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MALTA
Broadcasting Authority

**RADIO AND TELEVISION AUDIENCE ASSESSMENT
OCTOBER 2015**

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1. RADIO AND TELEVISION AUDIENCE ASSESSMENT

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

For this broadcasting season 2015-2016 the first set of data was collected between Monday 5th October and Wednesday 4th November, both days included. Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers who were instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and were instructed to callback individuals up to 3 times before interviewing the next person in their list. This is mainly required to avoid any bias that could be introduced between the actual demographics of interviewed people and the desired sample.

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

For October 2015, 45.17% of all contacted persons accepted to participate while 5.39% refused. The youngest person interviewed was 12 years old while the eldest person contacted was 95 years old. Ineligible are those persons who, although selected, were not living in a household at the time of contact.

Response Rate					
	Oct 2015		Jul 2015	Feb 2015	Oct 2014
Responses	Quest.	%	%	%	
Accepted	1,240	45.17%	54.34%	51.31%	51.37%
Refusal	148	5.39%	4.03%	2.11%	3.27%
Non Contact	675	24.59%	21.74%	15.85%	17.44%
Unreachable	484	17.63%	18.89%	30.65%	27.67%
Ineligible	198	7.21%	1.01%	0.09%	0.25%
Contacted	2,745	100%	100%	100%	100.0%
Not Used	180				
Total	2,925				

For the data-set of July 2015 a response rate of 45.17%, an estimated population size of 387,270 [aged 12 years and over], and a 95% confidence level, the sample of 1,240 interviewees has a margin of error of $\pm 2.77\%$.

Margin of Error							
Total	[n]	1,240					
	[±]	2.77%					
Gender		Male	Female				
	[n]	618	622				
	[±]	3.92%	3.91%				
Age-Group		12-20	21-30	31-50	51-70	71+	
	[n]	163	162	367	354	195	
	[±]	7.64%	7.66%	5.09%	5.18%	6.98%	
District		South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
	[n]	232	366	191	171	189	92
	[±]	6.40%	5.10%	7.06%	7.46%	7.09%	10.17%
Weekday		Mondays	Tuesdays	Wednesdays	Thursday	Fridays	Saturdays
	[n]	197	193	167	160	152	164
	[±]	6.95%	7.02%	7.55%	7.71%	7.91%	7.61%
							Sundays
							207
							6.78%

[Based on the weighted sample]

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

Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	147	79	68	32	37	21	18	23	16
	11.9%	12.7%	11.0%	13.5%	10.7%	11.5%	10.2%	11.2%	16.8%
	100.0%	53.7%	46.3%	21.8%	25.2%	14.3%	12.2%	15.6%	10.9%
21-30	146	79	67	20	37	30	24	26	9
	11.8%	12.7%	10.8%	8.4%	10.7%	16.5%	13.6%	12.7%	9.5%
	100.0%	54.1%	45.9%	13.7%	25.3%	20.5%	16.4%	17.8%	6.2%
31-50	335	170	165	71	75	48	54	67	20
	27.0%	27.3%	26.7%	30.0%	21.7%	26.4%	30.7%	32.7%	21.1%
	100.0%	50.7%	49.3%	21.2%	22.4%	14.3%	16.1%	20.0%	6.0%
51-70	395	203	192	72	121	62	51	56	33
	31.9%	32.6%	31.1%	30.4%	35.1%	34.1%	29.0%	27.3%	34.7%
	100.0%	51.4%	48.6%	18.2%	30.6%	15.7%	12.9%	14.2%	8.4%
71+	217	91	126	42	75	21	29	33	17
	17.5%	14.6%	20.4%	17.7%	21.7%	11.5%	16.5%	16.1%	17.9%
	100.0%	41.9%	58.1%	19.4%	34.6%	9.7%	13.4%	15.2%	7.8%
Total	1240	622	618	237	345	182	176	205	95
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	50.2%	49.8%	19.1%	27.8%	14.7%	14.2%	16.5%	7.7%

Weighted Sample Profile									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	163	85	78	34	45	24	20	23	16
	13.1%	13.7%	12.5%	14.8%	12.2%	12.5%	11.6%	12.5%	17.8%
	100.0%	52.2%	47.8%	21.1%	27.4%	14.7%	12.2%	14.4%	10.1%
21-30	162	86	76	21	45	34	25	27	9
	13.0%	13.8%	12.3%	9.0%	12.4%	18.0%	14.9%	14.1%	9.8%
	100.0%	52.9%	47.1%	12.9%	28.0%	21.2%	15.7%	16.4%	5.6%
31-50	367	186	181	68	108	56	49	64	22
	29.6%	30.1%	29.1%	29.3%	29.6%	29.4%	28.8%	33.9%	23.5%
	100.0%	50.7%	49.3%	18.5%	29.5%	15.3%	13.4%	17.4%	5.9%
51-70	354	181	173	68	103	57	48	48	30
	28.6%	29.3%	27.8%	29.3%	28.3%	29.9%	28.3%	25.2%	32.3%
	100.0%	51.2%	48.8%	19.2%	29.2%	16.1%	13.7%	13.4%	8.4%
71+	195	81	114	41	64	19	28	27	15
	15.7%	13.1%	18.3%	17.6%	17.6%	10.1%	16.3%	14.3%	16.6%
	100.0%	41.5%	58.5%	21.0%	33.0%	9.9%	14.4%	13.9%	7.9%
Total	1240	618	622	232	366	191	171	189	92
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

Population Demographics									
Age Groups	Total	Gender		District					
		Male	Female	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
12-20	50,777	26,512	24,265	10,705	13,936	7,469	6,200	7,333	5,133
	13.1%	13.7%	12.5%	14.8%	12.2%	12.5%	11.6%	12.5%	17.8%
	100.0%	52.2%	47.8%	21.1%	27.4%	14.7%	12.2%	14.4%	10.1%
21-30	50,504	26,709	23,795	6,528	14,161	10,729	7,952	8,300	2,833
	13.0%	13.8%	12.3%	9.0%	12.4%	18.0%	14.9%	14.1%	9.8%
	100.0%	52.9%	47.1%	12.9%	28.0%	21.2%	15.7%	16.4%	5.6%
31-50	114,618	58,057	56,561	21,174	33,827	17,520	15,353	19,975	6,770
	29.6%	30.1%	29.1%	29.3%	29.6%	29.4%	28.8%	33.9%	23.5%
	100.0%	50.7%	49.3%	18.5%	29.5%	15.3%	13.4%	17.4%	5.9%
51-70	110,611	56,619	53,991	21,245	32,287	17,777	15,120	14,855	9,326
	28.6%	29.3%	27.8%	29.3%	28.3%	29.9%	28.3%	25.2%	32.3%
	100.0%	51.2%	48.8%	19.2%	29.2%	16.1%	13.7%	13.4%	8.4%
71+	60,760	25,218	35,542	12,734	20,070	6,023	8,722	8,432	4,779
	15.7%	13.1%	18.3%	17.6%	17.6%	10.1%	16.3%	14.3%	16.6%
	100.0%	41.5%	58.5%	21.0%	33.0%	9.9%	14.4%	13.9%	7.9%
Total	387,270	193,116	194,154	72,387	114,282	59,519	53,347	58,894	28,841
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.9%	50.1%	18.7%	29.5%	15.4%	13.8%	15.2%	7.4%

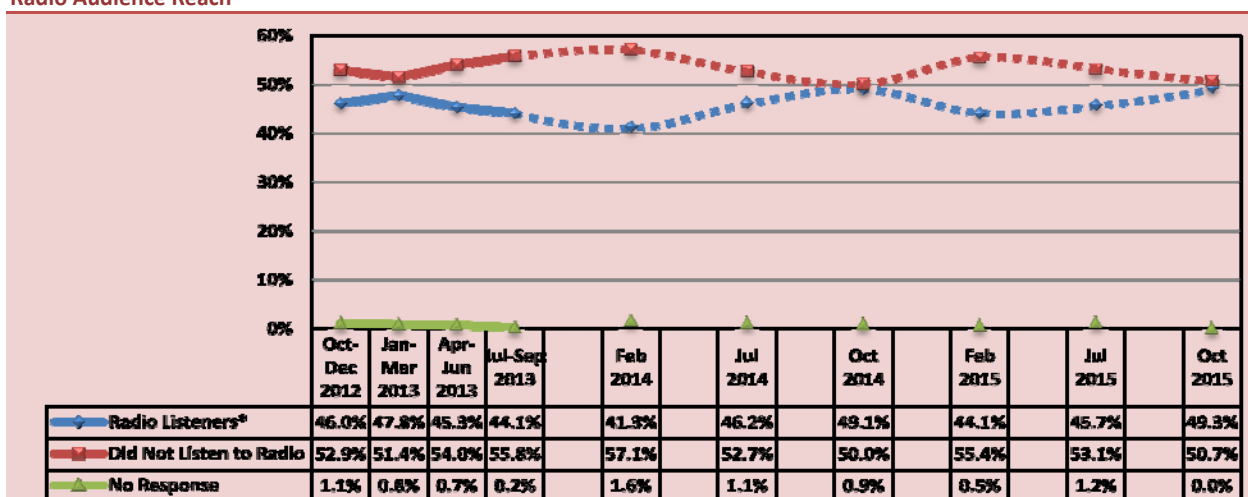
[Count; Col%; Row%]

2. RADIO AUDIENCE ASSESSMENT

2.1 RADIO AUDIENCE REACH

The first estimation is what is termed as **radio audience reach**. This gives the amount of people who had followed at least one radio station at any time during the day without taking into consideration the amount of time which they had spent listening to that station. During October 2015, 49.3% stated that they had listened to radio the day before the interview while 50.7% categorically stated that they had not listened to radio. This means that a total of 191,200 persons, aged 12 or over, followed at least one radio station. On the other hand 9 respondents [≈2,835; 0.73%] replied that they do not have a radio set. Compared to previously collected data of July 2015, there was an increase of 3.61% of radio listeners and an increase of 0.29% over the equivalent period last year (October 2014) - see below:

Radio Audience Reach



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

On average 191,200 persons (49.3%) aged 12 or over followed at least one radio station during October 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	387,270	191,109	196,161	0	100	49.35	50.65	0.00
Gender								
Males	193,116	92,800	100,316	0	100	48.05	51.95	0.00
Females	194,154	98,308	95,846	0	100	50.63	49.37	0.00
	387,270	191,109	196,161	0				
Age group								
12-20	50,777	15,897	34,880	0	100	31.31	68.69	0.00
21-30	50,504	27,857	22,647	0	100	55.16	44.84	0.00
31-50	114,618	59,794	54,825	0	100	52.17	47.83	0.00
51-70	110,611	56,254	54,356	0	100	50.86	49.14	0.00
71+	60,760	31,306	29,454	0	100	51.52	48.48	0.00
	387,270	191,109	196,161	0				
District								
South Harbour	72,387	34,819	37,568	0	100	48.10	51.90	0.00
North Harbour	114,282	54,925	59,357	0	100	48.06	51.94	0.00
South Eastern	59,519	31,453	28,066	0	100	52.85	47.15	0.00
Western	53,347	29,511	23,836	0	100	55.32	44.68	0.00
Northern	58,894	29,555	29,339	0	100	50.18	49.82	0.00
Gozo & Comino	28,841	10,846	17,995	0	100	37.61	62.39	0.00
	387,270	191,109	196,161	0				

*Includes those who "did not remember which station they followed" [0.7%; ≈2,830] and those who "did not follow any particular radio station" [3.1%; ≈11,910].

Respondents were given the possibility of naming up to three radio stations which they had listened to the day before. Out of a total of 1,240 respondents, 50 listeners named a second station while another 4 respondents named a third radio station. All these responses were analyzed by broadcasting station and by demographics - see table below:

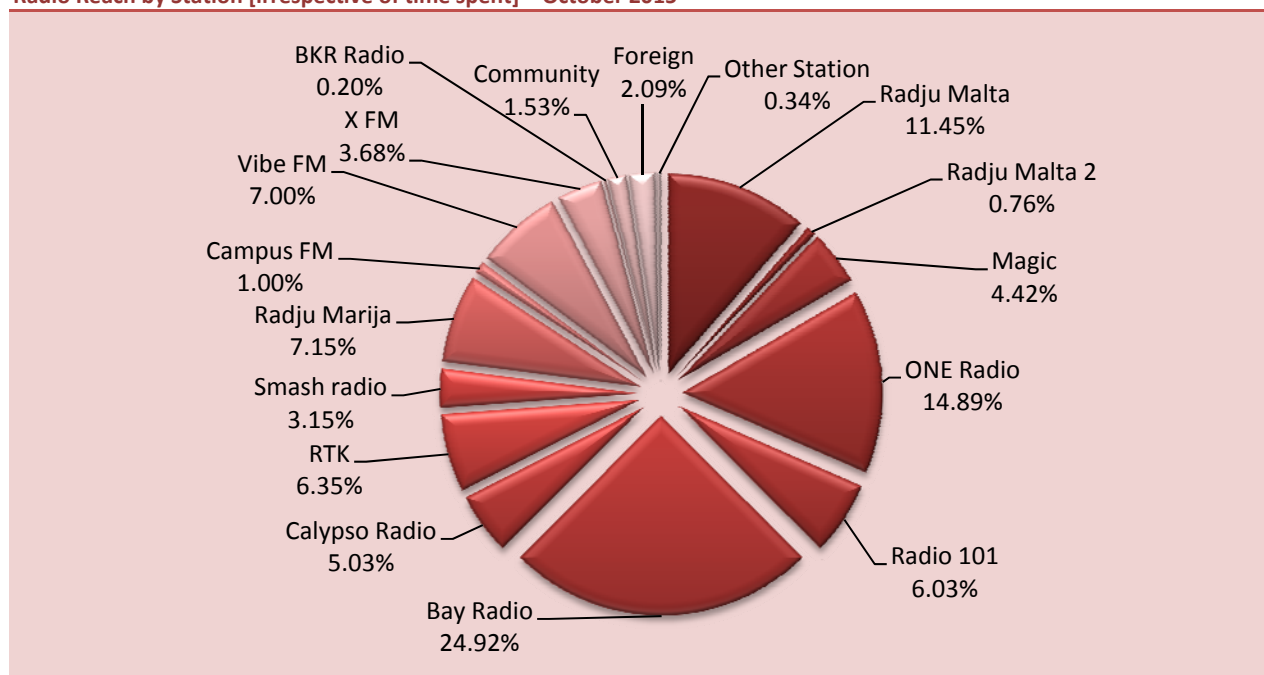
Percentage Reach by Radio Station

		Total %	Gender		Age Groups					District						
			Male	Female	12-20	21-30	31-50	51-70	70+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino	
Radju Malta	[3]	11.5	10.2	12.7		4.4	6.9	18.7	19.0	14.4	8.0	9.0	10.5	15.2	20.2	
Radju Malta 2	[15]	0.8	1.6				1.2	1.4		0.8	0.9		1.0		3.6	
Magic	[9]	4.4	5.1	3.7	4.1	3.3	10.0	2.0		2.5	5.7	3.1	5.0	5.3	3.6	
ONE Radio	[2]	14.9	17.2	12.7		3.6	8.2	25.2	26.7	26.3	15.0	19.5	8.1	5.7	7.5	
Radio 101	[7]	6.0	7.7	4.4	4.0	4.9	2.7	9.2	8.4	6.2	5.4	1.8	8.6	9.7	4.8	
Bay Radio	[1]	24.9	24.3	25.5	77.3	42.7	35.1	3.9	0.9	14.7	27.1	34.7	23.0	22.5	27.6	
Calypso Radio	[8]	5.0	4.4	5.6		3.5	3.5	9.3	4.1	4.3	6.4	3.5	6.4	3.4	4.7	
RTK	[6]	6.4	4.6	8.0			2.4	11.9	12.6	5.4	7.2	6.4	5.2	4.5	12.2	
Smash Radio	[11]	3.2	1.6	4.7	2.4	7.0	2.9	3.0	0.8	5.4	2.4	0.9	2.5	4.3	5.9	
Radju Marija	[4]	7.2	2.9	11.2			1.3	10.0	22.5	6.1	7.8	2.7	13.7	6.5	4.7	
Campus FM	[14]	1.0	1.7	0.3		1.2	1.7	1.1			0.6	1.1	2.0	2.2		
Vibe FM	[5]	7.0	8.2	5.9	7.7	17.2	12.4			6.7	5.0	9.1	8.2	9.5	2.5	
X FM	[10]	3.7	5.8	1.6		7.3	8.1		0.9	0.8	2.9	5.3	4.9	7.1	0.0	
BKR Radio	[17]	0.2		0.4	2.3							0.7				
Community	[13]	1.5	0.9	2.1			2.0	3.2		6.3	0.9	0.9				
Foreign	[12]	2.1	3.7	0.5	2.3	3.6	1.6	1.0	3.2		2.8	2.0	1.0	4.2	2.7	
Other Station	[16]	0.3		0.7		1.3			0.8		1.1					
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

Bay Radio has attracted the largest amount of radio listeners [24.9%], or one-fourth of all radio listeners with 48,200 listeners. This station was followed by ONE Radio with 14.9% of all listeners and Radju Malta with 11.5%. Bay Radio was the most followed station by all those under fifty years old. ONE Radio, on the other hand, was the most followed station by all those over fifty years old.

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



2.2 RADIO AUDIENCE SHARES

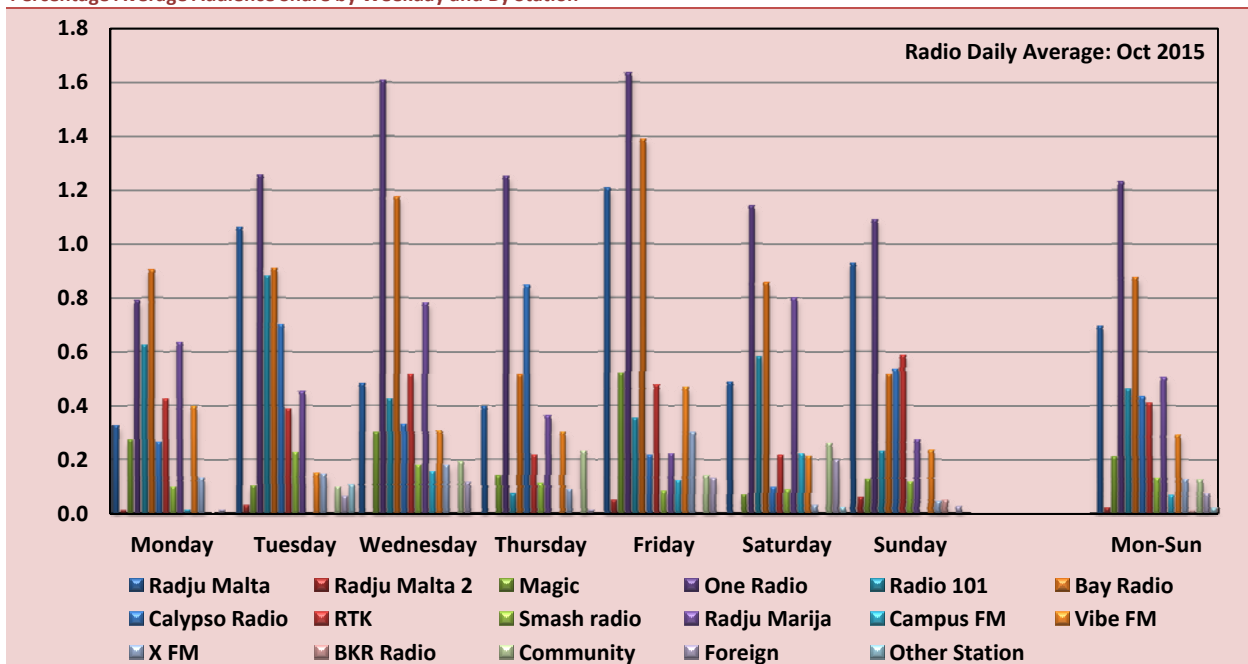
Respondents were asked to indicate at what time they had listened to radio, which station they had followed, and for how long. These replies were analyzed by half-hour slot, for each radio station, and for all the days of the week while also taking into consideration all the multiple replies received.

