



**RADIO AND TELEVISION AUDIENCE ASSESSMENT
OCTOBER 2014**

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1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

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

The first set of data was collected during the month of October 2014. 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 1240 questionnaires.

For October 2014, 51.37% of all contacted persons accepted to participate - this was 0.57% higher than that of July 2014. While the youngest person interviewed was 12 years old, the eldest person contacted was 96 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate			
	Oct 2014		July 2014
Responses	Quest.	%	%
Accepted	1,240	51.37%	50.80%
Refusal	79	3.27%	2.62%
Non Contact	421	17.44%	14.26%
Unreachable	668	27.67%	32.20%
Ineligible	6	0.25%	0.12%
Contacted	2,414	100.00%	100.00%
Not Used	66		
Total	2,480		

For the data-set of October 2014, a response rate of 51.37%, an estimated population size of 379,268 [aged 12 years and over], and a 95% confidence level, the sample of 1240 interviewees has a margin of error of $\pm 2.78\%$.

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

Weighted Sample Profile									
Age Groups	Total	Gender		District					Gozo & Comino
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	
12-14	74	43	31	14	16	14	10	15	7
	6.0%	6.9%	5.0%	5.8%	4.4%	7.2%	5.6%	7.9%	7.0%
	100.0%	57.6%	42.4%	18.5%	21.3%	18.4%	13.0%	19.9%	8.8%
15-24	173	92	81	33	56	21	27	20	15
	13.9%	14.9%	13.0%	14.2%	15.4%	11.3%	15.4%	10.8%	16.5%
	100.0%	53.1%	46.9%	19.3%	32.3%	12.4%	15.3%	11.7%	8.9%
25-29	74	32	42	11	18	19	10	14	2
	5.9%	5.2%	6.7%	4.7%	5.0%	9.8%	5.6%	7.5%	2.5%
	100.0%	43.4%	56.6%	15.0%	24.5%	25.3%	13.1%	19.0%	3.2%
30-49	373	192	181	66	107	61	52	63	25
	30.1%	31.1%	29.1%	28.0%	29.4%	32.2%	30.0%	33.8%	26.4%
	100.0%	51.4%	48.6%	17.7%	28.6%	16.3%	13.8%	17.0%	6.6%
50-64	205	103	102	37	61	33	27	29	18
	16.5%	16.6%	16.4%	15.5%	17.0%	17.4%	15.5%	15.7%	19.0%
	100.0%	50.2%	49.8%	17.9%	30.0%	16.1%	13.0%	14.4%	8.7%
65-79	255	113	143	54	76	32	40	38	15
	20.6%	18.2%	22.9%	22.8%	20.9%	16.8%	23.4%	20.5%	16.4%
	100.0%	44.1%	55.9%	21.0%	29.7%	12.4%	15.8%	15.0%	6.0%
80+	86	44	43	21	29	10	8	7	11
	7.0%	7.1%	6.9%	9.0%	8.0%	5.3%	4.4%	3.9%	12.3%
	100.0%	50.5%	49.5%	24.5%	33.5%	11.5%	8.7%	8.5%	13.3%
	1240	617	623	236	362	189	172	188	93
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	19.0%	29.2%	15.3%	13.9%	15.1%	7.5%
	74	43	31	14	16	14	10	15	7

[Count; Col%; Row%]

Population Demographics									
Age Groups	Total	Gender		District					Gozo & Comino
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	
12-14	22,613	13,033	9,580	4,187	4,825	4,155	2,948	4,505	1,993
	6.0%	6.9%	5.0%	5.8%	4.4%	7.2%	5.6%	7.9%	7.0%
	100.0%	57.6%	42.4%	18.5%	21.3%	18.4%	13.0%	19.9%	8.8%
15-24	52,841	28,085	24,756	10,221	17,055	6,566	8,106	6,188	4,705
	13.9%	14.9%	13.0%	14.2%	15.4%	11.3%	15.4%	10.8%	16.5%
	100.0%	53.1%	46.9%	19.3%	32.3%	12.4%	15.3%	11.7%	8.9%
25-29	22,548	9,796	12,752	3,378	5,519	5,693	2,946	4,292	719
	5.9%	5.2%	6.7%	4.7%	5.0%	9.8%	5.6%	7.5%	2.5%
	100.0%	43.4%	56.6%	15.0%	24.5%	25.3%	13.1%	19.0%	3.2%
30-49	114,166	58,668	55,498	20,193	32,630	18,621	15,784	19,394	7,544
	30.1%	31.1%	29.1%	28.0%	29.4%	32.2%	30.0%	33.8%	26.4%
	100.0%	51.4%	48.6%	17.7%	28.6%	16.3%	13.8%	17.0%	6.6%
50-64	62,607	31,431	31,176	11,180	18,799	10,077	8,130	9,001	5,420
	16.5%	16.6%	16.4%	15.5%	17.0%	17.4%	15.5%	15.7%	19.0%
	100.0%	50.2%	49.8%	17.9%	30.0%	16.1%	13.0%	14.4%	8.7%
65-79	78,059	34,447	43,612	16,430	23,194	9,694	12,306	11,738	4,699
	20.6%	18.2%	22.9%	22.8%	20.9%	16.8%	23.4%	20.5%	16.4%
	100.0%	44.1%	55.9%	21.0%	29.7%	12.4%	15.8%	15.0%	6.0%
80+	26,434	13,348	13,086	6,479	8,843	3,050	2,312	2,247	3,503
	7.0%	7.1%	6.9%	9.0%	8.0%	5.3%	4.4%	3.9%	12.3%
	100.0%	50.5%	49.5%	24.5%	33.5%	11.5%	8.7%	8.5%	13.3%
Total	379,268	188,808	190,460	72,067	110,865	57,857	52,532	57,364	28,583
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.8%	50.2%	19.0%	29.2%	15.3%	13.9%	15.1%	7.5%

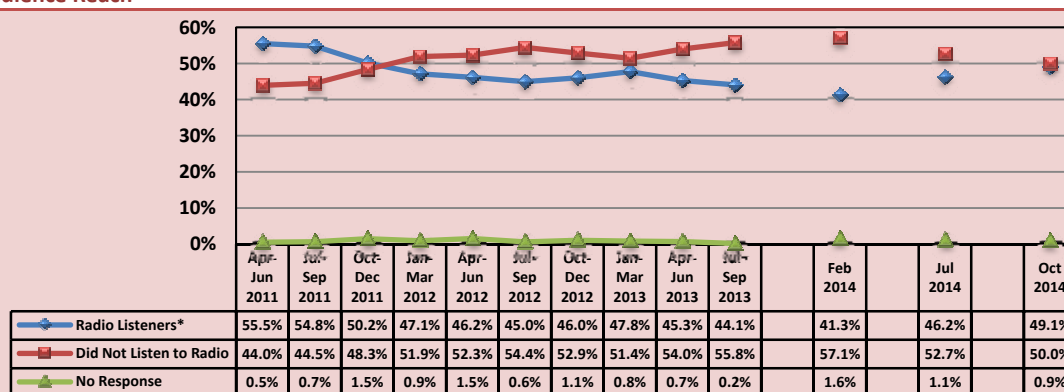
[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1 RADIO AUDIENCE REACH

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station. During October 2014, 49.1% stated that they had listened to radio the day before the interview, 50.0% categorically stated that they had not listened to radio, while 0.9% did not reply. This means that a total of 186,000 persons, aged 12 or over, followed at least one radio station. On the other hand 31 respondents [≈8,815; 2.3%] replied that they do not have a radio set. Compared to the data collected previously, there is a clear indication that the percentage of radio listeners has followed previous seasonal trends - see below:

Radio Audience Reach



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

On average 186,000 persons (49.1%) aged 12 or over followed at least one radio station during October 2014

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	379,268	186,041	189,798	3,429	100	49.05	50.04	0.90
Gender								
Males	188,808	90,054	96,023	2,731	100	47.70	50.86	1.45
Females	190,460	95,987	93,775	698	100	50.40	49.24	0.37
	379,268	186,041	189,798	3,429				
Age group								
12-14	22,613	7,498	14,292	823	100	33.16	63.20	3.64
15-24	52,841	24,459	28,382	0	100	46.29	53.71	0.00
25-29	22,548	13,675	8,055	818	100	60.65	35.72	3.63
30-49	114,166	58,213	55,199	754	100	50.99	48.35	0.66
50-64	62,607	30,725	31,881	0	100	49.08	50.92	0.00
65-79	78,059	38,607	38,419	1033	100	49.46	49.22	1.32
80+	26,434	12,865	13,569	0	100	48.67	51.33	0.00
	379,268	186,041	189,798	3,429				
District								
South Harbour	72,067	34,435	37,014	619	100	47.78	51.36	0.86
North Harbour	110,865	54,539	55,477	849	100	49.19	50.04	0.77
South Eastern	57,857	26,853	29,758	1,246	100	46.41	51.43	2.15
Western	52,532	27,927	23,890	716	100	53.16	45.48	1.36
Northern	57,364	30,571	26,793	0	100	53.29	46.71	0.00
Gozo & Comino	28,583	11,717	16,866	0	100	40.99	59.01	0.00
	379,268	186,041	189,798	3,429				

*Includes those who "did not remember which station they followed" [≈6,122] and those who "did not follow any particular radio station" [≈6,274].

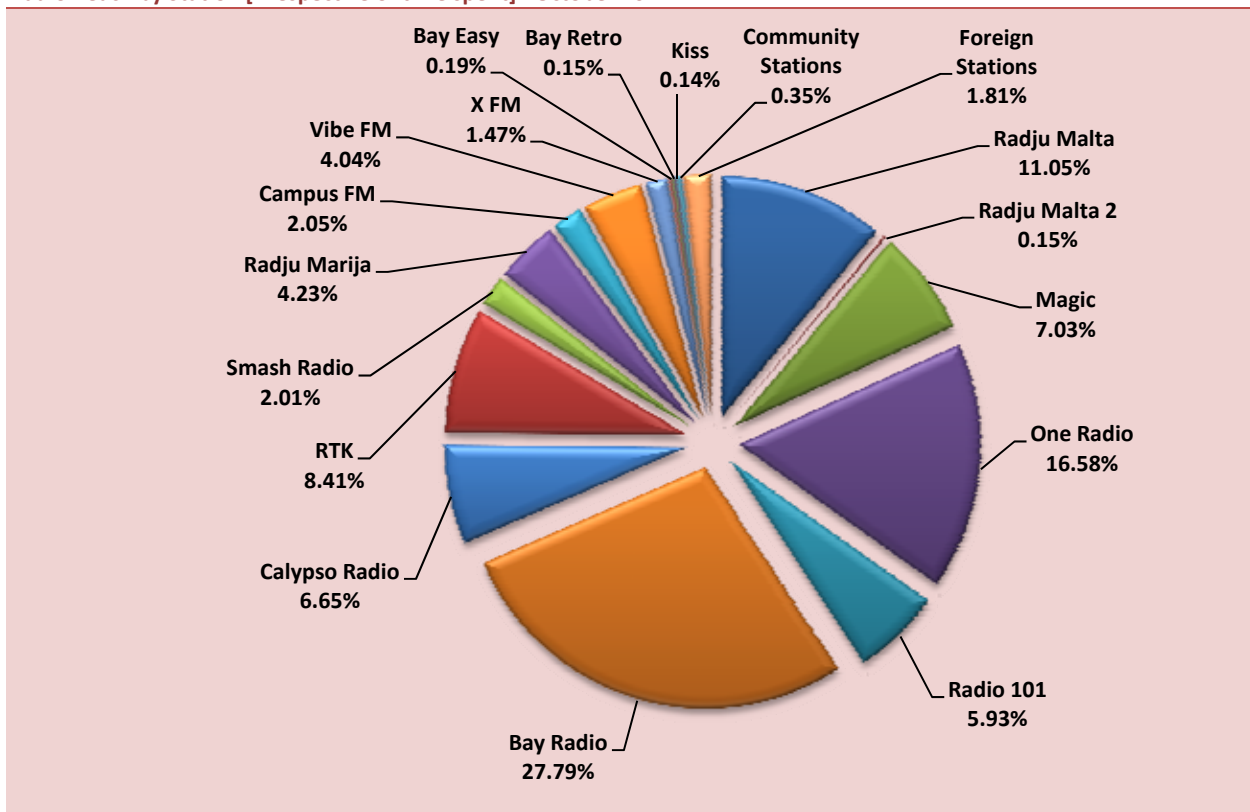
Respondents were given the possibility of naming up to three radio station which they had listened to the day before. Out of a total of 1,240 respondents, 52 listeners named a second station while another 5 respondents named a third radio station. All these responses were analysed by broadcasting station and by demographics - see table below:

Population Reach by Radio Station																
	Total N	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	21,104	8,955	12,149	436		256	4,891	4,351	8,644	2,526	4,216	5,499	4,095	2,545	2,996	1,752
Radju Malta 2	278		278				278				278					
Magic	13,420	7,581	5,839		751	1,504	8,528	2,028	610		2,666	3,795	2,256	2,048	2,455	200
ONE Radio	31,667	17,526	14,142		751	256	7,218	6,814	13,345	3,283	8,522	11,060	2,476	5,253	2,802	1,554
Radio 101	11,322	6,776	4,546		369	0	3,456	2,091	3,702	1,703	1,579	2,736	1,837	1,346	2,270	1,555
Bay Radio	53,079	26,597	26,482	5,899	17,525	7,558	20,654	1,141	0	302	8,634	15,129	8,012	8,444	10,908	1,951
Calypso Radio	12,706	5,651	7,054		1,089	387	4,200	3,875	3,155		3,086	3,033	1,356	1,554	2,957	719
RTK	16,074	6,678	9,395			769	2,521	4,580	5,642	2,561	3,501	3,616	1,891	2,453	3,021	1,592
Smash Radio	3,843	2,035	1,808			256	2,909	677			723	790	1,074		1,256	
Radju Marija	8,071	1,411	6,661				200	2,683	3,060	2,128	1,299	2,404	773	784	1,498	1,313
Campus FM	3,910	3,206	704				866	1,884	1,160		605	914	444	642	985	320
Vibe FM	7,715	2,348	5,366		2,495	2,901	1,892	426			1,040	2,573	1,398	657	1,126	919
X FM	2,806	1,208	1,597		756	1,087	731		232		619	731	256	737	463	
Bay Easy	359		359	359							359					
Bay Retro	289		289				289							289		
Kiss	261		261					261						261		
Community	665	387	278		387					278	387					278
Foreign	3,457	2,962	495	436		387	1,279	817	538		387	1,749	809	261	250	
Total	191,025	93,322	97,703	7,130	24,122	15,362	59,912	31,629	40,088	12,782	37,263	54,667	26,678	27,275	32,988	12,154
Based on Radio Listeners including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.																

Percentage Reach by Radio Station																
	Total %	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	[3] 11.05	9.60	12.43	6.12		1.67	8.16	13.76	21.56	19.76	11.31	10.06	15.35	9.33	9.08	14.41
Radju Malta 2	[17] 0.15		0.28				0.46				0.51					
Magic	[5] 7.03	8.12	5.98		3.11	9.79	14.23	6.41	1.52		7.15	6.94	8.46	7.51	7.44	1.65
ONE Radio	[2] 16.58	18.78	14.47		3.11	1.67	12.05	21.54	33.29	25.68	22.87	20.23	9.28	19.26	8.49	12.79
Radio 101	[7] 5.93	7.26	4.65		1.53		5.77	6.61	9.24	13.33	4.24	5.00	6.88	4.93	6.88	12.80
Bay Radio	[1] 27.79	28.50	27.10	82.73	72.65	49.20	34.47	3.61		2.37	23.17	27.67	30.03	30.96	33.07	16.06
Calypso Radio	[6] 6.65	6.06	7.22		4.51	2.52	7.01	12.25	7.87		8.28	5.55	5.08	5.70	8.96	5.92
RTK	[4] 8.41	7.16	9.62			5.01	4.21	14.48	14.07	20.04	9.40	6.61	7.09	8.99	9.16	13.10
Smash Radio	[11] 2.01	2.18	1.85			1.67	4.86	2.14			1.94	1.45	4.02	0.00	3.81	0.00
Radju Marija	[8] 4.23	1.51	6.82				0.33	8.48	7.63	16.65	3.49	4.40	2.90	2.87	4.54	10.80
Campus FM	[10] 2.05	3.44	0.72				1.45	5.96	2.89		1.62	1.67	1.66	2.35	2.99	2.63
Vibe FM	[9] 4.04	2.52	5.49		10.34	18.88	3.16	1.35			2.79	4.71	5.24	2.41	3.41	7.56
X FM	[13] 1.47	1.29	1.64		3.13	7.08	1.22		0.58		1.66	1.34	0.96	2.70	1.40	
Bay Easy	[15] 0.19		0.37	5.03								0.66				
Bay Retro	[16] 0.15		0.30				0.48							1.06	0.00	
Kiss	[18] 0.14		0.27					0.83						0.96	0.00	
Community	[14] 0.35	0.41	0.28		1.60					2.18	1.04					2.29
Foreign	[12] 1.81	3.17	0.51	6.12		2.52	2.14	2.58	1.34		1.04	3.20	3.03	0.96	0.76	
Total	100	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 [27.79%], or nearly a third of all radio listeners with 53,079 listeners. This station was followed by ONE Radio with 16.58% of all listeners and Radio Malta with 11.05%. Bay Radio was the most followed station by gender and amongst all those under fifty years old. ONE Radio, on the other hand, was the second most followed station by gender but was also the most followed station amongst all those over fifty years old. Bay Radio was the most followed station in all the districts being followed by ONE Radio in the South Harbour, North Harbour, Western and in Gozo & Comino. On the other hand, Radju Malta ranked second after Bay Radio in the South Eastern and Northern Districts.

Radio Reach by Station [irrespective of time spent] - October 2014



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 analysed by half-hour slot, for each radio station, and for all the days of the week while also taking into consideration all the multiple replies received.

2.2.A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. ONE Radio attained the highest average of all the stations with [1.387%; ≈5,501], followed by Bay Radio [1.111%; ≈4,409] and Calypso Radio [0.734%; ≈2,911]. ONE Radio had the highest average amongst all stations on Mondays [1.861%; ≈7,398] while Bay Radio had the highest average amongst all stations on Saturdays [1.482%; ≈5,809]. ONE Radio also had the

highest average amongst all stations on Tuesdays, Wednesdays, Fridays and Sundays while Bay Radio had the highest average amongst all stations on Thursdays.

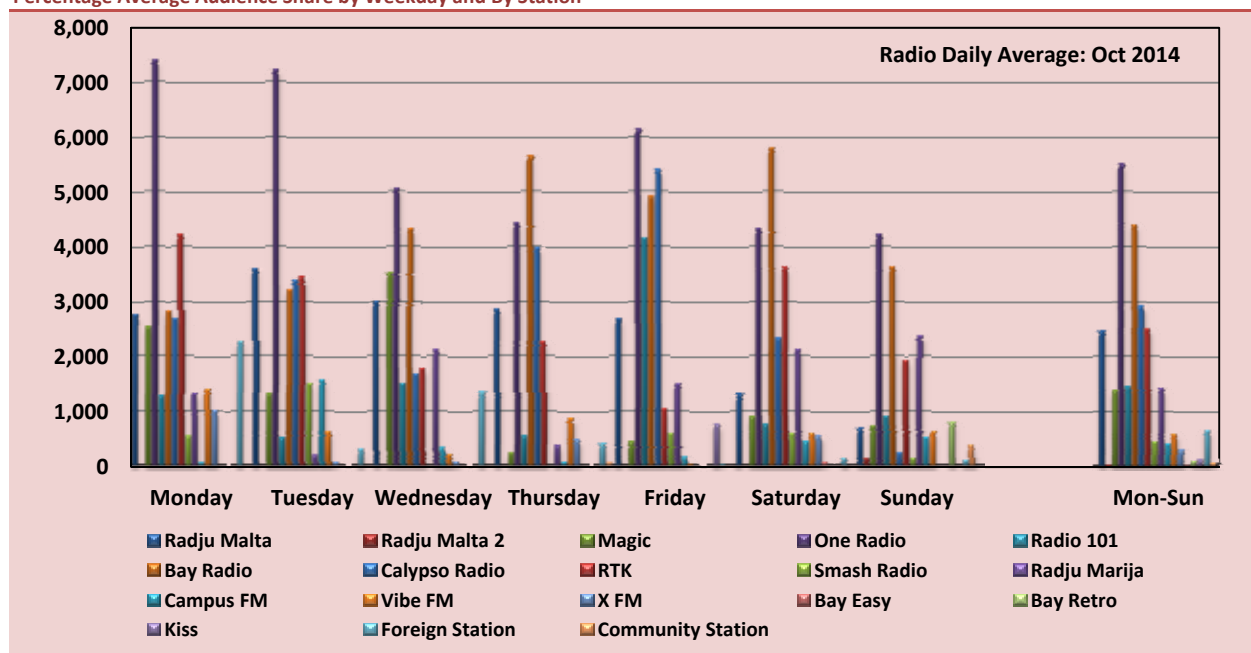
Percentage Average Audience Share by Weekday and By Station

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	Kiss	Foreign Station	Community Station	Highest
Monday	0.691		0.637	1.861	0.319	0.710	0.677	1.061	0.133	0.332	0.012	0.350	0.251				0.572		1.861
Tuesday	0.918		0.333	1.851	0.129	0.820	0.870	0.880	0.382	0.048	0.400	0.157	0.016				0.077		1.851
Wednesday	0.739		0.862	1.241	0.368	1.061	0.412	0.434		0.522	0.078	0.052	0.017				0.327		1.241
Thursday	0.718		0.057	1.116	0.135	1.422	1.003	0.570		0.091	0.015	0.218	0.118				0.101	0.012	1.422
Friday	0.674		0.108	1.539	1.046	1.232	1.355	0.260	0.150	0.378	0.039	0.008				0.186	0.010		1.539
Saturday	0.331		0.225	1.102	0.189	1.482	0.591	0.920	0.149	0.541	0.111	0.153	0.137	0.015			0.036		1.482
Sunday	0.172	0.036	0.185	1.081	0.233	0.929	0.059	0.491	0.037	0.607	0.132	0.160			0.199		0.026	0.096	1.081
Mon-Sun	0.619	0.004	0.347	1.387	0.364	1.111	0.734	0.634	0.113	0.357	0.104	0.150	0.074	0.002	0.024	0.030	0.164	0.014	1.387
Highest	0.918	0.036	0.862	1.861	1.046	1.482	1.355	1.061	0.382	0.607	0.400	0.350	0.251	0.015	0.199	0.186	0.572	0.096	

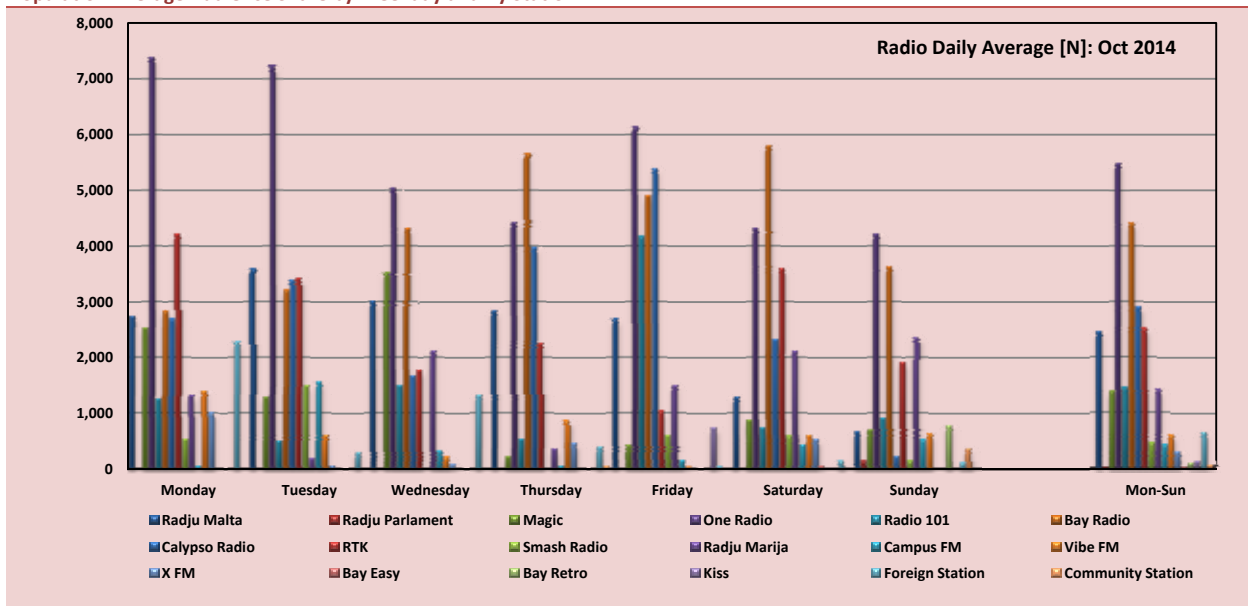
Population Average Audience Share by Weekday and By Station

Daily Average [N]	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	Kiss	Foreign Station	Community Station	Highest
Monday	2,749		2,533	7,398	1,268	2,823	2,691	4,218	530	1,319	49	1,393	1,000				2,274		7,398
Tuesday	3,586		1,302	7,226	504	3,201	3,396	3,438	1,492	186	1,562	615	61				299		7,226
Wednesday	3,009		3,510	5,057	1,501	4,322	1,679	1,769		2,125	320	212	71				1,334		5,057
Thursday	2,850		226	4,427	536	5,644	3,979	2,260		362	61	863	468				400	49	5,644
Friday	2,684		429	6,127	4,166	4,908	5,395	1,037	598	1,505	156	33	0			740	39		6,127
Saturday	1,298		881	4,321	741	5,809	2,318	3,608	586	2,120	435	598	537	57			139		5,809
Sunday	672	141	721	4,220	910	3,627	229	1,918	144	2,370	516	624			777		103	374	4,220
Mon-Sun	2,457	17	1,377	5,501	1,445	4,409	2,911	2,515	447	1,415	412	595	295	7	96	120	652	54	5,501
Highest	3,586	141	3,510	7,398	4,166	5,809	5,395	4,218	1,492	2,370	1,562	1,393	1,000	57	777	740	2,274	374	

Percentage Average Audience Share by Weekday and By Station



Population Average Audience Share by Weekday and By Station

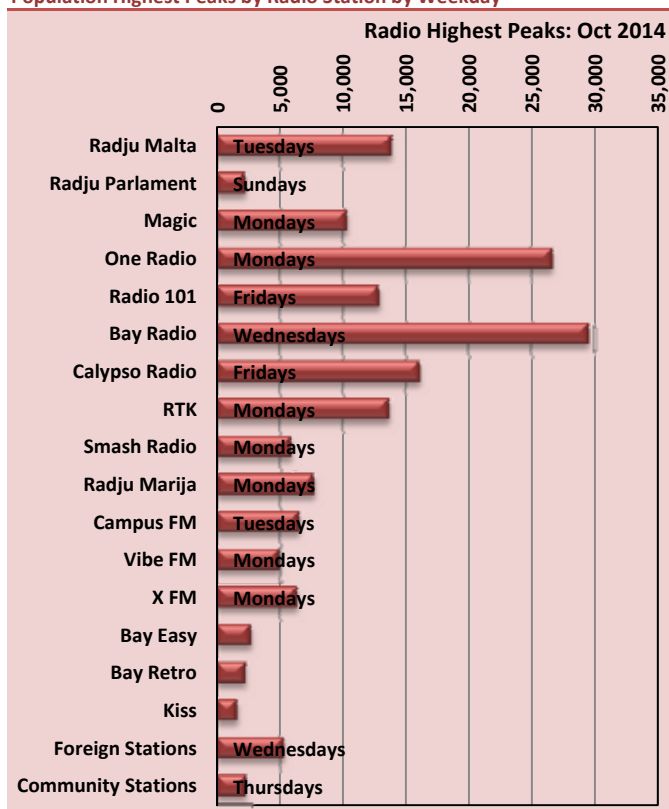


2.2.B PEAK AUDIENCES BY STATION

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

Bay Radio had the highest peak of all audiences by station and by weekday with 7.261% [29,590] on Wednesdays. This was followed by that attained by ONE Radio on Mondays with 6.704% [≈26,655] and that of Bay with 5.794% [≈22,986] on Thursdays. While ONE Radio attained the highest peaks amongst all stations on Mondays, Tuesdays, Fridays and Sundays, Bay Radio attained the highest peaks on the rest of the weekdays [Wednesdays, Thursdays, and Saturdays].

