

A Report

on A Study of

TV and Radio Audiences in Malta

(Part III – Absolute Figures)

prepared for the

Broadcasting Authority

by

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April 2000

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

	R11	R12	SUPER	101	IS	BAY	RTK	IMASH	CALY- PSO	UJI ADI	VAS	FM RONJ	CAPITAL	NONE	TOTAL
MIDNIGHT	1000	0	0		0	1000		0	0			0	0	311000	313000
0030 HRS	1000	0	0		0	1000		0	0			0	0	311000	313000
0100 HRS	1000	0	0		0	0		0	0			0	0	312000	313000
0130 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0200 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0230 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0300 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0330 HRS	0	0	0		0	0		1000	0			0	0	312000	313000
0400 HRS	0	0	0		0	0		1000	0			0	0	312000	313000
0430 HRS	0	0	0		0	0		1000	0			0	0	312000	313000
0500 HRS	0	0	1000		0	0		1000	0			0	0	311000	313000
0530 HRS	1000	0	1000		0	0	1000	1000	0			0	0	309000	313000
0600 HRS	4000	0	7000	0	2000	0	2000	1000	0			0	0	296000	313000
0630 HRS	7000	1000	11000	1000	2000	2000	2000	0	0		0	0	2000	284000	313000
0700 HRS	7000	1000	13000	3000	1000	3000	7000	1000	1000		1000	1000	3000	270000	313000
0730 HRS	5000	1000	18000	5000	2000	8000	5000	2000	2000		1000	1000	7000	255000	313000
0800 HRS	7000	2000	22000	7000	2000	12000	12000	5000	4000		1000	1000	7000	231000	313000
0830 HRS	5000	3000	23000	8000	2000	11000	11000	5000	7000		2000	1000	7000	228000	313000
0900 HRS	11000	3000	25000	10000	3000	8000	13000	8000	7000		2000	1000	7000	216000	313000
0930 HRS	10000	2000	26000	13000	4000	7000	15000	8000	7000		2000	1000	7000	210000	313000
1000 HRS	10000	3000	25000	11000	4000	5000	14000	8000	8000		1000	1000	7000	216000	313000
1030 HRS	11000	3000	24000	10000	4000	7000	15000	8000	8000		1000	1000	7000	214000	313000
1100 HRS	12000	3000	24000	10000	4000	5000	14000	8000	7000		2000	2000	7000	214000	313000
1130 HRS	12000	3000	26000	9000	4000	4000	14000	8000	7000		1000	1000	5000	218000	313000
NOON	10000	1000	30000	10000	2000	4000	10000	5000	10000		1000	1000	5000	223000	313000
1230 HRS	9000	1000	24000	9000	1000	4000	5000	3000	9000		2000	0	5000	240000	313000
1300 HRS	9000	1000	22000	4000	0	5000	5000	3000	5000		2000	0	7000	248000	313000
1330 HRS	10000	2000	20000	2000	0	5000	5000	3000	4000		2000	0	7000	252000	313000
1400 HRS	8000	2000	12000	2000	0	5000	4000	3000	4000		2000	1000	8000	260000	313000
1430 HRS	7000	1000	7000	2000	1000	4000	4000	3000	4000		2000	0	8000	269000	313000
1500 HRS	4000	2000	7000	2000	0	8000	4000	3000	2000		2000	0	10000	268000	313000
1530 HRS	4000	2000	4000	0	0	8000	4000	3000	1000		2000	0	10000	274000	313000
1600 HRS	5000	5000	4000	3000	0	9000	4000	3000	1000		2000	1000	8000	266000	313000
1630 HRS	4000	5000	4000	4000	0	9000	3000	3000	1000	0		0	4000	274000	313000
1700 HRS	4000	5000	4000	7000	1000	4000	3000	3000	1000	0		0	5000	274000	313000
1730 HRS	4000	3000	5000	5000	1000	4000	1000	2000	1000	0		0	4000	280000	313000
1800 HRS	5000	1000	11000	3000	1000	4000	1000	1000	2000	0		0	5000	277000	313000
1830 HRS	5000	1000	10000	3000	2000	3000	1000	1000	2000	0		0	4000	279000	313000
1900 HRS	5000	1000	9000	2000	3000	2000	3000	1000	2000	0		0	2000	281000	313000
1930 HRS	4000	1000	9000	1000	2000	1000	1000	2000	1000	0		0	2000	288000	313000
2000 HRS	5000	0	8000	0	1000	1000	1000	1000	0	0		1000	2000	292000	313000
2030 HRS	5000	0	5000	0	1000	1000	2000	1000	0	0		1000	0	295000	313000
2100 HRS	4000	0	7000	0	1000	1000	1000	0	0	0		1000	1000	296000	313000
2130 HRS	4000	0	7000	0	1000	1000	1000	0	0	0		1000	1000	296000	313000
2200 HRS	3000	0	5000	1000	1000	1000	0	0	0	0		1000	1000	299000	313000
2230 HRS	2000	0	3000	1000	1000	1000	0	0	0			1000	1000	302000	313000
2300 HRS	3000	0	3000	1000	1000	1000	0	0	0			1000	1000	301000	313000
2330 HRS	2000	0	1000	1000	0	1000	0	0	0			0	1000	306000	313000