2.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each radio station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. ONE Radio attained the highest total weekly average of 1.230% followed by Bay Radio [1.389%] and Radju Malta [1.205%]. ONE Radio had the highest average amongst all stations on for all the weekdays except for Mondays – the highest average was that on Fridays with 1.633%. Bay Radio had the highest average amongst all stations on Mondays.

Daily Average [%]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community Station	Foreign Station	Other Station	Highest
Monday	0.324	0.008	0.270	0.789	0.625	0.902	0.263	0.423	0.098	0.634	0.012	0.395	0.130			0.010		0.902
Tuesday	1.060	0.027	0.103	1.255	0.881	0.909	0.700	0.388	0.225	0.450		0.148	0.145		0.097	0.061	0.103	1.255
Wednesday	0.482		0.299	1.607	0.425	1.174	0.329	0.514	0.179	0.780	0.155	0.307	0.179		0.190	0.114		1.607
Thursday	0.396		0.137	1.252	0.072	0.513	0.845	0.215	0.109	0.360		0.301	0.088		0.230	0.011		1.252
Friday	1.205	0.048	0.521	1.633	0.352	1.389	0.214	0.473	0.080	0.221	0.121	0.467	0.299		0.138	0.129		1.633
Saturday	0.485		0.068	1.139	0.580	0.855	0.094	0.213	0.086	0.797	0.221	0.211	0.027		0.259	0.198	0.021	1.139
Sunday	0.929	0.058	0.124	1.090	0.230	0.515	0.534	0.587	0.117	0.274		0.232	0.043	0.048		0.023		1.090
Mon-Sun	0.695	0.021	0.210	1.230	0.460	0.877	0.431	0.407	0.129	0.502	0.067	0.290	0.125	0.008	0.122	0.074	0.019	1.230
Highest	1.205	0.058	0.521	1.633	0.881	1.389	0.845	0.587	0.225	0.797	0.221	0.467	0.299	0.048	0.259	0.198	0.103	

Percentage Average Audience Share by Weekday and By Station

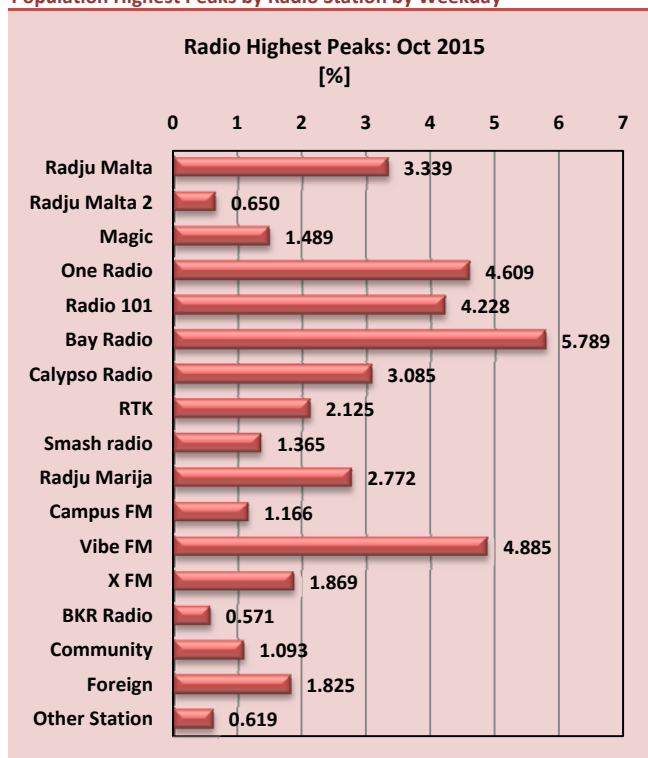


2.2. B PEAK AUDIENCES BY STATION

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

Taking the highest peak for each station, Bay Radio had the highest peak of all audiences by station on Wednesdays with 5.789% and that on Tuesdays with 5.69% of the same station. ONE Radio had the next highest average with 4.491% on Thursdays. Bay Radio also attained the highest peaks amongst all the other stations on Saturdays [4.77%]. Radju Malta had the highest peaks amongst all stations on Mondays [3.339%] and Sundays [3.085%] while Vibe FM had the highest peak amongst all stations on Fridays with 4.885%

Population Highest Peaks by Radio Station by Weekday



Percentage Highest Peaks by Radio Station by Weekday

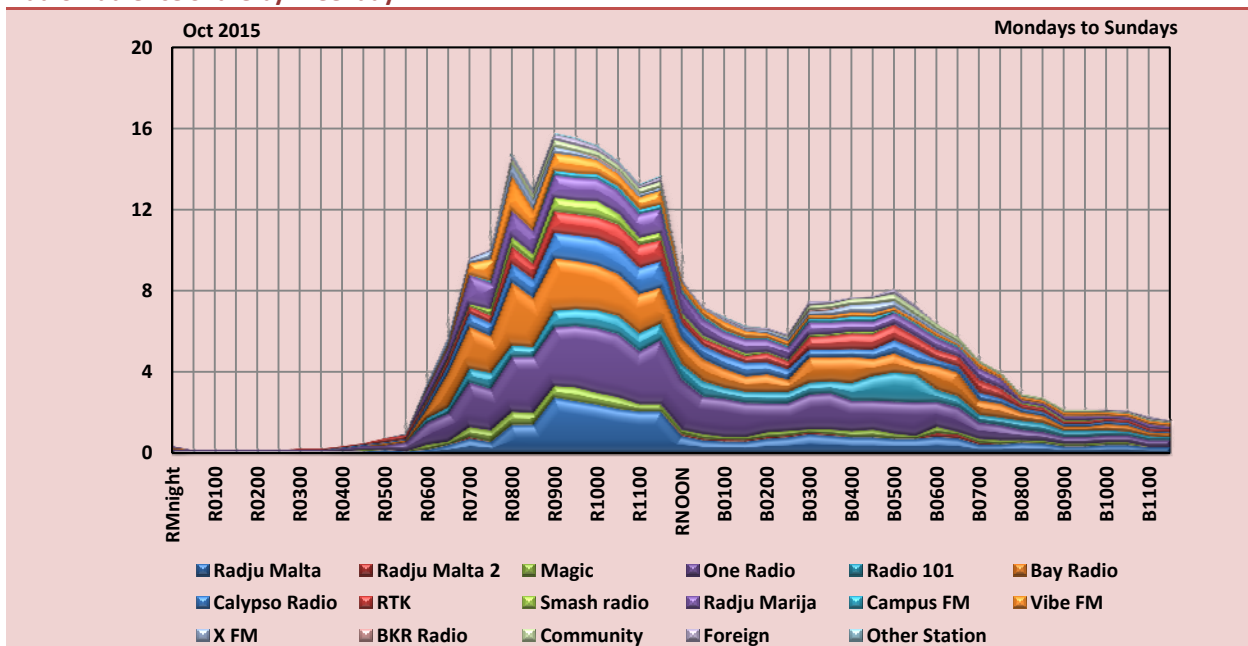
HIGHEST PEAKS [%]	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community Station	Foreign Station	Other Station	Highest
Monday	3.339	0.400	1.489	2.303	2.490	3.324	0.879	0.825	0.851	1.754	0.573	1.511	1.048			0.497		3.339
Tuesday	3.195	0.650	0.761	4.609	4.228	5.690	3.085	1.932	1.166	1.765		1.981	1.486		0.467	0.571	0.619	5.690
Wednesday	2.462		1.342	3.768	2.075	5.789	1.004	1.683	1.365	2.443	1.067	1.381	1.869		1.014	0.422		5.789
Thursday	2.148		1.198	4.491	0.574	4.269	2.494	1.093	1.232	1.384		2.839	1.582		0.526	0.537		4.491
Friday	2.285	0.573	1.238	4.108	1.394	3.911	1.123	2.125	0.801	1.133	0.727	4.885	1.159		0.664	0.630		4.885
Saturday	2.870		0.560	3.587	1.469	4.770	0.861	1.151	0.523	2.772	1.166	0.678	0.646		1.093	1.825	0.503	4.770
Sunday	3.084	0.412	1.012	2.963	1.231	2.186	1.557	2.099	0.701	0.890		1.551	0.527	0.571		0.555		3.084
Highest	3.339	0.650	1.489	4.609	4.228	5.789	3.085	2.125	1.365	2.772	1.166	4.885	1.869	0.571	1.093	1.825	0.619	

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:

Audiences were registered for **all** the half-hour slots. Before 6:00am audiences were minimal throughout the week and overall increased from 3.403% at 6:00am to 9.589% at 7:00am. The highest amount was reached at 9:00am with 15.741% of all radio listeners and this level of radio listening was maintained till 10:00am [15.148%]. Audiences gradually decreased to 8.055% at 5:00pm and to 2.889% at 8:00pm. Night-time radio audiences after midnight to 5:30am were less than 1.0%.

Radio Audience Share by Weekday



2.2.D DAILY AVERAGE HOURS OF RADIO CONSUMPTION

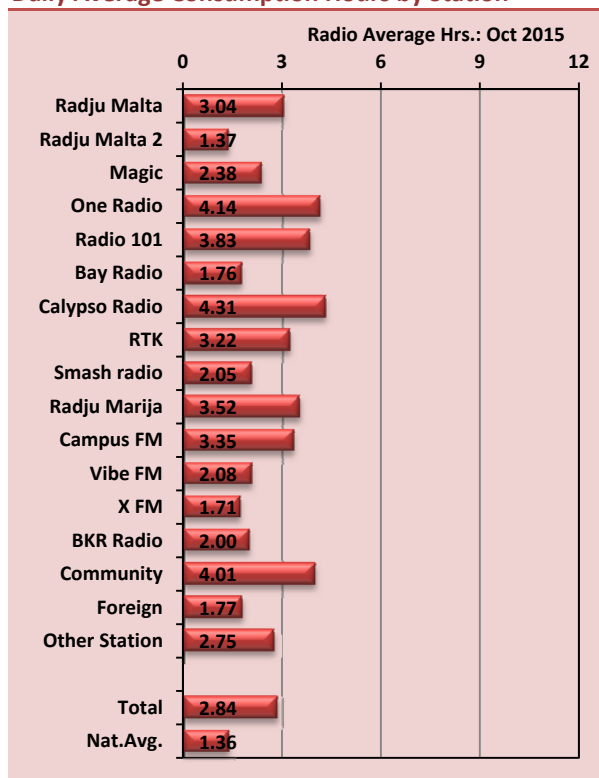
This average gives the amount of time that each radio listener has spent following each radio station. This is derived from the total number of hours that radio consumers listened to divided by the total number of listeners of each broadcasting station.

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

Although Bay Radio attracted the highest amount of listeners [24.90%; ≈48,200] these listeners were mostly

below 50 years old and their average hours of radio listening was at 1.76hrs for October. On the other hand, ONE Radio attracted the second highest amount of listeners [14.9%; ≈28,800] who, on average, have spent 4.14hrs listening to this station.

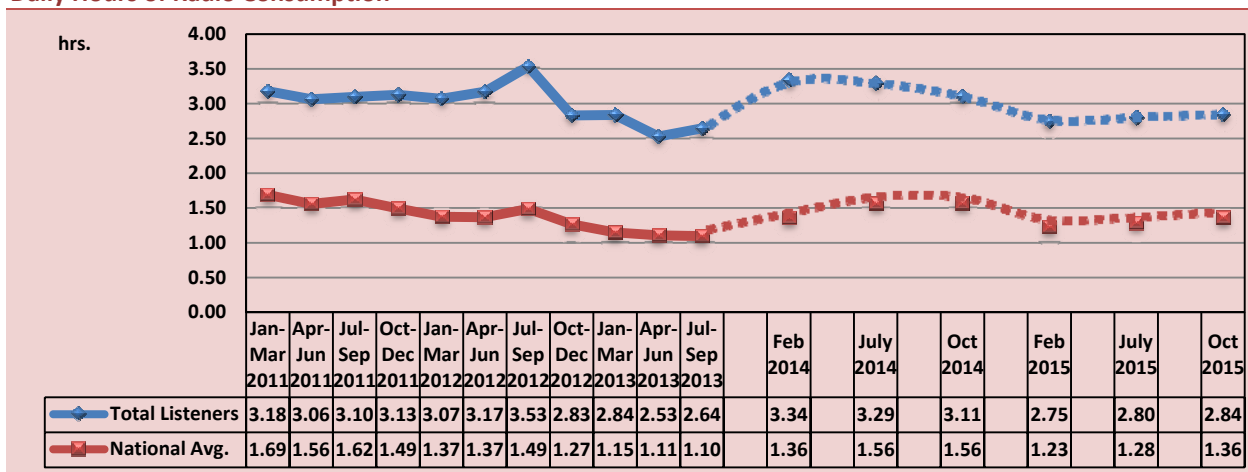
Daily Average Consumption Hours by Station



The highest average of hours spent was attained by Calypso Radio which ranked eight by radio reach of all radio stations [5.03%; ≈9,700] at 4.31hrs per radio listener.

The average amount of hours over all radio listeners results to 2.84hrs per listener and over the whole of the population aged 12 years and over, amounts to 1.36hrs.

Daily Hours of Radio Consumption

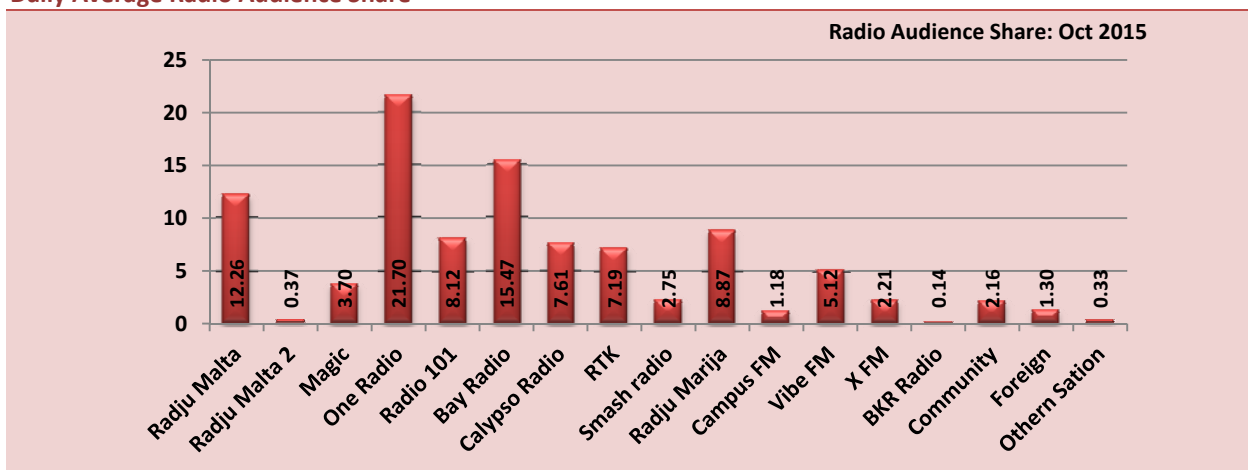


2.2. E RADIO STATIONS AUDIENCE SHARE

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

Overall, ONE Radio ranked first with 21.70% of all audiences, followed by Bay Radio [15.45%]; Radju Malta [12.26%]; Radju Marija [8.87%]; Radio 101 [8.12%]; Calypso Radio [7.61%]; RTK [7.19%]; Vibe FM [5.12%]; Magic [3.70%]; Smash Radio [2.75%]; XFM [2.21%]; and Campus FM [1.18%].

Daily Average Radio Audience Share



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

The follow data is being presented for the sake of simplicity. Data was rounded up to the nearest thousand. A “nil” record does not mean that there were zero audiences. The data for each week-day was group by 3-hour time

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

RADIO AUDIENCES – MONDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00				1		1		1										385	388
6:00-9:00	3	1	2	7	7	9	2	2	1	5	1	3	2					343	388
9:00-12:00	9		5	8	5	6	4	3	2	6		4						336	388
12:00-15:00	1		1	4	2	3	2	3	1	3		5	1					362	388
15:00-18:00			2	3	4	3	2	3		3		3	2			1		362	388
18:00-21:00			1	4	4	6	2	2		4								365	388
21:00-24:00				2	1	5		2		2								376	388

RADIO AUDIENCES – TUESDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00								1										387	388
6:00-9:00	4		1	6	1	12	5	3	3	4		4	3			1	1	340	388
9:00-12:00	13		3	17	5	6	11	6	4	7		2	1				3	310	388
12:00-15:00	7			8	5	4	6	1	2	3								352	388
15:00-18:00	7		1	5	10	6	2	2		1			1		2	1		350	388
18:00-21:00	4	1		2	6	3		2		2			1		2			365	388
21:00-24:00	2			4	4											1		377	388

RADIO AUDIENCES – WEDNESDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00			1	3		1				1								382	388
6:00-9:00	3		2	10	2	12	3	3	1	8		1	3		1			339	388
9:00-12:00	9		3	13	2	10	5	5	5	3	5		1		3	2		322	388
12:00-15:00	2			12	3	8	3	1	1	5	1					2		350	388
15:00-18:00	4		1	12	8	7	3	6		6		3	3		3	1		331	388
18:00-21:00			3	2	2	3	1	4		4		4			1			364	388
21:00-24:00			3	2						3		3						377	388

RADIO AUDIENCES – THURSDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00	1							1										386	388
6:00-9:00	5		4	13		10	7		3	4		6	2		1			333	388
9:00-12:00	7		1	16	3	5	10		2	6		3			1			334	388
12:00-15:00				6		1	4	2		3		2			1			369	388
15:00-18:00				7		3	6	4		1			2		3	1		361	388
18:00-21:00			1	2			3	2				1			3			376	388
21:00-24:00	2														3			383	388

RADIO AUDIENCES – FRIDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00	3			1									1					383	388
6:00-9:00	2		4	11	3	9	2	3	1			6	4		1			342	388
9:00-12:00	8		5	14	3	13	4	8				8	3		3	2		317	388
12:00-15:00	7	2	5	8	3	9	2	2		3		3	3			2		339	388
15:00-18:00	8		3	11	4	8		4	3	3	3		2					339	388
18:00-21:00	7		1	6		7				2	1							364	388
21:00-24:00	5			3		2				1					1	2		374	388

RADIO AUDIENCES – SATURDAYS

	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00								1										387	388
6:00-9:00	6		2	9	3	5		2		9		1			1	2		348	388
9:00-12:00	11		1	14	6	18	1	4	2	10	3	3	1		5	3		306	388
12:00-15:00	1			8	4	4	1	2		5	3	2					1	357	388
15:00-18:00				5	3	2	3			2	3				3	3		364	388
18:00-21:00	1			4	3				1	2		1			1			375	388
21:00-24:00					3	1			1			3						380	388

