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MALTA
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT
FEBRUARY 2016**

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1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

For the broadcasting season starting October 2015, the Authority made arrangements with the N.S.O. so that data is collected for one month within a specific quarter and a report detailing the salient results is published at the end of that broadcasting quarter.

For this broadcasting season 2015-2016 the second set of data was collected between Monday 1st and Monday 29th February, both days included. Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers who were instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and were instructed to callback individuals up to 3 times before interviewing the next person in their list. This is mainly required to avoid any bias that could be introduced between the actual demographics of interviewed people and the desired sample.

As in previous audience assessments, the N.S.O. selected the sample, administered the survey and collected the data and, while allowing for a 50% response rate, selected a stratified random sample based on gender, age, and district population distribution. A total of forty daily respondents were compiled giving a total sample of 1,160 questionnaires.

For February 2016, 50.72% of all contacted persons accepted to participate while 3.24% refused. The youngest person interviewed was 12 years old while the eldest person contacted was 90 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate					
	Feb 2016		Oct 2015	Jul 2015	Feb 2015
Responses	Quest.	%	%	%	%
Accepted	1,160	50.72%	45.17%	54.34%	51.31%
Refusal	74	3.24%	5.39%	4.03%	2.11%
Non Contact	340	14.87%	24.59%	21.74%	15.85%
Unreachable	706	30.87%	17.63%	18.89%	30.65%
Ineligible	7	0.31%	7.21%	1.01%	0.09%
Contacted	2,287	50.72%	100%	100%	100%
Not Used	33				
Total	2,320				

For the data-set of February 2015 a response rate of 50.72%, an estimated population size of 387,690 [aged 12 years and over], and a 95% confidence level, the sample of 1,160 interviewees has a margin of error of $\pm 2.87\%$.

Margin of Error							
Total	[n]	1160					
	[±]	2.87%					
Gender		Male	Female				
	[n]	579	581				
	[±]	4.07%	4.06%				
Age-Group		12-20	21-30	31-50	51-70	71+	
	[n]	145	151	358	312	194	
	[±]	8.14%	7.97%	5.18%	5.55%	7.03%	
District		South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
	[n]	217	343	178	160	176	86
	[±]	6.65%	5.29%	7.34%	7.75%	7.38%	10.57%
Weekday		Mondays	Tuesdays	Wednesdays	Thursdays	Fridays	Saturdays
	[n]	201	158	161	158	158	162
	[±]	6.91%	7.79%	7.72%	7.79%	7.79%	7.70%

[Based on the weighted sample]

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

Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	121	66	55	26	32	16	14	26	7
	10.4%	12.6%	8.6%	11.9%	10.1%	8.7%	8.4%	14.4%	7.4%
	100.0%	54.5%	45.5%	21.5%	26.4%	13.2%	11.6%	21.5%	5.8%
21-30	127	56	71	25	27	24	18	20	13
	10.9%	10.7%	11.1%	11.4%	8.5%	13.1%	10.8%	11.0%	13.7%
	100.0%	44.1%	55.9%	19.7%	21.3%	18.9%	14.2%	15.7%	10.2%
31-50	317	147	170	58	82	47	51	53	26
	27.3%	28.2%	26.6%	26.5%	25.9%	25.7%	30.7%	29.3%	27.4%
	100.0%	46.4%	53.6%	18.3%	25.9%	14.8%	16.1%	16.7%	8.2%
51-70	365	152	213	74	97	52	56	55	31
	31.5%	29.1%	33.4%	33.8%	30.7%	28.4%	33.7%	30.4%	32.6%
	100.0%	41.6%	58.4%	20.3%	26.6%	14.2%	15.3%	15.1%	8.5%
71+	230	101	129	36	78	44	27	27	18
	19.8%	19.3%	20.2%	16.4%	24.7%	24.0%	16.3%	14.9%	18.9%
	100.0%	43.9%	56.1%	15.7%	33.9%	19.1%	11.7%	11.7%	7.8%
Total	1160	522	638	219	316	183	166	181	95
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	45.0%	55.0%	18.9%	27.2%	15.8%	14.3%	15.6%	8.2%

Weighted Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	145	81	64	27	46	19	20	25	8
	12.5%	14.0%	11.0%	12.6%	13.5%	10.7%	12.3%	14.2%	9.0%
	100.0%	56.0%	44.0%	18.8%	31.9%	13.2%	13.6%	17.2%	5.3%
21-30	151	68	83	26	40	29	23	20	14
	13.0%	11.8%	14.2%	11.9%	11.6%	16.0%	14.3%	11.3%	16.7%
	100.0%	45.3%	54.7%	17.1%	26.2%	18.9%	15.1%	13.2%	9.5%
31-50	358	185	174	63	102	61	50	60	23
	30.9%	31.9%	29.9%	28.9%	29.8%	34.4%	31.2%	33.8%	26.3%
	100.0%	51.5%	48.5%	17.5%	28.5%	17.1%	13.9%	16.6%	6.3%
51-70	312	148	164	68	85	38	45	50	26
	26.9%	25.6%	28.3%	31.3%	24.9%	21.1%	28.4%	28.2%	30.3%
	100.0%	47.4%	52.6%	21.7%	27.3%	12.1%	14.5%	15.9%	8.4%
71+	194	97	97	33	69	32	22	22	15
	16.7%	16.7%	16.7%	15.4%	20.2%	17.7%	13.8%	12.5%	17.7%
	100.0%	49.9%	50.1%	17.2%	35.8%	16.3%	11.3%	11.4%	7.9%
Total	1160	579	581	217	343	178	160	176	86
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

Population Demographics									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	48,438	27,149	21,289	9,111	15,443	6,385	6,570	8,341	2,588
	12.5%	14.0%	11.0%	12.6%	13.5%	10.7%	12.3%	14.2%	9.0%
	100.0%	56.0%	44.0%	18.8%	31.9%	13.2%	13.6%	17.2%	5.3%
21-30	50,549	22,880	27,669	8,646	13,224	9,559	7,648	6,651	4,819
	13.0%	11.8%	14.2%	11.9%	11.6%	16.0%	14.3%	11.3%	16.7%
	100.0%	45.3%	54.7%	17.1%	26.2%	18.9%	15.1%	13.2%	9.5%
31-50	119,684	61,679	58,005	20,934	34,120	20,475	16,643	19,926	7,586
	30.9%	31.9%	29.9%	28.9%	29.8%	34.4%	31.2%	33.8%	26.3%
	100.0%	51.5%	48.5%	17.5%	28.5%	17.1%	13.9%	16.6%	6.3%
51-70	104,317	49,434	54,884	22,674	28,518	12,598	15,170	16,627	8,730
	26.9%	25.6%	28.3%	31.3%	24.9%	21.1%	28.4%	28.2%	30.3%
	100.0%	47.4%	52.6%	21.7%	27.3%	12.1%	14.5%	15.9%	8.4%
71+	64,702	32,270	32,431	11,133	23,174	10,549	7,344	7,387	5,114
	16.7%	16.7%	16.7%	15.4%	20.2%	17.7%	13.8%	12.5%	17.7%
	100.0%	49.9%	50.1%	17.2%	35.8%	16.3%	11.3%	11.4%	7.9%
Total	387,690	193,413	194,277	72,499	114,480	59,566	53,376	58,932	28,837
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

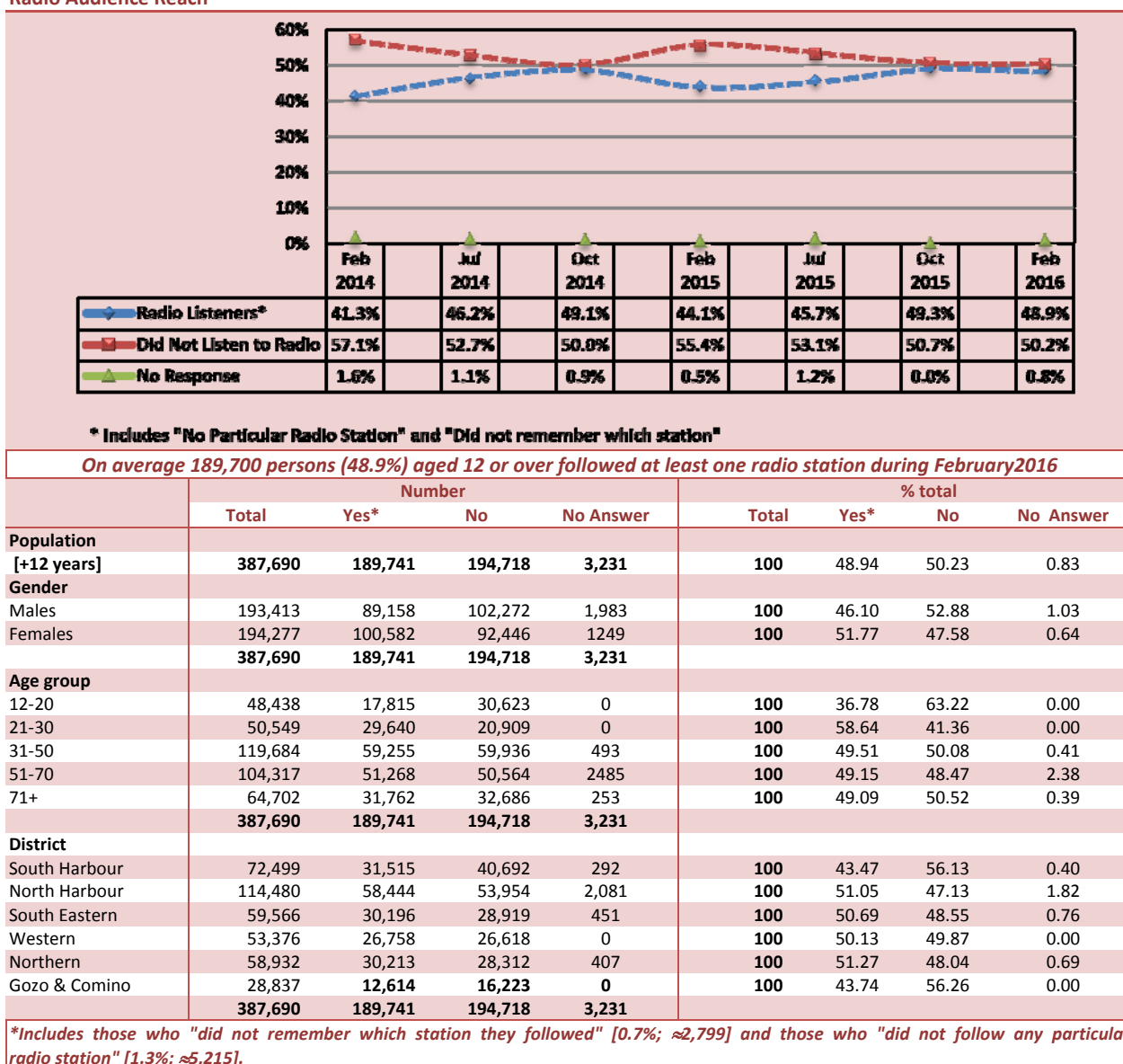
[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1 RADIO AUDIENCE REACH

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station. During February 2016, 48.9% stated that they had listened to radio the day before the interview while 50.2% categorically stated that they had not listened to radio the previous day. This means that a total of 189,700 persons, aged 12 or over, followed at least one radio station the previous day. On the other hand 18 respondents [≈5,463; 1.4%] replied that they do not have a radio set. Compared to previous data, there was a very minimal decrease of 0.4% of radio listeners over that of October 2015 but there was an increase of 4.8% over the equivalent period last year (February 2015) - see below:

Radio Audience Reach



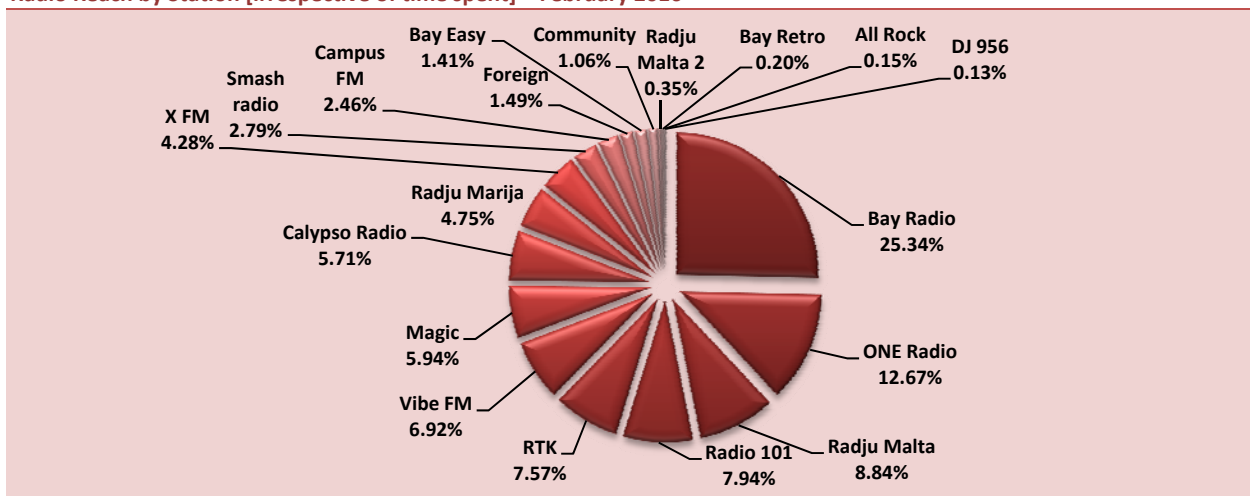
Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,160 respondents, only 49 listeners named a second station while just 1 respondent named a third radio station. This reveals a tendency that in general listeners tend to follow a particular radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

Percentage Reach by Radio Station																
	Ranking	Total %	Gender		Age Groups					District						
			Male	Female	12-20	21-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino	
Radju Malta	[3]	8.8	7.2	10.3	2.0	9.2	2.5	15.6	13.2	10.8	5.7	13.4	9.7	8.2	7.8	
Radju Malta 2	[16]	0.3	0.4	0.3		0.9		0.8						2.2		
Magic	[7]	5.9	5.5	6.3		6.0	9.6	7.3		3.4	6.2	9.4	4.5	8.1		
ONE Radio	[2]	12.7	12.9	12.4	2.2	1.2	6.9	18.9	30.4	16.9	10.0	15.0	11.3	10.1	17.9	
Radio 101	[4]	7.9	8.5	7.5	2.2		6.4	9.6	19.3	1.8	12.2	3.0	10.3	7.5	10.6	
Bay Radio	[1]	25.3	26.6	24.2	79.8	38.8	34.2	4.1		25.6	25.6	27.6	20.5	25.6	27.8	
Calypso Radio	[8]	5.7	5.3	6.1		1.5	4.9	12.0	4.3	8.7	5.5	2.6	9.9	4.1	2.2	
RTK	[5]	7.6	7.6	7.5	2.2	0.9	4.7	10.9	17.1	8.2	8.3	7.6	3.9	8.3	8.4	
Smash Radio	[11]	2.8	2.5	3.0		4.9	4.6	2.0		3.8	1.0	5.2	3.5	2.4	2.2	
Radju Marija	[9]	4.8	2.8	6.5	2.2		1.7	8.1	11.1	8.4	4.6	4.2	4.3	3.4	2.1	
Campus FM	[12]	2.5	3.0	2.0		2.1	1.3	4.5	3.0	2.0	2.9	3.0	2.4	2.5		
Vibe FM	[6]	6.9	5.6	8.1	2.2	24.8	8.5			2.7	8.0	6.4	3.6	11.1	10.1	
X FM	[10]	4.3	6.4	2.5	5.0	6.7	8.8			4.6	4.1		11.3	3.4	2.2	
Bay Easy	[14]	1.4	2.7	0.3		0.9	3.5	0.7			2.8	1.3	1.4	0.9		
Bay Retro	[17]	0.2	0.4		2.2						0.6					
All Rock	[18]	0.2		0.3			0.5								2.2	
DJ 956	[19]	0.1		0.3				0.5					1.0			
Community	[15]	1.1	0.8	1.3			0.5	2.8	0.9	0.9	2.0				4.3	
Foreign	[13]	1.5	1.9	1.2		2.1	1.3	2.2	0.8	2.0	0.4	1.3	2.5	2.1	2.1	
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

Bay Radio has attracted the largest amount of radio listeners [25.3%], or one-fourth of all radio listeners with 50,200 listeners. This station was followed by ONE Radio with 12.7% of all listeners and Radju Malta with 8.8%. 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 2016



2.2 RADIO AUDIENCE SHARES

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

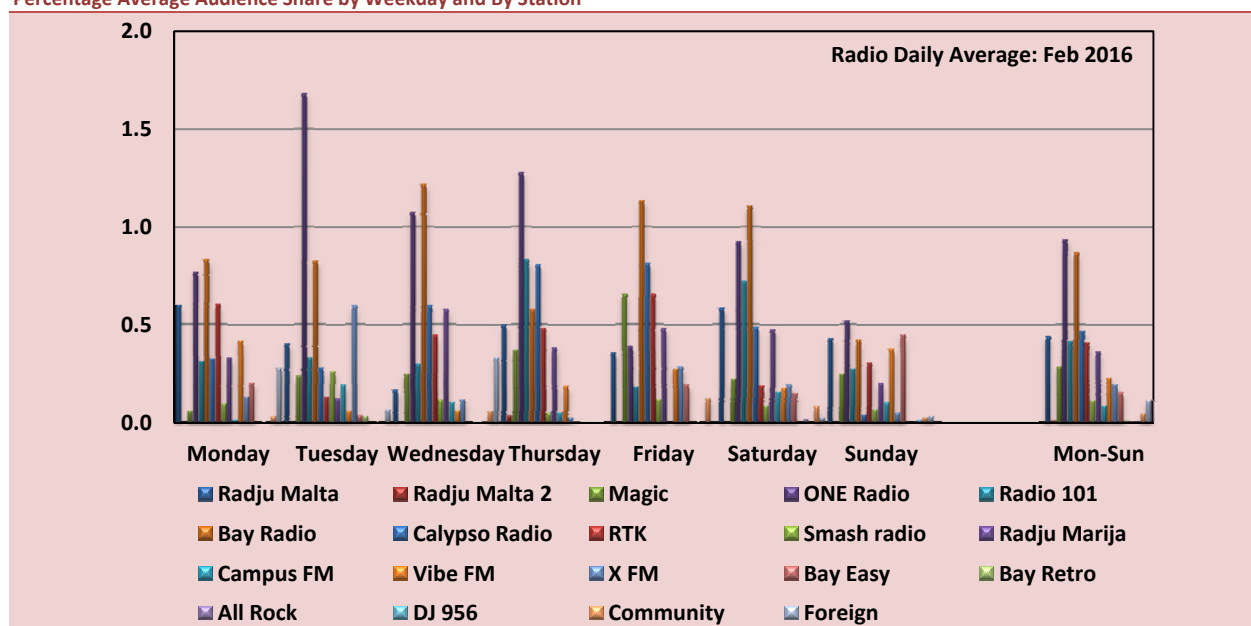
2.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. ONE Radio attained the highest total weekly average amongst all stations with 0.936% followed by Bay Radio [0.867%] and Calypso Radio [0.467%]. ONE Radio had the highest average amongst all stations on Tuesdays, Thursdays and Sundays with Tuesdays (1.680%) being its highest average. Bay Radio had the highest average amongst all stations on Mondays, Wednesdays, Fridays, and Saturdays with its highest average being on Wednesdays (1.216%).

