



**RADIO AND TELEVISION AUDIENCES
MALTA
JANUARY – MARCH 2011**

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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 2010 – September 2011 that is representative of the whole population. This report contains the analysis of these interviews for the period **1st January to 31st March 2011**.

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; a list of nationwide radio and television stations and community radio stations licensed by the Broadcasting Authority during this period; as well as calculations by half-hour slots for radio and television audiences rounded up to the nearest thousand for the sake of simplicity.

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]. For this reason, only an estimate of absolute numbers of radio and television audiences can be made. In view of this, while in previous audience assessments the value of 1% in each table was given in italics and no absolute numbers were published, for this assessment period the National Statistics Office is providing the Broadcasting Authority with two different weights for each respondent: a calibration weight to represent the required sample and a grossing-up weight representing the targeted population (i.e. the number of persons aged 12 or more residing in private dwellings) amounting to 366,503, and which was estimated from the Demographic Review 2009.

Part Two of the report details the grossed-up tables and figures for the second quarter of this broadcasting season; i.e. for January to March 2011 representing the estimated targeted population.

Part Three of the report details the raw sample data – both as actually collected as well as weighted data to represent the targeted sample for this quarter. As expected, the total quarterly responses by each

demographic factor were not proportional to the selected sample. For this reason a calibration-weight was given to each respondent, depending on their demographic characteristics, so that results would be better representative of the whole sample quarter.

It is important to note that in the calculation of the calibrated data, as well as that of grossed-up data, the totals may not tally due to the rounding-off of numbers to the nearest whole integer.

PART ONE – REPORT

1. METHODOLOGY AND SAMPLE COLLECTION

Data was collected continuously by means of telephone interviewing conducted by National Statistics Office interviewers during the period 1st January to 31st March 2011. 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 interviewes. 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 January-March 2011, 1800 individuals [57.56% of contacted persons] accepted to participate in the survey and, on average, responses were evenly spread out during the whole period; this was 1.3% higher than that of the previous assessment period of October-December 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: JANUARY-MARCH 2010/2011

RESPONSE	JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2010		JAN-MAR 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Accepted	1800	57.77%	1819	58.53%	1835	54.32%	1837	56.26%	1800	57.56%
Refused	129	4.14%	95	3.06%	118	3.49%	173	5.30%	130	4.16%
Non-Contact	649	20.83%	605	19.47%	656	19.42%	599	18.35%	575	18.39%
Unreachable	538	17.27%	565	18.18%	748	22.14%	650	19.91%	616	19.70%
Ineligible			24	0.77%	21	0.62%	6	0.18%	6	0.19%
CONTACTED	3116	100%	3108	100%	3378	100%	3265	100%	3127	100%
Not used	564		572		302		415		473	
TOTAL	3680		3680		3680		3680		3600	

BY WEEKDAY	JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009		JAN-MAR 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
Mon	260	14.44	259	14.24	259	14.11	259	14.1	260	14.44
Tue	260	14.44	262	14.4	258	14.06	259	14.1	260	14.44
Wed	259	14.39	258	14.18	259	14.11	260	14.15	260	14.44
Thu	240	13.33	262	14.4	280	15.26	260	14.15	260	14.44
Fri	261	14.5	256	14.07	260	14.17	279	15.19	240	13.33
Sat	260	14.44	260	14.29	259	14.11	260	14.15	259	14.39
Sun	260	14.44	262	14.4	260	14.17	260	14.15	261	14.50
	1800	100%	1819	100%	1835	100%	1837	100%	1800	100%

BY MONTH	JAN-MAR 2010		APR-JUN 2010		JUL-SEP 2010		OCT-DEC 2009		JAN-MAR 2011	
	No.	%	No.	%	No.	%	No.	%	No.	%
	Jan:621	34.50%	Apr:579	31.83%	Jul:617	33.62%	Oct: 619	33.7	Jan: 620	34.44
	Feb:559	31.06%	May:618	33.97%	Aug:619	33.73%	Nov:600	32.66	Feb: 561	31.17
	Mar:620	34.44%	Jun:622	34.19%	Sep:599	32.64%	Dec:618	33.64	Mar: 619	34.39
	1800	100%	1819	100%	1835	100.00%	1837	100	1800	100%

Totals may not tally due to weighting and rounding off

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 January-March 2011, with a response rate of 57.56%, a population size of 366,503 [aged 12 years and over], and a 95% confidence level, the sample of 1800 interviewees has a margin of error of $\pm 2.28\%$.

1.2 Comparison to Previous Assessments and Absolute Data

All the tables and charts for each assessment period have similar methodology in formulation. For comparative purposes, data is always presented as percentages rather than in absolute figures. However due to repeated requests for calculations to be extrapolated over the whole population, for the past assessments 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.

From October-December 2010, and for this assessment period, grossed up weights for each respondent have been prepared by the National Statistics Office thus removing the necessity of calculating the absolute value of 1% in each table. In the main report grossed-up data is presented to represent population demographic data.

Whenever possible absolute data was presented, **however absolute figures and percentages in “Weighted Tables” may not tally due to rounding-off of data.**

2. SAMPLE PROFILE

As in previous assessments, the demographics included gender, age and location of households by geographic district. The demographic location of respondents are based on the same distribution of local towns and villages between six districts as grouped in the 2009 Demographic Review; while the ages of respondents are grouped according to categories as used in previous assessments.

The minimum and the maximum age of respondents for this quarter under review and for the previous nine 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
October – December 2010	12	101	89 years
January – March 2011	12	99	87 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 and Part Three of this report.

TABLE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [JAN/MAR 2011]

AGE GROUP	TOTAL	GENDER		DISTRICT					
		MALE	FEMALE	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	23,089	11,343	11,746	4,276	5,915	3,263	2,456	4,464	2,716
	6.3%	6.2%	6.4%	5.9%	5.5%	6.0%	4.8%	8.5%	9.8%
	100.0%	49.1%	50.9%	18.5%	25.6%	14.1%	10.6%	19.3%	11.8%
15-24	57,320	29,267	28,054	11,209	17,585	10,091	9,148	6,195	3,093
	15.6%	16.1%	15.2%	15.4%	16.3%	18.6%	17.8%	11.8%	11.1%
	100.0%	51.1%	48.9%	19.6%	30.7%	17.6%	16.0%	10.8%	5.4%
25-29	21,722	12,333	9,389	4,748	6,530	1,789	2,698	4,027	1,931
	5.9%	6.8%	5.1%	6.5%	6.1%	3.3%	5.3%	7.6%	7.0%
	100.0%	56.8%	43.2%	21.9%	30.1%	8.2%	12.4%	18.5%	8.9%
30-49	111,033	57,035	53,998	21,995	32,648	16,461	15,550	15,965	8,414
	30.3%	31.4%	29.2%	30.3%	30.3%	30.3%	30.3%	30.3%	30.3%
	100.0%	51.4%	48.6%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%
50-64	85,989	39,848	46,142	15,663	25,918	11,268	13,050	12,947	7,144
	23.5%	21.9%	25.0%	21.6%	24.0%	20.7%	25.4%	24.6%	25.7%
	100.0%	46.3%	53.7%	18.2%	30.1%	13.1%	15.2%	15.1%	8.3%
65-79	54,159	25,744	28,415	11,562	14,667	10,042	7,029	7,133	3,725
	14.8%	14.2%	15.4%	15.9%	13.6%	18.5%	13.7%	13.5%	13.4%
	100.0%	47.5%	52.5%	21.3%	27.1%	18.5%	13.0%	13.2%	6.9%
80+	13,190	6,295	6,895	3,142	4,524	1,410	1,405	1,958	750
	3.6%	3.5%	3.7%	4.3%	4.2%	2.6%	2.7%	3.7%	2.7%
	100.0%	47.7%	52.3%	23.8%	34.3%	10.7%	10.7%	14.8%	5.7%
Total	366,503	181,865	184,638	72,595	107,786	54,324	51,336	52,688	27,774
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.6%	50.4%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Col% / Row %]

