



**RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER – DECEMBER 2010**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [OCT-DEC 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	837	36	143	41	243	230	120	24
	45.6%	40.9%	51.3%	42.3%	44.8%	46.1%	44.9%	36.9%
	100.0%	4.3%	17.1%	4.9%	29.0%	27.5%	14.3%	2.9%
Females	1000	52	136	56	299	269	147	41
	54.4%	59.1%	48.7%	57.7%	55.2%	53.9%	55.1%	63.1%
	100.0%	5.2%	13.6%	5.6%	29.9%	26.9%	14.7%	4.1%
Total	1837	88	279	97	542	499	267	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [OCT-DEC 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	915	44	175	52	287	219	116	23
	49.8%	45.1%	55.6%	47.0%	51.1%	48.4%	47.6%	39.0%
	100.0%	4.8%	19.2%	5.7%	31.3%	23.9%	12.6%	2.5%
Females	922	54	140	58	274	233	127	35
	50.2%	54.9%	44.4%	53.0%	48.9%	51.6%	52.4%	61.0%
	100.0%	5.8%	15.2%	6.3%	29.7%	25.3%	13.8%	3.8%
Total	1837	98	315	110	561	452	243	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	837	185	229	135	121	99	68
	45.6%	49.9%	45.2%	45.6%	45.7%	42.7%	41.0%
	100.0%	22.1%	27.4%	16.1%	14.5%	11.8%	8.1%
Females	1000	186	278	161	144	133	98
	54.4%	50.1%	54.8%	54.4%	54.3%	57.3%	59.0%
	100.0%	18.6%	27.8%	16.1%	14.4%	13.3%	9.8%
Total	1837	371	507	296	265	232	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	915	182	268	137	128	132	69
	49.8%	50.0%	49.5%	50.1%	49.6%	50.0%	49.8%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	922	182	273	136	130	132	70
	50.2%	50.0%	50.5%	49.9%	50.4%	50.0%	50.2%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1837	364	540	272	257	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%
	100.0%	182	268	137	128	132	69

1.3.A: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [OCT-DEC 2010]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	88	36	52	14	30	11	14	10	9
	4.8%	4.3%	5.2%	3.8%	5.9%	3.7%	5.3%	4.3%	5.4%
	100.0%	40.9%	59.1%	15.9%	34.1%	12.5%	15.9%	11.4%	10.2%
15-24	279	143	136	64	64	49	41	40	21
	15.2%	17.1%	13.6%	17.3%	12.6%	16.6%	15.5%	17.2%	12.7%
	100.0%	51.3%	48.7%	22.9%	22.9%	17.6%	14.7%	14.3%	7.5%
25-29	97	41	56	23	25	12	15	13	9
	5.3%	4.9%	5.6%	6.2%	4.9%	4.1%	5.7%	5.6%	5.4%
	100.0%	42.3%	57.7%	23.7%	25.8%	12.4%	15.5%	13.4%	9.3%
30-49	542	243	299	99	136	94	79	80	54
	29.5%	29.0%	29.9%	26.7%	26.8%	31.8%	29.8%	34.5%	32.5%
	100.0%	44.8%	55.2%	18.3%	25.1%	17.3%	14.6%	14.8%	10.0%
50-64	499	230	269	100	150	78	81	51	39
	27.2%	27.5%	26.9%	27.0%	29.6%	26.4%	30.6%	22.0%	23.5%
	100.0%	46.1%	53.9%	20.0%	30.1%	15.6%	16.2%	10.2%	7.8%
65-79	267	120	147	56	80	40	32	33	26
	14.5%	14.3%	14.7%	15.1%	15.8%	13.5%	12.1%	14.2%	15.7%
	100.0%	44.9%	55.1%	21.0%	30.0%	15.0%	12.0%	12.4%	9.7%
80+	65	24	41	15	22	12	3	5	8
	3.5%	2.9%	4.1%	4.0%	4.3%	4.1%	1.1%	2.2%	4.8%
	100.0%	36.9%	63.1%	23.1%	33.8%	18.5%	4.6%	7.7%	12.3%
Total	1837	837	1000	371	507	296	265	232	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.6%	54.4%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%

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1.3.B: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [OCT-DEC 2010]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	98	44	54	14	39	11	15	11	8
	5.3%	4.8%	5.8%	3.9%	7.2%	4.1%	5.7%	4.1%	5.9%
	100.0%	45.1%	54.9%	14.6%	39.6%	11.3%	14.9%	11.1%	8.5%
15-24	315	175	140	65	83	54	43	48	22
	17.2%	19.2%	15.2%	18.0%	15.3%	19.7%	16.7%	18.2%	16.1%
	100.0%	55.6%	44.4%	20.7%	26.3%	17.0%	13.6%	15.3%	7.1%
25-29	110	52	58	24	32	13	16	16	9
	6.0%	5.7%	6.3%	6.6%	6.0%	4.7%	6.1%	6.1%	6.5%
	100.0%	47.0%	53.0%	21.8%	29.4%	11.8%	14.2%	14.7%	8.2%
30-49	561	287	274	111	165	83	79	81	43
	30.5%	31.3%	29.7%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%
	100.0%	51.1%	48.9%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	452	219	233	87	132	67	73	62	31
	24.6%	23.9%	25.3%	24.0%	24.4%	24.6%	28.6%	23.5%	22.0%
	100.0%	48.4%	51.6%	19.3%	29.2%	14.8%	16.2%	13.7%	6.8%
65-79	243	116	127	49	71	34	29	40	20
	13.2%	12.6%	13.8%	13.4%	13.1%	12.6%	11.4%	15.2%	14.2%
	100.0%	47.6%	52.4%	20.1%	29.0%	14.1%	12.1%	16.5%	8.1%
80+	58	23	35	13	19	10	3	6	7
	3.1%	2.5%	3.8%	3.6%	3.5%	3.8%	1.0%	2.3%	4.8%
	100.0%	39.0%	61.0%	22.6%	32.8%	18.0%	4.5%	10.5%	11.6%
Total	1837	915	922	364	540	272	257	264	139
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

3.1.A: RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	69	28	41	2	0	0	14	32	19	2
	3.8%	3.3%	4.1%	2.3%	.0%	.0%	2.6%	6.4%	7.1%	3.1%
	100.0%	40.6%	59.4%	2.9%	.0%	.0%	20.3%	46.4%	27.5%	2.9%
Radju Parlament 106.6	1	0	1	0	0	0	1	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	79	29	50	3	10	4	37	23	2	0
	4.3%	3.5%	5.0%	3.4%	3.6%	4.1%	6.8%	4.6%	.7%	.0%
	100.0%	36.7%	63.3%	3.8%	12.7%	5.1%	46.8%	29.1%	2.5%	.0%
ONE Radio	122	66	56	2	5	1	22	50	37	5
	6.6%	7.9%	5.6%	2.3%	1.8%	1.0%	4.1%	10.0%	13.9%	7.7%
	100.0%	54.1%	45.9%	1.6%	4.1%	.8%	18.0%	41.0%	30.3%	4.1%
Radio 101	36	20	16	0	1	0	9	17	8	1
	2.0%	2.4%	1.6%	.0%	.4%	.0%	1.7%	3.4%	3.0%	1.5%
	100.0%	55.6%	44.4%	.0%	2.8%	.0%	25.0%	47.2%	22.2%	2.8%
Bay Radio	168	82	86	10	75	17	58	7	1	0
	9.1%	9.8%	8.6%	11.4%	26.9%	17.5%	10.7%	1.4%	.4%	.0%
	100.0%	48.8%	51.2%	6.0%	44.6%	10.1%	34.5%	4.2%	.6%	.0%
Calypso Radio	102	53	49	1	2	2	35	54	6	2
	5.6%	6.3%	4.9%	1.1%	.7%	2.1%	6.5%	10.8%	2.2%	3.1%
	100.0%	52.0%	48.0%	1.0%	2.0%	2.0%	34.3%	52.9%	5.9%	2.0%
RTK	80	29	51	0	2	1	12	26	33	6
	4.4%	3.5%	5.1%	.0%	.7%	1.0%	2.2%	5.2%	12.4%	9.2%
	100.0%	36.3%	63.8%	.0%	2.5%	1.3%	15.0%	32.5%	41.3%	7.5%
Smash Radio	49	27	22	0	6	6	31	5	1	0
	2.7%	3.2%	2.2%	.0%	2.2%	6.2%	5.7%	1.0%	.4%	.0%
	100.0%	55.1%	44.9%	.0%	12.2%	12.2%	63.3%	10.2%	2.0%	.0%
Radju Marija	76	19	57	0	1	0	14	28	21	12
	4.1%	2.3%	5.7%	.0%	.4%	.0%	2.6%	5.6%	7.9%	18.5%
	100.0%	25.0%	75.0%	.0%	1.3%	.0%	18.4%	36.8%	27.6%	15.8%
Campus FM	11	10	1	0	0	0	4	4	3	0
	.6%	1.2%	.1%	.0%	.0%	.0%	.7%	.8%	1.1%	.0%
	100.0%	90.9%	9.1%	.0%	.0%	.0%	36.4%	36.4%	27.3%	.0%
Vibe FM	68	43	25	5	29	14	17	3	0	0
	3.7%	5.1%	2.5%	5.7%	10.4%	14.4%	3.1%	.6%	.0%	.0%
	100.0%	63.2%	36.8%	7.4%	42.6%	20.6%	25.0%	4.4%	.0%	.0%
XFM	42	23	19	2	19	2	18	1	0	0
	2.3%	2.7%	1.9%	2.3%	6.8%	2.1%	3.3%	.2%	.0%	.0%
	100.0%	54.8%	45.2%	4.8%	45.2%	4.8%	42.9%	2.4%	.0%	.0%
Community Stations	19	11	8	1	1	2	7	5	2	1
	1.0%	1.3%	.8%	1.1%	.4%	2.1%	1.3%	1.0%	.7%	1.5%
	100.0%	57.9%	42.1%	5.3%	5.3%	10.5%	36.8%	26.3%	10.5%	5.3%
Foreign Station	11	8	3	0	0	0	6	5	0	0
	.6%	1.0%	.3%	.0%	.0%	.0%	1.1%	1.0%	.0%	.0%
	100.0%	72.7%	27.3%	.0%	.0%	.0%	54.5%	45.5%	.0%	.0%
No particular radio station	68	35	33	0	3	4	22	17	16	6
	3.7%	4.2%	3.3%	.0%	1.1%	4.1%	4.1%	3.4%	6.0%	9.2%
	100.0%	51.5%	48.5%	.0%	4.4%	5.9%	32.4%	25.0%	23.5%	8.8%
Did not remember	9	4	5	0	2	2	2	3	0	0
	.5%	.5%	.5%	.0%	.7%	2.1%	.4%	.6%	.0%	.0%
	100.0%	44.4%	55.6%	.0%	22.2%	22.2%	22.2%	33.3%	.0%	.0%
Did not listen to radio	824	349	475	62	123	42	231	218	118	30
	44.9%	41.7%	47.5%	70.5%	44.1%	43.3%	42.6%	43.7%	44.2%	46.2%
	100.0%	42.4%	57.6%	7.5%	14.9%	5.1%	28.0%	26.5%	14.3%	3.6%
No response	3	1	2	0	0	0	2	1	0	0
	.2%	.1%	.2%	.0%	.0%	.0%	.4%	.2%	.0%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	66.7%	33.3%	.0%	.0%
Total	1837	837	1000	88	279	97	542	499	267	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%

[Count / Column % / Row %]

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

3.1.B: WEIGHTED RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	64	28	36	2	0	0	13	29	18	2
	3.5%	3.0%	3.9%	2.4%	.0%	.0%	2.4%	6.4%	7.3%	3.1%
	100.0%	43.3%	56.7%	3.7%	.0%	.0%	20.8%	44.9%	27.7%	2.8%
Radju Parlament 106.6	1	0	1	0	0	0	1	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.1%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	80	31	48	3	12	5	37	21	2	0
	4.3%	3.4%	5.3%	3.5%	3.8%	4.3%	6.6%	4.6%	.8%	.0%
	100.0%	39.4%	60.6%	4.3%	14.9%	5.9%	46.2%	26.3%	2.3%	.0%
ONE Radio	116	66	50	2	6	1	23	45	34	4
	6.3%	7.2%	5.4%	2.1%	1.9%	1.0%	4.1%	10.0%	13.9%	7.7%
	100.0%	56.8%	43.2%	1.8%	5.1%	.9%	20.0%	39.1%	29.3%	3.8%
Radio 101	34	20	14	0	1	0	9	15	7	1
	1.8%	2.2%	1.5%	.0%	.3%	.0%	1.6%	3.4%	3.0%	1.9%
	100.0%	58.4%	41.6%	.0%	2.9%	.0%	27.0%	45.7%	21.2%	3.3%
Bay Radio	186	99	87	12	83	20	64	6	1	0
	10.1%	10.9%	9.4%	11.9%	26.4%	18.2%	11.4%	1.4%	.4%	.0%
	100.0%	53.4%	46.6%	6.3%	44.6%	10.7%	34.5%	3.4%	.5%	.0%
Calypso Radio	100	56	44	1	2	2	38	50	6	2
	5.5%	6.2%	4.8%	1.0%	.6%	1.8%	6.8%	11.0%	2.4%	3.0%
	100.0%	56.3%	43.7%	1.0%	1.8%	2.0%	38.1%	49.5%	5.8%	1.7%
RTK	74	29	45	0	3	1	12	24	29	5
	4.0%	3.2%	4.9%	.0%	.9%	1.1%	2.2%	5.3%	11.9%	9.0%
	100.0%	39.2%	60.8%	.0%	3.8%	1.7%	16.4%	32.2%	38.9%	7.0%
Smash Radio	52	32	21	0	7	7	33	4	1	0
	2.9%	3.5%	2.2%	.0%	2.2%	6.5%	5.9%	1.0%	.4%	.0%
	100.0%	60.7%	39.3%	.0%	13.2%	13.7%	63.1%	8.4%	1.7%	.0%
Radju Marija	70	20	50	0	1	0	14	26	19	11
	3.8%	2.2%	5.4%	.0%	.3%	.0%	2.5%	5.7%	7.8%	18.6%
	100.0%	28.7%	71.3%	.0%	1.4%	.0%	19.7%	36.5%	27.0%	15.4%
Campus FM	12	11	1	0	0	0	5	4	3	0
	.6%	1.2%	.1%	.0%	.0%	.0%	.9%	.8%	1.2%	.0%
	100.0%	90.6%	9.4%	.0%	.0%	.0%	43.8%	30.7%	25.5%	.0%
Vibe FM	76	52	25	5	33	16	19	2	0	0
	4.2%	5.6%	2.7%	5.4%	10.6%	15.0%	3.3%	.6%	.0%	.0%
	100.0%	67.7%	32.3%	6.9%	43.8%	21.6%	24.4%	3.3%	.0%	.0%
XFM	47	28	18	3	21	2	20	1	0	0
	2.5%	3.1%	2.0%	2.6%	6.8%	1.9%	3.6%	.2%	.0%	.0%
	100.0%	60.8%	39.2%	5.5%	45.5%	4.4%	43.0%	1.5%	.0%	.0%
Community Stations	18	11	7	1	1	3	7	4	2	1
	1.0%	1.2%	.8%	.9%	.3%	2.3%	1.2%	1.0%	.7%	1.2%
	100.0%	60.2%	39.8%	4.9%	5.5%	13.9%	37.8%	24.4%	9.8%	3.8%
Foreign Station	11	9	3	0	0	0	7	4	0	0
	.6%	.9%	.3%	.0%	.0%	.0%	1.2%	1.0%	.0%	.0%
	100.0%	75.3%	24.7%	.0%	.0%	.0%	60.7%	39.3%	.0%	.0%
No particular radio station	67	38	30	0	4	5	24	16	14	5
	3.7%	4.1%	3.2%	.0%	1.2%	4.4%	4.3%	3.5%	5.7%	8.9%
	100.0%	55.8%	44.2%	.0%	5.6%	7.1%	35.8%	23.2%	20.6%	7.7%
Did not remember	10	5	5	0	3	3	2	3	0	0
	.5%	.5%	.5%	.0%	.8%	2.3%	.4%	.6%	.0%	.0%
	100.0%	48.5%	51.5%	.0%	26.3%	25.7%	21.1%	27.0%	.0%	.0%
Did not listen to radio	815	379	436	69	139	45	230	197	108	27
	44.3%	41.4%	47.2%	70.1%	44.0%	41.2%	41.0%	43.6%	44.5%	46.5%
	100.0%	46.5%	53.5%	8.4%	17.0%	5.6%	28.2%	24.2%	13.3%	3.3%
No response	3	1	2	0	0	0	2	1	0	0
	.2%	.2%	.2%	.0%	.0%	.0%	.4%	.2%	.0%	.0%
	100.0%	43.5%	56.5%	.0%	.0%	.0%	73.9%	26.1%	.0%	.0%
Total	1837	915	922	98	315	110	561	452	243	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%

[Count / Column % / Row %]

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

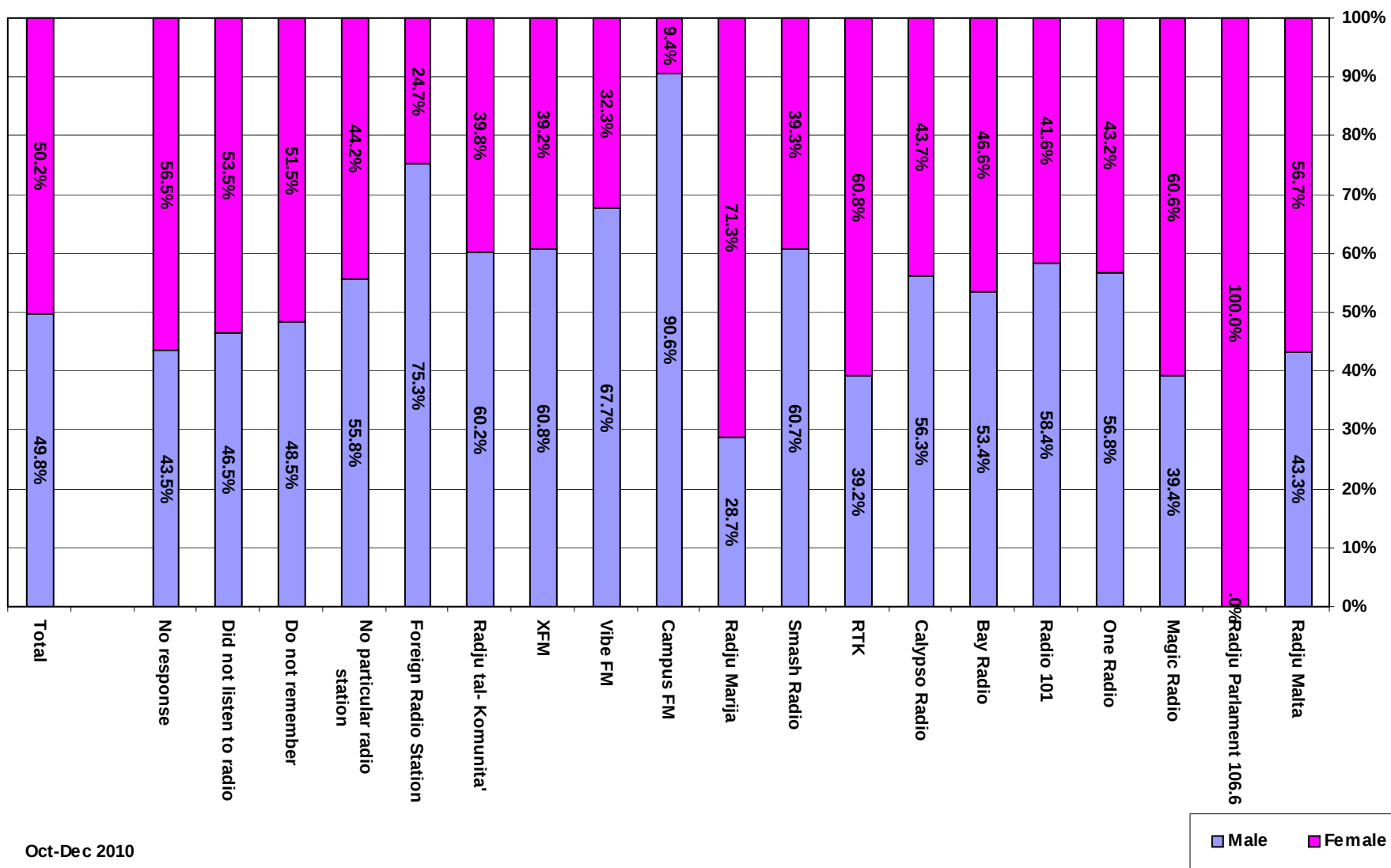


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [OCT-DEC 2010]

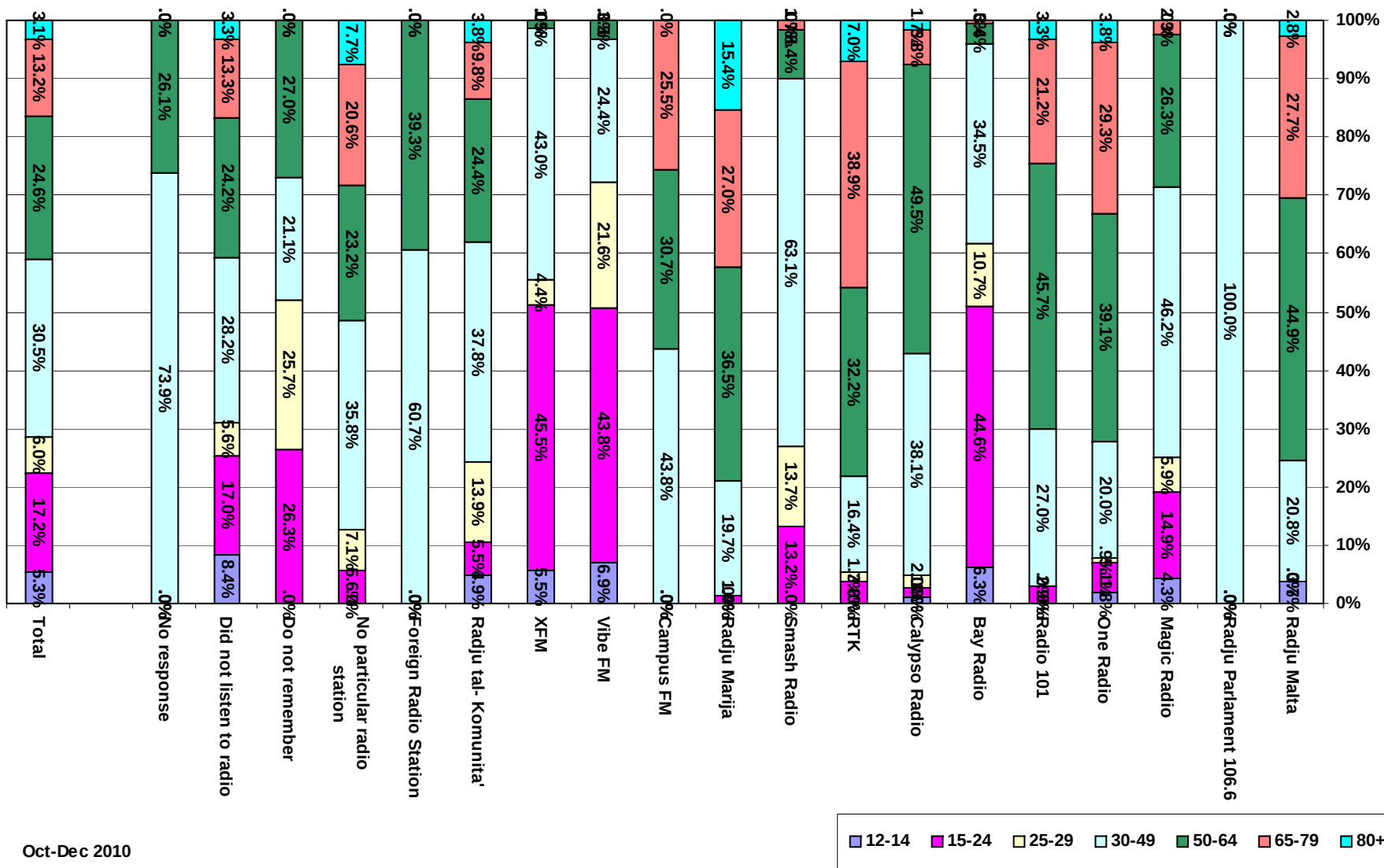


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [OCT-DEC 2010]

3.2.A: RADIO CHANNEL REACH: BY DISTRICT [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	69	6	21	16	14	7	5
	3.8%	1.6%	4.1%	5.4%	5.3%	3.0%	3.0%
	100.0%	8.7%	30.4%	23.2%	20.3%	10.1%	7.2%
Radju Parlament 106.6	1	0	0	1	0	0	0
	.1%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	79	10	25	11	17	15	1
	4.3%	2.7%	4.9%	3.7%	6.4%	6.5%	.6%
	100.0%	12.7%	31.6%	13.9%	21.5%	19.0%	1.3%
ONE Radio	122	32	33	26	12	10	9
	6.6%	8.6%	6.5%	8.8%	4.5%	4.3%	5.4%
	100.0%	26.2%	27.0%	21.3%	9.8%	8.2%	7.4%
Radio 101	36	9	7	3	10	5	2
	2.0%	2.4%	1.4%	1.0%	3.8%	2.2%	1.2%
	100.0%	25.0%	19.4%	8.3%	27.8%	13.9%	5.6%
Bay Radio	168	31	43	30	28	25	11
	9.1%	8.4%	8.5%	10.1%	10.6%	10.8%	6.6%
	100.0%	18.5%	25.6%	17.9%	16.7%	14.9%	6.5%
Calypso Radio	102	29	28	13	18	12	2
	5.6%	7.8%	5.5%	4.4%	6.8%	5.2%	1.2%
	100.0%	28.4%	27.5%	12.7%	17.6%	11.8%	2.0%
RTK	80	13	28	7	15	7	10
	4.4%	3.5%	5.5%	2.4%	5.7%	3.0%	6.0%
	100.0%	16.3%	35.0%	8.8%	18.8%	8.8%	12.5%
Smash Radio	49	8	9	7	9	9	7
	2.7%	2.2%	1.8%	2.4%	3.4%	3.9%	4.2%
	100.0%	16.3%	18.4%	14.3%	18.4%	18.4%	14.3%
Radju Marija	76	12	25	11	10	11	7
	4.1%	3.2%	4.9%	3.7%	3.8%	4.7%	4.2%
	100.0%	15.8%	32.9%	14.5%	13.2%	14.5%	9.2%
Campus FM	11	3	4	1	2	1	0
	.6%	.8%	.8%	.3%	.8%	.4%	.0%
	100.0%	27.3%	36.4%	9.1%	18.2%	9.1%	.0%
Vibe FM	68	12	18	11	12	11	4
	3.7%	3.2%	3.6%	3.7%	4.5%	4.7%	2.4%
	100.0%	17.6%	26.5%	16.2%	17.6%	16.2%	5.9%
XFM	42	8	12	7	5	9	1
	2.3%	2.2%	2.4%	2.4%	1.9%	3.9%	.6%
	100.0%	19.0%	28.6%	16.7%	11.9%	21.4%	2.4%
Community Stations	19	6	3	4	2	1	3
	1.0%	1.6%	.6%	1.4%	.8%	.4%	1.8%
	100.0%	31.6%	15.8%	21.1%	10.5%	5.3%	15.8%
Foreign Station	11	1	5	0	2	0	3
	.6%	.3%	1.0%	.0%	.8%	.0%	1.8%
	100.0%	9.1%	45.5%	.0%	18.2%	.0%	27.3%
No particular radio station	68	13	23	15	7	7	3
	3.7%	3.5%	4.5%	5.1%	2.6%	3.0%	1.8%
	100.0%	19.1%	33.8%	22.1%	10.3%	10.3%	4.4%
Did not remember	9	2	3	1	1	0	2
	.5%	.5%	.6%	.3%	.4%	.0%	1.2%
	100.0%	22.2%	33.3%	11.1%	11.1%	.0%	22.2%
Did not listen to radio	824	176	218	131	101	102	96
	44.9%	47.4%	43.0%	44.3%	38.1%	44.0%	57.8%
	100.0%	21.4%	26.5%	15.9%	12.3%	12.4%	11.7%
No response	3	0	2	1	0	0	0
	.2%	.0%	.4%	.3%	.0%	.0%	.0%
	100.0%	.0%	66.7%	33.3%	.0%	.0%	.0%
Total	1837	371	507	296	265	232	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%

[Count / Column % / Row %]

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

3.2.B: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	64	6	19	14	13	8	4
	3.5%	1.6%	3.6%	5.1%	5.0%	3.1%	2.7%
	100.0%	9.2%	30.1%	21.6%	20.2%	12.9%	6.0%
Radju Parlament 106.6	1	0	0	1	0	0	0
	.0%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	80	11	26	10	16	16	1
	4.3%	2.9%	4.8%	3.8%	6.3%	6.0%	.7%
	100.0%	13.2%	32.6%	13.0%	20.2%	19.9%	1.2%
ONE Radio	116	30	31	23	11	12	7
	6.3%	8.3%	5.8%	8.6%	4.4%	4.6%	5.3%
	100.0%	26.2%	27.0%	20.3%	9.8%	10.4%	6.3%
Radio 101	34	8	6	3	10	6	1
	1.8%	2.3%	1.2%	1.0%	3.8%	2.1%	1.0%
	100.0%	24.3%	18.9%	7.7%	28.7%	16.2%	4.2%
Bay Radio	186	33	52	32	29	28	10
	10.1%	9.1%	9.7%	11.9%	11.4%	10.8%	7.5%
	100.0%	17.9%	28.0%	17.4%	15.8%	15.3%	5.6%
Calypso Radio	100	28	29	12	18	13	1
	5.5%	7.6%	5.3%	4.3%	6.8%	5.0%	1.1%
	100.0%	27.4%	28.7%	11.6%	17.5%	13.2%	1.5%
RTK	74	12	26	6	14	8	8
	4.0%	3.3%	4.8%	2.2%	5.4%	3.0%	6.0%
	100.0%	16.4%	35.0%	7.9%	18.6%	10.8%	11.3%
Smash Radio	52	8	11	7	9	11	6
	2.9%	2.3%	2.1%	2.5%	3.5%	4.2%	4.4%
	100.0%	15.9%	21.2%	12.9%	17.2%	21.1%	11.8%
Radju Marija	70	11	23	9	9	12	5
	3.8%	3.1%	4.2%	3.4%	3.5%	4.7%	3.8%
	100.0%	16.1%	32.6%	13.2%	12.8%	17.8%	7.5%
Campus FM	12	3	5	1	2	1	0
	.6%	.9%	.9%	.3%	.8%	.4%	.0%
	100.0%	26.4%	40.7%	7.0%	16.5%	9.4%	.0%
Vibe FM	76	12	23	11	13	13	4
	4.2%	3.4%	4.3%	4.1%	5.0%	4.8%	2.8%
	100.0%	16.1%	30.8%	14.5%	16.8%	16.7%	5.1%
XFM	47	8	16	7	5	10	1
	2.5%	2.3%	3.0%	2.4%	2.0%	3.6%	.5%
	100.0%	18.1%	35.2%	14.0%	10.8%	20.4%	1.5%
Community Stations	18	6	3	3	2	1	2
	1.0%	1.7%	.5%	1.2%	.8%	.5%	1.5%
	100.0%	34.9%	15.5%	18.7%	11.2%	8.0%	11.7%
Foreign Station	11	1	6	0	2	0	3
	.6%	.3%	1.0%	.0%	.8%	.0%	1.9%
	100.0%	9.9%	49.3%	.0%	17.5%	.0%	23.3%
No particular radio station	67	12	23	14	7	8	2
	3.7%	3.4%	4.3%	5.2%	2.6%	3.2%	1.6%
	100.0%	18.3%	34.8%	21.0%	10.1%	12.5%	3.3%
Did not remember	10	2	4	1	1	0	2
	.5%	.5%	.7%	.4%	.3%	.0%	1.7%
	100.0%	19.5%	36.7%	10.6%	8.7%	.0%	24.4%
Did not listen to radio	815	171	234	117	97	116	80
	44.3%	47.0%	43.3%	43.1%	37.7%	43.9%	57.4%
	100.0%	21.0%	28.7%	14.4%	11.9%	14.2%	9.8%
No response	3	0	2	1	0	0	0
	.2%	.0%	.5%	.3%	.0%	.0%	.0%
	100.0%	.0%	73.9%	26.1%	.0%	.0%	.0%
Total	1837	364	540	272	257	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%

[Count / Column % / Row %]

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

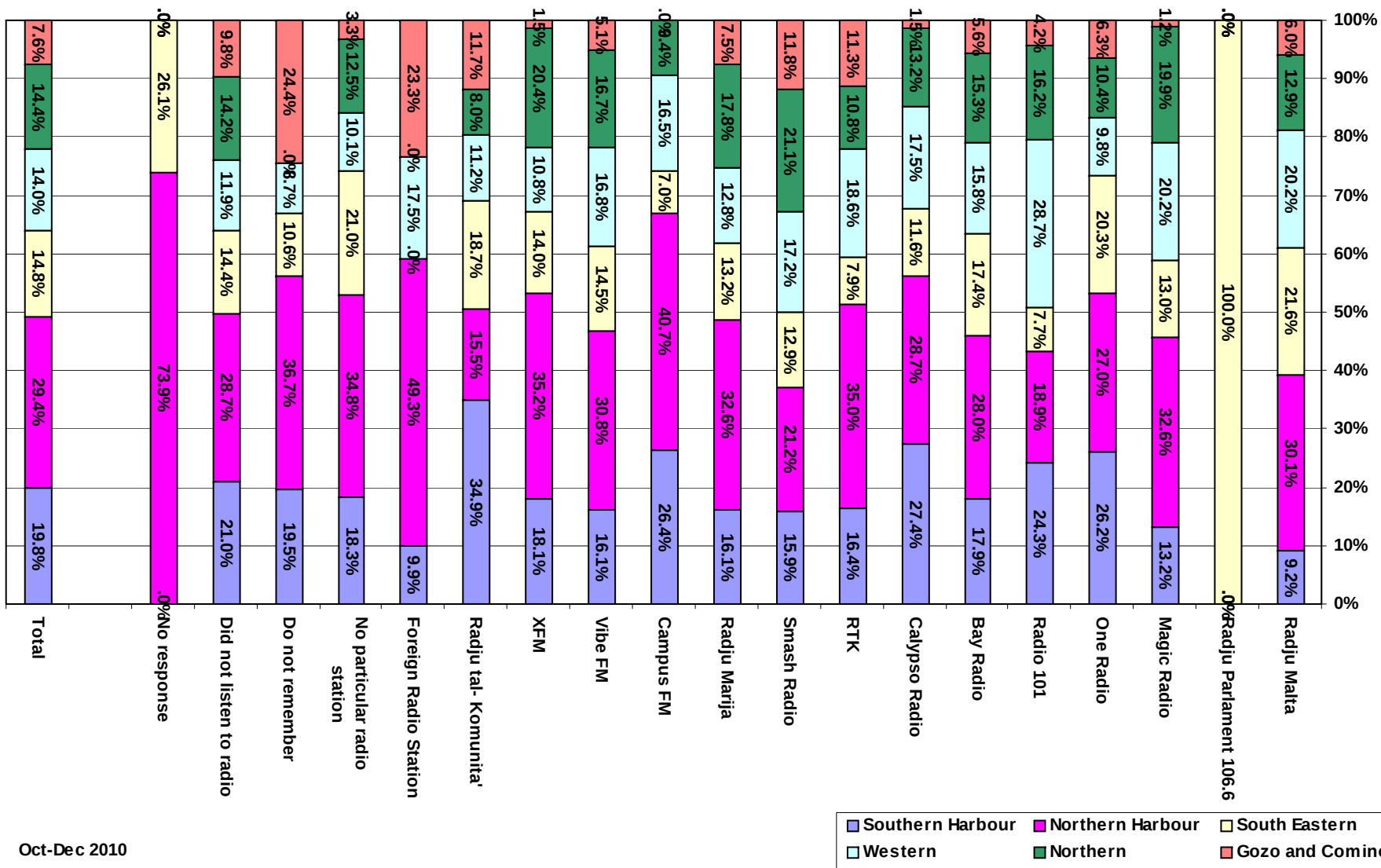


FIGURE 3.2.B: WEIGHTED RADIO REACH: BY DISTRICT [OCT-DEC 2010]

