



**BROADCASTING AUTHORITY MALTA
RADIO AND TELEVISION AUDIENCES
MALTA
OCTOBER-DECEMBER 2011**

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [OCT-DEC 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	817	38	131	51	209	227	132	29
	44.4%	43.2%	49.8%	44.3%	41.6%	44.7%	44.6%	41.4%
	100.0%	4.7%	16.0%	6.2%	25.6%	27.8%	16.2%	3.5%
Females	1025	50	132	64	293	281	164	41
	55.6%	56.8%	50.2%	55.7%	58.4%	55.3%	55.4%	58.6%
	100.0%	4.9%	12.9%	6.2%	28.6%	27.4%	16.0%	4.0%
Total	1842	88	263	115	502	508	296	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [OCT-DEC 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	912	46	159	60	280	215	124	27
	49.5%	47.8%	54.3%	49.8%	50.8%	47.0%	47.4%	44.3%
	100.0%	5.1%	17.4%	6.6%	30.7%	23.6%	13.6%	3.0%
Females	930	51	134	60	271	242	138	35
	50.5%	52.2%	45.7%	50.2%	49.2%	53.0%	52.6%	55.7%
	100.0%	5.4%	14.4%	6.5%	29.1%	26.1%	14.8%	3.7%
Total	1842	97	293	120	551	457	262	62
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [OCT-DEC 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	817	141	242	132	126	119	57
	44.4%	39.4%	45.2%	45.1%	45.5%	47.8%	43.8%
	100.0%	17.3%	29.6%	16.2%	15.4%	14.6%	7.0%
Females	1025	217	293	161	151	130	73
	55.6%	60.6%	54.8%	54.9%	54.5%	52.2%	56.2%
	100.0%	21.2%	28.6%	15.7%	14.7%	12.7%	7.1%
Total	1842	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [OCT-DEC 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	912	181	267	136	127	132	69
	49.5%	49.7%	49.2%	49.8%	49.3%	49.7%	49.5%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	930	184	275	137	131	133	70
	50.5%	50.3%	50.8%	50.2%	50.7%	50.3%	50.5%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1842	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

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

1.3.A: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [OCT-DEC 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	88	38	50	17	25	17	11	15	3
	4.8%	4.7%	4.9%	4.7%	4.7%	5.8%	4.0%	6.0%	2.3%
	100.0%	43.2%	56.8%	19.3%	28.4%	19.3%	12.5%	17.0%	3.4%
15-24	263	131	132	48	76	39	48	37	15
	14.3%	16.0%	12.9%	13.4%	14.2%	13.3%	17.3%	14.9%	11.5%
	100.0%	49.8%	50.2%	18.3%	28.9%	14.8%	18.3%	14.1%	5.7%
25-29	115	51	64	26	25	16	23	21	4
	6.2%	6.2%	6.2%	7.3%	4.7%	5.5%	8.3%	8.4%	3.1%
	100.0%	44.3%	55.7%	22.6%	21.7%	13.9%	20.0%	18.3%	3.5%
30-49	502	209	293	79	137	96	70	80	40
	27.3%	25.6%	28.6%	22.1%	25.6%	32.8%	25.3%	32.1%	30.8%
	100.0%	41.6%	58.4%	15.7%	27.3%	19.1%	13.9%	15.9%	8.0%
50-64	508	227	281	110	137	76	83	60	42
	27.6%	27.8%	27.4%	30.7%	25.6%	25.9%	30.0%	24.1%	32.3%
	100.0%	44.7%	55.3%	21.7%	27.0%	15.0%	16.3%	11.8%	8.3%
65-79	296	132	164	60	113	40	30	30	23
	16.1%	16.2%	16.0%	16.8%	21.1%	13.7%	10.8%	12.0%	17.7%
	100.0%	44.6%	55.4%	20.3%	38.2%	13.5%	10.1%	10.1%	7.8%
80+	70	29	41	18	22	9	12	6	3
	3.8%	3.5%	4.0%	5.0%	4.1%	3.1%	4.3%	2.4%	2.3%
	100.0%	41.4%	58.6%	25.7%	31.4%	12.9%	17.1%	8.6%	4.3%
Total	1842	817	1025	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

[Count / Column % / Row %]

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

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	97	46	51	19	30	18	10	15	6
	5.3%	5.1%	5.4%	5.2%	5.5%	6.6%	3.8%	5.7%	4.0%
	100.0%	47.8%	52.2%	19.5%	30.6%	18.4%	10.2%	15.5%	5.7%
15-24	293	159	134	56	90	41	42	37	26
	15.9%	17.4%	14.4%	15.3%	16.7%	15.0%	16.4%	14.0%	18.6%
	100.0%	54.3%	45.7%	19.0%	30.9%	14.0%	14.5%	12.7%	8.9%
25-29	120	60	60	26	30	17	19	21	7
	6.5%	6.6%	6.5%	7.2%	5.5%	6.1%	7.4%	8.0%	5.1%
	100.0%	49.8%	50.2%	22.0%	24.7%	13.9%	15.9%	17.5%	5.9%
30-49	551	280	271	109	162	82	77	79	42
	29.9%	30.7%	29.1%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
	100.0%	50.8%	49.2%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	457	215	242	92	116	70	73	70	37
	24.8%	23.6%	26.1%	25.2%	21.4%	25.7%	28.1%	26.5%	26.2%
	100.0%	47.0%	53.0%	20.1%	25.3%	15.3%	15.9%	15.4%	8.0%
65-79	262	124	138	48	96	37	26	35	20
	14.2%	13.6%	14.8%	13.2%	17.6%	13.6%	10.2%	13.2%	14.4%
	100.0%	47.4%	52.6%	18.4%	36.4%	14.2%	10.0%	13.3%	7.7%
80+	62	27	35	15	19	9	11	7	2
	3.4%	3.0%	3.7%	4.1%	3.4%	3.1%	4.1%	2.6%	1.8%
	100.0%	44.3%	55.7%	23.9%	30.0%	13.7%	17.1%	11.3%	4.0%
Total	1842	912	930	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

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

3.1.A: RADIO CHANNEL REACH: BY GENDER, BY AGE GROUP, AND BY DISTRICT [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	101	35	66	1	2	1	16	36	40	5	13	29	19	19	13	8
	5.5%	4.3%	6.4%	1.1%	.8%	.9%	3.2%	7.1%	13.5%	7.1%	3.6%	5.4%	6.5%	6.9%	5.2%	6.2%
Radju Parlament 106.6	100.0%	34.7%	65.3%	1.0%	2.0%	1.0%	15.8%	35.6%	39.6%	5.0%	12.9%	28.7%	18.8%	18.8%	12.9%	7.9%
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magic Radio	50	21	29	1	7	2	23	16	1	0	8	22	6	5	8	1
	2.7%	2.6%	2.8%	1.1%	2.7%	1.7%	4.6%	3.1%	.3%	0.0%	2.2%	4.1%	2.0%	1.8%	3.2%	.8%
ONE Radio	100.0%	42.0%	58.0%	2.0%	14.0%	4.0%	46.0%	32.0%	2.0%	0.0%	16.0%	44.0%	12.0%	10.0%	16.0%	2.0%
	130	62	68	1	5	0	20	52	46	6	32	44	24	14	7	9
	7.1%	7.6%	6.6%	1.1%	1.9%	0.0%	4.0%	10.2%	15.5%	8.6%	8.9%	8.2%	8.2%	5.1%	2.8%	6.9%
Radio 101	100.0%	47.7%	52.3%	.8%	3.8%	0.0%	15.4%	40.0%	35.4%	4.6%	24.6%	33.8%	18.5%	10.8%	5.4%	6.9%
	46	24	22	2	1	2	11	16	12	2	4	15	5	7	9	6
	2.5%	2.9%	2.1%	2.3%	.4%	1.7%	2.2%	3.1%	4.1%	2.9%	1.1%	2.8%	1.7%	2.5%	3.6%	4.6%
Bay Radio	100.0%	52.2%	47.8%	4.3%	2.2%	4.3%	23.9%	34.8%	26.1%	4.3%	8.7%	32.6%	10.9%	15.2%	19.6%	13.0%
	164	78	86	18	63	23	53	7	0	0	22	51	26	29	25	11
	8.9%	9.5%	8.4%	20.5%	24.0%	20.0%	10.6%	1.4%	0.0%	0.0%	6.1%	9.5%	8.9%	10.5%	10.0%	8.5%
Calypso Radio	100.0%	47.6%	52.4%	11.0%	38.4%	14.0%	32.3%	4.3%	0.0%	0.0%	13.4%	31.1%	15.9%	17.7%	15.2%	6.7%
	93	49	44	3	6	2	20	51	11	0	17	34	13	12	14	3
	5.0%	6.0%	4.3%	3.4%	2.3%	1.7%	4.0%	10.0%	3.7%	0.0%	4.7%	6.4%	4.4%	4.3%	5.6%	2.3%
RTK	100.0%	52.7%	47.3%	3.2%	6.5%	2.2%	21.5%	54.8%	11.8%	0.0%	18.3%	36.6%	14.0%	12.9%	15.1%	3.2%
	79	33	46	0	2	0	21	30	24	2	12	23	12	15	12	5
	4.3%	4.0%	4.5%	0.0%	.8%	0.0%	4.2%	5.9%	8.1%	2.9%	3.4%	4.3%	4.1%	5.4%	4.8%	3.8%
Smash Radio	100.0%	41.8%	58.2%	0.0%	2.5%	0.0%	26.6%	38.0%	30.4%	2.5%	15.2%	29.1%	15.2%	19.0%	15.2%	6.3%
	31	18	13	1	5	3	19	3	0	0	5	3	10	7	2	4
	1.7%	2.2%	1.3%	1.1%	1.9%	2.6%	3.8%	.6%	0.0%	0.0%	1.4%	.6%	3.4%	2.5%	.8%	3.1%
Radju Marija	100.0%	58.1%	41.9%	3.2%	16.1%	9.7%	61.3%	9.7%	0.0%	0.0%	16.1%	9.7%	32.3%	22.6%	6.5%	12.9%
	52	19	33	2	0	1	6	22	16	5	13	15	10	6	6	2
	2.8%	2.3%	3.2%	2.3%	0.0%	.9%	1.2%	4.3%	5.4%	7.1%	3.6%	2.8%	3.4%	2.2%	2.4%	1.5%
Campus FM	100.0%	36.5%	63.5%	3.8%	0.0%	1.9%	11.5%	42.3%	30.8%	9.6%	25.0%	28.8%	19.2%	11.5%	11.5%	3.8%
	9	4	5	0	1	0	2	3	2	1	1	4	1	2	1	0
	.5%	.5%	.5%	0.0%	.4%	0.0%	.4%	.6%	.7%	1.4%	.3%	.7%	.3%	.7%	.4%	0.0%
Vibe FM	100.0%	44.4%	55.6%	0.0%	11.1%	0.0%	22.2%	33.3%	22.2%	11.1%	11.1%	44.4%	11.1%	22.2%	11.1%	0.0%
	55	32	23	5	24	9	16	0	1	0	12	13	12	4	14	0
	3.0%	3.9%	2.2%	5.7%	9.1%	7.8%	3.2%	0.0%	.3%	0.0%	3.4%	2.4%	4.1%	1.4%	5.6%	0.0%
XFM	100.0%	58.2%	41.8%	9.1%	43.6%	16.4%	29.1%	0.0%	1.8%	0.0%	21.8%	23.6%	21.8%	7.3%	25.5%	0.0%
	27	11	16	0	8	6	12	0	1	0	5	12	3	5	2	0
	1.5%	1.3%	1.6%	0.0%	3.0%	5.2%	2.4%	0.0%	.3%	0.0%	1.4%	2.2%	1.0%	1.8%	.8%	0.0%
Community Stations	100.0%	40.7%	59.3%	0.0%	29.6%	22.2%	44.4%	0.0%	3.7%	0.0%	18.5%	44.4%	11.1%	18.5%	7.4%	0.0%
	18	10	8	0	1	2	7	7	1	0	6	6	3	1	0	2
	1.0%	1.2%	.8%	0.0%	.4%	1.7%	1.4%	1.4%	.3%	0.0%	1.7%	1.1%	1.0%	.4%	0.0%	1.5%
Foreign Station	100.0%	55.6%	44.4%	0.0%	5.6%	11.1%	38.9%	38.9%	5.6%	0.0%	33.3%	33.3%	16.7%	5.6%	0.0%	11.1%
	19	17	2	0	2	1	7	5	4	0	4	2	2	4	5	2
	1.0%	2.1%	.2%	0.0%	.8%	.9%	1.4%	1.0%	1.4%	0.0%	1.1%	.4%	.7%	1.4%	2.0%	1.5%
	100.0%	89.5%	10.5%	0.0%	10.5%	5.3%	36.8%	26.3%	21.1%	0.0%	21.1%	10.5%	10.5%	21.1%	26.3%	10.5%

3.1.A: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Other Station	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	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 particular station	40	20	20	0	3	2	7	14	13	1	10	6	10	5	4	5
	2.2%	2.4%	2.0%	0.0%	1.1%	1.7%	1.4%	2.8%	4.4%	1.4%	2.8%	1.1%	3.4%	1.8%	1.6%	3.8%
Did not remember	100.0%	50.0%	50.0%	0.0%	7.5%	5.0%	17.5%	35.0%	32.5%	2.5%	25.0%	15.0%	25.0%	12.5%	10.0%	12.5%
	10	5	5	0	0	0	2	5	3	0	4	1	1	2	1	1
	.5%	.6%	.5%	0.0%	0.0%	0.0%	.4%	1.0%	1.0%	0.0%	1.1%	.2%	.3%	.7%	.4%	.8%
Did not listen to radio	100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	20.0%	50.0%	30.0%	0.0%	40.0%	10.0%	10.0%	20.0%	10.0%	10.0%
	890	363	527	51	130	60	252	234	117	46	184	246	132	137	121	70
	48.3%	44.4%	51.4%	58.0%	49.4%	52.2%	50.2%	46.1%	39.5%	65.7%	51.4%	46.0%	45.1%	49.5%	48.6%	53.8%
No response	100.0%	40.8%	59.2%	5.7%	14.6%	6.7%	28.3%	26.3%	13.1%	5.2%	20.7%	27.6%	14.8%	15.4%	13.6%	7.9%
	28	16	12	3	3	1	8	7	4	2	6	9	4	3	5	1
	1.5%	2.0%	1.2%	3.4%	1.1%	.9%	1.6%	1.4%	1.4%	2.9%	1.7%	1.7%	1.4%	1.1%	2.0%	.8%
	100.0%	57.1%	42.9%	10.7%	10.7%	3.6%	28.6%	25.0%	14.3%	7.1%	21.4%	32.1%	14.3%	10.7%	17.9%	3.6%
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

[Count / Column % / Row %]

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

3.1.B: WEIGHTED RADIO CHANNEL REACH: BY GENDER, BY AGE GROUP AND BY DISTRICT [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Radju Malta	96	36	60	1	2	1	18	33	36	5	12	26	18	17	15	7
	5.2%	3.9%	6.4%	1.1%	.6%	.9%	3.2%	7.2%	13.8%	7.9%	3.4%	4.8%	6.5%	6.8%	5.5%	5.3%
Radju Parlament	100.0%	37.6%	62.4%	1.1%	1.9%	1.1%	18.6%	34.4%	37.7%	5.1%	12.8%	27.3%	18.6%	18.2%	15.3%	7.7%
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magic Radio	50	23	27	1	8	2	24	14	1	0	9	22	5	5	8	1
	2.7%	2.5%	2.9%	1.1%	2.7%	1.6%	4.3%	3.1%	.4%	0.0%	2.5%	4.1%	1.7%	1.8%	3.2%	.9%
ONE radio	100.0%	46.1%	53.9%	2.1%	15.6%	3.8%	47.5%	28.7%	2.3%	0.0%	18.1%	44.0%	9.2%	9.5%	16.7%	2.5%
	120	64	57	1	7	0	23	46	39	5	27	41	22	13	8	9
	6.5%	7.0%	6.1%	1.2%	2.3%	0.0%	4.1%	10.1%	14.7%	8.5%	7.5%	7.6%	8.1%	5.1%	3.1%	6.4%
Radio 101	100.0%	52.9%	47.1%	1.0%	5.5%	0.0%	18.9%	38.2%	32.1%	4.4%	22.6%	34.0%	18.3%	10.8%	6.8%	7.5%
	45	26	19	2	1	2	13	14	11	2	5	14	5	6	9	6
	2.5%	2.9%	2.0%	2.3%	.2%	1.7%	2.3%	3.1%	4.3%	3.2%	1.3%	2.7%	1.8%	2.5%	3.5%	4.0%
Bay Radio	100.0%	58.0%	42.0%	4.9%	1.5%	4.6%	28.2%	31.3%	25.2%	4.4%	10.6%	31.9%	10.7%	14.1%	20.3%	12.4%
	180	96	84	20	72	23	59	6	0	0	26	61	26	26	25	15
	9.8%	10.5%	9.0%	20.3%	24.5%	19.3%	10.7%	1.4%	0.0%	0.0%	7.2%	11.3%	9.5%	10.0%	9.6%	10.8%
Calypso Radio	100.0%	53.3%	46.7%	10.9%	39.9%	12.9%	32.8%	3.5%	0.0%	0.0%	14.6%	34.2%	14.5%	14.3%	14.1%	8.4%
	92	53	39	3	7	2	23	46	11	0	17	33	12	11	16	3
	5.0%	5.8%	4.2%	3.5%	2.2%	1.8%	4.2%	10.1%	4.1%	0.0%	4.6%	6.2%	4.5%	4.3%	6.0%	2.2%
RTK	100.0%	57.3%	42.7%	3.7%	7.0%	2.4%	25.1%	50.0%	11.8%	0.0%	18.1%	36.0%	13.3%	12.1%	17.2%	3.3%
	75	33	42	0	3	0	21	28	21	2	13	20	11	14	13	4
	4.1%	3.7%	4.5%	0.0%	.9%	0.0%	3.9%	6.2%	8.1%	3.0%	3.5%	3.8%	3.9%	5.3%	5.1%	3.1%
Smash Radio	100.0%	44.3%	55.7%	0.0%	3.5%	0.0%	28.4%	37.6%	28.1%	2.5%	17.0%	27.1%	14.2%	18.1%	17.9%	5.8%
	35	23	12	1	5	3	23	3	0	0	7	4	10	7	2	5
	1.9%	2.5%	1.3%	1.1%	1.9%	2.5%	4.1%	.6%	0.0%	0.0%	2.0%	.8%	3.6%	2.6%	.9%	3.3%
Radju Marija	100.0%	65.3%	34.7%	3.0%	15.6%	8.7%	64.8%	7.9%	0.0%	0.0%	20.6%	12.4%	28.0%	19.4%	6.6%	13.1%
	47	18	29	2	0	1	6	20	13	5	11	13	9	5	7	2
	2.5%	2.0%	3.1%	1.9%	0.0%	.9%	1.1%	4.4%	5.0%	7.4%	3.1%	2.4%	3.3%	2.0%	2.5%	1.3%
Campus FM	100.0%	39.0%	61.0%	4.0%	0.0%	2.2%	12.7%	43.2%	28.2%	9.8%	24.2%	27.9%	19.1%	10.7%	14.4%	3.7%
	9	4	5	0	1	0	2	3	2	1	1	4	1	2	1	0
	.5%	.4%	.5%	0.0%	.4%	0.0%	.3%	.6%	.7%	1.4%	.3%	.7%	.4%	.7%	.4%	0.0%
Vibe FM	100.0%	41.5%	58.5%	0.0%	12.3%	0.0%	21.9%	33.7%	22.1%	10.0%	11.6%	41.9%	12.3%	20.4%	13.8%	0.0%
	60	38	23	5	26	10	18	0	1	0	15	16	12	4	14	0
	3.3%	4.1%	2.4%	5.5%	9.0%	8.5%	3.2%	0.0%	.3%	0.0%	4.0%	2.9%	4.4%	1.5%	5.4%	0.0%
X FM	100.0%	62.3%	37.7%	8.8%	43.7%	16.9%	29.3%	0.0%	1.4%	0.0%	24.2%	26.3%	19.7%	6.2%	23.6%	0.0%
	29	14	15	0	8	6	14	0	1	0	5	15	3	5	2	0
	1.6%	1.5%	1.6%	0.0%	2.9%	4.8%	2.5%	0.0%	.3%	0.0%	1.3%	2.7%	1.0%	1.9%	.8%	0.0%
Community Stations	100.0%	47.7%	52.3%	0.0%	29.2%	19.9%	48.1%	0.0%	2.9%	0.0%	16.2%	50.4%	9.7%	16.7%	7.0%	0.0%
	20	13	7	0	1	2	9	6	1	0	6	8	3	1	0	2
	1.1%	1.4%	.8%	0.0%	.5%	1.9%	1.7%	1.3%	.4%	0.0%	1.7%	1.4%	1.1%	.3%	0.0%	1.6%
Foreign Station	100.0%	63.6%	36.4%	0.0%	7.2%	11.3%	46.3%	30.2%	5.1%	0.0%	30.7%	38.9%	14.8%	4.5%	0.0%	11.0%
	22	20	2	0	3	1	9	5	4	0	5	2	2	5	6	2
	1.2%	2.2%	.2%	0.0%	.9%	1.0%	1.6%	1.1%	1.6%	0.0%	1.5%	.3%	.7%	1.8%	2.2%	1.8%
	100.0%	91.1%	8.9%	0.0%	11.8%	5.3%	40.4%	22.9%	19.7%	0.0%	24.3%	7.7%	9.3%	21.0%	26.3%	11.4%

3.1.B: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO & COMINO
Other Radio Station	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No Unique Station	39	22	17	0	4	2	8	13	11	1	9	5	10	5	5	6
	2.1%	2.4%	1.9%	0.0%	1.4%	1.6%	1.4%	2.9%	4.3%	1.4%	2.5%	1.0%	3.5%	2.0%	1.8%	4.0%
Do not Remember	100.0%	56.1%	43.9%	0.0%	10.7%	4.9%	20.1%	33.7%	28.5%	2.2%	23.4%	13.1%	24.3%	13.3%	11.9%	14.0%
	9	5	4	0	0	0	2	5	3	0	4	1	1	2	1	1
	.5%	.6%	.5%	0.0%	0.0%	0.0%	.4%	1.0%	1.0%	0.0%	1.0%	.2%	.4%	.7%	.4%	.6%
Did not listen to radio	100.0%	53.5%	46.5%	0.0%	0.0%	0.0%	22.9%	49.7%	27.4%	0.0%	40.5%	8.8%	11.1%	18.6%	12.2%	8.8%
	886	409	477	57	142	63	271	208	104	40	187	248	121	128	127	76
	48.1%	44.8%	51.3%	59.1%	48.6%	52.8%	49.3%	45.5%	39.5%	64.2%	51.2%	45.7%	44.2%	49.8%	47.8%	54.3%
No Reply	100.0%	46.1%	53.9%	6.5%	16.1%	7.2%	30.6%	23.5%	11.7%	4.5%	21.1%	27.9%	13.6%	14.5%	14.3%	8.5%
	27	16	11	3	3	1	9	6	3	2	6	9	4	3	5	1
	1.5%	1.8%	1.1%	3.1%	1.0%	.8%	1.6%	1.3%	1.3%	3.0%	1.5%	1.6%	1.4%	1.1%	1.9%	.7%
	100.0%	60.6%	39.4%	11.0%	11.3%	3.7%	31.6%	22.8%	12.7%	6.8%	20.8%	32.5%	14.1%	10.6%	18.6%	3.4%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

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

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

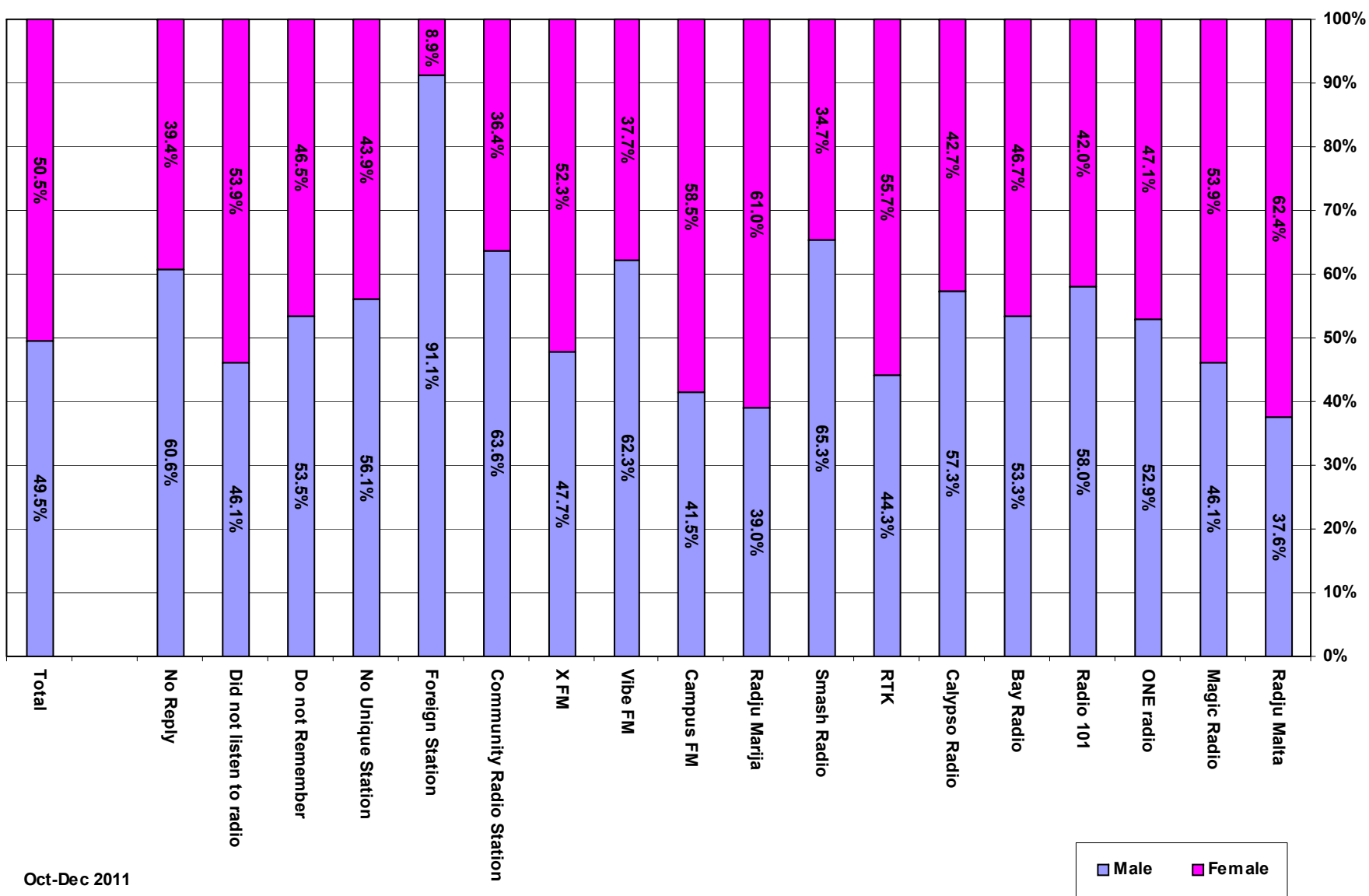


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [OCT-DEC 2011]

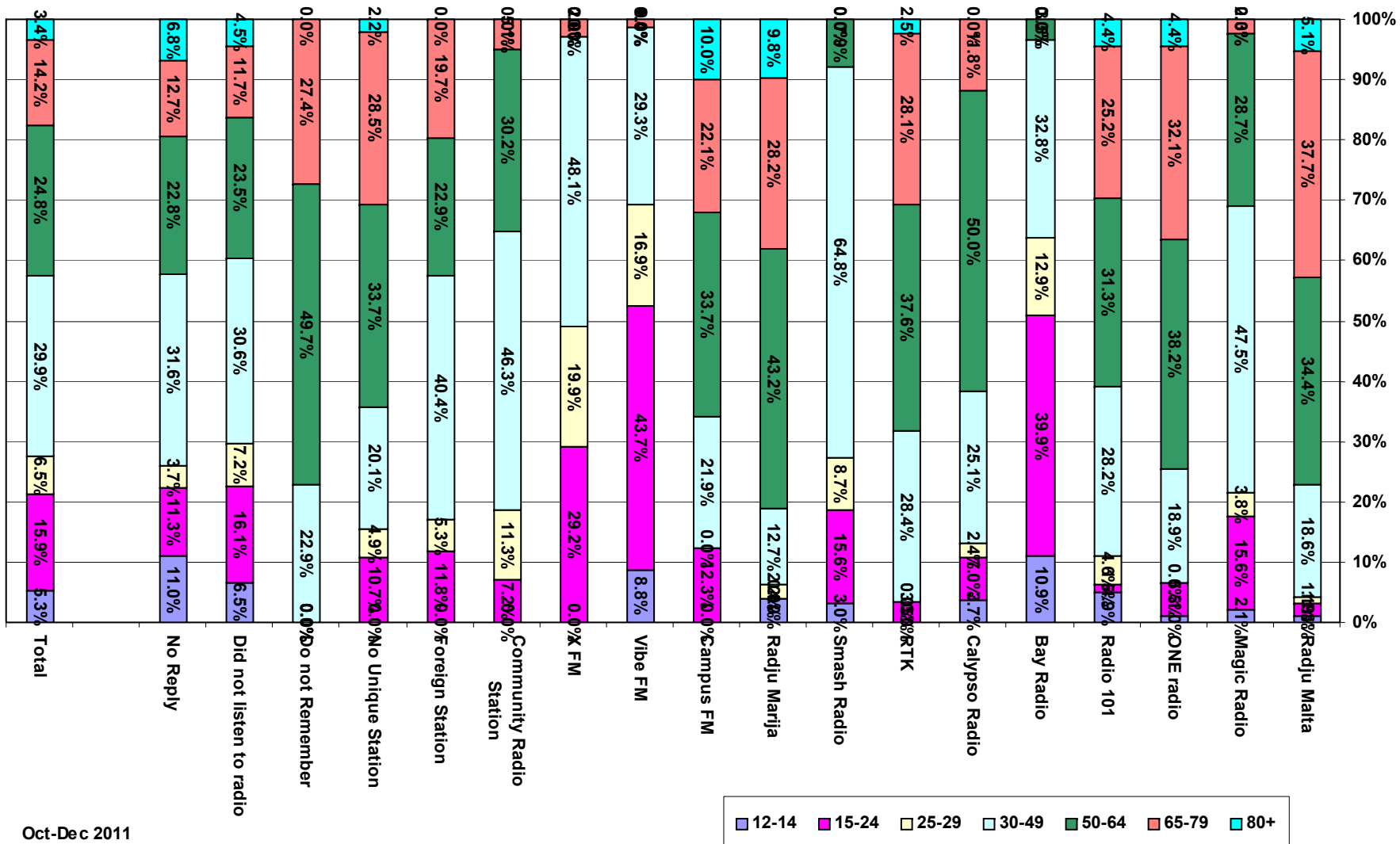


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [OCT-DEC 2011]

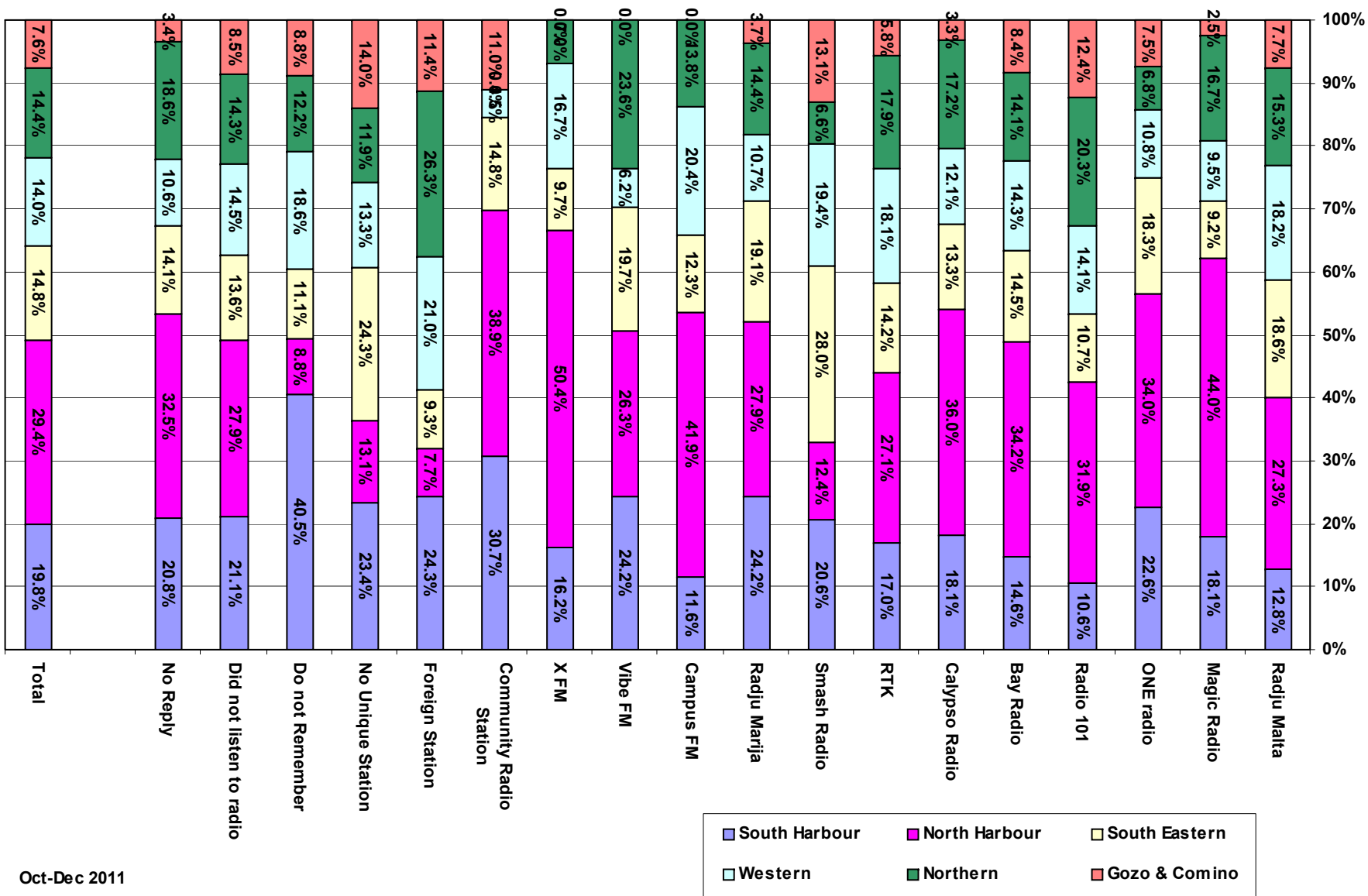


FIGURE 3.1.B3: WEIGHTED RADIO REACH: BY DISTRICT [OCT-DEC 2011]

