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MALTA
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT
JULY 2015**

**MARIO AXIAK B.A. HONS.(MANAGEMENT), M.B.A. (MAASTRICHT)
HEAD RESEARCH & COMMUNICATIONS
BROADCASTING AUTHORITY
7 MILE END ROAD
HAMRUN HMR 1719**

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BROADCASTING AUTHORITY
MILE END ROAD, HAMRUN HMR1719, MALTA
TEL: 2122 1281, 2124 7908
FAX: 2124 0855
E-MAIL: info.ba@ba.org.mt
WEB: <http://www.ba.org.mt>**

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1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

For the broadcasting season starting October 2014, the Authority made arrangements with the N.S.O. so that data is collected for one month within a specific quarter and a report detailing the salient results is published at the end of that broadcasting quarter.

During this broadcasting season the first set of data was collected during the month of October 2014, the second data-set was collected during the month of February 2015 while the last batch was collected during the month of July. 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.

As in previous audience assessments, the N.S.O. selected the sample, administered the survey and collected the data and while allowing for a 50% response rate selected a stratified random sample based on gender, age, and district population distribution. A total of forty daily respondents were compiled giving a total sample of 1,240 questionnaires.

For July 2015, 54.34% of all contacted persons accepted to participate while 4.03% refused. The youngest person interviewed was 12 years old while the eldest person contacted was 96 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate				
	Jul 2015		Feb 2015	Oct 2014
Responses	Quest.	%	%	
Accepted	1,240	54.34%	51.31%	51.37%
Refusal	92	4.03%	2.11%	3.27%
Non Contact	496	21.74%	15.85%	17.44%
Unreachable	431	18.89%	30.65%	27.67%
Ineligible	23	1.01%	0.09%	0.25%
Contacted	2,282	100.00%	100%	100.0%
Not Used	198			
Total	2,480			

For the data-set of July 2015 a response rate of 54.34%, an estimated population size of 386,292 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.77\%$.

Margin of Error							
Total	[n]	1,240					
	[±]	2.77%					
Gender		Male	Female				
	[n]	618	622				
	[±]	3.92%	3.91%				
Age-Group		12-20	21-30	31-50	51-70	71+	
	[n]	158	169	376	367	179	
	[±]	8.02%	7.51%	5.03%	5.09%	7.30%	
District		South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
	[n]	232	366	191	171	189	92
	[±]	6.41%	5.10%	7.06%	7.46%	7.10%	10.18%
Weekday		Mondays	Tuesdays	Wednesdays	Thursday	Fridays	Saturdays
	[n]	160	160	200	200	200	160
	[±]	7.72%	7.72%	6.90%	6.90%	6.90%	7.72%

[Based on the weighted sample]

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:

Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	121	55	66	16	30	24	19	17	15
	9.8%	10.0%	9.6%	6.9%	9.0%	11.8%	10.9%	8.9%	14.0%
	100.0%	45.5%	54.5%	13.2%	24.8%	19.8%	15.7%	14.0%	12.4%
21-30	138	73	65	20	34	25	23	27	9
	11.1%	13.2%	9.4%	8.7%	10.1%	12.3%	13.2%	14.2%	8.4%
	100.0%	52.9%	47.1%	14.5%	24.6%	18.1%	16.7%	19.6%	6.5%
31-50	316	133	183	46	89	63	38	52	28
	25.5%	24.1%	26.6%	19.9%	26.6%	31.0%	21.8%	27.4%	26.2%
	100.0%	42.1%	57.9%	14.6%	28.2%	19.9%	12.0%	16.5%	8.9%
51-70	445	198	247	98	119	66	60	68	34
	35.9%	35.9%	35.8%	42.4%	35.5%	32.5%	34.5%	35.8%	31.8%
	100.0%	44.5%	55.5%	22.0%	26.7%	14.8%	13.5%	15.3%	7.6%
71+	220	92	128	51	63	25	34	26	21
	17.7%	16.7%	18.6%	22.1%	18.8%	12.3%	19.5%	13.7%	19.6%
	100.0%	41.8%	58.2%	23.2%	28.6%	11.4%	15.5%	11.8%	9.5%
Total	1240	551	689	231	335	203	174	190	107
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.4%	55.6%	18.6%	27.0%	16.4%	14.0%	15.3%	8.6%

Weighted Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	148	70	79	25	42	27	19	19	16
	12.0%	11.3%	12.7%	10.9%	11.4%	14.1%	11.4%	10.3%	17.0%
	100.0%	46.9%	53.1%	17.1%	28.1%	18.2%	13.1%	13.0%	10.6%
21-30	169	94	75	32	47	28	24	30	9
	13.6%	15.3%	12.0%	13.7%	12.8%	14.5%	14.2%	15.7%	9.9%
	100.0%	55.8%	44.2%	18.8%	27.7%	16.3%	14.3%	17.5%	5.4%
31-50	376	193	184	65	110	62	52	63	23
	30.3%	31.2%	29.5%	28.2%	30.1%	32.3%	30.7%	33.4%	25.4%
	100.0%	51.2%	48.8%	17.4%	29.3%	16.4%	13.9%	16.8%	6.2%
51-70	367	178	189	73	109	54	48	55	28
	29.6%	28.9%	30.3%	31.5%	29.9%	28.4%	27.9%	29.1%	30.4%
	100.0%	48.6%	51.4%	19.9%	29.8%	14.7%	13.0%	15.0%	7.6%
71+	179	83	96	36	58	20	27	22	16
	14.4%	13.4%	15.5%	15.6%	15.8%	10.7%	15.8%	11.5%	17.3%
	100.0%	46.3%	53.7%	20.2%	32.2%	11.4%	15.1%	12.1%	8.9%
Total	1240	618	622	232	366	191	171	189	92
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

Population Demographics									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	46,215	21,684	24,530	7,892	12,969	8,389	6,045	6,031	4,889
	12.0%	11.3%	12.7%	10.9%	11.4%	14.1%	11.4%	10.3%	17.0%
	100.0%	46.9%	53.1%	17.1%	28.1%	18.2%	13.1%	13.0%	10.6%
21-30	52,719	29,399	23,320	9,911	14,605	8,595	7,560	9,217	2,832
	13.6%	15.3%	12.0%	13.7%	12.8%	14.5%	14.2%	15.7%	9.9%
	100.0%	55.8%	44.2%	18.8%	27.7%	16.3%	14.3%	17.5%	5.4%
31-50	117,171	60,006	57,165	20,378	34,348	19,159	16,338	19,641	7,305
	30.3%	31.2%	29.5%	28.2%	30.1%	32.3%	30.7%	33.4%	25.4%
	100.0%	51.2%	48.8%	17.4%	29.3%	16.4%	13.9%	16.8%	6.2%
51-70	114,390	55,598	58,792	22,716	34,073	16,865	14,877	17,110	8,750
	29.6%	28.9%	30.3%	31.5%	29.9%	28.4%	27.9%	29.1%	30.4%
	100.0%	48.6%	51.4%	19.9%	29.8%	14.7%	13.0%	15.0%	7.6%
71+	55,798	25,860	29,938	11,292	17,985	6,374	8,409	6,766	4,973
	14.4%	13.4%	15.5%	15.6%	15.8%	10.7%	15.8%	11.5%	17.3%
	100.0%	46.3%	53.7%	20.2%	32.2%	11.4%	15.1%	12.1%	8.9%
Total	386,292	192,547	193,745	72,188	113,979	59,382	53,229	58,765	28,749
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

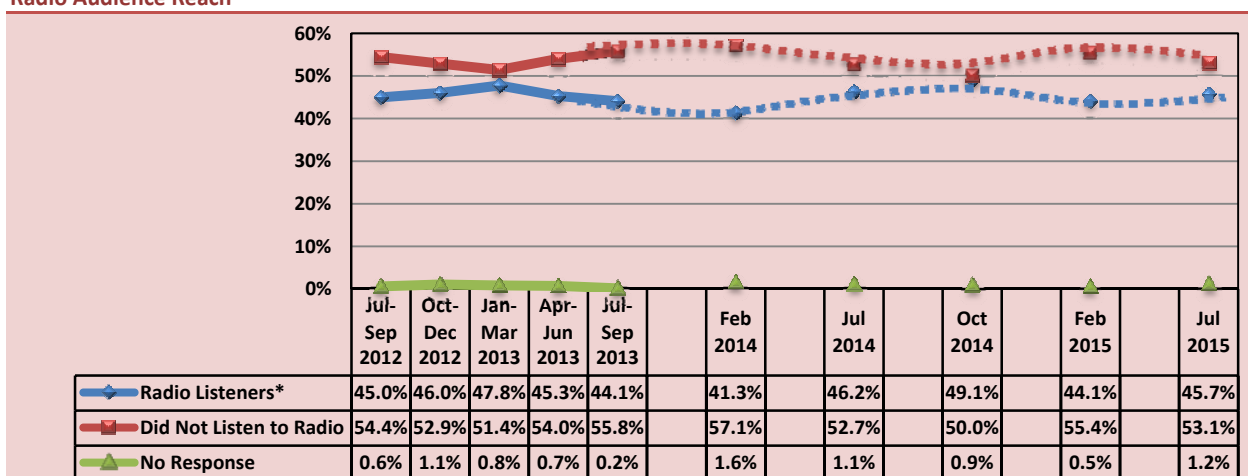
[Count; Col%; Row%]

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 July 2015, 45.7% stated that they had listened to radio the day before the interview, 53.1% categorically stated that they had not listened to radio, while 1.2% did not reply. This means that a total of 176,700 persons, aged 12 or over, followed at least one radio station. On the other hand 12 respondents [≈3,313; 0.86%] replied that they do not have a radio set. Compared to previously collected data of February 2015, there was an increase of 1.6% of radio listeners but a decrease of 0.5% over the equivalent period last year (July 2014) - see below:

Radio Audience Reach



* Includes "No Particular Radio Station" and "Did not remember which station"

On average 176,700 persons (45.7%) aged 12 or over followed at least one radio station during July 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	386,292	176,684	205,033	4,574	100	45.74	53.08	1.18
Gender								
Males	192,547	93,041	96,136	3,370	100	48.32	49.93	1.75
Females	193,745	83,643	108,898	1,205	100	43.17	56.21	0.62
	386,292	176,684	205,033	4,574				
Age group								
12-20	46,215	15,103	31,112		100	32.68	67.32	
21-30	52,719	27,727	24,562	430	100	52.59	46.59	0.82
31-50	117,171	56,593	58,927	1,651	100	48.30	50.29	1.41
51-70	114,390	54,480	57,831	2,078	100	47.63	50.56	1.82
71+	55,798	22,781	32,601	416	100	40.83	58.43	0.74
	386,292	176,684	205,033	4,574				
District								
South Harbour	72,188	32,342	39,175	672	100	44.80	54.27	0.93
North Harbour	113,979	57,360	54,628	1,991	100	50.32	47.93	1.75
South Eastern	59,382	25,100	33,424	857	100	42.27	56.29	1.44
Western	53,229	22,314	30,286	629	100	41.92	56.90	1.18
Northern	58,765	30,078	28,687		100	51.18	48.82	0.00
Gozo & Comino	28,749	9,491	18,833	426	100	33.01	65.51	1.48
	386,292	176,684	205,033	4,574				

*Includes those who "did not remember which station they followed" [≈4,079] and those who "did not follow any particular radio station" [≈5,472].

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, 53 listeners named a second station while another 4 respondents named a third radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

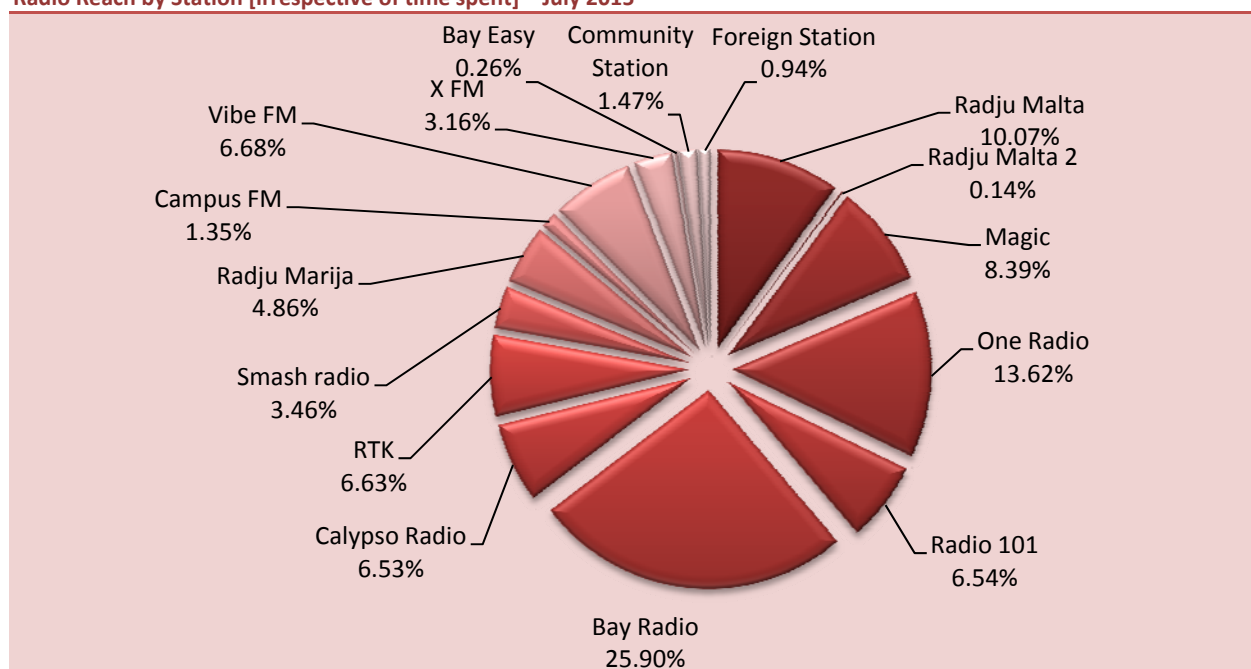
Percentage Reach by Radio Station

		Total %	Gender		Age Groups					District					
			Male	Female	12-20	21-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	[3]	10.07	7.86	12.55	2.03	1.55	8.40	17.31	11.95	13.43	6.37	11.65	9.70	12.93	8.86
Radju Malta 2	[16]	0.14	0.26					0.43				1.10			
Magic	[4]	8.39	9.48	7.16	7.87	6.32	15.82	4.41	1.16	4.91	9.68	4.55	16.67	9.00	
ONE Radio	[2]	13.62	13.88	13.33		2.50	9.90	23.87	20.52	14.19	13.67	15.65	15.73	8.69	18.67
Radio 101	[7]	6.54	8.25	4.62			3.96	10.90	15.09	4.38	8.59	5.52	5.56	6.35	6.54
Bay Radio	[1]	25.90	25.04	26.86	77.19	45.69	31.23	6.05	2.03	24.16	26.18	27.86	16.21	30.26	33.67
Calypso Radio	[8]	6.53	7.30	5.66	0.00	1.89	6.16	10.72	6.87	6.46	5.88	6.04	10.29	3.86	12.40
RTK	[6]	6.63	5.39	8.03	2.71	2.32	3.82	11.47	9.86	6.89	6.90	2.63	7.74	9.13	2.22
Smash Radio	[10]	3.46	4.36	2.45	3.31	4.41	5.39	2.32		8.29	2.61	4.64	2.34		3.27
Radju Marija	[9]	4.86	2.36	7.66				6.55	23.71	3.66	5.87	6.68	1.05	5.71	4.43
Campus FM	[13]	1.35	2.08	0.54			1.04	3.18			1.02	1.10	3.29	2.61	
Vibe FM	[5]	6.68	7.42	5.85	4.18	23.95	7.77	0.54		7.62	8.01	7.20	3.46	6.12	3.04
X FM	[11]	3.16	4.41	1.76	2.71	10.22	3.72	0.54		2.68	3.40	3.07	4.10	3.56	
Bay Easy	[15]	0.26	0.28	0.24				0.47	0.97					0.82	2.22
Community	[12]	1.47	0.50	2.55			1.73	0.81	5.45	2.57	1.81	1.12		0.00	4.70
Foreign	[14]	0.94	1.12	0.73		1.16	1.05	0.43	2.39	0.76		1.18	3.86	0.96	
Total		100	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 [25.9%], or one-fourth of all radio listeners with 48,171 listeners. This station was followed by ONE Radio with 13.62% of all listeners and Radju Malta with 10.07%. Bay Radio was the most followed station by all those under fifty years old. ONE Radio, on the other hand, was the most followed station by all those over fifty years old.

Radio Reach by Station [irrespective of time spent] – July 2015



2.2 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. 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.

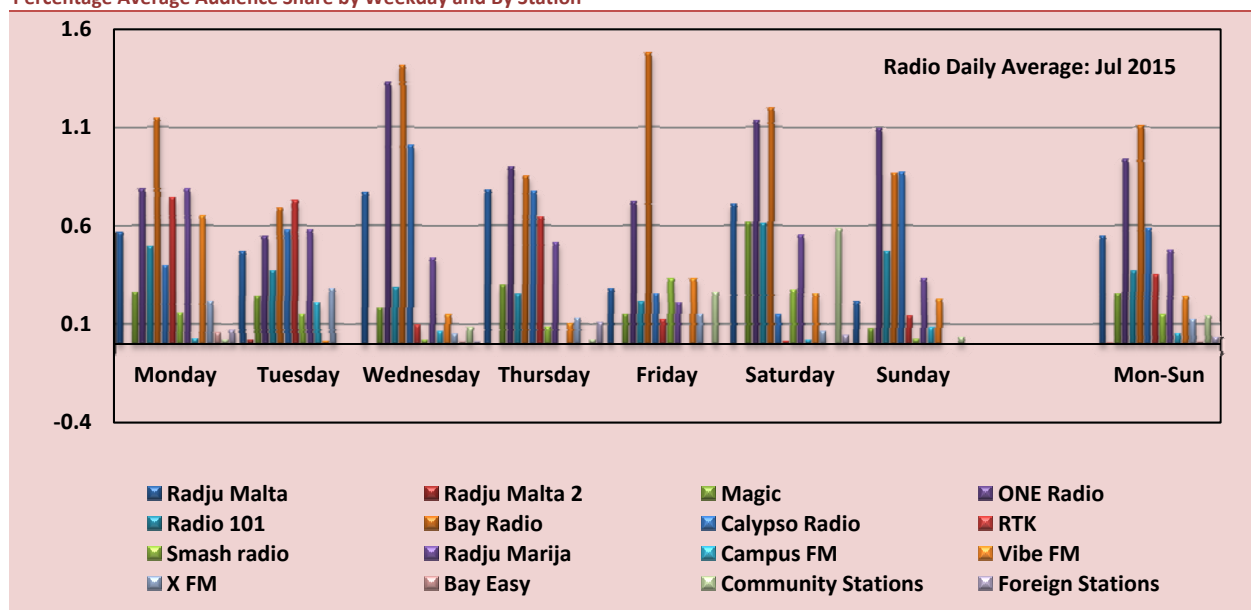
2.2. A AVERAGE AUDIENCES BY STATION

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. Bay Radio attained the highest average of all the stations with 1.103% followed by ONE Radio [0.932%] and Calypso Radio [0.584%]. Bay Radio had the highest average amongst all stations on Mondays, Wednesdays, Fridays [1.474%], and Saturdays while ONE Radio had the highest average amongst all stations on Thursdays and Sundays. RTK had the highest average amongst all stations on Tuesdays.

