

*A Report*

*on A Study of*

## **TV and Radio Audiences in Malta**

*(Part I - Report)*

*prepared for the*

**Broadcasting Authority**

*by*

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# 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 October 2001. This call for tenders required a Media Audit for both Radio and Television.
  - 1.2.1 For 2002, the *Authority* again wanted the audit to be conducted twice, but introduced an important difference : paragraph 7.1 of the tender document stated that '*the information gathering process will take place during the **second quarter ... quarter of the year 2002***'. In view of this it is to be noted that the data in this report cannot be compared to any data obtained through previous studies since the time when the study was taken was different from them. No longitudinal comparisons are accordingly being included in this study.
  - 1.2.2 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 31 January 2002.
- 1.4 This study accordingly refers to data collected for the second quarter of 2002. In respect of TV audience shares, this study follows along the lines decided upon by the Broadcasting Authority, namely that as from the October 2000 study, TV audiences would be grouped in time-bands, as follows: *Time band 1*: 6.00 a.m. to Noon; *Time Band 2*: Noon – 7.00 p.m.; and *Time-band 3*: 7.00 p.m. – Midnight. This decision was made public through Circular No 18/00 dated 22 June 2000. Presented in this way, the data allows a better comparison across stations when stations target specific audiences at particular times. Like the study conducted since the one conducted for the last quarter of 2000, the current study incorporates all the data that used to be presented in previous studies for each half-hour time slot available to TV stations, but in respect of TV, overall audience share is worked out in terms of these time-bands instead of all the slots available to a station.
- 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 Four *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B is the detailed station schedule for actual opening and closing times as forwarded to the researcher by the Broadcasting Authority. Appendix C focuses on the performance of all the stations exclusively on the Cable network. Lastly, Appendix D incorporates a copy of the Maltese version of the Questionnaire.
- 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. Unless indicated, references to Tables in the text point to the full tables in Part II (Tables) of this study.
- 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 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 2002 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**

TVM  
Super One  
NET Television  
Smash TV  
RAI Stations  
Mediaset Stations

### **Cable**

Channel 12  
Education 22  
Max Plus  
Satellite Services

### **Radio**

Radju Malta  
Radju Parlament [106.6]  
Super One Radio  
Radio 101  
Island Sound  
Bay Radio  
RTK  
Smash Radio  
Calypso Radio  
Camnpus FM  
Capital Radio  
FM Bronja

2.4 Throughout this study, Satellite Services or Satellite Channels refers to those non-Maltese stations that can only be received through a dish antenna system or on Cable through the services provided by Melita Cable.

- 2.5 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2002 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 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 2002, 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.

3.2.1 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
	%	%	%
<b>12-17</b>	11.2	11.4	11.0
<b>18-30</b>	21.0	21.4	20.5
<b>31-50</b>	37.1	37.1	37.0
<b>51-65</b>	18.2	18.6	17.8
<b>over 65</b>	12.6	11.4	13.7
<b>TOTAL</b>	100	100	100
<b>N=</b>	1001	490	511
<b>%</b>	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	135	284	282	300
	%	%	%	%	%
12-17	11.2	7.4	10.2	13.1	12.0
18-30	21.0	20.0	30.3	16.3	17.0
30-51	37.1	40.0	33.8	38.7	37.3
51-65	18.2	15.6	17.3	19.1	19.3
over 65	12.6	17.0	8.5	12.8	14.3
<b>TOTAL</b>	100	100	100	100	100

**Table 3.3 Sample Profile: By Last School Attended**

Last School Attended	Total	None	Primary	Secondary	Technical Institute	Tertiary
N=	1001	40	165	610	71	115
	%	%	%	%	%	%
12-17	11.2	-	3.0	16.9	1.4	2.6
18-30	21.0	2.5	1.2	21.1	31.0	48.7
30-51	37.1	10.0	35.8	38.4	53.5	31.3
51-65	18.2	10.0	27.9	18.4	8.5	12.2
over 65	12.6	77.5	32.1	5.2	5.6	5.2
TOTAL	100	100	100	100	100	100

## 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 70.8% stated that they do listen to the radio regularly, whilst the remaining 29.2% stated that they do not. Those aged 12-17 register the lowest rate in respect of radio listenership at 54.5%. On the other hand, those aged 18-30 registered the highest rating in respect of radio listenership at 74.8%. Radio listenership is highest among C2 at 74.1%. 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. Of all those who listen to radio, 0.7% stated that the amount of time they dedicate to radio varies considerably, but as many as 34.7% 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 14 hours per day in the case of 0.1% of the respondents. But figures start going down beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 34.7%; 2 hours: 19.6%; 3 hours: 9.9%; 4 hours: 10.2%; 5 hours: 9% and 6 hours: 6.6%. By and large, females 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 75.5% of all respondents stated that they listen to the radio at home; 17.3% while at work; whilst 30% 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, 97.4% stated that they do watch TV regularly, whilst the remaining 2.6% stated that they do not. Very slight differences were noted when these figures were broken down by gender, except that females registered a slightly higher incidence than males (males: 96.7% vs. females: 98%). The age group which registered the highest rating for TV



viewership comprised those aged 31-50, with 98.9%, whilst the lowest percentage reported amongst those aged 65+ was 90.5%. TV viewing is highest among AB respondents, at 98.5%. The lowest reported figure is not much less however: DE registered 96.3%. 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 31.2%. As many as 0.4% stated that they view TV for up to twelve hours daily. But most viewers do not exceed five hours of daily viewing: 1 hour: 18.4%; 2 hours: 31.2%; 3 hours: 21.7%; 4 hours: 15.6% and five hours: 7%. The difference across genders is not significant. It is interesting to note that relatively more AB respondents view TV for an average of only one hour per day: AB: 24.8%; C1: 18.8%; C2: 14.4% and DE: 18.7%.

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 50.7% of all respondents stated that they watch TV in the sitting room. Twenty-five point seven per cent watch TV in the bedroom, and 19.1% do so in the kitchen. The remaining 3.1 % watch TV in the dining room, whilst 1.4% do so in another part of the house. It is interesting to note that males prefer to watch TV in the sitting room more than females (51.3% males vs. 50.1% females), and again males prefer the bedroom to females (30.6% vs. 21.2% females). DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (31.1% as opposed to 18.8% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (63.9% vs. DE at 47.1%). Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

#### 4.4.0 Cable TV and Satellite TV Facilities

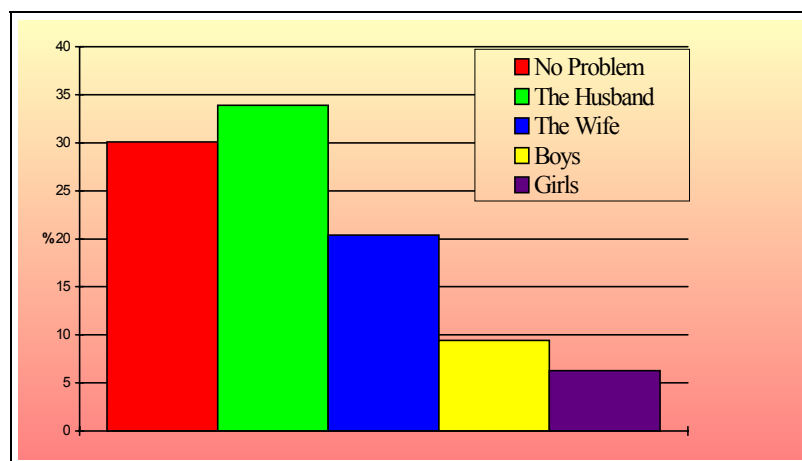
4.4.1 As can be seen from Table 4.7, of all the respondents taking part in this study who watch TV regularly, 37.6% are served by a Roof Antenna, 62.9% stated that they are subscribed to Cable TV, whilst another 15.5% stated that they have a satellite dish system installed. The fact that these figures add up to more than 100% signifies that a number of houses are served with more than one system. Significantly, more DE members are served with a roof Antenna (DE: 42% vs. AB: 30.4%). Cable TV is more evenly spread as a delivery system [not necessarily in terms of content] throughout the population, whilst satellite dish systems are also extensively spread among the various socio-economic groups composing Maltese society, even if relatively less common among the DE component.

4.4.2 In turn, Table 4.8 maps out details about the type of Cable subscription the Maltese currently have: 45.7% are served by the *Reception* level; 31.1% stated that they are served by the *Basic Level*; 15.4% are serviced by *TV Plus*. The same Table sows the spread of the Flexipack system as reported by subscribers.

#### 4.5.0 Family Decision-Making Processes

4.5.1 Traditionally, the Maltese family was commonly 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 4.9 gives the findings for this study.

4.5.2 In fact, in 30.1% 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 33.9% of the cases the husband is reported to be the decision maker; in 20.4% of the cases it is the wife who decides whilst in 9.4% and 6.3% it was the wishes of male and female children respectively are respected. Table 4.9 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1 graphically summarises the responses given to this.



**Figure 4.1: Who Decides which Channel is Selected in the Family**

## 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 for the current study. 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, 79.7% prefer to follow the news on TV; 10.2% prefer the radio as their source for news; 6.2% prefer to read about news events in a newspaper whilst 1% stated that they have no special preference. Another 2.9% prefer to learn the news from other persons.

5.2.2 No huge difference across the genders is to be noted among those who prefer to follow the news on TV or radio; But Newspapers remain more popular among males: 8.8% as compared to among females 3.7%.

5.2.3 TV as the main source for news is relatively most popular among those aged 12-17 (86.6%); radio is also the most popular source amongst those who 65+ years old (with 22.2%); whilst newspapers are most popular among those aged 18-30, with 12.4%. The socio-economic category with the highest preference for TV as the source for news was DE, at 84.3%. Radio is also preferred most also by those in the DE socio-economic category, at 10.3%. 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, 83.7% prefer TV; 7.6% and 4.1% prefer the radio and newspapers respectively. Two point nine per cent stated that they prefer to pick foreign news from other persons, whilst the remaining 1.7% stated that they have no special preference for any of the media.

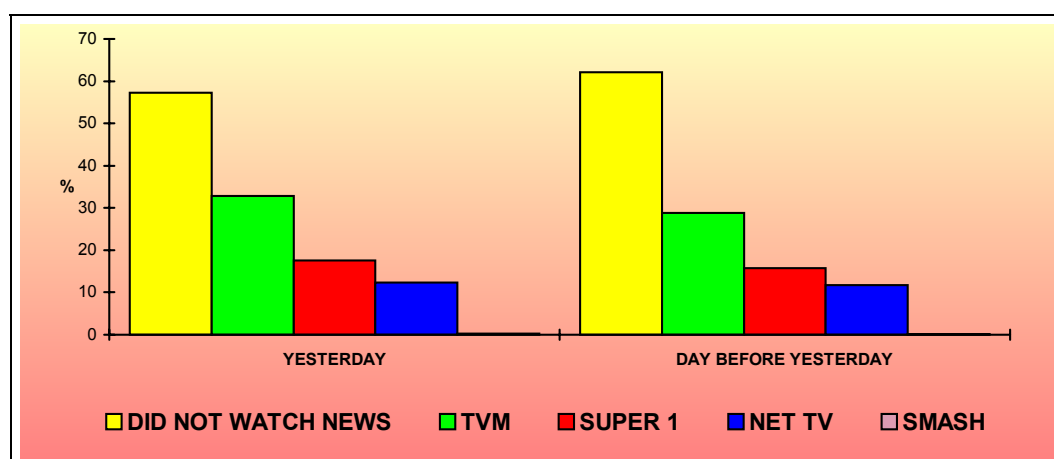
5.3.2 Again only minor differences in preferences across gender are to be noted in respect of TV and radio, but newspapers continue to be preferred by males (5.3% vs. 2.9% females). Newspapers are most preferable to those aged 18 - 30 (7.1%), and to those in the higher socio-economic groups (AB: 9.6%; C1: 4.6% in contrast to C2: 3.5% and DE: 1.7%). 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 68% stated that they would prefer this time. Another 17.4% 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. No real differences across gender exist in respect of the 8.00 p.m. slot, but those aged between 18 and 50 and AB and C1 respondents expressed themselves most 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 (23.3%) was almost four times than that registered by AB respondents (5.2%) for the same time slot.

#### 5.5.0 Station on which Local News is Followed

5.5.1 On the basis of the viewership audit, 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, only 57.3% and 62.1% of those *who had stated that they regularly watch TV*, actually did watch the news on these two days respectively. TVM ranked highest with 32.8% and again 28.8% respectively for the two days. This station was followed by Super 1 (17.5% and 15.7% respectively); NET TV (12.3% and 11.8% respectively) and Smash TV (0.2% and 0.1% respectively). 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 2002 (2st Quarter) 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**  
(Ranked by values obtained)

PROGRAMME SECTOR	%
	2002 (2 <sup>nd</sup> Quarter)
Music	85.3
Local News	74.9
Foreign News	71.7
Discussions on Personal Problems	51.9
Health/Beauty/Home/Law	43.4
Religion	40.2
Women	36.1
Current Affairs	35.3
Culture	33.3
Novels/Plays	32.0
Sports	30.3
Money/Business	18.8
Children	17.5

6.2.2 The table above indicates that Music is the sector most liked by Maltese radio listeners, at 85.3%. This is followed by Local News and Foreign News. Discussion programmes are also very popular among Maltese radio listeners.

### 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**  
(Ranked by values obtained)

PROGRAMME SECTOR	%
	2002 (2 <sup>nd</sup> Quarter)
Foreign News	91.7
Local News	91.3
Feature Films	72.7
Discussions	69.2
Weather	68.6
Documentaries	59.3
Sports	55.0
Quizzes / Game Shows / Variety Programmes	51.6
Serials/Soap Operas	51.0
Plays	50.5
Women's Programmes	48.4
Current Affairs	42.9
Religion	42.9
Art & Culture	33.0
Children's Programmes	31.9
Music Video-Clips	26.4
Business & Finance	15.4

6.3.2 This table shows that both Foreign and Local News are the sectors most preferred by Maltese TV audiences, at 91.7% and 91.3% respectively. The programme sector with the least interest among television is the one that covers Business and Finance, for which only 15.4% cared to express a preference. Foreign News, Feature Films, Discussion Programmes, Weather Programmes and Documentaries are all sectors that generate interest among local viewers.

### 6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 The summary Tables 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.

6.4.2 In respect of the 2002 study, the data in Table 6.3-1.1 show that a number of stations were ranked first for their music programmes: Radju Parlament/106.6, Island Sound, Bay Radio, Smash Radio, Radio Calypso, FM Bronja and Capital

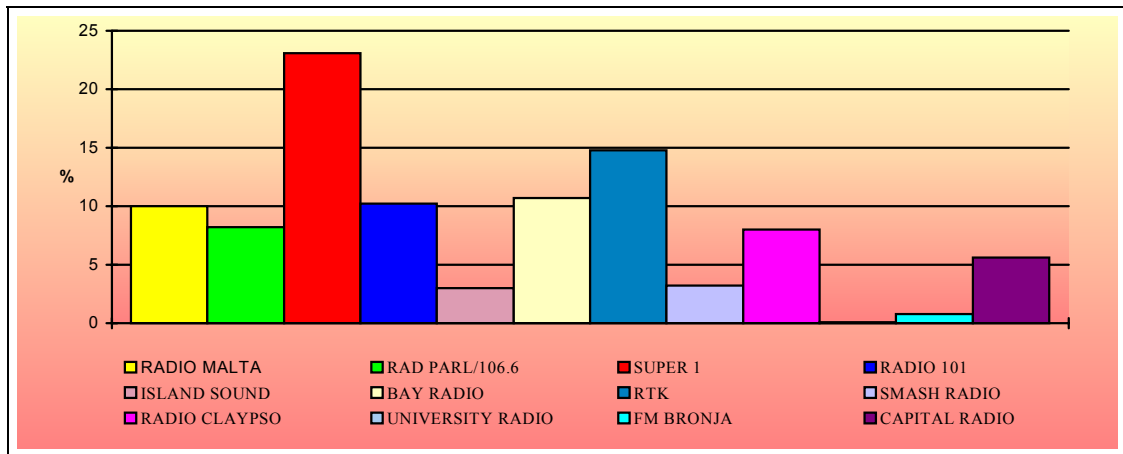
Radio. Radju Malta, Super 1 Radio and Radio 101 were ranked first for Local News. RTK was ranked highest for Religion programmes. Interestingly, a number of radio stations were ranked quite high in more than one programme segment: Super 1 obtained high rankings for Discussions and Foreign News; RTK for Discussions and Local News; radio 101 for Discussions. In the current study for 2002 the highest ranking in all programme segments was recorded by Super 1 in Local News (22.8%), followed by Radio RTK in Religion (19.9%).

- 6.4.3 The figures in these two summary 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  
(2nd Quarter 2002)**

	RM 1	RP 106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALY- PSO	CAMPUS	FM IRONJ.	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.5	10.0	15.5	4.7	4.1	13.3	6.5	5.5	10.9	-	1.3	7.2	14.7	100
Discussions	8.6	0.3	18.9	6.3	-	0.3	15.2	0.3	1.4	-	0.4	0.1	48.1	100
Sport	4.5	0.3	11.4	4.1	0.6	2.1	4.2	0.6	1.7	-	0.3	0.6	69.7	100
Money & Business	3.9	0.1	8.2	2.3	-	0.1	3.7	-	0.3	-	-	0.1	81.2	100
Culture	7.1	0.1	12.0	4.5	0.1	0.4	6.2	0.1	0.7	0.4	1.0	0.6	66.7	100
Health/Beau- ty/home/Law	7.9	0.1	15.4	5.6	-	0.3	12.7	0.1	0.6	0.1	-	0.6	56.6	100
Religion	6.5	0.3	9.6	2.8	-	0.1	19.9	0.1	0.4	-	0.1	0.3	59.8	100
Novels & Plays	7.8	0.1	13.1	3.8	-	0.1	6.1	-	0.4	-	0.3	0.3	68.0	100
Children	3.2	0.1	7.2	2.0	-	0.1	3.9	0.4	0.1	-	0.1	0.1	82.5	100
Women's Prg	7.5	0.1	12.6	4.2	-	-	10.7	-	0.4	-	0.1	0.4	63.9	100
Local News	12.4	0.3	22.8	10.7	2.1	6.9	11.3	1.1	3.2	-	0.4	3.5	25.1	100
Foreign News	12.0	0.3	21.0	10.0	2.4	6.6	11.8	1.3	2.5	0.3	0.1	3.2	28.3	100
Current Affairs	6.5	0.1	13.5	5.9	0.8	1.7	4.5	-	0.7	0.1	0.1	1.1	64.7	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 and Bay Radio are considered by the Maltese to be the best three 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 6.5-1.1 below.

6.5.2 In this study, TVM, Super 1 and NET TV were again ranked highest for Local News. Max Plus was ranked highest for Women’s Programmes, whilst Smash TV was again ranked highest for Music Video-Clips. RAI was ranked highest for its Foreign News whilst the Mediaset group of channels and the other Italian stations have been ranked highest for Feature Films. The Satellite channels have been ranked highest for Feature Films. Super 1’s second ranking was for Foreign News, whilst Discussions were ranked second in respect of TVM. Of the various segments ranked, NET’s religious programmes were ranked second. RAI’s Documentaries continue to be ranked its second best programme segment.

6.5.3 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.

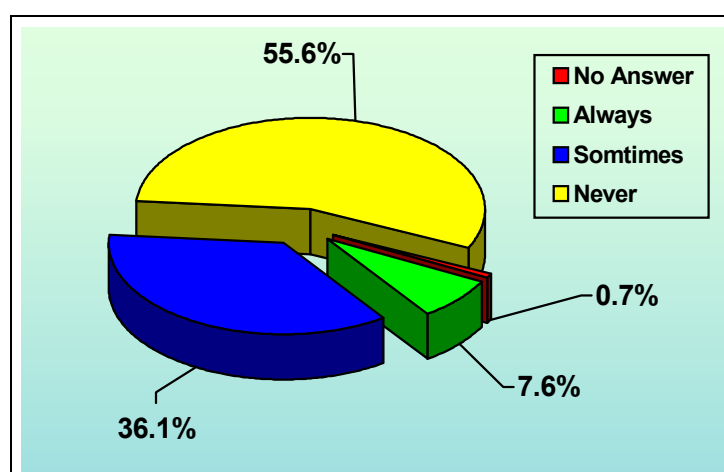


**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors  
(2000, 2nd Quarter)**

	TVM	SUPER 1	NET	SMAS+	MAX PLUS	RAI	MEDIASET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	47.7	27.3	16.3	-	-	-	-	-	-	8.7	100.00
Foreign News	26.1	17.0	10.5	0.2	-	13.7	10.4	-	13.8	8.3	100.00
Sports	8.7	10.8	5.8	0.2	-	6.9	6.5	0.3	15.8	45.0	100.00
Weather	28.9	17.3	9.3	-	-	4.3	2.5	0.4	5.8	31.4	100.00
Feature Films	4.1	5.4	1.5	0.3	1.6	8.0	24.2	0.8	26.7	27.3	100.00
Serials/Soap Operas	7.0	13.2	2.9	0.3	5.0	1.6	13.3	0.2	7.4	49.0	100.00
Documentaries	23.1	2.2	2.2	-	1.1	12.1	6.6	2.2	19.8	30.8	100.00
Current Affairs	23.1	7.7	1.1	-	-	3.3	1.1	-	6.6	57.1	100.00
Discussions	45.1	6.6	3.3	-	-	3.3	-	-	1.1	40.7	100.00
Quizzes/Game Shows/Variety Prog.	12.1	6.6	4.4	-	3.3	4.4	18.7	-	2.2	48.4	100.00
Music Video- Clips	9.9	3.3	-	5.5	-	-	-	1.1	6.6	73.6	100.00
Plays	31.9	15.4	2.2	-	-	1.1	-	-	-	49.5	100.00
Art & Culture	23.1	3.3	-	-	1.1	4.4	-	-	1.1	67.0	100.00
Women	24.2	8.8	2.2	-	9.9	1.1	-	-	2.2	51.6	100.00
Children	13.2	3.3	9.9	-	-	1.1	3.3	-	1.1	68.1	100.00
Religion	16.5	5.5	12.1	2.2	-	4.4	1.1	-	1.1	57.1	100.00
Business & Finance	12.1	2.2	-	-	-	-	1.1	-	-	84.6	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 current study. The numerical data for the current study is presented in full in Table 6.6 (in Part II of this report) in which the full breakdowns on this subject are provided.



