

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

Mario Vassallo

B.A., Lic.D., D.Phil. (Oxon.)

Brazilia Court 4,
Tunnara Promenade,
Mellieha.

Tel: 466841

Fax: 522227

April 2000

CONTENTS

<i>List of Tables</i>	iii
<i>List of Figures</i>	iv
I Introduction	1
II Objectives	3
III Sample Profile..	5
IV Viewing and Listening Patterns	7
4.1.0 Introduction 7	
4.2.0 Radio Listenership 7	
4.3.0 TV Viewership 8	
4.4.0 Cable TV and Satellite TV Facilities 8	
4.5.0 Family Decision-Making Processes 9	
V News Transmissions	11
5.1.0 Introduction 11	
5.2.0 Preferred Source for Local News 11	
5.3.0 Preferred Source for Foreign News 11	
5.4.0 Preferred Time for Main TV News Bulletin 12	
5.5.0 Stations on which Local News is Followed 12	
VI Programme Preferences & Evaluation.....	14
6.1.0 Introduction 14	
6.2.0 Radio: General Preferences 14	
6.3.0 TV: General Preferences 15	
6.4.0 Radio Station Preferences for Different Programme Sectors 15	
6.5.0 TV Channel Preferences for Different Programme Sectors 18	
6.6.0 Party Political Programmes 20	
6.7.0 Suggestions for New Radio & TV Programmes 21	
VII Radio Audience Audit	22
7.1.0 General 22	
7.2.0 Average Radio Audience Share 22	
7.3.0 Radio Audience Share Peaks 24	
7.4.0 Daily Audience Share 25	
7.5.0 Listening Patterns 25	
7.6.0 Radio Audience Share 37	

VIII	TV Audience Audit.....	41
	8.1.0 General 41	
	8.2.0 Average TV Audience Share 42	
	8.3.0 TV Audience Share Peaks 43	
	8.4.0 Daily Audience Share 44	
	8.5.0 Viewing Patterns 45	
	8.6.0 TV Audience Share 56	
IX	Conclusions.....	59
	Appendix A: <i>Technical Report</i>	62
	Appendix B: <i>Questionnaire in Maltese</i>	65
	Appendix C: <i>Absolute Figures Projections for</i> <i>TV Prime Time Band</i>	71

LIST OF TABLES

Table 3.1:	Sample Profile by Gender
Table 3.2:	Sample Profile: by Socio-Economic Group
Table 3.3:	Sample Profile: by Last School Attended
Table 6.1:	General Preferences for Radio Programme Sectors (1996-2000)
Table 6.2:	General Preferences for TV Programme Sectors (1996-2000)
Table 6.3-1.1:	Radio Station Preferences for Different Programme Sectors (March 1999)
Table 6.3-1.2:	Radio Station Preferences for Different Programme Sectors (October 1999)
Table 6.3-1.3:	Radio Station Preferences for Different Programme Sectors (March 2000)
Table 6.5-1.1:	TV Channel Preferences for Different Programme Sectors (March 1999)
Table 6.5-1.2:	TV Channel Preferences for Different Programme Sectors (October 1999)
Table 6.5-1.3:	TV Channel Preferences for Different Programme Sectors (March 2000)
Table 7.1:	Daily Radio Average Audience Share (March 2000)
Table 7.2:	Daily Radio Peak Audience Share (March 2000)
Table R1:	Radio Listenership: Monday
Table R2:	Radio Listenership: Tuesday
Table R3:	Radio Listenership: Wednesday
Table R4:	Radio Listenership: Thursday
Table R5:	Radio Listenership: Friday
Table R6:	Radio Listenership: Saturday
Table R7:	Radio Listenership: Sunday
Table 7-3:	Daily Average Audience Levels – Radio: 1999 - 2000
Table 7.4:	Daily Average Audience Levels – Radio: 1999 - 2000 (6.00 a.m. - Midnight)
Table 8.1:	TV Audience Average Share (March 2000)
Table 8.2:	Daily Peak TV Audience Share (March 2000)
Table T1:	TV Viewing: Monday
Table T2:	TV Viewing: Tuesday
Table T3:	TV Viewing: Wednesday
Table T4:	TV Viewing: Thursday
Table T5:	TV Viewing: Friday
Table T6:	TV Viewing: Saturday
Table T7:	TV Viewing: Sunday
Table 8.3:	Daily Average Audience Levels for TV - 1999 - 2000

LIST OF FIGURES

- Fig. 4:1 Who Decides which Channel is Selected in the Family *March 2000*
Fig. 5:1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview
Fig. 6:1 Overall Preference for 'Best Radio Station'
Fig. 6:2 Extent of Interest in Political Broadcasts *1999 - 2000*
Fig. 7.1: Daily Radio Average Audience Share: *March 2000*
Fig. 7.2: Highest Radio Station Peak Audience Share: *March 2000*
Fig. 7.3: Radio Audiences - Monday
Fig. 7.4: Radio Audiences - Tuesday
Fig. 7.5: Radio Audiences - Wednesday
Fig. 7.6: Radio Audiences - Thursday
Fig. 7.7: Radio Audiences - Friday
Fig. 7.8: Radio Audiences - Saturday
Fig. 7.9: Radio Audiences - Sunday
Fig. 7.10: Daily Average Audience Radio Levels *1999 – 2000*
Fig. 7.11: Daily Average Audience Radio Levels: *1999 – 2000*
Fig. 8.1: Daily TV Average Audience Share: *March 2000*
Fig. 8.2: Highest TV Channel Peak Audience Share: *March 2000*
Fig. 8.3: TV Audience Shares: Monday
Fig. 8.4: TV Audience Shares: Tuesday
Fig. 8.5: TV Audience Shares: Wednesday
Fig. 8.6: TV Audience Shares: Thursday
Fig. 8.7: TV Audience Shares: Friday
Fig. 8.8: TV Audience Shares: Saturday
Fig. 8.9: TV Audience Shares: Sunday
Fig. 8.10: Daily Average Audience Radio Levels: *1999 – 2000*

I INTRODUCTION

- 1.1 Section 30(2) of the Broadcasting Act 1991 requires the *Broadcasting Authority* to engage in audience research in order to enable it to exercise its Constitutional functions.
- 1.2 This study follows a public call for tenders by the *Authority* in January 2000. This call for tenders required a Media Audit for both Radio and Television. For 2000, the *Authority* again wanted the audit to be conducted twice: in March and in October. In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.
- 1.3 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Authority* to conduct the study on the basis of these proposals by letter dated 1 March 2000.
- 1.4 This study refers to data collected in March 2000.
- 1.5 Once more, this study provides data on:
- i. *audience size for all radio stations currently on air in Malta on a daily basis;*
 - ii. *audience size for all local TV broadcasts on a daily basis;*
 - iii. *audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels and Satellite, so grouped, on a daily basis;*
 - iv. *the views of the Maltese on aspects of current broadcasting as explained in more detail in Chapter II on the specific objectives of this study; and*
 - v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*
- 1.6 The aim of par. 1.5 (i), (ii) and (iii) above is to be clearly distinguished from that of par. 1.5 (iv) and (v). To meet objectives (i), (ii) and (iii) an audience audit was required; to meet objectives (iv) and (v) the public's opinions on specific issues of special interest to the client needed to be collected.
- 1.7 In this report, the data collected for this study are being presented. The findings are organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the original proposal; this is followed by an analysis of the sample

profile. The next two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preferences*.

- 1.8 Following this, the next two chapters deal with the Audience Audit part of this study, respectively focusing on *Radio Audience Audit* and *TV Audience Audit*. The *Conclusion* seeks to bring the findings of this study together in summary form.
- 1.9 Three *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B incorporates a copy of the Maltese version of the Questionnaire.. Appendix C gives the projections of the audit figures into relative absolute figures for TV prime time.
- 1.10 This volume incorporates many of the tables generated in this study, but should be read jointly with the separate volume entitled *Tables Appendix*, in which more detailed Tables are provided, and which therefore should be considered an essential part of this report.
- 1.11 This study was conducted for the *Broadcasting Authority* by Professor Mario Vassallo, who was fully responsible for the management and co-ordination of this study. The present writer retains all copyright covering the methodology for this study; the *Broadcasting Authority* is the sole owner of the findings.

II OBJECTIVES

2.1 The overall objectives for this study stem from the following areas of investigation listed in the Research Brief circulated by the Broadcasting Authority:

- (a) the nature and the approximate daily duration of radio listening and television viewing; programme selection and motives for listening and watching;*
- (b) the general opinions of the Maltese about the standards and quality of radio and television services provided in Malta;*
- (c) the perceived sources of local and international news and opinions about the nature of news provision by the different broadcasting services; and*
- (d) public opinion relating to fairness and impartiality of radio and television services in their coverage of a variety of events, and issues including political activities.*

2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 2000 studies the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.

2.3 Through this study the *Authority* is being provided with data on the audience size, comprising persons 12 years and older, for the following:

Television	Radio
TVM	Radio Malta I
Super One	Radio Malta II
Smash TV	FM Bronja
NET Television	Super One Radio
RAI Stations	Radio 101
Mediaset Stations	RTK
	Island Sound
	Bay Radio
Cable	Smash Radio
Channel 12	Calypso Radio
Education 22	University Radio
Max Plus	Radju MAS
Satellite Services	Capital Radio

2.4 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2000 studies, the direction given

in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) was to be applied again. In terms of this directive it was required that:

“the statistic ‘average’ at the bottom of each table for radio station audiences should be worked out on the basis of 18 hours of listening per day i.e. from 6.00 a.m. to midnight...”

- 2.5 The Broadcasting Authority also decided that, again for the 2000 studies, UNI Radio and Radju MAS should be considered as two separate stations and the relevant statistics should not be computed, as had been directed for 1997, for the common frequency allocated to them. In this respect therefore, the 2000 studies allow direct comparison with previous studies conducted since 1998.
- 2.6 It is to be noted that since the last study, a new TV station started broadcasting: Max Plus, which is available only to Melita Cable subscribers on the Basic and TV Plus tiers. In addition, Live FM does not feature at all in this study since the broadcasting licence of this station has now been withdrawn.
- 2.7 This study also establishes the audience preferences in respect of, and radio stations associated with, a number of programme sectors, including *music*, *discussions*, *phone-ins* and *sports* programmes currently available on radio in Malta.

III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. As in previous studies, in 2000, the multi-stage probability sampling technique was used to draw the sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. This ensured that all residents, whether they were Maltese nationals or not, qualified equally to be selected. An equal number of persons, of both genders, were included for each day of the week to cover those aged 12-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile of the sample closely follows the figures for the resident population in Malta as given in the last population census taken in Malta.

3.2 As can be seen from the summary in Table 3.1, the above procedure produces the following sample distribution:

Table 3.1 Sample Profile by Gender

Age Group	Total	Male	Female
	%	%	%
12-17	11.2	11.4	11.0
18-30	20.8	20.9	20.7
31-50	37.5	37.9	37.0
51-65	18.0	18.3	17.7
over 65	12.6	11.6	13.6
TOTAL	100.0	100.0	100.0
N=	1001	493	508
%	100	49.0	51.0

3.3 Tables 3.2 and 3.3 give details of the Sample Profile by Socio-Economic Group and by Last School Attended.

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	114	338	165	384
	%	%	%	%	%
12-17	11.2	5.3	13.9	13.9	9.4
18-30	20.8	20.2	28.4	13.3	17.4
30-51	37.5	36.0	35.2	43.6	37.2
51-65	18.0	25.4	13.6	16.4	20.3
over 65	12.6	13.2	8.9	12.7	15.6
TOTAL	100.0	100.0	100.0	100.0	100.0

Table 3.3 Sample Profile: By Last School Attended

Last School Attended	Total	None	Primary	Secondary	Technical Institute	Tertiary
N=	1001	28	222	589	74	88
	%	%	%	%	%	%
12-17	11.2	-	2.3	17.7	4.1	-
18-30	20.8	3.6	5.9	22.8	24.3	47.7
30-51	37.5	7.1	31.5	41.1	50.0	27.3
51-65	18.0	7.1	33.8	12.9	17.6	15.9
over 65	12.6	82.1	26.6	5.6	4.1	9.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

IV Listening and Viewing Patterns

4.1.0 Introduction

4.1.1 As in previous studies, a set of interesting aspects regarding the diffusion of the media in Malta is focused upon in this chapter, which will first examine radio listenership in general and then move on to focus on 'where' radio is actually listened to. This chapter will subsequently cover the same aspects for TV, and then proceed to establish the extent of penetration by Cable TV in Maltese homes. It concludes by focusing on the culture-related pattern of decision-making in Maltese family life, namely on the issue as to who decides what TV channel is chosen when such a choice needs to be made within a family setting.

4.2.0 Radio Listenership

4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 76.6% (as opposed to 77% and 74.6% in the March and October 1999 studies respectively) stated that they do listen to the radio regularly, whilst the remaining 23.4% stated that they do not. This statistic suggests that the level of popularity of radio since the last October study conducted for the Authority last October has not changed much. Those aged 12-17 continue to register the lowest rate in respect of radio listenership at 74.1% (March 1999: 72.3%; October: 61.6% %). On the other hand, those aged 18-30 this time registered the highest rating in respect of radio listenership at 80.8% (March 1999: 18-30 = 81.9%). Radio listenership is highest among C2 at 78.8% (October 1999: highest recorded by DE respondents at 77.4%; March 1999: by C1 respondents, at 80.9%). Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents data on the average number of hours listened to by those who had stated that they do listen to the radio. Four point two per cent stated that the amount of time they dedicate to radio varies considerably, but as many as 27.2% stated that they listen to the radio for at least one hour every day. The duration of time the Maltese listen to the radio is quite extensive, extending to as much as 16 hours per day in the case of 0.8% of the respondents. But figures start going down dramatically beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 27.2%; 2 hours: 19.3%; 3 hours: 9.6%; 4 hours: 9.8%; 5 hours: 6.5% and 6 hours: 6.5%. By and large, females tend to listen to the radio for longer hours than males. At the same time it is to be noticed that the percentages of males listening to the radio for 'up to two hours per day' is higher than that registered by females. Full details are provided in the Table.

4.2.3 Table 4.3 presents details on the place where radio is listened to. Of those who listen to the radio on a regular basis, as many as 77% (March 1999: 78.1%) of all respondents stated that they listen to the radio at home; 19.7% (March 1999: 15.4%) while at work; whilst 27.5% (March 1999: 28.7%) listen to the radio in the car. Full details are presented in the Table.

4.3.0 TV Viewership

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents, 97.1% (March 1999: 96.2%) stated that they do watch TV regularly, whilst the remaining 2.9% stated that they do not. This points to a slight increase in the popularity of this medium over the March 1999 figures. Very slight differences were noted when these figures were broken down by gender, except that males registered a slightly higher incidence than females (males: 97.2% vs. females: 97%). The age group which registered the highest rating for TV viewership comprised those aged 12-17, with 98.2%, but the lowest percentage reported amongst those aged 65 and over was not much lower, at 95.2%. TV viewing is highest among C1 respondents, at 98.2%. The lowest reported figure is not much less however: C2 registered 96.4%. Full details are presented in Table 4.4.

4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is of two hours per day, registered at 30% (March 1999: 30.6%; October 1999: 28.5%). As many as 0.3% stated that they view TV for up to nine hours daily, and some claimed that they watch TV for even longer hours. But most viewers do not exceed four hours of daily viewing: 1 hour: 14.6%; 2 hours: 30%; 3 hours: 23.6%; and 4 hours: 11.9%. The difference across genders is not significant. It is interesting to note that again relatively more AB respondents view TV for an average of only one hour per day: AB: 16.4%; C1: 16%; C2: 14.5% and DE: 12.9% (March 1999: AB: 32.8%; C1: 27%; C2: 21.6% and DE 20.2%). It seems that viewing patterns have shifted slightly since March 1999, with more persons now viewing two hours of TV: AB: 32.78%; C1: 31.3%; C2: 29.6% and DE 28.3%.

4.3.3 The findings as to where TV is watched most are presented in Table 4.6. Of those who watch TV on a regular basis, as many as 40.1% (March 1999: 40.2%) of all respondents stated that they watch TV in the sitting room. Twenty eight point five percent (March 1999: 28.6%) watch TV in the bedroom, and 24.3% (March 1999: 23.1%) do so in the kitchen. The remaining 5.3% (March 1999: 6.4%) watch TV in the dining room, whilst 1.7% (March 1999: 1.8%) do so in another part of the house. It is interesting to note that males continue to prefer to watch TV in the sitting room more than females (41.5% males vs. 38.7% females), and again males prefer the bedroom more than females (29% vs. 28% females). DE respondents continue to register the highest percentage of respondents who prefer to watch TV in the bedroom (32.3% as opposed to 17.3% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (53.6% vs. DE at 34.5%). These figures are very close to those obtained in the March 1999 study. Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV and Satellite TV Facilities

4.4.1 Of all the respondents taking part in this study, 54.4% (March 1999: 55.8%) stated that they are connected to Cable TV. This 54.4% is broken down as follows: 22.7%

are served by the *Reception* level; 22% stated that they are served by the *Basic Level*; 9.7% are serviced by *TV Plus*. This suggests a slight decline in the *relative* popularity of the premium tiers. Not surprisingly, connection to Cable TV continues to be related to economic status, though not to the extent that it was noted in previous studies: as many as 68.4% of the AB are served by Cable, against 48.4% of those in the DE socio-economic category. It is also understandable that the more expensive levels are more frequent among AB respondents. It is also interesting to note that age does not appear to remain an important factor in cable connectivity. Table 4.7 presents all the details.

4.4.2 Table 4.8 provides some information on the availability of the special pay channels and consumer channel preferences respectively. As many as 87.7% of all cable subscribers stated that they do not subscribe to The Movie Channel, while another 83.6% stated that they do not subscribe to The Sports Channel. Interestingly enough, there are minor social class differences among those who subscribe to The Sports Channel and it seems that the decision on whether to subscribe or not depends on other factors, such as interest in sport. This time round however, some difference in respect of social class is evident as regards the Movie Channel.

4.4.3 Table 4.9 is a new Table, and shows that 5.5% of the Maltese own a satellite dish antenna. It is significant that the popularity of such systems is higher among the DE group (6.8%) as against 2.6% of the AB group, at 2.6%. It is also more popular among the age groups up to 50 years old.

4.5.0 Family Decision-Making Processes

4.5.1 Traditionally, the Maltese family was popularly perceived to be patriarchal and the authority of the father in decision-making was frequently assumed to constitute the last word. As Maltese society gradually becomes more egalitarian, it is interesting to discover who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose, the Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. The data presented in Table 4.10 gives the findings for this study.

4.5.2 In fact, in 27.7% (March 1999: 23.3%; October 1999: 20.4%) of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. In 34.9% (March 1999: 30.4%) of the cases the husband is reported to be the decision maker; in 20.1% (March 1999: 23.5%) of the cases it is the wife who decides whilst in 10.2% and in 7.2% it was the boys and the girls in the family respectively who decided. For the last studies gender differentiation was not made for children and the respective figures for both boys and girls in March 1999 was 22.9%. Table 4.10 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1(a) to (b) graphically summarise the responses given to this question in this study.

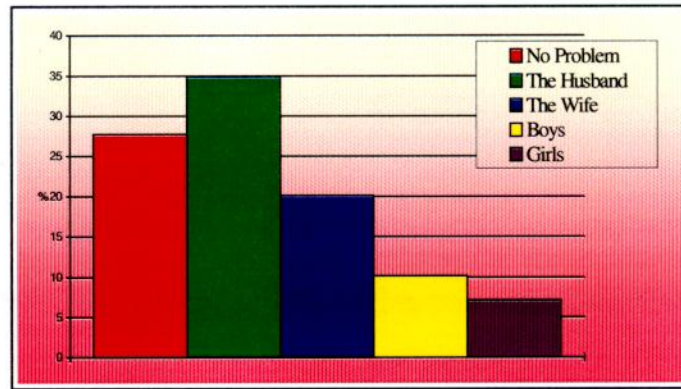


Figure 4.1: Who Decides which Channel is Selected in the Family
(March 2000)

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News Transmissions. As in previous studies, the Broadcasting Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used since the 1996 study have been repeated in 2000, and this allows for comparison of developments, if any. Respondents were asked from which medium they preferred to source their information. Tables 5.1 and 5.2 present the detailed findings to these two questions.

5.2.0 Preferred Source for Local News

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news are presented. Of all the respondents, 72.6% (March 1999: 71.4%) prefer to follow the news on TV; 14.2% (March 1999: 12.7%) prefer the radio as their source for news; 7.4% (March 1999: 10.3%) prefer to read about news events in a newspaper whilst 2.6% (March 1999: 2%) stated that they have no special preference. Another 3.2% (March 1999: 3.6%) prefer to learn the news from other persons.

5.2.2 A slight difference across the genders is to be noted among those who prefer to follow the news on TV (males 70.8%; females 74.4%); females and males this time expressed a similar level of interest in obtaining news from the radio (14.2%). Newspapers remain more popular among males: 8.1% (in 1999 the respective figures were: March: 12.2 %); than among females 6.7% (in 1999: March: 8.4%; October: 5.9%).

5.2.3 TV as the main source for news is relatively most popular among those aged 31-50 (77.1%); radio is also the most popular source amongst those who are 51-65 years old (with 16.7%); whilst newspapers are most popular among those aged 18-30, with 12%. The socio-economic category with the highest preference for TV as the source for news was DE with 73.7%, closely followed by C2, at 72.1%. Radio is preferred most also by those in the C2 socio-economic category, at 15.8%. Full details are presented in Table 5.1.

5.3.0 Preferred Source for Foreign News

5.3.1 Table 5.2 summarises the preferences of the Maltese in respect of the available sources for foreign news. Of all the respondents, 76.1% (March 1999: 74.5%) prefer TV; 11.3% and 6.7% (March 1999: 10.3% and 9%) prefer the radio and newspapers respectively. Two point seven per cent (March 1999: 3.1%) stated that they prefer to pick foreign news from other persons, whilst the remaining 3.2% (March 1999: 3.1%) stated that they have no special preference for any of the media. When the 1999 figures (for both March and October) are compared to the percentages of the current study, and indeed to those obtained in previous years, the similarity in the patterns emerging, is quite striking.

5.3.2 Females showed a relatively higher preference than males for TV (77.4% vs. 74.8% males in contrast to the March 199 figures: 75% vs. 74.1% males). The opposite is true for radio (11.8% males vs. 10.8% females, in contrast to the March 1999 figures: 10.4% females vs. 10.2% males). Also, males prefer newspapers more than females (6.9% vs. 6.5% females, in contrast to the March 1999 figures: 10.8% males vs. 7.2% females). Newspapers are most preferable to those aged 18 - 30 (12.0%), and to those in the higher socio-economic groups (AB: 10.5%; C1: 10.1% in contrast to C2: 5.5% and DE: 4.9%). Full details are presented in Table 5.2.

5.4.0 Preferred Time for Main TV News Bulletin

5.4.1 Respondents were again asked at what time they preferred to watch the main evening news on TV. The findings, presented in Table 5.3, show quite a range of views, but 8.00 p.m. seems to have become an institution: as many as 57.3% (October 1999: 63.2%) stated that they would prefer this time. Another 17.5% (October 1999: 11.5%) stated that they prefer 7.30 p.m. Despite the fact that a number of other times were mentioned, these registered very low responses. It is to be noted that this was an open-ended question, and no prompting was made. Differences across gender, age group and socio-economic group exist in respect of the 8.00 p.m. slot: more females than males prefer 8.00 p.m. Similarly, those aged between 18 and 50 and C1 respondents expressed themselves more favourably for the 8 p.m. slot. On the other hand, the number of DE respondents in favour of the 7.30 p.m. slot (23.4%) was slightly less than three times more than that that registered by AB respondents (8.8%) for the same time slot.

5.5.0 Station on which Local News is Followed

5.5.1 On the basis of the respondents' replies, statistics were computed to estimate on which local station the Maltese had watched the news on the day prior to the interview, and on the previous day (i.e. two days prior the interview). The findings are presented in Tables 5.4 and 5.5 respectively. Despite the high following which news bulletins generally have, as many as 59.4% and 61.1% stated that they had not watched the news on these two days respectively. TVM ranked highest with 24.5% and again 24.5% respectively for the two days. This station was followed by Super 1 (18.5% and 17.3% respectively); NET TV (4.4% and 3.4% respectively) and Smash TV (0.3% and 0.6% respectively). These figures are slightly different from the October 1999 findings (when the same type of computation was made), to the extent that TVM's approximate loss of 4% for figures referring to the 'day prior to the interview' and at least 3% in respect of 'two days prior to the interview' were gained by Super 1 TV. It is also interesting to note that whilst the socio-economic component of TVM's audience does not vary much, that for Super 1 is more heavily weighted by DE and C2 viewers, whilst that of NET TV has proportionately more viewers in the AB and C1 socio-economic groups. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

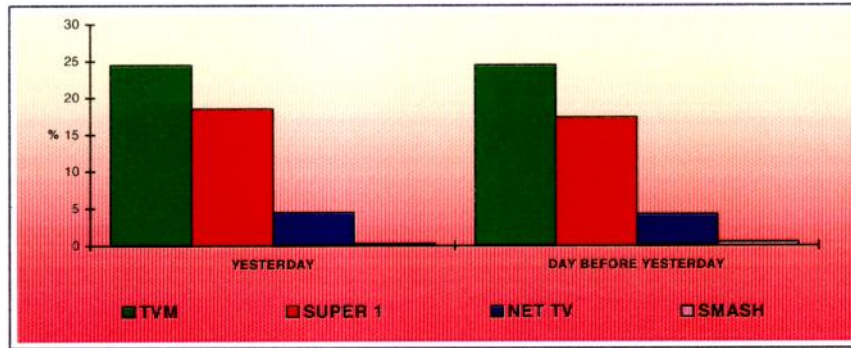


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the March 2000 Broadcasting Authority study were again requested to state their preference for individual radio stations and TV channels in respect of twelve different programme sectors for radio and seventeen sectors for TV. In their replies respondents were requested to express their preference for only one radio station or TV channel in each case. A *nil* response was allowed, and this statistic is relevant because it provides an indirect index of the relative popularity of different programme sectors. This chapter first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

6.2.0 Radio: General Preferences

6.2.1 Table 6.1 summarises the difference between the total (100%) and the *nil* statistics (i.e. those who stated that they had no preference for a radio station in respect of a particular programme sector) for the twelve sectors asked about in the study.

Table 6.1 General Preferences for Radio Programme Sectors (1996 - 2000)
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	1999 (October)	2000 (March)
Music	82.5	78.9	87.2	87.4	74.6	86.5
Local News	74.7	70.6	84.5	80.5	73.0	76.6
Foreign News	68.1	63.9	77.1	76.9	63.7	74.6
Discussions	61.2	58.1	67.6	59.7	56.0	57.7
Current Affairs	42.2	31.2	56.8	54.3	37.1	57.3
Religion	50.6	34.7	53.3	47.1	36.3	47.1
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0	37.8	46.6
Culture	36.4	29.1	45.8	44.4	25.8	37.8
Sports	37.5	29.0	48.2	37.2	25.4	36.8
Novels/Plays	35.6	27.9	49.5	40.7	28.5	35.7
Money/Business	19.0	16.7	31.7	25.2	13.5	23.4
Women	NA	NA	NA	NA	NA	21.6
Children	20.3	15.9	30.2	25.8	13.3	20.1

6.2.2 The table above indicates that some interesting shifts have occurred since the October 1999 study. A comparison of the figures for the current study shows that they are very similar to the March 1999 figures and that the shifts noted in October could easily have represented seasonal variations. These figures show that Music

continues to be the sector most liked by Maltese radio listeners, at 86.5%. This is followed by Local News and Foreign News. Current Affairs has lost interest since March 1999, but is at a higher level than that registered last October.

6.3.0 TV: General Preferences

6.3.1 Table 6.2 in turn summarises the difference between the total (100%) and the nil statistics (i.e. those who stated that they had no preference for a TV channel in respect of a particular programme sector) for the seventeen sectors asked about in this study.