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	Radju Malta	Radju Malta 2	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ 956	Community Station	Foreign	Highest
Monday	0.598		0.054	0.767	0.311	0.828	0.321	0.603	0.089	0.328	0.008	0.415	0.125	0.198				0.025	0.274	0.828
Tuesday	0.401		0.234	1.680	0.327	0.822	0.277	0.128	0.256	0.115	0.187	0.056	0.594	0.031	0.030			0.000	0.061	1.680
Wednesday	0.163		0.244	1.071	0.292	1.216	0.593	0.445	0.111	0.573	0.101	0.056	0.114					0.055	0.329	1.216
Thursday	0.496	0.030	0.367	1.274	0.830	0.573	0.803	0.479	0.044	0.382	0.046	0.181	0.021							1.274
Friday	0.356		0.653	0.385	0.180	1.132	0.808	0.654	0.114	0.476	0.000	0.269	0.281	0.189				0.119		1.132
Saturday	0.581		0.219	0.924	0.719	1.108	0.483	0.183	0.080	0.472	0.152	0.168	0.188	0.147		0.011		0.076	0.021	1.108
Sunday	0.428	0.010	0.242	0.514	0.270	0.415	0.036	0.304	0.059	0.196	0.097	0.372	0.043	0.447			0.010	0.022	0.028	0.514
Mon-Sun	0.438	0.006	0.280	0.936	0.414	0.867	0.467	0.406	0.107	0.361	0.082	0.225	0.192	0.148	0.004	0.002	0.001	0.042	0.107	0.936
Highest	0.598	0.030	0.653	1.680	0.830	1.216	0.808	0.654	0.256	0.573	0.187	0.415	0.594	0.447	0.030	0.011	0.010	0.119	0.329	

Percentage Average Audience Share by Weekday and By Station

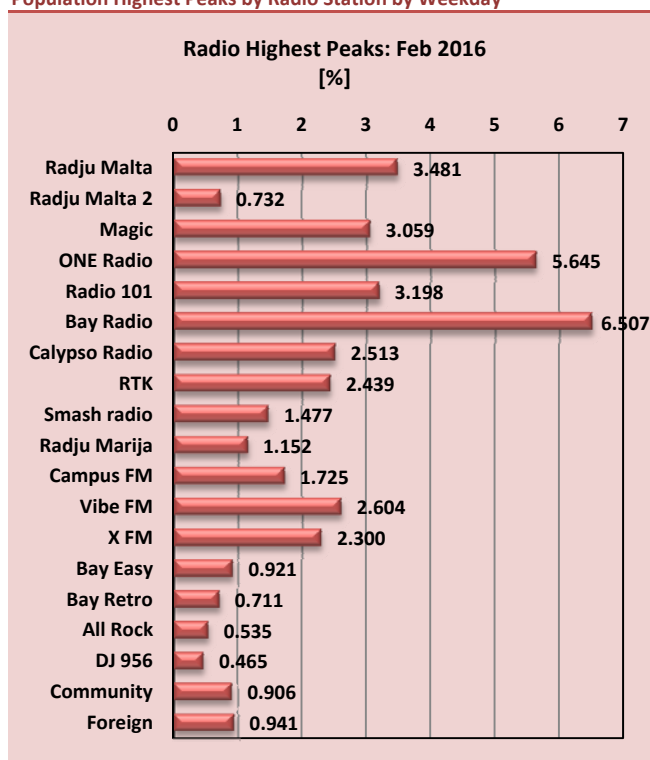


2.2. B PEAK AUDIENCES BY STATION

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

Taking the highest peak for each station, Bay Radio had its highest peak of all audiences by station on Saturdays with 6.507% and had the highest peak amongst all the stations for the rest of the weekdays except for Tuesdays and Thursdays. ONE Radio had the next highest peak of 5.645% on Tuesdays and also had the highest peak amongst all stations on Thursdays with 4.649%.

Population Highest Peaks by Radio Station by Weekday



Percentage Highest Peaks by Radio Station by Weekday

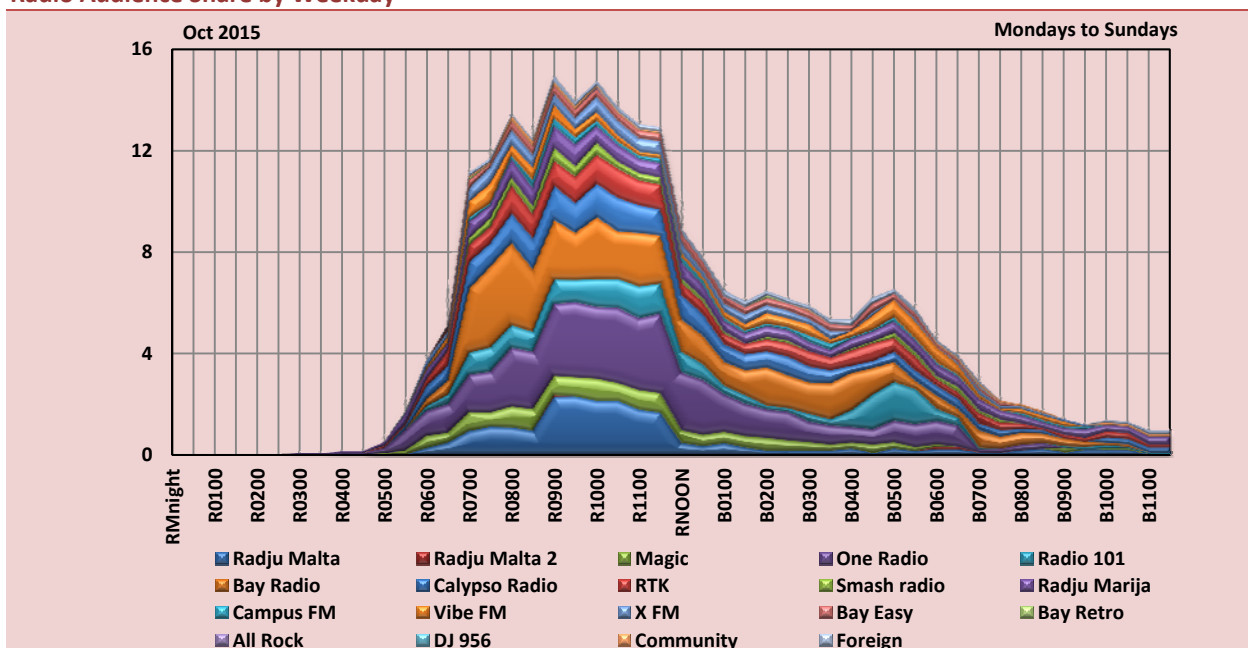
HIGHEST PEAKS [%]	Radju Malta	Radju Malta 2	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ 956	Community Station	Foreign	Highest
Monday	2.765		0.686	3.029	2.574	4.071	1.545	1.999	0.890	0.990	0.397	1.678	0.564	0.921				0.399	0.941	4.071
Tuesday	2.722		1.240	5.645	2.192	4.562	0.984	1.420	1.477	0.867	1.112	0.733	2.300	0.744	0.711				0.732	5.645
Wednesday	1.423		2.072	4.155	1.900	5.546	2.237	2.264	1.228	1.068	1.725	1.254	1.457					0.660	0.751	5.546
Thursday	2.585	0.732	1.374	4.649	2.550	3.711	2.513	1.460	0.524	1.048	0.454	2.447	0.509							4.649
Friday	1.662		3.059	1.339	0.704	4.454	1.868	2.439	0.859	1.152		2.604	1.363	0.647				0.647		4.454
Saturday	3.481		1.324	3.388	3.198	6.507	2.051	1.019	0.703	1.050	1.128	1.182	1.380	0.884		0.535		0.906	0.494	6.507
Sunday	2.889	0.486	1.296	3.059	1.589	3.172	0.858	1.538	0.735	0.933	1.009	1.995	0.735	0.858			0.465	0.520	0.486	3.172
Highest	3.481	0.732	3.059	5.645	3.198	6.507	2.513	2.439	1.477	1.152	1.725	2.604	2.300	0.921	0.711	0.535	0.465	0.906	0.941	
Feb 2015	4.527		3.015	7.452	2.002	4.514	3.540	1.987	1.785	2.512	0.801	2.625	1.392							
±	-1.046		0.043	-1.807	1.196	1.993	-1.027	0.452	-0.307	-1.361	0.924	-0.020	0.908							

2.2. C RADIO AUDIENCE SHARE BY HALF-HOUR SLOTS

Audiences were not registered for all the half-hour slots. Before 6:00am audiences were minimal throughout the week and overall increased from 3.718% at 6:00am to 11.116% at 7:00am. Audiences then peaked at 8:00am [13.396%] and the highest amount was reached at 9:00am with 14.925% of all radio listeners. This level of radio listening was maintained till 10:00am [14.719%] until 11:30am [12.891%]. Audiences gradually decreased to 6.156% at 5:00pm and to 2.118% at 7:30pm. Night-time radio audiences after 11:00pm were less than 1.0%.

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

Radio Audience Share by Weekday



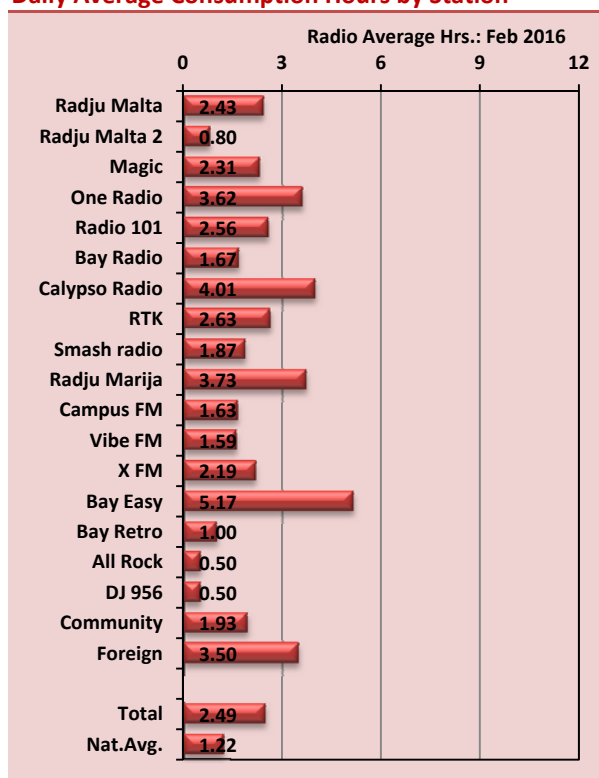
2.2.D DAILY AVERAGE HOURS OF RADIO CONSUMPTION

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

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

Although Bay Radio attracted the highest amount of listeners [25.3%] these listeners were mostly below 50 years old and their average hours of radio listening was at 1.67hrs for February. On the other hand, ONE Radio attracted the second highest amount of listeners [12.7%] who, on average, have spent 3.62hrs listening to this station.

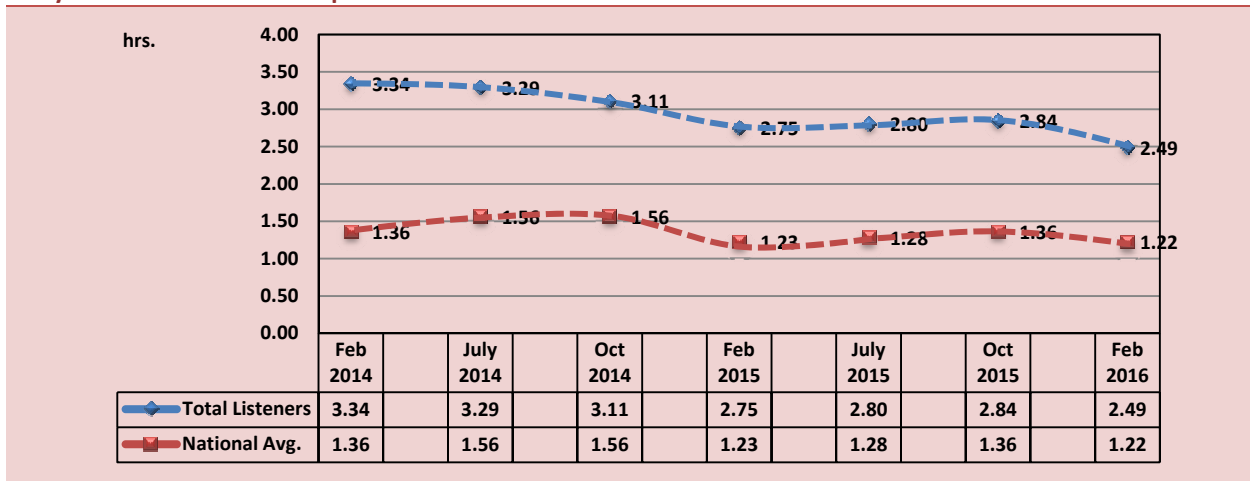
Daily Average Consumption Hours by Station



The highest average of hours spent was attained by Bay Easy which ranked fourteenth by radio reach of all radio stations [1.41%] at 5.17hrs per radio listener.

The average amount of hours over all radio listeners results to 2.49hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.22hrs.

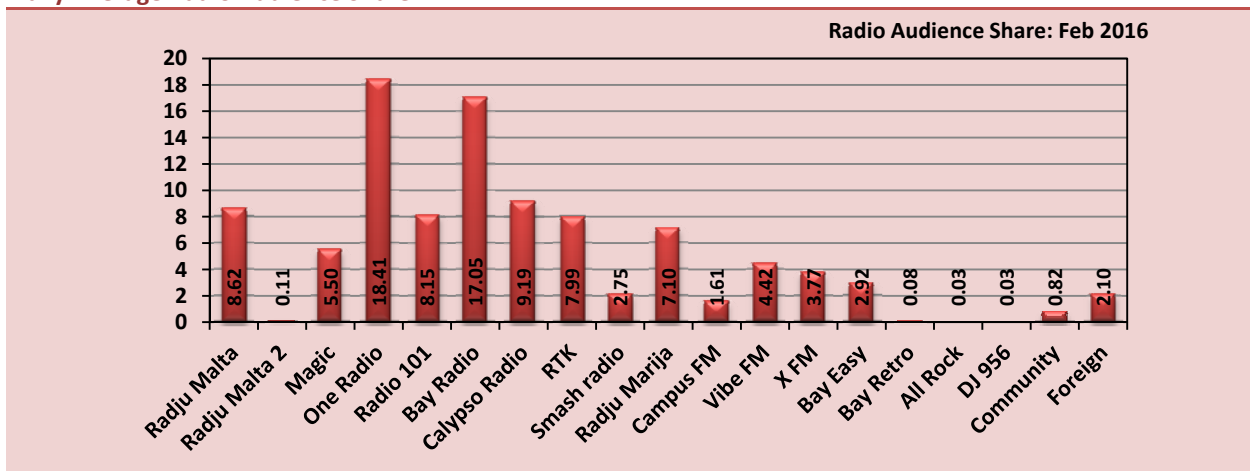
Daily Hours of Radio Consumption



2.2. E RADIO STATIONS AUDIENCE SHARE

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

Daily Average Radio Audience Share



Overall, ONE Radio ranked first with 18.41% of all audiences, followed by Bay Radio [17.05%]; Calypso Radio [9.19%]; Radju Malta [8.62%]; Radio 101 [8.15%]; RTK [7.99%]; Radju Marija [7.10%]; Magic [5.50%]; Vibe FM [4.42%]; XFM [3.77%]; Bay Easy [2.92%]; Smash Radio [2.75%]; and Campus FM [1.61%].

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

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

RADIO AUDIENCES – MONDAYS

Radio Residues - Week 10	Radio Residues - Week 10																				
	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ 956	Community	Foreign	NONE	TOTAL
			'000																		
>6:00			1	1						1									1	384	388
6:00-9:00	3		2	6	2	8	4	3	1	4		1	2	2					3	350	388
9:00-12:00	11			10	1	8	4	6	3	3	1	4	1	3					2	342	388
12:00-15:00	3			5	1	4	3	4		2		3		3					2	361	388
15:00-18:00	2			3	6	3	1	5				4		1				1	3	361	388
18:00-21:00	2			2	2	5		3		3		3	2					1		367	388
21:00-24:00	2				1	1		2		1		1	1							381	388

RADIO AUDIENCES – TUESDAYS

[illegible]

RADIO AUDIENCES – WEDNESDAYS

[illegible]

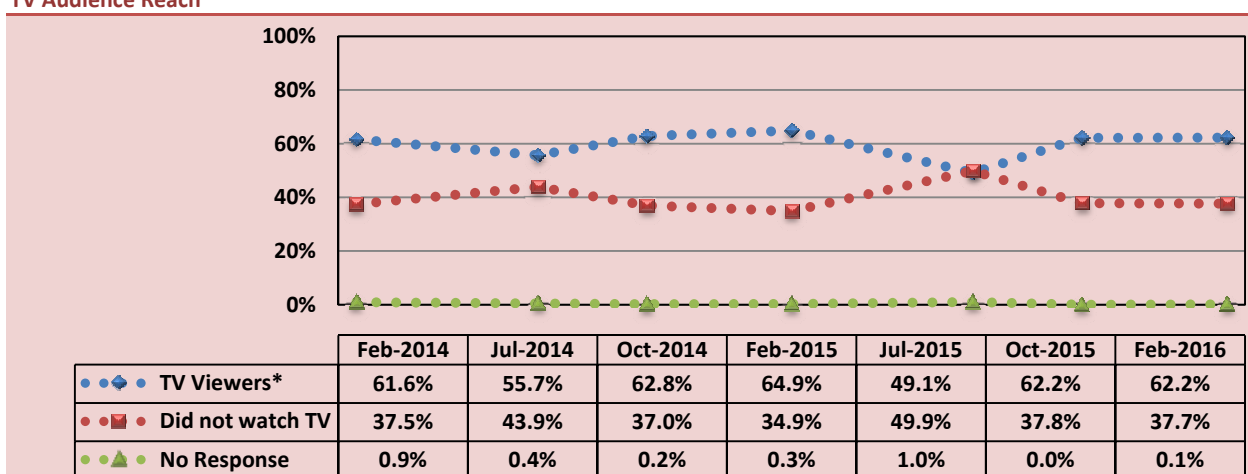
[illegible][illegible][illegible][illegible]

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 2016, 62.2% stated that they had watched television the day before the interview. This means that the same level of audiences were maintained since the start of this broadcasting season in October 2015; on the other hand there was a decrease of 2.7% over the same period last year; while another 37.7% categorically stated that they had not watched any TV station. This means that a total of 241,300 persons aged 12 or over, followed at least one TV station. On the other hand 6 respondents [≈2,388; 0.6%] 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 241,300 persons (62.2%) aged 12 or over followed at least one TV station during February 2016

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	387,690	241,307	145,996	388	100	62.24	37.66	0.10
Gender								
Males	193,413	116,489	76,537	388	100	60.23	39.57	0.20
Females	194,277	124,818	69,459	0	100	64.25	35.75	0.00
	387,690	241,307	145,996	388				
Age group								
12-20	48,438	23,146	25,292	0	100	47.78	52.22	0.00
21-30	50,549	20,554	29,607	388	100	40.66	58.57	0.77
31-50	119,684	71,061	48,623	0	100	59.37	40.63	0.00
51-70	104,317	75,591	28,726	0	100	72.46	27.54	0.00
71+	64,702	50,955	13,746	0	100	78.75	21.25	0.00
	387,690	241,307	145,996	388				
District								
South Harbour	72,499	43,780	28,719	0	100	60.39	39.61	0.00
North Harbour	114,480	77,554	36,926	0	100	67.74	32.26	0.00
South Eastern	59,566	35,861	23,705	0	100	60.20	39.80	0.00
Western	53,376	33,037	20,339	0	100	61.89	38.11	0.00
Northern	58,932	34,626	23,919	388	100	58.76	40.59	0.66
Gozo & Comino	28,837	16,450	12,387	0	100	57.04	42.96	0.00
	387,690	241,307	145,996	388				

*Includes those who "did not remember which station they followed" [0.9%; ≈3,509] and those who "did not follow any particular TV station" [3.3%; ≈12,742].