3.3.A: RADIO CHANNEL REACH – "OTHER STATION": BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

	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
American Radio	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
BBC	3	2	1	0	0	0	0	3	0	0	0	2	0	1	0	0
	.2%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.4%	.0%	.4%	.0%	.0%
	100.0%	66.7%	33.3%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	66.7%	.0%	33.3%	.0%	.0%
BBC World	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
OAL Station Online	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.6%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RDS	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.6%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RTL (italian station)	2	2	0	0	0	0	2	0	0	0	0	1	0	0	0	1
	.1%	.2%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.6%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	50.0%	.0%	.0%	.0%	50.0%
UK Living	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
World Service	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Total	11	8	3	0	0	0	6	5	0	0	1	5	0	2	0	3
	.6%	1.0%	.3%	.0%	.0%	.0%	1.1%	1.0%	.0%	.0%	.3%	1.0%	.0%	.8%	.0%	1.8%
	100.0%	72.7%	27.3%	.0%	.0%	.0%	54.5%	45.5%	.0%	.0%	9.1%	45.5%	.0%	18.2%	.0%	27.3%

[Count / Column % / Row %]

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

3.3.B: WEIGHTED RADIO CHANNEL REACH – "OTHER STATION": BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

	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
American Radio	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
BBC	3	2	1	0	0	0	0	3	0	0	0	2	0	1	0	0
	.1%	.2%	.1%	.0%	.0%	.0%	.0%	.6%	.0%	.0%	.0%	.3%	.0%	.3%	.0%	.0%
	100.0%	68.5%	31.5%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	68.5%	.0%	31.5%	.0%	.0%
BBC World	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
	.1%	.2%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
OAL Station Online	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.7%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RDS	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.6%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
RTL (italian station)	2	2	0	0	0	0	2	0	0	0	0	1	0	0	0	1
	.1%	.3%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.6%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	62.9%	.0%	.0%	.0%	37.1%
UK Living	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
World Service	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Total	11	9	3	0	0	0	7	4	0	0	1	6	0	2	0	3
	.6%	.9%	.3%	.0%	.0%	.0%	1.2%	1.0%	.0%	.0%	.3%	1.0%	.0%	.8%	.0%	1.9%
	100.0%	75.3%	24.7%	.0%	.0%	.0%	60.7%	39.3%	.0%	.0%	9.9%	49.3%	.0%	17.5%	.0%	23.3%

[Count / Column % / Row %]

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

3.4.A: TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	416	158	258	22	58	21	133	106	61	15
	22.6%	18.9%	25.8%	25.0%	20.8%	21.6%	24.5%	21.2%	22.8%	23.1%
	100.0%	38.0%	62.0%	5.3%	13.9%	5.0%	32.0%	25.5%	14.7%	3.6%
ONE	200	92	108	7	17	8	46	72	41	9
	10.9%	11.0%	10.8%	8.0%	6.1%	8.2%	8.5%	14.4%	15.4%	13.8%
	100.0%	46.0%	54.0%	3.5%	8.5%	4.0%	23.0%	36.0%	20.5%	4.5%
Net TV	97	38	59	4	9	3	23	31	22	5
	5.3%	4.5%	5.9%	4.5%	3.2%	3.1%	4.2%	6.2%	8.2%	7.7%
	100.0%	39.2%	60.8%	4.1%	9.3%	3.1%	23.7%	32.0%	22.7%	5.2%
Smash TV	1	1	0	0	0	0	0	0	0	1
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.5%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
Favorite Channel	3	1	2	0	0	0	1	2	0	0
	.2%	.1%	.2%	.0%	.0%	.0%	.2%	.4%	.0%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	33.3%	66.7%	.0%	.0%
Calypso Music TV	1	0	1	0	0	0	1	0	0	0
	.1%	.0%	.1%	.0%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rai 1	54	25	29	0	2	1	9	26	13	3
	2.9%	3.0%	2.9%	.0%	.7%	1.0%	1.7%	5.2%	4.9%	4.6%
	100.0%	46.3%	53.7%	.0%	3.7%	1.9%	16.7%	48.1%	24.1%	5.6%
Rai 2	13	9	4	0	1	1	6	4	1	0
	.7%	1.1%	.4%	.0%	.4%	1.0%	1.1%	.8%	.4%	.0%
	100.0%	69.2%	30.8%	.0%	7.7%	7.7%	46.2%	30.8%	7.7%	.0%
Rai 3	7	4	3	0	0	1	3	2	0	1
	.4%	.5%	.3%	.0%	.0%	1.0%	.6%	.4%	.0%	1.5%
	100.0%	57.1%	42.9%	.0%	.0%	14.3%	42.9%	28.6%	.0%	14.3%
Rete 4	39	21	18	0	0	3	8	13	13	2
	2.1%	2.5%	1.8%	.0%	.0%	3.1%	1.5%	2.6%	4.9%	3.1%
	100.0%	53.8%	46.2%	.0%	.0%	7.7%	20.5%	33.3%	33.3%	5.1%
Canale 5	65	15	50	0	9	5	24	20	7	0
	3.5%	1.8%	5.0%	.0%	3.2%	5.2%	4.4%	4.0%	2.6%	.0%
	100.0%	23.1%	76.9%	.0%	13.8%	7.7%	36.9%	30.8%	10.8%	.0%
Italia 1	68	40	28	9	23	6	25	3	2	0
	3.7%	4.8%	2.8%	10.2%	8.2%	6.2%	4.6%	.6%	.7%	.0%
	100.0%	58.8%	41.2%	13.2%	33.8%	8.8%	36.8%	4.4%	2.9%	.0%
Discovery Channel	37	35	2	4	8	3	13	6	3	0
	2.0%	4.2%	.2%	4.5%	2.9%	3.1%	2.4%	1.2%	1.1%	.0%
	100.0%	94.6%	5.4%	10.8%	21.6%	8.1%	35.1%	16.2%	8.1%	.0%
MTV	9	6	3	2	6	0	0	1	0	0
	.5%	.7%	.3%	2.3%	2.2%	.0%	.0%	.2%	.0%	.0%
	100.0%	66.7%	33.3%	22.2%	66.7%	.0%	.0%	11.1%	.0%	.0%
BBC Wld/Ent	20	3	17	1	1	0	5	10	2	1
	1.1%	.4%	1.7%	1.1%	.4%	.0%	.9%	2.0%	.7%	1.5%
	100.0%	15.0%	85.0%	5.0%	5.0%	.0%	25.0%	50.0%	10.0%	5.0%
Other TV Stations	230	119	111	24	48	12	77	41	23	5
	12.5%	14.2%	11.1%	27.3%	17.2%	12.4%	14.2%	8.2%	8.6%	7.7%
	100.0%	51.7%	48.3%	10.4%	20.9%	5.2%	33.5%	17.8%	10.0%	2.2%
No particular station	163	72	91	3	11	2	39	58	40	10
	8.9%	8.6%	9.1%	3.4%	3.9%	2.1%	7.2%	11.6%	15.0%	15.4%
	100.0%	44.2%	55.8%	1.8%	6.7%	1.2%	23.9%	35.6%	24.5%	6.1%
Do not remember	12	5	7	0	1	0	4	4	2	1
	.7%	.6%	.7%	.0%	.4%	.0%	.7%	.8%	.7%	1.5%
	100.0%	41.7%	58.3%	.0%	8.3%	.0%	33.3%	33.3%	16.7%	8.3%
Do not watch TV	399	191	208	12	83	31	124	100	37	12
	21.7%	22.8%	20.8%	13.6%	29.7%	32.0%	22.9%	20.0%	13.9%	18.5%
	100.0%	47.9%	52.1%	3.0%	20.8%	7.8%	31.1%	25.1%	9.3%	3.0%
No Response	3	2	1	0	2	0	1	0	0	0
	.2%	.2%	.1%	.0%	.7%	.0%	.2%	.0%	.0%	.0%
	100.0%	66.7%	33.3%	.0%	66.7%	.0%	33.3%	.0%	.0%	.0%
Total	1837	837	1000	88	279	97	542	499	267	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%

[Count / Column % / Row %]

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

3.4.B: WEIGHTED TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	417	179	238	25	64	24	137	98	56	13
	22.7%	19.5%	25.8%	25.2%	20.3%	22.2%	24.4%	21.7%	22.9%	23.1%
	100.0%	42.9%	57.1%	5.9%	15.3%	5.9%	32.8%	23.5%	13.3%	3.2%
ONE	192	94	99	8	20	9	46	64	37	8
	10.5%	10.2%	10.7%	8.2%	6.4%	8.5%	8.2%	14.1%	15.2%	13.6%
	100.0%	48.7%	51.3%	4.2%	10.5%	4.9%	23.9%	33.2%	19.2%	4.1%
Net TV	92	39	53	4	10	4	23	27	20	5
	5.0%	4.3%	5.7%	4.3%	3.1%	3.2%	4.1%	6.0%	8.3%	7.8%
	100.0%	42.7%	57.3%	4.6%	10.6%	3.8%	24.7%	29.6%	21.8%	4.9%
Smash TV	1	1	0	0	0	0	0	0	0	1
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	2.3%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
Favorite Channel	3	1	2	0	0	0	1	2	0	0
	.2%	.2%	.2%	.0%	.0%	.0%	.3%	.3%	.0%	.0%
	100.0%	48.8%	51.2%	.0%	.0%	.0%	48.8%	51.2%	.0%	.0%
Calyso Music TV	1	0	1	0	0	0	1	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.1%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rai 1	51	25	25	0	2	1	9	23	12	3
	2.7%	2.7%	2.8%	.0%	.6%	.9%	1.7%	5.1%	5.1%	4.4%
	100.0%	49.7%	50.3%	.0%	3.9%	2.0%	18.7%	45.9%	24.5%	5.0%
Rai 2	14	11	4	0	1	1	7	4	1	0
	.8%	1.2%	.4%	.0%	.4%	.9%	1.2%	.9%	.4%	.0%
	100.0%	73.8%	26.2%	.0%	9.4%	7.1%	47.6%	29.8%	6.2%	.0%
Rai 3	7	4	3	0	0	1	3	2	0	1
	.4%	.5%	.3%	.0%	.0%	1.2%	.5%	.4%	.0%	1.5%
	100.0%	62.2%	37.8%	.0%	.0%	18.7%	42.5%	26.4%	.0%	12.5%
Rete 4	38	22	16	0	0	3	9	13	11	2
	2.1%	2.4%	1.7%	.0%	.0%	3.0%	1.6%	2.8%	4.7%	3.1%
	100.0%	58.2%	41.8%	.0%	.0%	8.6%	23.7%	33.2%	29.8%	4.8%
Canale 5	64	17	47	0	10	6	24	17	6	0
	3.5%	1.8%	5.1%	.0%	3.2%	5.5%	4.3%	3.9%	2.5%	.0%
	100.0%	26.0%	74.0%	.0%	15.7%	9.6%	37.6%	27.4%	9.7%	.0%
Italia 1	74	47	27	10	25	7	28	3	2	0
	4.0%	5.1%	2.9%	9.9%	8.0%	6.1%	4.9%	.6%	.7%	.0%
	100.0%	63.6%	36.4%	13.2%	34.3%	9.1%	37.4%	3.6%	2.5%	.0%
Discovery Channel	41	39	2	4	10	4	15	6	3	0
	2.2%	4.2%	.2%	4.3%	3.1%	3.3%	2.7%	1.2%	1.1%	.0%
	100.0%	94.5%	5.5%	10.4%	23.6%	8.9%	37.0%	13.4%	6.7%	.0%
MTV	10	7	3	2	7	0	0	1	0	0
	.6%	.8%	.3%	2.1%	2.3%	.0%	.0%	.2%	.0%	.0%
	100.0%	70.0%	30.0%	20.0%	71.0%	.0%	.0%	9.1%	.0%	.0%
BBC World/Ent	19	3	16	1	1	0	5	9	2	1
	1.0%	.4%	1.7%	1.3%	.3%	.0%	.8%	2.1%	.8%	1.5%
	100.0%	17.8%	82.2%	6.7%	4.7%	.0%	24.8%	49.1%	10.3%	4.5%
Other TV Stations	240	133	107	26	55	14	82	38	21	4
	13.1%	14.5%	11.6%	26.7%	17.6%	12.6%	14.6%	8.3%	8.6%	7.4%
	100.0%	55.4%	44.6%	10.9%	23.1%	5.8%	34.1%	15.7%	8.7%	1.8%
No particular station	157	76	82	4	13	2	40	52	37	9
	8.6%	8.3%	8.9%	3.8%	4.1%	2.1%	7.1%	11.5%	15.4%	15.4%
	100.0%	48.0%	52.0%	2.3%	8.2%	1.5%	25.5%	33.1%	23.8%	5.6%
Do not remember	11	5	6	0	1	0	4	4	2	1
	.6%	.6%	.6%	.0%	.3%	.0%	.6%	.8%	.7%	1.5%
	100.0%	47.5%	52.5%	.0%	9.2%	.0%	33.2%	34.9%	14.8%	7.9%
Do not watch TV	401	209	192	14	93	33	127	90	33	11
	21.9%	22.8%	20.9%	14.0%	29.6%	30.4%	22.6%	20.0%	13.7%	18.3%
	100.0%	52.1%	47.9%	3.4%	23.2%	8.3%	31.6%	22.5%	8.3%	2.6%
No Response	3	3	1	0	2	0	1	0	0	0
	.2%	.3%	.1%	.0%	.7%	.0%	.2%	.0%	.0%	.0%
	100.0%	74.4%	25.6%	.0%	64.7%	.0%	35.3%	.0%	.0%	.0%
Total	1837	915	922	98	315	110	561	452	243	58
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%

[Count / Column % / Row %]

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

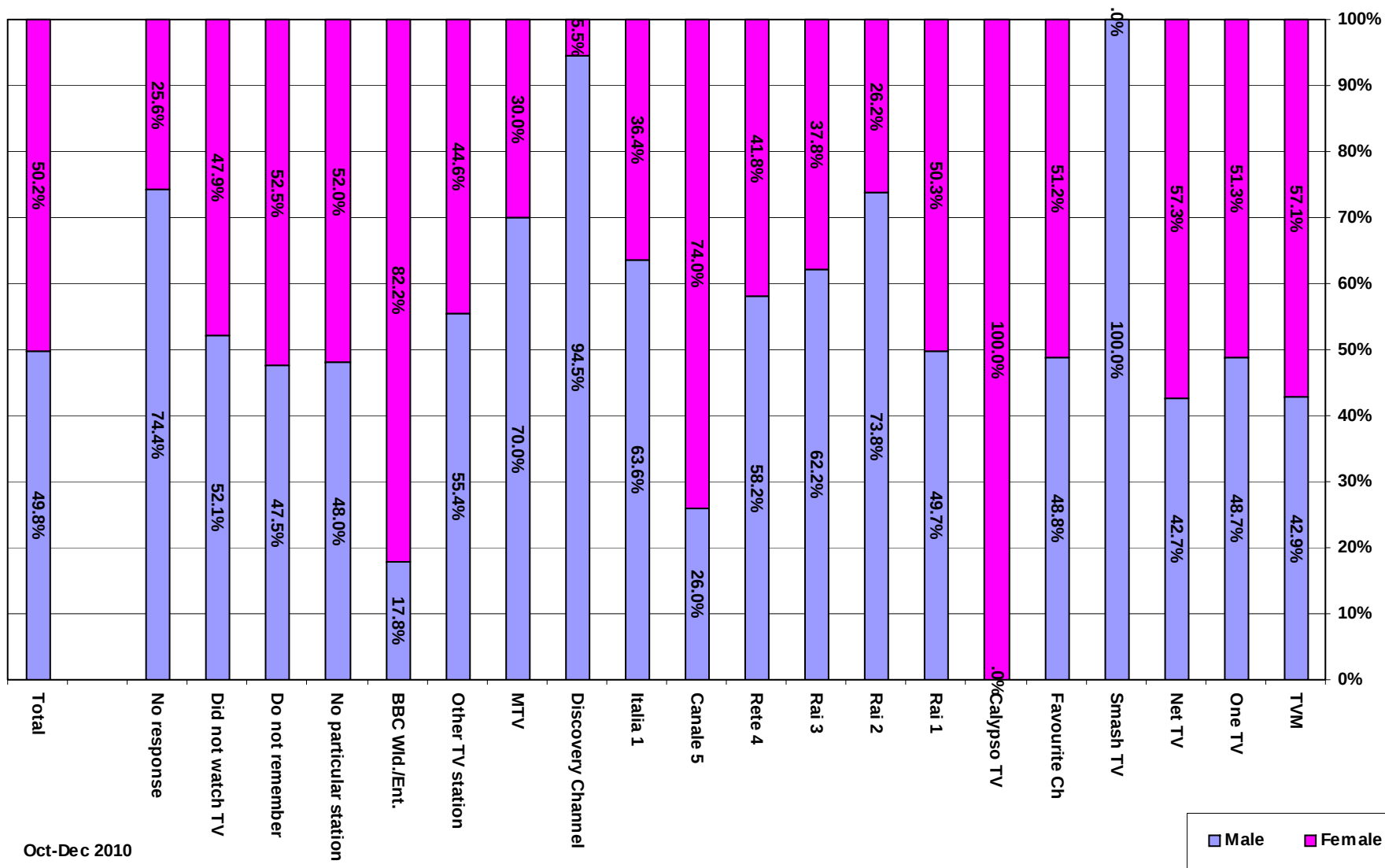


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [OCT-DEC 2010]

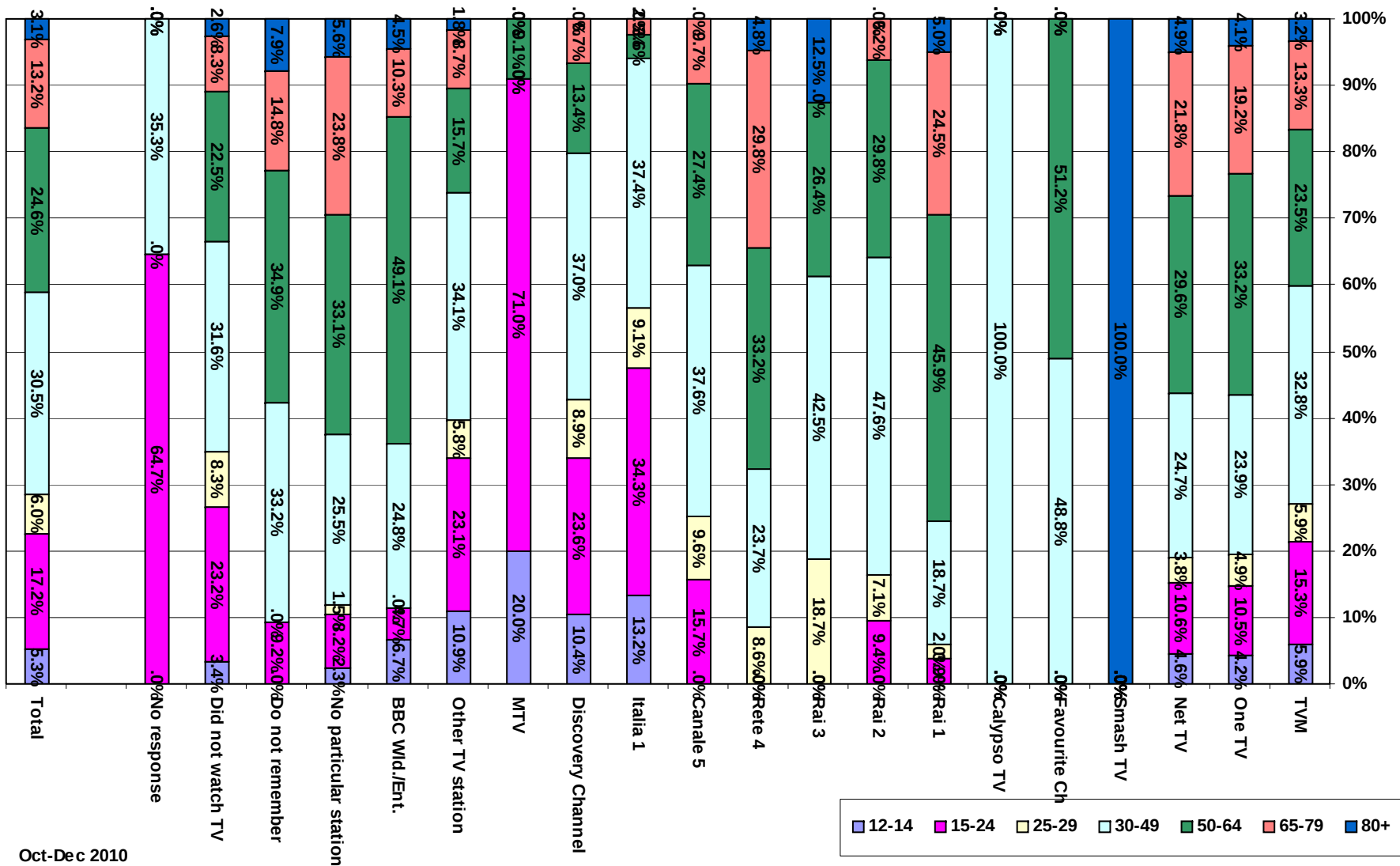


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [OCT-DEC 2010]

TABLE 3.5.A: TV CHANNEL REACH: BY DISTRICTS [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	416	70	109	65	71	66	35
	22.6%	18.9%	21.5%	22.0%	26.8%	28.4%	21.1%
ONE	100.0%	16.8%	26.2%	15.6%	17.1%	15.9%	8.4%
	200	50	50	43	29	17	11
	10.9%	13.5%	9.9%	14.5%	10.9%	7.3%	6.6%
Net TV	100.0%	25.0%	25.0%	21.5%	14.5%	8.5%	5.5%
	97	24	32	11	11	13	6
	5.3%	6.5%	6.3%	3.7%	4.2%	5.6%	3.6%
Smash TV	100.0%	24.7%	33.0%	11.3%	11.3%	13.4%	6.2%
	1	0	0	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.4%	.0%
Favorite Channel	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
	3	1	1	0	0	0	1
	.2%	.3%	.2%	.0%	.0%	.0%	.6%
Calypso Music TV	100.0%	33.3%	33.3%	.0%	.0%	.0%	33.3%
	1	0	0	1	0	0	0
	.1%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rai 1	54	12	17	3	10	6	6
	2.9%	3.2%	3.4%	1.0%	3.8%	2.6%	3.6%
	100.0%	22.2%	31.5%	5.6%	18.5%	11.1%	11.1%
Rai 2	13	4	3	2	1	2	1
	.7%	1.1%	.6%	.7%	.4%	.9%	.6%
	100.0%	30.8%	23.1%	15.4%	7.7%	15.4%	7.7%
Rai 3	7	0	4	2	0	1	0
	.4%	.0%	.8%	.7%	.0%	.4%	.0%
	100.0%	.0%	57.1%	28.6%	.0%	14.3%	.0%
Rete 4	39	10	12	9	1	5	2
	2.1%	2.7%	2.4%	3.0%	.4%	2.2%	1.2%
	100.0%	25.6%	30.8%	23.1%	2.6%	12.8%	5.1%
Canale 5	65	14	20	9	9	6	7
	3.5%	3.8%	3.9%	3.0%	3.4%	2.6%	4.2%
	100.0%	21.5%	30.8%	13.8%	13.8%	9.2%	10.8%
Italia 1	68	18	14	13	11	3	9
	3.7%	4.9%	2.8%	4.4%	4.2%	1.3%	5.4%
	100.0%	26.5%	20.6%	19.1%	16.2%	4.4%	13.2%
Discovery Channel	37	10	10	2	4	7	4
	2.0%	2.7%	2.0%	.7%	1.5%	3.0%	2.4%
	100.0%	27.0%	27.0%	5.4%	10.8%	18.9%	10.8%
MTV	9	2	6	0	0	0	1
	.5%	.5%	1.2%	.0%	.0%	.0%	.6%
	100.0%	22.2%	66.7%	.0%	.0%	.0%	11.1%
BBC Prime/World/Ent	20	0	5	4	7	3	1
	1.1%	.0%	1.0%	1.4%	2.6%	1.3%	.6%
	100.0%	.0%	25.0%	20.0%	35.0%	15.0%	5.0%
Other TV Stations	230	43	69	33	35	25	25
	12.5%	11.6%	13.6%	11.1%	13.2%	10.8%	15.1%
	100.0%	18.7%	30.0%	14.3%	15.2%	10.9%	10.9%
No particular station	163	26	54	27	23	21	12
	8.9%	7.0%	10.7%	9.1%	8.7%	9.1%	7.2%
	100.0%	16.0%	33.1%	16.6%	14.1%	12.9%	7.4%
Do not remember	12	1	1	2	2	3	3
	.7%	.3%	.2%	.7%	.8%	1.3%	1.8%
	100.0%	8.3%	8.3%	16.7%	16.7%	25.0%	25.0%
Do not watch TV	399	86	100	68	51	52	42
	21.7%	23.2%	19.7%	23.0%	19.2%	22.4%	25.3%
	100.0%	21.6%	25.1%	17.0%	12.8%	13.0%	10.5%
No Response	3	0	0	2	0	1	0
	.2%	.0%	.0%	.7%	.0%	.4%	.0%
	100.0%	.0%	.0%	66.7%	.0%	33.3%	.0%
Total	1837	371	507	296	265	232	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%

[Count / Column % / Row %]

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

TABLE 3.5.B: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [OCT-DEC 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	417	69	115	59	70	72	31
	22.7%	19.1%	21.4%	21.7%	27.0%	27.3%	22.4%
	100.0%	16.7%	27.7%	14.2%	16.7%	17.3%	7.5%
ONE	192	47	50	39	27	20	8
	10.5%	13.0%	9.3%	14.4%	10.6%	7.5%	6.1%
	100.0%	24.5%	26.2%	20.4%	14.2%	10.3%	4.4%
Net TV	92	22	32	10	10	14	5
	5.0%	6.1%	5.9%	3.6%	4.0%	5.3%	3.3%
	100.0%	23.9%	34.4%	10.5%	11.2%	15.0%	4.9%
Smash TV	1	0	0	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.5%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Favorite Channel	3	1	1	0	0	0	1
	.2%	.2%	.3%	.0%	.0%	.0%	.5%
	100.0%	28.5%	48.8%	.0%	.0%	.0%	22.6%
Calyso Music TV	1	0	0	1	0	0	0
	.0%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rai 1	51	12	15	3	9	7	5
	2.7%	3.2%	2.8%	.9%	3.6%	2.7%	3.4%
	100.0%	23.2%	29.5%	5.0%	18.5%	14.4%	9.5%
Rai 2	14	4	4	2	1	2	1
	.8%	1.1%	.7%	.8%	.4%	.9%	.6%
	100.0%	27.8%	27.1%	14.7%	7.1%	17.2%	6.1%
Rai 3	7	0	4	2	0	1	0
	.4%	.0%	.8%	.6%	.0%	.5%	.0%
	100.0%	.0%	59.5%	23.3%	.0%	17.2%	.0%
Rete 4	38	9	12	8	1	6	2
	2.1%	2.5%	2.3%	2.9%	.3%	2.3%	1.1%
	100.0%	24.1%	32.3%	21.1%	2.3%	16.2%	4.1%
Canale 5	64	14	21	8	9	6	6
	3.5%	3.9%	3.8%	2.8%	3.5%	2.4%	4.3%
	100.0%	22.1%	32.6%	11.9%	14.3%	9.8%	9.3%
Italia 1	74	19	18	14	11	3	8
	4.0%	5.2%	3.3%	5.0%	4.4%	1.2%	6.0%
	100.0%	25.8%	24.2%	18.6%	15.5%	4.5%	11.4%
Discovery Channel	41	10	12	2	5	9	4
	2.2%	2.7%	2.2%	.9%	1.8%	3.3%	2.6%
	100.0%	23.8%	29.1%	5.8%	11.0%	21.4%	8.8%
MTV	10	2	7	0	0	0	1
	.6%	.6%	1.4%	.0%	.0%	.0%	.5%
	100.0%	20.0%	72.6%	.0%	.0%	.0%	7.4%
BBC Prime/World/Ent	19	0	5	3	6	3	1
	1.0%	.0%	1.0%	1.3%	2.4%	1.3%	.5%
	100.0%	.0%	28.2%	18.0%	32.5%	17.6%	3.8%
Other TV Stations	240	44	79	32	35	28	22
	13.1%	12.1%	14.6%	11.9%	13.6%	10.5%	15.7%
	100.0%	18.3%	33.0%	13.4%	14.6%	11.6%	9.1%
No particular station	157	24	53	24	22	25	9
	8.6%	6.7%	9.9%	8.9%	8.4%	9.3%	6.6%
	100.0%	15.5%	33.8%	15.4%	13.8%	15.6%	5.8%
Do not remember	11	1	1	2	2	3	2
	.6%	.3%	.2%	.6%	.7%	1.2%	1.7%
	100.0%	10.3%	8.6%	14.6%	15.9%	29.5%	21.1%
Do not watch TV	401	85	109	62	49	61	34
	21.9%	23.4%	20.2%	22.7%	19.1%	23.3%	24.7%
	100.0%	21.2%	27.2%	15.4%	12.3%	15.3%	8.6%
No Response	3	0	0	2	0	1	0
	.2%	.0%	.0%	.8%	.0%	.5%	.0%
	100.0%	.0%	.0%	64.7%	.0%	35.3%	.0%
Total	1837	364	540	272	257	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%

[Count / Column % / Row %]

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

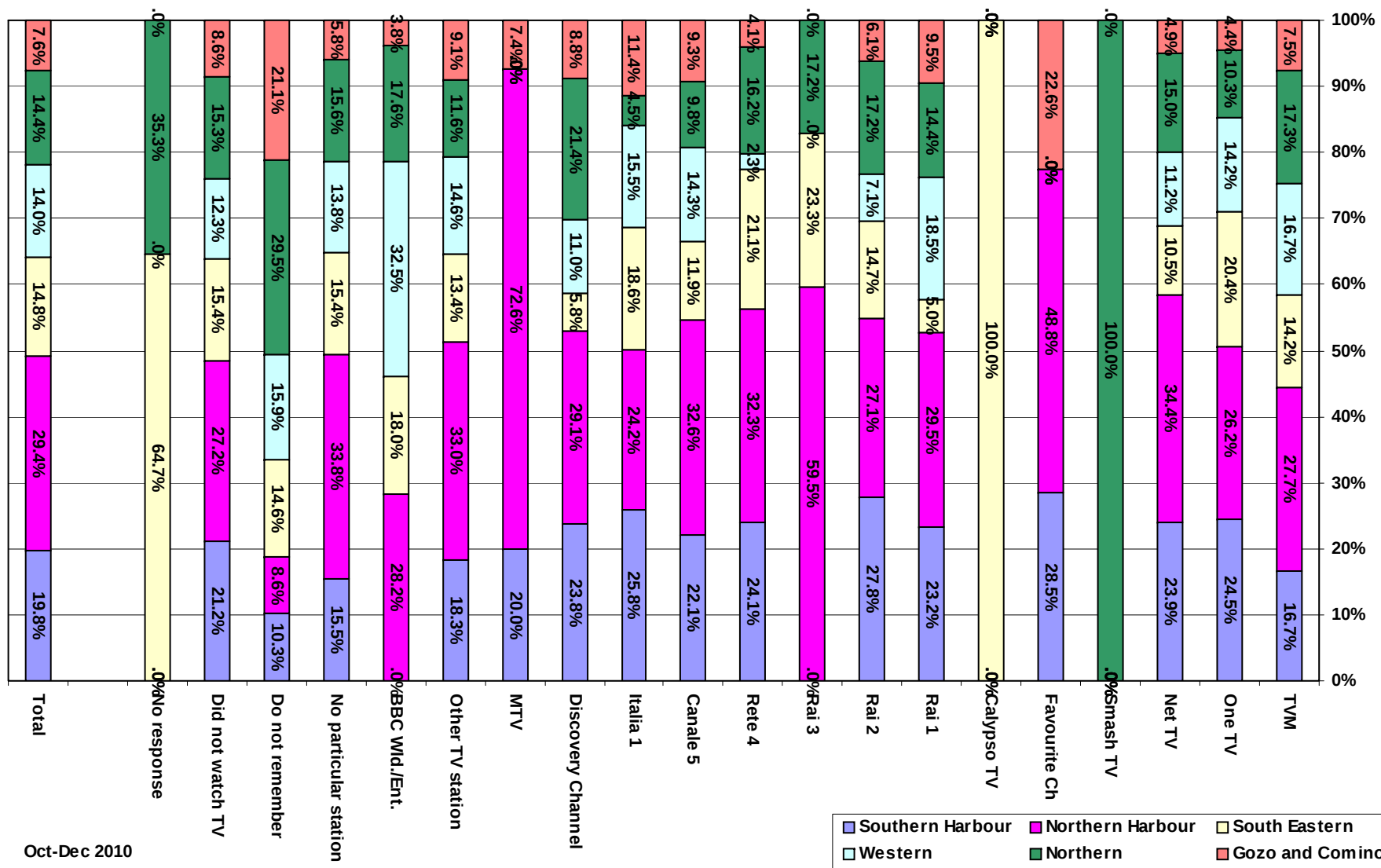


FIG. 3.5.B: POPULATION TV CHANNEL REACH: BY DISTRICTS [OCT-DEC 2010]

TABLE 3.6.A: TV CHANNEL REACH – "OTHER STATION" [COUNT ONLY] - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	3	3	0	0	2	0	0	0	0	1	0	1	2	0	0	0
Alice	2	0	2	0	0	0	1	1	0	0	0	1	0	1	0	0
Animal Planet	5	3	2	0	0	0	3	2	0	0	0	4	0	1	0	0
Baby TV	3	0	3	0	0	1	2	0	0	0	0	0	0	1	1	1
Boomerang	3	2	1	0	0	0	3	0	0	0	1	1	1	0	0	0
Caccia e Pesca	2	2	0	0	0	0	1	1	0	0	1	0	0	1	0	0
Canale Italia	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Cartoon Network	4	2	2	2	0	0	2	0	0	0	1	2	0	0	1	0
Cartoonito	2	1	1	0	0	0	2	0	0	0	0	1	0	0	1	0
City TV 4	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
CNN	4	2	2	0	0	0	0	3	1	0	0	1	1	1	0	1
Comedy Central	17	13	4	2	9	1	4	0	1	0	0	7	4	3	2	1
Daystar Network	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Discovery Investigation	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Disney Channel	24	5	19	16	4	0	4	0	0	0	5	7	2	4	3	3
Dubai I	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
DW	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
E Entertainment	6	1	5	1	2	0	2	1	0	0	0	2	0	1	2	1
ESPM	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Euro News	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Euro Sport	6	6	0	1	0	0	1	2	1	1	1	2	2	1	0	0
Fine Living	6	2	4	0	1	1	2	1	1	0	1	1	2	0	2	0
Food Network	2	0	2	0	1	0	1	0	0	0	1	0	0	1	0	0
Football Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
FOX life	4	3	1	0	2	1	1	0	0	0	2	1	0	0	0	1
France 24	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Go Sports	6	6	0	0	4	0	0	2	0	0	2	1	0	2	1	0
Go Stars	3	2	1	0	1	0	2	0	0	0	1	0	0	1	0	1
Granada	3	0	3	0	0	0	0	2	1	0	0	1	1	1	0	0
History Channel	2	2	0	0	0	0	1	1	0	0	0	0	1	0	1	0
ID Discover	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
ITV	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
ITV News	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
La 5	6	1	5	0	1	0	3	2	0	0	2	2	0	0	2	0
La 7	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Living	17	3	14	1	9	2	3	2	0	0	1	4	3	4	2	3
MBC	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0