Totals may not tally due to weighting and rounding off

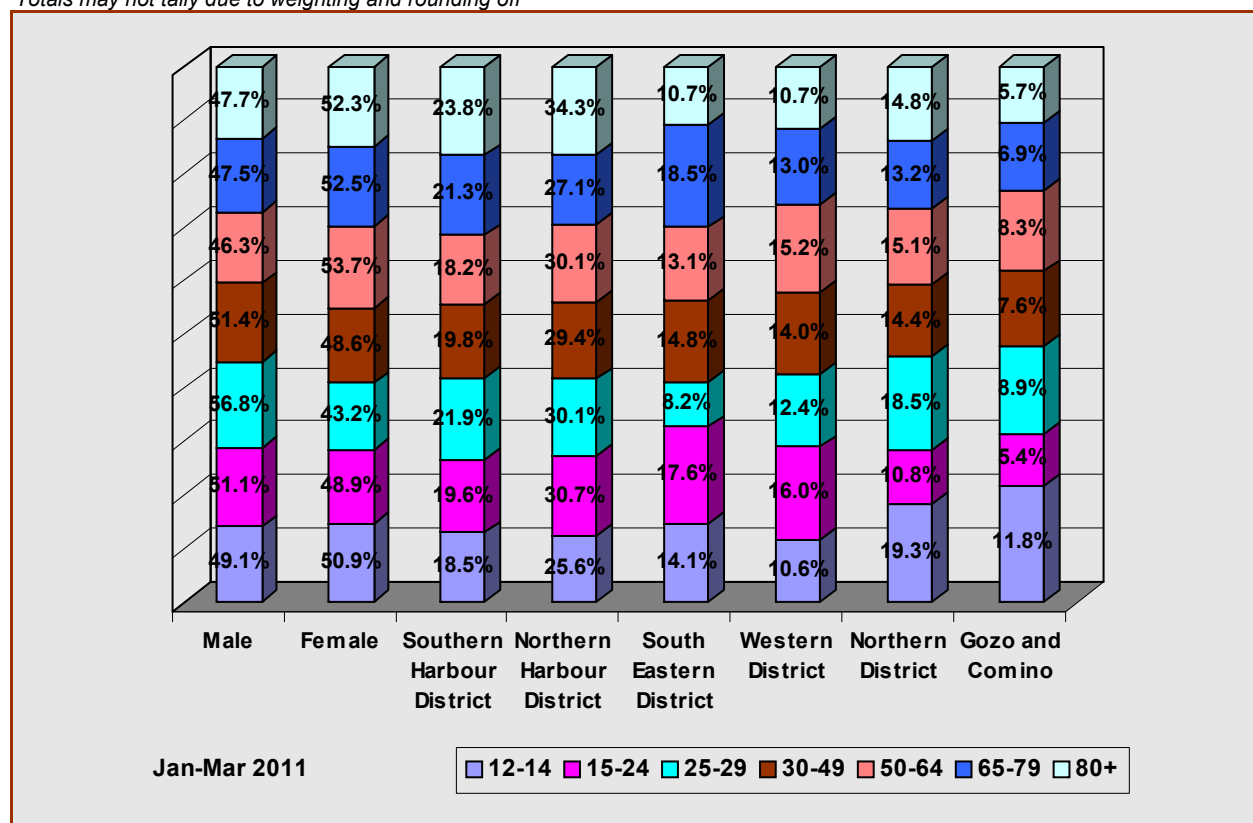


FIGURE 2.1: POPULATION PROFILE BY AGE: BY GENDER AND BY DISTRICT [JAN/MAR 2011]

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

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 has maintained the just over the 50% level since July-September 2009. There was a 2.3% increase of radio listeners over the previous assessment period of October-December 2010; while there was a 0.94% decrease over the same period last year – see summary Table and Figure 3.1 below and Tables 3.1-3 in Part Two and Part Three. What is evident is that radio listeners have constantly exceeded non listeners by about 5% for the past six broadcasting seasons since April-June 2009.

TABLE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – JAN/MAR 2011]

	Do not Listen to Radio	No Particular Radio Station	Do not Remember	No Response	Radio Listeners
Oct-Dec 2006	43.982%	3.939%	0.875%		51.204%
Jan-Mar 2007	48.049%	5.909%	0.780%		45.262%
Apr-Jun 2007	44.469%	7.190%	0.774%	0.111%	47.456%
Jul-Sep 2007	47.222%	7.667%	0.889%	0.111%	44.111%
Oct-Dec 2007	48.482%	5.301%	1.104%		45.113%
Jan-Mar 2008	44.080%	9.116%	1.390%		45.414%
Apr-Jun 2008	46.369%	7.151%	1.061%	0.056%	45.363%
Jul-Sep 2008	46.584%	3.727%	0.113%	0.226%	49.351%
Oct-Dec 2008	47.629%	4.687%	0.218%		47.466%
Jan-Mar 2009	46.335%	7.331%	0.448%		45.887%
Apr-Jun 2009	45.836%	4.357%	0.662%		49.145%
Jul-Sep 2009	43.747%	2.676%	0.819%		52.758%
Oct-Dec 2009	44.070%	1.034%	0.381%	0.054%	54.461%
Jan-Mar 2010	42.389%	3.167%	0.389%		54.056%
Apr-Jun 2010	42.276%	2.584%	0.715%		54.426%
Jul-Sep 2010	42.452%	3.760%	0.327%	0.218%	53.243%
Oct-Dec 2010	44.856%	3.702%	0.490%	0.163%	50.789%
Jan-Mar 2011	42.611%	3.667%	0.500%	0.111%	53.111%

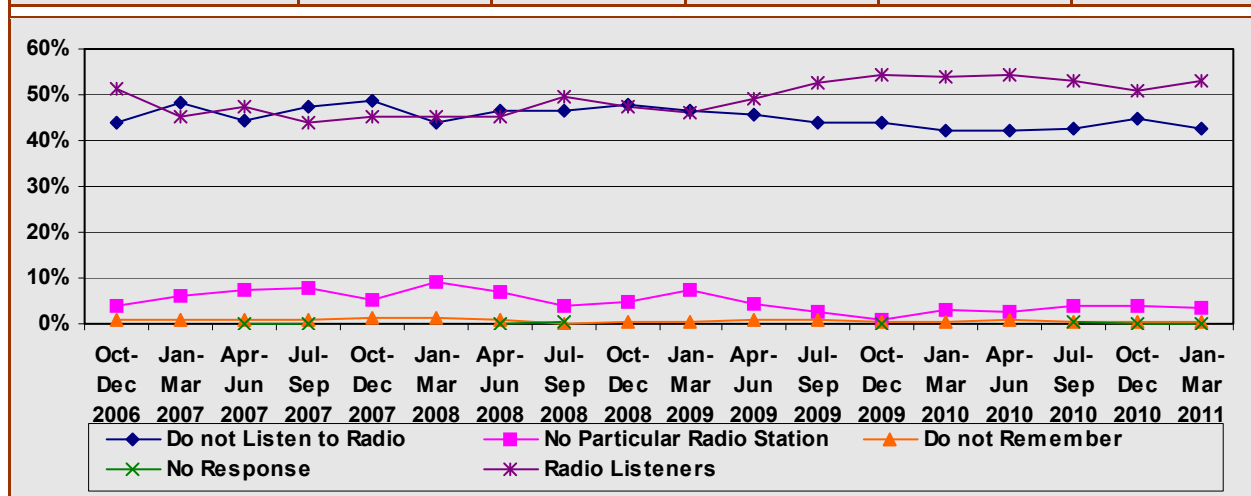


FIGURE 3.1: SAMPLE RADIO REACH BY QUARTERS [OCT/DEC 2006 – JAN/MAR 2011]

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 17.95% of total listeners; ONE Radio obtained the second overall average of 14.76%; while Calypso Radio attained the third best average audience reach of 11.99% of all radio listeners.

