



L-Awtorità tax-Xandir  
MALTA  
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT  
FEBRUARY 2017**

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# 1. SAMPLING AND SAMPLE PROFILE

For the year 2017 the Broadcasting Authority made arrangements with the N.S.O. so that data is collected for one month within a specific quarter. During this year data will be collected during the months of February, July and October 2017.

For these three assessments, the telephone questionnaire was changed. The perpetual questions "Which 3 radio stations did you listen to most yesterday?" and "Which 3 TV stations did you follow most yesterday?" were maintained as these indicate radio listening and TV following patterns of the local population. Each respondent has the facility of naming three different broadcasting stations for three different time spans throughout the day.

Previously respondents were asked which their three most favourite television programmes were. This was not done to identify the most favourite programme even if it was not watched the day before the interview but to find out what kind of programmes viewers were more likely to follow. In fact, the list of programmes that were named was classified according to their genre and the results showed what the programme genres that local media consumers preferred were.

For this period, respondents were directly asked what type of programmes they like to watch on local television stations. A list of eleven options was read out and respondents were asked whether they liked or not to watch each programme genre.

Another area which the Authority wanted to research is what type of service respondents have to watch television in view of the introduction of IPTV [television content through Internet], Android boxes, and Netflix [Internet based services]. Similarly for radio, respondents were asked whether they have DAB+ to follow radio programmes; if yes, do they use their DAB+ radio to follow local stations only and/or to follow foreign radio stations. Interviewers were

instructed that they were to clarify this question by asking whether the respondent could easily change from one station to the other without any frequency interference; with DAB respondents never had to remember the station's frequency; the display on the radio-set shows the station names alphabetically; and whether respondents had more stations to choose from beside local broadcasting stations.

The demographics of the population were also changed. Previously any 12 year old and above could be identified by the N.S.O. From this assessment 12 to 15 year olds were left out from the required sample and any 16 year old and above could be selected to participate.

Since children were being left out from the demographics, respondents were asked whether they had any children between 9 and 15 years and what type of programme their children liked to follow. These respondents had the option to specify three types of programmes.

As in previous audience assessments, the N.S.O. selected the sample, administered the survey and collected the data. Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers who were instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and were instructed to callback individuals up to 3 times before interviewing the next person in their list. This is mainly required to avoid any bias that could be introduced between the actual demographics of interviewed people and the desired sample.

For this assessment data was collected between Wednesday 1<sup>st</sup> February and Friday 3<sup>rd</sup> March, both days included. A total of forty daily respondents were compiled giving a total sample of 1,240 questionnaires.

For February 2017, 34.81% of all contacted persons accepted to participate while 3.99% refused. The eldest person contacted was 98 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

#### Response Rate

	Feb 2017		Oct 2016	Jul 2016	Feb 2016	Oct 2015	Jul 2015	Feb 2015
Responses	[n.]	%	%	%	%	%	%	%
Accepted	1,240	34.81%	37.42%	35.75%	50.72%	45.17%	54.34%	51.31%
Refusal	142	3.99%	3.53%	2.22%	3.24%	5.39%	4.03%	2.11%
Non Contact	1,530	42.95%	26.67%	20.81%	14.87%	24.59%	21.74%	15.85%
Unreachable	629	17.66%	32.14%	41.08%	30.87%	17.63%	18.89%	30.65%
Ineligible	21	0.59%	0.24%	0.14%	0.31%	7.21%	1.01%	0.09%
Contacted	3,562	100%	100%	100%	100%	100%	100%	100%
Not Used	158							
Total	3,720							

For this data-set a response rate of 34.812%, an estimated population size of 376,208 [aged 16 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of  $\pm 2.78\%$ .

The data collected was subsequently weighted to represent the required demographical sample by gender, by age group and by district to be representative of the whole population. The weighted sample profile and population demographics are as follows:

#### Margin of Error [±]

<b>Population</b>	N	376,208
<b>Response Rate</b>		34.81%
<b>Sample</b>	[n]	1240
	[±]	2.78%
<b>Gender</b>	<b>Male</b>	<b>Female</b>
	[n]	619 621
	[±]	3.94% 3.93%
<b>Age-Group</b>	<b>16-30</b>	<b>31-50</b> <b>51-70</b> <b>71+</b>
	[n]	275 391 344 231
	[±]	5.91% 4.95% 5.28% 6.45%
<b>District</b>	<b>South Harbour</b>	<b>North Harbour</b> <b>South Eastern</b> <b>Western</b> <b>Northern</b> <b>Gozo &amp; Comino</b>
	[n]	230 369 190 170 189 91
	[±]	6.46% 5.10% 7.11% 7.51% 7.13% 10.27%
<b>Weekday</b>	<b>Mon</b>	<b>Tue</b> <b>Wed</b> <b>Thu</b> <b>Fri</b> <b>Sat</b> <b>Sun</b>
	[n]	149 166 198 205 201 164 158
	[±]	8.03% 7.60% 6.96% 6.84% 6.91% 7.65% 7.79%

[Based on the weighted sample]

#### Sample Profile

Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
16-30	190	92	98	35	46	29	35	28	17
	15.3%	17.2%	13.9%	14.5%	13.4%	14.7%	18.8%	15.2%	19.5%
	100.0%	48.4%	51.6%	18.4%	24.2%	15.3%	18.4%	14.7%	8.9%
31-50	295	122	173	56	65	60	47	52	15
	23.8%	22.8%	24.5%	23.1%	18.9%	30.5%	25.3%	28.3%	17.2%
	100.0%	41.4%	58.6%	19.0%	22.0%	20.3%	15.9%	17.6%	5.1%
51-70	450	198	252	94	133	70	65	57	31
	36.3%	37.0%	35.7%	38.8%	38.7%	35.5%	34.9%	31.0%	35.6%
	100.0%	44.0%	56.0%	20.9%	29.6%	15.6%	14.4%	12.7%	6.9%
71+	305	123	182	57	100	38	39	47	24
	24.6%	23.0%	25.8%	23.6%	29.1%	19.3%	21.0%	25.5%	27.6%
	100.0%	40.3%	59.7%	18.7%	32.8%	12.5%	12.8%	15.4%	7.9%
Total	1240	535	705	242	344	197	186	184	87
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	43.1%	56.9%	19.5%	27.7%	15.9%	15.0%	14.8%	7.0%

[Count; Col%; Row%]

### Weighted Sample Profile

Age Groups	Total	Gender		District					Gozo & Comino
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	
16-30	275	141	134	45	81	45	37	45	22
	22.2%	22.8%	21.6%	19.6%	21.8%	23.7%	22.0%	23.7%	24.0%
	100.0%	51.3%	48.7%	16.4%	29.3%	16.4%	13.6%	16.3%	8.0%
31-50	391	206	185	71	112	66	56	63	23
	31.5%	33.2%	29.8%	30.8%	30.2%	34.9%	33.2%	33.4%	24.7%
	100.0%	52.6%	47.4%	18.2%	28.5%	16.9%	14.4%	16.2%	5.8%
51-70	344	169	175	71	101	51	48	45	28
	27.7%	27.2%	28.2%	30.9%	27.4%	26.8%	28.0%	23.6%	30.6%
	100.0%	49.1%	50.9%	20.7%	29.5%	14.8%	13.8%	13.0%	8.2%
71+	231	104	127	43	76	28	29	37	19
	18.6%	16.8%	20.4%	18.7%	20.6%	14.6%	16.8%	19.4%	20.7%
	100.0%	45.0%	55.0%	18.6%	32.9%	12.0%	12.4%	15.9%	8.2%
Total	1,240	619	621	230	369	190	170	189	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.6%	29.8%	15.3%	13.7%	15.3%	7.4%

[Count; Col%; Row%]

### Population Demographics

Age Groups	Total	Gender		District					Gozo & Comino
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	
16-30	83,348	42,725	40,623	13,694	24,426	13,644	11,321	13,599	6,665
	22.2%	22.8%	21.6%	19.6%	21.8%	23.7%	22.0%	23.7%	24.0%
	100.0%	51.3%	48.7%	16.4%	29.3%	16.4%	13.6%	16.3%	8.0%
31-50	118,620	62,404	56,216	21,550	33,848	20,080	17,092	19,196	6,854
	31.5%	33.2%	29.8%	30.8%	30.2%	34.9%	33.2%	33.4%	24.7%
	100.0%	52.6%	47.4%	18.2%	28.5%	16.9%	14.4%	16.2%	5.8%
51-70	104,225	51,159	53,066	21,579	30,743	15,442	14,420	13,545	8,496
	27.7%	27.2%	28.2%	30.9%	27.4%	26.8%	28.0%	23.6%	30.6%
	100.0%	49.1%	50.9%	20.7%	29.5%	14.8%	13.8%	13.0%	8.2%
71+	70,015	31,512	38,503	13,046	23,057	8,400	8,658	11,120	5,734
	18.6%	16.8%	20.4%	18.7%	20.6%	14.6%	16.8%	19.4%	20.7%
	100.0%	45.0%	55.0%	18.6%	32.9%	12.0%	12.4%	15.9%	8.2%
Total	376,208	187,800	188,408	69,869	112,073	57,566	51,491	57,460	27,749
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.6%	29.8%	15.3%	13.7%	15.3%	7.4%

[Count; Col%; Row%]





## 2. RADIO AUDIENCE ASSESSMENT

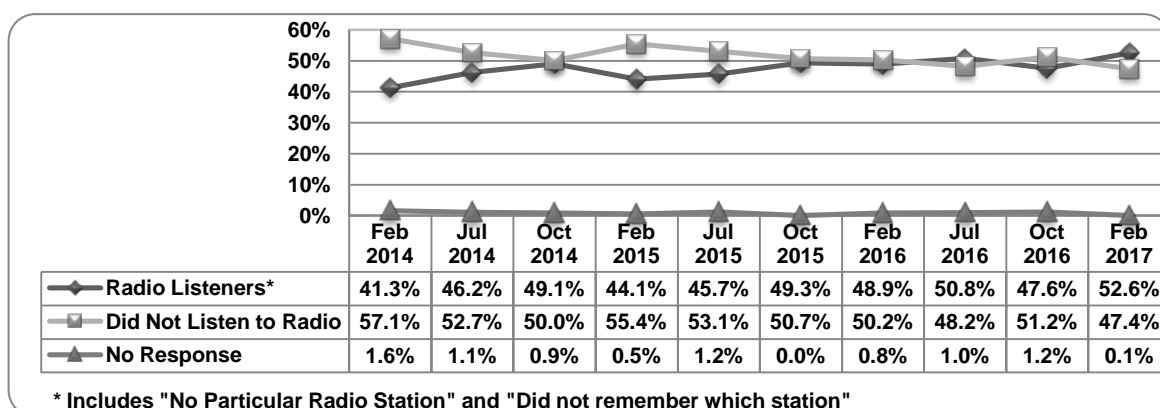
### 2.1. Radio Audience Reach

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station.

During February 2017, 52.6% stated that they had listened to radio the day before the interview while 47.4% categorically stated that they had not listened to radio the previous day. This means that as much as 198,000 persons, aged 16 or over, followed at least one radio station the previous day. On the other hand 28 respondents [≈7,600; 2.0%] replied that they do not have a radio set.

Compared to previous data, there was an increase of 5% of radio listeners over the previous assessment period of October 2016, and more significantly there was a increase of 3.7% over the equivalent period last year (February 2016) - see below:

#### Radio Audience Reach



On Average 198,000 persons (52.6%) aged 16 and over followed at least one radio station during February 2017

		Number			% total			
		Total	Yes <sup>[1]</sup>	No	No Ans.	Total	Yes	No
Population								
[+16 years]		376,208	197,806	178,179	223	100	52.58	47.36
Gender								
Males		187,800	103,603	84,197	0	100	55.17	44.83
Females		188,408	94,203	93,982	223	100	50.00	49.88
		376,208	197,806	178,179	223			
Age group								
16-30		83,348	40,103	43,245	0	100	48.12	51.88
31-50		118,620	68,727	49,894	0	100	57.94	42.06
51-70		104,225	53,157	51,068	0	100	51.00	49.00
70+		70,015	35,820	33,972	223	100	51.16	48.52
		376,208	197,806	178,179	223			
District								
South Harbour		69,869	33,502	36,144	223	100.00	47.95	51.73
North Harbour		112,073	58,869	53,204	0	100	52.53	47.47
South Eastern		57,566	31,526	26,040	0	100	54.77	45.23
Western		51,491	27,135	24,356	0	100	52.70	47.30
Northern		57,460	35,352	22,108	0	100	61.52	38.48
Gozo & Comino		27,749	11,422	16,327	0	100	41.16	58.84
		376,208	197,806	178,179	223			

\*Includes those who "did not remember which station they followed" [3.5%; ≈13,500] and those who "did not follow any particular radio station" [2.1%; ≈8,000].

Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, 70 listeners named a second station while another 13 other respondents named a third radio station. This discloses the

trend that in general radio listeners tend to follow a particular radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

Percentage Reach by Radio Station

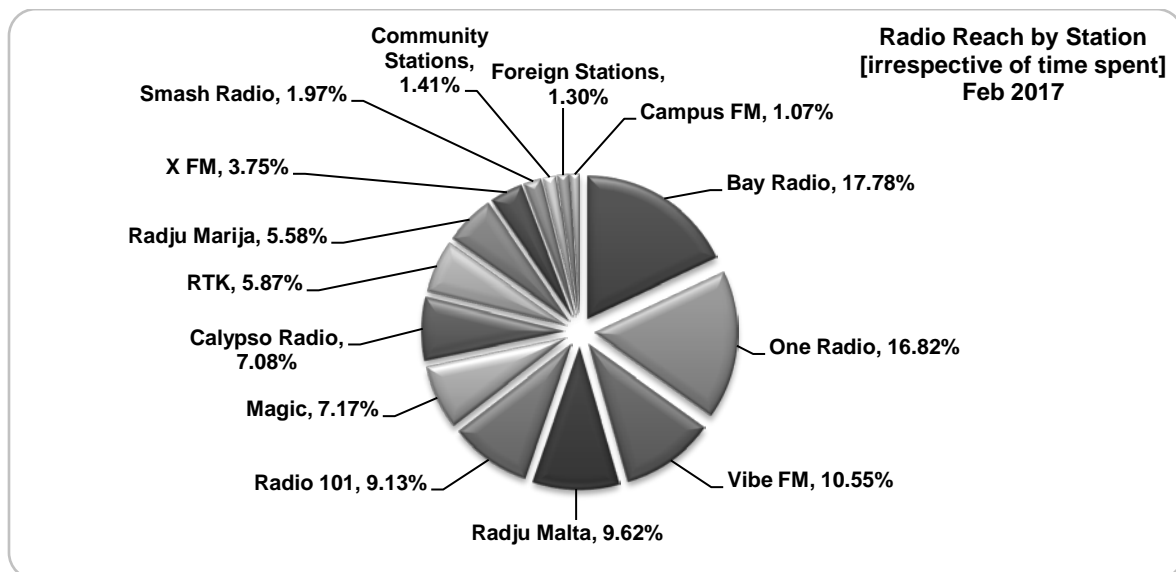
	Ranking	Total [~N]	Total %	Gender		Age Group				District						
				Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo and Comino	
Radju Malta	[4]	20,000	9.62	7.41	12.01	2.53	2.90	16.06	19.69	11.67	8.86	9.27	8.06	9.09	13.02	
Radju Malta 2	[15]	2,000	0.90	1.33	0.43	0.00	1.31	1.14	0.66		0.76		1.69	2.45		
Magic	[6]	15,000	7.17	8.26	6.00	4.27	14.61	4.29	0.67	7.66	9.66	8.46	6.77	4.84		
ONE Radio	[2]	34,000	16.82	20.25	13.12	0.73	14.02	24.48	27.07	29.96	15.21	18.87	10.97	10.38	14.88	
Radio 101	[5]	19,000	9.13	7.95	10.41	1.56	7.30	16.09	9.65	4.01	9.51	6.98	9.74	11.40	18.29	
Bay Radio	[1]	36,000	17.78	14.77	21.03	51.09	21.67	2.02		14.19	18.05	13.06	17.32	23.88	21.52	
Calypso Radio	[7]	15,000	7.08	8.41	5.65	0.83	7.33	11.40	6.40	7.07	8.31	7.35	7.93	6.45	1.45	
RTK	[8]	12,000	5.87	4.50	7.35	1.04	1.97	9.90	12.02	6.87	4.64	9.35	5.01	3.85	7.25	
Smash Radio	[11]	4,000	1.97	2.00	1.94	2.80	2.68	1.46	0.57	3.98	1.26	0.81	3.28	0.86	2.89	
Radju Marija	[9]	12,000	5.58	2.85	8.52	0.83	0.77	7.83	16.17	5.30	4.82	4.97	3.89	6.55	11.60	
Campus FM	[14]	3,000	1.07	1.40	0.71		1.05	1.66	1.29		1.70	2.22	0.84	0.66		
Vibe FM	[3]	22,000	10.55	13.82	7.01	28.31	14.61	0.42		5.83	11.24	9.58	13.71	16.21		
X FM	[10]	8,000	3.75	4.63	2.79	6.00	6.94	0.76		0.83	3.56	6.26	6.30	2.71	3.31	
Community Stations	[12]	3,000	1.41	0.88	2.00		0.98	1.17	4.12	1.94	0.85	0.81	2.30		5.80	
Foreign Stations	[13]	3,000	1.30	1.55	1.04		1.84	1.29	1.68	0.69	1.57	2.00	2.19	0.66		
Total			100	100	100	100	100	100	100	100	100	100	100	100	100	

Based on Radio Listeners including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.

Bay Radio has attracted the largest amount of radio listeners [17.78%] with ~36,000 listeners. This station was followed by ONE Radio with 16.82% of all listeners [~34,000] and Vibe FM with 10.55% [~22,000]. Bay Radio was the most followed station by all those under fifty years old – with just more than half [51.1%] of 16-30 year olds following this station. ONE Radio, on the other hand, was the most followed station by all those over fifty years old – with just below a

quarter [24.5%] of all 51-70 year olds and just above a quarter of all 70+ year olds following this station.

Bay radio was the most followed station in four of the districts while ONE Radio was the most followed station in the South Harbour district and in the South Eastern district.

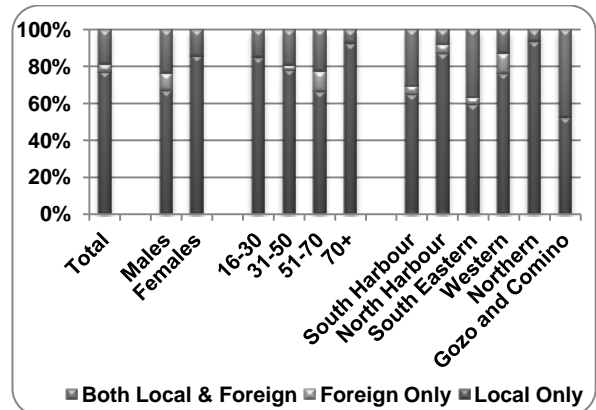
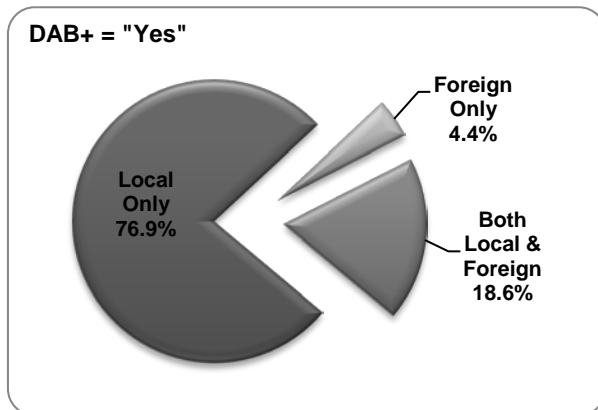
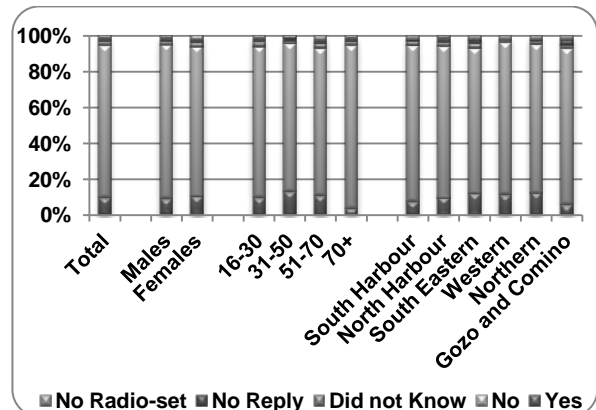
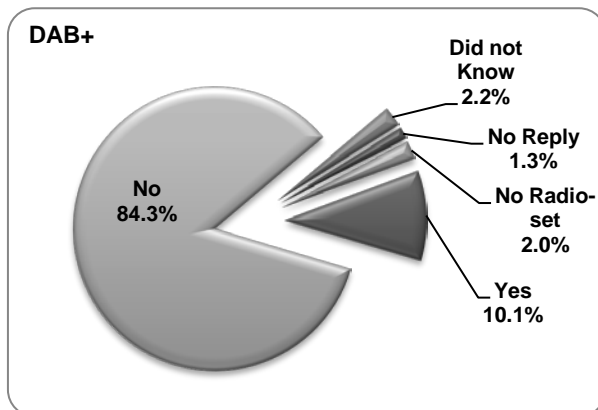


## 2.2. "DAB+"

Respondents were asked whether they have a DAB+ radio-set to listen to radio. Interviewers were instructed to explain that with a DAB+ radio-set the signal will either be brilliantly crisp and clear or it won't be there at all; and with DAB+ radio-set listeners will never have to remember a station's frequency and the display on the radio shows the station names in alphabetical order.

Only 2.2% of the population did not know what kind of radio-set they had to listen to stations. As much as 84.3% of the population replied that they do not have a DAB+ radio-set; while only 10.1% stated that they have a DAB+ radio-set. Another 1.3% of the population did not reply while a further 2.0% stated that they do not listen to radio as they do not have a radio-set.

Of those who stated that they have a DAB+ radio-set the majority [76.9%] stated that they only listen to local stations; another 4.4% they use their DAB+ radio-set to listen to only foreign stations while the rest [18.6%] stated that they listen to both local and foreign stations broadcasting on this platform.

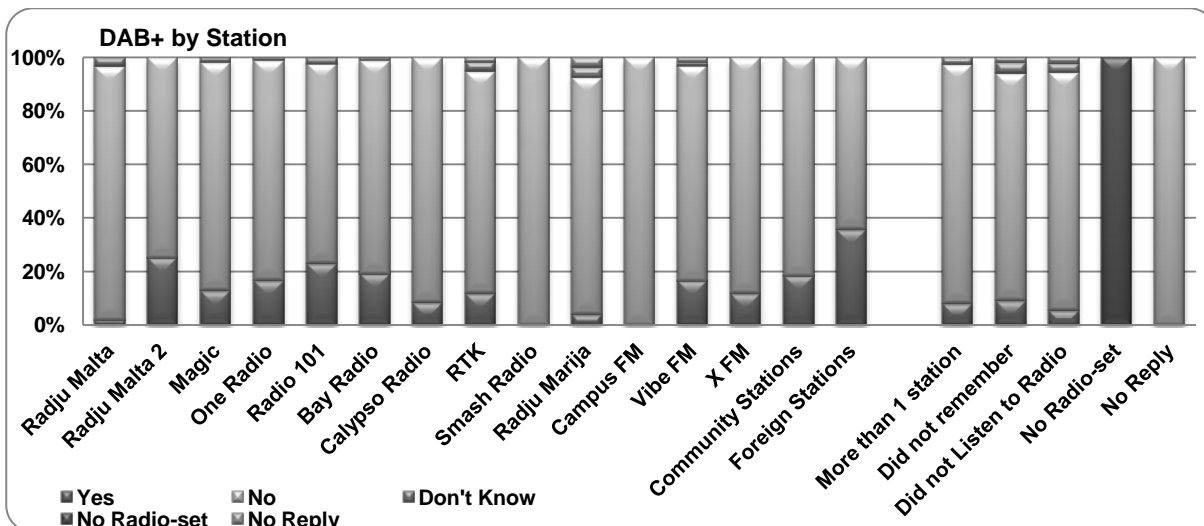


Without taking into consideration the time spent by each radio listener, the percentage of those who stated that they had a DAB+ radio-set was analysed against the radio reach of each radio station.

The highest amount of radio listeners using a DAB+ radio-set were those of Bay Radio [≈6,900 – 19.2% of that station's reach]. These were

closely followed by ONE Radio listeners [≈5,700 – 16.7%]; those of Radio 101 [≈4,300 – 23.1%]; and those of Vibe FM [≈3,500 – 16.5%].

The highest percentage of listeners making use of a DAB+ radio-set were those following a foreign station [35.9% – ≈950 listeners].