*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	JUPER	101	IS	BAY	RTK	IMAS	CALY- PSO	UHI ADR	MAS	FM RONJ	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	1000		0	0		0	0			0	0	312000	313000
0030 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0100 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0130 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0200 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0230 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0300 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0330 HRS	0	0	1000		0	0		1000	0			0	0	311000	313000
0400 HRS	0	0	1000		0	0		1000	0			0	0	311000	313000
0430 HRS	0	0	1000		0	0		1000	0			0	0	311000	313000
0500 HRS	1000	0	2000		0	1000		1000	0			0	0	307000	313000
0530 HRS	1000	0	2000		0	0	1000	0	0			0	1000	307000	313000
0600 HRS	4000	0	10000	2000	0	0	2000	0	0			0	1000	293000	313000
0630 HRS	4000	1000	13000	2000	0	1000	3000	0	0		0	1000	2000	284000	313000
0700 HRS	4000	2000	19000	8000	0	2000	4000	1000	0		2000	0	5000	265000	313000
0730 HRS	4000	3000	21000	8000	2000	2000	5000	2000	1000		3000	0	7000	254000	313000
0800 HRS	7000	2000	23000	10000	1000	5000	11000	7000	2000		3000	0	10000	232000	313000
0830 HRS	7000	4000	26000	11000	1000	5000	10000	7000	3000		3000	0	10000	225000	313000
0900 HRS	8000	4000	26000	10000	2000	7000	13000	7000	4000		3000	1000	9000	219000	313000
0930 HRS	7000	4000	27000	11000	2000	7000	13000	7000	4000		2000	0	8000	221000	313000
1000 HRS	9000	4000	28000	10000	3000	8000	13000	8000	4000		2000	1000	9000	213000	313000
1030 HRS	9000	3000	27000	10000	3000	5000	14000	8000	4000		2000	1000	10000	216000	313000
1100 HRS	10000	2000	27000	9000	3000	7000	12000	8000	4000		2000	1000	10000	218000	313000
1130 HRS	9000	4000	28000	9000	2000	7000	12000	8000	4000		3000	1000	12000	213000	313000
NOON	8000	5000	33000	9000	1000	5000	15000	4000	7000		3000	1000	11000	210000	313000
1230 HRS	8000	4000	37000	9000	0	4000	10000	2000	7000		3000	1000	9000	219000	313000
1300 HRS	*7000	3000	36000	5000	1000	4000	7000	2000	5000		2000	1000	9000	230000	313000
1330 HRS	7000	2000	32000	3000	1000	4000	7000	2000	5000		2000	1000	9000	237000	313000
1400 HRS	5000	1000	23000	3000	1000	4000	5000	4000	5000		2000	1000	10000	246000	313000
1430 HRS	8000	1000	21000	2000	2000	3000	2000	4000	4000		2000	0	9000	254000	313000
1500 HRS	9000	2000	21000	3000	1000	5000	1000	4000	4000		2000	0	10000	249000	313000
1530 HRS	9000	4000	18000	3000	1000	5000	1000	4000	2000		1000	0	9000	255000	313000
1600 HRS	8000	4000	16000	4000	1000	9000	2000	3000	3000		1000	0	10000	251000	313000
1630 HRS	8000	4000	15000	4000	1000	7000	2000	3000	1000	0		1000	8000	258000	313000
1700 HRS	8000	3000	15000	7000	2000	3000	5000	5000	1000	0		1000	8000	254000	313000
1730 HRS	4000	3000	18000	7000	2000	2000	3000	4000	0	0		1000	7000	261000	313000
1800 HRS	5000	3000	16000	4000	2000	2000	2000	4000	1000	0		0	8000	264000	313000
1830 HRS	5000	2000	15000	4000	2000	1000	2000	3000	2000	0		0	4000	270000	313000
1900 HRS	7000	2000	13000	1000	2000	2000	5000	3000	3000	0		0	1000	272000	313000
1930 HRS	5000	1000	8000	1000	1000	2000	4000	3000	3000	0		0	1000	282000	313000
2000 HRS	5000	2000	5000	1000	1000	0	4000	3000	3000	100		0	1000	284000	313000
2030 HRS	5000	2000	5000	1000	1000	0	1000	0	2000	0		0	0	294000	313000
2100 HRS	5000	2000	4000	1000	1000	0	1000	0	1000	0		0	0	296000	313000
2130 HRS	5000	2000	3000	0	1000	0	1000	0	1000	0		0	0	299000	313000
2200 HRS	5000	2000	3000	0	1000	0	0	0	0	0		0	0	301000	313000
2230 HRS	4000	0	2000	0	0	0	0	0	0			0	0	306000	313000
2300 HRS	5000	0	2000	0	0	0	0	0	1000			0	0	304000	313000
2330 HRS	3000	0	1000	0	0	0	0	0	1000			0	0	307000	313000

*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	101	IS	BAY	RTK	IMASI	CALY- PSO	UHI ADII	WAS	FM ROHJ	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	0		0	0		0	0			0	0	313000	313000
0030 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0100 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0130 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0200 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0230 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0300 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0330 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0400 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0430 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0500 HRS	0	0	2000		0	0		0	0			0	0	311000	313000
0530 HRS	0	0	1000		0	0	1000	0	0			0	0	311000	313000
0600 HRS	5000	0	8000	2000	0	0	3000	0	0			0	1000	293000	313000
0630 HRS	5000	0	10000	2000	0	0	3000	0	0		0	1000	1000	290000	313000
0700 HRS	7000	1000	15000	11000	2000	2000	7000	1000	1000		2000	0	2000	261000	313000
0730 HRS	7000	1000	16000	13000	1000	3000	8000	1000	1000		3000	0	2000	256000	313000
0800 HRS	7000	1000	18000	10000	0	3000	11000	3000	1000		4000	0	8000	247000	313000
0830 HRS	7000	0	22000	11000	0	3000	12000	2000	2000		5000	0	8000	241000	313000
0900 HRS	7000	1000	23000	14000	0	7000	14000	2000	3000		4000	1000	10000	226000	313000
0930 HRS	8000	1000	25000	15000	0	9000	13000	3000	3000		4000	0	13000	218000	313000
1000 HRS	11000	2000	26000	15000	1000	7000	12000	2000	4000		4000	1000	15000	211000	313000
1030 HRS	11000	2000	21000	16000	1000	7000	13000	2000	3000		3000	1000	14000	218000	313000
1100 HRS	8000	3000	21000	14000	1000	7000	14000	3000	3000		3000	1000	14000	220000	313000
1130 HRS	8000	3000	24000	13000	1000	7000	13000	3000	4000		3000	2000	15000	216000	313000
NOON	9000	3000	27000	11000	1000	7000	13000	4000	3000		2000	2000	15000	214000	313000
1230 HRS	10000	2000	27000	12000	1000	7000	9000	4000	2000		1000	2000	12000	223000	313000
1300 HRS	7000	2000	25000	11000	2000	7000	9000	3000	0		1000	1000	12000	233000	313000
1330 HRS	7000	1000	25000	9000	2000	7000	9000	2000	0		1000	1000	12000	237000	313000
1400 HRS	5000	1000	21000	7000	1000	8000	11000	2000	0		1000	0	12000	244000	313000
1430 HRS	9000	0	22000	7000	1000	8000	11000	2000	0		1000	0	10000	243000	313000
1500 HRS	9000	0	22000	7000	1000	9000	10000	2000	0		1000	0	10000	243000	313000
1530 HRS	8000	1000	21000	5000	1000	8000	8000	3000	0		0	0	10000	248000	313000
1600 HRS	8000	1000	21000	9000	0	8000	10000	3000	0		0	0	7000	247000	313000
1630 HRS	8000	1000	18000	8000	0	3000	12000	2000	1000	0		0	5000	255000	313000
1700 HRS	10000	1000	19000	9000	1000	8000	11000	1000	3000	0		0	4000	246000	313000
1730 HRS	8000	2000	18000	8000	0	7000	10000	1000	4000	0		0	4000	252000	313000
1800 HRS	9000	1000	16000	4000	0	3000	10000	1000	5000	0		0	4000	258000	313000
1830 HRS	9000	1000	14000	3000	0	0	8000	1000	4000	0		0	2000	270000	313000
1900 HRS	10000	2000	13000	3000	0	0	12000	1000	3000	0		0	1000	267000	313000
1930 HRS	8000	1000	9000	2000	0	1000	9000	1000	3000	0		0	0	279000	313000
2000 HRS	8000	0	5000	2000	0	2000	3000	1000	2000	0		0	0	289000	313000
2030 HRS	8000	0	5000	2000	0	1000	1000	0	1000	0		0	0	294000	313000
2100 HRS	4000	0	4000	2000	0	1000	1000	0	0	0		0	0	300000	313000
2130 HRS	3000	0	4000	1000	0	2000	1000	0	0	0		0	0	301000	313000
2200 HRS	3000	0	4000	1000	0	0	1000	0	0	0		0	0	303000	313000
2230 HRS	3000	0	2000	1000	0	0	1000	0	0	0		0	0	305000	313000
2300 HRS	2000	0	2000	1000	0	0	0	0	0	0		0	0	307000	313000
2330 HRS	1000	0	1000	0	0	0	0	0	0	0		0	0	311000	313000