RADIO AUDIENCES – SUNDAYS

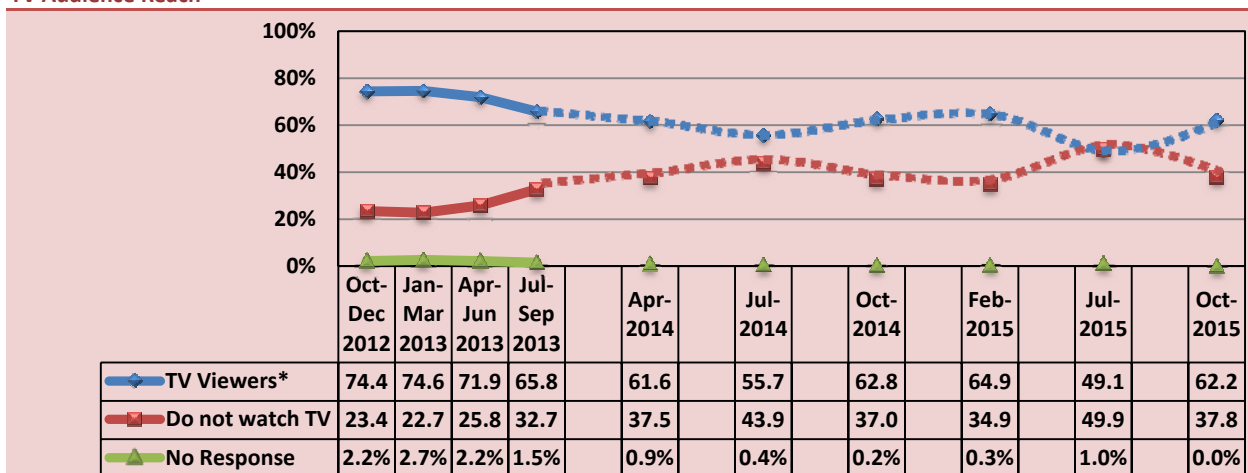
	Radju Malta	Radju Malta	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign Station	OTHER STATION	NONE	TOTAL
	'000																		
>6:00				1			1											386	388
6:00-9:00	2		1	6	2	3	2	2	1	3		3						363	388
9:00-12:00	12			8	3	7	5	8	3	2		4	1	1		1		333	388
12:00-15:00	4	1	1	9	3	1	4	2		3								360	388
15:00-18:00	6	1	2	8	1	4	2	4		2			2	1				355	388
18:00-21:00	6	1	1	6		4	4	4		1		1						360	388
21:00-24:00	2						3	2										381	388

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 2015, 62.2% stated that they had watched television the day before the interview. This reflects a significant rise of 13.1% over July 2015 [49.1%] and just a 0.6% decrease over October 2014. Another 37.8% categorically stated that they had not watched any TV station. This means that a total of 240,800 persons, aged 12 or over, followed at least one TV station. On the other hand 9 respondents [≈2,500; 0.7%] replied that they do not have a TV set – see below:

TV Audience Reach



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

On average 240,800 persons (62.2%) aged 12 or over followed at least one TV station during October 2015

	Number				% total			
	Total	Yes*	No	No Answer	Total	Yes*	No	No Answer
Population								
[+12 years]	387,270	240,842	146,428	0	100	62.19	37.81	0.00
Gender								
Males	193,116	113,934	79,182	0	100	59.00	41.00	0.00
Females	194,154	126,908	67,246	0	100	65.36	34.64	0.00
	387,270	240,842	146,428	0				
Age group								
12-20	50,777	24,622	26,155	0	100	48.49	51.51	0.00
21-30	50,504	21,106	29,398	0	100	41.79	58.21	0.00
31-50	114,618	65,676	48,942	0	100	57.30	42.70	0.00
51-70	110,611	82,587	28,023	0	100	74.67	25.33	0.00
71+	60,760	46,850	13,910	0	100	77.11	22.89	0.00
	387,270	240,842	146,428	0				
District								
South Harbour	72,387	45,063	27,324	0	100	62.25	37.75	0.00
North Harbour	114,282	69,600	44,682	0	100	60.90	39.10	0.00
South Eastern	59,519	37,828	21,691	0	100	63.56	36.44	0.00
Western	53,347	34,643	18,704	0	100	64.94	35.06	0.00
Northern	58,894	34,723	24,171	0	100	58.96	41.04	0.00
Gozo & Comino	28,841	18,986	9,855	0	100	65.83	34.17	0.00
	387,270	240,842	146,428	0				

*Includes those who "did not remember which station they followed" [0.6%; ≈2,458] and those who "did not follow any particular TV station" [2.6%; ≈10,111].

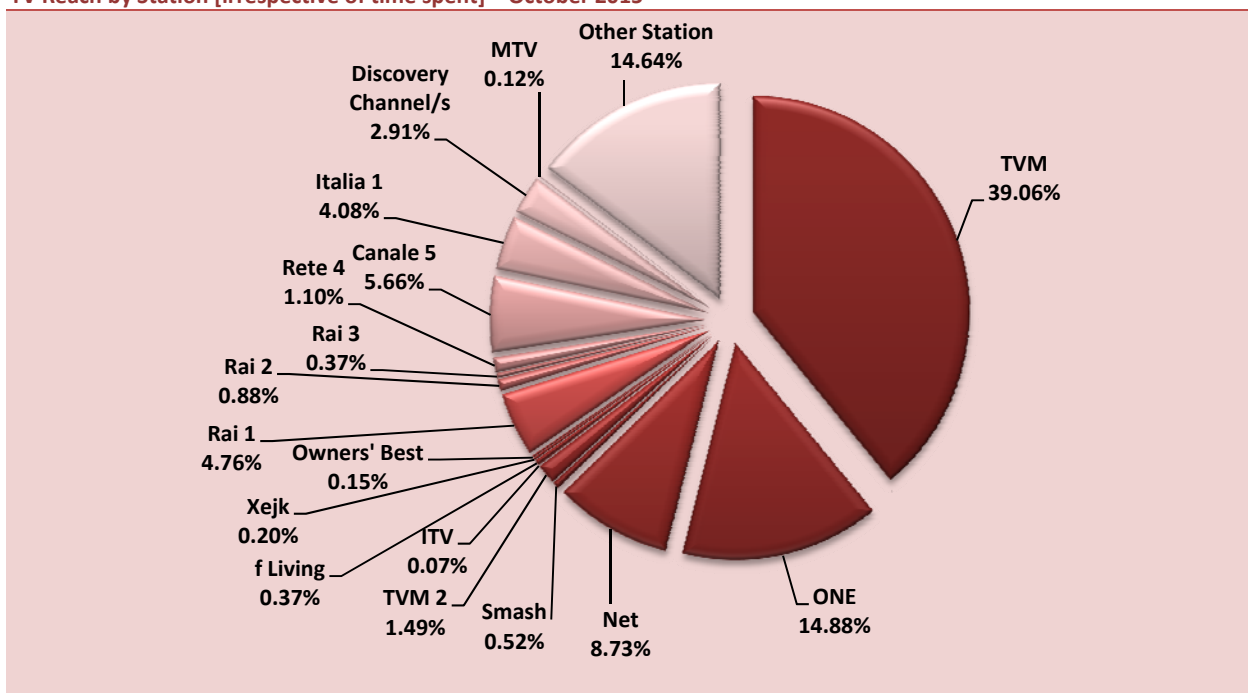
Respondents were given the possibility of naming up to three TV stations which they had watched the day before the interview. Out of a total of 1,240 respondents, 230 viewers named a second station while another 45 respondents named a third TV station. All these responses were analyzed by broadcasting station and by demographics - see table below.

Percentage Reach by TV Station															
		Total %	Gender		Age Groups					District					
			Male	Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	1	39.06	36.70	41.09	41.28	45.18	40.00	37.78	36.73	36.38	37.32	44.07	38.16	37.29	46.40
ONE	2	14.88	15.58	14.29	3.69	5.94	8.38	20.17	22.85	18.55	14.38	14.62	12.02	14.28	13.87
Net	4	8.73	7.91	9.44	5.08	7.62	6.74	10.33	10.70	8.32	11.21	3.99	7.72	10.86	7.77
Smash	12	0.52	0.58	0.46				0.96	0.86		0.58		0.72	0.52	2.13
TVM 2	9	1.49	1.78	1.24	1.00	2.38	1.17	1.25	2.24	0.97	1.46	1.38		2.70	3.18
iTV	18	0.07		0.14				0.21						0.52	
f Living	14	0.37	0.39	0.34			0.34	0.25	0.91			0.59	2.17		
Xejk	15	0.20		0.38				0.57		0.52			0.80		
Owners' Best	16	0.15	0.31				0.52				0.49				
Sub [%]		65.47	63.26	67.38	51.06	61.12	57.15	71.52	74.29	64.75	65.44	64.65	61.58	66.18	73.36
Rai 1	6	4.76	5.04	4.53	1.07	4.64	2.99	6.17	6.41	3.40	4.09	4.46	9.78	2.71	6.77
Rai 2	11	0.88	1.28	0.53	1.32		1.43	0.77	0.44	1.57	0.28	0.72	1.46	1.33	
Rai 3	13	0.37	0.59	0.19		1.19	0.32	0.26	0.51	0.98		0.59		0.64	
Rete 4	10	1.10	0.39	1.72				2.10	1.76	2.54	0.89		1.51	1.04	
Canale 5	5	5.66	3.57	7.46	1.07	5.73	8.53	6.59	2.08	7.91	5.25	3.85	6.59	5.52	4.07
Italia 1	7	4.08	5.31	3.02	7.17	2.61	7.48	2.51	1.35	4.42	4.85	4.77	3.65	1.29	4.64
Discovery Ch.	8	2.91	4.41	1.61	7.87	9.26	3.41	1.55		1.54	1.20	3.45	6.19	5.32	2.10
MTV	17	0.12		0.23			0.44					0.79			
Other Station	3	14.64	16.16	13.33	30.44	15.45	18.26	8.52	13.15	12.90	17.99	16.72	9.23	15.96	9.06
Sub [%]		34.53	36.74	32.62	48.94	38.88	42.85	28.48	25.71	35.25	34.56	35.35	38.42	33.82	26.64
Total		100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TVM has attracted the largest amount of TV-viewers [39.06%] with approximately 122,000 viewers. This station was followed by ONE with 14.88% and Net TV with 8.75% - excluding those following an "other station" which amounted to 14.64% of all TV-viewers. Overall, while 65.47% of the viewers favored local stations, only just more than a third of the population watched a foreign station - with Canale 5 [5.66%], Rai 1 [4.76%] and Italia 1 [4.08%] being the most followed foreign stations. By demographics, the same trend in ranking follows; however it is evident that the viewing of local stations is higher with those over the age of 50 years old than with those below.

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



3.2 TV AUDIENCE SHARES

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

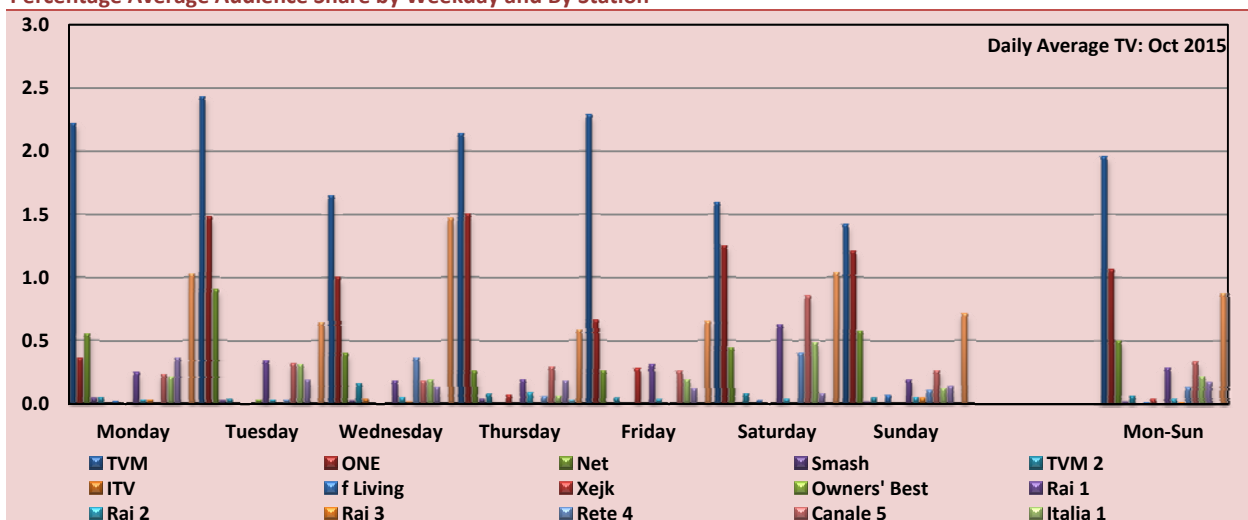
3.2. A AVERAGE AUDIENCES BY STATION

The first analysis is that of calculating the average audience share of each TV station for each week-day. This is the average of all the audiences for each particular station by half-hour slot. TVM attained the highest average of all the stations with [2.434%] on Tuesdays. In fact, TVM had the highest average amongst all stations for all the weekdays. ONE had its highest average on Thursdays [1.504%] while Net TV had its highest average on Tuesdays [0.898%].

Percentage Average Audience Share by Weekday and By Station

Daily Average [%]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	XejkTV	Owner's Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	2.219	0.351	0.550	0.038	0.045		0.015			0.242	0.025	0.023		0.225	0.205	0.357		1.025	2.219
Tuesday	2.434	1.478	0.898	0.020	0.030				0.025	0.336	0.023		0.026	0.311	0.306	0.179		0.642	2.434
Wednesday	1.656	0.998	0.396	0.017	0.154	0.029				0.178	0.043	0.009	0.356	0.173	0.183	0.123		1.464	1.656
Thursday	2.137	1.504	0.250	0.028	0.071			0.067		0.184	0.080		0.049	0.289	0.057	0.178	0.026	0.582	2.137
Friday	2.285	0.658	0.258		0.039			0.270		0.307	0.028			0.253	0.183	0.117		0.648	2.285
Saturday	1.594	1.250	0.440		0.072		0.019			0.622	0.031		0.393	0.848	0.478	0.075		1.035	1.594
Sunday	1.416	1.205	0.570	0.008	0.040		0.057			0.180	0.045	0.039	0.098	0.259	0.117	0.129		0.706	1.416
Mon-Sun	1.953	1.062	0.501	0.016	0.063	0.004	0.015	0.040	0.004	0.288	0.039	0.012	0.128	0.331	0.218	0.170	0.003	0.874	1.953
Highest	2.434	1.504	0.898	0.038	0.154	0.029	0.057	0.270	0.025	0.622	0.080	0.039	0.393	0.848	0.478	0.357	0.026	1.464	

Percentage Average Audience Share by Weekday and By Station

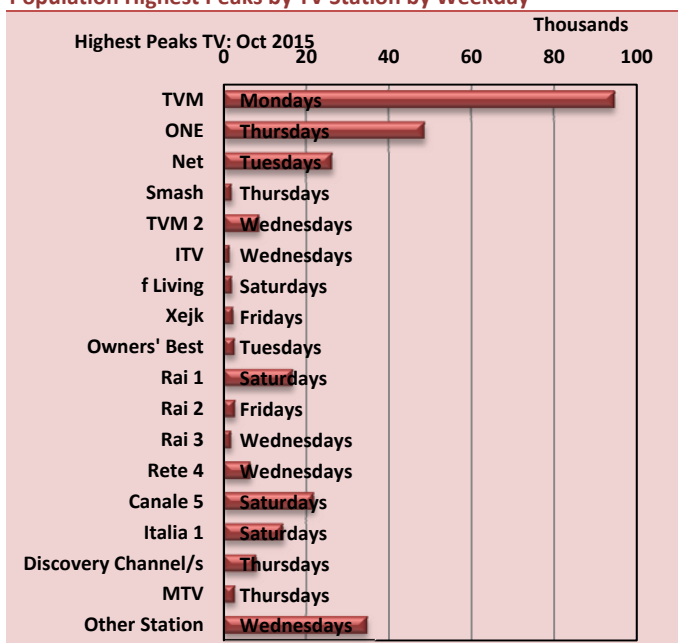


3.2. B PEAK AUDIENCES BY STATION

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

TVM had the highest peaks amongst all stations for all the weekdays from Monday to Sunday. The highest peaks attained by TVM were in this ranking order: Mondays [19.847%] - Tuesdays [19.617%] - Thursdays [19.019%] - Fridays [18.417%] - Wednesdays [16.436%] - Sundays [15.668%] and Saturdays [11.671%]. The highest peak attained by ONE was on Thursdays with 10.621% while that of Net TV was on Tuesdays with 5.588%. The next highest peak was that of Canale 5 on Saturdays with 4.649% [excluding "Other Stations which peaked to 7.239% on Wednesdays].

Population Highest Peaks by TV Station by Weekday



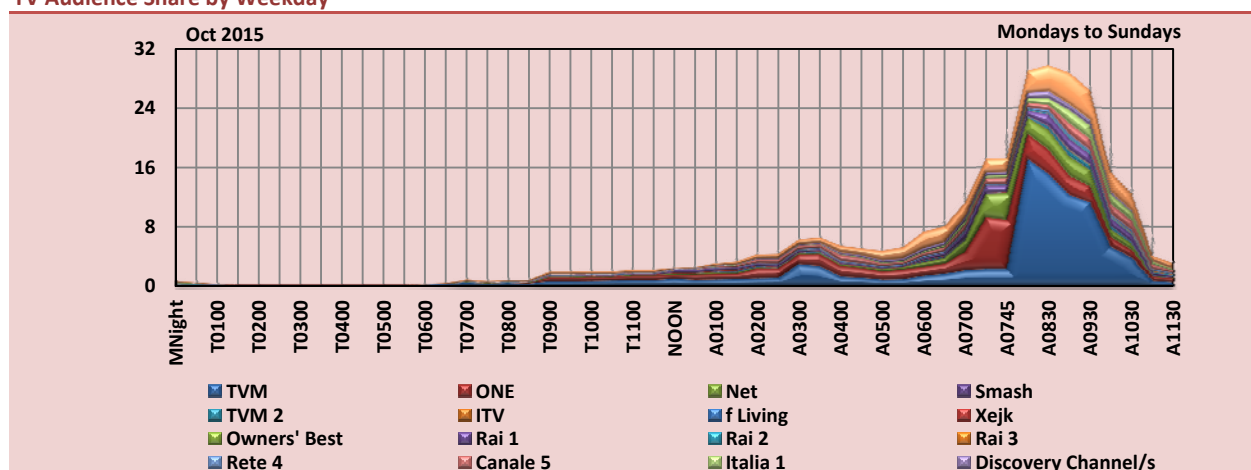
Percentage Highest Peaks by TV Station by Weekday

HIGHEST PEAKS [%]	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	fXejk	Owner's Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	Highest
Monday	19.847	3.783	3.805	0.371	0.742		0.379			1.487	0.401	0.373		1.487	1.856	1.568		3.345	19.847
Tuesday	19.617	8.387	5.588	0.352	0.362				0.615	1.679	0.382		0.313	1.529	2.926	1.152		3.826	19.617
Wednesday	16.436	6.160	4.057	0.410	1.834	0.354				0.869	0.424	0.430	1.397	1.344	1.547	1.137		7.239	16.436
Thursday	19.019	10.621	3.316	0.463	0.995			0.543		2.253	0.492		0.543	1.472	0.930	1.770	0.649	4.070	19.019
Friday	18.417	4.983	2.074		0.475			0.575		1.232	0.679			3.321	1.915	1.062		3.327	18.417
Saturday	11.671	6.813	3.102		0.920		0.465			3.579	0.514		0.953	4.649	3.072	0.919		4.953	11.671
Sunday	15.668	8.223	5.422	0.375	0.402		0.352			1.045	0.439	0.401	0.694	1.068	1.196	1.323		5.086	15.668
Highest	19.847	10.621	5.588	0.463	1.834	0.354	0.465	0.575	0.615	3.579	0.679	0.430	1.397	4.649	3.072	1.770	0.649	7.239	

3.2. C TV AUDIENCE SHARE BY HALF-HOUR SLOTS

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

TV Audience Share by Weekday

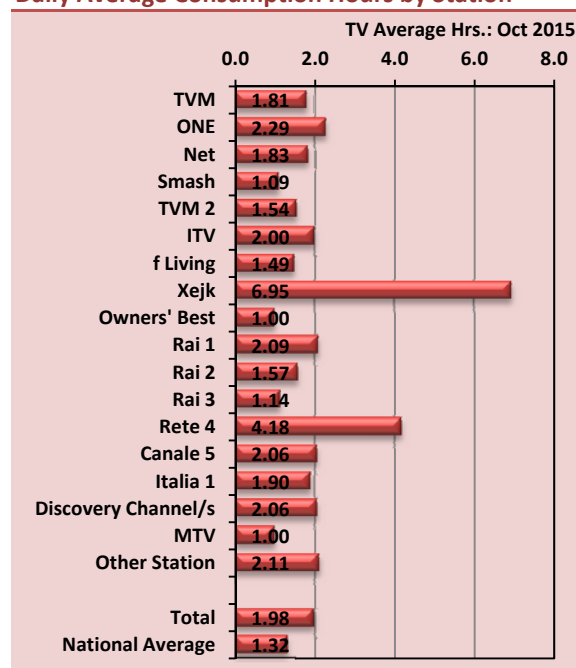


Audiences were registered for all the half-hour slots. Audiences throughout the day started picking up slowly at 7:00am with 0.869% rising gradually to 2.3928% by noon; peaking up to 6.510% at 3:30pm and re-peeking to 17.086% at 7:30pm. Audiences rose sharply from those at 7:30pm to 29.667% at 8:30pm where the highest audiences were reached. Audiences were maintained at 26.287% by 9:30pm; falling to 12.418% at 10:30pm; and further to 2.997% at midnight.