**Fig 6.2: Extent of Interest in Political  
2002 (2nd Quarter)**

6.6.2 The number of persons who stated that they 'always' follow such broadcasts is a mere 7.6% at present. The full breakdowns suggest that there exists a slightly higher interest among males to follow political broadcasts always (9% among

males vs. 6.3% females). Those aged over 51-65 record the highest interest to follow these broadcasts since 16.5% say that they always view them. Persons in the C1 socio-economic group registered the highest percentage (8.5%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (59.7% vs. 51.4% 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 5.4% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. Proposals were very fragmentary; the most popular proposals being: more political programmes (1.3%); more music (1.1%); more plays (0.7%) and more discussion programmes (0.6%). The full list is given in Table 6.7.
- 6.7.3 In contrast to radio, many more (as many as 36.8% 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 (6.1%); more documentaries and related programmes (5.6%); more serious and educational programmes (4.5%); more films (3.8%); more Maltese soap operas (3.6%); and more sports (3.2%). 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

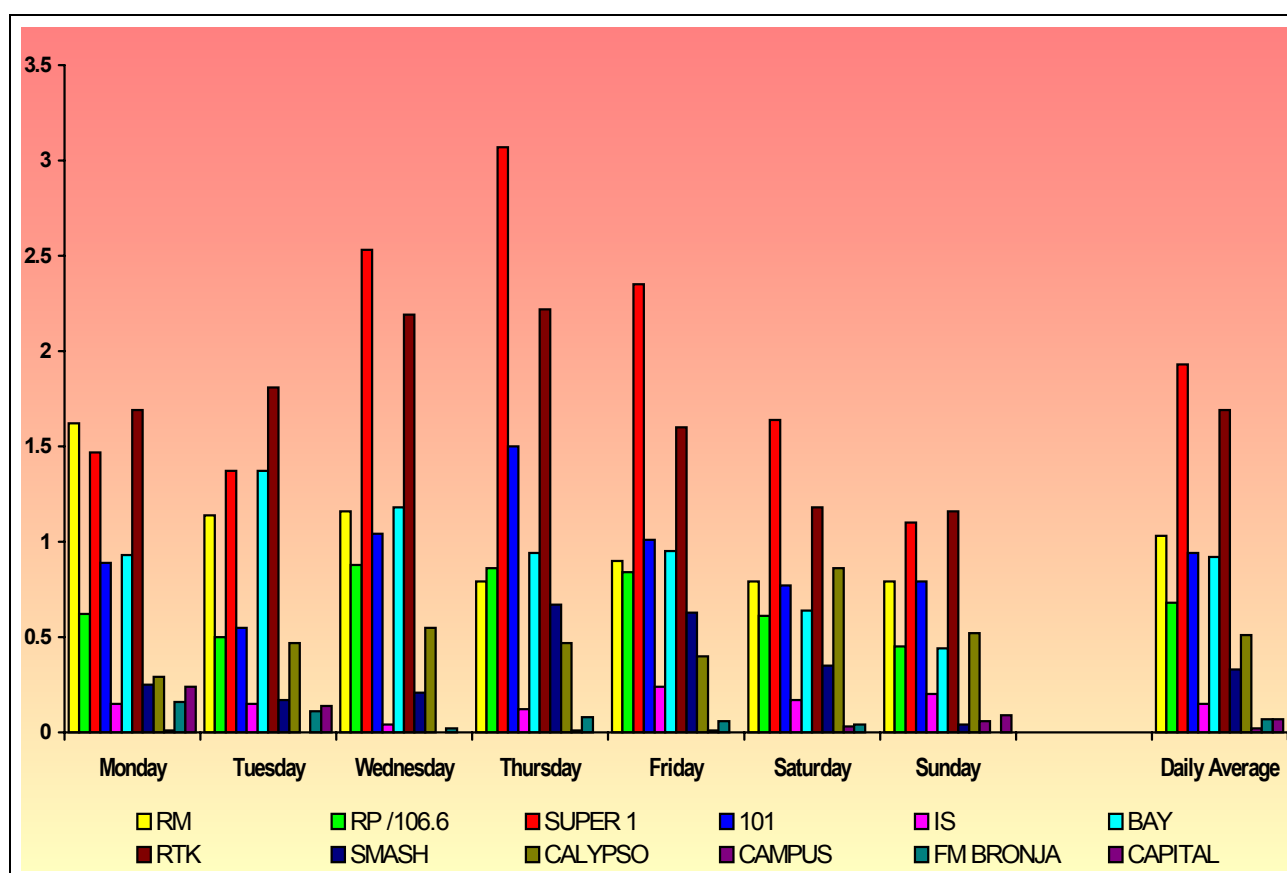
- 7.1.1 Respondents taking part in the survey were again asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also specifically asked at what time they had listened to the radio, and this for every half hour of 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'). 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".
- 7.1.3 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. In this study the opening and closing times for each Radio and TV station have been worked out on the basis of a schedule produced by the Authority for the purposes of this study and is included herewith as Appendix B.
- 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 registered the highest score for the weekly average, at 1.93%. The highest daily average for the station was this time registered on Thursday, with 3.07%. This was followed by RTK, with a weekly average of 1.69%. This station's highest average was registered on Thursday, with 2.22%. Third comes Radju Malta at 1.03% (Monday: 1.62%).

**Table 7.1: Daily Radio Average Audience Share – 2<sup>nd</sup> Quarter 2002**  
*Basis: All lots when Station is transmitting*

	RM	RP /106.6	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE
Monday	1.62	0.62	1.47	0.89	0.15	0.93	1.69	0.25	0.29	0.01	0.16	0.43	91.66
Tuesday	1.14	0.50	1.37	0.55	0.15	1.37	1.81	0.17	0.47	0.00	0.11	0.56	92.05
Wednesday	1.16	0.88	2.53	1.04	0.04	1.18	2.19	0.21	0.55	0.00	0.02	0.47	90.01
Thursday	0.79	0.86	3.07	1.50	0.12	0.94	2.22	0.67	0.47	0.01	0.08	0.41	89.18
Friday	0.90	0.84	2.35	1.01	0.24	0.95	1.60	0.63	0.40	0.01	0.06	0.84	90.33
Saturday	0.79	0.61	1.64	0.77	0.17	0.64	1.18	0.35	0.86	0.03	0.04	0.76	92.26
Sunday	0.79	0.45	1.10	0.79	0.20	0.44	1.16	0.04	0.52	0.06	0.00	0.27	94.27
Daily Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53	91.40



**Figure 7.1: Daily Radio Average Audience Share 2nd Quarter 2002**

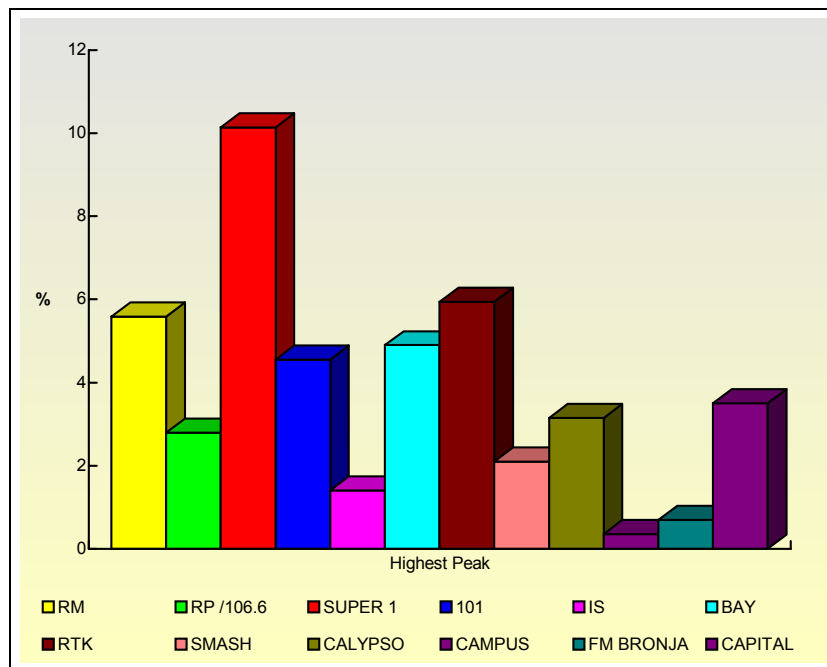
### 7.3.0 Radio Audience Share Peaks

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 obtained by Radio Super 1, on a Thursday, with 10.14%. The closest peak was reached by RTK on a Tuesday

with 5.94%. Radju Malta also reached its highest peak at 5.59% on Monday.. Figure 7.2 graphically portrays how the stations compare on this index at the present time.

**Table 7.2: Daily Radio Peak Audience Share – 2<sup>st</sup> Quarter 2002**

	RM 1	RP	SUPER 11 UPER 1	101	IS	ABAY	RTK	MASH	ALYP SO	CAMPUS	FM BRONJA TOTAL	APITAL TOTAL
Monday	5.59	2.10	5.24	3.85	0.70	3.50	4.90	0.70	1.40	0.35	0.70	1.40
Tuesday	4.90	1.75	4.20	2.10	0.70	4.90	5.94	0.35	1.75	0.00	0.70	1.75
Wednesday	3.85	2.80	7.34	3.50	0.35	4.20	5.59	0.70	1.75	0.00	0.35	2.10
Thursday	2.80	2.45	10.14	4.55	1.05	2.80	5.59	2.10	1.75	0.35	0.70	1.75
Friday	3.15	2.45	9.44	3.15	1.40	3.15	4.90	2.10	1.40	0.35	0.35	2.80
Saturday	3.85	2.10	4.90	2.80	1.05	2.10	4.20	1.05	3.15	0.35	0.35	3.50
Sunday	2.45	1.40	3.15	2.80	0.70	2.45	3.85	0.35	1.75	0.35	0.00	1.05
Highest Peak	5.59	2.80	10.14	4.55	1.40	4.90	5.94	2.10	3.15	0.35	0.70	3.50



**Figure 7.2: Highest Radio Station Peak Audience Share – 2<sup>nd</sup> Quarter 2002**

#### 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 stations which are not on air for the full twenty-four hours a day, 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 Radju Malta has its largest audiences in the morning, starting to build up at around 8.00 a.m. on most days of the week. The station does manage to capture an early afternoon audience on most days, but not at a level that compares well if not better 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 also start expanding from around 8.00 a.m. The best afternoon audiences were registered on Wednesday, Thursday and Saturday. Thursday is the day when the station registers its highest average for all the twenty-four hours during which it is on air.
- 7.5.4 Radio 101's audiences are also better in the morning. Except for Saturday and Sunday when its audiences are weaker than the other days of the week, the station registers a relatively stable for most hours during daytime. Its best day is Thursday.
- 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, but, with the exception of Saturday and Sundays, the afternoon audiences are strong. On Sundays the best audience level is between 10.00 a.m. and 12.30 p.m.
- 7.5.6 Bay Radio has a stable, if relatively low when compared to the other main stations, for most of the daytime hours. Its Saturday afternoon audiences are relatively good; the station's best day overall is Tuesday.
- 7.5.7 Capital Radio and Radio Calypso both register interesting audience. Capital Radio registers its best overall performance on Friday whilst Calypso's best day is Saturday.

- 7.5.8 During this period, Radju Parlament was transmitting music and was being marketed as 106.6. It appears that it is capturing audiences. Univeristy Radio was recently re-launched as Campus FM, and is now transmitting alone on the frequency previously shared with Radju MAS, which no longer exists. Their relative share of these stations is mapped in detail for every half hour slot in the same way that it is mapped for the other stations. Island Sound has a relatively small audience, Campus FM's share is still marginal in terms of the overall audience size of radio listeners in Malta and Gozo.
- 7.5.9 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\*)

	RM	RP / 106.6	SUPER 3SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	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	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	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	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	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	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	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	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	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	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	0.00	0.00	100.00	100
0530	0.70	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
0600	1.40	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	97.90	100
0630	1.05	0.35	0.35	0.70	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	96.50	100
0700	2.10	0.70	0.70	1.75	0.00	2.10	1.75	0.00	0.35	0.00	0.00	0.35	90.21	100
0730	2.10	0.70	1.05	2.10	0.00	2.10	1.75	0.00	0.35	0.00	0.00	0.35	89.51	100
0800	4.55	1.40	3.50	2.10	0.35	2.45	3.15	0.70	1.40	0.00	0.35	0.70	79.37	100
0830	4.20	1.40	4.20	2.45	0.70	1.75	4.20	0.70	0.35	0.00	0.35	1.05	78.67	100
0900	4.20	2.10	5.24	2.80	0.70	2.80	4.55	0.70	0.35	0.00	0.35	1.05	75.17	100
0930	4.20	1.40	4.90	3.15	0.70	2.80	4.90	0.70	0.35	0.00	0.35	1.40	75.17	100
1000	4.90	1.75	5.24	3.85	0.70	3.50	4.90	0.70	0.35	0.00	0.70	1.40	72.03	100
1030	5.24	1.40	4.90	3.50	0.70	3.50	4.90	0.70	0.35	0.00	0.70	1.40	72.73	100
1100	5.24	1.05	3.85	2.80	0.35	2.80	4.90	0.70	0.35	0.00	0.70	1.40	75.87	100
1130	5.59	1.05	4.20	2.80	0.00	2.45	4.90	0.70	0.70	0.00	0.70	1.05	75.87	100
NOON	5.24	1.05	4.20	2.45	0.00	2.10	3.85	0.70	0.35	0.00	0.35	1.05	78.67	100
1230	3.15	1.05	4.55	1.75	0.35	1.40	1.75	0.70	0.35	0.00	0.00	1.40	83.57	100
1300	2.80	1.05	3.85	1.05	0.35	1.40	1.40	0.70	0.35	0.00	0.00	1.05	86.01	100
1330	3.15	1.05	2.45	1.40	0.35	1.05	0.70	0.70	0.35	0.00	0.00	1.05	87.76	100
1400	2.10	1.40	1.75	1.40	0.35	1.75	1.05	0.70	0.35	0.00	0.00	0.70	88.46	100
1430	1.75	1.05	1.40	1.05	0.35	1.40	1.05	0.70	0.35	0.00	0.00	0.70	90.21	100
1500	1.40	1.40	0.70	1.05	0.35	1.40	1.75	0.70	0.35	0.00	0.00	0.70	90.21	100
1530	1.40	1.40	0.70	0.70	0.35	1.05	2.10	0.70	0.35	0.00	0.00	0.70	90.56	100
1600	2.10	1.05	1.05	0.70	0.35	0.70	2.80	0.70	0.35	0.35	0.00	0.70	89.16	100
1630	2.45	1.05	1.40	0.70	0.00	0.35	2.80	0.35	0.35	0.00	0.00	0.70	89.86	100
1700	1.75	0.70	2.10	1.05	0.00	0.70	2.80	0.00	0.35	0.00	0.00	0.35	90.21	100
1730	1.75	0.70	2.10	0.70	0.00	0.70	2.10	0.00	0.35	0.00	0.00	0.35	91.26	100
1800	1.05	0.70	1.40	0.35	0.00	0.70	2.10	0.00	0.70	0.00	0.00	0.35	92.66	100
1830	1.40	0.35	0.70	0.35	0.00	1.05	1.40	0.00	0.70	0.00	0.00	0.35	93.71	100
1900	1.05	0.35	0.35	0.00	0.00	0.70	1.40	0.00	0.35	0.00	0.35	0.35	95.10	100
1930	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	98.60	100
2000	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.35	0.00	98.25	100
2030	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.70	0.00	97.55	100
2100	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	98.25	100
2130	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	97.90	100
2200	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.35	0.00	97.90	100
2230	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	98.60	100
2300	0.00	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
2330	0.00	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
average	1.62	0.62	1.47	0.89	0.15	0.93	1.69	0.25	0.29	0.01	0.16	0.43	91.66	
maximum	5.59	2.10	5.24	3.85	0.70	3.50	4.90	0.70	1.40	0.35	0.70	1.40	100.00	
std. dev.	1.81	0.58	1.73	1.12	0.23	1.04	1.67	0.33	0.27	0.05	0.24	0.50	8.79	
average for 0600- 2400 hrs	2.15	0.83	1.95	1.18	0.19	1.24	2.02	0.34	0.39	0.01	0.21	0.57	88.91	

*\*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\*)

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	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	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	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
0600	0.35	0.00	0.35	0.70	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0630	0.35	0.00	1.05	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	96.85	100
0700	0.70	0.00	2.45	0.35	0.35	2.10	1.05	0.00	0.35	0.00	0.00	1.40	91.26	100
0730	0.70	0.35	3.15	0.35	0.00	2.10	1.40	0.00	0.70	0.00	0.00	1.40	89.86	100
0800	2.10	1.05	4.20	0.35	0.35	2.45	2.80	0.00	1.75	0.00	0.35	1.05	83.57	100
0830	1.75	1.05	4.20	0.35	0.35	3.15	3.50	0.35	1.40	0.00	0.35	1.05	82.52	100
0900	2.10	1.75	3.85	1.40	0.35	4.90	4.55	0.35	1.40	0.00	0.35	1.40	77.62	100
0930	2.45	1.40	3.85	1.40	0.35	4.20	5.59	0.35	1.40	0.00	0.70	1.75	76.57	100
1000	3.85	1.40	4.20	1.40	0.70	3.50	5.94	0.35	1.75	0.00	0.35	1.40	75.17	100
1030	3.85	1.05	3.85	1.40	0.70	3.85	5.59	0.35	1.40	0.00	0.35	1.40	76.22	100
1100	3.85	1.05	2.45	1.75	0.70	3.50	5.59	0.35	1.40	0.00	0.35	1.40	77.62	100
1130	4.20	0.70	2.45	2.10	0.35	2.80	5.59	0.35	1.40	0.00	0.35	1.05	78.67	100
NOON	4.90	0.70	3.85	1.75	0.35	2.45	3.50	0.35	1.40	0.00	0.00	1.05	79.72	100
1230	3.15	1.05	3.85	1.05	0.35	2.45	1.75	0.35	1.05	0.00	0.00	1.05	83.92	100
1300	2.45	1.40	2.80	0.70	0.35	2.45	2.10	0.35	1.05	0.00	0.00	1.05	85.31	100
1330	2.80	1.40	2.10	0.70	0.35	2.10	1.75	0.35	1.05	0.00	0.00	1.05	86.36	100
1400	2.45	1.75	1.05	0.35	0.35	2.10	2.10	0.35	0.70	0.00	0.00	1.05	87.76	100
1430	1.40	1.75	0.35	0.35	0.35	2.45	2.10	0.35	0.70	0.00	0.00	1.05	89.16	100
1500	1.40	1.05	1.05	0.35	0.35	2.45	2.10	0.35	0.35	0.00	0.00	1.05	89.51	100
1530	1.40	0.00	1.05	0.70	0.35	2.10	2.10	0.35	0.35	0.00	0.00	1.05	90.56	100
1600	1.75	0.00	1.05	1.40	0.35	2.80	3.15	0.35	0.35	0.00	0.00	0.70	88.11	100
1630	1.75	0.00	1.40	1.40	0.00	2.10	2.80	0.35	0.35	0.00	0.00	1.40	88.46	100
1700	1.75	0.00	1.75	1.75	0.00	1.75	2.10	0.35	0.35	0.00	0.00	1.05	89.16	100
1730	1.05	0.00	1.75	1.75	0.00	1.75	1.40	0.35	0.35	0.00	0.00	0.70	90.91	100
1800	0.70	0.35	2.10	1.05	0.00	1.40	1.40	0.35	0.35	0.00	0.00	0.00	92.31	100
1830	0.70	0.35	1.40	0.35	0.00	1.05	0.70	0.35	0.35	0.00	0.00	0.00	94.76	100
1900	0.70	0.35	1.05	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.70	0.00	95.45	100
1930	0.35	0.35	0.70	0.35	0.00	0.70	0.00	0.35	0.00	0.00	0.70	0.35	96.15	100
2000	0.00	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.35	97.55	100
2030	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	98.60	100
2100	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.60	100
2130	0.00	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	97.90	100
2200	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	98.60	100
2230	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
2330	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
average	1.14	0.50	1.37	0.55	0.15	1.37	1.81	0.17	0.47	0.00	0.11	0.56	92.05	
maximum	4.90	1.75	4.20	2.10	0.70	4.90	5.94	0.35	1.75	0.00	0.70	1.75	100.00	
std. dev.	1.37	0.56	1.44	0.63	0.21	1.37	1.84	0.17	0.57	0.00	0.20	0.59	8.01	
average for 0600- 2400 hrs	1.52	0.67	1.82	0.74	0.20	1.83	2.02	0.22	0.62	0.00	0.15	0.75	89.46	

*\*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\*)

	RM	RP / 106.6	SUPER SUPER	101	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0030	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0130	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00	0.00	0.00	99.30	100
0200	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	99.30	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	0.00	100.00	100
0430	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	99.65	100
0500	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	98.95	100
0530	0.00	0.35	0.35	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	97.55	100
0600	0.00	0.35	0.35	0.35	0.00	0.00	1.40	0.00	0.00	0.00	0.35	97.20	100
0630	0.00	0.00	1.05	1.05	0.00	0.00	1.75	0.00	0.35	0.00	0.00	95.10	100
0700	1.05	0.35	2.80	1.05	0.35	0.70	2.10	0.35	0.35	0.00	0.00	89.86	100
0730	1.75	1.05	3.50	1.05	0.35	1.05	2.45	0.35	0.35	0.00	0.00	87.06	100
0800	2.45	1.40	5.94	2.10	0.00	1.75	3.85	0.35	1.40	0.00	0.00	80.07	100
0830	2.80	1.40	5.94	2.10	0.00	2.45	3.85	0.35	1.75	0.00	0.00	78.32	100
0900	3.50	2.10	6.29	2.80	0.00	3.15	4.55	0.35	1.75	0.00	0.00	74.48	100
0930	3.85	2.10	6.99	2.80	0.00	3.50	4.55	0.35	1.75	0.00	0.00	72.38	100
1000	3.85	2.80	6.64	3.15	0.00	3.15	5.24	0.35	1.75	0.00	0.00	70.98	100
1030	3.85	2.45	5.59	3.15	0.00	3.85	5.59	0.35	1.75	0.00	0.00	72.03	100
1100	3.85	2.80	5.59	3.50	0.00	4.20	4.90	0.70	1.40	0.00	0.00	71.68	100
1130	3.50	2.80	6.29	3.15	0.00	3.15	4.90	0.70	1.40	0.00	0.00	73.43	100
NOON	3.85	2.80	5.94	3.15	0.00	2.45	4.90	0.70	1.05	0.00	0.00	74.48	100
1230	2.45	2.45	7.34	1.05	0.00	2.45	3.50	0.70	0.70	0.00	0.00	78.67	100
1300	1.75	2.45	6.64	1.40	0.00	2.45	3.15	0.70	0.00	0.00	0.00	80.77	100
1330	1.75	2.10	4.20	1.75	0.00	2.45	2.80	0.70	0.00	0.00	0.00	83.57	100
1400	1.75	2.10	4.20	1.75	0.00	2.10	2.80	0.35	0.00	0.00	0.00	84.27	100
1430	1.75	2.45	3.50	1.40	0.00	2.10	2.10	0.35	0.35	0.00	0.00	85.31	100
1500	1.40	1.05	3.15	1.75	0.00	2.10	2.80	0.35	0.35	0.00	0.00	86.36	100
1530	1.40	1.05	3.15	1.40	0.00	2.10	2.80	0.35	0.70	0.00	0.00	86.71	100
1600	1.75	1.05	3.15	1.05	0.00	2.45	3.15	0.00	0.70	0.00	0.00	86.36	100
1630	1.40	1.05	3.50	1.05	0.00	2.10	3.15	0.00	0.70	0.00	0.00	86.36	100
1700	0.70	0.70	4.55	1.75	0.00	1.75	3.15	0.00	0.70	0.00	0.00	86.01	100
1730	0.35	0.35	4.20	1.75	0.00	1.05	2.10	0.00	1.05	0.00	0.00	88.81	100
1800	0.35	0.35	3.50	1.40	0.35	0.70	1.40	0.35	0.70	0.00	0.00	90.91	100
1830	0.70	0.00	2.80	1.40	0.35	0.35	0.70	0.35	0.70	0.00	0.00	92.66	100
1900	0.70	0.00	1.40	0.70	0.00	0.35	0.70	0.35	0.70	0.00	0.35	94.76	100
1930	0.00	0.35	0.70	0.35	0.00	0.35	0.70	0.35	0.35	0.00	0.00	96.50	100
2000	1.40	0.00	0.00	0.35	0.35	0.35	0.35	0.35	0.35	0.00	0.35	96.15	100
2030	0.35	0.00	0.00	0.35	0.35	1.05	0.00	0.00	0.70	0.00	0.35	96.50	100
2100	0.35	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.35	97.20	100
2130	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	97.90	100
2200	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	97.55	100
2230	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	98.25	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	1.16	0.88	2.53	1.04	0.04	1.18	2.19	0.21	0.55	0.00	0.02	90.01	
maximum	3.85	2.80	7.34	3.50	0.35	4.20	5.59	0.70	1.75	0.00	0.35	100.00	
std. dev.	1.32	0.99	2.52	1.09	0.12	1.27	1.71	0.24	0.58	0.00	0.08	9.61	
average for 0600- 2400 hrs	1.54	1.15	3.36	1.39	0.06	1.57	2.37	0.28	0.73	0.00	0.03	86.89	

*\*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\*)