3.4.A: TV CHANNEL REACH: BY GENDER, BY AGE GROUPS AND BY DISTRICTS[OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	477	198	279	27	64	24	154	133	58	17	67	133	78	84	78	37
	25.9%	24.2%	27.2%	30.7%	24.3%	20.9%	30.7%	26.2%	19.6%	24.3%	18.7%	24.9%	26.6%	30.3%	31.3%	28.5%
	100.0%	41.5%	58.5%	5.7%	13.4%	5.0%	32.3%	27.9%	12.2%	3.6%	14.0%	27.9%	16.4%	17.6%	16.4%	7.8%
ONE	207	81	126	9	16	6	40	79	48	9	57	58	42	17	21	12
	11.2%	9.9%	12.3%	10.2%	6.1%	5.2%	8.0%	15.6%	16.2%	12.9%	15.9%	10.8%	14.3%	6.1%	8.4%	9.2%
	100.0%	39.1%	60.9%	4.3%	7.7%	2.9%	19.3%	38.2%	23.2%	4.3%	27.5%	28.0%	20.3%	8.2%	10.1%	5.8%
Net TV	86	36	50	7	9	2	16	19	28	5	23	23	11	10	10	9
	4.7%	4.4%	4.9%	8.0%	3.4%	1.7%	3.2%	3.7%	9.5%	7.1%	6.4%	4.3%	3.8%	3.6%	4.0%	6.9%
	100.0%	41.9%	58.1%	8.1%	10.5%	2.3%	18.6%	22.1%	32.6%	5.8%	26.7%	26.7%	12.8%	11.6%	11.6%	10.5%
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Favourite Channel	10	2	8	0	0	1	4	4	1	0	1	1	3	0	5	0
	.5%	.2%	.8%	0.0%	0.0%	.9%	.8%	.8%	.3%	0.0%	.3%	.2%	1.0%	0.0%	2.0%	0.0%
	100.0%	20.0%	80.0%	0.0%	0.0%	10.0%	40.0%	40.0%	10.0%	0.0%	10.0%	10.0%	30.0%	0.0%	50.0%	0.0%
Calypso TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
iTV	2	2	0	0	0	0	1	1	0	0	0	1	0	0	1	0
	.1%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	.4%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%
Prime TV	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
	.1%	0.0%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rai 1	54	23	31	0	3	1	11	16	19	4	5	23	4	10	10	2
	2.9%	2.8%	3.0%	0.0%	1.1%	.9%	2.2%	3.1%	6.4%	5.7%	1.4%	4.3%	1.4%	3.6%	4.0%	1.5%
	100.0%	42.6%	57.4%	0.0%	5.6%	1.9%	20.4%	29.6%	35.2%	7.4%	9.3%	42.6%	7.4%	18.5%	18.5%	3.7%
Rai 2	18	14	4	1	1	0	10	3	3	0	3	6	3	2	2	2
	1.0%	1.7%	.4%	1.1%	.4%	0.0%	2.0%	.6%	1.0%	0.0%	.8%	1.1%	1.0%	.7%	.8%	1.5%
	100.0%	77.8%	22.2%	5.6%	5.6%	0.0%	55.6%	16.7%	16.7%	0.0%	16.7%	33.3%	16.7%	11.1%	11.1%	11.1%
Rai 3	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	.1%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.4%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rete 4	17	5	12	0	2	0	3	6	5	1	7	5	5	0	0	0
	.9%	.6%	1.2%	0.0%	.8%	0.0%	.6%	1.2%	1.7%	1.4%	2.0%	.9%	1.7%	0.0%	0.0%	0.0%
	100.0%	29.4%	70.6%	0.0%	11.8%	0.0%	17.6%	35.3%	29.4%	5.9%	41.2%	29.4%	29.4%	0.0%	0.0%	0.0%
Canale 5	61	10	51	0	4	9	22	21	4	1	18	15	10	8	8	2
	3.3%	1.2%	5.0%	0.0%	1.5%	7.8%	4.4%	4.1%	1.4%	1.4%	5.0%	2.8%	3.4%	2.9%	3.2%	1.5%
	100.0%	16.4%	83.6%	0.0%	6.6%	14.8%	36.1%	34.4%	6.6%	1.6%	29.5%	24.6%	16.4%	13.1%	13.1%	3.3%
Italia 1	58	36	22	4	23	12	15	3	0	1	12	15	7	9	11	4
	3.1%	4.4%	2.1%	4.5%	8.7%	10.4%	3.0%	.6%	0.0%	1.4%	3.4%	2.8%	2.4%	3.2%	4.4%	3.1%
	100.0%	62.1%	37.9%	6.9%	39.7%	20.7%	25.9%	5.2%	0.0%	1.7%	20.7%	25.9%	12.1%	15.5%	19.0%	6.9%

3.4.A: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Discovery Channel/s	52	39	13	5	12	5	17	10	2	1	6	12	8	10	10	6
	2.8%	4.8%	1.3%	5.7%	4.6%	4.3%	3.4%	2.0%	.7%	1.4%	1.7%	2.2%	2.7%	3.6%	4.0%	4.6%
	100.0%	75.0%	25.0%	9.6%	23.1%	9.6%	32.7%	19.2%	3.8%	1.9%	11.5%	23.1%	15.4%	19.2%	19.2%	11.5%
MTV	7	3	4	1	5	0	0	1	0	0	1	5	0	1	0	0
	.4%	.4%	.4%	1.1%	1.9%	0.0%	0.0%	.2%	0.0%	0.0%	.3%	.9%	0.0%	.4%	0.0%	0.0%
	100.0%	42.9%	57.1%	14.3%	71.4%	0.0%	0.0%	14.3%	0.0%	0.0%	14.3%	71.4%	0.0%	14.3%	0.0%	0.0%
BBC Prime/World/Ent.	21	7	14	0	1	0	6	7	6	1	6	7	1	3	3	1
	1.1%	.9%	1.4%	0.0%	.4%	0.0%	1.2%	1.4%	2.0%	1.4%	1.7%	1.3%	.3%	1.1%	1.2%	.8%
	100.0%	33.3%	66.7%	0.0%	4.8%	0.0%	28.6%	33.3%	28.6%	4.8%	28.6%	33.3%	4.8%	14.3%	14.3%	4.8%
Other Station	156	72	84	18	19	10	42	50	15	2	24	57	15	26	25	9
	8.5%	8.8%	8.2%	20.5%	7.2%	8.7%	8.4%	9.8%	5.1%	2.9%	6.7%	10.7%	5.1%	9.4%	10.0%	6.9%
	100.0%	46.2%	53.8%	11.5%	12.2%	6.4%	26.9%	32.1%	9.6%	1.3%	15.4%	36.5%	9.6%	16.7%	16.0%	5.8%
No Unique TV Station	132	59	73	3	7	2	26	39	44	11	30	40	23	17	12	10
	7.2%	7.2%	7.1%	3.4%	2.7%	1.7%	5.2%	7.7%	14.9%	15.7%	8.4%	7.5%	7.8%	6.1%	4.8%	7.7%
	100.0%	44.7%	55.3%	2.3%	5.3%	1.5%	19.7%	29.5%	33.3%	8.3%	22.7%	30.3%	17.4%	12.9%	9.1%	7.6%
Do not Remember	19	10	9	1	1	0	3	6	4	4	4	6	5	1	1	2
	1.0%	1.2%	.9%	1.1%	.4%	0.0%	.6%	1.2%	1.4%	5.7%	1.1%	1.1%	1.7%	.4%	.4%	1.5%
	100.0%	52.6%	47.4%	5.3%	5.3%	0.0%	15.8%	31.6%	21.1%	21.1%	21.1%	31.6%	26.3%	5.3%	5.3%	10.5%
Did not watch TV	442	206	236	11	91	42	129	104	53	12	86	122	74	75	51	34
	24.0%	25.2%	23.0%	12.5%	34.6%	36.5%	25.7%	20.5%	17.9%	17.1%	24.0%	22.8%	25.3%	27.1%	20.5%	26.2%
	100.0%	46.6%	53.4%	2.5%	20.6%	9.5%	29.2%	23.5%	12.0%	2.7%	19.5%	27.6%	16.7%	17.0%	11.5%	7.7%
No Reply	21	13	8	1	5	1	3	6	4	1	8	6	4	2	1	0
	1.1%	1.6%	.8%	1.1%	1.9%	.9%	.6%	1.2%	1.4%	1.4%	2.2%	1.1%	1.4%	.7%	.4%	0.0%
	100.0%	61.9%	38.1%	4.8%	23.8%	4.8%	14.3%	28.6%	19.0%	4.8%	38.1%	28.6%	19.0%	9.5%	4.8%	0.0%
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

[Count / Column % / Row %]

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

3.4.B: WEIGHTED TV CHANNEL REACH: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	478	223	255	30	69	23	167	122	52	16	73	134	73	79	83	37
	26.0%	24.5%	27.4%	30.7%	23.6%	19.5%	30.3%	26.6%	19.9%	25.0%	19.9%	24.6%	26.6%	30.5%	31.5%	26.8%
	100.0%	46.7%	53.3%	6.2%	14.4%	4.9%	34.8%	25.4%	10.9%	3.2%	15.2%	27.9%	15.2%	16.4%	17.4%	7.8%
ONE	197	86	111	11	18	6	43	70	41	8	53	55	39	16	23	11
	10.7%	9.5%	11.9%	11.0%	6.3%	5.1%	7.8%	15.3%	15.6%	12.8%	14.7%	10.1%	14.3%	6.1%	8.7%	7.9%
	100.0%	43.8%	56.2%	5.4%	9.3%	3.1%	21.8%	35.5%	20.7%	4.0%	27.1%	27.7%	19.8%	8.0%	11.7%	5.6%
Net TV	84	40	44	7	12	2	16	17	25	4	21	22	10	9	10	11
	4.5%	4.4%	4.7%	7.6%	4.1%	1.5%	2.9%	3.8%	9.4%	7.0%	5.8%	4.0%	3.7%	3.6%	3.9%	7.7%
	100.0%	47.8%	52.2%	8.9%	14.3%	2.1%	19.4%	20.7%	29.4%	5.2%	25.5%	26.0%	12.0%	11.1%	12.5%	12.9%
Smash TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education 22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Favourite Channel	10	2	7	0	0	1	4	4	1	0	1	1	2	0	6	0
	.5%	.2%	.8%	0.0%	0.0%	.8%	.6%	1.0%	.3%	0.0%	.2%	.2%	.8%	0.0%	2.2%	0.0%
	100.0%	22.4%	77.6%	0.0%	0.0%	10.4%	36.4%	45.8%	7.4%	0.0%	7.4%	9.7%	23.6%	0.0%	59.3%	0.0%
Calypso TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
iTV	2	2	0	0	0	0	1	1	0	0	0	1	0	0	1	0
	.1%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	.4%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	57.4%	42.6%	0.0%	0.0%	0.0%	42.6%	0.0%	0.0%	57.4%	0.0%
Prime TV	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
	.0%	0.0%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rai 1	51	22	29	0	3	1	11	14	18	3	5	20	4	9	11	2
	2.7%	2.4%	3.1%	0.0%	.9%	.9%	2.1%	3.1%	6.8%	5.5%	1.5%	3.7%	1.4%	3.4%	4.2%	1.3%
	100.0%	43.3%	56.7%	0.0%	5.5%	2.1%	22.3%	28.2%	35.2%	6.7%	10.6%	39.5%	7.5%	17.3%	21.7%	3.5%
Rai 2	21	17	4	1	1	0	13	3	3	0	4	7	3	2	2	2
	1.1%	1.9%	.4%	1.1%	.4%	0.0%	2.3%	.6%	1.1%	0.0%	1.0%	1.4%	1.0%	.8%	.9%	1.6%
	100.0%	82.4%	17.6%	5.2%	5.1%	0.0%	62.8%	13.6%	13.4%	0.0%	18.5%	36.0%	13.7%	10.0%	11.3%	10.6%
Rai 3	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	.0%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rete 4	15	6	10	0	2	0	3	5	4	1	7	4	4	0	0	0
	.8%	.7%	1.0%	0.0%	.8%	0.0%	.6%	1.1%	1.6%	1.4%	1.9%	.8%	1.5%	0.0%	0.0%	0.0%
	100.0%	38.3%	61.7%	0.0%	16.0%	0.0%	20.8%	31.2%	26.4%	5.5%	45.6%	27.2%	27.1%	0.0%	0.0%	0.0%
Canale 5	58	12	47	0	4	9	22	19	3	1	16	15	9	7	8	3
	3.2%	1.3%	5.0%	0.0%	1.5%	7.2%	4.1%	4.1%	1.2%	1.1%	4.5%	2.8%	3.1%	2.8%	3.1%	2.0%
	100.0%	20.2%	79.8%	0.0%	7.7%	14.9%	38.4%	32.3%	5.6%	1.2%	28.2%	26.0%	14.7%	12.4%	14.0%	4.8%
Italia 1	67	46	21	4	26	13	20	3	0	1	16	19	7	9	11	5
	3.6%	5.0%	2.3%	4.1%	9.0%	10.9%	3.6%	.7%	0.0%	1.3%	4.3%	3.5%	2.6%	3.5%	4.2%	3.7%
	100.0%	68.5%	31.5%	5.9%	39.3%	19.5%	29.7%	4.4%	0.0%	1.2%	23.4%	28.3%	10.4%	13.4%	16.7%	7.8%

3.4.B: CONT/...

	TOTAL	GENDER		AGE GROUP							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Discovery Channel/s	56	45	11	6	13	6	19	10	2	1	6	14	8	10	10	7
	3.0%	4.9%	1.2%	6.2%	4.5%	4.9%	3.4%	2.1%	.7%	1.1%	1.7%	2.7%	2.8%	4.0%	3.9%	4.9%
	100.0%	80.2%	19.8%	10.8%	23.5%	10.5%	33.4%	17.5%	3.1%	1.3%	11.4%	25.8%	13.7%	18.2%	18.6%	12.3%
MTV	8	3	4	1	6	0	0	1	0	0	1	6	0	1	0	0
	.4%	.4%	.5%	.7%	2.1%	0.0%	0.0%	.2%	0.0%	0.0%	.4%	1.0%	0.0%	.3%	0.0%	0.0%
	100.0%	45.0%	55.0%	8.9%	80.0%	0.0%	0.0%	11.1%	0.0%	0.0%	18.4%	72.6%	0.0%	8.9%	0.0%	0.0%
BBC Prime/World/Ent.	19	6	12	0	1	0	6	6	5	1	6	6	1	3	3	1
	1.0%	.7%	1.3%	0.0%	.3%	0.0%	1.1%	1.3%	2.1%	1.3%	1.5%	1.1%	.3%	1.1%	1.1%	.7%
	100.0%	34.3%	65.7%	0.0%	4.7%	0.0%	31.4%	30.6%	28.9%	4.4%	29.2%	31.6%	4.5%	14.6%	15.2%	4.9%
Other Station	158	81	77	19	20	11	47	46	13	2	23	62	14	23	26	10
	8.6%	8.9%	8.3%	20.0%	6.8%	9.0%	8.5%	10.1%	5.1%	2.8%	6.4%	11.4%	5.1%	9.0%	9.9%	6.9%
	100.0%	51.1%	48.9%	12.3%	12.5%	6.8%	29.6%	29.3%	8.4%	1.1%	14.7%	39.0%	8.9%	14.7%	16.6%	6.1%
No Unique TV Station	128	64	64	4	9	2	31	34	39	9	30	39	21	16	13	9
	7.0%	7.0%	6.9%	3.9%	2.9%	1.6%	5.7%	7.5%	15.0%	15.1%	8.2%	7.2%	7.8%	6.1%	5.1%	6.8%
	100.0%	49.8%	50.2%	3.0%	6.6%	1.5%	24.3%	26.7%	30.6%	7.3%	23.2%	30.2%	16.5%	12.3%	10.4%	7.4%
Do not Remember	18	11	8	1	1	0	4	5	3	4	4	6	5	1	1	2
	1.0%	1.2%	.8%	1.2%	.4%	0.0%	.7%	1.2%	1.3%	6.0%	1.0%	1.1%	1.8%	.3%	.4%	1.2%
	100.0%	57.1%	42.9%	6.5%	5.7%	0.0%	20.0%	29.2%	18.6%	20.1%	20.2%	33.9%	26.0%	4.6%	6.3%	9.0%
Did not watch TV	448	230	217	12	101	45	140	91	47	11	89	125	70	70	53	40
	24.3%	25.3%	23.4%	12.3%	34.5%	37.4%	25.5%	20.0%	18.0%	17.8%	24.5%	23.1%	25.6%	27.3%	20.1%	28.4%
	100.0%	51.4%	48.6%	2.7%	22.5%	10.1%	31.3%	20.4%	10.5%	2.5%	20.0%	28.0%	15.6%	15.7%	11.9%	8.9%
No Reply	22	14	8	1	6	1	4	6	4	1	9	6	4	2	1	0
	1.2%	1.6%	.8%	1.1%	1.9%	1.2%	.7%	1.2%	1.4%	1.6%	2.4%	1.2%	1.5%	.7%	.4%	0.0%
	100.0%	65.0%	35.0%	4.8%	25.4%	6.5%	16.6%	25.5%	16.7%	4.6%	40.4%	28.7%	18.1%	8.2%	4.6%	0.0%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

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

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

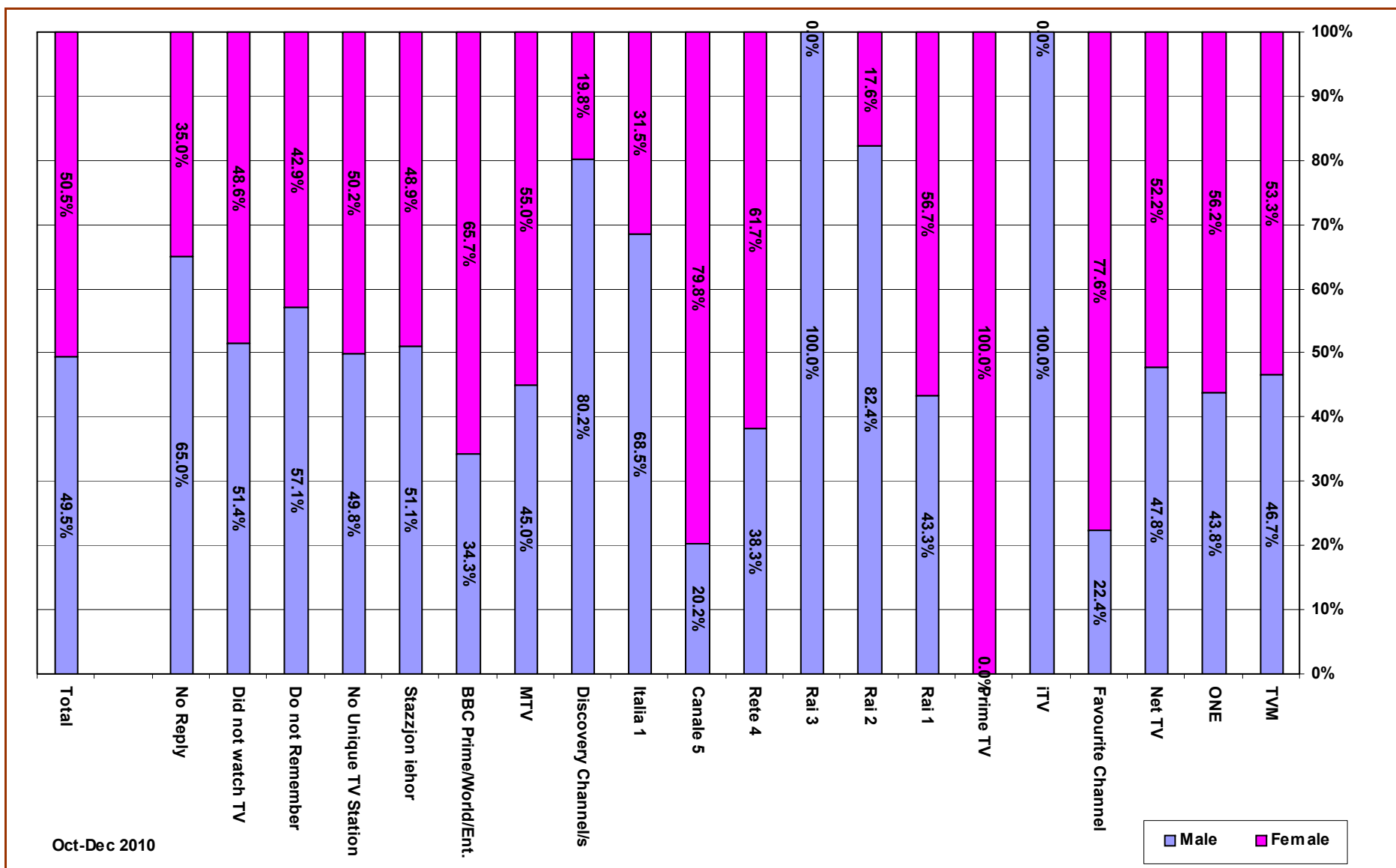


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [OCT-DEC 2011]

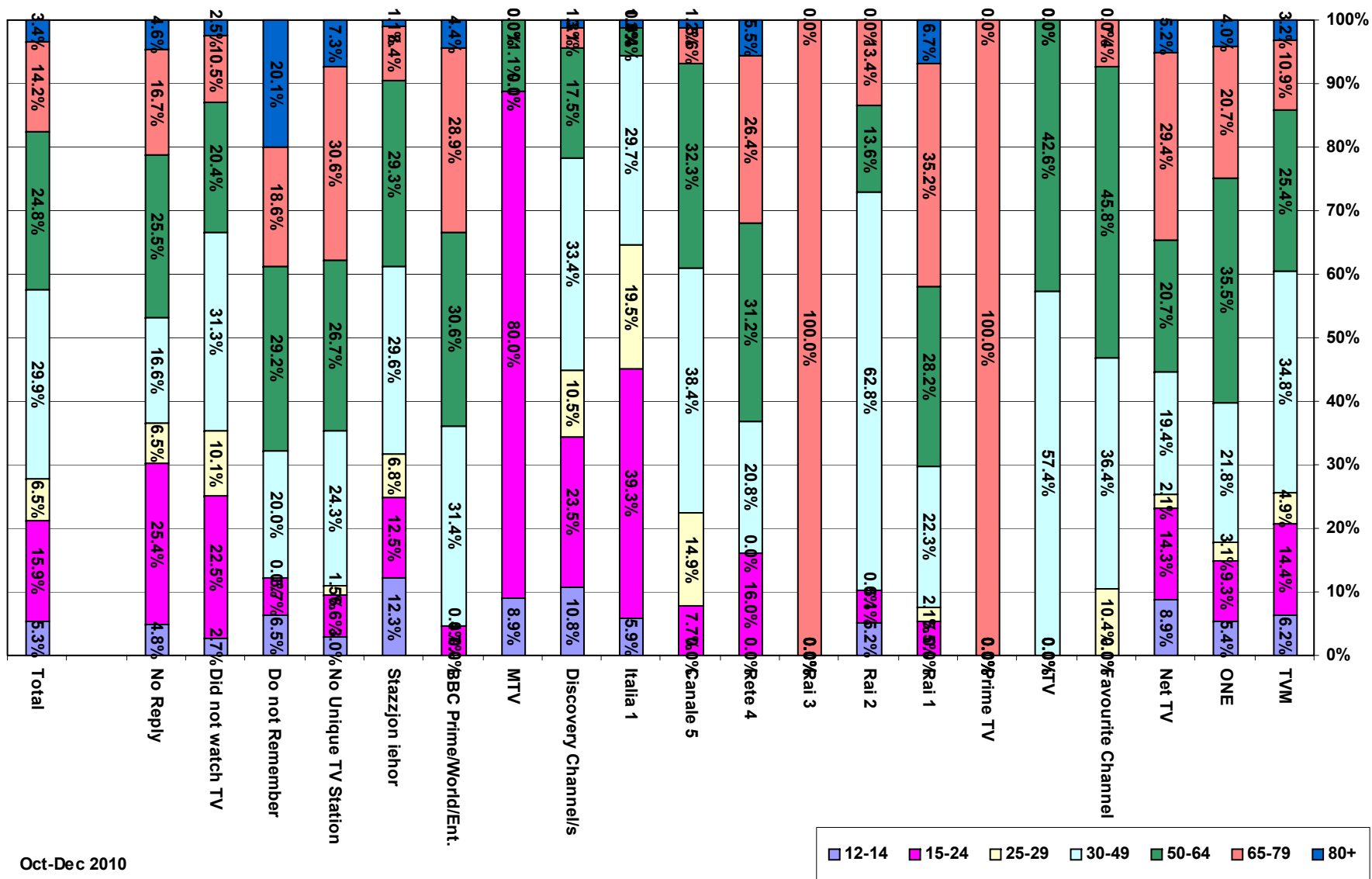


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [OCT-DEC 2011]

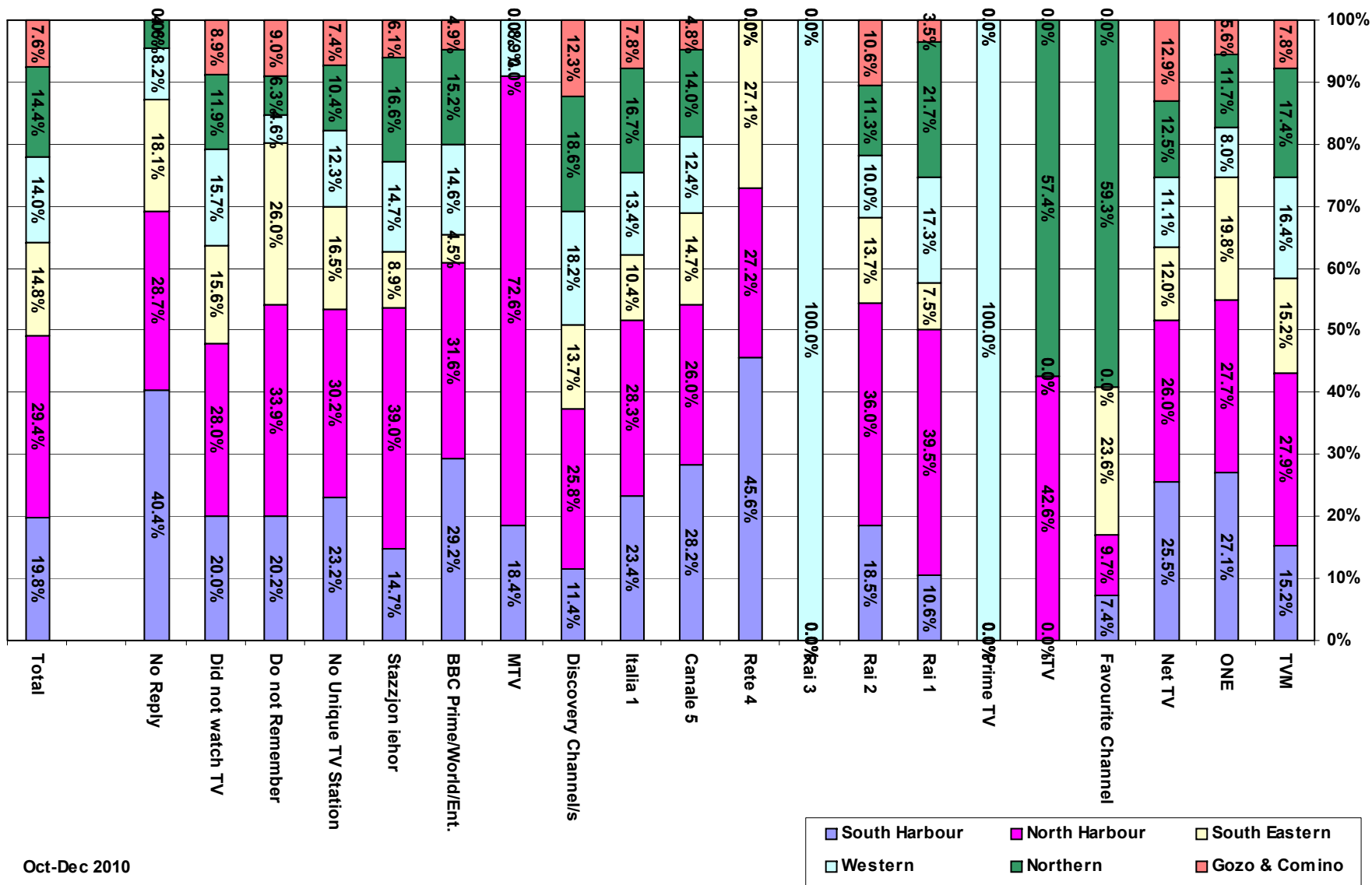


FIG. 3.4.B3: POPULATION TV CHANNEL REACH: BY DISTRICTS [OCT-DEC 2011]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
19	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Al Jazeera	4	2	2	0	0	0	1	3	0	0	2	2	0	0	0	0
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Art Sport	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
AXN	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Baby TV	4	1	3	0	0	3	0	1	0	0	0	2	0	1	1	0
Boomerang	2	0	2	0	1	0	1	0	0	0	0	1	0	1	0	0
Channel 83	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
CMBC	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
CNN	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Disney Channel	20	3	17	13	5	0	2	0	0	0	4	7	2	5	1	1
Disney Junior	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Diva Universal	3	2	1	0	0	0	0	1	1	1	0	1	0	2	0	0
Dubai 1	2	1	1	0	0	1	0	1	0	0	0	2	0	0	0	0
Duck TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
E! Entertainment	5	0	5	1	3	1	0	0	0	0	2	1	0	0	2	0
Egyptian station	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro News	3	2	1	0	0	0	0	3	0	0	1	1	0	1	0	0
Eurosport	4	3	1	0	0	0	1	1	2	0	1	1	1	0	0	1
EW 2000	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Fine Living Network	3	1	2	0	0	0	1	2	0	0	1	2	0	0	0	0
Food Network	5	0	5	1	1	0	1	1	1	0	1	2	0	0	2	0
Fox Life	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
GO Sports/Stars	10	7	3	1	1	0	3	3	1	1	0	3	1	2	3	1
God TV	2	1	1	0	0	0	0	2	0	0	1	0	0	1	0	0
Granada	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
History Channel	3	2	1	0	1	0	1	1	0	0	0	0	0	1	2	0
ID	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
La Cinque	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
MBC/MBC4	3	1	2	0	0	0	2	1	0	0	0	2	0	0	1	0
Melita Movies/More	11	3	8	0	3	1	2	5	0	0	1	2	1	2	4	1
Melita Soirt	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Men & Movies	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MGM	3	3	0	0	0	1	0	0	2	0	1	0	2	0	0	0
Movies4Men	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MTV	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
National Geographic	5	5	0	1	1	1	1	1	0	0	1	3	1	0	0	0

TABLE 3.6.A: CONT/ ...

TABLE 6.3.A: CONTINUED

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Nickelodeon	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Promotion Channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RH	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Sky News	22	11	11	0	0	1	10	9	2	0	1	8	3	3	4	3
Sports Channel	2	1	1	0	0	0	0	2	0	0	0	0	0	1	1	0
TCM	2	2	0	0	0	0	0	1	1	0	0	1	1	0	0	0
TLC	4	0	4	1	0	0	1	2	0	0	1	1	0	1	1	0
Travel Channel	2	1	1	0	1	0	1	0	0	0	0	1	0	0	0	1
UK Living	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
VH1	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Yaucht & Soul	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Zone Reality	7	2	5	0	1	0	4	2	0	0	2	4	0	0	1	0
Total	156	72	84	18	19	10	42	50	15	2	24	57	15	26	25	9

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

TABLE 3.6.B: WEIGHTED TV CHANNEL REACH – “OTHER STATION” [COUNT ONLY]: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2011]

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
19	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Al Jazeera	4	3	2	0	0	0	2	3	0	0	2	2	0	0	0	0
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Art Sport	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
AXN	2	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0
Baby TV	4	1	3	0	0	3	0	1	0	0	0	2	0	1	1	0
Boomerang	2	0	2	0	1	0	1	0	0	0	0	1	0	1	0	0
Channel 83	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
CMBC	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
CNN	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Disney Channel	20	3	16	13	5	0	2	0	0	0	4	8	2	4	1	1
Disney Junior	2	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0
Diva Universal	3	2	1	0	0	0	0	1	1	1	0	1	0	2	0	0
Dubai 1	2	1	1	0	0	1	0	1	0	0	0	2	0	0	0	0
Duck TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
E! Entertainment	5	0	5	1	3	1	0	0	0	0	2	1	0	0	2	0
Egyptian station	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro News	2	2	1	0	0	0	0	2	0	0	1	1	0	1	0	0
Eurosport	4	3	1	0	0	0	2	1	2	0	1	2	1	0	0	1
EW 2000	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Fine Living Network	3	1	2	0	0	0	1	2	0	0	1	2	0	0	0	0
Food Network	5	0	5	1	1	0	1	1	1	0	1	2	0	0	2	0
Fox Life	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
GO Sports/Stars	11	8	3	2	1	0	3	3	1	1	0	3	1	2	3	2
God TV	2	1	1	0	0	0	0	2	0	0	1	0	0	1	0	0
Granada	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
History Channel	3	2	1	0	1	0	1	1	0	0	0	0	0	1	2	0
ID	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
La Cinque	2	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0
MBC/MBC4	3	1	2	0	0	0	2	1	0	0	0	2	0	0	1	0
Melita Movies/More	11	4	7	0	3	1	2	5	0	0	1	2	1	2	4	1
Melita Soirt	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Men & Movies	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MGM	3	3	0	0	0	1	0	0	2	0	1	0	2	0	0	0
Movies4Men	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
MTV	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
National Geographic	6	6	0	1	1	1	2	1	0	0	1	4	1	0	0	0

TABLE 3.6.B: CONT/ ...

		GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
	TOTAL															
Nickelodeon	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Promotion Channel	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
RH	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Sky News	21	11	10	0	0	1	10	8	2	0	1	8	3	3	4	3
Sports Channel	2	1	1	0	0	0	0	2	0	0	0	0	0	1	1	0
TCM	2	2	0	0	0	0	0	1	1	0	0	1	1	0	0	0
TLC	4	0	4	1	0	0	1	2	0	0	1	1	0	1	1	0
Travel Channel	2	1	1	0	1	0	1	0	0	0	0	1	0	0	0	1
UK Living	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
VH1	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Yaucht & Soul	2	2	0	0	0	0	2	0	0	0	0	2	0	0	0	0
Zone Reality	8	3	5	0	1	0	5	2	0	0	3	4	0	0	1	0
Total	158	81	77	19	20	11	47	46	13	2	23	62	14	23	26	10

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

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

TABLE 4.1.A: RADIO SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Availability of AM/FM Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	1567	706	861	73	227	90	401	445	267	64	315	455	251	233	196	117	
	85.1%	86.4%	84.0%	83.0%	86.3%	78.3%	79.9%	87.6%	90.2%	91.4%	88.0%	85.0%	85.7%	84.1%	78.7%	90.0%	
	100.0%	45.1%	54.9%	4.7%	14.5%	5.7%	25.6%	28.4%	17.0%	4.1%	20.1%	29.0%	16.0%	14.9%	12.5%	7.5%	
No	275	111	164	15	36	25	101	63	29	6	43	80	42	44	53	13	
	14.9%	13.6%	16.0%	17.0%	13.7%	21.7%	20.1%	12.4%	9.8%	8.6%	12.0%	15.0%	14.3%	15.9%	21.3%	10.0%	
	100.0%	40.4%	59.6%	5.5%	13.1%	9.1%	36.7%	22.9%	10.5%	2.2%	15.6%	29.1%	15.3%	16.0%	19.3%	4.7%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
Availability of Digital Radio system at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	203	103	100	15	38	12	71	46	19	2	37	60	28	31	39	8	
	11.0%	12.6%	9.8%	17.0%	14.4%	10.4%	14.1%	9.1%	6.4%	2.9%	10.3%	11.2%	9.6%	11.2%	15.7%	6.2%	
	100.0%	50.7%	49.3%	7.4%	18.7%	5.9%	35.0%	22.7%	9.4%	1.0%	18.2%	29.6%	13.8%	15.3%	19.2%	3.9%	
No	1639	714	925	73	225	103	431	462	277	68	321	475	265	246	210	122	
	89.0%	87.4%	90.2%	83.0%	85.6%	89.6%	85.9%	90.9%	93.6%	97.1%	89.7%	88.8%	90.4%	88.8%	84.3%	93.8%	
	100.0%	43.6%	56.4%	4.5%	13.7%	6.3%	26.3%	28.2%	16.9%	4.1%	19.6%	29.0%	16.2%	15.0%	12.8%	7.4%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
Availability of Other Radio system/s at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	292	132	160	38	102	29	83	32	7	1	57	91	42	53	40	9	
	15.9%	16.2%	15.6%	43.2%	38.8%	25.2%	16.5%	6.3%	2.4%	1.4%	15.9%	17.0%	14.3%	19.1%	16.1%	6.9%	
	100.0%	45.2%	54.8%	13.0%	34.9%	9.9%	28.4%	11.0%	2.4%	.3%	19.5%	31.2%	14.4%	18.2%	13.7%	3.1%	
No	1550	685	865	50	161	86	419	476	289	69	301	444	251	224	209	121	
	84.1%	83.8%	84.4%	56.8%	61.2%	74.8%	83.5%	93.7%	97.6%	98.6%	84.1%	83.0%	85.7%	80.9%	83.9%	93.1%	
	100.0%	44.2%	55.8%	3.2%	10.4%	5.5%	27.0%	30.7%	18.6%	4.5%	19.4%	28.6%	16.2%	14.5%	13.5%	7.8%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	

TABLE 4.1.A: CONT/ ...

TABLE WITH CAPTION																
	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No Radio available at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	144	50	94	5	14	16	54	36	14	5	23	42	22	23	27	7
	7.8%	6.1%	9.2%	5.7%	5.3%	13.9%	10.8%	7.1%	4.7%	7.1%	6.4%	7.9%	7.5%	8.3%	10.8%	5.4%
	100.0%	34.7%	65.3%	3.5%	9.7%	11.1%	37.5%	25.0%	9.7%	3.5%	16.0%	29.2%	15.3%	16.0%	18.8%	4.9%
No	1698	767	931	83	249	99	448	472	282	65	335	493	271	254	222	123
	92.2%	93.9%	90.8%	94.3%	94.7%	86.1%	89.2%	92.9%	95.3%	92.9%	93.6%	92.1%	92.5%	91.7%	89.2%	94.6%
	100.0%	45.2%	54.8%	4.9%	14.7%	5.8%	26.4%	27.8%	16.6%	3.8%	19.7%	29.0%	16.0%	15.0%	13.1%	7.2%
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of AM/FM Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	1565	785	780	80	256	94	442	400	237	57	321	459	234	217	209	125
	85.0%	86.1%	83.8%	82.1%	87.3%	78.3%	80.4%	87.5%	90.3%	91.7%	88.1%	84.7%	85.6%	84.1%	78.9%	89.9%
	100.0%	50.2%	49.8%	5.1%	16.3%	6.0%	28.3%	25.5%	15.1%	3.6%	20.5%	29.3%	14.9%	13.9%	13.3%	8.0%
No	277	127	150	17	37	26	108	57	26	5	43	83	39	41	56	14
	15.0%	13.9%	16.2%	17.9%	12.7%	21.7%	19.6%	12.5%	9.7%	8.3%	11.9%	15.3%	14.4%	15.9%	21.1%	10.1%
	100.0%	45.7%	54.3%	6.3%	13.4%	9.4%	39.1%	20.7%	9.2%	1.9%	15.7%	30.1%	14.2%	14.8%	20.2%	5.1%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Digital Radio system at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	213	120	93	17	42	13	80	42	17	2	42	64	27	31	41	9
	11.6%	13.2%	10.0%	18.0%	14.2%	10.5%	14.6%	9.3%	6.5%	3.2%	11.5%	11.8%	9.9%	11.9%	15.3%	6.4%
	100.0%	56.3%	43.7%	8.2%	19.5%	5.9%	37.6%	19.9%	7.9%	.9%	19.7%	30.0%	12.7%	14.4%	19.0%	4.2%
No	1629	792	837	80	251	108	470	415	245	60	323	478	246	227	224	131
	88.4%	86.8%	90.0%	82.0%	85.8%	89.5%	85.4%	90.7%	93.5%	96.8%	88.5%	88.2%	90.1%	88.1%	84.7%	93.6%
	100.0%	48.6%	51.4%	4.9%	15.4%	6.6%	28.9%	25.5%	15.1%	3.7%	19.8%	29.3%	15.1%	14.0%	13.8%	8.0%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
Availability of Other Radio system/s at home																
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yes	309	154	154	40	114	29	91	28	6	1	64	102	41	49	41	12
	16.8%	16.9%	16.6%	41.1%	38.8%	23.7%	16.6%	6.2%	2.3%	1.4%	17.4%	18.8%	15.2%	19.0%	15.5%	8.5%
	100.0%	50.0%	50.0%	12.9%	36.8%	9.3%	29.5%	9.2%	2.0%	.3%	20.6%	33.0%	13.4%	15.9%	13.3%	3.8%
No	1533	757	776	57	179	92	459	429	256	61	301	440	232	209	224	128
	83.2%	83.1%	83.4%	58.9%	61.2%	76.3%	83.4%	93.8%	97.7%	98.6%	82.6%	81.2%	84.8%	81.0%	84.5%	91.5%
	100.0%	49.4%	50.6%	3.7%	11.7%	6.0%	30.0%	28.0%	16.7%	4.0%	19.6%	28.7%	15.1%	13.6%	14.6%	8.3%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

TABLE 4.1.B: CONT/ ...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
No Radio available at home																	
No Reply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Yes	141	56	85	5	13	17	57	32	12	4	21	44	20	20	29	7	
	7.7%	6.2%	9.1%	5.2%	4.6%	14.2%	10.3%	7.1%	4.6%	6.9%	5.8%	8.2%	7.2%	7.8%	10.9%	5.2%	
	100.0%	39.9%	60.1%	3.6%	9.5%	12.1%	40.2%	23.0%	8.5%	3.0%	15.0%	31.4%	13.8%	14.2%	20.4%	5.1%	
No	1701	856	845	92	279	103	494	425	250	58	344	497	253	238	236	132	
	92.3%	93.8%	90.9%	94.8%	95.4%	85.8%	89.7%	92.9%	95.4%	93.1%	94.2%	91.8%	92.8%	92.2%	89.1%	94.8%	
	100.0%	50.3%	49.7%	5.4%	16.4%	6.1%	29.0%	25.0%	14.7%	3.4%	20.2%	29.2%	14.9%	14.0%	13.9%	7.8%	
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	

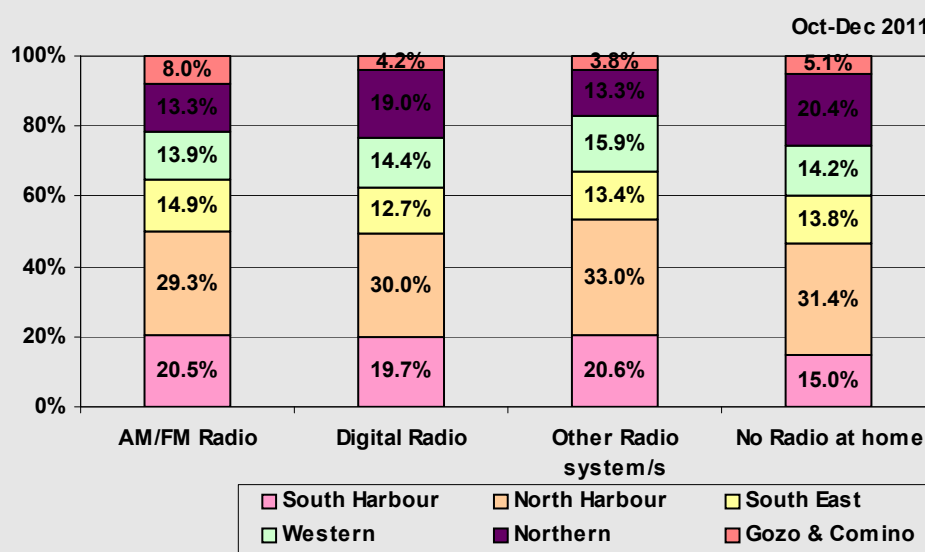
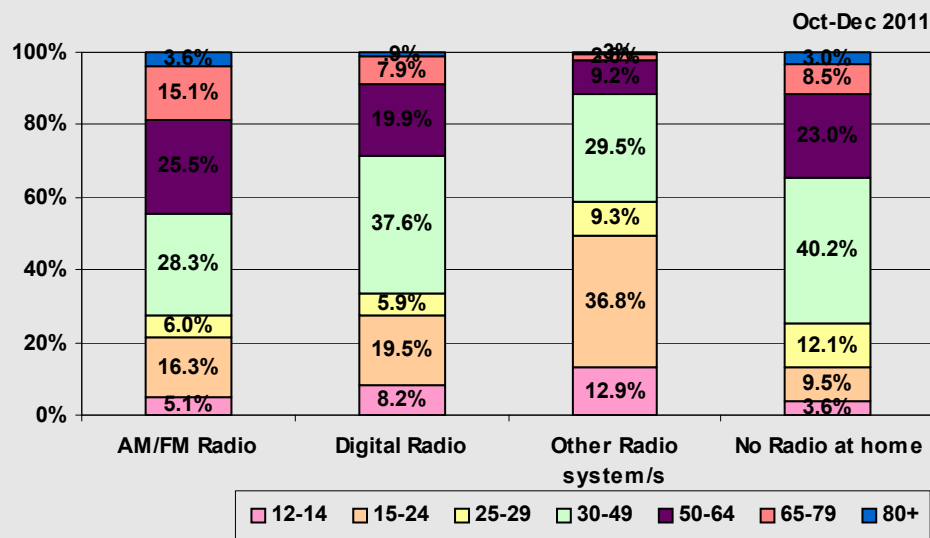
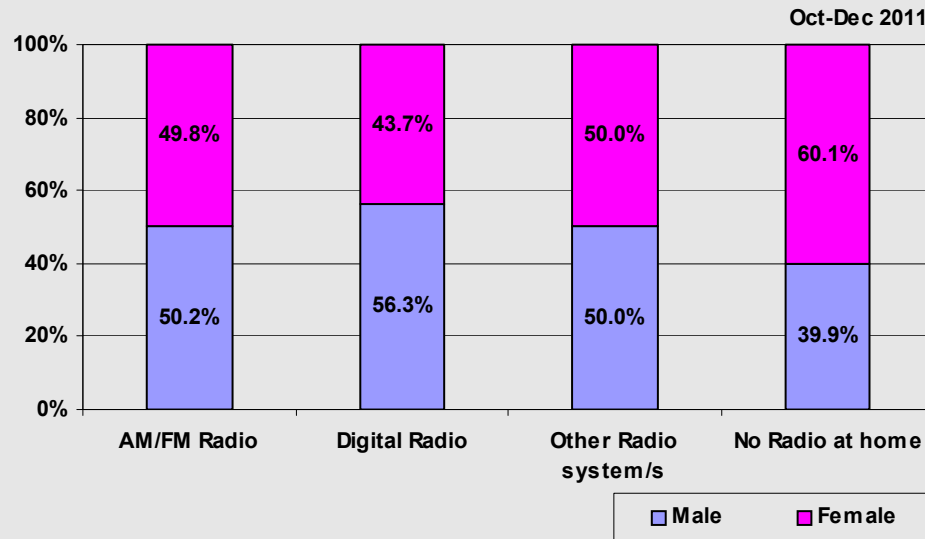


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2011]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Aerial (Free-to-air) system installed at home																	
Yes	395	184	211	24	61	23	94	111	70	12	84	89	78	61	55	28	
	21.4%	22.5%	20.6%	27.3%	23.2%	20.0%	18.7%	21.9%	23.6%	17.1%	23.5%	16.6%	26.6%	22.0%	22.1%	21.5%	
	100.0%	46.6%	53.4%	6.1%	15.4%	5.8%	23.8%	28.1%	17.7%	3.0%	21.3%	22.5%	19.7%	15.4%	13.9%	7.1%	
	1447	633	814	64	202	92	408	397	226	58	274	446	215	216	194	102	
No	78.6%	77.5%	79.4%	72.7%	76.8%	80.0%	81.3%	78.1%	76.4%	82.9%	76.5%	83.4%	73.4%	78.0%	77.9%	78.5%	
	100.0%	43.7%	56.3%	4.4%	14.0%	6.4%	28.2%	27.4%	15.6%	4.0%	18.9%	30.8%	14.9%	14.9%	13.4%	7.0%	
	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	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%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
	Melita system installed at home																
	Yes	978	417	561	47	142	53	241	279	173	43	199	335	139	124	125	56
		53.1%	51.0%	54.7%	53.4%	54.0%	46.1%	48.0%	54.9%	58.4%	61.4%	55.6%	62.6%	47.4%	44.8%	50.2%	43.1%
100.0%		42.6%	57.4%	4.8%	14.5%	5.4%	24.6%	28.5%	17.7%	4.4%	20.3%	34.3%	14.2%	12.7%	12.8%	5.7%	
864		400	464	41	121	62	261	229	123	27	159	200	154	153	124	74	
No	46.9%	49.0%	45.3%	46.6%	46.0%	53.9%	52.0%	45.1%	41.6%	38.6%	44.4%	37.4%	52.6%	55.2%	49.8%	56.9%	
	100.0%	46.3%	53.7%	4.7%	14.0%	7.2%	30.2%	26.5%	14.2%	3.1%	18.4%	23.1%	17.8%	17.7%	14.4%	8.6%	
	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	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%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
	GO system installed at home																
	Yes	790	356	434	35	118	57	240	207	107	26	132	202	131	141	120	64
		42.9%	43.6%	42.3%	39.8%	44.9%	49.6%	47.8%	40.7%	36.1%	37.1%	36.9%	37.8%	44.7%	50.9%	48.2%	49.2%
100.0%		45.1%	54.9%	4.4%	14.9%	7.2%	30.4%	26.2%	13.5%	3.3%	16.7%	25.6%	16.6%	17.8%	15.2%	8.1%	
1052		461	591	53	145	58	262	301	189	44	226	333	162	136	129	66	
No	57.1%	56.4%	57.7%	60.2%	55.1%	50.4%	52.2%	59.3%	63.9%	62.9%	63.1%	62.2%	55.3%	49.1%	51.8%	50.8%	
	100.0%	43.8%	56.2%	5.0%	13.8%	5.5%	24.9%	28.6%	18.0%	4.2%	21.5%	31.7%	15.4%	12.9%	12.3%	6.3%	
	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	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%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
	Satellite system installed at home																
	Yes	326	157	169	23	42	24	105	94	35	3	50	108	53	50	43	22
		17.7%	19.2%	16.5%	26.1%	16.0%	20.9%	20.9%	18.5%	11.8%	4.3%	14.0%	20.2%	18.1%	18.1%	17.3%	16.9%
100.0%		48.2%	51.8%	7.1%	12.9%	7.4%	32.2%	28.8%	10.7%	.9%	15.3%	33.1%	16.3%	15.3%	13.2%	6.7%	
1516		660	856	65	221	91	397	414	261	67	308	427	240	227	206	108	
No	82.3%	80.8%	83.5%	73.9%	84.0%	79.1%	79.1%	81.5%	88.2%	95.7%	86.0%	79.8%	81.9%	81.9%	82.7%	83.1%	
	100.0%	43.5%	56.5%	4.3%	14.6%	6.0%	26.2%	27.3%	17.2%	4.4%	20.3%	28.2%	15.8%	15.0%	13.6%	7.1%	
	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	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%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	

TABLE 4.3.A: CONT /...

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Internet [including Dreambox decoder] system installed at home																	
Yes	290	140	150	25	65	27	86	65	19	3	50	88	44	53	38	17	
	15.7%	17.1%	14.6%	28.4%	24.7%	23.5%	17.1%	12.8%	6.4%	4.3%	14.0%	16.4%	15.0%	19.1%	15.3%	13.1%	
	100.0%	48.3%	51.7%	8.6%	22.4%	9.3%	29.7%	22.4%	6.6%	1.0%	17.2%	30.3%	15.2%	18.3%	13.1%	5.9%	
No	1552	677	875	63	198	88	416	443	277	67	308	447	249	224	211	113	
	84.3%	82.9%	85.4%	71.6%	75.3%	76.5%	82.9%	87.2%	93.6%	95.7%	86.0%	83.6%	85.0%	80.9%	84.7%	86.9%	
	100.0%	43.6%	56.4%	4.1%	12.8%	5.7%	26.8%	28.5%	17.8%	4.3%	19.8%	28.8%	16.0%	14.4%	13.6%	7.3%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
Other TV system installed at home																	
Yes	4	2	2	1	0	2	1	0	0	0	0	1	1	2	0	0	
	.2%	.2%	.2%	1.1%	0.0%	1.7%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	.3%	.7%	0.0%	0.0%	
	100.0%	50.0%	50.0%	25.0%	0.0%	50.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	50.0%	0.0%	0.0%	
No	1838	815	1023	87	263	113	501	508	296	70	358	534	292	275	249	130	
	99.8%	99.8%	99.8%	98.9%	100.0%	98.3%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	99.7%	99.3%	100.0%	100.0%	
	100.0%	44.3%	55.7%	4.7%	14.3%	6.1%	27.3%	27.6%	16.1%	3.8%	19.5%	29.1%	15.9%	15.0%	13.5%	7.1%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	
No TV at home																	
Yes	14	6	8	0	1	0	4	3	4	2	4	3	3	2	2	0	
	.8%	.7%	.8%	0.0%	.4%	0.0%	.8%	.6%	1.4%	2.9%	1.1%	.6%	1.0%	.7%	.8%	0.0%	
	100.0%	42.9%	57.1%	0.0%	7.1%	0.0%	28.6%	21.4%	28.6%	14.3%	28.6%	21.4%	21.4%	14.3%	14.3%	0.0%	
No	1828	811	1017	88	262	115	498	505	292	68	354	532	290	275	247	130	
	99.2%	99.3%	99.2%	100.0%	99.6%	100.0%	99.2%	99.4%	98.6%	97.1%	98.9%	99.4%	99.0%	99.3%	99.2%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.3%	27.2%	27.6%	16.0%	3.7%	19.4%	29.1%	15.9%	15.0%	13.5%	7.1%	
Total	1842	817	1025	88	263	115	502	508	296	70	358	535	293	277	249	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%	

[Count / Column % / Row %]

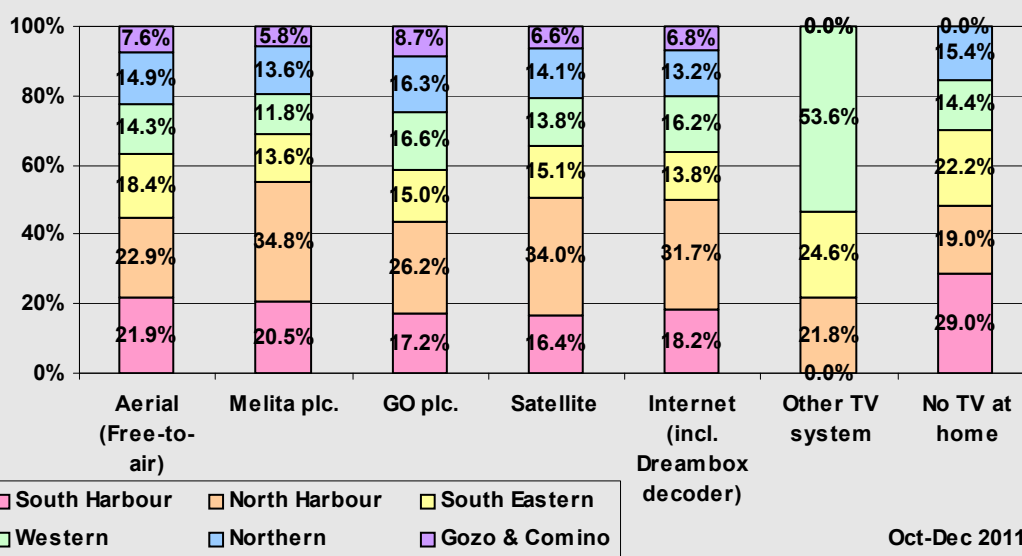
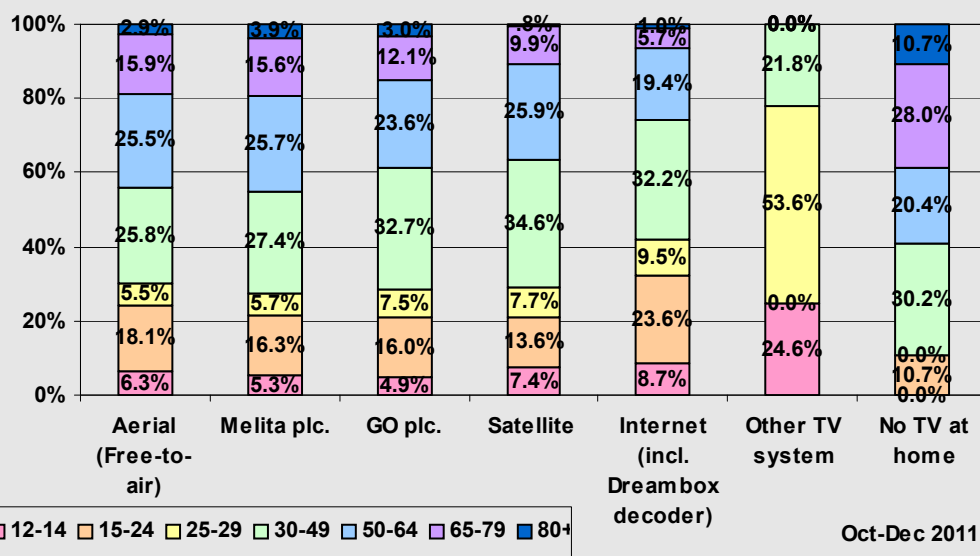
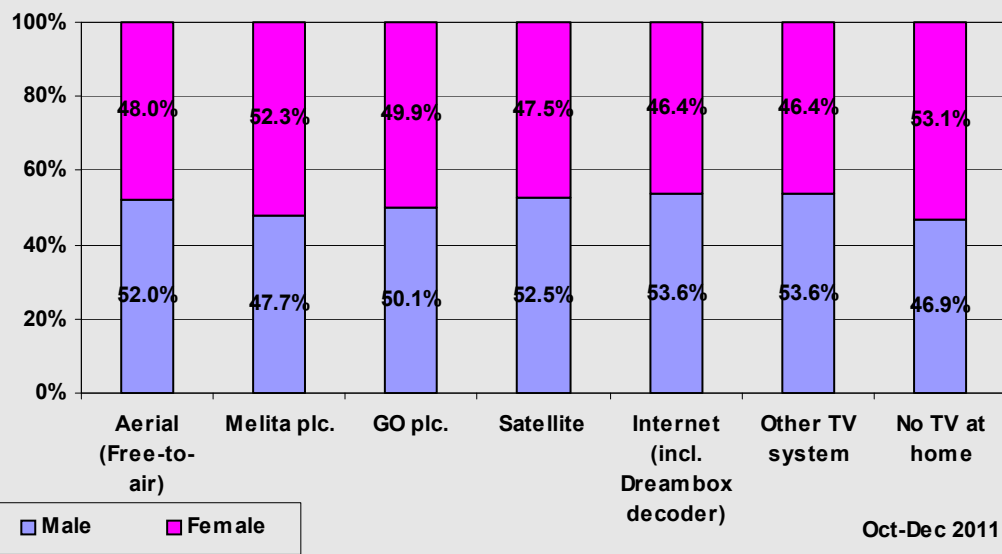
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Aerial (Free-to-air) system installed at home																	
Yes	395	205	190	25	72	22	102	101	63	11	86	90	73	56	59	30	
	21.4%	22.5%	20.4%	25.5%	24.5%	18.2%	18.5%	22.0%	24.0%	18.2%	23.6%	16.7%	26.6%	21.9%	22.2%	21.6%	
	100.0%	52.0%	48.0%	6.3%	18.1%	5.5%	25.8%	25.5%	15.9%	2.9%	21.9%	22.9%	18.4%	14.3%	14.9%	7.6%	
	1447	707	741	72	221	98	449	357	199	51	279	451	200	202	206	109	
No	78.6%	77.5%	79.6%	74.5%	75.5%	81.8%	81.5%	78.0%	76.0%	81.8%	76.4%	83.3%	73.4%	78.1%	77.8%	78.4%	
	100.0%	48.8%	51.2%	5.0%	15.3%	6.8%	31.0%	24.6%	13.8%	3.5%	19.3%	31.2%	13.8%	13.9%	14.2%	7.6%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Melita system installed at home																	
Yes	967	461	505	52	158	55	265	249	151	38	198	336	131	114	131	56	
	52.5%	50.6%	54.3%	53.2%	53.9%	45.7%	48.1%	54.4%	57.6%	60.6%	54.2%	62.1%	48.2%	44.2%	49.5%	40.1%	
	100.0%	47.7%	52.3%	5.3%	16.3%	5.7%	27.4%	25.7%	15.6%	3.9%	20.5%	34.8%	13.6%	11.8%	13.6%	5.8%	
	875	451	425	45	135	65	286	209	111	24	167	206	142	144	134	84	
No	47.5%	49.4%	45.7%	46.8%	46.1%	54.3%	51.9%	45.6%	42.4%	39.4%	45.8%	37.9%	51.8%	55.8%	50.5%	59.9%	
	100.0%	51.5%	48.5%	5.2%	15.4%	7.5%	32.6%	23.8%	12.7%	2.8%	19.1%	23.5%	16.2%	16.4%	15.3%	9.6%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
GO system installed at home																	
Yes	798	399	398	39	128	60	261	189	97	24	138	209	120	133	130	69	
	43.3%	43.8%	42.8%	40.6%	43.7%	50.0%	47.4%	41.3%	36.9%	38.7%	37.7%	38.5%	43.9%	51.4%	49.0%	49.5%	
	100.0%	50.1%	49.9%	4.9%	16.0%	7.5%	32.7%	23.6%	12.1%	3.0%	17.2%	26.2%	15.0%	16.6%	16.3%	8.7%	
	1044	513	532	58	165	60	290	269	165	38	227	333	153	125	135	70	
No	56.7%	56.2%	57.2%	59.4%	56.3%	50.0%	52.6%	58.7%	63.1%	61.3%	62.3%	61.5%	56.1%	48.6%	51.0%	50.5%	
	100.0%	49.1%	50.9%	5.5%	15.8%	5.8%	27.7%	25.7%	15.8%	3.6%	21.8%	31.9%	14.7%	12.0%	12.9%	6.7%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Satellite system installed at home																	
Yes	326	171	155	24	44	25	113	84	32	3	53	111	49	45	46	21	
	17.7%	18.7%	16.7%	25.0%	15.2%	20.8%	20.5%	18.5%	12.3%	4.2%	14.6%	20.5%	18.0%	17.4%	17.4%	15.4%	
	100.0%	52.5%	47.5%	7.4%	13.6%	7.7%	34.6%	25.9%	9.9%	.8%	16.4%	34.0%	15.1%	13.8%	14.1%	6.6%	
	1516	741	775	73	248	95	438	373	230	59	311	431	224	213	219	118	
No	82.3%	81.3%	83.3%	75.0%	84.8%	79.2%	79.5%	81.5%	87.7%	95.8%	85.4%	79.5%	82.0%	82.6%	82.6%	84.6%	
	100.0%	48.9%	51.1%	4.8%	16.4%	6.3%	28.9%	24.6%	15.2%	3.9%	20.5%	28.4%	14.8%	14.1%	14.4%	7.8%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	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	303	162	140	26	71	29	98	59	17	3	55	96	42	49	40	21	
	16.4%	17.8%	15.1%	27.0%	24.4%	23.9%	17.7%	12.8%	6.6%	4.7%	15.1%	17.7%	15.3%	19.0%	15.0%	14.8%	
	100.0%	53.6%	46.4%	8.7%	23.6%	9.5%	32.2%	19.4%	5.7%	1.0%	18.2%	31.7%	13.8%	16.2%	13.2%	6.8%	
	1539	750	790	71	221	92	453	398	245	59	310	446	231	209	225	119	
No	83.6%	82.2%	84.9%	73.0%	75.6%	76.1%	82.3%	87.2%	93.4%	95.3%	84.9%	82.3%	84.7%	81.0%	85.0%	85.2%	
	100.0%	48.7%	51.3%	4.6%	14.4%	5.9%	29.4%	25.9%	15.9%	3.8%	20.1%	29.0%	15.0%	13.6%	14.6%	7.7%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	Other TV system installed at home																
	Yes	4	2	2	1	0	2	1	0	0	0	0	1	1	2	0	0
		.2%	.3%	.2%	1.1%	0.0%	1.9%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	.4%	.9%	0.0%	0.0%
100.0%		53.6%	46.4%	24.6%	0.0%	53.6%	21.8%	0.0%	0.0%	0.0%	0.0%	21.8%	24.6%	53.6%	0.0%	0.0%	
1838		910	928	96	293	118	550	457	262	62	365	541	272	256	265	140	
No	99.8%	99.7%	99.8%	98.9%	100.0%	98.1%	99.8%	100.0%	100.0%	100.0%	100.0%	99.8%	99.6%	99.1%	100.0%	100.0%	
	100.0%	49.5%	50.5%	5.2%	15.9%	6.4%	29.9%	24.9%	14.3%	3.4%	19.9%	29.4%	14.8%	13.9%	14.4%	7.6%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
	No TV at home																
	Yes	13	6	7	0	1	0	4	3	4	1	4	3	3	2	2	0
		.7%	.7%	.8%	0.0%	.5%	0.0%	.7%	.6%	1.4%	2.3%	1.1%	.5%	1.1%	.7%	.8%	0.0%
100.0%		46.9%	53.1%	0.0%	10.7%	0.0%	30.2%	20.4%	28.0%	10.7%	29.0%	19.0%	22.2%	14.4%	15.4%	0.0%	
1829		906	923	97	291	120	547	454	259	61	361	539	270	256	263	140	
No	99.3%	99.3%	99.2%	100.0%	99.5%	100.0%	99.3%	99.4%	98.6%	97.7%	98.9%	99.5%	98.9%	99.3%	99.2%	100.0%	
	100.0%	49.5%	50.5%	5.3%	15.9%	6.6%	29.9%	24.8%	14.1%	3.3%	19.7%	29.5%	14.8%	14.0%	14.4%	7.6%	
	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	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 2011]

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

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1,675	775	900	81	256	113	470	448	247	60	326	489	264	254	223	119
	90.9%	94.9%	87.8%	92.0%	97.3%	98.3%	93.6%	88.2%	83.4%	85.7%	91.1%	91.4%	90.1%	91.7%	89.6%	91.5%
	100.0%	46.3%	53.7%	4.8%	15.3%	6.7%	28.1%	26.7%	14.7%	3.6%	19.5%	29.2%	15.8%	15.2%	13.3%	7.1%
TVM	49	12	37	2	2	0	11	19	13	2	6	12	10	10	8	3
	2.7%	1.5%	3.6%	2.3%	.8%	0.0%	2.2%	3.7%	4.4%	2.9%	1.7%	2.2%	3.4%	3.6%	3.2%	2.3%
	100.0%	24.5%	75.5%	4.1%	4.1%	0.0%	22.4%	38.8%	26.5%	4.1%	12.2%	24.5%	20.4%	20.4%	16.3%	6.1%
ONE	38	10	28	1	2	0	5	16	13	1	9	13	8	3	5	0
	2.1%	1.2%	2.7%	1.1%	.8%	0.0%	1.0%	3.1%	4.4%	1.4%	2.5%	2.4%	2.7%	1.1%	2.0%	0.0%
	100.0%	26.3%	73.7%	2.6%	5.3%	0.0%	13.2%	42.1%	34.2%	2.6%	23.7%	34.2%	21.1%	7.9%	13.2%	0.0%
Net TV	17	5	12	2	0	0	3	6	5	1	2	4	2	2	4	3
	.9%	.6%	1.2%	2.3%	0.0%	0.0%	.6%	1.2%	1.7%	1.4%	.6%	.7%	.7%	.7%	1.6%	2.3%
	100.0%	29.4%	70.6%	11.8%	0.0%	0.0%	17.6%	35.3%	29.4%	5.9%	11.8%	23.5%	11.8%	11.8%	23.5%	17.6%
Smash TV	32	6	26	1	1	1	9	8	10	2	11	7	3	3	5	3
	1.7%	.7%	2.5%	1.1%	.4%	.9%	1.8%	1.6%	3.4%	2.9%	3.1%	1.3%	1.0%	1.1%	2.0%	2.3%
	100.0%	18.8%	81.3%	3.1%	3.1%	3.1%	28.1%	25.0%	31.3%	6.3%	34.4%	21.9%	9.4%	9.4%	15.6%	9.4%
Education 22	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
	.1%	0.0%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.8%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
iTV	9	1	8	0	1	0	2	3	3	0	2	3	0	3	0	1
	.5%	.1%	.8%	0.0%	.4%	0.0%	.4%	.6%	1.0%	0.0%	.6%	.6%	0.0%	1.1%	0.0%	.8%
	100.0%	11.1%	88.9%	0.0%	11.1%	0.0%	22.2%	33.3%	33.3%	0.0%	22.2%	33.3%	0.0%	33.3%	0.0%	11.1%
Favourite TV	10	4	6	0	0	1	1	5	3	0	1	2	2	1	4	0
	.5%	.5%	.6%	0.0%	0.0%	.9%	.2%	1.0%	1.0%	0.0%	.3%	.4%	.7%	.4%	1.6%	0.0%
	100.0%	40.0%	60.0%	0.0%	0.0%	10.0%	10.0%	50.0%	30.0%	0.0%	10.0%	20.0%	20.0%	10.0%	40.0%	0.0%
Calypso Music TV	2	1	1	1	0	0	0	1	0	0	0	0	2	0	0	0
	.1%	.1%	.1%	1.1%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	.7%	0.0%	0.0%	0.0%
	100.0%	50.0%	50.0%	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Other Station	9	3	6	0	1	0	1	1	2	4	1	5	2	1	0	0
	.5%	.4%	.6%	0.0%	.4%	0.0%	.2%	.2%	.7%	5.7%	.3%	.9%	.7%	.4%	0.0%	0.0%
	100.0%	33.3%	66.7%	0.0%	11.1%	0.0%	11.1%	11.1%	22.2%	44.4%	11.1%	55.6%	22.2%	11.1%	0.0%	0.0%
Do not know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	1,842	817	1,025	88	263	115	502	508	296	70	358	535	293	277	249	130
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	4.8%	14.3%	6.2%	27.3%	27.6%	16.1%	3.8%	19.4%	29.0%	15.9%	15.0%	13.5%	7.1%