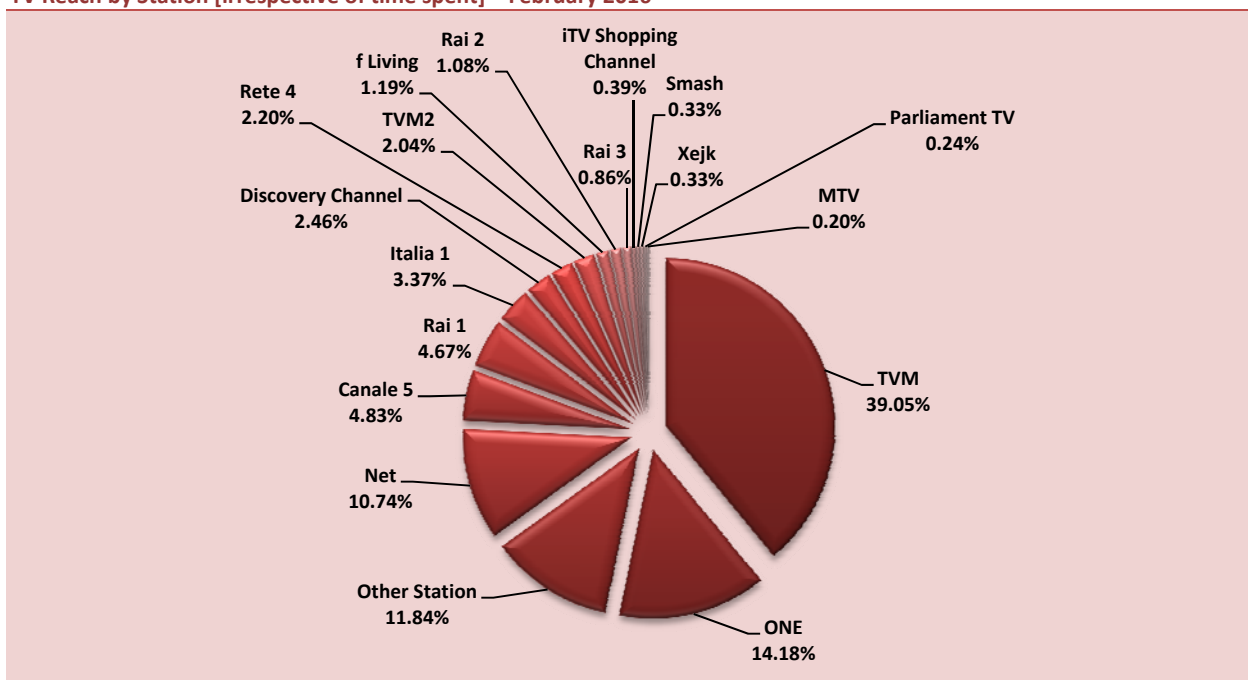
Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 273 viewers named a second station while another 82 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below.

Percentage Reach by TV Station															
		Total %	Gender		Age Groups					District					
			Male	Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	1	39.05	35.10	42.84	52.17	52.26	40.93	36.63	32.47	39.27	39.02	43.09	40.26	33.37	39.54
ONE	2	14.18	14.13	14.22		3.09	10.74	17.49	20.97	17.73	11.91	17.22	14.50	9.35	19.02
Net	4	10.74	10.77	10.72	4.38	3.08	7.32	12.24	16.86	5.85	13.44	8.82	11.41	12.46	10.04
Smash	15	0.33		0.64			0.31	0.24	0.69	0.94	0.23		0.56		
TVM 2	10	2.04	3.23	0.90	5.40	1.26	1.84	2.53	0.64	4.60	1.16	1.01	1.06	3.61	
iTV	14	0.39	0.44	0.33			0.33	0.22	0.96		0.66		0.56		1.50
f Living	11	1.19	1.16	1.22			0.84	1.79	1.41	1.78	1.46	0.47	1.18	0.48	1.39
Xejk	16	0.33	0.18	0.47			0.56	0.24	0.38	0.48		1.07			1.44
Parliament TV	17	0.24		0.48				0.22	0.72	0.48	0.23		0.56		
Sub [%]		68.49	65.01	71.83	61.95	59.68	62.88	71.61	75.11	71.12	68.12	71.69	70.10	59.27	72.94
Rai 1	6	4.67	4.22	5.09	3.19	1.76	2.47	8.15	3.14	4.00	5.16	3.43	3.44	7.03	4.27
Rai 2	12	1.08	1.00	1.16			1.80	1.63		0.95	1.47	0.47	1.12	0.78	1.44
Rai 3	13	0.86	1.00	0.73			0.59	0.70	1.99	0.99	0.80	1.01	0.58	1.33	
Rete 4	9	2.20	1.56	2.81		3.02	1.27	2.28	3.69	1.89	2.98	1.48	1.12	3.56	
Canale 5	5	4.83	3.14	6.45	1.59	1.69	8.12	4.30	3.65	4.75	4.88	4.02	4.87	5.82	4.27
Italia 1	7	3.37	4.41	2.38	5.96	16.20	4.12	0.23	2.83	4.75	2.53	5.44	2.63	0.85	6.57
Discovery Ch.	8	2.46	4.68	0.33	7.39	1.63	4.05	1.41	0.82	2.08	1.15	2.24	6.32	2.56	1.82
MTV	18	0.20		0.38	1.14		0.41				0.34			0.59	
Other Station	3	11.84	14.97	8.84	18.79	16.01	14.30	9.69	8.77	9.46	12.57	10.22	9.82	18.21	8.70
Sub [%]		31.51	34.99	28.17	38.05	40.32	37.12	28.39	24.89	28.88	31.88	28.31	29.90	40.73	27.06
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100
<i>Based on TV Viewers including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.</i>															

TVM has attracted the largest amount of TV-viewers [39.05%] with approximately 130,100 viewers. This station was followed by ONE with 14.18% and Net TV with 10.74% - excluding those following an "other station" which amounted to 11.84% of all TV-viewers. Overall, while 68.49% of the viewers favored local stations, only just less than a third of the population watched a foreign station - with Canale 5 [4.83%], Rai 1 [4.67%] and Italia 1 [3.37%] being the most followed foreign stations. Of the local stations, only TVM, Net TV, and TVM 2 had audiences from all the age groups; ONE had audiences from 21 years and older; while Parliament TV attracted audiences of 51 year olds and over.

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

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



3.2 TV AUDIENCE SHARES

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

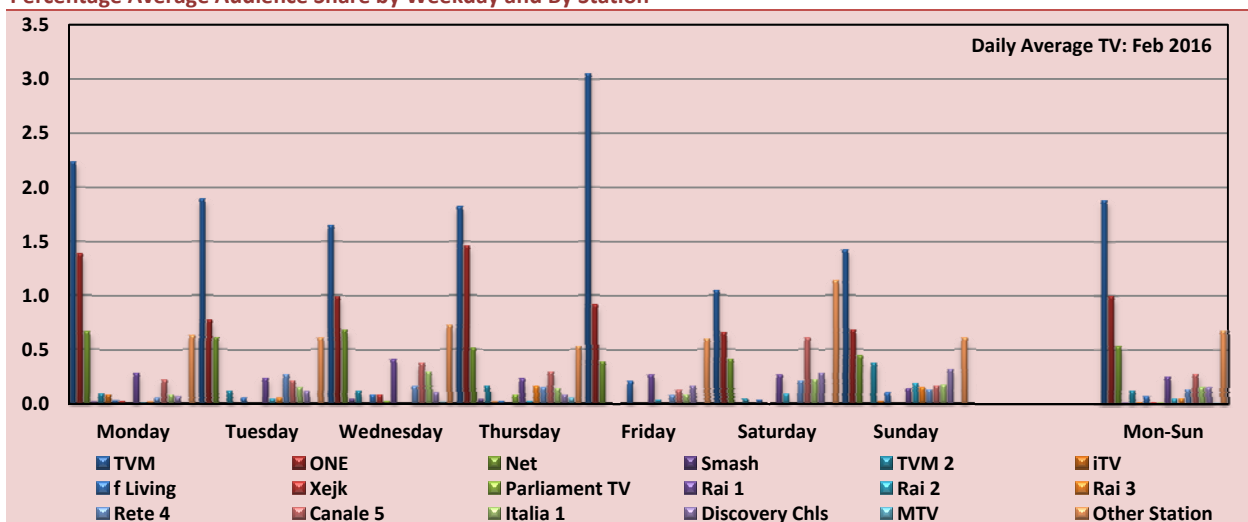
3.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. TVM attained the highest average of all the stations with [3.051%] on Fridays. In fact, TVM had the highest average amongst all stations for all the weekdays. ONE had its highest average on Thursdays [1.459%] while Net TV had its highest average on Wednesdays [0.678%].

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	2.230	1.379	0.661	0.012	0.085	0.076	0.019	0.013	0.000	0.275	0.006	0.012	0.044	0.212	0.077	0.055	0.000	0.623	2.230
Tuesday	1.890	0.765	0.607	0.000	0.111	0.000	0.046	0.000	0.000	0.228	0.036	0.043	0.262	0.205	0.140	0.103	0.000	0.599	1.890
Wednesday	1.643	0.986	0.678	0.034	0.112	0.000	0.076	0.076	0.015	0.401	0.000	0.000	0.150	0.371	0.287	0.094	0.008	0.721	1.643
Thursday	1.819	1.459	0.504	0.032	0.155	0.010	0.019	0.000	0.075	0.225	0.017	0.155	0.140	0.290	0.134	0.077	0.044	0.522	1.819
Friday	3.051	0.907	0.382	0.000	0.000	0.000	0.197	0.000	0.000	0.256	0.027	0.000	0.072	0.116	0.077	0.160	0.000	0.594	3.051
Saturday	1.043	0.653	0.407	0.000	0.038	0.000	0.030	0.000	0.000	0.256	0.084	0.000	0.203	0.601	0.218	0.279	0.000	1.132	1.132
Sunday	1.418	0.677	0.435	0.000	0.369	0.017	0.093	0.000	0.000	0.131	0.182	0.139	0.124	0.156	0.162	0.313	0.000	0.603	1.418
Mon-Sun	1.883	0.996	0.531	0.011	0.125	0.018	0.066	0.013	0.013	0.255	0.048	0.049	0.137	0.275	0.154	0.150	0.007	0.680	1.883
Highest	3.051	1.459	0.678	0.034	0.369	0.076	0.197	0.076	0.075	0.401	0.182	0.155	0.262	0.601	0.287	0.313	0.044	1.132	

Percentage Average Audience Share by Weekday and By Station

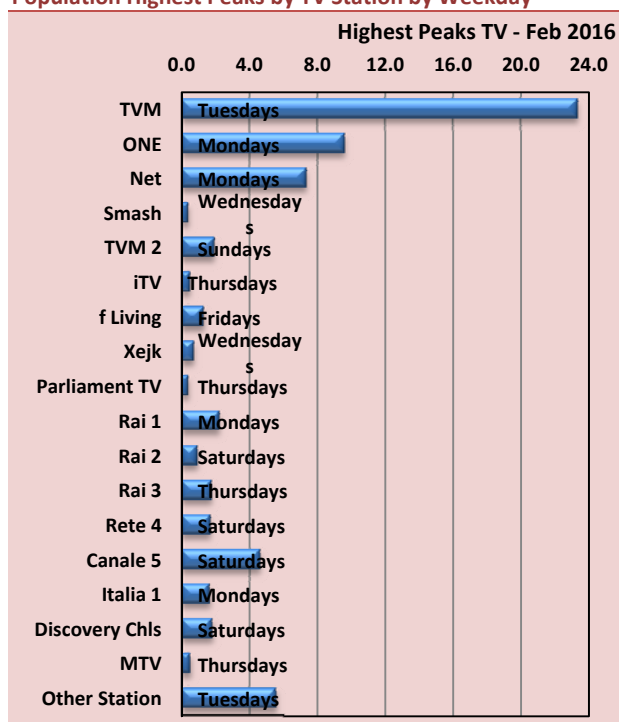


3.2. B PEAK AUDIENCES BY STATION

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday. The highest peaks attained by TVM were in this ranking order: Tuesdays [23.378%] – Wednesdays [23.283%] – Mondays [20.560%] – Fridays [19.942%] – Thursdays [17.315%] – Saturdays [13.572%] – Sundays [10.435%]. The highest peak attained by ONE was on Mondays with 9.598% followed with that of Net TV on the same weekday [Mondays] with 7.380%. The next highest peak was that of Canale 5 on Saturdays with 4.625% [excluding “Other Stations which peaked to 5.589% on Tuesdays].

Population Highest Peaks by TV Station by Weekday



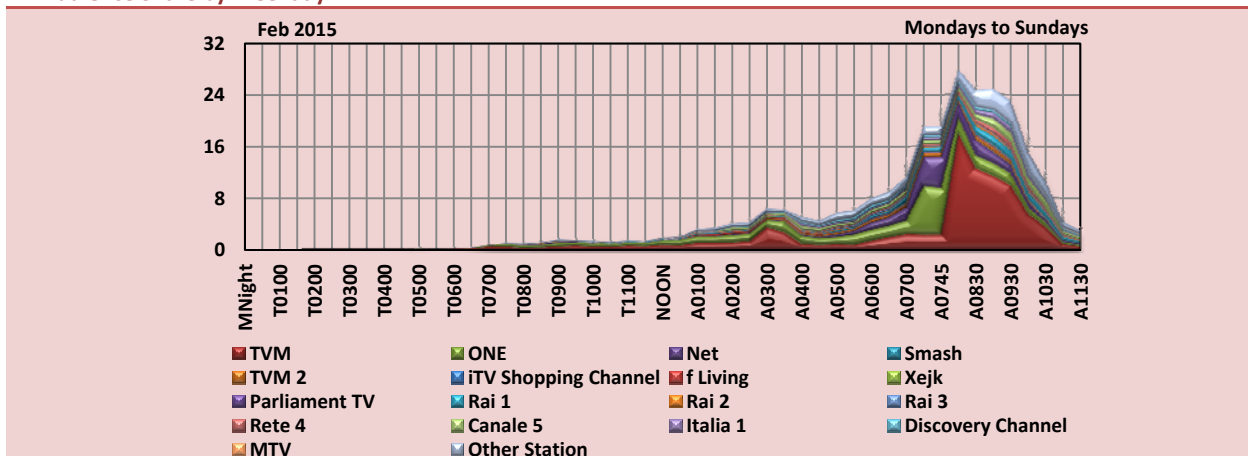
Percentage Highest Peaks by TV Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	20.560	9.598	7.380	0.286	0.940	0.407	0.313	0.326		2.238	0.286	0.294	0.867	0.987	1.654	0.443		3.414	20.560
Tuesday	23.378	7.895	6.392		0.976		0.392			1.290	0.447	0.351	0.844	1.790	1.474	0.631		5.589	23.378
Wednesday	17.315	6.187	4.528	0.412	0.964		0.412	0.725	0.377	1.730			1.546	1.519	1.167	0.575	0.394	4.955	17.315
Thursday	19.942	9.082	4.638	0.403	1.457	0.513	0.465		0.415	2.188	0.415	1.759	1.272	1.631	1.628	0.548	0.533	2.089	19.942
Friday	23.283	7.986	4.068				1.324			1.374	0.438		0.782	0.904	0.563	0.960		3.688	23.283
Saturday	10.435	3.552	4.101		0.620		0.730			1.930	0.916		1.716	4.625	1.000	1.810		4.846	10.435
Sunday	13.572	7.264	4.036		1.940	0.427	0.516			0.829	0.898	0.877	1.492	0.810	1.165	1.095		2.613	13.572
Highest	23.378	9.598	7.380	0.412	1.940	0.513	1.324	0.725	0.415	2.238	0.916	1.759	1.716	4.625	1.654	1.810	0.533	5.589	

3.2. c TV AUDIENCE SHARE BY HALF-HOUR SLOTS

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

TV Audience Share by Weekday



Audiences were not registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 7:00am with 0.755% rising gradually to 1.872% by noon; peaking up to 6.368% at 3:00pm and re-peakng to 7.966% at 6:00pm. Audiences rose sharply from those at 7:30pm [18.983%] to 27.7827% at 8:00pm where the highest audiences were reached. Audiences were maintained at 22.959% by 9:30pm; falling to 10.589% at 10:30pm; and further to 2.985% at midnight.

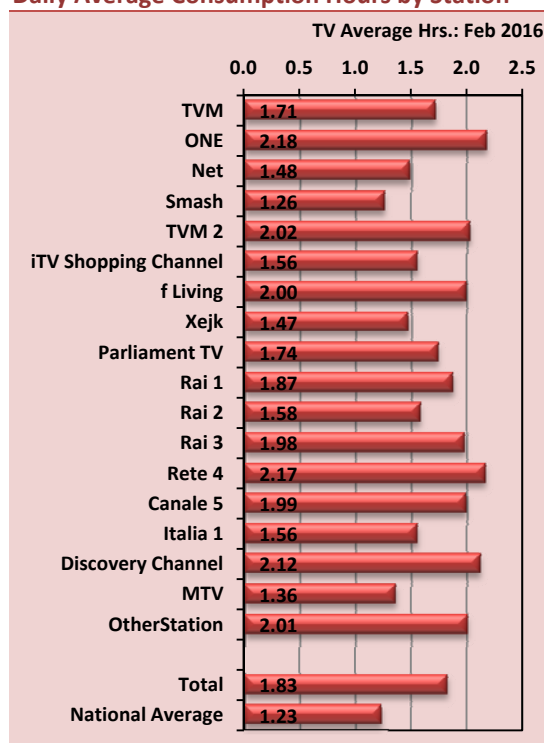
3.2. D DAILY AVERAGE HOURS OF TV CONSUMPTION

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

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

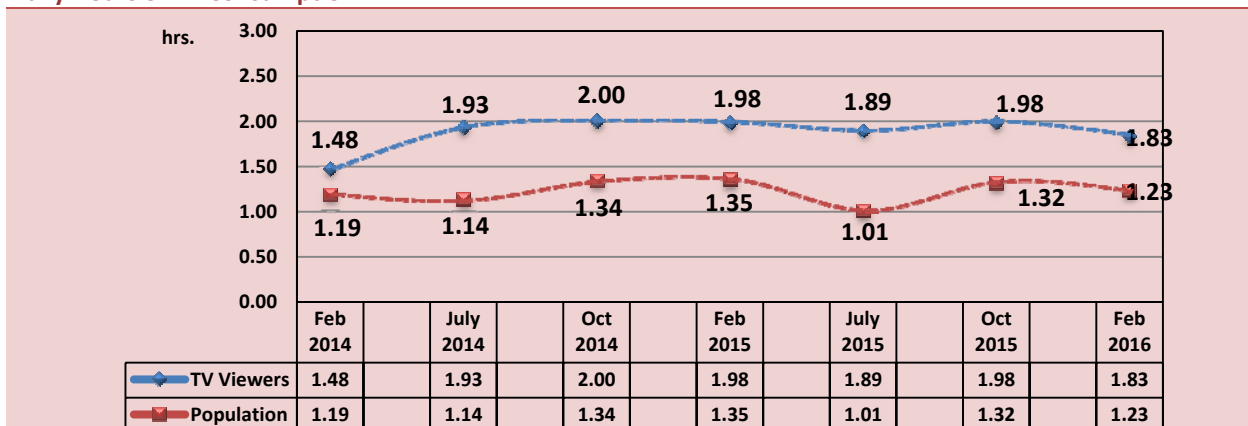
While TVM attracted the highest average amount of viewers with 1.883% [≈9,338] while ONE attracted the next highest daily average of 0.996% [≈4,940] the time spent on average by ONE viewers [2.18hrs] is about 27.5% higher than those of TVM [1.71hrs].