Table 6.2 General Preferences for TV Programme Sectors (1996 - 2000)
(Ranked by values obtained in current study)

PROGRAMME SECTOR	%	%	%	%	%	%
	1996	1997	1998	1999 (March)	1999 (October)	2000 (March)
Local News	89.3	84.2	94.6	93.1	88.0	90.6
Foreign News	85.3	79.8	88.9	90.7	84.4	90.2
Feature Films	72.0	60.5	77.5	77.9	73.0	80.9
Discussions	56.1	43.8	72.1	73.8	68.6	71.5
Weather	78.2	50.5	81.2	76.4	65.4	70.0
Documentaries	63.1	50.3	66.3	73.5	59.1	66.6
Sports	55.3	45.1	63.0	62.7	56.2	60.7
Quizzes / Game Shows / Variety Programmes	60.4	51.6	70.1	66.8	59.9	60.4
Plays	35.0	31.4	54.4	46.0	51.1	54.8
Serials/Soap Operas	32.5	22.9	61.4	66.7	47.5	53.0
Current Affairs	36.3	23.4	44.8	53.0	40.6	45.5
Religion	39.3	22.4	44.3	48.8	39.0	42.1
Music Video-Clips	33.7	24.7	45.5	44.1	37.6	40.8
Art & Culture	33.5	22.1	44.8	44.7	33.7	38.2
Women's Programmes	36.8	20.9	47.4	43.4	37.2	36.3
Children's Programmes	29.0	18.3	47.0	43.5	37.3	31.1
Business & Finance	18.1	11.9	27.0	23.7	24.0	27.0

6.3.2 This table shows that both Local and Foreign News continue to be the sectors most preferred by Maltese TV audiences, at 90.6% and 90.2% respectively. Again, the programme sector with the least interest among television viewers continues to be the one that covers Business and Finance, for which only 27% cared to express a preference. It is interesting to note that music continues to feature relatively low among the preferences of TV viewers, whilst it features very prominently among radio listeners. On the other hand, the position of feature films retains its ranking position as third, at 80.9%. A number of rating slidings have occurred: of particular note is the upward move of Sports and Plays, two of the programme segments that have recently gained relative popularity among Maltese television viewers.

6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 Table 6.3-1 and Table 6.3-2 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied

in the March and October 1999 studies respectively. These two full Tables for the March and October 1999 studies are respectively summarised in Table 6.3-1.1 and Table 6.3-1.2 below. In March 1999 some changes in the perception of Maltese audiences from previous years were noticeable. Of particular note was the fact that some respondents then still referred to Live FM even though it was currently off air whilst others assumed they should not consider it in their responses since it was not broadcasting at the time. Radio Malta 1, Super 1 Radio, Radio 101 were again ranked highest for Local News; Radio Malta 2 was ranked highest in Religion; again a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. In March too, RTK was again ranked highest for Religion programmes whilst Live FM was ranked highest for Discussion programmes. It is interesting how many radio stations were then ranked second for the Foreign News programme: Radio Malta 1, Super 1, Radio 101, Island Sound, Smash and Radio Calypso. RTK was also been ranked second for its Discussion Programmes.

- 6.4.2 In respect of the October 1999 study, a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK was again ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Radio Malta 1 in Local News, Plays and in Foreign News; Super 1 in Local News, Discussions and Foreign News; Radio 101 in Local News and Discussions and RTK in Religion, Health & Beauty Programmes and in Discussions. The highest ranking in all programme segments was recorded by RTK in Religion, with 25%, followed by Super 1 in Local News, with 19.8%.
- 6.4.3 According to the data collected for the current March 2000 study, a number of stations have again been ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK was again ranked highest for Religion programmes. Interestingly, a number of radio stations have once more been ranked quite high in more than one programme segment: Radio Malta 1 in Local News, Plays and in Foreign News; Super 1 in Local News, Discussions and Foreign News; Radio 101 in Local News, Foreign News and Current Affairs and RTK in Religion, Health & Beauty Programmes and in Discussions. The highest ranking in all programme segments was recorded by Radio RTK in Religion (31.3%), followed by Super 1 in Local News (25.3%).
- 6.4.4 The figures in these three Tables, and the further breakdowns provided in the full Table section of this report, need to be interpreted with a lot of caution. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that particular programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives.

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(March 1999)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.1	1.9	15.8	8.8	6.4	10.0	5.3	1.7	10.4	15.0	0.1	0.9	2.1	3.9	12.6	100.00
Discussions	6.9	1.8	18.4	8.4	0.9	1.0	16.7	2.3	1.7	0.3	-	-	0.6	0.5	40.3	100.00
Sport	5.3	1.6	12.8	5.7	2.1	1.6	3.9	-	1.4	1.3	-	0.1	0.5	0.9	62.8	100.00
Money & Business	3.8	1.2	8.6	5.2	0.4	0.3	4.0	-	0.1	0.3	0.5	0.3	0.4	0.3	74.8	100.00
Culture	6.5	1.7	13.1	6.5	1.2	0.8	9.3	1.0	1.0	0.8	0.5	0.3	1.4	0.3	55.6	100.00
Health/Beauty/Home/Law	6.2	1.6	17.1	7.5	0.3	0.8	13.7	0.6	0.9	0.4	0.3	0.3	0.8	0.5	49.0	100.00
Religion	4.8	9.5	-	3.4	0.3	0.3	27.5	-	0.1	0.4	-	0.1	0.4	0.4	52.9	100.00
Novels & Plays	10.0	2.6	12.8	5.6	0.4	0.5	7.0	0.4	0.1	0.1	-	0.3	0.5	0.4	59.3	100.00
Children	4.7	0.4	8.8	4.0	0.1	0.3	5.8	0.1	0.5	-	0.1	0.1	0.5	0.3	74.2	100.00
Local News	10.4	2.9	25.9	14.3	3.9	5.6	10.0	0.5	2.6	2.1	-	0.1	0.5	1.8	19.5	100.00
Foreign News	10.2	2.5	23.9	13.0	3.9	5.7	9.7	0.4	2.6	2.5	-	0.1	0.6	1.8	23.1	100.00
Current Affairs	7.5	1.6	17.9	10.9	1.9	3.4	5.8	0.9	1.4	0.9	0.3	0.3	0.5	1.0	45.7	100.00

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(October 1999)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.4	1.3	8.7	8.0	4.1	12.7	5.4	0.3	8.2	11.2	0.3	0.9	1.1	7.9	25.4	100
Discussions	6.6	1.3	17.8	9.8	0.4	1.1	16.3	0.1	0.5	0.7	0.1	0.3	0.3	0.7	44.0	100
Sport	4.0	0.8	6.8	5.1	0.4	1.9	3.1	-	0.8	1.5	-	-	-	1.1	74.6	100
Money & Business	3.7	0.7	4.3	2.3	0.3	0.1	3.1	0.1	0.1	0.4	0.1	-	-	0.3	84.5	100
Culture	4.7	0.8	7.2	2.9	0.3	0.5	6.8	0.1	0.1	0.7	0.5	0.1	0.5	0.4	74.2	100
Health/Beauty/home/Law	5.1	0.7	12.6	5.2	-	0.1	12.4	0.1	0.4	0.8	-	-	-	0.3	62.2	100
Religion	3.7	0.4	4.6	1.6	-	-	25.0	-	-	0.4	0.1	0.1	-	0.3	63.7	100
Novels & Plays	8.7	1.6	8.4	3.1	-	-	5.5	-	-	0.5	-	0.1	0.3	0.3	71.5	100
Children	2.8	0.7	4.1	1.5	-	-	2.9	0.1	-	0.4	0.1	-	0.3	0.4	86.7	100
Local News	10.4	2.0	19.8	13.3	2.3	6.4	11.8	-	1.3	2.4	0.1	0.5	0.3	2.3	27.0	100
Foreign News	9.0	1.6	17.7	11.1	2.4	5.4	10.7	-	1.1	2.3	-	0.3	0.3	2.0	36.3	100
Current Affairs	4.8	0.8	10.7	7.2	1.2	2.4	6.4	-	0.7	1.6	-	-	0.1	1.1	62.9	100

**Table 6.3-1.3: Radio Station Preferences for Different Programme Sectors
(March 2000)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.6	2.0	13.8	7.3	3.9	16.0	6.5	7.0	11.2	0.1	2.2	1.4	10.4	13.5	100
Discussions	5.1	1.4	21.3	9.0	0.8	0.8	18.1	0.1	0.3	-	0.1	0.1	0.7	42.3	100
Sport	1.7	1.4	14.1	7.7	1.3	2.7	4.0	0.8	2.2	-	-	-	0.9	63.2	100
Money & Business	3.1	1.6	7.6	4.0	0.3	0.9	5.2	-	0.5	-	-	-	0.3	76.6	100
Culture	5.3	1.8	12.4	6.3	0.1	0.4	8.3	0.1	0.7	0.4	0.4	1.4	0.4	62.2	100
Health/Beauty/home/Law	5.1	2.2	16.3	6.1	0.3	0.4	14.5	0.1	0.7	-	-	0.4	0.7	53.4	100
Religion	3.6	0.9	8.6	1.7	0.1	0.1	31.3	0.1	0.5	-	-	0.1	-	52.9	100
Novels & Plays	7.9	3.1	11.3	4.2	-	0.1	8.1	0.3	0.5	-	-	0.1	-	64.3	100
Children	3.1	1.0	7.2	2.3	-	0.3	5.6	0.1	0.4	-	-	-	-	79.9	100
Women's Prg	3.0	1.2	5.3	2.6	-	-	9.0	0.1	0.1	-	-	0.1	-	78.4	100
Local News	9.1	4.6	25.3	13.4	1.3	6.6	10.3	1.2	1.4	-	0.3	0.4	2.7	23.4	100
Foreign News	9.0	4.3	23.8	12.8	1.7	6.8	10.2	1.3	1.4	-	0.4	0.4	2.6	25.4	100
Current Affairs	5.7	3.4	19.7	11.5	1.0	4.0	8.5	0.4	1.3	-	0.3	0.1	1.4	42.7	100

6.4.5 During this study respondents who declared that they are regular radio listeners were again asked a question that was not present in the previous studies: *Which radio station do you consider best overall?* The findings are to be found, with the usual breakdowns, in Table 6.4, and graphically represented in Fig. 6.1 below. Super 1 Radio, RTK, Bay Radio and Radio 101 are considered by the Maltese to be the best four radio stations in Malta at present.

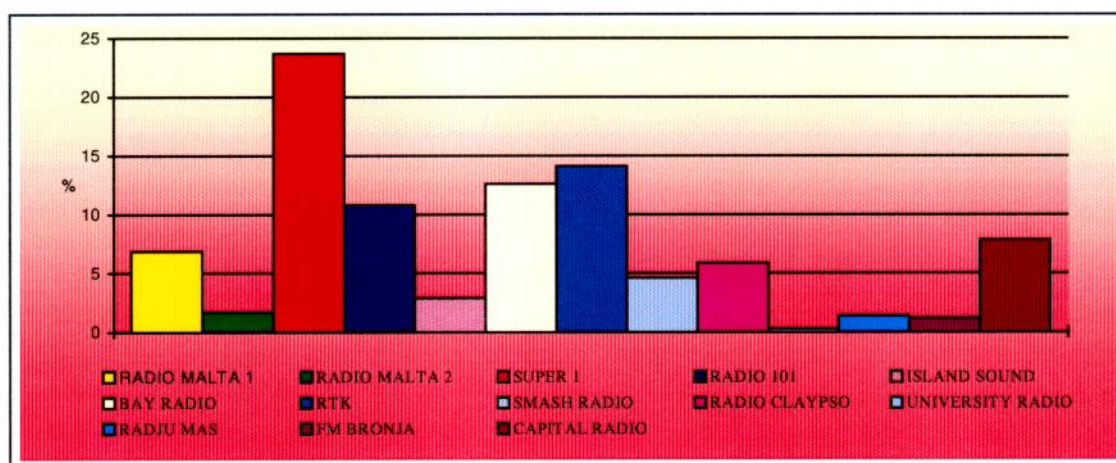


Fig 6.1: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.5-1 to Table 6.5-3 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors. These three full Tables are in turn summarised in Table 6.5-1.3 below. Tables 6.5-1.1 and 6.5-1.2 respectively refer to the findings of the March and October studies for 1999 and are being reproduced below to allow easy comparison with previous studies.

6.5.2 .2 In March 1999, TVM, Super 1 TV and NET TV had all been ranked highest for Local News. As had also been the case in previous years, Smash TV was then ranked highest for Music Video-Clips; RAI was then ranked highest for its Documentaries whilst the Mediaset group of channels were then ranked highest for Feature Films. In March 1999 too, the other Italian stations were ranked highest for Music Video-Clips whilst the Satellite channels were then ranked highest for Documentaries. Interestingly so, in March Smash was ranked second for its Documentaries, TVM for the Weather Report, whilst Super 1, NET TV and RAI were ranked second for Foreign News.

6.5.3 In October 1999, very few changes were noticeable: TVM, Super 1 TV and NET TV were all ranked highest for Local News. Smash TV has again been ranked highest for Music Video-Clips; RAI has been ranked highest for its Documentaries whilst the Mediaset group of channels has been ranked highest for Feature Films. At the same time, the other Italian stations were ranked highest for Music Video-Clips. The Satellite channels have again been ranked highest for Documentaries. Interestingly so, Smash was ranked second for its Discussion Programmes, whilst TVM, Super 1, NET TV and RAI have all been ranked second for Foreign News.

6.5.4 In the current March 2000 study, very few changes were noticeable: TVM, TV and NET TV are again ranked highest for Local News. This time round Super 1 has been ranked highest for Plays, whilst Smash TV has again been ranked highest for Music Video-Clips; RAI continues to be ranked highest for its Documentaries whilst the Mediaset group of channels has once more been ranked highest for Feature Films. At the same time, the other Italian stations were ranked highest for Music Video-Clips. The Satellite channels have again been ranked highest for Documentaries. Interestingly so, Super 1 has been ranked second for Local News, whilst TVM, NET TV and RAI have all been ranked second for Foreign News. In the data of the current study it is interesting to note the appearance some segments of Max Plus, despite the fact that this station is transmitting only to two of the three tiers of Melita Cable's subscriber base.

6.5.5 As is the case with the parallel figures for radio, the data in the Tables included here, and the further breakdowns provided in the full Table (Part II of this report), need to be interpreted with caution. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives.

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(March 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	56.2	20.6	14.7	1.3	0.1	0.2			6.9	100.00
Foreign News	34.1	12.9	7.0	0.6	15.5	9.4	0.4	10.8	9.3	100.00
Sports	19.3	9.8	4.3	0.2	10.2	6.4	0.8	11.7	37.3	100.00
Weather	43.9	9.8	5.6	0.2	6.1	3.1	0.3	7.4	23.6	100.00
Feature Films	10.2	2.8	1.3	1.5	10.8	35.2	2.3	13.8	22.1	100.00
Serials/Soap Operas	37.7	2.1	0.7	0.1	4.5	15.7	0.2	5.7	33.3	100.00
Documentaries	16.1	7.3	1.6	0.8	20.8	7.7	0.2	19.1	26.5	100.00
Current Affairs	21.9	5.3	2.2	0.7	7.5	5.4	0.2	9.8	47.0	100.00
Discussions	42.1	8.9	6.1	2.8	3.3	4.7	-	5.9	26.2	100.00
Quizzes/Game Shows/Variety Programmes.	16.5	7.7	5.0	1.1	6.4	24.6	0.1	5.3	33.2	100.00
Music Video-Clips	6.0	3.9	1.5	13.1	1.0	2.0	3.0	13.6	55.9	100.00
Plays	34.5	7.5	0.4	0.2	0.9	0.7	-	1.8	54.0	100.00
Art & Culture	25.3	3.9	0.9	0.2	4.7	2.6	0.2	6.7	55.3	100.00
Women	26.0	7.2	1.0	0.6	1.3	1.6	-	5.7	56.6	100.00
Children	21.2	5.0	0.8	0.1	2.1	5.3	-	9.0	56.5	100.00
Religion	38.3	3.4	0.6	0.1	2.6	1.0	-	2.7	51.2	100.00
Business & Finance	14.6	3.1	1.0	-	0.8	1.7	-	4.8	73.3	100.00

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(October 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	49.9	21.9	14.8	0.8	-	0.4	-	0.2	12.0	100.00
Foreign News	29.3	14.1	9.4	0.5	12.3	9.9	0.5	8.3	15.6	100.00
Sports	14.0	6.7	7.4	0.6	7.9	9.7	0.6	9.2	43.8	100.00
Weather	29.0	11.4	7.6	0.4	6.5	3.8	0.2	6.6	34.6	100.00
Feature Films	5.4	4.1	1.7	2.2	5.9	36.3	3.2	14.2	27.0	100.00
Serials/Soap Operas	8.5	9.1	2.0	0.2	2.8	17.1	1.5	6.1	52.5	100.00
Documentaries	10.2	6.0	3.0	0.5	12.5	7.5	1.6	17.7	40.9	100.00
Current Affairs	14.4	5.3	4.0	0.3	4.0	4.9	0.4	7.4	59.4	100.00
Discussions	39.9	9.6	6.1	1.1	1.7	4.1	0.6	5.5	31.4	100.00
Quizzes/Game Shows/Variety Prog.	12.2	8.0	5.3	0.4	5.0	21.7	2.8	4.6	40.1	100.00
Music Video- Clips	2.6	2.9	1.6	12.6	0.4	3.7	2.1	11.7	62.4	100.00
Plays	21.6	22.5	1.3	0.1	0.7	2.2	0.2	2.4	48.9	100.00
Art & Culture	14.0	5.5	2.1	0.3	2.5	2.1	0.8	6.3	66.3	100.00
Women	18.2	7.0	2.1	0.2	1.1	2.4	0.1	6.1	62.8	100.00
Children	15.6	6.1	-	-	2.0	5.3	0.2	6.7	62.7	100.00
Religion	26.4	3.3	2.3	0.2	1.1	1.8	0.3	3.5	61.0	100.00
Business & Finance	9.0	3.0	2.4	0.1	1.4	2.1	0.2	5.7	76.0	100.00

**Table 6.5-1.3: TV Channel Preferences for Different Programme Sectors
(March 2000)**

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	-	%	%	%	%	%	%	%
Local News	46.1	26.7	16.8	-	0.3	0.2	0.3	-	0.2	9.4	100.00
Foreign News	31.8	16.2	10.5	-	0.1	12.7	10.7	0.9	7.4	9.8	100.00
Sports	14.3	10.7	8.5	-	0.2	6.7	10.4	0.9	9.0	39.3	100.00
Weather	30.3	14.4	10.3	-	0.1	5.8	4.0	0.3	4.7	30.0	100.00
Feature Films	5.5	3.5	2.1	0.2	1.6	10.4	42.9	3.5	11.2	19.1	100.00
Serials/Soap Operas	3.8	11.7	2.3	0.7	0.1	2.5	26.3	1.0	4.5	47.0	100.00
Documentaries	8.6	7.1	1.6	-	0.2	15.9	13.9	0.4	18.7	33.4	100.00
Current Affairs	17.2	9.3	5.0	-	0.5	3.4	4.6	0.5	4.9	54.5	100.00
Discussions	43.0	11.9	9.4	-	1.0	1.2	2.9	0.2	1.9	28.5	100.00
Quizzes/Game Shows/Variety Prog.	10.0	12.2	7.5	1.0	-	3.6	22.2	1.2	2.6	39.6	100.00
Music Video- Clips	3.0	3.4	1.0	0.2	12.7	0.5	4.7	3.9	11.4	59.2	100.00
Plays	14.9	30.6	6.3	-	0.2	0.4	1.3	0.1	1.0	45.2	100.00
Art & Culture	20.9	9.2	2.9	-	-	1.9	1.4	0.5	1.4	61.8	100.00
Women	21.6	7.8	1.3	0.2	0.1	0.6	2.3	-	2.4	63.7	100.00
Children	14.3	6.6	1.0	-	-	1.6	4.1	0.2	3.2	68.9	100.00
Religion	28.8	6.5	4.2	-	-	1.0	0.8	-	0.7	57.9	100.00
Business & Finance	15.0	4.9	2.5	-	0.2	0.2	1.1	0.1	2.9	73.0	100.00

6.6.0 Party Political Programmes

6.6.1 Since the Broadcasting Authority is directly responsible for the production and broadcasting of party political broadcasting, it has a special interest to know who follows such broadcasts. Figure 6.2 summarises the details for the March 1999 and the current March 2000 1999 studies. The data for the current study (March 2000) is presented in full in Table 6.6 (in the Tables Appendix) that provides the full breakdowns on this subject.

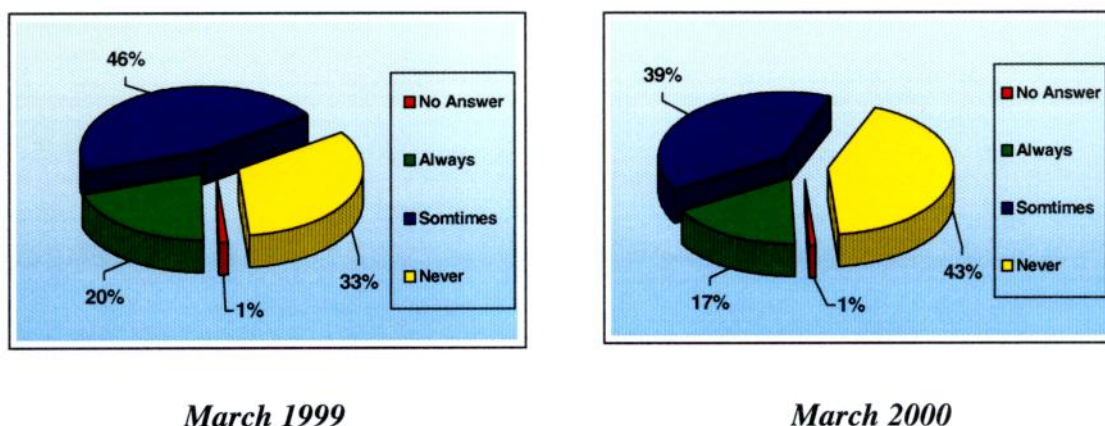


Fig 6.2: Extent of Interest in Political Broadcasts - March 1999 & March 2000

6.6.2 The full breakdowns suggest that there continues to be a higher interest among males to follow political broadcasts always (20.3% among males vs. 14.6% females in the current study, as against 23.5% males vs. 17.2% females in March 1999). Those aged over 65 record the highest interest to follow these broadcasts since 25.4% say that they always view them. Persons in the AB socio-economic group registered the highest percentage (21.1%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (49.2% vs. 35.7% males).

6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were asked to the participants in this study to explore the latent demand for new programmes for both Radio and TV. The full listings and breakdowns for these suggestions are incorporated as Tables 6.7 and 6.8 in the Table Appendix to this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 17.1% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals were: more educational programmes (2.5%); more sports (1.4%); more cultural programmes (1.4%); more programmes on health (1.3%) and more plays (1.2%). Other proposals were made by very small number of respondents, and these are listed in full in Table 6.7.

6.7.3 In contrast to radio, many more (as many as 49.8% of all respondents who had stated that they view TV regularly) made some kind of proposal for new TV programmes. The most common suggestions made were: more plays in Maltese (10.6%); more educational programmes (6.9%); more sports (5.5%); more documentaries (4.9%); more recent films (3.3%); more comedy (3.2%); and more household related programmes such as on cooking, sewing etc. (2.2%). Other proposals were made, and they are also listed in the Table with the usual breakdowns by gender, age group and socio-economic group from which they originate.

VII RADIO AUDIENCE AUDIT

7.1.0 General

7.1.1 Respondents taking part in the survey were again asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also specifically asked at what time they had listened to the radio, and this for every half hour of listening for the full twenty-four hours of the day.

7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening for the day before (i.e. 'the day before yesterday'). To allow direct comparability with previous studies since 1995, audience share was calculated as "the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval". As in previous studies since 1996, whenever a particular station does not transmit for the full 24 hours per day, the 'total potential number of hours available by the population' was matched with the respective station's opening and closing times, and the average worked out accordingly. Otherwise, the division by a number of hours in excess of what the station is actually transmitting would obviously result in a distortion of facts. In line with the Authority's 1997 directive (see *par.* 2.4 above), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables for October 1999.

7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of another sub-sample composed of those who replied in respect of the same day of the week, but did so two days later, i.e. they were asked to recall their listening for 'the day before yesterday'. As explained in the Technical Report, the aggregation is necessary to increase the sampling base and thus reduce the sampling error.

7.2.0 Average Radio Audience Share

7.2.1 Table 7.1 and Fig. 7.1 present data on the daily average share by station. Radio Super 1 this time round registered the highest score for the weekly average, at 3.06% (March 1999: 3.70%; October 1999: 2.64%). The highest daily average for the station was this time registered on Tuesday, with 4.37% (March 1999: 3.87%; October 1999: Thursday, with 4.34%). This was followed by RTK, with a weekly average of 2.16% (March 1999: 1.72%; October 1999: 2.26%).

This station's highest average was registered on Saturday with 3.28% (March 1999: Tuesday 2.26%; October: Monday with 3.32%). Third comes Radio 101 at 1.7% (March 1999: 1.27%; October 1999: 1.25%).

Table 7.1: Daily Radio Average Audience Share – March 2000

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
Monday	1.57	0.43	3.11	1.35	0.40	1.10	1.68	0.77	0.72	0.00	0.57	0.15	1.11	88.10	100
Tuesday	1.55	0.63	4.37	1.53	0.33	0.82	1.71	0.84	0.66	0.03	0.79	0.10	1.43	86.48	100
Wednesday	1.68	0.25	3.85	2.33	0.13	0.98	2.53	0.41	0.41	0.00	0.79	0.09	1.50	86.68	100
Thursday	1.04	0.20	2.61	2.33	0.36	1.78	2.27	0.39	0.43	0.00	0.61	0.04	1.55	87.85	100
Friday	0.62	0.25	2.15	2.62	0.44	1.57	2.22	0.44	0.54	0.00	0.29	0.06	1.41	88.70	100
Saturday	0.42	0.44	2.93	2.44	0.09	1.19	3.28	0.71	0.47	0.00	0.31	0.08	0.27	88.91	100
Sunday	0.77	0.18	2.42	1.70	0.26	1.34	1.44	0.36	0.70	0.00	0.20	0.21	0.20	90.97	100
Daily Average	1.09	0.34	3.06	2.04	0.29	1.25	2.16	0.56	0.56	0.00	0.51	0.11	1.07	88.24	100

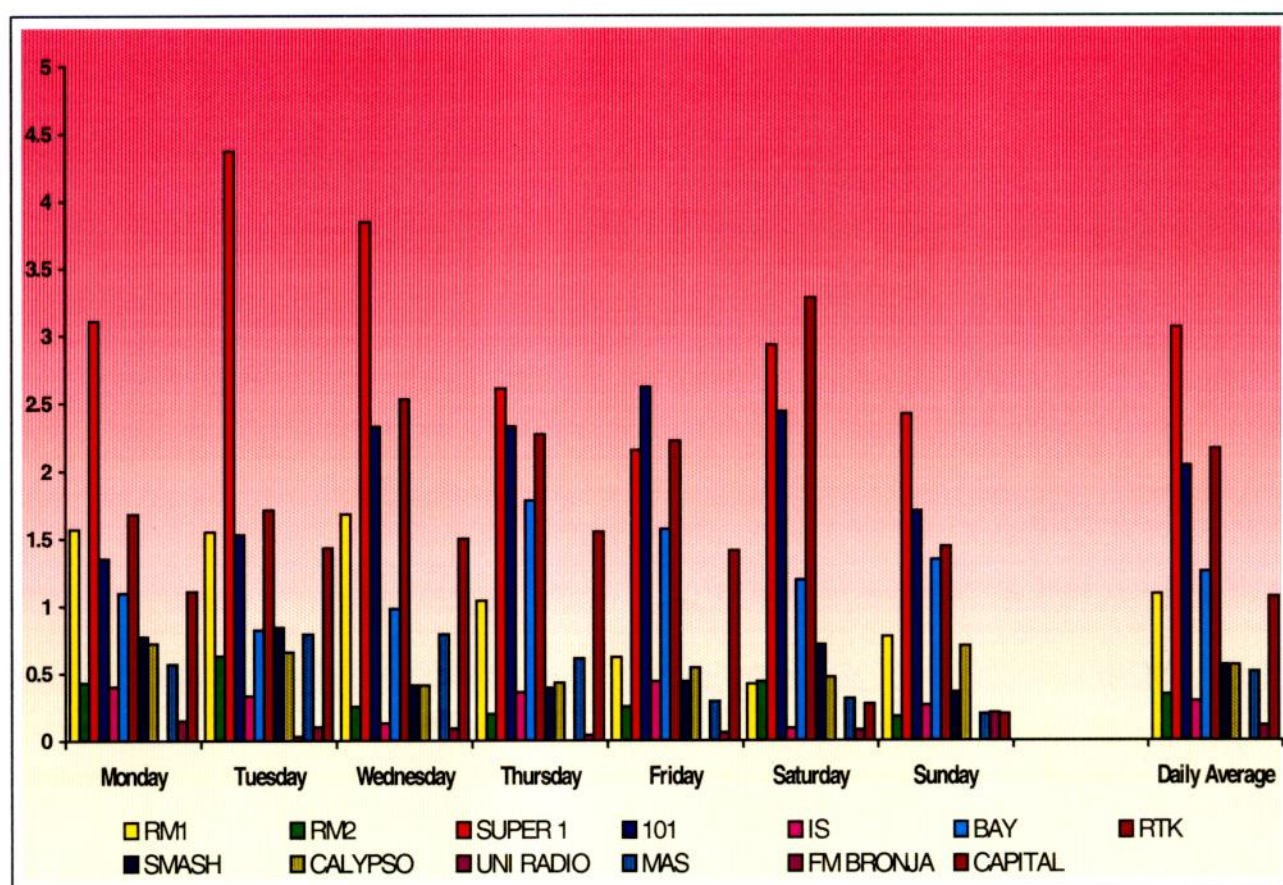


Figure 7.1: Daily Radio Average Audience Share March 2000

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations are also a good indicator of their popularity. Table 7.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the station’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week. In the current study, the highest peak was again obtained by Radio Super 1, on a Tuesday, with 11.89% (March 1999: 11.19%; October 1999: Thursday, with 9.44%). The closest peak was again that reached by RTK on a Saturday, with 9.09% (March 1999: Tuesday at 5.94%; October 1999: Monday, with 7.34%). Figure 7.2 graphically portrays how the stations compare on this index at the present time.