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	Bay Easy	Community Station	Foreign Station	Highest
Monday	0.562		0.259	0.785	0.493	1.144	0.397	0.743	0.154	0.785	0.027	0.648	0.215	0.053	0.018	0.067	1.144
Tuesday	0.469	0.020	0.239	0.543	0.369	0.685	0.574	0.726	0.149	0.579	0.208	0.012	0.279				0.726
Wednesday	0.766		0.183	1.325	0.284	1.412	1.006	0.093	0.017	0.436	0.062	0.146	0.049	0.009	0.080		1.412
Thursday	0.780		0.295	0.899	0.250	0.848	0.774	0.645	0.084	0.512		0.101	0.129		0.020	0.107	0.899
Friday	0.280		0.150	0.724	0.211	1.474	0.253	0.123	0.327	0.209		0.329	0.150		0.261		1.474
Saturday	0.708		0.613	1.132	0.612	1.193	0.147	0.011	0.273	0.548	0.019	0.255	0.062		0.583	0.041	1.193
Sunday	0.212		0.075	1.095	0.467	0.866	0.867	0.139	0.021	0.332	0.082	0.225			0.032		1.095
Mon-Sun	0.546	0.003	0.254	0.932	0.368	1.103	0.584	0.347	0.147	0.473	0.053	0.237	0.124	0.008	0.140	0.033	1.103
Highest	0.780	0.020	0.613	1.325	0.612	1.474	1.006	0.743	0.327	0.785	0.208	0.648	0.279	0.053	0.583	0.107	

Percentage Average Audience Share by Weekday and By Station

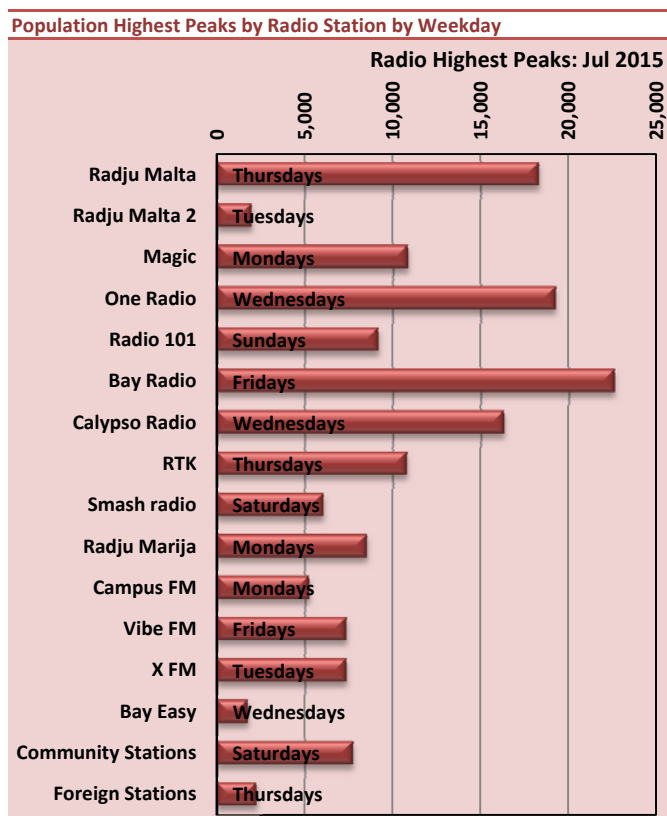


2.2. B PEAK AUDIENCES BY STATION

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, Bay Radio had the highest peak of all audiences by station on Fridays with 5.513% [22,588]. This was followed by that attained by ONE Radio on Wednesdays [4.777%; ≈19,266] and that of Radju Malta on Thursdays [4.446%; ≈18,305].

Bay Radio also attained the highest peaks amongst all the other stations on all the weekdays.



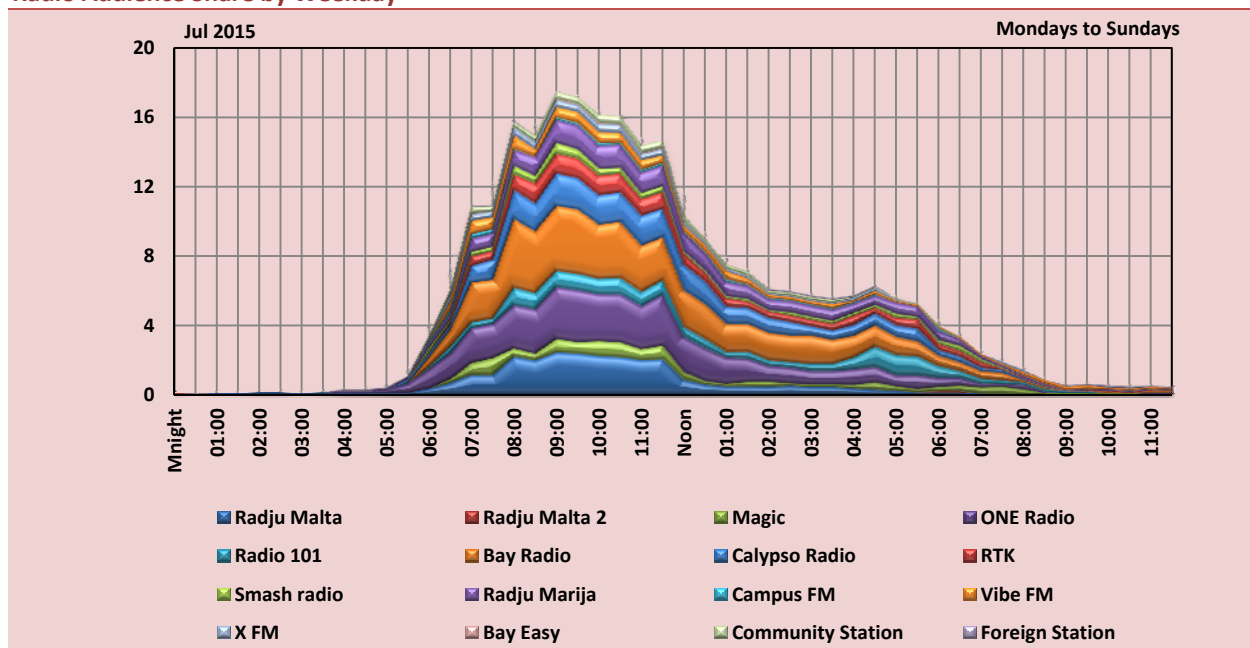
Percentage Highest Peaks by Radio Station by Weekday

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	Bay Easy	Community Station	Foreign Station	Highest
Monday	3.971		2.669	3.018	2.122	5.087	1.721	1.941	1.086	2.100	1.289	1.728	1.235	0.427	0.427	0.543	5.087
Tuesday	2.424	0.488	1.271	2.330	1.538	3.167	2.187	2.145	0.893	1.995	1.076	0.563	1.808				3.167
Wednesday	2.347		2.565	4.777	1.630	5.246	4.044	0.602	0.838	1.956	0.497	1.230	0.674	0.433	0.318	0.401	5.246
Thursday	4.446		1.075	3.607	1.308	5.297	2.015	2.627	0.599	1.617		0.984	1.011		0.487	0.544	5.297
Friday	1.655		0.995	3.332	1.161	5.513	1.580	1.323	1.035	1.151		1.798	1.168		0.783		5.513
Saturday	2.869		2.359	3.962	1.697	5.086	1.523	0.511	1.528	1.797	0.450	1.336	0.500		1.951	0.492	5.086
Sunday	1.525		1.025	3.498	2.286	3.744	2.399	0.953	1.005	1.016	0.980	1.649			0.389		3.744
Highest	4.446	0.488	2.669	4.777	2.286	5.513	4.044	2.627	1.528	2.100	1.289	1.798	1.808	0.433	1.951	0.544	

2.2. c RADIO AUDIENCE SHARE BY HALF-HOUR SLOTS

The following figures map in detail the total daily audience shares for radio stations cumulative at half-hour slots:

Radio Audience Share by Weekday



Audiences were not registered for all the half-hour slots. Before 6:00am audiences were minimal throughout the week and overall increased from 3.405% at 6:00am and to 10.876% at 7:00am. The highest amount was reached at 9:00am with 17.455% of all radio listeners and this level of radio listening was maintained till 10:30am [16.039%]. Audiences gradually decreased to 6.264% at 4:30pm and to 1.387% at 8:00pm. Night-time radio audiences after 9:00pm were less than 1.0%.

2.2.D 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 demographical 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.

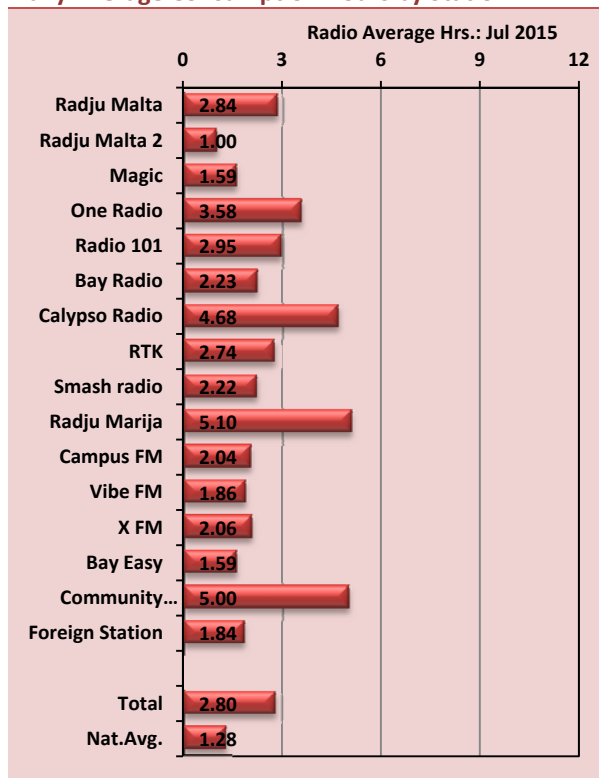
Although Bay Radio attracted the highest amount of listeners [25.90%; ≈48,171] these listeners were mostly

below 50 years old and their average hours of radio listening was at 2.23hrs for July. On the other hand, ONE Radio attracted the second highest amount of listeners [13.62%; ≈25,336] who, on average, have spent 3.58hrs listening to this station.

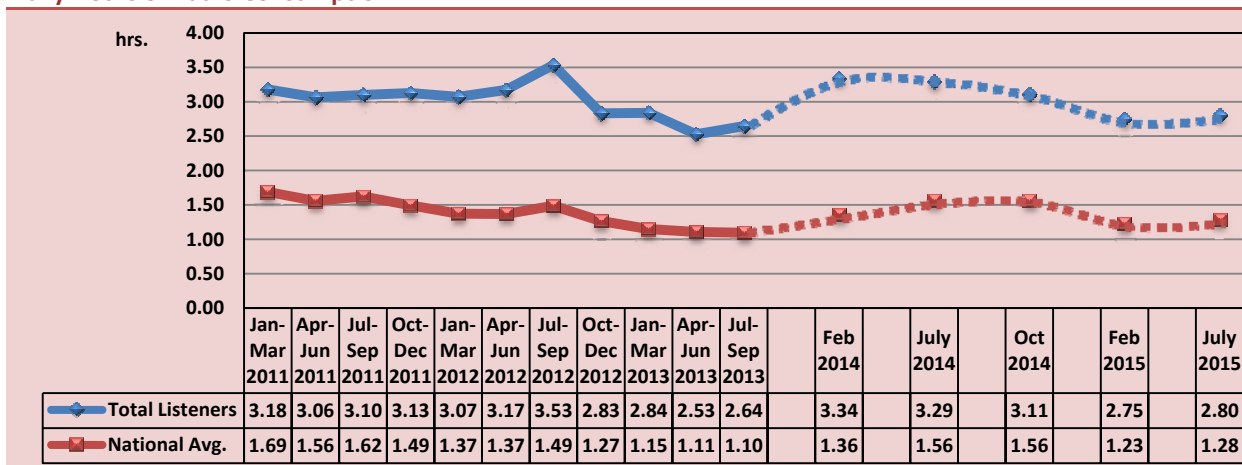
The highest average of hours spent was attained by Radju Marija which ranked ninth of all radio stations [4.86%; ≈9,036] at 5.10hrs per radio listener.

The average amount of hours over all radio listeners results to 2.80hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.28hrs.

Daily Average Consumption Hours by Station



Daily Hours of Radio Consumption

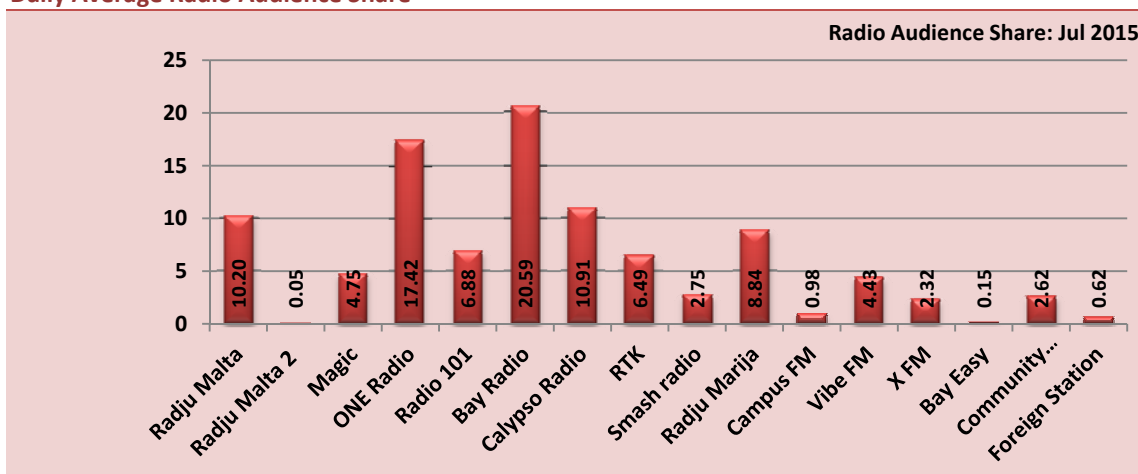


2.2. E RADIO STATIONS AUDIENCE SHARE

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.

Overall, Bay Radio ranked first with 20.59% of all audiences, followed by ONE Radio [17.42%]; Calypso Radio [10.91%]; Radju Malta [10.20%]; Radju Marija [8.84%]; Radio 101 [6.88%]; RTK [6.49%] Magic [4.75%]; Vibe FM [4.43%]; Smash Radio [2.75%] and XFM [2.32%].

Daily Average Radio Audience Share



2.2.F 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 thousand. A “nil” record does not mean that there were zero audiences. The data for each week-day was group 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 better representation of the audiences attained by each station.

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00	1															1	385	387
6:00-9:00	9		2	8	6	11	2	6	3	3		4	1			1	331	387
9:00-12:00	8		6	10	4	12	5	8	1	8		4	2	2			317	387
12:00-15:00			1	6	3	10	3	7		6		4	3				344	387
15:00-18:00	2			2	4	5	3	5	1	5		4	3				353	387
18:00-21:00	2			1	2	2	2	1	2	3	1	4			1		366	387
21:00-24:00										2		4					381	387

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00	1																386	387
6:00-9:00	2		3	3	2	9	3	3	2	3	2	1	5				349	387
9:00-12:00	10		4	7	4	7	9	8	4	8	2		4				320	387
12:00-15:00	3		1	6	3	4	6	5		7	3		1				348	387
15:00-18:00	3			4	4	5	3	6		3	2						357	387
18:00-21:00		1	2		1			4		1							378	387
21:00-24:00																	387	387

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00	2			1			1										383	387
6:00-9:00	7		4	11	1	14	11	1		5		1		1	2	1	328	387
9:00-12:00	8			17	4	15	12	2		7	3	5	1		2		311	387
12:00-15:00	5		1	10		9	8	1		2			1				350	387
15:00-18:00	3		1	5	4	8	2			2							362	387
18:00-21:00	1		2	1	1	2	1		1								378	387
21:00-24:00								1									386	387

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00				1													386	387
6:00-9:00	10		3	8	2	11	4	5	1	3		3	3		1		333	387
9:00-12:00	17		4	11	2	8	9	11	3	4		1	2				315	387
12:00-15:00	1		2	5	1	5	8	3		4						1	357	387
15:00-18:00			2	5	3	4	6	4		5		1				2	355	387
18:00-21:00			1	2	3	2	1	2		3							373	387
21:00-24:00				1												2	384	387

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00				1													386	387
6:00-9:00	4		1	4	3	8	2	2	2	1		5	2		2		351	387
9:00-12:00	6		3	11	4	19	6	2	3	3		3	3		3		321	387
12:00-15:00	1			6	2	14	1		3	2		2			3		353	387
15:00-18:00			2	3		8	1	1	4	2		1			2		363	387
18:00-21:00			1	2		2			1			1	1				379	387
21:00-24:00												1					386	387

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00				1						1							385	387
6:00-9:00	3		2	14	3	7	2		4	6	1	3			6		336	387
9:00-12:00	10		7	14	6	19	2		4	8		3	2		8		304	387
12:00-15:00	8		4	5	5	7		1	2	4		3	1		5		342	387
15:00-18:00	4		3	3	5	4	1			1		1			2		363	387
18:00-21:00			4		3	4	1										375	387
21:00-24:00			2		1	1										2	381	387

RADIO AUDIENCES – SUNDAY

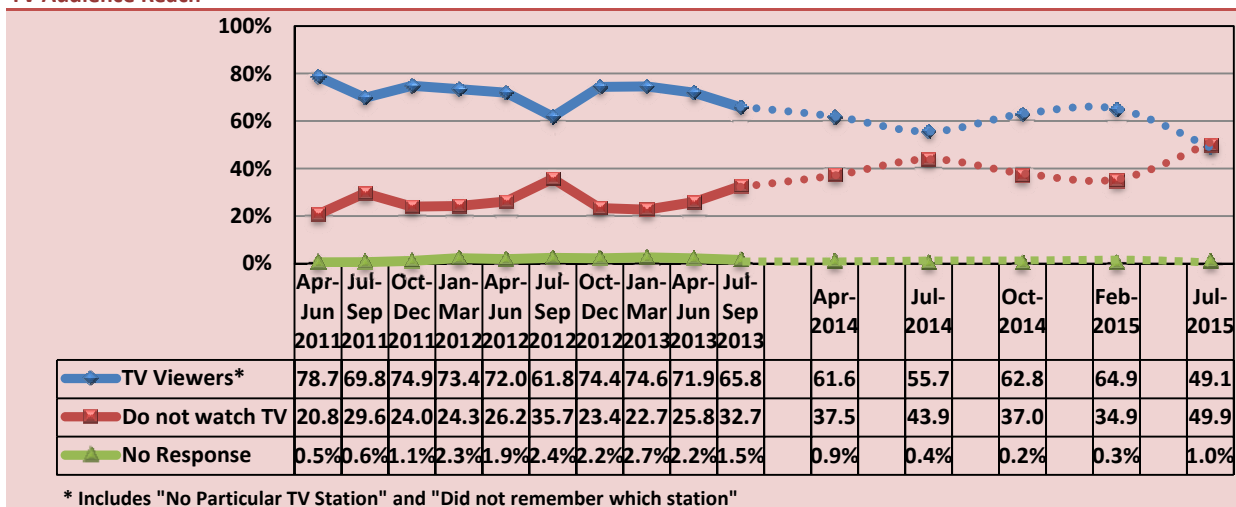
	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	NONE	TOTAL
	'000																	
>6:00				1			1	1		1							383	387
6:00-9:00	2		2	12	3	7	6	2		2	3	2			1		345	387
9:00-12:00	5		1	12	6	12	10	3		3		4			1		330	387
12:00-15:00	1		1	6	2	5	6			3		3					360	387
15:00-18:00				4	6	5	6			3							363	387
18:00-21:00				3	1	1	3		1	1							377	387
21:00-24:00						1											386	387

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 July 2015, 49.1% stated that they had watched television the day before the interview. This reflects (49.1%) a significant drop of 15.8% over February 2015 and a 6.6% decrease over July 2014. Another 49.9% categorically stated that they had not watched any TV station, while 0.1% did not reply. This means that a total of 189,800 persons, aged 12 or over, followed at least one TV station. On the other hand 3 respondents [≈781; 0.2%] replied that they do not have a TV set see below:

