



**RADIO AND TELEVISION AUDIENCES
MALTA
JULY – SEPTEMBER 2010**

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PREFACE

Article 30(2) of the Broadcasting Act, Chapter 350 of the Laws of Malta, requires the Broadcasting Authority to make and transmit to the Prime Minister a report that includes the results of independent audience research which ascertains:

- (a) the state of listenership or viewership of broadcasting services provided in Malta;
- (b) the state of public opinion concerning programmes included in broadcasting services provided in Malta;
- (c) any effects of such programmes on the attitudes or behaviour of those who watch them; and
- (d) the types of programmes that members of the public would like to be included in broadcasting services provided in Malta.

In order to give effect to the above, the Broadcasting Authority has commissioned the National Statistics Office to compile data through telephone interviews during the period October 2009 – September 2010 that is representative of the whole population. This report contains the analysis of these interviews for the period **1st July to 30th September 2010**.

Part One of the report details the analysis of the data collected and includes the questionnaire used; the classification of localities in the Maltese Islands by district as found in this particular work; latest demographic data of the Maltese population as published by the National Statistics Office; a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period; as well as a technical section on the calculation of values in absolute numbers.

The calculation of absolute numbers for each period depends on the latest demographic data published annually by the N.S.O. which in themselves are calculated on the latest Population Census [2005] adjusted with total live births, deaths, marriages, data on separations, registered annulments, divorces obtained abroad and figures on migration [N.S.O. PR 122/2009; Methodological Notes]. With regard to population distribution by district, the percentages per district are calculated on the Population Census of 2005. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, the value of 1% in each table is given in italics and no absolute numbers are published. Once total demographic figures are published by the N.S.O. which are representative of this period under review, absolute figures can then be reworked on the data published in the technical report, Appendix F.

On 10th July 2009, the National Statistics Office issued a Press Release No. 122/2009 for “World Population Day: 2009” releasing a set of demographic statistics as at December 2008. These statistics were used for the estimate computation of extrapolated population percentages and back-worked for the

previous two assessment periods of Oct-Dec 2008 and Jan-March 2009, as listed in Appendix F of this report.

Part Two of the report details the tables and figures for the third quarter of this broadcasting season; i.e. for April to June 2010. For each set of data analysis two sets of tables are given: unweighted and weighted tables. Although the data is representative of the local population, as expected the total responses of each demographic factor were not proportional to the selected sample for this period. For this reason a weighting was given to each respondent, depending on their demographic characteristics, so that the final analysis would be representative of the chosen sample. In the calculation of the weighted data, the totals may not tally due to the rounding-off of numbers.

For the assessment period of October 2009 to September 2010 slight ameliorations were introduced:

- For both radio and television, the two questions relating to the type of reception used in households was changed: while respondents were previously asked to identify the most used reception platform in their homes for radio and tv, from this assessment period respondents were asked to list the different platforms used for both radio and television thus allowing for multiple replies;
- A new question was introduced: "Which are your three most favorite programmes on local television stations". The interviewers were instructed to list the names of programmes mentioned by the respondents without the verification to actual programmes broadcast during each assessment period.

During the previous assessment period of April-June 2010 and at the beginning of this assessment period the FIFA World Cup Championship was held in South Africa with the first match being held on Friday 11th June; ending on 11th July with the final match. During this assessment period the final phase of the FIFA World Cup Championship took place during the first eleven days of July.

1. METHODOLOGY AND SAMPLE COLLECTION

Data is to be collected by means of telephone interviewing conducted by National Statistics Office interviewers continuously during the period 1st July to 30th September 2010. NSO interviewers are instructed to make interviews between 04:00pm – 08:00pm on weekdays and between 09:00am – 1:00pm on weekends, and are instructed to call-back individuals up to 3 times before interviewing the next person in their list. This is mainly to avoid any bias that could be introduced among gender and age.

As in previous audience assessments, the National Statistics Office selected the sample, administered the survey and collected the data that was passed on to the Broadcasting Authority for analysis. The net sample size over a one year is to consist of around 7300 units (over four quarters covering 365 days) resulting in the desired target average of 20 daily interviewees. A stratified random sample based on gender, age and district population distribution was selected by the National Statistics Office allowing for a 50% response rate.

A further modification made is the inclusion of those respondents who are deceased or live in an institution. These have been classified as 'ineligible'; previously such cases were classified as non-contact.

For the period July-September 2010, 1835 individuals [54.32% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 4.21% lower than that of the previous assessment period of April-June 2010. Table 1.1 below gives a breakdown of responses achieved.

The target population for this survey consisted of Maltese residents aged 12 years and over, living within private households. The respondents' households were selected using systematic random sampling from a database containing all individuals maintained and known only to the N.S.O. – respondents' personal data are only known to N.S.O. Officials and such data is **not** forwarded to the Broadcasting Authority. Each individual has an equal and independent chance of being chosen. All the data that was collected was subject to a series of quality checks by vetters. Apart from this, the data entry programme has a number of in-built validation rules in order to limit the errors of data inputting.

TABLE 1.1: SURVEY RESPONSE RATE BY QUARTER: OCTOBER 2009 – SEPTEMBER 2010

RESPONSE	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010	
	No.	%	No.	%	No.	%	No.	%
Accepted	1838	58.59%	1800	57.77%	1819	58.53%	1835	54.32%
Refused	95	3.03%	129	4.14%	95	3.06%	118	3.49%
Non-Contact	648	20.66%	649	20.83%	605	19.47%	656	19.42%
Unreachable	556	17.72%	538	17.27%	565	18.18%	748	22.14%
Ineligible					24	0.77%	21	0.62%
CONTACTED	3137	100%	3116	100%	3108	100%	3378	100%
Not used	543		564		572		302	
TOTAL	3680		3680		3680		3680	
BY WEEKDAY								
	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010	
	No.	%	No.	%	No.	%	No.	%
Mon	260	14.15	260	14.44	259	14.24	259	14.11
Tue	261	14.20	260	14.44	262	14.40	258	14.06
Wed	260	14.15	259	14.39	258	14.18	259	14.11
Thu	279	15.18	240	13.33	262	14.40	280	15.26
Fri	258	14.04	261	14.50	256	14.07	260	14.17
Sat	260	14.15	260	14.44	260	14.29	259	14.11
Sun	260	14.15	260	14.44	262	14.40	260	14.17
	1838	100.0%	1800	100.0%	1819	100.0%	1835	100.0%
BY WEEKDAY: WEIGHTED								
	No.	%	No.	%	No.	%	No.	%
Mon	258	14.06	263	14.60	261	14.36	260	14.15
Tue	258	14.06	260	14.43	263	14.44	256	13.95
Wed	260	14.14	258	14.33	260	14.27	255	13.92
Thu	284	15.43	244	13.56	265	14.55	284	15.46
Fri	258	14.03	256	14.23	253	13.90	261	14.22
Sat	261	14.19	259	14.39	257	14.12	260	14.17
Sun	259	14.10	260	14.46	261	14.36	259	14.13
	1838	100.0%	1800	100.0%	1819	100.0%	1835	100.0%
BY MONTH								
	OCT-DEC 2009		JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010	
	No.	%	No.	%	No.	%	No.	%
	Oct: 618	33.62%	Jan:621	34.50%	Apr:579	31.83%	Jul:617	33.62%
	Nov:600	32.64%	Feb:559	31.06%	May:618	33.97%	Aug:619	33.73%
	Dec:620	33.73%	Mar:620	34.44%	Jun:622	34.19%	Sep:599	32.64%
	1838	100%	1800	100%	1819	100%	1835	100.0%
BY MONTH: WEIGHTED								
	No.	%	No.	%	No.	%	No.	%
	Oct: 616	33.49%	Jan:619	34.40%	Apr:585	32.15%	Jul:615	33.54%
	Nov:604	32.87%	Feb:556	30.91%	May:616	33.89%	Aug:616	33.58%
	Dec:618	33.64%	Mar:624	34.69%	Jun:618	33.96%	Sep:603	32.88%
	1838	100%	1800	100%	1819	100%	1835	100.0%

1.1 The Accuracy of the Results

How well the sample represents the population is gauged by two important statistics – the survey's margin of error and the confidence level used. The margin of error is the amount of error inherent in the results due to sampling and depends on the size of the sample – a lower margin of error requires a larger sample size. A common choice as an accepted margin of error is that of $\pm 5\%$. The confidence level is the amount of uncertainty that can be tolerated. Typical choices are 90%, 95% and 99% confidence – a higher confidence level requires a larger sample size.

For the period of July-September 2010, with a response rate of 54.32%, a population size of 410290 [aged 12 years and over]¹, and a 95% confidence level, the sample of 1835 interviewees has a margin of error of $\pm 2.27\%$.

1.2 Comparison to Previous Assessments and Absolute Data

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on the rate of response during each analysis period. For comparative purposes, data is always presented as percentages rather than absolute figures. However, due to repeated requests for calculations to be extrapolated over the whole population, calculations have been made for the absolute value of 1% in each table. Of note is that in the extrapolation of such absolute data, differences arise due to rounding off of percentages in the tables. See Appendix F for further explanations of calculations.

The differences by age groups, gender and region between the sample and the population based on the latest data as published by the National Statistics Office are detailed in Table 1.2 below. For proper calculation of absolute numbers, the percentage difference between the sample composition by category and national distribution of the population data should be weighted against all the tables, charts and figures in this analysis.

Absolute figures and percentages in “Weighted Tables” do not tally due to rounding off of data. The responses of all interviewees have been weighted by the NSO so that the actual sample taken is representative of the selected sample at the start of the broadcasting season.

¹ As per N.S.O. News Release 122/2009 dated 10th July 2009 – Appendix B

TABLE 1.2: COMPARISON BETWEEN SAMPLE AND POPULATION GROUPS

	Population ^a	WEIGHTED SAMPLE JUL-SEP 2010		WEIGHTED SAMPLE APR-JUN 2010		Weighted Sample Jan-Mar 2010	
	N %	n%	+/-	n%	+/-	n%	+/-
Age							
12 - 14	4.19	3.12	1.07	4.35	+0.16	4.91	0.72
15 - 24	16.02	17.69	-1.67	17.66	+1.64	17.96	1.94
25 - 29	8.61	7.28	1.33	7.72	-0.89	7.64	-0.97
30 - 49	30.64	32.03	-1.39	32.09	+1.45	31.54	0.90
50 - 64	24.52	24.14	0.38	22.62	-1.90	22.44	-2.08
65 - 79	12.36	12.43	-0.07	12.33	-0.03	12.11	-0.25
80 +	3.66	3.30	0.36	3.24	-0.42	3.40	-0.26
	100%	100%		100%		100%	
Gender							
Males	49.57	48.06	1.51	56.57	+7.00	49.28	-0.29
Females	50.43	51.94	-1.51	43.43	-7.00	50.72	0.29
	100%	100%		100%		100%	
Region							
Southern Harbour	19.79	19.51	0.28	22.86	+3.07	19.69	-0.10
Northern Harbour	29.58	29.86	-0.28	27.58	-2.00	29.53	-0.05
South Eastern	14.65	14.89	-0.24	15.46	+0.81	14.47	-0.18
Western	13.99	14.37	-0.38	17.24	+3.25	13.39	-0.60
Northern	14.36	13.66	0.70	13.64	-0.72	14.56	0.20
Gozo and Comino	7.63	7.72	-0.09	3.22	-4.41	8.36	0.73
	100%	100%		100%		100%	
^a Percentages based on the Total population by Age and Gender [excluding those under 12 years of age] as at 31 st December 2008 and as listed in Table 1 of the N.S.O. News Release 122/009 – see also Appendix B. ^b Percentages are based on Total Population by Region as listed in Table 9 of the Demographic Review 2007 – see also Appendix B.							

2. SAMPLE PROFILE

For this analysis, the demographics included gender, age and location of households by geographic district. The ages of respondents were grouped according to demographic categories used by NSO for World Population Day 2009 (D.O.I Press Release 122/2009); while demographic location of respondents was based on the same distribution as that used for the Demographic Review 2007 which is estimated using the 2005 Population and Housing Census figures as basis.

The minimum and the maximum age of respondents for this quarter under review and for the previous four quarter assessment periods, as well as the 'range' of respondents are listed below:

Respondents' Age:	Minimum	Maximum	Range
October – December 2008	12	99	87 years
January – March 2009	12	91	79 years
April – June 2009	12	96	84 years
July – September 2009	12	96	84 years
October – December 2009	12	91	79 years
January – March 2010	12	93	81 years
April – June 2010	12	94	82 years
July – September 2010	12	92	80 years

Tables and Figure 2.1 below give the profile of the sample by age group, by gender and district. Further details about sample distribution are given in Tables 1.1 to 1.3 in Part Two of this report [Tables 1.1a, 1.2a and 1.3a are the weighted sample profiles].

TABLE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [JUL-SEP 2010]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	57	29	28	14	18	10	3	6	7
	3.1%	3.3%	2.9%	3.9%	3.2%	3.5%	1.3%	2.3%	4.8%
	100.0%	51.1%	48.9%	24.4%	31.1%	16.7%	5.8%	10.0%	12.0%
15-24	325	157	168	60	88	56	50	50	20
	17.7%	17.8%	17.6%	16.8%	16.1%	20.6%	19.1%	19.8%	14.3%
	100.0%	48.3%	51.7%	18.5%	27.1%	17.3%	15.5%	15.3%	6.2%
25-29	134	63	71	32	45	17	17	14	10
	7.3%	7.1%	7.4%	8.8%	8.2%	6.2%	6.3%	5.5%	7.0%
	100.0%	46.9%	53.1%	23.7%	33.4%	12.7%	12.5%	10.4%	7.4%
30-49	588	287	301	108	173	92	86	83	46
	32.0%	32.6%	31.5%	30.2%	31.6%	33.6%	32.5%	33.0%	32.7%
	100.0%	48.9%	51.1%	18.4%	29.4%	15.6%	14.6%	14.1%	7.9%
50-64	443	205	238	82	133	68	66	61	33
	24.1%	23.2%	25.0%	23.0%	24.3%	24.7%	25.1%	24.3%	23.3%
	100.0%	46.2%	53.8%	18.5%	30.0%	15.3%	15.0%	13.7%	7.5%
65-79	228	116	112	49	71	28	34	27	19
	12.4%	13.1%	11.8%	13.7%	12.9%	10.2%	13.1%	10.7%	13.4%
	100.0%	50.8%	49.2%	21.5%	31.1%	12.2%	15.1%	11.8%	8.3%
80+	61	25	35	13	20	3	7	11	6
	3.3%	2.9%	3.7%	3.6%	3.7%	1.2%	2.6%	4.4%	4.4%
	100.0%	42.0%	58.0%	21.3%	33.4%	5.4%	11.4%	18.0%	10.4%
Total	1835	882	953	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count / Col% / Row %]

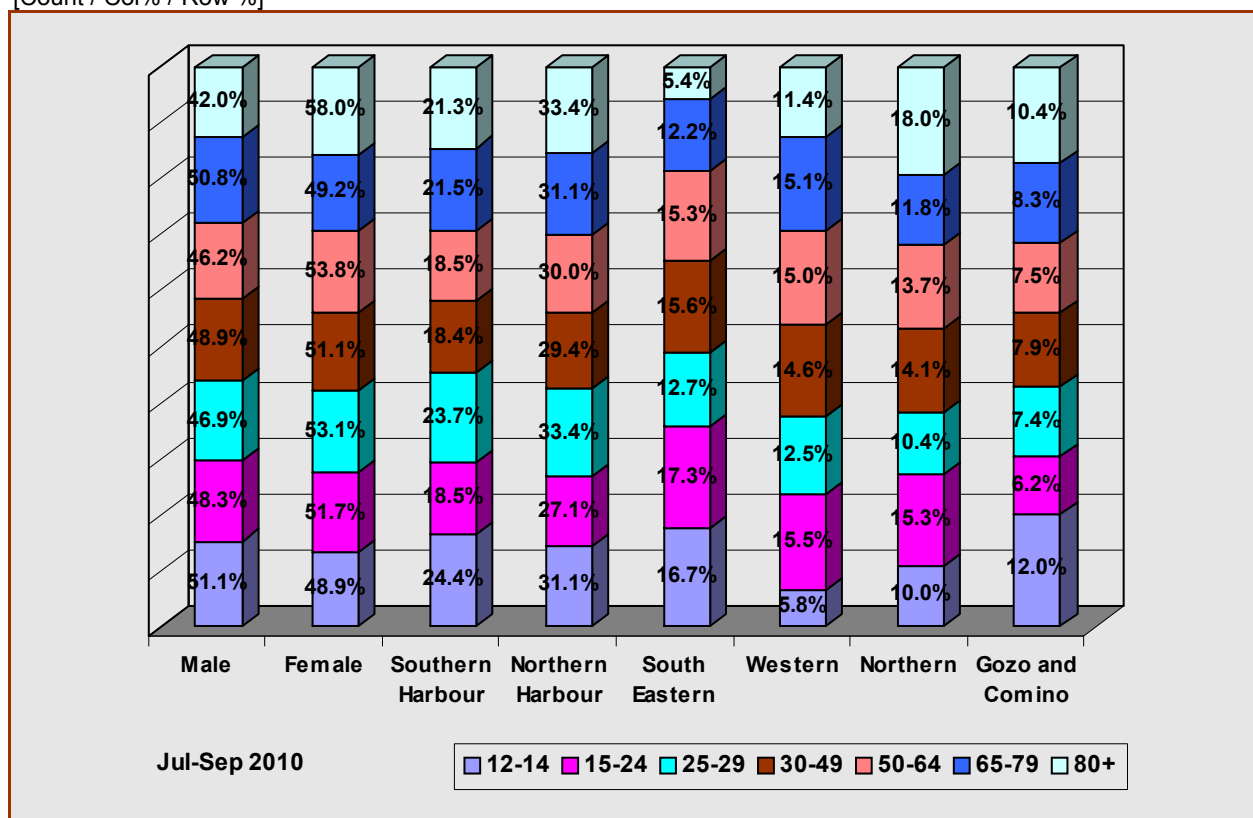


FIGURE 2.1: WEIGHTED SAMPLE PROFILE BY AGE: BY GENDER AND BY DISTRICT [JUL-SEP 2010]

3. LISTENING AND VIEWING PATTERNS

Participants were asked which station they had watched or listened to for at least ten minutes the day before the interview. **For this section no cognizance is taken of the time spent by consumers listening/viewing their reception sets.**

3.1 Radio Reach by Demographics

This data has been repeatedly monitored since October 2006. Radio zapping with “No Particular Radio Station” has maintained the less than 10% of all those interviewed – reaching its lowest mark of 1.034% during the assessment period October-December 2009; while regular radio listening was maintained with just over/under the 50% level. There was a 0.485% increase over the same period last year – see summary Table and Figure 3.1 below and Tables 3.1-3 [and 3.1a-3.3a for weighted data] in Part Two.

What is evident is that radio listeners have constantly exceeded non listeners by about 10% for the past six broadcasting seasons since April-June 2009.

TABLE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006 – JUL/SEP 2010]

[Actual]	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners	1% =
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%	3558
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%	3558
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%	3558
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%	3558
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%	3594
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%	3594
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%	3594
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%	3594
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%	3633
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%	3633
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%	3633
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%	3633
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%	3633
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%	3633
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%	3633
Jul-Sep 2010	42.452%	3.760%	0.327%	0.218%	53.243%	3633

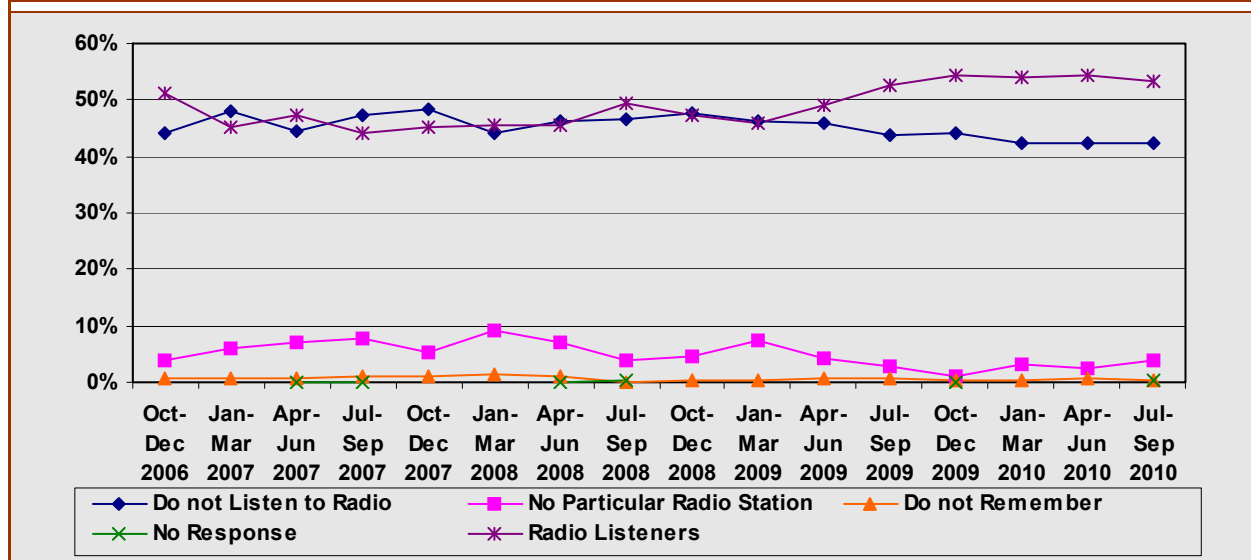


FIGURE 3.1: RADIO REACH BY QUARTERS [OCT/DEC 2006 – JUL/SEP 2010]

The total number of radio listeners [i.e. excluding those who “do not listen to radio”; “did not remember”; “did not follow any particular radio station”; and “no reply” – **and excluding the amount of time followed by each listener**] were analysed by broadcasting station and the data is summarised in Table and Figure 3.2 below. This data gives the effective percentage of radio listeners that each radio broadcasting station has attracted. Similar to previous assessment periods the number of radio listeners captured by each broadcasting station has been maintained throughout with Bay Radio attaining the highest percentage average of 21.34% of total listeners; ONE Radio obtained the second overall average of 12.34; while Calypso Radio attained the third best average audience reach of 11.48% of all radio listeners. Interesting to note that the audience-reach of Bay Radio totals 89% of the total audiences of the next two radio stations added together; i.e. ONE Radio and Calypso Radio.

**TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[JUL/SEP 2008-2009-2010]**

[Weighted]	Jul-Sep 2008	Jul-Sep 2009	Jul-Sep 2010
Radju Malta	11.2	8.28	8.14
Radju Parlament 106.6	1.1	0.00	0.13
Magic Radio	5.4	6.21	9.07
ONE Radio	19.2	16.46	12.34
Radio 101	5.1	4.66	3.97
Bay Radio	14.8	22.67	21.34
Calypso Radio	11.6	9.42	11.48
RTK	8.8	8.18	6.35
Smash Radio	3.1	3.11	3.02
Radju Marija	7.8	5.59	7.13
Campus FM	0.5	1.24	1.56
Vibe FM [ex-Capital Radio]	3.4	4.76	8.02
XFM	4.3	4.76	4.58
Community Stations	1.8	3.42	2.28
Foreign/Other Station	1.8	1.24	0.60
	100.0%	100.0%	100.0%
1%=	1774	1917	1944

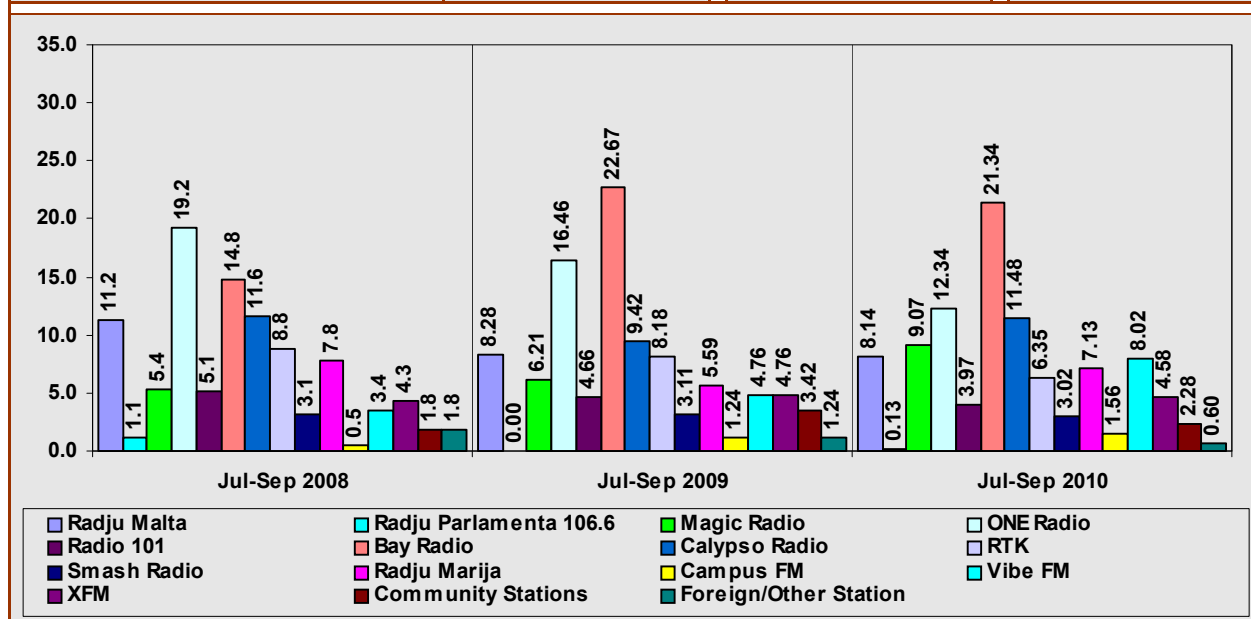


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [JUL/SEP 2008-2009-2010]

3.1.1 Radio Reach by Gender and by Age Group

Of the effective listening population, over all the whole of this broadcasting season, Bay Radio is the most preferred station and exceeding the second preferred station, ONE Radio, by 9.0% [9.8% in Apr-Jun 2010; 9.32% in Jan-Mar 2010]. Calypso Radio was the third most preferred station with only a very slight lower reach level than that of ONE Radio – by 0.86%. These rankings are not the same for both Males and Female listeners: while the second most preferred station for males was Calypso Radio, One Radio was the second most preferred for females which was also the third most preferred station for males; the third most preferred station for females was Radju Marija.

Within the different age groups Bay Radio attracted the highest percentages from the lowest four age groups, practically all those under 50 years old, with remarkable percentages for the 12-14, 15-24 and 25-29 year olds. Calypso Radio got the highest ranking of those in the 50-64 age group; One Radio for those between 65-79 years old; while those over 80 years old preferred Radju Marija. The second and third ranking in each age group varies from station to station: One Radio [50-64 and 80+] and Vibe FM [15-24 and 25-29] were the second most preferred station of two age groups; while Magic Radio was the third most preferred station in three age groups [12-14, 15-24, and 30-49]

This diversity in station reach indicates that although national broadcasting radio stations nearly all cover demographics by gender and age group, they are clearly targeting sectoral groups within the local radio broadcasting scenario.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION: BY GENDER AND BY AGE GROUP [JUL-SEP 2010]

TABLE 3.3: RADIO REACH BY BROADCASTING STATION, BY GENDER AND BY AGE GROUP [JUL-SEP 2010]										
[Weighted]	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
JUL-SEP 2010										
Radju Malta	8.14	7.17	9.06	0.00	0.64	0.00	5.03	[3]17.02	15.94	15.50
Radju Parlament 106.6	0.13	0.27	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00
Magic Radio	9.07	8.84	9.30	[3] 9.24	[3] 6.60	3.89	[3]16.60	7.38	2.13	0.00
ONE Radio	[2]12.34	[3]12.27	[2]12.41	0.00	3.56	3.82	11.20	[2]19.10	[1]20.46	[2]23.84
Radio 101	3.97	5.37	2.64	0.00	1.21	2.97	4.37	4.04	8.53	2.68
Bay Radio	[1]21.34	[1]21.44	[1]21.24	[1]47.72	[1]51.44	[1]41.91	[1]18.62	4.58	1.64	0.00
Calypso Radio	[3]11.48	[2]12.90	10.12	0.00	4.08	5.55	[2]12.89	[1]19.89	11.25	3.07
RTK	6.35	4.01	8.58	0.00	1.70	1.75	4.40	8.01	[2]16.73	[3]16.15
Smash Radio	3.02	3.67	2.40	0.00	2.34	8.28	5.16	0.45	0.82	0.00
Radju Marija	7.13	3.21	[3]10.87	0.00	1.14	1.33	2.43	12.32	[3]16.05	[1]36.32
Campus FM	1.56	2.20	0.96	0.00	0.00	1.50	2.91	1.29	1.59	0.00
Vibe FM	8.02	8.83	7.25	7.96	[2]19.84	[2]18.56	7.27	0.83	0.00	0.00
XFM	4.58	5.55	3.65	[2]27.12	6.15	[3] 8.94	5.64	1.53	0.76	0.00
Community Stations	2.28	3.06	1.54	7.96	1.30	1.50	2.79	2.72	1.54	2.44
Foreign/Other Stations	0.60	1.23	0.00	0.00	0.00	0.00	0.28	0.83	2.55	0.00
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1%=	1944	978	967	36	339	190	605	450	240	72

3.1.2 Radio Reach by District

Analysed by district, Bay Radio was the most preferred station in all – see Table 3.4 below. ONE Radio was the second preferred station in two districts and the third most preferred station in three other

districts. Calypso Radio was also the second ranked in two districts; while Radju Malta and Vibe FM were the second most preferred station in one district.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY DISTRICTS [JUL-SEP 2010]

[Weighted]	Total	Districts					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Radju Malta	8.14	[3]10.69	4.55	7.10	[2]11.33	[3]10.40	8.40
Radju Parlament 106.6	0.13	0.00	0.42	0.00	0.00	0.00	0.00
Magic Radio	9.07	6.36	12.18	9.12	8.95	9.83	0.00
ONE Radio	[2]12.34	[2]16.50	[3]12.27	[3]12.55	[3]11.30	7.06	[2]14.26
Radio 101	3.97	2.81	4.42	2.91	2.76	4.53	9.27
Bay Radio	[1]21.34	[1]22.35	[1]20.53	[1]21.29	[1]20.59	[1]23.72	[1]18.68
Calypso Radio	[3]11.48	9.96	[2]13.34	[2]16.95	9.39	6.40	10.08
RTK	6.35	6.81	6.24	3.89	5.66	7.30	[3]10.80
Smash Radio	3.02	4.01	2.82	2.04	6.19	0.00	2.97
Radju Marija	7.13	5.49	8.67	5.75	5.79	8.72	7.10
Campus FM	1.56	0.00	2.05	2.10	2.13	2.09	0.00
Vibe FM	8.02	8.15	4.39	11.68	8.58	[2]11.89	6.87
XFM	4.58	3.78	5.61	3.88	5.32	5.32	0.00
Community Stations	2.28	2.52	2.52	0.73	2.02	0.77	8.22
Foreign/Other Stations	0.60	0.56	0.00	0.00	0.00	1.98	3.35
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1% =	2196	417	682	322	309	332	135

3.2 TV Reach

[For this section each broadcasting stations' reach is analysed compared to the totals. No cognizance is taken of the time spent by consumers viewing their TV sets.]

Similar to radio, data for TV reach has also been monitored for the past three years using the same analytical methods. During this broadcasting quarter the latter part of the 2010 FIFA World Cup were held for which PBS Ltd. had "acquired all media rights for all platforms except mobile rights"²; during which period some broadcasting rights for some second-round matches and one of the quarter-final matches were transferred/shared with the cable platform operator, Melita Cable plc.

PBS Ltd. broadcast 49 out of the 64 World Cup games while Melita Digita, which bought the pay tv rights from PBS Ltd showed all the 64 games of the Finals' phase, both in High Definition as well as Standard Definition. On the other hand, RAI broadcast only 25 out of 64 games in the finals' phase, while Sky Italia broadcast the entire finals' phase³.

Television reach has slightly decreased [-4.196%] over the previous period of April-June 2010. There was also a slight increase [+2.126%] in the number of viewers who stated that they did not watch TV; while similarly to the previous quarter no one stated that they do not have a TV set at home – see Table 3.5 and Figure 3.3 below.

² Albert Garnier, EBU spokesperson quoted by Maltatoday, 30th June 2010, pg.4

³ ibid.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – JUL/SEP 2010]

[Actual]	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers	1%=
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%	3558
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%	3558
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%	3558
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%	3558
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%	3594
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%	3594
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%	3594
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%	3594
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%	3633
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%	3633
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%	3633
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%	3633
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%	3633
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%	3633
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%	3633
Jul-Sep 2010	26.975%	7.302%	1.090%		.054%	64.578%	3633

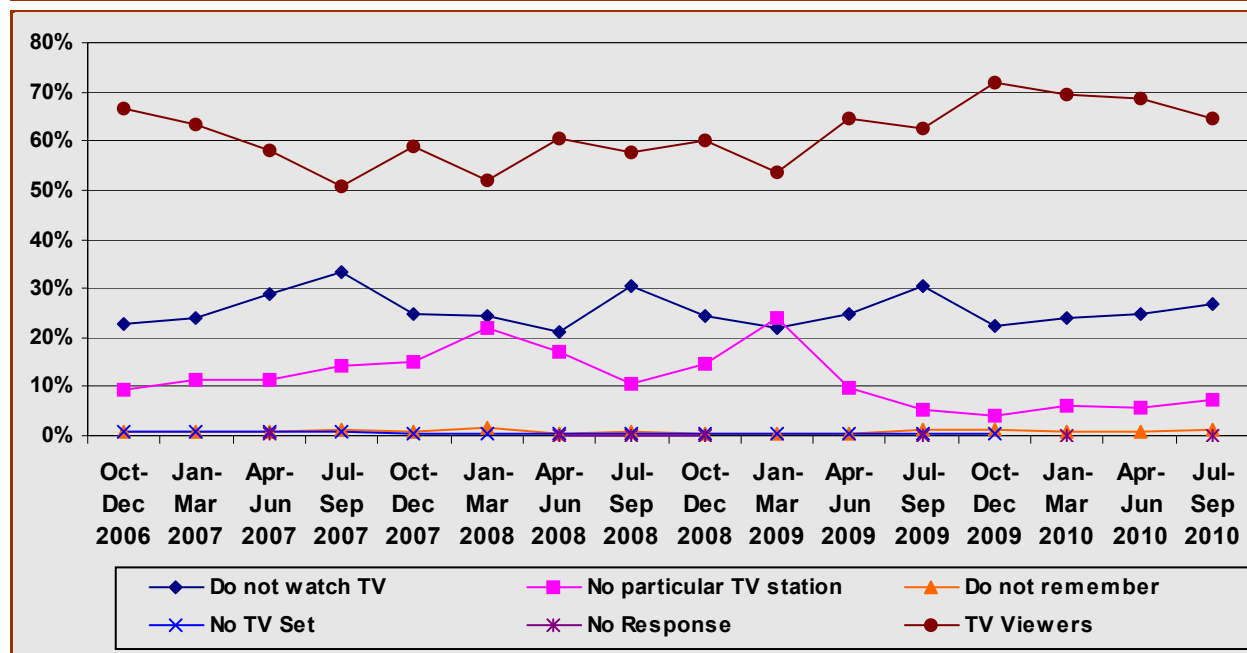


FIGURE 3.3: TV REACH BY QUARTER [OCT/DEC 2006 – JUL/SEP 2010]

The overall counts of effective respondents [i.e. excluding those who “do not have a TV-set”; “did not watch TV the day before the interview”; “did not remember which station they had followed”; and those who “did not watch a particular station” – **and excluding the amount of time followed by each viewer**] are given in Figure 3.6 and Table 3.4 below. This data gives the effective number of TV viewers [expressed as percentages] that each broadcasting station has attracted for the last quarter of each broadcasting season at 2008, 2009, and 2010. Analysed by broadcasting quarter, **of the local broadcasting stations** TVM has maintained its prime position throughout. TVM was slightly superceded by the total of “Other TV Stations” watched by respondents – a list of which can be found in Table 3.6 of Part Two of this report.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER – [JUL/SEP 2008-2009-2010]

	Jul-Sep 2008 %	Jul-Sep 2009 %	Jul-Sep 2010 %
TVM	[1] 23.9	[1] 21.3	[1] 22.12
ONE	[2] 20.6	[2] 14.1	[2] 14.00
Net TV	8.3	6.3	6.94
Smash TV	0.7	4.6	0.58
Education 22	0.0		0.16
iTV	0.1	0.1	0.0
Family TV	1.6		
Favorite Channel		1.6	0.73
Calypso Music TV			0.23
Rai 1	3.8	4.5	5.48
Rai 2	3.0	1.5	1.76
Rai 3	0.4	0.6	0.38
Rete 4	2.7	2.8	2.43
Canale 5	5.0	6.8	5.90
Italia 1	5.8	8.1	7.75
Discovery Channel	2.9	4.6	4.91
MTV	2.6	1.3	0.85
BBC	2.6	1.8	2.57
Other TV Stations	15.9	19.9	23.20
	100.0%	100.0%	100.0%
1% =	2076	2268	2654

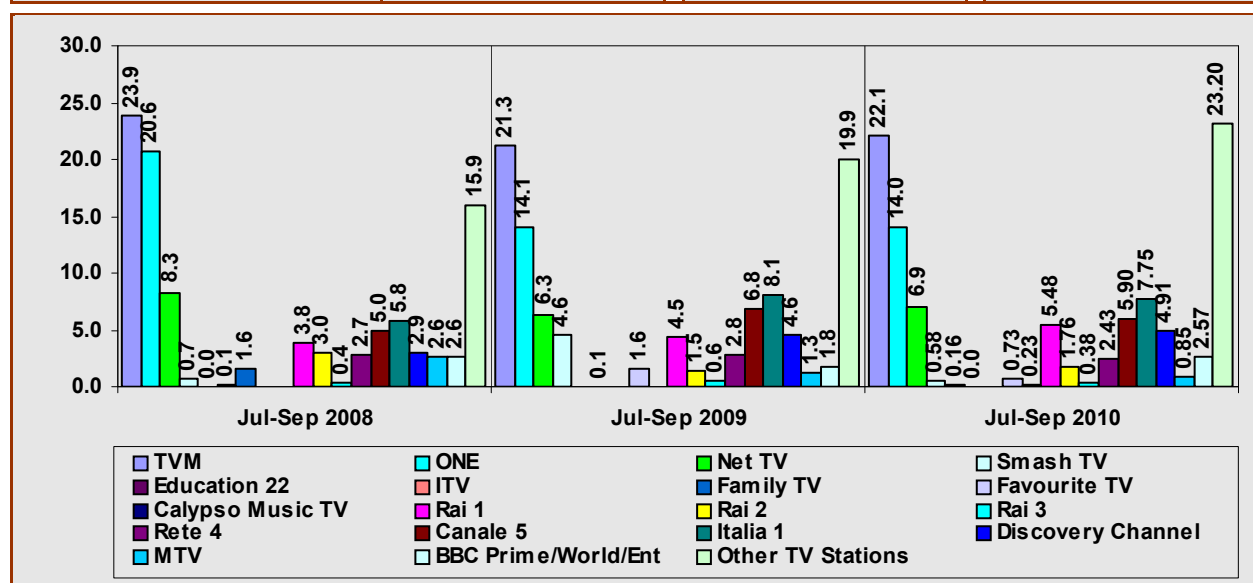


FIGURE 3.4 TV REACH BY BROADCASTING STATION BY QUARTER [JUL/SEP 2008-2009-2010]

3.2.1 TV Reach by Gender and by Age Group

During the summer period foreign TV stations were the most followed stations by gender for both males and females and for the three lowest age groups from 12 years olds to 30 year olds. TVM was the most followed station for the next three age groups: 30-49, 50-64, and 65-79; while One was the most followed station for those over 80 years old. Of note is the preferences achieved by foreign broadcasting stations especially Italia 1 which attracted second preferences for two age groups [15-24 and 25-29] and third preference of the 12-14 year old. The second preferred station of this latter group goes to One indicating that this age group was more catered for in One's programming content – see Table 3.7 below.

TABLE 3.7: TV REACH BY GENDER AND BY AGE GROUP [JUL-SEP 2010]

	Total	Gender		Age Group						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	[2]22.12	[2]23.08	[2]21.25	4.48	[3]16.64	[3]16.78	[1]23.88	[1]25.46	[1]26.97	[2]26.22
ONE	[3]14.00	[3]13.07	[3]14.84	[2]20.11	6.86	2.57	[3]11.05	[2]19.27	[2]20.79	[1]39.28
Net TV	6.94	6.31	7.50	8.97	6.26	5.74	3.84	9.73	10.20	8.67
Smash TV	0.58	0.00	1.10	0.00	0.00	0.00	0.51	1.18	1.09	0.00
Education 22	0.16	0.00	0.30	0.00	0.00	0.00	0.26	0.31	0.00	0.00
Favorite Channel	0.73	0.42	1.00	0.00	0.51	1.38	0.57	0.88	1.17	0.00
Calypso Music TV	0.23	0.00	0.43	0.00	0.00	1.29	0.00	0.60	0.00	0.00
Rai 1	5.48	6.01	5.00	0.00	3.89	4.21	7.69	5.58	4.89	2.92
Rai 2	1.76	1.71	1.80	0.00	0.00	2.67	2.24	2.69	1.74	0.00
Rai 3	0.38	0.63	0.17	0.00	0.00	0.00	1.19	0.00	0.00	0.00
Rete 4	2.43	2.78	2.13	2.13	0.49	1.52	1.96	3.18	4.70	6.94
Canale 5	5.90	3.90	7.70	0.00	3.16	5.76	9.83	4.59	4.87	2.92
Italia 1	7.75	8.58	7.01	[3]15.44	[2]17.56	[2]17.16	6.45	2.72	0.57	0.00
Discovery Channel	4.91	7.78	2.34	7.47	8.36	10.04	5.08	2.29	1.93	0.00
MTV	0.85	0.62	1.05	6.72	2.10	1.44	0.00	0.00	0.77	0.00
BBC	2.57	1.58	3.47	0.00	1.01	1.81	1.58	4.66	5.20	0.00
Other TV station	[1]23.20	[1]23.53	[1]22.91	[1]34.68	[1]33.16	[1]27.64	[2]23.86	[3]16.87	[3]15.10	[3]13.04
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2350	1145	1204	132	384	184	726	566	294	66

3.2.2 TV Reach by District

For the fourth quarter of the broadcasting season of 2009-2010, TVM was the most followed station in three districts and the second most followed station in the other half of the districts – see Table 3.8 below. While Other TV station was the most followed station in three of the districts, it ranked second in two other districts and third in one other district losing its ranking to One in the Southern Harbour area where it ranked the second most preferred station after TVM and the third most preferred station in all the other districts.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY DISTRICT [JUL-SEP 2010]

	Total	District					
		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
TVM	[2]22.12	[1]22.93	[2]18.81	[2]20.60	[1]24.13	[2]25.38	[1]26.24
ONE	[3]14.00	[2]16.40	[3]12.70	[3]15.33	[3]11.67	[3]12.58	[3]17.22
Net TV	6.94	7.81	6.86	4.15	7.01	5.37	13.03
Smash TV	0.58	0.43	0.25	0.48	0.47	0.61	2.73
Education 22	0.16	0.00	0.25	0.00	0.56	0.00	0.00
Favorite Channel	0.73	0.45	1.12	0.48	0.00	1.21	1.05
Calypso Music TV	0.23	0.00	0.29	0.48	0.47	0.00	0.00
Rai 1	5.48	6.02	7.28	5.08	3.42	4.25	4.02
Rai 2	1.76	2.28	1.16	3.40	1.60	1.02	1.05
Rai 3	0.38	0.00	0.67	0.00	0.63	0.71	0.00
Rete 4	2.43	2.50	1.37	3.69	3.90	1.72	2.22
Canale 5	5.90	6.67	5.05	7.69	9.37	1.73	3.83
Italia 1	7.75	9.19	7.87	9.97	6.12	6.77	3.95
Discovery Channel	4.91	6.12	3.83	4.03	4.78	7.36	3.63
MTV	0.85	0.00	0.93	1.20	0.59	0.92	2.60
BBC	2.57	3.33	1.91	2.33	2.46	4.78	0.00
Other TV station	[1]23.20	[3]15.89	[1]29.66	[1]21.09	[2]22.82	[1]25.58	[2]18.44
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1% =	2654	547	774	386	391	361	194

4. MEDIA RECEPTION PLATFORM

Unfortunately, in many cases respondents are not aware what specific type of media platform they are using for listening and viewing their radio and television sets; especially so with older generations. Most often interviewers asked the respondents to describe the system used in the latter's household to determine the type of media platform used. And those respondents who were uncognitive of such systems would describe the channel mostly followed; sometimes indicating that they might have satellite reception when in actual fact they had a cable system installed which was re-transmitting satellite broadcast stations.

Well knowing that certain households may have more than one system installed, this kind of assessment was reconsidered. From this broadcasting season [Oct 2009/Sep2010], the question asked to respondents was changed to the effect that they were asked whether they had a specific media platform installed in their household [being described by the interviewer if necessary]; while at the same time allowing for multiple replies.

During the previous broadcasting quarter [April-June 2010], a further refinement was made. With regard to radio systems used, it was pointed out that a number of respondents were listening to radio channels broadcast on their TV systems offered locally through the cable and digital aerial operators. From this quarter these respondents were no longer being included under Digital Radio but included under Other System/s which would also include other radio listening devices as Mp3 players and Internet streaming.

With regard to television broadcasting platforms used by households, some refinements were also made in view of the introduction of High Definition broadcasts on cable and digital aerial platforms prior the April-June quarter. Aerial (Analogue) was restricted to include only the reception of free-to-air reception; Cable was to include both analogue and digital reception; the Digital Aerial system was restricted to only those systems that include a decoder; while Dreambox users were to be included under Internet TV systems as it has connectivity to DVB satellite, terrestrial and cable digital television receivers, thus:

Q1 & Q2: Oct/Dec 2009 & Jan/Mar 2010

Aerial (Analogue) system installed at home
Cable (NOT Digital) system installed at home

Satellite system installed at home
Internet TV system installed at home

Digital Aerial system installed at home

Other TV system installed at home
No TV at home

Q3 & Q4: Apr/Jun & Jul/Sep 2010

Aerial (Free-to-air) installed at home
Cable (Analogue or Digital) TV system installed at home

Satellite TV system installed at home
Internet TV system (incl. Dreambox) available at home

Digital Aerial system (with decoder) installed at home

Other TV system installed at home
No TV at home

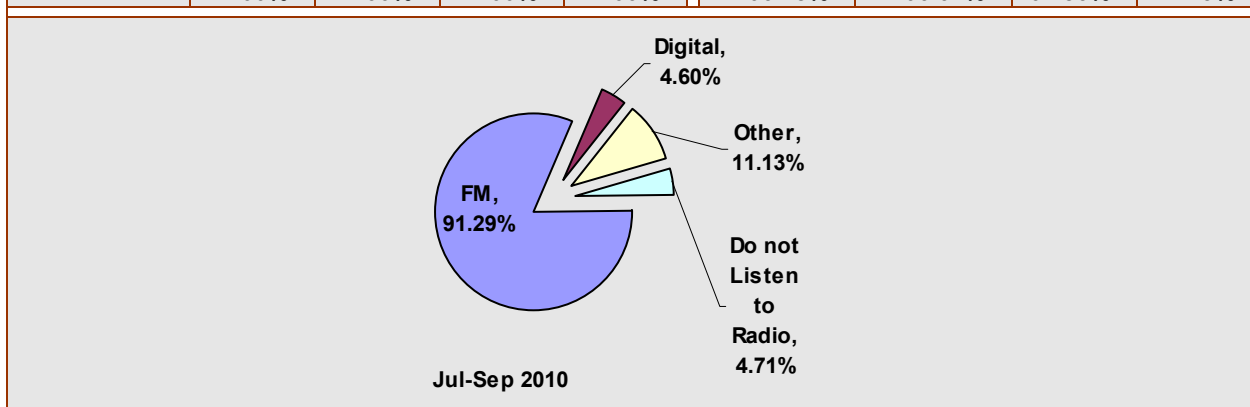
The data for this analysis is derived only from persons living in the archipelago – no institutions, of whatever kind are contacted. It is therefore representative only of household reception platforms used and not of national digital uptake.

4.1 Radio Reception Platform

Respondents were asked to indicate what type of reception platform they have at home choosing from “FM”, “Digital”, “Other System” and “Do not have a radio-set at home” while allowing for multiple replies. While 4.71% of all those interviewed replied that they do not have a radio-set at home, 11.73% of the respondents indicated that they have more than one system of radio reception in their households – see Table and Figure 4.1 below.

TABLE 4.1 AND FIGURE 4.1.A: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2008 – JUL/SEP 2010]

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
FM	82.4%	73.6%	75.6%	75.2%	88.74%	88.11%	90.41%	91.29%
Digital	5.2%	3.4%	1.2%	4.4%	10.10%	12.22%	5.24%	4.60%
Other	12.4%	4.1%	.7%	1.6%	2.42%	1.72%	4.11%	11.13%
No Radio set		18.8%	22.5%	18.8%	5.22%	4.61%	5.10%	4.71%
	100%	100%	100%	100%	106.48%	106.67%	104.86%	111.73%



4.1.1 Radio Reception Platform by Gender, Age and District

During this assessment period the indications are that while there is little gender difference in Digital radio take-up, the younger age groups have twice the average total Digital radio take-up. The same can be said with regard to “Other” systems of radio listening especially when these include Internet Radio. Analysed by districts, digital radio take-up, albeit small, is nearly evenly spread over all the districts – see Table 4.2 below and Figure 4.1.a in Part Two. However, the Northern Harbour area had the highest percentages for Digital Radio systems and for Other Radio Systems available at home.

Compared to the Radio reach by quarter there is a discrepancy between those who stated that they “do not listen to radio” [see Table 3.1, Part Two] and those who stated that they do not have a radio set. The difference lies between those who do not listen to radio but have a radio set at home. The percentages of Figure 4.1 above for “did not listen to radio” include the residual replies of those who throughout

maintained that they do not listen to radio but may also includes a small percentage who stated that they had listened to a particular radio station the day before but do not have a radio set.

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	Gender			Age Groups							District					
	Total	Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Availability of FM Radio system at home																
Count	1675	787	889	51	291	114	533	415	215	57	327	491	251	249	226	131
Row %	100%	47.0%	53.0%	3.0%	17.4%	6.8%	31.8%	24.8%	12.8%	3.4%	19.5%	29.3%	15.0%	14.8%	13.5%	7.8%
Availability of Digital Radio system at home																
Count	84	47	37	6	25	5	30	16	4	0	17	30	12	9	14	3
Row %	100%	55.7%	44.3%	6.7%	29.8%	5.3%	35.0%	19.0%	4.2%	.0%	20.1%	35.3%	13.9%	10.3%	17.1%	3.2%
Availability of Other Radio system/s at home																
Count	204	104	100	18	90	19	63	10	3	1	32	65	32	29	29	17
Row %	100%	51.1%	48.9%	8.9%	44.1%	9.3%	30.8%	4.7%	1.6%	.5%	15.5%	31.9%	15.9%	14.1%	14.2%	8.5%
No Radio available at home																
Count	86	48	38	1	12	16	23	20	10	4	19	29	14	8	9	8
Row %	100%	55.8%	44.2%	1.2%	13.7%	19.1%	26.5%	23.0%	12.1%	4.5%	21.5%	33.1%	16.0%	9.8%	10.0%	9.6%

4.1.2 Radio Reception analysis by Platform

To further understand the diversity mix of media platforms further analysis was made: the replies for each platform were analysed up to one other media platform available per household indicating the multiplicity of radio platforms – see Table 4.2a: Radio Reception Systems by Platform and by Quarter. Thus all the replies of each respective platform were analysed on whether each respondent indicated whether they have other systems available.

TABLE 4.2.A: RADIO RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2009 – JUL/SEP 2010]

		FM Radio		Digital Radio		Other Radio system/s	
		N	%[W]	N	%[W]	N	%[W]
Oct-Dec 2009							
ALL Replies		1631	88.74%	186	10.10%	44	2.42%
Only		1516	82.47%	95	5.17%	14	0.76%
FM Radio & ...				87	4.72%	27	1.45%
Digital Radio & ...		27	1.45%			2	0.11%
Other Radio & ...		0	0.00%	2	0.11%		
		1542	83.92%	184	10.00%	42	2.31%
More than 2 systems including ...		89	4.82%	2	0.10%	2	0.10%
Jan-Mar 2010							
ALL Replies		1586	88.12%	220	12.22%	31	1.74%
Only		1470	81.68%	113	6.28%	15	0.82%
FM Radio & ...				102	5.67%	13	0.71%
Digital Radio & ...		102	5.67%			3	0.16%
Other Radio & ...		13	0.71%	3	0.16%		
		1585	88.07%	218	12.11%	30	1.68%
More than 2 systems including ...		1	0.06%	2	0.11%	1	0.06%

Apr-Jun 2010	FM Radio		Digital Radio		Other Radio system/s	
	N	%[W]	N	%[W]	N	%[W]
ALL Replies	1645	90.41%	95	5.24%	75	4.11%
Only	1559	85.72%	62	3.43%	17	0.96%
FM Radio & ...	30	1.64%	30	1.64%	54	2.98%
Digital Radio & ...	30	1.64%			2	0.10%
Other Radio & ...	54	2.98%	2	0.10%		
	1643	90.34%	94	5.17%	73	4.04%
More than 2 systems including ...	1	0.07%	1	0.07%	1	0.07%

Jul-Sep 2010	FM Radio		Digital Radio		Other Radio system/s	
	N	%[W]	N	%[W]	N	%[W]
ALL Replies	1675	91.29%	84	4.60%	204	11.13%
Only	1471	80.15%	41	2.24%	21	1.14%
FM Radio & ...	29	1.60%	29	1.60%	169	9.22%
Digital Radio & ...	29	1.60%			8	0.45%
Other Radio & ...	169	9.22%	8	0.45%		
	1669	90.97%	79	4.28%	198	10.81%
More than 2 systems including ...	6	0.32%	6	0.32%	1	0.32%

4.2 TV Reception Platform

On the other hand, digital television broadcasting is available through various platforms. With this in mind, respondents were asked to indicate on which broadcasting platform they receive their household television broadcasts while allowing for multiple replies. Table 4.3 and Figure 4.2 below detail the percentages registered for the various broadcasting platforms by quarter from October-December 2009 to this quarter under review. Further data is available in Part Two of this report. Of note is that while only 4.86% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 57.8% - an increase of 3.1% over the previous assessment period.

At this point it is important to note that by early 2011, all analogue broadcasts will be switched off and local broadcasting stations should be broadcasting free-to-air on a separate digital platform.

TABLE 4.3: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2009 – JUL/SEP 2010]

	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
Aerial (Free-to-air) installed at home	27.7%	32.3%	33.8%	30.6%
Cable (Analogue or Digital) TV system installed at home	17.8%	16.6%	54.7%	53.5%
Satellite TV system installed at home	17.4%	21.0%	24.6%	24.5%
Internet TV system (incl. Dreambox) available at home	2.1%	1.6%	5.6%	9.0%
Digital Aerial system (with decoder) installed at home	67.7%	69.5%	34.8%	39.4%
No TV at home	0.4%	0.4%	0.8%	0.2%
Other TV system installed at home	0.1%	0.2%	0.5%	0.6%
	133.3%	141.6%	154.7%	157.8%
1% =	3633	3633	3633	3633

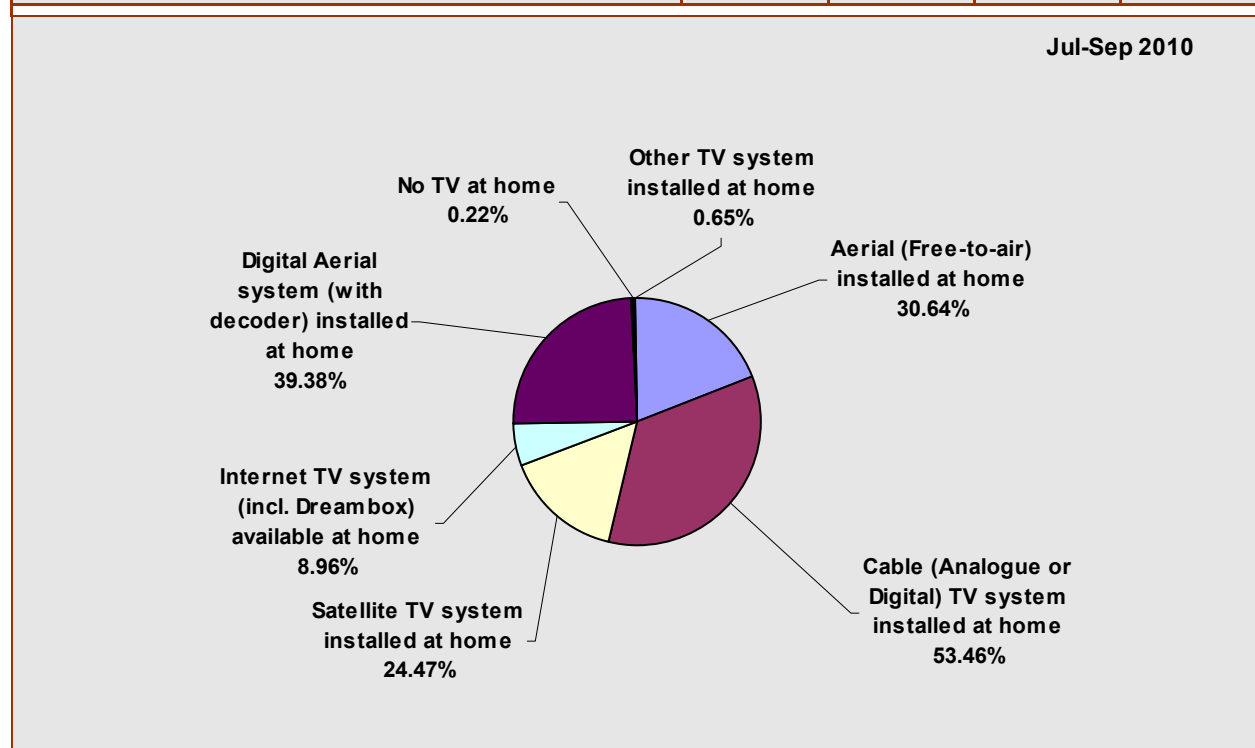


FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [JUL-SEP 2010]

4.2.1 TV Reception Platform by Gender, Age and District

There was very little gender difference in the types of television reception used except for “Other TV Systems” and where there is a high female imbalance. Internet TV viewing was highest with the 15-24 year olds [37.5%] followed by the 30-49 year olds [33.3%]; while distribution of the different systems between the different districts was quite balanced throughout – see Tables and Figures 4.2.a in Part two of this report.

TABLE 4.4: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

TABLE 7.4: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS (USE DEF 2016)																	
	Total	Gender		Age Groups							District						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	
Aerial (Free-to-air)																	
Count	562	276	286	16	104	31	178	145	71	17	126	143	104	81	75	33	
Row %	100%	49.2%	50.8%	2.8%	18.5%	5.5%	31.6%	25.9%	12.7%	3.1%	22.5%	25.5%	18.5%	14.4%	13.3%	5.8%	
Cable (Analogue or Digital) TV system																	
Count	981	465	516	26	173	63	300	242	142	37	190	342	124	132	124	69	
Row %	100%	47.4%	52.6%	2.7%	17.6%	6.4%	30.6%	24.6%	14.4%	3.8%	19.4%	34.9%	12.6%	13.4%	12.6%	7.0%	
Satellite TV system																	
Count	449	237	212	18	82	25	191	94	34	4	93	141	78	61	54	22	
Row %	100%	52.8%	47.2%	4.0%	18.3%	5.6%	42.6%	21.0%	7.6%	.9%	20.7%	31.4%	17.5%	13.6%	12.0%	5.0%	
Internet TV system (incl. Dreambox)																	
Count	164	81	84	4	62	19	55	17	7	1	28	52	24	24	22	14	
Row %	100%	49.0%	51.0%	2.6%	37.5%	11.5%	33.3%	10.1%	4.5%	.6%	17.3%	31.8%	14.7%	14.8%	13.1%	8.3%	
Digital Aerial system (with decoder)																	
Count	723	342	381	26	123	60	253	169	76	16	143	190	113	113	108	56	
Row %	100%	47.3%	52.7%	3.7%	17.0%	8.3%	35.1%	23.4%	10.5%	2.2%	19.8%	26.3%	15.6%	15.6%	15.0%	7.7%	
Other TV system																	
Count	4	1	3	0	0	2	0	2	0	0	2	1	0	1	0	0	
Row %	100%	25.1%	74.9%	.0%	.0%	53.6%	.0%	46.4%	.0%	.0%	48.4%	25.1%	.0%	26.4%	.0%	.0%	
No TV at home																	
Count	12	6	6	0	1	1	3	2	2	2	3	4	2	0	2	1	
Row %	100%	47.9%	52.1%	.0%	9.1%	10.2%	29.2%	16.0%	15.2%	20.3%	26.3%	37.1%	16.6%	.0%	13.2%	6.7%	

4.2.2 TV Reception analysis by Platform

Similar to radio, all the replies given by respondents for each television platform were analysed for the multiplicity use of other platforms in the same household. As can be seen, although there was an increase in the use of roof-top aerial during the first three quarters of the 2009/2010 broadcasting season, there was a decrease of such aerials during the last quarter. Of note is that the effective singular use of the roof-top aerial has steadily increased from 9.41% for October-December 2009 to 5.12% during July-September 2010 - see Table 4.4.a: TV Reception Systems by Platform and by Quarter below:

TABLE 4.4.A: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2009 – JUL/SEP 2010]

Oct-Dec 2009	Aerial (Analogue)		Cable (NOT Digital)		Satellite		Internet TV		Digital Aerial		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL Replies	510	27.73%	327	17.82%	320	17.39%	39	2.10%	1244	67.67%	3	0.15%
Only	173	9.41%	228	12.40%	36	1.97%	6	0.35%	847	46.06%	1	0.04%
Aerial (Analogue) & ...			37	2.01%	53	2.90%	3	0.17%	182	9.90%	1	0.05%
Cable (NOT Digital) & ...	37	2.01%			36	1.95%	1	0.06%	15	0.80%	0	0.00%
Satellite & ...	53	2.90%	36	1.95%			3	0.15%	126	6.86%	0	0.00%
Internet TV & ...	3	0.17%	1	0.06%	3	0.15%			10	0.56%	0	0.00%
Digital Aerial & ...	182	9.90%	15	0.80%	126	6.86%	10	0.56%			1	0.06%
Other TV system & ...	1	0.05%	0	0.00%	0	0.00%	0	0.00%	1	0.06%		
	449	24.44%	317	17.23%	254	13.84%	24	1.29%	1181	64.24%	3	0.15%
More than 2 systems including ...	61	3.29%	11	0.59%	65	3.55%	15	0.82%	63	3.43%	0	0.00%
Jan-Mar 2010	Aerial (Analogue)		Cable (NOT Digital)		Satellite		Internet TV		Digital Aerial		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	582	32.34%	299	16.59%	377	20.97%	29	1.63%	1252	69.54%	3	0.17%
ONLY	143	7.95%	188	10.44%	44	2.44%	1	0.06%	774	42.98%	1	0.04%
Aerial (Analogue) & ...			46	2.56%	64	3.54%	2	0.13%	236	13.11%	1	0.06%
Cable (NOT Digital) & ...	46	2.56%			28	1.55%	1	0.06%	13	0.70%	0	0.00%
Satellite & ...	64	3.54%	28	1.55%			4	0.22%	143	7.97%	1	0.06%
Internet TV & ...	2	0.13%	1	0.06%	4	0.22%			4	0.23%	0	0.00%
Digital Aerial & ...	236	13.11%	13	0.70%	143	7.97%	4	0.23%			0	0.00%
Other TV system & ...	1	0.06%	0	0.00%	1	0.06%	0	0.00%	0	0.00%		
	493	27.36%	275	15.31%	284	15.78%	13	0.70%	1170	65.00%	3	0.17%
More than 2 systems including ...	90	4.98%	23	1.29%	93	5.19%	17	0.93%	82	4.54%	0	0.00%
Apr-Jun 2010	Aerial (Free-to-air)		Cable (Anal/Digit.)		Satellite		Internet TV (inc.Dream)		Digital Aerial (+ decoder)		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	615	33.82%	994	54.67%	447	24.60%	102	5.59%	634	34.85%	8	0.45%
ONLY	123	6.77%	548	30.15%	27	1.47%	1	0.07%	279	15.32%	6	0.33%
Aerial (Analogue) & ...			174	9.56%	61	3.33%	4	0.23%	121	6.65%	0	0.00%
Cable (NOT Digital) & ...	174	9.56%			120	6.62%	28	1.53%	30	1.67%	1	0.06%
Satellite & ...	61	3.33%	120	6.62%			7	0.40%	102	5.58%	0	0.00%
Internet TV & ...	4	0.23%	28	1.53%	7	0.40%			16	0.88%	0	0.00%
Digital Aerial & ...	121	6.65%	30	1.67%	107	5.87%	16	0.88%			0	0.00%
Other TV system & ...	0	0.00%	1	0.06%	0	0.00%	0	0.00%	0	0.00%		
	483	26.54%	902	49.59%	322	17.69%	56	3.10%	547	30.09%	7	0.39%
More than 2 systems including ...	132	7.28%	93	5.09%	126	6.91%	45	2.48%	86	4.75%	1	0.06%
Jul-Sep 2010	Aerial (Free-to-air)		Cable (Anal/Digit.)		Satellite		Internet TV (inc.Dream)		Digital Aerial (+ decoder)		Other TV system	
	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]	N	%[W]
ALL	562	30.64%	981	53.46%	449	24.47%	1	8.96%	723	39.38%	4	0.22%
ONLY	94	5.12%	554	30.18%	28	1.52%	0	0.06%	320	17.43%	1	0.06%
Aerial (Analogue) & ...			139	7.57%	37	1.99%	0	0.12%	125	6.82%	0	0.00%
Cable (NOT Digital) & ...	139	7.57%			116	6.34%	0	2.11%	23	1.24%	0	0.00%
Satellite & ...	37	1.99%	116	6.34%			0	0.24%	92	5.04%	1	0.06%
Internet TV & ...	2	0.12%	39	2.11%	4	0.24%			27	1.45%	0	0.00%
Digital Aerial & ...	125	6.82%	23	1.24%	92	5.04%	27	1.45%			0	0.00%
Other TV system & ...	0	0.00%	0	0.00%	1	0.06%	0	0.00%	0	0.00%		
	397	21.62%	870	47.44%	279	15.19%	73	3.99%	587	31.98%	2	0.12%
More than 2 systems including ...	165	9.02%	111	6.03%	170	9.27%	91	4.97%	136	7.40%	2	0.10%

5. TEleshopping

Again, the Authority wanted to research Teleshopping originating from the Maltese Islands. Respondents were asked whether they regularly watch teleshopping and on which channel such programmes are followed. Teleshopping programmes are aired on local broadcasting stations, generally during the off-peak hours during the day. There is only one channel [iTV] completely dedicated to 24/7 Teleshopping.

For this broadcasting season only 10.4% stated that they regularly watched Teleshopping programmes. Overall, of the effective teleshopping programme viewers, 4.0% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on Net TV [27.98%], followed by Smash TV [26.91%] and ONE [15.91%] – see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

Again, data is being reported as collected – there is no teleshopping on Education 22 while Family TV has ceased operations.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JUL/SEP 2010]

	Oct-Dec 2007	Jan-Mar 2008	April-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2009
Yes	10.77	9.62	8.77	9.15	10.73	10.63	7.45	10.65	9.19	8.48	8.95	10.4
No	88.74	90.11	90.89	90.40	88.83	89.14	92.11	88.86	90.37	91.52	91.05	89.6
No TV set	0.50	0.28	0.34	0.45	0.44	0.22	0.44	0.49	0.44			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	3594	3594	3594	3594	3633	3633	3633	3633	3633	3633	3633	3633
TVM	14.87	17.92	19.75	9.26	17.26	18.42	23.70	10.26	19.47	15.45	18.50	9.22
ONE	19.49	19.65	24.84	25.93	35.53	17.37	16.30	11.79	16.40	21.65	18.89	15.91
Net TV	9.23	11.56	8.28	8.64	7.11	6.32	6.67	5.64	8.15	6.66	5.12	27.98
Smash TV	26.15	24.28	23.57	30.86	23.35	28.95	25.93	47.18	43.71	37.07	39.82	26.91
ITV	17.44	14.45	15.92	15.43	8.63	10.00	11.85	13.85	7.73	6.82	8.94	11.28
Education 22	0.00	0.00	0.00	0.62	0.00	0.00	1.48	0.51	0.00			0.53
Family TV					3.55	8.95	5.93		0.00			0.60
Other					1.02	4.21	2.22	3.59	1.81	2.39	1.87	3.58
Do not know	12.82	12.14	7.64	9.26	3.55	5.79	5.93	7.18	2.95	9.70	6.68	4.00
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1%=	387	346	315	329	390	386	271	387	335	308	325	376

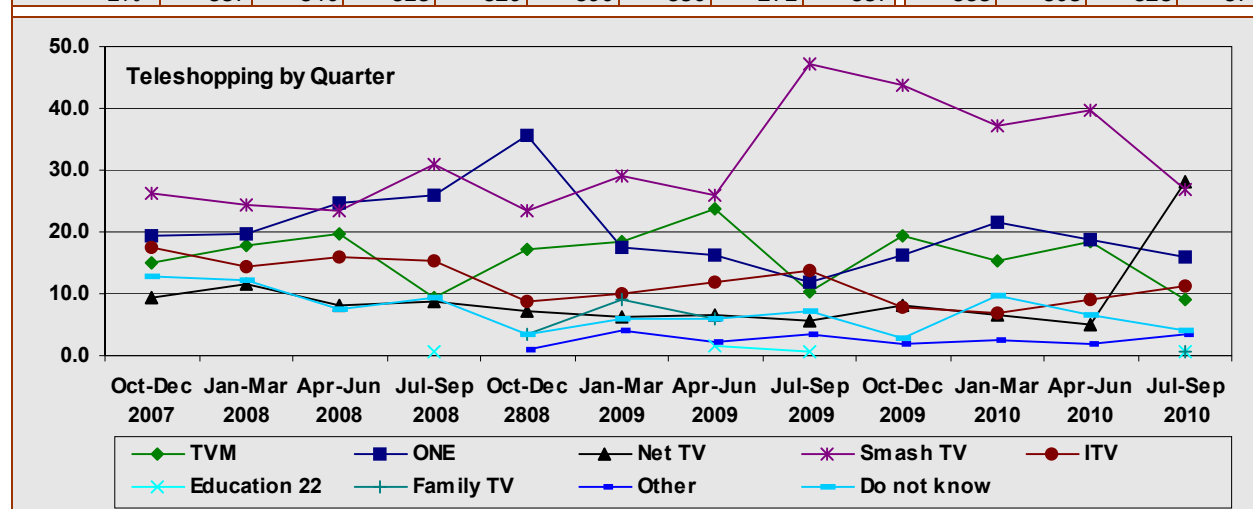


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JUL/SEP 2010]

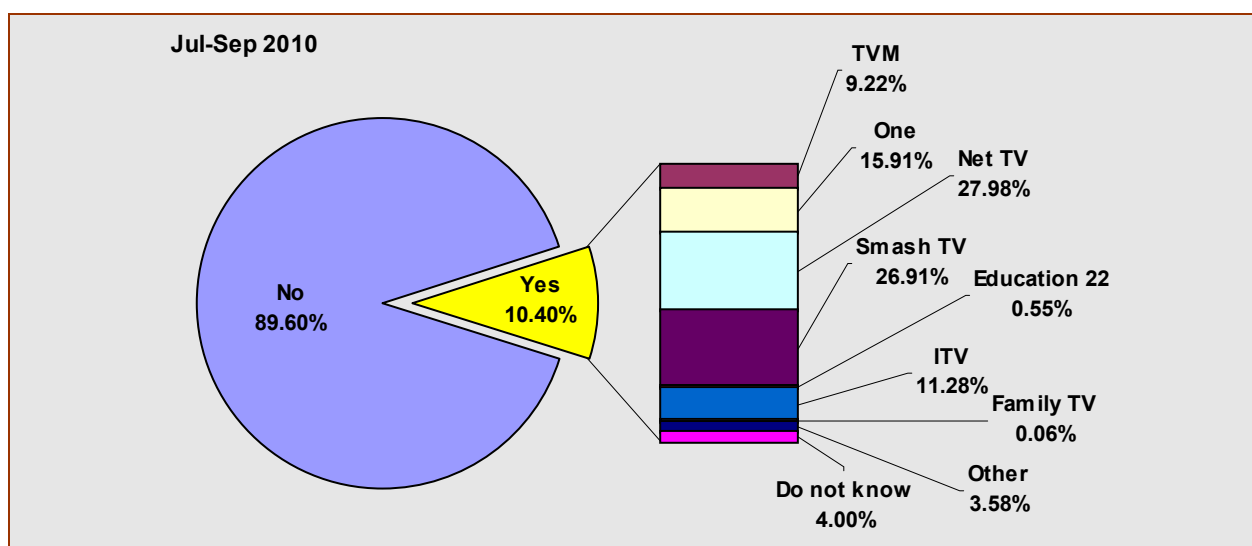


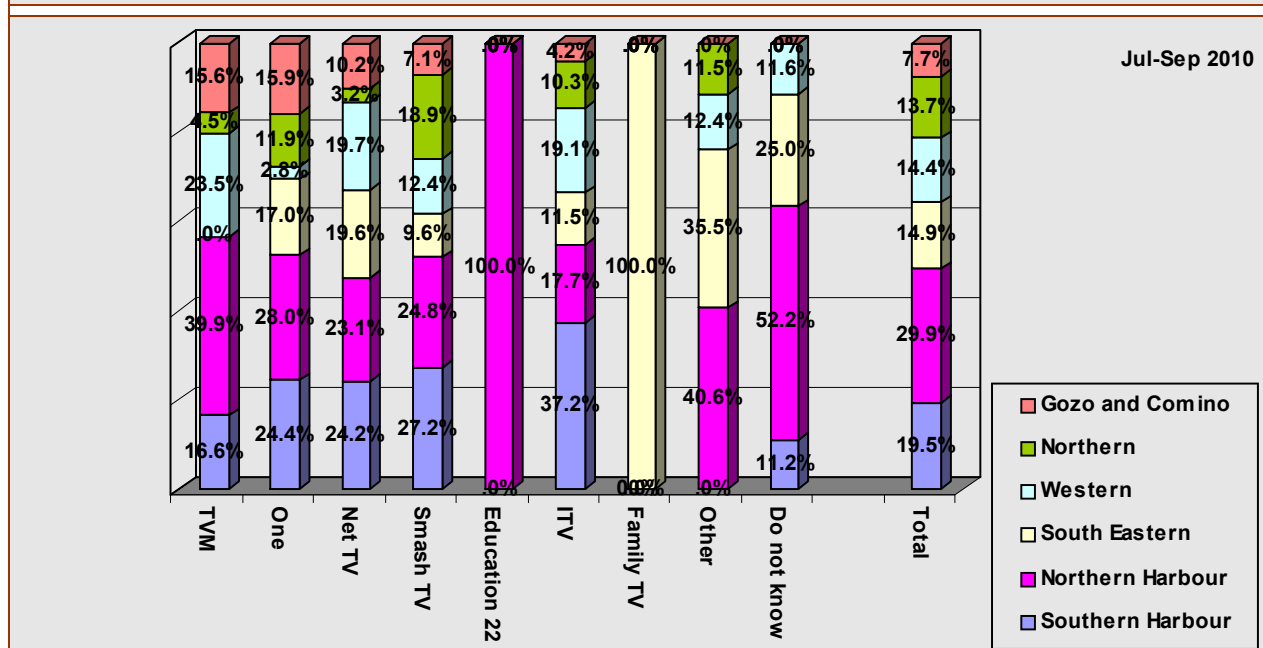
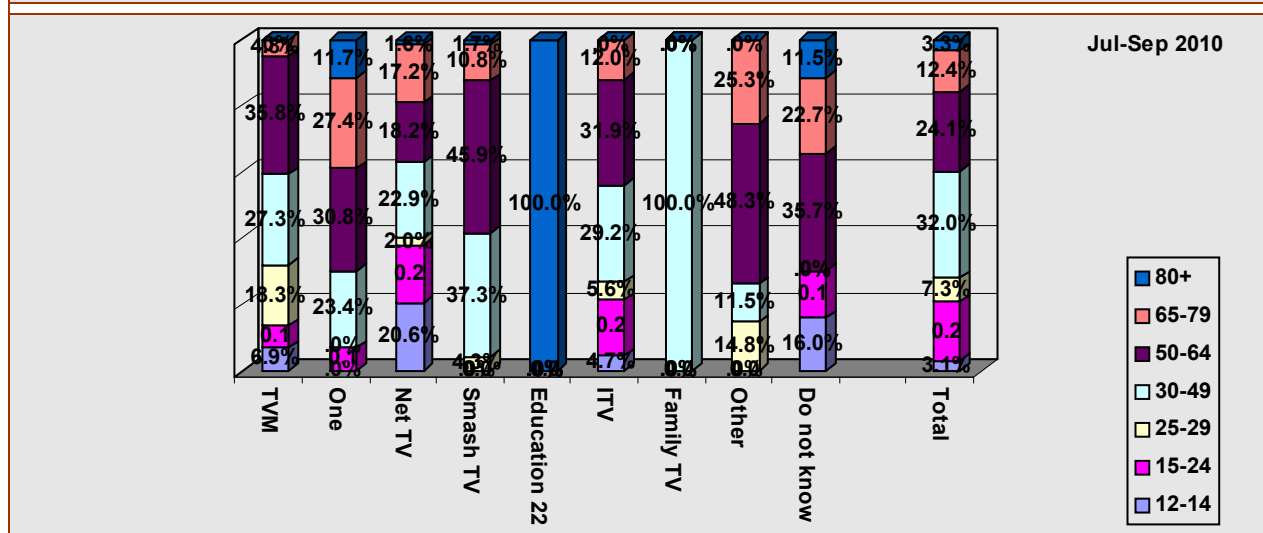
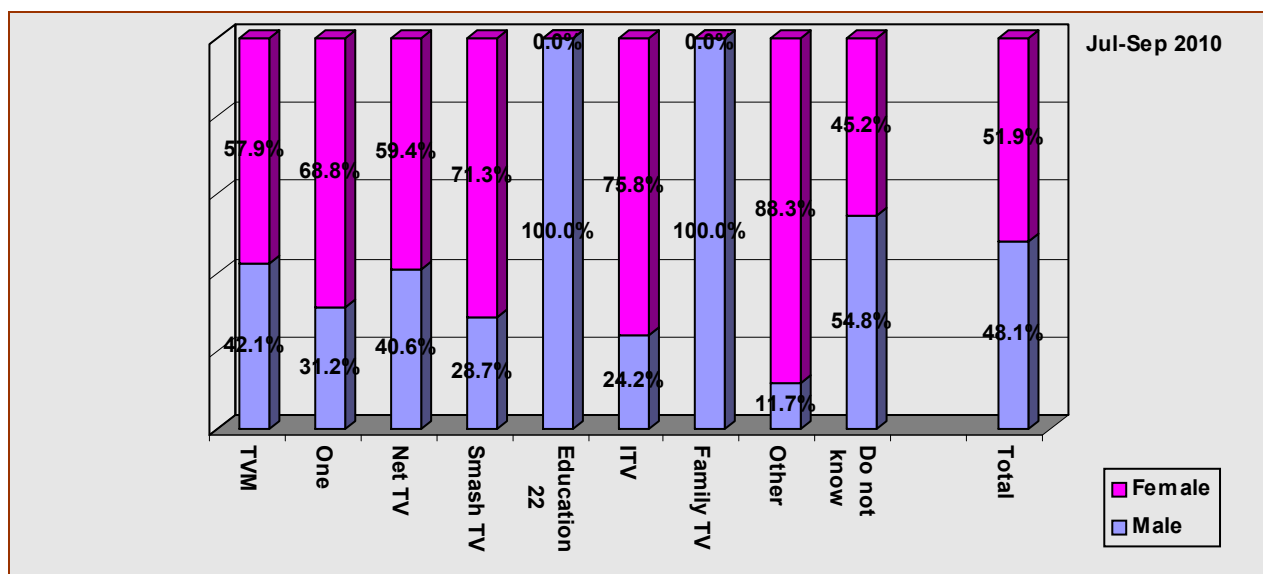
FIGURE 5.2: TEleshopping BY BROADCASTING STATION [JUL-SEP 2010]

5.1 TEleshopping BY GENDER, BY AGE GROUP, AND BY DISTRICT

During this broadcasting period the highest number of viewers watching teleshopping was registered by Net TV – both in number and by gender. By broadcasting station and excluding Education 22 and Family TV, the highest percentage for females watched teleshopping on other stations while for males they did not know on which station they had watched teleshopping. For this period the effective teleshopping audience by age group was predominantly of those who were in the 30-49 age brackets; while the two youngest age groups [12-14 year olds and 15-24 year olds] were also attracted to Teleshopping. Analysed by district, teleshopping is spread over all the districts with the highest percentages attained by local broadcasting stations being concentrated in two district areas – the Southern Harbour and the Northern Harbour; while Gozo and Comino attracted the lowest percentage at 7.7% – see Table 5.2 and Figure 5.3-5 below.

TABLE 5.2: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

		Gender		Age Group							Districts						
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+		Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
1%=	By Station										1%=						
35	TVM	42.1	57.9	6.9	6.8	18.3	27.3	35.8	4.8	0.0	39	16.6	39.9	0.0	23.5	4.5	15.6
60	ONE	31.2	68.8	0.0	6.9	0.0	23.4	30.8	27.4	11.7	67	24.4	28.0	17.0	2.8	11.9	15.9
105	Net TV	40.6	59.4	20.6	17.4	2.0	22.9	18.2	17.2	1.6	119	24.2	23.1	19.6	19.7	3.2	10.2
101	Smash TV	28.7	71.3	0.0	0.0	4.3	37.3	45.9	10.8	1.7	114	27.2	24.8	9.6	12.4	18.9	7.1
2	Education 22	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	2	0.0	100.0	0.0	0.0	0.0	0.0
42	ITV	24.2	75.8	4.7	16.6	5.6	29.2	31.9	12.0	0.0	48	37.2	17.7	11.5	19.1	10.3	4.2
2	Family TV	100.0	0.0	0.0	0.0	0.0	100	0.0	0.0	0.0	3	0.0	0.0	100.0	0.0	0.0	0.0
13	Other Station	11.7	88.3	0.0	0.0	14.8	11.5	48.3	25.3	0.0	15	0.0	40.6	35.5	12.4	11.5	0.0
15	Do not know	54.8	45.2	16.0	14.1	0.0	0.0	35.7	22.7	11.5	17	11.2	52.2	25.0	11.6	0.0	0.0
3633	Total	48.1	51.9	3.1	17.7	7.3	32.0	24.1	12.4	3.3	4103	19.5	29.9	14.9	14.4	13.7	7.7



FIGURES 5.3.A-C: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

6. RADIO AUDIENCES

Respondents were asked to state at which times they started and stopped listening to their radio. These time brackets were listed by the interviewer as time start-up and time-ending. The 24-hour clock was divided into half-hour brackets and each time-period was recorded separately. Thus, a listener spending two-hours of radio-listening from 08:00am to 10:00am as recorded by the interviewer was counted four times.

These counts were then grouped according to the listening-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of radio consumption by week-day. The results given are the totals for each particular sub-sample for that week-day.

6.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by radio broadcasting stations is presented in Table 6.1 and Figure 6.1 below and Table 6.4 in Part 2 of this report. Overall, Calypso Radio has attained the highest daily average [1.164%] with its highest average being on Fridays [1.863%]. This was followed by two stations – Bay Radio [1.095%] and One Radio [0.941%] – with the next highest daily average, with both Bay Radio and One Radio also reaching their highest weekday-average on Friday [Bay: 1.582%; One Radio: 1.192%].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS
Mondays	0.729	0.000	0.315	0.904	0.101	0.774	1.487	0.420	0.225	1.006	0.009	0.697	0.517	0.077	0.016
Tuesdays	0.474	0.000	0.636	0.989	0.348	1.116	0.953	0.372	0.262	0.785	0.149	0.301	0.282	0.343	0.000
Wednesdays	0.570	0.000	0.309	0.790	0.128	1.234	1.064	0.559	0.201	0.867	0.126	0.562	0.010	0.089	0.008
Thursdays	0.420	0.000	0.568	0.820	0.321	1.130	1.272	0.116	0.438	0.252	0.143	0.533	0.469	0.208	0.000
Fridays	0.562	0.000	0.355	1.192	0.278	1.582	1.863	0.678	0.156	0.837	0.055	0.882	0.270	0.128	0.043
Saturdays	0.709	0.185	0.980	1.096	0.175	1.139	0.850	0.343	0.139	0.449	0.147	0.228	0.138	0.063	0.000
Sundays	0.450	0.000	0.542	0.807	0.361	0.688	0.641	0.308	0.124	0.205	0.000	0.564	0.158	0.211	0.115
Monday to Sunday	0.557	0.026	0.530	0.941	0.246	1.095	1.164	0.396	0.223	0.623	0.090	0.539	0.267	0.160	0.026
				[3]		[2]	[1]			[4]					

1%=3633

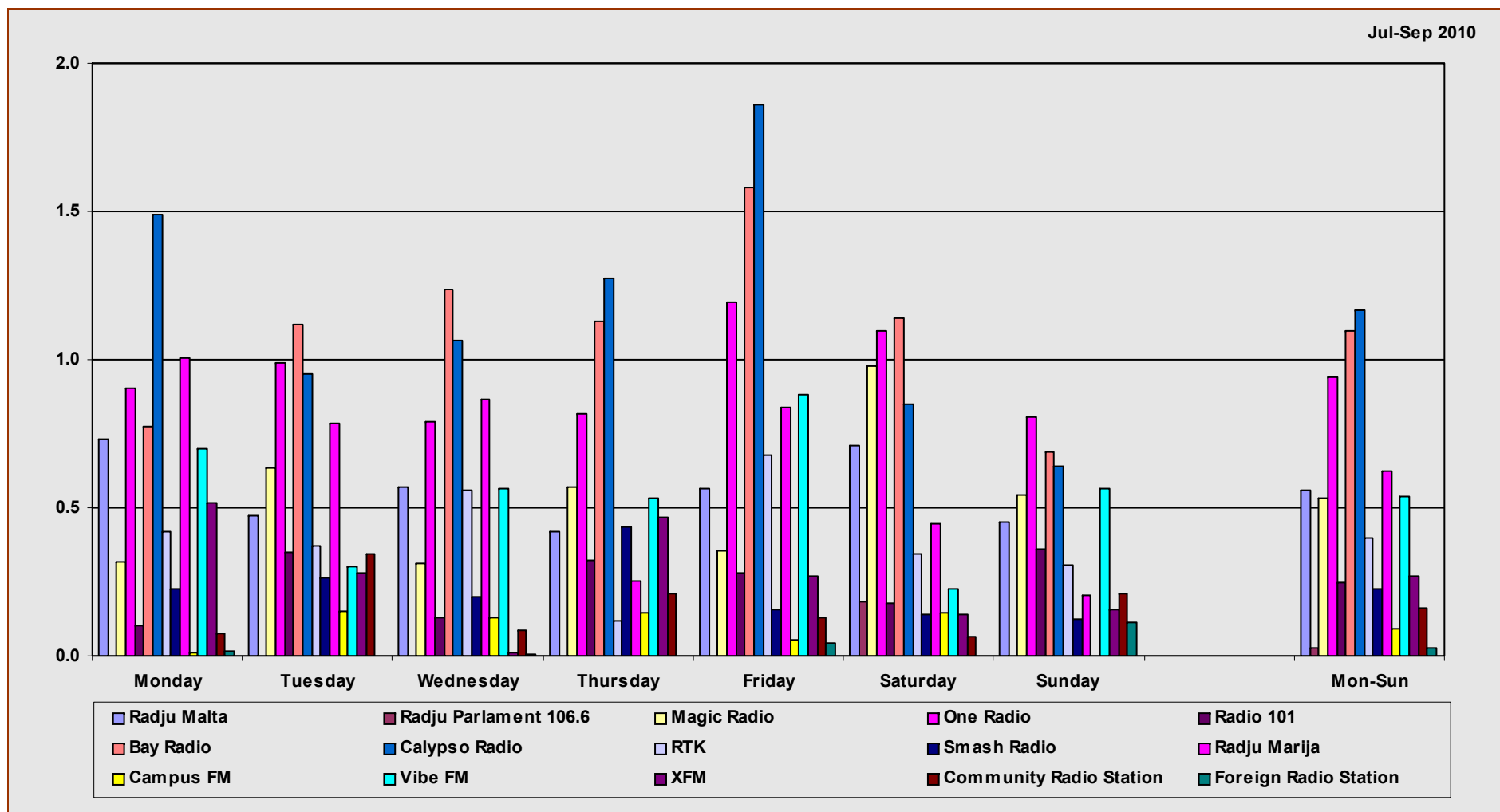


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2010]

6.2 WEEKDAYS PEAK AUDIENCES

Another indication of a radio station's popularity with its audiences is the highest percentage of audience share obtained at any particular time for each week-day. The Weekday Peaks attained by each radio broadcasting station are summarized in Table 6.2 and Figure 6.2 below:

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2010]

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY RADIOS	OTHER RADIO STATION
Monday	2.630	0.000	1.141	2.662	0.731	2.241	4.937	1.140	1.176	2.427	0.417	3.506	2.078	0.338	0.395
Tuesday	2.487	0.000	2.911	3.181	1.547	4.751	4.531	1.347	1.299	2.455	0.753	2.028	1.793	0.814	0.000
Wednesday	2.659	0.000	1.475	2.198	0.698	3.492	4.054	1.914	1.247	2.831	0.867	2.224	0.475	0.805	0.365
Thursday	1.841	0.000	1.749	3.074	1.154	2.970	4.241	0.606	1.557	0.955	0.807	1.985	1.585	1.516	0.000
Friday	2.933	0.000	2.123	2.980	1.427	3.697	4.784	2.921	0.839	2.565	0.400	2.552	1.618	0.486	0.345
Saturday	3.257	0.494	2.581	4.212	1.179	3.459	3.035	1.086	0.883	1.648	0.438	0.952	1.338	0.467	0.000
Sunday	1.619	0.000	2.321	2.664	0.773	3.409	2.265	1.495	0.496	1.303	0.000	1.425	0.989	1.529	0.802
Highest Peak	3.257	0.494	2.911	4.212	1.547	4.751	4.937	2.921	1.557	2.831	0.867	3.506	2.078	1.529	0.802
				[3]		[2]	[1]					[4]			
1%=3633															

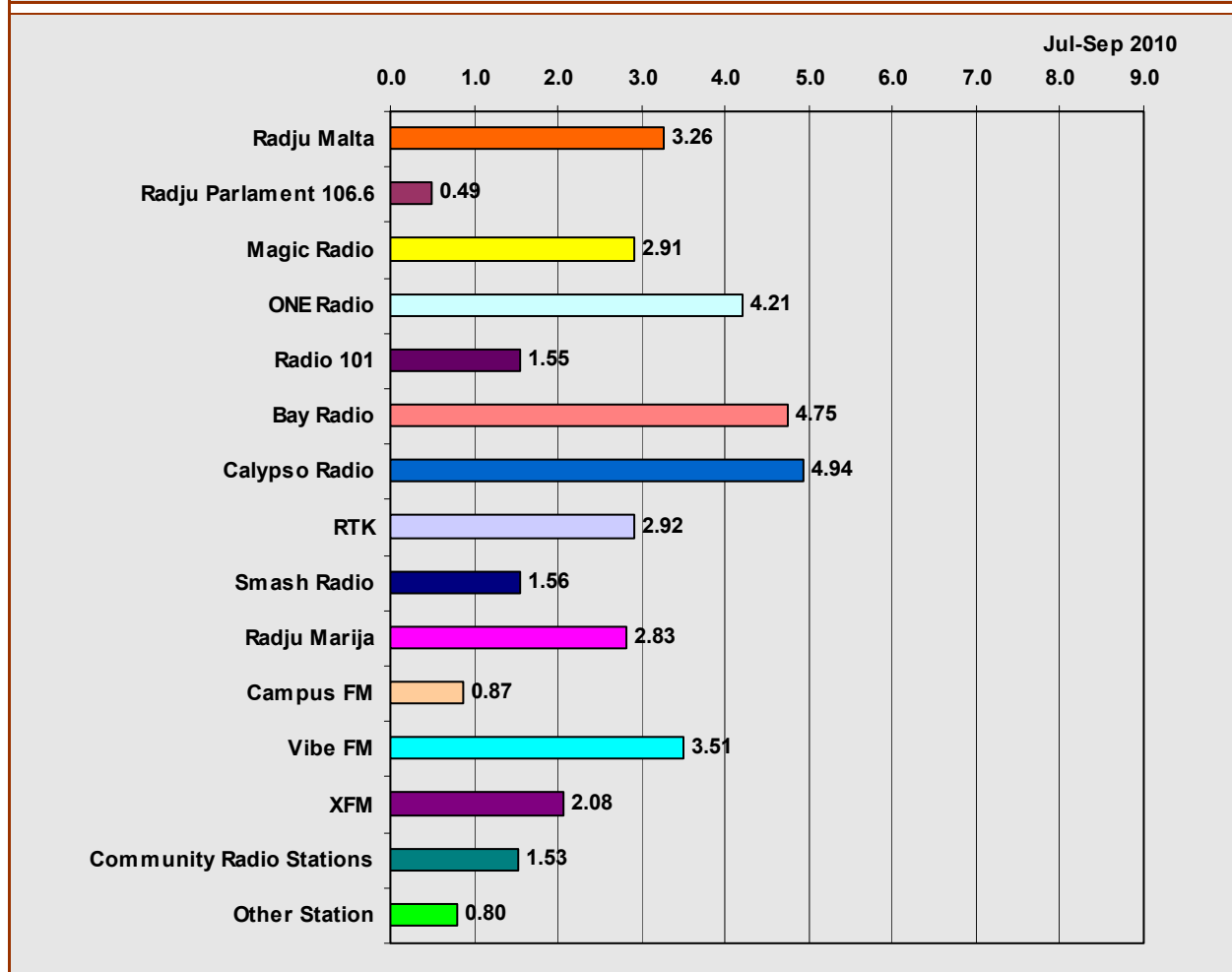


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JUL-SEP 2010]

6.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for radio broadcasting stations at half-hour intervals. The Figures 6.3.a – 6.3.g below are taken from Tables 6.3.a – 6.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total for each particular week-day. Included in the tables are statistics for (a) the daily average audience; (b) the highest daily peak audience; and (c) the standard deviation – for each particular broadcasting station.