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	Kiss	Foreign Station	Community Station	Highest
Monday	2.262		2.606	6.704	1.659	3.499	2.817	3.450	1.494	1.942	0.596	1.248	1.607				1.241		6.704
Tuesday	3.571		1.745	5.050	1.202	4.129	1.325	2.043	1.141	0.614	1.685	0.775	0.747				0.919		5.050
Wednesday	3.398		2.017	3.867	1.316	7.261	1.454	1.222	0.000	1.197	0.831	1.077	0.417				1.304		7.261
Thursday	2.135		0.870	3.955	0.649	5.794	2.754	1.855	0.000	0.462	0.742	1.164	0.354				0.692	0.591	5.794
Friday	2.280		0.592	4.221	3.236	3.320	4.051	1.170	0.753	1.179	0.469	0.397	0.000			0.405	0.473		4.221
Saturday	2.235		1.448	3.272	1.052	4.968	2.264	2.015	0.378	1.398	0.596	0.853	1.405	0.701			0.853		4.968
Sunday	1.236	0.576	1.005	4.242	1.839	2.831	0.630	2.023	0.589	1.880	1.187	0.975	0.000	0.000	0.597		0.630	0.575	4.242
Highest	3.571	0.576	2.606	6.704	3.236	7.261	4.051	3.450	1.494	1.942	1.685	1.248	1.607	0.701	0.597	0.405	1.304	0.591	

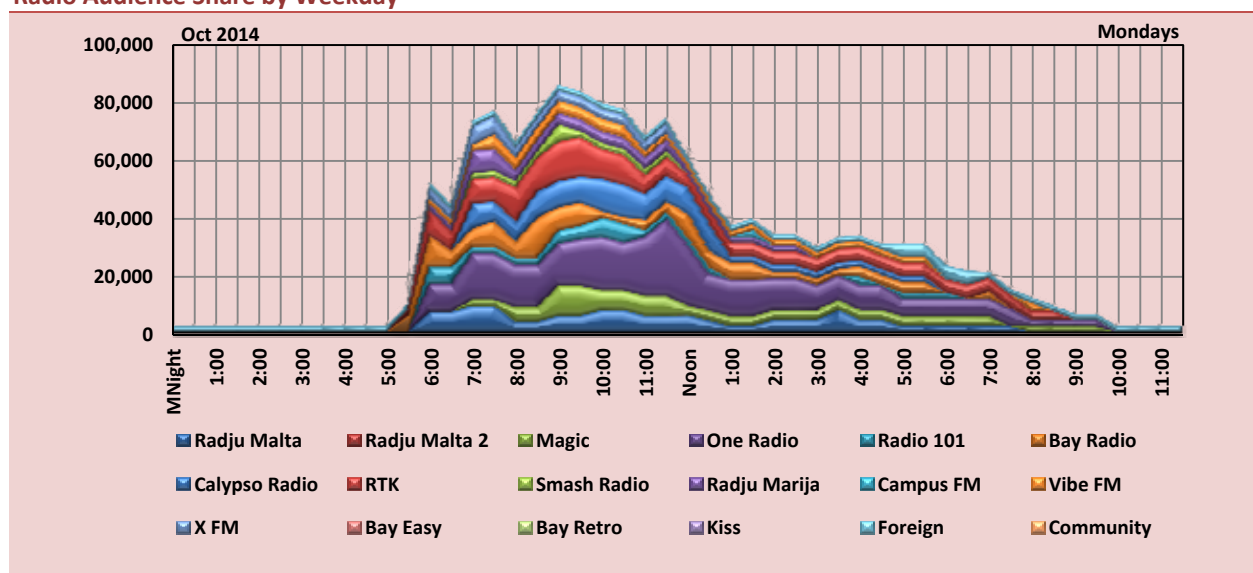
Population Highest Peaks by Radio Station by Weekday

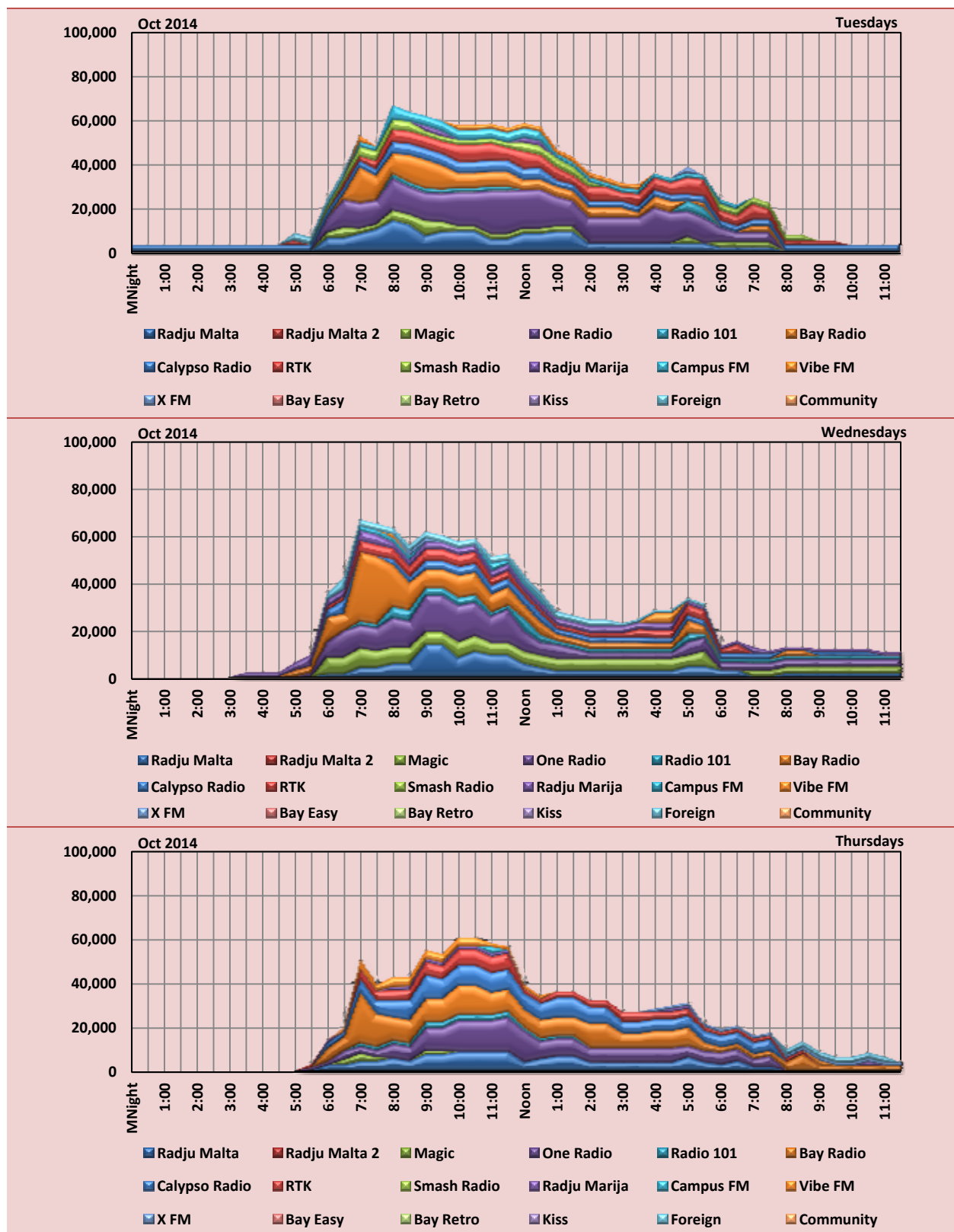
HIGHEST PEAKS [N]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Foreign Station	Community Station	Highest
Monday	8,994		10,360	26,655	6,597	13,911	11,201	13,716	5,941	7,722	2,370	4,963	6,389				4,934		26,655
Tuesday	13,945		6,813	19,720	4,695	16,123	5,175	7,976	4,454	2,397	6,579	3,027	2,918				3,590		19,720
Wednesday	13,843		8,217	15,752	5,362	29,580	5,925	4,977		4,876	3,387	4,388	1,698				5,311		29,580
Thursday	8,469		3,451	15,691	2,574	22,986	10,927	7,361		1,833	2,943	4,618	1,403				2,745	2,346	22,986
Friday	9,078		2,359	16,809	12,887	13,223	16,132	4,658	2,999	4,694	1,868	1,583				1,614	1,882		16,809
Saturday	8,764		5,676	12,826	4,124	19,477	8,876	7,901	1,481	5,482	2,336	3,343	5,509	2,748			3,343		19,477
Sunday	4,826	2,248	3,922	16,563	7,181	11,054	2,461	7,899	2,299	7,341	4,634	3,808			2,330		2,461	2,246	16,563
Highest	13,945	2,248	10,360	26,655	12,887	29,580	16,132	13,716	5,941	7,722	6,579	4,963	6,389	2,748	2,330	1,614	5,311	2,346	

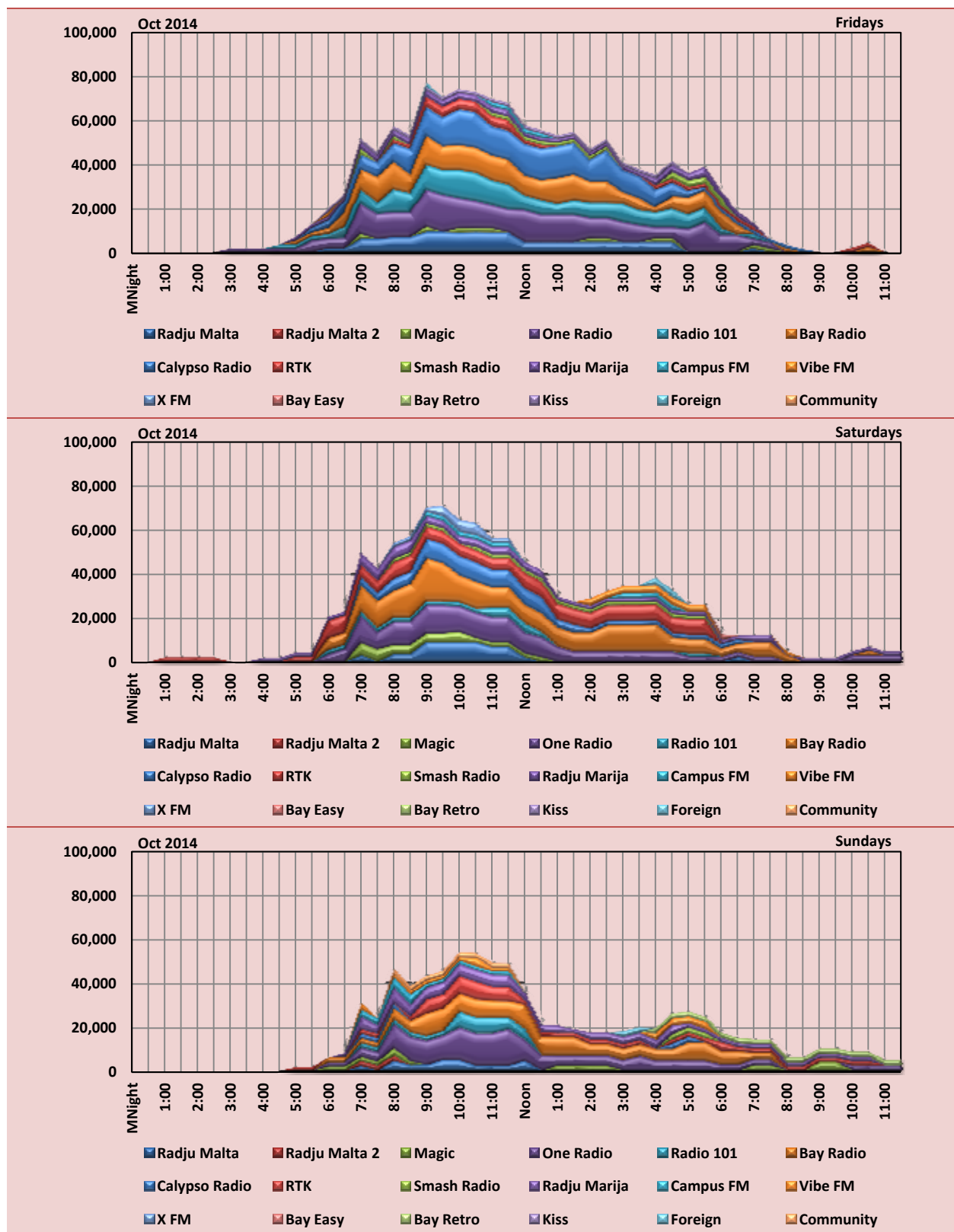
2.2.c RADIO AUDIENCE SHARE BY HALF-HOUR SLOTS

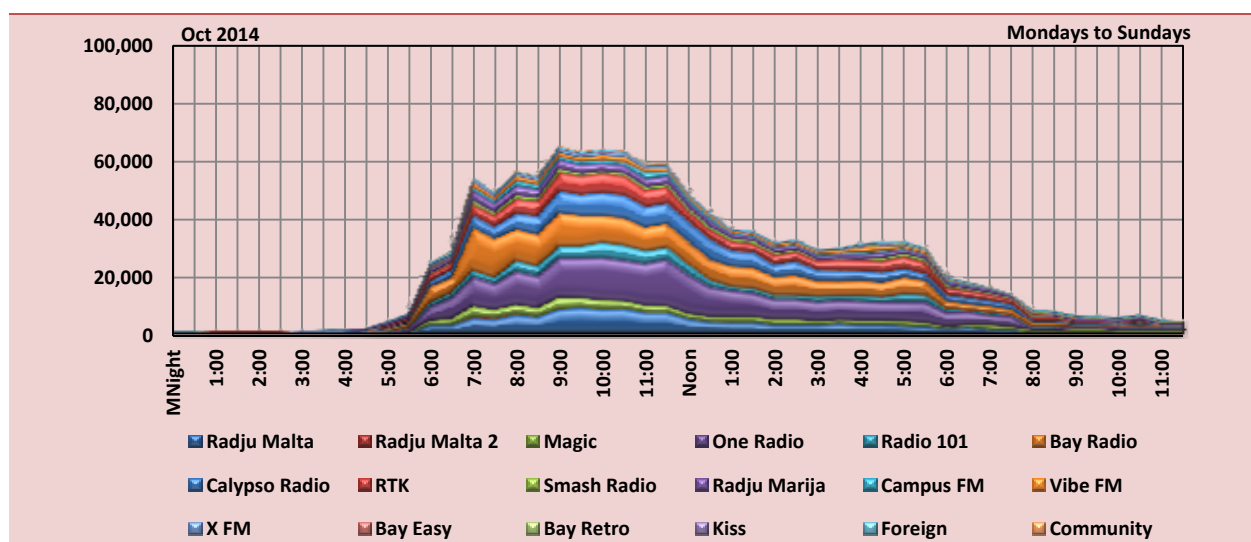
The following figures map in detail the total daily audience shares for radio stations cumulative at half-hour slots:

Radio Audience Share by Weekday









Overall, audiences were registered for all the half-hour slots. Audiences increased from 1.751% at 5:30am [≈6,944] to 6.16% at 6:00am [≈24,433] and to 13.61% at 7:00am [≈53,983]. The highest amount was reached at 9:00am [≈64,994] with 16.386% of all radio listeners and this level of radio listening was maintained till 10:30am [≈63,496 - 16.008%]. Audiences gradually decreased to 7.474% at 5:30pm [≈29,647] peaking slightly between 4:30pm and 5:00pm to 1.048% at 11:30pm [≈4,158].

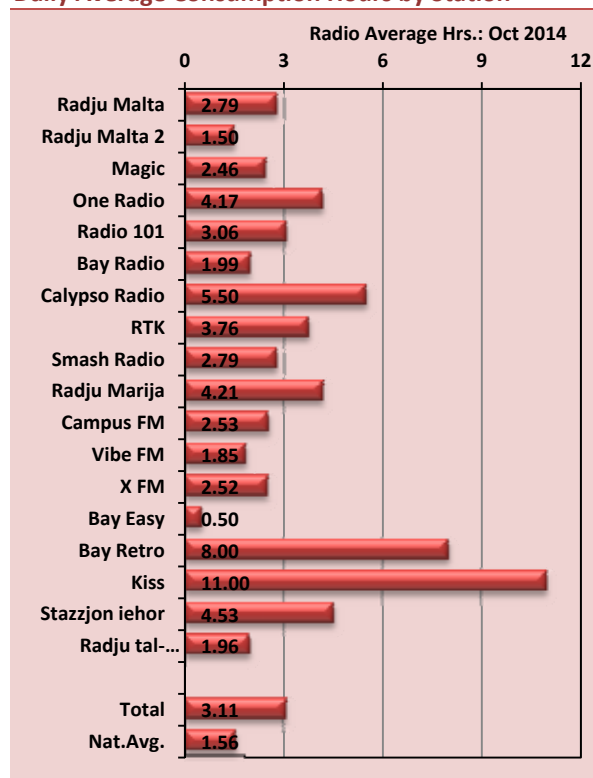
2.2.D DAILY AVERAGE HOURS OF RADIO CONSUMPTION

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

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

Although Bay Radio attracted the highest amount of listeners [27.79%; ≈53,079] these listeners were all

Daily Average Consumption Hours by Station

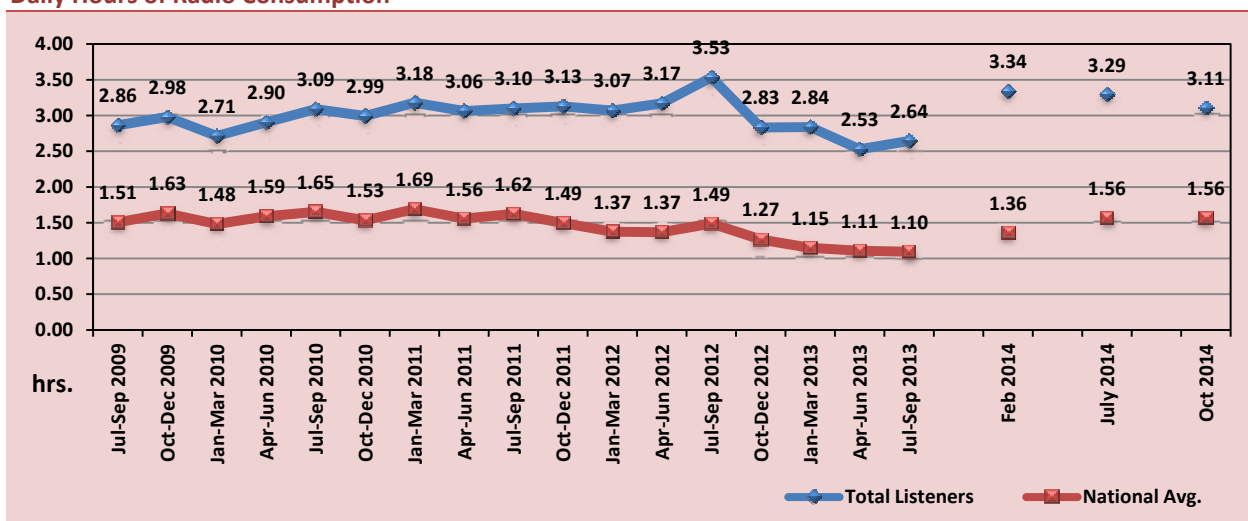


below 50 years old and their average hours of radio listening was at 1.99hrs for October. On the other hand, ONE Radio attracted the second highest amount of listeners [16.58%; ≈321,667] who, on average, have spent 4.17hrs listening to this station.

Excluding Bay Retro and Kiss, the highest average of hours spent was attained by Calypso Radio which ranked sixth of all radio stations [6.65%; ≈12,706] at 5.50 hours per radio listener.

The average amount of hours over all radio listeners amounts to 3.11hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.56hrs.

Daily Hours of Radio Consumption

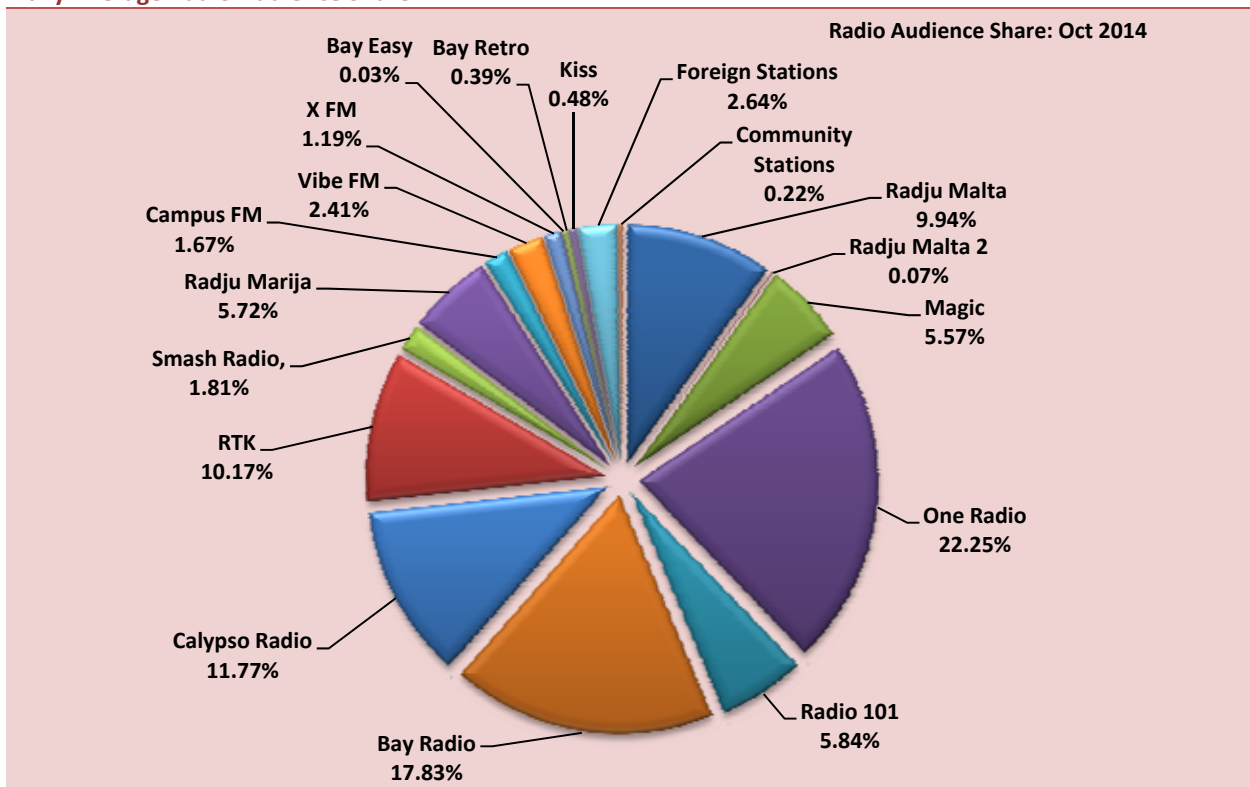


2.2.E RADIO STATIONS AUDIENCE SHARE

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

Overall, ONE Radio ranked first with 22.25% of all audiences, followed by Bay Radio [17.83%]; Calypso Radio [11.77%]; RTK [10.17%]; Radju Malta [9.94%]; Radio 101 [5.84%]; Radju Marija [5.72%]; and Magic Radio [5.57%].