TV Audience Reach



On average 189,800 persons (49.1%) aged 12 or over followed at least one TV station during July 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	386,292	189,775	192,602	3,916	100	49.13	49.86	1.01
Gender								
Males	192,547	91,986	98,354	2,207	100	47.77	51.08	1.15
Females	193,745	97,789	94,247	1,709	100	50.47	48.64	0.88
	386,292	189,775	192,602	3,916				
Age group								
12-20	46,215	17,626	28,233	355	100	38.14	61.09	0.77
21-30	52,719	15,766	36,523	430	100	29.91	69.28	0.82
31-50	117,171	50,652	65,139	1,380	100	43.23	55.59	1.18
51-70	114,390	69,228	43,624	1,538	100	60.52	38.14	1.34
71+	55,798	36,502	19,083	213	100	65.42	34.20	0.38
	386,292	189,775	192,602	3,916				
District								
South Harbour	72,188	36,468	35,720		100	50.52	49.48	
North Harbour	113,979	62,881	49,361	1,737	100	55.17	43.31	1.52
South Eastern	59,382	27,489	31,538	355	100	46.29	53.11	0.60
Western	53,229	25,278	27,469	481	100	47.49	51.61	0.90
Northern	58,765	24,427	33,421	917	100	41.57	56.87	1.56
Gozo & Comino	28,749	13,232	15,092	426	100	46.02	52.50	1.48
	386,292	189,775	192,602	3,916				

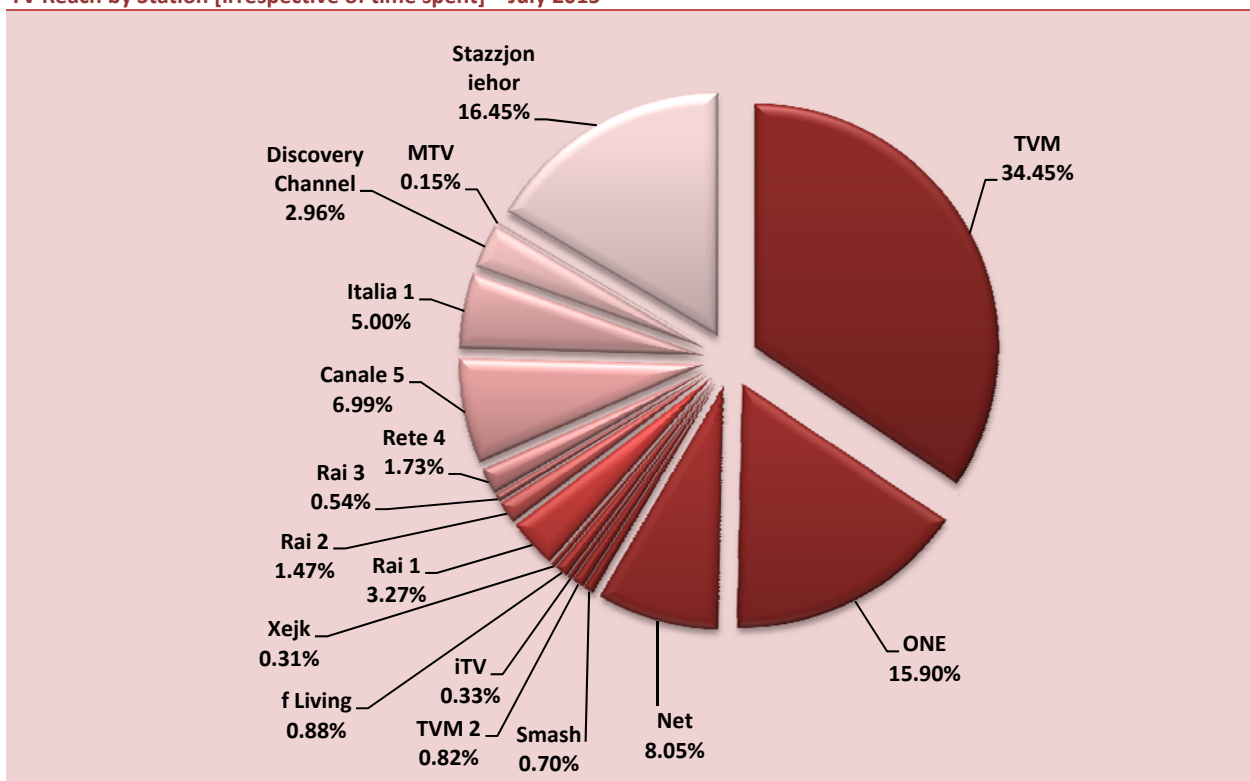
*Includes those who "did not remember which station they followed" [≈3,149] and those who "did not follow any particular TV station" [≈17,638].

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, 177 viewers named a second station while another 48 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below. Since about 18% of all viewers watched more than one station, the total number of viewers by station [238,983] exceeds the total average number of persons, aged 12 years and over [189,775], who have watched television during July 2015.

Percentage Reach by TV Station															
		Total %	Gender		Age Groups					District					
			Male	Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	1	34.45	34.55	34.34	32.58	28.15	35.78	33.45	37.96	29.05	33.77	35.60	38.49	38.45	36.42
ONE	3	15.90	14.22	17.60	8.20	8.63	7.56	19.76	24.49	19.33	14.84	16.36	14.42	13.03	17.59
Net	4	8.05	9.32	6.77	1.60	4.60	8.18	7.76	12.64	8.15	6.86	9.46	9.98	5.21	11.55
Smash	13	0.70	0.21	1.20	2.04	0.00	0.00	1.31	0.00	0.00	0.90	1.50	0.77	0.00	1.31
TVM 2	12	0.82	0.92	0.72	2.46	0.00	0.85	0.77	0.43	1.88	0.41	0.75	0.00	0.00	2.79
iTV	15	0.33	0.44	0.22	2.46	0.00	0.00	0.28	0.00	1.06	0.34	0.00	0.00	0.00	0.00
f Living	11	0.88	0.21	1.56	0.00	4.46	0.00	0.97	0.88	1.23	0.56	2.48	0.00	0.00	1.31
Xejk	16	0.31	0.62	0.00	0.00	2.48	0.00	0.00	0.66	0.00	0.56	0.00	0.00	0.00	1.94
Sub [%]		61.44	60.49	62.40	49.34	48.31	52.36	64.30	77.06	60.69	58.24	66.14	63.67	56.69	72.92
Rai 1	7	3.27	2.57	3.98	0.00	2.73	1.66	4.87	3.71	2.32	3.99	2.49	4.51	3.57	1.31
Rai 2	10	1.47	0.60	2.34	2.23	0.00	1.98	1.77	0.43	3.02	1.28	0.75	0.77	1.78	0.00
Rai 3	14	0.54	0.90	0.17	0.00	0.00	0.00	0.87	0.96	0.41	0.41	2.21	0.00	0.00	0.00
Rete 4	9	1.73	0.96	2.51	0.00	0.00	1.69	2.73	1.20	0.95	2.61	3.02	1.86	0.00	0.00
Canale 5	5	6.99	1.93	12.08	0.00	4.71	13.54	7.97	0.98	7.01	5.93	7.70	10.07	7.65	2.94
Italia 1	6	5.00	6.34	3.65	8.40	8.15	10.04	2.53	1.12	2.48	5.04	4.81	6.71	9.33	1.80
Discovery Ch.	8	2.96	5.15	0.76	10.48	2.48	3.85	1.44	1.72	4.60	4.63	1.02	0.00	3.06	0.00
MTV	17	0.15	0.30	0.00	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.25
Other Station	2	16.45	20.76	12.11	27.83	33.63	14.88	13.51	12.83	18.53	17.86	11.85	12.40	17.91	18.77
Sub [%]		38.56	39.51	37.60	50.66	51.69	47.64	35.70	22.94	39.31	41.76	33.86	36.33	43.31	27.08
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TVM has attracted the largest amount of TV-viewers [34.45%] with approximately 82,500 viewers. This station was followed by ONE with 15.90% and Net TV with 8.05% - excluding those following an "other station" which amounted to 16.45% of all TV-viewers. Overall, while 61.44% of the viewers favored local stations, only just more than a third of the population watched a foreign station - with Canale 5 [6.99%], Italia 1 [5.00%] and Rai 1 [3.27%] being the most followed foreign stations. 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.



3.2 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.

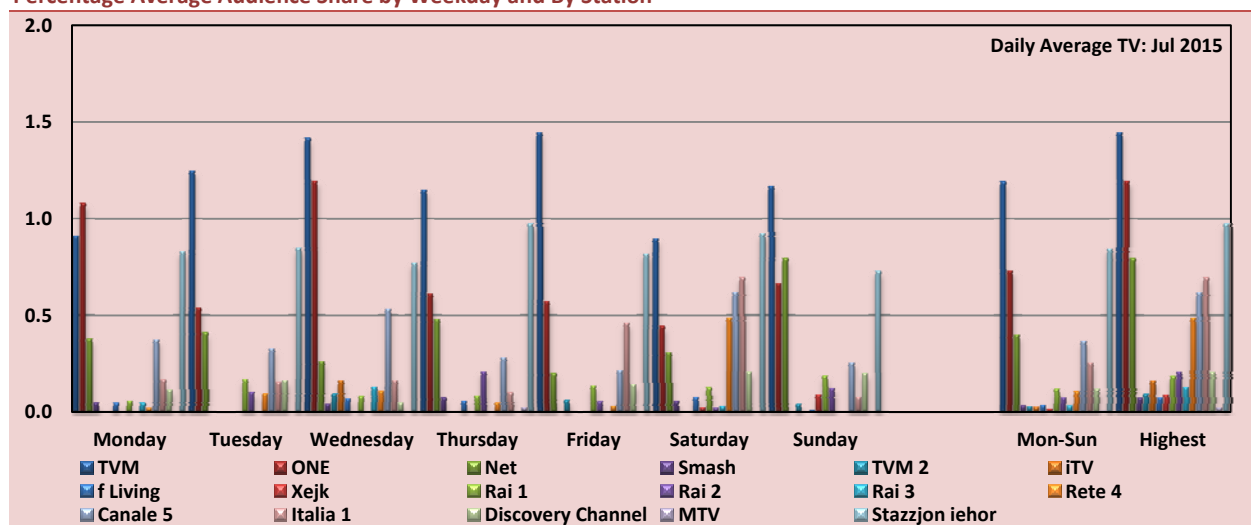
3.2. A AVERAGE AUDIENCES BY STATION

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 attained the highest average of all the stations with [1.416%] on Wednesdays. In fact, excluding Other Stations, TVM had the highest average amongst all stations from Tuesdays to Sundays. ONE, on the other hand, had the highest average amongst all stations on Mondays [1.078%] while its highest average was attained on Wednesdays [1.194%].

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	0.909	1.078	0.373	0.045			0.043		0.055		0.045	0.017	0.371	0.163	0.110		0.829	1.078
Tuesday	1.246	0.536	0.408						0.166	0.099		0.090	0.325	0.149	0.161		0.845	1.246
Wednesday	1.416	1.194	0.258	0.037	0.091	0.159	0.068		0.077		0.127	0.104	0.530	0.160	0.043		0.770	1.416
Thursday	1.146	0.611	0.479	0.071			0.053		0.079	0.207		0.044	0.278	0.098		0.020	0.971	1.146
Friday	1.445	0.569	0.197		0.058				0.134	0.050		0.028	0.212	0.457	0.139		0.817	1.445
Saturday	0.895	0.443	0.306	0.055			0.073	0.022	0.124	0.018	0.027	0.483	0.615	0.693	0.203		0.921	0.921
Sunday	1.166	0.662	0.793		0.038		0.009	0.089	0.184	0.121			0.252	0.073	0.197		0.725	1.166
Mon-Sun	1.188	0.731	0.397	0.030	0.028	0.025	0.035	0.015	0.116	0.074	0.029	0.104	0.365	0.252	0.116	0.003	0.842	1.188
Highest	1.445	1.194	0.793	0.071	0.091	0.159	0.073	0.089	0.184	0.207	0.127	0.483	0.615	0.693	0.203	0.020	0.971	

Percentage Average Audience Share by Weekday and By Station

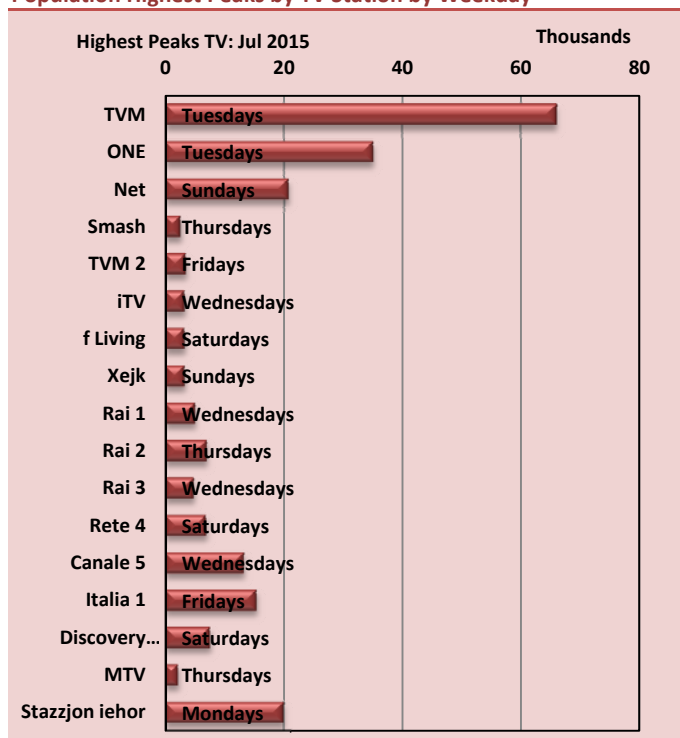


3.2. B PEAK AUDIENCES BY STATION

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 Sundays. The highest peaks attained by TVM were in this ranking order: Wednesdays [14.287%] - Tuesdays [14.124%] - Mondays [13.777%] - Fridays [12.671%] - Thursdays [11.519%] - Saturdays [11.27%] and Sundays [9.698%]. The highest peak attained by ONE was on Tuesday with 7.764% while that of Net TV was on Sundays with 4.553%. The next highest peak was that of Italia

Population Highest Peaks by TV Station by Weekday



1 on Fridays with 3.609% [excluding “Other Stations which peaked to 4.252% on Mondays].

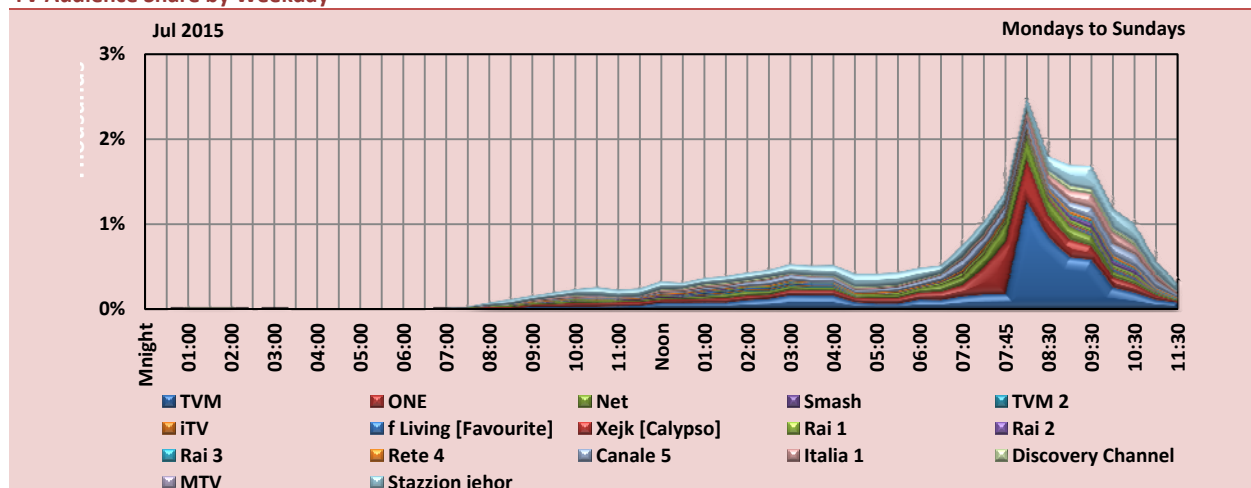
Percentage Highest Peaks by TV Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	13.777	6.912	3.183	0.445			0.351		0.455		0.438	0.417	1.238	1.717	0.751		4.252	13.777
Tuesday	14.124	7.764	2.833						0.990	1.207		0.886	1.518	1.607	0.776		4.055	14.124
Wednesday	14.287	7.559	2.433	0.365	0.743	0.743	0.483		1.151		1.096	0.814	2.994	1.383	0.826		2.401	14.287
Thursday	11.519	5.913	3.022	0.579			0.615		0.703	1.581		0.352	1.358	0.945		0.487	3.326	11.519
Friday	12.671	4.320	1.348		0.820				0.828	0.665		0.453	1.405	3.609	1.157		3.048	12.671
Saturday	11.270	3.758	1.713	0.454			0.748	0.541	0.547	0.441	0.437	1.564	2.637	2.083	1.712		3.322	11.270
Sunday	9.698	5.891	4.553		0.400		0.426	0.723	0.465	0.798			2.171	0.899	0.881		2.886	9.698
Highest	14.287	7.764	4.553	0.579	0.820	0.743	0.748	0.723	1.151	1.581	1.096	1.564	2.994	3.609	1.712	0.487	4.252	

3.2. c TV AUDIENCE SHARE BY HALF-HOUR SLOTS

The following figures map in detail the total daily audience shares for radio stations cumulative at half-hour slots:

TV Audience Share by Weekday



Audiences did not register for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 0.728% rising gradually to 3.208% by noon; peaking up to 5.108% at 4:00pm and re-peaking to 10.174% at 7:30pm. Audiences rose sharply from those at 7:30pm to 24.676% at 8:00pm where the highest audiences were reached. Audiences were maintained at 16.710% by 9:30pm; falling to 11.737% at 10:00pm; and further to 2.897% at midnight.

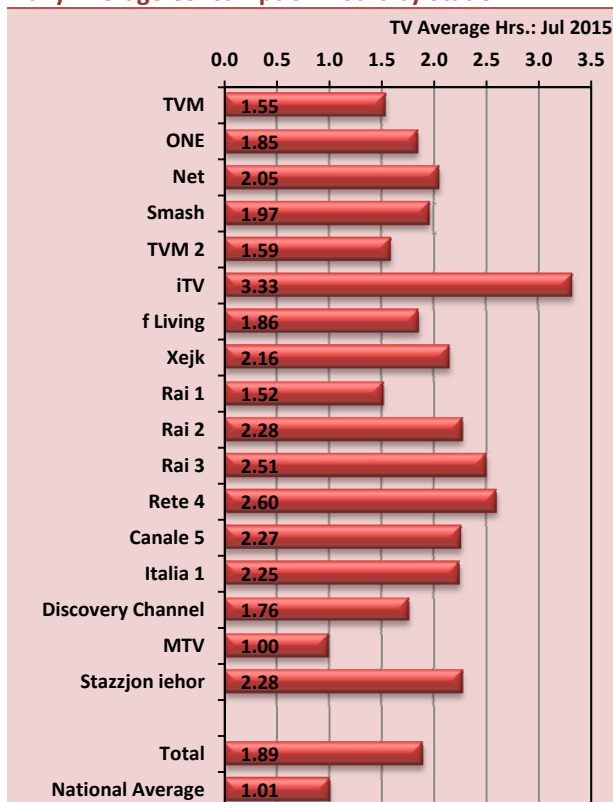
3.2. D DAILY AVERAGE HOURS OF TV CONSUMPTION

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 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. 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.