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TELESHOPPING BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1,688	868	819	90	285	118	518	404	220	53	335	503	248	237	236	129
	91.6%	95.2%	88.1%	92.8%	97.4%	98.3%	94.1%	88.3%	83.8%	85.2%	91.8%	92.8%	90.8%	91.8%	89.2%	92.6%
	100.0%	51.5%	48.5%	5.3%	16.9%	7.0%	30.7%	23.9%	13.0%	3.1%	19.8%	29.8%	14.7%	14.0%	14.0%	7.7%
TVM	45	13	32	2	2	0	11	17	11	2	6	10	8	10	9	3
	2.4%	1.4%	3.5%	2.0%	.7%	0.0%	2.0%	3.6%	4.3%	3.3%	1.6%	1.9%	2.9%	3.7%	3.3%	1.9%
	100.0%	27.8%	72.2%	4.2%	4.8%	0.0%	24.2%	36.9%	25.3%	4.5%	13.2%	22.6%	17.8%	21.1%	19.4%	6.0%
ONE	33	10	24	1	2	0	5	13	11	1	7	11	7	3	6	0
	1.8%	1.1%	2.6%	1.0%	.7%	0.0%	.8%	2.9%	4.4%	1.4%	2.1%	2.0%	2.5%	1.0%	2.1%	0.0%
	100.0%	28.7%	71.3%	3.0%	6.2%	0.0%	13.7%	40.1%	34.3%	2.6%	22.4%	33.0%	20.3%	7.8%	16.5%	0.0%
Net TV	18	6	12	2	0	0	4	6	4	1	3	3	2	2	5	3
	1.0%	.7%	1.3%	2.2%	0.0%	0.0%	.8%	1.3%	1.7%	1.3%	.7%	.6%	.8%	.7%	1.8%	2.4%
	100.0%	33.7%	66.3%	11.9%	0.0%	0.0%	24.1%	34.3%	25.1%	4.6%	14.1%	18.9%	11.9%	9.8%	26.7%	18.7%
Smash TV	29	7	23	1	1	1	9	8	8	2	10	6	3	3	5	3
	1.6%	.7%	2.4%	.9%	.3%	.9%	1.6%	1.7%	3.0%	3.4%	2.7%	1.1%	1.0%	1.1%	2.0%	1.9%
	100.0%	22.3%	77.7%	3.1%	3.1%	3.6%	30.5%	26.3%	26.4%	7.1%	33.6%	20.8%	8.9%	9.7%	18.0%	8.9%
Education 22	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
	.0%	0.0%	.1%	0.0%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.6%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
ITV	8	1	7	0	1	0	2	2	3	0	2	3	0	3	0	1
	.5%	.2%	.8%	0.0%	.5%	0.0%	.4%	.5%	1.0%	0.0%	.6%	.5%	0.0%	1.1%	0.0%	.6%
	100.0%	16.9%	83.1%	0.0%	16.9%	0.0%	23.7%	28.2%	31.2%	0.0%	25.4%	31.0%	0.0%	33.9%	0.0%	9.8%
Favourite TV	10	4	6	0	0	1	1	5	3	0	1	2	2	1	4	0
	.5%	.4%	.6%	0.0%	0.0%	.8%	.2%	1.0%	1.2%	0.0%	.3%	.3%	.6%	.3%	1.6%	0.0%
	100.0%	39.1%	60.9%	0.0%	0.0%	10.6%	9.1%	48.4%	32.0%	0.0%	10.5%	17.8%	18.1%	9.0%	44.6%	0.0%
Calypso Music TV	2	1	1	1	0	0	0	1	0	0	0	0	2	0	0	0
	.1%	.1%	.1%	1.1%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	0.0%	0.0%	.8%	0.0%	0.0%	0.0%
	100.0%	48.9%	51.1%	51.1%	0.0%	0.0%	0.0%	48.9%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Other Station	8	3	5	0	1	0	1	1	2	3	1	4	2	1	0	0
	.4%	.3%	.6%	0.0%	.4%	0.0%	.2%	.2%	.6%	5.4%	.3%	.8%	.7%	.3%	0.0%	0.0%
	100.0%	34.1%	65.9%	0.0%	12.9%	0.0%	13.8%	10.7%	21.0%	41.6%	13.8%	52.0%	23.6%	10.6%	0.0%	0.0%
Do not know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	1,842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	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 2011]

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	HIGHEST
Monday	1.138	0.156	1.395	0.097	0.954	0.846	0.737	0.284	0.382	0.034	0.337	0.120	0.025	0.316	1.395
Tuesday	0.726	0.307	1.111	0.803	0.455	0.437	0.660	0.438	0.225	0.027	0.313	0.083	0.499	0.007	1.111
Wednesday	0.563	0.368	0.795	0.389	1.480	1.111	0.289	0.007	0.247	0.085	0.193	0.049	0.204	0.073	1.480
Thursday	0.726	0.181	0.976	0.144	1.398	0.924	0.396	0.388	0.149	0.162	0.160	0.059	0.230	0.254	1.398
Friday	0.837	0.058	1.478	0.198	0.470	1.172	0.728	0.260	0.281	0.149	0.600	0.120	0.020	0.249	1.478
Saturday	0.874	0.332	1.509	0.315	0.937	1.209	0.585	0.409	0.574	0.014	0.070	0.109	0.075	0.030	1.509
Sunday	0.595	0.550	0.940	0.465	0.434	0.822	0.277	0.017	0.221	0.000	0.231	0.203	0.075	0.162	0.940
Mon-Sun	0.780	0.279	1.174	0.345	0.874	0.934	0.525	0.258	0.299	0.067	0.271	0.106	0.161	0.155	1.174
Highest	1.138	0.550	1.509	0.803	1.480	1.209	0.737	0.438	0.574	0.162	0.600	0.203	0.499	0.316	

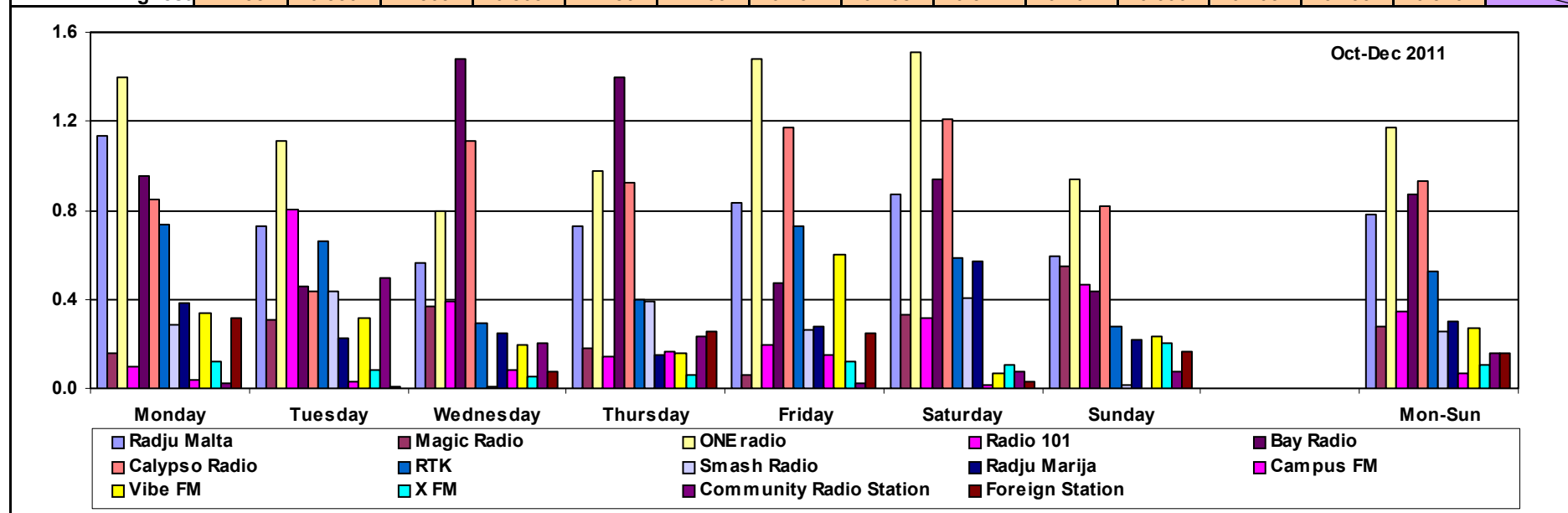


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2011]

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2011]

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN RADIO STATION	HIGHEST
Mon	3.879	0.667	4.416	0.647	2.961	2.688	2.628	1.310	1.415	0.411	1.983	0.772	0.393	0.447	4.416
Tue	3.354	1.234	3.387	2.212	2.067	1.872	1.875	1.552	0.968	0.324	1.624	0.903	1.651	0.317	3.387
Wed	2.088	1.508	3.106	2.066	3.730	5.189	1.727	0.342	1.176	0.456	1.098	0.458	0.547	0.547	5.189
Thu	4.157	0.808	3.436	0.741	4.298	2.660	1.571	1.536	1.026	0.692	0.919	0.606	0.805	0.909	4.298
Fri	2.386	0.772	4.742	1.234	1.932	3.008	2.482	1.284	1.209	0.716	1.829	1.421	0.471	0.759	4.742
Sat	2.706	1.388	6.668	1.155	3.859	3.436	2.258	1.798	1.254	0.344	0.749	0.632	0.575	0.365	6.668
Sun	3.052	1.124	3.183	2.103	2.094	2.371	2.082	0.404	1.089	0.000	1.321	1.532	0.600	0.684	3.183
Highest	4.157	1.508	6.668	2.212	4.298	5.189	2.628	1.798	1.415	0.716	1.983	1.532	1.651	0.909	

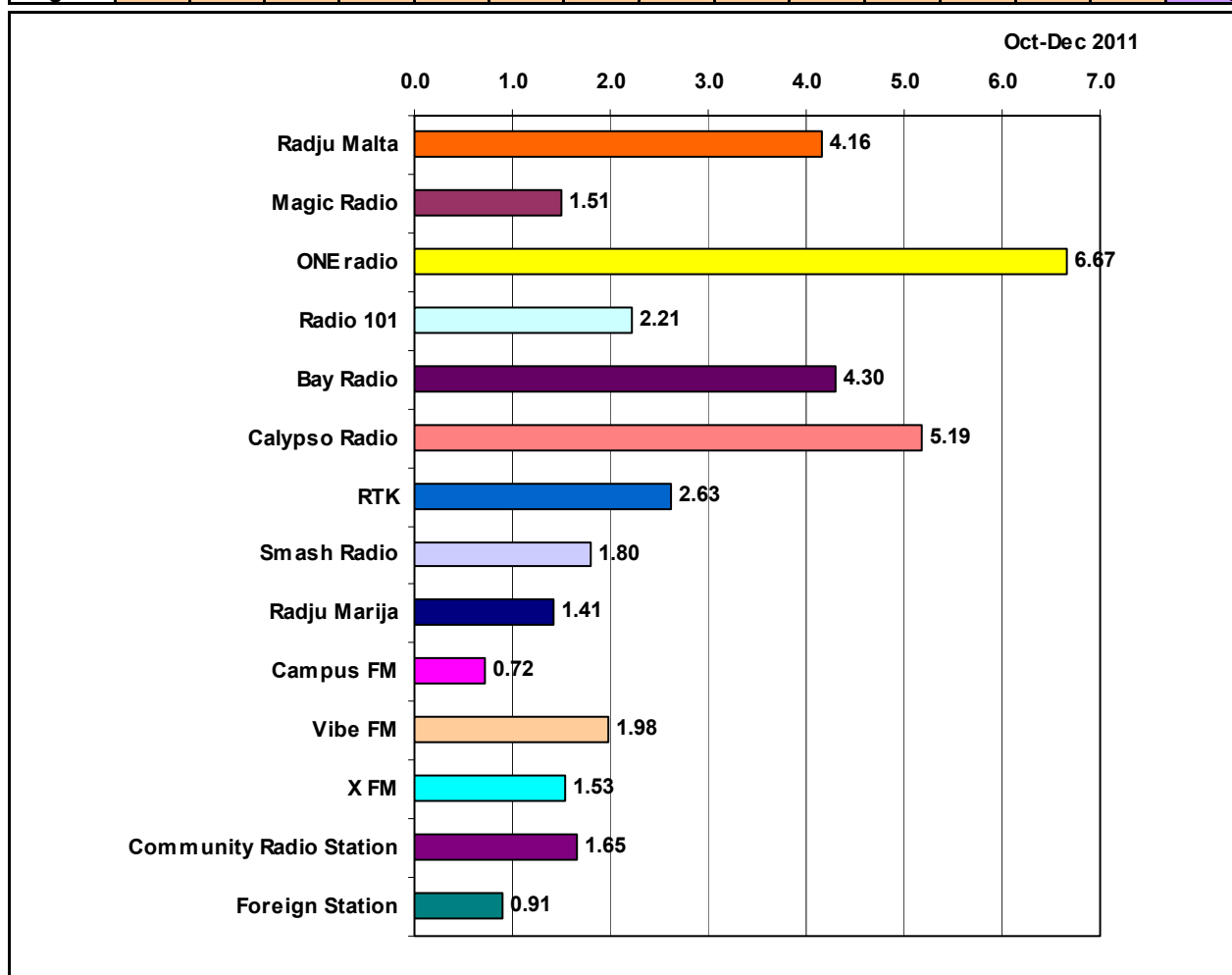


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [OCT-DEC 2011]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	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	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	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	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	100	100
3:00	0.000	0.000	0.000	0.447	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.55	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	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
4:30	0.000	0.000	0.000	0.000	0.000	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
5:00	0.000	0.333	0.334	0.000	0.696	0.348	0.000	0.405	0.000	0.000	0.000	0.000	0.000	0.000	97.88	100
5:30	0.000	0.667	1.371	0.000	0.696	0.348	0.000	0.405	0.000	0.000	0.000	0.000	0.000	0.000	96.51	100
6:00	0.672	0.334	1.992	0.324	0.696	1.859	0.656	0.405	0.000	0.000	0.445	0.000	0.000	0.447	92.17	100
6:30	0.672	0.333	1.992	0.324	1.128	1.859	0.656	0.405	0.276	0.000	0.445	0.000	0.000	0.447	91.46	100
7:00	1.399	0.432	4.041	0.324	2.961	1.471	0.669	0.405	0.933	0.000	0.000	0.432	0.000	0.447	86.49	100
7:30	1.065	0.432	3.636	0.324	1.701	1.471	1.000	0.865	0.933	0.000	0.000	0.432	0.000	0.447	87.70	100
8:00	3.058	0.365	3.762	0.324	1.701	1.892	1.720	0.727	0.933	0.000	0.448	0.347	0.000	0.447	84.28	100
8:30	3.058	0.365	3.762	0.647	1.906	1.569	1.333	0.727	0.933	0.000	0.448	0.000	0.000	0.447	84.81	100
9:00	3.879	0.365	4.086	0.324	1.640	2.295	2.143	0.460	1.415	0.000	1.983	0.000	0.000	0.447	80.96	100
9:30	3.879	0.365	4.416	0.324	1.640	2.295	2.031	0.460	1.082	0.000	1.983	0.000	0.000	0.447	81.08	100
10:00	3.879	0.641	3.810	0.324	2.031	2.688	2.307	0.905	0.717	0.000	1.535	0.772	0.000	0.447	79.95	100
10:30	3.879	0.641	3.810	0.324	2.031	2.688	2.307	0.905	0.717	0.000	1.419	0.772	0.000	0.447	80.06	100
11:00	3.879	0.365	3.417	0.000	2.031	1.389	2.628	1.310	0.717	0.000	0.738	0.772	0.000	0.447	82.31	100
11:30	3.879	0.365	3.693	0.000	2.031	1.389	2.628	1.310	0.993	0.000	0.738	0.772	0.000	0.447	81.75	100
NOON	2.721	0.000	2.757	0.000	0.696	1.056	1.611	0.405	0.933	0.000	0.000	0.324	0.393	0.447	88.66	100
0:30	2.721	0.000	2.481	0.000	1.307	1.056	1.278	0.681	0.933	0.000	0.000	0.324	0.000	0.447	88.77	100
1:00	1.995	0.000	2.158	0.330	1.043	1.056	1.002	0.405	1.326	0.000	0.404	0.460	0.000	0.447	89.37	100
1:30	1.995	0.000	2.158	0.330	1.043	1.056	1.002	0.405	0.993	0.000	0.404	0.000	0.000	0.447	90.17	100
2:00	1.636	0.000	0.663	0.000	1.447	0.387	1.002	0.405	0.276	0.411	0.334	0.000	0.000	0.447	92.99	100
2:30	1.636	0.611	0.663	0.000	1.447	0.387	1.002	0.405	0.276	0.411	0.334	0.000	0.000	0.447	92.38	100
3:00	1.636	0.000	1.443	0.000	1.447	0.850	1.002	0.405	0.333	0.411	0.388	0.000	0.000	0.447	91.64	100
3:30	1.636	0.000	1.443	0.000	1.447	0.850	1.002	0.405	0.333	0.411	0.388	0.000	0.000	0.447	91.64	100
4:00	0.798	0.000	1.443	0.000	1.491	0.850	1.002	0.405	0.333	0.000	0.388	0.000	0.000	0.447	92.84	100
4:30	0.798	0.000	1.443	0.000	1.491	0.850	1.002	0.000	0.333	0.000	0.388	0.000	0.000	0.447	93.25	100
5:00	0.798	0.000	1.056	0.000	1.856	0.856	1.020	0.000	0.333	0.000	0.722	0.000	0.000	0.447	92.91	100
5:30	0.798	0.448	1.056	0.000	1.836	0.856	1.020	0.000	0.656	0.000	0.722	0.000	0.000	0.447	92.16	100
6:00	0.798	0.448	0.276	0.000	1.616	0.393	0.000	0.000	0.656	0.000	0.388	0.347	0.000	0.447	94.63	100
6:30	0.798	0.000	0.276	0.000	2.064	0.393	0.324	0.000	0.656	0.000	0.388	0.000	0.000	0.447	94.65	100
7:00	0.333	0.000	0.780	0.000	0.448	0.393	0.990	0.000	0.324	0.000	0.388	0.000	0.000	0.447	95.90	100
7:30	0.333	0.000	1.167	0.000	0.448	0.393	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	97.21	100
8:00	0.000	0.000	0.780	0.000	0.448	0.780	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	97.55	100
8:30	0.000	0.000	0.780	0.000	0.448	0.780	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	97.55	100
9:00	0.000	0.000	0.000	0.000	0.448	0.780	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.447	97.98	100
9:30	0.000	0.000	0.000	0.000	0.448	0.780	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.447	97.98	100
10:00	0.000	0.000	0.000	0.000	0.000	0.387	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.447	98.82	100
10:30	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.276	0.447	98.89	100
11:00	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.000	0.000	0.276	0.000	99.34	100
11:30	0.000	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	0.347	0.000	0.276	0.000	98.99	100
avg.	1.14	0.16	1.39	0.10	0.95	0.85	0.74	0.28	0.38	0.03	0.34	0.12	0.03	0.32	93.18	
max.	3.88	0.67	4.42	0.65	2.96	2.69	2.63	1.31	1.41	0.41	1.98	0.77	0.39	0.45	100	
σ.	1.37	0.22	1.48	0.17	0.81	0.73	0.80	0.36	0.43	0.11	0.49	0.24	0.09	0.21	6.39	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
0:30	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
1:00	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
1:30	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
2:00	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
2:30	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
3:00	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
3:30	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
4:00	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	0.000	99.41	100
4:30	0.000	0.000	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
5:00	0.000	0.000	0.968	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.03	100
5:30	0.000	0.000	0.968	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.03	100
6:00	0.358	0.000	2.211	0.000	0.542	0.000	0.642	0.000	0.000	0.324	0.000	0.000	0.000	0.000	95.92	100
6:30	0.358	0.000	2.265	0.000	0.945	0.000	1.065	0.000	0.000	0.324	0.000	0.000	0.000	0.000	95.04	100
7:00	1.174	0.971	2.636	0.727	1.519	0.000	1.423	0.000	0.968	0.000	1.624	0.903	1.022	0.000	87.03	100
7:30	1.174	0.384	2.636	0.727	1.181	0.000	1.423	0.000	0.588	0.000	1.221	0.903	1.022	0.000	88.74	100
8:00	1.501	0.807	2.746	1.130	1.664	0.848	1.423	1.281	0.271	0.000	0.893	0.358	1.651	0.000	85.43	100
8:30	1.501	0.807	3.131	1.130	2.067	0.848	1.423	1.281	0.271	0.000	1.576	0.000	1.651	0.000	84.31	100
9:00	2.930	0.384	2.814	1.447	1.394	1.530	1.423	1.552	0.656	0.000	1.347	0.000	1.651	0.000	82.87	100
9:30	3.354	0.384	2.487	1.447	1.394	1.872	1.423	1.552	0.271	0.000	0.893	0.000	1.651	0.000	83.27	100
10:00	3.354	0.821	2.487	1.774	1.451	1.189	1.875	0.996	0.271	0.000	1.164	0.454	1.651	0.000	82.51	100
10:30	3.354	0.821	2.758	1.774	1.054	1.189	1.875	0.996	0.271	0.000	0.893	0.454	1.651	0.000	82.91	100
11:00	3.027	0.384	2.758	2.212	1.130	1.831	1.451	0.996	0.271	0.000	1.277	0.454	1.651	0.000	82.56	100
11:30	3.027	0.384	3.387	2.212	1.130	1.506	1.451	0.996	0.271	0.000	1.277	0.454	1.380	0.000	82.53	100
NOON	0.985	0.384	1.612	1.551	0.000	1.110	0.685	0.599	0.541	0.000	0.384	0.000	1.022	0.000	91.13	100
0:30	1.312	0.384	1.070	1.551	0.000	1.110	0.685	0.599	0.271	0.000	0.000	0.000	1.022	0.000	92.00	100
1:00	0.970	0.807	1.455	1.551	0.000	0.793	1.137	0.599	0.271	0.000	0.000	0.000	1.022	0.000	91.40	100
1:30	0.644	0.807	1.455	1.551	0.262	0.793	1.137	0.599	0.271	0.000	0.000	0.000	1.022	0.000	91.46	100
2:00	0.644	0.780	1.070	1.551	0.667	1.173	1.137	0.996	0.271	0.324	0.000	0.000	1.022	0.000	90.37	100
2:30	0.644	1.234	1.038	1.551	0.326	0.793	0.685	0.996	0.271	0.324	0.000	0.000	1.022	0.000	91.12	100
3:00	0.644	0.384	1.637	1.892	0.403	0.793	0.685	0.996	0.271	0.000	0.000	0.000	1.022	0.000	91.27	100
3:30	0.644	0.384	1.038	1.892	0.403	0.793	0.685	1.436	0.271	0.000	0.423	0.000	0.599	0.000	91.43	100
4:00	0.326	0.384	1.038	1.892	0.403	0.668	0.685	0.996	0.710	0.000	0.804	0.000	0.599	0.000	91.49	100
4:30	0.326	0.701	1.038	1.892	0.403	0.342	0.685	0.996	0.710	0.000	0.804	0.000	0.599	0.000	91.50	100
5:00	0.653	0.000	0.653	0.710	0.857	1.119	1.735	0.996	0.706	0.000	0.000	0.000	0.000	0.317	92.25	100
5:30	0.653	0.000	0.653	0.710	0.403	0.342	1.082	0.996	0.326	0.000	0.000	0.000	0.000	0.000	94.83	100
6:00	0.326	0.358	0.653	0.839	0.993	0.324	1.071	0.000	0.597	0.000	0.454	0.000	0.000	0.000	94.38	100
6:30	0.326	0.358	0.653	0.839	0.542	0.000	0.685	0.588	0.597	0.000	0.000	0.000	0.000	0.000	95.41	100
7:00	0.326	0.358	0.327	0.385	0.262	0.000	0.641	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.70	100
7:30	0.326	0.810	0.327	0.385	0.000	0.000	0.315	0.000	0.271	0.000	0.000	0.000	0.000	0.000	97.57	100
8:00	0.000	0.451	0.327	0.385	0.454	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.38	100
8:30	0.000	0.000	0.327	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.29	100
9:00	0.000	0.000	0.000	0.385	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
9:30	0.000	0.000	0.000	0.385	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
10:00	0.000	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
10:30	0.000	0.000	0.000	0.438	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
11:00	0.000	0.000	0.000	0.438	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.56	100
11:30	0.000	0.000	0.000	0.438	0.000	0.000	0.327	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.23	100
avg.	0.73	0.31	1.11	0.80	0.46	0.44	0.66	0.44	0.22	0.03	0.31	0.08	0.50	0.01	93.91	
max.	3.35	1.23	3.39	2.21	2.07	1.87	1.87	1.55	0.97	0.32	1.62	0.90	1.65	0.32	99.73	
σ.	1.03	0.35	1.03	0.74	0.57	0.58	0.62	0.54	0.26	0.09	0.52	0.22	0.64	0.05	6.03	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	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	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	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	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	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	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	0.000	99.57	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	0.000	99.57	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.273	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	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	100	100
6:00	0.329	0.000	0.327	0.000	1.628	0.776	0.000	0.000	0.330	0.000	1.098	0.000	0.000	0.000	95.51	100
6:30	0.602	0.000	0.327	0.327	1.770	0.776	0.000	0.000	0.330	0.000	0.711	0.000	0.000	0.442	94.71	100
7:00	0.867	1.508	1.372	0.000	2.319	1.818	0.442	0.000	0.320	0.000	0.327	0.458	0.000	0.443	90.13	100
7:30	1.207	1.508	1.372	0.000	2.805	1.818	0.000	0.342	0.320	0.000	0.785	0.458	0.000	0.443	88.94	100
8:00	1.437	0.361	1.975	0.689	2.204	3.685	0.000	0.000	1.105	0.000	0.327	0.361	0.547	0.000	87.31	100
8:30	1.437	0.361	1.975	1.095	2.059	4.348	0.273	0.000	0.776	0.000	0.327	0.361	0.547	0.000	86.44	100
9:00	2.088	0.682	1.975	1.745	2.810	5.189	1.062	0.000	0.456	0.000	0.427	0.000	0.547	0.000	83.02	100
9:30	2.088	0.682	1.975	1.745	2.810	4.411	1.382	0.000	0.456	0.000	0.427	0.000	0.547	0.000	83.48	100
10:00	2.088	1.043	1.975	2.066	3.251	4.684	1.727	0.000	0.456	0.000	0.455	0.000	0.547	0.000	81.71	100
10:30	2.088	1.043	1.975	2.066	3.251	4.684	1.727	0.000	0.456	0.000	0.455	0.000	0.547	0.000	81.71	100
11:00	2.088	0.723	2.664	1.329	3.730	3.974	1.727	0.000	0.720	0.000	0.455	0.000	0.547	0.000	82.04	100
11:30	2.088	0.723	3.106	1.329	3.658	3.974	1.727	0.000	0.720	0.000	0.455	0.000	0.547	0.000	81.67	100
NOON	1.092	0.361	1.702	0.320	2.803	1.104	0.345	0.000	1.176	0.000	0.000	0.000	0.547	0.000	90.55	100
0:30	0.650	0.361	1.702	0.320	2.803	1.104	0.345	0.000	0.720	0.000	0.000	0.000	0.547	0.000	91.45	100
1:00	0.329	0.361	1.260	0.320	2.831	0.762	0.000	0.000	0.000	0.000	0.000	0.000	0.547	0.000	93.59	100
1:30	0.330	0.361	1.260	0.320	2.831	0.762	0.000	0.000	0.000	0.000	0.000	0.000	0.547	0.000	93.59	100
2:00	0.389	0.361	0.930	0.320	2.817	0.762	0.000	0.000	0.000	0.000	0.700	0.000	0.547	0.000	93.17	100
2:30	0.389	0.361	0.930	0.320	2.045	0.762	0.000	0.000	0.000	0.000	0.000	0.000	0.547	0.000	94.65	100
3:00	0.389	0.361	0.930	0.320	2.522	0.762	0.000	0.000	0.000	0.456	0.000	0.000	0.547	0.000	93.71	100
3:30	0.389	0.361	0.930	0.320	2.064	0.762	0.000	0.000	0.000	0.456	0.000	0.000	0.000	0.000	94.72	100
4:00	0.389	0.820	0.930	0.383	2.064	0.762	0.330	0.000	0.000	0.456	0.384	0.361	0.400	0.000	92.72	100
4:30	0.389	0.361	0.930	0.383	2.980	0.762	0.330	0.000	0.000	0.456	0.384	0.361	0.400	0.000	92.26	100
5:00	0.389	1.107	0.930	0.327	2.258	1.124	0.327	0.000	0.000	0.456	0.384	0.000	0.400	0.000	92.30	100
5:30	0.389	0.996	1.250	0.000	2.588	1.124	0.327	0.000	0.000	0.456	0.384	0.000	0.400	0.000	92.09	100
6:00	0.000	0.877	0.921	0.329	3.172	0.921	1.131	0.000	0.330	0.456	0.384	0.000	0.000	0.000	91.48	100
6:30	0.000	0.000	0.327	0.329	1.748	1.194	0.689	0.000	0.330	0.456	0.384	0.000	0.000	0.000	94.54	100
7:00	0.000	0.000	0.327	0.329	0.916	0.273	0.000	0.000	0.330	0.456	0.000	0.000	0.000	0.000	97.37	100
7:30	0.000	0.000	0.327	0.329	0.458	0.273	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	98.28	100
8:00	0.674	0.000	0.327	0.329	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.547	97.79	100
8:30	0.345	0.000	0.327	0.329	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.547	98.12	100
9:00	0.345	0.329	0.327	0.329	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.547	97.79	100
9:30	0.345	0.329	0.327	0.329	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.547	97.79	100
10:00	0.345	0.329	0.000	0.000	0.458	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.87	100
10:30	0.345	0.329	0.000	0.000	0.458	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.87	100
11:00	0.345	0.329	0.000	0.000	0.458	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.87	100
11:30	0.345	0.329	0.000	0.000	0.458	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.87	100
avg.	0.56	0.37	0.80	0.39	1.48	1.11	0.29	0.01	0.25	0.09	0.19	0.05	0.20	0.07	94.15	
max.	2.09	1.51	3.11	2.07	3.73	5.19	1.73	0.34	1.18	0.46	1.10	0.46	0.55	0.55	100	
σ.	0.69	0.41	0.83	0.56	1.32	1.56	0.54	0.05	0.30	0.18	0.27	0.13	0.26	0.18	5.86	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.443	99.19	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.443	99.19	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	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	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	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	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	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	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	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	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	100	100
5:30	0.331	0.000	0.900	0.000	0.000	0.274	0.457	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.04	100
6:00	0.331	0.000	1.632	0.000	0.000	0.274	0.457	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.31	100
6:30	0.331	0.000	1.632	0.356	1.716	0.604	0.457	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.90	100
7:00	0.687	0.331	1.881	0.741	3.396	1.892	0.859	0.000	0.321	0.000	0.000	0.606	0.000	0.000	89.29	100
7:30	0.687	0.331	1.881	0.384	2.666	1.618	0.457	0.000	0.321	0.362	0.000	0.606	0.000	0.428	90.26	100
8:00	1.144	0.331	2.889	0.636	4.255	1.618	1.147	0.445	0.321	0.362	0.666	0.000	0.459	0.428	85.30	100
8:30	1.462	0.331	2.889	0.636	3.939	1.618	0.819	0.445	0.321	0.000	0.401	0.000	0.459	0.428	86.25	100
9:00	2.767	0.000	2.760	0.636	4.109	2.650	1.477	0.710	0.321	0.000	0.802	0.000	0.459	0.428	82.88	100
9:30	2.767	0.602	2.760	0.636	4.109	2.650	1.477	0.710	0.321	0.000	0.802	0.000	0.459	0.428	82.28	100
10:00	4.157	0.328	2.760	0.636	3.702	2.660	1.477	1.400	0.321	0.000	0.401	0.000	0.459	0.428	81.27	100
10:30	3.826	0.328	2.760	0.636	3.702	2.660	1.477	1.400	0.321	0.000	0.401	0.000	0.459	0.428	81.60	100
11:00	2.943	0.658	2.760	0.636	3.291	2.329	1.477	1.536	0.321	0.000	0.401	0.000	0.805	0.428	82.41	100
11:30	2.943	0.328	3.436	0.636	3.291	2.329	1.571	1.536	0.321	0.000	0.401	0.000	0.805	0.428	81.97	100
NOON	1.748	0.328	2.765	0.321	3.026	1.624	0.457	0.845	0.331	0.000	0.401	0.000	0.805	0.428	86.92	100
0:30	1.748	0.328	2.434	0.000	3.026	1.624	0.457	0.845	0.331	0.000	0.401	0.000	0.805	0.428	87.57	100
1:00	0.649	0.328	1.398	0.000	4.298	0.775	0.000	0.845	0.000	0.362	0.000	0.000	0.805	0.428	90.11	100
1:30	0.970	0.328	1.854	0.000	4.298	0.775	0.000	0.845	0.000	0.362	0.000	0.000	0.805	0.428	89.33	100
2:00	0.649	0.808	1.143	0.000	2.107	0.775	0.000	0.445	0.000	0.362	0.000	0.000	0.459	0.428	92.82	100
2:30	0.649	0.808	0.687	0.000	2.439	1.465	0.328	0.445	0.000	0.362	0.000	0.000	0.459	0.428	91.93	100
3:00	0.763	0.328	1.017	0.000	1.646	1.465	0.330	0.445	0.000	0.362	0.919	0.000	0.459	0.428	91.84	100
3:30	0.763	0.328	1.017	0.000	2.152	1.465	0.330	0.445	0.000	0.362	0.459	0.000	0.459	0.428	91.79	100
4:00	0.318	0.602	1.266	0.000	0.650	1.348	0.773	0.445	0.000	0.692	0.000	0.000	0.459	0.428	93.02	100
4:30	0.318	0.602	0.660	0.000	0.650	0.658	0.330	1.135	0.000	0.692	0.000	0.000	0.459	0.428	94.07	100
5:00	0.318	0.000	0.660	0.000	1.193	0.979	0.330	0.690	0.000	0.692	0.808	0.457	0.000	0.909	92.96	100
5:30	0.318	0.000	0.330	0.000	0.401	0.651	0.330	0.690	0.000	0.692	0.401	0.457	0.000	0.909	94.82	100
6:00	0.318	0.000	0.330	0.000	1.358	0.988	0.330	1.135	1.026	0.692	0.000	0.344	0.356	0.480	92.64	100
6:30	0.318	0.000	0.330	0.000	0.901	0.988	0.330	0.690	0.321	0.692	0.000	0.344	0.356	0.870	93.86	100
7:00	0.318	0.000	0.000	0.000	0.000	0.658	0.000	0.480	0.321	0.362	0.000	0.000	0.000	0.000	97.86	100
7:30	0.318	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.321	0.362	0.000	0.000	0.000	0.000	98.67	100
8:00	0.000	0.000	0.000	0.000	0.401	0.660	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	98.62	100
8:30	0.000	0.000	0.000	0.000	0.401	0.660	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	98.62	100
9:00	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.34	100
9:30	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	99.02	100
10:00	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	99.02	100
10:30	0.000	0.000	0.000	0.000	0.000	0.660	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.34	100
11:00	0.000	0.328	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.34	100
11:30	0.000	0.000	0.000	0.000	0.000	0.330	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
avg.	0.73	0.18	0.98	0.14	1.40	0.92	0.40	0.39	0.15	0.16	0.16	0.06	0.23	0.25	93.85	
max.	4.16	0.81	3.44	0.74	4.30	2.66	1.57	1.54	1.03	0.69	0.92	0.61	0.80	0.91	100	
σ.	1.07	0.24	1.13	0.26	1.61	0.83	0.50	0.48	0.20	0.25	0.27	0.16	0.30	0.27	6.23	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	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	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	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	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	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	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	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	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	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	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.433	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.57	100
5:30	0.000	0.400	1.086	0.000	0.000	0.324	0.433	0.000	0.798	0.000	0.000	0.000	0.000	0.000	96.96	100
6:00	0.435	0.400	1.638	0.000	0.338	0.663	0.717	0.000	0.798	0.000	0.000	0.000	0.000	0.000	95.01	100
6:30	0.435	0.448	2.274	0.260	0.786	0.663	1.255	0.435	0.448	0.000	0.394	0.000	0.000	0.000	92.60	100
7:00	0.000	0.772	2.669	0.260	1.136	3.008	1.041	0.435	0.448	0.000	0.932	0.433	0.000	0.000	88.87	100
7:30	0.339	0.000	3.710	0.000	0.650	2.537	1.441	0.435	0.448	0.000	0.932	0.594	0.000	0.000	88.91	100
8:00	0.993	0.000	3.373	0.000	1.002	2.684	1.172	0.863	0.448	0.000	1.703	0.594	0.000	0.324	86.84	100
8:30	0.993	0.000	3.373	0.000	0.624	2.684	1.889	0.863	0.884	0.000	1.322	0.000	0.000	0.324	87.04	100
9:00	2.031	0.448	3.686	0.692	1.162	2.345	2.213	1.284	0.884	0.000	0.871	0.393	0.000	0.324	83.67	100
9:30	2.031	0.000	3.686	0.692	0.807	2.345	2.213	1.284	0.884	0.000	0.871	0.000	0.000	0.324	84.86	100
10:00	2.386	0.000	3.686	0.692	0.269	2.345	2.213	1.284	0.884	0.377	0.871	0.000	0.000	0.324	84.67	100
10:30	2.031	0.000	3.686	0.692	0.269	2.345	2.213	1.284	0.884	0.377	0.871	0.000	0.000	0.324	85.03	100
11:00	1.692	0.000	3.385	1.017	0.607	2.345	2.482	1.284	1.209	0.377	1.409	0.000	0.000	0.757	83.44	100
11:30	1.692	0.000	4.247	1.017	0.269	2.345	2.482	1.284	1.209	0.377	1.409	0.000	0.000	0.757	82.91	100
NOON	2.327	0.000	4.742	1.234	0.269	2.333	1.490	0.269	0.798	0.377	1.829	0.000	0.000	0.757	83.58	100
0:30	2.058	0.000	4.037	1.234	0.269	2.333	1.041	0.269	0.798	0.377	1.829	0.000	0.000	0.757	85.00	100
1:00	1.308	0.000	2.683	0.260	0.269	2.064	0.593	0.269	0.000	0.716	1.685	0.000	0.000	0.324	89.83	100
1:30	1.308	0.000	2.359	0.000	0.269	2.064	0.593	0.269	0.000	0.716	1.292	0.000	0.000	0.324	90.81	100
2:00	2.067	0.000	1.908	0.000	0.923	2.512	0.593	0.000	0.000	0.716	1.271	0.000	0.000	0.324	89.69	100
2:30	2.067	0.000	1.639	0.000	0.663	2.512	0.593	0.000	0.000	0.716	1.271	0.000	0.000	0.324	90.21	100
3:00	1.728	0.000	1.245	0.000	1.187	1.749	0.593	0.000	0.000	0.377	1.271	0.000	0.000	0.324	91.53	100
3:30	1.728	0.000	1.245	0.000	0.269	1.749	0.593	0.000	0.000	0.377	1.271	0.000	0.000	0.759	92.01	100
4:00	1.781	0.000	1.513	0.000	0.740	1.749	0.930	0.000	0.350	0.000	1.719	0.433	0.000	0.324	90.46	100
4:30	1.781	0.000	1.513	0.000	0.269	1.749	0.930	0.000	0.350	0.000	1.271	0.000	0.000	0.324	91.81	100
5:00	1.729	0.000	1.513	0.731	1.836	1.355	0.930	0.000	0.000	0.324	0.420	0.433	0.000	0.000	90.73	100
5:30	1.729	0.324	1.192	0.731	1.836	1.355	0.930	0.000	0.000	0.324	0.420	0.433	0.000	0.000	90.73	100
6:00	1.306	0.000	0.538	0.000	1.932	1.355	0.930	0.000	0.322	0.324	0.420	1.421	0.471	0.000	90.98	100
6:30	1.037	0.000	0.538	0.000	1.932	1.355	0.930	0.000	0.646	0.324	0.420	1.028	0.471	0.383	90.94	100
7:00	0.383	0.000	0.538	0.000	0.269	1.355	0.269	0.678	0.000	0.000	0.420	0.000	0.000	0.383	95.71	100
7:30	0.383	0.000	0.538	0.000	0.269	0.760	0.269	0.000	0.000	0.000	0.400	0.000	0.000	0.383	97.00	100
8:00	0.383	0.000	0.538	0.000	0.000	0.324	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.49	100
8:30	0.000	0.000	0.538	0.000	0.000	0.324	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.87	100
9:00	0.000	0.000	0.269	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	98.94	100
9:30	0.000	0.000	0.269	0.000	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	98.94	100
10:00	0.000	0.000	0.269	0.000	0.451	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	98.81	100
10:30	0.000	0.000	0.269	0.000	0.451	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	98.81	100
11:00	0.000	0.000	0.269	0.000	0.538	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	98.72	100
11:30	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.471	99.26	100
avg.	0.84	0.06	1.48	0.20	0.47	1.17	0.73	0.26	0.28	0.15	0.60	0.12	0.02	0.25	93.38	
max.	2.39	0.77	4.74	1.23	1.93	3.01	2.48	1.28	1.21	0.72	1.83	1.42	0.47	0.76	100	
σ.	0.87	0.16	1.48	0.37	0.56	1.06	0.77	0.45	0.39	0.23	0.64	0.29	0.10	0.25	5.92	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