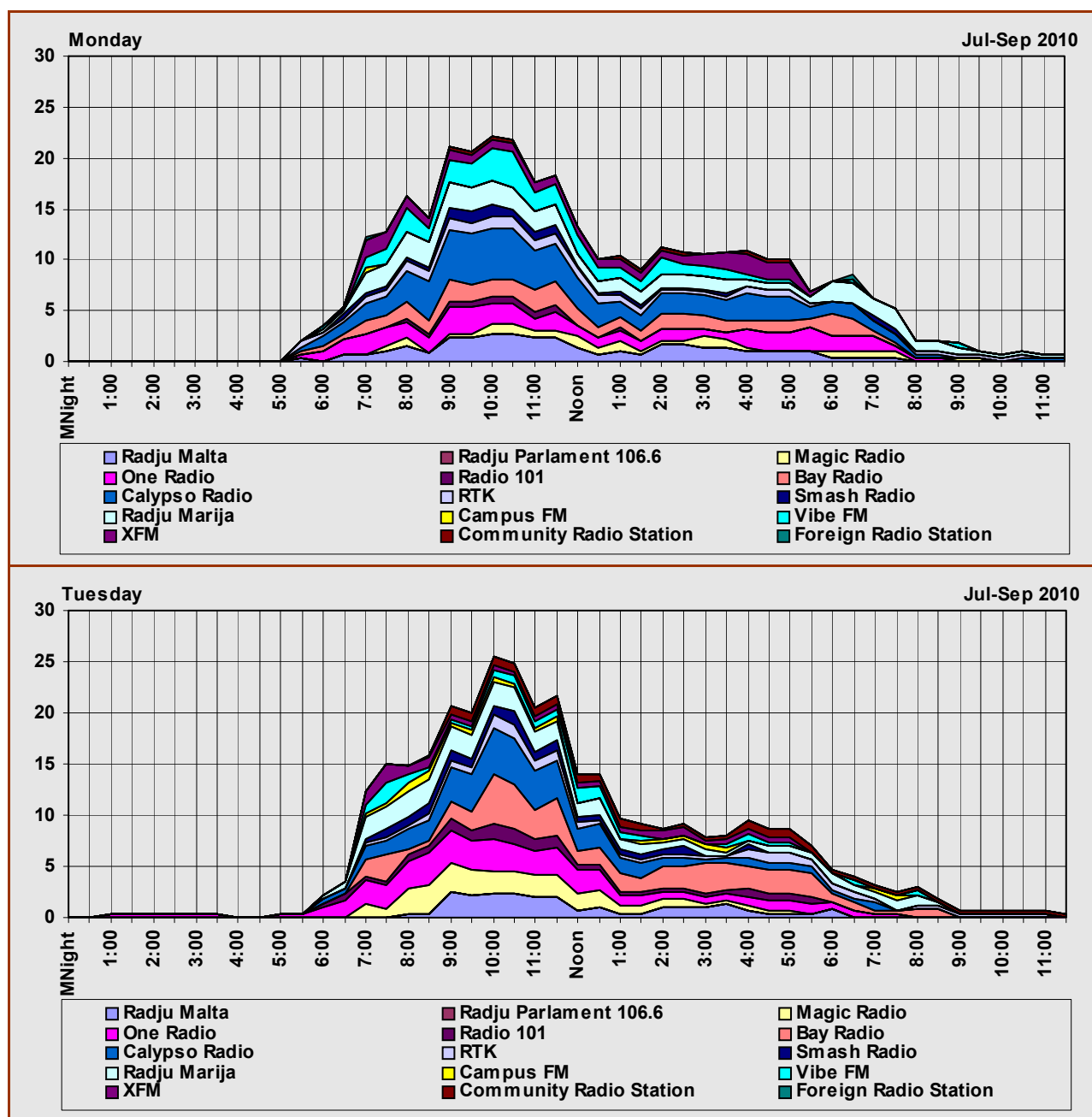


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

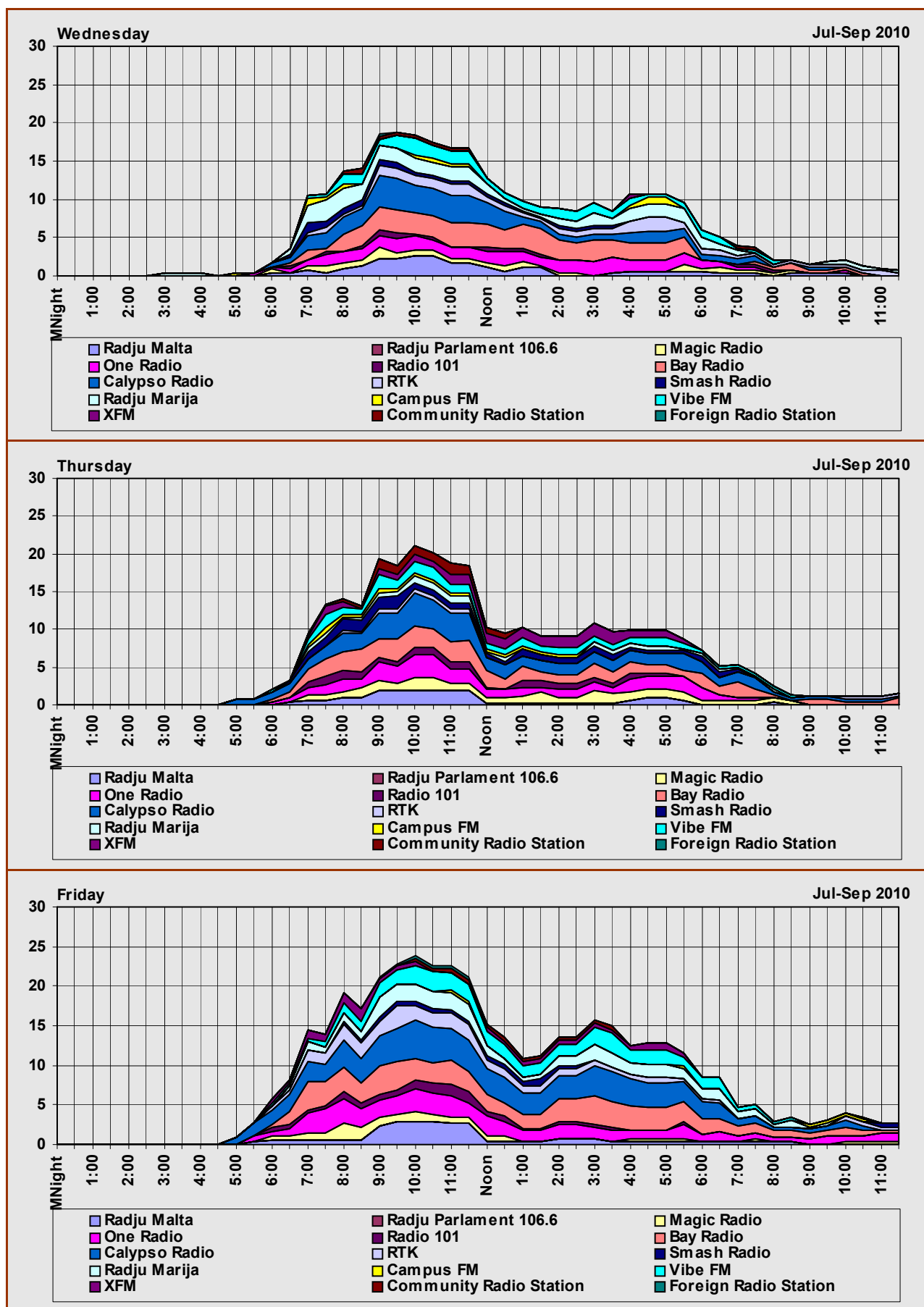


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY - FRIDAY

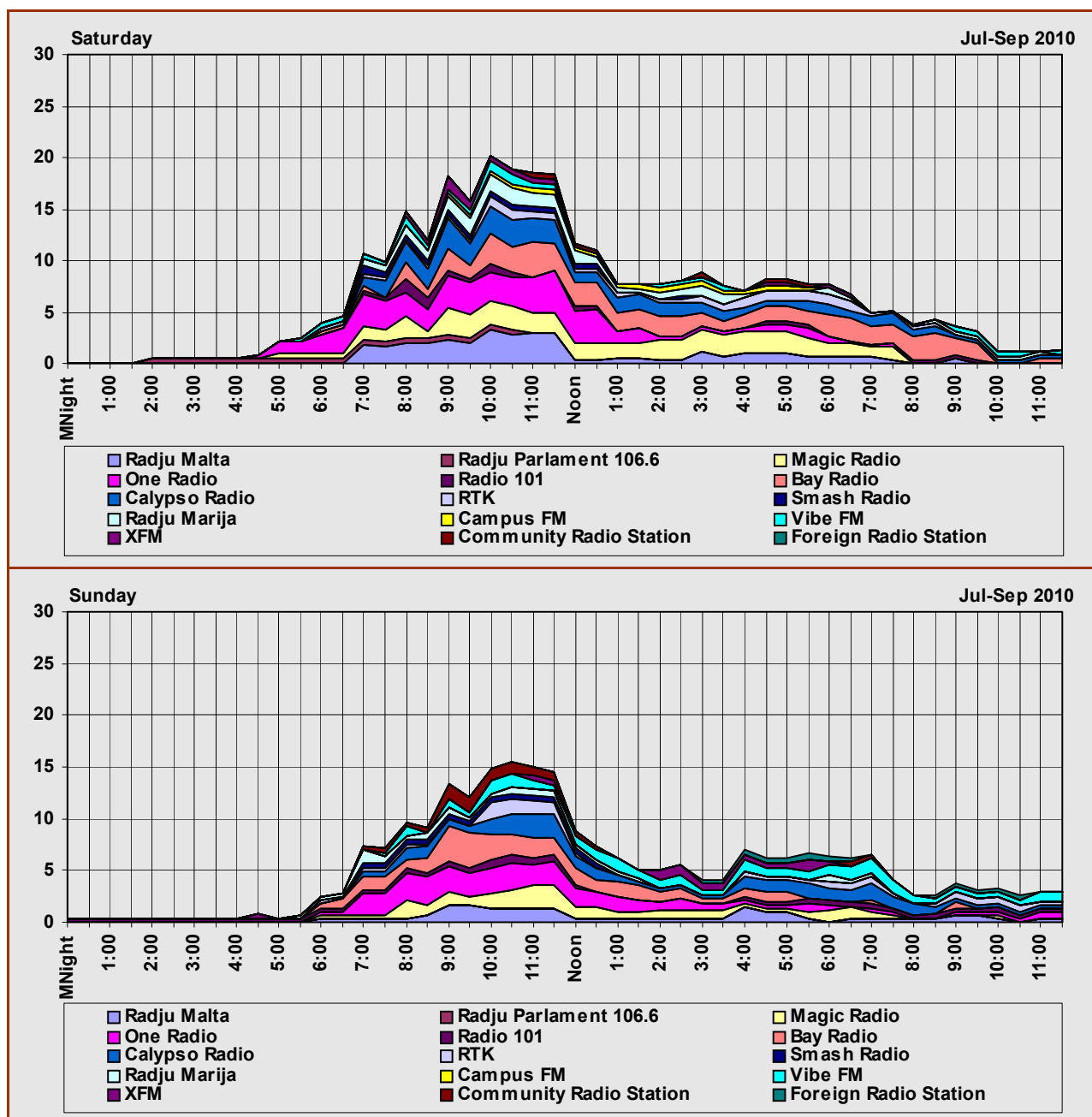


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

6.4 RADIO AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in Table 6.3 and Figure 6.4 below, and Table 6.4 in Part Two.

TABLE 6.3: RADIO TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [JUL/SEP 2009-2010]

Total Average	RADJU MALTA	R. PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	CAPITAL RADIO / VIBE FM	XFM	COMMUNITY STATIONS	OTHER/FOREIGN STATIONS
Jul-Sep 2009 1%=1917	7.9	-	5.6	19.7	4.6	19.2	10.8	8.1	3.5	4.9	1.6	4.7	3.8	4.7	0.8
Oct-Dec 2009 1%=1993	7.7	0.1	4.6	15.7	5.0	21.9	15.7	4.8	3.1	5.2	1.0	3.8	5.2	4.9	1.4
Jan-Mar 2010 1%=1985	8.1	0.1	5.5	17.7	3.6	19.4	13.0	5.5	5.1	6.2	0.5	6.0	4.8	3.2	1.2
Apr-Jun 2010 1%=1987	8.7	0.3	6.3	17.1	4.8	13.1	14.1	5.6	5.9	7.9	0.4	6.7	4.9	3.9	0.3
Jul-Sep 2010 1%=1944	8.1	0.4	7.7	13.7	3.6	15.9	16.9	5.7	3.2	9.1	1.3	7.8	3.9	2.3	0.4

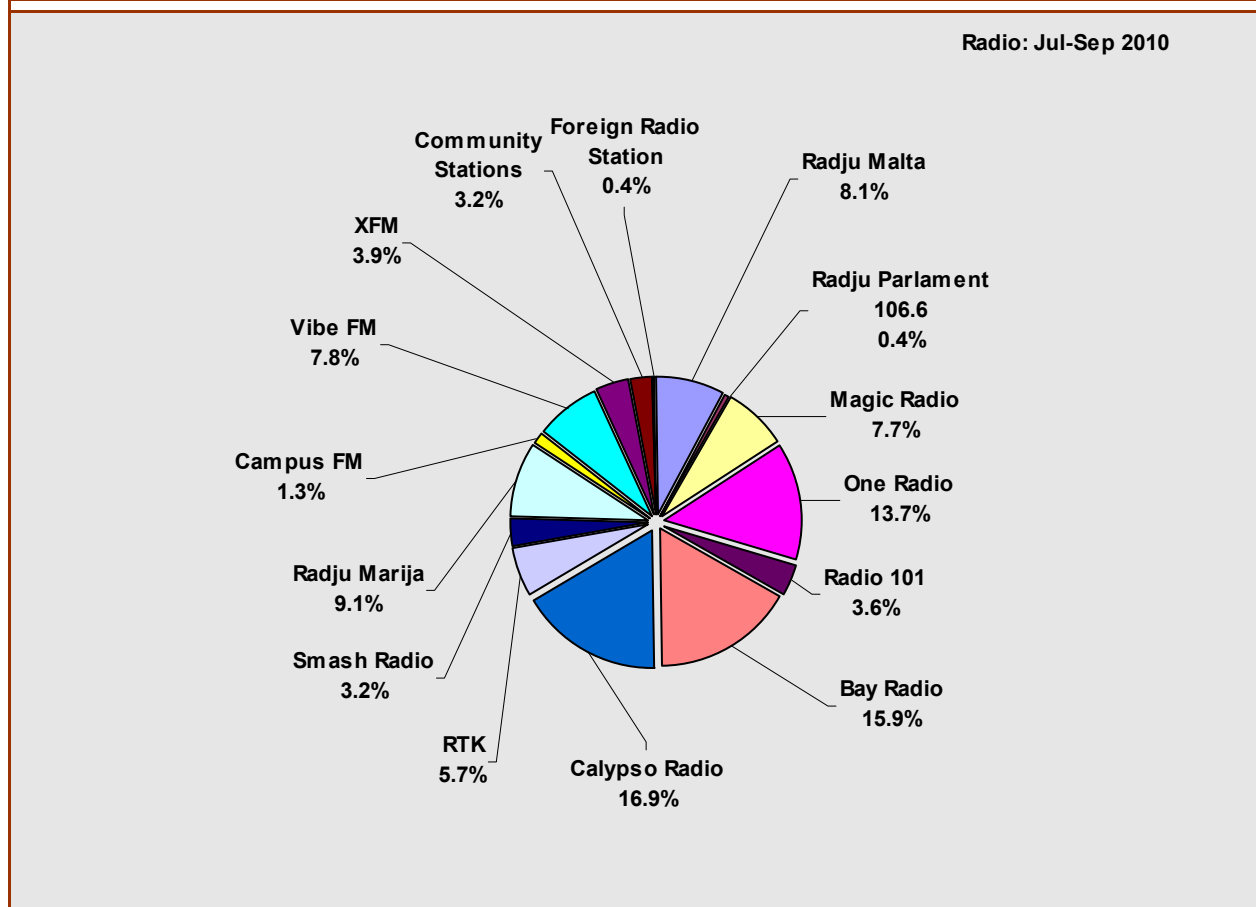


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JUL-SEP 2010]

7. TV AUDIENCES

Respondents were asked to state at which times they started and stopped watching their TV-sets. The time brackets were listed by the interviewer. The 24-hour clock was divided into half-hour brackets, with the exception of main news broadcasts where the clock-hour was divided into quarter-hours.

The counts of each half/quarter clock-hour were grouped according to the viewing-day of the interviewee, and all the counts for each respective week-day were grouped together, thus forming the basis of television consumption by week-day. The results given are the total for each particular sub-sample for that week-day.

7.1 WEEKDAYS-AVERAGE AUDIENCE SHARE

The Weekday-average Audience Share for all the week-days by television broadcasting stations is presented in Table 7.1 and Figure 7.1 below and Table 7.4 in Part 2 of this report. Overall, of the local TV broadcasting stations ONE has attained the highest daily average [1.0797%] with its highest average being on Mondays [1.332%]. This was followed by TVM [1.007%] with the next highest daily average and reaching its highest average on Mondays [1.289%]; and Net TV [0.420%] with its highest on Fridays at 0.649%.

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2010]

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mon	1.289	1.332	0.526	0.099	0.028	0.068	0.000	0.118	0.072	0.009	0.124	0.192	0.416	0.183	0.093	0.253	1.235
Tue	1.147	1.085	0.567	0.013	0.000	0.110	0.013	0.355	0.124	0.000	0.323	0.300	0.739	0.188	0.042	0.273	1.597
Wed	0.898	1.104	0.361	0.014	0.000	0.000	0.000	0.352	0.000	0.041	0.204	0.652	0.173	0.278	0.027	0.128	1.421
Thu	0.893	1.300	0.150	0.006	0.014	0.000	0.006	0.148	0.107	0.023	0.147	0.242	0.538	0.410	0.067	0.155	1.282
Fri	0.775	0.682	0.649	0.045	0.000	0.061	0.000	0.287	0.053	0.016	0.020	0.333	0.465	0.259	0.000	0.062	1.223
Sat	0.799	1.246	0.338	0.000	0.000	0.000	0.048	0.391	0.089	0.000	0.086	0.268	0.689	0.622	0.022	0.027	1.465
Sun	1.257	0.785	0.374	0.008	0.000	0.000	0.000	0.232	0.049	0.000	0.076	0.242	0.368	0.240	0.000	0.203	1.340
Mon-Sun	1.007	1.079	0.420	0.026	0.006	0.034	0.010	0.267	0.071	0.013	0.140	0.317	0.485	0.313	0.036	0.157	1.364

1%=3633

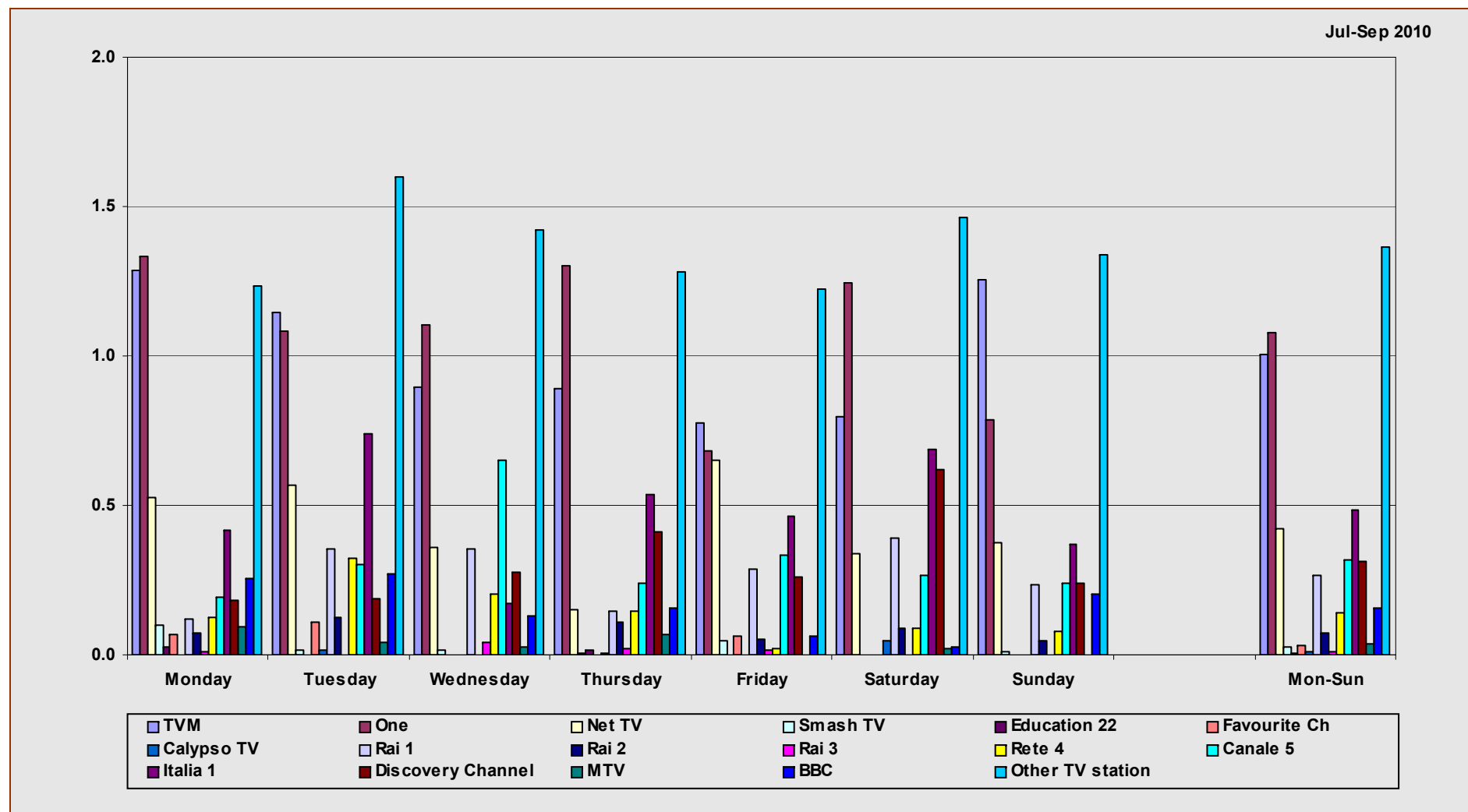


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JUL-SEP 2010]

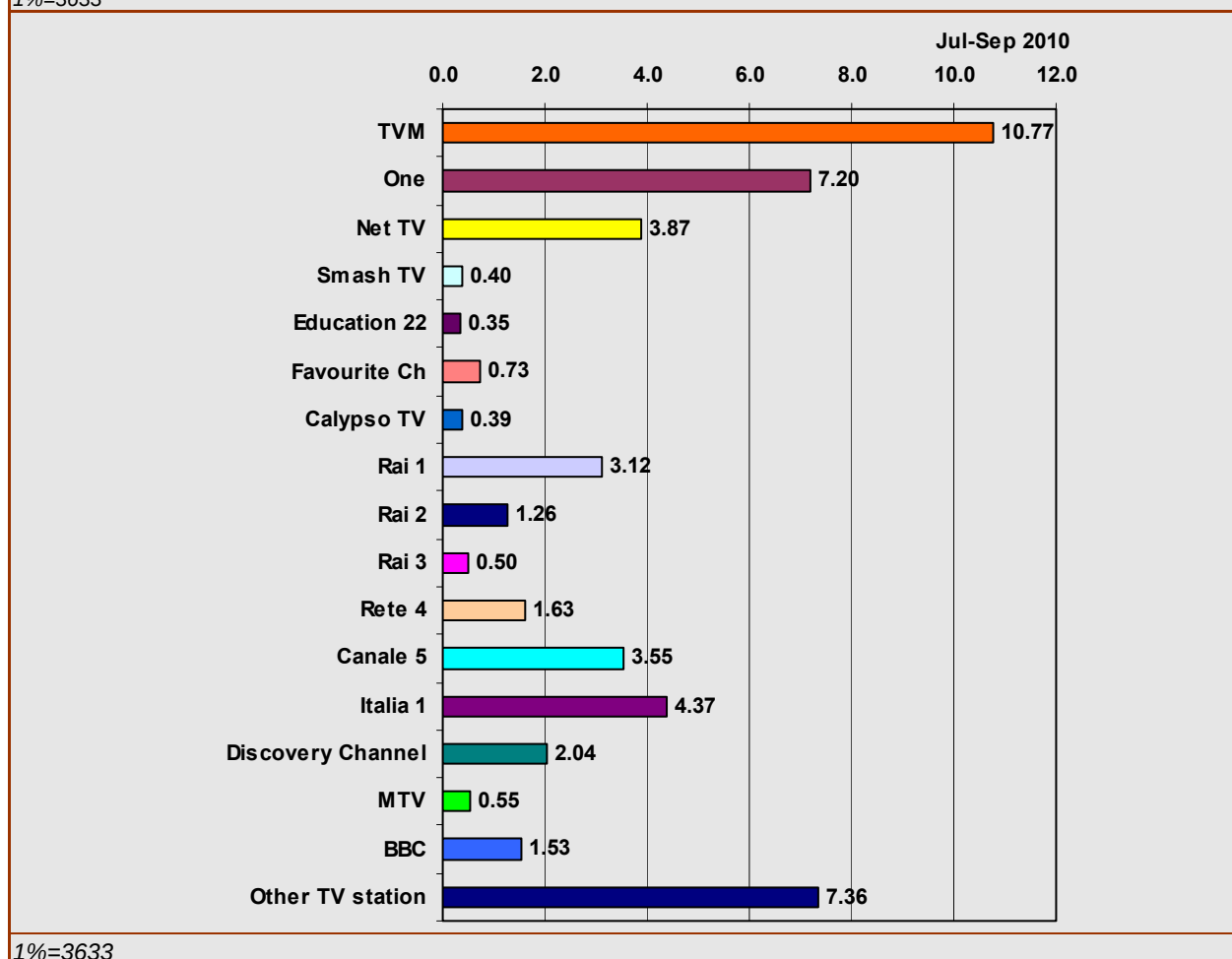
7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below. Compared to Table 7.1 above, while TVM's peak audiences for each day (as listed in Table 7.2 below) are higher than those of ONE, the daily average audiences of TVM (as listed in Table 7.1 above) are lower than those of ONE.

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2010]

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE CH	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	9.499	5.612	3.870	0.361	0.337	0.495	0.000	1.126	0.961	0.439	1.629	1.366	2.864	0.937	0.467	1.149	4.172
Tuesdays	10.766	5.420	3.494	0.330	0.000	0.728	0.330	2.591	1.263	0.000	1.254	1.961	4.368	1.574	0.412	1.298	6.438
Wednesdays	7.914	7.196	1.848	0.343	0.000	0.000	0.000	2.799	0.000	0.503	1.565	3.545	2.211	1.174	0.442	1.031	6.696
Thursdays	8.034	5.354	1.265	0.281	0.351	0.000	0.294	1.187	1.169	0.382	0.772	2.272	3.105	2.041	0.405	1.527	6.353
Fridays	6.073	4.641	2.818	0.319	0.000	0.655	0.000	2.340	0.624	0.400	0.393	1.936	3.687	1.190	0.000	0.694	7.363
Saturdays	6.939	6.026	1.570	0.000	0.000	0.000	0.389	3.118	0.796	0.000	0.775	1.374	2.084	1.474	0.546	0.337	4.927
Sundays	8.978	2.639	2.165	0.396	0.000	0.000	0.000	1.601	0.489	0.000	0.685	1.538	1.489	1.770	0.000	1.233	4.922
Highest Peak	10.766	7.196	3.870	0.396	0.351	0.728	0.389	3.118	1.263	0.503	1.629	3.545	4.368	2.041	0.546	1.527	7.363

1%=3633



1%=3633

FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JUL-SEP 2010]

7.3 DAILY AUDIENCE SHARE

The following figures map in detail the daily audience shares for television broadcasting station by half/quarter-clock hour. The Figures 7.3.a – 7.3.g below are taken from Tables 7.3.a – 7.3.g in Part Two of this report, which represent the total audience counts as a percentage of the total week-day audiences. Included in the tables are the same statistics as those calculated for Radio consumption for each particular broadcasting station; i.e. (a) the daily TV average audience; (b) the highest daily peak TV audience; and (c) the standard deviation.

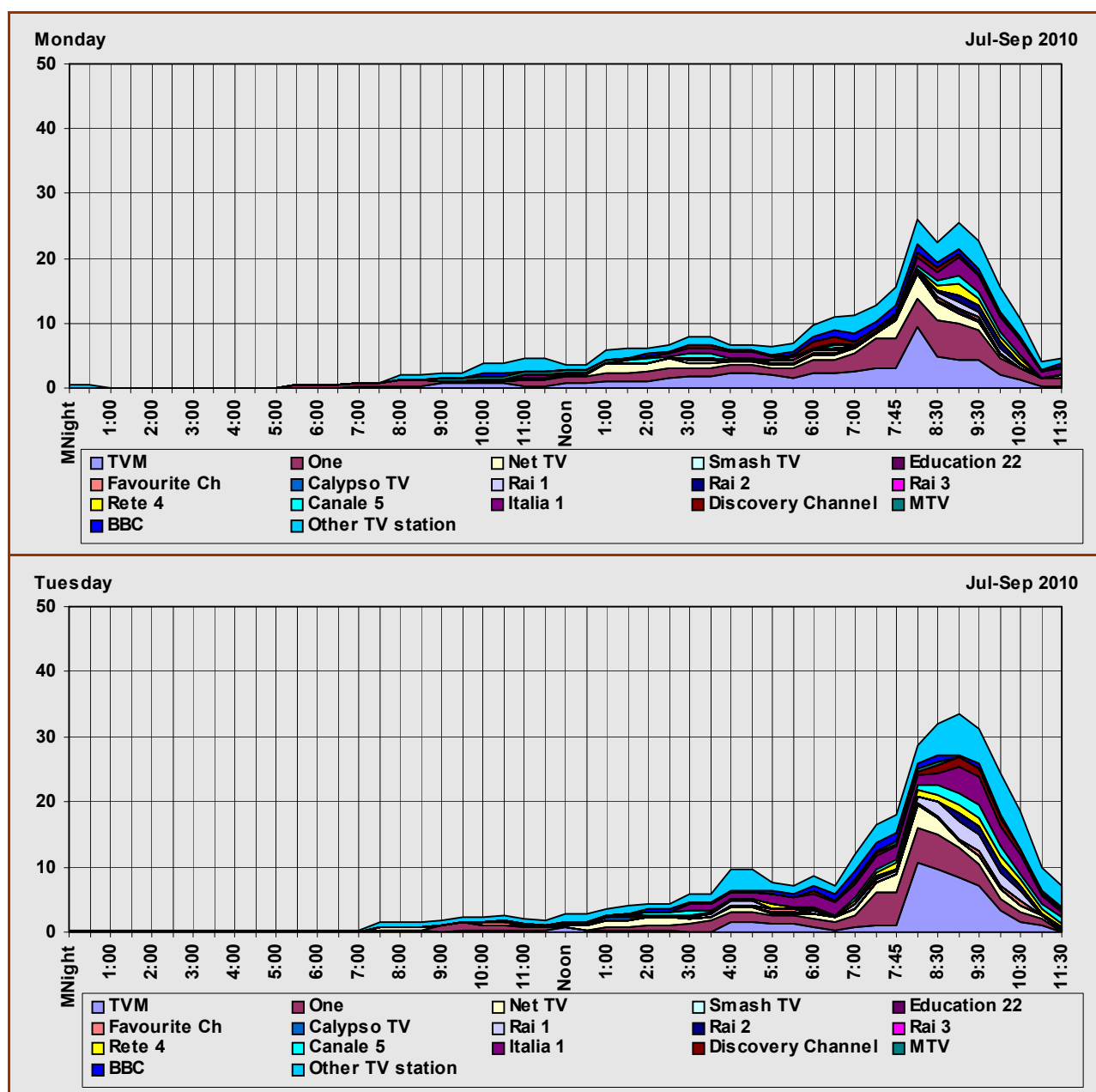


FIGURE 7.3.A-B: TV DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAY

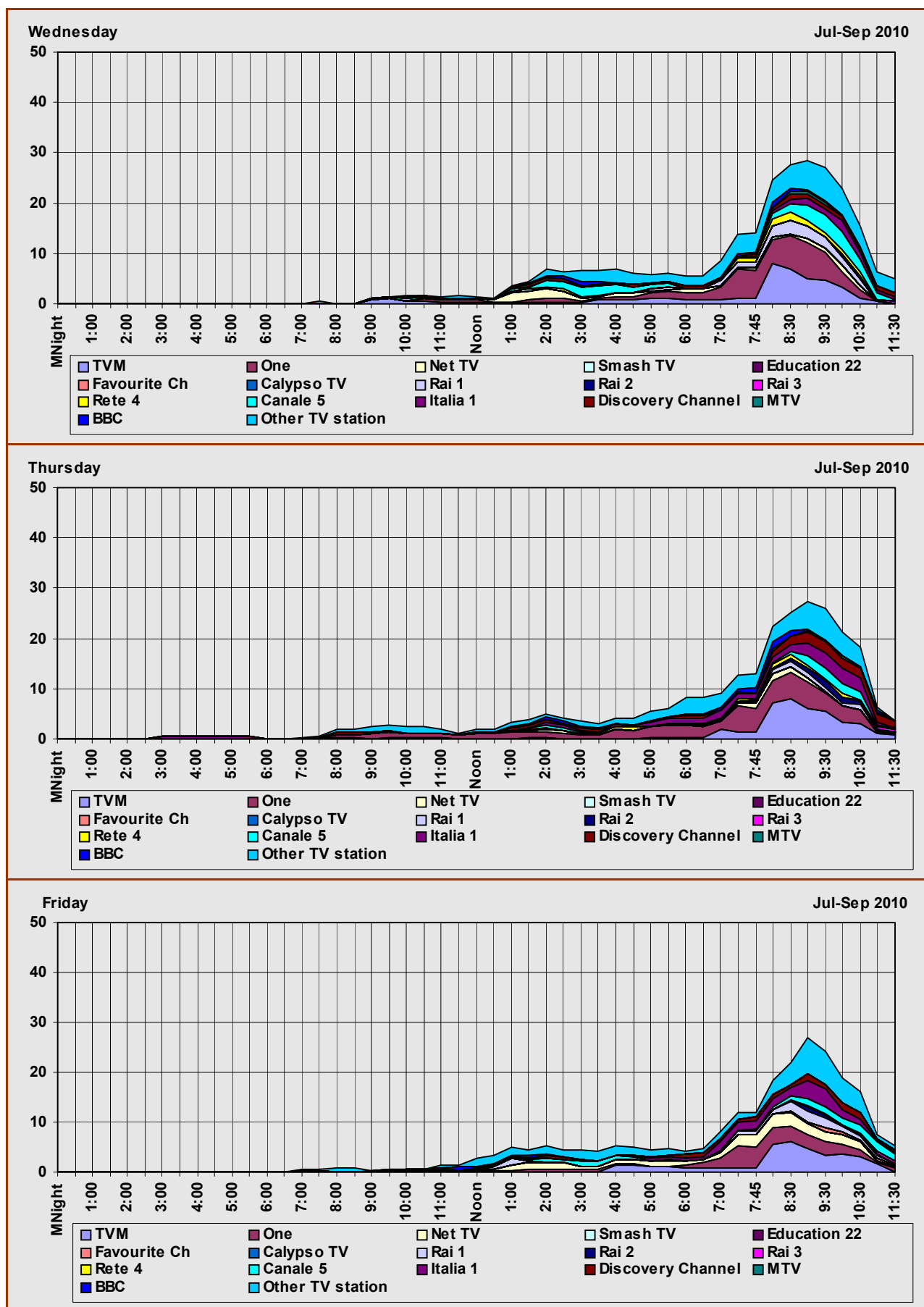


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

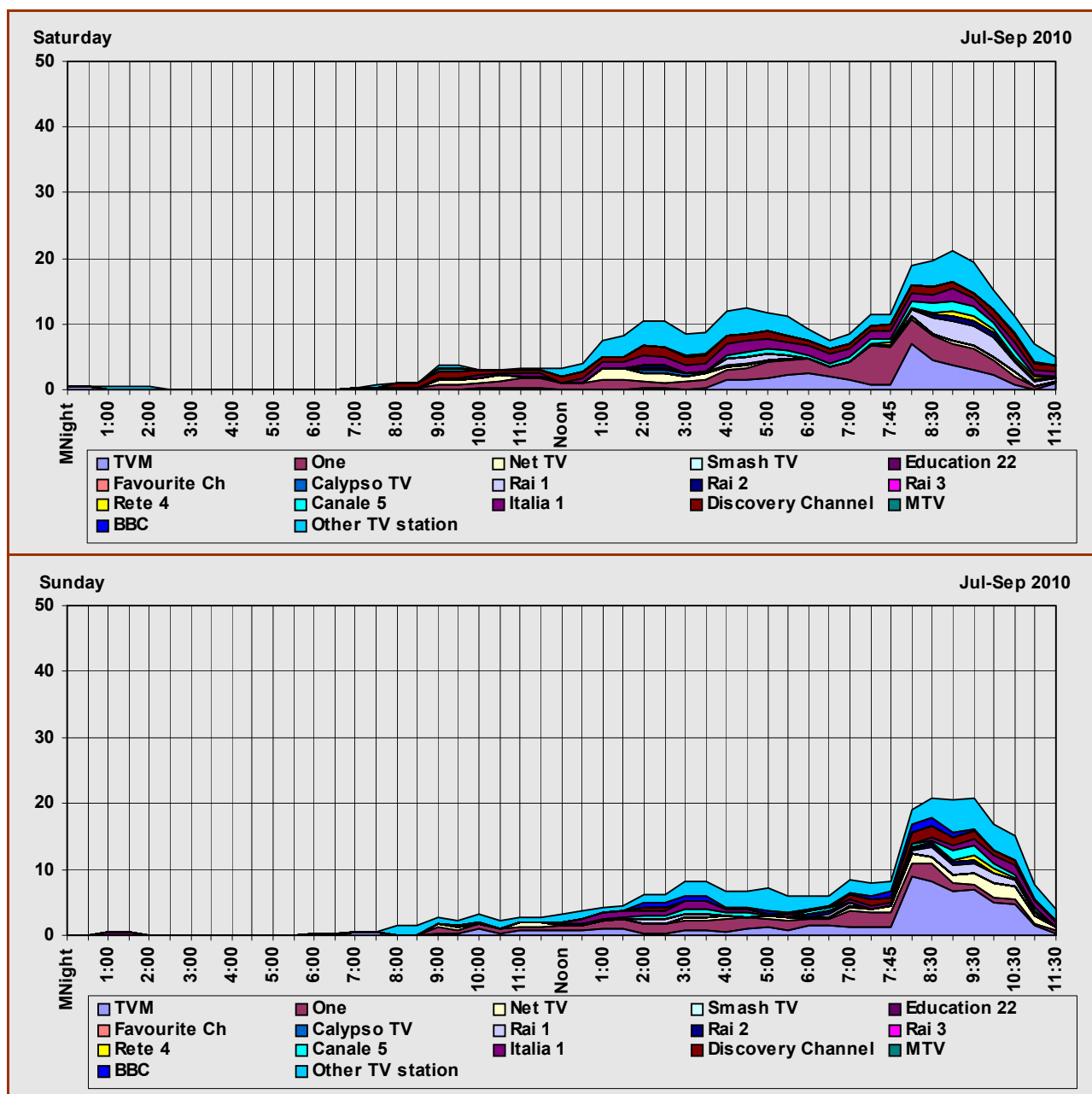


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

7.4 TV AUDIENCE SHARE

Taking all the audiences for all the weekdays, the daily average TV audience share attained by each broadcasting station is show in Table 7.3 and Figure 7.4 below, and Table 7.4 in Part Two.

TABLE 7.3: TV TOTAL DAILY AVERAGE AUDIENCE BY QUARTER [JUL/SEP 2009-2010]

Total Avg.	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	ITV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Jul-Sep 2009	14.7	17.8	6.7	4.5	-	0.1	2.5	-	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	2.3	22.2
1%=2268																		
Oct-Dec 2009	26.6	20.2	6.4	0.4	0.1	0.1	1.2	-	3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
1%=2596																		
Jan-Mar 2010	23.3	22.1	4.9	0.3	-	0.0	0.7	0.1	5.8	1.3	0.6	3.6	8.1	6.5	3.1	0.6	2.3	16.7
1%=2501																		
Apr-Jun 2010	33.2	16.8	4.8	0.3	0.1	-	0.3	0.1	6.8	0.4	0.5	3.0	4.2	5.4	4.9	0.4	1.5	17.2
1%=2490																		
Jul-Sep 2010	17.5	18.8	7.3	0.5	0.1	-	0.6	0.2	4.6	1.2	0.2	2.4	5.5	8.4	5.4	0.6	2.7	23.8
1%=2350																		

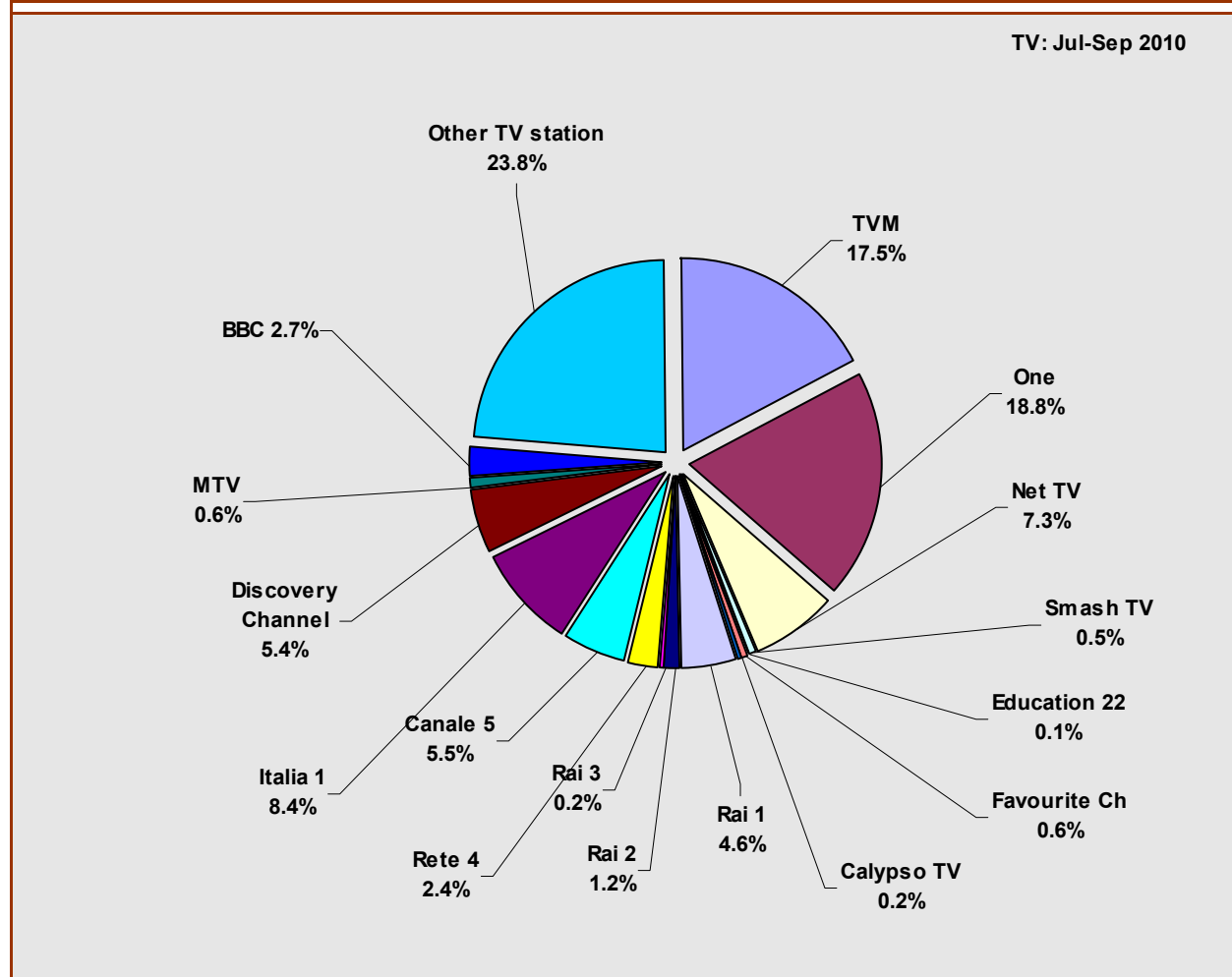


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [JUL-SEP 2010]

8. RADIO AND TV CONSUMPTION

Calculating the average number of hours that radio listeners and television viewers spend on a daily basis listening/viewing their reception media is another data that has been computed for this period. This would indicate the number of hours that consumers were captured by the respective broadcasting stations; or rather for how long did each broadcasting station manage to maintain, on average, its audiences.

8.1 Daily Hours of Radio Consumption

The total number of hours spent by consumers was analysed by broadcasting station and divided by the total number of consumers per station. The total effective Radio hours spent by consumers for this period stands at 3.09 hrs. The analysis by Radio station is represented in Table 8.1 and Figure 8.1 below:

TABLE 8.1: RADIO DAILY CONSUMPTION BY HOURS: BY STATION [OCT/DEC 2008 – JUL/SEP 2010]

	Radju Malta	Radju Parlament 106.6	Magic Radio	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash Radio	Radju Marija	Campus FM	Capital Radio / Vibe FM	XFM	Community Stations	Foreign / Other Stations
Oct-Dec 2008	3.78	2.46	2.55	3.59	2.24	3.06	4.27	2.73	2.51	2.92	2.13	3.83	2.66	3.45	1.50
Jan-Mar 2009	2.56	2.78	2.93	3.38	2.29	2.15	4.15	3.00	2.91	3.26	3.10	3.09	2.94	3.63	1.13
Apr-Jun 2009	3.08	1.64	2.65	3.69	2.76	2.46	3.34	3.52	3.57	3.59	3.89	3.29	2.06	3.34	2.00
Jul-Sep 2009	2.73	-	2.57	3.41	2.84	2.43	3.29	2.85	3.23	2.50	3.75	2.84	2.30	3.95	1.79
Oct-Dec 2009	2.92	2.01	2.95	3.91	2.48	2.45	4.19	2.51	2.85	2.75	2.42	2.14	2.76	3.72	3.73
Jan-Mar 2010	3.17	2.00	2.49	3.40	2.02	2.24	3.50	2.28	3.15	2.54	1.99	2.36	2.56	2.91	2.91
Apr-Jun 2010	3.31	1.95	2.29	3.87	3.28	1.89	3.96	2.49	3.74	3.34	1.91	2.17	2.79	3.75	1.28
Jul-Sep 2010	3.07	9.00	2.62	3.42	2.77	2.30	4.55	2.80	3.32	3.92	2.59	3.01	2.62	3.14	1.94

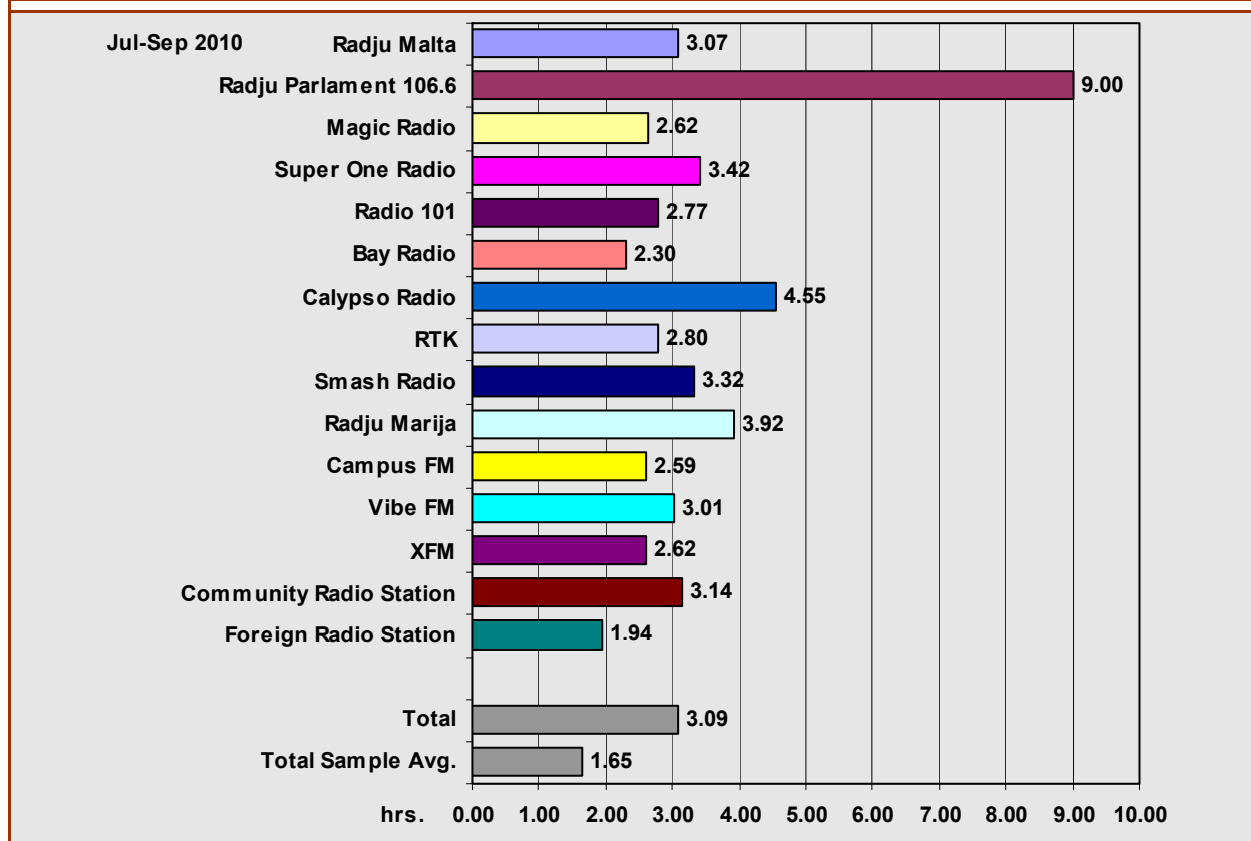


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [JUL-SEP 2010]

The high amount of daily hours of radio listening attributed to Radju Parliament [9 hours daily of radio listening] were registered by one listener only. Similar occurrences with other stations are also present in the sample; however these are averaged out over the total number of listeners of each particular station. The range of radio listening varies from one-half hour every day to 12-16 hours of daily radio listening.

Taking the total number of hours of radio listening over the total sample of people interviewed including those who did not listen to radio, the overall average hours of radio listening spent by consumers for this period stands at 1.65 hrs every day.

This data has been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular radio listeners spent listening to programmes has decreased by more than 29.9% from 4.41hrs for Oct-Dec 2006 to 3.09hrs for this period under assessment. Taking the total sample [i.e. including those who do not listen to radio] the overall decrease for the whole period from 2006 to-date is of 26.9% indicating that more people are turning to other forms of media platforms – see Table 8.2 and Figure 8.2 below.

TABLE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JUL/SEP 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
Total Listeners	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09
Total Sample	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65

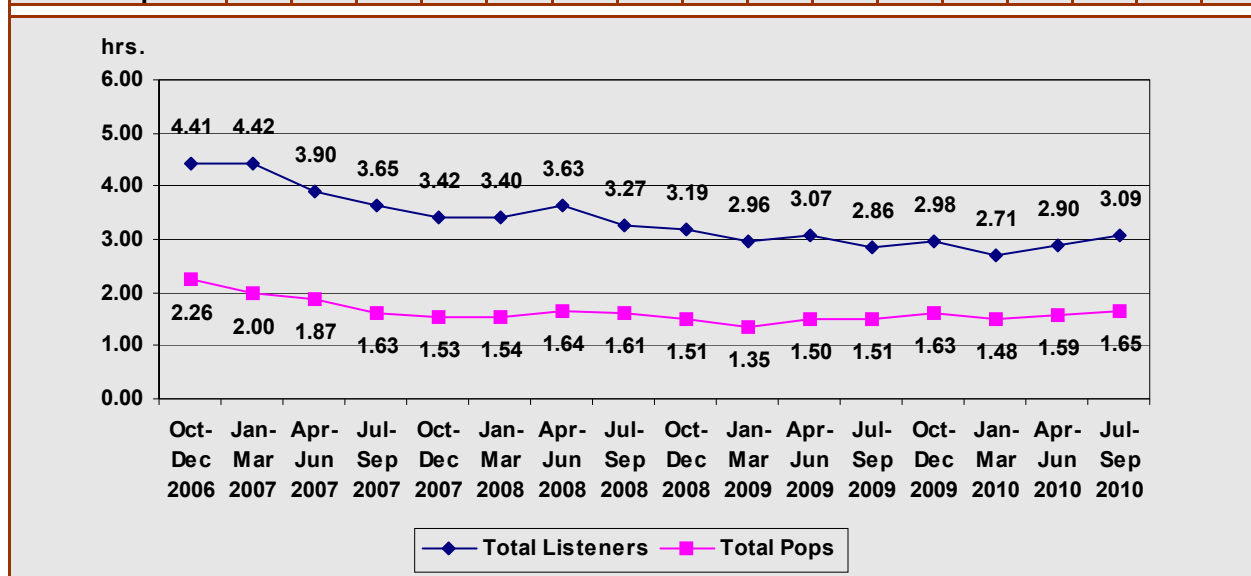


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JUL/SEP 2010]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station for all the yearly quarters from October-December 2006 are listed in Table 8.3 below.

Table 8.3: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS: BY STATION
[OCT/DEC 2006 – JUL/SEP 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
Radju Malta	3.50	4.05	4.24	3.11	3.63	3.20	3.28	3.08	3.78	2.56	3.08	2.73	2.92	3.17	3.31	3.07
Radju Parlament 106.6	4.00	2.00	3.14	3.45	3.86	3.22	1.90	2.60	2.46	2.78	1.64		2.01	2.00	1.95	9.00
Magic Radio	2.75	4.68	3.79	2.97	2.57	2.82	3.70	3.12	2.55	2.93	2.65	2.57	2.95	2.49	2.29	2.62
ONE Radio	5.78	5.80	4.85	5.69	4.13	4.39	4.60	3.83	3.59	3.38	3.69	3.41	3.91	3.40	3.87	3.42
Radio 101	3.82	3.57	3.75	2.40	3.54	3.12	3.66	2.97	2.24	2.29	2.76	2.84	2.48	2.02	3.28	2.77
Bay Radio	3.34	2.84	2.15	2.61	2.39	2.03	2.40	3.15	3.06	2.15	2.46	2.43	2.45	2.24	1.89	2.30
Calypso Radio	5.61	5.11	5.18	4.78	4.20	4.52	4.37	3.95	4.27	4.15	3.34	3.29	4.19	3.50	3.96	4.55
RTK	5.08	4.77	3.17	2.86	3.69	2.95	3.12	2.64	2.73	3.00	3.52	2.85	2.51	2.28	2.49	2.80
Smash Radio	4.17	2.61	4.39	3.44	3.20	3.61	2.73	3.67	2.51	2.91	3.57	3.23	2.85	3.15	3.74	3.32
Radju Marija	3.45	4.53	4.11	3.65	3.43	4.23	3.76	2.70	2.92	3.26	3.59	2.50	2.75	2.54	3.34	3.92
Campus FM	1.63	5.60	1.00	1.70	1.50	3.00	1.94	4.25	2.13	3.10	3.89	3.75	2.42	1.99	1.91	2.59
Capital Radio/Vibe FM	2.83	3.86	3.52	2.19	4.03	3.05	5.04	2.85	3.83	3.09	3.29	2.84	2.14	2.36	2.17	3.01
XFM	4.68	4.21	3.15	3.85	2.39	2.79	3.05	2.80	2.66	2.94	2.06	2.30	2.76	2.56	2.79	2.62
Community Stations	4.88	8.00	3.50	4.89	5.00	3.53	4.53	3.94	3.45	3.63	3.34	3.95	3.72	2.91	3.75	3.14
Foreign/Other Station	3.17	2.67	2.00	3.13	2.22	2.29	1.79	2.94	1.50	1.13	2.00	1.79	3.73	2.91	1.28	1.94
Total Listeners [hrs.]	4.41	4.42	3.90	3.65	3.42	3.40	3.63	3.27	3.19	2.96	3.07	2.86	2.98	2.71	2.90	3.09
Total Sample [hrs.]	2.26	2.00	1.87	1.63	1.53	1.54	1.64	1.61	1.51	1.35	1.50	1.51	1.63	1.48	1.59	1.65

8.2 Daily Hours of TV Consumption

The total number of hours spent by consumers analysed for each TV broadcasting station was again divided by the total number of consumers per station. The total effective TV hours spent by consumers for this period stands at 2.08 hrs. The analysis by TV station is represented Table 8.4 and Figure 8.3 below:

TABLE 8.4: TV DAILY CONSUMPTION BY HOURS BY STATION BY QUARTER
[OCT/DEC 2008 – JUL/SEP 2010]

	TVM	ONE	Net TV	Smash TV	Education 22	iTV	Family TV	Favorite TV*	Calypso Music TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC Prime	BBC World	Other TV stations
Oct-Dec '08	2.27	2.78	2.19	4.50	0.0	0.0	2.50	-	-	2.06	2.40	2.00	2.19	2.19	2.01	2.39	1.67	2.03	1.33	2.71
Jan-Mar '09	1.83	2.63	1.92	1.88	0.0	0.0	2.56	2.88	-	1.63	1.75	1.83	1.74	1.94	2.06	1.67	0.92	1.59	0.67	2.02
Apr-Jun '09	1.87	2.56	2.51	1.42	7.00	0.0	2.67	1.50	-	1.95	1.86	1.57	2.02	1.92	2.02	1.88	1.84	2.57	1.90	2.05
Jul-Sep '09	1.38	2.40	2.04	2.01	0.0	2.00	0.0	3.22	-	1.89	2.15	1.57	2.21	2.24	1.73	1.90	1.17	2.13	5.50	2.18
Oct-Dec '09	2.00	2.69	2.37	1.14	1.53	3.00	0.0	1.93	-	2.06	2.00	1.44	1.92	2.32	1.77	2.06	1.45	1.64		2.23
Jan-Mar '10	2.04	3.06	2.58	1.74	0.0	0.75	-	2.82	1.80	2.41	1.98	2.19	2.15	2.44	2.21	1.75	1.62	3.10		2.30
Apr-Jun '10	2.27	2.74	2.21	1.27	2.06	0.0	-	1.54	2.00	2.21	1.76	2.35	2.19	2.16	1.90	2.42	1.10	2.11		2.43
Jul-Sep '10	1.68	2.66	2.16	1.70	1.47	-	-	1.75	1.60	1.78	1.50	1.28	2.06	2.00	2.28	2.33	1.54	2.12		2.15
*Favorite TV was unlicensed during October-December 2008 "-" denotes unlicensed/not in operation																				

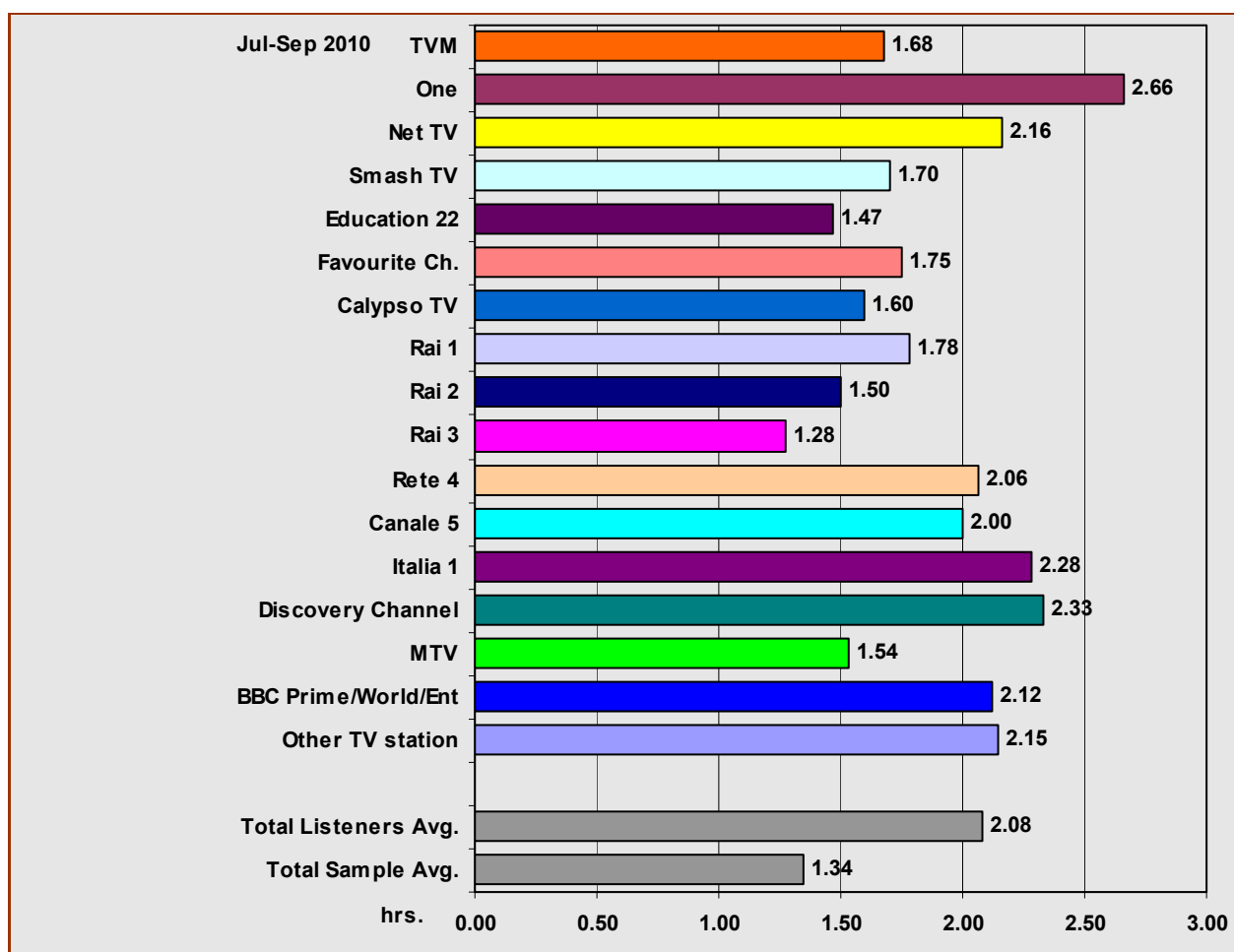


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [JUL-SEP 2010]

Taking the total number of hours of TV viewing over the total sample of people interviewed, the national average hours of TV viewing spent by consumers stands at 1.34hrs every day.

Similar to Radio data has also been compiled using similar data collection and analysis methods since October 2006. Taking all the data by quarter it can be seen that the total number of hours that regular TV viewers spent watching to programmes has decreased slightly from 2.35hrs for Oct-Dec 2006 to 2.08hrs for this period under assessment – see Table 8.5 and Figure 8.4 below:

TABLE 8.5: TOTAL TV AVERAGE CONSUMPTION BY HOURS BY QUARTER [OCT/DEC 2006 – JUL/SEP 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
Total Viewers	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31	2.08
Total Sample	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34

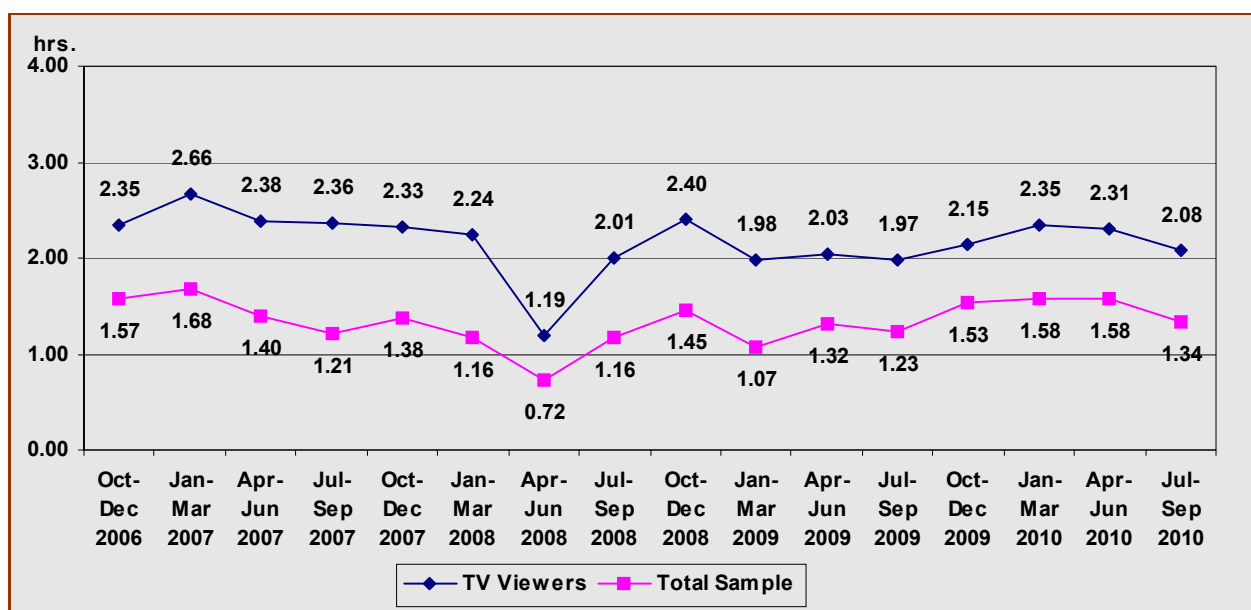


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JUL/SEP 2010]

The total number of hours spent by the consumers registered for each broadcasting station, divided by the total number of consumers per station were analysed separately and depicted in the following table:

TABLE 8.6: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS BY STATION
[OCT/DEC 2006 – JUL/SEP 2010]

	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	Jul-Sep 2007	Oct-Dec 2007	Jan-Mar 2008	Apr-Jun 2008	Jul-Sep 2008	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
TVM	2.12	2.28	2.06	1.81	1.93	1.83	2.02	1.44	2.27	1.83	1.87	1.38	2.00	2.04	2.27	1.68
ONE	3.18	3.40	3.24	2.76	3.01	2.97	2.43	2.10	2.78	2.63	2.56	2.40	2.69	3.06	2.74	2.66
Net TV	2.36	2.83	2.39	2.4	2.42	2.47	1.91	1.94	2.19	1.92	2.51	2.04	2.37	2.58	2.21	2.16
Smash TV	1.00	1.00	1.19	2.0	0.93	0.80	1.83	1.93	4.50	1.88	1.42	2.01	1.14	1.74	1.27	1.70
Education 22	2.75				1.00	0.50	2.63				7.00		1.53		2.06	1.47
ITV				1.5			3.00	0.50				2.00	3.00	0.75		
Family TV							3.14	2.69	2.50	2.56	2.67					
Favorite TV										2.88	1.50	3.22	1.93	2.82	1.54	1.75
Calypso Music TV														1.80	2.00	1.60
Rai 1	2.20	3.66	1.92	2.54	2.65	2.02	2.59	1.65	2.06	1.63	1.95	1.89	2.06	2.41	2.21	1.78
Rai 2	1.60	1.75	2.75	1.71	2.03	2.62	2.21	2.15	2.40	1.75	1.86	2.15	2.00	1.98	1.76	1.50
Rai 3	2.50	1.75	-	1.63	2.13	1.38	1.89	2.50	2.00	1.83	1.57	1.57	1.44	2.19	2.35	1.28
Rete 4	1.61	2.46	2.59	1.56	2.06	2.38	1.81	2.39	2.19	1.74	2.02	2.21	1.92	2.15	2.19	2.06
Canale 5	1.90	2.18	2.43	2.28	2.17	1.96	2.41	2.46	2.19	1.94	1.92	2.24	2.32	2.44	2.16	2.00
Italia 1	2.15	2.19	2.15	2.16	2.13	2.01	2.08	2.13	2.01	2.06	2.02	1.73	1.77	2.21	1.90	2.28
Discovery Channel	1.40	3.09	2.75	2.08	1.81	1.60	1.75	1.78	2.39	1.67	1.88	1.90	2.06	1.75	2.42	2.33
MTV	1.50	8.00	1.50	1.43	1.25	0.92	1.75	2.30	1.67	0.92	1.84	1.17	1.45	1.62	1.10	1.54
BBC Prime	2.07	3.89	1.83	1.79	2.71	1.58	1.64	1.93	2.03	1.59	2.57	2.13				
BBC World	1.00	2.00			2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50	1.64	3.10	2.11	2.12
Other TV station	2.52	2.71	2.50	2.82	2.34	2.29	2.49	2.54	2.71	2.02	2.05	2.18	2.23	2.30	2.43	2.15
TV Viewers [hrs]	2.35	2.66	2.38	2.36	2.33	2.24	1.19	2.01	2.40	1.98	2.03	1.97	2.15	2.35	2.31	2.08
Total Sample [hrs]	1.57	1.68	1.40	1.21	1.38	1.16	0.72	1.16	1.45	1.07	1.32	1.23	1.53	1.58	1.58	1.34

8.3 Radio Consumption by Time Brackets

The same time-brackets used in previous audiences was again used for this analysis: radio and TV consumption was analysed by such broad time-brackets to highlight consumption trends at different time-periods of the 24-hour clock.

Data for this analysis was taken from the counts of all viewers and listeners while taking into consideration the time spent. The data was analysed first in total by demographic factors as gender, age group, and district and by time period (weekday and month) – see Table 8.7 and Figure 8.5 below. The same counts were then analysed by broadcasting station; the summary of which is listed in Table 8.8 and Figure 8.6 below. Each station's data was then analysed by broadcasting station and is found in Part Two of this report.

8.4 TV Consumption by Time Brackets

The same systematic analysis as in the previous section was repeated for TV – see Tables 8.9-10 and Figures 8.7-8 below and Part Two of this report.

TABLE 8.7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JUL-SEP 2010]

	Total	Gender		Age Groups						Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	1.08	1.54	0.63	0.00	0.21	0.56	1.53	1.43	0.78	0.95	1.05	1.79	0.45	0.19	1.64	0.45	0.59	0.85	0.52	0.47	0.85	2.51	2.19	0.27	1.24	1.79
6:00-9:00	17.71	17.01	18.40	0.00	13.21	19.30	20.36	18.59	15.92	16.12	19.21	16.89	16.00	20.14	17.33	16.86	18.35	18.92	17.29	17.31	18.41	17.40	15.50	19.07	17.06	17.00
9:00-12:00	34.88	32.09	37.58	0.00	31.13	30.43	35.10	37.06	36.93	34.95	38.87	37.62	32.72	34.50	27.23	32.39	34.74	39.57	34.03	36.12	31.47	34.62	34.37	35.75	34.65	34.20
12:00-17:00	29.44	31.27	27.66	0.00	37.22	32.15	29.04	26.78	26.41	21.38	27.05	27.97	33.60	30.46	28.22	32.15	30.68	29.37	31.65	30.21	31.49	26.70	23.90	26.05	31.42	30.81
17:00-20:00	12.17	13.28	11.10	0.00	12.70	13.56	10.57	11.30	13.87	19.42	10.49	10.50	13.18	11.88	17.61	12.15	12.79	8.83	12.50	12.51	11.98	12.70	14.49	12.32	12.07	12.12
20:00-24:00	4.72	4.82	4.62	0.00	5.53	4.00	3.39	4.84	6.09	7.18	3.33	5.22	4.04	2.84	7.96	6.01	2.84	2.47	3.99	3.38	5.80	6.07	9.54	6.55	3.57	4.08
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

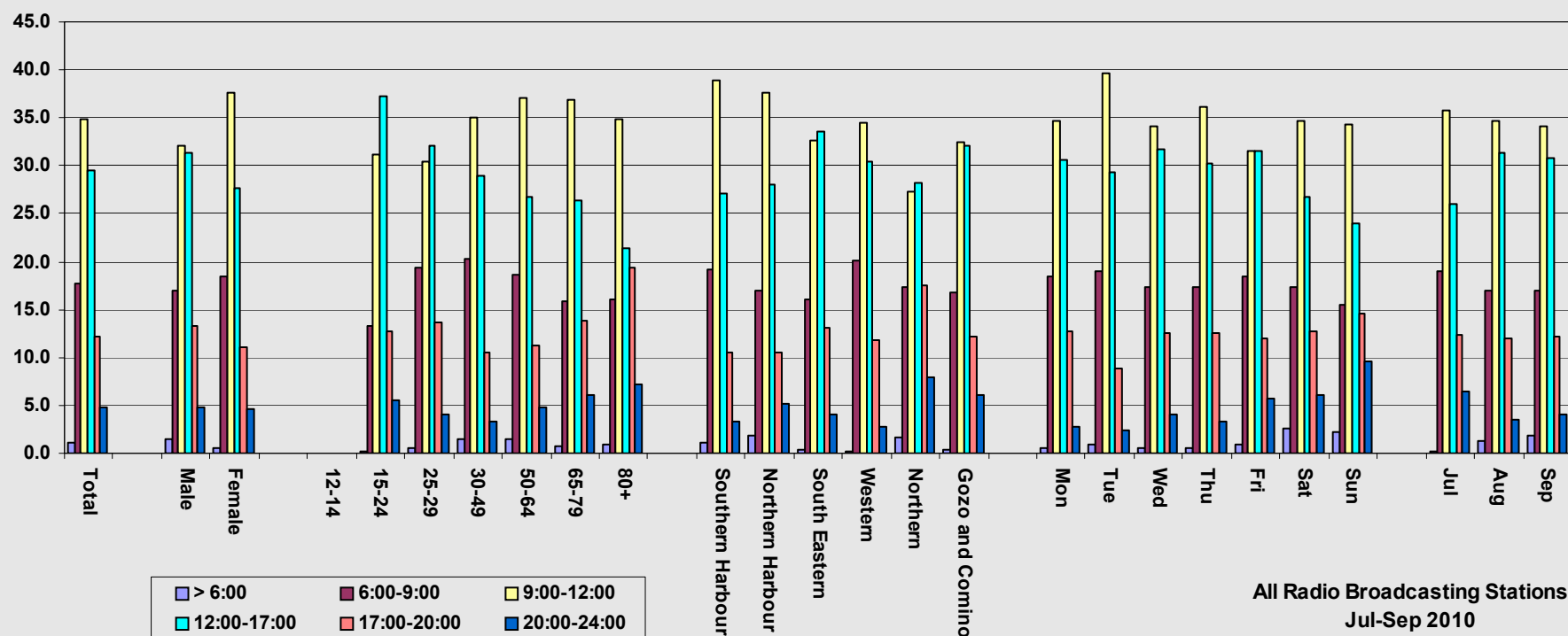


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [JUL-SEP 2010]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
Radju Malta	8.09	5.04	11.05	0.00	0.36	0.00	2.91	15.38	15.01	20.97	9.99	4.58	6.89	10.53	10.72	11.53	10.02	6.76	8.74	6.27	6.33	10.65	8.69	8.49	5.93	10.32
Radju Parlament 106.6	0.38	0.78	0.00	0.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.78	0.00	0.00	1.04	0.00	
Magic Radio	7.69	6.41	8.94	0.00	9.34	1.23	13.77	5.91	1.67	0.00	4.72	8.87	6.08	9.21	13.37	0.00	4.32	9.07	4.74	8.48	4.00	14.72	10.49	5.66	12.13	4.52
ONE Radio	13.67	12.17	15.12	0.00	2.24	3.34	11.80	20.24	25.48	12.59	21.81	10.92	14.09	13.33	10.43	10.40	12.43	14.10	12.12	12.23	13.42	16.46	15.60	14.63	16.04	9.65
Radio 101	3.57	5.25	1.94	0.00	0.45	1.95	2.21	7.04	5.01	1.36	1.87	5.58	3.06	1.89	4.01	3.13	1.39	4.96	1.96	4.80	3.13	2.64	6.98	2.57	4.69	3.30
Bay Radio	15.90	18.63	13.27	0.00	45.40	29.90	14.13	5.11	1.04	0.00	18.07	16.78	15.82	15.64	15.99	6.73	10.63	15.92	18.94	16.87	17.82	17.11	13.29	20.06	13.36	14.36
Calypso Radio	16.90	19.60	14.30	0.00	13.01	15.26	18.74	22.74	11.81	1.55	12.73	17.82	24.29	14.26	11.54	21.73	20.44	13.60	16.32	18.98	20.97	12.77	12.38	13.82	15.63	21.93
RTK	5.74	3.21	8.19	0.00	0.86	0.66	5.00	5.15	15.90	13.33	3.50	7.03	3.46	4.60	4.26	16.91	5.77	5.31	8.58	1.73	7.63	5.15	5.96	7.96	4.87	4.33
Smash Radio	3.24	4.74	1.80	0.00	1.75	7.71	7.69	0.17	0.39	0.00	3.70	2.42	4.57	5.07	0.00	4.44	3.10	3.73	3.08	6.53	1.76	2.09	2.40	3.31	3.95	2.30
Radju Marija	9.05	4.38	13.55	0.00	0.32	1.51	1.38	13.91	18.91	49.89	11.20	10.01	5.11	6.49	14.17	4.86	13.83	11.20	13.30	3.76	9.42	6.74	3.96	10.34	8.86	7.81
Campus FM	1.31	1.70	0.93	0.00	0.00	1.97	2.97	0.45	1.21	0.00	0.00	1.56	2.09	1.73	1.72	0.00	0.12	2.13	1.94	2.13	0.62	2.20	0.00	1.58	0.89	1.53
Vibe FM	7.82	9.23	6.47	0.00	20.49	20.78	9.23	0.22	0.00	0.00	5.11	5.35	13.04	9.81	8.43	7.71	9.58	4.30	8.63	7.96	9.93	3.43	10.90	5.91	7.65	10.19
XFM	3.87	5.56	2.24	0.00	4.81	13.43	5.37	0.64	0.48	0.00	4.36	5.18	1.07	5.46	3.80	0.00	7.10	4.03	0.15	7.00	3.04	2.08	3.05	1.76	3.57	6.62
Community Stations	2.32	2.55	2.10	0.00	0.85	2.26	3.24	2.70	1.57	0.31	2.76	2.54	0.42	1.98	0.28	9.55	1.05	4.90	1.36	3.10	1.44	0.95	4.07	3.57	1.35	2.12
Foreign/Other Station	0.37	0.76	0.00	0.00	0.00	0.00	0.30	0.33	1.52	0.00	0.19	0.00	0.00	0.00	1.09	3.03	0.23	0.00	0.12	0.00	0.49	0.00	2.23	0.23	0.04	0.95
No response	0.06	0.00	0.11	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.16	0.00	0.24	0.00	0.10	0.00	0.08
Total Listeners	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

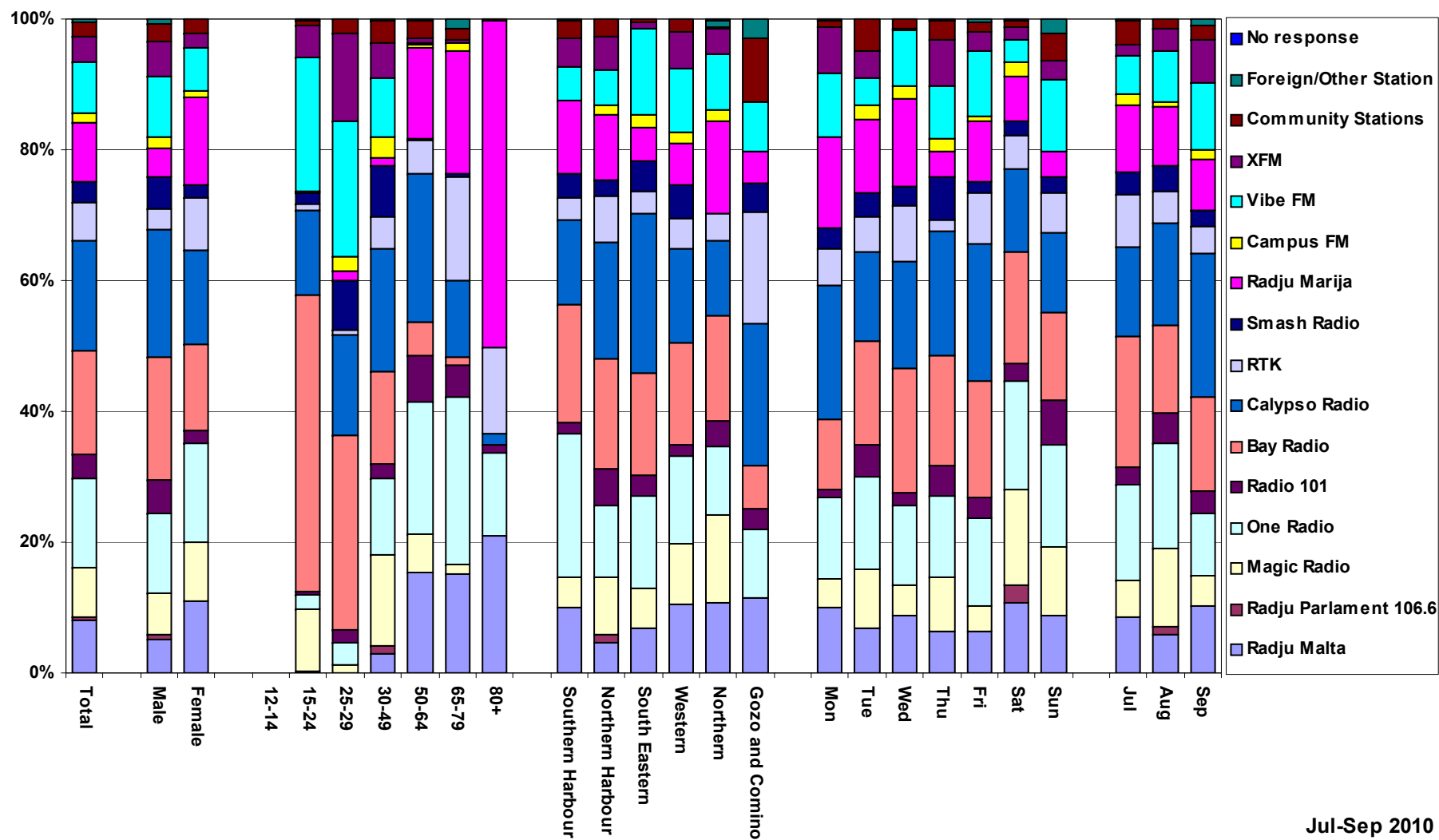


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL-SEP 2010]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JUL-SEP 2010]

TABLE C10: WATERSHED 17: CONSUMPTION BY TIME INTERVAL, BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTHS (JULY 2016)																											
	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	Eastern	South	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	6.93	6.19	7.56	16.31	8.41	3.91	5.51	7.08	6.53	7.54	1.82	9.72	4.46	7.23	9.98	8.25	10.05	6.52	3.54	7.51	3.19	8.44	8.58	4.82	7.99	8.25	
12:00-19:00	29.57	25.97	32.65	42.91	38.89	29.00	21.63	31.58	29.39	23.34	32.52	28.30	29.38	30.66	28.45	26.33	32.12	24.68	26.41	23.64	25.75	41.79	32.51	31.31	29.55	27.69	
19:00-20:30	20.49	21.36	19.73	18.65	13.62	11.92	19.82	24.19	24.53	37.52	22.02	19.26	20.84	18.22	19.92	26.90	22.12	22.36	22.13	21.28	20.95	16.85	17.28	19.59	19.52	22.33	
20:30-22:00	26.59	28.53	24.93	16.76	24.47	28.92	30.68	24.49	27.04	20.18	27.78	25.69	28.60	25.81	26.37	25.11	23.87	28.71	30.06	29.10	30.27	20.13	24.45	28.00	25.92	25.67	
22:00-24:00	16.43	17.95	15.12	5.37	14.61	26.25	22.37	12.67	12.50	11.42	15.87	17.03	16.72	18.08	15.27	13.41	11.85	17.73	17.86	18.47	19.85	12.79	17.19	16.27	17.02	16.06	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

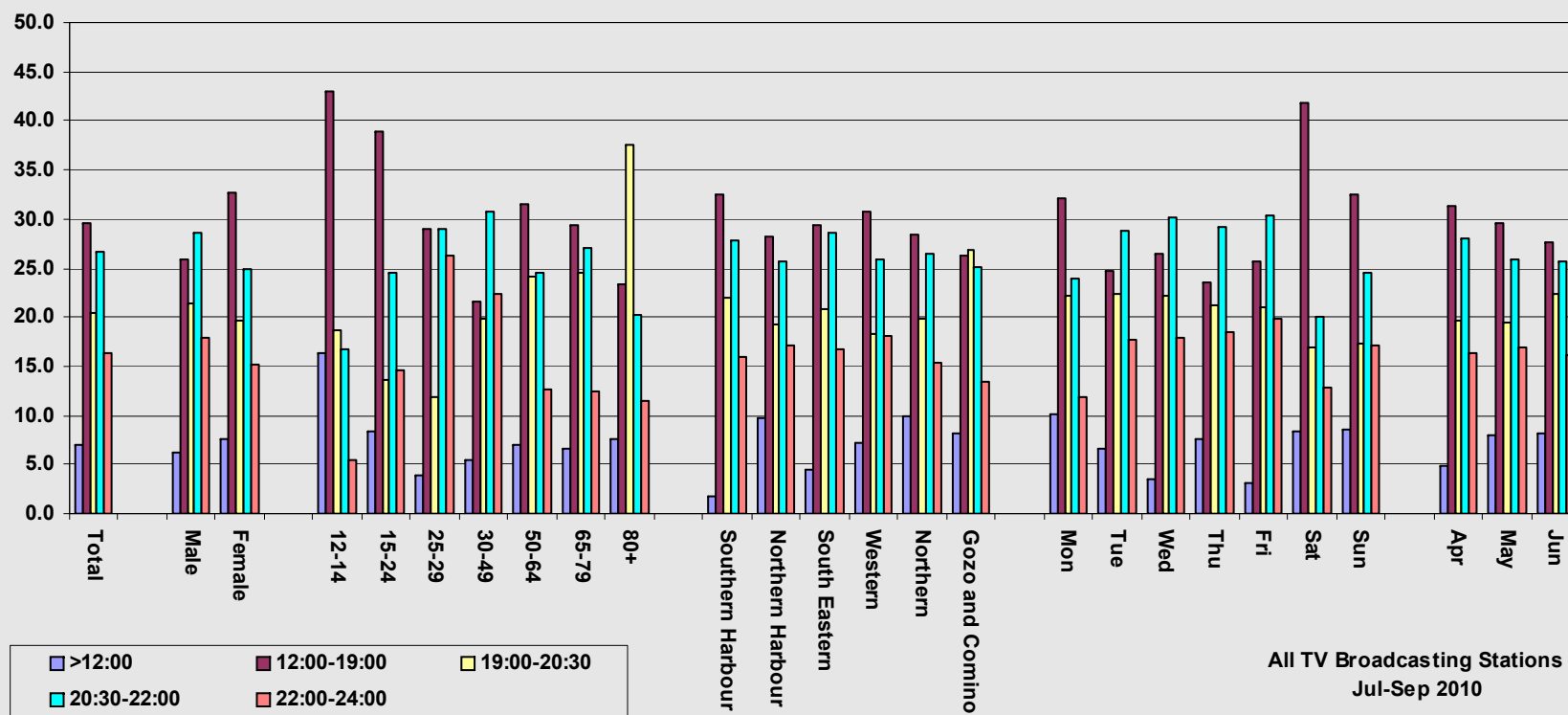


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JUL-SEP 2010]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL-SEP2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
TVM	17.52	18.39	16.78	4.34	11.36	12.61	20.61	19.72	20.78	11.79	16.88	14.84	14.28	20.77	22.07	21.94	21.35	16.68	15.89	16.27	15.72	13.13	24.30	26.73	13.01	11.62
One	18.78	17.90	19.53	16.45	6.09	3.78	15.12	25.82	29.68	54.86	23.00	18.93	16.73	16.69	12.44	26.83	22.07	15.78	19.53	23.68	13.83	20.46	15.17	15.72	16.18	24.49
Net TV	7.31	7.25	7.37	8.15	5.70	7.60	3.84	10.01	10.62	11.00	10.36	5.56	3.70	7.45	7.60	12.45	8.72	8.24	6.39	2.73	13.17	5.55	7.23	8.44	6.87	6.49
Smash TV	0.46	0.00	0.85	0.00	0.00	0.00	0.67	0.72	0.45	0.00	0.10	0.11	0.35	0.22	1.35	2.09	1.64	0.20	0.25	0.10	0.90	0.00	0.16	0.45	0.60	0.33
Education 22	0.11	0.00	0.20	0.00	0.00	0.00	0.13	0.26	0.00	0.00	0.00	0.22	0.00	0.25	0.00	0.00	0.46	0.00	0.00	0.26	0.00	0.00	0.00	0.29	0.00	0.00
Favorite Channel	0.58	0.31	0.82	0.00	0.25	0.67	0.45	0.68	1.31	0.00	0.20	1.28	0.24	0.00	0.65	0.53	1.12	1.60	0.00	0.00	1.24	0.00	0.00	0.20	0.79	0.81
Calypso TV	0.17	0.00	0.31	0.00	0.00	1.89	0.00	0.18	0.00	0.00	0.00	0.39	0.12	0.22	0.00	0.00	0.00	0.20	0.00	0.11	0.00	0.78	0.00	0.41	0.00	0.05
Rai 1	4.65	5.12	4.25	0.00	4.17	3.37	6.91	4.13	3.25	4.43	4.99	5.66	4.85	2.87	3.79	4.37	1.95	5.17	6.23	2.70	5.82	6.41	4.49	4.66	4.80	4.50
Rai 2	1.24	0.86	1.56	0.00	0.00	2.90	1.51	1.79	0.89	0.00	0.92	1.02	2.61	1.14	1.02	1.07	1.19	1.80	0.00	1.95	1.08	1.46	0.94	1.23	1.66	0.86
Rai 3	0.22	0.40	0.08	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.46	0.00	0.15	0.47	0.00	0.15	0.00	0.73	0.43	0.33	0.00	0.00	0.00	0.07	0.61
Rete 4	2.43	1.80	2.97	1.03	0.98	0.37	3.48	1.85	4.20	2.73	1.35	1.01	6.47	4.40	1.48	1.37	2.06	4.69	3.61	2.68	0.42	1.41	1.47	1.95	2.77	2.65
Canale 5	5.51	3.63	7.12	0.00	4.00	7.06	9.03	4.14	3.26	5.17	5.22	5.47	8.12	7.75	1.53	4.17	3.18	4.36	11.53	4.41	6.76	4.39	4.68	4.47	6.49	5.76
Italia 1	8.45	9.93	7.18	20.91	21.67	23.12	6.85	1.82	0.23	0.00	10.10	7.44	10.52	7.83	9.28	3.33	6.90	10.75	3.06	9.81	9.44	11.32	7.11	6.50	9.86	9.27
Discovery Channel	5.45	8.30	3.00	7.86	9.60	9.20	5.24	3.88	2.56	0.00	6.32	5.84	3.27	5.38	5.96	4.59	3.03	2.74	4.91	7.46	5.25	10.21	4.64	7.01	4.51	4.61
MTV	0.63	0.60	0.66	8.38	1.28	1.06	0.00	0.00	0.16	0.00	0.00	1.00	1.04	0.27	0.41	1.32	1.54	0.61	0.48	1.22	0.00	0.37	0.00	0.44	0.47	0.98
BBC Prime/World/Ent	2.73	1.29	3.97	0.00	1.26	0.89	0.99	5.39	5.24	0.00	4.18	1.46	4.05	2.46	3.69	0.00	4.20	3.98	2.27	2.82	1.25	0.44	3.93	2.30	2.42	3.50
Other TV station	23.75	24.22	23.35	32.87	33.63	25.48	24.44	19.62	17.37	10.02	16.39	29.31	23.66	22.16	28.25	15.93	20.46	23.22	25.13	23.35	24.80	24.06	25.90	19.21	29.48	23.48
Total Viewers	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

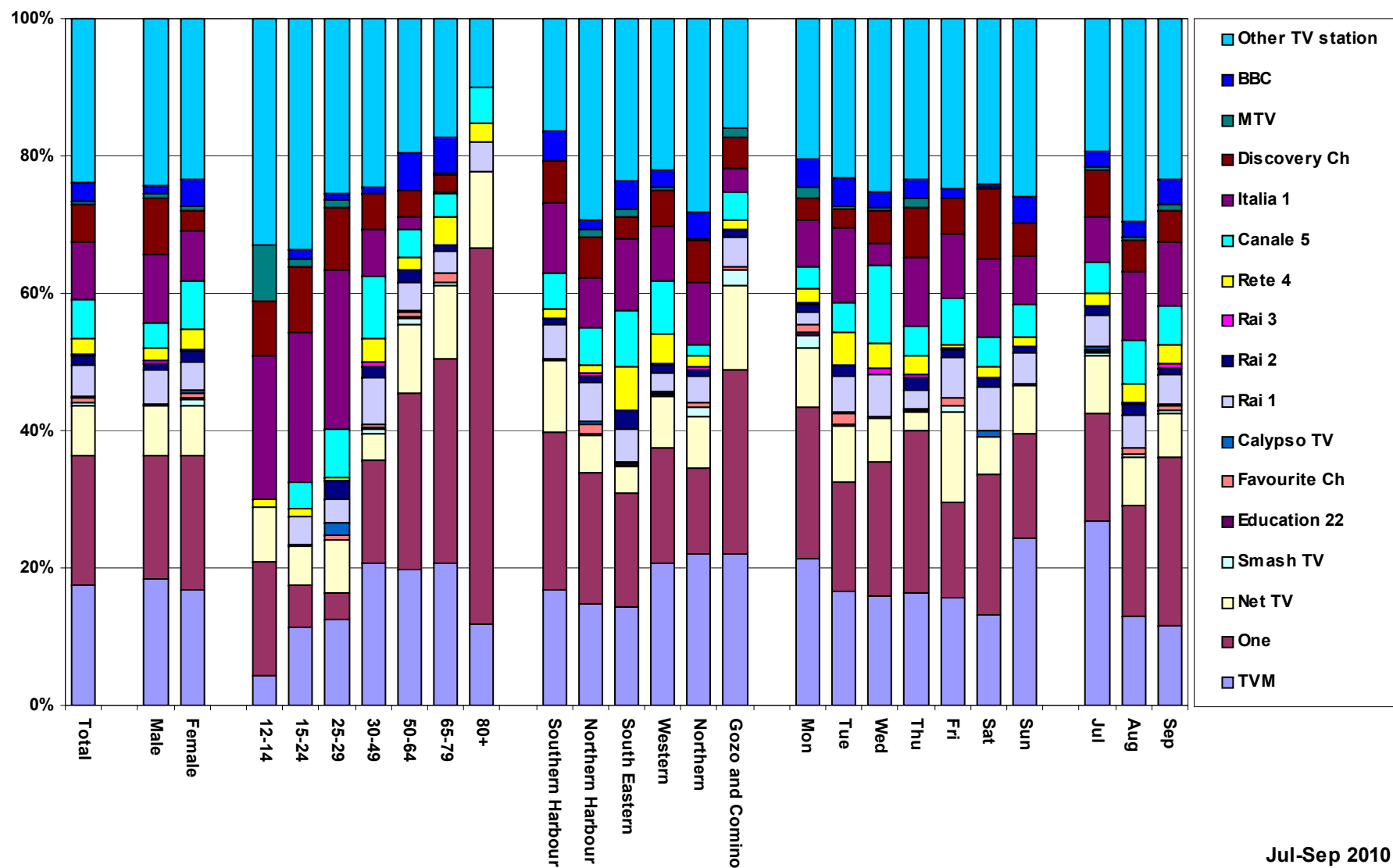


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JUL-SEP 2010]

9. TV PROGRAMME PREFERENCES

From this broadcasting season, the Authority wanted to research television programme preferences of interviewees. Rather than asking what type of programme genre are preferred by local television viewers, it was decided to ask respondents which are the three most favorite programmes on local television stations – the raison d'être being that popular television programmes are difficult to categorise according to their genre as this often depends on the content of each programme broadcast in each series.

Respondents were given the possibility of naming three programmes broadcast on local TV stations while allowing also for two other types of responses: those who stated that they do not regularly watch television; and those who stated that they do not watch local television programmes. Out of all respondents, 38.57% (708 respondents) stated that they do not have a favorite programme/do not watch TV/do not watch local programmes [Apr-May: 29.5% (536 respondents); Jan-Mar 2010: 25.6% (461 respondents); Oct-Dec 2009: 28.1% (516 respondents)]. Of these, 17.69% [325 respondents] stated that they do not have any preferred programme; 17.21% [316 respondents] stated that they do not watch local TV programmes; while the rest 3.67% [67 respondents] stated that they do not watch TV – see Table 9.1 below:

TABLE 9.1: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
All Respondents	1835	882	953	56	326	134	588	442	229	61	358	548	273	264	251	142
Do not watch TV	67	32	35	1	23	7	15	13	7	2	10	14	20	4	10	9
Do not watch Local Prog.	316	174	141	13	80	33	116	54	15	5	42	114	43	49	49	19
No Favorite Programme	325	157	167	8	45	17	87	89	51	28	64	112	48	35	37	29
	708	364	344	22	147	57	218	155	73	35	115	240	110	89	96	57
1st Named prog.	1127	518	609	34	179	76	369	287	156	26	243	308	163	175	155	84
	47.4%	48.6%	46.5%	44.7%	51.3%	47.9%	46.1%	46.8%	47.1%	53.9%	48.3%	47.3%	44.9%	49.1%	48.4%	45.8%
	100%	40.4%	47.5%	2.7%	13.9%	5.9%	28.8%	22.4%	12.1%	2.0%	18.9%	24.0%	12.7%	13.6%	12.1%	6.6%
2nd Named prog.	784	348	436	28	104	51	268	208	109	16	164	216	124	116	102	62
	33.0%	32.7%	33.3%	36.1%	29.9%	31.9%	33.5%	34.0%	33.0%	33.4%	32.7%	33.1%	34.1%	32.6%	31.8%	33.9%
	100%	34.2%	42.8%	2.7%	10.2%	5.0%	26.3%	20.4%	10.7%	1.6%	16.1%	21.2%	12.1%	11.4%	10.0%	6.1%
3rd Named prog.	466	200	266	15	65	32	164	118	66	6	96	128	76	65	64	37
	19.6%	18.8%	20.3%	19.2%	18.8%	20.3%	20.4%	19.2%	20.0%	12.7%	19.1%	19.6%	21.0%	18.3%	19.8%	20.3%
	100%	28.5%	37.9%	2.1%	9.3%	4.6%	23.3%	16.8%	9.4%	0.9%	13.7%	18.2%	10.8%	9.3%	9.1%	5.3%
Total	2377	1066	1311	77	349	159	801	612	331	48	503	651	362	356	321	184
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	44.8%	55.2%	3.2%	14.7%	6.7%	33.7%	25.8%	13.9%	2.0%	21.2%	27.4%	15.2%	15.0%	13.5%	7.7%

[Count; Col %; Row %]

The programmes named by the respondents were first classified by the station on which they were broadcast based on published broadcasting schedules as received by the Authority from broadcasting stations for the period of July-September 2010. These were then classified under broad time-brackets as used in the previous chapter. The full list of programmes and their percentage to total programmes quoted is found in Part Two of this report.