*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*)

	R111	R112	JUPER	101	IS	SAY	RTK	IMAS	CALY- PSO	UNI ADI	MAS	FM RONJ	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	1000		0	0		0	0			0	0	312000	313000
0030 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0100 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0130 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0200 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0230 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0300 HRS	0	0	1000		0	1000		0	0			0	0	311000	313000
0330 HRS	0	0	1000		0	1000		0	0			0	0	311000	313000
0400 HRS	0	0	1000		0	1000		0	0			0	0	311000	313000
0430 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0500 HRS	0	0	3000		0	0		0	0			0	0	310000	313000
0530 HRS	0	0	3000		0	0	1000	0	1000			0	0	307000	313000
0600 HRS	3000	0	4000	1000	0	0	2000	0	1000			0	0	301000	313000
0630 HRS	3000	0	8000	1000	0	1000	2000	0	3000		0	0	0	294000	313000
0700 HRS	5000	0	13000	2000	3000	5000	7000	1000	4000		0	0	1000	270000	313000
0730 HRS	7000	0	15000	4000	3000	6000	7000	1000	3000		0	1000	5000	258000	313000
0800 HRS	8000	0	19000	4000	3000	5000	12000	1000	3000		3000	1000	9000	244000	313000
0830 HRS	8000	0	16000	7000	3000	9000	13000	2000	2000		3000	1000	8000	241000	313000
0900 HRS	8000	1000	15000	15000	4000	12000	16000	2000	3000		3000	1000	9000	222000	313000
0930 HRS	8000	2000	15000	16000	3000	12000	16000	2000	2000		4000	0	12000	219000	313000
1000 HRS	9000	2000	19000	18000	2000	10000	18000	2000	2000		4000	0	13000	214000	313000
1030 HRS	9000	2000	18000	18000	2000	11000	18000	2000	1000		3000	0	13000	217000	313000
1100 HRS	8000	2000	15000	16000	2000	11000	16000	2000	1000		3000	0	13000	222000	313000
1130 HRS	8000	2000	18000	15000	2000	11000	15000	2000	2000		3000	0	13000	221000	313000
NOON	5000	1000	19000	13000	2000	12000	14000	2000	1000		2000	0	12000	229000	313000
1230 HRS	7000	1000	20000	13000	2000	12000	8000	2000	1000		1000	0	11000	235000	313000
1300 HRS	7000	2000	15000	11000	1000	13000	9000	2000	0		1000	0	12000	240000	313000
1330 HRS	7000	2000	14000	9000	1000	12000	9000	1000	1000		1000	0	12000	244000	313000
1400 HRS	7000	1000	10000	10000	1000	13000	8000	2000	1000		1000	1000	11000	247000	313000
1430 HRS	8000	2000	9000	10000	1000	12000	7000	2000	1000		1000	1000	11000	248000	313000
1500 HRS	7000	2000	9000	9000	1000	14000	8000	3000	0		0	0	11000	249000	313000
1530 HRS	5000	2000	11000	8000	1000	13000	5000	3000	0		0	0	11000	253000	313000
1600 HRS	4000	1000	9000	11000	1000	12000	5000	5000	0		0	0	10000	254000	313000
1630 HRS	3000	1000	8000	11000	1000	12000	4000	2000	1000	0		0	8000	261000	313000
1700 HRS	5000	1000	9000	10000	1000	16000	4000	2000	2000	0		0	8000	254000	313000
1730 HRS	3000	0	9000	10000	1000	11000	7000	2000	3000	0		0	4000	263000	313000
1800 HRS	3000	1000	14000	10000	3000	5000	9000	1000	4000	0		0	2000	259000	313000
1830 HRS	1000	0	12000	4000	2000	3000	5000	1000	4000	0		0	3000	276000	313000
1900 HRS	1000	0	8000	3000	1000	3000	9000	1000	4000	0		0	2000	280000	313000
1930 HRS	1000	0	7000	0	1000	1000	7000	1000	4000	0		0	1000	290000	313000
2000 HRS	0	0	3000	0	2000	0	0	1000	3000	0		0	1000	302000	313000
2030 HRS	0	0	2000	0	0	0	0	1000	1000	0		0	1000	307000	313000
2100 HRS	0	0	2000	1000	0	0	0	1000	0	0		0	1000	307000	313000
2130 HRS	0	0	2000	1000	0	0	0	1000	0	0		0	1000	307000	313000
2200 HRS	0	0	2000	1000	0	0	0	1000	0	0		0	1000	307000	313000
2230 HRS	0	0	2000	0	0	1000	0	0	0			0	1000	309000	313000
2300 HRS	0	0	2000	0	0	1000	1000	0	0			0	1000	307000	313000
2330 HRS	0	0	2000	0	0	0	1000	0	0			0	0	310000	313000

*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*)