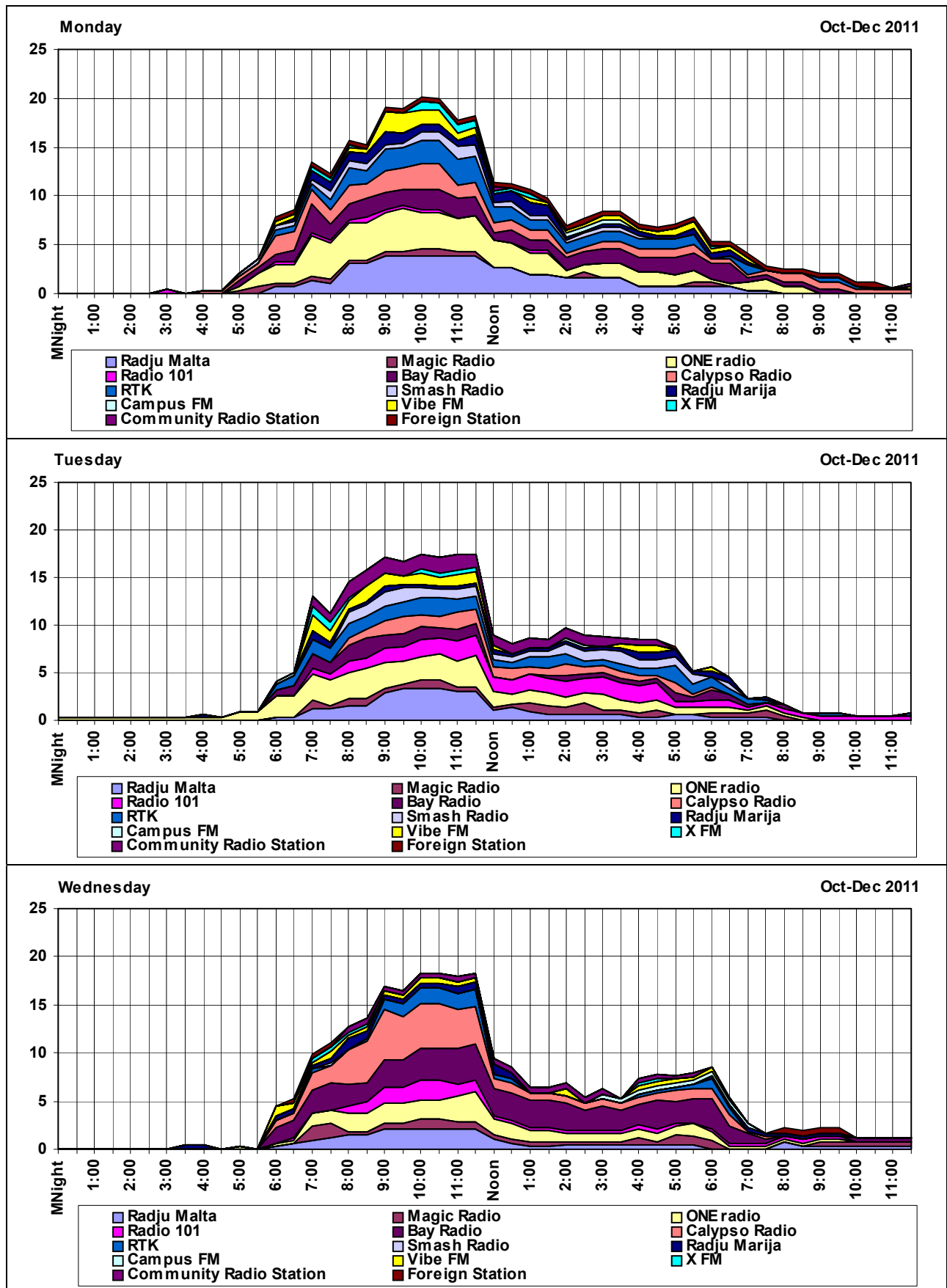
	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.574	0.000	0.000	0.000	0.000	0.000	99.43	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.574	0.000	0.000	0.000	0.000	0.000	99.43	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	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.57	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.57	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	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	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	100	100
4:00	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.69	100
4:30	0.000	0.000	0.313	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
5:00	0.260	0.000	0.627	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.75	100
5:30	0.260	0.000	0.627	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.75	100
6:00	0.260	0.000	0.627	0.305	0.000	0.735	0.000	0.000	0.302	0.000	0.000	0.252	0.000	0.000	97.52	100
6:30	0.575	0.000	0.627	0.305	0.000	0.735	0.421	0.000	0.302	0.000	0.000	0.252	0.000	0.000	96.78	100
7:00	1.310	0.000	1.305	0.565	0.422	1.681	1.099	1.088	1.254	0.000	0.000	0.252	0.000	0.000	91.02	100
7:30	1.571	0.000	2.234	0.565	0.422	1.681	0.983	1.088	1.254	0.000	0.000	0.632	0.000	0.000	89.57	100
8:00	2.378	0.311	2.927	0.565	0.788	2.411	1.882	1.416	1.254	0.344	0.000	0.252	0.314	0.000	85.16	100
8:30	2.706	0.311	2.625	0.565	0.788	2.411	1.882	1.416	1.254	0.344	0.000	0.252	0.314	0.000	85.13	100
9:00	2.613	0.616	3.913	0.260	2.282	2.747	1.882	1.798	1.254	0.000	0.708	0.252	0.314	0.000	81.36	100
9:30	2.613	1.037	2.876	0.260	2.738	2.327	1.882	1.798	1.254	0.000	0.381	0.252	0.314	0.000	82.27	100
10:00	2.559	0.571	3.657	0.260	3.339	3.015	1.899	1.417	0.952	0.000	0.749	0.252	0.314	0.000	81.02	100
10:30	2.559	0.311	3.657	0.626	3.859	3.436	2.214	1.417	0.952	0.000	0.749	0.252	0.314	0.000	79.65	100
11:00	2.559	0.311	4.570	0.626	3.305	2.361	2.258	1.417	0.952	0.000	0.381	0.512	0.000	0.000	80.75	100
11:30	2.559	0.311	6.668	0.626	2.940	2.361	2.258	1.417	0.952	0.000	0.381	0.512	0.000	0.000	79.01	100
NOON	1.857	1.388	5.773	0.941	0.766	1.576	0.669	0.382	0.641	0.000	0.000	0.512	0.000	0.000	85.50	100
0:30	1.857	1.083	4.482	0.366	0.766	1.995	0.669	0.382	0.641	0.000	0.000	0.260	0.000	0.000	87.50	100
1:00	1.450	1.140	3.178	0.366	1.134	1.576	0.365	0.382	0.641	0.000	0.000	0.260	0.000	0.000	89.51	100
1:30	1.450	1.140	2.580	0.366	1.134	1.576	0.365	0.382	0.641	0.000	0.000	0.260	0.000	0.000	90.11	100
2:00	1.122	0.733	1.633	0.366	1.132	2.048	0.365	0.382	0.969	0.000	0.000	0.000	0.000	0.000	91.25	100
2:30	1.122	0.733	1.633	0.366	1.132	2.048	0.365	0.382	0.969	0.000	0.000	0.000	0.000	0.000	91.25	100
3:00	1.122	0.733	1.633	0.366	1.132	2.048	0.365	0.382	0.969	0.000	0.000	0.000	0.000	0.000	91.25	100
3:30	1.122	0.733	1.633	0.366	1.132	2.048	0.365	0.382	0.588	0.000	0.000	0.000	0.000	0.000	91.63	100
4:00	0.689	0.733	1.707	0.366	1.815	2.849	0.678	0.382	0.260	0.000	0.000	0.000	0.000	0.000	90.52	100
4:30	0.689	0.733	1.707	0.366	1.760	2.849	0.678	0.382	0.260	0.000	0.000	0.000	0.000	0.000	90.58	100
5:00	0.689	0.733	1.014	0.736	3.006	2.147	0.929	0.382	0.625	0.000	0.000	0.000	0.000	0.000	89.74	100
5:30	0.689	0.733	1.014	0.736	1.887	2.147	0.929	0.382	0.625	0.000	0.000	0.000	0.000	0.000	90.86	100
6:00	0.949	0.311	0.627	1.155	2.773	1.620	0.565	0.382	0.625	0.000	0.000	0.000	0.575	0.000	90.42	100
6:30	0.949	0.311	0.627	0.790	2.253	1.620	0.565	0.382	0.625	0.000	0.000	0.000	0.575	0.000	91.30	100
7:00	0.715	0.311	1.060	0.419	0.434	0.891	0.675	0.000	0.625	0.000	0.000	0.000	0.575	0.000	94.29	100
7:30	0.715	0.311	1.431	0.419	0.000	0.630	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	96.13	100
8:00	0.000	0.311	0.627	0.000	0.366	0.260	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.07	100
8:30	0.000	0.000	0.627	0.366	0.366	0.260	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.02	100
9:00	0.000	0.000	0.313	0.366	0.000	0.000	0.000	0.000	0.365	0.000	0.000	0.000	0.000	0.000	98.96	100
9:30	0.000	0.000	0.313	0.366	0.000	0.000	0.000	0.000	0.693	0.000	0.000	0.000	0.000	0.000	98.63	100
10:00	0.000	0.000	0.313	0.000	0.436	0.421	0.000	0.000	0.693	0.000	0.000	0.000	0.000	0.365	97.77	100
10:30	0.000	0.000	0.313	0.000	0.688	0.421	0.000	0.000	0.693	0.000	0.000	0.000	0.000	0.365	97.52	100
11:00	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.365	98.99	100
11:30	0.000	0.000	0.313	0.000	0.000	0.000	0.000	0.000	0.902	0.000	0.000	0.000	0.000	0.365	98.42	100
avg.	0.87	0.33	1.51	0.31	0.94	1.21	0.58	0.41	0.57	0.01	0.07	0.11	0.08	0.03	92.96	
max.	2.71	1.39	6.67	1.16	3.86	3.44	2.26	1.80	1.25	0.34	0.75	0.63	0.58	0.36	100	
σ.	0.94	0.40	1.63	0.29	1.12	1.07	0.72	0.56	0.41	0.07	0.20	0.17	0.17	0.10	6.52	

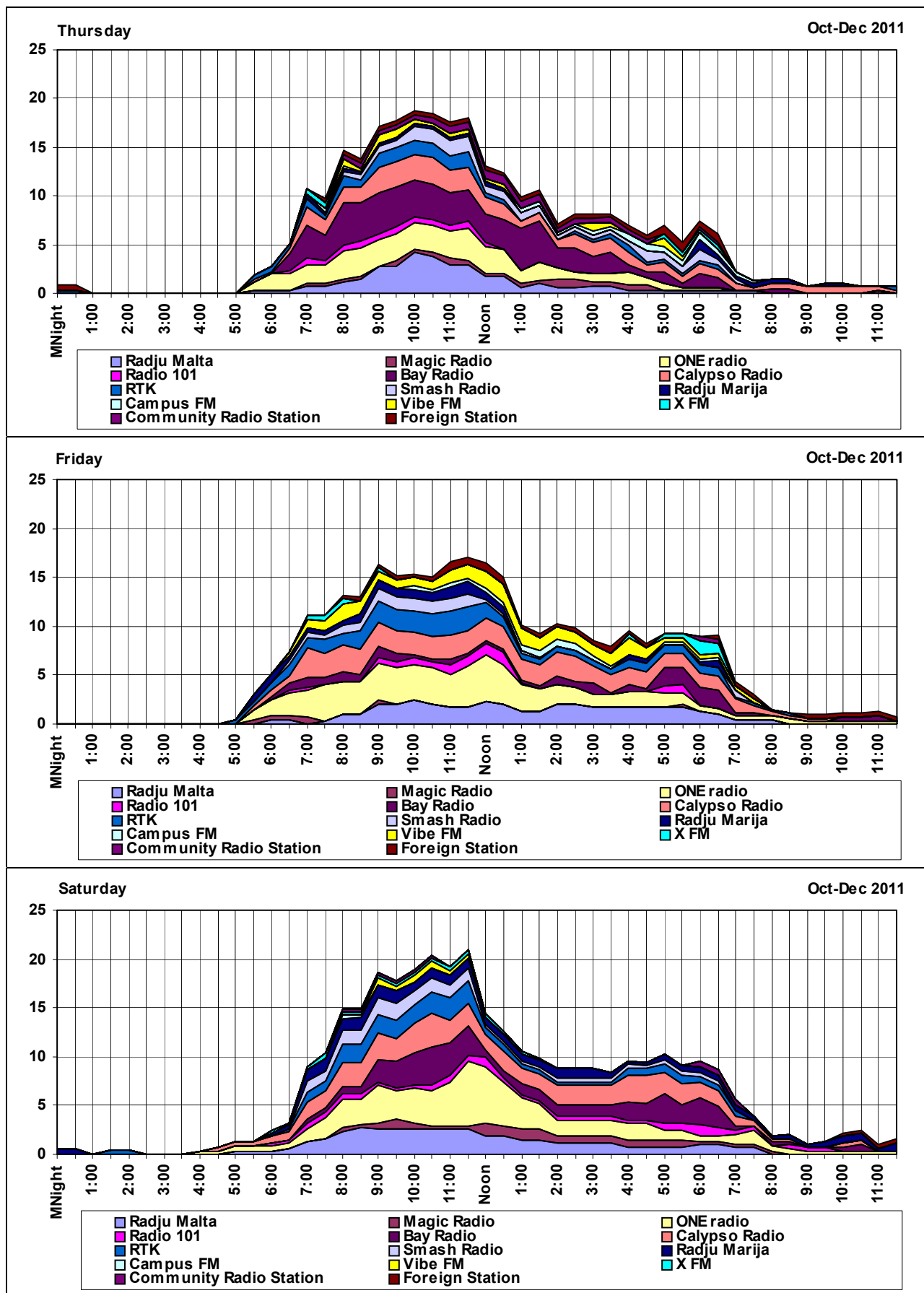
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

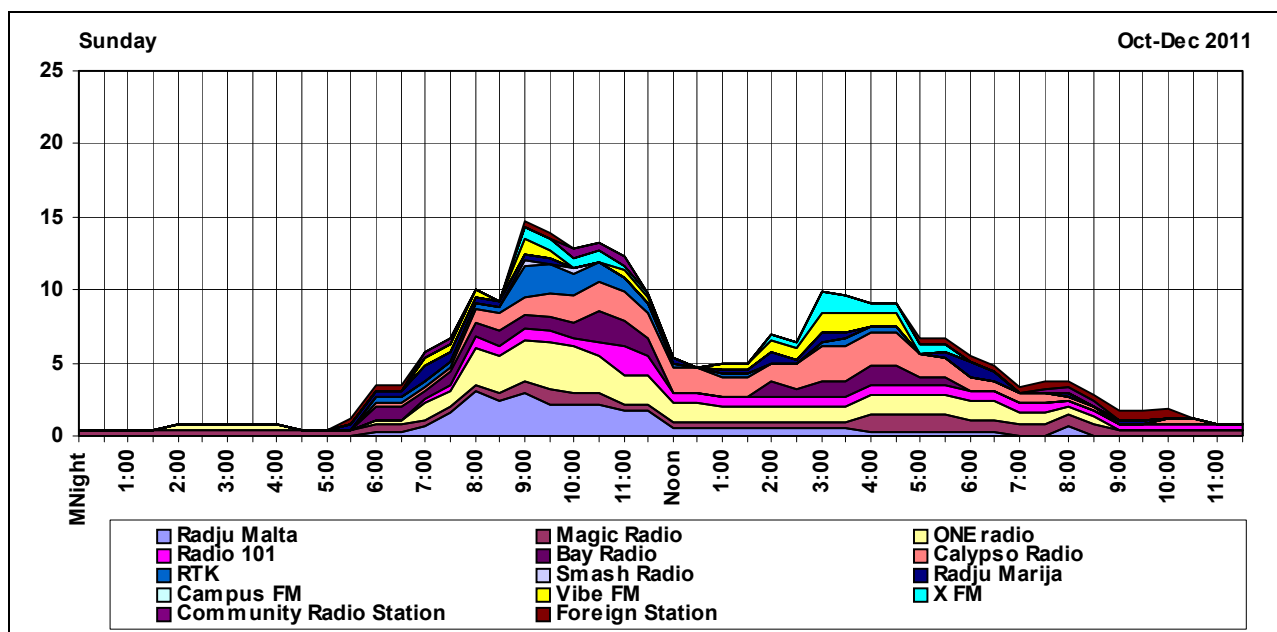
	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
0:30	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
1:00	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
1:30	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
2:00	0.000	0.424	0.327	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
2:30	0.000	0.424	0.327	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
3:00	0.000	0.424	0.327	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
3:30	0.000	0.424	0.327	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
4:00	0.000	0.424	0.327	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
4:30	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
5:00	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.58	100
5:30	0.000	0.424	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.000	0.437	98.76	100
6:00	0.318	0.424	0.271	0.000	0.995	0.318	0.359	0.000	0.380	0.000	0.000	0.000	0.000	0.437	96.50	100
6:30	0.318	0.424	0.271	0.000	0.995	0.318	0.359	0.000	0.380	0.000	0.000	0.000	0.000	0.437	96.50	100
7:00	0.643	0.424	1.141	0.315	0.543	0.318	0.359	0.000	1.089	0.000	0.543	0.000	0.424	0.000	94.20	100
7:30	1.561	0.424	1.141	0.315	0.927	0.318	0.359	0.000	0.708	0.000	0.543	0.000	0.424	0.000	93.28	100
8:00	3.052	0.424	2.541	0.754	0.995	0.954	0.359	0.000	0.380	0.000	0.543	0.000	0.000	0.000	90.00	100
8:30	2.452	0.424	2.541	0.754	0.995	1.278	0.359	0.000	0.380	0.000	0.000	0.000	0.000	0.000	90.82	100
9:00	2.954	0.765	2.868	0.754	0.924	1.278	2.082	0.404	0.380	0.000	1.143	0.765	0.000	0.440	85.24	100
9:30	2.121	1.124	3.183	0.754	0.924	1.606	2.082	0.000	0.380	0.000	0.543	0.765	0.000	0.440	86.08	100
10:00	2.121	0.783	3.183	0.642	0.995	1.948	1.369	0.403	0.000	0.000	0.000	0.765	0.600	0.000	87.19	100
10:30	2.121	0.783	2.539	1.024	2.094	1.942	1.369	0.000	0.000	0.000	0.000	0.765	0.600	0.000	86.76	100
11:00	1.803	0.359	1.952	2.103	1.710	1.942	1.010	0.000	0.000	0.000	0.452	0.328	0.600	0.000	87.74	100
11:30	1.803	0.359	1.952	1.377	1.258	1.624	0.670	0.000	0.000	0.000	0.452	0.328	0.000	0.000	90.18	100
NOON	0.589	0.359	1.369	0.668	0.000	1.666	0.271	0.000	0.380	0.000	0.000	0.000	0.000	0.000	94.70	100
0:30	0.589	0.359	1.369	0.668	0.000	1.666	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.35	100
1:00	0.589	0.359	1.051	0.668	0.000	1.281	0.327	0.000	0.328	0.000	0.397	0.000	0.000	0.000	95.00	100
1:30	0.589	0.359	1.051	0.668	0.000	1.281	0.327	0.000	0.328	0.000	0.397	0.000	0.000	0.000	95.00	100
2:00	0.589	0.359	1.051	0.668	1.040	1.281	0.000	0.000	0.780	0.000	0.778	0.341	0.000	0.000	93.11	100
2:30	0.589	0.359	1.051	0.668	0.600	1.666	0.000	0.000	0.328	0.000	0.778	0.341	0.000	0.000	93.62	100
3:00	0.589	0.359	1.051	0.668	1.052	2.371	0.327	0.000	0.655	0.000	1.321	1.532	0.000	0.000	90.07	100
3:30	0.589	0.359	1.051	0.668	1.052	2.371	0.654	0.000	0.328	0.000	1.321	1.269	0.000	0.000	90.34	100
4:00	0.318	1.124	1.322	0.668	1.315	2.371	0.327	0.000	0.000	0.000	0.940	0.669	0.000	0.000	90.95	100
4:30	0.318	1.124	1.322	0.668	1.315	2.371	0.327	0.000	0.000	0.000	0.940	0.669	0.000	0.000	90.95	100
5:00	0.318	1.124	1.322	0.668	0.543	1.669	0.000	0.000	0.000	0.000	0.000	0.600	0.000	0.440	93.32	100
5:30	0.318	1.124	1.322	0.668	0.543	1.344	0.000	0.000	0.380	0.000	0.000	0.600	0.000	0.440	93.26	100
6:00	0.318	0.783	1.322	0.668	0.000	0.964	0.000	0.000	1.033	0.000	0.000	0.000	0.000	0.440	94.47	100
6:30	0.318	0.783	1.322	0.668	0.000	0.636	0.000	0.000	0.708	0.000	0.000	0.000	0.000	0.440	95.12	100
7:00	0.000	0.783	0.870	0.668	0.000	0.636	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.440	96.60	100
7:30	0.000	0.783	0.870	0.668	0.000	0.636	0.000	0.000	0.000	0.000	0.000	0.000	0.318	0.440	96.28	100
8:00	0.684	0.783	0.596	0.353	0.000	0.318	0.000	0.000	0.271	0.000	0.000	0.000	0.318	0.440	96.24	100
8:30	0.000	0.783	0.596	0.353	0.000	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.318	0.440	97.19	100
9:00	0.000	0.424	0.000	0.353	0.000	0.000	0.000	0.000	0.318	0.000	0.000	0.000	0.000	0.684	98.22	100
9:30	0.000	0.424	0.000	0.353	0.000	0.000	0.000	0.000	0.318	0.000	0.000	0.000	0.000	0.684	98.22	100
10:00	0.000	0.424	0.000	0.353	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.684	98.16	100
10:30	0.000	0.424	0.000	0.353	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.84	100
11:00	0.000	0.424	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.22	100
11:30	0.000	0.424	0.000	0.353	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.22	100
avg.	0.60	0.55	0.94	0.46	0.43	0.82	0.28	0.02	0.22	0.00	0.23	0.20	0.08	0.16	95.01	
max.	3.05	1.12	3.18	2.10	2.09	2.37	2.08	0.40	1.09	0.00	1.32	1.53	0.60	0.68	99.58	
σ.	0.85	0.25	0.92	0.41	0.57	0.82	0.51	0.08	0.29	0.00	0.39	0.37	0.18	0.24	4.23	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	NONE	TOTAL
M'NGHT	0.000	0.060	0.039	0.000	0.000	0.000	0.051	0.000	0.085	0.000	0.000	0.000	0.000	0.063	99.70	100
0:30	0.000	0.060	0.039	0.000	0.000	0.000	0.051	0.000	0.085	0.000	0.000	0.000	0.000	0.063	99.70	100
1:00	0.000	0.060	0.039	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.90	100
1:30	0.000	0.060	0.039	0.000	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.84	100
2:00	0.000	0.060	0.085	0.000	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.79	100
2:30	0.000	0.060	0.085	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.85	100
3:00	0.000	0.060	0.085	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.79	100
3:30	0.000	0.060	0.085	0.000	0.000	0.000	0.000	0.000	0.060	0.000	0.000	0.000	0.000	0.000	99.79	100
4:00	0.000	0.060	0.132	0.000	0.000	0.049	0.000	0.000	0.106	0.000	0.000	0.000	0.000	0.000	99.65	100
4:30	0.000	0.060	0.085	0.000	0.000	0.103	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.75	100
5:00	0.039	0.107	0.317	0.000	0.097	0.103	0.062	0.057	0.000	0.000	0.000	0.000	0.000	0.000	99.22	100
5:30	0.085	0.211	0.706	0.000	0.097	0.188	0.127	0.057	0.169	0.000	0.000	0.000	0.000	0.062	98.30	100
6:00	0.385	0.165	1.238	0.091	0.595	0.658	0.402	0.057	0.261	0.046	0.218	0.037	0.000	0.125	95.72	100
6:30	0.470	0.171	1.337	0.225	1.040	0.705	0.602	0.119	0.249	0.046	0.220	0.037	0.000	0.187	94.59	100
7:00	0.869	0.631	2.141	0.420	1.742	1.457	0.845	0.281	0.765	0.000	0.489	0.439	0.206	0.125	89.59	100
7:30	1.089	0.436	2.372	0.332	1.468	1.351	0.812	0.394	0.657	0.051	0.497	0.519	0.206	0.186	89.63	100
8:00	1.938	0.371	2.887	0.585	1.790	2.015	1.105	0.682	0.676	0.102	0.653	0.274	0.424	0.170	86.33	100
8:30	1.946	0.371	2.897	0.688	1.757	2.110	1.146	0.682	0.692	0.051	0.580	0.089	0.424	0.170	86.40	100
9:00	2.748	0.467	3.162	0.834	2.044	2.575	1.756	0.895	0.769	0.000	1.037	0.203	0.424	0.232	82.85	100
9:30	2.690	0.601	3.052	0.834	2.060	2.498	1.786	0.838	0.667	0.000	0.838	0.146	0.424	0.232	83.33	100
10:00	2.929	0.597	3.084	0.910	2.150	2.646	1.838	0.919	0.517	0.054	0.739	0.319	0.510	0.170	82.62	100
10:30	2.831	0.559	3.030	1.019	2.327	2.708	1.885	0.862	0.517	0.054	0.684	0.319	0.510	0.170	82.53	100
11:00	2.566	0.398	3.082	1.132	2.259	2.311	1.864	0.937	0.601	0.054	0.730	0.296	0.512	0.232	83.03	100
11:30	2.566	0.352	3.804	1.029	2.082	2.219	1.829	0.937	0.640	0.054	0.730	0.296	0.388	0.232	82.84	100
NOON	1.617	0.409	2.981	0.724	1.073	1.498	0.789	0.357	0.685	0.054	0.374	0.121	0.392	0.232	88.69	100
0:30	1.562	0.364	2.525	0.594	1.159	1.561	0.639	0.395	0.528	0.054	0.320	0.084	0.337	0.232	89.65	100
1:00	1.043	0.433	1.893	0.500	1.360	1.192	0.489	0.357	0.366	0.154	0.355	0.103	0.337	0.170	91.25	100
1:30	1.042	0.433	1.821	0.462	1.397	1.192	0.489	0.357	0.320	0.154	0.299	0.039	0.337	0.170	91.49	100
2:00	1.015	0.436	1.205	0.416	1.442	1.287	0.442	0.318	0.332	0.258	0.439	0.049	0.288	0.170	91.90	100
2:30	1.015	0.587	1.097	0.416	1.231	1.385	0.424	0.318	0.268	0.258	0.340	0.049	0.288	0.170	92.15	100
3:00	0.983	0.312	1.282	0.465	1.338	1.440	0.471	0.318	0.323	0.227	0.555	0.218	0.288	0.170	91.61	100
3:30	0.983	0.312	1.196	0.465	1.212	1.440	0.517	0.381	0.219	0.227	0.551	0.181	0.150	0.232	91.93	100
4:00	0.662	0.525	1.320	0.474	1.213	1.525	0.675	0.318	0.237	0.162	0.605	0.209	0.207	0.170	91.70	100
4:30	0.662	0.505	1.234	0.474	1.267	1.381	0.612	0.359	0.237	0.162	0.540	0.146	0.207	0.170	92.04	100
5:00	0.701	0.426	1.022	0.457	1.658	1.328	0.755	0.296	0.240	0.209	0.330	0.212	0.057	0.299	92.01	100
5:30	0.701	0.519	0.975	0.411	1.359	1.125	0.662	0.296	0.285	0.209	0.272	0.212	0.057	0.253	92.66	100
6:00	0.577	0.396	0.667	0.433	1.698	0.944	0.577	0.217	0.655	0.209	0.234	0.302	0.203	0.193	92.70	100
6:30	0.539	0.209	0.583	0.379	1.353	0.889	0.505	0.238	0.556	0.209	0.169	0.196	0.203	0.303	93.67	100
7:00	0.299	0.209	0.561	0.259	0.333	0.604	0.369	0.165	0.230	0.116	0.115	0.000	0.085	0.180	96.47	100
7:30	0.299	0.273	0.670	0.259	0.166	0.434	0.084	0.000	0.185	0.051	0.058	0.000	0.045	0.180	97.30	100
8:00	0.248	0.222	0.457	0.152	0.238	0.333	0.039	0.000	0.185	0.000	0.000	0.000	0.045	0.203	97.88	100
8:30	0.049	0.112	0.457	0.206	0.174	0.333	0.039	0.000	0.146	0.000	0.000	0.000	0.045	0.203	98.24	100
9:00	0.049	0.107	0.131	0.206	0.063	0.249	0.100	0.000	0.146	0.000	0.000	0.000	0.000	0.305	98.64	100
9:30	0.049	0.107	0.131	0.206	0.063	0.249	0.100	0.000	0.240	0.000	0.000	0.000	0.000	0.305	98.55	100
10:00	0.049	0.107	0.085	0.105	0.194	0.264	0.049	0.000	0.148	0.000	0.000	0.000	0.000	0.282	98.72	100
10:30	0.049	0.107	0.085	0.113	0.232	0.264	0.000	0.000	0.103	0.000	0.000	0.000	0.039	0.184	98.82	100
11:00	0.049	0.153	0.085	0.113	0.142	0.101	0.000	0.000	0.049	0.000	0.000	0.000	0.039	0.122	99.15	100
11:30	0.049	0.107	0.085	0.113	0.065	0.101	0.098	0.000	0.134	0.000	0.049	0.000	0.039	0.122	99.04	100
avg.	0.78	0.28	1.17	0.35	0.87	0.93	0.53	0.26	0.30	0.07	0.27	0.11	0.16	0.15	93.77	
max.	2.93	0.63	3.80	1.13	2.33	2.71	1.89	0.94	0.77	0.26	1.04	0.52	0.51	0.30	99.90	
σ.	0.91	0.19	1.15	0.31	0.80	0.85	0.59	0.30	0.24	0.09	0.29	0.13	0.18	0.09	5.77	