Daily Average Radio Audience Share



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

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences. Full detailed listings by half-hour slots can be found in the appendices to this report.

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																	3			377 380
0:30																	3			377 380
1:00																	3			377 380
1:30																	3			377 380
2:00																	3			377 380
2:30																	3			377 380
3:00																	3			377 380
3:30																	3			377 380
4:00																	3			377 380
4:30																	3			377 380
5:00																	3			377 380
5:30						6		3									3			368 380
6:00	8			10	6	11		10		2		2	4				3			324 380
6:30	8			10	6	6		7		2		2	4				3			332 380
7:00	9		3	17	3	7	9	9	3	8		2	7				3			300 380
7:30	9		3	17	3	9	7	9	3	8		5	7				3			297 380
8:00	4		6	15	3	6	7	12	3	4		5	4				3			308 380
8:30	4		6	15	3	14	9	12	3	4		5	4				3			298 380
9:00	6		11	15	5	8	9	14	6	5		5	4				3			289 380
9:30	6		11	17	5	8	9	14	3	5		5	4				3			290 380
10:00	8		7	19	7	3	12	11	3	5		5	4				3			293 380
10:30	8		7	17	7	3	12	11	3	5		5	4				3			295 380
11:00	6		7	21	3	4	9	7	3	5		2	4				3			306 380
11:30	6		7	27	3	4	9	7	3	5		2	4				3			300 380
NOON	6		4	21	3	9	9	5		2		2					3			316 380
0:30	4		4	13	3	6	9	5		2		2					3			329 380
1:00	3		4	13		6	3	5		2		2					3			339 380
1:30	3		4	13		6	3	5		2	3	2					3			336 380
2:00	5		4	11		3	3	5		2		2					3			342 380
2:30	5		4	11		3	3	5		2		2					3			342 380
3:00	5		4	9		3	3	5				2					3			346 380
3:30	8		4	9		3	3	5				2					3			343 380
4:00	5		4	9	3	4	2	5				2					3			343 380
4:30	5		4	9		4	2	5				2					3			346 380
5:00	3		4	7	2	4	2	5				2					5			346 380
5:30	3		4	7	2	4	2	5				2					5			346 380
6:00	3		4	7	2			5									5			354 380
6:30	3		4	7				5									5			356 380
7:00	3		4	7		3		5									3			355 380
7:30	3			7				5									3			362 380
8:00			2	3				3				3					3			366 380
8:30			2	3				3									3			369 380
9:00			2	3													3			372 380
9:30			2	3													3			372 380
10:00																	3			377 380
10:30																	3			377 380
11:00																	3			377 380
11:30																	3			377 380

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT							3													377 380
0:30							3													377 380
1:00							3													377 380
1:30							3													377 380
2:00							3													377 380
2:30							3													377 380
3:00							3													377 380
3:30							3													377 380
4:00							3													377 380
4:30							3													377 380
5:00							3	2									4			371 380
5:30							3										4			373 380
6:00	7		3	7			3		3								4			353 380
6:30	7		5	13		3	3	3									4			339 380
7:00	9		3	12		17	3	3	5		3	4								321 380
7:30	10		3	11		12	3	4	5		3									329 380
8:00	14		5	15	2	10	6	6	5		7									310 380
8:30	13		5	13	2	13	6	6	5		5									312 380
9:00	8		7	13	2	14	6	6	3	3	5									313 380
9:30	9		5	13	2	11	6	6	3	3	5									317 380
10:00	10		3	16	2	7	6	8	3		5	3								317 380
10:30	10		3	16	2	7	6	8	3		5	3								317 380
11:00	6		3	20	2	7	6	8	3		5	3								317 380
11:30	6		3	20	2	7	6	6	3		5	3								319 380
NOON	9		3	18		5	6	8	5	3	5	3								315 380
0:30	9		3	18		5	6	6	5	3	5	3								317 380
1:00	10		3	14		5	3	6	5		2	3								329 380
1:30	10		3	12		5	3	5	5		2	3								332 380
2:00	4			12		5	3	7	3		2	3								341 380
2:30	4			12		5	3	7			2	3								344 380
3:00	4			12		5	3	5			2	3								346 380
3:30	4			12		3	3	6			2	3								347 380
4:00	4			17		5	3	6			2									343 380
4:30	4			15		5	3	6			2									345 380
5:00	4		3	12	5		3	8			2		3							340 380
5:30	4			12	5	3	3	8			2									343 380
6:00	2		3	7			3	5	3		2									355 380
6:30	2		3	5			3	5	3		2									357 380
7:00	2		3	5		3	3	8	3											353 380
7:30	2		3	5		3	3	5	3											356 380
8:00							3	2	3											372 380
8:30							3	2	3											372 380
9:00							3	2												375 380
9:30							3	2												375 380
10:00							3													377 380
10:30							3													377 380
11:00							3													377 380
11:30							3													377 380

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																				380 380
0:30																				380 380
1:00																				380 380
1:30																				380 380
2:00																				380 380
2:30																				380 380
3:00																				380 380
3:30										2										378 380
4:00										2										378 380
4:30										2										378 380
5:00						3				4										373 380
5:30				2		3				5										370 380
6:00	2		8	7		11	3	2		4							3			340 380
6:30	2		8	12		8	6	2		4							6			332 380
7:00	5		9	10	2	30		5		5	2						3			309 380
7:30	5		8	10	2	30		5		5	2						3			310 380
8:00	6		7	13	5	18	3	5		3	2	2					3			313 380
8:30	6		7	12	5	12	3	5		3	2		2				3			320 380
9:00	14		6	16	4	8	4	5		3			2				3			315 380
9:30	14		6	16	4	8	4	5		3							3			317 380
10:00	9		7	16	4	10	4	5		3							3			319 380
10:30	11		7	15	4	10	4	5		3							3			318 380
11:00	10		6	12	2	8	4	4		3	4						3			324 380
11:30	10		6	15	2	8	4	4		3	2						3			323 380
NOON	6		6	9	6	6	4	2		3	2						3			333 380
0:30	5		6	6	4	6	4	2		3	2						3			339 380
1:00	3		6	7	2	3	3	2		3							3			348 380
1:30	3		6	5	2	3	3	2		3							3			350 380
2:00	3		6	3	2	3	3	2		3							3			352 380
2:30	3		6	3	2	3	3	2		3							3			352 380
3:00	3		6	3	2	3	3	2		3							2			353 380
3:30	3		6	3	2	3	3	4		3							2			351 380
4:00	3		6	3	2	3	3	4		3		5					2			346 380
4:30	3		6	3	2	3	3	4		3		5					2			346 380
5:00	5		5	6	4	6	3	5		2							2			342 380
5:30	5		7	6	2	4	3	5		2							2			344 380
6:00	3			4	2		3	2		2										364 380
6:30	3						3	5		2										361 380
7:00			3	4	2		3			3										365 380
7:30			3	4	2		3			2										366 380
8:00	2		3	4	2	3				2										364 380
8:30	2		3	4	2	3				2										364 380
9:00	2		3	4	2		2			2										365 380
9:30	2		3	4	2		2			2										365 380
10:00	2		3	4	2		2			2										365 380
10:30	2		3	4	2		2			2										365 380
11:00	2		3	4	2					2										367 380
11:30	2		3	4	2					2										367 380

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																				380 380
0:30																				380 380
1:00																				380 380
1:30																				380 380
2:00																				380 380
2:30																				380 380
3:00																				380 380
3:30																				380 380
4:00																				380 380
4:30																				380 380
5:00																				380 380
5:30				2				2												376 380
6:00	3			2		7	3			2										363 380
6:30	3		3	5		7	3												3	356 380
7:00	5		4	4	2	23	7	5				5								325 380
7:30	5		2	4	2	16	7	5				3								336 380
8:00	6			7	2	11	8	5		2		5								334 380
8:30	5			7	2	11	10	5		2		5								333 380
9:00	8		2	11	3	11	11	6		2		4								322 380
9:30	8		2	11	3	11	10	6		2		4								323 380
10:00	9			15	3	14	10	8		2		4								315 380
10:30	9			15	3	14	10	8		2		4								315 380
11:00	9			15	3	11	10	8		2	3	2								317 380
11:30	9			16	3	11	10	8		2		2								319 380
NOON	4			15	2	9	8	2				2								338 380
0:30	6			9	2	9	8	2				2								342 380
1:00	7			9	2	9	9	4												340 380
1:30	7			9	2	9	9	4												340 380
2:00	4			7		12	8	4												345 380
2:30	4			7		12	8	4												345 380
3:00	4			7		7	6	5												351 380
3:30	4			7		7	6	5												351 380
4:00	4			7		8	6	4				2								349 380
4:30	4			7		8	6	4		2		2								347 380
5:00	7			6		9	6	4		2		2								344 380
5:30	4			6		4	6	2				2								356 380
6:00	3			6		3	6	2				2								358 380
6:30	5			6		3	6	2				2								356 380
7:00	2			4		3	6	2				2								361 380
7:30	2			6		3	6	2				2								359 380
8:00						4		2				2					3			369 380
8:30						8		2				2					3			365 380
9:00						3						3	2				3			369 380
9:30						3						2					3			372 380
10:00						3						2					3			372 380
10:30						3				2		2					3			370 380
11:00						3						2					3			372 380
11:30						3						2								375 380

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																				380 380
0:30																				380 380
1:00																				380 380
1:30																				380 380
2:00																				380 380
2:30																				380 380
3:00				2																378 380
3:30				2																378 380
4:00				2																378 380
4:30				2	2															376 380
5:00				2	2	2				2										372 380
5:30				6	2	2	3			2										365 380
6:00	2			5	2	3	4			2		2					2			358 380
6:30	2			5	5	7	6			2							2			351 380
7:00	6		3	14	7	10	7		3	3							2			325 380
7:30	6			12	5	12	7			3							2			333 380
8:00	7			12	11	13	9	2	2	3							2			319 380
8:30	7			12	9	9	12	2		3							2			324 380
9:00	10		3	17	12	14	14	5		3							2	2		298 380
9:30	10			17	12	11	14	5		3							2			306 380
10:00	9		2	14	13	12	17	5		3							2			303 380
10:30	10		2	13	13	12	17	5		3							2			303 380
11:00	9		2	11	12	12	14	5	2	3	2						2			306 380
11:30	9			11	12	12	14	5	2	3	2						2			308 380
NOON	5			15	7	10	15	2	2	2	2						2			318 380
0:30	5			13	7	10	15	2	2	2	2						2			320 380
1:00	5			13	5	12	15		2	2							2			324 380
1:30	5			13	7	12	15		2	2							2			322 380
2:00	5		2	10	7	10	10		2	2							2			330 380
2:30	5		2	10	7	10	15		2	2							2			325 380
3:00	5			10	9	6	11			2							2			335 380
3:30	5			8	7	6	11			2							2			339 380
4:00	5		2	6	7	3	8	2		4							2			341 380
4:30	5		2	6	9	6	7	2	3	4							2			334 380
5:00				11	7	8	4	2	3	4										341 380
5:30				14	7	8	2	2	3	5										339 380
6:00				8	3	8	2	2	3	4										350 380
6:30				8		5	2	2		4										359 380
7:00	2		2	3	3		2	2		2										364 380
7:30			2	3			2													373 380
8:00						2	2													376 380
8:30							2													378 380
9:00																				380 380
9:30																				380 380
10:00								2												378 380
10:30						3		2												375 380
11:00																				380 380
11:30																				380 380

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	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																				380 380
0:30																				380 380
1:00								2												378 380
1:30								2												378 380
2:00								2												378 380
2:30								2												378 380
3:00																				380 380
3:30																				380 380
4:00										2										378 380
4:30										2										378 380
5:00								3		2										375 380
5:30								3		2										375 380
6:00				4	2	6		8		2										358 380
6:30				6	2	6		8		2										356 380
7:00	3		6	13	2	12	4	6		6										328 380
7:30			6	8	2	13	4	6		6										335 380
8:00	4		5	11	2	13	6	8	2	6			2							321 380
8:30	4		5	11	2	16	6	8	2	6			2							318 380
9:00	9		5	13	2	20	9	6	2	4	2		2							306 380
9:30	9		5	13	2	18	9	6	2	4	2		5							305 380
10:00	9		5	12	2	13	9	6		4	2		6							312 380
10:30	9		2	12	2	13	9	6	2	4	2		6							313 380
11:00	7		2	12	5	10	8	6	2	4	2		2							320 380
11:30	7		2	12	5	10	8	6	2	4	2		2							320 380
NOON	2		2	10	5	9	8	8	2	4										330 380
0:30			2	10	3	9	8	8	2	4										334 380
1:00				7		9	4	8	2	2										348 380
1:30				5		9	4	8	2	2										350 380
2:00				5		9	2	8	2	2		4								348 380
2:30				5		12	2	8	2	2		4								345 380
3:00				5		12	2	8	2	2	3	4								342 380
3:30				5		12	2	8	2	2	3	4								342 380
4:00				5		13	2	8	2	2	3	4					4			337 380
4:30				5		7	2	8	2	2	3	4					4			343 380
5:00				3	2	7	2	8	2	2		4								350 380
5:30				3	2	7	2	8	2	2		4								350 380
6:00				3		4	2			2				3						366 380
6:30	3			3		4	2			2										366 380
7:00				3		7				4										366 380
7:30				3		7				4										366 380
8:00						3						2								375 380
8:30										2										378 380
9:00										2										378 380
9:30										2										378 380
10:00				3						2										375 380
10:30				3		3				2										372 380
11:00				3						2										375 380
11:30				3						2										375 380

RADIO AUDIENCES – SUNDAY

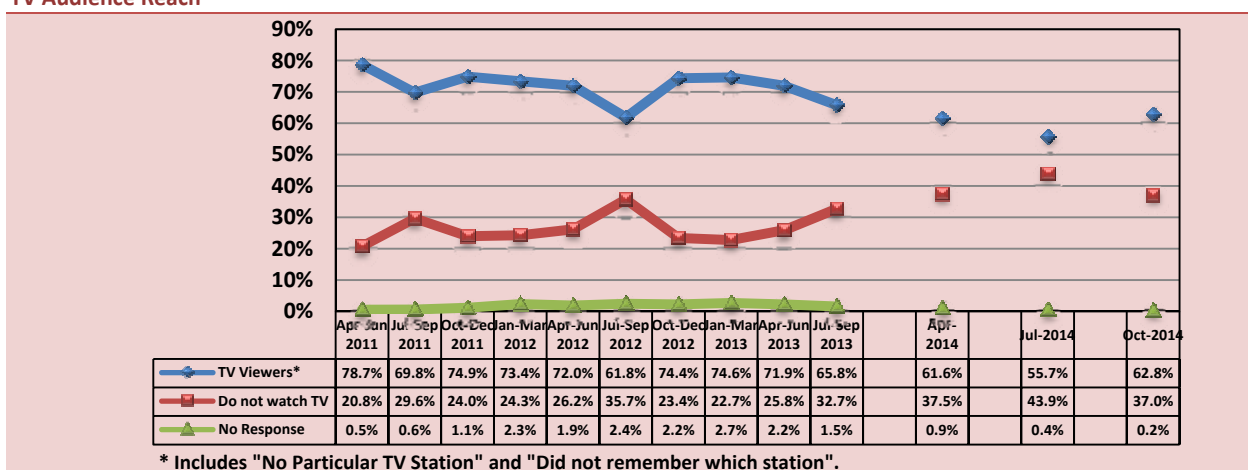
	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Bay Retro	Kiss	Foreign	Community	NONE	TOTAL
	'000																			
M'NGHT																				380 380
0:30																				380 380
1:00																				380 380
1:30																				380 380
2:00																				380 380
2:30																				380 380
3:00																				380 380
3:30																				380 380
4:00																				380 380
4:30																				380 380
5:00								2												378 380
5:30								2												378 380
6:00			2	2		3														373 380
6:30			2	2		3				3										370 380
7:00	3	3	2	5	3	3	3	3		6	4	3								342 380
7:30		3	2	5	3	3	3	3		4	4									350 380
8:00	5	3	4	12	3	6	3			8	5	2						3	326	380
8:30	3		2	12	3	6		2		6	5	2						3	336	380
9:00	3			12	3	11		7		6	2	2						3	331	380
9:30	5			12	3	11		7		6	2	2						3	329	380
10:00	5			15	8	9		8		6	2	2						3	322	380
10:30	3			15	8	9		8		6	2	4						3	322	380
11:00	3			15	8	8		7		6	2	2						3	326	380
11:30	3			17	6	8		7		6	2	2						3	326	380
NOON	5			10	5	12		2		4										342 380
0:30				8		9		2		4										357 380
1:00			3	5		9		2		4										357 380
1:30			3	5		9		2		2										359 380
2:00			3	5		6		2		4										360 380
2:30			3	5		6		2		4										360 380
3:00				5		6		2		4							3			360 380
3:30				7		6		2		4							3			358 380
4:00				5		6				5		4			3					357 380
4:30				5		6	3	2	3	5		4			3					349 380
5:00				5		9	3	2	3	2		4			3					349 380
5:30				5		9		2	3	2		4			3					352 380
6:00				3		7		5		2					3					360 380
6:30				3		7		2		2					3					363 380
7:00			3	3		3		2		2					3					364 380
7:30			3	3		3		2		2					3					364 380
8:00								2		2					3					373 380
8:30								2		2					3					373 380
9:00			4					2		2					3					369 380
9:30			4					2		2					3					369 380
10:00				3				2		2					3					370 380
10:30				3				2		2					3					370 380
11:00				3											3					374 380
11:30				3											3					374 380

3. TV AUDIENCE ASSESSMENT

3.1 TV AUDIENCE REACH

Similar to radio assessment, the first estimation is the amount of people who had followed at least one TV station at any time during the day without taking into consideration the amount of time which they had spent following that particular station. During October 2014, 62.8% stated that they had watched television the day before the interview, 37.0% categorically stated that they had not watched any TV station, while 0.2% did not reply. This means that a total of 238,300 persons, aged 12 or over, followed at least one TV station. On the other hand 5 respondents [$\approx 1,944$; 0.5%] replied that they do not have a TV set; see below:

TV Audience Reach



On average 238,300 persons (62.83%) aged 12 or over followed at least one TV station during October 2014

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	379,268	238,292	140,205	771	100	62.83	36.97	0.20
Gender								
Males	188,808	116,126	72,682	0	100	61.50	38.50	0.00
Females	190,460	122,166	67,523	771	100	64.14	35.45	0.40
	379,268	238,292	140,205	771				
Age group								
12-14	22,613	12,674	9,939	0	100	56.05	43.95	0.00
15-24	52,841	23,780	29,061	0	100	45.00	55.00	0.00
25-29	22,548	13,020	9,528	0	100	57.74	42.26	0.00
30-49	114,166	64,351	49,537	278	100	56.37	43.39	0.24
50-64	62,607	44,657	17,949	0	100	71.33	28.67	0.00
65-79	78,059	61,516	16,311	232	100	78.81	20.90	0.30
80+	26,434	18,293	7,879	261	100	69.20	29.81	0.99
	379,268	238,292	140,205	771				
District								
South Harbour	72,067	45,619	26,217	232	100	63.30	36.38	0.32
North Harbour	110,865	72,832	37,755	278	100	65.69	34.05	0.25
South Eastern	57,857	36,523	21,334	0	100	63.13	36.87	0.00
Western	52,532	35,645	16,625	261	100	67.85	31.65	0.50
Northern	57,364	30,131	27,233	0	100	52.53	47.47	0.00
Gozo & Comino	28,583	17,541	11,042	0	100	61.37	38.63	0.00
	379,268	238,292	140,205	771				

*Includes those who "did not remember which station they followed" [$\approx 5,556$] and those who "did not follow any particular TV station" [$\approx 13,098$].

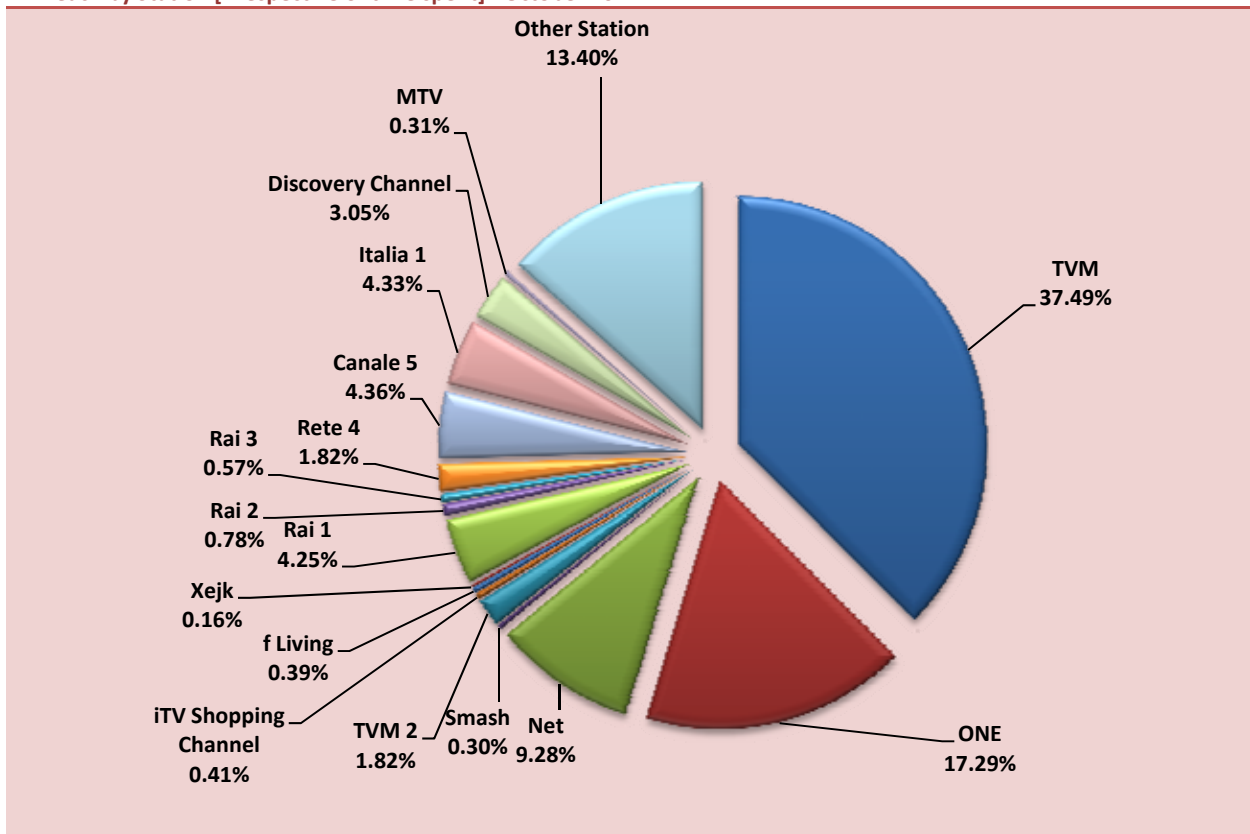
Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 271 viewers named a second station while another 86 respondents named a third TV station. All these responses were analysed by broadcasting station and by demographics - see table below:

Population Reach by TV Station																
	Total N	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	122,128	58,214	63,914	7,436	14,243	6,063	35,050	22,750	29,686	6,900	23,738	36,653	18,311	20,246	16,238	6,942
ONE	56,328	32,154	24,174	1,843	3,013	1,712	12,201	12,845	19,481	5,232	14,542	17,372	6,810	7,761	7,010	2,832
Net	30,239	13,663	16,576	0	1,501	369	7,685	6,771	10,501	3,412	4,338	10,553	1,792	5,123	5,287	3,146
Smash	982	555	426	0	0	0	0	555	426	0	0	538	193	0	250	0
TVM 2	5,925	3,543	2,382	1,024	1,439	382	1,394	232	1,150	305	1,058	920	373	381	0	3,193
iTV	1,342	453	890	0	0	0	453	463	426	0	463	686	193	0	0	0
f Living	1,271	0	1,271	0	0	0	573	0	698	0	232	467	0	289	285	0
Xejk	511	0	511	0	0	0	0	0	511	0	0	0	0	261	249	0
Rai 1	13,846	6,738	7,107	0	994	256	2,709	3,810	4,161	1,915	2,180	5,050	2,221	2,828	1,249	320
Rai 2	2,538	1,624	914	0	368	256	0	904	444	567	232	233	450	1,374	250	0
Rai 3	1,850	942	907	0	0	0	0	729	887	233	534	538	193	335	249	0
Rete 4	5,922	1,060	4,862	0	0	0	1,309	1,032	2,195	1,386	2,027	2,158	386	1,073	0	278
Canale 5	14,209	4,677	9,532	831	993	1,106	4,351	1,485	4,627	814	3,501	3,836	1,659	1,971	2,964	278
Italia 1	14,092	9,352	4,740	369	2,149	1,087	6,861	1,476	1,089	1,062	2,774	4,952	2,882	2,297	987	200
Discovery Ch.	9,922	8,611	1,312	1,018	3,092	379	3,209	1,068	1,156	0	1,654	2,991	943	1,452	2,244	639
MTV	1,007	382	625	382	625	0	0	0	0	0	0	382	256	369	0	0
Other Station	43,649	22,048	21,601	3,917	5,684	4,129	12,413	8,741	6,747	2,018	8,288	12,128	9,036	3,440	6,851	3,906
Total	325,760	164,015	161,744	16,819	34,103	15,739	88,206	62,863	84,185	23,843	65,560	99,456	45,699	49,199	44,113	21,733
Based on TV Viewers including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.																

