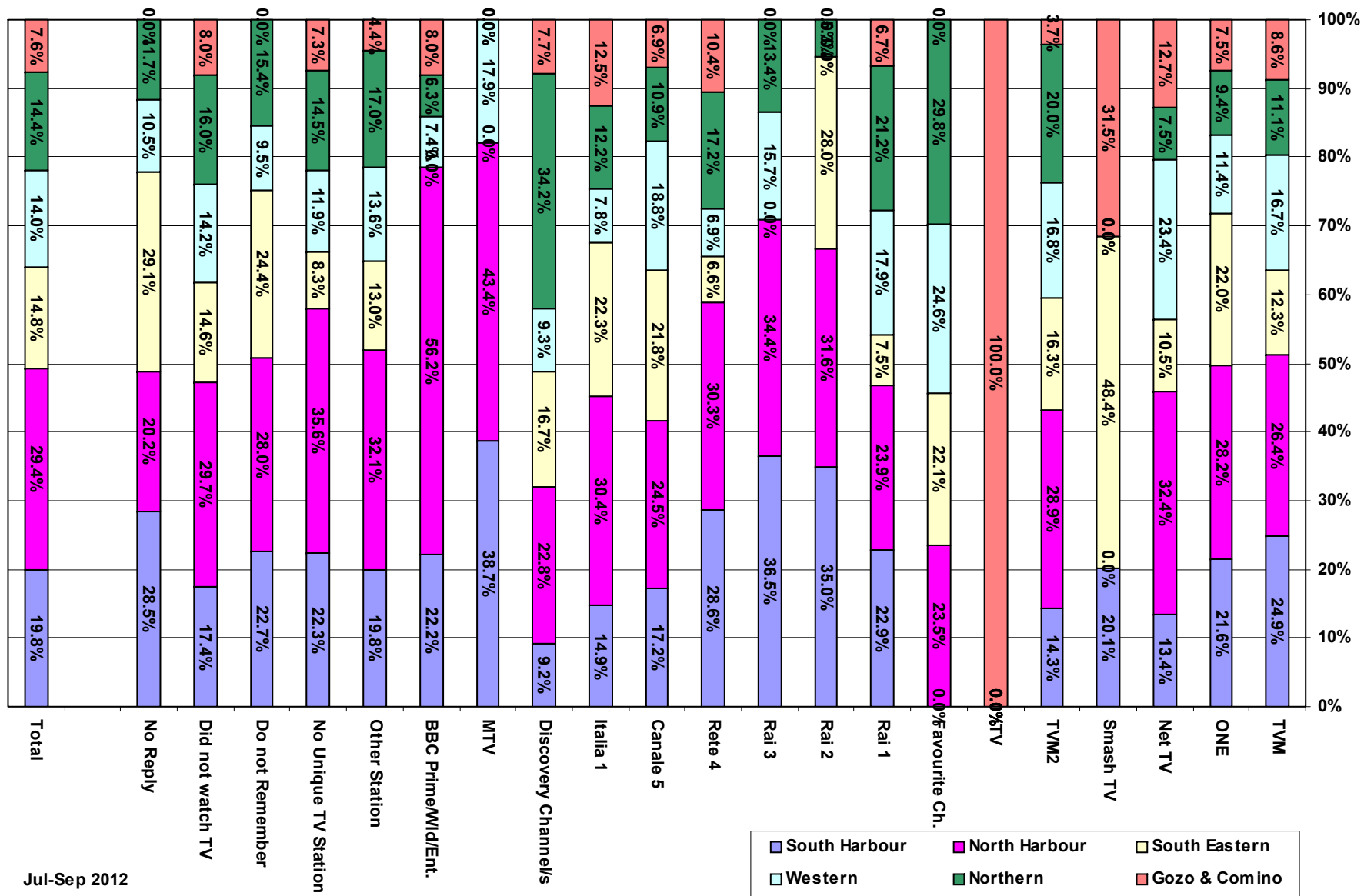


FIG. 3.4.B3: POPULATION TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2012]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
2000	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Al Jazeera	3	1	2	0	0	0	1	0	1	1	1	1	0	0	1	0
Aquida	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
AXN	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
BabyTV	2	0	2	0	0	0	2	0	0	0	1	0	1	0	0	0
Boomerang	3	2	1	1	0	2	0	0	0	0	0	0	2	1	0	0
Cartoon Network	3	3	0	1	2	0	0	0	0	0	1	0	0	0	2	0
CNN	5	2	3	0	1	0	2	0	2	0	1	1	1	1	0	1
Discovery HD Showcase	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Disney Channel	20	9	11	14	4	1	1	0	0	0	9	3	2	2	3	1
Disney Junior	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
Diva Universal	2	0	2	0	0	0	0	1	0	1	0	0	0	0	0	2
Dubai One	3	1	2	0	1	0	1	0	0	1	1	1	0	1	0	0
due nilo	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
E! Entertainment	17	1	16	5	5	0	5	2	0	0	1	3	4	5	4	0
Euronews	2	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0
Eurosport	18	11	7	0	4	0	4	6	4	0	3	4	3	1	6	1
Fine Living Network	2	0	2	0	1	0	0	1	0	0	0	1	0	1	0	0
Focus TV	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
Food Network	5	1	4	0	0	1	2	2	0	0	2	1	1	0	1	0
FOX	3	0	3	1	2	0	0	0	0	0	0	3	0	0	0	0
Fox Crime	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
Fox Life	4	1	3	0	2	0	2	0	0	0	0	2	1	0	1	0
FX Channel	2	0	2	1	0	0	0	1	0	0	2	0	0	0	0	0
GO Sports	4	3	1	0	2	0	2	0	0	0	1	3	0	0	0	0
GO Stars	5	2	3	0	0	0	4	1	0	0	1	2	0	2	0	0
GOD TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
HBC	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
History Channel	2	0	2	0	1	0	1	0	0	0	0	2	0	0	0	0
Inter Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Investigation Discovery	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Iris	3	1	2	0	0	0	0	2	1	0	1	2	0	0	0	0
La 5	3	0	3	0	1	0	2	0	0	0	0	0	0	2	1	0
Luxe TV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
MBC	2	1	1	0	0	0	2	0	0	0	1	1	0	0	0	0
Melita Movies	2	0	2	1	0	0	1	0	0	0	0	0	0	0	1	1
Melita Sports	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0

TABLE 3.6.A: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MGM	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
nahit legitto	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
National Geographic	5	4	1	0	2	1	1	1	0	0	2	2	1	0	0	0
Nickelodeon	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
On Satellite	2	0	2	0	1	0	0	1	0	0	0	2	0	0	0	0
Rai News 24	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RAI Sports	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0
Sky	3	2	1	0	0	1	0	1	1	0	0	1	0	1	1	0
Sky News	5	3	2	0	0	1	0	3	1	0	0	1	0	2	1	1
Sky Sports	2	2	0	0	0	1	0	1	0	0	1	0	0	0	0	1
Sky UK	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Sports Channel	4	4	0	0	0	0	0	1	3	0	2	1	0	0	1	0
TLC	12	1	11	3	2	1	5	1	0	0	2	6	2	2	0	0
TMC	2	1	1	0	1	1	0	0	0	0	0	1	0	1	0	0
Travel Channel	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
TV5 Monde	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Video Italia	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Zone Reality	5	2	3	0	0	0	2	1	2	0	0	2	2	0	1	0
Total	178	68	110	27	33	11	48	33	22	4	36	54	23	25	31	9

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

TABLE 3.6.B: WEIGHTED TV CHANNEL REACH – “OTHER STATION” [COUNT ONLY]: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2012]

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
2000	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Al Jazeera	3	1	2	0	0	0	1	0	1	1	1	1	0	0	1	0
Aquida	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
AXN	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
BabyTV	2	0	2	0	0	0	2	0	0	0	1	0	1	0	0	0
Boomerang	3	2	1	1	0	2	0	0	0	0	0	0	2	1	0	0
Cartoon Network	4	4	0	1	2	0	0	0	0	0	1	0	0	0	3	0
CNN	5	2	3	0	1	0	2	0	2	0	1	1	1	1	0	1
Discovery HD Showcase	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Disney Channel	21	10	11	15	5	1	1	0	0	0	10	4	2	2	3	1
Disney Junior	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
Diva Universal	1	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1
Dubai One	3	1	2	0	1	0	1	0	0	1	1	1	0	1	0	0
due nilo	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
E! Entertainment	16	1	15	5	5	0	5	2	0	0	1	3	3	5	4	0
Euronews	2	1	1	0	0	0	0	1	1	0	0	1	1	0	0	0
Eurosport	18	12	6	0	4	0	4	6	4	0	2	5	3	1	6	1
Fine Living Network	2	0	2	0	1	0	0	1	0	0	0	1	0	1	0	0
Focus TV	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
Food Network	5	1	4	0	0	1	2	2	0	0	2	1	1	0	1	0
FOX	4	0	4	1	2	0	0	0	0	0	0	4	0	0	0	0
Fox Crime	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
Fox Life	4	1	3	0	2	0	2	0	0	0	0	2	1	0	1	0
FX Channel	2	0	2	1	0	0	0	1	0	0	2	0	0	0	0	0
GO Sports	5	4	1	0	2	0	2	0	0	0	1	3	0	0	0	0
GO Stars	5	3	3	0	0	0	4	1	0	0	1	2	0	2	0	0
GOD TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
HBC	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
History Channel	2	0	2	0	1	0	1	0	0	0	0	2	0	0	0	0
Inter Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Investigation Discovery	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Iris	3	1	2	0	0	0	0	2	1	0	1	2	0	0	0	0
La 5	3	0	3	0	1	0	2	0	0	0	0	0	0	2	1	0
Luxe TV	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
MBC	2	1	1	0	0	0	2	0	0	0	1	1	0	0	0	0
Melita Movies	2	0	2	1	0	0	1	0	0	0	0	0	0	0	1	1
Melita Sports	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	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
MGM	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
nahit legitto	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
National Geographic	6	5	1	0	2	1	2	1	0	0	2	2	2	0	0	0
Nickelodeon	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
On Satellite	2	0	2	0	1	0	0	1	0	0	0	2	0	0	0	0
Rai News 24	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RAI Sports	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0
Sky	3	2	1	0	0	1	0	1	1	0	0	1	0	1	1	0
Sky News	5	3	2	0	0	1	0	3	1	0	0	1	0	2	1	1
Sky Sports	2	2	0	0	0	1	0	1	0	0	1	0	0	0	0	1
Sky UK	2	2	0	0	0	0	2	0	0	0	0	0	2	0	0	0
Sports Channel	4	4	0	0	0	0	0	1	3	0	2	1	0	0	1	0
TLC	12	1	11	3	2	1	5	1	0	0	2	6	2	2	0	0
TMC	2	1	1	0	1	1	0	0	0	0	0	1	0	1	0	0
Travel Channel	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
TV5 Monde	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Video Italia	2	2	0	0	0	0	2	0	0	0	0	0	2	0	0	0
MGM	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Total	180	76	103	28	36	12	49	30	21	4	36	58	23	24	31	8

[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 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Availability of AM/FM Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	1540	690	850	63	228	83	409	423	257	77	314	438	237	215	212	124	
	83.7%	84.2%	83.3%	72.4%	80.9%	84.7%	80.0%	86.2%	89.5%	92.8%	82.8%	82.2%	87.1%	84.0%	84.5%	83.8%	
	100.0%	44.8%	55.2%	4.1%	14.8%	5.4%	26.6%	27.5%	16.7%	5.0%	20.4%	28.4%	15.4%	14.0%	13.8%	8.1%	
No	299	129	170	24	54	15	102	68	30	6	65	95	35	41	39	24	
	16.3%	15.8%	16.7%	27.6%	19.1%	15.3%	20.0%	13.8%	10.5%	7.2%	17.2%	17.8%	12.9%	16.0%	15.5%	16.2%	
	100.0%	43.1%	56.9%	8.0%	18.1%	5.0%	34.1%	22.7%	10.0%	2.0%	21.7%	31.8%	11.7%	13.7%	13.0%	8.0%	
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	
Availability of Digital Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	214	86	128	15	49	11	61	52	23	3	48	56	28	26	37	19	
	11.6%	10.5%	12.5%	17.2%	17.4%	11.2%	11.9%	10.6%	8.0%	3.6%	12.7%	10.5%	10.3%	10.2%	14.7%	12.8%	
	100.0%	40.2%	59.8%	7.0%	22.9%	5.1%	28.5%	24.3%	10.7%	1.4%	22.4%	26.2%	13.1%	12.1%	17.3%	8.9%	
No	1625	733	892	72	233	87	450	439	264	80	331	477	244	230	214	129	
	88.4%	89.5%	87.5%	82.8%	82.6%	88.8%	88.1%	89.4%	92.0%	96.4%	87.3%	89.5%	89.7%	89.8%	85.3%	87.2%	
	100.0%	45.1%	54.9%	4.4%	14.3%	5.4%	27.7%	27.0%	16.2%	4.9%	20.4%	29.4%	15.0%	14.2%	13.2%	7.9%	
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	
Availability of Other Radio system/s at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	304	140	164	27	97	29	101	44	6	0	61	93	41	43	48	18	
	16.5%	17.1%	16.1%	31.0%	34.4%	29.6%	19.8%	9.0%	2.1%	0.0%	16.1%	17.4%	15.1%	16.8%	19.1%	12.2%	
	100.0%	46.1%	53.9%	8.9%	31.9%	9.5%	33.2%	14.5%	2.0%	0.0%	20.1%	30.6%	13.5%	14.1%	15.8%	5.9%	
No	1535	679	856	60	185	69	410	447	281	83	318	440	231	213	203	130	
	83.5%	82.9%	83.9%	69.0%	65.6%	70.4%	80.2%	91.0%	97.9%	100.0%	83.9%	82.6%	84.9%	83.2%	80.9%	87.8%	
	100.0%	44.2%	55.8%	3.9%	12.1%	4.5%	26.7%	29.1%	18.3%	5.4%	20.7%	28.7%	15.0%	13.9%	13.2%	8.5%	
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	

TABLE 4.1.A: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
No Radio available at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	160	74	86	12	25	6	68	30	13	6	27	63	14	23	20	13	
	8.7%	9.0%	8.4%	13.8%	8.9%	6.1%	13.3%	6.1%	4.5%	7.2%	7.1%	11.8%	5.1%	9.0%	8.0%	8.8%	
	100.0%	46.3%	53.8%	7.5%	15.6%	3.8%	42.5%	18.8%	8.1%	3.8%	16.9%	39.4%	8.8%	14.4%	12.5%	8.1%	
No	1679	745	934	75	257	92	443	461	274	77	352	470	258	233	231	135	
	91.3%	91.0%	91.6%	86.2%	91.1%	93.9%	86.7%	93.9%	95.5%	92.8%	92.9%	88.2%	94.9%	91.0%	92.0%	91.2%	
	100.0%	44.4%	55.6%	4.5%	15.3%	5.5%	26.4%	27.5%	16.3%	4.6%	21.0%	28.0%	15.4%	13.9%	13.8%	8.0%	
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of AM/FM Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	1,538	764	774	68	245	89	442	389	234	70	300	440	236	218	227	117
	83.6%	83.9%	83.3%	72.7%	80.7%	85.7%	80.3%	86.3%	89.8%	92.6%	82.2%	81.4%	86.6%	84.7%	85.8%	83.9%
	100.0%	49.7%	50.3%	4.4%	16.0%	5.8%	28.7%	25.3%	15.2%	4.5%	19.5%	28.6%	15.4%	14.2%	14.7%	7.6%
No	301	146	155	25	59	15	108	62	27	6	65	101	37	39	38	22
	16.4%	16.1%	16.7%	27.3%	19.3%	14.3%	19.7%	13.7%	10.2%	7.4%	17.8%	18.6%	13.4%	15.3%	14.2%	16.1%
	100.0%	48.5%	51.5%	8.4%	19.5%	5.0%	35.9%	20.5%	8.8%	1.9%	21.5%	33.4%	12.1%	13.1%	12.5%	7.5%
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Digital Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	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	212	96	116	16	53	11	63	47	20	3	47	58	29	26	35	18
	11.5%	10.5%	12.5%	17.0%	17.3%	10.3%	11.4%	10.5%	7.7%	3.5%	12.9%	10.7%	10.6%	9.9%	13.3%	12.7%
	100.0%	45.2%	54.8%	7.5%	24.8%	5.1%	29.6%	22.3%	9.5%	1.2%	22.2%	27.3%	13.6%	12.1%	16.5%	8.3%
No	1,627	814	813	78	251	94	487	404	240	73	317	483	244	232	229	122
	88.5%	89.5%	87.5%	83.0%	82.7%	89.7%	88.6%	89.5%	92.3%	96.5%	87.1%	89.3%	89.4%	90.1%	86.7%	87.3%
	100.0%	50.0%	50.0%	4.8%	15.5%	5.8%	29.9%	24.8%	14.8%	4.5%	19.5%	29.7%	15.0%	14.3%	14.1%	7.5%
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	320	163	157	29	105	31	108	41	6	0	64	101	43	43	51	18
	17.4%	17.9%	16.9%	31.1%	34.5%	29.7%	19.7%	9.1%	2.2%	0.0%	17.7%	18.7%	15.7%	16.7%	19.2%	13.1%
	100.0%	50.9%	49.1%	9.1%	32.8%	9.7%	33.9%	12.8%	1.8%	0.0%	20.1%	31.6%	13.3%	13.4%	15.8%	5.7%
No	1,519	747	772	64	199	73	441	410	255	76	300	440	230	215	214	121
	82.6%	82.1%	83.1%	68.9%	65.5%	70.3%	80.3%	90.9%	97.8%	100.0%	82.3%	81.3%	84.3%	83.3%	80.8%	86.9%
	100.0%	49.2%	50.8%	4.2%	13.1%	4.8%	29.1%	27.0%	16.8%	5.0%	19.7%	28.9%	15.1%	14.1%	14.1%	8.0%
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

TABLE 4.1.B: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
No Radio available at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	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	164	85	79	13	28	6	72	28	12	6	28	67	15	21	20	13	
	8.9%	9.3%	8.5%	14.1%	9.1%	5.6%	13.0%	6.2%	4.6%	7.4%	7.6%	12.4%	5.5%	8.2%	7.5%	9.5%	
	100.0%	51.6%	48.4%	8.0%	16.9%	3.6%	43.8%	17.0%	7.3%	3.4%	16.8%	41.0%	9.1%	13.0%	12.1%	8.1%	
No	1,675	825	850	80	276	99	478	423	249	70	337	474	258	236	245	126	
	91.1%	90.7%	91.5%	85.9%	90.9%	94.4%	87.0%	93.8%	95.4%	92.6%	92.4%	87.6%	94.5%	91.8%	92.5%	90.5%	
	100.0%	49.3%	50.7%	4.8%	16.5%	5.9%	28.5%	25.3%	14.8%	4.2%	20.1%	28.3%	15.4%	14.1%	14.6%	7.5%	
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

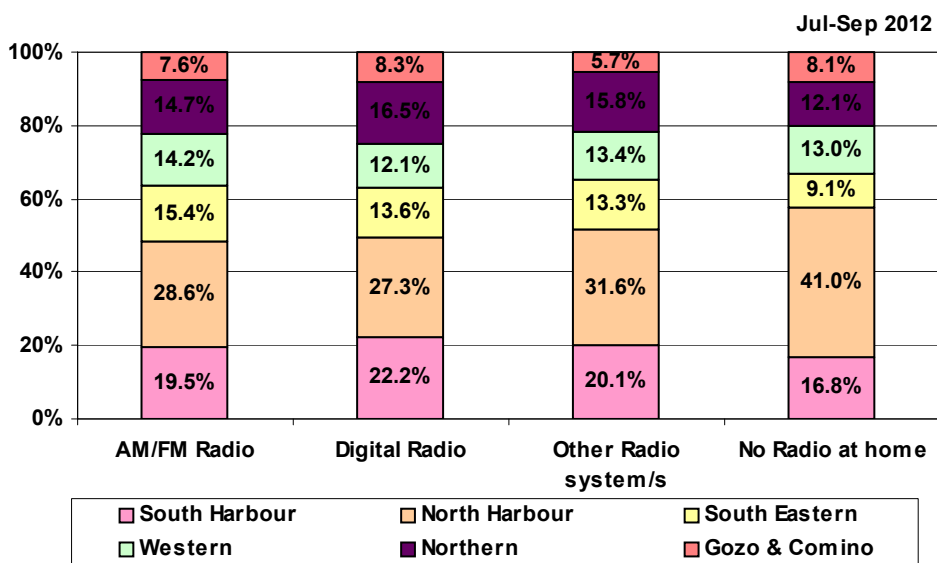
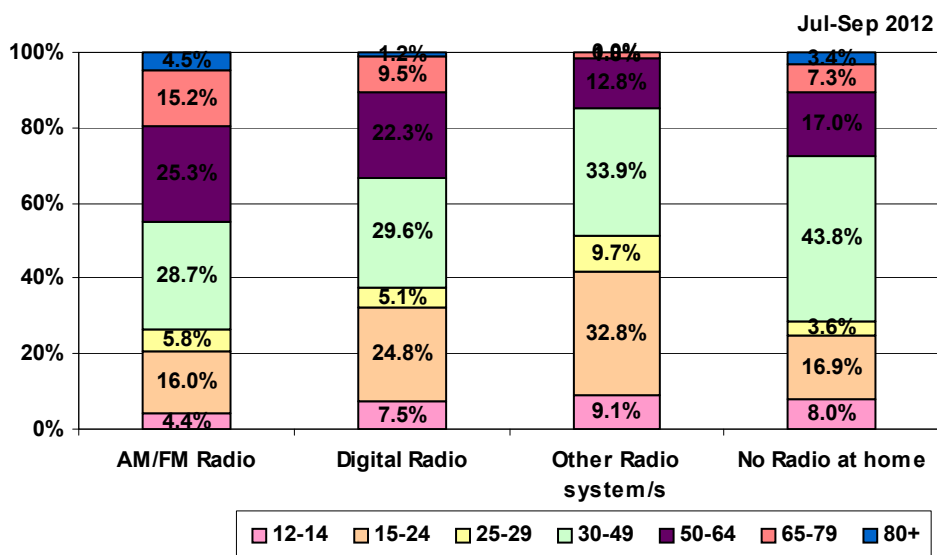
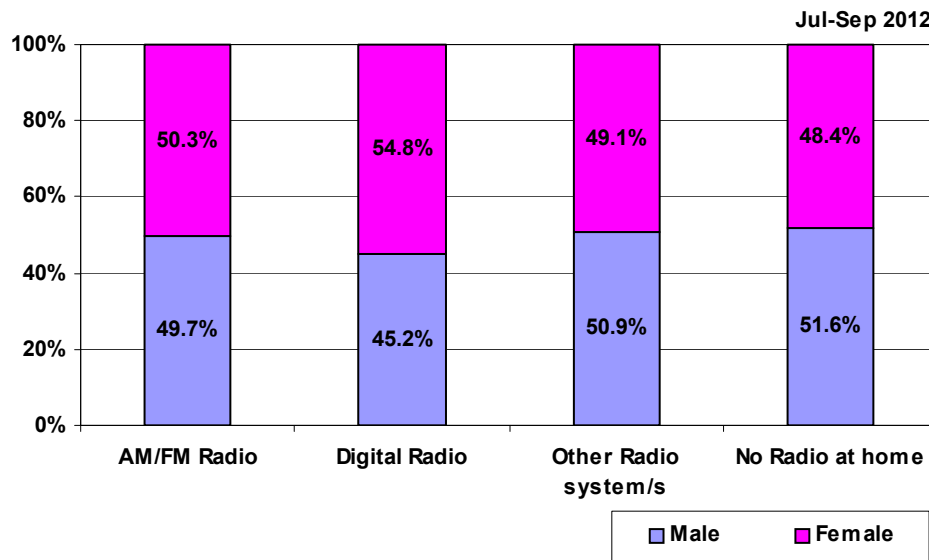


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2012]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) system installed at home																
Yes	308	149	159	10	51	15	91	69	59	13	69	80	53	38	46	22
	16.7%	18.2%	15.6%	11.5%	18.1%	15.3%	17.8%	14.1%	20.6%	15.7%	18.2%	15.0%	19.5%	14.8%	18.3%	14.9%
	100.0%	48.4%	51.6%	3.2%	16.6%	4.9%	29.5%	22.4%	19.2%	4.2%	22.4%	26.0%	17.2%	12.3%	14.9%	7.1%
No	1,531	670	861	77	231	83	420	422	228	70	310	453	219	218	205	126
	83.3%	81.8%	84.4%	88.5%	81.9%	84.7%	82.2%	85.9%	79.4%	84.3%	81.8%	85.0%	80.5%	85.2%	81.7%	85.1%
	100.0%	43.8%	56.2%	5.0%	15.1%	5.4%	27.4%	27.6%	14.9%	4.6%	20.2%	29.6%	14.3%	14.2%	13.4%	8.2%
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%
Melita system installed at home																
Yes	960	439	521	44	129	54	242	268	173	50	193	313	133	132	120	69
	52.2%	53.6%	51.1%	50.6%	45.7%	55.1%	47.4%	54.6%	60.3%	60.2%	50.9%	58.7%	48.9%	51.6%	47.8%	46.6%
	100.0%	45.7%	54.3%	4.6%	13.4%	5.6%	25.2%	27.9%	18.0%	5.2%	20.1%	32.6%	13.9%	13.8%	12.5%	7.2%
No	879	380	499	43	153	44	269	223	114	33	186	220	139	124	131	79
	47.8%	46.4%	48.9%	49.4%	54.3%	44.9%	52.6%	45.4%	39.7%	39.8%	49.1%	41.3%	51.1%	48.4%	52.2%	53.4%
	100.0%	43.2%	56.8%	4.9%	17.4%	5.0%	30.6%	25.4%	13.0%	3.8%	21.2%	25.0%	15.8%	14.1%	14.9%	9.0%
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%
GO system installed at home																
Yes	802	346	456	43	135	42	237	207	111	27	169	213	113	120	116	71
	43.6%	42.2%	44.7%	49.4%	47.9%	42.9%	46.4%	42.2%	38.7%	32.5%	44.6%	40.0%	41.5%	46.9%	46.2%	48.0%
	100.0%	43.1%	56.9%	5.4%	16.8%	5.2%	29.6%	25.8%	13.8%	3.4%	21.1%	26.6%	14.1%	15.0%	14.5%	8.9%
No	1,037	473	564	44	147	56	274	284	176	56	210	320	159	136	135	77
	56.4%	57.8%	55.3%	50.6%	52.1%	57.1%	53.6%	57.8%	61.3%	67.5%	55.4%	60.0%	58.5%	53.1%	53.8%	52.0%
	100.0%	45.6%	54.4%	4.2%	14.2%	5.4%	26.4%	27.4%	17.0%	5.4%	20.3%	30.9%	15.3%	13.1%	13.0%	7.4%
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%
Satellite system installed at home																
Yes	340	168	172	22	55	14	98	100	45	6	62	100	63	44	52	19
	18.5%	20.5%	16.9%	25.3%	19.5%	14.3%	19.2%	20.4%	15.7%	7.2%	16.4%	18.8%	23.2%	17.2%	20.7%	12.8%
	100.0%	49.4%	50.6%	6.5%	16.2%	4.1%	28.8%	29.4%	13.2%	1.8%	18.2%	29.4%	18.5%	12.9%	15.3%	5.6%
No	1,499	651	848	65	227	84	413	391	242	77	317	433	209	212	199	129
	81.5%	79.5%	83.1%	74.7%	80.5%	85.7%	80.8%	79.6%	84.3%	92.8%	83.6%	81.2%	76.8%	82.8%	79.3%	87.2%
	100.0%	43.4%	56.6%	4.3%	15.1%	5.6%	27.6%	26.1%	16.1%	5.1%	21.1%	28.9%	13.9%	14.1%	13.3%	8.6%
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