FIGURES 6.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [OCT-DEC 2011]

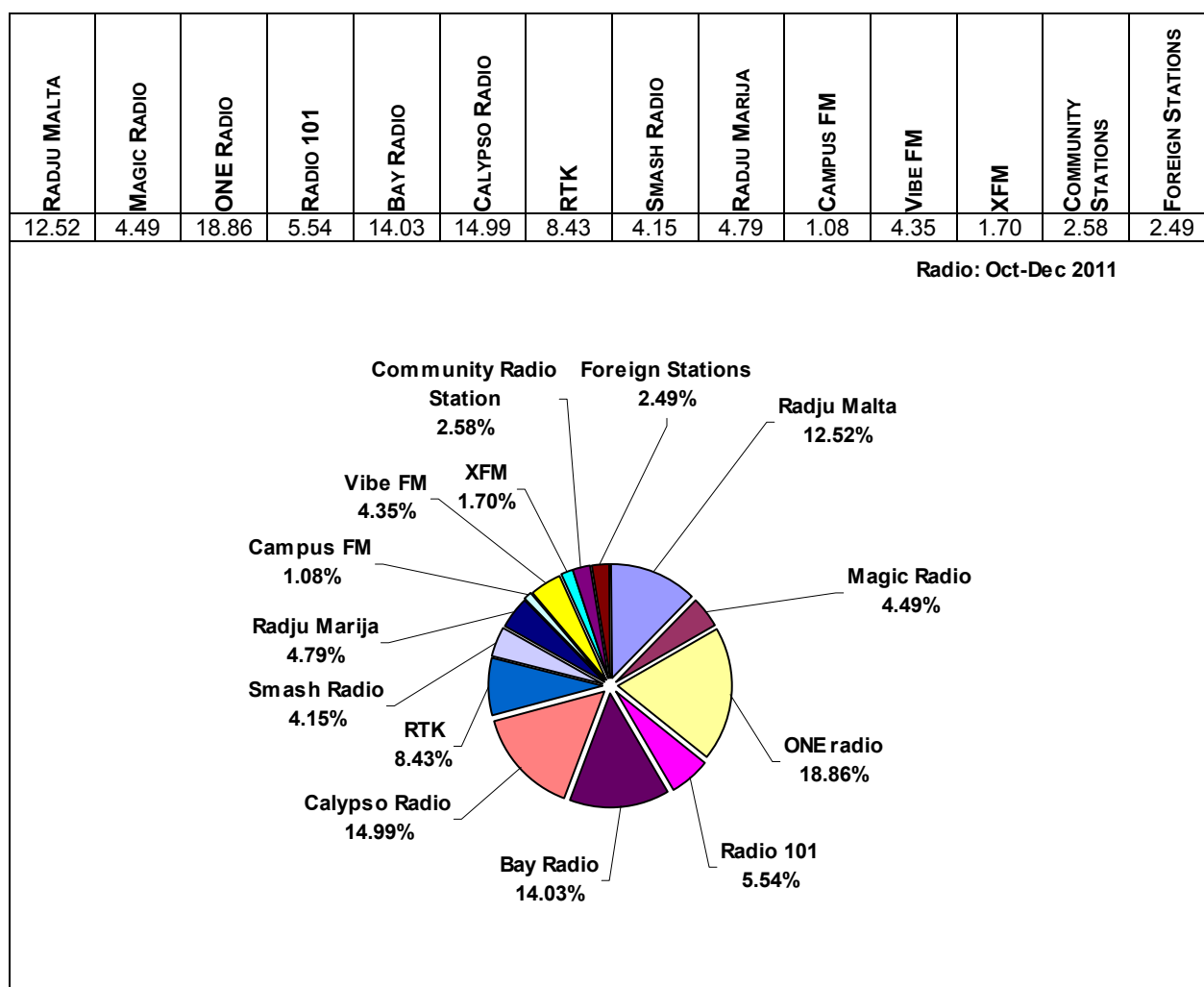


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2011]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [OCT-DEC 2011]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	96	36	60	1	2	1	18	33	36	5	12	26	18	17	15	7
	5.2%	3.9%	6.4%	1.1%	.6%	.9%	3.2%	7.2%	13.8%	7.9%	3.4%	4.8%	6.5%	6.8%	5.5%	5.3%
Radju Parlament 106.6	100.0%	37.6%	62.4%	1.1%	1.9%	1.1%	18.6%	34.4%	37.7%	5.1%	12.8%	27.3%	18.6%	18.2%	15.3%	7.7%
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magic Radio	50	23	27	1	8	2	24	14	1	0	9	22	5	5	8	1
	2.7%	2.5%	2.9%	1.1%	2.7%	1.6%	4.3%	3.1%	.4%	0.0%	2.5%	4.1%	1.7%	1.8%	3.2%	.9%
	100.0%	46.1%	53.9%	2.1%	15.6%	3.8%	47.5%	28.7%	2.3%	0.0%	18.1%	44.0%	9.2%	9.5%	16.7%	2.5%
Super ONE Radio	120	64	57	1	7	0	23	46	39	5	27	41	22	13	8	9
	6.5%	7.0%	6.1%	1.2%	2.3%	0.0%	4.1%	10.1%	14.7%	8.5%	7.5%	7.6%	8.1%	5.1%	3.1%	6.4%
	100.0%	52.9%	47.1%	1.0%	5.5%	0.0%	18.9%	38.2%	32.1%	4.4%	22.6%	34.0%	18.3%	10.8%	6.8%	7.5%
Radio 101	45	26	19	2	1	2	13	14	11	2	5	14	5	6	9	6
	2.5%	2.9%	2.0%	2.3%	.2%	1.7%	2.3%	3.1%	4.3%	3.2%	1.3%	2.7%	1.8%	2.5%	3.5%	4.0%
	100.0%	58.0%	42.0%	4.9%	1.5%	4.6%	28.2%	31.3%	25.2%	4.4%	10.6%	31.9%	10.7%	14.1%	20.3%	12.4%
Bay Radio	180	96	84	20	72	23	59	6	0	0	26	61	26	26	25	15
	9.8%	10.5%	9.0%	20.3%	24.5%	19.3%	10.7%	1.4%	0.0%	0.0%	7.2%	11.3%	9.5%	10.0%	9.6%	10.8%
	100.0%	53.3%	46.7%	10.9%	39.9%	12.9%	32.8%	3.5%	0.0%	0.0%	14.6%	34.2%	14.5%	14.3%	14.1%	8.4%
Calypso Radio	92	53	39	3	7	2	23	46	11	0	17	33	12	11	16	3
	5.0%	5.8%	4.2%	3.5%	2.2%	1.8%	4.2%	10.1%	4.1%	0.0%	4.6%	6.2%	4.5%	4.3%	6.0%	2.2%
	100.0%	57.3%	42.7%	3.7%	7.0%	2.4%	25.1%	50.0%	11.8%	0.0%	18.1%	36.0%	13.3%	12.1%	17.2%	3.3%
RTK	75	33	42	0	3	0	21	28	21	2	13	20	11	14	13	4
	4.1%	3.7%	4.5%	0.0%	.9%	0.0%	3.9%	6.2%	8.1%	3.0%	3.5%	3.8%	3.9%	5.3%	5.1%	3.1%
	100.0%	44.3%	55.7%	0.0%	3.5%	0.0%	28.4%	37.6%	28.1%	2.5%	17.0%	27.1%	14.2%	18.1%	17.9%	5.8%
Smash Radio	35	23	12	1	5	3	23	3	0	0	7	4	10	7	2	5
	1.9%	2.5%	1.3%	1.1%	1.9%	2.5%	4.1%	.6%	0.0%	0.0%	2.0%	.8%	3.6%	2.6%	.9%	3.3%
	100.0%	65.3%	34.7%	3.0%	15.6%	8.7%	64.8%	7.9%	0.0%	0.0%	20.6%	12.4%	28.0%	19.4%	6.6%	13.1%
Radju Marija	47	18	29	2	0	1	6	20	13	5	11	13	9	5	7	2
	2.5%	2.0%	3.1%	1.9%	0.0%	.9%	1.1%	4.4%	5.0%	7.4%	3.1%	2.4%	3.3%	2.0%	2.5%	1.3%
	100.0%	39.0%	61.0%	4.0%	0.0%	2.2%	12.7%	43.2%	28.2%	9.8%	24.2%	27.9%	19.1%	10.7%	14.4%	3.7%
Campus FM	9	4	5	0	1	0	2	3	2	1	1	4	1	2	1	0
	.5%	.4%	.5%	0.0%	.4%	0.0%	.3%	.6%	.7%	1.4%	.3%	.7%	.4%	.7%	.4%	0.0%
	100.0%	41.5%	58.5%	0.0%	12.3%	0.0%	21.9%	33.7%	22.1%	10.0%	11.6%	41.9%	12.3%	20.4%	13.8%	0.0%
Vibe FM	60	38	23	5	26	10	18	0	1	0	15	16	12	4	14	0
	3.3%	4.1%	2.4%	5.5%	9.0%	8.5%	3.2%	0.0%	.3%	0.0%	4.0%	2.9%	4.4%	1.5%	5.4%	0.0%
	100.0%	62.3%	37.7%	8.8%	43.7%	16.9%	29.3%	0.0%	1.4%	0.0%	24.2%	26.3%	19.7%	6.2%	23.6%	0.0%

TABLE 6.5: CONT /...

		GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
XFM	29	14	15	0	8	6	14	0	1	0	5	15	3	5	2	0
	1.6%	1.5%	1.6%	0.0%	2.9%	4.8%	2.5%	0.0%	.3%	0.0%	1.3%	2.7%	1.0%	1.9%	.8%	0.0%
Community Radio Stations	100.0%	47.7%	52.3%	0.0%	29.2%	19.9%	48.1%	0.0%	2.9%	0.0%	16.2%	50.4%	9.7%	16.7%	7.0%	0.0%
	20	13	7	0	1	2	9	6	1	0	6	8	3	1	0	2
	1.1%	1.4%	.8%	0.0%	.5%	1.9%	1.7%	1.3%	.4%	0.0%	1.7%	1.4%	1.1%	.3%	0.0%	1.6%
Foreign Radio Station	100.0%	63.6%	36.4%	0.0%	7.2%	11.3%	46.3%	30.2%	5.1%	0.0%	30.7%	38.9%	14.8%	4.5%	0.0%	11.0%
	22	20	2	0	3	1	9	5	4	0	5	2	2	5	6	2
	1.2%	2.2%	.2%	0.0%	.9%	1.0%	1.6%	1.1%	1.6%	0.0%	1.5%	.3%	.7%	1.8%	2.2%	1.8%
Other Radio Station	100.0%	91.1%	8.9%	0.0%	11.8%	5.3%	40.4%	22.9%	19.7%	0.0%	24.3%	7.7%	9.3%	21.0%	26.3%	11.4%
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No particular radio station	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	39	22	17	0	4	2	8	13	11	1	9	5	10	5	5	6
	2.1%	2.4%	1.9%	0.0%	1.4%	1.6%	1.4%	2.9%	4.3%	1.4%	2.5%	1.0%	3.5%	2.0%	1.8%	4.0%
Did not remember	100.0%	56.1%	43.9%	0.0%	10.7%	4.9%	20.1%	33.7%	28.5%	2.2%	23.4%	13.1%	24.3%	13.3%	11.9%	14.0%
	9	5	4	0	0	0	2	5	3	0	4	1	1	2	1	1
	.5%	.6%	.5%	0.0%	0.0%	0.0%	.4%	1.0%	1.0%	0.0%	1.0%	.2%	.4%	.7%	.4%	.6%
Did not listen to radio	100.0%	53.5%	46.5%	0.0%	0.0%	0.0%	22.9%	49.7%	27.4%	0.0%	40.5%	8.8%	11.1%	18.6%	12.2%	8.8%
	886	409	477	57	142	63	271	208	104	40	187	248	121	128	127	76
	48.1%	44.8%	51.3%	59.1%	48.6%	52.8%	49.3%	45.5%	39.5%	64.2%	51.2%	45.7%	44.2%	49.8%	47.8%	54.3%
No response	100.0%	46.1%	53.9%	6.5%	16.1%	7.2%	30.6%	23.5%	11.7%	4.5%	21.1%	27.9%	13.6%	14.5%	14.3%	8.5%
	27	16	11	3	3	1	9	6	3	2	6	9	4	3	5	1
	1.5%	1.8%	1.1%	3.1%	1.0%	.8%	1.6%	1.3%	1.3%	3.0%	1.5%	1.6%	1.4%	1.1%	1.9%	.7%
	100.0%	60.6%	39.4%	11.0%	11.3%	3.7%	31.6%	22.8%	12.7%	6.8%	20.8%	32.5%	14.1%	10.6%	18.6%	3.4%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [OCT-DEC 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Radju Malta	96	15	11	12	17	14	12	14	24	35	37
	5.2%	5.7%	4.3%	4.7%	6.5%	5.2%	4.5%	5.5%	3.9%	5.8%	5.9%
	100.0%	15.4%	11.9%	12.7%	17.7%	14.5%	12.8%	15.0%	25.5%	36.3%	38.2%
Radju Parlament 106.6	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magic Radio	50	9	9	11	5	4	8	4	13	21	16
	2.7%	3.5%	3.5%	4.1%	2.1%	1.6%	2.8%	1.5%	2.2%	3.4%	2.6%
	100.0%	17.8%	18.3%	21.6%	10.8%	8.6%	15.3%	7.7%	26.9%	41.0%	32.1%
ONE Radio	120	19	18	9	18	18	28	11	42	38	40
	6.5%	7.5%	6.9%	3.4%	6.7%	6.7%	10.2%	4.2%	6.8%	6.4%	6.4%
	100.0%	16.1%	15.1%	7.4%	14.5%	14.7%	23.1%	9.0%	35.1%	31.7%	33.2%
Radio 101	45	4	10	8	4	6	6	7	18	12	16
	2.5%	1.4%	3.7%	3.1%	1.7%	2.3%	2.3%	2.5%	2.8%	2.0%	2.5%
	100.0%	8.1%	21.8%	17.9%	9.8%	13.7%	13.9%	14.8%	38.9%	26.1%	34.9%
Bay Radio	180	25	20	32	34	24	28	17	68	59	52
	9.8%	9.7%	7.6%	12.2%	13.1%	8.9%	10.3%	6.5%	11.0%	9.9%	8.4%
	100.0%	13.9%	11.1%	17.7%	19.0%	13.1%	15.7%	9.4%	38.0%	32.9%	29.0%
Calypso Radio	92	12	11	18	14	13	16	10	33	25	34
	5.0%	4.6%	4.0%	6.9%	5.3%	4.9%	5.7%	3.8%	5.4%	4.2%	5.5%
	100.0%	12.7%	11.4%	19.3%	14.8%	14.1%	16.9%	10.8%	36.1%	27.1%	36.8%
RTK	75	16	10	11	9	10	13	7	28	26	22
	4.1%	6.2%	3.6%	4.2%	3.5%	3.8%	4.6%	2.7%	4.5%	4.3%	3.5%
	100.0%	21.1%	12.7%	14.6%	12.0%	13.3%	16.8%	9.3%	37.4%	33.9%	28.7%
Smash Radio	35	6	8	1	7	6	5	2	13	8	15
	1.9%	2.3%	3.0%	.3%	2.7%	2.4%	1.8%	.8%	2.0%	1.3%	2.4%
	100.0%	16.6%	22.4%	2.5%	20.2%	18.1%	14.1%	6.0%	36.2%	21.9%	41.9%
Radju Marija	47	5	8	8	4	6	9	7	16	16	15
	2.5%	2.0%	3.0%	2.9%	1.7%	2.2%	3.2%	2.8%	2.5%	2.7%	2.4%
	100.0%	11.1%	16.7%	16.2%	9.3%	12.4%	18.8%	15.6%	33.7%	33.8%	32.5%
Campus FM	9	1	1	1	2	3	1	0	3	3	3
	.5%	.4%	.3%	.5%	.7%	1.0%	.3%	0.0%	.4%	.5%	.5%
	100.0%	12.3%	9.9%	13.8%	20.9%	32.0%	11.0%	0.0%	31.4%	32.5%	36.1%
Vibe FM	60	10	12	7	6	14	3	8	23	17	21
	3.3%	4.0%	4.7%	2.7%	2.4%	5.2%	1.1%	2.9%	3.7%	2.8%	3.3%
	100.0%	17.1%	20.3%	11.7%	10.3%	23.0%	4.9%	12.7%	38.0%	28.1%	34.0%
XFM	29	6	5	2	4	5	2	5	12	6	11
	1.6%	2.4%	1.7%	.8%	1.4%	1.9%	.9%	2.0%	1.9%	1.0%	1.7%
	100.0%	21.0%	15.6%	7.4%	12.7%	17.0%	8.5%	17.9%	41.9%	20.9%	37.1%
Community Stations	20	2	4	2	4	1	2	4	5	5	9
	1.1%	.7%	1.7%	.9%	1.5%	.5%	.9%	1.3%	.9%	.9%	1.4%
	100.0%	8.7%	22.0%	12.5%	20.3%	6.3%	12.3%	17.8%	27.8%	26.8%	45.4%
Foreign Radio Station	22	1	1	4	5	5	1	5	9	8	5
	1.2%	.4%	.3%	1.4%	1.7%	2.0%	.4%	2.0%	1.5%	1.3%	.8%
	100.0%	5.3%	3.8%	17.0%	20.7%	24.7%	4.6%	24.0%	42.8%	35.1%	22.1%
Other Radio Station	0	0	0	0	0	0	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No particular radio station	39	5	9	5	3	9	6	3	14	11	14
	2.1%	1.9%	3.2%	1.7%	1.2%	3.5%	2.3%	1.1%	2.3%	1.8%	2.3%
	100.0%	12.3%	21.5%	11.5%	7.8%	23.6%	15.7%	7.5%	36.6%	26.9%	36.5%
Did not remember	9	3	2	1	1	1	1	1	5	2	3
	.5%	1.0%	.8%	.4%	.3%	.3%	.3%	.4%	.8%	.3%	.5%
	100.0%	28.6%	22.9%	10.6%	9.5%	9.0%	8.8%	10.6%	51.5%	17.1%	31.4%
Did not listen to radio	886	117	122	124	119	122	126	156	285	298	302
	48.1%	45.2%	46.3%	47.7%	45.8%	46.0%	46.1%	59.4%	45.8%	49.9%	48.6%
	100.0%	13.2%	13.7%	14.0%	13.4%	13.8%	14.2%	17.6%	32.2%	33.7%	34.1%
No Response	27	3	4	5	4	4	6	2	9	10	8
	1.5%	1.1%	1.4%	1.8%	1.6%	1.3%	2.4%	.7%	1.4%	1.7%	1.3%
	100.0%	10.5%	13.2%	17.7%	15.1%	13.2%	23.9%	6.4%	32.7%	36.5%	30.7%
Total	1842	258	263	261	260	265	274	262	622	598	622
	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%	14.3%	14.1%	14.1%	14.4%	14.9%	14.2%	33.8%	32.4%	33.8%

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

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2011]

Daily Average	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WORLD /ENT.	OTHER STATION	HIGHEST
Monday	3.186	1.609	0.238	0.075	0.222	0.000	0.464	0.077	0.000	0.073	0.556	0.261	0.167	0.022	0.351	0.796	3.186
Tuesday	2.645	1.465	0.360	0.000	0.027	0.000	0.106	0.106	0.026	0.187	0.362	0.330	0.479	0.028	0.077	0.956	2.645
Wednesday	1.794	0.985	0.796	0.000	0.015	0.000	0.338	0.217	0.000	0.028	0.299	0.461	0.261	0.013	0.053	0.566	1.794
Thursday	2.511	2.217	0.387	0.000	0.011	0.000	0.514	0.130	0.000	0.033	0.272	0.167	0.166	0.134	0.094	1.014	2.511
Friday	2.826	1.103	0.373	0.000	0.091	0.097	0.321	0.073	0.000	0.024	0.257	0.251	0.232	0.018	0.013	0.541	2.826
Saturday	2.030	1.335	0.351	0.000	0.000	0.000	0.338	0.101	0.000	0.122	0.551	0.340	0.172	0.000	0.275	0.925	2.030
Sunday	3.182	1.524	0.636	0.000	0.102	0.000	0.339	0.086	0.000	0.067	0.080	0.499	0.352	0.000	0.000	0.792	3.182
Mon-Sun	2.593	1.460	0.448	0.011	0.066	0.014	0.345	0.113	0.004	0.077	0.340	0.330	0.261	0.030	0.123	0.799	2.593
Highest	3.186	2.217	0.796	0.075	0.222	0.097	0.514	0.217	0.026	0.187	0.556	0.499	0.479	0.134	0.351	1.014	

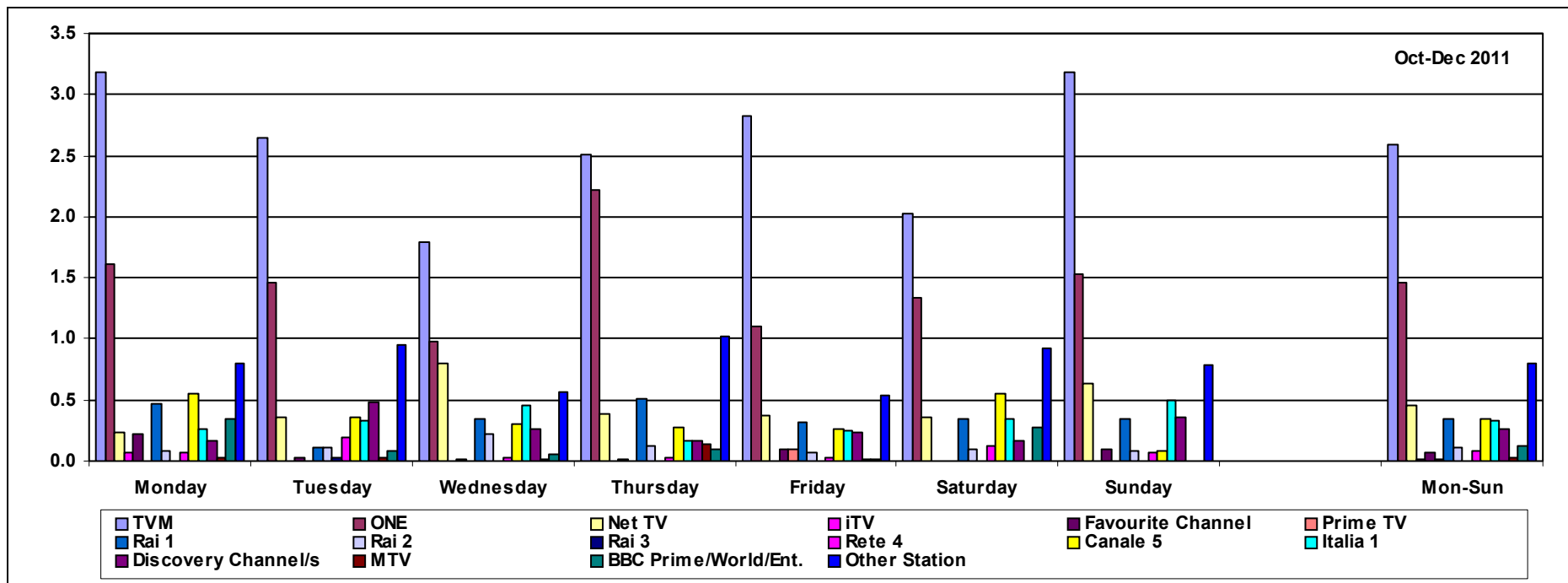


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [OCT-DEC 2011]

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2011]

	TVM	ONE	NET TV	ITV	FAVOURITE CHANNEL	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME/WORLD/ENT.	OTHER STATION	HIGHEST
Mon	17.900	7.806	2.070	0.448	0.448	0.000	2.585	0.698	0.000	0.696	1.988	2.106	1.404	0.267	2.232	3.140	17.900
Tue	23.563	5.625	3.311	0.000	0.327	0.000	1.441	0.854	0.324	1.401	1.868	2.067	3.268	0.451	0.644	5.594	23.563
Wed	14.159	5.683	8.365	0.000	0.456	0.000	3.185	1.515	0.000	0.273	1.536	2.979	1.970	0.329	0.604	3.169	14.159
Thr	19.423	11.486	2.436	0.000	0.274	0.000	2.239	0.757	0.000	0.408	1.642	1.684	1.121	0.916	1.047	4.482	19.423
Fri	21.640	6.535	1.380	0.000	0.717	0.339	3.368	0.594	0.000	0.315	1.193	1.947	1.170	0.448	0.315	2.170	21.640
Sat	14.090	5.986	1.989	0.000	0.000	0.000	2.932	0.995	0.000	0.992	4.028	2.935	1.183	0.000	0.945	3.663	14.090
Sun	16.627	8.114	3.532	0.000	0.384	0.000	1.307	0.600	0.000	0.655	0.440	2.333	0.953	0.000	0.000	2.568	16.627
Hghst	23.563	11.486	8.365	0.448	0.717	0.339	3.368	1.515	0.324	1.401	4.028	2.979	3.268	0.916	2.232	5.594	

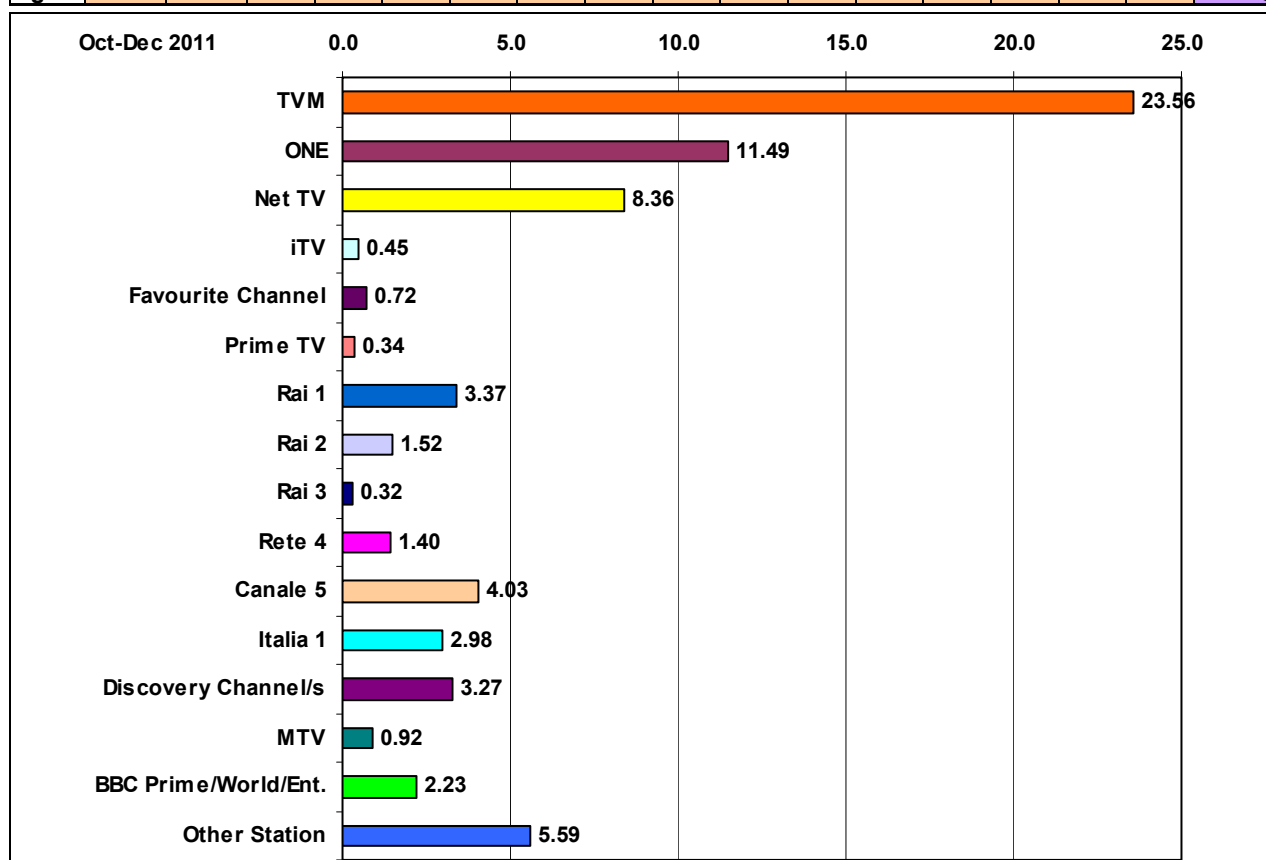


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [OCT-DEC 2011]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	ITV	Rai 1	Rai 2	Rai 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	99.65	100
1:30	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	99.65	100
2:00	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	99.65	100
2:30	0.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.348	0.000	99.65	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	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	0.330	0.000	0.000	99.67	100
6:00	0.000	0.447	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.447	99.22	100
6:30	0.000	0.447	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	99.23	100
7:00	0.000	0.447	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	99.23	100
7:30	0.000	0.447	0.321	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.447	99.23	100
8:00	1.512	0.447	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.512	0.447	98.04	100
8:30	2.179	0.907	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.000	0.000	0.000	0.000	0.000	2.179	0.907	96.58	100
9:00	1.409	1.300	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.766	0.000	0.000	0.000	0.000	0.944	1.409	1.300	95.58	100
9:30	1.089	0.853	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.432	0.000	0.000	0.000	0.000	0.944	1.089	0.853	96.35	100
10:00	0.741	0.393	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.432	0.000	0.000	0.000	0.000	0.334	0.741	0.393	97.77	100
10:30	0.741	0.393	0.000	0.333	0.000	0.000	0.000	0.000	0.000	0.000	0.432	0.000	0.000	0.000	0.000	0.334	0.741	0.393	97.77	100
11:00	0.348	0.000	0.000	0.000	0.448	0.000	0.000	0.000	0.000	0.276	0.000	0.000	0.000	0.000	0.000	0.334	0.348	0.000	98.59	100
11:30	0.348	0.000	0.000	0.000	0.448	0.000	0.000	0.000	0.000	0.276	0.000	0.000	0.000	0.000	0.000	0.334	0.348	0.000	98.59	100
NOON	1.873	0.324	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	1.873	0.324	96.70	100
12:30	1.873	0.647	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	1.873	0.647	96.37	100
1:00	2.222	0.647	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.610	2.222	0.647	95.75	100
1:30	2.222	0.647	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.267	2.222	0.647	95.09	100
2:00	2.222	0.923	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.333	0.991	2.222	0.923	94.76	100
2:30	2.222	0.923	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.333	0.657	2.222	0.923	95.09	100
3:00	2.285	2.041	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.784	0.000	0.000	0.000	0.333	0.657	2.285	2.041	93.13	100
3:30	2.285	2.364	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.784	0.000	0.000	0.000	0.333	0.657	2.285	2.364	92.81	100
4:00	2.341	2.698	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.784	0.000	0.000	0.000	0.333	1.258	2.341	2.698	91.81	100
4:30	2.341	2.698	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	0.784	0.000	0.000	0.000	0.333	0.991	2.341	2.698	92.08	100
5:00	2.617	3.085	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	1.815	0.779	0.000	0.000	0.779	0.991	2.617	3.085	89.16	100
5:30	2.617	3.085	0.000	0.000	0.448	0.000	0.324	0.000	0.000	0.000	1.815	0.779	0.000	0.000	0.779	0.991	2.617	3.085	89.16	100
6:00	5.997	3.865	0.324	0.000	0.448	0.000	0.734	0.000	0.000	0.000	1.815	0.432	0.000	0.000	0.779	1.602	5.997	3.865	84.00	100
6:30	6.321	3.865	1.103	0.000	0.448	0.000	1.082	0.000	0.000	0.000	1.815	0.432	0.000	0.000	0.779	1.602	6.321	3.865	82.55	100
7:00	7.532	4.016	1.103	0.000	0.448	0.000	1.082	0.000	0.000	0.000	1.394	0.432	0.000	0.000	0.779	1.602	7.532	4.016	81.61	100
7:30	7.822	5.038	0.933	0.000	0.448	0.000	1.082	0.000	0.000	0.552	1.394	0.432	0.000	0.000	1.379	1.602	7.822	5.038	79.32	100
7:45	7.822	5.038	1.209	0.000	0.448	0.000	1.082	0.000	0.000	0.552	1.394	0.432	0.000	0.000	1.379	1.602	7.822	5.038	79.04	100
8:00	17.439	5.197	1.209	0.000	0.448	0.000	2.251	0.000	0.000	0.552	1.060	0.696	0.553	0.000	2.232	2.266	17.439	5.197	66.10	100
8:30	17.900	7.806	2.028	0.000	0.448	0.000	2.585	0.333	0.000	0.000	1.336	0.696	0.958	0.000	1.353	2.956	17.900	7.806	61.60	100
9:00	17.496	6.856	2.070	0.448	0.365	0.000	2.236	0.333	0.000	0.696	1.899	1.954	0.958	0.267	1.353	3.140	17.496	6.856	59.93	100
9:30	16.197	4.938	0.712	0.448	0.365	0.000	2.236	0.698	0.000	0.696	1.623	2.106	1.404	0.267	1.353	3.140	16.197	4.938	63.82	100
10:00	8.899	2.976	0.000	0.448	0.365	0.000	1.850	0.698	0.000	0.000	1.988	2.106	0.852	0.267	1.019	2.210	8.899	2.976	76.32	100
10:30	3.746	2.295	0.000	0.448	0.365	0.000	1.850	0.698	0.000	0.000	1.654	1.506	0.852	0.267	0.410	1.738	3.746	2.295	84.17	100
11:00	1.626	0.393	0.000	0.448	0.000	0.000	0.766	0.698	0.000	0.000	0.365	0.000	1.315	0.000	0.410	1.127	1.626	0.393	92.85	100
11:30	0.411	0.393	0.000	0.448	0.000	0.000	0.000	0.333	0.000	0.000	0.365	0.000	1.315	0.000	0.410	0.780	0.411	0.393	95.54	100
avg.	3.19	1.61	0.24	0.08	0.22	0.00	0.46	0.08	0.00	0.07	0.56	0.26	0.17	0.02	0.35	0.80	3.19	1.61	91.90	
max.	17.90	7.81	2.07	0.45	0.45	0.00	2.58	0.70	0.00	0.70	1.99	2.11	1.40	0.27	2.23	3.14	17.90	7.81	100.00	
σ.	4.83	2.01	0.52	0.16	0.22	0.00	0.72	0.20	0.00	0.19	0.70	0.55	0.40	0.07	0.53	0.87	4.83	2.01	10.82	