TABLE 3.6.A: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MBC 2	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Melita More	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
Melita Movies	5	4	1	0	1	1	3	0	0	0	1	1	1	2	0	0
Melita Sport	2	1	1	0	0	0	1	1	0	0	0	2	0	0	0	0
Mezzo	2	2	0	0	0	0	0	1	0	1	1	0	0	1	0	0
MGM	2	1	1	0	0	0	1	0	1	0	1	1	0	0	0	0
Movie Channel	2	1	1	0	0	0	2	0	0	0	0	1	1	0	0	0
MUTV	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
National Geographic	6	3	3	0	1	0	3	1	1	0	1	3	0	0	1	1
Nickelodeon	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1
Online Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Physique TV	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0
Promotion Channel	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Rai 4	3	3	0	0	0	0	2	1	0	0	2	0	1	0	0	0
Real Madrid	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
RTL German	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Russian TV	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Serbian Station	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Sky	28	15	13	0	3	3	10	2	8	2	6	6	1	5	4	6
Smallville	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Sports Channel	5	5	0	0	1	0	0	3	1	0	1	2	0	1	0	1
Sports Italia	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Sports TV	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
TCM	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
The Style Network	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Total TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Travel Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
True Movies	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
TV 2000	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
UK Living	4	2	2	0	2	0	2	0	0	0	0	2	2	0	0	0
VH1	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0
Vox	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
World Wide	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Reality	3	0	3	0	0	0	0	2	1	0	1	1	0	0	0	1
Total	230	119	111	24	48	12	77	41	23	5	43	69	33	35	25	25

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 [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	4	4	0	0	3	0	0	0	0	1	0	1	3	0	0	0
Alice	2	0	2	0	0	0	1	1	0	0	0	1	0	1	0	0
Animal Planet	5	3	2	0	0	0	3	2	0	0	0	4	0	1	0	0
Baby TV	3	0	3	0	0	1	2	0	0	0	0	0	0	1	1	1
Boomerang	3	3	1	0	0	0	3	0	0	0	1	1	1	0	0	0
Caccia e Pesca	2	2	0	0	0	0	1	1	0	0	1	0	0	1	0	0
Canale Italia	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Cartoon Network	4	2	2	2	0	0	2	0	0	0	1	2	0	0	1	0
Cartoonito	2	1	1	0	0	0	2	0	0	0	0	1	0	0	1	0
City TV 4	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
CNN	3	2	2	0	0	0	0	2	1	0	0	1	1	1	0	1
Comedy Central	21	17	4	2	12	1	4	0	1	0	0	9	4	3	3	1
Daystar Network	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Discovery Investigation	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Disney Channel	25	5	19	18	4	0	3	0	0	0	5	9	2	4	3	2
Dubai I	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
DW	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
E Entertainment	6	1	5	1	3	0	2	1	0	0	0	3	0	1	2	1
ESPM	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Euro News	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Euro Sport	6	6	0	1	0	0	1	2	1	1	1	2	2	1	0	0
Fine Living	7	3	4	0	1	1	2	1	1	0	1	1	2	0	2	0
Food Network	2	0	2	0	1	0	1	0	0	0	1	0	0	1	0	0
Football Channel	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
FOX life	5	4	1	0	2	1	1	0	0	0	2	1	0	0	0	1
France 24	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Go Sports	6	6	0	0	4	0	0	2	0	0	2	1	0	2	1	0
Go Stars	4	3	1	0	1	0	2	0	0	0	1	0	0	1	0	1
Granada	3	0	3	0	0	0	0	2	1	0	0	1	1	1	0	0
History Channel	2	2	0	0	0	0	1	1	0	0	0	0	1	0	1	0
ID Discover	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
ITV	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
ITV News	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
La 5	6	1	5	0	1	0	3	2	0	0	2	2	0	0	2	0
La 7	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Living	17	4	14	1	10	2	3	2	0	0	1	4	3	4	2	3
MBC	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0

TABLE 3.6.B: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
MBC 2	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Melita More	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
Melita Movies	6	5	1	0	1	1	3	0	0	0	1	1	1	2	0	0
Melita Sport	2	1	1	0	0	0	1	1	0	0	0	2	0	0	0	0
Mezzo	2	2	0	0	0	0	0	1	0	1	1	0	0	1	0	0
MGM	2	1	1	0	0	0	1	0	1	0	1	1	0	0	0	0
Movie Channel	2	1	1	0	0	0	2	0	0	0	0	1	1	0	0	0
MUTV	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
National Geographic	7	4	3	0	1	0	4	1	1	0	1	4	0	0	1	1
Nickelodeon	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1
Online Channel	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Physique TV	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0
Promotion Channel	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Rai 4	3	3	0	0	0	0	2	1	0	0	2	0	1	0	0	0
Real Madrid	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
RTL German	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Russian TV	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Serbian Station	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Sky	28	16	12	0	3	4	11	2	7	2	6	6	1	5	5	5
Smallville	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Sports Channel	5	5	0	0	1	0	0	3	1	0	1	2	0	1	0	1
Sports Italia	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Sports TV	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
TCM	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
The Style Network	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Total TV	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Travel Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
True Movies	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
TV 2000	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
UK Living	5	3	2	0	2	0	3	0	0	0	0	3	2	0	0	0
VH1	1	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0
Vox	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
World Wide	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Zone Reality	2	0	2	0	0	0	0	2	1	0	1	1	0	0	0	1
Total	240	133	107	26	55	14	82	38	21	4	44	79	32	35	28	22

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

TABLE 4.1.A: RADIO SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	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																	
Yes	1658	763	895	79	247	78	477	468	248	61	343	462	272	241	195	145	
	90.3%	91.2%	89.5%	89.8%	88.5%	80.4%	88.0%	93.8%	92.9%	93.8%	92.5%	91.1%	91.9%	90.9%	84.1%	87.3%	
	100.0%	46.0%	54.0%	4.8%	14.9%	4.7%	28.8%	28.2%	15.0%	3.7%	20.7%	27.9%	16.4%	14.5%	11.8%	8.7%	
No	179	74	105	9	32	19	65	31	19	4	28	45	24	24	37	21	
	9.7%	8.8%	10.5%	10.2%	11.5%	19.6%	12.0%	6.2%	7.1%	6.2%	7.5%	8.9%	8.1%	9.1%	15.9%	12.7%	
	100.0%	41.3%	58.7%	5.0%	17.9%	10.6%	36.3%	17.3%	10.6%	2.2%	15.6%	25.1%	13.4%	13.4%	20.7%	11.7%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
Availability of Digital Radio system at home																	
Yes	94	54	40	4	24	7	40	10	9	0	17	27	13	15	19	3	
	5.1%	6.5%	4.0%	4.5%	8.6%	7.2%	7.4%	2.0%	3.4%	.0%	4.6%	5.3%	4.4%	5.7%	8.2%	1.8%	
	100.0%	57.4%	42.6%	4.3%	25.5%	7.4%	42.6%	10.6%	9.6%	.0%	18.1%	28.7%	13.8%	16.0%	20.2%	3.2%	
No	1743	783	960	84	255	90	502	489	258	65	354	480	283	250	213	163	
	94.9%	93.5%	96.0%	95.5%	91.4%	92.8%	92.6%	98.0%	96.6%	100.0%	95.4%	94.7%	95.6%	94.3%	91.8%	98.2%	
	100.0%	44.9%	55.1%	4.8%	14.6%	5.2%	28.8%	28.1%	14.8%	3.7%	20.3%	27.5%	16.2%	14.3%	12.2%	9.4%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
Availability of Other Radio system/s at home																	
Yes	253	107	146	19	108	17	75	28	4	2	40	80	45	29	37	22	
	13.8%	12.8%	14.6%	21.6%	38.7%	17.5%	13.8%	5.6%	1.5%	3.1%	10.8%	15.8%	15.2%	10.9%	15.9%	13.3%	
	100.0%	42.3%	57.7%	7.5%	42.7%	6.7%	29.6%	11.1%	1.6%	.8%	15.8%	31.6%	17.8%	11.5%	14.6%	8.7%	
No	1584	730	854	69	171	80	467	471	263	63	331	427	251	236	195	144	
	86.2%	87.2%	85.4%	78.4%	61.3%	82.5%	86.2%	94.4%	98.5%	96.9%	89.2%	84.2%	84.8%	89.1%	84.1%	86.7%	
	100.0%	46.1%	53.9%	4.4%	10.8%	5.1%	29.5%	29.7%	16.6%	4.0%	20.9%	27.0%	15.8%	14.9%	12.3%	9.1%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
No Radio available at home																	
Yes	124	53	71	7	12	11	43	29	18	4	18	28	21	18	23	16	
	6.8%	6.3%	7.1%	8.0%	4.3%	11.3%	7.9%	5.8%	6.7%	6.2%	4.9%	5.5%	7.1%	6.8%	9.9%	9.6%	
	100.0%	42.7%	57.3%	5.6%	9.7%	8.9%	34.7%	23.4%	14.5%	3.2%	14.5%	22.6%	16.9%	14.5%	18.5%	12.9%	
No	1713	784	929	81	267	86	499	470	249	61	353	479	275	247	209	150	
	93.2%	93.7%	92.9%	92.0%	95.7%	88.7%	92.1%	94.2%	93.3%	93.8%	95.1%	94.5%	92.9%	93.2%	90.1%	90.4%	
	100.0%	45.8%	54.2%	4.7%	15.6%	5.0%	29.1%	27.4%	14.5%	3.6%	20.6%	28.0%	16.1%	14.4%	12.2%	8.8%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	

TABLE 4.1.B: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	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																
Yes	1654	830	824	88	279	89	494	424	226	55	337	487	250	234	224	123
	90.0%	90.7%	89.4%	89.9%	88.6%	80.6%	88.0%	93.8%	92.9%	94.3%	92.5%	90.2%	91.9%	90.8%	84.8%	88.1%
	100.0%	50.2%	49.8%	5.3%	16.9%	5.4%	29.9%	25.6%	13.6%	3.3%	20.3%	29.5%	15.1%	14.1%	13.5%	7.4%
No	183	85	98	10	36	21	67	28	17	3	27	53	22	24	40	17
	10.0%	9.3%	10.6%	10.1%	11.4%	19.4%	12.0%	6.2%	7.1%	5.7%	7.5%	9.8%	8.1%	9.2%	15.2%	11.9%
	100.0%	46.4%	53.6%	5.4%	19.7%	11.6%	36.7%	15.4%	9.4%	1.8%	14.9%	29.0%	12.1%	13.0%	22.0%	9.0%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Digital Radio system at home																
Yes	102	63	39	5	27	8	44	10	9	0	17	32	13	15	22	2
	5.6%	6.9%	4.2%	4.9%	8.6%	7.2%	7.8%	2.1%	3.6%	.0%	4.8%	6.0%	4.7%	5.9%	8.2%	1.7%
	100.0%	61.9%	38.1%	4.7%	26.5%	7.7%	43.1%	9.4%	8.5%	.0%	17.1%	31.7%	12.6%	15.0%	21.3%	2.3%
No	1735	852	883	93	288	102	517	443	234	58	346	508	259	242	242	137
	94.4%	93.1%	95.8%	95.1%	91.4%	92.8%	92.2%	97.9%	96.4%	100.0%	95.2%	94.0%	95.3%	94.1%	91.8%	98.3%
	100.0%	49.1%	50.9%	5.4%	16.6%	5.9%	29.8%	25.5%	13.5%	3.3%	20.0%	29.3%	15.0%	13.9%	14.0%	7.9%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s at home																
Yes	274	130	144	21	124	19	79	25	4	2	42	94	48	29	42	19
	14.9%	14.2%	15.6%	21.6%	39.4%	17.2%	14.0%	5.6%	1.6%	3.1%	11.6%	17.4%	17.5%	11.3%	15.9%	13.6%
	100.0%	47.5%	52.5%	7.7%	45.3%	6.9%	28.7%	9.3%	1.4%	.6%	15.4%	34.3%	17.4%	10.6%	15.4%	6.9%
No	1563	785	778	77	191	91	482	427	239	56	322	446	225	228	222	120
	85.1%	85.8%	84.4%	78.4%	60.6%	82.8%	86.0%	94.4%	98.4%	96.9%	88.4%	82.6%	82.5%	88.7%	84.1%	86.4%
	100.0%	50.2%	49.8%	4.9%	12.2%	5.8%	30.9%	27.3%	15.3%	3.6%	20.6%	28.6%	14.4%	14.6%	14.2%	7.7%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
No Radio available at home																
Yes	123	59	64	8	14	12	43	26	16	3	17	32	19	18	25	13
	6.7%	6.4%	6.9%	7.8%	4.3%	11.1%	7.7%	5.8%	6.7%	5.7%	4.6%	5.9%	6.9%	6.9%	9.6%	9.1%
	100.0%	48.0%	52.0%	6.3%	11.0%	10.0%	35.4%	21.5%	13.2%	2.7%	13.6%	25.7%	15.2%	14.4%	20.7%	10.3%
No	1714	856	858	90	302	98	518	426	227	55	347	509	254	240	239	127
	93.3%	93.6%	93.1%	92.2%	95.7%	88.9%	92.3%	94.2%	93.3%	94.3%	95.4%	94.1%	93.1%	93.1%	90.4%	90.9%
	100.0%	49.9%	50.1%	5.3%	17.6%	5.7%	30.2%	24.8%	13.2%	3.2%	20.3%	29.7%	14.8%	14.0%	13.9%	7.4%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

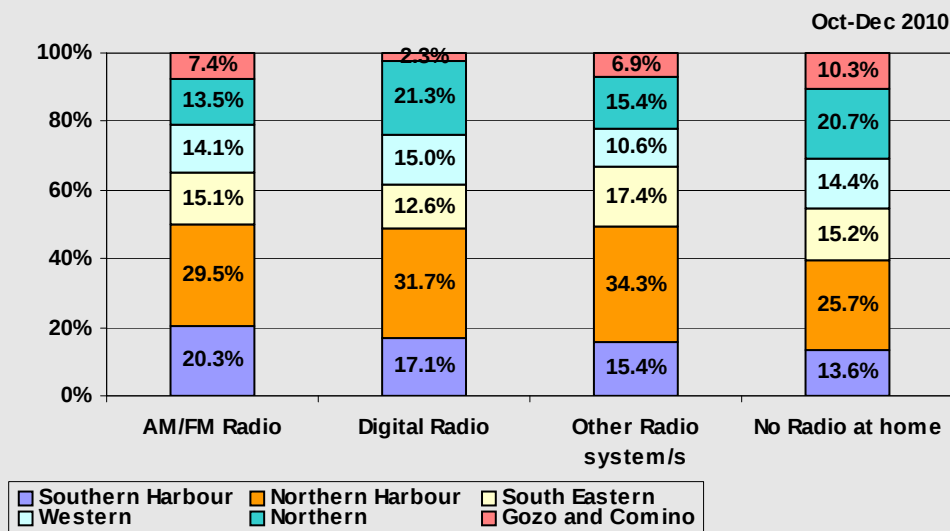
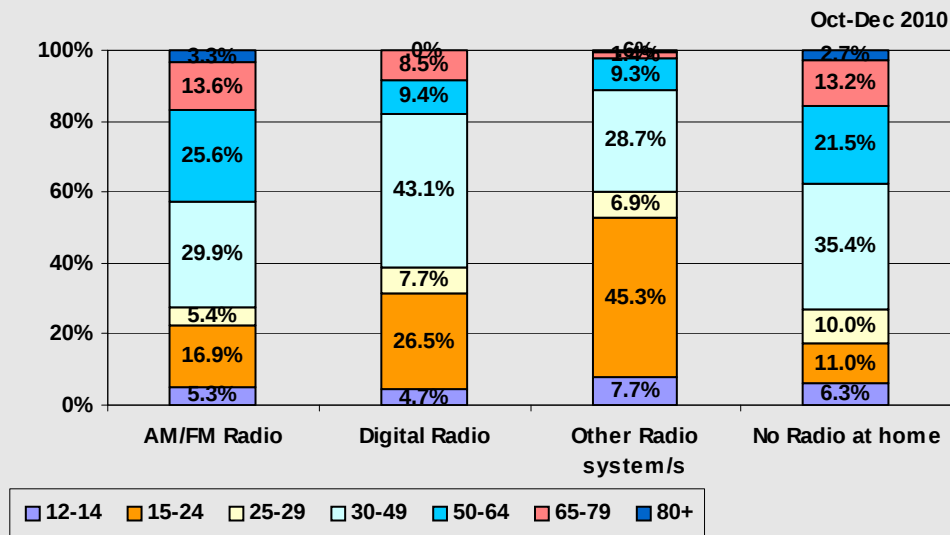
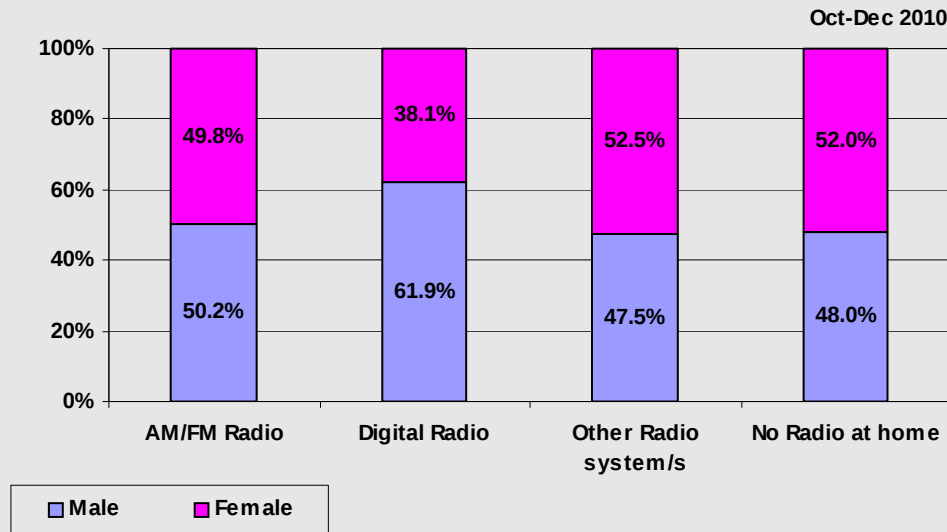


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

TABLE 4.3.A: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	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	537	246	291	28	82	19	153	143	95	17	112	131	119	73	62	40	
	29.2%	29.4%	29.1%	31.8%	29.4%	19.6%	28.2%	28.7%	35.6%	26.2%	30.2%	25.8%	40.2%	27.5%	26.7%	24.1%	
	100.0%	45.8%	54.2%	5.2%	15.3%	3.5%	28.5%	26.6%	17.7%	3.2%	20.9%	24.4%	22.2%	13.6%	11.5%	7.4%	
	1300	591	709	60	197	78	389	356	172	48	259	376	177	192	170	126	
No	70.8%	70.6%	70.9%	68.2%	70.6%	80.4%	71.8%	71.3%	64.4%	73.8%	69.8%	74.2%	59.8%	72.5%	73.3%	75.9%	
	100.0%	45.5%	54.5%	4.6%	15.2%	6.0%	29.9%	27.4%	13.2%	3.7%	19.9%	28.9%	13.6%	14.8%	13.1%	9.7%	
	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
	Melita Cable plc. system installed at home																
	Yes	972	447	525	43	137	44	262	294	150	42	214	299	135	136	107	81
		52.9%	53.4%	52.5%	48.9%	49.1%	45.4%	48.3%	58.9%	56.2%	64.6%	57.7%	59.0%	45.6%	51.3%	46.1%	48.8%
100.0%		46.0%	54.0%	4.4%	14.1%	4.5%	27.0%	30.2%	15.4%	4.3%	22.0%	30.8%	13.9%	14.0%	11.0%	8.3%	
865		390	475	45	142	53	280	205	117	23	157	208	161	129	125	85	
No	47.1%	46.6%	47.5%	51.1%	50.9%	54.6%	51.7%	41.1%	43.8%	35.4%	42.3%	41.0%	54.4%	48.7%	53.9%	51.2%	
	100.0%	45.1%	54.9%	5.2%	16.4%	6.1%	32.4%	23.7%	13.5%	2.7%	18.2%	24.0%	18.6%	14.9%	14.5%	9.8%	
	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
	GO plc. system installed at home																
	Yes	686	297	389	40	116	43	218	168	83	18	110	188	110	116	100	62
		37.3%	35.5%	38.9%	45.5%	41.6%	44.3%	40.2%	33.7%	31.1%	27.7%	29.6%	37.1%	37.2%	43.8%	43.1%	37.3%
100.0%		43.3%	56.7%	5.8%	16.9%	6.3%	31.8%	24.5%	12.1%	2.6%	16.0%	27.4%	16.0%	16.9%	14.6%	9.0%	
1151		540	611	48	163	54	324	331	184	47	261	319	186	149	132	104	
No	62.7%	64.5%	61.1%	54.5%	58.4%	55.7%	59.8%	66.3%	68.9%	72.3%	70.4%	62.9%	62.8%	56.2%	56.9%	62.7%	
	100.0%	46.9%	53.1%	4.2%	14.2%	4.7%	28.1%	28.8%	16.0%	4.1%	22.7%	27.7%	16.2%	12.9%	11.5%	9.0%	
	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
	Satellite system installed at home																
	Yes	465	233	232	28	78	25	164	124	42	4	92	127	74	72	68	32
		25.3%	27.8%	23.2%	31.8%	28.0%	25.8%	30.3%	24.8%	15.7%	6.2%	24.8%	25.0%	25.0%	27.2%	29.3%	19.3%
100.0%		50.1%	49.9%	6.0%	16.8%	5.4%	35.3%	26.7%	9.0%	.9%	19.8%	27.3%	15.9%	15.5%	14.6%	6.9%	
1372		604	768	60	201	72	378	375	225	61	279	380	222	193	164	134	
No	74.7%	72.2%	76.8%	68.2%	72.0%	74.2%	69.7%	75.2%	84.3%	93.8%	75.2%	75.0%	75.0%	72.8%	70.7%	80.7%	
	100.0%	44.0%	56.0%	4.4%	14.7%	5.2%	27.6%	27.3%	16.4%	4.4%	20.3%	27.7%	16.2%	14.1%	12.0%	9.8%	
	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	

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	207	104	103	16	68	13	63	38	9	0	40	63	32	35	19	18	
	11.3%	12.4%	10.3%	18.2%	24.4%	13.4%	11.6%	7.6%	3.4%	.0%	10.8%	12.4%	10.8%	13.2%	8.2%	10.8%	
	100.0%	50.2%	49.8%	7.7%	32.9%	6.3%	30.4%	18.4%	4.3%	.0%	19.3%	30.4%	15.5%	16.9%	9.2%	8.7%	
No	1630	733	897	72	211	84	479	461	258	65	331	444	264	230	213	148	
	88.7%	87.6%	89.7%	81.8%	75.6%	86.6%	88.4%	92.4%	96.6%	100.0%	89.2%	87.6%	89.2%	86.8%	91.8%	89.2%	
	100.0%	45.0%	55.0%	4.4%	12.9%	5.2%	29.4%	28.3%	15.8%	4.0%	20.3%	27.2%	16.2%	14.1%	13.1%	9.1%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
Other TV system installed at home																	
Yes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
No	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	
No TV at home																	
Yes	17	12	5	0	3	1	3	5	3	2	3	3	2	0	4	5	
	.9%	1.4%	.5%	.0%	1.1%	1.0%	.6%	1.0%	1.1%	3.1%	.8%	.6%	.7%	.0%	1.7%	3.0%	
	100.0%	70.6%	29.4%	.0%	17.6%	5.9%	17.6%	29.4%	17.6%	11.8%	17.6%	17.6%	11.8%	.0%	23.5%	29.4%	
No	1820	825	995	88	276	96	539	494	264	63	368	504	294	265	228	161	
	99.1%	98.6%	99.5%	100.0%	98.9%	99.0%	99.4%	99.0%	98.9%	96.9%	99.2%	99.4%	99.3%	100.0%	98.3%	97.0%	
	100.0%	45.3%	54.7%	4.8%	15.2%	5.3%	29.6%	27.1%	14.5%	3.5%	20.2%	27.7%	16.2%	14.6%	12.5%	8.8%	
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%	

[Count / Column % / Row %]

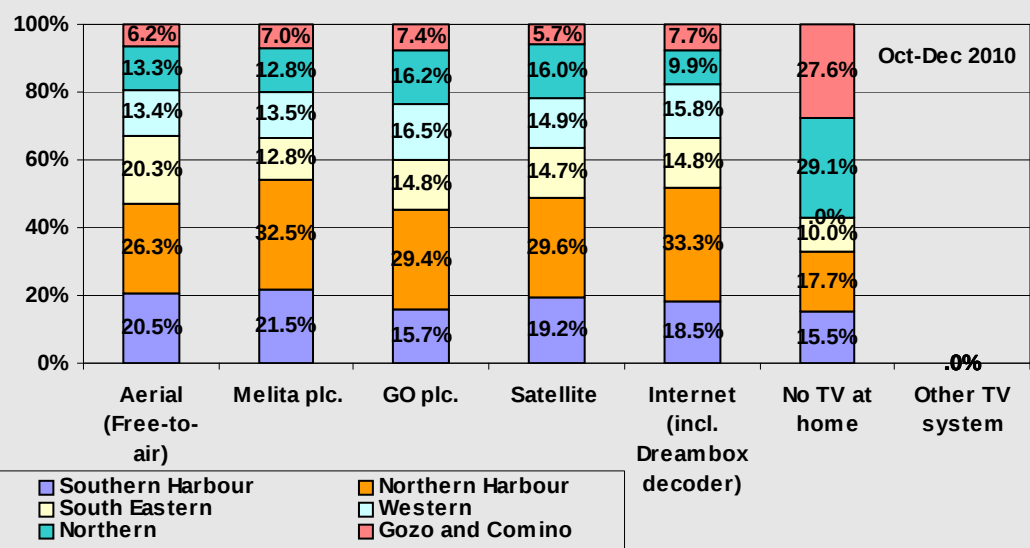
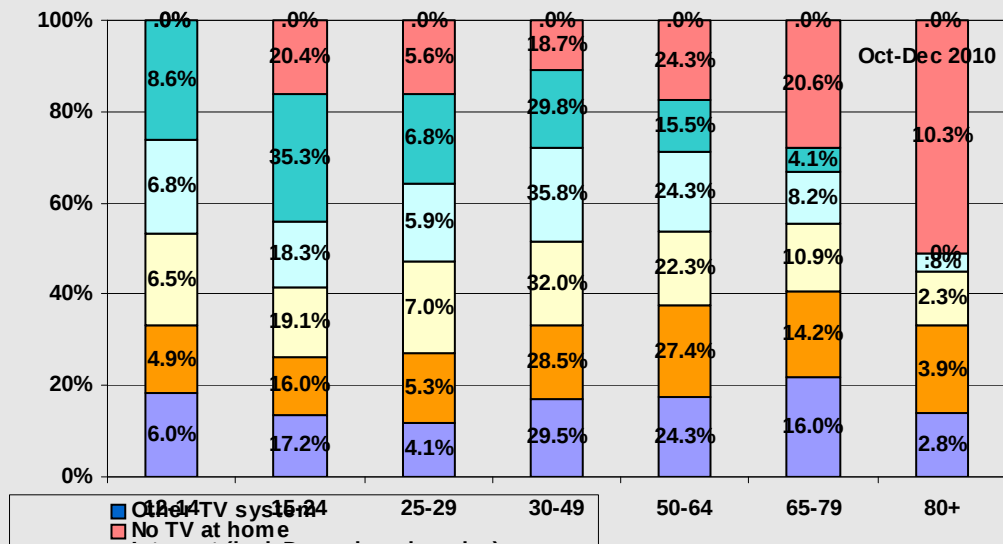
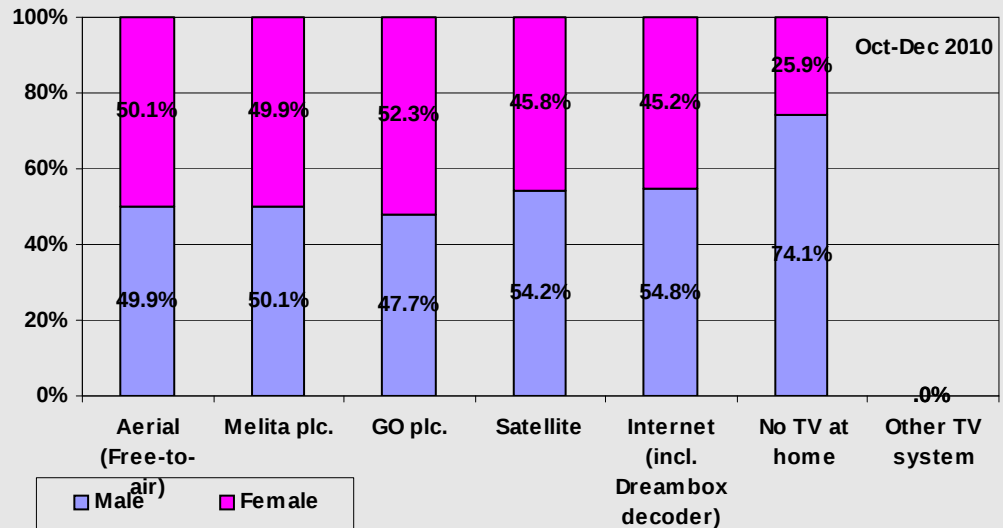
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2010]

	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	536	267	268	32	92	22	158	130	86	15	110	141	109	72	71	33	
	29.2%	29.2%	29.1%	32.7%	29.3%	19.9%	28.2%	28.8%	35.3%	26.0%	30.1%	26.1%	40.0%	27.8%	27.0%	24.0%	
	100.0%	49.9%	50.1%	6.0%	17.2%	4.1%	29.5%	24.3%	16.0%	2.8%	20.5%	26.3%	20.3%	13.4%	13.3%	6.2%	
	1301	647	654	66	223	88	403	322	157	43	254	399	163	186	193	106	
No	70.8%	70.8%	70.9%	67.3%	70.7%	80.1%	71.8%	71.2%	64.7%	74.0%	69.9%	73.9%	60.0%	72.2%	73.0%	76.0%	
	100.0%	49.7%	50.3%	5.1%	17.1%	6.8%	31.0%	24.7%	12.1%	3.3%	19.5%	30.7%	12.6%	14.3%	14.8%	8.1%	
	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Melita Cable plc. system installed at home																	
Yes	967	485	482	47	154	51	276	265	137	38	208	314	124	130	124	68	
	52.7%	53.0%	52.3%	48.1%	49.0%	46.2%	49.2%	58.5%	56.4%	65.1%	57.1%	58.1%	45.5%	50.6%	46.8%	48.8%	
	100.0%	50.1%	49.9%	4.9%	16.0%	5.3%	28.5%	27.4%	14.2%	3.9%	21.5%	32.5%	12.8%	13.5%	12.8%	7.0%	
	870	430	440	51	161	59	285	188	106	20	156	226	148	127	141	71	
No	47.3%	47.0%	47.7%	51.9%	51.0%	53.8%	50.8%	41.5%	43.6%	34.9%	42.9%	41.9%	54.5%	49.4%	53.2%	51.2%	
	100.0%	49.4%	50.6%	5.8%	18.5%	6.8%	32.8%	21.6%	12.2%	2.3%	18.0%	26.0%	17.1%	14.6%	16.2%	8.2%	
	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
GO plc. system installed at home																	
Yes	692	330	361	45	132	48	221	154	76	16	109	203	102	114	112	51	
	37.7%	36.1%	39.2%	45.7%	41.8%	44.0%	39.4%	34.0%	31.1%	27.9%	29.9%	37.7%	37.5%	44.4%	42.3%	36.7%	
	100.0%	47.7%	52.3%	6.5%	19.1%	7.0%	32.0%	22.3%	10.9%	2.3%	15.7%	29.4%	14.8%	16.5%	16.2%	7.4%	
	1145	585	561	53	183	62	340	298	167	42	255	337	170	143	152	88	
No	62.3%	63.9%	60.8%	54.3%	58.2%	56.0%	60.6%	66.0%	68.9%	72.1%	70.1%	62.3%	62.5%	55.6%	57.7%	63.3%	
	100.0%	51.0%	49.0%	4.6%	16.0%	5.4%	29.7%	26.1%	14.6%	3.6%	22.3%	29.4%	14.9%	12.5%	13.3%	7.7%	
	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Satellite system installed at home																	
Yes	476	258	218	32	87	28	170	115	39	4	91	141	70	71	76	27	
	25.9%	28.2%	23.6%	32.8%	27.7%	25.6%	30.3%	25.5%	16.1%	6.4%	25.1%	26.0%	25.6%	27.5%	28.8%	19.4%	
	100.0%	54.2%	45.8%	6.8%	18.3%	5.9%	35.8%	24.3%	8.2%	.8%	19.2%	29.6%	14.7%	14.9%	16.0%	5.7%	
	1361	657	704	66	228	82	391	337	204	54	272	400	203	187	188	112	
No	74.1%	71.8%	76.4%	67.2%	72.3%	74.4%	69.7%	74.5%	83.9%	93.6%	74.9%	74.0%	74.4%	72.5%	71.2%	80.6%	
	100.0%	48.3%	51.7%	4.8%	16.7%	6.0%	28.7%	24.8%	15.0%	4.0%	20.0%	29.4%	14.9%	13.7%	13.8%	8.2%	
	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	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	221	121	100	19	78	15	66	34	9	0	41	74	33	35	22	17	
	12.0%	13.2%	10.8%	19.4%	24.7%	13.6%	11.7%	7.6%	3.7%	.0%	11.2%	13.6%	12.0%	13.6%	8.3%	12.2%	
	100.0%	54.8%	45.2%	8.6%	35.3%	6.8%	29.8%	15.5%	4.1%	.0%	18.5%	33.3%	14.8%	15.8%	9.9%	7.7%	
No	1616	794	822	79	237	95	495	418	234	58	323	467	240	222	242	122	
	88.0%	86.8%	89.2%	80.6%	75.3%	86.4%	88.3%	92.4%	96.3%	100.0%	88.8%	86.4%	88.0%	86.4%	91.7%	87.8%	
	100.0%	49.1%	50.9%	4.9%	14.7%	5.9%	30.6%	25.9%	14.5%	3.6%	20.0%	28.9%	14.8%	13.8%	15.0%	7.6%	
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Other TV system installed at home																	
Yes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	
No	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
No TV at home																	
Yes	18	13	5	0	4	1	3	4	4	2	3	3	2	0	5	5	
	1.0%	1.4%	.5%	.0%	1.1%	.9%	.6%	.9%	1.5%	3.1%	.8%	.6%	.6%	.0%	2.0%	3.5%	
	100.0%	74.1%	25.9%	.0%	20.4%	5.6%	18.7%	24.3%	20.6%	10.3%	15.5%	17.7%	10.0%	.0%	29.1%	27.6%	
No	1819	902	918	98	311	109	558	448	239	56	361	537	271	257	259	134	
	99.0%	98.6%	99.5%	100.0%	98.9%	99.1%	99.4%	99.1%	98.5%	96.9%	99.2%	99.4%	99.4%	100.0%	98.0%	96.5%	
	100.0%	49.6%	50.4%	5.4%	17.1%	6.0%	30.7%	24.6%	13.2%	3.1%	19.8%	29.5%	14.9%	14.1%	14.2%	7.4%	
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	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 [OCT-DEC 2010]