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	301	157	144	26	84	23	89	57	21	1	60	102	45	37	36	21	
	16.4%	19.2%	14.1%	29.9%	29.8%	23.5%	17.4%	11.6%	7.3%	1.2%	15.8%	19.1%	16.5%	14.5%	14.3%	14.2%	
	100.0%	52.2%	47.8%	8.6%	27.9%	7.6%	29.6%	18.9%	7.0%	0.3%	19.9%	33.9%	15.0%	12.3%	12.0%	7.0%	
No	1,538	662	876	61	198	75	422	434	266	82	319	431	227	219	215	127	
	83.6%	80.8%	85.9%	70.1%	70.2%	76.5%	82.6%	88.4%	92.7%	98.8%	84.2%	80.9%	83.5%	85.5%	85.7%	85.8%	
	100.0%	43.0%	57.0%	4.0%	12.9%	4.9%	27.4%	28.2%	17.3%	5.3%	20.7%	28.0%	14.8%	14.2%	14.0%	8.3%	
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	
Other TV system installed at home																	
Yes	11	3	8	0	1	2	0	4	4	0	1	4	4	1	1	0	
	0.6%	0.4%	0.8%	0.0%	0.4%	2.0%	0.0%	0.8%	1.4%	0.0%	0.3%	0.8%	1.5%	0.4%	0.4%	0.0%	
	100.0%	27.3%	72.7%	0.0%	9.1%	18.2%	0.0%	36.4%	36.4%	0.0%	9.1%	36.4%	36.4%	9.1%	9.1%	0.0%	
No	1,828	816	1,012	87	281	96	511	487	283	83	378	529	268	255	250	148	
	99.4%	99.6%	99.2%	100.0%	99.6%	98.0%	100.0%	99.2%	98.6%	100.0%	99.7%	99.2%	98.5%	99.6%	99.6%	100.0%	
	100.0%	44.6%	55.4%	4.8%	15.4%	5.3%	28.0%	26.6%	15.5%	4.5%	20.7%	28.9%	14.7%	13.9%	13.7%	8.1%	
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	
No TV at home																	
Yes	6	3	3	0	1	1	1	1	1	1	0	3	1	1	1	0	
	0.3%	0.4%	0.3%	0.0%	0.4%	1.0%	0.2%	0.2%	0.3%	1.2%	0.0%	0.6%	0.4%	0.4%	0.4%	0.0%	
	100.0%	50.0%	50.0%	0.0%	16.7%	16.7%	16.7%	16.7%	16.7%	16.7%	0.0%	50.0%	16.7%	16.7%	16.7%	0.0%	
No	1,833	816	1,017	87	281	97	510	490	286	82	379	530	271	255	250	148	
	99.7%	99.6%	99.7%	100.0%	99.6%	99.0%	99.8%	99.8%	99.7%	98.8%	100.0%	99.4%	99.6%	99.6%	99.6%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.7%	28.9%	14.8%	13.9%	13.6%	8.1%	
Total	1,839	819	1,020	87	282	98	511	491	287	83	379	533	272	256	251	148	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%	

[Count / Column % / Row %]

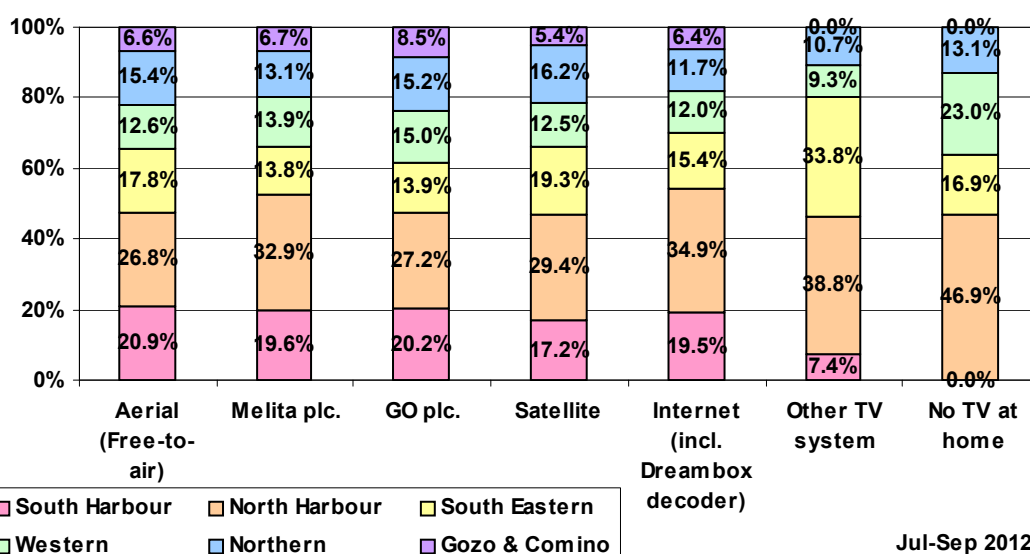
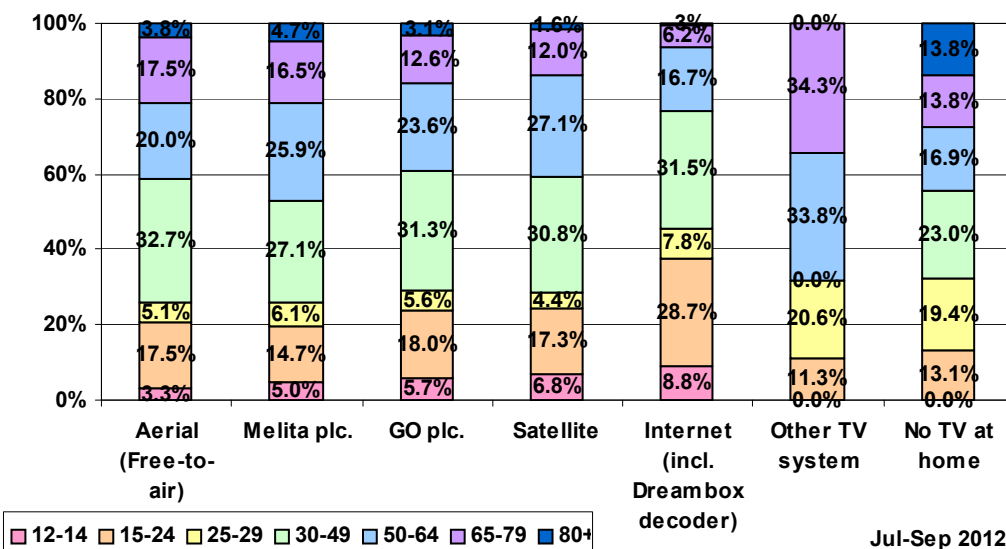
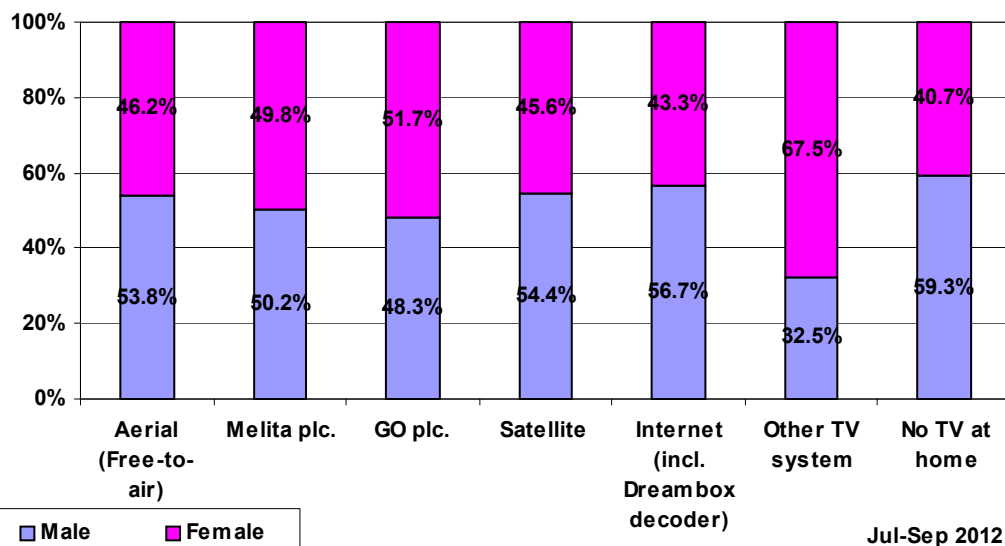
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2012]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Aerial (Free-to-air) system installed at home																	
Yes	312	168	144	10	55	16	102	62	55	12	65	84	55	39	48	21	
	17.0%	18.4%	15.5%	11.0%	18.0%	15.3%	18.6%	13.8%	21.0%	15.5%	17.9%	15.4%	20.3%	15.2%	18.2%	14.7%	
	100.0%	53.8%	46.2%	3.3%	17.5%	5.1%	32.7%	20.0%	17.5%	3.8%	20.9%	26.8%	17.8%	12.6%	15.4%	6.6%	
	1,527	742	785	83	249	88	448	389	206	64	299	457	217	218	216	119	
No	83.0%	81.6%	84.5%	89.0%	82.0%	84.7%	81.4%	86.2%	79.0%	84.5%	82.1%	84.6%	79.7%	84.8%	81.8%	85.3%	
	100.0%	48.6%	51.4%	5.4%	16.3%	5.8%	29.3%	25.5%	13.5%	4.2%	19.6%	29.9%	14.2%	14.3%	14.2%	7.8%	
	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	
Total	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	Melita system installed at home																
	Yes	951	477	474	47	140	58	258	246	157	45	186	313	131	132	125	63
		51.7%	52.5%	51.0%	50.8%	46.1%	55.5%	46.9%	54.5%	60.3%	59.4%	51.2%	57.9%	48.2%	51.3%	47.3%	45.5%
100.0%		50.2%	49.8%	5.0%	14.7%	6.1%	27.1%	25.9%	16.5%	4.7%	19.6%	32.9%	13.8%	13.9%	13.1%	6.7%	
888		432	455	46	164	47	292	205	103	31	178	228	141	126	139	76	
No	48.3%	47.5%	49.0%	49.2%	53.9%	44.5%	53.1%	45.5%	39.7%	40.6%	48.8%	42.1%	51.8%	48.7%	52.7%	54.5%	
	100.0%	48.7%	51.3%	5.2%	18.5%	5.2%	32.9%	23.1%	11.7%	3.5%	20.0%	25.6%	15.9%	14.1%	15.7%	8.6%	
	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	
Total	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	GO system installed at home																
	Yes	805	389	416	46	145	45	252	190	101	25	162	219	112	120	123	68
		43.8%	42.8%	44.8%	49.1%	47.7%	42.9%	45.9%	42.2%	38.9%	33.4%	44.6%	40.6%	41.1%	46.8%	46.4%	48.9%
100.0%		48.3%	51.7%	5.7%	18.0%	5.6%	31.3%	23.6%	12.6%	3.1%	20.2%	27.2%	13.9%	15.0%	15.2%	8.5%	
1,034		521	513	48	159	60	297	261	159	50	202	322	161	137	142	71	
No	56.2%	57.2%	55.2%	50.9%	52.3%	57.1%	54.1%	57.8%	61.1%	66.6%	55.4%	59.4%	58.9%	53.2%	53.6%	51.1%	
	100.0%	50.4%	49.6%	4.6%	15.4%	5.8%	28.8%	25.2%	15.4%	4.9%	19.5%	31.1%	15.5%	13.3%	13.7%	6.9%	
	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	
Total	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	Satellite system installed at home																
	Yes	345	188	157	23	60	15	106	94	41	5	59	101	66	43	56	18
		18.7%	20.6%	16.9%	25.2%	19.6%	14.6%	19.3%	20.7%	15.8%	7.1%	16.3%	18.7%	24.4%	16.8%	21.2%	13.3%
100.0%		54.4%	45.6%	6.8%	17.3%	4.4%	30.8%	27.1%	12.0%	1.6%	17.2%	29.4%	19.3%	12.5%	16.2%	5.4%	
1,494		722	772	70	245	89	444	358	219	70	305	439	206	214	208	121	
No	81.3%	79.4%	83.1%	74.8%	80.4%	85.4%	80.7%	79.3%	84.2%	92.9%	83.7%	81.3%	75.6%	83.2%	78.8%	86.7%	
	100.0%	48.3%	51.7%	4.7%	16.4%	6.0%	29.7%	23.9%	14.7%	4.7%	20.4%	29.4%	13.8%	14.3%	13.9%	8.1%	
	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	
Total	100.0%	49.5%	50.5%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

TABLE 4.3.B: CONT /...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Internet [including Dreambox decoder] system installed at home																	
Yes	320	181	138	28	92	25	101	53	20	1	62	112	49	38	37	21	
	17.4%	19.9%	14.9%	30.0%	30.1%	23.9%	18.3%	11.8%	7.7%	1.2%	17.1%	20.6%	18.1%	14.9%	14.2%	14.8%	
	100.0%	56.7%	43.3%	8.8%	28.7%	7.8%	31.5%	16.7%	6.2%	0.3%	19.5%	34.9%	15.4%	12.0%	11.7%	6.4%	
No	1,519	729	791	65	212	79	449	398	241	75	302	429	223	219	227	119	
	82.6%	80.1%	85.1%	70.0%	69.9%	76.1%	81.7%	88.2%	92.3%	98.8%	82.9%	79.4%	81.9%	85.1%	85.8%	85.2%	
	100.0%	48.0%	52.0%	4.3%	14.0%	5.2%	29.6%	26.2%	15.8%	4.9%	19.9%	28.3%	14.7%	14.4%	14.9%	7.8%	
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Other TV system installed at home																	
Yes	11	3	7	0	1	2	0	4	4	0	1	4	4	1	1	0	
	0.6%	0.4%	0.8%	0.0%	0.4%	2.1%	0.0%	0.8%	1.4%	0.0%	0.2%	0.8%	1.3%	0.4%	0.4%	0.0%	
	100.0%	32.5%	67.5%	0.0%	11.3%	20.6%	0.0%	33.8%	34.3%	0.0%	7.4%	38.8%	33.8%	9.3%	10.7%	0.0%	
No	1,828	906	922	93	303	102	550	448	257	76	363	537	269	257	263	139	
	99.4%	99.6%	99.2%	100.0%	99.6%	97.9%	100.0%	99.2%	98.6%	100.0%	99.8%	99.2%	98.7%	99.6%	99.6%	100.0%	
	100.0%	49.6%	50.4%	5.1%	16.6%	5.6%	30.1%	24.5%	14.0%	4.1%	19.9%	29.4%	14.7%	14.0%	14.4%	7.6%	
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
No TV at home																	
Yes	6	4	3	0	1	1	1	1	1	1	0	3	1	1	1	0	
	0.3%	0.4%	0.3%	0.0%	0.3%	1.2%	0.3%	0.2%	0.3%	1.1%	0.0%	0.5%	0.4%	0.6%	0.3%	0.0%	
	100.0%	59.3%	40.7%	0.0%	13.1%	19.4%	23.0%	16.9%	13.8%	13.8%	0.0%	46.9%	16.9%	23.0%	13.1%	0.0%	
No	1,833	906	927	93	303	103	548	450	260	75	364	538	272	256	264	139	
	99.7%	99.6%	99.7%	100.0%	99.7%	98.8%	99.7%	99.8%	99.7%	98.9%	100.0%	99.5%	99.6%	99.4%	99.7%	100.0%	
	100.0%	49.4%	50.6%	5.1%	16.5%	5.6%	29.9%	24.6%	14.2%	4.1%	19.9%	29.3%	14.8%	14.0%	14.4%	7.6%	
Total	1,839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

[Count / Column % / Row %]



FIGURES 4.3.B: WEIGHTED TV RECEPTION SYSTEMS: BY GENDER, AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2012]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1700	785	915	73	269	96	488	448	253	73	352	485	254	240	232	137
	92.4%	95.8%	89.7%	83.9%	95.4%	98.0%	95.5%	91.2%	88.2%	88.0%	92.9%	91.0%	93.4%	93.8%	92.4%	92.6%
	100.0%	46.2%	53.8%	4.3%	15.8%	5.6%	28.7%	26.4%	14.9%	4.3%	20.7%	28.5%	14.9%	14.1%	13.6%	8.1%
TVM	35	6	29	3	3	0	4	9	11	5	7	8	9	7	2	2
	1.9%	.7%	2.8%	3.4%	1.1%	0.0%	.8%	1.8%	3.8%	6.0%	1.8%	1.5%	3.3%	2.7%	.8%	1.4%
	100.0%	17.1%	82.9%	8.6%	8.6%	0.0%	11.4%	25.7%	31.4%	14.3%	20.0%	22.9%	25.7%	20.0%	5.7%	5.7%
ONE	27	5	22	1	3	1	1	12	7	2	5	9	4	2	4	3
	1.5%	.6%	2.2%	1.1%	1.1%	1.0%	.2%	2.4%	2.4%	2.4%	1.3%	1.7%	1.5%	.8%	1.6%	2.0%
	100.0%	18.5%	81.5%	3.7%	11.1%	3.7%	3.7%	44.4%	25.9%	7.4%	18.5%	33.3%	14.8%	7.4%	14.8%	11.1%
Net TV	28	9	19	4	4	0	8	3	7	2	3	12	1	2	6	4
	1.5%	1.1%	1.9%	4.6%	1.4%	0.0%	1.6%	.6%	2.4%	2.4%	8%	2.3%	.4%	.8%	2.4%	2.7%
	100.0%	32.1%	67.9%	14.3%	14.3%	0.0%	28.6%	10.7%	25.0%	7.1%	10.7%	42.9%	3.6%	7.1%	21.4%	14.3%
Smash TV	21	4	17	3	1	0	4	8	4	1	8	5	3	3	1	1
	1.1%	.5%	1.7%	3.4%	.4%	0.0%	.8%	1.6%	1.4%	1.2%	2.1%	.9%	1.1%	1.2%	.4%	.7%
	100.0%	19.0%	81.0%	14.3%	4.8%	0.0%	19.0%	38.1%	19.0%	4.8%	38.1%	23.8%	14.3%	14.3%	4.8%	4.8%
TVM2	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
iTV	4	2	2	0	0	1	0	3	0	0	0	3	0	0	1	0
	.2%	.2%	.2%	0.0%	0.0%	1.0%	0.0%	.6%	0.0%	0.0%	0.0%	.6%	0.0%	0.0%	.4%	0.0%
	100.0%	50.0%	50.0%	0.0%	0.0%	25.0%	0.0%	75.0%	0.0%	0.0%	0.0%	75.0%	0.0%	0.0%	25.0%	0.0%
Favourite TV	9	3	6	2	1	0	3	2	1	0	3	2	0	0	3	1
	.5%	.4%	.6%	2.3%	.4%	0.0%	.6%	.4%	.3%	0.0%	8%	.4%	0.0%	0.0%	1.2%	.7%
	100.0%	33.3%	66.7%	22.2%	11.1%	0.0%	33.3%	22.2%	11.1%	0.0%	33.3%	22.2%	0.0%	0.0%	33.3%	11.1%
Other Station	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Do not know	12	3	9	1	0	0	1	6	4	0	1	6	1	2	2	0
	.7%	.4%	.9%	1.1%	0.0%	0.0%	.2%	1.2%	1.4%	0.0%	.3%	1.1%	.4%	.8%	.8%	0.0%
	100.0%	25.0%	75.0%	8.3%	0.0%	0.0%	8.3%	50.0%	33.3%	0.0%	8.3%	50.0%	8.3%	16.7%	16.7%	0.0%
Total	1839	819	1020	87	282	98	511	491	287	83	379	533	272	256	251	148
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.5%	55.5%	4.7%	15.3%	5.3%	27.8%	26.7%	15.6%	4.5%	20.6%	29.0%	14.8%	13.9%	13.6%	8.0%

[Count / Column % / Row %]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1708	874	835	79	291	103	527	413	230	66	339	495	257	242	244	130
	92.9%	96.0%	89.8%	84.1%	95.6%	98.2%	95.8%	91.5%	88.4%	87.9%	93.1%	91.6%	94.3%	94.0%	92.5%	93.6%
	100.0%	51.1%	48.9%	4.6%	17.0%	6.0%	30.8%	24.2%	13.5%	3.9%	19.8%	29.0%	15.0%	14.2%	14.3%	7.6%
TVM	33	6	26	3	3	0	4	8	10	5	7	7	8	7	2	2
	1.8%	.7%	2.8%	3.5%	1.0%	0.0%	.7%	1.7%	3.9%	6.1%	1.9%	1.4%	2.8%	2.6%	.9%	1.3%
	100.0%	19.4%	80.6%	10.0%	9.0%	0.0%	12.2%	23.9%	30.8%	14.1%	20.8%	22.6%	23.5%	20.8%	7.0%	5.4%
ONE	25	5	19	1	3	1	1	11	6	2	4	9	3	2	4	2
	1.3%	.6%	2.1%	.9%	1.1%	1.0%	.2%	2.3%	2.2%	2.3%	1.2%	1.6%	1.3%	.7%	1.7%	1.4%
	100.0%	21.5%	78.5%	3.3%	13.4%	4.4%	5.5%	42.8%	23.7%	6.9%	17.3%	35.0%	13.9%	7.7%	18.2%	7.9%
Net TV	27	10	17	4	4	0	8	3	6	2	3	12	1	2	6	3
	1.5%	1.1%	1.8%	4.7%	1.3%	0.0%	1.4%	.7%	2.3%	2.6%	.8%	2.2%	.4%	.7%	2.4%	2.4%
	100.0%	36.5%	63.5%	16.3%	14.3%	0.0%	29.2%	11.3%	21.7%	7.3%	11.0%	43.2%	3.9%	6.7%	23.0%	12.1%
Smash TV	20	4	15	3	1	0	4	7	4	1	7	4	3	3	1	1
	1.1%	.5%	1.6%	3.4%	.3%	0.0%	.7%	1.5%	1.4%	1.1%	2.0%	.8%	.9%	1.2%	.4%	.9%
	100.0%	21.9%	78.1%	16.3%	4.4%	0.0%	20.7%	35.7%	18.4%	4.4%	36.5%	22.8%	13.1%	15.2%	5.9%	6.4%
TVM2	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
ITV	4	2	2	0	0	1	0	3	0	0	0	3	0	0	1	0
	.2%	.2%	.2%	0.0%	0.0%	.8%	0.0%	.6%	0.0%	0.0%	0.0%	.5%	0.0%	0.0%	.3%	0.0%
	100.0%	51.9%	48.1%	0.0%	0.0%	23.4%	0.0%	76.6%	0.0%	0.0%	0.0%	76.6%	0.0%	0.0%	23.4%	0.0%
Favourite TV	9	3	6	2	1	0	3	2	1	0	3	2	0	0	3	1
	.5%	.4%	.6%	2.3%	.4%	0.0%	.5%	.4%	.4%	0.0%	.9%	.4%	0.0%	0.0%	1.1%	.5%
	100.0%	37.6%	62.4%	23.8%	11.9%	0.0%	33.2%	19.1%	12.0%	0.0%	35.7%	24.3%	0.0%	0.0%	32.9%	7.1%
Other Station	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
	.1%	.1%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Do not know	11	3	8	1	0	0	1	5	4	0	1	5	1	2	2	0
	.6%	.3%	.9%	1.1%	0.0%	0.0%	.1%	1.2%	1.4%	0.0%	.2%	1.0%	.3%	.8%	.7%	0.0%
	100.0%	26.7%	73.3%	9.3%	0.0%	0.0%	7.4%	50.2%	33.1%	0.0%	8.0%	47.5%	7.8%	18.7%	17.9%	0.0%
Total	1839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2012]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	BAY EASY	BAY RETRO	COMMUNITY RADIO STATION	FOREIGN STATION	OTHER STATION	HIGHEST
Monday	0.328	0.000	0.431	2.009	0.082	0.803	0.698	0.382	0.136	0.827	0.000	0.180	0.496	0.000	0.000	0.000	0.000	0.010	2.009
Tuesday	0.490	0.031	0.521	1.774	0.194	1.539	0.806	0.347	0.267	0.185	0.049	0.879	0.263	0.000	0.000	0.000	0.195	0.015	1.774
Wednesday	0.845	0.007	0.421	1.261	0.360	1.258	0.772	0.085	0.290	0.185	0.000	0.344	0.151	0.000	0.079	0.579	0.031	0.010	1.261
Thursday	0.922	0.036	0.415	1.035	0.554	0.808	0.320	0.304	0.144	0.151	0.055	0.329	0.179	0.079	0.000	0.205	0.020	0.000	1.035
Friday	0.566	0.000	0.439	1.325	0.105	1.437	1.098	0.532	0.077	0.139	0.146	0.322	0.264	0.057	0.000	0.020	0.000	0.014	1.437
Saturday	0.555	0.000	0.182	2.221	0.217	1.132	0.725	0.270	0.223	0.212	0.000	0.504	0.186	0.000	0.000	0.257	0.026	0.000	2.221
Sunday	0.498	0.000	0.080	0.901	0.092	0.750	0.443	0.319	0.212	0.134	0.025	0.123	0.237	0.000	0.000	0.000	0.145	0.064	0.901
Mon-Sun Highest	0.600	0.010	0.353	1.502	0.227	1.103	0.695	0.321	0.193	0.262	0.039	0.380	0.255	0.019	0.011	0.150	0.061	0.017	1.502
	0.922	0.036	0.521	2.221	0.554	1.539	1.098	0.532	0.290	0.827	0.146	0.879	0.496	0.079	0.079	0.579	0.195	0.064	

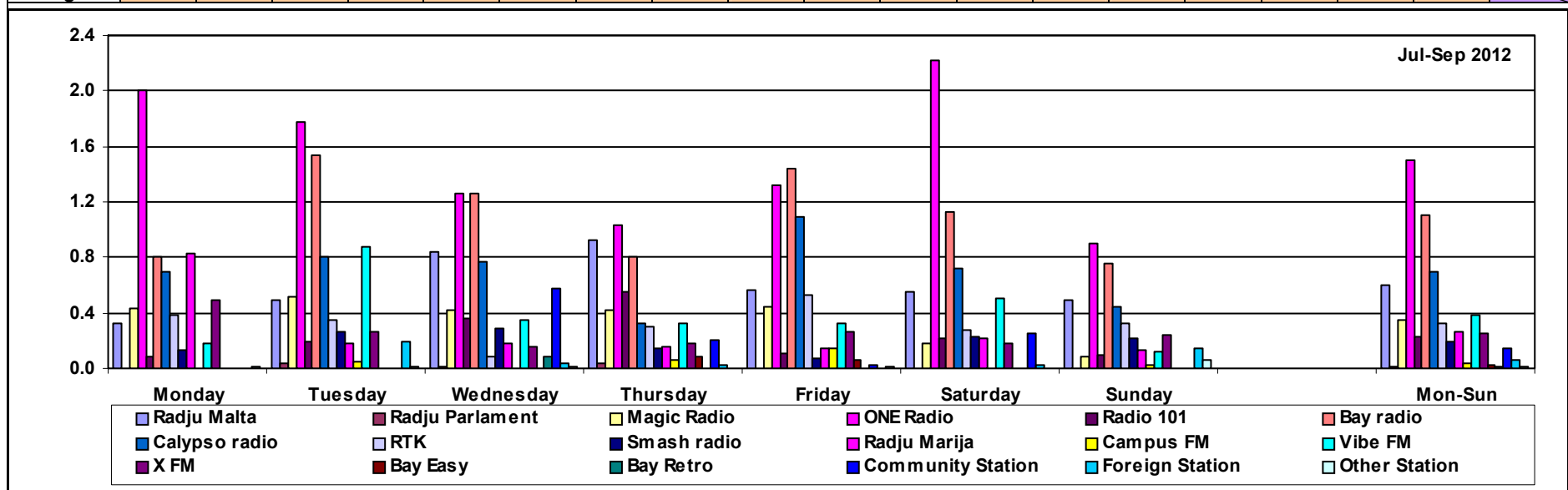


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2012]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2012]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	X FM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	HIGHEST
Monday	1.094	0.000	1.254	4.240	0.459	2.186	1.809	1.905	0.818	2.024	0.000	0.891	1.366	0.000	0.000	0.000	0.000	0.478	4.240
Tuesday	2.044	0.517	2.197	5.278	1.132	5.386	2.836	1.665	0.753	1.127	0.616	2.629	0.789	0.000	0.000	0.000	0.616	0.371	5.386
Wednesday	3.865	0.349	1.638	3.624	1.045	3.941	2.674	0.729	0.651	1.117	0.000	1.345	0.790	0.000	0.761	1.752	0.371	0.475	3.941
Thursday	2.903	0.836	1.352	2.994	1.786	2.463	1.355	0.988	0.910	0.681	0.338	1.337	1.048	0.317	0.000	1.387	0.484	0.000	2.994
Friday	2.080	0.000	1.899	4.214	0.765	3.885	3.425	2.205	0.629	0.461	0.814	0.914	0.734	0.459	0.000	0.246	0.000	0.329	4.214
Saturday	2.457	0.000	0.718	6.619	1.110	3.936	2.921	1.059	1.109	0.989	0.000	1.791	1.476	0.000	0.000	0.622	0.619	0.000	6.619
Sunday	2.227	0.000	0.474	2.849	0.989	2.657	2.017	1.563	0.509	1.032	0.305	0.509	0.934	0.000	0.000	0.000	0.388	0.384	2.849
Highest	3.865	0.836	2.197	6.619	1.786	5.386	3.425	2.205	1.109	2.024	0.814	2.629	1.476	0.459	0.761	1.752	0.619	0.478	