Percentage Reach by TV Station																
	Total %	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[1] 37.49	35.49	39.52	44.21	41.76	38.52	39.74	36.19	35.26	28.94	36.21	36.85	40.07	41.15	36.81	31.94
ONE	[2] 17.29	19.60	14.95	10.96	8.83	10.88	13.83	20.43	23.14	21.94	22.18	17.47	14.90	15.77	15.89	13.03
Net	[4] 9.28	8.33	10.25	0.00	4.40	2.34	8.71	10.77	12.47	14.31	6.62	10.61	3.92	10.41	11.98	14.48
Smash	[16] 0.30	0.34	0.26	0.00	0.00	0.00	0.00	0.88	0.51	0.00	0.00	0.54	0.42	0.00	0.57	0.00
TVM 2	[9] 1.82	2.16	1.47	6.09	4.22	2.43	1.58	0.37	1.37	1.28	1.61	0.93	0.82	0.77	0.00	14.69
iTV	[13] 0.41	0.28	0.55	0.00	0.00	0.00	0.51	0.74	0.51	0.00	0.71	0.69	0.42	0.00	0.00	0.00
f Living	[14] 0.39	0.00	0.79	0.00	0.00	0.00	0.65	0.00	0.83	0.00	0.35	0.47	0.00	0.59	0.65	0.00
Xejk	[17] 0.16	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.53	0.57	0.00
Sub [%]	67.14	66.20	68.10	61.26	59.22	54.17	65.02	69.38	74.69	66.47	67.68	67.56	60.56	69.23	66.46	74.14
Rai 1	[7] 4.25	4.11	4.39	0.00	2.92	1.63	3.07	6.06	4.94	8.03	3.32	5.08	4.86	5.75	2.83	1.47
Rai 2	[11] 0.78	0.99	0.57	0.00	1.08	1.63	0.00	1.44	0.53	2.38	0.35	0.23	0.98	2.79	0.57	0.00
Rai 3	[12] 0.57	0.57	0.56	0.00	0.00	0.00	0.00	1.16	1.05	0.98	0.81	0.54	0.42	0.68	0.57	0.00
Rete 4	[10] 1.82	0.65	3.01	0.00	0.00	0.00	1.48	1.64	2.61	5.81	3.09	2.17	0.85	2.18	0.00	1.28
Canale 5	[5] 4.36	2.85	5.89	4.94	2.91	7.03	4.93	2.36	5.50	3.42	5.34	3.86	3.63	4.01	6.72	1.28
Italia 1	[6] 4.33	5.70	2.93	2.19	6.30	6.90	7.78	2.35	1.29	4.45	4.23	4.98	6.31	4.67	2.24	0.92
Discovery Ch.	[8] 3.05	5.25	0.81	6.05	9.07	2.41	3.64	1.70	1.37	0.00	2.52	3.01	2.06	2.95	5.09	2.94
MTV	[15] 0.31	0.23	0.39	2.27	1.83	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.56	0.75	0.00	0.00
Other Station	[3] 13.40	13.44	13.36	23.29	16.67	26.23	14.07	13.90	8.01	8.46	12.64	12.19	19.77	6.99	15.53	17.97
Sub [%]	32.86	33.80	31.90	38.74	40.78	45.83	34.98	30.62	25.31	33.53	32.32	32.44	39.44	30.77	33.54	25.86
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Based on TV Viewers including those who could identify more than one station but excluding all those who could not identify a station and/or could not remember.																

TVM has attracted the largest amount of TV-viewers [37.49%] with approximately 122,000 viewers. This station was followed by ONE with 17.29% [≈56,328] and Net TV with 9.28% [≈30,239] - excluding those following an "other station" which amounted to 13.40% [≈43,649] of all TV-viewers. Overall, while 67.14% of the viewers favored local stations, only just more than a third of the population watched a foreign station - with Canale 5 [4.36%; ≈14,209], Italia 1 [4.33%; ≈14,092] and Rai 1 [4.25%; ≈13,846] being the most followed stations. By demographics, the same trend in ranking follows; however it is evident that the viewing of local stations is higher with those over the age of 30 years old than with those below 30 years.

TV Reach by Station [irrespective of time spent] - October 2014



3.2 TV AUDIENCE SHARES

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

3.2.A AVERAGE AUDIENCES BY STATION

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

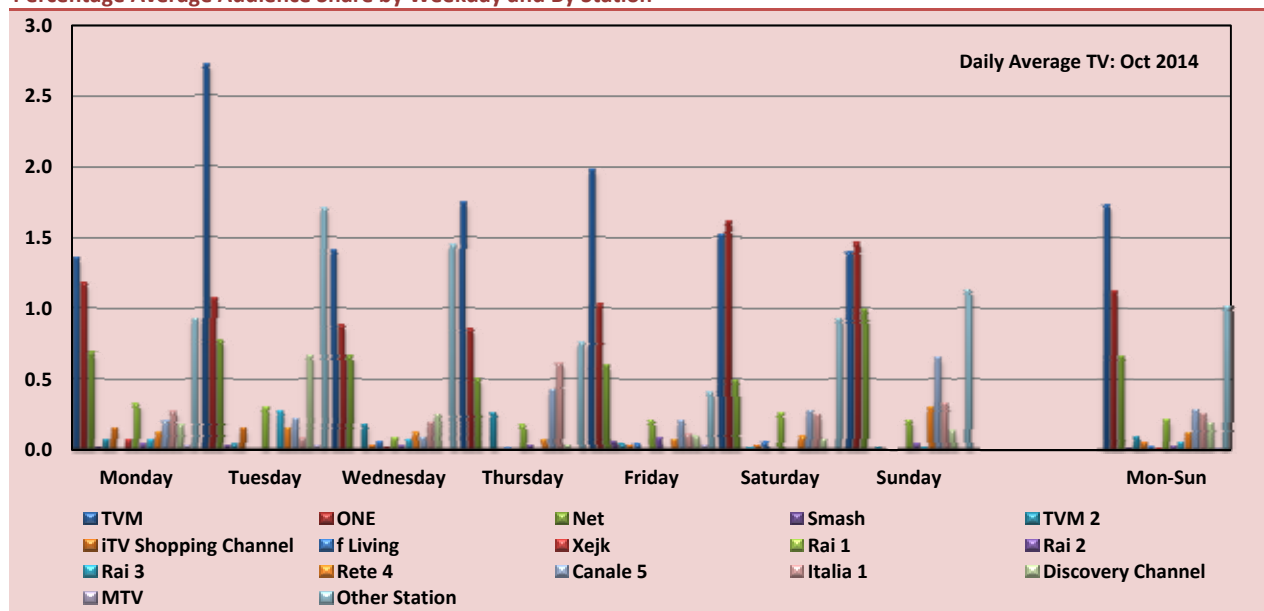
Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	1.352	1.170	0.682	0.015	0.065	0.153		0.063	0.319	0.037	0.066	0.117	0.196	0.265	0.169	0.024	0.923	1.352
Tuesday	2.723	1.069	0.766	0.020	0.032	0.150			0.297		0.269	0.152	0.213	0.075	0.664	0.024	1.701	2.723
Wednesday	1.406	0.873	0.659		0.175	0.024	0.053	0.014	0.079	0.020	0.066	0.116	0.081	0.191	0.247		1.445	1.445
Thursday	1.747	0.848	0.493		0.261		0.006		0.170	0.030		0.066	0.420	0.601	0.030		0.750	1.747
Friday	1.976	1.022	0.595	0.054	0.035	0.023	0.035		0.205	0.079		0.069	0.202	0.102	0.089	0.026	0.400	1.976
Saturday	1.519	1.612	0.487		0.008	0.024	0.048		0.255			0.088	0.272	0.244	0.070		0.922	1.612
Sunday	1.389	1.456	0.988		0.013				0.204	0.036	0.012	0.295	0.648	0.324	0.126		1.129	1.456
Mon-Sun	1.727	1.125	0.660	0.014	0.091	0.050	0.021	0.011	0.212	0.031	0.055	0.125	0.285	0.261	0.191	0.011	1.016	1.727
Highest	2.723	1.612	0.988	0.054	0.261	0.153	0.053	0.063	0.319	0.079	0.269	0.295	0.648	0.601	0.664	0.026	1.701	

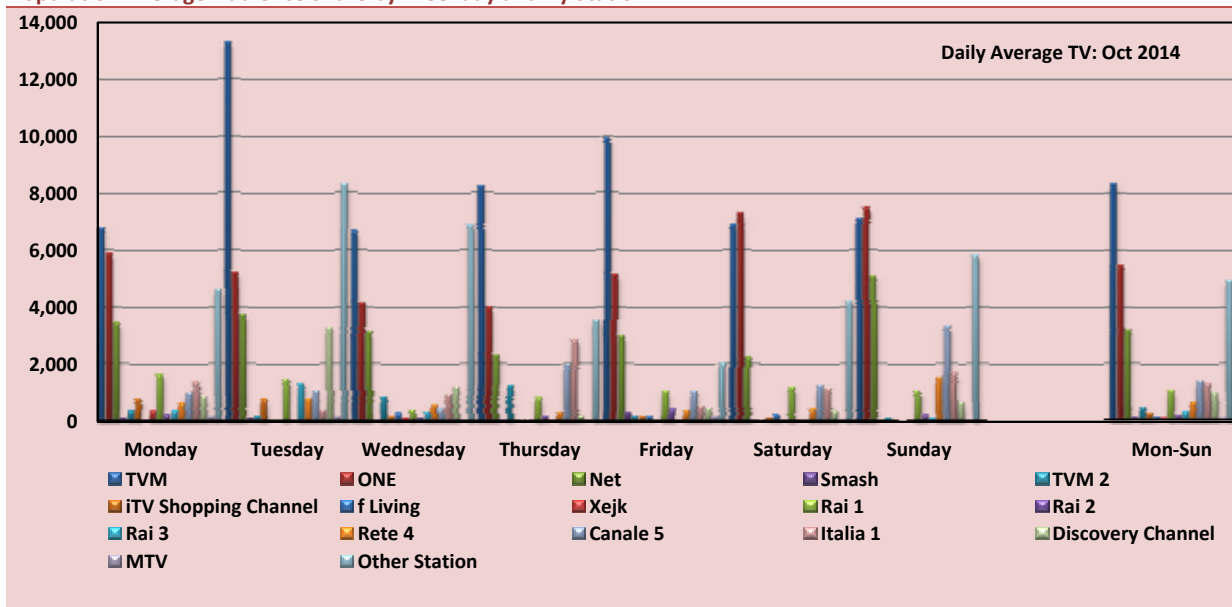
Population Average Audience Share by Weekday and By Station

Daily Average [N]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	6,770	5,863	3,416	74	326	766		316	1,600	187	329	588	981	1,327	846	121	4,622	6,770
Tuesday	13,274	5,212	3,737	99	155	733			1,447		1,311	743	1,040	365	3,237	119	8,292	13,274
Wednesday	6,666	4,140	3,123		830	115	251	65	376	96	313	549	386	905	1,170		6,851	6,851
Thursday	8,225	3,995	2,323		1,230		29		799	143		311	1,978	2,828	139		3,531	8,225
Friday	9,947	5,146	2,994	272	175	118	175		1,031	397		349	1,016	515	446	129	2,012	9,947
Saturday	6,875	7,299	2,205		36	109	219		1,157			400	1,233	1,105	317		4,174	7,299
Sunday	7,116	7,459	5,060		66				1,044	182	64	1,512	3,320	1,662	647		5,786	7,459
Mon-Sun	8,385	5,459	3,205	66	442	243	103	51	1,029	150	267	607	1,383	1,265	926	52	4,933	8,385
Highest	13,274	7,459	5,060	272	1,230	766	251	316	1,600	397	1,311	1,512	3,320	2,828	3,237	129	8,292	

Percentage Average Audience Share by Weekday and By Station



Population Average Audience Share by Weekday and By Station

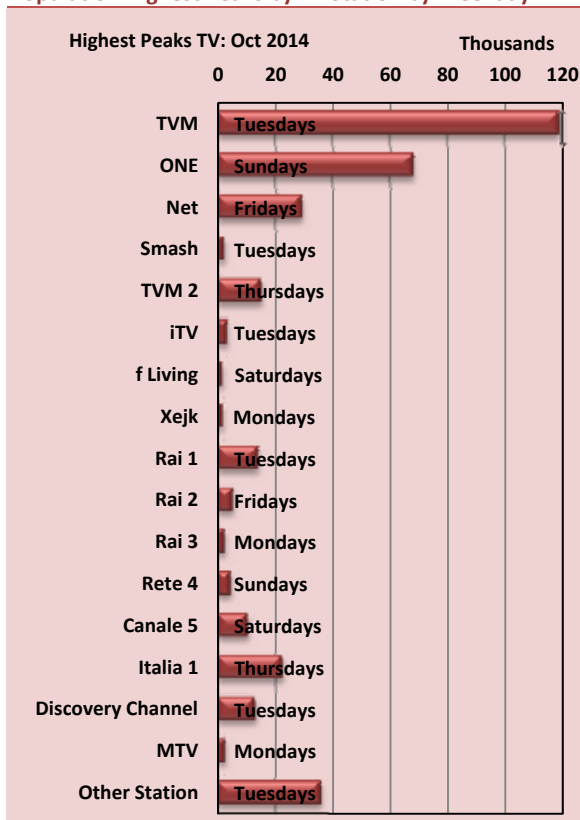


3.2.B PEAK AUDIENCES BY STATION

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Saturday while ONE had the highest peak amongst all stations on Sundays. The highest peaks attained by TVM were in this ranking order: Tuesdays [24.406%] - Thursdays [19.645%] - Wednesdays [18.995%] - Fridays [17.112%] - Mondays [14.753%] and Saturdays [11.982%]. Net TV attained its highest peak on Fridays.

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	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	14.753	8.607	5.000	0.362	1.097	0.300		0.387	2.275	0.389	0.520	0.662	1.163	2.077	1.115	0.593	4.284	14.753
Tuesday	24.406	5.731	3.195	0.495	0.519	0.736			2.946		0.376	0.736	0.944	0.736	2.692	0.599	7.393	24.406
Wednesday	18.995	7.264	5.464		2.151	0.298	0.371	0.336	0.812	0.330	0.392	0.300	0.625	1.875	1.127		3.793	18.995
Thursday	19.645	8.352	2.392		3.239		0.300		1.842	0.249		0.549	2.065	4.798	0.498		2.412	19.645
Friday	17.112	7.988	5.878	0.307	0.341	0.286	0.284		2.401	1.109		0.669	1.193	0.760	0.699	0.315	2.675	17.112
Saturday	11.982	8.222	3.455		0.392	0.392	0.395		2.171			0.442	2.313	2.485	0.471		5.468	11.982
Sunday	12.245	13.364	4.969		0.315				1.009	0.580	0.304	0.931	1.881	1.517	1.198		3.292	13.364
Highest	24.406	13.364	5.878	0.495	3.239	0.736	0.395	0.387	2.946	1.109	0.520	0.931	2.313	4.798	2.692	0.599	7.393	

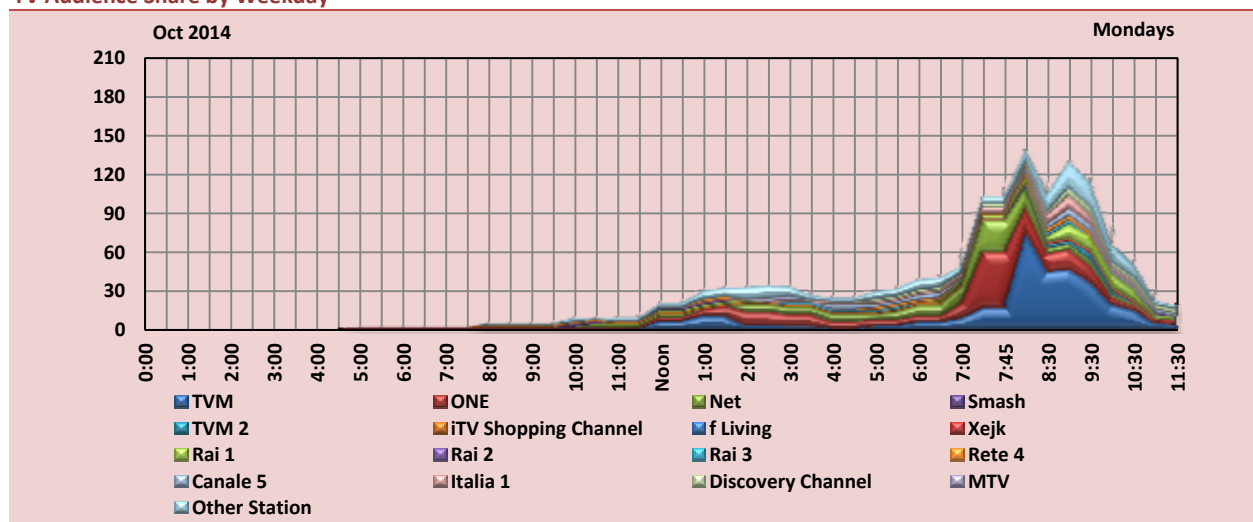
Population Highest Peaks by TV Station by Weekday

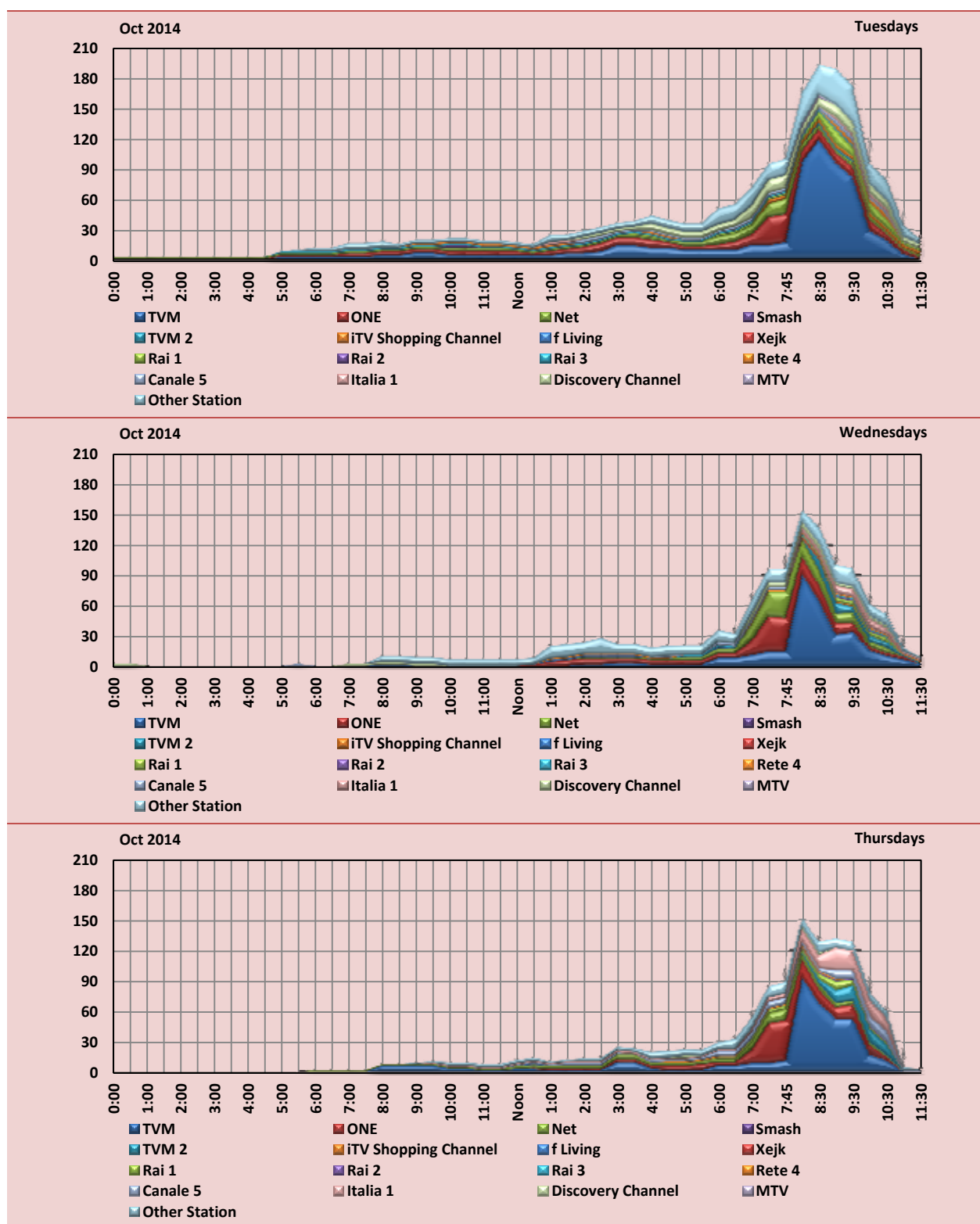
HIGHEST PEAKS [N]	TVM	ONE	Net	Smash	TVM 2	iTV	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	73,903	43,115	25,045	1,814	5,494	1,502		1,938	11,396	1,947	2,606	3,316	5,828	10,405	5,584	2,970	21,461	73,903
Tuesday	118,993	27,940	15,578	2,415	2,532	3,590			14,365		1,835	3,590	4,603	3,590	13,124	2,922	36,045	118,993
Wednesday	90,047	34,437	25,902		10,199	1,412	1,760	1,594	3,847	1,563	1,859	1,423	2,962	8,886	5,343		17,982	90,047
Thursday	92,501	39,326	11,265		15,253		1,414		8,675	1,171		2,585	9,722	22,592	2,346		11,356	92,501
Friday	86,125	40,204	29,585	1,547	1,718	1,441	1,430		12,085	5,581		3,365	6,005	3,824	3,520	1,583	13,464	86,125
Saturday	54,250	37,224	15,644		1,774	1,774	1,788		9,827			2,003	10,472	11,253	2,134		24,756	54,250
Sunday	62,738	68,469	25,457		1,615				5,168	2,973	1,560	4,772	9,638	7,770	6,137		16,869	68,469
Highest	118,993	68,469	29,585	2,415	15,253	3,590	1,788	1,938	14,365	5,581	2,606	4,772	10,472	22,592	13,124	2,970	36,045	

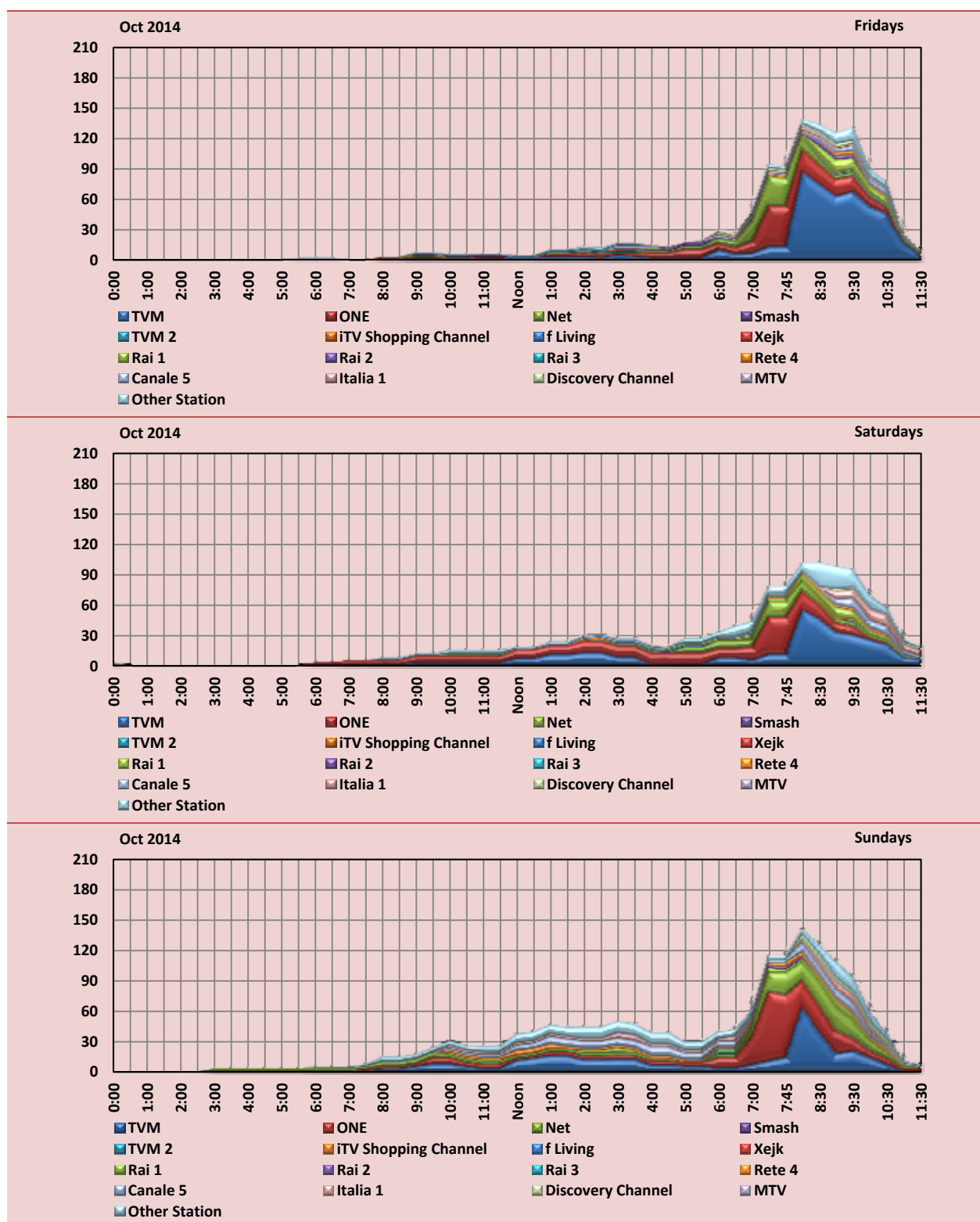
3.2.c TV AUDIENCE SHARE BY HALF-HOUR SLOTS