	R/L1	R/L2	SUPER	101	IS	BAY	RTK	MAS+	CALY- PSO	UIH ADK	MAS	FM ROIJJ	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	1000		0	0		0	0			0	0	312000	313000
0030 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0100 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0130 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0200 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0230 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0300 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0330 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0400 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0430 HRS	0	0	1000		0	0		0	0			0	0	312000	313000
0500 HRS	0	0	2000		0	0		0	0			0	0	311000	313000
0530 HRS	0	0	3000		0	0	0	0	0			0	0	310000	313000
0600 HRS	0	1000	5000	2000	1000	0	3000	0	0			0	0	299000	313000
0630 HRS	0	1000	7000	5000	1000	1000	3000	1000	1000		0	1000	0	290000	313000
0700 HRS	1000	1000	11000	7000	2000	4000	7000	1000	4000		1000	0	4000	269000	313000
0730 HRS	3000	1000	10000	8000	2000	8000	5000	3000	5000		2000	0	8000	257000	313000
0800 HRS	4000	1000	10000	10000	2000	5000	12000	2000	7000		2000	0	8000	249000	313000
0830 HRS	5000	2000	10000	10000	2000	8000	12000	2000	5000		1000	0	8000	247000	313000
0900 HRS	8000	4000	9000	13000	3000	13000	14000	3000	5000		1000	0	9000	230000	313000
0930 HRS	8000	4000	12000	15000	3000	12000	15000	3000	5000		1000	0	10000	223000	313000
1000 HRS	8000	2000	13000	18000	3000	10000	15000	4000	4000		2000	0	11000	222000	313000
1030 HRS	7000	2000	13000	18000	3000	9000	15000	5000	3000		2000	0	11000	224000	313000
1100 HRS	7000	2000	13000	19000	3000	10000	18000	4000	3000		1000	0	11000	222000	313000
1130 HRS	7000	2000	12000	19000	3000	10000	18000	3000	2000		1000	0	11000	225000	313000
NOON	5000	1000	19000	18000	2000	9000	16000	3000	2000		0	0	10000	228000	313000
1230 HRS	4000	1000	16000	14000	2000	10000	12000	3000	2000		0	0	10000	237000	313000
1300 HRS	3000	1000	13000	12000	3000	9000	10000	2000	1000		0	1000	10000	247000	313000
1330 HRS	2000	1000	12000	9000	2000	8000	9000	2000	2000		1000	1000	11000	253000	313000
1400 HRS	2000	1000	11000	11000	2000	9000	8000	2000	2000		1000	0	10000	254000	313000
1430 HRS	2000	1000	9000	10000	1000	9000	7000	2000	3000		0	0	11000	258000	313000
1500 HRS	2000	1000	8000	10000	2000	13000	5000	2000	2000		0	0	11000	256000	313000
1530 HRS	1000	2000	8000	10000	2000	13000	7000	2000	1000		0	0	12000	255000	313000
1600 HRS	0	1000	8000	10000	2000	10000	7000	3000	1000		0	0	10000	261000	313000
1630 HRS	0	1000	8000	11000	2000	8000	7000	3000	1000	0		0	9000	264000	313000
1700 HRS	1000	1000	8000	13000	2000	9000	8000	2000	2000	0		0	4000	263000	313000
1730 HRS	0	0	9000	9000	2000	7000	4000	2000	2000	0		0	2000	278000	313000
1800 HRS	1000	0	11000	10000	3000	8000	4000	0	2000	0		0	0	274000	313000
1830 HRS	1000	0	9000	5000	3000	5000	2000	0	2000	0		0	1000	283000	313000
1900 HRS	1000	0	7000	1000	1000	4000	5000	0	1000	0		0	1000	291000	313000
1930 HRS	0	0	7000	1000	1000	2000	3000	0	1000	0		0	2000	295000	313000
2000 HRS	0	0	3000	0	0	2000	2000	1000	2000	0		0	1000	301000	313000
2030 HRS	0	0	2000	0	0	3000	2000	1000	1000	0		0	1000	302000	313000
2100 HRS	1000	0	2000	0	0	2000	1000	0	0	0		0	1000	305000	313000
2130 HRS	1000	0	1000	0	0	2000	0	0	0	0		1000	1000	306000	313000
2200 HRS	1000	0	3000	0	0	2000	0	0	0	0		1000	1000	304000	313000
2230 HRS	2000	0	3000	0	0	2000	0	0	0	0		1000	1000	303000	313000
2300 HRS	2000	0	3000	0	0	1000	0	0	1000			1000	1000	303000	313000
2330 HRS	1000	0	3000	0	0	0	0	0	0			1000	1000	306000	313000

*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	101	IS	BAY	RTK	IMASH	CALY- PSO	UNI ADI	VAS	FM RONJ	APITA	NONE	TOTAL
MIDNIGHT	0	0	0		0	0		0	0			0	0	313000	313000
0030 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0100 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0130 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0200 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0230 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0300 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0330 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0400 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0430 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0500 HRS	0	0	0		0	1000		0	1000			0	0	311000	313000
0530 HRS	0	0	1000		0	1000	0	0	1000			0	0	310000	313000
0600 HRS	1000	0	5000	4000	0	0	4000	1000	0			0	0	296000	313000
0630 HRS	1000	0	8000	5000	0	1000	4000	2000	1000		0	2000	1000	287000	313000
0700 HRS	3000	0	9000	8000	0	2000	8000	3000	3000		0	1000	3000	272000	313000
0730 HRS	3000	0	12000	8000	1000	2000	8000	3000	4000		0	1000	3000	267000	313000
0800 HRS	3000	2000	15000	9000	1000	4000	15000	2000	3000		0	1000	2000	254000	313000
0830 HRS	3000	2000	15000	9000	0	5000	18000	3000	3000		1000	1000	3000	248000	313000
0900 HRS	5000	4000	16000	12000	0	12000	23000	3000	3000		1000	1000	3000	228000	313000
0930 HRS	5000	3000	18000	12000	0	11000	25000	3000	3000		2000	0	3000	226000	313000
1000 HRS	5000	4000	18000	13000	1000	13000	27000	4000	3000		2000	0	3000	218000	313000
1030 HRS	3000	4000	21000	14000	1000	12000	26000	7000	2000		2000	0	3000	217000	313000
1100 HRS	4000	4000	22000	15000	1000	11000	26000	7000	2000		2000	0	3000	214000	313000
1130 HRS	4000	4000	23000	15000	1000	11000	28000	7000	0		2000	0	3000	213000	313000
NOON	3000	4000	23000	21000	2000	8000	20000	9000	1000		1000	0	1000	220000	313000
1230 HRS	2000	2000	21000	13000	2000	7000	16000	7000	1000		1000	0	1000	240000	313000
1300 HRS	2000	2000	16000	14000	1000	5000	13000	7000	1000		1000	0	1000	248000	313000
1330 HRS	1000	1000	18000	11000	0	4000	11000	5000	1000		1000	0	1000	258000	313000
1400 HRS	1000	1000	13000	10000	0	7000	10000	4000	1000		1000	0	1000	264000	313000
1430 HRS	2000	1000	12000	8000	0	4000	10000	5000	2000		0	1000	1000	265000	313000
1500 HRS	2000	2000	13000	9000	0	4000	10000	3000	2000		0	1000	0	266000	313000
1530 HRS	1000	2000	13000	9000	0	5000	10000	3000	2000		0	1000	1000	265000	313000
1600 HRS	1000	2000	13000	10000	0	4000	10000	3000	2000		0	0	0	267000	313000
1630 HRS	1000	1000	13000	11000	0	5000	8000	3000	2000	0		0	0	268000	313000
1700 HRS	1000	2000	15000	8000	0	5000	8000	4000	2000	0		0	0	267000	313000
1730 HRS	1000	3000	14000	8000	0	4000	5000	3000	2000	0		0	0	271000	313000
1800 HRS	0	3000	12000	5000	0	4000	5000	2000	2000	0		0	0	278000	313000
1830 HRS	0	3000	11000	4000	0	4000	7000	1000	2000	0		0	0	280000	313000
1900 HRS	0	2000	9000	3000	0	3000	7000	0	1000	0		0	0	288000	313000
1930 HRS	0	1000	8000	1000	0	2000	3000	0	1000	0		0	0	296000	313000
2000 HRS	0	1000	7000	1000	0	3000	2000	0	1000	0		0	0	298000	313000
2030 HRS	0	0	4000	1000	0	3000	2000	0	1000	0		0	0	301000	313000
2100 HRS	0	0	4000	1000	0	2000	2000	0	1000	0		0	0	302000	313000
2130 HRS	0	0	3000	1000	0	1000	2000	0	1000	0		0	0	304000	313000
2200 HRS	0	0	4000	1000	0	1000	1000	0	1000	0		0	0	304000	313000
2230 HRS	0	0	4000	0	0	1000	2000	0	0			0	0	305000	313000
2300 HRS	0	0	3000	0	0	1000	1000	0	1000			0	0	306000	313000
2330 HRS	0	0	2000	0	1000	0	1000	0	1000			1000	0	308000	313000