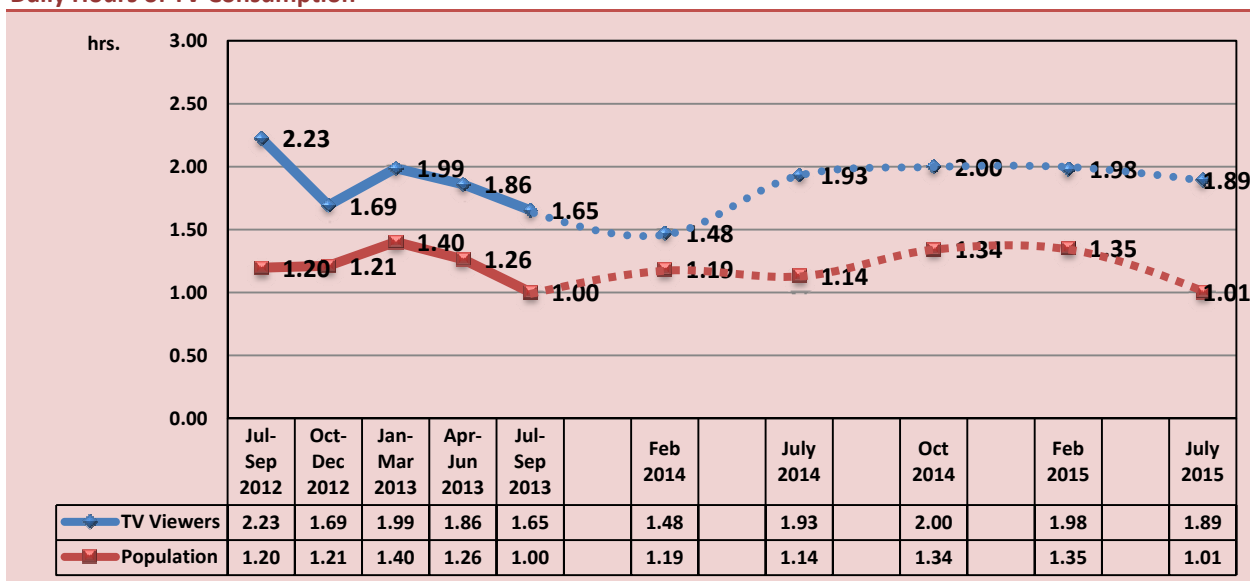
While TVM attracted the highest average amount of viewers with 1.188% [≈5,351] with ONE attracting the next highest daily average of 0.731% [≈3,288] the time spent on average by ONE viewers [1.85hrs] is about 19.4% higher than those of TVM [1.55hrs].

Daily Average Consumption Hours by Station



The average amount of hours over all TV viewers amounts to 1.89hrs per viewer and over the whole of the population aged 12 years and over, amounts to 1.01hrs.

Daily Hours of TV Consumption

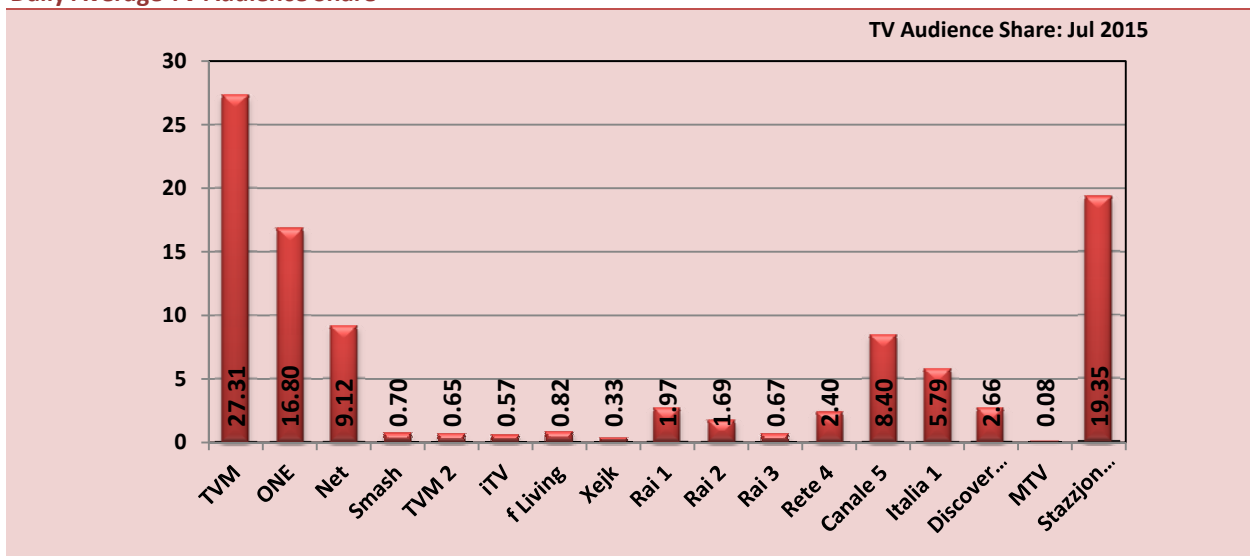


3.2. E TV STATIONS AUDIENCE SHARE

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 27.31%; followed by ONE with 16.80%, and Net TV with 9.12%. Of the foreign stations, Canale 5 ranked first with 8.40%, followed by Italia 1 with 5.79%, and Discovery Channels with 2.66%.

Daily Average TV Audience Share



3.2. F 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 – MONDAY

TV AUDIENCES - MONDAY																				
	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
	'000																			
>6:00																			387	387
6:00-9:00		1															2		384	387
9:00-12:00		1		1									1				3		381	387
12:00-15:00	4	1	2	2			1		1			1	3		3		3		366	387
15:00-18:00	4	1	1				1					1	4				4		371	387
18:00	6	3											6				5		367	387
18:30	6	3	3						3				6				3		363	387
19:00	6	3	3						3				6				8		358	387
19:30	9	15	5										4				10		344	387
19:45	9	33	9										4				10		322	387
20:00	65	29	16								3		4		5		15		250	387
20:30	32	27	9								3				5		10		301	387
21:00	16	32	9								3		4		4		16		303	387
21:30	14	27	8						3		3		4	7	3		21		297	387
22:00	7	27	6						3		3		4	9	3		14		311	387
22:30	4	25	6						3				6	6	3		17		317	387
23:00	2	16	4										5	5	3		11		341	387
23:30		4	4										3		3		5		368	387

TV AUDIENCES – TUESDAYS

TV AUDIENCES – TUESDAYS																				
	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discover y Ch.	MTV	Other Station	NONE	TOTAL	
	'000																			
>6:00																			387	387
6:00-9:00																		1	386	387
9:00-12:00		1																5	381	387
12:00-15:00	4		2						1				2					3	375	387
15:00-18:00	9	4	3						3				1		2			4	361	387
18:00	7	6	3						3				5		4			7	352	387
18:30	7	6	3						3				8		4			5	351	387
19:00	9	6	5						3				8		3			3	350	387
19:30	7	12	12						3			3	6		3			3	338	387
19:45	7	36	12						3			3	6		3			3	314	387
20:00	67	32	13									5	4	3	3			5	255	387
20:30	40	5	10						3				4	3	3			8	311	387
21:00	31		10						5	6		3	4	5	3			14	306	387
21:30	27		2						2	6		3	6	8	3			19	311	387
22:00	11								2	6		3	7	7	3			19	329	387
22:30	7									6		3	7	4	3			17	340	387
23:00												3	5	4				19	356	387
23:30												3	3	4				11	366	387

TV AUDIENCES – WEDNESDAYS

TV AUDIENCES – WEDNESDAYS																				
	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
	'000																			
>6:00																			387	387
6:00-9:00		1		1													2		383	387
9:00-12:00	2	3		1													7		374	387
12:00-15:00	3	7			2	3	1					1	1	1			5		363	387
15:00-18:00	5	10	1		2	2	2						3				5		357	387
18:00	11	9	2										2				4		359	387
18:30	11	9	4										4				4		355	387
19:00	14	11	5			2			2				5				5		343	387
19:30	14	21	7			2			3				7				5		328	387
19:45	16	34	8			2			3				7				5		312	387
20:00	64	26	11			2			6		3	2	10	3			9		251	387
20:30	40	14	8			2			3		3	4	9	3	2		11		288	387
21:00	31	10	6			2			3		4	4	14	7	4		11		291	387
21:30	33	9	3			2	2				5	3	12	7	3		7		301	387
22:00	10	4	3				2				5	3	12	7	3		4		334	387
22:30	10	4	3				2				5	3	12	7					341	387
23:00	4	2									3	3	6	3					366	387
23:30	4										3	3	2	3					372	387

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discover y Ch.	MTV	Other Station	NONE	TOTAL
										'000									
>6:00																		387	387
6:00-9:00			1														2	384	387
9:00-12:00		3	2	1												1	6	374	387
12:00-15:00	2	4	3	1			2						2				7	366	387
15:00-18:00	3	2	2				1					1	4				7	367	387
18:00	7	4	2									2	2				8	362	387
18:30	5	6	5						2	2		2					5	360	387
19:00	4	7	10						4	3		2		2			4	351	387
19:30	6	14	8						4	2		2	2	2			7	340	387
19:45	6	27	11						4	2		2	2	2			7	324	387
20:00	52	19	14							6			6	2			5	283	387
20:30	44	7	8	3					2	6			4				8	305	387
21:00	42	4	8	3					2	6			4	5			14	299	387
21:30	41	4	3	3					2	8			7	5			15	299	387
22:00	16	2	3	3					2	8			7	3			13	330	387
22:30	5	2	3	3					2	8			4	3			10	347	387
23:00	4												2	3			4	374	387
23:30	2																2	383	387

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discover y Ch.	MTV	Other Station	NONE	TOTAL
										'000									
>6:00																		387	387
6:00-9:00	1																1	380	380
9:00-12:00	4	2							1					1			1	372	380
12:00-15:00	4	2											1	3	2		4	368	380
15:00-18:00	3	4	1		1				2				1		1		8	357	380
18:00	4	4	2										2				10	352	380
18:30	4	4	4										4				7	356	380
19:00	5	5	2										6	3	2		14	334	380
19:30	7	8	3										6	3	2		11	298	380
19:45	7	19	5										6	3	2		11	297	380
20:00	55	16	6						2				2	9	2		6	241	380
20:30	51	9	5						2				2	9	5		6	244	380
21:00	36	8	5						2	3		2	3	11	4		8	242	380
21:30	33	5	3		4				4	3		2	3	16			8	243	380
22:00	14	4	2		4				4	2		2	3	12			7	277	380
22:30	16	2	2		2				4	2			2	10			8	296	380
23:00	12	2	2		2				2	2				6			8	351	380
23:30	6		2											2			4	370	380

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discover y Ch.	MTV	Other Station	NONE	TOTAL
										'000									
>6:00									1									386	387
6:00-9:00		1	1														1	384	387
9:00-12:00	1	2	2	1								3	3	5	2		2	366	387
12:00-15:00	4	2	4	2			2		2			3	3	4			5	356	387
15:00-18:00	7		3								1	4	3	5			12	352	387
18:00		2	2									3	3	7			5	365	387
18:30		2	2						2			3	3	3			5	367	387
19:00	6	4	2						2			7	12	5			5	344	387
19:30	6	15	8						2			7	12	9			5	323	387
19:45	6	17	6	2					2			7	10	9			5	323	387
20:00	50	15		2			2		3			5	6	9	4		5	286	387
20:30	28	4					2	3				5	6	7	6		5	321	387
21:00	10	4					2	3	2			3	5	10	6		5	337	387
21:30	11	4					2		2	2		3	5	8	8		9	333	387
22:00	8	4					2		2	2		3	5	8	8		13	332	387
22:30	6	3					2		2			3	9	5	8		12	337	387
23:00	3												9	3			12	360	387
23:30	3	3											6				12	363	387

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
>6:00															1			386	387
6:00-9:00			2						1								1	383	387
9:00-12:00	2	4	4		1				2								5	369	387
12:00-15:00	9		3		1				1	3			1		2		2	365	387
15:00-18:00	8	1	2						1	2			2		3		7	361	387
18:00		2	6						3	2							5	369	387
18:30		5	6						3	2							5	366	387
19:00	4	9	6						3				2				7	356	387
19:30	6	20	7						3				2				7	342	387
19:45	6	27	21						3				2				5	323	387
20:00	45	25	21						3				2	5			3	283	387
20:30	26	19	21					4					2	5			11	299	387
21:00	18	13	15					4	3				2	5	4		14	309	387
21:30	16	7	19				2	4	3				7	5	4		14	306	387
22:00	14	2	8					4	3				10		4		10	332	387
22:30	12	2	3					4	3				10		4		10	339	387
23:00	9		3					4	3				7				3	358	387
23:30	9																3	375	387

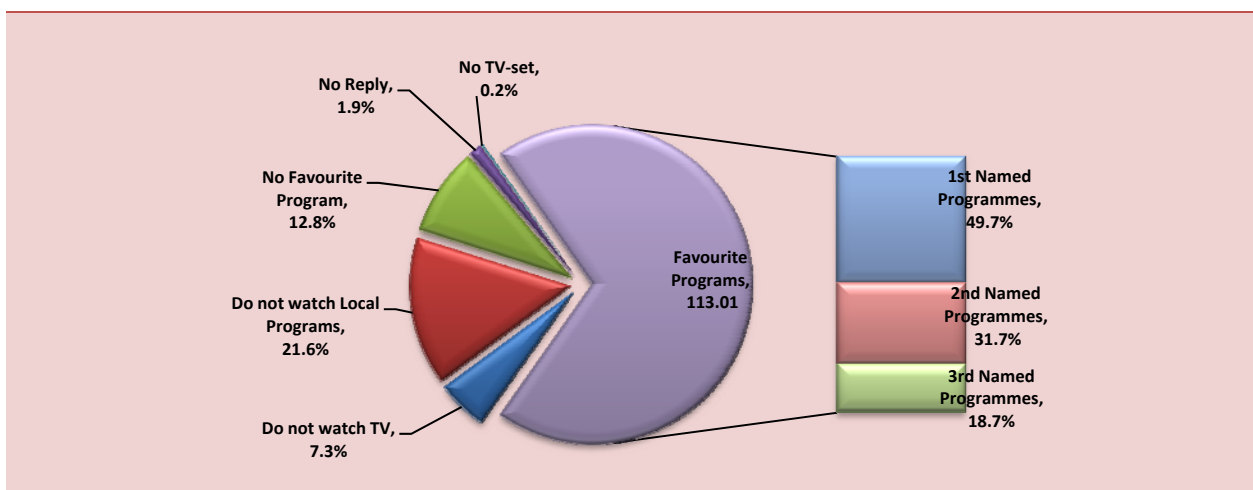
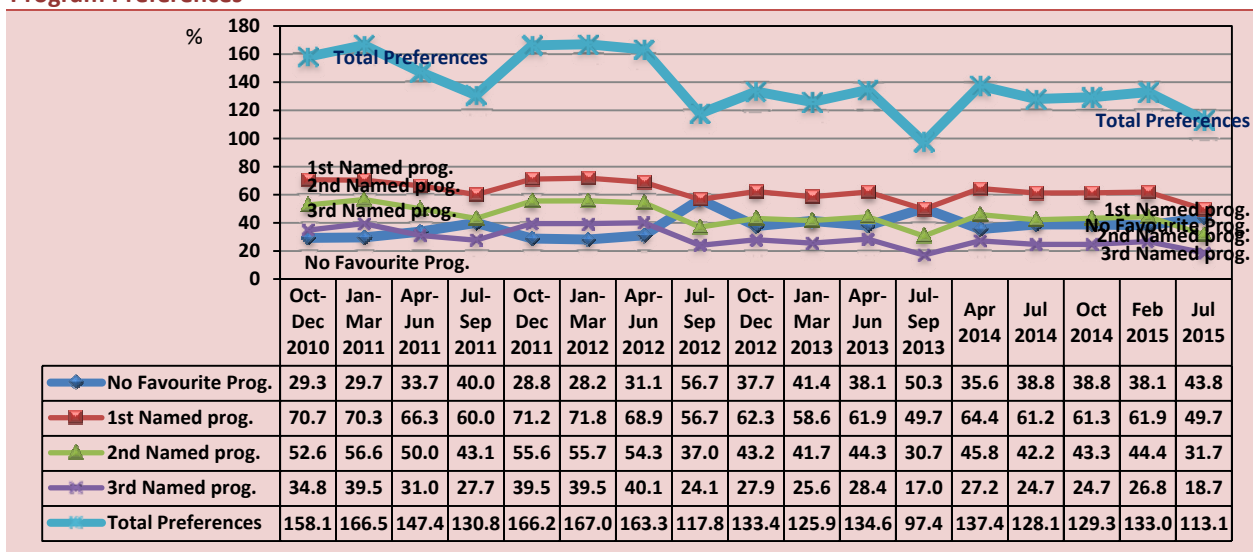
4. TV PROGRAMME PREFERENCES

Respondents were asked to list “their most favorite programme” [up to three programmes] broadcast on local TV stations while allowing also for two other types of responses: respondents could state that they do not regularly watch television; and/or they could also state that they do not watch local television programmes.

The programmes named were classified according to the broadcasting station on which these were broadcast and compared to the broadcasting schedules as provided by each broadcasting station for this assessment period. Naturally, some of the programmes named were broadcast during previous broadcasting schedules; these were checked for repeated series on the same or other broadcasting station. Some of the programmes named were either of a generic nature, or broadcast on radio or on the digital/cable network; or could not be properly identified

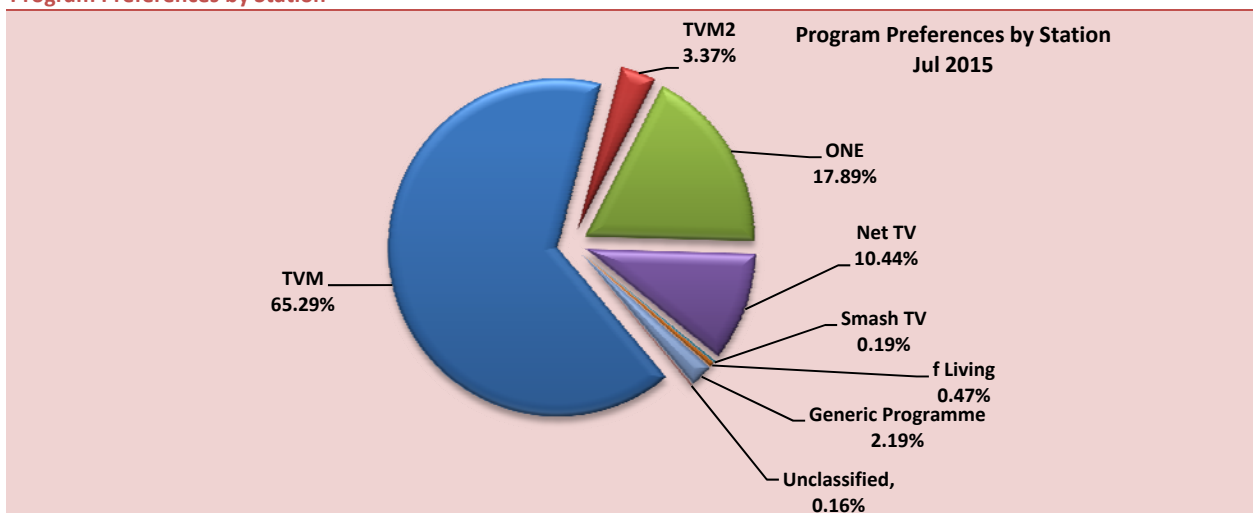
Out of all respondents, 49.7% named one favorite program; another 31.7% named a second preferred program while another 18.7% named their third preferred program. On the other hand, 21.6% of all respondents replied that they do not watch local programmes; 12.8% did not have a favorite program; 7.3% do not watch TV; 0.2% do not have a TV-set; while 1.9% did not reply.

Program Preferences



Out of all the programmes named, TVM got 65.29% of all counts, followed by ONE with 17.89%; Net TV with 10.44%; while 2.19% of all programmes named were of a generic nature.