3.2. D DAILY AVERAGE HOURS OF TV CONSUMPTION

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

Daily Average Consumption Hours by Station



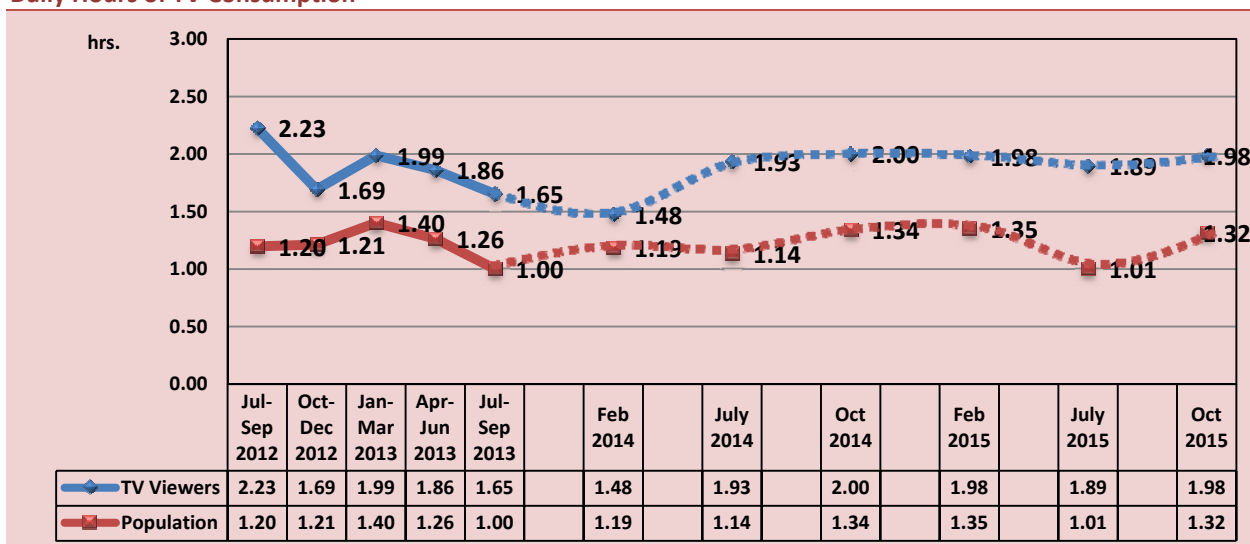
broadcasting station.

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

While TVM attracted the highest average amount of viewers with 1.953% [≈9,209] with ONE attracting the next highest daily average of 1.062% [≈5,006] the time spent on average by ONE viewers [2.29hrs] is about 26.5% higher than those of TVM [1.81hrs].

The average amount of hours over all TV viewers amounts to 1.98hrs per viewer and over the whole of the population aged 12 years and over, this amounts to 1.32hrs.

Daily Hours of TV Consumption

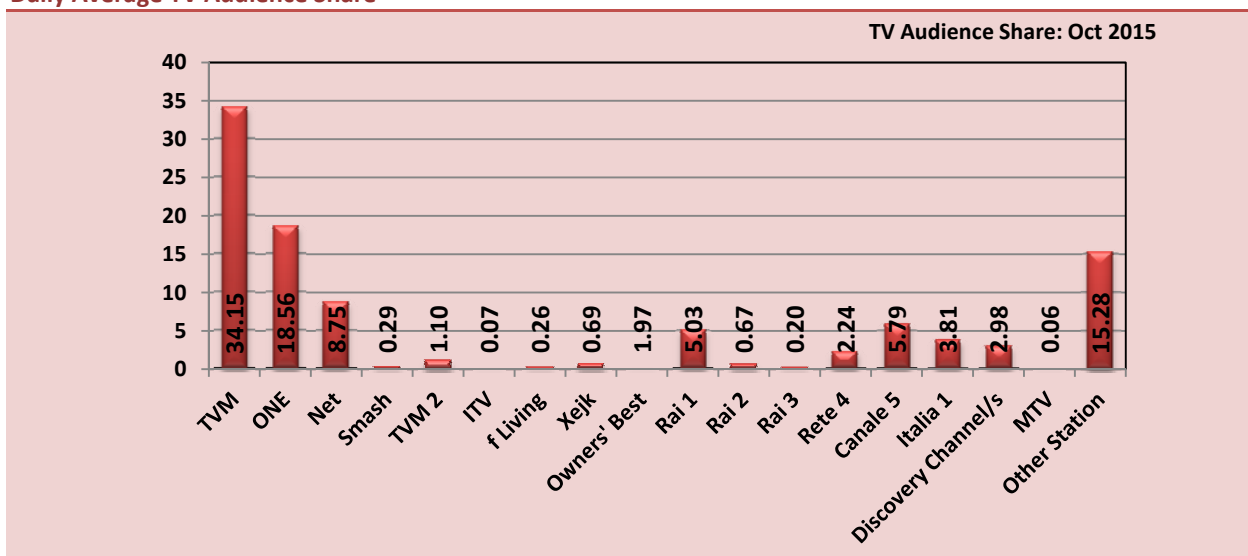


3.2. E TV STATIONS AUDIENCE SHARE

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 34.15%; followed by ONE with 18.56%, and Net TV with 8.75%. Of the foreign stations, Canale 5 ranked first with 5.79%, followed by Rai 1 with 5.03%, and Italia 1 with 3.81%.

Daily Average TV Audience Share



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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00																		1	387	388
6:00-9:00	2															1		3	382	388
9:00-12:00	2		2											2		2		3	377	388
12:00-15:00	1	1	2				1			1						2		4	376	388
15:00-18:00	12	3	4							1				2		4		4	358	388
18:00	11		4	2												2		16	353	388
18:30	11		10	2						2						2		16	345	388
19:00	14	4	13	2						6					3	2		15	329	388
19:30	16	19	19	2						8					3	2		14	305	388
19:45	16	19	19	2						8					3	2		14	305	388
20:00	95	7	13		2					4				2	3	2		16	244	388
20:30	81	7	10		2					5				4	6	6		16	251	388
21:00	74	6	3		4					5	2			8	9	8		14	255	388
21:30	73	4	3		2					5	2			8	9	8		14	260	388
22:00	25	4	5		2					5	2	2		6	6	4		8	319	388
22:30	17	2	2							6		2		7	6	2		7	337	388
23:00	2									2		2		3	3			6	370	388
23:30																		6	382	388

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00		2																1	385	388
6:00-9:00	3	2	3																380	388
9:00-12:00	1	6	3															2	376	388
12:00-15:00	5	6	3		2													1	368	388
15:00-18:00	8	9	3							1				3		3		4	357	388
18:00	12	8	8											4	2	5		8	341	388
18:30	16	9	8							2				4	2	5		8	334	388
19:00	22	18	17	2						8				6	2			2	311	388
19:30	22	40	24							8				8	2			2	282	388
19:45	22	37	27							6				8	2			2	284	388
20:00	93	20	14	2						6	2					6		16	229	388
20:30	83	19	12	2						8					4	6		14	240	388
21:00	75	17	13						3	8	2			6	12	2		19	231	388
21:30	68	15	13						3	8	2			6	14	2		18	239	388
22:00	40	8	11							8			2	2	14	2		14	287	388
22:30	28	10	11							8			2	2	13	2		8	304	388
23:00		4								6			2	2	4				370	388
23:30		4								2			2		4				376	388

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00															1				387	388
6:00-9:00	2	1											2	1				2	380	388
9:00-12:00	6	5											3					4	370	388
12:00-15:00	2	2								2			1	2		1		3	375	388
15:00-18:00	9	7											3	2				6	361	388
18:00		11	3	2									3			3		18	348	388
18:30		13	3	2									3			3		18	346	388
19:00	8	17	5							3	3		3	3	7	3		20	316	388
19:30	8	30	16							5	3		3		3	3		16	301	388
19:45	8	30	16							5	3		3		6	3		16	298	388
20:00	80	16	5			2				5	3		5	7	8	6		22	229	388
20:30	62	11	18		5	2				5	3	3	7	2	8	6		33	223	388
21:00	50	11	20		9	2				5			5	3	5			35	243	388
21:30	39	9	12		9	2				5			5	3	5			30	269	388
22:00	20	7			7					5			5	3	3			23	315	388
22:30	13	5			4					5			5	3	3			23	327	388
23:00	5	2			2								3	3				10	363	388
23:30	5	2			2								3					10	376	388

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00	3												1					1	383	388
6:00-9:00	3	1																1	383	388
9:00-12:00	2		2											2		2		3	377	388
12:00-15:00	5	10						2						2				1	368	388
15:00-18:00	7	12									1			2				2	364	388
18:00	3	9	3											3		3		3	364	388
18:30	3	9	3											5		3		3	362	388
19:00	3	16	4							3				7		9		8	338	388
19:30	3	49	13							3				7		9		8	296	388
19:45	3	44	16							3				7		9		8	298	388
20:00	85	20	7											3		5		12	256	388
20:30	88	14	5	3	3			3		9			2	5		3		15	238	388
21:00	74	9	5	3	5			3		11	3		2	5	5	3	3	19	238	388
21:30	69	9	5	3	5					8	3			5	5	3	3	19	251	388
22:00	20	5			5					5	3			5	3			7	335	388
22:30	11	5								5	3			3	3			5	353	388
23:00	5	3									3							5	372	388
23:30	3	3									3							3	379	388

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00										1									387	388
6:00-9:00	1																		387	388
9:00-12:00	5							3		3									377	388
12:00-15:00	7	5						3		6								2	365	388
15:00-18:00	8	5						3						1	1			7	363	388
18:00	5	3	3					3								3		15	356	388
18:30	8	3	3					3							5	3		12	351	388
19:00	8	5	7					3		3					3	5		9	345	388
19:30	10	23	10					3		3						3		9	327	388
19:45	10	23	10					3		3						3		9	327	388
20:00	76	10	7											3		3		9	280	388
20:30	83	11	7							3				5	4	3		9	263	388
21:00	65	9	8		3					5				15	9	3		7	264	388
21:30	61	5	6		3					3				15	9			7	279	388
22:00	36	3			3					3				7	6	3		5	322	388
22:30	26				3					3				7	3	3		3	340	388
23:00	5													3				3	377	388
23:30	2																	3	386	388

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00															1				387	388
6:00-9:00																			388	388
9:00-12:00	3	4											3					3	375	388
12:00-15:00	7	6	2							3			3	2				1	364	388
15:00-18:00	7	5								5			5	7	3	1		10	345	388
18:00	11	5	3		5					7			5	5	5			15	327	388
18:30	11	5			5					7			5	5	5			13	332	388
19:00	10	10	2		5					5			5	7	5			8	331	388
19:30	8	33	15		3					5			3	11	5			10	295	388
19:45	8	33	15		3					5			3	11	5			10	295	388
20:00	56	18	11				3			8			3	11	7	5		14	252	388
20:30	45	23	9				3			17			3	11	7	5		19	246	388
21:00	39	21	11							12			3	14	15	3		24	246	388
21:30	34	21	11							14			3	14	13	3		22	253	388
22:00	25	15	9							10			3	23	10			14	279	388
22:30	25	10	9							10	3		5	20	10			14	282	388
23:00	7	10	3							5	3		5	11	7			3	334	388
23:30	7	10	3							5	3		5	9	5			3	341	388

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM 2	ITV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
	'000																			
>6:00	1																		387	388
6:00-9:00	1																		387	388
9:00-12:00	6	3																	379	388
12:00-15:00	6	5					2			2		1		2	1			2	367	388
15:00-18:00	4	8	1		1		1			1				3		2		4	363	388
18:00	3	7								2			2	5				4	365	388
18:30	5	9								2			2	5				4	361	388
19:00	6	16	4							2			2	2				8	348	388
19:30	8	40	9							2			2	2				7	318	388
19:45	8	36	17							2			2	2				7	314	388
20:00	76	23	15		2					2	3		2		2	3		10	250	388
20:30	57	27	26		2					6	3		4		2	7		12	242	388
21:00	30	16	27		2		2			6	3		4	4	6	7		25	256	388
21:30	30	13	23				2			5	3		4	6	6	7		25	264	388
22:00	11	5	9	2						2	3		2	6	5	3		18	322	388
22:30	10	5	5							2			2	6	5			18	333	388
23:00		4										2	2	2				3	377	388
23:30		2										2		2				3	382	388

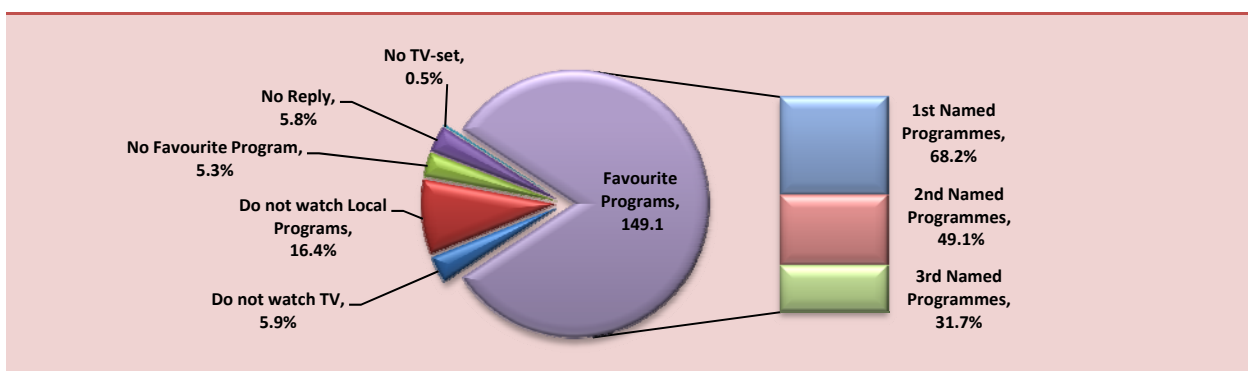
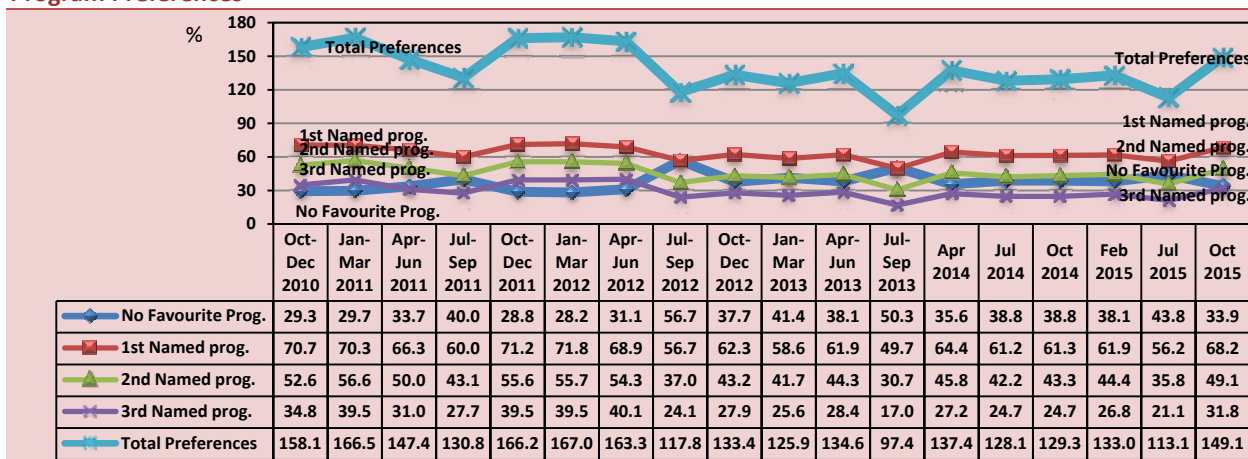
4. TV PROGRAMME PREFERENCES

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

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

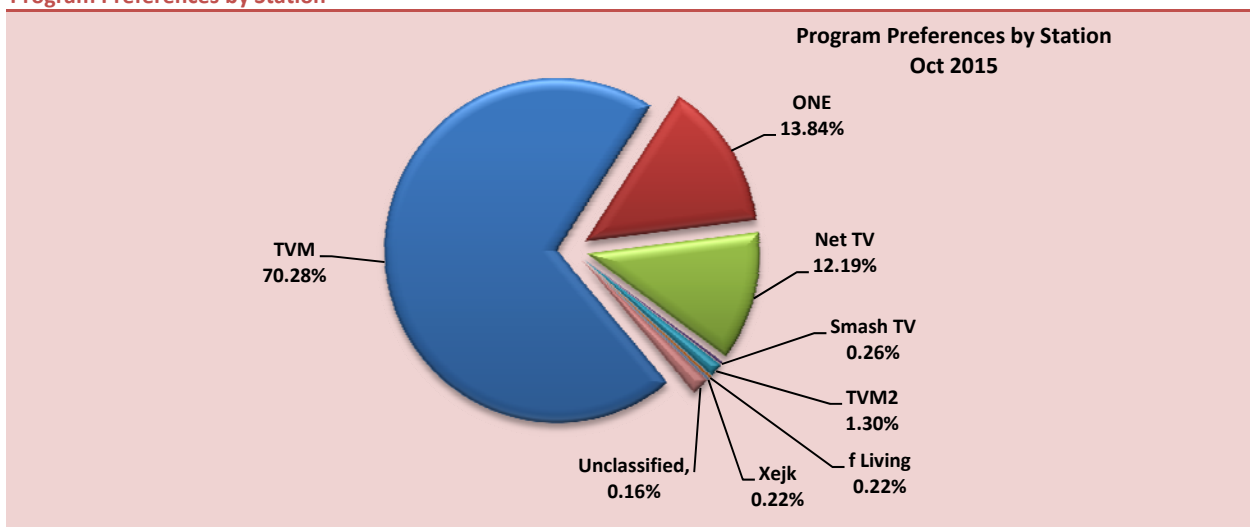
Out of all respondents, 68.2% named one favorite programme; another 49.1% named a second preferred programme while another 31.8% named their third preferred programme. On the other hand, 16.4% of all respondents replied that they do not watch local programmes; 5.3% did not have a favorite program; 5.9% do not watch TV; 0.5% do not have a TV-set; while 5.8% did not reply.

Program Preferences



Out of all the programmes named, TVM got 70.28% of all counts, followed by ONE with 13.84%; and Net TV with 12.19%.

Program Preferences by Station



A total of 96 programmes were named - of these 11 were either of a generic nature or programmes that could not be identified.

Out of all the programmes identified by respondents, the most quoted was Katrina on TVM [14.94%] followed by Iċ-Ċaqqufa [TVM, 13.84%] and TVM News [TVM; 11.60%]. Drama programmes were the most favored with 55.35% of all preferences followed by News [20.16%], and Discussion programmes [3.09%].

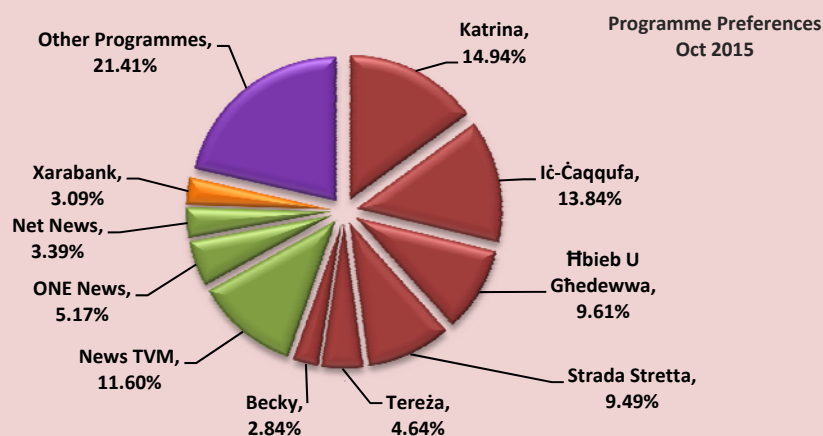
The top ten programmes most quoted constituted 78.59% of all preferences.