Table 7.2: Daily Radio Peak Audience Share – March 2000

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL
Monday	3.85	1.75	9.44	4.20	1.40	3.85	4.90	2.80	3.15	0.00	0.70	0.70	3.15
Tuesday	3.15	1.75	11.89	3.50	1.05	2.80	4.90	2.45	2.10	0.35	1.05	0.35	3.85
Wednesday	3.50	1.05	8.74	5.24	0.70	2.80	4.55	1.40	1.75	0.00	1.75	0.70	4.90
Thursday	2.80	0.70	6.29	5.59	1.40	5.24	5.59	1.75	1.40	0.00	1.40	0.35	4.20
Friday	2.45	1.40	5.94	5.94	1.05	4.20	5.59	1.75	2.10	0.00	0.70	0.35	3.85
Saturday	1.75	1.40	7.34	6.64	0.70	4.20	9.09	2.80	1.40	0.00	0.70	0.70	1.05
Sunday	2.10	0.70	9.44	4.90	1.05	3.50	3.50	1.40	2.10	0.00	0.70	1.05	0.70
Highest Peak	3.85	1.75	11.89	6.64	1.40	5.24	9.09	2.80	3.15	0.35	1.75	1.05	4.90

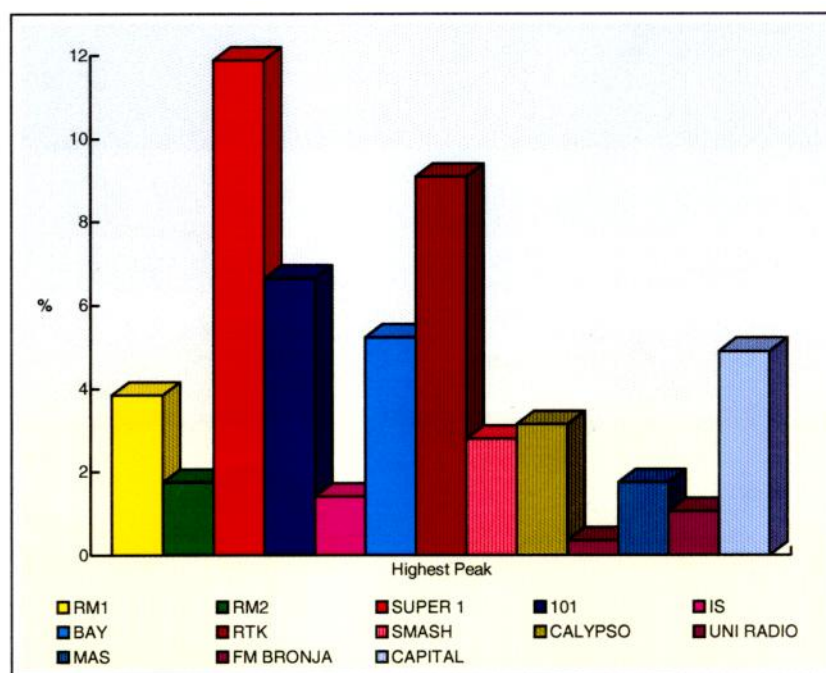


Figure 7.2: Highest Radio Station Peak Audience Share – March 2000

7.4.0 Daily Audience Share

7.4.1 The following pages map in detail the daily average audience shares for Maltese Radio Stations during the week covered by this study. Figures are given for each day of the week. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same persons for a number of time-slots or whether its audience is changing. As such, the very complicated computation of 'non-listeners' is not included in this analysis. Thus, these tables give no indication on the precise number of individuals from the population who did not tune in to a particular radio station at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since persons listening at a particular time might, or might not be, the individuals listening during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, (c) the standard deviation statistic for the channel, and as has already been stated above, (d) the average audience for transmission between 6.00 a.m. and midnight for those radio stations on air during that time and, in the case of Radju MAS and UNI Radio, for those hours within this time period when they were transmitting. The first two of this set of statistics have already been analysed above; the third statistic is relevant because it gives an indication as to the extent of audience fluctuation during a particular day, whilst the fourth is important because of the very low audiences registered for night radio broadcasts in Malta.

7.5.0 Listening Patterns

7.5.1 The listening patterns of the Maltese radio audiences emerge quite clearly from Tables R1 to R7: different radio stations have a loyal audience that follows them practically throughout the week. This set of Tables breaks down the audience for each station by half-hour slots. The following paragraphs will briefly highlight the main stations individually.

7.5.2 Radio Malta 1 has its largest audiences in the Morning, starting at around 7.00 a.m. and increasing slightly by mid-morning to a maximum of 3.8%. The station does manage to capture an afternoon audience on most days, but only on Tuesday and Wednesday is the audience level kept at a level that compares to that obtained in the morning.

7.5.3 Super 1 Radio has a consistently high audience for a longer span of the day. Audience levels start relatively high at around 2% from 6.00 a.m. and increase steadily, at one time (Tuesday) exceeding the 10% level by noon. Except for Sunday, this station tends to keep a relatively high audience into the late afternoon, but loses its audience as the evening approaches. On Sunday, audience levels are lost earlier in the afternoon.

7.5.4 Radio 101's audiences start to increase later than those of Radio Super 1, but the station has a consistently high audience level in the mornings. Audience

peaks are reached in the morning, with the highest one registered on Saturday, with 6.64%. This station also manages to keep a sizeable audience of around 2% in the afternoon but loses it earlier than Radio Super 1.

- 7.5.5 RTK also has its best audience ratings in the morning, with a loyal audience that follows the station in the early afternoon. Audiences are larger in the morning than in the early afternoon, and the highest peak is, reached on a Saturday in the middle of the talk show presented by Dr Georg Sapiano and Fr Joe Borg. RTK has an interesting increase in audiences at 7.00 p.m., when the Holy Rosary is recited. On Sundays this increase is relatively lower.
- 7.5.6 Bay Radio has a stable, if relatively low when compared to the other main stations, for about twelve hours of the day, from around 7.00 a.m. till 7.00 p.m. in the evening. The audience is slightly higher in the morning, and reaches its highest peak (5.24%) on Thursday in late afternoon. This afternoon peak is unusual for the station, but there are indications that afternoon audiences tend to be better than those obtained on other days of the week.
- 7.5.7 Capital Radio does not have a clear pattern in its audience levels. Daytime levels are better than early morning, evening or night levels, but on different days its audience fluctuates and there is not a specific time band in which this station registers a good audience throughout the week. The peak reached on Wednesday for one hour from 11.30 a.m. is not consistently emulated throughout the week, except around noon when audience levels do tend to be higher than at other times.
- 7.5.8 The audience levels of the other stations are individually mapped in the following Tables, but audience size is generally small. What is very interesting is the number of persons who reported that they had not listened to any radio station at all, represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow radio broadcasts.

TABLE R1: RADIO LISTENERSHIP: MONDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0030	0.35	0.00	0.00		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0100	0.35	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0330	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.35	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0530	0.35	0.00	0.35		0.00	0.00	0.35	0.35	0.00			0.00	0.00	98.60	100
0600	1.40	0.00	2.10	0.00	0.70	0.00	0.70	0.35	0.00			0.00	0.00	94.76	100
0630	2.10	0.35	3.50	0.35	0.70	0.70	0.70	0.00	0.00			0.00	0.70	90.91	100
0700	2.10	0.35	4.20	1.05	0.35	1.05	2.10	0.35	0.35		0.35	0.35	1.05	86.36	100
0730	1.75	0.35	5.59	1.75	0.70	2.45	1.75	0.70	0.70		0.35	0.35	2.10	81.47	100
0800	2.10	0.70	6.99	2.10	0.70	3.85	3.85	1.75	1.40		0.35	0.35	2.10	73.78	100
0830	1.75	1.05	7.34	2.45	0.70	3.50	3.50	1.75	2.10		0.70	0.35	2.10	72.73	100
0900	3.50	1.05	8.04	3.15	1.05	2.45	4.20	2.45	2.10		0.70	0.35	2.10	68.88	100
0930	3.15	0.70	8.39	4.20	1.40	2.10	4.90	2.80	2.10		0.70	0.35	2.10	67.13	100
1000	3.15	1.05	8.04	3.50	1.40	1.75	4.55	2.45	2.45		0.35	0.35	2.10	68.88	100
1030	3.50	1.05	7.69	3.15	1.40	2.10	4.90	2.45	2.45		0.35	0.35	2.10	68.53	100
1100	3.85	1.05	7.69	3.15	1.40	1.75	4.55	2.45	2.10		0.70	0.70	2.10	68.53	100
1130	3.85	1.05	8.39	2.80	1.40	1.40	4.55	2.45	2.10		0.35	0.35	1.75	69.58	100
NOON	3.15	0.35	9.44	3.15	0.70	1.40	3.15	1.75	3.15		0.35	0.35	1.75	71.33	100
1230	2.80	0.35	7.69	2.80	0.35	1.40	1.75	1.05	2.80		0.70	0.00	1.75	76.57	100
1300	2.80	0.35	6.99	1.40	0.00	1.75	1.75	1.05	1.75		0.70	0.00	2.10	79.37	100
1330	3.15	0.70	6.29	0.70	0.00	1.75	1.75	1.05	1.40		0.70	0.00	2.10	80.42	100
1400	2.45	0.70	3.85	0.70	0.00	1.75	1.40	1.05	1.40		0.70	0.35	2.45	83.22	100
1430	2.10	0.35	2.10	0.70	0.35	1.40	1.40	1.05	1.40		0.70	0.00	2.45	86.01	100
1500	1.40	0.70	2.10	0.70	0.00	2.45	1.40	1.05	0.70		0.70	0.00	3.15	85.66	100
1530	1.40	0.70	1.40	0.00	0.00	2.45	1.40	1.05	0.35		0.70	0.00	3.15	87.41	100
1600	1.75	1.75	1.40	1.05	0.00	2.80	1.40	1.05	0.35		0.70	0.35	2.45	84.97	100
1630	1.40	1.75	1.40	1.40	0.00	2.80	1.05	1.05	0.35	0.00		0.00	1.40	87.41	100
1700	1.40	1.75	1.40	2.10	0.35	1.40	1.05	1.05	0.35	0.00		0.00	1.75	87.41	100
1730	1.40	1.05	1.75	1.75	0.35	1.40	0.35	0.70	0.35	0.00		0.00	1.40	89.51	100
1800	1.75	0.35	3.50	1.05	0.35	1.40	0.35	0.35	0.70	0.00		0.00	1.75	88.46	100
1830	1.75	0.35	3.15	1.05	0.70	1.05	0.35	0.35	0.70	0.00		0.00	1.40	89.16	100
1900	1.75	0.35	2.80	0.70	1.05	0.70	1.05	0.35	0.70	0.00		0.00	0.70	89.86	100
1930	1.40	0.35	2.80	0.35	0.70	0.35	0.35	0.70	0.35	0.00		0.00	0.70	91.96	100
2000	1.75	0.00	2.45	0.00	0.35	0.35	0.35	0.35	0.00	0.00		0.35	0.70	93.36	100
2030	1.75	0.00	1.75	0.00	0.35	0.35	0.70	0.35	0.00	0.00		0.35	0.00	94.41	100
2100	1.40	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.35	0.35	94.76	100
2130	1.40	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.00		0.35	0.35	94.76	100
2200	1.05	0.00	1.75	0.35	0.35	0.35	0.00	0.00	0.00	0.00		0.35	0.35	95.45	100
2230	0.70	0.00	1.05	0.35	0.35	0.35	0.00	0.00	0.00			0.35	0.35	96.50	100
2300	1.05	0.00	1.05	0.35	0.35	0.35	0.00	0.00	0.00			0.35	0.35	96.15	100
2330	0.70	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00			0.00	0.35	97.90	100
Average	1.57	0.43	3.11	1.35	0.40	1.10	1.68	0.77	0.72	0.00	0.57	0.15	1.11	88.10	100
maximum	3.85	1.75	9.44	4.20	1.40	3.85	4.90	2.80	3.15	0.00	0.70	0.70	3.15	100.00	100
std. dev.	1.13	0.51	2.98	1.20	0.45	1.03	1.58	0.82	0.92	0.00	0.17	0.19	0.99	10.68	7.81
average for 0600-2400 hrs	2.05	0.57	4.13	1.35	0.53	1.45	1.72	0.98	0.96	0.00	0.57	0.20	1.49	84.27	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R2: RADIO LISTENERSHIP: TUESDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0330	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0400	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0430	0.00	0.00	0.35		0.00	0.00		0.35	0.00			0.00	0.00	99.30	100
0500	0.35	0.00	0.70		0.00	0.35		0.35	0.00			0.00	0.00	98.25	100
0530	0.35	0.00	0.70		0.00	0.00	0.35	0.00	0.00			0.00	0.35	98.25	100
0600	1.40	0.00	3.15	0.70	0.00	0.00	0.70	0.00	0.00			0.00	0.35	93.71	100
0630	1.40	0.35	4.20	0.70	0.00	0.35	1.05	0.00	0.00			0.35	0.70	90.91	100
0700	1.40	0.70	5.94	2.45	0.00	0.70	1.40	0.35	0.00		0.70	0.00	1.75	84.62	100
0730	1.40	1.05	6.64	2.45	0.70	0.70	1.75	0.70	0.35		1.05	0.00	2.10	81.12	100
0800	2.10	0.70	7.34	3.15	0.35	1.75	3.50	2.10	0.70		1.05	0.00	3.15	74.13	100
0830	2.10	1.40	8.39	3.50	0.35	1.75	3.15	2.10	1.05		1.05	0.00	3.15	72.03	100
0900	2.45	1.40	8.39	3.15	0.70	2.10	4.20	2.10	1.40		1.05	0.35	2.80	69.93	100
0930	2.10	1.40	8.74	3.50	0.70	2.10	4.20	2.10	1.40		0.70	0.00	2.45	70.63	100
1000	2.80	1.40	9.09	3.15	1.05	2.45	4.20	2.45	1.40		0.70	0.35	2.80	68.18	100
1030	2.80	1.05	8.74	3.15	1.05	1.75	4.55	2.45	1.40		0.70	0.35	3.15	68.88	100
1100	3.15	0.70	8.74	2.80	1.05	2.10	3.85	2.45	1.40		0.70	0.35	3.15	69.58	100
1130	2.80	1.40	9.09	2.80	0.70	2.10	3.85	2.45	1.40		1.05	0.35	3.85	68.18	100
NOON	2.45	1.75	10.49	2.80	0.35	1.75	4.90	1.40	2.10		1.05	0.35	3.50	67.13	100
1230	2.45	1.40	11.89	2.80	0.00	1.40	3.15	0.70	2.10		1.05	0.35	2.80	69.93	100
1300	2.10	1.05	11.54	1.75	0.35	1.40	2.10	0.70	1.75		0.70	0.35	2.80	73.43	100
1330	2.10	0.70	10.14	1.05	0.35	1.40	2.10	0.70	1.75		0.70	0.35	2.80	75.87	100
1400	1.75	0.35	7.34	1.05	0.35	1.40	1.75	1.40	1.75		0.70	0.35	3.15	78.67	100
1430	2.45	0.35	6.64	0.70	0.70	1.05	0.70	1.40	1.40		0.70	0.00	2.80	81.12	100
1500	2.80	0.70	6.64	1.05	0.35	1.75	0.35	1.40	1.40		0.70	0.00	3.15	79.72	100
1530	2.80	1.40	5.59	1.05	0.35	1.75	0.35	1.40	0.70		0.35	0.00	2.80	81.47	100
1600	2.45	1.40	5.24	1.40	0.35	2.80	0.70	1.05	1.05		0.35	0.00	3.15	80.07	100
1630	2.45	1.40	4.90	1.40	0.35	2.10	0.70	1.05	0.35	0.00		0.35	2.45	82.52	100
1700	2.45	1.05	4.90	2.10	0.70	1.05	1.75	1.75	0.35	0.00		0.35	2.45	81.12	100
1730	1.40	1.05	5.59	2.10	0.70	0.70	1.05	1.40	0.00	0.00		0.35	2.10	83.57	100
1800	1.75	1.05	5.24	1.40	0.70	0.70	0.70	1.40	0.35	0.00		0.00	2.45	84.27	100
1830	1.75	0.70	4.90	1.40	0.70	0.35	0.70	1.05	0.70	0.00		0.00	1.40	86.36	100
1900	2.10	0.70	4.20	0.35	0.70	0.70	1.75	1.05	1.05	0.00		0.00	0.35	87.06	100
1930	1.75	0.35	2.45	0.35	0.35	0.70	1.40	1.05	1.05	0.00		0.00	0.35	90.21	100
2000	1.75	0.70	1.75	0.35	0.35	0.00	1.40	1.05	1.05	0.35		0.00	0.35	90.91	100
2030	1.75	0.70	1.75	0.35	0.35	0.00	0.35	0.00	0.70	0.00		0.00	0.00	94.06	100
2100	1.75	0.70	1.40	0.35	0.35	0.00	0.35	0.00	0.35	0.00		0.00	0.00	94.76	100
2130	1.75	0.70	1.05	0.00	0.35	0.00	0.35	0.00	0.35	0.00		0.00	0.00	95.45	100
2200	1.75	0.70	1.05	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	96.15	100
2230	1.40	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2300	1.75	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	97.20	100
2330	1.05	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	98.25	100
average	1.55	0.63	4.37	1.53	0.33	0.82	1.71	0.84	0.66	0.03	0.79	0.10	1.43	86.48	100
maximum	3.15	1.75	11.89	3.50	1.05	2.80	4.90	2.45	2.10	0.35	1.05	0.35	3.85	99.65	100
std. dev.	0.97	0.55	3.64	1.16	0.32	0.86	1.50	0.83	0.67	0.09	0.22	0.16	1.39	11.32	
average for 0600- 2400 hrs	2.05	0.84	5.69	1.53	0.44	1.08	1.75	1.09	0.87	0.03	0.79	0.14	1.89	82.20	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R3: RADIO LISTENERSHIP: WEDNESDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0500	0.00	0.00	0.70		0.00	0.00		0.00	0.00			0.00	0.00	99.30	100
0530	0.00	0.00	0.35		0.00	0.00	0.35	0.00	0.00			0.00	0.00	99.30	100
0600	1.75	0.00	2.45	0.70	0.00	0.00	1.05	0.00	0.00			0.00	0.35	93.71	100
0630	1.75	0.00	3.15	0.70	0.00	0.00	1.05	0.00	0.00			0.35	0.35	92.66	100
0700	2.10	0.35	4.90	3.50	0.70	0.70	2.10	0.35	0.35		0.70	0.00	0.70	83.57	100
0730	2.10	0.35	5.24	4.20	0.35	1.05	2.45	0.35	0.35		1.05	0.00	0.70	81.82	100
0800	2.10	0.35	5.59	3.15	0.00	1.05	3.50	1.05	0.35		1.40	0.00	2.45	79.02	100
0830	2.10	0.00	6.99	3.50	0.00	1.05	3.85	0.70	0.70		1.75	0.00	2.45	76.92	100
0900	2.10	0.35	7.34	4.55	0.00	2.10	4.55	0.70	1.05		1.40	0.35	3.15	72.38	100
0930	2.45	0.35	8.04	4.90	0.00	2.80	4.20	1.05	1.05		1.40	0.00	4.20	69.58	100
1000	3.50	0.70	8.39	4.90	0.35	2.10	3.85	0.70	1.40		1.40	0.35	4.90	67.48	100
1030	3.50	0.70	6.64	5.24	0.35	2.10	4.20	0.70	1.05		1.05	0.35	4.55	69.58	100
1100	2.45	1.05	6.64	4.55	0.35	2.10	4.55	1.05	1.05		1.05	0.35	4.55	70.28	100
1130	2.45	1.05	7.69	4.20	0.35	2.10	4.20	1.05	1.40		1.05	0.70	4.90	68.88	100
NOON	2.80	1.05	8.74	3.50	0.35	2.10	4.20	1.40	1.05		0.70	0.70	4.90	68.53	100
1230	3.15	0.70	8.74	3.85	0.35	2.10	2.80	1.40	0.70		0.35	0.70	3.85	71.33	100
1300	2.10	0.70	8.04	3.50	0.70	2.10	2.80	1.05	0.00		0.35	0.35	3.85	74.48	100
1330	2.10	0.35	8.04	2.80	0.70	2.10	2.80	0.70	0.00		0.35	0.35	3.85	75.87	100
1400	1.75	0.35	6.64	2.10	0.35	2.45	3.50	0.70	0.00		0.35	0.00	3.85	77.97	100
1430	2.80	0.00	6.99	2.10	0.35	2.45	3.50	0.70	0.00		0.35	0.00	3.15	77.62	100
1500	2.80	0.00	6.99	2.10	0.35	2.80	3.15	0.70	0.00		0.35	0.00	3.15	77.62	100
1530	2.45	0.35	6.64	1.75	0.35	2.45	2.45	1.05	0.00		0.00	0.00	3.15	79.37	100
1600	2.45	0.35	6.64	2.80	0.00	2.45	3.15	1.05	0.00		0.00	0.00	2.10	79.02	100
1630	2.45	0.35	5.59	2.45	0.00	1.05	3.85	0.70	0.35	0.00		0.00	1.75	81.47	100
1700	3.15	0.35	5.94	2.80	0.35	2.45	3.50	0.35	1.05	0.00		0.00	1.40	78.67	100
1730	2.45	0.70	5.59	2.45	0.00	2.10	3.15	0.35	1.40	0.00		0.00	1.40	80.42	100
1800	2.80	0.35	5.24	1.40	0.00	1.05	3.15	0.35	1.75	0.00		0.00	1.40	82.52	100
1830	2.80	0.35	4.55	1.05	0.00	0.00	2.45	0.35	1.40	0.00		0.00	0.70	86.36	100
1900	3.15	0.70	4.20	1.05	0.00	0.00	3.85	0.35	1.05	0.00		0.00	0.35	85.31	100
1930	2.45	0.35	2.80	0.70	0.00	0.35	2.80	0.35	1.05	0.00		0.00	0.00	89.16	100
2000	2.45	0.00	1.75	0.70	0.00	0.70	1.05	0.35	0.70	0.00		0.00	0.00	92.31	100
2030	2.45	0.00	1.75	0.70	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	94.06	100
2100	1.40	0.00	1.40	0.70	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	95.80	100
2130	1.05	0.00	1.40	0.35	0.00	0.70	0.35	0.00	0.00	0.00		0.00	0.00	96.15	100
2200	1.05	0.00	1.40	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2230	1.05	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.70	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2330	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	99.30	100
average	1.68	0.25	3.85	2.33	0.13	0.98	2.53	0.41	0.41	0.00	0.79	0.09	1.50	86.68	
maximum	3.50	1.05	8.74	5.24	0.70	2.80	4.55	1.40	1.75	0.00	1.75	0.70	4.90	100.00	
std. dev.	1.16	0.32	3.13	1.57	0.21	1.03	1.47	0.44	0.54	0.00	0.52	0.20	1.76	11.38	
average for 0600-2400 hrs	2.23	0.34	5.11	2.33	0.17	1.31	2.59	0.54	0.54	0.00	0.79	0.13	2.00	82.27	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R4: RADIO LISTENERSHIP: THURSDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0330	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0400	0.00	0.00	0.35		0.00	0.35		0.00	0.00			0.00	0.00	99.30	100
0430	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	1.05		0.00	0.00		0.00	0.00			0.00	0.00	98.95	100
0530	0.00	0.00	1.05		0.00	0.00	0.35	0.00	0.35			0.00	0.00	98.25	100
0600	1.05	0.00	1.40	0.35	0.00	0.00	0.70	0.00	0.35			0.00	0.00	96.15	100
0630	1.05	0.00	2.45	0.35	0.00	0.35	0.70	0.00	1.05			0.00	0.00	94.06	100
0700	1.75	0.00	4.20	0.70	1.05	1.75	2.10	0.35	1.40		0.00	0.00	0.35	86.36	100
0730	2.10	0.00	4.90	1.40	1.05	2.45	2.10	0.35	1.05		0.00	0.35	1.75	82.52	100
0800	2.45	0.00	5.94	1.40	1.05	1.75	3.85	0.35	1.05		1.05	0.35	2.80	77.97	100
0830	2.45	0.00	5.24	2.10	1.05	2.80	4.20	0.70	0.70		1.05	0.35	2.45	76.92	100
0900	2.45	0.35	4.90	4.90	1.40	3.85	5.24	0.70	1.05		1.05	0.35	2.80	70.98	100
0930	2.45	0.70	4.90	5.24	1.05	3.85	5.24	0.70	0.70		1.40	0.00	3.85	69.93	100
1000	2.80	0.70	5.94	5.59	0.70	3.15	5.59	0.70	0.70		1.40	0.00	4.20	68.53	100
1030	2.80	0.70	5.59	5.59	0.70	3.50	5.59	0.70	0.35		1.05	0.00	4.20	69.23	100
1100	2.45	0.70	4.90	5.24	0.70	3.50	5.24	0.70	0.35		1.05	0.00	4.20	70.98	100
1130	2.45	0.70	5.59	4.90	0.70	3.50	4.90	0.70	0.70		1.05	0.00	4.20	70.63	100
NOON	1.75	0.35	5.94	4.20	0.70	3.85	4.55	0.70	0.35		0.70	0.00	3.85	73.08	100
1230	2.10	0.35	6.29	4.20	0.70	3.85	2.45	0.70	0.35		0.35	0.00	3.50	75.17	100
1300	2.10	0.70	4.90	3.50	0.35	4.20	2.80	0.70	0.00		0.35	0.00	3.85	76.57	100
1330	2.10	0.70	4.55	2.80	0.35	3.85	2.80	0.35	0.35		0.35	0.00	3.85	77.97	100
1400	2.10	0.35	3.15	3.15	0.35	4.20	2.45	0.70	0.35		0.35	0.35	3.50	79.02	100
1430	2.45	0.70	2.80	3.15	0.35	3.85	2.10	0.70	0.35		0.35	0.35	3.50	79.37	100
1500	2.10	0.70	2.80	2.80	0.35	4.55	2.45	1.05	0.00		0.00	0.00	3.50	79.72	100
1530	1.75	0.70	3.50	2.45	0.35	4.20	1.75	1.05	0.00		0.00	0.00	3.50	80.77	100
1600	1.40	0.35	2.80	3.50	0.35	3.85	1.75	1.75	0.00		0.00	0.00	3.15	81.12	100
1630	1.05	0.35	2.45	3.50	0.35	3.85	1.40	0.70	0.35	0.00		0.00	2.45	83.57	100
1700	1.75	0.35	2.80	3.15	0.35	5.24	1.40	0.70	0.70	0.00		0.00	2.45	81.12	100
1730	1.05	0.00	2.80	3.15	0.35	3.50	2.10	0.70	1.05	0.00		0.00	1.40	83.92	100
1800	1.05	0.35	4.55	3.15	1.05	1.75	2.80	0.35	1.40	0.00		0.00	0.70	82.87	100
1830	0.35	0.00	3.85	1.40	0.70	1.05	1.75	0.35	1.40	0.00		0.00	1.05	88.11	100
1900	0.35	0.00	2.45	1.05	0.35	1.05	2.80	0.35	1.40	0.00		0.00	0.70	89.51	100
1930	0.35	0.00	2.10	0.00	0.35	0.35	2.10	0.35	1.40	0.00		0.00	0.35	92.66	100
2000	0.00	0.00	1.05	0.00	0.70	0.00	0.00	0.35	1.05	0.00		0.00	0.35	96.50	100
2030	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.35	98.25	100
2100	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2130	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2200	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2230	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.35	98.60	100
2300	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.35	98.25	100
2330	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00			0.00	0.00	98.95	100
average	1.04	0.20	2.61	2.33	0.36	1.78	2.27	0.39	0.43	0.00	0.61	0.04	1.55	87.85	
maximum	2.80	0.70	6.29	5.59	1.40	5.24	5.59	1.75	1.40	0.00	1.40	0.35	4.20	99.65	
std. dev.	1.04	0.28	2.02	1.87	0.40	1.78	1.78	0.38	0.49	0.00	0.49	0.12	1.63	10.96	
average for 0600-2400 hrs	1.39	0.27	3.32	2.33	0.49	2.34	2.32	0.52	0.56	0.00	0.61	0.06	2.07	84.00	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R5: RADIO LISTENERSHIP: FRIDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0030	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0100	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0130	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0200	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0230	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0300	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0330	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0400	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0430	0.00	0.00	0.35		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.70		0.00	0.00		0.00	0.00			0.00	0.00	99.65	100
0530	0.00	0.00	1.05		0.00	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
0600	0.00	0.35	1.75	0.70	0.35	0.00	1.05	0.00	0.00			0.00	0.00	95.45	100
0630	0.00	0.35	2.10	1.75	0.35	0.35	1.05	0.35	0.35			0.35	0.00	92.66	100
0700	0.35	0.35	3.50	2.10	0.70	1.40	2.10	0.35	1.40		0.35	0.00	1.40	86.01	100
0730	1.05	0.35	3.15	2.45	0.70	2.45	1.75	1.05	1.75		0.70	0.00	2.45	82.17	100
0800	1.40	0.35	3.15	3.15	0.70	1.75	3.85	0.70	2.10		0.70	0.00	2.45	79.72	100
0830	1.75	0.70	3.15	3.15	0.70	2.45	3.85	0.70	1.75		0.35	0.00	2.45	79.02	100
0900	2.45	1.40	2.80	4.20	1.05	4.20	4.55	1.05	1.75		0.35	0.00	2.80	73.43	100
0930	2.45	1.40	3.85	4.90	1.05	3.85	4.90	1.05	1.75		0.35	0.00	3.15	71.33	100
1000	2.45	0.70	4.20	5.59	1.05	3.15	4.90	1.40	1.40		0.70	0.00	3.50	70.98	100
1030	2.10	0.70	4.20	5.59	1.05	2.80	4.90	1.75	1.05		0.70	0.00	3.50	71.68	100
1100	2.10	0.70	4.20	5.94	1.05	3.15	5.59	1.40	1.05		0.35	0.00	3.50	70.98	100
1130	2.10	0.70	3.85	5.94	1.05	3.15	5.59	1.05	0.70		0.35	0.00	3.50	72.03	100
NOON	1.75	0.35	5.94	5.59	0.70	2.80	5.24	1.05	0.70		0.00	0.00	3.15	72.73	100
1230	1.40	0.35	5.24	4.55	0.70	3.15	3.85	1.05	0.70		0.00	0.00	3.15	75.87	100
1300	1.05	0.35	4.20	3.85	1.05	2.80	3.15	0.70	0.35		0.00	0.35	3.15	79.02	100
1330	0.70	0.35	3.85	2.80	0.70	2.45	2.80	0.70	0.70		0.35	0.35	3.50	80.77	100
1400	0.70	0.35	3.50	3.50	0.70	2.80	2.45	0.70	0.70		0.35	0.00	3.15	81.12	100
1430	0.70	0.35	2.80	3.15	0.35	2.80	2.10	0.70	1.05		0.00	0.00	3.50	82.52	100
1500	0.70	0.35	2.45	3.15	0.70	4.20	1.75	0.70	0.70		0.00	0.00	3.50	81.82	100
1530	0.35	0.70	2.45	3.15	0.70	4.20	2.10	0.70	0.35		0.00	0.00	3.85	81.47	100
1600	0.00	0.35	2.45	3.15	0.70	3.15	2.10	1.05	0.35		0.00	0.00	3.15	83.57	100
1630	0.00	0.35	2.45	3.50	0.70	2.45	2.10	1.05	0.35	0.00		0.00	2.80	84.27	100
1700	0.35	0.35	2.45	4.20	0.70	2.80	2.45	0.70	0.70	0.00		0.00	1.40	83.92	100
1730	0.00	0.00	2.80	2.80	0.70	2.10	1.40	0.70	0.70	0.00		0.00	0.70	88.11	100
1800	0.35	0.00	3.50	3.15	1.05	2.45	1.40	0.00	0.70	0.00		0.00	0.00	87.41	100
1830	0.35	0.00	2.80	1.75	1.05	1.75	0.70	0.00	0.70	0.00		0.00	0.35	90.56	100
1900	0.35	0.00	2.10	0.35	0.35	1.40	1.75	0.00	0.35	0.00		0.00	0.35	93.01	100
1930	0.00	0.00	2.10	0.35	0.35	0.70	1.05	0.00	0.35	0.00		0.00	0.70	94.41	100
2000	0.00	0.00	1.05	0.00	0.00	0.70	0.70	0.35	0.70	0.00		0.00	0.35	96.15	100
2030	0.00	0.00	0.70	0.00	0.00	1.05	0.70	0.35	0.35	0.00		0.00	0.35	96.50	100
2100	0.35	0.00	0.70	0.00	0.00	0.70	0.35	0.00	0.00	0.00		0.00	0.35	97.55	100
2130	0.35	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	97.90	100
2200	0.35	0.00	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	97.20	100
2230	0.70	0.00	1.05	0.00	0.00	0.70	0.00	0.00	0.00	0.00		0.35	0.35	96.85	100
2300	0.70	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.35	0.35	96.85	100
2330	0.35	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00			0.35	0.35	97.90	100
average	0.62	0.25	2.15	2.62	0.44	1.57	2.22	0.44	0.54	0.00	0.29	0.06	1.41	88.70	
maximum	2.45	1.40	5.94	5.94	1.05	4.20	5.59	1.75	2.10	0.00	0.70	0.35	3.85	99.65	
std. dev.	0.78	0.34	1.51	1.96	0.41	1.40	1.76	0.49	0.58	0.00	0.26	0.13	1.47	10.10	
average for 0600-2400 hrs.	0.83	0.34	2.72	2.62	0.58	2.10	2.28	0.59	0.72	0.00	0.29	0.08	1.88	85.08	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