**DAB+ - By Gender, By Age Groups, By districts**

	Total	Gender		Age Group				District					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Yes	37,941	17,641	20,300	8,311	15,502	11,402	2,726	5,363	10,828	6,946	5,937	7,214	1,654
	10.1%	9.4%	10.8%	10.0%	13.1%	10.9%	3.9%	7.7%	9.7%	12.1%	11.5%	12.6%	6.0%
	100%	46.5%	53.5%	21.9%	40.9%	30.1%	7.2%	14.1%	28.5%	18.3%	15.6%	19.0%	4.4%
No	317,206	160,756	156,450	70,011	98,173	85,605	63,416	60,597	94,707	46,671	43,636	47,476	24,118
	84.3%	85.6%	83.0%	84.0%	82.8%	82.1%	90.6%	86.7%	84.5%	81.1%	84.7%	82.6%	86.9%
	100%	50.7%	49.3%	22.1%	30.9%	27.0%	20.0%	19.1%	29.9%	14.7%	13.8%	15.0%	7.6%
Don't know	8,408	3,823	4,585	2,347	1,626	2,942	1,494	1,830	2,615	1,534	797	1,038	594
	2.2%	2.0%	2.4%	2.8%	1.4%	2.8%	2.1%	2.6%	2.3%	2.7%	1.5%	1.8%	2.1%
	100%	45.5%	54.5%	27.9%	19.3%	35.0%	17.8%	21.8%	31.1%	18.2%	9.5%	12.3%	7.1%
No Reply	5,076	3,009	2,067	1,086	1,820	1,146	1,025	599	2,041	1,171		475	790
	1.3%	1.6%	1.1%	1.3%	1.5%	1.1%	1.5%	.9%	1.8%	2.0%		.8%	2.8%
	100%	59.3%	40.7%	21.4%	35.8%	22.6%	20.2%	11.8%	40.2%	23.1%		9.4%	15.6%
No Radio-set	7,577	2,570	5,006	1,592	1,500	3,130	1,355	1,480	1,883	1,244	1,121	1,257	593
	2.0%	1.4%	2.7%	1.9%	1.3%	3.0%	1.9%	2.1%	1.7%	2.2%	2.2%	2.2%	2.1%
	100%	33.9%	66.1%	21.0%	19.8%	41.3%	17.9%	19.5%	24.8%	16.4%	14.8%	16.6%	7.8%
Total	376,208	187,800	188,408	83,348	118,620	104,225	70,015	69,869	112,073	57,566	51,491	57,460	27,749
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	49.9%	50.1%	22.2%	31.5%	27.7%	18.6%	18.6%	29.8%	15.3%	13.7%	15.3%	7.4%

**DAB+ Yes for ... - By Gender, By Age Groups, By districts**

	Total	Gender		Age Group				District					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Local Only	29,195	11,810	17,385	7,027	12,092	7,560	2,517	3,489	9,439	4,137	4,526	6,739	865
	76.9%	66.9%	85.6%	84.5%	78.0%	66.3%	92.3%	65.1%	87.2%	59.6%	76.2%	93.4%	52.3%
	100.0%	40.5%	59.5%	24.1%	41.4%	25.9%	8.6%	12.0%	32.3%	14.2%	15.5%	23.1%	3.0%
Foreign Only	1,675	1,675			414	1,261		237	523	260	654		
	4.4%	9.5%			2.7%	11.1%		4.4%	4.8%	3.7%	11.0%		
	100.0%	100.0%			24.7%	75.3%		14.2%	31.3%	15.5%	39.0%		
Both	7,072	4,157	2,914	1,285	2,996	2,582	209	1,636	865	2,549	757	475	789
	18.6%	23.6%	14.4%	15.5%	19.3%	22.6%	7.7%	30.5%	8.0%	36.7%	12.7%	6.6%	47.7%
Foreign	100.0%	58.8%	41.2%	18.2%	42.4%	36.5%	3.0%	23.1%	12.2%	36.0%	10.7%	6.7%	11.2%
Total	37,941	17,641	20,300	8,311	15,502	11,402	2,726	5,363	10,828	6,946	5,937	7,214	1,654
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100.0%	46.5%	53.5%	21.9%	40.9%	30.1%	7.2%	14.1%	28.5%	18.3%	15.6%	19.0%	4.4%

## DAB+ – By Station

	TOTAL N	Yes	No	Don't Know	No Radio- set	No Reply	Yes %	No %	Don't Know %	No Radio- set %	No Reply %	Total %
Radju Malta	19,377	395	18,324	659	0	0	2.0	94.6	3.4			100
Radju Malta 2	1,806	454	1,352	0	0	0	25.2	74.8				100
Magic	14,455	1,869	12,324	262	0	0	12.9	85.3	1.8			100
One Radio	33,888	5,655	27,847	193	0	193	16.7	82.2	0.6		0.6	100
Radio 101	18,405	4,252	13,732	421	0	0	23.1	74.6	2.3			100
Bay Radio	35,828	6,884	28,625	319	0	0	19.2	79.9	0.9			100
Calypso Radio	14,269	1,243	13,026	0	0	0	8.7	91.3	0.0			100
RTK	11,828	1,389	9,821	421	0	198	11.7	83.0	3.6		1.7	100
Smash Radio	3,977	0	3,977	0	0	0		100				100
Radju Marija	11,234	470	9,944	396	0	424	4.2	88.5	3.5		3.8	100
Campus FM	2,151	0	2,151	0	0	0		100				100
Vibe FM	21,252	3,498	17,115	244	0	395	16.5	80.5	1.1		1.9	100
X FM	7,549	911	6,639	0	0	0	12.1	87.9				100
Community Stations	2,850	527	2,323	0	0	0	18.5	81.5				100
Foreign Stations	2,622	942	1,680	0	0	0	35.9	64.1				100
More than 1 station	7,924	651	7,064	209	0	0	8.2	89.1	2.6			100
Did not remember	13,347	1,208	11,332	563	0	244	9.1	84.9	4.2		1.8	100
Did not Listen to Radio	170,602	9,522	151,701	5,564	0	3,816	5.6	88.9	3.3		2.2	100
No Radio-set	7,577	0	0	0	7,577	0				100		100
No Reply	223	0	223	0	0	0		100				100
Total	401,164	39,871	339,198	9,250	7,577	5,269	9.9	84.6	2.3	1.9	1.3	100

Based on Total Radio Audiences

### 2.3. Radio Audience Shares

Respondents were asked to indicate at what time they had listened to radio, which station they had followed, and for how long. Each participant had the possibility of naming three stations and for each station was able to identify three different time periods. These replies were analyzed by half-hour slot, for each radio station, and for all the days of the week while also taking into consideration all the multiple replies received

#### 2.3.1. Average Audiences

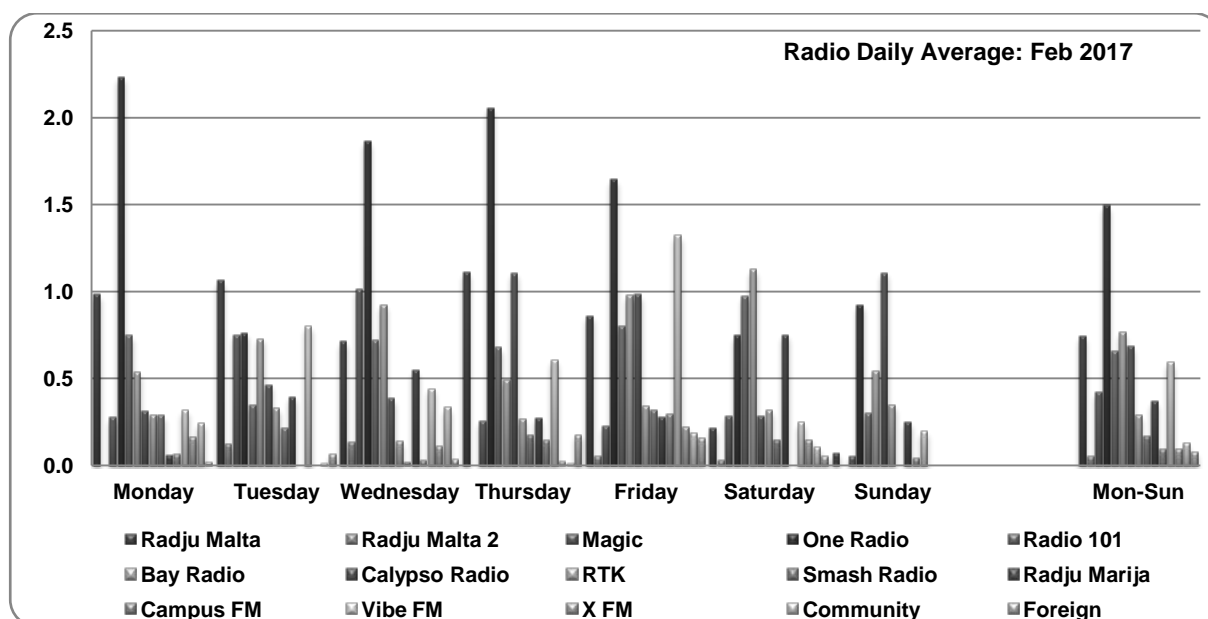
The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot.

ONE Radio attained the highest total weekly average amongst all stations with 2.231% followed by Bay Radio [1.130%] and Radju Malta [1.111%]. ONE Radio had the highest average amongst all stations on Mondays, Wednesdays,

Thursdays, and with that of Mondays (2.231%) being its highest average. Bay Radio had the highest average amongst all stations on Saturdays (1.130%), while Radju Malta had its highest average on Thursdays (1.111%) while it also had the highest average amongst all stations on Tuesdays (1.062%). Calypso Radio had the highest average amongst all stations on Sundays (1.109%).

#### Percentage Average Audience Share by Weekday and By Station

Daily Average %	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	0.982		0.274	<b>2.231</b>	0.746	0.534	0.311	0.291	0.290	0.059	0.067	0.314	0.165	0.241	0.017	<b>2.231</b>
Tuesday	<b>1.062</b>	0.121	0.749	0.758	0.345	0.726	0.463	0.332	0.216	0.395		0.803		0.010	0.064	<b>1.062</b>
Wednesday	0.714	<b>0.135</b>	<b>1.013</b>	<b>1.865</b>	0.718	0.925	0.385	0.138	0.016	0.547	0.027	0.441	0.109	<b>0.332</b>	0.034	<b>1.865</b>
Thursday	<b>1.111</b>		0.256	<b>2.052</b>	0.679	0.492	1.105	0.269	0.172	0.273	0.141	0.605	0.022	0.012	<b>0.175</b>	<b>2.052</b>
Friday	0.862	0.051	0.228	<b>1.644</b>	0.802	0.977	0.981	0.338	<b>0.317</b>	0.280	<b>0.294</b>	<b>1.319</b>	<b>0.220</b>	0.183	0.154	<b>1.644</b>
Saturday	0.217	0.029	0.284	0.746	<b>0.974</b>	<b>1.130</b>	0.281	0.316	0.147	<b>0.750</b>		0.246	0.147	0.104	0.051	<b>1.130</b>
Sunday	0.070		0.052	0.922	0.300	0.542	<b>1.109</b>	<b>0.344</b>		0.249	0.040	0.199				<b>1.109</b>
Mon-Sun	0.743	0.050	0.418	1.498	0.659	0.764	0.684	0.286	0.167	0.365	0.090	0.592	0.096	0.129	0.078	<b>1.498</b>
Highest	<b>1.111</b>	<b>0.135</b>	<b>1.013</b>	<b>2.231</b>	<b>0.974</b>	<b>1.130</b>	<b>1.109</b>	<b>0.344</b>	<b>0.317</b>	<b>0.750</b>	<b>0.294</b>	<b>1.319</b>	<b>0.220</b>	<b>0.332</b>	<b>0.175</b>	---



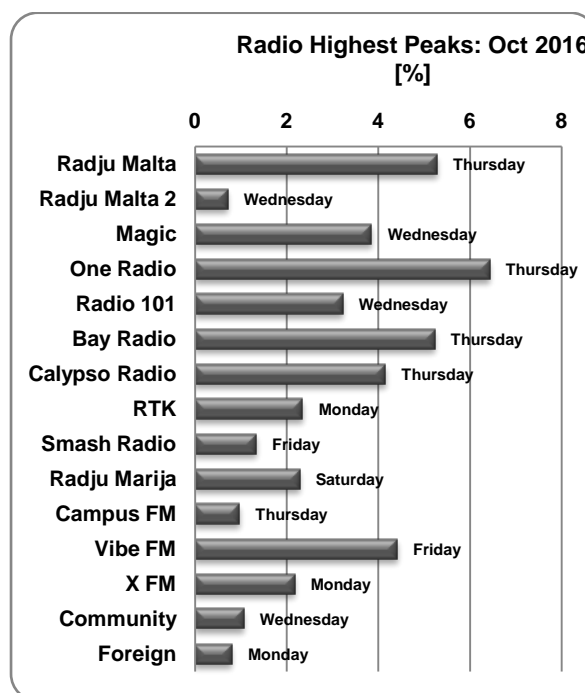
### 2.3.2. Peak Audiences

Another indication of a radio station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

Taking the highest peak for each station, ONE Radio had its highest peak amongst all stations on Thursdays with 6.434%; while it also had the highest peak amongst all stations for the rest of the week except for Saturdays – Mondays (5.649%), Tuesdays (5.296%), Wednesdays (4.193%), Fridays (4.101%) and Sundays (5.059%).

Bay Radio had had the highest peak amongst all stations on Saturdays (2.898%) and had the third highest peak amongst all stations on Thursdays (5.238%).

Radju Malta had the second highest peak amongst all stations (5.283%) on Thursdays.



### Percentage Highest Peaks by Radio Station by Weekday

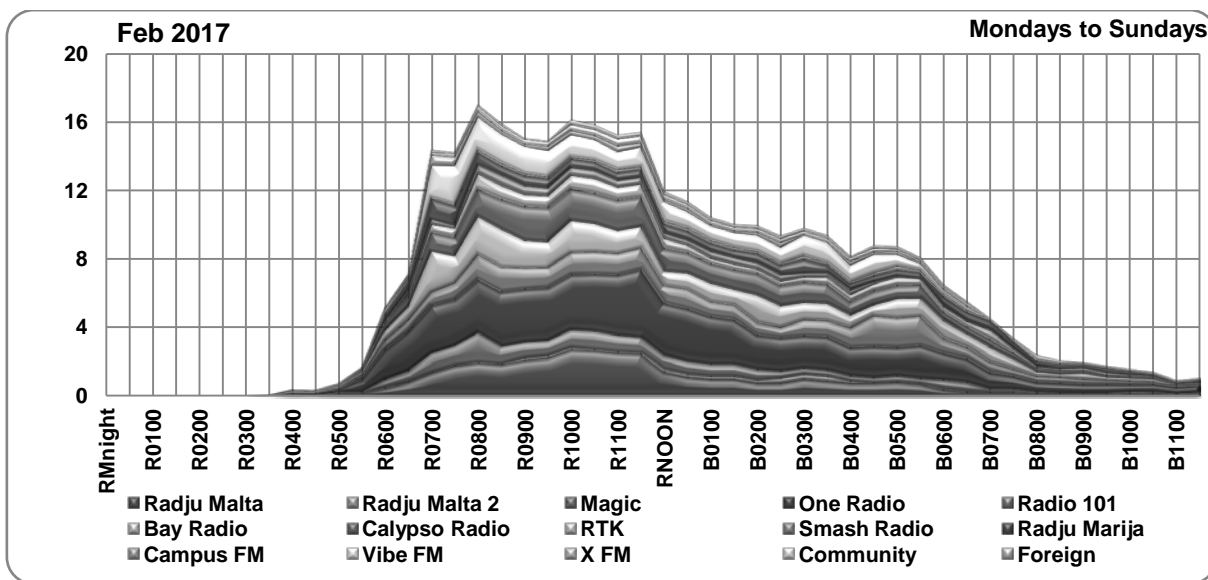
HIGHEST PEAKS [%]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	Highest
Monday	3.566		1.766	<b>5.649</b>	3.077	3.408	1.994	<b>2.346</b>	0.632	0.532	0.536	2.023	<b>2.172</b>	0.884	<b>0.808</b>	<b>5.649</b>
Tuesday	2.742	0.388	3.201	<b>5.296</b>	1.946	2.543	1.375	1.248	1.307	1.256		4.027		0.492	0.768	<b>5.296</b>
Wednesday	3.278	<b>0.717</b>	<b>3.857</b>	<b>4.193</b>	<b>3.225</b>	3.649	1.420	0.880	0.375	1.720	0.330	3.534	1.497	<b>1.067</b>	0.413	<b>4.193</b>
Thursday	<b>5.283</b>		1.953	<b>6.434</b>	2.311	<b>5.238</b>	<b>4.162</b>	1.597	1.234	0.930	<b>0.977</b>	3.117	1.067	0.289	0.673	<b>6.434</b>
Friday	2.891	0.689	2.412	<b>4.101</b>	3.023	<b>3.540</b>	2.573	1.366	<b>1.336</b>	1.665	0.772	<b>4.410</b>	1.089	0.338	0.370	<b>4.410</b>
Saturday	1.288	0.471	0.893	2.070	2.715	<b>2.898</b>	1.548	0.983	1.336	<b>2.284</b>		1.417	1.720	0.861	0.410	<b>2.898</b>
Sunday	0.531		0.935	<b>5.059</b>	1.215	<b>2.154</b>	2.894	1.399		1.016	0.486	2.471				<b>5.059</b>
Mon-Sun	2.671	0.279	1.748	<b>3.937</b>	1.774	2.400	1.970	0.902	0.628	1.161	0.239	2.244	0.598	0.386	0.276	<b>3.937</b>
Highest	<b>5.283</b>	<b>0.717</b>	<b>3.857</b>	<b>6.434</b>	<b>3.225</b>	<b>5.238</b>	<b>4.162</b>	<b>2.346</b>	<b>1.336</b>	<b>2.284</b>	<b>0.977</b>	<b>4.410</b>	<b>2.172</b>	<b>1.067</b>	<b>0.808</b>	

### 2.3.3. Radio Audience Shares by Half-hour Slots

Audiences were **not** registered for all the half-hour slots. Before 6:00am audiences were minimal throughout the week [ $<2.0\%$ ] and overall increased from 5.139% at 6:00am to 14.318% at 7:00am. Audiences peaked at 8:00am where the highest percent of listeners was reached with 16.964% of all radio listeners. This level of radio listening was maintained till 11:30am [15.356%]. Audiences gradually decreased to 8.070% at 5:30pm and to 2.079% at 8:30pm. Night-time

radio audiences after 10:00pm were about 1.5% of the total population.

The following figure maps the total daily audience shares for radio stations cumulative at half-hour slots:



### 2.3.4. Daily Average Hours of Radio Consumption

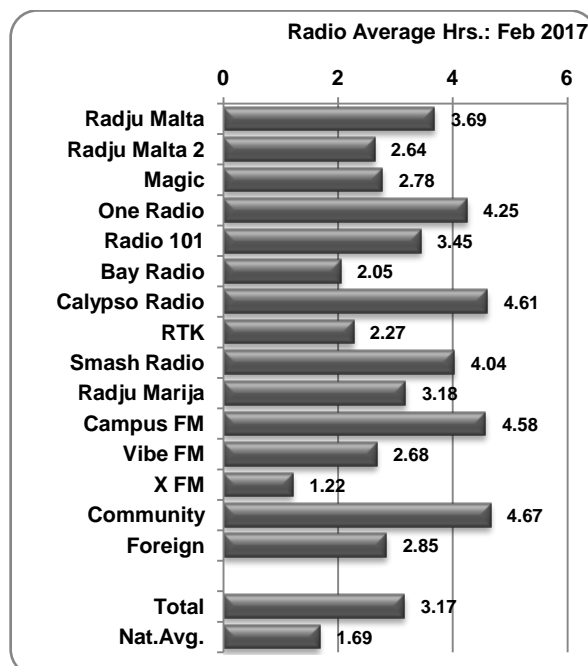
This average gives the amount of time that each radio listener has spent following each radio station. This is derived from the total number of hours that radio consumers listened to, divided by the total number of listeners of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans. However, considering also the demo-graphical nature of radio listeners for each particular station, the average amount of time spent by listeners of each station gives an indication of radio listening patterns amongst the population.

Although Bay Radio attracted the highest amount of listeners [17.78%] these listeners were mostly below 50 years old. In fact Bay Radio attracted just more than half of 16-30 year olds and one fifth of all 31-50 year olds. Their total average hours of radio listening worked out at 2.05hrs for February each listener.

On the other hand, ONE Radio attracted the second highest amount of listeners [16.82%]

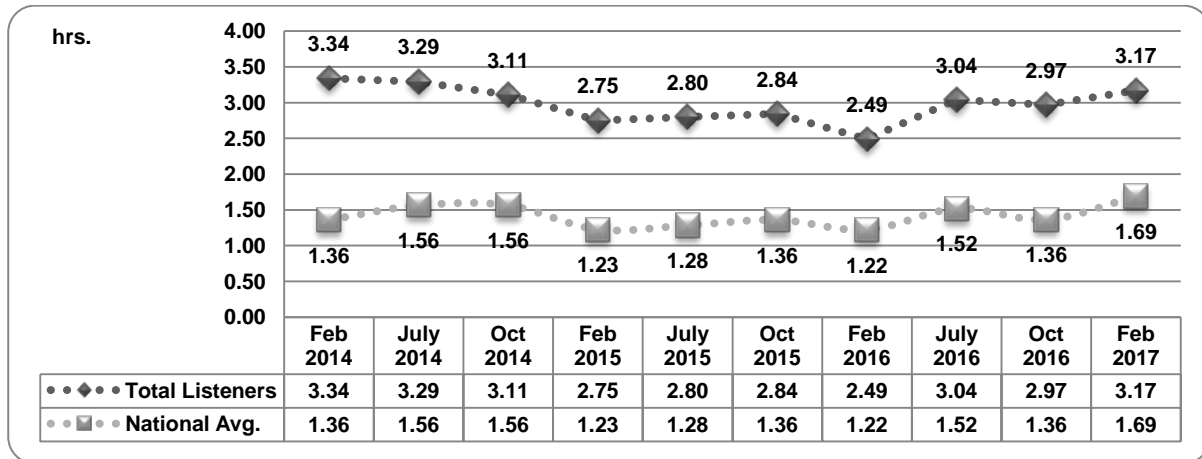
who, on average, have spent 4.25hrs listening to this station. And this station attracted nearly a quarter of all 51-70 year olds [24.48%] and nearly a third of all 70+ listeners [27.07%].



The highest average of hours spent was attained by Calypso Radio which ranked 7<sup>th</sup> by radio reach of all radio stations [7.08%] at 4.61hrs per radio listener.

the whole of the population aged 16 years and over, amounts to 1.69hrs.

The average amount of hours over all radio listeners results to 3.17hrs per listener and over

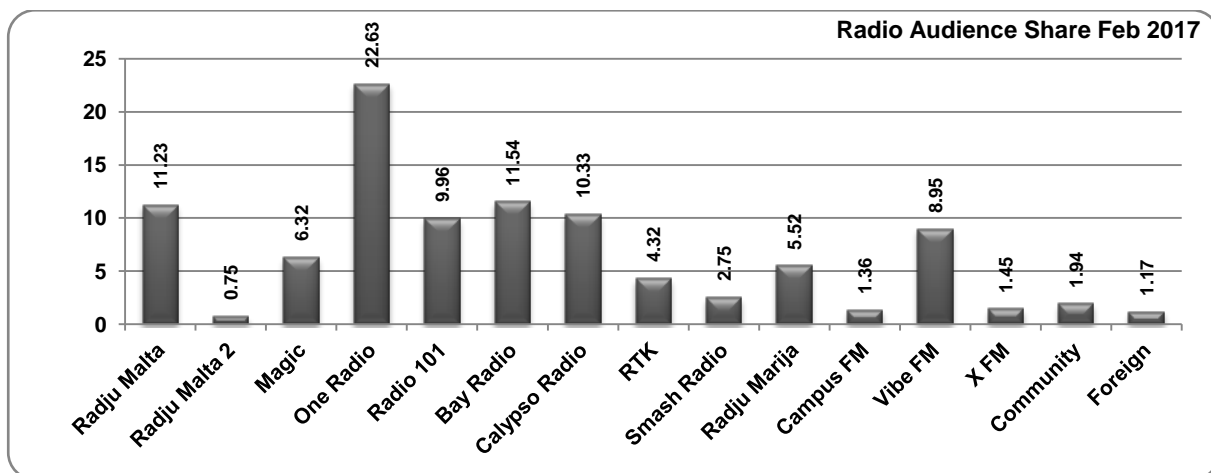


### 2.3.5. Radio Stations Audience Share

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below.

Radju Malta [11.23%]; Calypso Radio [10.33%]; Radio 101 [9.96%]; Vibe FM [8.95%]; and Magic [6.32%]

Overall, ONE Radio ranked first with 22.63% of all audiences, followed by Bay Radio [11.54%];



### 2.3.6. Radio Stations Audiences by Half-Hour Slots [averaged & rounded-up]

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest hundred. A "nil" record does not mean that there were zero audiences. The data for each week-day was grouped by 3-hour time brackets starting

from 6:00am and the average attained for each time-band is listed for each station. This gives a simpler representation of the audiences attained by each station.