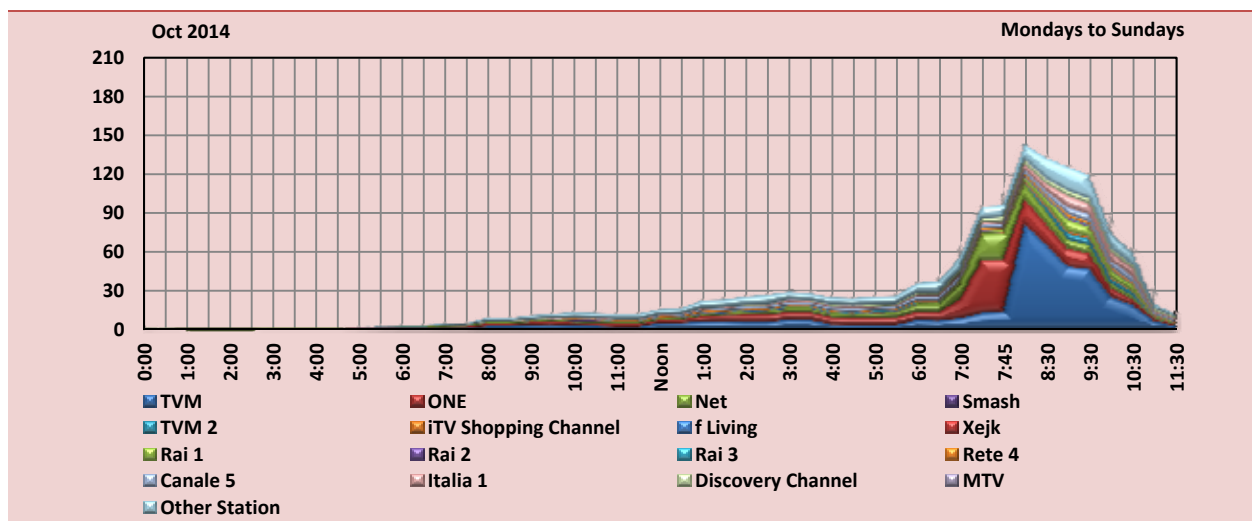
The following figures map in detail the total daily audience shares for radio stations cumulative at half-hour slots:

TV Audience Share by Weekday







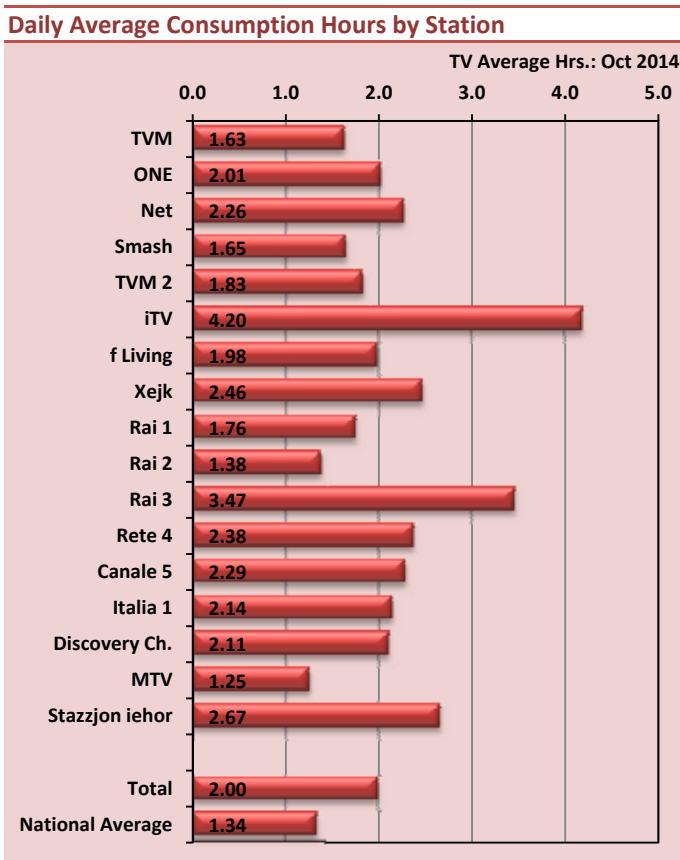


Overall, audiences were registered for all the half-hour slots. Audiences throughout the day started picking up slowly by 8:00am with 1.855% rising gradually to 3.172% by noon. Audiences started to steadily rise again by 6:00pm at 7.371% rising sharply to 19.477% at 7:30pm. The highest audiences were reached at 8:00pm at 29.337% of all the population falling to 15.283% by 10:00pm.

3.2.D DAILY AVERAGE HOURS OF TV CONSUMPTION

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

This average is susceptible to outliers especially where broadcasting stations have registered a small amount of listeners who logged on to that particular station for long time-spans - the case for iTV Shopping Channel, f Living, and Xejk. 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.

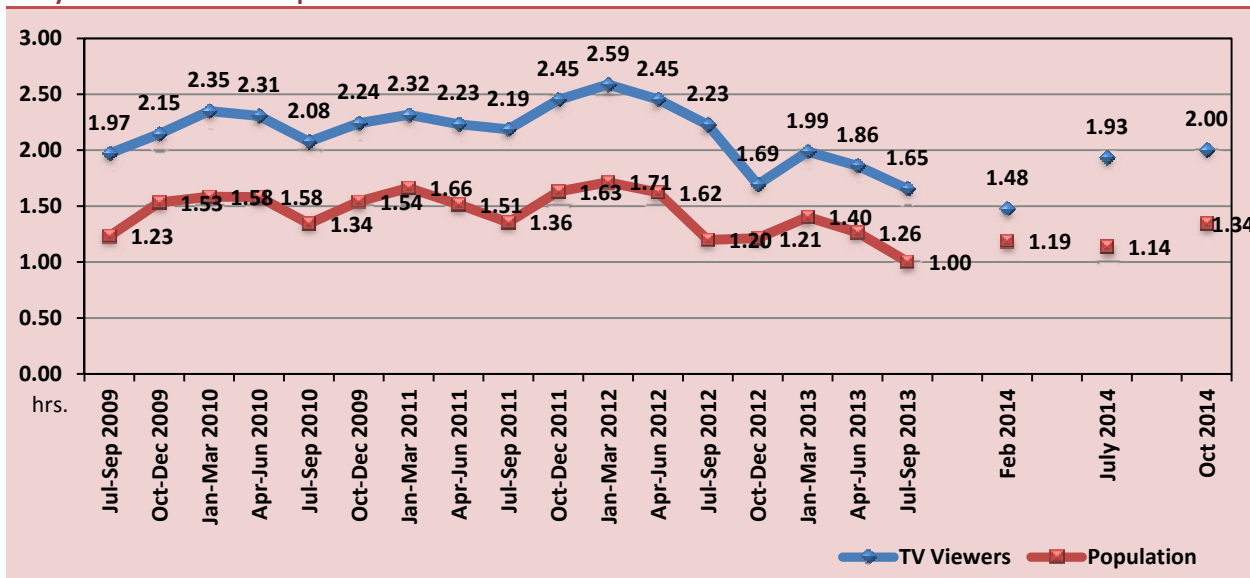


Although TVM attracted the highest average amount of viewers with 1.727% [≈8,385], while ONE attracted the next highest daily average of 1.125% [≈5,459] the time spent on average by ONE viewers [2.01hrs] is about 23.3%

higher than those of TVM [1.63hrs]. Similarly those viewers of Net TV, whose overall average viewers amount to 0.660%, have spent a total of 2.26hrs each.

The average amount of hours over all TV viewers amounts to 2.00hrs per viewer and over the whole of the population aged 12 years and over, amounts to 1.34hrs.

Daily Hours of TV Consumption

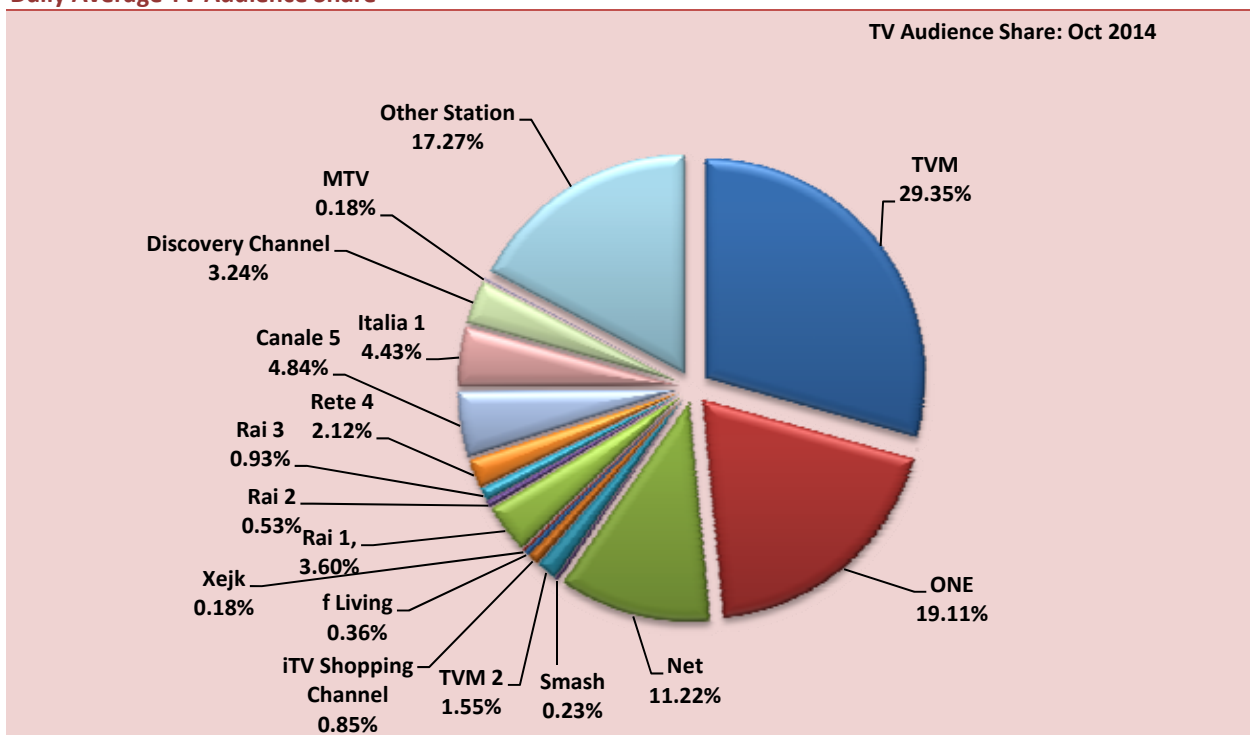


3.2.E TV STATIONS AUDIENCE SHARE

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

Overall, TVM ranked first with 29.45%; followed by ONE with 19.11%, and Net TV with 11.2%. Of the foreign stations, Canale 5 ranked first with 4.84%, followed by Italia 1 with 4.43%, and Rai 1 with 3.60%.

Daily Average TV Audience Share



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

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences. Full detailed listings by half-hour slots can be found in the appendices to this report.

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT																		380	380
0:30																		380	380
1:00																		380	380
1:30																		380	380
2:00																		380	380
2:30																		380	380
3:00																		380	380
3:30																		380	380
4:00																		380	380
4:30																		380	380
5:00		2																378	380
5:30		2																378	380
6:00		2																378	380
6:30		2																378	380
7:00		2																378	380
7:30		2																378	380
8:00		2				2												2 374	380
8:30		2				2												2 374	380
9:00		2				2												2 374	380
9:30		2				2												2 374	380
10:00		2		2		2												4 370	380
10:30		2	3	2		2												2 369	380
11:00		2	3			2												4 369	380
11:30		2	3			2												4 369	380
NOON	6	4	3			2			2	2								4 357	380
0:30	6	4	3			2			2	2								4 357	380
1:00	10	6				2			2	2		3						8 347	380
1:30	10	8				2			2	2		3						8 345	380
2:00	3	12	6			2			2									11 344	380
2:30	3	12	6			2										3	11	343	380
3:00	2	10	6			2					2			3		3	8	344	380
3:30	2	10	6			2					2			3			5	350	380
4:00		6	6			2					2		4	3			4	353	380
4:30		6	6			2					2		4	3			4	353	380
5:00	2	6	5			2					2	3	3	2	2		7	346	380
5:30	2	6	7			2					2	3	3	2	2		7	344	380
6:00	5	6	9			2						3	5	2	2		9	337	380
6:30	5	6	9			2			2			3	5	2	2		9	335	380
7:00	8	12	13			2			5					5			6	329	380
7:30	17	44	26			2			3			2		5	3		6	272	380
7:45	17	44	26			2			3			2		5	3		6	272	
8:00	74	21	15		3			2	5			4	4	3	3		10	236	380
8:30	45	15	5		3			2	5		3	4	4	8	3		15	268	380
9:00	46	16	5		3			2	12		3	4	6	11	6		22	244	380
9:30	36	14	5		6			2	12			4	6	8	6		21	260	380
10:00	19	6	3		4			2	12				3	3	4		15	309	380
10:30	14	4	3					2	10				3	3	4		12	325	380
11:00	5	2						2	3	2			3		4		4	355	380
11:30	3	2						2	3				3		4		4	359	380

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	ITV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT			3															377	380
0:30			3															377	380
1:00			3															377	380
1:30			3															377	380
2:00			3															377	380
2:30			3															377	380
3:00			3															377	380
3:30			3															377	380
4:00			3															377	380
4:30			3															377	380
5:00	2	2	3								2							371	380
5:30	2	2	3							2							2	369	380
6:00	2	2	3							2							4	367	380
6:30	2	2	3							2							4	367	380
7:00	2	4	3							2							7	362	380
7:30	2	4	3							2							7	362	380
8:00	4	4	3							2							7	360	380
8:30	4	4	3							2							4	363	380
9:00	7	4	3							2	2						4	358	380
9:30	7	4	3							2	2						4	358	380
10:00	4	4	5	3						2	2						4	356	380
10:30	4	4	5	3						2	2						4	356	380
11:00	4	4	5							2	2						4	359	380
11:30	4	4	5							2	2						4	359	380
NOON	4	4	3							2	2						4	361	380
0:30	4	2	3							2	2						4	363	380
1:00	4	5	3							2	2			3			9	352	380
1:30	6	5	3							2	2			3			6	353	380
2:00	6	7	3							2			4		3		6	349	380
2:30	8	8	3							2			4		3		6	346	380
3:00	14	8	3							2			2		3		6	342	380
3:30	14	8	3						3	2			2		3		6	339	380
4:00	12	8	3						3	2	2	2			7		9	332	380
4:30	12	6	3							2	2	2			7		9	337	380
5:00	10	4	5							2			2		7		9	341	380
5:30	10	4	5							2			2		7		9	341	380
6:00	10	6	9						2	2		2			7		17	325	380
6:30	10	9	9						2	2		4			7		17	320	380
7:00	14	11	10						2	2		4			14		19	304	380
7:30	14	28	14			4			2	2		4			14		17	281	380
7:45	17	28	16			4			2	2		4			14		17	276	
8:00	98	12	7			4			3	2		3			7	3	33	208	380
8:30	119	11	5		3	4			8	2		3			10	3	31	181	380
9:00	96	11	3		3	4			15	2	4	5	3	13			37	184	380
9:30	82	11	5		3	4			10	2	4	5	3	13			37	201	380
10:00	28	11	5			4			10			4	3	4	9		21	281	380
10:30	19	7	3			4			10			4	3	4	9		21	296	380
11:00	5	5	3			4			3						6		13	341	380
11:30		2	3			4			3						6		6	356	380

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT															3			377	380
0:30															3			377	380
1:00																		380	380
1:30																		380	380
2:00																		380	380
2:30																		380	380
3:00																		380	380
3:30																		380	380
4:00																		380	380
4:30																		380	380
5:00																		380	380
5:30													3					377	380
6:00																		380	380
6:30																		380	380
7:00															3			377	380
7:30															3			377	380
8:00	2														3		7	368	380
8:30	2														3		7	368	380
9:00															3		7	370	380
9:30															3		7	370	380
10:00																	7	373	380
10:30																	7	373	380
11:00																	7	373	380
11:30																	7	373	380
NOON																	7	373	380
0:30		2															7	371	380
1:00		5					2					2					13	358	380
1:30		6					2					2					13	357	380
2:00	2	6	2				2					2					12	354	380
2:30	2	6	2				2					2					16	350	380
3:00	4	5	2				2					2					10	355	380
3:30	4	5	2				2					2					10	355	380
4:00	2	5	2									2					10	359	380
4:30	2	5	2									2	2				10	357	380
5:00	2	5	4								2						10	357	380
5:30	2	5	4							2							10	357	380
6:00	9	5	5				2				2		3				12	342	380
6:30	9	5	5								2		3				10	346	380
7:00	12	15	16									2	3		6		15	311	380
7:30	15	35	25									2	3		6		14	280	380
7:45	15	33	26									2	3		6		14	281	
8:00	91	18	17			2		2	2		2	2		5	6		12	221	380
8:30	64	16	16		11	2		2	2			2		5	6		17	237	380
9:00	32	12	10		11	2			4	2	2	2		8	3		18	274	380
9:30	34	10	10		6	2			4	2	2	2		8	3		18	279	380
10:00	16	4	6		6				4	2	2	2		9	3		12	314	380
10:30	10	4	6		6				4		2	2		7	3		12	324	380
11:00	7	4			2							2		3			5	357	380
11:30	3				2							2		3			2	368	380

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT																		380	380
0:30																		380	380
1:00																		380	380
1:30																		380	380
2:00																		380	380
2:30																		380	380
3:00																		380	380
3:30																		380	380
4:00																		380	380
4:30																		380	380
5:00																		380	380
5:30																		380	380
6:00			2															378	380
6:30			2															378	380
7:00			2															378	380
7:30			2															378	380
8:00	7		2															371	380
8:30	7		2															371	380
9:00	7		2														2	369	380
9:30	7		2											2			2	367	380
10:00	4		2											2			4	368	380
10:30	4		2											2			4	368	380
11:00	2		2											2			4	370	380
11:30	2		2											2			4	370	380
NOON	3		3										2	2			4	366	380
0:30	3	2	3			2							2	2			4	362	380
1:00	2	2	3										2	2			2	367	380
1:30	2	2	3										3	2			2	366	380
2:00	2	2	3										3	2			4	364	380
2:30	2	2	3										3	2			4	364	380
3:00	10	3	5										2	3			4	353	380
3:30	10	3	5											3			4	355	380
4:00	4	3	3										3	2			8	357	380
4:30	2	5	3									2	3	2			8	355	380
5:00	2	5	3									2	3	2	3		7	353	380
5:30	2	6	3									2	3	2			7	355	380
6:00	7	4	3						2			2	6	2			8	346	380
6:30	7	4	3						2			2	6	2			11	343	380
7:00	9	14	8						4				7	4			12	322	380
7:30	9	40	10						4			2	7	5			12	291	380
7:45	12	40	12						4			2	7	5			12	286	
8:00	93	19	6		2				4	2		3	3	14	3		8	223	380
8:30	68	13	6		6				5	2		2	3	14	3		12	246	380
9:00	53	12	4		13				9	2		2	9	23			9	244	380
9:30	53	14	4		16				6	2			9	20			9	247	380
10:00	17	10	3		14				2	2			10	17			8	297	380
10:30	12	4	2		12				2	2			10	14			8	314	380
11:00													2				3	375	380
11:30													2				2	376	380

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT																		380	380
0:30																		380	380
1:00																		380	380
1:30																		380	380
2:00																		380	380
2:30																		380	380
3:00																		380	380
3:30																		380	380
4:00																		380	380
4:30																		380	380
5:00																		380	380
5:30																		2 378	380
6:00																		2 378	380
6:30																		2 378	380
7:00																		380	380
7:30																		380	380
8:00		2	2															376	380
8:30		2	2															376	380
9:00	2	2	2	2														2 370	380
9:30	2	2	2	2														2 370	380
10:00	2		2	2														2 372	380
10:30	2		2	2														2 372	380
11:00	2	2		2														2 372	380
11:30	2	2		2														2 372	380
NOON	3																	2 375	380
0:30	3																	2 375	380
1:00	3	3	2				2											2 368	380
1:30	3	3	2				2											2 368	380
2:00	3	4	2				2											4 365	380
2:30	2	4	2				2											4 366	380
3:00	5	2	2				2					2	3			2	2	360	380
3:30	3	3	2				2					2	3			2	2	361	380
4:00	2	6	2	2					2				2			2		362	380
4:30	2	6	2	2									2			2		364	380
5:00	2	9	3	2						3								361	380
5:30	2	9	3	2						3			2					359	380
6:00	10	7	5										4	3	3			348	380
6:30	6	7	7										2	3	3			352	380
7:00	7	12	20										2	3	3		4	329	380
7:30	13	41	30										2	2	3	3		4 282	380
7:45	13	41	28										2	2	3	3		4 284	
8:00	87	23	15							2		2	2	4	2		6	237	380
8:30	74	20	7		2	2			9	6			4	4	2		8	242	380
9:00	63	18	4		2	2			13	5		4	4	2	4		12	247	380
9:30	67	16	4		2	2			12	5		4	6	2	4		14	242	380
10:00	52	10			2	2			8			2	6	2			9	287	380
10:30	45	7			2				8			2	7	2			7	300	380
11:00	18	2	2						2				4					352	380
11:30	5	2	2										2					369	380

TV AUDIENCES – SATURDAY

	M'NGHT																			
	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
	'000																			
M'NGHT															3			377	380	
0:30																		380	380	
1:00																		380	380	
1:30																		380	380	
2:00																		380	380	
2:30																		380	380	
3:00																		380	380	
3:30																		380	380	
4:00																		380	380	
4:30																		380	380	
5:00																		380	380	
5:30																		380	380	
6:00		3																377	380	
6:30		3																377	380	
7:00		5																375	380	
7:30		5																375	380	
8:00		5															3	372	380	
8:30		5															3	372	380	
9:00	2	7																3	368	380
9:30	2	7																3	368	380
10:00	2	7	2															5	364	380
10:30	2	7	2															5	364	380
11:00	2	7	2															5	364	380
11:30	2	7	2															5	364	380
NOON	7	10																3	360	380
0:30	7	10																3	360	380
1:00	10	10																4	356	380
1:30	10	10																4	356	380
2:00	12	12										2	2					2	350	380
2:30	12	12	2									2	2					2	348	380
3:00	8	12	2				2						3					2	351	380
3:30	8	12	2				2						3					2	351	380
4:00		12	2				2		2				3						359	380
4:30		12					2		2				3						361	380
5:00		12	6				2		2									6	352	380
5:30		12	6				2		2									6	352	380
6:00	7	10	8						2				2					6	345	380
6:30	7	10	8						2				2					12	339	380
7:00	5	14	7						5				2	2				12	333	380
7:30	11	38	16						2			3	2	2				9	297	380
7:45	11	38	16						2			3	2	2				9	297	
8:00	55	20	11						6			3						10	275	380
8:30	46	15	7			2			6			3		3				25	273	380
9:00	33	10	4			2			10			3	6	9	2			23	278	380
9:30	30	9	4		2	2			9			3	11	9	2			19	280	380
10:00	25	3	2						6			3	9	12				15	305	380
10:30	21	3	2						4			3	9	12				8	318	380
11:00	8		2										5	7	2			4	352	380
11:30	6												3	7	2			2	360	380

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																		
M'NGHT																		380	380
0:30																		380	380
1:00																		380	380
1:30																		380	380
2:00																		380	380
2:30																		380	380
3:00			3															377	380
3:30			3															377	380
4:00			3															377	380
4:30			3															377	380
5:00			3															377	380
5:30			3															377	380
6:00			3															3 374	380
6:30			3															3 374	380
7:00			3															3 374	380
7:30		3	3															3 371	380
8:00	3	3	5															6 363	380
8:30	3	3	5															6 363	380
9:00	5	3	5															6 361	380
9:30	7	7	5															6 355	380
10:00	7	7	3						2				3	3	3			6 346	380
10:30	5	5	3						2				3	3	3			6 350	380
11:00	3	5	3						2				3	3	3			7 351	380
11:30	3	5	3						2				3	3	3			7 351	380
NOON	11	2	3										5	6	3			10 340	380
0:30	13	2	3										5	6	3			10 338	380
1:00	16	4	3										5	8	3			10 331	380
1:30	16	4	3										3	8	3			10 333	380
2:00	12	4	3						3				3	8	3			12 332	380
2:30	12	4	3						3				3	8	3			12 332	380
3:00	12	4	3						5				3	8	6			12 327	380
3:30	12	4	3						3				3	8	6			12 329	380
4:00	6	4	3										3	10	3			12 339	380
4:30	6	4	3										3	10	3			12 339	380
5:00	5	4											3	8	3			10 347	380
5:30	5	4											3	8	3			10 347	380
6:00	3	12	3		2				3		2		3	6	3			8 335	380
6:30	3	12	3		2				3		2		3	6	5			8 333	380
7:00	7	29	7						5				3	3	3			8 315	380
7:30	11	69	20						5	3			3	3				5 261	380
7:45	14	62	23						3	3			5	3				5 262	
8:00	63	27	19						3	3			5	10	2	7		7 234	380
8:30	39	27	26						3				3	10	5	7		11 249	380
9:00	18	23	24						6				3	10	8	4		17 267	380
9:30	20	13	19						6				3	10	8	4		16 281	380
10:00	14	7	12										3	6	5	6		11 316	380
10:30	7	7	7										3	3	2	6		8 337	380
11:00		3	3												4			3 367	380
11:30		3	3															3 371	380