*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*)

	RL11	RL12	SUPER	101	IS	EAY	RTK	IMASH	CALY- PSQ	UNI ADH	VAS	FM RONJ	APITA	NONE	TOTAL
MIDNIGHT	0	0	0		0	0		0	0			0	0	313000	313000
0030 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0100 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0130 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0200 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0230 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0300 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0330 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0400 HRS	0	0	0		0	0		0	1000			0	0	312000	313000
0430 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0500 HRS	0	0	0		0	0		0	0			0	0	313000	313000
0530 HRS	0	0	0		0	0	0	0	0			1000	0	311000	313000
0600 HRS	1000	0	4000	1000	0	0	2000	0	0			1000	0	302000	313000
0630 HRS	2000	0	9000	1000	0	1000	1000	0	1000		0	1000	1000	294000	313000
0700 HRS	5000	1000	10000	1000	1000	3000	3000	0	2000		1000	1000	2000	281000	313000
0730 HRS	4000	2000	14000	1000	3000	4000	4000	0	3000		0	1000	2000	272000	313000
0800 HRS	7000	2000	14000	5000	2000	4000	7000	1000	5000		1000	2000	2000	259000	313000
0830 HRS	5000	2000	15000	5000	1000	5000	5000	2000	5000		1000	2000	2000	259000	313000
0900 HRS	5000	1000	18000	9000	1000	7000	5000	3000	5000		1000	2000	2000	253000	313000
0930 HRS	4000	0	22000	10000	2000	8000	7000	3000	5000		2000	2000	2000	245000	313000
1000 HRS	5000	0	23000	14000	2000	11000	9000	3000	7000		2000	3000	2000	231000	313000
1030 HRS	4000	0	23000	14000	3000	9000	10000	3000	7000		1000	3000	2000	233000	313000
1100 HRS	3000	0	26000	15000	2000	11000	11000	3000	7000		1000	2000	2000	229000	313000
1130 HRS	3000	0	30000	15000	2000	10000	11000	3000	4000		1000	1000	1000	231000	313000
NOON	5000	1000	22000	15000	2000	10000	9000	4000	4000		0	1000	0	239000	313000
1230 HRS	5000	1000	16000	10000	0	4000	5000	2000	3000		0	2000	0	263000	313000
1300 HRS	5000	1000	14000	10000	0	8000	4000	3000	4000		0	1000	0	261000	313000
1330 HRS	5000	1000	10000	8000	0	5000	4000	2000	4000		0	1000	0	271000	313000
1400 HRS	2000	1000	8000	5000	2000	8000	5000	1000	4000		0	1000	0	275000	313000
1430 HRS	2000	1000	8000	4000	1000	8000	7000	1000	4000		0	1000	1000	275000	313000
1500 HRS	3000	2000	7000	4000	2000	10000	5000	2000	2000		0	0	0	275000	313000
1530 HRS	3000	2000	7000	4000	1000	8000	4000	3000	2000		0	0	0	278000	313000
1600 HRS	3000	1000	7000	5000	0	11000	7000	2000	2000		0	0	0	275000	313000
1630 HRS	5000	1000	5000	4000	1000	11000	5000	2000	1000	0		0	0	275000	313000
1700 HRS	5000	1000	5000	5000	1000	10000	7000	1000	2000	0		0	0	274000	313000
1730 HRS	5000	1000	5000	4000	1000	7000	4000	2000	2000	0		0	0	279000	313000
1800 HRS	2000	1000	4000	5000	2000	5000	3000	2000	1000	0		0	0	284000	313000
1830 HRS	2000	1000	5000	3000	0	2000	3000	2000	1000	0		0	0	291000	313000
1900 HRS	1000	1000	4000	1000	0	3000	4000	0	1000	0		0	0	295000	313000
1930 HRS	1000	0	3000	1000	0	3000	2000	0	0	0		0	0	301000	313000
2000 HRS	1000	0	2000	1000	0	3000	1000	0	0	0		0	0	303000	313000
2030 HRS	1000	0	2000	1000	0	3000	1000	0	0	0		0	0	303000	313000
2100 HRS	1000	0	2000	0	0	3000	1000	0	1000	0		0	1000	302000	313000
2130 HRS	1000	0	2000	1000	0	1000	1000	0	1000	0		0	1000	303000	313000
2200 HRS	1000	0	5000	1000	0	1000	1000	0	1000	0		0	1000	300000	313000
2230 HRS	0	0	4000	1000	1000	1000	2000	0	1000			0	1000	300000	313000
2300 HRS	0	0	3000	1000	1000	1000	1000	0	1000			0	1000	302000	313000
2330 HRS	0	0	2000	0	2000	1000	1000	0	1000			0	1000	304000	313000

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

	TVM	SUPER	ET T	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0			0	0	1000	0	0		0	312000	313000
0030 HRS	0				0	0	1000	0	0		0	312000	313000
0100 HRS	0				0	0	1000	0	0		0	312000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				0	0	0	0	0		0	313000	313000
0230 HRS	0				0	0	0	0	0		0	313000	313000
0300 HRS	0				0	0	0	0	0		0	313000	313000
0330 HRS	0				0	0	0	0	0		0	313000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	0	0	0		0	313000	313000
0530 HRS	0				0	0	0	0	0		0	313000	313000
0600 HRS	0				0	0	0	0	0		0	313000	313000
0630 HRS	0	1000			0	0	0	0	0		0	312000	313000
0700 HRS	0	2000		0	0	2000	0	0	0	0	0	309000	313000
0730 HRS	0	2000		0	0	2000	0	0	0	0	0	309000	313000
0800 HRS	1000	1000		0	1000	1000	0	0	0	0	1000	307000	313000
0830 HRS	3000	2000		0	1000	0	0	0	0	0	1000	305000	313000
0900 HRS	2000	3000		0	1000	0	0	0	0	0	1000	305000	313000
0930 HRS	1000	3000		0	1000	0	0	0	0	0	2000	305000	313000
1000 HRS	3000	3000		0	1000	0	0	0	0	0	2000	303000	313000
1030 HRS	3000	3000		0	1000	0	0	0	0	0	1000	304000	313000
1100 HRS	2000	3000		0	1000	0	0	0	0	0	1000	305000	313000
1130 HRS	3000	4000		0	1000	0	0	0	0	0	1000	303000	313000
NOON	3000	7000		0	1000	1000	0	0	1000	0	1000	299000	313000
1230 HRS	3000	5000		0	1000	1000	0	0	1000	0	1000	300000	313000
1300 HRS	9000	4000		1000	3000	1000	0	0	1000	0	1000	292000	313000
1330 HRS	7000	3000		0	3000	1000	0	0	1000	0	1000	296000	313000
1400 HRS	7000	5000		0	3000	5000	1000	0	0	0	1000	290000	313000
1430 HRS	5000	7000		0	2000	4000	0	0	0	1000	0	293000	313000
1500 HRS	4000	7000		0	2000	5000	1000	0	1000	1000	0	291000	313000
1530 HRS	7000	5000		0	2000	1000	3000	0	1000	1000	1000	291000	313000
1600 HRS	8000	7000		1000	2000	2000	2000	0	1000	1000	1000	287000	313000
1630 HRS	5000	5000		1000	2000	3000	1000	0	0	1000	3000	289000	313000
1700 HRS	8000	4000	4000	2000	3000	5000	0	0	0	1000	4000	280000	313000
1730 HRS	11000	5000	7000	1000	3000	5000	0	0	0	1000	4000	275000	313000
1800 HRS	13000	5000	11000	1000	3000	11000	1000	0	0	0	5000	261000	313000
1830 HRS	8000	7000	11000	1000	7000	12000	2000	0	0	0	5000	260000	313000
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	6000	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
2300 HRS	3000	15000	3000		3000	13000	3000	0	0	0	8000	264000	313000
2330 HRS	1000	5000			1000	5000	2000	0	0		7000	290000	313000