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	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	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
0100	0.00	0.00	0.00	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	0.00	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	0.00	97.90	100
0600	0.00	0.35	1.05	0.35	0.00	0.00	2.10	0.00	0.00	0.35	0.00	0.00	95.80	100
0630	0.35	0.35	1.75	1.05	0.00	0.70	2.45	0.00	0.35	0.00	0.00	0.00	93.01	100
0700	0.70	1.05	4.55	1.75	0.00	1.75	3.85	1.05	0.35	0.00	0.00	0.35	84.62	100
0730	1.75	1.40	5.24	1.75	0.00	0.70	3.15	1.05	0.35	0.00	0.00	1.05	83.57	100
0800	2.45	1.40	8.04	3.15	0.35	1.75	4.20	1.40	0.35	0.00	0.00	1.40	75.52	100
0830	2.10	1.40	8.39	2.45	0.70	1.40	4.20	1.05	0.70	0.00	0.00	1.40	76.22	100
0900	2.45	2.45	8.74	3.50	0.35	2.10	4.55	1.40	1.05	0.00	0.00	1.75	71.68	100
0930	2.80	2.10	9.79	4.20	0.35	1.75	5.24	1.40	1.75	0.00	0.00	1.40	69.23	100
1000	2.80	2.45	10.14	4.20	0.35	2.45	5.59	1.75	1.75	0.00	0.00	1.40	67.13	100
1030	2.80	2.45	9.09	4.20	0.35	2.10	5.59	1.75	1.75	0.00	0.35	0.70	68.88	100
1100	2.80	2.45	8.39	4.55	0.35	2.45	5.24	2.10	1.75	0.00	0.35	0.70	68.88	100
1130	2.80	2.10	8.39	3.85	0.35	2.80	5.24	1.75	1.75	0.00	0.35	0.70	69.93	100
NOON	2.45	2.10	8.04	4.55	0.70	2.45	4.90	2.10	1.75	0.00	0.35	0.70	69.93	100
1230	1.75	1.75	9.44	2.80	1.05	2.10	2.80	2.10	1.40	0.00	0.35	0.70	73.78	100
1300	1.05	1.75	8.39	2.45	0.70	2.10	2.80	2.10	0.70	0.00	0.70	0.70	76.57	100
1330	1.05	1.75	5.59	3.15	0.00	1.05	2.10	2.10	1.05	0.00	0.35	0.70	81.12	100
1400	0.70	1.05	3.50	3.50	0.00	1.05	1.40	1.40	0.70	0.00	0.35	0.70	85.66	100
1430	0.35	1.40	3.50	3.15	0.00	1.05	1.75	1.40	0.70	0.00	0.00	0.70	86.01	100
1500	0.35	1.05	3.15	3.15	0.00	1.05	2.10	1.40	0.35	0.00	0.00	0.70	86.71	100
1530	1.05	1.05	2.45	2.10	0.00	1.05	2.10	1.05	0.35	0.00	0.00	0.35	88.46	100
1600	0.70	0.70	2.45	1.75	0.00	1.40	3.15	1.05	0.70	0.00	0.00	0.35	87.76	100
1630	0.70	0.35	2.45	1.40	0.00	1.40	3.15	0.35	0.35	0.00	0.35	0.35	89.16	100
1700	0.70	1.40	3.50	1.75	0.00	1.40	2.45	0.35	0.35	0.00	0.35	0.70	87.06	100
1730	0.70	1.75	3.85	1.75	0.35	1.40	2.45	0.35	0.35	0.00	0.00	0.70	86.36	100
1800	0.70	1.40	3.50	2.10	0.00	2.10	1.75	0.70	0.35	0.00	0.00	0.35	87.06	100
1830	0.70	1.40	1.40	1.40	0.00	1.75	1.75	0.35	0.35	0.00	0.00	0.35	90.56	100
1900	0.70	0.70	0.70	1.05	0.00	0.70	2.10	0.35	0.35	0.00	0.00	0.35	93.01	100
1930	0.35	0.70	0.35	0.35	0.00	0.70	0.70	0.35	0.35	0.00	0.00	0.35	95.80	100
2000	0.00	0.70	0.00	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	97.55	100
2030	0.00	0.35	0.00	0.35	0.00	0.70	0.00	0.00	0.35	0.00	0.00	0.00	98.25	100
2100	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.79	0.86	3.07	1.50	0.12	0.94	2.22	0.67	0.47	0.01	0.08	0.41	89.18	
maximum	2.80	2.45	10.14	4.55	1.05	2.80	5.59	2.10	1.75	0.35	0.70	1.75	100.00	
std. dev.	0.98	0.85	3.49	1.55	0.24	0.87	1.84	0.76	0.58	0.05	0.16	0.48	11.14	
average for 0600- 2400 hrs	1.05	1.15	4.08	2.00	0.17	1.23	2.48	0.89	0.63	0.01	0.11	0.54	85.66	

*\*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\*)

	RM	RP / 106.6	SUPER 3SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	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	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	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	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	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	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	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	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	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	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	0.00	0.00	100.00	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.65	100
0600	0.00	0.00	0.70	0.35	0.00	0.00	1.75	0.00	0.00	0.35	0.00	0.35	96.50	100
0630	0.70	0.00	2.10	0.70	0.00	0.35	1.75	0.00	0.00	0.00	0.00	1.05	93.36	100
0700	1.05	0.70	3.15	0.70	0.35	0.35	3.15	0.70	0.35	0.00	0.00	1.05	88.46	100
0730	1.05	0.35	3.85	1.05	0.00	0.35	3.85	0.70	0.70	0.00	0.00	1.75	86.36	100
0800	2.80	0.70	5.24	1.75	0.70	1.05	3.15	1.05	1.05	0.00	0.00	1.75	80.77	100
0830	2.45	1.40	4.90	2.45	1.05	1.40	3.50	1.05	0.35	0.00	0.00	2.45	79.02	100
0900	2.80	1.40	5.59	2.45	1.40	2.80	4.55	1.40	1.05	0.00	0.35	2.45	73.78	100
0930	2.80	1.75	6.64	2.45	1.40	2.80	4.90	1.75	1.40	0.00	0.35	2.45	71.33	100
1000	3.15	1.75	6.99	2.45	1.05	3.15	4.90	1.75	1.40	0.00	0.35	2.80	70.28	100
1030	2.80	2.10	8.39	2.10	1.05	2.80	4.55	1.75	1.40	0.00	0.35	2.80	69.93	100
1100	2.80	2.45	7.69	2.10	0.70	2.80	4.20	1.75	1.05	0.00	0.35	2.45	71.68	100
1130	3.15	2.10	8.74	2.45	0.35	2.80	3.15	2.10	0.70	0.00	0.35	2.45	71.68	100
NOON	3.15	2.10	9.44	3.15	0.00	2.10	2.80	2.10	0.35	0.00	0.35	2.10	72.38	100
1230	2.45	1.75	8.39	2.45	0.70	1.40	2.10	1.75	0.35	0.00	0.00	1.75	76.92	100
1300	2.45	1.75	6.29	2.80	0.70	1.40	1.40	1.75	0.35	0.00	0.35	1.75	79.02	100
1330	2.10	2.10	2.80	2.10	0.35	1.40	1.40	1.75	0.70	0.00	0.00	1.40	83.92	100
1400	1.05	1.75	3.15	2.45	0.35	1.40	1.05	1.75	0.70	0.00	0.00	1.40	84.97	100
1430	0.70	1.05	3.15	2.10	0.35	1.40	1.75	1.40	0.70	0.00	0.00	1.05	86.36	100
1500	1.05	1.05	2.10	1.75	0.35	1.05	1.75	1.40	0.70	0.00	0.00	1.05	87.76	100
1530	1.05	1.05	2.10	1.75	0.00	1.05	2.10	1.40	0.70	0.00	0.00	0.70	88.11	100
1600	0.70	1.75	1.40	1.40	0.00	2.10	1.75	1.40	1.05	0.00	0.00	1.05	87.41	100
1630	0.70	1.40	1.05	1.40	0.00	2.45	1.40	0.70	0.70	0.00	0.00	0.35	89.86	100
1700	0.35	2.45	1.75	1.40	0.00	1.75	1.05	0.70	0.35	0.00	0.00	0.35	89.86	100
1730	0.35	2.10	2.80	1.40	0.35	1.75	0.70	0.35	0.35	0.00	0.00	0.35	89.51	100
1800	0.35	1.75	2.45	1.40	0.00	1.40	1.75	0.00	0.70	0.00	0.00	0.35	89.86	100
1830	0.35	1.05	1.05	1.05	0.00	1.40	1.40	0.00	0.70	0.00	0.00	0.35	92.66	100
1900	0.35	0.70	0.00	0.70	0.00	0.70	1.40	0.00	0.70	0.00	0.00	0.35	95.10	100
1930	0.35	0.35	0.00	0.35	0.35	0.70	1.05	0.00	0.35	0.00	0.00	0.35	96.15	100
2000	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.35	0.00	0.00	1.05	96.85	100
2030	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.70	98.25	100
2100	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	98.95	100
2130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2200	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2300	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.90	0.84	2.35	1.01	0.24	0.95	1.60	0.63	0.40	0.01	0.06	0.84	90.33	
maximum	3.15	2.45	9.44	3.15	1.40	3.15	4.90	2.10	1.40	0.35	0.35	2.80	100.00	
std. dev.	1.13	0.84	2.90	1.03	0.39	1.00	1.54	0.76	0.43	0.05	0.13	0.92	10.18	
average for 0600- 2400 hrs	1.19	1.13	3.14	1.35	0.32	1.27	1.90	0.84	0.53	0.01	0.08	1.12	87.11	

*\*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\*)

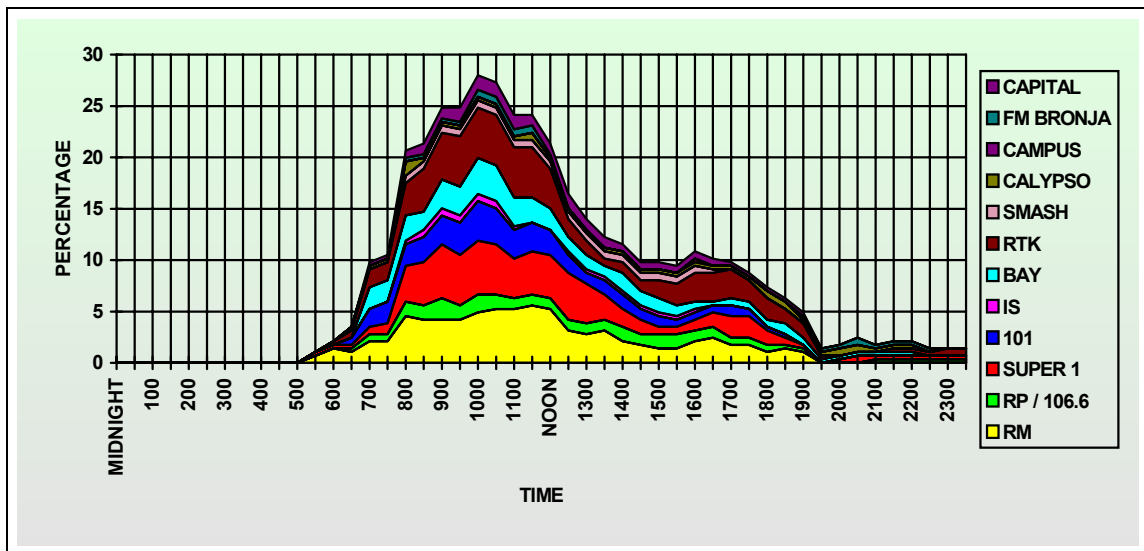
	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100
0100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	99.65	100
0200	0.00	0.00	0.00	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	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	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	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	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	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	0.00	0.35	98.95	100
0530	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	98.95	100
0600	0.00	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	1.05	96.85	100
0630	0.35	0.35	1.05	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	1.05	95.45	100
0700	1.05	0.00	2.45	0.35	0.00	0.00	1.40	0.35	1.05	0.00	0.00	1.05	92.31	100
0730	1.05	0.00	3.15	1.05	0.00	0.00	2.10	0.35	1.40	0.00	0.00	1.05	89.86	100
0800	2.10	0.70	3.15	1.40	0.70	0.35	2.80	0.70	2.10	0.00	0.00	1.05	84.97	100
0830	2.10	1.05	3.85	1.75	0.35	1.05	3.15	0.70	1.75	0.00	0.00	1.05	83.22	100
0900	3.85	1.05	3.85	1.75	0.70	1.75	3.50	0.70	2.10	0.00	0.00	1.40	79.37	100
0930	3.85	1.05	4.20	2.80	0.70	1.75	3.50	0.70	2.10	0.00	0.00	1.75	77.62	100
1000	3.15	1.05	4.55	2.80	0.70	2.10	4.20	0.70	3.15	0.00	0.00	3.50	74.13	100
1030	2.80	1.40	3.85	2.45	1.05	1.40	3.85	0.70	2.80	0.00	0.00	3.50	76.22	100
1100	2.45	1.75	4.55	2.80	1.05	1.75	3.85	0.70	2.80	0.00	0.00	3.50	74.83	100
1130	1.75	2.10	4.90	2.80	0.70	1.75	3.15	0.35	2.80	0.00	0.00	3.15	76.57	100
NOON	1.40	1.40	4.90	2.80	0.70	1.75	3.50	0.70	2.80	0.00	0.00	2.45	77.62	100
1230	1.05	1.05	3.85	2.10	0.35	1.75	1.75	0.70	2.10	0.00	0.00	2.10	83.22	100
1300	1.40	1.05	3.15	2.45	0.00	1.75	0.70	1.05	1.05	0.00	0.00	1.75	85.66	100
1330	1.40	1.05	2.80	1.75	0.00	1.75	0.35	1.05	1.05	0.00	0.00	0.70	88.11	100
1400	1.05	1.40	2.80	0.70	0.00	1.75	0.70	1.05	1.40	0.00	0.00	0.70	88.46	100
1430	1.05	1.40	3.15	0.35	0.00	1.40	0.70	0.70	1.40	0.00	0.00	0.70	89.16	100
1500	1.05	1.75	2.80	0.70	0.00	1.40	1.05	0.70	1.40	0.00	0.35	0.70	88.11	100
1530	0.70	1.40	2.10	0.70	0.00	1.75	0.70	0.35	1.40	0.00	0.35	1.05	89.51	100
1600	0.70	1.40	2.10	0.70	0.35	1.40	0.70	0.35	1.75	0.35	0.35	1.05	88.81	100
1630	0.70	1.05	1.40	0.70	0.00	1.40	0.70	0.35	1.05	0.35	0.35	0.35	91.61	100
1700	0.35	1.05	2.45	0.70	0.00	1.05	0.70	0.35	1.05	0.35	0.35	0.35	91.26	100
1730	0.35	0.70	3.15	0.70	0.00	1.05	0.35	0.35	0.70	0.35	0.35	0.00	91.96	100
1800	0.35	0.70	1.75	0.70	0.00	0.00	1.05	0.35	0.70	0.00	0.00	0.00	94.41	100
1830	0.70	0.70	1.05	0.00	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	95.80	100
1900	0.00	0.70	0.35	0.00	0.00	0.00	1.05	0.35	0.35	0.00	0.00	0.00	97.20	100
1930	0.00	0.70	0.35	0.00	0.00	0.35	0.70	0.35	0.35	0.00	0.00	0.00	97.20	100
2000	0.00	1.05	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.00	0.00	0.00	97.20	100
2030	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	98.60	100
2100	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.60	100
2130	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2200	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2230	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
2330	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.65	100
average	0.79	0.61	1.64	0.77	0.17	0.64	1.18	0.35	0.86	0.03	0.04	0.76	92.26	
maximum	3.85	2.10	4.90	2.80	1.05	2.10	4.20	1.05	3.15	0.35	0.35	3.50	100.00	
std. dev.	1.02	0.62	1.70	0.96	0.30	0.77	1.30	0.32	0.98	0.10	0.12	1.01	8.18	
average for 0600- 2400 hrs	1.06	0.82	2.19	1.03	0.23	0.85	1.39	0.47	1.15	0.04	0.06	0.97	89.75	

*\*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.*

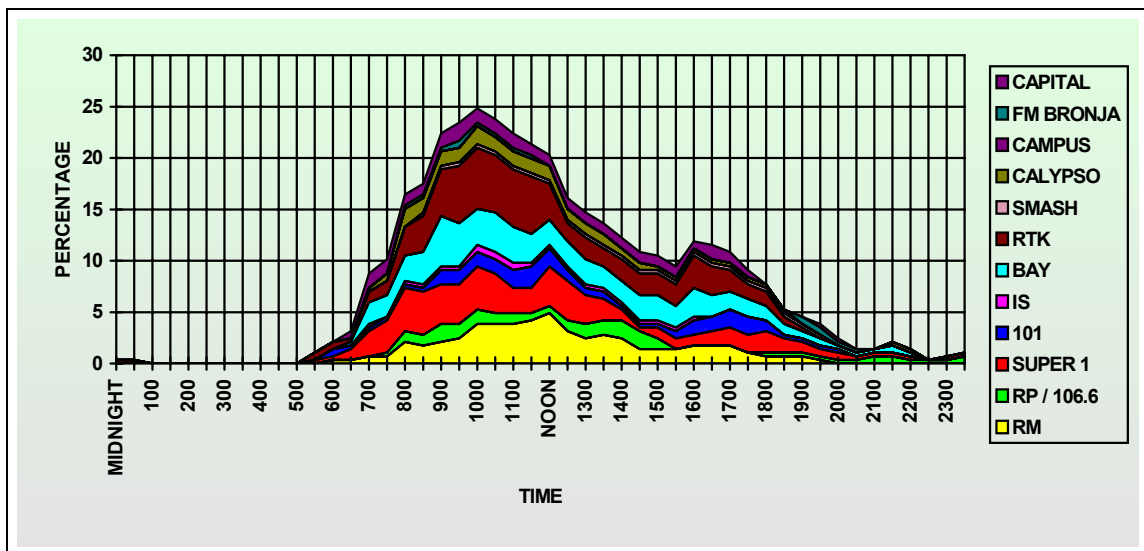
**TABLE R7: RADIO LISTENERSHIP: SUNDAY**  
(BASE=246\*)

	RM	RP / 106.6	SUPER SUPER	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.00	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	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	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	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	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	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	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	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	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	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	0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
0600	0.35	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
0630	1.05	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
0700	1.75	0.00	0.70	1.40	0.00	0.35	1.05	0.00	0.35	0.00	0.00	0.00	94.41	100
0730	1.40	0.00	1.40	1.75	0.00	0.35	1.75	0.00	0.35	0.00	0.00	0.00	93.01	100
0800	2.10	0.35	2.10	1.75	0.70	0.35	2.10	0.00	1.05	0.00	0.00	0.70	88.81	100
0830	1.75	0.70	2.10	1.75	0.35	0.35	2.45	0.00	0.70	0.00	0.00	0.35	89.51	100
0900	1.75	1.05	2.45	1.05	0.35	1.05	2.45	0.00	0.70	0.00	0.00	0.70	88.46	100
0930	1.75	1.05	2.10	1.40	0.35	1.05	2.80	0.00	0.70	0.00	0.00	0.70	88.11	100
1000	2.10	1.40	3.15	2.45	0.35	2.45	2.80	0.00	1.05	0.35	0.00	1.05	82.87	100
1030	2.10	1.05	3.15	2.10	0.35	2.45	3.50	0.00	1.40	0.35	0.00	1.05	82.52	100
1100	2.10	0.70	2.80	2.80	0.35	2.10	3.50	0.00	1.40	0.35	0.00	1.05	82.87	100
1130	2.10	1.05	2.80	2.80	0.35	2.10	3.50	0.35	1.40	0.35	0.00	1.05	82.17	100
NOON	2.45	0.70	3.15	2.10	0.35	1.75	3.85	0.00	1.75	0.35	0.00	1.05	82.52	100
1230	2.45	0.70	2.80	1.40	0.35	1.40	1.75	0.00	1.40	0.35	0.00	1.05	86.36	100
1300	1.75	0.70	2.80	1.75	0.35	0.35	1.75	0.00	0.70	0.35	0.00	0.70	88.81	100
1330	1.75	0.35	2.45	1.40	0.35	0.35	1.75	0.00	0.70	0.00	0.00	0.70	90.21	100
1400	1.40	0.70	1.75	1.05	0.35	0.70	1.05	0.00	0.70	0.00	0.00	0.35	91.96	100
1430	1.40	1.05	1.05	0.70	0.00	0.35	0.70	0.00	0.70	0.00	0.00	0.35	93.71	100
1500	0.70	1.40	1.05	0.70	0.35	0.35	0.70	0.00	1.05	0.00	0.00	0.35	93.36	100
1530	0.70	1.40	1.40	1.40	0.35	0.00	0.35	0.00	1.05	0.00	0.00	0.70	92.66	100
1600	1.05	1.40	1.75	1.75	0.70	0.35	0.35	0.00	1.40	0.00	0.00	0.70	90.56	100
1630	1.05	1.05	1.40	1.40	0.35	0.35	0.70	0.00	0.70	0.00	0.00	0.35	92.66	100
1700	1.05	1.05	1.40	1.40	0.70	0.35	0.70	0.00	1.40	0.00	0.00	0.00	91.96	100
1730	1.05	1.05	1.75	1.05	0.35	0.35	0.35	0.00	1.40	0.00	0.00	0.00	92.66	100
1800	0.35	1.05	1.05	0.70	0.35	0.70	0.70	0.00	0.70	0.00	0.00	0.00	94.41	100
1830	0.35	1.05	1.05	0.70	0.35	0.00	0.70	0.00	0.70	0.00	0.00	0.00	95.10	100
1900	0.00	0.35	0.70	0.70	0.35	0.00	1.05	0.00	0.70	0.00	0.00	0.00	96.15	100
1930	0.00	0.00	0.70	0.35	0.35	0.00	1.75	0.00	0.35	0.00	0.00	0.00	96.50	100
2000	0.00	0.35	0.70	0.00	0.35	0.35	0.70	0.00	0.35	0.00	0.00	0.00	97.20	100
2030	0.00	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.00	0.00	98.60	100
2100	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
2130	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	98.95	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	1.05	0.35	0.00	0.00	0.00	0.00	98.25	100
2230	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.35	0.00	0.35	0.00	0.00	97.90	100
2300	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	98.25	100
2330	0.00	0.00	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
average	0.79	0.45	1.10	0.79	0.20	0.44	1.16	0.04	0.52	0.06	0.00	0.27	94.27	
maximum	2.45	1.40	3.15	2.80	0.70	2.45	3.85	0.35	1.75	0.35	0.00	1.05	100.00	
std. dev.	0.85	0.51	1.05	0.86	0.21	0.67	1.08	0.11	0.54	0.13	0.00	0.39	5.62	
average for 0600- 2400 hrs	1.05	0.60	1.47	1.05	0.26	0.58	1.41	0.05	0.70	0.08	0.00	0.36	92.40	

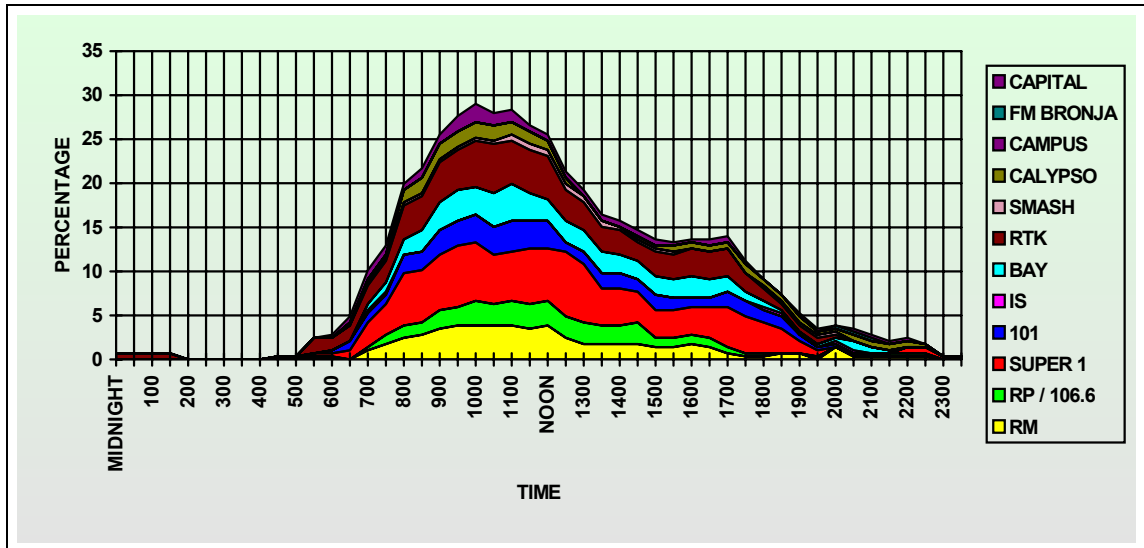
*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*