TABLE R6: RADIO LISTENERSHIP: SATURDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.35		0.00	0.35			0.00	0.00	99.30	100
0530	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.35	0.00	1.75	1.40	0.00	0.00	1.40	0.35	0.00			0.00	0.00	94.76	100
0630	0.35	0.00	2.45	1.75	0.00	0.35	1.40	0.70	0.35			0.70	0.35	91.61	100
0700	1.05	0.00	2.80	2.45	0.00	0.70	2.45	1.05	1.05		0.00	0.35	1.05	87.06	100
0730	1.05	0.00	3.85	2.45	0.35	0.70	2.45	1.05	1.40		0.00	0.35	1.05	85.31	100
0800	1.05	0.70	4.90	2.80	0.35	1.40	4.90	0.70	1.05		0.00	0.35	0.70	81.12	100
0830	1.05	0.70	4.90	2.80	0.00	1.75	5.59	1.05	1.05		0.35	0.35	1.05	79.37	100
0900	1.75	1.40	5.24	3.85	0.00	3.85	7.34	1.05	1.05		0.35	0.35	1.05	72.73	100
0930	1.75	1.05	5.59	3.85	0.00	3.50	8.04	1.05	1.05		0.70	0.00	1.05	72.38	100
1000	1.75	1.40	5.59	4.20	0.35	4.20	8.74	1.40	1.05		0.70	0.00	1.05	69.58	100
1030	1.05	1.40	6.64	4.55	0.35	3.85	8.39	2.10	0.70		0.70	0.00	1.05	69.23	100
1100	1.40	1.40	6.99	4.90	0.35	3.50	8.39	2.10	0.70		0.70	0.00	1.05	68.53	100
1130	1.40	1.40	7.34	4.90	0.35	3.50	9.09	2.10	0.00		0.70	0.00	1.05	68.18	100
NOON	1.05	1.40	7.34	6.64	0.70	2.45	6.29	2.80	0.35		0.35	0.00	0.35	70.28	100
1230	0.70	0.70	6.64	4.20	0.70	2.10	5.24	2.10	0.35		0.35	0.00	0.35	76.57	100
1300	0.70	0.70	5.24	4.55	0.35	1.75	4.20	2.10	0.35		0.35	0.00	0.35	79.37	100
1330	0.35	0.35	5.59	3.50	0.00	1.40	3.50	1.75	0.35		0.35	0.00	0.35	82.52	100
1400	0.35	0.35	4.20	3.15	0.00	2.10	3.15	1.40	0.35		0.35	0.00	0.35	84.27	100
1430	0.70	0.35	3.85	2.45	0.00	1.40	3.15	1.75	0.70		0.00	0.35	0.35	84.97	100
1500	0.70	0.70	4.20	2.80	0.00	1.40	3.15	1.05	0.70		0.00	0.35	0.00	84.97	100
1530	0.35	0.70	4.20	2.80	0.00	1.75	3.15	1.05	0.70		0.00	0.35	0.35	84.62	100
1600	0.35	0.70	4.20	3.15	0.00	1.40	3.15	1.05	0.70		0.00	0.00	0.00	85.31	100
1630	0.35	0.35	4.20	3.50	0.00	1.75	2.45	1.05	0.70	0.00		0.00	0.00	85.66	100
1700	0.35	0.70	4.90	2.45	0.00	1.75	2.45	1.40	0.70	0.00		0.00	0.00	85.31	100
1730	0.35	1.05	4.55	2.45	0.00	1.40	1.75	1.05	0.70	0.00		0.00	0.00	86.71	100
1800	0.00	1.05	3.85	1.75	0.00	1.40	1.75	0.70	0.70	0.00		0.00	0.00	88.81	100
1830	0.00	1.05	3.50	1.40	0.00	1.40	2.10	0.35	0.70	0.00		0.00	0.00	89.51	100
1900	0.00	0.70	2.80	1.05	0.00	1.05	2.10	0.00	0.35	0.00		0.00	0.00	91.96	100
1930	0.00	0.35	2.45	0.35	0.00	0.70	1.05	0.00	0.35	0.00		0.00	0.00	94.76	100
2000	0.00	0.35	2.10	0.35	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	95.10	100
2030	0.00	0.00	1.40	0.35	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	96.15	100
2100	0.00	0.00	1.40	0.35	0.00	0.70	0.70	0.00	0.35	0.00		0.00	0.00	96.50	100
2130	0.00	0.00	1.05	0.35	0.00	0.35	0.70	0.00	0.35	0.00		0.00	0.00	97.20	100
2200	0.00	0.00	1.40	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.20	100
2230	0.00	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.05	0.00	0.00	0.35	0.35	0.00	0.35			0.00	0.00	97.90	100
2330	0.00	0.00	0.70	0.00	0.35	0.00	0.35	0.00	0.35			0.35	0.00	97.90	100
average	0.42	0.44	2.93	2.44	0.09	1.19	3.28	0.71	0.47	0.00	0.31	0.08	0.27	88.91	
maximum	1.75	1.40	7.34	6.64	0.70	4.20	9.09	2.80	1.40	0.00	0.70	0.70	1.05	100.00	
std. dev.	0.54	0.50	2.35	1.68	0.18	1.18	2.70	0.79	0.35	0.00	0.28	0.16	0.41	10.28	
average for 0600-2400 hrs	0.56	0.58	3.89	2.44	0.12	1.57	3.37	0.95	0.57	0.00	0.31	0.11	0.36	85.30	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R7: RADIO LISTENERSHIP: SUNDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0030	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0130	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0230	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0300	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0330	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0400	0.00	0.00	0.00		0.00	0.00		0.00	0.35			0.00	0.00	99.65	100
0430	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0500	0.00	0.00	0.00		0.00	0.00		0.00	0.00			0.00	0.00	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00			0.35	0.00	99.30	100
0600	0.35	0.00	1.40	0.35	0.00	0.00	0.70	0.00	0.00			0.35	0.00	96.50	100
0630	0.70	0.00	2.80	0.35	0.00	0.35	0.35	0.00	0.35			0.35	0.35	94.06	100
0700	1.75	0.35	3.15	0.35	0.35	1.05	1.05	0.00	0.70		0.35	0.35	0.70	89.86	100
0730	1.40	0.70	4.55	0.35	1.05	1.40	1.40	0.00	1.05		0.00	0.35	0.70	87.06	100
0800	2.10	0.70	4.55	1.75	0.70	1.40	2.10	0.35	1.75		0.35	0.70	0.70	82.87	100
0830	1.75	0.70	4.90	1.75	0.35	1.75	1.75	0.70	1.75		0.35	0.70	0.70	82.87	100
0900	1.75	0.35	5.59	2.80	0.35	2.10	1.75	1.05	1.75		0.35	0.70	0.70	80.77	100
0930	1.40	0.00	6.99	3.15	0.70	2.45	2.10	1.05	1.75		0.70	0.70	0.70	78.32	100
1000	1.75	0.00	7.34	4.55	0.70	3.50	2.80	1.05	2.10		0.70	1.05	0.70	73.78	100
1030	1.40	0.00	7.34	4.55	1.05	2.80	3.15	1.05	2.10		0.35	1.05	0.70	74.48	100
1100	1.05	0.00	8.39	4.90	0.70	3.50	3.50	1.05	2.10		0.35	0.70	0.70	73.08	100
1130	1.05	0.00	9.44	4.90	0.70	3.15	3.50	1.05	1.40		0.35	0.35	0.35	73.78	100
NOON	1.75	0.35	6.99	4.90	0.70	3.15	2.80	1.40	1.40		0.00	0.35	0.00	76.22	100
1230	1.75	0.35	5.24	3.15	0.00	1.40	1.75	0.70	1.05		0.00	0.70	0.00	83.92	100
1300	1.75	0.35	4.55	3.15	0.00	2.45	1.40	1.05	1.40		0.00	0.35	0.00	83.57	100
1330	1.75	0.35	3.15	2.45	0.00	1.75	1.40	0.70	1.40		0.00	0.35	0.00	86.71	100
1400	0.70	0.35	2.45	1.75	0.70	2.45	1.75	0.35	1.40		0.00	0.35	0.00	87.76	100
1430	0.70	0.35	2.45	1.40	0.35	2.45	2.10	0.35	1.40		0.00	0.35	0.35	87.76	100
1500	1.05	0.70	2.10	1.40	0.70	3.15	1.75	0.70	0.70		0.00	0.00	0.00	87.76	100
1530	1.05	0.70	2.10	1.40	0.35	2.45	1.40	1.05	0.70		0.00	0.00	0.00	88.81	100
1600	1.05	0.35	2.10	1.75	0.00	3.50	2.10	0.70	0.70		0.00	0.00	0.00	87.76	100
1630	1.75	0.35	1.75	1.40	0.35	3.50	1.75	0.70	0.35	0.00		0.00	0.00	87.76	100
1700	1.75	0.35	1.75	1.75	0.35	3.15	2.10	0.35	0.70	0.00		0.00	0.00	87.41	100
1730	1.75	0.35	1.75	1.40	0.35	2.10	1.40	0.70	0.70	0.00		0.00	0.00	89.16	100
1800	0.70	0.35	1.40	1.75	0.70	1.75	1.05	0.70	0.35	0.00		0.00	0.00	90.91	100
1830	0.70	0.35	1.75	1.05	0.00	0.70	1.05	0.70	0.35	0.00		0.00	0.00	93.01	100
1900	0.35	0.35	1.40	0.35	0.00	1.05	1.40	0.00	0.35	0.00		0.00	0.00	94.41	100
1930	0.35	0.00	1.05	0.35	0.00	1.05	0.70	0.00	0.00	0.00		0.00	0.00	96.15	100
2000	0.35	0.00	0.70	0.35	0.00	1.05	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2030	0.35	0.00	0.70	0.35	0.00	1.05	0.35	0.00	0.00	0.00		0.00	0.00	96.85	100
2100	0.35	0.00	0.70	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.35	96.50	100
2130	0.35	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.35	96.85	100
2200	0.35	0.00	1.75	0.35	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.35	95.80	100
2230	0.00	0.00	1.40	0.35	0.35	0.35	0.70	0.00	0.35	0.00		0.00	0.35	95.80	100
2300	0.00	0.00	1.05	0.35	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.35	96.50	100
2330	0.00	0.00	0.70	0.00	0.70	0.35	0.35	0.00	0.35			0.00	0.35	97.20	100
average	0.77	0.18	2.42	1.70	0.26	1.34	1.44	0.36	0.70	0.00	0.20	0.21	0.20	90.97	
maximum	2.10	0.70	9.44	4.90	1.05	3.50	3.50	1.40	2.10	0.00	0.70	1.05	0.70	100.00	
std. dev.	0.71	0.24	2.54	1.52	0.32	1.22	0.92	0.44	0.66	0.00	0.24	0.30	0.28	8.26	
average for 0600-2400 hrs	1.03	0.24	3.22	1.70	0.35	1.79	1.48	0.49	0.88	0.00	0.20	0.27	0.26	88.02	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