Daily Average Consumption Hours by Station



The average amount of hours over all TV viewers amounts to 1.83hrs per viewer and over the whole of the population aged 12 years and over, this amounts to 1.23hrs.

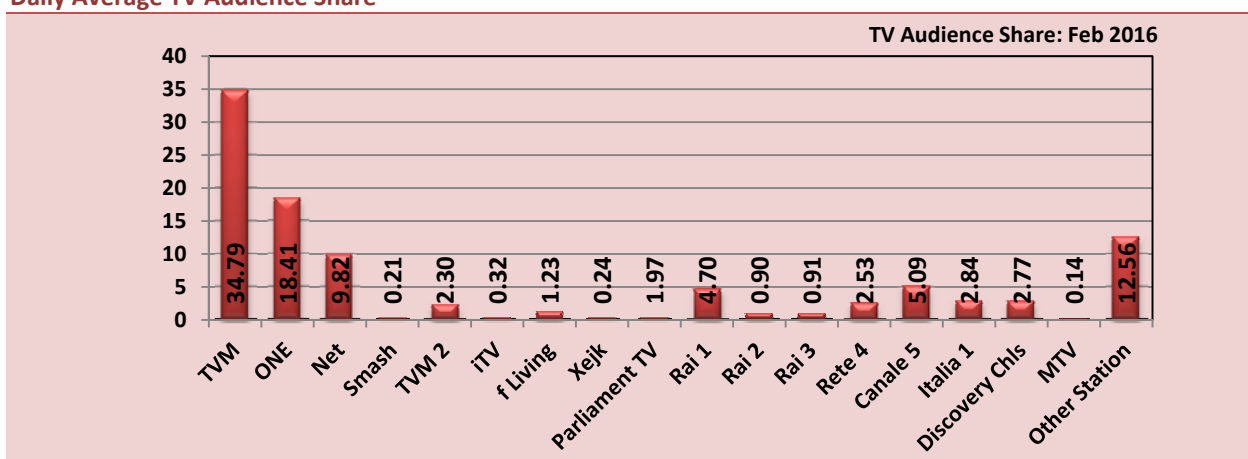
Daily Hours of TV Consumption



3.2. E TV STATIONS AUDIENCE SHARE

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

Daily Average TV Audience Share



Overall, TVM ranked first with 34.79%; followed by ONE with 18.41%, and Net TV with 9.82%. Of the foreign stations, Canale 5 ranked first with 5.09%, followed by Rai 1 with 4.70%, and Italia 1 with 2.88%.

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00										1									387	388
6:00-9:00	3	3																1	381	388
9:00-12:00	3	6																	379	388
12:00-15:00	5	5								1				2					375	388
15:00-18:00	9	8	1	1	1	1								1		2		5	359	388
18:00	10	15	9		2	2				3		2		6				15	324	388
18:30	15	16	11			2		2		3		2		6				15	316	388
19:00	16	22	23			2	2	2		4				6				9	302	388
19:30	14	50	37			2	2			3				6				9	265	388
19:45	16	50	38			2	2			3				6				9	262	388
20:00	106	19	15		3	3				2				5				9	226	388
20:30	89	16	12		3	3				9				5				18	233	388
21:00	78	12	10		5	3				10	2		5	3	7			16	237	388
21:30	62	15	6		5	3				12			5	3	9			14	254	388
22:00	25	12								10			3		3	2		9	324	388
22:30	19	7								10					3	2		9	338	388
23:00	4	4	3							2						2			373	388
23:30	4	2	3																379	388

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00														1					387	388
6:00-9:00					1													1	386	388
9:00-12:00	1				1													1	385	388
12:00-15:00	2	8								2			3	1				1	371	388
15:00-18:00	7	5	3				1			1			3	1	3				364	388
18:00	3	4	9										4			3			365	388
18:30	6	4	9										3			3			363	388
19:00	8	4	13		5					4			3					3	348	388
19:30	6	38	29		5					4			3			3		3	297	388
19:45	6	36	31		5					4			3			3		3	297	388
20:00	111	8	11		2					4			5		3	3		6	235	388
20:30	77	5	11		2		2			7	3	2	5	3	7	3		12	249	388
21:00	77	5	6		2		2			7	3	2	5	9	5	3		19	243	388
21:30	63	5	6		2		2			5	3	2	5	9	5	3		25	253	388
22:00	27		3							5	3	2	2	9	2			27	308	388
22:30	9		3							3		2		7				21	343	388
23:00	2		3							3		2						12	366	388
23:30	2		3							3								4	376	388

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00	2																		386	388
6:00-9:00	3	2	2																381	388
9:00-12:00	3	1	3	1				2		2									376	388
12:00-15:00	5	6	2	1			2			2				2			1	1	366	388
15:00-18:00	15	11	3				1	2		3				6	3			1	343	388
18:00	6	11	2						2	2			2	4				3	356	388
18:30	13	11	7						2	2			2	7				8	336	388
19:00	15	10	7		3					7			2	5	6			9	324	388
19:30	15	32	20		5					4			2	3	6			9	292	388
19:45	13	28	24		5					7			2	3	6			9	291	388
20:00	89	9	20		3					8			4	3	6	3		16	227	388
20:30	40	7	19		5		2			8			7	7	6	3		16	268	388
21:00	25	11	11		5		2	3		7			8	4	6	3		26	277	388
21:30	23	11	7		2		2	3		9			6	4	6	3		26	286	388
22:00	4	5	4		2		2			8			3	4	6	3		22	325	388
22:30	4	5	2							8			3	3	6	3		20	334	388
23:00	3									5				3	3	3		8	363	388
23:30	3													3	3	3		8	368	388

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00																			388	388
6:00-9:00	4	4																1	379	388
9:00-12:00	4	6																	378	388
12:00-15:00	1	8	1				1		1	1				1				5	369	388
15:00-18:00	3	11	2								1	4	1	3				8	355	388
18:00	7	12	6		3				3	2		7	2	3				2	341	388
18:30	6	12	6		3				3	2		7	4	3				2	340	388
19:00	8	15	8		3	3			3	5		3	2	3		3		4	328	388
19:30	9	47	24		3				3	5			2	3	4	3		4	281	388
19:45	9	47	24		3				3	5			2	3	4	3		4	281	388
20:00	103	18	13	2	3				3	6			2	3	4	3		6	222	388
20:30	77	12	11	2	6				3	12			2	3	4	3		9	244	388
21:00	70	12	7	2	8				3	9			7	7	9			7	247	388
21:30	64	10	5	3	6					7			7	9	5			9	263	388
22:00	26	8	8		6					5			2	9	7		3	7	307	388
22:30	15	8	8		3								2	9			3	5	335	388
23:00	6	6												3		3	3		367	388
23:30	6	6												4		3	3		366	388

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00																			388	388
6:00-9:00	1	1													1			1	384	388
9:00-12:00	3	4																5	376	388
12:00-15:00	3	5					4								2	2		2	370	388
15:00-18:00	11	6	3				2			1	2			1	1	3		2	356	388
18:00	9	5	6							5				5		5		3	350	388
18:30	11	5	6							2				5		3		3	353	388
19:00	16	10	6							4				2		3		3	344	388
19:30	15	39	14							4				2		3		3	308	388
19:45	15	33	20							4				2		3		3	308	388
20:00	91	13	12				3			2					3			6	258	388
20:30	90	5	12				3			5					3			12	258	388
21:00	114	5	2				3			7			2					18	237	388
21:30	112	5	2				3			7			4					18	237	388
22:00	92	2					3			7			4					13	267	388
22:30	66	2					3			5			4	3				5	300	388
23:00	8	2								5			2	3	3			3	362	388
23:30	3	2								5			2	3				3	370	388

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00																			388	388
6:00-9:00	1																		387	388
9:00-12:00	7	1																	380	388
12:00-15:00	9	4												1				7	367	388
15:00-18:00	6	5											1	2	3	2		10	359	388
18:00	4	6	7				4								5	7		9	346	388
18:30	4	6	7				4				3				5	4		12	343	388
19:00	6	6	7							6	3			6	3	4		14	333	388
19:30	6	17	20							6	3		3	6	3			14	310	388
19:45	6	17	20							4	3		3	6	3			14	312	388
20:00	49	12	6								3		4	6	3	3		13	289	388
20:30	21	10	8		3					4	5		4	10	3	6		16	298	388
21:00	10	12	6		3					10	2		4	22	5	9		23	282	388
21:30	5	9	4		3					10			7	22	5	9		23	291	388
22:00	5	5	4							6			9	20	3	6		21	309	388
22:30	5		4							4			7	20	3	3		12	330	388
23:00			4							7			7	7		3		3	357	388
23:30			2							7			2	7		3		3	364	388

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Parliament TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00																			388	388
6:00-9:00			1																387	388
9:00-12:00			1													4			383	388
12:00-15:00	12	2					2			1	2					2			367	388
15:00-18:00	6	2			8		3			1	2			2		3		5	356	388
18:00	11	8	2		10					2		2			3	4		7	339	388
18:30	13	8	2		10					5		2			3	4		7	334	388
19:00	17	8	4		10					2		5			6	5		9	322	388
19:30	19	37	11		10					2		5	3	3	6	5		9	278	388
19:45	19	37	11		8					2		5	3	3	6	5		9	280	388
20:00	68	8	8							4			5	3	3	5		10	274	388
20:30	37	15	15							4	5	3	8	3	3	5		10	280	388
21:00	20	13	21							2	5	3	5	5	3			12	299	388
21:30	16	11	19							2	3	4	3	5	3	4		14	304	388
22:00	17	4	12			3				2	4	4	6	5	3			10	318	388
22:30	7	4	3			3				2	4	4		5	3			13	340	388
23:00	9										4	2		3				12	358	388
23:30											4							8	376	388

4. TV PROGRAMME PREFERENCES

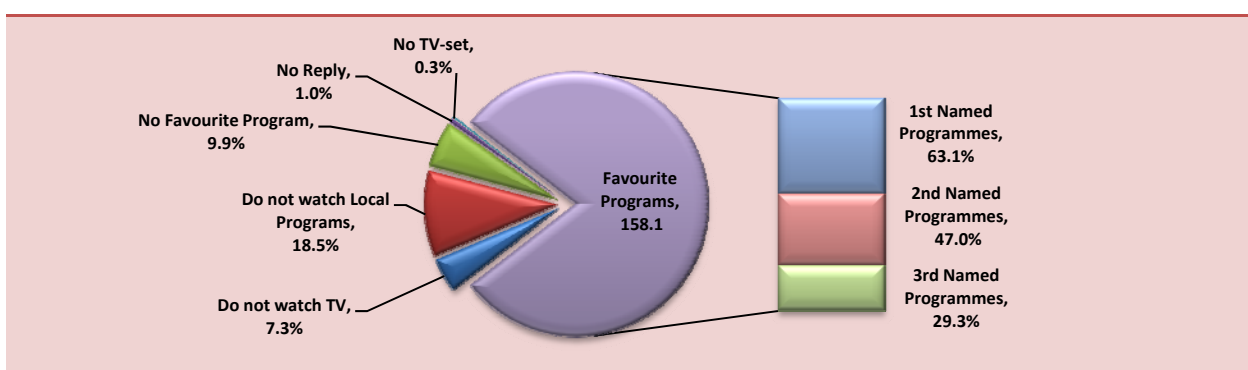
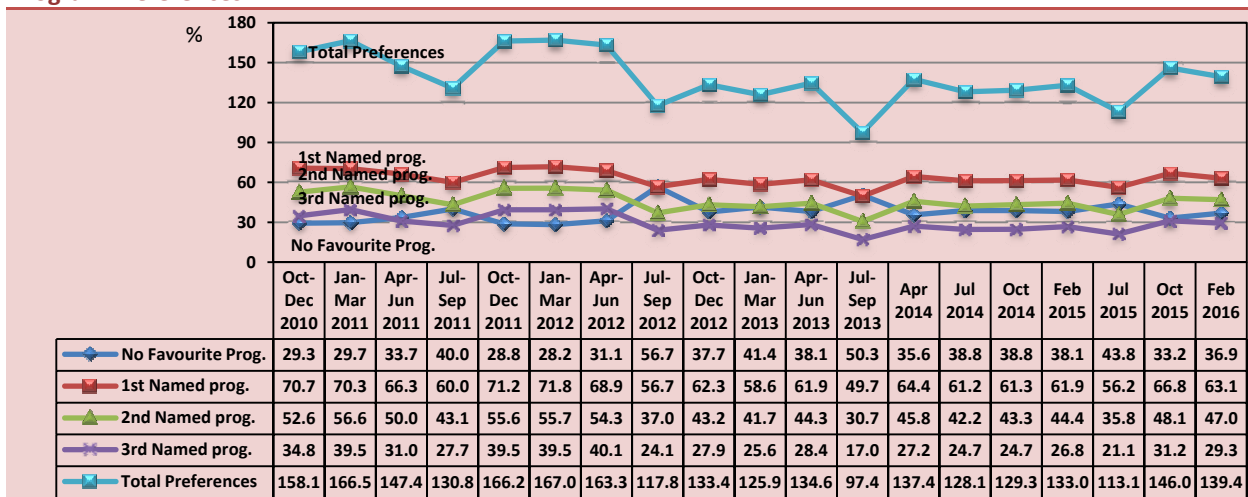
Respondents were asked to list “their most favorite programme” [up to three programmes] broadcast on local TV stations while allowing also for two other types of responses: respondents could state that they do not regularly watch television; and/or they could also state that they do not watch local television 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, 63.1% named one favourite programme; another 47.0% named a second preferred programme while another 29.3% named their third preferred programme.

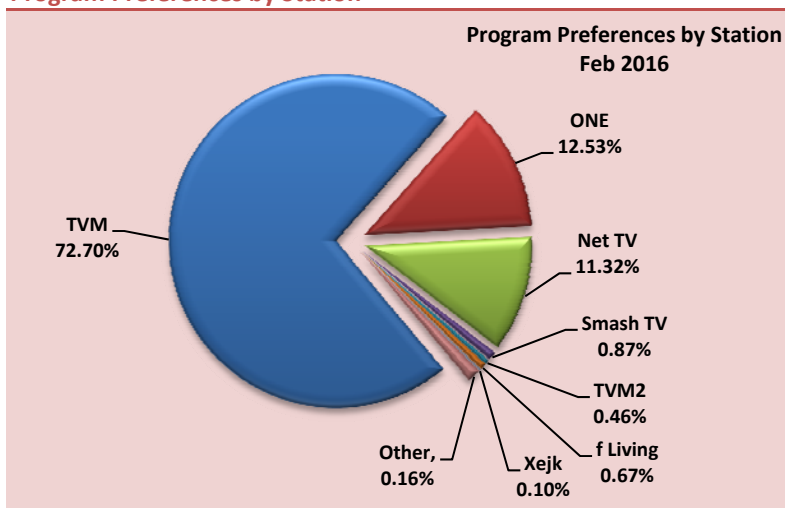
On the other hand, 18.5% of all respondents replied that they do not watch local programmes; 9.9% did not have a favourite program; 7.3% do not watch TV; 0.3% does not have a TV-set; while 1.0% did not reply. These do not tally with the audience reach of television as stated in para. 3.1 for various reasons – some of those who declared that they do not have a tv-set in fact declared that they have a preferred programme; some respondents who had watched local programmes declared that they do not have a preferred programme as they normally do not watch local productions; while some respondents who had watched television did not reply to this questions.

Program Preferences



Out of all the programmes named, TVM got 72.70% of all counts, followed by ONE with 12.53%; and Net TV with 11.329%.

Program Preferences by Station



Top Programmes Named by Station

TVM	Strada Stretta	14.23
	Caqqufa	13.71
	Katrina	12.13
	Hbieb u Ghedewwa	8.78
	TVM News	6.95
	Skjetti	4.36
	Xarabank	4.26
	Other Programmes	8.28 72.70
ONE	Tereza	4.83
	ONE News	2.62
	Other Programmes	5.08 12.53
Net TV	Becky	2.25
	Intricci	2.03
	Net News	2.78
	Other Programmes	4.26 11.32
Smash TV		0.87
f Living		0.67
TVM2		0.46
Xejk		0.10
Other		1.34
		100%

A total of 91 programmes were named - of these 5 were either of a generic nature or programmes that could not be identified.

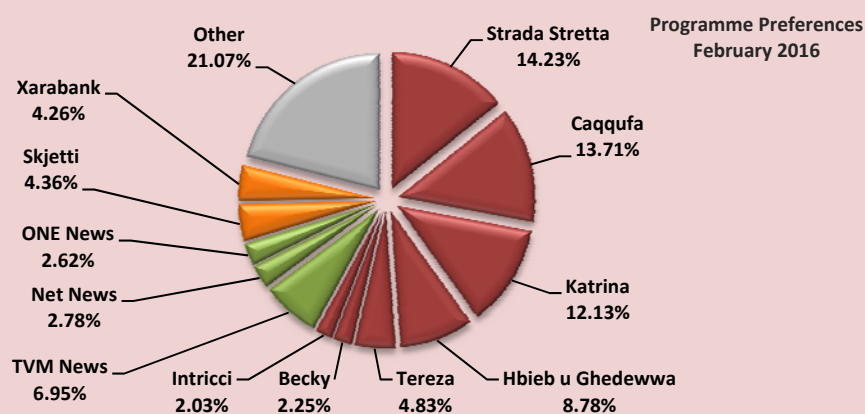
Out of all the programmes identified by respondents, the most quoted was *Strada Stretta* on TVM [14.23%] followed by *Iċ-Ċaqqufa* [TVM, 13.71%] and *Katrina* [TVM, 12.13%].

Drama programmes were the most favored with 57.96% of all preferences followed by News [12.35%], and Discussion programmes [8.62%].

The top ten programmes most quoted constituted 78.93% of all preferences.