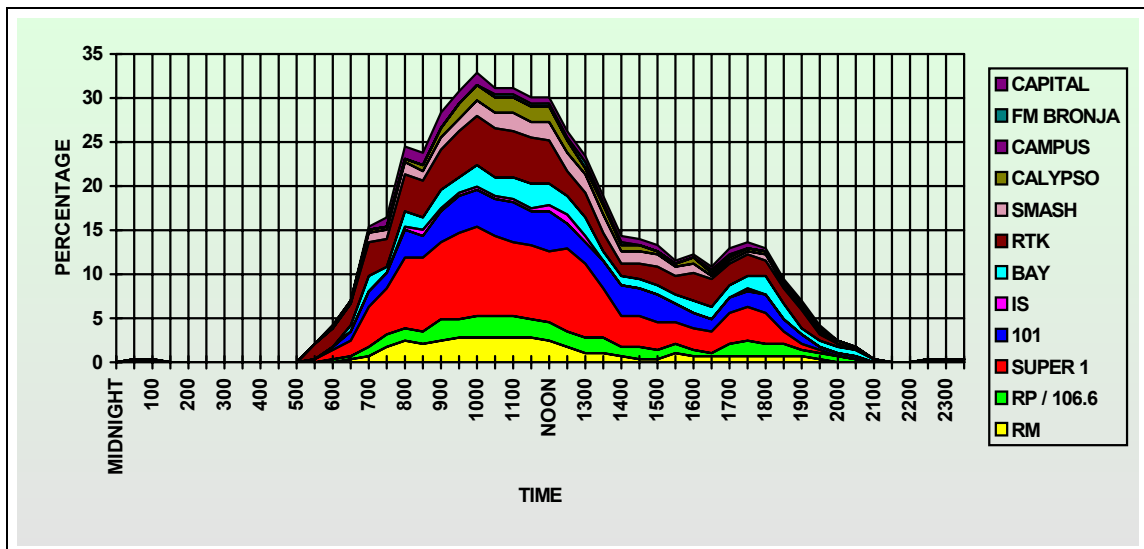
**Fig 7.3: Radio Audiences - Monday**



**Fig 7.4: Radio Audiences - Tuesday**

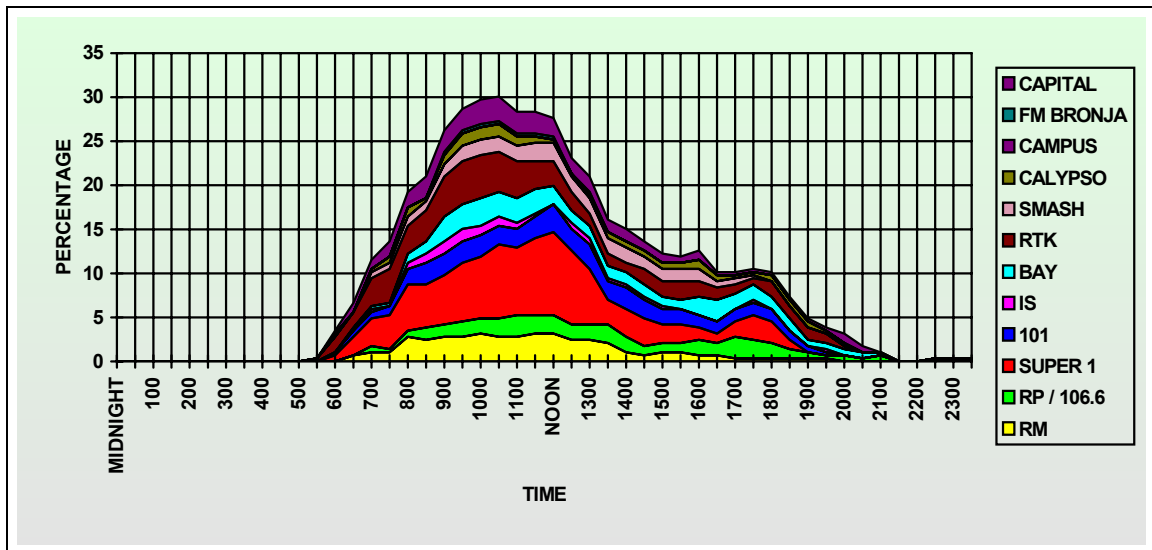


**Fig 7.5: Radio Audiences - Wednesday**

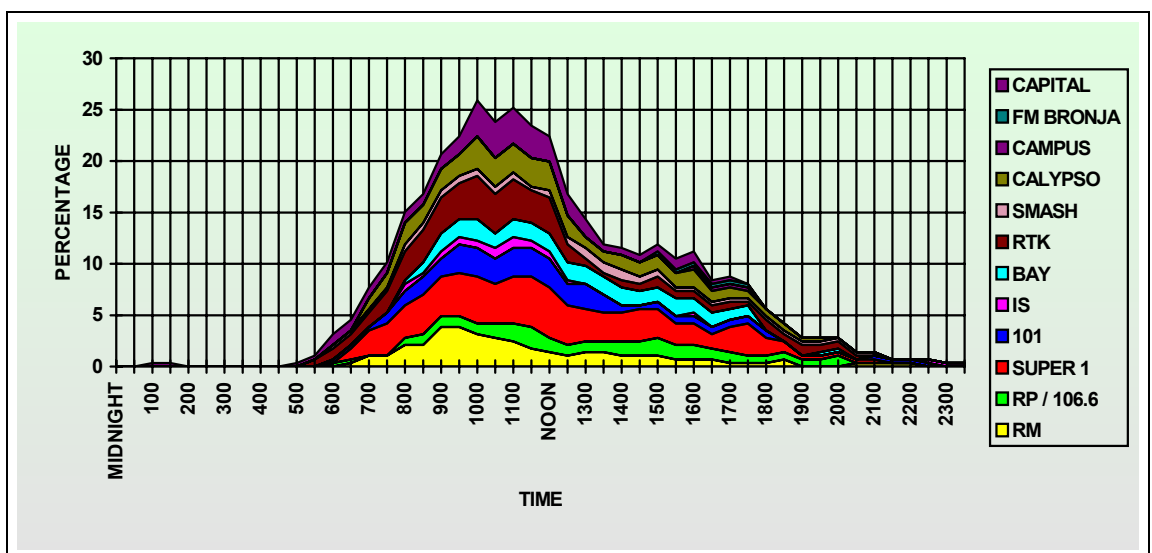


**Fig 7.6: Radio Audiences - Thursday**

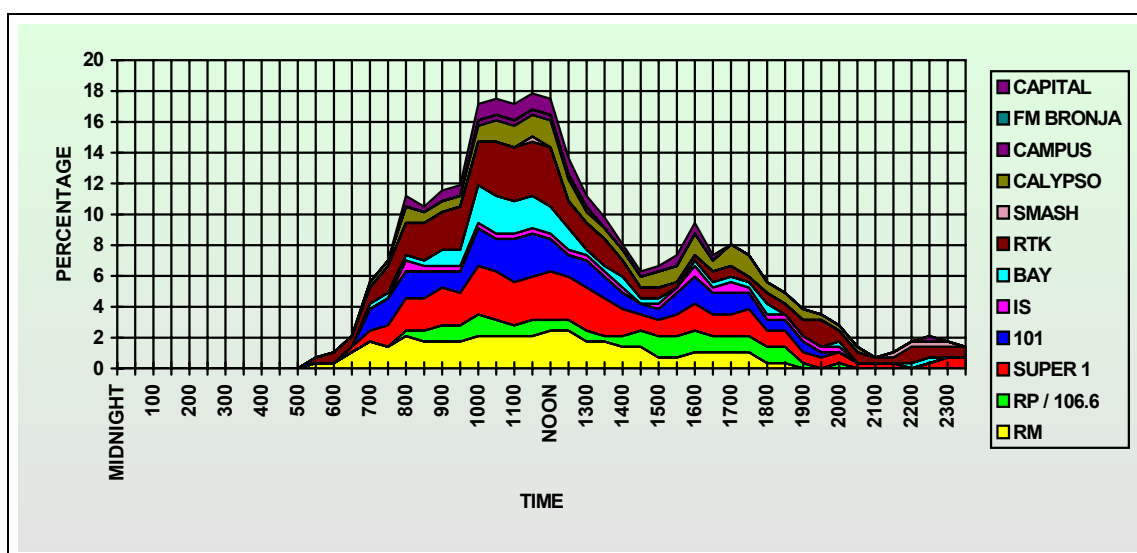




**Fig 7.7: Radio Audiences - Friday**



**Fig 7.8: Radio Audiences - Saturday**



**Fig 7.9: Radio Audiences - Sunday**

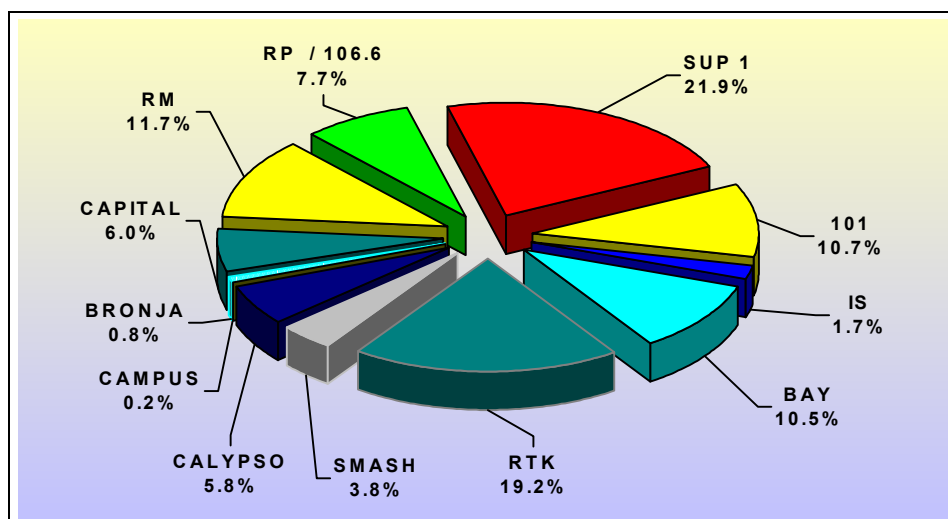
#### 7.6.0 Radio Audience Share

7.4.1 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, 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 highest figure in overall audience share for 24 hrs (as represented in the Pie Charts in Figure 7.10) was registered by Super 1 Radio (21.9%); followed by RTK (19.2 %); Radju Malta (11.7%); Radio 101 (10.7%); Bay Radio (10.5%), Radju Parlament /106.6 (7.7%), Capital Radio (6%); Radio Calypso (5.6%); Smash (3.8%); Island Sound Radio (1.7%); FM Bronja (0.8%) and Campus FM (0.2%).

**Table 7.3: Weekly Average Audience Levels: 2<sup>nd</sup> Quarter 2002**

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

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarte 2002 Weekly Average	1.03	0.68	1.93	0.94	0.15	0.92	1.69	0.33	0.51	0.02	0.07	0.53

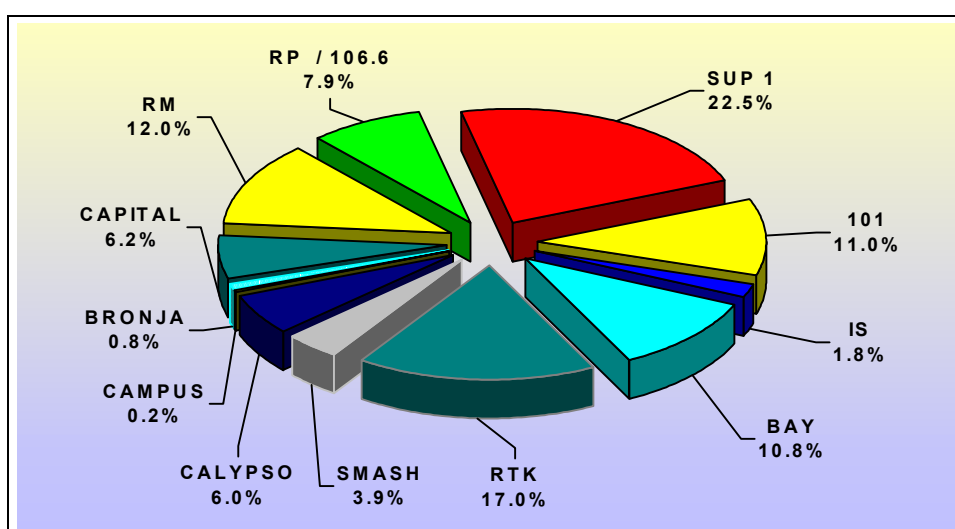


**Fig. 7.10: Daily Average Audience Radio Levels - 2<sup>nd</sup> Quarter 2002**  
(Basis: All Available Time-Slots)

7.6.2 In turn, Table 7.4 presents data in respect of each station for **6.00 a.m. to midnight**. This 2002 (2<sup>nd</sup> Quarter) study results in the following ranking in terms of audience share for the 6.00 a.m. – midnight period: Super 1 Radio (22.5%) registered the largest share, and is followed by RTK (17%); Radju Malta (12%); Radio 101 (11%); Bay Radio (10.8%); Radju Parlament / 106.6 (7.9%); Radio Capital (6.2%); Radio Calypso (6%); Smash Radio (3.9%); Island Sound Radio (1.8%); FM Bronja (0.8%) and Campus FM (0.2%).

**Table 7.4: Weekly Average Audience Levels: 2<sup>nd</sup> Quarter 2002**  
(Computed on the basis of audiences between 6.00 a.m. - midnight)

	RM	RP / 106.6	SUP 1	101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	BRONJA	CAPITAL
2nd Quarter 2002 Weekly Average	1.37	0.90	2.57	1.25	0.21	1.23	1.94	0.44	0.68	0.02	0.09	0.71



**Fig. 7.11: Daily Average Audience Radio Levels – 2<sup>nd</sup> Quarter 2002**  
(6 a.m. - Midnight)

## VIII TV AUDIENCE AUDIT

### 8.1.0 General

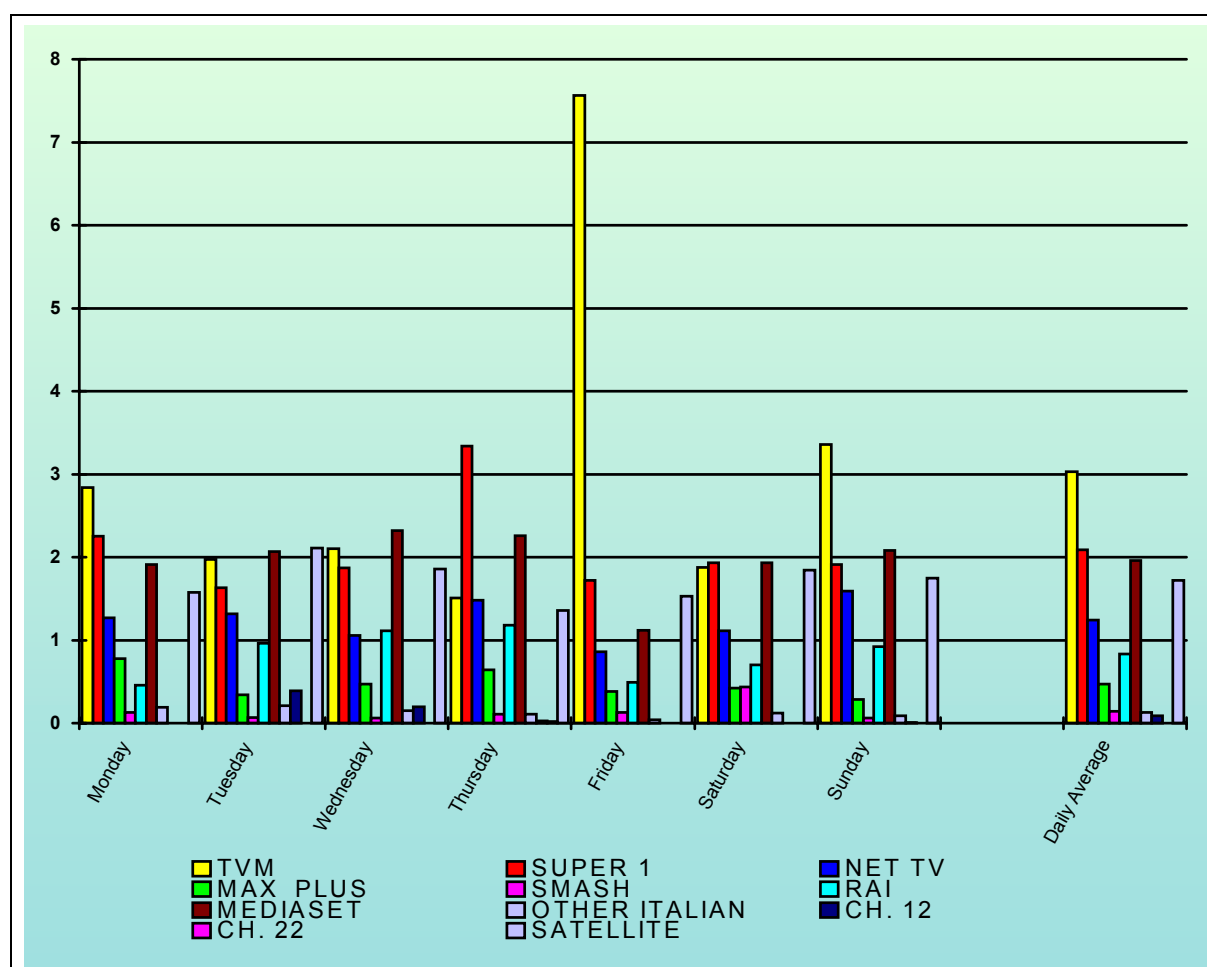
- 8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty-four hours of the day. TVM, Super 1 TV, NET TV, Max Plus and Smash TV were coded individually. 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.
- 8.1.2 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’). As in previous 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.
- 8.1.3 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 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 was registered by TVM at 3.03%. This is followed by Super 1 TV at 2.09%, Mediaset at 1.96%, Satellite at 1.72% and NET TV at 1.24%. The data in Table 8.2 are reproduced graphically in Figure 8.1 below.

**Table 8.1 TV Audience Average Share (2<sup>nd</sup> Quarter 2002) – All Available Slots**

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	NONE
Monday	2.84	2.25	1.27	0.78	0.13	0.46	1.91	0.19	0.00	0.00	1.58	88.88
Tuesday	1.97	1.63	1.32	0.34	0.07	0.96	2.07	0.21	0.39	0.00	2.11	89.06
Wednesday	2.10	1.87	1.06	0.47	0.06	1.11	2.32	0.15	0.20	0.00	1.86	88.98
Thursday	1.51	3.34	1.48	0.64	0.11	1.18	2.26	0.11	0.03	0.02	1.36	88.19
Friday	7.56	1.72	0.86	0.38	0.13	0.49	1.12	0.04	0.00	0.00	1.53	86.31
Saturday	1.88	1.93	1.11	0.42	0.44	0.70	1.93	0.12	0.00	0.00	1.84	89.77
Sunday	3.36	1.91	1.59	0.29	0.06	0.92	2.08	0.09	0.01	0.00	1.75	88.03
Daily Average	3.03	2.09	1.24	0.47	0.14	0.83	1.96	0.13	0.09	0.00	1.72	88.46



**Figure 8.1: Daily TV Average Audience Share: 2<sup>nd</sup> Quarter 2002**  
All Available Slots

### 8.3.0 TV Audience Share Peaks

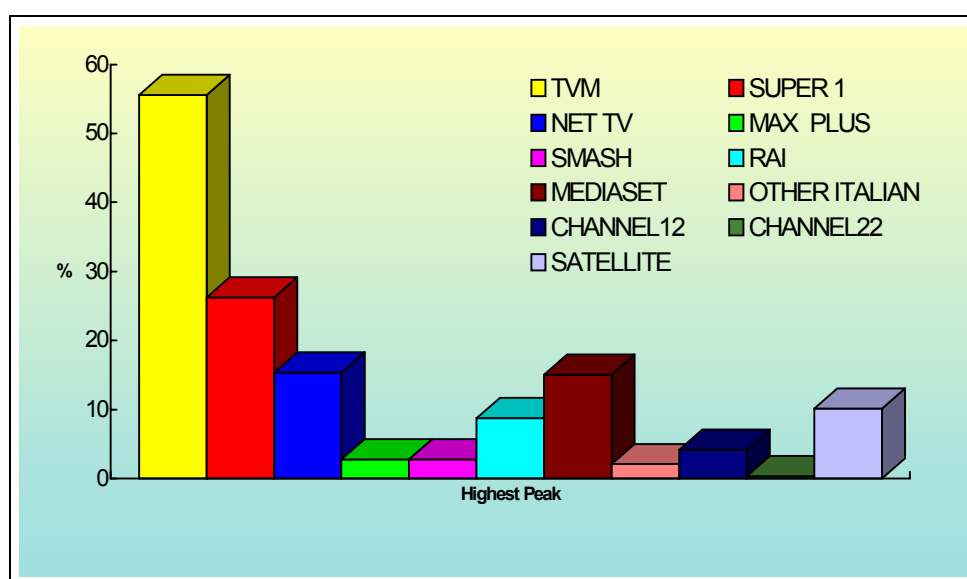
8.3.1 Peak times for different TV channels are a good indicator of their popularity. Table 8.2 summarises peak audience shares for the whole week. “Peak Audience” is defined as “the highest percentage of audience share obtained during the channel’s transmission time for a particular day”. It is worked 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 55.59%. On this day, the highest peak was reached at 9.00 p.m., in the first half-hour of the transmission of TVM’s popular programmes *Xarabank*.

8.3.3 The highest peak was reached by Super 1 TV on Thursday, at 26.22%. NET TV’s highest peak is reached on Sunday, with 15.38%. RAI stations registered a maximum of 8.74% on Thursday. The highest point reached by Mediaset is 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 (2<sup>nd</sup> Quarter, 2002)**

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	35.31	18.88	13.29	2.80	1.05	2.80	10.14	1.05	0.00	0.00	10.14
Tuesday	29.02	14.34	9.09	1.75	0.70	6.99	12.24	2.10	4.20	0.00	9.44
Wednesday	30.07	14.34	9.79	2.10	0.70	8.04	15.03	1.05	1.05	0.00	9.79
Thursday	25.87	26.22	14.69	2.10	0.70	8.74	10.84	0.35	0.70	0.35	7.69
Friday	55.59	16.08	10.49	1.75	0.70	1.40	5.24	0.35	0.00	0.00	4.90
Saturday	21.33	14.69	10.49	1.05	2.80	3.85	10.14	0.35	0.00	0.00	6.64
Sunday	25.52	17.83	15.38	1.05	0.70	3.50	11.89	0.70	0.35	0.00	5.24
Highest Peak	55.59	26.22	15.38	2.80	2.80	8.74	15.03	2.10	4.20	0.35	10.14



**Figure 8.2: Highest TV Channel Peak Audience Share: 2<sup>nd</sup> Quarter 2002**

#### 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 individual 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 the programmes with the highest audience level for the whole week is *Xarabank*, broadcast on Friday evening. This survey recorded a high 55.59% audience peak for this programme. Except for Friday, TVM always reaches its peak audiences for its main News bulletin at 8.00 p.m. Other programmes which reach a substantial audiences by this station are *Ipokriti* on Monday at 8.30p.m.; *Bondi+* on Tuesday at 8.30 p.m.; Football on Wednesday also at 8.30 p.m. and *Tista' Tkun Int* on Sunday morning. Late afternoon audiences are consistently weak except for Saturday.

8.5.3 Super 1 TV also manages to attract good audiences for the News Bulletin broadcast at 7.30 p.m. This station also registered a high peak on Monday at 8.30 p.m. *Mill-Kamra tas-Sodda*, on Thursdays at 9.30p.m., also attracted a very high audience. *Bla Agenda* on Saturday also attracted a relatively stable audience.

8.5.4 NET TV has a loyal audiences for its news bulletin at 7.45 p.m., with a peak reached on Sunday for the News Bulletin at 17.83%. Other programmes that attract relatively good audiences are *Nies ta' Veru* on Thursday at 8.30 p.m. and *Angli* on Sunday at the same time.