TABLE 5.2.A: TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1654	795	859	82	271	88	506	449	207	51	323	454	271	240	216	150
	90.0%	95.0%	85.9%	93.2%	97.1%	90.7%	93.4%	90.0%	77.5%	78.5%	87.1%	89.5%	91.6%	90.6%	93.1%	90.4%
	100.0%	48.1%	51.9%	5.0%	16.4%	5.3%	30.6%	27.1%	12.5%	3.1%	19.5%	27.4%	16.4%	14.5%	13.1%	9.1%
TVM	33	8	25	1	3	4	8	6	10	1	5	15	3	4	1	5
	1.8%	1.0%	2.5%	1.1%	1.1%	4.1%	1.5%	1.2%	3.7%	1.5%	1.3%	3.0%	1.0%	1.5%	.4%	3.0%
	100.0%	24.2%	75.8%	3.0%	9.1%	12.1%	24.2%	18.2%	30.3%	3.0%	15.2%	45.5%	9.1%	12.1%	3.0%	15.2%
ONE	36	9	27	2	2	0	3	13	12	4	9	6	10	6	3	2
	2.0%	1.1%	2.7%	2.3%	.7%	.0%	.6%	2.6%	4.5%	6.2%	2.4%	1.2%	3.4%	2.3%	1.3%	1.2%
	100.0%	25.0%	75.0%	5.6%	5.6%	.0%	8.3%	36.1%	33.3%	11.1%	25.0%	16.7%	27.8%	16.7%	8.3%	5.6%
Net TV	24	9	15	2	0	0	0	9	11	2	8	8	2	3	1	2
	1.3%	1.1%	1.5%	2.3%	.0%	.0%	.0%	1.8%	4.1%	3.1%	2.2%	1.6%	.7%	1.1%	.4%	1.2%
	100.0%	37.5%	62.5%	8.3%	.0%	.0%	.0%	37.5%	45.8%	8.3%	33.3%	33.3%	8.3%	12.5%	4.2%	8.3%
Smash TV	48	8	40	1	1	1	12	14	15	4	14	14	6	5	5	4
	2.6%	1.0%	4.0%	1.1%	.4%	1.0%	2.2%	2.8%	5.6%	6.2%	3.8%	2.8%	2.0%	1.9%	2.2%	2.4%
	100.0%	16.7%	83.3%	2.1%	2.1%	2.1%	25.0%	29.2%	31.3%	8.3%	29.2%	29.2%	12.5%	10.4%	10.4%	8.3%
ITV	17	3	14	0	0	3	6	2	6	0	4	3	2	4	4	0
	.9%	.4%	1.4%	.0%	.0%	3.1%	1.1%	.4%	2.2%	.0%	1.1%	.6%	.7%	1.5%	1.7%	.0%
	100.0%	17.6%	82.4%	.0%	.0%	17.6%	35.3%	11.8%	35.3%	.0%	23.5%	17.6%	11.8%	23.5%	23.5%	.0%
Favourite TV	10	1	9	0	0	1	4	4	1	0	4	0	2	2	1	1
	.5%	.1%	.9%	.0%	.0%	1.0%	.7%	.8%	.4%	.0%	1.1%	.0%	.7%	.8%	.4%	.6%
	100.0%	10.0%	90.0%	.0%	.0%	10.0%	40.0%	40.0%	10.0%	.0%	40.0%	.0%	20.0%	20.0%	10.0%	10.0%
Calypso TV	5	1	4	0	1	0	1	1	2	0	2	3	0	0	0	0
	.3%	.1%	.4%	.0%	.4%	.0%	.2%	.2%	.7%	.0%	.5%	.6%	.0%	.0%	.0%	.0%
	100.0%	20.0%	80.0%	.0%	20.0%	.0%	20.0%	20.0%	40.0%	.0%	40.0%	60.0%	.0%	.0%	.0%	.0%
Do not know	10	3	7	0	1	0	2	1	3	3	2	4	0	1	1	2
	.5%	.4%	.7%	.0%	.4%	.0%	.4%	.2%	1.1%	4.6%	.5%	.8%	.0%	.4%	.4%	1.2%
	100.0%	30.0%	70.0%	.0%	10.0%	.0%	20.0%	10.0%	30.0%	30.0%	20.0%	40.0%	.0%	10.0%	10.0%	20.0%
Total	1837	837	1000	88	279	97	542	499	267	65	371	507	296	265	232	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.6%	54.4%	4.8%	15.2%	5.3%	29.5%	27.2%	14.5%	3.5%	20.2%	27.6%	16.1%	14.4%	12.6%	9.0%

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TELESOPPING BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

	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	1667	872	795	91	305	100	526	409	191	45	319	490	251	234	247	127
	90.8%	95.3%	86.2%	93.1%	96.9%	90.7%	93.8%	90.3%	78.6%	78.7%	87.8%	90.6%	92.0%	91.0%	93.5%	91.1%
	100.0%	52.3%	47.7%	5.5%	18.3%	6.0%	31.6%	24.5%	11.4%	2.7%	19.2%	29.4%	15.0%	14.0%	14.8%	7.6%
TVM	32	9	23	1	4	5	8	5	8	1	5	15	2	4	1	4
	1.7%	1.0%	2.5%	1.3%	1.1%	4.1%	1.4%	1.2%	3.4%	1.4%	1.3%	2.9%	.9%	1.5%	.4%	3.2%
	100.0%	27.6%	72.4%	4.1%	11.2%	14.2%	25.0%	16.7%	26.1%	2.6%	14.9%	48.4%	7.5%	11.8%	3.5%	13.9%
ONE	33	9	24	2	2	0	3	11	11	4	8	5	9	6	3	1
	1.8%	1.0%	2.6%	2.1%	.8%	.0%	.5%	2.5%	4.4%	6.2%	2.2%	1.0%	3.3%	2.3%	1.3%	1.0%
	100.0%	26.8%	73.2%	6.3%	7.4%	.0%	8.8%	33.8%	32.8%	10.9%	24.4%	16.1%	27.5%	17.8%	10.1%	4.1%
Net TV	21	8	13	2	0	0	0	8	10	2	7	7	2	3	1	2
	1.2%	.9%	1.4%	2.1%	.0%	.0%	.0%	1.8%	3.9%	2.9%	1.9%	1.3%	.6%	1.1%	.4%	1.2%
	100.0%	38.7%	61.3%	9.5%	.0%	.0%	.0%	37.8%	44.9%	7.9%	33.4%	32.9%	8.1%	12.8%	5.2%	7.6%
Smash TV	43	8	35	1	1	1	11	12	13	4	13	13	5	4	5	3
	2.4%	.9%	3.8%	1.3%	.4%	1.0%	2.0%	2.7%	5.2%	6.3%	3.6%	2.4%	1.9%	1.7%	1.8%	2.0%
	100.0%	18.3%	81.7%	3.0%	2.9%	2.4%	25.9%	28.1%	29.3%	8.4%	30.1%	30.4%	12.2%	9.9%	11.0%	6.4%
ITV	17	4	13	0	0	4	6	2	6	0	4	3	2	4	5	0
	.9%	.4%	1.4%	.0%	.0%	3.2%	1.1%	.4%	2.3%	.0%	1.1%	.5%	.6%	1.5%	1.9%	.0%
	100.0%	22.5%	77.5%	.0%	.0%	21.1%	35.5%	10.0%	33.3%	.0%	24.3%	14.8%	9.7%	22.2%	28.9%	.0%
Favourite TV	9	1	8	0	0	1	4	3	1	0	4	0	2	2	1	1
	.5%	.1%	.9%	.0%	.0%	.9%	.7%	.7%	.4%	.0%	1.1%	.0%	.6%	.7%	.3%	.5%
	100.0%	9.8%	90.2%	.0%	.0%	11.2%	42.8%	36.2%	9.8%	.0%	44.2%	.0%	18.2%	20.7%	9.4%	7.5%
Calypso TV	5	1	4	0	1	0	1	1	2	0	2	3	0	0	0	0
	.3%	.1%	.4%	.0%	.4%	.0%	.2%	.2%	.7%	.0%	.5%	.6%	.0%	.0%	.0%	.0%
	100.0%	18.9%	81.1%	.0%	25.6%	.0%	20.8%	18.9%	34.8%	.0%	34.8%	65.2%	.0%	.0%	.0%	.0%
Do not know	9	3	6	0	1	0	2	1	2	3	2	4	0	1	1	2
	.5%	.3%	.7%	.0%	.4%	.0%	.3%	.2%	1.0%	4.4%	.5%	.7%	.0%	.3%	.4%	1.1%
	100.0%	34.0%	66.0%	.0%	14.4%	.0%	19.0%	12.1%	26.7%	27.8%	18.7%	42.7%	.0%	9.6%	12.1%	16.9%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION
Monday	0.290	0.000	0.567	1.287	0.304	0.591	1.244	0.555	0.553	0.106	0.043	0.142	0.264	0.407	0.335
Tuesday	0.414	0.000	0.392	0.837	0.090	0.972	1.283	0.497	0.551	0.459	0.000	0.387	0.609	0.016	0.012
Wednesday	0.433	0.000	0.541	0.578	0.231	0.498	1.086	0.518	0.343	1.130	0.053	0.512	0.419	0.057	0.090
Thursday	0.472	0.000	0.430	0.434	0.204	1.454	1.056	0.404	0.878	0.521	0.022	0.738	0.399	0.061	0.000
Friday	0.292	0.076	0.405	1.270	0.137	0.501	0.799	0.618	0.323	0.994	0.124	0.700	0.067	0.250	0.041
Saturday	0.442	0.000	0.370	0.927	0.183	0.734	0.789	0.443	0.057	0.168	0.066	0.517	0.411	0.469	0.055
Sunday	0.319	0.000	0.360	1.368	0.227	0.786	0.547	0.349	0.142	0.497	0.000	0.350	0.316	0.385	0.088
Mon-Sun	0.380	0.011	0.437	0.958	0.196	0.790	0.972	0.485	0.406	0.557	0.045	0.480	0.354	0.234	0.088
Highest	0.472	0.076	0.567	1.368	0.304	1.454	1.283	0.618	0.878	1.130	0.124	0.738	0.609	0.469	0.335

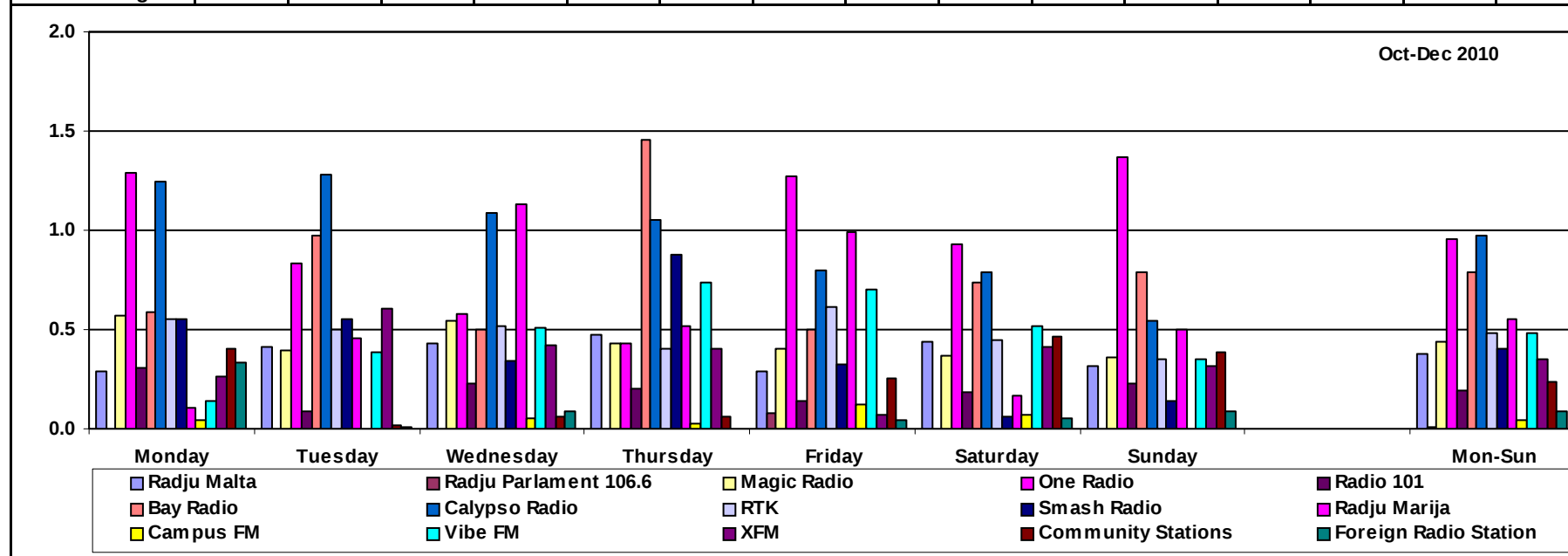


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION
Monday	1.047	0.000	1.645	3.277	1.534	2.664	4.777	2.141	2.033	1.029	0.434	1.077	1.391	1.084	1.259
Tuesday	2.063	0.000	1.602	2.476	0.419	3.499	4.113	1.734	1.663	1.805	0.000	1.406	1.345	0.376	0.555
Wednesday	1.667	0.000	3.178	2.027	0.768	2.482	3.489	1.627	1.374	3.683	0.427	1.723	1.757	0.358	0.433
Thursday	2.749	0.000	1.204	1.054	0.766	3.917	3.980	1.506	3.088	2.198	0.374	2.182	1.333	0.432	0.000
Friday	2.035	0.280	1.482	4.075	0.648	2.282	2.588	1.787	1.713	2.805	0.846	1.939	0.464	0.716	0.342
Saturday	1.761	0.000	2.123	2.848	1.735	3.534	2.611	2.078	0.410	0.672	0.354	1.601	1.866	1.082	0.330
Sunday	1.088	0.000	1.071	4.686	1.465	4.361	2.122	1.738	0.742	1.108	0.000	1.546	1.479	0.975	0.777
Highest	2.749	0.280	3.178	4.686	1.735	4.361	4.777	2.141	3.088	3.683	0.846	2.182	1.866	1.084	1.259

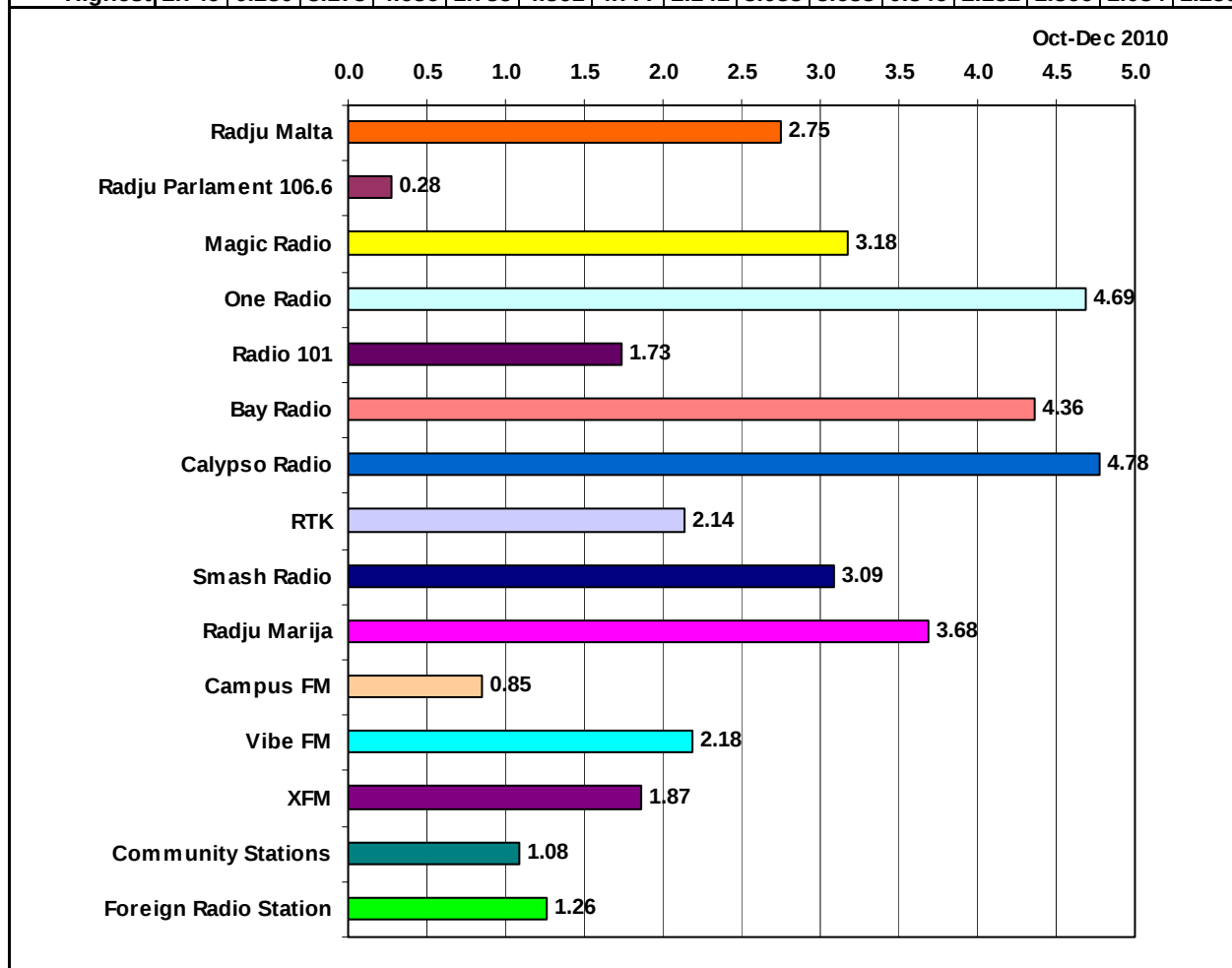


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	99.64	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	99.64	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	99.64	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	99.64	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	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	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	100	100
4:00	0.000	0.000	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	100	100
5:30	0.000	0.000	0.000	0.686	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.97	100
6:00	0.341	0.000	0.000	1.770	1.154	0.411	0.438	0.704	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.18	100
6:30	0.341	0.000	0.000	2.770	0.811	0.000	0.405	0.704	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.97	100
7:00	0.341	0.000	0.000	2.739	1.190	0.491	1.656	0.704	0.000	0.667	0.000	0.419	0.799	0.000	0.000	90.99	100
7:30	0.341	0.000	0.473	2.284	1.534	0.834	2.001	0.704	0.341	0.343	0.000	0.943	1.391	0.000	0.000	88.81	100
8:00	0.341	0.000	0.797	2.627	0.811	2.664	3.237	1.029	0.619	0.000	0.379	1.077	0.910	0.722	0.934	83.85	100
8:30	0.000	0.000	1.110	2.627	0.811	2.081	3.237	1.029	0.278	0.379	0.379	0.000	0.000	0.722	1.259	86.09	100
9:00	0.399	0.000	1.601	2.265	0.811	2.352	4.526	2.141	1.160	0.000	0.000	0.343	0.419	0.722	0.934	82.33	100
9:30	0.724	0.000	1.305	2.265	0.811	2.210	4.526	2.141	1.160	0.000	0.000	0.000	0.419	0.722	0.934	82.78	100
10:00	1.047	0.000	1.645	2.590	0.379	1.528	4.777	2.086	2.033	0.000	0.000	0.000	0.419	1.001	0.934	81.56	100
10:30	0.724	0.000	1.645	2.590	0.379	1.853	4.777	2.086	2.033	0.000	0.000	0.000	0.419	1.001	0.934	81.56	100
11:00	0.724	0.000	1.155	2.590	0.379	1.528	4.250	2.086	2.033	0.000	0.000	0.000	0.419	1.084	0.934	82.82	100
11:30	0.724	0.000	1.155	2.590	0.379	1.528	4.250	2.086	2.033	0.000	0.000	0.000	0.419	1.084	0.934	82.82	100
NOON	0.724	0.000	1.230	2.989	0.345	1.159	2.138	0.946	2.033	1.029	0.000	0.000	0.419	0.806	0.571	85.61	100
0:30	0.000	0.000	1.230	2.627	0.000	1.159	1.733	0.946	2.033	0.650	0.000	0.000	0.419	0.806	0.571	87.83	100
1:00	0.000	0.000	0.889	2.952	0.000	0.684	1.222	0.650	1.912	0.000	0.000	0.000	0.419	0.806	0.571	89.89	100
1:30	0.000	0.000	0.889	3.277	0.000	0.684	1.656	0.650	1.912	0.000	0.000	0.000	0.419	0.806	0.571	89.13	100
2:00	0.333	0.000	0.491	2.284	0.000	0.297	1.981	0.325	1.195	0.000	0.000	0.000	0.419	0.806	0.571	91.30	100
2:30	0.333	0.000	0.491	2.284	0.000	0.297	1.547	0.325	1.195	0.000	0.000	0.419	0.419	0.806	0.571	91.31	100
3:00	0.676	0.000	0.491	2.284	0.000	0.297	1.843	0.650	1.195	0.000	0.000	0.419	0.419	0.362	0.571	90.79	100
3:30	0.676	0.000	0.491	2.284	0.000	0.297	1.843	0.325	1.195	0.000	0.000	0.473	0.419	0.362	0.571	91.06	100
4:00	0.676	0.000	0.491	1.922	0.000	0.822	1.360	0.325	0.278	0.000	0.000	0.473	0.419	0.641	0.571	92.02	100
4:30	0.676	0.000	0.491	1.922	0.000	0.822	1.360	0.325	0.278	0.000	0.000	0.000	0.419	0.641	0.571	92.49	100
5:00	1.046	0.000	0.491	1.922	0.333	0.411	1.360	0.650	0.278	0.325	0.434	0.000	0.419	0.641	0.571	91.12	100
5:30	0.667	0.000	0.491	1.922	0.333	0.805	0.955	0.650	0.278	0.759	0.434	0.000	0.419	0.641	0.571	91.08	100
6:00	0.775	0.000	0.787	1.635	0.379	0.000	0.630	0.325	0.000	0.296	0.434	0.513	1.232	0.362	0.000	92.63	100
6:30	0.775	0.000	1.326	0.765	0.379	0.000	0.630	0.325	0.000	0.000	0.000	0.513	0.813	0.362	0.000	94.11	100
7:00	0.000	0.000	0.964	0.323	0.379	0.343	0.334	1.029	0.000	0.325	0.000	0.434	0.000	0.362	0.000	95.51	100
7:30	0.000	0.000	0.787	0.000	0.379	0.000	0.334	0.704	0.000	0.325	0.000	0.000	0.000	0.362	0.000	97.11	100
8:00	0.000	0.000	0.491	0.000	0.379	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.77	100
8:30	0.000	0.000	0.491	0.000	0.379	0.419	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.35	100
9:00	0.000	0.000	0.491	0.000	0.379	0.419	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.35	100
9:30	0.000	0.000	0.491	0.000	0.379	0.419	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	98.35	100
10:00	0.527	0.000	0.491	0.000	0.379	0.983	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.362	0.000	96.87	100
10:30	0.000	0.000	0.491	0.000	0.379	0.563	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.362	0.000	97.82	100
11:00	0.000	0.000	0.491	0.000	0.000	0.000	0.345	0.000	0.524	0.000	0.000	0.000	0.000	0.362	0.000	98.28	100
11:30	0.000	0.000	0.491	0.000	0.000	0.000	0.345	0.000	0.524	0.000	0.000	0.000	0.000	0.362	0.000	98.28	100
Average	0.29	0.00	0.57	1.29	0.30	0.59	1.24	0.56	0.55	0.11	0.04	0.14	0.26	0.41	0.34	93.31	
Max.	1.05	0.00	1.65	3.28	1.53	2.66	4.78	2.14	2.03	1.03	0.43	1.08	1.39	1.08	1.26	100	
std. dev.	0.34	0.00	0.50	1.22	0.37	0.72	1.52	0.69	0.76	0.24	0.13	0.26	0.34	0.35	0.38	6.12	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	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	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	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	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.000	0.000	0.000	99.58	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.000	0.000	0.000	99.58	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.000	0.000	0.000	99.58	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	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	100	100
5:00	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.257	0.000	0.000	0.000	0.000	0.555	0.000	0.000	98.86	100
5:30	0.656	0.000	0.000	0.888	0.000	0.000	0.000	0.573	0.000	0.000	0.000	0.000	0.555	0.000	0.000	97.33	100
6:00	1.075	0.000	0.000	1.120	0.419	0.378	0.419	0.650	0.431	0.324	0.000	0.783	0.555	0.000	0.000	93.85	100
6:30	1.075	0.000	0.000	0.394	0.419	1.279	1.130	0.315	0.985	0.594	0.000	0.783	0.555	0.000	0.000	92.47	100
7:00	1.497	0.000	0.000	1.608	0.419	2.242	3.059	1.086	0.555	1.490	0.000	1.299	0.937	0.000	0.000	85.81	100
7:30	1.075	0.000	0.322	1.215	0.352	2.679	2.672	1.086	1.109	1.805	0.000	0.376	1.053	0.000	0.000	86.26	100
8:00	0.752	0.000	1.602	0.863	0.352	2.687	2.890	1.086	0.886	1.277	0.000	0.376	1.345	0.000	0.555	85.33	100
8:30	0.752	0.000	0.476	0.863	0.352	3.499	2.890	1.086	0.884	0.953	0.000	0.376	1.345	0.000	0.000	86.52	100
9:00	2.063	0.000	1.087	0.990	0.000	2.583	4.113	1.734	1.271	1.269	0.000	0.333	1.345	0.000	0.000	83.21	100
9:30	2.063	0.000	1.087	1.384	0.000	2.583	3.601	1.734	1.271	1.269	0.000	0.709	1.345	0.000	0.000	82.95	100
10:00	2.063	0.000	1.497	2.476	0.000	2.422	3.601	1.419	1.606	0.955	0.000	0.709	1.014	0.000	0.000	82.24	100
10:30	2.063	0.000	0.800	2.082	0.000	2.029	3.664	1.419	1.606	0.955	0.000	0.709	1.014	0.000	0.000	83.66	100
11:00	2.063	0.000	0.800	1.426	0.000	2.029	3.664	1.104	1.219	0.639	0.000	0.376	1.014	0.000	0.000	85.67	100
11:30	1.712	0.000	0.800	2.171	0.419	2.029	3.277	1.104	1.219	0.639	0.000	0.376	0.555	0.000	0.000	85.70	100
NOON	0.651	0.000	0.000	1.468	0.419	2.367	2.236	0.753	1.108	0.639	0.000	0.376	0.555	0.000	0.000	89.43	100
0:30	0.000	0.000	0.387	1.819	0.419	1.907	1.848	0.000	1.108	0.324	0.000	0.376	0.555	0.000	0.000	91.26	100
1:00	0.000	0.000	0.378	2.272	0.000	1.482	1.857	0.000	1.655	0.324	0.000	0.709	0.555	0.000	0.000	90.77	100
1:30	0.000	0.000	0.378	1.937	0.000	1.958	1.857	0.000	1.108	0.324	0.000	1.264	0.555	0.000	0.000	90.62	100
2:00	0.000	0.000	1.079	1.998	0.000	1.881	1.857	0.000	1.484	0.324	0.000	0.376	0.555	0.000	0.000	90.45	100
2:30	0.000	0.000	0.692	1.622	0.000	1.881	2.244	0.000	1.663	0.324	0.000	0.376	0.555	0.000	0.000	90.64	100
3:00	0.000	0.000	0.378	1.443	0.000	1.559	2.244	0.686	1.108	0.324	0.000	0.376	1.014	0.000	0.000	90.87	100
3:30	0.000	0.000	0.378	1.443	0.000	1.559	2.244	0.352	1.108	0.324	0.000	0.376	1.014	0.000	0.000	91.20	100
4:00	0.000	0.000	0.394	2.244	0.000	0.739	1.489	0.352	0.000	0.676	0.000	1.406	1.014	0.000	0.000	91.69	100
4:30	0.000	0.000	0.394	1.850	0.000	1.164	1.489	0.352	0.352	0.676	0.000	0.929	1.014	0.000	0.000	91.78	100
5:00	0.000	0.000	0.331	1.092	0.387	0.739	1.070	0.720	0.680	0.676	0.000	0.376	1.014	0.000	0.000	92.92	100
5:30	0.000	0.000	0.331	1.443	0.387	0.739	1.070	0.720	0.680	0.676	0.000	0.376	1.014	0.376	0.000	92.19	100
6:00	0.000	0.000	0.387	1.036	0.000	0.508	1.491	1.071	0.334	0.667	0.000	1.122	1.014	0.376	0.000	91.99	100
6:30	0.000	0.000	0.387	0.685	0.000	0.000	1.070	1.071	0.334	0.667	0.000	1.122	1.014	0.000	0.000	93.65	100
7:00	0.000	0.000	1.160	0.333	0.000	0.382	0.746	0.977	0.334	0.352	0.000	0.744	0.459	0.000	0.000	94.51	100
7:30	0.000	0.000	1.160	0.000	0.000	0.382	0.746	0.257	0.334	0.352	0.000	0.744	0.459	0.000	0.000	95.57	100
8:00	0.000	0.000	1.355	0.000	0.000	0.960	0.746	0.315	0.000	0.000	0.000	0.000	0.459	0.000	0.000	96.16	100
8:30	0.000	0.000	0.387	0.000	0.000	0.000	0.315	0.315	0.000	0.000	0.000	0.333	0.459	0.000	0.000	98.19	100
9:00	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	0.000	0.459	0.000	0.000	98.84	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	0.000	0.459	0.000	0.000	99.23	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.323	0.000	0.000	0.459	0.000	0.000	98.90	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.323	0.000	0.000	0.459	0.000	0.000	98.90	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.459	0.000	0.000	99.22	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	0.459	0.000	0.000	99.54	100
Average	0.41	0.00	0.39	0.84	0.09	0.97	1.28	0.50	0.55	0.46	0.00	0.39	0.61	0.02	0.01	93.48	
Max.	2.06	0.00	1.60	2.48	0.42	3.50	4.11	1.73	1.66	1.80	0.00	1.41	1.34	0.38	0.55	100	
std. dev.	0.71	0.00	0.46	0.84	0.17	1.05	1.32	0.52	0.59	0.44	0.00	0.41	0.42	0.08	0.08	5.73	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	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	100	100
1:00	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	0.000	0.000	99.68	100
1:30	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	0.000	0.000	99.68	100
2:00	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	0.000	0.000	99.68	100
2:30	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	0.000	0.000	99.68	100
3:00	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	0.000	0.000	99.68	100
3:30	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	0.000	0.000	99.68	100
4:00	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	0.000	0.000	99.68	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	99.68	100
5:00	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.680	0.000	0.650	0.000	0.000	0.000	0.000	0.000	98.34	100
5:30	0.329	0.000	0.000	0.330	0.000	0.438	0.375	0.339	0.000	0.321	0.000	0.000	0.000	0.000	0.000	97.87	100
6:00	0.329	0.000	0.401	0.330	0.275	0.000	0.389	1.089	0.468	0.000	0.427	0.000	0.000	0.000	0.000	96.29	100
6:30	0.329	0.000	0.401	0.330	0.275	0.328	0.954	1.018	0.433	0.000	0.427	0.827	0.507	0.000	0.000	94.17	100
7:00	0.321	0.000	0.000	0.688	0.603	1.943	1.876	1.244	0.433	2.699	0.427	0.827	1.465	0.000	0.000	87.47	100
7:30	0.321	0.000	0.427	0.688	0.603	2.482	1.876	1.361	0.941	1.943	0.427	1.206	1.757	0.000	0.000	85.97	100
8:00	0.679	0.000	3.178	0.688	0.328	2.186	2.539	1.008	1.330	1.752	0.427	1.723	1.342	0.000	0.433	82.39	100
8:30	0.679	0.000	1.911	0.688	0.328	0.826	2.536	1.344	0.941	1.752	0.427	1.723	1.342	0.000	0.433	85.07	100
9:00	1.667	0.000	1.907	0.698	0.438	1.098	2.866	1.627	1.374	2.500	0.000	0.946	1.113	0.358	0.433	82.97	100
9:30	0.999	0.000	1.907	0.698	0.438	1.456	2.866	0.620	1.374	2.500	0.000	0.946	1.113	0.358	0.433	84.29	100
10:00	0.999	0.000	1.907	0.698	0.768	0.851	3.489	0.620	1.374	3.386	0.000	0.946	0.785	0.358	0.433	83.39	100
10:30	0.999	0.000	1.907	0.698	0.768	1.280	3.060	0.620	1.374	3.386	0.000	0.946	0.785	0.358	0.433	83.39	100
11:00	1.320	0.000	1.907	0.960	0.768	0.897	2.766	0.949	0.507	3.065	0.000	0.946	0.785	0.358	0.433	84.34	100
11:30	1.649	0.000	1.907	0.698	0.768	0.897	3.096	0.949	0.507	3.065	0.000	0.946	0.785	0.320	0.433	83.98	100
NOON	0.687	0.000	0.433	1.143	0.438	0.468	3.096	0.620	0.507	3.683	0.000	0.438	0.785	0.320	0.433	86.95	100
0:30	0.687	0.000	0.828	1.434	0.766	0.468	2.766	0.620	0.507	3.024	0.000	0.438	0.785	0.320	0.433	86.92	100
1:00	0.329	0.000	0.433	0.688	0.766	0.468	2.062	0.620	0.507	2.052	0.000	0.766	0.785	0.000	0.000	90.52	100
1:30	0.329	0.000	0.433	0.688	0.438	0.468	2.062	0.620	0.507	2.052	0.000	0.766	0.785	0.000	0.000	90.85	100
2:00	0.329	0.000	0.433	1.028	0.438	0.807	1.733	0.620	0.507	2.093	0.000	0.438	0.785	0.000	0.000	90.79	100
2:30	0.329	0.000	0.433	1.028	0.438	1.213	1.733	0.620	0.507	2.093	0.000	0.438	0.785	0.000	0.000	90.38	100
3:00	0.687	0.000	0.433	1.028	0.438	1.314	1.733	0.620	0.507	1.759	0.000	0.334	1.047	0.000	0.000	90.10	100
3:30	0.687	0.000	0.433	1.028	0.438	1.389	1.733	0.620	0.507	1.759	0.000	0.841	1.047	0.000	0.000	89.52	100
4:00	1.008	0.000	0.886	1.358	0.275	0.507	1.392	0.620	0.507	0.991	0.000	0.334	0.385	0.000	0.000	91.74	100
4:30	0.679	0.000	0.401	1.358	0.000	1.253	1.328	0.620	0.000	0.991	0.000	0.334	0.565	0.000	0.000	92.47	100
5:00	0.679	0.000	0.337	1.358	0.000	0.438	0.991	0.620	0.000	0.565	0.000	1.595	0.565	0.000	0.000	92.85	100
5:30	0.679	0.000	0.337	2.027	0.000	0.438	0.991	0.978	0.000	0.565	0.000	0.827	0.000	0.000	0.000	93.16	100
6:00	0.679	0.000	0.770	1.337	0.275	0.000	0.948	0.978	0.429	0.660	0.000	0.438	0.000	0.000	0.000	93.48	100
6:30	0.679	0.000	0.770	1.008	0.000	0.000	0.427	0.620	0.429	0.660	0.000	0.438	0.000	0.000	0.000	94.97	100
7:00	0.686	0.000	0.433	1.008	0.000	0.000	0.427	0.697	0.000	0.668	0.000	0.703	0.000	0.000	0.000	95.38	100
7:30	0.686	0.000	0.433	1.008	0.000	0.000	0.000	0.000	0.000	0.339	0.000	0.383	0.000	0.000	0.000	97.15	100
8:00	0.000	0.000	0.000	0.688	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.383	0.000	0.000	0.000	98.60	100
8:30	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.383	0.000	0.000	0.000	98.93	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.383	0.000	0.000	0.000	99.29	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.383	0.000	0.000	0.000	99.29	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	99.62	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	99.62	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.383	0.000	0.000	0.000	99.26	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.383	0.000	0.000	0.000	99.26	100
average	0.43	0.00	0.54	0.58	0.23	0.50	1.09	0.52	0.34	1.13	0.05	0.51	0.42	0.06	0.09	93.51	
Max.	1.67	0.00	3.18	2.03	0.77	2.48	3.49	1.63	1.37	3.68	0.43	1.72	1.76	0.36	0.43	100	
std. dev.	0.45	0.00	0.75	0.53	0.28	0.65	1.17	0.44	0.44	1.15	0.14	0.46	0.51	0.13	0.18	6.08	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	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	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	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	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	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	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	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	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	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	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	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.382	0.000	0.000	0.000	99.30	100
6:00	0.000	0.000	0.000	0.856	0.000	0.000	0.374	0.660	0.000	0.618	0.340	0.000	0.000	0.000	0.000	97.15	100
6:30	0.320	0.000	0.000	0.845	0.000	0.822	0.374	0.320	0.466	0.618	0.340	0.382	0.000	0.000	0.000	95.51	100
7:00	0.979	0.000	1.204	0.845	0.000	3.472	1.371	0.649	1.738	0.963	0.000	1.835	0.555	0.000	0.000	86.39	100
7:30	0.979	0.000	0.428	0.340	0.437	2.834	1.561	0.328	1.610	0.581	0.000	1.453	0.327	0.000	0.000	89.12	100
8:00	0.933	0.000	0.801	0.660	0.000	2.786	1.561	0.649	1.271	0.261	0.000	1.453	0.890	0.000	0.000	88.73	100
8:30	1.699	0.000	0.801	0.660	0.000	2.833	2.080	0.649	1.271	0.261	0.000	1.453	0.890	0.357	0.000	87.04	100
9:00	2.367	0.000	0.748	0.697	0.657	2.815	3.247	1.409	3.088	0.994	0.000	1.453	0.890	0.357	0.000	81.28	100
9:30	2.367	0.000	0.748	0.697	0.657	2.815	3.640	1.409	3.088	0.994	0.000	1.745	0.890	0.357	0.000	80.59	100
10:00	2.749	0.000	0.748	1.017	0.657	3.529	3.980	1.506	2.621	1.332	0.000	2.133	0.890	0.357	0.000	78.48	100
10:30	2.749	0.000	0.748	1.017	0.657	3.023	3.980	1.081	2.621	1.332	0.000	1.745	0.890	0.357	0.000	79.80	100
11:00	2.376	0.000	0.748	0.697	0.657	3.023	3.417	0.752	2.621	1.332	0.000	2.182	0.890	0.357	0.000	80.95	100
11:30	2.019	0.000	0.748	1.054	0.657	3.023	3.417	0.752	3.088	1.332	0.000	1.745	0.890	0.357	0.000	80.92	100
NOON	0.621	0.000	0.748	0.697	0.711	3.041	2.437	0.320	1.827	0.938	0.000	1.453	0.890	0.000	0.000	86.32	100
0:30	0.621	0.000	0.748	0.340	0.329	3.152	2.437	0.320	1.827	0.261	0.000	1.453	0.890	0.000	0.000	87.62	100
1:00	0.357	0.000	0.748	0.669	0.329	2.072	1.714	0.320	1.421	0.908	0.000	1.453	0.890	0.000	0.000	89.12	100
1:30	0.000	0.000	0.748	0.669	0.329	2.928	1.714	0.320	1.759	0.908	0.000	1.453	0.890	0.000	0.000	88.28	100
2:00	0.000	0.000	1.105	0.669	0.329	2.928	1.195	0.320	1.888	0.908	0.000	1.835	0.890	0.000	0.000	87.93	100
2:30	0.000	0.000	0.748	0.340	0.329	2.928	1.195	0.320	1.888	0.908	0.000	1.453	0.563	0.000	0.000	89.33	100
3:00	0.000	0.000	0.748	0.340	0.329	3.793	0.920	0.660	1.888	2.198	0.000	1.477	0.000	0.000	0.000	87.65	100
3:30	0.000	0.000	0.826	0.340	0.329	3.694	0.920	0.660	1.888	1.183	0.000	1.477	0.000	0.000	0.000	88.68	100
4:00	0.000	0.000	0.320	0.859	0.329	3.917	1.079	0.320	0.866	0.856	0.000	0.922	0.506	0.000	0.000	90.03	100
4:30	0.000	0.000	0.320	0.859	0.329	3.711	1.079	0.320	0.866	0.856	0.000	0.849	0.506	0.000	0.000	90.30	100
5:00	0.000	0.000	0.320	0.520	0.329	1.282	1.079	0.694	0.866	0.581	0.000	1.286	0.506	0.000	0.000	92.54	100
5:30	0.000	0.000	0.320	0.902	0.766	1.282	1.436	0.694	0.866	0.581	0.000	0.849	0.506	0.000	0.000	91.80	100
6:00	0.437	0.000	0.694	0.520	0.329	0.990	1.588	0.320	0.400	0.590	0.000	1.000	0.934	0.432	0.000	91.77	100
6:30	0.437	0.000	0.320	0.520	0.329	0.975	1.024	0.320	0.400	0.964	0.374	0.516	0.934	0.000	0.000	92.89	100
7:00	0.000	0.000	0.320	0.520	0.000	0.813	0.695	1.404	0.000	0.374	0.000	0.000	1.333	0.000	0.000	94.54	100
7:30	0.000	0.000	0.320	0.952	0.000	0.000	0.794	0.320	0.000	0.374	0.000	0.000	0.934	0.000	0.000	96.31	100
8:00	0.000	0.000	0.320	0.432	0.000	0.338	0.357	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.23	100
8:30	0.000	0.000	0.320	0.432	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
9:00	0.000	0.000	0.320	0.432	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
9:30	0.000	0.000	0.320	0.432	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
10:00	0.000	0.000	0.746	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.25	100
10:30	0.329	0.000	0.746	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.000	0.000	0.000	0.000	98.59	100
11:00	0.329	0.000	0.388	0.000	0.000	0.484	0.000	0.000	0.000	0.340	0.000	0.000	0.000	0.000	0.000	98.46	100
11:30	0.000	0.000	0.388	0.000	0.000	0.484	0.000	0.000	0.000	0.340	0.000	0.000	0.000	0.000	0.000	98.79	100
average	0.47	0.00	0.43	0.43	0.20	1.45	1.06	0.40	0.88	0.52	0.02	0.74	0.40	0.06	0.00	92.93	
Max.	2.75	0.00	1.20	1.05	0.77	3.92	3.98	1.51	3.09	2.20	0.37	2.18	1.33	0.43	0.00	100	
std.dev.	0.83	0.00	0.35	0.36	0.26	1.48	1.21	0.41	1.04	0.52	0.09	0.77	0.43	0.14	0.00	6.81	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	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	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	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	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	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	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	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	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	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	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	99.59	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.414	0.000	0.000	0.408	0.000	0.000	0.000	0.000	0.000	99.18	100
6:00	0.000	0.000	0.000	0.929	0.000	0.000	0.721	0.498	0.000	0.688	0.306	0.000	0.000	0.000	0.000	96.86	100
6:30	0.000	0.000	0.000	1.288	0.000	0.000	1.087	1.228	0.306	1.402	0.846	0.000	0.000	0.000	0.000	93.84	100
7:00	0.485	0.000	1.482	1.641	0.000	0.389	1.079	1.759	0.263	2.061	0.846	0.495	0.464	0.000	0.000	89.04	100
7:30	0.000	0.000	0.532	1.641	0.000	0.000	1.349	1.759	0.263	1.569	0.846	1.035	0.000	0.000	0.000	91.01	100
8:00	0.684	0.280	1.356	1.956	0.620	0.599	1.313	1.437	0.263	2.805	0.716	1.831	0.000	0.306	0.000	85.83	100
8:30	0.684	0.280	0.635	1.956	0.620	0.965	1.628	1.437	0.263	2.498	0.306	1.831	0.000	0.306	0.342	86.25	100
9:00	1.728	0.280	0.936	2.813	0.315	2.282	2.048	1.465	1.004	2.563	0.000	1.939	0.324	0.628	0.319	81.36	100
9:30	1.728	0.280	0.936	2.813	0.315	1.762	2.048	1.787	1.004	2.563	0.000	1.939	0.324	0.628	0.319	81.56	100
10:00	2.035	0.280	0.629	3.137	0.622	2.004	2.588	1.379	1.713	2.563	0.000	1.939	0.324	0.628	0.319	79.84	100
10:30	1.404	0.280	0.629	3.137	0.622	2.004	2.588	1.379	1.713	2.563	0.000	1.939	0.000	0.628	0.319	80.80	100
11:00	1.404	0.280	0.322	3.444	0.315	1.655	2.048	1.703	1.713	2.563	0.000	1.939	0.368	0.628	0.000	81.62	100
11:30	1.404	0.280	0.322	4.075	0.315	1.655	1.705	1.703	1.713	2.563	0.000	1.939	0.368	0.628	0.000	81.33	100
NOON	0.875	0.280	0.322	3.570	0.000	1.787	0.979	1.158	0.682	2.248	0.000	1.444	0.368	0.628	0.342	85.32	100
0:30	0.377	0.280	0.322	2.878	0.000	1.247	0.979	1.158	0.682	1.533	0.000	1.444	0.368	0.628	0.000	88.10	100
1:00	0.307	0.280	0.732	3.001	0.000	0.851	0.664	0.816	0.419	1.525	0.000	1.444	0.000	0.628	0.000	89.33	100
1:30	0.307	0.280	0.322	3.062	0.000	0.851	0.664	0.816	0.419	1.525	0.000	1.444	0.000	0.628	0.000	89.68	100
2:00	0.000	0.280	0.741	3.115	0.000	0.858	1.083	0.766	0.725	1.525	0.000	1.444	0.313	0.628	0.000	88.52	100
2:30	0.000	0.000	1.056	1.966	0.000	0.319	1.425	0.766	0.419	1.525	0.306	1.444	0.000	0.628	0.000	90.15	100
3:00	0.000	0.000	1.204	1.966	0.000	0.000	1.441	0.766	0.419	2.376	0.000	1.812	0.000	0.306	0.000	89.71	100
3:30	0.000	0.000	0.664	2.374	0.315	0.000	1.696	0.766	0.419	1.968	0.000	1.812	0.000	0.306	0.000	89.68	100
4:00	0.000	0.000	1.159	1.999	0.315	0.000	1.758	0.408	0.699	0.929	0.000	1.272	0.000	0.716	0.000	90.75	100
4:30	0.000	0.000	1.159	1.589	0.315	0.762	1.145	0.723	0.419	0.929	0.000	1.272	0.000	0.716	0.000	90.97	100
5:00	0.000	0.000	1.159	1.282	0.648	0.735	1.145	0.822	0.000	0.929	0.410	0.485	0.000	0.306	0.000	92.08	100
5:30	0.000	0.000	1.159	1.282	0.648	0.368	1.145	0.324	0.000	0.929	0.000	0.485	0.000	0.306	0.000	93.35	100
6:00	0.000	0.000	0.322	0.674	0.306	1.085	1.084	0.701	0.000	0.929	0.540	0.485	0.000	0.306	0.000	93.57	100
6:30	0.306	0.000	0.322	0.674	0.306	1.127	1.084	0.701	0.000	0.929	0.540	0.485	0.000	0.306	0.000	93.22	100
7:00	0.306	0.000	0.699	0.674	0.000	0.366	0.726	0.629	0.000	0.315	0.000	0.000	0.000	0.306	0.000	95.98	100
7:30	0.000	0.000	0.322	0.674	0.000	0.000	0.000	0.322	0.000	0.000	0.000	0.000	0.000	0.306	0.000	98.38	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	99.69	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
10:00	0.000	0.000	0.000	0.000	0.000	0.372	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
11:00	0.000	0.000	0.000	0.673	0.000	0.000	0.000	0.250	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.08	100
11:30	0.000	0.000	0.000	0.673	0.000	0.000	0.000	0.250	0.000	0.408	0.000	0.000	0.000	0.000	0.000	98.67	100
average	0.29	0.08	0.41	1.27	0.14	0.50	0.80	0.62	0.32	0.99	0.12	0.70	0.07	0.25	0.04	93.40	
Max.	2.03	0.28	1.48	4.07	0.65	2.28	2.59	1.79	1.71	2.80	0.85	1.94	0.46	0.72	0.34	100	
std. dev.	0.55	0.13	0.47	1.28	0.22	0.69	0.78	0.62	0.51	1.00	0.25	0.80	0.14	0.28	0.11	6.68	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