Top Ten Programmes

				Gender		Age Groups					District					
			Total	Male	Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Drama/Soap Operas																
TVM	Strada Stretta	[1]	14.23	11.60	16.15	27.73	24.34	18.71	7.48	4.86	13.56	15.32	15.85	10.92	15.50	11.10
TVM	Caqqufa	[2]	13.71	10.61	15.97	23.47	15.19	15.65	10.92	9.33	14.67	15.19	14.14	9.00	13.62	12.26
TVM	Katrina	[3]	12.13	8.18	15.01	13.50	17.48	14.02	9.97	8.48	12.81	13.85	10.92	9.52	10.80	12.68
TVM	Hbieb u Ghedewwa	[4]	8.78	5.93	10.86	5.35	4.67	7.01	11.97	10.84	10.20	7.63	11.18	8.25	6.45	10.05
ONE	Tereza	[6]	4.83	2.68	6.40	2.05	3.55	2.09	6.88	8.31	4.52	4.49	7.46	3.03	4.15	5.96
Net TV	Becky	[11]	2.25	1.79	2.59	0.81	1.31	1.48	1.92	5.36	2.28	2.20	1.26	3.84	1.73	2.72
Net TV	Intriċċi	[12]	2.03	1.48	2.42	0.00	3.65	0.73	2.59	3.33	0.55	2.68	1.81	1.87	3.15	1.86
			57.96	42.27	69.39	72.91	70.19	59.68	51.73	50.51	58.60	61.36	62.62	46.43	55.40	56.64
News																
TVM	News-TVM	[5]	6.95	10.52	4.34	8.84	4.55	6.68	6.71	8.34	5.21	7.36	5.77	10.04	5.73	9.29
Net TV	News-Net TV	[9]	2.78	4.31	1.67	0.00	1.10	1.98	2.44	7.02	2.25	2.86	0.52	5.29	2.97	4.06
ONE	News-ONE	[10]	2.62	5.05	0.85	0.00	0.64	2.09	3.10	5.21	1.66	2.78	2.89	3.60	1.64	4.09
			12.35	19.87	6.87	8.84	6.28	10.75	12.26	20.56	9.11	13.00	9.18	18.93	10.34	17.45
Discussion																
TVM	Skjetti	[7]	4.36	6.01	3.15	9.07	4.72	4.52	4.21	1.85	4.28	3.17	5.53	5.59	5.08	3.48
TVM	Xarabank	[8]	4.26	6.19	2.86	3.08	3.10	6.30	4.38	1.87	5.01	4.66	3.24	3.80	3.98	4.09
			8.62	12.21	6.01	12.14	7.83	10.82	8.59	3.72	9.29	7.83	8.77	9.39	9.07	7.57
Total %			78.93	74.35	82.27	93.89	84.30	81.25	72.58	74.79	77.00	82.20	80.57	74.75	74.81	81.65



List of Programmes Named							
TVM	ONE	Net TV	Smash TV	TVM2	f Living	Xejk	Other
Animal Diaries	Arani Issa	Becky	Erga' lura	Football on tvn2	Belle Donne	Just for laughs	All Drama
Caqqufa	Andrew & Sue	Grammi	Parlament tal-Poplu	Kontrattakk	F Living Show	Xejk	All News
Dissett	Aroma Kitchen	Intricci		Quddies fuq tvn 2	Hin Ghal Kollox		Cooking programmes
F'Salib it-toroq	Aroma Mattina	Iswed fuq l-Abjad		RAW WWE	The Celebrity Night		Religious programmes
Gadgets	Arena	Jekk Joghgbokom					Sports
Ghawdex Illum	Bongu	Klinika					
Gourmet Today	Dak li Jghodd	Malta Llejla					
Hadd Ghalik	Espresso	Meander					
Hadt L-Ahbar	House Hunt	Mhux ghax Jimpurtani					
Hbieb u Ghedewwa	Hu Sigg	Net News					
Katrina	Il-Patt	Newsfeed					
L-Assedju	Ilsien in-nisa	Replay					
L-Irkant	Kalamita	The Entertainers					
Luxdesign	Kick Off	Vittmi					
Madwarna	Klassi Ghalina	Xift					
Malta u lil Hinn Minnha	L-Argument						
Mixage	Libra						
New Rooms	Liquorish						
Niskata	On D Road						
Paq Paq Lifestyle	ONE News						
Realta	One Night Stand						
Reporter	Puss in Boots						
Sibtek	Scan [Paper Scan]						
Skjetti	Tereza						
Strada Stretta	Zona Sports						
Times Talk							
TVAM							
TVM News							
TVPM							
Twelve2Three							
Valletta Lwien ta' Belt							
X Factor							
Xarabank							
Xjenzarti							

APPENDIX A: QUESTIONNAIRE

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

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

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

Stazzjonijiet tat-televiżjoni (immarka kull fejn japplika)	Code	Ħin 1		Ħin 2		Ħin 3	
		Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM	Min AM/PM	Sa AM/PM
TVM	(1)						
ONE	(2)						
Net	(3)						
Smash	(4)						
TVM 2	(5)						
iTV	(6)						
F Living	(7)						
Xejk	(8)						
Owners' Best	(9)						
Rai 1	(10)						
Rai 2	(11)						
Rai 3	(12)						
Rete 4	(13)						
Canale 5	(14)						
Italia 1	(15)						
Discovery Channel/s	(16)						
MTV	(17)						
Stazzjon ieħor	(18)						
(Specifika - niżżel 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 tieghek fuq l-istazzjonijiet lokali tat-TV?

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

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

Stazzjonijiet tar-radju (immarka kull fejn japplika)	Code	Hin	
		Min AM/PM	Sa AM/PM
Radju Malta	(1)		
Radju Malta 2	(2)		
Magic	(3)		
One Radio	(4)		
Radio 101	(5)		
Bay Radio	(6)		
Calypso Radio	(7)		
RTK	(8)		
Smash Radio	(9)		
Radju Marija	(10)		
Campus FM	(11)		
Vibe FM	(12)		
X FM	(13)		
Bay Easy	(14)		
Bay Retro	(15)		
All Rock	(16)		
Kiss	(17)		
DJ956	(18)		
BKR Digital	(19)		
Radju tal-Komunita'	(20)		
Stazzjon ieħor	(21)		
(Specifika - nizzel kemm stazzjonijiet tal-komunità kif ukoll barranin – Code 14 u 15)			
M'hemmx stazzjon wieħed	(21)		
Ma niftakarx	(22)		
Ma smajtx radju	(23)		
M'għandix sett tar-Radju	(24)		
Mingħajr risposta..	(25)		

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

4. Inti raġel jew mara?
5. Kemm għandek eta? _____
6. F' liema 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
Kiss
DJ 956
BKR Digital

LIST OF NATIONWIDE TELEVISION STATIONS

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

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

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

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00			300	200						600									200	386,700	388,000
6:00-9:00	2,600		1,400	5,300	1,500	8,000	3,600	2,200	500	3,400		800	1,100	1,500					2,300	353,800	388,000
9:00-12:00	10,400			9,700	800	7,500	3,400	5,900	2,500	2,400	300	3,400	800	2,100					1,900	336,900	388,000
12:00-15:00	2,100			4,900	800	3,800	2,900	3,100		1,200		2,300		2,400					1,900	362,600	388,000
15:00-18:00	1,500			2,900	5,300	2,600	500	4,800				3,800		600				300	2,500	363,200	388,000
18:00-21:00	1,800			1,900	1,300	4,500		2,400		2,200		2,900	1,600					600		368,800	388,000
21:00-24:00	1,100				500	500		1,200		600		400	800							382,900	388,000

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00				1,000						300										386,700	388,000
6:00-9:00	2,700		1,800	10,600	2,900	11,900	2,000	700	2,900			900	5,200	1,100	500					344,800	388,000
9:00-12:00	10,400		2,900	20,500	1,900	8,100	4,000	3,600	2,100	2,500	1,200		7,900							322,900	388,000
12:00-15:00			2,700	11,900	1,400	4,100	3,100			300			4,500		500					359,500	388,000
15:00-18:00			500	6,300	4,300	2,800			1,200		2,800		1,800							368,300	388,000
18:00-21:00				3,500	400				2,400	600	1,500	1,000								378,600	388,000
21:00-24:00											900								2,000	385,100	388,000

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00				700						200										387,100	388,000
6:00-9:00	1,000		3,300	7,800	1,900	11,900	5,400	5,000	1,700	3,500	2,600	1,800	2,000							340,100	388,000
9:00-12:00	3,900		1,300	12,400	3,600	9,200	6,900	6,800		2,800	700								3,000	337,400	388,000
12:00-15:00			1,900	6,700	400	7,100	2,500		1,900	4,300			1,000						3,000	359,200	388,000
15:00-18:00			1,300	3,600	3,100	5,100	4,200	1,100		2,500									3,000	364,100	388,000
18:00-21:00	400			2,200	500	3,300		1,300		2,900			700						1,500	375,200	388,000
21:00-24:00						2,000				2,200								1,800		382,000	388,000

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00				600				200												387,200	388,000
6:00-9:00	1,400		3,400	11,000	6,700	7,900	7,200	1,600		2,200		3,400	400							342,800	388,000
9:00-12:00	10,000		3,200	16,200	9,700	4,300	7,600	3,700		2,200	900	800								329,400	388,000
12:00-15:00	2,300		2,700	8,200	3,900		4,000	2,000		2,500	700	1,000	400							360,300	388,000
15:00-18:00	2,100		2,400	2,700	5,600	3,000	3,300	4,800	1,500	2,200		1,000								359,400	388,000
18:00-21:00	600	1,000		2,600	1,400	2,900	4,000	1,200		1,500										372,800	388,000
21:00-24:00			500			1,000		2,700		2,200										381,600	388,000

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00			300				300	400												387,000	388,000
6:00-9:00	4,500		7,200	1,600	1,300	11,800	4,800	6,900	300	2,200		2,900	2,400							342,100	388,000
9:00-12:00	3,400		11,000	3,100	2,700	9,400	7,400	6,500	2,900	3,200			2,800	1,800				2,200		331,600	388,000
12:00-15:00	1,500		2,800	3,400	400	7,800	5,700	3,200	600	2,800			2,800	2,700						354,300	388,000
15:00-18:00				3,200	1,300	6,700	3,800	2,700		3,400		3,500	1,400	1,800						360,200	388,000
18:00-21:00	800			1,400	400	1,600	2,900	1,500		2,100		2,200						1,800		373,300	388,000
21:00-24:00	1,600						1,600			2,200		400								382,200	388,000

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00				700						700										386,600	388,000
6:00-9:00	5,400		700	7,400	4,900	5,500	3,000	2,100	700	2,100		1,200	1,900	1,200				1,900		350,000	388,000
9:00-12:00	10,200		3,700	10,800	9,800	16,600	5,800	3,100	1,900	4,300	300	1,800	3,200	1,200		400		700		314,200	388,000
12:00-15:00	1,800		2,800	7,700	5,100	7,200	3,600			2,800	3,200	2,200	500						700	350,400	388,000
15:00-18:00	700			2,700	3,200	5,900	800			1,700	1,500	400	700	2,400						368,000	388,000
18:00-21:00	700				400	600				1,700										384,600	388,000
21:00-24:00							2,500	700		1,700										383,100	388,000

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
>6:00																				388,000	388,000
6:00-9:00	4,900		1,300	3,000	700	1,400		2,200		1,900	700	2,600	500	2,400				800		365,600	388,000
9:00-12:00	8,600	400	900	10,900	3,600	4,300			1,100	2,700	2,600	2,300	600	3,600					400	346,000	388,000
12:00-15:00	700		900	2,500		4,100		4,800	600			2,000	500	3,600						368,300	388,000
15:00-18:00			3,500	400	2,900	4,100		2,600		2,000		4,400		3,000						365,100	388,000
18:00-21:00			500	400			1,200	700	500			1,200		2,400			400			380,700	388,000
21:00-24:00			1,100		1,900														700	384,300	388,000

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00										200									387,800	388,000
6:00-9:00	2,300	2,200																400	383,100	388,000
9:00-12:00	2,400	5,500																	380,100	388,000
12:00-15:00	4,600	4,400								600				1,200					377,200	388,000
15:00-18:00	8,900	7,100	600	500	800	600								1,000		1,600		4,600	362,300	388,000
18:00	9,200	14,600	8,400		1,500	1,600				2,100		1,600		5,100				14,700	329,200	388,000
18:30	14,200	15,900	10,300			1,600		1,700		2,100		1,600		5,100				14,700	320,800	388,000
19:00	15,200	21,200	22,400			1,600	1,700	1,700		3,800				5,100				8,600	306,700	388,000
19:30	13,500	49,100	36,200			1,600	1,700			2,100				5,100				8,600	270,100	388,000
19:45	15,700	49,100	37,800			1,600	1,700			2,100				5,100				8,600	266,300	388,000
20:00	105,200	18,800	14,900		3,000	2,100				1,900				4,700				8,700	228,700	388,000
20:30	88,400	15,100	11,600		3,000	2,100				8,200				4,700				17,500	237,400	388,000
21:00	77,100	11,300	9,700		4,900	2,100				9,900	1,500		4,500	3,000	6,100			15,500	242,400	388,000
21:30	61,900	14,200	5,400		4,900	2,100				11,500			4,500	3,000	8,500			13,900	258,100	388,000
22:00	24,600	11,200								9,600			2,100		2,400	1,600		8,100	328,400	388,000
22:30	19,000	6,200								9,600					2,400	1,600		8,100	341,100	388,000
23:00	3,600	3,300	3,000							1,700						1,600			374,800	388,000
23:30	3,600	1,700	3,000																379,700	388,000

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00														500					387,500	388,000
6:00-9:00					500													500	387,000	388,000
9:00-12:00	700				500													500	386,300	388,000
12:00-15:00	1,300	7,500								1,200			2,200	600				800	374,400	388,000
15:00-18:00	6,100	4,700	2,300				1,000			600			3,000	1,000	2,100				367,200	388,000
18:00	2,100	3,400	8,800										3,900			3,000			366,800	388,000
18:30	5,700	3,400	8,800										2,200			3,000			364,900	388,000
19:00	7,600	3,400	12,800		4,700					4,000			2,200					2,500	350,800	388,000
19:30	5,700	37,500	28,400		4,700					4,000			2,200			3,000		2,500	300,000	388,000
19:45	5,700	35,500	30,400		4,700					4,000			2,200			3,000		2,500	300,000	388,000
20:00	111,000	7,400	10,100		1,700					4,000			4,100		2,900	3,000		5,300	238,500	388,000
20:30	76,500	5,000	10,100		1,700	1,700				6,100	2,200	1,700	4,100	2,100	7,000	3,000		11,800	255,000	388,000
21:00	76,200	5,000	5,200		1,700	1,700				6,200	2,200	1,700	4,100	8,500	4,200	3,000		18,200	250,100	388,000
21:30	62,200	5,000	5,200		1,700	1,700				4,300	2,200	1,700	4,100	8,500	4,200	3,000		25,000	259,200	388,000
22:00	26,800		2,200							4,300	2,200	1,700	1,900	8,500	2,000			26,600	311,800	388,000
22:30	8,700		2,200							2,200		1,700		6,400				20,900	345,900	388,000
23:00	1,900		2,200							2,200		1,700						11,300	368,700	388,000
23:30	1,900		2,200							2,200								3,800	377,900	388,000

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00	1,500																		386,500	388,000
6:00-9:00	2,700	2,000	1,900																381,400	388,000
9:00-12:00	2,700	300	2,500	800				1,300		1,700									378,700	388,000
12:00-15:00	5,000	5,500	1,900	800			1,500			1,700				2,000			400	400	368,800	388,000
15:00-18:00	14,200	11,000	2,400				800	1,300		2,100				5,500	2,500			1,000	347,200	388,000
18:00	5,900	10,500	1,900						2,000	1,700			2,000	3,800				3,000	357,200	388,000
18:30	12,500	10,500	6,300						2,000	1,700			2,000	6,500				7,500	339,000	388,000
19:00	14,600	10,000	6,300		2,100					6,200			2,000	4,700	6,000			8,200	327,900	388,000
19:30	14,600	31,700	19,500		4,900					3,300			2,000	2,700	6,000			8,200	295,100	388,000
19:45	12,700	27,900	23,200		4,900					6,800			2,000	2,700	6,000			8,200	293,600	388,000
20:00	88,500	8,400	20,000		2,900					7,800			4,000	2,700	5,900	3,000		16,000	228,800	388,000
20:30	39,900	6,100	18,500		5,000		1,700			7,800			6,100	6,300	5,900	3,000		15,900	271,800	388,000
21:00	24,500	10,600	10,800		5,000		1,700	2,200		6,200			7,900	3,600	5,900	3,000		25,400	281,200	388,000
21:30	22,400	10,600	7,000		1,900		1,700	2,200		8,900			5,900	3,600	5,900	3,000		25,400	289,500	388,000
22:00	3,500	4,600	3,700		1,900		1,700			7,100			2,200	3,600	5,100	3,000		21,600	330,000	388,000
22:30	3,500	4,600	1,900							7,100			2,200	3,000	5,100	3,000		19,500	338,100	388,000
23:00	3,000									4,400				3,000	3,000	3,000		7,300	364,300	388,000
23:30	3,000													3,000	3,000	3,000		7,300	368,700	388,000

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																			388,000	388,000
6:00-9:00	3,600	3,800																500	380,100	388,000
9:00-12:00	3,100	5,200																	379,700	388,000
12:00-15:00	400	7,200	800				800		400	700				700				4,700	372,300	388,000
15:00-18:00	2,900	10,900	1,300								800	3,800	700	2,800				8,000	356,800	388,000
18:00	6,400	11,300	5,200		2,200				2,200	1,700		6,700	1,900	2,200				1,700	346,500	388,000
18:30	5,900	11,300	5,200		2,200				2,200	1,700		6,700	3,800	2,200				1,700	345,100	388,000
19:00	7,400	14,300	7,300		2,200	2,700			2,200	4,700		3,000	2,000	2,200		2,900		3,600	333,500	388,000
19:30	8,500	46,800	23,900		2,200				2,200	4,700			2,000	2,200	3,700	2,900		3,600	285,300	388,000
19:45	8,500	46,800	23,900		2,200				2,200	4,700			2,000	2,200	3,700	2,900		3,600	285,300	388,000
20:00	102,600	17,200	12,800	2,000	2,200				2,200	5,700			2,000	2,200	3,700	2,900		5,600	226,900	388,000
20:30	76,600	11,800	11,000	2,000	5,100				2,200	11,300			2,000	2,200	3,700	2,900		8,200	249,000	388,000
21:00	69,700	11,800	7,000	2,000	7,500				2,200	8,300			6,600	6,400	8,400			6,400	251,700	388,000
21:30	63,800	9,400	4,100	2,100	5,400					6,300			6,600	8,400	4,800			8,200	268,900	388,000
22:00	25,900	7,300	7,700		5,400					4,300			1,700	8,400	6,300		2,800	6,600	311,600	388,000
22:30	14,200	7,300	7,700		3,000								1,700	8,400			2,800	4,500	338,400	388,000
23:00	5,400	5,400												2,100		2,700	2,800		369,600	388,000
23:30	5,400	5,400												4,000		2,700	2,800		367,700	388,000