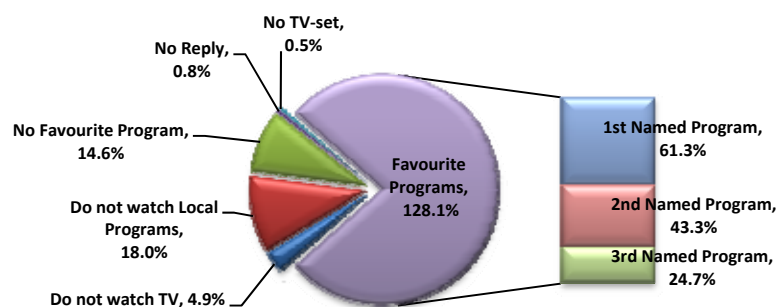
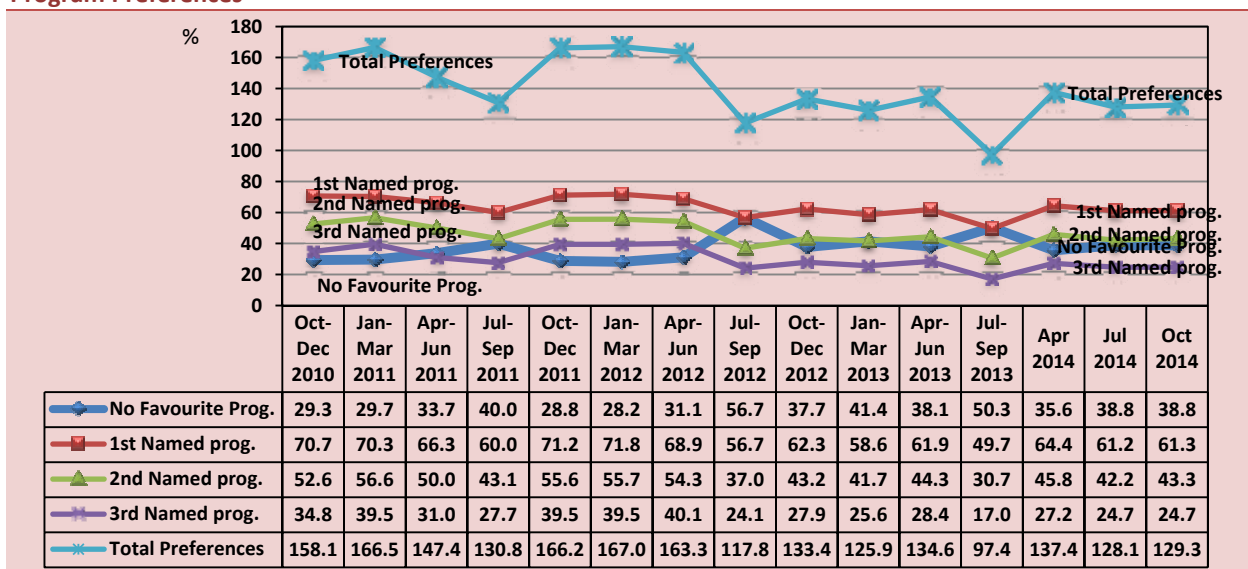
4. TV PROGRAM PREFERENCES

Respondents were asked to list “their most favorite program” [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 their declared order by each respondent [i.e. the first, second and third named program]; by their generic time-brackets; and by the broadcasting station on which it was broadcast. The programmes named were also 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 other program named were either of a generic nature, or broadcast on radio or on the digital/cable network; or could not be properly identified. Named programmes that were re-runs were classified separately and not according to the time that they were re-broadcast.

Out of all respondents, 61.3% named one favorite program; another 43.3% named a second preferred program while another 24.7% named their third preferred program. On the other hand, 18.0% of all respondents replied that they do not watch local programmes; 14.6% did not have a favorite program; 4.9% do not watch TV; 0.5% do not have a TV-set; while 0.8% did not reply.

Program Preferences

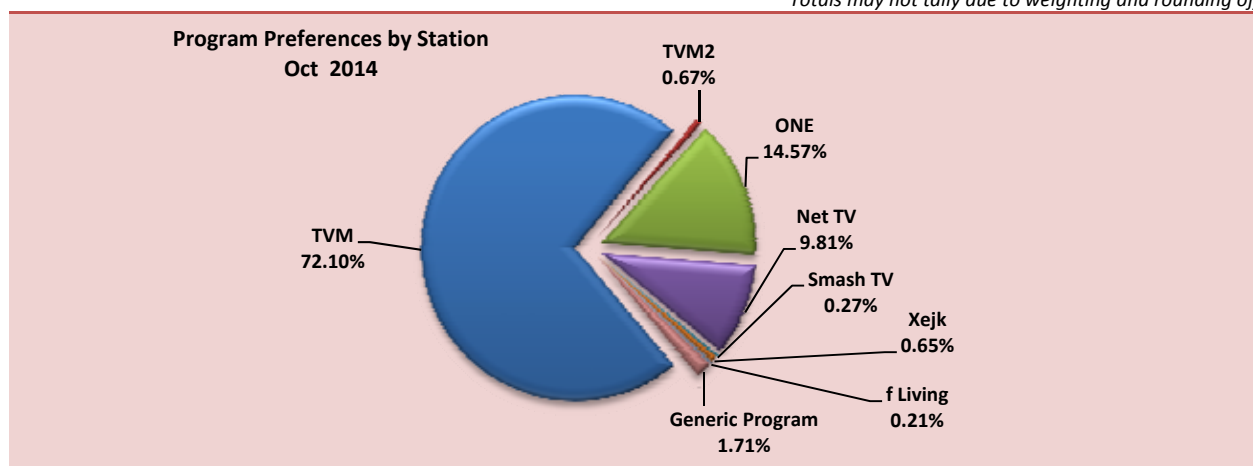


Out of all the programmes named, TVM got 72.1% of all counts, followed by ONE with 14.57% and Net TV with 9.81%; while 0.21% of all programmes named were of a generic nature.

Program Preferences by Station and by Demographics

Population	Total	Gender		Age Groups							District						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbor	Northern Harbor	South Eastern	Western	Northern	Gozo and Comino	
TVM	326,356	137,975	188,381	14,433	41,341	18,984	108,672	78,834	52,130	11,962	61,216	88,396	54,457	48,075	47,240	26,971	
TVM2	7,339	2,559	4,779	247	309	677	3,198	1,641	776	491	2,551	1,760	828	1,011	1,188		
ONE	93,277	38,472	54,805	3,040	11,750	5,687	24,417	28,151	15,882	4,350	20,144	25,188	18,336	13,013	9,280	7,317	
Net TV	52,132	22,826	29,307	2,474	4,544	1,424	11,933	14,205	13,269	4,284	10,088	18,641	7,684	5,891	6,063	3,765	
F Living	1,288		1,288				262	741	285			243	475		569		
Smash TV	493		493						493		250	243					
Generic	3,791	2,502	1,289	291	425		1,055	534	784	702	889	868	828	452		753	
	484,675	204,334	280,341	20,485	58,370	26,771	149,537	124,106	83,617	21,789	95,139	135,339	82,608	68,442	64,341	38,806	
%																	
TVM	72.10	70.725	73.131	82.473	82.400	72.273	76.813	70.107	61.822	63.338	69.769	71.139	74.998	75.103	74.842	65.854	
TVM2	0.67	1.022	0.411	0.000	0.643	0.000	1.164	0.319	0.574	1.048	0.000	0.886	0.976	0.915	0.392	1.226	
ONE	14.57	14.662	14.498	6.979	6.363	14.678	12.559	17.958	20.098	15.723	18.008	14.564	12.463	13.293	14.494	11.763	
Net TV	9.81	9.482	10.055	7.489	9.218	12.112	8.126	7.588	13.119	14.379	8.381	9.910	8.657	8.461	9.486	18.805	
F Living	0.27	0.417	0.165	0.000	0.000	0.000	0.256	0.747	0.226	0.000	0.428	0.000	0.802	0.000	0.392	0.000	
Smash TV	0.65	0.952	0.424	1.519	0.643	0.937	0.000	1.460	0.421	1.149	0.000	2.030	0.329	0.000	0.000	0.819	
Generic	0.21	0.000	0.367	0.000	0.000	0.000	0.198	0.291	0.419	0.000	0.214	0.181	0.000	0.394	0.000	0.713	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Totals may not tally due to weighting and rounding off



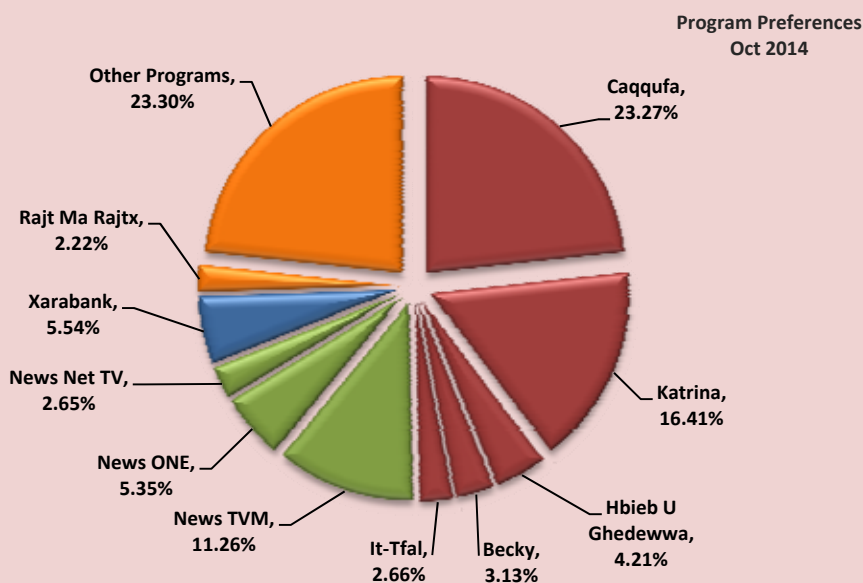
A total of 102 programmes were named. Of these 15 were of a generic nature while 14 others were programmes that were broadcast during the previous television schedules.

Out of all the programmes identified by respondents, the most quoted was *Ic-Caqqufa* on TVM [TVM; 23.27%] followed by *Katrina* [TVM, 16.41%] and *TVM News* [TVM; 11.26%]. Drama programmes were the most favored with 49.68% of all preferences followed by News [19.26%], Discussion programmes [5.54%] and Entertainment programmes [2.22%].

The top ten programmes most quoted constituted 70.7% of all preferences.

Top Ten Programmes

				Gender			Age Groups							District					
Total				Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino	
Drama/Soap Operas																			
20:30-22:00	TVM	Caqqufa	[1]	23.27	18.50	26.84	32.51	27.32	25.29	22.91	21.41	20.63	23.16	23.47	22.36	23.15	25.25	22.78	23.11
20:30-22:00	TVM	Katrina	[2]	16.41	13.63	18.49	22.99	21.00	15.89	15.56	16.89	13.32	16.24	16.35	15.56	18.88	16.36	13.67	19.02
12:00-19:00	TVM	Hbieb U Ghedewwa	[6]	4.21	2.05	5.83	6.49	2.95	2.29	3.73	3.84	5.48	5.56	5.43	3.72	2.72	5.77	4.00	2.86
20:30-22:00	Net TV	Dejjem tieghek Becky	[7]	3.13	2.50	3.60	5.95	4.17	6.67	2.07	1.42	4.06	2.60	3.40	2.49	2.92	4.38	1.95	4.50
20:30-22:00	ONE	It-Tfal	[8]	2.66	1.53	3.51	2.48	1.22	2.53	2.33	2.38	4.59	0.94	3.12	1.84	3.23	3.58	2.79	1.03
				49.68	38.21	58.26	70.42	56.66	52.66	46.60	45.94	48.08	48.48	51.77	45.97	50.89	55.33	45.19	50.52
News																			
19:00-20:30	TVM	News-TVM	[3]	11.26	16.99	6.98	1.51	7.84	13.77	12.40	12.79	11.24	13.88	9.84	11.92	12.35	9.12	14.41	9.71
19:00-20:30	ONE	News-ONE	[5]	5.35	8.98	2.64	0.00	2.45	3.68	4.53	6.18	7.58	10.80	6.97	5.00	5.36	3.63	5.10	5.62
19:00-20:30	Net TV	News-Net TV	[9]	2.65	3.89	1.72	0.00	1.38	1.40	2.57	2.62	3.42	6.56	2.49	2.84	1.50	1.17	3.87	5.51
				19.26	29.86	11.34	1.51	11.67	18.85	19.51	21.58	22.24	31.24	19.30	19.76	19.21	13.92	23.38	20.84
Discussion																			
20:30-22:00	TVM	Xarabank	[4]	5.54	6.20	5.04	3.24	10.87	7.61	8.20	4.22	1.09	2.31	3.98	5.73	5.06	6.71	5.82	7.46
				5.54	6.20	5.04	3.24	10.87	7.61	8.20	4.22	1.09	2.31	3.98	5.73	5.06	6.71	5.82	7.46
Entertainment																			
20:30-22:00	TVM	Rajt Ma Rajtx	[10]	2.22	2.61	1.93	4.67	6.07	0.94	3.08	1.20	0.21	0.00	3.56	2.38	1.59	1.53	2.56	0.00
				2.22	2.61	1.93	4.67	6.07	0.94	3.08	1.20	0.21	0.00	3.56	2.38	1.59	1.53	2.56	0.00
Total %				76.70	76.88	76.57	79.84	85.27	80.05	77.40	72.93	71.62	82.04	78.61	73.84	76.75	77.49	76.95	78.82



Programmes Named									
TVM	TVM2	ONE	Net TV	Smash TV	Xejk	f Living	Generic Programme	Previous Schedules	
Caqqufa	Kontrattakk	News-ONE	Dejjem tieghek Becky	Kcina Ma' Farah	Simpatici	f Living Show	Football	TVM	Deceduti
Katrina	Kurrenti	It-Tfal	News-Net TV	80s on Smash	Kontra Ir-Rih	Ta' Bonaci fuq fLiv	Maltese Dramas	TVM	Biografiji
News-TVM	Sunday Mass	Kalamita	Malta Llejla	Motordome	Xejk Shop		Documentaries	Net TV	Dot Net
Xarabank	Pellikola	Rifless	News-News Feed	Forum			Programmi Kulturali	Net TV	F' Bahar Wiehed
Hbieb U Ghedewwa	Zafira	Midimbin	Iswed Fuq L-Abjad				Music on TV	Net TV	Deja vu
Rajt Ma Rajtx		Arani Issa	Klinika				Tat-Tisjir	Net TV	Il-Madonna Tac-Coqqa
TVPM		Aroma Kitchen	Xift				Ta' Bonaci fuq f Living	ONE	Liquorish
Madwarna		Talk To Me	Replay				Ta' Sander	ONE	Korsa
Hadd Ghalik		Lsien In-Nisa	Eli & I				80s on Smash	ONE	Klikka
Reporter		L-Argument	Dot Net				Dibattiti	ONE	Folji
Dissett		One Night Stand	Meander				Programmi taz-Zwiemel	ONE	Maskra
Merlin		Siegħa Zmien	F' Bahar Wiehed				Telebejgh	TVM	Għal Sahhtek
The X Factor UK		Esperti	Deja vu				Sports on ONE	TVM	F' Salib it-Toroq
Deceduti		Liquorish	Il-Madonna Tac-Coqqa				Grajjiet Kurrenti	TVM2	Zafira
Malta u Lil Hinn Minnha		Korsa	Distinti				Programmi ta' Diskusjoni		
Sibtek		Klikka	Iswed Fuq L-Abjad						
Biografiji		Folji	Mitlqu Deheb						
Gadgets		Maskra	What's For dinner?						
Realta`		Sports on ONE							
Times Talk		Aroma Mattina							
Ghawdex Illum		Dak Li Jghodd							
PaqPaq		Is-Sess							
Venere		Better Living							
Twelid il-Kelma		L-Oskur							
TVAM		ONE Breakfast							
Mrs Brown's Boys		D-Change							
Saturday films									
Għal Sahhtek									
Gourmet									
Mrs Brown's Boys									
F' Salib it-Toroq									
House Hunt									

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

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

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

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

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

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

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

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

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

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

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta
Radju Parlament 106.6
[re-branded *Radju Malta 2*]
Magic Radio
ONE Radio
Radio 101
Bay Radio
Calypso Radio
RTK
Smash Radio
Radju Marija
Campus FM
Vibe FM
XFM

LIST OF RADIO STATIONS ONLY ON DigiB+

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

LIST OF NATIONWIDE TELEVISION STATIONS

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

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

A “nil” record only means that audiences were less than 2000; and not 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	Kiss	Foreign	Community	NONE	Total
MNight																		2,032	377,236	379,268
0:30																		2,032	377,236	379,268
1:00																		2,032	377,236	379,268
1:30																		2,032	377,236	379,268
2:00																		2,032	377,236	379,268
2:30																		2,032	377,236	379,268
3:00																		2,032	377,236	379,268
3:30																		2,032	377,236	379,268
4:00																		2,032	377,236	379,268
4:30																		2,032	377,236	379,268
5:00																		2,032	377,236	379,268
5:30						5,690		2,370										2,032	369,176	379,268
6:00	7,056			9,617	5,771	10,803		9,078		1,938		1,993	3,522					2,032	327,458	379,268
6:30	7,056			9,617	5,771	5,737		6,708		1,938		1,993	3,522					2,032	334,894	379,268
7:00	8,994		2,165	16,014	2,352	6,310	8,553	8,508	2,165	7,722		1,993	6,389					2,032	306,070	379,268
7:30	8,994		2,165	16,014	2,352	8,775	6,753	8,508	2,165	7,722		4,963	6,389					2,032	302,436	379,268
8:00	3,534		5,067	14,627	2,352	5,765	6,793	11,915	2,165	3,876		4,207	3,522					2,032	313,412	379,268
8:30	3,534		5,067	14,627	2,352	13,911	8,958	11,915	2,165	3,876		4,207	3,522					2,032	303,102	379,268
9:00	5,646		10,360	14,627	4,565	7,979	8,958	13,716	5,941	4,101		4,207	3,522					2,032	293,613	379,268
9:30	5,646		10,360	16,129	4,565	7,979	8,958	13,716	2,165	4,101		4,207	3,522					2,032	295,888	379,268
10:00	7,597		6,838	18,481	6,597	2,214	11,201	10,308	2,165	4,101		4,207	3,522					2,032	300,005	379,268
10:30	7,597		6,838	16,449	6,597	2,214	11,201	10,308	2,165	4,101		4,207	3,522					2,032	302,037	379,268
11:00	5,646		6,838	20,432	2,214	3,596	8,964	6,570	2,165	4,101		1,993	3,522					2,032	311,195	379,268
11:30	5,646		6,838	26,655	2,214	3,596	8,964	6,570	2,165	4,101		1,993	3,522					2,032	304,972	379,268
Noon	5,784		3,419	20,907	2,214	8,475	8,964	4,770		1,938		1,993						2,032	318,771	379,268
12:30	3,970		3,419	12,733	2,214	5,687	8,964	4,770		1,938		1,993						2,032	331,547	379,268
1:00	2,032		3,419	12,733		5,687	2,352	4,770		1,938		1,993						2,032	342,312	379,268
1:30	2,032		3,419	12,733		5,687	2,352	4,770		1,938	2,370	1,993						2,032	339,942	379,268
2:00	4,269		3,419	10,919		2,165	2,352	4,770		1,938		1,993						2,032	345,411	379,268
2:30	4,269		3,419	10,919		2,165	2,352	4,770		1,938		1,993						2,032	345,411	379,268
3:00	4,269		3,419	8,568		2,165	2,352	4,770				1,993						2,032	349,701	379,268
3:30	7,661		3,419	8,568		2,165	2,352	4,770				1,993						2,032	346,309	379,268
4:00	4,269		3,419	8,568	2,902	3,596	1,950	4,770				1,993						2,032	345,769	379,268
4:30	4,269		3,419	8,568		3,596	1,950	4,770				1,993						2,032	348,671	379,268
5:00	2,032		3,419	6,198	1,947	3,596	1,950	4,770				1,993						4,934	348,429	379,268
5:30	2,032		3,419	6,198	1,947	3,596	1,950	4,770				1,993						4,934	348,429	379,268
6:00	2,032		3,419	6,198	1,947			4,770										4,934	355,968	379,268
6:30	2,032		3,419	6,198				4,770										4,934	357,915	379,268
7:00	2,032		3,419	6,198		2,352		4,770										2,032	358,465	379,268
7:30	2,032			6,198				4,770										2,032	364,236	379,268
8:00			1,947	2,352				2,970				2,788						2,032	367,179	379,268
8:30			1,947	2,352				2,970										2,032	369,967	379,268
9:00			1,947	2,352														2,032	372,937	379,268
9:30			1,947	2,352														2,032	372,937	379,268
10:00																		2,032	377,236	379,268
10:30																		2,032	377,236	379,268
11:00																		2,032	377,236	379,268
11:30																		2,032	377,236	379,268
Total Avg	2,749		2,533	7,398	1,268	2,823	2,691	4,218	530	1,319	49	1,393	1,000					2,274	349,023	379,268
maximum	8,994		10,360	26,655	6,597	13,911	11,201	13,716	5,941	7,722	2,370	4,963	6,389					4,934	377,236	
std.dev.	2,912		2,709	7,177	1,955	3,424	3,801	4,033	1,167	2,046	342	1,550	1,832					810	28,446	

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	Kiss	Foreign	Community	NONE	Total
MNight							2,928												376,340	379,268
0:30							2,928												376,340	379,268
1:00							2,928												376,340	379,268
1:30							2,928												376,340	379,268
2:00							2,928												376,340	379,268
2:30							2,928												376,340	379,268
3:00							2,928												376,340	379,268
3:30							2,928												376,340	379,268
4:00							2,928												376,340	379,268
4:30							2,928												376,340	379,268
5:00							2,928	1,985									3,590		370,766	379,268
5:30							2,928										3,590		372,750	379,268
6:00	6,066		2,415	6,716			2,928		2,207									3,590	355,346	379,268
6:30	6,066		4,695	12,721		2,280	2,928	2,071	2,207								3,590		342,710	379,268
7:00	8,054		2,280	11,663		16,123	2,928	2,071	4,454		2,071	3,027							326,597	379,268
7:30	9,903		2,280	10,980		11,067	2,928	3,920	4,454		2,071								331,666	379,268
8:00	13,945		4,566	14,678	1,849	9,389	5,175	5,769	4,454		6,579								312,865	379,268
8:30	12,096		4,566	12,829	1,849	12,317	5,175	5,769	4,454		4,507								315,706	379,268
9:00	7,035		6,813	12,829	1,849	13,023	5,175	5,769	2,207	2,397	4,507								317,664	379,268
9:30	8,884		4,534	12,829	1,849	10,991	5,175	5,769	2,207	2,397	4,507								320,127	379,268
10:00	9,121		2,287	15,485	1,849	6,766	5,175	7,754	2,207		4,507	2,207							321,911	379,268
10:30	9,121		2,287	15,485	1,849	6,766	5,175	7,754	2,207		4,507	2,207							321,911	379,268
11:00	5,518		2,287	19,720	1,849	6,766	5,175	7,754	2,207		4,507	2,207							321,279	379,268
11:30	5,518		2,287	19,720	1,849	6,766	5,175	5,905	2,207		4,507	2,207							323,128	379,268
Noon	8,051		2,287	17,414		4,486	5,175	7,976	4,055	2,071	4,507	2,207							321,039	379,268
12:30	8,051		2,287	17,859		4,486	5,175	5,991	4,055	2,071	4,507	2,207							322,579	379,268
1:00	9,003		2,287	13,624		4,486	2,928	5,991	4,055		1,975	2,207							332,712	379,268
1:30	9,003		2,287	11,648		4,486	2,928	4,142	4,055		1,975	2,207							336,536	379,268
2:00	3,670			11,648		4,486	2,928	6,674	2,207		1,975	2,207							343,473	379,268
2:30	3,670			11,648		4,486	2,928	6,674			1,975	2,207							345,680	379,268
3:00	3,670			11,648		4,486	2,928	4,142			1,975	2,207							348,212	379,268
3:30	3,670			11,648		2,207	2,928	5,673			1,975	2,207							348,961	379,268
4:00	3,670			16,268		4,959	2,928	5,673			1,975								343,795	379,268
4:30	3,670			14,064		4,959	2,928	5,673			1,975								345,999	379,268
5:00	3,670		2,918	11,648	4,695		2,928	7,732			1,975		2,918						340,784	379,268
5:30	3,670			11,648	4,695	2,031	2,928	7,732			1,975								344,588	379,268
6:00	1,835		2,280	6,921			2,928	4,728	2,958		1,975								355,644	379,268
6:30	1,835		2,280	4,505			2,928	4,728	2,958		1,975								358,060	379,268
7:00	1,835		2,280	4,505		2,918	2,928	7,125	2,958										354,721	379,268
7:30	1,835		2,280	4,505		2,918	2,928	4,728	2,958										357,117	379,268
8:00							2,928	1,835	2,958										371,548	379,268
8:30							2,928	1,835	2,958										371,548	379,268
9:00							2,928	1,835											374,505	379,268
9:30							2,928	1,835											374,505	379,268
10:00							2,928												376,340	379,268
10:30							2,928												376,340	379,268
11:00							2,928												376,340	379,268
11:30							2,928												376,340	379,268
Total Avg	3,586		1,302	7,226	504	3,201	3,396	3,438	1,492	186	1,562	615	61				299		352,400	
maximum	13,945		6,813	19,720	4,695	16,123	5,175	7,976	4,454	2,397	6,579	3,027	2,918				3,590		376,340	
std.dev.	3,937		1,706	6,923	1,123	4,190	922	2,972	1,692	626	1,870	1,026	421				1,003		22,396	