TABLE 3.2: RADIO REACH BY BROADCASTING STATION BY QUARTER
[JAN/MAR 2009, 2010, 2011]

[Weighted]	Jan-Mar 2009	Jan-Mar 2010	Jan-Mar 2011	Population N
Radju Malta	6.6	6.98	8.91	17,347
Radju Parlament 106.6	1.1	0.10	0.09	175
Magic Radio	5.4	5.99	6.72	13,082
ONE Radio	[2] 16.7	[2] 14.14	[2] 14.76	28,752
Radio 101	6.0	4.84	4.04	7,866
Bay Radio	[1] 18.8	[1] 23.46	[1] 17.95	34,963
Calypso Radio	[3] 10.1	[3] 10.11	[3] 11.99	23,356
RTK	9.0	6.54	9.22	17,963
Smash Radio	3.9	4.41	3.94	7,674
Radju Marija	8.8	6.62	5.41	10,530
Campus FM	0.6	0.71	1.31	2,544
Vibe FM [ex-Capital Radio]	4.0	6.86	6.43	12,527
XFM	5.7	5.08	3.82	7,437
Community Stations	2.3	3.01	2.90	5,652
Foreign &/ Other Station	1.0	1.16	2.52	4,904
	100.0%	100.0%	100.0%	194772

Totals may not tally due to weighting and rounding off

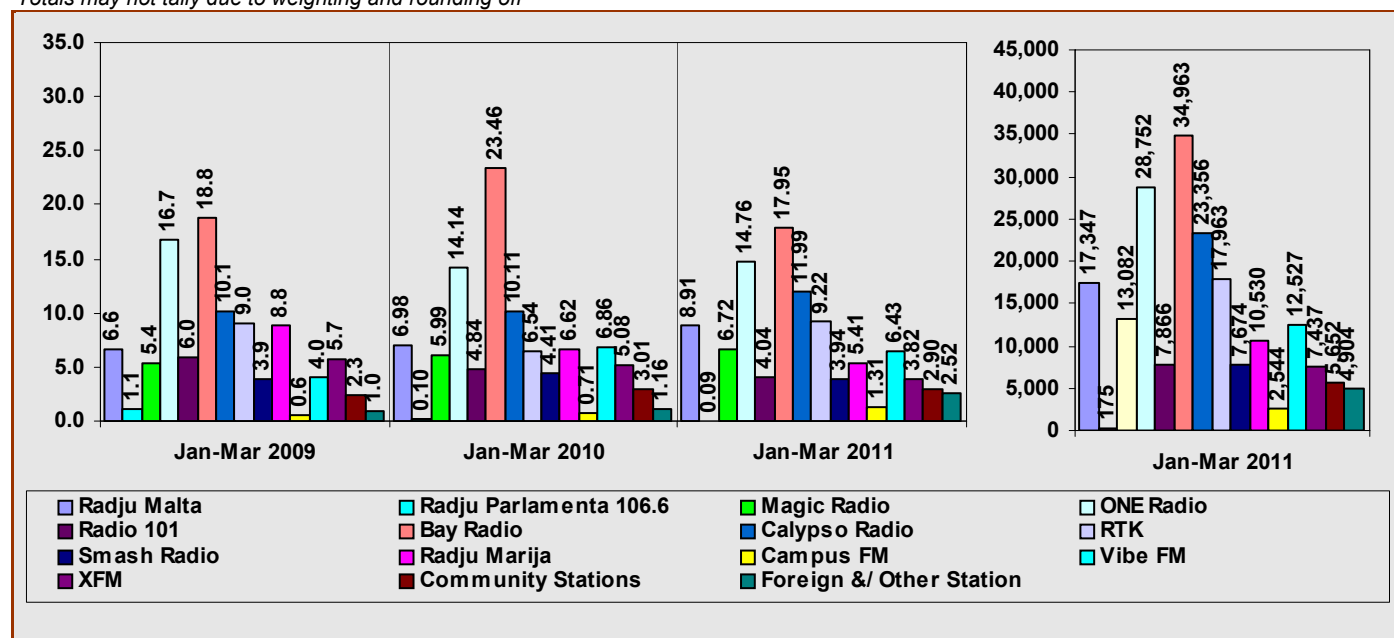


FIGURE 3.2 RADIO REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2009, 2010, 2011]

Bay Radio has been maintaining its prime position since October-December 2008 taking the highest amount of radio listeners from ONE Radio. Table and Figure 3.3 below detail radio reach by quarter for October-December 2007 to 2010.

TABLE 3.3: RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007- JAN/MAR 2011]

	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	Oct-Dec 2010	Jan-Mar 2011
Radju Malta	7.5	7.5	6.5	11.2	6.3	6.6	6.3	8.28	7.89	6.98	7.61	8.14	6.80	8.91
Radju Parlamenta 106.6	0.9	2.0	0.6	1.1	3.0	1.1	0.8	0.00	0.20	0.10	0.48	0.13	0.08	0.09
Magic Radio	7.2	5.5	5.5	5.4	7.2	5.4	6.6	6.21	4.61	5.99	7.95	9.07	8.48	6.72
ONE Radio	15.3	19.5	20.2	19.2	16.0	16.7	15.9	16.46	11.93	14.14	12.82	12.34	12.28	14.76
Radio 101	6.7	8.4	5.8	5.1	4.9	6.0	4.3	4.66	6.03	4.84	4.26	3.97	3.60	4.04
Bay Radio	15.5	16.2	17.1	14.8	16.4	18.8	23.2	22.67	26.56	23.46	20.13	21.34	19.76	17.95
Calypso Radio	10.0	10.3	11.6	11.6	13.1	10.1	10.4	9.42	11.12	10.11	10.33	11.48	10.65	11.99
RTK	9.4	8.6	8.1	8.8	7.9	9.0	8.9	8.18	5.69	6.54	6.52	6.35	7.88	9.22
Smash Radio	6.7	3.9	3.2	3.1	4.1	3.9	3.1	3.11	3.25	4.41	4.59	3.02	5.57	3.94
Radju Marija	7.1	7.0	6.2	7.8	9.0	8.8	8.4	5.59	5.64	6.62	6.90	7.13	7.43	5.41
Campus FM	2.0	1.1	1.0	0.5	0.5	0.6	0.9	1.24	1.22	0.71	0.63	1.56	1.26	1.31
Vibe FM	4.7	3.7	4.7	3.4	4.0	4.0	3.1	4.76	5.27	6.86	8.97	8.02	8.10	6.43
XFM	2.8	3.2	6.8	4.3	5.4	5.7	4.0	4.76	5.55	5.08	5.05	4.58	4.96	3.82
Community Stations	3.1	2.4	2.0	1.8	1.1	2.3	3.0	3.42	3.90	3.01	2.99	2.28	1.92	2.90
Foreign &/Other Station	1.1	0.9	0.7	1.8	1.0	1.0	0.9	1.24	1.15	1.16	0.76	0.60	1.21	2.52
	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

Totals may not tally due to weighting and rounding off

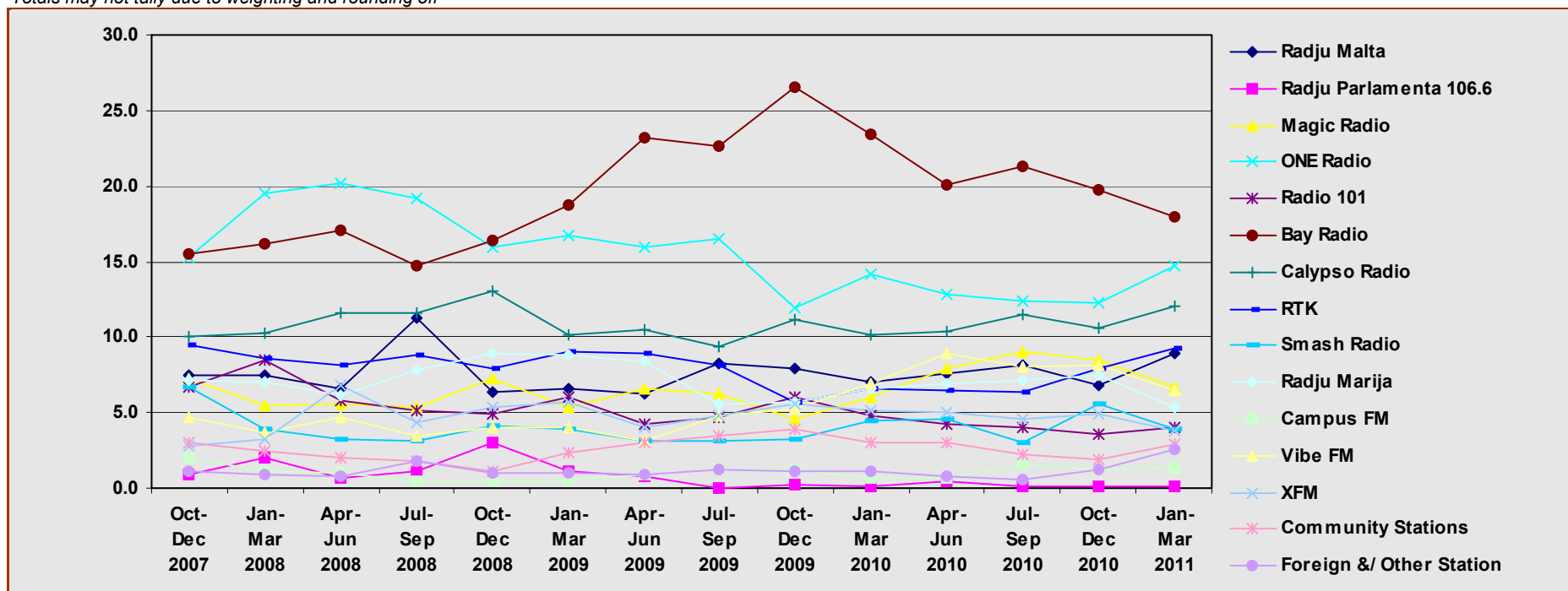


FIGURE 3.3 RADIO REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007- JAN/MAR 2011]

3.1.1 Radio Reach by Gender, by Age Groups, and by District

Bay Radio is the most preferred station, exceeding the second preferred station, ONE Radio, by 1.19%; while Calypso Radio was the third most preferred station following ONE Radio by 2.77%.