Out of all 2376 programmes quoted, there were 11 counts of programmes which were of a generic type while, on the other hand, there were 14 counts of programmes which were not broadcast during this broadcasting quarter but in previous schedules. Out of all the programmes named, TVM got 48.7% of all counts, followed by ONE with 25.6% and Net TV with 22.0% - see Table 9.2 below.

Not included are five programmes which were heavily advertised by broadcasting stations for the next broadcasting season of October-December 2010. These included 7 *Qattiela* [TVM], *Deceduti* [TVM], *Studio 54* [TVM], *Emilja* [One], and *Sibtijiet Flimkien* [One].

**TABLE 9.2: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
	Total															
TVM	1156	520	640	28	173	94	451	302	126	29	231	334	187	182	183	118
ONE	609	281	327	18	104	37	183	161	94	11	144	160	104	78	83	40
Net TV	522	224	298	31	68	25	146	135	101	16	118	147	74	92	57	35
Smash TV	26	7	19	0	1	5	7	9	3	1	9	7	3	3	1	3
Education 22	12	8	4	1	0	1	3	1	6	0	3	2	0	1	2	4
Favorite TV	22	9	13	0	1	3	9	5	3	0	1	8	2	9	2	0
Calypso TV	2	1	1	0	1	0	1	0	0	0	0	1	0	0	1	0
iTV	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0
Melita Cable	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Other Prog	11	9	3	0	2	0	6	3	1	0	5	1	4	1	1	0
Previous Schedules	14	7	7	1	1	0	1	4	5	1	2	4	1	3	5	0
	2376	1067	1313	80	354	165	807	620	340	58	514	663	375	369	334	200
TVM	48.7%	48.7%	48.7%	35.5%	49.0%	57.1%	55.9%	48.7%	37.2%	50.8%	45.0%	50.3%	49.9%	49.2%	54.8%	59.3%
ONE	25.6%	26.4%	24.9%	22.8%	29.5%	22.2%	22.7%	25.9%	27.7%	18.8%	28.1%	24.1%	27.6%	21.2%	24.8%	19.8%
Net TV	22.0%	21.0%	22.7%	39.1%	19.3%	15.0%	18.1%	21.8%	29.7%	27.5%	23.0%	22.1%	19.7%	24.9%	17.0%	17.3%
Smash TV	1.1%	0.6%	1.5%	0.0%	0.4%	2.9%	0.8%	1.5%	1.0%	1.5%	1.7%	1.1%	0.9%	0.8%	0.3%	1.6%
Education 22	0.5%	0.8%	0.3%	1.4%	0.0%	0.7%	0.4%	0.1%	1.7%	0.0%	0.6%	0.3%	0.0%	0.2%	0.6%	2.0%
Favorite TV	0.9%	0.8%	1.0%	0.0%	0.3%	2.1%	1.1%	0.9%	0.8%	0.0%	0.2%	1.2%	0.6%	2.4%	0.5%	0.0%
Calypso TV	0.1%	0.1%	0.1%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%
iTV	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Melita Cable	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Other Prog	0.5%	0.8%	0.2%	0.0%	0.6%	0.0%	0.7%	0.4%	0.2%	0.0%	0.9%	0.2%	1.0%	0.3%	0.3%	0.0%
Previous Schedules	0.6%	0.6%	0.5%	1.4%	0.3%	0.0%	0.1%	0.7%	1.5%	1.4%	0.3%	0.5%	0.2%	0.8%	1.3%	0.0%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Out of all the programmes named, the most quoted was *News* on TVM with 13.9% [329 counts]; followed by *Xarabank* on TVM at 10.6% [252 counts]; and *Simpatici* on Net TV 8.5% [201 counts]. The first eleven most quoted programmes analysed by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below.

**TABLE 9.3: MOST TEN FAVORITE PROGRAMMES BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]**

			Gender		Age Groups							District					
			Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
		Total															
TVM	News TVM	13.9%	16.4%	11.7%	2.7%	9.0%	15.4%	15.7%	13.7%	14.8%	13.9%	11.8%	12.9%	12.4%	15.4%	15.4%	14.3%
TVM	Xarabank	10.6%	11.8%	9.6%	1.5%	13.8%	13.1%	12.5%	9.8%	4.4%	6.4%	10.7%	10.5%	10.8%	8.9%	9.2%	11.5%
Net TV	Simpatici	8.5%	6.9%	9.7%	31.4%	13.2%	4.5%	6.0%	7.1%	7.1%	9.2%	10.0%	7.6%	9.5%	8.6%	5.0%	7.8%
One	ONE News	5.4%	6.8%	4.2%	1.8%	1.9%	3.4%	5.0%	6.2%	9.4%	7.8%	5.2%	5.7%	6.0%	4.4%	5.8%	3.1%
TVM	F Salib it-Toroq	5.2%	4.8%	5.5%	7.0%	5.2%	5.2%	4.8%	4.9%	6.1%	1.5%	3.9%	5.1%	6.2%	4.3%	6.6%	4.1%
One	L-Evangelisti	5.2%	4.1%	6.0%	4.2%	10.5%	8.0%	4.8%	3.5%	2.3%	1.5%	5.5%	4.2%	5.8%	5.0%	5.2%	4.5%
Net TV	NET News	4.6%	6.1%	3.4%	0.0%	1.0%	4.9%	4.4%	4.2%	9.1%	7.8%	3.3%	5.4%	3.8%	5.3%	4.9%	3.1%
One	Bar B Q	3.6%	3.6%	3.6%	5.7%	3.1%	2.0%	2.5%	5.3%	3.7%	1.5%	4.6%	2.3%	4.0%	3.8%	2.6%	4.3%
TVM	Bondi Plus	3.3%	3.9%	2.7%	1.5%	1.2%	5.7%	4.5%	3.3%	1.4%	1.5%	1.8%	3.1%	2.7%	4.1%	3.5%	5.1%
TVM	Liquorish	2.6%	1.6%	3.4%	1.3%	3.1%	1.9%	4.0%	1.7%	1.1%	0.0%	2.0%	3.0%	2.3%	1.1%	4.5%	1.6%
Net TV	Gheruq	2.5%	2.4%	2.5%	0.0%	0.6%	0.0%	2.3%	3.8%	4.2%	1.5%	1.5%	2.6%	1.9%	4.0%	2.5%	1.8%

All the programmes listed by respondents were classified under five time-brackets. The following Tables 9.4 to 9.10 list each broadcasting stations' preferred programmes by time brackets, analysed by gender, by age groups, and by districts; as well as a list of programmes quoted that were broadcast in earlier broadcasting schedules. Percentages shows are in relation to each station's total counts.

**TABLE 9.4: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

TVM	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Rise & Shine	1.22	0.21	2.04	0.00	1.86	0.00	1.52	0.80	1.28	0.00	1.30	0.62	1.43	1.10	1.45	1.45
Venere	0.45	0.00	0.81	0.00	2.99	0.00	0.00	0.00	0.00	0.00	0.47	0.91	0.56	0.00	0.00	0.00
Gadgets [R]	0.09	0.00	0.16	3.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00
Ghanafest 2010	0.09	0.00	0.16	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Il-Hajja [Kelma ghall-Hajja]	0.08	0.00	0.14	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00
Iz-Zona	0.08	0.00	0.14	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00
Sunday Mass	0.07	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	2.67	0.00	0.00	0.00	0.00	0.43	0.00
12:00-19:00																
Hadd Ghalik	3.69	2.63	4.53	9.25	4.71	3.29	4.20	1.81	2.84	2.89	5.96	4.91	1.43	2.27	1.80	2.06
Deal or no Deal	3.08	1.90	4.02	3.78	5.31	4.57	1.47	3.68	2.02	2.67	3.45	2.66	4.43	1.50	2.47	2.73
Ta Bundy	2.50	1.57	3.24	4.29	0.63	0.00	2.66	4.57	0.00	2.99	2.27	3.24	3.18	1.50	1.87	0.67
Zmeraldi	0.17	0.22	0.13	0.00	0.00	0.00	0.25	0.00	0.67	0.00	0.37	0.00	0.61	0.00	0.00	0.00
19:00-20:30																
News TVM	28.48	33.74	24.04	7.56	18.33	26.92	28.12	28.11	39.89	27.35	26.17	25.62	24.81	31.25	28.04	24.08
Newsroom	0.31	0.38	0.25	0.00	0.69	0.00	0.00	0.53	0.63	0.00	0.00	0.00	0.42	0.66	0.00	1.35
Akkaniti	0.09	0.00	0.16	0.00	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00
20:30-22:00																
Liquorish	5.28	3.27	6.87	3.73	6.28	3.37	7.10	3.42	2.83	0.00	4.48	5.88	4.66	2.14	8.26	2.74
Bijografiji	2.01	2.35	1.73	0.00	0.00	1.26	2.49	2.61	2.36	0.00	1.91	1.17	2.75	2.86	1.88	0.97
X Qala l-Bahar	0.89	1.04	0.76	0.00	1.44	0.00	0.67	1.25	0.79	0.00	0.44	1.51	0.42	0.00	1.87	0.00
Dellijiet	0.83	0.79	0.85	4.39	1.32	2.70	0.40	0.55	0.00	0.00	1.45	0.30	0.84	1.14	0.00	1.29
Paqpaq	0.70	1.55	0.00	0.00	1.41	0.00	1.05	0.29	0.00	0.00	1.08	0.38	0.00	1.14	1.18	0.00
Qalb in-Nies	0.36	0.64	0.13	0.00	0.00	0.00	0.29	0.33	0.81	2.84	0.44	0.69	0.44	0.00	0.00	0.00
Reati	0.16	0.37	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.44	0.00	0.00	0.48	0.00	0.00
Runaway TV	0.09	0.00	0.16	0.00	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00
22:00-24:00																
International Short Film Festiva]	0.10	0.22	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00%	0.00
Sports Magazine	0.09	0.00	0.16	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00%	0.00
Mixage	0.09	0.00	0.16	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00%	0.00
Prev. Schedules																
Xarabank	21.78	24.25	19.64	4.29	28.18	22.89	22.34	20.12	11.89	12.62	23.82	20.76	21.70	18.18	16.73	19.39
F Salib it-Toroq	10.66	9.79	11.31	19.87	10.60	9.17	8.62	9.97	16.48	2.99	8.71	10.06	12.49	8.74	12.06	6.88
Bondi Plus	6.69	7.98	5.61	4.29	2.54	9.97	8.10	6.69	3.75	2.99	3.97	6.22	5.41	8.42	6.47	8.55
KC	3.03	0.84	4.79	13.41	2.40	2.22	2.03	4.41	1.96	0.00	2.48	3.85	2.42	1.59	1.88	4.66
12 05	1.54	0.17	2.64	0.00	0.61	1.15	1.99	1.65	0.63	2.99	1.80	0.84	0.00	3.18	0.94	2.79
Bongu	1.37	0.48	2.09	0.00	2.08	1.26	1.34	1.12	1.29	0.00	0.89	1.21	0.98	2.14	0.94	1.97
Dissett	0.78	1.56	0.14	0.00	0.72	1.26	1.00	0.67	0.00	0.00	0.54	0.26	0.61	1.91	0.59	0.97
Sibtek	0.50	0.46	0.53	0.00	0.00	0.00	0.53	0.86	0.62	0.00	0.37	0.91	0.00	0.00	1.02	0.00
Bombli tal-Fuhhar	0.36	0.19	0.49	3.57	0.61	0.00	0.23	0.33	0.00	0.00	0.00	0.92	0.00	0.58	0.00	0.00
Delitti Maltin	0.35	0.47	0.25	0.00	0.00	0.00	0.54	0.53	0.00	0.00	0.00	0.38	0.61	0.00	0.00	1.35
Ghada jisbah ukoll	0.33	0.00	0.59	3.73	0.63	0.00	0.00	0.26	0.00	2.89	0.47	0.00	0.56	0.47	0.00	0.67
Meander	0.28	0.46	0.14	0.00	0.00	1.20	0.28	0.00	0.69	0.00	0.55	0.26	0.00	0.00	0.00	0.95
L-Isfida	0.11	0.24	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00
Take 3	0.10	0.23	0.00	0.00	0.00	1.29	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00
Undercover	0.10	0.23	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00
Mill-Arkivji	0.10	0.22	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97
Ta Becky	0.09	0.21	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00
Modern Lifestyle	0.09	0.00	0.16	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Tigrijiet taz-zwiemel TVM	0.09	0.19	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Lenti	0.08	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.51	0.00
Tghannieqa	0.07	0.00	0.12	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00
Other Programmes																
Programme on TVM on Archeology	0.09	0.20	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.00
Kacca u nsib on TVM	0.08	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.48	0.00	0.00
New Programmes																
Studio 54	0.18	0.25	0.12	0.00	0.00	0.00	0.29	0.26	0.00	0.00	0.00	0.38	0.00	0.00	0.43	0.00
7 Qattela	0.09	0.00	0.16	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00
Deceduti	0.09	0.38	0.47	14.13	2.89	6.36	1.55	2.65	7.12	34.12	4.75	3.59	6.93	7.71	8.18	13.50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.5: WEIGHTED 'ONE' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

ONE	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Londri	2.13	3.19	1.22	6.83	5.47	0.00	1.76	1.25	0.84	0.00	1.57	4.96%	1.78	0.00%	0.00%	2.32%
Fresh & Funky	0.37	0.43	0.32	6.68	0.00	2.87	0.00	0.00	0.00	0.00	0.00	0.76%	0.00	1.35%	0.00%	0.00%
Clint on One	0.34	0.00	0.64	0.00	2.01	0.00	0.00	0.00	0.00	0.00	0.75	0.63%	0.00	0.00%	0.00%	0.00%
12:00-19:00																
Appuntament	4.04	2.44	5.40	0.00	4.06	5.83	5.27	5.31	0.00	0.00	2.93	3.56%	5.43	6.14%	3.01%	4.34%
Epoka	0.36	0.41	0.31	0.00	0.00	0.00	1.18	0.00	0.00	0.00	0.71	0.00%	1.10	0.00%	0.00%	0.00%
Esperiti	0.15	0.00	0.29	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00%	0.00	0.00%	1.13%	0.00%
Marvin	1.07	0.36	1.68	0.00	0.00	2.87	1.11	1.01	1.90	0.00	0.00	1.28%	0.80	2.63%	1.89%	0.00%
19:00-20:30																
ONE News	21.15	25.95	17.03	7.82	6.29	15.38	21.95	23.97	33.76	41.25	18.55	23.44	21.68	21.01	23.23	15.85
Bar B Q	13.97	13.58	14.31	24.89	10.46	8.90	10.98	20.38	13.33	8.06	16.29	9.57	14.45	18.08	10.32	21.64
Ieqaf 20 Minuta	0.43	0.00	0.80	0.00	0.00	0.00	0.51	0.53	0.90	0.00	1.17	0.00	0.00	0.00	1.13	0.00
Issues	0.16	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.23	0.00	0.63	0.00	0.00	0.00	0.00
Zona Sports	0.16	0.36	0.00	0.00	0.00	0.00	0.00	0.00	1.06	0.00	0.00	0.63	0.00	0.00	0.00	0.00
Zona Dinjija	0.14	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.00	1.08	0.00	0.00
20:30-22:00																
Il-Madonna tac-Coqqa	6.10	4.35	7.60	16.58	3.02	0.00	6.36	6.42	8.43	8.06	8.58	7.57	3.36	3.49	5.26	5.14
Country Jamboree	1.92	2.65	1.30	0.00	0.00	0.00	2.56	3.10	2.15	0.00	1.47	0.80	1.57	3.86	3.01	2.91
Arani Issa	1.53	1.63	1.44	0.00	2.17	0.00	2.69	1.29	0.00	0.00	0.00	2.87	2.53	0.00	1.12	2.91
22:00-24:00																
L-Evangelisti	20.15	15.55	24.11	18.62	35.57	36.17	20.92	13.47	8.46	8.06	19.61	17.43	21.05	23.56	20.85	22.59
On D Road	1.19	2.58	0.00	0.00	3.37	3.31	1.38	0.00	0.00	0.00	2.62	0.76	0.00	1.53	1.30	0.00
Other Schedules																
Kalamita	5.20	4.93	5.44	5.95	3.41	0.00	4.73	4.29	12.15	0.00	7.12	2.44	5.67	4.57	6.37	6.94
L-Argument	3.59	7.78	0.00	0.00	4.51	6.32	3.86	3.57	2.15	0.00	4.21	5.45	0.77	1.53	5.03	2.28
Bongu Bundy	2.34	1.02	3.47	0.00	3.84	2.75	2.37	2.00	1.74	0.00	2.05	1.94	2.55	1.28	3.60	3.88
Gizelle	1.95	1.55	2.30	0.00	5.18	5.66	0.51	2.16	0.00	0.00	0.59	2.65	3.88	1.35	2.07	0.00
Inkontri	1.76	2.64	1.00	6.68	1.19	0.00	1.55	1.56	2.02	9.23	2.45	1.93	3.08	1.13	0.00	0.00
Singled Out	1.50	1.54	1.47	0.00	1.01	3.38	2.29	1.65	0.00	0.00	3.04	0.55	1.02	1.28	1.12	2.28
Aroma Kitchen	1.41	0.76	1.96	5.95	1.99	0.00	1.14	1.04	0.83	8.06	0.00	3.03	1.03	0.00	2.24	2.02
Bla Agenda	0.88	1.05	0.74	0.00	0.00	0.00	0.43	1.12	2.96	0.00	0.59	0.63	1.52	0.00	0.00	4.92
La Farfalla	0.61	0.38	0.80	0.00	1.04	0.00	0.97	0.00	0.88	0.00	0.00	0.00	1.56	1.28	1.30	0.00
TX	0.60	0.71	0.51	0.00	0.00	3.25	0.43	1.04	0.00	0.00	0.00	0.55	1.52	1.53	0.00	0.00
ID	0.50	0.76	0.27	0.00	0.00	0.00	0.69	0.55	0.93	0.00	0.88	0.55	0.00	1.13	0.00	0.00
Siegħa Zmien	0.36	0.00	0.67	0.00	1.36	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.76	0.00	1.71	0.00
Solitaire	0.35	0.76	0.00	0.00	2.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	1.30	0.00
Matinee	0.28	0.00	0.53	0.00	0.00	0.00	0.00	0.53	0.00	8.06	0.59	0.55	0.00	0.00	0.00	0.00
Realta	0.28	0.00	0.53	0.00	0.00	0.00	0.00	0.54	0.90	0.00	0.59	0.55	0.00	0.00	0.00	0.00
Zwiemel One TV	0.21	0.45	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00
Salgister	0.19	0.41	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00
Ta Nancy																
[Flimkien ma' Nancy]	0.17	0.00	0.32	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00
Mln-Nicca l-Barra	0.16	0.36	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00
Tant lehor	0.14	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.55	0.00	0.00	0.00	0.00
Looks	0.13	0.00	0.24	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.00
Renee saturday afternoon on One [Matinee]	0.13	0.00	0.24	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.00
Stejjer One ta Glen	0.13	0.00	0.24	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00
Other Programmes																
Cooking prog on one tv about fish	0.14	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.55	0.00	0.00	0.00	0.00
New Programmes																
Emilja	1.32	0.76	1.79	0.00	2.01	3.31	1.12	1.12	0.90	0.00	2.76	1.94	0.00	0.00	1.12	0.00
Sibtijiet Flimkien	0.28	0.31	0.26	0.00	0.00	0.00	0.00	0.53	0.93	0.00	0.00	0.00	0.00	2.21	0.00	0.00
Totals	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.6: WEIGHTED 'NET TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

Net TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00																
Mini Bugz	0.81	0.48	1.05	4.56	0.00	4.36	0.00	0.63	0.87	0.00	0.00	0.60	0.00	0.92	4.39	0.00
Principal	0.16	0.00	0.28	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00
12:00-19:00																
Simpatici	38.59	32.98	42.81	80.52	68.54	29.88	33.37	32.53	24.07	33.51	43.54	34.36	48.25	34.39	29.37	45.21
Kontra I-Hin	6.85	3.70	9.23	6.96	3.03	0.00	4.94	10.73	8.03	10.82	9.46	4.95	4.43	9.68	6.31	4.61
Kaxxa Jan	4.25	1.54	6.29	3.98	3.30	8.33	3.77	4.94	3.56	5.50	4.07	5.10	3.54	3.37	4.40	4.95
It-Tfal jigu bil-Vapuri	2.61	1.76	3.25	0.00	1.78	10.57	2.50	3.29	1.68	0.00	3.07	3.53	3.19	0.00	1.64	4.43
Fil-Kcina ma' Christine	2.14	0.54	3.34	0.00	4.88	0.00	0.70	2.51	2.56	5.32	1.59	2.62	2.25	4.14	0.00	0.00
Kompendju	0.83	0.39	1.15	0.00	0.00	0.00	0.00	1.89	1.74	0.00	0.00	1.19	1.12	1.88	0.00	0.00
19:00-20:30																
NET News	20.89	29.00	14.80	0.00	5.24	32.60	24.28	19.48	30.86	28.33	14.35	24.35	19.14	21.38	28.74	18.18
Forcina	2.15	3.41	1.20	0.00	1.82	0.00	2.45	2.70	2.71	0.00	4.73	2.16	3.32	0.00	0.00	0.00
Flusek	0.16	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	1.12	0.00	0.00	0.00
20:30-22:00																
Gheruq	11.28	11.40	11.20	0.00	3.03	0.00	12.48	17.37	14.12	5.50	6.40	11.87	9.84	16.25	14.52	10.11
Mr Fisherman	0.74	1.71	0.00	0.00	0.00	0.00	2.63	0.00	0.00	0.00	1.07	1.75	0.00	0.00	0.00	0.00
Man Up Plus	0.62	0.55	0.67	3.98	1.48	0.00	0.68	0.00	0.00	0.00	1.05	0.69	0.00	1.09	0.00	0.00
Ucuħ	0.51	0.42	0.58	0.00	0.00	0.00	0.00	0.00	2.63	0.00	0.72	0.60	0.00	0.00	1.64	0.00
Indifest	0.41	0.54	0.31	0.00	1.78	0.00	0.63	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	2.65
22:00-24:00																
Wheelspin	0.49	1.13	0.00	0.00	0.00	0.00	1.74	0.00	0.00	0.00	2.15	0.00	0.00	0.00	0.00	0.00
Gherwieħ Imsakkra	0.16	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	1.12	0.00	0.00	0.00
Other Schedules																
Replay	3.89	9.06	0.00	0.00	5.12	14.26	6.31	1.50	2.01	0.00	6.01	3.02	1.55	3.78	5.71	2.60
Ma Gloria	0.53	0.00	0.92	0.00	0.00	0.00	0.68	0.00	0.87	5.50	0.00	1.19	0.00	1.09	0.00	0.00
Malta I-Lejla	0.52	0.00	0.92	0.00	0.00	0.00	1.27	0.65	0.00	0.00	0.00	0.60	0.00	0.00	1.65	2.65
F'Bahar Wieħed	0.33	0.39	0.28	0.00	0.00	0.00	0.00	0.00	1.71	0.00	0.72	0.00	0.00	0.96	0.00	0.00
Eleganza	0.32	0.00	0.56	0.00	0.00	0.00	0.00	0.59	0.00	5.50	0.00	0.60	0.00	0.00	0.00	2.30
Moda Marbeħ Spiteri	0.19	0.00	0.33	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00
Programme on Fr	0.18	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.92	0.00	0.00	0.00	0.00	0.00	1.64	0.00
Giuseppe Depiro on NET Tv																
Vitalita	0.15	0.00	0.27	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.30
Other Programmes																
Mysteries on Net every Thursday	0.24	0.57	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.7: WEIGHTED 'SMASH TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Smash TV	Total															
06:00-12:00																
A To Z	3.91	0.00	5.30	0.00	0.00	0.00	15.23	0.00	0.00	0.00	11.47	0.00	0.00	0.00	0.00	0.00
Telebejgh Smash	6.55	0.00	8.88	0.00	0.00	0.00	0.00	9.17	0.00	100.0	0.00	12.21	0.00	29.88	0.00	0.00
Fil-Kcina ma' Farah	43.33	28.06	48.77	0.00	0.00	0.00	69.54	54.05	50.53	0.00	0.00	51.17	100.0	70.12	100.0	50.00
12:00-19:00																
19:00-20:30																
Erga Lura	9.40	0.00	12.75	0.00	0.00	0.00	0.00	18.13	23.59	0.00	0.00	12.21	0.00	0.00	0.00	50.00
Smash News	11.36	0.00	15.41	0.00	0.00	22.55	15.23	9.48	0.00	0.00	23.59	12.21	0.00	0.00	0.00	0.00
20:30-22:00																
Motordrome	14.17	53.96	0.00	0.00	100.0	51.63	0.00	0.00	0.00	0.00	41.61	0.00	0.00	0.00	0.00	0.00
22:00-24:00																
Previous Schedules																
Ta Edward Spiteri on Smash TV	3.33	0.00	4.52	0.00	0.00	0.00	0.00	0.00	25.88	0.00	0.00	12.21	0.00	0.00	0.00	0.00
MFA Magazine	7.95	17.99	4.37	0.00	0.00	25.82	0.00	9.18	0.00	0.00	23.34	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.8: WEIGHTED 'iTV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
iTV	Total															
Unclassified																
Belle Donne	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.9: WEIGHTED 'EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Education 22	Total															
06:00-12:00																
Ghawdex Illum	48.67	49.14	47.57	0.00	0.00	100.0	28.41	100.0	51.94	0.00	0.00	49.00	0.00	100.0	0.00	100.0
X Lab	8.95	12.76	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	53.70	0.00
Bagghu Maltin	8.64	0.00	28.93	0.00	0.00	0.00	32.30	0.00	0.00	0.00	0.00	51.00	0.00	0.00	0.00	0.00
Muftieh	8.49	12.11	0.00	0.00	0.00	0.00	0.00	0.00	17.57	0.00	32.63	0.00	0.00	0.00	0.00	0.00
Minn Ghawdex [Ghawdex Illum]	7.72	11.00	0.00	0.00	0.00	0.00	0.00	0.00	15.97	0.00	0.00	0.00	0.00	0.00	46.30	0.00
Previous Schedules																
Tigrijiet Channel 23	10.51	14.99	0.00	0.00	0.00	0.00	39.30	0.00	0.00	0.00	40.41	0.00	0.00	0.00	0.00	0.00
Xjenza	7.02	0.00	23.49	0.00	0.00	0.00	0.00	0.00	14.52	0.00	26.97	0.00	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

No programme schedules were received by this station
Totals may not tally due to weighting and rounding off

**TABLE 9.10: WEIGHTED 'FAVORITE TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

		Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Favorite TV	Total															
06:00-12:00																
In the Mood	4.60	0.00	7.85	0.00	0.00	0.00	10.99	0.00	0.00	0.00	0.00	0.00	0.00	11.18	0.00	0.00
12:00-19:00																
Vespri	18.33	34.82	6.67	0.00	0.00	34.48	0.00	34.39	36.37	0.00	100.0	12.84	0.00	13.38	54.31	0.00
X Press	12.08	11.16	12.73	0.00	0.00	0.00	8.64	34.14	0.00	0.00	0.00	12.84	67.36	0.00	0.00	0.00
Hin ghal kollox	10.79	14.31	8.30	0.00	0.00	30.46	14.17	0.00	0.00	0.00	0.00	16.47	0.00	11.82	0.00	0.00
19:00-20:30																
News Favorite Channel	4.81	0.00	8.21	0.00	0.00	0.00	11.50	0.00	0.00	0.00	0.00	13.37	0.00	0.00	0.00	0.00
20:30-22:00																
Mit-Tnejn ghal 4	3.90	0.00	6.66	0.00	0.00	0.00	0.00	15.73	0.00	0.00	0.00	0.00	0.00	9.49	0.00	0.00
22:00-24:00																
Spotlight	11.42	0.00	19.49	0.00	0.00	0.00	8.64	15.73	33.04	0.00	0.00	0.00	32.64	18.98	0.00	0.00
Football Favorite on Sunday [F Link]	5.26	12.69	0.00	0.00	0.00	0.00	12.57	0.00	0.00	0.00	0.00	0.00	0.00	12.78	0.00	0.00
Angela Agius on Favourite [Spotlight]	4.81	0.00	8.21	0.00	0.00	0.00	11.50	0.00	0.00	0.00	0.00	13.37	0.00	0.00	0.00	0.00
Previous Schedules																
Kontra Attakk	11.19	27.02	0.00	0.00	100.0	35.06	0.00	0.00	0.00	0.00	0.00	31.10	0.00	0.00	0.00	0.00
Niskata	4.60	0.00	7.85	0.00	0.00	0.00	10.99	0.00	0.00	0.00	0.00	0.00	0.00	11.18	0.00	0.00
Zveljarin	4.60	0.00	7.85	0.00	0.00	0.00	10.99	0.00	0.00	0.00	0.00	0.00	0.00	11.18	0.00	0.00
Ta Karl u Romina	3.61	0.00	6.17	0.00	0.00	0.00	0.00	0.00	30.59	0.00	0.00	0.00	0.00	0.00	45.69	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.11: WEIGHTED 'CALYPSO TV' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEPN 2010]**

Favorite TV	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
06:00-12:00 12:00-19:00 Total Request 19:00-20:30 20:30-22:00 22:00-24:00 Other Programmes Diski fuq Calypso	51.77	100.0	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00
	48.23	0.00	100.0	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.12: WEIGHTED 'OTHER PROGRAMMES' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

Other	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
26th Frame	9.91	13.16	0.00	0.00	0.00	0.00	19.78	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00
Billiard	10.79	14.33	0.00	0.00	54.05	0.00	0.00	0.00	0.00	0.00	26.82	0.00	0.00	0.00	0.00	0.00
Family TV programme (Friday Eve)	6.92	9.19	0.00	0.00	0.00	0.00	0.00	30.09	0.00	0.00	0.00	0.00	20.99	0.00	0.00	0.00
Gojjellerija	7.37	0.00	29.82	0.00	0.00	0.00	0.00	32.02	0.00	0.00	18.31	0.00	0.00	0.00	0.00	0.00
Id-Dar	8.72	11.57	0.00	0.00	0.00	0.00	0.00	37.89	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00
Jien ghalija kollox jghodd	6.92	9.19	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00	20.99	0.00	0.00	0.00
Kacca u Sajd	11.04	14.66	0.00	0.00	0.00	0.00	22.03	0.00	0.00	0.00	27.43	0.00	0.00	0.00	0.00	0.00
Kontroversi	11.04	14.66	0.00	0.00	0.00	0.00	22.03	0.00	0.00	0.00	27.43	0.00	0.00	0.00	0.00	0.00
Life and Style	9.18	0.00	37.15	0.00	45.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.82	0.00	0.00	0.00
Profili	9.96	13.23	0.00	0.00	0.00	0.00	19.88	0.00	0.00	0.00	0.00	0.00	30.20	0.00	0.00	0.00
Programme on Travelling	8.16	0.00	33.02	0.00	0.00	0.00	16.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

**TABLE 9.13: WEIGHTED 'PREVIOUS SCHEDULES' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JUL-SEP 2010]**

Other	Total	Gender		Age Groups							District					
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino
Bernard	6.42	12.90	0.00	0.00	0.00	0.00	0.00	19.66	0.00	0.00	0.00	0.00	0.00	28.64	0.00	0.00
Eroj	5.81	11.68	0.00	0.00	0.00	0.00	0.00	0.00	15.39	0.00	0.00	0.00	100.0	0.00	0.00	0.00
Fatti	6.18	0.00	12.30	0.00	0.00	0.00	0.00	0.00	16.38	0.00	50.00	0.00	0.00	0.00	0.00	0.00
Flash Forward	8.71	17.51	0.00	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.87	0.00	0.00
La Jigi Narah	6.80	13.67	0.00	0.00	0.00	0.00	0.00	20.83	0.00	0.00	0.00	0.00	0.00	0.00	20.65	0.00
Mentorin afternoon																
saturday on one	6.18	0.00	12.30	0.00	0.00	0.00	0.00	0.00	16.38	0.00	50.00	0.00	0.00	0.00	0.00	0.00
Onesta	5.72	0.00	11.38	0.00	0.00	0.00	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00	17.37	0.00
Sehta Fuq I-Uliedi	13.04	14.71	11.38	0.00	0.00	0.00	0.00	39.94	0.00	0.00	0.00	27.63	0.00	0.00	17.37	0.00
Sellili	6.39	0.00	12.71	0.00	0.00	0.00	0.00	0.00	16.92	0.00	0.00	24.12	0.00	0.00	0.00	0.00
Sport Line	7.28	0.00	14.49	0.00	0.00	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	32.49	0.00	0.00
Sports News	6.80	13.67	0.00	0.00	0.00	0.00	0.00	0.00	18.01	0.00	0.00	0.00	0.00	0.00	20.65	0.00
Sports Updates	7.89	15.86	0.00	100.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.95	0.00
Ta Father Haydan																
William	6.39	0.00	12.71	0.00	0.00	0.00	0.00	0.00	16.92	0.00	0.00	24.12	0.00	0.00	0.00	0.00
Zoo	6.39	0.00	12.71	0.00	0.00	0.00	0.00	19.57	0.00	0.00	0.00	24.12	0.00	0.00	0.00	0.00
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

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

1. X'sistema tat-televiżjoni għandek is-dar? (Immarka kull fejn japplika)	
Aerial (<i>Free-to-air</i>)	☐ (1)
Cable u/ew digitali	☐ (2)
Satellita'	☐ (3)
Internet (<i>incl. Dreambox</i>)	☐ (4)
Digital Aerial (<i>bid-Decoder</i>)	☐ (5)
Mod ieħor	☐ (6)
M'għandix televiżjoni	☐ (7)

} go to q2

} go to q6

5. Rajt Telebejh il-bierah?	
Iva	Go to q6
Le	
6. Fuq liema stazzjon rajtu iaktar?	
1=	TVM
2=	ONE
3=	Net TV
4=	Smash TV
5=	Education 22
6=	iTV
7=	Favorite TVv
8=	Oħrajn
9=	Ma nafx

2. Liema stazzjon tat-televiżjoni rajt l-aktar ilbierah għal mill-anqas 10 minuti? (Immarka waħda biss)	
TVM	☐ (1)
ONE	☐ (2)
Net TV	☐ (3)
Smash TV	☐ (4)
Education 22	☐ (5)
iTV	☐ (6)
Favorite TV	☐ (7)
Calypso TV	☐ (8)
Rai 1	☐ (9)
Rai 2	☐ (10)
Rai 3	☐ (11)
Rete 4	☐ (12)
Canale 5	☐ (13)
Italia 1	☐ (14)
Discovery Channel	☐ (15)
MTV	☐ (16)
BBC Prime / World / Ent	☐ (17)
Stazzjon ieħor (<i>Specifika</i>)	☐ (18)

} 3

} 4

7. Liema stazzjon tar-radju smajt l-iktar ilbierah għal mill-anqas 10 minuti?	
Radju Malta	☐ (1)
Radju Parlamentari/106.6	☐ (2)
ONE Radio	☐ (3)
Radio 101	☐ (4)
Bay Radio	☐ (5)
Calypso Radio	☐ (6)
RTK	☐ (7)
Smash Radio	☐ (8)
Radju Marija	☐ (9)
Campus FM	☐ (10)
Capital Radio / Vibe FM	☐ (11)
XFM	☐ (12)
Radju tal-Komunità	☐ (13)
Stazzjon Barrani	☐ (14)
Stazzjon ieħor (<i>Specifika</i>)	☐ (15)
M'hemmx stazzjon wiehed	☐ (16)
Ma niftakarx	☐ (17)
Ma smajtx radju	☐ (18)
Ma tax risposta	☐ (19)

} 6a

} 8

3. F'liema hinijiet rajt dan l-istazzjon?			
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa

7. F'liema hinijiet smajt dan l-istazzjon?			
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa
Hin	Minn	AM/PM	Sa

4. Liema huma l-aktar 3 programme favorite tiegħek fuq l-istazzjonijiet lokali tat-TV?	
Programm 1	_____
Programm 2	_____
Programm 3	_____
Ma narax TV	☐ (4)
Ma narax stazzjonijiet lokali	☐ (5)

6a. X'sistema' tar-radju għandek id-dar? (Imminka kull fejn japplika)	
FM	☐ (1)
Digitali	☐ (2)
Oħrajn	☐ (3)
M'għandix radju d-dar	☐ (4)

Issa se nistaqsik xi ftit mistoqsijiet dwarek innifsek

8. Inti ragel jew mara? Ragel ☐ (1) Mara ☐ (2)
9. Kemm għandek età? _____
10. F'liema lokalità toqgħod? _____

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

APPENDIX B: POPULATION OF THE MALTESE ARCHIPELAGO

Source: *World Population Day 2008*; N.S.O. News Release 122/2009 of 10th July 2009)

Table 1. Total Population by sex and single years of age, 31st December 2008
based on the November 2005 Census...

Ages	Males	Females	Total	Ages	Males	Females	Total	Ages	Males	Females	Total
All ages	205,873	207,736	413,609								
0-4	10,397	9,700	20,097	30-34	15,785	14,509	30,294	60-64	14,563	15,233	29,796
0	2,161	1,989	4,150	30	3,144	2,941	6,085	60	3,093	3,158	6,251
1	2,048	1,854	3,902	31	3,275	2,900	6,175	61	2,995	3,202	6,197
2	2,044	1,873	3,917	32	3,149	3,006	6,155	62	2,916	3,026	5,942
3	2,153	2,104	4,257	33	3,211	2,913	6,124	63	2,709	2,895	5,604
4	1,991	1,880	3,871	34	3,006	2,749	5,755	64	2,850	2,952	5,802
5-9	10,462	10,268	20,730	35-39	13,479	12,786	26,265	65-69	7,785	8,905	16,690
5	1,981	2,001	3,982	35	2,794	2,795	5,589	65	1,796	2,046	3,842
6	2,045	1,886	3,931	36	2,777	2,589	5,366	66	1,345	1,513	2,858
7	2,092	2,005	4,097	37	2,716	2,576	5,292	67	1,477	1,675	3,152
8	2,132	2,212	4,344	38	2,649	2,469	5,118	68	1,524	1,764	3,288
9	2,212	2,164	4,376	39	2,543	2,357	4,900	69	1,643	1,907	3,550
10-14	12,780	11,951	24,731	40-44	12,742	12,435	25,177	70-74	7,251	8,898	16,149
10	2,395	2,300	4,695	40	2,472	2,485	4,957	70	1,650	1,888	3,538
11	2,532	2,280	4,812	41	2,442	2,399	4,841	71	1,530	1,903	3,433
12	2,578	2,387	4,965	42	2,497	2,403	4,900	72	1,548	1,805	3,353
13	2,645	2,462	5,107	43	2,615	2,549	5,164	73	1,314	1,707	3,021
14	2,630	2,522	5,152	44	2,716	2,599	5,315	74	1,209	1,595	2,804
15-19	14,564	13,902	28,466	45-49	14,969	14,605	29,574	75-79	4,810	7,250	12,060
15	2,794	2,624	5,418	45	2,840	2,671	5,511	75	1,129	1,637	2,766
16	2,815	2,725	5,540	46	2,928	2,872	5,800	76	1,081	1,562	2,643
17	2,873	2,771	5,644	47	3,108	2,911	6,019	77	956	1,480	2,436
18	2,950	2,800	5,750	48	3,068	3,057	6,125	78	862	1,385	2,247
19	3,132	2,982	6,114	49	3,025	3,094	6,119	79	782	1,186	1,968
20-24	15,508	14,234	29,742	50-54	15,178	14,880	30,058	80-84	3,026	4,859	7,885
20	3,118	2,927	6,045	50	3,003	3,063	6,066	80	701	1,059	1,760
21	2,989	2,808	5,797	51	3,123	3,041	6,164	81	655	1,069	1,724
22	3,158	2,711	5,869	52	3,106	2,953	6,059	82	601	992	1,593
23	3,085	2,878	5,963	53	3,033	2,936	5,969	83	574	861	1,435
24	3,158	2,910	6,068	54	2,913	2,887	5,800	84	495	878	1,373
25-29	16,205	15,091	31,296	55-59	14,550	14,654	29,204	85-89	1,420	2,565	3,985
25	3,260	2,988	6,248	55	2,718	2,839	5,557	85	365	632	997
26	3,273	3,147	6,420	56	2,849	2,860	5,709	86	332	620	952
27	3,087	3,007	6,094	57	2,842	2,880	5,722	87	305	532	837
28	3,317	2,916	6,233	58	3,064	3,073	6,137	88	268	480	748
29	3,268	3,033	6,301	59	3,077	3,002	6,079	89	150	301	451
								90+	399	1,011	1,410

CENSUS 2005 PROFILE BY GENDER AND BY AGE GROUP

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	180,087	7,853	30,072	16,205	56,975	44,291	19,846	4845
	49.57%	51.58%	51.66%	51.78%	51.19%	49.73%	44.20%	36.48%
	100.0	4.36	16.70	9.00	31.64	24.59	11.02	2.69
Females	183,188	7,371	28,136	15,091	54,335	44,767	25,053	8,435
	50.43%	48.42%	48.34%	48.22%	48.81%	50.27%	55.80%	63.52%
	100.0	4.02	15.36	8.24	29.66	24.44	13.68	4.60
Total	363,275	15,224	58,208	31,296	111,310	89,058	44,899	13,280
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0	4.19	16.02	8.61	30.64	24.52	12.36	3.66

[Count / Column % / Row %]

Worked from: "World Population Day 2008"; N.S.O. News Release 122/2009 (10th July 2008)

Source: *Demographic Review 2007*; Valletta: National Statistics Office, 2008 of 23rd September 2008

TABLE 9. TOTAL POPULATION BY REGION, DISTRICT AND LOCALITY: 31ST DECEMBER 2007

Region, district and locality	Estimated			Region, district and locality	Estimated		
	Males	Females	Total		Males	Females	Total
MALTA	204,106	206,184	410,290	Western	28,436	28,971	57,407
Malta	188,556	190,445	379,001	Mdina	111	142	253
Gozo & Comino	15,550	15,739	31,289	Zebbug (Malta)	5,701	5,701	11,402
Southern Harbour	40,415	40,789	81,204	Siggiewi	3,943	4,070	8,013
Valletta	3,096	3,223	6,319	Attard	5,304	5,248	10,552
Birgu	1,404	1,304	2,708	Balzan	1,815	2,037	3,852
Isla	1,536	1,521	3,057	Dingli	1,696	1,651	3,347
Bormla	2,729	2,895	5,624	Iklin	1,664	1,576	3,240
Zabbar	7,547	7,302	14,849	Lija	1,398	1,435	2,833
Fgura	5,735	5,694	11,429	Rabat (Malta)	5,573	5,895	11,468
Floriana	1,053	1,160	2,213	Mtarfa	1,231	1,216	2,447
Kalkara	1,448	1,423	2,871	Northern	29,478	29,426	58,904
Luqa	2,841	3,057	5,898	Gharghur	1,229	1,163	2,392
Marsa	2,628	2,693	5,321	Mellieha	3,954	3,978	7,932
Paola	4,368	4,401	8,769	Mgarr	1,530	1,495	3,025
Santa Lucija	1,591	1,597	3,188	Mosta	9,389	9,629	19,018
Tarxien	3,804	3,875	7,679	Naxxar	6,147	6,110	12,257
Xghajra	635	644	1,279	San Pawl il-Bahar	7,229	7,051	14,280
Northern Harbour	60,233	61,149	121,382	Gozo & Comino	15,550	15,739	31,289
Qormi	8,296	8,329	16,625	Rabat (Gozo)	3,103	3,231	6,334
Birkirkara	11,082	11,159	22,241	Fontana	422	424	846
Gzira	3,585	3,591	7,176	Ghajnsielem & Comino	1,323	1,302	2,625
Hamrun	4,537	4,942	9,479	Gharb	591	576	1,167
Msida	3,856	3,911	7,767	Ghasri	206	204	410
Pembroke	1,489	1,489	2,978	Kercem	830	837	1,667
Pieta'	1,859	1,966	3,825	Munxar	537	542	1,079
San Giljan	4,051	4,004	8,055	Nadur	2,083	2,131	4,214
San Gwann	6,539	6,474	13,013	Qala	834	809	1,643
Santa Venera	3,024	3,074	6,098	San Lawrenz	298	301	599
Sliema	6,666	7,067	13,733	Sannat	880	881	1,761
Swieqi	4,312	4,217	8,529	Xaghra	2,000	2,010	4,010
Ta' Xbiex	937	926	1,863	Xewkija	1,514	1,613	3,127
South Eastern	29,994	30,110	60,104	Zebbug (Gozo)	929	878	1,807
Zejtun	5,650	5,710	11,360				
Birzebbuga	4,378	4,364	8,742				
Gudja	1,430	1,478	2,908				
Ghaxaq	2,202	2,219	4,421				
Kirkop	1,106	1,081	2,187				
Marsaskala	4,927	4,803	9,730				
Marsaxlokk	1,616	1,634	3,250				
Mqabba	1,512	1,544	3,056				
Qrendi	1,280	1,271	2,551				
Safi	998	1,005	2,003				
Zurrieq	4,895	5,001	9,896				

District	Estimated		
	Males	Females	Total
Southern Harbour district	40,415	40,789	81,204
Northern Harbour district	60,233	61,149	121,382
South Eastern District	29,994	30,110	60,104
Western district	28,436	28,971	57,407
Northern district	29,478	29,426	58,904
Gozo and Comino	15,550	15,739	31,289
	204106	206184	410290

CENSUS 2005 PROFILE BY GENDER AND BY DISTRICT

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	204106	40,415	60,233	29,994	28,436	29,478	15,550
	49.75	49.77	49.62	49.90	49.53	50.04	49.70
	100.00	19.80	29.51	14.70	13.93	14.44	7.62
Female	206184	40,789	61,149	30,110	28,971	29,426	15,739
	50.25	50.23	50.38	50.10	50.47	49.96	50.30
	100.00	19.78	29.66	14.60	14.05	14.27	7.63
Total	410290	81,204	121,382	60,104	57,407	58,904	31,289
	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	100.00	19.79	29.58	14.65	13.99	14.36	7.63

[Count / Column % / Row %]

Worked from: "Demographic Review 2007"; Valletta: National Statistics Office, 2008; Table 9: Total population by region, district and locality: 31st Dcember 2007 – based on the November 2005 Census

APPENDIX C: NATIONWIDE LICENSED BROADCASTING STATIONS

LIST OF NATIONWIDE RADIO STATIONS LICENSED

Radju Malta

Radju Parlament 106.6

Magic Radio

ONE Radio

Radio 101

Bay Radio

Calypso Radio

RTK

Smash Radio

Radju Marija

Campus FM

Vibe FM

[13th April 2009 – re-named]

XFM

LIST OF NATIONWIDE TELEVISION STATIONS LICENSED

TVM

ONE

Net TV

Smash TV

Education 22

iTV

Family Network TV

[June 2009 – folded]

Favorite TV

Calypso Music TV

[10th May 2009 – started]

The following is the complete list as approved by the Broadcasting Authority on the DAB+ platform:

	TYPE	PR
A. REBROADCAST RADIO STATIONS		
BBC WS [BBC World Service]		48/08
WRN [World News Network]		48/08
VOA [Voice of America]		48/08
The Dance Syndicate / The Drum & Bass Collection	Dance Music	48/08
Electronika	Dance Music	48/08
Deutsche Welle		48/08
RAI Stereo 1-2-3 / International		48/08
Classic II	Classic Music	48/08
Black Magic	R & B Music	48/08
The Country Club	Country Music	48/08
The Rock / Mojo / Go Mojo Plus	Rock Music	48/08
Past Magic	Old Time Radio	48/08
XFM (London)	GCAP Station	48/08
Capital 95.8	GCAP Station	48/08
Fun Radio	GCAP Station	48/08
Italo Music	Italian Oldies Music	48/08
Magic 80s	Top 80 Hits	48/08
Rete Sport		53/08
Varican Radio		53/08
Classic Choice	Classic Music	53/08
The Riff	Rock Music	53/08
Groove	60's / 70's	53/08
Pump	80's / 90's	53/08
Big Country	Country Music	53/08
Folk	Folk Music	53/08
MMB	Ethnic Music	53/08
Radio Padre Pio	Religious	53/08
Radio Kiss Kiss	Italian Station	53/08
Radio Deejay	Italian Station	53/08
Iso Radio	RAI Service	53/08
Blu Sat 2000	RAI Service	53/08
Go Extreme	Alternative rock and pop	53/08
Total		36
B. SIMULCASTED FM RADIO STATIONS ON THE DAB + PLATFORM		
Radju Malta		48/08
Radju Parlament		48/08
Magic Radio		48/08
ONE Radio		48/08
Radio 101		48/08
Bay Radio		48/08
Calypso Radio		48/08
RTK		48/08
Campus FM		48/08
Smash Radio		53/08
Radju Marija		53/08
Capital Radio / Vibe FM		53/08
Total		12
C. SIMULCASTED COMMUNITY RADIO STATIONS ON THE DAB + PLATFORM		
Christian Light Radio		48/08
D. SOLE OWNERSHIP DIGITAL RADIO STATIONS ON THE DAB + PLATFORM		
Cuore D'Italia		48/08
Gozo Digital Radio		61/08

APPENDIX D: LIST OF COMMUNITY RADIO STATION LICENCES ISSUED DURING 2009/10

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2009			2010								
						Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
282/401	96.1 Vilhena FM	2 yrs	3Dec09	96.1	6.3	X	X	X	X	X	X	X	X	X	X	X	X
297/398	Bastjanizi FM	2 yrs	23Nov09	95	8.8	X	X	X	X	X	X	X	X	X	X	X	X
300/407	Radju Vilhena	2 yrs	14Jan10	106	5.6	X	X	X	X	X	X	X	X	X	X	X	X
301/406	Radju Hompesch	2 yrs	20Mar10	90	7.4	X	X	X	X	X	X	X	X	X	X	X	X
308/417	Lehen il-Belt Victoria	2 yrs	25Jun10	104	4.3	X	X	X	X	X	X	X	X	X	X	X	X
319/421	Christian Light Radio	2 yrs	17Jun10	105.4	4.6	X	X	X	X	X	X	X	X	X	X	X	X
334	Radio Sacro Cuor Sliema	2 yrs	15Nov08	105.2	0.5	X	X	X	X	X	X	X	X	X	X	X	X
337	Deejays Radio 95.6FM	2 yrs	23Nov08	95.6		X	X	X	X	X	X	X	X	X	X	X	X
346	Radju Luminaria	2 yrs	12Dec08	106.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
349	Radju Katidral	2 yrs	1Dec08	90.9	0.5	X	X	X	X	X	X	X	X	X	X	X	X
350	Radju Bambina	2 yrs	13Dec08	98.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
352	Radju Sokkors	2 yrs	1Mar09	95.1	4	X	X	X	X	X	X	X	X	X	X	X	X
354	VSB FM 103.40	2 yrs	1Jan09	103.4	9	X	X	X	X	X	X	X	X	X	X	X	X
356	Lehen il-Guzeppini [Ghaxaq]	2 yrs	2Feb09	89.1	9	X	X	X	X	X	X	X	X	X	X	X	X
357	Radju Prekursur [Xewkija]	2 yrs	19Feb09	99.3	6	X	X	X	X	X	X	X	X	X	X	X	X
359	Lehen il-Belt Gorgjana [Qormi]	2 yrs	1Mar09	105.6	13	X	X	X	X	X	X	X	X	X	X	X	X
361	Energy FM Radio [B'Bugia]	2 yrs	24Mar09	96.4	10	X	X	X	X	X	X	X	X	X	X	X	X
365	Radju Lehen il-Qala	2 yrs	17Feb09	106.3	0.5	X	X	X	X	X	X	X	X	X	X	X	X
383	Radju Xeb-er-ras	2 yrs	25Jul09	90.8	6.5	X	X	X	X	X	X	X	X	X	X	X	X
384	BKR Radio 94.5FM	2 yrs	1Aug09	94.5	7.4	X	X	X	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 yrs	8Oct09	91.3	12	X	X	X	X	X	X	X	X	X	X	X	X
330/435	Kottoner 98FM	2 yrs	29Jul10	98	9.9	X	X	X	X	X	X	X	X	X	X	X	X
404/427	Big FM	6 mths	11Jun10	107.1	8.7	X	X	X	X	X	X	X	X	X	X	X	X
292	Power FM	2 yrs	22Nov07	90.4	0.5	X	X										
402	Power FM	7 mths	22Nov09	90.4	5		X	X	X	X	X	X	X				
430	Power FM	6 mths	1Jul10	90.4	5									X	X	X	X
296	Radio Galaxy	2 yrs	14Dec07	105	0.5	X	X										
405	Radio Galaxy	6 mths	14Dec09	105	9.1			X	X	X	X	X	X				
425	Radio Galaxy	2 yrs	14Jun10	105	9.1									X	X	X	X
299	Radju Hal Tarxien	2 yrs	20Dec07	99	0.5	X	X										
403	Radju Hal Tarxien	11 dys	21Dec09	99	3.6			X									
418	Radju Hal Tarxien	16 dys	22May10	99	3.6								X				
288	Fantasy Radio	2 yrs	8Nov07	104.1	0.5	X	X										
389	Radju Lauretana	27 dys	8Dec09	96.5	4.3			X									
408	Radju Lauretana	23 dys	20Mar10	96.5	4.3					X							
390	Radju Sant'Andrija	11 dys	20Nov09	88.4	9.4		X										
420	Radju Sant'Andrija	1mth	8Jun10	88.4	9.4									X			
391	Tal-Gilju FM	1 mth	20Nov09	95.4	3		X										
419	Tal-Gilju FM	15 dys	7Jun10	95.4	3									X			
392	La Salle vittoriosa	2 yrs	1Dec09	99.4	6.5			X									
394	Radju Elenjani 95.8FM	1 mth	3Dec09	95.8	10.6			X									
395	Lehen il-Karmelitani 101.4FM	20 dys	12Dec09	101.4	8.5			X									
424	Lehen il-Karmelitani 101.4FM	1 mth	26Jun10	101.4	8.5										X		
396	Radju Marija Assunta	1 mth	1Dec09	98.9	9.1			X	X								
428	Radju Marija Assunta	1 mth	17Jun10	98.9	9.1									X			
397	2010 Circuit Assembly of Jehovah's Witnesses	2 dys	9Jan10	108	0.5				X								
399	Radju 15 t'Awwissu (Qrendi)	19 dys	15Dec09	98.3	3.5			X									
431	Radju 15 t'Awwissu (Qrendi)	25 dys	23Jul10	98.3	3.5										X		
400	Radju Vizitazzjoni [Gharb]	1 mth	13Dec09	92.4	2.8			X									
409	Radju Elenjani	1 mth	5Mar10	95.8	10.6					X							
429	Radju Elenjani	1 mth	23Jul10	95.8	10.6									X			
410	Radju Kazin Banda San Filep	1 mth	12May10	106.3	7.6								X				
411	Pure Gold Christian Radio	2 yrs	1May10	97.8	9.6								X	X	X	X	X
413	Trnitarji FM	1 mth	1May10	89.3	8.8								X				
414	Radju Lauretana	17 dys	5Jun10	96.5	4.3									X			
433	Radju Lauretana	29 dys	2Aug10	96.5	4.3											X	
415	Radju Sacro Cuor	1 mth	6Jun10	94	8.5									X			
416	12th May Radio	1 mth	10May10	96.5	7.9								X				
422	Radio Margerita	29 dys	28Jun10	96.1	6.9									X			
423	Radju Banda Fgura FM	1 mth	2Jul10	93.1	5.9										X		
426	Radju Vizitazzjoni	1 mth	13Jun10	92.4	2.8									X			
432	Intl Bible Students Association	3 ds	10Sep10	108	0.5												X
434	Radio Leonardo	12 dys	13Aug10	105.2	4.9											X	
436	Radju Marija Bambina	30 dys	21Aug10	90.2	11.9											X	

APPENDIX E: DEMOGRAPHIC LOCATIONS



[Source: <http://www.census2005.gov.mt/presentations/supervisors%20briefing.pps> – Supervisors' Briefing]

Localities are classified into districts according to the Malta Geographical Codes (MGC) as follows:

- **Southern Harbour** - Żabbar, Xgħajra, Valletta, Tarxien, Santa Lucija, Paola, Marsa, Luqa, Kalkara, Senglea, Floriana, Fgura, Cospicua, Vittoriosa.
- **Northern Harbour** - Ta' Xbiex, Swieqi, Sliema, Santa Venera, San Gwann, St. Julians, Qormi, Pieta', Pembroke, Msida, Hamrun, Gżira, Birkirkara.
- **South Eastern** - Żurrieq, Żejtun, Safi, Qrendi, Mqabba, Marsaxlokk, Marsaskala, Kirkop, Gudja, Għaxaq, Birżebbuġia.
- **Western** - Żebbuġ (Malta), Siġġiewi, Rabat (Malta), Mtarfa, Mdina, Lija, Iklin, Dingli, Balzan, Attard.
- **Northern** - St. Paul's Bay, Naxxar, Mosta, Mgarr, Mellieħa, Għargħur.
- **Gozo and Comino** - Rabat (Gozo), Fontana, Għajnsielem and Comino, Għarb, Għasri, Kerċem, Munxar, Nadur, Qala, San Lawrenz, Sannat, Xagħra, Xewkija, Żebbuġ (Gozo).

APPENDIX F: TABLES AND CHARTS CALCULATIONS

Although all the tables and charts for each assessment period have similar methodology in formulation, the sample base varies depending on such issues as the rate of response during each analysis period; the total sample collected per quarter; etc.

Besides, when analysis is made on individual broadcasting stations all the following are excluded from the calculations made:

- the amount of respondents who did not listen/view any broadcasting station before the interview;
- those who did not remember which broadcasting stations they had listened/watched;
- those who did not watch/listen any particular station; and
- those who did not specify any particular station.

For this reason data of assessment periods is always primarily presented as percentages for comparative purposes. No absolute amounts are calculated.

However, repeated requests for calculations to be extrapolated over the whole population have from time to time been made to the Authority. Although the information required for such extrapolation has always been presented in past audience assessments in Appendix B, it was felt that for ease of comparison the value of 1% in comparison to the whole population be included in each table and/or corresponding chart.

These calculations have been made on the latest available data which, in some cases, would be more than 12 months due. For this reason, these calculations are updated only for the present assessment year – past published data should be carefully evaluated.

These calculations have been carried out for all the tables concerned for the assessment periods October-December 2008, January-March 2009 and April-June 2009 following the publication of Press Release 122/2009 by the National Statistics Office. **It is important to note that such calculations are only for indicative purposes and are not finite. Also, due to rounding-off it is advisable that percentages are primarily quoted.**

1. Calculation for Quarterly Totals

For this purpose, from a total population of the Maltese archipelago of 413,609 people aged 0 and upward as at 31st December 2009, the corresponding population size for those who are aged 12 and over [the age limit of the sample size] amounts to 363,275 [rounded up to 363,300 based on *Press Release 122/2009*; N.S.O.]. When tables and figures include the whole sample size, 1% of those tables is equal to 3633 [3558 for Oct 2006 – Sep 2007 based on *Demographic Review 2006*; Table 5, N.S.O.; and 3594 for Oct 2007 – Sep 2008 based on *Demographic Review 2007*; Table 5, N.S.O.]. In cases where data is worked on **viewers and listeners only**, the following calculations have been made:

Radio:

	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample								
Total	1835	1819	1800	1838	1831	1813	1787	1835
Non Listeners								
Do not listen to Radio	775	762	755	802	801	831	828	874
No Particular Station	67	49	54	19	49	79	131	86
Do not remember	6	13	7	8	15	12	8	4
No Response	5	0	0	1	0	0	0	0
Total Non Listeners	853	824	816	830	865	922	967	964
Total Listeners	982	995	984	1008	966	891	820	871
Total Non Listeners	853	824	816	830	865	922	967	964
Total Sample	1835	1819	1800	1838	1831	1813	1787	1835
%age								
Non Listeners								
Do not listen to Radio	42.25%	41.89%	41.94%	43.63%	43.75%	45.84%	46.33%	47.63%
No Particular Station	3.67%	2.69%	3.00%	1.03%	2.68%	4.36%	7.33%	4.69%
Do not remember	0.32%	0.71%	0.39%	0.44%	0.82%	0.66%	0.45%	0.22%
No Response	0.25%	0.00%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%
Total Non Listeners	46.50%	45.29%	45.33%	45.16%	47.24%	50.85%	54.11%	52.53%
%age								
Total Listeners	53.50%	54.71%	54.67%	54.84%	52.76%	49.15%	45.89%	47.47%
Total Non Listeners	46.50%	45.29%	45.33%	45.16%	47.24%	50.85%	54.11%	52.53%
Total	100.00%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=								
Listeners	1944	1987	1985	1993	1917	1785	1667	1724
Non Listeners	1689	1645	1648	1640	1716	1848	1966	1909
Total	3633	3633	3633	3633	3633	3633	3633	3633

Thus; in Table 3.1 and similar tables in previous audience assessments, 1% is equal to 3633 since this table is based on the whole sample; in Table 3.2 and in similar tables, 1% is equal to 1985 for this assessment period of January-March 2010 etc.; due to the fact that four groups of sample respondents have been removed:

- Did not listen to radio the day before the interview;
- Did not listen to any particular radio station;
- Did not remember which radio station they had listened to;
- Did not give any response.

Wherever these extrapolations can be made in the analysis, these are indicated at the end of each table/chart.

TV:

	Jul-Sep 2010	Apr-Jun 2010	Jan-Mar 2010	Oct-Dec 2009	Jul-Sep 2009	Apr-Jun 2009	Jan-Mar 2009	Oct-Dec 2008
Sample								
Total	1835	1819	1800	1838	1831	1813	1787	1835
Non Viewers								
Do not watch TV	502	462	444	421	554	452	389	447
No particular station	126	93	99	73	100	176	428	265
Do not remember	20	17	16	24	23	7	10	9
No TV Set				7	9	8	4	7
No Response	1		2	0	2		0	1
Total Non Viewers	648	572	561	525	688	643	831	729
Total Viewers	1187	1247	1239	1313	1143	1170	956	1106
Total Non Viewers	648	572	561	525	688	643	831	729
Total Sample	1835	1819	1800	1838	1831	1813	1787	1835
%age								
Non Viewers								
Do not watch TV	27.35%	25.40%	24.67%	22.91%	30.26%	24.93%	21.77%	24.36%
No particular station	6.84%	5.13%	5.50%	3.97%	5.46%	9.71%	23.95%	14.44%
Do not remember	1.07%	0.93%	0.89%	1.31%	1.26%	0.39%	0.56%	0.49%
No TV Set	0.00%	0.00%	0.00%	0.38%	0.49%	0.44%	0.22%	0.38%
No Response	0.07%	0.00%	0.11%	0.00%	0.11%	0.00%	0.00%	0.05%
Total Non Viewers	35.32%	31.45%	31.17%	28.56%	37.58%	35.47%	46.50%	39.73%
%age								
Total Viewers	64.68%	68.55%	68.83%	71.44%	62.42%	64.53%	53.50%	60.27%
Total Non Viewers	35.32%	31.45%	31.17%	28.56%	37.58%	35.47%	46.50%	39.73%
Total	100.00%	100.00%	100.00%	100.0%	100.0%	100.0%	100.0%	100.0%
Population 1%=								
Viewers	2350	2490	2501	2595	2268	2345	1944	2190
Non Viewers	1283	1142	1132	1038	1365	1288	1689	1443
Total	3633	3633	3633	3633	3633	3633	3633	3633

2. Calculations for analysis by Gender, Age Group and District by Quarter – Reach and Consumption by Time Brackets

Radio:

[1] July-September 2010: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Listeners	982	479	503	13	189	81	320	224	122	33	184	308	146	142	141	61	982
Total Non Listeners	853	403	450	44	135	53	268	219	106	28	174	240	127	122	110	80	853
Total Sample	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142	1835
%age																	
Total Listeners %	53.50%	54.30%	52.77%	23.47%	58.28%	60.58%	54.39%	50.55%	53.42%	53.88%	51.31%	56.17%	53.58%	53.74%	56.29%	43.19%	53.50%
Total Non Listeners %	46.50%	45.70%	47.23%	76.53%	41.72%	39.42%	45.61%	49.45%	46.58%	46.12%	48.69%	43.83%	46.42%	46.26%	43.71%	56.81%	46.50%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
Listeners 1%=	1944	978	967	36	339	190	605	450	240	72	417	682	322	309	332	135	2196
Non Listeners 1%=	1689	823	865	117	243	123	508	440	209	61	395	532	279	266	257	178	1907
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group								District							
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
Radju Malta	109	110	112	159	157	138	151	158	123	124	127	179	178	156	171	179
Radju Parlament 106.6	51	18	14	0	4	2	10	3	58	21	16	0	5	2	11	3
Magic Radio	125	89	118	119	92	119	158	176	141	101	134	135	104	134	179	199
One Radio	275	279	285	315	238	281	255	240	310	315	323	357	269	317	288	271
Radio 101	85	100	76	89	120	96	85	77	96	113	86	101	136	108	96	87
Bay Radio	283	313	415	435	529	466	400	415	319	354	471	491	599	526	452	468
Calypso Radio	226	169	186	181	222	201	205	223	255	191	212	204	251	226	232	252
RTK	137	150	158	157	113	130	130	123	154	170	180	177	128	147	146	139
Smash Radio	71	65	56	60	65	88	91	59	80	74	64	67	73	99	103	66
Radju Marija	154	146	150	107	112	131	137	139	174	165	171	121	127	148	155	157
Campus FM	8	10	16	24	24	14	13	30	9	11	18	27	27	16	14	34
Capital Radio / Vibe FM	69	67	56	91	105	136	178	156	78	76	64	103	119	154	202	176
XFM	93	96	72	91	111	101	100	89	105	108	82	103	125	114	113	100
Community Stations	20	39	54	65	78	60	60	44	22	44	61	74	88	67	67	50
Foreign Radio Station	18	16	16	24	23	23	15	12	20	18	18	27	26	26	17	13
Total	1724	1667	1785	1917	1933	1985	1987	1944	1945	1884	2027	2166	2254	2241	2246	2196

TV:

[1] July-September 2010: Gender and Age Group - Recalculation based on *N.S.O. Press Release 129/2009* - based on *Demographic Review 2007, N.S.O.*

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
Total Viewers	1187	561	626	49	214	78	384	282	149	30	241	349	175	180	154	88	1187
Total Non Viewers	648	321	327	8	110	55	204	161	79	31	117	198	98	84	97	54	648
Total Sample	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142	1835
%age																	
Total Viewers %	64.68%	63.57%	65.70%	86.50%	65.98%	58.74%	65.25%	63.60%	65.47%	49.44%	67.39%	63.78%	64.19%	68.08%	61.28%	61.86%	64.68%
Total Non Viewers %	35.32%	36.43%	34.30%	13.50%	34.02%	41.26%	34.75%	36.40%	34.53%	50.56%	32.61%	36.22%	35.81%	31.92%	38.72%	38.14%	35.32%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410290
Viewers 1%=	2350	1145	1204	132	384	184	726	566	294	66	547	774	386	391	361	194	2654
Non Viewers 1%=	1283	656	628	21	198	129	387	324	155	67	265	440	215	183	228	119	1449
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group								District							
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	760	742	818	482	744	671	854	520	859	838	923	545	840	758	964	587
ONE	438	268	262	319	406	415	339	329	494	303	296	361	459	468	382	372
Net TV	131	108	108	143	147	109	121	163	148	122	122	161	166	123	136	184
Smash TV	4	8	24	105	22	9	13	14	4	9	27	119	25	10	15	15
Education 22			2		5	0	4	4			2		5	0	4	4
iTV				2	2	3	0	0				2	2	4	0	0
Family TV	4	14	6			14			4	16	7			16		
Favorite TV		24	18	36	36	4	12	17		28	20	40	40	4	14	19
Calypso TV							2	5							2	6
Rai 1	99	75	152	101	103	143	180	129	112	85	172	114	116	161	204	145
Rai 2	40	41	36	34	32	39	15	41	45	46	41	38	36	44	17	47
Rai 3	12	16	14	14	21	15	12	9	13	18	16	16	23	17	13	10
Rete 4	42	73	82	63	81	99	79	57	47	83	93	72	92	112	89	65
Canale 5	139	132	132	155	144	199	114	139	157	149	149	175	162	225	129	157
Italia 1	87	110	156	185	188	176	166	182	98	124	177	208	212	198	188	206
Discovery Channel	75	43	82	105	148	107	116	115	85	48	93	119	168	121	131	130
MTV	18	12	50	30	34	23	19	20	20	14	57	34	39	26	22	23
BBC Prime/World/Ent	40	28	32	42	45	42	40	60	45	32	36	47	51	48	45	68
Other TV Station	303	248	369	452	440	433	405	545	342	280	416	511	497	489	457	616
Total	2190	1943	2344	2268	2597	2501	2490	2350	2473	2195	2648	2561	2933	2825	2813	2654

3. Calculations for Teleshopping

[1] July-September: Gender / Age Group and District - based on N.S.O. Press Release 129/2009 - based on Demographic Review 2007, N.S.O.

	Total	Gender		Age Group							District						Total
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo Comino	
YES	190	65	125	14	17	9	51	62	30	7	46	52	28	28	19	17	190
NO & No TV	1645	816	829	43	308	125	536	381	198	53	312	496	245	236	232	124	1645
Total Sample	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142	1835
%age																	
YES %	10.35%	7.41%	13.08%	25.15%	5.28%	6.51%	8.73%	13.89%	13.06%	11.75%	12.82%	9.48%	10.39%	10.46%	7.48%	12.34%	10.35%
NO & No TV %	89.65%	92.59%	86.92%	74.85%	94.72%	93.49%	91.27%	86.11%	86.94%	88.25%	87.18%	90.52%	89.61%	89.54%	92.52%	87.66%	89.65%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Population	363,275	180,087	183,188	15,224	58,208	31,296	111,310	89,058	44,899	13,280	81,204	121,382	60,104	57,407	58,904	31,289	410,290
YES 1%=	376	134	240	38	31	20	97	124	59	16	104	115	62	60	44	39	424
NO & No TV 1%=	3257	1667	1592	114	551	293	1016	767	390	117	708	1099	539	514	545	274	3679
Total	3633	1801	1832	152	582	313	1113	891	449	133	812	1214	601	574	589	313	4103

[2] Calculations for analysis by Broadcasting Station by Quarter [By Gender / Age Group and By District]

	Gender / Age Group								District							
	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2010
	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=	1%=
TVM	67	71	64	40	65	48	60	35	77	80	72	45	73	54	68	39
ONE	139	67	44	46	55	67	61	60	158	75	50	51	62	76	69	67
Net TV	28	24	18	22	27	21	17	105	32	27	20	25	31	23	19	119
Smash TV	91	112	70	183	146	114	130	101	104	126	79	206	165	129	146	114
iTV	34	39	32	54	26	21	29	42	38	43	36	60	29	24	33	48
Education 22			4	2				2			5	2				2
Family TV	14	35	16					2	16	39	18					3
Other TV Station	4	16	6	6		7	6	13	5	18	7	16	7	8	7	15
Do Not Know	14	22	16	10		30	22	15	16	25	18	31	11	34	24	17
Total	390	386	271	335	358	308	325	376	444	434	305	437	378	348	366	424

RADIO AND TELEVISION AUDIENCES
PART TWO – TABLES AND FIGURES
JULY – SEPTEMBER 2010

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DECEMBER 2010

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1.1: SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	822	25	135	53	246	217	120	26
	44.8%	50.0%	47.4%	44.9%	43.9%	43.3%	47.4%	38.2%
	100.0%	3.0%	16.4%	6.4%	29.9%	26.4%	14.6%	3.2%
Females	1013	25	150	65	314	284	133	42
	55.2%	50.0%	52.6%	55.1%	56.1%	56.7%	52.6%	61.8%
	100.0%	2.5%	14.8%	6.4%	31.0%	28.0%	13.1%	4.1%
Total	1835	50	285	118	560	501	253	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%

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1.1A: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [JUL-SEP 2010]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	882	29	157	63	287	205	116	25
	48.1%	51.1%	48.3%	46.9%	48.9%	46.2%	50.8%	42.0%
	100.0%	3.3%	17.8%	7.1%	32.6%	23.2%	13.1%	2.9%
Females	953	28	168	71	301	238	112	35
	51.9%	48.9%	51.7%	53.1%	51.1%	53.8%	49.2%	58.0%
	100.0%	2.9%	17.6%	7.4%	31.5%	25.0%	11.8%	3.7%
Total	1835	57	325	134	588	443	228	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%

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1.2: SAMPLE PROFILE BY GENDER: BY DISTRICT [JUL-SEP 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	822	161	223	129	122	123	64
	44.8%	47.2%	42.1%	43.1%	45.4%	48.4%	45.1%
	100.0%	19.6%	27.1%	15.7%	14.8%	15.0%	7.8%
Female	1013	180	307	170	147	131	78
	55.2%	52.8%	57.9%	56.9%	54.6%	51.6%	54.9%
	100.0%	17.8%	30.3%	16.8%	14.5%	12.9%	7.7%
Total	1835	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

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1.2A: WEIGHTED SAMPLE PROFILE BY GENDER: BY DISTRICT [JUL-SEP 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Male	882	185	254	125	125	125	67
	48.1%	51.8%	46.4%	45.8%	47.4%	49.9%	47.2%
	100.0%	21.0%	28.8%	14.2%	14.2%	14.2%	7.6%
Female	953	172	294	148	139	126	75
	51.9%	48.2%	53.6%	54.2%	52.6%	50.1%	52.8%
	100.0%	18.1%	30.8%	15.5%	14.5%	13.2%	7.8%
Total	1835	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count / Column % / Row %]

1.3: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [JUL-SEP 2010]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	50	25	25	12	16	9	3	5	5
	2.7%	3.0%	2.5%	3.5%	3.0%	3.0%	1.1%	2.0%	3.5%
	100.0%	50.0%	50.0%	24.0%	32.0%	18.0%	6.0%	10.0%	10.0%
15-24	285	135	150	52	80	53	45	40	15
	15.5%	16.4%	14.8%	15.2%	15.1%	17.7%	16.7%	15.7%	10.6%
	100.0%	47.4%	52.6%	18.2%	28.1%	18.6%	15.8%	14.0%	5.3%
25-29	118	53	65	27	41	16	15	11	8
	6.4%	6.4%	6.4%	7.9%	7.7%	5.4%	5.6%	4.3%	5.6%
	100.0%	44.9%	55.1%	22.9%	34.7%	13.6%	12.7%	9.3%	6.8%
30-49	560	246	314	95	151	100	81	82	51
	30.5%	29.9%	31.0%	27.9%	28.5%	33.4%	30.1%	32.3%	35.9%
	100.0%	43.9%	56.1%	17.0%	27.0%	17.9%	14.5%	14.6%	9.1%
50-64	501	217	284	88	144	83	77	72	37
	27.3%	26.4%	28.0%	25.8%	27.2%	27.8%	28.6%	28.3%	26.1%
	100.0%	43.3%	56.7%	17.6%	28.7%	16.6%	15.4%	14.4%	7.4%
65-79	253	120	133	53	76	34	40	31	19
	13.8%	14.6%	13.1%	15.5%	14.3%	11.4%	14.9%	12.2%	13.4%
	100.0%	47.4%	52.6%	20.9%	30.0%	13.4%	15.8%	12.3%	7.5%
80+	68	26	42	14	22	4	8	13	7
	3.7%	3.2%	4.1%	4.1%	4.2%	1.3%	3.0%	5.1%	4.9%
	100.0%	38.2%	61.8%	20.6%	32.4%	5.9%	11.8%	19.1%	10.3%
Total	1835	822	1013	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

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1.3A: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [JUL-SEP 2010]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	57	29	28	14	18	10	3	6	7
	3.1%	3.3%	2.9%	3.9%	3.2%	3.5%	1.3%	2.3%	4.8%
	100.0%	51.1%	48.9%	24.4%	31.1%	16.7%	5.8%	10.0%	12.0%
15-24	325	157	168	60	88	56	50	50	20
	17.7%	17.8%	17.6%	16.8%	16.1%	20.6%	19.1%	19.8%	14.3%
	100.0%	48.3%	51.7%	18.5%	27.1%	17.3%	15.5%	15.3%	6.2%
25-29	134	63	71	32	45	17	17	14	10
	7.3%	7.1%	7.4%	8.8%	8.2%	6.2%	6.3%	5.5%	7.0%
	100.0%	46.9%	53.1%	23.7%	33.4%	12.7%	12.5%	10.4%	7.4%
30-49	588	287	301	108	173	92	86	83	46
	32.0%	32.6%	31.5%	30.2%	31.6%	33.6%	32.5%	33.0%	32.7%
	100.0%	48.9%	51.1%	18.4%	29.4%	15.6%	14.6%	14.1%	7.9%
50-64	443	205	238	82	133	68	66	61	33
	24.1%	23.2%	25.0%	23.0%	24.3%	24.7%	25.1%	24.3%	23.3%
	100.0%	46.2%	53.8%	18.5%	30.0%	15.3%	15.0%	13.7%	7.5%
65-79	228	116	112	49	71	28	34	27	19
	12.4%	13.1%	11.8%	13.7%	12.9%	10.2%	13.1%	10.7%	13.4%
	100.0%	50.8%	49.2%	21.5%	31.1%	12.2%	15.1%	11.8%	8.3%
80+	61	25	35	13	20	3	7	11	6
	3.3%	2.9%	3.7%	3.6%	3.7%	1.2%	2.6%	4.4%	4.4%
	100.0%	42.0%	58.0%	21.3%	33.4%	5.4%	11.4%	18.0%	10.4%
Total	1835	882	953	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

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3.1: RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	88	35	53	0	1	0	15	44	22	6
	4.8%	4.3%	5.2%	.0%	.4%	.0%	2.7%	8.8%	8.7%	8.8%
	100.0%	39.8%	60.2%	.0%	1.1%	.0%	17.0%	50.0%	25.0%	6.8%
Radju Parlament 106.6	1	1	0	0	0	0	1	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	87	37	50	1	11	3	50	19	3	0
	4.7%	4.5%	4.9%	2.0%	3.9%	2.5%	8.9%	3.8%	1.2%	.0%
	100.0%	42.5%	57.5%	1.1%	12.6%	3.4%	57.5%	21.8%	3.4%	.0%
ONE Radio	126	57	69	0	6	3	33	48	28	8
	6.9%	6.9%	6.8%	.0%	2.1%	2.5%	5.9%	9.6%	11.1%	11.8%
	100.0%	45.2%	54.8%	.0%	4.8%	2.4%	26.2%	38.1%	22.2%	6.3%
Radio 101	40	25	15	0	2	2	14	10	11	1
	2.2%	3.0%	1.5%	.0%	.7%	1.7%	2.5%	2.0%	4.3%	1.5%
	100.0%	62.5%	37.5%	.0%	5.0%	5.0%	35.0%	25.0%	27.5%	2.5%
Bay Radio	191	90	101	6	86	30	56	11	2	0
	10.4%	10.9%	10.0%	12.0%	30.2%	25.4%	10.0%	2.2%	.8%	.0%
	100.0%	47.1%	52.9%	3.1%	45.0%	15.7%	29.3%	5.8%	1.0%	.0%
Calypso Radio	115	59	56	0	7	4	38	50	15	1
	6.3%	7.2%	5.5%	.0%	2.5%	3.4%	6.8%	10.0%	5.9%	1.5%
	100.0%	51.3%	48.7%	.0%	6.1%	3.5%	33.0%	43.5%	13.0%	.9%
RTK	68	19	49	0	3	1	14	21	23	6
	3.7%	2.3%	4.8%	.0%	1.1%	.8%	2.5%	4.2%	9.1%	8.8%
	100.0%	27.9%	72.1%	.0%	4.4%	1.5%	20.6%	30.9%	33.8%	8.8%
Smash Radio	27	15	12	0	4	6	15	1	1	0
	1.5%	1.8%	1.2%	.0%	1.4%	5.1%	2.7%	.2%	.4%	.0%
	100.0%	55.6%	44.4%	.0%	14.8%	22.2%	55.6%	3.7%	3.7%	.0%
Radju Marija	79	15	64	0	2	1	8	31	23	14
	4.3%	1.8%	6.3%	.0%	.7%	.8%	1.4%	6.2%	9.1%	20.6%
	100.0%	19.0%	81.0%	.0%	2.5%	1.3%	10.1%	39.2%	29.1%	17.7%
Campus FM	15	10	5	0	0	1	9	3	2	0
	.8%	1.2%	.5%	.0%	.0%	.8%	1.6%	.6%	.8%	.0%
	100.0%	66.7%	33.3%	.0%	.0%	6.7%	60.0%	20.0%	13.3%	.0%
Vibe FM	71	37	34	1	33	13	22	2	0	0
	3.9%	4.5%	3.4%	2.0%	11.6%	11.0%	3.9%	.4%	.0%	.0%
	100.0%	52.1%	47.9%	1.4%	46.5%	18.3%	31.0%	2.8%	.0%	.0%
XFM	41	23	18	3	10	6	17	4	1	0
	2.2%	2.8%	1.8%	6.0%	3.5%	5.1%	3.0%	.8%	.4%	.0%
	100.0%	56.1%	43.9%	7.3%	24.4%	14.6%	41.5%	9.8%	2.4%	.0%
Community Radio Stations	22	13	9	1	2	1	8	7	2	1
	1.2%	1.6%	.9%	2.0%	.7%	.8%	1.4%	1.4%	.8%	1.5%
	100.0%	59.1%	40.9%	4.5%	9.1%	4.5%	36.4%	31.8%	9.1%	4.5%
Other Station	6	6	0	0	0	0	1	2	3	0
	.3%	.7%	.0%	.0%	.0%	.0%	.2%	.4%	1.2%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	16.7%	33.3%	50.0%	.0%
No particular radio station	69	37	32	0	5	3	18	22	18	3
	3.8%	4.5%	3.2%	.0%	1.8%	2.5%	3.2%	4.4%	7.1%	4.4%
	100.0%	53.6%	46.4%	.0%	7.2%	4.3%	26.1%	31.9%	26.1%	4.3%
Did not remember	6	2	4	0	1	0	2	2	0	1
	.3%	.2%	.4%	.0%	.4%	.0%	.4%	.4%	.0%	1.5%
	100.0%	33.3%	66.7%	.0%	16.7%	.0%	33.3%	33.3%	.0%	16.7%
Did not listen to radio	779	340	439	37	111	44	238	223	99	27
	42.5%	41.4%	43.3%	74.0%	38.9%	37.3%	42.5%	44.5%	39.1%	39.7%
	100.0%	43.6%	56.4%	4.7%	14.2%	5.6%	30.6%	28.6%	12.7%	3.5%
No response	4	1	3	1	1	0	1	1	0	0
	.2%	.1%	.3%	2.0%	.4%	.0%	.2%	.2%	.0%	.0%
	100.0%	25.0%	75.0%	25.0%	25.0%	.0%	25.0%	25.0%	.0%	.0%
Total	1835	822	1013	50	285	118	560	501	253	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%

[Count / Column % / Row %]

3.1A: WEIGHTED RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	80	34	46	0	1	0	16	38	19	5
	4.4%	3.9%	4.8%	.0%	.4%	.0%	2.7%	8.6%	8.5%	8.4%
	100.0%	43.0%	57.0%	.0%	1.5%	.0%	20.1%	47.7%	24.3%	6.3%
Radju Parlament 106.6	1	1	0	0	0	0	1	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Magic Radio	89	42	47	1	12	3	53	17	3	0
	4.9%	4.8%	4.9%	2.2%	3.8%	2.4%	9.0%	3.7%	1.1%	.0%
	100.0%	47.5%	52.5%	1.4%	14.0%	3.5%	59.6%	18.6%	2.9%	.0%
Super ONE Radio	121	59	62	0	7	3	36	43	25	8
	6.6%	6.7%	6.5%	.0%	2.1%	2.3%	6.1%	9.7%	10.9%	12.8%
	100.0%	48.5%	51.5%	.0%	5.6%	2.5%	29.6%	35.3%	20.6%	6.4%
Radio 101	39	26	13	0	2	2	14	9	10	1
	2.1%	2.9%	1.4%	.0%	.7%	1.8%	2.4%	2.0%	4.6%	1.4%
	100.0%	65.9%	34.1%	.0%	5.9%	6.2%	35.8%	23.2%	26.7%	2.2%
Bay Radio	209	103	107	6	97	34	60	10	2	0
	11.4%	11.6%	11.2%	11.2%	30.0%	25.4%	10.1%	2.3%	.9%	.0%
	100.0%	49.0%	51.0%	3.1%	46.5%	16.2%	28.4%	4.9%	1.0%	.0%
Calypso Radio	113	62	51	0	8	4	41	45	14	1
	6.1%	7.0%	5.3%	.0%	2.4%	3.4%	7.0%	10.1%	6.0%	1.7%
	100.0%	54.8%	45.2%	.0%	6.9%	4.0%	36.6%	39.5%	12.2%	.9%
RTK	62	19	43	0	3	1	14	18	20	5
	3.4%	2.2%	4.5%	.0%	1.0%	1.1%	2.4%	4.1%	8.9%	8.7%
	100.0%	30.8%	69.2%	.0%	5.2%	2.3%	22.6%	28.8%	32.7%	8.5%
Smash Radio	30	18	12	0	4	7	16	1	1	0
	1.6%	2.0%	1.3%	.0%	1.4%	5.0%	2.8%	.2%	.4%	.0%
	100.0%	59.3%	40.7%	.0%	15.0%	22.6%	55.6%	3.4%	3.4%	.0%
Radju Marija	70	15	55	0	2	1	8	28	20	12
	3.8%	1.7%	5.7%	.0%	.7%	.8%	1.3%	6.2%	8.6%	19.6%
	100.0%	21.9%	78.1%	.0%	3.1%	1.5%	11.1%	39.4%	27.9%	16.9%
Campus FM	15	11	5	0	0	1	9	3	2	0
	.8%	1.2%	.5%	.0%	.0%	.9%	1.6%	.7%	.8%	.0%
	100.0%	68.7%	31.3%	.0%	.0%	7.9%	60.7%	18.8%	12.6%	.0%
Vibe FM	79	42	36	1	38	15	23	2	0	0
	4.3%	4.8%	3.8%	1.9%	11.6%	11.2%	4.0%	.4%	.0%	.0%
	100.0%	53.7%	46.3%	1.4%	47.7%	19.1%	29.5%	2.4%	.0%	.0%
XFM	45	27	18	4	12	7	18	3	1	0
	2.4%	3.0%	1.9%	6.4%	3.6%	5.4%	3.1%	.8%	.4%	.0%
	100.0%	59.2%	40.8%	8.1%	25.9%	16.1%	40.2%	7.6%	2.1%	.0%
Community Radio Stations	22	15	8	1	2	1	9	6	2	1
	1.2%	1.7%	.8%	1.9%	.8%	.9%	1.5%	1.4%	.8%	1.3%
	100.0%	65.4%	34.6%	4.8%	10.9%	5.4%	39.8%	27.2%	8.4%	3.6%
Foreign Station	6	6	0	0	0	0	1	2	3	0
	.3%	.7%	.0%	.0%	.0%	.0%	.2%	.4%	1.4%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	15.4%	31.7%	52.9%	.0%
No particular radio station	67	39	28	0	6	3	21	20	16	2
	3.7%	4.5%	2.9%	.0%	1.7%	2.4%	3.5%	4.4%	7.0%	4.0%
	100.0%	58.4%	41.6%	.0%	8.4%	4.7%	30.5%	29.0%	23.7%	3.6%
Did not remember	6	2	4	0	1	0	2	2	0	1
	.3%	.2%	.4%	.0%	.3%	.0%	.4%	.4%	.0%	1.4%
	100.0%	35.9%	64.1%	.0%	17.7%	.0%	36.6%	31.0%	.0%	14.7%
Did not listen to radio	775	360	415	43	127	49	244	197	90	25
	42.3%	40.9%	43.6%	74.8%	39.2%	37.0%	41.5%	44.4%	39.6%	40.7%
	100.0%	46.5%	53.5%	5.5%	16.4%	6.4%	31.5%	25.4%	11.6%	3.2%
No Response	5	1	3	1	1	0	1	1	0	0
	.2%	.1%	.3%	1.8%	.4%	.0%	.2%	.2%	.0%	.0%
	100.0%	28.0%	72.0%	22.3%	31.3%	.0%	28.0%	18.4%	.0%	.0%
Total	1835	882	953	57	325	134	588	443	228	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%

[Count / Column % / Row %]

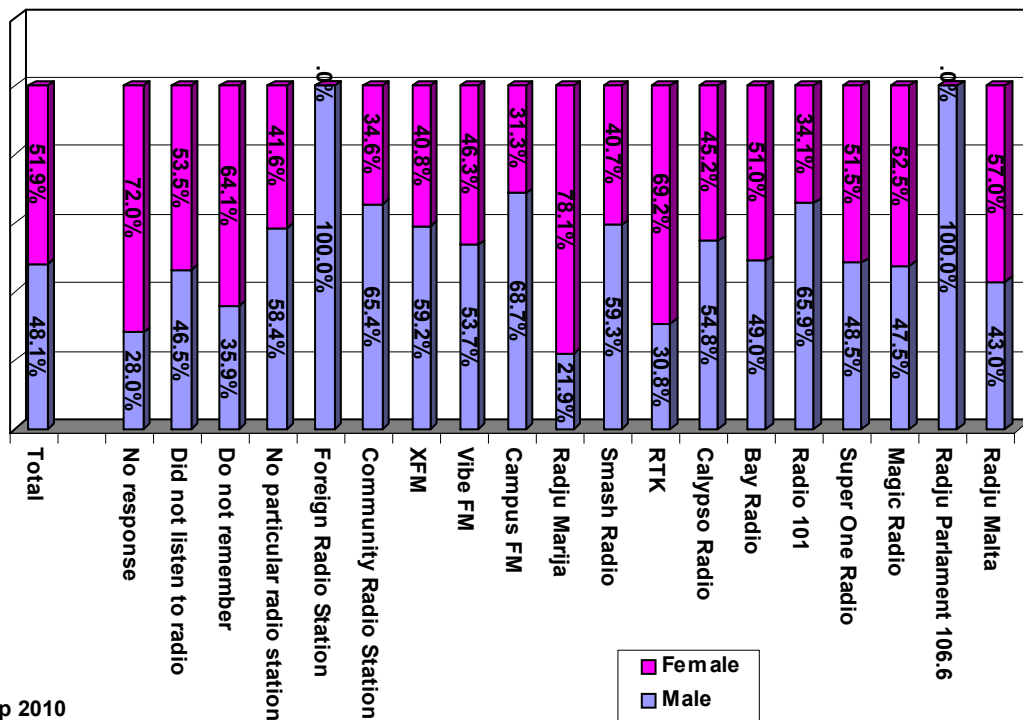


FIGURE 3.1A: WEIGHTED RADIO CHANNEL REACH: BY GENDER [JUL-SEP 2010]

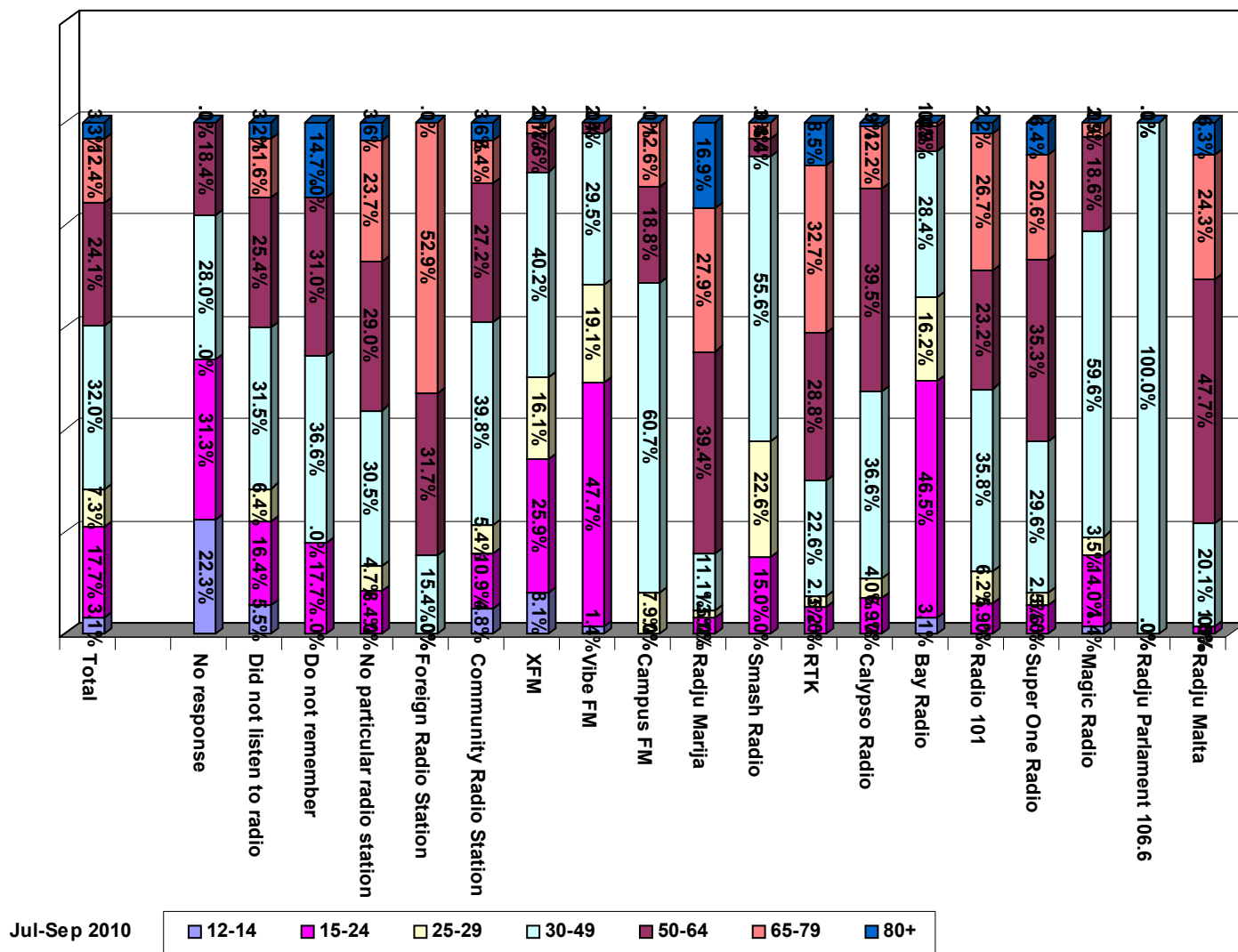


FIGURE 3.1.B: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [JUL-SEP 2010]

3.2: RADIO CHANNEL REACH: BY DISTRICT [JUL-SEP 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	88	20	15	12	18	17	6
	4.8%	5.9%	2.8%	4.0%	6.7%	6.7%	4.2%
	100.0%	22.7%	17.0%	13.6%	20.5%	19.3%	6.8%
Radju Parlament 106.6	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	87	11	34	14	13	15	0
	4.7%	3.2%	6.4%	4.7%	4.8%	5.9%	.0%
	100.0%	12.6%	39.1%	16.1%	14.9%	17.2%	.0%
ONE Radio	126	31	36	21	18	11	9
	6.9%	9.1%	6.8%	7.0%	6.7%	4.3%	6.3%
	100.0%	24.6%	28.6%	16.7%	14.3%	8.7%	7.1%
Radio 101	40	5	13	5	4	7	6
	2.2%	1.5%	2.5%	1.7%	1.5%	2.8%	4.2%
	100.0%	12.5%	32.5%	12.5%	10.0%	17.5%	15.0%
Bay Radio	191	36	58	31	27	29	10
	10.4%	10.6%	10.9%	10.4%	10.0%	11.4%	7.0%
	100.0%	18.8%	30.4%	16.2%	14.1%	15.2%	5.2%
Calypso Radio	115	17	40	28	14	10	6
	6.3%	5.0%	7.5%	9.4%	5.2%	3.9%	4.2%
	100.0%	14.8%	34.8%	24.3%	12.2%	8.7%	5.2%
RTK	68	13	20	7	9	11	8
	3.7%	3.8%	3.8%	2.3%	3.3%	4.3%	5.6%
	100.0%	19.1%	29.4%	10.3%	13.2%	16.2%	11.8%
Smash Radio	27	6	8	3	8	0	2
	1.5%	1.8%	1.5%	1.0%	3.0%	.0%	1.4%
	100.0%	22.2%	29.6%	11.1%	29.6%	.0%	7.4%
Radju Marija	79	11	30	10	9	14	5
	4.3%	3.2%	5.7%	3.3%	3.3%	5.5%	3.5%
	100.0%	13.9%	38.0%	12.7%	11.4%	17.7%	6.3%
Campus FM	15	0	6	3	3	3	0
	.8%	.0%	1.1%	1.0%	1.1%	1.2%	.0%
	100.0%	.0%	40.0%	20.0%	20.0%	20.0%	.0%
Vibe FM	71	13	12	17	11	15	3
	3.9%	3.8%	2.3%	5.7%	4.1%	5.9%	2.1%
	100.0%	18.3%	16.9%	23.9%	15.5%	21.1%	4.2%
XFM	41	6	15	6	7	7	0
	2.2%	1.8%	2.8%	2.0%	2.6%	2.8%	.0%
	100.0%	14.6%	36.6%	14.6%	17.1%	17.1%	.0%
Community Radio Stations	22	4	7	1	3	1	6
	1.2%	1.2%	1.3%	.3%	1.1%	.4%	4.2%
	100.0%	18.2%	31.8%	4.5%	13.6%	4.5%	27.3%
Other Station	6	1	0	0	0	3	2
	.3%	.3%	.0%	.0%	.0%	1.2%	1.4%
	100.0%	16.7%	.0%	.0%	.0%	50.0%	33.3%
No particular radio station	69	17	18	14	7	11	2
	3.8%	5.0%	3.4%	4.7%	2.6%	4.3%	1.4%
	100.0%	24.6%	26.1%	20.3%	10.1%	15.9%	2.9%
Did not remember	6	1	3	1	1	0	0
	.3%	.3%	.6%	.3%	.4%	.0%	.0%
	100.0%	16.7%	50.0%	16.7%	16.7%	.0%	.0%
Did not listen to radio	779	148	213	125	117	99	77
	42.5%	43.4%	40.2%	41.8%	43.5%	39.0%	54.2%
	100.0%	19.0%	27.3%	16.0%	15.0%	12.7%	9.9%
No Response	4	1	1	1	0	1	0
	.2%	.3%	.2%	.3%	.0%	.4%	.0%
	100.0%	25.0%	25.0%	25.0%	.0%	25.0%	.0%
Total	1835	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