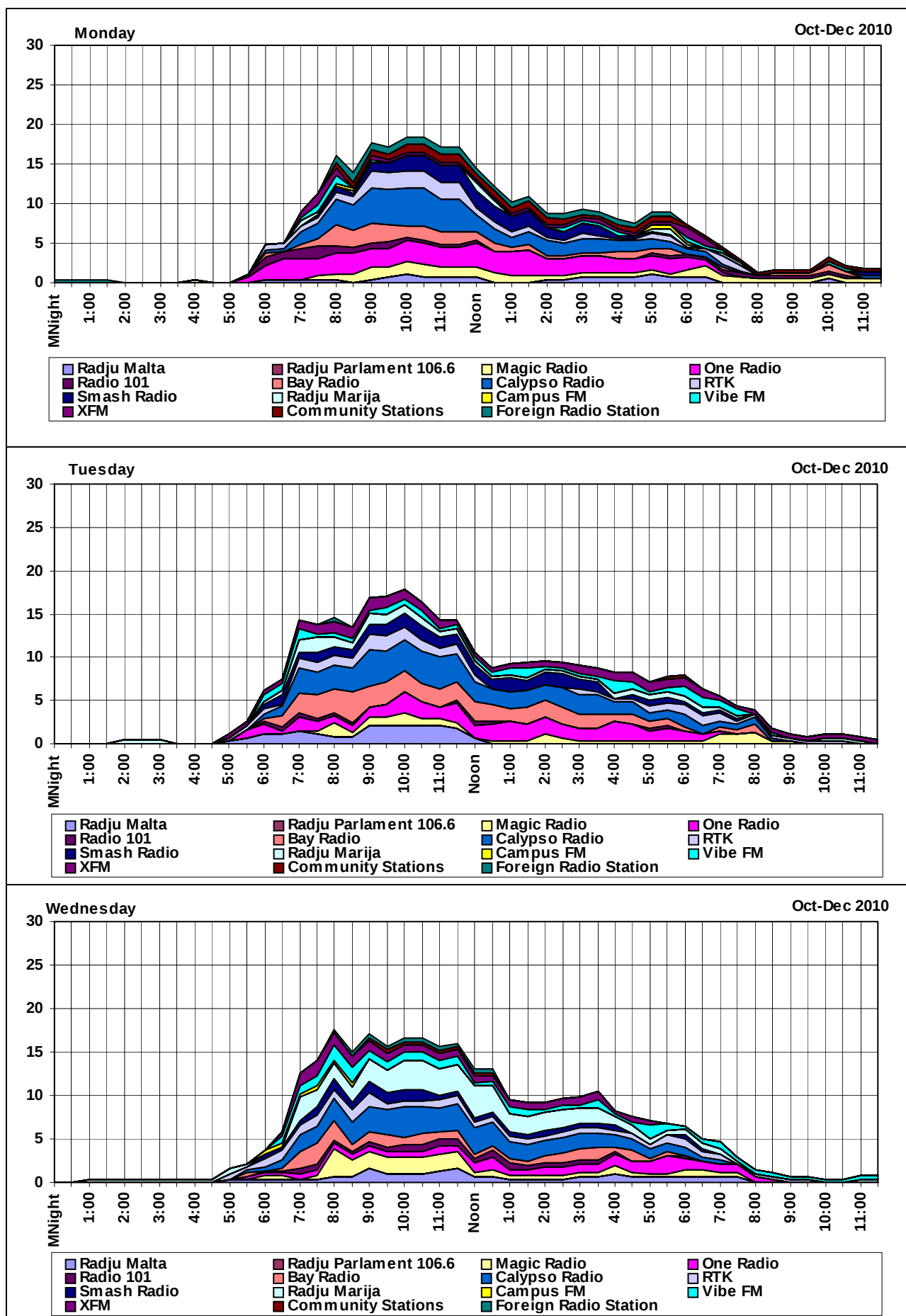
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	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	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	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	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	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	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	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	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	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	100	100
5:00	0.000	0.000	0.000	0.854	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.15	100
5:30	0.000	0.000	0.000	1.498	0.000	0.000	0.651	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.85	100
6:00	0.318	0.000	0.000	1.498	0.327	0.726	0.941	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.000	95.84	100
6:30	0.318	0.000	0.000	2.170	0.327	0.000	0.941	0.000	0.000	0.354	0.000	0.000	0.425	0.000	0.000	95.47	100
7:00	0.672	0.000	0.000	1.741	0.327	1.031	1.259	0.326	0.000	0.672	0.000	0.961	0.984	0.745	0.000	91.28	100
7:30	0.672	0.000	0.000	1.741	0.327	1.286	1.259	0.326	0.000	0.672	0.000	0.961	0.984	0.745	0.000	91.03	100
8:00	1.095	0.000	1.089	1.405	0.327	2.803	2.040	0.326	0.410	0.672	0.354	1.464	1.464	0.745	0.330	85.48	100
8:30	1.095	0.000	0.800	1.742	0.327	2.803	1.931	0.644	0.410	0.672	0.354	0.961	1.464	0.745	0.330	85.72	100
9:00	1.761	0.000	0.800	1.723	1.144	3.534	2.611	0.962	0.000	0.672	0.354	0.961	1.866	1.005	0.330	82.28	100
9:30	1.761	0.000	0.800	2.063	0.790	3.155	2.611	0.962	0.000	0.672	0.354	0.961	1.307	1.005	0.330	83.23	100
10:00	1.761	0.000	2.123	2.744	1.735	2.123	1.966	1.818	0.000	0.354	0.354	1.342	0.905	1.005	0.330	81.44	100
10:30	1.761	0.000	2.123	2.744	1.462	1.689	1.966	2.078	0.000	0.354	0.354	1.342	0.905	1.005	0.330	81.89	100
11:00	1.761	0.000	1.424	2.426	0.664	1.135	1.966	1.146	0.390	0.000	0.354	1.601	1.464	1.005	0.330	84.33	100
11:30	1.761	0.000	1.835	2.848	0.664	0.781	1.612	1.146	0.390	0.000	0.354	1.342	1.464	1.005	0.330	84.47	100
NOON	0.371	0.000	0.707	2.417	0.000	1.817	1.295	2.004	0.000	0.000	0.000	0.961	0.425	1.082	0.000	88.92	100
0:30	0.371	0.000	0.707	2.090	0.000	1.817	1.295	1.715	0.000	0.000	0.000	0.961	0.425	1.082	0.000	89.54	100
1:00	0.371	0.000	0.661	1.750	0.000	0.336	0.977	0.839	0.324	0.000	0.000	0.961	0.425	0.745	0.000	92.61	100
1:30	0.371	0.000	0.371	1.750	0.000	0.000	0.977	0.839	0.000	0.000	0.000	0.961	0.425	0.745	0.000	93.56	100
2:00	0.761	0.000	0.371	1.424	0.000	1.022	0.658	0.839	0.000	0.000	0.000	0.953	0.425	0.745	0.000	92.80	100
2:30	0.371	0.000	0.371	1.424	0.000	0.988	0.658	0.839	0.000	0.000	0.000	0.953	0.425	0.745	0.000	93.23	100
3:00	0.371	0.000	1.118	1.088	0.000	0.969	0.658	0.839	0.000	0.559	0.000	0.551	0.425	0.745	0.000	92.68	100
3:30	0.371	0.000	0.708	1.088	0.000	0.969	0.658	0.839	0.000	0.000	0.000	0.551	0.425	0.745	0.000	93.65	100
4:00	0.371	0.000	0.759	0.425	0.371	0.000	0.334	0.761	0.000	0.000	0.000	0.887	0.849	1.081	0.000	94.16	100
4:30	0.371	0.000	0.337	0.804	0.000	0.385	0.334	0.761	0.000	0.000	0.000	0.887	0.425	1.081	0.000	94.62	100
5:00	0.689	0.000	0.000	0.425	0.000	0.801	0.688	0.000	0.000	0.000	0.000	0.000	0.425	0.745	0.000	96.23	100
5:30	0.689	0.000	0.000	0.425	0.000	0.390	0.688	0.000	0.000	0.000	0.000	0.000	0.425	0.745	0.000	96.64	100
6:00	0.000	0.000	0.000	1.097	0.000	0.787	0.334	0.000	0.000	0.354	0.000	1.004	0.480	0.745	0.000	95.20	100
6:30	0.000	0.000	0.000	0.760	0.000	0.397	0.334	0.000	0.000	0.354	0.000	1.004	0.480	0.745	0.000	95.93	100
7:00	0.000	0.000	0.336	0.336	0.000	0.732	0.334	0.000	0.000	0.354	0.000	0.502	0.000	0.429	0.000	96.98	100
7:30	0.000	0.000	0.336	0.000	0.000	0.397	0.334	0.000	0.000	0.354	0.354	0.502	0.000	0.429	0.000	97.29	100
8:00	0.000	0.000	0.000	0.000	0.000	0.397	1.042	0.000	0.000	0.000	0.000	0.502	0.000	0.429	0.000	97.63	100
8:30	0.000	0.000	0.000	0.000	0.000	0.965	1.042	0.000	0.000	0.000	0.000	0.502	0.000	0.429	0.000	97.06	100
9:00	0.000	0.000	0.000	0.000	0.000	0.502	0.688	0.000	0.410	0.318	0.000	0.259	0.000	0.000	0.000	97.82	100
9:30	0.000	0.000	0.000	0.000	0.000	0.502	0.688	0.000	0.410	0.318	0.000	0.000	0.000	0.000	0.000	98.08	100
10:00	0.371	0.000	0.000	0.000	0.000	0.000	0.688	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.62	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.688	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.99	100
11:00	0.318	0.000	0.000	0.000	0.000	0.000	0.354	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.01	100
11:30	0.318	0.000	0.000	0.000	0.000	0.000	0.354	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.01	100
Average	0.44	0.00	0.37	0.93	0.18	0.73	0.79	0.44	0.06	0.17	0.07	0.52	0.41	0.47	0.06	94.37	
Max.	1.76	0.00	2.12	2.85	1.73	3.53	2.61	2.08	0.41	0.67	0.35	1.60	1.87	1.08	0.33	100	
std. dev.	0.58	0.00	0.57	0.94	0.39	0.92	0.72	0.59	0.14	0.25	0.14	0.52	0.52	0.43	0.12	5.72	

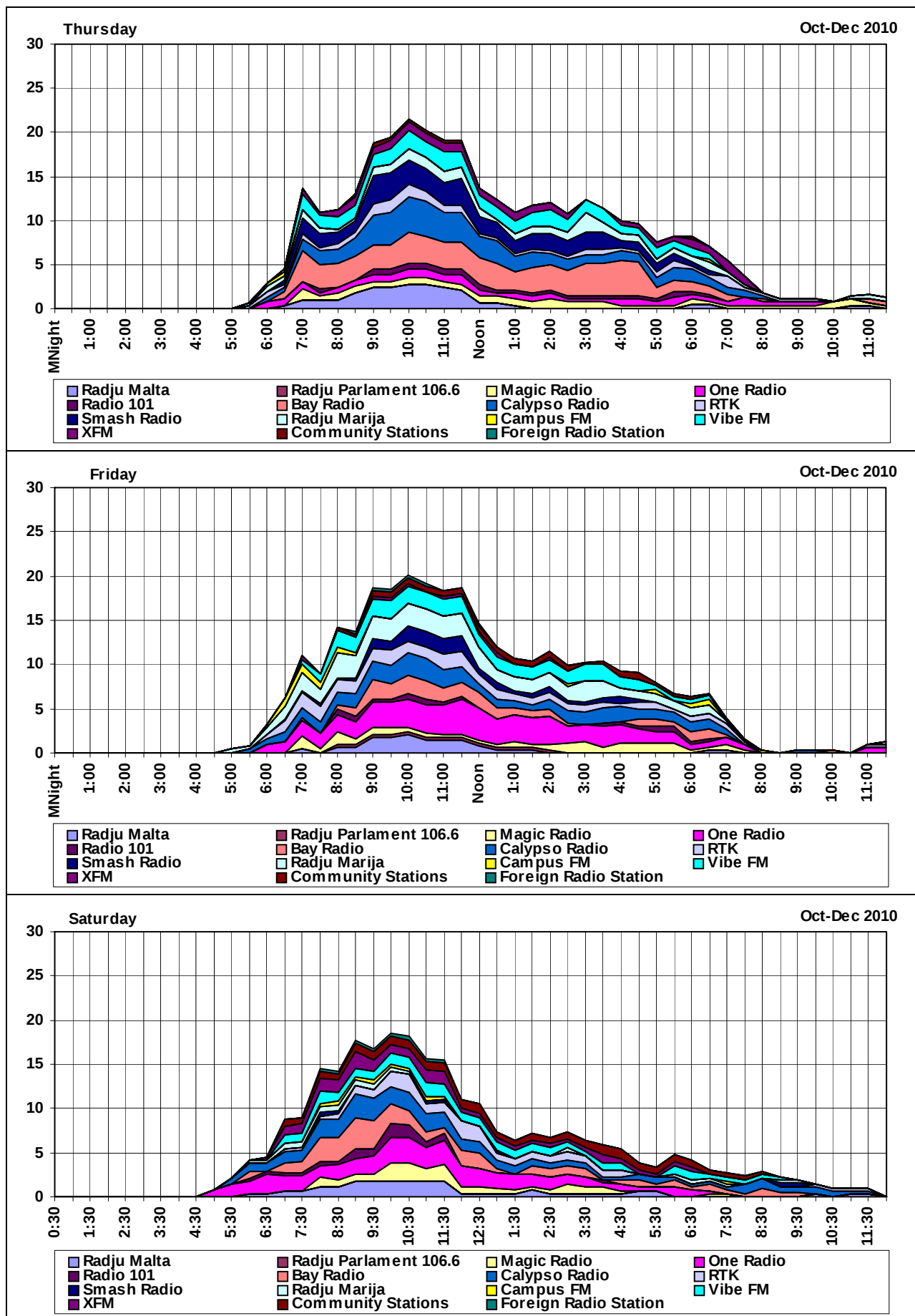
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

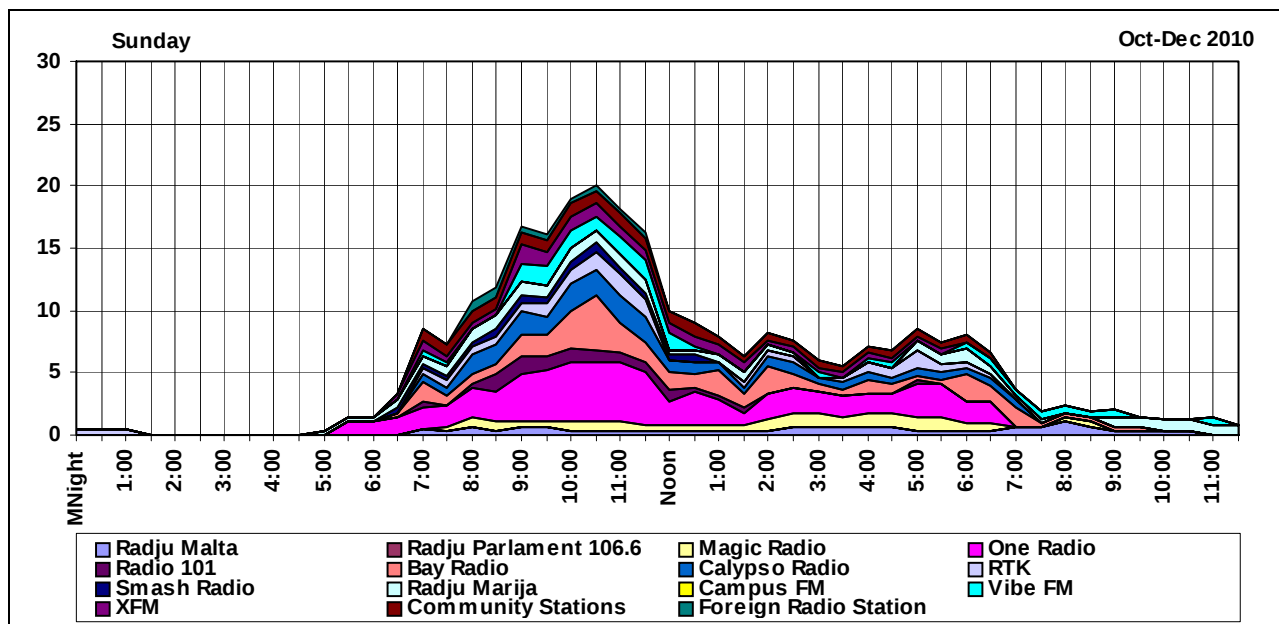
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.60	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	99.67	100
5:30	0.000	0.000	0.000	1.058	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	98.61	100
6:00	0.000	0.000	0.000	1.058	0.000	0.000	0.000	0.000	0.000	0.333	0.000	0.000	0.000	0.000	0.000	98.61	100
6:30	0.000	0.000	0.000	1.381	0.000	0.406	0.000	0.000	0.399	0.676	0.000	0.000	0.406	0.000	0.000	96.73	100
7:00	0.527	0.000	0.000	1.705	0.473	1.559	0.665	0.363	0.399	0.676	0.000	0.406	0.793	0.975	0.000	91.46	100
7:30	0.325	0.000	0.341	1.705	0.000	0.719	0.665	0.628	0.399	0.676	0.000	0.406	0.388	0.975	0.000	92.77	100
8:00	0.666	0.000	0.785	2.376	0.345	0.719	1.540	0.628	0.399	1.065	0.000	0.000	0.406	0.975	0.777	89.32	100
8:30	0.333	0.000	0.785	2.376	1.465	0.719	1.540	0.628	0.742	1.065	0.000	0.000	0.406	0.975	0.777	88.19	100
9:00	0.695	0.000	0.444	3.755	1.465	1.672	1.871	0.628	0.742	1.065	0.000	1.474	1.479	0.975	0.444	83.29	100
9:30	0.695	0.000	0.444	4.118	1.068	1.672	1.540	1.059	0.399	1.065	0.000	1.474	1.136	0.975	0.444	83.91	100
10:00	0.333	0.000	0.823	4.681	1.068	3.116	2.111	1.059	0.695	1.065	0.000	1.496	1.136	0.975	0.444	81.00	100
10:30	0.333	0.000	0.823	4.627	1.068	4.361	2.111	1.393	0.695	1.065	0.000	0.983	1.136	0.975	0.444	79.98	100
11:00	0.333	0.000	0.823	4.686	0.813	2.397	2.122	1.738	0.491	1.065	0.000	1.546	0.793	0.975	0.444	81.77	100
11:30	0.333	0.000	0.444	4.258	0.813	1.574	2.122	1.393	0.491	1.065	0.000	1.546	0.793	0.975	0.444	83.75	100
NOON	0.333	0.000	0.399	2.014	0.852	1.490	0.951	0.000	0.491	0.333	0.000	1.306	0.793	0.975	0.000	90.06	100
0:30	0.333	0.000	0.399	2.755	0.379	1.101	0.951	0.000	0.491	0.333	0.000	0.411	0.793	0.975	0.000	91.08	100
1:00	0.333	0.000	0.399	2.096	0.379	1.985	0.572	0.000	0.000	0.765	0.000	0.000	0.793	0.563	0.000	92.11	100
1:30	0.333	0.000	0.399	1.050	0.379	1.101	0.572	0.438	0.000	0.765	0.000	0.000	0.793	0.563	0.000	93.61	100
2:00	0.333	0.000	0.913	2.050	0.000	2.188	0.895	0.438	0.000	0.432	0.000	0.000	0.388	0.563	0.000	91.80	100
2:30	0.657	0.000	1.026	2.050	0.000	1.174	0.895	0.438	0.000	0.432	0.000	0.000	0.388	0.563	0.000	92.38	100
3:00	0.657	0.000	1.071	1.705	0.000	0.610	0.572	0.000	0.000	0.000	0.000	0.388	0.388	0.563	0.000	94.05	100
3:30	0.657	0.000	0.730	1.705	0.000	0.610	0.572	0.362	0.000	0.000	0.000	0.000	0.388	0.563	0.000	94.41	100
4:00	0.657	0.000	1.026	1.705	0.000	1.092	0.572	0.761	0.000	0.000	0.000	0.399	0.388	0.563	0.000	92.84	100
4:30	0.657	0.000	1.026	1.705	0.000	0.672	0.572	0.761	0.000	0.000	0.000	0.399	0.388	0.563	0.000	93.26	100
5:00	0.333	0.000	1.026	2.772	0.325	0.279	0.572	1.414	0.000	0.813	0.000	0.000	0.388	0.563	0.000	91.52	100
5:30	0.333	0.000	1.026	2.772	0.000	0.279	0.572	0.707	0.000	0.813	0.000	0.000	0.388	0.563	0.000	92.55	100
6:00	0.333	0.000	0.686	1.741	0.000	2.100	0.572	0.362	0.000	1.108	0.000	0.572	0.000	0.563	0.000	91.96	100
6:30	0.333	0.000	0.686	1.741	0.000	1.190	0.572	0.362	0.000	0.676	0.000	0.572	0.000	0.563	0.000	93.30	100
7:00	0.676	0.000	0.000	0.000	0.000	1.557	0.572	0.000	0.000	0.333	0.000	0.572	0.000	0.000	0.000	96.29	100
7:30	0.676	0.000	0.000	0.000	0.000	0.279	0.000	0.000	0.000	0.333	0.000	0.572	0.000	0.000	0.000	98.14	100
8:00	1.088	0.000	0.389	0.000	0.000	0.279	0.000	0.000	0.000	0.000	0.000	0.572	0.000	0.000	0.000	97.67	100
8:30	0.676	0.000	0.389	0.000	0.000	0.279	0.000	0.000	0.000	0.000	0.000	0.572	0.000	0.000	0.000	98.08	100
9:00	0.333	0.000	0.000	0.000	0.000	0.279	0.000	0.000	0.000	0.860	0.000	0.563	0.000	0.000	0.000	97.96	100
9:30	0.333	0.000	0.000	0.000	0.000	0.279	0.000	0.000	0.000	0.860	0.000	0.000	0.000	0.000	0.000	98.53	100
10:00	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.860	0.000	0.000	0.000	0.000	0.000	98.81	100
10:30	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.860	0.000	0.000	0.000	0.000	0.000	98.81	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.860	0.000	0.563	0.000	0.000	0.000	98.58	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.860	0.000	0.000	0.000	0.000	0.000	99.14	100
average	0.32	0.00	0.36	1.37	0.23	0.79	0.55	0.35	0.14	0.50	0.00	0.35	0.32	0.38	0.09	94.27	
Max.	1.09	0.00	1.07	4.69	1.47	4.36	2.12	1.74	0.74	1.11	0.00	1.55	1.48	0.97	0.78	100	
std.dev.	0.28	0.00	0.40	1.49	0.42	0.96	0.68	0.46	0.25	0.42	0.00	0.50	0.40	0.42	0.21	5.76	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

