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— MALTA —
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT
OCTOBER 2016**

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1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

For the broadcasting season starting October 2016, 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.

For this broadcasting quarter data was collected between Saturday 1st and Monday 31st October, both days included. 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 October 2016, 37.42% of all contacted persons accepted to participate while 3.53% refused. The youngest person interviewed was 12 years old while the eldest person contacted was 97 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate					
	Oct2016		2016Jul Feb 2016		Oct 2015
Responses	Quest.	%	%		%
Accepted	1,240	37.42%	35.75%	50.72%	45.17%
Refusal	117	3.53%	2.22%	3.24%	5.39%
Non Contact	884	26.67%	20.81%	14.87%	24.59%
Unreachable	1,065	32.14%	41.08%	30.87%	17.63%
Ineligible	8	0.24%	0.14%	0.31%	7.21%
Contacted	3,314	100.00%	100%	100%	100%
Not Used	406				
Total	3,720				

For the data-set of October 2016 a response rate of 37.42%, an estimated population size of 391,741 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.69\%$.

Margin of Error							
Total	[n]	1240					
	[±]	2.69%					
Gender		Male	Female				
	[n]	619	621				
	[±]	3.81%	3.80%				
Age-Group		12-20	21-30	31-50	51-70	71+	
	[n]	164	148	373	333	222	
	[±]	7.40%	7.79%	4.91%	5.20%	6.36%	
District		South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
	[n]	230	368	191	170	190	91
	[±]	6.25%	4.94%	6.86%	7.27%	6.88%	9.94%
Weekday		Mondays	Tuesdays	Wednesdays	Thursday	Fridays	Saturdays
	[n]	202	158	161	156	168	203
	[±]	6.67%	7.54%	7.47%	7.59%	7.32%	6.66%
							Sundays
							193
							6.83%

[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	136	76	60	29	32	23	21	17	14
	11.0%	14.3%	8.5%	12.7%	9.7%	10.8%	10.9%	10.2%	12.7%
	100.0%	55.9%	44.1%	21.3%	23.5%	16.9%	15.4%	12.5%	10.3%
21-30	122	58	64	18	29	25	20	20	10
	9.8%	10.9%	9.0%	7.9%	8.8%	11.8%	10.4%	12.0%	9.1%
	100.0%	47.5%	52.5%	14.8%	23.8%	20.5%	16.4%	16.4%	8.2%
31-50	292	114	178	52	71	57	43	41	28
	23.5%	21.5%	25.1%	22.8%	21.5%	26.9%	22.3%	24.6%	25.5%
	100.0%	39.0%	61.0%	17.8%	24.3%	19.5%	14.7%	14.0%	9.6%
51-70	415	180	235	78	106	66	78	50	37
	33.5%	33.9%	33.1%	34.2%	32.1%	31.1%	40.4%	29.9%	33.6%
	100.0%	43.4%	56.6%	18.8%	25.5%	15.9%	18.8%	12.0%	8.9%
71+	275	103	172	51	92	41	31	39	21
	22.2%	19.4%	24.3%	22.4%	27.9%	19.3%	16.1%	23.4%	19.1%
	100.0%	37.5%	62.5%	18.5%	33.5%	14.9%	11.3%	14.2%	7.6%
Total	1240	531	709	228	330	212	193	167	110
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	42.8%	57.2%	18.4%	26.6%	17.1%	15.6%	13.5%	8.9%

Weighted Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	164	91	73	33	48	25	22	23	14
	13.3%	14.7%	11.8%	14.4%	13.0%	13.2%	12.7%	11.9%	15.2%
	100.0%	55.6%	44.4%	20.1%	29.2%	15.3%	13.1%	13.8%	8.5%
21-30	148	70	77	20	43	28	21	26	9
	11.9%	11.3%	12.5%	8.6%	11.6%	14.8%	12.5%	13.7%	10.2%
	100.0%	47.6%	52.4%	13.4%	29.0%	19.1%	14.5%	17.7%	6.3%
31-50	373	193	180	68	107	62	51	62	23
	30.1%	31.1%	29.0%	29.6%	29.1%	32.3%	30.1%	32.5%	25.4%
	100.0%	51.7%	48.3%	18.3%	28.7%	16.5%	13.7%	16.6%	6.2%
51-70	333	167	166	66	91	47	55	45	29
	26.9%	26.9%	26.8%	28.7%	24.8%	24.7%	32.3%	23.7%	31.4%
	100.0%	50.0%	50.0%	19.8%	27.4%	14.2%	16.5%	13.5%	8.6%
71+	222	99	124	43	79	28	21	34	16
	17.9%	16.0%	19.9%	18.7%	21.5%	15.0%	12.4%	18.1%	17.8%
	100.0%	44.4%	55.6%	19.4%	35.6%	12.8%	9.5%	15.5%	7.3%
Total	1240	619	621	230	368	191	170	190	91
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.0%	50.0%	18.6%	29.7%	15.4%	13.7%	15.3%	7.4%

Population Demographics									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	51,931	28,853	23,078	10,442	15,141	7,955	6,827	7,162	4,403
	13.3%	14.7%	11.8%	14.4%	13.0%	13.2%	12.7%	11.9%	15.2%
	100.0%	55.6%	44.4%	20.1%	29.2%	15.3%	13.1%	13.8%	8.5%
21-30	46,601	22,175	24,426	6,262	13,506	8,898	6,744	8,237	2,955
	11.9%	11.3%	12.5%	8.6%	11.6%	14.8%	12.5%	13.7%	10.2%
	100.0%	47.6%	52.4%	13.4%	29.0%	19.1%	14.5%	17.7%	6.3%
31-50	117,748	60,826	56,922	21,497	33,767	19,447	16,163	19,537	7,336
	30.1%	31.1%	29.0%	29.6%	29.1%	32.3%	30.1%	32.5%	25.4%
	100.0%	51.7%	48.3%	18.3%	28.7%	16.5%	13.7%	16.6%	6.2%
51-70	105,206	52,611	52,595	20,876	28,780	14,888	17,348	14,239	9,076
	26.9%	26.9%	26.8%	28.7%	24.8%	24.7%	32.3%	23.7%	31.4%
	100.0%	50.0%	50.0%	19.8%	27.4%	14.2%	16.5%	13.5%	8.6%
71+	70,254	31,213	39,042	13,617	24,982	9,002	6,653	10,866	5,136
	17.9%	16.0%	19.9%	18.7%	21.5%	15.0%	12.4%	18.1%	17.8%
	100.0%	44.4%	55.6%	19.4%	35.6%	12.8%	9.5%	15.5%	7.3%
Total	391,741	195,678	196,063	72,694	116,177	60,190	53,734	60,040	28,906
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.0%	50.0%	18.6%	29.7%	15.4%	13.7%	15.3%	7.4%

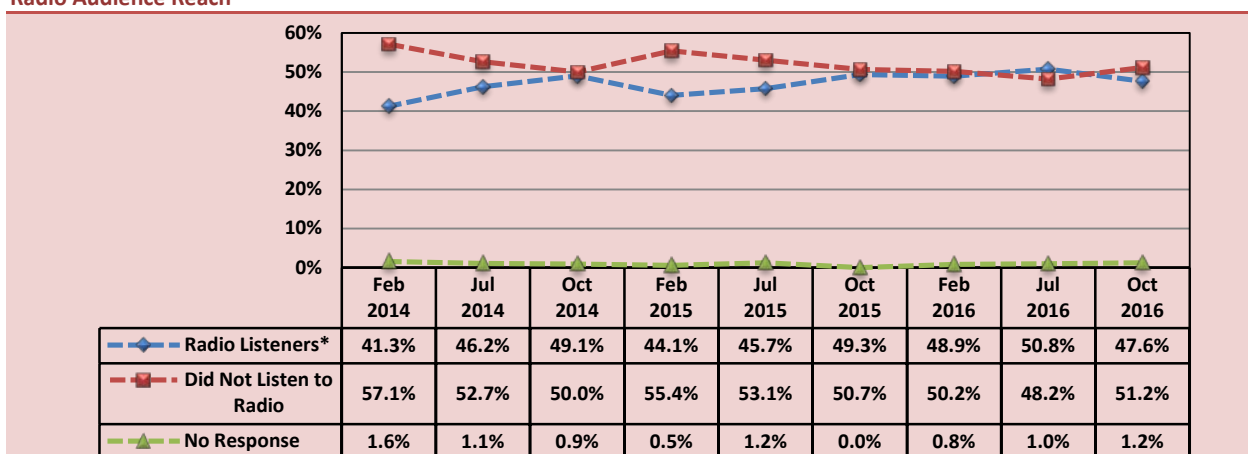
[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1 RADIO AUDIENCE REACH

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station. During October 2016, 47.6% stated that they had listened to radio the day before the interview while 51.2% categorically stated that they had not listened to radio the previous day. This means that a total of 186,600 persons, aged 12 or over, followed at least one radio station the previous day. On the other hand 14 respondents [≈3,557; 0.9%] replied that they do not have a radio set. Compared to previous data, there was a decrease of 3.15% of radio listeners over the previous assessment period of July 2016, and more significantly there was a decrease of 1.72% over the equivalent period last year (October 2015) - see below:

Radio Audience Reach



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

On average 187,000 persons (47.6%) aged 12 or over followed at least one radio station during October 2016

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	391,741	186,593	200,490	4,657	100	47.63	51.18	1.19
Gender								
Males	195,678	94,993	99,800	885	100	48.55	51.00	0.45
Females	196,063	91,600	100,691	3,772	100	46.72	51.36	1.92
	391,741	186,593	200,490	4,657				
Age group								
12-20	51,931	13,967	37,037	927	100	26.90	71.32	1.78
21-30	46,601	26,452	20,150	0	100	56.76	43.24	0.00
31-50	117,748	55,566	61,806	376	100	47.19	52.49	0.32
51-70	105,206	55,707	48,257	1,243	100	52.95	45.87	1.18
71+	70,254	34,901	33,241	2,112	100	49.68	47.32	3.01
	391,741	186,593	200,490	4,657				
District								
South Harbour	72,694	33,994	37,901	799	100	46.76	52.14	1.10
North Harbour	116,177	59,743	54,102	2,332	100	51.42	46.57	2.01
South Eastern	60,190	28,768	30,853	569	100	47.80	51.26	0.95
Western	53,734	26,033	27,509	192	100	48.45	51.19	0.36
Northern	60,040	25,696	33,836	507	100	42.80	56.36	0.85
Gozo & Comino	28,906	12,359	16,290	258	100	42.75	56.35	0.89
	391,741	186,593	200,490	4,657				

*Includes those who "did not remember which station they followed" [1.6%; ≈6,360] and those who "did not follow any particular radio station" [2.0%; ≈7,687].

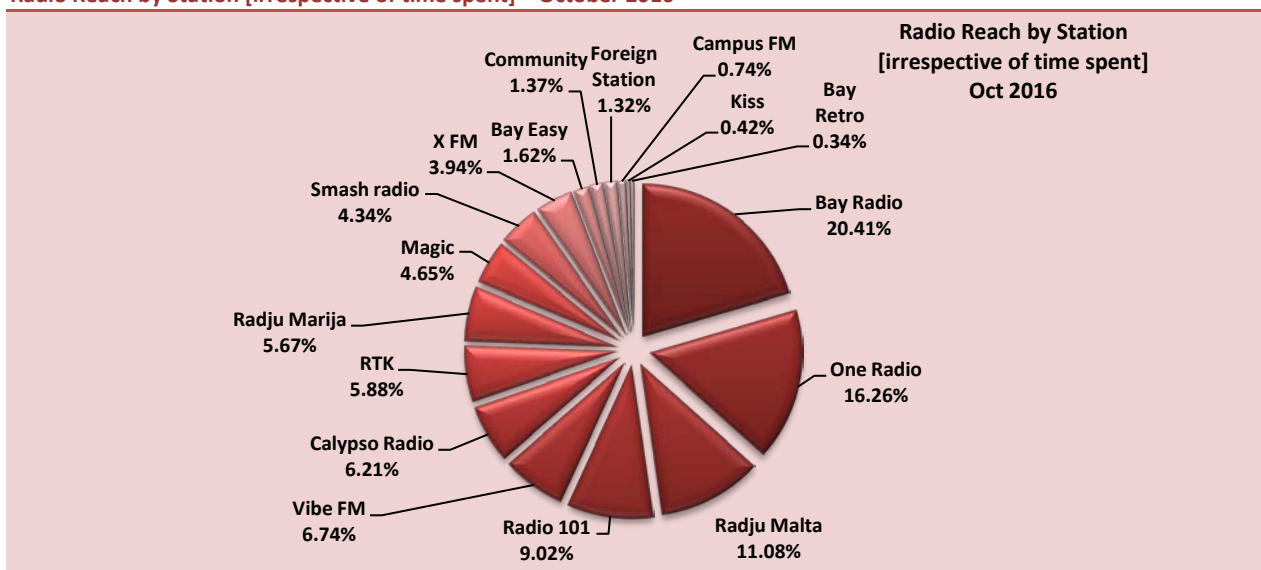
Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, only 57 listeners named a second station while just 3 other respondents named a third radio station. This discloses the trend that in general radio listeners tend to follow a particular radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

Percentage Reach by Radio Station															
	Ranking	Total %	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]	11.08	6.23	15.89	2.36	1.18	6.35	18.65	16.50	8.96	11.70	13.82	12.17	8.90	10.48
Magic	[9]	4.65	5.24	4.05	4.70	1.75	9.99	3.87		3.27	3.84	4.41	7.15	7.00	2.91
ONE Radio	[2]	16.26	20.96	11.58	3.53	1.21	8.80	26.01	27.56	21.64	14.22	20.33	16.09	9.17	17.12
Radio 101	[4]	9.02	9.62	8.42	6.76		6.73	15.93	8.80	9.49	7.80	4.78	8.19	15.56	10.87
Bay Radio	[1]	20.41	19.25	21.57	66.15	45.21	30.04	2.12		16.92	22.87	16.18	16.59	26.36	23.12
Calypso Radio	[6]	6.21	6.40	6.02		1.46	2.75	10.69	10.01	10.73	4.38	6.19	3.57	6.75	6.44
RTK	[7]	5.88	4.64	7.12		0.78	1.70	9.11	12.90	5.22	8.27	4.06	3.32	5.79	5.54
Smash Radio	[10]	4.34	5.85	2.83		5.33	9.79	1.53	1.60	4.00	5.24	7.55	3.13	1.70	1.76
Radju Marija	[8]	5.67	2.84	8.49		1.42	2.95	5.43	15.34	5.95	6.68	5.77	3.03	6.02	4.23
Campus FM	[15]	0.74	1.49					1.97	0.72		0.58		4.11		
Vibe FM	[5]	6.74	5.96	7.52	13.43	28.14	5.97	0.33		4.94	5.25	7.22	10.82	6.91	9.71
X FM	[11]	3.94	4.94	2.94		10.25	7.64	0.39	0.98	2.42	4.90	6.04	4.67	2.66	
Bay Easy	[12]	1.62	1.20	2.04	3.08	3.27	3.27			4.26	1.37		2.62		
Bay Retro	[17]	0.34	0.68				1.17						2.49		
Kiss	[16]	0.42	0.56	0.28			0.97	0.46		0.73				1.98	
Community	[13]	1.37	1.75	0.99			1.04	2.08	2.25	0.73	1.74		1.03	1.21	5.79
Foreign	[14]	1.32	2.39	0.25			0.85	1.41	3.33	0.75	1.16	3.66	1.03		2.02
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 [20.41%], or one-fifth of all radio listeners with 35,500 listeners. This station was followed by ONE Radio with 16.26% of all listeners and Radju Malta with 11.08%. 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] – October 2016



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.

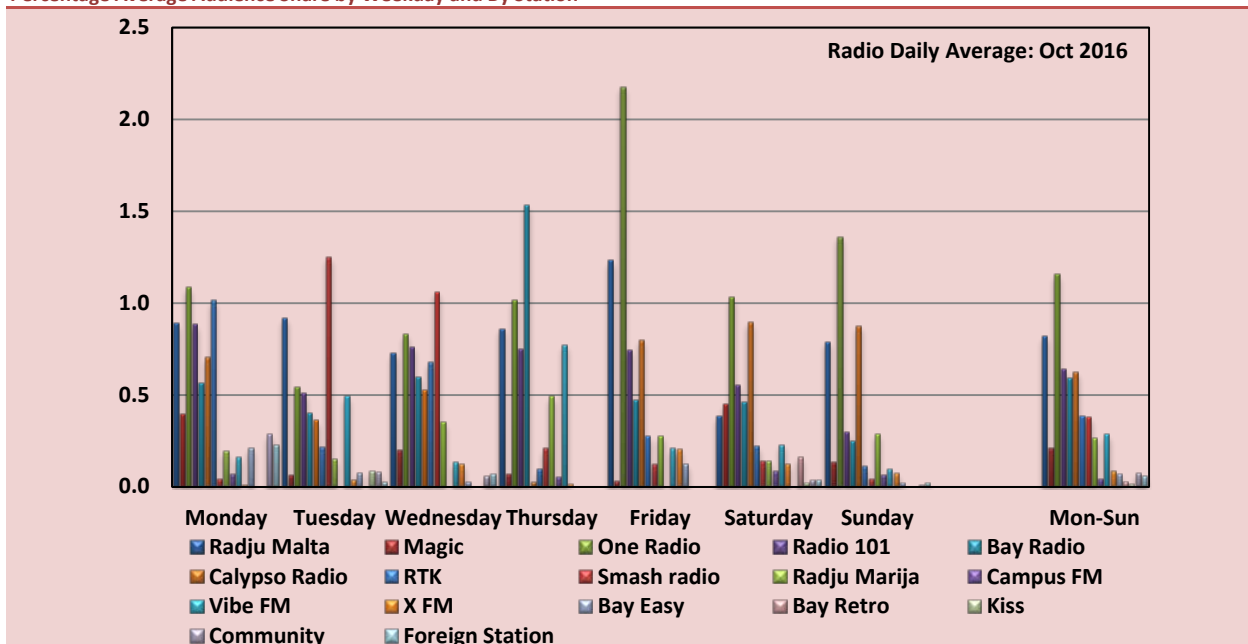
2.2. A AVERAGE AUDIENCES BY STATION

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. ONE Radio attained the highest total weekly average amongst all stations with 2.174% followed by Bay Radio [1.530%] and Smash Radio [1.247%]. ONE Radio had the highest average amongst all stations on Mondays, Fridays, Saturdays and Sundays with that of Fridays Mondays (2.174%) being its highest average. Bay Radio had the highest average amongst all stations on Thursdays (1.530%), while Smash Radio had its highest average on Tuesdays (1.247%) while it also had the highest average amongst all stations on Tuesdays and Wednesdays (1.060%).

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	Radju Malta	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community Station	Foreign	Highest
Monday	0.889	0.395	1.084	0.883	0.561	0.704	1.015	0.043	0.193	0.066	0.162	0.009	0.209			0.282	0.229	1.084
Tuesday	0.913	0.062	0.541	0.504	0.402	0.360	0.215	1.247	0.150		0.492	0.037	0.075		0.084	0.076	0.022	1.247
Wednesday	0.725	0.198	0.829	0.759	0.598	0.529	0.675	1.060	0.353		0.132	0.119	0.022			0.055	0.067	1.060
Thursday	0.859	0.067	1.016	0.745	1.530	0.022	0.094	0.205	0.491	0.053	0.771	0.011						1.530
Friday	1.231	0.028	2.174	0.744	0.467	0.797	0.272	0.118	0.273		0.205	0.204	0.118					2.174
Saturday	0.381	0.450	1.027	0.553	0.462	0.896	0.219	0.141	0.138	0.082	0.225	0.122		0.159	0.016	0.034	0.033	1.027
Sunday	0.788	0.134	1.360	0.296	0.245	0.875	0.111	0.042	0.287	0.061	0.093	0.070	0.018			0.009	0.018	1.360
Mon-Sun	0.815	0.205	1.153	0.639	0.591	0.621	0.385	0.375	0.262	0.040	0.282	0.081	0.066	0.026	0.013	0.070	0.058	1.153
Highest	1.231	0.450	2.174	0.883	1.530	0.896	1.015	1.247	0.491	0.082	0.771	0.204	0.209	0.159	0.084	0.282	0.229	

Percentage Average Audience Share by Weekday and By Station

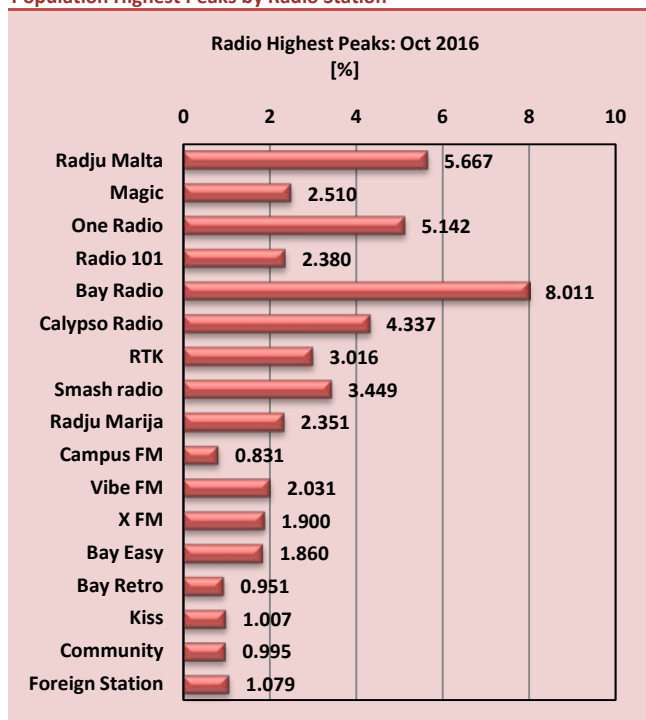


2.2. B PEAK AUDIENCES BY STATION

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 its highest peak amongst all stations on Thursdays with 8.472%; while it also had the highest peak amongst all stations on Mondays (4.491%), Wednesdays (3.913%), and Saturdays (3.275%). Radju Malta had the second highest peak of 5.667% on Fridays and also had the highest peak amongst all stations on Tuesdays (3.925%). ONE Radio had the third highest peak amongst all stations on Sundays (5.065%) but its highest peak was on Fridays (5.142%).

Population Highest Peaks by Radio Station



Percentage Highest Peaks by Radio Station by Weekday

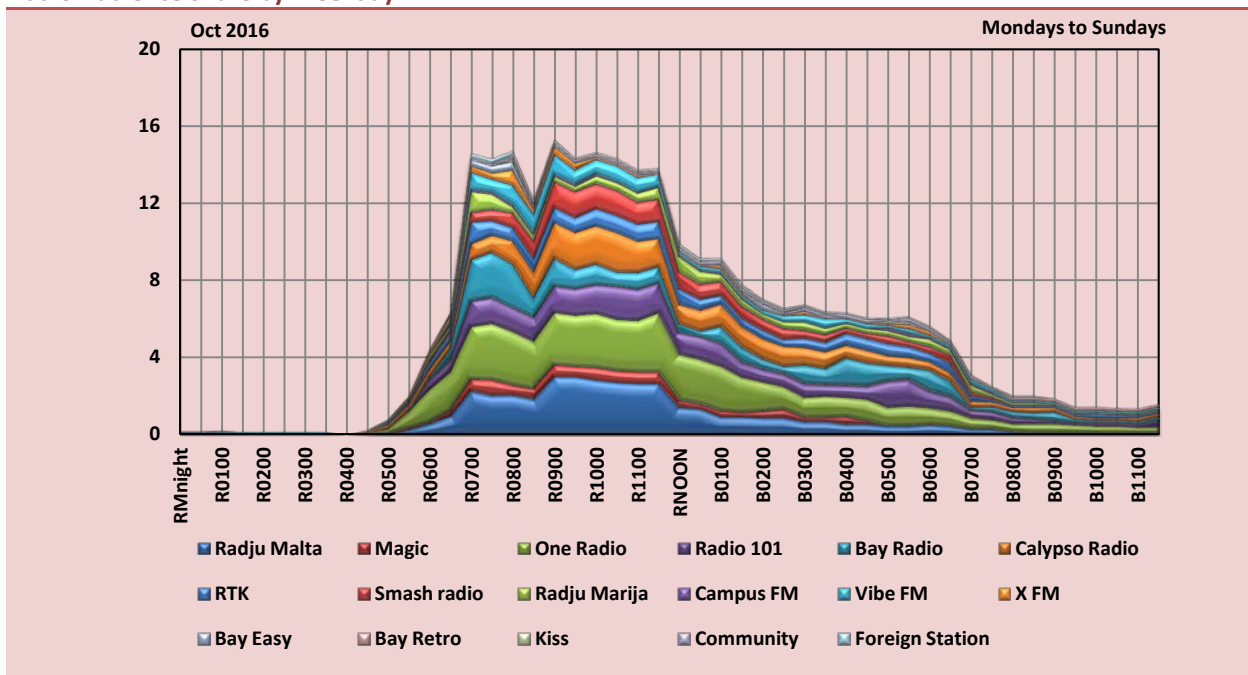
HIGHEST PEAKS [%]	Radju Malta	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community Station	Foreign Station	Highest
Mon	2.706	1.615	3.600	2.345	4.491	1.755	3.016	0.473	0.839	0.525	1.418	0.425	0.591			0.995	1.079	4.491
Tue	3.925	1.219	2.627	2.354	3.565	1.367	0.892	3.449	2.351		2.031	0.883	0.723		1.007	0.683	0.522	3.925
Wed	3.675	1.442	3.253	2.380	3.913	1.398	1.698	3.370	0.844		1.799	1.900	1.044			0.437	0.487	3.913
Thur	3.471	0.655	3.662	1.845	8.011	0.527	1.241	1.123	1.729	0.506	1.873	0.542						8.011
Fri	5.667	0.509	5.142	2.225	3.163	2.656	1.616	0.881	0.928		1.159	1.826	1.860					5.667
Sat	1.649	2.510	2.718	1.827	3.275	3.216	0.645	1.252	1.060	0.392	1.727	1.059		0.951	0.395	0.703	0.533	3.275
Sun	2.827	0.832	5.065	1.297	1.572	4.337	0.734	1.002	1.492	0.831	1.250	1.008	0.424			0.416	0.433	5.065
Mon-Sun	2.975	0.816	3.044	1.707	2.328	2.042	1.132	1.362	1.095	0.150	1.031	0.758	0.436	0.155	0.128	0.223	0.265	3.044
Highest	5.667	2.510	5.142	2.380	8.011	4.337	3.016	3.449	2.351	0.831	2.031	1.900	1.860	0.951	1.007	0.995	1.079	

2.2. C RADIO AUDIENCE SHARE BY HALF-HOUR SLOTS

Audiences were registered for all the half-hour slots though not for all of the weekdays. Before 6:00am audiences were minimal throughout the week and overall increased from 4.384% at 6:00am to 14.520% at 7:00am. Audiences peaked at 9:00am where the highest percent of listeners was reached with 15.242% of all radio listeners. This level of radio listening was maintained till 11:30am [13.748%]. Audiences gradually decreased to 6.116% at 5:30pm and to 2.518% at 7:30pm. Night-time radio audiences after 10:00pm about 1.5% of the total population.

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

Radio Audience Share by Weekday



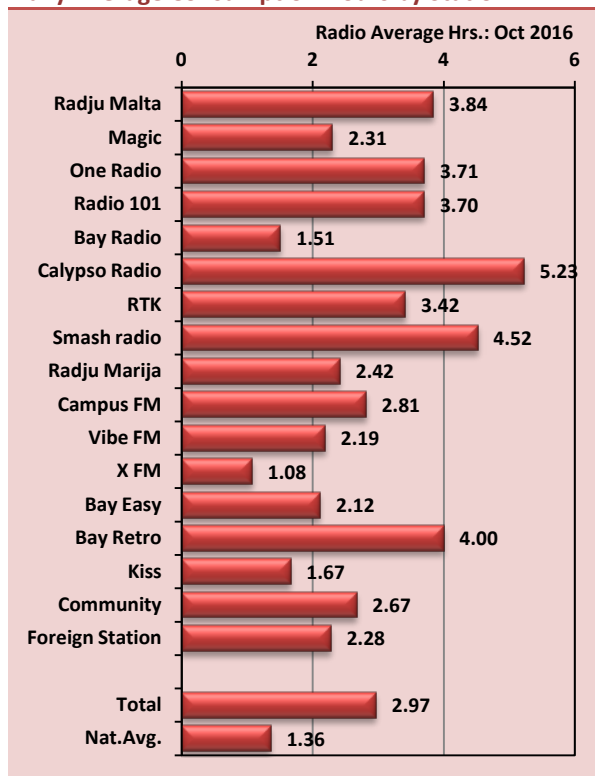
2.2.D DAILY AVERAGE HOURS OF RADIO CONSUMPTION

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 [20.41%] these listeners were mostly below 50 years old and their average hours of radio listening was at 1.51hrs for October. On the other hand, ONE Radio attracted the second highest amount of listeners [16.26%] who, on average, have spent 3.71hrs listening to this station.

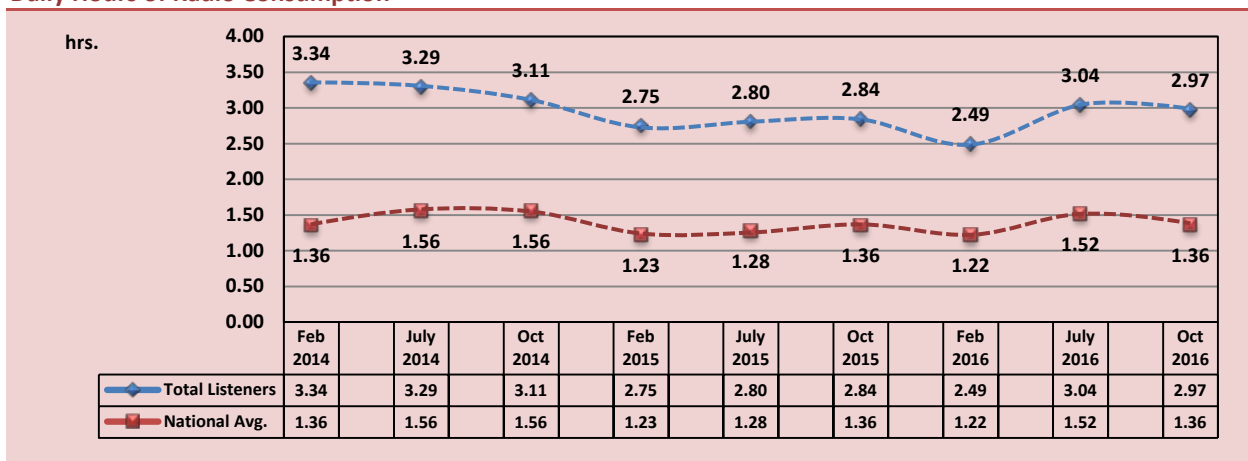
Daily Average Consumption Hours by Station



The highest average of hours spent was attained by Calypso Radio which ranked sixth by radio reach of all radio stations [6.21%] at 5.23hrs per radio listener.

The average amount of hours over all radio listeners results to 2.97hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.36hrs.

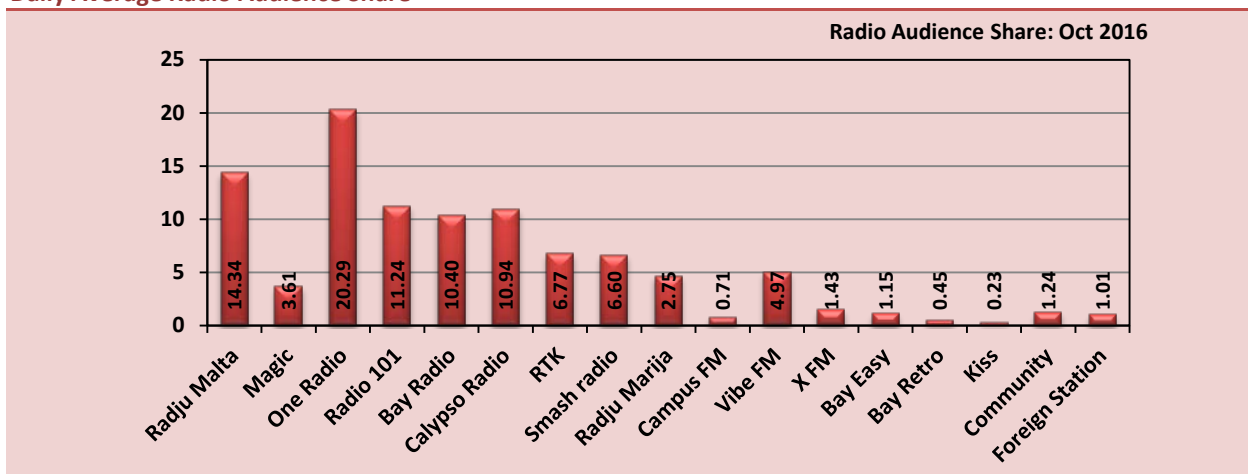
Daily Hours of Radio Consumption



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.

Daily Average Radio Audience Share



Overall, ONE Radio ranked first with 20.29% of all audiences, followed by Radju Malta [14.34%]; Radio 101 [11.24%]; Calypso Radio [10.94%]; Bay Radio [10.40%]; RTK [6.77%]; Smashh Radio [6.60%]; Vibe FM [4.97%]; Radju Marija [4.62%]; Magic Radio [3.61%]; X FM [1.43%]; and Community Radio Stations [1.24%].

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 grouped by 3-hour time brackets starting from 6:00am and the average attained for each time-band is listed for each station. This gives a simpler representation of the audiences attained by each station.

RADIO AUDIENCES – MONDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00	1		1				1											389	392
6:00-9:00	8	2	11	5	8	4	8	1	2		3	1	2			1	3	333	392
9:00-12:00	10	5	11	10	6	7	9	2	2		3		3			3	2	319	392
12:00-15:00	4	4	8	6	1	6	8		1				3			3	2	346	392
15:00-18:00	4	3	4	6	4	6	6		3	1			1			3	2	349	392
18:00-21:00	3		2	3	2	2	3		1	2						2	1	371	392
21:00-24:00	2		2	2		1	2											383	392

RADIO AUDIENCES – TUESDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00			1	1	3			1										386	392
6:00-9:00	11	2	6	5	5	3	3	9	4		5	2	1		2	1		333	392
9:00-12:00	12		3	8		4	3	13			7							342	392
12:00-15:00	4		5	3	1	3		11	1		3		1					360	392
15:00-18:00	3	1	4	2	3	2	1	7			2		1		2	2		362	392
18:00-21:00	2		1	1	1	2	2	3	2		2					1	1	374	392
21:00-24:00						2	1											389	392

RADIO AUDIENCES – WEDNESDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00			1			1	1											389	392
6:00-9:00	8	4	11	5	9	4	4	7	3		4	4	1				2	326	392
9:00-12:00	9	3	11	7	5	6	6	14	4		1	1						325	392
12:00-15:00	4	2	3	3	2	5	4	9	3							2	2	353	392
15:00-18:00	2		3	6	2	3	5	5	3			1						362	392
18:00-21:00	2		2	5	3	2	4	3	3									368	392
21:00-24:00	2			2			3											385	392

RADIO AUDIENCES – THURSDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00			1				1				1							389	392
6:00-9:00	8	1	8	8	15		2	1	4	1	4	1						339	392
9:00-12:00	15		12	6	7			4	3	2	5							338	392
12:00-15:00	5	1	11	4	9	1	1	3	4		5							348	392
15:00-18:00	1	1	3	4	12				3		5							363	392
18:00-21:00	2		1	3	6				3		5							372	392
21:00-24:00				3	5				3		5							376	392

RADIO AUDIENCES – FRIDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00			1			1			1									389	392
6:00-9:00	7	1	16	5	6	7	2	1	2		3	4	4					334	392
9:00-12:00	23	1	18	7	1	10	3	3	2		4	2						318	392
12:00-15:00	8		15	8	1	5	1		3				1					350	392
15:00-18:00	3		11	5	5	3	5		2			1						357	392
18:00-21:00	1		8	2	3	2	1		1		1	1						372	392
21:00-24:00			4		3													385	392

RADIO AUDIENCES – SATURDAYS

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00	1	1				1												389	392
6:00-9:00	4	5	6	3	1	6	2		1		1	1					1	361	392
9:00-12:00	5	6	10	7	7	12	3	4		2	4	3					1	328	392
12:00-15:00	3	4	9	4	4	6	2	1	3	2	1	2			1			350	392
15:00-18:00	2		5	4	4	4	2		1		3					1		366	392
18:00-21:00	1		4	4	2	2		1	1					2		1		374	392
21:00-24:00			4			1								4				383	392

RADIO AUDIENCES – SUNDAYS

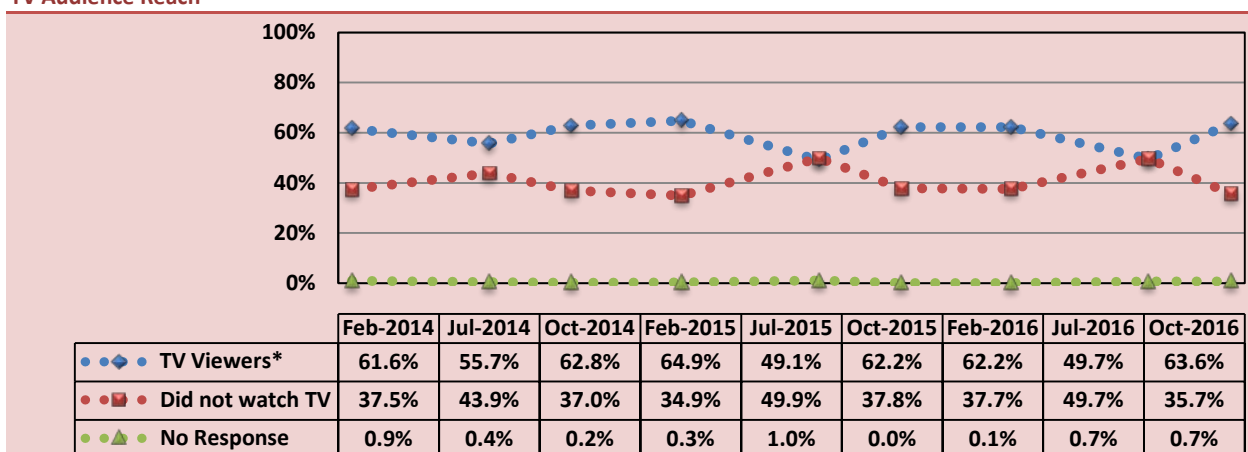
	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	TOTAL
	'000																		
'>6:00	1		1						1									389	392
6:00-9:00	5	1	14	3	2	4	1		3	2	1	1	1			1	1	352	392
9:00-12:00	11	4	17	3	4	14	3	2	4		2	1						327	392
12:00-15:00	5		8	2	1	6			3									367	392
15:00-18:00	4		3	2	2	3				1	1	1						375	392
18:00-21:00	2		2	1		2						1						384	392
21:00-24:00			2		1	2	1											386	392

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 October 2016, 63.6% of respondents stated that they had watched television the day before the interview. This was 13.9% higher than that registered during the previous assessment of July 2016 [49.7%] and was 1.4% higher than that registered for the same period last year [Oct 2015: 62.2%]. While 35.7% of respondents categorically stated that they did not watch TV, as much as 0.7% of the respondents [≈2,800] did not reply; while another 0.5% of the population [≈1,800] stated that they do not have a TV-set (included with those who stated that they did not watch TV). This means that a total of 249,000 persons aged 12 or over, followed at least one TV station – see below:

TV Audience Reach



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

On average 249,000 persons (63.57%) aged 12 or over followed at least one TV station during October 2016

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	391,741	249,024	139,885	2,832	100	63.57	35.71	0.72
Gender								
Males	195,678	116,964	77,772	942	100	59.77	39.74	0.48
Females	196,063	132,060	62,113	1890	100	67.36	31.68	0.96
	391,741	249,024	139,885	2,832				
Age group								
12-20	51,931	26,451	25,016	463	100	50.94	48.17	0.89
21-30	46,601	20,918	25,371	313	100	44.89	54.44	0.67
31-50	117,748	65,979	51,139	630	100	56.03	43.43	0.53
51-70	105,206	79,200	25,313	694	100	75.28	24.06	0.66
71+	70,254	56,476	13,046	732	100	80.39	18.57	1.04
	391,741	249,024	139,885	2,832				
District								
South Harbour	72,694	49,547	22,834	313	100	68.16	31.41	0.43
North Harbour	116,177	75,774	38,860	1,543	100	65.22	33.45	1.33
South Eastern	60,190	36,107	24,083	0	100	59.99	40.01	0.00
Western	53,734	33,013	20,721	0	100	61.44	38.56	0.00
Northern	60,040	36,031	23,501	507	100	60.01	39.14	0.85
Gozo & Comino	28,906	18,551	9,885	470	100	64.18	34.20	1.62
	391,741	249,024	139,885	2,832				

*Includes those who "did not remember which station they followed" [2.1%; ≈8,194] and those who "did not follow any particular TV station" [2.8%; ≈11,059].

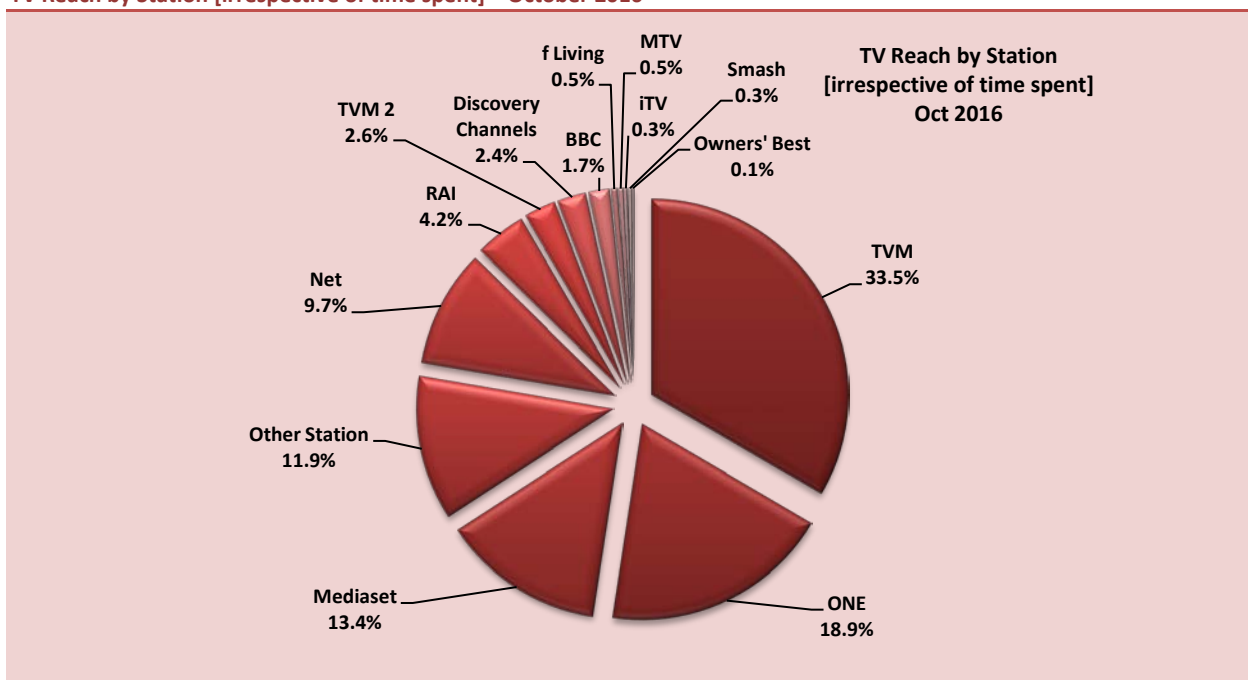
Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 325 viewers named a second station while another 117 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below.

Percentage Reach by TV Station																
		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]	33.47	30.96	35.64	28.15	34.55	34.87	33.15	34.47	31.25	34.66	31.89	32.76	35.31	36.28	
ONE	[2]	18.95	20.58	17.53	10.36	12.19	16.45	22.44	22.35	24.10	15.73	21.13	21.02	12.59	19.92	
Net	[5]	9.68	8.41	10.79	6.32	5.91	6.94	11.59	12.43	9.87	10.87	6.88	8.26	11.13	9.60	
Smash	[13]	0.29	0.38	0.22				0.52	0.49		0.53	0.91				
TVM 2	[7]	2.62	4.12	1.32	2.94	1.77	2.71	2.04	3.48	2.46	2.57	2.37	0.84	2.73	6.71	
iTV	[12]	0.31	0.35	0.27				0.43	0.68	0.33				1.29	0.98	
f Living	[10]	0.50	0.00	0.93			0.54	0.86	0.31	0.33	0.20	0.75	1.00	0.57	0.78	
Owners' Best	[14]	0.14	0.16	0.13		0.93			0.31				0.57		0.92	
Sub [%]		65.96	64.95	66.83	47.77	55.34	61.52	71.02	74.53	68.35	64.55	63.94	64.44	63.63	75.19	
RAI ^[1]	[6]	4.21	4.24	4.19	0.87	2.70	2.17	6.57	4.84	4.84	4.74	4.46	3.55	3.16	2.54	
Mediaset ^[2]	[3]	13.38	10.33	16.03	9.75	17.38	18.28	12.23	10.32	14.44	14.38	14.07	12.48	13.07	6.85	
BBC ^[3]	[9]	1.71	2.21	1.29	0.00	2.00	2.71	1.01	2.37	0.33	1.96	0.56	2.21	4.21	1.96	
Discovery Chs. ^[4]	[8]	2.37	3.90	1.05	5.82	4.23	3.01	1.59	0.75	1.45	2.22	3.31	2.42	4.67	0.00	
MTV	[11]	0.46	0.48	0.44	3.29	1.60	0.00	0.00	0.00	1.46	0.43	0.00	0.00	0.00	0.00	
Other Station	[4]	11.91	13.90	10.18	32.50	16.75	12.31	7.59	7.20	9.13	11.71	13.68	14.90	11.28	13.47	
Sub [%]		34.04	35.05	33.17	52.23	44.66	38.48	28.98	25.47	31.65	35.45	36.06	35.56	36.37	24.81	
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100	
<i>Based on TV Viewers including those who could identify at least one station but excluding all those who could not identify a station and/or could not remember.</i>																
<i>Includes:</i>																
^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia																
^[2] Mediaset: Rete 4/ Canale 5 / Italia 1 / Italia 2 / Iris / Mediaset Italia / Mediaset Extra / La5 / Mediaset TGCom24																
^[3] BBC: BBC 1 / BBC2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment																
^[4] Discovery Channels: Discovery Channel / Discovery Family7 / Discovery Science / Discovery Kids / TLC / Animal Planet																

TVM has attracted the largest amount of TV-viewers [33.47%] with approximately 119,000 viewers. This station was followed by ONE with 18.95% and Net TV with 9.68% - excluding those following Mediaset stations [13.38%] and "other station" [11.91%]. Overall, while 65.96% of the viewers followed local stations, only just more than a third of the population [34.04%] watched a foreign station - with Mediaset stations [5.12%], RAI [4.21%] and Discovery Channels [2.37%] being the most followed foreign stations. Of the local stations, only TVM, ONE, Net TV, and TVM 2 had audiences from all the demographical groups.

By demographics, the same trend in ranking follows; however it is evident that the viewing of local stations is higher with those over the age of 50 years old [71.02%] than with those below – only 12-20 year olds follow more foreign stations [52.235] than local stations [47.77%].

TV Reach by Station [irrespective of time spent] – October 2016



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.

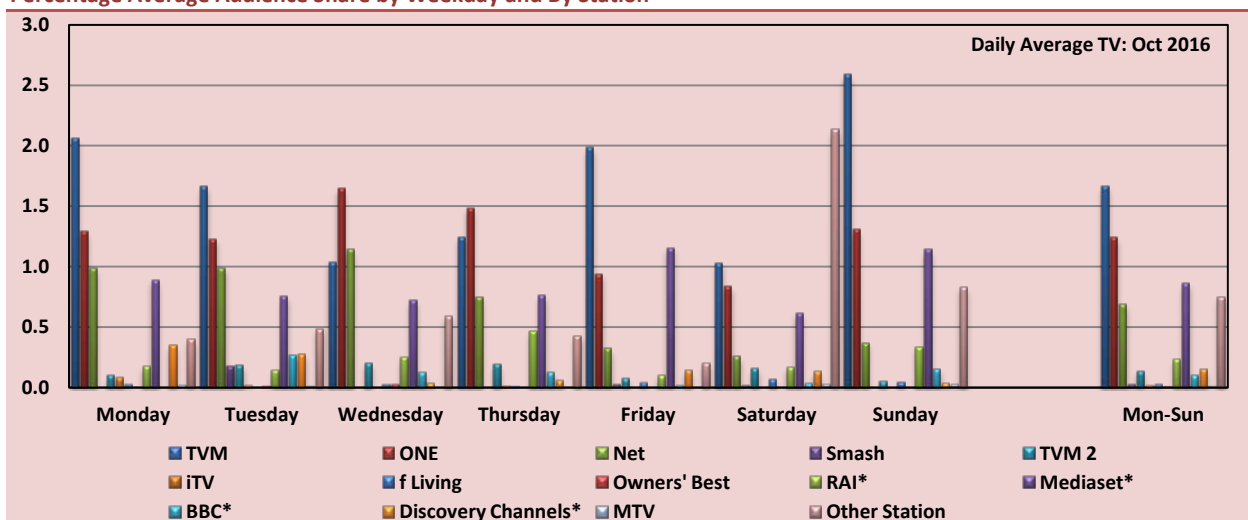
3.2. A AVERAGE AUDIENCES BY STATION

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 had the highest average amongst all stations for all the weekdays from Mondays to Sundays [2.590%]. Not only that, but TVM also had the highest average amongst all the stations on Mondays, Tuesdays, Fridays, and Sundays with Sundays being its highest average of 2.590%. ONE on the other hand, ONE attained the highest average amongst all stations on Wednesdays [1.645%] and on Thursdays [1.488%]. The second highest average amongst all stations was that of Other Stations [2.129%].

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	Highest
Monday	2.061	1.293	0.986		0.101	0.080	0.024		0.171	0.889		0.351	0.020	0.393	2.061
Tuesday	1.663	1.228	0.988	0.174	0.185	0.019		0.015	0.145	0.754	0.269	0.279	0.010	0.485	1.663
Wednesday	1.037	1.645	1.145		0.206		0.021	0.029	0.244	0.719	0.124	0.036		0.588	1.645
Thursday	1.244	1.488	0.749		0.191	0.016	0.012		0.465	0.759	0.124	0.055		0.427	1.488
Friday	1.983	0.939	0.323	0.027	0.075		0.038		0.096	1.151	0.019	0.140		0.199	1.983
Saturday	1.032	0.834	0.259	0.018	0.157		0.068		0.167	0.613	0.032	0.128	0.024	2.129	2.129
Sunday	2.590	1.306	0.369		0.053		0.043		0.338	1.139	0.154	0.034	0.022	0.828	2.590
Mon-Sun	1.665	1.242	0.686	0.029	0.137	0.018	0.031	0.006	0.230	0.859	0.098	0.150	0.012	0.749	1.665
Highest	2.590	1.645	1.145	0.174	0.206	0.080	0.068	0.029	0.465	1.151	0.269	0.351	0.024	2.129	

Percentage Average Audience Share by Weekday and By Station

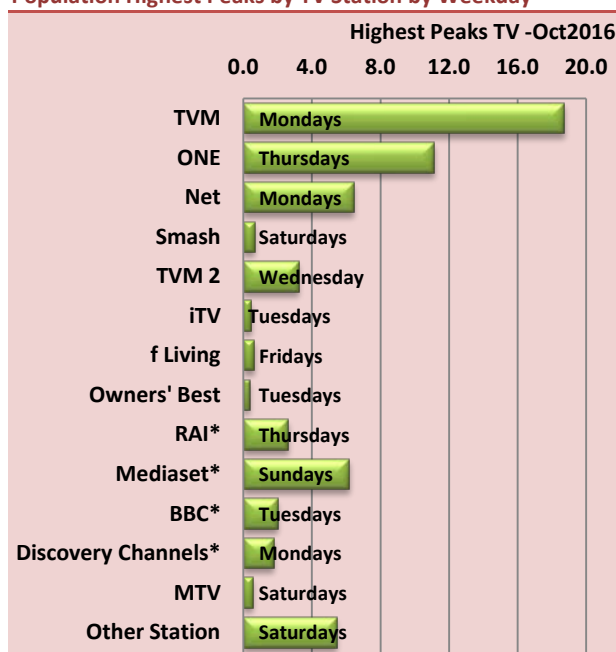


3.2. B PEAK AUDIENCES BY STATION

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 Sunday. The highest peaks attained by TVM were in this ranking order: Mondays [18.705%] – Tuesdays [17.026%] – Thursdays [16.536%] – Sundays [15.216%] – Wednesdays [13.528%] – Fridays [12.573%] – Saturdays [11.627%]. The highest peak attained by ONE was on Thursdays with 11.118% followed with that of Net TV on Mondays [6.450%]. The next highest peak was that of Mediaset Channels on Sundays with 6.196%.

Population Highest Peaks by TV Station by Weekday



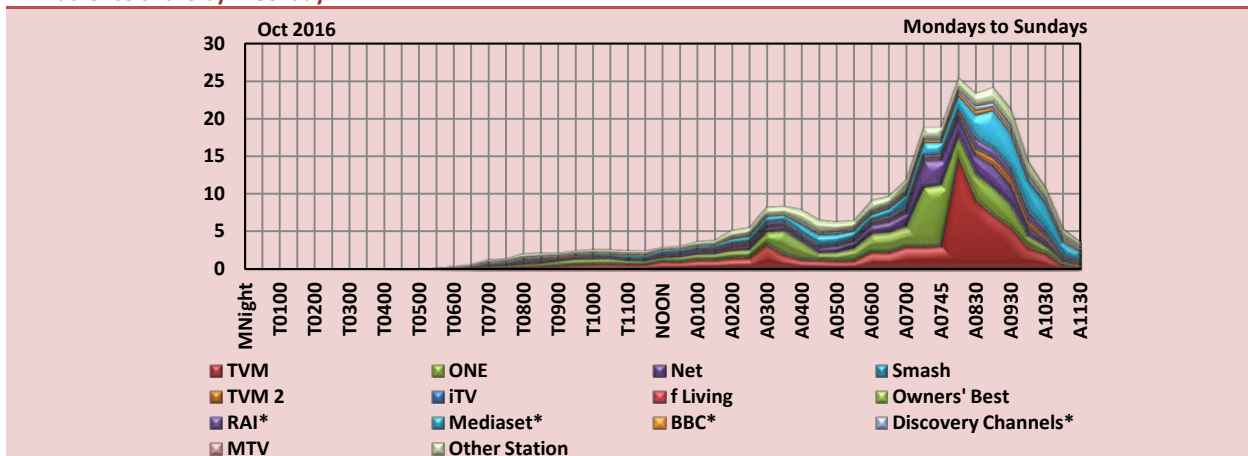
Percentage Highest Peaks by TV Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI [1]	Mediaset [2]	BBC [3]	Discovery Channels [4]	MTV	Other Station	Highest
Monday	18.705	7.261	6.450		1.061	0.308	0.296		1.580	4.641		1.777	0.489	2.126	18.705
Tuesday	17.026	9.206	2.969	0.406	1.345	0.476		0.363	1.057	6.079	2.024	0.883	0.467	2.411	17.026
Wednesday	13.528	8.928	5.622		3.268		0.263	0.357	1.621	4.507	0.999	0.357		2.287	13.528
Thursday	16.536	11.118	4.158		2.332	0.389	0.287		2.630	4.030	1.629	0.530		2.851	16.536
Friday	12.573	6.605	2.309	0.329	0.922		0.629		1.178	5.990	0.466	0.922		1.303	12.573
Saturday	11.627	5.509	1.906	0.666	1.184		0.554		1.068	4.609	0.597	1.111	0.587	5.470	11.627
Sunday	15.216	8.547	3.163		0.672		0.351		1.777	6.196	1.455	0.421	0.551	2.950	15.216
Highest	18.705	11.118	6.450	0.666	3.268	0.476	0.629	0.363	2.630	6.196	2.024	1.777	0.587	5.470	

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



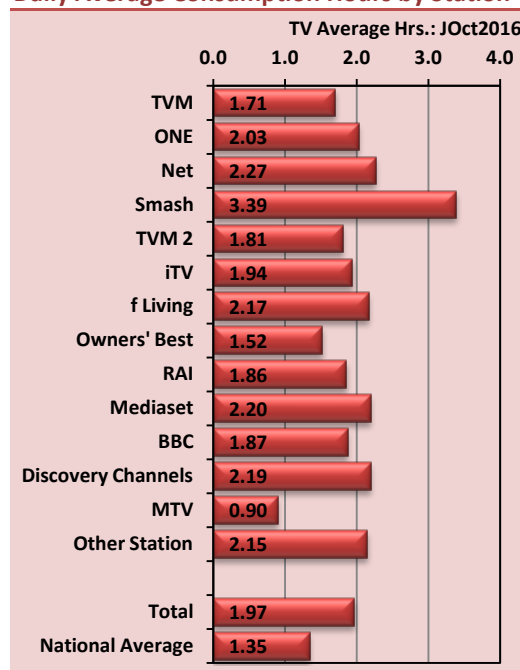
Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 7:00am with 1.303% rising gradually to 2.957% by noon; peaking up to 8.369% at 3:30pm and re-peeking to 18.857% at 7:30pm. Audiences rose sharply from those at 7:30pm to 25.384% at 8:00pm where the highest audiences were reached. Audiences were maintained at 24.083% by 9:00pm; falling to 10.831% at 10:30pm; and further to 3.671% 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 viewers of each broadcasting station.

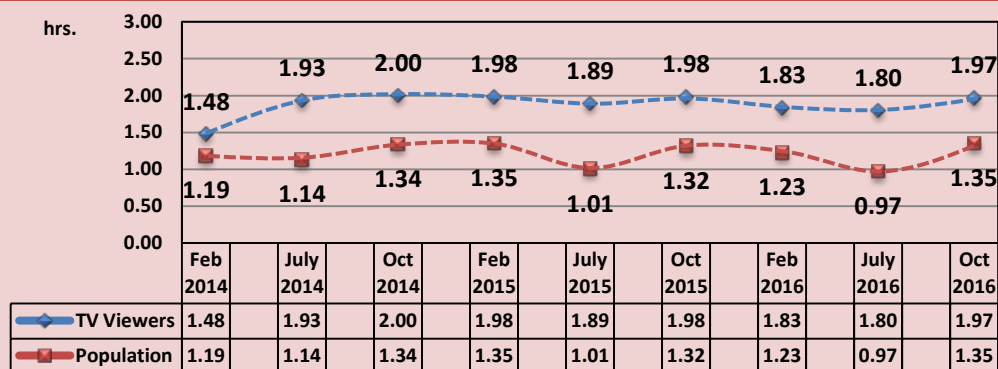
This average is susceptible to outliers especially where broadcasting stations have registered a small amount of viewers who logged on to that particular station for long time. However, considering also the demographical nature of TV viewers for each particular station, the average amount of time spent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

Daily Average Consumption Hours by Station



While TVM attracted the highest average amount of viewers with 2.590% [$\approx 12,630$], followed by ONE which attracted the next highest daily average of 1.645% [$\approx 9,299$] the time spent on average by ONE viewers [2.03hrs] is about 33.3% higher than those of TVM [1.71hrs]. The average amount of hours over all TV viewers amounts to 1.97hrs per viewer and over the whole of the population aged 12 years and over, this amounts to 1.35hrs.

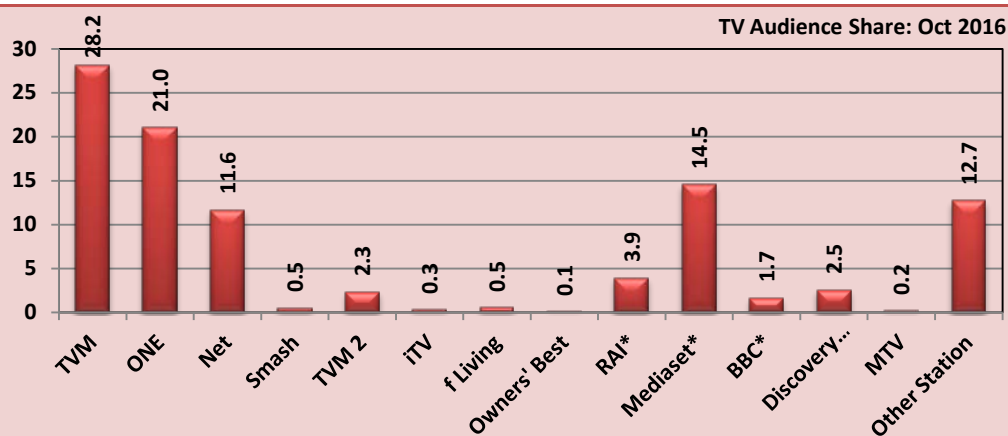
Daily Hours of TV Consumption



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:

Daily Average TV Audience Share



Overall, TVM ranked first with 28.2%; followed by ONE with 21.0%, and Net TV with 11.6%. Of the foreign stations, Mediaset stations ranked first with 14.5%, followed by RAI with 3.9%.

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

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00	1													1	390	392
6:00-9:00	2													1	389	392
9:00-12:00														1	391	392
12:00-15:00	2	5	1			1	1		1	5		1			375	392
15:00-18:00	6	9	4			2	1		2	9		4		3	352	392
18:00	18	18	13						2	2		4		9	326	392
18:30	19	19	18						2	4		4		4	322	392
19:00	31	19	22			2			2	4		6		7	299	392
19:30	34	39	34			2			2	4		6		7	264	392
19:45	35	39	34			2			2	4		6		7	263	392
20:00	99	25	20		2	2			6	6		6		9	217	392
20:30	77	27	23		4	2			9	16		8		5	221	392
21:00	74	27	23		6	2			5	24		10		9	212	392
21:30	59	28	16		6				5	21		8	3	12	234	392
22:00	21	9	13		6				4	25		5	3	8	298	392
22:30	9	6	9		4					21		5		6	332	392
23:00	4	3	3							12		5		4	361	392
23:30			3							12		5		2	370	392

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00												3			389	392
6:00-9:00	2	2	3								1	3		1	380	392
9:00-12:00	5	3	6									2			376	392
12:00-15:00	4	4	6	3						2			1	4	368	392
15:00-18:00	6	9	9	3		1			2	4	2			7	349	392
18:00	17	11	12	3		3				7				2	337	392
18:30	18	11	12	3					3	4	7			2	332	392
19:00	17	18	12	3	2				5	12	7			2	314	392
19:30	18	47	16	3	2				6	10	7			2	281	392
19:45	18	49	16	3	2				2	8	7			2	285	392
20:00	90	21	14	3	2			2	4	6	9			5	236	392
20:30	61	15	14	3	4			2	4	20	11			5	253	392
21:00	45	22	12	3	8				5	32	5	3		8	249	392
21:30	26	17	9	3	8				4	24	5	3		13	280	392
22:00	11	6	2		8				2	25		5		6	327	392
22:30	13	6	2		6				2	20		5		8	330	392
23:00	2	2	2		6				2	6		3		6	363	392
23:30					6					3		3		6	374	392

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00			1												391	392
6:00-9:00	2	3	3							2				1	381	392
9:00-12:00	3	10	3							2				1	373	392
12:00-15:00	4	8	7				1		2	1				2	367	392
15:00-18:00	10	15	5						3	6				6	347	392
18:00	11	18	10							3				11	339	392
18:30	10	24	11							3				11	333	392
19:00	16	24	13						4	5				13	317	392
19:30	13	46	32						4	12	3			13	269	392
19:45	13	51	30						4	12	3			13	266	392
20:00	77	7	18						6	11	3			6	264	392
20:30	21	19	26		9			3	7	13	3	3		8	280	392
21:00	11	25	29		11			3	7	21	3	3		13	266	392
21:30	14	17	30		19			3	7	26	3	3		8	262	392
22:00	3	12	10		15			3	10	21	3	3		8	304	392
22:30	3	6	8		5				3	16	6	3		10	332	392
23:00		4								6	6			5	371	392
23:30		4									3			5	380	392

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00			1									1			390	392
6:00-9:00	2	3	4												383	392
9:00-12:00	6	6	3						1	2		2			372	392
12:00-15:00	5	8	3						3	3					370	392
15:00-18:00	8	11	6						2	4				2	359	392
18:00	9	11	6						2	6				3	355	392
18:30	9	13	9						4	6				3	348	392
19:00	11	9	7						6	8	3			8	340	392
19:30	11	57	16						4	8	3			5	288	392
19:45	13	59	14						6	8	3			5	284	392
20:00	87	18	4				3		6	12	4	3		6	249	392
20:30	28	14	5		9	3			13	18	4	3		6	289	392
21:00	20	16	22		13				14	22	9			15	261	392
21:30	12	17	17		13		2		13	18	9			13	278	392
22:00	7	10	7		10		2		10	18				11	317	392
22:30	6	5	3		8				8	18				11	333	392
23:00	3	3	3						5	13				13	352	392
23:30		3	3						5	3				5	373	392

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00																392
6:00-9:00	2				2							1		1	2	392
9:00-12:00	6			1	2					2					6	392
12:00-15:00	9	1	1	1			2			2				2	9	392
15:00-18:00	11	11	4				1			9		1			11	392
18:00	4	11	5							10					362	392
18:30	9	12	3							10				3	355	392
19:00	9	13	5						2	12		2		3	346	392
19:30	4	32	12							12		2		2	328	392
19:45	4	34	8							12		2		2	330	392
20:00	52	8	8							13				5	306	392
20:30	63	12	7						4	17		5		7	277	392
21:00	64	14	5						4	31		5		4	265	392
21:30	51	14	5						4	25		5		3	285	392
22:00	42	9							4	24		5		4	304	392
22:30	33	4							6	22		5		4	318	392
23:00		2	2						3	19	3			5	358	392
23:30		4	2							13	3				370	392

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00															392	392
6:00-9:00		1												7	384	392
9:00-12:00	1	2								1		1		12	375	392
12:00-15:00	8	3					2		1	2				11	365	392
15:00-18:00	6	8					1		1	2				22	352	392
18:00	13	8			6				3	2		3		24	333	392
18:30	6	8			6				6	2		3		21	340	392
19:00	7	8	4		6				3	6				19	339	392
19:30	7	28	7		5				3	6				19	317	392
19:45	7	26	7		5				3	6				19	319	392
20:00	59	11	4	4	5				2	4			3	19	281	392
20:30	32	17	10	2	5				3	11		3	3	23	283	392
21:00	12	9	10		3				3	22		3		19	311	392
21:30	8	7	10		3				3	24	3	3		19	312	392
22:00	9	6	7						3	22		6		22	317	392
22:30	9	6	7						3	20		4		13	330	392
23:00	8	4	2							7	3	4		8	356	392
23:30	4	2	2							5	3	4		8	364	392

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Owners' Best	RAJ ^[1]	Mediaset ^[2]	RBBC ^[3]	Discovery Y Chs. ^[4]	MTV	Other Station	NONE	TOTAL
	'000															
>6:00															392	392
6:00-9:00	3	1			1				2	2			1	3	379	392
9:00-12:00	8	6	2		2					4				3	367	392
12:00-15:00	19	5							1	4				7	356	392
15:00-18:00	21	8	1				2		3	6				10	341	392
18:00	17	13	2						4	8				6	342	392
18:30	17	13	2						6	8				6	340	392
19:00	22	10	4						2	11	5			6	332	392
19:30	24	42	14						2	12	5			6	287	392
19:45	25	42	14						2	12	5			6	286	392
20:00	75	15	16		3				4	17	8	3		6	245	392
20:30	49	22	5						9	19	8	3		6	271	392
21:00	35	21	10						7	31	4	3		8	273	392
21:30	32	12	8						6	29	4	3		10	288	392
22:00	16	9	4						6	16	4			7	330	392
22:30	9	7	2						6	16	2			3	347	392
23:00	8	2							3	9				4	366	392
23:30	8	2							3	8				4	367	392

4. TV PROGRAMME PREFERENCES

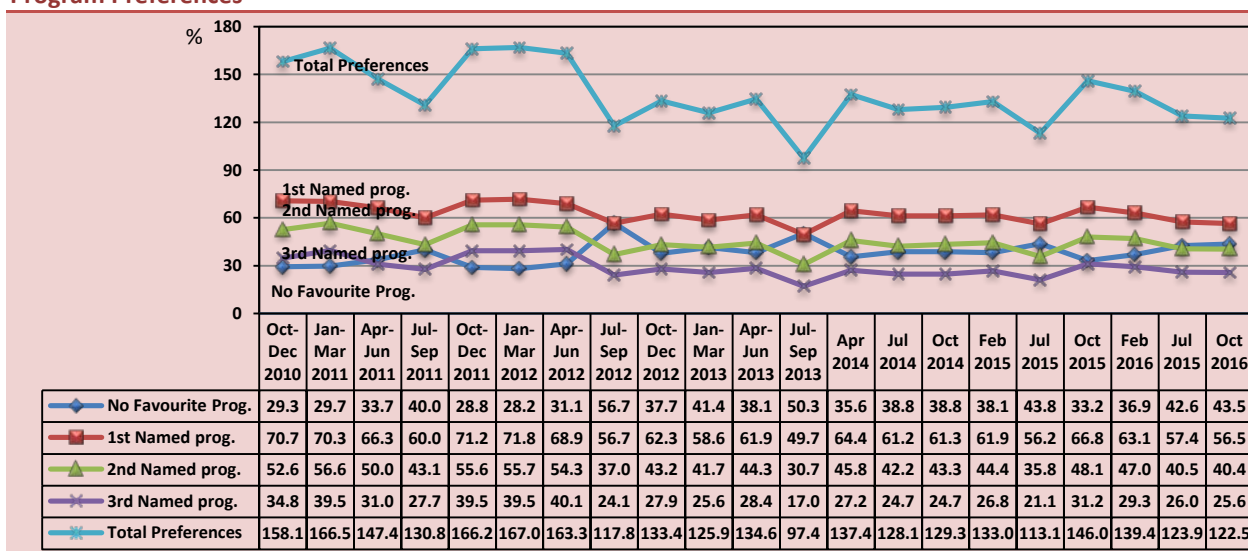
Respondents were asked to state “their most favorite programme” [up to three programmes] broadcast on local TV stations while allowing also for two other types of responses: respondents could state that they do not regularly watch television; and/or they could also state that they do not watch local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

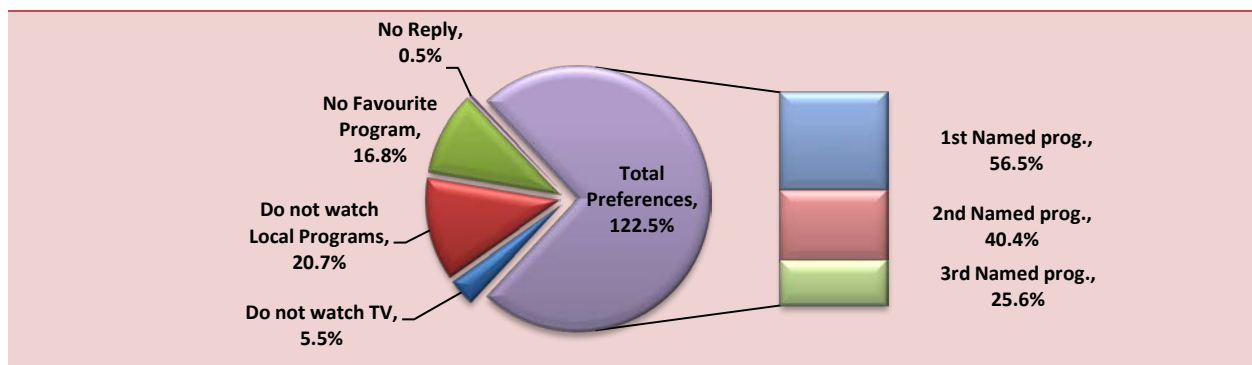
The programmes named were classified according to the broadcasting station on which these were broadcast and compared to the broadcasting schedules as provided by each broadcasting station for this assessment period. Naturally, some of the programmes named were broadcast during previous broadcasting 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, 56.5% named one favourite programme; another 40.4% named a second preferred programme while another 25.6% named their third preferred programme.

On the other hand, 20.7% of all respondents replied that they do not watch local programmes; 16.8% did not have a favourite program; 5.5% do not watch TV; while 0.5% did not reply. These do not tally with the audience reach of television as stated in para. 3.1 for various reasons – some of those who declared that they do not have a tv-set in fact declared that they have a preferred programme; some respondents who had watched local programmes declared that they do not have a preferred programme as they normally do not watch local productions; while some respondents who had watched television did not reply to this questions.

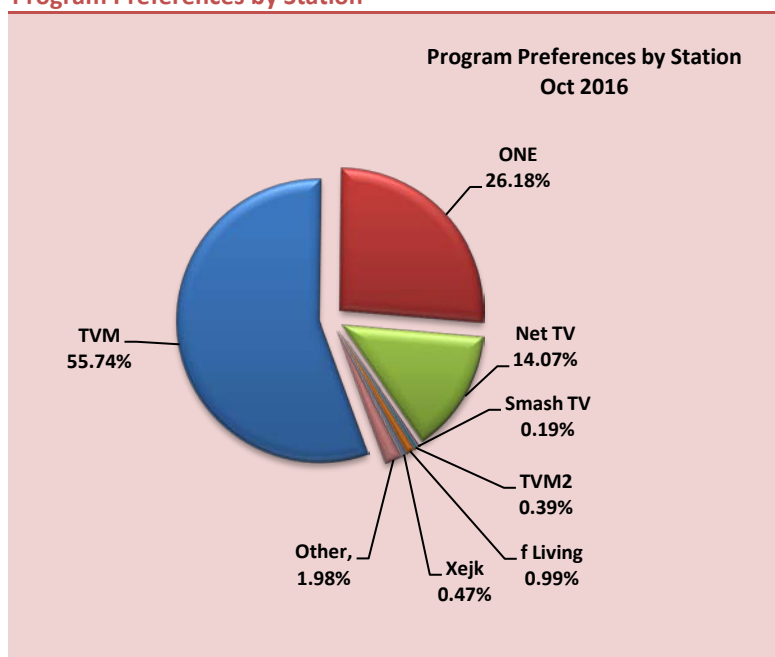
Program Preferences





Out of all the programmes named, TVM got 51.74% of all counts, followed by ONE with 26.18%; and Net TV with 14.07%.

Program Preferences by Station



Top Programmes Named by Station

TVM	[1]	Strada Stretta	14.29
	[2]	Hbieb u Ghedewwa	11.84
	[4]	News TVM	6.64
	[5]	Manwela	4.32
	[6]	Xarabank	3.84
	[9]	Skjetti	3.21
		Other Programmes	11.61 55.74
ONE	[3]	Tereza	9.77
	[7]	Klassi Ghalina	3.48
	[8]	Division 7	3.23
	[10]	News ONE	3.19
		Other Programmes	6.50 26.18
Net TV	[11]	Intricci	3.16
	[12]	#It's Morris	2.90
	[13]	News Net TV	2.16
		Other Programmes	5.85 14.07
		f Living	0.99
		Xejk	0.47
		TVM2	0.39
		Smash TV	0.19
		Other	1.98
			100%

A total of 108 programmes were named - of these 15 were either of a generic nature or programmes that could not be identified.

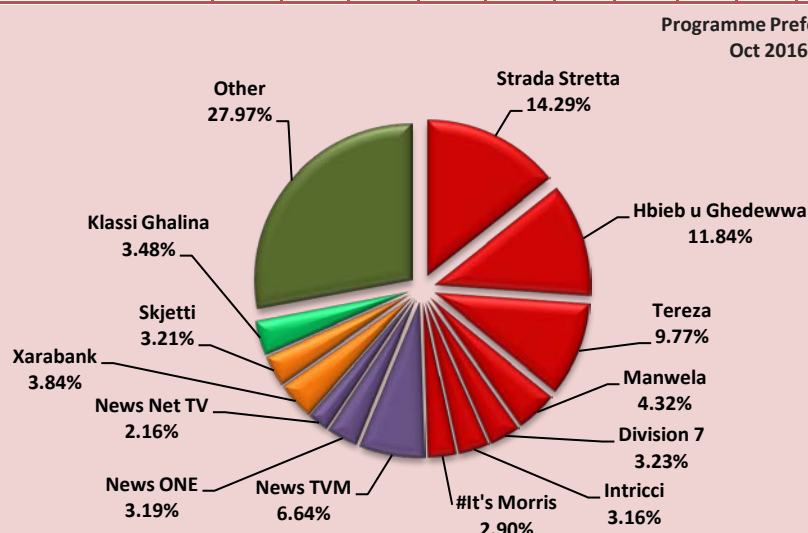
Out of all the programmes identified by respondents, the most quoted was *Strada Stretta* on TVM [14.29%]; followed by *Hbieb u Ghedewwa* [TVM, 11.84%]; and *Tereza* [TVM, 9.77%].

Of the first 13 most quoted, Drama programmes were the most favored with 49.50% of all preferences; followed by News [12.0%]; and Discussion programmes [7.05%]. *News* on TVM ranked fourth with 6.64% of all preferences; *News* on ONE ranked tenth with 3.19%; while *News* on Net TV ranked thirteenth with 2.16%

The top twelve programmes most quoted constituted 72.03% of all preferences.

Top Ten Programmes

			Gender		Age Groups					District						
Total			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	Strada Stretta	[1]	14.29	10.17	17.04	24.98	27.80	15.30	10.35	4.87	14.04	12.33	15.46	12.32	19.38	13.14
TVM	Hbieb u Ghedewwa	[2]	11.84	9.15	13.63	4.86	6.84	10.11	14.82	16.40	11.55	10.07	11.68	13.81	14.53	10.95
ONE	Tereza	[3]	9.77	6.82	11.75	0.75	6.60	5.26	12.49	18.55	11.51	9.25	10.18	10.12	7.53	10.02
TVM	Manwela	[5]	4.32	2.12	5.79	5.90	3.99	4.65	4.10	3.49	5.31	5.05	4.60	3.77	2.78	2.34
ONE	Division 7	[8]	3.23	3.43	3.09	8.87	6.51	3.14	1.55	0.72	1.97	2.87	4.06	2.14	4.81	4.81
NET TV	Intriċċi	[11]	3.16	2.48	3.62	1.32	1.29	1.53	4.16	5.90	4.12	2.32	2.40	4.12	3.78	2.56
NET TV	#It's Morris	[12]	2.90	1.85	3.60	4.72	1.11	2.91	2.01	4.31	4.35	2.82	1.69	1.37	1.93	6.23
			49.50	36.03	58.51	51.39	54.14	42.90	49.48	54.24	52.85	44.71	50.08	47.66	54.75	50.06
News																
TVM	News TVM	[4]	6.64	8.99	5.07	5.35	7.18	8.18	6.47	5.37	4.13	7.49	7.60	5.99	8.53	5.61
ONE	News ONE	[10]	3.19	5.41	1.71	0.00	2.50	3.46	3.82	4.16	2.89	2.82	4.79	3.34	1.53	4.96
Net TV	News Net TV	[13]	2.16	2.82	1.72	0.89	1.94	2.14	2.44	2.61	1.72	2.92	0.90	1.64	3.58	1.31
			12.00	17.22	8.50	6.24	11.62	13.78	12.73	12.14	8.73	13.23	13.29	10.96	13.64	11.88
Discussion																
TVM	Xarabank	[6]	3.84	5.04	3.04	4.40	2.25	5.24	4.30	1.89	3.31	3.88	5.77	2.24	3.46	4.42
TVM	Skjetti	[9]	3.21	3.31	3.14	5.05	2.08	3.11	3.32	2.72	3.61	3.27	2.25	4.35	3.29	1.87
			7.05	8.34	6.18	9.45	4.33	8.35	7.62	4.60	6.92	7.16	8.02	6.58	6.75	6.29
Light Entertainment																
ONE	Klassi Ghalina	[7]	3.48	5.70	2.00	8.27	4.44	4.30	2.85	0.00	4.29	3.57	2.67	5.91	1.60	2.37
Total %			72.03	67.29	75.20	75.35	74.54	69.33	72.69	70.98	72.79	68.66	74.07	71.11	76.74	70.60



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 |arrig f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istharrig jiehu madwar 5 minuti biex jitlesta. Mill-familja tieghek gie magħżul/a (għid isem) bil-polża biex jiehu/tiehu sehem fl-istharrig. 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)						
Owners' Best	(9)						
Parliament TV	(10)						
Rai 1	(11)						
Rai 2	(12)						
Rai 3	(13)						
Rete 4	(14)						
Canale 5	(15)						
Italia 1	(16)						
Discovery Channel/s	(17)						
MTV	(18)						
Stazzjon ieħor	(19)						
(Specifika - niżżel l-istazzjonijiet għal Code (19))							
M'hemmx stazzjon wiehed (għal 10 minuti)	(20)						
Ma niftakarx	(21)						
Ma rajtx televiżjoni	(22)						
M'għandix sett tat-televiżjoni	(23)						
Mingħajr risposta	(24)						

2. Liema huma l-aktar 3 programmi favoriti tieghek 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 1		Hin 2		Hin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
Radju Malta	(1)						
Radju Malta 2	(2)						
Magic	(3)						
One Radio	(4)						
Radio 101	(5)						
Bay Radio	(6)						
Calypso Radio	(7)						
RTK	(8)						
Smash Radio	(9)						
Radju Marija	(10)						
Campus FM	(11)						
Vibe FM	(12)						
X FM	(13)						
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 20 u 21)							
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 lokalita 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 DIGI B+

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
Owners Best Network
Parliament TV

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	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00	400		500				400											390,500	391,800
6:00-9:00	7,900	2,000	10,700	4,800	7,100	3,300	7,900	400	1,500		3,000	300	1,300			800	2,100	338,700	391,800
9:00-12:00	10,000	4,400	10,100	9,400	5,700	6,200	8,600	1,100	1,500		2,500		2,500			2,200	1,700	325,900	391,800
12:00-15:00	4,000	3,900	7,400	5,900	800	5,800	7,900		500				2,500			2,200	1,700	349,200	391,800
15:00-18:00	4,000	3,000	3,900	5,400	4,000	5,900	5,100		2,400	800			900			2,900	1,700	351,800	391,800
18:00-21:00	2,200		1,900	2,700	1,400	1,500	2,400		700	1,500						1,500	600	375,400	391,800
21:00-24:00	1,200		1,500	1,400		1,000	1,400											385,300	391,800

RADIO AUDIENCES – TUESDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00			500	400	2,500			400										388,000	391,800
6:00-9:00	10,800	1,300	5,700	4,200	4,800	2,100	2,100	8,100	3,300		4,800	1,300	1,000		1,400	1,000		339,900	391,800
9:00-12:00	11,900		2,100	7,200		3,200	2,300	12,500			6,500							346,100	391,800
12:00-15:00	3,600		5,000	2,300	400	2,200		10,900	700		2,500		500					363,700	391,800
15:00-18:00	2,700	900	3,500	2,000	2,300	1,500	800	6,500			1,500		1,000		1,400	1,100		366,600	391,800
18:00-21:00	1,100		800	400	900	1,500	1,500	2,400	1,200		1,100					500	800	379,600	391,800
21:00-24:00						1,500	600											389,700	391,800

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00			300			300	300											390,900	391,800
6:00-9:00	7,300	3,100	10,400	4,800	8,500	3,300	3,800	6,100	2,100		3,600	3,100	800				1,100	333,800	391,800
9:00-12:00	8,600	2,500	10,100	6,700	4,800	5,400	5,400	14,000	3,500		900	300						329,600	391,800
12:00-15:00	3,100	1,100	2,100	3,000	1,800	4,600	3,400	8,700	2,100							1,900	1,300	358,700	391,800
15:00-18:00	1,800		2,800	5,400	2,000	2,100	4,300	4,200	2,100			600						366,500	391,800
18:00-21:00	1,800		1,700	4,300	3,000	1,900	3,100	2,400	2,100									371,500	391,800
21:00-24:00	1,800			1,200			2,200											386,600	391,800

RADIO AUDIENCES – THURSDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00			700				500				300							390,300	391,800
6:00-9:00	7,200	800	7,800	7,600	14,100		1,700	600	3,200	700	4,000	400						343,700	391,800
9:00-12:00	14,300		11,300	5,400	6,700			3,900	2,500	1,100	4,200							342,400	391,800
12:00-15:00	5,000	800	10,100	3,300	8,600	800	600	2,300	3,600		4,200		0					352,500	391,800
15:00-18:00	600	800	2,700	3,300	11,700				2,600		4,200		0					365,900	391,800
18:00-21:00	1,400		500	2,200	5,100				2,400		4,200		0					376,000	391,800
21:00-24:00				2,900	4,200				2,100		4,200		0					378,400	391,800

RADIO AUDIENCES – FRIDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00			600			800			500									389,900	391,800
6:00-9:00	6,900	400	15,400	4,400	5,800	6,500	1,100	1,000	1,800		2,800	4,000	3,400					338,300	391,800
9:00-12:00	22,200	600	18,000	6,500	400	9,800	2,100	2,900	1,800		3,600	1,600						322,300	391,800
12:00-15:00	7,500		14,500	7,500	800	4,600	500		2,100				600					353,700	391,800
15:00-18:00	2,900		10,300	4,800	4,100	2,700	4,500		1,500			800						360,200	391,800
18:00-21:00	700		7,800	1,300	2,100	1,200	900		1,000		400	400						376,000	391,800
21:00-24:00			3,900		2,200													385,700	391,800

RADIO AUDIENCES – SATURDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00	200	600				500												390,500	391,800
6:00-9:00	3,300	4,900	5,100	2,400	400	5,200	1,800		900		600	800				800		365,600	391,800
9:00-12:00	4,400	5,700	9,900	6,100	6,600	11,400	2,700	3,500		1,600	3,800	2,200				400		333,500	391,800
12:00-15:00	2,800	3,100	8,300	3,300	3,300	5,800	1,400	500	2,300	1,100	600	1,100			600			357,600	391,800
15:00-18:00	1,400		4,300	3,300	3,200	4,000	1,400		1,000		2,600					300		370,300	391,800
18:00-21:00	600		3,100	3,300	1,900	1,800		800	500					1,300		900		377,600	391,800
21:00-24:00			3,100			400								3,900				384,400	391,800

RADIO AUDIENCES – SUNDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
>6:00	400		400						300									390,700	391,800
6:00-9:00	4,400	1,000	14,000	3,000	1,900	3,300	800		2,900	1,400	600	600	600			300	600	356,400	391,800
9:00-12:00	10,600	3,400	16,400	2,600	3,600	13,800	2,600	1,400	3,200		1,800	500						331,900	391,800
12:00-15:00	5,000		7,300	1,800	900	5,800			2,900									368,100	391,800
15:00-18:00	3,200		2,500	1,800	1,400	2,700				600	700	700						378,200	391,800
18:00-21:00	1,700		1,700	600		1,500						600						385,700	391,800
21:00-24:00			1,700		500	1,500	300											387,800	391,800

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.

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

^[3] BBC: BBC 1 / BBC 2 / BBC 3 / BBC 4/ BBC News / BBC Prime / BBC World News / BBC Kids / BBC Entertainment

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00	200													200	391,400	391,800
6:00-9:00	1,900													300	389,600	391,800
9:00-12:00														700	391,100	391,800
12:00-15:00	1,600	4,600	800			800	600		600	4,700		600			377,500	391,800
15:00-18:00	6,000	9,000	3,900			1,100	600		1,200	8,900		3,200		2,200	355,700	391,800
18:00	17,100	17,600	12,100						1,200	2,000		3,300		8,200	330,300	391,800
18:30	19,000	18,800	17,900						1,200	3,700		3,300		3,500	324,400	391,800
19:00	30,600	19,000	21,400			1,700			1,200	3,400		5,200		6,900	302,400	391,800
19:30	33,400	38,300	34,000			1,700			1,200	3,400		5,200		6,900	267,700	391,800
19:45	35,000	38,300	34,000			1,700			1,200	3,400		5,200		6,900	266,100	391,800
20:00	98,600	24,400	20,000		2,000	1,700			5,800	5,100		5,500		8,200	220,500	391,800
20:30	76,500	26,900	22,400		3,700	1,700			8,400	15,900		7,400		4,300	224,600	391,800
21:00	73,800	26,600	22,400		5,600	1,700			5,000	23,400		9,400		8,200	215,700	391,800
21:30	58,200	27,300	15,500		5,600				5,000	20,600		7,400	2,600	11,200	238,400	391,800
22:00	20,700	8,400	13,000		5,600				3,900	24,500		4,200	2,600	7,400	301,500	391,800
22:30	8,700	5,700	8,900		3,700					20,100		4,200		5,300	335,200	391,800
23:00	3,300	2,200	2,900							11,700		4,200		3,800	363,700	391,800
23:30			2,900							11,700		4,200		1,600	371,400	391,800

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00												2,600			389,200	391,800
6:00-9:00	1,900	1,900	2,800									700		700	381,200	391,800
9:00-12:00	5,000	2,800	5,600									1,300			377,100	391,800
12:00-15:00	3,800	3,100	5,900	2,200						1,700			500	3,900	370,700	391,800
15:00-18:00	5,800	8,600	8,800	2,200		500			1,100	3,400	1,400			6,100	353,900	391,800
18:00	16,200	10,800	11,100	2,200		2,600					6,200			2,000	340,700	391,800
18:30	17,400	10,300	11,100	2,200					2,100	3,700	6,200			2,000	336,800	391,800
19:00	16,300	17,100	11,100	2,200	1,600				4,100	11,200	6,200			2,000	320,000	391,800
19:30	17,900	46,400	15,700	2,200	1,600				5,600	9,700	6,200			2,000	284,500	391,800
19:45	17,900	48,500	15,700	2,200	1,600				1,500	7,600	6,200			2,000	288,600	391,800
20:00	89,600	21,000	13,800	2,200	1,600			2,000	3,100	6,000	8,200			4,500	239,800	391,800
20:30	61,000	14,500	13,800	2,200	3,300			2,000	3,100	19,800	10,700			4,500	256,900	391,800
21:00	44,700	21,600	11,300	2,200	7,100				4,600	32,000	4,100	2,600		7,300	254,300	391,800
21:30	25,100	16,800	8,500	2,200	7,100				3,100	23,600	4,100	2,600		12,300	286,400	391,800
22:00	10,800	5,500	1,800		7,100				1,600	24,900		4,700		5,300	330,100	391,800
22:30	12,900	5,500	1,800		5,400				1,600	19,500		4,700		7,800	332,600	391,800
23:00	1,800	1,800	1,800		6,000				1,600	5,200		2,600		5,300	365,700	391,800
23:30					6,000					2,200		2,600		5,300	375,700	391,800

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00			900												390,900	391,800
6:00-9:00	1,900	2,700	2,500							1,200				300	383,200	391,800
9:00-12:00	2,100	9,700	2,500							1,600				300	375,600	391,800
12:00-15:00	3,800	7,300	6,600				1,000		1,200	1,000				1,500	369,400	391,800
15:00-18:00	9,200	14,400	4,400						2,100	5,700				5,400	350,600	391,800
18:00	10,800	17,500	9,300							2,800				10,500	340,900	391,800
18:30	9,300	23,600	10,800							2,800				10,500	334,800	391,800
19:00	15,700	23,600	12,800						4,000	4,300				13,000	318,400	391,800
19:30	12,500	45,300	31,800						4,000	11,200	3,000			13,000	271,000	391,800
19:45	12,500	50,500	29,100						4,000	11,200	3,000			13,000	268,500	391,800
20:00	76,500	7,000	17,700						5,600	10,700	3,000			5,400	265,900	391,800
20:30	20,700	19,000	25,400		9,000			2,100	6,500	12,900	3,000	2,100		8,000	283,100	391,800
21:00	10,300	24,600	28,900		10,800			2,100	6,500	20,600	3,000	2,100		12,600	270,300	391,800
21:30	13,900	16,700	29,600		18,500			2,100	6,500	25,500	3,000	2,100		8,000	265,900	391,800
22:00	2,700	11,600	9,400		14,600			2,100	9,200	21,000	3,000	2,100		8,000	308,100	391,800
22:30	2,700	5,600	7,300		4,400				2,800	15,100	5,700	2,100		9,200	336,900	391,800
23:00		3,800								5,300	5,700			4,400	372,600	391,800
23:30		3,800									2,800			4,400	380,800	391,800

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00			600								200				391,000	391,800
6:00-9:00	1,400	2,100	3,300												385,000	391,800
9:00-12:00	5,200	5,700	2,800						600	1,100		1,500			374,900	391,800
12:00-15:00	4,800	7,800	2,100						2,500	2,200					372,400	391,800
15:00-18:00	7,100	10,300	5,100						1,800	4,000				2,000	361,500	391,800
18:00	8,700	10,100	5,100						1,800	6,000				2,200	357,900	391,800
18:30	8,700	12,200	8,500						3,300	6,000				2,200	350,900	391,800
19:00	10,800	8,700	6,700						5,400	7,800	2,100			8,000	342,300	391,800
19:30	10,800	56,400	15,500						3,300	7,800	2,100			4,700	291,200	391,800
19:45	12,400	58,500	13,400						5,400	7,800	2,100			4,700	287,500	391,800
20:00	86,900	17,200	3,700			2,100			5,800	11,700	3,600	2,800		5,900	252,100	391,800
20:30	27,600	13,600	4,900		8,100	2,100			12,600	17,600	3,600	2,800		5,900	293,000	391,800
21:00	19,100	15,700	21,900		12,300				13,900	21,200	8,600			15,000	264,100	391,800
21:30	11,500	16,300	16,300		12,300		1,600		12,100	17,500	8,600			13,000	282,600	391,800
22:00	6,700	10,000	6,300		9,800		1,600		9,900	17,300				10,100	320,100	391,800
22:30	5,100	4,900	2,100		7,100				7,800	17,300				10,100	337,400	391,800
23:00	3,000	2,900	2,100						4,900	12,700				12,500	353,700	391,800
23:30		2,900	2,100						4,900	3,000				4,500	374,400	391,800

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00															391,800	391,800
6:00-9:00	2,000				1,600							600		900	386,700	391,800
9:00-12:00	5,300			600	1,600					1,300					383,000	391,800
12:00-15:00	8,700	700	600	600			1,100			2,000				1,200	376,900	391,800
15:00-18:00	10,700	10,900	3,300				600			8,900		600			356,800	391,800
18:00	4,000	10,400	4,400							9,400					363,600	391,800
18:30	8,100	12,000	2,700							9,400				2,200	357,400	391,800
19:00	8,100	12,700	4,600						2,000	11,300		1,500		2,200	349,400	391,800
19:30	3,900	31,300	11,700							11,300		1,500		2,000	330,100	391,800
19:45	3,900	33,400	7,100							11,300		1,500		2,000	332,600	391,800
20:00	51,900	7,300	7,700							12,800				4,600	307,500	391,800
20:30	62,600	11,700	6,300						3,400	16,200		4,700		6,600	280,300	391,800
21:00	63,400	13,600	4,600						3,400	30,300		4,700		4,000	267,800	391,800
21:30	50,800	13,800	4,600						3,400	24,800		4,700		2,100	287,600	391,800
22:00	41,500	8,500							3,400	23,100		4,700		3,700	306,900	391,800
22:30	32,700	3,700							6,000	21,100		4,700		3,700	319,900	391,800
23:00		1,700	2,000						2,700	18,500	2,400			4,400	360,100	391,800
23:30		3,600	2,000							13,000	2,400				370,800	391,800

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00															391,800	391,800
6:00-9:00		500												6,400	384,900	391,800
9:00-12:00	1,000	1,500								600		800		11,100	376,800	391,800
12:00-15:00	7,400	2,600					2,000	800		1,100				10,400	367,500	391,800
15:00-18:00	5,100	7,500					900	800		2,000				21,400	354,100	391,800
18:00	12,300	7,400			6,000			2,400		1,400		2,500		23,200	336,600	391,800
18:30	5,200	7,400			5,700			5,400		1,400		2,500		20,700	343,500	391,800
19:00	6,900	7,400	4,000		5,700			3,000		5,500				18,600	340,700	391,800
19:30	6,200	27,600	6,400		4,300			3,000		5,500				18,600	320,200	391,800
19:45	6,200	25,500	6,400		4,300			3,000		5,500				18,600	322,300	391,800
20:00	58,200	10,800	3,500	3,400	4,300			1,700		3,300			3,000	19,000	284,600	391,800
20:30	31,200	16,600	9,600	1,200	4,300			2,800		10,900		2,400	3,000	22,300	287,500	391,800
21:00	11,700	8,500	9,600		2,200			2,800		21,700		2,400		18,700	314,200	391,800
21:30	7,900	6,900	9,100		2,200			2,800		23,100	2,200	2,400		18,700	316,500	391,800
22:00	8,700	5,200	6,100					2,600		21,100		5,600		21,700	320,800	391,800
22:30	8,700	5,500	6,100					2,600		19,300		3,300		12,900	333,400	391,800
23:00	7,300	3,400	1,600							6,200	3,000	3,300		7,200	359,800	391,800
23:30	3,100	1,700	1,600							4,500	2,800	3,300		7,200	367,600	391,800

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' Best	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery channels ^[4]	MTV	Other Station	NONE	TOTAL
>6:00															391,800	391,800
6:00-9:00	3,000	1,000			400			1,400		2,000			900	2,500	380,600	391,800
9:00-12:00	7,100	5,900	1,100		1,500					3,200				2,500	370,500	391,800
12:00-15:00	18,200	4,500						700		3,200				6,400	358,800	391,800
15:00-18:00	20,100	7,100	1,000				1,800	2,600		5,700				9,900	343,600	391,800
18:00	16,500	12,200	1,500					3,800		7,300				5,500	345,000	391,800
18:30	16,500	12,200	1,500					5,600		7,300				5,500	343,200	391,800
19:00	21,400	9,100	3,300					1,800		10,100	4,100			5,300	336,700	391,800
19:30	23,200	41,700	13,900					1,800		11,600	4,100			5,300	290,200	391,800
19:45	25,000	41,700	13,900					1,800		11,600	4,100			5,300	288,400	391,800
20:00	74,300	14,800	15,500		2,100			3,100		16,200	7,100	2,100		5,300	251,300	391,800
20:30	48,800	21,100	4,900					8,700		18,300	7,100	2,100		5,300	275,500	391,800
21:00	34,400	20,200	9,500					7,000		30,300	3,100	2,100		7,600	277,600	391,800
21:30	31,500	12,000	7,700					5,300		28,800	3,100	2,100		9,900	291,400	391,800
22:00	16,000	8,200	3,300					5,600		15,800	3,100			6,300	333,500	391,800
22:30	8,600	6,400	1,600					5,600		15,800	1,300			2,300	350,200	391,800
23:00	7,100	1,800						2,100		8,900				4,000	367,900	391,800
23:30	7,100	1,800						2,100		7,200				4,000	369,600	391,800

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	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight																		391,741	391,741
0:30																		391,741	391,741
1:00																		391,741	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30																		391,741	391,741
5:00							1,383											390,358	391,741
5:30	3,732		5,393				2,765											379,850	391,741
6:00	3,732		6,497	1,640	3,079		5,709											371,084	391,741
6:30	3,732		8,456	1,959	3,079		7,091				2,952							364,472	391,741
7:00	11,264	1,987	13,655	6,206	4,733	3,632	12,096	1,970	2,943		5,903	1,769					1,670	323,913	391,741
7:30	11,264	1,987	14,986	7,327	6,295	3,632	9,911		2,765		2,952		2,461				4,492	323,668	391,741
8:00	8,413	3,899	11,232	5,630	18,697	7,080	6,107		1,383		2,952		2,461			2,184	4,492	317,212	391,741
8:30	8,413	3,899	9,047	5,630	6,185	5,121	6,285		1,383		2,952		2,461			2,184	1,670	336,512	391,741
9:00	11,040	3,899	9,047	9,562	3,874	7,080	7,729				2,952		2,461			2,184	1,670	330,244	391,741
9:30	11,040	3,899	9,047	9,562	3,874	7,080	7,729				2,952		2,461			2,184	1,670	330,244	391,741
10:00	8,237	6,721	9,738	9,562	5,494	5,406	8,989	1,640	2,184		2,952		2,461			2,184	1,670	324,504	391,741
10:30	8,237	3,899	9,738	9,562	5,494	7,080	8,989	1,640	2,184		2,952		2,461			2,184	1,670	325,653	391,741
11:00	10,547	3,899	9,738	8,379	7,652	5,121	8,989	1,640	2,184		2,952		2,461			2,184	1,670	324,326	391,741
11:30	10,547	3,899	12,992	9,761	7,652	5,121	8,989	1,640	2,184				2,461			2,184	1,670	322,641	391,741
Noon	3,970	3,899	13,472	5,830	2,158	5,121	12,556		1,383				2,461			2,184	1,670	337,038	391,741
12:30	3,970	3,899	10,688	7,212	2,158	5,121	8,989		1,383				2,461			2,184	1,670	342,007	391,741
1:00	3,970	3,899	6,735	8,852		7,080	7,428						2,461			2,184	1,670	347,463	391,741
1:30	3,970	3,899	4,424	4,447		7,080	6,045						2,461			2,184	1,670	355,561	391,741
2:00	3,970	3,899	4,424	4,447		5,121	6,045						2,461			2,184	1,670	357,520	391,741
2:30	3,970	3,899	4,424	4,447		5,121	6,045						2,461			2,184	1,670	357,520	391,741
3:00	3,970	3,899	4,424	4,447	2,080	5,121	6,045		3,494				2,461			2,184	1,670	351,945	391,741
3:30	3,970	3,899	4,424	4,447	2,080	5,121	6,045		3,494				2,461			2,184	1,670	351,945	391,741
4:00	3,970	5,886	4,424	5,613	7,770	7,305	6,271		2,311							4,143	1,670	342,378	391,741
4:30	3,970	3,899	4,424	5,613	2,080	7,305	6,271		2,311							4,143	1,670	350,055	391,741
5:00	3,970		2,804	6,008	5,032	5,121	2,827		1,383	2,184						2,184	1,670	358,559	391,741
5:30	3,970		2,804	6,008	4,391	5,121	2,827		1,383	2,184						2,184	1,670	359,200	391,741
6:00	3,970		3,368	6,008	2,184	3,447	2,827		2,765	2,184						2,184	1,670	361,134	391,741
6:30	3,970		1,183	4,447	2,184	3,447	2,827		1,383	2,184						2,184	1,670	366,261	391,741
7:00	1,183		1,183	1,383			4,583			2,184						2,184		379,040	391,741
7:30	1,183		1,183	1,383			1,383			2,184						2,184		382,240	391,741
8:00	1,183		1,183	1,383	1,970		1,383											384,639	391,741
8:30	1,183		2,790	1,383	1,970	1,620	1,383											381,411	391,741
9:00	1,183		2,790	1,383		1,620	1,383											383,382	391,741
9:30	1,183		1,183	1,383			1,383											386,609	391,741
10:00	1,183		1,183	1,383			1,383											386,609	391,741
10:30	1,183		1,183	1,383			1,383											386,609	391,741
11:00	1,183		1,183	1,383		2,184	1,383											384,424	391,741
11:30	1,183		1,183	1,383		2,184	1,383											384,424	391,741
Total Avg	3,700	1,645	4,513	3,676	2,337	2,929	4,226	178	802	273	676	37	872			1,174	952	363,751	
maximum	11,264	6,721	14,986	9,761	18,697	7,305	12,556	1,970	3,494	2,184	5,903	1,769	2,461			4,143	4,492	391,741	
std.dev.	3,622	2,068	4,459	3,321	3,448	2,837	3,645	528	1,136	730	1,394	255	1,190			1,248	1,112	25,328	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight				2,027														389,714	391,741
0:30				2,027														389,714	391,741
1:00					4,954													386,787	391,741
1:30					4,954													386,787	391,741
2:00					4,954													386,787	391,741
2:30					4,954													386,787	391,741
3:00					4,954													386,787	391,741
3:30					4,954													386,787	391,741
4:00																		391,741	391,741
4:30																		391,741	391,741
5:00			2,793															388,948	391,741
5:30			2,793					4,408										384,540	391,741
6:00	4,067		2,793	2,541				4,408										377,931	391,741
6:30	8,514		5,586	2,541	2,955			4,408			3,645							364,092	391,741
7:00	16,053	2,262	7,789	4,055	6,440	1,491	3,648	4,408	9,616		8,305		2,955			2,793		321,926	391,741
7:30	11,102	4,985	10,744	4,055	14,579	1,491	1,513	9,362	9,616		4,661	3,609	2,955			2,793		310,276	391,741
8:00	14,934		4,865	5,823	4,638	3,518	3,648	11,564			5,950	3,609			4,117			329,074	391,741
8:30	9,925		2,072	5,823		5,590	3,648	14,106			5,950				4,117			340,511	391,741
9:00	11,547		2,072	5,484		5,590	3,648	14,106			7,442							341,853	391,741
9:30	11,547		2,072	5,484		5,590	3,648	14,106			7,442							341,853	391,741
10:00	13,060		2,072	7,556		1,491	1,513	11,564			5,950							348,534	391,741
10:30	13,060		2,072	9,628		1,491	1,513	11,564			5,950							346,462	391,741
11:00	10,857		2,072	7,425		1,491	1,513	11,564			5,950							350,868	391,741
11:30	10,857		2,072	7,425		3,005	1,513	11,564			5,950							349,354	391,741
Noon	3,585		2,072	1,768		1,491		11,564	1,846		2,458							366,956	391,741
12:30	3,585		9,843	3,903		1,491		11,564	1,846		2,458							357,050	391,741
1:00	3,585		9,843	6,043	2,097	3,518		11,564			2,458							352,633	391,741
1:30	3,585		2,072	1,768		3,518		11,564			2,458							366,775	391,741
2:00	3,585		3,971			1,491		9,362			2,458		2,955					367,919	391,741
2:30	3,585		1,768			1,491		9,362			2,458							373,077	391,741
3:00	1,513		1,768			1,491		9,362			2,458		2,955					372,194	391,741
3:30	1,513		1,768		6,036	1,491		9,362			6,103		2,955					362,513	391,741
4:00	3,281	4,985	4,789		3,774	1,491		4,954								1,846		366,620	391,741
4:30	3,281		1,996		3,774	1,491		4,954								1,846		374,398	391,741
5:00	3,281		4,050	4,681		1,491	2,135	4,954							4,117			367,031	391,741
5:30	3,281		6,185	6,816		1,491	2,135	4,954							4,117	2,793		359,968	391,741
6:00	1,513		2,140		4,954	1,491	2,135	7,050	2,203									370,255	391,741
6:30	1,513		2,140			1,491	2,135	7,050	2,203									375,208	391,741
7:00	1,513					1,491	2,135		2,203		3,034					2,793		378,572	391,741
7:30	1,513					1,491	2,135				3,034							383,568	391,741
8:00				2,140		1,491											2,135	385,975	391,741
8:30						1,491											2,135	388,115	391,741
9:00						1,491												390,250	391,741
9:30						1,491												390,250	391,741
10:00						1,491	1,768											388,482	391,741
10:30						1,491	1,768											388,482	391,741
11:00						1,491												390,250	391,741
11:30						1,491												390,250	391,741
Total Avg	3,734	255	2,214	2,063	1,645	1,471	878	5,099	615		2,012	150	308		343	310	89	370,555	
maximum	16,053	4,985	10,744	9,628	14,579	5,590	3,648	14,106	9,616		8,305	3,609	2,955		4,117	2,793	2,135	391,741	
std.dev.	4,837	1,049	2,796	2,801	2,901	1,430	1,260	5,190	2,001		2,653	729	912		1,150	843	431	20,513	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNIGHT																		391,741	391,741
0:30																		391,741	391,741
1:00																		391,741	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30																		391,741	391,741
5:00						1,486	1,736											388,519	391,741
5:30			3,499			1,486	1,736											385,020	391,741
6:00	1,960		7,507	1,736		3,299	3,472					3,544					2,018	368,204	391,741
6:30	4,056	3,462	7,524	1,736	2,474	3,299	3,472					5,280					2,018	358,419	391,741
7:00	15,232	3,462	11,576	5,302	11,531	3,299	4,937	9,103	2,035		3,544	1,736					2,018	317,965	391,741
7:30	10,657	2,018	13,041	9,345	10,702	3,299	3,472	9,103	3,499		3,544							323,061	391,741
8:00	5,792	3,482	13,482	5,302	16,217	3,299	3,472	9,103	3,499		6,776	7,873	4,329					309,114	391,741
8:30	5,792	5,978	9,033	5,302	9,725	3,299	3,472	9,103	3,499		7,456							329,081	391,741
9:00	8,743	4,513	9,033	7,262	9,725	5,259	3,472	13,967	3,499		2,495	1,736						322,036	391,741
9:30	8,743	2,018	9,033	7,262	6,635	5,259	3,472	13,967	3,499		2,495							329,358	391,741
10:00	8,460	2,018	11,129	7,262	3,090	5,334	6,215	13,967	3,499									330,767	391,741
10:30	8,460	2,018	9,095	7,262	3,090	5,334	6,215	13,967	3,499									332,801	391,741
11:00	8,460	2,018	9,095	5,526	3,090	5,334	6,215	13,967	3,499									334,538	391,741
11:30	8,460	2,018	13,214	5,526	3,090	5,334	6,215	13,967	3,499									330,418	391,741
Noon	5,584		4,136	5,526	3,090	3,299	6,215	11,871	2,035							1,813	1,813	346,359	391,741
12:30	5,584		2,035	3,566		5,795	3,472	11,871	2,035							1,813	1,813	353,758	391,741
1:00	1,736		2,035	2,102	3,579	5,795	3,472	7,006	2,035							1,813	1,813	360,355	391,741
1:30	1,736		2,035	2,102	3,579	5,795	3,472	7,006	2,035							1,813	1,813	360,355	391,741
2:00	1,736	1,465	2,035	2,102		3,299	1,736	7,006	2,035							1,813		368,515	391,741
2:30	1,736	4,927		2,102		3,299	1,736	7,006	2,035							1,813		367,087	391,741
3:00	1,736			6,144	7,158	3,299	1,736	3,462	2,035									366,170	391,741
3:30	1,736		2,102	2,102		1,813	1,736	3,462	2,035									376,755	391,741
4:00	1,736			2,102	2,221	1,813	5,574	3,462	2,035									372,798	391,741
4:30	1,736		4,864	2,102	2,474	1,813	5,574	3,462	2,035									367,681	391,741
5:00	1,736		4,864	9,864		1,813	5,574	7,791	2,035									358,064	391,741
5:30	1,736		4,864	9,864		1,813	5,574	3,462	2,035			3,544						358,849	391,741
6:00	1,736		4,864	9,864	10,392	1,813	5,574	3,462	2,035									352,001	391,741
6:30	1,736		4,864	8,128	7,158	1,813	7,039	3,462	2,035									355,506	391,741
7:00	1,736			3,754		1,813	1,465	3,462	2,035									377,476	391,741
7:30	1,736			3,754		1,813		3,462	2,035									378,941	391,741
8:00	1,736					1,813	2,102		2,035									384,056	391,741
8:30	1,736					1,813	2,102		2,035									384,056	391,741
9:00	1,736						2,102											387,903	391,741
9:30	1,736						2,102											387,903	391,741
10:00	1,736			1,736			2,102											386,167	391,741
10:30	1,736			1,736			2,102											386,167	391,741
11:00	1,736			1,736			2,102											386,167	391,741
11:30	1,736			1,736			2,102											386,167	391,741
Total Avg	3,004	821	3,437	3,145	2,480	2,190	2,799	4,394	1,461		548	494	90			227	277	366,374	
maximum	15,232	5,978	13,482	9,864	16,217	5,795	7,039	13,967	3,499		7,456	7,873	4,329			1,813	2,018	391,741	
std.dev.	3,476	1,535	4,398	3,213	3,993	2,005	2,176	5,099	1,355		1,629	1,525	625			606	679	24,799	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight							1,785											389,956	391,741
0:30							1,785											389,956	391,741
1:00							1,785											389,956	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30																		391,741	391,741
5:00			2,117								3,324							386,300	391,741
5:30			5,100															386,641	391,741
6:00	1,785		5,778	7,565														376,613	391,741
6:30	5,405	2,685	5,778	7,565	4,156		1,528		2,092									362,532	391,741
7:00	8,947		7,939	7,565	32,853		5,088		7,090		4,156	2,224						315,878	391,741
7:30	8,947	1,785	7,939	7,565	28,047		1,528		5,892		4,156							325,881	391,741
8:00	8,947		9,445	7,565	11,480		1,528	1,785	2,015	2,075	7,682							339,219	391,741
8:30	8,947		9,445	7,565	7,836			1,785	2,015	2,075	7,682							344,391	391,741
9:00	14,232		9,445	6,038	9,158			3,860	2,015	2,075	4,156							340,763	391,741
9:30	14,232		9,445	6,038	9,158			3,860	2,015	2,075	4,156							340,763	391,741
10:00	14,232		11,605	6,038	9,158			3,860	2,015	2,075	4,156							338,603	391,741
10:30	14,232		11,605	6,038	4,156			3,860	2,015		4,156							345,678	391,741
11:00	14,232		11,605	3,946	4,156			3,860	2,015		4,156							347,770	391,741
11:30	14,232		13,697	3,946	4,156			3,860	4,835		4,156							342,858	391,741
Noon	6,626		15,001	5,485	4,156			1,785	3,521		4,156							351,011	391,741
12:30	6,626		10,104	5,485	4,156			1,785	3,521		4,156							355,908	391,741
1:00	4,841		15,016	2,161	13,803			4,605	3,521		4,156							343,639	391,741
1:30	4,841		10,040	2,161	13,803			1,785	3,521		4,156							351,435	391,741
2:00	3,313	2,161	5,128	2,161	7,836	2,161	3,560	1,785	3,521		4,156							355,959	391,741
2:30	3,313	2,161	5,128	2,161	7,836	2,161		1,785	3,521		4,156							359,519	391,741
3:00	1,528	2,161	3,623	2,161	10,622				3,521		4,156							363,970	391,741
3:30	1,528	2,161	3,623	2,161	10,622				3,521		4,156							363,970	391,741
4:00			2,161	2,161	15,348				2,015		4,156							365,900	391,741
4:30			2,161	3,946	15,348				2,015		4,156							364,115	391,741
5:00			2,161	5,452	6,842				2,015		4,156							371,115	391,741
5:30			2,161	3,667	11,292				2,015		4,156							368,450	391,741
6:00	2,015			2,161	6,842				2,015		4,156							374,552	391,741
6:30	2,015			2,161	6,842				2,015		4,156							374,552	391,741
7:00	2,015		2,820	2,161	4,156				4,176		4,156							372,257	391,741
7:30	2,015			2,161	4,156				2,015		4,156							377,238	391,741
8:00				2,161	4,156				2,015		4,156							379,252	391,741
8:30				2,161	4,156				2,015		4,156							379,252	391,741
9:00				2,161	4,156				2,015		4,156							379,252	391,741
9:30				2,161	4,156				2,015		4,156							379,252	391,741
10:00				2,161	4,156				2,015		4,156							379,252	391,741
10:30				2,161	4,156				2,015		4,156							379,252	391,741
11:00				2,161	4,156				2,015		4,156							379,252	391,741
11:30				6,317	4,156				2,015		4,156							375,096	391,741
Total Avg	3,522	273	4,168	3,056	6,276	90	387	839	2,012	216	3,160	46						367,696	
maximum	14,232	2,685	15,016	7,565	32,853	2,161	5,088	4,605	7,090	2,075	7,682	2,224						391,741	
std.dev.	4,947	736	4,831	2,589	6,788	436	1,010	1,452	1,626	640	2,076	321						19,917	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight																		391,741	391,741
0:30																		391,741	391,741
1:00																		391,741	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30						2,351		1,902										387,488	391,741
5:00			2,009			2,351		1,902										385,479	391,741
5:30			4,630			4,295		1,902										380,913	391,741
6:00			12,502			4,295					2,307							372,637	391,741
6:30	1,945		14,853	2,622	2,589	4,295					2,307	4,137						358,993	391,741
7:00	9,285		15,448	7,271	8,894	7,142	2,009	3,771		4,712	3,421	7,558						322,231	391,741
7:30	9,285		15,448	7,271	12,855	7,142		3,771		4,712	3,421	4,137						323,699	391,741
8:00	11,234	2,067	16,950	4,495	7,958	7,142	2,004	2,067	1,420	3,542	7,422	4,137						321,301	391,741
8:30	9,574		16,950	4,495	2,385	8,802	2,004	3,580	1,420	3,542	4,649							334,339	391,741
9:00	23,032	1,659	16,950	4,495	2,385	10,730	2,004	3,580	1,420	3,542	4,649							317,294	391,741
9:30	23,032	1,659	16,950	4,495		10,730	2,004	3,580	1,420	3,542	4,649							319,679	391,741
10:00	23,032		16,950	6,397		10,794	2,004	3,580	1,420	3,542								324,022	391,741
10:30	23,032		16,950	6,397		10,794	2,004	3,580	1,420	3,542								324,022	391,741
11:00	20,410		18,954	8,325		8,866	2,004	1,513	1,420	3,542								326,707	391,741
11:30	20,410		20,899	8,325		6,515	2,004	1,513	3,424	3,542								325,109	391,741
Noon	12,822		16,646	9,045	2,123	4,507	1,420		3,424									341,755	391,741
12:30	11,162		14,701	9,045	2,123	4,507	1,420		3,424									345,359	391,741
1:00	5,222		16,101	9,045		4,507			1,420									355,447	391,741
1:30	5,222		14,097	7,116		4,507			1,420									359,379	391,741
2:00	5,222		12,697	5,243		4,507			1,420			3,090						359,561	391,741
2:30	5,222		12,697	5,243		4,507			1,420									362,652	391,741
3:00	3,349		10,076	2,622	2,365	4,507	3,953		1,420									363,450	391,741
3:30	3,349		10,076	2,622		4,507	3,953		1,420									365,815	391,741
4:00	3,349		10,076	2,622	8,070	1,659	3,948		1,420									360,597	391,741
4:30	3,349		12,020	2,622	8,070	1,659	3,948		1,420									358,652	391,741
5:00	1,929		9,635	8,873	5,867	1,659	6,570		1,420		2,307							353,481	391,741
5:30	1,929		9,635	8,873		1,659	4,625		1,420		2,307							361,293	391,741
6:00	1,929		9,635	1,902		1,659	2,622		1,420		2,307							370,267	391,741
6:30	1,929		9,635	1,902	2,307	1,659	2,622		1,420		2,307							367,960	391,741
7:00			7,707	1,902		1,659			1,420									379,052	391,741
7:30			7,707	1,902	3,309	1,659			1,420									375,743	391,741
8:00			5,762		3,309													382,670	391,741
8:30			5,762		3,309													382,670	391,741
9:00			5,762		8,243													377,736	391,741
9:30			5,762		1,513													384,466	391,741
10:00			3,818															387,923	391,741
10:30			3,818															387,923	391,741
11:00			1,945															389,796	391,741
11:30			1,945		3,421													386,376	391,741
Total Avg	5,005	112	8,837	3,024	1,898	3,241	1,107	479	1,111		835	828	480					364,783	
maximum	23,032	2,067	20,899	9,045	12,855	10,794	6,570	3,580	3,771		4,712	7,422	7,558					391,741	
std.dev.	7,444	442	6,578	3,343	3,102	3,457	1,612	1,148	1,106		1,576	1,708	1,508					25,167	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight																		391,741	391,741
0:30																		391,741	391,741
1:00																		391,741	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30		2,172																389,569	391,741
5:00		2,172				1,976												387,593	391,741
5:30	1,576	2,172				3,136												384,858	391,741
6:00	2,753	2,172	1,598			3,136			3,271									378,812	391,741
6:30	2,753	2,172	3,770			3,136												379,911	391,741
7:00	2,753	7,398	7,472	3,348		4,295	2,628		1,552									362,295	391,741
7:30	2,753	10,232	5,874	1,177		4,295	2,628											364,782	391,741
8:00	4,188	3,547	5,874	4,865		7,168	2,628				1,630	2,172					2,172	357,497	391,741
8:30	4,188	3,547	5,874	4,865	1,976	8,766	2,628				1,630	2,172					2,172	353,924	391,741
9:00	6,723	3,783	8,909	4,865	13,350	10,937	2,628	2,297		1,598	4,190	4,317					2,172	325,972	391,741
9:30	6,723	3,783	8,909	4,865	6,668	10,937	2,628	2,297		1,598	1,630	4,317						337,385	391,741
10:00	5,348	5,496	10,507	4,865	6,668	13,109	2,628	5,104		1,598	4,593	2,172						329,654	391,741
10:30	2,336	6,984	10,507	6,813	5,509	13,109	2,628	5,104		1,598	7,040	2,172						327,943	391,741
11:00	2,336	6,984	8,909	7,446	2,447	10,937	2,628	2,806		1,598	2,447							343,203	391,741
11:30	2,336	6,984	11,081	7,446	4,358	9,340	2,628	2,806		1,598	2,447							340,717	391,741
Noon	2,336	5,373	7,732	3,201	1,911	6,008	1,375	2,806	4,322	1,598								355,078	391,741
12:30	3,772	2,172	9,904	3,201		6,008	1,375		1,160	1,598								362,552	391,741
1:00	2,612	4,317	8,306	3,201	4,846	4,032	1,375		2,749	1,598		4,317						354,387	391,741
1:30	2,612	2,172	9,966	3,201	2,935	4,032	1,375		2,749	1,598		2,145						358,955	391,741
2:00	2,612	2,172	8,592	3,201	6,632	7,241	1,375		1,375						1,611			356,931	391,741
2:30	2,612	2,172	4,760	3,201	2,935	7,241	1,375		1,375		3,062				1,611			361,398	391,741
3:00	2,612		4,760	3,201	2,935	5,643	1,375		2,534		4,692							363,989	391,741
3:30	2,612		4,760	3,201	2,935	5,643	1,375				4,692							366,523	391,741
4:00	1,436		4,760	3,201	4,044	3,930	1,375				1,484							371,512	391,741
4:30	1,436		4,760	3,201	4,044	3,930	1,375				1,484							371,512	391,741
5:00			3,100	3,201	2,560	2,319	1,375		1,552									377,634	391,741
5:30			3,100	3,201	2,560	2,319	1,375		1,552		3,062					1,253		373,319	391,741
6:00	1,664		3,100	3,201	7,003	2,319			1,552							2,864		370,038	391,741
6:30			3,100	3,201	4,044	2,319		2,172								1,253		375,652	391,741
7:00			3,100	3,201		2,319		2,172	1,160							1,253		378,536	391,741
7:30			3,100	3,201		1,160												384,280	391,741
8:00	1,552		3,100	3,201		1,160								3,876				378,852	391,741
8:30			3,100	3,201		1,160								3,876				380,404	391,741
9:00			3,100			1,160								3,876				383,605	391,741
9:30			3,100			1,160								3,876				383,605	391,741
10:00			3,100											3,876				384,765	391,741
10:30			3,100											3,876				384,765	391,741
11:00			3,100											3,876				384,765	391,741
11:30			3,100											3,876				384,765	391,741
Total Avg	1,555	1,833	4,187	2,254	1,882	3,654	891	574	560	333	918	495		646	67	138	136	371,617	
maximum	6,723	10,232	11,081	7,446	13,350	13,109	2,628	5,104	4,322	1,598	7,040	4,317		3,876	1,611	2,864	2,172	391,741	
std.dev.	1,828	2,603	3,464	2,207	2,817	3,818	1,068	1,304	1,051	656	1,694	1,199		1,460	325	505	531	18,704	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Community	Foreign	NONE	Total
MNight	1,442																	390,299	391,741
0:30	1,442																	390,299	391,741
1:00																		391,741	391,741
1:30																		391,741	391,741
2:00																		391,741	391,741
2:30																		391,741	391,741
3:00																		391,741	391,741
3:30																		391,741	391,741
4:00																		391,741	391,741
4:30																		391,741	391,741
5:00																		391,741	391,741
5:30	1,442		3,695						2,410									384,195	391,741
6:00	2,278		11,174	1,442		1,442			4,099									371,306	391,741
6:30	2,278		11,410	1,442	1,845	1,442			4,099									369,226	391,741
7:00	3,512	1,442	13,085	5,229	1,710	2,884	1,442		5,541	3,351							1,745	351,800	391,741
7:30	5,201	1,442	14,831	3,187		4,573	1,442			3,351		1,710	1,710				1,745	352,549	391,741
8:00	6,418	1,442	16,627	3,187	5,749	4,573			1,627	1,676	1,796	1,710	1,710			1,676		343,551	391,741
8:30	6,418	1,442	16,683	3,187	1,710	4,573	1,745		1,627		1,796							352,560	391,741
9:00	11,401	3,357	20,427	1,745	2,054	11,426	1,745	4,039	1,627		5,040							328,879	391,741
9:30	11,401	3,357	18,737	1,745	2,054	13,171	1,745	4,039	1,627									333,863	391,741
10:00	10,167	3,357	16,459	1,745	5,132	17,491	2,961		3,069									331,359	391,741
10:30	10,167	3,357	14,663	3,421	2,054	17,491	2,961		3,069									334,557	391,741
11:00	10,167	3,357	14,663	4,863	6,341	12,317	2,961		4,759		2,875	2,972						326,466	391,741
11:30	10,167	3,357	12,918	1,745	3,369	10,572	2,961		4,759		2,875							339,018	391,741
Noon	6,484		8,282	1,745		6,553			6,015									362,662	391,741
12:30	4,687		8,282	1,745		6,553			6,015									364,458	391,741
1:00	4,687		8,738	1,745	2,474	6,553			1,442									366,102	391,741
1:30	4,687		8,738	1,745	2,474	4,926			1,442									367,729	391,741
2:00	4,687		5,620	1,745		4,926												374,762	391,741
2:30	4,687		3,931	1,745		4,926			2,410									374,042	391,741
3:00	4,687		3,931	1,745	2,943	4,926						4,065						369,443	391,741
3:30	4,687		3,931	1,745	2,943	4,926												373,509	391,741
4:00	2,410		1,653	1,745		1,442					1,845							382,647	391,741
4:30	2,410		1,653	1,745		1,442					1,845							382,647	391,741
5:00	2,410		1,653	1,745	2,250	1,442				1,676								380,566	391,741
5:30	2,410		1,653	1,745		1,442				1,676								382,816	391,741
6:00	2,410		1,653	1,745		1,442						3,078						381,414	391,741
6:30	2,410		1,653	1,745		1,442												384,492	391,741
7:00	2,410		1,653			1,442												386,237	391,741
7:30	2,410		1,653			1,442												386,237	391,741
8:00			1,653			1,442												388,646	391,741
8:30			1,653			1,442												388,646	391,741
9:00			1,653		2,410	1,442												386,237	391,741
9:30			1,653			1,442												388,646	391,741
10:00			1,653			1,442	1,442											387,205	391,741
10:30			1,653			1,442												388,646	391,741
11:00			1,653			1,442												388,646	391,741
11:30			1,653			1,442												388,646	391,741
Total Avg	3,176	540	5,485	1,195	990	3,527	446	168	1,159	244	377	282	71			35	73	373,973	
maximum	11,401	3,357	20,427	5,229	6,341	17,491	2,961	4,039	6,015	3,351	5,040	4,065	1,710			1,676	1,745	391,741	
std.dev.	3,482	1,148	6,220	1,333	1,639	4,474	933	816	1,860	772	1,015	886	345			242	352	20,122	

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	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNight															391,741	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00															391,741	391,741
4:30															391,741	391,741
5:00															391,741	391,741
5:30	2,184													1,383	388,174	391,741
6:00	2,184													1,383	388,174	391,741
6:30	2,184														389,557	391,741
7:00	2,184														389,557	391,741
7:30	2,184														389,557	391,741
8:00	2,184														389,557	391,741
8:30															391,741	391,741
9:00															391,741	391,741
9:30															391,741	391,741
10:00														1,959	389,782	391,741
10:30														1,959	389,782	391,741
11:00															391,741	391,741
11:30															391,741	391,741
Noon	1,640									2,184					387,917	391,741
12:30	1,383	1,620								2,184					386,554	391,741
1:00	1,383	4,407								3,567					382,384	391,741
1:30	1,383	4,407				1,561			1,166	4,950					378,275	391,741
2:00	1,383	8,338	2,311			1,561	1,561		1,166	8,121		1,674			365,628	391,741
2:30	1,959	8,338	2,311			1,561	1,561		1,166	6,937		1,674			366,235	391,741
3:00	12,599	8,338	2,311			1,561	1,561		1,166	6,937				1,674	355,595	391,741
3:30	4,443	19,705	2,311			1,561	1,561		1,166	5,554				1,674	353,766	391,741
4:00	1,640	13,892	2,311			1,561			1,166	9,959		4,155		1,674	355,384	391,741
4:30	1,640	3,241	3,871			1,561			1,166	12,763		4,155		1,674	361,671	391,741
5:00	6,739	3,241	5,492						1,166	10,328		5,404		2,372	356,999	391,741
5:30	8,413	5,425	6,936						1,166	7,525		5,404		3,816	353,056	391,741
6:00	17,014	17,599	12,031						1,166	1,987		3,220		8,147	330,577	391,741
6:30	18,972	18,766	17,809						1,166	3,608		3,220		3,403	324,798	391,741
7:00	30,573	18,919	21,335			1,620			1,166	3,370		5,190		6,889	302,679	391,741
7:30	33,346	38,259	33,986			1,620			1,166	3,370		5,190		6,889	267,915	391,741
7:45	34,986	38,259	33,986			1,620			1,166	3,370		5,190		6,889	266,275	391,741
8:00	98,558	24,344	19,958		1,959	1,620			5,703	5,044		5,404		8,193	220,959	391,741
8:30	76,442	26,824	22,355		3,632	1,620			8,324	15,812		7,391		4,264	225,076	391,741
9:00	73,781	26,510	22,355		5,591	1,620			4,971	23,386		9,362		8,123	216,043	391,741
9:30	58,199	27,288	15,433		5,591				4,971	20,557		7,374	2,575	11,200	238,553	391,741
10:00	20,670	8,397	12,958		5,591				3,805	24,456		4,155	2,575	7,342	301,793	391,741
10:30	8,652	5,632	8,840		3,632					20,087		4,155		5,262	335,481	391,741
11:00	3,263	2,184	2,827							11,693		4,155		3,769	363,849	391,741
11:30			2,827							11,693		4,155		1,585	371,481	391,741
Total Avg	10,860	6,815	5,195		531	421	127		900	4,683		1,849	105	2,072	358,182	
maximum	98,558	38,259	33,986		5,591	1,620	1,561		8,324	24,456		9,362	2,575	11,200	391,741	
std.dev.	22,072	10,626	9,040		1,515	709	432		1,738	6,711		2,612	515	2,986	51,060	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNIGHT												2,504			389,237	391,741
0:30												2,504			389,237	391,741
1:00												2,504			389,237	391,741
1:30												2,504			389,237	391,741
2:00												2,504			389,237	391,741
2:30												2,504			389,237	391,741
3:00												2,504			389,237	391,741
3:30												2,504			389,237	391,741
4:00												2,504			389,237	391,741
4:30												2,504			389,237	391,741
5:00												2,504			389,237	391,741
5:30												2,504			389,237	391,741
6:00												2,504			389,237	391,741
6:30												2,504			389,237	391,741
7:00	2,793	2,793	2,793									2,504			380,857	391,741
7:30	2,793	2,793	2,793									2,504			380,857	391,741
8:00	2,793	2,793	5,586								1,996	2,504		1,996	374,073	391,741
8:30	2,793	2,793	5,586								1,996	2,504		1,996	374,073	391,741
9:00	4,933	2,793	5,586									2,504			375,924	391,741
9:30	4,933	2,793	5,586									2,504			375,924	391,741
10:00	4,933	2,793	5,586									2,504			375,924	391,741
10:30	4,933	2,793	5,586												378,428	391,741
11:00	4,933	2,793	5,586												378,428	391,741
11:30	4,933	2,793	5,586												378,428	391,741
Noon	6,447	4,928	7,721	2,135						3,774					366,736	391,741
12:30	4,306	4,928	7,721	2,135						3,774					368,876	391,741
1:00	1,513	2,135	4,928	2,135						2,072					378,958	391,741
1:30	1,513	2,135	4,928	2,135											381,030	391,741
2:00	3,585	2,135	4,928	2,135										12,683	366,275	391,741
2:30	5,098	2,135	4,928	2,135									2,458	10,225	364,762	391,741
3:00	15,273	5,698	4,928	2,135						2,203				7,792	353,712	391,741
3:30	6,356	15,669	9,489	2,135						2,203				7,792	348,097	391,741
4:00	4,285	13,381	9,489	2,135					2,541	4,275	1,996			7,232	346,408	391,741
4:30	2,793	4,928	9,489	2,135						4,275	1,996			5,029	361,096	391,741
5:00	2,793	4,928	9,489	2,135					1,768	4,744	1,996			4,092	359,796	391,741
5:30	2,793	6,420	9,489	2,135		2,504			1,768	2,203	1,996			4,092	358,341	391,741
6:00	16,158	10,764	11,003	2,135		2,504					6,113			1,996	341,069	391,741
6:30	17,345	10,205	11,003	2,135					2,072	3,609	6,113			1,996	337,264	391,741
7:00	16,297	17,060	11,003	2,135	1,513				4,067	11,178	6,113			1,996	320,380	391,741
7:30	17,810	46,390	15,616	2,135	1,513				5,559	9,687	6,113			1,996	284,922	391,741
7:45	17,810	48,417	15,616	2,135	1,513				1,491	7,547	6,113			1,996	289,103	391,741
8:00	89,544	20,971	13,770	2,135	1,513			1,908	3,005	5,933	8,139			4,454	240,369	391,741
8:30	60,974	14,459	13,799	2,135	3,281			1,908	3,005	19,798	10,644			4,454	257,284	391,741
9:00	44,609	21,597	11,257	2,135	7,076				4,518	31,974	4,022	2,504		7,247	254,801	391,741
9:30	25,015	16,749	8,464	2,135	7,076				3,005	23,543	4,022	2,504		12,200	287,028	391,741
10:00	10,753	5,421	1,768		7,076				1,513	24,887		4,645		5,251	330,427	391,741
10:30	12,893	5,421	1,768		5,308				1,513	19,434		4,645		7,755	333,003	391,741
11:00	1,768	1,768	1,768		5,921				1,513	5,174		2,504		5,298	366,027	391,741
11:30					5,921					2,140		2,504		5,298	375,877	391,741
Total Avg	8,745	6,461	5,197	915	974	102		78	762	3,968	1,416	1,467	50	2,548	359,059	
maximum	89,544	48,417	15,616	2,135	7,076	2,504		1,908	5,559	31,974	10,644	4,645	2,458	12,683	389,237	
std.dev.	16,424	10,319	4,725	1,067	2,150	501		381	1,389	7,438	2,600	1,403	351	3,513	38,886	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNight															391,741	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00			2,495												389,246	391,741
4:30			2,495												389,246	391,741
5:00			2,495												389,246	391,741
5:30			2,495												389,246	391,741
6:00	1,736		2,495												387,509	391,741
6:30	1,736		2,495												387,509	391,741
7:00		4,092	2,495							1,736					383,417	391,741
7:30	3,462	1,990	2,495							1,736					382,057	391,741
8:00	2,018	5,744	2,495							1,736					379,747	391,741
8:30	2,018	4,008	2,495							1,736				1,465	380,019	391,741
9:00	2,018	7,480	2,495											1,465	378,283	391,741
9:30	2,018	10,382	2,495												376,846	391,741
10:00	2,018	10,382	2,495												376,846	391,741
10:30	2,018	12,877	2,495												374,350	391,741
11:00	2,018	8,240	2,495							4,687					374,301	391,741
11:30	2,018	8,240	2,495							4,687					374,301	391,741
Noon	3,754	4,008	4,232						1,465	1,465					376,818	391,741
12:30	3,754	5,744	7,694						1,465	1,465					371,620	391,741
1:00	3,754	7,779	9,430				1,486							1,486	367,806	391,741
1:30	3,754	7,779	5,968				1,486							1,486	371,268	391,741
2:00	3,754	7,779	5,968				1,486		1,960	1,465				3,582	365,748	391,741
2:30	3,754	10,680	5,968				1,486		1,960	1,465				2,096	364,332	391,741
3:00	22,005	13,627	3,771						4,019	3,201				4,570	340,549	391,741
3:30	10,725	24,281	1,736						4,019	1,736				4,260	344,984	391,741
4:00	5,490	17,443	3,201						2,059	10,401				6,356	346,791	391,741
4:30	5,490	5,789	3,201						2,059	10,401				6,356	358,445	391,741
5:00	5,490	11,577	7,243							4,210				6,356	356,864	391,741
5:30	5,490	13,612	7,243							4,210				4,193	356,993	391,741
6:00	10,744	17,449	9,261							2,743				10,433	341,111	391,741
6:30	9,258	23,594	10,747							2,743				10,433	334,967	391,741
7:00	15,603	23,510	12,791						3,950	4,207				12,925	318,756	391,741
7:30	12,448	45,259	31,778						3,950	11,106	2,902			12,925	271,374	391,741
7:45	12,448	50,461	29,035						3,950	11,106	2,902			12,925	268,915	391,741
8:00	76,461	6,971	17,655						5,591	10,670	2,902			5,375	266,117	391,741
8:30	20,609	18,990	25,380		8,901		2,018	6,422	12,838	2,902	2,018			7,967	283,698	391,741
9:00	10,243	24,576	28,804		10,714		2,018	6,422	20,539	2,902	2,018			12,531	270,976	391,741
9:30	13,862	16,696	29,542		18,472		2,018	6,422	25,475	2,902	2,018			7,955	266,381	391,741
10:00	2,612	11,571	9,318		14,562		2,018	9,165	20,998	2,902	2,018			7,955	308,623	391,741
10:30	2,612	5,507	7,283		4,329			2,743	15,059	5,644	2,018			9,193	337,353	391,741
11:00		3,771								5,235	5,644			4,329	372,762	391,741
11:30		3,771									2,743			4,329	380,899	391,741
Total Avg	5,861	9,299	6,473		1,163		121	165	1,380	4,062	701	206		3,325	358,985	
maximum	76,461	50,461	31,778		18,472		1,486	2,018	9,165	25,475	5,644	2,018		12,925	391,741	
std.dev.	11,644	10,874	8,512		3,818		411	558	2,295	6,200	1,487	617		4,278	38,638	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNIGHT											1,528				390,213	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00															391,741	391,741
4:30			2,015												389,726	391,741
5:00			2,015												389,726	391,741
5:30			2,015												389,726	391,741
6:00			2,015												389,726	391,741
6:30			2,015												389,726	391,741
7:00	2,092	2,015	3,800												383,835	391,741
7:30	2,092	2,015	3,800												383,835	391,741
8:00	2,092	4,176	3,800												381,674	391,741
8:30	2,092	4,176	3,800												381,674	391,741
9:00	4,107	4,176	3,800												379,659	391,741
9:30	4,107	8,665	3,800												375,170	391,741
10:00	7,090	8,665	3,800									2,161			370,026	391,741
10:30	7,090	8,665	1,785							2,015		2,161			370,026	391,741
11:00	4,107	2,015	1,785						1,785	2,015		2,161			377,874	391,741
11:30	4,107	2,015	1,785						1,785	2,015		2,161			377,874	391,741
Noon	2,092	4,176	1,785						1,785	2,015					379,889	391,741
12:30	2,092	7,159	1,785						1,785						378,920	391,741
1:00	2,092	7,159	3,313						3,800						375,378	391,741
1:30	5,969	9,251	1,785						3,800						370,937	391,741
2:00	8,129	9,320	1,785						1,785	4,107					366,615	391,741
2:30	8,129	9,320	1,785						1,785	6,672					364,050	391,741
3:00	23,328	7,818	3,313						1,785	4,581					350,917	391,741
3:30	7,308	25,874	3,313						1,785	4,581					348,880	391,741
4:00	3,620	15,853	3,313						1,785	4,132				3,680	359,359	391,741
4:30	3,620	2,015	6,883						1,785	4,132				3,680	369,627	391,741
5:00	2,092	3,521	6,883						1,785	3,902				2,161	371,398	391,741
5:30	2,092	6,504	6,883						1,785	2,117				2,161	370,200	391,741
6:00	8,618	10,030	5,098						1,785	5,966				2,161	358,084	391,741
6:30	8,618	12,146	8,422						3,291	5,966				2,161	351,137	391,741
7:00	10,773	8,621	6,604						5,383	7,751	2,046			7,967	342,597	391,741
7:30	10,773	56,328	15,456						3,291	7,751	2,046			4,642	291,453	391,741
7:45	12,301	58,420	13,364						5,365	7,751	2,046			4,642	287,850	391,741
8:00	86,896	17,140	3,683			2,046			5,741	11,653	3,560	2,785		5,841	252,396	391,741
8:30	27,578	13,517	4,841		8,049	2,046			12,507	17,577	3,560	2,785		5,841	293,439	391,741
9:00	19,050	15,634	21,851		12,256				13,821	21,175	8,561			14,983	264,410	391,741
9:30	11,462	16,299	16,229		12,256		1,506		12,036	17,412	8,561			12,937	283,044	391,741
10:00	6,603	9,910	6,248		9,713		1,506		9,875	17,263				10,088	320,536	391,741
10:30	5,075	4,835	2,092		7,027				7,715	17,263				10,088	337,647	391,741
11:00	2,983	2,820	2,092						4,895	12,605				12,447	353,899	391,741
11:30		2,820	2,092						4,895	2,983				4,451	374,501	391,741
Total Avg	6,536	7,818	3,937		1,006	84	61		2,441	3,988	651	290		2,243	362,685	
maximum	86,896	58,420	21,851		12,256	2,046	1,506		13,821	21,175	8,561	2,785		14,983	391,741	
std.dev.	13,167	11,860	4,475		3,093	409	301		3,500	5,784	1,860	791		3,937	35,921	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNight															391,741	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00															391,741	391,741
4:30															391,741	391,741
5:00															391,741	391,741
5:30															391,741	391,741
6:00	1,659											3,542			386,539	391,741
6:30	1,659														390,082	391,741
7:00	1,659														390,082	391,741
7:30	1,659														390,082	391,741
8:00	1,659				4,649									2,622	382,811	391,741
8:30	3,668				4,649									2,622	380,802	391,741
9:00	3,668				4,649										383,424	391,741
9:30	5,613				4,649										381,479	391,741
10:00	5,613									1,945					384,184	391,741
10:30	5,613									1,945					384,184	391,741
11:00	5,613			1,659						1,945					382,524	391,741
11:30	5,613			1,659						1,945					382,524	391,741
Noon	3,668			1,659						1,945					384,469	391,741
12:30	3,668			1,659						1,945					384,469	391,741
1:00	8,163	1,945								1,945				1,733	377,956	391,741
1:30	8,163	1,945					1,659			1,945				1,733	376,297	391,741
2:00	14,005						3,172			1,945				1,733	370,887	391,741
2:30	13,970		3,319				1,513			1,945				1,733	369,262	391,741
3:00	20,596	5,989	6,861				1,513			3,818					352,965	391,741
3:30	16,173	17,098	6,861				1,513			3,818					346,279	391,741
4:00	11,363	17,169								8,464					354,745	391,741
4:30	7,998	8,229								12,353					363,161	391,741
5:00	3,953	6,285	1,659							13,253		3,542			363,048	391,741
5:30	3,953	10,306	4,281							11,309					361,892	391,741
6:00	3,953	10,306	4,355							9,364					363,763	391,741
6:30	8,087	11,965	2,622							9,364				2,123	357,580	391,741
7:00	8,016	12,688	4,550					1,945		11,237		1,420		2,123	349,762	391,741
7:30	3,882	31,298	11,642							11,237		1,420		1,945	330,317	391,741
7:45	3,882	33,302	7,017							11,237		1,420		1,945	332,939	391,741
8:00	51,888	7,267	7,630							12,729				4,566	307,661	391,741
8:30	62,509	11,617	6,210					3,319		16,200		4,649		6,570	280,669	391,741
9:00	63,393	13,561	4,550					3,319		30,202		4,649		3,948	268,119	391,741
9:30	50,790	13,787	4,550					3,319		24,786		4,649		2,004	287,856	391,741
10:00	41,472	8,455						3,319		23,071		4,649		3,663	307,112	391,741
10:30	32,650	3,663						5,940		21,062		4,649		3,663	320,113	391,741
11:00		1,659	1,902					2,622		18,417	2,351			4,354	360,436	391,741
11:30		3,532	1,902							12,956	2,351				371,000	391,741
Total Avg	9,998	4,736	1,631	135	380		191	485		5,802	96	706		1,002	366,579	
maximum	63,393	33,302	11,642	1,659	4,649		3,172	5,940		30,202	2,351	4,649		6,570	391,741	
std.dev.	16,407	7,780	2,786	459	1,286		610	1,278		7,817	470	1,547		1,598	31,866	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNIGHT															391,741	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00															391,741	391,741
4:30															391,741	391,741
5:00															391,741	391,741
5:30															391,741	391,741
6:00															391,741	391,741
6:30															391,741	391,741
7:00														7,703	384,038	391,741
7:30														7,703	384,038	391,741
8:00		1,436												11,262	379,044	391,741
8:30		1,436												11,262	379,044	391,741
9:00		1,436												9,651	380,655	391,741
9:30	1,911	1,436												9,651	378,744	391,741
10:00	1,911	1,436								1,630				11,760	375,004	391,741
10:30	1,911	1,436								1,630				11,760	375,004	391,741
11:00		1,436										2,145		11,760	376,401	391,741
11:30		1,436										2,145		11,760	376,401	391,741
Noon	1,630	1,664					1,160		1,160					8,863	377,264	391,741
12:30	2,807	1,664					1,160		1,160					8,863	376,088	391,741
1:00	11,235	1,664					1,160		1,160					11,160	365,362	391,741
1:30	8,169	1,664					2,771		1,160					11,160	366,817	391,741
2:00	10,145	4,199					2,771			3,286				11,160	360,180	391,741
2:30	10,145	4,199					2,771			3,286				11,160	360,180	391,741
3:00	10,743	11,380					1,611			4,446				20,752	342,809	391,741
3:30	6,825	9,944					1,611			4,446				18,393	350,522	391,741
4:00	2,560	4,475					1,611			1,375				27,363	354,358	391,741
4:30	2,560	4,475								1,375				27,363	355,968	391,741
5:00	3,737	6,135							2,359					17,973	361,538	391,741
5:30	3,737	8,306							2,359					16,509	360,830	391,741
6:00	12,243	7,311			5,922				2,359	1,375		2,447		23,180	336,905	391,741
6:30	5,138	7,311			5,644				5,344	1,375		2,447		20,646	343,835	391,741
7:00	6,802	7,311	3,931		5,644				2,986	5,458				18,500	341,109	391,741
7:30	6,165	27,559	6,376		4,209				2,986	5,458				18,500	320,489	391,741
7:45	6,165	25,491	6,376		4,209				2,986	5,458				18,500	322,557	391,741
8:00	58,164	10,723	3,457	3,332	4,209				1,630	3,286			2,935	18,953	285,054	391,741
8:30	31,190	16,593	9,536	1,160	4,209				2,749	10,836		2,359	2,935	22,281	287,893	391,741
9:00	11,639	8,474	9,536		2,172				2,749	21,684		2,359		18,665	314,464	391,741
9:30	7,863	6,844	9,019		2,172				2,749	23,058	2,172	2,359		18,665	316,839	391,741
10:00	8,671	5,180	6,033						2,534	21,015		5,560		21,695	321,052	391,741
10:30	8,671	5,469	6,033						2,534	19,257		3,201		12,838	333,737	391,741
11:00	7,244	3,324	1,552							6,182	2,986	3,201		7,178	360,075	391,741
11:30	3,096	1,660	1,552							4,469	2,749	3,201		7,178	367,836	391,741
Total Avg	5,165	4,174	1,294	92	783		339		836	3,069	161	641	120	10,648	364,418	
maximum	58,164	27,559	9,536	3,332	5,922		2,771		5,344	23,058	2,986	5,560	2,935	27,363	391,741	
std.dev.	9,553	6,010	2,767	501	1,762		780		1,302	5,956	644	1,286	587	8,360	28,504	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Owners' est	RAI ^[1]	Mediaset ^[2]	BBC ^[3]	Discovery Channels ^[4]	MTV	Other Station	NONE	TOTAL
MNight															391,741	391,741
0:30															391,741	391,741
1:00															391,741	391,741
1:30															391,741	391,741
2:00															391,741	391,741
2:30															391,741	391,741
3:00															391,741	391,741
3:30															391,741	391,741
4:00															391,741	391,741
4:30															391,741	391,741
5:00															391,741	391,741
5:30															391,741	391,741
6:00															391,741	391,741
6:30	4,520									1,710				3,910	381,602	391,741
7:00	1,442								2,042	1,710			2,685	1,442	382,420	391,741
7:30	2,947								2,042	1,710			2,685	2,884	379,473	391,741
8:00	4,181								2,042	3,152				4,593	377,772	391,741
8:30	4,429	5,528			2,042				2,042	3,152				1,710	372,838	391,741
9:00	5,871	6,970			3,276					3,152				1,710	370,763	391,741
9:30	5,871	6,970			3,276					3,152				1,710	370,763	391,741
10:00	5,871	5,754	1,627		2,042					3,152				1,710	371,585	391,741
10:30	5,871	5,754	1,627							3,152				3,215	372,122	391,741
11:00	9,355	5,754	1,627							3,152				3,215	368,638	391,741
11:30	9,355	3,892	1,627							3,152				3,215	370,500	391,741
Noon	21,664	3,892								3,152				1,710	361,323	391,741
12:30	19,955	3,892								3,152				1,710	363,033	391,741
1:00	18,513	3,892								3,152				5,609	360,576	391,741
1:30	18,513	3,892								3,152				7,651	358,534	391,741
2:00	15,227	5,568								3,152				9,901	357,894	391,741
2:30	15,227	5,568							4,039	3,152				11,576	352,179	391,741
3:00	21,655	5,568					1,710		5,785	3,152				7,284	346,588	391,741
3:30	21,655	5,568					1,710		5,785	3,152				8,840	345,032	391,741
4:00	21,010	7,313	1,442				1,710		1,745	5,837				14,385	338,300	391,741
4:30	22,451	7,313	1,442				1,710		1,745	5,837				12,830	338,414	391,741
5:00	16,832	7,313	1,442				1,710			8,081				9,991	346,372	391,741
5:30	16,832	9,058	1,442				1,710			8,081				5,952	348,666	391,741
6:00	16,436	12,136	1,442						3,800	7,243				5,476	345,208	391,741
6:30	16,436	12,136	1,442						5,545	7,243				5,476	343,463	391,741
7:00	21,349	9,058	3,238						1,745	10,091	4,065			5,270	336,923	391,741
7:30	23,153	41,681	13,806						1,745	11,533	4,065			5,270	290,488	391,741
7:45	24,949	41,681	13,806						1,745	11,533	4,065			5,270	288,691	391,741
8:00	74,200	14,700	15,426		2,054				3,059	16,170	7,096	2,054		5,270	251,710	391,741
8:30	48,773	21,010	4,865						8,664	18,213	7,096	2,054		5,270	275,795	391,741
9:00	34,320	20,177	9,439						6,919	30,217	3,030	2,054		7,548	278,037	391,741
9:30	31,491	11,915	7,642						5,229	28,775	3,030	2,054		9,826	291,777	391,741
10:00	15,918	8,128	3,245						5,526	15,795	3,030			6,231	333,868	391,741
10:30	8,595	6,382	1,556						5,526	15,795	1,234			2,278	350,375	391,741
11:00	7,012	1,745							2,042	8,881				3,905	368,156	391,741
11:30	7,012	1,745							2,042	7,191				3,905	369,846	391,741
Total Avg	12,630	6,366	1,800		259		209		1,650	5,552	749	168	110	4,036	358,211	
maximum	74,200	41,681	15,426		3,276		1,710		8,664	30,217	7,096	2,054	2,685	14,385	391,741	
std.dev.	14,190	8,960	3,759		800		566		2,309	6,911	1,779	568	537	3,775	35,140	

^[1] RAI: Rai 1 / Rai 2 / Rai 3 / Rai News 24 / Rai Scuola / Rai Storia

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

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

^[4] Discovery Channels: Discovery Channel / Discovery Family / Discovery Science / Discovery Kids / TLC / Animal Planet