These rankings are not the same for both Males and Female listeners – while Bay Radio was the most preferred station by male audiences, female audiences preferred ONE Radio which very marginally exceeded Bay Radio by only 0.44%. The third most preferred station was Calypso Radio for male audiences while Radju Malta was the third most preferred station by females.

Analysed by age groups, there is a consistent marked distinction between those under 50 years old and those 50+ years old: while the former's preferences centre on music radio stations, those over 50 years old prefer more diverse-programme based radio stations. For this period this trend continued with Bay Radio attracting the highest percentages of all audiences under 50 years old. The second and third preferences of all the lower four age-groups went to different stations as Vibe [second for 15-24 and 25-29]; Calypso Radio [second for 30-49 and third for 12-14]; Smash Radio [third for 14-24]; XFM [third for 25-29]; and Magic Radio [third for 30-49].

Of interest were those listeners over 80 years old whose first preference went for RTK at 30.24% followed by ONE Radio at 21.35% and Radju Malta with 19.49% of that age group. 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.

Analysed by district, Bay Radio was the most preferred station in four districts and the second most preferred station in the other two districts [Southern Harbour and South Eastern]; while ONE Radio was the most preferred station in the latter two districts – see Table 3.4 below. Of note is the reach in Gozo & Comino: while in previous assessments radio reach was always highest for either Radio Marija and/or RTK, both religious-oriented broadcasting stations, the trend for lighter radio programmes on other stations registered for April-June 2010 seems to be taking hold of radio listeners. Although religious stations are still predominantly high in Gozo and Comino with RTK ranking second with 14.66%, Bay Radio attracted a larger percentage of 16.57% while ONE Radio attracted the third largest group with 11.84% which was followed by Radju Malta [9.71%]; Vibe [7.76%]; Foreign Stations [5.92%]; and Radju Marija [5.42%] – a clear indication that lighter-content broadcasting stations are also attracting higher audiences in Gozo and Comino.

TABLE 3.4: RADIO REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUP, AND BY DISTRICT [JAN/MAR 2011]

[Weighted]	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	8.91	6.27	[3]11.83	[2]4.49	2.16	0.00	3.37	12.94	[2]21.56	[3]19.49	7.87	10.03	6.27	8.40	[3]10.91	9.71
Radju Parlament 106.6	0.09	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Magic Radio	6.72	7.24	6.14	0.00	5.02	5.54	[3]13.20	5.57	0.67	0.00	5.52	7.25	4.58	8.49	9.12	2.98
ONE Radio	[2]14.76	[2]13.71	[1]15.92	2.98	6.09	8.28	9.25	[1]19.99	[1]28.44	[2]21.35	[1]18.93	[2]14.58	[1]21.41	[3]9.89	9.34	[3]11.84
Radio 101	4.04	3.91	4.18	0.00	0.87	0.00	5.34	5.14	5.73	0.00	1.84	4.49	2.25	5.01	6.77	4.45
Bay Radio	[1]17.95	[1]20.18	[2]15.48	[1]73.44	[1]45.47	[1]35.50	[1]21.00	1.12	0.00	0.00	[2]15.85	[1]17.60	[2]17.06	[1]22.80	[1]17.63	[1]16.57
Calypso Radio	[3]11.99	[3]12.15	11.82	[3]3.42	2.19	5.27	[2]14.56	[2]19.85	8.16	6.53	[3]14.31	[3]11.75	[3]12.52	[2]10.67	[2]12.26	7.44
RTK	9.22	9.80	8.58	0.00	0.00	2.37	4.99	[3]15.42	[3]16.22	[1]30.24	11.46	7.83	11.81	7.72	5.60	[2]14.66
Smash Radio	3.94	3.47	4.46	3.40	[3]8.47	9.86	5.41	1.23	0.00	0.00	6.37	1.57	2.47	3.19	7.61	4.69
Radju Marija	5.41	2.22	8.93	0.00	0.68	2.06	1.98	7.44	13.49	15.88	6.51	4.73	4.97	5.09	6.09	5.42
Campus FM	1.31	1.68	0.89	0.00	0.00	0.00	2.32	1.45	1.31	0.00	0.53	2.08	0.68	1.83	0.00	2.98
Vibe FM	6.43	8.61	4.02	3.07	[2]18.86	[2]14.10	8.53	0.38	0.00	0.00	4.70	8.01	7.24	5.10	5.65	7.76
XFM	3.82	4.31	3.28	3.03	5.79	[3]13.71	6.32	0.34	0.00	0.00	5.26	4.85	1.85	4.01	2.28	1.51
Community Stations	2.90	2.90	2.90	3.17	2.90	1.62	2.02	5.58	0.54	2.95	0.36	3.59	3.84	3.91	2.45	4.07
Foreign/Other Stations	2.52	3.55	1.38	2.98	1.49	1.69	1.71	3.56	3.31	3.56	0.49	1.36	3.07	3.89	4.29	5.92
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

Population	Total N	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	17,347	6,416	10,931	287	610	0	2,016	6,705	6,628	1,102	3,075	5,837	1,704	2,640	2,895	1,195
Radju Parlament 106.6	175	0	175	0	0	0	0	0	175	0	0	175	0	0	0	0
Magic Radio	13,082	7,410	5,672	0	1,420	664	7,904	2,886	207	0	2,157	4,224	1,245	2,670	2,419	367
ONE Radio	28,752	14,042	14,709	190	1,724	992	5,538	10,359	8,741	1,207	7,396	8,489	5,821	3,110	2,477	1,458
Radio 101	7,866	4,006	3,860	0	247	0	3,197	2,662	1,761	0	721	2,613	613	1,575	1,797	547
Bay Radio	34,963	20,663	14,300	4,688	12,863	4,252	12,582	580	0	0	6,195	10,245	4,637	7,169	4,677	2,039
Calypso Radio	23,356	12,436	10,920	218	620	632	8,719	10,290	2,507	369	5,591	6,839	3,402	3,354	3,253	916
RTK	17,963	10,035	7,928	0	0	284	2,989	7,995	4,985	1,710	4,479	4,556	3,210	2,428	1,486	1,804
Smash Radio	7,674	3,557	4,117	217	2,397	1,181	3,241	638	0	0	2,488	917	671	1,002	2,019	577
Radju Marija	10,530	2,277	8,253	0	192	247	1,188	3,857	4,148	898	2,546	2,751	1,351	1,600	1,615	667
Campus FM	2,544	1,720	824	0	0	0	1,388	754	402	0	207	1,209	184	576	0	367
Vibe FM	12,527	8,815	3,712	196	5,336	1,688	5,112	195	0	0	1,838	4,663	1,968	1,604	1,500	955
XFM	7,437	4,411	3,026	194	1,639	1,642	3,788	175	0	0	2,057	2,825	502	1,260	606	186
Community Stations	5,652	2,972	2,681	203	820	194	1,211	2,891	167	167	141	2,089	1,043	1,228	650	500
Foreign/Other Stations	4,904	3,630	1,274	190	421	203	1,025	1,846	1,018	201	190	789	833	1,224	1,138	729
Total	194,772	102,391	92,381	6,383	28,288	11,978	59,898	51,831	30,738	5,655	39,081	58,221	27,185	31,442	26,533	12,310

Totals may not tally due to weighting and rounding off

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 years using the same analytical methods. Television reach has increased by 3.577% over the previous prime period of October-December 2010 and is the highest registered percentage at 72.167% for the same period since October-December 2006. On the other hand, those who do not regularly watch television broadcasts has decreased by 4.553% and, inversely, is the lowest percentage [17.167%] registered since the collection of this data – see Table 3.5 and Figure 3.4 below.