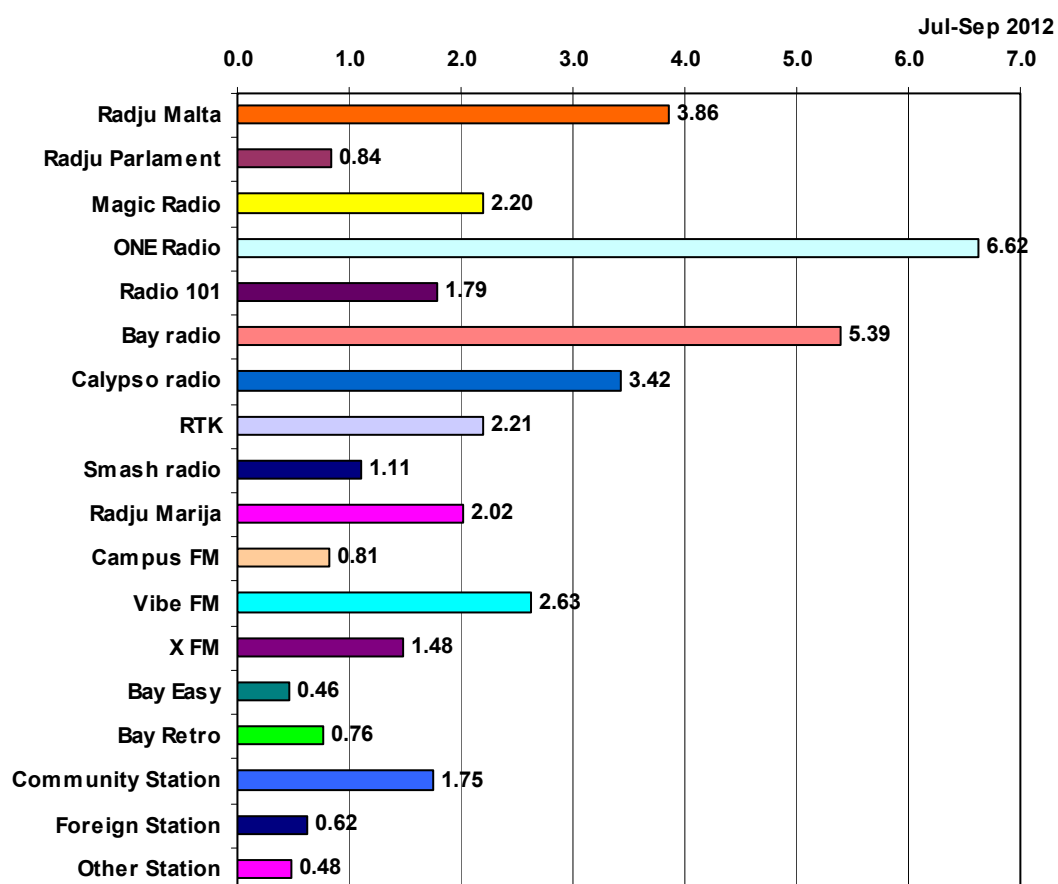


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2012]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
0:30	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
1:00	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
1:30	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
2:00	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
2:30	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:00	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
3:30	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
4:00	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
4:30	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
5:00	0.000	0.000	0.000	0.831	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
5:30	0.000	0.000	0.000	0.831	0.000	0.610	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.2	100
6:00	0.000	0.000	0.000	2.803	0.000	0.548	0.000	0.345	0.000	0.668	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.6	100
6:30	0.307	0.000	0.000	3.523	0.000	0.420	0.000	0.345	0.000	1.029	0.000	0.000	0.420	0.000	0.000	0.000	0.000	0.000	94.0	100
7:00	0.000	0.000	0.471	4.240	0.000	0.837	0.704	0.670	0.307	2.024	0.000	0.000	1.060	0.000	0.000	0.000	0.000	0.000	89.7	100
7:30	0.000	0.000	0.471	3.769	0.000	1.261	0.704	0.345	0.307	2.024	0.000	0.000	1.366	0.000	0.000	0.000	0.000	0.000	89.8	100
8:00	0.345	0.000	1.162	3.726	0.000	2.090	1.216	1.905	0.818	1.661	0.000	0.000	1.019	0.000	0.000	0.000	0.000	0.000	86.1	100
8:30	0.345	0.000	0.795	3.726	0.000	1.217	0.746	1.905	0.818	1.661	0.000	0.000	1.019	0.000	0.000	0.000	0.000	0.000	87.8	100
9:00	0.345	0.000	1.254	3.752	0.414	2.001	1.068	1.576	0.818	1.008	0.000	0.000	0.929	0.000	0.000	0.000	0.000	0.000	86.8	100
9:30	0.345	0.000	1.254	3.752	0.000	2.001	1.068	1.576	0.818	1.008	0.000	0.000	1.308	0.000	0.000	0.000	0.000	0.000	86.9	100
10:00	0.647	0.000	1.254	3.242	0.000	2.088	1.435	1.905	0.818	1.375	0.000	0.891	0.929	0.000	0.000	0.000	0.000	0.000	85.4	100
10:30	0.647	0.000	1.254	3.242	0.000	1.540	1.435	1.905	0.818	1.375	0.000	0.891	0.929	0.000	0.000	0.000	0.000	0.000	86.0	100
11:00	0.647	0.000	1.254	3.957	0.329	1.217	1.068	1.559	0.511	1.375	0.000	0.891	0.929	0.000	0.000	0.000	0.000	0.000	86.3	100
11:30	0.647	0.000	1.254	3.957	0.000	1.217	1.068	1.231	0.511	1.375	0.000	0.891	0.929	0.000	0.000	0.000	0.000	0.000	86.9	100
NOON	1.094	0.000	0.471	3.231	0.325	1.170	1.071	0.332	0.000	1.661	0.000	0.420	0.929	0.000	0.000	0.000	0.000	0.000	89.3	100
0:30	0.691	0.000	0.471	3.576	0.329	1.170	1.036	0.332	0.000	1.333	0.000	0.420	0.929	0.000	0.000	0.000	0.000	0.000	89.7	100
1:00	0.691	0.000	0.471	3.231	0.459	0.791	1.036	0.000	0.000	1.008	0.000	0.420	1.238	0.000	0.000	0.000	0.000	0.000	90.2	100
1:30	0.691	0.000	0.471	3.231	0.459	0.791	1.036	0.000	0.000	1.008	0.000	0.420	1.238	0.000	0.000	0.000	0.000	0.000	90.7	100
2:00	0.691	0.000	0.471	2.540	0.459	1.120	1.361	0.000	0.000	1.008	0.000	0.881	1.238	0.000	0.000	0.000	0.000	0.000	90.2	100
2:30	0.691	0.000	0.471	2.540	0.459	1.401	1.361	0.000	0.000	1.008	0.000	0.420	1.238	0.000	0.000	0.000	0.000	0.000	90.4	100
3:00	0.691	0.000	0.929	2.207	0.000	1.103	1.361	0.000	0.000	1.445	0.000	0.420	0.779	0.000	0.000	0.000	0.000	0.000	91.1	100
3:30	0.691	0.000	0.929	2.540	0.000	0.791	1.036	0.000	0.000	1.445	0.000	0.420	0.779	0.000	0.000	0.000	0.000	0.000	91.4	100
4:00	0.345	0.000	0.929	2.540	0.000	2.186	1.036	0.000	0.000	1.008	0.000	0.420	0.885	0.000	0.000	0.000	0.000	0.000	90.7	100
4:30	0.345	0.000	0.929	3.420	0.000	1.340	1.036	0.000	0.000	1.309	0.000	0.420	0.885	0.000	0.000	0.000	0.000	0.000	90.3	100
5:00	0.345	0.000	0.929	2.872	0.345	0.803	1.338	0.000	0.000	1.962	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	90.9	100
5:30	0.345	0.000	0.929	3.264	0.345	0.803	1.338	0.000	0.000	1.660	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	90.8	100
6:00	0.345	0.000	0.929	1.347	0.000	1.429	1.809	0.000	0.000	0.972	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	92.7	100
6:30	0.345	0.000	0.929	1.347	0.000	0.881	1.338	0.000	0.000	0.972	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	93.7	100
7:00	0.345	0.000	0.000	1.347	0.000	0.831	1.403	0.000	0.000	0.647	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	95.0	100
7:30	0.345	0.000	0.000	2.294	0.000	0.411	1.403	0.000	0.000	0.647	0.000	0.000	0.471	0.000	0.000	0.000	0.000	0.000	94.4	100
8:00	0.345	0.000	0.000	1.159	0.000	0.478	0.657	0.302	0.000	0.647	0.000	0.420	0.000	0.000	0.000	0.000	0.000	0.000	96.0	100
8:30	0.345	0.000	0.000	0.686	0.000	0.478	0.332	0.302	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
9:00	0.345	0.000	0.000	0.686	0.000	0.790	0.332	0.302	0.000	0.739	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
9:30	0.345	0.000	0.000	0.686	0.000	0.790	0.332	0.302	0.000	0.739	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
10:00	0.345	0.000	0.000	0.686	0.000	0.478	0.332	0.302	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
10:30	0.345	0.000	0.000	0.686	0.000	0.478	0.332	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100
11:00	0.345	0.000	0.000	0.686	0.000	0.478	0.332	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100
11:30	0.345	0.000	0.000	0.686	0.000	0.478	0.332	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100

avg.	0.33	0.00	0.43	2.01	0.08	0.80	0.70	0.38	0.14	0.83	0.00	0.18	0.50	0.00	0.00	0.00	0.00	0.01	93.62
max.	1.09	0.00	1.25	4.24	0.46	2.19	1.81	1.90	0.82	2.02	0.00	0.89	1.37	0.00	0.00	0.00	0.00	0.48	99.64
σ.	0.27	0.00	0.49	1.39	0.16	0.64	0.57	0.62	0.29	0.63	0.00	0.30	0.49	0.00	0.00	0.00	0.00	0.07	4.80

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	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	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	1.010	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
6:00	0.364	0.000	0.000	1.010	0.000	0.408	0.000	0.637	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.9	100
6:30	0.364	0.000	0.000	1.626	0.000	0.891	0.000	0.637	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.8	100
7:00	0.364	0.517	1.744	2.814	0.000	3.033	0.824	0.637	0.364	1.044	0.000	0.891	0.423	0.000	0.000	0.000	0.000	0.000	87.3	100
7:30	0.364	0.000	2.197	2.814	0.000	3.167	0.824	0.637	0.364	0.664	0.371	1.357	0.464	0.000	0.000	0.000	0.000	0.000	86.8	100
8:00	1.329	0.475	2.033	3.161	0.000	4.744	2.090	1.333	0.364	0.664	0.371	1.357	0.464	0.000	0.000	0.000	0.000	0.000	81.6	100
8:30	0.693	0.475	1.091	3.493	0.000	4.042	2.090	1.333	0.364	0.664	0.000	1.672	0.464	0.000	0.000	0.000	0.000	0.000	83.6	100
9:00	1.369	0.000	1.091	4.956	0.664	5.386	2.836	1.665	0.753	0.332	0.000	1.820	0.789	0.000	0.000	0.000	0.000	0.371	78.0	100
9:30	1.369	0.000	0.616	4.956	0.664	5.061	2.836	1.665	0.753	0.332	0.000	1.820	0.789	0.000	0.000	0.000	0.000	0.371	78.8	100
10:00	1.674	0.000	0.616	4.645	0.332	4.606	2.373	1.665	0.753	0.332	0.616	2.629	0.789	0.000	0.000	0.000	0.616	0.000	78.4	100
10:30	1.674	0.000	0.616	4.645	0.332	3.732	2.373	1.665	0.753	0.332	0.616	2.146	0.789	0.000	0.000	0.000	0.616	0.000	79.7	100
11:00	2.044	0.000	1.031	4.668	0.332	4.103	2.373	1.333	0.753	1.127	0.000	1.820	0.789	0.000	0.000	0.000	0.616	0.000	79.0	100
11:30	2.044	0.000	1.031	5.278	0.332	4.103	2.373	1.333	0.753	0.332	0.000	1.820	0.789	0.000	0.000	0.000	0.616	0.000	79.2	100
NOON	0.394	0.000	1.357	3.558	0.332	2.264	1.605	0.000	0.753	0.701	0.000	1.357	0.789	0.000	0.000	0.000	0.616	0.000	86.3	100
0:30	0.394	0.000	1.357	4.447	0.332	2.264	1.605	0.000	0.753	0.305	0.000	1.357	0.789	0.000	0.000	0.000	0.616	0.000	85.8	100
1:00	0.394	0.000	0.616	3.971	0.000	2.294	1.300	0.000	0.753	0.000	0.000	1.820	0.464	0.000	0.000	0.000	0.616	0.000	87.8	100
1:30	0.394	0.000	0.616	3.103	0.000	2.294	1.300	0.000	0.753	0.000	0.000	1.820	0.464	0.000	0.000	0.000	0.616	0.000	88.6	100
2:00	0.743	0.000	0.616	3.103	0.000	3.584	0.475	0.000	0.753	0.000	0.000	1.820	0.464	0.000	0.000	0.000	0.616	0.000	87.8	100
2:30	0.743	0.000	0.616	2.798	0.000	3.120	0.475	0.000	0.753	0.000	0.000	1.820	0.464	0.000	0.000	0.000	0.616	0.000	88.6	100
3:00	0.743	0.000	0.616	2.130	0.419	2.239	0.791	0.000	0.389	0.000	0.000	1.357	0.464	0.000	0.000	0.000	0.616	0.000	90.2	100
3:30	0.743	0.000	0.616	2.130	0.419	1.870	0.791	0.305	0.389	0.000	0.000	1.357	0.464	0.000	0.000	0.000	0.616	0.000	90.3	100
4:00	1.108	0.000	0.616	2.538	0.419	0.696	0.000	0.305	0.389	0.000	0.000	1.357	0.464	0.000	0.000	0.000	0.616	0.000	91.5	100
4:30	1.108	0.000	0.616	2.538	0.419	0.696	0.000	0.305	0.389	0.000	0.000	1.357	0.464	0.000	0.000	0.000	0.616	0.000	91.5	100
5:00	1.108	0.000	0.616	2.538	0.783	1.436	0.000	0.000	0.389	0.000	0.000	1.357	0.000	0.000	0.000	0.000	0.248	0.000	91.5	100
5:30	1.108	0.000	0.616	2.538	0.783	1.436	0.408	0.000	0.389	0.000	0.371	1.357	0.000	0.000	0.000	0.000	0.248	0.000	90.7	100
6:00	0.903	0.000	1.395	1.489	1.132	1.632	0.778	0.000	0.000	0.701	0.000	1.357	0.396	0.000	0.000	0.000	0.248	0.000	90.0	100
6:30	0.000	0.000	1.031	1.489	0.783	0.415	0.778	0.000	0.000	0.000	0.000	1.357	0.396	0.000	0.000	0.000	0.000	0.000	93.8	100
7:00	0.000	0.000	0.415	0.682	0.364	0.879	0.371	0.000	0.000	0.000	0.000	1.357	0.000	0.000	0.000	0.000	0.000	0.000	95.9	100
7:30	0.000	0.000	0.415	1.014	0.248	0.879	0.371	0.000	0.000	0.000	0.000	1.357	0.000	0.000	0.000	0.000	0.000	0.000	95.7	100
8:00	0.000	0.000	0.415	0.000	0.248	1.362	0.986	0.000	0.000	0.000	0.000	0.891	0.000	0.000	0.000	0.000	0.000	0.000	96.1	100
8:30	0.000	0.000	0.415	0.000	0.000	0.415	0.986	0.000	0.000	0.000	0.000	0.415	0.000	0.000	0.000	0.000	0.000	0.000	97.8	100
9:00	0.000	0.000	0.000	0.000	0.000	0.415	0.986	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.6	100
9:30	0.000	0.000	0.000	0.000	0.000	0.415	0.986	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.6	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.986	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.986	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.371	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.371	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
avg.	0.49	0.03	0.52	1.77	0.19	1.54	0.81	0.35	0.27	0.18	0.05	0.88	0.26	0.00	0.00	0.00	0.20	0.02	92.44	
max.	2.04	0.52	2.20	5.28	1.13	5.39	2.84	1.66	0.75	1.13	0.62	2.63	0.79	0.00	0.00	0.00	0.62	0.37	100	
σ.	0.61	0.12	0.58	1.78	0.28	1.68	0.87	0.56	0.32	0.31	0.15	0.82	0.31	0.00	0.00	0.00	0.28	0.07	7.38	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	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	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	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
5:00	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
5:30	0.000	0.000	0.000	0.654	0.000	0.415	0.000	0.000	0.336	0.000	0.000	0.000	0.371	0.000	0.000	0.000	0.000	0.000	98.2	100
6:00	0.000	0.000	0.000	0.990	0.364	0.332	0.328	0.000	0.336	0.000	0.000	0.000	0.371	0.000	0.000	0.554	0.000	0.000	96.7	100
6:30	0.000	0.349	0.475	0.654	0.364	0.703	0.328	0.380	0.336	0.000	0.000	0.000	0.000	0.000	0.000	0.554	0.000	0.000	95.9	100
7:00	0.000	0.000	0.900	2.388	0.364	1.483	1.321	0.380	0.651	0.442	0.000	0.000	0.000	0.000	0.000	0.882	0.371	0.000	90.8	100
7:30	0.840	0.000	0.517	2.388	0.364	1.866	1.321	0.000	0.651	0.442	0.000	0.000	0.000	0.000	0.000	0.882	0.371	0.000	90.4	100
8:00	1.503	0.000	0.935	2.388	0.713	2.315	1.653	0.000	0.651	0.442	0.000	0.000	0.441	0.000	0.000	1.358	0.371	0.000	87.2	100
8:30	1.503	0.000	1.616	2.723	0.713	1.840	2.017	0.000	0.651	0.442	0.000	0.315	0.441	0.000	0.000	1.358	0.371	0.000	86.0	100
9:00	3.104	0.000	1.306	2.557	0.713	3.051	2.345	0.729	0.651	0.442	0.000	0.000	0.790	0.000	0.761	1.358	0.000	0.000	82.2	100
9:30	3.469	0.000	1.306	2.926	0.713	3.051	2.345	0.380	0.651	0.442	0.000	0.000	0.790	0.000	0.761	1.358	0.000	0.000	81.8	100
10:00	3.469	0.000	1.638	2.889	0.713	3.941	2.674	0.380	0.651	0.812	0.000	0.483	0.790	0.000	0.761	1.358	0.000	0.000	79.4	100
10:30	3.469	0.000	1.638	2.889	0.713	3.517	2.674	0.380	0.651	0.812	0.000	0.483	0.790	0.000	0.761	1.358	0.000	0.475	79.4	100
11:00	3.865	0.000	1.306	2.889	0.713	2.010	2.309	0.380	0.651	0.812	0.000	1.345	0.790	0.000	0.380	1.358	0.000	0.000	81.2	100
11:30	3.865	0.000	1.306	3.624	0.713	2.010	1.981	0.380	0.651	1.117	0.000	0.949	0.790	0.000	0.380	1.358	0.000	0.000	80.9	100
NOON	1.386	0.000	0.935	2.843	1.045	2.010	1.981	0.349	0.336	0.669	0.000	0.949	0.441	0.000	0.000	1.752	0.000	0.000	85.3	100
0:30	1.054	0.000	0.935	2.773	1.045	2.010	1.981	0.000	0.336	0.669	0.000	0.949	0.441	0.000	0.000	1.752	0.000	0.000	86.1	100
1:00	0.613	0.000	0.935	3.112	0.364	2.493	0.989	0.000	0.336	0.000	0.000	0.949	0.000	0.000	0.000	1.358	0.000	0.000	88.9	100
1:30	0.613	0.000	0.935	3.112	0.364	1.564	0.989	0.000	0.336	0.000	0.000	0.949	0.000	0.000	0.000	1.358	0.000	0.000	89.8	100
2:00	0.364	0.000	0.935	2.362	0.364	1.564	0.660	0.000	0.336	0.000	0.000	0.949	0.000	0.000	0.000	1.358	0.000	0.000	91.1	100
2:30	0.696	0.000	0.935	2.362	0.364	1.564	0.660	0.000	0.336	0.336	0.000	0.949	0.000	0.000	0.000	1.358	0.000	0.000	90.4	100
3:00	1.172	0.000	0.935	1.954	0.364	1.564	0.660	0.000	0.336	0.336	0.000	0.483	0.000	0.000	0.000	1.358	0.000	0.000	90.8	100
3:30	1.172	0.000	0.419	1.954	0.364	1.564	0.660	0.000	0.336	0.336	0.000	0.483	0.000	0.000	0.000	1.358	0.000	0.000	91.4	100
4:00	0.807	0.000	0.310	1.618	0.364	1.249	0.660	0.000	0.336	0.336	0.000	0.483	0.000	0.000	0.000	0.882	0.000	0.000	93.0	100
4:30	0.807	0.000	0.000	1.618	0.364	1.249	0.660	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.882	0.000	0.000	93.6	100
5:00	1.702	0.000	0.000	1.618	0.364	2.140	0.328	0.349	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.328	0.000	0.000	92.4	100
5:30	1.370	0.000	0.000	1.618	0.364	1.975	0.328	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.328	0.000	0.000	93.2	100
6:00	0.000	0.000	0.000	0.814	0.364	1.985	0.328	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	95.7	100
6:30	0.364	0.000	0.000	0.814	0.364	1.985	0.328	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	95.3	100
7:00	0.364	0.000	0.000	0.336	0.364	1.147	0.328	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	96.6	100
7:30	0.364	0.000	0.000	0.336	0.364	1.147	0.328	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	97.0	100
8:00	0.783	0.000	0.000	0.336	0.364	0.776	0.711	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	96.5	100
8:30	0.364	0.000	0.000	0.336	0.364	0.849	0.328	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	97.3	100
9:00	0.364	0.000	0.000	0.000	0.364	0.849	1.064	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	96.9	100
9:30	0.364	0.000	0.000	0.000	0.364	0.466	0.736	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
10:00	0.364	0.000	0.000	0.000	0.364	0.930	0.736	0.000	0.336	0.000	0.000	0.483	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
10:30	0.364	0.000	0.000	0.000	0.364	0.930	0.328	0.000	0.336	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.7	100
11:00	0.000	0.000	0.000	0.000	0.364	0.930	0.000	0.000	0.336	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
11:30	0.000	0.000	0.000	0.000	0.364	0.930	0.000	0.000	0.336	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100

avg.	0.84	0.01	0.42	1.26	0.36	1.26	0.77	0.09	0.29	0.19	0.00	0.34	0.15	0.00	0.08	0.58	0.03	0.01	93.32
max.	3.86	0.35	1.64	3.62	1.05	3.94	2.67	0.73	0.65	1.12	0.00	1.35	0.79	0.00	0.76	1.75	0.37	0.48	100
σ.	1.14	0.05	0.56	1.22	0.27	1.01	0.83	0.18	0.24	0.30	0.00	0.37	0.28	0.00	0.22	0.65	0.10	0.07	6.39

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	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	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	0.564	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
4:30	0.000	0.000	0.000	0.000	0.000	0.564	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
5:00	0.000	0.000	0.000	0.000	0.338	0.564	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.253	0.000	0.000	98.8	100
5:30	0.000	0.000	0.000	0.338	0.338	0.564	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.253	0.000	0.000	98.5	100
6:00	1.099	0.449	0.450	0.693	1.117	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.472	0.000	0.000	0.253	0.000	0.000	95.1	100
6:30	1.099	0.449	0.450	1.431	1.472	0.000	0.355	0.403	0.000	0.342	0.000	0.317	0.472	0.000	0.000	0.253	0.000	0.000	93.0	100
7:00	1.434	0.000	0.766	2.994	1.643	0.000	0.726	0.401	0.000	0.342	0.317	0.713	0.000	0.317	0.000	0.779	0.000	0.000	89.6	100
7:30	1.434	0.000	0.450	2.522	1.643	0.827	0.726	0.927	0.000	0.342	0.000	0.793	0.000	0.317	0.000	0.779	0.000	0.000	89.2	100
8:00	1.434	0.000	0.788	2.119	0.755	1.291	1.013	0.988	0.423	0.342	0.000	0.888	0.000	0.317	0.000	1.032	0.000	0.000	88.6	100
8:30	1.434	0.000	1.352	2.457	0.755	0.904	1.013	0.988	0.423	0.000	0.000	0.888	0.000	0.317	0.000	1.032	0.000	0.000	88.4	100
9:00	2.903	0.000	0.788	2.457	1.448	1.670	1.013	0.988	0.740	0.310	0.000	1.337	0.000	0.317	0.000	1.387	0.000	0.000	84.6	100
9:30	2.903	0.000	0.788	2.457	1.448	1.670	1.013	0.988	0.740	0.310	0.000	0.888	0.000	0.317	0.000	1.387	0.000	0.000	85.1	100
10:00	2.903	0.000	0.450	2.119	1.786	2.463	1.355	0.988	0.317	0.310	0.000	0.492	1.048	0.317	0.000	0.608	0.000	0.000	84.8	100
10:30	2.903	0.000	0.450	2.119	1.786	2.087	1.355	0.988	0.317	0.310	0.000	0.492	1.048	0.317	0.000	0.608	0.000	0.000	85.2	100
11:00	2.903	0.000	0.450	1.108	1.448	1.615	1.013	0.988	0.317	0.310	0.000	0.492	1.048	0.317	0.000	0.608	0.000	0.000	87.4	100
11:30	2.903	0.000	0.450	2.048	1.448	1.615	1.013	0.988	0.317	0.310	0.000	0.492	1.048	0.317	0.000	0.608	0.000	0.000	86.4	100
NOON	1.016	0.000	0.771	2.048	0.779	1.311	0.355	0.736	0.000	0.000	0.000	0.941	0.000	0.317	0.000	0.000	0.000	0.000	91.7	100
0:30	1.016	0.000	0.450	1.361	0.779	1.311	0.355	0.736	0.000	0.000	0.000	0.941	0.000	0.317	0.000	0.000	0.000	0.000	92.7	100
1:00	1.503	0.000	0.450	1.361	0.779	1.334	0.000	0.000	0.000	0.450	0.000	0.492	0.000	0.000	0.000	0.000	0.000	0.000	93.6	100
1:30	1.503	0.000	0.450	1.361	0.779	1.334	0.000	0.000	0.000	0.450	0.000	0.492	0.000	0.000	0.000	0.000	0.000	0.000	93.6	100
2:00	1.581	0.000	0.766	1.108	0.779	1.898	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	0.000	93.4	100
2:30	1.581	0.000	0.450	1.108	0.779	1.898	0.000	0.000	0.000	0.000	0.000	0.809	0.000	0.000	0.000	0.000	0.000	0.000	93.4	100
3:00	1.094	0.000	0.450	1.108	0.779	2.294	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	0.000	93.8	100
3:30	1.094	0.836	0.450	1.108	0.779	2.294	0.000	0.000	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	0.000	92.9	100
4:00	0.962	0.000	1.330	1.108	0.401	1.712	0.310	0.000	0.484	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	93.7	100
4:30	0.962	0.000	0.450	1.108	0.401	1.238	0.310	0.000	0.484	0.000	0.000	0.449	0.000	0.000	0.000	0.000	0.000	0.000	94.6	100
5:00	1.094	0.000	0.450	1.108	0.927	1.956	0.310	0.000	0.484	0.000	0.317	0.321	0.492	0.000	0.000	0.000	0.000	0.000	92.5	100
5:30	1.094	0.000	0.450	1.447	0.401	1.607	0.310	0.000	0.484	0.000	0.000	0.000	0.492	0.000	0.000	0.000	0.000	0.000	93.7	100
6:00	1.432	0.000	0.450	1.108	0.401	0.390	0.000	0.698	0.910	0.681	0.000	0.396	0.492	0.000	0.000	0.000	0.000	0.000	93.0	100
6:30	1.432	0.000	0.450	1.108	0.401	0.390	0.000	0.698	0.484	0.371	0.000	0.396	0.492	0.000	0.000	0.000	0.000	0.000	93.8	100
7:00	0.760	0.000	0.450	0.693	0.000	0.711	0.000	0.698	0.000	0.371	0.000	0.396	0.376	0.000	0.000	0.000	0.000	0.000	95.5	100
7:30	0.760	0.000	0.450	1.036	0.000	0.711	0.000	0.698	0.000	0.371	0.000	0.396	0.376	0.000	0.000	0.000	0.000	0.000	95.2	100
8:00	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.342	0.000	0.000	0.000	0.000	0.376	0.000	0.000	0.000	0.484	0.000	97.2	100
8:30	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.342	0.000	0.000	0.000	0.000	0.376	0.000	0.000	0.000	0.484	0.000	97.2	100
9:00	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.000	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.0	100
9:30	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.000	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.0	100
10:00	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.000	0.000	0.000	0.338	0.475	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
10:30	0.000	0.000	0.450	0.693	0.000	0.000	0.472	0.000	0.000	0.484	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.6	100
11:00	0.000	0.000	0.450	0.693	0.000	0.000	0.000	0.000	0.000	0.484	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.0	100
11:30	0.000	0.000	0.450	0.693	0.000	0.000	0.000	0.000	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.5	100

avg.	0.92	0.04	0.42	1.04	0.55	0.81	0.32	0.30	0.14	0.15	0.06	0.33	0.18	0.08	0.00	0.20	0.02	0.00	94.44
max.	2.90	0.84	1.35	2.99	1.79	2.46	1.36	0.99	0.91	0.68	0.34	1.34	1.05	0.32	0.00	1.39	0.48	0.00	100
σ.	0.97	0.15	0.31	0.82	0.60	0.82	0.41	0.41	0.25	0.20	0.13	0.36	0.32	0.14	0.00	0.38	0.10	0.00	4.72