Program Preferences by Station



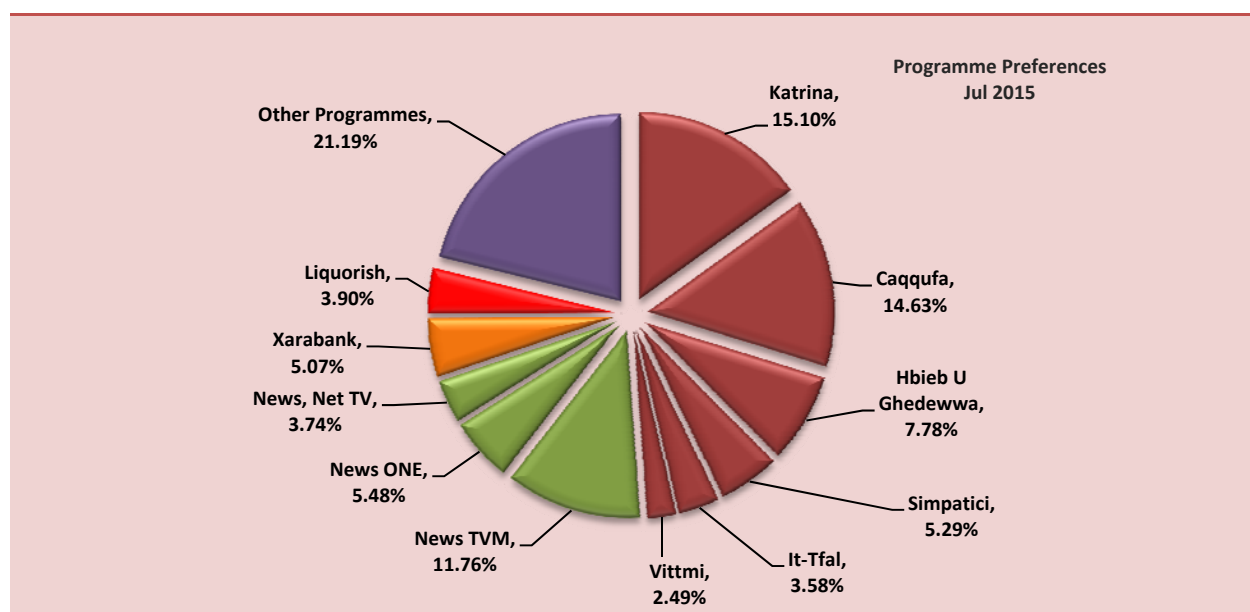
A total of 98 programmes were named - of these 13 were of a generic nature. There were also four programmes that could not be identified.

Out of all the programmes identified by respondents, the most quoted was *Katrina* on TVM [15.1%] followed by *lċ-Ċaqqufa* [TVM, 14.63%] and *TVM News* [TVM; 11.76%]. Drama programmes were the most favored with 48.87% of all preferences followed by News [20.98%], Discussion programmes [5.07%] and Entertainment programmes [3.90%].

The top eleven programmes most quoted constituted 78.81% of all preferences.

Top Ten Programmes

			Total	Gender		Age Groups					District					
		Male		Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino	
Drama/Soap Operas																
TVM	Katrina	1	15.10	9.06	19.48	18.88	24.44	14.19	14.30	9.89	15.48	15.76	14.63	16.45	12.44	14.86
TVM	Caqqufa	2	14.63	10.95	17.31	20.78	20.12	13.17	12.29	14.91	16.28	12.15	17.15	15.09	10.80	20.46
TVM	Hbieb u Ghedewwa	4	7.78	3.27	11.05	6.52	9.93	7.92	7.54	7.57	9.67	7.68	6.37	8.00	7.97	5.01
TVM	Simpatiki	6	5.29	4.67	5.74	13.80	2.46	2.64	4.63	7.72	7.33	4.80	6.91	4.11	2.67	5.36
ONE	It-tfal	10	3.58	1.79	4.88	2.73	2.46	3.56	3.93	4.17	4.54	3.98	2.58	3.41	2.94	3.24
Net TV	Vittmi	11	2.49	1.66	3.10	0.00	0.00	2.01	3.66	4.31	1.68	3.53	1.45	3.47	1.59	2.97
			48.87	31.40	61.56	62.70	59.40	43.49	46.34	48.56	54.99	47.88	49.08	50.54	38.40	51.90
News																
TVM	News-TVM	3	11.76	19.24	6.32	8.08	6.12	11.26	13.08	16.22	9.91	13.21	9.44	13.20	13.18	10.88
ONE	News-ONE	5	5.48	8.91	2.98	1.61	1.89	4.48	7.19	8.83	5.28	5.02	6.10	5.82	4.44	7.74
Net TV	News-Net TV	9	3.74	6.54	1.70	1.75	1.89	3.22	4.32	6.17	2.62	4.36	3.24	3.75	3.61	6.07
			20.98	34.69	11.01	11.43	9.90	18.96	24.59	31.22	17.81	22.59	18.78	22.77	21.22	24.69
Discussion																
TVM	Xarabank	7	5.07	6.85	3.78	4.14	6.72	8.35	3.15	2.38	6.18	3.87	3.40	5.73	7.00	5.15
			5.07	6.85	3.78	4.14	6.72	8.35	3.15	2.38	6.18	3.87	3.40	5.73	7.00	5.15
Entertainment																
ONE	Liquorish	8	3.90	3.79	3.98	3.47	5.19	6.59	2.28	1.56	3.83	3.61	3.89	4.98	4.05	2.52
			3.90	3.79	3.98	3.47	5.19	6.59	2.28	1.56	3.83	3.61	3.89	4.98	4.05	2.52
Total %			78.81	76.74	80.32	81.74	81.21	77.39	76.36	83.72	82.81	77.94	75.15	84.02	70.66	84.26



List of Programmes Named*

TVM		ONE		Net TV		Smash TV	
Katrina	15.096	News ONE	5.475	News Net TV	3.738	Habbejtek	0.135
Caqqufa	14.633	Liquorish	3.899	Vittmi	2.494	Erga' Lura	0.059
News TVM	11.762	It-tfal	3.577	Becky	1.252		0.194
Hbieb u Ghedewwa	7.776	Klassi Ghalina	1.762	Replay	0.666		
Simpatiki	5.289	Rifless	0.596	Iswed Fuq L-Abjad	0.594	f Living	
Xarabank	5.074	Midimbin	0.579	News Feed	0.558	f Living Show	0.100
Deceduti	0.992	Kalamita	0.513	Malta Llejla	0.533	Niltaqghu	0.046
Times Talk	0.747	Evangelisti	0.228	Chill	0.281	Hin Ghal Kollox	0.134
Hadd Ghalik	0.665	Aroma Kitchen	0.178	Man Up Plus	0.145	Bejnietna l-Hbieb	0.059
TVP	0.563	Lsien In-Nisa	0.153	L-Arkivji	0.059	Belle Donne	0.059
Dissett	0.447	Daqqa t' Ghajn	0.147	Wicc Imb Wicc	0.058	Kuluri	0.074
Gadgets	0.436	L-Argument	0.106	Jekk joghgobkom	0.058		0.472
Sibtek	0.313	In D House	0.085		10.436		
TVAM	0.219	One Night Stand	0.085			Gneric Programmes	
Britain's Got Talent	0.197	Klikka	0.081	TVM2		Drama programmes	0.906
Habour Life	0.161	Arani Issa	0.076	Madwarna	1.891	Discussion programmes	0.303
X Factor	0.126	Hazard	0.063	Reporter	0.473	Sports programmes	0.294
Ghawdex Illum	0.112	ONE Sports	0.061	Malta u Lil Hinn Minnha	0.337	Football	0.096
Champions League	0.106	Ieqaf 20 Minuta	0.059	Kontrattakk	0.133	Cooking programmes	0.093
Gourmet	0.106	Siegh Zmien [ta gorg]	0.059	News TVM2	0.063	Question Time fil-Parlament	0.073
Meander	0.098	Aroma Mattina	0.058	Paqpaq	0.063	Tigriet taz-Zwiemel	0.073
only tvm progammes	0.080	Pet programme on one	0.046	Raw WWE	0.063	Country Music programme	0.072
Six2Eight	0.076		17.889	Rajt Ma Rajtx	0.063	Dokumentarji	0.061
Realta	0.073			Venere	0.063	All news on 3 main stati	0.060
Nisga Maltija	0.046	Unclassified		Zafira	0.060	Grajjet Kurrenti	0.058
Niskata	0.046	ta veronica	0.059	Quddiesa tal-Hadd	0.055	Tbissima	0.054
Teatru Zambula	0.046	Paper Scan	0.055	Mr Fisherman	0.054	Telebejgh	0.046
	65.286	With Me	0.049	Sensilhena	0.054		2.188
			0.163		3.372		

*Some of the programmes named were broadcast during the previous schedules

APPENDIX A: QUESTIONNAIRE

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

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bħalissa qegħdin nagħmlu s h |arriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-isth>arriġ jiehu madwar 5 minuti biex jitlestha. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jiehu/tiehu sehem fl-isth>arriġ. Nista' nkellmu/nkellimha bħalissa?

1. Liema 3 stazzjonijiet tat-televiżjoni rajt l-aktar ilbieraħ u f'liema ħin? (Immarka mhux iktar min 3 stazzjonijiet)

Stazzjonijiet tat-televiżjoni (immarka kull fejn japplika)	Code	Ħin 1		Ħin 2		Ħin 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)						
iTV	(6)						
F Living	(7)						
Xejk	(8)						
YES Lifestyle	(9)						
Rai 1	(10)						
Rai 2	(11)						
Rai 3	(12)						
Rete 4	(13)						
Canale 5	(14)						
Italia 1	(15)						
Discovery Channel	(16)						
MTV	(17)						
Stazzjon ieħor	(18)						
(Specifika - niżżeġ l-istazzjonijiet għal Code (18))							
M'hemmx stazzjon wieħed (għal 10 minuti)	(19)						
Ma niftakarx	(20)						
Ma rajtx televiżjoni	(21)						
M'għandix sett tat-televiżjoni	(22)						
Mingħajr risposta	(23)						

2. Liema huma l-aktar 3 programmi favoriti tiegħek fuq l-istazzjonijiet lokali tat-TV?

Programm 1	
Programm 2	
Programm 3	
Ma narax TV	(4)
Ma narax programmi lokali	(5)
M'għandix programm favorit	(6)

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

Stazzjonijiet tar-radju (immarka kull fejn japplika)	Code	Hin	
		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)		
Bay Easy	(14)		
Bay Retro	(15)		
All Rock	(16)		
Kiss	(17)		
DJ956	(18)		
BKR Digital	(19)		
Radju tal-Komunita'	(20)		
Stazzjon ieħor	(21)		
(Specifika - nizzel kemm stazzjonijiet tal-komunità kif ukoll barranin – Code 14 u 15)			
M'hemmx stazzjon wieħed	(21)		
Ma niftakarx	(22)		
Ma smajtx radju	(23)		
M'għandix sett tar-Radju	(24)		
Mingħajr risposta..	(25)		

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

4. Inti raġel jew mara?
5. Kemm għandek eta? _____
6. F' liema lokalità toqgħod? _____

R (1)	M (2)
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Grazzi tal-hin 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
Bay Retro
All Rock
Kiss
DJ 956
BKR Digital

LIST OF NATIONWIDE TELEVISION STATIONS

TVM
ONE
Net TV
Smash TV
TVM2
iTV
F Living
Xejk
YES Lifestyle /Owners Best Network

APPENDIX C: RADIO AUDIENCES BY TIME BRACKETS – MONDAY TO SUNDAY
[ROUNDED-UP TO THE NEAREST 100]

A “nil” record does not mean that there 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	Bay Easy	Community	Foreign	NONE	Total
>6:00	200															800	386,000	387,000
6:00-9:00	8,200		1,800	7,900	5,400	10,500	1,900	5,200	2,200	2,300		3,600	400			800	336,800	387,000
9:00-12:00	7,700		5,800	9,600	3,600	11,300	4,900	7,900	800	7,900		3,600	1,800	1,800			320,300	387,000
12:00-15:00			900	5,500	2,200	9,300	2,300	6,500		6,000		3,600	2,200				348,500	387,000
15:00-18:00	1,100		0	1,800	3,600	4,300	2,900	4,100	800	4,600		3,600	2,800				357,400	387,000
18:00-21:00	1,200		0	1,000	1,500	2,000	1,200	700	1,500	3,000	900	3,600			600		369,800	387,000
21:00-24:00										2,000		3,600					381,400	387,000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00	400																386,600	387,000
6:00-9:00	1,500		2,500	2,800	1,900	8,300	2,900	2,800	1,300	2,300	1,400	400	4,900				354,000	387,000
9:00-12:00	9,200		3,100	6,200	3,300	6,600	8,500	7,100	3,700	7,300	1,900		3,700				326,400	387,000
12:00-15:00	2,100		400	5,700	2,500	3,400	5,300	5,000		6,100	2,400		700				353,400	387,000
15:00-18:00	2,100			3,100	3,800	4,100	2,200	5,200		2,500	1,300						362,700	387,000
18:00-21:00		700	2,000		700			3,800		800							379,000	387,000
21:00-24:00																	387,000	387,000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00	1,700			300			500										384,500	387,000
6:00-9:00	6,500		3,200	10,100	700	14,000	10,400	600		4,800		500		300	1,300	300	334,300	387,000
9:00-12:00	7,400		0	16,900	3,900	14,700	11,300	1,200		6,400	2,100	4,400	1,000		1,300		316,400	387,000
12:00-15:00	4,900		600	9,900		8,300	7,700	500		1,500			700				352,900	387,000
15:00-18:00	2,200		900	4,500	3,900	7,100	1,700			1,500							365,200	387,000
18:00-21:00	600		1,500	1,000	900	1,700	800		600								379,900	387,000
21:00-24:00								1,000									386,000	387,000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00				200													386,800	387000
6:00-9:00	9,100		2,500	7,200	1,100	10,600	4,000	4,200	400	3,000		2,400	2,600	0	700		339,200	387000
9:00-12:00	16,500		4,000	10,700	1,500	8,000	8,300	10,300	2,500	3,500		700	1,700				319,300	387000
12:00-15:00	300		1,500	4,300	500	4,100	7,400	2,200		3,700						800	362,200	387000
15:00-18:00			1,400	4,600	2,900	3,700	5,400	3,300		4,100		400				1,500	359,700	387000
18:00-21:00			600	2,000	2,500	1,800	600	1,600		2,800							375,100	387000
21:00-24:00				1,000												1,300	384,700	387000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00				200													386,800	387,000
6:00-9:00	3,200		700	3,400	2,300	7,500	1,700	2,000	1,700	600		4,500	1,800		1,700		355,900	387,000
9:00-12:00	5,800		2,800	11,000	3,400	19,000	5,300	1,700	2,400	3,000		2,400	2,300		2,700		325,200	387,000
12:00-15:00	400			5,300	1,400	13,200	1,000		2,100	1,700		1,800			2,700		357,400	387,000
15:00-18:00			1,100	2,700		7,700	600	500	3,900	1,700		500			1,700		366,600	387,000
18:00-21:00			500	1,400		1,300			1,000			900	1,000				380,900	387,000
21:00-24:00												900					386,100	387,000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00	3,000		1,400	13,600	2,300	6,100	1,700		4,000	5,700	600	2,400			5,500		340,700	387,000
6:00-9:00	9,300		6,400	13,800	5,100	18,200	1,700		3,400	7,200		2,500	1,400		7,800		310,200	387,000
9:00-12:00	7,200		3,600	4,300	4,200	6,500		400	1,400	3,400		2,500	700		4,200		348,600	387,000
12:00-15:00	3,200		2,900	2,600	4,200	3,200	400			600		900			1,300		367,700	387,000
15:00-18:00			3,500		3,000	3,200	1,000										376,300	387,000
18:00-21:00			2,000		800	1,000										1,400	381,800	387,000
21:00-24:00																	387,000	387,000

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	Bay Easy	Community	Foreign	NONE	Total
>6:00				500			200	300		600							385,400	387,000
6:00-9:00	2,000		1,200	11,300	2,100	6,600	5,200	1,400		1,200	2,700	1,700			300		351,300	387,000
9:00-12:00	4,300		700	11,200	5,300	11,300	9,200	2,600		3,000		3,400			800		335,200	387,000
12:00-15:00	600		600	5,900	1,800	4,100	5,700			2,500		2,300					363,500	387,000
15:00-18:00				3,600	5,500	4,600	5,200			2,800							365,300	387,000
18:00-21:00				2,300	500	1,000	2,500		700	400							379,600	387,000
21:00-24:00						400											386,600	387,000

APPENDIX D: TV AUDIENCES BY TIME-BRACKETS – MONDAY TO SUNDAY
[ROUNDED-UP TO THE NEAREST 100]

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		387,000	387,000
6:00-9:00		600															1,100	385,300	387,000
9:00-12:00		300		800									300				2,200	383,400	387,000
12:00-15:00	3,500	800	1,400	1,100			900		400			400	2,300		2,400		2,500	371,300	387,000
15:00-18:00	3,100	400	500				900					400	3,300				3,300	375,100	387,000
18:00	5,800	2,200											5,900				4,800	368,300	387,000
18:30	5,800	2,200	2,100						2,200				5,900				2,600	366,200	387,000
19:00	5,800	2,200	2,100						2,200				5,900				7,700	361,100	387,000
19:30	8,400	14,400	4,300										3,900				9,800	346,200	387,000
19:45	8,400	32,700	8,700										3,900				9,800	323,500	387,000
20:00	65,000	28,700	15,100							2,100			3,900	4,900			14,200	253,100	387,000
20:30	31,800	26,900	8,100							2,100				4,900			9,200	304,000	387,000
21:00	15,300	31,200	8,100							2,100			3,400	3,800			15,300	307,800	387,000
21:30	13,100	26,900	8,000						2,100	2,100			3,400	6,100	2,300		20,100	302,900	387,000
22:00	6,100	26,900	5,900						2,100	2,100			3,400	8,200	2,300		13,300	316,700	387,000
22:30	3,900	24,800	5,900						2,100				5,600	5,900	2,300		16,800	319,700	387,000
23:00	2,000	15,400	3,800										4,400	4,200	2,300		10,600	344,300	387,000
23:30		3,900	3,800										2,200		2,300		4,500	370,300	387,000

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		387,000	387,000
6:00-9:00																	1,000	386,000	387,000
9:00-12:00		600															4,500	381,900	387,000
12:00-15:00	4,000		1,900						700				1,400				2,200	376,800	387,000
15:00-18:00	8,400	3,500	2,500						2,100				700		1,700		3,500	364,600	387,000
18:00	6,100	5,300	2,100						2,100				4,200		3,700		6,900	356,600	387,000
18:30	6,400	5,300	2,100						2,100				7,200		3,700		4,700	355,500	387,000
19:00	8,400	5,300	4,100						2,100				7,200		2,200		2,500	355,200	387,000
19:30	6,300	11,100	11,400						2,100			2,100	5,100		2,200		2,200	344,500	387,000
19:45	6,300	35,200	11,400						2,100			2,100	5,100		2,200		2,200	320,400	387,000
20:00	66,200	31,100	12,100									4,200	3,100	2,300	2,200		4,700	261,100	387,000
20:30	39,600	4,800	9,600						2,800				3,100	2,300	2,200		7,200	315,400	387,000
21:00	30,400		9,600						4,700	5,700		2,100	3,100	4,800	2,200		13,300	311,100	387,000
21:30	26,300		2,000						1,900	5,700		2,100	5,200	7,600	2,200		18,900	315,100	387,000
22:00	10,700								1,900	5,700		2,100	6,500	6,400	2,200		18,900	332,600	387,000
22:30	6,200									5,700		2,100	6,500	3,700	2,200		16,900	343,700	387,000
23:00												2,100	4,400	3,700			19,000	357,800	387,000
23:30												2,100	2,500	3,700			10,700	368,000	387,000