TABLE 3.5: TV REACH BY QUARTER [OCT/DEC 2006 – JAN/MAR 2010]

[Actual]	Do not Watch TV	No Particular TV station	Do not Remember	No TV Set	No Response	TV Viewers
Oct-Dec 2006	22.757%	9.190%	0.766%	0.766%		66.521%
Jan-Mar 2007	23.857%	11.483%	0.780%	0.669%		63.211%
Apr-Jun 2007	28.872%	11.283%	0.996%	0.664%	0.221%	57.965%
Jul-Sep 2007	33.222%	14.111%	1.222%	0.667%		50.778%
Oct-Dec 2007	24.903%	14.854%	0.939%	0.497%		58.807%
Jan-Mar 2008	24.236%	22.123%	1.501%	0.278%		51.862%
Apr-Jun 2008	21.229%	17.207%	0.503%	0.335%	0.112%	60.615%
Jul-Sep 2008	30.265%	10.615%	0.791%	0.452%	0.113%	57.764%
Oct-Dec 2008	24.360%	14.441%	0.490%	0.381%	0.054%	60.272%
Jan-Mar 2009	21.768%	23.951%	0.560%	0.224%		53.497%
Apr-Jun 2009	24.931%	9.708%	0.390%	0.440%		64.534%
Jul-Sep 2009	30.257%	5.461%	1.256%	0.492%	0.109%	62.425%
Oct-Dec 2009	22.252%	4.135%	1.306%	0.381%		71.926%
Jan-Mar 2010	23.778%	5.889%	0.833%		0.111%	69.389%
Apr-Jun 2010	24.849%	5.498%	0.880%			68.774%
Jul-Sep 2010	26.975%	7.302%	1.090%		.054%	64.578%
Oct-Dec 2010	21.720%	8.873%	0.653%		0.163%	68.590%
Jan-Mar 2011	17.167%	8.889%	1.222%	0.556%		72.167%

Totals may not tally due to weighting and rounding off

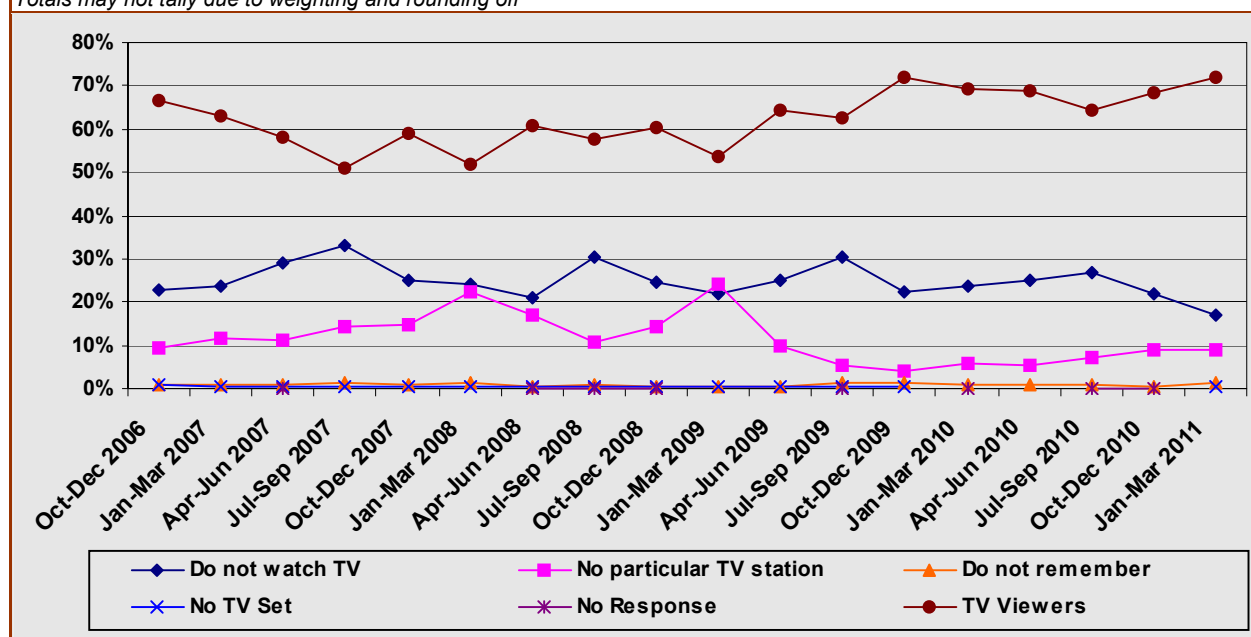


FIGURE 3.4: TV REACH BY QUARTER [OCT/DEC 2006 – JAN/MAR 2011]

The percentage of viewers for each broadcasting station for the second quarter of each broadcasting season of 2009, 2010, and 2011 are given in Table 3.6 and Figure 3.5 below. TVM has maintained its prime position throughout increasing the number of viewers over the same broadcasting period of 2009 by 9.3%. The other two main local stations [ONE and Net TV] have also maintained their ranking with ONE losing 3.2% while Net TV has increased the amount of viewers by 2.4% over the same period last year. However, 43.3% of total viewers prefer foreign broadcasting stations.

TABLE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2009, 2010, 2011]

[Weighted]	Jan-Mar 2009 %	Jan-Mar 2009 %	Jan-Mar 2011 %	Population N
TVM	[1] 38.2	[1] 26.8	[1] 36.1	94,854
ONE	[2] 13.8	[2] 16.6	[2] 13.4	35,206
Net TV	5.5	4.4	6.8	17,895
Smash TV	0.4	0.4	0.2	652
Education 22		0.0		
iTV		0.1		
Family TV	0.7			
Favorite Channel	1.3	0.6	0.2	568
Calypso Music TV		0.2		
Rai 1	3.9	5.7	4.2	11,161
Rai 2	2.1	1.6	1.7	4,487
Rai 3	0.8	0.6	0.4	1,158
Rete 4	3.8	4.0	2.1	5,627
Canale 5	6.8	8.0	5.2	13,752
Italia 1	5.6	7.0	6.3	16,518
Discovery Channel	2.2	4.3	3.4	8,983
MTV	0.6	0.9	0.9	2,250
BBC	1.5	1.7	2.1	5,559
Other TV Stations	[3] 12.8	[3] 17.3	16.9	44,351
	100.0%	100.0%	100.0%	263,022

Totals may not tally due to weighting and rounding off

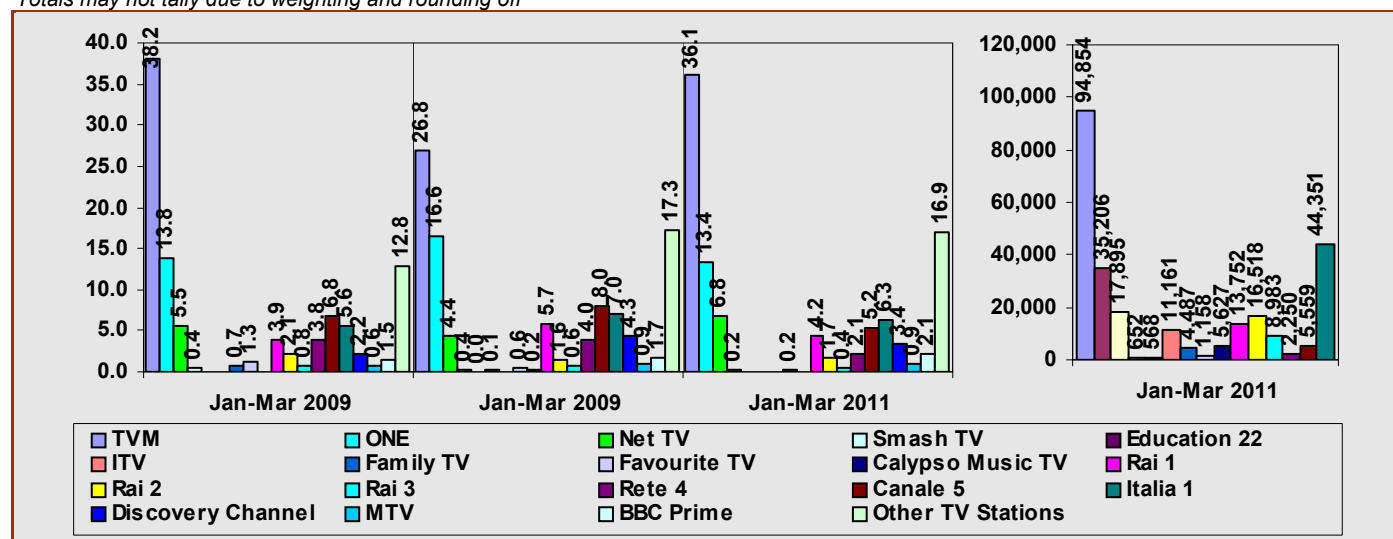


FIGURE 3.5: TV REACH BY BROADCASTING STATION BY QUARTER [JAN/MAR 2009, 2010, 2011]