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
0:30	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
1:00	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
1:30	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
2:00	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
2:30	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
3:00	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
3:30	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
4:00	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
4:30	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.2	100
5:00	0.000	0.000	0.000	0.720	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
5:30	0.000	0.000	0.000	0.720	0.000	0.322	0.307	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.7	100
6:00	0.392	0.000	0.000	1.784	0.000	0.478	1.059	1.077	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.2	100
6:30	0.392	0.000	0.000	1.784	0.000	1.088	0.969	1.077	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.7	100
7:00	0.720	0.000	0.000	2.109	0.000	2.375	1.705	1.375	0.307	0.345	0.437	0.000	0.426	0.000	0.000	0.000	0.000	0.000	90.2	100
7:30	0.720	0.000	0.367	2.454	0.000	1.765	1.705	1.375	0.307	0.345	0.437	0.000	0.426	0.000	0.000	0.000	0.000	0.000	90.1	100
8:00	1.406	0.000	0.610	3.472	0.345	3.064	2.442	1.700	0.307	0.461	0.000	0.392	0.426	0.000	0.000	0.000	0.000	0.000	85.4	100
8:30	1.081	0.000	0.610	3.472	0.345	2.602	2.771	1.700	0.307	0.000	0.000	0.392	0.426	0.000	0.000	0.000	0.000	0.000	86.3	100
9:00	2.080	0.000	1.387	3.127	0.345	3.084	3.425	1.348	0.629	0.437	0.361	0.392	0.734	0.459	0.000	0.246	0.000	0.000	81.9	100
9:30	2.080	0.000	1.387	3.127	0.345	3.084	3.123	1.348	0.629	0.437	0.000	0.392	0.734	0.459	0.000	0.246	0.000	0.000	82.6	100
10:00	1.734	0.000	1.899	3.494	0.765	3.885	3.123	2.205	0.307	0.437	0.000	0.392	0.734	0.459	0.000	0.246	0.000	0.000	80.3	100
10:30	1.734	0.000	1.899	3.494	0.765	3.885	3.123	2.205	0.307	0.437	0.000	0.392	0.734	0.459	0.000	0.246	0.000	0.000	80.3	100
11:00	1.734	0.000	0.976	2.766	0.420	3.417	2.762	1.483	0.307	0.437	0.000	0.392	0.734	0.459	0.000	0.000	0.000	0.000	84.1	100
11:30	1.734	0.000	0.976	3.916	0.420	2.956	2.762	1.483	0.307	0.437	0.000	0.392	0.734	0.459	0.000	0.000	0.000	0.000	83.4	100
NOON	1.406	0.000	0.610	4.214	0.376	2.196	1.403	0.345	0.000	0.437	0.814	0.392	0.734	0.000	0.000	0.000	0.000	0.000	87.1	100
0:30	1.592	0.000	0.610	2.739	0.000	1.785	1.403	0.345	0.000	0.437	0.814	0.392	0.734	0.000	0.000	0.000	0.000	0.000	89.1	100
1:00	1.232	0.000	0.610	2.113	0.000	2.301	1.385	0.345	0.000	0.437	0.376	0.392	0.734	0.000	0.000	0.000	0.000	0.000	90.1	100
1:30	0.720	0.000	0.610	2.225	0.000	2.013	1.385	0.345	0.000	0.437	0.376	0.803	0.734	0.000	0.000	0.000	0.000	0.000	90.4	100
2:00	0.392	0.000	0.610	1.516	0.000	1.324	1.385	0.345	0.000	0.000	0.376	0.392	0.734	0.000	0.000	0.000	0.000	0.000	92.9	100
2:30	0.638	0.000	0.610	1.516	0.000	1.324	1.385	0.345	0.000	0.000	0.376	0.392	0.734	0.000	0.000	0.000	0.000	0.000	92.7	100
3:00	0.638	0.000	0.610	1.045	0.000	1.744	1.000	0.345	0.000	0.000	0.000	0.392	0.308	0.000	0.000	0.000	0.000	0.000	93.9	100
3:30	0.638	0.000	0.610	0.653	0.000	1.744	1.000	0.345	0.000	0.000	0.000	0.392	0.308	0.000	0.000	0.000	0.000	0.000	94.3	100
4:00	0.829	0.000	0.610	0.653	0.000	1.744	1.000	0.345	0.000	0.345	0.000	0.392	0.308	0.000	0.000	0.000	0.000	0.000	93.8	100
4:30	0.829	0.000	0.610	0.653	0.000	1.744	1.000	0.345	0.000	0.345	0.000	0.392	0.308	0.000	0.000	0.000	0.000	0.000	93.8	100
5:00	0.829	0.000	0.610	0.653	0.000	2.719	1.000	0.345	0.000	0.000	0.000	0.411	0.308	0.000	0.000	0.000	0.000	0.000	93.1	100
5:30	0.829	0.000	0.610	0.653	0.000	2.719	1.000	0.345	0.000	0.000	0.000	0.411	0.308	0.000	0.000	0.000	0.000	0.000	93.1	100
6:00	0.392	0.000	0.610	0.653	0.459	2.274	1.000	0.345	0.000	0.437	0.000	0.411	0.308	0.000	0.000	0.000	0.000	0.329	92.8	100
6:30	0.392	0.000	0.610	0.653	0.459	1.838	1.000	0.345	0.000	0.000	0.000	0.411	0.000	0.000	0.000	0.000	0.000	0.000	94.3	100
7:00	0.000	0.000	0.610	0.329	0.000	1.435	1.060	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	95.9	100
7:30	0.000	0.000	0.610	0.329	0.000	1.435	1.060	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.2	100
8:00	0.000	0.000	0.610	0.329	0.000	0.863	0.693	0.000	0.000	0.000	0.000	0.863	0.000	0.000	0.000	0.000	0.000	0.000	96.6	100
8:30	0.000	0.000	0.610	0.329	0.000	0.478	0.693	0.000	0.000	0.000	0.000	0.863	0.000	0.000	0.000	0.000	0.000	0.000	97.0	100
9:00	0.000	0.000	0.000	0.653	0.000	0.478	1.085	0.000	0.000	0.000	0.000	0.478	0.000	0.000	0.000	0.000	0.000	0.000	97.3	100
9:30	0.000	0.000	0.000	0.653	0.000	0.478	0.693	0.000	0.000	0.000	0.000	0.478	0.000	0.000	0.000	0.000	0.000	0.000	97.7	100
10:00	0.000	0.000	0.000	0.329	0.000	0.898	0.693	0.329	0.000	0.000	0.000	0.914	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
10:30	0.000	0.000	0.000	0.329	0.000	0.898	0.361	0.329	0.000	0.000	0.000	0.914	0.000	0.000	0.000	0.000	0.000	0.000	97.2	100
11:00	0.000	0.000	0.000	0.329	0.000	1.274	0.361	0.329	0.000	0.000	0.000	0.914	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
11:30	0.000	0.000	0.000	0.329	0.000	1.274	0.361	0.329	0.000	0.000	0.000	0.914	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100

avg.	0.57	0.00	0.44	1.33	0.11	1.44	1.10	0.53	0.08	0.14	0.15	0.32	0.26	0.06	0.00	0.02	0.00	0.01	93.46
max.	2.08	0.00	1.90	4.21	0.77	3.89	3.42	2.21	0.63	0.46	0.81	0.91	0.73	0.46	0.00	0.25	0.00	0.33	99.67
σ.	0.66	0.00	0.49	1.23	0.21	1.16	0.98	0.63	0.16	0.20	0.23	0.30	0.31	0.15	0.00	0.07	0.00	0.07	5.72

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	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	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	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
4:30	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
5:00	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.327	0.327	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
5:30	0.000	0.000	0.000	0.973	0.000	0.000	0.000	0.327	0.327	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100
6:00	0.306	0.000	0.000	1.613	0.000	0.000	0.333	0.748	0.327	0.000	0.000	0.485	0.000	0.000	0.000	0.000	0.000	0.000	96.2	100
6:30	0.306	0.000	0.000	2.231	0.000	0.000	0.333	0.327	0.327	0.000	0.000	0.485	0.000	0.000	0.000	0.000	0.000	0.000	96.0	100
7:00	0.306	0.000	0.640	3.585	0.351	0.000	1.011	0.443	0.327	0.989	0.000	0.485	0.000	0.000	0.000	0.000	0.000	0.000	91.9	100
7:30	0.306	0.000	0.327	3.585	0.351	0.000	1.011	0.443	0.712	0.330	0.000	0.485	0.000	0.000	0.000	0.000	0.000	0.000	92.5	100
8:00	1.083	0.000	0.327	5.001	0.351	0.000	1.726	0.443	1.109	0.969	0.000	1.374	0.000	0.000	0.000	0.000	0.000	0.000	87.6	100
8:30	1.083	0.000	0.327	5.934	0.351	0.000	1.726	0.443	1.109	0.969	0.000	1.374	0.000	0.000	0.000	0.000	0.000	0.000	86.7	100
9:00	1.754	0.000	0.327	6.237	0.775	2.622	2.921	0.249	1.109	0.969	0.000	1.791	1.081	0.000	0.000	0.249	0.000	0.000	79.9	100
9:30	2.091	0.000	0.699	6.237	0.775	2.622	2.921	0.249	1.109	0.969	0.000	1.791	1.081	0.000	0.000	0.249	0.000	0.000	79.2	100
10:00	2.091	0.000	0.706	6.619	0.351	3.084	2.074	1.059	0.782	0.333	0.000	1.374	1.476	0.000	0.000	0.249	0.619	0.000	79.2	100
10:30	2.091	0.000	0.706	6.154	0.351	3.084	2.425	1.059	0.782	0.333	0.000	1.374	1.081	0.000	0.000	0.249	0.619	0.000	79.7	100
11:00	2.457	0.000	0.333	6.597	0.351	3.936	2.325	0.249	0.782	0.333	0.000	1.374	0.696	0.000	0.000	0.249	0.000	0.000	80.3	100
11:30	2.120	0.000	0.718	6.597	0.351	3.885	2.325	0.249	0.782	0.333	0.000	1.374	0.696	0.000	0.000	0.249	0.000	0.000	80.3	100
NOON	1.215	0.000	0.333	4.345	1.110	1.852	1.050	0.000	0.385	0.249	0.000	1.370	0.311	0.000	0.000	0.622	0.000	0.000	87.2	100
0:30	0.772	0.000	0.333	4.345	0.351	1.852	1.050	0.000	0.385	0.249	0.000	1.370	0.311	0.000	0.000	0.622	0.000	0.000	88.4	100
1:00	0.772	0.000	0.333	3.682	0.723	3.057	0.684	0.000	0.000	0.444	0.000	0.953	0.311	0.000	0.000	0.622	0.000	0.000	88.4	100
1:30	0.772	0.000	0.333	3.682	0.351	2.295	0.684	0.000	0.000	0.444	0.000	0.953	0.000	0.000	0.000	0.622	0.000	0.000	89.9	100
2:00	0.555	0.000	0.333	2.522	0.351	3.095	0.684	0.000	0.000	0.000	0.000	1.419	0.311	0.000	0.000	0.622	0.000	0.000	90.1	100
2:30	0.555	0.000	0.333	2.522	0.351	3.248	0.684	0.000	0.000	0.000	0.000	0.953	0.311	0.000	0.000	0.622	0.000	0.000	90.4	100
3:00	0.555	0.000	0.000	2.273	0.351	1.852	0.333	0.000	0.000	0.912	0.000	0.485	0.311	0.000	0.000	0.622	0.000	0.000	92.3	100
3:30	0.555	0.000	0.000	2.606	0.351	1.852	0.333	0.000	0.000	0.583	0.000	0.485	0.311	0.000	0.000	0.622	0.000	0.000	92.3	100
4:00	0.306	0.000	0.000	2.129	0.351	1.375	0.333	0.249	0.000	0.000	0.000	0.485	0.311	0.000	0.000	0.622	0.000	0.000	93.8	100
4:30	0.306	0.000	0.000	1.795	0.351	1.375	0.333	0.249	0.000	0.000	0.000	0.485	0.311	0.000	0.000	0.622	0.000	0.000	94.2	100
5:00	0.306	0.000	0.000	1.458	0.351	2.225	0.333	0.420	0.000	0.000	0.000	0.485	0.000	0.000	0.000	0.622	0.000	0.000	93.8	100
5:30	0.306	0.000	0.000	1.856	0.351	2.225	0.333	0.000	0.000	0.000	0.000	0.485	0.000	0.000	0.000	0.622	0.000	0.000	93.8	100
6:00	0.306	0.000	0.000	1.856	0.351	1.375	0.750	0.366	0.000	0.000	0.000	0.485	0.000	0.000	0.000	0.249	0.000	0.000	94.3	100
6:30	0.306	0.000	0.000	1.458	0.351	1.375	0.750	0.366	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	95.1	100
7:00	0.306	0.000	0.000	1.152	0.000	1.375	0.750	0.000	0.000	0.249	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	95.9	100
7:30	0.306	0.000	0.000	1.152	0.000	1.004	0.750	0.000	0.000	0.249	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	96.3	100
8:00	0.306	0.000	0.000	0.801	0.000	1.004	0.750	0.000	0.000	0.249	0.000	0.000	0.000	0.000	0.000	0.577	0.000	0.000	96.3	100
8:30	0.306	0.000	0.327	0.801	0.000	1.004	0.750	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.577	0.000	0.000	96.2	100
9:00	0.306	0.000	0.327	0.801	0.000	0.519	0.333	0.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	96.7	100
9:30	0.306	0.000	0.327	0.801	0.000	0.519	0.333	0.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	96.7	100
10:00	0.306	0.000	0.327	0.801	0.000	0.000	0.333	0.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	97.2	100
10:30	0.306	0.000	0.327	0.801	0.000	0.619	0.333	0.758	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	96.6	100
11:00	0.306	0.000	0.000	0.333	0.000	0.000	0.684	0.841	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.249	0.000	0.000	97.6	100
11:30	0.306	0.000	0.000	0.333	0.000	0.000	0.333	0.841	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.2	100
avg.	0.56	0.00	0.18	2.22	0.22	1.13	0.73	0.27	0.22	0.21	0.00	0.50	0.19	0.00	0.00	0.26	0.03	0.00	93.29	
max.	2.46	0.00	0.72	6.62	1.11	3.94	2.92	1.06	1.11	0.99	0.00	1.79	1.48	0.00	0.00	0.62	0.62	0.00	100	
σ.	0.66	0.00	0.23	2.16	0.26	1.25	0.80	0.32	0.37	0.33	0.00	0.60	0.35	0.00	0.00	0.25	0.12	0.00	6.43	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

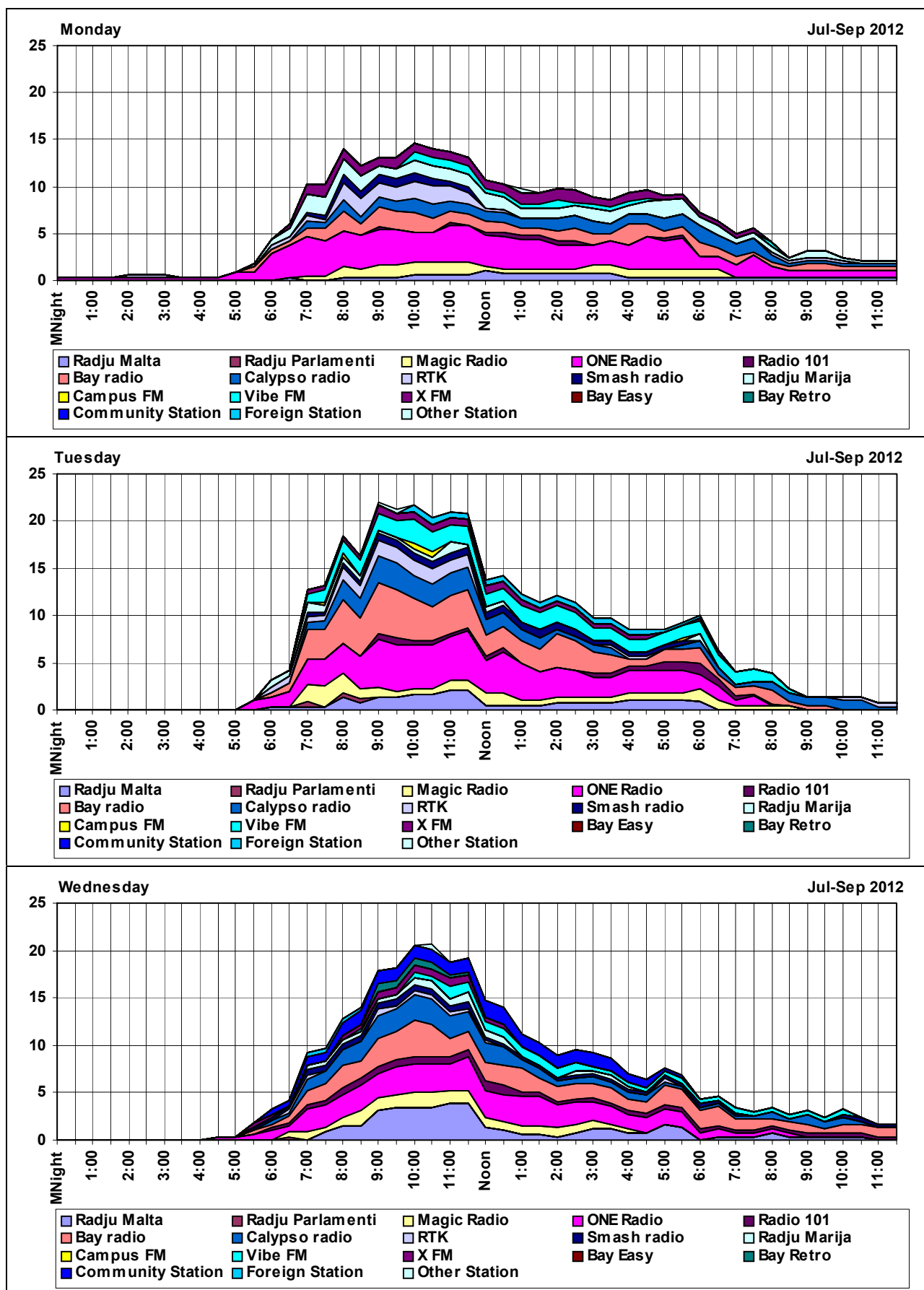
	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	0.301	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
3:30	0.000	0.000	0.000	0.301	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
4:00	0.000	0.000	0.000	0.301	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
4:30	0.000	0.000	0.000	0.301	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
5:00	0.305	0.000	0.000	0.301	0.000	0.390	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.0	100
5:30	0.305	0.000	0.000	0.301	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.4	100
6:00	0.228	0.000	0.000	0.301	0.000	0.000	0.990	0.000	0.000	0.000	0.000	0.000	0.934	0.000	0.000	0.000	0.000	0.000	97.5	100
6:30	0.228	0.000	0.000	0.622	0.000	0.381	0.990	0.000	0.000	0.000	0.000	0.000	0.934	0.000	0.000	0.000	0.000	0.000	96.8	100
7:00	0.790	0.000	0.000	0.927	0.000	0.340	1.662	0.000	0.000	0.000	0.305	0.357	0.509	0.000	0.000	0.000	0.000	0.000	95.1	100
7:30	1.175	0.000	0.340	0.927	0.000	0.340	1.662	0.000	0.000	0.000	0.305	0.000	0.509	0.000	0.000	0.000	0.000	0.000	94.7	100
8:00	1.175	0.000	0.000	1.581	0.000	1.632	1.299	1.158	0.000	0.301	0.305	0.405	0.509	0.000	0.000	0.000	0.000	0.000	91.6	100
8:30	1.175	0.000	0.000	1.581	0.000	1.632	1.299	1.563	0.000	0.301	0.305	0.405	0.509	0.000	0.000	0.000	0.000	0.000	91.2	100
9:00	1.508	0.000	0.000	2.849	0.000	2.265	1.648	1.465	0.509	0.727	0.000	0.426	0.509	0.000	0.000	0.000	0.388	0.000	87.7	100
9:30	1.508	0.000	0.000	2.849	0.000	1.916	1.648	1.465	0.509	0.727	0.000	0.426	0.509	0.000	0.000	0.000	0.388	0.000	88.1	100
10:00	1.188	0.000	0.000	2.165	0.989	2.657	1.676	0.691	0.509	1.032	0.000	0.426	0.509	0.000	0.000	0.000	0.388	0.000	87.8	100
10:30	1.753	0.000	0.000	2.165	0.989	2.657	2.017	0.691	0.509	1.032	0.000	0.426	0.509	0.000	0.000	0.000	0.388	0.000	86.9	100
11:00	2.227	0.000	0.000	2.165	0.585	1.822	1.074	0.691	0.509	0.730	0.000	0.000	0.849	0.000	0.000	0.000	0.388	0.000	89.0	100
11:30	2.227	0.000	0.000	2.550	0.585	1.822	0.668	0.406	0.509	0.730	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	89.2	100
NOON	1.037	0.000	0.000	2.040	0.000	1.154	0.308	0.801	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	92.9	100
0:30	0.809	0.000	0.349	1.644	0.000	1.154	0.000	0.801	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	93.5	100
1:00	0.562	0.000	0.474	0.965	0.000	1.154	0.320	0.801	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	93.9	100
1:30	0.562	0.000	0.474	0.965	0.000	1.154	0.320	0.801	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	93.9	100
2:00	0.335	0.000	0.474	0.965	0.000	1.154	0.320	0.406	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	94.6	100
2:30	0.335	0.000	0.474	0.965	0.000	1.154	0.320	0.406	0.509	0.000	0.000	0.000	0.509	0.000	0.000	0.000	0.388	0.384	94.6	100
3:00	0.624	0.000	0.474	0.965	0.000	1.505	0.320	0.406	0.509	0.000	0.000	0.509	0.509	0.000	0.000	0.000	0.388	0.384	93.4	100
3:30	0.335	0.000	0.474	0.965	0.000	1.505	0.320	0.406	0.509	0.000	0.000	0.509	0.509	0.000	0.000	0.000	0.388	0.384	94.1	100
4:00	0.335	0.000	0.305	0.965	0.000	0.692	0.320	0.406	0.509	0.000	0.000	0.509	0.000	0.000	0.000	0.000	0.388	0.000	95.6	100
4:30	0.335	0.000	0.000	0.965	0.000	0.692	0.320	0.406	0.509	0.000	0.000	0.509	0.000	0.000	0.000	0.000	0.388	0.000	95.9	100
5:00	0.335	0.000	0.000	1.069	0.406	0.785	0.363	0.406	0.509	0.000	0.000	0.509	0.000	0.000	0.000	0.000	0.388	0.000	95.2	100
5:30	0.335	0.000	0.000	1.069	0.406	0.867	0.363	0.406	0.509	0.000	0.000	0.509	0.000	0.000	0.000	0.000	0.388	0.000	95.2	100
6:00	0.335	0.000	0.000	1.028	0.000	0.305	0.308	0.746	0.509	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.8	100
6:30	0.335	0.000	0.000	1.028	0.000	0.390	0.000	0.000	0.509	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.7	100
7:00	0.000	0.000	0.000	1.467	0.000	0.737	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.4	100
7:30	0.000	0.000	0.000	1.028	0.000	0.737	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.9	100
8:00	0.000	0.000	0.000	0.320	0.000	0.737	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
8:30	0.000	0.000	0.000	0.320	0.000	0.737	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.9	100
9:00	0.000	0.000	0.000	0.320	0.000	0.388	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
9:30	0.000	0.000	0.000	0.320	0.000	0.388	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
10:00	0.374	0.000	0.000	0.695	0.228	0.388	0.000	0.000	0.000	0.280	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.0	100
10:30	0.374	0.000	0.000	0.695	0.228	0.388	0.000	0.000	0.000	0.280	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.0	100
11:00	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.280	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.3	100
11:30	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100

avg.	0.50	0.00	0.08	0.90	0.09	0.75	0.44	0.32	0.21	0.13	0.03	0.12	0.24	0.00	0.00	0.00	0.15	0.06	95.98
max.	2.23	0.00	0.47	2.85	0.99	2.66	2.02	1.56	0.51	1.03	0.30	0.51	0.93	0.00	0.00	0.00	0.39	0.38	100
σ.	0.59	0.00	0.17	0.78	0.24	0.75	0.60	0.44	0.25	0.28	0.09	0.21	0.30	0.00	0.00	0.00	0.19	0.14	3.91