**RADIO AUDIENCES – MONDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00	1,000			1,000	1,000											374,000	377,000
6:00-9:00	9,000		6,000	20,000	7,000	8,000	5,000	3,000	3,000	2,000		1,000	3,000	2,000		308,000	377,000
9:00-12:00	11,000		2,000	18,000	5,000	8,000	3,000	7,000	3,000		1,000	4,000		2,000		313,000	377,000
12:00-15:00	4,000		2,000	14,000	3,000	1,000	3,000		3,000		2,000	4,000	3,000	2,000		336,000	377,000
15:00-18:00	6,000			14,000	9,000	1,000			3,000			3,000	1,000	2,000	1,000	337,000	377,000
18:00-21:00	2,000			7,000	2,000	1,000		1,000		1,000				2,000		361,000	377,000
21:00-24:00	2,000			2,000			1,000									372,000	377,000

**RADIO AUDIENCES – TUESDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00				1,000				1,000								375,000	377,000
6:00-9:00	6,000		9,000	13,000	2,000	7,000	3,000	3,000	3,000	4,000		8,000		1,000	2,000	316,000	377,000
9:00-12:00	11,000	2,000	8,000	8,000	4,000	3,000	5,000	3,000	3,000	4,000		6,000				320,000	377,000
12:00-15:00	10,000	2,000	7,000	3,000	4,000	7,000	4,000		2,000	2,000		5,000				331,000	377,000
15:00-18:00	8,000	1,000	2,000		3,000	7,000	3,000	4,000	2,000	2,000		8,000			2,000	335,000	377,000
18:00-21:00	2,000					2,000	2,000	1,000		2,000		2,000				366,000	377,000
21:00-24:00		1,000						1,000		1,000						374,000	377,000

**RADIO AUDIENCES – WEDNESDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00				1,000				1,000						1,000		374,000	377,000
6:00-9:00	6,000		8,000	8,000	4,000	9,000	4,000	1,000		5,000	1,000	7,000	3,000	2,000	1,000	318,000	377,000
9:00-12:00	12,000		13,000	14,000	4,000	10,000	6,000	4,000	1,000	3,000		4,000		4,000	1,000	301,000	377,000
12:00-15:00	4,000	3,000	10,000	15,000	4,000	8,000	2,000	1,000		2,000		2,000		3,000		323,000	377,000
15:00-18:00	3,000	2,000	2,000	12,000	9,000	2,000	2,000	1,000		3,000		1,000	1,000	2,000		337,000	377,000
18:00-21:00			1,000	8,000	4,000	3,000	1,000			4,000		2,000				354,000	377,000
21:00-24:00			1,000	4,000	1,000					4,000				2,000		365,000	377,000

**RADIO AUDIENCES – THURSDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00	1,000			1,000			1,000			1,000						373,000	377,000
6:00-9:00	6,000		2,000	16,000	8,000	9,000	8,000	3,000	3,000	3,000	1,000	5,000	1,000	1,000		311,000	377,000
9:00-12:00	19,000			22,000	8,000	4,000	16,000	3,000	2,000	2,000	2,000	8,000			2,000	289,000	377,000
12:00-15:00	9,000			15,000	3,000		8,000	1,000	2,000	4,000	2,000	6,000		1,000		300,000	377,000
15:00-18:00	4,000	4,000	9,000	4,000	3,000		4,000	2,000		2,000	2,000	3,000			1,000	339,000	377,000
18:00-21:00	1,000	4,000	4,000	2,000	2,000	2,000	2,000			1,000		1,000			1,000	357,000	377,000
21:00-24:00				4,000		1,000	1,000									370,000	377,000

**RADIO AUDIENCES – FRIDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00	1,000	1,000	1,000	1,000	1,000	1,000										371,000	377,000
6:00-9:00	8,000		4,000	11,000	3,000	8,000	5,000	4,000	2,000	4,000	2,000	11,000	3,000	2,000	1,000	309,000	377,000
9:00-12:00	10,000		3,000	13,000	6,000	10,000	8,000	2,000	4,000	2,000	2,000	11,000	3,000	2,000	2,000	299,000	377,000
12:00-15:00	2,000	1,000	1,000	11,000	3,000	7,000	8,000	4,000	5,000	1,000	2,000	11,000	1,000	2,000	2,000	316,000	377,000
15:00-18:00	4,000	1,000	1,000	10,000	8,000	6,000	8,000	2,000	2,000	2,000	3,000	11,000	1,000	2,000	2,000	314,000	377,000
18:00-21:00	3,000			6,000	6,000	2,000	4,000	2,000		3,000	2,000	2,000	1,000	1,000	1,000	344,000	377,000
21:00-24:00	3,000			4,000	3,000	2,000	1,000				2,000					362,000	377,000

**RADIO AUDIENCES – SATURDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00					1,000	2,000										374,000	377,000
6:00-9:00	3,000		3,000	3,000	6,000	6,000	2,000	2,000	2,000	3,000		3,000		1,000	1,000	342,000	377,000
9:00-12:00	4,000	1,000	2,000	8,000	9,000	5,000	4,000	3,000	4,000	4,000		4,000	4,000	3,000	2,000	320,000	377,000
12:00-15:00			1,000	7,000	8,000	9,000	3,000	3,000		7,000			2,000			337,000	377,000
15:00-18:00			3,000	5,000	5,000	7,000	2,000	2,000		5,000		3,000				345,000	377,000
18:00-21:00			3,000	3,000	2,000	5,000		1,000		5,000						358,000	377,000
21:00-24:00					2,000	3,000				2,000						370,000	377,000

**RADIO AUDIENCES – SUNDAYS**

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	None	Total
>6:00								1,000		1,000						375,000	377,000
6:00-9:00	2,000		2,000	5,000	3,000	2,000	5,000	2,000		3,000		5,000				348,000	377,000
9:00-12:00	1,000			13,000	3,000	6,000	11,000	2,000		3,000		2,000				336,000	377,000
12:00-15:00				8,000	3,000	3,000	9,000	2,000		1,000						351,000	377,000
15:00-18:00	1,000			3,000	2,000	4,000	9,000	3,000		1,000	1,000					353,000	377,000
18:00-21:00				2,000		5,000	2,000	2,000			1,000					365,000	377,000
21:00-24:00			1,000	1,000	1,000		2,000	1,000								371,000	377,000

## 3.TV AUDIENCE ASSESSMENT

### 3.1. TV Audience Reach

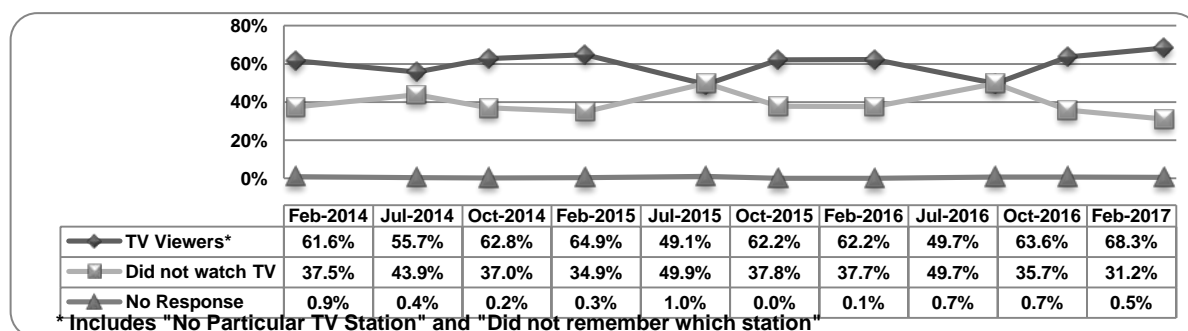
Similar to radio assessment, the first estimation is the amount of people who had followed at least one TV station at any time during the day without taking into consideration the amount of time which they had spent following that particular station.

During February 2017, 68.3% of respondents stated that they had watched television the day before the interview. This was 4.7% higher than that registered during the previous assessment of October 2016 [63.6%] and was 6.1% higher than that registered for the same period last year [Feb 2016: 62.2%].

the respondents [≈2,000] did not reply; while another 0.5% of the population [≈1,700] stated that they do not have a TV-set (included with those who stated that they did not watch TV). This means that a total of 257,000 persons aged 16 or over, followed at least one TV station – see below:

While 31.2% of respondents categorically stated that they did not watch TV, as much as 0.5% of

#### TV Audience Reach



On average 257,000 persons (68.3%) aged 16 or over followed at least one TV station during February 2017

		Number				% total			
		Total	Yes*	No	No Ans.	Total	Yes*	No	No Ans.
Population	[+16 years]	376,208	257,048	117,195	1,964	100.0	68.33	31.15	0.52
Gender	Males	187,800	130,097	56,699	1,005	100.0	69.27	30.19	0.53
	Females	188,408	126,952	60,497	959	100.0	67.38	32.11	0.51
		376,208	257,048	117,195	1,964				
Age group	16-30	83,348	32,771	50,175	402	100.0	39.32	60.20	0.48
	31-50	118,620	83,069	34,438	1,114	100.0	70.03	29.03	0.94
	51-70	104,225	83,684	20,093	449	100.0	80.29	19.28	0.43
	70+	70,015	57,524	12,491	0	100.0	82.16	17.84	0.00
		376,208	257,048	117,195	1,964				
District	South Harbour	69,869	51,860	18,009	0	100.0	74.22	25.78	0.00
	North Harbour	112,073	76,737	34,362	974	100.0	68.47	30.66	0.87
	South Eastern	57,566	37,375	19,790	402	100.0	64.93	34.38	0.70
	Western	51,491	35,850	15,053	589	100.0	69.62	29.23	1.14
	Northern	57,460	38,533	18,927	0	100.0	67.06	32.94	0.00
	Gozo & Comino	27,749	16,694	11,055	0	100.0	60.16	39.84	0.00
		376,208	257,048	117,195	1,964				

\*Includes those who "did not remember which station they followed" [2.2%; ≈8,110] and those who "did not follow any particular TV station" [1.7%; ≈6,235].

Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 423 viewers named a second

station while another 140 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below:

**Percentage Reach by TV Station**

	Ranking	Total [N]	Total %	Gender		Age Group				District					
				Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western District	Northern District	Gozo and Comino
TVM	[1]	143,000	38.64	38.39	38.87	44.82	42.78	36.23	34.76	33.57	38.72	39.21	40.54	43.00	41.68
ONE	[2]	64,000	17.19	18.38	16.06	16.54	10.53	20.21	20.77	22.41	16.74	17.06	16.06	13.58	10.55
Net	[3]	42,000	11.35	9.71	12.89	9.55	9.98	11.79	13.04	10.42	10.36	9.62	9.49	16.43	17.23
Smash	[13]	2,000	0.28		0.55			0.64	0.21	0.27	0.56	0.37			
TVM 2	[7]	11,000	2.91	3.48	2.38		3.96	2.25	3.87	3.40	3.14	2.10	1.67	2.96	4.80
F Living	[10]	3,000	0.66	0.39	0.91		0.43	0.81	0.97	0.54	0.38	1.24	0.86	0.93	
Xejk	[11]	2,000	0.45	0.56	0.34			0.71	0.77	0.57	0.24	0.49	0.80	0.46	
iTV	[15]	1,000	0.06		0.12			0.17		0.27					
Parliament TV	[12]	2,000	0.31	0.40	0.23			0.18	1.00	0.56	0.19		0.46	0.49	
Owners Best	[14]	1,000	0.07	0.15				0.20			0.24				
Sub [%]			71.91	71.45	72.33	70.91	67.69	73.18	75.37	72.01	70.55	70.08	69.89	77.85	74.25
RAI <sup>[1]</sup>	[5]	27,000	7.04	7.86	6.28	3.07	7.31	6.76	8.80	5.63	7.74	8.89	8.62	5.57	3.84
Mediaset <sup>[2]</sup>	[4]	36,000	9.73	7.44	11.88	13.53	12.93	7.81	7.23	12.27	10.19	10.43	7.73	5.31	11.10
BBC <sup>[3]</sup>	[9]	9,000	2.31	1.91	2.68	3.07	1.66	2.56	2.37	1.65	2.54	2.33	3.48	1.41	2.87
Discovery Chs. <sup>[4]</sup>	[8]	10,000	2.51	3.57	1.52	5.03	4.71	1.22	0.78	3.07	1.74	1.58	3.32	3.55	2.20
Other Station	[6]	24,000	6.50	7.77	5.31	4.38	5.70	8.46	5.44	5.37	7.25	6.70	6.96	6.31	5.75
Sub [%]			28.09	28.55	27.67	29.09	32.31	26.82	24.63	27.99	29.45	29.92	30.11	22.15	25.75
Total			100	100	100	100	100	100	100	100	100	100	100	100	100

Based on TV Viewers including those who could identify at least one station but excluding all those who could not identify a station and/or could not remember.

Includes:

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4 / Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4 / BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

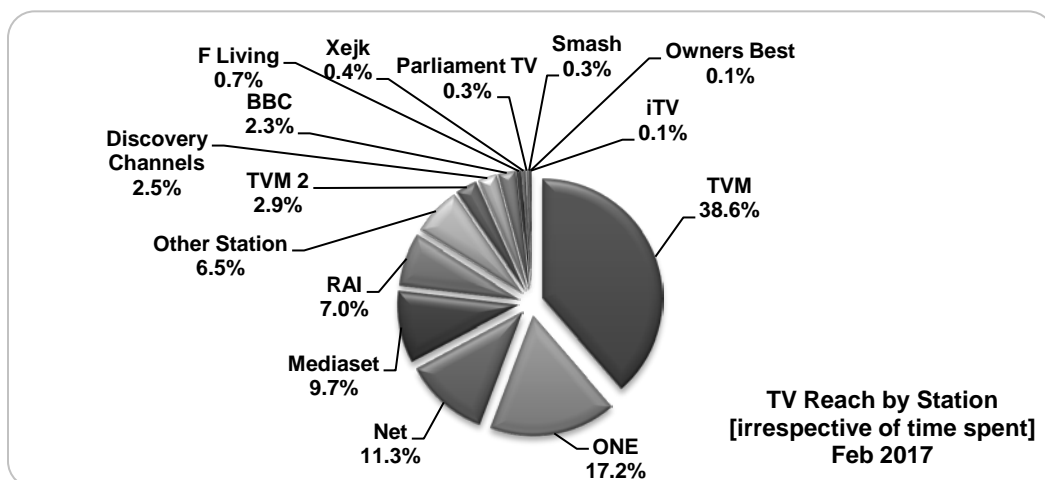
<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family7 / Discovery Science / Discovery Kids / TLC / Animal Planet

TVM has attracted the largest amount of TV-viewers [38.64%] with approximately 143,000 viewers. This station was followed by ONE with 17.19% and Net TV with 11.35% - excluding those following Mediaset stations [13.38%] and "other station" [11.91%].

Overall, while 71.9% of the viewers followed local stations, only just more than a quarter of the population [28.1%] watched a foreign station - with Mediaset stations [9.73%], RAI [7.04%] and Discovery Channels [2.51%] being the most

followed foreign stations. Of the local stations, only TVM, ONE, and Net TV had audiences from all the demographical groups.

By demographics, the same trend in ranking follows; however it is evident that the viewing of local stations is higher with those over the age of 50 years old than with those below. On the other hand the viewing of foreign stations is higher with those younger than 50 years.



### 3.2. TV Service

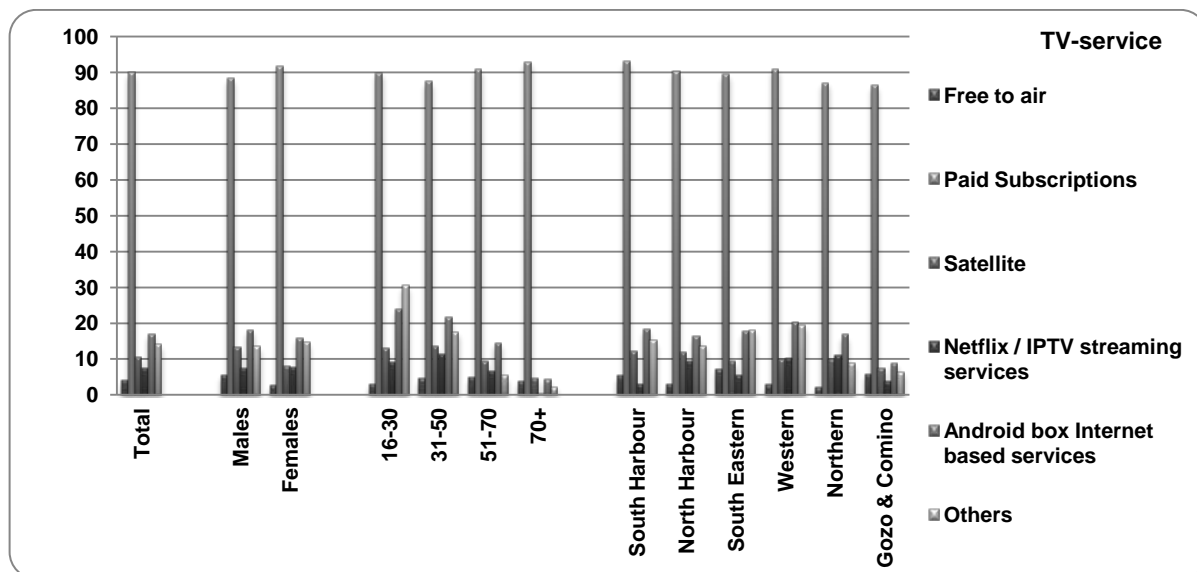
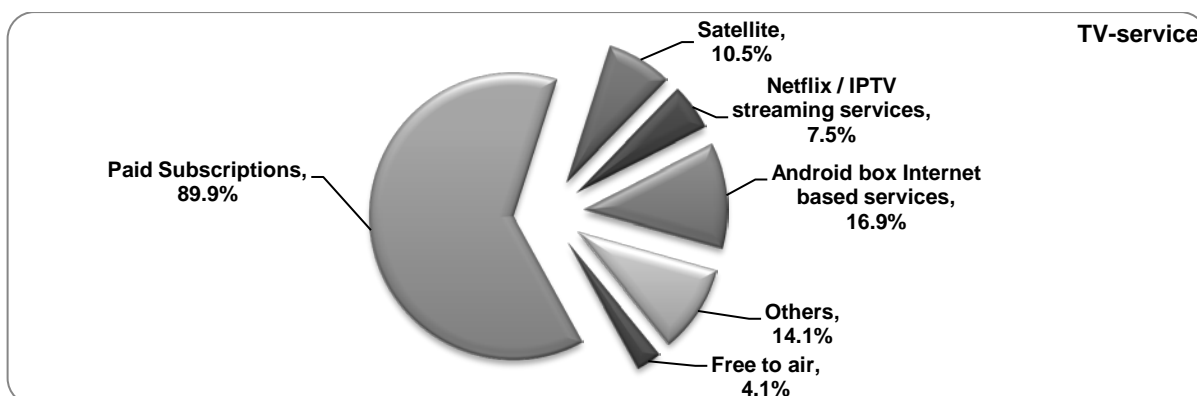
Respondents were asked what type of service they have to watch television. Six options were read out by interviewers.

Nearly half of the population [142.9%] has more than one service available for watching television. The most common is that of a paid subscription [89.9%]; followed by Android box [16.9%]; Satellite [10.5%]; and Netflix/IPTV streaming services [7.5%]. Another 14.1% of the population follow television programmes through laptop, mobile, or tablet streaming.

The availability of multiple platforms is highest amongst the 16-30 age group [169.12%] while the lowest was that amongst the 70+ age group [107.84%].

Analysed by district, the area making the lowest use of the different platforms was Gozo & Comino [11.824%]

Only 4.1% of the population follows programmes on the Free-to-air platform.

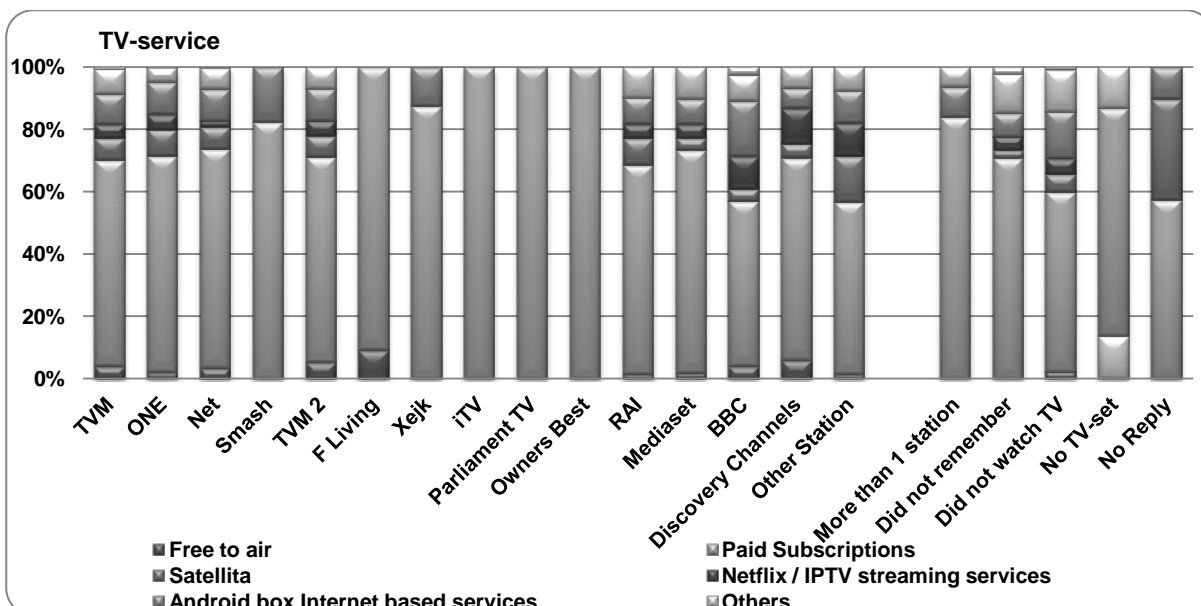


The replies given were also cross-analysed against the broadcasting station that had been followed by respondents.

following that/other stations on other platforms. Cases in point include Smash TV and Xejk which are not available on Android boxes.

This analysis does not indicate which broadcasting stations can be followed on the various platforms. It only indicated that viewers following a particular station had the facility of

The same patterns emerge. Paid subscriptions were the most used amongst all stations with free-to-air services being the lowest service used.



#### TV-Service by Gender, Age Group and by Districts

	Total [N]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Population	376,208	187,800	188,408	83,348	118,620	104,225	70,015	69,869	112,073	57,566	51,491	57,460	27,749
Free to air	15,291	10,387	4,904	2,451	5,318	4,976	2,547	3,641	3,357	4,086	1,404	1,194	1,609
Paid Subscriptions	338,183	165,715	172,468	74,830	103,699	94,615	65,038	64,946	101,078	51,433	46,794	49,967	23,965
Satellite	39,588	24,559	15,030	10,800	15,920	9,620	3,249	8,381	13,150	5,340	5,000	5,678	2,040
Netflix / IPTV Streaming services	28,147	13,885	14,262	7,597	13,441	6,872	237	2,015	10,389	3,123	5,252	6,324	1,045
Android box Internet based services	63,472	33,678	29,794	19,904	25,621	14,983	2,965	12,712	18,154	10,151	10,493	9,573	2,388
Others – laptop, mobile, or tablet streaming	52,906	25,267	27,640	25,374	20,641	5,421	1,471	10,615	15,156	10,340	10,027	5,004	1,764
	537,587	273,490	264,097	140,956	184,639	136,486	75,507	102,310	161,285	84,472	78,970	77,740	32,812

	Total [%]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Free to air	4.1	5.53	2.60	2.94	4.48	4.77	3.64	5.21	3.00	7.10	2.73	2.08	5.80
Paid Subscriptions	89.9	88.24	91.54	89.78	87.42	90.78	92.89	92.95	90.19	89.35	90.88	86.96	86.36
Satellite	10.5	13.08	7.98	12.96	13.42	9.23	4.64	12.00	11.73	9.28	9.71	9.88	7.35
Netflix / IPTV Streaming services	7.5	7.39	7.57	9.11	11.33	6.59	0.34	2.88	9.27	5.42	10.20	11.01	3.77
Android box Internet based services	16.9	17.93	15.81	23.88	21.60	14.38	4.23	18.19	16.20	17.63	20.38	16.66	8.61
Others – laptop, mobile, or tablet streaming	14.1	13.45	14.67	30.44	17.40	5.20	2.10	15.19	13.52	17.96	19.47	8.71	6.36
	142.9	145.63	140.17	169.12	155.65	130.95	107.84	146.43	143.91	146.74	153.37	135.29	118.24

Based on Total TV Audiences

# TV-Service by Broadcasting Station

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	More than 1 station	Did not remember	Did not watch TV	No TV-set	No Reply
Free to air	7,945	1,687	1,941		772	223					504	907	574	836	895			3,703		
Paid Subscriptions	130,166	60,129	39,257	1,042	9,511	2,205	1,644	223	1,152	262	24,950	34,397	7,730	9,260	38,701	6,013	7,870	102,209		1,964
Satellite	14,185	7,533	4,079		983						3,189	1,891	586	632	10,250		260	10,176		1,114
Netflix / IPTV Streaming services	8,658	4,270	1,177		716						1,715	2,162	1,523	1,638	7,367		483	8,833		
Android box Internet based services	19,625	8,998	5,668	223	1,493		237				3,142	3,851	2,619	909	7,208	692	853	26,457		349
Others – laptop, mobile, or tablet streaming	15,558	4,073	3,771		1,012						3,647	4,925	1,187	973	5,364	469	1,403	23,529	231	
No TV-set																		223	1,260	
No Reply	1,382	208	208											395			240	1,590	231	
Total	197,518	86,898	56,101	1,265	14,486	2,428	1,882	223	1,152	262	37,147	48,132	14,614	14,247	69,785	7,173	11,108	176,721	1,723	3,427

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	More than 1 station	Did not remember	Did not watch TV	No TV-set	No Reply
Free to air	4.02	1.94	3.46		5.33	9.17					1.36	1.88	3.93	5.87	1.28			2.10		
Paid Subscriptions	65.90	69.19	69.98	82.39	65.65	90.83	87.39	100	100	100	67.17	71.46	52.89	65.00	55.46	83.82	70.85	57.84		57.31
Satellite	7.18	8.67	7.27		6.79						8.59	3.93	4.01	4.44	14.69		2.34	5.76		32.50
Netflix / IPTV Streaming services	4.38	4.91	2.10		4.94						4.62	4.49	10.42	11.49	10.56		4.35	5.00		
Android box Internet based services	9.94	10.36	10.10	17.61	10.30		12.61				8.46	8.00	17.92	6.38	10.33	9.64	7.68	14.97		10.18
Others – laptop, mobile, or tablet streaming	7.88	4.69	6.72		6.99						9.82	10.23	8.12	6.83	7.69	6.54	12.63	13.31	13.42	
No TV-set																		0.13	73.15	
No Reply	0.70	0.24	0.37										2.70				2.16	0.90	13.42	
Total %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

### 3.3. TV Programme Genres

Respondents were asked what type of programme they like to watch on local television. A list of eleven categories were read out by the interviewer and respondents declared their preference to that category or not.