By analyzing the reach of TV stations by quarter, it can be clearly seen that since 2007 TVM has high seasonal fluctuations losing up to 10% of its viewers to other stations during the summer months – see Table 3.7 and Figure 3.6 below. However, for this broadcasting season TVM has attained the second highest reach of 36.1% [Jan/Mar 2009: 38.2%] since the collection of this type of data.

TABLE 3.7: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JAN/MAR 2011]

	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 2009	Apr-Jun 2010	Jul-Sep 2010	Oct-Dec 2010	Jan-Mar 2011
TVM	[1] 26.8	[1] 26.9	[1] 33.0	[1] 23.9	[1] 34.7	[1] 38.2	[1] 34.9	[1] 21.3	[1] 28.6	[1] 26.8	[1] 34.3	[1] 22.1	[1] 33.0	[1] 36.1
ONE	[2] 20.7	[2] 21.0	[2] 15.1	[2] 20.6	[2] 20.0	[2] 13.8	[2] 11.2	[2] 14.1	[2] 15.6	[2] 16.6	[2] 13.6	[2] 14.0	[2] 15.2	[2] 13.4
Net TV	[3] 12.1	[3] 13.4	[3] 8.5	[3] 8.3	[3] 6.0	[3] 5.5	[3] 4.6	[3] 6.3	[3] 5.7	[3] 4.4	[3] 4.8	[3] 6.9	[3] 7.3	[3] 6.8
Smash TV	0.7	0.5	0.6	0.7	0.2	0.4	1.0	4.6	0.8	0.4	0.5	0.6	0.1	0.2
Education 22	0.1	0.1	0.2	0.0			0.1		0.2	0.0	0.2	0.2		
ITV			0.1	0.1				0.1	0.1	0.1				
Family TV			1.9	1.6	0.2	0.7	0.3							
Favourite TV						1.3	0.8	1.6	1.4	0.6	0.5	0.7	0.2	0.2
Calypso Music TV										0.2	0.1	0.2	0.1	
	60.3	62.0	59.4	55.1	61.0	59.9	52.8	47.9	52.4	49.0	54.0	44.7	56.0	56.7
Rai 1	[3] 4.2	[3] 3.1	[1] 11.6	[3] 3.8	[2] 4.5	[3] 3.9	[2] 6.5	[3] 4.5	[3] 4.0	[3] 5.7	[1] 7.2	[3] 5.5	[3] 4.0	[3] 4.2
Rai 2	1.4	1.3	1.1	3.0	1.8	2.1	1.5	1.5	1.2	1.6	0.6	1.8	1.1	1.7
Rai 3	0.4	0.4	0.7	0.4	0.5	0.8	0.6	0.6	0.8	0.6	0.5	0.4	0.6	0.4
Rete 4	[4] 2.5	[4] 2.7	[4] 2.9	2.7	1.9	[4] 3.8	[4] 3.5	2.8	3.1	4.0	3.2	2.4	3.0	2.1
Canale 5	[2] 6.0	[2] 6.5	[3] 4.5	[2] 5.0	[1] 6.3	[1] 6.8	[3] 5.6	[2] 6.8	[2] 5.5	[1] 8.0	[4] 4.6	[2] 5.9	[2] 5.0	[2] 5.2
Italia 1	[1] 7.3	[1] 7.2	[2] 5.1	[1] 5.8	[3] 4.0	[2] 5.6	[1] 6.7	[1] 8.1	[1] 7.2	[2] 7.0	[2] 6.7	[1] 7.8	[1] 5.8	[1] 6.3
Discovery Channel	1.8	2.1	2.2	[4] 2.9	[4] 3.4	2.2	[4] 3.5	[4] 4.6	[4] 5.7	[4] 4.3	[3] 4.7	[4] 4.9	[4] 3.2	3.4
MTV	0.4	0.6	1.1	2.6	0.8	0.6	2.1	1.3	1.3	0.9	0.8	0.9	0.8	0.9
BBC Prime	1.3	1.3	1.0	2.2	1.5	1.2	0.9	1.7	1.7	1.7	1.6	2.6	1.5	2.1
BBC World	0.4	0.6	0.1	0.5	0.3	0.3	0.4	0.2						
Other TV Stations	14.0	12.1	10.3	15.9	13.8	12.8	15.7	19.9	16.9	17.3	16.3	23.2	19.0	16.9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Totals may not tally due to weighting and rounding off

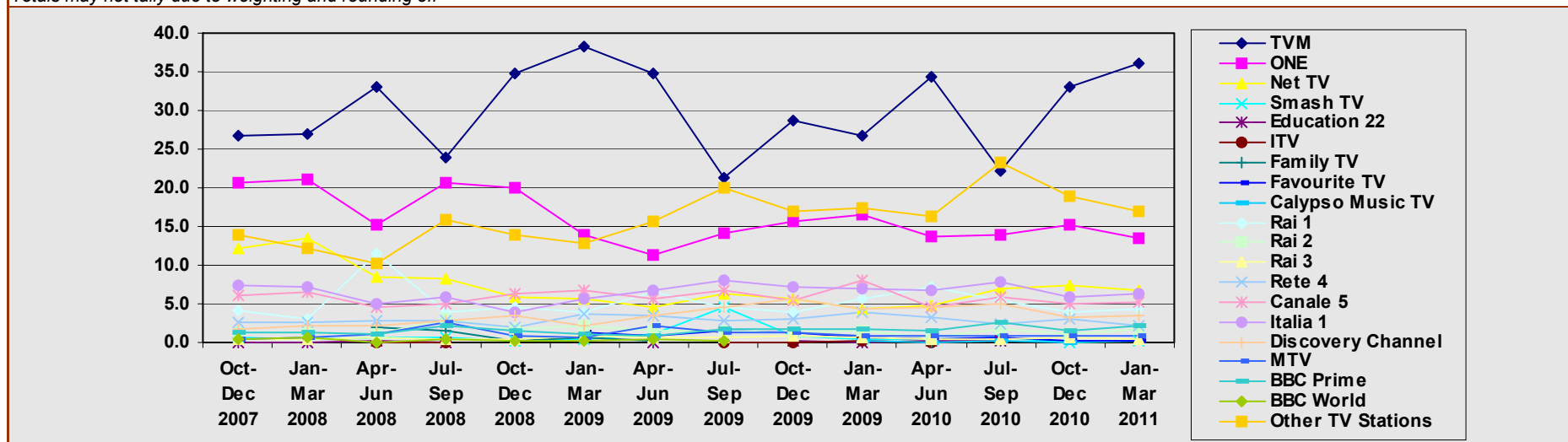


FIGURE 3.6: TV REACH BY BROADCASTING STATION BY QUARTER [OCT/DEC 2007 – JAN/MAR 2011]

Of the foreign broadcasting stations received locally, Mediaset stations carried away most of the audiences with Italia 1 and Canale 5 nearly always ranking first and second. Rai 1 ranked third in nearly all the broadcasting quarters with the exception of April-June 2008 and 2010 where it ranked first and where during which periods the UEFA Cup and the World Cup were held. Other TV Stations have also ranked high and for this quarter their total of 16.9% exceeded that of ONE with 13.4%. However, analyzing the list of stations categorized under Other TV Stations it soon becomes clear that no one station ranked high enough to exceed Rai and Mediaset stations.