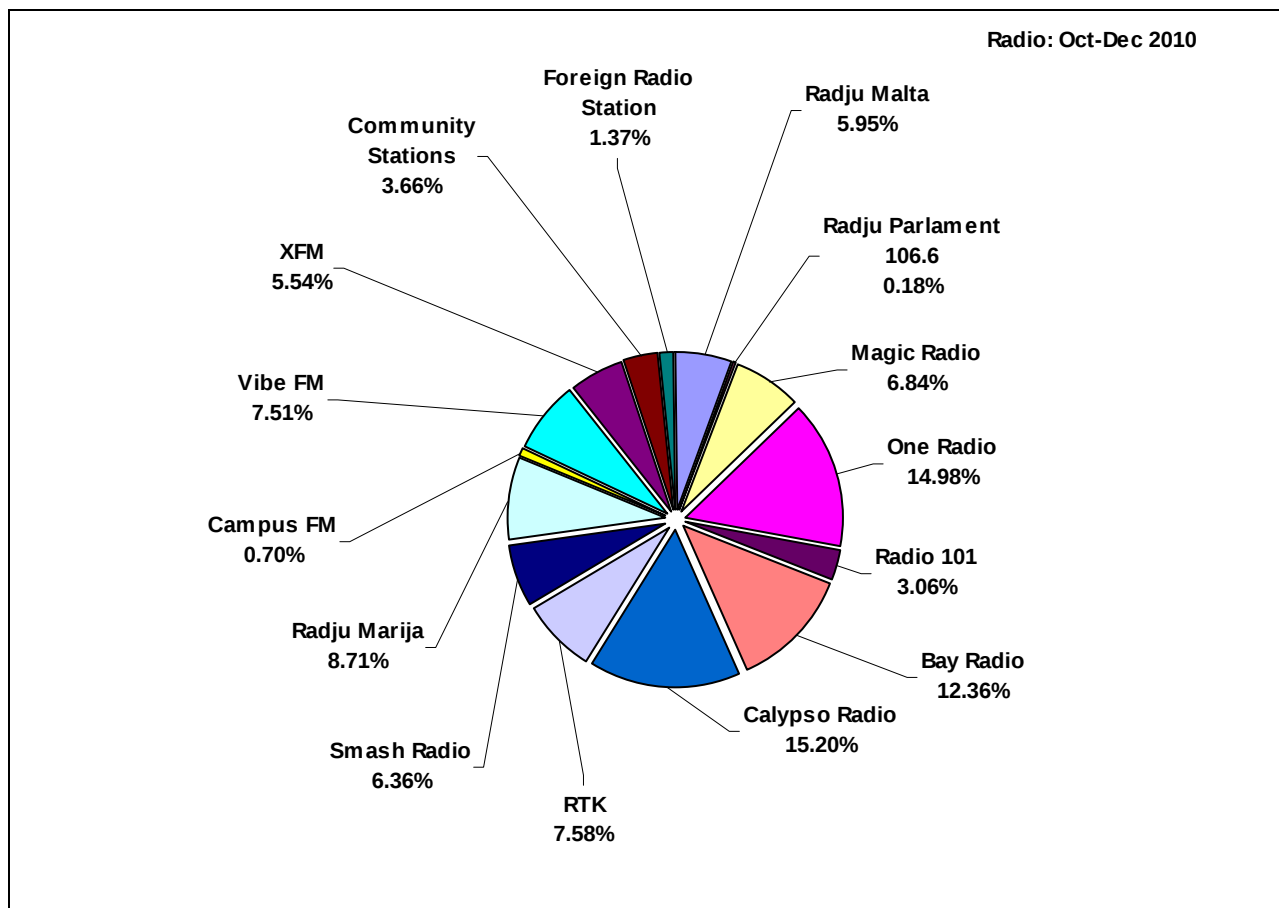
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.000	0.000	0.000	0.051	99.89	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.056	0.000	0.000	0.000	0.000	0.000	0.000	0.051	99.89	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.056	0.000	0.046	0.000	0.000	0.000	0.000	0.051	99.85	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.051	99.90	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.106	0.000	0.000	0.000	0.000	0.000	99.89	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.106	0.000	0.000	0.000	0.000	0.000	99.89	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.106	0.000	0.000	0.000	0.000	0.000	99.89	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.95	100
4:00	0.000	0.000	0.051	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.95	100
5:00	0.093	0.000	0.000	0.122	0.000	0.000	0.000	0.133	0.000	0.199	0.000	0.000	0.080	0.000	0.000	99.37	100
5:30	0.141	0.000	0.000	0.634	0.048	0.062	0.208	0.176	0.000	0.153	0.000	0.054	0.080	0.000	0.000	98.44	100
6:00	0.295	0.000	0.057	1.079	0.308	0.216	0.472	0.515	0.128	0.334	0.154	0.113	0.080	0.000	0.000	96.25	100
6:30	0.341	0.000	0.057	1.307	0.260	0.405	0.704	0.516	0.371	0.527	0.234	0.285	0.270	0.000	0.000	94.72	100
7:00	0.691	0.000	0.391	1.565	0.426	1.585	1.568	0.882	0.483	1.325	0.186	0.892	0.854	0.243	0.000	88.91	100
7:30	0.529	0.000	0.361	1.373	0.460	1.543	1.627	0.891	0.665	1.090	0.186	0.912	0.838	0.243	0.000	89.28	100
8:00	0.737	0.041	1.374	1.508	0.398	2.058	2.155	0.884	0.738	1.131	0.270	1.137	0.905	0.390	0.429	85.84	100
8:30	0.751	0.041	0.928	1.557	0.555	1.962	2.260	0.977	0.682	1.092	0.210	0.914	0.777	0.441	0.445	86.41	100
9:00	1.532	0.041	1.073	1.848	0.685	2.337	3.036	1.424	1.233	1.304	0.051	1.069	1.060	0.576	0.349	82.38	100
9:30	1.483	0.041	1.032	2.005	0.579	2.236	2.971	1.390	1.185	1.304	0.051	1.116	0.932	0.576	0.349	82.75	100
10:00	1.578	0.041	1.336	2.478	0.746	2.224	3.210	1.412	1.435	1.387	0.051	1.229	0.780	0.615	0.349	81.13	100
10:30	1.439	0.041	1.235	2.413	0.707	2.314	3.159	1.436	1.435	1.387	0.051	1.102	0.732	0.615	0.349	81.58	100
11:00	1.431	0.041	1.021	2.319	0.511	1.808	2.885	1.353	1.284	1.245	0.051	1.232	0.818	0.627	0.302	83.07	100
11:30	1.376	0.041	1.027	2.534	0.572	1.642	2.774	1.305	1.350	1.245	0.051	1.133	0.752	0.622	0.302	83.28	100
NOON	0.611	0.041	0.545	2.049	0.391	1.737	1.871	0.833	0.946	1.272	0.000	0.858	0.603	0.543	0.192	87.51	100
0:30	0.341	0.041	0.657	1.994	0.269	1.551	1.712	0.683	0.946	0.878	0.000	0.733	0.603	0.543	0.142	88.91	100
1:00	0.243	0.041	0.606	1.923	0.209	1.123	1.294	0.466	0.889	0.800	0.000	0.769	0.549	0.392	0.080	90.62	100
1:30	0.192	0.041	0.504	1.783	0.162	1.141	1.355	0.527	0.812	0.800	0.000	0.850	0.549	0.392	0.080	90.81	100
2:00	0.249	0.041	0.734	1.802	0.109	1.424	1.341	0.474	0.829	0.759	0.000	0.728	0.538	0.392	0.080	90.50	100
2:30	0.238	0.000	0.690	1.531	0.109	1.255	1.387	0.474	0.810	0.759	0.045	0.733	0.445	0.392	0.080	91.05	100
3:00	0.337	0.000	0.780	1.409	0.109	1.216	1.347	0.606	0.730	1.041	0.000	0.772	0.469	0.282	0.080	90.82	100
3:30	0.337	0.000	0.604	1.469	0.156	1.213	1.384	0.562	0.730	0.756	0.000	0.797	0.469	0.282	0.080	91.16	100
4:00	0.383	0.000	0.721	1.504	0.186	1.004	1.145	0.506	0.338	0.497	0.000	0.819	0.507	0.430	0.080	91.88	100
4:30	0.336	0.000	0.592	1.441	0.093	1.251	1.045	0.553	0.275	0.497	0.000	0.674	0.472	0.430	0.080	92.26	100
5:00	0.388	0.000	0.525	1.333	0.291	0.671	0.987	0.701	0.260	0.557	0.122	0.535	0.472	0.321	0.080	92.76	100
5:30	0.335	0.000	0.525	1.532	0.308	0.613	0.981	0.579	0.260	0.618	0.061	0.364	0.392	0.375	0.080	92.97	100
6:00	0.314	0.000	0.518	1.143	0.184	0.782	0.952	0.539	0.166	0.659	0.141	0.734	0.521	0.397	0.000	92.95	100
6:30	0.359	0.000	0.540	0.876	0.145	0.529	0.737	0.488	0.166	0.610	0.133	0.665	0.462	0.282	0.000	94.01	100
7:00	0.237	0.000	0.561	0.458	0.053	0.596	0.549	0.677	0.048	0.388	0.000	0.420	0.256	0.157	0.000	95.60	100
7:30	0.192	0.000	0.480	0.378	0.053	0.151	0.315	0.229	0.048	0.295	0.051	0.314	0.199	0.157	0.000	97.14	100
8:00	0.152	0.000	0.364	0.159	0.053	0.283	0.308	0.138	0.000	0.000	0.045	0.206	0.066	0.112	0.000	98.11	100
8:30	0.095	0.000	0.225	0.112	0.053	0.236	0.195	0.138	0.000	0.000	0.000	0.254	0.066	0.112	0.000	98.51	100
9:00	0.047	0.000	0.170	0.061	0.053	0.170	0.152	0.138	0.059	0.166	0.000	0.170	0.066	0.051	0.000	98.70	100
9:30	0.047	0.000	0.114	0.061	0.053	0.170	0.152	0.138	0.059	0.166	0.000	0.054	0.066	0.051	0.000	98.87	100
10:00	0.174	0.000	0.175	0.000	0.053	0.193	0.099	0.091	0.000	0.167	0.000	0.109	0.066	0.051	0.000	98.82	100
10:30	0.093	0.000	0.175	0.000	0.053	0.079	0.099	0.091	0.000	0.215	0.000	0.109	0.066	0.051	0.000	98.97	100
11:00	0.092	0.000	0.124	0.100	0.000	0.069	0.099	0.083	0.073	0.266	0.000	0.133	0.066	0.051	0.000	98.84	100
11:30	0.046	0.000	0.124	0.100	0.000	0.069	0.099	0.083	0.073	0.280	0.000	0.054	0.066	0.051	0.000	98.96	100
average	0.38	0.01	0.44	0.96	0.20	0.79	0.97	0.48	0.41	0.56	0.04	0.48	0.35	0.23	0.09	93.61	
Max.	1.58	0.04	1.37	2.53	0.75	2.34	3.21	1.44	1.44	1.39	0.27	1.23	1.06	0.63	0.44	99.95	
std.dev.	0.46	0.02	0.40	0.87	0.22	0.79	1.02	0.45	0.47	0.47	0.07	0.43	0.33	0.22	0.13	6.04	







FIGURES 6.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [OCT-DEC 2010]



FIGURES 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2010]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	64	28	36	2	0	0	13	29	18	2	6	19	14	13	8	4
	3.5%	3.0%	3.9%	2.4%	.0%	.0%	2.4%	6.4%	7.3%	3.1%	1.6%	3.6%	5.1%	5.0%	3.1%	2.7%
	100.0%	43.3%	56.7%	3.7%	.0%	.0%	20.8%	44.9%	27.7%	2.8%	9.2%	30.1%	21.6%	20.2%	12.9%	6.0%
Radju Parlament 106.6	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	80	31	48	3	12	5	37	21	2	0	11	26	10	16	16	1
	4.3%	3.4%	5.3%	3.5%	3.8%	4.3%	6.6%	4.6%	.8%	.0%	2.9%	4.8%	3.8%	6.3%	6.0%	.7%
	100.0%	39.4%	60.6%	4.3%	14.9%	5.9%	46.2%	26.3%	2.3%	.0%	13.2%	32.6%	13.0%	20.2%	19.9%	1.2%
Super ONE Radio	116	66	50	2	6	1	23	45	34	4	30	31	23	11	12	7
	6.3%	7.2%	5.4%	2.1%	1.9%	1.0%	4.1%	10.0%	13.9%	7.7%	8.3%	5.8%	8.6%	4.4%	4.6%	5.3%
	100.0%	56.8%	43.2%	1.8%	5.1%	.9%	20.0%	39.1%	29.3%	3.8%	26.2%	27.0%	20.3%	9.8%	10.4%	6.3%
Radio 101	34	20	14	0	1	0	9	15	7	1	8	6	3	10	6	1
	1.8%	2.2%	1.5%	.0%	.3%	.0%	1.6%	3.4%	3.0%	1.9%	2.3%	1.2%	1.0%	3.8%	2.1%	1.0%
	100.0%	58.4%	41.6%	.0%	2.9%	.0%	27.0%	45.7%	21.2%	3.3%	24.3%	18.9%	7.7%	28.7%	16.2%	4.2%
Bay Radio	186	99	87	12	83	20	64	6	1	0	33	52	32	29	28	10
	10.1%	10.9%	9.4%	11.9%	26.4%	18.2%	11.4%	1.4%	.4%	.0%	9.1%	9.7%	11.9%	11.4%	10.8%	7.5%
	100.0%	53.4%	46.6%	6.3%	44.6%	10.7%	34.5%	3.4%	.5%	.0%	17.9%	28.0%	17.4%	15.8%	15.3%	5.6%
Calypso Radio	100	56	44	1	2	2	38	50	6	2	28	29	12	18	13	1
	5.5%	6.2%	4.8%	1.0%	.6%	1.8%	6.8%	11.0%	2.4%	3.0%	7.6%	5.3%	4.3%	6.8%	5.0%	1.1%
	100.0%	56.3%	43.7%	1.0%	1.8%	2.0%	38.1%	49.5%	5.8%	1.7%	27.4%	28.7%	11.6%	17.5%	13.2%	1.5%
RTK	74	29	45	0	3	1	12	24	29	5	12	26	6	14	8	8
	4.0%	3.2%	4.9%	.0%	.9%	1.1%	2.2%	5.3%	11.9%	9.0%	3.3%	4.8%	2.2%	5.4%	3.0%	6.0%
	100.0%	39.2%	60.8%	.0%	3.8%	1.7%	16.4%	32.2%	38.9%	7.0%	16.4%	35.0%	7.9%	18.6%	10.8%	11.3%
Smash Radio	52	32	21	0	7	7	33	4	1	0	8	11	7	9	11	6
	2.9%	3.5%	2.2%	.0%	2.2%	6.5%	5.9%	1.0%	.4%	.0%	2.3%	2.1%	2.5%	3.5%	4.2%	4.4%
	100.0%	60.7%	39.3%	.0%	13.2%	13.7%	63.1%	8.4%	1.7%	.0%	15.9%	21.2%	12.9%	17.2%	21.1%	11.8%
Radju Marija	70	20	50	0	1	0	14	26	19	11	11	23	9	9	12	5
	3.8%	2.2%	5.4%	.0%	.3%	.0%	2.5%	5.7%	7.8%	18.6%	3.1%	4.2%	3.4%	3.5%	4.7%	3.8%
	100.0%	28.7%	71.3%	.0%	1.4%	.0%	19.7%	36.5%	27.0%	15.4%	16.1%	32.6%	13.2%	12.8%	17.8%	7.5%
Campus FM	12	11	1	0	0	0	5	4	3	0	3	5	1	2	1	0
	.6%	1.2%	.1%	.0%	.0%	.0%	.9%	.8%	1.2%	.0%	.9%	.9%	.3%	.8%	.4%	.0%
	100.0%	90.6%	9.4%	.0%	.0%	.0%	43.8%	30.7%	25.5%	.0%	26.4%	40.7%	7.0%	16.5%	9.4%	.0%
Vibe FM	76	52	25	5	33	16	19	2	0	0	12	23	11	13	13	4
	4.2%	5.6%	2.7%	5.4%	10.6%	15.0%	3.3%	.6%	.0%	.0%	3.4%	4.3%	4.1%	5.0%	4.8%	2.8%
	100.0%	67.7%	32.3%	6.9%	43.8%	21.6%	24.4%	3.3%	.0%	.0%	16.1%	30.8%	14.5%	16.8%	16.7%	5.1%

TABLE 6.5 CONT /...

		GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
	TOTAL															
XFM	47	28	18	3	21	2	20	1	0	0	8	16	7	5	10	1
	2.5%	3.1%	2.0%	2.6%	6.8%	1.9%	3.6%	.2%	.0%	.0%	2.3%	3.0%	2.4%	2.0%	3.6%	.5%
	100.0%	60.8%	39.2%	5.5%	45.5%	4.4%	43.0%	1.5%	.0%	.0%	18.1%	35.2%	14.0%	10.8%	20.4%	1.5%
Community Radio Stations	18	11	7	1	1	3	7	4	2	1	6	3	3	2	1	2
	1.0%	1.2%	.8%	.9%	.3%	2.3%	1.2%	1.0%	.7%	1.2%	1.7%	.5%	1.2%	.8%	.5%	1.5%
	100.0%	60.2%	39.8%	4.9%	5.5%	13.9%	37.8%	24.4%	9.8%	3.8%	34.9%	15.5%	18.7%	11.2%	8.0%	11.7%
Foreign Radio Station	11	9	3	0	0	0	7	4	0	0	1	6	0	2	0	3
	.6%	.9%	.3%	.0%	.0%	.0%	1.2%	1.0%	.0%	.0%	.3%	1.0%	.0%	.8%	.0%	1.9%
	100.0%	75.3%	24.7%	.0%	.0%	.0%	60.7%	39.3%	.0%	.0%	9.9%	49.3%	.0%	17.5%	.0%	23.3%
No particular radio station	67	38	30	0	4	5	24	16	14	5	12	23	14	7	8	2
	3.7%	4.1%	3.2%	.0%	1.2%	4.4%	4.3%	3.5%	5.7%	8.9%	3.4%	4.3%	5.2%	2.6%	3.2%	1.6%
	100.0%	55.8%	44.2%	.0%	5.6%	7.1%	35.8%	23.2%	20.6%	7.7%	18.3%	34.8%	21.0%	10.1%	12.5%	3.3%
Did not remember	10	5	5	0	3	3	2	3	0	0	2	4	1	1	0	2
	.5%	.5%	.5%	.0%	.8%	2.3%	.4%	.6%	.0%	.0%	.5%	.7%	.4%	.3%	.0%	1.7%
	100.0%	48.5%	51.5%	.0%	26.3%	25.7%	21.1%	27.0%	.0%	.0%	19.5%	36.7%	10.6%	8.7%	.0%	24.4%
Did not listen to radio	815	379	436	69	139	45	230	197	108	27	171	234	117	97	116	80
	44.3%	41.4%	47.2%	70.1%	44.0%	41.2%	41.0%	43.6%	44.5%	46.5%	47.0%	43.3%	43.1%	37.7%	43.9%	57.4%
	100.0%	46.5%	53.5%	8.4%	17.0%	5.6%	28.2%	24.2%	13.3%	3.3%	21.0%	28.7%	14.4%	11.9%	14.2%	9.8%
No response	3	1	2	0	0	0	2	1	0	0	0	2	1	0	0	0
	.2%	.2%	.2%	.0%	.0%	.0%	.4%	.2%	.0%	.0%	.0%	.5%	.3%	.0%	.0%	.0%
	100.0%	43.5%	56.5%	.0%	.0%	.0%	73.9%	26.1%	.0%	.0%	.0%	73.9%	26.1%	.0%	.0%	.0%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [OCT-DEC 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Radju Malta	64	10	9	8	11	9	9	8	22	22	20
	3.5%	3.7%	3.5%	3.0%	4.4%	3.3%	3.5%	3.0%	3.6%	3.6%	3.2%
	100.0%	15.0%	14.3%	12.2%	17.9%	14.1%	14.5%	11.9%	35.0%	33.8%	31.2%
Radju Parlament 106.6	1	0	0	0	0	1	0	0	1	0	0
	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.1%	.0%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
Magic Radio	80	8	16	12	9	14	10	10	18	26	35
	4.3%	3.2%	6.0%	4.8%	3.6%	5.0%	4.0%	3.8%	3.0%	4.4%	5.7%
	100.0%	10.2%	19.9%	15.6%	11.7%	17.1%	13.0%	12.4%	22.9%	33.1%	44.0%
ONE Radio	116	19	17	10	12	21	16	22	30	42	43
	6.3%	7.2%	6.4%	3.7%	4.7%	7.6%	6.0%	8.5%	4.9%	7.1%	7.0%
	100.0%	16.0%	14.7%	8.4%	10.6%	17.9%	13.5%	18.9%	26.1%	36.7%	37.2%
Radio 101	34	6	3	4	4	3	6	8	13	12	9
	1.8%	2.2%	1.2%	1.4%	1.5%	1.3%	2.5%	3.0%	2.1%	2.0%	1.4%
	100.0%	16.8%	9.0%	10.5%	11.4%	10.2%	19.1%	23.1%	38.7%	36.1%	25.2%
Bay Radio	186	26	26	21	33	21	33	26	58	69	60
	10.1%	10.0%	9.7%	8.0%	12.7%	7.9%	12.4%	10.2%	9.3%	11.4%	9.7%
	100.0%	13.9%	13.9%	11.2%	17.9%	11.5%	17.5%	14.1%	30.9%	36.8%	32.2%
Calypso Radio	100	18	16	14	14	15	14	10	48	32	20
	5.5%	7.0%	6.0%	5.4%	5.5%	5.4%	5.1%	3.8%	7.7%	5.4%	3.3%
	100.0%	17.9%	15.8%	14.0%	14.3%	14.7%	13.5%	9.8%	47.5%	32.1%	20.4%
RTK	74	8	9	15	8	14	9	10	30	21	23
	4.0%	3.2%	3.4%	5.7%	3.2%	5.3%	3.6%	4.0%	4.8%	3.5%	3.7%
	100.0%	11.0%	12.0%	19.9%	11.3%	19.3%	12.7%	13.8%	40.3%	28.7%	31.1%
Smash Radio	52	8	14	7	10	6	3	4	16	21	15
	2.9%	3.2%	5.3%	2.7%	3.9%	2.3%	1.1%	1.5%	2.7%	3.5%	2.4%
	100.0%	15.6%	26.8%	13.2%	19.4%	11.9%	5.6%	7.5%	31.2%	40.4%	28.3%
Radju Marija	70	7	10	16	11	13	3	9	28	27	16
	3.8%	2.8%	3.8%	6.3%	4.3%	4.7%	1.2%	3.5%	4.5%	4.5%	2.5%
	100.0%	10.1%	14.6%	23.4%	16.2%	18.1%	4.6%	13.0%	39.3%	38.4%	22.3%
Campus FM	12	2	0	1	2	5	2	0	3	4	5
	.6%	.8%	.0%	.4%	.7%	1.8%	.7%	.0%	.5%	.6%	.8%
	100.0%	17.7%	.0%	9.4%	15.8%	41.4%	15.8%	.0%	27.4%	33.0%	39.6%
Vibe FM	76	11	11	13	12	7	12	10	27	25	24
	4.2%	4.2%	4.1%	5.1%	4.6%	2.7%	4.4%	4.1%	4.4%	4.2%	3.9%
	100.0%	14.1%	14.3%	17.5%	15.6%	9.6%	15.2%	13.7%	35.7%	32.8%	31.5%
XFM	47	8	6	9	8	4	7	5	13	17	17
	2.5%	3.0%	2.2%	3.3%	3.1%	1.5%	2.8%	1.9%	2.1%	2.8%	2.7%
	100.0%	16.7%	12.6%	18.4%	17.4%	8.6%	16.1%	10.3%	28.4%	36.1%	35.5%
Community Stations	18	4	1	2	2	3	4	3	6	5	7
	1.0%	1.4%	.4%	.7%	.8%	1.0%	1.7%	1.0%	1.0%	.9%	1.1%
	100.0%	19.4%	5.5%	9.8%	11.4%	15.6%	24.4%	13.9%	34.3%	28.5%	37.2%
Foreign Radio Station	11	4	1	1	0	2	1	2	5	4	2
	.6%	1.6%	.6%	.4%	.0%	.7%	.3%	.8%	.8%	.7%	.4%
	100.0%	36.5%	12.9%	9.9%	.0%	15.7%	7.6%	17.5%	41.2%	37.8%	21.0%
No particular radio station	67	8	16	10	10	7	8	8	20	18	29
	3.7%	3.0%	6.0%	3.8%	3.9%	2.7%	3.0%	3.2%	3.2%	3.0%	4.7%
	100.0%	11.5%	23.7%	14.6%	15.1%	10.9%	11.7%	12.4%	29.8%	26.7%	43.5%
Did not remember	10	1	1	3	0	1	4	0	2	4	4
	.5%	.4%	.5%	1.0%	.0%	.3%	1.6%	.0%	.3%	.7%	.6%
	100.0%	10.4%	12.8%	25.5%	.0%	8.7%	42.4%	.0%	18.2%	42.7%	39.1%
Did not listen to radio	815	111	106	116	112	126	121	123	276	250	289
	44.3%	43.2%	40.0%	44.4%	42.8%	46.3%	46.1%	47.7%	44.6%	41.5%	46.8%
	100.0%	13.7%	13.0%	14.2%	13.7%	15.5%	14.9%	15.1%	33.9%	30.7%	35.5%
No Response	3	0	2	0	1	0	0	0	2	1	0
	.2%	.0%	.9%	.0%	.3%	.0%	.0%	.0%	.3%	.2%	.0%
	100.0%	.0%	73.9%	.0%	26.1%	.0%	.0%	.0%	56.5%	43.5%	.0%
Total	1837	257	265	260	261	272	263	257	618	602	617
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.0%	14.4%	14.2%	14.2%	14.8%	14.3%	14.0%	33.6%	32.7%	33.6%

[Count; Col %; Row %]

[Base: No of Consumers and Time Spent]

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

Daily Average	TVM	ONE TV	NET TV	SMASH TV	FAVOURITE CH	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CH.	MTV	BBC WLD./ENT.	OTHER TV STATION
Monday	1.227	1.477	0.673	0.000	0.000	0.000	0.365	0.122	0.000	0.120	0.398	0.297	0.214	0.018	0.059	0.971
Tuesday	2.246	1.086	0.227	0.021	0.000	0.000	0.154	0.017	0.000	0.065	0.354	0.524	0.171	0.020	0.139	1.403
Wednesday	1.239	0.925	0.616	0.000	0.000	0.000	0.249	0.108	0.048	0.403	0.365	0.221	0.061	0.082	0.194	1.826
Thursday	1.561	1.542	0.725	0.000	0.027	0.000	0.246	0.086	0.010	0.222	0.140	0.657	0.217	0.000	0.120	0.962
Friday	2.568	1.272	0.360	0.000	0.064	0.000	0.210	0.069	0.076	0.307	0.250	0.356	0.308	0.008	0.160	0.962
Saturday	1.281	1.166	0.254	0.000	0.000	0.024	0.249	0.000	0.000	0.196	0.737	0.482	0.067	0.017	0.085	1.987
Sunday	2.553	1.933	0.604	0.000	0.000	0.000	0.326	0.111	0.067	0.238	0.280	0.180	0.370	0.012	0.077	0.731
Mon-Sun	1.816	1.340	0.492	0.003	0.013	0.003	0.256	0.073	0.029	0.222	0.360	0.389	0.201	0.023	0.120	1.264
Highest	2.568	1.933	0.725	0.021	0.064	0.024	0.365	0.122	0.076	0.403	0.737	0.657	0.370	0.082	0.194	1.987

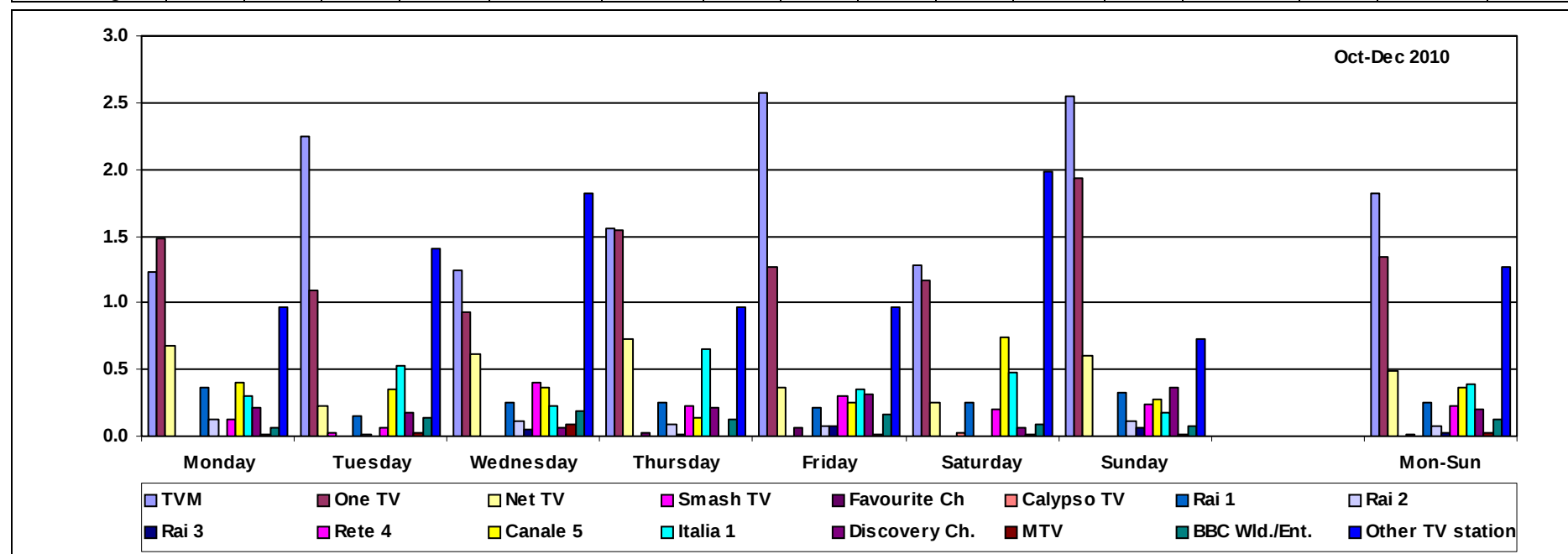


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2010]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

	TVM	ONE TV	NET TV	SMASH TV	FAVOURITE CH	CALYPSO TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CH.	MTV	BBC WLD./ENT.	OTHER TV STATION
Monday	9.866	7.263	6.915	0.000	0.000	0.000	2.551	1.303	0.000	1.099	3.148	2.396	1.768	0.513	0.658	4.798
Tuesday	21.179	6.612	1.691	0.512	0.000	0.000	1.629	0.419	0.000	0.703	2.143	3.353	1.405	0.498	0.972	6.954
Wednesday	13.995	5.272	4.171	0.000	0.000	0.000	1.746	1.287	0.687	2.664	1.470	1.876	0.507	0.507	1.406	10.090
Thursday	14.092	5.100	5.469	0.000	0.329	0.000	2.172	0.892	0.466	1.731	0.756	2.934	1.435	0.000	0.892	6.322
Friday	21.711	7.599	2.117	0.000	0.540	0.000	1.306	0.622	0.809	1.255	2.225	1.543	1.075	0.389	1.054	4.625
Saturday	7.331	4.254	1.108	0.000	0.000	0.290	1.092	0.000	0.000	1.741	5.302	1.865	0.844	0.502	0.806	5.860
Sunday	19.928	8.692	3.086	0.000	0.000	0.000	1.637	0.961	0.725	1.198	1.465	2.234	2.552	0.297	0.343	3.007
HIGHEST	21.711	8.692	6.915	0.512	0.540	0.290	2.551	1.303	0.809	2.664	5.302	3.353	2.552	0.513	1.406	10.090