- 8.5.5 The performance of Max Plus in this study is interesting, especially in the afternoon time-band, given the fact that this station reaches only a portion of Maltese viewers. The total potential audience of this station is composed only of Cable TV subscribers. The station's best performance was registered on Monday at 3.00 p.m. with *Minn Taghna*.
- 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 were relatively high when this study was conducted were Wednesday and Thursday evening.
- 8.5.7 In contrast, audience levels for the Mediaset group are better than those registered by the RAI stations taken as a group. On Tuesday and Wednesday (at 9.00p.m. on both days) this group of stations registered their best audience levels.
- 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 registered a very low audience level. Satellite stations attract audiences both during the afternoon and evening time-bands. The highest audience level for satellite stations taken as a whole was registered at 9.30 p.m. on a Monday.
- 8.5.9 From a programming point of view, what is perhaps most interesting in the following Tables 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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT1	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.35	0.00	0.35	0.00	0.00		0.35	98.95	100
0100	0.00	0.00	0.00		0.35	0.00	0.00	0.00	0.00		0.35	99.30	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	0.00		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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0730	0.00	0.35	0.00		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0830	0.00	0.35	0.35		0.00	0.00	0.35	0.35	0.00		0.35	98.25	100
0900	0.00	0.35	0.35		0.00	0.00	0.70	0.35	0.00		0.70	97.55	100
0930	0.00	0.70	0.35	0.70	0.00	0.00	1.40	0.35	0.00	0.00	0.70	95.80	100
1000	0.00	0.70	0.35	1.05	0.00	0.00	1.40	0.35	0.00	0.00	0.35	95.80	100
1030	0.35	0.35	0.35	1.40	0.00	0.00	1.05	0.35	0.00	0.00	0.35	95.80	100
1100	0.00	0.35	0.35	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.35	97.20	100
1130	0.00	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.35	97.55	100
NOON	0.00	0.70	0.35	0.35	0.00	0.35	0.70	0.35	0.00	0.00	1.05	96.15	100
1230	0.00	0.35	0.70	0.70	0.00	0.35	0.35	0.00	0.00	0.00	0.70	96.85	100
1300	0.35	0.35	0.70	1.40	0.00	0.70	1.05	0.00	0.00	0.00	1.05	94.41	100
1330	1.05	0.70	1.05	1.75	0.00	0.35	0.70	0.00	0.00	0.00	1.05	93.36	100
1400	0.70	1.75	1.40	2.45	0.35	0.35	2.45	0.00	0.00	0.00	1.05	89.51	100
1430	0.70	1.40	1.40	2.45	0.35	0.70	2.80	0.00	0.00	0.00	0.70	89.51	100
1500	1.05	1.40	1.40	2.80	0.70	0.70	2.10	0.00	0.00	0.00	0.70	89.16	100
1530	0.70	1.40	1.05	2.45	1.05	0.70	1.75	0.35	0.00	0.00	2.10	88.46	100
1600	0.35	1.40	3.50	1.75	0.35	0.00	1.75	0.35	0.00	0.00	2.45	88.11	100
1630	0.00	0.70	3.50	0.70	0.35	0.00	1.75	0.00	0.00	0.00	2.10	90.91	100
1700	0.00	0.70	3.15	0.00	0.00	0.00	2.45	0.00	0.00	0.00	1.75	91.96	100
1730	0.00	1.05	3.50	0.00	0.00	0.35	2.10	0.00	0.00	0.00	2.10	90.91	100
1800	1.05	1.05	2.10	0.35	0.00	0.70	2.10	0.00	0.00	0.00	2.45	90.21	100
1830	1.05	1.75	2.80	0.35	0.00	0.70	1.75	0.00	0.00	0.00	2.45	89.16	100
1900	1.40	1.40	2.80	0.35	0.00	0.70	2.10	0.00	0.00	0.00	1.40	89.86	100
1930	1.75	18.88	3.15	0.70	0.00	0.35	2.45	0.00	0.00	0.00	1.05	71.68	100
1945	1.40	10.84	13.29	0.70	0.00	0.35	2.45	0.00	0.00	0.00	0.70	70.28	100
2000	35.31	9.79	4.55	0.70	0.00	0.70	4.90	0.35	0.00	0.00	1.75	41.96	100
2030	25.52	16.43	3.50	0.35	0.00	2.80	9.44	0.70	0.00	0.00	6.29	34.97	100
2100	21.68	13.99	1.75	0.35	0.00	1.75	10.14	1.05	0.00	0.00	9.44	39.86	100
2130	18.53	8.39	1.40	0.35	0.00	2.10	9.09	1.05	0.00	0.00	10.14	48.95	100
2200	12.59	5.24	1.05	0.00	0.70	2.45	8.04	1.05	0.00	0.00	8.74	60.14	100
2230	6.64	5.24	1.05	0.00	0.70	2.45	6.99	1.05	0.00	0.00	6.64	69.23	100
2300	5.24	1.40	0.70	0.00	0.35	1.75	4.20	0.70	0.00		4.20	81.47	100
2330	1.75	0.35	0.35	0.00	0.35	0.70	2.10	0.00	0.00		1.05	93.36	100
Tot. Avg.	2.84	2.25	1.27	0.78	0.13	0.46	1.91	0.19	0.00	0.00	1.58	88.88	
maximum	35.31	18.88	13.29	2.80	1.05	2.80	10.14	1.05	0.00	0.00	10.14	100.00	
std. dev.	7.23	4.37	2.14	0.82	0.24	0.72	2.59	0.32	0.00	0.00	2.46	16.72	
Band 1	0.03	0.29	0.17	0.77	0.00	0.03	0.58	0.20	0.00	0.00	0.26	98.11	
Band 2	0.50	1.05	1.90	1.25	0.22	0.42	1.70	0.07	0.00	0.00	1.55	91.33	
Band 3	11.98	8.36	3.05	0.32	0.19	1.46	5.63	0.54	0.00	0.00	4.67	63.80	
	3.76	2.98	1.68	0.83	0.14	0.60	2.50	0.26	0.00	0.00	2.06	85.34	

*\*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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	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	0.00		0.35	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	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	0.35	0.00	0.00		0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0600	0.00	0.00	0.00		0.00	0.00	0.70	0.00	0.00		0.00	99.30	100
0630	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	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	0.35	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.70	0.00		0.00	0.00	0.00	0.35	0.00		0.00	98.95	100
0830	0.00	0.35	0.00		0.00	0.00	0.00	0.35	0.00		0.35	98.95	100
0900	0.00	1.05	0.00		0.00	0.00	0.35	0.35	0.00		0.70	97.55	100
0930	0.00	0.70	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.00	0.70	97.55	100
1000	0.00	0.70	0.00	0.00	0.70	0.00	1.05	0.35	0.00	0.00	1.40	95.80	100
1030	0.00	0.35	0.00	0.00	0.70	0.00	0.70	0.35	0.00	0.00	1.40	96.50	100
1100	0.00	0.35	0.00	0.35	0.70	0.70	0.70	0.35	0.00	0.00	2.80	94.06	100
1130	0.00	0.35	0.00	0.35	0.70	0.70	1.05	0.35	0.00	0.00	2.80	93.71	100
NOON	0.35	0.70	0.35	0.70	0.00	1.05	1.05	0.00	0.00	0.00	2.45	93.36	100
1230	0.35	1.40	0.70	0.70	0.00	1.05	1.75	0.35	0.00	0.00	1.75	91.96	100
1300	1.05	1.05	0.35	0.35	0.00	0.70	2.10	0.00	0.00	0.00	1.05	93.36	100
1330	0.70	2.10	1.05	1.05	0.00	0.35	2.10	0.00	0.00	0.00	1.05	91.61	100
1400	0.70	2.10	1.05	1.05	0.00	0.70	2.45	0.00	0.00	0.00	1.75	90.21	100
1430	1.05	1.75	1.05	1.40	0.00	1.05	2.80	0.00	0.00	0.00	1.75	89.16	100
1500	1.05	1.05	1.05	1.75	0.00	0.70	2.45	0.35	0.00	0.00	1.75	89.86	100
1530	0.70	1.40	1.75	1.40	0.35	0.35	2.45	0.35	0.00	0.00	1.75	89.51	100
1600	0.00	1.05	3.50	0.35	0.35	0.00	1.40	0.35	0.35	0.00	2.45	90.21	100
1630	0.00	0.70	3.85	0.35	0.00	0.00	1.40	0.00	0.35	0.00	3.15	90.21	100
1700	0.70	0.70	3.85	0.35	0.00	0.35	1.75	0.00	0.00	0.00	3.15	89.16	100
1730	0.70	1.05	3.85	0.35	0.00	0.35	2.10	0.00	0.00	0.00	2.80	88.81	100
1800	1.05	1.40	3.15	0.00	0.00	1.05	2.45	0.00	0.00	0.00	2.45	88.46	100
1830	1.05	0.70	2.45	0.00	0.00	1.40	2.10	0.00	0.00	0.00	2.45	89.86	100
1900	1.05	1.05	2.80	0.00	0.00	1.40	2.80	0.00	0.00	0.00	3.15	87.76	100
1930	1.05	14.34	3.15	0.00	0.00	0.35	1.75	0.35	0.00	0.00	2.45	76.57	100
1945	1.40	7.69	9.09	0.00	0.00	0.35	1.05	0.35	0.00	0.00	3.50	76.57	100
2000	29.02	7.34	3.15	0.35	0.00	0.70	5.94	0.00	0.00	0.00	5.94	47.55	100
2030	17.48	6.29	2.80	0.00	0.00	3.50	11.54	0.70	2.80	0.00	8.39	46.50	100
2100	13.99	5.94	3.85	0.00	0.00	5.59	12.24	2.10	3.50	0.00	9.44	43.36	100
2130	11.54	4.90	3.85	0.00	0.00	5.94	10.14	0.70	4.20	0.00	9.09	49.65	100
2200	8.04	3.85	3.85	0.00	0.00	6.99	9.09	0.70	3.50	0.00	8.39	55.59	100
2230	2.10	3.15	2.80	0.00	0.00	6.29	7.34	0.70	2.80	0.00	6.64	68.18	100
2300	1.05	1.40	1.40	0.00	0.00	4.55	3.50	0.35	1.40		4.20	82.17	100
2330	0.35	0.35	0.00	0.00	0.00	0.70	0.70	0.00	0.00		1.40	96.50	100
Tot. Avg.	1.97	1.63	1.32	0.34	0.07	0.96	2.07	0.21	0.39	0.00	2.11	89.06	
maximum	29.02	14.34	9.09	1.75	0.70	6.99	12.24	2.10	4.20	0.00	9.44	100.00	
std. dev.	5.29	2.65	1.85	0.48	0.20	1.78	2.99	0.35	1.04	0.00	2.53	15.32	
Band 1	0.00	0.47	0.00	0.14	0.23	0.15	0.50	0.23	0.00	0.00	0.84	97.52	
Band 2	0.67	1.22	2.00	0.70	0.05	0.65	2.02	0.10	0.05	0.00	2.12	90.41	
Band 3	7.91	5.12	3.34	0.03	0.00	3.31	6.01	0.54	1.65	0.00	5.69	66.40	
	2.61	2.14	1.75	0.36	0.09	1.28	2.71	0.27	0.51	0.00	2.77	85.58	

*\*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	SMAS+	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT1	0.00	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		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	0.35	0.00	0.00		0.00	99.65	100
0500	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	100
0600	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0630	0.00	0.35	0.00		0.00	0.00	0.70	0.00	0.00		0.00	98.95	100
0700	0.70	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0730	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0800	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0900	0.35	0.00	0.00		0.00	0.00	0.70	0.00	0.35		0.70	97.90	100
0930	0.35	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.35	0.00	1.05	97.20	100
1000	0.35	0.00	0.00	0.35	0.70	0.00	0.35	0.00	0.35	0.00	2.45	95.45	100
1030	0.35	0.00	0.00	0.00	0.70	0.00	0.35	0.00	0.35	0.00	2.45	95.80	100
1100	0.00	0.35	0.00	0.00	0.70	0.70	1.05	0.00	0.35	0.00	2.45	94.41	100
1130	0.00	0.35	0.00	0.00	0.70	1.05	1.05	0.00	0.35	0.00	2.45	94.06	100
NOON	0.70	0.70	0.00	0.00	0.00	1.40	1.75	0.00	0.35	0.00	2.45	92.66	100
1230	0.35	0.70	0.35	0.35	0.00	1.75	1.40	0.00	0.35	0.00	0.70	94.06	100
1300	1.05	1.05	0.70	0.70	0.00	1.05	1.05	0.00	0.35	0.00	0.70	93.36	100
1330	0.70	2.10	0.70	1.05	0.00	0.35	1.05	0.00	0.35	0.00	1.05	92.66	100
1400	1.05	3.15	1.05	1.05	0.00	0.35	2.80	0.00	0.00	0.00	1.75	88.81	100
1430	1.05	2.80	1.05	1.40	0.00	0.35	3.15	0.00	0.00	0.00	1.75	88.46	100
1500	1.05	2.45	0.70	2.10	0.00	0.35	2.10	0.35	0.00	0.00	1.75	89.16	100
1530	0.35	2.45	1.05	1.75	0.00	0.70	2.10	0.35	0.00	0.00	1.40	89.86	100
1600	0.00	1.40	2.45	0.70	0.00	1.05	2.80	0.35	0.00	0.00	1.75	89.51	100
1630	0.00	1.05	2.80	0.70	0.00	0.70	2.80	0.00	0.00	0.00	2.10	89.86	100
1700	0.00	0.70	2.80	0.35	0.00	1.05	2.80	0.00	0.00	0.00	2.80	89.51	100
1730	0.35	0.70	2.45	0.35	0.00	1.05	1.75	0.00	0.00	0.00	2.45	90.91	100
1800	1.05	1.05	2.45	0.35	0.00	1.40	2.80	0.00	0.00	0.00	1.05	89.86	100
1830	0.35	1.40	2.45	0.35	0.00	1.05	2.45	0.00	0.35	0.00	1.05	90.56	100
1900	0.70	1.05	3.15	0.00	0.00	1.05	2.45	0.35	0.35	0.00	1.40	89.51	100
1930	1.40	14.34	2.45	0.00	0.00	0.00	1.75	0.35	0.35	0.00	1.75	77.62	100
1945	1.75	11.19	9.79	0.35	0.00	0.00	2.80	0.35	0.00	0.00	1.05	72.73	100
2000	30.07	9.09	3.15	1.40	0.00	0.70	4.90	0.35	0.00	0.00	3.15	47.20	100
2030	16.78	7.34	2.10	1.05	0.00	3.50	12.24	0.70	0.70	0.00	6.29	49.30	100
2100	11.89	6.99	2.45	0.35	0.00	6.99	15.03	1.05	1.05	0.00	9.44	44.76	100
2130	10.84	6.29	2.45	0.00	0.00	7.69	13.64	0.70	1.05	0.00	9.79	47.55	100
2200	8.39	4.90	2.10	0.00	0.00	8.04	12.24	0.70	1.05	0.00	9.44	53.15	100
2230	6.99	4.20	1.40	0.00	0.00	5.24	7.69	0.70	1.05	0.00	8.04	64.69	100
2300	2.10	2.10	1.05	0.00	0.00	4.90	2.80	0.70	0.35		4.90	81.12	100
2330	0.70	0.35		0.00	0.00	2.10	0.70	0.35	0.00		1.40	94.06	100
Tot. Avg.	2.10	1.87	1.06	0.47	0.06	1.11	2.32	0.15	0.20	0.00	1.86	88.98	
maximum	30.07	14.34	9.79	2.10	0.70	8.04	15.03	1.05	1.05	0.00	9.79	100.00	
std. dev.	5.28	3.12	1.68	0.56	0.19	2.01	3.60	0.26	0.31	0.00	2.55	15.50	
Band 1	0.26	0.17	0.00	0.14	0.23	0.15	0.47	0.00	0.17	0.00	0.99	97.49	
Band 2	0.57	1.55	1.50	0.80	0.00	0.90	2.20	0.07	0.12	0.00	1.62	90.66	
Band 3	8.33	6.17	3.01	0.29	0.00	3.66	6.93	0.57	0.54	0.00	5.15	65.61	
	2.78	2.48	1.42	0.50	0.08	1.47	3.04	0.20	0.26	0.00	2.47	85.43	

*\*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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	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		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	0.35	0.00	0.00		0.00	99.65	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	0.00	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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0730	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0800	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0830	0.00	0.00	0.00		0.00	0.35	0.00	0.00	0.00		1.05	98.60	100
0900	0.00	0.00	0.70		0.00	1.05	0.35	0.35	0.00		1.05	96.50	100
0930	0.00	0.00	1.05	0.00	0.00	1.05	1.05	0.35	0.00	0.00	1.05	95.45	100
1000	0.00	0.00	0.35	0.00	0.00	1.05	1.05	0.35	0.00	0.00	1.40	95.80	100
1030	0.00	0.00	0.35	0.00	0.00	1.05	0.70	0.35	0.00	0.00	1.05	96.50	100
1100	0.00	0.35	0.35	0.00	0.00	1.05	0.70	0.35	0.00	0.00	0.35	96.85	100
1130	0.00	0.35	0.35	0.00	0.00	1.05	0.70	0.00	0.00	0.00	0.00	97.55	100
NOON	0.35	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.00	0.00	0.35	97.55	100
1230	0.00	0.00	0.35	0.35	0.00	1.05	1.05	0.00	0.00	0.00	0.35	96.85	100
1300	0.70	0.35	1.05	1.05	0.70	1.05	1.05	0.00	0.00	0.00	0.00	94.06	100
1330	1.05	1.75	2.10	1.40	0.70	1.05	1.05	0.00	0.00	0.00	0.35	90.56	100
1400	1.40	3.50	1.75	1.75	0.70	1.05	2.80	0.00	0.00	0.00	1.05	86.01	100
1430	1.75	4.20	1.40	1.75	0.70	1.05	3.50	0.00	0.00	0.00	1.40	84.27	100
1500	1.40	4.55	1.40	2.10	0.35	0.35	3.85	0.00	0.00	0.00	1.05	84.97	100
1530	0.00	4.55	1.40	1.75	0.35	0.35	3.15	0.00	0.00	0.00	1.05	87.41	100
1600	0.35	2.80	1.40	1.75	0.00	0.00	3.50	0.00	0.00	0.35	0.70	89.16	100
1630	0.00	0.70	2.45	1.40	0.35	0.00	3.15	0.00	0.00	0.35	1.05	90.56	100
1700	0.00	1.05	2.80	0.70	0.35	0.35	1.75	0.00	0.00	0.00	1.40	91.61	100
1730	0.00	0.70	2.45	0.70	0.35	0.70	1.40	0.00	0.00	0.00	1.40	92.31	100
1800	0.70	0.70	2.80	1.05	0.35	1.40	1.75	0.00	0.00	0.00	1.40	89.86	100
1830	0.00	0.70	2.45	0.70	0.00	1.40	1.75	0.00	0.00	0.00	1.75	91.26	100
1900	0.00	1.05	3.15	0.35	0.00	1.40	2.80	0.35	0.00	0.00	3.15	87.76	100
1930	0.35	18.18	3.15	0.35	0.35	1.05	2.45	0.35	0.00	0.00	2.80	70.98	100
1945	0.35	12.59	14.69	0.35	0.00	0.70	1.75	0.35	0.00	0.00	2.45	66.78	100
2000	25.87	13.99	4.20	1.75	0.00	0.35	5.59	0.35	0.00	0.00	2.80	45.10	100
2030	10.84	24.13	4.90	1.05	0.00	2.10	10.14	0.00	0.35	0.00	5.94	40.56	100
2100	8.39	26.22	4.55	0.35	0.00	7.34	10.84	0.35	0.70	0.00	7.69	33.57	100
2130	8.04	18.88	4.20	0.00	0.00	8.39	10.84	0.35	0.35	0.00	6.64	42.31	100
2200	4.90	12.24	2.45	0.00	0.00	8.74	10.84	0.35	0.00	0.00	6.64	53.85	100
2230	3.50	6.64	1.75	0.00	0.00	6.64	9.44	0.35	0.00	0.00	5.59	66.08	100
2300	2.45	3.50	1.40	0.00	0.00	2.45	6.29	0.35	0.00		3.15	80.42	100
2330	0.70	0.00	0.35	0.00	0.00	1.05	4.20	0.35	0.00		0.35	93.01	100
Tot. Avg.	1.51	3.34	1.48	0.64	0.11	1.18	2.26	0.11	0.03	0.02	1.36	88.19	
maximum	25.87	26.22	14.69	2.10	0.70	8.74	10.84	0.35	0.70	0.35	7.69	100.00	
std. dev.	4.20	6.48	2.36	0.70	0.21	2.07	3.14	0.16	0.12	0.09	1.96	17.40	
Band 1	0.09	0.06	0.29	0.00	0.00	0.58	0.38	0.15	0.00	0.00	0.50	97.96	
Band 2	0.55	1.82	1.72	1.17	0.35	0.77	2.15	0.00	0.00	0.05	0.95	90.46	
Band 3	5.94	12.49	4.07	0.38	0.03	3.66	6.83	0.32	0.13	0.00	4.29	61.86	
	2.00	4.42	1.96	0.69	0.14	1.57	2.97	0.14	0.04	0.02	1.80	84.39	

*\*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	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0030	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.35	0.00		0.00	99.65	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.35	0.00		0.00	99.65	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	0.00	0.00		0.00	100.00	100
0300	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.65	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	0.00	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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0730	0.70	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0800	0.35	0.00	0.70		0.00	0.35	0.00	0.00	0.00		0.70	97.90	100
0830	0.00	0.00	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0900	0.00	0.00	0.35		0.00	0.35	0.35	0.00	0.00		0.70	98.25	100
0930	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	1.05	97.55	100
1000	0.00	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	1.75	96.50	100
1030	0.00	0.00	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	1.40	96.85	100
1100	0.00	0.00	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	1.40	97.55	100
1130	0.00	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00	1.75	96.85	100
NOON	0.35	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	2.45	95.80	100
1230	0.35	0.35	0.00	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.75	95.80	100
1300	0.35	0.35	0.35	1.40	0.35	1.05	1.40	0.00	0.00	0.00	1.75	93.01	100
1330	1.75	1.05	1.40	1.40	0.35	1.05	1.75	0.00	0.00	0.00	2.10	89.16	100
1400	2.45	1.40	1.40	1.75	0.35	0.70	2.80	0.00	0.00	0.00	3.15	86.01	100
1430	2.45	2.10	1.40	1.40	0.35	0.70	2.80	0.00	0.00	0.00	2.45	86.36	100
1500	1.75	2.45	1.40	1.40	0.35	0.70	3.50	0.00	0.00	0.00	2.45	86.01	100
1530	1.05	2.80	2.10	1.40	0.35	0.70	3.15	0.00	0.00	0.00	2.45	86.01	100
1600	0.35	1.75	2.45	0.70	0.35	0.70	2.45	0.00	0.00	0.00	2.10	89.16	100
1630	0.35	0.70	2.10	0.35	0.70	1.40	2.10	0.00	0.00	0.00	1.75	90.56	100
1700	0.35	0.35	1.75	0.35	0.70	1.05	1.05	0.00	0.00	0.00	1.40	93.01	100
1730	0.35	1.05	1.75	0.00	0.35	0.70	0.70	0.00	0.00	0.00	1.75	93.36	100
1800	1.40	0.70	1.40	0.00	0.70	0.70	0.70	0.00	0.00	0.00	2.80	91.61	100
1830	0.70	0.35	1.75	0.00	0.35	0.70	0.70	0.00	0.00	0.00	2.10	93.36	100
1900	1.05	0.70	2.10	0.00	0.35	0.35	1.40	0.00	0.00	0.00	2.45	91.61	100
1930	1.05	16.08	1.75	0.00	0.00	0.35	1.40	0.00	0.00	0.00	2.10	77.27	100
1945	1.05	8.04	10.49	0.00	0.00	0.35	1.40	0.00	0.00	0.00	1.40	77.27	100
2000	44.41	5.94	1.75	0.35	0.00	0.70	2.80	0.00	0.00	0.00	2.80	41.26	100
2030	51.75	6.64	0.70	0.35	0.00	1.05	5.24	0.35	0.00	0.00	2.80	31.12	100
2100	55.59	6.99	0.35	0.35	0.00	1.40	3.50	0.35	0.00	0.00	4.90	26.57	100
2130	54.90	6.99	0.35	0.35	0.00	0.70	3.50	0.35	0.00	0.00	4.90	27.97	100
2200	51.40	6.64	0.70	0.00	0.00	0.70	3.15	0.00	0.00	0.00	4.55	32.87	100
2230	48.60	5.24	0.35	0.00	0.00	0.70	2.45	0.00	0.00	0.00	3.85	38.81	100
2300	36.01	3.50	0.35	0.35	0.00	0.70	1.75	0.00	0.00		3.50	53.85	100
2330	9.79	1.75		0.35	0.00	0.35	1.05	0.00	0.00		1.05	85.66	100
Tot. Avg.	7.56	1.72	0.86	0.38	0.13	0.49	1.12	0.04	0.00	0.00	1.53	86.31	
maximum	55.59	16.08	10.49	1.75	0.70	1.40	5.24	0.35	0.00	0.00	4.90	100.00	
std. dev.	17.13	3.10	1.59	0.55	0.21	0.39	1.30	0.11	0.00	0.00	1.37	21.54	
Band 1	0.09	0.00	0.26	0.00	0.00	0.38	0.20	0.00	0.00	0.00	0.79	98.28	
Band 2	1.00	1.12	1.37	0.72	0.42	0.82	1.70	0.00	0.00	0.00	2.17	90.66	
Band 3	32.33	6.23	1.89	0.19	0.03	0.67	2.51	0.10	0.00	0.00	3.12	53.12	
	10.02	2.28	1.15	0.41	0.17	0.63	1.46	0.03	0.00	0.00	2.00	81.97	