[Count / Column % / Row %]

3.2A: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [JUL-SEP 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	80	20	14	10	16	15	5
	4.4%	5.5%	2.6%	3.8%	6.1%	5.9%	3.6%
	100.0%	24.6%	17.5%	13.0%	20.1%	18.4%	6.4%
Radju Parlament 106.6	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	89	12	37	13	13	14	0
	4.9%	3.3%	6.8%	4.9%	4.8%	5.5%	.0%
	100.0%	13.1%	42.1%	15.0%	14.2%	15.6%	.0%
ONE Radio	121	30	38	18	16	10	9
	6.6%	8.5%	6.9%	6.7%	6.1%	4.0%	6.2%
	100.0%	25.0%	31.2%	15.2%	13.2%	8.2%	7.2%
Radio 101	39	5	14	4	4	6	6
	2.1%	1.4%	2.5%	1.6%	1.5%	2.5%	4.0%
	100.0%	13.2%	34.9%	10.9%	10.0%	16.4%	14.5%
Bay Radio	209	41	63	31	29	33	11
	11.4%	11.5%	11.5%	11.4%	11.1%	13.4%	8.1%
	100.0%	19.6%	30.2%	14.9%	13.9%	16.0%	5.5%
Calypso Radio	113	18	41	25	13	9	6
	6.1%	5.1%	7.5%	9.1%	5.0%	3.6%	4.4%
	100.0%	16.2%	36.4%	22.0%	11.8%	8.0%	5.5%
RTK	62	13	19	6	8	10	7
	3.4%	3.5%	3.5%	2.1%	3.0%	4.1%	4.7%
	100.0%	20.1%	30.8%	9.1%	12.9%	16.5%	10.6%
Smash Radio	30	7	9	3	9	0	2
	1.6%	2.1%	1.6%	1.1%	3.3%	.0%	1.3%
	100.0%	24.9%	29.3%	10.1%	29.6%	.0%	6.1%
Radju Marija	70	10	27	8	8	12	4
	3.8%	2.8%	4.9%	3.1%	3.1%	4.9%	3.1%
	100.0%	14.4%	38.1%	12.0%	11.7%	17.6%	6.2%
Campus FM	15	0	6	3	3	3	0
	.8%	.0%	1.2%	1.1%	1.1%	1.2%	.0%
	100.0%	.0%	41.1%	20.0%	19.6%	19.2%	.0%
Vibe FM	79	15	14	17	12	17	4
	4.3%	4.2%	2.5%	6.3%	4.6%	6.7%	3.0%
	100.0%	19.0%	17.2%	21.7%	15.4%	21.3%	5.3%
XFM	45	7	17	6	8	8	0
	2.4%	1.9%	3.1%	2.1%	2.9%	3.0%	.0%
	100.0%	15.5%	38.4%	12.6%	16.8%	16.7%	.0%
Community Radio Stations	22	5	8	1	3	1	5
	1.2%	1.3%	1.4%	.4%	1.1%	.4%	3.5%
	100.0%	20.6%	34.6%	4.8%	12.8%	4.8%	22.4%
Foreign Station	6	1	0	0	0	3	2
	.3%	.3%	.0%	.0%	.0%	1.1%	1.4%
	100.0%	17.5%	.0%	.0%	.0%	47.6%	34.9%
No particular radio station	67	18	19	12	7	10	2
	3.7%	5.0%	3.4%	4.5%	2.5%	4.1%	1.2%
	100.0%	26.5%	27.7%	18.1%	9.9%	15.2%	2.5%
Did not remember	6	1	3	1	1	0	0
	.3%	.2%	.5%	.4%	.4%	.0%	.0%
	100.0%	14.2%	49.0%	17.7%	19.1%	.0%	.0%
Did not listen to radio	775	154	218	113	114	98	79
	42.3%	43.1%	39.7%	41.3%	43.3%	39.0%	55.6%
	100.0%	19.9%	28.1%	14.5%	14.7%	12.6%	10.2%
No Response	5	1	1	1	0	1	0
	.2%	.4%	.2%	.3%	.0%	.6%	.0%
	100.0%	28.0%	22.3%	18.4%	.0%	31.3%	.0%
Total	1835	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count / Column % / Row %]

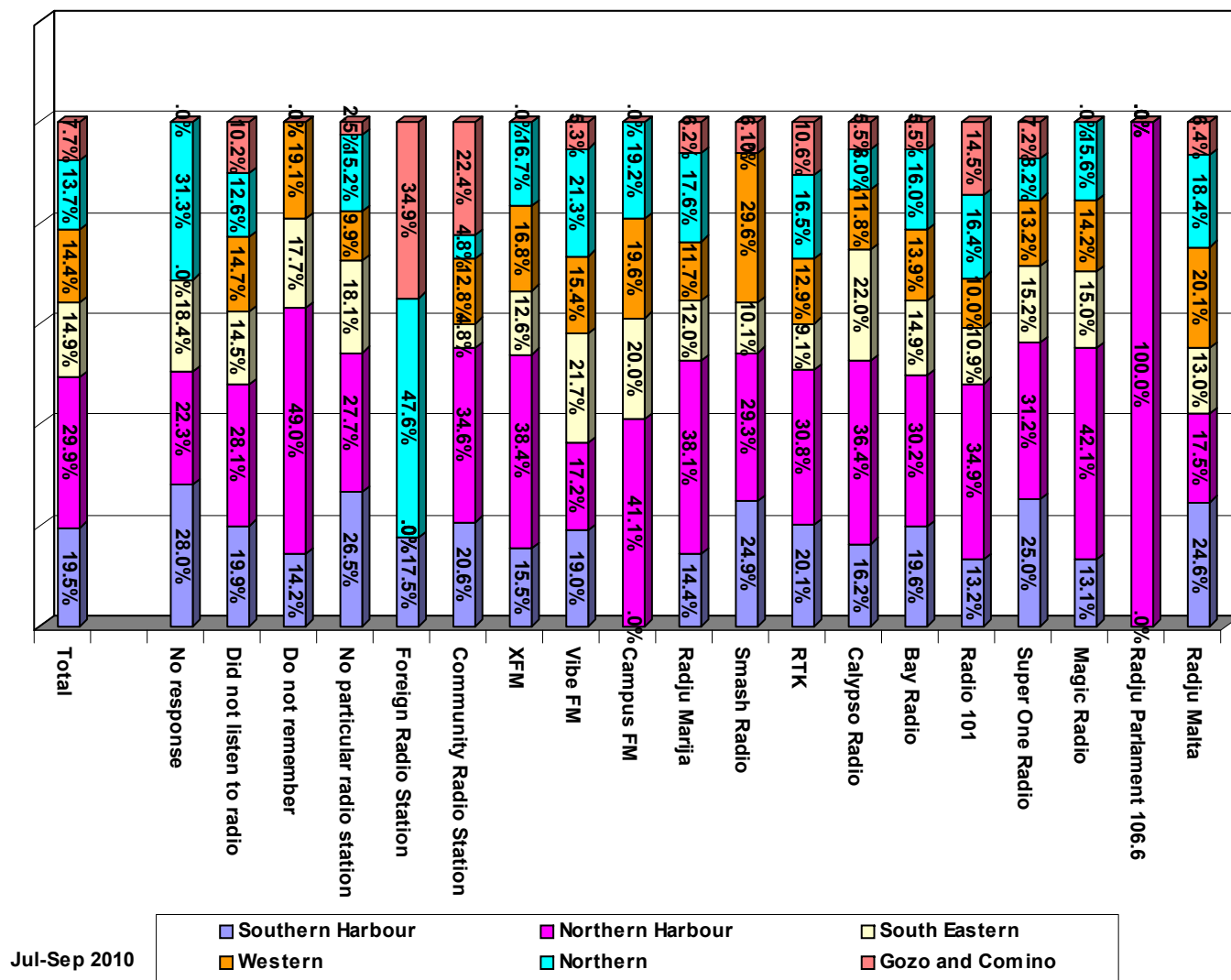


FIGURE 3.2.A: WEIGHTED RADIO REACH: BY DISTRICT [JUL-SEP 2010]

3.3: RADIO CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
BBC	2	2	0	0	0	0	0	0	2	0	1	0	0	0	1	0
Rai 1	2	2	0	0	0	0	0	2	0	0	0	0	0	0	2	0
Rai Minuta per Minuta	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
RTL	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Total	6	6	0	0	0	0	1	2	3	0	1	0	0	0	3	2

[Count]

3.3A: WEIGHTED RADIO CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
BBC	2	2	0	0	0	0	0	0	2	0	1	0	0	0	1	0
Rai 1	2	2	0	0	0	0	0	2	0	0	0	0	0	0	2	0
Rai Minuta per Minuta	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
RTL	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Total	6	6	0	0	0	0	1	2	3	0	1	0	0	0	3	2

[Count]

3.4: TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	266	121	145	2	32	11	86	82	44	9
	14.5%	14.7%	14.3%	4.0%	11.2%	9.3%	15.4%	16.4%	17.4%	13.2%
	100.0%	45.5%	54.5%	.8%	12.0%	4.1%	32.3%	30.8%	16.5%	3.4%
ONE	174	71	103	9	13	2	41	62	34	13
	9.5%	8.6%	10.2%	18.0%	4.6%	1.7%	7.3%	12.4%	13.4%	19.1%
	100.0%	40.8%	59.2%	5.2%	7.5%	1.1%	23.6%	35.6%	19.5%	7.5%
Net TV	85	33	52	4	12	4	14	31	17	3
	4.6%	4.0%	5.1%	8.0%	4.2%	3.4%	2.5%	6.2%	6.7%	4.4%
	100.0%	38.8%	61.2%	4.7%	14.1%	4.7%	16.5%	36.5%	20.0%	3.5%
Smash TV	8	0	8	0	0	0	2	4	2	0
	.4%	.0%	.8%	.0%	.0%	.0%	.4%	.8%	.8%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	25.0%	50.0%	25.0%	.0%
Education 22	2	0	2	0	0	0	1	1	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.2%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
Favorite Channel	9	2	7	0	1	1	2	3	2	0
	.5%	.2%	.7%	.0%	.4%	.8%	.4%	.6%	.8%	.0%
	100.0%	22.2%	77.8%	.0%	11.1%	11.1%	22.2%	33.3%	22.2%	.0%
Calypso Music TV	3	0	3	0	0	1	0	2	0	0
	.2%	.0%	.3%	.0%	.0%	.8%	.0%	.4%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	33.3%	.0%	66.7%	.0%	.0%
Rai 1	64	31	33	0	7	3	28	17	8	1
	3.5%	3.8%	3.3%	.0%	2.5%	2.5%	5.0%	3.4%	3.2%	1.5%
	100.0%	48.4%	51.6%	.0%	10.9%	4.7%	43.8%	26.6%	12.5%	1.6%
Rai 2	22	9	13	0	0	2	8	9	3	0
	1.2%	1.1%	1.3%	.0%	.0%	1.7%	1.4%	1.8%	1.2%	.0%
	100.0%	40.9%	59.1%	.0%	.0%	9.1%	36.4%	40.9%	13.6%	.0%
Rai 3	4	3	1	0	0	0	4	0	0	0
	.2%	.4%	.1%	.0%	.0%	.0%	.7%	.0%	.0%	.0%
	100.0%	75.0%	25.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rete 4	30	15	15	1	1	1	7	10	8	2
	1.6%	1.8%	1.5%	2.0%	.4%	.8%	1.3%	2.0%	3.2%	2.9%
	100.0%	50.0%	50.0%	3.3%	3.3%	3.3%	23.3%	33.3%	26.7%	6.7%
Canale 5	71	20	51	0	6	4	37	15	8	1
	3.9%	2.4%	5.0%	.0%	2.1%	3.4%	6.6%	3.0%	3.2%	1.5%
	100.0%	28.2%	71.8%	.0%	8.5%	5.6%	52.1%	21.1%	11.3%	1.4%
Italia 1	85	42	43	7	33	12	23	9	1	0
	4.6%	5.1%	4.2%	14.0%	11.6%	10.2%	4.1%	1.8%	.4%	.0%
	100.0%	49.4%	50.6%	8.2%	38.8%	14.1%	27.1%	10.6%	1.2%	.0%
Discovery Channel	54	39	15	3	16	7	18	7	3	0
	2.9%	4.7%	1.5%	6.0%	5.6%	5.9%	3.2%	1.4%	1.2%	.0%
	100.0%	72.2%	27.8%	5.6%	29.6%	13.0%	33.3%	13.0%	5.6%	.0%
MTV	9	3	6	3	4	1	0	0	1	0
	.5%	.4%	.6%	6.0%	1.4%	.8%	.0%	.0%	.4%	.0%
	100.0%	33.3%	66.7%	33.3%	44.4%	11.1%	.0%	.0%	11.1%	.0%
BBC	33	9	24	0	2	1	6	15	9	0
	1.8%	1.1%	2.4%	.0%	.7%	.8%	1.1%	3.0%	3.6%	.0%
	100.0%	27.3%	72.7%	.0%	6.1%	3.0%	18.2%	45.5%	27.3%	.0%
Other TV Stations	266	121	145	14	61	20	89	54	24	4
	14.5%	14.7%	14.3%	28.0%	21.4%	16.9%	15.9%	10.8%	9.5%	5.9%
	100.0%	45.5%	54.5%	5.3%	22.9%	7.5%	33.5%	20.3%	9.0%	1.5%
No particular station	134	57	77	0	4	4	24	49	39	14
	7.3%	6.9%	7.6%	.0%	1.4%	3.4%	4.3%	9.8%	15.4%	20.6%
	100.0%	42.5%	57.5%	.0%	3.0%	3.0%	17.9%	36.6%	29.1%	10.4%
Do not remember	20	13	7	0	3	1	2	7	3	4
	1.1%	1.6%	.7%	.0%	1.1%	.8%	.4%	1.4%	1.2%	5.9%
	100.0%	65.0%	35.0%	.0%	15.0%	5.0%	10.0%	35.0%	15.0%	20.0%
Do not watch TV	495	232	263	7	89	43	168	124	47	17
	27.0%	28.2%	26.0%	14.0%	31.2%	36.4%	30.0%	24.8%	18.6%	25.0%
	100.0%	46.9%	53.1%	1.4%	18.0%	8.7%	33.9%	25.1%	9.5%	3.4%
No Response	1	1	0	0	1	0	0	0	0	0
	.1%	.1%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Total	1835	822	1013	50	285	118	560	501	253	68
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%

[Count / Column % / Row %]

3.4A: WEIGHTED TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
TVM	262	129	133	2	36	13	92	72	40	8
	14.3%	14.7%	14.0%	3.9%	11.0%	9.9%	15.6%	16.2%	17.7%	13.0%
	100.0%	49.3%	50.7%	.8%	13.6%	5.0%	34.9%	27.3%	15.4%	3.0%
ONE	166	73	93	10	15	2	42	54	31	12
	9.1%	8.3%	9.8%	17.4%	4.5%	1.5%	7.2%	12.3%	13.6%	19.4%
	100.0%	44.1%	55.9%	6.0%	8.8%	1.2%	25.5%	32.7%	18.7%	7.1%
Net TV	82	35	47	4	13	5	15	27	15	3
	4.5%	4.0%	4.9%	7.8%	4.1%	3.4%	2.5%	6.2%	6.7%	4.3%
	100.0%	43.0%	57.0%	5.4%	16.3%	5.5%	17.9%	33.3%	18.5%	3.2%
Smash TV	7	0	7	0	0	0	2	3	2	0
	.4%	.0%	.7%	.0%	.0%	.0%	.3%	.7%	.7%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	28.4%	48.0%	23.6%	.0%
Education 22	2	0	2	0	0	0	1	1	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.2%	.2%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	53.3%	46.7%	.0%	.0%
Favorite Channel	9	2	6	0	1	1	2	2	2	0
	.5%	.3%	.7%	.0%	.3%	.8%	.4%	.6%	.8%	.0%
	100.0%	27.5%	72.5%	.0%	12.6%	12.5%	25.6%	28.9%	20.3%	.0%
Calyso Music TV	3	0	3	0	0	1	0	2	0	0
	.1%	.0%	.3%	.0%	.0%	.8%	.0%	.4%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	37.6%	.0%	62.4%	.0%	.0%
Rai 1	65	34	31	0	8	3	29	16	7	1
	3.5%	3.8%	3.3%	.0%	2.6%	2.5%	5.0%	3.5%	3.2%	1.4%
	100.0%	51.8%	48.2%	.0%	12.8%	5.1%	45.4%	24.2%	11.2%	1.3%
Rai 2	21	10	11	0	0	2	9	8	3	0
	1.1%	1.1%	1.2%	.0%	.0%	1.6%	1.5%	1.7%	1.1%	.0%
	100.0%	46.0%	54.0%	.0%	.0%	10.0%	41.2%	36.3%	12.5%	.0%
Rai 3	5	4	1	0	0	0	5	0	0	0
	.2%	.4%	.1%	.0%	.0%	.0%	.8%	.0%	.0%	.0%
	100.0%	77.1%	22.9%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Rete 4	29	16	13	1	1	1	8	9	7	2
	1.6%	1.8%	1.4%	1.8%	.3%	.9%	1.3%	2.0%	3.1%	3.4%
	100.0%	53.9%	46.1%	3.7%	3.7%	4.1%	26.0%	31.0%	24.3%	7.2%
Canale 5	70	22	48	0	7	5	38	13	7	1
	3.8%	2.5%	5.1%	.0%	2.1%	3.4%	6.4%	2.9%	3.2%	1.4%
	100.0%	31.2%	68.8%	.0%	9.7%	6.4%	53.8%	18.4%	10.4%	1.2%
Italia 1	92	48	44	8	38	13	25	8	1	0
	5.0%	5.5%	4.6%	13.4%	11.6%	10.1%	4.2%	1.7%	.4%	.0%
	100.0%	52.3%	47.7%	8.3%	40.9%	14.6%	26.9%	8.3%	.9%	.0%
Discovery Channel	58	44	15	4	18	8	19	6	3	0
	3.2%	4.9%	1.5%	6.5%	5.5%	5.9%	3.3%	1.5%	1.3%	.0%
	100.0%	74.9%	25.1%	6.3%	30.7%	13.5%	33.4%	11.1%	5.0%	.0%
MTV	10	3	7	3	4	1	0	0	1	0
	.6%	.4%	.7%	5.8%	1.4%	.8%	.0%	.0%	.5%	.0%
	100.0%	34.6%	65.4%	32.9%	44.5%	11.2%	.0%	.0%	11.4%	.0%
BBC Prime/World/Ent	31	9	22	0	2	1	6	13	8	0
	1.7%	1.0%	2.3%	.0%	.7%	1.1%	1.0%	3.0%	3.4%	.0%
	100.0%	28.9%	71.1%	.0%	7.1%	4.6%	19.8%	43.0%	25.4%	.0%
Other TV Stations	275	132	143	17	71	22	92	48	23	4
	15.0%	15.0%	15.1%	30.0%	21.9%	16.2%	15.6%	10.7%	9.9%	6.4%
	100.0%	47.9%	52.1%	6.2%	25.8%	7.9%	33.2%	17.3%	8.2%	1.4%
No particular station	126	57	68	0	5	4	25	44	35	12
	6.8%	6.5%	7.1%	.0%	1.5%	3.3%	4.3%	9.8%	15.3%	20.4%
	100.0%	45.8%	54.2%	.0%	3.9%	3.5%	20.3%	34.7%	27.7%	9.9%
Do not remember	20	13	7	0	4	1	2	6	3	4
	1.1%	1.5%	.7%	.0%	1.1%	.8%	.4%	1.4%	1.2%	5.8%
	100.0%	65.7%	34.3%	.0%	18.3%	5.8%	12.3%	31.4%	14.2%	18.0%
Do not watch TV	502	250	252	8	101	50	176	112	41	15
	27.3%	28.3%	26.5%	13.5%	31.0%	37.2%	30.0%	25.2%	18.0%	24.3%
	100.0%	49.7%	50.3%	1.5%	20.1%	9.9%	35.1%	22.2%	8.2%	2.9%
No Response	1	1	0	0	1	0	0	0	0	0
	.1%	.1%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Total	1835	882	953	57	325	134	588	443	228	61
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%

[Count / Column % / Row %]

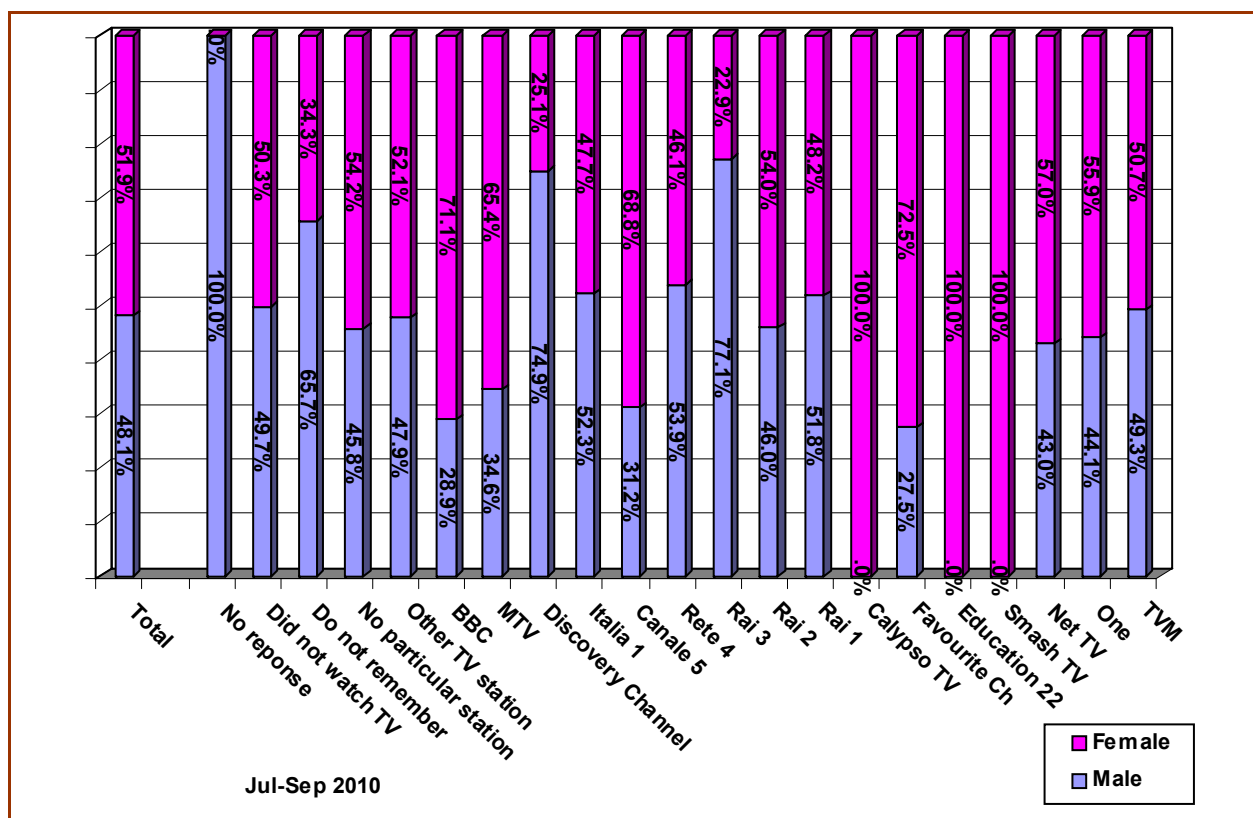


FIGURE 3.4.A: WEIGHTED TV CHANNEL REACH: BY GENDER [JUL-SEP 2010]

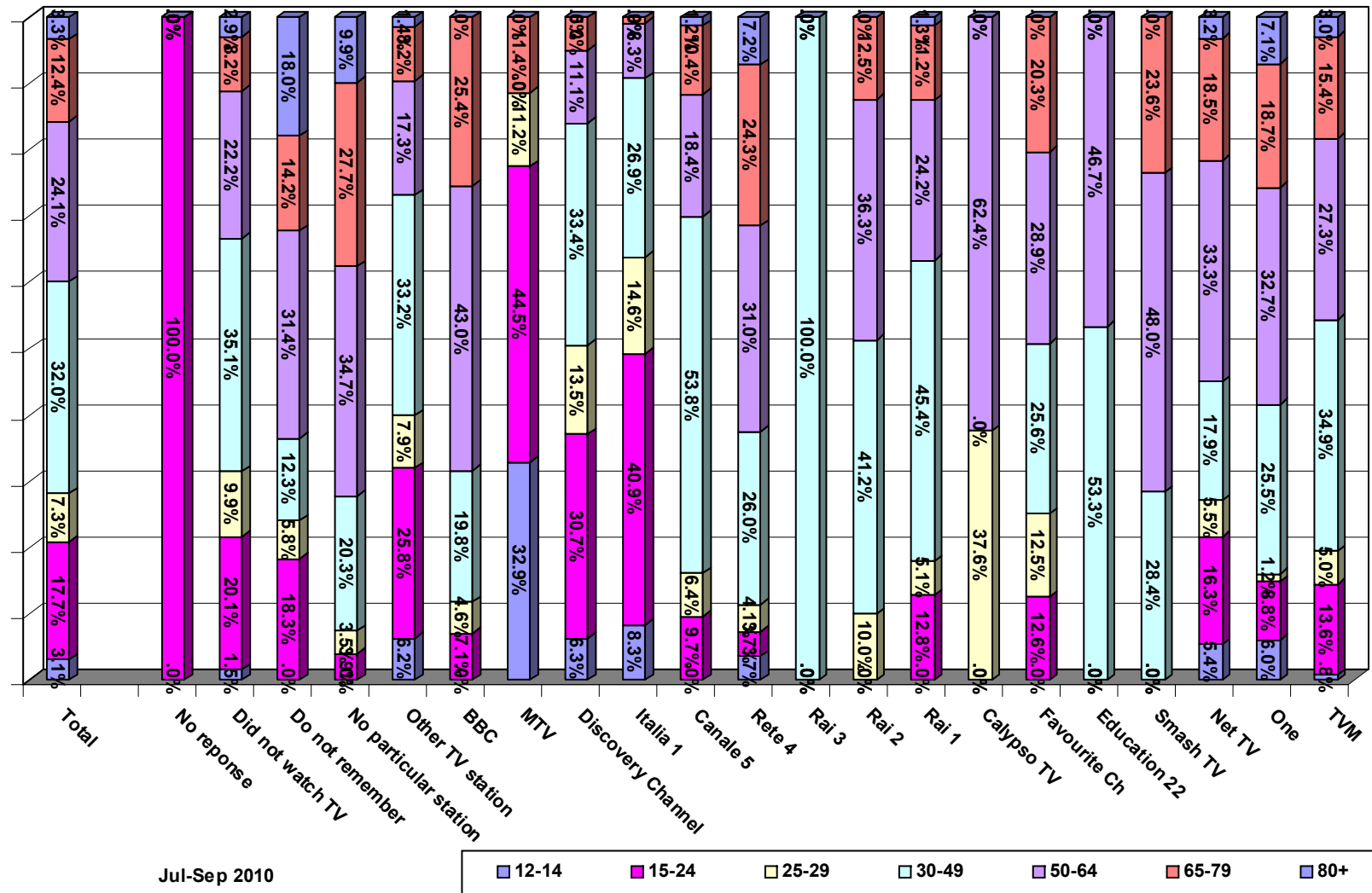


FIGURE 3.4.B: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [JUL-SEP 2010]

TABLE 3.5: TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2010]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	266 14.5% 100.0%	53 15.5% 19.9%	64 12.1% 24.1%	39 13.0% 14.7%	45 16.7% 16.9%	41 16.1% 15.4%	24 16.9% 9.0%
ONE	174 9.5% 100.0%	40 11.7% 23.0%	44 8.3% 25.3%	31 10.4% 17.8%	23 8.6% 13.2%	20 7.9% 11.5%	16 11.3% 9.2%
Net TV	85 4.6% 100.0%	18 5.3% 21.2%	24 4.5% 28.2%	8 2.7% 9.4%	14 5.2% 16.5%	9 3.5% 10.6%	12 8.5% 14.1%
Smash TV	8 .4% 100.0%	1 .3% 12.5%	1 .2% 12.5%	1 .3% 12.5%	1 .4% 12.5%	1 .4% 12.5%	3 2.1% 37.5%
Education 22	2 .1% 100.0%	0 .0% 0.0%	1 .2% 50.0%	0 .0% 0.0%	1 .4% 50.0%	0 .0% 0.0%	0 0.0% 0.0%
Favorite Channel	9 .5% 100.0%	1 .3% 11.1%	4 .8% 44.4%	1 .3% 11.1%	0 .0% 0.0%	2 .8% 22.2%	1 .7% 11.1%
Calypso Music TV	3 .2% 100.0%	0 .0% 0.0%	1 .2% 33.3%	1 .3% 33.3%	1 .4% 33.3%	0 .0% 0.0%	0 0.0% 0.0%
Rai 1	64 3.5% 100.0%	13 3.8% 20.3%	25 4.7% 39.1%	10 3.3% 15.6%	6 2.2% 9.4%	6 2.4% 9.4%	4 2.8% 6.3%
Rai 2	22 1.2% 100.0%	5 1.5% 22.7%	4 .8% 18.2%	7 2.3% 31.8%	3 1.1% 13.6%	2 .8% 9.1%	1 .7% 4.5%
Rai 3	4 .2% 100.0%	0 .0% 0.0%	2 .4% 50.0%	0 .0% 0.0%	1 .4% 25.0%	1 .4% 25.0%	0 0.0% 0.0%
Rete 4	30 1.6% 100.0%	6 1.8% 20.0%	5 .9% 16.7%	7 2.3% 23.3%	7 2.6% 23.3%	3 1.2% 10.0%	2 1.4% 6.7%
Canale 5	71 3.9% 100.0%	15 4.4% 21.1%	17 3.2% 23.9%	16 5.4% 22.5%	17 6.3% 23.9%	3 1.2% 4.2%	3 2.1% 4.2%
Italia 1	85 4.6% 100.0%	19 5.6% 22.4%	25 4.7% 29.4%	18 6.0% 21.2%	11 4.1% 12.9%	9 3.5% 10.6%	3 2.1% 3.5%
Discovery Channel	54 2.9% 100.0%	13 3.8% 24.1%	12 2.3% 22.2%	7 2.3% 13.0%	8 3.0% 14.8%	11 4.3% 20.4%	3 2.1% 5.6%
MTV	9 .5% 100.0%	0 .0% 0.0%	3 .6% 33.3%	2 .7% 22.2%	1 .4% 11.1%	1 .4% 11.1%	2 1.4% 22.2%
BBC Prime/World/Ent	33 1.8% 100.0%	8 2.3% 24.2%	7 1.3% 21.2%	5 1.7% 15.2%	5 1.9% 15.2%	8 3.1% 24.2%	0 0.0% 0.0%
Other TV Stations	266 14.5% 100.0%	35 10.3% 13.2%	98 18.5% 36.8%	41 13.7% 15.4%	40 14.9% 15.0%	39 15.4% 14.7%	13 9.2% 4.9%
No particular station	134 7.3% 100.0%	31 9.1% 23.1%	48 9.1% 35.8%	20 6.7% 14.9%	15 5.6% 11.2%	19 7.5% 14.2%	1 .7% .7%
Do not remember	20 1.1% 100.0%	2 .6% 10.0%	6 1.1% 30.0%	5 1.7% 25.0%	3 1.1% 15.0%	2 .8% 10.0%	2 1.4% 10.0%
Do not watch TV	495 27.0% 100.0%	80 23.5% 16.2%	139 26.2% 28.1%	80 26.8% 16.2%	67 24.9% 13.5%	77 30.3% 15.6%	52 36.6% 10.5%
No Response	1 .1% 100.0%	1 .3% 100.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	0 .0% 0.0%	0 0.0% 0.0%
Total	1835 100.0% 100.0%	341 100.0% 18.6%	530 100.0% 28.9%	299 100.0% 16.3%	269 100.0% 14.7%	254 100.0% 13.8%	142 100.0% 7.7%

[Count / Column % / Row %]

TABLE 3.5A: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2010]

		DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	262	55	66	36	43	39	23
	14.3%	15.5%	12.0%	13.2%	16.4%	15.6%	16.2%
	100.0%	21.1%	25.0%	13.8%	16.5%	14.9%	8.8%
ONE	166	40	44	27	21	19	15
	9.1%	11.1%	8.1%	9.8%	7.9%	7.7%	10.7%
	100.0%	23.8%	26.7%	16.2%	12.6%	11.6%	9.1%
Net TV	82	19	24	7	13	8	11
	4.5%	5.3%	4.4%	2.7%	4.8%	3.3%	8.1%
	100.0%	22.9%	29.1%	8.8%	15.3%	10.0%	13.9%
Smash TV	7	1	1	1	1	1	2
	.4%	.3%	.2%	.3%	.3%	.4%	1.7%
	100.0%	14.9%	12.7%	12.1%	12.2%	13.6%	34.6%
Education 22	2	0	1	0	1	0	0
	.1%	.0%	.2%	.0%	.4%	.0%	.0%
	100.0%	.0%	46.7%	.0%	53.3%	.0%	.0%
Favorite Channel	9	1	4	1	0	2	1
	.5%	.3%	.7%	.3%	.0%	.7%	.6%
	100.0%	12.6%	45.4%	9.7%	.0%	21.6%	10.7%
Calyso Music TV	3	0	1	1	1	0	0
	.1%	.0%	.2%	.3%	.3%	.0%	.0%
	100.0%	.0%	37.6%	31.0%	31.5%	.0%	.0%
Rai 1	65	15	25	9	6	7	4
	3.5%	4.1%	4.6%	3.3%	2.3%	2.6%	2.5%
	100.0%	22.3%	39.1%	13.7%	9.4%	10.0%	5.4%
Rai 2	21	5	4	6	3	2	1
	1.1%	1.5%	.7%	2.2%	1.1%	.6%	.6%
	100.0%	26.3%	19.4%	28.6%	13.7%	7.5%	4.4%
Rai 3	5	0	2	0	1	1	0
	.2%	.0%	.4%	.0%	.4%	.4%	.0%
	100.0%	.0%	51.1%	.0%	25.0%	23.8%	.0%
Rete 4	29	6	5	6	7	3	2
	1.6%	1.7%	.9%	2.4%	2.7%	1.1%	1.4%
	100.0%	20.9%	16.6%	22.4%	24.2%	9.2%	6.7%
Canale 5	70	16	18	13	17	3	3
	3.8%	4.5%	3.2%	4.9%	6.4%	1.1%	2.4%
	100.0%	23.0%	25.2%	19.3%	24.0%	3.8%	4.8%
Italia 1	92	22	27	17	11	10	3
	5.0%	6.2%	5.0%	6.4%	4.2%	4.2%	2.4%
	100.0%	24.1%	29.9%	19.0%	12.0%	11.3%	3.8%
Discovery Channel	58	15	13	7	9	11	3
	3.2%	4.1%	2.4%	2.6%	3.3%	4.5%	2.2%
	100.0%	25.3%	22.9%	12.1%	14.7%	19.4%	5.5%
MTV	10	0	3	2	1	1	2
	.6%	.0%	.6%	.8%	.4%	.6%	1.6%
	100.0%	.0%	32.0%	20.9%	10.4%	14.1%	22.6%
BBC Prime/World/Ent	31	8	7	4	4	7	0
	1.7%	2.2%	1.2%	1.5%	1.7%	2.9%	.0%
	100.0%	26.3%	21.8%	13.4%	14.4%	24.1%	.0%
Other TV Stations	275	38	104	37	41	39	16
	15.0%	10.7%	18.9%	13.5%	15.5%	15.7%	11.4%
	100.0%	13.9%	37.6%	13.4%	14.9%	14.3%	5.9%
No particular station	126	30	48	17	13	17	1
	6.8%	8.3%	8.7%	6.3%	5.1%	6.8%	.6%
	100.0%	23.6%	37.9%	13.6%	10.7%	13.5%	.6%
Do not remember	20	2	6	4	3	2	2
	1.1%	.5%	1.1%	1.5%	1.2%	.9%	1.6%
	100.0%	9.5%	30.7%	20.6%	15.6%	12.0%	11.5%
Do not watch TV	502	84	145	77	68	78	51
	27.3%	23.5%	26.4%	28.1%	25.7%	31.0%	36.0%
	100.0%	16.7%	28.8%	15.3%	13.5%	15.5%	10.2%
No Response	1	1	0	0	0	0	0
	.1%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Total	1835	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count / Column % / Row %]

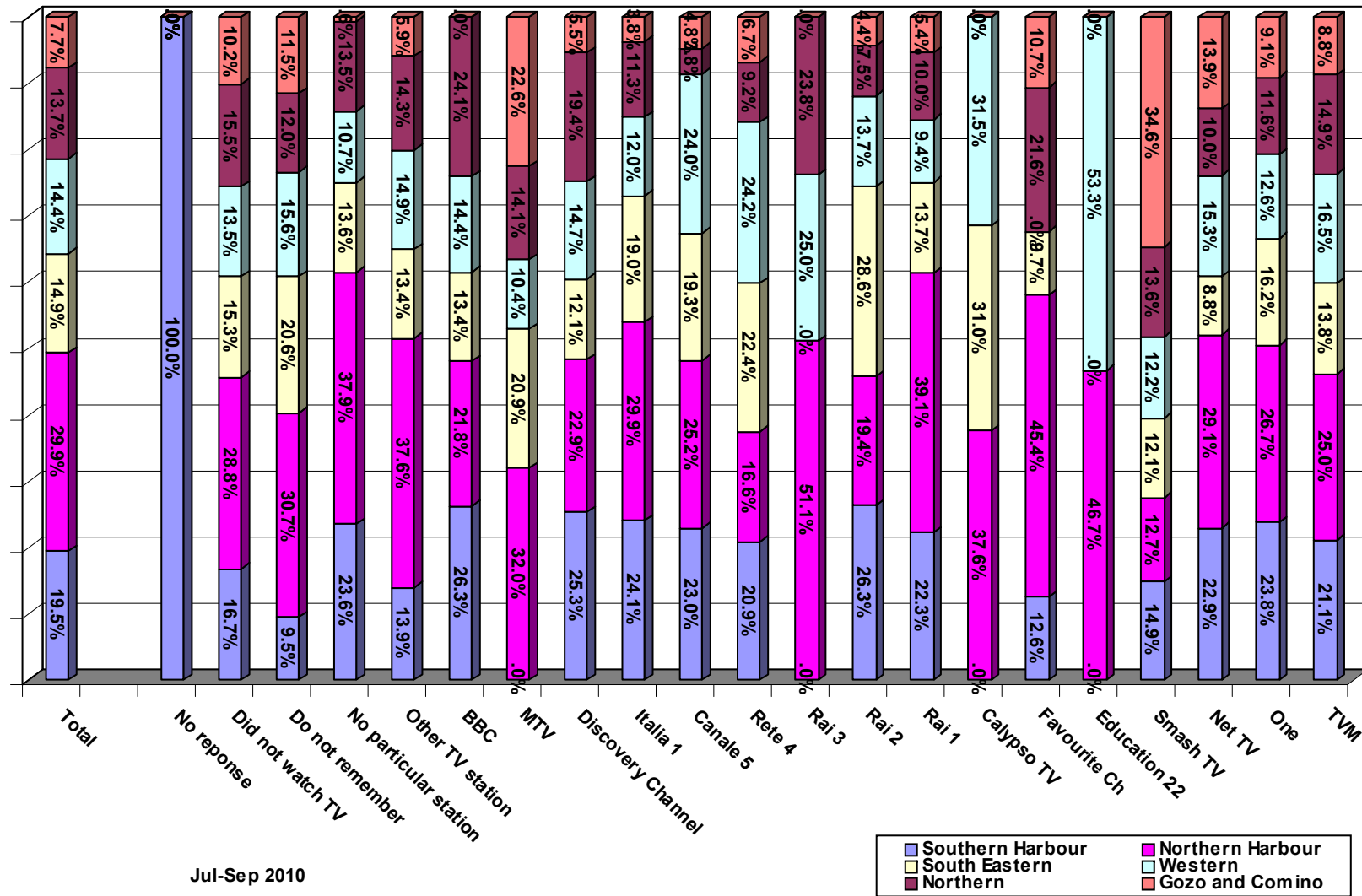


FIG. 3.5B: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [JUL-SEP 2010]

3.6: TV CHANNEL REACH ["OTHER STATION" – COUNT ONLY] - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Alice	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Animal Planet	5	2	3	0	2	0	0	0	3	0	1	2	1	0	1	0
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Bebe TV	6	2	4	0	0	4	2	0	0	0	0	2	1	2	1	0
Biography Channel	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Boomerang	2	1	1	0	0	0	2	0	0	0	0	0	0	1	1	0
Canale Italia	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
Cartoon Network	2	0	2	0	0	0	2	0	0	0	0	2	0	0	0	0
Cinque Stelle	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
CNN	3	2	1	0	0	0	1	1	0	1	0	1	0	1	1	0
Comedy Central	17	10	7	0	10	0	5	2	0	0	2	8	0	4	2	1
Digi TV	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Discovery Adventure	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Discovery Channel	3	2	1	0	0	2	1	0	0	0	3	0	0	0	0	0
Discovery Science	3	3	0	0	2	0	1	0	0	0	0	2	0	0	1	0
Discovery Travel and Living	2	0	2	0	0	0	2	0	0	0	0	1	1	0	0	0
Discovery World	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Disney Channel	18	4	14	9	7	1	1	0	0	0	5	3	1	3	3	3
Dubai One	2	1	1	0	0	0	0	2	0	0	0	1	1	0	0	0
E! Entertainment	9	1	8	0	7	2	0	0	0	0	0	3	2	2	1	1
ESPN Classic	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Euro News	3	2	1	0	0	0	1	1	1	0	0	3	0	0	0	0
Euro Sport	10	8	2	0	2	0	3	3	2	0	0	6	1	1	2	0
EWTN	2	0	2	0	0	0	0	1	1	0	0	2	0	0	0	0
Extreme Sport	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Family	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Fine Living Network	6	2	4	0	0	0	4	2	0	0	2	1	0	2	1	0
Food Network	3	0	3	0	0	0	2	1	0	0	0	2	0	0	1	0
Fox	4	1	3	0	1	0	1	2	0	0	0	2	1	1	0	0
Fox Crime	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Fox Life	3	0	3	0	0	1	2	0	0	0	0	2	0	1	0	0
France24	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
FX	3	1	2	0	1	0	1	1	0	0	0	1	0	2	0	0
Go	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Go Sports	7	7	0	0	2	1	0	0	4	0	3	1	0	2	0	1
Go Stars	13	2	11	0	1	0	7	4	1	0	0	3	4	2	4	0

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
History Channel	4	2	2	0	1	1	1	1	0	0	0	1	0	1	2	0
Kids Co	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
KLX	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0
La 5	2	2	0	0	0	0	1	1	0	0	0	1	0	1	0	0
La 7	2	2	0	0	1	0	0	1	0	0	0	0	1	1	0	0
Live Sports	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Living	34	5	29	1	8	3	15	4	2	1	5	11	8	4	5	1
Madrid	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0
MBC	2	1	1	0	0	0	2	0	0	0	0	1	1	0	0	0
Melita More	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Melita Movies	5	2	3	0	3	0	2	0	0	0	0	4	0	0	1	0
Melita Sports	9	5	4	0	3	2	4	0	0	0	1	2	3	2	1	0
MGM	4	1	3	0	0	0	0	3	1	0	0	0	0	0	3	1
Movie Channel	4	2	2	0	0	0	2	1	1	0	0	1	1	0	2	0
Movies for Men	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
MTV	2	2	0	0	1	0	1	0	0	0	0	2	0	0	0	0
Nat Geo Wild	1	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0
National Geographic	8	6	2	0	2	1	3	1	1	0	0	2	2	1	2	1
Nickelodeon	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Nova	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Nuvolari	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Rai Sport	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Rai150	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Reality	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Russia Today	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Sat2000	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Satellite Football Stations	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Sky	4	3	1	0	1	0	1	1	1	0	0	1	0	1	1	1
Sky Calcio	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Sky News	6	3	3	0	0	0	3	2	1	0	0	4	0	0	2	0
Sky Sports	3	3	0	1	1	0	0	1	0	0	1	2	0	0	0	0
Sky UK	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
SLN	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Sports Channel	5	4	1	0	1	0	0	4	0	0	2	2	1	0	0	0
TCM	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Travel Channel	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
True Movies	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Turkish Show TV	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TV5	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
VHI	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Wedding TV	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Yes Italia	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Zone Reality	4	2	2	0	0	0	0	4	0	0	0	1	1	1	0	1
Total	266	121	145	14	61	20	89	54	24	4	35	98	41	40	39	13

TABLE 3.6A: WEIGHTED TV CHANNEL REACH ["OTHER STATION" – COUNT ONLY]: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Al Jazeera	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Alice	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Animal Planet	5	2	3	0	2	0	0	0	3	0	1	2	1	0	1	0
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Bebe TV	6	2	4	0	0	4	2	0	0	0	0	2	1	2	1	0
Biography Channel	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Boomerang	2	1	1	0	0	0	2	0	0	0	0	0	0	1	1	0
Canale Italia	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
Cartoon Network	2	0	2	0	0	0	2	0	0	0	0	2	0	0	0	0
Cinque Stelle	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1
CNN	3	2	1	0	0	0	1	1	0	1	0	1	0	1	1	0
Comedy Central	19	12	7	0	11	0	5	2	0	0	2	9	0	4	2	1
Digi TV	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Discovery Adventure	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Discovery Channel	4	3	1	0	0	2	1	0	0	0	4	0	0	0	0	0
Discovery Science	4	4	0	0	2	0	1	0	0	0	0	2	0	0	1	0
Discovery Travel and Living	2	0	2	0	0	0	2	0	0	0	0	1	1	0	0	0
Discovery World	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Disney Channel	22	5	17	11	8	1	1	0	0	0	6	3	1	3	4	5
Dubai One	2	1	1	0	0	0	0	2	0	0	0	1	1	0	0	0
E! Entertainment	10	1	9	0	8	2	0	0	0	0	0	3	2	2	1	2
ESPN Classic	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Euro News	3	2	1	0	0	0	1	1	1	0	0	3	0	0	0	0
Euro Sport	10	9	2	0	2	0	3	3	2	0	0	6	1	1	2	0
EWTN	2	0	2	0	0	0	0	1	1	0	0	2	0	0	0	0
Extreme Sport	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Family	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Fine Living Network	6	2	4	0	0	0	4	2	0	0	2	1	0	2	1	0
Food Network	3	0	3	0	0	0	2	1	0	0	0	2	0	0	1	0
Fox	4	1	3	0	1	0	1	2	0	0	0	2	1	1	0	0
Fox Crime	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Fox Life	3	0	3	0	0	1	2	0	0	0	0	2	0	1	0	0
France24	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
FX	3	1	2	0	1	0	1	1	0	0	0	1	0	2	0	0
Go	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Go Sports	8	8	0	0	2	1	0	0	4	0	4	1	0	2	0	1
Go Stars	11	2	10	0	1	0	6	3	1	0	0	3	3	2	3	0

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
History Channel	4	2	2	0	1	1	1	1	0	0	0	1	0	1	2	0
Kids Co	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
KLX	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0
La 5	2	2	0	0	0	0	1	1	0	0	0	1	0	1	0	0
La 7	2	2	0	0	1	0	0	1	0	0	0	0	1	1	0	0
Live Sports	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Living	34	5	29	1	9	3	15	3	2	1	5	11	7	4	5	2
Madrid	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0
MBC	2	1	1	0	0	0	2	0	0	0	0	1	1	0	0	0
Melita More	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Melita Movies	6	2	3	0	4	0	2	0	0	0	0	5	0	0	1	0
Melita Sports	9	6	4	0	3	2	4	0	0	0	1	2	3	2	1	0
MGM	3	1	2	0	0	0	0	2	1	0	0	0	0	0	2	1
Movie Channel	4	2	2	0	0	0	2	1	1	0	0	1	1	0	2	0
Movies for Men	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
MTV	2	2	0	0	1	0	1	0	0	0	0	2	0	0	0	0
Nat Geo Wild	1	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0
National Geographic	8	6	2	0	2	1	3	1	1	0	0	2	2	1	2	1
Nickelodeon	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Nova	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Nuvolari	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Rai Sport	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Rai150	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Reality	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
Russia Today	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Sat2000	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Satellite Football Stations	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
Sky	4	3	1	0	1	0	1	1	1	0	0	1	0	1	1	1
Sky Calcio	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Sky News	6	3	3	0	0	0	3	2	1	0	0	4	0	0	2	0
Sky Sports	3	3	0	1	1	0	0	1	0	0	1	2	0	0	0	0
Sky UK	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
SLN	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Sports Channel	5	4	1	0	1	0	0	4	0	0	2	2	1	0	0	0
TCM	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
Travel Channel	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
True Movies	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Turkish Show TV	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0

		GENDER		AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TV5	2	0	2	0	2	0	0	0	0	0	0	0	0	0	0	2
VHI	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Wedding TV	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Yes Italia	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Zone Reality	3	2	2	0	0	0	0	3	0	0	0	1	1	1	0	1
Total	275	132	143	17	71	22	92	48	23	4	38	104	37	41	39	16

TABLE 4.1: RADIO SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of FM Radio system at home																
Yes	1683	736	947	44	255	101	510	470	239	64	312	478	276	254	231	132
	91.7%	89.5%	93.5%	88.0%	89.5%	85.6%	91.1%	93.8%	94.5%	94.1%	91.5%	90.2%	92.3%	94.4%	90.9%	93.0%
	100.0%	43.7%	56.3%	2.6%	15.2%	6.0%	30.3%	27.9%	14.2%	3.8%	18.5%	28.4%	16.4%	15.1%	13.7%	7.8%
No	152	86	66	6	30	17	50	31	14	4	29	52	23	15	23	10
	8.3%	10.5%	6.5%	12.0%	10.5%	14.4%	8.9%	6.2%	5.5%	5.9%	8.5%	9.8%	7.7%	5.6%	9.1%	7.0%
	100.0%	56.6%	43.4%	3.9%	19.7%	11.2%	32.9%	20.4%	9.2%	2.6%	19.1%	34.2%	15.1%	9.9%	15.1%	6.6%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Availability of Digital Radio system at home																
Yes	81	42	39	5	22	4	28	18	4	0	15	28	13	8	14	3
	4.4%	5.1%	3.8%	10.0%	7.7%	3.4%	5.0%	3.6%	1.6%	.0%	4.4%	5.3%	4.3%	3.0%	5.5%	2.1%
	100.0%	51.9%	48.1%	6.2%	27.2%	4.9%	34.6%	22.2%	4.9%	.0%	18.5%	34.6%	16.0%	9.9%	17.3%	3.7%
No	1754	780	974	45	263	114	532	483	249	68	326	502	286	261	240	139
	95.6%	94.9%	96.2%	90.0%	92.3%	96.6%	95.0%	96.4%	98.4%	100.0%	95.6%	94.7%	95.7%	97.0%	94.5%	97.9%
	100.0%	44.5%	55.5%	2.6%	15.0%	6.5%	30.3%	27.5%	14.2%	3.9%	18.6%	28.6%	16.3%	14.9%	13.7%	7.9%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Availability of Other Radio system/s at home																
Yes	184	90	94	16	78	17	58	11	3	1	27	59	32	26	26	14
	10.0%	10.9%	9.3%	32.0%	27.4%	14.4%	10.4%	2.2%	1.2%	1.5%	7.9%	11.1%	10.7%	9.7%	10.2%	9.9%
	100.0%	48.9%	51.1%	8.7%	42.4%	9.2%	31.5%	6.0%	1.6%	.5%	14.7%	32.1%	17.4%	14.1%	14.1%	7.6%
No	1651	732	919	34	207	101	502	490	250	67	314	471	267	243	228	128
	90.0%	89.1%	90.7%	68.0%	72.6%	85.6%	89.6%	97.8%	98.8%	98.5%	92.1%	88.9%	89.3%	90.3%	89.8%	90.1%
	100.0%	44.3%	55.7%	2.1%	12.5%	6.1%	30.4%	29.7%	15.1%	4.1%	19.0%	28.5%	16.2%	14.7%	13.8%	7.8%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
No Radio available at home																
Yes	84	45	39	1	11	14	21	22	11	4	18	27	14	9	8	8
	4.6%	5.5%	3.8%	2.0%	3.9%	11.9%	3.8%	4.4%	4.3%	5.9%	5.3%	5.1%	4.7%	3.3%	3.1%	5.6%
	100.0%	53.6%	46.4%	1.2%	13.1%	16.7%	25.0%	26.2%	13.1%	4.8%	21.4%	32.1%	16.7%	10.7%	9.5%	9.5%
No	1751	777	974	49	274	104	539	479	242	64	323	503	285	260	246	134
	95.4%	94.5%	96.2%	98.0%	96.1%	88.1%	96.3%	95.6%	95.7%	94.1%	94.7%	94.9%	95.3%	96.7%	96.9%	94.4%
	100.0%	44.4%	55.6%	2.8%	15.6%	5.9%	30.8%	27.4%	13.8%	3.7%	18.4%	28.7%	16.3%	14.8%	14.0%	7.7%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

TABLE 4.1.A: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Availability of FM Radio system at home																
Yes	1675	787	889	51	291	114	533	415	215	57	327	491	251	249	226	131
	91.3%	89.2%	93.2%	88.3%	89.6%	85.2%	90.7%	93.7%	94.2%	93.6%	91.3%	89.6%	91.8%	94.3%	90.3%	92.8%
	100.0%	47.0%	53.0%	3.0%	17.4%	6.8%	31.8%	24.8%	12.8%	3.4%	19.5%	29.3%	15.0%	14.8%	13.5%	7.8%
No	160	95	65	7	34	20	55	28	13	4	31	57	23	15	24	10
	8.7%	10.8%	6.8%	11.7%	10.4%	14.8%	9.3%	6.3%	5.8%	6.4%	8.7%	10.4%	8.2%	5.7%	9.7%	7.2%
	100.0%	59.6%	40.4%	4.2%	21.0%	12.4%	34.1%	17.6%	8.3%	2.4%	19.5%	35.5%	14.1%	9.4%	15.2%	6.3%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Availability of Digital Radio system at home																
Yes	84	47	37	6	25	5	30	16	4	0	17	30	12	9	14	3
	4.6%	5.3%	3.9%	9.8%	7.8%	3.4%	5.0%	3.6%	1.5%	.0%	4.8%	5.4%	4.3%	3.3%	5.8%	1.9%
	100.0%	55.7%	44.3%	6.7%	29.8%	5.3%	35.0%	19.0%	4.2%	.0%	20.1%	35.3%	13.9%	10.3%	17.1%	3.2%
No	1751	835	916	52	299	129	558	427	225	61	341	518	261	255	236	139
	95.4%	94.7%	96.1%	90.2%	92.2%	96.6%	95.0%	96.4%	98.5%	100.0%	95.2%	94.6%	95.7%	96.7%	94.2%	98.1%
	100.0%	47.7%	52.3%	2.9%	17.1%	7.4%	31.9%	24.4%	12.8%	3.5%	19.5%	29.6%	14.9%	14.6%	13.5%	7.9%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Availability of Other Radio system/s at home																
Yes	204	104	100	18	90	19	63	10	3	1	32	65	32	29	29	17
	11.1%	11.8%	10.5%	31.9%	27.8%	14.3%	10.7%	2.2%	1.4%	1.7%	8.9%	11.9%	11.9%	10.9%	11.6%	12.2%
	100.0%	51.1%	48.9%	8.9%	44.1%	9.3%	30.8%	4.7%	1.6%	.5%	15.5%	31.9%	15.9%	14.1%	14.2%	8.5%
No	1631	777	853	39	234	115	525	433	225	60	326	483	241	235	222	124
	88.9%	88.2%	89.5%	68.1%	72.2%	85.7%	89.3%	97.8%	98.6%	98.3%	91.1%	88.1%	88.1%	89.1%	88.4%	87.8%
	100.0%	47.7%	52.3%	2.4%	14.4%	7.0%	32.2%	26.6%	13.8%	3.7%	20.0%	29.6%	14.8%	14.4%	13.6%	7.6%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
No Radio available at home																
Yes	86	48	38	1	12	16	23	20	10	4	19	29	14	8	9	8
	4.7%	5.5%	4.0%	1.8%	3.6%	12.3%	3.9%	4.5%	4.6%	6.4%	5.2%	5.2%	5.1%	3.2%	3.4%	5.9%
	100.0%	55.8%	44.2%	1.2%	13.7%	19.1%	26.5%	23.0%	12.1%	4.5%	21.5%	33.1%	16.0%	9.8%	10.0%	9.6%
No	1749	834	915	56	313	117	565	423	218	57	339	519	259	255	242	133
	95.3%	94.5%	96.0%	98.2%	96.4%	87.7%	96.1%	95.5%	95.4%	93.6%	94.8%	94.8%	94.9%	96.8%	96.6%	94.1%
	100.0%	47.7%	52.3%	3.2%	17.9%	6.7%	32.3%	24.2%	12.5%	3.2%	19.4%	29.7%	14.8%	14.6%	13.8%	7.6%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

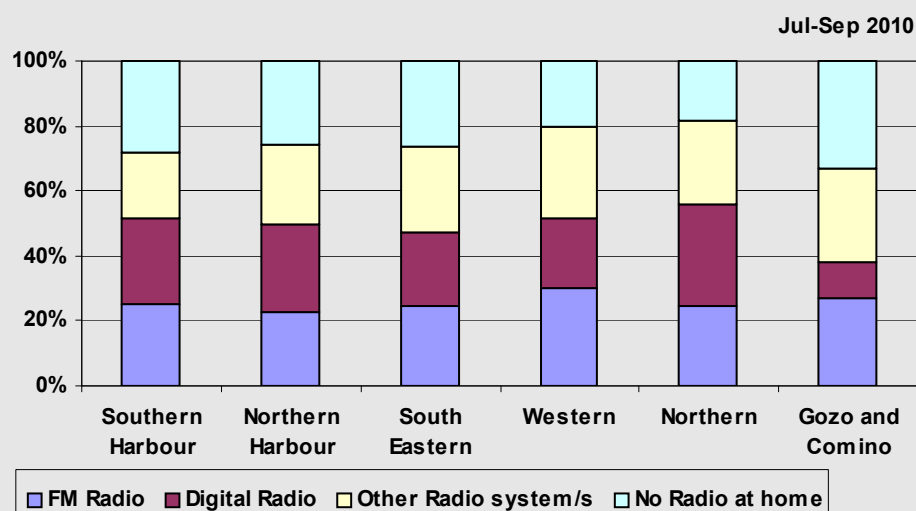
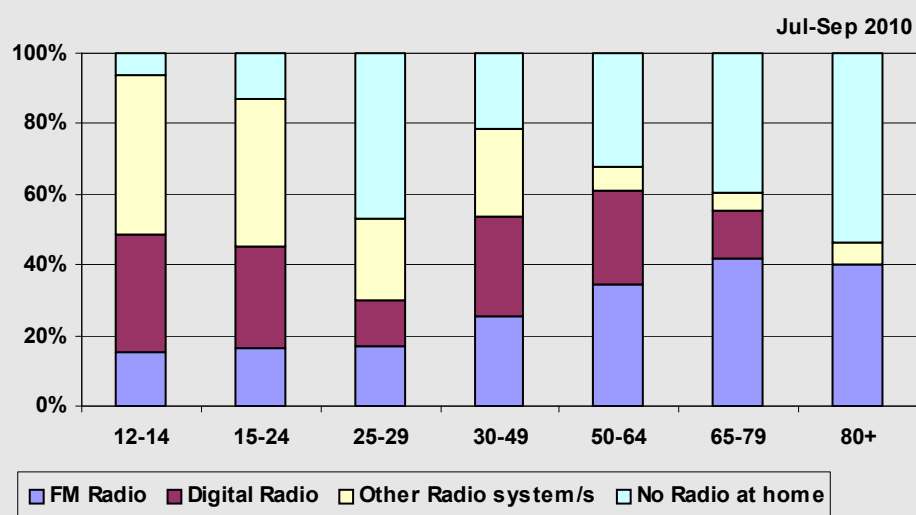
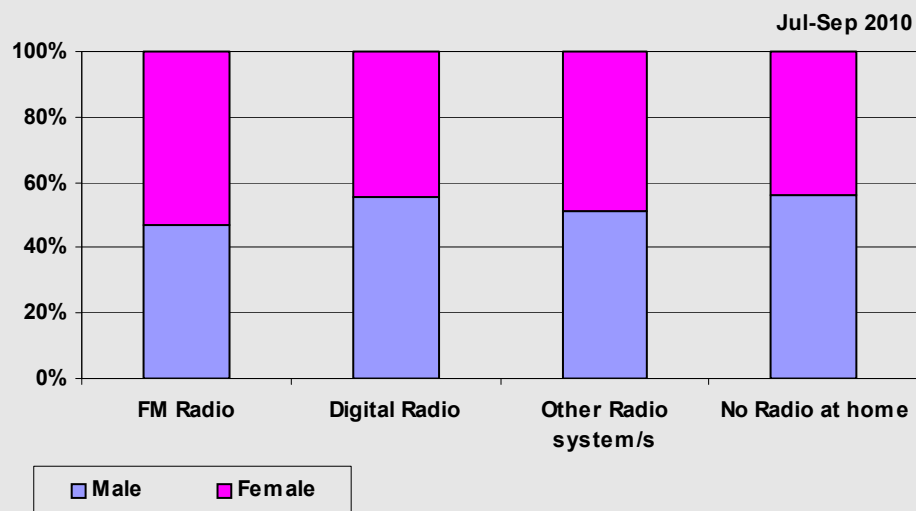


FIGURE 4.1A: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

TABLE 4.2: RADIO RECEPTION SYSTEMS BY QUARTER [OCT-DEC 2009 – JUL-SEP 2010]

[A1-A2]: FM RADIO SYSTEM AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	BASE	BASE
ALL FM Radio	1838	88.85%	1633	1800	88.39%	1591	1819	90.60%	1648	1835	91.72%	1683
Only FM Radio	1838	82.75%	1521	1800	82.17%	1479	1819	86.15%	1567	1835	81.53%	1496
Digital Radio & FM Radio	1838	1.36%	25	1800	5.56%	100	1819	1.59%	29	1835	1.63%	30
Other Radio & FM Radio	1838	0.00%	0	1800	0.61%	11	1819	2.80%	51	1835	8.28%	152
		84.11%	1546		88.33%	1590		90.54%	1647		91.44%	1678
More than 2 systems including FM Radio	1838	4.73%	87	1800	0.00	1		0.05%	1		0.27%	5
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL FM Radio	1838	88.74%	1631	1800	88.12%	1586	1819	90.41%	1645	1835	91.29%	1675
Only FM Radio	1838	82.47%	1516	1800	81.68%	1470	1819	85.72%	1559	1835	80.15%	1471
Digital Radio & FM Radio	1838	1.45%	27	1800	5.67%	102	1819	1.64%	30	1835	1.60%	29
Other Radio & FM Radio	1838	0.00%	0	1800	0.71%	13	1819	2.98%	54	1835	9.22%	169
		83.92%	1542		88.07%	1585		90.34%	1643		90.97%	1669
More than 2 systems including FM Radio	1838	4.82%	89	1800	0.06%	1		0.07%	1		0.32%	6

TABLE 4.2.[B1-B2]: DIGITAL RADIO SYSTEM AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Radio	1838	9.90%	182	1800	11.83%	213	1819	5.11%	93	1835	4.41%	81
Only Digital Radio	1838	5.06%	93	1800	6.06%	109	1819		61	1835		38
FM Radio & Digital Radio	1838	4.62%	85	1800	5.56%	100	1819		29	1835		30
Other Radio & Digital Radio	1838	0.11%	2	1800	0.11%	2	1819	0.11%	2	1835	0.44%	8
		9.79%	180		11.72%	211		0.11%	92		0.44%	76
More than 2 systems including Aerial (Free-to-air)	1838	0.11%	2	1800	0.00	2		5.00%	1		3.98%	5
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Radio	1838	10.10%	186	1800	12.22%	220	1819	5.24%	95	1835	4.60%	84
Only Digital Radio	1838	5.17%	95	1800	6.28%	113	1819	3.43%	62	1835	2.24%	41
FM Radio & Digital Radio	1838	4.72%	87	1800	5.67%	102	1819	1.64%	30	1835	1.60%	29
Other Radio & Digital Radio	1838	0.11%	2	1800	0.16%	3	1819	0.10%	2	1835	0.45%	8
		10.00%	184		12.11%	218		5.17%	94		4.28%	79
More than 2 systems including Digital Radio	1838	0.10%	2	1800	0.11%	2		0.07%	1		0.32%	6

TABLE 4.2.[C1-C2]: OTHER RADIO SYSTEM/S AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other Radio	1838	2.29%	42	1800	1.61%	29	1819	3.85%	70	1835	10.03%	184
Only Other Radio	1838	0.71%	13	1800	0.83%	15	1819	0.88%	16	1835	1.04%	19
FM Radio & Other Radio	1838	1.36%	25	1800	0.61%	11	1819	2.80%	51	1835	8.28%	152
Digital Radio & Other Radio	1838	0.11%	2	1800	0.11%	2	1819	0.11%	2	1835	0.44%	8
		2.18%	40		1.56%	28		3.79%	69		9.75%	179
More than 2 systems including Other Radio	1838	0.11%	2	1800	0.00	1		0.05%	1		0.27%	5
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other Radio	1838	2.42%	44	1800	1.74%	31	1819	4.11%	75	1835	11.13%	204
Only Other Radio	1838	0.76%	14	1800	0.82%	15	1819	0.96%	17	1835	1.14%	21
FM Radio & Other Radio	1838	1.45%	27	1800	0.71%	13	1819	2.98%	54	1835	9.22%	169
Digital Radio & Other Radio	1838	0.11%	2	1800	0.16%	3	1819	0.10%	2	1835	0.45%	8
		2.31%	42		1.68%	30		4.04%	73		10.81%	198
More than 2 systems including Other Radio	1838	0.10%	2	1800	0.06%	1		0.07%	1		0.32%	1

TABLE 4.3: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Analogue) system installed at home																
Yes	569	258	311	14	92	28	169	166	80	20	121	138	114	82	79	35
	31.0%	31.4%	30.7%	28.0%	32.3%	23.7%	30.2%	33.1%	31.6%	29.4%	35.5%	26.0%	38.1%	30.5%	31.1%	24.6%
	100.0%	45.3%	54.7%	2.5%	16.2%	4.9%	29.7%	29.2%	14.1%	3.5%	21.3%	24.3%	20.0%	14.4%	13.9%	6.2%
No	1266	564	702	36	193	90	391	335	173	48	220	392	185	187	175	107
	69.0%	68.6%	69.3%	72.0%	67.7%	76.3%	69.8%	66.9%	68.4%	70.6%	64.5%	74.0%	61.9%	69.5%	68.9%	75.4%
	100.0%	44.5%	55.5%	2.8%	15.2%	7.1%	30.9%	26.5%	13.7%	3.8%	17.4%	31.0%	14.6%	14.8%	13.8%	8.5%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Cable (NOT Digital) system installed at home																
Yes	985	433	552	24	153	56	284	270	157	41	180	336	137	134	128	70
	53.7%	52.7%	54.5%	48.0%	53.7%	47.5%	50.7%	53.9%	62.1%	60.3%	52.8%	63.4%	45.8%	49.8%	50.4%	49.3%
	100.0%	44.0%	56.0%	2.4%	15.5%	5.7%	28.8%	27.4%	15.9%	4.2%	18.3%	34.1%	13.9%	13.6%	13.0%	7.1%
No	850	389	461	26	132	62	276	231	96	27	161	194	162	135	126	72
	46.3%	47.3%	45.5%	52.0%	46.3%	52.5%	49.3%	46.1%	37.9%	39.7%	47.2%	36.6%	54.2%	50.2%	49.6%	50.7%
	100.0%	45.8%	54.2%	3.1%	15.5%	7.3%	32.5%	27.2%	11.3%	3.2%	18.9%	22.8%	19.1%	15.9%	14.8%	8.5%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Satellite system installed at home																
Yes	438	217	221	15	73	22	180	106	38	4	87	132	84	62	51	22
	23.9%	26.4%	21.8%	30.0%	25.6%	18.6%	32.1%	21.2%	15.0%	5.9%	25.5%	24.9%	28.1%	23.0%	20.1%	15.5%
	100.0%	49.5%	50.5%	3.4%	16.7%	5.0%	41.1%	24.2%	8.7%	.9%	19.9%	30.1%	19.2%	14.2%	11.6%	5.0%
No	1397	605	792	35	212	96	380	395	215	64	254	398	215	207	203	120
	76.1%	73.6%	78.2%	70.0%	74.4%	81.4%	67.9%	78.8%	85.0%	94.1%	74.5%	75.1%	71.9%	77.0%	79.9%	84.5%
	100.0%	43.3%	56.7%	2.5%	15.2%	6.9%	27.2%	28.3%	15.4%	4.6%	18.2%	28.5%	15.4%	14.8%	14.5%	8.6%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Internet TV system installed at home																
Yes	152	70	82	4	53	16	51	19	8	1	26	48	24	23	20	11
	8.3%	8.5%	8.1%	8.0%	18.6%	13.6%	9.1%	3.8%	3.2%	1.5%	7.6%	9.1%	8.0%	8.6%	7.9%	7.7%
	100.0%	46.1%	53.9%	2.6%	34.9%	10.5%	33.6%	12.5%	5.3%	.7%	17.1%	31.6%	15.8%	15.1%	13.2%	7.2%
No	1683	752	931	46	232	102	509	482	245	67	315	482	275	246	234	131
	91.7%	91.5%	91.9%	92.0%	81.4%	86.4%	90.9%	96.2%	96.8%	98.5%	92.4%	90.9%	92.0%	91.4%	92.1%	92.3%
	100.0%	44.7%	55.3%	2.7%	13.8%	6.1%	30.2%	28.6%	14.6%	4.0%	18.7%	28.6%	16.3%	14.6%	13.9%	7.8%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Digital Aerial system installed at home																
Yes	716	317	399	22	106	52	242	194	83	17	136	180	122	117	107	54
	39.0%	38.6%	39.4%	44.0%	37.2%	44.1%	43.2%	38.7%	32.8%	25.0%	39.9%	34.0%	40.8%	43.5%	42.1%	38.0%
	100.0%	44.3%	55.7%	3.1%	14.8%	7.3%	33.8%	27.1%	11.6%	2.4%	19.0%	25.1%	17.0%	16.3%	14.9%	7.5%
	1119	505	614	28	179	66	318	307	170	51	205	350	177	152	147	88
No	61.0%	61.4%	60.6%	56.0%	62.8%	55.9%	56.8%	61.3%	67.2%	75.0%	60.1%	66.0%	59.2%	56.5%	57.9%	62.0%
	100.0%	45.1%	54.9%	2.5%	16.0%	5.9%	28.4%	27.4%	15.2%	4.6%	18.3%	31.3%	15.8%	13.6%	13.1%	7.9%
	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
Other TV system installed at home																
Yes	4	1	3	0	0	2	0	2	0	0	2	1	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	1.7%	.0%	.4%	.0%	.0%	.6%	.2%	.0%	.4%	.0%	.0%
	100.0%	25.0%	75.0%	.0%	.0%	50.0%	.0%	50.0%	.0%	.0%	50.0%	25.0%	.0%	25.0%	.0%	.0%
	1831	821	1010	50	285	116	560	499	253	68	339	529	299	268	254	142
No	99.8%	99.9%	99.7%	100.0%	100.0%	98.3%	100.0%	99.6%	100.0%	100.0%	99.4%	99.8%	100.0%	99.6%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.6%	6.3%	30.6%	27.3%	13.8%	3.7%	18.5%	28.9%	16.3%	14.6%	13.9%	7.8%
	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%
No TV at home																
Yes	12	5	7	0	1	1	3	2	2	3	3	4	2	0	2	1
	.7%	.6%	.7%	.0%	.4%	.8%	.5%	.4%	.8%	4.4%	.9%	.8%	.7%	.0%	.8%	.7%
	100.0%	41.7%	58.3%	.0%	8.3%	8.3%	25.0%	16.7%	16.7%	25.0%	25.0%	33.3%	16.7%	.0%	16.7%	8.3%
	1823	817	1006	50	284	117	557	499	251	65	338	526	297	269	252	141
No	99.3%	99.4%	99.3%	100.0%	99.6%	99.2%	99.5%	99.6%	99.2%	95.6%	99.1%	99.2%	99.3%	100.0%	99.2%	99.3%
	100.0%	44.8%	55.2%	2.7%	15.6%	6.4%	30.6%	27.4%	13.8%	3.6%	18.5%	28.9%	16.3%	14.8%	13.8%	7.7%
	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

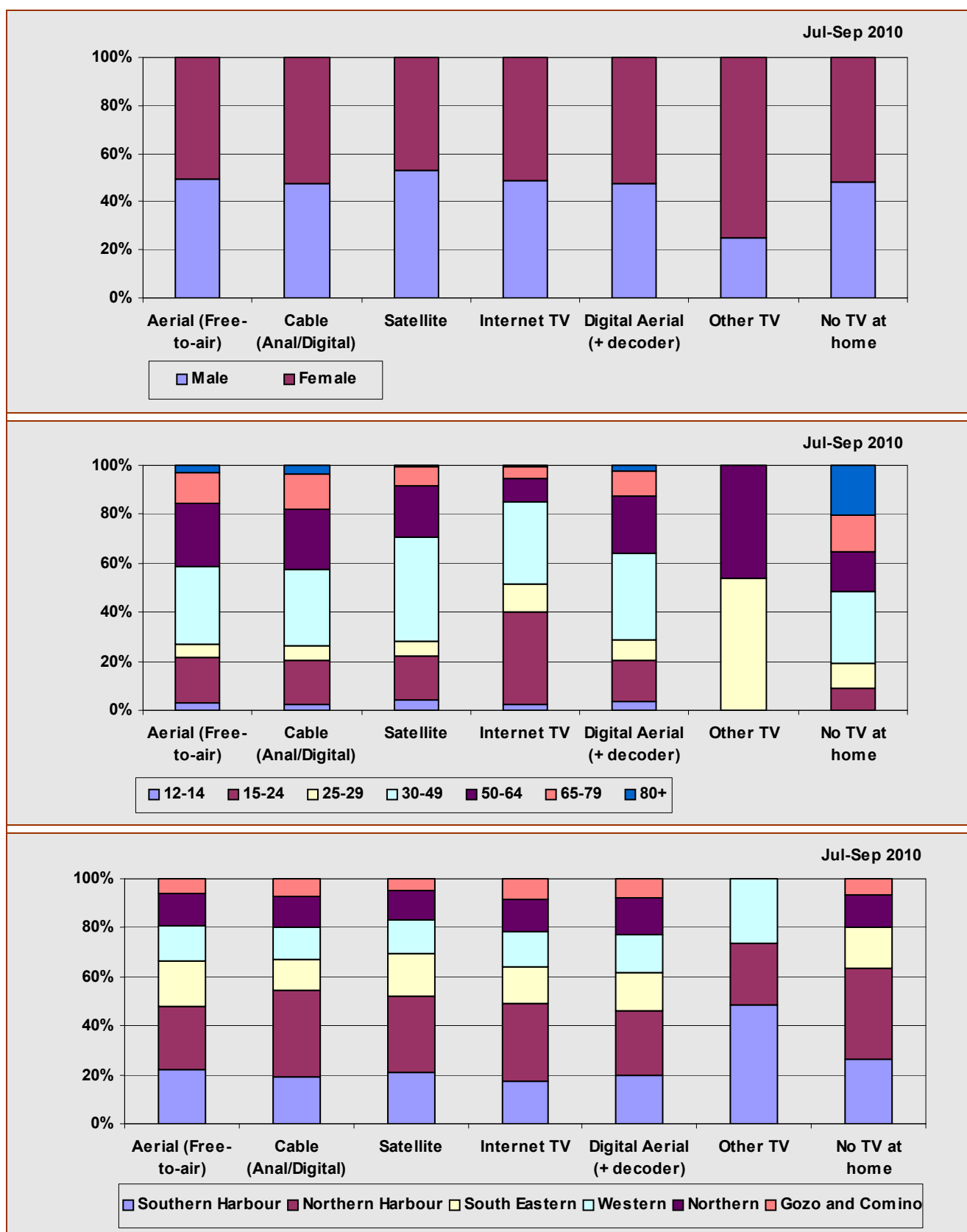
[Count; Col%; Row%]

TABLE 4.3.A: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

	GENDER			AGE GROUPS							DISTRICT					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Aerial (Free-to-air) installed at home																
Yes	562	276	286	16	104	31	178	145	71	17	126	143	104	81	75	33
	30.6%	31.3%	30.0%	27.9%	32.1%	23.0%	30.2%	32.8%	31.2%	28.4%	35.3%	26.1%	38.1%	30.8%	29.8%	23.2%
	100.0%	49.2%	50.8%	2.8%	18.5%	5.5%	31.6%	25.9%	12.7%	3.1%	22.5%	25.5%	18.5%	14.4%	13.3%	5.8%
No	1273	605	667	41	221	103	410	298	157	43	232	405	169	182	176	109
	69.4%	68.7%	70.0%	72.1%	67.9%	77.0%	69.8%	67.2%	68.8%	71.6%	64.7%	73.9%	61.9%	69.2%	70.2%	76.8%
	100.0%	47.6%	52.4%	3.2%	17.3%	8.1%	32.2%	23.4%	12.3%	3.4%	18.2%	31.8%	13.3%	14.3%	13.8%	8.5%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Cable (Analogue or Digital) TV system installed at home																
Yes	981	465	516	26	173	63	300	242	142	37	190	342	124	132	124	69
	53.5%	52.7%	54.1%	45.5%	53.2%	46.9%	51.0%	54.5%	62.0%	60.7%	53.2%	62.5%	45.3%	49.9%	49.3%	48.8%
	100.0%	47.4%	52.6%	2.7%	17.6%	6.4%	30.6%	24.6%	14.4%	3.8%	19.4%	34.9%	12.6%	13.4%	12.6%	7.0%
No	854	417	437	31	152	71	288	201	87	24	168	205	149	132	127	72
	46.5%	47.3%	45.9%	54.5%	46.8%	53.1%	49.0%	45.5%	38.0%	39.3%	46.8%	37.5%	54.7%	50.1%	50.7%	51.2%
	100.0%	48.8%	51.2%	3.6%	17.8%	8.3%	33.7%	23.6%	10.1%	2.8%	19.6%	24.1%	17.5%	15.5%	14.9%	8.5%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Satellite TV system installed at home																
Yes	449	237	212	18	82	25	191	94	34	4	93	141	78	61	54	22
	24.5%	26.9%	22.2%	31.4%	25.3%	18.8%	32.6%	21.3%	14.9%	6.4%	25.9%	25.7%	28.7%	23.1%	21.4%	15.7%
	100.0%	52.8%	47.2%	4.0%	18.3%	5.6%	42.6%	21.0%	7.6%	.9%	20.7%	31.4%	17.5%	13.6%	12.0%	5.0%
No	1386	645	741	39	243	109	396	349	194	57	265	407	195	203	197	119
	75.5%	73.1%	77.8%	68.6%	74.7%	81.2%	67.4%	78.7%	85.1%	93.6%	74.1%	74.3%	71.3%	76.9%	78.6%	84.3%
	100.0%	46.5%	53.5%	2.8%	17.5%	7.8%	28.6%	25.2%	14.0%	4.1%	19.1%	29.4%	14.0%	14.6%	14.2%	8.6%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Internet TV system (incl. Dreambox) available at home																
Yes	164	81	84	4	62	19	55	17	7	1	28	52	24	24	22	14
	9.0%	9.1%	8.8%	7.4%	19.0%	14.1%	9.3%	3.7%	3.3%	1.7%	8.0%	9.5%	8.9%	9.2%	8.6%	9.6%
	100.0%	49.0%	51.0%	2.6%	37.5%	11.5%	33.3%	10.1%	4.5%	.6%	17.3%	31.8%	14.7%	14.8%	13.1%	8.3%
No	1671	801	869	53	263	115	533	427	221	60	329	496	249	239	229	128
	91.0%	90.9%	91.2%	92.6%	81.0%	85.9%	90.7%	96.3%	96.7%	98.3%	92.0%	90.5%	91.1%	90.8%	91.4%	90.4%
	100.0%	48.0%	52.0%	3.2%	15.7%	6.9%	31.9%	25.5%	13.2%	3.6%	19.7%	29.7%	14.9%	14.3%	13.7%	7.7%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Digital Aerial system (with decoder) installed at home																
Yes	723	342	381	26	123	60	253	169	76	16	143	190	113	113	108	56
	39.4%	38.8%	39.9%	46.3%	37.8%	44.8%	43.1%	38.1%	33.1%	25.7%	39.9%	34.7%	41.3%	42.9%	43.2%	39.3%
	100.0%	47.3%	52.7%	3.7%	17.0%	8.3%	35.1%	23.4%	10.5%	2.2%	19.8%	26.3%	15.6%	15.6%	15.0%	7.7%
	1112	540	572	31	202	74	334	274	153	45	215	358	160	151	142	86
No	60.6%	61.2%	60.1%	53.7%	62.2%	55.2%	56.9%	61.9%	66.9%	74.3%	60.1%	65.3%	58.7%	57.1%	56.8%	60.7%
	100.0%	48.5%	51.5%	2.8%	18.2%	6.6%	30.0%	24.6%	13.7%	4.0%	19.3%	32.2%	14.4%	13.5%	12.8%	7.7%
	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
Other TV system installed at home																
Yes	4	1	3	0	0	2	0	2	0	0	2	1	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	1.6%	.0%	.4%	.0%	.0%	.5%	.2%	.0%	.4%	.0%	.0%
	100.0%	25.1%	74.9%	.0%	.0%	53.6%	.0%	46.4%	.0%	.0%	48.4%	25.1%	.0%	26.4%	.0%	.0%
	1831	881	950	57	325	131	588	441	228	61	356	547	273	263	251	142
No	99.8%	99.9%	99.7%	100.0%	100.0%	98.4%	100.0%	99.6%	100.0%	100.0%	99.5%	99.8%	100.0%	99.6%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.2%	32.1%	24.1%	12.5%	3.3%	19.4%	29.9%	14.9%	14.3%	13.7%	7.7%
	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%
No TV at home																
Yes	12	6	6	0	1	1	3	2	2	2	3	4	2	0	2	1
	.6%	.6%	.7%	.0%	.3%	.9%	.6%	.4%	.8%	4.0%	.9%	.8%	.7%	.0%	.6%	.6%
	100.0%	47.9%	52.1%	.0%	9.1%	10.2%	29.2%	16.0%	15.2%	20.3%	26.3%	37.1%	16.6%	.0%	13.2%	6.7%
	1823	876	947	57	324	132	584	441	226	58	355	543	271	264	249	141
No	99.4%	99.4%	99.3%	100.0%	99.7%	99.1%	99.4%	99.6%	99.2%	96.0%	99.1%	99.2%	99.3%	100.0%	99.4%	99.4%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.2%	12.4%	3.2%	19.5%	29.8%	14.9%	14.5%	13.7%	7.7%
	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count; Col%; Row%]



FIGURES 4.3.A: WEIGHTED TV RECEPTION SYSTEMS: BY GENDER, AGE GROUPS, AND BY DISTRICTS [JUL-SEP 2010]

TABLE 4.4.: TV RECEPTION SYSTEMS BY QUARTER [OCT-DEC 2009 – APR-JUN 2010]
[A1-A2]: AERIAL (FREE-TO-AIR) INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Aerial (Free-to-air)	1838	27.75%	510	1800	32.22%	580	1819	33.81%	615	1835	31.01%	569
Only Aerial (Free-to-air)	1838	9.47%	174	1800	7.94%	143	1819	6.87%	125	1835	5.34%	98
Cable (NOT Digital) & Aerial (Free-to-air)	1838	2.07%	38	1800	2.61%	47	1819	9.62%	175	1835	7.85%	144
Satellite & Aerial (Free-to-air)	1838	2.77%	51	1800	3.67%	66	1819	3.30%	60	1835	1.96%	36
Internet TV (incl. Dreambox) & Aerial (Free-to-air)	1838	0.16%	3	1800	0.11%	2	1819	0.22%	4	1835	0.11%	2
Digital Aerial (with decoder) & Aerial (Free-to-air)	1838	9.90%	182	1800	13.00%	234	1819	6.76%	123	1835	7.14%	131
Other TV system & Aerial (Free-to-air)	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0	1835	0.00%	0
		24.43%	449		27.39%	493		26.77%	487		22.40%	411
More than 2 systems including Aerial (Free-to-air)	1838	3.32%	61	1800	4.83%	87		7.04%	128		8.61%	158
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Aerial (Free-to-air)	1838	27.73%	510	1800	32.34%	582	1819	33.82%	615	1835	30.64%	562
Only Aerial (Free-to-air)	1838	9.41%	173	1800	7.95%	143	1819	6.77%	123	1835	5.12%	94
Cable (NOT Digital) & Aerial (Free-to-air)	1838	2.01%	37	1800	2.56%	46	1819	9.56%	174	1835	7.57%	139
Satellite & Aerial (Free-to-air)	1838	2.90%	53	1800	3.54%	64	1819	3.33%	61	1835	1.99%	37
Internet TV (incl. Dreambox) & Aerial (Free-to-air)	1838	0.17%	3	1800	0.13%	2	1819	0.23%	4	1835	0.12%	2
Digital Aerial (with decoder) & Aerial (Free-to-air)	1838	9.90%	182	1800	13.11%	236	1819	6.65%	121	1835	6.82%	125
Other TV system & Aerial (Free-to-air)	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0	1835	0.00%	0
		24.44%	449		27.36%	493		26.54%	483		21.62%	397
More than 2 systems including Aerial (Free-to-air)	1838	3.29%	61	1800	4.98%	90		7.28%	132		9.02%	165

TABLE 4.4.B1-B2: CABLE (ANALOGUE OR DIGITAL) TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Cable (Analogue or Digital)	1838	18.17%	334	1800	16.59%	299	1819	55.09%	1002	1835	53.68%	985
Only Cable (Analogue or Digital)	1838	12.73%	234	1800	10.44%	188	1819	30.73%	559	1835	30.57%	561
Aerial (Free-to-air) & Cable (Analogue or Digital)	1838	2.07%	38	1800	2.56%	46	1819	9.62%	175	1835	7.85%	144
Satellite & Cable (Analogue or Digital)	1838	1.90%	35	1800	1.55%	28	1819	6.76%	123	1835	6.27%	115
Internet (incl. Dreambox) & Cable (Analogue or Digital)	1838	0.05%	1	1800	0.06%	1	1819	1.43%	26	1835	1.91%	35
Digital Aerial (with decoder) & Cable (Analogue or Digital)	1838	0.82%	15	1800	0.70%	13	1819	1.70%	31	1835	1.25%	23
Other & Cable (Analogue or Digital)	1838	0.00%	0	1800	0.00%	0	1819	0.05%	1	1835	0.00%	0
		17.57%	323		15.31%	275		50.30%	915		47.85%	878
More than 2 systems including Cable (Analogue or Digital)	1838	0.60%	11	1800	1.29%	23		4.78%	87		5.83%	107
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Cable (Analogue or Digital)	1838	17.82%	327	1800	16.94%	305	1819	54.67%	994	1835	53.46%	981
Only Cable (Analogue or Digital)	1838	12.40%	228	1800	10.78%	194	1819	30.15%	548	1835	30.18%	554
Aerial (Free-to-air) & Cable (Analogue or Digital)	1838	2.01%	37	1800	2.61%	47	1819	9.56%	174	1835	7.57%	139
Satellite & Cable (Analogue or Digital)	1838	1.95%	36	1800	1.56%	28	1819	6.62%	120	1835	6.34%	116
Internet (incl. Dreambox) & Cable (Analogue or Digital)	1838	0.06%	1	1800	0.06%	1	1819	1.53%	28	1835	2.11%	39
Digital Aerial (with decoder) & Cable (Analogue or Digital)	1838	0.80%	15	1800	0.67%	12	1819	1.67%	30	1835	1.24%	23
Other & Cable (Analogue or Digital)	1838	0.00%	0	1800	0.00%	0	1819	0.06%	1	1835	0.00%	0
		17.23%	317		15.67%	282		49.59%	902		47.44%	870
More than 2 systems including Cable (Analogue or Digital)	1838	0.59%	11	1800	1.28%	23		5.09%	93		6.03%	111

TABLE 4.4.C1-C2: SATELLITE TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Satellite	1838	16.97%	312	1800	20.83%	375	1819	24.30%	442	1835	23.87%	438
Only Satellite	1838	2.01%	37	1800	2.33%	42	1819	1.43%	26	1835	1.47%	27
Aerial (Free-to-air) & Satellite	1838	2.77%	51	1800	3.67%	66	1819	3.30%	60	1835	1.96%	36
Cable (Analogue or Digital) & Satellite	1838	1.90%	35	1800	1.56%	28	1819	6.76%	123	1835	6.27%	115
Internet (incl. Dreambox) & Satellite	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7	1835	0.22%	4
Digital Aerial (with decoder) & Satellite	1838	6.58%	121	1800	8.06%	145	1819	5.72%	104	1835	5.01%	92
Other & Satellite	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0	1835	0.05%	1
		13.44%	247		15.83%	285		17.59%	320		14.99%	275
More than 2 systems including Satellite	1838	3.54%	65	1800	5.00%	90		6.71%	122		8.88%	163
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Satellite	1838	17.39%	320	1800	20.97%	377	1819	24.60%	447	1835	24.47%	449
Only Satellite	1838	1.97%	36	1800	2.44%	44	1819	1.47%	27	1835	1.52%	28
Aerial (Free-to-air) & Satellite	1838	2.90%	53	1800	3.54%	64	1819	3.33%	61	1835	1.99%	37
Cable (Analogue or Digital) & Satellite	1838	1.95%	36	1800	1.55%	28	1819	6.62%	120	1835	6.34%	116
Internet (incl. Dreambox) & Satellite	1838	0.15%	3	1800	0.22%	4	1819	0.40%	7	1835	0.24%	4
Digital Aerial (with decoder) & Satellite	1838	6.86%	126	1800	7.97%	143	1819	5.87%	107	1835	5.04%	92
Other & Satellite	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0	1835	0.06%	1
		13.84%	254		15.78%	284		17.69%	322		15.19%	279
More than 2 systems including Satellite	1838	3.55%	65	1800	5.19%	93		6.91%	126		9.27%	170

TABLE 4.4.D1-D2: INTERNET TV SYSTEM (INCL. DREAMBOX) AVAILABLE AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Internet TV system (incl. Dreambox)	1838	2.01%	37	1800	1.44%	26	1819	5.22%	95	1835	8.28%	152
Only Internet TV system (incl. Dreambox)	1838	0.33%	6	1800	0.06%	1	1819	0.05%	1	1835	0.05%	1
Aerial (Free-to-air) & Internet TV system (incl. Dreambox)	1838	0.16%	3	1800	0.11%	2	1819	0.22%	4	1835	0.11%	2
Cable (Analogue or Digital) & Internet TV system (incl. Dreambox)	1838	0.05%	1	1800	0.06%	1	1819	1.43%	26	1835	1.91%	35
Satellite & Internet TV system (incl. Dreambox)	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7	1835	0.22%	4
Digital Aerial (with decoder) & Internet TV system (incl. Dreambox)	1838	0.49%	9	1800	0.22%	4	1819	0.82%	15	1835	1.36%	25
Other & Internet TV system (incl. Dreambox)	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		1.20%	22		0.61%	11		2.91%	53		3.65%	67
More than 2 systems including Internet TV system (incl. Dreambox)	1838	0.82%	15		0.83%	15		2.31%	42		4.63%	85
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Internet TV system (incl. Dreambox)	1838	2.10%	39	1800	1.63%	29	1819	5.59%	102	1835	8.96%	164
Only Internet TV system (incl. Dreambox)	1838	0.35%	6	1800	0.06%	1	1819	0.07%	1	1835	0.06%	1
Aerial (Free-to-air) & Internet TV system (incl. Dreambox)	1838	0.17%	3	1800	0.13%	2	1819	0.23%	4	1835	0.12%	2
Cable (Analogue or Digital) & Internet TV system (incl. Dreambox)	1838	0.06%	1	1800	0.06%	1	1819	1.53%	28	1835	2.11%	39
Satellite & Internet TV system (incl. Dreambox)	1838	0.15%	3	1800	0.22%	4	1819	0.40%	7	1835	0.24%	4
Digital Aerial (with decoder) & Internet TV system (incl. Dreambox)	1838	0.56%	10	1800	0.23%	4	1819	0.88%	16	1835	1.45%	27
Other & Internet TV system (incl. Dreambox)	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		1.29%	24		0.70%	13		3.10%	56		3.99%	73
More than 2 systems including Internet TV system (incl. Dreambox)	1838	0.82%	15	1800	0.93%	17		2.48%	45		4.97%	91

TABLE 4.4.E1-E2: DIGITAL AERIAL SYSTEM (WITH DECODER) INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Aerial (with Decoder)	1838	67.36%	1238	1800	69.28%	1247	1819	34.52%	628	1835	39.02%	716
Only Digital Aerial (with Decoder)	1838	46.08%	847	1800	42.94%	773	1819	15.12%	275	1835	17.28%	317
Aerial (Free-to-air) & Digital Aerial (with Decoder)	1838	9.90%	182	1800	13.00%	234	1819	6.76%	123	1835	7.14%	131
Cable (Analogue or Digital) & Digital Aerial (with Decoder)	1838	0.82%	15	1800	0.67%	12	1819	1.70%	31	1835	1.25%	23
Satellite & Digital Aerial (with Decoder)	1838	6.58%	121	1800	8.06%	145	1819	5.44%	99	1835	5.01%	92
Internet (incl. Dreambox) & Digital Aerial (with Decoder)	1838	0.49%	9	1800	0.22%	4	1819	0.82%	15	1835	1.36%	25
Other & Digital Aerial (with Decoder)	1838	0.05%	1	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		63.93%	1175		64.89%	1168		29.85%	543		32.04%	588
More than 2 systems including Digital Aerial (with Decoder)	1838	3.43%	63	1800	4.39%	79		4.67%	85		6.98%	128
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Digital Aerial (with Decoder)	1838	67.67%	1244	1800	69.54%	1252	1819	34.85%	634	1835	39.38%	723
Only Digital Aerial (with Decoder)	1838	46.06%	847	1800	42.98%	774	1819	15.32%	279	1835	17.43%	320
Aerial (Free-to-air) & Digital Aerial (with Decoder)	1838	9.90%	182	1800	13.11%	236	1819	6.65%	121	1835	6.82%	125
Cable (Analogue or Digital) & Digital Aerial (with Decoder)	1838	0.80%	15	1800	0.70%	13	1819	1.67%	30	1835	1.24%	23
Satellite & Digital Aerial (with Decoder)	1838	6.86%	126	1800	7.97%	143	1819	5.58%	102	1835	5.04%	92
Internet(incl. Dreambox) & Digital Aerial (with Decoder)	1838	0.56%	10	1800	0.23%	4	1819	0.88%	16	1835	1.45%	27
Other & Digital Aerial (with Decoder)	1838	0.06%	1	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		64.24%	1181		65.00%	1170		30.09%	547		31.98%	587
More than 2 systems including Digital Aerial (with Decoder)	1838	3.43%	63	1800	4.54%	82		4.75%	86		7.40%	136

TABLE 4.4.F1-F2: OTHER TV SYSTEM INSTALLED AT HOME BY QUARTER [ACTUAL & WEIGHTED]