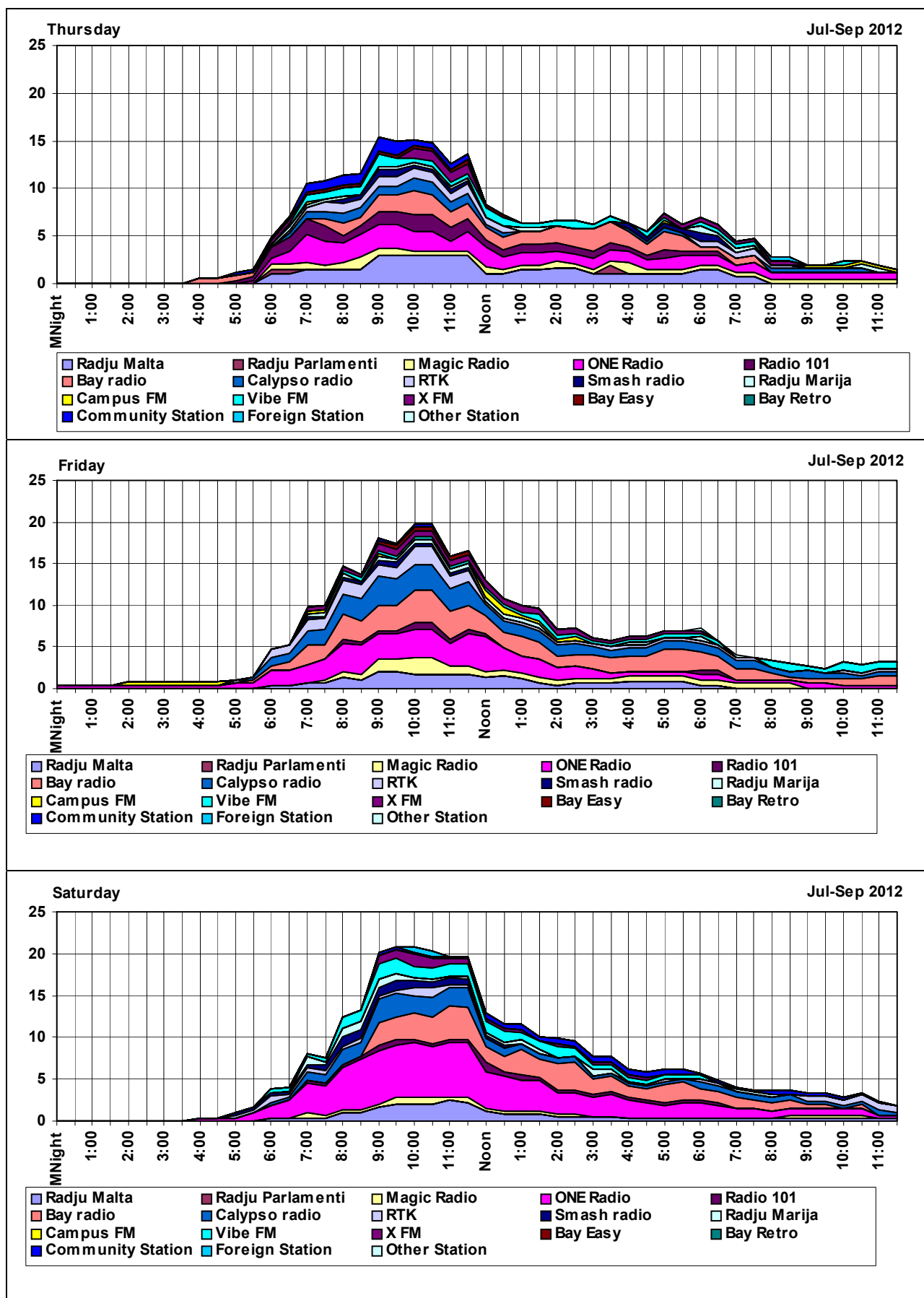
TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARJA	CAMPUS FM	VIBE FM	XFM	BAY EASY	BAY RETRO	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	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	0.000	0.000	0.000	99.9	100
0:30	0.000	0.000	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	0.000	0.000	0.000	99.9	100
1:00	0.000	0.000	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	0.000	0.000	0.000	99.9	100
1:30	0.000	0.000	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	0.000	0.000	0.000	99.9	100
2:00	0.000	0.000	0.000	0.099	0.000	0.000	0.000	0.043	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.8	100
2:30	0.000	0.000	0.000	0.099	0.000	0.000	0.000	0.043	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.8	100
3:00	0.000	0.000	0.000	0.145	0.000	0.000	0.000	0.043	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
3:30	0.000	0.000	0.000	0.145	0.000	0.000	0.000	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.8	100
4:00	0.000	0.000	0.000	0.188	0.000	0.078	0.000	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.7	100
4:30	0.000	0.000	0.000	0.235	0.000	0.078	0.000	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.6	100
5:00	0.047	0.000	0.000	0.358	0.047	0.138	0.000	0.093	0.046	0.000	0.000	0.000	0.000	0.000	0.000	0.035	0.000	0.000	99.2	100
5:30	0.047	0.000	0.000	0.688	0.047	0.270	0.044	0.046	0.094	0.052	0.000	0.000	0.052	0.000	0.000	0.035	0.000	0.000	98.6	100
6:00	0.339	0.062	0.063	1.309	0.207	0.251	0.397	0.399	0.094	0.237	0.000	0.068	0.262	0.000	0.000	0.114	0.000	0.000	96.2	100
6:30	0.382	0.112	0.130	1.690	0.256	0.500	0.434	0.449	0.094	0.289	0.000	0.112	0.270	0.000	0.000	0.114	0.000	0.000	95.2	100
7:00	0.519	0.073	0.638	2.708	0.329	1.151	1.147	0.554	0.278	0.736	0.154	0.348	0.351	0.044	0.000	0.233	0.052	0.000	90.7	100
7:30	0.697	0.000	0.665	2.624	0.329	1.312	1.147	0.527	0.332	0.589	0.162	0.371	0.400	0.044	0.000	0.233	0.052	0.000	90.5	100
8:00	1.184	0.067	0.829	3.057	0.305	2.167	1.637	1.082	0.520	0.690	0.099	0.627	0.413	0.044	0.000	0.335	0.052	0.000	86.9	100
8:30	1.047	0.067	0.818	3.330	0.305	1.756	1.668	1.145	0.520	0.577	0.047	0.716	0.413	0.044	0.000	0.335	0.052	0.000	87.2	100
9:00	1.863	0.000	0.872	3.706	0.614	2.871	2.182	1.155	0.743	0.608	0.052	0.817	0.692	0.110	0.108	0.455	0.060	0.052	83.0	100
9:30	1.962	0.000	0.858	3.758	0.555	2.771	2.139	1.106	0.743	0.608	0.000	0.755	0.746	0.110	0.108	0.455	0.060	0.052	83.2	100
10:00	1.949	0.000	0.932	3.590	0.707	3.250	2.105	1.270	0.592	0.670	0.087	0.951	0.893	0.110	0.108	0.347	0.234	0.000	82.2	100
10:30	2.036	0.000	0.932	3.524	0.707	2.935	2.206	1.270	0.592	0.670	0.087	0.883	0.838	0.110	0.108	0.347	0.234	0.067	82.5	100
11:00	2.269	0.000	0.759	3.448	0.596	2.587	1.844	0.956	0.548	0.736	0.000	0.893	0.836	0.110	0.054	0.312	0.147	0.000	83.9	100
11:30	2.222	0.000	0.813	3.992	0.549	2.514	1.735	0.865	0.548	0.667	0.000	0.837	0.783	0.110	0.054	0.312	0.147	0.059	83.8	100
NOON	1.081	0.000	0.633	3.181	0.560	1.707	1.106	0.372	0.287	0.529	0.116	0.766	0.534	0.044	0.000	0.335	0.147	0.059	88.5	100
0:30	0.906	0.000	0.642	2.979	0.399	1.648	1.053	0.323	0.287	0.426	0.116	0.766	0.534	0.044	0.000	0.335	0.147	0.059	89.3	100
1:00	0.821	0.000	0.556	2.623	0.327	1.913	0.816	0.173	0.232	0.332	0.054	0.711	0.470	0.000	0.000	0.280	0.147	0.128	90.4	100
1:30	0.748	0.000	0.556	2.516	0.275	1.633	0.816	0.173	0.232	0.332	0.054	0.769	0.426	0.000	0.000	0.280	0.147	0.059	91.0	100
2:00	0.661	0.000	0.600	2.011	0.275	1.955	0.699	0.112	0.232	0.144	0.054	0.842	0.470	0.000	0.000	0.280	0.147	0.059	91.5	100
2:30	0.743	0.000	0.556	1.968	0.275	1.951	0.699	0.112	0.232	0.192	0.054	0.755	0.470	0.000	0.000	0.280	0.147	0.059	91.5	100
3:00	0.787	0.000	0.575	1.666	0.268	1.757	0.639	0.112	0.181	0.383	0.000	0.592	0.343	0.000	0.000	0.280	0.147	0.059	92.2	100
3:30	0.743	0.116	0.502	1.704	0.268	1.660	0.593	0.155	0.181	0.336	0.000	0.592	0.343	0.000	0.000	0.280	0.147	0.000	92.4	100
4:00	0.667	0.000	0.583	1.647	0.216	1.375	0.524	0.190	0.248	0.241	0.000	0.523	0.280	0.000	0.000	0.212	0.147	0.000	93.1	100
4:30	0.667	0.000	0.370	1.726	0.216	1.188	0.524	0.190	0.248	0.237	0.000	0.585	0.280	0.000	0.000	0.212	0.147	0.000	93.4	100
5:00	0.812	0.000	0.370	1.616	0.452	1.716	0.527	0.221	0.248	0.280	0.044	0.510	0.180	0.000	0.000	0.134	0.095	0.000	92.8	100
5:30	0.765	0.000	0.370	1.775	0.379	1.657	0.584	0.112	0.248	0.237	0.052	0.466	0.180	0.000	0.000	0.134	0.095	0.000	92.9	100
6:00	0.527	0.000	0.480	1.186	0.382	1.336	0.711	0.313	0.252	0.395	0.000	0.442	0.236	0.000	0.000	0.035	0.035	0.047	93.6	100
6:30	0.451	0.000	0.428	1.130	0.333	1.036	0.597	0.198	0.193	0.191	0.000	0.374	0.192	0.000	0.000	0.035	0.000	0.000	94.8	100
7:00	0.250	0.000	0.208	0.868	0.103	1.017	0.612	0.146	0.048	0.179	0.000	0.315	0.119	0.000	0.000	0.035	0.000	0.047	96.1	100
7:30	0.250	0.000	0.208	1.031	0.087	0.904	0.612	0.146	0.000	0.179	0.000	0.315	0.119	0.000	0.000	0.035	0.000	0.000	96.1	100
8:00	0.203	0.000	0.208	0.519	0.087	0.749	0.605	0.091	0.000	0.128	0.000	0.378	0.052	0.000	0.000	0.081	0.067	0.000	96.8	100
8:30	0.144	0.000	0.254	0.451	0.052	0.571	0.504	0.091	0.000	0.043	0.000	0.250	0.052	0.000	0.000	0.081	0.067	0.000	97.4	100
9:00	0.144	0.000	0.109	0.450	0.052	0.493	0.605	0.150	0.000	0.106	0.047	0.137	0.000	0.000	0.000	0.035	0.000	0.000	97.7	100
9:30	0.144	0.000	0.109	0.450	0.052	0.439	0.503	0.150	0.000	0.106	0.047	0.137	0.000	0.000	0.000	0.035	0.000	0.000	97.8	100
10:00	0.202	0.000	0.109	0.461	0.087	0.388	0.503	0.240	0.048	0.086	0.047	0.265	0.000	0.000	0.000	0.035	0.000	0.000	97.5	100
10:30	0.202	0.000	0.109	0.461	0.087	0.475	0.398	0.197	0.048	0.154	0.047	0.131	0.000	0.000	0.000	0.035	0.000	0.000	97.7	100
11:00	0.150	0.000	0.063	0.288	0.052	0.382	0.248	0.209	0.048	0.154	0.047	0.131	0.000	0.000	0.000	0.035	0.000	0.000	98.2	100
11:30	0.150	0.000	0.063	0.288	0.052	0.382	0.198	0.209	0.048	0.043	0.047	0.131	0.000	0.000	0.000	0.000	0.000	0.000	98.4	100

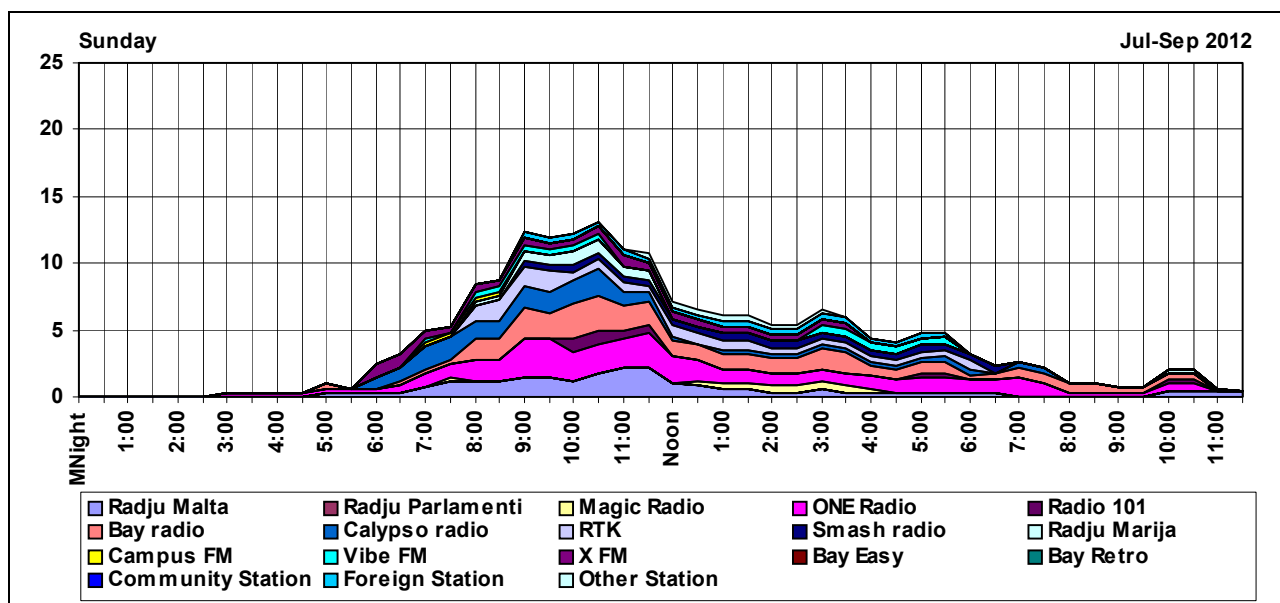
avg.	0.60	0.01	0.35	1.50	0.23	1.10	0.70	0.32	0.19	0.26	0.04	0.38	0.25	0.02	0.01	0.15	0.06	0.02	93.80
max.	2.27	0.12	0.93	3.99	0.71	3.25	2.21	1.27	0.74	0.74	0.16	0.95	0.89	0.11	0.11	0.46	0.23	0.13	99.90
σ.	0.65	0.03	0.32	1.27	0.21	0.95	0.66	0.38	0.21	0.24	0.04	0.32	0.27	0.04	0.03	0.14	0.07	0.03	5.54



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



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



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

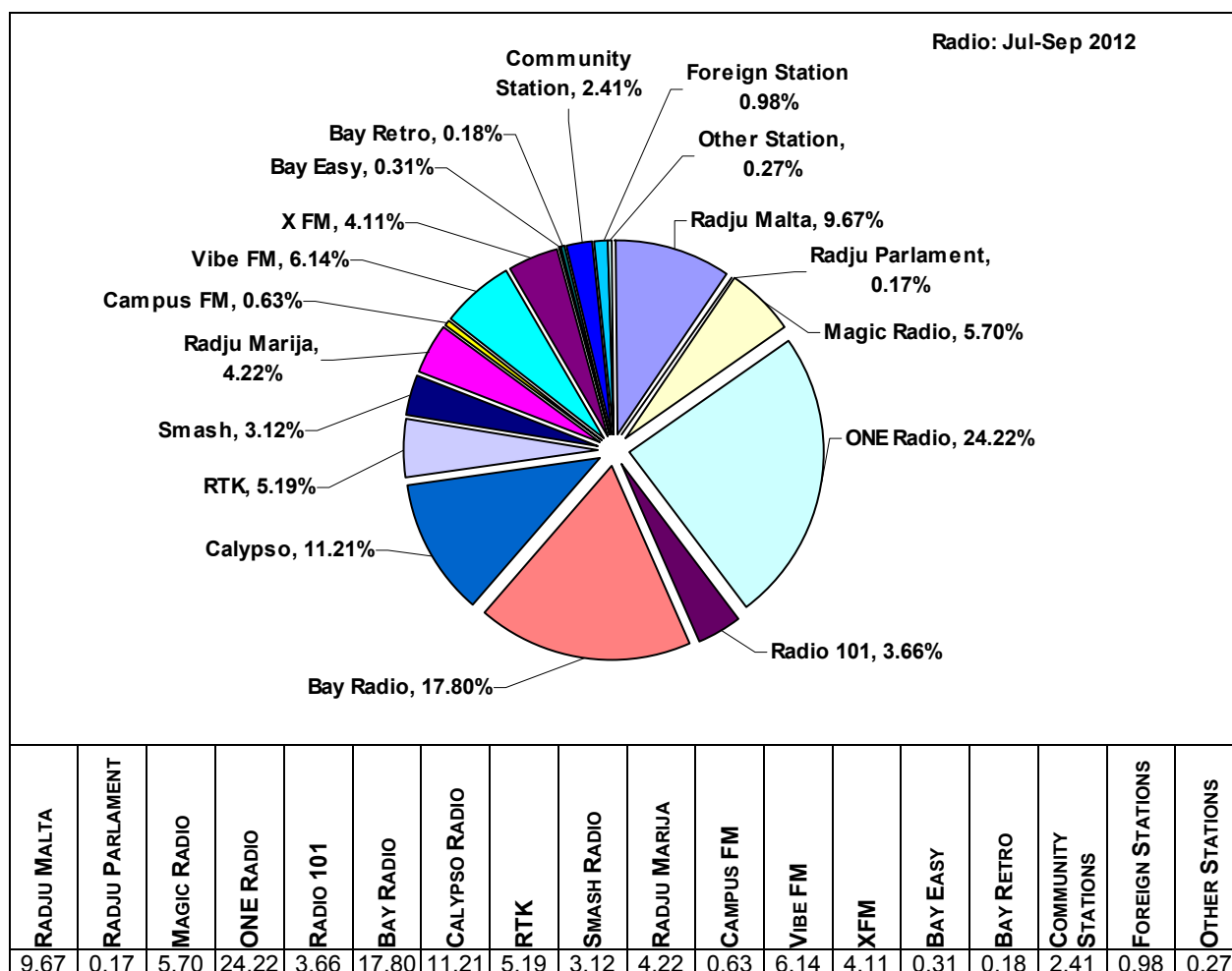


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2012]

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

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	74	27	47	1	0	0	17	28	20	8	11	19	10	14	13	7
	4.0%	3.0%	5.0%	.9%	0.0%	0.0%	3.1%	6.3%	7.7%	10.1%	3.1%	3.6%	3.6%	5.3%	4.9%	4.9%
Radju Parlament 106.6	100.0%	37.0%	63.0%	1.1%	0.0%	0.0%	23.1%	38.4%	27.1%	10.3%	15.3%	26.1%	13.4%	18.5%	17.6%	9.2%
	6	5	1	0	0	1	4	1	0	0	1	2	1	0	1	0
	.3%	.5%	.1%	0.0%	0.0%	1.1%	.6%	.2%	0.0%	0.0%	.3%	.4%	.4%	0.0%	.5%	0.0%
Magic Radio	100.0%	82.4%	17.6%	0.0%	0.0%	20.4%	63.5%	16.1%	0.0%	0.0%	17.6%	38.1%	20.4%	0.0%	23.9%	0.0%
	45	16	29	1	3	3	28	8	1	0	4	18	8	5	10	0
	2.4%	1.8%	3.1%	.9%	1.0%	3.1%	5.2%	1.9%	.3%	0.0%	1.2%	3.3%	3.0%	2.0%	3.6%	0.0%
ONE	100.0%	35.5%	64.5%	1.8%	7.0%	7.3%	63.3%	18.7%	1.9%	0.0%	9.4%	39.7%	18.2%	11.5%	21.1%	0.0%
	136	70	66	1	9	2	31	48	40	6	27	43	29	13	12	12
	7.4%	7.7%	7.1%	.9%	2.9%	2.0%	5.6%	10.6%	15.4%	7.8%	7.5%	8.0%	10.5%	5.2%	4.5%	8.4%
Radio 101	100.0%	51.6%	48.4%	.6%	6.4%	1.5%	22.4%	35.2%	29.4%	4.3%	20.0%	31.8%	20.9%	9.9%	8.7%	8.6%
	35	18	17	1	0	2	9	14	8	1	5	16	3	2	5	3
	1.9%	1.9%	1.8%	1.2%	0.0%	2.1%	1.6%	3.1%	3.0%	1.1%	1.5%	3.0%	1.1%	.7%	1.8%	2.5%
Bay Radio	100.0%	51.0%	49.0%	3.3%	0.0%	6.4%	25.1%	40.2%	22.5%	2.5%	15.3%	46.9%	8.9%	5.5%	13.5%	9.9%
	182	103	79	16	80	18	55	10	2	0	45	51	23	24	22	16
	9.9%	11.3%	8.5%	17.5%	26.5%	17.5%	10.1%	2.1%	.7%	0.0%	12.4%	9.5%	8.6%	9.2%	8.2%	11.8%
Calypso Radio	100.0%	56.7%	43.3%	9.0%	44.3%	10.0%	30.5%	5.2%	1.0%	0.0%	24.8%	28.3%	12.9%	13.0%	12.0%	9.1%
	74	30	44	1	1	4	25	30	10	2	17	23	13	12	7	1
	4.0%	3.2%	4.7%	1.2%	.3%	3.9%	4.6%	6.7%	3.9%	2.3%	4.6%	4.3%	4.8%	4.8%	2.6%	.7%
RTK	100.0%	40.1%	59.9%	1.5%	1.4%	5.5%	34.3%	41.2%	13.7%	2.4%	22.8%	31.5%	18.0%	16.8%	9.5%	1.4%
	52	22	30	0	1	1	12	22	14	3	10	11	9	6	10	6
	2.8%	2.4%	3.3%	0.0%	.4%	.8%	2.1%	4.9%	5.3%	3.7%	2.8%	2.0%	3.4%	2.2%	4.0%	4.1%
Smash Radio	100.0%	41.7%	58.3%	0.0%	2.2%	1.7%	22.2%	42.1%	26.6%	5.3%	19.8%	20.6%	17.7%	10.8%	20.1%	10.9%
	16	8	8	0	0	4	8	1	3	0	2	1	2	6	5	0
	.9%	.9%	.9%	0.0%	0.0%	3.7%	1.5%	.2%	1.1%	0.0%	.5%	.2%	.6%	2.4%	1.8%	0.0%
Radju Marija	100.0%	50.2%	49.8%	0.0%	0.0%	24.4%	50.9%	5.9%	18.7%	0.0%	12.2%	7.7%	10.6%	39.0%	30.4%	0.0%
	43	10	33	0	0	1	7	9	17	9	11	12	6	4	9	1
	2.3%	1.1%	3.5%	0.0%	0.0%	1.2%	1.3%	1.9%	6.4%	12.0%	3.2%	2.3%	2.2%	1.5%	3.3%	.5%
Campus FM	100.0%	24.0%	76.0%	0.0%	0.0%	2.8%	17.1%	20.3%	38.7%	21.0%	26.6%	28.5%	13.9%	9.0%	20.5%	1.5%
	8	2	7	0	0	0	4	3	1	0	1	3	2	2	1	0
	.4%	.2%	.7%	0.0%	0.0%	0.0%	.8%	.6%	.4%	0.0%	.3%	.5%	.6%	.7%	.4%	0.0%
Vibe FM	100.0%	19.6%	80.4%	0.0%	0.0%	0.0%	53.3%	32.7%	14.0%	0.0%	12.1%	32.9%	19.6%	21.5%	14.0%	0.0%
	44	32	12	2	24	7	8	3	0	0	9	12	4	8	10	0
	2.4%	3.5%	1.3%	2.5%	7.7%	6.3%	1.5%	.7%	0.0%	0.0%	2.5%	2.2%	1.6%	3.2%	3.7%	0.0%
	100.0%	72.3%	27.7%	5.4%	54.0%	15.0%	18.3%	7.2%	0.0%	0.0%	20.5%	27.9%	9.8%	19.2%	22.6%	0.0%

TABLE 6.5: CONT /...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
XFM	33	19	13	0	5	6	18	4	0	0	4	8	2	10	5	4
	1.8%	2.1%	1.4%	0.0%	1.7%	5.5%	3.2%	.9%	0.0%	0.0%	1.0%	1.4%	.7%	3.9%	2.0%	3.0%
100.0%	59.0%	41.0%	0.0%	16.1%	17.4%	53.8%	12.7%	0.0%	0.0%	0.0%	10.8%	23.6%	6.1%	30.5%	16.2%	12.9%
Bay Easy	2	0	2	0	0	1	1	0	0	0	0	1	0	1	0	0
	.1%	0.0%	.2%	0.0%	0.0%	1.2%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	.3%	0.0%	0.0%
100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	59.8%	40.2%	0.0%	0.0%	0.0%	0.0%	59.8%	0.0%	40.2%	0.0%	0.0%
Bay Retro	2	0	2	0	0	0	2	0	0	0	2	0	0	0	0	0
	.1%	0.0%	.2%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	.5%	0.0%	0.0%	0.0%	0.0%	0.0%
100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Community Radio Stations	11	5	6	0	0	0	7	2	2	0	0	3	2	1	1	4
	.6%	.5%	.7%	0.0%	0.0%	0.0%	1.2%	.4%	.9%	0.0%	0.0%	.6%	.6%	.6%	.5%	2.6%
100.0%	44.0%	56.0%	0.0%	0.0%	0.0%	0.0%	61.2%	17.3%	21.5%	0.0%	0.0%	27.7%	15.2%	12.9%	12.0%	32.2%
Foreign Radio Station	7	6	2	0	1	0	5	0	0	1	0	2	3	0	0	2
	.4%	.6%	.2%	0.0%	.4%	0.0%	1.0%	0.0%	0.0%	.9%	0.0%	.4%	1.2%	0.0%	0.0%	1.3%
100.0%	77.5%	22.5%	0.0%	15.4%	0.0%	75.6%	0.0%	0.0%	0.0%	9.0%	0.0%	30.8%	44.8%	0.0%	0.0%	24.4%
Other Station	5	4	2	0	1	0	2	2	0	0	0	3	0	0	2	0
	.3%	.4%	.2%	0.0%	.4%	0.0%	.4%	.4%	0.0%	0.0%	0.0%	.6%	0.0%	0.0%	.9%	0.0%
100.0%	66.2%	33.8%	0.0%	23.2%	0.0%	40.7%	36.1%	0.0%	0.0%	0.0%	0.0%	56.6%	0.0%	0.0%	43.4%	0.0%
No particular radio station	51	31	20	1	6	1	14	11	12	5	8	17	4	12	6	4
	2.7%	3.4%	2.1%	1.1%	1.9%	1.2%	2.5%	2.4%	4.7%	7.2%	2.3%	3.1%	1.3%	4.5%	2.3%	3.1%
100.0%	61.2%	38.8%	2.0%	11.2%	2.4%	27.6%	21.7%	24.4%	10.8%	16.5%	32.9%	7.0%	23.1%	12.0%	8.5%	
Did not remember	7	3	3	0	0	0	3	1	0	3	2	0	2	2	0	1
	.4%	.4%	.4%	0.0%	0.0%	0.0%	.6%	.1%	0.0%	3.8%	.5%	0.0%	.7%	.9%	0.0%	.5%
100.0%	49.6%	50.4%	0.0%	0.0%	0.0%	48.2%	9.5%	0.0%	42.3%	27.4%	0.0%	28.0%	35.1%	0.0%	9.5%	
Did not listen to radio	995	493	503	68	172	53	284	252	129	38	204	291	146	132	143	79
	54.1%	54.1%	54.1%	73.0%	56.4%	50.5%	51.6%	55.8%	49.6%	49.9%	56.0%	53.9%	53.5%	51.4%	54.0%	56.7%
100.0%	49.5%	50.5%	6.9%	17.2%	5.3%	28.5%	25.3%	13.0%	3.8%	20.5%	29.3%	14.6%	13.3%	14.3%	7.9%	
No response	12	8	4	1	1	0	5	3	1	1	0	3	4	3	2	0
	.7%	.9%	.5%	.9%	.4%	0.0%	1.0%	.6%	.4%	1.1%	0.0%	.5%	1.6%	1.1%	.8%	0.0%
100.0%	64.6%	35.4%	6.7%	10.0%	0.0%	44.1%	23.4%	8.7%	7.1%	0.0%	24.2%	35.1%	22.9%	17.8%	0.0%	
Total	1839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JUL	AUG	SEP
Radju Malta	74	5	11	15	11	10	8	12	23	33	18
	4.0%	2.0%	4.3%	5.8%	4.5%	4.0%	3.2%	4.3%	3.7%	5.3%	3.1%
Radju Parlament 106.6	100.0%	7.3%	15.3%	20.6%	15.5%	14.0%	11.0%	16.4%	30.7%	44.4%	24.9%
	6	0	3	1	2	0	0	0	2	0	3
	.3%	0.0%	1.0%	.3%	.8%	0.0%	0.0%	0.0%	.4%	0.0%	.5%
	100.0%	0.0%	45.9%	16.1%	38.0%	0.0%	0.0%	0.0%	41.5%	0.0%	58.5%
Magic Radio	45	4	9	8	7	6	6	4	13	18	14
	2.4%	1.6%	3.6%	3.2%	2.6%	2.3%	2.4%	1.5%	2.2%	2.9%	2.3%
	100.0%	9.5%	20.7%	18.4%	15.0%	13.2%	14.0%	9.2%	29.9%	39.4%	30.7%
ONE Radio	136	25	22	17	13	20	26	15	44	52	41
	7.4%	9.6%	8.4%	6.4%	5.0%	7.6%	10.0%	5.1%	7.0%	8.5%	6.7%
	100.0%	18.5%	16.0%	12.2%	9.3%	14.4%	19.0%	10.7%	32.0%	38.3%	29.8%
Radio 101	35	5	5	3	8	4	5	5	12	12	10
	1.9%	1.9%	2.0%	1.0%	3.1%	1.6%	1.9%	1.6%	2.0%	2.0%	1.6%
	100.0%	14.2%	15.4%	7.9%	22.7%	12.2%	14.3%	13.3%	36.0%	35.3%	28.7%
Bay Radio	182	26	34	24	18	33	22	24	64	60	57
	9.9%	9.9%	13.1%	9.3%	7.1%	12.9%	8.7%	8.4%	10.4%	9.7%	9.5%
	100.0%	14.3%	18.7%	13.3%	9.9%	18.2%	12.3%	13.1%	35.4%	33.1%	31.5%
Calypso Radio	74	9	12	9	7	12	15	9	19	22	32
	4.0%	3.6%	4.5%	3.5%	2.8%	4.7%	5.6%	3.3%	3.1%	3.6%	5.3%
	100.0%	12.7%	16.0%	12.3%	9.9%	16.3%	19.9%	12.9%	26.1%	30.5%	43.5%
RTK	52	10	6	3	7	9	10	7	15	16	21
	2.8%	3.8%	2.3%	1.1%	2.6%	3.7%	3.8%	2.6%	2.4%	2.6%	3.6%
	100.0%	19.4%	11.3%	5.5%	12.8%	18.1%	18.8%	14.0%	28.1%	30.9%	41.0%
Smash Radio	16	2	2	2	4	2	3	1	7	4	5
	.9%	.8%	.8%	.7%	1.7%	.6%	1.1%	.5%	1.1%	.7%	.8%
	100.0%	13.5%	12.3%	10.6%	26.4%	10.3%	18.0%	9.0%	42.8%	26.3%	30.9%
Radju Marija	43	12	7	5	6	4	6	4	13	9	21
	2.3%	4.5%	2.5%	1.8%	2.3%	1.7%	2.3%	1.3%	2.1%	1.5%	3.4%
	100.0%	27.5%	15.3%	11.0%	13.4%	10.2%	13.9%	8.6%	30.6%	21.8%	47.6%
Campus FM	8	0	3	0	2	3	0	1	4	2	3
	.4%	0.0%	1.0%	0.0%	.7%	1.2%	0.0%	.3%	.6%	.3%	.5%
	100.0%	0.0%	31.3%	0.0%	20.4%	37.7%	0.0%	10.5%	42.8%	19.6%	37.7%
Vibe FM	44	5	9	4	8	7	6	5	8	11	24
	2.4%	1.8%	3.4%	1.7%	3.3%	2.6%	2.3%	1.7%	1.3%	1.8%	4.0%
	100.0%	10.7%	20.3%	9.9%	19.4%	15.2%	13.4%	11.0%	18.7%	25.5%	55.8%
XFM	33	10	4	3	6	2	4	4	11	11	10
	1.8%	3.8%	1.6%	1.2%	2.4%	.7%	1.5%	1.3%	1.8%	1.9%	1.7%
	100.0%	30.7%	12.8%	9.2%	18.7%	5.9%	11.7%	11.0%	33.6%	34.9%	31.5%
Bay Easy	2	0	0	0	1	1	0	0	1	0	1
	.1%	0.0%	0.0%	0.0%	.3%	.5%	0.0%	0.0%	.2%	0.0%	.1%
	100.0%	0.0%	0.0%	0.0%	40.2%	59.8%	0.0%	0.0%	59.8%	0.0%	40.2%
Bay Retro	2	0	0	2	0	0	0	0	1	0	1
	.1%	0.0%	0.0%	.8%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	.2%
	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%
Community Stations	11	0	0	5	4	1	2	0	3	5	4
	.6%	0.0%	0.0%	1.8%	1.4%	.3%	.9%	0.0%	.4%	.8%	.6%
	100.0%	0.0%	0.0%	40.7%	31.6%	5.8%	21.9%	0.0%	23.3%	45.0%	31.7%
Foreign Radio Station	7	0	2	1	1	0	2	1	2	5	0
	.4%	0.0%	.9%	.4%	.5%	0.0%	.6%	.4%	.4%	.8%	0.0%
	100.0%	0.0%	31.4%	13.5%	17.3%	0.0%	22.4%	15.4%	31.4%	68.6%	0.0%
Other Station	5	1	1	1	0	1	0	1	2	1	2
	.3%	.5%	.4%	.5%	0.0%	.3%	0.0%	.4%	.3%	.2%	.4%
	100.0%	23.2%	17.8%	22.9%	0.0%	16.0%	0.0%	20.1%	33.8%	23.2%	43.0%
No particular radio station	51	5	7	7	8	5	9	10	19	7	24
	2.7%	1.7%	2.8%	2.7%	3.0%	1.8%	3.5%	3.6%	3.1%	1.2%	4.0%
	100.0%	9.1%	14.2%	13.8%	15.3%	9.2%	18.0%	20.4%	37.8%	14.4%	47.8%
Did not remember	7	2	1	2	2	0	0	0	3	3	1
	.4%	.9%	.4%	.7%	.6%	0.0%	0.0%	0.0%	.5%	.5%	.1%
	100.0%	35.7%	13.9%	28.0%	22.3%	0.0%	0.0%	0.0%	49.2%	41.3%	9.5%
Did not listen to radio	995	139	120	147	140	137	132	180	351	338	306
	54.1%	53.0%	46.0%	56.5%	54.6%	53.1%	50.9%	63.6%	56.6%	54.9%	50.8%
	100.0%	14.0%	12.0%	14.8%	14.0%	13.8%	13.3%	18.1%	35.2%	34.0%	30.8%
No Response	12	1	3	2	2	1	3	0	2	6	4
	.7%	.5%	1.1%	.7%	.8%	.4%	1.2%	0.0%	.4%	.9%	.7%
	100.0%	10.0%	24.5%	14.9%	15.8%	8.5%	26.4%	0.0%	19.8%	46.8%	33.4%
Total	1839	263	260	260	256	258	259	283	620	617	603
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	14.1%	14.1%	13.9%	14.0%	14.1%	15.4%	33.7%	33.5%	32.8%