*\*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\*)

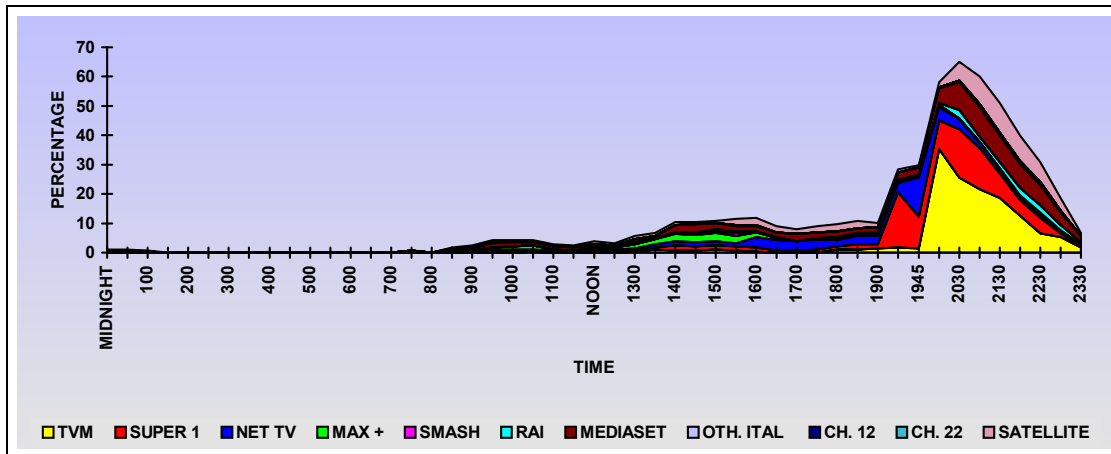
	TVM	SUPER 1	NET TV	MAX PLUS	SMAS	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	100.00	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0130	0.00	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	0.00	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	0.00		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		0.00	100.00	100
0600	0.00	0.00	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		0.00	100.00	100
0700	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.70	98.95	100
0730	0.35	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.70	98.95	100
0800	0.70	0.00	0.35		0.00	0.00	0.00	0.00	0.00		0.70	98.25	100
0830	0.35	0.00	1.05		0.00	0.00	0.00	0.00	0.00		1.05	97.55	100
0900	0.35	0.00	1.40	0.00	0.00	0.00	0.35	0.35	0.00		0.70	96.85	100
0930	0.35	0.00	1.40	0.35	0.00	0.00	0.35	0.35	0.00		0.70	96.50	100
1000	0.35	0.00	1.40	0.35	0.00	0.70	0.70	0.35	0.00		1.05	95.10	100
1030	0.35	0.35	1.40	0.35	0.00	0.70	1.05	0.35	0.00		1.05	94.41	100
1100	0.35	0.35	0.70	0.35	0.00	0.70	1.05	0.00	0.00		1.05	95.45	100
1130	0.35	0.35	0.35	0.70	0.00	1.05	1.05	0.00	0.00		1.05	95.10	100
NOON	1.05	1.05	0.35	1.05	0.70	1.05	1.75	0.00	0.00		0.35	92.66	100
1230	1.05	1.40	0.00	1.05	0.70	0.70	1.05	0.00	0.00		0.35	93.71	100
1300	2.10	0.70	1.05	0.70	0.70	0.70	1.05	0.00	0.00		1.40	91.61	100
1330	2.45	2.45	1.40	1.05	1.05	1.05	1.05	0.00	0.00		1.40	88.11	100
1400	3.50	3.85	1.40	1.05	1.75	1.05	2.80	0.00	0.00		2.10	82.52	100
1430	3.85	4.20	1.05	1.05	2.45	1.05	3.50	0.35	0.00		2.80	79.72	100
1500	3.50	4.20	1.40	0.70	2.80	1.05	3.50	0.35	0.00		3.50	79.02	100
1530	3.85	3.85	1.40	0.70	2.45	1.05	3.15	0.35	0.00		3.50	79.72	100
1600	3.50	3.15	1.05	0.35	2.45	1.05	2.10	0.00	0.00		5.94	80.42	100
1630	3.50	2.10	1.05	0.70	2.10	1.05	2.10	0.35	0.00		5.24	81.82	100
1700	2.80	1.05	2.10	0.70	0.70	0.70	2.80	0.35	0.00		6.64	82.17	100
1730	2.10	0.70	2.10	0.70	0.35	0.70	1.75	0.35	0.00		5.94	85.31	100
1800	2.10	1.40	2.10	0.35	0.00	0.35	2.10	0.00	0.00		5.59	86.01	100
1830	1.05	1.05	1.75	0.35	0.00	0.70	1.75	0.00	0.00		4.20	89.16	100
1900	0.70	1.40	1.75	0.35	0.00	0.35	2.10	0.00	0.00	0.00	3.50	89.86	100
1930	1.05	14.69	1.75	0.00	0.00	0.00	1.40	0.00	0.00	0.00	2.45	78.67	100
1945	0.70	8.39	10.49	0.00	0.00	0.35	1.05	0.35	0.00	0.00	2.45	76.22	100
2000	21.33	5.94	2.45	0.00	0.35	1.05	4.20	0.35	0.00	0.00	3.15	61.19	100
2030	8.39	6.64	2.10	0.00	1.05	3.50	9.79	0.35	0.00	0.00	3.85	64.34	100
2100	5.94	7.69	2.45	0.00	1.05	3.85	9.79	0.35	0.00	0.00	3.85	65.03	100
2130	5.24	6.99	2.10	0.00	0.70	3.50	10.14	0.35	0.00	0.00	3.85	67.13	100
2200	3.50	5.59	2.10	0.00	0.35	3.15	7.69	0.35	0.00	0.00	3.15	74.13	100
2230	2.80	3.50	1.40	0.35	0.00	2.45	6.99	0.35	0.00	0.00	2.45	79.72	100
2300	2.10	1.75	0.35	0.35	0.00	0.70	4.55	0.00	0.00		2.10	88.11	100
2330	0.35	0.00		0.35	0.00	0.00	2.10	0.00	0.00		1.40	95.80	100
<b>Tot. Avg.</b>	1.88	1.93	1.11	0.42	0.44	0.70	1.93	0.12	0.00	0.00	1.84	89.77	
<b>maximum</b>	21.33	14.69	10.49	1.05	2.80	3.85	10.14	0.35	0.00	0.00	6.64	100.00	
<b>std. dev.</b>	3.35	2.97	1.60	0.36	0.78	0.98	2.67	0.17	0.00	0.00	1.89	10.96	
<b>Band 1</b>	0.32	0.09	0.67	0.35	0.00	0.26	0.38	0.12	0.00	-	0.73	97.26	
<b>Band 2</b>	2.60	2.22	1.30	0.75	1.30	0.87	2.17	0.15	0.00	-	3.50	85.14	
<b>Band 3</b>	4.74	5.69	2.69	0.13	0.32	1.72	5.44	0.22	0.00	0.00	2.92	76.38	
	2.49	2.56	1.48	0.45	0.59	0.93	2.56	0.16	0.00	0.00	2.43	86.47	

*\*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.*

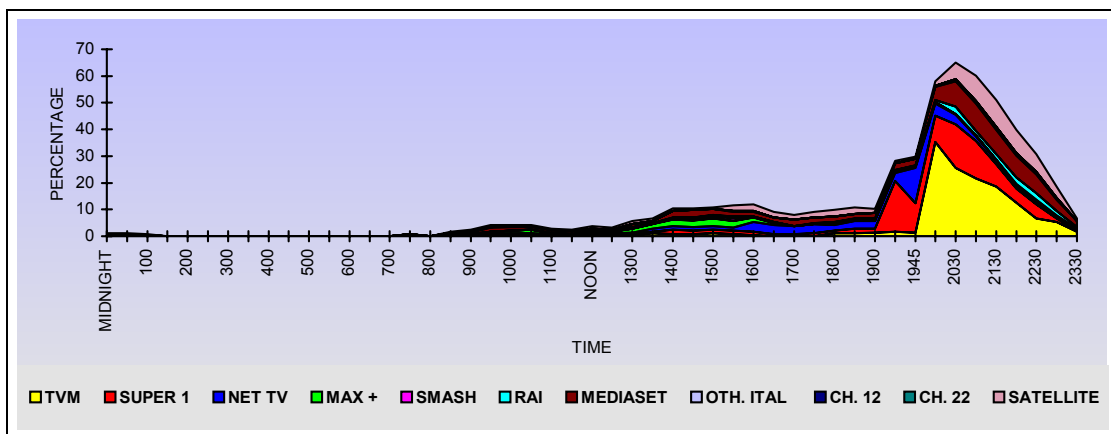
**TABLE T7: TV VIEWING: SUNDAY**  
(BASE=246\*)

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHER TALIAN	CH 12	CH 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.35	98.95	100
0100	0.00	0.00	0.00		0.00	0.00	0.35	0.00	0.00		0.35	99.30	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	0.00		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	99.65	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.65	100
0700	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0730	0.35	0.00	0.00		0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0800	0.70	0.35	0.00		0.00	0.35	0.35	0.00	0.00		0.35	97.90	100
0830	1.05	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00		0.00	98.25	100
0900	4.55	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.00	94.41	100
0930	8.04	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00		0.35	90.56	100
1000	13.29	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00		0.35	84.97	100
1030	15.38	0.35	0.00	0.00	0.00	0.00	0.70	0.35	0.00		0.35	82.87	100
1100	16.08	0.35	0.00	0.00	0.35	0.00	0.70	0.00	0.00		1.05	81.47	100
1130	14.34	0.35	0.00	0.35	0.35	0.35	0.70	0.00	0.00		1.40	82.17	100
NOON	9.79	0.35	0.00	0.35	0.35	0.35	0.35	0.00	0.00		1.75	86.71	100
1230	4.55	0.70	0.00	0.70	0.00	0.35	0.70	0.00	0.00		1.75	91.26	100
1300	2.80	1.05	0.35	1.05	0.00	1.05	0.35	0.00	0.00		2.10	91.26	100
1330	2.10	1.75	0.35	1.05	0.00	1.05	1.05	0.00	0.00		1.75	90.91	100
1400	2.10	4.20	0.35	1.05	0.00	2.80	2.10	0.00	0.00		2.80	84.62	100
1430	2.10	4.90	0.35	1.05	0.00	2.45	2.45	0.00	0.00		2.45	84.27	100
1500	1.05	4.55	0.70	0.70	0.00	3.50	3.15	0.00	0.00		3.85	82.52	100
1530	0.70	2.80	0.35	0.70	0.00	3.50	3.15	0.00	0.00		4.20	84.62	100
1600	0.70	2.10	0.00	0.70	0.00	2.10	3.50	0.00	0.00		4.20	86.71	100
1630	0.70	2.10	0.00	0.70	0.00	2.10	3.50	0.00	0.00		4.20	86.71	100
1700	0.70	1.40	0.70	0.70	0.00	1.75	2.45	0.00	0.00		3.15	89.16	100
1730	1.05	0.70	1.05	0.70	0.00	2.10	2.10	0.00	0.00		2.80	89.51	100
1800	1.40	0.70	1.40	0.00	0.00	1.05	1.75	0.00	0.00		2.10	91.61	100
1830	1.05	0.70	1.05	0.00	0.00	1.05	1.05	0.00	0.00		1.75	93.36	100
1900	2.10	1.05	1.05	0.00	0.70	0.70	1.75	0.00	0.00	0.00	1.75	90.91	100
1930	2.10	17.83	1.40	0.00	0.00	1.05	1.40	0.00	0.00	0.00	2.10	74.13	100
1945	1.75	6.99	15.38	0.00	0.35	1.40	1.40	0.00	0.35	0.00	2.10	70.28	100
2000	25.52	5.94	9.09	0.00	0.00	1.05	3.50	0.00	0.00	0.00	3.15	51.75	100
2030	10.49	7.34	13.64	0.00	0.00	1.75	8.39	0.35	0.00	0.00	4.90	53.15	100
2100	5.94	6.99	12.94	0.00	0.00	2.10	11.89	0.70	0.00	0.00	5.24	54.20	100
2130	4.20	7.34	11.19	0.00	0.00	2.45	11.54	0.70	0.00	0.00	4.90	57.69	100
2200	2.80	5.24	3.50	0.00	0.00	2.80	10.14	0.70	0.00	0.00	4.90	69.93	100
2230	2.10	3.15	1.75	0.00	0.35	2.45	8.74	0.70	0.00	0.00	4.90	75.87	100
2300	2.10	1.05	1.40	0.00	0.35	2.10	5.94	0.35	0.00		3.85	82.87	100
2330	0.70	1.05	0.00	0.00	0.00	0.70	2.10	0.00	0.00		2.45	93.01	100
Tot. Avg.	3.36	1.91	1.59	0.29	0.06	0.92	2.08	0.09	0.01	0.00	1.75	88.03	
maximum	25.52	17.83	15.38	1.05	0.70	3.50	11.89	0.70	0.35	0.00	5.24	100.00	
std. dev.	5.34	3.22	3.78	0.39	0.15	1.06	3.02	0.21	0.05	0.00	1.70	13.02	
Band 1	6.18	0.15	0.00	0.05	0.06	0.12	0.50	0.06	0.00	-	0.44	92.48	
Band 2	2.20	2.00	0.47	0.67	0.02	1.80	1.97	0.00	0.00	-	2.77	88.09	
Band 3	5.44	5.82	6.48	0.00	0.16	1.68	6.07	0.32	0.03	0.00	3.66	70.34	
	4.45	2.53	2.11	0.31	0.08	1.22	2.71	0.11	0.01	0.00	2.28	84.24	

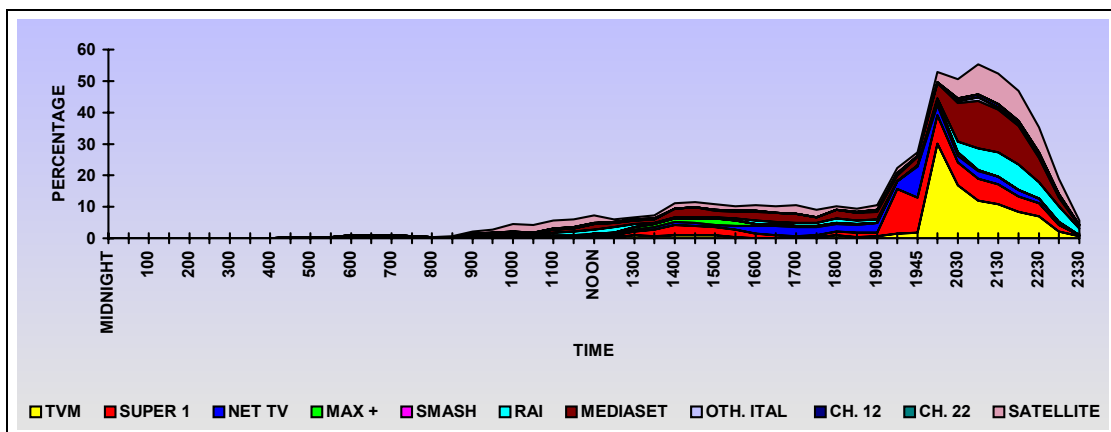
*\*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*



**Fig 8.3: TV Audience Shares: Monday**



**Fig 8.4: TV Audience Shares: Tuesday**



**Fig 8.5: TV Audience Shares: Wednesday**



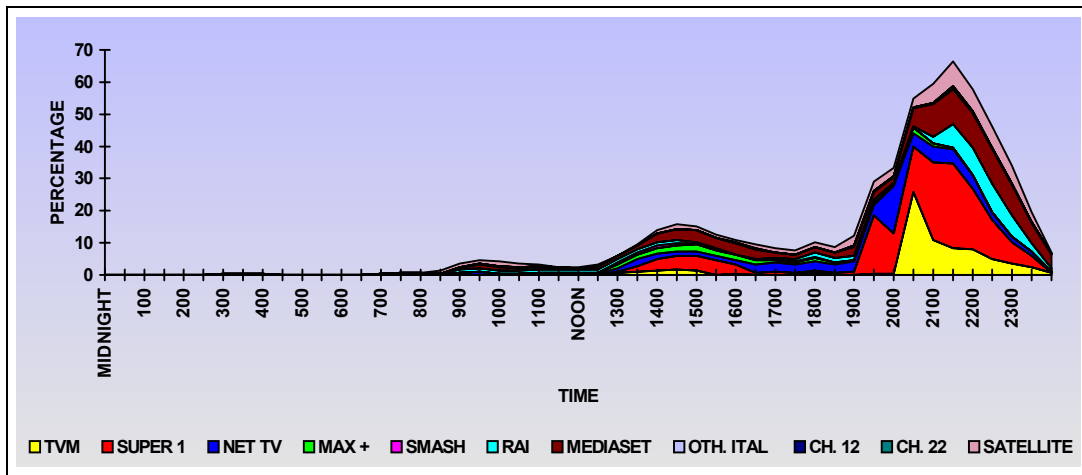


Fig 8.6: TV Audience Shares: Thursday

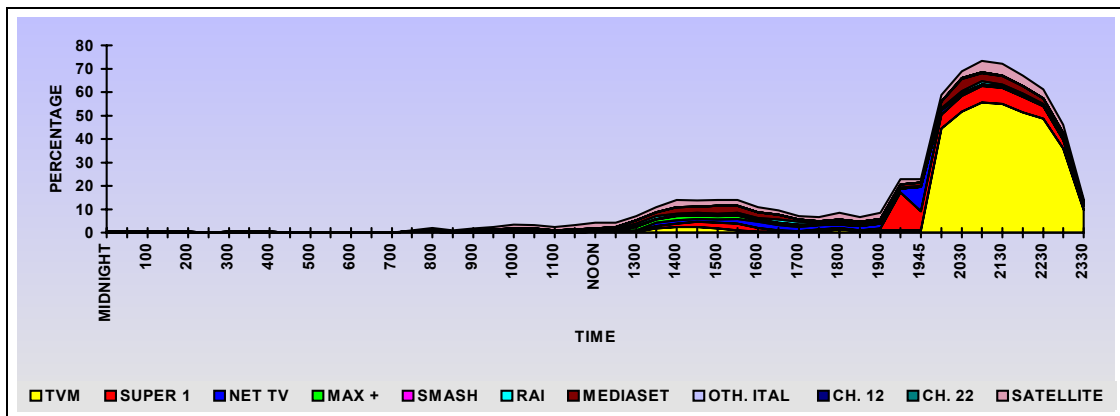


Fig 8.7: TV Audience Shares: Friday

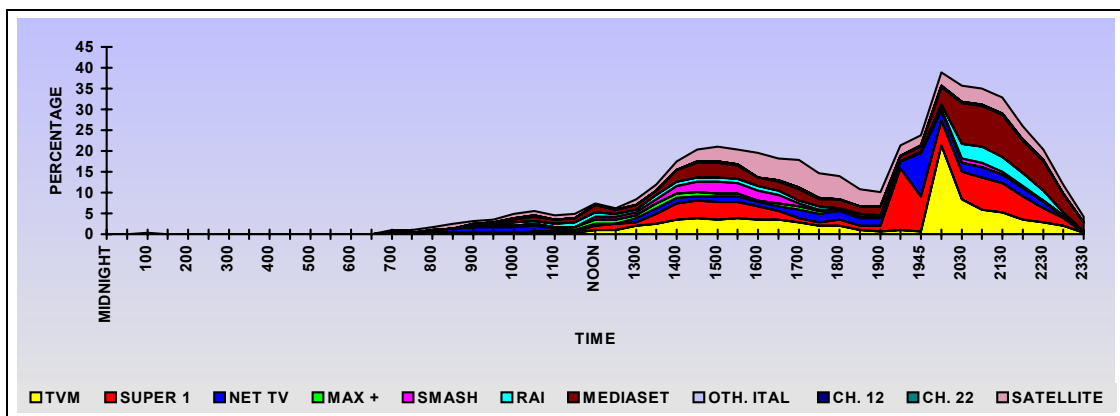
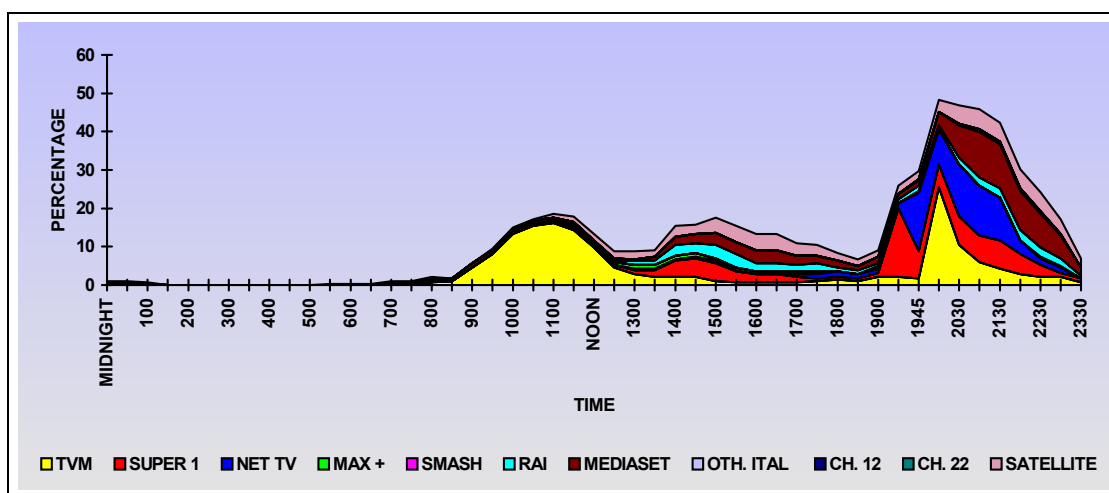


Fig 8.8: TV Audience Shares: Saturday



**Fig 8.9: TV Audience Shares: Sunday**

#### 8.6.0 TV Audience Share

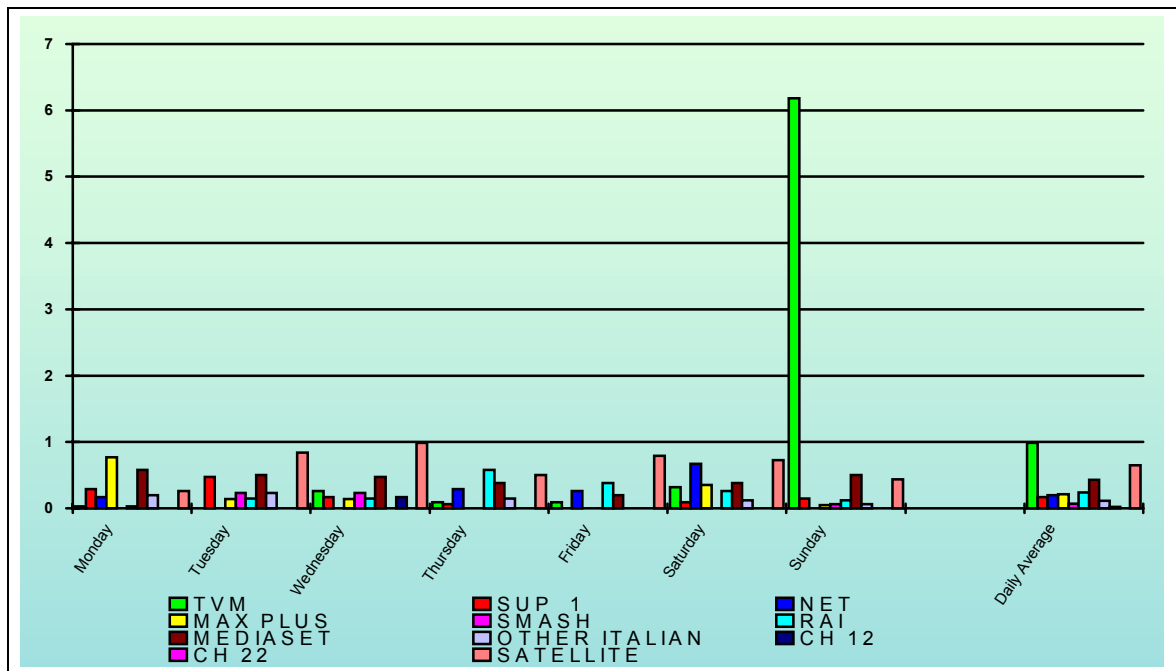
8.6.1 As stated in par. 1.4 above, the Broadcasting Authority study decided that, as from the Autumn 2000 study, Time-Bands are to be used to calculate audience share by each station (see Circular No 18/00 dated 22 June 2000). In the following analysis TV audiences are therefore again grouped as follows: Time band 1: 6.00 a.m. to Noon; Time Band 2: Noon – 7.00 p.m.; and Time-band 3: 7.00 p.m. – Midnight. This will allow better comparisons in the case of stations that target specific audiences at particular times. Each of these Time-bands will be analysed individually. Data is presented in Tables 8.3 to Table 8.5. Each Time Band is accompanied by two Figures, one summarising the daily performance for each TV station, and the other, in the form of a Pie Chart, the average weekly audience share for that particular Time Band. Both the Tables and the Figures are worked on the basis of available time-slots for the stations during that time-band, and therefore ignores those time-slots when the station is not on air.