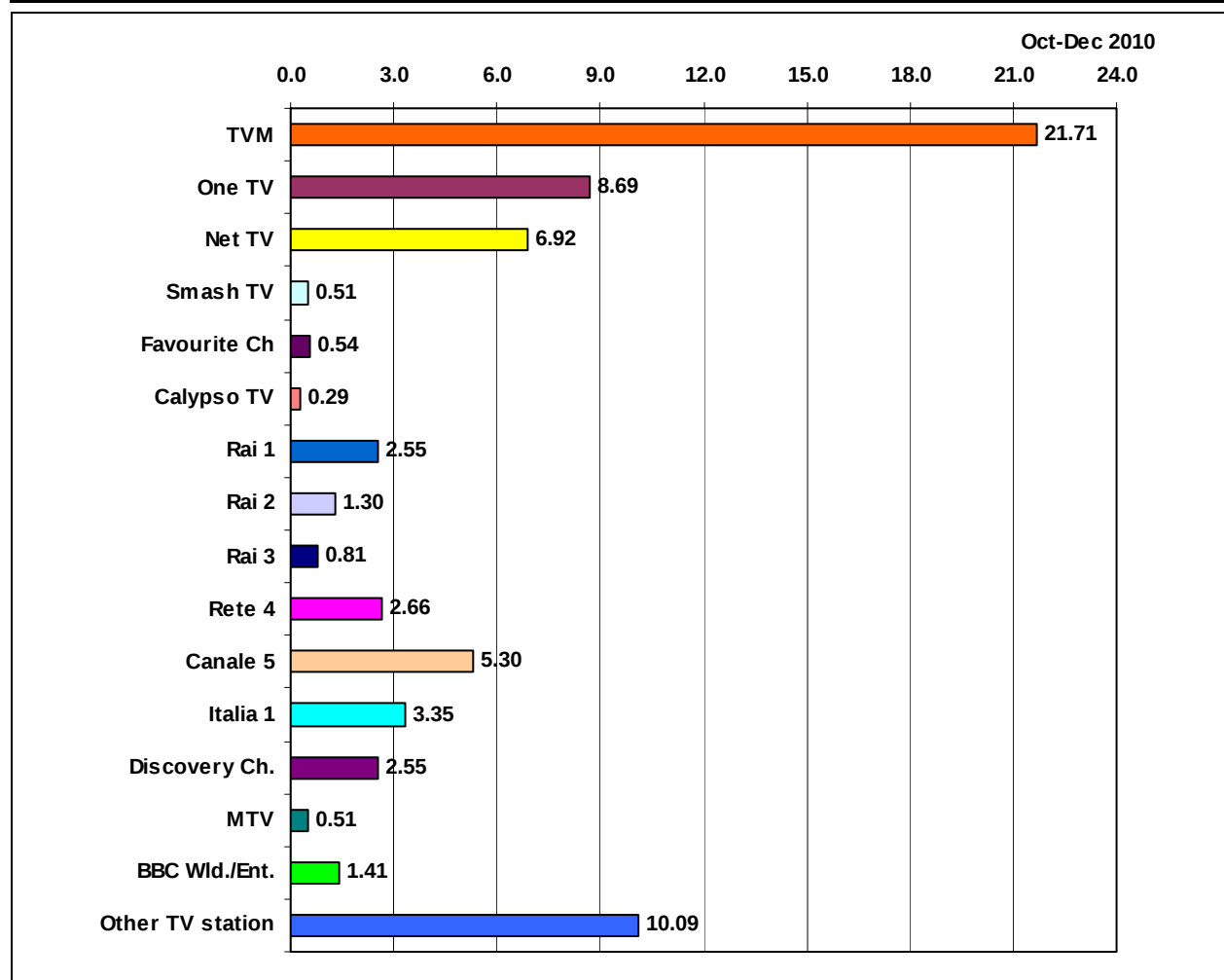


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2010]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	0.379	99.62	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	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	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	100	100
7:00	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.527	0.000	0.000	0.000	0.000	0.000	0.379	98.76	100
7:30	0.000	0.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.527	0.000	0.000	0.000	0.000	0.000	0.942	97.86	100
8:00	0.343	0.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.527	0.000	0.000	0.000	0.000	0.000	0.000	98.46	100
8:30	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.00	100
9:00	0.444	1.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.513	0.000	0.000	97.72	100
9:30	0.444	0.981	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.58	100
10:00	0.444	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.725	98.17	100
10:30	0.444	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.725	98.17	100
11:00	0.444	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.394	98.51	100
11:30	0.444	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.394	98.51	100
NOON	0.934	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.743	97.67	100
12:30	0.444	0.656	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.743	98.16	100
1:00	0.444	0.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.076	97.81	100
1:30	0.444	0.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.677	0.000	0.000	0.000	0.000	1.076	97.13	100
2:00	0.444	0.675	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	1.926	96.28	100
2:30	0.444	1.342	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	0.000	0.000	0.000	0.000	1.926	95.61	100
3:00	0.444	1.333	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.106	96.12	100
3:30	0.444	1.677	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.106	95.77	100
4:00	0.444	1.677	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.513	96.97	100
4:30	0.444	1.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.892	96.94	100
5:00	0.855	1.362	0.687	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.325	96.37	100
5:30	1.244	1.741	0.687	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.325	95.60	100
6:00	2.235	1.741	1.479	0.000	0.000	0.000	0.345	0.000	0.000	0.000	0.491	0.399	0.000	0.000	0.000	0.621	92.69	100
6:30	1.910	2.103	1.117	0.000	0.000	0.000	0.669	0.000	0.000	0.000	0.491	0.399	0.000	0.000	0.000	0.621	92.69	100
7:00	1.758	3.389	0.603	0.000	0.000	0.000	0.934	0.000	0.000	0.000	0.491	0.399	0.387	0.000	0.000	2.250	89.79	100
7:30	1.433	6.962	0.278	0.000	0.000	0.000	0.934	0.338	0.000	0.000	0.491	0.399	0.387	0.000	0.000	1.413	87.36	100
7:45	1.433	6.962	1.310	0.000	0.000	0.000	0.934	0.338	0.000	0.000	0.491	0.399	0.387	0.000	0.000	1.812	85.93	100
8:00	9.391	7.263	3.267	0.000	0.000	0.000	0.934	0.731	0.000	0.571	0.491	0.000	1.334	0.000	0.000	3.541	71.98	100
8:30	9.866	6.436	6.572	0.000	0.000	0.000	2.165	1.303	0.000	1.099	0.787	1.402	1.768	0.000	0.278	3.719	64.12	100
9:00	8.700	5.318	6.915	0.000	0.000	0.000	2.548	0.965	0.000	0.527	2.707	2.385	1.295	0.387	0.658	4.547	62.56	100
9:30	7.267	4.994	5.225	0.000	0.000	0.000	2.551	0.965	0.000	0.527	3.148	2.385	1.295	0.000	0.658	4.798	66.19	100
10:00	3.468	3.286	2.001	0.000	0.000	0.000	2.226	0.965	0.000	0.527	2.852	2.396	0.907	0.000	0.658	3.554	77.16	100
10:30	2.205	1.723	0.669	0.000	0.000	0.000	2.226	0.394	0.000	0.527	2.556	2.396	0.907	0.000	0.658	2.701	83.04	100
11:00	0.432	0.722	0.325	0.000	0.000	0.000	0.707	0.000	0.000	0.527	2.163	0.000	0.917	0.000	0.000	0.323	93.88	100
11:30	0.000	0.379	0.838	0.000	0.000	0.000	0.707	0.000	0.000	0.000	0.981	0.000	0.917	0.000	0.000	0.000	96.18	100
Avg.	1.23	1.48	0.67	0.00	0.00	0.00	0.36	0.12	0.00	0.12	0.40	0.30	0.21	0.02	0.06	0.97	94.03	
Max.	9.87	7.26	6.92	0.00	0.00	0.00	2.55	1.30	0.00	1.10	3.15	2.40	1.77	0.51	0.66	4.80	100	
Std.	2.41	2.01	1.57	0.00	0.00	0.00	0.74	0.31	0.00	0.25	0.82	0.68	0.45	0.09	0.18	1.28	9.65	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	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	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	100	100
7:00	0.270	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.41	100
7:30	0.270	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.41	100
8:00	0.270	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.41	100
8:30	0.594	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.08	100
9:00	0.993	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.758	97.92	100
9:30	0.993	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.758	97.92	100
10:00	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.758	98.52	100
10:30	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.758	98.52	100
11:00	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.382	98.90	100
11:30	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.000	0.000	0.382	98.90	100
NOON	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.399	0.000	0.000	0.000	0.382	98.58	100
12:30	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.399	0.000	0.000	0.000	0.382	98.58	100
1:00	0.323	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.399	0.000	0.000	0.000	0.880	97.81	100
1:30	0.323	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.399	0.000	0.000	0.000	1.356	97.34	100
2:00	0.323	0.991	0.000	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.573	0.399	0.000	0.000	0.000	1.646	95.65	100
2:30	0.323	0.991	0.000	0.000	0.000	0.000	0.000	0.419	0.000	0.000	0.573	0.399	0.000	0.000	0.000	1.646	95.65	100
3:00	0.323	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.573	0.897	0.000	0.000	0.000	1.934	95.55	100
3:30	0.323	1.197	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.998	0.897	0.000	0.000	0.000	1.934	94.65	100
4:00	0.323	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.998	0.399	0.000	0.000	0.000	2.412	95.15	100
4:30	0.323	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.741	0.687	0.000	0.000	0.000	2.035	95.49	100
5:00	1.375	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.741	0.687	0.376	0.000	0.000	1.701	94.40	100
5:30	0.323	0.720	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.399	0.376	0.000	0.000	1.701	96.16	100
6:00	0.742	0.764	0.315	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.629	0.399	0.376	0.498	0.000	2.160	94.12	100
6:30	1.489	1.384	0.315	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.897	0.000	0.498	0.000	2.581	92.52	100
7:00	3.763	2.129	0.734	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.897	0.555	0.000	0.000	2.978	88.63	100
7:30	4.472	5.742	1.153	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.897	0.555	0.000	0.000	2.557	84.31	100
7:45	4.729	5.677	1.153	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.897	0.555	0.000	0.639	2.983	83.05	100
8:00	14.184	6.326	1.153	0.000	0.000	0.000	0.352	0.000	0.000	0.352	0.315	0.806	0.555	0.000	0.972	4.511	70.47	100
8:30	18.518	6.612	1.691	0.000	0.000	0.000	0.352	0.000	0.000	0.352	0.869	1.776	0.555	0.000	0.972	5.853	62.45	100
9:00	21.179	6.017	1.375	0.000	0.000	0.000	0.990	0.000	0.000	0.703	1.237	2.798	1.405	0.000	0.972	6.954	56.37	100
9:30	18.231	4.582	1.375	0.000	0.000	0.000	1.629	0.000	0.000	0.352	1.237	3.353	0.907	0.000	0.972	6.273	61.09	100
10:00	8.357	2.453	1.088	0.000	0.000	0.000	1.629	0.000	0.000	0.352	2.143	2.180	0.907	0.000	0.970	4.402	75.52	100
10:30	3.840	1.403	0.753	0.512	0.000	0.000	1.629	0.000	0.000	0.352	1.775	1.625	0.907	0.000	0.654	3.218	83.33	100
11:00	0.919	0.603	0.000	0.512	0.000	0.000	0.631	0.000	0.000	0.352	0.555	0.819	0.352	0.000	0.331	2.091	92.84	100
11:30	0.000	0.270	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.352	0.555	0.394	0.000	0.000	0.331	0.387	97.40	100
Avg.	2.25	1.09	0.23	0.02	0.00	0.00	0.15	0.02	0.00	0.06	0.35	0.52	0.17	0.02	0.14	1.40	93.57	
Max.	21.18	6.61	1.69	0.51	0.00	0.00	1.63	0.42	0.00	0.70	2.14	3.35	1.40	0.50	0.97	6.95	100	
Std.	5.06	1.88	0.47	0.10	0.00	0.00	0.42	0.08	0.00	0.16	0.49	0.73	0.33	0.10	0.32	1.77	10.78	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	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	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	100	100
7:00	0.000	0.592	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.41	100
7:30	0.000	0.592	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.41	100
8:00	0.565	0.592	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.293	0.764	97.46	100
8:30	0.565	0.592	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.293	0.764	97.46	100
9:00	0.565	1.018	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.094	97.32	100
9:30	0.565	0.592	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.094	97.75	100
10:00	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	1.094	98.01	100
10:30	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	1.094	98.01	100
11:00	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.406	98.70	100
11:30	0.565	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.406	98.70	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	1.065	98.25	100
12:30	0.000	0.000	0.000	0.000	0.000	0.000	0.358	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	1.065	98.25	100
1:00	0.874	0.000	0.330	0.000	0.000	0.000	0.358	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.682	97.43	100
1:30	0.874	0.000	0.330	0.000	0.000	0.000	0.358	0.000	0.000	0.329	0.433	0.000	0.000	0.000	0.000	0.682	96.99	100
2:00	0.000	0.000	0.592	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.828	0.000	0.000	0.000	0.000	1.300	96.92	100
2:30	0.000	0.000	0.592	0.000	0.000	0.000	0.358	0.000	0.000	0.000	1.222	0.000	0.000	0.000	0.000	1.300	96.53	100
3:00	0.000	0.427	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.470	0.000	0.000	0.000	0.000	2.026	95.75	100
3:30	0.000	0.427	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.470	0.000	0.000	0.000	0.000	2.026	95.75	100
4:00	0.321	0.427	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.037	0.383	0.000	0.000	0.000	2.460	95.04	100
4:30	1.315	0.427	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.394	0.383	0.000	0.000	0.000	2.967	94.18	100
5:00	0.886	0.801	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.394	0.383	0.507	0.507	0.000	2.630	93.56	100
5:30	0.886	0.801	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.394	0.383	0.507	0.507	0.000	2.630	93.56	100
6:00	0.565	1.140	0.660	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.783	0.406	0.485	0.507	0.427	3.508	91.20	100
6:30	0.565	1.140	0.997	0.000	0.000	0.000	0.321	0.000	0.000	0.321	0.783	0.406	0.485	0.507	0.427	3.508	90.54	100
7:00	1.554	1.800	1.974	0.000	0.000	0.000	0.321	0.000	0.000	0.748	0.394	0.000	0.000	0.507	0.756	2.459	89.49	100
7:30	1.883	5.272	2.412	0.000	0.000	0.000	0.750	0.000	0.000	0.748	0.394	0.000	0.000	0.507	1.048	3.024	83.96	100
7:45	2.697	5.272	4.162	0.000	0.000	0.000	0.750	0.000	0.000	0.748	0.394	0.000	0.000	0.507	1.406	3.453	80.61	100
8:00	13.995	4.752	4.171	0.000	0.000	0.000	0.321	0.000	0.000	1.078	0.795	1.712	0.000	0.000	1.406	6.269	65.50	100
8:30	10.945	3.927	3.497	0.000	0.000	0.000	0.971	0.769	0.000	1.828	0.795	1.876	0.334	0.000	1.406	8.099	65.55	100
9:00	7.194	3.314	2.817	0.000	0.000	0.000	1.313	0.769	0.000	2.664	1.116	1.433	0.334	0.485	1.048	10.090	67.42	100
9:30	6.139	5.270	2.104	0.000	0.000	0.000	1.746	0.858	0.293	2.275	1.116	1.725	0.000	0.000	0.329	9.326	68.82	100
10:00	3.467	3.310	1.594	0.000	0.000	0.000	1.304	1.287	0.687	2.346	1.116	1.325	0.340	0.000	0.329	6.077	76.82	100
10:30	2.016	2.580	0.660	0.000	0.000	0.000	0.983	1.287	0.687	2.240	1.116	0.429	0.000	0.000	0.329	3.996	83.68	100
11:00	0.000	0.262	0.330	0.000	0.000	0.000	0.642	0.340	0.687	1.384	0.715	0.000	0.000	0.000	0.000	1.064	94.57	100
11:30	0.000	0.000	0.330	0.000	0.000	0.000	0.321	0.000	0.000	0.722	0.715	0.000	0.000	0.000	0.000	1.064	96.85	100
Avg.	1.24	0.93	0.62	0.00	0.00	0.00	0.25	0.11	0.05	0.40	0.36	0.22	0.06	0.08	0.19	1.83	93.66	
Max.	14.00	5.27	4.17	0.00	0.00	0.00	1.75	1.29	0.69	2.66	1.47	1.88	0.51	0.51	1.41	10.09	100	
Std.	2.77	1.57	1.09	0.00	0.00	0.00	0.41	0.32	0.17	0.71	0.47	0.50	0.15	0.19	0.40	2.44	9.63	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.639	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.36	100
6:00	0.000	0.639	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.36	100
6:30	0.000	0.639	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.36	100
7:00	0.320	0.977	0.000	0.000	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	0.320	0.657	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.02	100
8:00	0.000	0.657	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	98.84	100
8:30	0.320	0.657	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	98.52	100
9:00	0.320	1.317	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	97.86	100
9:30	0.320	1.317	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.989	0.000	0.000	0.000	0.000	97.37	100
10:00	0.000	1.317	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.989	0.000	0.000	0.000	0.000	97.69	100
10:30	0.000	1.317	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.989	0.000	0.000	0.000	0.000	97.69	100
11:00	0.000	1.317	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	97.85	100
11:30	0.000	1.317	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	97.85	100
NOON	1.313	1.656	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	96.20	100
12:30	1.313	1.656	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.292	95.90	100
1:00	1.313	1.656	0.000	0.000	0.329	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.328	0.292	95.25	100
1:30	1.313	1.977	0.000	0.000	0.329	0.000	0.329	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.328	0.000	95.22	100
2:00	1.313	1.977	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.329	0.506	0.000	0.000	0.000	0.000	95.55	100
2:30	1.604	1.977	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.329	0.506	0.000	0.000	0.000	0.413	94.84	100
3:00	0.612	1.656	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.506	0.000	0.000	0.000	0.000	96.90	100
3:30	0.612	1.977	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.506	0.000	0.000	0.000	0.000	96.52	100
4:00	0.292	1.977	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.506	0.516	0.000	0.000	0.865	95.45	100
4:30	0.292	1.977	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.506	0.516	0.000	0.000	0.865	95.45	100
5:00	0.675	1.977	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.506	0.516	0.000	0.000	1.223	94.39	100
5:30	0.675	1.977	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.506	0.516	0.000	0.000	0.841	94.77	100
6:00	1.181	1.977	0.677	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.756	0.506	0.516	0.000	0.000	1.897	92.16	100
6:30	1.181	1.977	1.898	0.000	0.000	0.000	0.328	0.563	0.000	0.000	0.756	0.506	0.516	0.000	0.000	2.279	90.00	100
7:00	1.004	2.551	3.172	0.000	0.000	0.000	0.000	0.563	0.000	0.329	0.374	1.456	0.340	0.000	0.328	2.663	87.22	100
7:30	1.386	4.129	2.844	0.000	0.000	0.000	0.000	0.892	0.000	0.996	0.374	2.182	0.340	0.000	0.328	3.001	83.53	100
7:45	1.386	4.129	3.212	0.000	0.000	0.000	0.000	0.892	0.000	0.996	0.374	2.182	0.340	0.000	0.328	3.001	83.16	100
8:00	12.993	5.041	5.129	0.000	0.000	0.000	0.261	0.329	0.000	1.315	0.000	2.544	1.078	0.000	0.328	3.253	67.73	100
8:30	14.092	5.100	5.469	0.000	0.000	0.000	1.420	0.329	0.000	0.648	0.320	2.544	1.435	0.000	0.892	3.711	64.04	100
9:00	12.271	4.331	4.219	0.000	0.000	0.000	2.172	0.329	0.466	1.731	0.320	2.934	1.054	0.000	0.892	6.322	62.96	100
9:30	9.930	4.297	3.560	0.000	0.000	0.000	1.798	0.329	0.000	1.731	0.320	2.934	0.697	0.000	0.892	5.565	67.95	100
10:00	5.123	3.256	1.991	0.000	0.000	0.000	1.798	0.000	0.000	1.731	0.320	1.225	0.466	0.000	0.892	4.394	78.80	100
10:30	3.037	2.916	1.651	0.000	0.000	0.000	1.371	0.000	0.000	1.402	0.320	0.788	0.466	0.000	0.328	3.171	84.55	100
11:00	0.000	0.319	0.357	0.000	0.000	0.000	0.618	0.000	0.000	0.000	0.000	0.405	0.904	0.000	0.000	1.831	95.57	100
11:30	0.000	0.319	0.357	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.405	0.437	0.000	0.000	1.268	97.21	100
Avg.	1.56	1.54	0.72	0.00	0.03	0.00	0.25	0.09	0.01	0.22	0.14	0.66	0.22	0.00	0.12	0.96	93.49	
Max.	14.09	5.10	5.47	0.00	0.33	0.00	2.17	0.89	0.47	1.73	0.76	2.93	1.44	0.00	0.89	6.32	100	
Std.	3.40	1.41	1.45	0.00	0.09	0.00	0.53	0.22	0.07	0.52	0.21	0.80	0.35	0.00	0.26	1.60	9.72	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.000	0.000	0.000	0.306	99.37	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	99.04	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	99.04	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	99.04	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	99.04	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.556	98.79	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	99.04	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.865	0.000	0.000	0.306	98.50	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.865	0.000	0.000	0.306	98.50	100
11:00	0.000	0.566	0.000	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	98.23	100
11:30	0.000	0.566	0.000	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.000	0.000	0.326	0.000	0.000	0.306	98.23	100
NOON	0.000	0.566	0.315	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.000	0.389	0.326	0.000	0.000	0.713	97.12	100
12:30	0.000	0.566	0.315	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.000	0.389	0.326	0.000	0.000	0.713	97.12	100
1:00	1.008	0.631	0.639	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.000	0.389	0.326	0.000	0.000	0.306	96.13	100
1:30	1.008	0.631	0.639	0.000	0.250	0.000	0.000	0.000	0.000	0.326	0.313	0.389	0.326	0.000	0.000	0.306	95.81	100
2:00	0.692	1.041	0.639	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.313	0.389	0.326	0.000	0.000	0.611	95.32	100
2:30	0.692	1.041	0.639	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.313	0.389	0.326	0.000	0.000	0.611	95.32	100
3:00	0.692	1.041	0.315	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.313	0.389	0.000	0.000	0.307	2.382	93.89	100
3:30	0.692	1.041	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.313	0.389	0.000	0.000	0.000	1.762	95.14	100
4:00	1.018	1.041	0.000	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.313	0.809	0.342	0.000	0.000	1.750	94.06	100
4:30	1.018	0.725	0.307	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.000	0.809	0.342	0.000	0.000	1.383	94.75	100
5:00	0.702	1.499	0.622	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.000	0.809	0.326	0.000	0.000	1.423	93.95	100
5:30	0.702	1.068	0.622	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.000	0.809	0.326	0.000	0.000	1.423	94.38	100
6:00	1.479	0.658	1.243	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.324	0.690	0.326	0.000	0.000	2.252	92.36	100
6:30	1.479	1.039	0.622	0.000	0.000	0.000	0.342	0.000	0.000	0.326	0.324	1.543	0.326	0.000	0.000	2.252	91.75	100
7:00	1.794	0.881	0.622	0.000	0.000	0.000	0.342	0.000	0.324	0.631	0.324	1.177	0.326	0.000	0.408	2.002	91.17	100
7:30	2.514	3.823	0.622	0.000	0.000	0.000	0.342	0.000	0.324	0.631	0.324	1.177	0.326	0.000	0.408	1.635	87.87	100
7:45	3.054	3.823	1.619	0.000	0.000	0.000	0.342	0.000	0.324	0.938	0.324	1.177	0.326	0.000	0.408	1.635	86.03	100
8:00	12.865	4.219	2.117	0.000	0.000	0.000	0.342	0.280	0.324	0.938	0.646	1.468	0.326	0.000	0.732	2.739	73.00	100
8:30	16.160	6.083	1.754	0.000	0.540	0.000	1.016	0.280	0.324	1.245	0.646	1.468	0.326	0.000	0.732	2.620	66.81	100
9:00	20.824	7.599	1.120	0.000	0.540	0.000	1.306	0.622	0.809	1.255	1.912	0.785	0.668	0.389	1.054	4.625	56.49	100
9:30	21.711	7.257	1.120	0.000	0.540	0.000	0.981	0.622	0.809	0.633	2.225	0.785	0.668	0.000	1.054	3.941	57.66	100
10:00	16.850	5.791	1.120	0.000	0.000	0.000	0.981	0.622	0.485	0.000	1.337	0.000	0.668	0.000	1.054	3.027	68.07	100
10:30	14.453	5.433	0.622	0.000	0.000	0.000	0.622	0.622	0.000	0.000	1.337	0.000	1.034	0.000	1.054	2.452	72.37	100
11:00	3.505	3.100	0.000	0.000	0.000	0.000	0.307	0.342	0.000	0.000	0.322	0.410	1.075	0.000	0.324	0.485	90.13	100
11:30	0.909	0.621	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.322	0.410	1.075	0.000	0.324	0.485	95.55	100
Avg.	2.57	1.27	0.36	0.00	0.06	0.00	0.21	0.07	0.08	0.31	0.25	0.36	0.31	0.01	0.16	0.96	93.03	
Max.	21.71	7.60	2.12	0.00	0.54	0.00	1.31	0.62	0.81	1.25	2.23	1.54	1.07	0.39	1.05	4.63	100	
Std.	5.67	2.05	0.53	0.00	0.15	0.00	0.31	0.18	0.19	0.30	0.48	0.47	0.30	0.06	0.32	1.14	11.07	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

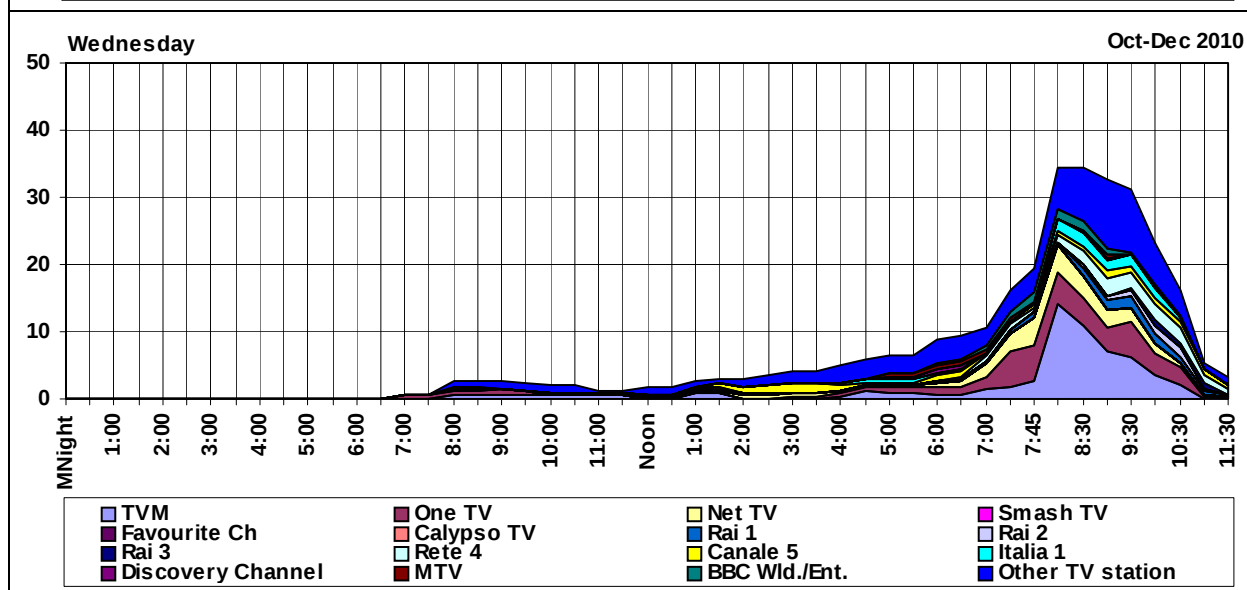
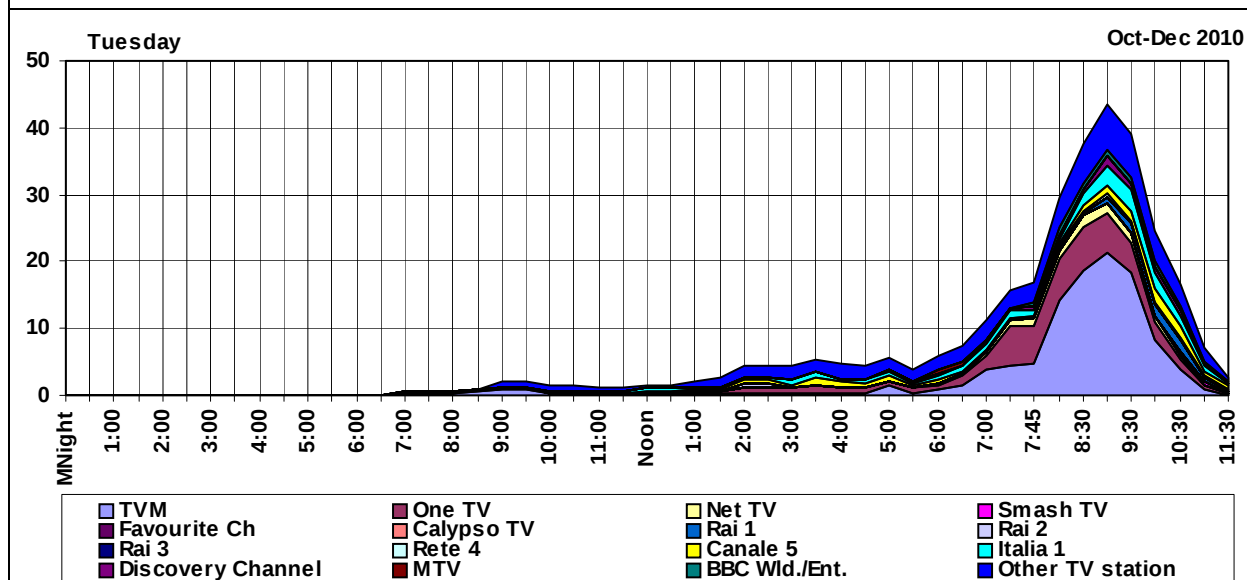
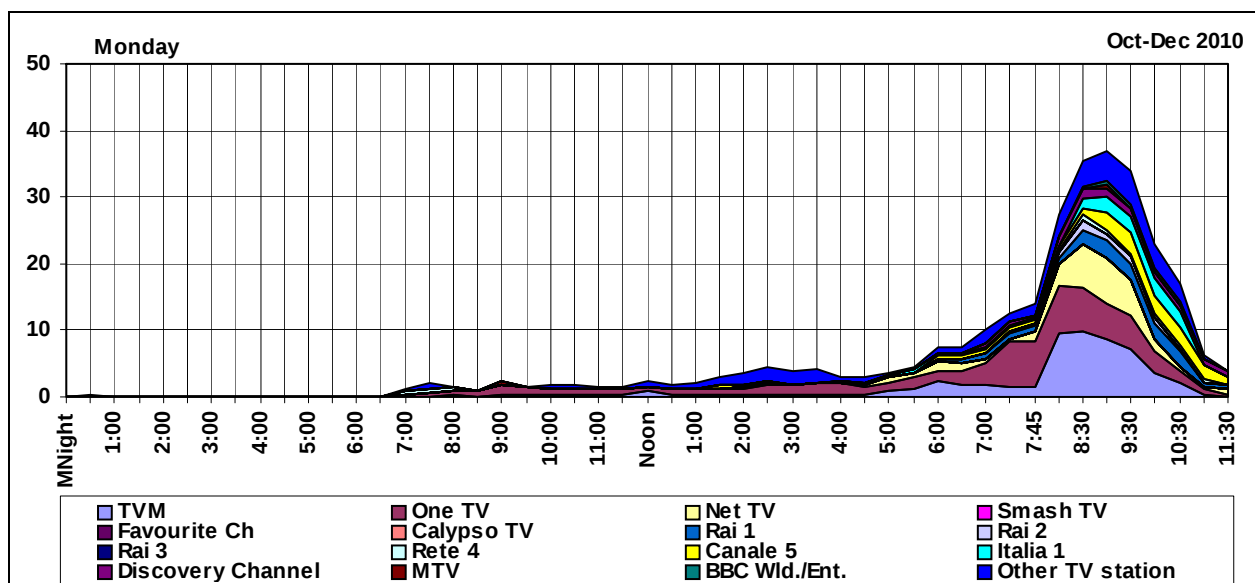
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	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	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	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	100	100
7:30	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.355	99.32	100
8:00	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.745	98.74	100
8:30	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.078	98.41	100
9:00	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.564	96.92	100
9:30	0.000	0.516	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.209	97.27	100
10:00	0.642	1.018	0.000	0.000	0.000	0.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.104	96.95	100
10:30	0.642	1.018	0.000	0.000	0.000	0.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.104	96.95	100
11:00	0.642	1.816	0.000	0.000	0.000	0.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.288	94.96	100
11:30	0.642	1.816	0.000	0.000	0.000	0.290	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.288	94.96	100
NOON	0.707	1.816	0.000	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.558	0.000	0.000	0.000	2.397	94.17	100
12:30	0.707	1.300	0.000	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	0.558	0.000	0.000	0.000	2.397	94.68	100
1:00	0.998	0.996	0.379	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	1.021	0.000	0.000	0.000	3.506	92.75	100
1:30	0.998	0.996	0.379	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.000	1.021	0.000	0.000	0.000	3.506	92.75	100
2:00	2.080	0.870	0.764	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.770	0.892	0.000	0.000	0.000	3.172	91.10	100
2:30	2.080	0.870	0.764	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.770	0.892	0.000	0.000	0.000	3.172	91.10	100
3:00	2.518	0.870	1.108	0.000	0.000	0.000	0.354	0.000	0.000	0.000	1.199	0.892	0.000	0.000	0.000	2.616	90.44	100
3:30	2.089	0.870	1.108	0.000	0.000	0.000	0.354	0.000	0.000	0.000	1.199	0.892	0.000	0.000	0.000	2.616	90.87	100
4:00	2.233	1.196	1.083	0.000	0.000	0.000	0.354	0.000	0.000	0.000	1.250	1.726	0.000	0.000	0.000	5.860	86.30	100
4:30	2.233	1.196	1.083	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.250	1.726	0.000	0.000	0.000	4.730	87.78	100
5:00	1.371	1.196	1.083	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.250	0.784	0.000	0.502	0.000	3.782	90.03	100
5:30	1.873	1.676	0.729	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.960	0.784	0.000	0.000	0.000	3.782	90.20	100
6:00	2.666	2.416	0.327	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.480	0.784	0.000	0.000	0.000	2.089	90.89	100
6:30	2.666	2.061	0.327	0.000	0.000	0.000	0.354	0.000	0.000	0.000	0.480	0.784	0.000	0.354	0.000	2.089	90.89	100
7:00	1.729	2.025	0.327	0.000	0.000	0.000	0.709	0.000	0.000	0.000	0.480	0.000	0.844	0.000	0.480	2.688	90.72	100
7:30	1.227	4.094	0.327	0.000	0.000	0.000	0.709	0.000	0.000	0.330	1.257	0.429	0.844	0.000	0.480	2.645	87.66	100
7:45	1.227	4.094	0.664	0.000	0.000	0.000	0.709	0.000	0.000	0.330	1.257	0.429	0.844	0.000	0.480	2.645	87.32	100
8:00	7.331	3.177	0.664	0.000	0.000	0.000	0.765	0.000	0.000	0.330	1.583	0.719	0.000	0.000	0.806	3.111	81.51	100
8:30	5.793	2.639	0.667	0.000	0.000	0.000	0.765	0.000	0.000	1.741	2.657	1.221	0.000	0.000	0.806	3.513	80.20	100
9:00	4.612	4.254	0.336	0.000	0.000	0.000	0.833	0.000	0.000	1.700	5.030	1.865	0.000	0.000	0.806	3.787	76.78	100
9:30	5.094	3.873	0.336	0.000	0.000	0.000	1.092	0.000	0.000	1.185	5.302	1.865	0.000	0.000	0.326	3.787	77.14	100
10:00	3.140	3.288	0.000	0.000	0.000	0.000	1.092	0.000	0.000	1.539	3.782	1.865	0.000	0.000	0.000	4.818	80.48	100
10:30	2.822	2.624	0.000	0.000	0.000	0.000	0.833	0.000	0.000	1.203	2.607	1.044	0.381	0.000	0.000	4.818	83.67	100
11:00	1.014	0.663	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.914	1.810	0.429	0.381	0.000	0.000	3.209	91.17	100
11:30	0.679	0.337	0.000	0.000	0.000	0.000	0.410	0.000	0.000	0.354	0.728	0.429	0.000	0.000	0.000	2.871	94.19	100
Avg.	1.28	1.17	0.25	0.00	0.00	0.02	0.25	0.00	0.00	0.20	0.74	0.48	0.07	0.02	0.09	1.99	93.45	
Max.	7.33	4.25	1.11	0.00	0.00	0.29	1.09	0.00	0.00	1.74	5.30	1.86	0.84	0.50	0.81	5.86	100	
Std.	1.67	1.26	0.38	0.00	0.00	0.08	0.33	0.00	0.00	0.47	1.25	0.60	0.21	0.09	0.22	1.67	6.69	