**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	UPER	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CH 12	C+	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0			0	0	0	0	0		1000	312000	313000
0030 HRS	0				0	0	0	0	0		1000	312000	313000
0100 HRS	0				0	0	0	0	0		0	313000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				1000	0	0	0	0		0	312000	313000
0230 HRS	0				1000	0	0	0	0		0	312000	313000
0300 HRS	0				1000	0	0	0	0		0	312000	313000
0330 HRS	0				1000	0	0	0	0		0	312000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	1000	0	0		0	312000	313000
0530 HRS	0				0	1000	0	0	0		0	312000	313000
0600 HRS	0				1000	0	0	0	0		0	312000	313000
0630 HRS	0	2000			0	0	0	0	0		0	311000	313000
0700 HRS	1000	1000		0	0	0	0	0	0	0	1000	310000	313000
0730 HRS	2000	1000		0	0	0	0	0	0	0	1000	309000	313000
0800 HRS	2000	2000		0	0	0	0	0	0	0	2000	306000	313000
0830 HRS	3000	3000		0	0	0	0	0	0	0	2000	304000	313000
0900 HRS	4000	4000		0	0	0	0	0	0	0	2000	302000	313000
0930 HRS	5000	4000		0	0	0	0	0	0	0	2000	301000	313000
1000 HRS	5000	2000		0	0	1000	0	1000	0	0	2000	301000	313000
1030 HRS	4000	2000		0	1000	1000	0	1000	0	0	2000	301000	313000
1100 HRS	4000	2000		0	0	2000	0	2000	0	0	2000	300000	313000
1130 HRS	4000	2000		0	0	2000	0	2000	0	0	2000	300000	313000
NOON	4000	0		0	2000	3000	0	1000	0	0	1000	301000	313000
1230 HRS	5000	3000		0	2000	2000	0	1000	0	0	1000	298000	313000
1300 HRS	11000	3000		1000	3000	4000	0	0	0	0	1000	289000	313000
1330 HRS	8000	3000		1000	2000	4000	0	0	0	0	1000	293000	313000
1400 HRS	10000	2000		0	2000	5000	0	0	0	0	2000	291000	313000
1430 HRS	8000	2000		0	2000	8000	0	0	0	0	2000	290000	313000
1500 HRS	2000	1000		0	2000	9000	1000	1000	0	0	2000	294000	313000
1530 HRS	2000	4000		0	2000	7000	2000	1000	0	0	3000	291000	313000
1600 HRS	2000	4000		0	2000	5000	2000	1000	0	0	3000	292000	313000
1630 HRS	3000	3000		0	2000	4000	1000	1000	0	0	3000	294000	313000
1700 HRS	4000	5000	0	0	5000	4000	0	0	0	0	3000	290000	313000
1730 HRS	3000	8000	2000	0	5000	4000	0	0	0	0	3000	287000	313000
1800 HRS	9000	8000	8000	1000	7000	8000	1000	0	0	0	3000	269000	313000
1830 HRS	4000	11000	8000	4000	8000	11000	1000	0	0	0	3000	263000	313000
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
2300 HRS	7000	20000	1000		4000	14000	1000	0	2000	0	10000	254000	313000
2330 HRS	2000	3000			1000	8000	0	0	0		3000	295000	313000

*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	ET T	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0			0	1000	0	0	0		0	312000	313000
0030 HRS	0				0	1000	0	0	0		0	312000	313000
0100 HRS	0				0	0	0	0	0		0	313000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				0	0	0	0	0		0	313000	313000
0230 HRS	0				1000	0	0	0	0		0	312000	313000
0300 HRS	0				1000	0	0	0	0		0	312000	313000
0330 HRS	0				1000	0	0	0	0		0	312000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	0	0	0		0	313000	313000
0530 HRS	0				0	1000	1000	0	0		0	311000	313000
0600 HRS	0				1000	0	0	0	0		0	312000	313000
0630 HRS	0	1000			0	0	0	0	0		0	312000	313000
0700 HRS	0	1000		0	0	0	0	0	0	0	2000	310000	313000
0730 HRS	0	1000		0	0	0	0	0	0	0	2000	310000	313000
0800 HRS	0	1000		0	0	0	0	0	0	0	3000	309000	313000
0830 HRS	0	0		0	1000	0	0	0	0	0	3000	309000	313000
0900 HRS	0	0		0	1000	0	0	0	0	0	3000	309000	313000
0930 HRS	0	1000		0	1000	1000	0	0	0	0	4000	305000	313000
1000 HRS	3000	1000		0	1000	3000	1000	0	0	0	3000	300000	313000
1030 HRS	3000	1000		0	1000	2000	1000	0	0	0	3000	301000	313000
1100 HRS	3000	1000		0	1000	2000	0	0	0	0	3000	302000	313000
1130 HRS	3000	2000		0	2000	2000	0	0	0	0	3000	300000	313000
NOON	2000	2000		0	4000	1000	0	0	0	0	2000	301000	313000
1230 HRS	1000	8000		0	3000	1000	0	0	0	0	2000	298000	313000
1300 HRS	9000	5000		0	3000	1000	0	0	0	0	1000	293000	313000
1330 HRS	9000	3000		0	2000	3000	1000	0	0	0	2000	292000	313000
1400 HRS	11000	2000		0	1000	3000	1000	0	0	0	2000	292000	313000
1430 HRS	11000	3000		0	0	5000	0	0	0	0	2000	290000	313000
1500 HRS	7000	3000		0	0	7000	0	0	0	0	2000	293000	313000
1530 HRS	3000	7000		0	0	8000	0	0	0	0	3000	291000	313000
1600 HRS	7000	6000		1000	0	9000	0	0	0	0	3000	286000	313000
1630 HRS	7000	3000		1000	0	8000	1000	0	0	0	3000	290000	313000
1700 HRS	4000	4000	2000	1000	1000	9000	1000	0	0	0	4000	286000	313000
1730 HRS	3000	3000	9000	2000	1000	7000	1000	0	0	0	4000	282000	313000
1800 HRS	3000	7000	13000	3000	3000	5000	1000	0	0	0	5000	271000	313000
1830 HRS	2000	9000	13000	5000	5000	5000	1000	0	0	0	4000	267000	313000
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
2300 HRS	24000	5000	3000		5000	15000	2000	1000	1000	0	8000	247000	313000
2330 HRS	1000	0			1000	5000	1000	0	0		2000	302000	313000