Local & Foreign News were the most favorite programme genre [65%]. Local Drama programmes ranked second [42.2%] while Discussion & Current Affairs programmes ranked third [29.3%]. Sports programmes ranked fourth [14.8%] and these were closely followed by Documentaries [14.4%].

Each of the other categories named by interviewers had less than 10% of the responses as follows:

Cultural / Educative	–	12.1%
Light Entertainment	–	9.5%
Religious	–	7.2%
Teleshopping	–	4.6%
Music Videos	–	4.1%
Children's	–	2.2%

In general, when analysed by gender, 17.9% more females [214.2%] than males [196.4%] had preferences for the genres named. While male preferences exceeded those of females in just two categories – Local & Foreign News [+7.8%] and Sports [+22.5%]; female preferences exceed those of males in Drama [+20.4%], Religious programmes [+8.3%], Light Entertainment [+6.2%], Teleshopping [+5.4%], Cultural/Educational programmes [+4.7%], and Children's programmes [+1.6%].

There was very little gender difference for Discussion programmes, Documentaries, and Music Videos.

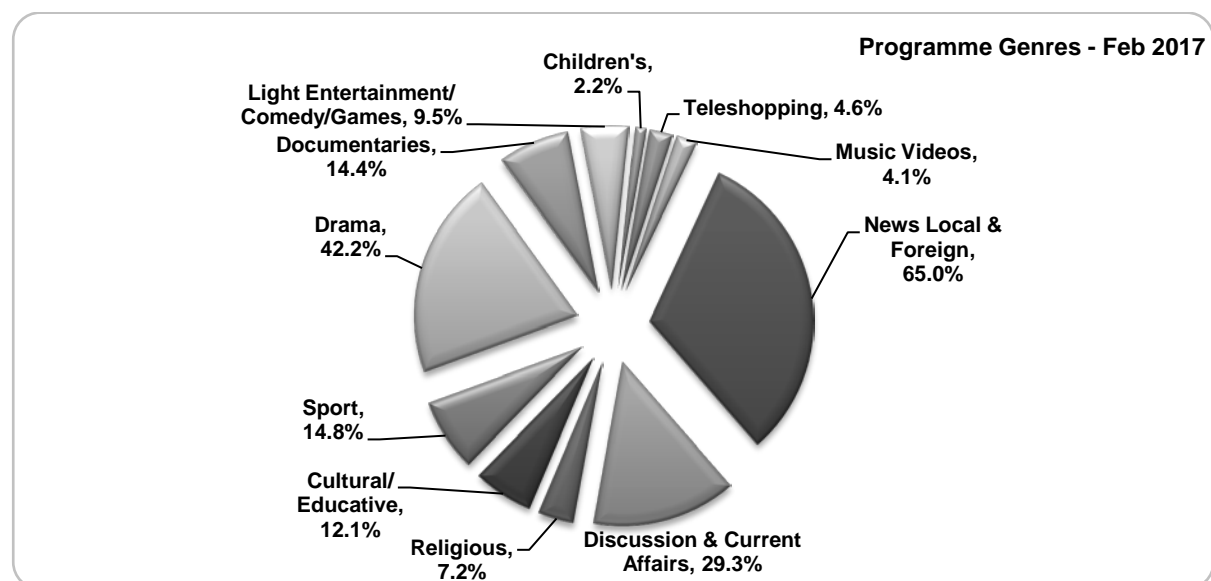
Analysed by age-groups, the highest three programme genres still had the same ranking

throughout but with marked percentage differences. While the first preference of 16-30 year olds for Local & Foreign News is just less than half [46.8%] of this group, the preference of 31-50 year olds increases by 16.2% to 63.1% for this group. The preference for this genre further increases by 11.2% for 51-70 year olds [74.3%] and by a further 1.6% for 70+ year olds [75.9%]. The difference in preference between age-groups diminishes with age.

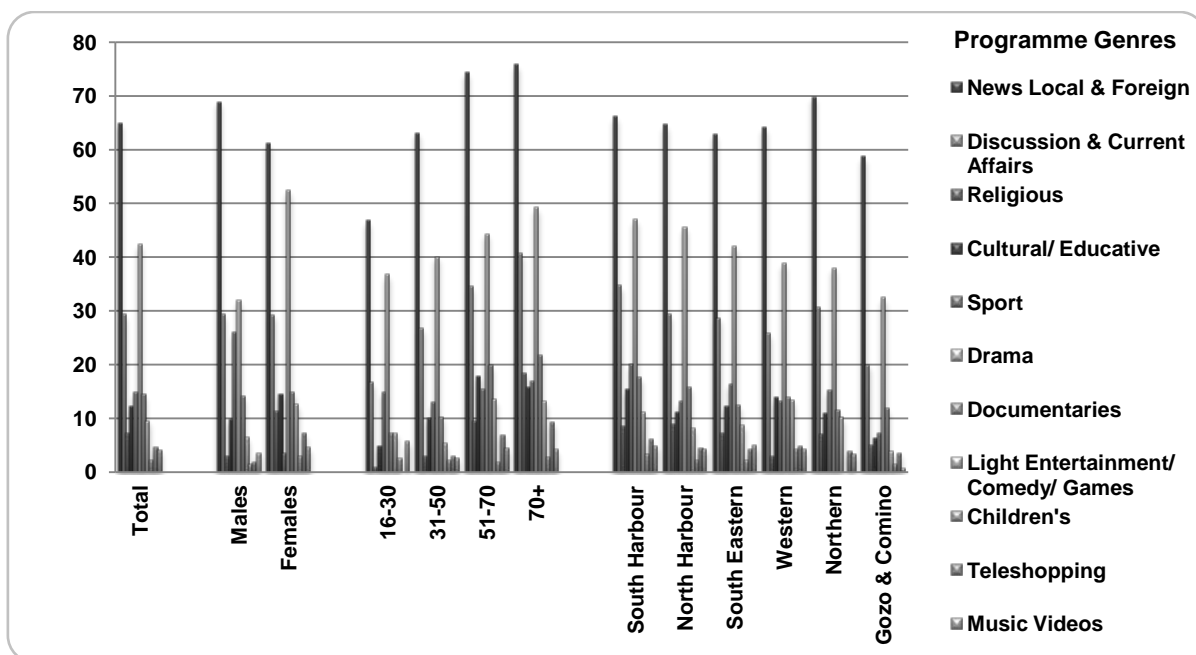
To a much lesser degree, preferences for Drama increase by 3.2% from those of 16-30 year olds [36.8%] to 31-50 year olds [40.1%]; by a further 4.3% to 51-70 year olds [44.3%]; and by a further 4.9% to 70+ year olds [49.2%]. The difference in preference between age-group for this programme genre increases with age.

Similarly to Local & Foreign News, the difference in preference between age-groups for Discussion & Current Affairs programmes diminishes with age – +10.1% between 16-30 and 31-50 year olds; +7.8% to 51-70 year olds; and +6.1% to 70+ year olds.

Overall, programme genre preferences also increased with age: by 35.5% from those of 16-30 year olds [143.5%] to those of 31-50 year olds [179.0%]; by 63.7% to those of 51-70 year olds [242.7%]; and by a further 25.2% to those of 70+ year olds.





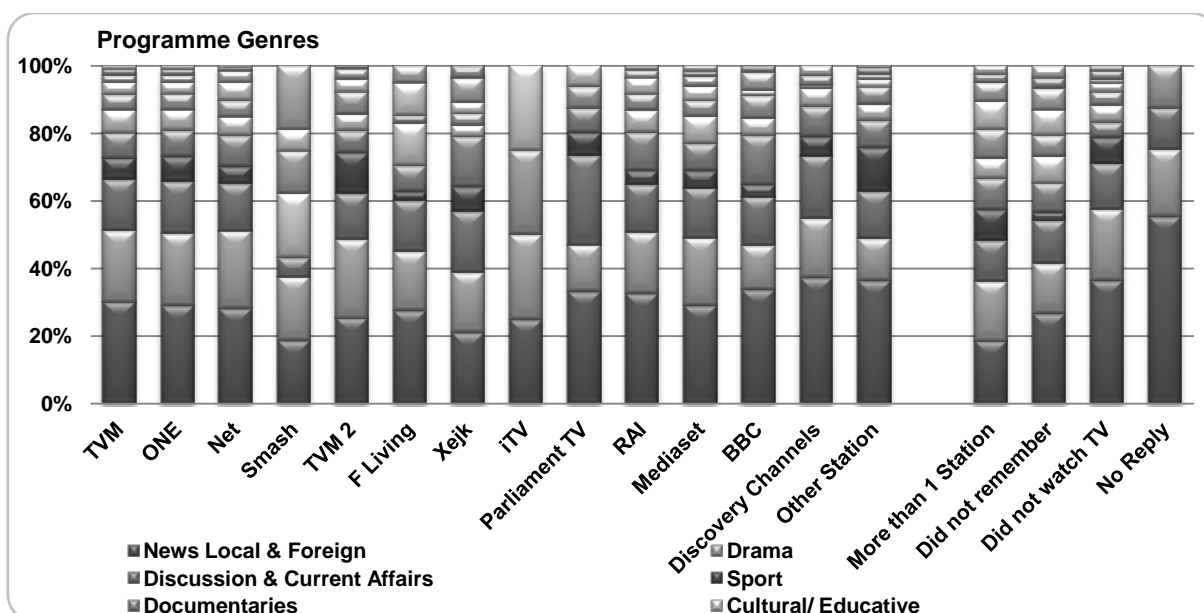


The replies given to this question were also cross-analysed against the broadcasting station that had been followed the day before by respondents.

This analysis in no way reflects the programme genres broadcast on each TV station. It only gives the preferred genres of each station's viewers. Cases in point are certain preferences of

viewers of Parliament Channel and iTV – a teleshopping channel.

In general, the overall ranking for the different genres follow throughout the broadcasting stations especially for the three top genres – Local & Foreign News, Drama, and Discussion programmes.



# TV Programme Genres by Gender, Age Group and by Districts

	Total [N]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Total Population	376,208	187,800	188,408	83,348	118,620	104,225	70,015	69,869	112,073	57,566	51,491	57,460	27,749
News Local & Foreign	244,438	129,377	115,062	39,040	74,813	77,432	53,154	46,290	72,540	36,201	33,025	40,078	16,304
Discussion & Current Affairs	110,065	54,983	55,082	13,888	31,702	35,995	28,480	24,184	32,969	16,492	13,265	17,625	5,531
Religious	26,987	5,695	21,293	685	3,498	9,836	12,969	5,895	10,016	4,212	1,455	4,024	1,386
Cultural/Educative	45,540	18,284	27,256	4,041	11,853	18,677	10,969	10,736	12,582	7,007	7,187	6,277	1,751
Sport	55,663	48,929	6,734	12,445	15,375	16,094	11,748	13,969	14,685	9,418	6,828	8,732	2,031
Drama	158,902	60,173	98,729	30,705	47,542	46,211	34,443	32,759	51,142	24,170	20,015	21,805	9,010
Documentaries	54,097	26,343	27,754	6,048	12,134	20,695	15,220	12,285	17,674	7,130	7,187	6,536	3,285
Light Entertainment / Comedy / Games	35,668	11,962	23,706	5,995	6,311	14,128	9,235	7,710	9,197	4,984	6,890	5,830	1,056
Children's	8,458	2,753	5,705	2,049	2,471	1,995	1,943	2,251	2,429	1,245	2,130	0	403
Teleshopping	17,226	3,499	13,727	0	3,452	7,250	6,523	4,261	4,970	2,385	2,461	2,161	988
Music Videos	15,380	6,775	8,605	4,713	3,161	4,616	2,889	3,428	4,863	2,867	2,157	1,867	198
	244,438	129,377	115,062	39,040	74,813	77,432	53,154	46,290	72,540	36,201	33,025	40,078	16,304

	Total [%]	Gender		Age Group				Districts					
		Males	Females	16-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
News Local & Foreign	65.0	68.9	61.1	46.8	63.1	74.3	75.9	66.3	64.7	62.9	64.1	69.7	58.8
Discussion & Current Affairs	29.3	29.3	29.2	16.7	26.7	34.5	40.7	34.6	29.4	28.6	25.8	30.7	19.9
Religious	7.2	3.0	11.3	0.8	2.9	9.4	18.5	8.4	8.9	7.3	2.8	7.0	5.0
Cultural/Educative	12.1	9.7	14.5	4.8	10.0	17.9	15.7	15.4	11.2	12.2	14.0	10.9	6.3
Sport	14.8	26.1	3.6	14.9	13.0	15.4	16.8	20.0	13.1	16.4	13.3	15.2	7.3
Drama	42.2	32.0	52.4	36.8	40.1	44.3	49.2	46.9	45.6	42.0	38.9	37.9	32.5
Documentaries	14.4	14.0	14.7	7.3	10.2	19.9	21.7	17.6	15.8	12.4	14.0	11.4	11.8
Light Entertainment / Comedy / Games	9.5	6.4	12.6	7.2	5.3	13.6	13.2	11.0	8.2	8.7	13.4	10.1	3.8
Children's	2.2	1.5	3.0	2.5	2.1	1.9	2.8	3.2	2.2	2.2	4.1	0.0	1.5
Teleshopping	4.6	1.9	7.3	0.0	2.9	7.0	9.3	6.1	4.4	4.1	4.8	3.8	3.6
Music Videos	4.1	3.6	4.6	5.7	2.7	4.4	4.1	4.9	4.3	5.0	4.2	3.2	0.7
	205.3	196.4	214.2	143.5	179.0	242.7	267.9	234.4	208.0	201.7	199.3	200.0	151.1

Based on Total TV Audiences

# TV Programme Genres by Broadcasting Station

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	RAI	Mediaset	BBC	Discovery Channels	Other Station	More than 1 station	Did not remember	Did not watch TV	No Reply
News Local & Foreign	116,814	51,222	33,902	611	7,670	2,428	1,383	223	1,152	18,315	23,693	4,564	7,578	31,400	4,958	5,403	52,621	1,562
Drama	82,069	36,947	27,608	611	7,021	1,518	1,174	223	467	10,236	16,521	1,755	3,605	10,495	4,703	2,974	30,237	558
Discussion & Current Affairs	58,343	27,011	16,984	193	4,092	1,333	1,205		915	7,937	12,071	1,971	3,744	11,978	3,208	2,566	19,236	349
Sport	24,496	12,973	6,094		3,672	231	469		240	2,432	4,237	499	1,170	11,089	2,418	483	11,343	
Documentaries	29,097	13,540	11,019		1,904	671	996		244	6,315	6,524	1,960	1,830	6,919	2,503	1,760	6,582	
Cultural/ Educative	25,932	10,670	6,491	611	1,456	1,094	208			3,629	6,635	686	1,033	3,939	1,534	1,580	7,071	
Light Entertainment/ Comedy/ Games	17,876	8,203	6,113	415	1,999	209	237	223	223	2,747	3,961	906	262	4,558	2,299	1,259	5,596	349
Religious	13,691	6,015	6,422	209	1,136	842	208	223	209	2,760	3,287	209		1,883	2,201	1,515	3,595	
Teleshopping	8,281	3,724	4,004	611	940	440	475			1,273	2,443	736		1,293	1,534	1,280	1,637	
Music Videos	6,889	2,985	1,196		237		237			669	1,257	237	563	1,604	648	624	3,663	
Children's	3,953	1,840	549								1,290		563	484	626	719	2,220	
<b>Total [N]</b>	<b>387,441</b>	<b>175,129</b>	<b>120,381</b>	<b>3,259</b>	<b>30,127</b>	<b>8,766</b>	<b>6,593</b>	<b>891</b>	<b>3,449</b>	<b>56,313</b>	<b>81,920</b>	<b>13,522</b>	<b>20,347</b>	<b>85,641</b>	<b>26,634</b>	<b>20,163</b>	<b>143,801</b>	<b>2,818</b>

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	RAI	Mediaset	BBC	Discovery Channels	Other Station	More than 1 station	Did not remember	Did not watch TV	No Reply
News Local & Foreign	30.15	29.25	28.16	18.73	25.46	27.69	20.97	25.00	33.41	32.52	28.92	33.75	37.24	36.67	18.62	26.80	36.59	55.44
Drama	21.18	21.10	22.93	18.73	23.30	17.32	17.81	25.00	13.52	18.18	20.17	12.98	17.72	12.25	17.66	14.75	21.03	19.79
Discussion & Current Affairs	15.06	15.42	14.11	5.91	13.58	15.20	18.27		26.53	14.09	14.73	14.57	18.40	13.99	12.04	12.73	13.38	12.38
Sport	6.32	7.41	5.06		12.19	2.64	7.11		6.95	4.32	5.17	3.69	5.75	12.95	9.08	2.39	7.89	
Documentaries	7.51	7.73	9.15		6.32	7.66	15.11		7.07	11.21	7.96	14.49	8.99	8.08	9.40	8.73	4.58	
Cultural/ Educative	6.69	6.09	5.39	18.73	4.83	12.48	3.16			6.44	8.10	5.07	5.08	4.60	5.76	7.84	4.92	
Light Entertainment/ Comedy/ Games	4.61	4.68	5.08	12.75	6.64	2.38	3.60	25.00	6.46	4.88	4.84	6.70	1.29	5.32	8.63	6.24	3.89	12.38
Religious	3.53	3.43	5.33	6.41	3.77	9.60	3.16	25.00	6.06	4.90	4.01	1.54		2.20	8.27	7.51	2.50	
Teleshopping	2.14	2.13	3.33	18.73	3.12	5.02	7.20			2.26	2.98	5.45		1.51	5.76	6.35	1.14	
Music Videos	1.78	1.70	0.99		0.79		3.60			1.19	1.53	1.76	2.77	1.87	2.43	3.10	2.55	
Children's	1.02	1.05	0.46								1.58		2.77	0.57	2.35	3.56	1.54	
<b>Total %</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 3.4. TV Audience Shares

Respondents were asked to indicate at what time they had watched television and for how long. These replies were analyzed by half-hour slot, for each TV station, and for all the days of the week while also taking into consideration all the multiple replies received.

#### 3.4.1. Average Audiences

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot.

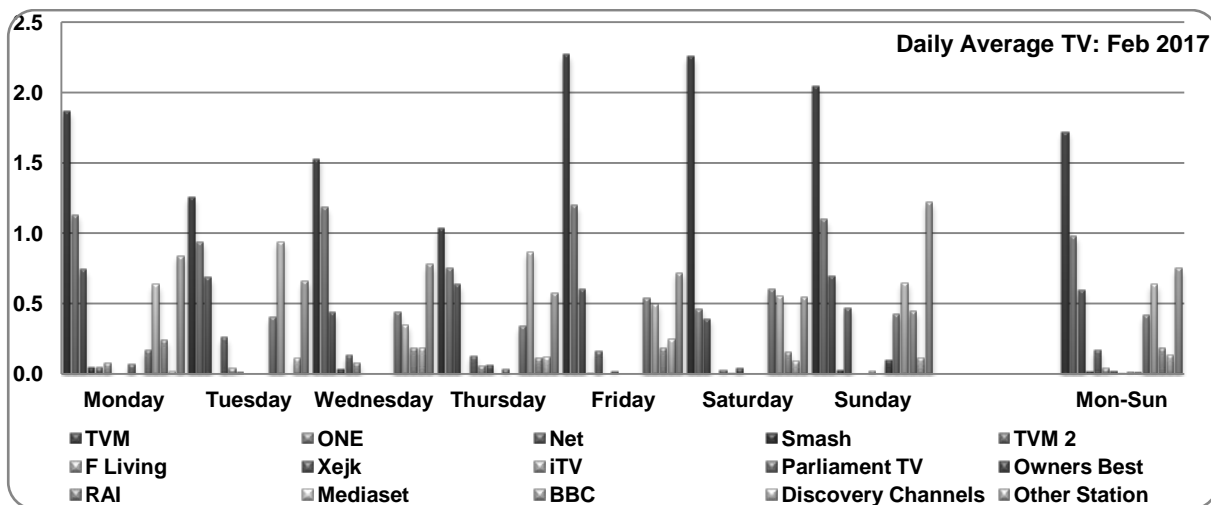
TVM had the highest average amongst all stations for all the weekdays from Mondays to Sundays [1.720%]. Not only that, but TVM also had the highest average amongst all the stations

on all the weekdays with Fridays being its highest average of 2.272%.

ONE had the second highest weekly average of 0.975% and attained its highest average also on Fridays [1.195%].

Net TV was the highest third weekly average from local stations [0.595%] and its highest daily average was on Mondays [0.742%].

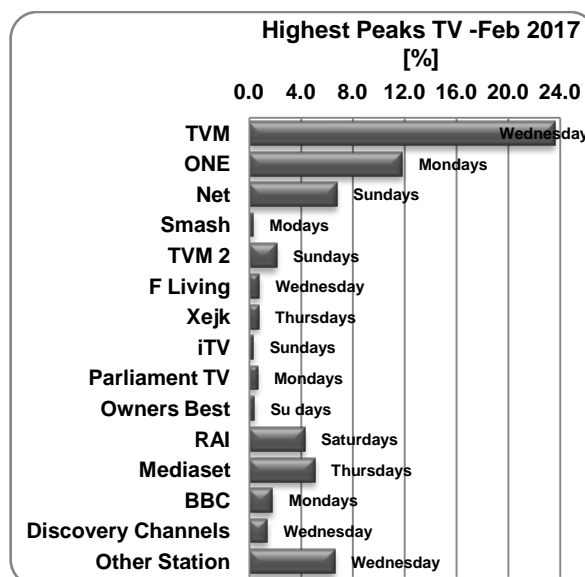
Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	Total
Monday	1.871	1.127	0.742	0.042	0.042	0.074	0.000		0.065		0.167	0.633	0.240	0.016	0.835	1.871
Tuesday	1.256	0.935	0.685		0.259	0.040	0.014				0.401	0.938		0.107	0.657	1.256
Wednesday	1.530	1.182	0.433	0.029	0.130	0.076	0.000				0.437	0.349	0.183	0.186	0.779	1.530
Thursday	1.036	0.754	0.634		0.127	0.059	0.062		0.031		0.338	0.864	0.110	0.121	0.570	1.036
Friday	2.272	1.195	0.604	0.005	0.162	0.000	0.017				0.539	0.494	0.184	0.243	0.719	2.272
Saturday	2.257	0.464	0.391		0.027	0.008	0.037				0.598	0.552	0.153	0.087	0.542	2.257
Sunday	2.043	1.098	0.697	0.027	0.467			0.021		0.092	0.423	0.645	0.445	0.112	1.221	2.043
Mon-Sun	1.720	0.975	0.595	0.014	0.169	0.038	0.020	0.003	0.013	0.011	0.415	0.635	0.182	0.131	0.750	1.720
Highest	2.272	1.195	0.742	0.042	0.467	0.076	0.062	0.021	0.065	0.092	0.598	0.938	0.445	0.243	1.221	---



### 3.4.2. Peak Audiences by Station

Another indication of a TV station's popularity with its audiences is its highest amount of audiences obtained at any particular half-hour slot of each weekday.