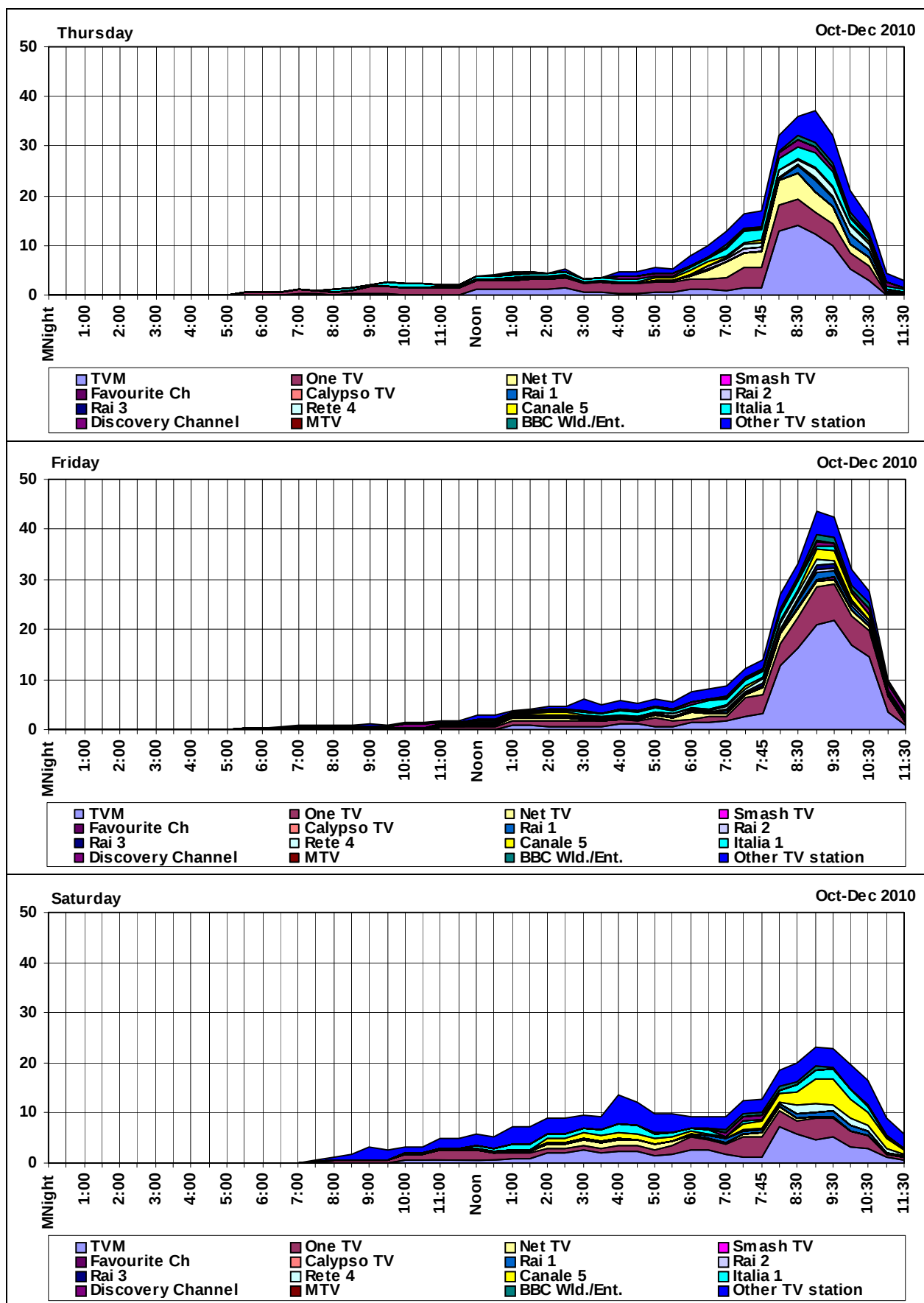
TABLE 7.3.G: TV AUDIENCES – SUNDAY

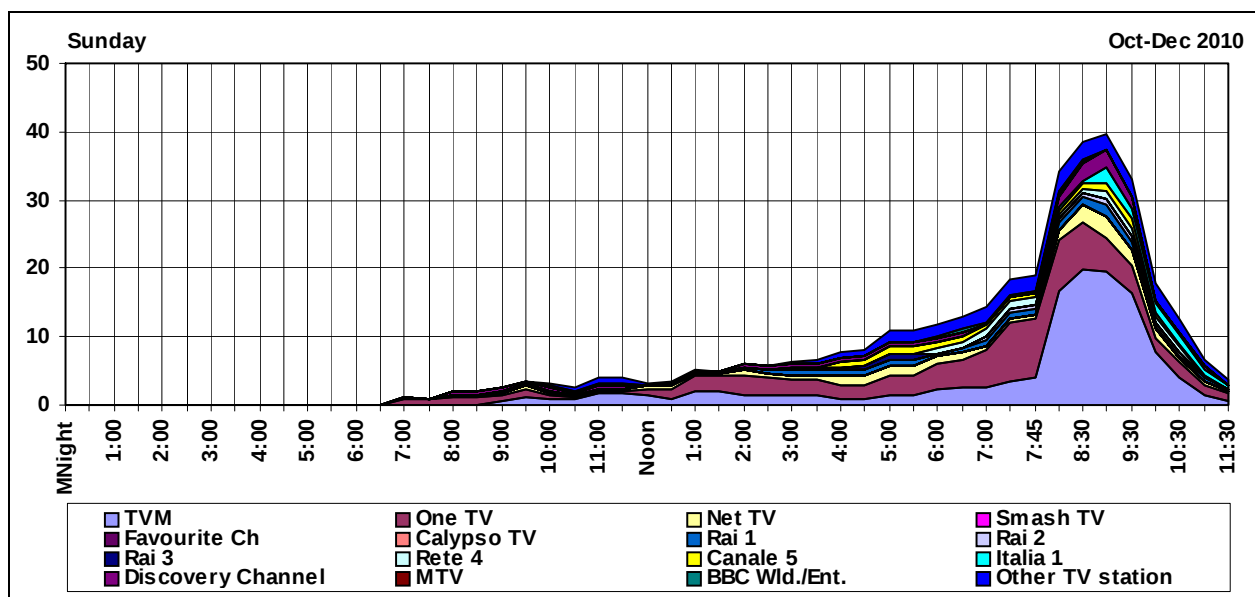
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	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	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	100	100
7:00	0.000	0.818	0.341	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.84	100
7:30	0.000	0.818	0.000	0.000	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
8:00	0.000	1.143	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.000	98.13	100
8:30	0.000	1.143	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.000	98.13	100
9:00	0.677	0.764	0.345	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.000	97.50	100
9:30	1.201	1.195	0.345	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.000	96.55	100
10:00	0.723	0.757	0.345	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.343	0.411	96.71	100
10:30	0.723	0.325	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.343	0.411	97.47	100
11:00	1.725	0.325	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.343	0.935	95.94	100
11:30	1.725	0.325	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.388	0.000	0.343	0.935	95.94	100
NOON	1.313	1.104	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.379	96.86	100
12:30	0.979	1.429	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.379	96.54	100
1:00	2.132	2.097	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.379	94.72	100
1:30	2.132	2.097	0.345	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	95.10	100
2:00	1.542	2.762	0.750	0.000	0.000	0.000	0.379	0.000	0.000	0.000	0.000	0.000	0.563	0.000	0.000	0.000	94.00	100
2:30	1.542	2.429	0.750	0.000	0.000	0.000	0.379	0.000	0.000	0.000	0.000	0.000	0.563	0.000	0.000	0.000	94.34	100
3:00	1.498	2.104	0.750	0.000	0.000	0.000	0.711	0.000	0.362	0.000	0.000	0.000	0.563	0.000	0.000	0.297	93.71	100
3:30	1.498	2.104	0.750	0.000	0.000	0.000	0.711	0.000	0.362	0.000	0.000	0.000	0.563	0.000	0.000	0.740	93.27	100
4:00	0.777	2.227	1.167	0.000	0.000	0.000	0.859	0.000	0.362	0.000	0.877	0.000	0.563	0.000	0.000	0.855	92.31	100
4:30	0.777	2.227	1.167	0.000	0.000	0.000	0.859	0.000	0.725	0.000	0.877	0.000	0.563	0.000	0.000	0.810	92.00	100
5:00	1.484	2.884	1.492	0.000	0.000	0.000	0.859	0.000	0.725	0.000	1.276	0.000	0.563	0.000	0.000	1.555	89.16	100
5:30	1.484	2.884	1.492	0.000	0.000	0.000	0.859	0.000	0.725	0.000	1.276	0.000	0.563	0.000	0.000	1.555	89.16	100
6:00	2.327	3.666	1.160	0.000	0.000	0.000	0.394	0.000	0.000	0.836	0.837	0.000	0.563	0.000	0.343	1.708	88.17	100
6:30	2.670	4.028	1.160	0.000	0.000	0.000	0.394	0.000	0.000	0.836	1.103	0.000	0.563	0.000	0.343	1.708	87.20	100
7:00	2.650	5.426	0.670	0.000	0.000	0.000	0.727	0.527	0.000	1.198	0.664	0.000	0.000	0.000	0.343	2.113	85.68	100
7:30	3.383	8.692	0.670	0.000	0.000	0.000	0.727	0.527	0.000	1.198	0.664	0.000	0.000	0.000	0.343	2.113	81.68	100
7:45	3.910	8.692	0.670	0.000	0.000	0.000	0.727	0.527	0.000	1.198	0.664	0.000	0.000	0.000	0.343	2.113	81.16	100
8:00	16.662	7.408	1.446	0.000	0.000	0.000	1.144	0.527	0.000	0.725	0.664	0.419	1.601	0.297	0.343	3.007	65.76	100
8:30	19.928	6.691	2.698	0.000	0.000	0.000	1.109	0.527	0.000	0.725	0.664	0.419	2.552	0.297	0.343	2.417	61.63	100
9:00	19.552	5.012	3.086	0.000	0.000	0.000	1.637	0.961	0.000	1.159	1.103	2.234	2.552	0.000	0.000	2.299	60.41	100
9:30	16.329	4.170	2.152	0.000	0.000	0.000	1.194	0.961	0.000	1.159	1.465	1.395	1.601	0.000	0.000	2.595	66.98	100
10:00	7.632	2.154	1.419	0.000	0.000	0.000	0.334	0.434	0.000	0.836	0.704	1.395	0.363	0.000	0.000	2.547	82.18	100
10:30	4.102	2.154	0.670	0.000	0.000	0.000	0.334	0.434	0.000	0.836	0.438	1.395	0.363	0.000	0.000	1.907	87.37	100
11:00	1.565	1.326	0.670	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.438	0.976	0.363	0.000	0.000	0.833	93.50	100
11:30	0.434	1.326	0.325	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.000	0.570	0.000	0.000	0.000	0.833	96.18	100
Avg.	2.55	1.93	0.60	0.00	0.00	0.00	0.33	0.11	0.07	0.24	0.28	0.18	0.37	0.01	0.08	0.73	92.52	
Max.	19.93	8.69	3.09	0.00	0.00	0.00	1.64	0.96	0.72	1.20	1.47	2.23	2.55	0.30	0.34	3.01	100	
Std.	4.92	2.28	0.70	0.00	0.00	0.00	0.42	0.25	0.19	0.42	0.44	0.48	0.58	0.06	0.14	0.92	10.16	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

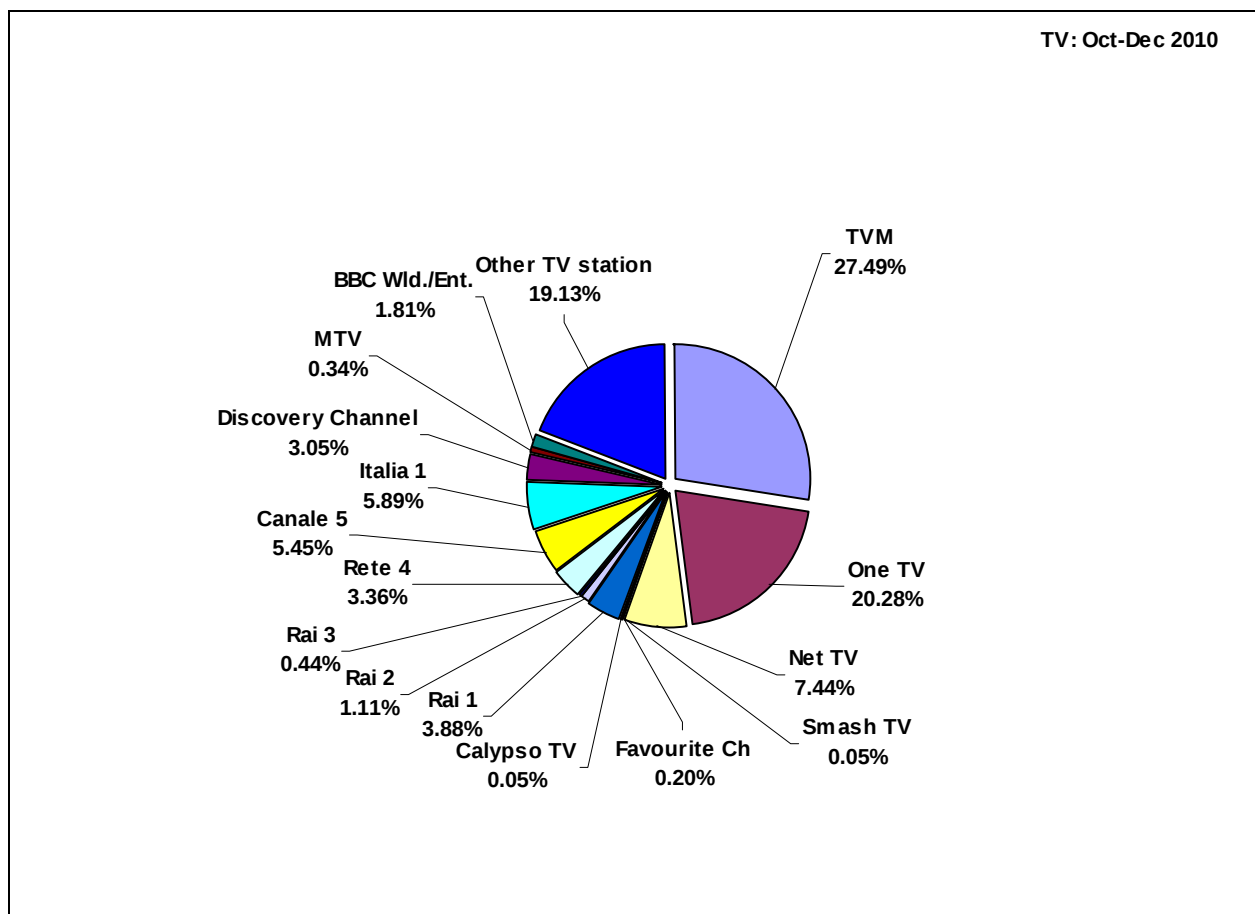
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.053	99.95	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.091	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.000	0.000	0.000	0.000	99.86	100
6:00	0.000	0.091	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.000	0.000	0.000	0.000	99.86	100
6:30	0.000	0.091	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.000	0.000	0.000	0.000	0.045	99.82	100
7:00	0.085	0.431	0.048	0.000	0.000	0.000	0.000	0.000	0.000	0.122	0.000	0.000	0.048	0.000	0.000	0.098	99.17	100
7:30	0.131	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.122	0.000	0.000	0.048	0.000	0.000	0.228	99.04	100
8:00	0.167	0.553	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.122	0.000	0.072	0.103	0.000	0.041	0.260	98.59	100
8:30	0.211	0.598	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.048	0.000	0.072	0.103	0.000	0.041	0.308	98.52	100
9:00	0.426	0.745	0.048	0.000	0.000	0.000	0.046	0.000	0.000	0.048	0.000	0.072	0.103	0.072	0.000	0.714	97.73	100
9:30	0.499	0.697	0.048	0.000	0.000	0.000	0.046	0.000	0.000	0.048	0.000	0.141	0.103	0.000	0.000	0.626	97.79	100
10:00	0.382	0.531	0.048	0.000	0.000	0.041	0.046	0.000	0.000	0.095	0.000	0.198	0.183	0.000	0.048	0.627	97.80	100
10:30	0.382	0.471	0.048	0.000	0.000	0.041	0.000	0.000	0.000	0.095	0.000	0.198	0.183	0.000	0.048	0.627	97.91	100
11:00	0.523	0.669	0.048	0.000	0.037	0.041	0.047	0.000	0.000	0.095	0.000	0.130	0.103	0.000	0.048	0.672	97.59	100
11:30	0.523	0.669	0.048	0.000	0.037	0.041	0.047	0.000	0.000	0.095	0.000	0.130	0.103	0.000	0.048	0.672	97.59	100
NOON	0.649	0.826	0.095	0.000	0.037	0.000	0.148	0.000	0.000	0.095	0.046	0.267	0.048	0.000	0.000	0.812	96.98	100
12:30	0.534	0.798	0.095	0.000	0.037	0.000	0.148	0.000	0.000	0.140	0.046	0.267	0.048	0.000	0.000	0.854	97.03	100
1:00	1.010	0.899	0.244	0.000	0.084	0.000	0.148	0.000	0.000	0.140	0.046	0.333	0.048	0.000	0.047	1.016	95.98	100
1:30	1.010	0.944	0.244	0.000	0.084	0.000	0.148	0.000	0.000	0.140	0.248	0.333	0.048	0.000	0.047	0.991	95.76	100
2:00	0.912	1.184	0.440	0.000	0.047	0.000	0.205	0.060	0.000	0.048	0.452	0.315	0.127	0.000	0.000	1.237	94.97	100
2:30	0.953	1.231	0.440	0.000	0.047	0.000	0.205	0.060	0.000	0.048	0.507	0.315	0.127	0.000	0.000	1.296	94.77	100
3:00	0.869	1.160	0.404	0.000	0.000	0.000	0.201	0.000	0.051	0.048	0.509	0.387	0.079	0.000	0.046	1.631	94.62	100
3:30	0.808	1.323	0.311	0.000	0.000	0.000	0.201	0.000	0.051	0.048	0.626	0.387	0.079	0.000	0.000	1.601	94.57	100
4:00	0.776	1.318	0.365	0.000	0.000	0.000	0.222	0.000	0.051	0.048	0.695	0.607	0.203	0.000	0.000	2.110	93.60	100
4:30	0.916	1.176	0.456	0.000	0.000	0.000	0.171	0.000	0.101	0.048	0.521	0.649	0.203	0.000	0.000	1.958	93.80	100
5:00	1.048	1.487	0.645	0.000	0.000	0.000	0.171	0.000	0.101	0.048	0.576	0.514	0.327	0.144	0.000	1.808	93.13	100
5:30	1.023	1.545	0.594	0.000	0.000	0.000	0.171	0.000	0.101	0.048	0.474	0.472	0.327	0.072	0.000	1.754	93.42	100
6:00	1.595	1.754	0.836	0.000	0.000	0.000	0.297	0.000	0.000	0.165	0.612	0.458	0.324	0.144	0.109	2.038	91.67	100
6:30	1.706	1.951	0.915	0.000	0.000	0.000	0.343	0.080	0.000	0.211	0.604	0.656	0.269	0.195	0.109	2.153	90.81	100
7:00	2.038	2.581	1.154	0.000	0.000	0.000	0.431	0.154	0.048	0.414	0.433	0.567	0.352	0.072	0.331	2.450	88.98	100
7:30	2.333	5.510	1.185	0.000	0.000	0.000	0.491	0.248	0.048	0.556	0.544	0.732	0.352	0.072	0.373	2.340	85.22	100
7:45	2.639	5.500	1.826	0.000	0.000	0.000	0.491	0.248	0.048	0.602	0.544	0.732	0.352	0.072	0.516	2.518	83.91	100
8:00	12.486	5.440	2.556	0.000	0.000	0.000	0.585	0.265	0.048	0.758	0.643	1.100	0.693	0.042	0.658	3.772	70.89	100
8:30	13.628	5.355	3.172	0.000	0.080	0.000	1.109	0.454	0.048	1.091	0.963	1.532	0.985	0.042	0.777	4.272	66.42	100
9:00	13.528	5.137	2.813	0.000	0.080	0.000	1.537	0.518	0.186	1.391	1.920	2.055	1.038	0.181	0.780	5.520	63.25	100
9:30	12.169	4.934	2.251	0.000	0.080	0.000	1.565	0.531	0.161	1.119	2.118	2.059	0.735	0.000	0.609	5.181	66.49	100
10:00	6.930	3.378	1.311	0.000	0.000	0.000	1.336	0.471	0.169	1.041	1.751	1.475	0.522	0.000	0.562	4.115	76.94	100
10:30	4.703	2.707	0.717	0.074	0.000	0.000	1.139	0.391	0.097	0.931	1.451	1.088	0.583	0.000	0.436	3.181	82.50	100
11:00	1.077	1.011	0.237	0.074	0.000	0.000	0.520	0.099	0.097	0.452	0.853	0.435	0.572	0.000	0.096	1.406	93.07	100
11:30	0.293	0.464	0.261	0.000	0.000	0.000	0.341	0.000	0.000	0.204	0.471	0.317	0.350	0.000	0.096	0.987	96.22	100
Avg.	1.82	1.34	0.49	0.00	0.01	0.00	0.26	0.07	0.03	0.22	0.36	0.39	0.20	0.02	0.12	1.26	93.39	
Max.	13.63	5.51	3.17	0.07	0.08	0.04	1.56	0.53	0.19	1.39	2.12	2.06	1.04	0.19	0.78	5.52	100	
Std.	3.58	1.68	0.79	0.01	0.03	0.01	0.41	0.15	0.05	0.35	0.53	0.51	0.26	0.05	0.22	1.42	9.50	







FIGURES 7.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [OCT-DEC 2010]



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2010]

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2010]

		GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
	TOTAL															
TVM	417	179	238	25	64	24	137	98	56	13	69	115	59	70	72	31
	22.7%	19.5%	25.8%	25.2%	20.3%	22.2%	24.4%	21.7%	22.9%	23.1%	19.1%	21.4%	21.7%	27.0%	27.3%	22.4%
ONE	100.0%	42.9%	57.1%	5.9%	15.3%	5.9%	32.8%	23.5%	13.3%	3.2%	16.7%	27.7%	14.2%	16.7%	17.3%	7.5%
	192	94	99	8	20	9	46	64	37	8	47	50	39	27	20	8
	10.5%	10.2%	10.7%	8.2%	6.4%	8.5%	8.2%	14.1%	15.2%	13.6%	13.0%	9.3%	14.4%	10.6%	7.5%	6.1%
Net TV	100.0%	48.7%	51.3%	4.2%	10.5%	4.9%	23.9%	33.2%	19.2%	4.1%	24.5%	26.2%	20.4%	14.2%	10.3%	4.4%
	92	39	53	4	10	4	23	27	20	5	22	32	10	10	14	5
	5.0%	4.3%	5.7%	4.3%	3.1%	3.2%	4.1%	6.0%	8.3%	7.8%	6.1%	5.9%	3.6%	4.0%	5.3%	3.3%
Smash TV	100.0%	42.7%	57.3%	4.6%	10.6%	3.8%	24.7%	29.6%	21.8%	4.9%	23.9%	34.4%	10.5%	11.2%	15.0%	4.9%
	1	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	2.3%	.0%	.0%	.0%	.0%	.5%	.0%
Favorite Channel	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%
	3	1	2	0	0	0	1	2	0	0	1	1	0	0	0	1
	.2%	.2%	.2%	.0%	.0%	.0%	.3%	.3%	.0%	.0%	.2%	.3%	.0%	.0%	.0%	.5%
Calypso Music TV	100.0%	48.8%	51.2%	.0%	.0%	.0%	48.8%	51.2%	.0%	.0%	28.5%	48.8%	.0%	.0%	.0%	22.6%
	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%
Rai 1	100.0%	.0%	100.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
	51	25	25	0	2	1	9	23	12	3	12	15	3	9	7	5
	2.7%	2.7%	2.8%	.0%	.6%	.9%	1.7%	5.1%	5.1%	4.4%	3.2%	2.8%	.9%	3.6%	2.7%	3.4%
Rai 2	100.0%	49.7%	50.3%	.0%	3.9%	2.0%	18.7%	45.9%	24.5%	5.0%	23.2%	29.5%	5.0%	18.5%	14.4%	9.5%
	14	11	4	0	1	1	7	4	1	0	4	4	2	1	2	1
	.8%	1.2%	.4%	.0%	.4%	.9%	1.2%	.9%	.4%	.0%	1.1%	.7%	.8%	.4%	.9%	.6%
Rai 3	100.0%	73.8%	26.2%	.0%	9.4%	7.1%	47.6%	29.8%	6.2%	.0%	27.8%	27.1%	14.7%	7.1%	17.2%	6.1%
	7	4	3	0	0	1	3	2	0	1	0	4	2	0	1	0
	.4%	.5%	.3%	.0%	.0%	1.2%	.5%	.4%	.0%	1.5%	.0%	.8%	.6%	.0%	.5%	.0%
Rete 4	100.0%	62.2%	37.8%	.0%	.0%	18.7%	42.5%	26.4%	.0%	12.5%	.0%	59.5%	23.3%	.0%	17.2%	.0%
	38	22	16	0	0	3	9	13	11	2	9	12	8	1	6	2
	2.1%	2.4%	1.7%	.0%	.0%	3.0%	1.6%	2.8%	4.7%	3.1%	2.5%	2.3%	2.9%	.3%	2.3%	1.1%
Canale 5	100.0%	58.2%	41.8%	.0%	.0%	8.6%	23.7%	33.2%	29.8%	4.8%	24.1%	32.3%	21.1%	2.3%	16.2%	4.1%
	64	17	47	0	10	6	24	17	6	0	14	21	8	9	6	6
	3.5%	1.8%	5.1%	.0%	3.2%	5.5%	4.3%	3.9%	2.5%	.0%	3.9%	3.8%	2.8%	3.5%	2.4%	4.3%
Italia 1	100.0%	26.0%	74.0%	.0%	15.7%	9.6%	37.6%	27.4%	9.7%	.0%	22.1%	32.6%	11.9%	14.3%	9.8%	9.3%
	74	47	27	10	25	7	28	3	2	0	19	18	14	11	3	8
	4.0%	5.1%	2.9%	9.9%	8.0%	6.1%	4.9%	.6%	.7%	.0%	5.2%	3.3%	5.0%	4.4%	1.2%	6.0%
	100.0%	63.6%	36.4%	13.2%	34.3%	9.1%	37.4%	3.6%	2.5%	.0%	25.8%	24.2%	18.6%	15.5%	4.5%	11.4%

		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
Discovery Channel	41	39	2	4	10	4	15	6	3	0	10	12	2	5	9	4
	2.2%	4.2%	.2%	4.3%	3.1%	3.3%	2.7%	1.2%	1.1%	.0%	2.7%	2.2%	.9%	1.8%	3.3%	2.6%
MTV	100.0%	94.5%	5.5%	10.4%	23.6%	8.9%	37.0%	13.4%	6.7%	.0%	23.8%	29.1%	5.8%	11.0%	21.4%	8.8%
	10	7	3	2	7	0	0	1	0	0	2	7	0	0	0	1
	.6%	.8%	.3%	2.1%	2.3%	.0%	.0%	.2%	.0%	.0%	.6%	1.4%	.0%	.0%	.0%	.5%
BBC	100.0%	70.0%	30.0%	20.0%	71.0%	.0%	.0%	9.1%	.0%	.0%	20.0%	72.6%	.0%	.0%	.0%	7.4%
	19	3	16	1	1	0	5	9	2	1	0	5	3	6	3	1
	1.0%	.4%	1.7%	1.3%	.3%	.0%	.8%	2.1%	.8%	1.5%	.0%	1.0%	1.3%	2.4%	1.3%	.5%
Other TV station	100.0%	17.8%	82.2%	6.7%	4.7%	.0%	24.8%	49.1%	10.3%	4.5%	.0%	28.2%	18.0%	32.5%	17.6%	3.8%
	240	133	107	26	55	14	82	38	21	4	44	79	32	35	28	22
	13.1%	14.5%	11.6%	26.7%	17.6%	12.6%	14.6%	8.3%	8.6%	7.4%	12.1%	14.6%	11.9%	13.6%	10.5%	15.7%
No particular station	100.0%	55.4%	44.6%	10.9%	23.1%	5.8%	34.1%	15.7%	8.7%	1.8%	18.3%	33.0%	13.4%	14.6%	11.6%	9.1%
	157	76	82	4	13	2	40	52	37	9	24	53	24	22	25	9
	8.6%	8.3%	8.9%	3.8%	4.1%	2.1%	7.1%	11.5%	15.4%	15.4%	6.7%	9.9%	8.9%	8.4%	9.3%	6.6%
Do not remember	100.0%	48.0%	52.0%	2.3%	8.2%	1.5%	25.5%	33.1%	23.8%	5.6%	15.5%	33.8%	15.4%	13.8%	15.6%	5.8%
	11	5	6	0	1	0	4	4	2	1	1	1	2	2	3	2
	.6%	.6%	.6%	.0%	.3%	.0%	.6%	.8%	.7%	1.5%	.3%	.2%	.6%	.7%	1.2%	1.7%
Do not watch TV	100.0%	47.5%	52.5%	.0%	9.2%	.0%	33.2%	34.9%	14.8%	7.9%	10.3%	8.6%	14.6%	15.9%	29.5%	21.1%
	401	209	192	14	93	33	127	90	33	11	85	109	62	49	61	34
	21.9%	22.8%	20.9%	14.0%	29.6%	30.4%	22.6%	20.0%	13.7%	18.3%	23.4%	20.2%	22.7%	19.1%	23.3%	24.7%
No response	100.0%	52.1%	47.9%	3.4%	23.2%	8.3%	31.6%	22.5%	8.3%	2.6%	21.2%	27.2%	15.4%	12.3%	15.3%	8.6%
	3	3	1	0	2	0	1	0	0	0	0	0	2	0	1	0
	.2%	.3%	.1%	.0%	.7%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.8%	.0%	.5%	.0%
	100.0%	74.4%	25.6%	.0%	64.7%	.0%	35.3%	.0%	.0%	.0%	.0%	.0%	64.7%	.0%	35.3%	.0%
Total	1837	915	922	98	315	110	561	452	243	58	364	540	272	257	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%	49.8%	50.2%	5.3%	17.2%	6.0%	30.5%	24.6%	13.2%	3.1%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [OCT-DEC 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
TVM	417	42	77	46	60	78	42	72	158	116	143
	22.7%	16.3%	29.0%	17.8%	22.9%	28.5%	16.0%	27.8%	25.6%	19.2%	23.1%
	100.0%	10.1%	18.4%	11.1%	14.4%	18.7%	10.1%	17.2%	37.9%	27.8%	34.3%
ONE	192	29	25	26	23	30	26	33	63	68	62
	10.5%	11.3%	9.3%	9.9%	8.9%	11.1%	10.0%	12.7%	10.1%	11.3%	10.1%
	100.0%	15.2%	12.8%	13.4%	12.1%	15.8%	13.7%	17.0%	32.5%	35.2%	32.3%
Net TV	92	23	6	15	17	9	7	14	30	36	26
	5.0%	9.1%	2.4%	5.7%	6.5%	3.4%	2.9%	5.5%	4.8%	6.0%	4.3%
	100.0%	25.4%	7.0%	16.0%	18.2%	10.0%	8.1%	15.3%	32.3%	39.1%	28.6%
Smash TV	1	0	1	0	0	0	0	0	1	0	0
	.1%	.0%	.5%	.0%	.0%	.0%	.0%	.0%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%
Favorite TV	3	0	0	0	1	2	0	0	1	1	1
	.2%	.0%	.0%	.0%	.3%	.8%	.0%	.0%	.1%	.1%	.2%
	100.0%	.0%	.0%	.0%	28.5%	71.5%	.0%	.0%	22.6%	28.5%	48.8%
Calypso Music TV	1	0	0	0	0	0	1	0	0	1	0
	.0%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.1%	.0%
	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%
Rai 1	51	9	4	8	7	4	6	11	11	26	14
	2.7%	3.5%	1.6%	3.2%	2.8%	1.6%	2.2%	4.4%	1.8%	4.3%	2.2%
	100.0%	17.9%	8.6%	16.4%	14.6%	8.9%	11.2%	22.4%	21.4%	51.2%	27.4%
Rai 2	14	3	1	3	2	2	0	2	5	2	7
	.8%	1.3%	.4%	1.3%	.9%	.6%	.0%	1.0%	.9%	.3%	1.1%
	100.0%	23.4%	7.8%	23.4%	16.3%	11.8%	.0%	17.3%	38.1%	13.1%	48.8%
Rai 3	7	0	0	2	1	2	0	2	2	2	3
	.4%	.0%	.0%	.7%	.5%	.8%	.0%	.7%	.3%	.3%	.5%
	100.0%	.0%	.0%	25.3%	17.2%	31.2%	.0%	26.4%	25.7%	28.0%	46.4%
Rete 4	38	3	2	11	6	5	6	5	15	13	10
	2.1%	1.1%	.7%	4.2%	2.4%	1.9%	2.4%	1.8%	2.5%	2.1%	1.6%
	100.0%	7.4%	4.9%	28.5%	16.5%	13.6%	16.5%	12.5%	40.0%	33.6%	26.4%
Canale 5	64	11	8	7	6	7	19	6	24	20	20
	3.5%	4.1%	3.1%	2.7%	2.2%	2.5%	7.2%	2.3%	3.8%	3.3%	3.2%
	100.0%	16.7%	13.1%	10.9%	9.0%	10.9%	30.0%	9.5%	37.4%	31.6%	31.1%
Italia 1	74	8	12	12	14	11	11	6	22	21	31
	4.0%	3.2%	4.4%	4.6%	5.3%	4.1%	4.1%	2.2%	3.6%	3.4%	5.0%
	100.0%	11.1%	15.9%	16.4%	18.7%	15.2%	14.8%	7.8%	30.1%	28.2%	41.8%
Discovery Channel	41	6	5	4	10	5	3	8	13	14	14
	2.2%	2.2%	1.8%	1.7%	3.7%	2.0%	1.2%	3.1%	2.1%	2.3%	2.3%
	100.0%	13.9%	11.5%	10.6%	23.5%	13.0%	7.9%	19.6%	31.5%	34.4%	34.1%
MTV	10	2	1	3	0	1	2	1	2	5	3
	.6%	.9%	.5%	1.0%	.0%	.4%	.9%	.3%	.3%	.8%	.6%
	100.0%	22.5%	12.8%	25.1%	.0%	10.3%	21.9%	7.4%	19.3%	47.6%	33.1%
BBC	19	2	3	5	2	4	2	1	5	8	6
	1.0%	.7%	1.3%	1.8%	.9%	1.4%	.8%	.3%	.8%	1.3%	1.0%
	100.0%	8.9%	18.2%	25.2%	12.3%	19.6%	11.2%	4.7%	25.9%	40.6%	33.6%
Other TV station	240	33	39	43	30	29	42	24	63	77	100
	13.1%	12.9%	14.8%	16.5%	11.3%	10.7%	16.0%	9.3%	10.2%	12.8%	16.2%
	100.0%	13.8%	16.4%	17.9%	12.3%	12.1%	17.5%	10.0%	26.2%	32.1%	41.6%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	157	22	25	26	19	26	20	20	44	69	45
	8.6%	8.5%	9.5%	9.8%	7.2%	9.5%	7.5%	7.9%	7.1%	11.5%	7.2%
	100.0%	13.9%	16.0%	16.2%	11.9%	16.4%	12.5%	12.9%	27.8%	43.8%	28.4%
Did not remember	11	3	0	2	5	1	1	0	6	3	2
	.6%	1.1%	.0%	.7%	1.8%	.3%	.3%	.0%	1.0%	.5%	.3%
	100.0%	25.1%	.0%	17.0%	43.2%	7.6%	7.0%	.0%	59.2%	25.1%	15.7%
Did not watch TV	401	60	54	48	59	55	74	51	150	122	130
	21.9%	23.3%	20.5%	18.5%	22.4%	20.3%	28.2%	19.7%	24.3%	20.2%	21.0%
	100.0%	15.0%	13.6%	12.0%	14.6%	13.8%	18.5%	12.6%	37.3%	30.3%	32.4%
No Response	3	1	0	0	0	0	0	2	3	0	0
	.2%	.5%	.0%	.0%	.0%	.0%	.0%	.9%	.6%	.0%	.0%
	100.0%	35.3%	.0%	.0%	.0%	.0%	.0%	64.7%	100.0%	.0%	.0%
Total	1837	257	265	260	261	272	263	257	618	602	617
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.0%	14.4%	14.2%	14.2%	14.8%	14.3%	14.0%	33.6%	32.7%	33.6%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