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		387,000	387,000
6:00-9:00		600		600													1,200	384,600	387,000
9:00-12:00	1,400	2,700		900													7,000	375,000	387,000
12:00-15:00	2,700	6,400			1,700	2,300	800					800	1,000	300			5,000	366,000	387,000
15:00-18:00	4,800	9,400	300		1,700	1,700	1,100						2,500				5,000	360,500	387,000
18:00	10,500	8,300	1,500										1,600				3,500	361,600	387,000
18:30	10,500	8,300	3,100										3,200				3,500	358,400	387,000
19:00	13,900	10,300	4,700			1,700			1,700				4,500				4,700	345,500	387,000
19:30	13,900	20,300	6,200			1,700			3,000				6,100				4,700	331,100	387,000
19:45	15,500	33,800	7,600			1,700			3,000				6,100				4,700	314,600	387,000
20:00	63,800	25,700	10,900			1,700			5,200	2,100	1,700	9,100	2,200				9,000	255,600	387,000
20:30	39,200	13,800	7,700			1,700			2,200	2,100	3,300	8,900	2,200	1,700			10,800	293,400	387,000
21:00	30,700	9,300	5,600			1,700			2,200	3,300	3,700	13,400	6,200	3,700			10,200	297,000	387,000
21:30	32,700	9,000	2,600			1,700	1,400			4,900	2,100	11,900	6,200	2,100			6,800	305,600	387,000
22:00	9,500	3,700	2,600				1,400			4,900	2,100	11,900	6,200	2,100			3,300	339,300	387,000
22:30	9,500	3,700	2,600				1,400			4,900	2,100	11,900	6,200					344,700	387,000
23:00	3,700	1,700								2,900	2,100	5,600	2,200					368,800	387,000
23:30	3,700									2,900	2,100	1,700	2,200					374,400	387,000

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		387,000	387,000
6:00-9:00			600														1,100	385,300	387,000
9:00-12:00		2,700	1,600	300												800	5,200	376,400	387,000
12:00-15:00	1,600	3,200	2,600	300			1,400						1,400				6,700	369,800	387,000
15:00-18:00	2,500	1,600	1,600				700					500	3,300				6,700	370,100	387,000
18:00	6,500	3,100	1,600									1,300	1,600				8,000	364,900	387,000
18:30	4,900	5,300	5,000						1,600	1,300		1,300					4,900	362,700	387,000
19:00	3,500	6,700	9,200						3,200	2,800		1,600		1,600			3,900	354,500	387,000
19:30	6,000	13,200	7,300						3,200	1,600		1,600	1,600	1,600			6,800	344,100	387,000
19:45	6,000	26,600	10,500						3,200	1,600		1,600	1,600	1,600			6,800	327,500	387,000
20:00	51,800	18,200	13,600						0	5,700			5,400	1,600			4,700	286,000	387,000
20:30	43,200	6,700	7,300	2,700					1,600	5,700			3,800				7,700	308,300	387,000
21:00	41,700	3,900	7,300	2,700					1,300	5,700			3,400	4,300			13,100	303,600	387,000
21:30	40,800	3,900	2,200	2,700					1,300	7,200			6,200	4,300			15,000	303,400	387,000
22:00	15,400	1,600	2,200	2,700					1,300	7,200			6,200	2,300			12,200	335,900	387,000
22:30	4,700	1,600	2,200	2,700					1,300	7,200			3,300	2,300			9,300	352,400	387,000
23:00	3,200												1,600	2,300			3,600	376,300	387,000
23:30	1,600																1,600	383,800	387,000

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		387,000	387,000
6:00-9:00	600																1,000	385,400	387,000
9:00-12:00	3,700	1,100							300					700			300	380,900	387,000
12:00-15:00	3,200	1,700											600	2,500	1,700		3,300	374,000	387,000
15:00-18:00	2,700	4,000	700		300				1,500				900		700		7,200	369,000	387,000
18:00	3,300	3,300	2,000										1,700				9,800	366,900	387,000
18:30	3,300	3,300	3,300										3,400				6,300	367,400	387,000
19:00	4,900	4,600	1,300										6,000	2,600	2,000		13,100	352,500	387,000
19:30	6,400	7,500	2,900										6,000	2,600	2,000		10,200	349,400	387,000
19:45	6,400	18,500	4,500										6,000	2,600	2,000		10,200	336,800	387,000
20:00	54,200	15,600	5,800						2,000				1,700	8,100	2,000		5,400	292,200	387,000
20:30	50,600	9,000	4,200						2,000				1,500	8,100	5,000		5,400	301,200	387,000
21:00	35,700	7,400	4,300						2,000	2,900		2,000	3,000	10,200	3,100		8,000	308,400	387,000
21:30	32,500	4,500	3,000		3,600				3,600	2,900		2,000	3,000	15,500			8,000	308,400	387,000
22:00	13,800	3,100	1,700		3,600				3,600	1,700		2,000	3,000	11,600			6,200	336,700	387,000
22:30	15,200	1,700	1,700		2,000				3,600	1,700			1,500	9,400			7,800	342,400	387,000
23:00	11,400	1,700	1,700		2,000				1,700	1,700				5,300			7,800	353,700	387,000
23:30	5,400		1,700											1,700			3,600	374,600	387,000

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	TV	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00									200									386,800	387,000
6:00-9:00		700	400														400	385,500	387,000
9:00-12:00	400	2,000	2,000	400								2,900	2,400	4,100	1,100		2,000	369,700	387,000
12:00-15:00	3,500	1,400	3,400	1,100			1,200		1,500			2,900	2,900	3,800			4,600	360,700	387,000
15:00-18:00	6,700	0	2,300								1,000	3,900	2,900	4,600			11,300	354,300	387,000
18:00		1,600	2,000									2,900	2,900	6,200			4,400	367,000	387,000
18:30		1,600	2,000						1,800			2,900	2,900	2,900			4,400	368,500	387,000
19:00	5,100	3,600	2,000						1,800			7,000	11,700	4,700			4,400	346,700	387,000
19:30	5,100	14,700	7,600						1,800			7,000	11,700	8,500			4,400	326,200	387,000
19:45	5,100	16,700	5,700	2,000					1,800			7,000	9,700	8,500			4,400	326,100	387,000
20:00	49,900	14,700		2,000			1,600		2,100			5,000	5,800	8,500	3,600		4,400	289,400	387,000
20:30	27,500	4,000					1,600	2,400				5,000	5,800	6,700	5,600		4,400	324,000	387,000
21:00	9,400	4,000					1,600	2,400	1,900			2,900	4,500	9,300	5,600		5,000	340,400	387,000
21:30	11,000	4,000					1,600		1,900	2,000		2,900	4,500	7,200	7,600		8,500	335,800	387,000
22:00	7,500	4,000					1,600		1,900	2,000		2,900	4,500	7,200	7,600		12,900	334,900	387,000
22:30	5,900	2,100					1,600		1,900			2,900	8,200	4,700	7,600		11,500	340,600	387,000
23:00	2,600												8,200	2,900			11,500	361,800	387,000
23:30	2,600	2,100											5,400				11,500	365,400	387,000

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	TV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00															900			386,100	387,000
6:00-9:00			1,300						400								700	384,600	387,000
9:00-12:00	1,600	3,200	3,200		900				1,700								4,100	372,300	387,000
12:00-15:00	8,300	0	2,200		600				700	2,500			400		1,400		1,500	369,400	387,000
15:00-18:00	7,400	400	1,600						400	1,600			1,800		2,100		6,100	365,600	387,000
18:00		1,900	5,300						2,200	1,600							4,500	371,500	387,000
18:30		4,300	5,300						2,200	1,600							4,500	369,100	387,000
19:00	3,400	8,400	5,300						2,200				1,800				6,600	359,300	387,000
19:30	5,800	19,800	6,800						2,200				1,800				6,600	344,000	387,000
19:45	5,800	27,000	20,200						2,200				1,800				4,500	325,500	387,000
20:00	44,400	24,800	20,200						2,200				1,800	4,200			2,500	286,900	387,000
20:30	25,200	18,300	20,900					3,400	0				1,800	4,200			10,400	302,800	387,000
21:00	17,700	12,700	14,500					3,400	2,200				1,800	4,200	3,400		13,200	313,900	387,000
21:30	15,300	6,900	18,900				2,000	3,400	2,200				6,600	4,200	3,400		13,200	310,900	387,000
22:00	13,200	1,900	8,000					3,400	2,200				10,000		3,400		9,200	335,700	387,000
22:30	11,700	1,900	2,100					3,400	2,200				10,000		3,400		9,200	343,100	387,000
23:00	8,100		2,100					3,400	2,200				6,600				2,500	362,100	387,000
23:30	8,100																2,500	376,400	387,000

APPENDIX E: 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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00																	386,292	386,292
2:30																	386,292	386,292
3:00																	386,292	386,292
3:30	2,101																384,191	386,292
4:00																2,170	384,122	386,292
4:30																2,170	384,122	386,292
5:00																2,170	384,122	386,292
5:30																2,170	384,122	386,292
6:00	3,823			9,027	2,149		1,656		1,965								367,672	386,292
6:30	5,924		3,511	6,465	6,365		5,954		1,965		7,022						349,086	386,292
7:00	5,924			6,465	4,217	10,824	2,257	3,805	4,413	1,965	3,511					2,207	340,704	386,292
7:30	8,171			8,614	4,217	10,824	2,257	3,805	4,413	1,965	3,511	2,246				2,207	334,063	386,292
8:00	16,136		3,540	8,126	8,622	20,671	4,169	7,804	2,101	1,965	3,511						309,648	386,292
8:30	8,653		3,540	8,126	6,365	20,671	2,257	7,804	2,101	3,877	3,511						319,388	386,292
9:00	7,769		3,540	10,373	4,297	14,602	4,406	7,886	2,101	6,465	3,511		1,737				319,604	386,292
9:30	7,769		3,540	10,373	4,297	14,602	4,406	7,886	2,101	6,465	3,511	2,121	1,737				317,484	386,292
10:00	7,769		5,608	8,126	4,297	11,062	4,406	7,886		8,533	3,511	2,121	1,737				321,235	386,292
10:30	7,769		5,608	8,126	4,297	11,062	4,406	7,886		8,533	3,511	2,121	1,737				321,235	386,292
11:00	7,325		5,608	8,126	2,149	8,165	6,994	7,886		8,533	3,511	2,121	1,737				324,137	386,292
11:30	7,325		10,845	12,262	2,149	8,165	4,406	7,886		8,533	3,511	2,121	1,737				317,352	386,292
Noon			5,237	12,262	2,149	11,301	2,257	7,886		8,093	3,511	2,121					331,475	386,292
12:30				8,073	2,149	11,301	2,257	5,738		8,093	3,511	2,121					343,050	386,292
1:00				6,161	2,149	8,165	2,257	6,251		6,025	3,511	2,121					349,652	386,292
1:30				6,161	2,149	8,165	2,257	6,251		6,025	3,511	2,121					349,652	386,292
2:00					2,149	8,165	2,257	6,251		3,877	3,511	2,121					357,962	386,292
2:30					2,149	8,165	2,257	6,251		3,877	3,511	2,121					357,962	386,292
3:00					2,149	4,290	2,257	4,082		5,788	3,511	2,121					362,094	386,292
3:30					2,149	4,290	2,257	4,082		5,788	3,511	2,121					362,094	386,292
4:00	2,170			2,589	2,149	4,290	2,257	4,082		3,877	3,511	5,017					356,351	386,292
4:30	2,170			2,589	4,217	4,290	2,257	4,082		3,877	3,511	5,017					354,283	386,292
5:00	2,170			2,589	4,217	4,290	3,994	3,980	2,149	3,877	3,511	2,121					353,396	386,292
5:30				2,589	6,365	4,290	3,994	3,980	2,149	3,877		3,511					355,538	386,292
6:00	1,656				2,149	4,951	1,737	1,912	2,149	3,877	5,237	3,511			1,737		357,378	386,292
6:30	1,656				2,149	2,170	1,737	1,912	2,149	3,877		3,511			1,737		365,395	386,292
7:00	1,656				2,149	2,170	1,737		2,149	3,877		3,511					369,044	386,292
7:30	1,656			2,897	2,149	2,170	1,737		2,149	1,965	3,511						368,059	386,292
8:00				2,897						1,965	3,511						377,919	386,292
8:30										1,965	3,511						380,816	386,292
9:00										1,965	3,511						380,816	386,292
9:30										1,965	3,511						380,816	386,292
10:00										1,965	3,511						380,816	386,292
10:30										1,965	3,511						380,816	386,292
11:00										1,965	3,511						380,816	386,292
11:30										1,965	3,511						380,816	386,292
Total Avg	2,283		1,054	3,188	2,003	4,648	1,614	3,018	628	3,191	109	2,633	874	217	72	273	360,486	386,292
maximum	16,136		10,845	12,262	8,622	20,671	6,994	7,886	4,413	8,533	5,237	7,022	5,017	1,737	1,737	2,207	386,292	
std.dev.	3,617		2,300	4,080	2,174	5,701	1,778	3,202	1,180	2,772	756	1,699	1,318	580	351	729	24,266	

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00	2,004																384,288	386,292
2:30	2,004																384,288	386,292
3:00																	386,292	386,292
3:30																	386,292	386,292
4:00																	386,292	386,292
4:30																	386,292	386,292
5:00																	386,292	386,292
5:30																	386,292	386,292
6:00					1,887	3,012					1,986		3,721				375,685	386,292
6:30			3,372	1,887	1,887	12,880					1,986		7,354				356,925	386,292
7:00	2,119		3,632	3,971	1,887	7,122		4,004		2,018	1,986		3,632				355,919	386,292
7:30			3,632	1,887	1,887	7,337	2,064	1,836		2,018	1,986		3,632				360,011	386,292
8:00	3,224		2,158	3,478	1,887	10,740	6,316	4,154	3,632	3,608		2,289	7,005				337,801	386,292
8:30	3,224		2,158	5,562	1,887	8,583	8,473	6,239	3,632	6,095			3,632				336,807	386,292
9:00	7,792		4,277	5,562	3,874	9,056	8,473	6,239	3,632	6,095	1,887		3,632				325,772	386,292
9:30	7,792		5,170	5,562	3,874	11,465	6,409	6,239	3,632	6,095	1,887		3,632				324,535	386,292
10:00	9,856		2,158	5,562	3,874	5,993	8,896	6,239	3,632	7,763	1,887		3,632				326,800	386,292
10:30	9,856		2,158	5,562	3,874	5,993	8,896	6,239	3,632	7,763	1,887		3,632				326,800	386,292
11:00	9,856		2,158	5,562	1,887	3,372	8,896	8,725	3,632	7,763	1,887		3,632				328,921	386,292
11:30	9,856		2,158	9,195	1,887	3,372	8,896	8,725	3,632	7,763	1,887		3,632				325,289	386,292
Noon	2,004		2,158	9,475	4,374	3,372	8,473	8,725		8,112	1,887		3,632				334,079	386,292
12:30	2,004			5,843	4,374	3,372	6,316	4,154		8,112	1,887						350,229	386,292
1:00	2,004			5,595		3,372	6,316	4,154		6,095	4,374						354,382	386,292
1:30	2,004			5,595	2,004	3,372	4,252	4,154		6,095	1,887						356,928	386,292
2:00	2,004			3,758	2,004	3,372	4,252	4,154		4,077	1,887						360,782	386,292
2:30	2,004			3,758	2,004	3,372	2,168	4,154		4,077	1,887						362,866	386,292
3:00	2,004			3,758	2,004	3,372	2,168	4,154		2,486	1,887						364,457	386,292
3:30	2,004			3,758	2,004	3,372	2,168	4,154		2,486	1,887						364,457	386,292
4:00	2,004			3,758	2,004	5,530	2,168	4,154		2,486	1,887						362,299	386,292
4:30	2,004			3,758	6,256	5,530	2,168	4,154		2,486	1,887						358,047	386,292
5:00	2,004			1,591	6,256	3,372	2,168	6,239		2,486							362,176	386,292
5:30	2,004			1,591	4,089	3,372	2,168	8,075		2,486							362,507	386,292
6:00		1,986			4,089			3,920		4,504							371,793	386,292
6:30		1,986	2,158					3,920									378,228	386,292
7:00			5,084					8,564									372,644	386,292
7:30			2,158					2,084									382,050	386,292
8:00			2,158					2,084									382,050	386,292
8:30								2,084									384,208	386,292
9:00																	386,292	386,292
9:30																	386,292	386,292
10:00																	386,292	386,292
10:30																	386,292	386,292
11:00																	386,292	386,292
11:30																	386,292	386,292
Total Avg	1,909	83	974	2,209	1,501	2,786	2,335	2,953	605	2,354	846	48	1,133				366,556	386,292
maximum	9,856	1,986	5,170	9,475	6,256	12,880	8,896	8,725	3,632	8,112	4,374	2,289	7,354				386,292	
std.dev.	2,977	401	1,527	2,718	1,813	3,510	3,275	2,981	1,368	2,933	1,071	330	1,996				21,314	

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00	2,005																384,287	386,292
1:30	2,005																384,287	386,292
2:00	2,005																384,287	386,292
2:30	2,005																384,287	386,292
3:00	2,005																384,287	386,292
3:30	2,005																384,287	386,292
4:00	2,005																384,287	386,292
4:30	2,005																384,287	386,292
5:00	2,005																384,287	386,292
5:30	2,005			3,380			5,006										375,901	386,292
6:00	5,035			6,405		2,929	5,006								1,283		365,635	386,292
6:30	5,035			6,405		7,566	5,006								1,283		360,997	386,292
7:00	8,060		6,485	7,987		16,388	12,929			6,410				1,748	1,283		325,003	386,292
7:30	8,060		10,346	9,651		14,600	16,308			6,410		2,428			1,283		317,205	386,292
8:00	6,237		2,113	14,946	2,005	21,155	12,995	1,680		7,890					1,283	1,616	314,372	386,292
8:30	6,237			14,946	2,005	21,056	9,615	1,680		7,890					1,283		321,580	386,292
9:00	9,465			16,997	3,287	16,735	11,231	1,680		7,890	2,005	4,038			1,283		311,681	386,292
9:30	9,465			16,997	3,287	13,806	11,231	1,680		7,890	2,005	4,962			1,283		313,686	386,292
10:00	6,321			14,992	3,287	15,456	11,231	1,680		6,410	2,005	4,962			1,283		318,665	386,292
10:30	6,321			14,992	3,287	15,456	11,231	1,680		6,410	2,005	4,962			1,283		318,665	386,292
11:00	6,321			17,921	4,967	13,343	11,231			4,746	2,005	4,962	2,719		1,283		316,795	386,292
11:30	6,321			19,266	4,967	13,343	11,231			4,746	2,005	2,033	2,719		1,283		318,378	386,292
Noon	6,374			12,501		11,542	9,615			1,480							344,778	386,292
12:30	4,694			15,410		10,260	9,615			1,480							344,832	386,292
1:00	4,694			9,535		6,946	7,581	2,428		1,480			2,005				351,622	386,292
1:30	4,694		3,121	8,253		6,946	7,581			1,480			2,005				352,212	386,292
2:00	3,412			6,651		6,946	5,900			1,480							361,902	386,292
2:30	5,013			6,651		6,946	5,900			1,480							360,301	386,292
3:00	3,265			6,651		6,946	1,627			1,480							366,322	386,292
3:30	3,265			6,651		6,946	1,627			1,480							366,322	386,292
4:00	1,664			5,024	3,228	6,946	1,627			1,480							366,322	386,292
4:30	1,664		2,428	5,024	6,572	6,946	1,627			1,480							360,549	386,292
5:00	1,664		2,428	1,664	6,572	7,158	1,627			1,480							363,699	386,292
5:30	1,664			1,664	6,572	7,158	1,627			1,480							366,127	386,292
6:00	1,664		2,113	1,664	3,307	1,801	1,627										374,117	386,292
6:30	1,664		2,113	1,664	1,627	1,801	1,627		3,380								372,417	386,292
7:00			2,113														384,179	386,292
7:30			2,113				1,345										382,834	386,292
8:00				1,283		3,121											381,888	386,292
8:30				1,283		3,121											381,888	386,292
9:00																	386,292	386,292
9:30								1,664									384,628	386,292
10:00								1,283									385,009	386,292
10:30								1,283									385,009	386,292
11:00								1,283									385,009	386,292
11:30																	386,292	386,292
Total Avg	3,090		737	5,343	1,145	5,695	4,058	375	70	1,759	251	591	197	36	321	34	362,589	386,292
maximum	9,465		10,346	19,266	6,572	21,155	16,308	2,428	3,380	7,890	2,005	4,962	2,719	1,748	1,283	1,616	386,292	
std.dev.	2,770		1,884	6,259	2,017	6,423	4,900	711	488	2,674	670	1,516	668	252	561	233	26,018	