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday. The highest peaks attained by TVM were in this ranking order: Wednesdays [23.596%] – Mondays [23.518%] – Sundays [21.438%] – Thursdays [17.449%] – Fridays [16.715%] – Tuesdays [15.328%] – Saturdays [15.104%]. The highest peak attained by ONE was on Mondays with 11.854 followed with that of Net TV on Fridays [6.807%]. The next highest peak was that of Mediaset Channels on Thursdays with 5.115%.



### Percentage Highest Peaks by Radio Station by Weekday

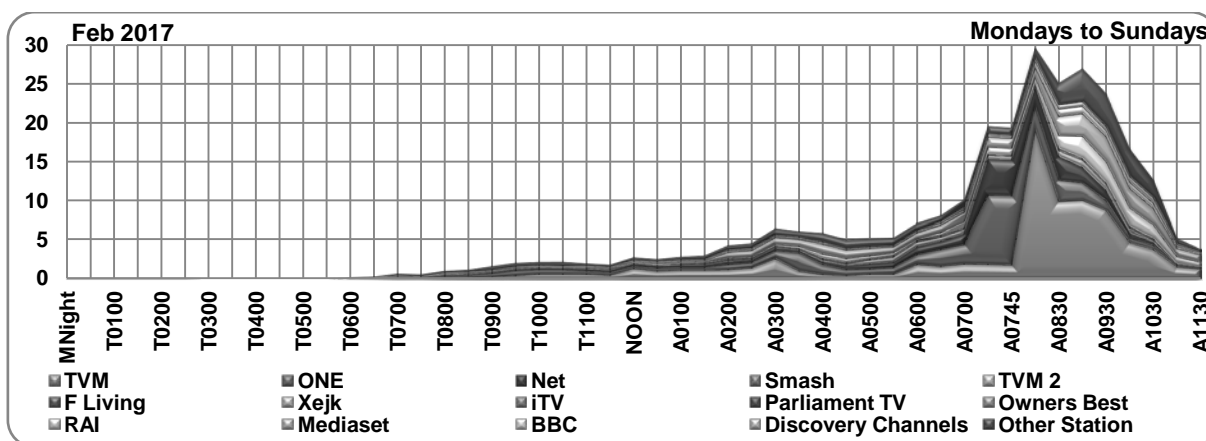
HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	Highest
Monday	23.518	11.854	6.305	0.340	0.362	0.658	0.000	0.000	0.680	0.000	1.813	4.309	1.831	0.399	5.185	23.518
Tuesday	15.328	9.917	2.931	0.000	1.535	0.338	0.338	0.000	0.000	0.000	3.057	3.404	0.000	1.257	4.602	15.328
Wednesday	23.596	10.532	6.227	0.239	1.445	0.791	0.000	0.000	0.000	0.000	3.088	1.476	1.396	1.412	6.655	23.596
Thursday	17.449	9.232	5.114	0.000	1.174	0.474	0.777	0.000	0.268	0.000	1.865	5.115	0.951	0.753	3.235	17.449
Friday	16.715	7.031	4.813	0.228	1.131	0.000	0.280	0.000	0.000	0.000	3.483	2.557	1.759	1.307	4.641	16.715
Saturday	15.104	7.755	1.967	0.000	0.334	0.385	0.417	0.000	0.000	0.000	4.327	3.334	1.279	0.977	2.922	15.104
Sunday	21.438	5.686	6.807	0.326	2.152	0.000	0.000	0.348	0.000	0.409	3.095	3.182	1.337	0.710	5.377	21.438
Mon-Sun	23.596	11.854	6.305	0.340	1.535	0.791	0.777	0.021	0.680	0.092	4.327	5.115	1.831	1.412	6.655	23.596
Highest	23.596	11.854	6.807	0.340	2.152	0.791	0.777	0.348	0.680	0.409	4.327	5.115	1.831	1.412	6.655	----

### 3.4.3. TV Audience Shares by Half-Hour Slots

Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.027% rising gradually to 2.771% by noon; peaking up to 6.477% at 3:00pm and re-peaking to 19.550% at 7:00pm. Audiences rose sharply from those at 7:00pm to 29.575% at 8:00pm where the highest audiences were reached. Audiences were

maintained and peaked to 26.892% by 9:00pm; falling to 12.673% at 10:30pm; and further to 3.811% at midnight.

The following figure maps in detail the total daily audience shares for TV stations cumulative at half-hour slots:

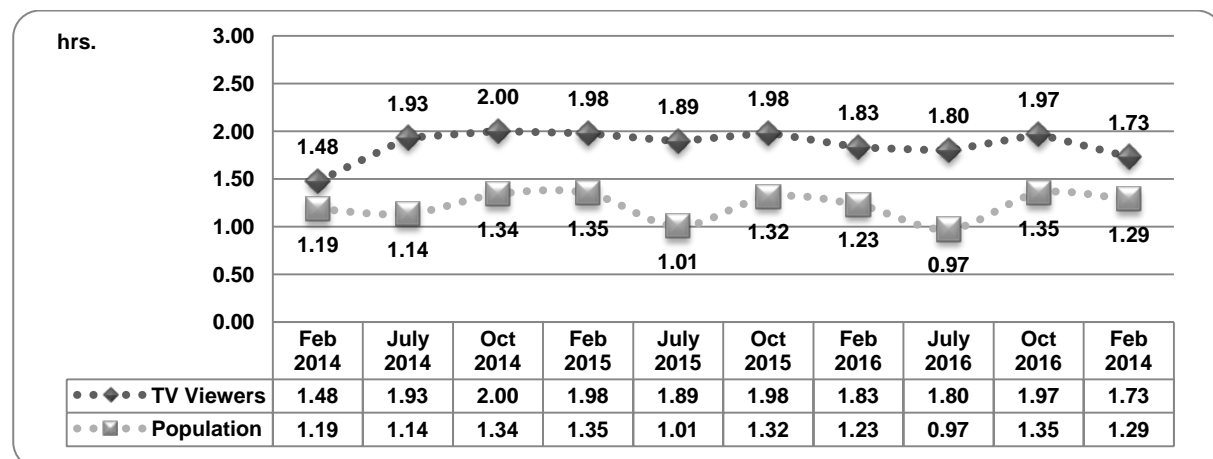
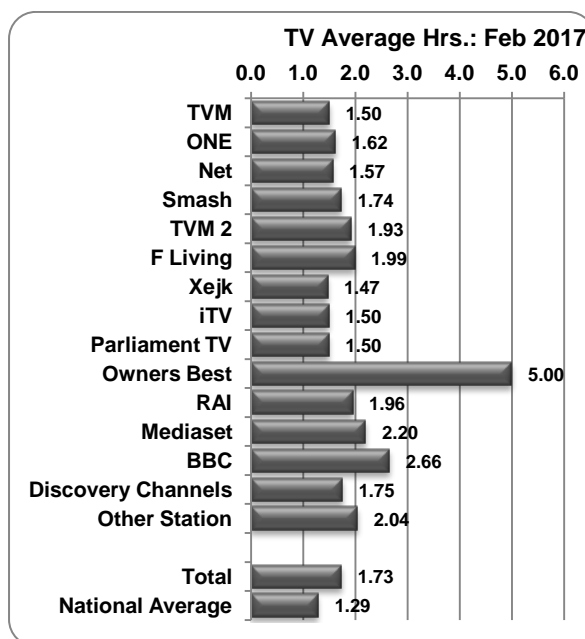


### 3.4.4. Daily Average Hours of TV consumption

This average gives the amount of time that each viewer has spent following each TV station. This is derived from the total number of hours that consumers watched television divided by the total number of viewers of each broadcasting station.

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of viewers who logged on to that particular station for long time. However, considering also the demographical nature of TV viewers for each particular station, the average amount of time spent by viewers of each station gives an indication of viewing patterns amongst the population.

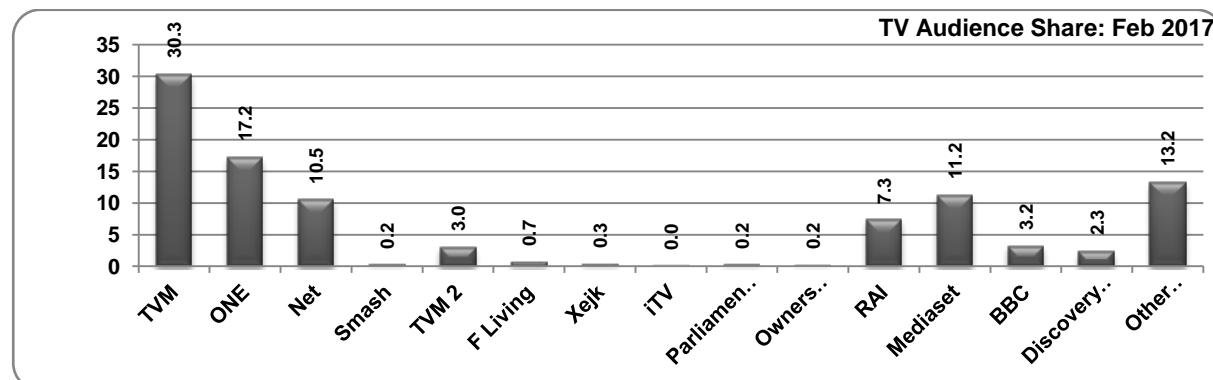
While TVM attracted the highest percent of viewers [38.6%] followed by ONE which attracted the next percent [17.2%], the time spent on average by ONE viewers [1.62hrs] is 8% higher than those of TVM [1.50hrs]. The average amount of hours over all TV viewers amounts to 1.73hrs per viewer and over the whole of the population aged 16 years and over, this amounts to 1.29hrs.



### 3.4.5. TV Stations Audience Share

Taking all the audiences for all the weekdays, the daily average TV's audience share attained by each broadcasting station is shown in the figure below.

Overall, TVM ranked first with 30.3%; followed by ONE with 17.2%, and Net TV with 10.5%. Of the foreign stations, Mediaset stations ranked first with 11.2%, followed by RAI with 7.3%.



### 3.4.6. TV Stations Audiences by Half-hour Slots [averaged & rounded-up]

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record does not mean that there were zero audiences. Similar to radio audience data, the data for each week-day was group by 3-hour time brackets starting from 6:00am till 6:00pm and the average attained for

each time-band is listed for each station. This gives a better representation of the audiences attained by each station. After 6:00pm the data is listed by half-hour slots as this was more consistent and there were no statistical outliers.

#### TV Audiences - Mondays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	ITV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00			2,000										1,000		1,000	373,000	377,000
9:00-12:00	1,000		2,000	2,000								2,000	1,000		5,000	364,000	377,000
12:00-15:00	2,000	3,000	2,000	1,000		3,000						1,000	2,000		5,000	358,000	377,000
15:00-18:00	3,000	8,000	3,000		1,000	2,000		1,000		1,000		6,000		1,000	6,000	345,000	377,000
18:00	14,000	9,000	10,000		2,000				4,000			2,000	2,000		6,000	328,000	377,000
18:30	17,000	16,000	12,000		2,000				2,000			2,000	5,000		2,000	319,000	377,000
19:00	25,000	20,000	14,000						2,000			2,000	5,000		3,000	306,000	377,000
19:30	25,000	63,000	35,000									2,000	5,000		3,000	244,000	377,000
19:45	25,000	65,000	35,000									2,000	5,000		3,000	242,000	377,000
20:00	129,000	22,000	20,000						2,000			2,000	7,000		10,000	185,000	377,000
20:30	82,000	21,000	18,000						2,000		6,000	6,000	10,000		14,000	218,000	377,000
21:00	85,000	17,000	5,000		2,000						8,000	16,000	8,000		29,000	207,000	377,000
21:30	65,000	5,000	3,000		2,000						10,000	22,000	6,000		25,000	239,000	377,000
22:00	8,000	5,000	3,000						2,000		10,000	24,000	4,000		15,000	306,000	377,000
22:30	4,000	5,000	3,000						2,000		6,000	22,000			16,000	319,000	377,000
23:00	2,000										3,000	14,000			10,000	348,000	377,000
23:30												13,000			5,000	359,000	377,000

#### TV Audiences - Tuesdays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xejk	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total	
>6:00																2,000	375,000	377,000
6:00-9:00	2,000		3,000									1,000				1,000	370,000	377,000
9:00-12:00	2,000	1,000	4,000									2,000				2,000	366,000	377,000
12:00-15:00	3,000	2,000	7,000								2,000	6,000		1,000	1,000	355,000	377,000	
15:00-18:00	4,000	10,000	5,000		1,000	2,000					1,000	14,000			3,000	337,000	377,000	
18:00	7,000	10,000	7,000		4,000		2,000					13,000			5,000	329,000	377,000	
18:30	9,000	15,000	7,000		7,000		2,000				3,000	12,000			5,000	317,000	377,000	
19:00	9,000	15,000	7,000		8,000						5,000	12,000			5,000	316,000	377,000	
19:30	7,000	51,000	15,000		8,000						5,000	6,000			7,000	278,000	377,000	
19:45	4,000	51,000	15,000		8,000						5,000	6,000			7,000	281,000	377,000	
20:00	79,000	11,000	7,000		6,000						7,000	8,000			7,000	252,000	377,000	
20:30	39,000	10,000	10,000		6,000						11,000	14,000			15,000	272,000	377,000	
21:00	53,000	4,000	5,000		8,000						16,000	15,000		5,000	24,000	247,000	377,000	
21:30	51,000	4,000	4,000		3,000						16,000	17,000		5,000	22,000	255,000	377,000	
22:00	10,000		2,000		3,000						14,000	8,000		5,000	17,000	318,000	377,000	
22:30	2,000				2,000						10,000	4,000		7,000	6,000	346,000	377,000	
23:00											2,000			2,000	4,000	369,000	377,000	
23:30														2,000		375,000	377,000	

## TV Audiences - Wednesdays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00	1,000										1,000		1,000		1,000	373,000	377,000
9:00-12:00	3,000	2,000		1,000											2,000	369,000	377,000
12:00-15:00	4,000	2,000	1,000	1,000							1,000	2,000	1,000	1,000	1,000	363,000	377,000
15:00-18:00	7,000	7,000		1,000	1,000						6,000	3,000	1,000	1,000	3,000	347,000	377,000
18:00	14,000	12,000	2,000			2,000					2,000		2,000		8,000	335,000	377,000
18:30	16,000	15,000				2,000					2,000		2,000		5,000	335,000	377,000
19:00	21,000	21,000				2,000					2,000	7,000			4,000	320,000	377,000
19:30	19,000	58,000	35,000			2,000					3,000	7,000			2,000	251,000	377,000
19:45	19,000	58,000	35,000			2,000					2,000	7,000			2,000	252,000	377,000
20:00	130,000	22,000	12,000								3,000	5,000	8,000	4,000	8,000	185,000	377,000
20:30	40,000	32,000	13,000		7,000						9,000	9,000	7,000	7,000	21,000	232,000	377,000
21:00	34,000	28,000	8,000		8,000						17,000	8,000	6,000	7,000	37,000	224,000	377,000
21:30	26,000	12,000	6,000		8,000						17,000	8,000	6,000	7,000	37,000	250,000	377,000
22:00	11,000	3,000	3,000		7,000	5,000					13,000	4,000	6,000	8,000	35,000	282,000	377,000
22:30	7,000	3,000	2,000		4,000	5,000					7,000	6,000	6,000	8,000	23,000	306,000	377,000
23:00			2,000			3,000					5,000	6,000		4,000		357,000	377,000
23:30			2,000			3,000					5,000	6,000				361,000	377,000

## TV Audiences - Thursdays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00	1,000										1,000	1,000			1,000	373,000	377,000
9:00-12:00	6,000								1,000			1,000			3,000	366,000	377,000
12:00-15:00	3,000					2,000					1,000	3,000			2,000	366,000	377,000
15:00-18:00	5,000	4,000	3,000		1,000	1,000			1,000		2,000	6,000	1,000	1,000	5,000	347,000	377,000
18:00	14,000	5,000	7,000		4,000							7,000	2,000	4,000	3,000	331,000	377,000
18:30	6,000	13,000	7,000								2,000	8,000		4,000	3,000	334,000	377,000
19:00	6,000	11,000	11,000				2,000				9,000	6,000		3,000	5,000	324,000	377,000
19:30	7,000	50,000	29,000				2,000				11,000	11,000		3,000	5,000	259,000	377,000
19:45	7,000	51,000	29,000				2,000				11,000	11,000		3,000	5,000	258,000	377,000
20:00	97,000	15,000	21,000				2,000				8,000	14,000		5,000	2,000	213,000	377,000
20:30	24,000	14,000	22,000		5,000		5,000				6,000	24,000		5,000	9,000	263,000	377,000
21:00	17,000	15,000	19,000		7,000		3,000				9,000	27,000	6,000	3,000	15,000	256,000	377,000
21:30	14,000	11,000	13,000		7,000		3,000				7,000	29,000	6,000	3,000	18,000	266,000	377,000
22:00	9,000	2,000	6,000		5,000		2,000				7,000	24,000	6,000	3,000	17,000	296,000	377,000
22:30	8,000	2,000			5,000						7,000	19,000	4,000		10,000	322,000	377,000
23:00	2,000	2,000									5,000	2,000	4,000		6,000	356,000	377,000
23:30	2,000												4,000		2,000	369,000	377,000

## TV Audiences - Fridays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00		3,000			1,000							2,000			1,000	370,000	377,000
9:00-12:00	3,000	8,000	1,000								1,000	2,000			1,000	361,000	377,000
12:00-15:00	3,000	5,000	1,000				1,000				2,000	3,000		1,000	2,000	359,000	377,000
15:00-18:00	5,000	10,000	3,000	1,000	1,000						2,000	4,000	1,000	1,000	3,000	346,000	377,000
18:00	8,000	6,000	8,000		3,000						2,000	2,000			7,000	341,000	377,000
18:30	5,000	10,000	8,000		2,000						3,000	2,000		4,000	7,000	336,000	377,000
19:00	6,000	10,000	13,000		5,000						9,000			5,000	8,000	321,000	377,000
19:30	7,000	37,000	26,000		3,000						7,000	4,000		4,000	8,000	281,000	377,000
19:45	6,000	37,000	26,000		3,000						7,000	4,000		4,000	8,000	282,000	377,000
20:00	88,000	13,000	16,000								5,000	2,000	10,000	5,000	12,000	226,000	377,000
20:30	84,000	10,000	12,000		5,000						14,000	8,000	10,000	6,000	18,000	210,000	377,000
21:00	87,000	10,000	10,000		6,000						19,000	9,000	7,000	6,000	25,000	198,000	377,000
21:30	83,000	9,000	6,000		6,000						18,000	12,000	7,000	6,000	20,000	210,000	377,000
22:00	69,000	9,000	5,000		5,000						18,000	14,000	6,000	7,000	18,000	226,000	377,000
22:30	60,000	8,000	5,000								13,000	12,000	6,000	7,000	15,000	251,000	377,000
23:00	17,000	4,000	2,000								6,000	8,000	2,000	5,000	7,000	326,000	377,000
23:30	10,000	4,000	2,000								4,000	7,000		3,000	7,000	340,000	377,000



## TV Audiences - Saturdays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00																377,000	377,000
9:00-12:00	3,000											1,000				373,000	377,000
12:00-15:00	9,000	2,000	3,000				1,000				1,000				4,000	357,000	377,000
15:00-18:00	6,000	1,000	3,000		1,000						3,000				11,000	352,000	377,000
18:00	7,000		6,000		2,000		2,000					6,000			4,000	350,000	377,000
18:30	8,000	5,000	6,000		2,000		2,000					8,000			4,000	342,000	377,000
19:00	7,000	7,000	6,000									11,000	4,000	5,000	6,000	331,000	377,000
19:30	5,000	37,000	10,000								2,000	9,000	4,000	3,000	6,000	301,000	377,000
19:45	7,000	34,000	8,000								2,000	9,000	4,000	3,000	4,000	306,000	377,000
20:00	72,000	11,000	4,000								7,000	11,000	4,000		2,000	266,000	377,000
20:30	39,000	2,000	6,000								7,000	15,000	7,000		2,000	299,000	377,000
21:00	51,000	2,000	6,000			2,000					21,000	16,000	7,000		4,000	268,000	377,000
21:30	53,000	2,000	7,000								21,000	16,000	4,000		6,000	268,000	377,000
22:00	56,000		4,000								20,000	6,000	2,000	4,000	6,000	279,000	377,000
22:30	51,000		4,000								17,000	10,000	2,000	4,000	2,000	287,000	377,000
23:00	37,000										15,000	4,000	2,000	4,000		315,000	377,000
23:30	37,000										12,000	8,000	2,000			318,000	377,000

## TV Audiences - Sundays

	TVM	ONE	Net	Smash	TVM 2	F Living	Xeik	iTV	Parliament TV	Owners Best	RAI	Mediaset	BBC	Discovery Channels	Other Station	None	Total
>6:00																377,000	377,000
6:00-9:00		3,000			1,000								3,000		4,000	366,000	377,000
9:00-12:00	3,000	10,000	2,000	2,000	3,000								4,000		6,000	347,000	377,000
12:00-15:00	26,000	6,000	1,000		3,000						1,000	1,000	4,000	2,000	5,000	328,000	377,000
15:00-18:00	9,000	6,000	4,000		8,000					2,000	2,000	6,000	4,000	2,000	10,000	324,000	377,000
18:00	6,000	8,000			9,000					3,000	2,000	3,000	4,000		6,000	336,000	377,000
18:30	2,000	10,000	2,000		9,000					3,000	4,000	6,000	4,000		6,000	331,000	377,000
19:00	2,000	13,000	2,000		7,000					3,000	7,000	10,000	4,000		9,000	320,000	377,000
19:30	2,000	29,000	23,000		6,000					3,000	7,000	10,000	4,000		9,000	284,000	377,000
19:45	2,000	29,000	23,000		6,000					3,000	7,000	10,000	4,000		9,000	284,000	377,000
20:00	108,000	16,000	13,000		2,000					3,000	8,000	6,000	4,000	4,000	11,000	202,000	377,000
20:30	64,000	13,000	35,000		2,000		2,000			3,000	12,000	17,000	4,000	4,000	28,000	193,000	377,000
21:00	52,000	6,000	24,000		2,000		2,000				16,000	16,000	4,000	4,000	26,000	225,000	377,000
21:30	37,000	4,000	11,000		2,000		2,000				14,000	16,000	4,000		26,000	261,000	377,000
22:00	6,000	4,000	3,000								11,000	16,000	7,000		22,000	308,000	377,000
22:30	4,000	4,000	3,000								5,000	9,000	7,000		14,000	331,000	377,000
23:00	2,000										3,000	9,000			2,000	361,000	377,000
23:30											3,000	5,000			2,000	367,000	377,000



## 4. CHILDREN WATCHING TV

At the end of the telephone questionnaire respondents were asked whether they have children between 9 and 15 years old, and if in the affirmative, respondents were then asked what type of programme their children liked to watch on television.

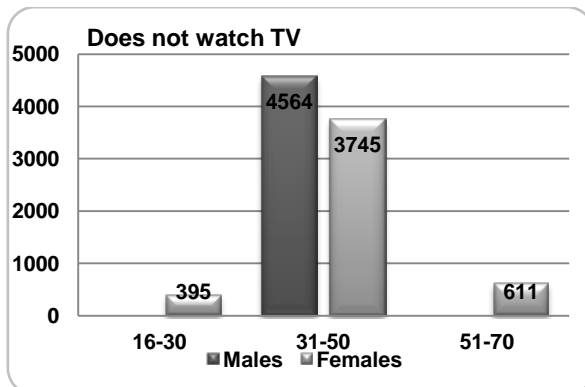
### 4.1. Children 9-15 years old

Of all the respondents 10.2% replied that they have children between 9 and 15 years old [≈38,300]. More females [11.3%] than males [11.5%] replied that they fall within this category of respondents; while the highest percent [30.0%] are from the 31-50 age group. Only 1.4% of all 16-30 year olds replied that they have children between 9-14 year olds, while another 1.5% of all 51-70 year olds have so.

As much as 2.5% [≈9,300] of all respondents categorically replied that their children between the age of 9-15 years do not watch television. As much as 89.2% of these are from the 31-50 age group; another 6.6% are from the 51-70 age group; while another 4.2% are from the 16-30 age group.