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																			388,000	388,000
6:00-9:00	1,000	1,000													500			600	384,900	388,000
9:00-12:00	2,200	3,700																5,000	377,100	388,000
12:00-15:00	2,100	4,900					3,900								1,200	1,400		1,900	372,600	388,000
15:00-18:00	10,600	5,800	2,300				1,400			900	1,100			900	500	3,000		1,600	359,900	388,000
18:00	8,700	4,900	5,900						4,500					4,500		4,700		2,800	352,000	388,000
18:30	11,000	4,900	5,900						1,900					4,500		2,100		2,800	354,900	388,000
19:00	15,500	9,400	5,300						3,800					1,700		2,100		2,800	347,400	388,000
19:30	14,100	38,900	13,900						3,800					1,700		2,100		2,800	310,700	388,000
19:45	14,100	32,900	19,900						3,800					1,700		2,100		2,800	310,700	388,000
20:00	90,500	12,600	11,700				2,700		1,900						2,200			5,700	260,700	388,000
20:30	89,100	4,900	11,700				2,700		4,400						2,200			11,600	261,400	388,000
21:00	113,500	4,900	2,000				2,700		6,700				1,900					18,000	238,300	388,000
21:30	111,300	4,900	2,000				2,700		6,700				3,900					18,000	238,500	388,000
22:00	91,800	1,900					2,700		6,700				3,900					12,300	268,700	388,000
22:30	65,100	1,900					2,700		4,100				3,900	2,900				4,800	302,600	388,000
23:00	8,000	1,900							4,100				2,000	2,900	2,200			2,200	364,700	388,000
23:30	2,200	1,900							4,100				2,000	2,900				2,200	372,700	388,000

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																			388,000	388,000
6:00-9:00	700																		387,300	388,000
9:00-12:00	6,600	700																	380,700	388,000
12:00-15:00	8,600	3,800												500				6,100	369,000	388,000
15:00-18:00	5,200	4,700											600	1,400	2,900	1,800		9,300	362,100	388,000
18:00	3,500	5,600	6,900				3,500								4,100	7,000		8,300	349,100	388,000
18:30	3,500	5,600	6,900				3,500				2,700				4,100	3,500		11,200	347,000	388,000
19:00	5,600	5,600	6,900							5,500	2,700		0	5,500	2,100	3,500		13,400	337,200	388,000
19:30	5,600	16,700	19,300							5,500	2,700		2,100	5,500	2,100	0		13,400	315,100	388,000
19:45	5,600	16,700	19,300							3,700	2,700		2,100	5,500	2,100	0		13,400	316,900	388,000
20:00	48,900	11,700	5,800							0	2,700		3,500	5,500	2,100	3,000		12,400	292,400	388,000
20:30	20,400	9,700	7,300		3,000					3,800	4,300		3,500	9,200	2,100	5,800		15,200	303,700	388,000
21:00	9,500	11,700	5,700		3,000					9,100	1,700		3,700	21,700	4,700	8,500		22,700	286,000	388,000
21:30	4,100	8,300	3,600		3,000					9,100			6,300	21,700	4,700	8,500		22,700	296,000	388,000
22:00	4,100	4,200	3,600							5,600			8,100	19,800	2,600	5,600		20,400	314,000	388,000
22:30	4,100		3,600							3,800			6,300	19,800	2,600	2,800		11,900	333,100	388,000
23:00			3,500							6,600			6,300	6,800	0	2,800		2,100	359,900	388,000
23:30			1,900							6,600			1,900	6,800	0	2,800		2,100	365,900	388,000

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Parl .TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																			388,000	388,000
6:00-9:00			400																387,600	388,000
9:00-12:00			400													3,100			384,500	388,000
12:00-15:00	11,700	1,400					1,400			700	1,600					1,900			369,300	388,000
15:00-18:00	5,100	1,700			7,400		2,500			700	1,600			1,800		2,500		4,100	360,600	388,000
18:00	10,900	7,300	2,000		9,800					1,700	1,900				2,900	4,000		6,800	340,700	388,000
18:30	12,700	7,300	2,000		9,800					4,200	1,900				2,900	4,000		6,800	336,400	388,000
19:00	16,200	7,300	4,000		9,800					1,900	4,400				5,900	4,300		8,600	325,600	388,000
19:30	18,200	36,400	10,200		9,800					1,900		4,400	2,700	2,400	5,900	4,300		8,600	283,200	388,000
19:45	18,200	36,400	10,200		7,400					1,900		4,400	2,700	2,400	5,900	4,300		8,600	285,600	388,000
20:00	68,000	8,000	7,600							3,500		0	4,700	2,400	2,600	4,300		9,900	277,000	388,000
20:30	37,000	14,900	14,100							3,500	4,500	2,100	7,500	2,400	2,600	4,300		9,900	285,200	388,000
21:00	19,200	12,500	20,300							1,700	4,500	2,100	4,900	4,100	2,900			11,300	304,500	388,000
21:30	15,800	10,900	18,700							1,700	2,600	3,900	2,900	4,100	2,900	3,500		13,100	307,900	388,000
22:00	16,700	3,700	11,500			2,200				1,700	3,600	3,900	5,400	4,100	2,900			9,200	323,100	388,000
22:30	6,600	3,700	2,600			2,200				1,700	3,600	3,900		4,100	2,900			12,100	344,600	388,000
23:00	8,500										3,600	1,900		2,100				11,600	360,300	388,000
23:30											3,600							7,900	376,500	388,000

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

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

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00																				387,690	387,690
4:30																				387,690	387,690
5:00			1,302							2,082										384,306	387,690
5:30			1,302	1,460						3,969									2,335	378,624	387,690
6:00	1,460		2,370	1,460						3,347										379,052	387,690
6:30	1,460		2,751	1,460	2,150	2,849		2,150		3,347			2,224	2,224					1,887	365,187	387,690
7:00	3,830		2,751	5,226	2,150	10,170	4,514	1,503		3,347		2,332	2,224	2,224					3,774	343,643	387,690
7:30	3,830			5,226	1,543	8,617	4,514	1,503		3,347		2,335	1,636						3,774	351,364	387,690
8:00	2,335			11,575	1,543	16,329	6,198	4,851	1,302	3,347				2,082					1,887	336,241	387,690
8:30	2,335			6,528	1,543	9,460	6,198	2,964	1,302	3,347				2,082					1,887	350,043	387,690
9:00	9,546			9,366	1,543	10,517	4,533	6,354	3,568	3,347	1,592	6,732		2,082					1,887	326,622	387,690
9:30	9,546			10,958	1,543	12,224	2,849	4,467	3,568	3,347		4,399		2,082					1,887	330,820	387,690
10:00	11,089			8,196	1,543	7,041	2,849	6,103	3,568	1,887		2,238		2,082					1,887	339,207	387,690
10:30	11,089			8,196		5,406	2,849	6,103	1,302	1,887		2,238		2,082					1,887	344,652	387,690
11:00	11,089			8,818		6,006	4,441	6,103	1,302	1,887		2,238	2,238	2,082					1,887	339,600	387,690
11:30	9,779			12,148		3,740	2,849	6,103	1,302	1,887		2,238	2,238	2,082					1,887	341,437	387,690
Noon	2,082			5,756		5,406	2,849	4,600		3,347		2,238		3,693					1,887	355,833	387,690
12:30	2,082			8,108		5,406	2,849	4,600		3,347		2,238		3,693					1,887	353,480	387,690
1:00	2,082			6,026	2,150	3,324	2,849	1,460				2,238		1,611					1,887	364,062	387,690
1:30	2,082			6,026	2,150	3,324	2,849	1,460				2,238		1,611					1,887	364,062	387,690
2:00	2,082			1,592		3,294	2,849	2,964				2,238		1,611					1,887	369,173	387,690
2:30	2,082			1,592		1,658	2,849	2,964				2,238		1,611					1,887	370,809	387,690
3:00	2,082			1,592		3,376	2,849	2,964				2,238		1,611				1,601	1,887	367,490	387,690
3:30	2,082			1,592		5,472		2,964				2,238		1,611					1,887	369,844	387,690
4:00	2,082			3,053	3,003	1,658		5,866				3,874							3,488	364,667	387,690
4:30				1,460	7,988	1,658		8,016				3,874							3,488	361,206	387,690
5:00	2,370			6,151	10,323	1,658		4,405				6,206							1,887	354,690	387,690
5:30				3,186	10,323	1,658		4,405				3,874							1,887	362,357	387,690
6:00	1,718			1,726	3,683	1,658		1,503		3,003		6,209						1,601	366,589	387,690	
6:30	1,718			1,726	3,683	1,658		1,503		1,460		3,874						1,601	370,467	387,690	
7:00	1,718					8,931		5,089		2,770		2,238	2,263							364,682	387,690
7:30	1,718					4,098		1,503		2,770			2,263							375,338	387,690
8:00	1,718			3,766		6,361		2,964		1,309		2,370	2,263							366,939	387,690
8:30	1,718			3,766		4,098		1,503		1,309		2,370	2,263							370,663	387,690
9:00						2,440		3,585				2,370	2,263							377,032	387,690
9:30	2,096				1,460			3,585					2,263							378,285	387,690
10:00	2,096				1,460															384,134	387,690
10:30	2,096																			385,594	387,690
11:00										1,684										386,006	387,690
11:30										1,684										386,006	387,690
Total Avg	2,398	0	218	3,078	1,245	3,323	1,286	2,419	359	1,314	33	1,665	503	795				100	1,098	367,856	387,690
maximum	11,089	0	2,751	12,148	10,323	16,329	6,198	8,016	3,568	3,969	1,592	6,732	2,263	3,693				1,601	3,774	387,690	
std.dev.	3,232	0	682	3,649	2,422	3,894	1,889	2,345	928	1,452	230	1,854	936	1,102				392	1,203	17,699	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00				1,668																386,022	387,690
3:30				1,668																386,022	387,690
4:00				1,668																386,022	387,690
4:30				1,668																386,022	387,690
5:00				1,668																386,022	387,690
5:30				3,336						2,997										381,357	387,690
6:00				7,236	1,861	2,833							6,605							369,155	387,690
6:30				5,568	1,861	2,833							2,975	3,019						371,434	387,690
7:00	5,865	2,975	9,073	4,857	13,460	1,966		3,019				2,753	3,505	3,019	2,883					334,316	387,690
7:30	5,865	2,975	11,233	4,857	17,885	1,966		3,019				2,147	3,505							334,239	387,690
8:00	2,146	2,147	16,111	1,861	18,512	3,994	1,861	5,423					7,134							328,502	387,690
8:30	2,146	2,147	14,082	1,861	15,759	3,994	1,861	5,423					7,134							333,284	387,690
9:00	9,184	2,147	20,802	1,861	11,635	3,994	3,721	5,994	1,861	1,659			7,134							317,699	387,690
9:30	9,184	2,147	20,802	1,861	8,802	3,994	5,761	3,019	1,861	1,659			7,134							321,467	387,690
10:00	11,045	2,147	18,762	1,861	8,802	3,994	3,973	3,019	1,861	1,659			9,333							321,235	387,690
10:30	11,045	2,147	18,762	1,861	8,802	3,994	3,973		1,861	1,659			9,333							324,255	387,690
11:00	10,842	4,112	20,875	1,861	5,025	3,994	1,861		3,519				7,134							328,467	387,690
11:30	10,842	4,112	22,904	1,861	5,025	3,994	1,861		3,519				7,134							326,438	387,690
Noon		2,147	16,902	4,857	5,056	3,994			1,659				3,505							349,571	387,690
12:30		2,147	16,902	2,997	5,056	3,994							3,505							353,090	387,690
1:00		2,147	11,546		5,119	3,994							6,480							358,404	387,690
1:30		2,147	11,344		2,972	2,029							6,480							362,718	387,690
2:00		5,030	7,272		2,972	2,029							3,505		2,883					363,999	387,690
2:30		2,147	7,272		2,972	2,029							3,505							369,766	387,690
3:00		2,753	5,614		2,053						4,513		3,505							369,253	387,690
3:30			5,614		4,895						4,513		7,134							365,534	387,690
4:00			5,782	4,857	3,108						1,861									372,081	387,690
4:30			5,782	8,894	3,108						1,861									368,044	387,690
5:00			7,227	5,898	3,505			3,505		1,861										365,696	387,690
5:30			7,227	5,898				3,505		1,861										369,200	387,690
6:00			5,559	1,915				3,505		1,861	2,972									371,878	387,690
6:30			5,559					3,505		1,861	2,972									373,794	387,690
7:00			3,698					3,505	1,668											378,819	387,690
7:30			2,040					3,505	1,668											380,478	387,690
8:00			2,040							2,404										383,246	387,690
8:30			2,040							2,404										383,246	387,690
9:00										2,404										385,286	387,690
9:30										2,404										385,286	387,690
10:00																			2,971	384,719	387,690
10:30																			2,971	384,719	387,690
11:00																			2,971	384,719	387,690
11:30																			2,971	384,719	387,690
Total Avg	1,628	0	949	6,819	1,326	3,337	1,124	518	1,040	468	759	226	2,410	126	120				248	366,591	387,690
maximum	11,045	0	5,030	22,904	8,894	18,512	3,994	5,761	5,994	3,519	4,513	2,972	9,333	3,019	2,883				2,971	387,690	
std.dev.	3,568	0	1,398	7,047	2,093	4,958	1,694	1,301	1,804	983	1,202	764	3,176	610	582				830	22,788	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00																				387,690	387,690
4:30																				387,690	387,690
5:00				1,927																385,763	387,690
5:30				6,388						2,000										379,303	387,690
6:00				6,388		2,013	1,927	1,626		2,000										373,737	387,690
6:30			1,635	9,174		2,013	3,751	3,450		2,000										365,666	387,690
7:00			4,430	6,388	3,751	13,675	7,783	3,450	4,840	4,103	4,816		5,740							328,714	387,690
7:30	2,914			6,388	3,751	20,932	4,031	3,450	4,840	4,103	1,878	2,795	2,013							330,595	387,690
8:00			5,564	8,212	1,824	21,852	8,816	8,923		4,103	1,878	2,795	2,013							321,711	387,690
8:30	2,787		8,164	10,036	1,824	10,639	5,856	8,923		4,103	6,797	4,941	2,013							321,609	387,690
9:00	5,608			10,036	1,824	7,844	8,213	7,098		4,103	1,878								2,960	338,127	387,690
9:30	5,608			11,860	1,824	7,844	8,213	7,098		4,103	1,878								2,960	336,303	387,690
10:00	3,450		1,878	11,860	4,425	10,530	8,213	7,875		2,104									2,960	334,397	387,690
10:30	3,450		1,878	11,860	4,425	7,844	8,213	7,875		2,104									2,960	337,083	387,690
11:00	3,450		1,878	11,860	4,425	10,543	4,031	5,274		2,104									2,960	341,165	387,690
11:30	1,626		1,878	16,370	4,425	10,543	4,031	5,274		2,104									2,960	338,479	387,690
Noon			1,878	12,722	1,824	7,753	1,927			4,207									2,960	354,419	387,690
12:30			1,878	6,108		4,927	1,927		2,913	4,207									2,960	362,770	387,690
1:00			1,878	4,284		4,927	1,927		2,913	4,207									2,960	364,594	387,690
1:30			1,878	4,284		4,927	1,927			4,207									2,960	367,507	387,690
2:00			1,878	6,108		11,809	1,927		2,699	4,207		2,913							2,960	353,188	387,690
2:30			1,878	6,108		7,753	4,887		2,699	4,207		2,913							2,960	354,284	387,690
3:00			1,878	4,181		4,927	1,927	2,686		4,207									2,960	364,924	387,690
3:30			1,878	4,181		4,927	1,927			2,104									2,960	369,714	387,690
4:00			1,878	1,824		9,856	4,284			2,104									2,960	364,784	387,690
4:30			1,878	3,648	5,382	4,927	4,284			2,104									2,960	362,507	387,690
5:00				3,648	7,487	2,914	6,108	1,824		2,104									2,960	360,645	387,690
5:30				3,648	5,382	2,914	6,108	1,824		2,104									2,960	362,749	387,690
6:00				6,562		2,914				2,104									2,960	373,150	387,690
6:30				6,562	2,699	4,927				2,104		2,013							2,960	366,425	387,690
7:00						2,914	1,824			4,207		2,013							2,960	373,772	387,690
7:30						2,914	2,827			4,207										377,742	387,690
8:00						2,914	2,827			2,104										379,846	387,690
8:30	1,878					2,914				2,104										380,794	387,690
9:00						2,914				2,104										382,672	387,690
9:30						2,914				2,104										382,672	387,690
10:00						2,914				2,104								2,600		380,072	387,690
10:30						2,914				2,104								2,600		380,072	387,690
11:00										2,104								2,600		382,986	387,690
11:30										2,104								2,600		382,986	387,690
Total Avg	641	0	960	4,221	1,152	4,791	2,338	1,753	436	2,259	398	219	451					217	1,295	366,559	387,690
maximum	5,608	0	8,164	16,370	7,487	21,852	8,816	8,923	4,840	4,207	6,797	4,941	5,740					2,600	2,960	387,690	
std.dev.	1,468	0	1,631	4,543	1,961	5,178	2,945	2,782	1,214	1,539	1,271	896	1,134					726	1,484	20,352	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DI956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00																				387,690	387,690
4:30																				387,690	387,690
5:00																				387,690	387,690
5:30				6,486			1,852													379,352	387,690
6:00			1,907	6,001	1,651		7,605			2,136			2,075							366,316	387,690
6:30			1,907	9,006	4,613		7,605	2,962		2,136		2,830								356,632	387,690
7:00	1,651		2,640	12,153	8,577	15,125	7,605	2,962		2,136		2,830								332,012	387,690
7:30	1,651		5,381	12,153	8,256	14,330	7,605			2,136		9,972								326,207	387,690
8:00	3,311		5,381	12,153	8,256	9,449	3,988	1,651		2,136		2,103								339,262	387,690
8:30	1,651		2,640	14,289	8,256	7,956	8,685	1,651		2,136		2,103								338,323	387,690
9:00	10,536		2,640	14,289	8,256	4,989	6,729	1,651		2,136	1,651	2,103								332,710	387,690
9:30	10,536		2,640	14,289	8,256	2,030	6,729	1,651		2,136		2,103								337,320	387,690
10:00	10,536		5,598	16,308	10,391	5,036	10,241	3,681		2,136										323,761	387,690
10:30	10,536		2,640	16,308	10,391	5,036	10,241	3,681		2,136										326,719	387,690
11:00	8,885		2,640	18,949	10,391	4,074	5,649	5,701		2,136	1,852									327,413	387,690
11:30	8,885		2,640	16,929	10,391	4,074	5,649	5,701		2,136	1,852									329,432	387,690
Noon	3,311		2,640	12,998	6,311		3,988	1,651		4,272	1,852									350,666	387,690
12:30	3,311		2,640	12,143	6,311		3,988	1,651		2,136	1,852									353,657	387,690
1:00	1,651		2,640	7,803	2,640		3,988	1,651		2,136										365,180	387,690
1:30	1,651		2,640	4,245	2,640		3,988	1,651		2,136		2,075								366,663	387,690
2:00	1,651		2,640	5,896	2,640		3,988	1,651		2,136		2,870								364,217	387,690
2:30	1,651		2,640	5,896	2,640		3,988	3,558		2,136		2,870								362,310	387,690
3:00	1,651		2,640	3,503	2,640	2,870	6,008	5,951		2,136										360,291	387,690
3:30	1,651		2,640	1,852	2,640	2,870	6,008	5,951		2,136										361,942	387,690
4:00	4,044		2,640	1,852	4,493	2,044	1,852	3,558	2,137	2,136										362,935	387,690
4:30	1,651		2,640	1,852	7,534	2,044	1,852	3,608	2,137	2,136		2,830								359,406	387,690
5:00	1,651		1,907	1,852	8,019	5,532	1,852	4,634	2,137	2,136		2,830								355,140	387,690
5:30	1,651		1,907	4,835	8,019	2,044	1,852	4,634	2,137	2,136										358,475	387,690
6:00	1,651	2,983		7,841	4,031	2,820	3,988	1,651		2,136										360,589	387,690
6:30	1,651	2,983		4,858	2,075	2,820	3,988	1,651		2,136										365,529	387,690
7:00					2,075	2,820	5,649	1,651		2,136										373,360	387,690
7:30				2,393		2,820	5,649	1,651												375,177	387,690
8:00						2,820	2,136			2,136										380,598	387,690
8:30						2,820	2,136													382,734	387,690
9:00			2,959			2,820				2,136										379,775	387,690
9:30						2,820				2,136										382,734	387,690
10:00								4,858		2,136										380,697	387,690
10:30								4,858		2,136										380,697	387,690
11:00								3,005		2,136										382,549	387,690
11:30								3,005		2,136										382,549	387,690
Total Avg	2,021	124	1,497	5,190	3,383	2,335	3,273	1,954	178	1,557	189	738	86							365,165	387,690
maximum	10,536	2,983	5,598	18,949	10,391	15,125	10,241	5,951	2,137	4,272	1,852	9,972	2,075							387,690	
std.dev.	3,240	602	1,621	6,022	3,783	3,456	3,136	1,953	597	1,056	560	1,723	419							20,887	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00																				387,690	387,690
4:30																				387,690	387,690
5:00							2,393													385,297	387,690
5:30			2,741				2,741	2,393												379,816	387,690
6:00	3,797		4,401				2,741	2,393				2,870								371,489	387,690
6:30	3,797		4,401			2,178	2,741	4,818				5,006								364,749	387,690
7:00	5,457		8,486	1,660	2,019	14,198	4,876	7,813		4,697		5,749	2,820							329,913	387,690
7:30	5,457		8,486	1,660	2,870	17,958	4,876	9,949		2,741		3,613	5,560							324,520	387,690
8:00	6,780		8,486	1,660	2,870	17,723	6,728	8,097		2,741		2,741								329,865	387,690
8:30	1,660		8,486	4,480		18,164	6,728	8,097	1,651	2,741		2,741								332,942	387,690
9:00	3,311		11,227	1,660	2,640	16,449	6,728	6,436	1,651	4,697		2,741						2,136		328,014	387,690
9:30	3,311		11,227	1,660	2,640	8,494	6,728	6,436	1,651	4,697		2,741						2,136		335,969	387,690
10:00	3,311		12,474	3,321	2,640	8,494	7,617	6,436	3,503	4,697		2,741	2,640					2,136		327,681	387,690
10:30	3,311		10,338	3,321	2,640	11,134	7,617	6,436	3,503	4,697		2,741	2,640					2,136		327,177	387,690
11:00	3,311		10,338	3,321	2,640	5,656	7,617	6,436	3,503			2,741	2,640					2,136		337,352	387,690
11:30	3,311		10,338	5,277	2,640	5,656	7,617	6,436	3,503			2,741	2,640					2,136		335,395	387,690
Noon	3,512		2,741	3,617	2,019	10,426	7,269	6,436	1,651	2,741		2,741	2,640							341,897	387,690
12:30	1,660		2,741	2,640		8,383	7,269	3,796	1,651	2,741		2,741	2,640							351,429	387,690
1:00	1,660		2,741	2,640		5,656	4,876	2,136		2,741		2,741	2,640							359,860	387,690
1:30	1,660		2,741	2,640		5,656	4,876	2,136		2,741		2,741	2,640							359,860	387,690
2:00			2,741	4,300		5,656	4,876	2,136		2,741		2,741	2,640							359,860	387,690
2:30			2,741	4,300		10,492	4,876	2,136		2,741		2,741	2,640							355,024	387,690
3:00				4,300	2,019	8,485	4,876	2,136		2,741		2,741	2,640							357,752	387,690
3:30				4,300		8,485	4,876	2,136		2,741		2,741	2,640							359,771	387,690
4:00				2,640		7,699	2,136	3,787		2,741			2,640							366,048	387,690
4:30				2,640	2,030	10,529	2,136	3,787		2,741		2,137		2,640						359,051	387,690
5:00				2,640	1,852	4,873	4,155	2,136		4,593		7,793								359,649	387,690
5:30				2,640	1,852		4,155	2,136		4,593		10,622	2,741							358,952	387,690
6:00				2,640	1,852	3,488	4,155	2,136		4,391		2,137								366,891	387,690
6:30				5,460			4,155	2,136		4,391		2,137								369,411	387,690
7:00						2,870	2,136	2,136				2,137						2,640		375,772	387,690
7:30						2,870	2,136	2,136				2,137						2,640		375,772	387,690
8:00	2,393						2,136			1,651		2,137						2,640		376,734	387,690
8:30	2,393						2,136			1,651		2,137						2,640		376,734	387,690
9:00	2,393									1,651		2,137								381,510	387,690
9:30	2,393									4,471										380,826	387,690
10:00	2,393						2,393			1,651										381,253	387,690
10:30	2,393						2,393			1,651										381,253	387,690
11:00							2,393			1,651										383,646	387,690
11:30							2,393			1,651										383,646	387,690
Total Avg	1,451	0	2,664	1,571	734	4,618	3,295	2,667	464	1,940	0	1,099	1,145	770				487		364,785	387,690
maximum	6,780	0	12,474	5,460	2,870	18,164	7,617	9,949	3,503	4,697	0	10,622	5,560	2,640				2,640		387,690	
std.dev.	1,826	0	4,040	1,780	1,121	5,656	2,649	2,836	1,056	1,769	0	2,219	1,485	1,213				966		21,129	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00										1,816										385,874	387,690
4:30										1,816										385,874	387,690
5:00				1,980						2,094										383,616	387,690
5:30				5,702						2,094										379,893	387,690
6:00	1,628			5,693	1,816	3,542	2,925	2,094		2,094										367,897	387,690
6:30	3,498			5,693	1,816	5,576	2,925	2,094												366,088	387,690
7:00	5,416			5,702	3,734	2,904	2,925	2,094		1,816		4,736						1,816		356,546	387,690
7:30	7,232			7,518	6,499	7,653	2,925	2,094	2,062			2,004	5,530					1,816		342,356	387,690
8:00	7,232			9,613	7,541	4,966	2,925	2,094	2,062	4,208			2,765	3,542				3,632		337,110	387,690
8:30	7,232	3,686	9,613	7,541	7,866	2,925	2,094		4,208				2,765	3,542				3,632		332,586	387,690
9:00	13,949	3,686	11,708	10,130	14,721	8,218	2,094	2,818	4,208			2,674	2,765	3,542				1,816		305,361	387,690
9:30	13,949	3,686	11,708	7,541	11,821	5,271	4,085	2,818	4,208			2,674	2,765	3,542				1,816		311,806	387,690
10:00	9,150	3,686	11,708	7,541	26,079	5,271	4,085	2,818	4,208			2,674	2,765			2,146				305,559	387,690
10:30	9,150	3,686	13,577	7,541	15,508	5,271	4,085	2,818	4,208			2,674	4,860							314,311	387,690
11:00	7,232	3,686	7,797	12,817	15,508	5,271	2,094		4,208				2,765							326,312	387,690
11:30	7,232	3,686	7,797	12,817	15,508	5,271	2,094		4,208	1,619			2,765							324,694	387,690
Noon	3,734	5,305	11,482	8,908	4,880	7,365			1,619	4,523			2,765							337,109	387,690
12:30	1,918	3,686	11,482	8,908	4,880	4,441			1,619	2,904										347,852	387,690
1:00	4,865	3,686	5,702	4,405	7,645	2,346			3,247	2,904	2,674							1,980		348,235	387,690
1:30		3,686	5,702	4,405	11,066	2,346			3,247	2,904	2,674							1,980		349,680	387,690
2:00			5,702	1,816	9,777	2,346			3,247	2,904	4,678									357,220	387,690
2:30			5,702	1,816	4,880	2,346			3,247	2,904	2,674									364,121	387,690
3:00			4,074	1,816	4,880	2,346			1,619	2,904	2,136									367,915	387,690
3:30			4,074	1,816	4,880	2,346			1,619	2,904										370,051	387,690
4:00			1,980	3,807	11,184				1,619					3,542						365,558	387,690
4:30			1,980	3,807	7,694				1,619			3,630	3,542							365,418	387,690
5:00	2,094		1,980	3,807	4,198				1,619	2,765				3,542						367,685	387,690
5:30	2,094		1,980	3,807	2,062				1,619					3,542						372,586	387,690
6:00	2,094			1,816	3,542				1,619											378,619	387,690
6:30	2,094								1,619											383,977	387,690
7:00									1,619											386,071	387,690
7:30									1,619											386,071	387,690
8:00									1,619											386,071	387,690
8:30									1,619											386,071	387,690
9:00									1,619											386,071	387,690
9:30									1,619											386,071	387,690
10:00						3,722	2,094		1,619											380,255	387,690
10:30						3,722	2,094		1,619											380,255	387,690
11:00						3,722			1,619											382,349	387,690
11:30						3,722			1,619											382,349	387,690
Total Avg	2,329	0	878	3,701	2,881	4,442	1,935	735	321	1,891	609	672	753	590		45		303	83	365,522	387,690
maximum	13,949	0	5,305	13,577	12,817	26,079	8,218	4,085	2,818	4,208	4,523	4,736	5,530	3,542		2,146		3,632	1,980	387,690	
std.dev.	3,750	0	1,644	4,321	3,724	5,875	2,262	1,241	867	1,366	1,237	1,315	1,468	1,334		310		865	400	25,097	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	All Rock	DJ956	Community	Foreign	NONE	Total
MNight																				387,690	387,690
0:30																				387,690	387,690
1:00																				387,690	387,690
1:30																				387,690	387,690
2:00																				387,690	387,690
2:30																				387,690	387,690
3:00																				387,690	387,690
3:30																				387,690	387,690
4:00																				387,690	387,690
4:30																				387,690	387,690
5:00																				387,690	387,690
5:30																				387,690	387,690
6:00			5,004	1,623				1,810												379,254	387,690
6:30	4,467			1,623				1,810												379,790	387,690
7:00	3,752			1,623		1,810		1,810		1,810				3,531						373,355	387,690
7:30	3,752			1,623		3,939		1,810		1,810				3,531						371,226	387,690
8:00	8,585		2,665	5,459	1,810	2,129		3,722		3,837	1,810	7,689	2,756	3,531				2,139		341,557	387,690
8:30	8,585			5,459	1,810			1,912		3,837	1,810	7,689		3,531				2,139		350,917	387,690
9:00	11,432	1,997	2,665	12,581	1,810					3,837	1,810	2,678		3,531					1,997	343,351	387,690
9:30	11,884		2,665	12,581	1,810					3,837	4,149			3,531						347,234	387,690
10:00	10,097			10,718	3,620	3,024				2,027	4,149	4,662	3,024	3,531						342,839	387,690
10:30	10,097			12,581	6,535					2,027	1,810	1,997		3,531						349,111	387,690
11:00	3,897			9,186	4,725	13,047			3,024	2,027	1,810	1,997		3,531						344,445	387,690
11:30	3,897			7,323	2,915	9,517			3,024	2,027	1,810	1,997		3,531						351,649	387,690
Noon				1,623		2,773			3,024			1,997	2,756	3,531						371,987	387,690
12:30				3,961		2,773		2,915				1,997		3,531						372,513	387,690
1:00	2,064			3,961				6,324				1,997		3,531						369,813	387,690
1:30	2,064			1,623				6,324				1,997		3,531						372,152	387,690
2:00			2,580	1,623		9,415		6,324				1,997		3,531						362,220	387,690
2:30			2,580	1,623		9,415		6,324				1,997		3,531						362,220	387,690
3:00			2,580		2,580	8,638		2,915				8,206		3,531						359,240	387,690
3:30			2,580		2,580	8,638		2,915				1,997		3,531						365,449	387,690
4:00			2,580		2,580	6,908		2,915		2,892		1,997								367,818	387,690
4:30			5,245		2,580			2,915		2,892		6,877		3,531						363,650	387,690
5:00			5,330		4,492			1,810		2,892		1,997		3,531						367,638	387,690
5:30			2,665	2,339	2,580			1,810		2,892		4,806		3,531						367,068	387,690
6:00			2,665	2,339			3,531	1,810				4,806		3,531						369,009	387,690
6:30							3,531	1,810	2,665			1,997		3,531						374,157	387,690
7:00														3,531		1,912				382,247	387,690
7:30														3,531						384,159	387,690
8:00																				387,690	387,690
8:30																				387,690	387,690
9:00			2,339		1,810															383,541	387,690
9:30					1,810															385,880	387,690
10:00			1,863		1,810															384,017	387,690
10:30			1,863		1,810															384,017	387,690
11:00					1,810														1,810	384,070	387,690
11:30					1,810														1,810	384,070	387,690
Total Avg	1,762	42	997	2,114	1,110	1,709	147	1,250	245	805	399	1,529	178	1,839			40	89	117	373,319	387,690
maximum	11,884	1,997	5,330	12,581	6,535	13,047	3,531	6,324	3,024	3,837	4,149	8,206	3,024	3,531			1,912	2,139	1,997	387,690	
std.dev.	3,456	288	1,560	3,679	1,555	3,398	713	1,909	821	1,339	994	2,296	697	1,782			276	432	459	14,973	