8.6.2 It is to be emphasised that one percent does not represent the same number of persons for the three different time-bands because the size of absolute audiences differs extensively across the three time-bands. This can be confirmed on examination of the absolute figures for each time-slot.

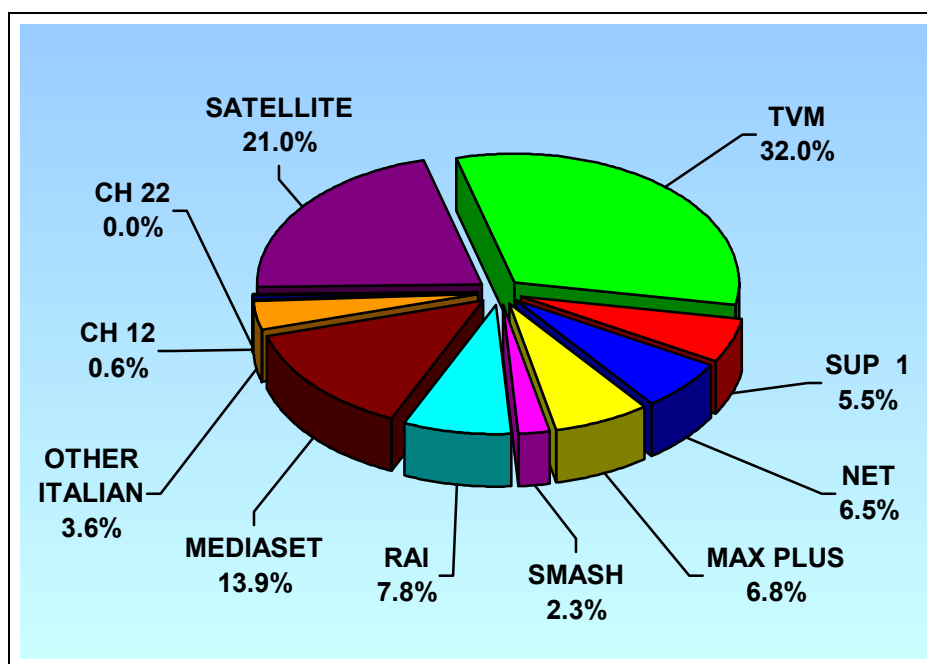
8.6.3 Table 8.3 and Figures 8.10 and 8.11 below present data on the daily average share by channel or group of channels for Time Band 1. The Table shows that for this Time-Band, the highest average for the week was obtained by TVM, at 0.99%, which translates itself into an audience share of 32% of all available viewers during this band (See Figure 8.11). Satellite and Mediaset are next, and claim an audience share of 21% and 13.9% respectively during this time-band. Max Plus and Net TV respectively have a 6.8% and 6.5% audience share for the same time.

**Table 8.3: Time Band 1 - TV Audience Average Share - 0600 HRS -NOON**

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.03	0.29	0.17	0.77	0.00	0.03	0.58	0.20	0.00	0.00	0.26	98.11
Tuesday	0.00	0.47	0.00	0.14	0.23	0.15	0.50	0.23	0.00	0.00	0.84	97.52
Wednesday	0.26	0.17	0.00	0.14	0.23	0.15	0.47	0.00	0.17	0.00	0.99	97.49
Thursday	0.09	0.06	0.29	0.00	0.00	0.58	0.38	0.15	0.00	0.00	0.50	97.96
Friday	0.09	0.00	0.26	0.00	0.00	0.38	0.20	0.00	0.00	0.00	0.79	98.28
Saturday	0.32	0.09	0.67	0.35	0.00	0.26	0.38	0.12	0.00	-	0.73	97.26
Sunday	6.18	0.15	0.00	0.05	0.06	0.12	0.50	0.06	0.00	-	0.44	92.48
Daily Average	0.99	0.17	0.20	0.21	0.07	0.24	0.43	0.11	0.02	0.00	0.65	97.02



**Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – 2<sup>nd</sup> Quarter 2002**  
0600 HRS -NOON

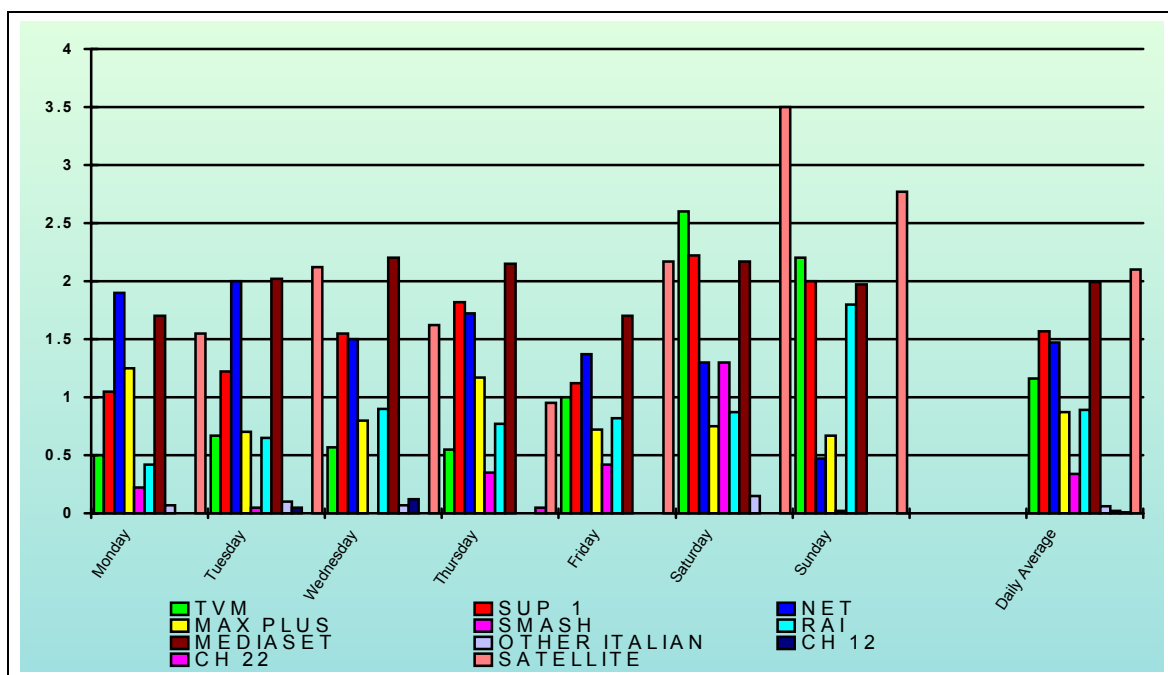


**Fig. 8.11: Time Band 1: TV Average Audience Share – 2<sup>nd</sup> Quarter 2002**  
0600 HRS –NOON

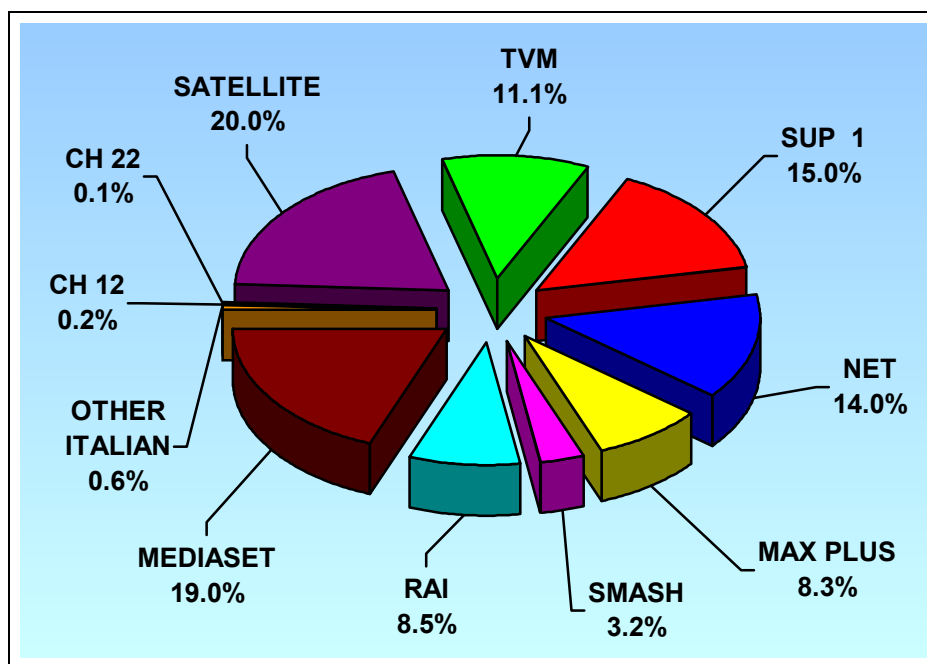
8.6.4 Table 8.4 and Figures 8.12 and 8.13 below in turn present data on the daily average share by channel or group of channels for Time Band 2, which is longer than the other two because it extends from noon till 7.00 p.m. The Table shows that for this Time-Band, the highest average for the week was obtained by Satellite, at 2.10%, which in turn translates itself into an audience share of 20% of all available viewers during this band (See Figure 8.13). Of the rest, Mediaset, Super 1, NET TV and TVM follow, and claim an audience share of 19%, 15%, 14% and 11.1% respectively during this time-band. As an individual station, Max Plus is strongest in this time-band with an 8.3% audience share despite that this station is only available on Cable, whilst Smash TV can claim only an audience share of 3.2% during the same time-band.

**Table 8.4: Time Band 2 - TV Audience Average Share**  
NOON - 1900 HRS

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.50	1.05	1.90	1.25	0.22	0.42	1.70	0.07	0.00	0.00	1.55	91.33
Tuesday	0.67	1.22	2.00	0.70	0.05	0.65	2.02	0.10	0.05	0.00	2.12	90.41
Wednesday	0.57	1.55	1.50	0.80	0.00	0.90	2.20	0.07	0.12	0.00	1.62	90.66
Thursday	0.55	1.82	1.72	1.17	0.35	0.77	2.15	0.00	0.00	0.05	0.95	90.46
Friday	1.00	1.12	1.37	0.72	0.42	0.82	1.70	0.00	0.00	0.00	2.17	90.66
Saturday	2.60	2.22	1.30	0.75	1.30	0.87	2.17	0.15	0.00	-	3.50	85.14
Sunday	2.20	2.00	0.47	0.67	0.02	1.80	1.97	0.00	0.00	-	2.77	88.09
Daily Averag	1.16	1.57	1.47	0.87	0.34	0.89	1.99	0.06	0.02	0.01	2.10	89.54



**Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – 2<sup>nd</sup> Quarter 2002**  
NOON - 1900 HRS



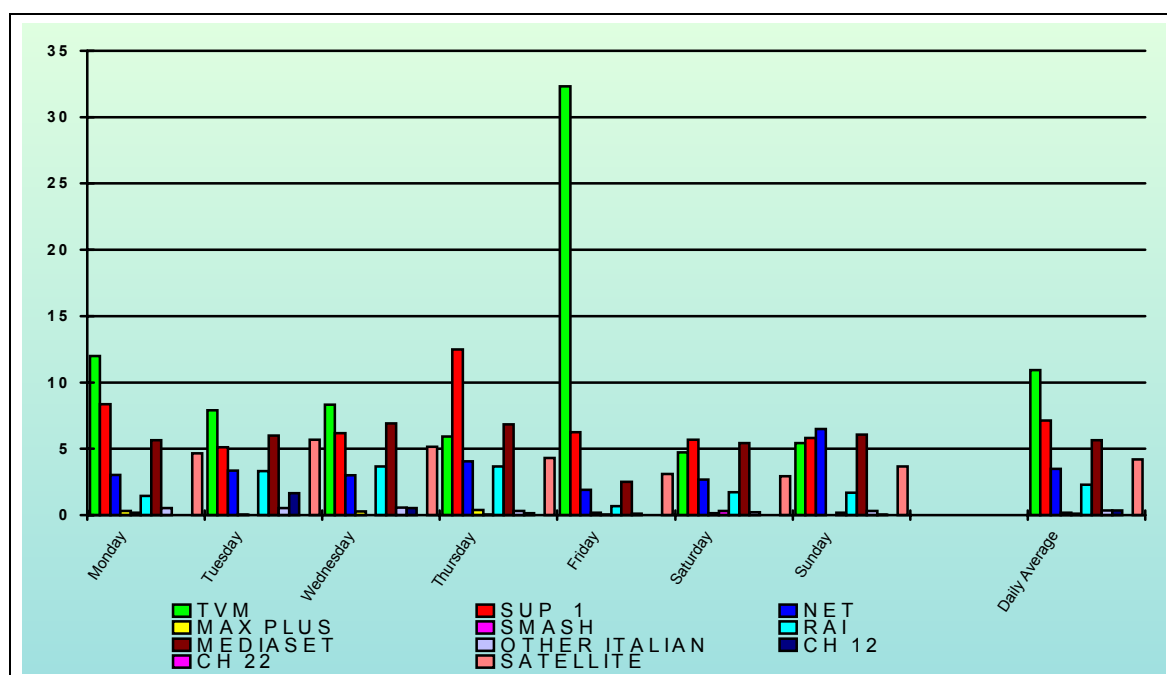
**Fig. 8.13: Time Band 2: TV Average Audience Share – 2<sup>nd</sup> Quarter 2002**  
NOON - 1900 HRS

8.6.5 The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. Table 8.5 and Figures 8.14 and 8.15 below present data on the daily average share by channel or group of channels for Time Band 3. The

Table shows that for this Time-Band, the highest average for the week was also obtained by TVM, at 10.95%, which in turn translates itself into an audience share of 31.5% of all available viewers during this band (See Figure 8.15). Of the other stations, Super 1, Mediaset, Satellite and NET TV follow next, and register an audience share of 20.5%, 16.2%, 12.1% and 10.1% respectively during this time-band. None of the other local TV stations is particularly strong during this time-band. RAI commands a 6.7% audience share.

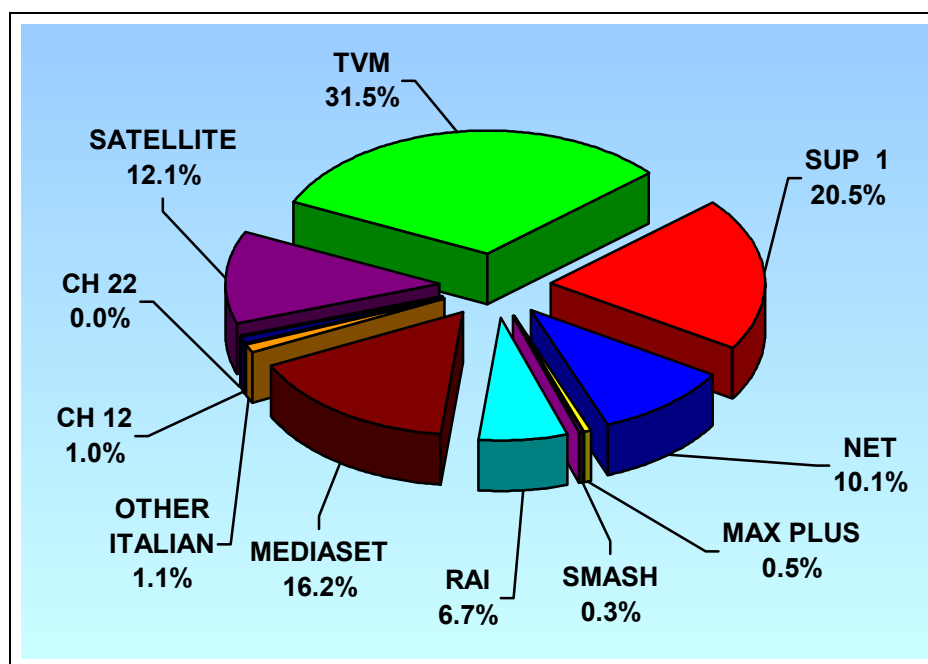
**Table 8.5: Time Band 3 - TV Audience Average Share  
1900 HRS - MIDNIGHT**

	TVM	SUP 1	NET	MAX PLUS	SMASH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	11.98	8.36	3.05	0.32	0.19	1.46	5.63	0.54	0.00	0.00	4.67	63.80
Tuesday	7.91	5.12	3.34	0.03	0.00	3.31	6.01	0.54	1.65	0.00	5.69	66.40
Wednesday	8.33	6.17	3.01	0.29	0.00	3.66	6.93	0.57	0.54	0.00	5.15	65.61
Thursday	5.94	12.49	4.07	0.38	0.03	3.66	6.83	0.32	0.13	0.00	4.29	61.86
Friday	32.33	6.23	1.89	0.19	0.03	0.67	2.51	0.10	0.00	0.00	3.12	53.12
Saturday	4.74	5.69	2.69	0.13	0.32	1.72	5.44	0.22	0.00	0.00	2.92	76.38
Sunday	5.44	5.82	6.48	0.00	0.16	1.68	6.07	0.32	0.03	0.00	3.66	70.34
Daily Averag	10.95	7.12	3.50	0.19	0.10	2.31	5.63	0.37	0.34	0.00	4.21	65.36



**Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – 2<sup>nd</sup> Quarter  
2002**

1900 HRS – MIDNIGHT



**Fig. 8.15: Time Band 3: TV Average Audience Share – 2<sup>nd</sup> Quarter 2002**  
1900 HRS – MIDNIGHT

8.6.3 Table 8.6 summarises the performance of the different stations for each time-band. It is noteworthy that TVM dominates the 8.00 p.m. main news slot and especially Friday evening viewing. Super 1 TV is particularly strong in Time-Bands 1 and 2 whilst NET TV and Max Plus are strongest in Time-Band 2. Satellite stations appear to be becoming quite popular in all three Time-Bands, whilst Mediaset stations also register a relatively high level of appeal in all three time-bands.

**Table 8.6: Audience Share Summary by Time-Band**  
**(2<sup>nd</sup> Quarter 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
<b>TVM</b>	32.0	11.1	31.5
<b>Super 1 TV</b>	5.5	15.0	20.5
<b>NET</b>	6.5	14.0	10.1
<b>Max Plus</b>	6.8	8.3	0.5
<b>Smash TV</b>	2.3	3.2	0.3
<b>Channel 12</b>	0.6	0.2	1.0
<b>Channel 22</b>	0.0	0.1	0.0
<b>RAI</b>	7.8	8.5	6.7
<b>Mediaset</b>	13.9	19.0	16.2
<b>Other Italian</b>	3.6	0.6	1.1
<b>Satellite Stations</b>	21.0	20.0	12.1

## IX CONCLUSION

- 9.1 The findings from this study of a scientifically representative sample of all persons living in Malta and Gozo is another confirmation of the importance of the broadcasting media in the lives of contemporary Maltese. As many as 70.8% of all Maltese say that they listen to the radio regularly whilst a staggering 97.4% say that they watch TV regularly.
- 9.2 Since this is the first study which the Broadcasting Authority has directed to be held in the second quarter of the year, no direct longitudinal comparisons can be made with other studies held since all previous studies were conducted in the first quarter. It would not be absolutely correct to talk about shifts in audience size since it is widely known that seasonal differences reflect themselves in audience size. The relative audience sizes for the different stations, both TV and radio, however, still point to stations that are main players and others that have their own niche but are not, at least in the present moment, able to capture huge audiences.
- 9.3 This 2002 (2<sup>nd</sup> Quarter) study effectively results in the following mapping of the national radio stations in terms of audience share for the 6.00 a.m. – midnight period: Super 1 Radio (22.5%) registered the largest share, and is followed by RTK (17%); Radju Malta (12%); Radio 101 (11%); Bay Radio (10.8%); Radju Parlament / 106.6 (7.9%); Radio Capital (6.2%); Radio Calypso (6%); Smash Radio (3.9%); Island Sound Radio (1.8%); FM Bronja (0.8%) and Campus FM (0.2%). This clearly shows that the Labour Party radio station, Super 1 Radio, continues to dominate the radio scene, followed by the Church's station, RTK.
- 9.4 The situation with TV varies according to Time-Band. In view of the need to focus the analysis better, the Broadcasting Authority directed that three Time-Bands are used in respect of TV audience audits, as follows: Time-Band 1: 6.00 a.m. to Noon; Time-Band 2: Noon to 7.00 p.m.; Time-Band 3: 7.00 p.m. to midnight. for Time Band 1.
- 9.5 In Time-Band 1, the highest average for the week was obtained by TVM, at 0.99%, which translates itself into an audience share of 32% of all available viewers during this band (See Figure 8.11). Satellite and Mediaset are next, and claim an audience share of 21% and 13.9% respectively during this time-band. Max Plus and Net TV respectively have a 6.8% and 6.5% audience share for the same time.
- 9.6 In respect of Time-Band 2, the highest average for the week was obtained by Satellite, at 2.10%, which in turn translates itself into an audience share of 20% of all available viewers during this band (See Figure 8.13). Of the rest of the stations or group of stations as analysed in this study, Mediaset, Super 1, NET TV and TVM follow, and claim an audience share of 19%, 15%, 14% and 11.1% respectively during this time-band. As an individual station, Max Plus is strongest in this time-band with an 8.3% audience share despite that



- this station is only available on Cable, whilst Smash TV can claim only an audience share of 3.2% during the same time-band.
- 9.7 Time-Band is effectively the most important since it comprises prime-time for TV during which huge audiences resort to TV as their main evening activity. The data collected for this study show that for this Time-Band, the highest average for the week was also obtained by TVM, at 10.95%, which in turn translates itself into an audience share of 31.5% of all available viewers during this band (See Figure 8.15). Of the other stations, Super 1, Mediaset, Satellite and NET TV follow next, and register an audience share of 20.5%, 16.2%, 12.1% and 10.1% respectively during this time-band. None of the other local TV stations is particularly strong during this time-band. RAI commands a 6.7% audience share.
  - 9.8 In terms of audience share, the three main stations remain Super 1 Radio, RTK and Radju Malta, but when the Maltese were asked to express an overall preference for the 'best radio station' the best three stations were given as Super 1 Radio, RTK and Bay Radio, in this order.
  - 9.9 A significant datum that results from the above figures is the interest being generated by satellite stations among Maltese viewers.
  - 9.10 Once more, this study confirms that local stations generally attract their largest audiences for their main news bulletins. This has been a pattern that has now been extensively documented. When specifically asked where they prefer to source their local news information, 79.7% of all the Maltese stated that they prefer to follow the news on TV; 10.2% prefer the radio as their source for news; 6.2% prefer to read about news events in a newspaper whilst 1% stated that they have no special preference. Another 2.9% prefer to learn the news from other persons. The figures for foreign news are only slightly different from these. The high audit figures for the various TV news bulletin more than confirm these preferences.
  - 9.11 Despite the widespread avidity for news among the Maltese, other programmes appear from time to time that attract larger audiences than the news bulletin themselves. For a number of years, this has been the case with TVM's most known infotainment programme *Xarabank*, which this time round has again recorded what is probably an all-time record with as many as 55.59% of all Maltese aged 12 and over stating that they were watching the edition covered by this study. On Thursday, Super 1's most popular programme *Nies ta' Veru* also exceeds the audience level attracted by its news bulletins throughout the week. NET TV's most popular programme remains its News Bulletin at 7.45 p.m. which registered its peak audience on Sunday.
  - 9.12 The availability of more than one TV set in a household has made choice of programme a real possibility, avoiding the arguments that used to ensue when this was not the case and different members wanted to follow diverse interests. Effectively, in as many as 30.1% 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 33.9% of the cases the husband was reported to be the decision maker; in 20.4% of the cases it is the

wife who decides whilst in 9.4% and 6.3% it was the wishes of male and female children respectively are generally respected.