3.2.1 TV Reach by Gender, by Age Groups, and by District

Analyzed by demographics TVM has the largest amount of viewers by gender, by age groups and by districts with more than a third of all viewers. The second most favourite station was ONE by gender, in nearly all the age groups with the exception of 12-14 and 15-24 year olds whose second preference was Italia 1; and amongst all the districts. Net TV was the third most preferred station attaining about 1/4 to 1/5 of the audiences attained by TVM and about half of those attained by ONE.

There is a marked difference by age group: while for those over 50 years old the preferences were constant for all the largest three age groups, preferences for the lower age groups varied from station to station by the different age groups. While Italia 1 ranked with second preference for the 12-14 and 15-24 year olds, it ranked third for the 25-29 and 30-49 year olds. Beside this, the fourth preference for all those over 50 years old went for Rai 1. Canale 5 also ranked with fourth preference for three age groups: 15-24; 25-29; and 30-49 year olds.

Analysed by districts, TVM and ONE were, by far, the most preferred two stations for all the districts. On the other hand, the third preferred station is split between Net TV and Italia 1; with Net TV being the third preferred station in the Northern Harbour, South Eastern, and the Northern District while Italia 1 was the third preferred station in the Southern Harbour, Western, and in Gozo & Comino districts.

TABLE 3.8: TV REACH BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2011]

[Weighted]	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 & Comino
TVM	[1]36.06	[1]33.32	[1]38.48	[1]38.16	[1]32.38	[1]35.78	[1]42.31	[1]33.56	[1]31.68	[1]23.83	[1]35.05	[1]31.46	[1]39.69	[1]41.48	[1]32.96	[1]45.55
ONE	[2]13.39	[2]11.73	[2]14.85	[3] 6.12	[3] 6.87	[2]10.91	[2]10.59	[2]18.13	[2]21.63	[2]19.54	[2]18.86	[2]11.94	[2]16.31	[2]10.51	[2]11.89	[2] 8.20
Net TV	[3] 6.80	[3] 6.86	[3] 6.75	0.99	6.70	4.73	4.79	[3] 9.23	[3]10.05	[3]12.80	8.21	[3] 7.55	[3] 7.42	5.07	[3] 5.81	4.52
Smash TV	0.25	0.23	0.26	0.00	0.00	1.97	0.00	0.32	0.42	0.00	0.57	0.00	0.00	0.52	0.00	0.85
Favorite Channel	0.22	0.16	0.26	0.00	0.00	0.00	0.00	0.27	1.00	0.00	0.00	0.00	0.00	1.04	0.00	0.85
Total Local	56.72	52.31	60.61	45.27	45.94	53.40	57.68	61.52	64.78	56.17	62.70	50.95	63.43	58.62	50.66	59.98
Rai 1	4.24	3.27	5.10	0.99	0.67	2.68	4.03	[4] 6.93	[4] 6.01	[4] 5.20	3.15	5.40	6.53	2.63	4.40	0.99
Rai 2	1.71	2.23	1.24	0.95	0.00	0.00	2.22	1.57	3.77	0.00	2.40	1.05	0.65	3.45	1.26	1.99
Rai 3	0.44	0.35	0.52	0.00	0.00	1.36	0.40	0.00	1.00	3.89	0.00	0.00	0.45	1.44	0.59	1.00
Rete 4	2.14	2.35	1.95	0.99	0.57	1.32	1.55	3.28	3.30	6.52	1.77	2.49	2.44	1.84	1.72	2.61
Canale 5	5.23	2.89	7.29	0.00	[4] 6.68	[4] 7.84	[4] 6.89	5.82	1.72	2.32	5.10	5.50	5.17	5.77	5.63	2.73
Italia 1	6.28	8.49	4.33	[2]11.27	[2]15.12	[3] 8.45	[3] 6.99	1.42	1.50	0.00	[3] 8.37	5.47	5.48	[3] 7.60	3.98	[3] 7.76
Discovery Channel	3.42	5.75	1.36	3.92	6.74	2.69	3.54	1.57	3.37	0.00	2.68	4.79	1.09	3.04	3.57	4.75
MTV	0.86	0.80	0.90	5.23	2.48	0.00	0.27	0.00	0.00	0.00	0.95	0.89	0.00	1.57	0.00	2.46
BBC	2.11	1.61	2.56	2.13	1.85	3.29	2.06	2.47	1.82	0.00	1.07	2.96	0.49	1.77	4.67	0.00
Other TV stations	16.86	19.95	14.13	29.26	19.95	18.98	14.37	15.42	12.72	25.90	11.82	20.51	14.27	12.28	23.54	15.73
Total Foreign	43.28	47.69	39.39	54.73	54.06	46.60	42.32	38.48	35.22	43.83	37.30	49.05	36.57	41.38	49.34	40.02
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

Population	Total N	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 & Comino
TVM	94,854	41,094	53,760	7,844	12,436	5,151	34,422	20,848	12,707	1,446	17,596	24,254	14,818	16,029	13,227	8,930
ONE	35,206	14,463	20,743	1,259	2,637	1,572	8,613	11,265	8,675	1,186	9,469	9,203	6,090	4,062	4,774	1,607
Net TV	17,895	8,461	9,434	203	2,573	681	3,897	5,736	4,030	777	4,123	5,825	2,771	1,960	2,330	887
Smash TV	652	284	368	0	0	284	0	201	167	0	284	0	0	201	0	167
Favorite Channel	568	200	368	0	0	0	0	167	402	0	0	0	0	402	0	167
Rai 1	11,161	4,036	7,125	203	259	386	3,278	4,307	2,412	316	1,583	4,166	2,437	1,016	1,764	195
Rai 2	4,487	2,748	1,738	196	0	0	1,805	973	1,513	0	1,202	809	244	1,333	507	391
Rai 3	1,158	436	722	0	0	196	324	0	402	236	0	0	169	557	236	196
Rete 4	5,627	2,897	2,731	203	218	190	1,259	2,036	1,325	396	887	1,916	910	712	690	513
Canale 5	13,752	3,567	10,185	0	2,566	1,128	5,609	3,617	689	141	2,561	4,240	1,929	2,230	2,258	534
Italia 1	16,518	10,467	6,052	2,316	5,808	1,217	5,690	885	603	0	4,203	4,214	2,045	2,938	1,596	1,521
Discovery Channel	8,983	7,085	1,897	805	2,587	387	2,877	973	1,353	0	1,343	3,697	405	1,174	1,431	932
MTV	2,250	985	1,264	1,075	954	0	221	0	0	0	475	687	0	605	0	483
BBC	5,559	1,989	3,570	437	710	474	1,674	1,534	731	0	539	2,279	184	682	1,875	0
Other TV station	44,351	24,606	19,746	6,014	7,661	2,732	11,691	9,581	5,100	1,572	5,933	15,813	5,329	4,746	9,447	3,083
Total	263,022	123,319	139,703	20,554	38,409	14,398	81,360	62,124	40,107	6,069	50,198	77,104	37,331	38,647	40,137	19,605

4. MEDIA RECEPTION PLATFORM

The kind of media reception platforms used by households started being researched during the broadcasting season starting October-December 2008. 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 resorted to asking 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 the 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. For the previous assessment period of October 2008/September 2009 respondents were asked for the platform most frequently used in their household

During the 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 to the April-June 2010 quarter. Aerial (Analogue) was restricted to include only the reception of free-to-air broadcasts; 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.

Following discussions with the National Statistics Office for the broadcasting season starting the quarter October-December 2010, it was proposed that to facilitate more respondents' replies a more direct question would be asked in the sense that reception platforms would be identified by their respective service provider: "Do you have Melita Cable installed?" for cable (analogue or digital) TV system; and "Do you have GO installed?" for the digital aerial (with decoder) system.

The changes for this question are being summarized below for ease of reference when comparing results over the relative broadcasting quarters:

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

- Aerial (Analogue) system installed at home
- Cable (NOT Digital) system installed at home
- Digital Aerial system installed at home
- Satellite system installed at home
- Internet TV 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
- Digital Aerial system (with decoder) installed at home
- Satellite TV system installed at home
- Internet TV system (incl. Dreambox) available at home
- Other TV system installed at home
- No TV at home

**Q1:
Oct/Dec 2010**

- Aerial (Free-to-air) installed at home
- Melita installed at home
- GO installed at home
- Satellite installed at home
- Internet (incl. Dreambox decoder)
- 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 Platforms

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 6.36% of all those interviewed replied that they do not have a radio-set at home, 19.95% of the respondents indicated that they have more than one system of radio reception in their households; an increase of 2.77% over the previous assessment period – see Table and Figure 4.1 below.