#### Does not watch TV

	Total N	16-30	31-50	51-70
<b>Males</b>	4564		4564	
<b>Females</b>	4750	395	3745	611
	9314	395	8309	611
<b>[Row %]</b>	100	4.2	89.2	6.6
	Total %	16-30	31-50	51-70
<b>Males</b>	49.0		54.9	
<b>Females</b>	51.0	100	45.1	100
	100	100	100	100



#### Children between 9-15 years old



#### Children 9-15 years old

	Total N	Yes	No	No Reply	Does not watch TV
<b>Total</b>	376,208	38,259	326,207	2,428	9,314
<b>Males</b>	187,800	17,021	164,340	1,875	4,564
<b>Females</b>	188,408	21,238	161,867	553	4,750
<b>16-30</b>	83,348	1,181	81,772	0	395
<b>31-50</b>	118,620	35,540	72,588	2,184	8,309
<b>51-70</b>	104,225	1,539	101,832	244	611
<b>70+</b>	70,015	0	70,015	0	0
<b>South Harbour</b>	69,869	5,584	62,010	287	1,988
<b>North Harbour</b>	112,073	9,139	100,173	765	1,996
<b>South Eastern</b>	57,566	6,606	48,518	265	2,177
<b>Western District</b>	51,491	6,247	44,830	414	0
<b>Northern District</b>	57,460	7,989	46,074	244	3,154
<b>Gozo &amp; Comino</b>	27,749	2,695	24,601	452	0

	Total %	Yes	No	No Reply	Does not watch TV
<b>Total</b>	100	10.2	86.7	0.6	2.5
<b>Males</b>	100	9.1	87.5	1.0	2.4
<b>Females</b>	100	11.3	85.9	0.3	2.5
<b>16-30</b>	100	1.4	98.1	0.0	0.5
<b>31-50</b>	100	30.0	61.2	1.8	7.0
<b>51-70</b>	100	1.5	97.7	0.2	0.6
<b>70+</b>	100	0.0	100.0	0.0	0.0
<b>South Harbour</b>	100	8.0	88.8	0.4	2.8
<b>North Harbour</b>	100	8.2	89.4	0.7	1.8
<b>South Eastern</b>	100	11.5	84.3	0.5	3.8
<b>Western District</b>	100	12.1	87.1	0.8	0.0
<b>Northern District</b>	100	13.9	80.2	0.4	5.5
<b>Gozo &amp; Comino</b>	100	9.7	88.7	1.6	0.0

#### 4.2. Programmes followed by 9-15 years old

The responses were categorized into twelve difference categories and analysed by the age groups of respondents as follows:

	Total N	16-30	31-50	51-70	Total %	16-30	31-50	51-70
<b>Children's Channel</b> boing tv; boomerang; cartoon network; disney channel; nickelodeon; tvm children's programmes; animal planet	31,312	1,907	28,727	678	55.40	87.78	54.40	44.04
<b>Documentaries</b> discovery channel; documentaries; national geographic	5,469	0	5,469	0	9.68		10.36	
<b>Drama</b> drama; simpatici; strada stretta; violetta	6,886	0	6,268	617	12.18		11.87	40.12
<b>Educational</b> Educative	850	0	850	0	1.50		1.61	
<b>Entertainment</b> e entertainment; food network; ultimate survival; x factor	2,339	0	2,339	0	4.14		4.43	
<b>Films</b> films; films action	2,407	0	2,407	0	4.26		4.56	
<b>Music</b> music; music tv	531	265	265	0	0.94	12.22	0.5	
<b>News</b> aħbarijet lokali; news	636	0	636	0	1.13		1.20	
<b>On-Demand Channel</b> dream box; Netflix; Andriod box	850	0	850	0	1.5		1.61	
<b>Sports</b> football; wrestling; sports	1,733	0	1,489	244	3.07		2.82	15.85
<b>TV Channel</b> bbc; canale 5; italia 1; mediaset; net tv; one tv; tvm	2,714	0	2,714	0	4.80		5.14	
<b>TV series</b> series	793	0	793		1.4		1.5	
<b>Total</b>	56,520	2,173	52,808	1,539	100	100	100	100

The most quoted were Children's Channels [55.4%]; followed by Drama [12.18%] and Documentaries [9.68%].

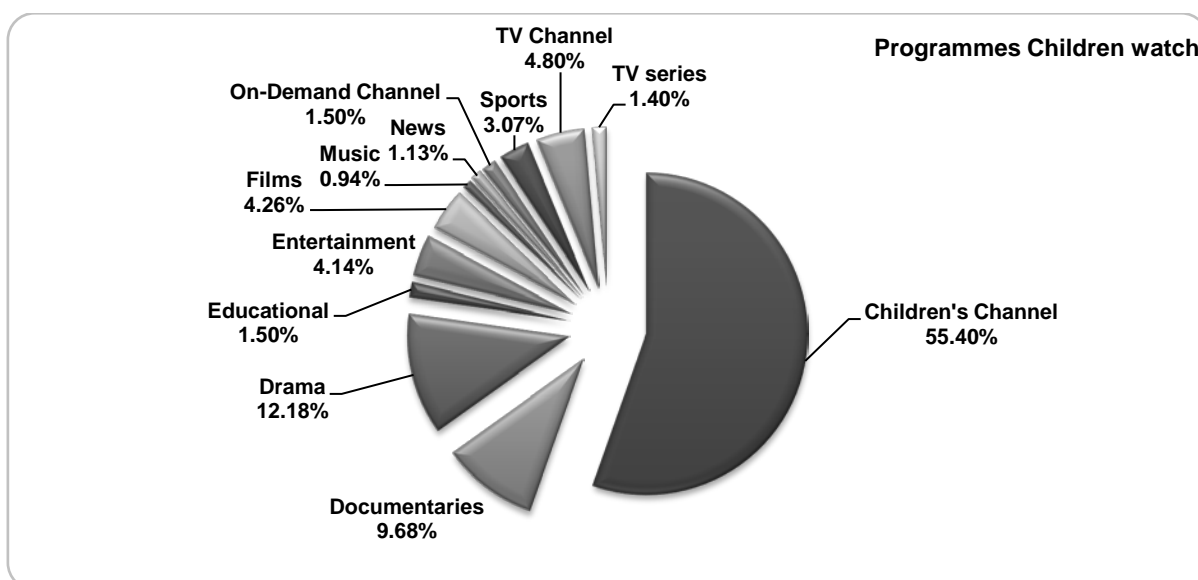
Children whose parents are from the 16-30 age group are reported to follow only Children's Channels [87.78%] and prefer to listen to Music on TV [12.22%].

Children whose parents are from the 51-70 age group are reported to follow Children's Channels [44.04%]; Drama [40.12%] and Sports programmes [15.85%].

The range of programmes of children whose parents are from the 31-50 years old have a wider range of programmes which they like to follow. More than half follow Children's Channels [54.4%]; another 11.87% follow Drama; just about 10.36% follow Documentaries; and the rest follow a range of programmes.


#### Programmes Followed by Age Groups

	Total N	16-30	31-50	51-70
<b>Children's Channel</b>	31,312	1,907	28,727	678
<b>Documentaries</b>	5,469		5,469	
<b>Drama</b>	6,886		6,268	617
<b>Educational</b>	850		850	
<b>Entertainment</b>	2,339		2,339	
<b>Films</b>	2,407		2,407	
<b>Music</b>	531	265	265	
<b>News</b>	636		636	
<b>On-Demand Channel</b>	850		850	
<b>Sports</b>	1,733		1,489	244
<b>TV Channel</b>	2,714		2,714	
<b>TV series</b>	793		793	
<b>Total</b>	56,520	2,173	52,808	1,539
	Total %	16-30	31-50	51-70
<b>Children's Channel</b>	55.40	87.78	54.40	44.04
<b>Documentaries</b>	9.68		10.36	
<b>Drama</b>	12.18		11.87	40.12
<b>Educational</b>	1.50		1.61	
<b>Entertainment</b>	4.14		4.43	
<b>Films</b>	4.26		4.56	
<b>Music</b>	0.94	12.22	0.5	
<b>News</b>	1.13		1.20	
<b>On-Demand Channel</b>	1.5		1.61	
<b>Sports</b>	3.07		2.82	15.85
<b>TV Channel</b>	4.80		5.14	
<b>TV series</b>	1.4		1.5	
<b>Total</b>	100	100	100	100





## APPENDIX A: QUESTIONNAIRE

 <b>NATIONAL STATISTICS OFFICE • MALTA</b>	Respondent ID: _____	Tel No: _____
	Date of Survey: _____	
	Name & ID of Interviewer: _____	

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu sħarriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-isħarriġ jiehu madwar 5 minuti biex jitlesta. Mill-familja tiegħek għe magħżul/a (għid isem) bil -polza biex tja/tiehu sehem fl -isħarriġ. Nista' nkellmu/nkellimha bhalissa?

### 1. X'TIP TA' PROGRAMMI THOBB TARA FUQ L-ISTAZZJONIJIET LOKALI TAT-TV?

	Code
Aħbarijiet [Lokali u Barranin]	(1)
Diskussjonijiet u Grajjiet Kurrenti	(2)
Reliġjużi	(3)
Kulturali u/jew Edukattivi	(4)
Sport	(5)
Drama	(6)
Dokumentarij	(7)
Varjeta` [ta' Divertiment] / Comedy / Games	(8)
Għat-Tfal	(9)
Telebejgh / Teleshopping	(10)
Music Videos	(11)
<b>M'għandix sett tat-televiżjoni</b>	<b>(12)</b>
<b>Ma narax TV</b>	<b>(13)</b>
<b>Ma narax programmi fuq stazzjonijiet lokali</b>	<b>(14)</b>
<b>M'għandix tip ta' programm favorit</b>	<b>(15)</b>
<b>Mingħajr risposta</b>	<b>(16)</b>

### 2. LIEMA 3 STAZZJONIJIET TAT-TELEVIŻJONI RAJT L-AKTAR ILBIERAH U F'LIEMA HIN? (IMMARKA MHUX IKTAR MIN 3 STAZZJONIJIET)

Stazzjonijiet tat-televiżjoni (imarka kull fejn japplika)	Code	Hin 1		Hin 2		Hin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
TVM	(1)						
ONE	(2)						
Net	(3)						
Smash	(4)						
TVM 2	(5)						
F Living	(6)						
Xejk	(7)						
iTV	(8)						
Parliament TV	(9)						
Owners' Best	(10)						
RAI[1]	(11)						
Mediaset [2]	(12)						
BBC [3]	(13)						
Discovery Channel/s [4]	(14)						
MTV	(15)						
Stazzjon ieħor	(15)						
(Specifika - niżżel l-istazzjonijiet għal Code (16))							
M'hemmx stazzjon wieħed	(17)						
Ma niftakarx	(18)						
Ma rajtx televiżjoni	(19)						
M'għandix sett tat-televiżjoni	(20)						
Mingħajr risposta	(21)						

[1] – [Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia]

[2] – [Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Extra / La5 / Mediaset TGCom24]

[3] – [BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment]

[4] – Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

3. X'tip ta' servizz ghandek biex taqbad it-televizjoni? (immarka kull fejn japplika)

	Code
<b>Free-to-air</b>	(1)
<b>Melita</b>	(2)
<b>GO</b>	(3)
<b>Satellita</b>	(4)
<b>IPTV</b>	(5)
<b>Android box including Netflix [Internet based services]</b>	(6)
<b>Ohrajn [Other]</b>	(7)
<b>M'għandix sett tat-televizjoni</b>	(8)
<b>Mingħajr risposta</b>	(9)

4. Liema 3 stazzjonijiet tar-radju smajt l-aktar ilbieraħ (immarka kull fejn japplika)

Stazzjonijiet tar-radju (immarka kull fejn japplika)	Code	Hin 1		Hin 2		Hin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
Radju Malta	(1)						
Radju Malta 2	(2)						
Magic	(3)						
One Radio	(4)						
Radio 101	(5)						
Bay Radio	(6)						
Calypso Radio	(7)						
RTK	(8)						
Smash Radio	(9)						
Radju Marija	(10)						
Campus FM	(11)						
Vibe FM	(12)						
X FM	(13)						
Switch Radio	(14)						
BKR Digital	(15)						
Radju tal-Komunita'	(16)						
Stazzjon ieħor	(17)						
(Specifika - nizzel kemm stazzjonijiet tal-komunità kif ukoll barranin – Code 16 u 17							
M'hemmx stazzjon wieħed	(18)						
Ma niftakarx	(19)						
Ma smajtx radju	(20)						
M'għandix sett tar-Radju	(21)						
Mingħajr risposta..	(22)						

5. Biex tisma' r-radju, inti ghandek DAB+?

<b>IVA [Yes]</b>	(1)
<b>Le [No]</b>	(2)
<b>Ma Nafx</b>	(3)
<b>M'għandix sett tar-Radju</b>	(4)
<b>Mingħajr risposta..</b>	(5)

Jekk ghandek id-DAB, dan biex tisma' kontenut lokali jew kontenut ta' Barra.

*The signal will either be brilliantly crisp and clear or it won't be there at all.*

*Meta taqleb minn stazzjon għall ieħor l-istazzjon ikun car mill-ewwel jew ikollok xi interferenzi?*

*With DAB, you never need to remember a station's frequency. The display on the radio shows the station names alphabetically.*

*Bid-DAB+ aktar faċli li taqleb minn stazzjon għall ieħor ghax juri l-istem ta' kull stazzjon u ghandek aktar stazzjonijiet ixandru fuqu.*



**Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:**

6. Inti raġel jew mara? 

R (1)	M (2)
-------	-------
7. Kemm għandek eta? \_\_\_\_\_
8. F' liema lokalita toqgħod? \_\_\_\_\_

**Għandek tfal bejn id-9 u l-15 il-sena?**

	Code
IVA [Yes]	(1)
Le [No]	(2)
No Reply	(3)

**Jekk IVA x'tip ta' programmi jhobbu jaraw?**

	Code	
Option 1	(1)	
Option 2	(2)	
Option 2	(3)	
No Reply	(4)	

*Niżżeġ anke ismijiet ta' stazzjonijiet bħal per eżempju Baby TV, Boomerang, eċċ*

**Grazzi tal-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali tal-Istatistika.**

## **APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS**

### **LIST OF NATIONWIDE RADIO STATIONS LICENSED**

***Radju Malta***  
***Radju Malta 2***  
***Magic Radio***  
***ONE Radio***  
***Radio 101***  
***Bay Radio***  
***Calypso Radio***  
***RTK***  
***Smash Radio***  
***Radju Marija***  
***Campus FM***  
***Vibe FM***  
***XFM***

### **LIST OF RADIO STATIONS ONLY ON DIGIB+**

***Bay Easy***  
***All Rock***  
***BKR Digital***  
***Switch***

### **LIST OF NATIONWIDE TELEVISION STATIONS**

***TVM***  
***ONE***  
***Net TV***  
***Smash TV***  
***TVM2***  
***iTV***  
***F Living***  
***Xejk***  
***Owners Best Network***  
***Parliament TV***

## APPENDIX C: RADIO AUDIENCES BY HALF-HOUR SLOTS – MONDAY TO SUNDAY

A “nil” record does not mean that audiences were zero audiences.

### RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>																376,208	376,208
<b>4:30</b>																376,208	376,208
<b>5:00</b>	1,732															374,476	376,208
<b>5:30</b>	1,732			7,750	2,176											364,550	376,208
<b>6:00</b>	1,732		5,648	15,232	6,092	2,352	2,162	1,646		2,162						339,182	376,208
<b>6:30</b>	3,378		5,648	15,232	6,092	2,654	4,369	1,646	2,568	2,162			3,834			328,626	376,208
<b>7:00</b>	12,748		5,178	20,969	3,778	13,840	8,099		2,568	1,737				1,737		305,554	376,208
<b>7:30</b>	14,480		5,178	22,942	5,701	13,336	3,899	1,973	2,568	1,737			3,442	1,737		299,214	376,208
<b>8:00</b>	10,331		7,172	21,206	7,438	5,222	5,545	3,710	2,568				4,985	1,737		306,296	376,208
<b>8:30</b>	10,331		3,730	18,996	7,438	9,269	3,808	3,710	2,568			3,442	2,654	1,737		308,526	376,208
<b>9:00</b>	8,599		1,737	18,566	7,438	9,770	3,808	5,191	2,568			3,442		1,737		313,354	376,208
<b>9:30</b>	10,201		1,737	18,566	7,438	6,431	3,808	5,191	2,568			3,442		1,737		315,091	376,208
<b>10:00</b>	11,938		1,737	16,572	3,525	9,084	2,162	7,353	2,568			3,442		1,737		316,090	376,208
<b>10:30</b>	10,336		1,737	16,572	3,525	9,084	2,162	9,529	2,568			3,442		1,737		315,516	376,208
<b>11:00</b>	10,336		1,737	16,572	3,525	7,961	2,162	7,353	2,568		2,176	3,442		1,737		316,640	376,208
<b>11:30</b>	10,336		1,737	18,340	3,525	5,308	2,162	5,751	2,568		2,176	3,442		1,737		319,128	376,208
<b>Noon</b>	5,795		1,737	14,396	1,923		2,162		2,568		2,176	3,442		1,737		340,272	376,208
<b>12:30</b>	3,619		1,737	12,794	1,923		2,162		2,568		2,176	3,442		1,737		344,050	376,208
<b>1:00</b>	3,619		1,737	13,355	1,923		2,162		2,568		2,176	3,442		1,737		343,490	376,208
<b>1:30</b>	3,619		1,737	13,355	3,660		2,162		2,568		2,176	3,442		1,737		341,753	376,208
<b>2:00</b>	3,619		1,737	13,355	3,660	3,339	2,162		2,568			3,442	4,985	1,737		335,605	376,208
<b>2:30</b>	3,619		1,737	11,362	1,737		2,162		2,568			3,442	8,819	1,737		339,026	376,208
<b>3:00</b>	6,899			11,362	5,018				2,568			8,217		1,737		340,407	376,208
<b>3:30</b>	6,899			13,335	5,018				2,568			8,217		1,737		338,434	376,208
<b>4:00</b>	5,351			15,072	7,194				2,568					1,737		344,287	376,208
<b>4:30</b>	5,351			13,098	11,349				2,568					1,737		342,104	376,208
<b>5:00</b>	3,705			16,540	12,494	2,654			2,568				3,442	1,737		333,069	376,208
<b>5:30</b>	3,705			13,098	11,954									1,737	3,281	342,433	376,208
<b>6:00</b>	1,732			11,247	3,281					1,852				1,737		356,360	376,208
<b>6:30</b>	1,732			10,822	3,281									3,589		356,785	376,208
<b>7:00</b>	1,732			5,751	3,281	3,842		3,575		1,852				1,737		354,438	376,208
<b>7:30</b>	1,732				2,176									1,737		370,563	376,208
<b>8:00</b>	1,732				4,149											370,327	376,208
<b>8:30</b>	1,732				4,149											370,327	376,208
<b>9:00</b>	1,732				1,973											372,503	376,208
<b>9:30</b>	1,732				1,973											372,503	376,208
<b>10:00</b>	1,732				1,973											372,503	376,208
<b>10:30</b>	1,732				1,973											372,503	376,208
<b>11:00</b>							1,737									374,471	376,208
<b>11:30</b>							1,737									374,471	376,208
<b>Total Avg</b>	3,986		1,112	9,059	3,029	2,170	1,262	1,180	1,177	240	272	1,274	670	979	68	365,262	391,741
<b>maximum</b>	14,480		7,172	22,942	12,494	13,840	8,099	9,529	2,568	2,162	2,176	8,217	8,819	3,589	3,281	376,208	
<b>std.dev.</b>	4,109		1,843	7,619	3,450	3,847	1,817	2,391	1,293	644	727	2,119	1,795	948	474	24,931	

# RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>				1,819												374,389	376,208
<b>4:30</b>				1,819												374,389	376,208
<b>5:00</b>				1,819				1,558								372,831	376,208
<b>5:30</b>				1,819				1,558								372,831	376,208
<b>6:00</b>			4,201	6,020		2,511	1,953	1,558		1,725		3,072				355,169	376,208
<b>6:30</b>	1,558		5,760	12,829		2,511	1,953	1,558		1,725		3,072			3,088	342,154	376,208
<b>7:00</b>	1,558		10,890	21,292	1,662	8,345	1,940	1,558	1,554	5,048		6,015			3,088	313,256	376,208
<b>7:30</b>	10,975		12,870	16,196	1,662	8,345	1,940	1,558	1,554	5,048		16,189		1,980		297,890	376,208
<b>8:00</b>	11,023		7,802	10,798	1,662	9,881	3,759	3,701	5,254	5,048		9,922				307,358	376,208
<b>8:30</b>	9,371		7,802	10,798	3,215	4,875	3,759	3,701	5,254	5,048		7,412				314,972	376,208
<b>9:00</b>	10,651	1,558	9,621	8,979	3,215	2,733	5,529	3,329	3,112	4,864		7,412				315,204	376,208
<b>9:30</b>	10,651	1,558	8,062	8,979	3,215	2,733	5,529	3,329	3,112	3,387		7,412				318,239	376,208
<b>10:00</b>	10,651	1,558	8,062	7,421	3,215	2,733	3,711	3,329	1,554	3,387		4,468				326,118	376,208
<b>10:30</b>	10,651	1,558	8,062	7,421	3,215	2,733	3,711	3,329	1,554	3,387		4,468				326,118	376,208
<b>11:00</b>	10,651	1,558	6,244	5,863	3,215	2,733	3,711	1,558	1,554	3,387		4,468				331,266	376,208
<b>11:30</b>	10,651	1,558	6,244	5,863	3,215	2,733	3,711	1,558	1,554	3,387		4,468				331,266	376,208
<b>Noon</b>	10,911	1,558	6,244	5,863	7,825	5,037	3,711		1,554	1,725		4,468				327,312	376,208
<b>12:30</b>	10,911	1,558	6,244	4,201	7,825	5,037	3,711		1,554	1,725		4,468				328,974	376,208
<b>1:00</b>	9,093	1,558	6,244	3,220	1,662	5,244	3,711		1,554	1,725		4,468				337,730	376,208
<b>1:30</b>	9,093	1,558	6,244	3,220	1,662	5,244	3,711		1,554	1,725		4,468				337,730	376,208
<b>2:00</b>	7,431	1,558	9,332		1,662	10,226	3,711		1,554	1,725		4,468				334,541	376,208
<b>2:30</b>	7,431	1,558	4,859		1,662	7,386	1,771		1,554	1,725		4,468				343,795	376,208
<b>3:00</b>	9,573	1,558	4,859		1,662	4,875	3,711	3,247	1,554	1,725		7,539				335,904	376,208
<b>3:30</b>	9,573	1,558	4,859		1,662	4,875	1,771	5,018	1,554	1,725		7,539				336,074	376,208
<b>4:00</b>	7,431				1,980	8,544	1,771	5,018	1,554	1,725		11,171				337,014	376,208
<b>4:30</b>	7,431				3,799	6,986	3,723	5,018	1,554	1,725		11,171			3,088	331,713	376,208
<b>5:00</b>	7,431				3,799	7,947	1,771	1,477		1,725		3,072			3,088	345,899	376,208
<b>5:30</b>	3,284				3,799	7,947	4,374	1,477		1,725		3,072				350,532	376,208
<b>6:00</b>	1,558					2,733	1,771	1,477		3,284		3,072				362,314	376,208
<b>6:30</b>	1,819					2,733	1,771	1,477		1,725		3,072				363,612	376,208
<b>7:00</b>	1,819					2,511	1,771	1,477		1,725						366,906	376,208
<b>7:30</b>	1,819						1,771	1,477		1,725						369,417	376,208
<b>8:00</b>							1,771									374,437	376,208
<b>8:30</b>							1,771									374,437	376,208
<b>9:00</b>																376,208	376,208
<b>9:30</b>								1,819								374,389	376,208
<b>10:00</b>		1,558						1,819								372,831	376,208
<b>10:30</b>																376,208	376,208
<b>11:00</b>																376,208	376,208
<b>11:30</b>									1,558							374,650	376,208
<b>Total Avg</b>	4,271	487	3,010	3,047	1,385	2,921	1,860	1,333	867	1,587		3,227		41	257	367,449	391,741
<b>maximum</b>	11,023	1,558	12,870	21,292	7,825	10,226	5,529	5,018	5,254	5,048		16,189		1,980	3,088	376,208	
<b>std.dev.</b>	4,672	730	3,862	4,904	1,928	3,230	1,729	1,541	1,281	1,637		3,807		286	863	24,074	

# RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>																376,208	376,208
<b>4:30</b>																376,208	376,208
<b>5:00</b>								1,530						1,242		374,966	376,208
<b>5:30</b>				3,019										1,242		373,436	376,208
<b>6:00</b>	2,953		4,515	3,172		1,775	1,397			1,451				1,242		371,947	376,208
<b>6:30</b>	4,442		4,515	7,594	2,893	3,762	1,397			4,213						347,392	376,208
<b>7:00</b>	4,442		7,408	7,463	1,307	10,001	2,704			6,834	1,311	14,040	5,948			314,750	376,208
<b>7:30</b>	4,404		6,453	7,463	1,307	6,239	5,643			5,519	1,311	12,856	5,948			319,066	376,208
<b>8:00</b>	8,008		11,252	7,463	6,514	12,308	5,643			4,068	1,311	9,733		2,597		307,311	376,208
<b>8:30</b>	8,008		9,314	8,914	6,514	14,497	5,643	1,307		2,758	1,311	4,600	3,054	2,597	1,642	306,050	376,208
<b>9:00</b>	8,595		9,314	13,713	2,549	9,362	5,643	3,431		4,072		6,787		2,597		310,145	376,208
<b>9:30</b>	8,595		9,314	13,713	2,549	9,362	5,643	3,431		4,072		6,787		2,597		310,145	376,208
<b>10:00</b>	13,021		15,322	13,713	5,170	9,362	4,245	3,496	1,489	1,451		2,597		2,597	1,209	302,536	376,208
<b>10:30</b>	13,021		14,113	13,713	5,170	9,362	4,245	3,496	1,489	1,451				2,597	1,209	306,342	376,208
<b>11:00</b>	13,021		14,113	12,262	3,860	9,362	5,643	3,496		1,451		2,597				327,945	376,208
<b>11:30</b>	13,021		14,113	16,655	3,860	9,362	5,643	3,496		1,451		2,597		4,239	1,209	300,562	376,208
<b>Noon</b>	6,171	2,850	11,263	15,535	1,311	6,886	1,307	1,311		1,242		2,597		2,597		323,139	376,208
<b>12:30</b>	3,131	2,850	11,263	15,535	2,708	6,886	1,307			1,242		2,597		2,597		326,091	376,208
<b>1:00</b>	3,131	2,850	11,263	13,893	5,093	6,886	1,307			1,242				2,597		327,945	376,208
<b>1:30</b>	3,131	2,850	11,263	15,382	5,093	6,886	1,307			1,242				2,597		326,456	376,208
<b>2:00</b>	3,131	2,850	6,464	13,893	4,260	9,284	1,307			2,693				2,597		329,729	376,208
<b>2:30</b>	3,131	2,850	4,799	13,893	2,618	7,172	1,307			2,693		1,938		2,597		333,210	376,208
<b>3:00</b>	3,131	2,850	4,799	12,364	2,953	1,642	1,307			2,693				2,597		341,872	376,208
<b>3:30</b>	3,131	2,850	4,799	12,364	2,953	1,642	1,307			2,693				2,597		341,872	376,208
<b>4:00</b>	1,642	2,850		11,053	8,664	1,642	1,307			2,693			2,893	2,597		340,866	376,208
<b>4:30</b>	1,642			15,292	12,811	1,642	1,307			2,693		3,054	2,893	2,597		332,275	376,208
<b>5:00</b>	1,642			8,851	12,811	1,642	1,642	1,397		2,693		2,850				342,678	376,208
<b>5:30</b>	1,642			11,804	12,811	1,642				2,693						345,615	376,208
<b>6:00</b>			2,893	11,804	6,878	5,246	1,311			3,935						344,141	376,208
<b>6:30</b>			2,893	8,851	3,860	5,246	1,311			3,935						350,112	376,208
<b>7:00</b>				8,851	3,860	3,604	1,311			2,693						355,889	376,208
<b>7:30</b>				6,254	2,618	3,604	1,311			4,004						358,418	376,208
<b>8:00</b>				4,612	1,311					2,693		4,190				363,402	376,208
<b>8:30</b>				4,612	1,311					2,693		4,190				363,402	376,208
<b>9:00</b>				4,612	1,311					4,182				1,397		364,706	376,208
<b>9:30</b>				4,612						5,633				1,397		364,565	376,208
<b>10:00</b>				3,161						4,144				1,397		367,505	376,208
<b>10:30</b>			1,665	3,161						2,693				1,397		367,291	376,208
<b>11:00</b>				3,161						1,242				1,397		370,407	376,208
<b>11:30</b>				3,161						1,242				1,397		370,407	376,208
<b>Total Avg</b>	2,837	534	4,023	7,408	2,853	3,673	1,530	550	62	2,175	109	1,750	432	1,321	135	362,349	391,741
<b>maximum</b>	13,021	2,850	15,322	16,655	12,811	14,497	5,643	3,496	1,489	6,834	1,311	14,040	5,948	4,239	1,642	376,208	
<b>std.dev.</b>	4,002	1,124	5,089	5,663	3,459	4,179	1,981	1,182	301	1,759	366	3,305	1,367	1,289	404	25,768	

# RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
MNight																376,208	376,208
0:30																376,208	376,208
1:00																376,208	376,208
1:30																376,208	376,208
2:00																376,208	376,208
2:30																376,208	376,208
3:00																376,208	376,208
3:30																376,208	376,208
4:00																376,208	376,208
4:30				1,349												374,859	376,208
5:00	1,265			1,349												373,595	376,208
5:30	1,265			4,436			1,607		1,261							367,639	376,208
6:00	4,546			10,940	5,544		2,774		2,610			4,631				345,163	376,208
6:30	6,183	2,389		14,296	6,742	6,020	2,774	1,585	3,410	2,610						330,199	376,208
7:00	5,599	2,389		13,547	6,742	21,742	6,184	2,933	5,123	2,662		1,713	4,427			303,147	376,208
7:30	5,599	2,389		14,469	9,594	5,238	6,184	2,933	1,713	2,868		2,038				323,182	376,208
8:00	6,765	4,821		19,852	9,266	8,262	12,818	6,630	1,713	1,261	1,265	4,882		1,199		297,474	376,208
8:30	6,765			21,437	6,615	8,262	14,931	2,547	1,713	1,261	1,265	12,939				298,472	376,208
9:00	13,640			19,570	7,814	6,238	14,255	2,365	1,713	1,261	1,265	10,507				297,578	376,208
9:30	15,753			19,570	7,814	6,238	14,255	2,365	1,713	1,261	1,265	6,463				299,509	376,208
10:00	21,931			19,570	7,814	4,631	15,840	2,365	1,713	1,261	1,265	6,463			2,792	290,561	376,208
10:30	21,931			19,570	7,814	4,631	17,277	2,365	1,713	1,261	1,265	6,463			2,792	289,124	376,208
11:00	19,818			22,617	7,814		17,267	2,365	1,713	1,261	1,265	6,463			2,792	292,832	376,208
11:30	18,233			26,795	7,814		15,830	2,365	1,713	1,261	1,265	6,463			2,792	291,676	376,208
Noon	10,467			18,453	2,784		8,176	3,159	1,713	3,860	1,265	9,057		1,199	2,792	313,282	376,208
12:30	9,206			15,751	2,784		8,176	1,585	1,713	3,860	1,265	4,426			2,792	324,650	376,208
1:00	9,206			15,963	2,784		8,176		1,713	3,860	1,265	4,426			2,792	326,024	376,208
1:30	9,206			14,378	2,784		8,176		1,713	2,662	1,265	4,426			2,792	328,807	376,208
2:00	5,140			11,429	2,784		6,602		1,713	3,007	1,265	6,815			2,792	334,660	376,208
2:30	5,140			11,429	2,784		6,602		1,713	3,007	1,265	4,426			2,792	337,050	376,208
3:00	5,140			10,164	2,784	1,933	6,602			1,400	4,057	4,426			2,792	336,910	376,208
3:30	2,389			10,164	2,784	1,933	6,602	1,607		1,400	1,265	4,426			2,792	340,847	376,208
4:00	3,974	4,631		5,434	2,784	1,933	1,607	1,585		1,607	1,265	1,933				349,456	376,208
4:30	2,389	4,631		6,872	2,784	1,933	1,607	1,585		1,607	1,265	1,933				349,604	376,208
5:00	2,389	4,631		7,002	4,235	4,725	1,607	1,585		1,607	1,265	1,713				345,448	376,208
5:30	3,654	4,631		9,936	4,235	1,933	1,607	1,585		1,607	1,265					345,755	376,208
6:00	3,826	8,106		5,565	3,036	4,322	1,607	1,585							1,265	346,895	376,208
6:30		8,106		5,565	3,036	2,389	1,607	1,585								353,919	376,208
7:00		1,437		2,697	1,585		3,044	2,752		1,167						363,527	376,208
7:30		1,437		2,697			1,607	2,752				1,713				366,002	376,208
8:00		1,437		2,697		1,607	1,607			1,607		1,713				365,540	376,208
8:30				2,697			1,607									371,904	376,208
9:00				2,697		4,044	1,607	1,400								366,459	376,208
9:30				2,697												373,511	376,208
10:00				3,855												372,353	376,208
10:30				3,855												372,353	376,208
11:00				3,855												372,353	376,208
11:30				3,855												372,353	376,208
Total Avg	4,613	1,063	8,522	2,820	2,042	4,588	1,116	713	1,133	585	2,510	92	50	724	361,169	391,741	
maximum	21,931	8,106	26,795	9,594	21,742	17,277	6,630	5,123	3,860	4,057	12,939	4,427	1,199	2,792	376,208		
std.dev.	6,223	2,111	7,686	3,136	3,798	5,559	1,393	1,106	1,218	805	3,259	639	242	1,220	30,044		

# RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>		1,482		1,507												373,219	376,208
<b>4:30</b>				1,507												374,701	376,208
<b>5:00</b>	1,191		1,618	1,507												371,892	376,208
<b>5:30</b>	1,191		1,618	4,175	1,291	2,483										365,450	376,208
<b>6:00</b>	1,191			9,742	1,291	6,185	2,949			1,430	1,507			1,377		350,536	376,208
<b>6:30</b>	2,483			9,738	1,291	2,483	2,949	1,430		1,430	1,507			1,377		351,521	376,208
<b>7:00</b>	8,010		3,748	8,679	1,291	4,716	4,922	4,280		6,789	1,507	15,406	4,438	1,377	1,467	309,578	376,208
<b>7:30</b>	10,493		3,550	8,679	1,291	6,266	4,922	4,280		6,789	1,507	17,404	4,123	1,377	1,467	304,061	376,208
<b>8:00</b>	11,784		9,832	14,102	2,583	11,886	6,214	5,568	3,009	2,668	1,507	17,977	3,770	1,377		283,931	376,208
<b>8:30</b>	9,301		2,664	14,102	6,733	14,431	6,214	5,568	4,983	1,291	1,507	10,649		1,377		297,387	376,208
<b>9:00</b>	9,201		2,664	10,886	4,012	10,162	7,591	1,288	3,009	1,291	1,507	10,649	2,808	1,377		309,762	376,208
<b>9:30</b>	9,201		2,664	10,886	4,012	10,162	7,591	1,288	3,009	1,291	1,507	10,649	2,808	1,377		309,762	376,208
<b>10:00</b>	9,201		2,844	12,494	5,494	9,793	7,591	1,288	3,009	1,291	1,507	10,649	2,808	1,377	1,507	305,354	376,208
<b>10:30</b>	9,201		4,858	12,494	5,494	9,793	7,591	1,288	3,009	1,291	1,507	10,649	2,808	1,377	1,507	303,340	376,208
<b>11:00</b>	9,201		2,668	13,961	5,494	7,354	8,782	1,288	3,009	1,291	1,507	10,649	2,808	1,377	1,507	305,311	376,208
<b>11:30</b>	9,201		1,377	16,719	5,494	7,354	8,782	2,511	3,009	1,291	1,507	10,649	2,808	1,377	1,507	302,620	376,208
<b>Noon</b>	4,012		1,377	10,846	2,773	4,546	10,489	4,129	3,009	2,721	1,507	10,649		1,377	1,507	317,265	376,208
<b>12:30</b>	2,721		1,377	15,066	4,065	4,546	9,022	4,129	3,009	1,430	1,507	10,649	1,775	1,377	1,507	314,029	376,208
<b>1:00</b>	1,291			15,066	2,773	6,455	6,214	4,129	5,448		1,507	10,649	1,775	1,377	1,507	318,016	376,208
<b>1:30</b>	1,291			10,750	2,773	4,546	6,214	4,129	5,448		1,507	10,649	1,775	1,377	1,507	324,241	376,208
<b>2:00</b>	1,291			6,715	2,773	6,811	6,214	2,511	4,983		1,507	10,649		1,377	1,507	329,870	376,208
<b>2:30</b>	1,291	2,808		6,715	2,773	9,356	6,214	2,511	4,983		1,507	10,649		1,377	1,507	324,517	376,208
<b>3:00</b>	2,668	2,808		8,222	5,427	6,811	6,214	1,288	3,009	5,616	1,507	10,649		1,377	1,507	319,106	376,208
<b>3:30</b>	2,668	2,808		8,222	5,427	6,811	6,214	1,288	3,009	1,191	1,507	10,649		1,377	1,507	323,531	376,208
<b>4:00</b>	2,668			11,030	6,718	4,546	7,721	1,288	3,009	1,191	1,507	10,649	2,483	1,377	1,507	320,515	376,208
<b>4:30</b>	2,668			11,030	12,323	3,722	7,721	1,288			3,148	10,649		1,377	1,507	320,776	376,208
<b>5:00</b>	6,633	1,775		7,007	8,188	3,722	7,721	1,618			3,148	10,649	1,641	1,377	1,507	321,224	376,208
<b>5:30</b>	6,633			10,488	8,188	7,429	7,721	1,618			1,507	7,168	1,641	1,377	1,507	320,933	376,208
<b>6:00</b>	2,668			7,007	6,896	1,749	6,254	1,618		2,806	1,507	4,520	1,430	1,377	1,507	336,870	376,208
<b>6:30</b>	2,668			5,783	5,570	1,749	4,747	1,618		4,424	1,507	2,439	1,430	1,377	1,507	341,389	376,208
<b>7:00</b>	2,668			5,783	5,570	1,749	4,747	2,808		3,048	1,507					348,328	376,208
<b>7:30</b>	2,668			5,783	5,570	3,040	4,747			1,430	1,507					351,463	376,208
<b>8:00</b>	2,668			3,115	5,570	1,749	1,291			1,430	1,507	1,507				357,371	376,208
<b>8:30</b>	2,668			3,115	5,570	1,749	1,291			1,430	1,507					358,878	376,208
<b>9:00</b>	2,668			3,115	2,773	1,749	1,291				1,507					363,104	376,208
<b>9:30</b>	2,668			3,115	2,773	1,749	1,291				1,507					363,104	376,208
<b>10:00</b>	2,668			3,115	2,773	1,749	1,291				1,507					363,104	376,208
<b>10:30</b>	2,668			3,115	1,291	1,749	1,291				1,507					364,586	376,208
<b>11:00</b>	2,668			3,115	1,291						1,507					367,627	376,208
<b>11:30</b>	2,668			3,115	1,291						1,507					367,627	376,208
<b>Total Avg</b>	3,515	206	930	6,700	3,269	3,982	4,000	1,376	1,291	1,143	1,199	5,377	899	746	626	356,482	391,741
<b>maximum</b>	11,784	2,808	9,832	16,719	12,323	14,431	10,489	5,568	5,448	6,789	3,148	17,977	4,438	1,377	1,507	376,208	
<b>std.dev.</b>	3,443	712	1,822	4,996	2,829	3,797	3,383	1,665	1,860	1,720	773	5,829	1,341	693	749	28,379	

# RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>						3,682										372,526	376,208
<b>4:30</b>						3,682										372,526	376,208
<b>5:00</b>					1,749	3,682										370,777	376,208
<b>5:30</b>					1,749	3,682										370,777	376,208
<b>6:00</b>	1,575			1,685	1,749	3,682										367,517	376,208
<b>6:30</b>	1,575			1,685	1,749	3,682										367,517	376,208
<b>7:00</b>	3,033		3,436	1,685	5,214	6,720		1,967		4,839		3,038				346,278	376,208
<b>7:30</b>	3,033		3,436	1,685	5,214	3,682		1,967		4,839		3,038				349,316	376,208
<b>8:00</b>	3,207		3,436	3,480	10,445	10,978	2,414	1,967	3,131	3,341		5,452		1,497	1,575	325,285	376,208
<b>8:30</b>	4,891		3,436	3,480	7,009	6,096	4,381	1,967	3,131	3,341		3,038		1,497	1,575	332,366	376,208
<b>9:00</b>	4,956	1,813	3,436	7,291	7,009	3,682	5,957	1,967	5,138	3,341		3,488		1,497	1,575	325,058	376,208
<b>9:30</b>	4,956	1,813	3,436	7,291	7,009	3,682	5,957	1,967	3,131	3,341		3,488	3,131	1,497	1,575	323,934	376,208
<b>10:00</b>	4,956	1,813		7,963	8,758	10,113	4,381	3,424	3,131	3,341		4,345	3,488	3,311	1,575	315,608	376,208
<b>10:30</b>	4,956			7,963	8,758	3,682	2,414	3,424	3,131	3,341		4,345	3,488	3,311	1,575	325,820	376,208
<b>11:00</b>	1,457		1,457	6,119	9,104	3,682		3,424	3,131	3,341			6,619	3,311		334,562	376,208
<b>11:30</b>	1,457		1,457	6,119	9,104	3,682		3,424	3,131	3,341		3,131	3,488	3,311		334,562	376,208
<b>Noon</b>			1,457	6,119	10,433	7,118		3,780		4,799			3,488			339,014	376,208
<b>12:30</b>				7,914	10,433	7,118		3,780		4,799			3,488			338,677	376,208
<b>1:00</b>				6,119	6,840	8,734	2,414	1,967		6,643						343,492	376,208
<b>1:30</b>				6,119	5,259	8,734	2,414	1,967		6,643						345,072	376,208
<b>2:00</b>				6,119	5,259	8,734	5,399	1,967		6,643						342,087	376,208
<b>2:30</b>				6,119	5,259	8,734	5,399	1,967		6,643						342,087	376,208
<b>3:00</b>				6,119	3,762	11,148	5,399	1,967		8,788		3,038				335,987	376,208
<b>3:30</b>				6,119	3,762	11,148	5,399	1,967		4,799		3,038				339,977	376,208
<b>4:00</b>			3,436	1,685	3,762	3,682		1,967		3,341		3,038				355,298	376,208
<b>4:30</b>			3,436	1,685	5,606	3,682		1,967		3,341		3,038				353,454	376,208
<b>5:00</b>			3,436	5,944	5,606	3,682		1,967		3,341						352,232	376,208
<b>5:30</b>			3,436	5,944	5,606	3,682		1,967		3,341						352,232	376,208
<b>6:00</b>			3,436	5,944	1,967	8,217		1,967		5,308						349,369	376,208
<b>6:30</b>			3,436	5,944	1,967	3,682		1,967		5,308						353,904	376,208
<b>7:00</b>			3,436	1,685	1,967	6,667		1,685		5,308						355,461	376,208
<b>7:30</b>			3,436	1,685	1,967	3,682				5,308						360,130	376,208
<b>8:00</b>					1,967	3,682				3,341						367,218	376,208
<b>8:30</b>					1,967	3,682				3,341						367,218	376,208
<b>9:00</b>					1,967	3,682				1,844						368,715	376,208
<b>9:30</b>					1,967	3,682				1,844						368,715	376,208
<b>10:00</b>					1,967	3,682				1,844						368,715	376,208
<b>10:30</b>					1,967	3,682				1,844						368,715	376,208
<b>11:00</b>					1,967					1,844						372,397	376,208
<b>11:30</b>					1,967					1,844						372,397	376,208
<b>Total Avg</b>	834	113	1,093	2,869	3,746	4,346	1,082	1,216	564	2,886		948	566	401	197	370,880	391,741
<b>maximum</b>	4,956	1,813	3,436	7,963	10,445	11,148	5,957	3,780	5,138	8,788		5,452	6,619	3,311	1,575	376,208	
<b>std.dev.</b>	1,641	444	1,559	3,010	3,259	3,231	2,027	1,280	1,303	2,349		1,618	1,452	980	527	17,882	



# RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Community	Foreign	NONE	Total
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>										2,059						374,149	376,208
<b>4:00</b>										2,059						374,149	376,208
<b>4:30</b>																376,208	376,208
<b>5:00</b>																376,208	376,208
<b>5:30</b>								2,059								374,149	376,208
<b>6:00</b>				2,059												374,149	376,208
<b>6:30</b>	1,867			2,059						2,059						370,224	376,208
<b>7:00</b>	1,867			3,697	3,505		6,016	1,643		3,945		9,589				345,945	376,208
<b>7:30</b>				3,697	3,505	2,225	6,016	1,643		3,945		9,589				345,587	376,208
<b>8:00</b>	1,819	3,627		9,023	3,784	1,918	6,016	3,282		3,945		3,573				339,221	376,208
<b>8:30</b>	1,638	3,627		9,023	3,784	1,918	8,075	3,282		2,059		3,573				339,229	376,208
<b>9:00</b>				5,213	3,784	1,918	11,229	1,643		2,059						350,362	376,208
<b>9:30</b>				5,213	1,867	1,918	11,229	1,643		2,059		3,573				348,707	376,208
<b>10:00</b>				10,575	1,867	7,171	11,229	1,643		3,945		3,573				336,206	376,208
<b>10:30</b>				14,136	1,867	7,171	9,170	1,643		3,945		3,573				334,703	376,208
<b>11:00</b>	1,918			19,630	1,867	7,171	9,170	1,643		2,059						332,751	376,208
<b>11:30</b>	1,918			17,371	1,867	7,171	9,170	1,643		2,059						335,009	376,208
<b>Noon</b>				11,751	3,635		9,591	3,286								347,945	376,208
<b>12:30</b>				11,751	3,635	3,104	7,532	1,643		1,867						346,676	376,208
<b>1:00</b>				7,010	3,635	3,104	7,532	1,643								353,284	376,208
<b>1:30</b>				7,010	3,635		7,532	1,643								356,388	376,208
<b>2:00</b>				3,574		7,382	9,450	1,643		2,059						352,100	376,208
<b>2:30</b>				3,574		2,088	9,450	1,643		2,059						357,394	376,208
<b>3:00</b>				3,574	4,716	2,088	9,450	1,643		2,059						352,678	376,208
<b>3:30</b>				3,574	4,716	2,088	9,450	1,643		2,059						352,678	376,208
<b>4:00</b>				1,516			9,591	1,643								363,458	376,208
<b>4:30</b>	2,059			1,516			8,075	1,643								362,915	376,208
<b>5:00</b>				1,516		8,357	8,075	5,428			1,886					350,946	376,208
<b>5:30</b>				1,516		7,139	8,075	3,561			1,886					354,032	376,208
<b>6:00</b>				1,516		7,139	2,059	1,643			1,886					361,965	376,208
<b>6:30</b>				1,516		5,253	2,059	1,643			1,886					363,851	376,208
<b>7:00</b>				1,516		7,312		3,702								363,678	376,208
<b>7:30</b>				1,516		7,312		1,643								365,737	376,208
<b>8:00</b>				1,516			1,886	1,643								371,163	376,208
<b>8:30</b>				1,516			1,886	1,643								371,163	376,208
<b>9:00</b>				1,516	2,059		1,886	1,643								369,105	376,208
<b>9:30</b>				1,516	2,059		1,886	1,643								369,105	376,208
<b>10:00</b>							1,886									374,322	376,208
<b>10:30</b>							1,886									374,322	376,208
<b>11:00</b>																376,208	376,208
<b>11:30</b>			2,511													373,697	376,208
<b>Total Avg</b>	273	203		3,577	1,162	2,103	4,303	1,334		964	157	772				376,892	391,741
<b>maximum</b>	2,059	3,627		19,630	4,716	8,357	11,229	5,428		3,945	1,886	9,589				376,208	
<b>std.dev.</b>	668	807		4,817	1,637	2,940	4,258	1,236		1,364	527	2,159				14,051	

## APPENDIX D: TV AUDIENCES BY HALF-HOUR SLOT – MONDAY TO SUNDAY

A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

### TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	ITV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
MNight																376,208	376,208
0:30																376,208	376,208
1:00																376,208	376,208
1:30																376,208	376,208
2:00																376,208	376,208
2:30																376,208	376,208
3:00																376,208	376,208
3:30																376,208	376,208
4:00																376,208	376,208
4:30																376,208	376,208
5:00																376,208	376,208
5:30																376,208	376,208
6:00																376,208	376,208
6:30																376,208	376,208
7:00			1,737													374,471	376,208
7:30			1,737													374,471	376,208
8:00			1,737										2,176			372,295	376,208
8:30			1,737												1,737	372,734	376,208
9:00			1,737	1,852											5,017	367,603	376,208
9:30	1,737		1,737	1,852											3,280	367,603	376,208
10:00	1,737		1,737									1,993	2,176		3,280	365,285	376,208
10:30	1,737		1,737									1,993			4,926	365,815	376,208
11:00			1,737	1,852								1,993			4,926	365,700	376,208
11:30			1,737	1,852								1,993			4,926	365,700	376,208
Noon			1,737	1,852											4,926	367,694	376,208
12:30			1,737	1,852											4,926	367,694	376,208
1:00		1,973	1,737			1,852							1,852		4,926	363,869	376,208
1:30		1,973	1,737			3,588							1,852		4,926	362,132	376,208
2:00		1,852	5,818	1,737		3,588						3,248	1,852		3,280	354,833	376,208
2:30		6,021	5,818	1,737		3,588						1,646	1,852		3,280	352,266	376,208
3:00		7,873	10,156	1,737		3,588				1,737		3,822			3,280	344,015	376,208
3:30		1,993	8,305	1,737		3,588				1,737		3,822			5,934	349,093	376,208
4:00			7,865	1,737								5,424			7,907	353,275	376,208
4:30			7,865	3,913								7,276			5,253	351,901	376,208
5:00	1,737	4,155	3,913		1,973							6,836		2,176	5,253	350,164	376,208
5:30	1,737	4,155	3,913		1,973			1,737				4,985		2,176	5,253	350,279	376,208
6:00	13,281	8,325	9,991		1,973			3,710				1,646	1,646		5,312	330,324	376,208
6:30	16,632	15,837	11,723		1,973			1,973				1,646	4,547		1,973	319,904	376,208
7:00	24,162	19,783	13,899					1,973				1,646	4,547		2,654	307,544	376,208
7:30	24,162	62,904	34,381									1,646	4,547		2,654	245,914	376,208
7:45	24,162	64,640	34,381									1,646	4,547		2,654	244,177	376,208
8:00	128,246	21,950	19,207					1,973				1,737	6,723		9,332	187,040	376,208
8:30	81,245	20,299	17,562					1,973		5,872		5,178	9,987		13,812	220,280	376,208
9:00	84,310	16,174	4,505		1,646					7,724	15,970	7,086			28,277	210,516	376,208
9:30	64,466	4,647	2,654		1,646					9,886	21,849	5,234			24,331	241,495	376,208
10:00	7,184	4,300	2,654						1,993	9,515	23,495	3,383			14,889	308,796	376,208
10:30	3,710	4,300	2,654						1,993	5,926	21,644				15,463	320,518	376,208
11:00	1,973									2,162	13,843				9,724	348,506	376,208
11:30												12,197			4,894	359,117	376,208
Total Avg	10,203	6,148	4,048	227	228	404			354	909	3,453	1,306	89	4,555	344,284	376,208	
maximum	128,246	64,640	34,381	1,852	1,973	3,588		3,710	9,886	23,495	9,987	2,176	28,277		376,208		
std.dev.	25,660	13,397	7,656	613	620	1,116		844	2,448	6,064	2,323	435	5,982		49,003		