Top Programmes Named by Station

TVM	Katrina	14.938	
	Iċ-Ċaqqufa	13.840	
	TVM News	11.599	
	Ħbieb u Ghedewwa	9.606	
	Strada Stretta	9.490	
	Xarabank	3.086	
	Dissett	1.551	
	Other Programmes	6.168	70.278
ONE	ONE News	5.175	
	Tereža	4.638	
	Kalamita	1.273	
	Other Programmes	2.751	13.836
Net TV	Net News	3.385	
	Becky	2.835	
	Intriċċi	1.799	
	Other Programmes	4.174	12.193
	TVM 2		1.301
	Smash TV		0.256
	Xejk		0.223
	f Living		0.217
	Other Programmes		1.697
			100%

Top Ten Programmes

			Total	Gender		Age Groups					District					
				Male	Female	12-20	21-30	31-50	51-70	71+	South Harbour	North Harbour	South Eastern	Western	Northern	Gozo & Comino
Drama/Soap Operas																
TVM	Katrina	1	14.94	10.68	18.09	21.03	19.75	14.54	13.04	13.24	17.26	14.10	14.61	14.57	13.19	16.51
TVM	Iċ-Ċaqqufa	2	13.84	9.93	16.74	16.06	17.42	12.34	12.20	16.13	17.64	12.08	13.93	14.11	11.17	14.61
TVM	Hbieb u Ghedewwa	4	9.61	5.59	12.58	6.80	4.43	6.86	12.46	13.10	9.62	11.40	9.07	9.21	8.00	7.58
TVM	Strada Stretta	5	9.49	5.74	12.27	16.26	18.46	10.50	6.89	4.16	10.80	9.05	9.43	9.34	8.48	9.91
ONE	Tereža	7	4.64	3.06	5.81	3.84	3.10	1.89	6.90	6.15	4.88	5.46	4.09	4.47	4.40	2.64
Net TV	Becky	10	2.84	2.39	3.16	2.78	1.65	2.66	3.28	2.99	1.96	3.23	2.39	2.95	2.59	5.02
			55.35	37.39	68.65	66.76	64.80	48.79	54.77	55.76	62.15	55.32	53.51	54.65	47.83	56.27
News																
TVM	News-TVM	3	11.60	18.60	6.42	6.03	7.00	14.84	11.47	12.09	8.44	12.26	12.59	10.51	12.94	15.39
ONE	News-ONE	6	5.17	9.21	2.18	0.00	1.89	3.95	6.55	9.12	6.53	4.22	5.44	5.64	4.56	4.87
Net TV	News-Net TV	8	3.39	5.83	1.57	0.70	1.96	3.87	3.88	3.87	1.93	4.44	1.94	3.39	5.49	2.15
			20.16	33.64	10.18	6.73	10.85	22.66	21.89	25.09	16.89	20.91	19.97	19.53	23.00	22.41
Discussion																
TVM	Xarabank	9	3.09	3.07	3.09	2.52	5.12	4.04	2.74	1.35	3.38	1.99	3.96	4.15	2.37	4.18
			3.09	3.07	3.09	2.52	5.12	4.04	2.74	1.35	3.38	1.99	3.96	4.15	2.37	4.18
Total %			78.59	74.10	81.92	76.01	80.77	75.49	79.40	82.20	82.43	78.22	77.45	78.34	73.20	82.85



APPENDIX A: QUESTIONNAIRE

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

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

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

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

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

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

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

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

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek:

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

R (1)	M (2)
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Grazzi tal-hin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali tal-Istatistika.

APPENDIX B: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

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

LIST OF RADIO STATIONS ONLY ON DigiB+

Bay Easy
Bay Retro
All Rock
Kiss
DJ 956
BKR Digital

LIST OF NATIONWIDE TELEVISION STATIONS

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

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

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

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00				500		300		400										386,800	388,000
6:00-9:00	2,300	300	1,400	6,300	6,200	8,300	1,200	1,700	600	4,700	400	2,500	1,900					350,200	388,000
9:00-12:00	8,100		4,600	7,600	5,000	5,900	3,300	2,300	1,800	5,400		3,900						340,100	388,000
12:00-15:00	400		700	4,000	1,800	2,500	1,800	2,900	900	2,700		4,400	800					365,100	388,000
15:00-18:00			1,700	2,300	3,600	2,500	1,200	2,900		3,000		2,300	1,600			400		366,500	388,000
18:00-21:00			600	3,300	3,100	5,700	1,200	2,000		3,100								369,000	388,000
21:00-24:00				1,800	1,000	4,400		1,500		2,000								377,300	388,000

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00								600										387,400	388,000
6:00-9:00	3,600		1,000	5,900	600	11,300	5,000	2,800	2,100	3,100		3,600	2,700			700	900	344,700	388,000
9:00-12:00	12,400		2,100	17,000	4,800	5,800	10,800	5,200	3,800	7,000		1,200	700				2,500	314,700	388,000
12:00-15:00	7,000			7,700	4,300	3,600	5,100	600	1,400	2,500								355,800	388,000
15:00-18:00	6,100		400	4,300	9,700	5,700	1,500	1,200		700			400		1,300	800		355,900	388,000
18:00-21:00	3,100	900		1,800	5,700	2,700		1,500		1,100			1,000		1,900			368,300	388,000
21:00-24:00	1,800			3,500	3,100											600		379,000	388,000

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00			200	2,200		500				200								384,900	388,000
6:00-9:00	2,900		1,900	9,600	1,300	11,300	2,100	2,800	700	7,300		1,000	2,400		700			344,000	388,000
9:00-12:00	8,300		2,200	12,200	1,400	9,500	4,100	4,200	4,400	2,100	4,400		1,000		2,100	1,500		330,600	388,000
12:00-15:00	1,100			11,300	2,100	7,600	2,100	1,000	800	4,100	700					1,800		355,400	388,000
15:00-18:00	3,600		600	11,200	7,500	6,200	2,100	5,800		5,800		2,900	2,600		2,800	600		336,300	388,000
18:00-21:00			2,600	2,000	1,700	2,800	600	3,200		3,300			3,400		700			367,700	388,000
21:00-24:00			2,300	2,000						2,700		2,900						378,100	388,000

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00	300							400										387,300	388,000
6:00-9:00	4,700		3,100	12,400		9,300	7,000		2,200	3,400		5,900	1,500		400			338,100	388,000
9:00-12:00	6,600		700	15,300	2,400	4,500	9,600		1,500	5,800		2,200			400			339,000	388,000
12:00-15:00				5,100		800	3,600	1,400		2,200		1,500			400			373,000	388,000
15:00-18:00				6,900		2,500	5,500	4,000		700			1,500		2,200	400		364,300	388,000
18:00-21:00			1,000	1,900			2,400	1,100				600			2,200			378,800	388,000
21:00-24:00	1,500														2,200			384,300	388,000

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00	2,400			900								200						384,500	388,000
6:00-9:00	1,600		3,700	10,800	2,200	8,900	1,300	2,800	500			5,700	3,100		900			346,500	388,000
9:00-12:00	7,500		5,000	13,700	2,700	12,700	3,900	7,700				7,200	2,300		2,700	1,500		321,100	388,000
12:00-15:00	6,800	1,600	5,000	7,700	2,600	8,200	1,800	1,600		2,500		2,100	2,300			1,500		344,300	388,000
15:00-18:00	7,100		2,300	10,200	3,900	7,200		3,100	2,200	2,700	2,900		1,600					344,800	388,000
18:00-21:00	6,100		800	5,600		6,400				1,300	1,000							366,800	388,000
21:00-24:00	4,800			2,600		1,100				700					900	1,300		376,600	388,000

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00								400										387,600	388,000
6:00-9:00	5,100		1,600	9,000	2,200	4,300		2,000		8,500		1,000			900	1,600		351,800	388,000
9:00-12:00	10,300		800	13,100	5,800	17,900	400	3,200	1,400	10,000	2,500	2,200	900	4,600	2,600			312,300	388,000
12:00-15:00	400			7,400	3,900	3,800	400	1,200		5,000	2,500	1,100					700	361,600	388,000
15:00-18:00				4,600	2,900	1,700	2,400			1,500	2,500				2,500	2,500		367,400	388,000
18:00-21:00	400			3,800	2,200				800	1,600		800			900			377,500	388,000
21:00-24:00					2,500	800			800			2,200						381,700	388,000

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	BKR Radio	Community	Foreign	Other	NONE	Total
>6:00				300				500										387,200	388,000
6:00-9:00	2,000		1,000	5,600	1,600	2,100	1,400	1,200	1,000	2,500		3,000						366,600	388,000
9:00-12:00	11,400			7,800	2,300	6,600	4,400	7,400	2,900	1,800		4,000	400	800		800		337,400	388,000
12:00-15:00	3,500	600	800	8,100	2,800	1,000	3,100	1,900		2,300								363,900	388,000
15:00-18:00	5,300	600	1,900	7,700	900	3,600	1,600	3,200		1,800			1,100	800				359,500	388,000
18:00-21:00	6,000	900	500	5,400		3,400	3,400	3,600		600		600						363,600	388,000
21:00-24:00	1,900						2,500	1,900										381,700	388,000

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00																		300	387,700	388,000
6:00-9:00	1,200															700		2,900	383,200	388,000
9:00-12:00	1,800		1,200											1,700		2,000		2,900	378,400	388,000
12:00-15:00	600	300	1,200				700			300						2,000		4,000	378,900	388,000
15:00-18:00	11,500	2,300	3,500							600				1,500		3,200		3,900	361,500	388,000
18:00	10,800		3,900	1,800												2,000		16,000	-34,500	
18:30	10,800		9,200	1,800						1,800						2,000		16,000	346,400	388,000
19:00	13,200	3,800	12,500	1,800						5,200					3,000	2,000		14,400	332,100	388,000
19:30	15,800	18,100	18,200	1,800						7,200					3,000	2,000		13,300	308,600	388,000
19:45	15,800	18,100	18,200	1,800						7,200					3,000	2,000		13,300	308,600	388,000
20:00	94,900	6,700	12,600		1,800					3,400				1,800	3,000	2,000		15,600	246,200	388,000
20:30	81,000	6,700	9,500		1,800					5,000				3,600	5,900	5,800		15,600	253,100	388,000
21:00	73,900	5,600	2,400		3,600					5,000	2,000			7,200	8,900	7,500		13,700	258,200	388,000
21:30	72,100	3,200	2,400		1,800					5,000	2,000			7,200	8,900	7,500		13,700	264,200	388,000
22:00	24,300	3,700	4,100		1,800					5,000	2,000	1,800		5,400	5,200	3,900		7,200	323,600	388,000
22:30	16,700	1,900	1,800							5,200		1,800		6,400	5,200	1,800		6,600	340,600	388,000
23:00	1,800									1,800		1,800		2,900	2,300			5,300	372,100	388,000
23:30																		5,300	382,700	388,000

TV AUDIENCES – TUESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00		1,900																500	385,600	388,000
6:00-9:00	2,200	1,300	2,200																382,300	388,000
9:00-12:00	700	5,400	2,100															1,900	377,900	388,000
12:00-15:00	4,400	5,200	2,800		1,200									2,300				800	371,300	388,000
15:00-18:00	7,800	8,100	2,400							400				2,700		2,300		3,700	360,600	388,000
18:00	11,600	7,200	7,400											3,600	1,900	4,900		7,700	343,700	388,000
18:30	15,400	9,000	7,400							1,700				3,600	1,900	4,900		7,700	336,400	388,000
19:00	21,600	17,500	16,800	1,700						7,700				5,500	1,900			1,900	313,400	388,000
19:30	21,300	39,800	23,600							7,700				7,300	1,900			1,900	284,500	388,000
19:45	21,300	36,900	26,500							6,000				7,300	1,900			1,900	286,200	388,000
20:00	93,000	19,600	13,100	1,500						6,000	1,700					5,500		15,700	231,900	388,000
20:30	82,900	18,100	11,100	1,500						8,000					3,500	5,500		13,800	243,600	388,000
21:00	74,800	16,300	12,600						3,000	8,000	1,900			5,200	11,900	1,900		18,200	234,200	388,000
21:30	67,300	14,600	12,600						3,000	8,000	1,900			5,200	13,900	1,900		17,500	242,100	388,000
22:00	39,400	7,500	11,000							8,000			1,500	2,000	13,900	1,900		13,300	289,500	388,000
22:30	27,200	9,600	11,000							8,000			1,500	2,000	12,100	1,900		8,000	306,700	388,000
23:00		3,900								5,900			1,500	2,000	3,500				371,200	388,000
23:30		3,600								1,900			1,500		3,500				377,500	388,000

TV AUDIENCES – WEDNESDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00															200				387,800	388,000
6:00-9:00	1,200	400											1,400	400				1,400	383,200	388,000
9:00-12:00	5,100	4,800											2,100					4,000	372,000	388,000
12:00-15:00	2,000	1,500								1,200			800	1,200		800		2,100	378,400	388,000
15:00-18:00	8,400	6,700											2,400	1,800				5,800	362,900	388,000
18:00		10,400	2,900	2,000									2,400			2,800		17,200	350,300	388,000
18:30		12,100	2,900	2,000									2,400			2,800		17,200	348,600	388,000
19:00	7,500	16,400	4,600							2,100	2,100		2,400	2,400	6,200	2,800		19,300	322,200	388,000
19:30	7,500	29,800	15,500							4,100	2,100		2,400		2,800	2,800		15,500	305,500	388,000
19:45	7,500	29,800	15,500							4,100	2,100		2,400		5,400	2,800		15,500	302,900	388,000
20:00	79,500	15,400	4,400			1,800				4,100	2,100		4,400	6,500	7,500	5,500		21,700	235,100	388,000
20:30	61,600	10,200	17,300		4,900	1,800				4,100	2,100	2,100	6,800	1,800	7,500	5,500		32,900	229,400	388,000
21:00	49,700	10,200	19,700		8,900	1,800				4,200			4,500	2,200	4,100			35,000	247,700	388,000
21:30	38,600	8,200	11,500		8,900	1,800				4,200			4,500	2,200	4,100			29,600	274,400	388,000
22:00	19,700	6,600			6,100					4,200			4,500	2,200	2,200			22,300	320,200	388,000
22:30	12,100	4,400			4,000					4,200			4,500	2,200	2,200			22,300	332,100	388,000
23:00	5,000	2,000			2,000								2,400	2,200				10,000	364,400	388,000
23:30	5,000	2,000			2,000								2,400					10,000	366,600	388,000

TV AUDIENCES – THURSDAYS

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00	2,200												700					500	384,600	388,000
6:00-9:00	2,300	800																800	384,100	388,000
9:00-12:00	1,800		1,200											1,700		2,000		2,900	378,400	388,000
12:00-15:00	4,400	9,400						1,700						1,100				900	370,500	388,000
15:00-18:00	6,900	11,800									800			1,700				1,400	365,400	388,000
18:00	2,400	8,900	2,100											2,500		2,400		2,400	367,300	388,000
18:30	2,400	8,900	2,100											4,700		2,400		2,400	365,100	388,000
19:00	2,400	15,600	3,900							2,100				6,800		8,200		7,300	341,700	388,000
19:30	2,400	48,900	13,000							2,100				6,800		8,200		7,300	299,300	388,000
19:45	2,400	44,000	15,300							2,100				6,800		8,200		7,300	301,900	388,000
20:00	84,300	20,000	6,900											2,200		4,500		12,000	258,100	388,000
20:30	87,500	13,300	4,500	2,200	2,400		2,500			8,200			1,800	4,300		2,200		14,900	244,200	388,000
21:00	73,500	8,700	4,500	2,200	4,600		2,500			10,400	2,300		1,800	4,300	4,300	2,200	3,000	18,800	244,900	388,000
21:30	68,200	8,700	4,500	2,200	4,600					8,000	2,300			4,300	4,300	2,200	3,000	18,800	256,900	388,000
22:00	19,700	4,300			4,600					4,400	2,300			4,300	2,200			6,600	339,600	388,000
22:30	10,100	4,300								4,400	2,300			2,200	2,200			4,400	358,100	388,000
23:00	4,400	2,100									2,300							4,600	374,600	388,000
23:30		2,200	2,100								2,300							2,200	379,200	388,000

TV AUDIENCES – FRIDAYS

	TVM	ONE	Net	Smash	TVM2	iTV shop.	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00											600								387,400	388,000
6:00-9:00	400																		387,600	388,000
9:00-12:00	4,200							2,600		2,400									378,800	388,000
12:00-15:00	6,700	4,700						2,600		5,500								1,400	367,100	388,000
15:00-18:00	7,300	4,700						2,600						700	900			6,500	365,300	388,000
18:00	4,800	2,200	2,700					2,600								2,300		14,900	358,500	388,000
18:30	7,100	2,200	2,700					2,600							4,800	2,300		11,900	354,400	388,000
19:00	7,100	4,300	6,800					2,600		2,200					2,500	4,800		8,700	349,000	388,000
19:30	9,200	22,300	9,300					2,600		2,200						2,500		8,700	331,200	388,000
19:45	9,200	22,300	9,300					2,600		2,200						2,500		8,700	331,200	388,000
20:00	76,000	9,200	6,800											2,700		2,500		9,000	281,800	388,000
20:30	82,200	10,900	6,800							2,200				4,900	3,200	2,500		9,000	266,300	388,000
21:00	64,900	8,600	7,200		2,200					4,500				14,900	8,600	2,500		6,600	268,000	388,000
21:30	60,500	4,800	5,300		2,200					2,400				14,900	8,600			6,600	282,700	388,000
22:00	35,800	2,300			2,200					2,400				6,200	5,400	2,200		4,500	327,000	388,000
22:30	26,000				2,200					2,400				6,200	2,400	2,200		2,200	344,400	388,000
23:00	4,500													2,300				2,200	379,000	388,000
23:30	1,900																	2,200	383,900	388,000

TV AUDIENCES – SATURDAYS

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00															500				387,500	388,000
6:00-9:00																			388,000	388,000
9:00-12:00	2,100	3,700											2,100					2,400	377,700	388,000
12:00-15:00	6,800	5,400	1,100							2,600			2,100	1,900				1,000	367,100	388,000
15:00-18:00	6,200	4,900								4,100			4,200	7,000	2,500	800		9,700	348,600	388,000
18:00	10,800	4,600	2,500		4,400					7,000			4,600	4,300	4,300			14,800	330,700	388,000
18:30	11,000	4,600			4,200					7,000			4,600	4,300	4,300			12,900	335,100	388,000
19:00	9,700	9,100	2,000		4,200					4,700			4,600	6,400	4,300			7,800	335,200	388,000
19:30	7,400	32,300	14,800		2,100					4,700			2,100	10,400	4,300			9,900	300,000	388,000
19:45	7,400	32,300	14,800		2,100					4,700			2,100	10,400	4,300			9,900	300,000	388,000
20:00	55,400	17,500	10,900				2,300			7,600			2,100	10,400	6,400	4,400		13,300	257,700	388,000
20:30	44,500	22,200	8,600				2,300			17,000			2,100	10,600	6,400	4,400		18,700	251,200	388,000
21:00	38,600	20,300	10,800							11,800			2,100	13,300	14,600	2,200		23,500	250,800	388,000
21:30	33,900	20,300	10,800							13,900			2,100	13,300	12,500	2,200		21,400	257,600	388,000
22:00	24,500	14,800	8,500							9,300			2,100	22,100	9,800			13,300	283,600	388,000
22:30	24,500	10,000	8,500							9,300	2,500		4,600	19,600	9,800			13,300	285,900	388,000
23:00	6,800	10,000	2,200							4,500	2,500		4,600	10,900	6,400			2,100	338,000	388,000
23:30	6,800	10,000	2,200							4,500	2,500		4,600	8,800	4,300			2,100	342,200	388,000