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	Kiss	Foreign	Community	NONE	Total
MNight																			379,268	379,268
0:30																			379,268	379,268
1:00																			379,268	379,268
1:30																			379,268	379,268
2:00																			379,268	379,268
2:30																			379,268	379,268
3:00																			379,268	379,268
3:30										1,859									377,409	379,268
4:00										1,859									377,409	379,268
4:30										1,859									377,409	379,268
5:00						2,821				3,282									373,165	379,268
5:30				1,760		2,821				4,876									369,811	379,268
6:00	1,178		7,078	6,859		10,431	2,962	1,423		3,017							2,951		343,369	379,268
6:30	1,178		7,078	11,416		7,195	5,925	1,423		3,017							5,311		336,725	379,268
7:00	4,024		8,217	9,876	1,520	29,580		4,849		4,298	1,845						2,951		312,108	379,268
7:30	4,024		7,039	9,876	1,520	29,032		4,849		4,298	1,845						2,951		313,834	379,268
8:00	5,588		6,970	12,722	4,640	17,961	2,276	4,640		2,601	1,845	1,423					2,951		315,651	379,268
8:30	5,588		6,970	11,299	4,640	11,772	2,276	4,640		2,601	1,845		1,698				2,951		322,988	379,268
9:00	13,843		5,216	15,752	3,217	7,771	3,699	4,977		2,943			1,698				2,951		317,201	379,268
9:30	13,843		5,216	15,752	3,217	7,771	3,699	4,977		2,943							2,951		318,900	379,268
10:00	8,175		6,628	15,752	3,217	9,508	3,699	4,977		2,943							2,951		321,419	379,268
10:30	10,857		6,628	14,340	3,217	9,508	3,699	4,977		2,943							2,951		320,150	379,268
11:00	9,336		5,216	11,397	1,520	7,771	3,699	3,217		2,943	3,387						2,951		327,832	379,268
11:30	9,336		5,216	14,452	1,520	7,771	3,699	3,217		2,943	1,528						2,951		326,635	379,268
Noon	5,618		5,216	8,844	5,362	5,526	3,699	1,697		2,943	1,528						2,951		335,885	379,268
12:30	4,024		5,216	5,618	3,041	5,526	3,699	1,697		2,943	1,528						2,951		343,026	379,268
1:00	2,601		5,216	6,040	1,520	2,763	2,276	1,697		2,943							2,951		351,261	379,268
1:30	2,601		5,216	4,446	1,520	2,763	2,276	1,697		2,943							2,951		352,855	379,268
2:00	2,601		5,216	2,601	1,520	2,763	2,276	1,697		2,943							2,951		354,700	379,268
2:30	2,601		5,216	2,601	1,520	2,763	2,276	1,697		2,943							2,951		354,700	379,268
3:00	2,601		5,216	2,601	1,520	2,763	2,276	1,697		2,943							1,423		356,228	379,268
3:30	2,601		5,216	2,601	1,520	2,763	2,276	3,393		2,943							1,423		354,531	379,268
4:00	2,601		5,216	2,601	1,520	2,361	2,276	3,393		2,943		4,388					1,423		350,545	379,268
4:30	2,601		5,216	2,601	1,520	2,361	2,276	3,393		2,943		4,388					1,423		350,545	379,268
5:00	4,460		4,692	5,858	3,469	5,622	2,276	4,469		1,423							1,423		345,575	379,268
5:30	4,460		6,551	5,858	1,520	3,262	2,276	4,469		1,423							1,423		348,026	379,268
6:00	2,951			3,268	1,520		2,276	1,697		1,423									366,134	379,268
6:30	2,951			3,268	1,520		2,276	4,057		1,423									363,773	379,268
7:00			2,763	3,268	1,520		2,276			2,846									366,595	379,268
7:30			2,763	3,268	1,520		2,276			1,423									368,018	379,268
8:00	1,520		2,763	3,268	1,520	2,249				1,423									366,525	379,268
8:30	1,520		2,763	3,268	1,520	2,249				1,423									366,525	379,268
9:00	1,520		2,763	3,268	1,520		1,423			1,423									367,351	379,268
9:30	1,520		2,763	3,268	1,520		1,423			1,423									367,351	379,268
10:00	1,520		2,763	3,268	1,520		1,423			1,423									367,351	379,268
10:30	1,520		2,763	3,268	1,520		1,423			1,423									367,351	379,268
11:00	1,528		2,763	3,268	1,520					1,423									368,767	379,268
11:30	1,528		2,763	3,268	1,520					1,423									368,767	379,268
Total Avg	3,009		3,510	5,057	1,501	4,322	1,679	1,769		2,125	320	212	71				1,334		354,360	
maximum	13,843		8,217	15,752	5,362	29,580	5,925	4,977		4,876	3,387	4,388	1,698				5,311		379,268	
std.dev.	3,522		2,661	4,903	1,338	6,607	1,523	1,944		1,219	760	903	343				1,480		21,546	

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	Kiss	Foreign	Community	NONE	Total
MNight																			379,268	379,268
0:30																			379,268	379,268
1:00																			379,268	379,268
1:30																			379,268	379,268
2:00																			379,268	379,268
2:30																			379,268	379,268
3:00																			379,268	379,268
3:30																			379,268	379,268
4:00																			379,268	379,268
4:30																			379,268	379,268
5:00																			379,268	379,268
5:30				1,414				1,518											376,336	379,268
6:00	2,574			1,414		6,165	2,346			1,414									365,356	379,268
6:30	2,574		2,307	4,086		6,165	2,346											2,346	359,446	379,268
7:00	4,259		3,451	3,250	1,403	22,986	6,066	4,417				4,618							328,818	379,268
7:30	4,259		1,725	3,250	1,403	15,065	6,066	4,417				2,930							340,151	379,268
8:00	5,601			6,486	1,403	10,654	7,584	4,851		1,414		4,551							336,724	379,268
8:30	4,367			6,486	1,403	10,654	9,094	4,851		1,414		4,063							336,936	379,268
9:00	7,298		1,687	10,303	2,574	10,635	10,927	5,947		1,414		3,983							324,499	379,268
9:30	7,298		1,687	10,303	2,574	10,635	9,094	5,947		1,414		3,983							326,332	379,268
10:00	8,469			14,171	2,574	13,438	9,094	7,361		1,414		3,983							318,764	379,268
10:30	8,469			14,171	2,574	13,438	9,094	7,361		1,414		3,983							318,764	379,268
11:00	8,469			14,171	2,574	10,084	9,094	7,361		1,414	2,943	1,748							321,409	379,268
11:30	8,469			15,691	2,574	10,084	9,094	7,361		1,414		1,748							322,832	379,268
Noon	3,755			14,331	1,171	8,397	7,584	1,833				1,748							340,449	379,268
12:30	5,330			8,039	1,171	8,397	7,584	1,833				1,748							345,167	379,268
1:00	6,500			8,039	1,171	8,397	8,998	3,004											343,160	379,268
1:30	6,500			8,039	1,171	8,397	8,998	3,004											343,160	379,268
2:00	3,755			6,486		11,052	7,584	3,004											347,387	379,268
2:30	3,755			6,486		11,052	7,584	3,004											347,387	379,268
3:00	3,755			6,486		6,671	5,277	4,689											352,389	379,268
3:30	3,755			6,486		6,671	5,277	4,689											352,389	379,268
4:00	3,755			6,486		7,784	5,277	3,519				1,403							351,044	379,268
4:30	3,755			6,486		7,784	5,277	3,519		1,403		1,403							349,641	379,268
5:00	6,062			5,069		8,477	5,277	3,203		1,403		1,403							348,373	379,268
5:30	3,755			5,069		3,926	5,277	1,686				1,403							358,152	379,268
6:00	2,745			5,513		2,239	5,277	1,686				1,403							360,406	379,268
6:30	4,329			5,513		2,239	5,277	1,686				1,403							358,822	379,268
7:00	1,584			3,680		2,239	5,277	1,686				1,403							363,400	379,268
7:30	1,584			5,094		2,239	5,277	1,686				1,403							361,986	379,268
8:00						3,964		1,686				1,403					2,745		369,470	379,268
8:30						7,528		1,686				1,403					2,745		365,907	379,268
9:00						2,239						2,346	1,403				2,745		370,536	379,268
9:30						2,239						1,403					2,745		372,881	379,268
10:00						2,239						1,403					2,745		372,881	379,268
10:30						2,239				1,833		1,403					2,745		371,048	379,268
11:00						2,239						1,403					2,745		372,881	379,268
11:30						2,239						1,403							375,626	379,268
Total Avg	2,850		226	4,427	536	5,644	3,979	2,260		362	61	863	468				400	49	357,143	
maximum	8,469		3,451	15,691	2,574	22,986	10,927	7,361		1,833	2,943	4,618	1,403				2,745	2,346	379,268	
std.dev.	2,908		706	4,726	914	5,191	3,771	2,407		636	425	1,547	668				979	339	19,646	

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	Kiss	Foreign	Community	NONE	Total
MNight																			379,268	379,268
0:30																			379,268	379,268
1:00																			379,268	379,268
1:30																			379,268	379,268
2:00																			379,268	379,268
2:30																			379,268	379,268
3:00				1,430															377,838	379,268
3:30				1,430															377,838	379,268
4:00				1,430															377,838	379,268
4:30				1,430	1,882														375,956	379,268
5:00				1,430	1,882	1,758				1,718									372,480	379,268
5:30				5,281	1,882	1,758	2,070			1,718									366,559	379,268
6:00	1,614			4,641	1,882	2,715	3,684			1,718		1,583				1,614			359,817	379,268
6:30	1,614			4,929	4,882	6,708	5,114			1,718						1,614			352,690	379,268
7:00	5,943		2,277	13,787	6,117	9,457	6,660		2,715	2,911						1,614			327,787	379,268
7:30	5,943			11,554	4,882	11,815	6,660			2,911						1,614			333,889	379,268
8:00	6,728			11,335	10,408	12,524	8,391	1,614	1,583	2,911						1,614			322,161	379,268
8:30	6,728			11,335	8,632	8,590	11,702	1,614		2,911						1,614			326,142	379,268
9:00	9,078		2,359	16,809	11,338	13,223	13,132	4,658		2,911						1,614	1,882		302,265	379,268
9:30	9,078			16,809	11,338	10,872	13,132	4,658		2,911						1,614			308,857	379,268
10:00	8,827		1,882	13,660	12,887	11,447	16,132	4,658		2,911						1,614			305,252	379,268
10:30	9,011		1,882	12,230	12,887	11,447	16,132	4,658		2,911						1,614			306,498	379,268
11:00	8,894		1,882	10,691	11,005	11,447	13,132	4,658	1,549	2,911	1,868					1,614			309,619	379,268
11:30	8,894			10,691	11,005	11,447	13,132	4,658	1,549	2,911	1,868					1,614			311,501	379,268
Noon	4,495			14,628	6,428	9,173	14,426	1,614	1,549	1,718	1,868					1,614			321,755	379,268
12:30	4,495			12,558	6,428	9,173	14,426	1,614	1,549	1,718	1,868					1,614			323,825	379,268
1:00	4,495			12,558	4,882	11,730	14,426		1,549	1,718						1,614			326,296	379,268
1:30	4,495			12,558	6,431	11,730	14,426		1,549	1,718						1,614			324,747	379,268
2:00	4,495		1,777	9,250	6,855	9,564	9,983		1,549	1,718						1,614			332,463	379,268
2:30	4,495		1,777	9,250	6,855	9,564	14,426		1,549	1,718						1,614			328,021	379,268
3:00	4,495			9,250	8,401	5,074	10,100			1,718						1,614			338,616	379,268
3:30	4,495			7,820	6,855	5,074	10,100			1,718						1,614			341,592	379,268
4:00	4,495		1,758	5,023	6,855	2,359	7,913	1,777		3,264						1,614			344,210	379,268
4:30	4,495		1,758	5,023	8,574	5,358	6,367	1,777	2,999	3,264						1,614			338,039	379,268
5:00				10,535	6,601	7,700	3,044	1,614	2,999	3,264									343,510	379,268
5:30				13,525	6,601	7,700	1,614	1,614	2,999	4,694									340,520	379,268
6:00				7,820	2,999	7,572	1,441	1,614	2,999	3,158									351,663	379,268
6:30				7,820		4,573	1,441	1,614		3,158									360,662	379,268
7:00	1,549		1,614	2,797	2,277		1,441	1,614		1,718									366,258	379,268
7:30			1,614	2,797			1,441												373,416	379,268
8:00						1,751	1,441												376,076	379,268
8:30							1,441												377,827	379,268
9:00																			379,268	379,268
9:30																			379,268	379,268
10:00								1,868											377,400	379,268
10:30						2,273		1,868											375,127	379,268
11:00																			379,268	379,268
11:30																			379,268	379,268
Total Avg	2,684		429	6,127	4,166	4,908	5,395	1,037	598	1,505	156	33				740	39		351,452	
maximum	9,078		2,359	16,809	12,887	13,223	16,132	4,658	2,999	4,694	1,868	1,583				1,614	1,882		379,268	
std.dev.	3,285		802	5,610	4,282	4,830	5,880	1,566	1,010	1,371	522	228				813	272		26,566	

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	Kiss	Foreign	Community	NONE	Total
MNight																			379,268	379,268
0:30																			379,268	379,268
1:00								1,919											377,349	379,268
1:30								1,919											377,349	379,268
2:00								1,919											377,349	379,268
2:30								1,919											377,349	379,268
3:00																			379,268	379,268
3:30																			379,268	379,268
4:00										1,788									377,480	379,268
4:30										1,788									377,480	379,268
5:00								2,336		1,788									375,144	379,268
5:30								2,336		1,788									375,144	379,268
6:00				3,472	1,788	5,570		7,901		1,788									358,750	379,268
6:30				5,807	1,788	5,570		7,901		1,788									356,414	379,268
7:00	2,860		5,676	12,482	1,788	11,968	3,698	5,565		5,482									329,748	379,268
7:30			5,676	7,810	1,788	12,345	3,698	5,565		5,482									336,903	379,268
8:00	3,484		4,127	10,694	1,788	12,226	5,621	7,353	1,481	5,482			1,965						325,049	379,268
8:30	3,484		4,127	10,694	1,788	15,192	5,621	7,353	1,481	5,482			1,965						322,082	379,268
9:00	8,764		4,127	12,826	1,788	19,477	8,876	5,565	1,481	3,562	1,922		1,965						308,916	379,268
9:30	8,764		4,127	12,826	1,788	17,295	8,876	5,565	1,481	3,562	1,922		4,931						308,131	379,268
10:00	8,764		4,829	11,672	1,788	12,226	8,876	5,552		3,562	1,922		5,509						314,568	379,268
10:30	8,764		1,922	11,672	1,788	12,226	8,876	5,552	1,481	3,562	1,922		5,509						315,994	379,268
11:00	6,761		1,922	11,672	4,124	9,404	7,832	5,552	1,481	3,562	1,922		1,965						323,071	379,268
11:30	6,761		1,922	11,672	4,124	9,404	7,832	5,552	1,481	3,562	1,922		1,965						323,071	379,268
Noon	1,788		1,922	9,541	4,124	8,508	7,409	7,032	1,481	3,562									333,901	379,268
12:30			1,922	9,308	2,336	8,508	7,409	7,032	1,481	3,562									337,710	379,268
1:00				6,990		8,508	3,710	7,180	1,481	1,788									349,611	379,268
1:30				4,654		8,508	3,710	7,180	1,481	1,788									351,946	379,268
2:00				4,654		8,508	1,922	7,180	1,481	1,788		3,343							350,391	379,268
2:30				4,654		11,878	1,922	7,180	1,481	1,788		3,343							347,021	379,268
3:00				4,654		11,980	1,922	7,180	1,481	1,788	2,336	3,343							344,584	379,268
3:30				4,654		11,980	1,922	7,180	1,481	1,788	2,336	3,343							344,584	379,268
4:00				4,654		12,297	1,922	7,180	1,481	1,788	2,336	3,343					3,343		340,923	379,268
4:30				4,654		6,544	1,922	7,180	1,481	1,788	2,336	3,343					3,343		346,676	379,268
5:00				2,336	1,481	6,544	1,922	7,180	1,481	1,788		3,343							353,193	379,268
5:30				2,336	1,481	6,544	1,922	7,180	1,481	1,788		3,343							353,193	379,268
6:00				2,336		3,722	1,922			1,788				2,748					366,751	379,268
6:30	2,132			2,336		3,722	1,922			1,788									367,368	379,268
7:00				2,336		6,650				3,321									366,962	379,268
7:30				2,336		6,650				3,321									366,962	379,268
8:00						2,748						1,965							374,555	379,268
8:30										1,788									377,480	379,268
9:00										1,788									377,480	379,268
9:30										1,788									377,480	379,268
10:00				2,917						1,788									374,563	379,268
10:30				2,917		2,134				1,788									372,429	379,268
11:00				2,917						1,788									374,563	379,268
11:30				2,917						1,788									374,563	379,268
Total Avg	1,298		881	4,321	741	5,809	2,318	3,608	586	2,120	435	598	537	57			139		355,819	
maximum	8,764		5,676	12,826	4,124	19,477	8,876	7,901	1,481	5,482	2,336	3,343	5,509	2,748			3,343		379,268	
std.dev.	2,759		1,708	4,410	1,190	5,593	3,076	3,247	732	1,515	862	1,273	1,387	397			675		22,553	

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	Kiss	Foreign	Community	NONE	Total
MNight																			379,268	379,268
0:30																			379,268	379,268
1:00																			379,268	379,268
1:30																			379,268	379,268
2:00																			379,268	379,268
2:30																			379,268	379,268
3:00																			379,268	379,268
3:30																			379,268	379,268
4:00																			379,268	379,268
4:30																			379,268	379,268
5:00								1,560											377,708	379,268
5:30								1,560											377,708	379,268
6:00			1,870	1,884		2,248													373,266	379,268
6:30			1,870	1,884		2,248				2,013									371,253	379,268
7:00	2,013	2,248	1,870	4,326	2,013	2,248	2,022	2,022		5,781	3,074	2,983							348,666	379,268
7:30		2,248	1,870	4,326	2,013	2,248	2,022	2,022		3,897	3,074								355,546	379,268
8:00	4,345	2,248	3,485	11,036	2,013	5,221	2,022			7,341	4,634	1,560						2,246	333,116	379,268
8:30	2,461		1,870	11,036	2,013	5,221		1,884		5,457	4,634	1,560						2,246	340,886	379,268
9:00	2,580			11,036	2,013	10,354		6,339		5,457	1,560	1,560						2,246	336,123	379,268
9:30	4,826			11,036	2,013	10,354		6,339		5,457	1,560	1,560						2,246	333,876	379,268
10:00	4,826			14,694	7,181	8,284		7,899		5,457	1,560	1,560						2,246	325,560	379,268
10:30	2,246			14,694	7,181	8,284		7,899		5,457	1,560	3,808						2,246	325,892	379,268
11:00	2,246			14,694	7,181	7,551		6,339		5,457	1,560	1,560						2,246	330,433	379,268
11:30	2,246			16,563	5,168	7,551		6,339		5,457	1,560	1,560						2,246	330,576	379,268
Noon	4,468			9,476	4,904	11,054		1,884		3,444									344,038	379,268
12:30				7,033		8,347		1,884		3,444									358,560	379,268
1:00			2,248	4,591		8,347		1,884		3,444									358,754	379,268
1:30			2,248	4,591		8,347		1,884		1,560									360,638	379,268
2:00			2,248	4,591		5,221		1,884		3,444									361,879	379,268
2:30			2,248	4,591		5,221		1,884		3,444									361,879	379,268
3:00				4,817		5,221		1,884		3,444							2,461		361,440	379,268
3:30				6,701		5,221		1,884		3,444							2,461		359,556	379,268
4:00				4,591		5,221				4,130		3,063			2,330				359,933	379,268
4:30				4,591		5,221	2,461	1,884	2,299	4,130		3,063			2,330				353,288	379,268
5:00				4,591		8,347	2,461	1,884	2,299	1,884		3,063			2,330				352,409	379,268
5:30				4,591		8,347		1,884	2,299	1,884		3,063			2,330				354,870	379,268
6:00				2,707		6,099		4,183		1,884					2,330				362,065	379,268
6:30				2,707		6,099		1,884		1,884					2,330				364,365	379,268
7:00			2,461	2,707		2,973		1,884		1,884					2,330				365,029	379,268
7:30			2,461	2,707		2,973		1,884		1,884					2,330				365,029	379,268
8:00								1,884		1,884					2,330				373,170	379,268
8:30								1,884		1,884					2,330				373,170	379,268
9:00			3,922					1,884		1,884					2,330				369,248	379,268
9:30			3,922					1,884		1,884					2,330				369,248	379,268
10:00				2,442				1,884		1,884					2,330				370,728	379,268
10:30				2,442				1,884		1,884					2,330				370,728	379,268
11:00				2,442											2,330				374,496	379,268
11:30				2,442											2,330				374,496	379,268
Total Avg	672	141	721	4,220	910	3,627	229	1,918	144	2,370	516	624			777		103	374	361,923	
maximum	4,826	2,248	3,922	16,563	7,181	11,054	2,461	7,899	2,299	7,341	4,634	3,808			2,330		2,461	2,246	379,268	
std.dev.	1,427	550	1,201	4,677	2,011	3,677	682	2,134	562	2,101	1,164	1,123			1,110		497	846	16,427	