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeijk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00																			387,690	387,270
4:30																			387,690	387,270
5:00									1,503										386,187	387,270
5:30																			387,690	387,270
6:00																			387,690	387,270
6:30	1,460																		386,230	387,270
7:00	3,145	1,665																	382,880	387,270
7:30	3,145	4,651																	379,894	387,270
8:00	1,684	2,967																2,352	380,687	387,270
8:30	3,922	3,747																	380,021	387,270
9:00	3,540	7,157																	376,993	387,270
9:30	3,540	7,157																	376,993	387,270
10:00	1,302	7,157																	379,231	387,270
10:30	1,302	3,747																	382,641	387,270
11:00	3,384	3,747																	380,559	387,270
11:30	1,302	3,747																	382,641	387,270
Noon	1,302	3,747																	382,641	387,270
12:30	3,189	5,473																	379,028	387,270
1:00	4,649	5,473																	377,568	387,270
1:30	4,649	3,808																	379,233	387,270
2:00	5,951	3,808							1,684					3,463					372,784	387,270
2:30	7,587	3,808							1,684					3,463					371,148	387,270
3:00	20,319	5,003												1,302				2,082	358,985	387,270
3:30	13,637	8,352												1,302				2,082	362,317	387,270
4:00	4,064	5,208		1,460										1,543		2,263		2,082	371,070	387,270
4:30	4,064	5,208		1,460										1,543		2,263		2,082	371,070	387,270
5:00	5,524	7,819			1,460	1,543										2,263		9,605	359,475	387,270
5:30	5,524	10,783	3,391		2,921	1,543										2,263		9,605	351,659	387,270
6:00	9,199	14,549	8,394		1,460	1,543			2,082		1,503			5,046				14,634	329,279	387,270
6:30	14,112	15,851	10,281			1,543		1,665	2,082		1,503			5,046				14,634	320,972	387,270
7:00	15,188	21,191	22,322			1,543	1,601	1,665	3,766					5,046				8,512	306,856	387,270
7:30	13,462	49,081	36,144			1,543	1,601		2,082					5,046				8,512	270,219	387,270
7:45	15,623	49,081	37,737			1,543	1,601		2,082					5,046				8,512	266,465	387,270
8:00	105,135	18,785	14,867		2,919	2,082			1,887					4,649				8,605	228,762	387,270
8:30	88,338	15,045	11,576		2,919	2,082			8,173					4,649				17,457	237,452	387,270
9:00	77,000	11,279	9,618		4,806	2,082			9,808	1,460			4,434	2,964	6,087			15,490	242,660	387,270
9:30	61,845	14,128	5,398		4,806	2,082			11,444				4,434	2,964	8,457			13,806	258,325	387,270
10:00	24,541	11,153							9,557				2,082		2,333	1,543		8,080	328,401	387,270
10:30	18,982	6,107							9,557						2,333	1,543		8,080	341,088	387,270
11:00	3,542	3,258	2,964						1,636							1,543			374,747	387,270
11:30	3,542	1,665	2,964																379,518	387,270
Total Avg	11,402	7,049	3,381	60	435	390	98	68	0	1,409	30	61	223	1,083	392	279	0	3,188	357,722	387,270
maximum	105,135	49,081	37,737	1,460	4,806	2,082	1,601	1,665	0	11,444	1,460	1,503	4,434	5,046	8,457	2,263	0	17,457	387,690	
std.dev.	22,863	10,270	8,355	292	1,180	743	388	333	0	2,976	209	301	927	1,841	1,527	704	0	5,194	44,980	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00														1,659					386,031	387,270
4:30														1,659					386,031	387,270
5:00														1,659					386,031	387,270
5:30																			387,690	387,270
6:00																			387,690	387,270
6:30																			387,690	387,270
7:00																			387,690	387,270
7:30																			387,690	387,270
8:00																			387,690	387,270
8:30					2,652													2,652	382,385	387,270
9:00					2,652													2,652	382,385	387,270
9:30																			387,690	387,270
10:00																			387,690	387,270
10:30																			387,690	387,270
11:00	2,040																		385,650	387,270
11:30	2,040																		385,650	387,270
Noon	1,861	1,668								1,668			2,146						380,348	387,270
12:30	1,861	5,482								1,668			2,146						376,534	387,270
1:00		7,342								1,668			2,146						376,534	387,270
1:30		9,001								1,668			2,146	1,659					373,217	387,270
2:00	1,966	10,669											2,146	1,659				2,146	369,106	387,270
2:30	1,966	10,669											2,146					2,146	370,764	387,270
3:00	15,419	5,674								1,659			2,146						362,793	387,270
3:30	11,254	9,734					1,861			1,659			2,146						361,037	387,270
4:00	3,826	5,727					1,861						2,146	1,861	3,108				369,161	387,270
4:30	1,966	1,668	1,861				1,861						3,804	1,861	3,108				371,562	387,270
5:00	1,966	1,659	4,857										3,804	1,861	3,108				370,435	387,270
5:30	1,966	3,327	6,773										3,804		3,108				368,713	387,270
6:00	2,029	3,327	8,738										3,804			2,972			366,820	387,270
6:30	5,658	3,327	8,738										2,146			2,972			364,849	387,270
7:00	7,519	3,327	12,745		4,634					3,982			2,146					2,404	350,934	387,270
7:30	5,658	37,466	28,308		4,634					3,982			2,146			2,997		2,404	300,096	387,270
7:45	5,658	35,437	30,336		4,634					3,982			2,146			2,997		2,404	300,096	387,270
8:00	110,946	7,389	10,004		1,659					3,982			4,006		2,883	2,997		5,287	238,537	387,270
8:30	76,444	4,985	10,004		1,659		1,668			6,095	2,122	1,668	4,006	2,029	6,997	2,997		11,750	255,267	387,270
9:00	76,143	4,985	5,142		1,659		1,668			6,120	2,122	1,668	4,006	8,496	4,114	2,997		18,176	250,395	387,270
9:30	62,127	4,985	5,142		1,659		1,668			4,259	2,122	1,668	4,006	8,496	4,114	2,997		24,953	259,495	387,270
10:00	26,789		2,146							4,259	2,122	1,668	1,861	8,496	1,915			26,526	311,909	387,270
10:30	8,656		2,146							2,147		1,668		6,349				20,805	345,919	387,270
11:00	1,861		2,146							2,147		1,668						11,238	368,631	387,270
11:30	1,861		2,146							2,147								3,719	377,818	387,270
Total Avg	8,969	3,630	2,882	0	527	0	216	0	0	1,083	173	204	1,245	974	662	488	0	2,842	363,373	387,270
maximum	110,946	37,466	30,336	0	4,634	0	1,861	0	0	6,120	2,122	1,668	4,006	8,496	6,997	2,997	0	26,526	387,690	
std.dev.	22,930	7,566	6,413	0	1,257	0	585	0	0	1,751	587	552	1,510	2,229	1,527	1,117	0	6,520	39,920	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00	2,104																		385,586	387,270
2:30	2,104																		385,586	387,270
3:00	2,104																		385,586	387,270
3:30	2,104																		385,586	387,270
4:00	2,104																		385,586	387,270
4:30	2,104																		385,586	387,270
5:00	2,104																		385,586	387,270
5:30	2,104																		385,586	387,270
6:00	2,104																		385,586	387,270
6:30	2,104		1,824																383,761	387,270
7:00	3,730	2,357	1,824																379,778	387,270
7:30	3,730	3,983	1,824																378,152	387,270
8:00	2,104	3,983	1,824																379,778	387,270
8:30	2,104	1,626	3,751																380,208	387,270
9:00	2,104	1,626	3,751							1,626									378,582	387,270
9:30	3,730		3,904							1,626									378,429	387,270
10:00	3,730		1,824					3,703		1,626									376,807	387,270
10:30	2,104		1,824					3,703		1,626									378,433	387,270
11:00	2,104		1,824	2,104						1,626									380,032	387,270
11:30	2,104		1,824	2,104						1,626									380,032	387,270
Noon	4,461		1,824	2,104						1,626									377,675	387,270
12:30	4,461		1,824	2,104						1,626									377,675	387,270
1:00	4,461	6,286	1,824				2,104			1,626							2,013		369,377	387,270
1:30	4,461	6,286	1,824				2,104			1,626									371,389	387,270
2:00	4,461	9,934	1,824				2,104			1,626				5,833					361,908	387,270
2:30	7,421	9,934	1,824				2,104			1,626				5,833				2,013	356,935	387,270
3:00	31,267	11,307	1,824				2,104	3,703		1,626				5,833					330,027	387,270
3:30	25,460	13,766	1,824				2,104	3,703		1,626				5,833					333,374	387,270
4:00	8,213	9,680	1,824							1,626				7,760	3,703				354,885	387,270
4:30	10,037	10,109	1,824							1,626				7,760	3,703				352,631	387,270
5:00	6,286	10,467	3,450							4,453				3,553	3,703			2,914	352,865	387,270
5:30	3,929	10,467	3,450							1,626				1,927	3,703			2,914	359,675	387,270
6:00	5,856	10,467	1,824						1,927	1,626			1,927	3,751				2,914	357,398	387,270
6:30	12,463	10,467	6,249						1,927	1,626			1,927	6,437				7,457	339,137	387,270
7:00	14,567	9,988	6,249		2,013					6,199			1,927	4,613	5,960			8,101	328,073	387,270
7:30	14,567	31,600	19,424		4,839					3,261			1,927	2,686	5,960			8,101	295,323	387,270
7:45	12,640	27,898	23,127		4,839					6,721			1,927	2,686	5,960			8,101	293,791	387,270
8:00	88,441	8,362	19,979		2,827					7,785			3,970	2,686	5,827	2,917		15,956	228,940	387,270
8:30	39,859	6,005	18,500		4,925		1,626			7,785			6,074	6,244	5,827	2,917		15,866	272,062	387,270
9:00	24,414	10,570	10,786		4,925		1,626	2,104		6,149			7,898	3,558	5,827	2,938		25,310	281,585	387,270
9:30	22,310	10,570	6,919		1,878		1,626	2,104		8,835			5,855	3,558	5,827	2,938		25,310	289,960	387,270
10:00	3,436	4,510	3,648		1,878		1,626			7,011			2,104	3,558	5,017	2,938		21,521	330,442	387,270
10:30	3,436	4,510	1,824							7,011			2,104	2,938	5,017	2,938		19,477	338,434	387,270
11:00	2,914									4,312				2,938	2,913	2,938		7,250	364,425	387,270
11:30	2,914													2,938	2,913	2,938		7,250	368,737	387,270
Total Avg	8,394	5,036	3,463	172	574	0	390	388	79	2,049	0	0	768	1,896	1,467	479	41	3,683	358,391	387,270
maximum	88,441	31,600	23,127	2,104	4,925	0	2,104	3,703	1,927	8,835	0	0	7,898	7,760	5,960	2,938	2,013	25,310	387,690	
std.dev.	14,431	6,884	5,506	582	1,431	0	786	1,083	385	2,552	0	0	1,755	2,492	2,324	1,095	288	7,001	36,259	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00																			387,690	387,270
4:30																			387,690	387,270
5:00																			387,690	387,270
5:30																			387,690	387,270
6:00	2,393																		385,297	387,270
6:30	2,393	2,136																	383,161	387,270
7:00	5,399	5,141																	377,150	387,270
7:30	5,399	5,141																2,962	374,189	387,270
8:00	3,005	5,141																	379,543	387,270
8:30	3,005	5,141																	379,543	387,270
9:00	3,005	5,141																	379,543	387,270
9:30	3,005	5,141																	379,543	387,270
10:00	3,005	5,141																	379,543	387,270
10:30	3,005	5,141																	379,543	387,270
11:00	3,005	5,141																	379,543	387,270
11:30	3,005	5,141																	379,543	387,270
Noon	2,020	9,185																1,852	374,633	387,270
12:30		9,185						1,852										1,852	374,800	387,270
1:00		6,180							1,852									1,852	377,806	387,270
1:30		6,180							1,852									6,202	373,456	387,270
2:00		6,180	2,136				2,393							1,957				6,097	368,927	387,270
2:30		6,180	2,136				2,393							1,957				9,857	365,167	387,270
3:00	10,684	9,185												1,957				8,005	357,859	387,270
3:30	6,518	13,352												1,957				8,005	357,859	387,270
4:00		9,928	1,852								2,020			4,272				10,746	358,873	387,270
4:30		7,534	1,852								5,003			4,272				8,353	360,676	387,270
5:00		10,518	1,907							2,136	6,654	1,852	2,136					6,253	356,235	387,270
5:30		14,817	1,907							2,136	9,047	1,852	2,136					6,253	349,542	387,270
6:00	6,343	11,293	5,119		2,136			2,136	1,651		6,654	1,852	2,136					1,660	346,709	387,270
6:30	5,802	11,293	5,119		2,136			2,136	1,651		6,654	3,759	2,136					1,660	345,343	387,270
7:00	7,372	14,276	7,231		2,136	2,640		2,136	4,634		2,983	1,907	2,136		2,820			3,567	333,851	387,270
7:30	8,448	46,708	23,852		2,136			2,136	4,634			1,907	2,136	3,613	2,820			3,567	285,732	387,270
7:45	8,448	46,708	23,852		2,136			2,136	4,634			1,907	2,136	3,613	2,820			3,567	285,732	387,270
8:00	102,558	17,178	12,705	1,957	2,136			2,136	5,623			1,907	2,136	3,613	2,820			5,524	227,397	387,270
8:30	76,500	11,780	10,912	1,957	5,098			2,136	11,251			1,907	2,136	3,613	2,820			8,164	249,418	387,270
9:00	69,681	11,780	6,947	1,957	7,491			2,136	8,268			6,541	6,302	8,373				6,344	251,870	387,270
9:30	63,736	9,387	4,069	2,075	5,355				6,248			6,541	8,333	4,760				8,197	268,991	387,270
10:00	25,848	7,251	7,682		5,355				4,291			1,651	8,386	6,229		2,741		6,536	311,721	387,270
10:30	14,145	7,251	7,682		2,962							1,651	8,386			2,741		4,493	338,381	387,270
11:00	5,376	5,399												2,030		2,640	2,741		369,504	387,270
11:30	5,376	5,399												3,987		2,640	2,741		367,547	387,270
Total Avg	9,357	7,504	2,591	162	797	54	98	0	387	1,155	87	796	719	1,490	690	396	224	2,685	358,079	387,270
maximum	102,558	46,708	23,852	2,075	7,491	2,640	2,393	0	2,136	11,251	2,136	9,047	6,541	8,386	8,373	2,820	2,741	10,746	387,690	
std.dev.	21,650	9,383	5,401	550	1,735	377	478	0	824	2,481	427	2,149	1,502	2,300	1,828	979	758	3,358	40,781	