TABLE 7.3.B: TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
7:30	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.339	99.66	100
8:00	0.641	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.451	0.641	0.339	98.57	100
8:30	0.757	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.451	0.757	0.339	98.45	100
9:00	0.439	0.763	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.439	0.763	98.46	100
9:30	0.439	0.763	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.681	0.439	0.763	98.12	100
10:00	0.000	0.423	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.423	99.24	100
10:30	0.000	0.423	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.340	0.000	0.423	99.24	100
11:00	0.000	0.423	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	0.340	0.000	0.423	98.92	100
11:30	0.000	0.423	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	0.340	0.000	0.423	98.92	100
NOON	0.000	0.694	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	0.000	0.000	0.694	98.99	100
12:30	0.000	1.348	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.000	0.000	0.000	0.000	0.000	0.000	1.348	98.33	100
1:00	0.397	1.946	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.317	0.262	0.000	0.000	0.000	0.000	0.397	1.946	97.08	100
1:30	0.397	1.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.262	0.000	0.000	0.000	0.000	0.397	1.675	97.34	100
2:00	0.397	2.216	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.685	0.262	0.000	0.000	0.000	1.039	0.397	2.216	95.40	100
2:30	0.397	2.216	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.685	0.262	0.000	0.000	0.000	1.039	0.397	2.216	95.40	100
3:00	0.996	2.216	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.685	0.262	0.396	0.000	0.000	0.681	0.996	2.216	94.76	100
3:30	0.996	2.216	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.685	0.262	0.396	0.000	0.000	0.681	0.996	2.216	94.76	100
4:00	1.320	2.304	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.327	0.713	0.402	0.000	0.423	0.451	1.320	2.304	94.06	100
4:30	1.320	2.304	0.000	0.000	0.327	0.000	0.000	0.000	0.000	0.000	1.174	0.713	0.402	0.000	0.423	0.451	1.320	2.304	92.88	100
5:00	2.040	1.977	0.385	0.000	0.327	0.000	0.000	0.000	0.324	0.000	1.868	0.000	0.402	0.000	0.000	0.000	2.040	1.977	92.68	100
5:30	2.040	2.363	0.385	0.000	0.327	0.000	0.000	0.000	0.324	0.000	1.868	0.000	0.402	0.000	0.000	0.000	2.040	2.363	92.29	100
6:00	2.805	2.689	0.385	0.000	0.327	0.000	0.000	0.000	0.324	0.317	1.598	0.000	0.000	0.000	0.000	0.683	2.805	2.689	90.87	100
6:30	2.805	2.689	0.385	0.000	0.000	0.000	0.000	0.000	0.324	0.317	1.174	0.000	0.000	0.000	0.000	0.683	2.805	2.689	91.62	100
7:00	3.909	2.960	1.052	0.000	0.000	0.000	0.000	0.326	0.000	0.317	0.847	0.737	1.459	0.451	0.324	1.859	3.909	2.960	85.76	100
7:30	5.633	4.899	1.490	0.000	0.000	0.000	0.000	0.326	0.000	0.317	0.847	0.737	1.786	0.451	0.324	1.859	5.633	4.899	81.33	100
7:45	5.633	4.575	1.490	0.000	0.000	0.000	0.000	0.326	0.000	0.635	0.847	0.737	1.786	0.451	0.324	1.859	5.633	4.575	81.34	100
8:00	21.259	4.757	2.455	0.000	0.000	0.000	0.000	0.326	0.000	0.905	0.397	1.304	2.375	0.000	0.644	3.817	21.259	4.757	61.76	100
8:30	23.563	5.625	3.311	0.000	0.000	0.000	0.438	0.475	0.000	1.176	0.668	2.067	3.268	0.000	0.644	5.512	23.563	5.625	53.25	100
9:00	19.831	5.298	1.948	0.000	0.000	0.000	1.441	0.854	0.000	1.401	0.939	2.067	2.305	0.000	0.327	5.594	19.831	5.298	57.99	100
9:30	16.256	4.971	1.948	0.000	0.000	0.000	1.441	0.854	0.000	1.083	0.541	2.067	2.633	0.000	0.327	5.507	16.256	4.971	62.37	100
10:00	8.170	3.347	0.765	0.000	0.000	0.000	1.017	0.854	0.000	1.083	0.000	2.067	2.450	0.000	0.000	4.484	8.170	3.347	75.76	100
10:30	6.160	2.265	0.765	0.000	0.000	0.000	0.579	0.854	0.000	1.083	0.000	0.850	2.450	0.000	0.000	4.374	6.160	2.265	80.62	100
11:00	1.000	0.000	0.438	0.000	0.000	0.000	0.262	0.000	0.000	0.271	0.000	0.262	0.271	0.000	0.000	1.719	1.000	0.000	95.78	100
11:30	0.000	0.000	0.438	0.000	0.000	0.000	0.000	0.000	0.000	0.271	0.000	0.262	0.271	0.000	0.000	1.265	0.000	0.000	97.49	100
avg.	2.64	1.47	0.36	0.00	0.03	0.00	0.11	0.11	0.03	0.19	0.36	0.33	0.48	0.03	0.08	0.96	2.64	1.47	92.85	
max.	23.56	5.63	3.31	0.00	0.33	0.00	1.44	0.85	0.32	1.40	1.87	2.07	3.27	0.45	0.64	5.59	23.56	5.63	100.00	
σ.	5.66	1.69	0.73	0.00	0.09	0.00	0.33	0.25	0.09	0.38	0.51	0.60	0.90	0.11	0.17	1.59	5.66	1.69	11.81	

TABLE 7.3.C: TV AUDIENCES – WEDNESDAY

TABLE 7.3.6: TV AUDIENCES - WEDNESDAY																				
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
7:00	1.269	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.269	0.320	98.41	100
7:30	1.269	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.269	0.320	98.41	100
8:00	1.071	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	1.071	0.320	98.28	100
8:30	1.071	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	1.071	0.320	98.28	100
9:00	0.751	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.751	0.320	98.60	100
9:30	0.751	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.751	0.320	98.60	100
10:00	0.345	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.345	0.320	99.00	100
10:30	0.345	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.345	0.320	99.00	100
11:00	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.320	99.35	100
11:30	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.320	99.35	100
NOON	0.762	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.762	0.000	98.91	100
12:30	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.361	0.000	99.31	100
1:00	0.635	0.762	0.330	0.000	0.456	0.000	0.000	0.000	0.000	0.000	0.456	0.547	0.000	0.000	0.000	0.330	0.635	0.762	96.48	100
1:30	0.635	1.082	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.456	0.547	0.000	0.000	0.000	0.330	0.635	1.082	96.62	100
2:00	1.385	1.082	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.776	0.547	0.000	0.000	0.000	0.330	1.385	1.082	95.55	100
2:30	1.385	0.640	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.776	0.547	0.000	0.000	0.000	0.330	1.385	0.640	95.99	100
3:00	0.406	1.068	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.547	0.000	0.000	0.000	0.330	0.406	1.068	97.00	100
3:30	0.406	1.068	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.547	0.000	0.000	0.000	0.330	0.406	1.068	97.00	100
4:00	0.406	1.068	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.547	0.000	0.000	0.000	0.330	0.406	1.068	97.65	100
4:30	0.406	0.748	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.547	0.000	0.000	0.000	0.330	0.406	0.748	97.97	100
5:00	0.320	0.748	0.710	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.389	0.547	0.327	0.000	0.000	0.786	0.320	0.748	96.17	100
5:30	0.320	0.748	0.710	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.389	0.547	0.327	0.000	0.000	0.786	0.320	0.748	96.17	100
6:00	1.363	0.748	0.710	0.000	0.273	0.000	0.356	0.000	0.000	0.000	0.389	0.547	0.769	0.000	0.000	1.264	1.363	0.748	93.58	100
6:30	1.363	1.190	0.710	0.000	0.000	0.000	0.356	0.000	0.000	0.000	0.389	0.547	0.769	0.000	0.000	1.264	1.363	1.190	93.41	100
7:00	3.510	2.208	1.030	0.000	0.000	0.000	0.356	0.689	0.000	0.000	0.389	0.547	1.209	0.000	0.273	0.987	3.510	2.208	88.80	100
7:30	4.314	5.683	2.086	0.000	0.000	0.000	0.356	0.962	0.000	0.000	0.389	0.547	1.209	0.000	0.273	0.987	4.314	5.683	83.19	100
7:45	4.314	5.354	2.772	0.000	0.000	0.000	0.356	0.962	0.000	0.000	0.750	0.547	1.209	0.000	0.604	0.987	4.314	5.354	82.15	100
8:00	13.589	5.081	3.412	0.000	0.000	0.000	0.756	0.962	0.000	0.000	0.709	1.636	1.609	0.329	0.604	1.800	13.589	5.081	69.51	100
8:30	14.159	4.829	7.633	0.000	0.000	0.000	1.774	1.072	0.000	0.000	0.750	2.092	1.939	0.329	0.273	2.216	14.159	4.829	62.93	100
9:00	10.011	4.509	8.365	0.000	0.000	0.000	3.071	1.515	0.000	0.273	1.536	2.979	1.970	0.000	0.273	3.169	10.011	4.509	62.33	100
9:30	9.218	3.698	4.569	0.000	0.000	0.000	3.185	1.515	0.000	0.273	1.536	2.979	1.130	0.000	0.273	3.169	9.218	3.698	68.45	100
10:00	4.945	1.363	2.553	0.000	0.000	0.000	3.185	1.515	0.000	0.273	1.206	2.031	0.329	0.000	0.000	1.508	4.945	1.363	81.09	100
10:30	3.456	1.363	1.768	0.000	0.000	0.000	2.085	1.072	0.000	0.273	1.206	1.343	0.000	0.000	0.000	1.181	3.456	1.363	86.25	100
11:00	1.985	0.000	0.000	0.000	0.000	0.000	0.361	0.383	0.000	0.273	0.750	0.887	0.000	0.000	0.000	1.084	1.985	0.000	94.28	100
11:30	1.376	0.000	0.000	0.000	0.000	0.000	0.361	0.000	0.000	0.000	0.750	0.444	0.000	0.000	0.000	0.626	1.376	0.000	96.44	100
avg.	1.79	0.98	0.80	0.00	0.01	0.00	0.34	0.22	0.00	0.03	0.30	0.46	0.26	0.01	0.05	0.57	1.79	0.98	94.17	
max.	14.16	5.68	8.36	0.00	0.46	0.00	3.18	1.52	0.00	0.27	1.54	2.98	1.97	0.33	0.60	3.17	14.16	5.68	100.00	
σ.	3.30	1.56	1.80	0.00	0.08	0.00	0.83	0.46	0.00	0.08	0.43	0.73	0.54	0.07	0.14	0.75	3.30	1.56	9.78	

TABLE 7.3.D: TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.274	0.000	0.000	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	0.274	99.36	100
6:30	0.000	0.274	0.000	0.000	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	0.274	99.36	100
7:00	0.000	0.548	0.000	0.000	0.000	0.000	0.362	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.331	0.000	0.548	98.76	100
7:30	0.000	0.548	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.548	99.01	100
8:00	0.321	0.548	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.548	98.69	100
8:30	0.321	0.548	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.548	98.69	100
9:00	1.122	0.595	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.122	0.595	97.84	100
9:30	1.122	0.595	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.122	0.595	97.84	100
10:00	0.677	0.916	0.000	0.000	0.000	0.000	0.443	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.677	0.916	97.96	100
10:30	0.356	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.356	1.246	98.01	100
11:00	0.702	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.702	1.246	97.67	100
11:30	0.356	1.246	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.356	1.246	98.01	100
NOON	0.702	0.925	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.385	0.702	0.925	97.99	100
12:30	0.702	0.925	0.000	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.385	0.702	0.925	97.25	100
1:00	1.147	1.246	0.000	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.706	1.147	1.246	96.16	100
1:30	1.147	1.689	0.000	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.706	1.147	1.689	95.72	100
2:00	1.603	2.428	0.000	0.000	0.000	0.000	0.331	0.346	0.000	0.000	0.346	0.459	0.000	0.000	0.000	0.595	1.603	2.428	93.89	100
2:30	1.603	2.428	0.000	0.000	0.000	0.000	0.331	0.346	0.000	0.000	0.691	0.459	0.000	0.000	0.000	0.595	1.603	2.428	93.55	100
3:00	1.490	2.020	0.000	0.000	0.000	0.000	0.331	0.346	0.000	0.000	0.611	0.459	0.000	0.000	0.328	1.770	1.490	2.020	92.65	100
3:30	1.490	2.020	0.000	0.000	0.000	0.000	0.331	0.346	0.000	0.000	0.611	0.904	0.000	0.000	0.328	1.770	1.490	2.020	92.20	100
4:00	1.919	2.020	0.408	0.000	0.000	0.000	0.331	0.346	0.000	0.000	0.346	0.000	0.000	0.000	0.000	2.340	1.919	2.020	92.29	100
4:30	1.919	2.020	0.408	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.346	0.000	0.000	0.000	0.000	2.340	1.919	2.020	92.64	100
5:00	1.919	3.102	0.408	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.000	0.265	0.000	0.000	1.985	1.919	3.102	91.99	100
5:30	1.919	3.102	0.408	0.000	0.000	0.000	0.788	0.000	0.000	0.000	0.000	0.000	0.265	0.000	0.000	1.985	1.919	3.102	91.53	100
6:00	2.224	3.376	0.792	0.000	0.000	0.000	0.788	0.408	0.000	0.000	0.457	0.000	0.000	0.548	0.000	2.796	2.224	3.376	88.61	100
6:30	2.542	3.376	1.249	0.000	0.000	0.000	1.106	0.408	0.000	0.000	0.457	0.000	0.000	0.548	0.000	3.180	2.542	3.376	87.13	100
7:00	2.742	4.542	1.249	0.000	0.000	0.000	1.549	0.000	0.000	0.000	0.457	0.000	0.810	0.548	0.000	4.482	2.742	4.542	83.62	100
7:30	3.419	7.611	1.579	0.000	0.000	0.000	1.549	0.000	0.000	0.408	0.457	0.000	0.810	0.548	0.000	3.941	3.419	7.611	79.68	100
7:45	3.419	7.611	2.419	0.000	0.000	0.000	1.549	0.000	0.000	0.408	0.457	0.000	0.810	0.548	0.000	3.941	3.419	7.611	78.84	100
8:00	14.124	8.540	2.436	0.000	0.000	0.000	2.239	0.401	0.000	0.408	1.258	0.690	1.121	0.548	0.362	3.033	14.124	8.540	64.84	100
8:30	17.924	11.486	1.596	0.000	0.000	0.000	1.877	0.401	0.000	0.408	1.642	0.690	0.720	0.548	0.362	3.396	17.924	11.486	58.95	100
9:00	19.423	10.608	1.188	0.000	0.274	0.000	1.877	0.757	0.000	0.000	1.321	1.684	0.390	0.000	0.362	2.436	19.423	10.608	59.68	100
9:30	16.006	8.223	1.392	0.000	0.274	0.000	1.092	0.757	0.000	0.000	1.586	0.994	0.390	0.000	0.362	2.115	16.006	8.223	66.81	100
10:00	10.278	5.706	1.713	0.000	0.000	0.000	1.092	0.757	0.000	0.000	1.106	0.606	0.835	0.459	1.047	1.341	10.278	5.706	75.06	100
10:30	6.761	3.380	1.713	0.000	0.000	0.000	1.092	0.757	0.000	0.000	0.649	0.000	0.835	0.459	0.719	1.341	6.761	3.380	82.29	100
11:00	1.189	1.231	0.000	0.000	0.000	0.000	0.774	0.000	0.000	0.000	0.265	0.000	0.445	0.916	0.356	0.328	1.189	1.231	94.50	100
11:30	0.457	0.445	0.000	0.000	0.000	0.000	0.774	0.000	0.000	0.000	0.265	0.000	0.445	0.916	0.356	0.328	0.457	0.445	96.01	100
avg.	2.51	2.22	0.39	0.00	0.01	0.00	0.51	0.13	0.00	0.03	0.27	0.17	0.17	0.13	0.09	1.01	2.51	2.22	92.35	
max.	19.42	11.49	2.44	0.00	0.27	0.00	2.24	0.76	0.00	0.41	1.64	1.68	1.12	0.92	1.05	4.48	19.42	11.49	100.00	
σ.	4.73	2.92	0.69	0.00	0.05	0.00	0.58	0.24	0.00	0.11	0.44	0.35	0.31	0.26	0.21	1.30	4.73	2.92	10.90	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	99.69	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.315	0.000	0.000	0.000	99.69	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	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	0.325	0.000	0.000	99.68	100
7:30	0.000	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.356	99.32	100
8:00	0.000	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.356	99.32	100
8:30	0.000	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.356	99.32	100
9:00	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
9:30	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
10:00	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
10:30	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
11:00	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.33	100
11:30	0.000	0.000	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
NOON	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
12:30	0.000	0.269	0.269	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.269	99.14	100
1:00	0.000	1.764	0.594	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.986	0.000	1.764	96.33	100
1:30	0.000	2.077	0.594	0.000	0.448	0.000	0.000	0.000	0.000	0.000	0.325	0.000	0.000	0.000	0.000	0.448	0.000	2.077	96.11	100
2:00	0.381	1.808	0.909	0.000	0.448	0.000	0.000	0.000	0.000	0.000	1.193	0.000	0.269	0.000	0.000	0.378	0.381	1.808	94.61	100
2:30	0.381	1.808	0.909	0.000	0.448	0.000	0.000	0.000	0.000	0.000	1.193	0.000	0.269	0.000	0.000	0.378	0.381	1.808	94.61	100
3:00	0.000	1.452	0.909	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.033	0.400	0.269	0.000	0.000	1.936	0.000	1.452	94.00	100
3:30	0.000	1.452	0.909	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.033	0.400	0.269	0.000	0.000	1.543	0.000	1.452	94.39	100
4:00	0.325	0.689	0.909	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.594	0.538	0.269	0.000	0.000	1.420	0.325	0.689	95.26	100
4:30	0.325	0.689	0.909	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.594	0.538	0.269	0.000	0.000	1.420	0.325	0.689	95.26	100
5:00	0.724	0.000	0.909	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.325	0.000	0.720	0.000	0.000	1.103	0.724	0.000	95.88	100
5:30	0.724	0.000	0.909	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.325	0.000	0.720	0.000	0.000	0.703	0.724	0.000	96.28	100
6:00	1.386	0.983	1.111	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	1.170	0.448	0.000	1.055	1.386	0.983	93.51	100
6:30	1.741	0.983	1.380	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.000	1.170	0.448	0.000	1.055	1.741	0.983	92.88	100
7:00	3.511	2.381	1.380	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.448	0.720	0.000	0.000	1.153	3.511	2.381	90.07	100
7:30	3.511	5.190	1.065	0.000	0.000	0.339	0.000	0.000	0.000	0.000	0.000	0.448	0.720	0.000	0.000	1.153	3.511	5.190	87.57	100
7:45	3.511	5.190	0.796	0.000	0.000	0.339	0.324	0.000	0.000	0.269	0.000	0.448	0.720	0.000	0.000	1.153	3.511	5.190	87.25	100
8:00	13.424	4.966	0.796	0.000	0.000	0.339	0.963	0.000	0.000	0.269	0.000	0.717	0.451	0.000	0.000	1.477	13.424	4.966	76.60	100
8:30	19.997	6.535	0.471	0.000	0.269	0.339	1.713	0.594	0.000	0.315	0.315	1.476	0.451	0.000	0.000	1.477	19.997	6.535	66.05	100
9:00	21.640	4.514	0.471	0.000	0.717	0.339	3.368	0.594	0.000	0.315	0.909	1.947	0.350	0.000	0.000	1.506	21.640	4.514	63.33	100
9:30	21.357	4.367	0.471	0.000	0.717	0.339	3.053	0.594	0.000	0.000	0.909	1.947	0.350	0.000	0.000	2.170	21.357	4.367	63.72	100
10:00	19.122	2.801	0.000	0.000	0.717	0.339	3.053	0.594	0.000	0.000	0.909	1.496	0.337	0.000	0.000	1.453	19.122	2.801	69.18	100
10:30	16.369	2.403	0.000	0.000	0.717	0.339	2.619	0.594	0.000	0.000	0.909	1.045	0.337	0.000	0.000	1.240	16.369	2.403	73.43	100
11:00	6.931	0.324	0.000	0.000	0.000	0.339	0.324	0.594	0.000	0.000	0.315	0.451	0.770	0.000	0.000	0.000	6.931	0.324	89.95	100
11:30	3.135	0.324	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.315	0.000	0.770	0.000	0.000	0.000	3.135	0.324	95.13	100
avg.	2.83	1.10	0.37	0.00	0.09	0.10	0.32	0.07	0.00	0.02	0.26	0.25	0.23	0.02	0.01	0.54	2.83	1.10	93.78	
max.	21.64	6.53	1.38	0.00	0.72	0.34	3.37	0.59	0.00	0.31	1.19	1.95	1.17	0.45	0.31	2.17	21.64	6.53	100.00	
σ.	6.20	1.72	0.44	0.00	0.22	0.15	0.87	0.20	0.00	0.08	0.38	0.50	0.33	0.09	0.06	0.66	6.20	1.72	10.19	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

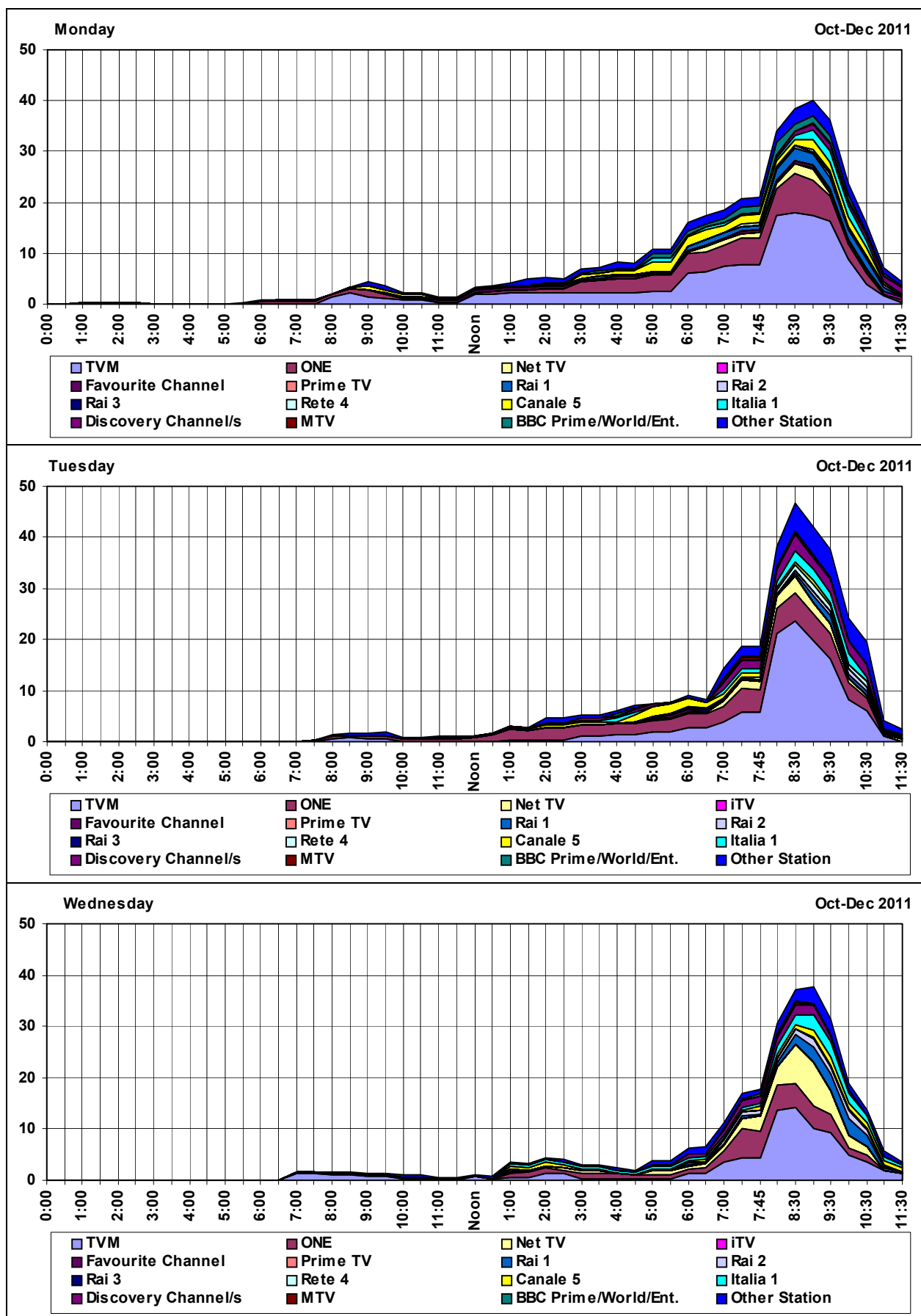
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.000	0.000	0.000	0.000	99.74	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.000	0.000	0.000	0.000	99.74	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
7:00	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	99.69	100
7:30	0.000	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.628	99.37	100
8:00	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.456	0.628	98.92	100
8:30	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.456	0.628	98.92	100
9:00	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.000	0.456	0.628	98.18	100
9:30	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.670	0.456	0.628	97.51	100
10:00	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.326	0.456	0.628	97.85	100
10:30	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.326	0.456	0.628	98.29	100
11:00	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.313	0.456	0.628	98.30	100
11:30	0.456	0.628	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.313	0.456	0.628	98.30	100
NOON	0.670	0.992	0.311	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.305	0.678	0.670	0.992	97.04	100
12:30	0.670	0.992	0.311	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.678	0.670	0.992	96.61	100
1:00	2.966	1.253	0.311	0.000	0.000	0.000	0.407	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.641	2.966	1.253	93.68	100
1:30	2.622	1.253	0.311	0.000	0.000	0.000	0.407	0.000	0.000	0.000	0.000	0.436	0.000	0.000	0.305	0.641	2.622	1.253	94.03	100
2:00	3.029	1.148	0.311	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.000	0.000	0.305	1.353	3.029	1.148	93.59	100
2:30	3.029	1.148	0.311	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.000	0.000	0.000	0.305	1.353	3.029	1.148	93.59	100
3:00	1.815	0.888	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.366	0.000	0.000	0.305	1.950	1.815	0.888	94.42	100
3:30	1.815	1.321	0.260	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.260	0.366	0.000	0.000	0.305	2.264	1.815	1.321	93.41	100
4:00	1.076	1.791	0.879	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.521	0.000	0.669	1.264	1.076	1.791	93.37	100
4:30	1.076	1.791	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.521	0.000	0.669	1.264	1.076	1.791	93.94	100
5:00	0.712	1.357	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.368	0.000	0.669	1.575	0.712	1.357	94.58	100
5:30	0.712	1.357	0.305	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.434	0.000	0.368	0.000	0.669	1.575	0.712	1.357	94.58	100
6:00	1.683	1.357	0.981	0.000	0.000	0.000	0.000	0.422	0.000	0.000	0.434	0.000	0.000	0.000	0.669	0.625	1.683	1.357	93.83	100
6:30	1.302	1.357	0.981	0.000	0.000	0.000	0.000	0.422	0.000	0.000	0.434	0.000	0.000	0.000	0.669	1.412	1.302	1.357	93.42	100
7:00	1.681	2.013	0.981	0.000	0.000	0.000	0.000	0.422	0.000	0.365	0.738	0.422	0.368	0.000	0.669	1.988	1.681	2.013	90.35	100
7:30	3.159	3.729	0.981	0.000	0.000	0.000	0.000	0.422	0.000	0.365	1.736	0.422	0.368	0.000	0.669	2.790	3.159	3.729	85.36	100
7:45	3.461	3.729	1.501	0.000	0.000	0.000	0.000	0.422	0.000	0.365	1.736	0.422	0.368	0.000	0.669	2.790	3.461	3.729	84.54	100
8:00	12.880	4.369	1.989	0.000	0.000	0.000	0.407	0.419	0.000	0.679	2.465	0.746	0.737	0.000	0.945	2.712	12.880	4.369	71.65	100
8:30	14.090	5.986	1.005	0.000	0.000	0.000	1.658	0.419	0.000	0.679	2.465	1.322	0.737	0.000	0.945	3.499	14.090	5.986	67.20	100
9:00	10.653	5.293	1.116	0.000	0.000	0.000	2.604	0.995	0.000	0.992	3.805	2.935	0.368	0.000	0.327	3.663	10.653	5.293	67.25	100
9:30	9.543	5.637	1.116	0.000	0.000	0.000	2.932	0.995	0.000	0.628	4.028	2.608	0.368	0.000	0.327	3.088	9.543	5.637	68.73	100
10:00	5.898	3.882	1.116	0.000	0.000	0.000	2.628	0.000	0.000	0.628	2.971	2.346	1.183	0.000	0.327	2.258	5.898	3.882	76.76	100
10:30	5.049	3.867	0.694	0.000	0.000	0.000	2.628	0.000	0.000	0.628	1.912	1.771	1.183	0.000	0.327	1.838	5.049	3.867	80.10	100
11:00	3.435	1.348	0.421	0.000	0.000	0.000	1.769	0.000	0.000	0.314	0.914	0.314	0.434	0.000	0.000	0.736	3.435	1.348	90.32	100
11:30	2.811	1.609	0.421	0.000	0.000	0.000	1.127	0.000	0.000	0.314	0.587	0.000	0.000	0.000	0.000	0.736	2.811	1.609	92.40	100
avg.	2.03	1.34	0.35	0.00	0.00	0.00	0.34	0.10	0.00	0.12	0.55	0.34	0.17	0.00	0.28	0.92	2.03	1.34	93.46	
max.	14.09	5.99	1.99	0.00	0.00	0.00	2.93	0.99	0.00	0.99	4.03	2.94	1.18	0.00	0.95	3.66	14.09	5.99	100.00	
σ.	3.30	1.59	0.48	0.00	0.00	0.00	0.81	0.24	0.00	0.25	1.02	0.69	0.30	0.00	0.28	1.07	3.30	1.59	9.09	