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																		379,268	379,268
0:30																		379,268	379,268
1:00																		379,268	379,268
1:30																		379,268	379,268
2:00																		379,268	379,268
2:30																		379,268	379,268
3:00																		379,268	379,268
3:30																		379,268	379,268
4:00																		379,268	379,268
4:30																		379,268	379,268
5:00		1,502																377,766	379,268
5:30		1,502																377,766	379,268
6:00		1,502																377,766	379,268
6:30		1,502																377,766	379,268
7:00		1,502																377,766	379,268
7:30		1,502																377,766	379,268
8:00		1,502				1,502											1,502	374,762	379,268
8:30		1,502				1,502											1,502	374,762	379,268
9:00		1,502				1,502											1,502	374,762	379,268
9:30		1,502				1,502											1,502	374,762	379,268
10:00		1,502		1,814		1,502											3,872	370,578	379,268
10:30		1,502	2,163	1,814		1,502											1,502	370,785	379,268
11:00		1,502	2,163			1,502											3,872	370,229	379,268
11:30		1,502	2,163			1,502											3,872	370,229	379,268
Noon	5,661	3,302	2,163			1,502			1,814	1,800							3,872	359,154	379,268
12:30	5,661	3,302	2,163			1,502			1,814	1,800							3,872	359,154	379,268
1:00	9,855	5,116				1,502			1,814	1,800		2,205					7,468	349,508	379,268
1:30	9,855	7,468				1,502			1,814	1,800		2,205					7,468	347,156	379,268
2:00	2,163	11,096	5,736			1,502			1,800								10,341	346,631	379,268
2:30	2,163	11,096	5,736			1,502										2,970	10,341	345,461	379,268
3:00	1,814	9,282	5,736			1,502					1,814			2,032		2,970	7,886	346,232	379,268
3:30	1,814	9,282	5,736			1,502					1,814			2,032			4,290	352,798	379,268
4:00		5,654	5,736			1,502					1,814		3,931	2,032			3,440	355,159	379,268
4:30		5,654	5,736			1,502					1,814		3,931	2,032			3,440	355,159	379,268
5:00	1,938	5,024	4,246			1,502					1,814	2,032	2,205	1,993	1,993		6,452	350,069	379,268
5:30	1,938	5,024	6,597			1,502					1,814	2,032	2,205	1,993	1,993		6,452	347,717	379,268
6:00	4,908	5,024	8,630			1,502						2,032	4,019	1,993	1,993		8,253	340,915	379,268
6:30	4,908	5,024	8,630			1,502			1,814			2,032	4,019	1,993	1,993		8,253	339,101	379,268
7:00	7,890	11,959	12,455			1,502			4,184					4,895			5,672	330,711	379,268
7:30	16,370	43,115	25,045			1,502			2,370			1,502		4,895	2,165		5,672	276,633	379,268
7:45	16,370	43,115	25,045			1,502			2,370			1,502		4,895	2,165		5,672	276,633	379,268
8:00	73,903	20,474	14,613		2,484			1,938	4,814			3,316	3,614	2,902	2,165		9,385	239,660	379,268
8:30	44,048	14,231	4,195		2,484			1,938	4,814		2,606	3,316	3,614	7,504	2,165		14,293	274,060	379,268
9:00	45,733	15,795	4,195		2,484			1,938	11,396		2,606	3,316	5,828	10,405	5,584		21,461	248,527	379,268
9:30	35,313	13,558	4,195		5,494			1,938	11,396			3,316	5,828	7,617	5,584		20,207	264,822	379,268
10:00	18,442	5,792	2,163		3,009			1,938	11,396				2,214	2,902	3,419		14,290	313,704	379,268
10:30	13,970	3,854	2,163					1,938	9,044				2,214	2,902	3,419		11,320	328,445	379,268
11:00	4,420	1,502						1,938	2,867	1,947			2,214		3,419		3,777	357,184	379,268
11:30	2,606	1,502						1,938	2,867				2,214		3,419		3,777	360,946	379,268
Total Avg	6,770	5,863	3,416	74	326	766		316	1,600	187	329	588	981	1,327	846	121	4,622	351,136	
maximum	73,903	43,115	25,045	1,814	5,494	1,502		1,938	11,396	1,947	2,606	3,316	5,828	10,405	5,584	2,970	21,461	379,268	
std.dev.	14,422	9,132	5,673	363	1,046	759		724	3,086	560	764	1,097	1,705	2,354	1,504	594	5,219	37,173	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight			2,415															376,853	379,268
0:30			2,415															376,853	379,268
1:00			2,415															376,853	379,268
1:30			2,415															376,853	379,268
2:00			2,415															376,853	379,268
2:30			2,415															376,853	379,268
3:00			2,415															376,853	379,268
3:30			2,415															376,853	379,268
4:00			2,415															376,853	379,268
4:30			2,415															376,853	379,268
5:00	1,835	1,835	2,415								1,835							371,348	379,268
5:30	1,835	1,835	2,415								1,835						1,975	369,373	379,268
6:00	1,835	1,835	2,415								1,835						3,560	367,788	379,268
6:30	1,835	1,835	2,415								1,835						3,560	367,788	379,268
7:00	1,835	3,810	2,415								1,835						6,488	362,885	379,268
7:30	1,835	3,810	2,415								1,835						6,488	362,885	379,268
8:00	3,684	3,810	2,415								1,835						6,488	361,036	379,268
8:30	3,684	3,810	2,415								1,835						3,560	363,964	379,268
9:00	6,099	3,810	2,415								1,835	1,835					3,560	359,713	379,268
9:30	6,099	3,810	2,415								1,835	1,835					3,560	359,713	379,268
10:00	3,684	3,810	4,000	2,415							1,835	1,835					3,560	358,128	379,268
10:30	3,684	3,810	4,000	2,415							1,835	1,835					3,560	358,128	379,268
11:00	3,684	3,810	4,000								1,835	1,835					3,560	360,544	379,268
11:30	3,684	3,810	4,000								1,835	1,835					3,560	360,544	379,268
Noon	3,684	3,810	2,415								1,835	1,835					3,560	362,129	379,268
12:30	3,684	1,835	2,415								1,835	1,835					3,560	364,104	379,268
1:00	3,684	4,250	2,415								1,835	1,835		2,958			8,023	354,268	379,268
1:30	5,755	4,250	2,415								1,835	1,835		2,958			5,767	354,454	379,268
2:00	5,755	6,099	2,415								1,835		3,684		2,918		5,767	350,796	379,268
2:30	7,604	7,948	2,415								1,835		3,684		2,918		5,767	347,098	379,268
3:00	13,584	7,948	2,415								1,835		1,835		2,918		5,767	342,967	379,268
3:30	13,584	7,948	2,415						2,031		1,835		1,835		2,918		5,767	340,935	379,268
4:00	11,297	7,948	2,415						2,031		1,835	1,849	1,835		6,507		8,182	335,368	379,268
4:30	11,297	5,533	2,415								1,835	1,849	1,835		6,507		8,182	339,815	379,268
5:00	9,017	3,684	4,695								1,835		1,835		6,507		8,182	343,512	379,268
5:30	9,017	3,684	4,695								1,835		1,835		6,507		8,182	343,512	379,268
6:00	9,017	5,518	8,393						1,975		1,835		1,531		6,507		16,019	328,472	379,268
6:30	9,017	8,524	8,393						1,975		1,835		3,062		6,507		16,019	323,935	379,268
7:00	13,960	10,512	9,479						1,975		1,835		3,062		13,124		18,103	307,218	379,268
7:30	13,960	27,940	13,729			3,590			1,975		1,835		3,062		13,124		16,128	283,925	379,268
7:45	16,616	27,940	15,578			3,590			1,975		1,835		3,062		13,124		16,128	279,420	379,268
8:00	97,063	11,147	6,099			3,590			2,415		1,835		2,397		6,617	2,922	32,353	212,831	379,268
8:30	118,993	10,476	4,264		2,532	3,590			7,358		1,835		2,397		9,273	2,922	30,384	185,244	379,268
9:00	95,671	10,235	2,415		2,532	3,590			14,365		1,835	3,590	4,603	2,397	12,341		36,045	189,650	379,268
9:30	81,220	10,235	4,831		2,532	3,590			9,423		1,835	3,590	4,603	2,397	12,341		36,045	206,628	379,268
10:00	27,992	10,249	4,831			3,590			9,423			3,590	2,397	3,590	8,778		20,900	283,928	379,268
10:30	18,950	6,113	2,415			3,590			9,423			3,590	2,397	3,590	8,778		20,900	299,522	379,268
11:00	4,691	4,264	2,415			3,590			2,280						5,188		12,010	344,829	379,268
11:30		1,849	2,415			3,590			2,280						5,188		5,064	358,881	379,268
Total Avg	13,274	5,212	3,737	99	155	733			1,447		1,311	743	1,040	365	3,237	119	8,292	339,506	
maximum	118,993	27,940	15,578	2,415	2,532	3,590			14,365		1,835	3,590	4,603	3,590	13,124	2,922	36,045	376,853	
std.dev.	26,543	5,795	2,836	483	613	1,462			3,123		837	1,164	1,440	1,002	4,411	584	9,544	49,364	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight															2,962			376,306	379,268
:30															2,962			376,306	379,268
1:00																		379,268	379,268
1:30																		379,268	379,268
2:00																		379,268	379,268
2:30																		379,268	379,268
3:00																		379,268	379,268
3:30																		379,268	379,268
4:00																		379,268	379,268
4:30																		379,268	379,268
5:00																		379,268	379,268
5:30													2,361					376,907	379,268
6:00																		379,268	379,268
6:30																		379,268	379,268
7:00															2,330			376,938	379,268
7:30															2,330			376,938	379,268
8:00	1,423														2,330		6,676	368,839	379,268
8:30	1,423														2,330		6,676	368,839	379,268
9:00															2,330		6,791	370,147	379,268
9:30															2,330		6,791	370,147	379,268
10:00																	6,791	372,477	379,268
10:30																	6,791	372,477	379,268
11:00																	6,791	372,477	379,268
11:30																	6,791	372,477	379,268
Noon																	6,791	372,477	379,268
12:30		1,412															6,791	371,064	379,268
1:00		4,247					1,760					1,423					12,693	359,145	379,268
1:30		5,841					1,760					1,423					12,693	357,551	379,268
2:00	1,594	5,841	1,520				1,760					1,423					11,295	355,835	379,268
2:30	1,594	5,841	1,520				1,760					1,423					15,792	351,337	379,268
3:00	3,121	4,429	1,423				1,760					1,423					9,882	357,230	379,268
3:30	3,121	4,429	1,423				1,760					1,423					9,882	357,230	379,268
4:00	1,423	4,429	1,423									1,423					9,882	360,687	379,268
4:30	1,423	4,429	1,423									1,423	1,737				9,882	358,951	379,268
5:00	1,423	4,429	3,282								1,845						9,882	358,407	379,268
5:30	1,423	4,429	3,282								1,845						9,882	358,407	379,268
6:00	8,194	4,429	4,802				1,737				1,845	2,962					11,777	343,522	379,268
6:30	8,194	4,429	4,802								1,845	2,962					9,918	347,117	379,268
7:00	11,156	14,142	15,943								1,412	2,962		5,343			14,797	313,513	379,268
7:30	14,424	34,437	24,382								1,412	2,962		5,343			13,234	283,074	379,268
7:45	14,424	32,917	25,902								1,412	2,962		5,343			13,234	283,074	379,268
8:00	90,047	17,527	16,909			1,412		1,594	1,423		1,859	1,412		4,522	5,343		11,952	225,269	379,268
8:30	63,538	15,511	15,441		10,199	1,412		1,594	1,594			1,412		4,522	5,343		16,559	242,144	379,268
9:00	31,047	11,068	9,659		10,199	1,412			3,847	1,563	1,520	1,412		7,620	2,682		17,982	279,256	379,268
9:30	33,324	9,645	9,659		5,811	1,412			3,847	1,563	1,520	1,412		7,620	2,682		17,982	282,790	379,268
10:00	15,797	3,006	5,109		5,811				3,847	1,563	1,520	1,412		8,886	2,682		11,497	318,137	379,268
10:30	9,991	3,006	5,109		5,811				3,847		1,520	1,412		6,633	2,682		11,497	327,760	379,268
11:00	6,284	3,006			1,423							1,412		2,276			4,293	360,574	379,268
11:30	2,253				1,423							1,412		2,276			1,530	370,373	379,268
Total Avg	6,666	4,140	3,123		830	115	251	65	376	96	313	549	386	905	1,170		6,851	353,432	
maximum	90,047	34,437	25,902		10,199	1,412	1,760	1,594	3,847	1,563	1,859	1,423	2,962	8,886	5,343		17,982	379,268	
std.dev.	16,550	7,499	6,267		2,414	391	621	319	1,088	379	670	697	970	2,283	1,794		5,771	37,250	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xeijk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																		379,268	379,268
0:30																		379,268	379,268
1:00																		379,268	379,268
1:30																		379,268	379,268
2:00																		379,268	379,268
2:30																		379,268	379,268
3:00																		379,268	379,268
3:30																		379,268	379,268
4:00																		379,268	379,268
4:30																		379,268	379,268
5:00																		379,268	379,268
5:30																		379,268	379,268
6:00			1,414															377,854	379,268
6:30			1,414															377,854	379,268
7:00			1,414															377,854	379,268
7:30			1,414															377,854	379,268
8:00	6,050		1,414															371,805	379,268
8:30	6,050		1,414															371,805	379,268
9:00	6,050		1,414														1,403	370,402	379,268
9:30	6,050		1,414											1,414			1,403	368,988	379,268
10:00	3,247		1,414											1,414			3,236	369,958	379,268
10:30	3,247		1,414											1,414			3,236	369,958	379,268
11:00	1,414		1,414											1,414			3,236	371,791	379,268
11:30	1,414		1,414											1,414			3,236	371,791	379,268
Noon	2,585		2,998										1,171	1,414			3,236	367,865	379,268
12:30	2,585	1,212	2,998										1,171	1,414			3,236	365,240	379,268
1:00	1,414	1,212	2,998										1,171	1,414			1,833	369,227	379,268
1:30	1,414	1,212	2,998										2,919	1,414			1,833	367,479	379,268
2:00	1,414	1,212	2,998										2,919	1,414			3,254	366,058	379,268
2:30	1,414	1,212	2,998										2,919	1,414			3,254	366,058	379,268
3:00	9,526	2,730	4,845										1,748	2,626			3,254	354,539	379,268
3:30	9,526	2,730	4,845											2,626			3,254	356,288	379,268
4:00	3,247	2,730	2,998										2,235	1,414			7,132	359,513	379,268
4:30	1,414	4,133	2,998									1,403	2,235	1,414			7,132	358,540	379,268
5:00	1,414	4,133	2,998									1,403	2,235	1,414	2,346		6,042	357,285	379,268
5:30	1,414	5,980	2,998									1,403	2,235	1,414			6,042	357,784	379,268
6:00	6,192	3,059	2,998						1,847			1,403	5,051	1,414			7,193	350,111	379,268
6:30	6,192	3,059	2,998						1,847			1,403	5,051	1,414			10,602	346,702	379,268
7:00	8,454	13,484	7,046						3,261				6,454	3,101			11,356	326,112	379,268
7:30	8,454	39,326	9,852						3,261			1,414	6,454	4,272			11,356	294,880	379,268
7:45	11,098	39,326	11,265						3,261			1,414	6,454	4,272			11,356	290,822	379,268
8:00	92,501	18,188	5,401		1,847				3,247	1,171		2,585	2,817	13,361	2,231		7,880	228,039	379,268
8:30	67,514	12,593	5,401		5,705				4,995	1,171		1,414	2,817	13,361	2,231		11,237	250,828	379,268
9:00	52,025	11,381	3,998		12,946				8,675	1,171		1,414	8,169	22,592			8,999	247,899	379,268
9:30	52,074	13,961	3,998		15,253				5,080	1,171			8,169	19,331			8,999	251,233	379,268
10:00	16,556	9,347	2,828		13,406				1,833	1,171			9,722	16,009			7,283	301,114	379,268
10:30	11,061	3,520	1,414		11,099				1,833	1,171			9,722	13,006			7,283	319,159	379,268
11:00													1,553				2,691	375,024	379,268
11:30													1,553				1,520	376,194	379,268
Total Avg	8,225	3,995	2,323		1,230		29		799	143		311	1,978	2,828	139		3,531	353,737	
maximum	92,501	39,326	11,265		15,253		1,414		8,675	1,171		2,585	9,722	22,592	2,346		11,356	379,268	
std.dev.	18,455	8,569	2,451		3,722		202		1,772	388		642	2,814	5,339	550		3,810	39,506	

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xeik	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total	
MNight																		379,268	379,268	
0:30																		379,268	379,268	
1:00																		379,268	379,268	
1:30																		379,268	379,268	
2:00																		379,268	379,268	
2:30																		379,268	379,268	
3:00																		379,268	379,268	
3:30																		379,268	379,268	
4:00																		379,268	379,268	
4:30																		379,268	379,268	
5:00																		379,268	379,268	
5:30																	1,777	377,491	379,268	
6:00																	1,777	377,491	379,268	
6:30																	1,777	377,491	379,268	
7:00																		379,268	379,268	
7:30																		379,268	379,268	
8:00		1,539	1,430															376,299	379,268	
8:30		1,539	1,430															376,299	379,268	
9:00	1,193	1,539	1,430	1,193													1,751	372,162	379,268	
9:30	1,193	1,539	1,430	1,193													1,751	372,162	379,268	
10:00	1,193		1,430	1,193													1,751	373,701	379,268	
10:30	1,193		1,430	1,193													1,751	373,701	379,268	
11:00	1,193	1,583		1,193													1,751	373,548	379,268	
11:30	1,193	1,583		1,193													1,751	373,548	379,268	
Noon	2,623																1,751	374,894	379,268	
12:30	2,623																1,751	374,894	379,268	
1:00	2,623	2,277	1,973				1,430										1,751	369,215	379,268	
1:30	2,623	2,277	1,973				1,430										1,751	369,215	379,268	
2:00	2,870	3,707	1,547				1,430											3,965	365,749	379,268
2:30	1,441	3,707	1,547				1,430											3,965	367,179	379,268
3:00	4,300	1,430	1,547				1,430					1,430	2,969			1,583	1,751	362,829	379,268	
3:30	2,870	2,859	1,547				1,430					1,430	2,969			1,583	1,751	362,829	379,268	
4:00	1,441	5,201	1,547	1,547				1,539					1,430			1,583		364,981	379,268	
4:30	1,441	5,201	1,547	1,547									1,430			1,583		366,520	379,268	
5:00	1,441	8,913	2,976	1,547						2,070								362,322	379,268	
5:30	1,441	8,913	2,976	1,547						2,070			1,719					360,602	379,268	
6:00	9,443	6,421	4,707										3,437	2,277	2,342			350,641	379,268	
6:30	5,202	6,421	6,426										1,718	2,277	2,342			354,882	379,268	
7:00	6,014	11,982	19,071										1,718	2,277	2,342		3,900	331,965	379,268	
7:30	12,524	40,098	29,585									1,430	1,718	2,277	2,342		3,900	285,395	379,268	
7:45	12,524	40,204	27,409									1,430	1,718	2,277	2,342		3,900	287,464	379,268	
8:00	86,125	22,170	14,818							1,441		1,430	1,441	3,824	1,547		5,656	240,817	379,268	
8:30	73,923	19,356	6,310		1,718	1,441		8,498	5,581				3,297	3,824	1,547		7,523	246,250	379,268	
9:00	62,061	17,142	3,429		1,718	1,441		12,085	4,140		3,365	3,297	1,547	3,520		11,187	254,337	379,268		
9:30	66,468	15,422	3,429		1,718	1,441		11,033	4,140		3,365	5,017	1,547	3,520		13,464	248,705	379,268		
10:00	51,767	9,751			1,718	1,441		7,873			1,614	5,017	1,547			8,268	290,273	379,268		
10:30	44,980	6,269			1,718			7,873			1,614	6,005	1,547			6,510	302,752	379,268		
11:00	17,447	1,549	1,882					1,614				3,149						353,626	379,268	
11:30	4,055	1,549	1,882									1,719						370,062	379,268	
Total Avg	9,947	5,146	2,994	272	175	118	175		1,031	397		349	1,016	515	446	129	2,012	354,547		
maximum	86,125	40,204	29,585	1,547	1,718	1,441	1,430		12,085	5,581		3,365	6,005	3,824	3,520	1,583	13,464	379,268		
std.dev.	21,348	9,089	6,384	549	525	399	474		2,947	1,193		818	1,587	1,038	992	438	2,996	40,142		

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM 2	itV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total	
MNight															2,134			377,134	379,268	
0:30																		379,268	379,268	
1:00																		379,268	379,268	
1:30																		379,268	379,268	
2:00																		379,268	379,268	
2:30																		379,268	379,268	
3:00																		379,268	379,268	
3:30																		379,268	379,268	
4:00																		379,268	379,268	
4:30																		379,268	379,268	
5:00																		379,268	379,268	
5:30																		379,268	379,268	
6:00		2,336																376,932	379,268	
6:30		2,336																376,932	379,268	
7:00		4,509																374,759	379,268	
7:30		4,509																374,759	379,268	
8:00		4,509															2,336	372,423	379,268	
8:30		4,509															2,336	372,423	379,268	
9:00	1,965	6,827															2,336	368,141	379,268	
9:30	1,965	6,827															2,336	368,141	379,268	
10:00	1,965	6,827	1,788															4,468	364,221	379,268
10:30	1,965	6,827	1,788															4,468	364,221	379,268
11:00	1,965	6,827	1,788															4,470	364,219	379,268
11:30	1,965	6,827	1,788															4,470	364,219	379,268
Noon	6,003	9,396																2,182	361,687	379,268
12:30	6,003	9,396																2,182	361,687	379,268
1:00	9,794	9,396																3,663	356,416	379,268
1:30	9,794	9,396																3,663	356,416	379,268
2:00	11,784	11,724										1,788	1,788					1,481	350,704	379,268
2:30	11,784	11,724	1,533									1,788	1,788					1,481	349,171	379,268
3:00	7,248	11,724	1,533				1,788						2,336					1,910	352,729	379,268
3:30	7,248	11,724	1,533				1,788						2,336					1,910	352,729	379,268
4:00		11,724	1,533				1,788	1,788					2,336					360,099	379,268	
4:30		11,724					1,788	1,788					2,336					361,632	379,268	
5:00		11,724	5,694				1,788	1,788									5,394	352,879	379,268	
5:30		11,724	5,694				1,788	1,788									5,394	352,879	379,268	
6:00	6,680	9,388	7,826					1,788					1,481				5,394	346,711	379,268	
6:30	6,680	9,388	7,826					1,788					1,481				11,681	340,424	379,268	
7:00	4,176	13,512	6,599					4,357					1,481	1,919			11,116	336,108	379,268	
7:30	10,011	37,224	15,644					1,788			2,003	1,481		1,919			8,210	300,989	379,268	
7:45	10,011	37,224	15,644					1,788			2,003	1,481		1,919			8,210	300,989	379,268	
8:00	54,250	19,053	10,390					5,912			2,003						9,946	277,714	379,268	
8:30	45,193	14,286	6,256			1,774		5,364			2,003			2,173			24,756	277,463	379,268	
9:00	32,034	9,389	3,920			1,774		9,827			2,003	5,863	8,393	1,910			22,916	281,240	379,268	
9:30	29,202	8,790	3,920		1,774	1,774		8,039			2,003	10,472	8,393	1,910			18,595	284,395	379,268	
10:00	24,697	2,173	1,788					5,179			2,003	8,154	11,253				14,340	309,682	379,268	
10:30	20,101	2,173	1,788					3,698			2,003	8,154	11,253				7,653	322,445	379,268	
11:00	7,369		1,788									4,610	6,332	1,910			3,706	353,554	379,268	
11:30	5,033											2,822	6,332	1,910			1,533	361,639	379,268	
Total Avg	6,875	7,299	2,205		36	109	219	1,157			400	1,233	1,105	317			4,174	354,140		
maximum	54,250	37,224	15,644		1,774	1,774	1,788	9,827			2,003	10,472	11,253	2,134			24,756	379,268		
std.dev.	11,743	8,019	3,796		253	430	592	2,257			799	2,376	2,955	726			5,847	29,667		

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM 2	iTV Shop. Ch.	f Living	Xejk	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	Total
MNight																		379,268	379,268
0:30																		379,268	379,268
1:00																		379,268	379,268
1:30																		379,268	379,268
2:00																		379,268	379,268
2:30																		379,268	379,268
3:00			2,707															376,561	379,268
3:30			2,707															376,561	379,268
4:00			2,707															376,561	379,268
4:30			2,707															376,561	379,268
5:00			2,707															376,561	379,268
5:30			2,707															376,561	379,268
6:00			2,707														2,246	374,315	379,268
6:30			2,707														2,246	374,315	379,268
7:00			2,707														2,246	374,315	379,268
7:30		2,026	2,707														2,246	372,289	379,268
8:00	2,248	2,248	4,955														5,142	364,674	379,268
8:30	2,248	2,248	4,955														5,142	364,674	379,268
9:00	4,710	2,248	4,955														5,142	362,213	379,268
9:30	6,958	6,575	4,955														5,142	355,638	379,268
10:00	6,958	6,575	2,707						1,884			2,330	2,330	2,330			5,142	349,013	379,268
10:30	4,710	4,326	2,707						1,884			2,330	2,330	2,330			5,142	353,509	379,268
11:00	2,461	4,326	2,707						1,884			2,330	2,330	2,330			6,702	354,198	379,268
11:30	2,461	4,326	2,707						1,884			2,330	2,330	2,330			6,702	354,198	379,268
Noon	10,939	1,884	2,707									4,772	5,308	2,330			9,598	341,731	379,268
12:30	12,964	1,884	2,707									4,772	5,308	2,330			9,598	339,706	379,268
1:00	15,328	3,907	2,707									4,772	7,750	2,330			9,598	332,877	379,268
1:30	15,328	3,907	2,707									2,330	7,750	2,330			9,598	335,319	379,268
2:00	11,307	3,907	2,707						2,461			2,330	7,177	2,330			11,948	335,101	379,268
2:30	11,307	3,907	2,707						2,461			2,330	7,177	2,330			11,948	335,101	379,268
3:00	11,705	3,907	2,707						4,923			2,330	7,177	5,308			11,948	329,265	379,268
3:30	11,705	3,907	2,707						2,461			2,330	7,177	5,308			11,948	331,726	379,268
4:00	5,952	3,907	2,707									2,330	9,638	2,330			11,948	340,455	379,268
4:30	5,952	3,907	2,707									2,330	9,638	2,330			11,948	340,455	379,268
5:00	4,847	3,907										2,330	7,177	2,330			9,053	349,624	379,268
5:30	4,847	3,907										2,330	7,177	2,330			9,053	349,624	379,268
6:00	2,707	11,211	2,461		1,615				2,461		1,560	2,330	5,308	2,330			7,419	339,866	379,268
6:30	2,707	11,211	2,461		1,615				2,461		1,560	2,330	5,308	4,791			7,419	337,405	379,268
7:00	6,442	28,059	6,999						4,345			2,246	2,978	2,461			7,419	318,318	379,268
7:30	10,210	68,469	19,073						4,345	2,973		2,246	2,978				4,345	264,628	379,268
7:45	13,868	61,727	22,158						2,461	2,973		4,130	2,978				4,345	264,628	379,268
8:00	62,738	26,978	18,855						2,461	2,973		4,130	9,361	1,884	6,137		6,368	237,382	379,268
8:30	38,294	26,445	25,457						2,461			2,246	9,361	4,968	6,137		10,103	253,795	379,268
9:00	17,414	22,774	23,932						5,168			2,461	9,361	7,770	3,074		16,869	270,444	379,268
9:30	19,915	12,589	18,569						5,168			2,461	9,361	7,770	3,074		15,254	285,107	379,268
10:00	13,357	6,713	11,266									2,461	5,439	4,644	5,100		10,052	320,235	379,268
10:30	6,084	6,713	6,999									2,461	2,461	1,560	5,100		7,590	340,299	379,268
11:00		2,442	2,461												3,084		2,442	368,837	379,268
11:30		2,442	2,461														2,442	371,922	379,268
Total Avg	7,116	7,459	5,060		66				1,044	182	64	1,512	3,320	1,662	647		5,786	345,351	
maximum	62,738	68,469	25,457		1,615				5,168	2,973	1,560	4,772	9,638	7,770	6,137		16,869	379,268	
std.dev.	10,953	13,948	6,526		323				1,611	720	312	1,522	3,600	2,064	1,678		4,679	36,358	