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00																	386,292	386,292
2:30																	386,292	386,292
3:00																	386,292	386,292
3:30																	386,292	386,292
4:00																	386,292	386,292
4:30																	386,292	386,292
5:00																	386,292	386,292
5:30				1,580													384,712	386,292
6:00				1,580		4,587				1,903							378,222	386,292
6:30	3,684			4,927	3,209	4,587				1,903		2,510	3,582		2,006		359,884	386,292
7:00	6,908		3,209	9,562		9,616	3,685	4,604		3,483		2,044	3,582		2,006		337,593	386,292
7:30	6,908		3,209	6,462		9,616	3,685	4,469		3,483		4,050	1,652				342,760	386,292
8:00	18,305		3,998	9,283	1,445	21,810	8,299	6,440	1,883	3,483		3,553	4,161				303,632	386,292
8:30	18,305		3,998	10,817	1,445	13,057	8,299	9,237		3,483		1,931	2,510				313,211	386,292
9:00	16,865		3,998	14,850	1,445	10,706	8,299	10,817	2,467	3,483		1,931	2,510				308,922	386,292
9:30	16,865		3,998	14,850	1,445	8,517	8,299	10,817	2,467	3,483		1,931	2,510				311,111	386,292
10:00	17,700		3,998	9,969	1,445	6,277	8,299	10,817	2,467	3,483			2,510				319,328	386,292
10:30	17,700		3,998	9,969	1,445	6,277	8,299	9,599	2,467	3,483			2,510				320,545	386,292
11:00	14,676		3,998	7,188	1,445	7,899	8,299	9,599	2,467	3,483							327,238	386,292
11:30	14,676		3,998	7,188	1,445	7,899	8,299	9,599	2,467	3,483							327,238	386,292
Noon	1,595		1,218	5,986	1,445	3,987	8,299	3,231		4,700							355,832	386,292
12:30			1,218	4,391	1,445	2,581	8,299	3,231		3,483							361,645	386,292
1:00			1,218	4,391		7,489	6,893	1,580		3,483							361,238	386,292
1:30			1,218	4,391		5,184	6,893	1,580		3,483							363,544	386,292
2:00			2,623	3,114		2,581	6,893	1,580		3,483					2,240		363,779	386,292
2:30			1,218	3,114		2,581	6,893	1,580		3,483						2,240	365,184	386,292
3:00			1,218	1,580	1,580	2,581	4,788	3,024		3,483						2,240	365,799	386,292
3:30			1,218	1,580	1,580	2,581	4,788	3,024		3,483		1,931				2,240	363,868	386,292
4:00			1,218	5,430	1,580	4,233	4,788	6,874		3,483						2,240	356,448	386,292
4:30			4,426	5,430	5,386	5,162	4,788	1,580		3,483						2,240	353,798	386,292
5:00				5,430	3,483	4,887	6,368	1,580		5,062							359,483	386,292
5:30				7,669	3,483	2,581	6,368	3,139		5,062							357,990	386,292
6:00				3,819	3,498	2,581	1,580	4,718		6,658							363,437	386,292
6:30				3,819	3,175	2,581	1,580	3,159		6,658							365,320	386,292
7:00				3,819	3,175	2,581		1,580		1,580							373,557	386,292
7:30			3,146			1,595	2,581			1,580							377,390	386,292
8:00						1,595											384,697	386,292
8:30						1,595											384,697	386,292
9:00																1,931	384,361	386,292
9:30																1,931	384,361	386,292
10:00																1,931	384,361	386,292
10:30																1,931	384,361	386,292
11:00				2,780													383,512	386,292
11:30				2,780													383,512	386,292
Total Avg	3,212		1,215	3,703	1,029	3,492	3,187	2,655	348	2,110		414	532		84	441	363,870	386,292
maximum	18,305		4,426	14,850	5,386	21,810	8,299	10,817	2,467	6,658		4,050	4,161		2,006	2,240	386,292	
std.dev.	6,379		1,636	4,061	1,314	4,407	3,562	3,582	854	2,016		991	1,164		405	871	25,161	

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00																	386,292	386,292
2:30																	386,292	386,292
3:00																	386,292	386,292
3:30																	386,292	386,292
4:00																	386,292	386,292
4:30																	386,292	386,292
5:00																	386,292	386,292
5:30				1,467													384,825	386,292
6:00				3,026					1,620						1,605		380,041	386,292
6:30	2,622			3,026					1,620			5,087			1,605		372,332	386,292
7:00	2,622		1,933	1,467	1,933	6,804		1,605	1,620			6,582	2,138		1,605		357,983	386,292
7:30	2,622		1,933	1,467	1,933	6,804		1,605	1,620			3,195	2,138		1,605		361,370	386,292
8:00	5,403			5,539	4,757	16,410	4,852	3,282	1,620	1,605		7,368	2,138		1,605		331,712	386,292
8:30	5,403			5,539	4,757	14,530	4,852	5,420	1,620	1,605		4,544	4,099		1,605		332,317	386,292
9:00	6,782		2,038	10,176	3,361	22,588	4,852	3,282	4,127	3,290		2,038	4,785		1,605		317,369	386,292
9:30	6,782		2,038	10,176	3,361	22,588	6,473	3,282	1,620	4,718		2,038	2,824		1,605		318,789	386,292
10:00	5,238		4,075	12,109	3,361	19,659	5,021	1,605	3,241	3,113		4,176	2,824		3,209		318,662	386,292
10:30	5,238		4,075	13,653	3,361	19,763	5,021	1,605	1,620	3,113		2,038	2,824		3,209		320,772	386,292
11:00	5,238		2,038	9,787	3,361	14,530	5,021		1,620	1,685		2,038			3,209		337,765	386,292
11:30	5,238		2,038	9,787	3,361	14,530	5,021		1,620	1,685		2,038			3,209		337,765	386,292
Noon	1,933			5,150	3,048	16,235	3,553		1,620	1,685		2,038			3,209		347,820	386,292
12:30				6,578	1,620	16,235	1,933		1,620	1,685		2,038			3,209		351,374	386,292
1:00				7,043	1,620	11,428			1,620	1,685		4,544			3,209		355,142	386,292
1:30				5,499	1,620	13,465			1,620	1,685		2,038			3,209		357,155	386,292
2:00				3,566		11,586			1,620	1,685					1,605		366,230	386,292
2:30				3,566		9,811			4,242	1,685					1,605		365,383	386,292
3:00				3,566		9,811			4,242	1,685					1,605		365,383	386,292
3:30				3,566		11,744			4,242	1,685					1,605		363,450	386,292
4:00			1,605	2,138		6,090	1,569		4,242	1,685					1,605		367,359	386,292
4:30			1,605	2,138		6,876	1,569		4,242	1,685		2,506			1,605		364,066	386,292
5:00			1,605	2,138		6,510		1,237	4,242	1,685					1,605		367,270	386,292
5:30			1,605	2,138		4,577		1,237	1,620	1,685					1,605		371,825	386,292
6:00				4,010		2,077											380,206	386,292
6:30				4,010		2,077			2,824								377,381	386,292
7:00						1,544			2,824								381,923	386,292
7:30						1,544							2,824				381,923	386,292
8:00			2,824									2,622	2,824				378,022	386,292
8:30												2,622					383,670	386,292
9:00												2,622					383,670	386,292
9:30												2,622					383,670	386,292
10:00																	386,292	386,292
10:30																	386,292	386,292
11:00																	386,292	386,292
11:30																	386,292	386,292
Total Avg	1,148		613	2,965	864	6,038	1,036	503	1,342	855		1,350	613		1,070		367,896	386,292
maximum	6,782		4,075	13,653	4,757	22,588	6,473	5,420	4,242	4,718		7,368	4,785		3,209		386,292	
std.dev.	2,169		1,107	3,710	1,472	7,304	1,974	1,157	1,509	1,151		1,913	1,265		1,209		21,721	

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	Bay Easy	Community	Foreign	NONE	Total
MNight																	386,292	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00																	386,292	386,292
2:30																	386,292	386,292
3:00																	386,292	386,292
3:30																	386,292	386,292
4:00				2,397													383,895	386,292
4:30				2,397													383,895	386,292
5:00				2,397						2,011							381,885	386,292
5:30				4,407						2,011							379,874	386,292
6:00				8,618		2,553			6,068	4,021					3,772		361,259	386,292
6:30				10,629		2,553			2,065	5,810					3,772		361,463	386,292
7:00	1,935			15,213		4,900	2,030		2,065	5,810	1,789	3,539			5,738		343,274	386,292
7:30	1,935		4,084	15,213		4,900	2,030		2,065	5,810	1,789	2,850			5,738		339,878	386,292
8:00	5,563		2,065	15,735	6,739	10,755	2,030		5,837	5,349		5,308			5,738		321,174	386,292
8:30	8,020		2,065	15,735	6,739	10,755	4,095		5,837	7,138		2,457			7,748		315,703	386,292
9:00	11,392		4,915	15,735	6,739	20,197	6,048		5,837	7,138		2,457			7,748		298,085	386,292
9:30	9,281		4,915	15,735	6,739	19,426	3,983		5,837	7,138		2,457			7,748		303,033	386,292
10:00	9,281		9,367	13,182	4,186	19,147			2,065	7,138		2,457	1,984		7,748		309,737	386,292
10:30	9,281		9,367	13,182	4,186	19,147			2,065	7,138		2,457	1,984		7,748		309,737	386,292
11:00	8,246		4,803	11,172	4,186	17,200			2,065	7,138		2,457	1,984		7,748		319,293	386,292
11:30	8,246		4,803	13,202	4,186	13,915			2,065	7,138		2,457	1,984		7,748		320,548	386,292
Noon	9,796		4,803	4,211	4,186	8,213			2,065	5,588		2,457	1,984		5,782		337,207	386,292
12:30	7,731		4,803	4,211	4,186	8,213		2,030	2,065	5,588		2,457	1,984		3,772		339,252	386,292
1:00	5,942		2,850	4,261	4,186	4,900			2,065	3,578		2,457			3,772		352,281	386,292
1:30	5,942		2,850	4,261	4,186	4,900			2,065	1,789		2,457			3,772		354,070	386,292
2:00	6,686		2,850	4,261	4,186	4,900				1,789		2,457			3,772		355,391	386,292
2:30	6,686		2,850	4,261	4,186	7,453				1,789		2,457			3,772		352,838	386,292
3:00	6,686		2,850	2,553	4,186	10,739				1,789		2,457			3,772		351,260	386,292
3:30	6,686		2,850	2,553	4,186	4,900				1,789		2,457			3,772		357,099	386,292
4:00	4,007		2,850	2,553	4,186	3,313											369,383	386,292
4:30	1,550		2,850	2,553	4,186												375,153	386,292
5:00			2,850	2,553	4,186												376,703	386,292
5:30			2,850	2,553	4,186		1,935										374,768	386,292
6:00			4,786		4,186	5,996	1,935										369,390	386,292
6:30			4,786		4,186	5,996	1,935										369,390	386,292
7:00			2,850		2,397	3,539	1,935										375,571	386,292
7:30			2,850		2,397	3,539											377,506	386,292
8:00			2,850		2,397												381,045	386,292
8:30			2,850		2,397												381,045	386,292
9:00			2,850		2,397												381,045	386,292
9:30			2,850		2,397												381,045	386,292
10:00			2,850													1,953	381,489	386,292
10:30			2,850													1,953	381,489	386,292
11:00						2,711										1,953	381,629	386,292
11:30						2,711										1,953	381,629	386,292
Total Avg	2,810		2,435	4,494	2,431	4,739	582	42	1,086	2,177	75	1,012	248		2,316	163	361,682	386,292
maximum	11,392		9,367	15,735	6,739	20,197	6,048	2,030	6,068	7,138	1,789	5,308	1,984		7,748	1,953	386,292	
std.dev.	3,780		2,301	5,652	2,296	6,097	1,307	293	1,864	2,823	361	1,386	663		3,000	545	26,612	

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	Bay Easy	Community	Foreign	NONE	Total
MNight								3,305									382,987	386,292
0:30																	386,292	386,292
1:00																	386,292	386,292
1:30																	386,292	386,292
2:00																	386,292	386,292
2:30																	386,292	386,292
3:00																	386,292	386,292
3:30																	386,292	386,292
4:00										1,559							384,733	386,292
4:30										1,559							384,733	386,292
5:00				1,978						1,559							382,755	386,292
5:30				4,020			1,559			1,559							379,153	386,292
6:00				4,020		2,115	1,559				1,965						376,633	386,292
6:30				9,890			3,118				3,929						369,354	386,292
7:00	2,437	3,560	13,880	1,800	8,565	5,555	2,023			1,978	3,929	6,610					335,955	386,292
7:30	2,437	3,560	14,027	1,800	8,565	5,555	2,023			1,978	3,929	3,305					339,113	386,292
8:00	4,561		14,027	4,237	8,565	7,598	2,023			1,559	1,965						341,758	386,292
8:30	2,437		11,902	4,237	11,292	7,598	2,023			1,559				1,559			343,685	386,292
9:00	6,114	4,109	10,052	4,237	11,292	9,621	2,023			3,996		3,333			1,559		329,956	386,292
9:30	6,114		10,052	4,237	15,012	9,621	2,023			3,996		3,333			1,559		330,346	386,292
10:00	4,479		11,902	5,360	10,082	9,621	3,822			2,437		3,333			1,559		333,697	386,292
10:30	2,437		11,902	7,160	13,415	9,621	3,822			2,437		3,333					332,166	386,292
11:00	2,437		9,860	5,360	10,082	8,061	1,800			2,437		3,333					342,923	386,292
11:30	4,072		13,019	5,360	7,645	8,061	1,800			2,437		3,333					340,565	386,292
Noon	1,635		8,934	1,800	4,229	8,061				2,437		3,333					355,863	386,292
12:30	1,635		8,934	1,800	4,229	8,061				2,437		3,333					355,863	386,292
1:00			5,774	1,800	2,115	4,479				2,437		3,333					366,354	386,292
1:30			3,827	1,800	2,115	4,479				2,437		3,333					368,301	386,292
2:00		3,214	3,827	1,800	6,956	4,479				2,437							363,578	386,292
2:30			3,827	1,800	4,842	4,479				2,437							368,907	386,292
3:00			3,827	1,800	8,870	4,479				2,437							364,879	386,292
3:30			3,827	1,800	4,842	4,479				2,437							368,907	386,292
4:00			3,827	6,729	4,810	5,005				2,437							363,483	386,292
4:30			3,827	6,729	4,810	7,417				2,437							361,071	386,292
5:00			1,978	9,166	2,115	4,848				4,072							364,113	386,292
5:30			4,102	6,729	2,115	4,848				2,437							366,061	386,292
6:00			4,102	2,411		2,437		4,028									373,314	386,292
6:30			1,978			2,437											381,878	386,292
7:00			1,978		2,868	2,437											379,010	386,292
7:30			1,978		2,868	2,437											379,010	386,292
8:00			3,613			2,437				2,023							378,220	386,292
8:30						2,437											383,855	386,292
9:00																	386,292	386,292
9:30																	386,292	386,292
10:00					2,189												384,103	386,292
10:30																	386,292	386,292
11:00																	386,292	386,292
11:30																	386,292	386,292
Total Avg	850		301	4,389	1,874	3,471	3,477	556	84	1,332	327	901			130		368,600	386,292
maximum	6,114		4,109	14,027	9,166	15,012	9,621	3,822	4,028	4,072	3,929	6,610			1,559		386,292	
std.dev.	1,680		1,013	4,720	2,521	4,286	3,342	1,095	581	1,296	1,020	1,642			435		18,761	

APPENDIX F: 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	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
MNight																		386,292	386,292	
0:30																		386,292	386,292	
1:00																		386,292	386,292	
1:30																		386,292	386,292	
2:00																		386,292	386,292	
2:30																		386,292	386,292	
3:00																		386,292	386,292	
3:30																		386,292	386,292	
4:00																		386,292	386,292	
4:30																		386,292	386,292	
5:00																		386,292	386,292	
5:30																		386,292	386,292	
6:00																		386,292	386,292	
6:30																		386,292	386,292	
7:00																		386,292	386,292	
7:30																		386,292	386,292	
8:00		1,656															2,170	382,466	386,292	
8:30		1,656															4,238	380,398	386,292	
9:00		1,656															2,170	382,466	386,292	
9:30																	2,170	384,122	386,292	
10:00																	2,170	384,122	386,292	
10:30																	2,170	384,122	386,292	
11:00				2,101													2,170	382,021	386,292	
11:30				2,101									1,656				2,170	380,365	386,292	
Noon	2,068			2,101									1,656				2,170	378,297	386,292	
12:30	2,068			2,101									1,656				2,170	378,297	386,292	
1:00	4,169			2,101									3,863		3,540			372,619	386,292	
1:30	4,169		2,781				1,656		2,068				2,207		3,540		3,540	366,331	386,292	
2:00	4,169	2,101	2,781				1,656						1,912		3,540		3,540	366,593	386,292	
2:30	4,169	2,101	2,781				1,656					1,965	1,912		3,540		3,540	364,628	386,292	
3:00	2,101		2,781				1,656					1,965	1,912					5,866	370,012	386,292
3:30	4,066						1,656						4,012					2,325	374,232	386,292
4:00	4,066						1,656						4,012					2,325	374,232	386,292
4:30	4,066												1,912				4,495	375,820	386,292	
5:00	1,965												1,912				2,170	380,245	386,292	
5:30	1,965	2,170											5,842				2,170	374,146	386,292	
6:00	5,788	2,170											5,842				4,758	367,734	386,292	
6:30	5,788	2,170	2,068						2,149				5,842				2,589	365,687	386,292	
7:00	5,788	2,170	2,068						2,149				5,842				7,634	360,641	386,292	
7:30	8,377	14,334	4,217										3,877				9,735	345,752	386,292	
7:45	8,377	32,608	8,622										3,877				9,735	323,074	386,292	
8:00	64,992	28,695	15,014								2,068		3,877	4,849			14,161	252,636	386,292	
8:30	31,723	26,882	8,020								2,068			4,849			9,164	303,587	386,292	
9:00	15,247	31,131	8,020								2,068		3,356	3,777			15,211	307,482	386,292	
9:30	13,098	26,834	7,918						2,087		2,068		3,356	6,034	2,257		20,057	302,584	386,292	
10:00	6,083	26,834	5,850						2,087		2,068		3,356	8,102	2,257		13,204	316,451	386,292	
10:30	3,877	24,713	5,850						2,087				5,563	5,845	2,257		16,745	319,356	386,292	
11:00	1,965	15,359	3,782										4,307	4,189	2,257		10,556	343,878	386,292	
11:30		3,874	3,782										2,101		2,257		4,427	369,852	386,292	
Total Avg	4,289	5,084	1,762	214			203		258		211	80	1,748	768	519		3,913	367,243	386,292	
maximum	64,992	32,608	15,014	2,101			1,656		2,149		2,068	1,965	5,842	8,102	3,540		20,057	386,292		
std.dev.	10,378	10,057	3,206	642			549		697		632	393	2,031	1,969	1,140		5,008	29,293		