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00																			387,690	387,270
4:30																			387,690	387,270
5:00																			387,690	387,270
5:30																			387,690	387,270
6:00																			387,690	387,270
6:30																			387,690	387,270
7:00	2,741																		384,949	387,270
7:30	2,741																		384,949	387,270
8:00		2,983													2,658			1,660	380,389	387,270
8:30		2,983																1,660	383,047	387,270
9:00	2,189	2,983																6,654	375,864	387,270
9:30	2,189	2,983																6,654	375,864	387,270
10:00	2,189	2,983																6,654	375,864	387,270
10:30	2,189	2,983																6,654	375,864	387,270
11:00	2,189	4,835																1,660	379,006	387,270
11:30	2,189	4,835																1,660	379,006	387,270
Noon	2,136	4,835													1,651			1,852	377,216	387,270
12:30	2,136	4,835													1,651			1,852	377,216	387,270
1:00	2,136	4,835					3,808								1,651	2,019		1,852	371,389	387,270
1:30	2,136	4,835					6,449								1,651	2,019		1,852	368,748	387,270
2:00	1,852	4,835					6,449									2,019		1,852	370,683	387,270
2:30	1,852	4,835					6,449									2,019		1,852	370,683	387,270
3:00	24,080	4,835	1,852				2,640									2,019		1,852	350,411	387,270
3:30	20,568	8,631	1,852				2,640							1,852		2,019		1,852	348,275	387,270
4:00	7,774	6,495	1,956				2,640				2,136			1,852	2,741	2,019			360,076	387,270
4:30	3,311	4,835	1,956								2,136					2,019			373,432	387,270
5:00	3,691	4,835	3,808						2,640	2,136						4,677		2,741	363,162	387,270
5:30	3,691	4,835	1,956						2,640					1,660		4,677		2,741	365,490	387,270
6:00	8,666	4,835	5,805						4,492					4,401		4,677		2,727	352,086	387,270
6:30	10,906	4,835	5,805							1,852				4,401		2,019		2,727	355,144	387,270
7:00	15,437	9,382	5,277							3,704				1,660		2,019		2,727	347,484	387,270
7:30	14,085	38,897	13,808							3,704				1,660		2,019		2,727	310,789	387,270
7:45	14,085	32,892	19,814							3,704				1,660		2,019		2,727	310,789	387,270
8:00	90,430	12,594	11,642				2,640			1,852					2,178			5,688	260,666	387,270
8:30	89,032	4,835	11,642				2,640			4,300					2,178			11,547	261,516	387,270
9:00	113,408	4,835	1,956				2,640			6,693			1,852					17,964	238,341	387,270
9:30	111,285	4,835	1,956				2,640			6,693			3,808					17,964	238,508	387,270
10:00	91,767	1,852					2,640			6,693			3,808					12,262	268,667	387,270
10:30	65,011	1,852					2,640			4,053			3,808	2,820				4,786	302,720	387,270
11:00	7,994	1,852								4,053			1,956	2,820	2,136			2,136	364,743	387,270
11:30	2,178	1,852								4,053			1,956	2,820				2,136	372,694	387,270
Total Avg	14,862	4,416	1,859	0	0	0	957	0	0	1,248	131	0	351	563	377	781	0	2,891	358,833	387,270
maximum	113,408	38,897	19,814	0	0	0	6,449	0	0	6,693	2,136	0	3,808	4,401	2,741	4,677	0	17,964	387,690	
std.dev.	30,701	7,169	4,135	0	0	0	1,809	0	0	2,082	517	0	1,006	1,163	823	1,328	0	4,212	41,364	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xelk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00																			387,690	387,270
4:30																			387,690	387,270
5:00																			387,690	387,270
5:30																			387,690	387,270
6:00																			387,690	387,270
6:30																			387,690	387,270
7:00																			387,690	387,270
7:30																			387,690	387,270
8:00	1,816																		385,874	387,270
8:30	1,816																		385,874	387,270
9:00	5,415																		382,275	387,270
9:30	8,180																		379,510	387,270
10:00	5,415																		382,275	387,270
10:30	5,415																		382,275	387,270
11:00	7,510	2,094																	378,086	387,270
11:30	7,510	2,094																	378,086	387,270
Noon	5,530	3,713																	378,447	387,270
12:30	5,530	3,713																	378,447	387,270
1:00	10,109	3,713																6,820	367,048	387,270
1:30	10,109	3,713																9,745	364,123	387,270
2:00	9,967	3,713												2,674				9,745	361,592	387,270
2:30	9,967	3,713																9,745	364,266	387,270
3:00	9,494	3,713																5,514	366,151	387,270
3:30	7,625	5,693														2,818		2,589	368,965	387,270
4:00	3,435	5,693												2,674	2,818			11,789	361,281	387,270
4:30	3,435	3,713											1,628		2,818			11,789	364,308	387,270
5:00	3,435	3,713											1,628	2,674	2,818	3,630		11,789	358,003	387,270
5:30	3,435	5,529												2,674	2,818	7,051		11,789	354,395	387,270
6:00	3,435	5,529	6,851				3,420									4,074	6,963	8,255	349,163	387,270
6:30	3,435	5,529	6,851				3,420					2,674				4,074	3,420	11,180	347,106	387,270
7:00	5,530	5,529	6,851							5,435	2,674			5,470	2,094	3,420		13,316	337,371	387,270
7:30	5,530	16,638	19,207							5,435	2,674	2,094		5,470	2,094			13,316	315,232	387,270
7:45	5,530	16,638	19,207							3,619	2,674	2,094		5,470	2,094			13,316	317,048	387,270
8:00	48,876	11,697	5,705								2,674	3,444	5,461	2,094	2,947			12,300	292,492	387,270
8:30	20,316	9,603	7,260		2,904					3,734	4,293	3,444	9,147	2,094	5,712			15,199	303,984	387,270
9:00	9,436	11,697	5,642		2,904					9,039	1,619	3,632	21,665	4,683	8,477			22,700	286,197	387,270
9:30	4,075	8,263	3,546		2,904					9,039		6,221	21,665	4,683	8,477			22,700	296,118	387,270
10:00	4,075	4,188	3,546							5,550		8,037	19,747	2,589	5,530			20,353	314,074	387,270
10:30	4,075		3,546							3,734		6,221	19,747	2,589	2,765			11,816	333,197	387,270
11:00			3,444							6,548		6,221	6,718		2,765			2,071	359,923	387,270
11:30			1,816							6,548		1,816	6,718		2,765			2,071	365,956	387,270
Total Avg	4,887	3,058	1,908	0	178	0	140	0	0	1,198	394	0	949	2,816	1,022	1,305	0	5,304	364,114	387,270
maximum	48,876	16,638	19,207	0	2,904	0	3,420	0	0	9,039	4,293	0	8,037	21,665	4,683	8,477	0	22,700	387,690	
std.dev.	7,664	4,250	4,258	0	703	0	684	0	0	2,540	1,013	0	1,994	5,867	1,506	2,458	0	6,841	29,153	

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																			387,690	387,270
0:30																			387,690	387,270
1:00																			387,690	387,270
1:30																			387,690	387,270
2:00																			387,690	387,270
2:30																			387,690	387,270
3:00																			387,690	387,270
3:30																			387,690	387,270
4:00																			387,690	387,270
4:30																			387,690	387,270
5:00																			387,690	387,270
5:30																			387,690	387,270
6:00																			387,690	387,270
6:30																			387,690	387,270
7:00																			387,690	387,270
7:30																			387,690	387,270
8:00																			387,690	387,270
8:30			2,087																385,603	387,270
9:00			2,087													1,863			383,739	387,270
9:30																1,863			385,827	387,270
10:00																1,863			385,827	387,270
10:30																1,863			385,827	387,270
11:00																5,481			382,209	387,270
11:30																5,481			382,209	387,270
Noon	9,009															1,863			376,818	387,270
12:30	5,985															1,863			379,841	387,270
1:00	13,670	2,064					2,088			1,912	3,531					1,863			362,562	387,270
1:30	13,670	2,064					2,088			1,912	1,912					1,863			364,180	387,270
2:00	12,676	2,064					2,088				1,912					1,863			367,087	387,270
2:30	14,764	2,064					2,088				1,912					1,863			364,999	387,270
3:00	6,576				7,370		2,088				1,912					1,863		2,064	365,817	387,270
3:30	6,576				7,370		2,088				1,912					1,863		2,064	365,817	387,270
4:00	2,087	2,678			7,370		2,580				1,912			1,810		5,481		4,152	359,618	387,270
4:30	2,087	2,678			7,370		2,580				1,912			1,810		1,863		4,152	363,237	387,270
5:00	6,562				7,370		2,580			1,912	1,912			3,531		1,863		7,007	354,952	387,270
5:30	6,562	4,492			7,370		2,580			1,912				3,531		1,863		4,919	354,460	387,270
6:00	10,878	7,224	1,912		9,709					1,623		1,810			2,805	3,951		6,729	341,049	387,270
6:30	12,640	7,224	1,912		9,709					4,149		1,810			2,805	3,951		6,729	336,762	387,270
7:00	16,170	7,224	3,909		9,709					1,810		4,390			5,828	4,202		8,539	325,908	387,270
7:30	18,144	36,356	10,109		9,709					1,810		4,390	2,665	2,339	5,828	4,202		8,539	283,599	387,270
7:45	18,144	36,356	10,109		7,370					1,810		4,390	2,665	2,339	5,828	4,202		8,539	285,938	387,270
8:00	67,923	7,977	7,559							3,433			4,662	2,339	2,580	4,202		9,832	277,183	387,270
8:30	36,909	14,872	14,090							3,433	4,492	2,027	7,467	2,339	2,580	4,202		9,832	285,447	387,270
9:00	19,157	12,480	20,201							1,623	4,492	2,027	4,802	4,055	2,894			11,267	304,693	387,270
9:30	15,748	10,858	18,667							1,623	2,580	3,837	2,805	4,055	2,894	3,409		13,077	308,139	387,270
10:00	16,620	3,673	11,463			2,139				1,623	3,531	3,837	5,385	4,055	2,894			9,128	323,344	387,270
10:30	6,572	3,673	2,580			2,139				1,623	3,531	3,837		4,055	2,894			12,022	344,764	387,270
11:00	8,484										3,531	1,810		2,027				11,507	360,330	387,270
11:30											3,531							7,834	376,325	387,270
Total Avg	7,094	3,388	2,177	0	1,845	87	466	0	0	657	908	697	621	781	813	1,566	0	3,019	363,148	387,270
maximum	67,923	36,356	20,201	0	9,709	2,139	2,580	0	0	4,149	4,492	4,390	7,467	4,055	5,828	5,481	0	13,077	387,690	
std.dev.	11,872	7,739	4,902	0	3,507	428	937	0	0	1,092	1,430	1,416	1,663	1,394	1,659	1,787	0	4,311	32,570	