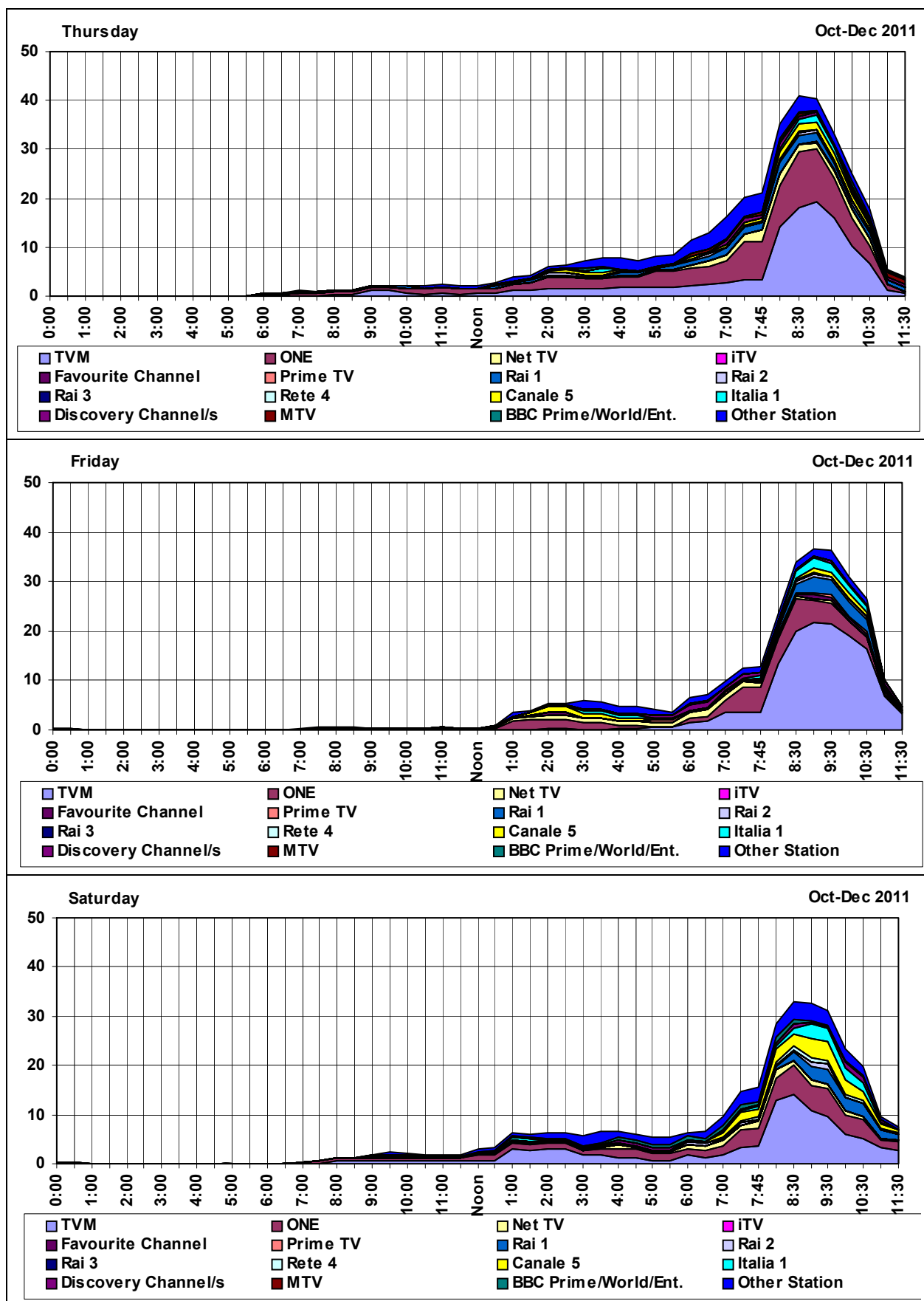
TABLE 7.3.G: TV AUDIENCES – SUNDAY

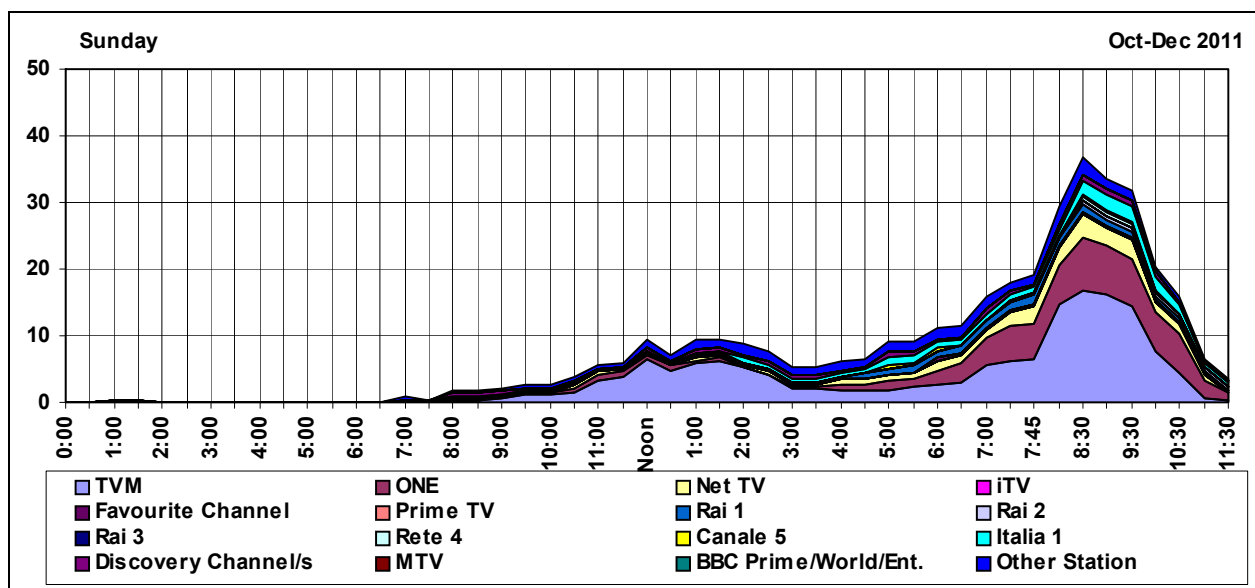
	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPYPO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
7:00	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.452	0.318	0.000	99.23	100
7:30	0.318	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.318	0.000	99.68	100
8:00	0.318	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.437	0.318	0.271	98.14	100
8:30	0.318	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.437	0.318	0.271	98.14	100
9:00	0.636	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.437	0.636	0.271	97.82	100
9:30	1.088	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.437	1.088	0.271	97.37	100
10:00	1.088	0.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.452	1.088	0.271	97.35	100
10:30	1.540	0.589	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.381	0.455	0.000	0.000	0.452	1.540	0.589	96.20	100
11:00	3.278	0.974	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.455	0.000	0.000	0.452	3.278	0.974	94.46	100
11:30	3.882	0.702	0.380	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.455	0.000	0.000	0.452	3.882	0.702	94.13	100
NOON	6.344	0.702	0.380	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.000	0.455	0.000	0.000	1.346	6.344	0.702	90.45	100
12:30	4.747	0.702	0.000	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.000	0.455	0.000	0.000	0.891	4.747	0.702	92.88	100
1:00	5.917	0.384	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.271	0.000	0.455	0.000	0.000	1.536	5.917	0.384	90.66	100
1:30	6.259	0.384	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.271	0.000	0.455	0.000	0.000	1.218	6.259	0.384	90.63	100
2:00	5.228	0.000	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.703	0.455	0.000	0.000	1.558	5.228	0.000	91.28	100
2:30	4.177	0.000	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.703	0.455	0.000	0.000	1.558	4.177	0.000	92.33	100
3:00	1.944	0.359	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.440	0.455	0.000	0.000	1.447	1.944	0.359	94.57	100
3:30	1.944	0.359	0.452	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.440	0.455	0.000	0.000	1.447	1.944	0.359	94.57	100
4:00	1.626	1.089	0.833	0.000	0.000	0.000	0.328	0.000	0.000	0.000	0.000	0.440	0.455	0.000	0.000	1.447	1.626	1.089	93.78	100
4:30	1.626	1.089	0.833	0.000	0.000	0.000	0.973	0.000	0.000	0.000	0.000	0.440	0.455	0.000	0.000	1.119	1.626	1.089	93.46	100
5:00	1.803	1.407	0.833	0.000	0.000	0.000	0.973	0.000	0.000	0.000	0.440	1.299	0.835	0.000	0.000	1.392	1.803	1.407	91.02	100
5:30	2.242	1.407	0.833	0.000	0.000	0.000	0.973	0.000	0.000	0.000	0.440	1.299	0.455	0.000	0.000	1.392	2.242	1.407	90.96	100
6:00	2.709	2.104	1.479	0.000	0.384	0.000	0.973	0.000	0.000	0.000	0.440	0.895	0.455	0.000	0.000	1.844	2.709	2.104	88.72	100
6:30	2.972	2.915	1.161	0.000	0.384	0.000	0.973	0.000	0.000	0.000	0.000	0.895	0.455	0.000	0.000	1.710	2.972	2.915	88.53	100
7:00	5.729	3.902	1.161	0.000	0.384	0.000	1.307	0.000	0.000	0.000	0.000	0.895	0.839	0.000	0.000	1.710	5.729	3.902	84.07	100
7:30	6.166	5.247	1.978	0.000	0.384	0.000	1.307	0.000	0.000	0.327	0.000	0.895	0.384	0.000	0.000	1.370	6.166	5.247	81.94	100
7:45	6.484	5.247	2.662	0.000	0.384	0.000	1.307	0.000	0.000	0.327	0.000	0.895	0.384	0.000	0.000	1.370	6.484	5.247	80.94	100
8:00	14.730	5.845	2.637	0.000	0.384	0.000	0.980	0.000	0.000	0.327	0.000	1.124	0.825	0.000	0.000	2.448	14.730	5.845	70.70	100
8:30	16.627	8.114	3.532	0.000	0.384	0.000	0.980	0.600	0.000	0.655	0.424	1.949	0.825	0.000	0.000	2.568	16.627	8.114	63.34	100
9:00	16.122	7.414	2.659	0.000	0.384	0.000	0.653	0.600	0.000	0.655	0.424	2.333	0.793	0.000	0.000	1.605	16.122	7.414	66.36	100
9:30	14.371	7.055	2.993	0.000	0.384	0.000	0.653	0.600	0.000	0.655	0.424	2.333	0.793	0.000	0.000	1.605	14.371	7.055	68.13	100
10:00	7.775	5.823	1.257	0.000	0.384	0.000	0.653	0.600	0.000	0.327	0.000	1.893	0.953	0.000	0.000	0.728	7.775	5.823	79.61	100
10:30	4.538	5.823	1.257	0.000	0.384	0.000	0.653	0.600	0.000	0.000	0.000	1.508	0.353	0.000	0.000	0.728	4.538	5.823	84.16	100
11:00	0.711	2.547	0.805	0.000	0.384	0.000	0.328	0.600	0.000	0.000	0.000	0.384	0.353	0.000	0.000	0.386	0.711	2.547	93.50	100
11:30	0.327	1.132	0.000	0.000	0.384	0.000	0.000	0.600	0.000	0.000	0.000	0.384	0.353	0.000	0.000	0.386	0.327	1.132	96.43	100
avg.	3.18	1.52	0.64	0.00	0.10	0.00	0.34	0.09	0.00	0.07	0.08	0.50	0.35	0.00	0.00	0.79	3.18	1.52	92.34	
max.	16.63	8.11	3.53	0.00	0.38	0.00	1.31	0.60	0.00	0.65	0.44	2.33	0.95	0.00	0.00	2.57	16.63	8.11	100.00	
σ.	4.35	2.33	0.91	0.00	0.17	0.00	0.43	0.21	0.00	0.18	0.16	0.64	0.28	0.00	0.00	0.73	4.35	2.33	9.42	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CAPPSO TV	ITV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.039	0.000	0.045	0.000	0.000	0.000	99.92	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.039	0.000	0.045	0.000	0.000	0.000	99.92	100
1:00	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.054	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.90	100
1:30	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.054	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.90	100
2:00	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.95	100
2:30	0.049	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.049	0.000	99.95	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.00	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	0.046	0.000	0.000	99.95	100
6:00	0.000	0.101	0.000	0.000	0.000	0.000	0.051	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.101	99.80	100
6:30	0.000	0.101	0.045	0.000	0.000	0.000	0.051	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.101	99.80	100
7:00	0.225	0.232	0.045	0.000	0.000	0.000	0.051	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.158	0.225	0.232	99.29	100
7:30	0.225	0.378	0.045	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.047	0.225	0.378	99.24	100
8:00	0.613	0.417	0.000	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.000	0.054	0.065	0.000	0.000	0.220	0.613	0.417	98.57	100
8:30	0.723	0.481	0.000	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.047	0.054	0.065	0.000	0.000	0.220	0.723	0.481	98.35	100
9:00	0.683	0.552	0.039	0.000	0.000	0.000	0.063	0.000	0.000	0.000	0.107	0.119	0.065	0.000	0.045	0.290	0.683	0.552	98.04	100
9:30	0.702	0.489	0.039	0.047	0.000	0.000	0.063	0.000	0.000	0.000	0.060	0.119	0.065	0.000	0.045	0.438	0.702	0.489	97.93	100
10:00	0.471	0.422	0.039	0.047	0.000	0.000	0.063	0.000	0.000	0.000	0.060	0.119	0.065	0.000	0.045	0.255	0.471	0.422	98.42	100
10:30	0.490	0.514	0.093	0.047	0.000	0.000	0.000	0.000	0.000	0.000	0.060	0.054	0.065	0.000	0.045	0.309	0.490	0.514	98.32	100
11:00	0.682	0.513	0.093	0.000	0.063	0.000	0.000	0.000	0.000	0.039	0.103	0.000	0.065	0.000	0.045	0.307	0.682	0.513	98.09	100
11:30	0.720	0.475	0.093	0.000	0.063	0.000	0.000	0.000	0.000	0.039	0.045	0.000	0.065	0.000	0.045	0.307	0.720	0.475	98.15	100
NOON	1.472	0.522	0.100	0.000	0.063	0.000	0.092	0.000	0.000	0.000	0.092	0.000	0.065	0.000	0.045	0.440	1.472	0.522	97.11	100
12:30	1.188	0.700	0.085	0.000	0.063	0.000	0.139	0.000	0.000	0.000	0.092	0.122	0.065	0.000	0.045	0.375	1.188	0.700	97.13	100
1:00	1.903	1.146	0.243	0.000	0.127	0.000	0.199	0.000	0.000	0.000	0.195	0.237	0.065	0.000	0.045	0.687	1.903	1.146	95.15	100
1:30	1.900	1.260	0.243	0.000	0.127	0.000	0.199	0.000	0.000	0.000	0.196	0.237	0.065	0.000	0.045	0.657	1.900	1.260	95.07	100
2:00	2.039	1.372	0.288	0.000	0.127	0.000	0.139	0.049	0.000	0.000	0.466	0.280	0.103	0.000	0.092	0.895	2.039	1.372	94.15	100
2:30	1.890	1.309	0.288	0.000	0.127	0.000	0.139	0.049	0.000	0.000	0.515	0.280	0.103	0.000	0.092	0.848	1.890	1.309	94.36	100
3:00	1.276	1.430	0.242	0.000	0.063	0.000	0.139	0.049	0.000	0.000	0.526	0.354	0.160	0.000	0.138	1.260	1.276	1.430	94.36	100
3:30	1.276	1.540	0.280	0.000	0.063	0.000	0.139	0.049	0.000	0.000	0.526	0.417	0.160	0.000	0.138	1.250	1.276	1.540	94.16	100
4:00	1.283	1.663	0.437	0.000	0.063	0.000	0.139	0.049	0.000	0.000	0.355	0.319	0.238	0.000	0.206	1.215	1.283	1.663	94.03	100
4:30	1.283	1.617	0.352	0.000	0.109	0.000	0.231	0.000	0.000	0.000	0.476	0.319	0.238	0.000	0.206	1.131	1.283	1.617	94.04	100
5:00	1.440	1.659	0.508	0.000	0.109	0.049	0.231	0.000	0.046	0.000	0.750	0.371	0.418	0.000	0.209	1.121	1.440	1.659	93.09	100
5:30	1.503	1.714	0.508	0.000	0.109	0.049	0.295	0.000	0.046	0.000	0.750	0.371	0.364	0.000	0.209	1.063	1.503	1.714	93.02	100
6:00	2.582	2.150	0.829	0.000	0.203	0.049	0.403	0.120	0.046	0.045	0.729	0.265	0.342	0.142	0.209	1.402	2.582	2.150	90.49	100
6:30	2.704	2.328	0.995	0.000	0.117	0.049	0.496	0.120	0.046	0.045	0.605	0.265	0.342	0.142	0.209	1.554	2.704	2.328	89.98	100
7:00	4.066	3.135	1.136	0.000	0.117	0.049	0.606	0.207	0.000	0.099	0.545	0.498	0.771	0.142	0.293	1.966	4.066	3.135	86.37	100
7:30	4.844	5.330	1.442	0.000	0.117	0.049	0.606	0.245	0.000	0.281	0.693	0.498	0.753	0.142	0.377	1.961	4.844	5.330	82.66	100
7:45	4.934	5.237	1.832	0.000	0.117	0.049	0.653	0.245	0.000	0.365	0.744	0.498	0.753	0.142	0.424	1.961	4.934	5.237	82.05	100
8:00	15.332	5.526	2.132	0.000	0.117	0.049	1.076	0.301	0.000	0.450	0.849	0.986	1.094	0.124	0.681	2.509	15.332	5.526	68.77	100
8:30	17.737	7.184	2.781	0.000	0.156	0.049	1.572	0.556	0.000	0.465	1.092	1.472	1.268	0.124	0.512	3.091	17.737	7.184	61.94	100
9:00	16.426	6.342	2.531	0.063	0.248	0.049	2.182	0.808	0.000	0.622	1.560	2.276	1.015	0.037	0.374	3.019	16.426	6.342	62.45	100
9:30	14.685	5.554	1.880	0.063	0.248	0.049	2.091	0.859	0.000	0.477	1.535	2.151	1.005	0.037	0.374	2.971	14.685	5.554	66.02	100
10:00	9.294	3.701	1.057	0.063	0.209	0.049	1.931	0.712	0.000	0.333	1.177	1.796	0.993	0.102	0.339	2.000	9.294	3.701	76.25	100
10:30	6.596	3.064	0.883	0.063	0.209	0.049	1.650	0.649	0.000	0.287	0.908	1.150	0.861	0.102	0.207	1.779	6.596	3.064	81.54	100
11:00	2.427	0.838	0.240	0.063	0.055	0.049	0.661	0.323	0.000	0.124	0.376	0.329	0.511	0.129	0.108	0.767	2.427	0.838	93.00	100
11:30	1.231	0.565	0.125	0.063	0.055	0.000	0.374	0.132	0.000	0.085	0.327	0.155	0.446	0.129	0.108	0.589	1.231	0.565	95.62	100
avg.	2.59	1.46	0.45	0.01	0.07	0.01	0.35	0.11	0.00	0.08	0.34	0.33	0.26	0.03	0.12	0.80	2.59	1.46	92.99	
max.	17.74	7.18	2.78	0.06	0.25	0.05	2.18	0.86	0.05	0.62	1.56	2.28	1.27	0.14	0.68	3.09	17.74	7.18	100.00	
σ.	4.46	1.90	0.71	0.02	0.07	0.02	0.58	0.22	0.01	0.16	0.42	0.55	0.36	0.05	0.16	0.89	4.46	1.90	10.15	

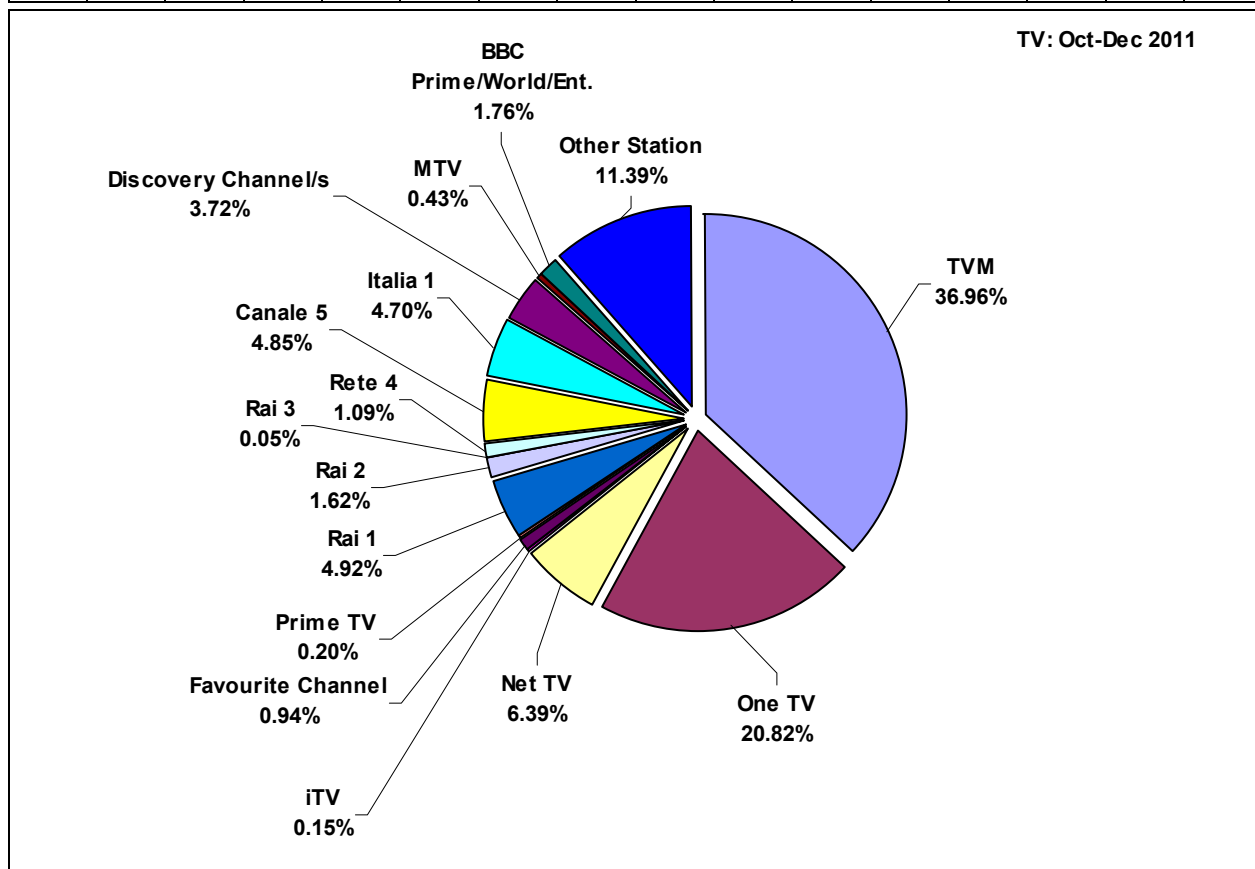






FIGURES 7.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [OCT-DEC 2011]

TVM	ONE	NET TV	iTV	FAVORITE TV	PRIME TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL/S	MTV	BBC	OTHER TV STATIONS
36.96	20.82	6.39	0.15	0.94	0.20	4.92	1.61	0.05	1.09	4.85	4.70	3.72	0.43	1.76	11.39



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [OCT-DEC 2011]

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

		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
TVM	478	223	255	30	69	23	167	122	52	16	73	134	73	79	83	37
	26.0%	24.5%	27.4%	30.7%	23.6%	19.5%	30.3%	26.6%	19.9%	25.0%	19.9%	24.6%	26.6%	30.5%	31.5%	26.8%
ONE	100.0%	46.7%	53.3%	6.2%	14.4%	4.9%	34.8%	25.4%	10.9%	3.2%	15.2%	27.9%	15.2%	16.4%	17.4%	7.8%
	197	86	111	11	18	6	43	70	41	8	53	55	39	16	23	11
	10.7%	9.5%	11.9%	11.0%	6.3%	5.1%	7.8%	15.3%	15.6%	12.8%	14.7%	10.1%	14.3%	6.1%	8.7%	7.9%
Net TV	100.0%	43.8%	56.2%	5.4%	9.3%	3.1%	21.8%	35.5%	20.7%	4.0%	27.1%	27.7%	19.8%	8.0%	11.7%	5.6%
	84	40	44	7	12	2	16	17	25	4	21	22	10	9	10	11
	4.5%	4.4%	4.7%	7.6%	4.1%	1.5%	2.9%	3.8%	9.4%	7.0%	5.8%	4.0%	3.7%	3.6%	3.9%	7.7%
iTV	100.0%	47.8%	52.2%	8.9%	14.3%	2.1%	19.4%	20.7%	29.4%	5.2%	25.5%	26.0%	12.0%	11.1%	12.5%	12.9%
	2	2	0	0	0	0	1	1	0	0	0	1	0	0	1	0
	.1%	.2%	0.0%	0.0%	0.0%	0.0%	.2%	.2%	0.0%	0.0%	0.0%	.2%	0.0%	0.0%	.4%	0.0%
Favorite Channel	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	57.4%	42.6%	0.0%	0.0%	0.0%	42.6%	0.0%	0.0%	57.4%	0.0%
	10	2	7	0	0	1	4	4	1	0	1	1	2	0	6	0
	.5%	.2%	.8%	0.0%	0.0%	.8%	.6%	1.0%	.3%	0.0%	.2%	.2%	.8%	0.0%	2.2%	0.0%
Prime TV	100.0%	22.4%	77.6%	0.0%	0.0%	10.4%	36.4%	45.8%	7.4%	0.0%	7.4%	9.7%	23.6%	0.0%	59.3%	0.0%
	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
	.0%	0.0%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%
Rai 1	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	51	22	29	0	3	1	11	14	18	3	5	20	4	9	11	2
	2.7%	2.4%	3.1%	0.0%	.9%	.9%	2.1%	3.1%	6.8%	5.5%	1.5%	3.7%	1.4%	3.4%	4.2%	1.3%
Rai 2	100.0%	43.3%	56.7%	0.0%	5.5%	2.1%	22.3%	28.2%	35.2%	6.7%	10.6%	39.5%	7.5%	17.3%	21.7%	3.5%
	21	17	4	1	1	0	13	3	3	0	4	7	3	2	2	2
	1.1%	1.9%	.4%	1.1%	.4%	0.0%	2.3%	.6%	1.1%	0.0%	1.0%	1.4%	1.0%	.8%	.9%	1.6%
Rai 3	100.0%	82.4%	17.6%	5.2%	5.1%	0.0%	62.8%	13.6%	13.4%	0.0%	18.5%	36.0%	13.7%	10.0%	11.3%	10.6%
	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
	.0%	.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%
Rete 4	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	15	6	10	0	2	0	3	5	4	1	7	4	4	0	0	0
	.8%	.7%	1.0%	0.0%	.8%	0.0%	.6%	1.1%	1.6%	1.4%	1.9%	.8%	1.5%	0.0%	0.0%	0.0%
Canale 5	100.0%	38.3%	61.7%	0.0%	16.0%	0.0%	20.8%	31.2%	26.4%	5.5%	45.6%	27.2%	27.1%	0.0%	0.0%	0.0%
	58	12	47	0	4	9	22	19	3	1	16	15	9	7	8	3
	3.2%	1.3%	5.0%	0.0%	1.5%	7.2%	4.1%	4.1%	1.2%	1.1%	4.5%	2.8%	3.1%	2.8%	3.1%	2.0%
Italia 1	100.0%	20.2%	79.8%	0.0%	7.7%	14.9%	38.4%	32.3%	5.6%	1.2%	28.2%	26.0%	14.7%	12.4%	14.0%	4.8%
	67	46	21	4	26	13	20	3	0	1	16	19	7	9	11	5
	3.6%	5.0%	2.3%	4.1%	9.0%	10.9%	3.6%	.7%	0.0%	1.3%	4.3%	3.5%	2.6%	3.5%	4.2%	3.7%
	100.0%	68.5%	31.5%	5.9%	39.3%	19.5%	29.7%	4.4%	0.0%	1.2%	23.4%	28.3%	10.4%	13.4%	16.7%	7.8%

TABLE 7.5 CONT /...

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Discovery Channel	56	45	11	6	13	6	19	10	2	1	6	14	8	10	10	7
	3.0%	4.9%	1.2%	6.2%	4.5%	4.9%	3.4%	2.1%	.7%	1.1%	1.7%	2.7%	2.8%	4.0%	3.9%	4.9%
MTV	100.0%	80.2%	19.8%	10.8%	23.5%	10.5%	33.4%	17.5%	3.1%	1.3%	11.4%	25.8%	13.7%	18.2%	18.6%	12.3%
	8	3	4	1	6	0	0	1	0	0	1	6	0	1	0	0
	.4%	.4%	.5%	.7%	2.1%	0.0%	0.0%	.2%	0.0%	0.0%	.4%	1.0%	0.0%	.3%	0.0%	0.0%
BBC Prime/World/Ent	100.0%	45.0%	55.0%	8.9%	80.0%	0.0%	0.0%	11.1%	0.0%	0.0%	18.4%	72.6%	0.0%	8.9%	0.0%	0.0%
	19	6	12	0	1	0	6	6	5	1	6	6	1	3	3	1
	1.0%	.7%	1.3%	0.0%	.3%	0.0%	1.1%	1.3%	2.1%	1.3%	1.5%	1.1%	.3%	1.1%	1.1%	.7%
Other TV station	100.0%	34.3%	65.7%	0.0%	4.7%	0.0%	31.4%	30.6%	28.9%	4.4%	29.2%	31.6%	4.5%	14.6%	15.2%	4.9%
	158	81	77	19	20	11	47	46	13	2	23	62	14	23	26	10
	8.6%	8.9%	8.3%	20.0%	6.8%	9.0%	8.5%	10.1%	5.1%	2.8%	6.4%	11.4%	5.1%	9.0%	9.9%	6.9%
No particular station	100.0%	51.1%	48.9%	12.3%	12.5%	6.8%	29.6%	29.3%	8.4%	1.1%	14.7%	39.0%	8.9%	14.7%	16.6%	6.1%
	128	64	64	4	9	2	31	34	39	9	30	39	21	16	13	9
	7.0%	7.0%	6.9%	3.9%	2.9%	1.6%	5.7%	7.5%	15.0%	15.1%	8.2%	7.2%	7.8%	6.1%	5.1%	6.8%
Do not remember	100.0%	49.8%	50.2%	3.0%	6.6%	1.5%	24.3%	26.7%	30.6%	7.3%	23.2%	30.2%	16.5%	12.3%	10.4%	7.4%
	18	11	8	1	1	0	4	5	3	4	4	6	5	1	1	2
	1.0%	1.2%	.8%	1.2%	.4%	0.0%	.7%	1.2%	1.3%	6.0%	1.0%	1.1%	1.8%	.3%	.4%	1.2%
Do not watch TV	100.0%	57.1%	42.9%	6.5%	5.7%	0.0%	20.0%	29.2%	18.6%	20.1%	20.2%	33.9%	26.0%	4.6%	6.3%	9.0%
	448	230	217	12	101	45	140	91	47	11	89	125	70	70	53	40
	24.3%	25.3%	23.4%	12.3%	34.5%	37.4%	25.5%	20.0%	18.0%	17.8%	24.5%	23.1%	25.6%	27.3%	20.1%	28.4%
No response	100.0%	51.4%	48.6%	2.7%	22.5%	10.1%	31.3%	20.4%	10.5%	2.5%	20.0%	28.0%	15.6%	15.7%	11.9%	8.9%
	22	14	8	1	6	1	4	6	4	1	9	6	4	2	1	0
	1.2%	1.6%	.8%	1.1%	1.9%	1.2%	.7%	1.2%	1.4%	1.6%	2.4%	1.2%	1.5%	.7%	.4%	0.0%
	100.0%	65.0%	35.0%	4.8%	25.4%	6.5%	16.6%	25.5%	16.7%	4.6%	40.4%	28.7%	18.1%	8.2%	4.6%	0.0%
Total	1842	912	930	97	293	120	551	457	262	62	365	542	273	258	265	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.5%	50.5%	5.3%	15.9%	6.5%	29.9%	24.8%	14.2%	3.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [OCT-DEC 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
TVM	478	69	78	58	66	78	57	72	131	187	160
	26.0%	26.6%	29.8%	22.3%	25.4%	29.5%	20.9%	27.5%	21.0%	31.3%	25.8%
	100.0%	14.3%	16.4%	12.1%	13.8%	16.3%	12.0%	15.1%	27.3%	39.2%	33.5%
ONE	197	31	19	18	42	28	24	35	69	52	76
	10.7%	12.0%	7.2%	7.0%	16.1%	10.6%	8.8%	13.2%	11.0%	8.8%	12.2%
	100.0%	15.7%	9.6%	9.3%	21.2%	14.2%	12.3%	17.6%	34.8%	26.6%	38.6%
Net TV	84	11	9	25	10	4	10	15	42	16	26
	4.5%	4.1%	3.3%	9.8%	3.8%	1.4%	3.8%	5.7%	6.7%	2.6%	4.2%
	100.0%	12.6%	10.4%	30.4%	11.8%	4.4%	12.3%	18.0%	50.2%	18.7%	31.2%
iTV	2	2	0	0	0	0	0	0	0	0	2
	.1%	.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.3%
	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Favorite TV	10	2	1	2	1	3	0	1	2	4	4
	.5%	.8%	.3%	.7%	.3%	1.2%	0.0%	.4%	.3%	.7%	.6%
	100.0%	21.7%	8.9%	19.7%	7.4%	31.9%	0.0%	10.4%	22.4%	40.8%	36.8%
Prime TV	1	0	0	0	0	1	0	0	1	0	0
	.0%	0.0%	0.0%	0.0%	0.0%	.3%	0.0%	0.0%	.1%	0.0%	0.0%
	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Rai 1	51	8	4	9	7	10	9	4	17	15	18
	2.7%	2.9%	1.4%	3.5%	2.7%	3.7%	3.3%	1.6%	2.8%	2.6%	2.9%
	100.0%	14.9%	7.5%	18.1%	13.8%	19.3%	18.0%	8.4%	34.5%	30.3%	35.2%
Rai 2	21	2	3	5	4	2	4	2	4	2	14
	1.1%	.7%	1.2%	1.8%	1.5%	.6%	1.4%	.6%	.7%	.3%	2.3%
	100.0%	8.8%	15.1%	22.7%	19.1%	7.7%	18.9%	7.7%	21.1%	9.0%	69.9%
Rai 3	1	0	1	0	0	0	0	0	0	0	1
	.0%	0.0%	.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.1%
	100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Rete 4	15	3	5	1	1	2	3	2	11	4	1
	.8%	1.2%	1.7%	.3%	.4%	.6%	1.0%	.7%	1.7%	.7%	.1%
	100.0%	20.8%	29.2%	4.6%	6.8%	10.0%	17.5%	11.1%	68.9%	25.5%	5.6%
Canale 5	58	11	8	7	7	8	13	4	24	17	17
	3.2%	4.3%	3.2%	2.5%	2.9%	3.0%	4.7%	1.5%	3.8%	2.9%	2.8%
	100.0%	19.0%	14.5%	11.3%	12.8%	13.8%	21.8%	6.8%	40.8%	29.8%	29.5%
Italia 1	67	9	9	8	8	12	13	10	27	16	24
	3.6%	3.3%	3.4%	3.0%	3.0%	4.4%	4.6%	3.8%	4.3%	2.7%	3.9%
	100.0%	12.8%	13.2%	11.6%	11.6%	17.2%	18.7%	15.0%	39.9%	24.1%	36.0%
Discovery Channel	56	5	15	8	6	6	7	8	8	23	25
	3.0%	1.9%	5.9%	3.2%	2.3%	2.3%	2.7%	3.1%	1.3%	3.8%	4.0%
	100.0%	8.6%	27.5%	14.8%	10.7%	10.8%	13.2%	14.3%	14.0%	41.0%	45.0%
MTV	8	1	1	1	4	1	0	0	2	1	4
	.4%	.3%	.5%	.3%	1.5%	.4%	0.0%	0.0%	.4%	.1%	.7%
	100.0%	8.9%	15.4%	11.1%	49.3%	15.4%	0.0%	0.0%	30.7%	11.1%	58.2%
BBC Prime/World/Ent.	19	7	4	2	3	1	4	0	10	6	3
	1.0%	2.6%	1.4%	.6%	1.0%	.3%	1.3%	0.0%	1.6%	.9%	.5%
	100.0%	34.7%	19.3%	8.3%	14.3%	4.4%	18.9%	0.0%	53.3%	29.6%	17.2%
Other TV station	158	14	30	16	29	20	27	22	46	56	56
	8.6%	5.3%	11.5%	6.2%	11.3%	7.4%	9.8%	8.6%	7.4%	9.4%	8.9%
	100.0%	8.6%	19.0%	10.2%	18.6%	12.3%	17.0%	14.2%	29.3%	35.6%	35.1%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	128	21	14	18	19	24	17	16	63	28	38
	7.0%	8.0%	5.2%	6.8%	7.3%	9.2%	6.4%	5.9%	10.1%	4.6%	6.1%
	100.0%	16.1%	10.7%	13.8%	14.7%	18.9%	13.6%	12.1%	49.0%	21.4%	29.5%
Did not remember	18	4	2	4	2	1	5	1	9	5	4
	1.0%	1.5%	.7%	1.4%	.7%	.4%	1.9%	.4%	1.5%	.9%	.6%
	100.0%	21.1%	10.0%	19.6%	10.0%	5.4%	28.3%	5.4%	49.6%	29.2%	21.3%
Did not watch TV	448	55	61	71	51	65	78	68	150	155	142
	24.3%	21.3%	23.0%	27.3%	19.5%	24.4%	28.5%	25.9%	24.2%	26.0%	22.9%
	100.0%	12.3%	13.5%	15.9%	11.3%	14.4%	17.4%	15.2%	33.5%	34.7%	31.8%
No Response	22	6	0	9	1	1	2	3	6	10	6
	1.2%	2.3%	0.0%	3.4%	.4%	.4%	.8%	1.1%	.9%	1.7%	1.0%
	100.0%	27.1%	0.0%	39.9%	4.8%	4.8%	10.4%	12.9%	26.5%	45.1%	28.5%
Total	1842	258	263	261	260	265	274	262	622	598	622
	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%	14.3%	14.1%	14.1%	14.4%	14.9%	14.2%	33.8%	32.4%	33.8%

[Count; Col%; Row%]

[Base: No of Consumers]