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	TV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																		386,292	386,292
0:30																		386,292	386,292
1:00																		386,292	386,292
1:30																		386,292	386,292
2:00																		386,292	386,292
2:30																		386,292	386,292
3:00																		386,292	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00																		386,292	386,292
7:30																	2,084	384,208	386,292
8:00																		386,292	386,292
8:30																	3,710	382,582	386,292
9:00																	3,710	382,582	386,292
9:30		1,591															2,119	382,582	386,292
10:00		1,591															2,119	382,582	386,292
10:30																	5,343	380,949	386,292
11:00																	5,343	380,949	386,292
11:30																	8,125	378,167	386,292
Noon	2,064																7,865	376,363	386,292
12:30	2,064																	384,228	386,292
1:00	2,064		2,004															382,224	386,292
1:30	2,064		2,004															382,224	386,292
2:00	6,019		3,595						2,064				2,926				2,486	369,201	386,292
2:30	9,243		3,595						2,064				5,010				2,486	363,894	386,292
3:00	12,967	1,591	3,595						2,064				2,084				2,486	361,505	386,292
3:30	9,743	1,591	3,595						2,064				2,084		2,522		2,486	362,207	386,292
4:00	9,743	1,591	3,595						2,064						2,522		2,486	364,291	386,292
4:30	5,843	3,608							2,064						2,522		2,168	370,087	386,292
5:00	5,843	8,684	2,018						2,064						2,522		4,325	360,836	386,292
5:30	5,843	3,655	2,018						2,064								6,812	365,901	386,292
6:00	6,075	5,245	2,018						2,064				4,183		3,632		6,812	356,263	386,292
6:30	6,323	5,245	2,018						2,064				7,109		3,632		4,644	355,257	386,292
7:00	8,327	5,245	4,004						2,064				7,109		2,168		2,486	354,889	386,292
7:30	6,243	11,088	11,324						2,064			2,084	5,045		2,168		2,168	344,108	386,292
7:45	6,243	35,101	11,324						2,064			2,084	5,045		2,168		2,168	320,095	386,292
8:00	66,131	31,016	12,010									4,148	3,012	2,289	2,168		4,654	260,865	386,292
8:30	39,588	4,772	9,524						2,750				3,012	2,289	2,168		7,140	315,049	386,292
9:00	30,308		9,524						4,637	5,650		2,064	3,012	4,775	2,168		13,254	310,900	386,292
9:30	26,299		1,986						1,887	5,650		2,064	5,131	7,525	2,168		18,895	314,686	386,292
10:00	10,601								1,887	5,650		2,064	6,493	6,383	2,168		18,869	332,177	386,292
10:30	6,123									5,650		2,064	6,493	3,632	2,168		16,883	343,279	386,292
11:00												2,064	4,374	3,632			18,988	357,234	386,292
11:30												2,064	2,486	3,632			10,680	367,430	386,292
Total Avg	5,832	2,482	1,832						775	461		422	1,523	697	752		3,955	367,560	386,292
maximum	66,131	35,101	12,010						4,637	5,650		4,148	7,109	7,525	3,632		18,988	386,292	
std.dev.	11,952	6,824	3,312						1,137	1,563		943	2,334	1,746	1,176		5,332	26,432	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																		386,292	386,292
0:30																		386,292	386,292
1:00																		386,292	386,292
1:30																		386,292	386,292
2:00																		386,292	386,292
2:30																		386,292	386,292
3:00																		386,292	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00																		386,292	386,292
7:30																		386,292	386,292
8:00		1,627		1,627													3,428	379,611	386,292
8:30		1,627		1,627													3,428	379,611	386,292
9:00	1,345	1,627		1,627													5,273	376,420	386,292
9:30	1,345	1,627		1,627													6,556	375,138	386,292
10:00	1,345	1,627		1,627													6,556	375,138	386,292
10:30	1,345	3,631															8,182	373,133	386,292
11:00	1,345	3,631															8,182	373,133	386,292
11:30	1,345	3,631															6,900	374,416	386,292
Noon	2,690	3,631										2,113					6,900	370,958	386,292
12:30	2,690	3,631										2,113					6,900	370,958	386,292
1:00	1,345	5,295				3,313											5,152	371,186	386,292
1:30	1,345	8,609			3,313	3,313											3,525	366,186	386,292
2:00	4,064	8,609			3,313	3,313	2,153						2,986				3,525	358,328	386,292
2:30	4,064	8,609			3,313	3,313	2,153						2,788	1,748			3,525	356,778	386,292
3:00	5,788	11,174			3,313	3,313	2,153						4,269				3,525	352,756	386,292
3:30	5,788	11,174			3,313	3,313	2,153						2,986				3,525	354,038	386,292
4:00	5,788	11,174			3,313	3,313	2,153						2,986				5,168	352,396	386,292
4:30	2,627	7,860											1,506				6,832	367,467	386,292
5:00	4,291	6,578											1,506				5,189	368,728	386,292
5:30	4,291	8,242	1,480										1,506				5,189	365,583	386,292
6:00	10,499	8,242	1,480										1,506				3,487	361,078	386,292
6:30	10,499	8,242	3,096										3,170				3,487	357,798	386,292
7:00	13,827	10,246	4,698			1,664			1,664				4,452				4,658	345,083	386,292
7:30	13,827	20,205	6,189			1,664			2,946				6,079				4,658	330,723	386,292
7:45	15,491	33,722	7,534			1,664			2,946				6,079				4,658	314,197	386,292
8:00	63,735	25,626	10,855			1,664			5,135		2,005	1,627	9,008	2,113			8,965	255,559	386,292
8:30	39,199	13,790	7,686			1,664			2,113		2,005	3,254	8,861	2,113	1,680		10,713	293,216	386,292
9:00	30,674	9,279	5,562			1,664			2,113		3,287	3,631	13,355	6,168	3,685		10,102	296,771	386,292
9:30	32,679	8,938	2,599			1,664	1,345				4,888	2,005	11,875	6,168	2,005		6,789	305,338	386,292
10:00	9,419	3,668	2,599				1,345				4,888	2,005	11,875	6,168	2,005		3,291	339,030	386,292
10:30	9,419	3,668	2,599				1,345				4,888	2,005	11,875	6,168				344,325	386,292
11:00	3,668	1,664									2,884	2,005	5,529	2,113				368,430	386,292
11:30	3,668										2,884	2,005	1,664	2,113				373,958	386,292
Total Avg	6,315	5,325	1,151	166	406	711	302		345		566	464	2,364	712	191		3,434	363,840	386,292
maximum	63,735	33,722	10,855	1,627	3,313	3,313	2,153		5,135		4,888	3,631	13,355	6,168	3,685		10,713	386,292	
std.dev.	11,995	6,947	2,476	498	1,097	1,220	709		1,016		1,380	967	3,780	1,758	687		3,213	28,724	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																		386,292	386,292
0:30																		386,292	386,292
1:00																		386,292	386,292
1:30																		386,292	386,292
2:00																		386,292	386,292
2:30																		386,292	386,292
3:00																		386,292	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00																		386,292	386,292
7:30																		386,292	386,292
8:00			1,580														1,534	383,178	386,292
8:30			1,580														4,603	380,110	386,292
9:00			1,580														4,603	380,110	386,292
9:30		3,124	1,580														4,603	376,985	386,292
10:00		3,124	1,580												2,189	6,225	373,174	386,292	386,292
10:30		3,124	1,580												2,189	6,225	373,174	386,292	386,292
11:00		3,124	1,580														4,603	376,985	386,292
11:30		3,124	1,580	1,277													4,603	375,709	386,292
Noon	1,544	3,124	1,580	1,277													8,601	370,166	386,292
12:30	1,544	4,377	1,580				1,544										7,383	369,863	386,292
1:00	1,544	4,377	3,024				2,762						1,580				7,383	365,621	386,292
1:30	1,544	2,797	3,024				1,218						1,580				7,383	368,745	386,292
2:00	1,580	2,797	3,024				1,218						1,580				4,603	371,491	386,292
2:30	1,580	1,580	3,024				1,218						3,159				4,603	371,129	386,292
3:00	2,985	1,580	1,580				1,218						3,586				4,603	370,741	386,292
3:30	4,565	1,580	1,580				1,218						2,006				4,603	370,741	386,292
4:00	4,565	1,580	1,580				1,218						2,006				6,182	369,162	386,292
4:30	2,305	1,580	1,580										4,012				6,182	370,633	386,292
5:00		1,580	1,580									1,218	4,012				9,146	368,757	386,292
5:30		1,580	1,580									1,218	3,586				9,146	369,183	386,292
6:00	6,412	3,009	1,580									1,218	1,580				7,935	364,559	386,292
6:30	4,868	5,249	4,927					1,580	1,218			1,218					4,866	362,367	386,292
7:00	3,462	6,693	9,197					3,159	2,797			1,580		1,580			3,806	354,017	386,292
7:30	5,972	13,109	7,294					3,159	1,580			1,580	1,580	1,580			6,770	343,669	386,292
7:45	5,972	26,571	10,405					3,159	1,580			1,580	1,580	1,580			6,770	327,096	386,292
8:00	51,758	18,180	13,580						5,699				5,353	1,580			4,683	285,458	386,292
8:30	43,121	6,676	7,267	2,603				1,534	5,699				3,774				7,647	307,971	386,292
9:00	41,659	3,819	7,267	2,603				1,218	5,699				3,303	4,246			13,015	303,465	386,292
9:30	40,735	3,819	2,189	2,603				1,218	7,104				6,100	4,246			14,945	303,333	386,292
10:00	15,378	1,580	2,189	2,603				1,218	7,104				6,100	2,240			12,165	335,716	386,292
10:30	4,660	1,580	2,189	2,603				1,218	7,104				3,231	2,240			9,201	352,266	386,292
11:00	3,100												1,580	2,240			3,510	375,862	386,292
11:30	1,580																1,580	383,133	386,292
Total Avg	5,152	2,744	2,152	318			237	356	930			196	1,251	439		89	4,361	368,066	386,292
maximum	51,758	26,571	13,580	2,603			2,762	3,159	7,104			1,580	6,100	4,246		2,189	14,945	386,292	
std.dev.	12,180	4,851	2,982	819			580	848	2,144			490	1,799	1,037		438	3,908	24,606	

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	TV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNIGHT																		386,292	386,292
0:30																		386,292	386,292
1:00																		386,292	386,292
1:30																		386,292	386,292
2:00																		386,292	386,292
2:30																		386,292	386,292
3:00																		386,292	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00	1,620																	384,672	386,292
7:30	1,620																	384,672	386,292
8:00																	2,893	383,399	386,292
8:30																	2,893	383,399	386,292
9:00	3,681													2,038				380,573	386,292
9:30	3,681													2,038				380,573	386,292
10:00	3,681	1,605							1,428									379,578	386,292
10:30	3,681	1,605															1,558	379,448	386,292
11:00	3,681	1,605																381,006	386,292
11:30	3,681	1,605																381,006	386,292
Noon	4,227	1,605												2,622				377,839	386,292
12:30	4,227	1,605												2,622				377,839	386,292
1:00	2,622	1,605												4,699	2,138		2,644	372,585	386,292
1:30	2,622	1,605												4,699	2,138		2,644	372,585	386,292
2:00	2,622	1,605											1,605		2,138		7,083	371,239	386,292
2:30	2,622	1,605											1,605		3,375		7,083	370,003	386,292
3:00	4,227	4,527											1,605		1,237		8,168	366,530	386,292
3:30	4,227	4,527											1,605		1,237		8,168	366,530	386,292
4:00	4,227	4,527											1,605		1,237		8,168	366,530	386,292
4:30		3,290			1,237				2,893								6,182	372,690	386,292
5:00	1,605	3,290	1,933						2,893								6,182	370,390	386,292
5:30	1,605	3,290	1,933						2,893								6,182	370,390	386,292
6:00	3,209	3,290	1,933										1,678				9,762	366,421	386,292
6:30	3,209	3,290	3,230										3,355				6,224	366,984	386,292
7:00	4,887	4,527	1,297										5,999	2,549	1,933		13,019	352,081	386,292
7:30	6,314	7,462	2,841										5,999	2,549	1,933		10,195	348,999	386,292
7:45	6,314	18,449	4,462										5,999	2,549	1,933		10,195	336,390	386,292
8:00	54,117	15,554	5,759						1,933				1,678	8,018	1,933		5,333	291,968	386,292
8:30	50,504	8,910	4,138						1,933				1,467	8,018	4,943		5,333	301,045	386,292
9:00	35,635	7,305	4,214						1,933	2,841		1,933	2,919	10,182	3,010		7,955	308,364	386,292
9:30	32,470	4,500	2,917		3,502				3,538	2,841		1,933	2,919	15,413			7,955	308,304	386,292
10:00	13,766	3,072	1,620		3,502				3,538	1,605		1,933	2,919	11,502			6,160	336,675	386,292
10:30	15,163	1,605	1,620		1,933				3,538	1,605			1,452	9,339			7,704	342,334	386,292
11:00	11,314	1,605	1,620		1,933				1,605	1,605				5,231			7,704	353,676	386,292
11:30	5,337		1,620											1,620			3,538	374,177	386,292
Total Avg	6,171	2,430	840		247				574	214		118	906	1,953	596		3,488	368,755	386,292
maximum	54,117	18,449	5,759		3,502				3,538	2,841		1,933	5,999	15,413	4,943		13,019	386,292	
std.dev.	11,942	3,759	1,471		798				1,140	671		468	1,629	3,589	1,125		3,862	24,058	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																		386,292	386,292
0:30																		386,292	386,292
1:00																		386,292	386,292
1:30																		386,292	386,292
2:00																		386,292	386,292
2:30																		386,292	386,292
3:00								1,953										384,339	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00																		386,292	386,292
7:30																	2,011	384,281	386,292
8:00		1,966																384,326	386,292
8:30		1,966	1,953															382,374	386,292
9:00		1,966	1,953									2,850		2,457				377,066	386,292
9:30		1,966	1,953									2,850	2,850	5,308			1,935	369,430	386,292
10:00		1,966	1,953									2,850	2,850	5,308	3,285		1,935	366,145	386,292
10:30		1,966	1,953									2,850	2,850	5,308	3,285		1,935	366,145	386,292
11:00	1,819	1,966	1,953									2,850	2,850	2,850			1,935	370,068	386,292
11:30		1,966	1,953	2,011								2,850	2,850	2,850			3,888	367,924	386,292
Noon		1,953	1,953	2,011					2,422			2,850	2,850	5,561			1,935	364,757	386,292
12:30		1,953	1,953	2,011					2,422			2,850	2,850	5,561			1,935	364,757	386,292
1:00	4,775	1,953	1,953	2,011			3,313		1,839			2,850	2,850	2,850			5,474	356,424	386,292
1:30	4,775	1,953	5,513				3,313		1,839			2,850	2,850	2,850			5,474	354,874	386,292
2:00	4,721		5,513									2,850	2,850	2,850			7,263	360,244	386,292
2:30	6,674		3,503									2,850	2,850	2,850			5,328	362,237	386,292
3:00	12,219		3,503								1,935	2,850	2,850	2,850			8,953	351,131	386,292
3:30	10,266		1,953								1,935	2,850	2,850	2,850			8,953	354,634	386,292
4:00	10,266		1,953								1,935	2,850	2,850	2,850			8,953	354,634	386,292
4:30	2,011		1,953									4,786	2,850	6,163			14,706	353,823	386,292
5:00	2,679		1,953									4,786	2,850	6,163			13,789	354,072	386,292
5:30	2,679		1,953									4,786	2,850	6,163			12,000	355,860	386,292
6:00		1,550	1,953									2,850	2,850	6,163			4,392	366,533	386,292
6:30		1,550	1,953						1,789			2,850	2,850	2,850			4,342	368,107	386,292
7:00	5,016	3,515	1,953						1,789			6,926	11,677	4,639			4,342	346,435	386,292
7:30	5,016	14,655	7,586						1,789			6,926	11,677	8,411			4,392	325,840	386,292
7:45	5,016	16,638	5,634	1,953					1,789			6,926	9,666	8,411			4,392	325,867	386,292
8:00	49,897	14,628		1,953			1,550		2,011			4,915	5,701	8,411	3,539		4,392	289,297	386,292
8:30	27,494	3,976					1,550	2,397				4,915	5,701	6,670	5,569		4,392	323,628	386,292
9:00	9,386	3,976					1,550	2,397	1,839			2,850	4,400	9,223	5,569		4,979	340,122	386,292
9:30	10,936	3,976					1,550		1,839	1,953		2,850	4,400	7,192	7,580		8,436	335,579	386,292
10:00	7,434	3,976					1,550		1,839	1,953		2,850	4,400	7,192	7,580		12,844	334,674	386,292
10:30	5,884	2,011					1,550		1,839			2,850	8,172	4,639	7,580		11,494	340,274	386,292
11:00	2,553												8,172	2,850			11,494	361,223	386,292
11:30	2,553	2,011											5,322				11,494	364,913	386,292
Total Avg	3,961	1,959	1,355	244			325	98	551	80	118	2,139	2,723	3,067	898		4,077	364,696	386,292
maximum	49,897	16,638	7,586	2,011			3,313	2,397	2,422	1,953	1,935	6,926	11,677	9,223	7,580		14,706	386,292	
std.dev.	8,363	3,686	1,787	660			806	479	887	390	469	2,078	3,035	2,962	2,184		4,450	21,795	

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNIGHT																		386,292	386,292
0:30																		386,292	386,292
1:00															3,560			382,732	386,292
1:30															3,560			382,732	386,292
2:00															3,560			382,732	386,292
2:30																		386,292	386,292
3:00																		386,292	386,292
3:30																		386,292	386,292
4:00																		386,292	386,292
4:30																		386,292	386,292
5:00																		386,292	386,292
5:30																		386,292	386,292
6:00																		386,292	386,292
6:30																		386,292	386,292
7:00			1,850															384,442	386,292
7:30			1,850															384,442	386,292
8:00			1,850														2,023	382,419	386,292
8:30			1,850						1,947								2,023	380,473	386,292
9:00		3,409	1,850						1,947								2,023	377,064	386,292
9:30		1,850	3,409	1,559					1,947								2,023	375,504	386,292
10:00	1,559	3,485	3,409	1,830					1,947								2,023	372,039	386,292
10:30	1,559	3,485	3,409	1,830					1,947								6,791	367,271	386,292
11:00	1,559	3,485	3,409						1,947								6,791	369,102	386,292
11:30	4,362	3,485	3,409														4,826	370,210	386,292
Noon	8,926		3,409							3,647					4,028		2,189	364,093	386,292
12:30	8,926		3,409	1,635						3,647					4,028		2,189	362,458	386,292
1:00	6,489		1,559	1,635						3,647							2,189	370,773	386,292
1:30	6,489		1,559							3,647							2,189	372,408	386,292
2:00	9,441		1,559						2,043									373,249	386,292
2:30	9,441		1,559						2,043				2,023					371,227	386,292
3:00	10,450		1,559							1,559			3,582				3,214	365,928	386,292
3:30	10,450		1,559							1,559			3,582				6,861	362,280	386,292
4:00	10,450		1,559							1,559			3,582				6,861	362,280	386,292
4:30	7,957		1,559							1,559					4,028		8,904	362,284	386,292
5:00	2,437		1,559							1,559					4,028		5,257	371,452	386,292
5:30	2,437	1,850	1,559						2,125	1,559					4,028		5,257	367,478	386,292
6:00		1,850	5,209						2,125	1,559							4,479	371,070	386,292
6:30		4,287	5,209						2,125	1,559							4,479	368,633	386,292
7:00	3,305	8,372	5,209						2,125				1,800				6,502	358,980	386,292
7:30	5,742	19,793	6,768						2,125				1,800				6,502	343,562	386,292
7:45	5,742	26,935	20,126						2,125				1,800				4,479	325,085	386,292
8:00	44,342	24,745	20,126						2,125				1,800	4,109			2,437	286,609	386,292
8:30	25,194	18,213	20,819					3,305					1,800	4,109			10,307	302,546	386,292
9:00	17,682	12,616	14,496					3,305	2,125				1,800	4,109	3,305		13,194	313,660	386,292
9:30	15,271	6,842	18,896				1,947	3,305	2,125				6,518	4,109	3,305		13,194	310,780	386,292
10:00	13,146	1,850	7,981					3,305	2,125				9,927		3,305		9,166	335,486	386,292
10:30	11,663	1,850	2,023					3,305	2,125				9,927		3,305		9,166	342,928	386,292
11:00	8,081		2,023					3,305	2,125				6,518				2,437	361,803	386,292
11:30	8,081																2,437	375,774	386,292
Total Avg	5,330	3,029	3,624		173		40	405	842	552			1,152	335	899		3,315	366,596	386,292
maximum	44,342	26,935	20,819		1,830		1,947	3,305	2,125	3,647			9,927	4,109	4,028		13,194	386,292	
std.dev.	8,065	6,428	5,570		521		278	1,095	1,026	1,097			2,411	1,137	1,602		3,654	23,707	