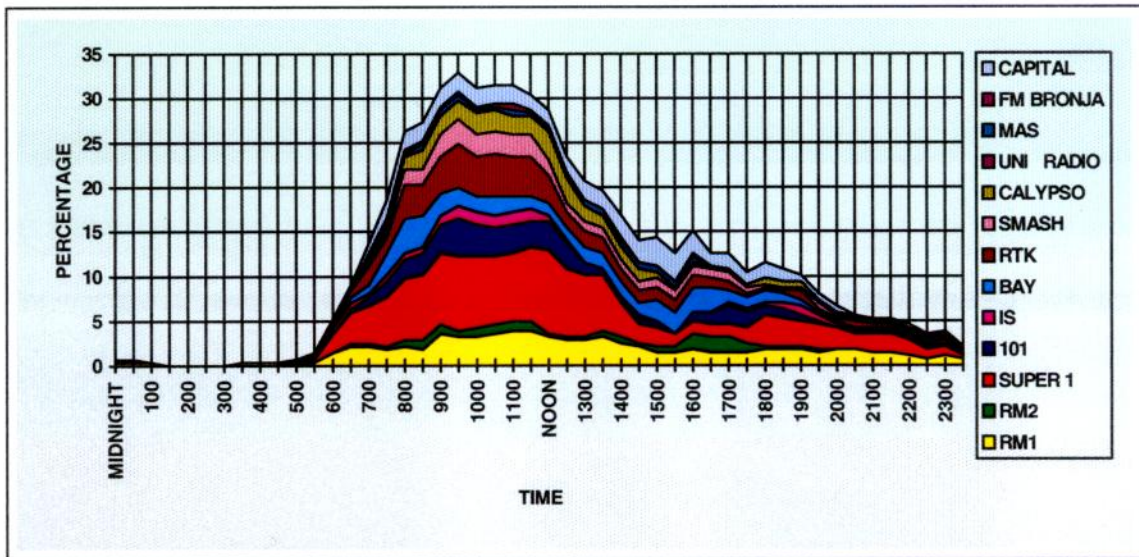


Fig 7.3: Radio Audiences - Monday

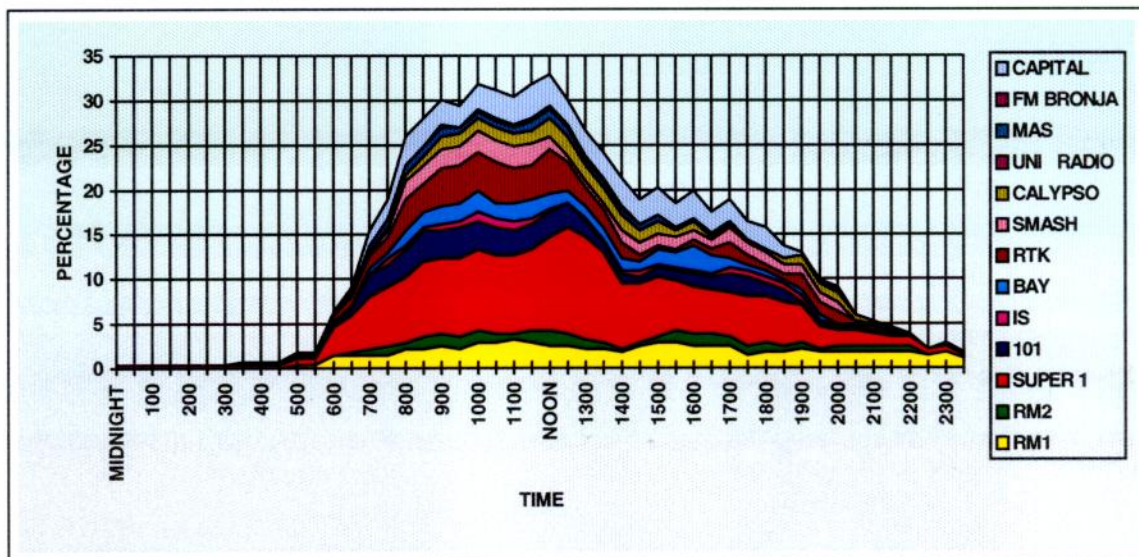


Fig 7.4: Radio Audiences - Tuesday

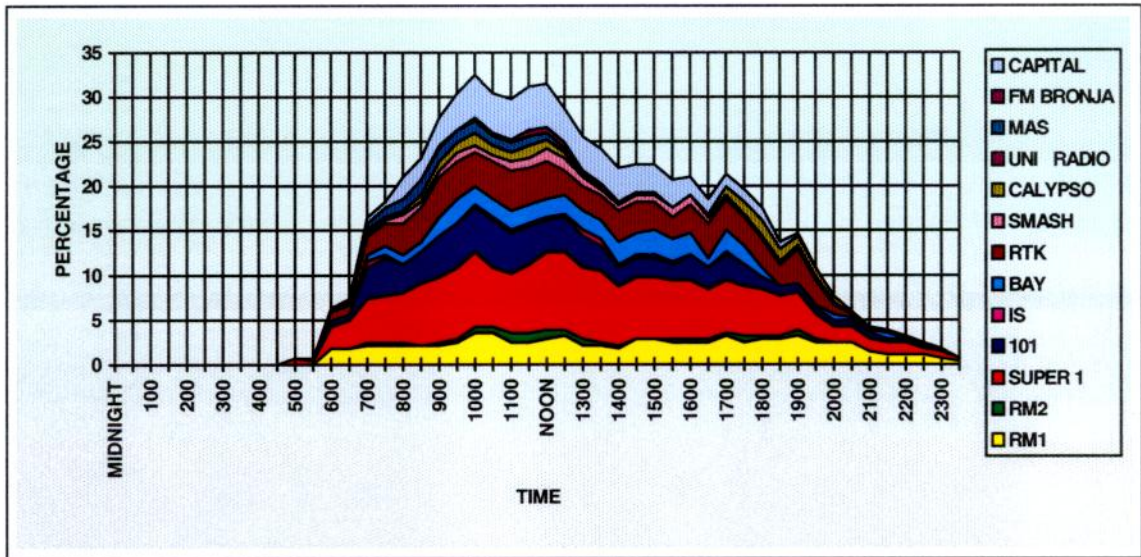


Fig 7.5: Radio Audiences - Wednesday

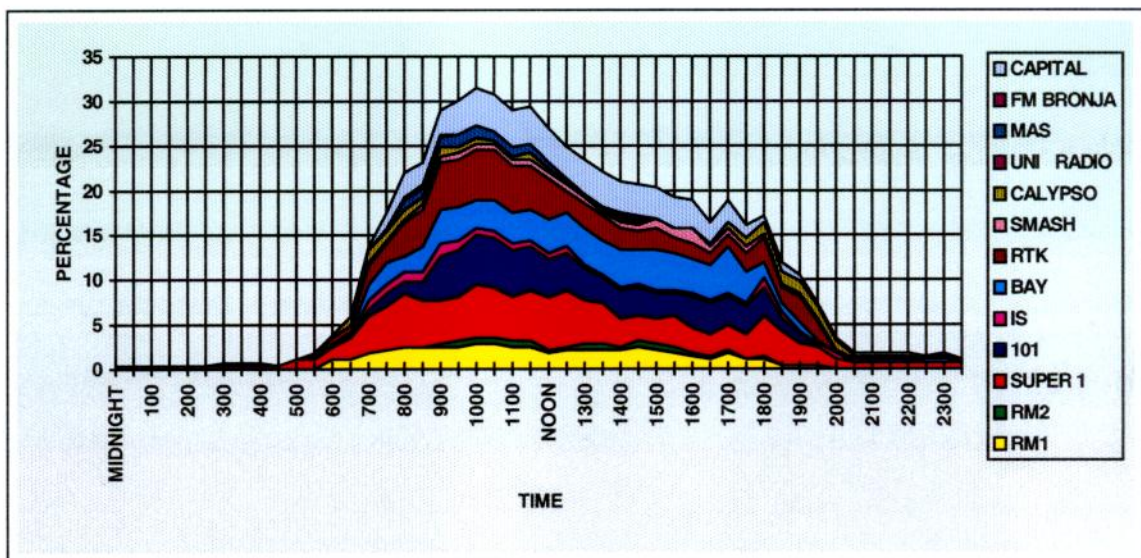


Fig 7.6: Radio Audiences - Thursday

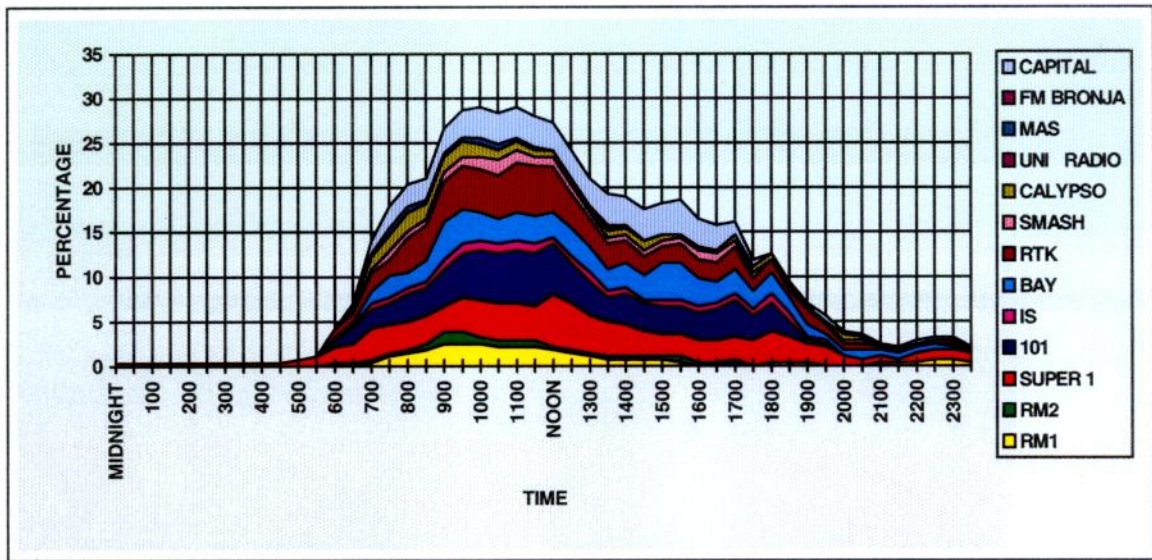


Fig 7.7: Radio Audiences - Friday

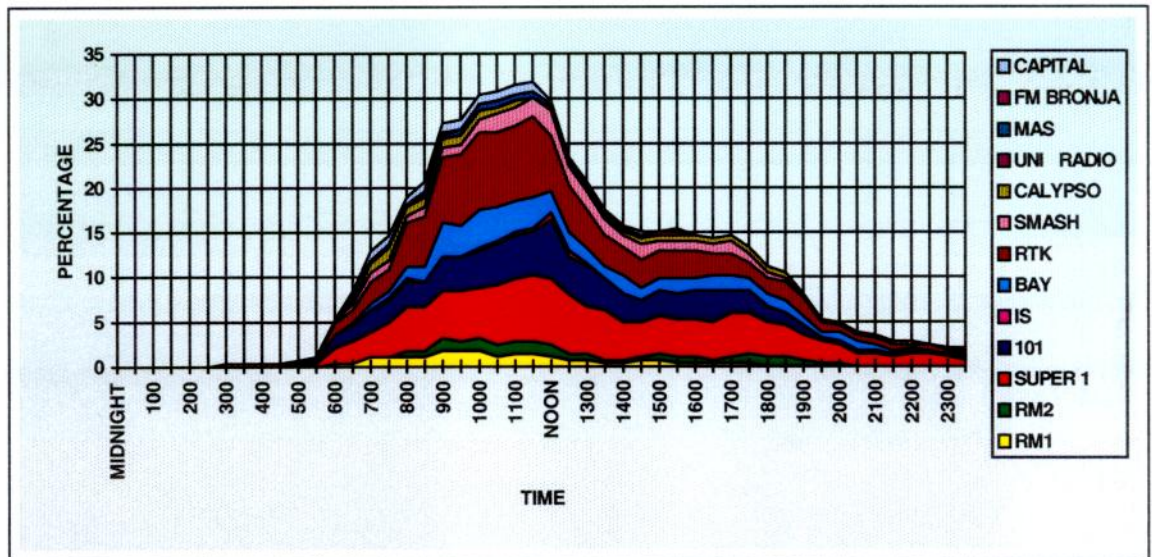


Fig 7.8: Radio Audiences - Saturday

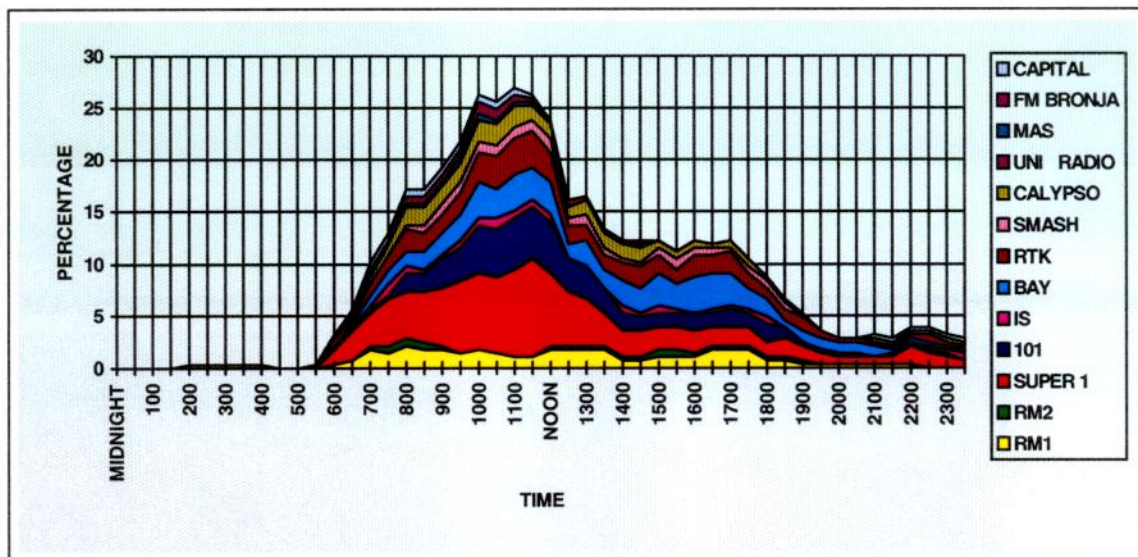


Fig 7.9: Radio Audiences - Sunday

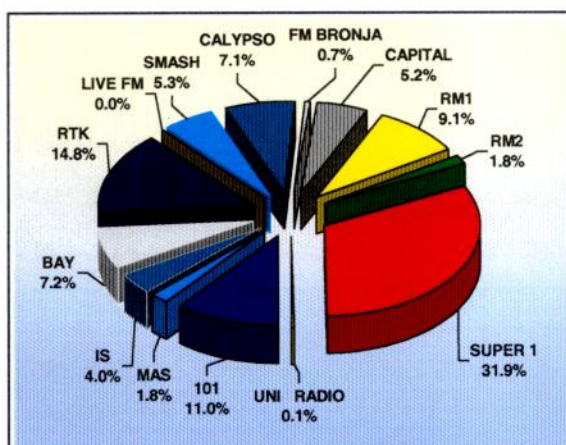
7.6.0 Radio Audience Share

7.6.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels since the March 1999 study, computed on the basis of *all available time-slots for each station during the hours each individual station is on air*. The current study shows that the greatest gain in overall audience share recorded over the last twelve months since March 1999 (as represented in the Pie Charts in Figure 7.10) was registered by Radio 101 (+4.7%), followed by Capital Radio (+3%), Bay Radio (+2.4%) and RTK (+1.8%). The station with the highest loss over the last year is Radio Super 1. This station is followed by Capital Radio (+2%); Radio 101 (+1.4%); Bay Radio (+8.4%), followed by Radio Calypso (-2.8%). Other increases over the year were registered by Radio Malta 2 (+0.8%), Radju MAS (+2.1%) and FM Bronja (+0.1%) (+1.4%) and by University Radio (+0.1%). On the other hand, other decreases were registered by Radio Malta 1 (-0.7%); Island Sound (-1.8%); Smash Radio (-1%); the greatest loss in audience share was registered by Super 1 Radio, which has lost 6% audience share since March 1999, followed by Radio Malta 1 (-1.3%); Radio Calypso (-1.3%); Island Sound (-1%); and University Radio (-0.1%).

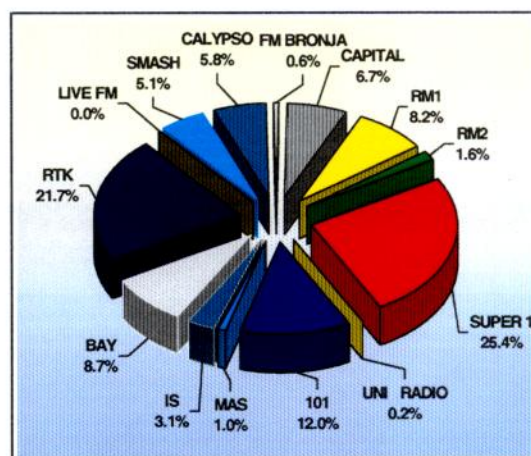
Table 7.3: Daily Average Audience Levels: 1999 - 2000

(computed on the basis of available time-slot for each station)

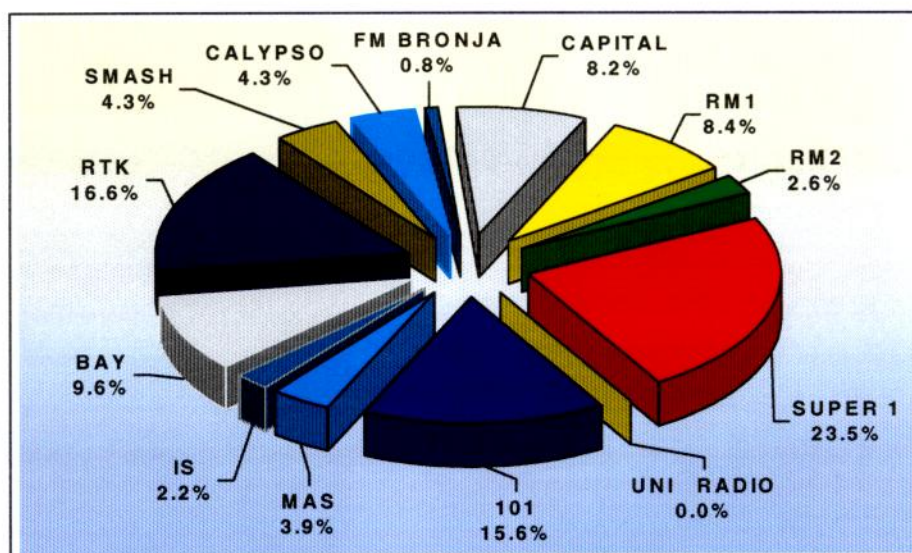
	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA	CAPITAL
March 1999: Daily Average	1.06	0.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.00	0.62	0.82	0.08	0.60
October 1999: Daily Average	0.85	0.17	2.64	0.02	1.25	0.10	0.32	0.90	2.26	0.00	0.53	0.60	0.06	0.70
March 2000 Daily Average	1.09	0.34	3.06	0.00	2.04	0.51	0.29	1.25	2.16		0.56	0.56	0.11	1.07



March 1999



October 1999



March 2000

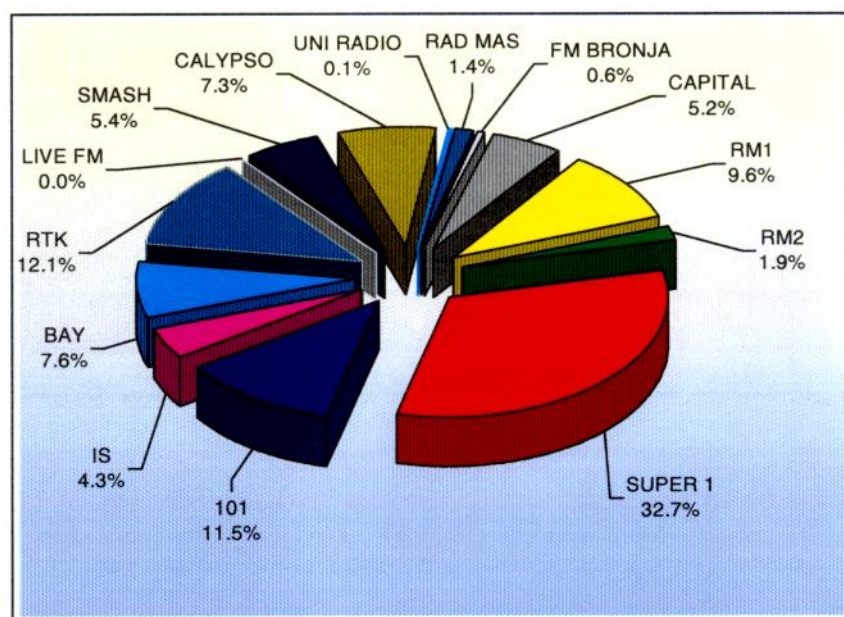
Fig. 7.10: Daily Average Audience Radio Levels
(Basis: All Available Time-Slots)

7.6.2 In turn, Table 7.4 presents data in respect of each station for **6.00 a.m. to midnight** for the two studies conducted during 1999. This March 2000 study reveals that interesting shifts have occurred *over the last twelve months*. The greatest overall increases in audience share (graphically represented by the Pie Charts in Figure 7.11) have been registered by Radio Capital (+3.8%), followed by Bay Radio (+2.9%) and RTK (+2%). Increases have also been registered by Radio Malta 2 (+1%), Radio 101 (+1.5%); Radju MAS (+1.8%); and FM Bronja (+0.3%). On this 18-hour basis, the greatest loss over the last twelve months was also registered by Radio Super 1 (-7.3%). Losses were also registered by Island Sound (-1.9%); Smash Radio (-0.7%); Radio Calypso (-2.7%); Radio Malta 1 (-0.4%) and by University Radio (-0.1%).

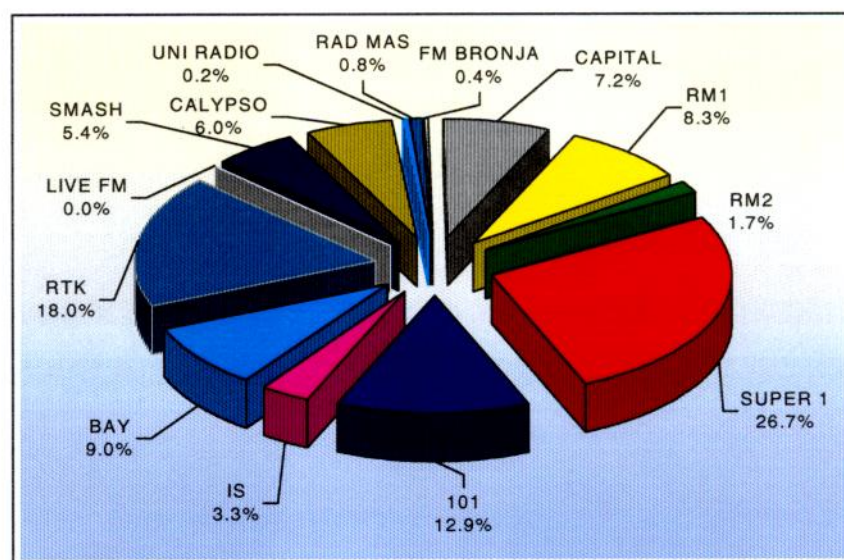
**Table 7.4: Daily Average Audience Levels - Radio
1999 -2000**

(computed on the basis of audiences between 6.00 a.m. - midnight)

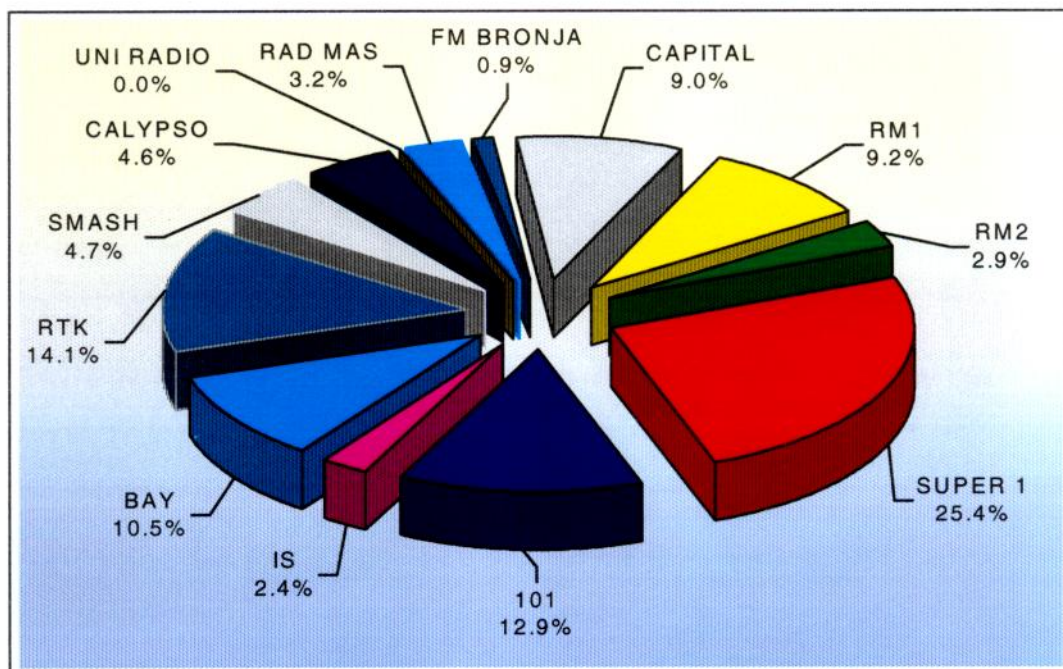
	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
March 1999: Daily Average	1.40	0.28	4.75	1.67	0.62	1.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76
October 1999: Daily Average	1.07	0.22	3.43	1.66	0.43	1.16	2.31	0.00	0.70	0.77	0.02	0.10	0.05	0.93
March 2000: Daily Average	1.45	0.46	4.01	2.04	0.38	1.66	2.22		0.74	0.73	0.00	0.51	0.14	1.42



March 1999



October 1999



March 2000

Fig. 7.11: Daily Average Audience Radio Levels – 1999 (6 a.m. - Midnight)

VIII TV AUDIENCE AUDIT

8.1.0 General

- 8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty-four hours of the day. The half-hour interval was used for the full twenty-four hours of the day except for the half-hour slot between 7.30 p.m. – 8.00 p.m. in view of the fact that the main News Bulletin of Super 1 and NET TV respectively start at 7.30 p.m. and 7.45 p.m. In this way precise readings on the audience levels of the main news bulletin for the three main stations (TVM, Super 1 and NET TV) could be obtained.
- 8.1.2 In the following Tables, TVM, Super 1 TV, NET TV and Smash TV were coded on their own. The three RAI stations were grouped together into one category: RAI. The three stations run by Mediaset, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title “Other Italian Stations”. Those stations that are transmitted by Satellite, whether received in the home through the Melita Cable network or by means of a private Dish Antenna, were grouped under “Satellite”. It is to be noted that although for part of the day some local stations relay programmes from Satellite stations, those programmes were still considered as being ‘local’ if the respondent was receiving them on the local channels, whether through an antenna or via Melita Cable. The current study also covers the transmission of Max Plus between 7.00 a.m. and 8.30 p.m., at which times this station operates on the basis of a licence issued by the Broadcasting Authority. It is to be noted however that audience share for this station cannot, strictly speaking, be directly compared to other local stations since this station is available only to the subscribers to the Basic and TV Plus tiers provided by Melita Cable.
- 8.1.3 This chapter examines the findings on daily TV viewing throughout the entire week as reported by respondents. The respective shares of the various channels result from the aggregated data. As explained in the preceding chapter in respect of radio, each interviewee was asked to recall his or her previous day’s (i.e. ‘yesterday’) viewing for each part of the day, broken down by specific time-slots as has already been explained above. Each respondent was then asked to recall also the viewing on the day before (i.e. ‘the day before yesterday’). To allow direct comparability with similar studies conducted for the Broadcasting Authority since 1995, audience share is calculated as “the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval”. As regards the individual stations that do

not transmit for 24 hours per day, the 'total potential number of hours available by the population' was matched with the individual station's opening and closing times, and the average worked out accordingly. The figures for all stations are accordingly comparable to those given in similar studies undertaken for the Broadcasting Authority since 1996.

- 8.1.4 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on viewing on the day preceding the interview ('yesterday') and of the sub-sample composed of those who replied on viewing for the same day of the week but for two days preceding the interview ('the day before yesterday').

8.2.0 Average TV Audience Share

- 8.2.1 Table 8.1 and Fig. 8.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest mean for the daily average in October 1999 was registered by TVM at 3.25% (March 1999: 4.55%). This is followed by Super 1 TV at 2.53% (March 1999: 1.42), Mediaset at 1.93% (March 1999: 1.96%), and NET TV at 1.73% (March 1999: 1.38%). Satellite stations record 1.2% as the weekly average (March 1999: 0.88%). The data for October 1999 in Table 8.1 is reproduced graphically in Figure 8.1 below.

Table 8.1 TV Audience Average Share (March 2000)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.33	5.90	2.55	0.11	0.70	1.63	0.34	0.01	0.05	0.07	0.97	88.66
Tuesday	1.92	6.44	2.65	0.24	0.88	2.08	0.19	0.09	0.18	0.04	0.86	88.00
Wednesday	3.30	3.41	3.97	0.29	0.91	2.01	0.21	0.05	0.01	0.00	0.93	88.69
Thursday	2.12	2.15	7.17	0.20	1.03	2.55	0.26	0.11	0.30	0.16	0.97	88.74
Friday	5.76	2.49	3.12	0.21	0.47	1.81	0.18	0.05	0.05	0.16	0.86	87.78
Saturday	3.12	2.89	4.60	0.34	0.72	2.02	0.54	0.11	0.02	0.10	1.57	88.29
Sunday	3.80	4.33	6.01	0.19	0.44	1.53	0.24	0.01	0.01	0.00	1.42	86.72
Daily Average	3.19	3.94	4.30	0.22	0.74	1.95	0.28	0.06	0.09	0.08	1.08	88.13

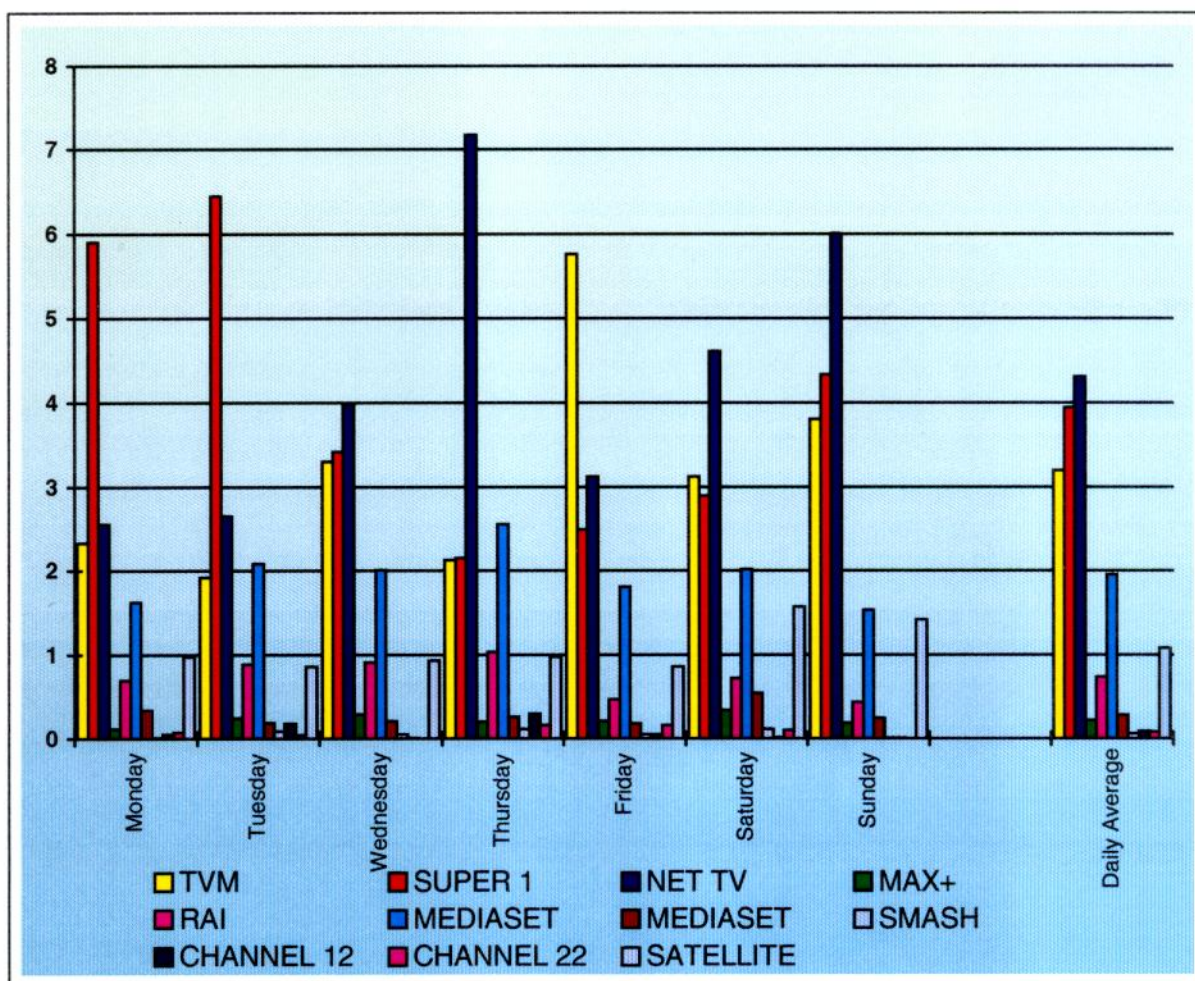


Figure 8.1: Daily TV Average Audience Share: March 2000

8.3.0 TV Audience Share Peaks

8.3.1 Peak times for different TV channels are a good indicator of their popularity. Table 8.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the channel’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were mainly reached during the transmission of the main news bulletin of the station except for Friday, with 43.71% (March 1999: 41.61%). On this day, the highest peak was reached at 9.00 p.m., during the transmission of TVM’s popular programmes *Xarabank*.

8.3.3 The highest peaks reached by Super 1 TV on Monday, at 26.22% (March 1999: 19.23%) shows that this station has made significant gains. NET TV’s highest peak is 6.64% (March 1999: 6.29%) shows some gain, but does not compare

with that achieved by its rival station Super 1 TV. RAI stations have not managed to retain the March peak (10.84%) and register a maximum of 6.99% on Tuesday. The highest point reached by Mediaset is 17.48% on Tuesday (March 1999: 15.03% on Wednesday). The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (March 2000)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	25.52	32.52	7.34	0.70	2.45	8.04	1.75	0.35	0.35	0.35	5.59
Tuesday	20.28	37.06	10.49	1.40	3.85	11.54	1.05	0.70	1.75	0.35	3.85
Wednesday	25.87	18.53	10.14	1.75	5.59	13.29	1.05	0.35	0.35	0.00	3.50
Thursday	25.52	16.43	15.03	1.40	6.99	15.38	1.75	0.70	3.15	0.70	4.20
Friday	44.06	17.83	12.24	0.70	3.15	7.69	1.05	0.35	0.35	1.05	3.15
Saturday	23.08	15.73	13.29	1.40	4.90	11.54	2.45	0.70	0.35	0.35	5.24
Sunday	20.63	23.43	13.29	0.70	1.75	7.34	0.70	0.35	0.35	0.00	4.90
Highest Peak	44.06	37.06	15.03	1.75	6.99	15.38	2.45	0.70	3.15	1.05	5.59

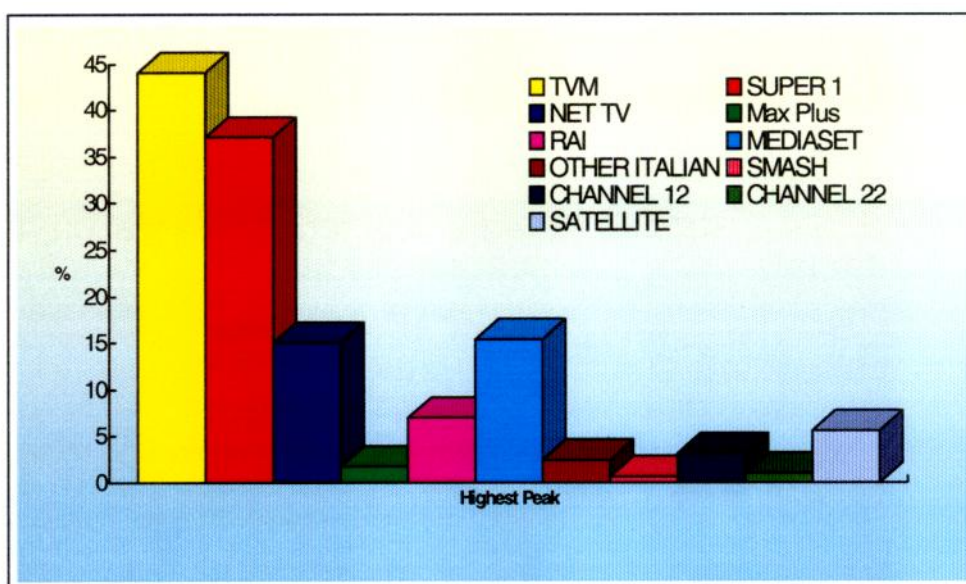


Figure 8.2: Highest TV Channel Peak Audience Share: March 2000

8.4.0 Daily Audience Share

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is again to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same individuals for a number of time-slots or whether its audience is constantly changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of individuals persons of the population who did *not* tune into a channel at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since individuals

watching at a particular time might or might not be the same individuals watching during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience (b) the day's peak audience, and (c) the standard deviation statistic for the channel. This last statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day. The data is fully comparable to the studies conducted for the Broadcasting Authority studies since 1995.