TV AUDIENCES – SUNDAYS

	TVM	ONE	Net	Smash	TVM2	ITV Shop.	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
>6:00	200																		387,800	388,000
6:00-9:00	1,000																		387,000	388,000
9:00-12:00	5,400	2,200																	380,400	388,000
12:00-15:00	5,500	4,700					1,200			1,600		600		1,700	800			1,200	370,700	388,000
15:00-18:00	4,000	7,500	900		700		600			800				2,600		1,200		3,700	366,000	388,000
18:00	2,900	7,000								1,700			1,700	4,400				3,400	366,900	388,000
18:30	4,700	8,800								1,700			1,700	4,400				3,400	363,300	388,000
19:00	5,400	15,600	3,300							1,700			1,700	1,600				7,800	350,900	388,000
19:30	7,300	39,500	8,500							1,700			1,700	1,600				6,100	321,600	388,000
19:45	7,300	36,000	16,200							1,700			1,700	1,600				6,100	317,400	388,000
20:00	75,200	22,400	14,600		1,800					1,800	2,200		1,700		1,800	2,300		9,900	254,300	388,000
20:30	56,600	26,300	25,200		2,000					5,100	2,200		3,400		1,800	6,400		11,800	247,200	388,000
21:00	29,200	15,900	26,100		2,000		1,700			5,100	2,200		3,400	3,500	5,800	6,400		24,400	262,300	388,000
21:30	29,200	12,100	22,800				1,700			5,000	2,200		3,400	5,200	5,800	6,400		24,400	269,800	388,000
22:00	10,800	4,900	8,400	1,900						1,700	2,200		1,700	5,200	4,200	2,300		17,600	327,100	388,000
22:30	9,100	4,900	4,500							1,700		2,000	1,700	5,200	4,200			18,000	336,700	388,000
23:00		3,500										2,000		1,700				2,300	378,500	388,000
23:30		1,700										2,000		1,700				2,300	380,300	388,000

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

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

RADIO AUDIENCES – MONDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight						2,949												384,321	387,270
0:30																		387,270	387,270
1:00																		387,270	387,270
1:30																		387,270	387,270
2:00																		387,270	387,270
2:30																		387,270	387,270
3:00																		387,270	387,270
3:30																		387,270	387,270
4:00				1,629														385,641	387,270
4:30				1,629														385,641	387,270
5:00				1,629				1,971										383,669	387,270
5:30								1,971										385,299	387,270
6:00			1,758	3,516	4,124					1,678								376,195	387,270
6:30	1,758		1,758	5,146	4,124	8,980				1,678								363,828	387,270
7:00	5,934	1,629		8,851	10,144	13,543	1,773	1,629		5,125		6,156						332,485	387,270
7:30	4,060			5,487	10,144	3,751	1,773	1,629		5,125	2,334	4,131	2,413					346,422	387,270
8:00	1,724		2,400	7,211	5,198	11,042	1,773	3,362	1,732	6,898		2,214	4,271					339,446	387,270
8:30			2,400	7,211	3,173	12,230	1,773	3,362	1,732	7,146		2,214	4,271					341,758	387,270
9:00	13,603		4,029	7,211	4,946	7,267	3,583	3,362	3,467	5,373		2,214						332,216	387,270
9:30	8,961		4,029	7,211	4,946	5,509	3,583	3,362	3,467	5,373		2,214						338,616	387,270
10:00	8,961		6,066	8,946	4,946	5,509	3,583	1,732	3,469	5,373		4,614						334,071	387,270
10:30	5,513		6,066	7,211	4,946	5,509	3,583	1,732		5,373		4,614						342,722	387,270
11:00	5,513		3,546	5,487	4,946	5,509	3,583	1,732		5,373		4,614						346,966	387,270
11:30	5,513		3,546	9,376	4,946	5,509	1,773	1,732		5,373		4,614						344,888	387,270
Noon			1,917	9,384	1,724	3,763	1,773	2,898		5,373		4,614						355,824	387,270
12:30			1,917	3,704	1,724	3,763	1,773	2,898		3,649		4,614						363,228	387,270
1:00	1,917			3,456	1,724	1,758	1,773	2,898		1,678		4,614						367,453	387,270
1:30				3,456	1,724	1,758	1,773	2,898	1,734	1,678		4,614						367,635	387,270
2:00				1,724	1,724	1,758	1,773	2,898	1,734	1,678		3,972	2,400					367,609	387,270
2:30				1,724	1,724	1,758	1,773	2,898	1,734	1,678		3,972	2,400					367,609	387,270
3:00				1,724	1,724	1,758	1,773	2,898		1,678		2,214	2,400			2,025		369,077	387,270
3:30				1,724	1,724	1,758	1,773	2,898		1,678		2,214	2,400					371,102	387,270
4:00			3,387	3,353	3,749	3,516		2,898		3,649		2,214	2,400					362,104	387,270
4:30			3,387	3,353	3,749	1,758		2,898		3,649		2,214	2,400					363,862	387,270
5:00			1,629	1,629	5,198	2,949	1,792	2,898		3,649		2,214						365,311	387,270
5:30			1,629	1,629	5,198	2,949	1,792	2,898		3,649		2,214						365,311	387,270
6:00			1,629	5,251	3,474	9,230		2,898		3,649								361,139	387,270
6:30			1,629	5,251	3,474	9,230		2,898		3,649								361,139	387,270
7:00				3,527	2,849	4,806	1,734	1,449		3,649								369,255	387,270
7:30				1,792	2,849	4,806	1,734	1,449		3,649								370,989	387,270
8:00				1,724	2,849	2,949	1,734	1,449		1,971								374,593	387,270
8:30				1,724	2,849	2,949	1,734	1,449		1,971								374,593	387,270
9:00				1,724	2,849	4,710		1,449		1,971								374,567	387,270
9:30				1,724	2,849	4,710		1,449		1,971								374,567	387,270
10:00				1,724		5,277		1,449		1,971								376,848	387,270
10:30				1,724		5,277		1,449		1,971								376,848	387,270
11:00				1,724		2,949		1,449		1,971								379,177	387,270
11:30				1,724		2,949		1,449		1,971								379,177	387,270
Total Avg	1,322	34	1,098	3,213	2,548	3,675	1,073	1,722	397	2,582	49	1,610	528			42		367,377	387,270
maximum	13,603	1,629	6,066	9,384	10,144	13,543	3,583	3,362	3,469	7,146	2,334	6,156	4,271			2,025		387,270	
std.dev.	2,969	235	1,675	2,835	2,487	3,408	1,205	1,190	962	2,097	337	1,965	1,162			292		16,742	

RADIO AUDIENCES – TUESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight																		387,270	387,270
0:30																		387,270	387,270
1:00																		387,270	387,270
1:30																		387,270	387,270
2:00																		387,270	387,270
2:30																		387,270	387,270
3:00																		387,270	387,270
3:30																		387,270	387,270
4:00								1,762										385,508	387,270
4:30								1,762										385,508	387,270
5:00								1,762										385,508	387,270
5:30								1,762										385,508	387,270
6:00				1,797			1,762	3,828					2,913					376,970	387,270
6:30				3,570		9,078	3,575	3,828					2,913					364,306	387,270
7:00	2,050			5,067		8,921	3,525	3,828	2,603	5,865		2,386				1,871		351,154	387,270
7:30	2,050		1,825	3,294		8,921	3,525	1,762	4,429	5,281		6,624				1,871		347,687	387,270
8:00	8,681		1,899	10,536	1,773	22,542	8,799	1,762	2,603	3,497		7,848	5,886				2,453	308,989	387,270
8:30	8,681		1,899	10,536	1,773	17,804	8,799	1,762	2,603	3,497		4,279	4,089				2,453	319,093	387,270
9:00	12,656		3,015	14,160	3,606	8,765	10,172	3,828	4,619	6,994		2,453	1,825				2,453	312,724	387,270
9:30	12,656		3,015	16,210	3,606	6,894	10,172	3,828	4,619	6,994		2,453	1,825				2,453	312,544	387,270
10:00	12,656		3,015	18,260	5,368	4,710	10,172	3,828	4,619	6,994							2,453	315,195	387,270
10:30	10,697		3,015	18,260	5,368	4,710	12,222	5,590	4,619	6,994							2,453	313,342	387,270
11:00	12,656			16,448	5,368	4,710	10,741	7,655	2,015	6,994							2,453	318,229	387,270
11:30	12,656			18,114	5,368	4,710	10,741	5,893	2,015	6,994		2,050					2,453	316,275	387,270
Noon	10,666			11,457	5,418	4,710	5,501	1,762	2,015	3,547								342,193	387,270
12:30	9,023			6,460	5,418	4,710	5,501	1,762	2,015	1,482								350,899	387,270
1:00	5,437			6,950	3,606	4,710	5,274		2,015	1,482								357,795	387,270
1:30	5,437			6,950	3,606	4,710	5,274		2,015	1,482								357,795	387,270
2:00	5,437			6,950	3,606	2,453	5,274			3,497								360,052	387,270
2:30	5,437			6,950	3,606		3,450			3,497								364,330	387,270
3:00	5,437			6,499	1,773	6,427	3,450			2,015								361,668	387,270
3:30	5,437		1,825	8,165	1,773	6,427	3,450			2,015								358,176	387,270
4:00	5,437			3,586	8,653	8,251		1,762							1,850			357,730	387,270
4:30	5,437			3,586	12,481	8,251	1,824	1,762							1,850			352,078	387,270
5:00	7,211			1,773	16,750	2,264		1,762							1,850	2,264		353,396	387,270
5:30	7,211			1,773	16,750	2,264		1,762					2,264		1,850	2,264		351,132	387,270
6:00	5,495	2,577		1,773	6,830	5,509		1,762		1,482			4,061		1,850			355,932	387,270
6:30	5,495	2,577		1,773	6,830	3,015		1,762		1,482			1,797		1,850			360,689	387,270
7:00	1,762			1,773	5,017	3,015		3,428		1,773					1,850			368,651	387,270
7:30	1,762			1,773	5,017	2,184		1,762		1,773					1,850			371,147	387,270
8:00	1,762			1,773	5,017	2,184									1,850			374,683	387,270
8:30	1,762			1,773	5,017										1,850			376,867	387,270
9:00	1,762			3,439	3,255													378,814	387,270
9:30	1,762			3,439	3,255													378,814	387,270
10:00	1,762			3,439	3,255													378,814	387,270
10:30	1,762			3,439	3,255													378,814	387,270
11:00	1,762			3,439	3,255											1,666		377,148	387,270
11:30	1,762			3,439	1,773											1,666		378,629	387,270
Total Avg	4,201	107	406	4,971	3,488	3,601	2,775	1,536	892	1,784		585	574		385	242	409	361,311	387,270
maximum	12,656	2,577	3,015	18,260	16,750	22,542	12,222	7,655	4,619	6,994		7,848	5,886		1,850	2,264	2,453	387,270	
std.dev.	4,264	520	949	5,485	3,920	4,702	3,858	1,849	1,540	2,484		1,658	1,337		759	652	924	24,843	

RADIO AUDIENCES – WEDNESDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight				1,926						2,330								383,014	387,270
0:30				1,926														385,344	387,270
1:00				1,926														385,344	387,270
1:30				1,926														385,344	387,270
2:00				1,926														385,344	387,270
2:30				1,926														385,344	387,270
3:00				1,926														385,344	387,270
3:30				1,926														385,344	387,270
4:00				1,926														385,344	387,270
4:30			2,078	1,926														383,267	387,270
5:00						2,852												384,418	387,270
5:30				6,701		2,852												377,717	387,270
6:00				6,701	1,926	8,344			2,037	4,100								364,162	387,270
6:30	2,703			6,701	1,926	11,711		2,095	2,037	4,100								355,997	387,270
7:00	4,740			6,701	1,926	5,245	2,037	2,037		9,915								354,669	387,270
7:30	2,037			6,701	1,926	9,347	2,037	2,037		9,915			7,585					345,685	387,270
8:00	3,750	5,445	15,289			23,491	4,074	6,239		7,865		2,852	4,304		2,037			311,923	387,270
8:30	3,750	5,445	15,289			9,160	4,074	4,100		7,865		2,852	2,195		2,037			330,502	387,270
9:00	9,989	2,162	12,902			9,801	4,074	2,050	2,703	2,050	4,328		2,759		2,037			332,415	387,270
9:30	9,989	2,162	12,902			9,801	4,074	2,050	2,703	2,050	4,328		2,759		2,037	1,713		330,702	387,270
10:00	8,277	2,162	12,902	2,050	11,649	4,074	4,168	5,539	2,050	4,328					2,078	1,713		326,280	387,270
10:30	8,277	2,162	12,902	2,050	11,649	4,074	4,168	5,539	2,050	4,328					2,078	1,713		326,280	387,270
11:00	6,564	2,162	10,532	2,050	6,965	4,074	6,094	4,918	2,050	4,328					2,078	1,713		333,743	387,270
11:30	6,564	2,162	10,532	2,050	6,965	4,074	6,094	4,918	2,050	4,328					2,078	1,713		333,743	387,270
Noon	1,983		10,869	2,050	6,865	2,037		2,215	1,713	2,063						1,713		355,762	387,270
12:30	1,983		10,869	2,050	6,865	2,037		2,215	1,713	2,063						1,713		355,762	387,270
1:00			11,121	2,050	7,237	2,037			4,042							1,713		359,070	387,270
1:30			13,047	2,050	7,237	2,037			4,042							1,713		357,144	387,270
2:00			10,659	2,050	8,526	2,037	3,963		6,092							1,713		352,229	387,270
2:30	2,037		10,659	2,050	8,526	2,037	1,926		6,417							1,713		351,905	387,270
3:00	4,303		12,709	6,493	10,150	2,037	6,661		4,380		2,852				2,037	1,713		333,935	387,270
3:30	4,303		12,709	6,493	8,073	2,037	4,735		4,380		2,852				2,037	1,713		337,939	387,270
4:00	4,303		10,321	6,493	7,689	2,037	6,830		4,380		2,852	4,217			2,037			336,110	387,270
4:30	4,303		10,321	8,419		2,037	4,735		4,380		2,852	4,217			2,037			343,968	387,270
5:00	2,037	3,367	10,321	8,419	5,504	2,037	6,661		8,422		2,852	3,367		4,115				330,166	387,270
5:30	2,037		10,321	8,419	5,504	2,037	4,735		8,422		2,852	3,367		4,115				335,459	387,270
6:00		2,078	1,926	3,976	5,271		4,735		8,422		5,604				2,078			353,181	387,270
6:30			1,926	2,050	7,888		4,735		4,380		2,852				2,078			361,362	387,270
7:00		3,367	1,926			3,010	4,667		4,380		2,852							367,069	387,270
7:30		3,367	1,926				4,667		2,330		2,852							372,128	387,270
8:00		3,367	1,926	1,926							2,852							377,199	387,270
8:30		3,367	1,926	1,926	3,485						2,852							373,714	387,270
9:00		3,367	1,926						2,330		2,852							376,795	387,270
9:30		3,367	1,926						2,330		2,852							376,795	387,270
10:00		3,367	1,926						2,330		2,852							376,795	387,270
10:30		3,367	1,926						2,330		2,852							376,795	387,270
11:00			1,926						4,042		2,852							378,450	387,270
11:30			1,926						2,330		2,852							380,162	387,270
Total Avg	1,957		1,215	6,522	1,725	4,764	1,336	2,087	725	3,166	627	1,246	724		771	464		359,941	387,270
maximum	9,989		5,445	15,289	8,419	23,491	4,074	6,830	5,539	9,915	4,328	5,604	7,585		4,115	1,713		385,344	
std.dev.	2,900		1,645	4,895	2,443	5,009	1,559	2,472	1,579	2,907	1,473	1,540	1,658		1,171	769		21,685	

RADIO AUDIENCES – THURSDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight																		387,270	387,270
0:30																		387,270	387,270
1:00																		387,270	387,270
1:30																		387,270	387,270
2:00																		387,270	387,270
2:30																		387,270	387,270
3:00																		387,270	387,270
3:30																		387,270	387,270
4:00																		387,270	387,270
4:30																		387,270	387,270
5:00	2,497							2,014										382,759	387,270
5:30								2,014										385,256	387,270
6:00	2,502	2,982	2,215			2,982	3,521			1,791		2,157	2,207					366,911	387,270
6:30	2,502	2,982	5,198			8,244	5,652			1,791		4,453	4,364					352,084	387,270
7:00	2,502	4,943	18,536			17,619	8,149			5,596		5,035	2,157					322,732	387,270
7:30	2,502	4,943	17,769			15,064	8,149		5,085	3,582		11,716						318,461	387,270
8:00	8,866	2,207	14,224			6,969	8,149		2,878	3,582		9,399						330,997	387,270
8:30	8,866		16,396			4,764	8,149		5,085	3,582		2,157			2,173			336,099	387,270
9:00	8,843		15,733	2,369		6,695	10,292		2,878	5,712		2,157			2,173			330,418	387,270
9:30	8,843	3,644	15,733	2,369		6,695	10,292		2,878	5,712		2,157						328,946	387,270
10:00	6,636		15,691	2,369		4,468	8,162		2,878	5,712		2,157						339,197	387,270
10:30	6,636		15,691	2,369		4,468	8,162			5,712		2,157						342,075	387,270
11:00	4,157		13,194	2,369		2,261	10,292			5,712		2,157						347,127	387,270
11:30	4,157		15,338	2,369		2,261	10,292			5,712		2,157						344,983	387,270
Noon			8,789			2,261	3,521			4,227		2,157						366,314	387,270
12:30			6,646			2,261	3,521			1,791		2,157						370,894	387,270
1:00			2,215				3,521	2,074		1,791		2,157						375,512	387,270
1:30			2,215				3,521	2,074		1,791		2,157						375,512	387,270
2:00			5,100				3,521	2,074		1,791								374,784	387,270
2:30			5,100				3,521	2,074		1,791					2,173			372,612	387,270
3:00			7,291			5,083	3,521	2,074		2,014					2,173			365,115	387,270
3:30			7,291			5,083	3,521	4,280		2,014					2,173			362,908	387,270
4:00			4,406			2,176	6,406	4,337							2,173			367,772	387,270
4:30			4,406			2,176	6,406	4,337					2,157		2,173			365,615	387,270
5:00			8,917				6,406	4,337					6,530		2,173	2,215		356,693	387,270
5:30			8,917				6,406	4,337							2,173			365,438	387,270
6:00			2,215				3,521								2,173			379,361	387,270
6:30			4,346				5,958								2,173			374,794	387,270
7:00		2,736	2,215				2,436	4,511				3,147			2,173			370,052	387,270
7:30		2,736	2,215				2,436	2,014							2,173			375,696	387,270
8:00															2,173			385,097	387,270
8:30															2,173			385,097	387,270
9:00															2,173			385,097	387,270
9:30															2,173			385,097	387,270
10:00	2,215														2,173			382,882	387,270
10:30	2,215														2,173			382,882	387,270
11:00	2,215														2,173			382,882	387,270
11:30	2,215														2,173			382,882	387,270
Total Avg	1,633		566	5,167	296	2,115	3,488	886	452	1,488		1,242	363		950	46		368,578	387,270
maximum	8,866		4,943	18,536	2,369	17,619	10,292	4,511	5,085	5,712		11,716	6,530		2,173	2,215		387,270	
std.dev.	2,764		1,340	6,187	792	3,809	3,591	1,529	1,264	2,103		2,363	1,216		1,089	320		20,328	