ACTUAL COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other TV system	1838	0.16%	3	1800	0.17%	3	1819	0.38%	7	1835	0.22%	4
Only Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.27%	5	1835	0.05%	1
Aerial (Free-to-air) & Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0	1835	0.00%	0
Cable (Analogue or Digital) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.05%	1	1835	0.00%	0
Satellite & Other TV system	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0	1835	0.05%	1
Internet (incl. Dreambox) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
Digital Aerial (with Decoder) & Other TV system	1838	0.05%	1	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		0.16%	3		0.17%	3		0.33%	6		0.11%	2
More than 2 systems including Other TV system	1838	0.00%	0	1800	0.00%	0		0.05%	1		0.11%	2
WEIGHTED COUNTS	OCT-DEC 2009			JAN-MAR 2010			APR-JUN 2010			JUL-SEP 2010		
	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT	BASE	%	COUNT
ALL Other TV system	1838	0.15%	3	1800	0.17%	3	1819	0.45%	8	1835	0.22%	4
Only Other TV system	1838	0.04%	1	1800	0.04%	1	1819	0.33%	6	1835	0.06%	1
Aerial (Free-to-air) & Other TV system	1838	0.05%	1	1800	0.06%	1	1819	0.00%	0	1835	0.00%	0
Cable (Analogue or Digital) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.06%	1	1835	0.00%	0
Satellite & Other TV system	1838	0.00%	0	1800	0.06%	1	1819	0.00%	0	1835	0.06%	1
Internet (incl. Dreambox) & Other TV system	1838	0.00%	0	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
Digital Aerial (with Decoder) & Other TV system	1838	0.06%	1	1800	0.00%	0	1819	0.00%	0	1835	0.00%	0
		0.15%	3		0.17%	3		0.39%	7		0.12%	2
More than 2 systems including Other TV system	1838	0.00%	0	1800	0.00%	0		0.06%	1		0.10%	2

TABLE 5.1: TEleshopping: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

		GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Yes	198	61	137	12	15	8	50	72	33	8	46	53	32	29	21	17
	10.8%	7.4%	13.5%	24.0%	5.3%	6.8%	8.9%	14.4%	13.0%	11.8%	13.5%	10.0%	10.7%	10.8%	8.3%	12.0%
	100.0%	30.8%	69.2%	6.1%	7.6%	4.0%	25.3%	36.4%	16.7%	4.0%	23.2%	26.8%	16.2%	14.6%	10.6%	8.6%
	1637	761	876	38	270	110	510	429	220	60	295	477	267	240	233	125
No	89.2%	92.6%	86.5%	76.0%	94.7%	93.2%	91.1%	85.6%	87.0%	88.2%	86.5%	90.0%	89.3%	89.2%	91.7%	88.0%
	100.0%	46.5%	53.5%	2.3%	16.5%	6.7%	31.2%	26.2%	13.4%	3.7%	18.0%	29.1%	16.3%	14.7%	14.2%	7.6%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5.1.A: WEIGHTED TEleshopping: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

		GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Yes	190	65	125	14	17	9	51	62	30	7	46	52	28	28	19	17
	10.4%	7.4%	13.1%	25.1%	5.3%	6.5%	8.7%	13.9%	13.1%	11.7%	12.8%	9.5%	10.4%	10.5%	7.5%	12.3%
	100.0%	34.4%	65.6%	7.6%	9.0%	4.6%	27.0%	32.4%	15.7%	3.7%	24.1%	27.3%	14.9%	14.5%	9.9%	9.2%
	1645	816	829	43	308	125	536	381	198	53	312	496	245	236	232	124
No	89.6%	92.6%	86.9%	74.9%	94.7%	93.5%	91.3%	86.1%	86.9%	88.3%	87.2%	90.5%	89.6%	89.5%	92.5%	87.7%
	100.0%	49.6%	50.4%	2.6%	18.7%	7.6%	32.6%	23.2%	12.1%	3.3%	19.0%	30.1%	14.9%	14.4%	14.1%	7.5%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5.2: TEleshopping BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1637	761	876	38	270	110	510	429	220	60	295	477	267	240	233	125
	89.2%	92.6%	86.5%	76.0%	94.7%	93.2%	91.1%	85.6%	87.0%	88.2%	86.5%	90.0%	89.3%	89.2%	91.7%	88.0%
	100.0%	46.5%	53.5%	2.3%	16.5%	6.7%	31.2%	26.2%	13.4%	3.7%	18.0%	29.1%	16.3%	14.7%	14.2%	7.6%
TVM	18	7	11	1	1	3	5	7	1	0	3	7	0	4	1	3
	1.0%	.9%	1.1%	2.0%	.4%	2.5%	.9%	1.4%	.4%	.0%	.9%	1.3%	.0%	1.5%	.4%	2.1%
	100.0%	38.9%	61.1%	5.6%	5.6%	16.7%	27.8%	38.9%	5.6%	.0%	16.7%	38.9%	.0%	22.2%	5.6%	16.7%
ONE	33	9	24	0	2	0	7	11	9	4	8	9	6	1	4	5
	1.8%	1.1%	2.4%	.0%	.7%	.0%	1.3%	2.2%	3.6%	5.9%	2.3%	1.7%	2.0%	.4%	1.6%	3.5%
	100.0%	27.3%	72.7%	.0%	6.1%	.0%	21.2%	33.3%	27.3%	12.1%	24.2%	27.3%	18.2%	3.0%	12.1%	15.2%
Net TV	52	20	32	9	8	1	12	11	10	1	12	12	11	11	2	4
	2.8%	2.4%	3.2%	18.0%	2.8%	.8%	2.1%	2.2%	4.0%	1.5%	3.5%	2.3%	3.7%	4.1%	.8%	2.8%
	100.0%	38.5%	61.5%	17.3%	15.4%	1.9%	23.1%	21.2%	19.2%	1.9%	23.1%	23.1%	21.2%	21.2%	3.8%	7.7%
Smash TV	55	13	42	0	0	2	18	28	6	1	14	13	6	7	11	4
	3.0%	1.6%	4.1%	.0%	.0%	1.7%	3.2%	5.6%	2.4%	1.5%	4.1%	2.5%	2.0%	2.6%	4.3%	2.8%
	100.0%	23.6%	76.4%	.0%	.0%	3.6%	32.7%	50.9%	10.9%	1.8%	25.5%	23.6%	10.9%	12.7%	20.0%	7.3%
Education 22	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.5%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
ITV	22	5	17	1	3	1	6	8	3	0	8	4	3	4	2	1
	1.2%	.6%	1.7%	2.0%	1.1%	.8%	1.1%	1.6%	1.2%	.0%	2.3%	.8%	1.0%	1.5%	.8%	.7%
	100.0%	22.7%	77.3%	4.5%	13.6%	4.5%	27.3%	36.4%	13.6%	.0%	36.4%	18.2%	13.6%	18.2%	9.1%	4.5%
Family TV	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Other	8	1	7	0	0	1	1	4	2	0	0	3	3	1	1	0
	.4%	.1%	.7%	.0%	.0%	.8%	.2%	.8%	.8%	.0%	.0%	.6%	1.0%	.4%	.4%	.0%
	100.0%	12.5%	87.5%	.0%	.0%	12.5%	12.5%	50.0%	25.0%	.0%	.0%	37.5%	37.5%	12.5%	12.5%	.0%
Do not know	8	4	4	1	1	0	0	3	2	1	1	4	2	1	0	0
	.4%	.5%	.4%	2.0%	.4%	.0%	.0%	.6%	.8%	1.5%	.3%	.8%	.7%	.4%	.0%	.0%
	100.0%	50.0%	50.0%	12.5%	12.5%	.0%	.0%	37.5%	25.0%	12.5%	12.5%	50.0%	25.0%	12.5%	.0%	.0%
Total	1835	822	1013	50	285	118	560	501	253	68	341	530	299	269	254	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.8%	55.2%	2.7%	15.5%	6.4%	30.5%	27.3%	13.8%	3.7%	18.6%	28.9%	16.3%	14.7%	13.8%	7.7%

TABLE 5.2.A: WEIGHTED TELESHPPING BY TV STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUPS							DISTRICT					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No	1645	816	829	43	308	125	536	381	198	53	312	496	245	236	232	124
	89.6%	92.6%	86.9%	74.9%	94.7%	93.5%	91.3%	86.1%	86.9%	88.3%	87.2%	90.5%	89.6%	89.5%	92.5%	87.7%
	100.0%	49.6%	50.4%	2.6%	18.7%	7.6%	32.6%	23.2%	12.1%	3.3%	19.0%	30.1%	14.9%	14.4%	14.1%	7.5%
TVM	18	7	10	1	1	3	5	6	1	0	3	7	0	4	1	3
	1.0%	.8%	1.1%	2.1%	.4%	2.4%	.8%	1.4%	.4%	.0%	.8%	1.3%	.0%	1.6%	.3%	1.9%
	100.0%	42.1%	57.9%	6.9%	6.8%	18.3%	27.3%	35.8%	4.8%	.0%	16.6%	39.9%	.0%	23.5%	4.5%	15.6%
ONE	30	9	21	0	2	0	7	9	8	4	7	8	5	1	4	5
	1.6%	1.1%	2.2%	.0%	.6%	.0%	1.2%	2.1%	3.6%	5.8%	2.1%	1.5%	1.9%	.3%	1.4%	3.4%
	100.0%	31.2%	68.8%	.0%	6.9%	.0%	23.4%	30.8%	27.4%	11.7%	24.4%	28.0%	17.0%	2.8%	11.9%	15.9%
Net TV	53	22	32	11	9	1	12	10	9	1	13	12	10	10	2	5
	2.9%	2.5%	3.3%	19.1%	2.8%	.8%	2.1%	2.2%	4.0%	1.4%	3.6%	2.2%	3.8%	4.0%	.7%	3.8%
	100.0%	40.6%	59.4%	20.6%	17.4%	2.0%	22.9%	18.2%	17.2%	1.6%	24.2%	23.1%	19.6%	19.7%	3.2%	10.2%
Smash TV	51	15	36	0	0	2	19	23	6	1	14	13	5	6	10	4
	2.8%	1.7%	3.8%	.0%	.0%	1.6%	3.2%	5.3%	2.4%	1.4%	3.9%	2.3%	1.8%	2.4%	3.9%	2.6%
	100.0%	28.7%	71.3%	.0%	.0%	4.3%	37.3%	45.9%	10.8%	1.7%	27.2%	24.8%	9.6%	12.4%	18.9%	7.1%
Education 22	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.7%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
ITV	21	5	16	1	4	1	6	7	3	0	8	4	2	4	2	1
	1.2%	.6%	1.7%	1.8%	1.1%	.9%	1.1%	1.5%	1.1%	.0%	2.2%	.7%	.9%	1.6%	.9%	.6%
	100.0%	24.2%	75.8%	4.7%	16.6%	5.6%	29.2%	31.9%	12.0%	.0%	37.2%	17.7%	11.5%	19.1%	10.3%	4.2%
Family TV	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%
Other	7	1	6	0	0	1	1	3	2	0	0	3	2	1	1	0
	.4%	.1%	.6%	.0%	.0%	.8%	.1%	.7%	.8%	.0%	.0%	.5%	.9%	.3%	.3%	.0%
	100.0%	11.7%	88.3%	.0%	.0%	14.8%	11.5%	48.3%	25.3%	.0%	.0%	40.6%	35.5%	12.4%	11.5%	.0%
Do not know	8	4	3	1	1	0	0	3	2	1	1	4	2	1	0	0
	.4%	.5%	.4%	2.1%	.3%	.0%	.0%	.6%	.8%	1.4%	.2%	.7%	.7%	.3%	.0%	.0%
	100.0%	54.8%	45.2%	16.0%	14.1%	.0%	.0%	35.7%	22.7%	11.5%	11.2%	52.2%	25.0%	11.6%	.0%	.0%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.338	0.000	0.000	0.326	0.000	0.411	0.302	0.675	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.95	100
6:00	0.000	0.000	0.000	1.047	0.000	0.411	1.039	0.337	0.000	0.326	0.000	0.359	0.000	0.000	0.000	96.48	100
6:30	0.709	0.000	0.000	1.486	0.000	0.411	1.232	0.337	0.489	0.326	0.000	0.000	0.361	0.000	0.000	94.65	100
7:00	0.709	0.000	0.000	1.981	0.000	1.369	1.626	0.663	0.302	2.117	0.417	1.035	1.635	0.000	0.395	87.75	100
7:30	1.047	0.000	0.402	1.981	0.000	1.041	1.947	0.663	0.302	2.117	0.000	1.530	1.635	0.000	0.000	87.34	100
8:00	1.556	0.000	0.803	1.486	0.395	1.571	3.109	1.029	0.302	2.427	0.000	2.359	1.281	0.000	0.000	83.68	100
8:30	0.796	0.000	0.000	1.486	0.395	1.358	3.896	1.029	0.302	2.427	0.000	1.443	0.879	0.000	0.000	85.99	100
9:00	2.346	0.000	0.395	2.662	0.395	2.176	4.934	1.129	1.094	2.418	0.000	2.295	0.879	0.326	0.000	78.95	100
9:30	2.346	0.000	0.395	2.662	0.395	1.774	4.934	1.129	1.094	2.418	0.000	2.295	0.879	0.326	0.000	79.35	100
10:00	2.630	0.000	1.058	1.935	0.731	1.746	4.937	1.140	1.176	2.418	0.000	3.118	0.879	0.326	0.000	77.90	100
10:30	2.630	0.000	1.058	1.935	0.731	1.746	4.937	1.140	0.790	2.082	0.000	3.506	0.879	0.326	0.000	78.24	100
11:00	2.292	0.000	0.663	1.160	0.731	2.241	3.726	1.099	0.790	2.082	0.000	1.884	0.879	0.000	0.000	82.45	100
11:30	2.292	0.000	0.663	1.875	0.731	2.241	3.726	1.099	0.790	2.082	0.000	1.884	0.879	0.000	0.000	81.74	100
NOON	1.344	0.000	1.141	1.042	0.000	1.747	2.886	0.995	0.302	1.049	0.000	1.881	0.879	0.000	0.000	86.73	100
0:30	0.712	0.000	0.663	1.042	0.000	0.973	2.391	0.674	0.302	1.049	0.000	1.443	0.879	0.000	0.000	89.87	100
1:00	1.019	0.000	1.024	1.042	0.347	0.864	1.622	0.674	0.302	1.356	0.000	0.954	0.879	0.338	0.000	89.58	100
1:30	0.712	0.000	0.326	1.042	0.000	0.864	1.622	0.674	0.302	1.356	0.000	0.954	0.879	0.338	0.000	90.93	100
2:00	1.729	0.000	0.326	1.106	0.000	1.454	2.016	0.337	0.302	1.356	0.000	1.545	0.799	0.338	0.000	88.69	100
2:30	1.729	0.000	0.326	1.106	0.000	1.454	2.016	0.337	0.302	1.356	0.000	0.954	0.799	0.338	0.000	89.28	100
3:00	1.403	0.000	1.129	0.712	0.000	1.200	2.016	0.337	0.302	1.356	0.000	0.954	1.194	0.000	0.000	89.40	100
3:30	1.403	0.000	0.728	0.712	0.000	1.200	2.016	0.337	0.302	1.356	0.000	0.954	1.661	0.000	0.000	89.33	100
4:00	1.019	0.000	0.402	1.754	0.000	0.864	2.704	0.658	0.000	0.663	0.000	0.459	2.078	0.338	0.000	89.06	100
4:30	1.019	0.000	0.000	1.754	0.000	1.252	2.309	0.658	0.000	0.663	0.000	0.459	1.619	0.338	0.000	89.93	100
5:00	1.019	0.000	0.000	1.754	0.000	1.252	2.309	0.658	0.000	0.663	0.000	0.459	1.619	0.338	0.000	89.93	100
5:30	0.972	0.000	0.000	2.425	0.000	0.864	1.127	0.337	0.000	0.663	0.000	0.000	0.459	0.000	0.000	93.15	100
6:00	0.307	0.000	0.697	1.548	0.000	2.114	1.127	0.000	0.000	2.051	0.000	0.000	0.000	0.000	0.000	92.16	100
6:30	0.307	0.000	0.697	1.548	0.000	1.697	1.428	0.000	0.000	2.051	0.000	0.359	0.000	0.000	0.395	91.52	100
7:00	0.307	0.000	0.697	1.548	0.000	0.417	1.127	0.000	0.489	1.693	0.000	0.000	0.000	0.000	0.000	93.72	100
7:30	0.307	0.000	0.697	0.489	0.000	0.417	0.732	0.000	0.489	2.030	0.000	0.000	0.000	0.000	0.000	94.84	100
8:00	0.000	0.000	0.000	0.386	0.000	0.000	0.321	0.302	0.000	1.000	0.000	0.000	0.000	0.000	0.000	97.99	100
8:30	0.000	0.000	0.000	0.386	0.000	0.000	0.321	0.302	0.000	1.000	0.000	0.000	0.000	0.000	0.000	97.99	100
9:00	0.000	0.000	0.406	0.000	0.000	0.000	0.000	0.337	0.000	0.663	0.000	0.389	0.000	0.000	0.000	98.21	100
9:30	0.000	0.000	0.406	0.000	0.000	0.000	0.000	0.337	0.000	0.337	0.000	0.000	0.000	0.000	0.000	98.92	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.000	0.337	0.000	0.000	0.000	0.000	0.000	99.33	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.395	0.000	0.337	0.000	0.000	0.000	0.000	0.000	98.95	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.337	0.000	0.000	0.000	0.000	0.000	99.34	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.337	0.000	0.000	0.000	0.000	0.000	99.34	100
Average	0.73	0.00	0.31	0.90	0.10	0.77	1.49	0.42	0.23	1.01	0.01	0.70	0.52	0.08	0.02	92.72	
Max.	2.63	0.00	1.14	2.66	0.73	2.24	4.94	1.14	1.18	2.43	0.42	3.51	2.08	0.34	0.39	100.0	
std. dev.	0.84	0.00	0.38	0.85	0.23	0.77	1.55	0.40	0.33	0.88	0.06	0.93	0.62	0.14	0.08	6.95	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
1:30	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
2:00	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
2:30	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
3:00	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
3:30	0.000	0.000	0.000	0.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.64	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
5:30	0.000	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:00	0.000	0.000	0.000	0.967	0.391	0.000	0.407	0.000	0.000	0.331	0.000	0.000	0.000	0.000	0.000	97.90	100
6:30	0.000	0.000	0.000	1.687	0.698	0.000	0.407	0.000	0.000	0.661	0.000	0.000	0.000	0.000	0.000	96.55	100
7:00	0.000	0.000	1.329	2.301	0.306	1.774	1.268	0.343	0.412	2.113	0.364	0.818	1.291	0.000	0.000	87.68	100
7:30	0.000	0.000	0.881	2.301	0.391	2.634	1.268	0.343	0.908	2.113	0.364	2.028	1.793	0.000	0.000	84.98	100
8:00	0.311	0.000	2.517	2.626	0.698	0.466	2.046	0.343	0.908	2.455	0.753	0.823	0.897	0.000	0.000	85.16	100
8:30	0.311	0.000	2.911	3.128	0.698	0.466	2.027	0.649	0.908	2.455	0.753	0.401	0.897	0.312	0.000	84.08	100
9:00	2.487	0.000	2.879	3.128	1.098	1.767	3.368	0.649	0.908	2.318	0.390	0.401	0.474	0.814	0.000	79.32	100
9:30	2.121	0.000	2.488	2.818	1.098	1.767	3.732	0.649	0.908	2.318	0.390	0.401	0.474	0.814	0.000	80.02	100
10:00	2.368	0.000	2.093	3.181	1.547	4.751	4.531	1.347	0.908	2.337	0.390	0.707	0.474	0.814	0.000	74.55	100
10:30	2.368	0.000	2.093	2.679	1.547	4.309	4.531	1.347	1.299	2.337	0.390	0.707	0.474	0.814	0.000	75.11	100
11:00	2.056	0.000	2.093	2.348	1.146	2.902	3.758	0.955	0.887	1.995	0.390	0.707	0.474	0.814	0.000	79.47	100
11:30	2.056	0.000	2.093	2.654	1.146	3.704	3.758	0.955	0.887	1.995	0.390	0.707	0.474	0.814	0.000	78.37	100
NOON	0.617	0.000	1.763	2.356	0.391	1.293	2.263	0.637	0.496	1.323	0.000	1.564	0.474	0.814	0.000	86.01	100
0:30	0.983	0.000	1.763	1.965	0.391	1.783	2.263	0.306	0.496	1.665	0.000	1.163	0.474	0.814	0.000	85.93	100
1:00	0.311	0.000	0.881	0.962	0.391	1.733	1.545	0.306	0.496	0.992	0.000	0.751	0.474	0.814	0.000	90.34	100
1:30	0.311	0.000	0.881	0.962	0.391	1.309	1.545	0.306	0.445	0.992	0.364	0.445	0.474	0.814	0.000	90.76	100
2:00	0.929	0.000	0.910	0.656	0.391	2.126	0.861	0.306	0.445	0.661	0.364	0.000	0.780	0.312	0.000	91.26	100
2:30	0.929	0.000	0.910	0.656	0.391	2.126	0.861	0.306	0.840	0.661	0.364	0.000	0.780	0.312	0.000	90.86	100
3:00	0.929	0.000	0.407	0.656	0.391	2.950	0.412	0.306	0.000	0.661	0.390	0.000	0.474	0.312	0.000	92.11	100
3:30	1.295	0.000	0.407	0.656	0.391	2.611	0.412	0.306	0.000	0.331	0.390	0.401	0.474	0.312	0.000	92.01	100
4:00	0.677	0.000	0.407	0.987	0.698	2.250	0.738	0.962	0.412	0.331	0.000	0.765	0.474	0.807	0.000	90.49	100
4:30	0.311	0.000	0.407	0.987	0.698	2.192	0.738	0.962	0.000	0.662	0.000	0.401	0.474	0.807	0.000	91.36	100
5:00	0.311	0.000	0.407	0.987	0.698	2.192	0.738	0.962	0.000	0.662	0.000	0.401	0.474	0.807	0.000	91.36	100
5:30	0.311	0.000	0.000	0.987	0.698	2.265	0.723	0.656	0.000	0.662	0.000	0.000	0.000	0.623	0.000	93.08	100
6:00	0.764	0.000	0.000	0.656	0.000	0.836	0.412	0.656	0.000	0.993	0.000	0.000	0.000	0.312	0.000	95.37	100
6:30	0.000	0.000	0.000	0.656	0.000	0.836	0.412	0.656	0.000	0.662	0.000	0.422	0.000	0.312	0.000	96.04	100
7:00	0.000	0.000	0.000	0.330	0.000	0.412	0.743	0.330	0.000	0.662	0.364	0.000	0.000	0.312	0.000	96.85	100
7:30	0.000	0.000	0.000	0.330	0.000	0.412	0.000	0.000	0.000	1.004	0.364	0.000	0.000	0.312	0.000	97.58	100
8:00	0.000	0.000	0.000	0.000	0.000	0.897	0.000	0.330	0.000	1.004	0.000	0.445	0.000	0.312	0.000	97.01	100
8:30	0.000	0.000	0.000	0.000	0.000	0.813	0.000	0.330	0.000	0.331	0.000	0.000	0.000	0.312	0.000	98.21	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.36	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.36	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.36	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.36	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.36	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.312	0.000	99.69	100
Average	0.47	0.00	0.64	0.99	0.35	1.12	0.95	0.37	0.26	0.79	0.15	0.30	0.28	0.34	0.00	92.99	
Max.	2.49	0.00	2.91	3.18	1.55	4.75	4.53	1.35	1.30	2.46	0.75	2.03	1.79	0.81	0.00	100.0	
std. dev.	0.76	0.00	0.92	1.04	0.44	1.28	1.33	0.37	0.39	0.86	0.22	0.45	0.39	0.32	0.00	7.59	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	0.000	99.69	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	0.000	99.69	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.000	0.000	0.000	0.000	99.69	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.000	0.000	0.000	99.61	100
5:30	0.000	0.000	0.000	0.326	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
6:00	0.343	0.000	0.503	0.326	0.000	0.000	0.425	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.40	100
6:30	0.343	0.000	0.000	0.658	0.359	0.367	0.751	0.000	0.353	0.674	0.000	0.000	0.000	0.000	0.000	96.50	100
7:00	0.791	0.000	0.497	0.724	0.000	1.450	1.733	0.408	1.247	2.420	0.785	0.413	0.000	0.000	0.000	89.53	100
7:30	0.343	0.000	0.945	1.446	0.425	0.367	2.176	0.649	0.761	2.831	0.392	0.413	0.000	0.000	0.000	89.25	100
8:00	1.016	0.000	0.750	1.451	0.000	2.237	2.192	0.332	0.761	2.786	0.475	1.221	0.000	0.446	0.000	86.33	100
8:30	1.359	0.000	0.740	1.451	0.367	2.661	2.251	0.332	0.761	2.148	0.000	1.221	0.000	0.805	0.000	85.90	100
9:00	2.315	0.000	1.475	1.448	0.698	3.062	4.054	1.318	0.761	1.842	0.000	0.826	0.000	0.359	0.365	81.48	100
9:30	2.315	0.000	0.724	1.840	0.698	3.062	4.054	1.318	0.761	1.842	0.000	1.800	0.000	0.359	0.000	81.23	100
10:00	2.659	0.000	0.663	1.840	0.367	2.671	3.630	1.318	0.353	1.842	0.475	2.224	0.000	0.359	0.000	81.60	100
10:30	2.659	0.000	0.663	1.448	0.367	2.671	3.571	1.318	0.353	1.842	0.475	1.669	0.000	0.359	0.000	82.61	100
11:00	1.679	0.000	0.663	1.448	0.000	3.093	3.702	1.398	0.353	1.842	0.475	1.668	0.000	0.359	0.000	83.32	100
11:30	1.679	0.000	0.663	1.448	0.000	3.093	3.702	1.398	0.353	1.842	0.475	1.668	0.000	0.359	0.000	83.32	100
NOON	1.047	0.000	0.663	1.448	0.638	3.044	2.704	0.745	0.353	1.312	0.000	0.826	0.000	0.000	0.000	87.22	100
0:30	0.654	0.000	0.663	1.849	0.331	2.595	2.303	0.745	0.353	0.638	0.000	0.826	0.000	0.000	0.000	89.04	100
1:00	1.052	0.000	0.740	1.457	0.331	3.102	1.095	0.392	0.353	0.331	0.000	0.826	0.000	0.000	0.000	90.32	100
1:30	1.052	0.000	0.332	1.056	0.331	3.492	0.769	0.392	0.353	0.331	0.000	0.826	0.000	0.000	0.000	91.07	100
2:00	0.000	0.000	0.332	1.731	0.000	2.666	0.769	0.724	0.353	0.989	0.000	1.301	0.000	0.000	0.000	91.14	100
2:30	0.000	0.000	0.332	1.731	0.000	2.276	0.769	0.724	0.353	0.989	0.000	1.301	0.000	0.000	0.000	91.53	100
3:00	0.000	0.000	0.000	1.808	0.000	2.950	0.728	0.724	0.353	1.663	0.000	1.301	0.000	0.000	0.000	90.47	100
3:30	0.307	0.000	0.000	2.198	0.000	2.276	0.728	0.724	0.353	0.989	0.000	0.888	0.000	0.000	0.000	91.54	100
4:00	0.649	0.000	0.000	1.459	0.000	2.155	1.397	1.914	0.000	1.722	0.392	0.888	0.475	0.000	0.000	89.37	100
4:30	0.649	0.000	0.000	1.497	0.000	2.186	1.397	1.914	0.000	1.722	0.867	0.475	0.000	0.000	0.000	89.29	100
5:00	0.649	0.000	0.000	1.497	0.000	2.186	1.397	1.914	0.000	1.722	0.867	0.475	0.000	0.000	0.000	89.29	100
5:30	0.649	0.000	0.785	1.497	0.000	2.192	1.077	0.735	0.000	1.815	0.000	0.893	0.000	0.000	0.000	90.36	100
6:00	0.649	0.000	0.367	1.089	0.000	0.000	0.751	0.794	0.000	1.332	0.000	0.950	0.000	0.000	0.000	94.07	100
6:30	0.343	0.000	0.816	0.696	0.000	0.000	0.751	0.794	0.000	0.658	0.000	0.950	0.000	0.000	0.000	94.99	100
7:00	0.343	0.000	0.367	0.332	0.425	0.000	0.751	0.392	0.000	0.674	0.000	0.307	0.000	0.425	0.000	95.99	100
7:30	0.343	0.000	0.367	0.332	0.392	0.395	0.751	0.392	0.000	0.000	0.000	0.413	0.000	0.425	0.000	96.19	100
8:00	0.000	0.000	0.395	0.000	0.392	0.395	0.000	0.392	0.000	0.000	0.000	0.413	0.000	0.000	0.000	98.01	100
8:30	0.365	0.000	0.395	0.000	0.000	0.838	0.000	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.01	100
9:00	0.365	0.000	0.000	0.000	0.000	0.442	0.343	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.46	100
9:30	0.365	0.000	0.000	0.000	0.000	0.442	0.343	0.392	0.000	0.425	0.000	0.000	0.000	0.000	0.000	98.03	100
10:00	0.365	0.000	0.000	0.392	0.000	0.442	0.000	0.392	0.000	0.425	0.000	0.000	0.000	0.000	0.000	97.98	100
10:30	0.000	0.000	0.000	0.000	0.000	0.442	0.000	0.392	0.000	0.425	0.000	0.000	0.000	0.000	0.000	98.74	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.719	0.000	0.307	0.000	0.000	0.000	0.000	0.000	98.97	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.392	0.000	0.307	0.000	0.000	0.000	0.000	0.000	99.30	100
average	0.57	0.00	0.31	0.79	0.13	1.23	1.06	0.56	0.20	0.87	0.13	0.56	0.01	0.09	0.01	93.48	
Max.	2.66	0.00	1.47	2.20	0.70	3.49	4.05	1.91	1.25	2.83	0.87	2.22	0.47	0.81	0.36	100.0	
std. dev.	0.74	0.00	0.36	0.75	0.21	1.29	1.27	0.53	0.30	0.86	0.25	0.62	0.07	0.18	0.05	6.18	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.751	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.25	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.751	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.25	100
6:00	0.000	0.000	0.000	0.361	0.000	0.402	1.031	0.000	0.000	0.000	0.000	0.381	0.000	0.000	0.000	97.83	100
6:30	0.310	0.000	0.000	0.655	0.000	0.784	1.049	0.000	0.404	0.000	0.000	0.000	0.000	0.000	0.000	96.80	100
7:00	0.590	0.000	0.678	1.037	0.701	1.802	1.343	0.000	0.824	0.570	0.404	0.775	0.382	0.298	0.000	90.10	100
7:30	0.590	0.000	0.753	1.390	1.154	2.153	1.696	0.000	1.206	0.570	0.807	1.576	1.158	0.298	0.000	86.65	100
8:00	0.888	0.000	0.820	1.746	1.009	2.567	2.457	0.308	1.557	0.294	0.404	0.775	0.876	0.298	0.000	86.00	100
8:30	0.888	0.000	1.396	1.070	1.009	2.954	2.104	0.308	1.557	0.294	0.404	0.775	0.000	0.298	0.000	86.94	100
9:00	1.841	0.000	1.321	2.441	0.589	2.517	3.435	0.606	1.557	0.587	0.404	1.985	0.829	1.163	0.000	80.73	100
9:30	1.841	0.000	0.920	2.441	0.589	2.970	3.435	0.606	1.557	0.587	0.404	1.156	0.829	1.163	0.000	81.50	100
10:00	1.841	0.000	1.749	3.074	0.956	2.902	4.241	0.606	0.785	0.896	0.404	1.609	0.829	1.163	0.000	78.95	100
10:30	1.841	0.000	1.749	3.074	0.956	2.449	3.788	0.606	0.785	0.896	0.404	1.609	0.829	1.163	0.000	79.85	100
11:00	1.841	0.000	1.071	1.809	0.956	2.628	3.788	0.606	0.785	0.955	0.404	1.156	1.257	1.516	0.000	81.23	100
11:30	1.841	0.000	1.071	1.809	0.956	2.936	3.489	0.606	0.785	0.955	0.404	1.156	1.257	1.163	0.000	81.57	100
NOON	0.280	0.000	0.644	1.096	0.280	2.208	1.850	0.000	0.404	0.294	0.404	0.775	1.257	0.726	0.000	89.78	100
0:30	0.280	0.000	0.644	1.096	0.000	1.444	1.850	0.000	0.404	0.570	0.404	0.775	1.257	0.726	0.000	90.55	100
1:00	0.280	0.000	0.953	1.096	0.909	1.811	1.497	0.000	0.841	0.000	0.404	1.156	1.257	0.000	0.000	89.80	100
1:30	0.280	0.000	1.346	0.743	0.909	1.076	1.497	0.000	0.841	0.000	0.404	0.775	1.257	0.000	0.000	90.87	100
2:00	0.280	0.000	0.644	1.104	0.909	1.056	1.497	0.000	0.841	0.000	0.404	0.775	1.585	0.000	0.000	90.91	100
2:30	0.280	0.000	0.644	1.104	0.909	1.056	1.497	0.000	0.841	0.000	0.404	0.775	1.585	0.000	0.000	90.91	100
3:00	0.280	0.000	1.683	1.104	0.611	1.887	1.497	0.000	0.755	0.575	0.000	0.775	1.585	0.000	0.000	89.25	100
3:30	0.280	0.000	1.321	0.722	0.611	1.515	1.497	0.000	0.755	0.575	0.000	0.775	1.585	0.000	0.000	90.36	100
4:00	0.579	0.000	1.045	1.769	0.751	1.584	1.497	0.000	0.404	0.575	0.000	0.775	0.829	0.000	0.000	90.19	100
4:30	1.006	0.000	1.045	1.769	0.330	1.186	1.497	0.000	0.404	0.575	0.000	1.147	0.829	0.000	0.000	90.21	100
5:00	1.006	0.000	1.045	1.769	0.330	1.186	1.497	0.000	0.404	0.575	0.000	1.147	0.829	0.000	0.000	90.21	100
5:30	0.579	0.000	1.045	2.083	0.000	0.799	2.277	0.000	0.404	0.294	0.000	0.775	0.427	0.000	0.000	91.32	100
6:00	0.000	0.000	0.644	1.636	0.000	1.898	1.536	0.000	0.755	0.294	0.000	0.371	0.000	0.000	0.000	92.87	100
6:30	0.000	0.000	0.644	0.637	0.000	1.170	1.180	0.000	0.755	0.294	0.000	0.371	0.000	0.000	0.000	94.95	100
7:00	0.000	0.000	0.644	0.353	0.000	1.973	1.359	0.000	0.404	0.294	0.000	0.371	0.000	0.000	0.000	94.60	100
7:30	0.000	0.000	0.644	0.353	0.000	1.170	1.359	0.000	0.000	0.294	0.000	0.371	0.000	0.000	0.000	95.81	100
8:00	0.427	0.000	0.552	0.000	0.000	0.427	0.351	0.000	0.000	0.294	0.000	0.371	0.000	0.000	0.000	97.58	100
8:30	0.000	0.000	0.552	0.000	0.000	0.000	0.351	0.000	0.000	0.000	0.000	0.371	0.000	0.000	0.000	98.73	100
9:00	0.000	0.000	0.000	0.000	0.000	0.808	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.84	100
9:30	0.000	0.000	0.000	0.000	0.000	0.808	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.84	100
10:00	0.000	0.000	0.000	0.000	0.000	0.427	0.351	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
10:30	0.000	0.000	0.000	0.000	0.000	0.427	0.351	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
11:00	0.000	0.000	0.000	0.000	0.000	0.427	0.353	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.89	100
11:30	0.000	0.000	0.000	0.000	0.000	0.855	0.353	0.328	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.46	100
average	0.42	0.00	0.57	0.82	0.32	1.13	1.27	0.12	0.44	0.25	0.14	0.53	0.47	0.21	0.00	93.30	
Max.	1.84	0.00	1.75	3.07	1.15	2.97	4.24	0.61	1.56	0.95	0.81	1.98	1.58	1.52	0.00	100.0	
std.dev.	0.61	0.00	0.56	0.90	0.42	0.99	1.17	0.22	0.49	0.31	0.21	0.55	0.59	0.42	0.00	6.55	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.880	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.12	100
5:30	0.300	0.000	0.000	0.703	0.000	0.000	1.729	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.27	100
6:00	0.620	0.000	0.393	0.703	0.416	0.404	1.729	0.657	0.000	0.000	0.000	0.387	0.400	0.000	0.000	94.29	100
6:30	0.620	0.000	0.393	1.028	0.416	1.690	2.129	0.657	0.000	0.437	0.000	0.387	0.400	0.000	0.000	91.84	100
7:00	0.620	0.000	0.880	2.541	0.384	3.484	2.586	1.455	0.000	1.028	0.000	0.387	1.137	0.000	0.000	85.50	100
7:30	0.620	0.000	0.886	2.980	0.384	3.081	2.186	1.455	0.000	0.692	0.000	0.803	0.836	0.000	0.000	86.08	100
8:00	0.620	0.000	2.123	2.980	1.034	3.053	3.334	2.018	0.457	1.049	0.000	1.202	1.218	0.000	0.000	80.91	100
8:30	0.620	0.000	1.631	2.216	0.689	2.666	2.942	2.018	0.457	1.049	0.000	1.202	1.618	0.000	0.000	82.89	100
9:00	2.313	0.000	1.192	2.163	0.689	3.587	3.806	1.810	0.457	2.565	0.000	1.912	0.382	0.000	0.345	78.78	100
9:30	2.933	0.000	0.792	2.488	0.689	3.637	4.142	2.921	0.457	2.155	0.000	1.912	0.382	0.000	0.345	77.15	100
10:00	2.933	0.000	1.285	2.812	1.154	2.700	4.784	1.878	0.457	2.155	0.000	2.500	0.387	0.486	0.345	76.12	100
10:30	2.933	0.000	0.792	2.812	1.154	2.700	4.400	1.878	0.457	2.155	0.000	2.500	0.000	0.486	0.345	77.39	100
11:00	2.633	0.000	0.792	2.731	1.427	3.082	4.001	1.878	0.457	2.155	0.400	2.113	0.000	0.486	0.345	77.50	100
11:30	2.633	0.000	0.792	1.776	1.427	2.596	4.001	1.878	0.457	2.155	0.400	2.113	0.000	0.486	0.345	78.94	100
NOON	0.300	0.000	0.700	2.575	0.642	2.064	3.249	1.179	0.457	1.363	0.000	1.806	0.437	0.486	0.000	84.74	100
0:30	0.300	0.000	0.700	1.944	0.642	1.628	3.249	1.179	0.457	0.692	0.000	1.806	0.437	0.486	0.000	86.48	100
1:00	0.300	0.000	0.000	1.452	0.305	1.655	2.856	0.844	0.457	0.692	0.000	1.413	0.437	0.486	0.000	89.10	100
1:30	0.300	0.000	0.000	1.452	0.305	1.655	2.856	0.844	0.839	0.692	0.000	1.413	0.437	0.486	0.000	88.72	100
2:00	0.694	0.000	0.000	1.852	0.305	2.938	2.856	0.844	0.382	1.406	0.000	1.413	0.437	0.486	0.000	86.39	100
2:30	0.694	0.000	0.000	1.852	0.305	2.950	2.856	0.844	0.382	1.406	0.000	1.413	0.437	0.486	0.000	86.38	100
3:00	0.694	0.000	0.000	1.515	0.305	3.697	3.753	0.657	0.000	2.061	0.000	2.170	0.437	0.486	0.000	84.23	100
3:30	0.300	0.000	0.000	1.515	0.305	3.283	3.753	0.657	0.000	1.725	0.000	2.552	0.437	0.486	0.000	84.99	100
4:00	0.300	0.000	0.486	1.076	0.000	2.961	3.418	0.657	0.000	1.406	0.000	1.713	0.437	0.000	0.000	87.55	100
4:30	0.300	0.000	0.414	1.076	0.000	2.961	3.013	0.657	0.000	1.730	0.000	1.713	0.912	0.000	0.000	87.22	100
5:00	0.300	0.000	0.414	1.076	0.000	2.961	3.013	0.657	0.000	1.730	0.000	1.713	0.912	0.000	0.000	87.22	100
5:30	0.300	0.000	0.493	1.687	0.384	2.482	2.540	0.352	0.000	1.349	0.400	1.125	0.437	0.000	0.000	88.45	100
6:00	0.300	0.000	0.000	0.982	0.000	2.016	2.047	0.352	0.000	1.349	0.000	1.507	0.000	0.000	0.000	91.45	100
6:30	0.300	0.000	0.000	1.366	0.000	1.602	2.047	0.352	0.000	1.349	0.000	1.507	0.000	0.000	0.000	91.48	100
7:00	0.300	0.000	0.000	0.741	0.000	1.257	0.950	0.000	0.000	0.992	0.000	0.409	0.000	0.000	0.000	95.35	100
7:30	0.300	0.000	0.439	0.663	0.000	1.257	0.950	0.000	0.000	0.992	0.000	0.409	0.000	0.000	0.000	94.99	100
8:00	0.300	0.000	0.000	0.663	0.000	0.800	0.493	0.000	0.000	0.300	0.000	0.409	0.000	0.000	0.000	97.04	100
8:30	0.300	0.000	0.000	0.663	0.000	0.800	0.493	0.000	0.000	0.737	0.000	0.409	0.000	0.000	0.000	96.60	100
9:00	0.000	0.000	0.000	0.663	0.000	0.798	0.493	0.000	0.000	0.300	0.359	0.000	0.000	0.000	0.000	97.39	100
9:30	0.000	0.000	0.000	1.055	0.000	0.798	0.493	0.000	0.000	0.300	0.359	0.000	0.000	0.000	0.000	96.99	100
10:00	0.000	0.000	0.359	0.698	0.000	1.158	0.885	0.486	0.000	0.000	0.359	0.000	0.000	0.000	0.000	96.05	100
10:30	0.000	0.000	0.359	0.698	0.000	0.771	0.493	0.486	0.000	0.000	0.359	0.000	0.000	0.306	0.000	96.53	100
11:00	0.000	0.000	0.359	0.999	0.000	0.387	0.000	0.486	0.437	0.000	0.000	0.000	0.000	0.000	0.000	97.33	100
11:30	0.000	0.000	0.359	0.999	0.000	0.387	0.000	0.486	0.437	0.000	0.000	0.000	0.000	0.000	0.000	97.33	100
average	0.56	0.00	0.35	1.19	0.28	1.58	1.86	0.68	0.16	0.84	0.05	0.88	0.27	0.13	0.04	91.12	
Max.	2.93	0.00	2.12	2.98	1.43	3.70	4.78	2.92	0.84	2.56	0.40	2.55	1.62	0.49	0.35	100.0	
std. dev.	0.86	0.00	0.49	0.94	0.40	1.30	1.55	0.75	0.23	0.81	0.13	0.88	0.38	0.21	0.12	7.69	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.494	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
2:30	0.000	0.494	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
3:00	0.000	0.494	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
3:30	0.000	0.494	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
4:00	0.000	0.494	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
4:30	0.000	0.494	0.000	0.401	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.10	100
5:00	0.000	0.494	0.417	1.215	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.87	100
5:30	0.000	0.494	0.417	1.215	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.000	0.000	0.000	97.47	100
6:00	0.000	0.494	0.417	1.841	0.000	0.417	0.000	0.307	0.000	0.000	0.000	0.406	0.000	0.000	0.000	96.12	100
6:30	0.000	0.494	0.417	2.469	0.000	0.417	0.000	0.307	0.000	0.000	0.000	0.406	0.000	0.000	0.000	95.49	100
7:00	1.722	0.494	1.425	3.131	0.301	0.389	0.914	0.307	0.883	0.638	0.000	0.406	0.000	0.000	0.000	89.39	100
7:30	1.643	0.494	1.124	2.829	0.301	0.000	1.614	0.307	0.494	0.638	0.000	0.406	0.000	0.000	0.000	90.15	100
8:00	1.969	0.494	2.059	2.428	1.179	1.628	1.972	0.307	0.494	0.975	0.000	0.821	0.488	0.000	0.000	85.18	100
8:30	1.969	0.494	0.718	2.103	1.179	0.817	1.972	0.307	0.494	0.975	0.000	0.406	0.488	0.000	0.000	88.08	100
9:00	2.363	0.494	2.581	3.166	0.384	2.079	3.035	0.321	0.494	1.311	0.301	0.406	1.338	0.000	0.000	81.34	100
9:30	1.969	0.494	2.245	3.166	0.384	1.213	2.236	0.321	0.494	1.648	0.301	0.406	0.872	0.000	0.000	83.86	100
10:00	3.257	0.494	2.245	2.892	0.861	2.832	2.620	0.953	0.494	1.648	0.438	0.952	0.488	0.000	0.000	79.83	100
10:30	2.769	0.494	2.245	2.892	0.477	2.426	2.620	0.953	0.494	1.648	0.438	0.952	0.488	0.000	0.000	81.10	100
11:00	2.956	0.000	1.919	3.492	0.000	3.459	2.318	0.627	0.494	1.311	0.438	0.546	0.488	0.411	0.000	81.54	100
11:30	2.956	0.000	1.919	4.212	0.000	2.575	2.318	0.627	0.494	1.311	0.438	0.546	0.488	0.411	0.000	81.70	100
NOON	0.326	0.000	1.583	3.231	0.406	2.268	1.007	0.307	0.494	1.311	0.338	0.000	0.000	0.411	0.000	88.32	100
0:30	0.326	0.000	1.583	3.300	0.406	2.197	1.007	0.307	0.494	0.638	0.338	0.000	0.000	0.411	0.000	88.99	100
1:00	0.438	0.000	1.583	1.144	0.000	1.791	1.367	0.643	0.000	0.337	0.401	0.000	0.000	0.000	0.000	92.30	100
1:30	0.438	0.000	1.583	1.469	0.000	1.791	1.367	0.307	0.000	0.337	0.401	0.000	0.000	0.000	0.000	92.31	100
2:00	0.326	0.000	1.943	0.395	0.000	1.899	1.367	0.307	0.000	0.673	0.401	0.361	0.000	0.000	0.000	92.33	100
2:30	0.326	0.000	1.943	0.395	0.000	1.899	1.367	0.307	0.353	0.673	0.401	0.361	0.000	0.000	0.000	91.98	100
3:00	1.139	0.000	2.077	0.395	0.000	1.335	0.973	0.627	0.000	1.044	0.401	0.361	0.000	0.467	0.000	91.18	100
3:30	0.651	0.000	2.077	0.395	0.000	0.947	0.973	0.627	0.000	1.044	0.401	0.361	0.000	0.000	0.000	92.52	100
4:00	0.957	0.000	2.077	0.337	0.000	1.352	0.612	1.013	0.000	0.325	0.401	0.000	0.000	0.000	0.000	92.92	100
4:30	0.957	0.000	2.077	0.722	0.385	1.352	0.612	1.013	0.000	0.000	0.401	0.000	0.358	0.307	0.000	91.81	100
5:00	0.957	0.000	2.077	0.722	0.385	1.352	0.612	1.013	0.000	0.000	0.401	0.000	0.358	0.307	0.000	91.81	100
5:30	0.709	0.000	1.672	1.028	0.385	1.294	0.950	1.013	0.000	0.000	0.401	0.000	0.000	0.307	0.000	92.24	100
6:00	0.709	0.000	1.177	0.692	0.000	2.163	0.950	1.013	0.000	0.638	0.000	0.000	0.389	0.000	0.000	92.27	100
6:30	0.709	0.000	1.177	0.306	0.000	2.163	0.644	1.086	0.000	0.301	0.000	0.000	0.389	0.000	0.000	93.22	100
7:00	0.684	0.000	0.876	0.306	0.000	1.767	1.038	0.307	0.000	0.000	0.000	0.000	0.000	0.000	0.000	95.02	100
7:30	0.325	0.000	1.370	0.306	0.000	1.811	1.038	0.307	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.84	100
8:00	0.000	0.000	0.000	0.000	0.347	2.231	0.644	0.307	0.000	0.301	0.000	0.000	0.000	0.000	0.000	96.17	100
8:30	0.000	0.000	0.000	0.000	0.347	2.637	0.644	0.307	0.000	0.301	0.000	0.000	0.000	0.000	0.000	95.76	100
9:00	0.488	0.000	0.000	0.000	0.347	1.674	0.306	0.000	0.000	0.301	0.000	0.477	0.000	0.000	0.000	96.41	100
9:30	0.000	0.000	0.000	0.000	0.347	1.674	0.306	0.000	0.000	0.301	0.000	0.477	0.000	0.000	0.000	96.89	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.301	0.000	0.477	0.000	0.000	0.000	98.90	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.301	0.000	0.477	0.000	0.000	0.000	98.90	100
11:00	0.000	0.000	0.000	0.000	0.000	0.411	0.385	0.000	0.000	0.301	0.000	0.000	0.000	0.000	0.000	98.90	100
11:30	0.000	0.000	0.000	0.000	0.000	0.411	0.385	0.000	0.000	0.000	0.000	0.546	0.000	0.000	0.000	98.66	100
Average	0.71	0.19	0.98	1.10	0.18	1.14	0.85	0.34	0.14	0.45	0.15	0.23	0.14	0.06	0.00	93.34	
Max.	3.26	0.49	2.58	4.21	1.18	3.46	3.03	1.09	0.88	1.65	0.44	0.95	1.34	0.47	0.00	100.0	
std. dev.	0.95	0.24	0.91	1.29	0.29	1.00	0.85	0.36	0.24	0.53	0.19	0.28	0.28	0.14	0.00	5.90	

TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
0:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
1:00	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
1:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
2:00	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
2:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
3:00	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
3:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
4:00	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
4:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.496	0.000	0.000	99.12	100
5:00	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
5:30	0.000	0.000	0.000	0.000	0.386	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.000	0.000	99.31	100
6:00	0.326	0.000	0.302	0.321	0.386	0.479	0.000	0.302	0.000	0.302	0.000	0.000	0.000	0.000	0.000	97.58	100
6:30	0.326	0.000	0.302	0.321	0.386	0.868	0.000	0.302	0.000	0.302	0.000	0.000	0.000	0.000	0.000	97.19	100
7:00	0.326	0.000	0.302	2.063	0.386	1.328	0.443	0.302	0.496	1.303	0.000	0.000	0.000	0.402	0.000	92.65	100
7:30	0.326	0.000	0.302	2.063	0.386	1.353	0.443	0.302	0.496	0.664	0.000	0.412	0.000	0.402	0.000	92.85	100
8:00	0.326	0.000	1.764	2.664	0.386	0.957	1.140	0.302	0.496	0.337	0.000	0.880	0.000	0.402	0.000	90.35	100
8:30	0.628	0.000	1.072	2.664	0.386	1.375	1.140	0.302	0.496	0.645	0.000	0.000	0.000	0.402	0.000	90.89	100
9:00	1.619	0.000	1.245	2.570	0.386	3.409	0.697	0.000	0.496	0.645	0.000	0.836	0.000	1.529	0.000	86.57	100
9:30	1.619	0.000	0.906	2.244	0.386	3.409	0.697	0.000	0.496	0.337	0.000	0.468	0.000	1.529	0.000	87.91	100
10:00	1.317	0.000	1.408	2.565	0.773	2.363	1.588	1.495	0.496	0.337	0.000	1.298	0.000	1.175	0.000	85.19	100
10:30	1.317	0.000	1.826	2.565	0.773	1.956	1.927	1.495	0.496	0.675	0.000	1.298	0.000	1.175	0.000	84.50	100
11:00	1.317	0.000	2.321	1.848	0.773	1.968	2.265	1.187	0.496	0.675	0.000	0.875	0.496	0.789	0.000	84.99	100
11:30	1.317	0.000	2.321	2.150	0.773	1.561	2.265	1.187	0.496	0.675	0.000	0.468	0.496	0.789	0.000	85.50	100
NOON	0.326	0.000	1.105	1.753	0.321	1.744	1.099	0.308	0.496	0.337	0.000	0.904	0.000	0.402	0.000	91.20	100
0:30	0.326	0.000	1.105	1.464	0.000	1.248	1.099	0.000	0.496	0.337	0.000	0.904	0.000	0.402	0.000	92.62	100
1:00	0.307	0.000	0.744	1.464	0.000	1.353	0.659	0.000	0.000	0.337	0.000	1.316	0.000	0.000	0.000	93.82	100
1:30	0.307	0.000	0.744	1.125	0.000	1.353	0.337	0.000	0.000	0.337	0.000	0.904	0.000	0.000	0.000	94.89	100
2:00	0.395	0.000	0.744	0.817	0.000	0.907	0.337	0.000	0.000	0.000	0.000	0.904	0.965	0.000	0.000	94.93	100
2:30	0.395	0.000	0.744	1.212	0.000	0.907	0.337	0.000	0.000	0.000	0.000	0.904	0.965	0.000	0.000	94.53	100
3:00	0.395	0.000	0.744	0.717	0.000	0.468	0.337	0.000	0.000	0.000	0.000	0.468	0.547	0.000	0.443	95.88	100
3:30	0.395	0.000	0.744	0.717	0.000	0.468	0.337	0.000	0.000	0.000	0.000	0.468	0.547	0.000	0.443	95.88	100
4:00	1.466	0.000	0.302	0.321	0.386	0.857	1.141	0.337	0.000	0.000	0.000	1.188	0.547	0.000	0.443	93.01	100
4:30	1.024	0.000	0.302	0.321	0.386	0.857	1.141	0.337	0.000	0.000	0.000	0.770	0.547	0.000	0.443	93.87	100
5:00	1.024	0.000	0.302	0.321	0.386	0.857	1.141	0.337	0.000	0.000	0.000	0.770	0.547	0.000	0.443	93.87	100
5:30	0.395	0.000	0.664	0.803	0.386	0.000	1.500	0.337	0.000	0.000	0.000	0.884	0.989	0.000	0.802	93.24	100
6:00	0.000	0.000	1.159	0.496	0.386	0.000	1.138	0.724	0.000	0.648	0.000	0.946	0.442	0.000	0.359	93.70	100
6:30	0.359	0.000	1.166	0.000	0.386	0.000	1.138	0.724	0.000	0.321	0.000	1.358	0.000	0.354	0.359	93.83	100
7:00	0.339	0.000	0.698	0.302	0.386	0.407	1.555	0.688	0.000	0.321	0.000	1.425	0.000	0.354	0.000	93.52	100
7:30	0.339	0.000	0.302	0.302	0.386	0.000	1.066	0.327	0.000	0.000	0.000	1.425	0.000	0.000	0.000	95.85	100
8:00	0.339	0.000	0.000	0.000	0.386	0.000	1.034	0.000	0.000	0.000	0.000	0.886	0.000	0.000	0.000	97.35	100
8:30	0.395	0.000	0.000	0.000	0.386	0.000	0.727	0.302	0.000	0.000	0.000	0.468	0.000	0.000	0.359	97.36	100
9:00	0.653	0.000	0.000	0.321	0.386	0.547	0.337	0.640	0.000	0.000	0.000	0.468	0.000	0.000	0.359	96.29	100
9:30	0.653	0.000	0.000	0.321	0.386	0.000	0.337	0.640	0.000	0.000	0.000	0.468	0.000	0.000	0.359	96.83	100
10:00	0.327	0.000	0.396	0.321	0.386	0.000	0.337	0.661	0.000	0.000	0.000	0.468	0.000	0.000	0.359	96.74	100
10:30	0.000	0.000	0.000	0.321	0.386	0.000	0.337	0.661	0.000	0.000	0.000	0.468	0.000	0.000	0.359	97.47	100
11:00	0.327	0.000	0.000	0.643	0.386	0.000	0.337	0.302	0.000	0.000	0.000	0.880	0.000	0.000	0.000	97.12	100
11:30	0.327	0.000	0.000	0.643	0.386	0.000	0.337	0.302	0.000	0.000	0.000	0.880	0.000	0.000	0.000	97.12	100
average	0.45	0.00	0.54	0.81	0.36	0.69	0.64	0.31	0.12	0.21	0.00	0.56	0.16	0.21	0.12	94.83	
Max.	1.62	0.00	2.32	2.66	0.77	3.41	2.26	1.49	0.50	1.30	0.00	1.42	0.99	1.53	0.80	99.61	
std.dev.	0.48	0.00	0.63	0.91	0.19	0.88	0.63	0.40	0.22	0.29	0.00	0.48	0.29	0.41	0.20	4.37	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	OTHER STATIONS	NONE	TOTAL
M'NIGHT	0.000	0.000	0.000	0.000	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
0:30	0.000	0.000	0.000	0.000	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.95	100
1:00	0.000	0.000	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.89	100
1:30	0.000	0.000	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.89	100
2:00	0.000	0.070	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.82	100
2:30	0.000	0.070	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.82	100
3:00	0.000	0.070	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.000	0.000	99.78	100
3:30	0.000	0.070	0.000	0.051	0.055	0.000	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.000	0.000	99.78	100
4:00	0.000	0.070	0.000	0.000	0.055	0.000	0.000	0.000	0.000	0.043	0.000	0.000	0.000	0.000	0.000	99.83	100
4:30	0.000	0.070	0.000	0.057	0.055	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.070	0.000	0.000	99.75	100
5:00	0.000	0.070	0.059	0.218	0.055	0.000	0.241	0.000	0.000	0.000	0.055	0.000	0.000	0.000	0.000	99.30	100
5:30	0.091	0.070	0.059	0.410	0.055	0.058	0.405	0.096	0.000	0.043	0.000	0.057	0.000	0.000	0.000	98.66	100
6:00	0.182	0.070	0.228	0.791	0.168	0.305	0.668	0.227	0.000	0.135	0.000	0.222	0.057	0.000	0.000	96.95	100
6:30	0.330	0.070	0.158	1.180	0.261	0.653	0.801	0.227	0.181	0.337	0.000	0.113	0.108	0.000	0.000	95.58	100
7:00	0.680	0.070	0.729	1.959	0.303	1.660	1.416	0.492	0.596	1.440	0.281	0.550	0.632	0.103	0.056	88.96	100
7:30	0.654	0.070	0.756	2.134	0.444	1.528	1.620	0.525	0.602	1.359	0.230	1.030	0.780	0.103	0.000	88.17	100
8:00	0.955	0.070	1.539	2.193	0.678	1.796	2.325	0.661	0.721	1.454	0.234	1.150	0.684	0.165	0.000	85.38	100
8:30	0.938	0.070	1.210	2.004	0.680	1.774	2.332	0.703	0.721	1.409	0.167	0.778	0.549	0.258	0.000	86.41	100
9:00	2.178	0.070	1.578	2.511	0.604	2.656	3.333	0.830	0.833	1.654	0.159	1.250	0.563	0.605	0.100	81.02	100
9:30	2.160	0.070	1.205	2.523	0.604	2.554	3.318	0.988	0.833	1.600	0.159	1.205	0.497	0.605	0.049	81.57	100
10:00	2.422	0.070	1.504	2.621	0.913	2.849	3.767	1.240	0.669	1.651	0.245	1.772	0.443	0.625	0.049	79.16	100
10:30	2.353	0.070	1.493	2.497	0.859	2.603	3.682	1.240	0.669	1.651	0.245	1.750	0.388	0.625	0.049	79.83	100
11:00	2.109	0.000	1.356	2.117	0.723	2.765	3.370	1.101	0.611	1.565	0.302	1.277	0.524	0.637	0.049	81.49	100
11:30	2.109	0.000	1.356	2.270	0.723	2.673	3.323	1.101	0.611	1.565	0.302	1.220	0.524	0.582	0.049	81.59	100
NOON	0.600	0.000	1.079	1.919	0.381	2.054	2.147	0.588	0.428	0.988	0.110	1.104	0.447	0.410	0.000	87.74	100
0:30	0.507	0.000	1.011	1.799	0.249	1.690	2.021	0.453	0.428	0.794	0.110	0.986	0.447	0.410	0.000	89.09	100
1:00	0.526	0.000	0.848	1.229	0.334	1.756	1.522	0.404	0.356	0.570	0.119	0.920	0.447	0.231	0.000	90.74	100
1:30	0.482	0.000	0.753	1.117	0.285	1.638	1.431	0.356	0.403	0.570	0.170	0.760	0.447	0.231	0.000	91.36	100
2:00	0.618	0.000	0.699	1.094	0.239	1.852	1.391	0.355	0.338	0.717	0.170	0.899	0.665	0.161	0.000	90.80	100
2:30	0.618	0.000	0.699	1.150	0.239	1.799	1.391	0.355	0.443	0.717	0.170	0.816	0.665	0.161	0.000	90.78	100
3:00	0.687	0.000	0.876	0.987	0.192	2.065	1.395	0.373	0.209	1.045	0.111	0.862	0.620	0.179	0.063	90.34	100
3:30	0.656	0.000	0.763	0.983	0.192	1.752	1.395	0.373	0.209	0.858	0.111	0.915	0.686	0.113	0.063	90.93	100
4:00	0.804	0.000	0.681	1.109	0.268	1.715	1.645	0.719	0.120	0.715	0.111	0.827	0.694	0.161	0.063	90.37	100
4:30	0.757	0.000	0.614	1.169	0.258	1.704	1.532	0.778	0.062	0.761	0.178	0.717	0.681	0.204	0.063	90.52	100
5:00	0.757	0.000	0.614	1.169	0.258	1.704	1.532	0.778	0.062	0.761	0.178	0.717	0.681	0.204	0.063	90.52	100
5:30	0.560	0.000	0.672	1.510	0.261	1.403	1.470	0.483	0.062	0.676	0.114	0.529	0.333	0.130	0.113	91.68	100
6:00	0.384	0.000	0.580	1.023	0.055	1.302	1.146	0.498	0.117	1.033	0.000	0.538	0.117	0.043	0.051	93.11	100
6:30	0.285	0.000	0.643	0.744	0.055	1.072	1.090	0.508	0.117	0.800	0.000	0.706	0.055	0.093	0.107	93.73	100
7:00	0.279	0.000	0.472	0.557	0.114	0.908	1.080	0.241	0.132	0.658	0.051	0.360	0.000	0.153	0.000	95.00	100
7:30	0.228	0.000	0.548	0.396	0.109	0.788	0.851	0.144	0.069	0.614	0.051	0.374	0.000	0.103	0.000	95.72	100
8:00	0.157	0.000	0.140	0.149	0.158	0.676	0.407	0.187	0.000	0.412	0.000	0.360	0.000	0.043	0.000	97.31	100
8:30	0.149	0.000	0.140	0.149	0.104	0.717	0.364	0.230	0.000	0.335	0.000	0.182	0.000	0.043	0.051	97.54	100
9:00	0.212	0.000	0.057	0.140	0.104	0.614	0.263	0.239	0.000	0.179	0.051	0.189	0.000	0.043	0.051	97.86	100
9:30	0.143	0.000	0.057	0.195	0.104	0.537	0.263	0.239	0.000	0.192	0.051	0.134	0.000	0.043	0.051	97.99	100
10:00	0.097	0.000	0.107	0.199	0.055	0.292	0.273	0.362	0.000	0.149	0.051	0.134	0.000	0.043	0.051	98.19	100
10:30	0.000	0.000	0.051	0.145	0.055	0.237	0.263	0.370	0.000	0.149	0.051	0.134	0.000	0.087	0.051	98.41	100
11:00	0.046	0.000	0.051	0.233	0.055	0.179	0.202	0.309	0.062	0.133	0.000	0.124	0.000	0.043	0.000	98.56	100
11:30	0.046	0.000	0.051	0.233	0.055	0.245	0.202	0.217	0.062	0.090	0.000	0.202	0.000	0.043	0.000	98.55	100
average	0.56	0.03	0.53	0.94	0.25	1.10	1.16	0.40	0.22	0.62	0.09	0.54	0.27	0.16	0.03	93.11	
Max.	2.42	0.07	1.58	2.62	0.91	2.85	3.77	1.24	0.83	1.65	0.30	1.77	0.78	0.64	0.11	99.95	
std.dev.	0.70	0.03	0.51	0.86	0.24	0.94	1.12	0.35	0.28	0.57	0.10	0.50	0.29	0.20	0.03	6.38	

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	80	34	46	0	1	0	16	38	19	5	20	14	10	16	15	5
	4.4%	3.9%	4.8%	.0%	.4%	.0%	2.7%	8.6%	8.5%	8.4%	5.5%	2.6%	3.8%	6.1%	5.9%	3.6%
	100.0%	43.0%	57.0%	.0%	1.5%	.0%	20.1%	47.7%	24.3%	6.3%	24.6%	17.5%	13.0%	20.1%	18.4%	6.4%
Radju Parlament 106.6	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
	.1%	.1%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	89	42	47	1	12	3	53	17	3	0	12	37	13	13	14	0
	4.9%	4.8%	4.9%	2.2%	3.8%	2.4%	9.0%	3.7%	1.1%	.0%	3.3%	6.8%	4.9%	4.8%	5.5%	.0%
	100.0%	47.5%	52.5%	1.4%	14.0%	3.5%	59.6%	18.6%	2.9%	.0%	13.1%	42.1%	15.0%	14.2%	15.6%	.0%
Super ONE Radio	121	59	62	0	7	3	36	43	25	8	30	38	18	16	10	9
	6.6%	6.7%	6.5%	.0%	2.1%	2.3%	6.1%	9.7%	10.9%	12.8%	8.5%	6.9%	6.7%	6.1%	4.0%	6.2%
	100.0%	48.5%	51.5%	.0%	5.6%	2.5%	29.6%	35.3%	20.6%	6.4%	25.0%	31.2%	15.2%	13.2%	8.2%	7.2%
Radio 101	39	26	13	0	2	2	14	9	10	1	5	14	4	4	6	6
	2.1%	2.9%	1.4%	.0%	.7%	1.8%	2.4%	2.0%	4.6%	1.4%	1.4%	2.5%	1.6%	1.5%	2.5%	4.0%
	100.0%	65.9%	34.1%	.0%	5.9%	6.2%	35.8%	23.2%	26.7%	2.2%	13.2%	34.9%	10.9%	10.0%	16.4%	14.5%
Bay Radio	209	103	107	6	97	34	60	10	2	0	41	63	31	29	33	11
	11.4%	11.6%	11.2%	11.2%	30.0%	25.4%	10.1%	2.3%	.9%	.0%	11.5%	11.5%	11.4%	11.1%	13.4%	8.1%
	100.0%	49.0%	51.0%	3.1%	46.5%	16.2%	28.4%	4.9%	1.0%	.0%	19.6%	30.2%	14.9%	13.9%	16.0%	5.5%
Calypso Radio	113	62	51	0	8	4	41	45	14	1	18	41	25	13	9	6
	6.1%	7.0%	5.3%	.0%	2.4%	3.4%	7.0%	10.1%	6.0%	1.7%	5.1%	7.5%	9.1%	5.0%	3.6%	4.4%
	100.0%	54.8%	45.2%	.0%	6.9%	4.0%	36.6%	39.5%	12.2%	.9%	16.2%	36.4%	22.0%	11.8%	8.0%	5.5%
RTK	62	19	43	0	3	1	14	18	20	5	13	19	6	8	10	7
	3.4%	2.2%	4.5%	.0%	1.0%	1.1%	2.4%	4.1%	8.9%	8.7%	3.5%	3.5%	2.1%	3.0%	4.1%	4.7%
	100.0%	30.8%	69.2%	.0%	5.2%	2.3%	22.6%	28.8%	32.7%	8.5%	20.1%	30.8%	9.1%	12.9%	16.5%	10.6%
Smash Radio	30	18	12	0	4	7	16	1	1	0	7	9	3	9	0	2
	1.6%	2.0%	1.3%	.0%	1.4%	5.0%	2.8%	.2%	.4%	.0%	2.1%	1.6%	1.1%	3.3%	.0%	1.3%
	100.0%	59.3%	40.7%	.0%	15.0%	22.6%	55.6%	3.4%	3.4%	.0%	24.9%	29.3%	10.1%	29.6%	.0%	6.1%
Radju Marija	70	15	55	0	2	1	8	28	20	12	10	27	8	8	12	4
	3.8%	1.7%	5.7%	.0%	.7%	.8%	1.3%	6.2%	8.6%	19.6%	2.8%	4.9%	3.1%	3.1%	4.9%	3.1%
	100.0%	21.9%	78.1%	.0%	3.1%	1.5%	11.1%	39.4%	27.9%	16.9%	14.4%	38.1%	12.0%	11.7%	17.6%	6.2%
Campus FM	15	11	5	0	0	1	9	3	2	0	0	6	3	3	3	0
	.8%	1.2%	.5%	.0%	.0%	.9%	1.6%	.7%	.8%	.0%	.0%	1.2%	1.1%	1.1%	1.2%	.0%
	100.0%	68.7%	31.3%	.0%	.0%	7.9%	60.7%	18.8%	12.6%	.0%	.0%	41.1%	20.0%	19.6%	19.2%	.0%
Vibe FM	79	42	36	1	38	15	23	2	0	0	15	14	17	12	17	4
	4.3%	4.8%	3.8%	1.9%	11.6%	11.2%	4.0%	.4%	.0%	.0%	4.2%	2.5%	6.3%	4.6%	6.7%	3.0%
	100.0%	53.7%	46.3%	1.4%	47.7%	19.1%	29.5%	2.4%	.0%	.0%	19.0%	17.2%	21.7%	15.4%	21.3%	5.3%

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
XFM	45	27	18	4	12	7	18	3	1	0	7	17	6	8	8	0
	2.4%	3.0%	1.9%	6.4%	3.6%	5.4%	3.1%	.8%	.4%	.0%	1.9%	3.1%	2.1%	2.9%	3.0%	.0%
	100.0%	59.2%	40.8%	8.1%	25.9%	16.1%	40.2%	7.6%	2.1%	.0%	15.5%	38.4%	12.6%	16.8%	16.7%	.0%
Community Radio Stations	22	15	8	1	2	1	9	6	2	1	5	8	1	3	1	5
	1.2%	1.7%	.8%	1.9%	.8%	.9%	1.5%	1.4%	.8%	1.3%	1.3%	1.4%	.4%	1.1%	.4%	3.5%
	100.0%	65.4%	34.6%	4.8%	10.9%	5.4%	39.8%	27.2%	8.4%	3.6%	20.6%	34.6%	4.8%	12.8%	4.8%	22.4%
Foreign Radio Station	6	6	0	0	0	0	1	2	3	0	1	0	0	0	3	2
	.3%	.7%	.0%	.0%	.0%	.0%	.2%	.4%	1.4%	.0%	.3%	.0%	.0%	.0%	1.1%	1.4%
	100.0%	100.0%	.0%	.0%	.0%	.0%	15.4%	31.7%	52.9%	.0%	17.5%	.0%	.0%	.0%	47.6%	34.9%
No particular radio station	67	39	28	0	6	3	21	20	16	2	18	19	12	7	10	2
	3.7%	4.5%	2.9%	.0%	1.7%	2.4%	3.5%	4.4%	7.0%	4.0%	5.0%	3.4%	4.5%	2.5%	4.1%	1.2%
	100.0%	58.4%	41.6%	.0%	8.4%	4.7%	30.5%	29.0%	23.7%	3.6%	26.5%	27.7%	18.1%	9.9%	15.2%	2.5%
Did not remember	6	2	4	0	1	0	2	2	0	1	1	3	1	1	0	0
	.3%	.2%	.4%	.0%	.3%	.0%	.4%	.4%	.0%	1.4%	.2%	.5%	.4%	.4%	.0%	.0%
	100.0%	35.9%	64.1%	.0%	17.7%	.0%	36.6%	31.0%	.0%	14.7%	14.2%	49.0%	17.7%	19.1%	.0%	.0%
Did not listen to radio	775	360	415	43	127	49	244	197	90	25	154	218	113	114	98	79
	42.3%	40.9%	43.6%	74.8%	39.2%	37.0%	41.5%	44.4%	39.6%	40.7%	43.1%	39.7%	41.3%	43.3%	39.0%	55.6%
	100.0%	46.5%	53.5%	5.5%	16.4%	6.4%	31.5%	25.4%	11.6%	3.2%	19.9%	28.1%	14.5%	14.7%	12.6%	10.2%
No response	5	1	3	1	1	0	1	1	0	0	1	1	1	0	1	0
	.2%	.1%	.3%	1.8%	.4%	.0%	.2%	.2%	.0%	.0%	.4%	.2%	.3%	.0%	.6%	.0%
	100.0%	28.0%	72.0%	22.3%	31.3%	.0%	28.0%	18.4%	.0%	.0%	28.0%	22.3%	18.4%	.0%	31.3%	.0%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JUL	AUG	SEP
Radju Malta	80	15	9	13	6	9	14	13	32	20	28
	4.4%	6.0%	3.5%	5.2%	2.3%	3.3%	5.3%	5.1%	5.1%	3.3%	4.7%
	100.0%	19.3%	11.2%	16.7%	8.1%	10.9%	17.1%	16.7%	39.6%	25.2%	35.2%
Radju Parlament 106.6	1	0	0	0	0	0	1	0	0	1	0
	.1%	.0%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.2%	.0%
	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%
Magic Radio	89	13	11	11	13	13	12	16	24	44	21
	4.9%	4.9%	4.3%	4.4%	4.5%	5.1%	4.7%	6.1%	3.9%	7.2%	3.4%
	100.0%	14.4%	12.2%	12.7%	14.4%	14.8%	13.6%	17.8%	27.1%	49.7%	23.2%
ONE Radio	121	18	13	14	16	18	26	16	37	51	32
	6.6%	6.9%	4.9%	5.6%	5.5%	7.0%	10.1%	6.2%	6.1%	8.3%	5.4%
	100.0%	14.9%	10.4%	11.8%	13.0%	15.0%	21.7%	13.3%	30.9%	42.3%	26.8%
Radio 101	39	3	5	6	7	9	7	3	20	12	7
	2.1%	1.1%	1.9%	2.2%	2.5%	3.4%	2.8%	1.1%	3.2%	2.0%	1.2%
	100.0%	7.2%	12.2%	14.3%	17.9%	22.6%	18.6%	7.3%	50.7%	31.2%	18.0%
Bay Radio	209	25	35	25	42	30	29	24	74	61	74
	11.4%	9.5%	13.5%	9.8%	14.8%	11.4%	11.2%	9.4%	12.1%	9.9%	12.2%
	100.0%	11.8%	16.5%	12.0%	20.1%	14.3%	13.9%	11.6%	35.5%	29.2%	35.2%
Calypso Radio	113	16	16	14	20	20	14	13	40	34	39
	6.1%	6.0%	6.2%	5.5%	7.2%	7.7%	5.2%	5.0%	6.5%	5.5%	6.5%
	100.0%	13.9%	14.0%	12.6%	18.1%	17.8%	12.0%	11.5%	35.2%	30.0%	34.7%
RTK	62	10	8	13	3	14	5	10	22	21	19
	3.4%	3.9%	3.0%	5.0%	.9%	5.3%	2.1%	3.9%	3.6%	3.5%	3.1%
	100.0%	16.1%	12.3%	20.6%	4.3%	22.0%	8.6%	16.1%	35.5%	34.2%	30.3%
Smash Radio	30	6	7	3	6	3	3	1	11	12	7
	1.6%	2.5%	2.6%	1.2%	2.0%	1.3%	1.2%	.5%	1.8%	1.9%	1.1%
	100.0%	21.7%	22.0%	10.8%	19.1%	11.2%	10.8%	4.3%	37.1%	40.0%	22.9%
Radju Marija	70	11	9	15	6	14	10	6	30	16	24
	3.8%	4.2%	3.4%	6.0%	2.1%	5.3%	3.7%	2.3%	4.9%	2.5%	4.0%
	100.0%	15.4%	12.6%	21.8%	8.5%	19.7%	13.6%	8.4%	43.4%	22.4%	34.2%
Campus FM	15	1	2	4	2	2	4	0	5	5	5
	.8%	.4%	.8%	1.7%	.8%	.8%	1.5%	.0%	.8%	.8%	.9%
	100.0%	7.1%	12.6%	27.5%	14.9%	12.9%	25.0%	.0%	32.7%	32.7%	34.5%
Vibe FM	79	16	8	13	11	10	6	14	20	32	26
	4.3%	6.3%	3.2%	5.1%	4.0%	3.7%	2.2%	5.5%	3.2%	5.3%	4.4%
	100.0%	20.8%	10.3%	16.6%	14.4%	12.4%	7.3%	18.2%	25.3%	41.2%	33.5%
XFM	45	10	6	2	9	7	5	5	12	18	15
	2.4%	3.7%	2.5%	.9%	3.1%	2.8%	2.1%	1.9%	1.9%	2.9%	2.6%
	100.0%	21.6%	14.4%	5.1%	19.7%	16.2%	12.1%	11.0%	26.1%	39.4%	34.5%
Community Radio Stations	22	2	4	3	4	2	3	4	10	6	6
	1.2%	.7%	1.6%	1.2%	1.5%	.8%	1.2%	1.5%	1.6%	1.0%	1.1%
	100.0%	7.7%	18.5%	14.0%	19.2%	9.2%	13.7%	17.7%	44.7%	26.7%	28.6%
Other Radio Station	6	1	0	1	0	1	0	3	1	1	4
	.3%	.4%	.0%	.4%	.0%	.3%	.0%	1.2%	.2%	.2%	.7%
	100.0%	17.5%	.0%	15.9%	.0%	15.4%	.0%	51.3%	15.9%	15.9%	68.3%
No particular radio station	67	10	11	9	10	12	6	11	20	8	39
	3.7%	3.7%	4.3%	3.5%	3.4%	4.5%	2.2%	4.1%	3.2%	1.4%	6.5%
	100.0%	14.2%	16.3%	13.3%	14.4%	17.4%	8.5%	15.9%	29.6%	12.6%	57.9%
Did not remember	6	0	2	2	0	0	2	0	2	2	2
	.3%	.0%	.7%	.8%	.0%	.0%	.8%	.0%	.3%	.3%	.4%
	100.0%	.0%	31.9%	33.8%	.0%	.0%	34.3%	.0%	31.0%	32.2%	36.8%
Did not listen to radio	775	103	112	104	127	98	112	120	254	269	252
	42.3%	39.6%	43.7%	40.9%	44.8%	37.4%	43.0%	46.2%	41.3%	43.6%	41.8%
	100.0%	13.3%	14.4%	13.5%	16.4%	12.6%	14.4%	15.5%	32.8%	34.6%	32.5%
No Response	5	1	0	1	1	0	1	0	1	2	1
	.2%	.3%	.0%	.5%	.5%	.0%	.4%	.0%	.2%	.3%	.2%
	100.0%	18.4%	.0%	28.0%	31.3%	.0%	22.3%	.0%	22.3%	46.4%	31.3%
Total	1835	260	256	255	284	261	260	259	615	616	603
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	13.9%	13.9%	15.5%	14.2%	14.2%	14.1%	33.5%	33.6%	32.9%

[Count; Col %; Row %]

[Base: No of Consumers and Time Spent]

TABLE 7.3.A: TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	99.53	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	99.53	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
6:00	0.000	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
6:30	0.000	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.51	100
7:00	0.338	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.17	100
7:30	0.338	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.17	100
8:00	0.338	0.881	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.807	97.97	100
8:30	0.338	0.881	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.807	97.97	100
9:00	0.640	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.000	0.823	97.68	100
9:30	0.640	0.386	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.000	0.823	97.68	100
10:00	0.640	0.386	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.402	1.671	96.07	100
10:30	0.640	0.386	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.402	1.671	96.07	100
11:00	0.338	0.881	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.411	0.000	0.467	0.000	2.087	95.45	100
11:30	0.338	0.881	0.000	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.411	0.000	0.467	0.000	2.087	95.45	100
NOON	0.816	0.881	0.337	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.000	0.732	96.41	100
12:30	0.816	0.881	0.337	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	0.000	0.732	96.41	100
1:00	1.077	1.207	1.601	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.406	0.000	1.463	94.25	100
1:30	1.077	1.207	1.658	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.302	0.000	0.000	0.406	0.000	1.463	93.89	100
2:00	1.077	1.533	1.223	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.686	0.389	0.000	0.000	0.326	0.996	93.77	100
2:30	1.413	1.533	1.618	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.384	0.389	0.000	0.000	0.326	0.996	93.34	100
3:00	1.884	1.207	0.780	0.361	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.785	0.800	0.478	0.000	0.000	1.313	92.09	100
3:30	1.884	1.207	0.780	0.361	0.000	0.000	0.000	0.302	0.000	0.000	0.000	0.785	0.800	0.478	0.000	0.000	1.313	92.09	100
4:00	2.359	1.207	0.395	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.384	0.806	0.478	0.000	0.000	0.767	93.24	100
4:30	2.359	1.207	0.395	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.384	0.806	0.478	0.000	0.000	0.767	93.24	100
5:00	1.941	1.207	0.395	0.307	0.000	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.395	1.170	93.70	100
5:30	1.557	1.544	0.395	0.307	0.000	0.495	0.000	0.000	0.000	0.439	0.000	0.000	0.000	0.478	0.000	0.395	1.170	93.22	100
6:00	2.409	1.869	0.731	0.307	0.000	0.495	0.000	0.000	0.000	0.000	0.000	0.000	0.389	0.937	0.000	0.812	1.846	90.20	100
6:30	2.409	1.869	0.731	0.307	0.000	0.495	0.000	0.337	0.000	0.000	0.000	0.386	0.389	0.937	0.000	1.149	1.846	89.14	100
7:00	2.663	2.696	0.639	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	0.386	0.000	0.459	0.000	1.149	2.865	88.81	100
7:30	2.984	4.690	0.639	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.000	0.000	0.000	0.459	0.000	1.149	2.442	87.30	100
7:45	2.984	4.690	2.704	0.000	0.000	0.000	0.000	0.337	0.000	0.000	0.406	0.000	0.000	0.459	0.000	1.149	2.779	84.49	100
8:00	9.499	4.353	3.870	0.000	0.000	0.337	0.000	0.000	0.000	0.000	0.406	0.439	1.246	0.827	0.000	1.149	3.896	73.98	100
8:30	4.949	5.612	2.709	0.000	0.337	0.337	0.000	0.731	0.321	0.000	0.753	0.927	1.090	0.827	0.000	0.754	3.059	77.59	100
9:00	4.243	5.599	1.745	0.000	0.337	0.337	0.000	1.126	0.961	0.000	1.629	1.366	2.864	0.416	0.000	0.754	4.172	74.45	100
9:30	4.243	4.616	1.350	0.000	0.337	0.337	0.000	0.789	0.961	0.000	1.235	0.877	2.563	0.417	0.000	0.754	4.172	77.35	100
10:00	2.041	2.600	0.338	0.000	0.337	0.000	0.000	0.789	0.961	0.000	0.833	0.877	2.310	0.417	0.000	0.337	3.767	84.39	100
10:30	1.232	1.921	0.000	0.000	0.000	0.000	0.000	0.395	0.321	0.000	0.833	0.439	2.310	0.000	0.000	0.337	3.039	89.17	100
11:00	0.326	1.200	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.013	0.000	0.000	0.337	1.255	95.87	100
11:30	0.326	1.200	0.417	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.013	0.406	0.000	0.337	0.778	95.52	100
Avg.	1.29	1.33	0.53	0.10	0.03	0.07	0.00	0.12	0.07	0.01	0.12	0.19	0.42	0.18	0.09	0.25	1.23	93.96	
Max.	9.50	5.61	3.87	0.36	0.34	0.49	0.00	1.13	0.96	0.44	1.63	1.37	2.86	0.94	0.47	1.15	4.17	100.0	
Std.	1.74	1.52	0.85	0.16	0.09	0.16	0.00	0.26	0.24	0.06	0.34	0.33	0.73	0.29	0.19	0.39	1.22	6.88	

TABLE 7.3.B: TV AUDIENCES - TUESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.342	99.66	100
7:30	0.358	0.000	0.342	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	98.57	100
8:00	0.358	0.000	0.342	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	98.57	100
8:30	0.358	0.000	0.342	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	98.57	100
9:00	0.000	1.108	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	98.16	100
9:30	0.366	1.108	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	97.79	100
10:00	0.366	0.701	0.000	0.000	0.000	0.423	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.733	97.78	100
10:30	0.366	0.701	0.000	0.000	0.000	0.423	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.733	97.47	100
11:00	0.366	0.306	0.326	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.733	97.96	100
11:30	0.366	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.733	98.29	100
NOON	0.725	0.000	0.306	0.000	0.000	0.000	0.000	0.312	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	1.134	97.22	100
12:30	0.358	0.000	0.637	0.000	0.000	0.000	0.000	0.312	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	1.134	97.25	100
1:00	0.358	0.412	1.110	0.000	0.000	0.000	0.330	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	1.134	96.35	100
1:30	0.358	0.412	1.110	0.000	0.000	0.000	0.330	0.342	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	1.134	96.01	100
2:00	0.306	0.743	1.111	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.696	0.000	0.000	0.000	0.326	0.786	95.73	100
2:30	0.306	0.743	1.111	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.696	0.000	0.000	0.000	0.326	0.786	95.73	100
3:00	0.000	1.309	0.637	0.000	0.000	0.000	0.000	0.412	0.000	0.000	0.306	0.696	0.978	0.000	0.000	0.326	1.186	94.15	100
3:30	0.000	1.710	0.637	0.000	0.000	0.000	0.000	0.412	0.000	0.000	0.306	0.306	0.978	0.000	0.000	0.326	1.186	94.14	100
4:00	1.479	1.651	0.637	0.000	0.000	0.342	0.000	0.724	0.000	0.000	0.306	0.000	0.978	0.000	0.000	0.326	3.145	90.41	100
4:30	1.479	1.651	0.637	0.000	0.000	0.342	0.000	0.724	0.000	0.000	0.306	0.000	0.978	0.000	0.000	0.326	3.145	90.41	100
5:00	1.149	1.309	0.331	0.330	0.000	0.342	0.000	0.000	0.000	0.000	0.802	0.000	1.452	0.000	0.000	0.656	1.271	92.36	100
5:30	1.149	1.309	0.331	0.330	0.000	0.342	0.000	0.000	0.000	0.000	0.306	0.000	1.452	0.000	0.000	0.656	1.271	92.85	100
6:00	0.805	1.309	0.642	0.000	0.000	0.000	0.000	0.502	0.000	0.000	0.306	0.342	1.926	0.422	0.000	0.967	1.314	91.46	100
6:30	0.331	1.309	0.642	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.306	0.000	1.926	0.422	0.000	0.967	1.314	92.78	100
7:00	0.637	1.966	0.973	0.000	0.000	0.000	0.000	0.720	0.000	0.000	0.637	0.502	1.926	0.422	0.412	1.298	2.562	87.95	100
7:30	1.084	5.042	1.374	0.000	0.000	0.000	0.000	0.720	0.330	0.000	0.637	0.502	1.987	0.422	0.412	1.298	2.562	83.63	100
7:45	1.084	5.042	2.799	0.000	0.000	0.000	0.000	0.390	0.330	0.000	0.943	0.502	1.987	0.422	0.412	1.298	2.893	81.90	100
8:00	10.766	5.262	3.494	0.000	0.000	0.342	0.000	1.026	0.000	0.000	0.943	0.828	1.513	0.422	0.412	0.987	2.806	71.20	100
8:30	9.582	5.420	2.432	0.000	0.000	0.342	0.000	2.261	0.000	0.000	0.967	1.553	1.925	1.208	0.412	0.987	4.912	68.00	100
9:00	8.396	4.482	1.012	0.000	0.000	0.422	0.000	2.591	1.263	0.000	1.254	1.961	3.922	1.574	0.000	0.326	6.230	66.57	100
9:30	7.004	3.350	1.356	0.000	0.000	0.728	0.000	2.591	1.263	0.000	1.254	1.961	4.368	1.152	0.000	0.821	5.454	68.70	100
10:00	3.358	1.838	1.356	0.000	0.000	0.664	0.000	1.935	1.263	0.000	1.254	1.635	2.945	1.154	0.000	0.496	6.438	75.66	100
10:30	1.628	1.497	1.050	0.000	0.000	0.664	0.000	1.433	0.840	0.000	0.943	0.897	2.945	0.790	0.000	0.000	5.802	81.51	100
11:00	0.955	1.166	0.343	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.637	0.806	1.168	0.423	0.000	0.343	3.609	90.15	100
11:30	0.000	0.000	0.343	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.637	0.806	0.857	0.401	0.000	0.343	3.298	92.92	100
Avg.	1.15	1.08	0.57	0.01	0.00	0.11	0.01	0.36	0.12	0.00	0.32	0.30	0.74	0.19	0.04	0.27	1.60	93.12	
Max.	10.77	5.42	3.49	0.33	0.00	0.73	0.33	2.59	1.26	0.00	1.25	1.96	4.37	1.57	0.41	1.30	6.44	99.66	
Std.	2.46	1.54	0.76	0.07	0.00	0.21	0.07	0.68	0.33	0.00	0.38	0.53	1.12	0.38	0.13	0.41	1.70	9.20	

TABLE 7.3.C: TV AUDIENCES - WEDNESDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.418	99.58	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
9:00	0.755	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.000	98.85	100
9:30	1.087	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.000	98.52	100
10:00	0.674	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.331	0.000	0.000	0.343	98.26	100
10:30	0.674	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.331	0.000	0.000	0.000	98.21	100
11:00	0.343	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.307	98.56	100
11:30	0.343	0.392	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.649	98.22	100
NOON	0.343	0.392	0.413	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	98.51	100
12:30	0.343	0.000	0.413	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.343	98.90	100
1:00	0.343	0.000	1.848	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.390	0.000	0.442	0.000	0.000	0.343	96.29	100
1:30	0.343	0.402	1.848	0.343	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.390	0.000	0.442	0.000	0.365	0.343	95.52	100
2:00	0.343	0.733	1.848	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.413	1.462	0.000	0.442	0.000	0.365	1.205	93.19	100
2:30	0.343	0.733	1.457	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.413	1.462	0.000	0.442	0.000	0.757	0.863	93.53	100
3:00	0.343	0.332	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.413	1.812	0.000	0.331	0.000	0.757	2.436	93.25	100
3:30	0.710	0.332	0.331	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.413	1.812	0.000	0.331	0.000	0.365	2.436	93.27	100
4:00	0.710	0.722	0.644	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.728	0.000	0.331	0.000	0.000	2.703	93.16	100
4:30	0.710	0.722	0.644	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.369	0.000	0.331	0.000	0.000	2.311	93.91	100
5:00	1.052	1.114	0.331	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.945	0.000	0.331	0.000	0.000	1.485	94.33	100
5:30	1.052	1.421	0.332	0.000	0.000	0.000	0.000	0.408	0.000	0.000	0.000	0.945	0.000	0.331	0.000	0.000	1.485	94.03	100
6:00	0.710	1.491	0.745	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.727	0.000	0.000	1.856	94.47	100
6:30	0.710	1.491	0.745	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.727	0.000	0.000	1.856	94.47	100
7:00	0.710	2.508	0.332	0.000	0.000	0.000	0.000	1.160	0.000	0.000	0.343	0.000	0.000	0.331	0.000	0.000	3.151	91.47	100
7:30	1.063	5.867	0.332	0.000	0.000	0.000	0.000	1.160	0.000	0.000	0.735	0.000	0.000	0.331	0.000	0.392	3.995	86.13	100
7:45	1.063	5.466	0.674	0.000	0.000	0.000	0.000	1.160	0.000	0.000	0.735	0.401	0.000	0.331	0.000	0.392	3.995	85.78	100
8:00	7.914	4.893	0.332	0.000	0.000	0.000	0.000	2.412	0.000	0.000	1.183	1.207	0.486	0.750	0.000	1.031	4.482	75.31	100
8:30	6.887	6.671	0.332	0.000	0.000	0.000	0.000	2.799	0.000	0.000	1.565	1.500	0.894	1.174	0.442	0.638	4.795	72.30	100
9:00	4.912	7.196	0.807	0.000	0.000	0.000	0.000	2.503	0.000	0.000	1.193	3.085	1.290	0.820	0.442	0.307	5.913	71.53	100
9:30	4.570	5.662	0.842	0.000	0.000	0.000	0.000	2.139	0.000	0.000	0.862	3.486	1.290	0.820	0.442	0.307	6.696	72.88	100
10:00	3.342	3.150	1.250	0.000	0.000	0.000	0.000	1.737	0.000	0.503	0.862	3.545	2.211	0.825	0.000	0.307	5.139	77.13	100
10:30	1.177	1.626	0.883	0.000	0.000	0.000	0.000	1.370	0.000	0.503	0.862	2.380	1.317	0.825	0.000	0.307	4.203	84.55	100
11:00	0.446	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.000	1.244	0.497	0.767	0.000	0.000	2.763	93.78	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.000	0.402	0.497	0.767	0.000	0.000	2.763	95.07	100
Avg.	0.90	1.10	0.36	0.01	0.00	0.00	0.00	0.35	0.00	0.04	0.20	0.65	0.17	0.28	0.03	0.13	1.42	94.35	
Max.	7.91	7.20	1.85	0.34	0.00	0.00	0.00	2.80	0.00	0.50	1.56	3.55	2.21	1.17	0.44	1.03	6.70	100.0	
Std.	1.70	1.97	0.53	0.07	0.00	0.00	0.00	0.76	0.00	0.14	0.39	0.95	0.46	0.33	0.11	0.25	1.85	8.03	

TABLE 7.3.D: TV AUDIENCES - THURSDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	99.57	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.276	99.72	100
7:30	0.330	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.276	99.39	100
8:00	0.330	0.592	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.607	98.04	100
8:30	0.330	0.592	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.607	98.04	100
9:00	0.000	0.997	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	1.027	97.55	100
9:30	0.368	0.997	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	1.027	97.18	100
10:00	0.368	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.291	97.64	100
10:30	0.368	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.291	97.64	100
11:00	0.368	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.751	98.18	100
11:30	0.000	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.330	98.97	100
NOON	0.000	1.027	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.702	97.97	100
12:30	0.000	1.027	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.298	0.000	0.000	0.000	0.000	0.000	0.702	97.97	100
1:00	0.000	1.320	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.420	0.000	0.298	0.960	96.65	100
1:30	0.298	1.027	0.356	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.294	0.276	0.000	0.420	0.000	0.298	0.960	96.07	100
2:00	0.298	1.027	0.650	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.294	0.627	0.437	0.427	0.000	0.651	0.607	94.98	100
2:30	0.000	1.027	0.650	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.627	0.437	0.427	0.000	0.298	0.607	95.93	100
3:00	0.000	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.351	0.351	0.381	0.427	0.000	0.298	1.027	96.47	100
3:30	0.000	0.699	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.351	0.351	0.000	0.427	0.000	0.298	1.027	96.85	100
4:00	0.000	1.915	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.645	0.000	0.356	0.000	0.000	0.000	1.147	95.94	100
4:30	0.000	1.768	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.645	0.000	0.356	0.000	0.000	0.000	1.457	95.77	100
5:00	0.308	2.121	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.783	0.427	0.000	0.000	1.839	94.52	100
5:30	0.308	2.429	0.000	0.281	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.059	0.427	0.000	0.000	1.604	93.89	100
6:00	0.308	2.429	0.000	0.000	0.351	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.059	0.427	0.371	0.000	3.317	91.74	100
6:30	0.308	2.121	0.000	0.000	0.351	0.000	0.000	0.368	0.000	0.000	0.000	0.000	1.059	0.427	0.371	0.000	3.288	91.71	100
7:00	1.848	1.774	0.000	0.000	0.000	0.000	0.294	0.000	0.000	0.000	0.351	0.000	1.443	0.000	0.000	0.592	2.787	90.91	100
7:30	1.420	5.084	0.686	0.000	0.000	0.000	0.000	0.368	0.000	0.000	0.351	0.000	1.075	0.000	0.405	0.592	2.838	87.18	100
7:45	1.420	4.679	0.966	0.000	0.000	0.000	0.000	0.368	0.298	0.000	0.351	0.000	1.075	0.000	0.000	0.943	2.838	87.06	100
8:00	7.165	4.552	1.265	0.000	0.000	0.000	0.000	0.805	0.298	0.000	0.756	0.368	1.030	1.255	0.356	1.527	3.000	77.62	100
8:30	8.034	5.354	0.860	0.000	0.000	0.000	0.000	1.187	0.557	0.000	0.756	0.729	1.328	1.640	0.000	1.145	3.476	74.94	100
9:00	6.048	5.223	0.873	0.000	0.000	0.000	0.000	1.187	0.860	0.000	0.351	1.910	2.678	2.041	0.356	0.294	5.394	72.78	100
9:30	5.472	3.514	0.294	0.000	0.000	0.000	0.000	1.043	1.169	0.000	0.351	2.272	3.105	2.041	0.356	0.000	6.353	74.03	100
10:00	3.259	3.233	0.000	0.000	0.000	0.000	0.000	0.661	1.169	0.000	0.772	1.904	3.105	2.039	0.356	0.000	4.897	78.60	100
10:30	2.977	2.937	0.000	0.000	0.000	0.000	0.000	0.970	0.584	0.382	0.000	1.543	2.668	2.039	0.356	0.000	3.800	81.74	100
11:00	1.085	0.361	0.000	0.000	0.000	0.000	0.000	0.294	0.308	0.382	0.000	0.447	0.382	1.735	0.356	0.351	0.689	93.61	100
11:30	0.733	0.361	0.398	0.000	0.000	0.000	0.000	0.000	0.000	0.382	0.000	0.447	0.000	1.307	0.000	0.000	0.000	96.37	100
Avg.	0.89	1.30	0.15	0.01	0.01	0.00	0.01	0.15	0.11	0.02	0.15	0.24	0.54	0.41	0.07	0.15	1.28	94.51	
Max.	8.03	5.35	1.26	0.28	0.35	0.00	0.29	1.19	1.17	0.38	0.77	2.27	3.11	2.04	0.40	1.53	6.35	100.0	
Std.	1.90	1.56	0.31	0.04	0.07	0.00	0.04	0.33	0.28	0.09	0.24	0.54	0.82	0.64	0.14	0.33	1.56	7.51	