8.5.0 Viewing Patterns

- 8.5.1 The viewing patterns of the Maltese TV audiences also emerge quite clearly from these Tables: different TV stations have a loyal audience which follow the news bulletins and a set of specific programmes that consistently attract huge audiences. The following paragraphs will highlight the main stations individually.
- 8.5.2 TVM has a regularly high audience for its News Bulletin, but in recent years the News no longer attract the highest audiences. In the current study this takes place on Friday, when *Xarabank* is aired. During the second half-hour of this programme TVM reaches its highest peak, at 44.06%. On average, TVM manages to maintain a relatively good audience for an hour after the main News at 8.00 p.m. Programmes like *Delitti Maltin* on Monday, *Pjazza Tlieta* on Tuesday, the UEFA Champions League on Wednesday and *Xhieda* on Thursday also attract good audiences. A number of these programmes which extend for more than one-half hour however, tend to lose their audiences after a good start-up. Late afternoon audiences are consistently weak.
- 8.5.3 Super 1 TV also manages to attract good audiences for the News Bulletin broadcast at 7.30 p.m. On Monday, audiences are kept quite high after the news with *Tghid giet hekk hux!*; on Tuesday they are also retained until 10.00 p.m. with *Simpatici*. On the other days of the week except on Sunday the station loses substantial chunks of its audiences after the news. On Sunday audiences after 8.30 p.m. increase to a maximum of 10.84% at 8.30 p.m. when *Sport* and *Circles of Deceit* were being broadcast.
- 8.5.4 NET TV has a loyal audiences for its news bulletin at 7.45 p.m., with a peak reached on Thursday for the News Bulletin at 15.03%. On the Wednesday of the week when this study was conducted, the News Bulletin audience rocketed to 18%, but the average audience is slightly less than this. NET TV tends to lose its audience after the news, except for Wednesday when it is kept to almost 12% after 8.30 p.m., on Thursday between 8.30 and 9.30 p.m. to 12.94% when *Televixin* is on air. On Sunday this station has the best consistent audience for all the main local stations between 12.30 p.m. and 8.00 p.m., except that TVM's Sunday afternoon audiences are higher than those obtained by NET TV between 4.00 p.m. to 6.00 p.m. An interesting feature of NET TV is the audience levels gradually built themselves up prior to the News Bulletin, and do not appear as audiences only when the news is due. In this respect, the station's audiences are in fact higher than those of TVM and of Super 1 for the same time-bands for a number of days in the week.

- 8.5.5 The performance of Max Plus in this study is not insignificant, given the fact that this station reaches only a portion of Maltese viewers. The total potential audience of this station is available to Basic and TV+ Cable TV subscribers, which makes it very difficult for the performance of this station to be compared to that of the three main local stations (TVM, Super1 and NET TV) whose total potential audience is equivalent to the total population.
- 8.5.6 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards. The days on which audience levels are substantial are Wednesdays, Thursdays and Saturdays.
- 8.5.7 In contrast, audience levels for the Mediaset group are somewhat better: they have a low if consistent audience during the day, and consistently popular throughout the week after the local news bulletins. The best day for this group of stations is Thursday.
- 8.5.8 The audiences for the other stations are also mapped in detail in the Tables. It is to be noted that Smash TV has a very low audience and has not changed much since when it started to be available also via an aerial antenna. Satellite stations attract primarily late evening audiences.
- 8.5.9 Once more, one needs to point out that what is very interesting is the number of persons who reported that they had not watch TV at all during the week when this study was conducted, as represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow TV broadcasts.

TABLE T1: TV VIEWING: MONDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0030	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0100	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.00	0.70		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0730	0.00	0.70		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
0800	0.35	0.35		0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
0830	1.05	0.70		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
0900	0.70	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
0930	0.35	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	97.55	100
1000	1.05	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.70	96.85	100
1030	1.05	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.20	100
1100	0.70	1.05		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	97.55	100
1130	1.05	1.40		0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	96.85	100
NOON	1.05	2.10		0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	95.45	100
1230	1.05	1.75		0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.35	95.80	100
1300	2.80	1.40		0.35	1.05	0.35	0.00	0.00	0.35	0.00	0.35	93.36	100
1330	2.10	1.05		0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.35	94.76	100
1400	2.10	1.75		0.00	1.05	1.75	0.35	0.00	0.00	0.00	0.35	92.66	100
1430	1.75	2.10		0.00	0.70	1.40	0.00	0.00	0.00	0.35	0.00	93.71	100
1500	1.40	2.10		0.00	0.70	1.75	0.35	0.00	0.35	0.35	0.00	93.01	100
1530	2.10	1.75		0.00	0.70	0.35	1.05	0.00	0.35	0.35	0.35	93.01	100
1600	2.45	2.10		0.35	0.70	0.70	0.70	0.00	0.35	0.35	0.35	91.61	100
1630	1.75	1.75		0.35	0.70	1.05	0.35	0.00	0.00	0.35	1.05	92.31	100
1700	2.45	1.40	1.40	0.70	1.05	1.75	0.00	0.00	0.00	0.35	1.40	89.51	100
1730	3.50	1.75	2.10	0.35	1.05	1.75	0.00	0.00	0.00	0.35	1.40	87.76	100
1800	4.20	1.75	3.50	0.35	1.05	3.50	0.35	0.00	0.00	0.00	1.75	83.57	100
1830	2.45	2.10	3.50	0.35	2.10	3.85	0.70	0.00	0.00	0.00	1.75	83.22	100
1900	2.80	5.24	2.80	0.35	1.75	3.50	1.05	0.35	0.00	0.00	1.05	81.12	100
1930	2.80	19.93	2.10	0.00	1.75	4.20	1.05	0.00	0.00	0.00	1.40	66.78	100
1945	2.10	15.38	7.34	0.00	1.75	2.45	1.05	0.00	0.00	0.00	1.40	68.53	100
2000	25.52	14.69	3.15	0.00	2.10	5.94	0.70	0.00	0.00	0.00	2.10	45.80	100
2030	19.93	23.78	3.50		1.40	6.29	0.70	0.00	0.00	0.00	3.50	40.91	100
2100	10.14	32.52	2.10		2.45	7.69	1.75	0.00	0.00	0.00	4.90	38.46	100
2130	6.29	31.82	1.40		1.75	7.69	1.05	0.00	0.00	0.00	5.59	44.41	100
2200	3.85	21.68	1.05		2.45	8.04	1.40	0.00	0.00	0.00	5.59	55.94	100
2230	1.75	12.24	0.70		2.10	6.99	1.40	0.00	0.00	0.00	4.20	70.63	100
2300	1.05	4.90	1.05		1.05	4.20	1.05	0.00	0.00	0.00	2.45	84.27	100
2330	0.35	1.75			0.35	1.75	0.70	0.00	0.00		2.10	92.66	100
average	2.33	5.90	2.55	0.11	0.70	1.63	0.34	0.01	0.05	0.07	0.97	88.66	
maximum	25.52	32.52	7.34	0.70	2.45	8.04	1.75	0.35	0.35	0.35	5.59	100.00	
std. dev.	4.63	8.89	1.63	0.19	0.74	2.38	0.48	0.05	0.12	0.14	1.46	16.82	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T2: TV VIEWING: TUESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0230	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00				0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.70			0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0700	0.35	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.95	100
0730	0.70	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
0800	0.70	0.70		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.90	100
0830	1.05	1.05		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	97.20	100
0900	1.40	1.40		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	96.50	100
0930	1.75	1.40		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	96.15	100
1000	1.75	0.70		0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
1030	1.40	0.70		0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.70	96.15	100
1100	1.40	0.70		0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.70	95.80	100
1130	1.40	0.70		0.00	0.00	0.70	0.00	0.70	0.00	0.00	0.70	95.80	100
NOON	1.40	0.00		0.00	0.70	1.05	0.00	0.35	0.00	0.00	0.35	96.15	100
1230	1.75	1.05		0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.35	95.10	100
1300	3.50	1.05		0.35	1.05	1.40	0.00	0.00	0.00	0.00	0.35	92.31	100
1330	2.45	1.05		0.35	0.70	1.40	0.00	0.00	0.00	0.00	0.35	93.71	100
1400	3.15	0.70		0.00	0.70	1.75	0.00	0.00	0.00	0.00	0.70	93.01	100
1430	2.45	0.70		0.00	0.70	2.45	0.00	0.00	0.00	0.00	0.70	92.66	100
1500	0.70	0.35		0.00	0.70	2.80	0.35	0.35	0.00	0.00	0.70	94.06	100
1530	0.70	1.40		0.00	0.70	2.10	0.70	0.35	0.00	0.00	1.05	93.01	100
1600	0.70	1.40		0.00	0.70	1.75	0.70	0.35	0.00	0.00	1.05	93.36	100
1630	1.05	1.05		0.00	0.70	1.40	0.35	0.35	0.00	0.00	1.05	94.06	100
1700	1.40	1.75	0.00	0.00	1.75	1.40	0.00	0.00	0.00	0.00	1.05	92.66	100
1730	1.05	2.45	0.70	0.00	1.75	1.40	0.00	0.00	0.00	0.00	1.05	91.61	100
1800	2.80	2.45	2.45	0.35	2.10	2.45	0.35	0.00	0.00	0.00	1.05	86.01	100
1830	1.40	3.50	2.45	1.40	2.45	3.50	0.35	0.00	0.00	0.00	1.05	83.92	100
1900	1.75	7.34	3.15	1.40	2.45	3.50	0.35	0.35	0.00	0.00	1.05	78.67	100
1930	1.75	23.43	2.80	1.40	2.45	2.45	0.70	0.00	0.00	0.00	1.40	63.64	100
1945	1.40	17.48	10.49	1.05	1.40	2.45	0.35	0.00	0.00	0.00	1.05	64.34	100
2000	20.28	16.08	5.24	0.35	1.40	6.99	0.00	0.00	0.00	0.00	1.40	48.25	100
2030	10.84	28.67	3.50		2.45	10.49	0.70	0.00	1.75	0.35	2.10	39.16	100
2100	6.29	37.06	2.10		3.50	11.54	1.05	0.00	1.75	0.35	2.45	33.92	100
2130	5.24	33.22	1.75		3.50	11.19	1.05	0.00	1.75	0.35	3.15	38.81	100
2200	4.20	24.83	1.40		3.85	9.44	1.05	0.00	1.75	0.35	3.85	49.30	100
2230	3.15	15.38	0.70		3.15	9.09	0.35	0.00	1.05	0.00	3.85	63.29	100
2300	2.10	6.29	0.35		1.40	4.55	0.35	0.00	0.70	0.00	3.15	81.12	100
2330	0.70	1.05			0.35	2.45	0.00	0.00	0.00		1.05	94.41	100
average	1.92	6.44	2.65	0.24	0.88	2.08	0.19	0.09	0.18	0.04	0.86	88.00	
maximum	20.28	37.06	10.49	1.40	3.85	11.54	1.05	0.70	1.75	0.35	3.85	100.00	
std. dev.	3.28	10.22	2.56	0.46	1.08	3.14	0.31	0.18	0.50	0.11	0.95	18.00	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T3: TV VIEWING: WEDNESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0030	0.00				0.00	0.35	0.00	0.00	0.00		0.00	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0300	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0330	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.35	0.35	0.00	0.00		0.00	99.30	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.95	100
0730	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.95	100
0800	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0830	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0900	0.00	0.00		0.00	0.35	0.00	0.00	0.00	0.00	0.00	1.05	98.60	100
0930	0.00	0.35		0.00	0.35	0.35	0.00	0.00	0.00	0.00	1.40	97.55	100
1000	1.05	0.35		0.00	0.35	1.05	0.35	0.00	0.00	0.00	1.05	95.80	100
1030	1.05	0.35		0.00	0.35	0.70	0.35	0.00	0.00	0.00	1.05	96.15	100
1100	1.05	0.35		0.00	0.35	0.70	0.00	0.00	0.00	0.00	1.05	96.50	100
1130	1.05	0.70		0.00	0.70	0.70	0.00	0.00	0.00	0.00	1.05	95.80	100
NOON	0.70	0.70		0.00	1.40	0.35	0.00	0.00	0.00	0.00	0.70	96.15	100
1230	0.35	2.45		0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.70	95.10	100
1300	2.80	1.75		0.00	1.05	0.35	0.00	0.00	0.00	0.00	0.35	93.71	100
1330	2.80	1.05		0.00	0.70	1.05	0.35	0.00	0.00	0.00	0.70	93.36	100
1400	3.50	0.70		0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.70	93.36	100
1430	3.50	1.05		0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.70	92.66	100
1500	2.10	1.05		0.00	0.00	2.10	0.00	0.00	0.00	0.00	0.70	93.71	100
1530	1.05	2.10		0.00	0.00	2.45	0.00	0.00	0.00	0.00	1.05	93.01	100
1600	2.10	2.45		0.35	0.00	2.80	0.00	0.00	0.00	0.00	1.05	91.26	100
1630	2.10	1.05		0.35	0.00	2.45	0.35	0.00	0.00	0.00	1.05	92.66	100
1700	1.40	1.40	0.70	0.35	0.35	2.80	0.35	0.00	0.00	0.00	1.40	91.26	100
1730	1.05	1.05	2.80	0.70	0.35	2.10	0.35	0.00	0.00	0.00	1.40	90.21	100
1800	1.05	2.10	4.20	1.05	1.05	1.75	0.35	0.00	0.00	0.00	1.75	86.71	100
1830	0.70	2.80	4.20	1.75	1.75	1.75	0.35	0.00	0.00	0.00	1.40	85.31	100
1900	0.70	6.64	4.90	1.40	1.75	1.40	0.00	0.35	0.00	0.00	1.05	81.82	100
1930	1.40	18.53	5.94	1.05	2.10	0.70	0.00	0.00	0.00	0.00	1.05	69.23	100
1945	1.05	15.03	10.14	0.70	2.10	0.35	0.35	0.00	0.00	0.00	1.05	69.23	100
2000	25.87	11.19	5.59	0.35	1.40	4.90	0.35	0.00	0.00	0.00	1.40	48.95	100
2030	23.43	11.89	4.90		3.50	10.49	0.70	0.35	0.00	0.00	3.15	41.61	100
2100	20.98	11.19	3.50		5.59	13.29	1.05	0.35	0.00	0.00	3.50	40.56	100
2130	19.23	10.49	3.15		5.24	11.89	1.05	0.35	0.00	0.00	2.80	45.80	100
2200	16.78	8.39	2.80		5.24	11.19	1.05	0.35	0.00	0.00	2.45	51.75	100
2230	14.69	5.94	1.75		3.50	9.79	1.05	0.35	0.00	0.00	2.45	60.49	100
2300	7.69	1.75	1.05		1.75	4.90	0.70	0.35	0.35	0.00	2.45	79.02	100
2330	0.35	0.00			0.35	1.75	0.35	0.00	0.00		0.70	96.50	100
average	3.30	3.41	3.97	0.29	0.91	2.01	0.21	0.05	0.01	0.00	0.93	88.69	
maximum	25.87	18.53	10.14	1.75	5.59	13.29	1.05	0.35	0.35	0.00	3.50	100.00	
std. dev.	6.58	4.75	2.30	0.48	1.41	3.37	0.32	0.12	0.05	0.00	0.87	16.82	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T4: TV VIEWING: THURSDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.35				0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0630	0.35	0.00			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0730	0.35	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0800	0.70	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0830	0.70	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	98.60	100
0900	0.35	0.00		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.60	100
0930	0.00	0.35		0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1000	0.00	0.35		0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.70	97.55	100
1030	0.35	0.00		0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.70	97.90	100
1100	0.35	0.00		0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
1130	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
NOON	0.70	0.00		0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.70	96.50	100
1230	0.70	1.05		0.00	1.40	0.35	0.35	0.00	0.00	0.00	0.00	96.15	100
1300	2.10	0.70		0.00	0.35	1.40	0.35	0.00	0.00	0.00	0.00	95.10	100
1330	2.80	0.70		0.00	0.00	1.75	0.70	0.00	0.00	0.00	0.00	94.06	100
1400	3.15	1.05		0.00	0.35	2.45	0.70	0.00	0.00	0.00	0.35	91.96	100
1430	3.15	1.40		0.00	0.35	2.45	0.00	0.00	0.00	0.00	0.00	92.66	100
1500	2.80	1.75		0.00	0.70	2.80	0.35	0.00	0.00	0.35	0.00	91.26	100
1530	2.80	1.75		0.00	0.35	3.50	0.00	0.00	0.00	0.35	0.00	91.26	100
1600	2.80	1.05		0.00	0.35	3.50	0.00	0.00	0.00	0.70	1.05	90.56	100
1630	3.15	0.70		0.00	0.35	3.15	0.00	0.00	0.00	0.70	1.40	90.21	100
1700	2.10	0.70	1.05	0.00	0.35	3.15	0.00	0.35	0.00	0.70	1.75	89.86	100
1730	2.10	1.05	2.45	0.35	0.00	2.45	0.00	0.70	0.00	0.35	2.10	88.46	100
1800	1.75	1.05	3.15	0.70	0.35	3.85	0.00	0.70	0.00	0.35	2.45	85.66	100
1830	1.05	2.10	2.80	1.40	0.70	4.55	0.00	0.70	0.00	0.35	2.45	83.92	100
1900	0.70	4.20	5.24	0.70	2.45	3.50	0.35	0.35	0.00	0.00	2.10	80.42	100
1930	1.40	16.43	5.24	0.70	3.15	2.45	0.00	0.00	0.00	0.00	1.40	69.23	100
1945	2.10	10.14	15.03	0.35	2.80	2.10	0.35	0.00	0.00	0.00	1.40	65.73	100
2000	25.52	6.64	10.14	0.35	3.50	5.24	1.05	0.00	0.35	0.00	1.75	45.45	100
2030	19.23	5.94	12.94		4.20	7.34	1.40	0.00	2.80	0.35	2.80	43.01	100
2100	7.34	5.24	12.24		6.99	15.38	1.40	0.70	3.15	0.35	4.20	43.01	100
2130	5.59	4.55	11.54		6.29	15.03	1.75	0.35	3.15	0.35	3.85	47.55	100
2200	3.50	3.85	9.44		5.59	13.99	1.75	0.35	3.15	0.35	3.50	54.55	100
2230	2.10	3.50	5.59		3.50	10.49	1.40	0.35	1.75	0.35	3.15	67.83	100
2300	1.40	2.10	3.50		1.75	7.69	0.35	0.35	0.35	0.00	3.50	79.02	100
2330	0.00	1.40			1.05	4.20	0.35	0.35	0.00		2.10	90.56	100
average	2.12	2.15	7.17	0.20	1.03	2.55	0.26	0.11	0.30	0.16	0.97	88.74	
maximum	25.52	16.43	15.03	1.40	6.99	15.38	1.75	0.70	3.15	0.70	4.20	100.00	
std. dev.	4.50	3.29	4.41	0.33	1.72	3.89	0.49	0.21	0.86	0.23	1.21	16.55	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T5: TV VIEWING: FRIDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.35			0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0700	0.35	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0730	0.35	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
0800	0.70	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
0830	1.40	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.55	100
0900	1.75	0.35		0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	96.85	100
0930	0.70	0.35		0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	1.05	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.55	100
1030	1.05	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1100	0.70	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
1130	0.70	0.35		0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
NOON	0.70	0.35		0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	97.90	100
1230	0.35	1.05		0.35	0.35	0.35	0.00	0.00	0.00	0.00	0.00	97.55	100
1300	1.05	2.10		0.35	0.35	0.70	0.35	0.00	0.00	0.00	0.00	95.10	100
1330	1.05	2.10		0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	95.45	100
1400	2.10	1.75		0.35	0.35	2.45	0.00	0.00	0.00	0.00	0.00	93.01	100
1430	2.10	2.45		0.00	0.00	2.80	0.35	0.00	0.00	0.00	0.35	91.96	100
1500	1.40	2.45		0.35	0.00	3.85	0.00	0.00	0.00	0.00	0.70	90.91	100
1530	1.05	2.10		0.35	0.35	3.85	0.00	0.00	0.00	0.00	1.40	90.56	100
1600	0.70	2.10		0.35	0.35	3.50	0.00	0.00	0.35	0.70	1.75	89.86	100
1630	0.70	1.40		0.70	0.35	2.10	0.00	0.00	0.35	0.70	1.40	91.96	100
1700	0.70	1.75	1.40	0.70	0.00	2.45	0.00	0.00	0.00	1.05	1.75	90.21	100
1730	0.35	2.10	1.40	0.70	0.00	2.45	0.00	0.00	0.00	1.05	2.10	89.86	100
1800	1.05	1.75	2.80	0.35	0.00	3.50	0.00	0.00	0.00	0.70	2.80	87.06	100
1830	1.05	3.85	3.50	0.35	0.70	2.80	0.00	0.00	0.00	0.35	3.15	84.27	100
1900	1.75	6.29	4.20	0.35	1.05	3.15	0.35	0.35	0.00	0.00	2.80	79.72	100
1930	1.40	17.83	2.80	0.35	1.40	3.15	0.70	0.35	0.00	0.00	2.45	69.58	100
1945	1.40	10.84	12.24	0.00	1.75	2.45	0.35	0.00	0.00	0.00	2.45	68.53	100
2000	30.42	8.74	5.59	0.00	2.80	4.20	0.35	0.00	0.00	0.00	2.10	45.80	100
2030	40.91	5.24	4.90		1.40	4.55	1.05	0.00	0.00	0.00	2.10	39.86	100
2100	44.06	2.80	2.45		3.15	6.99	1.05	0.00	0.35	0.00	2.10	37.06	100
2130	42.66	3.15	1.05		2.45	7.69	1.05	0.35	0.35	0.00	2.10	39.16	100
2200	38.11	2.80	0.70		2.10	6.64	1.05	0.35	0.35	0.35	2.45	45.10	100
2230	33.22	1.40	0.35		1.75	5.94	1.05	0.35	0.35	0.35	2.80	52.45	100
2300	19.23	1.40	0.35		1.40	3.85	0.70	0.35	0.35	0.35	2.45	69.58	100
2330	5.94	0.35			0.70	1.75	0.35	0.35	0.00		1.40	88.81	100
average	5.76	2.49	3.12	0.21	0.47	1.81	0.18	0.05	0.05	0.16	0.86	87.78	
maximum	44.06	17.83	12.24	0.70	3.15	7.69	1.05	0.35	0.35	1.05	3.15	100.00	
std. dev.	12.56	3.46	3.00	0.24	0.81	2.06	0.34	0.12	0.12	0.31	1.07	18.47	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T6: TV VIEWING: SATURDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35	0.00			0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0630	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0700	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0730	0.00	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0800	1.05	0.35		0.00	0.00	0.00	0.35	0.00	0.00		0.00	98.25	100
0830	2.10	0.35		0.00	0.00	0.35	0.35	0.00	0.00		0.35	96.50	100
0900	2.45	0.35		0.00	0.00	1.40	0.35	0.00	0.00		0.35	95.10	100
0930	1.75	0.00		0.00	0.00	1.40	0.35	0.00	0.00		0.35	96.15	100
1000	2.45	0.00		0.35	0.00	1.75	0.35	0.35	0.00		0.35	94.41	100
1030	1.75	0.00		0.35	0.00	1.75	0.70	0.35	0.00		0.35	94.76	100
1100	1.75	0.00		0.35	0.00	1.05	0.70	0.70	0.00		0.35	95.10	100
1130	1.75	0.35		0.70	0.00	0.70	0.35	0.70	0.00		0.70	94.76	100
NOON	1.75	1.40		0.70	0.00	1.05	0.35	0.70	0.00		1.05	93.01	100
1230	1.75	2.45		0.70	0.00	0.70	0.35	0.00	0.35		0.70	93.01	100
1300	3.15	3.85		0.35	0.00	1.05	0.00	0.00	0.35		1.40	89.86	100
1330	3.15	3.50		0.35	0.00	1.05	0.00	0.00	0.35		1.75	89.86	100
1400	5.24	4.55		1.05	0.00	1.75	0.35	0.00	0.00		2.10	84.97	100
1430	5.94	3.85		1.40	0.00	1.75	0.35	0.00	0.00		2.45	84.27	100
1500	7.34	3.50		0.35	0.00	3.15	0.35	0.00	0.00		2.45	82.87	100
1530	6.99	3.85		0.35	0.00	3.85	0.35	0.00	0.00		2.80	81.82	100
1600	6.64	3.85		0.70	0.00	3.85	0.70	0.00	0.00		3.85	80.42	100
1630	5.94	3.50		0.70	0.35	2.45	0.70	0.00	0.00		4.55	81.82	100
1700	4.90	3.85		0.70	0.35	1.75	1.40	0.00	0.00		3.85	83.22	100
1730	3.50	3.50	3.15	0.35	0.35	1.75	0.70	0.35	0.00		3.85	82.52	100
1800	2.80	4.20	3.50	0.00	0.70	1.75	0.35	0.35	0.00		3.50	82.87	100
1830	2.10	4.20	4.55	0.00	0.70	0.70	0.35	0.00	0.00		2.80	84.62	100
1900	1.05	4.90	4.55	0.00	1.40	1.40	0.35	0.00	0.00	0.35	2.45	83.57	100
1930	0.70	15.73	2.80	0.00	1.75	2.10	0.35	0.00	0.00	0.35	1.75	74.48	100
1945	1.05	8.74	13.29	0.00	1.05	1.75	0.35	0.00	0.00	0.00	2.10	71.68	100
2000	23.08	6.29	5.59	0.00	2.80	3.15	0.35	0.00	0.00	0.00	1.75	56.99	100
2030	18.18	6.29	4.55		3.50	5.24	2.45	0.00	0.00	0.00	3.85	55.94	100
2100	9.44	4.20	4.90		4.90	11.19	2.45	0.00	0.00	0.00	5.24	57.69	100
2130	8.74	3.15	4.55		4.20	11.54	2.45	0.35	0.00	0.00	5.24	59.79	100
2200	6.64	2.45	4.20		4.55	10.14	2.10	0.35	0.00		4.55	65.03	100
2230	4.20	1.40	2.80		3.85	9.09	2.45	0.35	0.00		4.20	71.68	100
2300	2.10	1.40	1.40		2.80	5.94	2.45	0.35	0.00		2.80	80.77	100
2330	1.05	0.35			2.10	2.45	1.05	0.35	0.00		2.45	90.21	100
average	3.12	2.89	4.60	0.34	0.72	2.02	0.54	0.11	0.02	0.10	1.57	88.29	
maximum	23.08	15.73	13.29	1.40	4.90	11.54	2.45	0.70	0.35	0.35	5.24	100.00	
std. dev.	4.45	3.04	2.73	0.37	1.37	2.89	0.75	0.20	0.08	0.16	1.66	12.85	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0130	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0200	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0230	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0300	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0330	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0400	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0430	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0500	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0530	0.00				0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0600	0.00				0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0630	0.00	0.00			0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0700	1.05	0.00		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0730	1.05	0.00		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0800	1.05	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.25	100
0830	0.70	0.35		0.00	0.00	0.00	0.00	0.00	0.00		0.70	98.25	100
0900	1.40	0.70		0.00	0.00	0.00	0.00	0.00	0.00		0.70	97.20	100
0930	1.05	0.70		0.00	0.00	0.00	0.00	0.00	0.00		0.70	97.55	100
1000	2.10	0.70		0.00	0.00	0.35	0.35	0.00	0.00		0.70	95.80	100
1030	2.45	0.70		0.00	0.35	0.35	0.35	0.00	0.00		0.70	95.10	100
1100	1.75	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	95.45	100
1130	1.40	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	95.80	100
NOON	2.45	0.70		0.00	0.35	0.35	0.35	0.00	0.00		1.05	94.76	100
1230	2.10	1.40		0.00	0.35	1.05	0.70	0.00	0.00		0.70	93.71	100
1300	1.75	4.20		0.00	0.70	1.05	0.70	0.00	0.00		1.05	90.56	100
1330	1.75	4.55		0.35	0.00	2.10	0.70	0.00	0.00		1.05	89.51	100
1400	3.50	4.90	4.20	0.00	0.35	1.75	0.70	0.00	0.00		1.40	83.22	100
1430	3.15	4.55	3.50	0.00	0.70	2.10	0.35	0.00	0.00		1.75	83.92	100
1500	3.85	4.55	4.20	0.00	0.70	2.80	0.70	0.00	0.00		1.40	81.82	100
1530	4.55	3.50	4.55	0.00	1.05	3.15	0.35	0.00	0.00		1.75	81.12	100
1600	18.88	3.50	5.59	0.35	0.70	3.15	0.35	0.00	0.00		2.10	65.38	100
1630	18.53	1.75	5.59	0.35	0.70	3.15	0.35	0.00	0.00		2.10	67.48	100
1700	18.88	2.80	7.34	0.70	0.70	3.50	0.35	0.00	0.00		2.45	63.29	100
1730	16.78	2.80	6.99	0.70	0.70	2.45	0.35	0.00	0.00		3.50	65.73	100
1800	11.19	2.80	8.04	0.70	1.75	2.10	0.35	0.00	0.00		2.80	70.28	100
1830	3.15	2.80	8.74	0.70	1.40	1.75	0.70	0.00	0.00		2.80	77.97	100
1900	2.45	3.15	9.09	0.70	0.35	2.10	0.35	0.00	0.00		4.20	77.62	100
1930	1.75	13.29	8.39	0.35	0.35	2.10	0.00	0.00	0.00	0.00	2.80	70.98	100
1945	2.10	11.19	13.29	0.35	0.35	2.10	0.00	0.00	0.00	0.00	2.45	68.18	100
2000	20.63	7.69	8.74	0.00	1.75	3.15	0.00	0.00	0.00	0.00	2.45	55.59	100
2030	10.84	23.43	5.94		1.40	4.20	0.00	0.00	0.00	0.00	3.15	51.05	100
2100	5.94	23.08	5.59		1.40	7.34	0.00	0.00	0.00	0.00	4.55	52.10	100
2130	5.59	17.83	4.20		1.05	6.99	0.35	0.00	0.35	0.00	4.90	58.74	100
2200	5.59	7.34	3.15		1.40	6.29	0.70	0.35	0.00		4.20	70.98	100
2230	3.85	3.15	1.75		1.40	5.24	0.70	0.00	0.00		3.15	80.77	100
2300	1.75	0.35	1.40		0.35	2.45	0.70	0.00	0.00		2.80	90.21	100
2330	1.40	0.00			0.00	1.05	0.70	0.00	0.00		2.45	94.06	100
average	3.80	4.33	6.01	0.19	0.44	1.53	0.24	0.01	0.01	0.00	1.42	86.72	
maximum	20.63	23.43	13.29	0.70	1.75	7.34	0.70	0.35	0.35	0.00	4.90	100.00	
std. dev.	5.60	5.95	2.80	0.27	0.53	1.92	0.28	0.05	0.05	0.00	1.40	15.10	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