RADIO AUDIENCES – FRIDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight	2,333																	384,937	387,270
0:30	2,333																	384,937	387,270
1:00	2,333																	384,937	387,270
1:30	2,333																	384,937	387,270
2:00	2,333																	384,937	387,270
2:30	2,333																	384,937	387,270
3:00	2,333																	384,937	387,270
3:30	2,333																	384,937	387,270
4:00	2,333																	384,937	387,270
4:30	2,333			2,355														382,582	387,270
5:00	2,333			2,355														382,582	387,270
5:30	2,333			4,985									2,272					377,681	387,270
6:00		2,333		7,550		2,333							2,272					372,783	387,270
6:30				7,550	2,495	5,731		2,355					4,594					364,545	387,270
7:00			4,907	9,436	2,495	5,731	1,886	2,355				2,322	4,594					353,544	387,270
7:30			4,907	11,680	2,495	8,630	1,886	2,355				2,882	2,272					350,165	387,270
8:00	4,515		4,907	14,035	2,629	15,499	1,886	4,711	2,610			19,357	2,272		2,629			312,221	387,270
8:30	4,515		4,907	14,035	2,629	14,941	1,886	4,711				9,202	2,272		2,629			325,543	387,270
9:00	8,879		4,907	14,035	2,629	13,422	4,452	8,419				9,202	2,272		2,629			316,425	387,270
9:30	8,879		4,907	16,278	2,629	13,422	4,452	8,419				9,202	2,272		2,629			314,181	387,270
10:00	6,759		4,907	14,035	2,629	13,422	4,452	8,419				6,164	2,272		2,629	2,121		319,462	387,270
10:30	6,759		4,907	14,035	2,629	13,422	4,452	8,419				6,164	2,272		2,629	2,121		319,462	387,270
11:00	6,759		4,907	9,324	2,629	11,004	2,566	6,064				6,164	2,272		2,629	2,121		330,832	387,270
11:30	6,759		4,907	13,907	2,629	11,004	2,566	6,064				6,164	2,272		2,629	2,121		326,249	387,270
Noon	6,848	2,272	4,907	11,341	2,629	8,821	2,566			2,566		3,024	2,272					340,026	387,270
12:30	4,515	2,272	4,907	8,879	2,629	8,821	2,566			2,566		3,024	2,272					344,821	387,270
1:00	4,515	2,272	4,907	8,879	2,495	9,137	2,566	2,355		2,566		3,024	2,272			2,121		340,163	387,270
1:30	6,636	2,272	4,907	6,759	2,495	6,255	2,566	2,355		2,566		3,024	2,272			2,121		343,045	387,270
2:00	9,053		4,907	4,873	2,495	9,569		2,355		2,184			2,272			2,121		347,442	387,270
2:30	9,053		4,907	4,873	2,495	6,255		2,355		2,184			2,272			2,121		350,756	387,270
3:00	9,053		2,272	9,794	3,031	8,547		2,355	3,175	4,491	2,882		2,272					339,400	387,270
3:30	6,636		2,272	9,794	3,031	10,879		4,539	3,175	2,307	2,882		2,272					339,485	387,270
4:00	6,636		2,272	9,794	3,031	6,255		4,539	3,175	2,307	2,882		2,272					344,109	387,270
4:30	6,636		2,272	7,438	5,525	3,838		4,539	3,175	2,307	2,882		2,272					346,387	387,270
5:00	6,636		2,272	12,081	5,525	9,591		2,355		2,307	2,882							343,621	387,270
5:30	6,636		2,272	12,081	3,031	3,838				2,307	2,882							354,224	387,270
6:00	6,636		2,272	7,483		7,546					2,882							360,453	387,270
6:30	6,636		2,272	7,483		7,546					2,882							360,453	387,270
7:00	6,636			5,195		7,546				1,886								366,008	387,270
7:30	6,636			5,195		7,546				1,886								366,008	387,270
8:00	4,750			5,195		3,838				1,886								371,602	387,270
8:30	4,750			2,566		3,838				1,886								374,231	387,270
9:00	4,750			2,566						1,886					2,629			375,439	387,270
9:30	4,750			2,566						1,886					2,629			375,439	387,270
10:00	4,750			2,566		3,024										2,495		374,436	387,270
10:30	4,750			2,566		3,024										2,495		374,436	387,270
11:00	4,750			2,566												2,495		377,460	387,270
11:30	4,750			2,566														379,955	387,270
Total Avg	4,775	189	2,063	6,473	1,394	5,506	849	1,876	319	874	480	1,852	1,185		548	509		358,377	387,270
maximum	9,053	2,272	4,907	16,278	5,525	15,499	4,452	8,419	3,175	4,491	2,882	19,357	4,594		2,629	2,495		384,937	
std.dev.	2,553	634	2,201	4,942	1,579	4,953	1,447	2,706	948	1,197	1,085	3,765	1,330		1,079	947		23,070	

RADIO AUDIENCES – SATURDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight																		387,270	387,270
0:30																		387,270	387,270
1:00																		387,270	387,270
1:30																		387,270	387,270
2:00																		387,270	387,270
2:30																		387,270	387,270
3:00								2,137										385,133	387,270
3:30								2,137										385,133	387,270
4:00																		387,270	387,270
4:30																		387,270	387,270
5:00																		387,270	387,270
5:30																		387,270	387,270
6:00	2,436			4,527						4,812								375,495	387,270
6:30	2,436			4,527		2,909				4,812								372,585	387,270
7:00	2,436	2,311	10,661	2,089	5,711					11,449								352,614	387,270
7:30	2,436	2,311	10,661	2,089	5,711		2,377			9,073								352,614	387,270
8:00	9,051	2,206	10,661	4,319	5,708		4,753			11,346		2,801			2,436	4,722		329,267	387,270
8:30	11,427	2,206	12,739	4,319	5,708		4,753			9,267		2,801			2,436	4,722		326,891	387,270
9:00	9,116	2,206	12,739	6,067	19,701		4,753	2,078		9,267	2,441	2,153			4,514	7,536		304,698	387,270
9:30	9,116	2,206	12,739	6,067	19,701		4,753	2,078		9,267	2,441	2,153			4,514	7,536		304,698	387,270
10:00	11,854		12,739	6,067	18,183		2,377	2,078		9,267	2,441	2,153			4,514			315,597	387,270
10:30	11,854		12,739	6,067	15,608		2,377	2,078		9,267	2,441	2,153			4,514			318,173	387,270
11:00	9,763		12,739	6,067	18,517		2,377			11,232	2,441	2,153	2,670		4,514			314,798	387,270
11:30	9,763		14,817	3,885	15,608	2,182	2,377			11,232	2,441	2,153	2,670		4,514			315,630	387,270
Noon	2,377		10,290	3,885	5,588	2,182	2,377			10,752	2,441							347,379	387,270
12:30			8,098	3,885	5,588		2,377			10,752	2,441							354,130	387,270
1:00			8,253	3,885	4,822		2,377			4,169	2,441	2,240					2,078	357,005	387,270
1:30			6,289	3,885	2,153					4,169	2,441						2,078	366,255	387,270
2:00			6,646	3,885	2,153						2,441	2,151						369,994	387,270
2:30			4,527	3,885	2,153						2,441	2,151						372,114	387,270
3:00			4,527	4,226						2,182	2,441				2,436	2,441		369,017	387,270
3:30			4,527	4,226	2,893					2,182	2,441				2,436	2,441		366,124	387,270
4:00			4,527	2,137	2,260	3,555				2,182	4,818				2,436	2,441		362,914	387,270
4:30			4,527	2,137	2,260	3,555				2,182	4,818				2,436	2,441		362,914	387,270
5:00			4,527	2,137	2,260	3,555									2,436	2,441		369,914	387,270
5:30			4,527	2,137		3,555									2,436	2,441		372,174	387,270
6:00			4,527	2,137						2,436					2,436			375,734	387,270
6:30			4,527	2,137						2,436					2,436			375,734	387,270
7:00			4,527	2,137						2,091								378,515	387,270
7:30			4,527	2,137						2,091								378,515	387,270
8:00	2,161		2,091	2,137				2,161				2,104						376,615	387,270
8:30			2,091	2,137				2,161				2,104						378,776	387,270
9:00				2,137				2,161				2,104						380,867	387,270
9:30				2,137				2,161				2,104						380,867	387,270
10:00				4,102								2,104						381,064	387,270
10:30				2,137								2,104						383,028	387,270
11:00				2,137	2,151							2,104						380,877	387,270
11:30				2,137	2,151							2,104						380,877	387,270
Total Avg	2,005		280	4,705	2,395	3,531	387	881	353	3,290	913	873	111		1,072	816	87	365,571	387,270
maximum	11,854	2,311	14,817	6,067	19,701	3,555	4,753	2,161	11,449	4,818	2,801	2,670			4,514	7,536	2,078	387,270	
std.dev.	3,836		749	4,771	1,965	5,853	1,061	1,512	798	4,268	1,383	1,098	539		1,640	1,856	420	24,842	

RADIO AUDIENCES – SUNDAY

	Radju Malta	Radju Malta 2	Magic	One Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Vibe FM	X FM	Bay Easy	Community	Foreign	Other Station	NONE	Total
MNight																		387,270	387,270
0:30																		387,270	387,270
1:00																		387,270	387,270
1:30																		387,270	387,270
2:00																		387,270	387,270
2:30																		387,270	387,270
3:00																		387,270	387,270
3:30																		387,270	387,270
4:00							1,380											385,890	387,270
4:30							1,380											385,890	387,270
5:00				1,723			1,380											384,168	387,270
5:30				1,723			1,380											384,168	387,270
6:00				4,925			1,380			1,641								379,324	387,270
6:30	1,723			6,703		1,699	1,380			1,641								374,125	387,270
7:00	1,723		2,807	4,997	1,699	2,177	1,380			3,282								369,206	387,270
7:30	1,723		2,807	4,997	4,411	1,649	1,380			3,282		5,019						362,003	387,270
8:00	3,274			6,685	1,699	3,338	1,380	3,364	2,807	3,364		6,208						355,153	387,270
8:30	3,274			4,997	1,699	3,338	1,380	3,364	2,807	1,723		6,208						358,481	387,270
9:00	12,347			6,920	3,339	8,752	2,977	6,762	2,807	1,723		6,208	1,928					333,507	387,270
9:30	12,347			6,920	3,339	6,968	2,977	6,762	2,807	1,723		6,208						337,218	387,270
10:00	10,796			8,561	1,641	6,968	6,234	8,403	2,807	1,723		4,509		2,285		2,222		331,121	387,270
10:30	10,796			8,561	1,641	4,934	4,683	8,403	2,807	1,723		2,297		2,285				339,140	387,270
11:00	10,796			6,920	1,641	6,924	4,683	6,830	2,807	1,723		2,297						342,648	387,270
11:30	10,796			8,571	1,641	4,997	4,683	6,830	2,807	1,723		2,297				2,222		340,703	387,270
Noon	1,723			8,573	4,926	4,212	3,086	1,825		1,641								361,284	387,270
12:30	1,723			8,573	4,926		3,086	1,825		1,641								365,496	387,270
1:00	3,524			11,862	1,641		3,086	1,825		3,564								361,768	387,270
1:30	3,524			8,931	1,641		3,086	1,825		3,564								364,699	387,270
2:00	5,197	1,551	2,285	5,197	1,641	1,699	3,086	1,825		1,641								363,149	387,270
2:30	5,197	1,551	2,285	5,197	1,641		3,086	1,825		1,641								364,847	387,270
3:00	7,074	1,551	2,285	7,414		4,100		3,204		1,723				2,285				357,634	387,270
3:30	7,074	1,551	2,285	7,414				3,204		1,723		2,108	2,285					359,627	387,270
4:00	5,151		2,285	7,332		5,900		1,825		1,723		2,108						360,947	387,270
4:30	5,151		4,053	7,332	1,688	4,514		3,626		1,723		2,108						357,076	387,270
5:00	3,600			7,332	1,688	4,514	4,637	3,626		1,723								360,151	387,270
5:30	3,600			9,255	1,688	2,217	4,637	3,626		1,723								360,525	387,270
6:00	9,154	1,651	2,807	10,726		4,439	4,637	3,626										350,230	387,270
6:30	7,353	1,651		8,983		4,439	3,086	3,626										358,132	387,270
7:00	3,600	1,651		3,858		4,439	3,086	3,466		1,641		1,676						363,854	387,270
7:30	3,646			3,858		4,439	3,086	3,466		1,641		1,676						365,459	387,270
8:00	5,471			2,217		2,222	3,031	3,466										370,864	387,270
8:30	6,359			2,217			3,031	3,466										372,198	387,270
9:00	2,712						3,031	1,825										379,702	387,270
9:30	2,712						3,031	1,825										379,702	387,270
10:00	2,712						3,031	1,825										379,702	387,270
10:30	2,712						3,031	1,825										379,702	387,270
11:00							1,380	1,825										384,066	387,270
11:30							1,380	1,825										384,066	387,270
Total Avg	3,720	232	498	4,364	921	2,060	2,139	2,351	468	1,095		929	172	190		93		368,037	387,270
maximum	12,347	1,651	4,053	11,862	4,926	8,752	6,234	8,403	2,807	3,564		6,208	2,108	2,285		2,222		387,270	
std.dev.	3,761	569	1,074	3,742	1,371	2,533	1,669	2,356	1,057	1,137		1,955	577	638		449		16,266	

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

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

TV AUDIENCES – MONDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight																		3,259	384,011	387,270
0:30																			387,270	387,270
1:00																			387,270	387,270
1:30																			387,270	387,270
2:00																			387,270	387,270
2:30																			387,270	387,270
3:00																			387,270	387,270
3:30																			387,270	387,270
4:00																			387,270	387,270
4:30																			387,270	387,270
5:00																			387,270	387,270
5:30																			387,270	387,270
6:00																			387,270	387,270
6:30																		1,449	385,821	387,270
7:00	1,724																	6,212	379,334	387,270
7:30	1,724																	3,773	381,774	387,270
8:00	1,724															1,917		2,849	380,780	387,270
8:30	1,724															1,917		2,849	380,780	387,270
9:00	1,724													1,678		1,917		2,849	379,102	387,270
9:30	1,724													1,678		1,917		2,849	379,102	387,270
10:00	1,724		1,724											1,678		1,917		2,849	377,379	387,270
10:30	1,724		1,724											1,678		1,917		2,849	377,379	387,270
11:00	1,724		1,724											1,678		1,917		2,849	377,379	387,270
11:30	1,724		1,724											1,678		1,917		2,849	377,379	387,270
Noon	1,734		1,724													1,917		1,724	380,171	387,270
12:30			1,724													1,917		1,724	381,906	387,270
1:00			1,724													1,917		4,673	378,957	387,270
1:30			1,724				1,810									1,917		4,673	377,147	387,270
2:00		1,629					1,810									1,917		4,673	377,241	387,270
2:30	1,629									1,724						1,917		6,457	375,543	387,270
3:00	21,022	2,287	2,020							1,724						1,917		3,508	354,793	387,270
3:30	17,849	7,544	2,020							1,724						1,917		3,508	352,708	387,270
4:00	11,217	1,724	2,020											3,459		3,774		3,458	361,617	387,270
4:30	11,217	1,724	3,744											3,459		3,774		3,458	359,894	387,270
5:00	3,641		5,468											1,629		3,774		3,458	369,300	387,270
5:30	3,641		5,468													3,774		5,871	368,516	387,270
6:00	10,748		3,897	1,773												1,917		15,986	352,949	387,270
6:30	10,748		9,119	1,773						1,773						1,917		15,986	345,955	387,270
7:00	13,161	3,702	12,472	1,773						5,188					2,949	1,917		14,391	331,718	387,270
7:30	15,729	18,080	18,182	1,773						7,105					2,949	1,917		13,202	308,334	387,270
7:45	15,729	18,080	18,182	1,773						7,105					2,949	1,917		13,202	308,334	387,270
8:00	94,852	6,623	12,512		1,784					3,353				1,732	2,949	1,917		15,556	245,992	387,270
8:30	80,935	6,623	9,433		1,784					4,983				3,562	5,898	5,734		15,556	252,763	387,270
9:00	73,806	5,597	2,323		3,545					4,983	1,917			7,106	8,869	7,492		13,630	258,002	387,270
9:30	72,049	3,184	2,323		1,761					4,983	1,917			7,106	8,869	7,492		13,630	263,957	387,270
10:00	24,261	3,609	4,096		1,761					4,983	1,917	1,784		5,374	5,163	3,817		7,183	323,322	387,270
10:30	16,681	1,874	1,773							5,146		1,784		6,394	5,163	1,792		6,589	340,073	387,270
11:00	1,773									1,792		1,784		2,849	2,214			5,281	371,576	387,270
11:30																		5,281	381,989	387,270
Total Avg	10,605	1,679	2,629	181	217		74			1,154	117	109		1,076	979	1,706		4,901	361,841	387,270
maximum	94,852	18,080	18,182	1,773	3,545		1,810			7,105	1,917	1,784		7,106	8,869	7,492		15,986	387,270	
std.dev.	22,135	3,942	4,478	542	690		362			2,116	464	432		1,943	2,227	1,815		5,072	37,871	

TV AUDIENCES – TUESDAY

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight		1,812																1,666	383,792	387,270
0:30		1,812																1,666	383,792	387,270
1:00		1,812																1,666	383,792	387,270
1:30		1,812																	385,458	387,270
2:00		1,812																	385,458	387,270
2:30		1,812																	385,458	387,270
3:00		1,812																	385,458	387,270
3:30		1,812																	385,458	387,270
4:00		1,812																	385,458	387,270
4:30		1,812																	385,458	387,270
5:00		1,812																	385,458	387,270
5:30		1,812																	385,458	387,270
6:00	1,784	1,812																	383,673	387,270
6:30	1,784	1,812																	383,673	387,270
7:00	3,835	1,812	3,244																378,379	387,270
7:30	1,784	1,812	3,244																380,429	387,270
8:00	1,784		3,244																382,242	387,270
8:30	2,050		3,244																381,976	387,270
9:00	2,050	2,050	3,244															1,825	378,100	387,270
9:30	2,050	2,050	3,244															1,825	378,100	387,270
10:00		5,586	1,482															1,825	378,377	387,270
10:30		7,418	1,482															1,825	376,545	387,270
11:00		7,418	1,482															1,825	376,545	387,270
11:30		7,418	1,482															1,825	376,545	387,270
Noon	2,015	1,833	3,244																380,178	387,270
12:30	2,015	5,087	3,244											2,050					374,873	387,270
1:00	3,778	5,087	3,244		1,715									2,050					371,395	387,270
1:30	3,778	5,087	3,244		1,715									2,050					371,395	387,270
2:00	7,325	6,938	1,762		1,715									3,525				2,264	363,742	387,270
2:30	7,325	6,938	1,762		1,715									3,525				2,264	363,742	387,270
3:00	9,087	8,750	1,762											1,762		2,264			363,645	387,270
3:30	9,087	8,934	1,762											1,762		2,264			363,460	387,270
4:00	7,325	8,934	1,762						2,015					3,525		2,264		4,160	357,285	387,270
4:30	5,562	7,269	1,762											3,525		2,264		4,160	362,729	387,270
5:00	7,747	7,269	3,536											1,762		2,264		6,654	358,040	387,270
5:30	7,747	7,269	3,536											3,533		2,264		6,654	356,269	387,270
6:00	11,527	7,122	7,374											3,533	1,800	4,867		7,657	343,389	387,270
6:30	15,351	8,934	7,374							1,666				3,533	1,800	4,867		7,657	336,087	387,270
7:00	21,556	17,410	16,757	1,666						7,609				5,449	1,800			1,812	313,210	387,270
7:30	21,279	39,749	23,569							7,609				7,247	1,800			1,812	284,204	387,270
7:45	21,279	36,836	26,482							5,943				7,247	1,800			1,812	285,870	387,270
8:00	92,968	19,516	13,008	1,482						5,943	1,666					5,460		15,686	231,541	387,270
8:30	82,843	18,093	11,049	1,482						7,959					3,450	5,460		13,747	243,187	387,270
9:00	74,706	16,232	12,582						2,913	7,909	1,812			5,160	11,816	1,850		18,133	234,156	387,270
9:30	67,298	14,567	12,582						2,913	7,909	1,812			5,160	13,866	1,850		17,492	241,821	387,270
10:00	39,344	7,484	10,916							7,909			1,482	1,916	13,866	1,850		13,241	289,262	387,270
10:30	27,164	9,534	10,916							7,909			1,482	1,916	12,081	1,850		7,977	306,441	387,270
11:00		3,863								5,843			1,482	1,916	3,450				370,716	387,270
11:30		3,528								1,812			1,482		3,450				376,998	387,270
Total Avg	11,535	7,004	4,258	94	140				119	1,593	108		121	1,472	1,449	850		3,043	355,484	387,270
maximum	92,968	39,749	26,482	1,666	1,715				2,913	7,959	1,812		1,482	7,247	13,866	5,460		18,133	385,458	
std.dev.	22,208	8,106	6,059	374	475				582	2,958	428		410	2,051	3,592	1,555		4,881	44,412	