*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	UPER	NET TV	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CH 12	CH 22	SATELLITE	NONE	TOTAL
	0	0			0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	0				0	0	0	0	0		0	313000	313000
	1000				0	1000	0	0	0		0	311000	313000
	1000	0			0	0	0	0	0		0	312000	313000
	1000	0		0	0	0	0	0	0	0	0	312000	313000
	1000	0		0	0	0	0	0	0	0	0	312000	313000
	2000	0		0	0	0	0	0	0	0	2000	309000	313000
	2000	0		0	0	0	0	0	0	0	2000	309000	313000
	1000	0		0	0	1000	0	0	0	0	2000	309000	313000
	0	1000		1000	0	1000	0	0	0	0	2000	307000	313000
	0	1000		1000	1000	2000	0	0	0	0	2000	305000	313000
	1000	0		1000	1000	1000	0	0	0	0	2000	306000	313000
	1000	0		0	2000	0	0	0	0	0	2000	307000	313000
	0	0		0	3000	0	0	0	0	0	2000	307000	313000
	2000	0		0	4000	1000	1000	0	0	0	2000	302000	313000
	2000	3000		0	4000	1000	1000	0	0	0	0	301000	313000
	7000	2000		0	1000	4000	1000	0	0	0	0	298000	313000
	9000	2000		0	0	5000	2000	0	0	0	0	294000	313000
	10000	3000		0	1000	8000	2000	0	0	0	1000	288000	313000
	10000	4000		0	1000	8000	0	0	0	0	0	290000	313000
	9000	5000		0	2000	9000	1000	0	0	1000	0	286000	313000
	9000	5000		0	1000	11000	0	0	0	1000	0	286000	313000
	9000	3000		0	1000	11000	0	0	0	2000	3000	283000	313000
	10000	2000		0	1000	10000	0	0	0	2000	4000	282000	313000
	7000	2000	3000	0	1000	10000	0	1000	0	2000	5000	281000	313000
	7000	3000	8000	1000	0	8000	0	2000	0	1000	7000	277000	313000
	5000	3000	10000	2000	1000	12000	0	2000	0	1000	8000	268000	313000
	3000	7000	9000	4000	2000	14000	0	2000	0	1000	8000	263000	313000
1920	2000	13000	16000	2000	8000	11000	1000	1000	0	0	7000	252000	313000
1930	4000	51000	16000	2000	10000	8000	0	0	0	0	4000	217000	313000
1945	7000	32000	47000	1000	9000	7000	1000	0	0	0	4000	206000	313000
20.00	80000	51000	32000	1000	11000	16000	3000	0	1000	0	5000	142000	313000
20.30	60000	19000	40000		13000	23000	4000	0	9000	1000	9000	135000	313000
21	23000	16000	38000		22000	48000	4000	2000	10000	1000	13000	135000	313000
21.30	18000	14000	36000		20000	47000	5000	1000	10000	1000	12000	149000	313000
22	11000	12000	30000		18000	44000	5000	1000	10000	1000	11000	171000	313000
22.30	7000	11000	18000		11000	33000	4000	1000	5000	1000	10000	212000	313000
23.00	4000	7000	11000		5000	24000	1000	1000	1000	0	11000	247000	313000
23.30	0	4000			3000	13000	1000	1000	0		7000	283000	313000

*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	ET T	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SMASH	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0			0	0	0	0	0		0	313000	313000
0030 HRS	0				0	0	0	0	0		0	313000	313000
0100 HRS	0				0	0	0	0	0		0	313000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				0	0	0	0	0		0	313000	313000
0230 HRS	0				0	0	0	0	0		0	313000	313000
0300 HRS	0				0	0	0	0	0		0	313000	313000
0330 HRS	0				0	0	0	0	0		0	313000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	0	0	0		0	313000	313000
0530 HRS	0				0	0	0	0	0		0	313000	313000
0600 HRS	0				0	0	0	0	0		0	312000	313000
0630 HRS	0	1000			0	0	0	0	0		0	312000	313000
0700 HRS	1000	1000		0	0	1000	0	0	0	0	0	310000	313000
0730 HRS	1000	1000		0	0	1000	0	0	0	0	0	310000	313000
0800 HRS	2000	1000		0	0	2000	0	0	0	0	0	307000	313000
0830 HRS	4000	1000		0	0	2000	0	0	0	0	0	305000	313000
0900 HRS	5000	1000		0	0	3000	0	0	0	0	0	303000	313000
0930 HRS	2000	1000		0	0	3000	0	0	0	0	0	306000	313000
1000 HRS	3000	1000		0	0	2000	0	0	0	0	1000	305000	313000
1030 HRS	3000	1000		0	0	1000	0	0	0	0	1000	306000	313000
1100 HRS	2000	1000		0	0	1000	0	0	0	0	1000	307000	313000
1130 HRS	2000	1000		0	0	1000	0	0	0	0	1000	307000	313000
NOON	2000	1000		0	0	2000	0	0	0	0	1000	306000	313000
1230 HRS	1000	3000		1000	1000	1000	0	0	0	0	0	305000	313000
1300 HRS	3000	7000		1000	1000	2000	1000	0	0	0	0	298000	313000
1330 HRS	3000	7000		1000	1000	2000	0	0	0	0	0	299000	313000
1400 HRS	7000	5000		1000	1000	8000	0	0	0	0	0	291000	313000
1430 HRS	7000	8000		0	0	9000	1000	0	0	0	1000	288000	313000
1500 HRS	4000	8000		1000	0	12000	0	0	0	0	2000	284000	313000
1530 HRS	3000	7000		1000	1000	12000	0	0	0	0	4000	283000	313000
1600 HRS	2000	7000		1000	1000	11000	0	0	1000	2000	5000	281000	313000
1630 HRS	2000	4000		2000	1000	7000	0	0	1000	2000	4000	288000	313000
1700 HRS	2000	5000	4000	2000	0	8000	0	0	0	3000	5000	282000	313000
1730 HRS	1000	7000	4000	2000	0	8000	0	0	0	3000	7000	281000	313000
1800 HRS	3000	5000	9000	1000	0	11000	0	0	0	2000	9000	272000	313000
1830 HRS	3000	12000	11000	1000	2000	9000	0	0	0	1000	10000	264000	313000
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
2300 HRS	60000	4000	1000		4000	12000	2000	1000	1000	1000	8000	218000	313000
2330 HRS	19000	1000			2000	5000	1000	1000	0		4000	278000	313000