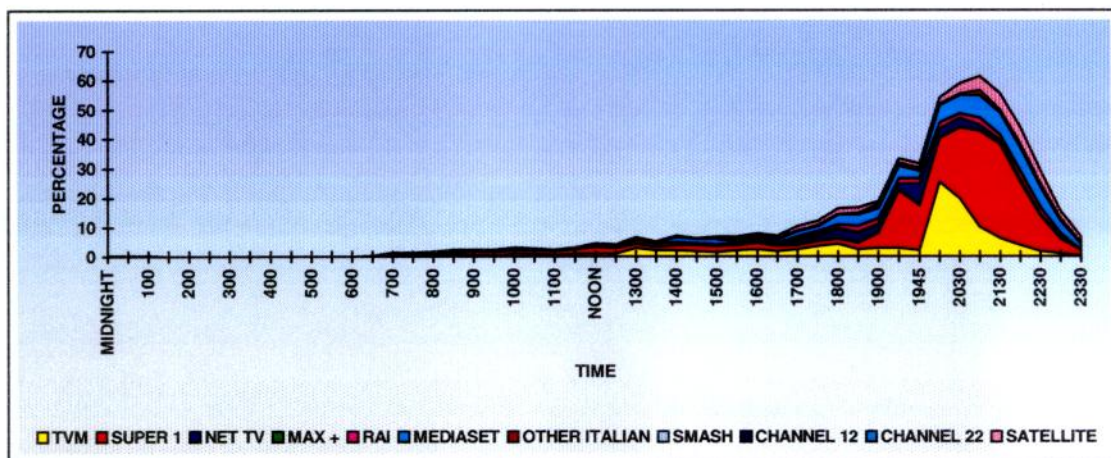


Fig 8.3: TV Audience Shares: Monday

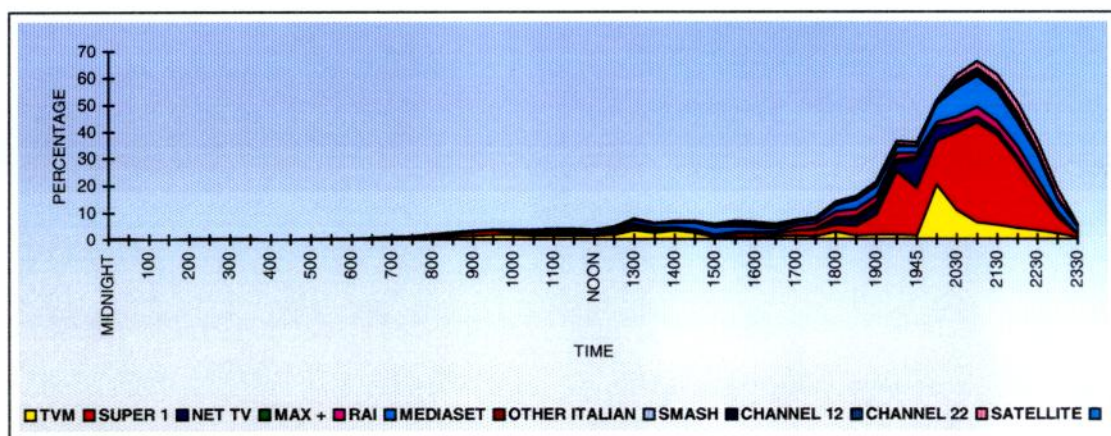


Fig 8.4: TV Audience Shares: Tuesday

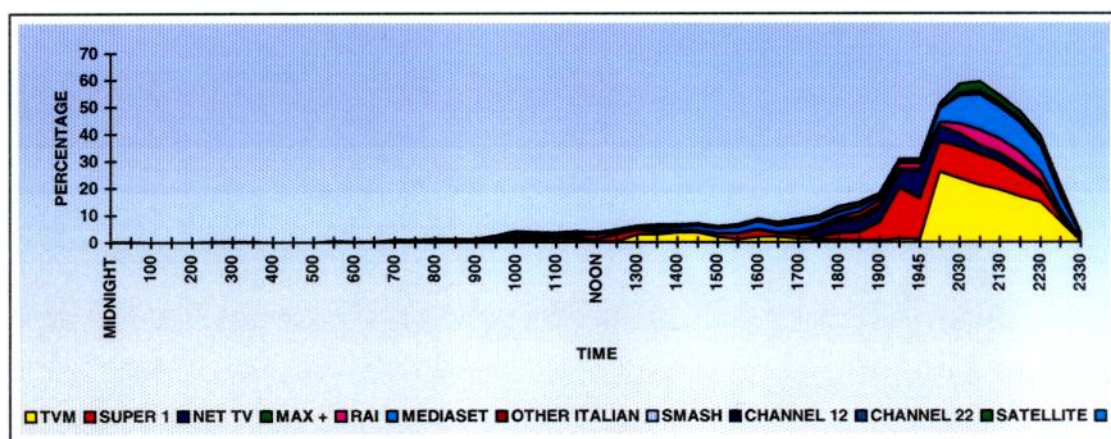


Fig 8.5: TV Audience Shares: Wednesday

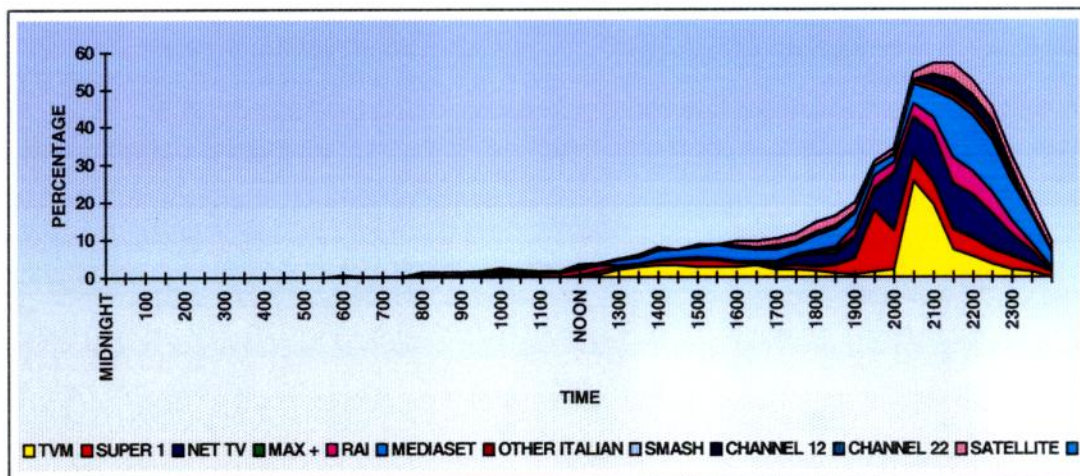


Fig 8.6: TV Audience Shares: Thursday

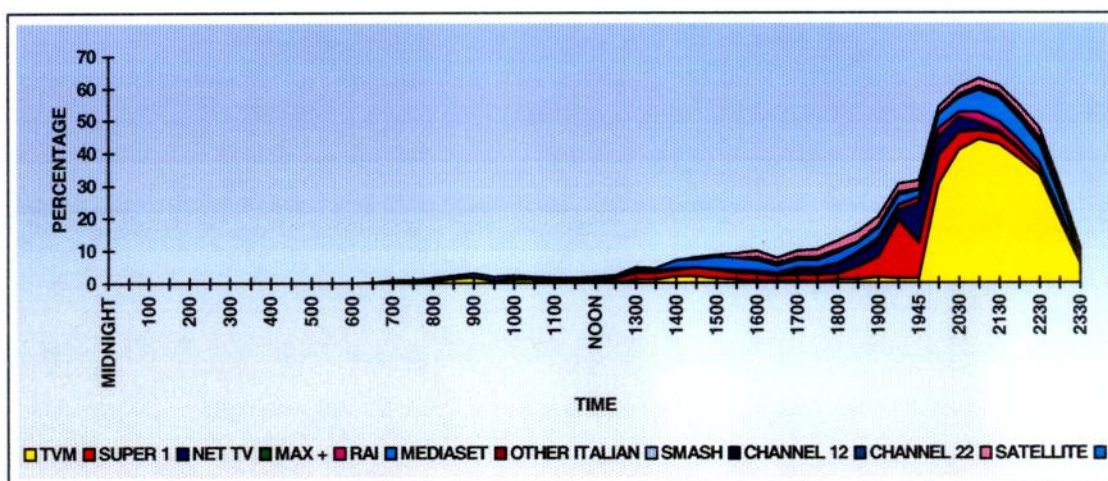


Fig 8.7: TV Audience Shares: Friday

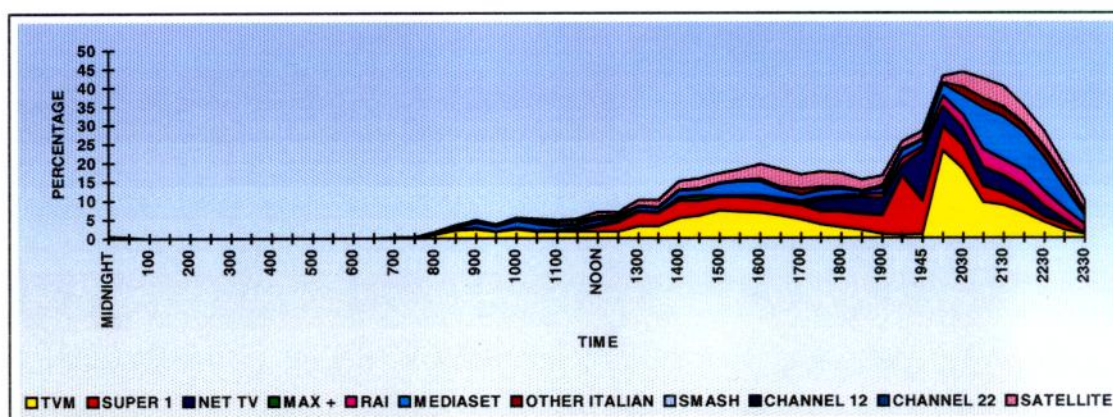


Fig 8.8: TV Audience Shares: Saturday

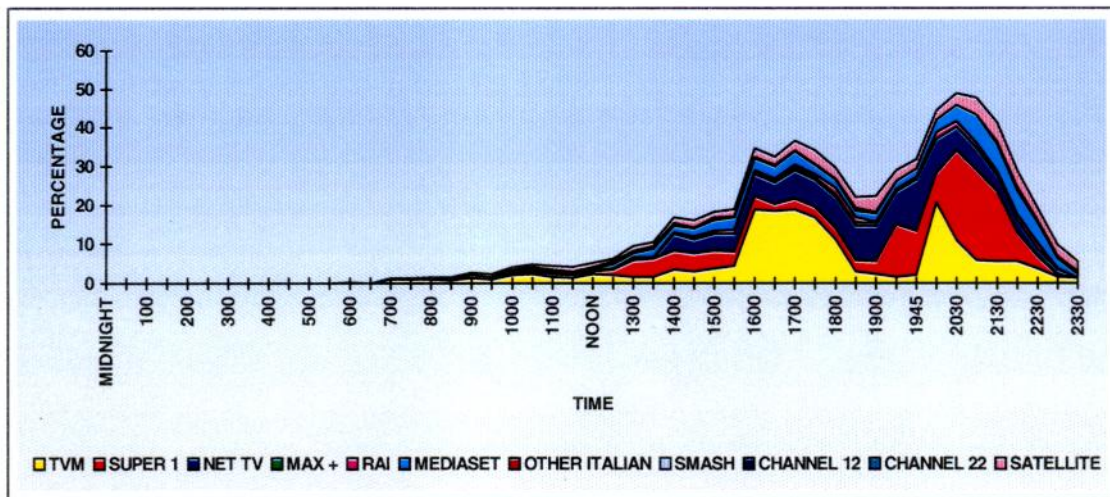


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

8.6.1 The data in Table 8.3, which is also graphically presented in Figures 8.10, 8.11 and 8.13 in the form of a set of Pie Charts, summarise the comparative figures for the Daily Average TV Audience Levels for the two 1999 studies and the current study, computed, as was the case with the parallel figures for radio, on the basis of available time-slots for each station during the hours each individual station was on air. Through a comparison of the pie-chart figures, one can assess the relative growth or decline in the audience share of each station.

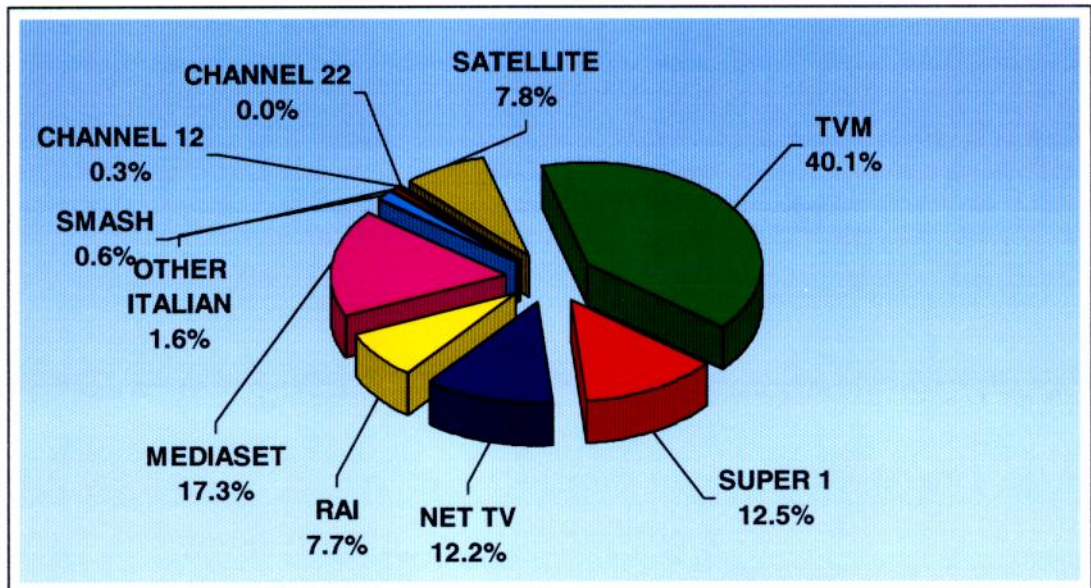
8.6.2 The two most stark changes over the last year is the strikingly consistent loss of audience share by TVM: between March 1999 and October 1999 it had lost 12.6% of audience share and between March 1999 and March 2000 it has lost a total of 20.1% audience share. Over the same period Super 1 TV gained a total of 12.2% (March 1999 - October 1999 +8.9%; March 1999 - March 2000: +12.2%). This study shows that NET TV now has the relatively higher audience share of 27%, a net gain of 14.8% since March 1999. It needs to be noted that this statistic is based on average audience level for time-slots available to a station *because* it is on air, and is thus affected by the duration of the transmissions per day: NET TV has a short schedule, and as such has very few slots in which it has no audience or a very low audience at all.

8.6.3 In summary, since March 1999, gains in audience share have been registered as follows: Super 1 TV (+12.3%); NET TV (+14.8%), Other Italian Stations (+0.2%); Channel 12 (0.3%) and Channel 22 (+0.5%). Meantime the following losses in audience share have been registered over the last twelve months: TVM (-20.1%); RAI (-3.1%); Mediaset (-1%); Smash TV (-0.2%) and Satellite Stations (-1%). Since Max Plus was not transmitting a year ago, its viewership levels cannot be compared.

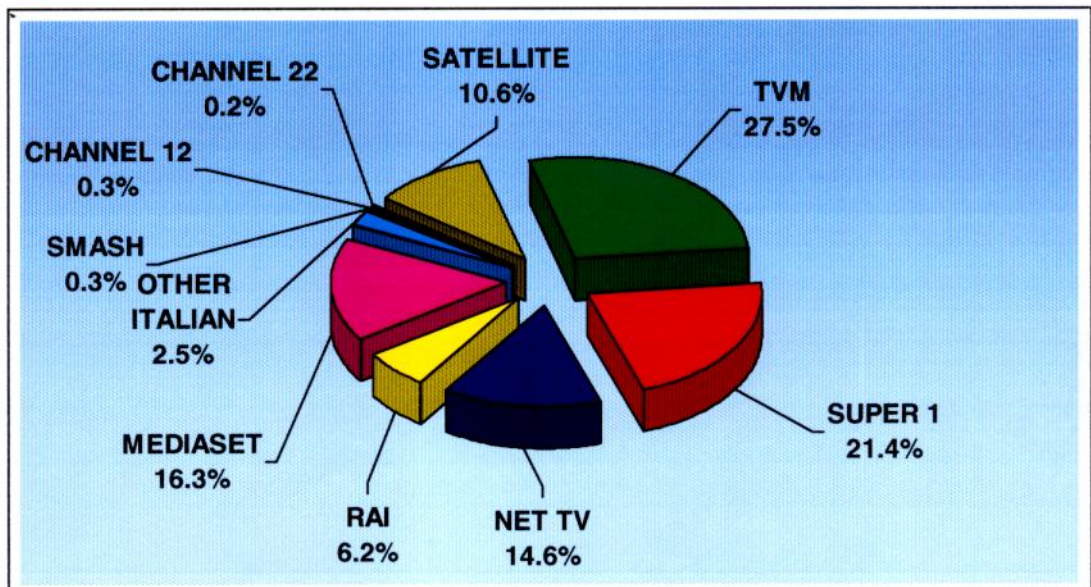
Table 8.3: Daily Average Audience Levels for TV
1999 - 2000

(Computed on the basis of available time-slot for each station)

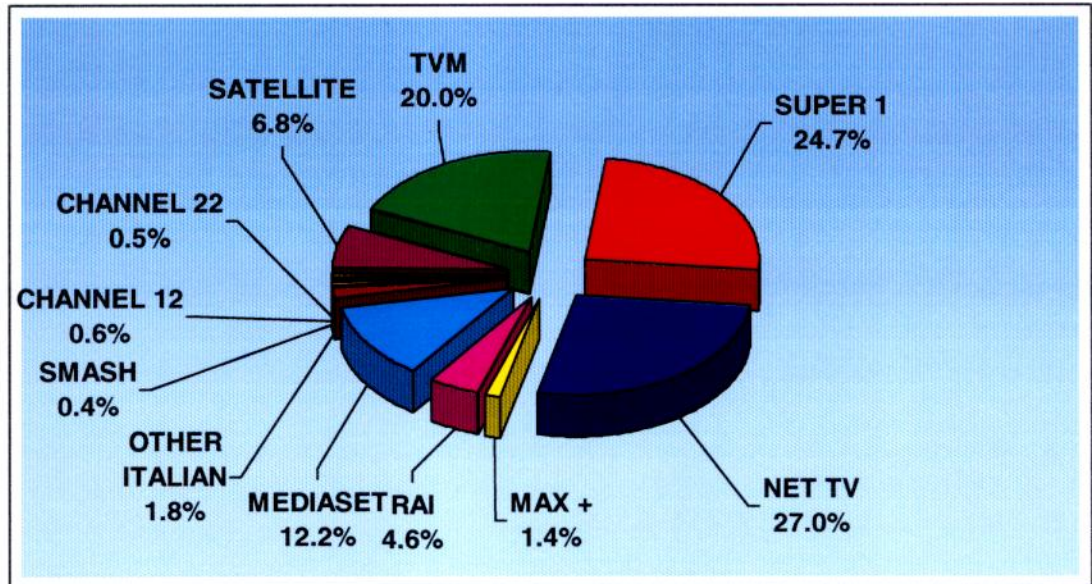
	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
March 1999: Daily Average	4.55	1.42	1.38	-	0.87	1.96	0.18	0.07	0.03	0.00	0.88
October 1999: Daily Average	3.25	2.53	1.73	-	0.73	1.93	0.29	0.04	0.04	0.02	1.25
March 1999: Daily Average	3.19	3.94	4.30	0.22	0.74	1.95	0.28	0.06	0.09	0.08	1.08



March 1999



October 1999



March 2000

Fig. 8.10: Daily Average Audience TV Levels

IX CONCLUSION

- 9.1 The first audience study undertaken by the Broadcasting Authority for the new millennium clearly confirms that the role of the live media at the present time and for the foreseeable future is going to be very strong and very dynamic. It is strong because of the pervasive use of the media made by practically all the Maltese, and dynamic because its general contours change even in a short time. This shows that there is an immediate 'market response' to change of strategies and market handling by those responsible for the main products.
- 9.2 In the preceding chapters the findings from this study have been discussed in some detail and comparisons were continuously made with the findings of preceding studies, particularly those conducted in 1999. What follows is a summary of the data discussed already in the foregoing pages and should not be read as an inclusive set of findings, but as an attempt to briefly bring the findings together.
- 9.3 The longitudinal studies conducted by the Authority have now clearly established the general trends, but this study documents important changes affecting audience size and apportionment for both Radio and TV. Interesting shifts have taken place in overall audience shares in both radio and TV. This study reveals that interesting shifts have occurred *over the last twelve months*. The greatest overall increases in audience share have been registered by Radio Capital (+3.8%), followed by Bay Radio (+2.9%) and RTK (+2%). Increases have also been registered by Radio Malta 2 ((+1%), Radio 101 (+1.5%); Radju MAS (+1.8%); and FM Bronja (+0.3%). On this 18-hour basis, the greatest loss over the last twelve months was also registered by Radio Super 1 (-7.3%). Losses were also registered by Island Sound (-1.9%); Smash Radio (-0.7%); Radio Calypso (-2.7%); Radio Malta 1 (-0.4%) and by University Radio (-0.1%). The figures for October 1999 are not being repeated here because of the possible influence of seasonal factors (and should therefore be better compared in the forthcoming October 2000 study), but the tendencies detected then were practically confirmed by this study.
- 9.4 Despite these changes, the influence of the 'big stations' has not changed, and in the case of RTK, and Radio 101 has effectively increased further. But the fact that other smaller stations also increased relative market share is significant because it shows the consumers are indeed being selective in this very important area of social life. In this respect the achievements of RTK and Radio 101 are the most laudable because they have managed to remain 'big' and at the same time increase audience share.
- 9.5 The same can be said of the television stations. Again the comparison of the figures from this study to those obtained last March are the most relevant. The two most stark changes over the last year is the strikingly consistent loss of audience share by TVM and the substantial increases registered by both Super 1

TV and NET TV. Between March 1999 and October 1999 TVM lost 7.5% of audience share and between March 1999 and March 2000 it has lost a total of 20.1% audience share. Over the same period Super 1 TV gained a total of 12.3% (March 1999 - October 1999 +3.4%; March 1999 - March 2000: +12.3%). In the race for relative audience NET TV emerges from this study as the local station which now has the relatively highest audience share of 27%, a net gain of 14.8% since March 1999. In summary, since March 1999, gains in audience share have been registered as follows: Super 1 TV (+12.2%); NET TV (+14.8%), Other Italian Stations (+0.2%); Channel 12 (0.3%) and Channel 22 (+0.5%). Meantime the following losses in audience share have been registered over the last twelve months: TVM (-20.1%); RAI (-3.1%); Mediaset (-1%); Smash TV (-0.2%) and Satellite Stations (-1%). Since Max Plus was not transmitting a year ago, its viewership levels cannot be compared.

- 9.6 Max Plus deserves a special mention because of the special circumstances this new station is operating. Some stations (particularly Channel 12 and Channel 22) are available exclusively on Cable, but at least they are available on all the three tiers provided by Melita Cable. The total potential audience for them is *not* equivalent to the total Maltese population since not everybody has Cable TV installed. But Max Plus is available only as a premium channel, available only to subscribers of the Basic and TV+ tiers. As such, audience levels as registered in this in *respect of the total Maltese population* are necessarily low.
- 9.7 Another interesting development in this study is the re-appearance of afternoon audiences. On Saturday and especially on Sunday TVM has registered an interesting audience level. Also significant is the somewhat unusual fact, if one goes by patterns established in previous studies that NET TV audiences for the station's news bulletin do not suddenly appear as viewers when the news is on, but are gradually build up previously, even though a bulge is always apparent during the news bulletin of every local station.
- 9.8 This study confirms that in a couple of instances, local stations have developed programmes which attract higher audiences than the news bulletins. In respect of TVM *Xarabank* remains the greatest audience puller. Similarly with Super 1 with *Simpatiki*; but Thursday's NET TV's *TeleviXin* does not attract an audience larger than the news.
- 9.9 In other areas this study confirms the findings of earlier studies. The availability of more than one TV set at home has reduced the need for heated discussion as to who decides which programme is to be seen. When this is not the case, joint decisions are more common now and the extent to which the female partner's wishes are translated into overt decision making is fast approaching those of her male counterpart. Interestingly so, this study shows that as far as children are concerned, male boys tend to be influential than the girls in the family when a choice is necessary. Previous studies did not differentiate between genders, and this statistic cannot be compared with that obtained in previous studies.
- 9.10 This study also documents that the exposure of the Maltese to outside influences continues to increase, both through the further penetration of cable and also through increased popularity of satellite receiving systems. It has already been

noted above that the audience share of satellite stations in Malta decreased since March 1999 by 1%. The increase registered last October was not confirmed here. But it has to be recalled that all these statistics are relative, and it does not necessarily mean that fewer people, in absolute terms, follow satellite transmitted programmes. Despite the fact that Maltese consumers are made to pay an additional tax simply because they opt for a satellite system (something unheard of in other countries) there are now around 5% of all Maltese who have access to a dish antenna. The current additional tax is acting against the wider diffusion of this technology and if liberalisation is truly followed, the future impact of digital reception directly via satellite is bound to have even more influence on the contours of Maltese TV audiences.