TABLE 7.3.E: TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	99.38	100
7:30	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.300	99.38	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.700	99.30	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.700	99.30	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.359	0.000	99.64	100
9:30	0.324	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.359	0.000	99.32	100
10:00	0.324	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.37	100
10:30	0.324	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.37	100
11:00	0.324	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.000	0.400	98.65	100
11:30	0.000	0.000	0.000	0.306	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.694	0.400	98.60	100
NOON	0.000	0.300	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.300	1.583	97.17	100
12:30	0.000	0.300	0.325	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.300	1.583	96.77	100
1:00	0.000	0.300	1.214	0.000	0.000	0.000	0.000	1.183	0.000	0.000	0.000	0.000	0.324	0.000	0.000	0.335	1.584	95.06	100
1:30	0.000	0.625	1.214	0.000	0.000	0.000	0.000	0.400	0.000	0.000	0.000	0.300	0.324	0.000	0.000	0.335	1.184	95.62	100
2:00	0.000	0.625	1.214	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.024	0.000	0.357	0.000	0.335	1.651	94.79	100
2:30	0.000	0.625	1.214	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.724	0.000	0.357	0.000	0.000	1.651	95.43	100
3:00	0.000	0.625	0.414	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.106	0.000	0.357	0.000	0.000	2.051	95.45	100
3:30	0.000	0.625	0.414	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.106	0.000	0.000	0.000	0.000	2.129	95.73	100
4:00	1.441	0.325	0.807	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.782	0.000	0.000	0.000	0.000	2.000	94.65	100
4:30	1.441	0.325	0.807	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.382	0.000	0.393	0.000	0.000	1.600	95.05	100
5:00	1.041	0.000	1.200	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.475	0.393	0.000	0.000	1.213	95.68	100
5:30	1.041	0.000	1.200	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.475	0.393	0.000	0.000	1.213	95.36	100
6:00	0.720	0.752	0.807	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.475	0.744	0.000	0.000	0.799	95.70	100
6:30	0.720	1.104	0.807	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.475	0.744	0.000	0.000	0.799	95.35	100
7:00	0.720	1.941	1.247	0.000	0.000	0.000	0.000	0.387	0.000	0.000	0.000	0.000	1.708	0.744	0.000	0.000	1.354	91.90	100
7:30	0.720	4.641	2.038	0.000	0.000	0.000	0.000	0.824	0.000	0.000	0.000	0.000	1.708	0.744	0.000	0.000	1.354	87.97	100
7:45	0.801	4.284	2.420	0.000	0.000	0.000	0.000	0.824	0.000	0.000	0.000	0.324	1.708	0.744	0.000	0.000	0.972	87.92	100
8:00	5.542	3.232	2.817	0.000	0.000	0.000	0.000	0.923	0.000	0.000	0.000	0.624	1.656	0.744	0.000	0.000	2.864	81.60	100
8:30	6.073	2.972	2.818	0.000	0.000	0.335	0.000	1.970	0.393	0.000	0.000	0.636	1.656	0.744	0.000	0.000	4.426	77.98	100
9:00	4.858	2.621	2.197	0.000	0.000	0.335	0.000	2.340	0.624	0.000	0.305	1.472	3.687	1.183	0.000	0.000	7.363	73.01	100
9:30	3.353	2.621	2.197	0.000	0.000	0.655	0.000	1.912	0.624	0.000	0.305	1.472	3.607	0.790	0.000	0.000	6.567	75.90	100
10:00	3.487	2.065	1.891	0.000	0.000	0.655	0.000	1.080	0.319	0.000	0.000	1.472	1.637	1.190	0.000	0.000	5.214	80.99	100
10:30	3.052	1.439	1.586	0.000	0.000	0.335	0.000	0.735	0.319	0.000	0.393	1.472	1.301	1.190	0.000	0.000	4.328	83.85	100
11:00	1.663	0.325	0.325	0.000	0.000	0.335	0.000	0.735	0.319	0.400	0.000	1.936	0.306	0.439	0.000	0.000	0.815	92.40	100
11:30	0.000	0.728	0.325	0.000	0.000	0.335	0.000	0.335	0.000	0.400	0.000	1.499	0.306	0.439	0.000	0.000	0.815	94.82	100
Avg.	0.77	0.68	0.65	0.04	0.00	0.06	0.00	0.29	0.05	0.02	0.02	0.33	0.47	0.26	0.00	0.06	1.22	95.07	
Max.	6.07	4.64	2.82	0.32	0.00	0.65	0.00	2.34	0.62	0.40	0.39	1.94	3.69	1.19	0.00	0.69	7.36	100.0	
Std.	1.49	1.16	0.85	0.11	0.00	0.16	0.00	0.57	0.15	0.08	0.08	0.56	0.87	0.37	0.00	0.15	1.70	6.91	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
0:30	0.394	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.61	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	99.53	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	99.53	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.467	99.53	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
7:00	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
7:30	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.477	99.20	100
8:00	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.783	0.000	0.000	0.000	98.89	100
8:30	0.000	0.325	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.783	0.000	0.000	0.000	98.89	100
9:00	0.000	0.627	0.803	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.783	0.546	0.000	0.459	96.37	100
9:30	0.000	0.627	0.803	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.783	0.546	0.000	0.459	96.37	100
10:00	0.301	0.627	0.803	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.866	0.000	0.000	0.000	96.99	100
10:30	0.301	1.015	0.803	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.389	0.000	0.000	0.000	97.08	100
11:00	0.301	1.404	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.389	0.000	0.000	0.358	96.77	100
11:30	0.301	1.404	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.389	0.000	0.000	0.358	96.77	100
NOON	0.000	1.102	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.799	0.000	0.000	1.260	96.84	100
12:30	0.000	1.102	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.744	0.799	0.000	0.000	1.260	96.09	100
1:00	0.000	1.591	1.570	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.150	0.783	0.000	0.000	2.412	92.49	100
1:30	0.000	1.591	1.570	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.150	0.783	0.000	0.000	3.223	91.68	100
2:00	0.326	1.041	1.191	0.000	0.000	0.000	0.389	0.394	0.441	0.000	0.000	0.000	1.556	1.474	0.000	0.000	3.530	89.66	100
2:30	0.326	0.720	1.527	0.000	0.000	0.000	0.389	0.394	0.441	0.000	0.000	0.000	1.250	1.474	0.000	0.000	3.831	89.65	100
3:00	0.000	1.208	0.868	0.000	0.000	0.000	0.389	0.000	0.000	0.000	0.000	0.000	1.250	1.168	0.000	0.337	3.202	91.58	100
3:30	0.338	1.208	0.868	0.000	0.000	0.000	0.389	0.000	0.000	0.000	0.000	0.000	1.250	1.168	0.000	0.337	3.202	91.24	100
4:00	1.470	1.509	0.401	0.000	0.000	0.000	0.389	0.984	0.000	0.000	0.000	0.590	1.677	1.168	0.000	0.000	3.851	87.96	100
4:30	1.470	1.835	0.401	0.000	0.000	0.000	0.389	0.984	0.000	0.000	0.000	0.590	1.677	1.168	0.000	0.000	3.851	87.64	100
5:00	1.771	2.381	0.401	0.000	0.000	0.000	0.000	0.984	0.000	0.000	0.000	0.590	1.677	1.075	0.000	0.000	2.895	88.23	100
5:30	2.166	2.193	0.401	0.000	0.000	0.000	0.000	0.546	0.000	0.000	0.000	0.590	1.271	1.075	0.000	0.000	2.895	88.86	100
6:00	2.572	2.251	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.389	1.596	0.774	0.000	0.000	1.592	90.83	100
6:30	1.905	1.673	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.389	1.596	0.774	0.000	0.000	1.115	92.55	100
7:00	1.616	2.580	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.709	1.261	0.774	0.000	0.000	1.609	91.45	100
7:30	0.687	6.026	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.709	1.261	0.774	0.000	0.000	1.609	88.60	100
7:45	0.687	5.725	0.361	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.337	0.709	1.261	0.774	0.000	0.000	1.609	88.54	100
8:00	6.939	3.654	0.686	0.000	0.000	0.000	0.000	0.814	0.000	0.000	0.337	1.067	1.261	1.212	0.000	0.000	2.879	81.15	100
8:30	4.495	3.756	0.325	0.000	0.000	0.000	0.000	2.331	0.488	0.000	0.337	1.374	1.261	1.212	0.000	0.000	3.978	80.44	100
9:00	3.680	3.334	0.325	0.000	0.000	0.000	0.000	3.118	0.796	0.000	0.775	1.359	2.084	0.827	0.000	0.000	4.927	78.78	100
9:30	2.965	3.334	0.325	0.000	0.000	0.000	0.000	3.118	0.796	0.000	0.775	1.359	1.240	0.827	0.000	0.000	4.543	80.72	100
10:00	2.164	2.202	0.709	0.000	0.000	0.000	0.000	2.781	0.796	0.000	0.438	1.038	0.852	1.287	0.000	0.000	2.797	84.94	100
10:30	0.706	1.214	0.709	0.000	0.000	0.000	0.000	1.501	0.301	0.000	0.438	1.038	1.253	1.287	0.000	0.321	2.436	88.80	100
11:00	0.000	0.401	0.000	0.000	0.000	0.000	0.000	0.787	0.301	0.000	0.438	0.306	0.852	0.926	0.000	0.321	2.549	93.12	100
11:30	0.896	0.401	0.000	0.000	0.000	0.000	0.000	0.401	0.000	0.000	0.000	0.306	0.852	0.926	0.000	0.000	1.232	94.99	100
Avg.	0.80	1.25	0.34	0.00	0.00	0.00	0.05	0.39	0.09	0.00	0.09	0.27	0.69	0.62	0.02	0.03	1.47	93.91	
Max.	6.94	6.03	1.57	0.00	0.00	0.00	0.39	3.12	0.80	0.00	0.77	1.37	2.08	1.47	0.55	0.34	4.93	100.0	
Std.	1.39	1.43	0.46	0.00	0.00	0.00	0.13	0.82	0.22	0.00	0.20	0.43	0.66	0.49	0.11	0.09	1.53	6.10	

TABLE 7.3.G: TV AUDIENCES - SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.479	0.000	0.000	0.000	0.000	99.52	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.479	0.000	0.000	0.000	0.000	99.52	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100.0	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	99.68	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	99.68	100
7:00	0.496	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
7:30	0.496	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.50	100
8:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.433	98.57	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.433	98.57	100
9:00	0.337	0.895	0.468	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.130	97.17	100
9:30	0.337	0.348	0.468	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.402	0.000	0.000	0.000	0.000	0.793	97.65	100
10:00	0.984	0.650	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.402	0.000	0.000	0.000	0.000	1.205	96.76	100
10:30	0.337	0.650	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.205	97.81	100
11:00	0.664	0.650	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.798	97.16	100
11:30	0.664	0.650	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.798	97.16	100
NOON	0.653	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.418	0.000	0.000	0.000	1.188	96.71	100
12:30	0.653	0.724	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.307	0.000	0.808	0.000	0.000	0.000	1.188	96.32	100
1:00	0.979	1.131	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.407	0.835	0.000	0.000	0.000	0.776	95.87	100
1:30	0.979	1.457	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.407	0.835	0.000	0.000	0.000	0.776	95.55	100
2:00	0.339	1.358	0.000	0.000	0.000	0.000	0.000	0.817	0.000	0.000	0.000	0.407	0.858	0.418	0.000	0.686	1.420	93.70	100
2:30	0.339	1.358	0.000	0.000	0.000	0.000	0.000	0.817	0.000	0.000	0.000	0.407	0.858	0.418	0.000	0.686	1.420	93.70	100
3:00	0.717	1.595	0.468	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.728	1.330	0.000	0.000	0.686	2.207	91.93	100
3:30	0.717	1.595	0.468	0.000	0.000	0.000	0.000	0.339	0.000	0.000	0.000	0.728	1.330	0.000	0.000	0.686	2.207	91.93	100
4:00	0.479	1.903	0.468	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.706	0.418	0.000	0.000	0.327	2.420	93.28	100
4:30	0.920	1.903	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.706	0.418	0.000	0.000	0.327	2.420	93.31	100
5:00	1.268	1.269	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.327	3.446	92.93	100
5:30	0.686	1.655	0.339	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.418	0.000	0.000	0.327	2.439	94.14	100
6:00	1.466	1.032	0.339	0.000	0.000	0.000	0.000	0.000	0.489	0.000	0.000	0.402	0.000	0.000	0.000	0.327	1.876	94.07	100
6:30	1.466	1.032	0.339	0.000	0.000	0.000	0.000	0.395	0.489	0.000	0.000	0.402	0.000	0.000	0.000	0.327	1.398	94.15	100
7:00	1.205	2.606	0.339	0.396	0.000	0.000	0.000	0.395	0.000	0.000	0.000	0.000	0.417	0.874	0.000	0.327	1.898	91.54	100
7:30	1.205	2.220	0.647	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.417	0.874	0.000	0.629	1.963	92.05	100
7:45	1.205	2.220	1.033	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.417	0.874	0.000	0.931	1.576	91.75	100
8:00	8.978	1.918	1.392	0.000	0.000	0.000	0.000	0.489	0.354	0.000	0.359	0.327	0.000	1.770	0.000	1.233	2.324	80.86	100
8:30	8.142	2.639	1.006	0.000	0.000	0.000	0.000	1.601	0.354	0.000	0.359	0.327	0.390	1.770	0.000	1.233	3.028	79.15	100
9:00	6.600	1.367	1.114	0.000	0.000	0.000	0.000	1.601	0.354	0.000	0.359	1.538	0.692	1.292	0.000	0.604	4.922	79.56	100
9:30	6.824	0.971	1.604	0.000	0.000	0.000	0.000	1.601	0.354	0.000	0.685	1.538	0.994	1.292	0.000	0.302	4.520	79.32	100
10:00	5.044	0.645	2.135	0.000	0.000	0.000	0.000	1.601	0.000	0.000	0.685	0.722	1.406	0.756	0.000	0.000	3.892	83.11	100
10:30	4.718	0.645	2.165	0.000	0.000	0.000	0.000	0.896	0.000	0.000	0.326	0.326	1.489	0.756	0.000	0.000	3.808	84.87	100
11:00	1.367	0.327	1.273	0.000	0.000	0.000	0.000	0.489	0.000	0.000	0.326	0.326	1.100	0.337	0.000	0.000	2.029	92.43	100
11:30	0.327	0.327	0.468	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.798	0.337	0.000	0.000	1.722	96.02	100
Avg.	1.26	0.78	0.37	0.01	0.00	0.00	0.00	0.23	0.05	0.00	0.08	0.24	0.37	0.24	0.00	0.20	1.34	94.83	
Max.	8.98	2.64	2.16	0.40	0.00	0.00	0.00	1.60	0.49	0.00	0.69	1.54	1.49	1.77	0.00	1.23	4.92	100.0	
Std.	2.18	0.80	0.56	0.06	0.00	0.00	0.00	0.47	0.13	0.00	0.17	0.36	0.46	0.47	0.00	0.33	1.30	5.93	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

	TVM	ONE	NET TV	SMASH TV	EDUCATION 22	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.056	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.114	99.83	100
0:30	0.056	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.114	99.83	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.068	0.000	0.000	0.000	0.114	99.82	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.068	0.000	0.000	0.000	0.114	99.82	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.114	99.89	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.048	99.95	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.89	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.89	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.89	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.89	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.89	100
5:30	0.000	0.070	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.066	0.000	0.000	0.000	0.048	99.82	100
6:00	0.000	0.070	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.045	0.000	0.000	0.000	0.000	0.048	99.84	100
6:30	0.000	0.070	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.045	0.000	0.000	0.000	0.000	0.048	99.84	100
7:00	0.118	0.116	0.000	0.045	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.133	99.59	100
7:30	0.219	0.116	0.048	0.045	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	99.26	100
8:00	0.149	0.262	0.048	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.177	0.000	0.000	0.612	98.75	100
8:30	0.149	0.262	0.048	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.177	0.000	0.000	0.612	98.75	100
9:00	0.243	0.579	0.180	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.055	0.059	0.177	0.143	0.051	0.602	97.91	100
9:30	0.444	0.501	0.180	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.112	0.059	0.177	0.143	0.051	0.555	97.78	100
10:00	0.520	0.441	0.114	0.095	0.000	0.059	0.000	0.000	0.000	0.000	0.000	0.112	0.059	0.169	0.066	0.057	0.756	97.55	100
10:30	0.429	0.551	0.114	0.095	0.000	0.059	0.000	0.000	0.000	0.000	0.043	0.055	0.059	0.101	0.066	0.057	0.709	97.66	100
11:00	0.386	0.621	0.199	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.043	0.055	0.163	0.055	0.066	0.000	0.777	97.54	100
11:30	0.283	0.621	0.153	0.095	0.000	0.000	0.000	0.000	0.000	0.000	0.043	0.055	0.117	0.055	0.066	0.099	0.760	97.65	100
NOON	0.357	0.639	0.194	0.051	0.000	0.000	0.000	0.043	0.000	0.000	0.132	0.000	0.105	0.113	0.066	0.043	0.989	97.27	100
12:30	0.305	0.585	0.240	0.051	0.000	0.000	0.000	0.100	0.000	0.000	0.132	0.000	0.266	0.113	0.066	0.043	0.989	97.11	100
1:00	0.388	0.860	1.089	0.048	0.000	0.000	0.046	0.168	0.000	0.000	0.043	0.112	0.327	0.237	0.057	0.094	1.238	95.29	100
1:30	0.435	0.963	1.097	0.048	0.000	0.000	0.046	0.105	0.000	0.000	0.088	0.240	0.327	0.237	0.057	0.145	1.296	94.92	100
2:00	0.383	1.009	1.027	0.000	0.000	0.000	0.055	0.171	0.062	0.000	0.146	0.698	0.464	0.446	0.000	0.388	1.448	93.70	100
2:30	0.384	0.964	1.076	0.000	0.000	0.000	0.055	0.171	0.062	0.000	0.100	0.612	0.421	0.446	0.000	0.340	1.443	93.92	100
3:00	0.416	0.993	0.493	0.051	0.000	0.000	0.055	0.148	0.000	0.000	0.155	0.775	0.673	0.396	0.000	0.341	1.906	93.60	100
3:30	0.515	1.049	0.493	0.051	0.000	0.000	0.055	0.148	0.000	0.000	0.155	0.721	0.615	0.345	0.000	0.287	1.917	93.65	100
4:00	1.120	1.326	0.472	0.051	0.000	0.048	0.055	0.240	0.000	0.000	0.142	0.589	0.602	0.279	0.000	0.092	2.273	92.71	100
4:30	1.182	1.350	0.406	0.051	0.000	0.048	0.055	0.240	0.000	0.000	0.142	0.483	0.602	0.335	0.000	0.092	2.209	92.81	100
5:00	1.207	1.353	0.423	0.090	0.000	0.118	0.000	0.196	0.000	0.000	0.112	0.215	0.744	0.320	0.000	0.194	1.904	93.12	100
5:30	1.127	1.519	0.423	0.178	0.000	0.118	0.000	0.134	0.000	0.062	0.043	0.215	0.673	0.388	0.000	0.194	1.725	93.20	100
6:00	1.274	1.602	0.459	0.043	0.054	0.070	0.000	0.070	0.069	0.000	0.043	0.160	0.781	0.574	0.057	0.296	1.820	92.63	100
6:30	1.113	1.522	0.459	0.043	0.054	0.070	0.000	0.160	0.069	0.000	0.043	0.166	0.781	0.574	0.057	0.344	1.680	92.86	100
7:00	1.352	2.289	0.497	0.056	0.000	0.000	0.045	0.420	0.000	0.000	0.191	0.225	0.972	0.509	0.057	0.481	2.321	90.58	100
7:30	1.311	4.797	0.815	0.000	0.000	0.000	0.000	0.483	0.046	0.000	0.293	0.170	0.924	0.509	0.120	0.579	2.396	87.56	100
7:45	1.323	4.585	1.558	0.000	0.000	0.000	0.000	0.437	0.092	0.000	0.393	0.272	0.924	0.509	0.057	0.676	2.381	86.79	100
8:00	8.095	3.983	1.971	0.000	0.000	0.095	0.000	0.919	0.096	0.000	0.569	0.689	1.028	1.002	0.113	0.854	3.174	77.41	100
8:30	6.889	4.634	1.491	0.000	0.048	0.143	0.000	1.828	0.306	0.000	0.675	1.000	1.222	1.230	0.119	0.685	3.944	75.79	100
9:00	5.535	4.265	1.151	0.000	0.048	0.154	0.000	2.053	0.697	0.000	0.830	1.811	2.463	1.176	0.117	0.326	5.557	73.82	100
9:30	4.921	3.434	1.128	0.000	0.048	0.242	0.000	1.872	0.744	0.000	0.774	1.853	2.461	1.062	0.117	0.307	5.482	75.56	100
10:00	3.242	2.259	1.082	0.000	0.048	0.186	0.000	1.499	0.651	0.070	0.691	1.599	2.078	1.108	0.055	0.160	4.591	80.68	100
10:30	2.226	1.629	0.901	0.000	0.000	0.140	0.000	1.040	0.341	0.129	0.533	1.159	1.907	0.999	0.055	0.136	3.911	84.89	100
11:00	0.839	0.537	0.274	0.000	0.000	0.048	0.000	0.331	0.191	0.186	0.197	0.720	0.754	0.675	0.055	0.195	1.936	93.06	100
11:30	0.333	0.432	0.281	0.000	0.000	0.048	0.000	0.105	0.055	0.186	0.089	0.494	0.609	0.664	0.000	0.096	1.488	95.12	100
Avg.	1.01	1.08	0.42	0.03	0.01	0.03	0.01	0.27	0.07	0.01	0.14	0.32	0.49	0.31	0.04	0.16	1.36	94.26	
Max.	8.10	4.80	1.97	0.18	0.05	0.24	0.06	2.05	0.74	0.19	0.83	1.85	2.46	1.23	0.14	0.85	5.56	99.95	
Std.	1.77	1.36	0.50	0.04	0.02	0.06	0.02	0.52	0.18	0.04	0.22	0.48	0.63	0.36	0.05	0.21	1.43	7.09	

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	262	129	133	2	36	13	92	72	40	8	55	66	36	43	39	23
	14.3%	14.7%	14.0%	3.9%	11.0%	9.9%	15.6%	16.2%	17.7%	13.0%	15.5%	12.0%	13.2%	16.4%	15.6%	16.2%
ONE	100.0%	49.3%	50.7%	.8%	13.6%	5.0%	34.9%	27.3%	15.4%	3.0%	21.1%	25.0%	13.8%	16.5%	14.9%	8.8%
	166	73	93	10	15	2	42	54	31	12	40	44	27	21	19	15
	9.1%	8.3%	9.8%	17.4%	4.5%	1.5%	7.2%	12.3%	13.6%	19.4%	11.1%	8.1%	9.8%	7.9%	7.7%	10.7%
Net TV	100.0%	44.1%	55.9%	6.0%	8.8%	1.2%	25.5%	32.7%	18.7%	7.1%	23.8%	26.7%	16.2%	12.6%	11.6%	9.1%
	82	35	47	4	13	5	15	27	15	3	19	24	7	13	8	11
	4.5%	4.0%	4.9%	7.8%	4.1%	3.4%	2.5%	6.2%	6.7%	4.3%	5.3%	4.4%	2.7%	4.8%	3.3%	8.1%
Smash TV	100.0%	43.0%	57.0%	5.4%	16.3%	5.5%	17.9%	33.3%	18.5%	3.2%	22.9%	29.1%	8.8%	15.3%	10.0%	13.9%
	7	0	7	0	0	0	2	3	2	0	1	1	1	1	1	2
	.4%	.0%	.7%	.0%	.0%	.0%	.3%	.7%	.7%	.0%	.3%	.2%	.3%	.3%	.4%	1.7%
Education 22	100.0%	.0%	100.0%	.0%	.0%	.0%	28.4%	48.0%	23.6%	.0%	14.9%	12.7%	12.1%	12.2%	13.6%	34.6%
	2	0	2	0	0	0	1	1	0	0	0	1	0	1	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.2%	.2%	.0%	.0%	.0%	.2%	.0%	.4%	.0%	.0%
Favorite Channel	100.0%	.0%	100.0%	.0%	.0%	.0%	53.3%	46.7%	.0%	.0%	.0%	46.7%	.0%	53.3%	.0%	.0%
	9	2	6	0	1	1	2	2	2	0	1	4	1	0	2	1
	.5%	.3%	.7%	.0%	.3%	.8%	.4%	.6%	.8%	.0%	.3%	.7%	.3%	.0%	.7%	.6%
Calypso Music TV	100.0%	27.5%	72.5%	.0%	12.6%	12.5%	25.6%	28.9%	20.3%	.0%	12.6%	45.4%	9.7%	.0%	21.6%	10.7%
	3	0	3	0	0	1	0	2	0	0	0	1	1	1	0	0
	.1%	.0%	.3%	.0%	.0%	.8%	.0%	.4%	.0%	.0%	.0%	.2%	.3%	.3%	.0%	.0%
Rai 1	100.0%	.0%	100.0%	.0%	.0%	37.6%	.0%	62.4%	.0%	.0%	.0%	37.6%	31.0%	31.5%	.0%	.0%
	65	34	31	0	8	3	29	16	7	1	15	25	9	6	7	4
	3.5%	3.8%	3.3%	.0%	2.6%	2.5%	5.0%	3.5%	3.2%	1.4%	4.1%	4.6%	3.3%	2.3%	2.6%	2.5%
Rai 2	100.0%	51.8%	48.2%	.0%	12.8%	5.1%	45.4%	24.2%	11.2%	1.3%	22.3%	39.1%	13.7%	9.4%	10.0%	5.4%
	21	10	11	0	0	2	9	8	3	0	5	4	6	3	2	1
	1.1%	1.1%	1.2%	.0%	.0%	1.6%	1.5%	1.7%	1.1%	.0%	1.5%	.7%	2.2%	1.1%	.6%	.6%
Rai 3	100.0%	46.0%	54.0%	.0%	.0%	10.0%	41.2%	36.3%	12.5%	.0%	26.3%	19.4%	28.6%	13.7%	7.5%	4.4%
	5	4	1	0	0	0	5	0	0	0	0	2	0	1	1	0
	.2%	.4%	.1%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	.4%	.0%	.4%	.4%	.0%
Rete 4	100.0%	77.1%	22.9%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	51.1%	.0%	25.0%	23.8%	.0%
	29	16	13	1	1	1	8	9	7	2	6	5	6	7	3	2
	1.6%	1.8%	1.4%	1.8%	.3%	.9%	1.3%	2.0%	3.1%	3.4%	1.7%	.9%	2.4%	2.7%	1.1%	1.4%
Canale 5	100.0%	53.9%	46.1%	3.7%	3.7%	4.1%	26.0%	31.0%	24.3%	7.2%	20.9%	16.6%	22.4%	24.2%	9.2%	6.7%
	70	22	48	0	7	5	38	13	7	1	16	18	13	17	3	3
	3.8%	2.5%	5.1%	.0%	2.1%	3.4%	6.4%	2.9%	3.2%	1.4%	4.5%	3.2%	4.9%	6.4%	1.1%	2.4%
	100.0%	31.2%	68.8%	.0%	9.7%	6.4%	53.8%	18.4%	10.4%	1.2%	23.0%	25.2%	19.3%	24.0%	3.8%	4.8%

	TOTAL	GENDER		AGE GROUP							DISTRICTS					
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Italia 1	92	48	44	8	38	13	25	8	1	0	22	27	17	11	10	3
	5.0%	5.5%	4.6%	13.4%	11.6%	10.1%	4.2%	1.7%	.4%	.0%	6.2%	5.0%	6.4%	4.2%	4.2%	2.4%
	100.0%	52.3%	47.7%	8.3%	40.9%	14.6%	26.9%	8.3%	.9%	.0%	24.1%	29.9%	19.0%	12.0%	11.3%	3.8%
Discovery Channel	58	44	15	4	18	8	19	6	3	0	15	13	7	9	11	3
	3.2%	4.9%	1.5%	6.5%	5.5%	5.9%	3.3%	1.5%	1.3%	.0%	4.1%	2.4%	2.6%	3.3%	4.5%	2.2%
	100.0%	74.9%	25.1%	6.3%	30.7%	13.5%	33.4%	11.1%	5.0%	.0%	25.3%	22.9%	12.1%	14.7%	19.4%	5.5%
MTV	10	3	7	3	4	1	0	0	1	0	0	3	2	1	1	2
	.6%	.4%	.7%	5.8%	1.4%	.8%	.0%	.0%	.5%	.0%	.0%	.6%	.8%	.4%	.6%	1.6%
	100.0%	34.6%	65.4%	32.9%	44.5%	11.2%	.0%	.0%	11.4%	.0%	.0%	32.0%	20.9%	10.4%	14.1%	22.6%
BBC	31	9	22	0	2	1	6	13	8	0	8	7	4	4	7	0
	1.7%	1.0%	2.3%	.0%	.7%	1.1%	1.0%	3.0%	3.4%	.0%	2.2%	1.2%	1.5%	1.7%	2.9%	.0%
	100.0%	28.9%	71.1%	.0%	7.1%	4.6%	19.8%	43.0%	25.4%	.0%	26.3%	21.8%	13.4%	14.4%	24.1%	.0%
Other TV station	275	132	143	17	71	22	92	48	23	4	38	104	37	41	39	16
	15.0%	15.0%	15.1%	30.0%	21.9%	16.2%	15.6%	10.7%	9.9%	6.4%	10.7%	18.9%	13.5%	15.5%	15.7%	11.4%
	100.0%	47.9%	52.1%	6.2%	25.8%	7.9%	33.2%	17.3%	8.2%	1.4%	13.9%	37.6%	13.4%	14.9%	14.3%	5.9%
No particular station	126	57	68	0	5	4	25	44	35	12	30	48	17	13	17	1
	6.8%	6.5%	7.1%	.0%	1.5%	3.3%	4.3%	9.8%	15.3%	20.4%	8.3%	8.7%	6.3%	5.1%	6.8%	.6%
	100.0%	45.8%	54.2%	.0%	3.9%	3.5%	20.3%	34.7%	27.7%	9.9%	23.6%	37.9%	13.6%	10.7%	13.5%	.6%
Do not remember	20	13	7	0	4	1	2	6	3	4	2	6	4	3	2	2
	1.1%	1.5%	.7%	.0%	1.1%	.8%	.4%	1.4%	1.2%	5.8%	.5%	1.1%	1.5%	1.2%	.9%	1.6%
	100.0%	65.7%	34.3%	.0%	18.3%	5.8%	12.3%	31.4%	14.2%	18.0%	9.5%	30.7%	20.6%	15.6%	12.0%	11.5%
Do not watch TV	502	250	252	8	101	50	176	112	41	15	84	145	77	68	78	51
	27.3%	28.3%	26.5%	13.5%	31.0%	37.2%	30.0%	25.2%	18.0%	24.3%	23.5%	26.4%	28.1%	25.7%	31.0%	36.0%
	100.0%	49.7%	50.3%	1.5%	20.1%	9.9%	35.1%	22.2%	8.2%	2.9%	16.7%	28.8%	15.3%	13.5%	15.5%	10.2%
No response	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
	.1%	.1%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%
	100.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%
Total	1835	882	953	57	325	134	588	443	228	61	358	548	273	264	251	142
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	48.1%	51.9%	3.1%	17.7%	7.3%	32.0%	24.1%	12.4%	3.3%	19.5%	29.9%	14.9%	14.4%	13.7%	7.7%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JUL-SEP 2010]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	APR	MAY	JUN
<i>TVM</i>	262	39	41	34	35	32	35	47	120	73	69
	14.3%	14.8%	16.0%	13.5%	12.2%	12.3%	13.5%	18.0%	19.5%	11.9%	11.4%
	100.0%	14.7%	15.6%	13.1%	13.2%	12.2%	13.4%	17.7%	45.8%	28.0%	26.2%
<i>ONE</i>	166	19	23	28	33	16	31	16	61	47	58
	9.1%	7.4%	9.1%	10.8%	11.6%	6.3%	11.7%	6.2%	10.0%	7.6%	9.6%
	100.0%	11.6%	14.0%	16.6%	19.8%	9.8%	18.4%	9.7%	36.9%	28.1%	35.0%
<i>Net TV</i>	82	15	14	11	7	13	11	10	25	24	33
	4.5%	5.9%	5.6%	4.4%	2.3%	5.1%	4.3%	4.0%	4.1%	4.0%	5.4%
	100.0%	18.6%	17.5%	13.7%	8.0%	16.1%	13.6%	12.5%	30.5%	29.8%	39.8%
<i>Smash TV</i>	7	2	1	1	1	2	0	1	4	1	2
	.4%	.7%	.3%	.3%	.3%	.6%	.0%	.4%	.6%	.2%	.4%
	100.0%	25.1%	12.2%	12.7%	11.5%	23.6%	.0%	14.9%	51.1%	13.6%	35.3%
<i>Education 22</i>	2	1	0	0	1	0	0	0	2	0	0
	.1%	.3%	.0%	.0%	.4%	.0%	.0%	.0%	.3%	.0%	.0%
	100.0%	46.7%	.0%	.0%	53.3%	.0%	.0%	.0%	100.0%	.0%	.0%
<i>Favorite TV</i>	9	2	5	0	0	2	0	0	2	4	3
	.5%	.8%	1.9%	.0%	.0%	.7%	.0%	.0%	.3%	.6%	.5%
	100.0%	25.1%	55.1%	.0%	.0%	19.8%	.0%	.0%	22.3%	42.5%	35.3%
<i>Calypso Music TV</i>	3	0	1	0	1	0	1	0	2	0	1
	.1%	.0%	.3%	.0%	.3%	.0%	.4%	.0%	.3%	.0%	.1%
	100.0%	.0%	31.5%	.0%	31.0%	.0%	37.6%	.0%	69.0%	.0%	31.0%
<i>Rai 1</i>	65	5	11	11	6	13	12	7	23	21	21
	3.5%	1.8%	4.2%	4.5%	2.2%	5.0%	4.5%	2.8%	3.7%	3.4%	3.6%
	100.0%	7.0%	16.6%	17.6%	9.4%	20.2%	18.0%	11.2%	35.3%	31.8%	32.9%
<i>Rai 2</i>	21	2	4	0	5	3	4	2	8	8	5
	1.1%	1.0%	1.6%	.0%	1.7%	1.0%	1.7%	.8%	1.2%	1.4%	.8%
	100.0%	12.0%	19.6%	.0%	23.8%	12.7%	21.5%	10.5%	36.6%	40.3%	23.1%
<i>Rai 3</i>	5	1	0	1	1	1	0	0	0	1	3
	.2%	.4%	.0%	.5%	.4%	.4%	.0%	.0%	.0%	.2%	.6%
	100.0%	25.0%	.0%	28.2%	23.8%	22.9%	.0%	.0%	.0%	25.0%	75.0%
<i>Rete 4</i>	29	6	5	6	5	2	2	3	10	5	13
	1.6%	2.4%	2.1%	2.3%	1.8%	.7%	.8%	1.0%	1.7%	.9%	2.2%
	100.0%	21.5%	18.4%	20.5%	17.4%	6.3%	7.0%	8.9%	35.7%	18.8%	45.5%
<i>Canale 5</i>	70	7	10	17	9	10	7	9	21	26	23
	3.8%	2.8%	3.9%	6.8%	3.3%	3.9%	2.7%	3.4%	3.5%	4.2%	3.8%
	100.0%	10.5%	14.3%	24.8%	13.6%	14.4%	10.0%	12.5%	30.5%	37.0%	32.5%
<i>Italia 1</i>	92	14	13	6	17	15	12	14	25	33	34
	5.0%	5.3%	5.3%	2.2%	6.1%	5.9%	4.7%	5.4%	4.0%	5.3%	5.7%
	100.0%	15.1%	14.6%	6.1%	18.9%	16.7%	13.4%	15.2%	27.1%	35.8%	37.2%
<i>Discovery Channel</i>	58	8	6	8	14	5	10	7	24	16	18
	3.2%	3.1%	2.4%	3.2%	5.0%	1.9%	4.0%	2.5%	4.0%	2.6%	2.9%
	100.0%	13.7%	10.5%	13.9%	24.3%	8.7%	17.6%	11.2%	41.8%	27.8%	30.5%
<i>MTV</i>	10	2	1	1	4	0	1	0	3	2	5
	.6%	.9%	.4%	.4%	1.5%	.0%	.5%	.0%	.5%	.3%	.8%
	100.0%	22.5%	10.5%	11.2%	41.8%	.0%	14.1%	.0%	31.8%	20.9%	47.3%
<i>BBC</i>	31	5	5	5	6	4	2	4	11	7	12
	1.7%	1.9%	2.1%	1.8%	2.2%	1.4%	.7%	1.6%	1.8%	1.2%	2.0%
	100.0%	15.9%	17.9%	14.9%	20.2%	11.9%	5.6%	13.5%	36.2%	24.5%	39.4%
<i>Other TV station</i>	275	38	40	40	43	37	40	36	81	101	94
	15.0%	14.7%	15.8%	15.8%	15.0%	14.3%	15.3%	14.0%	13.1%	16.4%	15.5%
	100.0%	13.9%	14.7%	14.6%	15.5%	13.6%	14.5%	13.2%	29.4%	36.7%	34.0%
<i>No particular station</i>	126	23	18	18	20	19	7	21	27	37	62
	6.8%	9.0%	7.0%	7.0%	7.0%	7.2%	2.5%	8.2%	4.4%	5.9%	10.2%
	100.0%	18.6%	14.3%	14.3%	15.7%	15.0%	5.2%	16.8%	21.7%	29.2%	49.1%

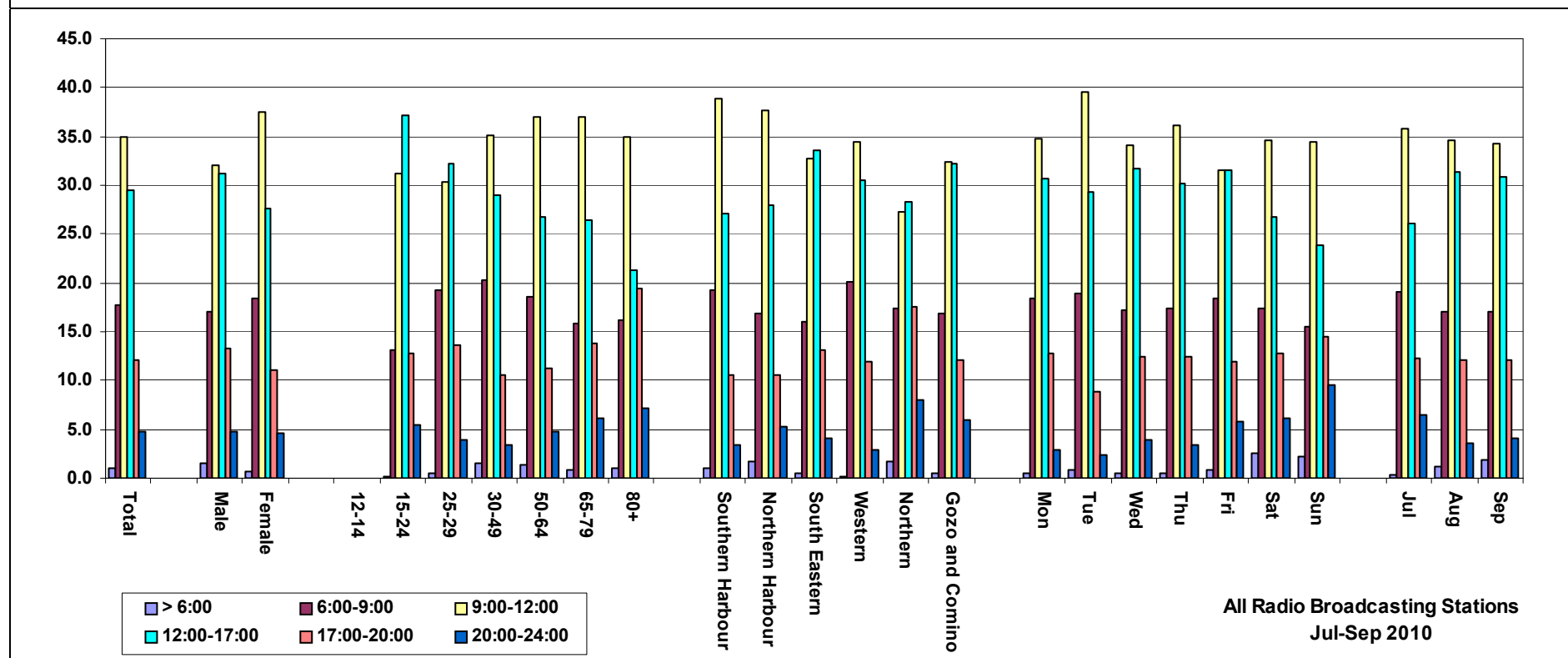
	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	JAN	FEB	MAR
<i>Did not remember</i>	20	3	3	3	3	4	2	2	2	9	9
	1.1%	1.3%	1.2%	1.1%	.9%	1.5%	.9%	.6%	.3%	1.4%	1.5%
	100.0%	17.5%	15.3%	14.3%	13.0%	19.9%	11.7%	8.3%	9.8%	44.0%	46.2%
<i>Did not watch TV</i>	502	66	53	65	73	82	82	81	163	200	139
	27.3%	25.4%	20.7%	25.4%	25.8%	31.3%	31.7%	31.1%	26.4%	32.5%	23.0%
	100.0%	13.2%	10.6%	12.9%	14.6%	16.3%	16.4%	16.1%	32.4%	39.9%	27.7%
<i>No Response</i>	1	0	0	0	0	1	0	0	1	0	0
	.1%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	.2%	.0%	.0%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%
<i>Total</i>	1835	260	256	255	284	261	260	259	615	616	603
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	13.9%	13.9%	15.5%	14.2%	14.2%	14.1%	33.5%	33.6%	32.9%

[Count; Col%; Row%]

[Base: No of Consumers and Time Spent]

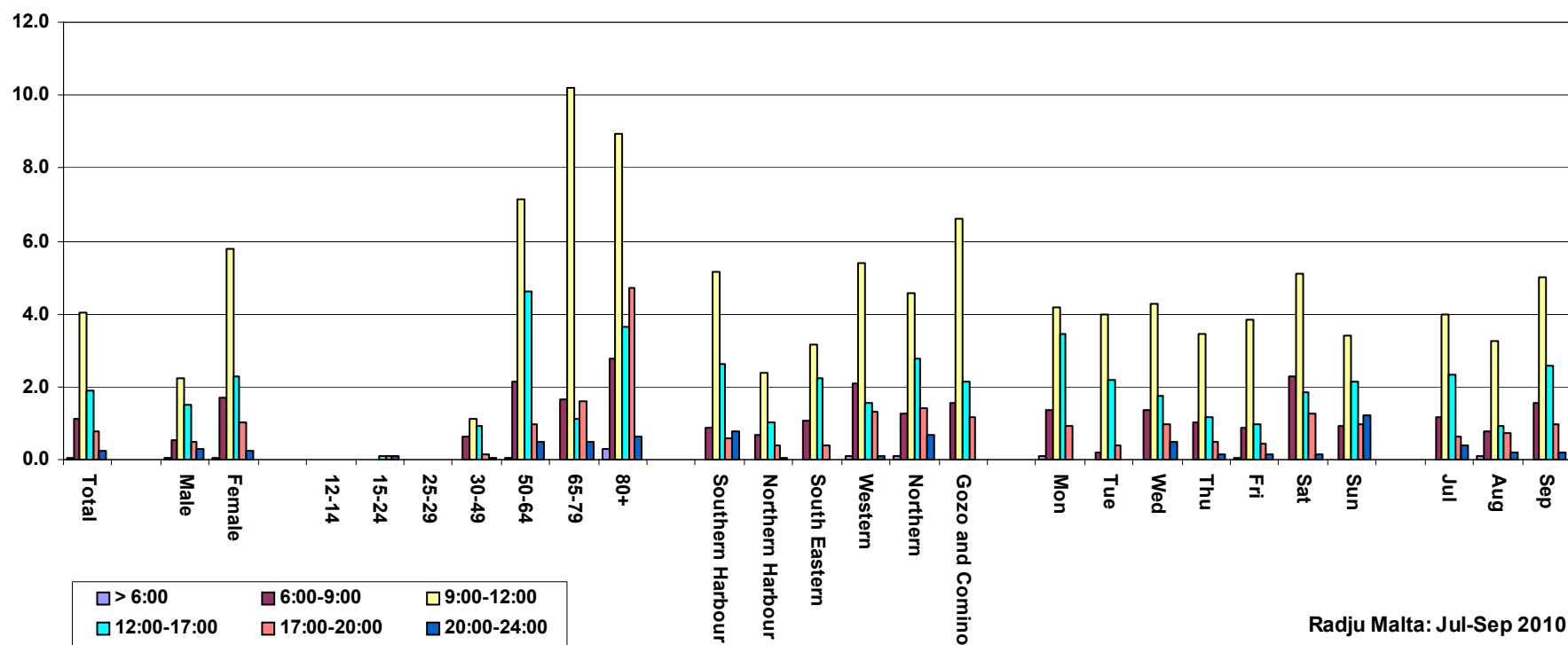
TABLE 8.R: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH:
ALL RADIO BROADCASTING STATIONS [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	1.08	1.54	0.63	0.00	0.21	0.56	1.53	1.43	0.78	0.95	1.05	1.79	0.45	0.19	1.64	0.45	0.59	0.85	0.52	0.47	0.85	2.51	2.19	0.27	1.24	1.79
6:00-9:00	17.71	17.01	18.40	0.00	13.21	19.30	20.36	18.59	15.92	16.12	19.21	16.89	16.00	20.14	17.33	16.86	18.35	18.92	17.29	17.31	18.41	17.40	15.50	19.07	17.06	17.00
9:00-12:00	34.88	32.09	37.58	0.00	31.13	30.43	35.10	37.06	36.93	34.95	38.87	37.62	32.72	34.50	27.23	32.39	34.74	39.57	34.03	36.12	31.47	34.62	34.37	35.75	34.65	34.20
12:00-17:00	29.44	31.27	27.66	0.00	37.22	32.15	29.04	26.78	26.41	21.38	27.05	27.97	33.60	30.46	28.22	32.15	30.68	29.37	31.65	30.21	31.49	26.70	23.90	26.05	31.42	30.81
17:00-20:00	12.17	13.28	11.10	0.00	12.70	13.56	10.57	11.30	13.87	19.42	10.49	10.50	13.18	11.88	17.61	12.15	12.79	8.83	12.50	12.51	11.98	12.70	14.49	12.32	12.07	12.12
20:00-24:00	4.72	4.82	4.62	0.00	5.53	4.00	3.39	4.84	6.09	7.18	3.33	5.22	4.04	2.84	7.96	6.01	2.84	2.47	3.99	3.38	5.80	6.07	9.54	6.55	3.57	4.08
	100	100	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



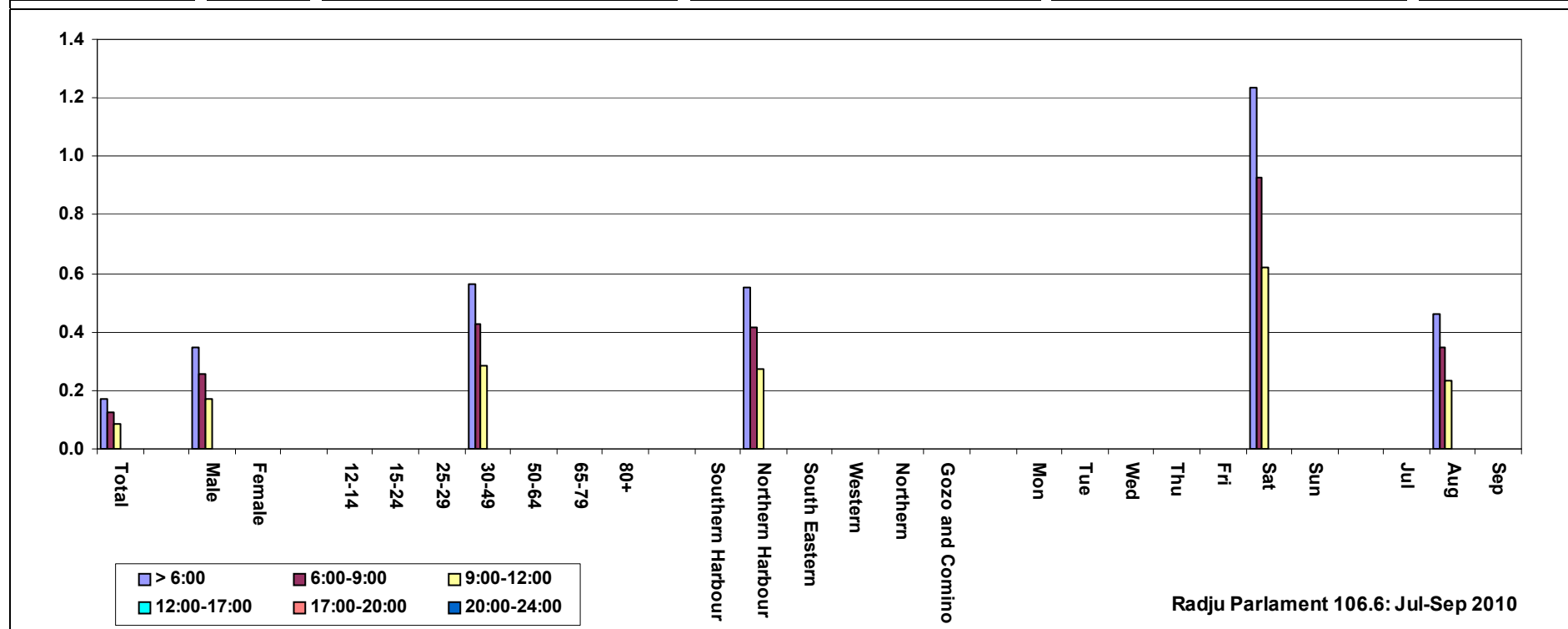
**TABLE 8.R1: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS:
RADJU MALTA [JUL-SEP 2010]**

		Gender		Age Groups						Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
Total																										
> 6:00	0.03	0.03	0.03	0.00	0.00	0.00	0.00	0.05	0.00	0.30	0.00	0.00	0.00	0.09	0.10	0.00	0.10	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07	0.00
6:00-9:00	1.13	0.53	1.72	0.00	0.00	0.00	0.65	2.15	1.64	2.75	0.86	0.70	1.08	2.07	1.24	1.57	1.38	0.18	1.34	1.02	0.87	2.29	0.91	1.14	0.78	1.55
9:00-12:00	4.03	2.22	5.78	0.00	0.00	0.00	1.12	7.12	10.21	8.93	5.16	2.39	3.17	5.38	4.55	6.63	4.16	4.00	4.25	3.43	3.84	5.09	3.42	4.00	3.26	5.01
12:00-17:00	1.89	1.50	2.28	0.00	0.12	0.00	0.90	4.60	1.12	3.66	2.61	1.03	2.25	1.57	2.76	2.16	3.46	2.17	1.73	1.19	0.98	1.84	2.15	2.34	0.91	2.59
17:00-20:00	0.75	0.49	1.00	0.00	0.12	0.00	0.16	1.00	1.58	4.72	0.60	0.40	0.40	1.32	1.39	1.18	0.92	0.41	0.95	0.49	0.42	1.28	0.99	0.62	0.71	0.96
20:00-24:00	0.26	0.27	0.24	0.00	0.12	0.00	0.07	0.46	0.47	0.61	0.76	0.07	0.00	0.09	0.69	0.00	0.00	0.00	0.47	0.13	0.14	0.15	1.22	0.38	0.18	0.21
	8.09	5.04	11.05	0.00	0.36	0.00	2.91	15.38	15.01	20.97	9.99	4.58	6.89	10.53	10.72	11.53	10.02	6.76	8.74	6.27	6.33	10.65	8.69	8.49	5.93	10.32



**TABLE 8.R2: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS:
RADJU PARLAMENT 106.6 [JUL-SEP 2010]**

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
Total																										
> 6:00	0.17	0.34	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.00	0.46	0.00
6:00-9:00	0.13	0.26	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.35	0.00	
9:00-12:00	0.08	0.17	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.23	0.00	
12:00-17:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
17:00-20:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
20:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	0.38	0.78	0.00	0.00	0.00	0.00	1.27	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.78	0.00	0.00	1.04	0.00	



**TABLE 8.R3: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
MAGIC RADIO [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.04	0.07	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.10	0.00
6:00-9:00	1.40	1.33	1.47	0.00	1.46	0.50	2.90	0.77	0.22	0.00	1.28	1.81	1.06	1.20	1.97	0.00	0.34	2.27	1.10	1.13	1.48	1.93	1.63	1.22	1.98	0.88
9:00-12:00	2.57	1.95	3.16	0.00	3.42	0.00	3.89	2.32	1.34	0.00	1.73	3.53	1.85	3.15	2.99	0.00	1.21	4.08	1.55	2.45	1.32	4.12	4.04	2.23	3.34	2.00
12:00-17:00	2.43	1.88	2.96	0.00	3.02	0.00	4.45	1.94	0.11	0.00	1.42	2.57	1.84	3.36	4.41	0.00	1.74	2.60	0.98	3.10	0.54	5.80	2.93	1.53	4.34	1.08
17:00-20:00	1.07	1.18	0.96	0.00	1.25	0.23	1.97	0.88	0.00	0.00	0.19	0.85	0.80	1.49	3.23	0.00	0.80	0.12	0.86	1.45	0.32	2.61	1.73	0.49	2.10	0.45
20:00-24:00	0.20	0.00	0.39	0.00	0.20	0.49	0.44	0.00	0.00	0.00	0.09	0.11	0.52	0.00	0.49	0.00	0.23	0.00	0.25	0.34	0.34	0.00	0.16	0.18	0.28	0.11
	7.69	6.41	8.94	0.00	9.34	1.23	13.77	5.91	1.67	0.00	4.72	8.87	6.08	9.21	13.37	0.00	4.32	9.07	4.74	8.48	4.00	14.72	10.49	5.66	12.13	4.52

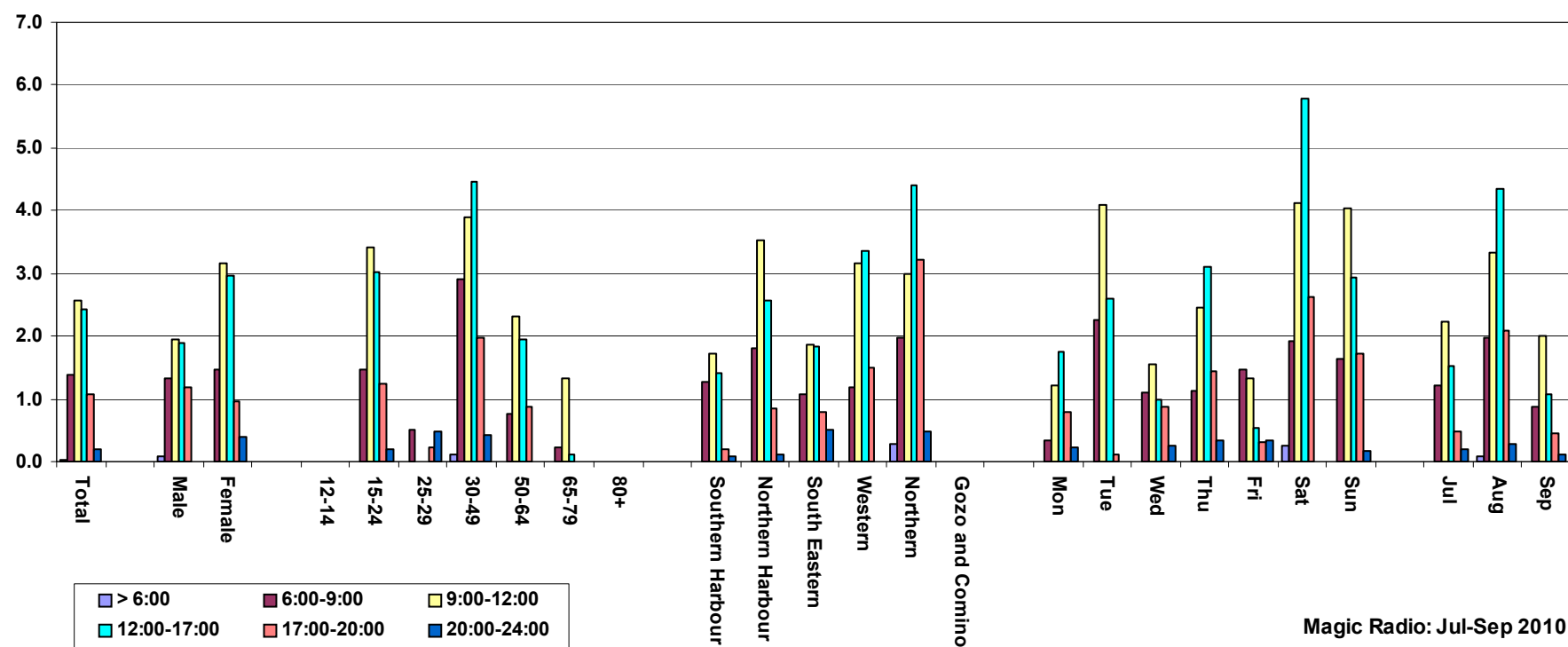
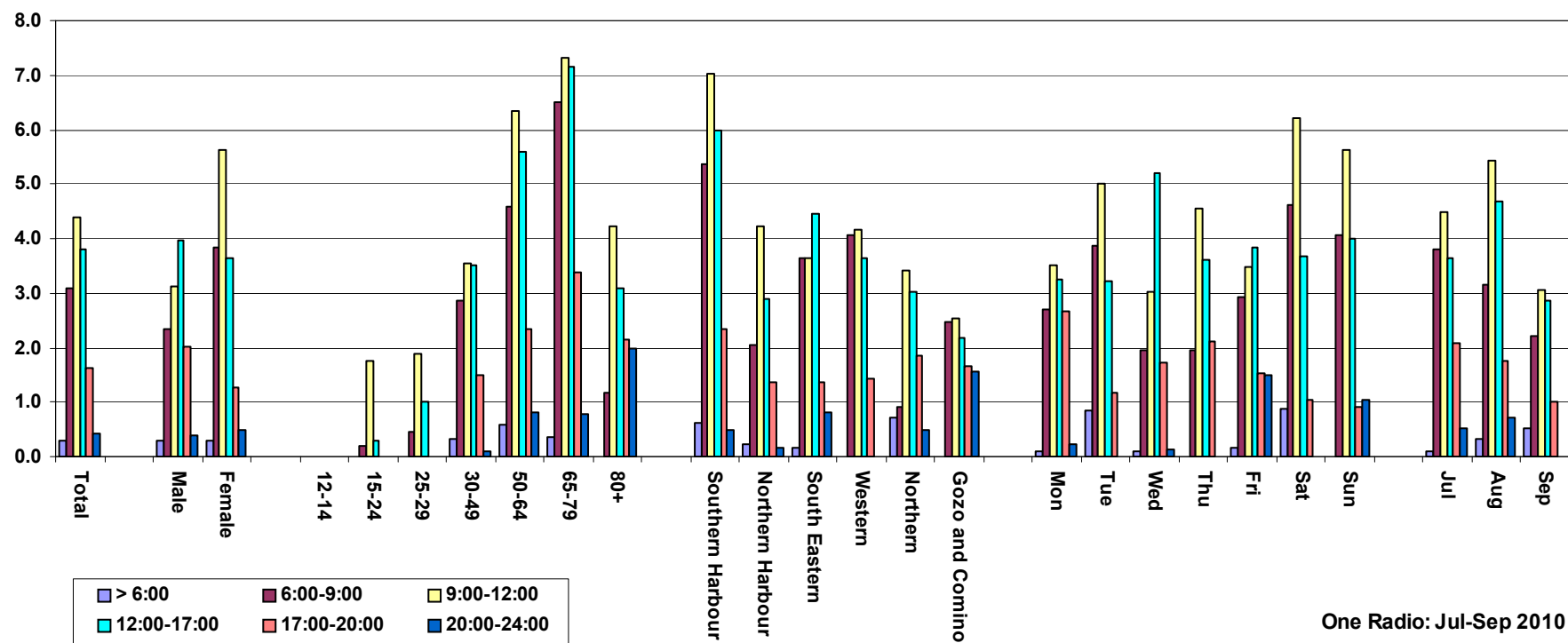


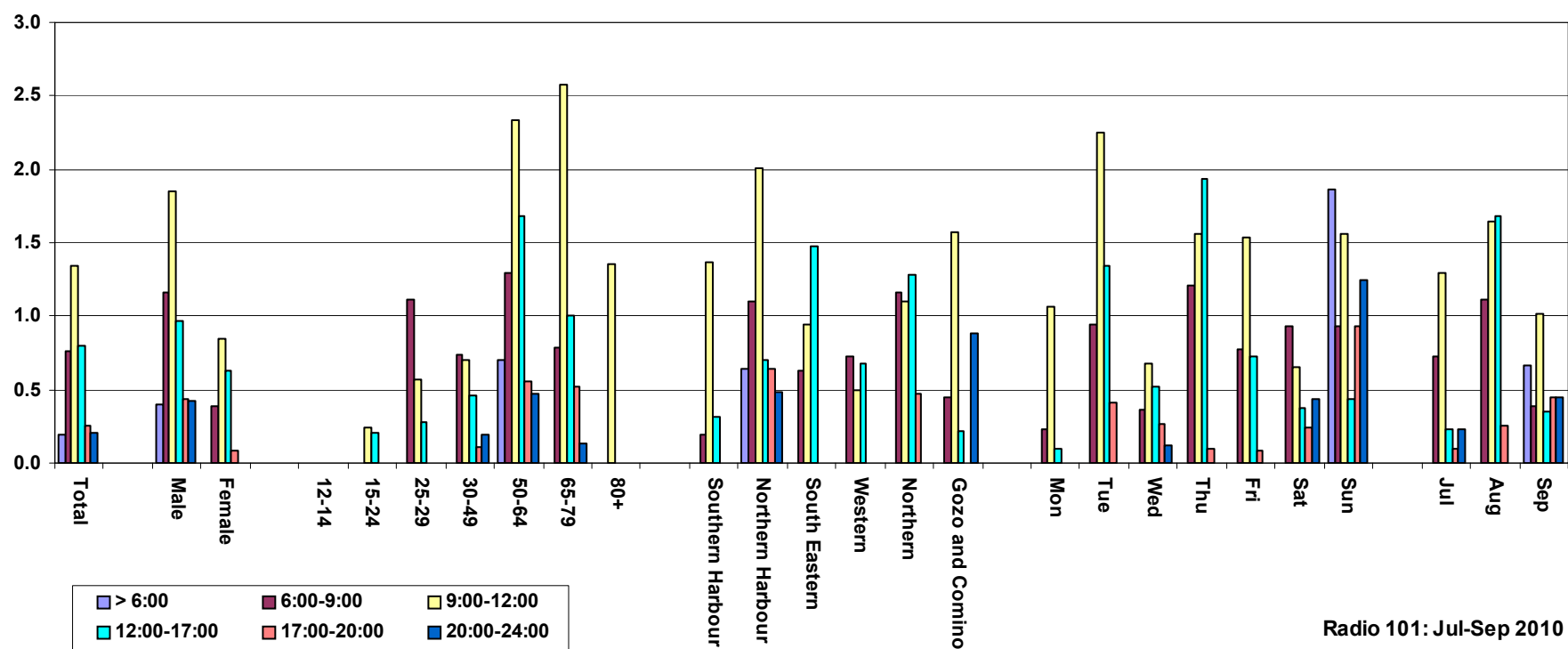
TABLE8.R4: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ONE RADIO [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
> 6:00	0.30	0.31	0.29	0.00	0.00	0.00	0.31	0.57	0.35	0.00	0.63	0.22	0.17	0.00	0.73	0.00	0.09	0.85	0.10	0.00	0.17	0.89	0.00	0.08	0.33	0.51	
6:00-9:00	3.10	2.35	3.83	0.00	0.20	0.47	2.86	4.59	6.49	1.17	5.36	2.06	3.63	4.08	0.91	2.48	2.71	3.87	1.94	1.95	2.92	4.63	4.07	3.81	3.17	2.22	
9:00-12:00	4.40	3.13	5.62	0.00	1.74	1.88	3.54	6.35	7.32	4.22	7.01	4.21	3.65	4.17	3.41	2.52	3.50	4.99	3.03	4.55	3.47	6.20	5.61	4.48	5.42	3.05	
12:00-17:00	3.80	3.97	3.63	0.00	0.30	0.99	3.51	5.58	7.16	3.08	5.99	2.91	4.46	3.65	3.04	2.18	3.24	3.22	5.19	3.61	3.83	3.69	3.99	3.66	4.67	2.88	
17:00-20:00	1.63	2.01	1.27	0.00	0.00	0.00	1.49	2.35	3.37	2.14	2.35	1.36	1.37	1.43	1.86	1.65	2.67	1.17	1.74	2.12	1.53	1.05	0.90	2.07	1.75	1.00	
20:00-24:00	0.44	0.40	0.47	0.00	0.00	0.00	0.09	0.80	0.78	1.99	0.47	0.16	0.82	0.00	0.49	1.57	0.22	0.00	0.13	0.00	1.51	0.00	1.04	0.53	0.70	0.00	
	13.67	12.17	15.12	0.00	2.24	3.34	11.80	20.24	25.48	12.59	21.81	10.92	14.09	13.33	10.43	10.40	12.43	14.10	12.12	12.23	13.42	16.46	15.60	14.63	16.04	9.65	



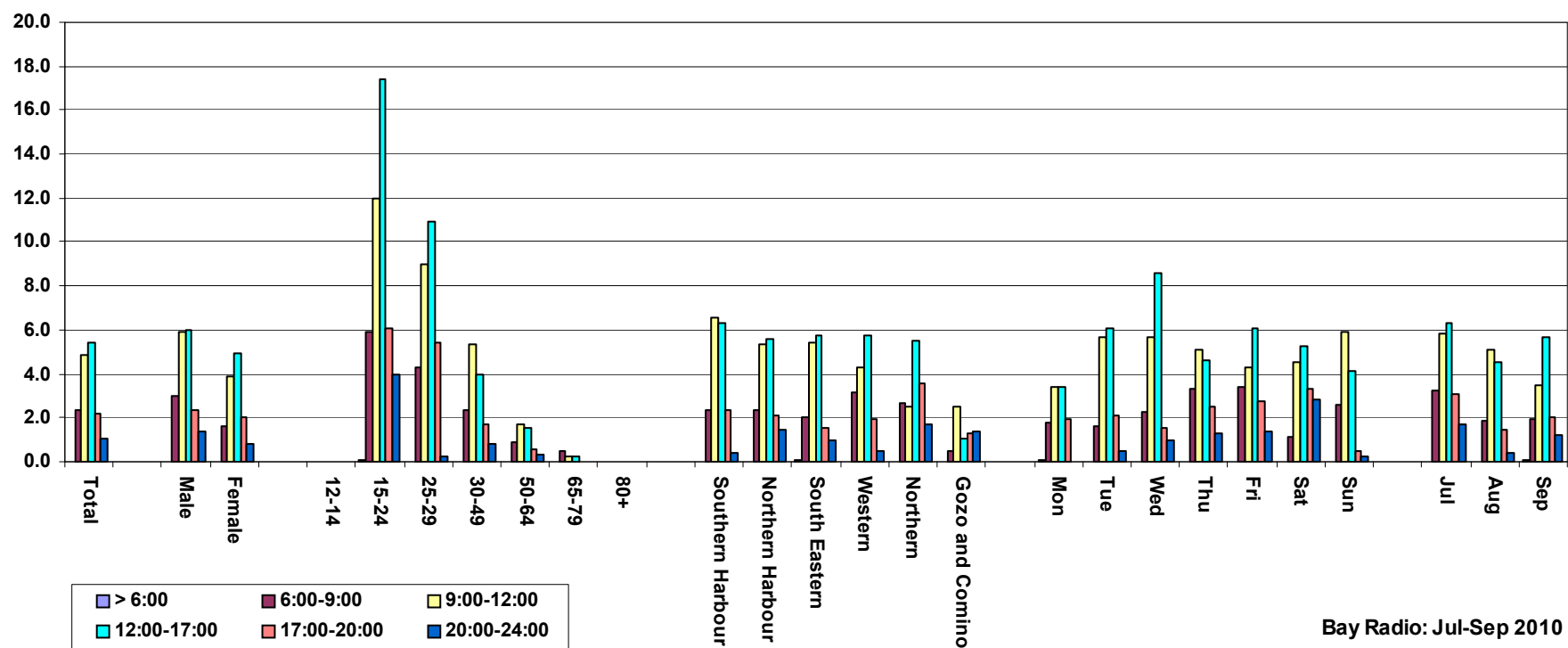
**TABLE 8.R5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
RADIO 101 [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.20	0.40	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.87	0.00	0.00	0.67
6:00-9:00	0.77	1.16	0.38	0.00	0.00	1.11	0.74	1.29	0.78	0.00	0.19	1.11	0.63	0.72	1.16	0.45	0.23	0.95	0.37	1.20	0.78	0.93	0.93	0.72	1.12	0.38
9:00-12:00	1.34	1.85	0.84	0.00	0.24	0.56	0.70	2.34	2.57	1.36	1.37	2.00	0.95	0.50	1.10	1.57	1.06	2.25	0.68	1.56	1.53	0.66	1.56	1.30	1.64	1.01
12:00-17:00	0.80	0.97	0.63	0.00	0.21	0.28	0.46	1.68	1.00	0.00	0.31	0.70	1.48	0.67	1.28	0.22	0.10	1.35	0.52	1.93	0.73	0.37	0.44	0.23	1.68	0.35
17:00-20:00	0.26	0.44	0.08	0.00	0.00	0.00	0.11	0.56	0.52	0.00	0.00	0.64	0.00	0.00	0.47	0.00	0.00	0.41	0.26	0.10	0.09	0.24	0.93	0.10	0.25	0.44
20:00-24:00	0.21	0.42	0.00	0.00	0.00	0.00	0.20	0.47	0.13	0.00	0.00	0.48	0.00	0.00	0.00	0.89	0.00	0.00	0.13	0.00	0.00	0.43	1.25	0.23	0.00	0.44
	3.57	5.25	1.94	0.00	0.45	1.95	2.21	7.04	5.01	1.36	1.87	5.58	3.06	1.89	4.01	3.13	1.39	4.96	1.96	4.80	3.13	2.64	6.98	2.57	4.69	3.30



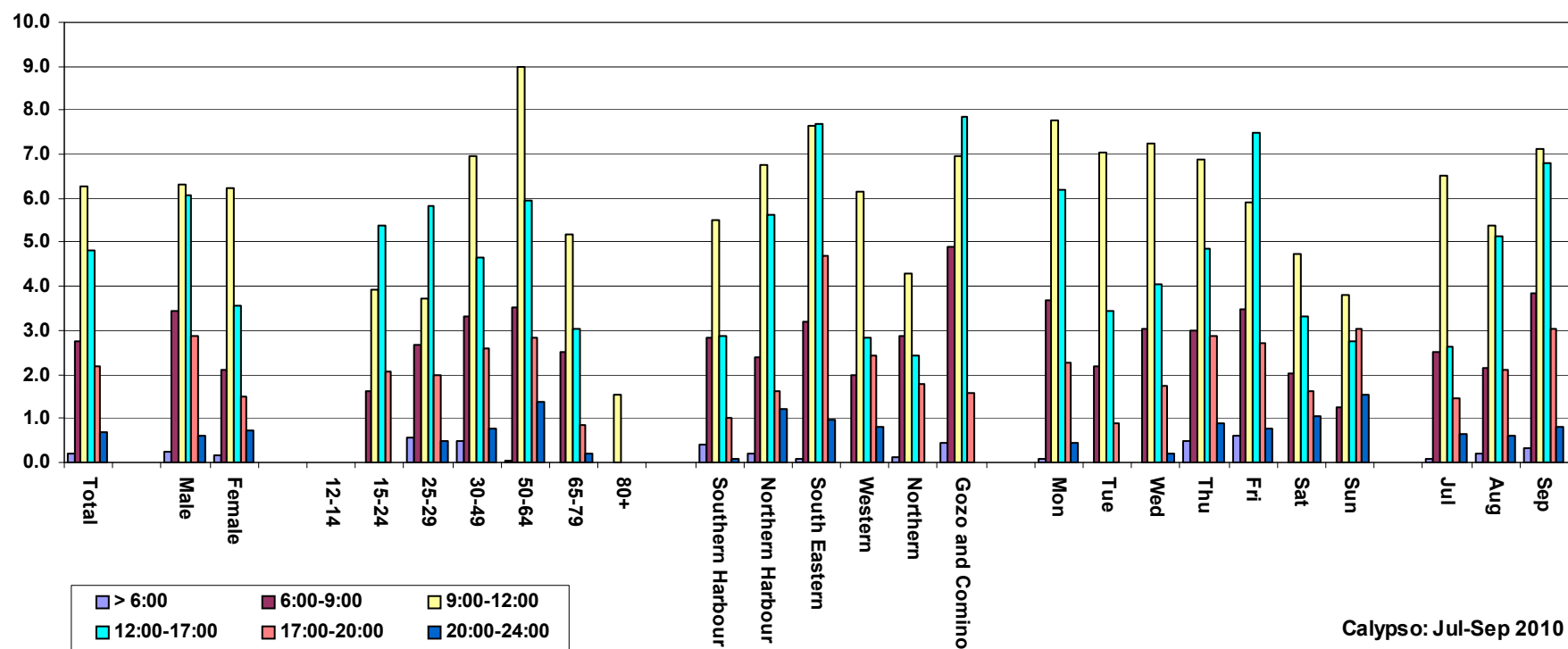
**TABLE 8.R6: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
BAY RADIO [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
> 6:00	0.02	0.04	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	
6:00-9:00	2.33	3.04	1.65	0.00	5.93	4.29	2.38	0.89	0.52	0.00	2.38	2.32	2.05	3.12	2.70	0.50	1.76	1.59	2.26	3.31	3.37	1.15	2.56	3.22	1.86	1.92	
9:00-12:00	4.87	5.87	3.90	0.00	11.96	8.96	5.36	1.73	0.26	0.00	6.56	5.38	5.39	4.31	2.52	2.48	3.41	5.71	5.64	5.10	4.29	4.56	5.91	5.81	5.12	3.50	
12:00-17:00	5.45	5.98	4.94	0.00	17.39	10.95	3.95	1.56	0.26	0.00	6.34	5.57	5.72	5.77	5.51	1.03	3.40	6.05	8.55	4.61	6.05	5.27	4.09	6.28	4.55	5.63	
17:00-20:00	2.17	2.35	1.99	0.00	6.05	5.42	1.66	0.58	0.00	0.00	2.38	2.07	1.58	1.97	3.58	1.33	1.94	2.07	1.53	2.55	2.72	3.30	0.51	3.07	1.46	2.03	
20:00-24:00	1.06	1.35	0.78	0.00	3.97	0.28	0.78	0.35	0.00	0.00	0.41	1.45	0.98	0.47	1.68	1.39	0.00	0.51	0.96	1.30	1.38	2.83	0.22	1.68	0.37	1.21	
	15.90	18.63	13.27	0.00	45.40	29.90	14.13	5.11	1.04	0.00	18.07	16.78	15.82	15.64	15.99	6.73	10.63	15.92	18.94	16.87	17.82	17.11	13.29	20.06	13.36	14.36	



**TABLE 8.R7: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
CALYPSO RADIO [JUL-SEP 2010]**

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
	Total																									
> 6:00	0.20	0.24	0.15	0.00	0.00	0.56	0.47	0.05	0.00	0.00	0.42	0.20	0.08	0.00	0.12	0.45	0.09	0.00	0.00	0.47	0.61	0.00	0.00	0.10	0.19	0.31
6:00-9:00	2.77	3.45	2.12	0.00	1.63	2.67	3.31	3.51	2.51	0.00	2.83	2.39	3.22	1.98	2.88	4.90	3.68	2.21	3.05	3.01	3.50	2.03	1.27	2.50	2.15	3.84
9:00-12:00	6.29	6.33	6.25	0.00	3.91	3.73	6.96	9.00	5.20	1.55	5.50	6.76	7.64	6.16	4.30	6.96	7.78	7.04	7.26	6.89	5.90	4.74	3.80	6.52	5.39	7.13
12:00-17:00	4.80	6.07	3.58	0.00	5.40	5.84	4.67	5.95	3.05	0.00	2.89	5.64	7.69	2.85	2.43	7.84	6.18	3.46	4.05	4.87	7.47	3.33	2.75	2.62	5.16	6.81
17:00-20:00	2.17	2.88	1.48	0.00	2.06	1.98	2.58	2.83	0.84	0.00	0.99	1.62	4.69	2.45	1.80	1.58	2.25	0.90	1.75	2.86	2.71	1.64	3.04	1.45	2.11	3.04
20:00-24:00	0.68	0.62	0.73	0.00	0.00	0.47	0.75	1.38	0.22	0.00	0.09	1.21	0.97	0.82	0.00	0.00	0.46	0.00	0.22	0.87	0.79	1.04	1.52	0.63	0.63	0.79
	16.90	19.60	14.30	0.00	13.01	15.26	18.74	22.74	11.81	1.55	12.73	17.82	24.29	14.26	11.54	21.73	20.44	13.60	16.32	18.98	20.97	12.77	12.38	13.82	15.63	21.93



Calypso: Jul-Sep 2010

TABLE 8.R8: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RTK [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
> 6:00	0.03	0.03	0.03	0.00	0.00	0.00	0.00	0.05	0.00	0.34	0.00	0.05	0.00	0.09	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	
6:00-9:00	0.86	0.29	1.41	0.00	0.00	0.66	0.84	0.89	1.50	2.67	0.63	0.77	0.16	0.37	1.19	4.10	1.16	0.50	0.55	0.19	1.94	0.58	0.73	1.06	1.03	0.43	
9:00-12:00	1.97	0.73	3.16	0.00	0.86	0.00	2.00	1.88	4.08	3.95	1.59	2.62	0.96	2.15	0.65	4.49	1.93	1.75	2.58	1.13	2.87	1.19	2.16	1.91	1.83	2.21	
12:00-17:00	1.44	0.89	1.97	0.00	0.00	0.00	1.52	1.13	3.97	3.66	0.19	1.95	1.52	0.81	0.38	5.64	1.63	1.40	2.74	0.00	1.96	1.71	0.40	2.50	1.09	0.68	
17:00-20:00	0.80	0.61	0.99	0.00	0.00	0.00	0.36	0.70	3.10	2.37	0.54	0.97	0.74	0.54	0.38	2.28	0.28	0.97	1.61	0.00	0.40	1.48	1.26	1.31	0.52	0.58	
20:00-24:00	0.65	0.66	0.64	0.00	0.00	0.00	0.28	0.49	3.24	0.33	0.56	0.66	0.08	0.63	1.65	0.39	0.57	0.69	1.11	0.41	0.46	0.19	1.41	1.10	0.41	0.44	
	5.74	3.21	8.19	0.00	0.86	0.66	5.00	5.15	15.90	13.33	3.50	7.03	3.46	4.60	4.26	16.91	5.77	5.31	8.58	1.73	7.63	5.15	5.96	7.96	4.87	4.33	

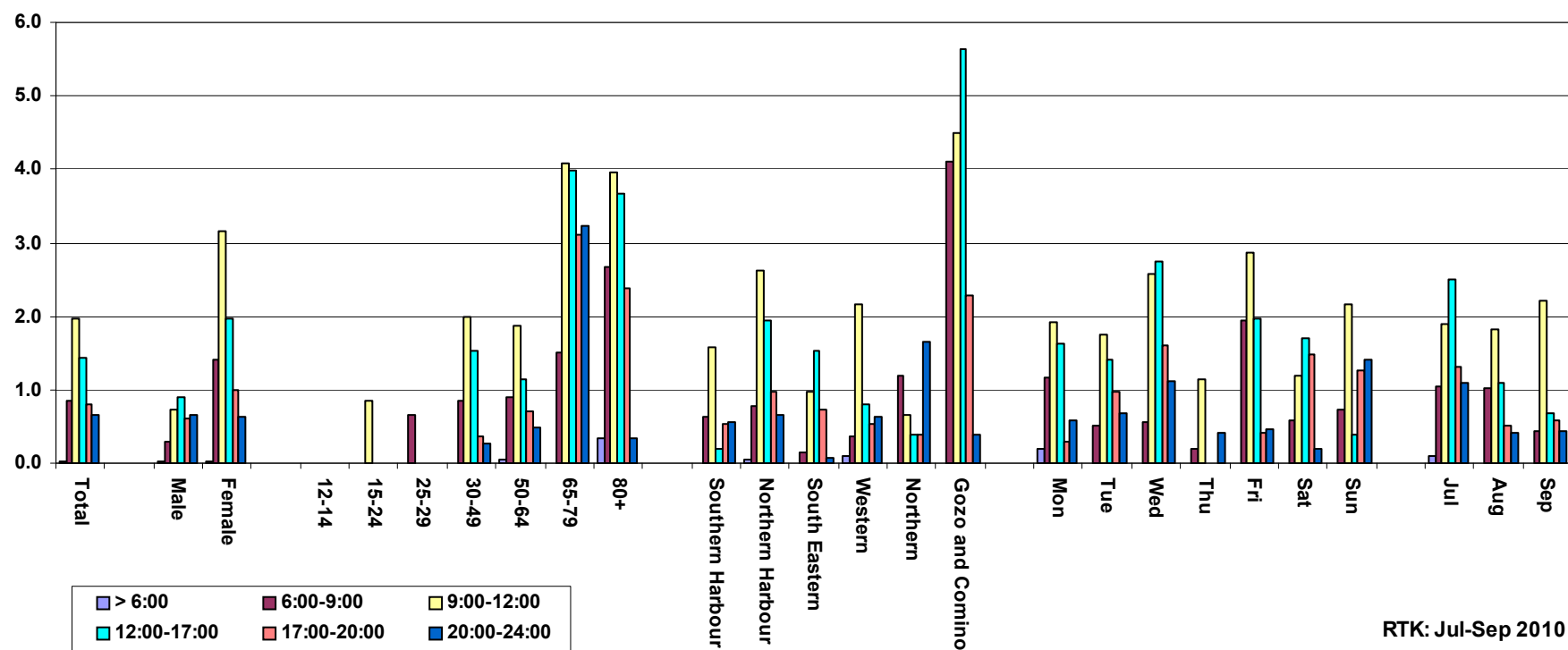


TABLE 8.R9: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – SMASH RADIO [JUL-SEP 2010]

SMASH RADIO (SEP-DEC 2016)																										
	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.85	1.14	0.58	0.00	0.32	3.17	1.92	0.00	0.00	0.00	0.88	0.83	0.88	1.42	0.00	1.11	0.49	0.93	1.24	1.72	0.21	0.74	0.80	0.68	0.93	0.96
9:00-12:00	1.28	1.88	0.70	0.00	0.84	3.20	2.70	0.17	0.39	0.00	1.77	1.26	1.36	1.68	0.00	1.33	1.64	1.72	0.94	1.95	0.64	0.93	1.20	1.39	1.58	0.78
12:00-17:00	0.91	1.37	0.46	0.00	0.59	1.34	2.38	0.00	0.00	0.00	0.81	0.33	1.76	1.52	0.00	2.00	0.69	1.08	0.90	2.02	0.70	0.42	0.40	0.85	1.45	0.31
17:00-20:00	0.17	0.28	0.06	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.23	0.00	0.57	0.21	0.00	0.00	0.28	0.00	0.00	0.85	0.00	0.00	0.00	0.28	0.00	0.25
20:00-24:00	0.04	0.08	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.11	0.00	0.00
	3.24	4.74	1.80	0.00	1.75	7.71	7.69	0.17	0.39	0.00	3.70	2.42	4.57	5.07	0.00	4.44	3.10	3.73	3.08	6.53	1.76	2.09	2.40	3.31	3.95	2.30

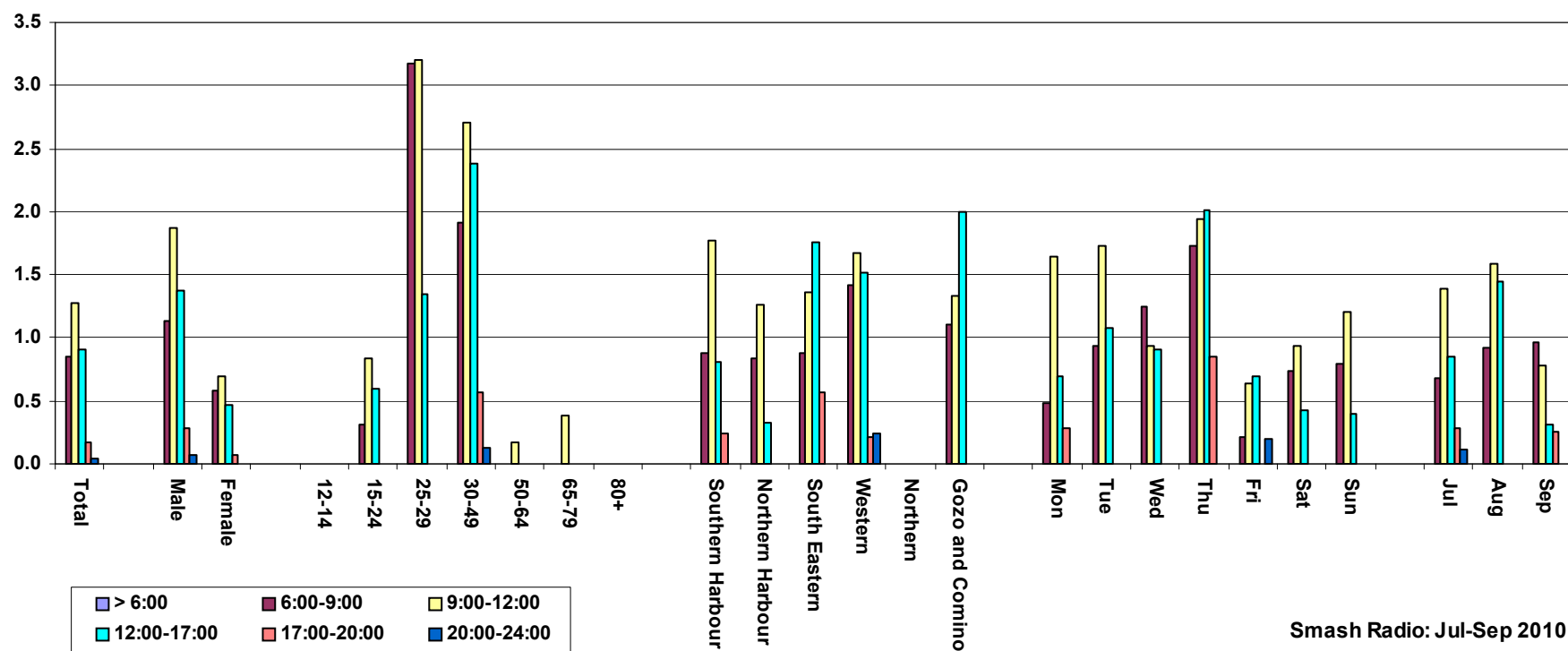
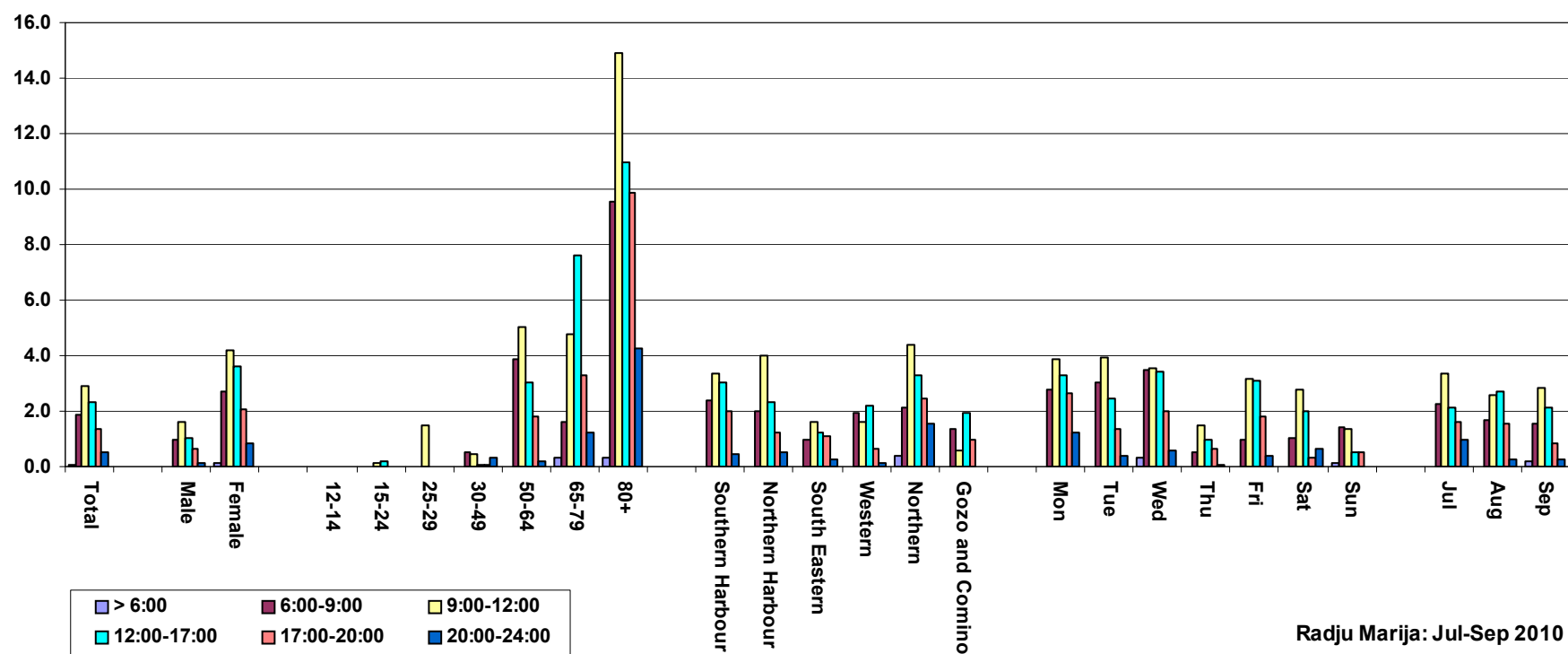


TABLE 8.R10: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – RADJU MARIJA [JUL-SEP 2010]

		RABO MARKA (2012-2013) - OCT 2013																									
		Gender		Age Groups							Districts							Weekdays							Months		
				Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug
Total																											
> 6:00	0.05	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.30	0.30	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.12	0.00	0.00	0.17	
6:00-9:00	1.86	0.95	2.73	0.00	0.00	0.00	0.50	3.86	1.64	9.53	2.36	2.00	0.96	1.95	2.13	1.33	2.79	3.01	3.47	0.54	1.00	1.01	1.43	2.28	1.71	1.55	
9:00-12:00	2.93	1.61	4.20	0.00	0.10	1.51	0.45	5.03	4.78	14.93	3.33	3.99	1.60	1.62	4.37	0.59	3.86	3.95	3.53	1.52	3.13	2.78	1.35	3.38	2.61	2.82	
12:00-17:00	2.34	1.03	3.61	0.00	0.21	0.00	0.04	3.01	7.62	10.99	3.05	2.31	1.24	2.16	3.28	1.96	3.31	2.46	3.42	0.98	3.09	2.00	0.54	2.11	2.73	2.12	
17:00-20:00	1.37	0.65	2.08	0.00	0.00	0.00	0.06	1.81	3.31	9.87	1.99	1.20	1.08	0.63	2.43	0.98	2.62	1.38	1.98	0.64	1.82	0.29	0.52	1.63	1.55	0.87	
20:00-24:00	0.50	0.15	0.83	0.00	0.00	0.00	0.33	0.20	1.26	4.25	0.47	0.52	0.24	0.12	1.55	0.00	1.24	0.40	0.60	0.09	0.38	0.66	0.00	0.94	0.27	0.28	
	9.05	4.38	13.55	0.00	0.32	1.51	1.38	13.91	18.91	49.89	11.20	10.01	5.11	6.49	14.17	4.86	13.83	11.20	13.30	3.76	9.42	6.74	3.96	10.34	8.86	7.81	



Radju Marija: Jul-Sep 2010

TABLE 8.R11: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CAMPUS FM [JUL-SEP 2010]

CAMP ESTIMATED SEP-SEP 2016																											
	Total	Gender		Age Groups						Districts						Weekdays							Months				
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
> 6:00	0.02	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00
6:00-9:00	0.28	0.50	0.06	0.00	0.00	0.28	0.48	0.17	0.48	0.00	0.00	0.23	0.57	0.21	0.63	0.00	0.12	0.66	0.53	0.63	0.00	0.00	0.00	0.38	0.18	0.27	
9:00-12:00	0.43	0.55	0.31	0.00	0.00	1.13	1.16	0.00	0.00	0.00	0.00	0.37	0.84	1.12	0.00	0.00	0.00	0.69	0.61	0.75	0.19	0.74	0.00	0.65	0.27	0.37	
12:00-17:00	0.41	0.49	0.33	0.00	0.00	0.28	0.95	0.22	0.36	0.00	0.00	0.62	0.68	0.40	0.36	0.00	0.00	0.56	0.40	0.75	0.00	1.22	0.00	0.48	0.18	0.62	
17:00-20:00	0.12	0.14	0.10	0.00	0.00	0.28	0.17	0.06	0.24	0.00	0.00	0.29	0.00	0.00	0.24	0.00	0.00	0.22	0.28	0.00	0.09	0.25	0.00	0.06	0.05	0.28	
20:00-24:00	0.06	0.00	0.12	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.17	0.00	
	1.31	1.70	0.93	0.00	0.00	1.97	2.97	0.45	1.21	0.00	0.00	1.56	2.09	1.73	1.72	0.00	0.12	2.13	1.94	2.13	0.62	2.20	0.00	1.58	0.89	1.53	

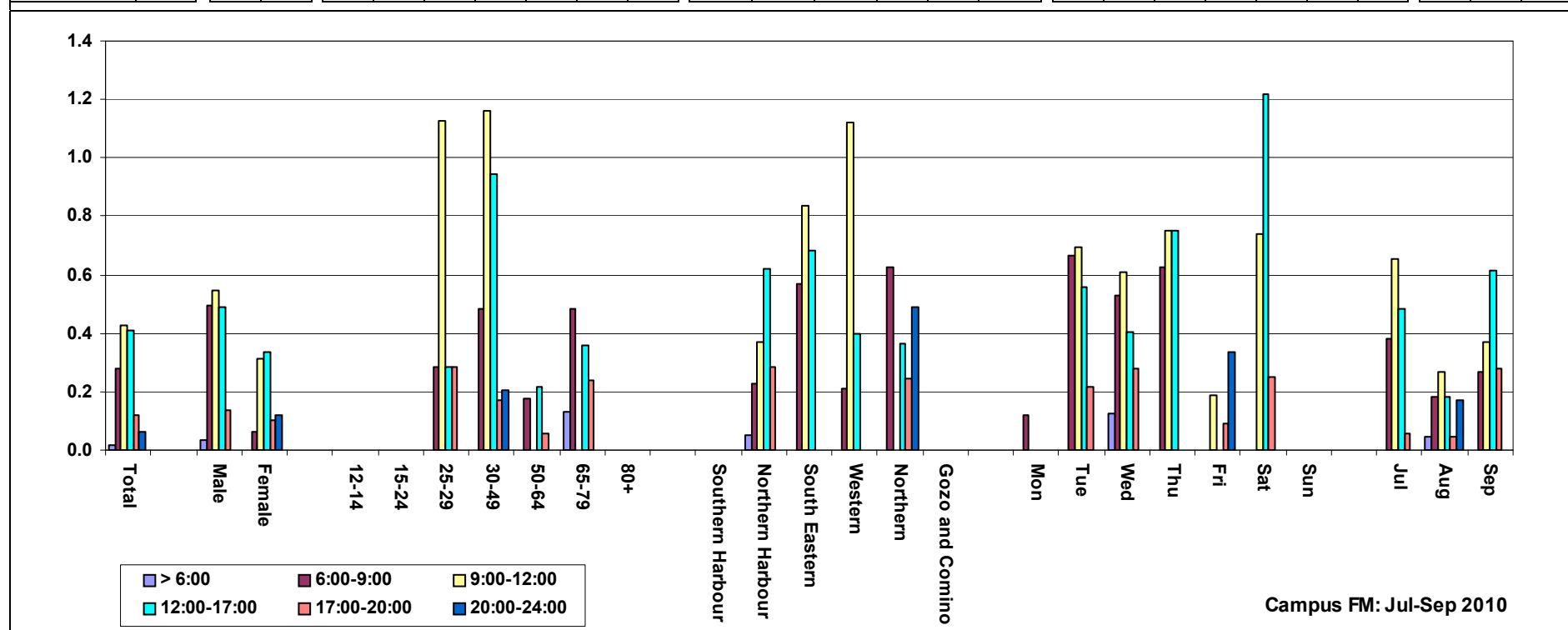


TABLE 8.R12: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – VIBE FM [JUL-SEP 2010]

VIDEO FM (SEP-SEP 2016)																											
	Total	Gender		Age Groups							Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
> 6:00	0.02	0.00	0.03	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.05	0.00
6:00-9:00	1.16	1.12	1.20	0.00	3.22	2.70	1.33	0.11	0.00	0.00	1.07	0.93	1.51	1.52	1.60	0.00	1.93	1.21	1.04	1.33	1.02	0.89	0.52	1.30	1.20	0.97	
9:00-12:00	2.56	2.78	2.36	0.00	6.40	4.34	3.70	0.00	0.00	0.00	1.99	1.48	5.10	2.56	3.23	1.51	4.29	1.08	3.15	2.70	3.06	1.19	2.11	2.33	2.54	2.85	
12:00-17:00	2.66	3.23	2.12	0.00	7.38	5.91	3.29	0.05	0.00	0.00	0.80	1.59	4.26	4.14	2.31	5.82	3.02	1.63	3.02	2.64	4.08	0.45	3.51	1.57	2.35	4.27	
17:00-20:00	0.97	1.39	0.57	0.00	2.16	5.07	0.79	0.05	0.00	0.00	0.78	0.78	1.65	1.12	0.97	0.38	0.23	0.24	1.27	1.06	1.57	0.00	2.74	0.53	0.95	1.50	
20:00-24:00	0.44	0.71	0.18	0.00	1.24	2.75	0.12	0.00	0.00	0.00	0.46	0.57	0.42	0.46	0.33	0.00	0.11	0.13	0.13	0.23	0.19	0.77	2.01	0.17	0.56	0.59	
	7.82	9.23	6.47	0.00	20.49	20.78	9.23	0.22	0.00	0.00	5.11	5.35	13.04	9.81	8.43	7.71	9.58	4.30	8.63	7.96	9.93	3.43	10.90	5.91	7.65	10.19	

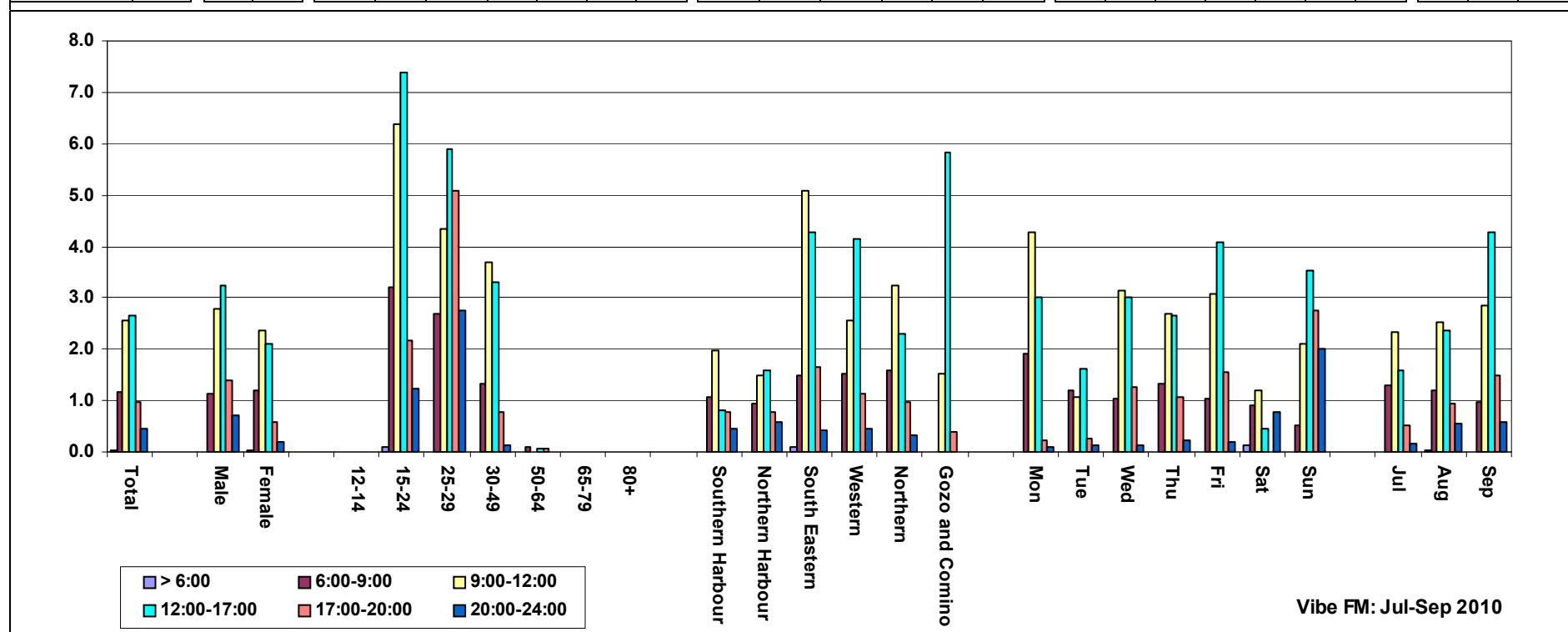


TABLE 8.R13: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – XFM [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.02	0.04	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.07
6:00-9:00	0.85	0.79	0.91	0.00	0.32	3.45	1.61	0.10	0.00	0.00	1.28	1.13	0.26	0.88	0.74	0.00	1.66	1.45	0.00	0.75	1.32	0.31	0.00	0.39	0.57	1.71
9:00-12:00	0.89	1.43	0.36	0.00	0.93	3.42	1.50	0.00	0.00	0.00	1.39	1.50	0.00	1.15	0.00	0.00	1.51	0.84	0.00	1.81	0.27	1.30	0.40	0.37	0.61	1.82
12:00-17:00	1.75	2.79	0.75	0.00	2.49	5.99	1.82	0.44	0.48	0.00	1.45	2.17	0.50	2.81	2.45	0.00	3.34	1.59	0.15	4.05	1.14	0.11	1.66	0.74	1.96	2.64
17:00-20:00	0.36	0.51	0.21	0.00	1.07	0.57	0.37	0.10	0.00	0.00	0.23	0.30	0.31	0.62	0.61	0.00	0.59	0.14	0.00	0.39	0.32	0.36	0.80	0.25	0.43	0.39
20:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	3.87	5.56	2.24	0.00	4.81	13.43	5.37	0.64	0.48	0.00	4.36	5.18	1.07	5.46	3.80	0.00	7.10	4.03	0.15	7.00	3.04	2.08	3.05	1.76	3.57	6.62

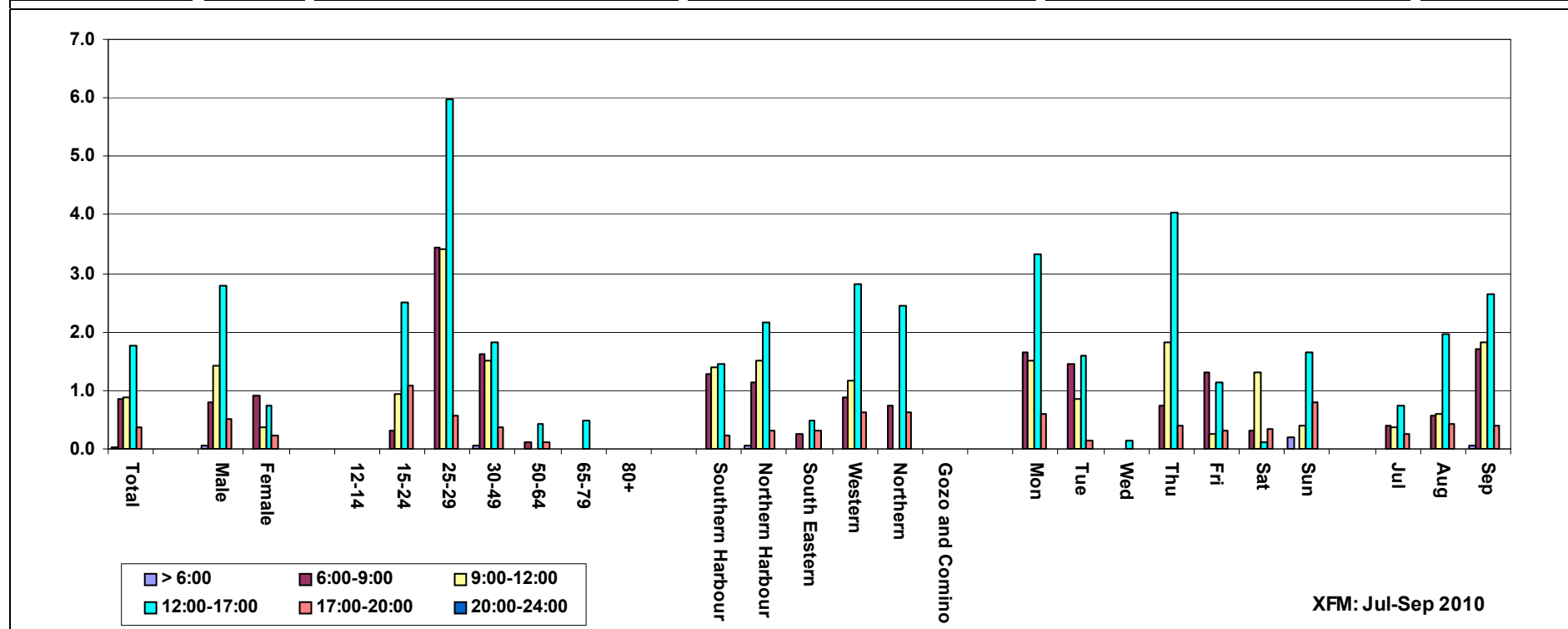


TABLE 8.R14: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – COMMUNITY RADIO STATIONS [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.19	0.08	0.30	0.00	0.00	0.00	0.41	0.24	0.00	0.00	0.00	0.22	0.00	0.60	0.00	0.42	0.00	0.09	0.40	0.37	0.00	0.00	0.65	0.36	0.04	0.19
9:00-12:00	1.11	1.36	0.87	0.00	0.73	1.69	1.45	1.06	0.78	0.00	1.47	1.73	0.21	0.54	0.00	2.98	0.37	1.45	0.69	2.28	0.46	0.26	2.81	1.26	0.78	1.35
12:00-17:00	0.68	0.97	0.41	0.00	0.12	0.56	1.10	0.61	0.68	0.00	1.17	0.58	0.21	0.74	0.00	2.16	0.58	1.82	0.00	0.45	0.91	0.50	0.32	1.14	0.35	0.58
17:00-20:00	0.22	0.14	0.29	0.00	0.00	0.00	0.29	0.37	0.11	0.31	0.12	0.00	0.00	0.09	0.28	2.22	0.10	0.80	0.27	0.00	0.00	0.19	0.28	0.46	0.18	0.00
20:00-24:00	0.12	0.00	0.23	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.74	0.00	0.00	0.07	0.00	0.00	0.35	0.00	0.00
	2.32	2.55	2.10	0.00	0.85	2.26	3.24	2.70	1.57	0.31	2.76	2.54	0.42	1.98	0.28	9.55	1.05	4.90	1.36	3.10	1.44	0.95	4.07	3.57	1.35	2.12

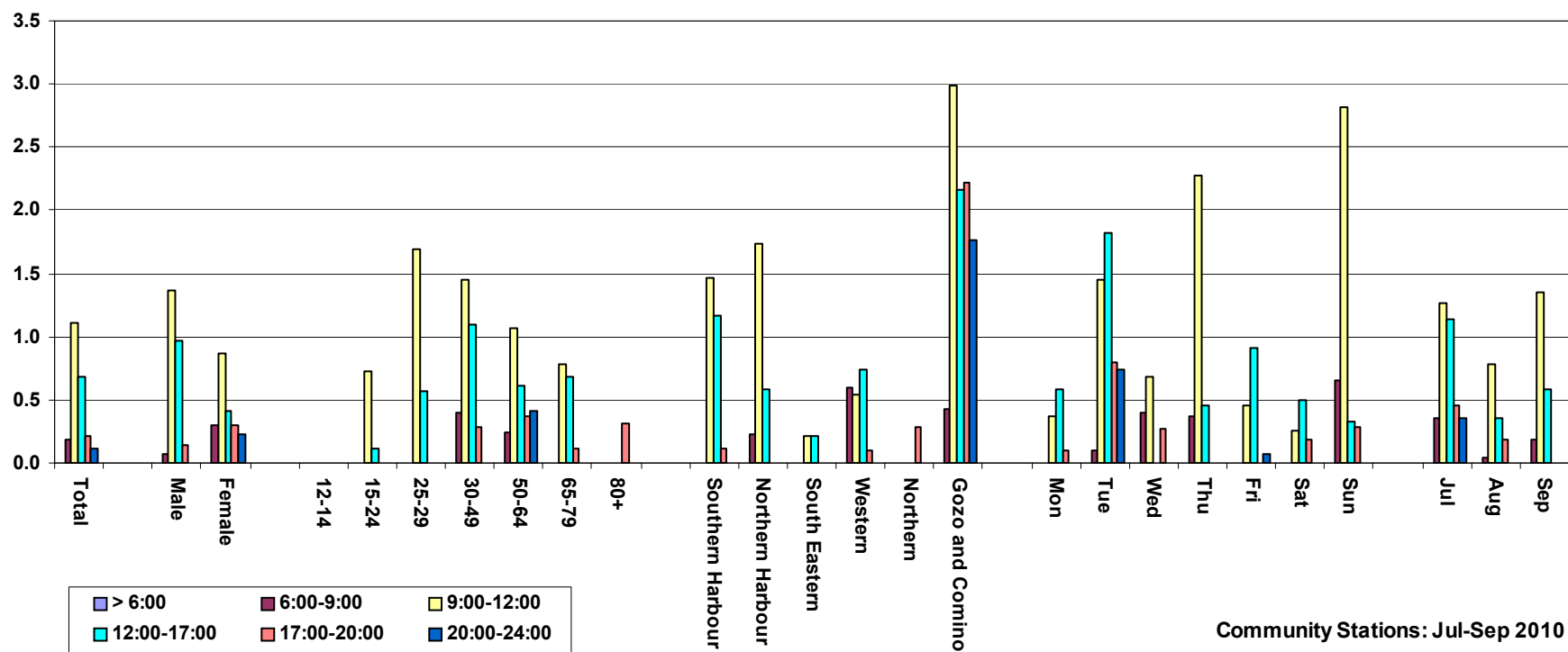


TABLE 8.R15: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – OTHER RADIO STATIONS [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
> 6:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6:00-9:00	0.02	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
9:00-12:00	0.10	0.21	0.00	0.00	0.00	0.00	0.30	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.12	1.33	0.00	0.00	0.12	0.00	0.49	0.00	0.00	0.00	0.04	0.30
12:00-17:00	0.08	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.25
17:00-20:00	0.10	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.09	0.00	0.00	0.00	0.36	0.57	0.11	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.34
20:00-24:00	0.08	0.16	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.23	0.00	0.00	
	0.37	0.76	0.00	0.00	0.00	0.30	0.33	1.52	0.00	0.00	0.19	0.00	0.00	0.00	1.09	3.03	0.23	0.00	0.12	0.00	0.49	0.00	2.23	0.23	0.04	0.95

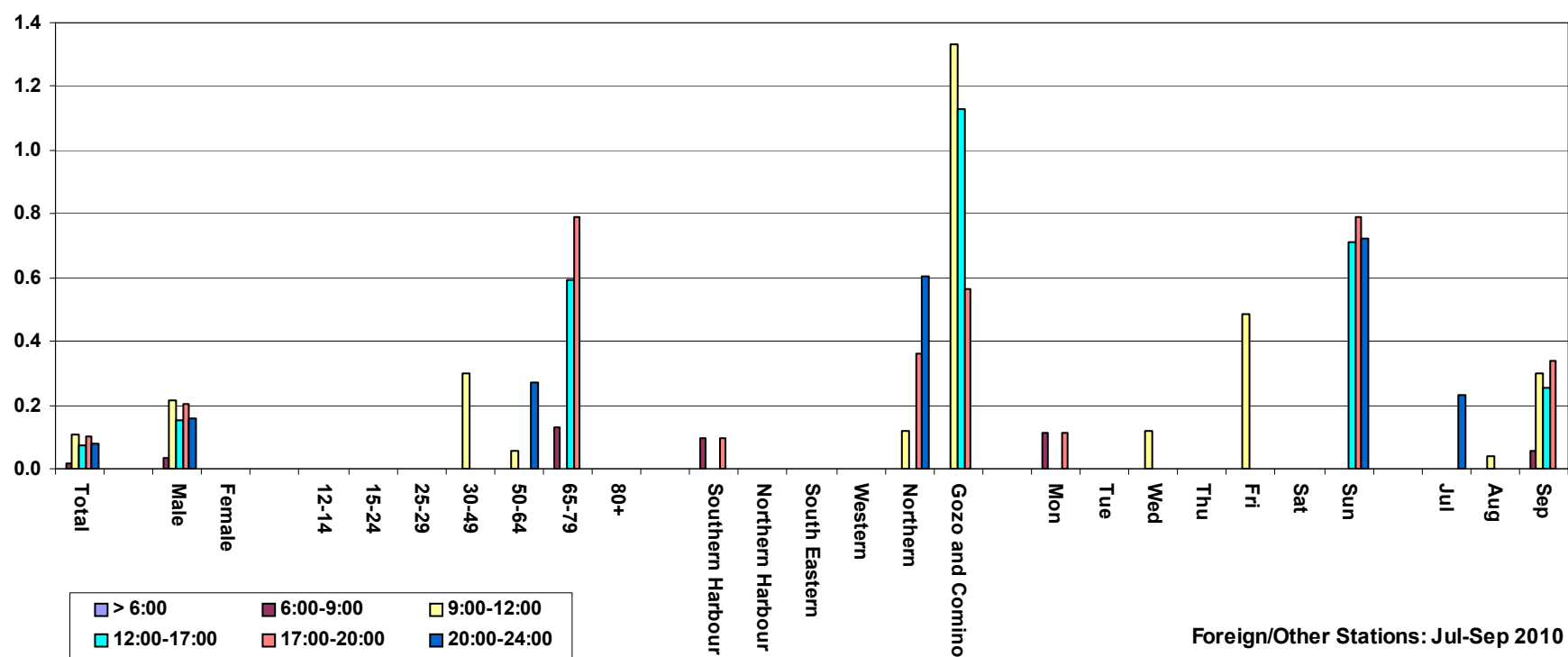
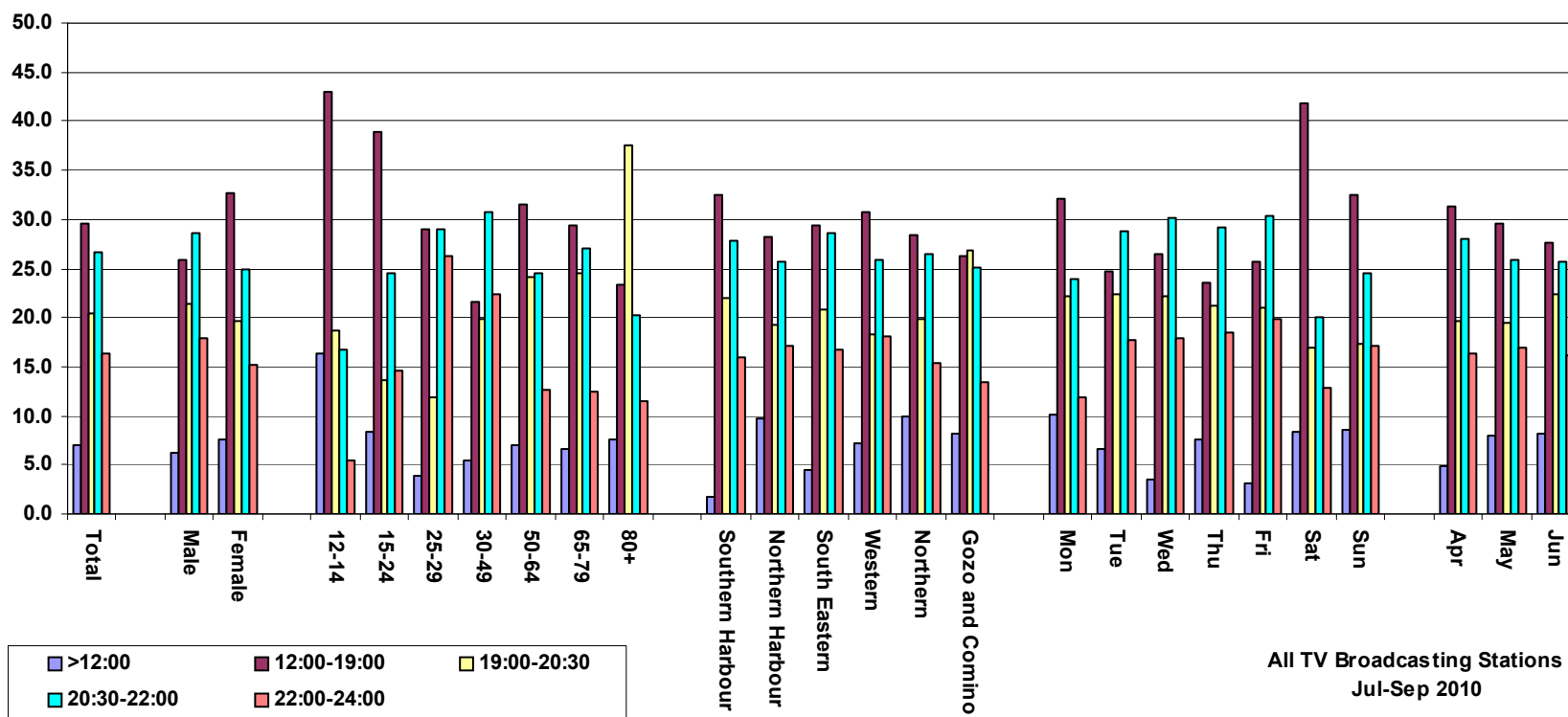


TABLE 8.TV: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ALL TV BROADCASTING STATIONS [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	6.93	6.19	7.56	16.31	8.41	3.91	5.51	7.08	6.53	7.54	1.82	9.72	4.46	7.23	9.98	8.25	10.05	6.52	3.54	7.51	3.19	8.44	8.58	4.82	7.99	8.25
12:00-19:00	29.57	25.97	32.65	42.91	38.89	29.00	21.63	31.58	29.39	23.34	32.52	28.30	29.38	30.66	28.45	26.33	32.12	24.68	26.41	23.64	25.75	41.79	32.51	31.31	29.55	27.69
19:00-20:30	20.49	21.36	19.73	18.65	13.62	11.92	19.82	24.19	24.53	37.52	22.02	19.26	20.84	18.22	19.92	26.90	22.12	22.36	22.13	21.28	20.95	16.85	17.28	19.59	19.52	22.33
20:30-22:00	26.59	28.53	24.93	16.76	24.47	28.92	30.68	24.49	27.04	20.18	27.78	25.69	28.60	25.81	26.37	25.11	23.87	28.71	30.06	29.10	30.27	20.13	24.45	28.00	25.92	25.67
22:00-24:00	16.43	17.95	15.12	5.37	14.61	26.25	22.37	12.67	12.50	11.42	15.87	17.03	16.72	18.08	15.27	13.41	11.85	17.73	17.86	18.47	19.85	12.79	17.19	16.27	17.02	16.06
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



**TABLE 8.TV1: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
TVM [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	1.08	0.60	1.50	0.00	0.25	0.00	1.09	1.59	1.72	2.14	0.35	1.10	0.00	2.26	1.98	1.03	1.55	0.86	1.40	0.92	0.54	0.67	1.70	1.09	1.45	0.74
12:00-19:00	3.63	3.73	3.54	0.00	2.82	0.77	2.76	6.04	4.51	1.48	4.52	3.29	1.91	4.44	3.46	4.39	7.80	2.61	2.91	0.68	2.65	4.14	4.60	5.23	3.42	2.07
19:00-20:30	4.29	4.94	3.74	1.09	2.05	3.73	5.40	5.16	4.07	4.31	3.85	3.51	4.58	3.83	5.89	6.48	6.13	4.03	3.88	4.41	3.22	3.33	4.97	5.40	3.27	4.02
20:30-22:00	6.16	6.73	5.67	3.26	4.78	6.52	7.66	5.23	7.63	2.13	6.18	4.90	5.70	6.99	7.47	8.31	4.54	7.41	5.91	7.27	5.91	3.73	8.51	10.31	3.87	3.74
22:00-24:00	2.36	2.39	2.33	0.00	1.46	1.59	3.70	1.70	2.85	1.73	1.98	2.04	2.09	3.24	3.26	1.73	1.33	1.76	1.79	3.00	3.40	1.26	4.52	4.69	1.00	1.05
	17.52	18.39	16.78	4.34	11.36	12.61	20.61	19.72	20.78	11.79	16.88	14.84	14.28	20.77	22.07	21.94	21.35	16.68	15.89	16.27	15.72	13.13	24.30	26.73	13.01	11.62

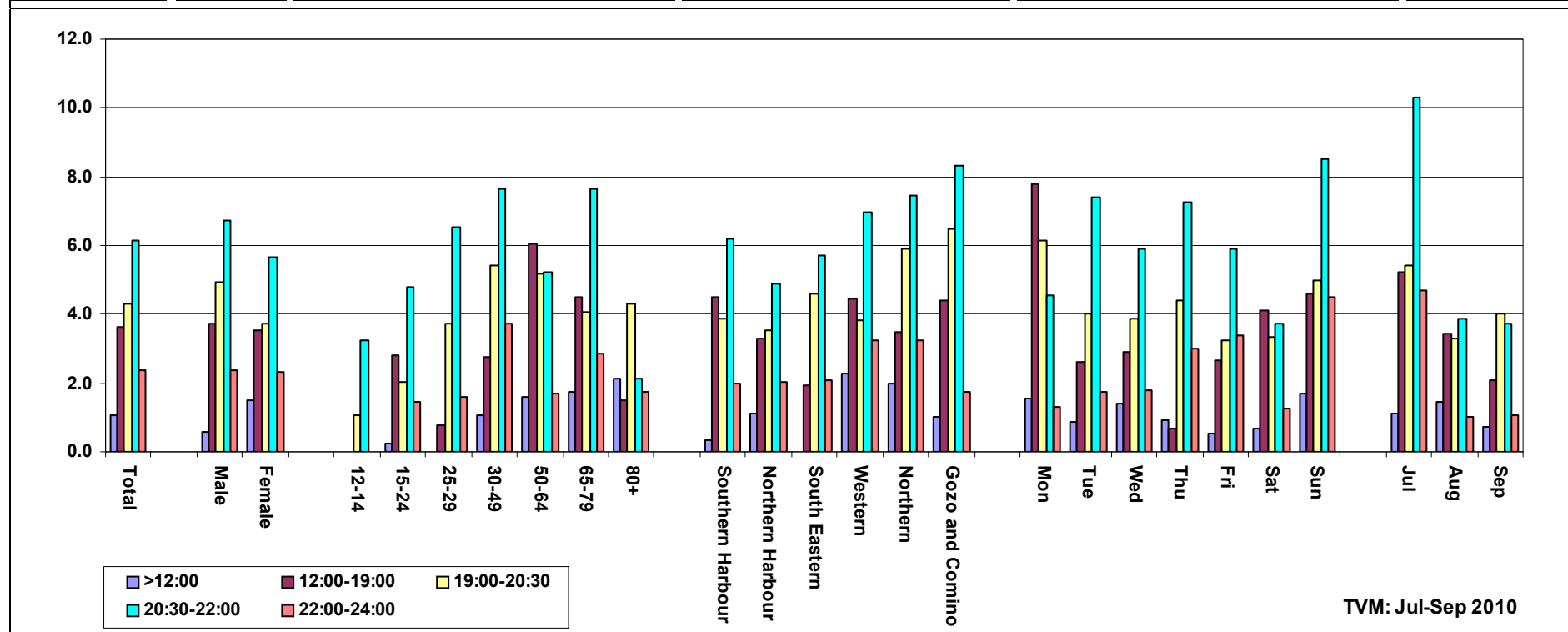
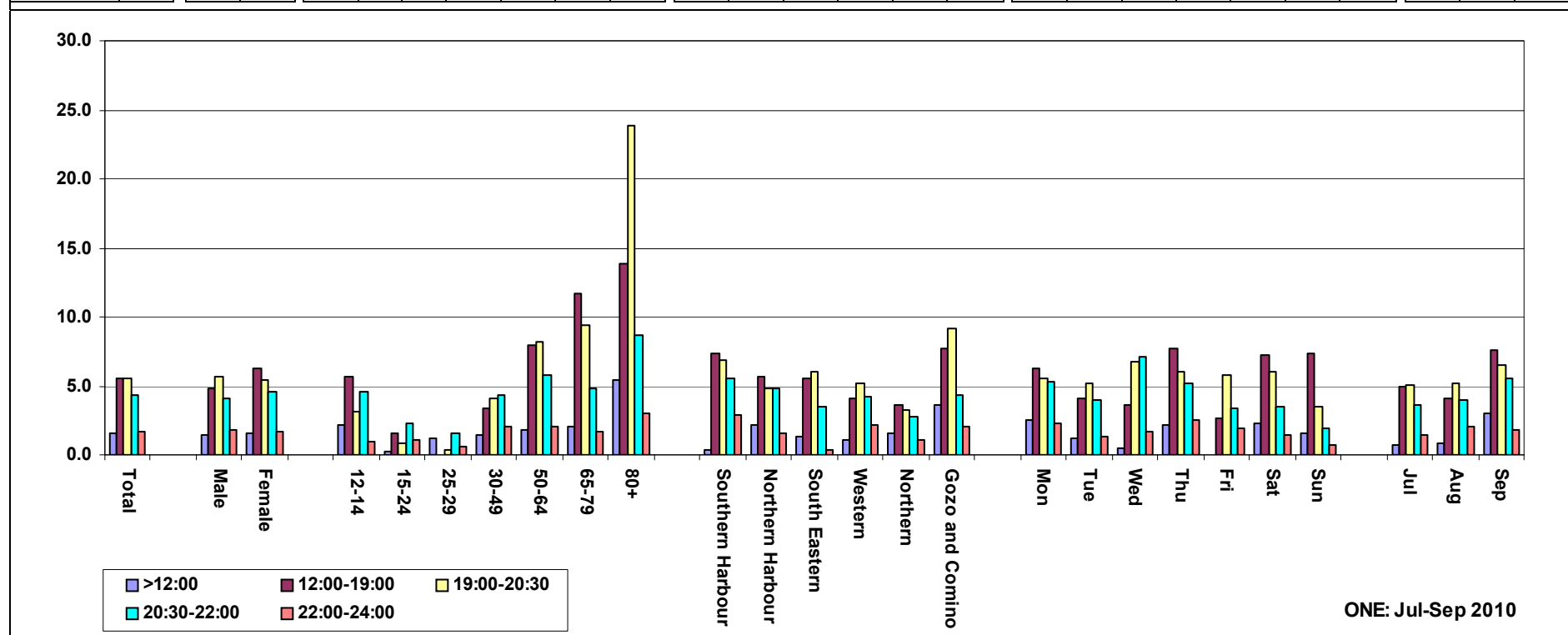


TABLE 8.TV2: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – ONE [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
>12:00	1.52	1.46	1.57	2.18	0.24	1.26	1.42	1.76	2.09	5.40	0.32	2.15	1.38	1.08	1.56	3.58	2.55	1.26	0.42	2.22	0.00	2.35	1.52	0.68	0.86	3.04	
12:00-19:00	5.59	4.83	6.24	5.62	1.61	0.00	3.32	8.00	11.69	13.87	7.31	5.61	5.59	4.04	3.61	7.74	6.27	4.12	3.57	7.67	2.70	7.17	7.39	4.97	4.09	7.64	
19:00-20:30	5.56	5.71	5.44	3.11	0.88	0.32	4.04	8.18	9.41	23.84	6.92	4.88	5.97	5.16	3.31	9.11	5.55	5.14	6.76	5.98	5.84	6.03	3.54	5.03	5.18	6.48	
20:30-22:00	4.38	4.12	4.61	4.54	2.28	1.58	4.34	5.80	4.76	8.72	5.55	4.78	3.45	4.22	2.82	4.37	5.35	3.93	7.05	5.24	3.40	3.49	1.96	3.63	4.03	5.52	
22:00-24:00	1.73	1.79	1.68	0.99	1.09	0.63	1.99	2.07	1.73	3.04	2.90	1.51	0.34	2.20	1.14	2.02	2.34	1.34	1.72	2.56	1.89	1.41	0.77	1.41	2.03	1.80	
	18.78	17.90	19.53	16.45	6.09	3.78	15.12	25.82	29.68	54.86	23.00	18.93	16.73	16.69	12.44	26.83	22.07	15.78	19.53	23.68	13.83	20.46	15.17	15.72	16.18	24.49	



**TABLE 8.TV3: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
NET TV [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.38	0.39	0.38	0.00	0.28	0.67	0.36	0.71	0.00	0.00	0.00	0.32	0.12	0.00	1.12	1.80	0.00	0.40	0.00	0.00	0.00	1.32	0.94	0.09	0.84	0.29
12:00-19:00	2.97	2.59	3.29	7.60	3.54	4.04	1.35	3.10	3.63	3.69	4.53	2.52	2.56	2.21	3.00	2.66	3.85	2.93	4.31	0.75	4.95	3.08	1.09	4.26	2.90	1.62
19:00-20:30	1.72	1.83	1.63	0.55	0.35	1.01	0.57	2.83	3.66	5.86	2.55	0.88	0.56	1.91	1.82	4.76	2.65	2.56	0.60	1.08	3.53	0.35	1.35	1.88	1.49	1.76
20:30-22:00	1.34	1.38	1.31	0.00	0.68	0.00	0.66	2.47	2.39	1.45	2.00	0.76	0.46	2.05	1.19	2.43	1.96	1.42	0.71	0.75	2.99	0.33	1.47	1.40	1.35	1.27
22:00-24:00	0.90	1.07	0.75	0.00	0.83	1.87	0.91	0.90	0.95	0.00	1.28	1.07	0.00	1.29	0.47	0.79	0.26	0.92	0.77	0.15	1.71	0.48	2.38	0.82	0.30	1.55
	7.31	7.25	7.37	8.15	5.70	7.60	3.84	10.01	10.62	11.00	10.36	5.56	3.70	7.45	7.60	12.45	8.72	8.24	6.39	2.73	13.17	5.55	7.23	8.44	6.87	6.49

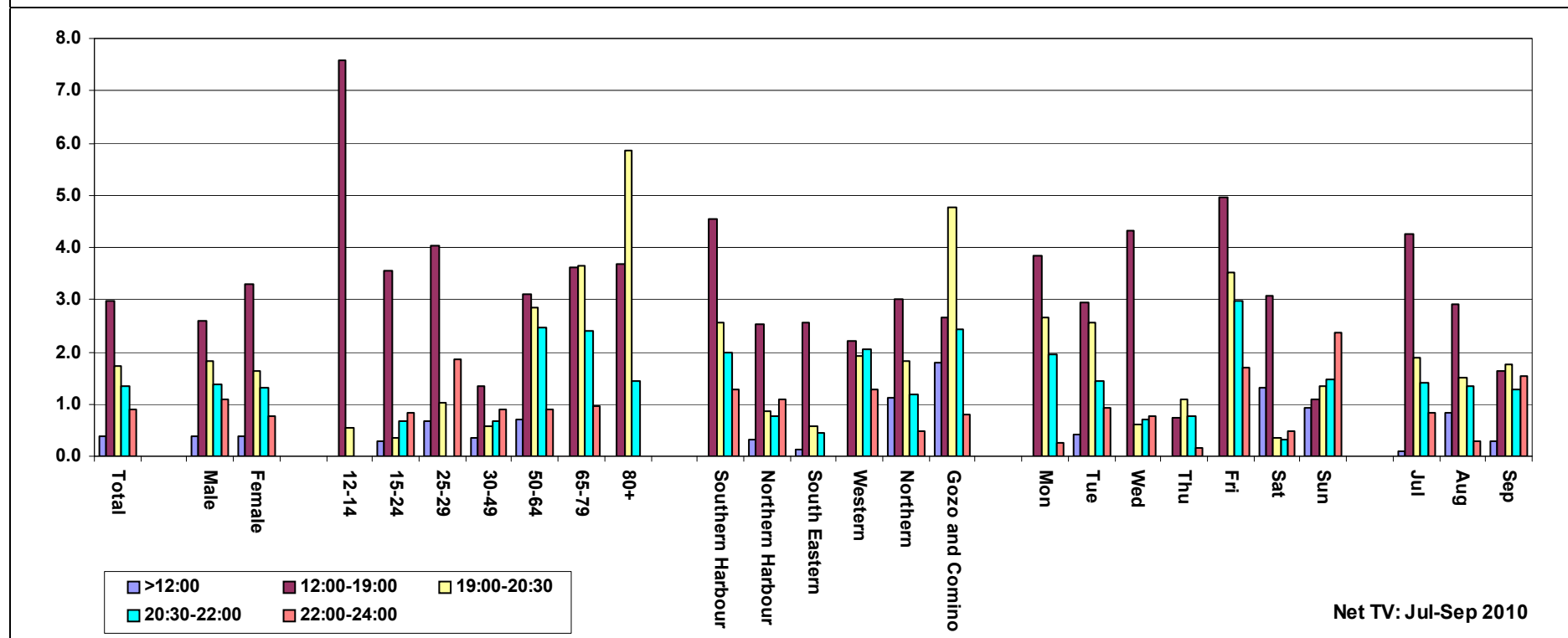
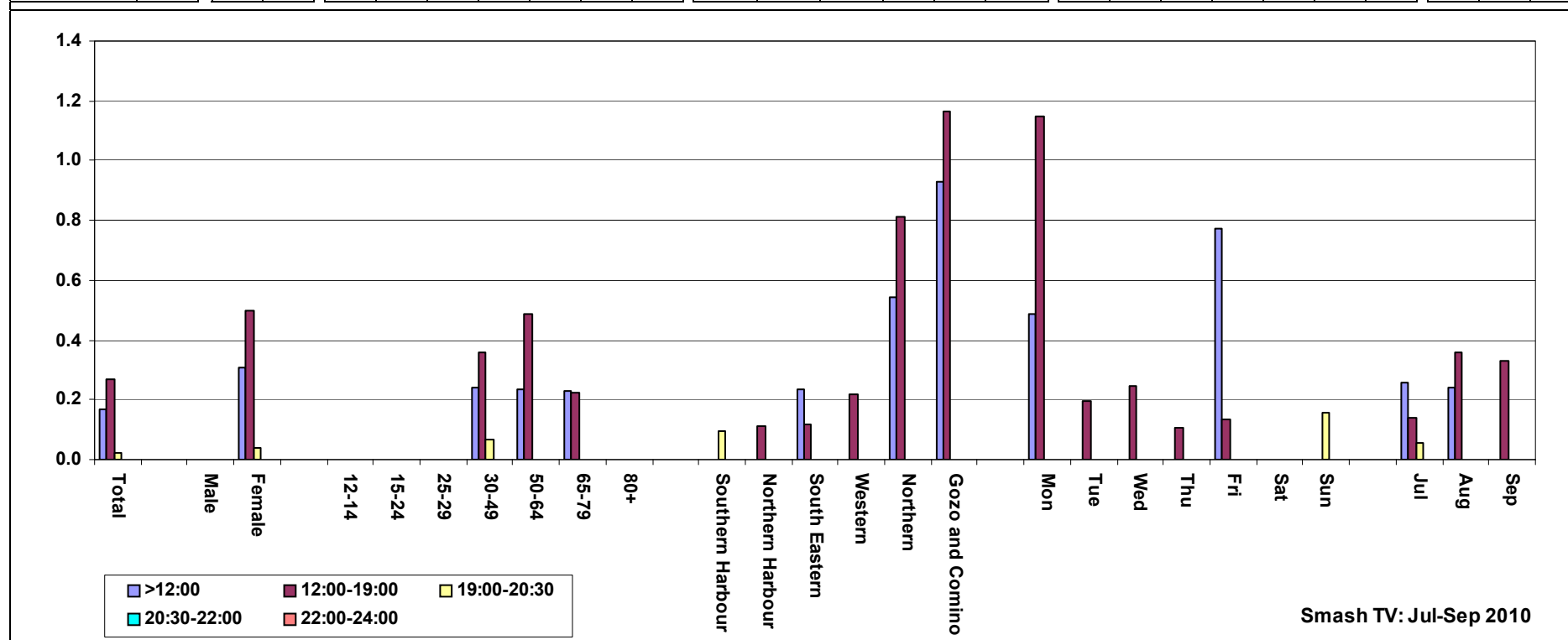


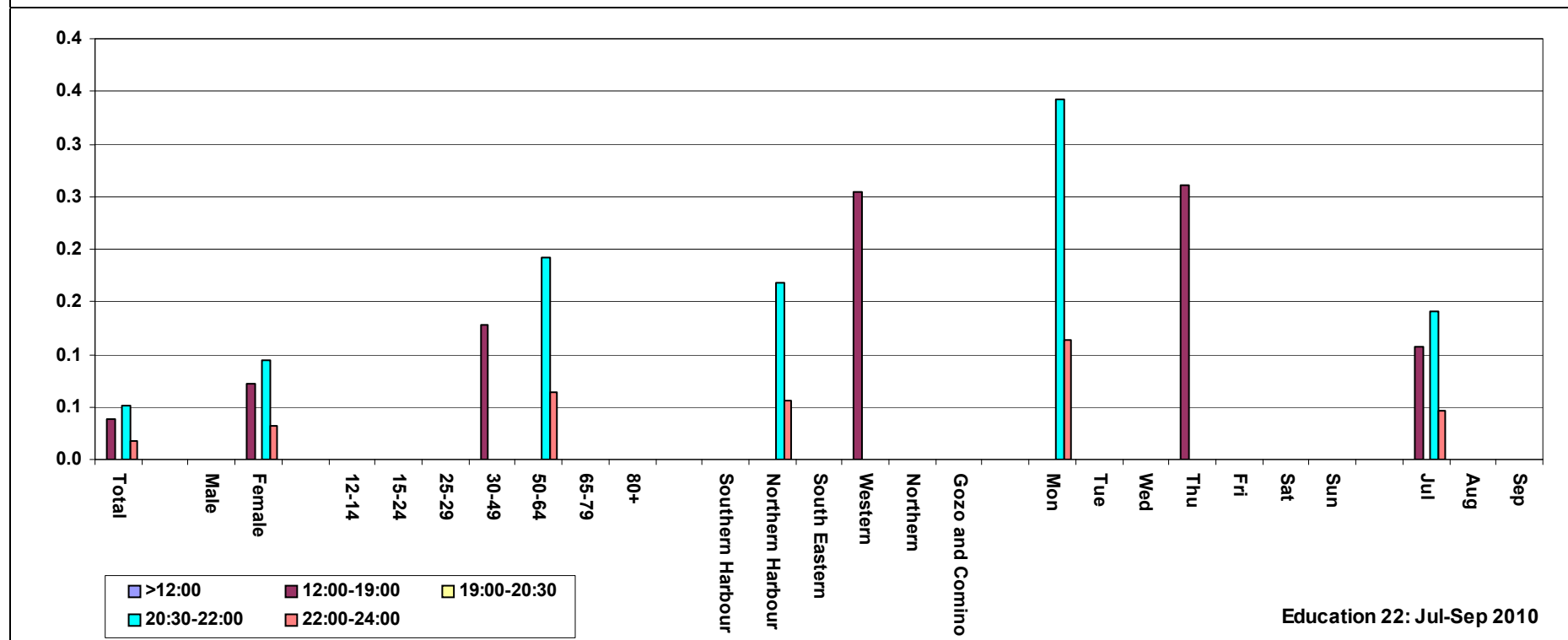
TABLE 8.TV4: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – SMASH TV [JUL-SEP 2010]

SMASH TV [WEEK-SEP 2019]																											
	Total	Gender		Age Groups							Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
>12:00	0.17	0.00	0.31	0.00	0.00	0.00	0.24	0.23	0.23	0.00	0.00	0.00	0.24	0.00	0.54	0.93	0.49	0.00	0.00	0.00	0.77	0.00	0.00	0.26	0.24	0.00	
12:00-19:00	0.27	0.00	0.50	0.00	0.00	0.00	0.36	0.49	0.22	0.00	0.00	0.11	0.12	0.22	0.81	1.16	1.15	0.20	0.25	0.10	0.13	0.00	0.00	0.14	0.36	0.30	
19:00-20:30	0.02	0.00	0.04	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.05	0.00	0.00	
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	0.46	0.00	0.85	0.00	0.00	0.00	0.67	0.72	0.45	0.00	0.10	0.11	0.35	0.22	1.35	2.09	1.64	0.20	0.25	0.10	0.90	0.00	0.16	0.45	0.60	0.30	



**TABLE 8.TV5: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
EDUCATION 22 [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.04	0.00	0.07	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.11	0.00	0.00
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.05	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
22:00-24:00	0.02	0.00	0.03	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00
	0.11	0.00	0.20	0.00	0.00	0.00	0.13	0.26	0.00	0.00	0.00	0.22	0.00	0.25	0.00	0.00	0.46	0.00	0.00	0.26	0.00	0.00	0.00	0.29	0.00	0.00



**TABLE 8.TV6: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
iTV [JUL-SEP 2010]**

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
	Total																									
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

iTV 22 did not register any audiences during this quarter

TABLE 8.TV7: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – FAVORITE CHANNEL [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.04	0.00	0.08	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00
12:00-19:00	0.17	0.22	0.13	0.00	0.00	0.00	0.33	0.26	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.67	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50
19:00-20:30	0.03	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.12	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
20:30-22:00	0.19	0.09	0.28	0.00	0.00	0.67	0.00	0.18	0.72	0.00	0.00	0.39	0.12	0.00	0.42	0.00	0.34	0.44	0.00	0.00	0.55	0.00	0.00	0.04	0.35	0.20
22:00-24:00	0.15	0.00	0.28	0.00	0.00	0.00	0.12	0.18	0.48	0.00	0.00	0.22	0.12	0.00	0.23	0.53	0.00	0.39	0.00	0.00	0.69	0.00	0.00	0.04	0.44	0.00
	0.58	0.31	0.82	0.00	0.25	0.67	0.45	0.68	1.31	0.00	0.20	1.28	0.24	0.00	0.65	0.53	1.12	1.60	0.00	0.00	1.24	0.00	0.00	0.20	0.79	0.81

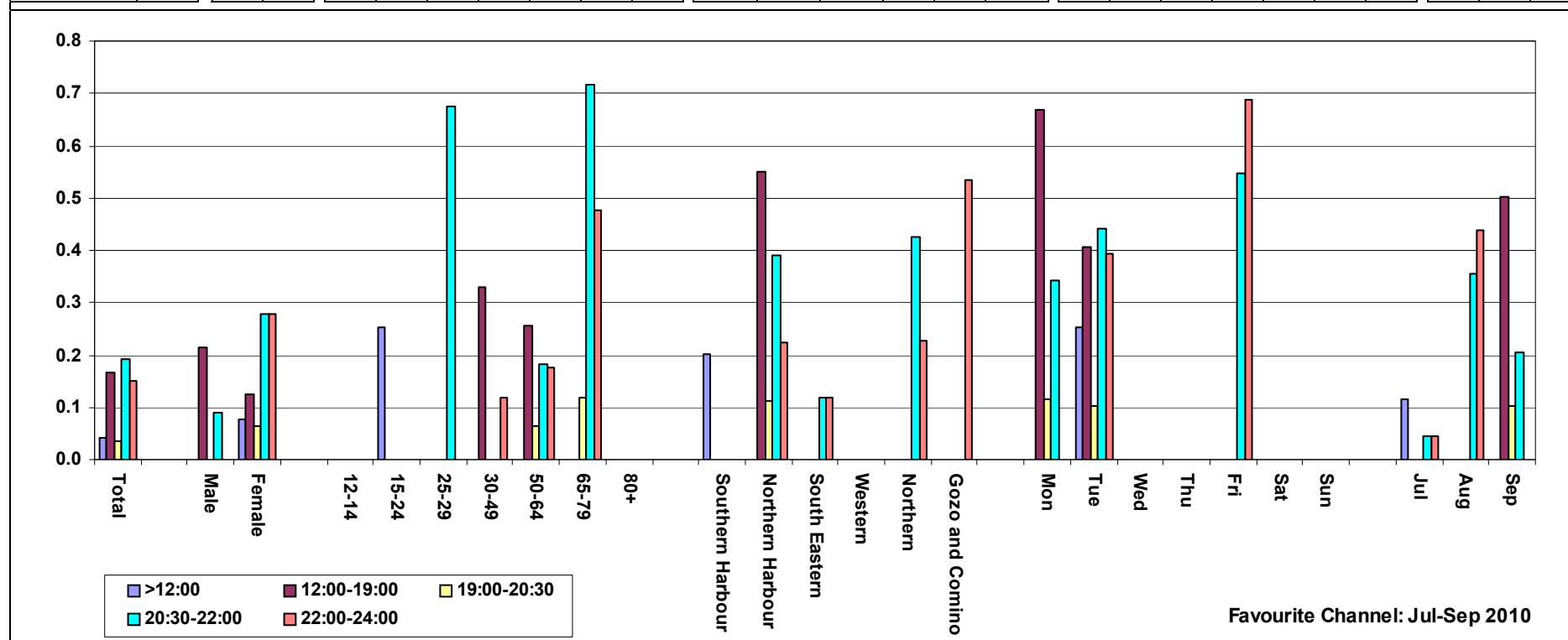


TABLE 8.TV8: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH – CALYPSO MUSIC TV [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.15	0.00	0.28	0.00	0.00	1.89	0.00	0.12	0.00	0.00	0.00	0.39	0.00	0.22	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.78	0.00	0.41	0.00	0.00
19:00-20:30	0.02	0.00	0.03	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.17	0.00	0.31	0.00	0.00	1.89	0.00	0.18	0.00	0.00	0.00	0.39	0.12	0.22	0.00	0.00	0.00	0.20	0.00	0.11	0.00	0.78	0.00	0.41	0.00	0.00

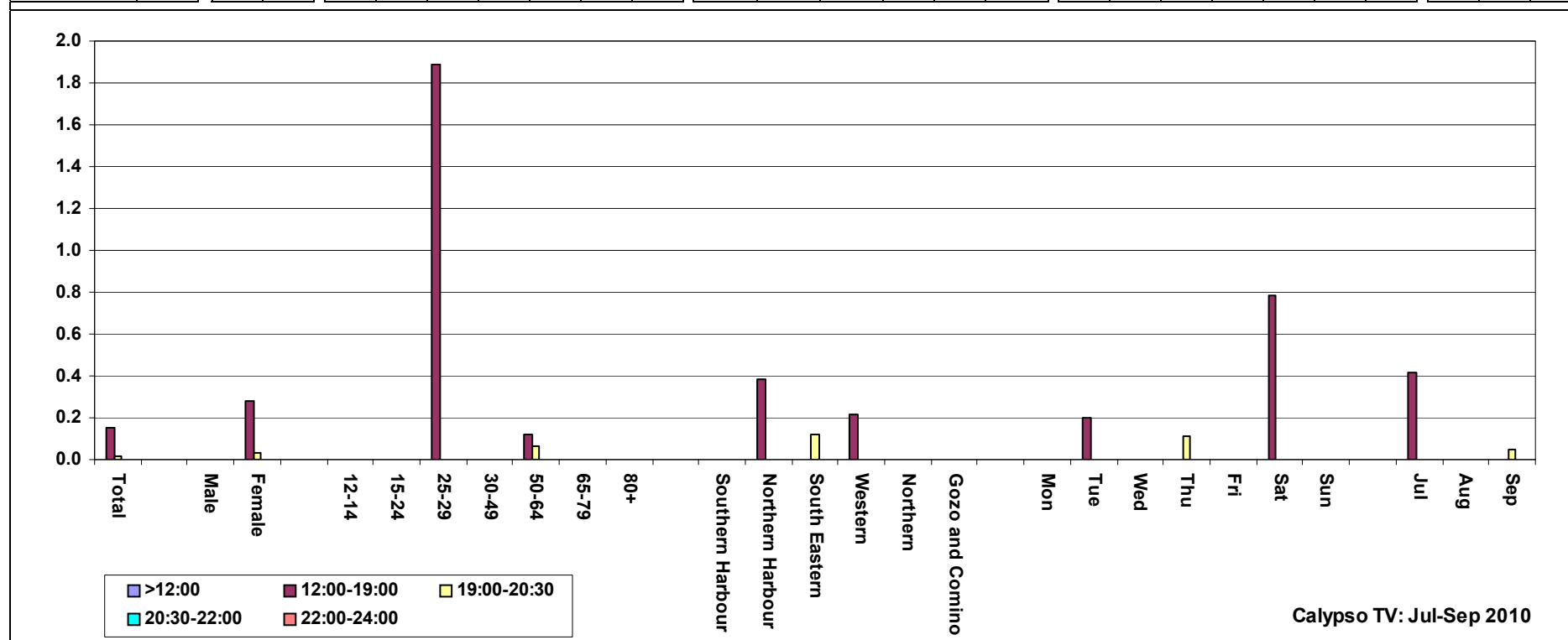


TABLE 8.TV9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –

RAI 1 [JUL-SEP 2009]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.75	0.62	0.85	0.00	1.15	0.77	0.87	0.85	0.12	0.00	0.52	0.72	0.82	0.89	0.82	0.93	0.32	1.11	0.29	0.14	0.82	1.44	1.07	0.75	0.72	0.76
19:00-20:30	0.80	0.80	0.81	0.00	0.43	0.95	1.23	0.56	1.07	0.00	0.76	1.16	0.12	1.04	0.76	0.27	0.34	0.85	2.13	0.57	1.22	0.27	0.35	0.71	0.90	0.82
20:30-22:00	2.04	2.52	1.64	0.00	1.91	0.99	3.17	1.73	1.51	1.48	2.75	2.23	2.37	0.65	1.61	2.38	0.89	2.21	2.69	1.27	2.58	2.87	1.89	2.36	2.00	1.73
22:00-24:00	1.06	1.18	0.95	0.00	0.68	0.66	1.64	0.99	0.55	2.95	0.95	1.55	1.54	0.29	0.60	0.80	0.40	1.00	1.12	0.72	1.19	1.83	1.18	0.84	1.18	1.18
	4.65	5.12	4.25	0.00	4.17	3.37	6.91	4.13	3.25	4.43	4.99	5.66	4.85	2.87	3.79	4.37	1.95	5.17	6.23	2.70	5.82	6.41	4.49	4.66	4.80	4.50

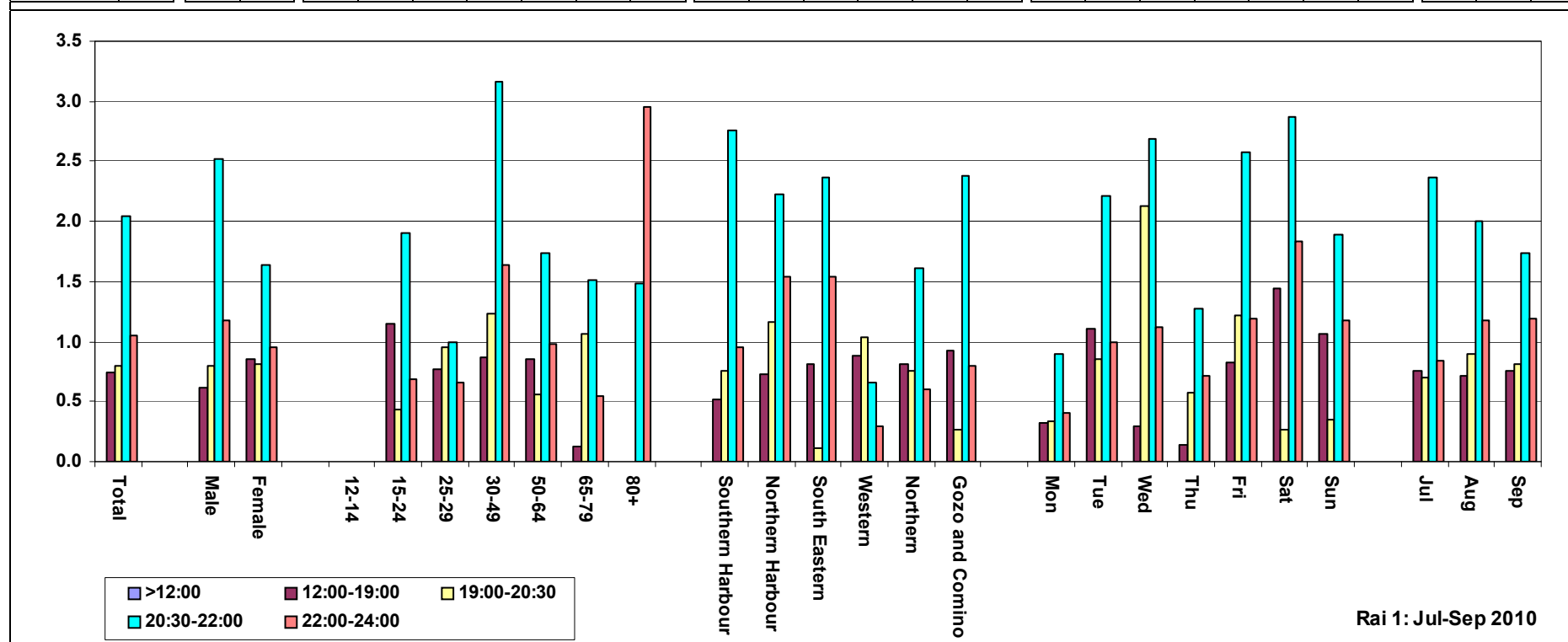


TABLE 8.TV10: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –

RAI 2 [JUL-SEP 2010]

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.09	0.20	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.24	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.39	0.12	0.00	0.15	0.10
19:00-20:30	0.08	0.00	0.15	0.00	0.00	0.00	0.06	0.25	0.00	0.00	0.16	0.00	0.00	0.22	0.00	0.27	0.00	0.20	0.00	0.22	0.00	0.00	0.14	0.00	0.17	0.10
20:30-22:00	0.62	0.47	0.75	0.00	0.00	1.31	0.82	0.80	0.57	0.00	0.42	0.46	1.48	0.52	0.45	0.80	0.76	0.75	0.00	0.96	0.68	0.70	0.42	0.54	1.01	0.36
22:00-24:00	0.44	0.19	0.66	0.00	0.00	1.60	0.33	0.74	0.32	0.00	0.10	0.56	0.81	0.40	0.56	0.00	0.43	0.86	0.00	0.77	0.40	0.47	0.00	0.57	0.48	0.25
	1.24	0.86	1.56	0.00	0.00	2.90	1.51	1.79	0.89	0.00	0.92	1.02	2.61	1.14	1.02	1.07	1.19	1.80	0.00	1.95	1.08	1.46	0.94	1.23	1.66	0.86

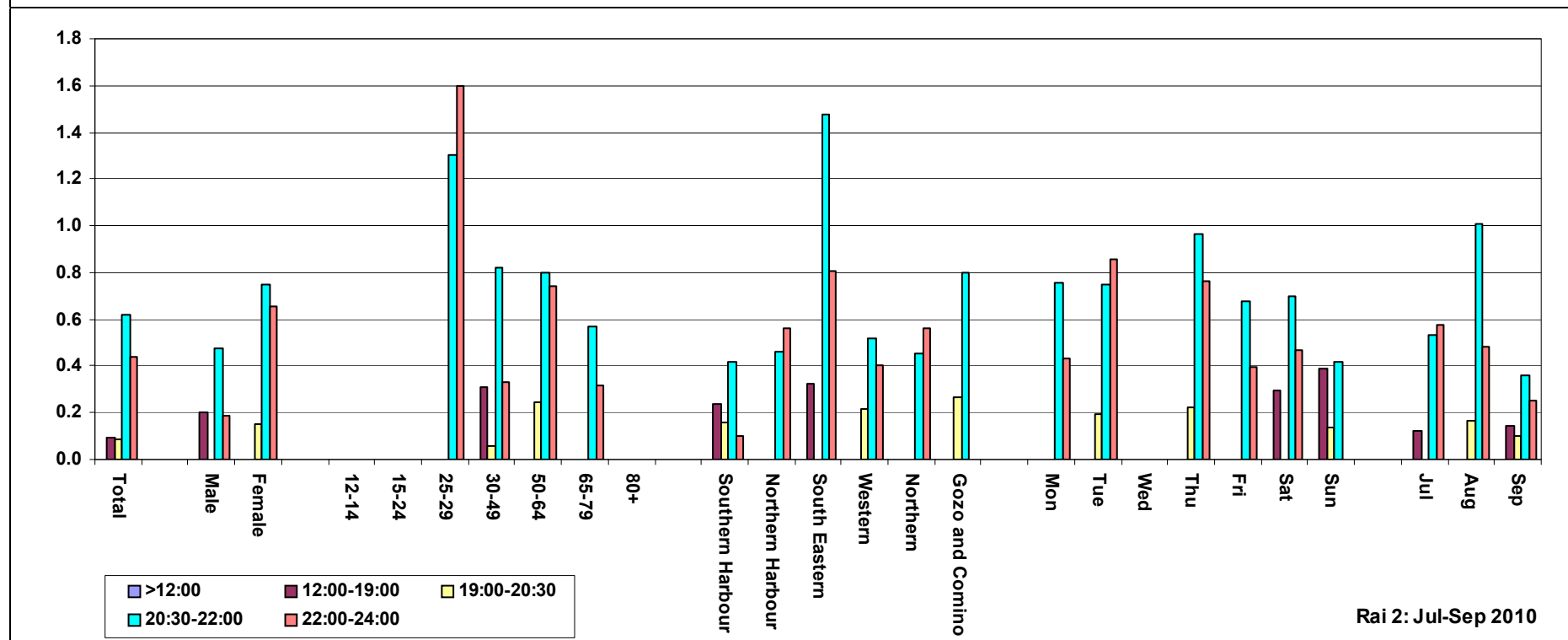
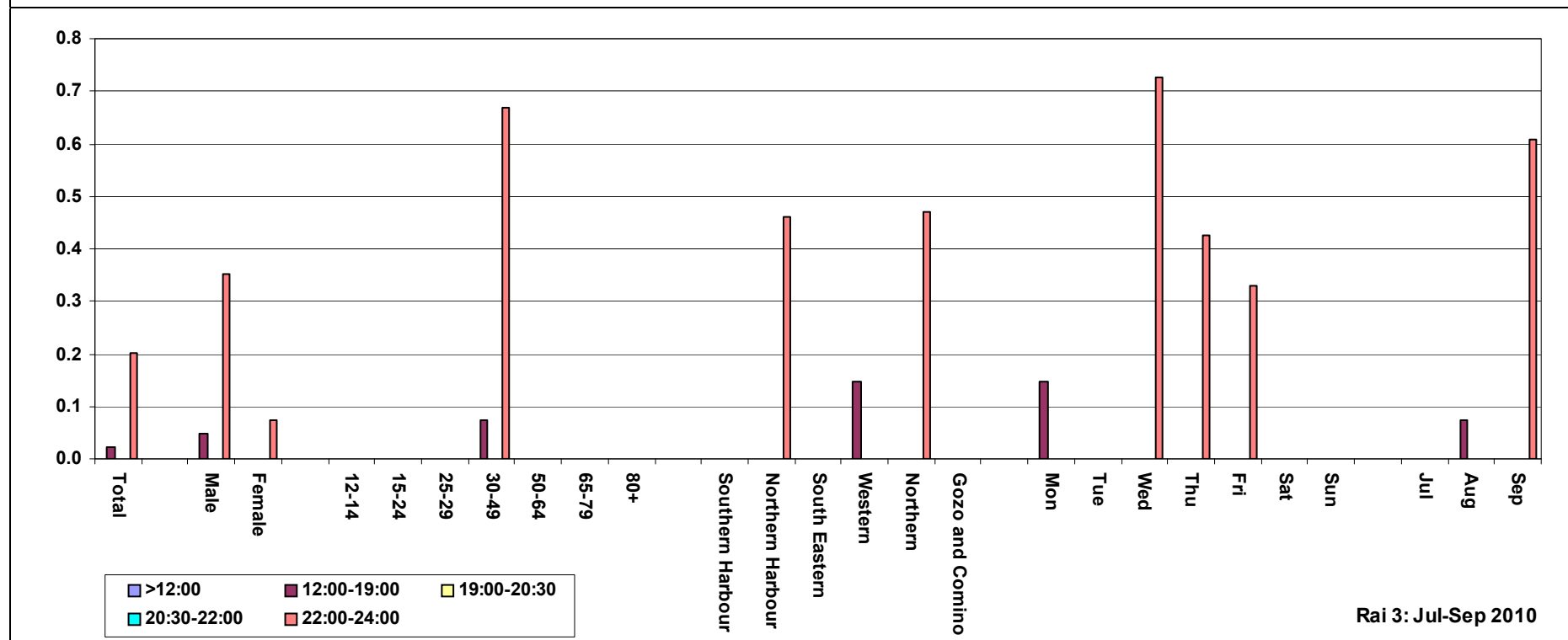


TABLE 8.TV11: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –

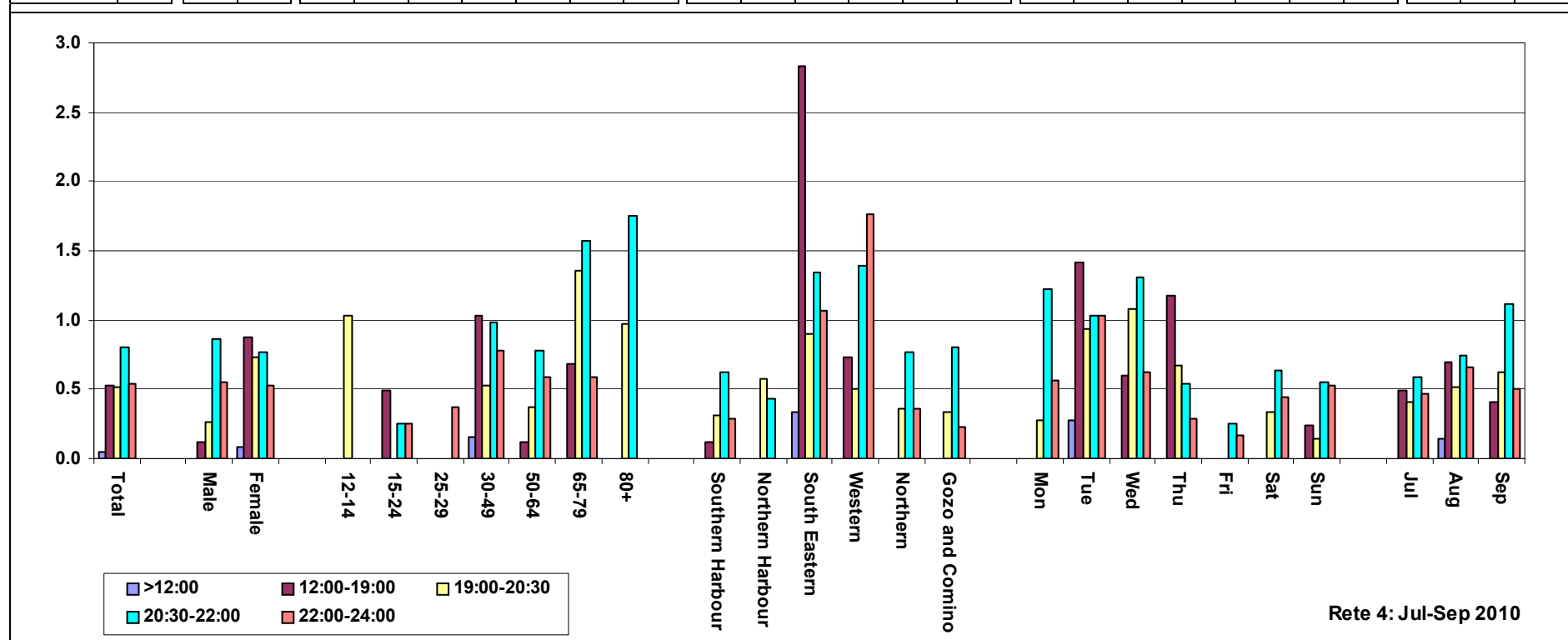
RAI 3 [JUL-SEP 2010]

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
	Total																									
>12:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12:00-19:00	0.02	0.05	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
19:00-20:30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20:30-22:00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22:00-24:00	0.20	0.35	0.08	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.47	0.00	0.00	0.00	0.73	0.43	0.33	0.00	0.00	0.00	0.00	0.61
	0.22	0.40	0.08	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.46	0.00	0.15	0.47	0.00	0.15	0.00	0.73	0.43	0.33	0.00	0.00	0.00	0.07	0.61



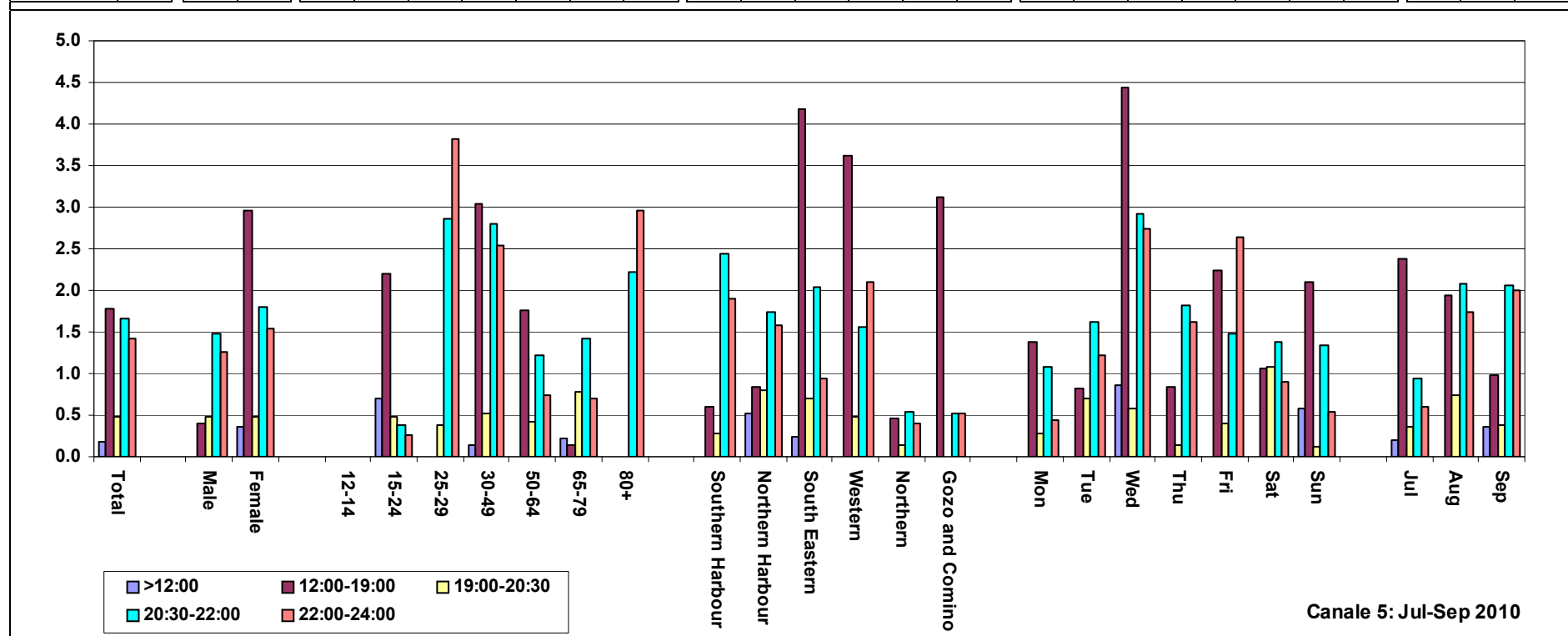
**TABLE 8.TV12: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
RETE 4 [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.05	0.00	0.08	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00
12:00-19:00	0.52	0.12	0.87	0.00	0.49	0.00	1.04	0.12	0.69	0.00	0.12	0.00	2.84	0.73	0.00	0.00	0.00	1.42	0.60	1.18	0.00	0.00	0.24	0.49	0.70	0.40
19:00-20:30	0.51	0.26	0.73	1.03	0.00	0.00	0.53	0.37	1.36	0.97	0.32	0.58	0.90	0.51	0.36	0.33	0.27	0.94	1.08	0.67	0.00	0.34	0.14	0.41	0.52	0.63
20:30-22:00	0.81	0.86	0.76	0.00	0.25	0.00	0.99	0.78	1.57	1.76	0.62	0.43	1.34	1.40	0.76	0.80	1.22	1.03	1.31	0.54	0.25	0.63	0.55	0.58	0.74	1.12
22:00-24:00	0.54	0.55	0.52	0.00	0.25	0.37	0.78	0.58	0.59	0.00	0.29	0.00	1.06	1.77	0.36	0.23	0.56	1.03	0.62	0.29	0.16	0.44	0.53	0.47	0.66	0.50
	2.43	1.80	2.97	1.03	0.98	0.37	3.48	1.85	4.20	2.73	1.35	1.01	6.47	4.40	1.48	1.37	2.06	4.69	3.61	2.68	0.42	1.41	1.47	1.95	2.77	2.65



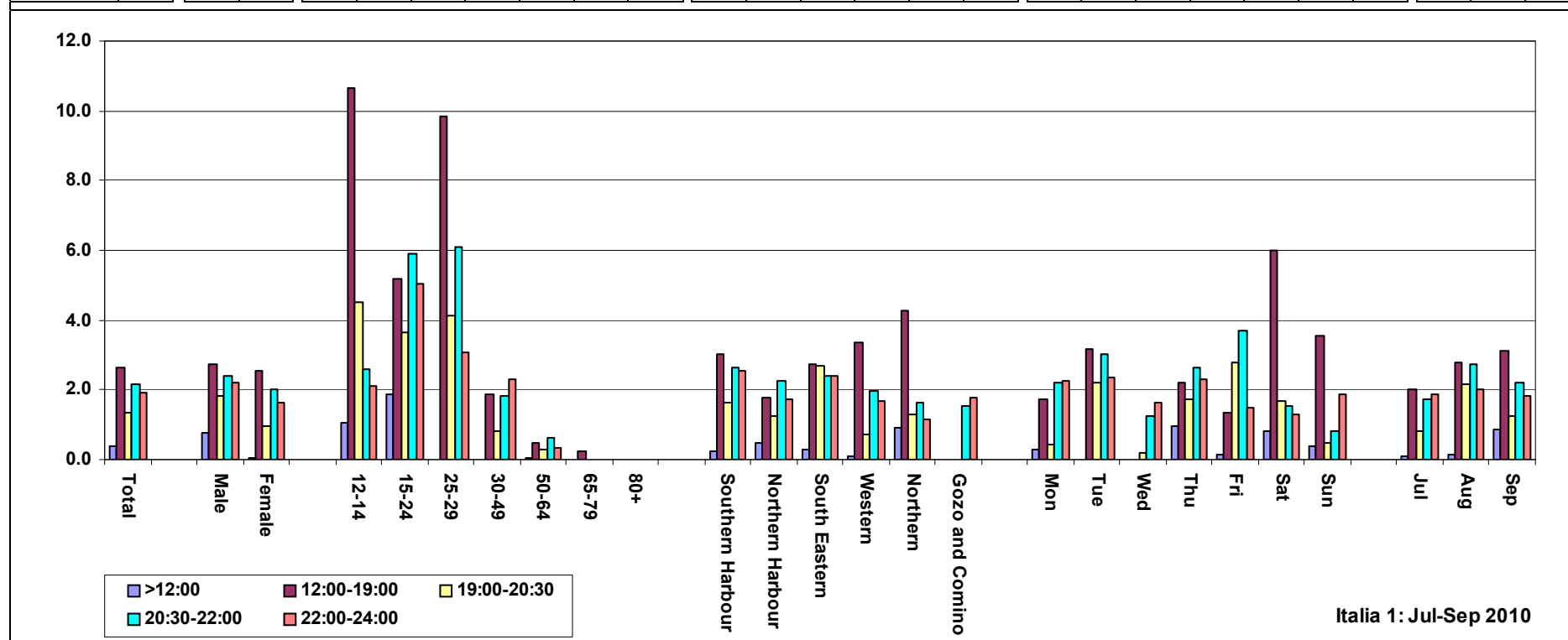
**TABLE 8.TV13: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
CANALE 5 [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts							Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep	
>12:00	0.19	0.00	0.35	0.00	0.71	0.00	0.13	0.00	0.23	0.00	0.00	0.52	0.24	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.57	0.20	0.00	0.35	
12:00-19:00	1.77	0.40	2.95	0.00	2.20	0.00	3.04	1.77	0.14	0.00	0.60	0.85	4.18	3.62	0.45	3.12	1.38	0.81	4.45	0.83	2.25	1.05	2.09	2.37	1.93	0.97	
19:00-20:30	0.48	0.48	0.48	0.00	0.47	0.38	0.52	0.43	0.77	0.00	0.27	0.79	0.70	0.47	0.13	0.00	0.28	0.69	0.58	0.14	0.39	1.07	0.13	0.36	0.74	0.39	
20:30-22:00	1.66	1.49	1.80	0.00	0.37	2.85	2.80	1.21	1.41	2.22	2.45	1.73	2.05	1.56	0.54	0.53	1.07	1.62	2.91	1.83	1.48	1.37	1.34	0.94	2.07	2.06	
22:00-24:00	1.41	1.27	1.53	0.00	0.25	3.83	2.54	0.73	0.71	2.95	1.91	1.58	0.95	2.10	0.41	0.53	0.44	1.23	2.73	1.61	2.64	0.90	0.54	0.59	1.75	1.99	
	5.51	3.63	7.12	0.00	4.00	7.06	9.03	4.14	3.26	5.17	5.22	5.47	8.12	7.75	1.53	4.17	3.18	4.36	11.53	4.41	6.76	4.39	4.68	4.47	6.49	5.76	



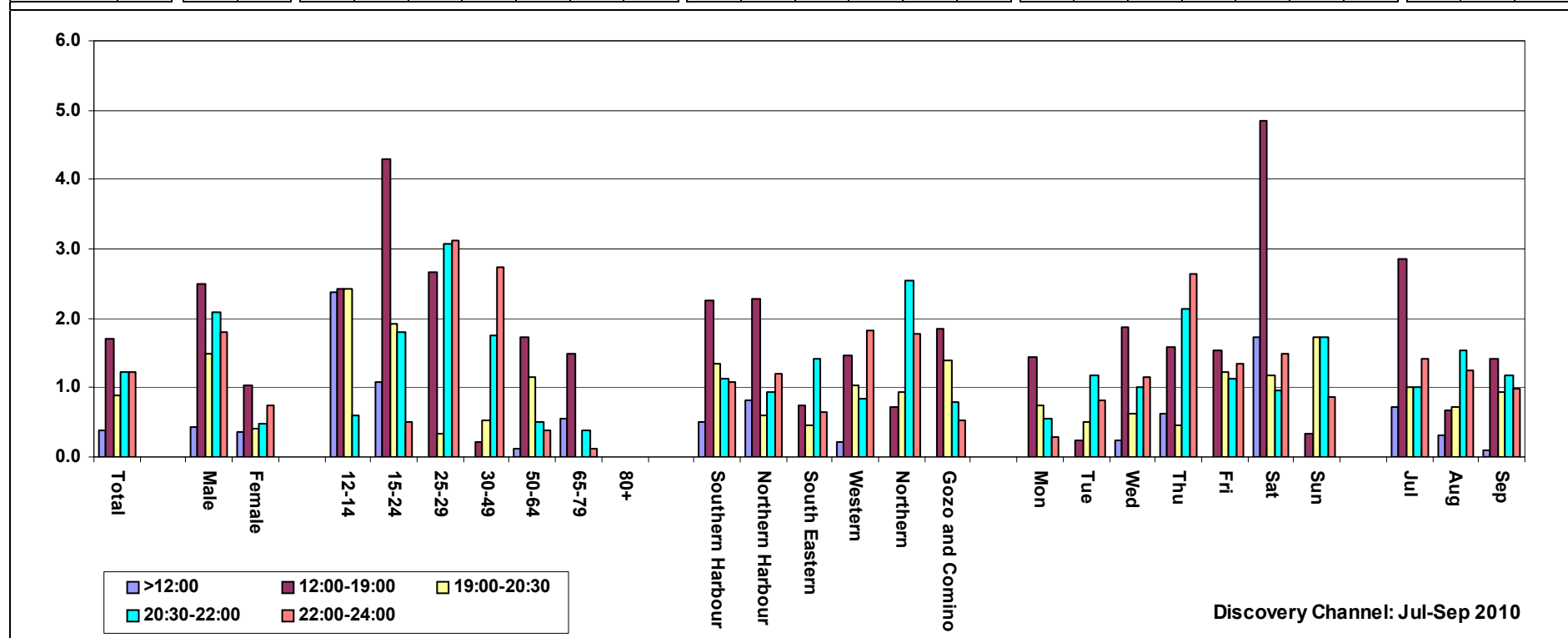
**TABLE 8.TV14: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
ITALIA 1 [JUL-SEP 2010]**

	Total	Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.37	0.77	0.03	1.05	1.89	0.00	0.00	0.06	0.00	0.00	0.23	0.46	0.30	0.11	0.93	0.00	0.28	0.00	0.00	0.95	0.13	0.84	0.38	0.11	0.16	0.85
12:00-19:00	2.62	2.73	2.53	10.64	5.20	9.83	1.88	0.48	0.23	0.00	3.02	1.77	2.75	3.35	4.29	0.00	1.75	3.17	0.00	2.20	1.32	5.98	3.53	2.00	2.79	3.14
19:00-20:30	1.37	1.85	0.96	4.52	3.64	4.13	0.83	0.29	0.00	0.00	1.66	1.24	2.68	0.72	1.29	0.00	0.42	2.20	0.18	1.72	2.81	1.69	0.49	0.81	2.17	1.24
20:30-22:00	2.18	2.38	2.02	2.59	5.92	6.08	1.84	0.63	0.00	0.00	2.66	2.24	2.39	1.99	1.65	1.55	2.20	3.03	1.25	2.64	3.70	1.54	0.82	1.72	2.72	2.21
22:00-24:00	1.90	2.20	1.64	2.13	5.02	3.09	2.30	0.36	0.00	0.00	2.53	1.73	2.40	1.67	1.13	1.78	2.25	2.35	1.63	2.29	1.47	1.28	1.89	1.86	2.02	1.83
	8.45	9.93	7.18	20.91	21.67	23.12	6.85	1.82	0.23	0.00	10.10	7.44	10.52	7.83	9.28	3.33	6.90	10.75	3.06	9.81	9.44	11.32	7.11	6.50	9.86	9.27



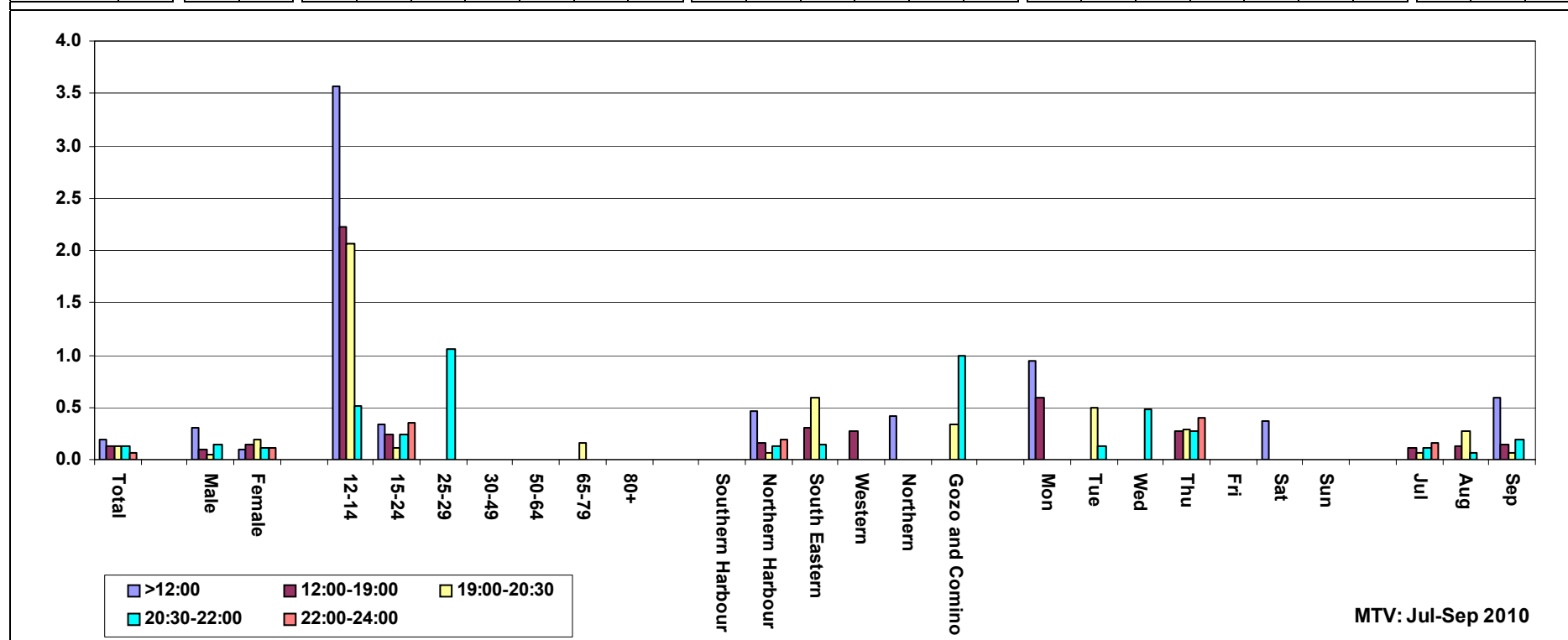
**TABLE 8.TV15: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
DISCOVERY CHANNEL [JUL-SEP 2010]**

	Total	Gender		Age Groups						Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.39	0.43	0.35	2.38	1.09	0.00	0.00	0.12	0.56	0.00	0.50	0.82	0.00	0.22	0.00	0.00	0.00	0.00	0.24	0.64	0.00	1.73	0.00	0.72	0.31	0.10
12:00-19:00	1.71	2.50	1.02	2.43	4.29	2.68	0.22	1.72	1.50	0.00	2.27	2.29	0.75	1.47	0.71	1.85	1.44	0.25	1.88	1.58	1.55	4.85	0.33	2.85	0.67	1.41
19:00-20:30	0.90	1.48	0.40	2.43	1.92	0.33	0.53	1.14	0.00	0.00	1.35	0.59	0.46	1.04	0.93	1.40	0.75	0.50	0.63	0.47	1.23	1.18	1.73	1.01	0.73	0.93
20:30-22:00	1.23	2.10	0.49	0.61	1.79	3.08	1.75	0.51	0.38	0.00	1.14	0.93	1.41	0.84	2.54	0.80	0.56	1.17	1.02	2.13	1.13	0.96	1.72	1.02	1.55	1.18
22:00-24:00	1.22	1.79	0.74	0.00	0.50	3.11	2.74	0.38	0.13	0.00	1.07	1.21	0.65	1.82	1.77	0.53	0.28	0.82	1.15	2.65	1.35	1.48	0.86	1.41	1.26	0.99
	5.45	8.30	3.00	7.86	9.60	9.20	5.24	3.88	2.56	0.00	6.32	5.84	3.27	5.38	5.96	4.59	3.03	2.74	4.91	7.46	5.25	10.21	4.64	7.01	4.51	4.61



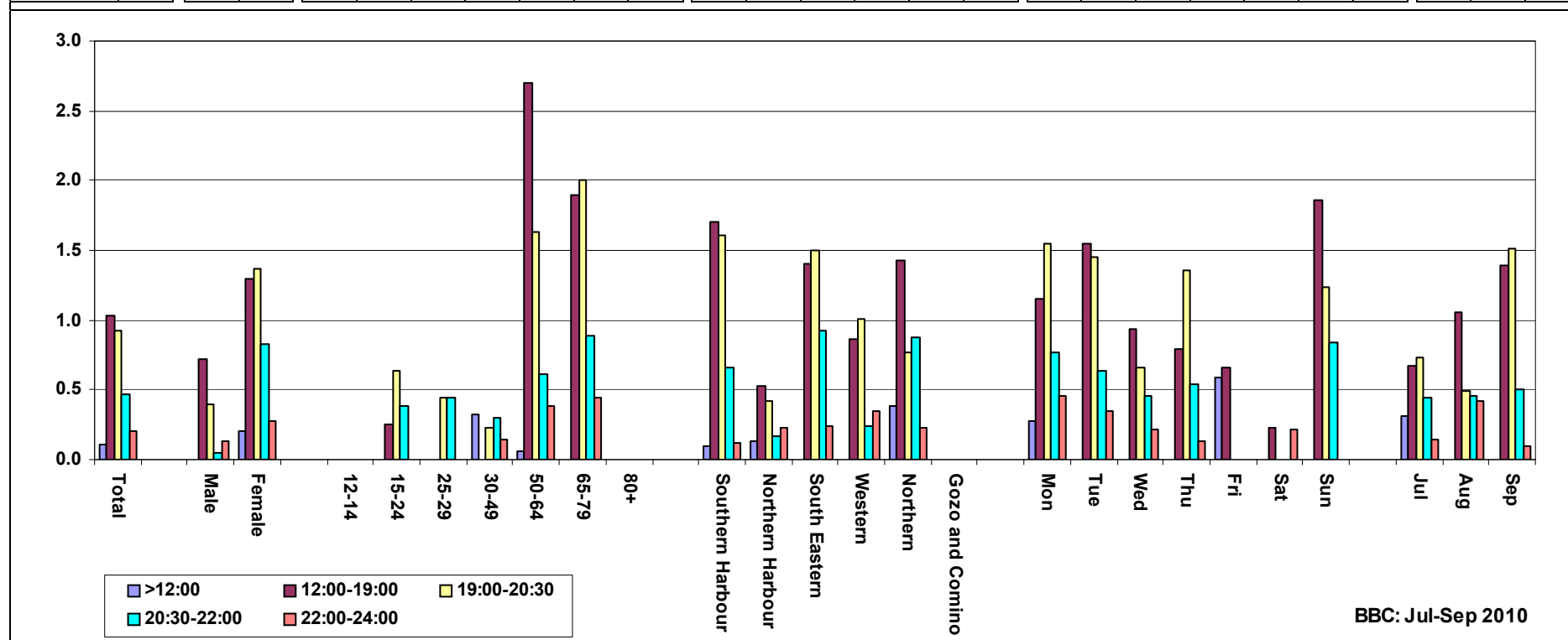
**TABLE 8.TV16: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
MTV [JUL-SEP 2010]**

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
	Total																									
>12:00	0.20	0.31	0.10	3.57	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.41	0.00	0.95	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.59
12:00-19:00	0.13	0.10	0.15	2.22	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.30	0.27	0.00	0.00	0.59	0.00	0.00	0.28	0.00	0.00	0.00	0.11	0.13	0.14
19:00-20:30	0.12	0.05	0.19	2.07	0.12	0.00	0.00	0.00	0.16	0.00	0.00	0.06	0.60	0.00	0.00	0.33	0.00	0.49	0.00	0.28	0.00	0.00	0.00	0.06	0.27	0.06
20:30-22:00	0.13	0.14	0.11	0.52	0.24	1.06	0.00	0.00	0.00	0.00	0.00	0.13	0.15	0.00	0.00	0.99	0.00	0.12	0.48	0.26	0.00	0.00	0.00	0.11	0.07	0.20
22:00-24:00	0.06	0.00	0.11	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.16	0.00	0.00
	0.63	0.60	0.66	8.38	1.28	1.06	0.00	0.00	0.16	0.00	0.00	1.00	1.04	0.27	0.41	1.32	1.54	0.61	0.48	1.22	0.00	0.37	0.00	0.44	0.47	0.98



**TABLE 8.TV17: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
BBC [JUL-SEP 2010]**

		Gender		Age Groups							Districts						Weekdays							Months		
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	0.11	0.00	0.21	0.00	0.00	0.00	0.32	0.06	0.00	0.00	0.10	0.13	0.00	0.00	0.38	0.00	0.27	0.00	0.00	0.00	0.58	0.00	0.00	0.31	0.00	0.00
12:00-19:00	1.03	0.72	1.29	0.00	0.25	0.00	0.00	2.70	1.89	0.00	1.70	0.53	1.40	0.87	1.43	0.00	1.15	1.54	0.94	0.80	0.67	0.23	1.86	0.67	1.06	1.39
19:00-20:30	0.92	0.40	1.37	0.00	0.63	0.44	0.23	1.64	2.01	0.00	1.61	0.41	1.50	1.01	0.77	0.00	1.55	1.45	0.66	1.36	0.00	0.00	1.23	0.73	0.49	1.51
20:30-22:00	0.47	0.05	0.82	0.00	0.38	0.44	0.30	0.61	0.89	0.00	0.66	0.17	0.92	0.24	0.88	0.00	0.76	0.63	0.45	0.54	0.00	0.00	0.84	0.44	0.46	0.50
22:00-24:00	0.21	0.13	0.28	0.00	0.00	0.00	0.14	0.38	0.44	0.00	0.12	0.22	0.24	0.35	0.23	0.00	0.46	0.35	0.22	0.13	0.00	0.21	0.00	0.14	0.42	0.09
	2.73	1.29	3.97	0.00	1.26	0.89	0.99	5.39	5.24	0.00	4.18	1.46	4.05	2.46	3.69	0.00	4.20	3.98	2.27	2.82	1.25	0.44	3.93	2.30	2.42	3.50



BBC: Jul-Sep 2010

**TABLE 8.TV18: WEIGHTED TV CONSUMPTION BY TIME BRACKETS - BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY, AND BY MONTH –
OTHER TV STATION [JUL-SEP 2010]**

	Total	Gender		Age Groups						Districts						Weekdays							Months			
		Male	Female	12-14	15-24	25-29	30-49	50-64	65-79	80+	Southern Harbour	Northern Harbour	South Eastern	Western	Northern	Gozo and Comino	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Jul	Aug	Sep
>12:00	2.43	2.24	2.59	7.13	3.37	1.97	1.80	2.55	1.70	0.00	0.12	3.75	1.86	3.56	3.05	0.89	3.96	3.48	0.62	2.78	1.16	1.18	3.47	1.25	3.99	2.28
12:00-19:00	8.11	7.16	8.93	14.40	17.09	9.01	5.96	5.93	4.78	4.31	7.70	9.53	5.85	7.95	9.87	4.47	5.60	5.92	7.22	7.16	8.71	12.78	9.93	6.82	10.70	7.17
19:00-20:30	3.65	3.58	3.71	3.84	3.12	0.64	5.81	3.21	1.93	2.54	2.49	5.03	2.66	2.32	4.66	3.95	4.05	3.21	5.64	4.26	2.71	2.58	3.06	3.14	3.60	4.24
20:30-22:00	5.32	6.20	4.58	5.25	5.88	4.34	6.37	4.34	5.20	2.43	3.35	6.37	6.77	5.37	6.02	2.16	3.85	4.93	6.28	5.66	7.60	4.51	4.92	4.78	5.70	5.58
22:00-24:00	4.24	5.04	3.55	2.25	4.16	9.52	4.51	3.58	3.76	0.74	2.74	4.64	6.52	2.95	4.65	4.46	2.99	5.68	5.37	3.49	4.62	3.02	4.52	3.22	5.48	4.21
	23.75	24.22	23.35	32.87	33.63	25.48	24.44	19.62	17.37	10.02	16.39	29.31	23.66	22.16	28.25	15.93	20.46	23.22	25.13	23.35	24.80	24.06	25.90	19.21	29.48	23.48

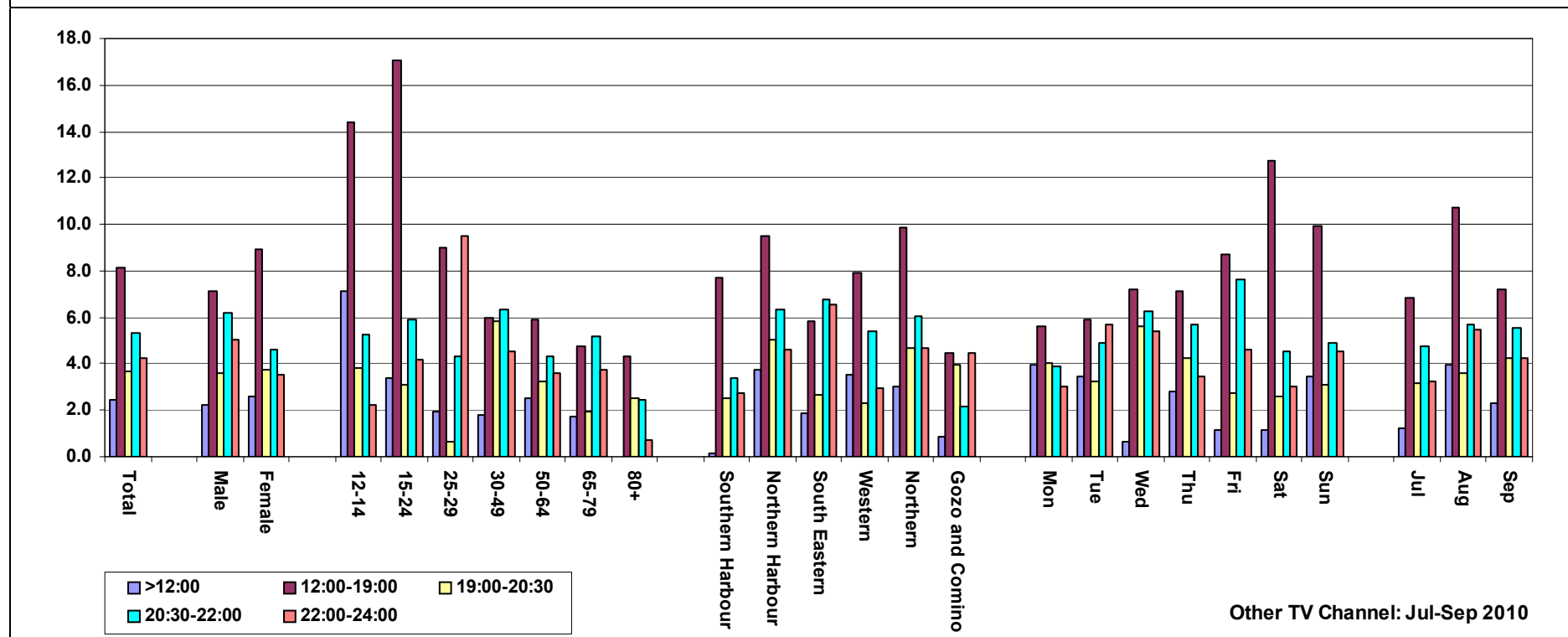


TABLE 9: WEIGHTED FAVORITE TV PROGRAMMES BY TIME BRACKETS – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
> 12:00																		
A To Z	Smash TV	[3]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.20%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Baqghu Maltin	Educ 22	[1]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Clint on One	One	[1]	2 2 0.09%	0 0 0.00%	2 2 0.16%	0 0 0.00%	2 2 0.60%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.22%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Fil-Kcina ma' Farah	Smash TV	[1]	2	0	2	0	0	0	1	0	1	0	0	0	1	0	1	0
		[2]	4	1	3	0	0	0	3	1	0	0	0	1	1	1	0	1
		[3]	6 11 0.48%	1 2 0.18%	5 9 0.72%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 5 0.58%	1 5 0.81%	0 2 0.52%	0 0 0.00%	0 0 0.00%	1 4 0.56%	3 3 0.88%	1 2 0.56%	0 1 0.29%	1 2 0.87%
Fresh & Funky	One	[2]	2 2 0.10%	1 1 0.11%	1 1 0.08%	1 1 1.58%	0 0 0.00%	1 1 0.66%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.19%	0 0 0.00%	1 1 0.30%	0 0 0.00%	0 0 0.00%
Gadgets	TVM [R]	[3]	1 1 0.04%	0 0 0.00%	1 1 0.08%	1 1 1.37%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Ghanafest 2010	TVM	[2]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Ghawdex Illum	Educ 22	[1]	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1
		[2]	2	1	1	0	0	0	1	0	1	0	0	0	0	0	0	2
		[3]	3 6 0.25%	2 4 0.39%	1 2 0.13%	0 0 0.00%	0 0 0.00%	0 1 0.71%	0 1 0.11%	1 1 0.13%	2 3 0.92%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	1 1 0.25%	0 0 0.00%	4 4 2.17%
Il-Hajja [Kelma għall-Hajja]	TVM	[1]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
In the Mood	Favorite TV	[1]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%
Iz-Zona	TVM	[1] [2]	1 1 1 0.04%	1 0 0 0.00%	0 1 1 0.07%	1 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.14%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.13%	0 0 0 0.00%	0 0 0 0.00%	1 0 0 0.00%	0 0 0 0.00%
Londri	One	[1] [2] [3]	8 2 3 13 0.55%	5 2 2 9 0.84%	3 0 1 4 0.31%	0 1 0 1 1.61%	6 0 0 6 1.64%	0 0 0 0 0.00%	2 0 1 3 0.40%	0 0 2 2 0.33%	0 1 0 1 0.24%	0 0 0 0 0.00%	0 1 0 2 0.45%	6 0 2 8 1.22%	1 1 0 2 0.51%	0 0 0 0 0.00%	0 0 0 0 0.00%	0 0 0 1 0.50%
Mini Bugs	Net TV	[1] [2]	1 3 4 0.18%	0 1 1 0.10%	1 2 3 0.24%	0 1 1 1.85%	0 0 0 0.00%	0 1 1 0.68%	0 0 0 0.00%	0 1 1 0.14%	1 0 1 0.26%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.13%	0 0 0 0.00%	0 1 1 0.24%	0 2 2 0.78%	0 0 0 0.00%
Minn Ghawdex [Ghawdex Illum]	Educ 22	[2]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%
Muftieh	Educ 22	[1]	1 1 0.04%	1 1 0.10%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.31%	0 0 0.00%	1 1 0.20%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Principal	Net TV	[2]	1 1 0.04%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.23%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Rise & Shine	TVM	[1] [2] [3]	7 5 3 14 0.59%	0 1 0 1 0.10%	7 4 3 13 1.00%	0 0 0 0 0.00%	2 0 1 3 0.92%	0 0 0 0 0.00%	3 3 1 7 0.86%	2 1 0 2 0.40%	0 1 1 2 0.49%	0 0 0 0 0.00%	2 1 0 3 0.60%	2 0 0 2 0.32%	1 1 1 3 0.74%	0 1 1 2 0.56%	1 1 1 3 0.83%	1 1 0 2 0.93%
Sunday Mass	TVM	[2]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 1.64%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Telebeigh Smash	Smash TV	[1]	2	0	2	0	0	0	0	1	0	1	0	1	0	1	0	0
			2	0	2	0	0	0	0	1	0	1	0	1	0	1	0	0
			0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	1.83%	0.00%	0.13%	0.00%	0.24%	0.00%	0.00%
Venere	TVM	[1]	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
		[2]	4	0	4	0	4	0	0	0	0	0	1	3	0	0	0	0
			5	0	5	0	5	0	0	0	0	0	1	3	1	0	0	0
			0.22%	0.00%	0.39%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.47%	0.29%	0.00%	0.00%	0.00%
X Lab	Educ 22	[2]	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
			1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
			0.05%	0.10%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%
12:00-19:00																		
Appuntament	One	[1]	9	2	7	0	3	1	2	3	0	0	0	1	3	3	2	0
		[2]	12	5	8	0	1	1	8	3	0	0	3	5	2	1	0	2
		[3]	3	0	3	0	0	0	0	3	0	0	1	0	1	1	1	0
			25	7	18	0	4	2	10	9	0	0	4	6	6	5	2	2
			1.03%	0.64%	1.35%	0.00%	1.21%	1.34%	1.21%	1.39%	0.00%	0.00%	0.84%	0.88%	1.55%	1.35%	0.78%	0.93%
Deal or no Deal	TVM	[1]	14	5	8	0	5	1	3	4	0	0	3	4	1	2	3	2
		[2]	13	4	9	1	2	1	2	5	2	0	4	2	4	1	1	2
		[3]	9	0	9	0	2	2	2	2	1	1	2	3	4	0	1	0
			36	10	26	1	9	4	7	11	3	1	8	9	8	3	5	3
			1.50%	0.93%	1.96%	1.39%	2.64%	2.71%	0.82%	1.81%	0.77%	1.64%	1.59%	1.36%	2.29%	0.76%	1.41%	1.76%
Epoka	One	[1]	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
		[2]	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
			2	1	1	0	0	0	2	0	0	0	1	0	1	0	0	0
			0.09%	0.11%	0.08%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.20%	0.00%	0.32%	0.00%	0.00%	0.00%
Esperti	One	[3]	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
			1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
			0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%
Esmeraldi [Zmeraldi]	TVM	[1]	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	TVM	[2]	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			2	1	1	0	0	0	1	0	1	0	1	0	1	0	0	0
			0.08%	0.11%	0.06%	0.00%	0.00%	0.00%	0.14%	0.00%	0.26%	0.00%	0.17%	0.00%	0.32%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Fil-Kcina ma Christine	Net TV	[1]	5	1	4	0	1	0	0	3	0	1	1	2	1	2	0	0
		[2]	5	0	5	0	2	0	1	0	2	0	1	2	0	2	0	0
		[3]	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
			11	1	10	0	3	0	1	3	3	1	2	4	2	4	0	0
			0.47%	0.11%	0.76%	0.00%	0.95%	0.00%	0.13%	0.56%	0.78%	1.77%	0.37%	0.59%	0.46%	1.07%	0.00%	0.00%
Hadd Ghalik	TVM	[1]	10	2	8	0	4	2	3	0	1	1	2	3	3	1	1	0
		[2]	19	8	11	2	3	1	8	4	2	0	7	8	0	1	2	2
		[3]	13	3	10	1	1	0	8	2	1	0	5	5	0	2	0	1
			43	14	29	3	8	3	19	5	4	1	14	16	3	4	3	2
			1.80%	1.29%	2.21%	3.41%	2.34%	1.95%	2.36%	0.89%	1.08%	1.77%	2.74%	2.52%	0.74%	1.16%	1.03%	1.32%
Hin ghal kollox Fil-Kcina ma' Bonaci [Hin ghal Kollox]	Favorite TV	[2]	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
		[3]	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0
			2	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0
			0.10%	0.12%	0.08%	0.00%	0.00%	0.66%	0.16%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.30%	0.00%	0.00%
It-Tfal jigu bil vapuri	Net TV	[1]	2	1	1	0	0	0	1	1	0	0	0	0	1	0	1	0
		[2]	9	3	6	0	1	3	2	3	1	0	2	5	1	0	0	2
		[3]	2	0	2	0	0	0	1	1	1	0	2	0	1	0	0	0
			14	4	10	0	1	3	4	4	2	0	4	5	2	0	1	2
			0.57%	0.37%	0.74%	0.00%	0.35%	1.64%	0.46%	0.73%	0.51%	0.00%	0.72%	0.80%	0.65%	0.00%	0.29%	0.83%
Kaxxa Jan	Net TV	[1]	10	1	9	0	0	1	3	3	2	1	2	5	1	1	1	1
		[2]	6	0	6	0	1	1	2	2	1	0	1	2	2	0	2	0
		[3]	6	2	4	1	1	0	1	2	1	0	2	1	0	2	0	1
			22	3	19	1	2	2	6	7	4	1	5	7	3	3	3	2
			0.93%	0.32%	1.43%	1.61%	0.64%	1.30%	0.69%	1.09%	1.09%	1.83%	0.96%	1.15%	0.72%	0.87%	0.78%	0.93%
Kompjendju	Net TV	[1]	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
		[2]	3	1	3	0	0	0	0	2	2	0	0	2	0	2	0	0
			4	1	3	0	0	0	0	3	2	0	0	2	1	2	0	0
			0.18%	0.08%	0.26%	0.00%	0.00%	0.00%	0.00%	0.42%	0.53%	0.00%	0.00%	0.27%	0.23%	0.48%	0.00%	0.00%
Kontra l-Hin	Net TV	[1]	18	6	12	1	1	0	2	9	4	1	7	3	0	6	1	1
		[2]	14	2	11	0	1	0	4	5	3	1	3	5	2	1	2	1
		[3]	5	0	5	1	0	0	1	1	2	0	1	0	1	2	1	0
			36	8	28	2	2	0	7	15	8	2	11	7	3	9	4	2
			1.51%	0.78%	2.10%	2.82%	0.59%	0.00%	0.90%	2.37%	2.44%	3.61%	2.22%	1.12%	0.91%	2.49%	1.12%	0.87%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Marvin	One	[1]	2	0	2	0	0	0	2	0	0	0	0	1	0	1	0	0
		[2]	3	1	2	0	0	0	0	1	2	0	0	1	1	0	1	0
		[3]	2	0	2	0	0	1	0	1	0	0	0	0	0	1	1	0
			6	1	5	0	0	1	2	2	2	0	0	2	1	2	2	0
			0.27%	0.09%	0.42%	0.00%	0.00%	0.66%	0.25%	0.26%	0.54%	0.00%	0.00%	0.31%	0.23%	0.58%	0.49%	0.00%
Simpatici	Net TV	[1]	142	49	93	23	33	4	29	34	14	4	37	38	26	19	11	11
		[2]	39	16	23	1	8	1	13	9	6	1	12	7	6	7	5	3
		[3]	20	9	12	1	6	2	6	2	4	0	2	6	4	6	1	2
			201	74	128	25	47	7	49	44	24	5	51	50	36	32	17	16
			8.47%	6.93%	9.73%	32.64%	13.39%	4.65%	6.08%	7.19%	7.33%	11.17%	10.22%	7.74%	9.86%	8.86%	5.21%	8.52%
Ta Bundy	TVM	[1]	10	3	7	0	0	0	4	6	0	0	2	3	2	1	2	0
		[2]	12	4	8	0	0	0	4	7	0	1	1	3	4	2	2	1
		[3]	7	1	6	1	1	0	4	1	0	0	2	4	1	0	0	0
			29	8	21	1	1	0	12	14	0	1	5	11	6	3	3	1
			1.22%	0.77%	1.58%	1.58%	0.31%	0.00%	1.50%	2.25%	0.00%	1.83%	1.04%	1.66%	1.64%	0.76%	1.07%	0.43%
Total Request	Calypso TV	[3]	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
			1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
			0.05%	0.10%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%
Vespri	Favorite TV	[1]	2	2	0	0	0	1	0	0	1	0	0	0	0	1	1	0
		[2]	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
		[3]	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			4	3	1	0	0	1	0	2	1	0	1	1	0	1	1	0
			0.17%	0.29%	0.06%	0.00%	0.00%	0.75%	0.00%	0.30%	0.28%	0.00%	0.17%	0.15%	0.00%	0.33%	0.29%	0.00%
X Press	Favorite TV	[1]	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
		[2]	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
		[3]	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
			3	1	2	0	0	0	1	2	0	0	0	1	2	0	0	0
			0.11%	0.09%	0.12%	0.00%	0.00%	0.00%	0.10%	0.30%	0.00%	0.00%	0.00%	0.15%	0.45%	0.00%	0.00%	0.00%
19:00-20:30																		
Akkaniti	TVM	[3]	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
			0.04%	0.00%	0.08%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Bar B Q	One	[1]	43	21	22	1	5	1	12	12	11	0	10	8	7	10	2	5
		[2]	29	11	18	1	3	2	6	14	2	1	7	6	5	4	4	3
		[3]	13	6	6	2	2	0	2	6	0	0	6	1	3	0	2	0
			85	38	47	5	11	3	20	33	13	1	23	15	15	14	9	9
			3.58%	3.58%	3.57%	5.88%	3.13%	2.05%	2.51%	5.35%	3.79%	1.83%	4.67%	2.35%	4.14%	3.96%	2.67%	4.65%
Erga Lura	Smash TV	[1]	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1
		[2]	2	0	2	0	0	0	0	2	0	0	0	1	0	0	0	1
			2	0	2	0	0	0	0	2	1	0	0	1	0	0	0	2
			0.10%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.27%	0.24%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.87%
Flusek	Net TV	[2]	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
			1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
			0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%
Forcina	Net TV	[1]	5	3	2	0	0	0	1	3	1	0	1	2	2	0	0	0
		[2]	5	4	2	0	1	0	2	0	2	0	5	1	0	0	0	0
		[3]	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0
			11	8	4	0	1	0	4	4	3	0	6	3	2	0	0	0
			0.47%	0.72%	0.27%	0.00%	0.36%	0.00%	0.45%	0.60%	0.83%	0.00%	1.11%	0.49%	0.68%	0.00%	0.00%	0.00%
Ieqaf 20 Minuta	One	[1]	2	0	2	0	0	0	1	1	0	0	1	0	0	0	1	0
		[2]	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			3	0	3	0	0	0	1	1	1	0	2	0	0	0	1	0
			0.11%	0.00%	0.20%	0.00%	0.00%	0.00%	0.12%	0.14%	0.26%	0.00%	0.34%	0.00%	0.00%	0.00%	0.29%	0.00%
Issues	One	[2]	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
			1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
			0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
NET News	Net TV	[1]	26	20	6	0	0	0	8	5	11	1	2	11	2	5	3	3
		[2]	55	31	24	0	4	7	16	11	15	3	9	16	8	9	12	1
		[3]	28	14	14	0	0	1	12	10	5	1	5	9	4	6	2	2
			109	65	44	0	4	8	35	26	31	5	17	36	14	20	16	6
			4.59%	6.09%	3.37%	0.00%	1.02%	5.07%	4.42%	4.30%	9.40%	9.44%	3.37%	5.48%	3.91%	5.51%	5.10%	3.42%
News Favorite Channel	Favorite TV	[3]	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
			1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
			0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS								DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
News TVM	TVM	[1]	187	100	87	0	13	14	77	50	27	6	32	50	28	33	31	15	
		[2]	79	41	38	2	13	4	25	20	15	1	18	17	11	14	10	9	
		[3]	63	34	28	0	5	8	25	15	9	1	10	19	8	10	11	5	
			329	175	154	2	32	25	127	85	50	8	61	86	47	57	51	29	
			13.85%	16.46%	11.74%	2.78%	9.10%	15.95%	15.82%	13.85%	15.23%	16.79%	12.04%	13.14%	12.83%	15.93%	16.04%	15.52%	
Newsroom	TVM	[1]	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	
		[2]	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	
		[3]	2	1	1	0	0	0	0	1	1	0	0	0	1	0	0	1	
			4	2	2	0	1	0	0	2	1	0	0	0	1	1	0	2	
			0.15%	0.19%	0.12%	0.00%	0.34%	0.00%	0.00%	0.26%	0.24%	0.00%	0.00%	0.00%	0.22%	0.33%	0.00%	0.87%	
ONE News	One	[1]	57	34	23	1	2	4	18	16	14	2	12	17	10	5	10	3	
		[2]	43	24	18	0	2	0	16	13	10	2	8	12	7	7	6	3	
		[3]	29	15	14	0	2	2	7	9	8	1	7	8	6	5	3	1	
			129	73	56	1	7	6	40	39	32	4	27	37	22	16	19	6	
			5.41%	6.84%	4.25%	1.85%	1.88%	3.54%	5.03%	6.29%	9.61%	9.39%	5.32%	5.76%	6.20%	4.61%	6.02%	3.41%	
Smash News	Smash TV	[2]	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	
		[3]	2	0	2	0	0	1	1	0	0	0	2	0	0	0	0	0	
			3	0	3	0	0	1	1	1	0	0	2	1	0	0	0	0	
			0.13%	0.00%	0.23%	0.00%	0.00%	0.68%	0.13%	0.14%	0.00%	0.00%	0.42%	0.13%	0.00%	0.00%	0.00%	0.00%	
Zona Dinjija	One	[1]	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	
			1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	
			0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	
Zona Sports	One	[3]	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	
			1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	
			0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	
20:30-22:00																			
Arani Issa	One	[1]	2	1	1	0	0	0	1	1	0	0	0	0	1	0	0	1	
		[2]	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	
		[3]	6	3	3	0	1	0	4	1	0	0	0	5	1	0	1	0	
			9	5	5	0	2	0	5	2	0	0	0	5	3	0	1	1	
			0.39%	0.43%	0.36%	0.00%	0.65%	0.00%	0.62%	0.34%	0.00%	0.00%	0.00%	0.70%	0.72%	0.00%	0.29%	0.62%	
Bijografiji	TVM	[2]	9	7	2	0	0	1	6	1	1	0	3	2	1	3	0	0	
		[1]	10	4	6	0	0	0	5	5	0	0	2	1	4	2	2	0	
		[3]	5	1	3	0	0	0	1	2	2	0	0	1	1	0	2	1	
			23	12	11	0	0	1	11	8	3	0	4	4	5	5	3	1	
			0.98%	1.15%	0.84%	0.00%	0.00%	0.75%	1.40%	1.29%	0.90%	0.00%	0.88%	0.60%	1.42%	1.46%	1.07%	0.62%	

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS								DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Country Jamboree	One	[1]	7	5	2	0	0	0	2	3	1	0	0	1	2	1	2	1	
		[2]	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	
		[3]	3	2	1	0	0	0	2	0	1	0	1	0	0	2	0	0	
Country and Western [Country Jamboree]		[2]	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	
			12	7	4	0	0	0	5	5	2	0	2	1	2	3	2	1	
			0.49%	0.70%	0.32%	0.00%	0.00%	0.00%	0.59%	0.81%	0.61%	0.00%	0.42%	0.20%	0.45%	0.85%	0.78%	0.62%	
Dellijet	TVM	[1]	5	2	3	0	1	2	1	1	0	0	1	0	0	2	0	2	
		[2]	4	2	2	1	0	1	1	1	0	0	1	1	2	0	0	0	
		[3]	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	
			10	4	5	1	2	3	2	2	0	0	3	1	2	2	0	2	
			0.40%	0.39%	0.41%	1.61%	0.65%	1.60%	0.23%	0.27%	0.00%	0.00%	0.67%	0.16%	0.44%	0.58%	0.00%	0.83%	
Gheruq	Net TV	[1]	21	11	10	0	0	0	7	9	5	0	2	6	3	6	5	0	
		[2]	27	11	16	0	1	0	8	10	8	0	5	9	2	7	3	2	
		[3]	10	3	8	0	1	0	3	4	1	1	1	3	2	2	1	2	
			59	26	33	0	2	0	18	24	14	1	8	17	7	15	8	4	
			2.48%	2.40%	2.55%	0.00%	0.59%	0.00%	2.27%	3.84%	4.30%	1.83%	1.50%	2.67%	2.01%	4.19%	2.58%	1.90%	
Il-Madonna tac-Coqqa	One	[1]	14	5	9	0	1	0	2	5	5	0	7	3	1	2	1	0	
		[2]	17	5	11	2	1	0	8	3	2	1	4	6	2	1	2	2	
		[3]	7	2	5	1	1	0	2	2	1	0	1	3	1	0	2	0	
			37	12	25	3	3	0	12	10	8	1	12	12	3	3	4	2	
			1.56%	1.15%	1.90%	3.92%	0.90%	0.00%	1.46%	1.68%	2.40%	1.83%	2.46%	1.86%	0.96%	0.76%	1.36%	1.10%	
Indifest	Net TV	[1]	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	
		[3]	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	
			2	1	1	0	1	0	1	0	0	0	0	1	0	0	0	1	
			0.09%	0.11%	0.07%	0.00%	0.35%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.50%	
Liquorish	TVM	[1]	32	9	23	0	7	2	15	5	4	0	8	6	4	3	9	2	
		[2]	24	8	16	0	3	0	17	5	0	0	1	14	2	1	6	0	
		[3]	5	0	5	1	1	1	1	1	0	0	1	0	3	0	0	1	
			61	17	44	1	11	3	32	10	4	0	10	20	9	4	15	3	
			2.57%	1.59%	3.36%	1.37%	3.12%	2.00%	4.00%	1.68%	1.08%	0.00%	2.06%	3.01%	2.41%	1.09%	4.73%	1.77%	
Man Up Plus	Net TV	[1]	2	1	1	1	1	0	0	0	0	0	1	1	0	0	0	0	
	Net TV	[3]	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	
			3	1	2	1	1	0	1	0	0	0	1	1	0	1	0	0	
			0.14%	0.12%	0.15%	1.61%	0.29%	0.00%	0.12%	0.00%	0.00%	0.00%	0.25%	0.16%	0.00%	0.28%	0.00%	0.00%	

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Mit-Tnejn għal 3	Favorite TV	[3]	1 1 0.04%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%	0 0 0.00%
Motor Zone [Motordrome]	Smash TV	[1]	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Motordrome	Smash TV	[1]	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
		[3]	1 4 0.16%	1 4 0.35%	0 0 0.00%	0 0 0.00%	0 1 0.36%	1 2 1.56%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 4 0.74%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Mr Fisherman	Net TV	[1]	4 4 0.16%	4 4 0.36%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	4 4 0.48%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	3 3 0.39%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Paqpaq	TVM	[1]	2	2	0	0	1	0	1	0	0	0	0	0	0	1	1	0
		[2]	3	3	0	0	1	0	1	1	0	0	3	0	0	1	0	0
		[3]	2 8 0.34%	2 8 0.75%	0 0 0.00%	0 0 0.00%	0 2 0.70%	0 0 0.00%	2 5 0.59%	0 1 0.14%	0 0 0.00%	0 0 0.00%	0 3 0.50%	1 1 0.20%	0 0 0.00%	0 2 0.58%	1 2 0.68%	0 0 0.00%
Qalb in-Nies	TVM	[2]	2	1	1	0	0	0	0	1	0	1	0	1	1	0	0	0
		[3]	2 4 0.17%	2 3 0.31%	0 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 1 0.16%	0 1 0.16%	1 1 0.31%	0 1 1.75%	1 1 0.20%	1 2 0.35%	0 1 0.23%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Reati	TVM	[1]	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Programme about Courts on TVM every Saturday [Reati]	TVM	[2]	1 2 0.08%	1 2 0.18%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 2 0.31%	0 0 0.00%	0 0 0.00%	1 1 0.20%	0 0 0.00%	0 0 0.00%	0 1 0.25%	0 0 0.00%	0 0 0.00%
Runaway TV	TVM	[2]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	1 1 0.66%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Ucuh	Net TV	[1]	3 3 0.11%	1 1 0.09%	2 2 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	3 3 0.80%	0 0 0.00%	1 1 0.17%	1 1 0.13%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
X Qala I-Bahar	TVM	[1]	5	3	2	0	2	0	0	2	1	0	0	3	0	0	2	0
		[2]	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
		[3]	4	1	3	0	0	0	2	2	0	0	1	1	1	0	1	0
			10	5	5	0	2	0	3	4	1	0	1	5	1	0	3	0
			0.43%	0.51%	0.37%	0.00%	0.72%	0.00%	0.38%	0.62%	0.30%	0.00%	0.20%	0.77%	0.22%	0.00%	1.07%	0.00%
22:00-24:00																		
Football Favorite on Sunday [F Link]	Favorite TV	[2]	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
			0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%
Gherwieh Imsakkra	Net TV	[2]	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
			1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
			0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%
L-Evangelisti	One	[1]	73	24	48	0	24	10	22	11	4	1	20	20	6	13	10	5
		[2]	33	14	19	3	7	3	11	7	2	0	7	6	12	4	3	2
		[3]	17	5	11	0	6	0	5	4	2	0	2	3	4	1	4	2
			123	44	79	3	37	13	38	22	8	1	28	28	22	18	17	9
			5.16%	4.10%	6.02%	4.40%	10.64%	8.34%	4.79%	3.54%	2.41%	1.83%	5.62%	4.28%	6.02%	5.17%	5.40%	4.86%
Mixage	TVM	[1]	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
			1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
			0.04%	0.00%	0.08%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%
On D Road	One	[1]	4	4	0	0	1	1	1	0	0	0	3	1	0	0	0	0
		[2]	2	2	0	0	1	0	1	0	0	0	1	0	0	0	1	0
		[3]	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
			7	7	0	0	4	1	3	0	0	0	4	1	0	1	1	0
			0.31%	0.68%	0.00%	0.00%	1.01%	0.76%	0.32%	0.00%	0.00%	0.00%	0.75%	0.19%	0.00%	0.33%	0.34%	0.00%
Short Film Festival [International Short Film Festival]	TVM	[2]	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
			0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%
Sports Magazine	TVM	[1]	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
			1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
			0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Spotlight	Favorite TV	[1]	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
		[2]	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
		[3]	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			2	0	2	0	0	0	1	1	1	0	0	0	1	2	0	0
			0.10%	0.00%	0.19%	0.00%	0.00%	0.00%	0.10%	0.14%	0.26%	0.00%	0.00%	0.00%	0.22%	0.48%	0.00%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Angela Agius on Favourite [Spotlight]	Favorite TV	[3]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Wheelspin	Net TV	[3]	3 3 0.11%	3 3 0.24%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	3 3 0.32%	0 0 0.00%	0 0 0.00%	0 0 0.00%	3 3 0.50%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Previous Schedules																		
12 05	TVM	[1]	6	0	6	0	1	0	3	1	1	0	1	1	0	2	1	1
		[2]	5	0	5	0	0	1	2	2	0	0	1	1	0	1	0	3
		[3]	7 18 0.75%	1 1 0.08%	6 17 1.29%	0 0 0.00%	0 1 0.30%	0 1 0.68%	4 9 1.12%	2 5 0.81%	0 1 0.24%	1 1 1.83%	2 4 0.83%	1 3 0.43%	0 0 0.00%	3 6 1.62%	1 2 0.54%	0 3 1.80%
Aroma Kitchen	One	[1]	2	0	2	0	1	0	0	0	1	0	0	1	0	0	1	0
		[2]	4	2	2	1	1	0	1	1	0	0	0	1	1	0	1	1
		[3]	3 9 0.36%	0 2 0.20%	3 6 0.49%	0 1 1.41%	0 2 0.60%	0 0 0.00%	1 2 0.26%	1 2 0.27%	0 1 0.24%	1 1 1.83%	0 0 0.00%	3 5 0.74%	0 1 0.29%	0 0 0.00%	0 2 0.58%	0 1 0.43%
Belle Donne	iTV	[2]	1 1 0.05%	0 0 0.00%	1 1 0.08%	0 0 0.00%	1 1 0.31%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.22%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Bernard		[2]	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%
Bla Agenda	One	[1]	2	1	1	0	0	0	1	1	0	0	0	0	2	0	0	0
		[3]	4 5 0.23%	2 3 0.28%	2 2 0.19%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 1 0.10%	1 2 0.29%	3 3 0.84%	0 0 0.00%	1 1 0.17%	1 1 0.15%	0 2 0.44%	0 0 0.00%	0 0 0.00%	2 2 1.06%
Bondi Plus	TVM	[1]	22	12	10	0	1	1	10	6	3	0	4	5	2	4	5	2
		[2]	39	23	16	0	2	7	17	11	1	1	4	11	8	8	3	5
		[3]	17 77 3.25%	7 41 3.89%	10 36 2.74%	1 1 1.58%	1 4 1.26%	1 9 5.91%	10 37 4.56%	3 20 3.30%	1 5 1.43%	0 1 1.83%	1 9 1.83%	5 21 3.19%	1 10 2.80%	3 15 4.29%	4 12 3.70%	3 10 5.51%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Bongu	TVM	[1]	6	2	4	0	0	1	3	1	1	0	0	1	0	3	1	1
		[2]	5	0	5	0	1	0	3	1	0	0	2	0	2	1	0	0
		[3]	5	0	5	0	3	0	0	2	1	0	0	3	0	0	1	2
			16	2	13	0	4	1	6	3	2	0	2	4	2	4	2	2
			0.67%	0.23%	1.02%	0.00%	1.03%	0.75%	0.76%	0.55%	0.49%	0.00%	0.41%	0.62%	0.51%	1.09%	0.54%	1.27%
Bongu Bundy	One	[1]	4	1	3	0	0	0	1	2	1	0	2	1	1	0	0	0
		[2]	5	0	5	0	3	0	1	1	0	0	0	0	0	1	2	2
		[3]	6	2	4	0	1	1	2	1	1	0	1	2	2	0	1	0
			14	3	11	0	4	1	4	3	2	0	3	3	3	1	3	2
			0.60%	0.27%	0.87%	0.00%	1.15%	0.63%	0.54%	0.52%	0.50%	0.00%	0.59%	0.48%	0.73%	0.28%	0.93%	0.83%
Delitti Maltin	TVM	[1]	2	2	0	0	0	0	2	0	0	0	0	1	1	0	0	0
		[2]	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
		[3]	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
			4	2	2	0	0	0	2	2	0	0	0	1	1	0	0	2
			0.17%	0.23%	0.12%	0.00%	0.00%	0.00%	0.30%	0.26%	0.00%	0.00%	0.00%	0.20%	0.32%	0.00%	0.00%	0.87%
Dissett	TVM	[1]	2	2	0	0	0	1	1	0	0	0	0	0	0	2	0	0
		[2]	3	3	0	0	1	0	2	0	0	0	1	0	0	1	1	0
		[3]	3	2	1	0	0	0	1	2	0	0	0	1	1	0	0	1
			9	8	1	0	1	1	5	2	0	0	1	1	1	3	1	1
			0.38%	0.76%	0.07%	0.00%	0.36%	0.75%	0.56%	0.33%	0.00%	0.00%	0.25%	0.13%	0.32%	0.97%	0.34%	0.62%
Eleganza	Net TV	[2]	1	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0
		[3]	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
			2	0	2	0	0	0	0	1	0	1	0	1	0	0	0	1
			0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	1.83%	0.00%	0.13%	0.00%	0.00%	0.00%	0.43%
Eroj		[3]	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
			1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0
			0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%
F'Bahar Wiehed	Net TV	[2]	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
		[3]	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
			2	1	1	0	0	0	0	0	2	0	1	0	0	1	0	0
			0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.00%	0.17%	0.00%	0.00%	0.25%	0.00%	0.00%
F Salib it-Toroq	TVM	[1]	55	23	32	2	8	7	15	16	7	0	9	18	9	6	9	4
		[2]	47	19	29	2	6	1	17	12	8	1	8	12	10	8	7	3
		[3]	21	10	11	1	4	1	7	2	5	0	3	4	4	2	6	2
			123	51	72	6	18	9	39	30	21	1	20	34	23	16	22	8
			5.19%	4.77%	5.52%	7.32%	5.26%	5.43%	4.85%	4.91%	6.29%	1.83%	4.01%	5.16%	6.46%	4.45%	6.90%	4.43%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Fatti	TVM	[2]	1 1 0.04%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	1 1 0.17%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	
Flash Forward		[1]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	1 1 0.34%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.33%	0 0 0.00%	
Ghada jisbah ukoll		[1]	1 3 4 0.16%	0 0 0 0.00%	1 3 4 0.29%	0 1 1 1.37%	0 1 1 0.31%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.13%	0 0 0 0.00%	0 1 1 1.77%	0 1 1 0.22%	0 0 0 0.00%	0 1 1 0.29%	0 1 1 0.24%	0 0 0 0.00%	1 0 1 0.43%
		[2]																
Gizelle		[1]	7 4 1 12 0.50%	2 1 1 4 0.41%	5 3 0 8 0.57%	0 0 0 0 0.00%	3 1 1 5 1.55%	1 1 0 2 1.31%	0 1 0 1 0.12%	3 1 0 3 0.57%	0 0 0 0 0.00%	0 0 0 0 0.00%	1 0 0 1 0.17%	3 0 1 4 0.65%	2 2 0 4 1.11%	1 0 0 4 0.30%	0 2 0 1 0.54%	0 0 0 2 0.00%
		[2]																
		[3]																
ID		[1]	1 2 3 0.13%	1 1 2 0.20%	0 1 1 0.07%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.16%	1 0 1 0.14%	0 1 1 0.26%	0 0 0 0.00%	0 1 1 0.25%	0 1 1 0.13%	0 0 0 0.00%	1 0 1 0.25%	0 0 0 0.00%	0 0 0 0.00%
		[2]																
Inkontri		[1]	6 2 2 11 0.45%	6 1 0 7 0.70%	0 1 2 3 0.25%	1 0 0 1 1.58%	1 0 0 1 0.36%	0 0 0 0 0.00%	0 2 1 3 0.35%	1 0 2 3 0.41%	2 0 0 2 0.58%	1 0 0 1 2.10%	2 1 0 4 0.70%	2 0 1 3 0.47%	1 1 2 3 0.88%	1 0 0 1 0.25%	0 0 0 0 0.00%	0 0 0 0 0.00%
		[2]																
		[3]																
Kalamita		[1]	17 11 4 32 1.33%	6 5 2 14 1.30%	11 5 2 18 1.36%	1 0 0 1 1.41%	2 1 0 4 1.02%	0 0 0 0 0.00%	4 3 1 9 1.08%	3 3 1 7 1.13%	7 3 2 11 3.46%	0 0 0 0 0.00%	5 3 2 10 2.04%	3 1 0 4 0.60%	3 3 0 6 1.62%	2 1 1 4 1.00%	4 1 1 5 1.65%	1 2 0 3 1.49%
		[2]																
		[3]																
KC		[1]	12 13 10 35 1.47%	1 0 3 4 0.41%	11 13 7 31 2.34%	1 2 1 4 4.94%	2 2 0 4 1.19%	0 1 1 2 1.32%	4 3 2 9 1.14%	4 4 5 13 2.17%	1 1 1 2 0.75%	0 0 0 0 0.00%	2 2 2 6 1.14%	2 7 4 13 1.98%	2 1 2 5 1.25%	1 0 2 3 0.81%	3 1 0 3 1.07%	2 2 1 6 3.00%
		[2]																
		[3]																

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Kick off	Melita Cable plc	[1]	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.27%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%
Kontra Attakk	Favorite TV	[1] [3]	1 1 2 0.10%	1 1 2 0.23%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.35%	0 1 1 0.76%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	1 1 2 0.37%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%
La Farfalla	One	[1] [3]	1 3 4 0.16%	0 1 1 0.10%	1 2 3 0.20%	0 0 0 0.00%	0 1 1 0.31%	0 0 0 0.00%	0 2 2 0.22%	0 0 0 0.00%	1 0 1 0.25%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	1 1 2 0.45%	0 1 1 0.28%	0 1 1 0.34%	0 0 0 0.00%
La Jigi Narah		[1]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%
L-Argument	One	[1] [2] [3]	11 10 1 22 0.92%	11 10 1 22 2.05%	0 0 0 0 0.00%	0 0 0 0 0.00%	1 2 1 5 1.35%	0 2 0 2 1.46%	5 2 0 7 0.88%	4 2 0 6 0.94%	1 1 0 2 0.61%	0 0 0 0 0.00%	4 2 0 6 1.21%	4 4 1 9 1.34%	0 1 0 1 0.22%	0 1 0 1 0.33%	2 2 0 4 1.30%	1 0 0 1 0.49%
Lenti	TVM	[2]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%
L-Isfida	TVM	[1]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	1 1 0.36%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Looks	One	[3]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Ma Gloria	Net TV	[1]	3 3 0.12%	0 0 0.00%	3 3 0.21%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	1 1 0.26%	1 1 1.83%	0 0 0.00%	2 2 0.27%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Malta l-Lejla	Net TV	[1]	2	0	2	0	0	0	2	0	0	0	0	0	0	0	1	1
		[2]	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			3	0	3	0	0	0	2	1	0	0	0	1	0	0	1	1
			0.11%	0.00%	0.21%	0.00%	0.00%	0.00%	0.23%	0.14%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.29%	0.50%
Matinee	One	[1]	1	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0
		[3]	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
			2	0	2	0	0	0	0	1	0	1	1	1	0	0	0	0
			0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	1.83%	0.17%	0.13%	0.00%	0.00%	0.00%	0.00%
Meander	TVM	[1]	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1
		[3]	2	1	1	0	0	0	1	0	1	0	1	1	0	0	0	0
			3	2	1	0	0	1	1	0	1	0	1	1	0	0	0	1
			0.14%	0.23%	0.07%	0.00%	0.00%	0.71%	0.16%	0.00%	0.26%	0.00%	0.25%	0.13%	0.00%	0.00%	0.00%	0.61%
Mentorin afternoon saturday on one	One	[2]	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
			0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%
Malta Football Association on Smash [MFA Magazine]	Smash TV	[2]	1	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0
		[3]	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
			2	1	1	0	0	1	0	1	0	0	2	0	0	0	0	0
			0.09%	0.12%	0.06%	0.00%	0.00%	0.78%	0.00%	0.14%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%
Mill-Arkivji	TVM	[3]	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
			1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1
			0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%
MIn-Nicca l-Barra	One	[2]	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Bombli tal-Fuhhar Misteru tal-Bombli tal-Fuhhar Il-Misteri tal-Bombli tal-fuhhar	TVM	[2]	2	0	2	0	1	0	1	0	0	0	0	1	0	1	0	0
		[2]	1	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0
		[3]	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
			4	1	3	1	1	0	1	1	0	0	0	3	0	1	0	0
			0.17%	0.09%	0.24%	1.31%	0.30%	0.00%	0.13%	0.16%	0.00%	0.00%	0.00%	0.47%	0.00%	0.30%	0.00%	0.00%
Moda Marbech Spiteri	Net TV	[2]	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
			1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
			0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Modern Lifestyle	TVM	[3]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Niskata	Favorite TV	[3]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%
Onesta		[1]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 1.64%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Programme on Fr Giuseppe Depiro on NET TV	Net TV	[3]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%
Realta	One	[1]	2 2 0.07%	0 0 0.00%	2 2 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	1 1 0.26%	0 0 0.00%	1 1 0.17%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Renee saturday afternoon on One [Matinee]	One	[1]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Replay	Net TV	[1] [2] [3]	9 6 6 20 0.85%	9 6 6 20 1.90%	0 0 0 0 0.00%	0 0 0 0 0.00%	2 0 1 3 1.00%	4 0 0 4 2.22%	2 5 2 9 1.15%	1 0 1 2 0.33%	0 1 1 2 0.61%	0 0 0 0 0.00%	1 3 3 7 1.41%	3 1 0 4 0.68%	0 1 0 1 0.32%	1 0 2 3 0.97%	3 0 0 3 1.01%	0 1 0 1 0.49%
Salgister	One	[2]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.32%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Sehta Fuq I-Uliedi		[2]	2 2 0.08%	1 1 0.09%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	2 2 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Sellili		[2]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Sibtek	TVM	[1]	2	1	1	0	0	0	1	1	0	0	0	1	0	0	1	0
		[2]	4	1	3	0	0	0	1	2	1	0	1	2	0	0	1	0
			6	2	3	0	0	0	2	3	1	0	1	3	0	0	2	0
				0.24%	0.22%	0.26%	0.00%	0.00%	0.30%	0.42%	0.24%	0.00%	0.17%	0.47%	0.00%	0.00%	0.58%	0.00%
Siegha Zmien	One	[2]	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
		[3]	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0
			2	0	2	0	1	0	1	0	0	0	0	0	1	0	1	0
				0.09%	0.00%	0.17%	0.00%	0.41%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.44%	0.00%
Singled Out	One	[1]	5	2	3	0	1	0	3	1	0	0	2	0	1	1	1	0
		[2]	3	2	1	0	0	1	1	1	0	0	2	0	0	0	0	1
		[3]	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
			9	4	5	0	1	1	4	3	0	0	4	1	1	1	1	1
				0.38%	0.41%	0.37%	0.00%	0.30%	0.78%	0.52%	0.43%	0.00%	0.87%	0.13%	0.29%	0.28%	0.29%	0.49%
Solitaire	One	[2]	1	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0
		[3]	1	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0
			2	2	0	0	2	0	0	0	0	0	0	0	1	0	1	0
				0.09%	0.20%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.34%	0.00%
Sport Line		[1]	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
			1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
				0.04%	0.00%	0.08%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%
Sports News		[1]	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
			1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
				0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%
Sports Updates		[2]	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
			1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
				0.05%	0.10%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%
Stejjer One ta Glen	One	[3]	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
			1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
				0.03%	0.00%	0.06%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%
Ta Becky	TVM	[1]	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
			1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
				0.05%	0.10%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Ta Edward Spiteri on Smash TV	Smash TV	[2]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Ta Father Haydan William		[2]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Ta Karl u Romina	Favorite TV	[1]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Ta Nancy [Flimkien ma' Nancy]	One	[1]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Take 2	TVM	[3]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.76%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.19%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Tant lehor	One	[1]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Tghannieqa	TVM	[1]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%
Tigrijiet Channel 22	Educ 22	[2]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Tigrijiet taz-zwiemel TVM	TVM	[2]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
TX	One	[2]	2 2 0.15%	1 1 0.19%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 1 0.75%	0 1 0.10%	2 2 0.27%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	1 2 0.44%	0 1 0.33%	0 0 0.00%	0 0 0.00%
		[3]																

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Undercover	TVM	[1]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	1 1 0.35%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.19%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Vitalita	Net TV	[2]	1 1 0.03%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.43%
Xarabank	TVM	[1]	145	73	73	0	27	14	58	34	9	4	32	42	24	20	13	14
		[2]	63	30	33	1	11	5	25	18	3	0	12	18	10	10	10	5
		[3]	43	24	20	0	11	3	18	9	3	0	11	10	7	4	8	4
			252 10.59%	126 11.83%	126 9.59%	1 1.58%	49 14.00%	22 13.56%	101 12.57%	61 9.92%	15 4.54%	4 7.75%	55 10.96%	69 10.65%	41 11.23%	33 9.27%	31 9.57%	23 12.50%
Xjenza	Educ 22	[3]	1 1 0.04%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	1 1 0.17%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Zoo		[2]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Zveljarin	Favorite TV	[2]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%
Zwiemel One TV	One	[1]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Other Prog																		
26th Frame		[2]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.32%	0 0 0.00%	0 0 0.00%
Billiard		[3]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	1 1 0.36%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Cooking prog on one tv about fish	One	[1]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.26%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Diski fuq Calypso	Calypso TV	[1]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Family TV programme (Friday Eve)		[1]	1 1 0.03%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.13%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.22%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Gojjellerija		[2]	1 1 0.04%	0 0 0.00%	1 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	1 1 0.17%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Id-Dar		[2]	1 1 0.04%	1 1 0.09%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.15%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Jien ghalija kollox jghodd		[1]	1 1 0.03%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.24%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.22%	0 0 0.00%	0 0 0.00%	0 0 0.00%
kacca u nsib on TVM	TVM	[1]	1 1 0.04%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.27%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%
Kacca u Sajd		[1]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Kontroversi		[1]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Life and Style		[2]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	1 1 0.30%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Mysteries on Net every Thursday	Net TV	[3]	1 1 0.05%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.16%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.25%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%
Profili		[2]	1 1 0.05%	1 1 0.11%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.14%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.32%	0 0 0.00%	0 0 0.00%	0 0 0.00%

PROGRAMME	STATION	PREF	TOTAL	GENDER		AGE GROUPS							DISTRICT						
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO	
Programme on Travelling	TVM	[3]	1 1 0.04%	0 0 0.00%	1 1 0.07%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.29%	0 0 0.00%	
Programme on TVM on Archeology		[1]	1 1 0.04%	1 1 0.10%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.17%	0 0 0.00%	0 0 0.00%	1 1 0.20%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	
New Programmes																			
7 Gattiela [Drama]	TVM	[2]	1 1 0.04%	0 0 0.00%	1 1 0.08%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.12%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	1 1 0.28%	0 0 0.00%	0 0 0.00%	
Deceduti	TVM	[1]	1 1 0.04%	2 2 0.19%	3 3 0.23%	4 4 5.20%	5 5 1.43%	6 6 3.77%	7 7 0.87%	8 8 1.31%	9 9 2.72%	10 10 20.95%	11 11 2.19%	12 12 1.84%	13 13 3.59%	14 14 3.93%	15 15 4.68%	16 16 8.70%	
Emilja	One	[1] [2]	6 2 8 0.34%	1 1 2 0.20%	5 1 6 0.45%	0 0 0 0.00%	1 1 2 0.60%	0 1 1 0.76%	2 0 2 0.26%	2 0 2 0.29%	1 0 1 0.26%	0 0 0 0.00%	4 0 4 0.79%	1 2 3 0.48%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.29%	0 0 0 0.00%	
Sibtijiet	One	[1]	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	
Sibtijiet Flimkien		[2]	1 2 0.07%	1 1 0.08%	0 1 0.06%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 1 0.14%	0 1 0.27%	0 1 0.00%	0 0 0.00%	0 0 0.00%	0 0 0.00%	0 2 0.48%	0 0 0.00%	0 0 0.00%	
Studio 54	TVM	[1] [3]	1 1 2 0.09%	1 0 1 0.12%	0 1 1 0.06%	0 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	1 0 1 0.16%	0 1 1 0.13%	0 0 0 0.00%	0 0 0 0.00%	0 0 1 0.20%	1 0 0 0.00%	0 0 0 0.00%	0 0 0 0.00%	0 1 1 0.24%	0 0 0 0.00%	
Total Responses			2377 100%	1066 100%	1311 100%	77 100%	349 100%	159 100%	801 100%	612 100%	331 100%	48 100%	503 100%	651 100%	362 100%	356 100%	321 100%	184 100%	
No Favorite Programme			1	708	364	344	22	147	57	218	155	73	35	115	240	110	89	96	57
			2	1051	534	517	28	222	83	320	234	120	45	194	332	150	148	149	79
Total “No” Responses			3	1369	682	687	41	260	101	424	324	163	55	262	420	197	198	187	104
				3128	1580	1548	91	629	242	962	714	357	134	571	993	457	435	432	241
Total Survey Responses				5505	2646	2859	168	978	401	1763	1326	688	182	1074	1644	820	791	752	425

TABLE 9.A: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEPT 2010]

				GENDER		AGE GROUPS							DISTRICT					
	STATION	PROGRAMME	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
19:00-20:30	TVM	News TVM	13.86%	16.44%	11.72%	2.68%	8.97%	15.37%	15.71%	13.67%	14.82%	13.88%	11.78%	12.90%	12.39%	15.37%	15.37%	14.28%
Prev. Sch.	TVM	Xarabank	10.60%	11.82%	9.57%	1.52%	13.80%	13.07%	12.48%	9.79%	4.42%	6.41%	10.72%	10.45%	10.84%	8.94%	9.17%	11.50%
12:00-19:00	Net TV	Simpatici	8.48%	6.92%	9.72%	31.44%	13.21%	4.48%	6.04%	7.10%	7.14%	9.23%	10.00%	7.60%	9.52%	8.55%	4.99%	7.83%
19:00-20:30	One	ONE News	5.42%	6.84%	4.25%	1.78%	1.85%	3.42%	4.99%	6.21%	9.36%	7.76%	5.20%	5.65%	5.99%	4.44%	5.77%	3.14%
Prev. Sch.	TVM	F Salib it-Toroq	5.19%	4.77%	5.51%	7.05%	5.19%	5.24%	4.82%	4.85%	6.12%	1.52%	3.92%	5.07%	6.24%	4.30%	6.61%	4.08%
22:00-24:00	One	L-Evangelisti	5.16%	4.10%	6.01%	4.24%	10.49%	8.03%	4.76%	3.49%	2.34%	1.52%	5.50%	4.21%	5.81%	4.98%	5.18%	4.47%
19:00-20:30	Net TV	NET News	4.59%	6.09%	3.36%	0.00%	1.01%	4.89%	4.39%	4.25%	9.15%	7.81%	3.30%	5.38%	3.78%	5.32%	4.89%	3.15%
19:00-20:30	One	Bar B Q	3.58%	3.58%	3.57%	5.67%	3.09%	1.98%	2.50%	5.28%	3.69%	1.52%	4.57%	2.31%	3.99%	3.82%	2.56%	4.28%
Prev. Sch.	TVM	Bondi Plus	3.26%	3.89%	2.73%	1.52%	1.24%	5.69%	4.52%	3.26%	1.39%	1.52%	1.79%	3.13%	2.70%	4.14%	3.54%	5.07%
20:30-22:00	TVM	Liquorish	2.57%	1.59%	3.35%	1.32%	3.07%	1.92%	3.97%	1.66%	1.05%	0.00%	2.02%	2.96%	2.32%	1.05%	4.53%	1.63%
20:30-22:00	Net TV	Gheruq	2.48%	2.39%	2.54%	0.00%	0.58%	0.00%	2.26%	3.79%	4.19%	1.52%	1.47%	2.62%	1.94%	4.04%	2.47%	1.75%
12:00-19:00	TVM	Hadd Ghalik	1.80%	1.28%	2.21%	3.28%	2.31%	1.88%	2.34%	0.88%	1.05%	1.47%	2.68%	2.47%	0.71%	1.12%	0.98%	1.22%
20:30-22:00	One	Il-Madonna tac-Coqqa	1.56%	1.15%	1.89%	3.77%	0.89%	0.00%	1.45%	1.66%	2.34%	1.52%	2.41%	1.83%	0.93%	0.74%	1.31%	1.02%
12:00-19:00	Net TV	Kontra I-Hin	1.51%	0.78%	2.09%	2.72%	0.58%	0.00%	0.89%	2.34%	2.38%	2.98%	2.17%	1.10%	0.87%	2.41%	1.07%	0.80%
12:00-19:00	TVM	Deal or no Deal	1.50%	0.93%	1.96%	1.34%	2.60%	2.61%	0.82%	1.79%	0.75%	1.36%	1.55%	1.34%	2.21%	0.74%	1.35%	1.62%
Prev. Sch.	TVM	KC	1.47%	0.41%	2.33%	4.76%	1.18%	1.27%	1.13%	2.15%	0.73%	0.00%	1.12%	1.94%	1.21%	0.78%	1.03%	2.76%
Prev. Sch.	One	Kalamita	1.33%	1.30%	1.36%	1.35%	1.01%	0.00%	1.08%	1.11%	3.37%	0.00%	2.00%	0.59%	1.57%	0.97%	1.58%	1.37%
12:00-19:00	TVM	Ta Bundy	1.22%	0.77%	1.58%	1.52%	0.31%	0.00%	1.49%	2.22%	0.00%	1.52%	1.02%	1.63%	1.59%	0.74%	1.03%	0.40%
12:00-19:00	One	Appuntament	1.03%	0.64%	1.35%	0.00%	1.20%	1.29%	1.20%	1.37%	0.00%	0.00%	0.82%	0.86%	1.50%	1.30%	0.75%	0.86%
20:30-22:00	TVM	Bijografiji	0.98%	1.14%	0.84%	0.00%	0.00%	0.72%	1.39%	1.27%	0.88%	0.00%	0.86%	0.59%	1.37%	1.41%	1.03%	0.57%
12:00-19:00	Net TV	Kaxxa Jan	0.93%	0.32%	1.43%	1.56%	0.64%	1.25%	0.68%	1.08%	1.06%	1.52%	0.93%	1.13%	0.70%	0.84%	0.75%	0.86%
Prev. Sch.	One	L-Argument	0.92%	2.05%	0.00%	0.00%	1.33%	1.40%	0.88%	0.92%	0.60%	0.00%	1.18%	1.32%	0.21%	0.32%	1.25%	0.45%
Prev. Sch.	Net TV	Replay	0.85%	1.90%	0.00%	0.00%	0.99%	2.14%	1.14%	0.33%	0.60%	0.00%	1.38%	0.67%	0.31%	0.94%	0.97%	0.45%
Prev. Sch.	TVM	12 05	0.75%	0.08%	1.29%	0.00%	0.30%	0.66%	1.11%	0.80%	0.23%	1.52%	0.81%	0.42%	0.00%	1.56%	0.51%	1.66%
Prev. Sch.	TVM	Bongu	0.67%	0.23%	1.02%	0.00%	1.02%	0.72%	0.75%	0.55%	0.48%	0.00%	0.40%	0.61%	0.49%	1.05%	0.51%	1.17%
Prev. Sch.	One	Bongu Bundy	0.60%	0.27%	0.87%	0.00%	1.13%	0.61%	0.54%	0.52%	0.48%	0.00%	0.58%	0.47%	0.70%	0.27%	0.89%	0.77%
> 12:00	TVM	Rise & Shine	0.59%	0.10%	0.99%	0.00%	0.91%	0.00%	0.85%	0.39%	0.48%	0.00%	0.59%	0.31%	0.71%	0.54%	0.79%	0.86%
12:00-19:00	Net TV	It-Tfal jigu bil-Vapuri	0.57%	0.37%	0.74%	0.00%	0.34%	1.58%	0.45%	0.72%	0.50%	0.00%	0.71%	0.78%	0.63%	0.00%	0.28%	0.77%
> 12:00	One	Londri	0.55%	0.84%	0.31%	1.56%	1.61%	0.00%	0.40%	0.32%	0.23%	0.00%	0.44%	1.20%	0.49%	0.00%	0.00%	0.46%
Prev. Sch.	One	Gizelle	0.50%	0.41%	0.57%	0.00%	1.53%	1.26%	0.12%	0.56%	0.00%	0.00%	0.16%	0.64%	1.07%	0.29%	0.51%	0.00%
20:30-22:00	One	Country Jamboree	0.49%	0.70%	0.32%	0.00%	0.00%	0.00%	0.58%	0.80%	0.60%	0.00%	0.41%	0.19%	0.43%	0.82%	0.75%	0.57%
> 12:00	Smash TV	Fil-Kcina ma' Farah	0.48%	0.18%	0.72%	0.00%	0.00%	0.00%	0.58%	0.80%	0.50%	0.00%	0.00%	0.55%	0.85%	0.54%	0.28%	0.80%
19:00-20:30	Net TV	Forcina	0.47%	0.72%	0.27%	0.00%	0.35%	0.00%	0.44%	0.59%	0.80%	0.00%	1.09%	0.48%	0.66%	0.00%	0.00%	0.00%
12:00-19:00	Net TV	Fil-Kcina ma' Christine	0.47%	0.11%	0.76%	0.00%	0.94%	0.00%	0.13%	0.55%	0.76%	1.47%	0.36%	0.58%	0.44%	1.03%	0.00%	0.00%
Prev. Sch.	One	Inkontri	0.45%	0.70%	0.25%	1.52%	0.35%	0.00%	0.35%	0.40%	0.56%	1.74%	0.69%	0.47%	0.85%	0.24%	0.00%	0.00%
20:30-22:00	TVM	X Qala l-Bahar	0.43%	0.51%	0.37%	0.00%	0.71%	0.00%	0.37%	0.61%	0.29%	0.00%	0.20%	0.76%	0.21%	0.00%	1.03%	0.00%
20:30-22:00	TVM	Dellijiet	0.40%	0.39%	0.41%	1.56%	0.64%	1.54%	0.22%	0.27%	0.00%	0.00%	0.65%	0.15%	0.42%	0.56%	0.00%	0.77%
20:30-22:00	One	Arani Issa	0.39%	0.43%	0.36%	0.00%	0.64%	0.00%	0.61%	0.34%	0.00%	0.00%	0.00%	0.69%	0.70%	0.00%	0.28%	0.57%
Prev. Sch.	One	Singled Out	0.38%	0.41%	0.37%	0.00%	0.30%	0.75%	0.52%	0.43%	0.00%	0.00%	0.85%	0.13%	0.28%	0.27%	0.28%	0.45%
Prev. Sch.	TVM	Dissett	0.38%	0.76%	0.07%	0.00%	0.35%	0.72%	0.56%	0.33%	0.00%	0.00%	0.24%	0.13%	0.31%	0.94%	0.32%	0.57%
Prev. Sch.	One	Aroma Kitchen	0.36%	0.20%	0.49%	1.35%	0.59%	0.00%	0.26%	0.27%	0.23%	1.52%	0.00%	0.73%	0.28%	0.00%	0.56%	0.40%
20:30-22:00	TVM	Pappaq	0.34%	0.75%	0.00%	0.00%	0.69%	0.00%	0.59%	0.14%	0.00%	0.00%	0.49%	0.19%	0.00%	0.56%	0.65%	0.00%

				GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
	STATION	PROGRAMME	TOTAL															
New Prog.	One	Emilja	0.34%	0.20%	0.45%	0.00%	0.59%	0.73%	0.25%	0.29%	0.25%	0.00%	0.77%	0.47%	0.00%	0.00%	0.28%	0.00%
22:00-24:00	One	On D Road	0.31%	0.68%	0.00%	0.00%	0.99%	0.73%	0.31%	0.00%	0.00%	0.00%	0.74%	0.18%	0.00%	0.32%	0.32%	0.00%
12:00-19:00	One	Marvin	0.27%	0.09%	0.42%	0.00%	0.00%	0.64%	0.25%	0.26%	0.53%	0.00%	0.00%	0.31%	0.22%	0.56%	0.47%	0.00%
> 12:00	Educ. 22	Ghawdex Illum	0.25%	0.39%	0.13%	0.00%	0.00%	0.68%	0.11%	0.13%	0.89%	0.00%	0.00%	0.15%	0.00%	0.24%	0.00%	2.00%
Prev. Sch.	TVM	Sibtek	0.24%	0.22%	0.26%	0.00%	0.00%	0.00%	0.29%	0.42%	0.23%	0.00%	0.16%	0.46%	0.00%	0.00%	0.56%	0.00%
Prev. Sch.	One	Bla Agenda	0.23%	0.28%	0.18%	0.00%	0.00%	0.00%	0.10%	0.29%	0.82%	0.00%	0.16%	0.15%	0.42%	0.00%	0.00%	0.97%
> 12:00	TVM	Venere	0.22%	0.00%	0.39%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.46%	0.28%	0.00%	0.00%	0.00%
12:00-19:00	Net TV	Kompendju	0.18%	0.08%	0.26%	0.00%	0.00%	0.00%	0.00%	0.41%	0.52%	0.00%	0.00%	0.26%	0.22%	0.47%	0.00%	0.00%
> 12:00	Net TV	Mini Bugz	0.18%	0.10%	0.24%	1.78%	0.00%	0.65%	0.00%	0.14%	0.26%	0.00%	0.00%	0.13%	0.00%	0.23%	0.75%	0.00%
20:30-22:00	TVM	Qalb in-Nies	0.17%	0.31%	0.06%	0.00%	0.00%	0.00%	0.16%	0.16%	0.30%	1.44%	0.20%	0.34%	0.22%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Bombli tal-Fuhhar	0.17%	0.09%	0.24%	1.27%	0.30%	0.00%	0.13%	0.16%	0.00%	0.00%	0.00%	0.46%	0.00%	0.29%	0.00%	0.00%
Prev. Sch.	TVM	Delitti Maltin	0.17%	0.23%	0.12%	0.00%	0.00%	0.00%	0.30%	0.26%	0.00%	0.00%	0.00%	0.19%	0.31%	0.00%	0.00%	0.80%
12:00-19:00	Favorite TV	Vespri	0.17%	0.29%	0.06%	0.00%	0.00%	0.72%	0.00%	0.30%	0.27%	0.00%	0.16%	0.15%	0.00%	0.32%	0.28%	0.00%
20:30-22:00	Net TV	Mr Fisherman	0.16%	0.36%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.00%	0.00%	0.25%	0.39%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Ghada jisbah ukoll	0.16%	0.00%	0.29%	1.32%	0.31%	0.00%	0.00%	0.13%	0.00%	1.47%	0.21%	0.00%	0.28%	0.23%	0.00%	0.40%
20:30-22:00	Smash TV	Motordrome	0.16%	0.35%	0.00%	0.00%	0.35%	1.50%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	One	La Farfalla	0.16%	0.10%	0.20%	0.00%	0.31%	0.00%	0.22%	0.00%	0.25%	0.00%	0.00%	0.00%	0.43%	0.27%	0.32%	0.00%
Prev. Sch.	One	TX	0.15%	0.19%	0.13%	0.00%	0.00%	0.72%	0.10%	0.27%	0.00%	0.00%	0.00%	0.13%	0.42%	0.32%	0.00%	0.00%
19:00-20:30	TVM	Newsroom	0.15%	0.19%	0.12%	0.00%	0.34%	0.00%	0.00%	0.26%	0.23%	0.00%	0.00%	0.00%	0.21%	0.32%	0.00%	0.80%
Prev. Sch.	TVM	Meander	0.14%	0.22%	0.07%	0.00%	0.00%	0.68%	0.16%	0.00%	0.26%	0.00%	0.25%	0.13%	0.00%	0.00%	0.00%	0.57%
20:30-22:00	Net TV	Man Up Plus	0.14%	0.12%	0.15%	1.56%	0.29%	0.00%	0.12%	0.00%	0.00%	0.00%	0.24%	0.15%	0.00%	0.27%	0.00%	0.00%
Prev. Sch.	One	ID	0.13%	0.20%	0.07%	0.00%	0.00%	0.00%	0.16%	0.14%	0.26%	0.00%	0.25%	0.13%	0.00%	0.24%	0.00%	0.00%
19:00-20:30	Smash TV	Smash News	0.13%	0.00%	0.23%	0.00%	0.00%	0.66%	0.13%	0.14%	0.00%	0.00%	0.41%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	Net TV	Ma Gloria	0.12%	0.00%	0.21%	0.00%	0.00%	0.00%	0.12%	0.00%	0.26%	1.52%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
Prev. Sch.	Net TV	Malta l-Lejla	0.11%	0.00%	0.21%	0.00%	0.00%	0.00%	0.23%	0.14%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.28%	0.46%
20:30-22:00	Net TV	Ucuh	0.11%	0.09%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	0.00%	0.16%	0.13%	0.00%	0.00%	0.28%	0.00%
19:00-20:30	One	Ieqaf 20 Minuta	0.11%	0.00%	0.20%	0.00%	0.00%	0.00%	0.12%	0.14%	0.25%	0.00%	0.33%	0.00%	0.00%	0.00%	0.28%	0.00%
12:00-19:00	Favorite TV	X Press	0.11%	0.09%	0.12%	0.00%	0.00%	0.00%	0.10%	0.30%	0.00%	0.00%	0.00%	0.15%	0.43%	0.00%	0.00%	0.00%
22:00-24:00	Net TV	Wheelspin	0.11%	0.24%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%
22:00-24:00	Favorite TV	Spotlight	0.10%	0.00%	0.19%	0.00%	0.00%	0.00%	0.10%	0.14%	0.25%	0.00%	0.00%	0.00%	0.21%	0.46%	0.00%	0.00%
19:00-20:30	Smash TV	Erga Lura	0.10%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.27%	0.23%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.80%
Prev. Sch.	Favorite TV	Kontra Attakk	0.10%	0.23%	0.00%	0.00%	0.34%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%
12:00-19:00	Favorite TV	Hin ghal kollox	0.10%	0.12%	0.08%	0.00%	0.00%	0.64%	0.16%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.29%	0.00%	0.00%
> 12:00	One	Fresh & Funky	0.10%	0.11%	0.08%	1.52%	0.00%	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.29%	0.00%	0.00%
Prev. Sch.	One	Siegħa Zmien	0.09%	0.00%	0.17%	0.00%	0.40%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.42%	0.00%
12:00-19:00	One	Epoka	0.09%	0.11%	0.08%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.20%	0.00%	0.31%	0.00%	0.00%	0.00%
Prev. Sch.	One	Solitaire	0.09%	0.20%	0.00%	0.00%	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.32%	0.00%
20:30-22:00	Net TV	Indifest	0.09%	0.11%	0.07%	0.00%	0.34%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.46%
> 12:00	One	Clint on One	0.09%	0.00%	0.16%	0.00%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.15%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	Smash TV	MFA Magazine	0.09%	0.12%	0.06%	0.00%	0.00%	0.75%	0.00%	0.14%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%
New Prog.	TVM	Studio 54	0.09%	0.12%	0.06%	0.00%	0.00%	0.00%	0.16%	0.13%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.23%	0.00%
12:00-19:00	TVM	Zmeraldi	0.08%	0.11%	0.06%	0.00%	0.00%	0.00%	0.14%	0.00%	0.25%	0.00%	0.16%	0.00%	0.31%	0.00%	0.00%	0.00%
20:30-22:00	TVM	Reati	0.08%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.20%	0.00%	0.00%	0.24%	0.00%	0.00%

	STATION	PROGRAMME	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Prev. Sch.		Sehta Fuq I-Uliedi	0.08%	0.09%	0.06%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.23%	0.00%
Prev. Sch.	Net TV	F'Bahar Wiehed	0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.51%	0.00%	0.16%	0.00%	0.00%	0.24%	0.00%	0.00%
New Prog.	One	Sibtijiet Flimkien	0.07%	0.08%	0.06%	0.00%	0.00%	0.00%	0.00%	0.14%	0.26%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%
Prev. Sch.	One	Matinee	0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	1.52%	0.16%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	One	Realta	0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.14%	0.25%	0.00%	0.16%	0.13%	0.00%	0.00%	0.00%	0.00%
> 12:00	Smash TV	Telebejgh Smash	0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	1.52%	0.00%	0.13%	0.00%	0.23%	0.00%	0.00%
Prev. Sch.	Net TV	Eleganza	0.07%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	1.52%	0.00%	0.13%	0.00%	0.00%	0.00%	0.40%
Prev. Sch.	Education 23	Tigrijiet Channel 23	0.05%	0.12%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	One	Zwiemel One TV	0.05%	0.12%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Prog		Kacca u Sajd	0.05%	0.12%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Prog		Kontroversi	0.05%	0.12%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Prog	Net TV	Mysteries on Net every Thursday	0.05%	0.12%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	L-Isfida	0.05%	0.12%	0.00%	0.00%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Prog		Billiard	0.05%	0.12%	0.00%	0.00%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Take 3	0.05%	0.11%	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Undercover	0.05%	0.11%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.		Flash Forward	0.05%	0.11%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Mill-Arkivji	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%
Prev. Sch.	One	Salgister	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%
Other Prog		Profili	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%
22:00-24:00	TVM	International Short Film Festival	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%
Other Prog		26th Frame	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%
22:00-24:00	Favorite TV	Football Favorite on Sunday [F Link]	0.05%	0.11%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%
Prev. Sch.	TVM	Ta Becky	0.05%	0.10%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%
12:00-19:00	Calypso TV	Total Request	0.05%	0.10%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%
Prev. Sch.	iTV	Belle Donne	0.05%	0.00%	0.08%	0.00%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.		Sports Updates	0.05%	0.10%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%
> 12:00	Educ. 22	X Lab	0.05%	0.10%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%
Other Prog		Life and Style	0.04%	0.00%	0.08%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%
20:30-22:00	TVM	Runaway TV	0.04%	0.00%	0.08%	0.00%	0.00%	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%
19:00-20:30	TVM	Akkaniti	0.04%	0.00%	0.08%	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%
> 12:00	TVM [R]	Gadgets	0.04%	0.00%	0.08%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%
Prev. Sch.	One	Ta Nancy [Flimkien ma' Nancy]	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%
22:00-24:00	Favorite TV	Angela Agius on Favourite [Spotlight]	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%
19:00-20:30	Favorite TV	News Favorite Channel	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%
> 12:00	Education 23	Baqghu Maltin	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%
> 12:00	Smash TV	A To Z	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%
22:00-24:00	TVM	Sports Magazine	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%

				GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
	STATION	PROGRAMME	TOTAL															
Other Prog	TVM	Programme on TVM on Archeology	0.04%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%
> 12:00	Educ. 22	Muftieh	0.04%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Modern Lifestyle	0.04%	0.00%	0.08%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Other Prog	Calypso TV	Diski fuq Calypso	0.04%	0.00%	0.08%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
22:00-24:00	TVM	Mixage	0.04%	0.00%	0.08%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
> 12:00	TVM	Ghanafest 2010	0.04%	0.00%	0.08%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	One	MIn-Nicca I-Barra	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	TVM	Tigrijiet taz-zwiemel TVM	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Other Prog		Id-Dar	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
19:00-20:30	One	Issues	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
19:00-20:30	One	Zona Sports	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	Net TV	Moda Marbech Spiteri	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
Prev. Sch.	Favorite TV	Niskata	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
Prev. Sch.		Sport Line	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
Prev. Sch.	Favorite TV	Zveljarin	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
New Prog.	TVM	7 Qattielia [Drama]	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
New Prog.	TVM	Deceduti	0.04%	0.19%	0.23%	5.01%	1.41%	3.63%	0.87%	1.29%	2.65%	17.32%	2.14%	1.81%	3.46%	3.79%	4.48%	8.01%
> 12:00	Favorite TV	In the Mood	0.04%	0.00%	0.08%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%
Other Prog		Programme on Travelling	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
12:00-19:00	One	Esperti	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Prev. Sch.		La Jigi Narah	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Prev. Sch.	TVM	Lenti	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Prev. Sch.	Net TV	Programme on Fr Giuseppe Depiro on NET Tv	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Prev. Sch.		Sports News	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
> 12:00	Educ. 22	Minn Ghawdex [Ghawdex Illum]	0.04%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Prev. Sch.		Bernard	0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%
Prev. Sch.	Melita Cable plc	Kick off	0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%
Other Prog	TVM	kacca u nsib on TVM	0.04%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%
Prev. Sch.		Sellili	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	Smash TV	Ta Edward Spiteri on Smash TV	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.		Ta Father Haydan William	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	One	Tant lehor	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.		Zoo	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Other Prog	One	Cooking prog on one tv about fish	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
> 12:00	TVM	Il-Hajja [Kelma ghall-Hajja]	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
> 12:00	TVM	Iz-Zona	0.04%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.		Fatti	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%

	STATION	PROGRAMME	TOTAL	GENDER		AGE GROUPS							DISTRICT					
				MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Prev. Sch.		Mentorin afternoon saturday on one	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Prev. Sch.	Educ. 22	Xjenza	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Prog		Gojjellerija	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%
20:30-22:00	Favorite TV	Mit-Tnejn ghal 4	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%
19:00-20:30	One	Zona Dinjija	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%
22:00-24:00	Net TV	Gherwieh Imsakkra	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%
19:00-20:30	Net TV	Flusek	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%
> 12:00	Net TV	Principal	0.04%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%	0.00%
Prev. Sch.	Net TV	Vitalita	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%
Prev. Sch.		Eroj	0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%
Other Prog		Family TV programme (Friday Eve)	0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%
Other Prog		Jien ghalija kollox jghodd	0.03%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%
Prev. Sch.	One	Looks	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
Prev. Sch.		Onesta	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
Prev. Sch.	One	Renee saturday afternoon on One [Matinee]	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
Prev. Sch.	One	Stejjer One ta Glen	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%
Prev. Sch.	Favorite TV	Ta Karl u Romina	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
Prev. Sch.	TVM	Tghannieqa	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
> 12:00	TVM	Sunday Mass	0.03%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.36%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9.B: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING [>12:00] – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

TABLE 01: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING, GENDER, BY AGE GROUPS AND BY DISTRICTS (TOP 100 LIST)																	
>12:00			GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	Rise & Shine	14	1	13	0	3	0	7	2	2	0	3	2	3	2	3	2
One	Londri	13	9	4	1	6	0	3	2	1	0	2	8	2	0	0	1
Smash TV	Fil-Kcina ma' Farah	11	2	9	0	0	0	5	5	2	0	0	4	3	2	1	2
Educ 22	Ghawdex Illum	6	4	2	0	0	1	1	1	3	0	0	1	0	1	0	4
TVM	Venere	5	0	5	0	5	0	0	0	0	0	1	3	1	0	0	0
Net TV	Mini Bugz	4	1	3	1	0	1	0	1	1	0	0	1	0	1	2	0
One	Fresh & Funky	2	1	1	1	0	1	0	0	0	0	0	1	0	1	0	0
One	Clint on One	2	0	2	0	2	0	0	0	0	0	1	1	0	0	0	0
Smash TV	Telebejgh Smash	2	0	2	0	0	0	0	1	0	1	0	1	0	1	0	0
Educ 22	X Lab	1	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0
TVM [R]	Gadgets	1	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0
Educ 22	Baqghu Maltin	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
Smash TV	A To Z	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
Educ 22	Muftieh	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
TVM	Ghanafest 2010	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Favorite TV	In the Mood	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Educ 22	Minn Ghawdex [Ghawdex Illum]	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
TVM	Il-Hajja [Kelma ghall-Hajja]	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
TVM	Iz-Zona	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Net TV	Principal	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
TVM	Sunday Mass	1	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0
		71	21	50	6	17	3	19	14	10	2	9	25	11	9	9	8
TVM	Rise & Shine	19.80%	5.05%	26.15%	0.00%	18.74%	0.00%	36.58%	16.75%	16.20%	0.00%	31.73%	8.18%	25.06%	23.18%	29.85%	20.86%
One	Londri	18.18%	41.75%	8.03%	20.65%	33.17%	0.00%	17.21%	13.83%	7.97%	0.00%	23.86%	31.13%	17.36%	0.00%	0.00%	11.16%
Smash TV	Fil-Kcina ma' Farah	15.95%	9.01%	18.93%	0.00%	0.00%	0.00%	24.98%	34.41%	17.12%	0.00%	0.00%	14.38%	29.98%	23.08%	10.56%	19.40%
Educ 22	Ghawdex Illum	8.23%	19.37%	3.44%	0.00%	0.00%	34.62%	4.89%	5.50%	30.35%	0.00%	0.00%	3.93%	0.00%	10.22%	0.00%	48.58%
TVM	Venere	7.24%	0.00%	10.36%	0.00%	30.05%	0.00%	0.00%	0.00%	0.00%	0.00%	11.41%	11.88%	9.89%	0.00%	0.00%	0.00%
Net TV	Mini Bugz	5.91%	5.03%	6.29%	23.62%	0.00%	33.09%	0.00%	5.84%	8.77%	0.00%	0.00%	3.43%	0.00%	9.84%	28.13%	0.00%
One	Fresh & Funky	3.18%	5.65%	2.11%	20.19%	0.00%	32.29%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	12.25%	0.00%	0.00%
One	Clint on One	2.93%	0.00%	4.20%	0.00%	12.17%	0.00%	0.00%	0.00%	0.00%	0.00%	11.41%	3.96%	0.00%	0.00%	0.00%	0.00%
Smash TV	Telebejgh Smash	2.41%	0.00%	3.45%	0.00%	0.00%	0.00%	0.00%	5.84%	0.00%	52.76%	0.00%	3.43%	0.00%	9.84%	0.00%	0.00%
Educ 22	X Lab	1.51%	5.03%	0.00%	17.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.16%	0.00%
TVM [R]	Gadgets	1.48%	0.00%	2.11%	17.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.89%	0.00%	0.00%	0.00%
Educ 22	Baqghu Maltin	1.46%	0.00%	2.09%	0.00%	0.00%	0.00%	5.56%	0.00%	0.00%	0.00%	0.00%	4.09%	0.00%	0.00%	0.00%	0.00%
Smash TV	A To Z	1.44%	0.00%	2.06%	0.00%	0.00%	0.00%	5.47%	0.00%	0.00%	0.00%	10.80%	0.00%	0.00%	0.00%	0.00%	0.00%

>12:00		TOTAL	GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Educ 22	Muftieh	1.44%	4.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.27%	0.00%	10.79%	0.00%	0.00%	0.00%	0.00%	0.00%
TVM	Ghanafest 2010	1.42%	0.00%	2.02%	0.00%	5.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.96%	0.00%	0.00%	0.00%	0.00%
Favorite TV	In the Mood	1.40%	0.00%	2.00%	0.00%	0.00%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.59%	0.00%	0.00%
Educ 22	Minn Ghawdex [Ghawdex Illum]	1.30%	4.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.33%	0.00%	0.00%	0.00%	0.00%	0.00%	10.48%	0.00%
TVM	Il-Hajja [Kelma ghall-Hajja]	1.23%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	3.43%	0.00%	0.00%	0.00%	0.00%
TVM	Iz-Zona	1.23%	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%	0.00%	0.00%	3.43%	0.00%	0.00%	0.00%	0.00%
Net TV	Principal	1.17%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	5.75%	0.00%	0.00%	0.00%	0.00%	7.82%	0.00%	0.00%	0.00%
TVM	Sunday Mass	1.10%	0.00%	1.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	47.24%	0.00%	0.00%	0.00%	0.00%	8.82%	0.00%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9.C: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING [12:00-19:00] – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

12:00-19:00			GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
One	Appuntament	25	7	18	0	4	2	10	9	0	0	4	6	6	5	2	2
TVM	Deal or no Deal	36	10	26	1	9	4	7	11	3	1	8	9	8	3	5	3
One	Epoka	2	1	1	0	0	0	2	0	0	0	1	0	1	0	0	0
One	Esperti	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
TVM	Zmeraldi	2	1	1	0	0	0	1	0	1	0	1	0	1	0	0	0
Net TV	Fil-Kcina ma' Christine	11	1	10	0	3	0	1	3	3	1	2	4	2	4	0	0
TVM	Hadd Ghalik	43	14	29	3	8	3	19	5	4	1	14	16	3	4	3	2
Favorite TV	Hin ghal kollox	2	1	1	0	0	1	1	0	0	0	0	1	0	1	0	0
Net TV	It-Tfal jigu bil-Vapuri	14	4	10	0	1	3	4	4	2	0	4	5	2	0	1	2
Net TV	Kaxxa Jan	22	3	19	1	2	2	6	7	4	1	5	7	3	3	3	2
Net TV	Kompendju	4	1	3	0	0	0	0	3	2	0	0	2	1	2	0	0
Net TV	Kontra l-Hin	36	8	28	2	2	0	7	15	8	2	11	7	3	9	4	2
One	Marvin	6	1	5	0	0	1	2	2	2	0	0	2	1	2	2	0
Net TV	Simpatici	201	74	128	25	47	7	49	44	24	5	51	50	36	32	17	16
TVM	Ta Bundy	29	8	21	1	1	0	12	14	0	1	5	11	6	3	3	1
Calypso TV	Total Request	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Favorite TV	Vespri	4	3	1	0	0	1	0	2	1	0	1	1	0	1	1	0
Favorite TV	X Press	3	1	2	0	0	0	1	2	0	0	0	1	2	0	0	0
		442	140	302	33	78	25	123	120	52	11	107	123	74	68	42	29
One	Appuntament	5.56%	4.90%	5.86%	0.00%	5.41%	8.57%	7.87%	7.11%	0.00%	0.00%	3.95%	4.63%	7.62%	7.08%	5.95%	5.98%
TVM	Deal or no Deal	8.06%	7.06%	8.53%	3.20%	11.76%	17.30%	5.38%	9.27%	4.94%	6.95%	7.47%	7.22%	11.24%	4.02%	10.77%	11.27%
One	Epoka	0.49%	0.82%	0.34%	0.00%	0.00%	0.00%	1.77%	0.00%	0.00%	0.00%	0.96%	0.00%	1.55%	0.00%	0.00%	0.00%
One	Esperti	0.21%	0.00%	0.31%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%
TVM	Zmeraldi	0.45%	0.82%	0.28%	0.00%	0.00%	0.00%	0.93%	0.00%	1.64%	0.00%	0.79%	0.00%	1.55%	0.00%	0.00%	0.00%
Net TV	Fil-Kcina ma' Christine	2.53%	0.87%	3.30%	0.00%	4.25%	0.00%	0.84%	2.84%	5.00%	7.50%	1.75%	3.12%	2.26%	5.61%	0.00%	0.00%
TVM	Hadd Ghalik	9.66%	9.78%	9.60%	7.84%	10.43%	12.44%	15.41%	4.56%	6.94%	7.51%	12.91%	13.32%	3.62%	6.09%	7.85%	8.49%
Favorite TV	Hin ghal kollox	0.53%	0.92%	0.35%	0.00%	0.00%	4.23%	1.05%	0.00%	0.00%	0.00%	0.00%	1.05%	0.00%	1.56%	0.00%	0.00%
Net TV	It-Tfal jigu bil-Vapuri	3.08%	2.81%	3.21%	0.00%	1.55%	10.49%	2.97%	3.71%	3.28%	0.00%	3.39%	4.21%	3.20%	0.00%	2.22%	5.35%
Net TV	Kaxxa Jan	5.02%	2.47%	6.21%	3.72%	2.87%	8.27%	4.49%	5.58%	6.95%	7.76%	4.50%	6.08%	3.55%	4.57%	5.96%	5.98%
Net TV	Kompendju	0.97%	0.63%	1.14%	0.00%	0.00%	0.00%	0.00%	2.13%	3.39%	0.00%	0.00%	1.42%	1.13%	2.55%	0.00%	0.00%
Net TV	Kontra l-Hin	8.10%	5.91%	9.11%	6.49%	2.64%	0.00%	5.88%	12.12%	15.65%	15.26%	10.45%	5.91%	4.45%	13.12%	8.55%	5.56%
One	Marvin	1.47%	0.72%	1.82%	0.00%	0.00%	4.23%	1.66%	1.35%	3.45%	0.00%	0.00%	1.66%	1.13%	3.03%	3.73%	0.00%
Net TV	Simpatici	45.57%	52.73%	42.25%	75.12%	59.70%	29.68%	39.69%	36.74%	46.94%	47.26%	48.11%	40.96%	48.43%	46.61%	39.77%	54.59%
TVM	Ta Bundy	6.55%	5.85%	6.88%	3.63%	1.39%	0.00%	9.78%	11.50%	0.00%	7.76%	4.91%	8.79%	8.07%	4.02%	8.17%	2.78%
Calypso TV	Total Request	0.25%	0.77%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%
Favorite TV	Vespri	0.90%	2.23%	0.28%	0.00%	0.00%	4.78%	0.00%	1.54%	1.80%	0.00%	0.79%	0.81%	0.00%	1.76%	2.22%	0.00%
Favorite TV	X Press	0.59%	0.72%	0.54%	0.00%	0.00%	0.00%	0.64%	1.53%	0.00%	0.00%	0.00%	0.81%	2.19%	0.00%	0.00%	0.00%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9.D: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING [19:00-20:30] – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

19:00-20:30		TOTAL	GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	News TVM	329	175	154	2	32	25	127	85	50	8	61	86	47	57	51	29
One	ONE News	129	73	56	1	7	6	40	39	32	4	27	37	22	16	19	6
Net TV	NET News	109	65	44	0	4	8	35	26	31	5	17	36	14	20	16	6
One	Bar B Q	85	38	47	5	11	3	20	33	13	1	23	15	15	14	9	9
Net TV	Forcina	11	8	4	0	1	0	4	4	3	0	6	3	2	0	0	0
TVM	Newsroom	4	2	2	0	1	0	0	2	1	0	0	0	1	1	0	2
Smash TV	Smash News	3	0	3	0	0	1	1	1	0	0	2	1	0	0	0	0
One	Ieqaf 20 Minuta	3	0	3	0	0	0	1	1	1	0	2	0	0	0	1	0
Smash TV	Erga Lura	2	0	2	0	0	0	0	2	1	0	0	1	0	0	0	2
TVM	Akkaniti	1	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0
Favorite TV	News Favorite Channel	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
One	Issues	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0
One	Zona Sports	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
One	Zona Dinjija	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0
Net TV	Flusek	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
		681	363	318	8	56	43	229	191	134	19	137	182	103	109	97	53
TVM	News TVM	48.37%	48.31%	48.45%	26.48%	56.41%	58.42%	55.31%	44.39%	37.68%	42.45%	44.17%	47.00%	45.02%	52.09%	53.25%	54.00%
One	ONE News	18.90%	20.09%	17.55%	17.57%	11.66%	12.98%	17.56%	20.15%	23.79%	23.73%	19.50%	20.60%	21.76%	15.06%	19.98%	11.86%
Net TV	NET News	16.02%	17.89%	13.89%	0.00%	6.34%	18.58%	15.46%	13.80%	23.26%	23.87%	12.35%	19.61%	13.73%	18.02%	16.93%	11.91%
One	Bar B Q	12.49%	10.51%	14.75%	55.95%	19.39%	7.52%	8.79%	17.14%	9.39%	4.64%	17.13%	8.41%	14.51%	12.96%	8.88%	16.19%
Net TV	Forcina	1.65%	2.10%	1.12%	0.00%	2.21%	0.00%	1.56%	1.91%	2.04%	0.00%	4.07%	1.74%	2.38%	0.00%	0.00%	0.00%
TVM	Newsroom	0.53%	0.55%	0.50%	0.00%	2.12%	0.00%	0.00%	0.83%	0.60%	0.00%	0.00%	0.00%	0.77%	1.10%	0.00%	3.02%
Smash TV	Smash News	0.44%	0.00%	0.94%	0.00%	0.00%	2.49%	0.45%	0.46%	0.00%	0.00%	1.54%	0.48%	0.00%	0.00%	0.00%	0.00%
One	Ieqaf 20 Minuta	0.39%	0.00%	0.83%	0.00%	0.00%	0.00%	0.41%	0.44%	0.63%	0.00%	1.23%	0.00%	0.00%	0.00%	0.97%	0.00%
Smash TV	Erga Lura	0.36%	0.00%	0.78%	0.00%	0.00%	0.00%	0.00%	0.88%	0.60%	0.00%	0.00%	0.48%	0.00%	0.00%	0.00%	3.02%
TVM	Akkaniti	0.15%	0.00%	0.33%	0.00%	1.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%
Favorite TV	News Favorite Channel	0.15%	0.00%	0.33%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%
One	Issues	0.15%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.31%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%
One	Zona Sports	0.15%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.75%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%
One	Zona Dinjija	0.12%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%	0.78%	0.00%	0.00%
Net TV	Flusek	0.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9.E: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING [20:30-22:00] – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

20:30-22:00		TOTAL	GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
TVM	Liquorish	61	17	44	1	11	3	32	10	4	0	10	20	9	4	15	3
Net TV	Gheruq	59	26	33	0	2	0	18	24	14	1	8	17	7	15	8	4
One	Il-Madonna tac-Coqqa	37	12	25	3	3	0	12	10	8	1	12	12	3	3	4	2
TVM	Bijografiji	23	12	11	0	0	1	11	8	3	0	4	4	5	5	3	1
One	Country Jamboree	12	7	4	0	0	0	5	5	2	0	2	1	2	3	2	1
TVM	X Qala l-Bahar	10	5	5	0	2	0	3	4	1	0	1	5	1	0	3	0
TVM	Dellijet	10	4	5	1	2	3	2	2	0	0	3	1	2	2	0	2
One	Arani Issa	9	5	5	0	2	0	5	2	0	0	0	5	3	0	1	1
TVM	Paqpaq	8	8	0	0	2	0	5	1	0	0	3	1	0	2	2	0
TVM	Qalb in-Nies	4	3	1	0	0	0	1	1	1	1	1	2	1	0	0	0
Net TV	Mr Fisherman	4	4	0	0	0	0	4	0	0	0	1	3	0	0	0	0
Smash TV	Motordrome	4	4	0	0	1	2	0	0	0	0	4	0	0	0	0	0
Net TV	Man Up Plus	3	1	2	1	1	0	1	0	0	0	1	1	0	1	0	0
Net TV	Ucuh	3	1	2	0	0	0	0	0	3	0	1	1	0	0	1	0
Net TV	Indifest	2	1	1	0	1	0	1	0	0	0	0	1	0	0	0	1
TVM	Reati	2	2	0	0	0	0	0	2	0	0	1	0	0	1	0	0
TVM	Runaway TV	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0
Favorite TV	Mit-Tnejn ghal 4	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0
		253	113	140	7	29	10	99	69	35	3	53	74	33	37	41	15
TVM	Liquorish	24.14%	15.08%	31.44%	16.12%	37.45%	30.40%	32.23%	14.91%	10.10%	0.00%	19.64%	26.44%	26.32%	10.62%	36.78%	22.13%
Net TV	Gheruq	23.31%	22.66%	23.84%	0.00%	7.11%	0.00%	18.34%	34.00%	40.15%	33.87%	14.29%	23.44%	21.98%	40.75%	20.05%	23.85%
One	Il-Madonna tac-Coqqa	14.68%	10.84%	17.77%	45.98%	10.85%	0.00%	11.75%	14.91%	22.41%	33.87%	23.43%	16.32%	10.49%	7.44%	10.62%	13.84%
TVM	Bijografiji	9.21%	10.84%	7.91%	0.00%	0.00%	11.41%	11.30%	11.39%	8.42%	0.00%	8.34%	5.29%	15.57%	14.20%	8.36%	7.83%
One	Country Jamboree	4.63%	6.61%	3.03%	0.00%	0.00%	0.00%	4.72%	7.19%	5.72%	0.00%	4.00%	1.73%	4.91%	8.24%	6.07%	7.83%
TVM	X Qala l-Bahar	4.07%	4.79%	3.49%	0.00%	8.61%	0.00%	3.03%	5.46%	2.83%	0.00%	1.94%	6.79%	2.36%	0.00%	8.34%	0.00%
TVM	Dellijet	3.78%	3.65%	3.88%	18.95%	7.84%	24.34%	1.82%	2.42%	0.00%	0.00%	6.34%	1.36%	4.76%	5.66%	0.00%	10.45%
One	Arani Issa	3.67%	4.06%	3.36%	0.00%	7.82%	0.00%	4.97%	3.01%	0.00%	0.00%	0.00%	6.18%	7.91%	0.00%	2.26%	7.83%
TVM	Paqpaq	3.18%	7.13%	0.00%	0.00%	8.39%	0.00%	4.75%	1.27%	0.00%	0.00%	4.75%	1.73%	0.00%	5.66%	5.27%	0.00%
TVM	Qalb in-Nies	1.64%	2.94%	0.60%	0.00%	0.00%	0.00%	1.29%	1.45%	2.89%	32.26%	1.94%	3.08%	2.51%	0.00%	0.00%	0.00%
Net TV	Mr Fisherman	1.52%	3.41%	0.00%	0.00%	0.00%	0.00%	3.86%	0.00%	0.00%	0.00%	2.40%	3.46%	0.00%	0.00%	0.00%	0.00%
Smash TV	Motordrome	1.47%	3.30%	0.00%	0.00%	4.28%	23.74%	0.00%	0.00%	0.00%	0.00%	7.04%	0.00%	0.00%	0.00%	0.00%	0.00%
Net TV	Man Up Plus	1.29%	1.10%	1.43%	18.95%	3.48%	0.00%	1.00%	0.00%	0.00%	0.00%	2.35%	1.36%	0.00%	2.72%	0.00%	0.00%
Net TV	Ucuh	1.05%	0.83%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	7.48%	0.00%	1.60%	1.18%	0.00%	0.00%	2.26%	0.00%
Net TV	Indifest	0.84%	1.08%	0.66%	0.00%	4.18%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	1.63%	0.00%	0.00%	0.00%	6.25%
TVM	Reati	0.75%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	2.75%	0.00%	0.00%	1.94%	0.00%	0.00%	2.40%	0.00%	0.00%
TVM	Runaway TV	0.42%	0.00%	0.75%	0.00%	0.00%	10.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%	0.00%	0.00%	0.00%
Favorite TV	Mit-Tnejn ghal 4	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9.F: WEIGHTED FAVORITE TV PROGRAMMES BY RANKING [22:00-24:00] – BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JUL-SEP 2010]

22:00-24:00		TOTAL	GENDER		AGE GROUPS							DISTRICT					
STATION	PROGRAMME		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
One	L-Evangelisti	123	44	79	3	37	13	38	22	8	1	28	28	22	18	17	9
One	On D Road	7	7	0	0	4	1	3	0	0	0	4	1	0	1	1	0
Net TV	Wheelspin	3	3	0	0	0	0	3	0	0	0	3	0	0	0	0	0
Favorite TV	Spotlight	2	0	2	0	0	0	1	1	1	0	0	0	1	2	0	0
TVM	Short Film Festival	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
	[International Short Film Festival]																
Favorite TV	Football Favorite on Sunday [F Link]	1	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Favorite TV	Angela Agius on Favourite [Spotlight]	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0
TVM	Sports Magazine	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0
TVM	Mixage	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Net TV	Gherwieh Imsakkra	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
		141	56	85	3	42	14	49	23	10	1	36	31	25	22	18	9
One	L-Evangelisti	86.91%	78.34%	92.51%	100.0%	89.13%	91.63%	78.99%	96.24%	82.59%	100.0%	79.39%	89.52%	88.77%	82.05%	94.13%	100.00%
One	On D Road	5.15%	13.02%	0.00%	0.00%	8.44%	8.37%	5.22%	0.00%	0.00%	0.00%	10.61%	3.89%	0.00%	5.32%	5.87%	0.00%
Net TV	Wheelspin	1.80%	4.55%	0.00%	0.00%	0.00%	0.00%	5.22%	0.00%	0.00%	0.00%	7.12%	0.00%	0.00%	0.00%	0.00%	0.00%
Favorite TV	Spotlight	1.75%	0.00%	2.90%	0.00%	0.00%	0.00%	1.61%	3.76%	8.77%	0.00%	0.00%	0.00%	3.19%	7.55%	0.00%	0.00%
TVM	Short Film Festival [International Short Film Festival]	0.81%	2.05%	0.00%	0.00%	0.00%	0.00%	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%	0.00%	0.00%	0.00%
Favorite TV	Football Favorite on Sunday [F Link]	0.81%	2.04%	0.00%	0.00%	0.00%	0.00%	2.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.08%	0.00%	0.00%
Favorite TV	Angela Agius on Favourite [Spotlight]	0.74%	0.00%	1.22%	0.00%	0.00%	0.00%	2.15%	0.00%	0.00%	0.00%	0.00%	3.35%	0.00%	0.00%	0.00%	0.00%
TVM	Sports Magazine	0.73%	0.00%	1.20%	0.00%	0.00%	0.00%	2.11%	0.00%	0.00%	0.00%	2.88%	0.00%	0.00%	0.00%	0.00%	0.00%
TVM	Mixage	0.72%	0.00%	1.18%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.24%	0.00%	0.00%	0.00%	0.00%
Net TV	Gherwieh Imsakkra	0.59%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	8.64%	0.00%	0.00%	0.00%	3.39%	0.00%	0.00%	0.00%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%