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4 / Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4 / BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
MNight															2,944	373,264	376,208
0:30															2,944	373,264	376,208
1:00															2,944	373,264	376,208
1:30															2,944	373,264	376,208
2:00															2,944	373,264	376,208
2:30															2,944	373,264	376,208
3:00																376,208	376,208
3:30																376,208	376,208
4:00																376,208	376,208
4:30																376,208	376,208
5:00																376,208	376,208
5:30																376,208	376,208
6:00	1,558														1,770	372,879	376,208
6:30	1,558															374,650	376,208
7:00	1,558		1,980													372,670	376,208
7:30	1,558		3,538													371,111	376,208
8:00	1,558		3,538									1,554				369,557	376,208
8:30	1,558		3,538									1,554				369,557	376,208
9:00			3,538									1,554			1,819	369,297	376,208
9:30		1,554	3,538									1,554			1,819	367,743	376,208
10:00	1,554	1,558	3,538									1,554			1,819	366,185	376,208
10:30	1,554	1,558	3,538									1,554			1,819	366,185	376,208
11:00	1,554		3,538									1,554				369,562	376,208
11:30	1,554		3,538									1,554				369,562	376,208
Noon	1,554		5,491								3,035	1,554				364,574	376,208
12:30	1,554		5,491								3,035	2,991			1,558	361,579	376,208
1:00	1,554		6,713									2,991	2,944		1,558	360,448	376,208
1:30	1,554		6,713									6,211				361,730	376,208
2:00	3,112	4,201	6,319								1,477	7,769				353,330	376,208
2:30	4,774	4,201	6,319								1,477	9,328				350,110	376,208
3:00	15,312	6,343	6,574			1,554					1,477	12,272				332,677	376,208
3:30	3,700	18,145	3,538			1,554					1,477	13,933				333,861	376,208
4:00		11,121	3,538		1,477	1,725						17,380			2,510	338,456	376,208
4:30		4,201	3,538		1,477	1,725						12,929			2,510	349,827	376,208
5:00		5,638	3,538		1,477	1,725						11,595			4,646	347,588	376,208
5:30		9,270	3,538		1,477	1,725						12,576			4,646	342,975	376,208
6:00	6,898	9,270	6,740	3,417		1,725						12,163			4,646	331,349	376,208
6:30	8,501	14,430	6,740	6,923		1,725					2,943	11,884			4,646	318,415	376,208
7:00	8,225	14,430	6,740	7,217							4,420	11,884			4,646	318,646	376,208
7:30	6,455	50,637	14,965	7,217							4,420	5,755			6,779	279,981	376,208
7:45	3,511	50,637	14,965	7,217							4,420	5,755			6,779	282,924	376,208
8:00	78,265	10,871	6,713	5,663							6,190	7,313			6,779	254,414	376,208
8:30	38,793	9,209	9,955	5,663							10,164	13,057			14,879	274,487	376,208
9:00	52,710	3,347	4,697	7,839							15,607	14,983	4,468		23,499	249,058	376,208
9:30	50,653	3,347	3,138	2,943							15,607	16,537	4,468		21,729	257,786	376,208
10:00	9,474		1,661	2,943							13,627	7,562	4,468		16,841	319,631	376,208
10:30	1,980			1,952							9,206	3,803		6,420	5,463	347,383	376,208
11:00											1,770			1,952	3,511	368,974	376,208
11:30														1,952		374,256	376,208
Total Avg	6,411	4,775	3,499		1,325	204	70				2,048	4,789		544	3,354	349,189	376,208
maximum	78,265	50,637	14,965		7,839	1,725	1,725				15,607	17,380		6,420	23,499	376,208	
std.dev.	15,552	10,616	3,582		2,438	553	345				4,060	5,588		1,464	5,307	35,550	

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>																376,208	376,208
<b>4:30</b>																376,208	376,208
<b>5:00</b>																376,208	376,208
<b>5:30</b>																376,208	376,208
<b>6:00</b>																376,208	376,208
<b>6:30</b>											1,311					374,897	376,208
<b>7:00</b>											1,311					374,897	376,208
<b>7:30</b>																376,208	376,208
<b>8:00</b>	1,311												1,489		1,489	371,919	376,208
<b>8:30</b>	1,311												1,489		1,489	371,919	376,208
<b>9:00</b>	2,815	1,504														1,307	370,582
<b>9:30</b>	2,815	1,504														1,307	370,582
<b>10:00</b>	1,504	1,504														1,307	371,893
<b>10:30</b>	1,504	1,504														5,064	368,136
<b>11:00</b>	2,815	1,504		1,311												1,307	369,272
<b>11:30</b>	1,311			1,311												1,307	372,280
<b>Noon</b>	6,477			1,311							1,451					1,307	365,663
<b>12:30</b>	2,617	1,242		1,311							1,451						369,587
<b>1:00</b>	2,617	1,451														1,209	370,931
<b>1:30</b>	2,617	1,451														1,209	370,931
<b>2:00</b>	4,106	2,660	1,775									3,950	2,516	1,311			359,891
<b>2:30</b>	4,106	2,660	1,775									3,950	2,516	1,311			359,891
<b>3:00</b>	18,669	4,111										2,639	1,209	1,311	5,155		343,114
<b>3:30</b>	8,542	15,827									1,451	2,639	1,209	1,311			345,230
<b>4:00</b>	2,698	8,503		1,311							8,688	5,488	1,209	1,311	1,451		345,550
<b>4:30</b>	1,489	2,848		1,311							8,688	5,488	1,209	1,311	2,758		351,107
<b>5:00</b>	4,227	4,490			1,311						5,889	1,451			2,758		356,083
<b>5:30</b>	5,538	6,132			1,311						5,889				2,758		354,581
<b>6:00</b>	13,733	11,341	1,642			1,209					1,307		1,209		7,151		338,617
<b>6:30</b>	15,512	14,177				1,209					1,642		1,209		4,533		337,926
<b>7:00</b>	20,136	20,010				1,209					1,642	6,610			3,082		323,519
<b>7:30</b>	18,647	57,802	34,177			1,209					2,953	6,610			1,632		253,179
<b>7:45</b>	18,647	57,802	34,177			1,209					1,311	6,610			1,632		254,821
<b>8:00</b>	129,498	21,092	11,448								2,617	4,513	7,661	3,604	7,296		188,478
<b>8:30</b>	39,364	31,581	12,260	6,626							8,065	8,100	6,210	6,442	20,042		237,518
<b>9:00</b>	33,791	27,823	7,081	7,933							16,950	7,911	5,001	6,442	36,524		226,751
<b>9:30</b>	25,668	11,781	5,492	7,933							16,950	7,911	5,001	6,442	36,524		252,506
<b>10:00</b>	10,660	2,840	2,762	6,626	4,344						12,686	3,587	5,001	7,749	34,892		285,061
<b>10:30</b>	6,655	2,762	1,311	3,093	4,344						6,853	5,496	5,001	7,749	22,935		310,010
<b>11:00</b>			1,311			2,893					4,256	5,496		3,604			358,649
<b>11:30</b>			1,311			2,893					4,256	5,496					362,252
<b>Total Avg</b>	8,396	6,488	2,378	160	711	419	0	0	0	0	2,400	1,917	1,003	1,018	4,274	347,044	376,208
<b>maximum</b>	129,498	57,802	34,177	1,311	7,933	4,344	0	0	0	0	16,950	8,100	7,661	7,749	36,524	376,208	
<b>std.dev.</b>	19,876	13,036	7,133	434	2,051	1,053	0	0	0	0	4,223	2,788	1,903	2,189	9,301	46,693	

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
MNight																376,208	376,208
0:30																376,208	376,208
1:00																376,208	376,208
1:30																376,208	376,208
2:00																376,208	376,208
2:30																376,208	376,208
3:00																376,208	376,208
3:30																376,208	376,208
4:00																376,208	376,208
4:30																376,208	376,208
5:00																376,208	376,208
5:30																376,208	376,208
6:00																376,208	376,208
6:30															1,199	375,009	376,208
7:00											1,437	1,265			1,199	372,307	376,208
7:30												1,265			1,199	373,744	376,208
8:00												1,265			1,199	373,744	376,208
8:30	1,933											1,265			1,199	371,812	376,208
9:00	1,933														4,235	370,040	376,208
9:30	5,446														4,235	366,527	376,208
10:00	6,795														3,410	366,004	376,208
10:30	6,795														3,410	366,004	376,208
11:00	6,795								1,476			1,265				366,672	376,208
11:30	4,862								1,476			1,265				368,605	376,208
Noon	1,349										1,349	2,702				370,809	376,208
12:30	1,349										1,349	2,702				370,809	376,208
1:00	1,349					2,613					1,349				1,265	369,632	376,208
1:30	1,349					2,613									1,265	370,981	376,208
2:00	2,749					2,613						4,488			4,117	362,241	376,208
2:30	6,422					2,613						6,226			4,117	356,829	376,208
3:00	16,038	2,933				1,349					1,575	4,488	1,476		4,065	344,285	376,208
3:30	2,840	10,878	1,349			1,349					1,575	4,488			2,717	351,014	376,208
4:00	3,149	4,090	1,585			1,349		1,349			1,575	6,072	1,265		6,609	349,166	376,208
4:30	1,575	1,265	1,585			1,349		1,349				4,254	1,265		6,609	356,958	376,208
5:00	1,575		2,985					1,349			1,575	8,925	1,265		5,621	352,914	376,208
5:30	1,575		4,918	3,671				1,349			1,575	7,187	1,265		4,184	350,485	376,208
6:00	13,380	4,995	6,266	3,671								6,020	1,476	3,410	2,784	334,206	376,208
6:30	5,268	12,360	6,355								1,349	7,759		3,410	2,784	336,925	376,208
7:00	5,268	10,535	10,723				1,437				8,929	5,369		2,113	4,184	327,651	376,208
7:30	6,308	49,609	28,182				1,437				10,277	10,148		2,113	4,184	263,950	376,208
7:45	6,308	50,874	28,182				1,437				10,277	10,148		2,113	4,184	262,685	376,208
8:00	96,157	14,413	20,863				1,437				7,889	13,455		4,151	1,349	216,495	376,208
8:30	23,162	13,113	21,956	4,886			4,283				5,792	23,033		4,151	8,584	267,250	376,208
9:00	16,601	14,153	18,882	6,471			2,698				8,584	26,922	5,239	2,038	14,098	260,521	376,208
9:30	13,256	10,043	12,264	6,471			2,698				6,794	28,187	5,239	2,038	17,829	271,390	376,208
10:00	8,609	1,437	5,235	4,498			1,261				6,930	23,328	5,239	2,038	16,378	301,255	376,208
10:30	7,157	1,437		4,498							6,930	18,412	3,654		9,024	325,095	376,208
11:00	1,261	1,437									4,053	1,437	3,654		5,215	359,150	376,208
11:30	1,261												3,654		1,585	369,708	376,208
Total Avg	5,712	4,155	3,497		697	323	341		170		1,860	4,762	605	666	3,144	350,277	376,208
maximum	96,157	50,874	28,182		6,471	2,613	4,283		1,476		10,277	28,187	5,239	4,151	17,829	376,208	
std.dev.	14,154	10,532	7,466		1,775	784	879		461		3,133	7,424	1,506	1,192	4,131	39,189	

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
MNight															376,208	376,208
0:30															376,208	376,208
1:00															376,208	376,208
1:30															376,208	376,208
2:00															376,208	376,208
2:30															376,208	376,208
3:00															376,208	376,208
3:30															376,208	376,208
4:00															376,208	376,208
4:30															376,208	376,208
5:00															376,208	376,208
5:30															376,208	376,208
6:00											1,291				374,917	376,208
6:30		2,844									1,291				372,073	376,208
7:00		2,844									1,291			1,291	370,781	376,208
7:30		1,467									1,291			1,291	372,158	376,208
8:00		4,366									1,291			1,618	368,932	376,208
8:30		4,366			1,430						1,291			1,618	367,503	376,208
9:00	1,377	5,590									1,291			1,618	366,332	376,208
9:30	2,568	9,962	1,224								1,291			1,618	359,545	376,208
10:00	2,984	9,962	1,224								1,291				360,747	376,208
10:30	2,984	9,962									1,291				361,971	376,208
11:00	2,754	4,123									1,291				368,040	376,208
11:30	1,377	4,123								1,291					369,417	376,208
Noon	6,854	4,123								1,291				2,439	361,500	376,208
12:30	1,291	5,741								1,291				2,439	365,445	376,208
1:00	1,291	4,123								1,291				2,439	367,063	376,208
1:30	1,291	4,123	1,467				1,467			1,291				2,439	364,129	376,208
2:00	2,909	5,590	1,467				1,467			1,291	6,739		1,291		355,453	376,208
2:30	2,909	5,590	1,467				1,467			1,291	5,362		1,291		356,830	376,208
3:00	16,410	8,585								3,040	5,362		1,291		341,520	376,208
3:30	5,804	20,447								3,040	5,362		1,291		340,264	376,208
4:00	1,377	9,321		1,191						1,291	4,492			3,393	355,143	376,208
4:30	1,377	6,881	2,797							1,291	3,063			3,393	357,406	376,208
5:00	1,377	5,590	5,450		2,621					1,291	2,664	1,288		3,393	352,534	376,208
5:30	1,377	5,590	6,674		2,621					1,291	1,377	1,288		3,393	352,597	376,208
6:00	7,257	5,730	7,966		2,621					1,291	1,467			6,041	343,836	376,208
6:30	4,132	9,781	7,966		1,191					2,483	1,467		3,481	6,041	339,668	376,208
7:00	5,561	9,680	12,607		4,142					8,009			4,948	7,602	323,659	376,208
7:30	6,943	36,785	25,178		2,851					6,818	3,674		3,242	7,151	283,567	376,208
7:45	5,476	36,785	25,178		2,851					6,818	3,674		3,242	7,151	285,034	376,208
8:00	87,447	12,645	15,857							4,101	1,191	9,201	4,012	11,192	230,562	376,208
8:30	83,108	9,761	11,524		4,728					13,105	7,261	9,201	5,787	17,024	214,708	376,208
9:00	86,361	9,761	9,413		5,919					18,220	8,548	6,962	5,787	24,282	200,954	376,208
9:30	82,959	8,385	5,312		5,919					17,118	11,127	6,962	5,787	19,590	213,049	376,208
10:00	68,588	8,385	4,021		4,728					17,118	13,377	5,480	6,835	17,806	229,871	376,208
10:30	59,889	7,161	4,546							12,896	12,000	5,480	6,835	14,076	253,326	376,208
11:00	16,535	3,075	1,749							5,920	7,954	1,291	4,290	6,995	328,399	376,208
11:30	9,902	3,075	1,749							3,946	6,336		2,808	6,995	341,397	376,208
Total Avg	11,887	6,251	3,160	24	849		90			2,819	2,586	962	1,270	3,762	342,547	376,208
maximum	87,447	36,785	25,178	1,191	5,919		1,467			18,220	13,377	9,201	6,835	24,282	376,208	
std.dev.	25,506	7,677	5,951	170	1,689		355			4,865	3,445	2,441	2,149	5,818	49,595	

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
MNight																376,208	376,208
0:30																376,208	376,208
1:00																376,208	376,208
1:30																376,208	376,208
2:00																376,208	376,208
2:30																376,208	376,208
3:00																376,208	376,208
3:30																376,208	376,208
4:00																376,208	376,208
4:30																376,208	376,208
5:00																376,208	376,208
5:30																376,208	376,208
6:00																376,208	376,208
6:30																376,208	376,208
7:00																376,208	376,208
7:30																376,208	376,208
8:00																376,208	376,208
8:30																376,208	376,208
9:00	1,580															374,628	376,208
9:30	1,580											3,682				370,946	376,208
10:00	3,155															373,053	376,208
10:30	3,155															373,053	376,208
11:00	3,155															373,053	376,208
11:30	3,155															373,053	376,208
Noon	3,033		1,685												1,580	369,911	376,208
12:30	6,070		1,685													368,453	376,208
1:00	13,024	1,580	1,685				1,575				1,685					356,659	376,208
1:30	13,024	1,580	1,685				1,575				1,685				5,785	350,874	376,208
2:00	8,238	1,580	3,434				1,575								7,470	353,911	376,208
2:30	8,238	1,580	3,434												7,470	355,487	376,208
3:00	6,066		1,685												9,314	359,144	376,208
3:30	6,066	3,434	1,685												9,314	355,710	376,208
4:00	4,835	1,749	1,685								5,785				11,965	350,188	376,208
4:30	3,151		3,498								5,785				13,779	349,995	376,208
5:00	5,118		5,078	1,575							1,813				8,841	353,782	376,208
5:30	5,118		3,265	1,575							1,813				7,028	357,409	376,208
6:00	6,698		5,014	1,575		1,967					5,462				3,627	351,865	376,208
6:30	7,686	4,345	5,014	1,575		1,967					7,257				3,608	344,756	376,208
7:00	6,188	6,140	5,014								10,693	3,389	4,606		5,452	334,725	376,208
7:30	4,731	36,563	9,272								1,813	8,726	3,389	2,639	5,452	303,622	376,208
7:45	6,416	33,578	7,587								1,813	8,726	3,389	2,639	3,657	308,402	376,208
8:00	71,213	10,589	3,434								6,524	10,898	3,389		1,813	268,347	376,208
8:30	38,840	1,575	5,247								6,524	14,386	6,028		1,967	301,640	376,208
9:00	50,725	1,457	5,247			1,813					20,401	15,722	6,028		3,934	270,880	376,208
9:30	52,686	1,457	6,827								20,401	15,722	3,389		5,729	269,997	376,208
10:00	55,137		3,563								19,631	5,660	1,575	3,436	5,729	281,477	376,208
10:30	50,257		3,563								16,360	9,222	1,575	3,436	1,795	289,999	376,208
11:00	36,398										14,908	3,563	1,575	3,436		316,329	376,208
11:30	36,693										11,146	7,822	1,575			318,972	376,208
Total Avg	10,641	2,188	1,842		129	37	177				2,818	2,603	720	412	2,557	352,083	376,208
maximum	71,213	36,563	9,272		1,575	1,813	1,967				20,401	15,722	6,028	4,606	13,779	376,208	
std.dev.	17,998	7,115	2,431		436	259	533				5,798	4,659	1,545	1,139	3,685	33,084	

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

# TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	f Living	Xeik	iTV	Parliament TV	Owners' Best	RAI <sup>[1]</sup>	Mediaset <sup>[2]</sup>	BBC <sup>[3]</sup>	Discovery Channels <sup>[4]</sup>	Other Station	NONE	TOTAL
<b>MNight</b>																376,208	376,208
<b>0:30</b>																376,208	376,208
<b>1:00</b>																376,208	376,208
<b>1:30</b>																376,208	376,208
<b>2:00</b>																376,208	376,208
<b>2:30</b>																376,208	376,208
<b>3:00</b>																376,208	376,208
<b>3:30</b>																376,208	376,208
<b>4:00</b>																376,208	376,208
<b>4:30</b>																376,208	376,208
<b>5:00</b>																376,208	376,208
<b>5:30</b>																376,208	376,208
<b>6:00</b>															1,867	374,341	376,208
<b>6:30</b>															1,867	374,341	376,208
<b>7:00</b>													3,103		4,970	368,135	376,208
<b>7:30</b>													3,103		4,970	368,135	376,208
<b>8:00</b>		5,898			1,643								3,103		3,103	362,460	376,208
<b>8:30</b>		7,537			1,643								3,103		3,103	360,822	376,208
<b>9:00</b>		10,640			3,702								3,103		5,021	353,742	376,208
<b>9:30</b>		10,640			2,059								3,103		5,021	355,385	376,208
<b>10:00</b>	3,902	7,537	2,059	1,643	2,059								3,103		7,066	348,839	376,208
<b>10:30</b>	3,902	7,537	2,059	1,643	2,059								3,103		5,149	350,757	376,208
<b>11:00</b>	3,902	10,184	3,702	1,643	2,059								3,103		5,149	346,466	376,208
<b>11:30</b>	4,346	11,199	3,702	1,643	2,059								3,103		5,149	345,006	376,208
<b>Noon</b>	31,438	6,914	3,702										3,103		3,103	327,947	376,208
<b>12:30</b>	26,805	6,914	2,059							2,059			3,103		3,103	332,166	376,208
<b>1:00</b>	24,479	3,811			3,104					2,059			3,103	1,886	3,103	334,663	376,208
<b>1:30</b>	24,479	3,811			3,104								3,103	1,886	3,103	336,722	376,208
<b>2:00</b>	22,082	5,728			4,856								3,103	1,886	6,676	331,876	376,208
<b>2:30</b>	22,082	5,728			1,752							3,104	3,103	1,886	8,562	329,990	376,208
<b>3:00</b>	12,240	5,728	3,635		3,504							3,104	3,103	3,573	10,608	330,713	376,208
<b>3:30</b>	8,429	5,728	3,635		3,504							3,104	3,103	3,573	10,608	334,524	376,208
<b>4:00</b>	8,429	5,728	3,635		7,077				2,059	2,059	8,330	3,103	3,573		9,074	323,140	376,208
<b>4:30</b>	8,429	5,728	3,635		7,077				2,059	2,059	8,330	3,103			9,074	326,713	376,208
<b>5:00</b>	8,429	5,728	3,635		10,830				2,059	2,059	5,163	3,103			8,946	326,256	376,208
<b>5:30</b>	6,914	7,244	3,635		10,830				2,059	2,059	2,059	3,103			8,946	329,360	376,208
<b>6:00</b>	5,447	7,244			8,814				2,059	1,516	2,059	3,103			5,021	340,947	376,208
<b>6:30</b>	1,643	9,130	1,752		8,814				2,059	3,574	5,990	3,103			5,021	335,122	376,208
<b>7:00</b>	1,643	12,635	1,752		6,928				2,059	6,319	9,158	3,103			8,594	324,017	376,208
<b>7:30</b>	1,643	28,617	22,152		5,176				2,059	6,319	9,158	3,103			8,594	289,387	376,208
<b>7:45</b>	1,643	28,617	22,152		5,176				2,059	6,319	9,158	3,103			8,594	289,387	376,208
<b>8:00</b>	107,904	15,103	12,698		1,867				2,059	7,888	5,856	3,103	3,104		10,480	206,147	376,208
<b>8:30</b>	63,842	12,698	34,263		1,867		1,752		2,059	11,462	16,018	3,103	3,104		27,061	198,980	376,208
<b>9:00</b>	51,696	5,326	23,030		1,867		1,752			15,579	15,727	3,103	3,104		25,076	229,947	376,208
<b>9:30</b>	36,672	3,811	10,795		1,867		1,752			13,521	15,949	3,103			25,715	263,024	376,208
<b>10:00</b>	5,689	3,811	2,059							10,489	15,305	6,730			21,771	310,354	376,208
<b>10:30</b>	3,772	3,811	2,059							4,804	8,238	6,730			13,943	332,851	376,208
<b>11:00</b>	1,886									2,059	8,238				1,918	362,108	376,208
<b>11:30</b>										2,059	4,971				1,918	367,261	376,208
<b>Total Avg</b>	10,281	5,526	3,506	134	2,353			107	462	2,128	3,245	2,238	563	6,144	339,521	376,208	
<b>maximum</b>	107,904	28,617	34,263	1,643	10,830			1,752	2,059	15,579	16,018	6,730	3,573	27,061	376,208		
<b>std.dev.</b>	19,935	6,400	7,230	455	3,045			424	868	3,817	4,919	1,730	1,172	6,758	42,324		

<sup>[1]</sup> RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

<sup>[2]</sup> Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24

<sup>[3]</sup> BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

<sup>[4]</sup> Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet