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MALTA
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT
FEBRUARY 2015**

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CONTENTS			Page
1.	Radio and Television Audience Assessment		1
2.	Radio Audiences and Assessment		3
2.1	<i>Radio Audience Reach</i>		3
2.2	<i>Radio Audience Shares</i>		5
2.2.a	<i>Average Audiences by Station</i>		5
2.2.b	<i>Peak Audiences by Station</i>		7
2.2.c	<i>Radio Audience Share by Half-hour slots</i>		8
2.2.d	<i>Daily Average Hours of Radio Consumption</i>		9
2.2.e	<i>Radio Stations Audience Share</i>		10
2.2.f	<i>Radio Stations Audience by Half-Hour Slots [rounded-up]</i>		11
3.	TV Audiences and Assessment		13
3.1	<i>TV Audience Reach</i>		13
3.2	<i>TV Audience Shares</i>		15
3.2.a	<i>Average Audiences by Station</i>		15
3.2.b	<i>Peak Audiences by Station</i>		17
3.2.c	<i>TV Audience Share by Half-hour Slots</i>		18
3.2.d	<i>Daily Audience Hours of TV Consumption</i>		19
3.2.e	<i>TV Stations Audience Share</i>		20
3.2.f	<i>TV Stations Audiences by Half-hour Slots [rounded-up]</i>		21
4.	TV Program Preferences		23
Appendices			
A.	Questionnaire		29
B.	Nationwide Licensed Broadcasting Stations		31
C.	Radio Audiences by Half-Hour Slots – Monday to Sunday		33
D.	TV Audiences by Half-Hour Slots – Monday to Sunday		35

1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

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

The first set of data was collected during the month of October 2014 while the second data-set was collected during the month of February 2015. 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 1,120 questionnaires.

For February 2014, 51.37% of all contacted persons accepted to participate - this was 1.11% higher than the sample taken during the same period the previous year [February 2014]. While the youngest person interviewed was 12 years old, the eldest person contacted was 92 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate			
	Feb 2015		Feb 2014
Responses	Quest.	%	%
Accepted	1,120	51.31%	50.20%
Refusal	46	2.11%	2.67%
Non Contact	346	15.85%	14.57%
Unreachable	669	30.65%	28.87%
Ineligible	2	0.09%	3.68%
Contacted	2,183	100.0%	100%
Not Used	57		
Total	2,240		

For the data-set of February 2014, a response rate of 51.31%, an estimated population size of 379,945 [aged 12 years and over], and a 95% confidence level, the sample of 1,120 interviewees has a margin of error of $\pm 2.92\%$.

Margin of Error							
Total	[n]	1120					
	[±]	2.92%					
Gender		Male	Female				
	[n]	558	562				
	[±]	4.14%	4.13%				
Age-Group		12-20	21-30	31-50	51-70	71+	
	[n]	153	152	339	316	160	
	[±]	7.92%	7.94%	5.32%	5.51%	7.74%	
District		South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
	[n]	213	328	171	155	169	84
	[±]	6.71%	5.41%	7.49%	7.87%	7.53%	10.69%
Weekday		Mondays	Tuesdays	Wednesdays	Thursdays	Fridays	Saturdays
	[n]	160	160	160	159	161	160
	[±]	7.74%	7.74%	7.74%	7.77%	7.72%	7.74%

[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	129	80	49	21	37	21	22	20	8
	11.5%	15.9%	7.9%	10.9%	11.1%	10.9%	14.3%	12.0%	9.9%
	100.0%	62.0%	38.0%	16.3%	28.7%	16.3%	17.1%	15.5%	6.2%
21-30	127	56	71	24	35	24	15	16	13
	11.3%	11.1%	11.5%	12.5%	10.5%	12.4%	9.7%	9.6%	16.0%
	100.0%	44.1%	55.9%	18.9%	27.6%	18.9%	11.8%	12.6%	10.2%
31-50	303	130	173	54	90	52	42	50	15
	27.1%	25.8%	28.0%	28.1%	27.0%	26.9%	27.3%	29.9%	18.5%
	100.0%	42.9%	57.1%	17.8%	29.7%	17.2%	13.9%	16.5%	5.0%
51-70	371	161	210	64	105	64	54	58	26
	33.1%	32.0%	34.0%	33.3%	31.5%	33.2%	35.1%	34.7%	32.1%
	100.0%	43.4%	56.6%	17.3%	28.3%	17.3%	14.6%	15.6%	7.0%
71+	190	76	114	29	66	32	21	23	19
	17.0%	15.1%	18.5%	15.1%	19.8%	16.6%	13.6%	13.8%	23.5%
	100.0%	40.0%	60.0%	15.3%	34.7%	16.8%	11.1%	12.1%	10.0%
Total	1120	503	617	192	333	193	154	167	81
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	17.1%	29.7%	17.2%	13.8%	14.9%	7.2%

Weighted Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	153	92	61	25	44	25	24	25	9
	13.6%	16.4%	10.9%	11.7%	13.5%	14.6%	15.7%	14.7%	10.9%
	100.0%	60.0%	40.0%	16.3%	29.1%	16.3%	16.0%	16.3%	6.0%
21-30	152	66	87	30	43	27	17	21	15
	13.6%	11.8%	15.4%	14.2%	13.0%	15.6%	10.8%	12.5%	17.4%
	100.0%	43.1%	56.9%	19.9%	28.0%	17.5%	11.0%	13.9%	9.7%
31-50	339	175	163	58	96	56	48	59	22
	30.2%	31.4%	29.0%	27.3%	29.3%	32.7%	30.7%	34.8%	26.4%
	100.0%	51.8%	48.2%	17.2%	28.3%	16.5%	14.0%	17.4%	6.6%
51-70	316	153	164	68	89	43	48	46	22
	28.2%	27.3%	29.1%	32.0%	27.1%	25.2%	30.8%	27.2%	26.4%
	100.0%	48.2%	51.8%	21.6%	28.1%	13.6%	15.1%	14.6%	7.1%
71+	160	73	88	31	56	20	19	18	16
	14.3%	13.0%	15.6%	14.7%	17.0%	11.9%	12.0%	10.8%	18.8%
	100.0%	45.3%	54.7%	19.6%	34.8%	12.6%	11.6%	11.4%	9.9%
Total	1120	558	562	213	328	171	155	169	84
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	19.0%	29.2%	15.2%	13.8%	15.1%	7.5%

Population Demographics									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	51,780	31,071	20,710	8,427	15,044	8,448	8,275	8,457	3,128
	13.6%	16.4%	10.9%	11.7%	13.5%	14.6%	15.7%	14.7%	10.9%
	100.0%	60.0%	40.0%	16.3%	29.1%	16.3%	16.0%	16.3%	6.0%
21-30	51,649	22,271	29,378	10,281	14,461	9,029	5,684	7,202	4,992
	13.6%	11.8%	15.4%	14.2%	13.0%	15.6%	10.8%	12.5%	17.4%
	100.0%	43.1%	56.9%	19.9%	28.0%	17.5%	11.0%	13.9%	9.7%
31-50	114,909	59,508	55,401	19,751	32,537	18,963	16,130	19,975	7,552
	30.2%	31.4%	29.0%	27.3%	29.3%	32.7%	30.7%	34.8%	26.4%
	100.0%	51.8%	48.2%	17.2%	28.3%	16.5%	14.0%	17.4%	6.6%
51-70	107,247	51,734	55,513	23,115	30,128	14,609	16,205	15,619	7,571
	28.2%	27.3%	29.1%	32.0%	27.1%	25.2%	30.8%	27.2%	26.4%
	100.0%	48.2%	51.8%	21.6%	28.1%	13.6%	15.1%	14.6%	7.1%
71+	54,360	24,637	29,723	10,651	18,931	6,873	6,311	6,201	5,394
	14.3%	13.0%	15.6%	14.7%	17.0%	11.9%	12.0%	10.8%	18.8%
	100.0%	45.3%	54.7%	19.6%	34.8%	12.6%	11.6%	11.4%	9.9%
Total	379,945	189,220	190,725	72,225	111,102	57,923	52,605	57,454	28,636
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	19.0%	29.2%	15.2%	13.8%	15.1%	7.5%

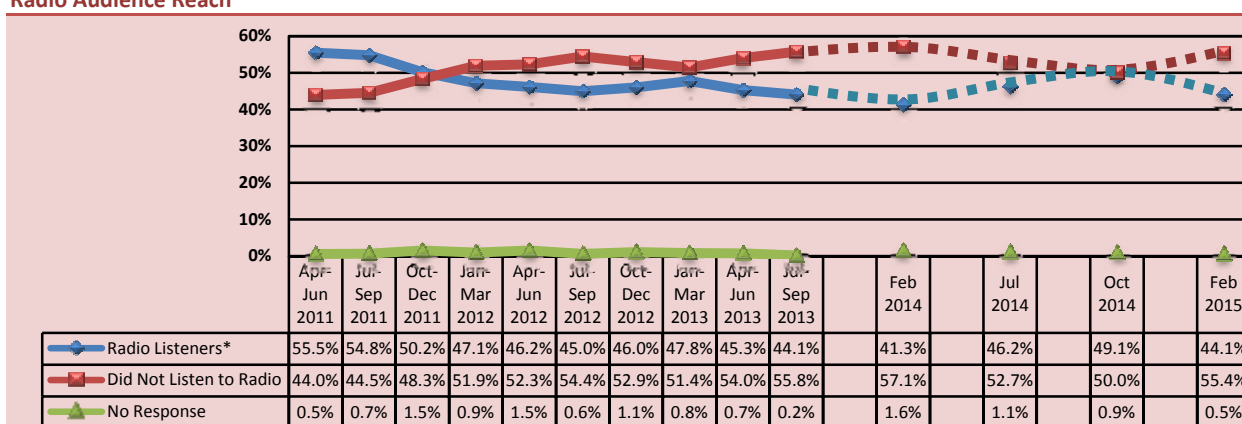
[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1 RADIO AUDIENCE REACH

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station. During February 2015, 44.1% stated that they had listened to radio the day before the interview, 55.4% categorically stated that they had not listened to radio, while 0.5% did not reply. This means that a total of 167,400 persons, aged 12 or over, followed at least one radio station. On the other hand 12 respondents [≈3,600; 1.0%] replied that they do not have a radio set. Compared to previously collected data of February 2014, there was an increase of 2.8% of radio listeners over that period - see below:

Radio Audience Reach



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

On average 167,400 persons (44.1%) aged 12 or over followed at least one radio station during February 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	379,945	167,388	210,500	2,057	100	44.06	55.40	0.54
Gender								
Males	189,220	81,948	105,978	1,293	100	43.31	56.01	0.68
Females	190,725	85,439	104,522	764	100	44.80	54.80	0.40
	379,945	167,388	210,500	2,057				
Age group								
12-20	51,780	16,129	35,216	435	100	31.15	68.01	0.84
21-30	51,649	26,514	24,274	861	100	51.34	47.00	1.67
31-50	114,909	51,484	62,663	761	100	44.80	54.53	0.66
51-70	107,247	49,837	57,410		100	46.47	53.53	
71+	54,360	23,423	30,937		100	43.09	56.91	
	379,945	167,388	210,500	2,057				
District								
South Harbour	72,225	31,478	40,376	371	100	43.58	55.90	0.51
North Harbour	111,102	50,225	60,113	764	100	45.21	54.11	0.69
South Eastern	57,923	25,459	32,028	435	100	43.95	55.29	0.75
Western	52,605	26,215	26,390		100	49.83	50.17	
Northern	57,454	25,643	31,324	487	100	44.63	54.52	0.85
Gozo & Comino	28,636	8,367	20,269		100	29.22	70.78	
	379,945	167,388	210,500	2,057				

*Includes those who "did not remember which station they followed" [≈4,023] and those who "did not follow any particular radio station" [≈4,153].

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 1,120 respondents, 52 listeners named a second station while another 4 respondents named a third radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

Population Reach by Radio Station														
	Total N	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	21,072	8,365	12,707	1,089	490	4,953	9,075	5,465	2,152	7,276	2,006	3,561	4,486	1,590
Magic	15,785	9,114	6,672		2,193	10,198	3,395		3,119	3,621	3,496	2,013	3,180	356
ONE Radio	29,022	15,603	13,419	851	1,443	6,054	13,613	7,061	7,013	8,418	4,599	4,070	2,948	1,973
Radio 101	10,571	5,648	4,923	1,293		2,723	5,316	1,240	1,800	2,763	1,955	1,730	1,175	1,147
Bay Radio	41,363	20,566	20,797	11,080	14,086	15,629	568		7,480	12,146	6,187	7,739	6,124	1,687
Calypso Radio	13,587	5,147	8,440	490	1,071	2,066	8,333	1,627	2,969	5,953	2,599	1,234	470	361
RTK	10,784	4,170	6,614	387		566	5,319	4,512	1,723	3,422	1,039	2,514	1,334	751
Smash Radio	4,961	3,815	1,146	727	876	2,255	1,103		794	2,116	657	387	1,007	
Radju Marija	8,878	1,239	7,639		274		4,232	4,372	2,115	2,539	658	1,219	1,490	857
Campus FM	1,666	1,383	283			487	865	314		574	487	291	314	
Vibe FM	9,410	3,796	5,614	490	5,234	3,687			1,239	3,009	835	1,918	2,110	299
X FM	3,913	1,894	2,019		677	3,236			420	816	1,281		1,097	299
Bay Easy	291	291					291					291		
Bay Retro	542	542				542				542				
All R & B	359		359			359							359	
Kiss	308		308			308					308			
Community	1,865	1,210	655	362	362	907	235		420	723			722	
Foreign	3,219	1,516	1,703			1,010	948	1,262	948	291	467	309	953	250
Total	177,597	84,299	93,299	16,768	26,705	54,979	53,292	25,853	32,194	54,210	26,574	27,277	27,772	9,571

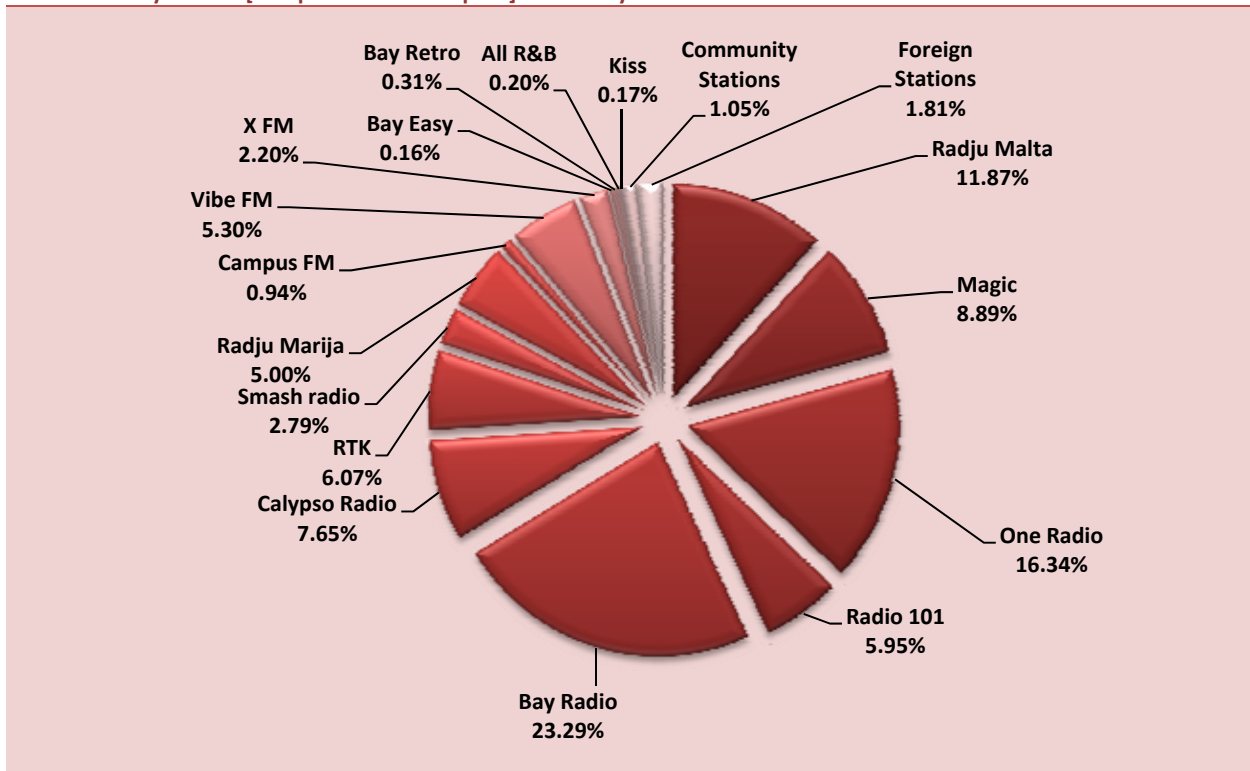
Based on Radio Listeners including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.

Percentage Reach by Radio Station														
	Total %	Gender		Age Groups					District					
		Male	Female	12-20	21-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	[3]	11.87	9.92	13.62	6.50	1.83	9.01	17.03	21.14	6.69	13.42	7.55	13.06	16.15
Magic	[4]	8.89	10.81	7.15		8.21	18.55	6.37		9.69	6.68	13.15	7.38	11.45
ONE Radio	[2]	16.34	18.51	14.38	5.08	5.40	11.01	25.54	27.31	21.78	15.53	17.31	14.92	10.62
Radio 101	[7]	5.95	6.70	5.28	7.71		4.95	9.97	4.80	5.59	5.10	7.36	6.34	4.23
Bay Radio	[1]	23.29	24.40	22.29	66.08	52.74	28.43	1.07		23.23	22.40	23.28	28.37	22.05
Calypso Radio	[5]	7.65	6.11	9.05	2.92	4.01	3.76	15.64	6.29	9.22	10.98	9.78	4.53	1.69
RTK	[6]	6.07	4.95	7.09	2.31		1.03	9.98	17.45	5.35	6.31	3.91	9.22	4.80
Smash Radio	[10]	2.79	4.53	1.23	4.33	3.28	4.10	2.07		2.47	3.90	2.47	1.42	3.63
Radju Marija	[9]	5.00	1.47	8.19		1.03		7.94	16.91	6.57	4.68	2.48	4.47	5.36
Campus FM	[14]	0.94	1.64	0.30		0.00	0.89	1.62	1.22		1.06	1.83	1.07	1.13
Vibe FM	[8]	5.30	4.50	6.02	2.92	19.60	6.71			3.85	5.55	3.14	7.03	7.60
X FM	[11]	2.20	2.25	2.16		2.54	5.89			1.30	1.51	4.82		3.95
Bay Easy	[18]	0.16	0.35					0.55					1.07	
Bay Retro	[15]	0.31	0.64				0.99			1.00				
All R&B	[16]	0.20		0.38			0.65							1.29
Kiss	[17]	0.17		0.33			0.56				1.16			
Community	[13]	1.05	1.44	0.70	2.16	1.35	1.65	0.44	0.00	1.30	1.33		2.60	
Foreign	[12]	1.81	1.80	1.83			1.84	1.78	4.88	2.94	0.54	1.76	1.13	3.43
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 [23.29%], or nearly one-fourth of all radio listeners with 41,363 listeners. This station was followed by ONE Radio with 16.34% of all listeners and Radju Malta with 11.87%. 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] – February 2015



2.2 RADIO AUDIENCE SHARES

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

2.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. ONE Radio attained the highest average of all the stations with [1.087%; ≈4,332], followed by Bay Radio [0.731%; ≈2,911] and Radju Malta [0.590%; ≈2,349]. ONE Radio had the highest average amongst all stations on Thursdays [2.444%; ≈9,442] while Bay Radio had the highest average amongst all stations on Mondays [1.034%; ≈4,120]. ONE Radio also had the highest average amongst all stations on Tuesdays, Wednesdays, and Saturdays; Calypso Radio had the highest average amongst all stations on Fridays; while Magic had the highest average amongst all stations on Sundays.

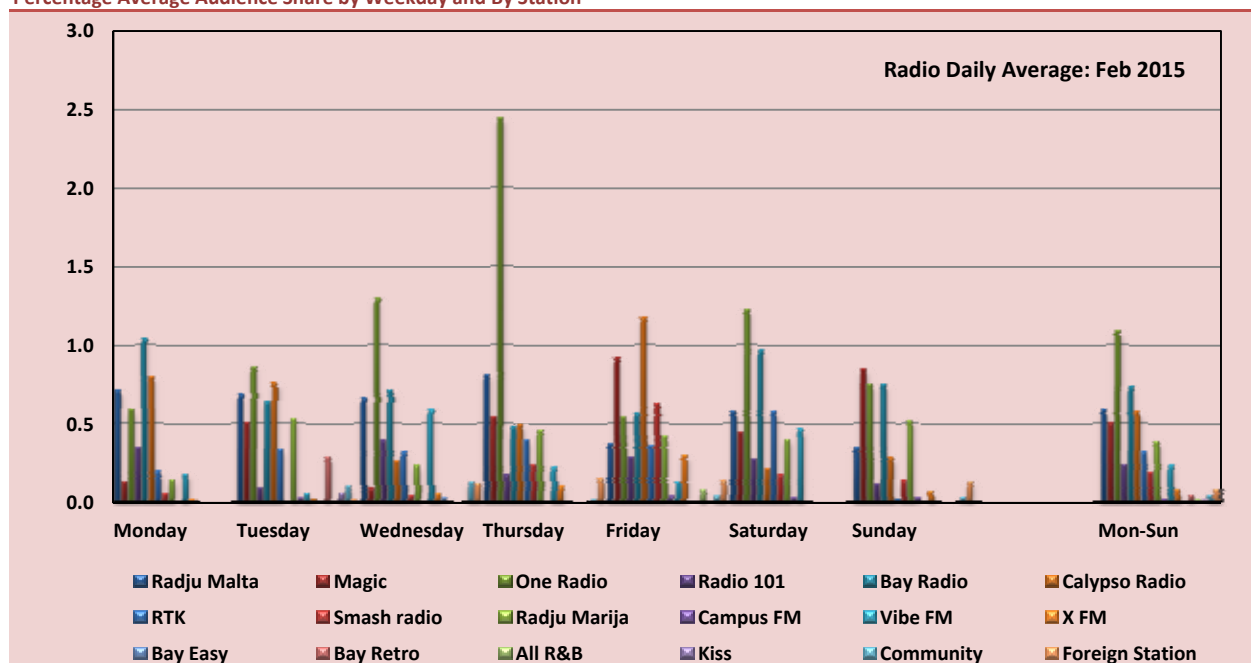
Percentage Average Audience Share by Weekday and By Station

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	All R & B	Kiss	Foreign Station	Community Station	Highest
Monday	0.705	0.127	0.586	0.345	1.034	0.796	0.192	0.052	0.140		0.177	0.010							1.034
Tuesday	0.681	0.501	0.860	0.092	0.632	0.755	0.334		0.528	0.020	0.051	0.017		0.289		0.055	0.103	0.010	0.860
Wednesday	0.657	0.083	1.291	0.390	0.708	0.259	0.313	0.037	0.229		0.583	0.050	0.022				0.127	0.116	1.291
Thursday	0.813	0.539	2.444	0.170	0.476	0.489	0.399	0.236	0.459		0.217	0.096					0.009	0.145	2.444
Friday	0.366	0.912	0.539	0.281	0.561	1.168	0.354	0.626	0.416	0.033	0.125	0.295			0.074		0.033	0.131	1.168
Saturday	0.581	0.446	1.221	0.276	0.962	0.209	0.577	0.168	0.398	0.022	0.462								1.221
Sunday	0.342	0.843	0.751	0.112	0.748	0.278	0.018	0.131	0.521	0.022		0.068					0.027	0.129	0.843
Mon-Sun	0.590	0.498	1.087	0.238	0.731	0.572	0.315	0.183	0.386	0.014	0.230	0.078	0.003	0.043	0.011	0.008	0.043	0.075	1.087
Highest	0.813	0.912	2.444	0.390	1.034	1.168	0.577	0.626	0.528	0.033	0.583	0.295	0.022	0.289	0.074	0.055	0.127	0.145	

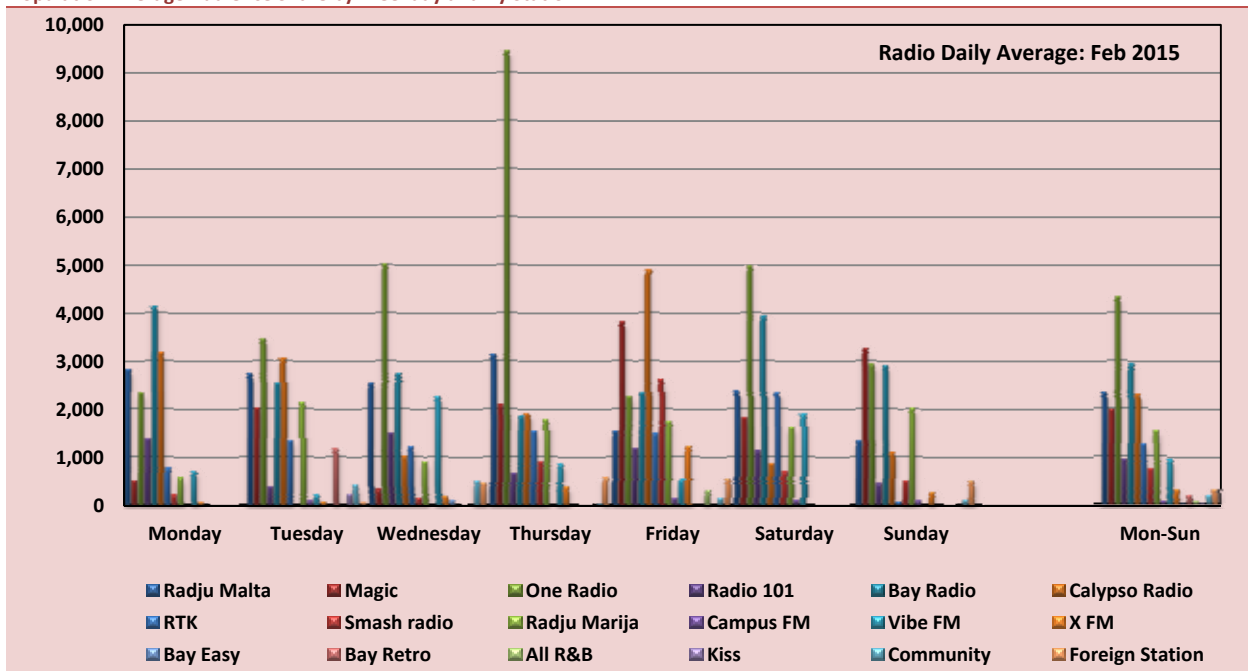
Population Average Audience Share by Weekday and By Station

Daily Average [N]	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	All R & B	Kiss	Foreign Station	Community Station	Highest
Monday	2,812	506	2,335	1,375	4,120	3,172	765	208	560		704	41							4,120
Tuesday	2,748	2,019	3,467	370	2,550	3,044	1,345		2,130	81	207	70		1,164		220	414	40	3,467
Wednesday	2,547	321	5,001	1,510	2,745	1,003	1,214	143	889		2,260	195	85				490	451	5,001
Thursday	3,142	2,083	9,442	656	1,837	1,889	1,540	912	1,772		838	371					35	559	9,442
Friday	1,528	3,805	2,248	1,175	2,340	4,875	1,478	2,612	1,736	139	521	1,229			308		139	545	4,875
Saturday	2,363	1,815	4,969	1,125	3,915	849	2,346	684	1,619	91	1,881								4,969
Sunday	1,328	3,268	2,913	436	2,900	1,078	69	509	2,019	85		263					106	502	3,268
Mon-Sun	2,349	1,983	4,332	948	2,911	2,280	1,255	729	1,537	57	915	312	12	169	45	32	170	300	4,332
Highest	3,142	3,805	9,442	1,510	4,120	4,875	2,346	2,612	2,130	139	2,260	1,229	85	1,164	308	220	490	559	

Percentage Average Audience Share by Weekday and By Station



Population Average Audience Share by Weekday and By Station

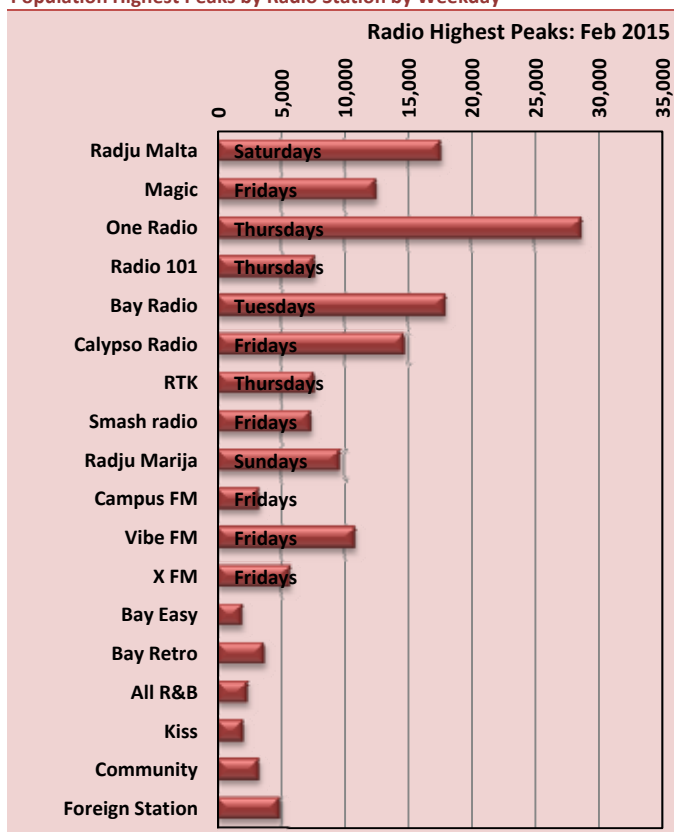


2.2. B PEAK AUDIENCES BY STATION

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.

ONE Radio had the highest peak of all audiences by station and by weekday with 7.452% [28,791] on Thursdays. This was followed by that attained by Bay Radio on Tuesdays [≈18,074] and Mondays [≈17,991] and that of Radju Malta on Saturdays [≈17,639] and Wednesdays [≈17,538]. While ONE Radio attained the highest peaks amongst all stations on Thursdays, Bay Radio attained the highest peaks on Tuesdays and Mondays, Radju Malta on Saturdays and Wednesdays, while Calypso Radio on Fridays.

Population Highest Peaks by Radio Station by Weekday



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	All R & B	Kiss	Foreign Station	Community Station	Highest
Monday	2.142	1.370	2.180	1.504	4.514	3.366	0.948	0.627	0.544		2.110	0.494							4.514
Tuesday	2.808	2.091	3.709	0.400	4.482	3.075	1.289		1.414	0.482	0.616	0.829		0.924		0.525	0.616	0.472	4.482
Wednesday	4.527	0.881	4.158	1.398	3.790	1.941	1.409	0.886	0.569		2.245	0.650	0.526				0.759	0.527	4.527
Thursday	3.388	2.126	7.452	2.002	2.935	1.893	1.987	0.708	1.056		0.965	0.769					0.431	0.868	7.452
Friday	1.448	3.015	1.881	1.609	3.157	3.540	1.302	1.785	1.622	0.801	2.625	1.392			0.591		0.802	1.182	3.540
Saturday	4.335	1.236	3.808	1.311	4.252	1.545	1.509	0.929	1.521	0.539	1.864								4.335
Sunday	1.549	2.873	2.380	1.051	2.521	1.171	0.860	0.860	2.512	0.529		0.543					0.657	0.860	2.873
Highest	4.527	3.015	7.452	2.002	4.514	3.540	1.987	1.785	2.512	0.801	2.625	1.392	0.526	0.924	0.591	0.525	0.802	1.182	

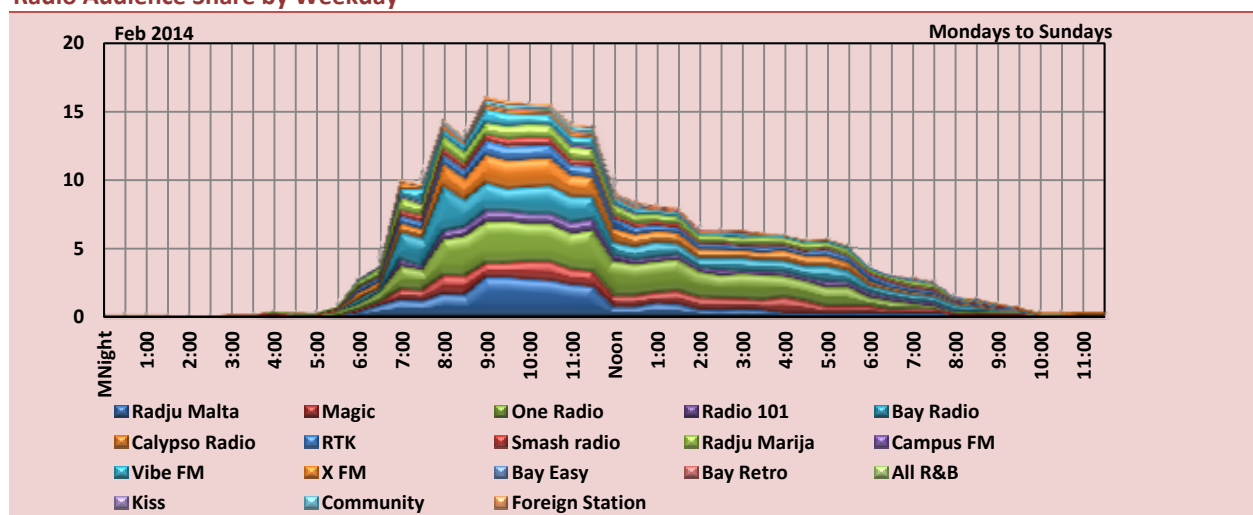
Population Highest Peaks by Radio Station by Weekday

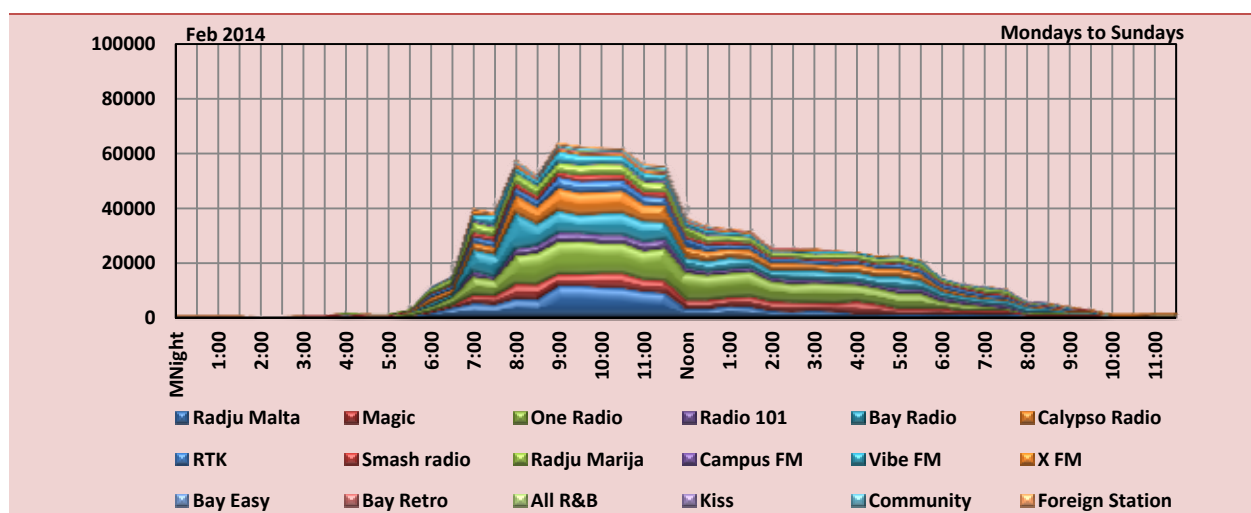
HIGHEST PEAKS [N]	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All R & B	Kiss	Foreign Station	Community Station	Highest
Monday	8,538	5,460	8,688	5,996	17,991	13,416	3,777	2,501	2,169		8,411	1,968							17,991
Tuesday	11,322	8,433	14,957	1,615	18,074	12,398	5,199		5,702	1,945	2,484	3,343		3,724		2,116	2,484	1,902	18,074
Wednesday	17,538	3,413	16,111	5,415	14,684	7,519	5,460	3,431	2,203		8,697	2,517	2,039				2,942	2,041	17,538
Thursday	13,088	8,214	28,791	7,736	11,339	7,314	7,678	2,736	4,079		3,727	2,971					1,663	3,353	28,791
Friday	6,045	12,584	7,851	6,715	13,177	14,774	5,434	7,448	6,770	3,343	10,955	5,810			2,467		3,346	4,935	14,774
Saturday	17,639	5,031	15,495	5,334	17,301	6,285	6,139	3,779	6,187	2,192	7,586								17,639
Sunday	6,009	11,144	9,229	4,077	9,775	4,539	3,336	3,336	9,743	2,051		2,104					2,546	3,336	11,144
Highest	17,639	12,584	28,791	7,736	18,074	14,774	7,678	7,448	9,743	3,343	10,955	5,810	2,039	3,724	2,467	2,116	3,346	4,935	

2.2. C RADIO AUDIENCE SHARE BY HALF-HOUR SLOTS

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

Radio Audience Share by Weekday





Audiences were not registered for all the half-hour slots. Before 6:00am audiences were minimal throughout the week and overall increased from 2.721% at 6:00am [$\approx 10,839$] and to 9.977% at 7:00am [$\approx 39,741$]. The highest amount was reached at 9:00am [$\approx 63,978$] with 16.061% of all radio listeners and this level of radio listening was maintained till 11:30am [$\approx 55,402$ – 13.909%]. Audiences gradually decreased to 5.195% at 5:30pm [$\approx 20,693$] to 0.956% at 9:00pm [$\approx 3,809$]. Night-time radio audiences were less than 0.389% [$\approx 1,549$, at 4:00am] and this level continued till the early hours of the day.

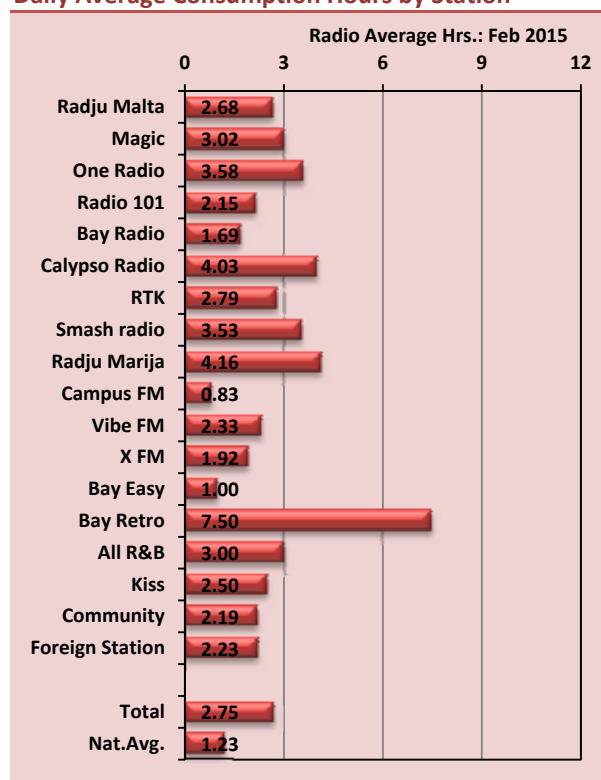
2.2.D DAILY AVERAGE HOURS OF RADIO CONSUMPTION

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 - the case for Bay Retro at 7.5hrs. 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 indication of radio listening patterns amongst the population.

Although Bay Radio attracted the highest amount of listeners [23.29%; $\approx 41,363$] these listeners were all

Daily Average Consumption Hours by Station



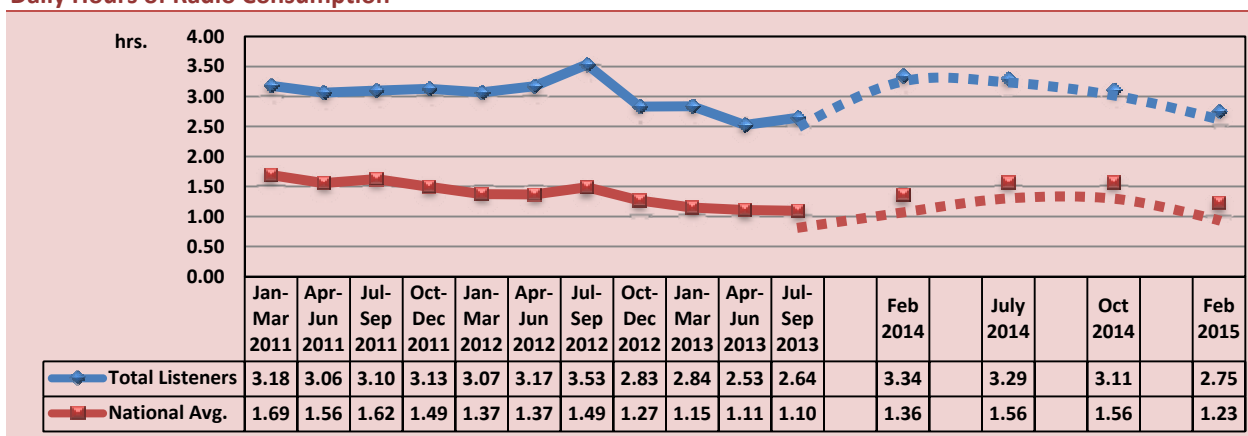
below 50 years old and their average hours of radio listening was at 1.69hrs for February. On the other hand, ONE

Radio attracted the second highest amount of listeners [16.34%; ≈29,022] who, on average, have spent 3.58hrs listening to this station.

Excluding Bay Retro, the highest average of hours spent was attained by Radju Marija which ranked ninth of all radio stations [5.0%; ≈8,878] at 4.16hrs per radio listener.

The average amount of hours over all radio listeners amounts to 2.75hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.23hrs.

Daily Hours of Radio Consumption

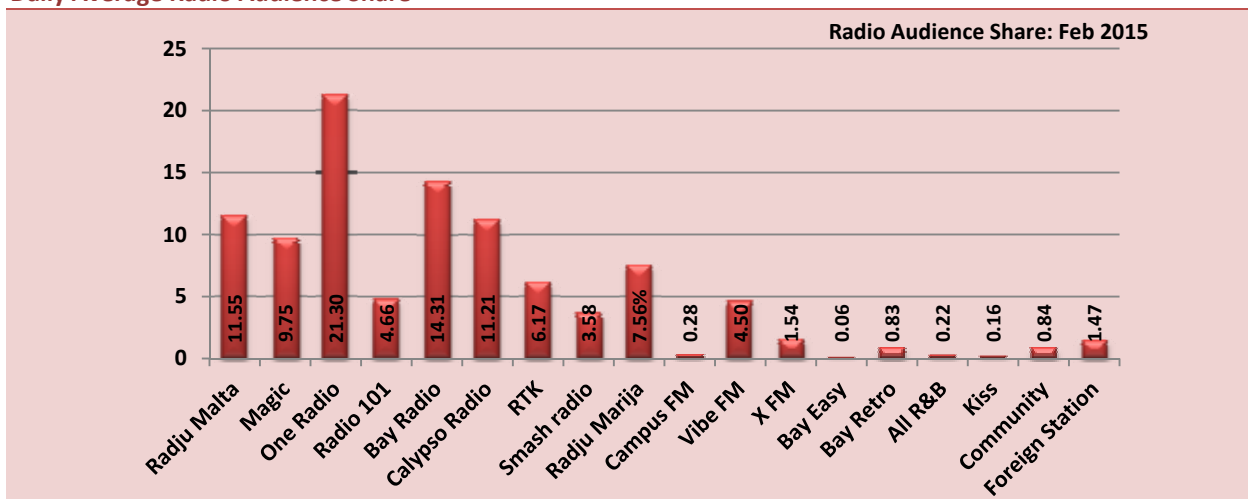


2.2. E RADIO STATIONS AUDIENCE SHARE

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

Overall, ONE Radio ranked first with 21.30% of all audiences, followed by Bay Radio [14.31%]; Radju Malta [11.55%]; Calypso Radio [11.21%]; Magic [9.75%]; Radju Marija [7.56%]; RTK [6.17%]; Radio 101 [4.66%]; Vibe FM [4.50%]; Smash Radio [3.58%] and XFM [1.54%].

Daily Average Radio Audience Share



2.2.F RADIO STATIONS AUDIENCES BY HALF-HOUR SLOTS [AVERAGED & ROUNDED-UP]

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record does not mean that there were zero audiences. The data for each week-day was group by 3-hour time brackets starting from 6:00am and the average attained for each time-band is listed for each station. This gives a better representation of the audiences attained by each station.

RADIO AUDIENCES – MONDAY

	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	6	3	6	3	11	10	2	2	1		3	1							332	380
9:00-12:00	7	2	3	6	13	9	4		1		4								331	380
12:00-15:00	5		6	1	7	4	1												356	380
15:00-18:00	3		4	2	3	3	1		2										362	380
18:00-21:00	4		2			1	1		3										369	380
21:00-24:00	1																		379	380

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	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	7	3	6		10	5			4		2	1		2			1		339	380
9:00-12:00	10	7	10	1	4	10	4		3					4			3		324	380
12:00-15:00	4	4	6	2	2	6	5		5	1				4					341	380
15:00-18:00	3	5	7	1	2	5	3		5					1					348	380
18:00-21:00			1		4		2		3							2			368	380
21:00-24:00			1															1	378	380

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	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	4	1	10	1	7	3	2		2		2	2	1				1	1	343	380
9:00-12:00	16	2	15	6	7	5	5	2	3		9						3	2	305	380
12:00-15:00	2	1	11	5	3	2	3		2		3							2	346	380
15:00-18:00			6	2	8		2		2		3								357	380
18:00-21:00									1		3								376	380
21:00-24:00											1								379	380

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	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	10	5	12		6	4	6	3	3		1							2	328	380
9:00-12:00	12	4	28		5	7	7	2	5		4	3						4	299	380
12:00-15:00	4	4	19		2	3			2		3								343	380
15:00-18:00		4	14	1	4	4	1		2										350	380
18:00-21:00		1	5	5					2								1		366	380
21:00-24:00									1										379	380

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	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	2	7	2	2	6	4	2	4	5	2	4	3						2	335	380
9:00-12:00	6	10	6	3	5	14	4	6	5		1	3			3				314	380
12:00-15:00	4	8	5	3	3	10	3	4	3			3					2		332	380
15:00-18:00	1	6	5	3	3	7	3	4	2		1	3							342	380
18:00-21:00	1	2	1		3	4	2	3				1						1	362	380
21:00-24:00						4		1											375	380

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	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	1	2	7	3	7	2	5		3		3								347	380
9:00-12:00	17	4	13	6	16	6	6	2	7	1	6								296	380
12:00-15:00		4	12	1	5	1	4	3	3		4								343	380
15:00-18:00	2	4	6		4		3		1		3								357	380
18:00-21:00		3	3	1	3		4	2			1								363	380
21:00-24:00			1				1												378	380

RADIO AUDIENCES – SUNDAY

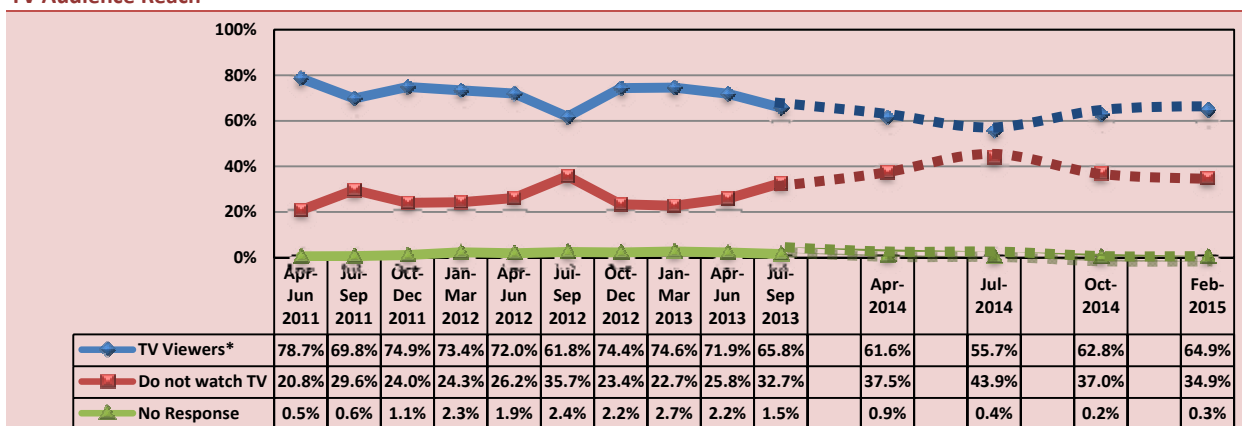
	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All R & B	Kiss	Foreign Station	Community	NONE	TOTAL
	'000																			
6:00-9:00	4	4	6	2	3	2		1	6										352	380
9:00-12:00	5	7	9	3	6	5		4	6	1							1	2	331	380
12:00-15:00	3	6	5		7		1		4									3	351	380
15:00-18:00	1	6	5		5	3			2									1	357	380
18:00-21:00		4	1		5	1													369	380
21:00-24:00		2			2							3							373	380

3. TV AUDIENCE ASSESSMENT

3.1 TV AUDIENCE REACH

Similar to radio assessment, the first estimation is the amount of people who had followed at least one TV station at any time during the day without taking into consideration the amount of time which they had spent following that particular station. During February 2015, 64.9% stated that they had watched television the day before the interview, 34.9% categorically stated that they had not watched any TV station, while 0.3% did not reply. This means that a total of 246,400 persons, aged 12 or over, followed at least one TV station. On the other hand 5 respondents [$\approx 1,880$; 0.5%] replied that they do not have a TV set; see below:

TV Audience Reach



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

On average 246,400 persons (64.9%) aged 12 or over followed at least one TV station during February 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	379,945	246,398	132,445	1,102	100	64.85	34.86	0.29
Gender								
Males	189,220	121,145	67,506	568	100	64.02	35.68	0.30
Females	190,725	125,253	64,939	533	100	65.67	34.05	0.28
	379,945	246,398	132,445	1,102				
Age group								
12-20	51,780	28,577	23,203		100	55.19	44.81	
21-30	51,649	25,786	25,863		100	49.92	50.08	
31-50	114,909	76,279	38,338	291	100	66.38	33.36	0.25
51-70	107,247	78,352	28,618	277	100	73.06	26.68	0.26
71+	54,360	37,404	16,422	533	100	68.81	30.21	0.98
	379,945	246,398	132,445	1,102				
District								
South Harbour	72,225	51,677	20,548		100	71.55	28.45	
North Harbour	111,102	70,177	40,350	574	100	63.16	36.32	0.52
South Eastern	57,923	39,467	18,179	277	100	68.14	31.38	0.48
Western	52,605	32,812	19,793		100	62.37	37.63	
Northern	57,454	37,088	20,366		100	64.55	35.45	
Gozo & Comino	28,636	15,177	13,209	250	100	53.00	46.13	0.87
	379,945	246,398	132,445	1,102				

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

Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 254 viewers named a second station while another 80 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below. Since about 27% of all viewers watched more than one station, the total number of viewers by station [333,064] exceeds the total average number of persons, aged 12 years and over [246,400], who have watched television during February 2015.

Population Reach by TV Station

	Total N	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	121,987	55,111	66,876	13,721	11,393	41,118	38,191	17,565	22,722	32,637	19,451	19,239	19,188	8,750
ONE	58,356	26,022	32,333	3,393	6,960	14,833	22,133	11,035	12,922	17,035	10,696	6,386	6,610	4,707
Net	26,943	10,542	16,401	1,026	1,704	6,402	10,875	6,936	3,936	8,561	4,189	3,653	4,156	2,448
Smash	773	582	190				481	291		291	190	291		
TVM 2	3,421	1,996	1,425		362	1,388	1,097	574		1,761	677	309	674	
iTV	1,036		1,036			420	426	190	420		381		235	
f Living	2,446	291	2,155			694	1,167	585	722	1,415		309		
Rai 1	13,020	6,935	6,085	1,235	916	3,608	4,249	3,011	994	5,254	2,387	1,877	1,712	795
Rai 2	7,725	4,437	3,287		1,920	3,295	1,342	1,168	2,040	3,350	1,281	291	762	
Rai 3	1,104	794	309			321	309	474	794			309		
Rete 4	3,914	1,984	1,931		542	283	2,205	884	302	1,974	277	891	470	
Canale 5	17,820	6,713	11,107	349	1,902	5,920	7,837	1,812	3,912	3,938	2,761	2,776	4,433	
Italia 1	12,684	6,497	6,187	2,789	1,384	6,256	1,669	585	3,824	2,498	2,373	858	3,130	
Discovery Ch.	7,381	5,873	1,508	3,087	367	2,249	1,394	283	1,216	2,329	277	2,065	1,494	
MTV	1,960	362	1,598	1,315	362		283			1,134			527	299
Other Station	52,496	27,514	24,981	10,488	6,142	13,842	14,737	7,286	11,479	15,162	8,602	6,208	7,537	3,508
Total	333,064	155,655	177,409	37,404	33,954	100,629	108,397	52,681	65,284	97,342	53,542	45,463	50,929	20,506

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

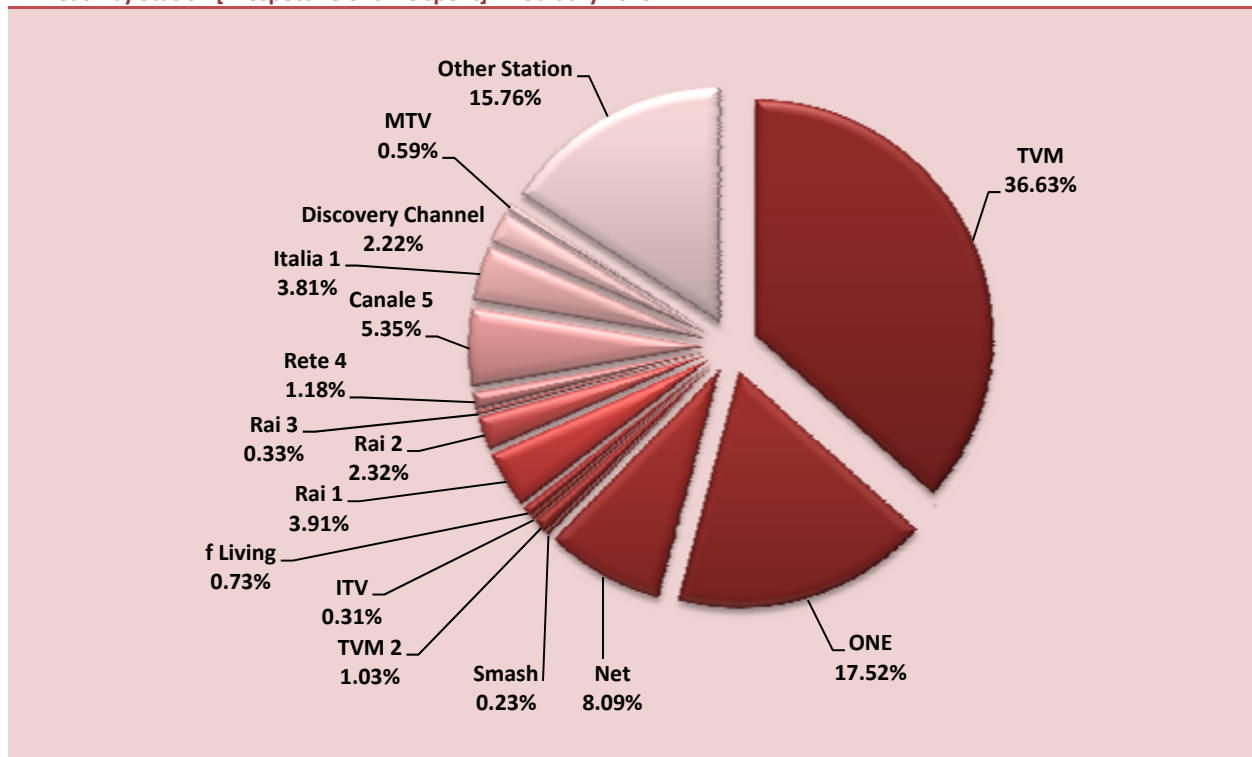
Percentage Reach by TV Station

	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 36.63	35.41	37.70	36.68	33.55	40.86	35.23	33.34	34.81	33.53	36.33	42.32	37.68	42.67
ONE	2 17.52	16.72	18.23	9.07	20.50	14.74	20.42	20.95	19.79	17.50	19.98	14.05	12.98	22.95
Net	4 8.09	6.77	9.24	2.74	5.02	6.36	10.03	13.17	6.03	8.80	7.82	8.04	8.16	11.94
Smash	16 0.23	0.37	0.11				0.44	0.55		0.30	0.36	0.64		
TVM 2	11 1.03	1.28	0.80		1.07	1.38	1.01	1.09		1.81	1.26	0.68	1.32	
iTV	15 0.31	0.00	0.58			0.42	0.39	0.36	0.64		0.71		0.46	
f Living	12 0.73	0.19	1.21			0.69	1.08	1.11	1.11	1.45	0.00	0.68	0.00	
Sub [%]	64.54	60.74	67.87	48.50	60.14	64.45	68.61	70.57	62.38	63.39	66.46	66.40	60.60	77.56
Rai 1	6 3.91	4.46	3.43	3.30	2.70	3.59	3.92	5.72	1.52	5.40	4.46	4.13	3.36	3.88
Rai 2	8 2.32	2.85	1.85		5.66	3.27	1.24	2.22	3.13	3.44	2.39	0.64	1.50	
Rai 3	14 0.33	0.51	0.17			0.32	0.29	0.90	1.22			0.68		
Rete 4	10 1.18	1.27	1.09		1.60	0.28	2.03	1.68	0.46	2.03	0.52	1.96	0.92	
Canale 5	5 5.35	4.31	6.26	0.93	5.60	5.88	7.23	3.44	5.99	4.05	5.16	6.11	8.70	
Italia 1	7 3.81	4.17	3.49	7.46	4.08	6.22	1.54	1.11	5.86	2.57	4.43	1.89	6.15	
Discovery Ch.	9 2.22	3.77	0.85	8.25	1.08	2.24	1.29	0.54	1.86	2.39	0.52	4.54	2.93	
MTV	13 0.59	0.23	0.90	3.52	1.07		0.26			1.17			1.03	1.46
Other Station	3 15.76	17.68	14.08	28.04	18.09	13.76	13.60	13.83	17.58	15.58	16.07	13.65	14.80	17.10
Sub [%]	35.46	39.26	32.13	51.50	39.86	35.55	31.39	29.43	37.62	36.61	33.54	33.60	39.40	22.44
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TVM has attracted the largest amount of TV-viewers [36.63%] with approximately 122,000 viewers. This station was followed by ONE with 17.52% [≈58,500] and Net TV with 8.09% [≈27,000] - excluding those following an "other station" which amounted to 15.76% [≈53,000] of all TV-viewers. Overall, while 64.54% of the viewers favored local stations, only just more than a third of the population watched a foreign station - with Canale 5 [5.35%; ≈18,000], Rai 1 [3.91%; ≈13,000] and Italia 1 [3.81%; ≈13,000] being the most followed foreign stations. By demographics, the same trend in ranking follows; however it is evident that the viewing of local stations is higher with those over the age of 20 years old than with those below 20 years.

TV Reach by Station [irrespective of time spent] – February 2015



3.2 TV AUDIENCE SHARES

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

3.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. TVM attained the highest average of all the stations with [2.723%; ≈13,274] on Tuesdays. In fact, excluding Other Stations, TVM had the highest average amongst all stations on Mondays, Tuesdays, Wednesdays, Thursdays, and Fridays. ONE, on the other hand, had the highest average amongst all stations on Saturdays and Sundays having its highest on Saturdays with 1.612% [≈7,459].

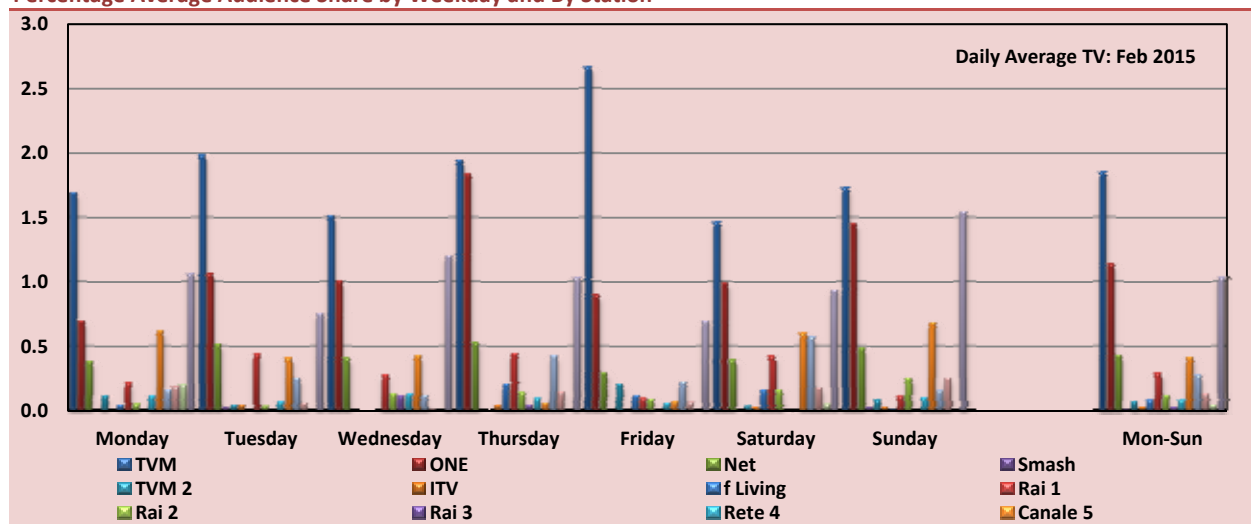
Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	1.691	0.695	0.378		0.111		0.037	0.207	0.046		0.108	0.618	0.153	0.179	0.195	1.057	1.691
Tuesday	1.981	1.058	0.512	0.017	0.042	0.041		0.432	0.027		0.063	0.402	0.250	0.057		0.749	1.981
Wednesday	1.514	1.004	0.402					0.271	0.126	0.109	0.125	0.424	0.114	0.011		1.202	1.514
Thursday	1.948	1.839	0.520			0.037	0.202	0.440	0.134	0.038	0.090	0.055	0.423	0.138		1.028	1.948
Friday	2.668	0.892	0.295		0.205		0.115	0.091	0.085		0.052	0.066	0.217	0.057		0.690	2.668
Saturday	1.459	0.994	0.387		0.029	0.021	0.153	0.416	0.152			0.597	0.565	0.174	0.043	0.934	1.459
Sunday	1.728	1.453	0.481	0.017	0.077	0.023	0.008	0.103	0.247		0.092	0.682	0.147	0.250		1.544	1.728
Mon-Sun	1.848	1.133	0.426	0.005	0.065	0.018	0.074	0.283	0.117	0.021	0.075	0.409	0.270	0.124	0.034	1.029	1.848
Highest	2.668	1.839	0.520	0.017	0.205	0.041	0.202	0.440	0.247	0.109	0.125	0.682	0.565	0.250	0.195	1.544	

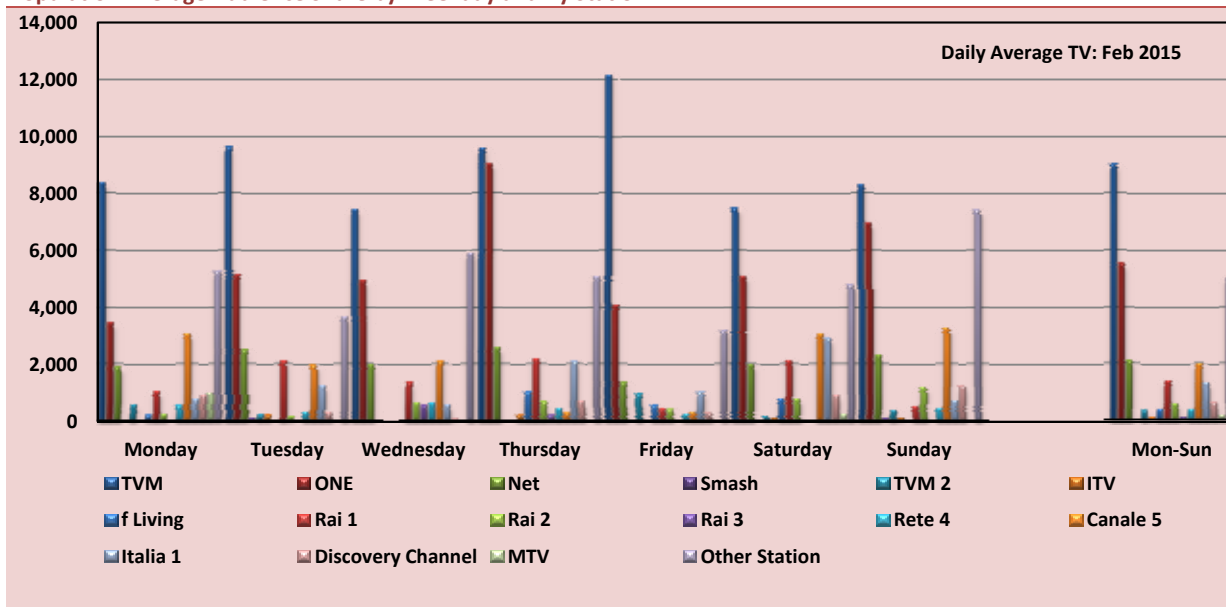
Population Average Audience Share by Weekday and By Station

Daily Average [N]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	8,389	3,448	1,874		552		184	1,029	226		538	3,063	759	888	967	5,242	8,389
Tuesday	9,621	5,136	2,488	82	203	198		2,098	133		304	1,951	1,214	276		3,639	9,621
Wednesday	7,439	4,932	1,973					1,330	618	536	615	2,082	561	54		5,905	7,439
Thursday	9,596	9,058	2,563			182	994	2,167	659	185	443	273	2,082	681		5,062	9,596
Friday	12,168	4,068	1,344		937		523	413	386		238	300	991	260		3,145	12,168
Saturday	7,457	5,080	1,977		150	108	780	2,128	777			3,052	2,886	890	220	4,777	7,457
Sunday	8,292	6,972	2,310	82	367	109	41	496	1,185		443	3,273	706	1,202		7,408	8,292
Mon-Sun	9,006	5,523	2,074	24	317	86	360	1,381	568	103	367	1,993	1,315	604	166	5,014	9,006
Highest	12,168	9,058	2,563	82	937	198	994	2,167	1,185	536	615	3,273	2,886	1,202	967	7,408	

Percentage Average Audience Share by Weekday and By Station



Population Average Audience Share by Weekday and By Station

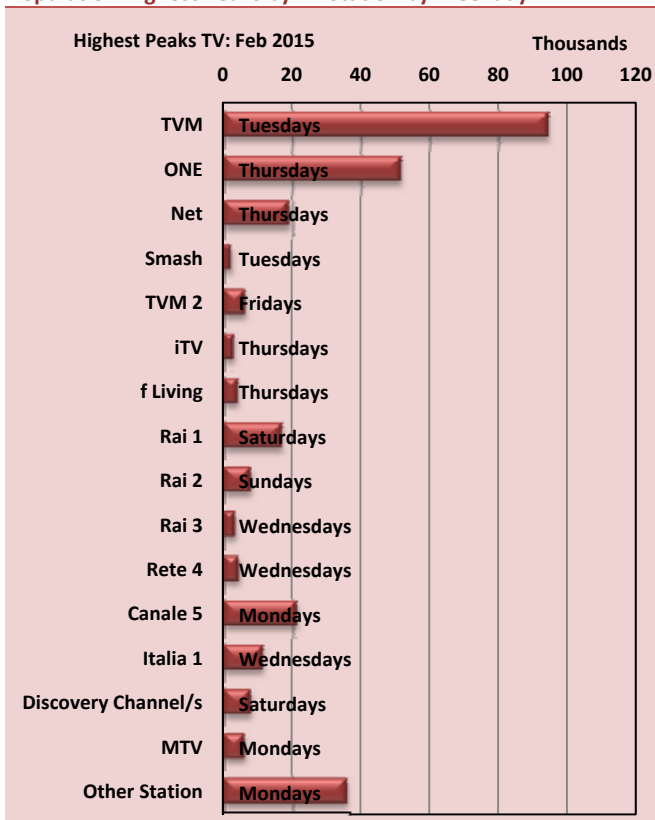


3.2. B PEAK AUDIENCES BY STATION

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sundays. The highest peaks attained by TVM were in this ranking order: Tuesdays [19.464%] - Thursdays [18.780%] - Fridays [18.647%] - Mondays [17.535%] - Wednesdays [16.554%] - Sundays [16.532%] and Saturdays [11.669%]. The highest peaks attained by ONE and Net TV were both on Thursdays with 10.488% and 3.858% respectively. The next highest peak was that of Canale 5 on Mondays with 4.283%.

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	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	17.535	6.017	3.048		1.178		0.607	1.434	0.708		0.843	4.283	1.124	1.469	1.194	7.191	17.535
Tuesday	19.464	9.491	3.412	0.412	0.511	0.332		2.105	0.670		0.767	1.542	1.862	0.670		2.449	19.464
Wednesday	16.554	7.838	3.235					1.543	0.870	0.676	0.872	2.317	2.332	0.540		5.860	16.554
Thursday	18.780	10.488	3.858			0.603	0.853	2.414	1.498	0.461	0.418	1.018	1.988	0.452		5.203	18.780
Friday	18.647	7.864	2.716		1.358		0.892	1.234	1.255		0.426	0.714	2.283	1.320		3.735	18.647
Saturday	11.699	6.594	3.535		0.664	0.260	0.374	3.323	0.849			2.234	1.466	1.508	0.668	4.974	11.699
Sunday	16.532	9.260	2.944	0.279	0.428	0.279	0.415	0.843	1.612		0.822	1.791	0.731	1.488		6.408	16.532
Highest	19.464	10.488	3.858	0.412	1.358	0.603	0.892	3.323	1.612	0.676	0.872	4.283	2.332	1.508	1.194	7.191	

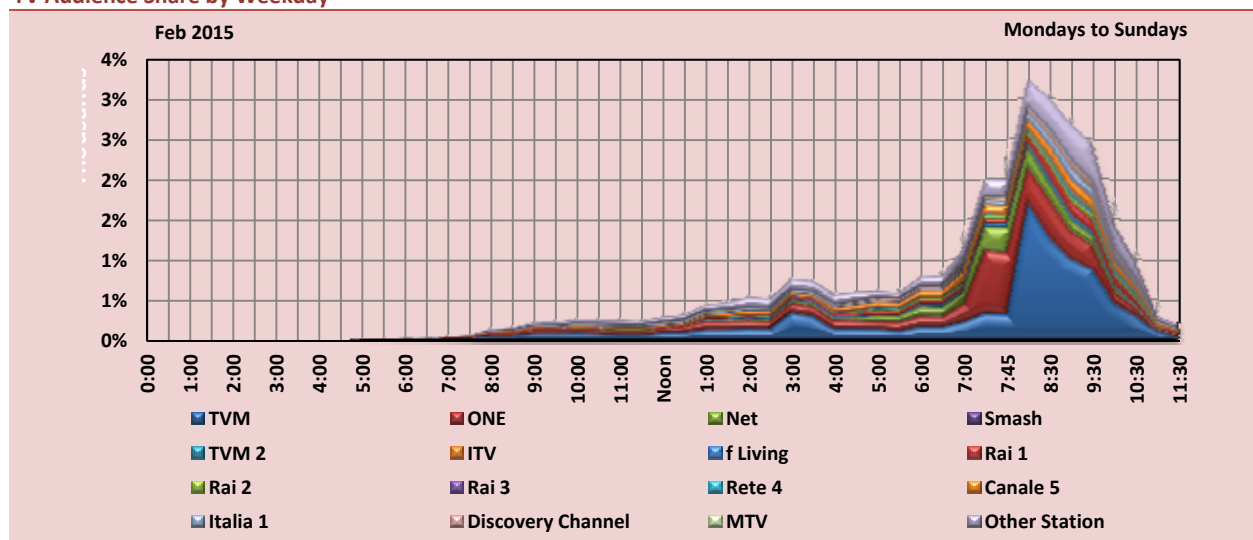
Population Highest Peaks by TV Station by Weekday

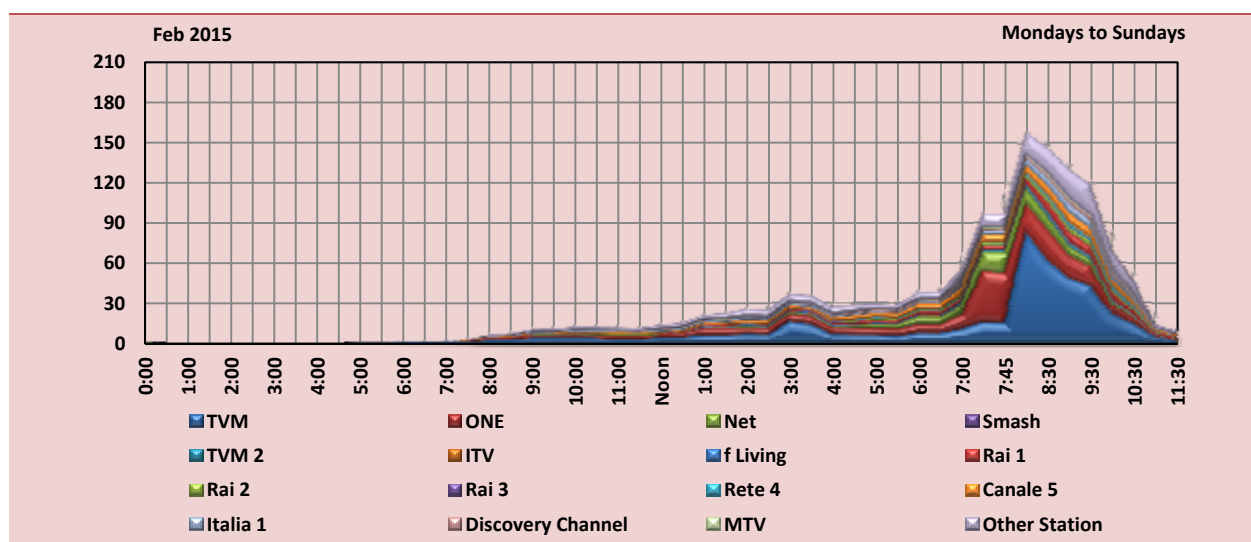
HIGHEST PEAKS [N]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	86,972	29,844	15,119		5,842		3,013	7,112	3,514		4,179	21,244	5,577	7,288	5,924	35,665	86,972
Tuesday	94,526	46,095	16,569	2,001	2,484	1,615		10,221	3,255		3,724	7,489	9,044	3,255		11,893	94,526
Wednesday	81,322	38,503	15,893					7,581	4,276	3,320	4,284	11,382	11,457	2,651		28,785	81,322
Thursday	92,502	51,662	19,004			2,971	4,200	11,889	7,376	2,269	2,059	5,015	9,790	2,225		25,627	92,502
Friday	85,043	35,864	12,388		6,191		4,069	5,626	5,723		1,945	3,254	10,410	6,019		17,033	85,043
Saturday	59,807	33,711	18,070		3,392	1,328	1,912	16,989	4,342			11,419	7,497	7,709	3,414	25,429	59,807
Sunday	79,324	44,429	14,126	1,341	2,051	1,341	1,993	4,045	7,735		3,943	8,594	3,509	7,138		30,746	79,324
Highest	94,526	51,662	19,004	2,001	6,191	2,971	4,200	16,989	7,735	3,320	4,284	21,244	11,457	7,709	5,924	35,665	

3.2. c TV AUDIENCE SHARE BY HALF-HOUR SLOTS

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

TV Audience Share by Weekday





Audiences did not register for all the half-hour slots. Audiences throughout the day started picking up slowly at 8:00am with 1.256% rising gradually to 2.794% by noon; peaking up to 7.560% at 3:00pm and re-peeking to 7.896% at 6:30pm. Audiences rose sharply at 7:00pm to 11.218%; to 19.898% at 7:30pm; to 32.334% at 8:00pm where the highest audiences were reached. Audiences were maintained at 22.478% by 9:30pm; falling to 13.625% at 10:00pm; and further to 2.955% at midnight.

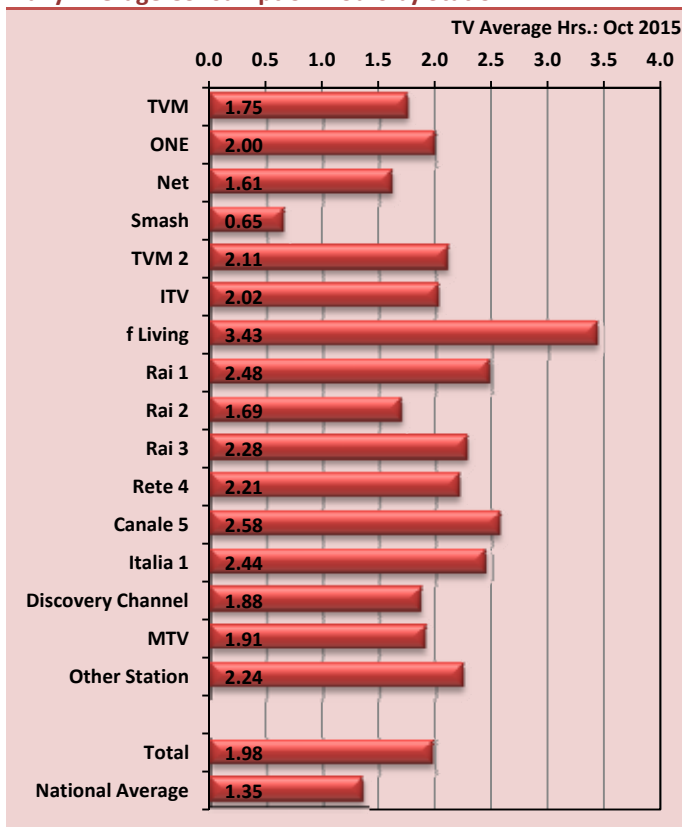
3.2. D DAILY AVERAGE HOURS OF TV CONSUMPTION

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

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

While TVM attracted the highest average amount

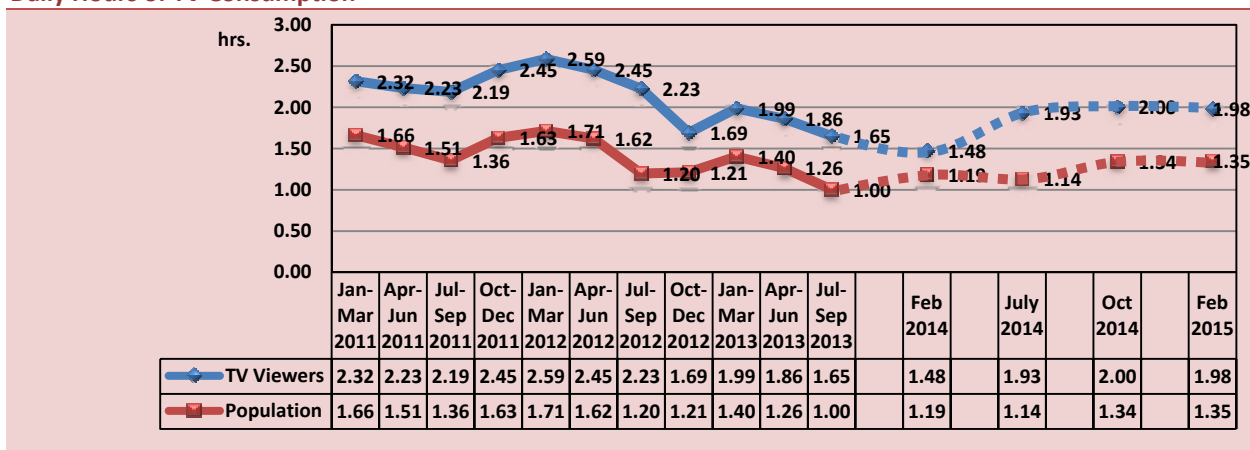
Daily Average Consumption Hours by Station



of viewers with 1.848% [≈9,006] with ONE attracting the next highest daily average of 1.133% [≈5,523] the time spent on average by ONE viewers [2.00hrs] is about 14.3% higher than those of TVM [1.75hrs].

The average amount of hours over all TV viewers amounts to 1.98hrs per viewer and over the whole of the population aged 12 years and over, amounts to 1.35hrs.

Daily Hours of TV Consumption

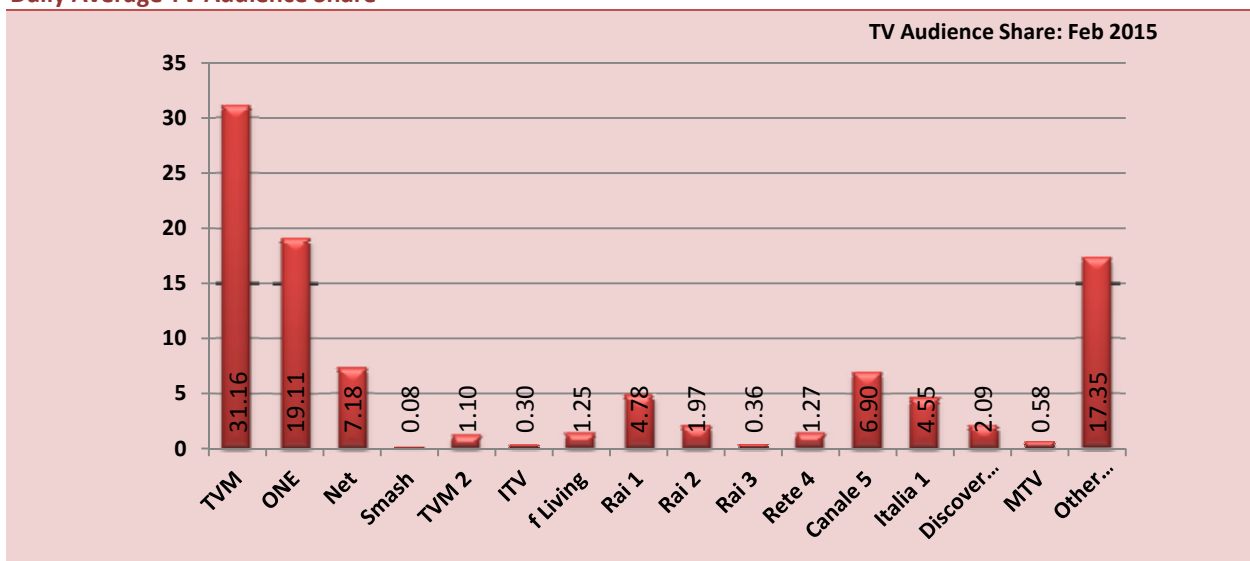


3.2. E TV STATIONS AUDIENCE SHARE

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.

Overall, TVM ranked first with 31.16%; followed by ONE with 19.11%, and Net TV with 7.18%. Of the foreign stations, Canale 5 ranked first with 6.90%, followed by RAI 1 with 4.78%, and Italia 1 with 4.55%.

Daily Average TV Audience Share



3.2. F TV STATIONS AUDIENCES BY HALF-HOUR SLOTS [AVERAGED & ROUNDED-UP]

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record does not mean that there were zero audiences. Similar to radio audience data, the data for each week-day was group by 3-hour time brackets starting from 6:00am till 6:00pm and the average attained for each time-band is listed for each station. This gives a better representation of the audiences attained by each station. After 6:00pm the data is listed by half-hour slots as this was more consistent and there were no statistical outliers.

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00	2																378	380
9:00-12:00	6	3	2										1				368	380
12:00-15:00	5	5	1													5	364	380
15:00-18:00	7	1	1								2	3		3		3	360	380
18:00	8		4					4	3		3	4		5	3	4	342	380
18:30	8		4					4	3		3	5		8	3	6	336	380
19:00	7	4	6					4			3	9	4	5	5	8	325	380
19:30	22	30	16		4			7			3	9	6	5	5	8	265	380
19:45	22	30	16		4			7			3	9	6	5	5	8	265	380
20:00	87	19	10		4			3			3	13	6	3	5	18	209	380
20:30	61	14	7		4		4	5			4	19	2	3	5	32	220	380
21:00	43	10	8		6		4	8	4		2	22	6		6	36	225	380
21:30	33	10	5		5		4	3	4			18	6		6	34	252	380
22:00	17	10	2		3			3				10	6		4	27	298	380
22:30	8	2						3				9			4	27	327	380
23:00	3							3				5				8	361	380
23:30								3				5				8	364	380

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00	1	2						1				1				2	373	380
9:00-12:00	2	2	2					3					2			4	365	380
12:00-15:00	2	5				2		3				3	1			7	357	380
15:00-18:00	5	7	2			1		3				5		1		7	349	380
18:00	5	8	6					3				2	3			3	350	380
18:30	5	8	4					3				2	3			3	352	380
19:00	19	15	12	2				4				6	3			4	315	380
19:30	27	47	17					4				6	3			4	272	380
19:45	27	42	17	3				4				6	3			4	274	380
20:00	95	17	13		3			4				7	5			8	228	380
20:30	80	17	13		3			6				8	7			8	238	380
21:00	71	9	12		3			9			4	4	10	4		10	244	380
21:30	62	7	10		3			11			4	4	7	4		12	256	380
22:00	28	2	3					11	4		4	4	3			12	309	380
22:30	12	2	3					5	4		4	2				6	342	380
23:00		2						3				2		2			371	380
23:30		2						3						2		2	371	380

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00	2												1			2	375	380
9:00-12:00	3		1										2			4	370	380
12:00-15:00	3	3						2	1							7	364	380
15:00-18:00	9	5	3					4		3	2		3	1		10	340	380
18:00	4	5	8					3			3		10			7	340	380
18:30	4	7	7					3			3		12			5	339	380
19:00	6	14	7					4	4		3		6			5	331	380
19:30	8	28	16					8	4		3		4			6	303	380
19:45	8	28	16					8	4				4			6	306	380
20:00	82	31	8					6			3		6	6		17	221	380
20:30	57	39	5					8	3		3		6	12		26	221	380
21:00	45	20	5					3	5	3	5		6	6		29	253	380
21:30	39	22	5						5	3	3		9	3		29	262	380
22:00	18	9							3	3	3		5	3		19	317	380
22:30	9	3							3	3	3		5			17	337	380
23:00											3		3				374	380
23:30										3			3				374	380

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00	4	3											3				370	380
9:00-12:00	5	7	1										3			3	361	380
12:00-15:00	7	9	1				2				1		3			6	351	380
15:00-18:00	9	8	4				3	6					3	2		6	339	380
18:00	7	12	12				3	3	4				3	3		8	325	380
18:30	7	12	14				3	3	4				3	3		8	323	380
19:00	10	15	10				3	3	3		3		6	3		10	314	380
19:30	16	52	14				3	3	4		3		4	3		13	265	380
19:45	16	52	20				3	3	4		3		4	3		13	259	380
20:00	93	39	18				5	7	8		3		4	6	3	22	172	380
20:30	63	40	8				5	12	8	3	3		6	9	3	22	198	380
21:00	52	37	3				3	12	6	3	3		4	10	3	24	220	380
21:30	46	27	3				3	12	6	3	3		2	10	3	26	236	380
22:00	14	9					3	10		3	3			3		16	319	380
22:30	9	7					3	9			3			3		10	336	380
23:00	4		2					3								6	365	380
23:30			2					3								3	372	380

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00																	380	380
9:00-12:00	2	2	2													2	372	380
12:00-15:00	6	3	1				1									1	368	380
15:00-18:00	10	3	2				2	1				1				4	357	380
18:00	5	8	3		4		2									6	352	380
18:30	3	6	3		4		2									6	356	380
19:00	9	10	3		4		2					4		7		7	334	380
19:30	9	36	9		4		2					4	3	4		11	298	380
19:45	9	33	13		4		2					4	3	4		11	297	380
20:00	83	15	8		7		2		4		2		3			15	241	380
20:30	86	16	4		7		2		4		2		3			12	244	380
21:00	81	14			4			6	6		2		11			14	242	380
21:30	74	13	3		4			6	6		2		11			18	243	380
22:00	57	9	3		4			2			2		11			15	277	380
22:30	49	9			4			2			2		5			13	296	380
23:00	26												3				351	380
23:30	10																370	380

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00			1													1	378	380
9:00-12:00	4	5										1	4			1	365	380
12:00-15:00	13	6					2	2				4	6		2	5	340	380
15:00-18:00	12	9	1				2	1	3			4	7	1		10	330	380
18:00	14	7	3				2	2	4			8	4			8	328	380
18:30	12	7	3		2		2	2	4			8	4			8	328	380
19:00	10	11	2		2		2					9	4			10	330	380
19:30	9	32	19				2		3			12	4			13	286	380
19:45	7	34	17				2		3			12	4			10	291	380
20:00	60	15	18				2	14	5			8	8	6		13	231	380
20:30	40	9	17		4		2	17	5			8	8	6	2	15	247	380
21:00	21	6	9				2	2	17	3		12	5	8	2	26	267	380
21:30	19	6	5				2	2	17			12	5	8		25	279	380
22:00	9	4	2				2	2	12			10	7	8		12	312	380
22:30	7	4	2				2		6			6	7	6		9	331	380
23:00									4							4	372	380
23:30								4								4	372	380

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																	
6:00-9:00	1	2										1				1	375	380
9:00-12:00	3	3										4				8	362	380
12:00-15:00	5	4			2				1			6	3	3		8	348	380
15:00-18:00	13	10	3		2	1			1			6	2			6	336	380
18:00	13	9	7	2					3			6				13	327	380
18:30	16	9	7	2					3			4				13	326	380
19:00	16	11	9	2				2	3		3	9		4		23	298	380
19:30	22	45	13					2	3			9		4		23	259	380
19:45	19	45	13					2	3			9		4		26	259	380
20:00	80	21	11					2			2	6	4	4		31	219	380
20:30	47	32	15					5	6		2	6	4	8		28	227	380
21:00	28	27	13		3			3	3		4	8	4	8		24	255	380
21:30	24	24	9					3	6		4	8	4	8		24	266	380
22:00	10	9	9					3	8		4	6		8		13	310	380
22:30	10	9						3	8		4	4		4		10	328	380
23:00	2	5					2	3	6							6	356	380
23:30		5						3	3							6	363	380

4. TV PROGRAMME PREFERENCES

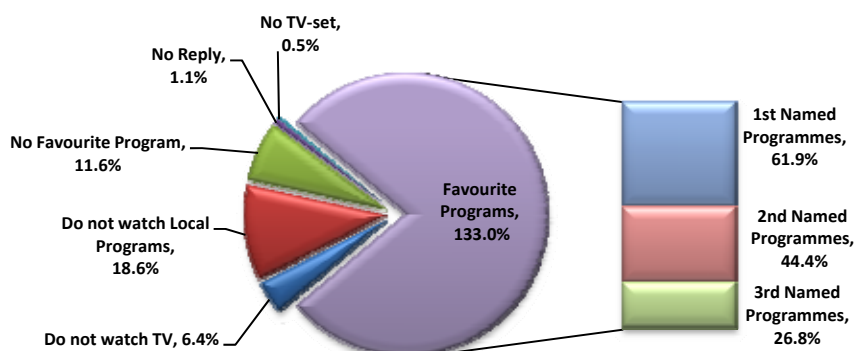
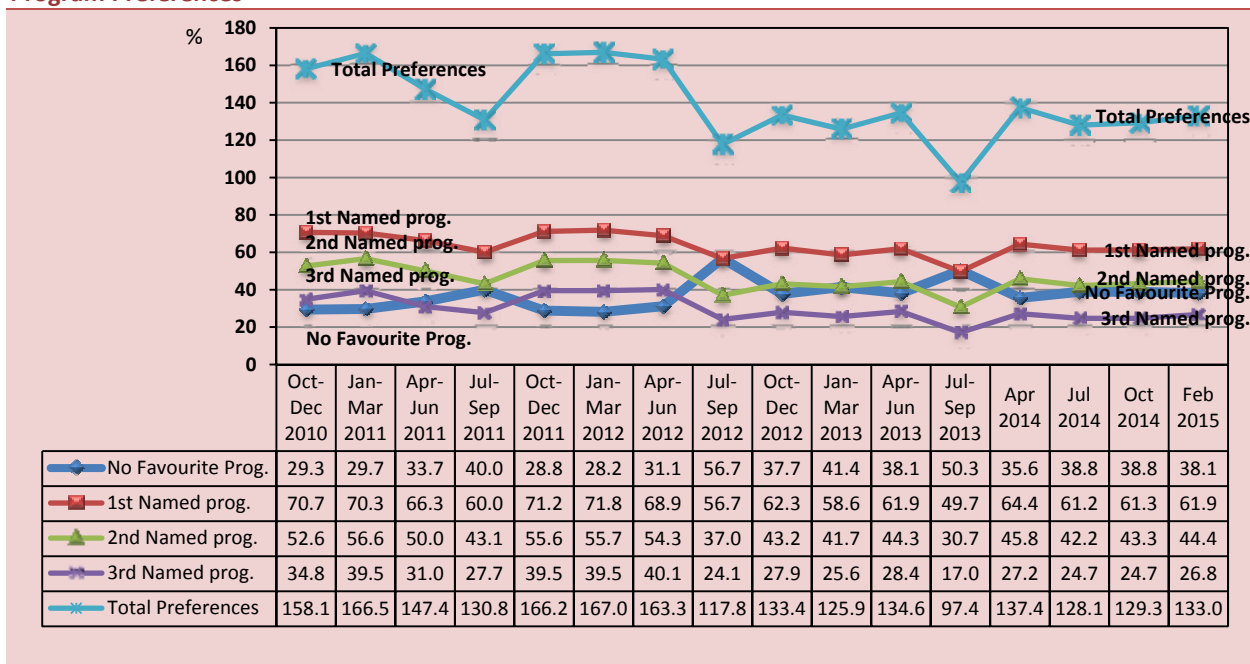
Respondents were asked to list “their most favorite programme” [up to three programmes] broadcast on local TV stations while allowing also for two other types of responses: respondents could state that they do not regularly watch television; and/or they could also state that they do not watch local television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

The programmes named were classified according to the broadcasting station on which these were broadcast and compared to the broadcasting schedules as provided by each broadcasting station for this assessment period. Naturally, some of the programmes named were broadcast during previous broadcasting schedules; these were checked for repeated series on the same or other broadcasting station. Some of the programmes named were

either of a generic nature, or broadcast on radio or on the digital/cable network; or could not be properly identified

Out of all respondents, 61.9% named one favorite program; another 44.4% named a second preferred program while another 26.8% named their third preferred program. On the other hand, 18.6% of all respondents replied that they do not watch local programmes; 11.6% did not have a favorite program; 6.4% do not watch TV; 0.5% do not have a TV-set; while 1.1% did not reply.

Program Preferences

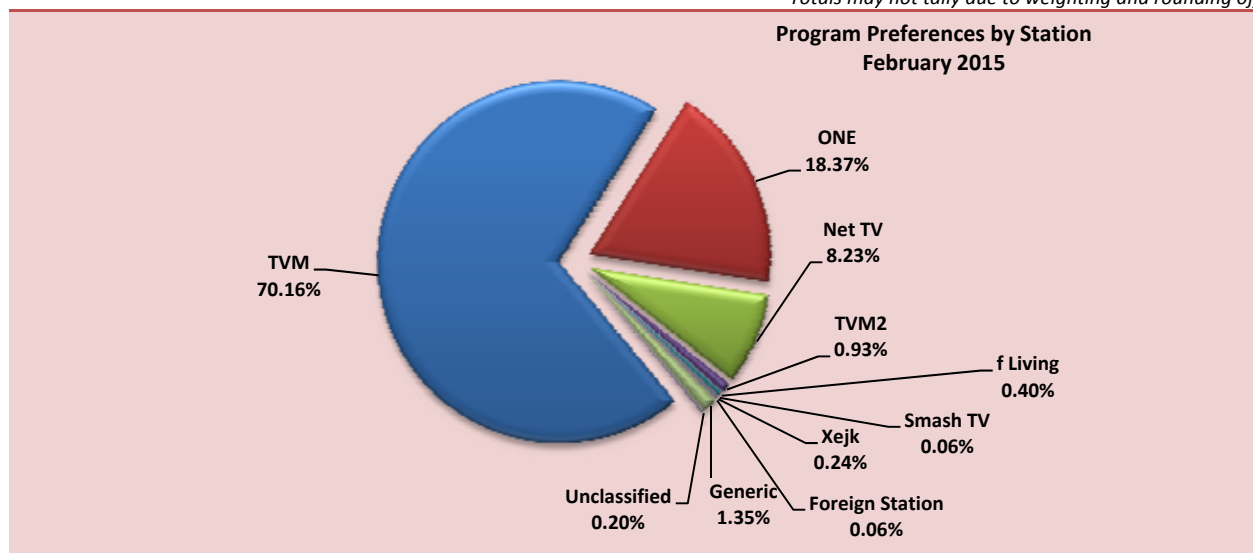


Out of all the programmes named, TVM got 70.16% of all counts, followed by ONE with 18.37%; Net TV with 8.23%; while 1.35% of all programmes named were of a generic nature.

Program Preferences by Station and by Demographics

Population	Total	Gender		Age Groups					District					
		Male	Female	12-20	21-30	31-50	51-70	71+	Southern Harbor	Northern Harbor	South Eastern	Western	Northern	Gozo and Comino
TVM	354,545	141,440	213,105	40,458	43,591	124,868	105,740	39,888	68,624	101,156	53,185	55,439	52,278	23,862
ONE	92,837	46,247	46,590	15,036	10,032	24,377	33,534	9,858	19,581	26,121	16,284	12,346	10,467	8,038
Net TV	41,610	18,787	22,824	2,380	4,118	7,975	20,727	6,410	7,870	14,013	5,869	4,715	5,173	3,970
TVM2	4,691	3,083	1,608	362		2,655	1,675		321	1,510	1,847	291	722	
f Living	2,022		2,022			1,243	779		420	823		309	470	
Smash TV	291	291					291			291				
Xejk	1,194	701	493	387			807		302		190	387	314	
Foreign Staiton	283		283					283		283				
Generic	6,843	4,102	2,740			761	2,774	3,308	2,156	2,588	677	291	629	501
Unclassified	1,035	542	493			542	493		302	542	190			
	505,351	215,194	290,157	58,623	57,740	162,421	166,821	59,747	99,576	147,329	78,243	73,778	70,054	36,371
%														
TVM	70.16	65.727	73.445	69.014	75.494	76.879	63.386	66.762	68.916	68.660	67.975	75.143	74.626	65.607
ONE	18.37	21.491	16.057	25.649	17.374	15.009	20.102	16.499	19.664	17.730	20.812	16.734	14.941	22.101
Net TV	8.23	8.730	7.866	4.060	7.132	4.910	12.425	10.729	7.903	9.512	7.501	6.391	7.384	10.915
TVM2	0.93	1.433	0.554	0.617		1.634	1.004		0.322	1.025	2.360	0.394	1.031	
f Living	0.40		0.697			0.765	0.467		0.422	0.558		0.419	0.671	
Smash TV	0.06	0.135					0.175			0.198				
Xejk	0.24	0.326	0.170	0.659			0.484		0.303		0.243	0.524	0.449	
Foreign Station	0.06		0.098					0.474		0.192				
Generic	1.35	1.906	0.944			0.468	1.663	5.536	2.166	1.757	0.865	0.394	0.898	1.377
Unclassified	0.20	0.252	0.170			0.334	0.295		0.303	0.368	0.243			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Totals may not tally due to weighting and rounding off



A total of 109 programmes were named. Of these 14 were of a generic nature while 5 others were programmes that were broadcast during the previous television schedules. There were three programmes that could not be identified.

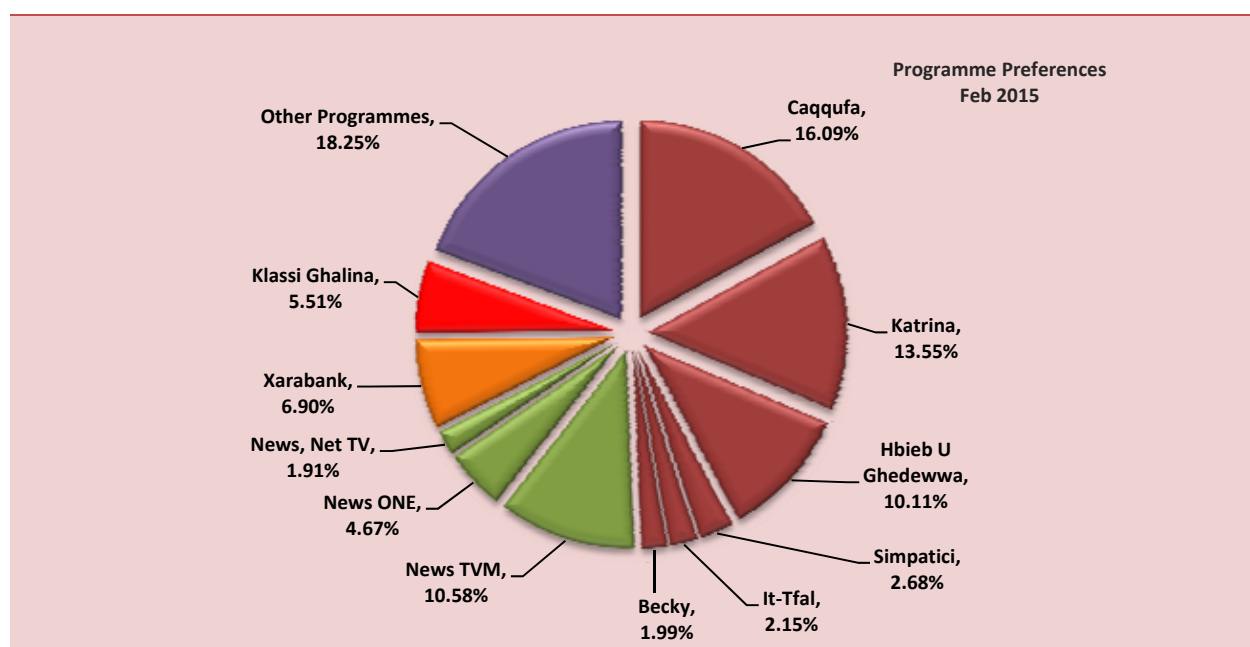
Out of all the programmes identified by respondents, the most quoted was *Iċ-Ċaqqufa* on TVM [TVM; 16.09%] followed by *Katrina* [TVM, 13.55%] and *TVM News* [TVM; 10.58%]. Drama programmes were the most favored

with 46.57% of all preferences followed by News [17.17%], Discussion programmes [6.90%] and Entertainment programmes [5.51%].

The top eleven programmes most quoted constituted 76.15% 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	Čaqqufa	1	16.09	11.43	19.54	17.03	18.82	17.74	13.76	14.51	17.24	15.16	16.18	16.41	15.99	16.00	
TVM	Katrina	2	13.55	10.96	15.48	12.01	15.27	15.87	11.45	13.01	15.90	13.79	13.38	14.77	10.34	10.29	
TVM	Hbieb u ghedewwa	4	10.11	5.34	13.66	10.31	10.78	8.94	11.29	9.19	9.80	9.23	9.76	11.24	13.31	6.87	
TVM	Simpatiči	8	2.68	1.68	3.42	2.42	1.40	3.21	1.64	5.60	3.63	2.61	1.27	2.22	1.81	5.93	
ONE	It-tfal	9	2.15	1.87	2.36		2.93	1.82	3.13	1.67	2.34	2.13	2.28	1.38	1.65	3.99	
Net TV	Becky	10	1.99	2.16	1.86	2.93	0.47	1.95	2.16	2.13	2.03	2.22	0.73	1.80	1.23	5.47	
46.57				33.44	56.31	44.70	49.67	49.54	43.43	46.12	50.93	45.14	43.60	47.82	44.33	48.56	
News																	
TVM	News-TVM	3	10.58	15.56	6.88	6.78	6.29	12.46	10.63	13.19	8.08	9.86	11.66	12.71	12.35	10.31	
ONE	News-ONE	7	4.67	7.60	2.51	3.23	1.89	3.52	6.47	6.89	4.03	4.50	5.56	4.76	3.67	6.99	
Net TV	News-Net TV	11	1.91	2.44	1.52		1.87	0.72	3.60	2.38	0.98	2.11	3.06	1.58	1.52	2.66	
17.17				25.61	10.91	10.01	10.05	16.71	20.70	22.46	13.09	16.47	20.28	19.05	17.54	19.96	
Discussion																	
TVM	Xarabank	5	6.90	8.59	5.64	9.20	9.27	9.55	4.72	1.23	6.92	6.17	6.93	5.05	9.45	8.53	
6.90				8.59	5.64	9.20	9.27	9.55	4.72	1.23	6.92	6.17	6.93	5.05	9.45	8.53	
Entertainment																	
ONE	Klassi Ghalina	6	5.51	7.65	3.93	17.83	9.23	4.47	2.60	0.81	8.28	5.29	6.03	2.99	4.99	3.82	
5.51				7.65	3.93	17.83	9.23	4.47	2.60	0.81	8.28	5.29	6.03	2.99	4.99	3.82	
Total %				76.15	75.29	76.79	81.75	78.21	80.26	71.45	70.61	79.23	73.07	76.85	74.92	76.32	80.86



Programmes Named

TVM	%	ONE	%	Net TV	%	TVM2	%	Generic	%
Caqqufa	16.087	Llassi Għalina	5.513	Becky	1.988	Mlta U L'hinn Minnha	0.428	Diskussjoniet	0.204
Katrina	13.553	ONE News	4.674	Net News	1.915	Kontrattakk	0.275	Drammi bil-Malti	0.182
TVM News	10.579	It-Tfal	2.152	Malta Llejla	1.143	Venere	0.099	Football	0.151
Hbieb u għedewwa	10.114	Kalamita	1.580	News Feed	1.016	Zafira [PS]	0.072	Dokumentarji	0.134
Xarabank	6.898	Midimbien	0.814	Abjad Fuq L-Iswed	0.449	Pellikola [PS]	0.055	Rużarju	0.115
Simpatiči	2.676	Riflessi	0.794	Replay	0.382		0.928	Programmi tat-tisjir	0.109
TVPM	1.624	Aroma Kitchen	0.535	Klinika	0.365			Dibattiti	0.062
Dissett	1.327	Arani Issa	0.363	Eli & I	0.249	Smash TV	%	Tal-għana	0.060
Madwarna	1.284	L-Argument	0.327	Xift	0.177	CNI	0.058	Programmi Kulturali	0.058
Rajt ma' Rajtx	1.207	Ilsien in-Nisa	0.297	Meander	0.148		0.058	Programmi tan-Natura	0.058
Times Talk	0.929	One Night Stand	0.127	Wheelspin	0.076			Programmi ta' Sports	0.058
Hadd għalik	0.880	ONE Breakfast	0.114	Mitqlu Deheb	0.071	f Living	%	Taž-żwiemel	0.058
Reporter	0.558	Il-Klikka [PS]	0.099	Intervista	0.062	f Living Show	0.115	Opri	0.056
Paq Paq	0.386	Siegħa Żmien	0.099	Net Sports	0.058	"Ta' Karl on favourite"	0.101	Programmi ta' Saħħa	0.050
Gadget	0.281	Talk To Me	0.094	News Desk	0.058	Belle Donne	0.083		1.354
Realtà	0.232	On D Road	0.076	L-Istandard	0.038	Hin Għal Kollox	0.054		
TVAM	0.223	Dak Li Jgħodd	0.071	Wicc imb' Wicc	0.038	Ta' Bonaci	0.047	Unclassified	%
Għawdex Illum	0.217	In D House	0.071		8.234		0.400	Qeghdin Sew	0.107
Sibtek	0.212	NewsRoom [PS]	0.069					Ta' Claire	0.060
Quddiesa fuq TVM	0.176	Strada	0.069			Foreign Station	%	Dive News	0.038
L-Irkant	0.160	Il-Vjaġġ It-Tajjeb	0.063			Lourdes 2000	0.056		0.205
X factor [PS]	0.145	Paper Scan	0.062				0.056		
Sports Panorama	0.093	Politika fuq ONE	0.061						
Mrs Brown's Boys	0.061	Artiklu 41	0.058			Xejk	%		
Gourmet	0.058	L-Oskur	0.056			Xejk	0.076		
TVM Weather	0.058	Aroma Mattina	0.050			Frux on Xejk	0.060		
Kurrenti	0.054	Sejjaħtli	0.047			Golden Oldies	0.062		
It-Toroq Maltin	0.047	S41	0.038			Country Jubilee	0.038		
	70.027		18.371				0.236		
									[PS] = Previous Schedule

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 sħarriġ f' isem l-Awtorita' tax-Xandir dwar ir-Radju u t-Televiżjoni. L-istħarriġ jieħu madwar 5 minuti biex jitlesta. Mill-familja tiegħek ġie magħżul/a (għid isem) bil-polża biex jieħu/tieħu sehem fl-istħarriġ. Nista' nkellmu/nkellimha bħalissa?

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

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

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

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

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

Stazzjonijiet tar-radju (immarka kull fejn japplika)	Code	Hin	
		Min AM/PM	Sa AM/PM
Radju Malta	(1)		
Radju Malta 2	(2)		
Magic	(3)		
One Radio	(4)		
Radio 101	(5)		
Bay Radio	(6)		
Calypso Radio	(7)		
RTK	(8)		
Smash Radio	(9)		
Radju Marija	(10)		
Campus FM	(11)		
Vibe FM	(12)		
X FM	(13)		
Bay Easy	(14)		
Bay Retro	(15)		
All Rock	(16)		
All R & B	(17)		
Kiss	(18)		
Radju tal-Komunita'	(19)		
Stazzjon ieħor	(20)		
(Specifika - nizzel kemm stazzjonijiet tal-komunità kif ukoll barranin – Code 14 u 15)			
M'hemmx stazzjon wieħed	(21)		
Ma niftakarx	(22)		
Ma smajtx radju	(23)		
M'għandix sett tar-Radju	(24)		
Mingħajr risposta..	(25)		

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

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

R (1)	M (2)
-------	-------

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

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

LIST OF RADIO STATIONS ONLY ON DigiB+

Bay Easy
Bay Retro
All Rock
All R & B
Kiss
DJ 956
BKR Radio

LIST OF NATIONWIDE TELEVISION STATIONS

TVM
ONE
Net TV
Smash TV
TVM2
iTV
F Living
Xejk
Prime TV Shopping Channel
[Ceased transmissions on 31st July 2014]
YES Lifestyle

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

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	Foreign	Community	NONE	Total
6:00-9:00	6,342	2,657	5,520	2,886	10,423	9,705	1,125	1,667	562		2,439	328							337,594
9:00-12:00	4,602	1,394	2,865	5,996	12,782	8,633	3,081		299		3,190								335,363
12:00-15:00	2,219		5,377	562	6,807	3,695	562												358,339
15:00-18:00	3,728		3,400	1,556	2,947	2,649	677		1,446										365,051
18:00-21:00	562		1,517			348	677		2,169										371,506
21:00-24:00																			379,383

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	Foreign	Community	NONE	Total
6:00-9:00	6,452	2,077	5,892		9,823	4,550			3,773		1,656	557		1,241			828		343,095
9:00-12:00	9,282	6,677	9,101	538	3,689	9,998	3,091		2,449					3,724			2,484		328,912
12:00-15:00	3,385	3,346	5,005	1,615	1,655	5,581	4,114		4,393	648				3,724					346,477
15:00-18:00	2,862	4,051	6,496	807	1,263	4,220	2,262		4,393					621					352,970
18:00-21:00			413		3,971		1,296		2,034							1,763			370,467
21:00-24:00			828															317	378,800

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	Foreign	Community	NONE	Total
6:00-9:00	3,305	569	9,632	680	6,484	2,484	1,993		1,444		1,692	1,558	680				981	680	347,764
9:00-12:00	15,516	1,681	14,093	5,376	6,159	4,256	4,106	1,144	2,166		8,697						2,942	1,754	312,055
12:00-15:00	1,557	320	10,321	4,043	2,247	1,281	2,166		1,444		2,247							1,170	353,148
15:00-18:00			5,610	1,984	7,069		1,444		1,322		2,819								359,697
18:00-21:00									734		2,247								376,963
21:00-24:00											375								379,570

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	Foreign	Community	NONE	Total
6:00-9:00	9,406	4,265	11,283		5,673	3,433	5,217	2,736	2,785		495							1,118	333,534
9:00-12:00	11,897	3,447	27,147		4,405	6,646	6,766	1,824	4,079		3,727	2,971						3,353	303,682
12:00-15:00	3,830	3,447	18,073		1,155	2,003			1,941		2,485								347,012
15:00-18:00		3,447	13,901	713	3,465	3,030	334		1,941										353,115
18:00-21:00		953	4,495	4,537					1,294								277		368,389
21:00-24:00									713										379,232

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	Foreign	Community	NONE	Total
6:00-9:00	1,964	6,883	1,966	1,824	5,567	3,241	1,308	3,893	4,941	1,114	3,405	2,000						1,645	340,192
9:00-12:00	5,992	9,241	5,967	2,116	4,561	13,070	3,689	5,840	4,813		421	2,467			2,467				319,300
12:00-15:00	3,335	7,800	4,749	2,676	2,599	9,101	2,465	3,724	2,249			2,467					1,115		337,665
15:00-18:00	667	5,182	4,438	2,782	2,952	6,660	2,683	3,970	1,615		342	2,467							346,186
18:00-21:00	269	1,334	538		2,599	3,678	1,675	2,599				433						538	366,281
21:00-24:00						3,254		866											375,824

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	Foreign	Community	NONE	Total
6:00-9:00	745	1,807	6,247	2,615	6,226	1,080	4,097		2,676		2,812								351,640
9:00-12:00	16,806	3,392	12,782	5,324	15,021	5,010	5,332	1,490	6,187	731	5,917								301,953
12:00-15:00		3,392	11,755	414	4,550	702	3,033	2,519	2,191		3,375								348,013
15:00-18:00	1,354	3,665	5,999		3,392		2,010		582		2,521								360,422
18:00-21:00		2,261	2,312	643	2,135		3,745	1,461			420								366,967
21:00-24:00			658				550												378,737

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	Foreign	Community	NONE	Total
6:00-9:00	3,241	3,271	5,686	1,034	2,218	1,339		738	5,155										357,263
9:00-12:00	4,906	6,624	8,358	2,453	5,443	4,207		3,336	5,500	684							849	1,112	336,475
12:00-15:00	2,141	5,539	4,849		6,098		556		3,839									2,177	354,745
15:00-18:00	332	5,623	4,067		4,112	2,429			1,655									726	361,001
18:00-21:00		3,817	341		4,094	650												0	371,043
21:00-24:00		1,272			1,236							2,104						0	375,332

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00	1,133																378,812	379,945
9:00-12:00	5,087	2,031	1,406									911					370,510	379,945
12:00-15:00	4,080	4,368	843													4,114	366,540	379,945
15:00-18:00	6,068	752	843								1,393	2,372		2,242		2,427	363,848	379,945
18:00	7,516		3,777					3,890	2,031		2,091	3,455		4,693	2,144	3,013	347,334	379,945
18:30	7,516		3,777					3,890	2,031		2,091	4,822		7,288	2,144	5,590	340,794	379,945
19:00	6,079	3,784	5,462					3,890			2,091	8,398	3,124	4,626	4,739	7,622	330,130	379,945
19:30	21,552	29,844	15,119		3,623			6,527			2,091	8,398	5,215	4,626	4,739	7,622	270,588	379,945
19:45	21,552	29,844	15,119		3,623			6,527			2,091	8,398	5,215	4,626	4,739	7,622	270,588	379,945
20:00	86,972	18,855	9,657		3,623			2,637			2,091	12,289	5,215	2,091	4,739	17,804	213,973	379,945
20:30	60,557	13,732	6,617		3,623		3,013	4,855			3,777	18,642	1,687	2,091	4,739	31,814	224,798	379,945
21:00	42,262	9,340	7,225		5,842		3,013	7,112	3,514		1,687	21,244	5,577		5,924	35,665	231,540	379,945
21:30	32,503	9,642	4,563		4,475		3,013	2,219	3,514			17,544	5,577		5,924	33,678	257,293	379,945
22:00	16,930	9,642	1,968		2,257			2,219				9,816	5,577		3,780	26,179	301,578	379,945
22:30	7,183	1,367						2,219				8,130			3,780	26,050	331,217	379,945
23:00	2,210							2,219				4,634				7,467	363,415	379,945
23:30								2,219				4,634				7,467	365,625	379,945

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00	648	1,296						705				603				1,256	375,436	379,945
9:00-12:00	1,615	1,308	1,720					2,116					1,699			3,768	367,720	379,945
12:00-15:00	1,147	4,489				1,076		2,116				2,517	849			6,500	361,251	379,945
15:00-18:00	4,437	6,216	1,244			538		2,116				4,626		542		6,520	353,705	379,945
18:00	4,105	7,317	5,047					2,116				1,945	2,884			2,548	353,983	379,945
18:30	4,105	7,317	3,739					2,116				1,945	2,884			2,548	355,291	379,945
19:00	18,562	14,679	11,666	1,999				3,424				5,965	2,884			3,424	317,342	379,945
19:30	26,391	46,095	16,202					3,424				5,965	2,884			3,424	275,560	379,945
19:45	26,391	41,432	16,569	2,001				3,424				5,965	2,884			3,424	277,855	379,945
20:00	94,526	16,170	12,657		2,484			3,424				6,181	4,768			7,042	232,693	379,945
20:30	79,030	16,170	12,657		2,484			5,584				7,489	6,884			7,042	242,604	379,945
21:00	70,627	8,650	11,826		2,484			8,018			3,724	3,253	9,044	3,240		9,293	249,786	379,945
21:30	61,747	6,447	9,665		2,484			10,221			3,724	3,253	6,928	3,240		11,893	260,342	379,945
22:00	27,559	1,884	2,053					10,221	3,255		3,724	3,253	2,160			11,893	313,944	379,945
22:30	11,295	1,884	2,053					4,276	3,255		3,724	1,945				5,563	345,951	379,945
23:00		1,884						2,116				1,945		1,902			372,099	379,945
23:30		1,884						2,116						1,902		1,945	372,099	379,945

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00	1,561											549				1,439	376,396	379,945
9:00-12:00	2,166		839									1,373				3,363	372,204	379,945
12:00-15:00	2,161	2,874						1,359	719							6,378	366,453	379,945
15:00-18:00	8,849	4,387	2,898					3,122		2,213	1,083	2,420		442		9,267	345,265	379,945
18:00	3,872	4,106	7,775					2,166			2,166	9,735				6,676	343,448	379,945
18:30	3,872	6,148	6,128					2,166			2,166	11,382				4,025	344,058	379,945
19:00	5,913	13,034	6,128					3,921	3,691		2,166	5,806				4,260	335,026	379,945
19:30	7,590	27,413	15,893					7,352	3,691		2,166	3,688				5,486	306,666	379,945
19:45	7,590	27,413	15,893					7,352	3,691			3,688				5,486	308,832	379,945
20:00	81,322	30,124	7,857					5,597			2,166	5,727	5,541			16,841	224,769	379,945
20:30	56,867	38,503	4,025					7,581	2,117		2,166	5,727	11,457			25,852	225,649	379,945
21:00	44,411	19,140	4,025					2,166	4,276	2,166	4,284	5,727	5,916			28,785	259,049	379,945
21:30	38,862	21,257	4,025						4,276	2,166	2,117	8,669	2,117			28,589	267,865	379,945
22:00	17,500	8,927							2,117	2,166	2,117	4,981	2,442			18,213	321,481	379,945
22:30	8,296	2,041							2,117	2,166	2,117	4,981				16,291	341,935	379,945
23:00										2,166		2,942					374,837	379,945
23:30										2,166		2,942					374,837	379,945

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00	3,544	2,440											2,180				371,781	379,945
9:00-12:00	4,680	6,290	899										2,180			2,035	363,861	379,945
12:00-15:00	6,640	8,423	449				1,426				554		2,180			5,137	355,136	379,945
15:00-18:00	8,411	7,216	3,060				2,139	5,010					2,180	1,484		5,097	345,349	379,945
18:00	6,344	11,147	11,140			2,971	2,139	3,351					2,180	2,225		7,482	330,966	379,945
18:30	6,344	11,147	13,279			2,971	2,139	3,351					2,180	2,225		7,482	328,828	379,945
19:00	9,355	14,690	9,705			2,971	2,139	2,003			2,003		5,626	2,225		9,544	319,682	379,945
19:30	15,461	51,662	13,407				2,139	2,003	3,443		2,003		3,447	2,225		12,515	271,640	379,945
19:45	15,461	51,662	19,004				2,139	2,003	3,443		2,003		3,447	2,225		12,515	266,042	379,945
20:00	92,502	38,554	17,625				4,200	6,161	7,376		2,059	3,011	5,110	2,225		21,519	179,600	379,945
20:30	62,835	39,855	7,823				4,200	11,889	7,110	2,269	2,059	5,015	8,126	2,225		21,519	205,018	379,945
21:00	51,384	36,759	2,225				2,062	11,889	5,447	2,269	2,059	3,667	9,790	2,225		23,357	226,811	379,945
21:30	45,673	26,905	2,225				2,062	11,573	5,447	2,269	2,059	1,663	9,790	2,225		25,627	242,426	379,945
22:00	13,508	8,847					2,062	9,570		2,269	2,059			2,225		15,457	323,948	379,945
22:30	8,241	6,380					2,062	8,222			2,059			2,225		9,239	341,515	379,945
23:00	3,447		1,348					2,062								5,887	367,202	379,945
23:30			1,348					2,062								2,269	374,266	379,945

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00																	379,945	379,945
9:00-12:00	1,699	1,308	1,296													1,147	374,495	379,945
12:00-15:00	5,140	2,692	708				648									720	370,037	379,945
15:00-18:00	9,767	2,000	1,770				1,356	866				822				3,675	359,688	379,945
18:00	4,466	7,632	2,124		3,724		1,945									5,486	354,567	379,945
18:30	2,467	5,084	2,124		3,724		1,945									5,486	359,114	379,945
19:00	8,935	9,181	2,124		3,724		1,945					3,254		6,019		6,626	338,136	379,945
19:30	8,935	35,864	8,669		3,724		1,945					3,254	2,599	3,364		10,095	301,496	379,945
19:45	8,935	32,145	12,388		3,724		1,945					3,254	2,599	3,364		10,095	301,496	379,945
20:00	82,671	14,924	7,844		6,191		1,945		3,724		1,945		2,599			14,041	244,061	379,945
20:30	85,043	15,394	3,719		6,191		1,945		3,724		1,945		2,599			11,808	247,578	379,945
21:00	80,842	13,449			3,724			5,626	5,723		1,945		10,410			13,735	244,490	379,945
21:30	73,766	12,141	2,116		3,724			5,626	5,723		1,945		10,410			17,033	247,462	379,945
22:00	56,659	8,757	2,116		3,724			1,902			1,945		10,410			14,042	280,390	379,945
22:30	48,861	8,757			3,724			1,902			1,945		4,469			12,427	297,861	379,945
23:00	25,449												2,467			0	352,029	379,945
23:30	9,558															0	370,387	379,945

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00		658														680	378,607	379,945
9:00-12:00	3,161	4,535										702	3,288			329	367,930	379,945
12:00-15:00	12,703	5,675					1,275	1,287				3,809	5,083		1,138	4,036	344,940	379,945
15:00-18:00	11,324	8,607	885				1,912	658	2,519			3,769	6,183	840		9,172	334,075	379,945
18:00	13,755	6,985	2,429				1,912	1,973	3,779			7,411	3,288			7,213	331,200	379,945
18:30	11,199	6,985	2,429		1,973		1,912	1,973	3,779			7,411	3,288			7,661	331,334	379,945
19:00	9,226	10,845	1,930		1,973		1,912					8,801	3,288			9,300	332,670	379,945
19:30	8,766	31,683	18,070				1,912		2,236			11,037	3,288			12,210	290,744	379,945
19:45	6,738	33,711	16,041				1,912		2,236			11,037	3,288			9,175	295,807	379,945
20:00	59,807	14,515	17,428				1,912	13,282	4,342			7,734	7,497	5,147		12,079	236,202	379,945
20:30	39,075	8,572	16,150		3,392		1,912	16,950	4,342			7,734	7,497	5,147	1,973	14,110	253,091	379,945
21:00	20,635	5,975	8,843			1,328	1,912	16,989	2,236			11,346	4,342	7,709	1,973	25,429	271,228	379,945
21:30	18,399	5,975	4,958			1,328	1,912	16,989				11,419	4,611	7,709		24,100	282,546	379,945
22:00	8,450	3,414	1,639			1,328	1,912	11,391				9,939	6,846	7,709		11,615	315,703	379,945
22:30	6,215	3,414	1,639			1,328		5,700				5,992	6,846	5,147		8,314	335,351	379,945
23:00								3,669								3,779	372,496	379,945
23:30								3,669								3,779	372,496	379,945

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
6:00-9:00	683	1,451										572				818	376,421	379,945
9:00-12:00	2,758	2,177										3,429				7,888	363,692	379,945
12:00-15:00	4,603	3,361			1,329				644			5,713	2,284	2,286		7,945	351,780	379,945
15:00-18:00	12,985	9,403	2,177		1,329	894			849			5,675	1,142			5,030	340,461	379,945
18:00	12,290	8,300	6,383	1,341					2,546			5,084				12,645	331,355	379,945
18:30	15,286	8,300	6,383	1,341					2,546			3,429				12,645	330,014	379,945
19:00	15,150	10,351	8,435	1,341				1,993	2,546		2,051	8,594		3,321		22,441	303,722	379,945
19:30	21,089	44,429	12,252					1,993	2,546			8,594		3,321		22,441	263,280	379,945
19:45	18,962	44,429	12,252					1,993	2,546			8,594		3,321		25,762	262,087	379,945
20:00	79,324	20,003	10,200					1,993			1,949	5,084	3,509	3,321		30,746	223,814	379,945
20:30	46,718	31,696	14,126					4,045	5,419		1,949	5,084	3,509	7,138		27,410	232,850	379,945
21:00	27,402	26,972	12,903		2,051			2,051	2,258		3,943	7,261	3,509	7,138		23,063	261,393	379,945
21:30	23,149	23,462	8,593					2,051	5,684		3,943	7,261	3,509	7,138		23,063	272,090	379,945
22:00	9,700	8,278	8,593					2,051	7,735		3,943	5,606		7,138		12,328	314,571	379,945
22:30	9,700	8,278						2,051	7,735		3,943	3,429		3,321		9,007	332,480	379,945
23:00	1,341	4,391					1,993	2,051	5,477							5,686	359,005	379,945
23:30		4,391						2,051	2,051							5,686	365,765	379,945

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

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

RADIO AUDIENCES – MONDAY

	Radju Malta	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	Foreign	Community	NONE	Total
MNight																		379,945	379,945
0:30																		379,945	379,945
1:00																		379,945	379,945
1:30																		379,945	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00																		379,945	379,945
3:30																		379,945	379,945
4:00																		379,945	379,945
4:30																		379,945	379,945
5:00																		379,945	379,945
5:30						2,091												377,854	379,945
6:00	2,219		2,219		2,715	7,849			1,687									363,256	379,945
6:30	5,603		7,218		2,715	7,849			1,687									354,872	379,945
7:00	5,603	3,492	6,478	4,699	10,413	7,849	1,687	2,501			6,288	1,968						328,967	379,945
7:30	5,603	5,460	8,688	1,687	12,099	7,849	1,687	2,501			3,514							330,857	379,945
8:00	5,603	3,495	4,259	5,464	17,991	13,416	1,687	2,501										325,528	379,945
8:30	5,603	3,495	4,259	5,464	16,602	13,416	1,687	2,501			4,834							322,083	379,945
9:00	8,450		4,259	5,996	16,024	9,881	3,777				8,411							323,147	379,945
9:30	6,282		4,259	5,996	12,133	9,881	3,777				3,577							334,040	379,945
10:00	8,538	2,091	2,169	5,996	12,133	9,536	3,777				3,577							332,128	379,945
10:30	6,282	2,091	2,169	5,996	12,133	9,536	3,777				3,577							334,385	379,945
11:00	4,250	2,091	2,169	5,996	12,133	6,483	1,687		1,797									343,340	379,945
11:30	4,250	2,091	2,169	5,996	12,133	6,483	1,687											345,137	379,945
Noon	3,905		5,705	1,687	4,928	4,392	1,687											357,641	379,945
12:30	3,905		5,705	1,687	4,928	4,392	1,687											357,641	379,945
1:00	7,683		6,229		9,912	4,392												351,729	379,945
1:30	7,683		6,229		7,702	4,392												353,939	379,945
2:00	2,219		4,197		4,928	2,301												366,300	379,945
2:30	2,219		4,197		8,442	2,301												362,786	379,945
3:00	2,219		3,400		7,565	2,301												364,460	379,945
3:30	2,219		3,400		4,928	2,301												367,097	379,945
4:00	2,219		3,400	1,987	2,595	2,301			2,169									365,275	379,945
4:30	2,219		3,400	1,987	2,595	2,301			2,169									365,275	379,945
5:00	2,219		3,400	3,674		2,301	2,031		2,169									364,151	379,945
5:30	2,219		3,400	1,687		4,390	2,031		2,169									364,050	379,945
6:00	3,905		3,400			2,088	2,031		2,169									366,351	379,945
6:30	3,905		5,701				2,031		2,169									366,138	379,945
7:00	5,592								2,169									372,184	379,945
7:30	5,592								2,169									372,184	379,945
8:00	1,687								2,169									376,090	379,945
8:30	1,687								2,169									376,090	379,945
9:00	1,687																	378,258	379,945
9:30	1,687																	378,258	379,945
10:00																		379,945	379,945
10:30																		379,945	379,945
11:00																		379,945	379,945
11:30																		379,945	379,945
Total Avg	2,812	506	2,335	1,375	4,120	3,172	765	208	560		704	41						363,347	379,945
maximum	8,538	5,460	8,688	5,996	17,991	13,416	3,777	2,501	2,169		8,411	1,968						379,945	
std.dev.	2,667	1,234	2,507	2,258	5,542	3,932	1,205	699	933		1,849	284						18,491	

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	Foreign	Community	NONE	Total
MNight																		379,945	379,945
0:30																		379,945	379,945
1:00																		379,945	379,945
1:30																		379,945	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00																		379,945	379,945
3:30																		379,945	379,945
4:00																		379,945	379,945
4:30																		379,945	379,945
5:00																		379,945	379,945
5:30																		379,945	379,945
6:00					2,484	1,945		1,945		2,484								371,087	379,945
6:30	5,357					1,945		4,393		2,484								365,766	379,945
7:00	5,357		5,316		18,074	3,253		5,702		2,484	3,343							336,417	379,945
7:30	5,357		4,552		14,710	3,253		5,702		2,484								343,887	379,945
8:00	11,322	6,230	10,528		17,526	8,452		2,449					0	3,724			2,484	317,230	379,945
8:30	11,322	6,230	14,957		6,142	8,452		2,449					0	3,724			2,484	324,185	379,945
9:00	11,271	6,230	10,397		3,618	12,398	3,665	2,449					0	3,724			2,484	323,709	379,945
9:30	11,271	8,433	10,397		3,618	12,398	3,665	2,449					0	3,724			2,484	321,506	379,945
10:00	9,326	7,451	8,452		3,724	12,398	3,665	2,449					0	3,724			2,484	326,272	379,945
10:30	9,326	7,451	8,452		3,724	12,398	3,665	2,449					0	3,724			2,484	326,272	379,945
11:00	7,250	5,248	8,452	1,615	3,724	5,198	1,945	2,449					0	3,724			2,484	337,857	379,945
11:30	7,250	5,248	8,452	1,615	3,724	5,198	1,945	2,449					0	3,724			2,484	337,857	379,945
Noon	1,615	3,346	9,275	1,615	3,724	5,198	1,945	4,393	1,945				0	3,724				343,166	379,945
12:30	3,616	3,346	5,198	1,615	3,724	5,198	1,945	4,393	1,945				0	3,724				345,242	379,945
1:00	4,924	3,346	3,889	1,615	2,484	5,773	5,199	4,393					0	3,724				344,597	379,945
1:30	4,924	3,346	3,889	1,615		5,773	5,199	4,393					0	3,724				347,081	379,945
2:00	3,616	3,346	3,889	1,615		5,773	5,199	4,393					0	3,724				348,389	379,945
2:30	1,615	3,346	3,889	1,615		5,773	5,199	4,393					0	3,724				350,390	379,945
3:00	5,357	3,346	7,144	1,615		3,889	1,945	4,393					0	3,724				348,532	379,945
3:30	5,357	3,346	7,144	1,615		3,889	1,945	4,393										352,257	379,945
4:00	1,615	5,462	7,144	1,615		7,144	1,945	4,393										350,628	379,945
4:30	1,615	5,462	7,144			7,144	1,945	4,393										352,243	379,945
5:00	1,615	3,346	5,199		5,032	3,255	3,847	4,393										353,259	379,945
5:30	1,615	3,346	5,199		2,548		1,945	4,393										360,899	379,945
6:00			2,476		5,912		1,945	1,945										367,667	379,945
6:30					4,664		1,945	2,124								2,116		369,097	379,945
7:00					4,510		1,945	4,069								2,116		367,306	379,945
7:30					4,510		1,945	4,069								2,116		367,306	379,945
8:00					2,116											2,116		375,713	379,945
8:30					2,116											2,116		375,713	379,945
9:00																		378,043	379,945
9:30																		379,945	379,945
10:00																		379,945	379,945
10:30																		379,945	379,945
11:00			2,484															377,461	379,945
11:30			2,484															377,461	379,945
Total Avg	2,748	2,019	3,467	370	2,550	3,044	1,345	2,130	81	207	70		1,164		220	414		360,076	379,945
maximum	11,322	8,433	14,957	1,615	18,074	12,398	5,199	5,702	1,945	2,484	3,343		3,724		2,116	2,484		379,945	
std.dev.	3,750	2,648	4,018	686	4,217	3,931	1,719	2,017	393	694	482		1,744		653	936		20,265	

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	Foreign	Community	NONE	Total
MNight																		379,945	379,945
0:30																		379,945	379,945
1:00																		379,945	379,945
1:30																		379,945	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00																		379,945	379,945
3:30																		379,945	379,945
4:00																		379,945	379,945
4:30																		379,945	379,945
5:00																		379,945	379,945
5:30			2,117															377,828	379,945
6:00			5,911										2,039					371,995	379,945
6:30			5,911									2,517	2,039					369,478	379,945
7:00	2,166		7,894		7,597	1,647	2,166		2,166			2,517						351,750	379,945
7:30	4,445	3,413	7,894		8,365	1,647	2,166		2,166		5,657	2,158						339,992	379,945
8:00	6,611		14,069	2,039	14,684	7,519	3,813		2,166		2,247	2,158				2,942		321,696	379,945
8:30	6,611		16,111	2,039	8,256	4,088	3,813		2,166		2,247						2,942	331,672	379,945
9:00	15,555	1,922	13,686	5,357	8,256	4,088	5,460		2,166		8,697						2,942	310,061	379,945
9:30	17,538		13,686	5,357	5,739	4,088	5,460	3,431	2,166		8,697						2,942	309,085	379,945
10:00	17,019	2,041	13,811	5,357	5,739	5,423	3,813	3,431	2,166		8,697						2,942	307,750	379,945
10:30	17,019	2,041	13,811	5,357	5,739	5,423	3,813		2,166		8,697						2,942	311,182	379,945
11:00	14,852	2,041	13,811	5,415	5,739	3,256	2,166		2,166		8,697						2,942	317,104	379,945
11:30	11,114	2,041	15,751	5,415	5,739	3,256	3,921		2,166		8,697						2,942	317,147	379,945
Noon	5,753		12,320	3,452	2,247	1,922	2,166		2,166		2,247							345,916	379,945
12:30	3,587		12,320	3,452	2,247	1,922	2,166		2,166		2,247							348,082	379,945
1:00			10,380	5,360	2,247	1,922	2,166		2,166		2,247							351,702	379,945
1:30		1,922	10,380	5,360	2,247	1,922	2,166		2,166		2,247							349,781	379,945
2:00			8,263	3,318	2,247		2,166				2,247							361,703	379,945
2:30			8,263	3,318	2,247		2,166				2,247							361,703	379,945
3:00			8,263	1,984	5,678		2,166		1,984		5,678							354,192	379,945
3:30			8,263	1,984	5,678		2,166		1,984		2,247							357,623	379,945
4:00			4,284	1,984	8,277		2,166		1,984		2,247							359,003	379,945
4:30			4,284	1,984	8,277		2,166		1,984		2,247							359,003	379,945
5:00			4,284	1,984	8,472						2,247							362,958	379,945
5:30			4,284	1,984	6,030						2,247							365,400	379,945
6:00											2,247							377,698	379,945
6:30											2,247							377,698	379,945
7:00									2,203		2,247							375,494	379,945
7:30									2,203		2,247							375,494	379,945
8:00											2,247							377,698	379,945
8:30											2,247							377,698	379,945
9:00											2,247							377,698	379,945
9:30																		379,945	379,945
10:00																		379,945	379,945
10:30																		379,945	379,945
11:00																		379,945	379,945
11:30																		379,945	379,945
Total Avg	2,547	321	5,001	1,510	2,745	1,003	1,214	143	889		2,260	195	85				490	361,092	379,945
maximum	17,538	3,413	16,111	5,415	14,684	7,519	5,460	3,431	2,203		8,697	2,517	2,039				2,942	379,945	
std.dev.	5,298	809	5,680	2,059	3,640	1,837	1,621	693	1,064		2,821	655	412				1,108	23,573	

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	Foreign	Community	NONE	Total
MNight		1,663																378,282	379,945
0:30		1,663																378,282	379,945
1:00		1,663																378,282	379,945
1:30		1,663																378,282	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00								2,736										377,209	379,945
3:30								2,736										377,209	379,945
4:00								2,736	2,139									375,071	379,945
4:30								2,736	2,139									375,071	379,945
5:00								2,736	2,139									375,071	379,945
5:30			3,836					2,736	2,139									371,234	379,945
6:00	5,505	2,269	1,772			1,959	3,486	2,736	2,139									360,079	379,945
6:30	5,505		1,772			1,959	3,486	2,736	2,139									362,348	379,945
7:00	9,623	3,447	9,397		7,595	4,098	3,486	2,736	2,139									337,425	379,945
7:30	9,623	3,447	9,397		10,292	1,959	5,490	2,736	2,139	2,971								331,892	379,945
8:00	13,088	8,214	22,681		11,339	5,311	7,678	2,736	4,079									301,467	379,945
8:30	13,088	8,214	22,681		4,811	5,311	7,678	2,736	4,079									307,995	379,945
9:00	13,006	3,447	28,545		2,542	5,311	7,496	2,736	4,079	3,727	2,971							302,734	379,945
9:30	13,006	3,447	28,545		2,542	5,311	7,496	2,736	4,079	3,727	2,971							302,734	379,945
10:00	11,343	3,447	25,218		6,269	7,314	7,496	2,736	4,079	3,727	2,971							301,993	379,945
10:30	11,343	3,447	25,218		6,269	7,314	7,496	2,736	4,079	3,727	2,971							301,993	379,945
11:00	11,343	3,447	26,566		6,269	7,314	5,308	4,079	3,727	2,971								305,569	379,945
11:30	11,343	3,447	28,791		2,542	7,314	5,308	4,079	3,727	2,971								307,071	379,945
Noon	3,465	3,447	21,471		0	2,003			1,941	3,727								343,891	379,945
12:30	3,465	3,447	21,205		0	2,003			1,941	3,727								344,157	379,945
1:00	5,653	3,447	18,980		0	2,003			1,941	3,727								344,194	379,945
1:30	3,465	3,447	18,980		0	2,003			1,941	3,727								346,382	379,945
2:00	3,465	3,447	13,901		3,465	2,003			1,941									351,723	379,945
2:30	3,465	3,447	13,901		3,465	2,003			1,941									351,723	379,945
3:00		3,447	13,901		3,465	2,003			1,941									355,188	379,945
3:30		3,447	13,901		3,465	2,003			1,941									355,188	379,945
4:00		3,447	13,901		3,465	2,003			1,941									355,188	379,945
4:30		3,447	13,901		3,465	2,003			1,941									355,188	379,945
5:00		3,447	13,901	2,139	3,465	5,084			1,941									349,969	379,945
5:30		3,447	13,901	2,139	3,465	5,084	2,003		1,941									347,965	379,945
6:00		5,716	8,462	7,736					1,941									356,090	379,945
6:30			8,462	5,598					1,941									363,945	379,945
7:00			6,690	5,598					1,941								1,663	364,053	379,945
7:30			3,353	6,945					1,941									367,706	379,945
8:00				1,348														378,597	379,945
8:30																		379,945	379,945
9:00																		379,945	379,945
9:30																		379,945	379,945
10:00									2,139									377,806	379,945
10:30									2,139									377,806	379,945
11:00																		379,945	379,945
11:30																		379,945	379,945
Total Avg	3,142	2,083	9,442	656	1,837	1,889	1,540	912	1,772		838	371					35	354,868	379,945
maximum	13,088	8,214	28,791	7,736	11,339	7,314	7,678	2,736	4,079		3,727	2,971					1,663	379,945	
std.dev.	4,748	2,129	10,063	1,851	2,868	2,422	2,751	1,303	1,371		1,558	993					240	26,599	

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	Foreign	Community	NONE	Total
MNight																		378,637	379,945
0:30																		378,637	379,945
1:00																		378,637	379,945
1:30																		378,637	379,945
2:00																		378,637	379,945
2:30																		378,637	379,945
3:00																		378,637	379,945
3:30																		378,637	379,945
4:00					2,656													375,981	379,945
4:30																		378,637	379,945
5:00																		379,945	379,945
5:30			1,945						1,615									376,386	379,945
6:00		2,116			1,884	1,945	1,308		3,229									369,463	379,945
6:30		5,734	1,999		1,884	1,945	1,308		3,229									363,846	379,945
7:00	5,339	7,735	1,999	6,715	5,248	1,945	1,308	5,840	4,825	3,343	3,240	3,724						323,750	379,945
7:30		3,885			8,611	1,945	1,308	5,840	4,825	3,343	10,955							334,298	379,945
8:00	4,284	9,241	3,254	2,116	13,177	5,834	1,308	5,840	6,770		4,351	5,810						317,959	379,945
8:30	2,160	12,584	4,543	2,116	2,599	5,834	1,308	5,840	6,770		1,884	2,467						331,839	379,945
9:00	6,045	9,241	4,543	2,116	7,607	14,774	3,253	5,840	5,461			2,467			2,467			316,129	379,945
9:30	6,045	9,241	5,852	2,116	2,599	14,774	3,253	5,840	5,461		2,524	2,467			2,467			317,305	379,945
10:00	6,045	9,241	5,852	2,116	2,599	12,872	3,253	5,840	5,461			2,467			2,467			321,731	379,945
10:30	6,045	9,241	5,852	2,116	4,652	12,872	3,253	5,840	5,461			2,467			2,467			319,678	379,945
11:00	5,886	9,241	5,852	2,116	7,307	11,564	4,561	5,840	3,517			2,467			2,467			319,126	379,945
11:30	5,886	9,241	7,851	2,116	2,599	11,564	4,561	5,840	3,517			2,467			2,467			321,835	379,945
Noon	4,003	7,242	5,775	2,116	2,599	11,743	4,777	3,724	3,517			2,467				3,346		328,637	379,945
12:30	4,003	7,242	3,776	2,116	2,599	9,619	4,777	3,724	3,517			2,467				3,346		332,760	379,945
1:00	4,003	7,242	5,391	2,116	2,599	8,310	1,308	3,724	1,615			2,467						341,170	379,945
1:30	4,003	10,585	5,391	2,116	2,599	8,310	1,308	3,724	1,615			2,467						337,827	379,945
2:00	2,001	7,242	4,082	2,116	2,599	8,310	1,308	3,724	1,615			2,467						344,479	379,945
2:30	2,001	7,242	4,082	5,479	2,599	8,310	1,308	3,724	1,615			2,467						341,116	379,945
3:00	2,001	7,242	6,083	2,116	2,599	8,310	1,308	3,724	1,615			2,467						342,478	379,945
3:30	2,001	7,242	6,083	2,116	2,599	8,310	1,308	7,448	1,615			2,467						338,754	379,945
4:00		7,365	3,616	2,116	2,599	5,834	1,308	3,724	1,615			2,467						349,300	379,945
4:30		5,241	3,616	2,116	2,599	5,834	1,308	3,724	1,615			2,467						351,424	379,945
5:00		2,001	3,616	4,115	4,715	5,834	5,434	2,599	1,615			2,467						347,549	379,945
5:30		2,001	3,616	4,115	2,599	5,834	5,434	2,599	1,615		2,053	2,467						347,612	379,945
6:00	1,615	2,001	1,615		2,599	3,889	5,434	2,599										360,193	379,945
6:30		2,001	1,615		2,599	3,889	3,310	2,599										363,932	379,945
7:00		2,001			2,599	3,889	1,308	2,599										365,933	379,945
7:30		2,001			2,599	3,889		2,599										367,242	379,945
8:00					2,599	3,254		2,599										371,492	379,945
8:30					2,599	3,254		2,599				2,599						368,893	379,945
9:00						3,254		2,599										374,091	379,945
9:30						3,254		2,599										374,091	379,945
10:00						3,254												376,691	379,945
10:30						3,254												376,691	379,945
11:00						3,254												376,691	379,945
11:30						3,254												376,691	379,945
Total Avg	1,528	3,805	2,248	1,175	2,340	4,875	1,478	2,612	1,736	139	521	1,229			308		139	355,265	379,945
maximum	6,045	12,584	7,851	6,715	13,177	14,774	5,434	7,448	6,770	3,343	10,955	5,810			2,467		3,346	379,945	
std.dev.	2,248	4,017	2,485	1,590	2,624	4,385	1,786	2,359	2,123	675	1,790	1,440			825		676	22,515	

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	Foreign	Community	NONE	Total
MNight																		379,945	379,945
0:30																		379,945	379,945
1:00																		379,945	379,945
1:30																		379,945	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00																		379,945	379,945
3:30																		379,945	379,945
4:00									1,973									377,972	379,945
4:30									1,973									377,972	379,945
5:00									1,973									377,972	379,945
5:30									1,973									377,972	379,945
6:00			1,930		2,695		4,002		1,973									369,344	379,945
6:30			3,842		2,695		4,002		1,973									367,433	379,945
7:00		2,029	8,313	1,639	4,471		5,976		1,973		2,521							353,024	379,945
7:30		2,029	3,842	4,200			4,002		1,973		2,521							361,378	379,945
8:00	2,236	3,392	9,776	4,927	13,747	2,107	3,301		4,080		5,916							330,463	379,945
8:30	2,236	3,392	9,776	4,927	13,747	4,373	3,301		4,080		5,916							328,197	379,945
9:00	17,639	3,392	13,388	5,319	13,154	6,285	5,332		6,187		7,586							301,663	379,945
9:30	17,639	3,392	13,388	5,319	13,154	6,285	5,332		6,187		7,586							301,663	379,945
10:00	17,376	3,392	12,791	5,319	17,301	4,373	5,332	2,236	6,187		5,082							300,555	379,945
10:30	17,376	3,392	12,791	5,319	17,301	4,373	5,332	2,236	6,187		5,082							300,555	379,945
11:00	15,403	3,392	11,152	5,334	14,607	4,373	5,332	2,236	6,187	2,192	5,082							304,655	379,945
11:30	15,403	3,392	13,183	5,334	14,607	4,373	5,332	2,236	6,187	2,192	5,082							302,624	379,945
Noon		3,392	9,222	2,485	3,392	2,107	6,139	3,779	4,135		5,082							340,211	379,945
12:30		3,392	9,165		3,392	2,107	4,166	3,779	2,029		5,082							346,833	379,945
1:00		3,392	14,166		6,867		1,973	3,779	1,745		2,521							345,501	379,945
1:30		3,392	15,495		6,867		1,973	3,779	1,745		2,521							344,172	379,945
2:00		3,392	13,859		3,392		1,973		1,745		2,521							353,062	379,945
2:30		3,392	8,626		3,392		1,973		1,745		2,521							358,295	379,945
3:00	2,031	3,392	6,197		3,392		1,973		1,745		2,521							358,694	379,945
3:30	2,031	3,392	6,197		3,392		4,166		1,745		2,521							356,501	379,945
4:00	2,031	5,031	6,197		3,392		1,973				2,521							358,800	379,945
4:30	2,031	3,392	4,223		3,392		1,973				2,521							362,412	379,945
5:00		3,392	6,590		3,392		1,973				2,521							362,076	379,945
5:30		3,392	6,590		3,392						2,521							364,050	379,945
6:00		3,392	1,973	1,930	2,561		3,303	2,192			2,521							362,072	379,945
6:30		3,392	1,973	1,930	2,561		3,303	2,192										364,593	379,945
7:00		3,392	1,973		2,561		4,630	2,192										365,195	379,945
7:30		3,392	1,973		2,561		4,630	2,192										365,195	379,945
8:00			1,973		2,561		3,303											372,107	379,945
8:30			4,002				3,303											372,640	379,945
9:00			1,973				3,303											374,669	379,945
9:30			1,973															377,972	379,945
10:00																		379,945	379,945
10:30																		379,945	379,945
11:00																		379,945	379,945
11:30																		379,945	379,945
Total Avg	2,363	1,815	4,969	1,125	3,915	849	2,346	684	1,619	91	1,881							358,288	379,945
maximum	17,639	5,031	15,495	5,334	17,301	6,285	6,139	3,779	6,187	2,192	7,586							379,945	
std.dev.	5,572	1,727	5,119	2,020	5,239	1,806	2,128	1,254	2,103	443	2,320							25,379	

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	Foreign	Community	NONE	Total
MNight																		379,945	379,945
0:30																		379,945	379,945
1:00																		379,945	379,945
1:30																		379,945	379,945
2:00																		379,945	379,945
2:30																		379,945	379,945
3:00																		379,945	379,945
3:30																		379,945	379,945
4:00																		379,945	379,945
4:30																		379,945	379,945
5:00																		379,945	379,945
5:30																		379,945	379,945
6:00									1,655									378,290	379,945
6:30	5,379								1,655									372,911	379,945
7:00	5,379	4,547	7,830		2,258				9,743									350,188	379,945
7:30	5,379	4,189	7,830		4,189	1,993		2,214	5,960									348,191	379,945
8:00	1,655	6,699	9,229	2,128	3,429	4,045		2,214	5,960									344,587	379,945
8:30	1,655	4,189	9,229	4,077	3,429	1,993			5,960									349,412	379,945
9:00	6,009	4,887	9,229	4,077	6,041	4,539		3,336	4,121									334,370	379,945
9:30	6,009	4,887	9,229	2,128	6,041	4,539		3,336	5,776									334,664	379,945
10:00	4,354	8,428	9,229	2,128	6,859	4,539		3,336	5,776									335,296	379,945
10:30	4,354	10,597	9,229	2,128	6,859	4,539		3,336	5,776									333,128	379,945
11:00	4,354	5,472	5,342	2,128	3,429	4,539		3,336	5,776	2,051						2,546		340,971	379,945
11:30	4,354	5,472	7,888	2,128	3,429	2,546		3,336	5,776	2,051						2,546		340,419	379,945
Noon		5,472	6,547	0	9,775		3,336		5,776									346,862	379,945
12:30		5,472	6,547	0	9,775				3,783									352,191	379,945
1:00	4,296	3,817	4,001	0	6,750				3,783									355,121	379,945
1:30	4,296	3,817	4,001	0	3,429				2,128									360,097	379,945
2:00	2,128	7,326	4,001	0	3,429				3,783									357,101	379,945
2:30	2,128	7,326	4,001	0	3,429				3,783									357,101	379,945
3:00	1,993	3,817	6,050	0	3,429				1,655									360,824	379,945
3:30		3,817	6,050	0	3,429				1,655									362,817	379,945
4:00		11,144	4,100	0	3,429	4,208			1,655									355,409	379,945
4:30		7,326	4,100	0	3,429	4,208			1,655									359,226	379,945
5:00		3,817	2,051	0	5,478	4,208			1,655									362,736	379,945
5:30		3,817	2,051	0	5,478	1,949			1,655									364,994	379,945
6:00		3,817		0	3,429	1,949												370,749	379,945
6:30		3,817		0	3,429	1,949												370,749	379,945
7:00		3,817	2,049	0	3,429													370,650	379,945
7:30		3,817		0	3,429													372,699	379,945
8:00		3,817		0	7,138													368,990	379,945
8:30		3,817		0	3,709													372,419	379,945
9:00		3,817		0	3,709							2,104						370,315	379,945
9:30		3,817		0	3,709							2,104						370,315	379,945
10:00												2,104						377,841	379,945
10:30												2,104						377,841	379,945
11:00												2,104						377,841	379,945
11:30												2,104						377,841	379,945
Total Avg	1,328	3,268	2,913	436	2,900	1,078	69	509	2,019	85		263					106	364,469	379,945
maximum	6,009	11,144	9,229	4,077	9,775	4,539	3,336	3,336	9,743	2,051		2,104					2,546	379,945	
std.dev.	2,092	3,018	3,532	1,045	2,734	1,742	481	1,168	2,555	414		703					514	15,188	

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00																	379,945	379,945
6:30																	379,945	379,945
7:00																	379,945	379,945
7:30																	379,945	379,945
8:00	3,400																376,545	379,945
8:30	3,400																376,545	379,945
9:00	6,773	2,031															371,140	379,945
9:30	6,773	2,031	1,687														369,453	379,945
10:00	5,087	2,031	1,687									1,367					369,773	379,945
10:30	5,087	2,031	1,687									1,367					369,773	379,945
11:00	3,400	2,031	1,687									1,367					371,460	379,945
11:30	3,400	2,031	1,687									1,367					371,460	379,945
Noon	1,367	2,031														3,577	372,970	379,945
12:30	1,367	4,288														3,577	370,713	379,945
1:00	4,420	5,655														3,577	366,293	379,945
1:30	4,420	5,655	1,687													3,577	364,606	379,945
2:00	6,452	4,288	1,687													5,190	362,328	379,945
2:30	6,452	4,288	1,687													5,190	362,328	379,945
3:00	15,445	2,257	1,687													5,190	355,367	379,945
3:30	15,445	2,257														5,190	357,053	379,945
4:00	3,831											3,718		2,031		2,091	368,273	379,945
4:30	1,687											3,718		2,031		2,091	370,418	379,945
5:00			1,687								4,179	3,398		4,693			365,988	379,945
5:30			1,687								4,179	3,398		4,693			365,988	379,945
6:00	7,516		3,777					3,890	2,031		2,091	3,455		4,693	2,144	3,013	347,334	379,945
6:30	7,516		3,777					3,890	2,031		2,091	4,822		7,288	2,144	5,590	340,794	379,945
7:00	6,079	3,784	5,462					3,890			2,091	8,398	3,124	4,626	4,739	7,622	330,130	379,945
7:30	21,552	29,844	15,119		3,623			6,527			2,091	8,398	5,215	4,626	4,739	7,622	270,588	379,945
7:45	21,552	29,844	15,119		3,623			6,527			2,091	8,398	5,215	4,626	4,739	7,622	270,588	379,945
8:00	86,972	18,855	9,657		3,623			2,637			2,091	12,289	5,215	2,091	4,739	17,804	213,973	379,945
8:30	60,557	13,732	6,617		3,623		3,013	4,855			3,777	18,642	1,687	2,091	4,739	31,814	224,798	379,945
9:00	42,262	9,340	7,225		5,842		3,013	7,112	3,514		1,687	21,244	5,577		5,924	35,665	231,540	379,945
9:30	32,503	9,642	4,563		4,475		3,013	2,219	3,514			17,544	5,577		5,924	33,678	257,293	379,945
10:00	16,930	9,642	1,968		2,257			2,219				9,816	5,577		3,780	26,179	301,578	379,945
10:30	7,183	1,367						2,219				8,130			3,780	26,050	331,217	379,945
11:00	2,210							2,219				4,634				7,467	363,415	379,945
11:30								2,219				4,634				7,467	365,625	379,945
Total Avg	8,389	3,448	1,874		552		184	1,029	226		538	3,063	759	888	967	5,242	352,785	379,945
maximum	86,972	29,844	15,119		5,842		3,013	7,112	3,514		4,179	21,244	5,577	7,288	5,924	35,665	379,945	
std.dev.	16,367	6,755	3,502		1,420		730	1,960	796		1,155	5,221	1,822	1,836	1,906	9,406	44,256	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00																	379,945	379,945
6:30																	379,945	379,945
7:00		1,945															378,000	379,945
7:30		1,945										3,618					374,382	379,945
8:00	1,945	1,945						2,116								3,768	370,172	379,945
8:30	1,945	1,945						2,116								3,768	370,172	379,945
9:00	1,615	1,308	1,720					2,116								3,768	369,418	379,945
9:30	1,615	1,308	1,720					2,116								3,768	369,418	379,945
10:00	1,615	1,308	1,720					2,116					2,548			3,768	366,870	379,945
10:30	1,615	1,308	1,720					2,116					2,548			3,768	366,870	379,945
11:00	1,615	1,308	1,720					2,116					2,548			3,768	366,870	379,945
11:30	1,615	1,308	1,720					2,116					2,548			3,768	366,870	379,945
Noon		3,192						2,116					2,548			6,252	365,837	379,945
12:30		3,192						2,116					2,548			6,252	365,837	379,945
1:00	1,720	5,137				1,615		2,116								5,383	363,975	379,945
1:30	1,720	5,137				1,615		2,116				3,618				7,867	357,873	379,945
2:00	1,720	5,137				1,615		2,116				5,742				7,867	355,749	379,945
2:30	1,720	5,137				1,615		2,116				5,742				5,383	358,233	379,945
3:00	14,939	5,137				1,615		2,116				5,742				5,357	345,040	379,945
3:30	11,686	7,138				1,615		2,116				5,742				5,357	346,292	379,945
4:00		5,194						2,116				2,124				9,908	360,604	379,945
4:30		5,194	1,615					2,116				6,013				6,166	358,841	379,945
5:00		7,317	2,923					2,116				4,069				6,166	357,354	379,945
5:30		7,317	2,923					2,116				4,069		3,255		6,166	354,099	379,945
6:00	4,105	7,317	5,047					2,116				1,945	2,884			2,548	353,983	379,945
6:30	4,105	7,317	3,739					2,116				1,945	2,884			2,548	355,291	379,945
7:00	18,562	14,679	11,666	1,999				3,424				5,965	2,884			3,424	317,342	379,945
7:30	26,391	46,095	16,202					3,424				5,965	2,884			3,424	275,560	379,945
7:45	26,391	41,432	16,569	2,001				3,424				5,965	2,884			3,424	277,855	379,945
8:00	94,526	16,170	12,657		2,484			3,424				6,181	4,768			7,042	232,693	379,945
8:30	79,030	16,170	12,657		2,484			5,584				7,489	6,884			7,042	242,604	379,945
9:00	70,627	8,650	11,826		2,484			8,018			3,724	3,253	9,044	3,240		9,293	249,786	379,945
9:30	61,747	6,447	9,665		2,484			10,221			3,724	3,253	6,928	3,240		11,893	260,342	379,945
10:00	27,559	1,884	2,053					10,221	3,255		3,724	3,253	2,160			11,893	313,944	379,945
10:30	11,295	1,884	2,053					4,276	3,255		3,724	1,945				5,563	345,951	379,945
11:00		1,884						2,116				1,945		1,902			372,099	379,945
11:30		1,884						2,116						1,902		1,945	372,099	379,945
Total Avg	9,621	5,136	2,488	82	203	198		2,098	133		304	1,951	1,214	276		3,639	352,603	379,945
maximum	94,526	46,095	16,569	2,001	2,484	1,615		10,221	3,255		3,724	7,489	9,044	3,255		11,893	379,945	
std.dev.	21,650	9,031	4,584	400	687	535		2,334	651		1,030	2,472	2,106	855		3,371	39,526	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	375,334	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																2,039	377,906	379,945
5:30																2,039	377,906	379,945
6:00	2,517															2,517	374,911	379,945
6:30	2,517																377,428	379,945
7:00																	379,945	379,945
7:30																	379,945	379,945
8:00	2,166											1,647				2,039	374,093	379,945
8:30	2,166											1,647				4,080	372,051	379,945
9:00	2,166											1,647				4,080	372,051	379,945
9:30	2,166											1,647				4,080	372,051	379,945
10:00	2,166											1,647				4,025	372,107	379,945
10:30	2,166											1,647				4,025	372,107	379,945
11:00	2,166		2,517									1,647				1,984	371,631	379,945
11:30	2,166		2,517													1,984	373,278	379,945
Noon	2,517															6,680	370,749	379,945
12:30	2,517	1,754														6,680	368,994	379,945
1:00	1,984	3,872						2,039								4,696	367,354	379,945
1:30	1,984	3,872						2,039								6,737	365,313	379,945
2:00	1,984	3,872						2,039	2,158							6,737	363,155	379,945
2:30	1,984	3,872						2,039	2,158							6,737	363,155	379,945
3:00	8,784	3,872	2,278					2,039		3,320						4,983	354,669	379,945
3:30	8,741	6,038	2,278					2,039		3,320						4,983	352,546	379,945
4:00	8,039	6,038	2,278					2,039		3,320		2,041				12,105	344,085	379,945
4:30	8,039	6,038	1,647					4,205		3,320	2,166	4,159		2,651		12,105	335,614	379,945
5:00	9,745	2,166	3,631					4,205			2,166	4,159				10,768	343,105	379,945
5:30	9,745	2,166	5,278					4,205			2,166	4,159				10,657	341,568	379,945
6:00	3,872	4,106	7,775					2,166			2,166	9,735				6,676	343,448	379,945
6:30	3,872	6,148	6,128					2,166			2,166	11,382				4,025	344,058	379,945
7:00	5,913	13,034	6,128					3,921	3,691		2,166	5,806				4,260	335,026	379,945
7:30	7,590	27,413	15,893					7,352	3,691		2,166	3,688				5,486	306,666	379,945
7:45	7,590	27,413	15,893					7,352	3,691		0	3,688				5,486	308,832	379,945
8:00	81,322	30,124	7,857					5,597			2,166	5,727	5,541			16,841	224,769	379,945
8:30	56,867	38,503	4,025					7,581	2,117		2,166	5,727	11,457			25,852	225,649	379,945
9:00	44,411	19,140	4,025					2,166	4,276	2,166	4,284	5,727	5,916			28,785	259,049	379,945
9:30	38,862	21,257	4,025						4,276	2,166	2,117	8,669	2,117			28,589	267,865	379,945
10:00	17,500	8,927							2,117	2,166	2,117	4,981	2,442			18,213	321,481	379,945
10:30	8,296	2,041							2,117	2,166	2,117	4,981				16,291	341,935	379,945
11:00										2,166		2,942				0	374,837	379,945
11:30										2,166		2,942				0	374,837	379,945
Total Avg	7,439	4,932	1,922					1,330	618	536	615	2,082	561	54		5,863	353,898	379,945
maximum	81,322	38,503	15,893					7,581	4,276	3,320	4,284	11,382	11,457	2,651		28,785	379,945	
std.dev.	15,629	9,157	3,657					2,150	1,303	1,101	1,075	2,844	2,000	379		7,330	38,441	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00													2,180				377,765	379,945
6:30	2,542												2,180				375,224	379,945
7:00	4,680												2,180				373,085	379,945
7:30	4,680	2,062											2,180				371,023	379,945
8:00	4,680	6,290											2,180				366,795	379,945
8:30	4,680	6,290											2,180				366,795	379,945
9:00	4,680	6,290											2,180			1,348	365,447	379,945
9:30	4,680	6,290											2,180			1,348	365,447	379,945
10:00	4,680	6,290	1,348										2,180			1,348	364,099	379,945
10:30	4,680	6,290	1,348										2,180			1,348	364,099	379,945
11:00	4,680	6,290	1,348										2,180			4,084	361,363	379,945
11:30	4,680	6,290	1,348										2,180			2,736	362,711	379,945
Noon	6,640	4,229	1,348										2,180			2,736	362,813	379,945
12:30	6,640	6,188	1,348										2,180			2,736	360,854	379,945
1:00	6,640	10,475					2,139						2,180			4,797	353,715	379,945
1:30	6,640	10,475					2,139						2,180			4,797	353,715	379,945
2:00	6,640	10,654					2,139				1,663		2,180			7,878	348,791	379,945
2:30	6,640	8,516					2,139				1,663		2,180			7,878	350,930	379,945
3:00	17,997	6,290					2,139	3,443					2,180			7,878	340,017	379,945
3:30	12,085	6,290					2,139	3,443					2,180			7,878	345,929	379,945
4:00	4,680	6,290					2,139	4,791					2,180	2,225		7,412	350,227	379,945
4:30	4,680	6,290					2,139	4,791					2,180	2,225		7,412	350,227	379,945
5:00	4,680	7,954	9,181				2,139	6,795					2,180	2,225			344,792	379,945
5:30	6,344	10,179	9,181				2,139	6,795					2,180	2,225			340,903	379,945
6:00	6,344	11,147	11,140			2,971	2,139	3,351					2,180	2,225		7,482	330,966	379,945
6:30	6,344	11,147	13,279			2,971	2,139	3,351					2,180	2,225		7,482	328,828	379,945
7:00	9,355	14,690	9,705			2,971	2,139	2,003			2,003		5,626	2,225		9,544	319,682	379,945
7:30	15,461	51,662	13,407				2,139	2,003	3,443		2,003		3,447	2,225		12,515	271,640	379,945
7:45	15,461	51,662	19,004				2,139	2,003	3,443		2,003		3,447	2,225		12,515	266,042	379,945
8:00	92,502	38,554	17,625				4,200	6,161	7,376		2,059	3,011	5,110	2,225		21,519	179,600	379,945
8:30	62,835	39,855	7,823				4,200	11,889	7,110	2,269	2,059	5,015	8,126	2,225		21,519	205,018	379,945
9:00	51,384	36,759	2,225				2,062	11,889	5,447	2,269	2,059	3,667	9,790	2,225		23,357	226,811	379,945
9:30	45,673	26,905	2,225				2,062	11,573	5,447	2,269	2,059	1,663	9,790	2,225		25,627	242,426	379,945
10:00	13,508	8,847					2,062	9,570		2,269	2,059			2,225		15,457	323,948	379,945
10:30	8,241	6,380					2,062	8,222			2,059			2,225		9,239	341,515	379,945
11:00	3,447		1,348					2,062								5,887	367,202	379,945
11:30			1,348					2,062								2,269	374,266	379,945
Total Avg	9,596	9,058	2,563			182	994	2,167	659	185	443	273	2,082	681		5,062	346,001	379,945
maximum	92,502	51,662	19,004			2,971	4,200	11,889	7,376	2,269	2,059	5,015	9,790	2,225		25,627	379,945	
std.dev.	17,496	13,037	4,955			720	1,228	3,502	1,864	628	834	987	2,284	1,036		6,776	47,431	

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00																	379,945	379,945
6:30																	379,945	379,945
7:00																	379,945	379,945
7:30																	379,945	379,945
8:00																	379,945	379,945
8:30																	379,945	379,945
9:00		1,308															378,637	379,945
9:30		1,308															378,637	379,945
10:00	2,548	1,308	1,945													1,720	372,424	379,945
10:30	2,548	1,308	1,945													1,720	372,424	379,945
11:00	2,548	1,308	1,945													1,720	372,424	379,945
11:30	2,548	1,308	1,945													1,720	372,424	379,945
Noon	4,432	1,308														0	374,205	379,945
12:30	4,432	1,308														0	374,205	379,945
1:00	4,432	3,384														0	372,129	379,945
1:30	4,432	3,384														0	372,129	379,945
2:00	6,556	3,384	2,124				1,945									2,160	363,776	379,945
2:30	6,556	3,384	2,124				1,945									2,160	363,776	379,945
3:00	23,044	3,384	2,124				1,945									4,161	345,287	379,945
3:30	15,180	3,384	2,124				4,069									6,106	349,083	379,945
4:00	5,066	1,308					2,124					2,467				3,946	365,033	379,945
4:30	7,722	1,308	2,124					2,599				2,467				3,946	359,778	379,945
5:00	5,123	1,308	2,124					2,599								1,945	366,846	379,945
5:30	2,467	1,308	2,124													1,945	372,101	379,945
6:00	4,466	7,632	2,124		3,724		1,945									5,486	354,567	379,945
6:30	2,467	5,084	2,124		3,724		1,945									5,486	359,114	379,945
7:00	8,935	9,181	2,124		3,724		1,945					3,254		6,019		6,626	338,136	379,945
7:30	8,935	35,864	8,669		3,724		1,945					3,254	2,599	3,364		10,095	301,496	379,945
7:45	8,935	32,145	12,388		3,724		1,945					3,254	2,599	3,364		10,095	301,496	379,945
8:00	82,671	14,924	7,844		6,191		1,945		3,724		1,945		2,599			14,041	244,061	379,945
8:30	85,043	15,394	3,719		6,191		1,945		3,724		1,945		2,599			11,808	247,578	379,945
9:00	80,842	13,449			3,724			5,626	5,723		1,945		10,410			13,735	244,490	379,945
9:30	73,766	12,141	2,116		3,724			5,626	5,723		1,945		10,410			17,033	247,462	379,945
10:00	56,659	8,757	2,116		3,724			1,902			1,945		10,410			14,042	280,390	379,945
10:30	48,861	8,757			3,724			1,902			1,945		4,469			12,427	297,861	379,945
11:00	25,449												2,467			0	352,029	379,945
11:30	9,558															0	370,387	379,945
Total Avg	12,168	4,068	1,344		937		523	413	386		238	300	991	260		3,145	355,171	379,945
maximum	85,043	35,864	12,388		6,191		4,069	5,626	5,723		1,945	3,254	10,410	6,019		17,033	379,945	
std.dev.	23,479	7,511	2,435		1,817		973	1,256	1,338		644	908	2,622	1,076		4,797	40,420	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00																	379,945	379,945
6:30																	379,945	379,945
7:00																	379,945	379,945
7:30																	379,945	379,945
8:00		1,973														2,107	375,865	379,945
8:30		1,973														1,973	375,998	379,945
9:00	4,741	4,535											3,288			1,973	365,407	379,945
9:30	4,741	4,535											3,288				367,381	379,945
10:00	4,741	4,535											3,288				367,381	379,945
10:30	4,741	4,535											3,288				367,381	379,945
11:00		4,535										2,107	3,288				370,016	379,945
11:30		4,535										2,107	3,288				370,016	379,945
Noon	1,912	4,535						1,930				4,536	5,200			2,107	359,726	379,945
12:30	3,240	6,642						1,930				4,536	5,200				358,398	379,945
1:00	18,229	5,719					1,912	1,930				2,429	3,288		3,414		343,025	379,945
1:30	18,229	5,719					1,912	1,930				2,429	3,288		3,414		343,025	379,945
2:00	18,291	5,719					1,912					4,460	6,762			9,053	333,749	379,945
2:30	16,317	5,719					1,912					4,460	6,762			13,057	331,718	379,945
3:00	19,841	7,631					1,912					2,429	6,762			17,725	323,645	379,945
3:30	21,996	7,631					1,912					2,429	6,762			17,725	321,489	379,945
4:00	6,395	9,604	1,328				1,912		3,779			2,429	6,762			7,761	339,974	379,945
4:30	6,395	9,604	1,328				1,912		3,779			2,429	6,762			7,761	339,974	379,945
5:00	6,657	7,631	1,328				1,912	1,973	3,779			6,448	6,762	2,521		2,031	338,903	379,945
5:30	6,657	9,542	1,328				1,912	1,973	3,779			6,448	3,288	2,521		2,031	340,466	379,945
6:00	13,755	6,985	2,429				1,912	1,973	3,779			7,411	3,288			7,213	331,200	379,945
6:30	11,199	6,985	2,429		1,973		1,912	1,973	3,779			7,411	3,288			7,661	331,334	379,945
7:00	9,226	10,845	1,930		1,973		1,912					8,801	3,288			9,300	332,670	379,945
7:30	8,766	31,683	18,070				1,912		2,236			11,037	3,288			12,210	290,744	379,945
7:45	6,738	33,711	16,041				1,912		2,236			11,037	3,288			9,175	295,807	379,945
8:00	59,807	14,515	17,428				1,912	13,282	4,342			7,734	7,497	5,147		12,079	236,202	379,945
8:30	39,075	8,572	16,150		3,392		1,912	16,950	4,342			7,734	7,497	5,147	1,973	14,110	253,091	379,945
9:00	20,635	5,975	8,843			1,328	1,912	16,989	2,236			11,346	4,342	7,709	1,973	25,429	271,228	379,945
9:30	18,399	5,975	4,958			1,328	1,912	16,989				11,419	4,611	7,709		24,100	282,546	379,945
10:00	8,450	3,414	1,639			1,328	1,912	11,391				9,939	6,846	7,709		11,615	315,703	379,945
10:30	6,215	3,414	1,639			1,328		5,700				5,992	6,846	5,147		8,314	335,351	379,945
11:00								3,669								3,779	372,496	379,945
11:30								3,669								3,779	372,496	379,945
Total Avg	7,457	5,080	1,977		150	108	780	2,128	777			3,052	2,886	890	220	4,777	349,664	379,945
maximum	59,807	33,711	18,070		3,392	1,328	1,912	16,989	4,342			11,419	7,497	7,709	3,414	25,429	379,945	
std.dev.	11,358	6,841	4,760		616	367	949	4,652	1,506			3,809	2,753	2,197	774	6,683	36,333	

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																	379,945	379,945
0:30																	379,945	379,945
1:00																	379,945	379,945
1:30																	379,945	379,945
2:00																	379,945	379,945
2:30																	379,945	379,945
3:00																	379,945	379,945
3:30																	379,945	379,945
4:00																	379,945	379,945
4:30																	379,945	379,945
5:00																	379,945	379,945
5:30																	379,945	379,945
6:00																	379,945	379,945
6:30																	379,945	379,945
7:00		2,177															377,768	379,945
7:30		2,177															377,768	379,945
8:00	2,049	2,177														2,454	373,265	379,945
8:30	2,049	2,177										3,429				2,454	369,836	379,945
9:00	3,586	2,177										3,429				4,964	365,789	379,945
9:30	3,586	2,177										3,429				8,473	362,280	379,945
10:00	3,586	2,177										3,429				8,473	362,280	379,945
10:30	1,931	2,177										3,429				8,473	363,935	379,945
11:00	1,931	2,177										3,429				8,473	363,935	379,945
11:30	1,931	2,177										3,429				8,473	363,935	379,945
Noon	9,631	1,993										3,429		3,429		3,509	357,953	379,945
12:30	9,631	1,993										3,429		3,429		6,830	354,632	379,945
1:00	2,128	4,045			1,993				1,931			6,855	3,426	3,429		10,166	345,972	379,945
1:30	2,128	4,045			1,993				1,931			6,855	3,426	3,429		10,166	345,972	379,945
2:00	2,051	4,045			1,993							6,855	3,426			10,166	351,408	379,945
2:30	2,051	4,045			1,993							6,855	3,426			6,830	354,744	379,945
3:00	12,784	9,955	2,177		1,993	1,341						6,855	3,426			3,509	337,904	379,945
3:30	12,784	9,955	2,177		1,993	1,341						6,855	3,426			3,509	337,904	379,945
4:00	15,315	9,955	2,177		1,993	1,341						5,084				3,509	340,570	379,945
4:30	13,146	9,955	2,177		1,993	1,341						5,084				3,509	342,739	379,945
5:00	15,274	8,300	2,177						2,546			5,084				8,070	338,493	379,945
5:30	8,610	8,300	2,177						2,546			5,084				8,070	345,158	379,945
6:00	12,290	8,300	6,383	1,341					2,546			5,084				12,645	331,355	379,945
6:30	15,286	8,300	6,383	1,341					2,546			3,429				12,645	330,014	379,945
7:00	15,150	10,351	8,435	1,341				1,993	2,546	2,051		8,594		3,321		22,441	303,722	379,945
7:30	21,089	44,429	12,252					1,993	2,546			8,594		3,321		22,441	263,280	379,945
7:45	18,962	44,429	12,252					1,993	2,546			8,594		3,321		25,762	262,087	379,945
8:00	79,324	20,003	10,200					1,993			1,949	5,084	3,509	3,321		30,746	223,814	379,945
8:30	46,718	31,696	14,126					4,045	5,419		1,949	5,084	3,509	7,138		27,410	232,850	379,945
9:00	27,402	26,972	12,903		2,051			2,051	2,258	3,943	7,261	3,509	7,138			23,063	261,393	379,945
9:30	23,149	23,462	8,593					2,051	5,684	3,943	7,261	3,509	7,138			23,063	272,090	379,945
10:00	9,700	8,278	8,593					2,051	7,735	3,943	5,606		7,138			12,328	314,571	379,945
10:30	9,700	8,278						2,051	7,735	3,943	3,429		3,321			9,007	332,480	379,945
11:00	1,341	4,391					1,993	2,051	5,477							5,686	359,005	379,945
11:30		4,391						2,051	2,051							5,686	365,765	379,945
Total Avg	8,292	6,972	2,310	82	367	109	41	496	1,185		443	3,273	706	1,202		7,408	347,059	379,945
maximum	79,324	44,429	14,126	1,341	2,051	1,341	1,993	4,045	7,735		3,943	8,594	3,509	7,138		30,746	379,945	
std.dev.	13,922	10,532	4,177	325	782	371	285	973	2,065		1,158	2,979	1,409	2,214		8,355	40,843	