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

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2012]

Daily Average	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVOURITE CHANNEL	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC PRIMEWORLD /ENT.	OTHER STATION	HIGHEST
Monday	1.124	1.212	0.483	0.035	0.195	0.000	0.014	0.088	0.043	0.000	0.150	0.259	0.265	0.071	0.034	0.102	0.843	1.212
Tuesday	1.194	1.335	0.409	0.037	0.267	0.000	0.000	0.178	0.072	0.000	0.077	0.201	0.227	0.353	0.008	0.141	1.086	1.335
Wednesday	0.640	1.306	0.439	0.039	0.043	0.000	0.013	0.160	0.100	0.038	0.204	0.141	0.084	0.074	0.036	0.000	1.533	1.533
Thursday	0.879	1.264	0.272	0.000	0.380	0.000	0.000	0.211	0.126	0.016	0.088	0.360	0.298	0.120	0.067	0.032	0.595	1.264
Friday	1.162	0.998	0.340	0.000	0.402	0.000	0.000	0.479	0.000	0.000	0.307	0.323	0.327	0.444	0.000	0.051	0.647	1.162
Saturday	0.825	1.243	0.288	0.000	0.224	0.000	0.018	0.191	0.285	0.104	0.101	0.169	0.385	0.162	0.000	0.034	1.198	1.243
Sunday	1.411	0.722	0.241	0.000	0.621	0.032	0.014	0.240	0.206	0.031	0.042	0.144	0.422	0.175	0.000	0.093	1.024	1.411
Mon-Sun	1.039	1.149	0.352	0.016	0.308	0.005	0.009	0.221	0.120	0.027	0.137	0.227	0.288	0.199	0.021	0.065	0.991	1.149
Highest	1.411	1.335	0.483	0.039	0.621	0.032	0.018	0.479	0.285	0.104	0.307	0.360	0.422	0.444	0.067	0.141	1.533	

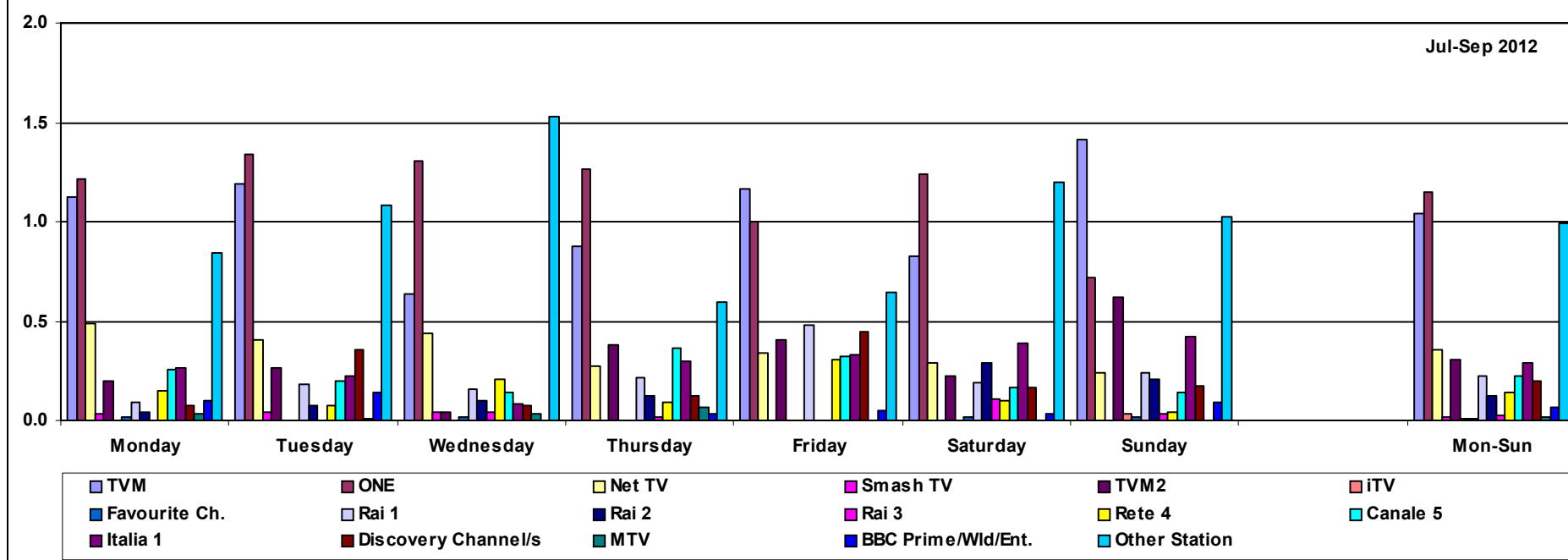


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2012]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2012]

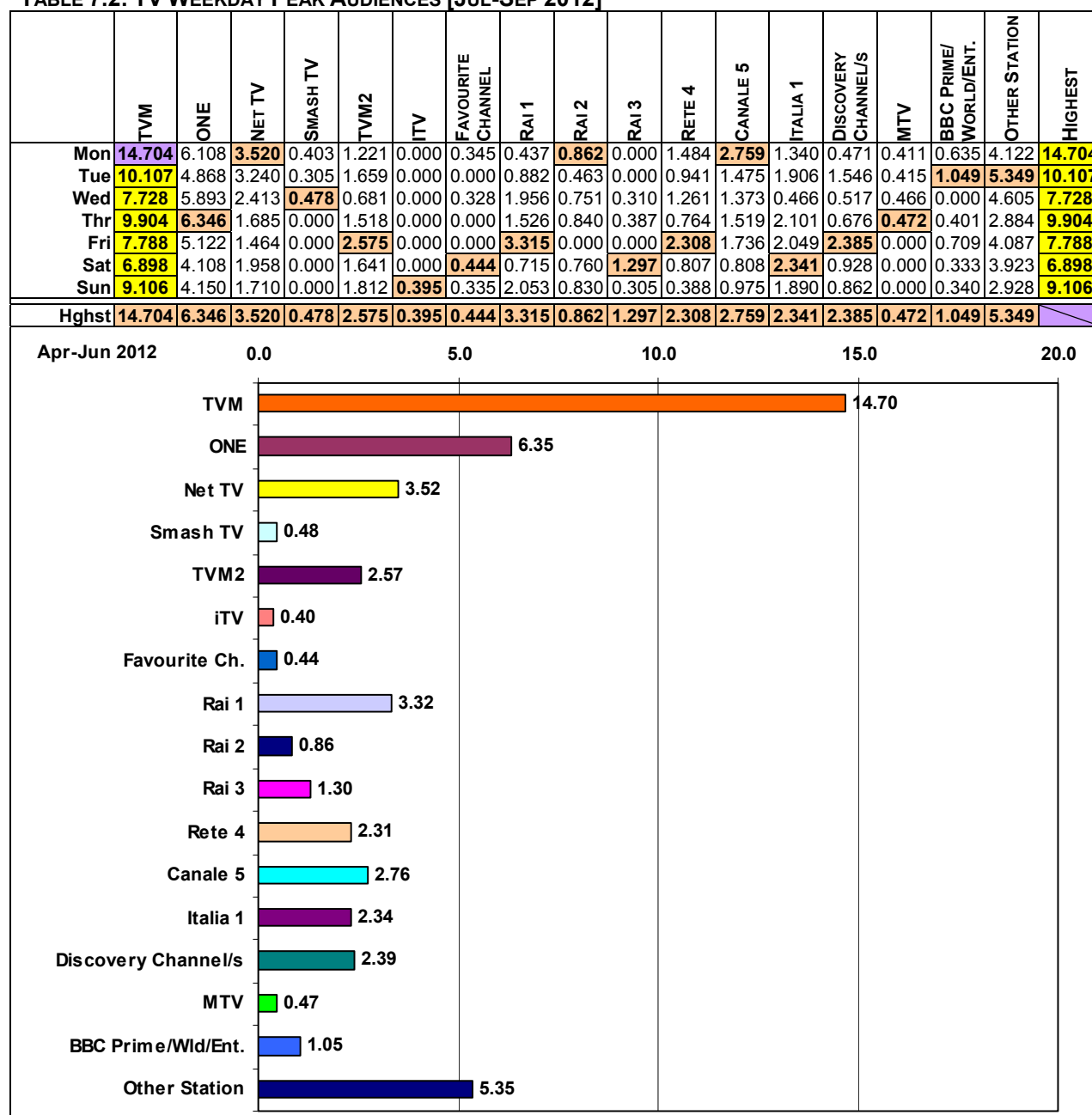


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2012]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.461	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.18	100
7:30	0.461	1.405	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.13	100
8:00	0.769	1.405	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.461	97.36	100
8:30	0.000	1.864	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.461	97.67	100
9:00	0.511	1.864	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.312	0.000	0.000	0.000	97.31	100
9:30	0.511	1.864	0.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.312	0.000	0.000	0.000	96.84	100
10:00	0.000	1.671	0.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.312	0.000	0.000	0.796	96.75	100
10:30	0.000	1.671	0.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.796	97.06	100
11:00	0.000	0.920	0.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.740	97.87	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	0.740	99.26	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	99.67	100
12:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.630	99.37	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.345	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	98.93	100
1:30	0.000	0.403	0.000	0.000	0.000	0.000	0.345	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	98.52	100
2:00	0.329	0.732	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.329	0.636	97.18	100
2:30	0.329	0.732	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.329	0.636	97.18	100
3:00	0.329	0.732	0.367	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.329	1.039	96.41	100
3:30	0.329	0.732	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.329	0.636	97.18	100
4:00	0.799	0.732	0.000	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.635	1.469	95.99	100
4:30	0.799	0.732	0.000	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	1.469	96.32	100
5:00	0.471	1.077	0.000	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.411	0.307	0.696	96.66	100
5:30	0.471	1.077	0.000	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.411	0.307	0.696	96.66	100
6:00	0.908	1.880	0.361	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.459	0.000	0.411	0.307	1.246	94.05	100
6:30	0.908	1.880	0.361	0.000	0.376	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.459	0.000	0.411	0.307	1.246	94.05	100
7:00	1.806	2.205	1.837	0.403	0.847	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.879	0.000	0.000	0.307	1.151	90.57	100
7:30	3.682	6.108	2.924	0.000	0.471	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.879	0.000	0.000	0.307	0.692	84.94	100
7:45	3.682	6.108	3.226	0.000	0.471	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.879	0.000	0.000	0.307	0.692	84.64	100
8:00	14.704	5.179	2.865	0.000	0.471	0.000	0.000	0.000	0.000	0.000	0.000	0.925	1.340	0.325	0.000	0.307	3.428	70.46	100
8:30	10.976	4.094	3.520	0.325	0.471	0.000	0.000	0.000	0.459	0.000	0.816	2.430	1.340	0.325	0.000	0.307	4.057	70.88	100
9:00	4.723	4.085	2.017	0.325	0.803	0.000	0.000	0.437	0.862	0.000	0.816	2.759	1.301	0.325	0.000	0.000	4.122	77.42	100
9:30	4.121	3.449	1.312	0.325	0.803	0.000	0.000	0.437	0.403	0.000	0.816	2.759	1.301	0.325	0.000	0.000	4.122	79.83	100
10:00	2.326	1.839	0.980	0.325	1.221	0.000	0.000	0.437	0.403	0.000	1.484	2.210	0.881	0.325	0.000	0.000	3.099	84.47	100
10:30	0.657	1.839	0.993	0.000	0.889	0.000	0.000	0.437	0.000	0.000	1.139	1.601	0.881	0.000	0.000	0.000	2.407	89.16	100
11:00	0.000	0.736	0.691	0.000	0.418	0.000	0.000	0.000	0.000	0.000	1.139	0.000	0.461	0.471	0.000	0.000	1.256	94.83	100
11:30	0.000	0.000	0.345	0.000	0.418	0.000	0.000	0.000	0.000	0.000	1.123	0.000	0.461	0.471	0.000	0.000	0.949	96.23	100
avg.	1.12	1.21	0.48	0.03	0.19	0.00	0.01	0.09	0.04	0.00	0.15	0.26	0.26	0.07	0.03	0.10	0.84	95.08	
max.	14.70	6.11	3.52	0.40	1.22	0.00	0.35	0.44	0.86	0.00	1.48	2.76	1.34	0.47	0.41	0.64	4.12	100	
σ.	2.72	1.59	0.93	0.10	0.31	0.00	0.07	0.18	0.16	0.00	0.38	0.74	0.43	0.15	0.11	0.16	1.13	7.40	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL	
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100	
6:00	0.000	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100	
6:30	0.000	0.576	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.42	100	
7:00	0.000	1.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.70	100	
7:30	0.000	1.636	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.36	100	
8:00	1.044	1.636	0.000	0.000	0.616	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.70	100	
8:30	0.712	1.636	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.65	100	
9:00	1.040	1.582	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	97.05	100	
9:30	1.040	1.582	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	97.05	100	
10:00	0.794	1.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	97.42	100	
10:30	0.794	1.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	97.42	100	
11:00	0.798	1.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.464	96.95	100	
11:30	0.798	1.473	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.464	96.95	100	
NOON	1.110	1.108	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.194	96.59	100	
12:30	1.110	1.108	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.194	96.59	100	
1:00	0.777	2.284	0.415	0.000	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	1.197	95.02	100
1:30	0.777	2.284	0.415	0.000	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	1.197	95.02	100
2:00	0.777	1.345	0.415	0.000	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.703	0.000	0.000	0.000	0.305	2.076	94.07	100	
2:30	0.777	1.097	0.415	0.000	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.703	0.000	0.000	0.000	0.305	2.076	94.32	100	
3:00	0.777	1.097	0.415	0.000	0.396	0.000	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.475	0.000	0.000	1.194	94.99	100	
3:30	0.777	1.097	0.000	0.000	0.396	0.000	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.475	0.000	0.000	1.194	95.40	100	
4:00	1.243	1.097	0.000	0.000	0.396	0.000	0.000	0.336	0.000	0.000	0.000	0.328	0.000	0.807	0.000	0.000	0.879	94.91	100	
4:30	1.243	1.097	0.000	0.305	0.396	0.000	0.000	0.336	0.000	0.000	0.000	0.328	0.000	0.807	0.000	0.000	1.215	94.27	100	
5:00	1.596	0.633	0.000	0.305	0.396	0.000	0.000	0.336	0.000	0.000	0.000	0.000	0.315	0.475	0.415	0.000	1.115	94.41	100	
5:30	1.596	0.961	0.349	0.305	0.396	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.475	0.000	0.000	1.115	94.49	100	
6:00	1.883	1.674	0.349	0.305	0.349	0.000	0.000	0.554	0.463	0.000	0.000	0.000	0.315	1.546	0.000	0.305	1.385	90.87	100	
6:30	1.883	1.345	0.698	0.305	0.349	0.000	0.000	0.554	0.463	0.000	0.000	0.000	0.315	1.546	0.000	0.305	0.966	91.27	100	
7:00	1.903	1.677	1.117	0.305	0.349	0.000	0.000	0.554	0.463	0.000	0.000	0.000	0.423	1.534	0.000	0.305	1.749	89.62	100	
7:30	1.903	4.868	1.481	0.000	0.349	0.000	0.000	0.554	0.463	0.000	0.000	0.000	0.000	1.534	0.000	0.305	1.749	86.79	100	
7:45	2.252	4.868	3.240	0.000	0.349	0.000	0.000	0.554	0.463	0.000	0.305	0.000	0.000	1.534	0.000	0.305	1.749	84.38	100	
8:00	10.107	4.868	2.097	0.000	0.315	0.000	0.000	0.554	0.000	0.000	0.637	0.311	0.766	0.827	0.000	0.305	3.036	76.18	100	
8:30	6.917	4.347	2.381	0.000	1.327	0.000	0.000	0.882	0.408	0.000	0.637	1.170	0.766	0.827	0.000	0.669	4.681	74.99	100	
9:00	3.732	2.895	1.598	0.000	1.659	0.000	0.000	0.882	0.408	0.000	0.637	1.170	1.442	0.827	0.000	1.049	5.349	78.35	100	
9:30	3.290	2.862	1.598	0.000	1.263	0.000	0.000	0.882	0.408	0.000	0.941	1.475	1.906	0.827	0.000	1.049	4.668	78.83	100	
10:00	2.256	1.822	1.329	0.000	1.258	0.000	0.000	0.882	0.000	0.000	0.637	1.163	1.906	0.248	0.000	1.040	3.914	83.55	100	
10:30	1.860	1.558	0.980	0.000	0.642	0.000	0.000	0.882	0.000	0.000	0.000	0.859	1.906	0.248	0.000	0.669	3.914	86.48	100	
11:00	0.463	0.787	0.364	0.000	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.364	0.517	0.000	0.000	1.579	95.31	100	
11:30	0.463	0.475	0.364	0.000	0.310	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.364	0.517	0.000	0.000	1.247	96.26	100	
avg.	1.19	1.34	0.41	0.04	0.27	0.00	0.00	0.18	0.07	0.00	0.08	0.20	0.23	0.35	0.01	0.14	1.09	94.41		
max.	10.11	4.87	3.24	0.30	1.66	0.00	0.00	0.88	0.46	0.00	0.94	1.47	1.91	1.55	0.42	1.05	5.35	100		
σ.	1.79	1.28	0.73	0.10	0.39	0.00	0.00	0.31	0.17	0.00	0.22	0.39	0.51	0.49	0.06	0.29	1.39	6.67		