TV AUDIENCES – WEDNESDAY

	TVM	ONE	Net	Smash	TVM2	ITV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight															1,926				385,344	387,270
0:30																			387,270	387,270
1:00																			387,270	387,270
1:30																			387,270	387,270
2:00																			387,270	387,270
2:30																			387,270	387,270
3:00																			387,270	387,270
3:30																			387,270	387,270
4:00																			387,270	387,270
4:30																			387,270	387,270
5:00																			387,270	387,270
5:30																			387,270	387,270
6:00																		2,095	385,175	387,270
6:30																		2,095	385,175	387,270
7:00													2,050						385,220	387,270
7:30													2,050						385,220	387,270
8:00	3,367												2,050					2,050	379,803	387,270
8:30	3,367	2,388											2,050	2,078				2,050	375,337	387,270
9:00	5,080	4,775											2,050					3,976	371,389	387,270
9:30	5,080	4,775											2,050					3,976	371,389	387,270
10:00	5,080	4,775											2,050					3,976	371,389	387,270
10:30	5,080	4,775											2,050					3,976	371,389	387,270
11:00	5,080	4,775											2,050					3,976	371,389	387,270
11:30	5,080	4,775											2,050					3,976	371,389	387,270
Noon	2,852									2,388								2,050	379,980	387,270
12:30	2,852	1,713								2,388								2,050	378,268	387,270
1:00	2,852	1,713								2,388								2,050	378,268	387,270
1:30	2,852	1,713																2,050	380,655	387,270
2:00		1,713											2,330	2,037		2,195		2,050	376,945	387,270
2:30		1,713											2,330	4,889		2,195		2,050	374,093	387,270
3:00	25,342												2,330	4,889				4,145	350,564	387,270
3:30	18,107	3,485											2,330	2,852				6,071	354,425	387,270
4:00	1,713	11,745											2,330	2,852				3,976	364,654	387,270
4:30	1,713	8,260											2,330					3,976	370,991	387,270
5:00	1,713	8,260											2,330					6,363	368,604	387,270
5:30	1,713	8,260											2,330					9,848	365,119	387,270
6:00		10,310	2,836	1,983									2,330			2,746		17,181	349,884	387,270
6:30		12,023	2,836	1,983									2,330			2,746		17,181	348,171	387,270
7:00	7,499	16,326	4,549							2,037	2,050		2,330	2,370	6,120	2,746		19,241	322,003	387,270
7:30	7,499	29,779	15,412							4,087	2,050		2,330		2,752	2,746		15,479	305,138	387,270
7:45	7,499	29,779	15,412							4,087	2,050		2,330		5,369	2,746		15,479	302,521	387,270
8:00	79,451	15,386	4,380			1,713				4,087	2,050		4,367	6,499	7,478	5,498		21,660	234,703	387,270
8:30	61,541	10,175	17,242		4,889	1,713				4,087	2,050	2,078	6,755	1,713	7,478	5,498		32,873	229,178	387,270
9:00	49,640	10,175	19,612		8,865	1,713				4,100			4,425	2,162	4,034			34,995	247,547	387,270
9:30	38,533	8,138	11,427		8,865	1,713				4,100			4,425	2,162	4,034			29,578	274,295	387,270
10:00	19,623	6,579			6,013					4,200			4,425	2,162	2,109			22,221	319,939	387,270
10:30	12,087	4,313			3,976					4,200			4,425	2,162	2,109			22,221	331,778	387,270
11:00	4,946	1,926			1,926								2,388	2,162				9,946	363,976	387,270
11:30	4,946	1,926			1,926								2,388					9,946	366,138	387,270
Total Avg	8,004	4,825	1,912	81	744	140				860	209	42	1,722	837	886	594		7,078	359,335	387,270
maximum	79,451	29,779	19,612	1,983	8,865	1,713				4,200	2,050	2,078	6,755	6,499	7,478	5,498		34,995	387,270	
std.dev.	16,362	6,833	4,925	396	2,108	474				1,586	627	297	1,592	1,530	2,002	1,373		9,332	40,401	

TV AUDIENCES – THURSDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xelk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
MNight	2,176												2,497					2,497	380,100	387,270	
0:30	2,176												2,497					2,497	380,100	387,270	
1:00	2,176												2,497						382,597	387,270	
1:30	2,176																		385,094	387,270	
2:00	2,176																		385,094	387,270	
2:30	2,176																		385,094	387,270	
3:00	2,176																		385,094	387,270	
3:30	2,176																		385,094	387,270	
4:00	2,176																		385,094	387,270	
4:30	2,176																		385,094	387,270	
5:00	2,176																		385,094	387,270	
5:30	2,176																		385,094	387,270	
6:00	2,176																		385,094	387,270	
6:30	5,061																		382,209	387,270	
7:00	2,176																	2,215	382,879	387,270	
7:30	2,176																	2,215	382,879	387,270	
8:00	2,176	2,215																	382,879	387,270	
8:30		2,215																	385,055	387,270	
9:00		2,215																	385,055	387,270	
9:30		2,215																	385,055	387,270	
10:00	4,388	2,215																	380,667	387,270	
10:30	4,388	2,215																	380,667	387,270	
11:00	2,215	4,712																	380,343	387,270	
11:30	2,215	4,712																	380,343	387,270	
Noon	4,356	7,209						2,497											373,208	387,270	
12:30	4,356	7,209						2,497											373,208	387,270	
1:00	4,356	7,209						2,497											373,208	387,270	
1:30	4,356	7,209						2,497						2,130					371,078	387,270	
2:00	4,356	13,685												2,130				2,640	364,459	387,270	
2:30	4,356	13,685												2,130				2,640	364,459	387,270	
3:00	13,366	13,685									2,207								2,878	355,135	387,270
3:30	15,496	15,476									2,207								2,878	351,213	387,270
4:00	4,866	10,986												2,479					368,939	387,270	
4:30	2,369	10,986												2,479					371,436	387,270	
5:00	2,369	8,856												2,479					373,566	387,270	
5:30	2,369	10,647												2,479				2,369	369,406	387,270	
6:00	2,369	8,856	2,074											2,479		2,316		2,369	366,807	387,270	
6:30	2,369	8,856	2,074											4,636		2,316		2,369	364,650	387,270	
7:00	2,369	15,553	3,865							2,074				6,766		8,137		7,211	341,295	387,270	
7:30	2,369	48,829	12,905							2,074				6,766		8,116		7,211	298,999	387,270	
7:45	2,369	43,994	15,244							2,074				6,766		8,116		7,211	301,496	387,270	
8:00	84,238	19,972	6,812											2,130		4,487		11,920	257,711	387,270	
8:30	87,434	13,300	4,443	2,130	2,369			2,497		8,144			1,791	4,287		2,191		14,886	243,798	387,270	
9:00	73,484	8,659	4,443	2,130	4,574			2,497		10,359	2,261		1,791	4,287	4,274	2,191	2,982	18,711	244,626	387,270	
9:30	68,178	8,659	4,443	2,130	4,574					7,990	2,261			4,287	4,274	2,191	2,982	18,711	256,589	387,270	
10:00	19,653	4,229			4,574					4,346	2,261			4,287	2,130			6,589	339,200	387,270	
10:30	10,045	4,229								4,346	2,261			2,157	2,130			4,383	357,719	387,270	
11:00	4,383	2,014									2,261							4,513	374,100	387,270	
11:30	2,176	2,014									2,261							2,144	378,675	387,270	
Total Avg	9,826	6,913	1,149	130	328			306		845	367		226	1,330	261	818	122	2,675	361,974	387,270	
maximum	87,434	48,829	15,244	2,130	4,574			2,497		10,359	2,261		2,497	6,766	4,274	8,137	2,982	18,711	385,094		
std.dev.	21,075	9,856	3,107	516	1,147			827		2,296	839		686	2,037	938	2,094	596	4,625	38,417		

TV AUDIENCES – FRIDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xeik	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight											3,031								384,239	387,270
0:30											3,031								384,239	387,270
1:00																			387,270	387,270
1:30																			387,270	387,270
2:00																			387,270	387,270
2:30																			387,270	387,270
3:00																			387,270	387,270
3:30																			387,270	387,270
4:00																			387,270	387,270
4:30																			387,270	387,270
5:00																			387,270	387,270
5:30																			387,270	387,270
6:00																			387,270	387,270
6:30																			387,270	387,270
7:00	2,355																		384,915	387,270
7:30																			387,270	387,270
8:00																			387,270	387,270
8:30																			387,270	387,270
9:00	4,129							2,566	2,355										378,220	387,270
9:30	4,129							2,566	2,355										378,220	387,270
10:00	4,129							2,566	2,355										378,220	387,270
10:30	4,129							2,566	2,355										378,220	387,270
11:00	4,129							2,566	2,355										378,220	387,270
11:30	4,129							2,566	2,355										378,220	387,270
Noon	4,873	4,007						2,566	5,496										370,329	387,270
12:30	4,873	4,007						2,566	5,496										370,329	387,270
1:00	4,873	4,007						2,566	5,496									2,882	367,448	387,270
1:30	6,759	4,007						2,566	5,496									5,447	362,996	387,270
2:00	9,388	5,892						2,566	5,496										363,928	387,270
2:30	9,388	5,892						2,566	5,496										363,928	387,270
3:00	10,940	6,250						2,566							2,439			3,123	361,952	387,270
3:30	10,940	6,250						2,566							2,439			3,123	361,952	387,270
4:00	6,871	4,129						2,566						1,886				5,456	366,363	387,270
4:30	4,985	4,129						2,566						1,886				5,456	368,249	387,270
5:00	4,985	2,243						2,566										11,911	365,566	387,270
5:30	4,985	4,706						2,566										9,578	365,436	387,270
6:00	4,711	2,121	2,629					2,566								2,292		14,845	358,107	387,270
6:30	7,066	2,121	2,629					2,566							4,795	2,292		11,821	353,981	387,270
7:00	7,066	4,241	6,759					2,566	2,121						2,462	4,740		8,698	348,618	387,270
7:30	9,187	22,234	9,253					2,566	2,121									8,698	330,794	387,270
7:45	9,187	22,234	9,253					2,566	2,121									8,698	330,794	387,270
8:00	75,968	9,114	6,759											2,629		2,417		8,988	281,395	387,270
8:30	82,180	10,831	6,759						2,184					4,873	3,175	2,417		8,988	265,863	387,270
9:00	64,839	8,543	7,150		2,121				4,491					14,820	8,545	2,417		6,574	267,770	387,270
9:30	60,412	4,706	5,264		2,121				2,307					14,820	8,545			6,574	282,522	387,270
10:00	35,710	2,243			2,121				2,307					6,109	5,370	2,121		4,453	326,836	387,270
10:30	25,934				2,121				2,307					6,109	2,333	2,121		2,121	344,225	387,270
11:00	4,452													2,272				2,121	378,426	387,270
11:30	1,886																	2,121	383,263	387,270
Total Avg	10,196	2,937	1,152		173			1,204	1,369	124				1,131	818	523		2,891	364,752	387,270
maximum	82,180	22,234	9,253		2,121			2,566	5,496	3,031				14,820	8,545	4,740		14,845	387,270	
std.dev.	19,530	4,930	2,645		587			1,294	1,921	606				3,209	2,034	1,097		4,106	31,615	

TV AUDIENCES – SATURDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xelk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL
MNight															2,436				384,834	387,270
0:30															2,436				384,834	387,270
1:00																			387,270	387,270
1:30																			387,270	387,270
2:00																			387,270	387,270
2:30																			387,270	387,270
3:00																			387,270	387,270
3:30																			387,270	387,270
4:00																			387,270	387,270
4:30																			387,270	387,270
5:00																			387,270	387,270
5:30																			387,270	387,270
6:00																			387,270	387,270
6:30																			387,270	387,270
7:00																			387,270	387,270
7:30																			387,270	387,270
8:00																			387,270	387,270
8:30																			387,270	387,270
9:00	2,078	2,941											2,078					2,576	377,597	387,270
9:30	2,078	2,941											2,078					2,576	377,597	387,270
10:00	2,023	5,019											2,078					2,281	375,869	387,270
10:30	2,023	2,078											2,078					2,281	378,810	387,270
11:00	2,023	4,514											2,078					2,281	376,374	387,270
11:30	2,023	4,514											2,078					2,281	376,374	387,270
Noon	10,544	4,514								2,182			2,078						367,952	387,270
12:30	6,718	4,514								2,182			2,078						371,777	387,270
1:00	6,894	4,514	2,182							2,670			2,078						368,932	387,270
1:30	6,894	4,514	2,182							2,670			2,078	2,078				1,964	364,889	387,270
2:00	4,871	6,891	2,182							2,670			2,078	4,514				1,964	362,100	387,270
2:30	4,871	6,891								2,670			2,078	4,514				1,964	364,282	387,270
3:00	10,357	4,455								5,046			2,078	4,260				4,084	356,990	387,270
3:30	10,357	4,455								5,046			4,514	6,413				4,084	352,402	387,270
4:00	3,435	4,514								2,377			4,514	8,849	2,104			10,338	351,139	387,270
4:30	3,435	4,514								2,377			4,514	8,849	4,257			10,338	348,986	387,270
5:00	3,435	4,514								4,658			4,514	6,667	4,257	2,151		14,513	342,562	387,270
5:30	5,617	6,592								4,658			4,514	6,667	4,257	2,151		14,513	338,302	387,270
6:00	10,766	4,514	2,436	4,359						6,917			4,514	4,231	4,257			14,785	330,492	387,270
6:30	10,968	4,514		4,156						6,917			4,514	4,231	4,257			12,820	334,892	387,270
7:00	9,641	9,028	1,964	4,156						4,636			4,514	6,392	4,257			7,753	334,928	387,270
7:30	7,360	32,287	14,701	2,078						4,636			2,078	10,321	4,257			9,844	299,707	387,270
7:45	7,360	32,287	14,701	2,078						4,636			2,078	10,321	4,257			9,844	299,707	387,270
8:00	55,309	17,436	10,817				2,206			7,520			2,078	10,366	6,376	4,357		13,279	257,527	387,270
8:30	44,439	22,190	8,544				2,206			16,961			2,078	10,505	6,376	4,357		18,607	251,008	387,270
9:00	38,532	20,225	10,705							11,788			2,078	13,221	14,559	2,151		23,472	250,539	387,270
9:30	33,840	20,225	10,705							13,879			2,078	13,221	12,440	2,151		21,380	257,351	387,270
10:00	24,433	14,751	8,445							9,221			2,078	22,033	9,770			13,201	283,337	387,270
10:30	24,433	9,997	8,445							9,221	2,436		4,514	19,597	9,770			13,201	285,655	387,270
11:00	6,735	9,997	2,137							4,468	2,436		4,514	10,851	6,335			2,078	337,718	387,270
11:30	6,735	9,997	2,137							4,468	2,436		4,514	8,773	4,257			2,078	341,874	387,270
Total Avg	7,556	5,925	2,087		343		90			2,948	149		1,862	4,018	2,264	353		4,906	354,768	387,270
maximum	55,309	32,287	14,701	4,359			2,206			16,961	2,436		4,514	22,033	14,559	4,357		23,472	387,270	
std.dev.	12,242	7,941	4,117	1,084			441			3,989	590		1,712	5,553	3,557	1,024		6,550	41,193	

TV AUDIENCES – SUNDAY

	TVM	ONE	Net	Smash	TVM2	iTV	f Living	Xejk	Owners' Best	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Ch.	MTV	Other Station	NONE	TOTAL	
MNight	1,706																		385,564	387,270	
0:30																			387,270	387,270	
1:00																			387,270	387,270	
1:30																			387,270	387,270	
2:00																			387,270	387,270	
2:30																			387,270	387,270	
3:00																			387,270	387,270	
3:30																			387,270	387,270	
4:00																			387,270	387,270	
4:30																			387,270	387,270	
5:00																			387,270	387,270	
5:30																			387,270	387,270	
6:00																			387,270	387,270	
6:30																			387,270	387,270	
7:00	1,923																		385,347	387,270	
7:30	1,923																		385,347	387,270	
8:00	1,923																		385,347	387,270	
8:30																			387,270	387,270	
9:00	3,518	5,391																	378,361	387,270	
9:30	3,518	5,391																	378,361	387,270	
10:00	3,256	1,825																	382,189	387,270	
10:30	5,081																		382,189	387,270	
11:00	8,363																		378,907	387,270	
11:30	8,363																		378,907	387,270	
Noon	4,845	1,651								1,551		1,706							377,516	387,270	
12:30	4,845	3,248								1,551		1,706							375,919	387,270	
1:00	4,845	3,248					1,688			1,597				1,641	2,108				372,143	387,270	
1:30	4,845	3,248					1,688			1,597				1,641	2,108				372,143	387,270	
2:00	6,614	8,253					1,688			1,597				3,364				3,398	362,356	387,270	
2:30	6,614	8,253					1,688			1,597				3,364				3,398	362,356	387,270	
3:00	5,694	8,563			1,923		1,688							3,646				5,073	360,684	387,270	
3:30	5,694	8,563	1,641		1,923		1,688							3,646				5,073	359,043	387,270	
4:00	4,069	6,912	1,641							2,222				3,957		1,700		3,373	363,397	387,270	
4:30	4,208	6,912	1,641							2,222				3,957		1,700		3,373	363,258	387,270	
5:00	1,923	6,912														1,700		1,700	375,036	387,270	
5:30	1,923	6,912														1,700		3,398	373,337	387,270	
6:00	2,807	6,912								1,662				1,641	4,310			3,398	366,541	387,270	
6:30	4,684	8,736								1,662				1,641	4,310			3,398	362,839	387,270	
7:00	5,387	15,532	3,238							1,662				1,641	1,597				7,757	350,457	387,270
7:30	7,263	39,444	8,448							1,662				1,641	1,597				6,058	321,157	387,270
7:45	7,263	35,955	16,157							1,662				1,641	1,597				6,058	316,936	387,270
8:00	75,158	22,390	14,514		1,723					1,723	2,108			1,641		1,784	2,222		9,835	254,172	387,270
8:30	56,515	26,254	25,110		1,928					5,015	2,108			3,329		1,784	6,344	11,762	247,122	387,270	
9:00	29,188	15,829	26,008		1,928		1,688			5,015	2,108			3,329	3,460	5,739	6,344	24,395	262,240	387,270	
9:30	29,149	12,095	22,705				1,688			4,933	2,108			3,329	5,122	5,739	6,344	24,395	269,663	387,270	
10:00	10,737	4,853	8,358	1,801						1,641	2,108			1,641	5,122	4,142	2,297	17,597	326,973	387,270	
10:30	9,088	4,853	4,458							1,641		1,923		1,641	5,122	4,142		17,954	336,447	387,270	
11:00		3,419										1,923		1,662					2,285	377,981	387,270
11:30		1,651										1,923		1,662					2,285	379,749	387,270
Total Avg	6,795	5,780	2,733	37	192		276			861	215	187	472	1,240	562	619		3,387	363,914	387,270	
maximum	75,158	39,444	26,008	1,801	1,928		1,688			5,015	2,108	1,923	3,329	5,122	5,739	6,344		24,395	387,270		
std.dev.	13,805	8,893	6,627	257	577		630			1,333	645	563	956	1,777	1,443	1,605		6,079	36,352		