- 9.11 When the interest of the Maltese in different programme segments is analysed in respect of the individual radio stations, the current study indicates that some interesting shifts have occurred since the October 1999 study. The comparison of the figures for the current study shows that they are very close to the March 1999 figures. This could possibly suggest that the figures for the October study represent seasonal variations, something that needs to be examined next October. Most interest is generated by Music, Local News, Foreign News and Discussions in respect of radio. The same general pattern is true of the TV figures. A general loss in the percentages is noticeable, but the 'null statistic' on which these figures are based shows that the relativities established in previous March studies are again confirmed. Local News remains the segment with the highest interest, followed by Foreign News Feature Films and Discussions as far TV is concerned.
- 9.12 In summary, the current study has shown that the media scene in Malta is stable in some respects, but quite sensitive in other areas. The Maltese are sensitive to product quality and appeal. A longitudinal study shows that even minor changes affect audience share. Liberalisation is the in-word in the media sector at the moment, but there is no need for it to be infused into the minds of the Maltese because, through the decisions taken in the protected environment of their homes, this liberalisation has already occurred, and is being exercised whenever they decide to switch on their radios or their TV sets.

APPENDIX A

TECHNICAL REPORT

1.0 Sampling Procedure

- 1.1 The objectives of this study as delineated in Chapter II of this Report, involve the twin objectives of Audience Auditing and Opinion Collection. The methodology to be used accordingly needed to be adequate to cover both areas with reliability and in a way that guarantees the validity of the survey data.
- 1.2 This study was based on the proposal made, i.e. that a national sample of not less than 1001 should be selected, thus giving a rounded number of 143 interviews per day.
- 1.3 All the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register for Local Councils were grouped into 500 Electoral blocks, each containing an approximately equal number of potential interviewees. Of these 500 blocks, 28 were in turn randomly selected. The standard random sampling procedure was next used to identify names of potential respondents within this block.
- 1.4 Audience levels audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was resident in Malta during the week when the study was conducted. This survey among residents in Malta was conducted over a one-week period, starting Wednesday, 15 March 2000 until Tuesday, 21 March 2000. Interviews were effectively carried out in *Valletta, Sengela,, Qormi, Zebbug, Zabbar, Zabbar, Zejtun, Rabat (Gozo), Balzan, B'Kara, B'Bugia, Fgura, Gzira, Hamrun, Kalkara, Luqa, M'Xlokk, Mosta, Msida, Mqabba, Nadur, Paola, Pieta', Rabat (Malta), San Gwann, Saint Paul's Bay, Sta Venera, Sliema, Tarxien and Zurrieq.*

2.0 Audience Audit

- 2.1 On each day of the week, a sub-sample made up of one seventh of the total sample size was accordingly interviewed, and each interviewee was asked to indicate at what times he or she had listened to any of the radio stations in respect of radio, and at what times he or she had been watching TV in respect of television, on the **two consecutive days** preceding the interview. The whole day was divided into half-hour time-bands. Each interviewee was required to indicate whether he or she was a listener during that time-band or not. An interviewee was deemed to have been a listener for that slot time-band if he or she stated that he/she was tuned in for at least one minute more than half of that slot's duration.
- 2.2 The reliability of the study was increased by extending the questions not only to the day preceding the interview but also to the two days prior to the interview. This is the maximum accepted limit of recall for this kind of study. As a result of

this, the sub-sample base for each day of the week was doubled, and in effect became two-sevenths of the total sample size.

- 2.3 For this study the multi-stage random sampling procedure was used for those aged 18 years and older. The sample was drawn from the last edition of Local Councils electoral register. For those aged under 18, quota sampling was used. The sample produced was sub-stratified by gender and age group to reflect the demographic structure for this age cohort

3.0 *Opinion Study*

- 3.1 In order to meet the second set of objectives established for this research exercise by the *Authority* regarding the range of aspects of broadcasting listed in the Authority's brief, all the interviewees were asked a set of identical questions irrespective of the day in which they were interviewed for the Audience Audit. Hence, the base for this section of the study, was the total number of interviews involved over the whole study.

5.0 *Analysis*

- 5.1 The survey results, were collected on the basis of a questionnaire specially designed for this study.
- 5.2 Whenever feasible, results were analysed by Gender, Age, Socio-Economic Category of the respondent or of the respondent's Head of Household where applicable (such as when the respondent is a housewife or a student not attending an Institution of Higher Learning), and Type of Viewer as follows:

i. Gender: Male
 Female

ii. Age: 12-17
 18-30
 31-50
 51-65
 65 +

iii. Socio-Economic Category of Self or of Head of Household when that of the respondent himself/herself is not applicable:

Group 1 - AB professional, managerial, administrative

Group 2 - C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business

Group 3 - C2 skilled manual workers and foremen

Group 4 - DE semi-skilled, unskilled, labourers, casual workers and those whose income is provided by the state.

5.3 The figures for the Radio Audience Audit were analysed by Station, as follows:

Radio Malta 1
Radio Malta 2
FM Bronja
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Smash Radio
Radio Calypso
University Radio
Radju MAS
Capital Radio

5.4 The figures for the TV Audience Audit were analysed as follows:

Television

TVM
Super One
NET TV
Smash TV
RAI Stations (*RAI 1, RAI 2 & RAI 3*)
Mediaset Group of Stations (*Canale 5, Italia Uno & Rete 4*)
Other Italian Stations

Cable

Max Plus
Channel 12
Education 22
Satellite Stations

6.0 Fieldwork

6.1 The study took the form of personal interviews conducted in private homes by a team of experienced interviewers.

6.2 Before the start of the fieldwork proper, the questionnaire was piloted. This ensured that the questionnaire did not present any problems in the interview situation. Dummy interviews were carried out during the briefing session. Interviewers were constantly supervised by two supervisors in order to ensure that difficulties that arose during the actual fieldwork were easily solved. The supervisors were responsible for checking that the interviews were being correctly done, and that the regulations for interviewing were constantly being strictly observed.

6.3 The majority of the fieldwork was conducted in Maltese except for non-nationals in which case it was conducted in English.

APPENDIX B

Questionnaire

SERIAL NO [] C1

R2 Tista', jekk joghgbok, tghidli xi programmi smajt **TAR-RADJU** INTI **il-bieraht-lura**? (DAY of WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO **ONE HALF HOUR PERIOD** STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO IN EACH PARTICULAR TIME SLOT

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3		5	6		8	9			12	13	R0000
0.30	1	2	3		5	6		8	9			12	13	R0030
1.00	1	2	3		5	6		8	9			12	13	R0100
1.30	1	2	3		5	6		8	9			12	13	R0130
2.00	1	2	3		5	6		8	9			12	13	R0200
2.30	1	2	3		5	6		8	9			12	13	R0230
3.00	1	2	3		5	6		8	9			12	13	R0300
3.30	1	2	3		5	6		8	9			12	13	R0330
4.00	1	2	3		5	6		8	9			12	13	R0400
4.30	1	2	3		5	6		8	9			12	13	R0430
5.00	1	2	3		5	6		8	9			12	13	R0500
5.30	1	2	3		5	6	7	8	9			12	13	R0530
6.00	1	2	3	4	5	6	7	8	9			12	13	R0600
6.30	1	2	3	4	5	6	7	8	9			12	13	R0630
7.00	1	2	3	4	5	6	7	8	9		11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9		11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9		11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9		11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9		11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9		11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9		11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9		11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9		11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9		11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9		11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9		11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9		11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9		11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9		11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9		11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9		11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9		11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9		11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10		12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10		12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10		12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10		12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10		12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10		12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R2300
11.30	1	2	3	4	5	6	7	8	9			12	14	R2330

SERIAL NO [] C1

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV il-BIERAH TLURA? (DAY of WEEK _____)
 IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
 TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
 INDICATE PERIOD IF AT LEAST 16 MINUTES FOR EACH HALF HOUR.

	TVM	SUP1	NET TV	MAX +	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2			5	6	7	8	9		11	T0000
0.30	1				5	6	7	8	9		11	T0030
1.00	1				5	6	7	8	9		11	T0100
1.30	1				5	6	7	8	9		11	T0130
2.00	1				5	6	7	8	9		11	T0200
2.30	1				5	6	7	8	9		11	T0230
3.00	1				5	6	7	8	9		11	T0300
3.30	1				5	6	7	8	9		11	T0330
4.00	1				5	6	7	8	9		11	T0400
4.30	1				5	6	7	8	9		11	T0430
5.00	1				5	6	7	8	9		11	T0500
5.30	1				5	6	7	8	9		11	T0530
6.00	1	2			5	6	7	8	9		11	T0600
6.30	1	2			5	6	7	8	9		11	T0630
7.00	1	2		4	5	6	7	8	9	10	11	T0700
7.30	1	2		4	5	6	7	8	9	10	11	T0730
8.00	1	2		4	5	6	7	8	9	10	11	T0800
8.30	1	2		4	5	6	7	8	9	10	11	T0830
9.00	1	2		4	5	6	7	8	9	10	11	T0900
9.30	1	2		4	5	6	7	8	9	10	11	T0930
10.00	1	2		4	5	6	7	8	9	10	11	T1000
10.30	1	2		4	5	6	7	8	9	10	11	T1030
11.00	1	2		4	5	6	7	8	9	10	11	T1100
11.30	1	2		4	5	6	7	8	9	10	11	T1130
NOON	1	2		4	5	6	7	8	9	10	11	T1200
12.30	1	2		4	5	6	7	8	9	10	11	T1230
1.00	1	2		4	5	6	7	8	9	10	11	T1300
1.30	1	2		4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3		5	6	7	8	9	10	11	T2030
9.00	1	2	3		5	6	7	8	9	10	11	T2100
9.30	1	2	3		5	6	7	8	9	10	11	T2130
10.00	1	2	3		5	6	7	8	9	10	11	T2200
10.30	1	2	3		5	6	7	8	9	10	11	T2230
11.00	1	2	3		5	6	7	8	9	10	11	T2300
11.30	1	2			5	6	7	8	9		11	T2330

Q7a. Ghandek Servizz tal-Cable TV?

LE	IVA -BASIC	IVA -RECEPTION	IVA -TV PLUS
0	1	2	3

K 19

Q7b. Ghandek The Move Channel u/jew The Sports Channel?

	LE	IVA
THE MOVIE CHANNEL	0	1
THE SPORTS CHANNEL	0	1

K 19a

K19b

Q8. Liema Stazzjon tahseb li hu l-ahjar ghall-...?

	TVM	SUP 1	SMASH	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	NET	MAX Plus	
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	K20
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8		K21
SPORTS	1	2	3	4	5	6	7	8	9	K22
TEMP	1	2	3	4	5	6	7	8	9	K23
FEATURE FILMS	1	2	3	4	5	6	7	8	9	K24
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	9	K25
DOKUMENTARJI	1	2	3	4	5	6	7	8	9	K26
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	K27
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	9	K28
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	9	K29
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	9	K30
PLAYS	1	2	3	4	5	6	7	8	9	K31
ARTI U KULTURA	1	2	3	4	5	6	7	8	9	K32
GHALL-MARA	1	2	3	4	5	6	7	8	9	K33
GHAT-TFAL	1	2	3	4	5	6	7	8	9	K34
RELIGJUZI	1	2	3	4	5	6	7	8	9	K35
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	9	K36

Q9. INTI SSEGWIHOM IL-PROGRAMMI POLITICI TAL-AWTORITA' TAX-XANDIR

DEJJEM	1
KULTANT	2
QATT	3 (K37)

Q11. MILL-ESPERJENZA TIEGHEK MIN TAHSEB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUENZA FIL-FAMILJA BIEX TIDDECIEDI X'TV CHANNEL JINTAGHZEL?

(mark ONE only)

IR-RAGEL	1
IL-MARA	2
IT-TFAL SUBIEN	3
IT-TFAL BNIET	4

(K38)

Q12. HEMM XI PROGRAMMI GODDA LI TIXTIEQ LI JINTWEREW FUQ IT-TV JEW JINSTEMGHU FUQ IR-RADJU?

TV _____ (K39001-09)

RADJU _____ (K40001-09)

SERIAL NUMBER [] SCN

Audience Audit & Opinion Study - 2000

Socio-Economic Category:

OCCUPATION OF SELF/MAIN BREADWINNER
(Please write in FULL. If Housewife, please write that of MAIN BREADWINNER)
If PENSIONER, please write trade prior to retirement IN FULL

Group 1 AB professional, managerial, administrative	1
Group 2 C higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business	2
Group 3 C2 skilled manual workers and foremen	3
Group 4 DE semi-skilled, unskilled, labourers, casual workers and those whose income is paid by Govt.	4

(C6)

SUNDAY	1
MONDAY	2
TUESDAY	3
WEDNESDAY	4
THURSDAY	5
FRIDAY	6
SATURDAY	7

DAY OF INTERVIEW:

Age:

12 - 17	1
18 - 30	2
31 - 50	3
51 - 65	4
65 +	5

(C5)

Male	1
Female	2

Gender:

(C4)

SECTION 8

T1 TISTA', JEKK JOGHGBOK TGHIDLI KEMM RAJT TV IL-BIERAH? (Day of Week _____)
IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

	TVM	SUP1	NET TV	MAX +	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNEL 13	CHANNEL 33	SATELLITE	
MIDNIGHT	1	2			5	6	7	8	9		11	T0000
0.30	1				5	6	7	8	9		11	T0030
1.00	1				5	6	7	8	9		11	T0100
1.30	1				5	6	7	8	9		11	T0130
2.00	1				5	6	7	8	9		11	T0200
2.30	1				5	6	7	8	9		11	T0230
3.00	1				5	6	7	8	9		11	T0300
3.30	1				5	6	7	8	9		11	T0330
4.00	1				5	6	7	8	9		11	T0400
4.30	1				5	6	7	8	9		11	T0430
5.00	1				5	6	7	8	9		11	T0500
5.30	1				5	6	7	8	9		11	T0530
6.00	1	2			5	6	7	8	9		11	T0600
6.30	1	2			5	6	7	8	9		11	T0630
7.00	1	2		4	5	6	7	8	9	10	11	T0700
7.30	1	2		4	5	6	7	8	9	10	11	T0730
8.00	1	2		4	5	6	7	8	9	10	11	T0800
8.30	1	2		4	5	6	7	8	9	10	11	T0830
9.00	1	2		4	5	6	7	8	9	10	11	T0900
9.30	1	2		4	5	6	7	8	9	10	11	T0930
10.00	1	2		4	5	6	7	8	9	10	11	T1000
10.30	1	2		4	5	6	7	8	9	10	11	T1030
11.00	1	2		4	5	6	7	8	9	10	11	T1100
11.30	1	2		4	5	6	7	8	9	10	11	T1130
NOON	1	2		4	5	6	7	8	9	10	11	T1200
12.30	1	2		4	5	6	7	8	9	10	11	T1230
1.00	1	2		4	5	6	7	8	9	10	11	T1300
1.30	1	2		4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3		5	6	7	8	9	10	11	T2030
9.00	1	2	3		5	6	7	8	9	10	11	T2100
9.30	1	2	3		5	6	7	8	9	10	11	T2130
10.00	1	2	3		5	6	7	8	9	10	11	T2200
10.30	1	2	3		5	6	7	8	9	10	11	T2230
11.00	1	2	3		5	6	7	8	9	10	11	T2300
11.30	1	2			5	6	7	8	9		11	T2330

v. SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt TAR-RADJU INTI li-bierah? (DAY of WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO ONE HALF-HOUR PERIOD STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO DURING EACH INDIVIDUAL TIME-SLOT

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL
MIDNIGHT	1	2	3		5	6		8	9			12	13
0.30	1	2	3		5	6		8	9			12	13
1.00	1	2	3		5	6		8	9			12	13
1.30	1	2	3		5	6		8	9			12	13
2.00	1	2	3		5	6		8	9			12	13
2.30	1	2	3		5	6		8	9			12	13
3.00	1	2	3		5	6		8	9			12	13
3.30	1	2	3		5	6		8	9			12	13
4.00	1	2	3		5	6		8	9			12	13
4.30	1	2	3		5	6		8	9			12	13
5.00	1	2	3		5	6		8	9			12	13
5.30	1	2	3		5	6	7	8	9			12	13
6.00	1	2	3	4	5	6	7	8	9			12	13
6.30	1	2	3	4	5	6	7	8	9			12	13
7.00	1	2	3	4	5	6	7	8	9		11	12	13
7.30	1	2	3	4	5	6	7	8	9		11	12	13
8.00	1	2	3	4	5	6	7	8	9		11	12	13
8.30	1	2	3	4	5	6	7	8	9		11	12	13
9.00	1	2	3	4	5	6	7	8	9		11	12	13
9.30	1	2	3	4	5	6	7	8	9		11	12	13
10.00	1	2	3	4	5	6	7	8	9		11	12	13
10.30	1	2	3	4	5	6	7	8	9		11	12	13
11.00	1	2	3	4	5	6	7	8	9		11	12	13
11.30	1	2	3	4	5	6	7	8	9		11	12	13
NOON	1	2	3	4	5	6	7	8	9		11	12	13
12.30	1	2	3	4	5	6	7	8	9		11	12	13
1.00	1	2	3	4	5	6	7	8	9		11	12	13
1.30	1	2	3	4	5	6	7	8	9		11	12	13
2.00	1	2	3	4	5	6	7	8	9		11	12	13
2.30	1	2	3	4	5	6	7	8	9		11	12	13
3.00	1	2	3	4	5	6	7	8	9		11	12	13
3.30	1	2	3	4	5	6	7	8	9		11	12	13
4.00	1	2	3	4	5	6	7	8	9		11	12	13
4.30	1	2	3	4	5	6	7	8	9	10		12	13
5.00	1	2	3	4	5	6	7	8	9	10		12	13
5.30	1	2	3	4	5	6	7	8	9	10		12	13
6.00	1	2	3	4	5	6	7	8	9	10		12	13
6.30	1	2	3	4	5	6	7	8	9	10		12	13
7.00	1	2	3	4	5	6	7	8	9	10		12	13
7.30	1	2	3	4	5	6	7	8	9	10		12	13
8.00	1	2	3	4	5	6	7	8	9	10		12	13
8.30	1	2	3	4	5	6	7	8	9	10		12	13
9.00	1	2	3	4	5	6	7	8	9	10		12	13
9.30	1	2	3	4	5	6	7	8	9	10		12	13
10.00	1	2	3	4	5	6	7	8	9	10		12	13
10.30	1	2	3	4	5	6	7	8	9	10		12	13
11.00	1	2	3	4	5	6	7	8	9	10		12	13
11.30	1	2	3	4	5	6	7	8	9			12	14

SECTION D: OPINION COLLECTION

SERIAL NO [] C1

Q1. L-ahbarijiet TA' MALTA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju 1
 tarahom fuq it-televizjoni 2
 taqrahom fuq il-gazzetta 3
 tismagghom minghand haddiehor 4 (K1)

Q2. L-ahbarijiet TA' BARRA tippreferi L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju 1
 tarahom fuq it-televizjoni 2
 taqrahom fuq il-gazzetta 3
 tismagghom minghand haddiehor 4 (K2)

Q3a. Inti tismighu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [] K3001
 LE 2 (K3)

c. Jekk IVA, fejn tismighu r-Radju?

(MORE THAN ONE ANSWER ALLOWED)

ID-DAR	IX-XOGHOL	FIL-KAROZZA
1	2	3

(K4001-003)

Q4. Kollox ma' kollox, liema ahseb li hu l-ahjar stazzjon tar-RADJU li ghandna f'Malta?

(tista' timmarka WIEHED BISS) **SHOWCARD**

RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI R	MAS	FM BRONJA	CAPITAL
1	2	3	4	5	6	7	8	9	10	11	12	13	14

(K5A)

Q5. Fuq liema stazzjon tar-radju l-aktar li tippreferi tisma' dawn il-programmi?

(tista' timmarka WIEHED BISS) **SHOWCARD**

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL
MUZIKA	1	2	3	4	5	6	7	9	10	11	12	13	14
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	9	10	11	12	13	14
SPORT	1	2	3	4	5	6	7	9	10	11	12	13	14
FLUS U BUSINESS	1	2	3	4	5	6	7	9	10	11	12	13	14
KULTURALI	1	2	3	4	5	6	7	9	10	11	12	13	14
SAHHA / SBUHIJA/ DAR / LIGI	1	2	3	4	5	6	7	9	10	11	12	13	14
RELIGIJI	1	2	3	4	5	6	7	9	10	11	12	13	14
NOVELLI U DRAMMI	1	2	3	4	5	6	7	9	10	11	12	13	14
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	9	10	11	12	13	14
PROGRAMMI GHALL-MARA	1	2	3	4	5	6	7	9	10	11	12	13	14
AHBARIJIET TA' MALTA	1	2	3	4	5	6	7	9	10	11	12	13	14
AHBARIJIET TA' BARRA	1	2	3	4	5	6	7	9	10	11	12	13	14
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13	14

(K5)

(K6)

(K7)

(K8)

(K9)

(K10)

(K11)

(K12)

(K13)

(K13A)

(K14)

(K15)

(K16)

Q6a. Inti tara TV? IVA 1 b) B'kollox xi kemm-il siegha tara TV kuljum? [] K17001
 LE 2 (K17)

c. Jekk IVA, fejn l-AKTAR li tara TV? (mark ONE only)

Sitting/L	1	Bedroom	4
Dining	2	Post lehor	5
Kcina	3		

(K18)

d. Inti x'hin tippreferi li jkun l-ahbarijiet tat-TV fil-ghaxija? [] (K18a)

APPENDIX C

Prime Time TV

Absolute Figures

Rounded to the nearest 1000

TABLE PT1: TV MONDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLITE	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	9000	16000	9000	1000	5000	11000	3000	1000	0	0	3000	254000	313000
1930 HRS	9000	62000	7000	0	5000	13000	3000	0	0	0	4000	209000	313000
1945 HRS	7000	48000	23000	0	5000	8000	3000	0	0	0	4000	214000	313000
2000 HRS	80000	46000	10000	0	7000	19000	2000	0	0	0	7000	143000	313000
2030 HRS	62000	74000	11000		4000	20000	2000	0	0	0	11000	128000	313000
2100 HRS	32000	102000	7000		8000	24000	5000	0	0	0	15000	120000	313000
2130 HRS	20000	100000	4000		5000	24000	3000	0	0	0	18000	139000	313000
2200 HRS	12000	68000	3000		8000	25000	4000	0	0	0	18000	175000	313000
2230 HRS	5000	38000	2000		7000	22000	4000	0	0	0	13000	221000	313000

TABLE PT2: TV TUESDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLI	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	5000	23000	10000	4000	8000	11000	1000	1000	0	0	3000	246000	313000
1930 HRS	5000	73000	9000	4000	8000	8000	2000	0	0	0	4000	199000	313000
1945 HRS	4000	55000	33000	3000	4000	8000	1000	0	0	0	3000	201000	313000
2000 HRS	63000	50000	16000	1000	4000	22000	0	0	0	0	4000	151000	313000
2030 HRS	34000	90000	11000		8000	33000	2000	0	5000	1000	7000	123000	313000
2100 HRS	20000	116000	7000		11000	36000	3000	0	5000	1000	8000	106000	313000
2130 HRS	16000	104000	5000		11000	35000	3000	0	5000	1000	10000	121000	313000
2200 HRS	13000	78000	4000		12000	30000	3000	0	5000	1000	12000	154000	313000
2230 HRS	10000	48000	2000		10000	28000	1000	0	3000	0	12000	198000	313000

TABLE PT3: TV WEDNESDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLI	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	2000	21000	15000	4000	5000	4000	0	1000	0	0	3000	256000	313000
1930 HRS	4000	58000	19000	3000	7000	2000	0	0	0	0	3000	217000	313000
1945 HRS	3000	47000	32000	2000	7000	1000	1000	0	0	0	3000	217000	313000
2000 HRS	81000	35000	18000	1000	4000	15000	1000	0	0	0	4000	153000	313000
2030 HRS	73000	37000	15000		11000	33000	2000	1000	0	0	10000	130000	313000
2100 HRS	66000	35000	11000		18000	42000	3000	1000	0	0	11000	127000	313000
2130 HRS	60000	33000	10000		16000	37000	3000	1000	0	0	9000	143000	313000
2200 HRS	53000	26000	9000		16000	35000	3000	1000	0	0	8000	162000	313000
2230 HRS	46000	19000	5000		11000	31000	3000	1000	0	0	8000	189000	313000

TABLE PT4: TV THURSDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLI	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	2000	13000	16000	2000	8000	11000	1000	1000	0	0	7000	252000	313000
1930 HRS	4000	51000	16000	2000	10000	8000	0	0	0	0	4000	217000	313000
1945 HRS	7000	32000	47000	1000	9000	7000	1000	0	0	0	4000	206000	313000
2000 HRS	80000	21000	32000	1000	11000	16000	3000	0	1000	0	5000	142000	313000
2030 HRS	60000	19000	40000		13000	23000	4000	0	9000	1000	9000	135000	313000
2100 HRS	23000	16000	38000		22000	48000	4000	2000	10000	1000	13000	135000	313000
2130 HRS	18000	14000	36000		20000	47000	5000	1000	10000	1000	12000	149000	313000
2200 HRS	11000	12000	30000		18000	44000	5000	1000	10000	1000	11000	171000	313000
2230 HRS	7000	11000	18000		11000	33000	4000	1000	5000	1000	10000	212000	313000

TABLE PT5: TV FRIDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLI	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	5000	20000	13000	1000	3000	10000	1000	1000	0	0	9000	249000	313000
1930 HRS	4000	56000	9000	1000	4000	10000	2000	1000	0	0	8000	218000	313000
1945 HRS	4000	34000	38000	0	5000	8000	1000	0	0	0	8000	214000	313000
2000 HRS	95000	27000	18000	0	9000	13000	1000	0	0	0	7000	143000	313000
2030 HRS	128000	16000	15000		4000	14000	3000	0	0	0	7000	125000	313000
2100 HRS	138000	9000	8000		10000	22000	3000	0	1000	0	7000	116000	313000
2130 HRS	133000	10000	3000		8000	24000	3000	1000	1000	0	7000	123000	313000
2200 HRS	119000	9000	2000		7000	21000	3000	1000	1000	1000	8000	141000	313000
2230 HRS	104000	4000	1000		5000	19000	3000	1000	1000	1000	9000	164000	313000

TABLE PT6: TV SATURDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLI	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	3000	15000	14000	0	4000	4000	1000	0	0	1000	8000	261000	313000
1930 HRS	2000	49000	9000	0	5000	7000	1000	0	0	1000	5000	233000	313000
1945 HRS	3000	27000	42000	0	3000	5000	1000	0	0	0	7000	224000	313000
2000 HRS	72000	20000	18000	0	9000	10000	1000	0	0	0	5000	178000	313000
2030 HRS	57000	20000	14000		11000	16000	8000	0	0	0	12000	175000	313000
2100 HRS	30000	13000	15000		15000	35000	8000	0	0	0	16000	181000	313000
2130 HRS	27000	10000	14000		13000	36000	8000	1000	0	0	16000	187000	313000
2200 HRS	21000	8000	13000		14000	32000	7000	1000	0	0	14000	203000	313000
2230 HRS	13000	4000	9000		12000	28000	8000	1000	0	0	13000	224000	313000

TABLE PT7: TV SUNDAY
(rounded to the nearest 1000)

	TVM	SUPER 1	NET TV	MAX +	RAI	MEDIASET	OTHER	SMASH	CHANNEL	CHANNEL	SATELLITE	NONE	TOTAL
		TV					ITALIAN		12	22			
1900 HRS	8000	10000	28000	2000	1000	7000	1000	0	0	0	13000	243000	313000
1930 HRS	5000	42000	26000	1000	1000	7000	0	0	0	0	9000	222000	313000
1945 HRS	7000	35000	42000	1000	1000	7000	0	0	0	0	8000	213000	313000
2000 HRS	65000	24000	27000	0	5000	10000	0	0	0	0	8000	174000	313000
2030 HRS	34000	73000	19000		4000	13000	0	0	0	0	10000	160000	313000
2100 HRS	19000	72000	18000		4000	23000	0	0	0	0	14000	163000	313000
2130 HRS	18000	56000	13000		3000	22000	1000	0	1000	0	15000	184000	313000
2200 HRS	18000	23000	10000		4000	20000	2000	1000	0		13000	222000	313000
2230 HRS	12000	10000	5000		4000	16000	2000	0	0		10000	253000	313000