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
5:30	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
6:00	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
6:30	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
7:00	0.729	0.408	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.86	100
7:30	0.305	0.643	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.69	100
8:00	1.278	0.643	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.71	100
8:30	0.641	1.051	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.94	100
9:00	0.464	1.051	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.000	0.000	0.000	0.000	0.332	97.80	100
9:30	0.464	1.051	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.000	0.000	0.000	0.000	0.332	97.80	100
10:00	0.464	0.740	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.000	0.000	0.000	0.000	0.796	97.65	100
10:30	0.000	0.740	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.349	0.000	0.000	0.000	0.000	0.796	98.12	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	0.796	99.20	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	0.796	99.20	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.049	97.95	100
12:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.049	97.95	100
1:00	0.000	0.772	0.701	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.059	96.47	100
1:30	0.000	1.180	0.701	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.695	96.42	100
2:00	0.000	0.772	1.090	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.550	95.59	100
2:30	0.000	0.772	0.721	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.550	95.96	100
3:00	0.000	0.772	0.721	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.457	96.05	100
3:30	0.000	0.772	0.721	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.880	95.63	100
4:00	0.305	0.772	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.630	94.96	100
4:30	0.305	0.772	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.630	94.96	100
5:00	0.000	0.886	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.260	95.52	100
5:30	0.000	1.235	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.837	95.26	100
6:00	0.813	1.893	0.664	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.415	0.517	0.000	0.000	3.366	91.95	100
6:30	0.419	2.221	0.664	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.415	0.517	0.000	0.000	2.559	92.83	100
7:00	0.000	4.268	0.664	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.466	0.517	0.000	0.000	2.977	90.73	100
7:30	1.479	5.893	1.013	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.442	0.000	0.466	0.517	0.000	0.000	2.977	86.83	100
7:45	1.479	5.153	1.013	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.822	0.000	0.466	0.517	0.000	0.000	2.977	87.19	100
8:00	7.728	5.161	1.938	0.000	0.000	0.000	0.328	1.956	0.380	0.310	1.104	0.000	0.466	0.517	0.383	0.000	4.310	75.42	100
8:30	5.808	5.483	1.938	0.000	0.000	0.000	0.328	1.560	0.751	0.310	1.104	0.000	0.466	0.517	0.000	0.000	4.605	77.13	100
9:00	2.201	4.982	2.413	0.478	0.681	0.000	0.000	1.118	0.371	0.310	1.220	1.041	0.466	0.000	0.466	0.000	3.997	80.26	100
9:30	1.434	4.982	1.959	0.478	0.681	0.000	0.000	1.428	0.371	0.310	1.220	1.041	0.466	0.000	0.466	0.000	3.617	81.55	100
10:00	1.719	4.174	0.918	0.478	0.371	0.000	0.000	1.057	0.371	0.310	1.259	1.373	0.000	0.000	0.466	0.000	2.820	84.68	100
10:30	1.295	3.072	0.918	0.478	0.371	0.000	0.000	0.725	0.371	0.310	0.783	1.373	0.000	0.000	0.000	0.000	2.820	87.48	100
11:00	0.336	1.007	0.000	0.000	0.000	0.000	0.000	0.000	0.371	0.000	1.261	0.709	0.000	0.000	0.000	0.000	1.300	95.02	100
11:30	0.000	0.681	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.783	0.000	0.000	0.000	0.000	0.000	1.300	97.24	100
avg.	0.64	1.31	0.44	0.04	0.04	0.00	0.01	0.16	0.10	0.04	0.20	0.14	0.08	0.07	0.04	0.00	1.53	95.15	
max.	7.73	5.89	2.41	0.48	0.68	0.00	0.33	1.96	0.75	0.31	1.26	1.37	0.47	0.52	0.47	0.00	4.60	100	
σ.	1.40	1.78	0.61	0.13	0.15	0.00	0.07	0.45	0.18	0.10	0.42	0.35	0.18	0.18	0.12	0.00	1.50	6.29	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.53	100
5:30	0.472	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.53	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	0.321	0.000	0.000	0.000	99.68	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	0.321	0.000	0.000	0.000	99.68	100
7:00	0.000	0.253	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	99.43	100
7:30	0.000	1.601	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	98.08	100
8:00	1.146	1.601	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	96.93	100
8:30	0.000	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	98.44	100
9:00	0.000	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	98.44	100
9:30	0.423	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	98.01	100
10:00	0.423	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	98.01	100
10:30	0.423	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	98.01	100
11:00	0.423	1.246	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.99	100
11:30	0.423	1.246	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.99	100
NOON	0.000	1.263	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.40	100
12:30	0.000	1.263	0.000	0.000	0.338	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.40	100
1:00	0.472	1.263	0.574	0.000	0.000	0.000	0.000	0.377	0.000	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.000	96.25	100
1:30	0.472	1.263	0.574	0.000	0.000	0.000	0.000	0.377	0.000	0.387	0.000	0.450	0.000	0.000	0.000	0.000	0.000	95.80	100
2:00	0.472	1.263	0.574	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.805	0.000	0.000	0.000	0.355	1.066	95.09	100
2:30	0.472	1.263	0.574	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	0.805	0.000	0.000	0.000	0.000	1.066	95.44	100
3:00	0.355	0.925	0.321	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	1.519	0.000	0.000	0.000	0.000	1.405	95.10	100
3:30	0.355	0.925	0.321	0.000	0.000	0.000	0.000	0.377	0.000	0.000	0.000	1.519	0.000	0.000	0.000	0.000	1.405	95.10	100
4:00	0.828	0.925	0.321	0.000	0.000	0.000	0.000	0.688	0.000	0.000	0.000	1.519	0.000	0.449	0.000	0.000	0.355	94.92	100
4:30	0.355	0.925	0.321	0.000	0.000	0.000	0.000	0.688	0.484	0.000	0.000	1.181	0.000	0.449	0.000	0.000	0.355	95.24	100
5:00	0.355	0.925	0.321	0.000	0.788	0.000	0.000	0.310	0.484	0.000	0.426	0.805	0.000	0.000	0.000	0.000	0.355	95.23	100
5:30	0.355	0.925	0.321	0.000	0.788	0.000	0.000	0.000	0.840	0.000	0.426	0.355	0.000	0.000	0.000	0.000	0.666	95.32	100
6:00	0.711	1.019	0.000	0.000	1.514	0.000	0.000	0.403	0.840	0.000	0.426	0.332	0.000	0.000	0.472	0.000	1.637	92.65	100
6:30	0.711	1.019	0.000	0.000	1.514	0.000	0.000	0.403	0.840	0.000	0.426	0.332	0.000	0.000	0.472	0.000	1.281	93.00	100
7:00	2.389	1.802	0.487	0.000	1.514	0.000	0.000	0.403	0.484	0.000	0.426	0.332	0.000	0.676	0.472	0.401	1.281	89.33	100
7:30	2.363	6.012	0.487	0.000	1.514	0.000	0.000	1.076	0.484	0.000	0.764	0.649	0.804	0.676	0.472	0.401	1.613	82.68	100
7:45	1.948	6.346	0.487	0.000	1.514	0.000	0.000	1.076	0.484	0.000	0.764	0.649	0.804	0.676	0.472	0.401	1.613	82.76	100
8:00	9.904	4.917	1.213	0.000	1.043	0.000	0.000	1.076	0.000	0.000	0.338	0.649	1.207	0.676	0.472	0.000	2.884	75.62	100
8:30	9.057	5.306	1.585	0.000	1.518	0.000	0.000	1.526	0.000	0.000	0.338	1.036	1.691	0.676	0.472	0.000	2.884	73.91	100
9:00	4.043	3.419	1.685	0.000	1.147	0.000	0.000	0.450	0.310	0.000	0.000	1.015	2.101	0.000	0.000	0.000	2.195	83.64	100
9:30	2.125	3.416	1.685	0.000	1.147	0.000	0.000	0.000	0.310	0.000	0.000	1.029	2.101	0.000	0.000	0.000	1.631	86.56	100
10:00	0.757	1.759	0.959	0.000	1.147	0.000	0.000	0.000	0.310	0.000	0.000	1.029	1.769	0.000	0.000	0.000	1.631	90.64	100
10:30	0.355	0.986	0.000	0.000	1.147	0.000	0.000	0.000	0.310	0.000	0.000	1.029	1.769	0.000	0.000	0.000	1.631	92.77	100
11:00	0.000	0.316	0.526	0.000	0.475	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.759	0.000	0.000	0.000	0.432	97.18	100
11:30	0.000	0.316	0.000	0.000	0.475	0.000	0.000	0.000	0.000	0.000	0.000	0.310	0.000	0.000	0.000	0.000	0.432	98.47	100
avg.	0.88	1.26	0.27	0.00	0.38	0.00	0.00	0.21	0.13	0.02	0.09	0.36	0.30	0.12	0.07	0.03	0.60	95.29	
max.	9.90	6.35	1.69	0.00	1.52	0.00	0.00	1.53	0.84	0.39	0.76	1.52	2.10	0.68	0.47	0.40	2.88	100	
σ.	1.96	1.54	0.45	0.00	0.56	0.00	0.00	0.36	0.25	0.08	0.20	0.49	0.60	0.23	0.17	0.11	0.81	6.23	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.446	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.55	100
0:30	0.446	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.55	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
6:30	0.000	0.000	0.251	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	99.44	100
7:00	0.000	0.352	0.251	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	99.09	100
7:30	0.000	0.352	0.251	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	99.09	100
8:00	0.368	0.352	0.000	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	98.97	100
8:30	0.368	0.684	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.488	0.000	0.000	0.374	0.000	97.78	100
9:00	0.368	0.331	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.308	0.000	0.488	0.000	0.000	0.000	0.000	98.20	100
9:30	0.368	0.331	0.308	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	98.68	100
10:00	0.368	0.582	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.000	0.000	98.27	100
10:30	0.368	0.582	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.000	0.000	98.27	100
11:00	0.368	0.331	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.000	0.000	98.10	100
11:30	0.368	0.331	0.308	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.468	0.000	0.000	0.000	0.429	98.10	100
NOON	0.699	0.716	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.000	0.000	0.000	0.000	0.848	97.36	100
12:30	1.039	0.716	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.000	0.000	0.000	0.000	0.000	97.87	100
1:00	1.042	0.716	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.000	0.863	0.000	0.419	0.803	95.39	100
1:30	0.703	0.635	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	0.429	0.393	0.000	0.000	1.291	96.18	100
2:00	1.348	0.635	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.032	0.429	0.393	0.000	0.000	1.561	94.60	100
2:30	1.348	0.966	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.032	0.429	0.393	0.000	0.000	1.561	94.27	100
3:00	1.348	0.966	0.329	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	1.032	0.429	0.412	0.000	0.000	0.872	94.24	100
3:30	1.348	0.966	0.329	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.000	1.032	0.429	0.412	0.000	0.000	0.384	94.73	100
4:00	0.703	1.359	0.637	0.000	0.400	0.000	0.000	0.368	0.000	0.000	0.000	1.400	0.000	0.858	0.000	0.000	0.445	93.83	100
4:30	0.707	1.359	0.637	0.000	0.400	0.000	0.000	0.368	0.000	0.000	0.000	1.736	0.000	0.858	0.000	0.000	0.445	93.49	100
5:00	0.707	1.443	0.637	0.000	0.400	0.000	0.000	0.368	0.000	0.000	0.000	1.407	0.000	0.858	0.000	0.000	0.423	93.76	100
5:30	0.707	1.443	0.637	0.000	0.400	0.000	0.000	0.368	0.000	0.000	0.000	1.407	0.000	0.858	0.000	0.000	0.423	93.76	100
6:00	2.924	1.911	0.660	0.000	0.739	0.000	0.000	0.890	0.000	0.000	0.000	0.742	0.335	0.858	0.000	0.000	0.000	90.94	100
6:30	2.550	1.911	0.660	0.000	0.739	0.000	0.000	0.890	0.000	0.000	0.000	0.368	0.335	0.858	0.000	0.000	0.000	91.69	100
7:00	3.483	1.911	0.660	0.000	0.739	0.000	0.000	0.890	0.000	0.000	0.000	0.368	0.000	0.858	0.000	0.000	1.425	89.67	100
7:30	4.290	5.122	1.464	0.000	1.219	0.000	0.000	0.890	0.000	0.000	0.308	0.699	0.335	0.858	0.000	0.000	1.425	83.39	100
7:45	4.290	5.122	1.464	0.000	1.219	0.000	0.000	1.336	0.000	0.000	0.308	0.699	0.335	0.858	0.000	0.000	1.425	82.94	100
8:00	7.788	4.042	1.464	0.000	1.619	0.000	0.000	1.674	0.000	0.000	1.352	0.331	0.688	1.737	0.000	0.335	1.908	77.06	100
8:30	4.674	2.900	1.464	0.000	1.954	0.000	0.000	2.931	0.000	0.000	2.000	0.000	0.727	1.737	0.000	0.709	1.908	78.99	100
9:00	3.667	2.211	0.643	0.000	1.827	0.000	0.000	3.315	0.000	0.000	2.308	0.522	2.049	2.385	0.000	0.335	2.659	78.08	100
9:30	3.186	2.211	0.643	0.000	1.827	0.000	0.000	2.869	0.000	0.000	2.308	0.522	2.049	2.385	0.000	0.335	4.087	77.58	100
10:00	1.788	2.419	0.335	0.000	2.575	0.000	0.000	2.485	0.000	0.000	1.326	0.000	1.674	1.110	0.000	0.000	2.914	83.37	100
10:30	1.788	1.897	0.335	0.000	1.840	0.000	0.000	1.963	0.000	0.000	1.326	0.000	1.674	1.463	0.000	0.000	2.173	85.54	100
11:00	0.654	0.718	0.335	0.000	1.088	0.000	0.000	0.752	0.000	0.000	0.660	0.000	0.427	0.352	0.000	0.000	1.101	93.91	100
11:30	0.315	0.387	0.335	0.000	0.735	0.000	0.000	0.368	0.000	0.000	0.660	0.000	0.427	0.000	0.000	0.000	0.766	96.01	100
avg.	1.16	1.00	0.34	0.00	0.40	0.00	0.00	0.48	0.00	0.00	0.31	0.32	0.33	0.44	0.00	0.05	0.65	94.52	
max.	7.79	5.12	1.46	0.00	2.57	0.00	0.00	3.32	0.00	0.00	2.31	1.74	2.05	2.39	0.00	0.71	4.09	100	
σ.	1.61	1.24	0.41	0.00	0.68	0.00	0.00	0.86	0.00	0.00	0.60	0.48	0.52	0.64	0.00	0.15	0.93	6.77	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

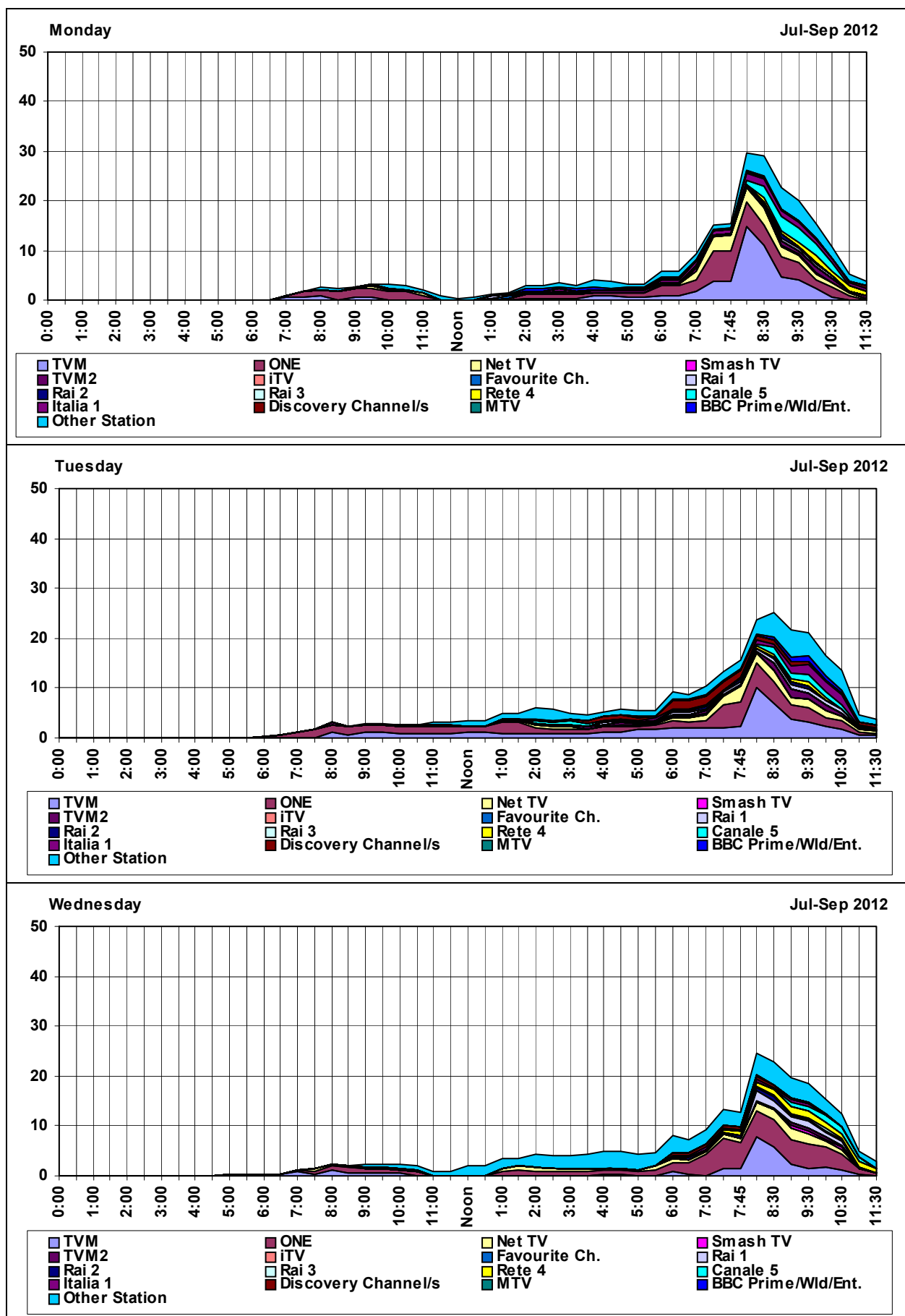
	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.466	99.53	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	0.466	99.53	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
8:00	0.366	0.317	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.519	0.000	0.000	0.000	0.000	98.80	100
8:30	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.519	0.000	0.000	0.000	0.000	99.15	100
9:00	0.330	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.831	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.73	100
9:30	0.330	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.831	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.73	100
10:00	0.986	2.909	0.000	0.000	0.000	0.000	0.000	0.000	0.409	0.831	0.000	0.000	0.000	0.000	0.000	0.000	1.161	93.70	100
10:30	0.986	2.909	0.000	0.000	0.000	0.000	0.000	0.000	0.409	1.297	0.000	0.000	0.000	0.000	0.000	0.000	0.744	93.65	100
11:00	0.986	2.576	0.000	0.000	0.000	0.000	0.000	0.466	0.409	0.832	0.000	0.000	0.000	0.000	0.000	0.000	0.744	93.99	100
11:30	0.986	2.576	0.000	0.000	0.000	0.000	0.000	0.466	0.409	0.466	0.000	0.000	0.000	0.000	0.000	0.000	0.744	94.35	100
NOON	1.014	1.509	0.000	0.000	0.311	0.000	0.000	0.000	0.409	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.744	95.57	100
12:30	1.014	1.509	0.000	0.000	0.311	0.000	0.000	0.000	0.409	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.744	95.57	100
1:00	1.014	0.699	0.000	0.000	0.311	0.000	0.000	0.000	0.409	0.000	0.000	0.396	1.376	0.000	0.000	0.000	1.459	94.34	100
1:30	1.014	1.005	0.000	0.000	0.311	0.000	0.000	0.000	0.409	0.000	0.000	0.396	1.376	0.000	0.000	0.000	0.994	94.49	100
2:00	1.014	1.422	0.000	0.000	0.311	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.908	0.000	0.000	0.000	2.720	92.83	100
2:30	1.014	1.756	0.000	0.000	0.311	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.908	0.000	0.000	0.000	2.303	92.92	100
3:00	0.663	2.721	0.385	0.000	0.311	0.000	0.000	0.382	0.409	0.000	0.000	0.723	1.374	0.000	0.000	0.000	2.360	90.67	100
3:30	0.663	2.387	0.385	0.000	0.311	0.000	0.000	0.382	0.409	0.000	0.000	0.723	1.374	0.000	0.000	0.000	2.836	90.53	100
4:00	0.663	1.664	0.385	0.000	0.000	0.000	0.000	0.382	0.409	0.000	0.306	0.327	0.443	0.000	0.000	0.000	3.923	91.50	100
4:30	0.663	1.664	0.385	0.000	0.000	0.000	0.000	0.382	0.409	0.000	0.306	0.327	0.443	0.000	0.000	0.000	3.610	91.81	100
5:00	0.663	1.664	0.000	0.000	0.000	0.000	0.000	0.382	0.409	0.000	0.306	0.327	0.000	0.485	0.000	0.000	3.506	92.26	100
5:30	1.000	1.970	0.000	0.000	0.000	0.000	0.000	0.382	0.409	0.000	0.000	0.327	0.000	0.928	0.000	0.000	3.122	91.86	100
6:00	1.640	1.255	0.950	0.000	0.390	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.000	0.928	0.000	0.333	1.818	91.89	100
6:30	2.072	1.561	0.950	0.000	0.390	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.000	0.928	0.000	0.333	1.818	91.16	100
7:00	1.735	1.561	1.346	0.000	0.781	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.000	0.485	0.000	0.333	1.474	91.49	100
7:30	1.991	2.670	1.335	0.000	0.781	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.000	0.485	0.000	0.333	1.474	90.14	100
7:45	1.991	2.670	1.668	0.000	0.781	0.000	0.000	0.382	0.409	0.000	0.000	0.000	0.000	0.485	0.000	0.333	1.474	89.81	100
8:00	6.898	3.778	1.958	0.000	1.220	0.000	0.000	0.715	0.760	0.000	0.409	0.000	1.104	0.797	0.000	0.000	2.200	80.16	100
8:30	3.798	4.108	1.234	0.000	1.641	0.000	0.000	0.382	0.760	0.000	0.409	0.366	1.722	0.797	0.000	0.000	1.774	83.01	100
9:00	2.316	2.683	0.849	0.000	1.250	0.000	0.444	0.000	0.760	0.000	0.409	0.808	1.722	0.311	0.000	0.000	3.214	85.23	100
9:30	1.945	2.377	0.849	0.000	0.830	0.000	0.444	0.337	0.760	0.000	0.409	0.808	2.341	0.311	0.000	0.000	3.121	85.47	100
10:00	0.330	2.128	0.849	0.000	0.420	0.000	0.000	0.688	0.760	0.000	0.807	0.808	1.237	0.311	0.000	0.000	3.076	88.59	100
10:30	0.330	1.822	0.600	0.000	0.000	0.000	0.000	0.688	0.760	0.000	0.807	0.808	0.619	0.311	0.000	0.000	2.661	90.59	100
11:00	0.000	0.967	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.398	0.764	0.000	0.385	0.000	0.000	0.973	96.18	100
11:30	0.000	0.327	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.398	0.366	0.000	0.000	0.000	0.000	0.973	97.60	100
avg.	0.82	1.24	0.29	0.00	0.22	0.00	0.02	0.19	0.29	0.10	0.10	0.17	0.39	0.16	0.00	0.03	1.20	94.77	
max.	6.90	4.11	1.96	0.00	1.64	0.00	0.44	0.72	0.76	1.30	0.81	0.81	2.34	0.93	0.00	0.33	3.92	100	
σ.	1.20	1.17	0.51	0.00	0.38	0.00	0.09	0.23	0.26	0.29	0.21	0.28	0.61	0.29	0.00	0.10	1.24	5.07	

TABLE 7.3.G: TV AUDIENCES – SUNDAY

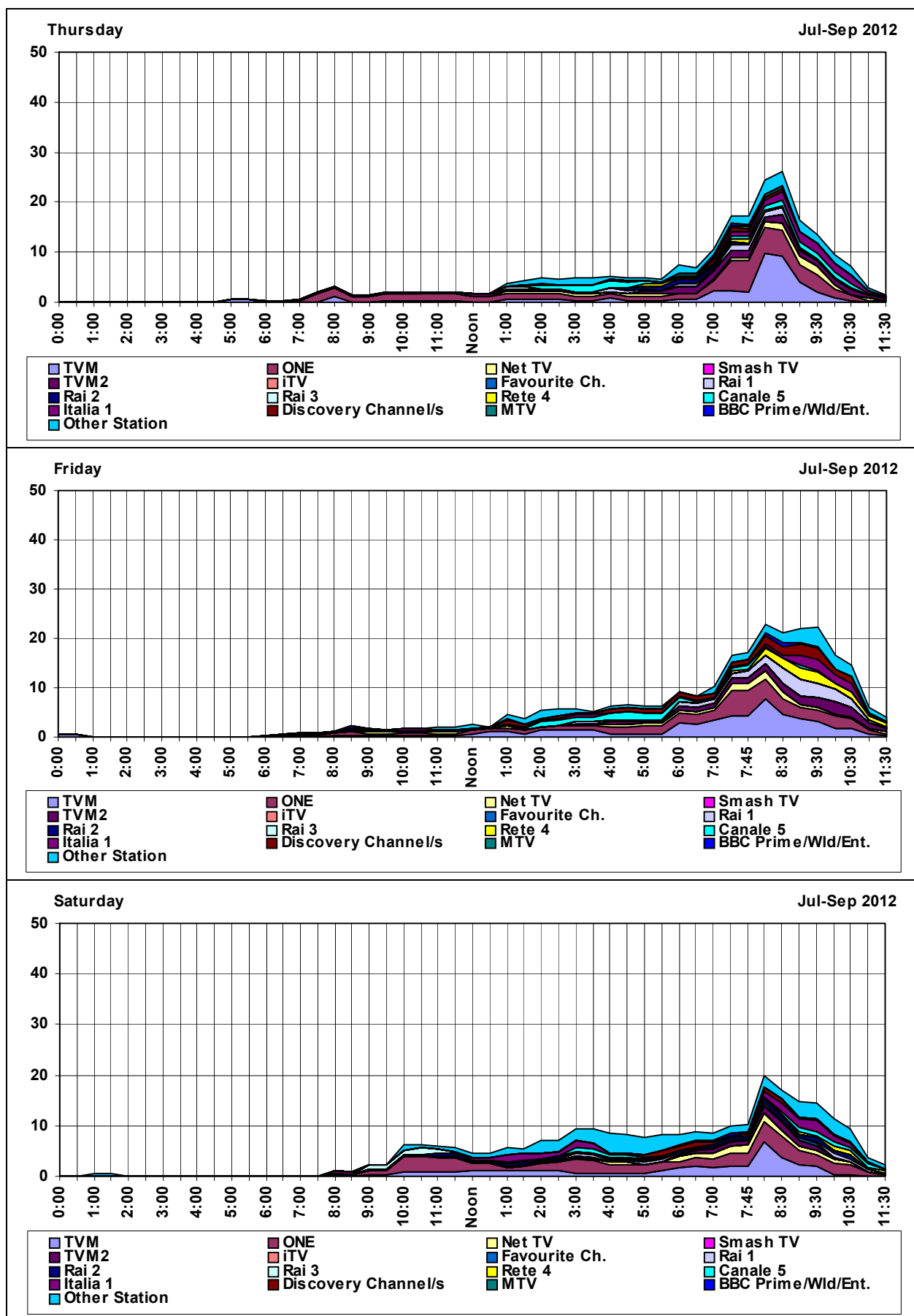
	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.349	0.000	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.23	100
5:30	0.000	0.349	0.000	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.23	100
6:00	0.000	0.349	0.335	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
6:30	0.395	0.349	0.335	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.50	100
7:00	0.395	0.000	0.335	0.000	0.000	0.000	0.000	0.308	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	98.23	100
7:30	0.395	0.395	0.335	0.000	0.000	0.000	0.000	0.308	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.000	97.84	100
8:00	0.395	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.691	98.18	100
8:30	0.395	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.000	0.000	0.000	0.305	1.097	97.46	100
9:00	0.395	0.600	0.000	0.000	0.000	0.000	0.000	0.000	0.830	0.000	0.000	0.305	0.339	0.000	0.000	0.000	1.048	96.48	100
9:30	0.395	0.600	0.000	0.000	0.000	0.000	0.000	0.000	0.830	0.000	0.000	0.305	0.339	0.000	0.000	0.000	1.405	96.13	100
10:00	0.000	0.655	0.335	0.000	0.764	0.000	0.000	0.000	0.830	0.000	0.000	0.000	0.339	0.000	0.000	0.000	1.000	96.08	100
10:30	0.000	0.655	0.335	0.000	0.764	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.339	0.000	0.000	0.000	1.000	96.50	100
11:00	0.000	0.655	0.000	0.000	1.532	0.000	0.000	0.000	0.426	0.000	0.280	0.000	0.764	0.000	0.000	0.000	0.923	95.42	100
11:30	0.000	0.320	0.000	0.000	1.532	0.000	0.000	0.000	0.426	0.000	0.280	0.000	0.764	0.000	0.000	0.000	0.923	95.75	100
NOON	0.352	0.000	0.000	0.000	1.158	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.788	0.000	0.000	0.000	0.923	96.35	100
12:30	0.352	0.000	0.000	0.000	1.158	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.426	0.000	0.000	0.000	1.222	96.42	100
1:00	1.065	0.679	0.000	0.000	0.746	0.000	0.000	0.405	0.000	0.000	0.388	0.406	0.000	0.000	0.000	0.000	1.917	94.40	100
1:30	0.703	0.679	0.000	0.000	1.311	0.000	0.000	0.405	0.000	0.000	0.000	0.406	0.000	0.000	0.000	0.000	1.618	94.88	100
2:00	1.084	0.305	0.000	0.000	1.739	0.000	0.000	0.405	0.000	0.000	0.000	0.406	1.114	0.000	0.000	0.000	1.328	93.62	100
2:30	1.084	0.305	0.000	0.000	1.174	0.000	0.000	0.405	0.000	0.000	0.000	0.406	1.114	0.000	0.000	0.000	1.637	93.88	100
3:00	1.084	0.305	0.000	0.000	1.053	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.709	0.474	0.000	0.000	2.062	93.91	100
3:30	1.084	0.305	0.000	0.000	1.053	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.709	0.474	0.000	0.000	2.062	93.91	100
4:00	1.957	0.705	0.340	0.000	1.122	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.305	0.474	0.000	0.305	1.812	92.57	100
4:30	1.957	0.705	0.340	0.000	0.694	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.305	0.474	0.000	0.305	1.812	93.00	100
5:00	2.357	0.705	0.000	0.000	0.694	0.395	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.474	0.000	0.340	2.238	92.36	100
5:30	2.357	1.045	0.000	0.000	0.694	0.395	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.474	0.000	0.340	2.238	92.46	100
6:00	2.437	1.045	0.000	0.000	0.694	0.395	0.000	0.000	0.000	0.000	0.000	0.000	0.761	0.862	0.000	0.340	1.576	91.89	100
6:30	2.042	1.045	0.000	0.000	0.694	0.395	0.000	0.000	0.000	0.000	0.000	0.000	0.761	0.862	0.000	0.340	1.576	92.28	100
7:00	2.270	1.325	0.675	0.000	0.694	0.000	0.000	0.228	0.000	0.000	0.000	0.000	0.405	0.474	0.000	0.340	1.151	92.44	100
7:30	3.004	3.819	0.995	0.000	0.694	0.000	0.000	0.228	0.000	0.000	0.000	0.000	0.841	0.474	0.000	0.340	1.151	88.45	100
7:45	3.004	3.819	0.995	0.000	0.694	0.000	0.000	0.228	0.000	0.000	0.000	0.000	0.841	0.474	0.000	0.340	1.151	88.45	100
8:00	7.872	4.150	1.710	0.000	1.584	0.000	0.335	1.332	0.000	0.000	0.000	0.000	0.818	0.474	0.000	0.340	2.884	78.50	100
8:30	9.106	3.011	1.710	0.000	1.584	0.000	0.335	2.053	0.000	0.305	0.000	0.000	1.528	0.474	0.000	0.000	2.884	77.01	100
9:00	6.489	1.680	1.315	0.000	1.812	0.000	0.000	2.027	0.305	0.305	0.280	0.286	1.890	0.000	0.000	0.000	2.126	81.49	100
9:30	6.218	1.340	0.974	0.000	1.812	0.000	0.000	1.687	0.305	0.305	0.280	0.975	1.528	0.000	0.000	0.000	2.928	81.65	100
10:00	3.268	1.038	0.374	0.000	1.491	0.000	0.000	1.026	0.594	0.305	0.280	0.975	0.831	0.815	0.000	0.000	1.774	87.23	100
10:30	3.345	1.038	0.374	0.000	1.491	0.000	0.000	0.721	0.594	0.305	0.280	0.975	0.831	0.815	0.000	0.000	1.048	88.18	100
11:00	1.163	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.289	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.335	97.41	100
11:30	0.727	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.426	0.000	0.000	0.000	0.655	97.82	100
avg.	1.41	0.72	0.24	0.00	0.62	0.03	0.01	0.24	0.21	0.03	0.04	0.14	0.42	0.17	0.00	0.09	1.02	94.58	
max.	9.11	4.15	1.71	0.00	1.81	0.40	0.33	2.05	0.83	0.30	0.39	0.98	1.89	0.86	0.00	0.34	2.93	100	
σ.	2.10	1.00	0.44	0.00	0.64	0.11	0.07	0.51	0.26	0.09	0.11	0.27	0.48	0.28	0.00	0.15	0.90	5.71	