- 9.13 Choice is increasing also as more than one possible route to access TV signals becomes available. Roof antennae, cable and satellite increasingly compete among themselves, even though in some instances they are found to co-exist within the same household. As a matter of fact, of all the respondents taking part in this study who watch TV regularly, 37.1% stated that they are served by a Roof Antenna, 63.3% stated that they are subscribed to Cable TV, whilst another 15.6% stated that they have a satellite dish system installed. The fact that these figures add up to more than 100% signifies that a number of houses are served with more than one system.
- 9.14 When the interest of the Maltese in different programme segments is analysed in respect of the individual radio stations, the current study documents strong similarities to previous studies. Music is the sector most liked by Maltese radio listeners, at 85.3%. This is followed by Local News and Foreign News. Discussion programmes are also very popular among Maltese radio listeners.
- 9.15 The same general pattern is true of the TV figures. The ‘null statistic’, on which these figures are based, shows that both Foreign and Local News are the sectors most preferred by Maltese TV audiences, at 91.7% and 91.3% respectively. Significantly, Foreign News attracted more attention than Local News. The programme sector with the least interest among television is the one that covers Business and Finance, for which only 15.4% cared to express a preference. Foreign News, Feature Films, Discussion Programmes, Weather Programmes and Documentaries are all sectors that generate interest among local viewers.
- 9.16 In both radio and TV, it is clear that the Maltese differentiate in respect of different programme segments, thus reflecting the profile of the different stations. The data collected for this study show that it is programmes rather than anything else which are the prime movers that attract audiences. Even so, when the Maltese were specifically asked which, in their view, was the best radio station overall, Super 1 Radio, RTK and Bay Radio were listed, in this order, as the best three radio stations in Malta at present.
- 9.17 The number of persons who stated that they ‘always’ follow political broadcasts produced by the Broadcasting Authority is a mere 7.6% at present. As many as 55.6% ‘never’ watch political broadcasts, whilst 36.1% watch these broadcasts ‘sometimes’. This finding is sending a clear message to both politicians and broadcasters: the Maltese are finding other areas other than politics more interesting to them and if politicians want the ‘always’ to increase something has to be done to stimulate audience growth.
- 9.18 In summary, the current study can be said to have documented the mood of the nation not only in respect of the media themselves, but as a reflection of their aspirations, underlying problems and latent demands. It certainly points to the continuing omni-presence of the media, and therefore of its enormous influence. The data also shows that the Maltese are becoming increasingly

pluralistic and discerning in what they view and what they do not view. Audiences are very much programme oriented. Political programmes produced by the Broadcasting Authority itself are not, for one reason or another, being assiduously followed at present. There are indications that politics at this moment is not a main source of excitement and interest among Maltese viewers. In view of its continuous popularity, the *Xarabank* phenomenon raises an interest among observers of the local social scene and tempts one to seek a modicum of understanding, and perhaps interpretation. When the programme dealt with a hot political issue last year (the *La Salle* issue) it attracted a huge audience even though the subject was highly political. So it does not seem that politics and the media are a wrong mix. This year the subject covered by the programme when this audience audit was conducted dealt with phobias and how these can be handled through hypnotism. It would appear that there is something in the meta language of the programme which is attracting the Maltese to follow it in huge numbers even if it addresses very diverse issues. That the Maltese is a nation emerging within the last half a century from a closed society into a diverse and pluralistic society, is well established sociologically. Could the high figures registered during Alan Bates's show this year suggest that contemporary Maltese still live in a world of phobias and unexplained traumas and are prepared to use the media to come to terms with them? What is it that the media, and specifically *Xarabank*, are specifically contributing to the Maltese communal experience under the guise of infotainment? Answers to this, and many ancillary questions would tell very interesting tales about the spirit of contemporary Maltese culture. But these answers, if not the questions, lie outside the scope of the present study.

## **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 fieldwork among residents in Malta and Gozo was conducted over a one-week period, starting Wednesday, 3 April 2002 until Tuesday, 9 April 2002, covering, the days Monday 1 April to Sunday 8<sup>th</sup> April, except that for the first day covered by this study (Monday) two calendar days were used in order for the base to be doubled as was done for the other days of the week when interviewees were asked about 'yesterday' and 'the day before'. As such the data for Monday aggregates viewing for the 1 and the 8 April 2002. Interviews were effectively carried out in *Valletta, Senglea, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), B'Kara [2 blocks], Dingli, Floriana, Ghajnsielem, Hamrun, Kirkop, Marsa, Mellieha, Mosta, Naxxar, Paola, Qrendi, Safi, San Gwann, Saint Paul's Bay, Sta Venera, Sliema, Tarxien and Bubaqra/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:

Radju Malta  
Radju Parlament  
FM Bronja  
Super One Radio  
Radio 101  
Island Sound  
Bay Radio  
RTK  
Smash Radio  
Radio Calypso  
Campus FM  
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**

### **Opening and Closing Times of Radio & TV stations**

*(produced for this study by the Broadcasting Authority)*

# RADIO

## Monday 01/04/02

	RM	RADIO 101	IS	RTK	BAY	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:02	6:02	6:31	5:02	6:36	6:15	8:02	6:31	6:35
CLOSE	0:01	22:34	22:13	1:58	0:34	23:04	22:31	23:57	21:33
	BBC	N.S.M		end of BBC	R. Voyager	N.S.M	BBC	C. M.	N.S.M
OPEN									
CLOSE									

## Tuesday 02/04/02

	RM	RADIO 101	IS	RTK	BAY	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	5:58	6:02	6:38	5:20	6:32	6:03	8:02	6:32	6:32
CLOSE	0:01	0:26	0:01	2:02	22:35	2:04	20:33	23:01	23:05
	BBC	N.S.M	BBC	end of BBC	R. Voyager	N.S.M	BBC		N.S.M
OPEN									
CLOSE									

## Wednesday 03/04/02

	RM	RADIO 101	IS	RTK	BAY	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:06	6:02	6:38	5:15	6:36	6:04	8:02	6:31	6:33
CLOSE	Prog.rep	23:29	2:02	0:35	22:35	23:21	20:32	23:01	23:23
	all night	N.S.M	BBC	NSM	R. Voyager	N.S.M	BBC	BBC	N.S.M
OPEN									
CLOSE									

*N.B. After end of programmes, during the night:-*

**R. Malta:** *BBC/Repeats of programmes/Music*

**Radio 101:** *Non Stop Music*

**Island Sound Radio:** *BBC*

**Bay Radio:** *Radio Voyager*

**Calypso Radio:** *Non Stop Music*

**Campus FM:** *BBC*

**FM Bronja:** *BBC/Classical Music*

**Capital Radio:** *Non Stop Music*

01/04/02 After the end of BBC there was no trans. ie. 01:58 - 05:20

02/04/02 After the end of BBC there was non stop music. ie. 02:02 - 05:15



# RADIO

## Thursday 04/04/02

	RM	RADIO 101	IS	BAY	RTK	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:02	6:02	6:37	6:35	5:16	6:03	8:02	6:30	6:38
CLOSE	prog.rep all night	23:55 NSM	0:01 BBC	22:33 R.Voyager	2:59 no trans.	0:07 NSM	21:01 BBC	23:03 BBC	21:34 NSM

## Friday 05/04/02

	RM	RADIO 101	IS	BAY	RTK	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:09	6:02	6:34	6:38	4:45	6:13	8:03	6:32	6:34
CLOSE	1:03 BBC	0:30 NSM	22:01 VOA	0:02 R. Voyager	1:02 NSM	20:58 NSM	20:47 BBC	22:58 CM	21:33 NSM

## Saturday 06/04/02

	RM	RADIO 101	IS	BAY	RTK	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:03	6:02	7:07	7:04	5:17	6:02	8:02	6:32	7:15
CLOSE	Music all night	0:04 NSM	1:00 VOA	22:30 R.Voyager	2:59 no trans.	music all night	15:02 BBC	23:01 BBC	22:02 NSM

## Sunday 07/04/02

	RM	RADIO 101	IS	BAY	RTK	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:03	6:02	7:08	7:05	5:16	7:02	8:02	6:32	7:08
CLOSE	prog.rep all night	0:02 NSM	0:00 VOA	20:30 R. Voyager	2:59 no trans.	22:38 NSM	15:02 BBC	22:57 BBC	21:02 NSM

## Monday 08/04/02

	RM	RADIO 101	IS	BAY	RTK	CALYPSO	CAMPUS FM	FM BRONJA	CAPITAL
OPEN	6:02	6:02	6:40	6:35	4:45	6:05	8:02	6:32	6:32
CLOSE	0:02 BBC	22:33 NSM	22:01 BBC	0:28 R.Voyager	2:59 no trans.	23:07 NSM	22:22 BBC	23:02 CM	21:33 NSM

*N.B. After end of programmes, during the night:-*

**R. Malta:** *BBC/Repeats of programmes/Music*

**Radio 101:** *Non Stop Music*

**Island Sound Radio:** *BBC/VOA Music Mix*

**Bay Radio:** *Radio Voyager*

**Calypso Radio:** *Non Stop Music*

**Campus FM:** *BBC*

**FM Bronja:** *BBC/Classical Music*

**Capital Radio:** *Non Stop Music*

**Super 1 radio and Smash radio are a 24 hrs transmission stations**

# TV

## Monday 01/04/02, 08/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:02	24 hrs trans- mission	7:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	9:30
CLOSE			23:56				22:50
			FOX NEWS				
OPEN	7:02		7:01				9:32
CLOSE			1:10				22:50
			FOX NEWS				

## Tuesday 02/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:00	24 hrs trans- mission	7:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	9:30
CLOSE			0:47				22:52
			FOX NEWS				
OPEN							
CLOSE							

## Wednesday 03/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:00	24 hrs trans- mission	6:58	24 hrs transmission	24 hrs transmission	24 hrs transmission	9:31
CLOSE			23:50				23:10
			FOX NEWS				
OPEN							
CLOSE							

## Thursday 04/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	no rec	24 hrs trans- mission	7:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	9:30
CLOSE			0:22				23:13
			FOX NEWS				
OPEN							
CLOSE							

## Friday 05/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:00	24 hrs trans-	7:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	9:30
CLOSE			0:00				23:05
			FOX NEWS				

OPEN		mission		transmission	transmission	transmission	
CLOSE							

## Saturday 06/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:30	24 hrs transmission	7:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	19:00
CLOSE			23:24				23:08
			FOX NEWS				
OPEN							
CLOSE							

## Sunday 07/04/02

	TVM	SUPER 1	NET TV	MAX +	SMASH	CHANNEL	CHANNEL
		TV				12	22
OPEN	7:32	24 hrs transmission	8:00	24 hrs transmission	24 hrs transmission	24 hrs transmission	19:00
CLOSE			0:42				23:00
			FOX NEWS				
OPEN							
CLOSE							

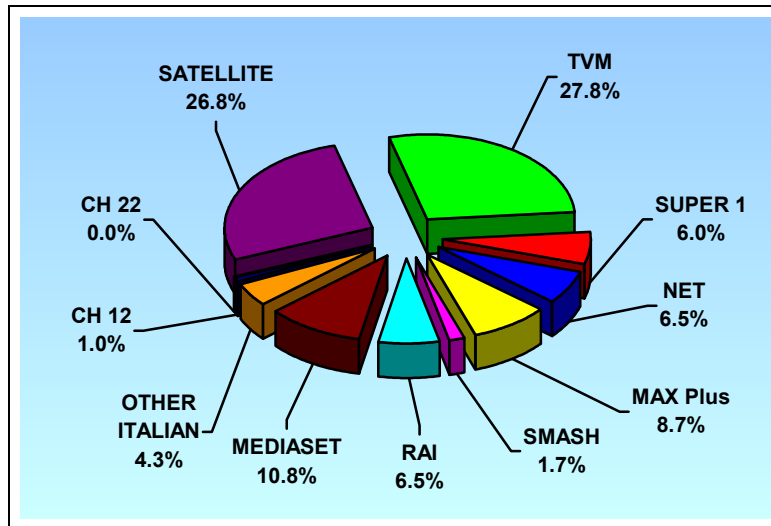
<b>Closing TVM 01/04/2002</b>		<b>Closing TVM 06/04/02</b>		<b>Closing Ch 12 05/04/02</b>	
0:10	End of UEFA	23:50	End of Prog	no rec after 00:00. The prog. continued after 00:00	
0:10	Schedule	23:50	Schedule	<b>Closing Ch 12 06/04/02</b>	
0:11	Euronews	23:51	Euronews	22:24	Euronews
<b>Closing TVM 02/04/02</b>		<b>Closing TVM 07/04/02</b>		23:21	Comm. Not
23:55	End of Prog	0:08	End of Prog	<b>Closing Ch 12 07/04/02</b>	
23:55	Schedule	0:08	Schedule	22:28	Comm. Not
23:56	Euronews	0:09	Euronews	<b>Closing Ch 12 08/04/02</b>	
<b>Closing TVM 03/04/02</b>		<b>Closing TVM 08/04/02</b>		21:33	Euronews
23:47	End of UEFA	0:42	End of UEFA	23:05	Comm. Not
23:47	Schedule	0:42	Schedule	<b>Super 1 TV schedule</b>	
23:48	Euronews	0:43	Euronews	01-04-02	23:15 - 23:20
<b>Closing TVM 04/04/02</b>		<b>Closing Ch 12 01/04/02</b>		02-04-02	23:35 - 23:40
23:50	End of Prog	21:36	Euronews	03-04-02	23:17 - 23:23
23:50	Schedule	23:00	Comm. Not.	04-04-02	23:34 - 23:39
23:51	Deutsche Welle	<b>Closing Ch 12 02/04/02</b>		05-04-02	00:00 - 00:09
0:20	End of D.Welle	22:50	Euronews	06-04-02	23:04 - 23:11
0:20	Schedule	22:57	Comm. Not.	07-04-02	23:33 - 23:38
0:21	Euronews	<b>Closing Ch 12 03/04/02</b>		08-04-02	23:14 - 23:22
<b>Closing TVM 05/04/02</b>		23:42	Comm. Not.	<b>After schedule(S1 TV) programme repeats</b>	
0:36	End of Prog	<b>Closing Ch 12 04/04/02</b>			
0:36	Schedule	23:04	Comm. Not.		
0:37	Euronews				

Max + TV, after end of programmes, schedule notice is broadcast all night till opening of station.

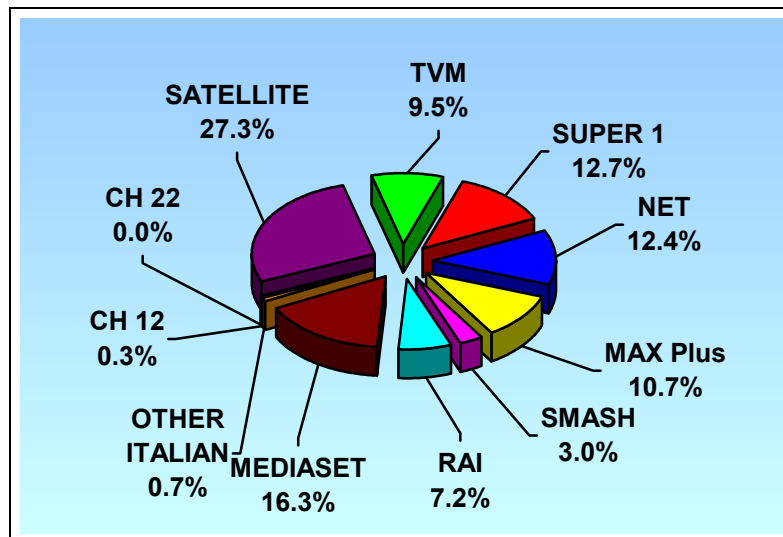
## Appendix C

### **Audience Share Cable Network**

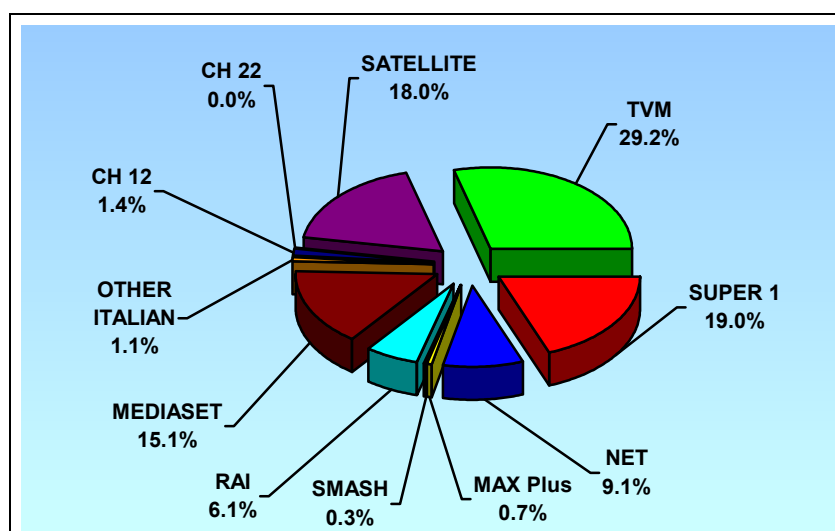
*(Share for stations not on Cable Network only apportioned 67.3% of total audience share, this being the number of respondents who stated that they are subscribed to the services provided by Melita Cable plc.)*



**Figure AC1: Cable Network Only, Time-Band 1: 0600 hrs – Noon**



**Figure AC2: Cable Network Only, Time-Band 2: Noon – 1900 hrs**



**Figure AC3: Cable Network Only, Time-Band 3: 1900 hrs – Midnight**

**Table AC-1: Audience Share Summary by Time-Band – Cable Network Only  
(All Stations, 2<sup>nd</sup> Quarter 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	1900 hrs – 2400 hrs
	%	%	%
TVM	32.0	11.1	31.5
Super 1 TV	5.5	15.0	20.5
NET	6.5	14.0	10.1
Max Plus	6.8	8.3	0.5
Smash TV	2.3	3.2	0.3
Channel 12	0.6	0.2	1.0
Channel 22	0.0	0.1	0.0
RAI	7.8	8.5	6.7
Mediaset	13.9	19.0	16.2
Other Italian	3.6	0.6	1.1
Satellite Stations*	21.0	20.0	12.1

*\*Note: Satellite stations can also be received via a dish antenna system.*

**Table AC-2: Audience Share Summary by Time-Band – Cable Network Only  
(2<sup>nd</sup> Quarter 2002)**

	Time Band 1 0600 hrs – 1200 hrs	Time Band 2 1200 hrs – 1900hrs	Time Band 3 1900 hrs – 2400 hrs
	%	%	%
TVM	27.8	9.5	29.2
Super 1 TV	6.0	12.7	19.0
NET	6.5	12.4	9.1
Max Plus	8.7	10.7	0.7
Smash TV	1.7	3.0	0.3
Channel 12	1.0	0.3	1.4
Channel 22	0.0	0.0	0.0
RAI	6.5	7.2	6.1
Mediaset	10.8	16.3	15.1
Other Italian	4.3	0.7	1.1
Satellite Stations*	26.8	27.3	18.0

*\*Note: Satellite stations can also be received via a dish antenna system.*

v. SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt TAR-RADJU INTI il-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	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R2330

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 tisinghu ir-Radju?

IVA 1  
 LE 2 (K3)

b) B'kollox xi kemm-il siegha tisma' radio kuljum? [ ] K4

c. Jekk IVA, fejn tisinghu r-Radju?  
 (MORE THAN ONE ANSWER ALLOWED)

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

(K5001-003)

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

(tista' timmarka WIEHED BISS) SHOWCARD

RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
1	2	3	4	5	6	7	8	9	10	11	12	(K6)

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

(tista' timmarka WIEHED BISS) SHOWCARD

	RM1	RP / 106.6	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	(K7)
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	8	9	10	11	12	(K8)
SPORT	1	2	3	4	5	6	7	8	9	10	11	12	(K9)
FLUS U BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12	(K10)
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12	(K911)
SAHHA / SBUHIJA/ DAR / LIGI	1	2	3	4	5	6	7	8	9	10	11	12	(K12)
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	(K13)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12	(K14)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	8	9	10	11	12	(K15)
PROGRAMMI GHALL-MARA	1	2	3	4	5	6	7	8	9	10	11	12	(K16)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12	(K17)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12	(K18)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13	(K19)

Q6a. Inti tara TV?

IVA 1  
 LE 2 (K20)

b) B'kollox xi kemm-il siegha tara TV kuljum? [ ] K21

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

- Sitting/Living 1  
 Dining 2  
 Kcina 3  
 Bedroom 4  
 Post lehor 5 (K22)

d. Inti x'hin tippreferi li jkunu l-ahbarijiet tal-TV fil-ghaxija? [ ] (K23)

SCN [ ]

Q7a Inti kif tarah it-TV?

Arial fuq il-bejt	1
Cable	2
Satellite Dish	3

K24001-03

Q7b Jekk ghandek CABLE TV, x'tip ta' servizz ghandek?

OLD Reception	1
Basic	2
TV Plus	3
Movie Channel	4
Sports Channels	5
Telepiu'	6

K25001-04

NEW FLEXIPACKS	ENTRY	1
	EDU	2
	MUSIC PLUS	3
	LIFESTYLE	4
	KIDS	5
	FAMILY	6
	Sports	7
	Movie	8
	Telepiu'	9

K26001-04

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

	TVM	SUP 1	NET	SMASH	MAX PLUS	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	K27
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	K28
SPORTS	1	2	3	4	5	6	7	8	9	K29
TEMP	1	2	3	4	5	6	7	8	9	K30
FEATURE FILMS	1	2	3	4	5	6	7	8	9	K31
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	9	K32
DOKUMENTARJI	1	2	3	4	5	6	7	8	9	K33
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	K34
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	9	K35
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	9	K36
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	9	K37
PLAYS	1	2	3	4	5	6	7	8	9	K38
ARTI U KULTURA	1	2	3	4	5	6	7	8	9	K39
GHALL-MARA	1	2	3	4	5	6	7	8	9	K40
GHAT-TFAL	1	2	3	4	5	6	7	8	9	K41
RELIGJUI	1	2	3	4	5	6	7	8	9	K42
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	9	K43

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

DEJEM	1
KULTANT	2
QATT	3

(K44)

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

(K45)

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

RADJU \_\_\_\_\_ (K46001-09)

(K47001-09)

Educational Level (Last School Attended)

1	No School
2	Primary
3	Secondary
4	Technical Institute
5	Tertiary

(C7)

Audience Audit &amp; Opinion Study - 2002

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

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

(C8)

(C3)

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

DAY OF INTERVIEW:

Age:

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

1	Male
2	Female

Gender:

(C4)

## SECTION B

T1 TISTA', JEKK JOGHGBOK TGHIDU 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	SUP 1	NET TV	MAX +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	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	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330



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 +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	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	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330



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	RP / 106.8	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	CAMPUS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	12	R0000
0.30	1	2	3	4	5	6	7	8	9	10	11	12	R0030
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R0100
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R0130
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R0200
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R0230
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R0300
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R0330
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R0400
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R0430
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R0500
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R0530
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R0600
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R0630
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R0700
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R0730
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R0800
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R0830
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R0900
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R0930
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R1000
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R1030
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R1100
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R1130
NOON	1	2	3	4	5	6	7	8	9	10	11	12	R1200
12.30	1	2	3	4	5	6	7	8	9	10	11	12	R1230
1.00	1	2	3	4	5	6	7	8	9	10	11	12	R1300
1.30	1	2	3	4	5	6	7	8	9	10	11	12	R1330
2.00	1	2	3	4	5	6	7	8	9	10	11	12	R1400
2.30	1	2	3	4	5	6	7	8	9	10	11	12	R1430
3.00	1	2	3	4	5	6	7	8	9	10	11	12	R1500
3.30	1	2	3	4	5	6	7	8	9	10	11	12	R1530
4.00	1	2	3	4	5	6	7	8	9	10	11	12	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11	12	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11	12	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11	12	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11	12	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11	12	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11	12	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11	12	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11	12	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11	12	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11	12	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11	12	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11	12	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11	12	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11	12	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11	12	R2330