*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	NET TV	MA. PLU	RAI	IEDIA-SE	OTHER ITALIAN	SMASH	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	1000	0			0	0	0	0	0		1000	311000	313000
0030 HRS	0				0	0	0	0	0		1000	312000	313000
0100 HRS	0				0	0	0	0	0		0	313000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				0	0	0	0	0		0	313000	313000
0230 HRS	0				0	0	0	0	0		0	313000	313000
0300 HRS	0				0	0	0	0	0		0	313000	313000
0330 HRS	0				0	0	0	0	0		0	313000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	0	0	0		0	313000	313000
0530 HRS	0				0	0	0	0	0		0	313000	313000
0600 HRS	0				0	0	0	0	0		0	313000	313000
0630 HRS	0	0			0	0	0	0	0		0	313000	313000
0700 HRS	0	1000		0	0	0	0	0	0		0	312000	313000
0730 HRS	0	1000		0	0	0	0	0	0		0	312000	313000
0800 HRS	3000	1000		0	0	0	1000	0	0		0	307000	313000
0830 HRS	7000	1000		0	0	1000	1000	0	0		1000	302000	313000
0900 HRS	8000	1000		0		4000	1000	0	0		1000	298000	313000
0930 HRS	5000	0		0	0	4000	1000	0	0		1000	301000	313000
1000 HRS	8000	0		1000	0	5000	1000	1000	0		1000	295000	313000
1030 HRS	5000	0		1000	0	5000	2000	1000	0		1000	296000	313000
1100 HRS	5000	0		1000	0	3000	2000	2000	0		1000	298000	313000
1130 HRS	5000	1000		2000	0	2000	1000	2000	0		2000	296000	313000
NOON	5000	4000		2000	0	3000	1000	2000	0		3000	291000	313000
1230 HRS	5000	8000		2000	0	2000	1000	0	1000		2000	291000	313000
1300 HRS	10000	12000		1000	0	3000	0	0	1000		4000	281000	313000
1330 HRS	10000	11000		1000	0	3000	0	0	1000		5000	281000	313000
1400 HRS	16000	14000		3000	0	5000	1000	0	0		7000	266000	313000
1430 HRS	19000	12000		4000	0	5000	1000	0	0		8000	264000	313000
1500 HRS	23000	11000		1000	0	10000	1000	0	0		8000	259000	313000
1530 HRS	22000	12000		1000	0	12000	1000	0	0		9000	256000	313000
1600 HRS	21000	12000		2000	0	12000	2000	0	0		12000	252000	313000
1630 HRS	19000	11000		2000	1000	8000	2000	0	0		14000	256000	313000
1700 HRS	15000	12000	0	2000	1000	5000	4000	0	0		12000	260000	313000
1730 HRS	11000	11000	10000	1000	1000	5000	2000	1000	0		12000	258000	313000
1800 HRS	9000	13000	11000	0	2000	5000	1000	1000	0		11000	259000	313000
1830 HRS	7000	13000	14000	0	2000	2000	1000	0	0		9000	265000	313000
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	26000	8000	1000	0	0	16000	187000	313000
2200 HRS	21000	8000	13000		14000	32000	7000	1000	0		14000	203000	313000
2230 HRS	13000	4000	9000		12000	28000	8000	1000	0		13000	224000	313000
2300 HRS	7000	4000	4000		9000	19000	8000	1000	0		9000	253000	313000
2330 HRS	3000	1000			7000	8000	3000	1000	0		8000	282000	313000

*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	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0	0			0	0	0	0	0		0	313000	313000
0030 HRS	0				0	0	0	0	0		0	313000	313000
0100 HRS	0				0	0	0	0	0		0	313000	313000
0130 HRS	0				0	0	0	0	0		0	313000	313000
0200 HRS	0				0	0	0	0	0		0	313000	313000
0230 HRS	0				0	0	0	0	0		0	313000	313000
0300 HRS	0				0	0	0	0	0		0	313000	313000
0330 HRS	0				0	0	0	0	0		0	313000	313000
0400 HRS	0				0	0	0	0	0		0	313000	313000
0430 HRS	0				0	0	0	0	0		0	313000	313000
0500 HRS	0				0	0	0	0	0		0	313000	313000
0530 HRS	0				0	0	0	0	0		0	313000	313000
0600 HRS	0				1000	0	0	0	0		0	312000	313000
0630 HRS	0	0			0	0	0	0	0		0	313000	313000
0700 HRS	3000	0		0	0	0	0	0	0		1000	309000	313000
0730 HRS	3000	0		0	0	0	0	0	0		1000	309000	313000
0800 HRS	3000	1000		0	0	0	0	0	0		1000	307000	313000
0830 HRS	2000	1000		0	0	0	0	0	0		2000	307000	313000
0900 HRS	4000	2000		0	0	0	0	0	0		2000	304000	313000
0930 HRS	3000	2000		0	0	0	0	0	0		2000	305000	313000
1000 HRS	7000	2000		0	0	1000	1000	0	0		2000	300000	313000
1030 HRS	8000	2000		0	1000	1000	1000	0	0		2000	298000	313000
1100 HRS	5000	2000		0	1000	1000	1000	0	0		3000	299000	313000
1130 HRS	4000	2000		0	1000	1000	1000	0	0		3000	300000	313000
NOON	8000	2000		0	1000	1000	1000	0	0		3000	298000	313000
1230 HRS	7000	4000		0	1000	3000	2000	0	0		2000	293000	313000
1300 HRS	5000	13000		0	2000	3000	2000	0	0		3000	283000	313000
1330 HRS	5000	14000		1000	0	7000	2000	0	0		3000	280000	313000
1400 HRS	11000	15000	13000	0	1000	5000	2000	0	0		4000	260000	313000
1430 HRS	10000	14000	11000	0	2000	7000	1000	0	0		5000	263000	313000
1500 HRS	12000	14000	13000	0	2000	9000	2000	0	0		4000	256000	313000
1530 HRS	14000	11000	14000	0	3000	10000	1000	0	0		5000	254000	313000
1600 HRS	59000	11000	18000	1000	2000	10000	1000	0	0		7000	205000	313000
1630 HRS	58000	5000	18000	1000	2000	10000	1000	0	0		7000	211000	313000
1700 HRS	59000	9000	23000	2000	2000	11000	1000	0	0		8000	198000	313000
1730 HRS	53000	9000	22000	2000	2000	8000	1000	0	0		11000	206000	313000
1800 HRS	35000	9000	25000	2000	5000	7000	1000	0	0		9000	220000	313000
1830 HRS	10000	9000	27000	2000	4000	5000	2000	0	0		9000	244000	313000
1900 HRS	8000	10000	28000	2000	1000	7000	1000	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
2300 HRS	5000	1000	4000		1000	8000	2000	0	0		9000	282000	313000
2330 HRS	4000	0			0	3000	2000	0	0		8000	294000	313000

**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.*