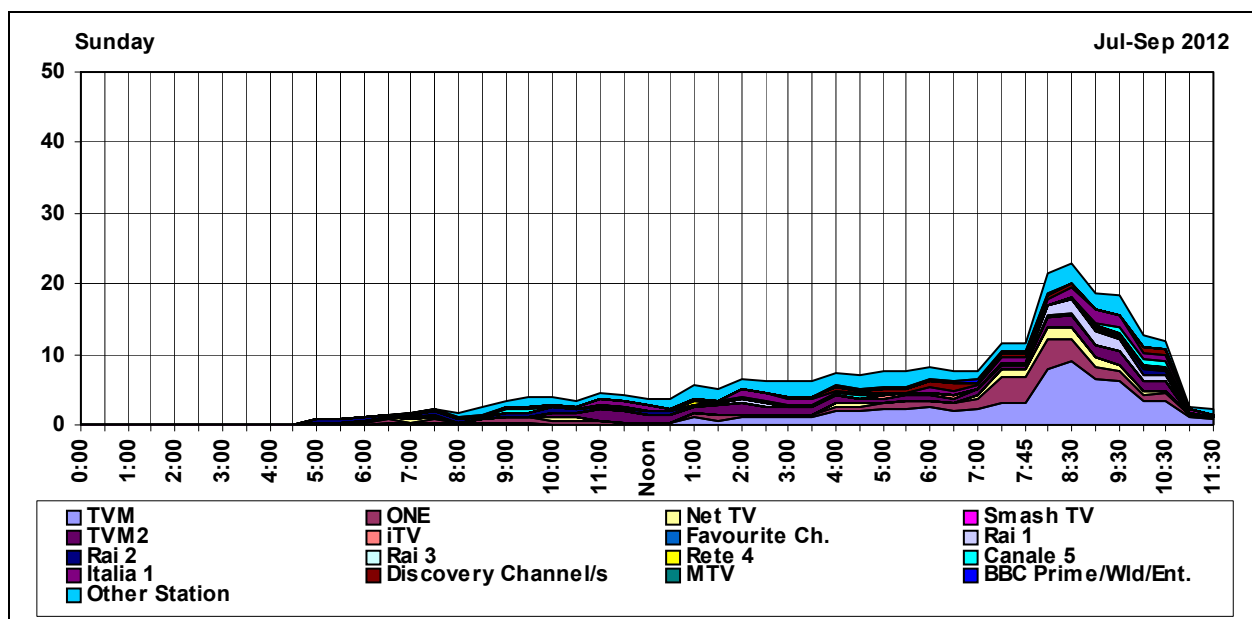
TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	TVM2	ITV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.94	100
0:30	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.94	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	0.000	0.000	0.000	0.000	99.93	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	99.93	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.126	0.054	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.75	100
5:30	0.126	0.054	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.75	100
6:00	0.060	0.100	0.052	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.043	0.000	0.000	0.000	0.045	0.000	0.000	99.63	100
6:30	0.121	0.135	0.087	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.043	0.000	0.000	0.045	0.000	0.000	0.000	99.50	100
7:00	0.230	0.378	0.087	0.000	0.000	0.000	0.000	0.048	0.066	0.000	0.043	0.000	0.000	0.045	0.000	0.047	0.000	99.06	100
7:30	0.170	0.856	0.138	0.000	0.000	0.000	0.000	0.048	0.066	0.000	0.043	0.000	0.000	0.045	0.000	0.047	0.000	98.59	100
8:00	0.762	0.840	0.052	0.000	0.087	0.000	0.000	0.000	0.066	0.000	0.043	0.000	0.073	0.045	0.000	0.047	0.172	97.81	100
8:30	0.304	1.012	0.052	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.043	0.000	0.186	0.000	0.000	0.099	0.235	98.00	100
9:00	0.445	1.050	0.043	0.000	0.000	0.000	0.000	0.000	0.186	0.117	0.043	0.096	0.165	0.045	0.000	0.000	0.256	97.56	100
9:30	0.504	1.050	0.111	0.000	0.000	0.000	0.000	0.000	0.186	0.117	0.043	0.096	0.096	0.045	0.000	0.000	0.311	97.44	100
10:00	0.427	1.317	0.162	0.000	0.118	0.000	0.000	0.000	0.186	0.117	0.000	0.049	0.162	0.089	0.000	0.000	0.544	96.83	100
10:30	0.362	1.317	0.162	0.000	0.118	0.000	0.000	0.000	0.120	0.183	0.000	0.049	0.162	0.045	0.000	0.000	0.485	97.00	100
11:00	0.362	1.023	0.111	0.000	0.283	0.000	0.000	0.066	0.123	0.117	0.043	0.000	0.183	0.045	0.000	0.000	0.591	97.05	100
11:30	0.362	0.840	0.043	0.000	0.283	0.000	0.000	0.066	0.123	0.066	0.043	0.000	0.183	0.045	0.000	0.000	0.591	97.35	100
NOON	0.452	0.645	0.000	0.000	0.269	0.000	0.000	0.000	0.123	0.000	0.000	0.052	0.184	0.000	0.000	0.000	0.872	97.40	100
12:30	0.500	0.645	0.000	0.000	0.269	0.000	0.000	0.000	0.123	0.000	0.000	0.052	0.128	0.000	0.000	0.000	0.842	97.44	100
1:00	0.629	0.911	0.293	0.000	0.203	0.000	0.049	0.176	0.058	0.054	0.060	0.171	0.194	0.121	0.000	0.059	1.211	95.81	100
1:30	0.525	1.059	0.238	0.000	0.290	0.000	0.049	0.176	0.058	0.054	0.000	0.233	0.254	0.055	0.000	0.000	1.116	95.89	100
2:00	0.721	0.916	0.293	0.000	0.356	0.000	0.000	0.230	0.058	0.000	0.000	0.418	0.412	0.055	0.000	0.139	1.700	94.70	100
2:30	0.721	0.974	0.240	0.000	0.269	0.000	0.000	0.230	0.058	0.000	0.000	0.418	0.412	0.055	0.000	0.090	1.689	94.84	100
3:00	0.656	1.063	0.358	0.000	0.262	0.000	0.000	0.219	0.058	0.000	0.000	0.613	0.415	0.198	0.000	0.047	1.633	94.48	100
3:30	0.656	1.016	0.247	0.000	0.262	0.000	0.000	0.219	0.058	0.000	0.000	0.613	0.415	0.198	0.000	0.047	1.634	94.64	100
4:00	0.942	1.031	0.287	0.000	0.339	0.000	0.000	0.248	0.058	0.000	0.043	0.562	0.109	0.370	0.000	0.138	1.792	94.08	100
4:30	0.877	1.031	0.287	0.043	0.273	0.000	0.000	0.248	0.125	0.000	0.043	0.562	0.109	0.370	0.000	0.091	1.795	94.14	100
5:00	0.898	1.043	0.181	0.043	0.382	0.061	0.000	0.196	0.125	0.000	0.102	0.355	0.112	0.329	0.117	0.096	1.666	94.29	100
5:30	0.946	1.234	0.277	0.043	0.382	0.061	0.000	0.105	0.174	0.000	0.059	0.293	0.045	0.391	0.059	0.096	1.595	94.24	100
6:00	1.626	1.521	0.421	0.043	0.579	0.061	0.000	0.313	0.294	0.000	0.059	0.150	0.333	0.676	0.124	0.186	1.577	92.04	100
6:30	1.518	1.564	0.471	0.043	0.579	0.061	0.000	0.313	0.294	0.000	0.059	0.098	0.333	0.676	0.124	0.186	1.354	92.33	100
7:00	1.942	2.099	0.968	0.101	0.701	0.000	0.000	0.348	0.244	0.000	0.059	0.098	0.314	0.646	0.066	0.242	1.596	90.58	100
7:30	2.678	4.913	1.385	0.000	0.715	0.000	0.000	0.441	0.244	0.000	0.212	0.188	0.480	0.646	0.066	0.242	1.576	86.21	100
7:45	2.669	4.855	1.724	0.000	0.715	0.000	0.000	0.504	0.244	0.000	0.309	0.188	0.480	0.646	0.066	0.242	1.576	85.78	100
8:00	9.278	4.581	1.893	0.000	0.900	0.000	0.098	1.045	0.161	0.044	0.540	0.313	0.912	0.759	0.120	0.186	2.952	76.22	100
8:30	7.221	4.162	1.977	0.046	1.215	0.000	0.098	1.338	0.337	0.091	0.748	0.709	1.181	0.759	0.066	0.238	3.256	76.56	100
9:00	3.916	3.120	1.502	0.114	1.316	0.000	0.063	1.185	0.431	0.091	0.804	1.079	1.569	0.541	0.066	0.195	3.370	80.64	100
9:30	3.232	2.929	1.285	0.114	1.201	0.000	0.063	1.099	0.365	0.091	0.847	1.231	1.666	0.541	0.066	0.195	3.452	81.62	100
10:00	1.801	2.154	0.816	0.114	1.214	0.000	0.000	0.940	0.352	0.091	0.823	1.082	1.178	0.407	0.066	0.147	2.737	86.08	100
10:30	1.402	1.737	0.600	0.068	0.917	0.000	0.000	0.773	0.294	0.091	0.616	0.952	1.091	0.410	0.000	0.095	2.364	88.59	100
11:00	0.384	0.697	0.270	0.000	0.322	0.000	0.000	0.153	0.097	0.000	0.490	0.294	0.348	0.244	0.000	0.000	0.990	95.71	100
11:30	0.222	0.365	0.148	0.000	0.273	0.000	0.000	0.099	0.000	0.000	0.420	0.095	0.243	0.140	0.000	0.000	0.902	97.09	100
avg.	1.04	1.15	0.35	0.02	0.31	0.00	0.01	0.22	0.12	0.03	0.14	0.23	0.29	0.20	0.02	0.07	0.99	94.83	
max.	9.28	4.91	1.98	0.11	1.32	0.06	0.10	1.34	0.43	0.18	0.85	1.23	1.67	0.76	0.12	0.24	3.45	100	
σ.	1.75	1.28	0.53	0.03	0.38	0.02	0.02	0.35	0.11	0.05	0.25	0.33	0.41	0.25	0.04	0.08	1.02	6.17	

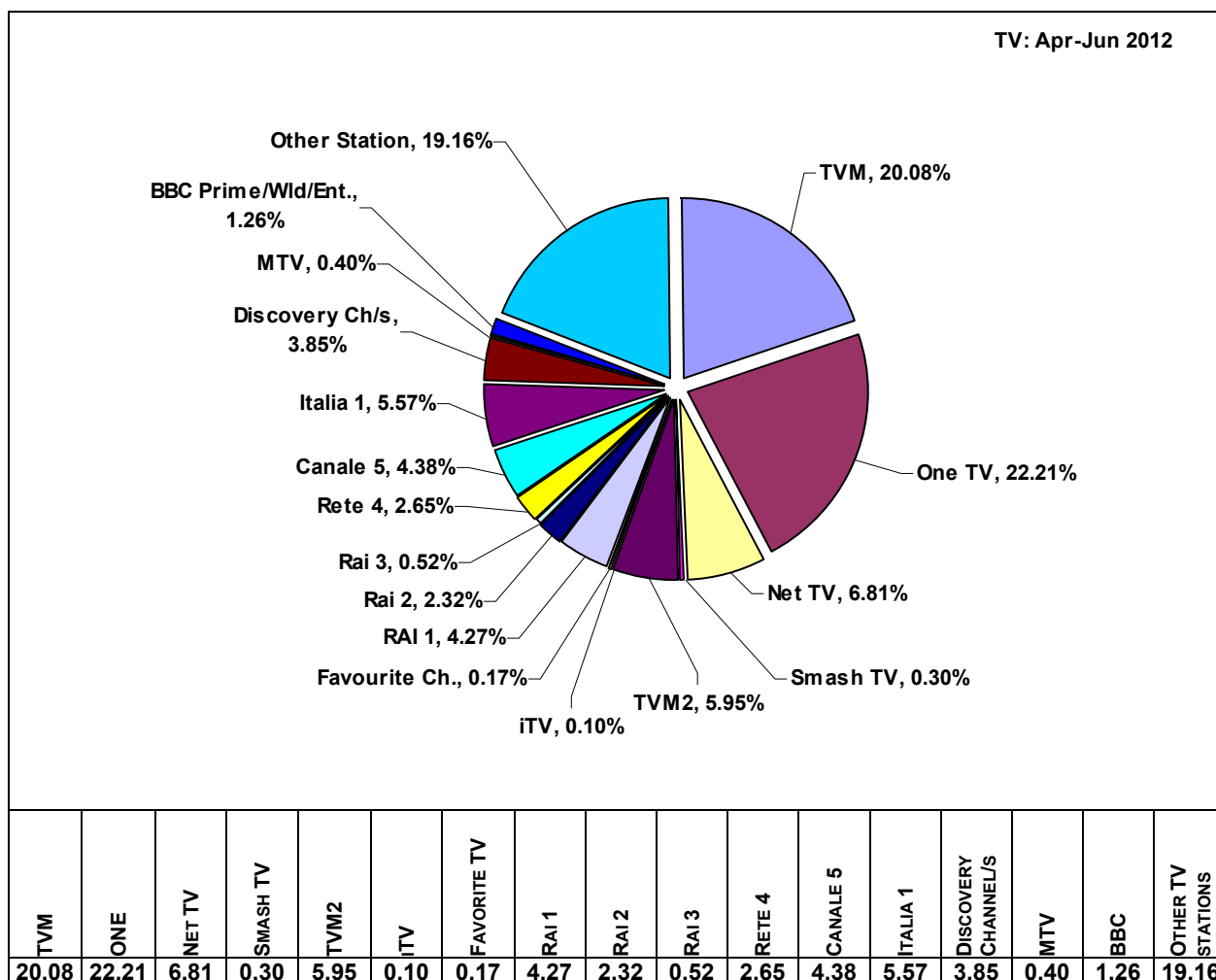


FIGURES 7.3.A-C: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [JUL-SEP 2012]





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



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2012]

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

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	261	144	118	13	46	9	81	61	41	11	65	69	32	44	29	23
	14.2%	15.8%	12.7%	14.4%	15.0%	8.3%	14.7%	13.5%	15.8%	14.3%	17.8%	12.7%	11.8%	17.0%	11.0%	16.2%
	100.0%	54.9%	45.1%	5.2%	17.5%	3.3%	31.0%	23.2%	15.7%	4.1%	24.9%	26.4%	12.3%	16.7%	11.1%	8.6%
ONE	169	79	90	2	16	11	41	52	39	8	36	48	37	19	16	13
	9.2%	8.7%	9.7%	2.2%	5.3%	10.9%	7.4%	11.5%	14.8%	10.8%	10.0%	8.8%	13.7%	7.5%	6.0%	9.1%
	100.0%	46.8%	53.2%	1.2%	9.6%	6.7%	24.1%	30.7%	22.8%	4.8%	21.6%	28.2%	22.0%	11.4%	9.4%	7.5%
Net TV	73	37	36	1	9	0	19	21	17	7	10	24	8	17	5	9
	4.0%	4.0%	3.9%	1.1%	2.9%	0.0%	3.4%	4.6%	6.4%	8.7%	2.7%	4.4%	2.8%	6.6%	2.1%	6.7%
	100.0%	50.2%	49.8%	1.4%	12.3%	0.0%	25.9%	28.7%	22.8%	9.0%	13.4%	32.4%	10.5%	23.4%	7.5%	12.7%
Smash TV	4	2	2	0	0	0	1	2	1	0	1	0	2	0	0	1
	.2%	.3%	.2%	0.0%	0.0%	0.0%	.2%	.4%	.4%	0.0%	.2%	0.0%	.7%	0.0%	0.0%	.9%
	100.0%	58.3%	41.7%	0.0%	0.0%	0.0%	31.5%	41.7%	26.8%	0.0%	20.1%	0.0%	48.4%	0.0%	0.0%	31.5%
TVM2/Education 22	48	31	17	3	3	2	14	15	8	3	7	14	8	8	10	2
	2.6%	3.4%	1.8%	3.3%	1.1%	1.8%	2.5%	3.3%	3.0%	3.7%	1.9%	2.6%	2.9%	3.1%	3.6%	1.3%
	100.0%	65.1%	34.9%	6.4%	7.0%	4.0%	29.0%	31.4%	16.3%	5.9%	14.3%	28.9%	16.3%	16.8%	20.0%	3.7%
iTV	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.8%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Favorite Channel	4	1	3	0	0	0	0	2	1	1	0	1	1	1	1	0
	.2%	.1%	.3%	0.0%	0.0%	0.0%	0.0%	.4%	.4%	1.1%	0.0%	.2%	.3%	.4%	.4%	0.0%
	100.0%	23.5%	76.5%	0.0%	0.0%	0.0%	0.0%	48.1%	29.8%	22.1%	0.0%	23.5%	22.1%	24.6%	29.8%	0.0%
Rai 1	41	17	24	0	3	2	12	17	3	3	9	10	3	7	9	3
	2.2%	1.9%	2.6%	0.0%	1.1%	2.0%	2.2%	3.8%	1.1%	3.7%	2.6%	1.8%	1.1%	2.8%	3.3%	2.0%
	100.0%	41.6%	58.4%	0.0%	8.4%	5.0%	30.1%	42.4%	7.3%	6.8%	22.9%	23.9%	7.5%	17.9%	21.2%	6.7%
Rai 2	15	11	4	0	1	1	7	4	2	1	5	5	4	0	1	0
	.8%	1.2%	.5%	0.0%	.4%	.8%	1.2%	.8%	.8%	1.2%	1.5%	.9%	1.6%	0.0%	.3%	0.0%
	100.0%	71.3%	28.7%	0.0%	7.4%	5.3%	44.1%	24.5%	12.8%	5.9%	35.0%	31.6%	28.0%	0.0%	5.3%	0.0%
Rai 3	6	1	5	0	0	1	3	2	0	0	2	2	0	1	1	0
	.3%	.1%	.5%	0.0%	0.0%	1.2%	.5%	.4%	0.0%	0.0%	.6%	.4%	0.0%	.4%	.3%	0.0%
	100.0%	20.0%	80.0%	0.0%	0.0%	20.0%	49.9%	30.1%	0.0%	0.0%	36.5%	34.4%	0.0%	15.7%	13.4%	0.0%
Rete 4	29	14	15	0	1	0	7	11	7	2	8	9	2	2	5	3
	1.6%	1.5%	1.6%	0.0%	.4%	0.0%	1.3%	2.5%	2.8%	2.3%	2.3%	1.6%	.7%	.8%	1.9%	2.1%
	100.0%	47.3%	52.7%	0.0%	3.8%	0.0%	25.0%	39.5%	25.6%	6.2%	28.6%	30.3%	6.6%	6.9%	17.2%	10.4%
Canale 5	44	11	33	0	0	2	23	16	2	1	8	11	10	8	5	3
	2.4%	1.2%	3.5%	0.0%	0.0%	2.0%	4.1%	3.7%	.7%	1.1%	2.1%	2.0%	3.5%	3.2%	1.8%	2.2%
	100.0%	25.1%	74.9%	0.0%	0.0%	4.8%	51.5%	37.6%	4.3%	1.8%	17.2%	24.5%	21.8%	18.8%	10.9%	6.9%
Italia 1	59	38	21	6	21	6	18	7	2	0	9	18	13	5	7	7
	3.2%	4.2%	2.3%	6.2%	6.8%	5.6%	3.3%	1.5%	.7%	0.0%	2.4%	3.3%	4.8%	1.8%	2.7%	5.3%
	100.0%	64.4%	35.6%	9.8%	34.9%	9.9%	30.7%	11.7%	3.0%	0.0%	14.9%	30.4%	22.3%	7.8%	12.2%	12.5%
Discovery Channel	37	25	12	4	8	4	13	6	1	1	3	8	6	3	13	3
	2.0%	2.7%	1.3%	4.1%	2.5%	4.0%	2.4%	1.4%	.4%	1.2%	.9%	1.6%	2.3%	1.3%	4.8%	2.1%
	100.0%	66.7%	33.3%	10.3%	20.9%	11.3%	35.0%	17.3%	2.9%	2.5%	9.2%	22.8%	16.7%	9.3%	34.2%	7.7%

TABLE 7.5 CONT /...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MTV	6	1	4	0	6	0	0	0	0	0	2	2	0	1	0	0
	.3%	.1%	.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	.6%	.4%	0.0%	.4%	0.0%	0.0%
BBC Prime/World/Ent	100.0%	21.7%	78.3%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.7%	43.4%	0.0%	17.9%	0.0%	0.0%
	13	1	12	0	1	0	6	5	1	0	3	7	0	1	1	1
	.7%	.1%	1.3%	0.0%	.4%	0.0%	1.0%	1.2%	.3%	0.0%	.8%	1.3%	0.0%	.4%	.3%	.7%
Other TV station	100.0%	7.0%	93.0%	0.0%	8.4%	0.0%	44.3%	40.6%	6.7%	0.0%	22.2%	56.2%	0.0%	7.4%	6.3%	8.0%
	180	76	103	28	36	12	49	30	21	4	36	58	23	24	31	8
	9.8%	8.4%	11.1%	30.4%	11.9%	11.2%	8.9%	6.7%	8.0%	5.1%	9.8%	10.7%	8.6%	9.5%	11.6%	5.7%
No particular station	100.0%	42.5%	57.5%	15.8%	20.1%	6.5%	27.2%	16.7%	11.6%	2.1%	19.8%	32.1%	13.0%	13.6%	17.0%	4.4%
	131	65	65	8	3	4	31	43	29	13	29	47	11	16	19	10
	7.1%	7.2%	7.0%	8.2%	1.0%	3.5%	5.6%	9.6%	11.0%	17.8%	8.0%	8.6%	4.0%	6.1%	7.2%	6.9%
Do not remember	100.0%	50.1%	49.9%	5.9%	2.3%	2.8%	23.6%	33.2%	21.9%	10.3%	22.3%	35.6%	8.3%	11.9%	14.5%	7.3%
	10	1	9	0	1	1	2	3	2	1	2	3	3	1	2	0
	.6%	.1%	1.0%	0.0%	.4%	1.0%	.4%	.7%	.7%	1.1%	.7%	.5%	.9%	.4%	.6%	0.0%
Do not watch TV	100.0%	11.6%	88.4%	0.0%	11.6%	9.5%	23.5%	31.6%	16.3%	7.6%	22.7%	28.0%	24.4%	9.5%	15.4%	0.0%
	664	332	332	24	144	50	209	138	80	19	116	198	97	94	106	53
	36.1%	36.5%	35.7%	25.7%	47.3%	47.9%	38.0%	30.6%	30.7%	25.5%	31.7%	36.5%	35.6%	36.6%	40.2%	38.2%
No response	100.0%	50.0%	50.0%	3.6%	21.7%	7.5%	31.5%	20.8%	12.0%	2.9%	17.4%	29.7%	14.6%	14.2%	16.0%	8.0%
	45	21	23	4	5	0	14	15	4	2	13	9	13	5	5	0
	2.4%	2.3%	2.5%	4.4%	1.6%	0.0%	2.6%	3.3%	1.6%	2.6%	3.5%	1.7%	4.8%	1.8%	2.0%	0.0%
	100.0%	47.3%	52.7%	9.3%	11.2%	0.0%	32.0%	33.6%	9.5%	4.4%	28.5%	20.2%	29.1%	10.5%	11.7%	0.0%
Total	1839	910	929	93	304	104	550	451	260	76	364	541	273	258	264	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%	5.1%	16.5%	5.7%	29.9%	24.5%	14.2%	4.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2012]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
TVM	261	48	40	30	41	33	25	44	97	72	92
	14.2%	18.2%	15.4%	11.4%	16.0%	12.9%	9.7%	15.7%	15.7%	11.7%	15.3%
	100.0%	18.3%	15.4%	11.4%	15.6%	12.7%	9.6%	17.0%	37.2%	27.6%	35.3%
ONE	169	29	25	29	25	20	23	18	50	69	50
	9.2%	10.9%	9.6%	11.3%	9.8%	7.8%	9.0%	6.2%	8.1%	11.2%	8.3%
	100.0%	16.9%	14.7%	17.3%	14.8%	11.9%	13.9%	10.5%	29.6%	40.7%	29.7%
Net TV	73	17	14	12	9	6	8	7	22	30	21
	4.0%	6.4%	5.3%	4.6%	3.6%	2.4%	3.1%	2.4%	3.6%	4.8%	3.5%
	100.0%	23.2%	18.8%	16.4%	12.8%	8.6%	11.0%	9.2%	30.2%	40.8%	29.1%
Smash TV	4	2	1	1	0	0	0	0	2	2	0
	.2%	.7%	.3%	.5%	0.0%	0.0%	0.0%	0.0%	.3%	.3%	0.0%
	100.0%	48.4%	20.1%	31.5%	0.0%	0.0%	0.0%	0.0%	51.6%	48.4%	0.0%
TVM2/Education 22	48	4	9	2	6	9	6	12	13	28	7
	2.6%	1.6%	3.3%	.7%	2.3%	3.4%	2.3%	4.4%	2.2%	4.5%	1.1%
	100.0%	8.8%	18.1%	3.7%	12.4%	18.3%	12.7%	25.9%	28.2%	57.6%	14.3%
iTV	1	0	0	0	0	0	0	1	1	0	0
	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.4%	.2%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%
Favorite TV	4	1	0	1	0	0	1	1	2	2	0
	.2%	.3%	0.0%	.3%	0.0%	0.0%	.4%	.3%	.3%	.3%	0.0%
	100.0%	23.5%	0.0%	22.1%	0.0%	0.0%	29.8%	24.6%	46.7%	53.3%	0.0%
Rai 1	41	2	3	6	6	9	5	10	10	13	18
	2.2%	.9%	1.2%	2.3%	2.2%	3.3%	1.9%	3.7%	1.6%	2.0%	3.1%
	100.0%	5.6%	7.8%	14.4%	13.8%	20.9%	11.9%	25.6%	24.3%	30.6%	45.1%
Rai 2	15	2	2	2	3	0	2	4	7	5	3
	.8%	.9%	.9%	.8%	1.1%	0.0%	.8%	1.4%	1.1%	.9%	.5%
	100.0%	14.7%	14.7%	12.7%	19.0%	0.0%	12.8%	26.2%	43.7%	35.5%	20.8%
Rai 3	6	0	0	1	1	0	3	1	3	0	3
	.3%	0.0%	0.0%	.3%	.4%	0.0%	1.3%	.3%	.5%	0.0%	.5%
	100.0%	0.0%	0.0%	13.4%	16.4%	0.0%	55.8%	14.3%	50.8%	0.0%	49.2%
Rete 4	29	5	2	7	2	7	3	3	8	14	7
	1.6%	1.8%	.9%	2.8%	.8%	2.6%	1.1%	.9%	1.3%	2.2%	1.2%
	100.0%	16.4%	8.5%	25.4%	6.8%	23.5%	10.0%	9.3%	27.9%	48.0%	24.2%
Canale 5	44	7	7	4	8	7	6	5	15	11	17
	2.4%	2.8%	2.5%	1.7%	3.2%	2.6%	2.3%	1.7%	2.4%	1.8%	2.9%
	100.0%	16.5%	14.9%	10.2%	18.6%	15.2%	13.7%	10.9%	34.5%	25.9%	39.6%
Italia 1	59	6	7	2	7	9	12	15	27	18	15
	3.2%	2.1%	2.6%	.9%	2.9%	3.6%	4.7%	5.4%	4.3%	2.9%	2.4%
	100.0%	9.5%	11.7%	3.9%	12.4%	15.9%	20.7%	25.9%	45.1%	30.1%	24.8%
Discovery Channel	37	3	10	1	4	10	4	5	13	13	11
	2.0%	1.1%	3.7%	.5%	1.4%	4.0%	1.6%	1.7%	2.1%	2.1%	1.8%
	100.0%	7.9%	26.2%	3.6%	10.0%	28.1%	11.4%	12.8%	35.3%	34.7%	30.0%
MTV	6	1	1	2	1	0	0	0	2	2	1
	.3%	.4%	.4%	.8%	.5%	0.0%	0.0%	0.0%	.3%	.4%	.2%
	100.0%	19.4%	19.4%	39.6%	21.6%	0.0%	0.0%	0.0%	37.2%	41.1%	21.6%
BBC Prime/World/Ent.	13	2	4	0	2	3	1	2	6	3	3
	.7%	.6%	1.4%	0.0%	.8%	1.1%	.3%	.6%	1.0%	.5%	.6%
	100.0%	13.0%	28.6%	0.0%	15.0%	22.5%	6.7%	14.2%	49.9%	23.5%	26.6%
Other TV station	180	26	28	33	15	21	33	24	61	55	64
	9.8%	9.8%	10.7%	12.7%	5.9%	8.1%	12.7%	8.6%	9.9%	8.9%	10.6%
	100.0%	14.3%	15.4%	18.3%	8.4%	11.6%	18.3%	13.6%	34.1%	30.6%	35.4%
No particular station	131	17	20	20	31	16	13	13	45	34	52
	7.1%	6.7%	7.9%	7.5%	12.2%	6.3%	5.1%	4.4%	7.2%	5.4%	8.7%
	100.0%	13.4%	15.7%	15.0%	23.9%	12.4%	10.0%	9.6%	34.3%	25.7%	40.1%
Did not remember	10	1	2	0	2	2	0	5	2	5	4
	.6%	.3%	.6%	0.0%	.7%	.6%	0.0%	1.7%	.3%	.7%	.7%
	100.0%	7.6%	15.6%	0.0%	16.4%	15.7%	0.0%	44.7%	15.8%	43.7%	40.5%
Did not watch TV	664	80	71	100	90	101	110	112	222	228	214
	36.1%	30.5%	27.4%	38.6%	35.1%	39.1%	42.5%	39.4%	35.9%	37.0%	35.4%
	100.0%	12.1%	10.8%	15.1%	13.5%	15.2%	16.6%	16.8%	33.5%	34.4%	32.2%
No Response	45	11	15	6	3	5	3	2	11	14	19
	2.4%	4.0%	5.7%	2.4%	1.1%	2.1%	1.0%	.7%	1.8%	2.3%	3.2%
	100.0%	23.6%	33.5%	13.7%	6.5%	12.0%	6.0%	4.6%	25.1%	31.8%	43.0%
Total	1839	263	260	260	256	258	259	283	620	617	603
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.3%	14.1%	14.1%	13.9%	14.0%	14.1%	15.4%	33.7%	33.5%	32.8%

[Count; Col%; Row%]

[Base: No of Consumers]