TABLE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010 – JAN/MAR 2011]

	Oct-Dec 2010	N [358,997]	Jan-Mar 2011	N [366,503]
AM/FM	90.03%	323,209	89.60%	328,401
Digital	5.55%	19,934	6.59%	24,158
Other	14.91%	53,522	17.39%	63,744
No Radio set	6.69%	24,001	6.36%	23,318
	117.18%	420,666	119.95%	439,621

Totals may not tally due to weighting and rounding off

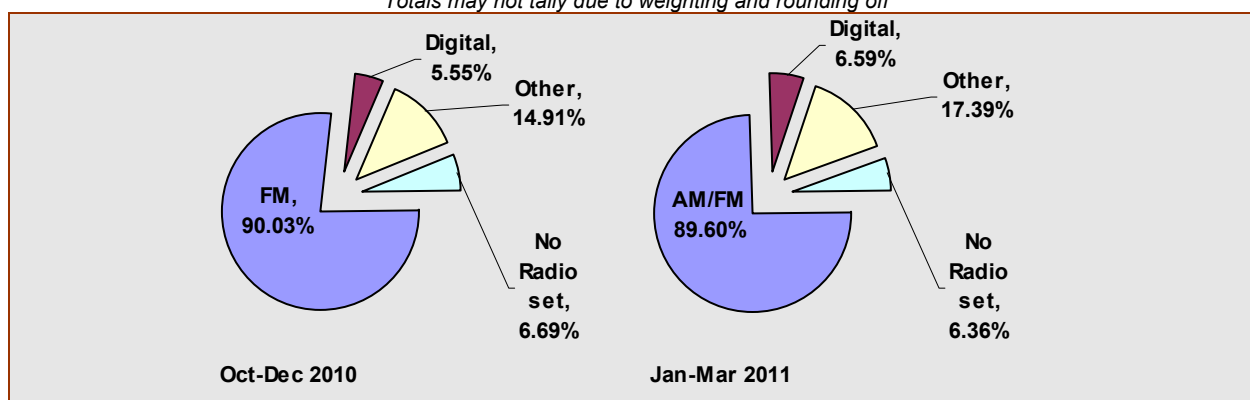


FIGURE 4.1: RADIO RECEPTION SYSTEMS BY QUARTER [OCT/DEC 2010 – JAN/MAR 2011]

4.1.1 Radio Reception Platforms by Gender, Age Groups and District

During this assessment period the indications are that there is some gender difference in “Digital Radio” take-up [M:57.7% - F:42.8%] and for “Other Radio Systems” [M:50.4% - F: 49.6%]; while nearly population percentages were registered for the AM/FM radio. AM/FM Radio systems are still predominant with 89.6% however Digital radio registered highest with those in the 30-49 age-group with 35.8% of those who have such a radio system at home; followed by those in the 15-24 age group with 26.4% and who also registered the highest percentage of 37.1% for the availability of Other Radio systems at home. The Northern Harbour area registered the highest percentages in all the three types of systems.

TABLE 4.2: RADIO RECEPTION SYSTEMS BY GENDER, AGE GROUPS AND BY DISTRICTS [JAN/MAR 2011]

	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
Yes																
Availability of AM/FM Radio system at home																
Count	328,401	163,387	165,014	21,544	49,418	18,361	95,040	80,868	51,525	11,644	65,083	95,522	48,643	46,408	47,565	25,181
Col %	89.6%	89.8%	89.4%	93.3%	86.2%	84.5%	85.6%	94.0%	95.1%	88.3%	89.7%	88.6%	89.5%	90.4%	90.3%	90.7%
Row%	100.0%	49.8%	50.2%	6.6%	15.0%	5.6%	28.9%	24.6%	15.7%	3.5%	19.8%	29.1%	14.8%	14.1%	14.5%	7.7%
Availability of Digital Radio system at home																
Count	24,158	13,937	10,221	1,707	6,383	863	8,637	4,258	1,566	744	4,942	5,509	2,227	4,509	4,432	2,540
Col %	6.6%	7.7%	5.5%	7.4%	11.1%	4.0%	7.8%	5.0%	2.9%	5.6%	6.8%	5.1%	4.1%	8.8%	8.4%	9.1%
Row%	100.0%	57.7%	42.3%	7.1%	26.4%	3.6%	35.8%	17.6%	6.5%	3.1%	20.5%	22.8%	9.2%	18.7%	18.3%	10.5%
Availability of Other Radio system/s at home																
Count	63,744	32,121	31,623	9,581	23,669	5,000	18,652	5,422	1,420	0	9,854	19,687	9,543	8,968	9,750	5,942
Col %	17.4%	17.7%	17.1%	41.5%	41.3%	23.0%	16.8%	6.3%	2.6%	0%	13.6%	18.3%	17.6%	17.5%	18.5%	21.4%
Row%	100.0%	50.4%	49.6%	15.0%	37.1%	7.8%	29.3%	8.5%	2.2%	0%	15.5%	30.9%	15.0%	14.1%	15.3%	9.3%
No Radio available at home																
Count	23,318	11,226	12,091	505	4,026	2,275	10,909	3,617	1,163	823	5,290	7,635	3,210	2,269	3,194	1,719
Col %	6.4%	6.2%	6.5%	2.2%	7.0%	10.5%	9.8%	4.2%	2.1%	6.2%	7.3%	7.1%	5.9%	4.4%	6.1%	6.2%
Row%	100.0%	48.1%	51.9%	2.2%	17.3%	9.8%	46.8%	15.5%	5.0%	3.5%	22.7%	32.7%	13.8%	9.7%	13.7%	7.4%
Total Population																
Count	366,503	181,865	184,638	23,089	57,320	21,722	111,033	85,989	54,159	13,190	72,595	107,786	54,324	51,336	52,688	27,774
Col %	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%
Row%	100.0%	49.6%	50.4%	6.3%	15.6%	5.9%	30.3%	23.5%	14.8%	3.6%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

4.1.2 Radio Reception analysis by Platform

To further understand the diversity mix of media platforms, further analysis was made: since multiple replies were acceptable, the replies for each respondent were analysed – see Table 4.3 below.

TABLE 4.3: RADIO RECEPTION SYSTEMS BY PLATFORM [OCT/DEC 2010 – JAN/MAR 2011]

Oct-Dec 2010	AM/FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	90.03%	1654	323,209	5.55%	102	19,934	14.91%	274	53,522
Only	74.63%	1371	267,902	1.64%	30	5,871	1.28%	24	4,599
AM/FM Radio & ...				2.62%	48	9,403	11.86%	218	42,561
Digital Radio & ...	2.62%	48	9,403				0.58%	11	2,088
Other Radio & ...	11.86%	218	42,561	0.58%	11	2,088			
	89.10%	1637	319,866	4.84%	89	17,363	13.72%	252	49,248
More than 2 systems including ...	0.93%	17	3,343	0.72%	13	2,571	1.19%	22	4,273
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997

Jan-Mar 2010	FM Radio			Digital Radio			Other Radio system/s		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL Replies	89.60%	1613	328,401	6.59%	119	24,158	17.39%	313	63,744
Only	72.09%	1298	264,216	1.97%	35	7,222	1.20%	22	4,381
AM/FM Radio & ...				2.50%	45	9,161	13.54%	244	49,624
Digital Radio & ...	2.50%	45	9,161				0.73%	13	2,662
Other Radio & ...	13.54%	244	49,624	0.73%	13	2,662			
	88.13%	1586	323,001	5.20%	94	19,045	15.46%	278	56,668
More than 2 systems including ...	1.47%	27	5,400	1.40%	25	5,113	1.93%	35	7,076
Total	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503

Totals may not tally due to weighting and rounding off

4.2 TV Reception Platforms

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. For this assessment period respondents were directly asked whether they subscribe to either Melita Cable plc and/or GO plc. services for their cable and digital-aerial services. Table 4.4 and Figure 4.2 below detail the percentages registered by the various broadcasting platforms by quarter from October-December 2010 and this quarter under review.

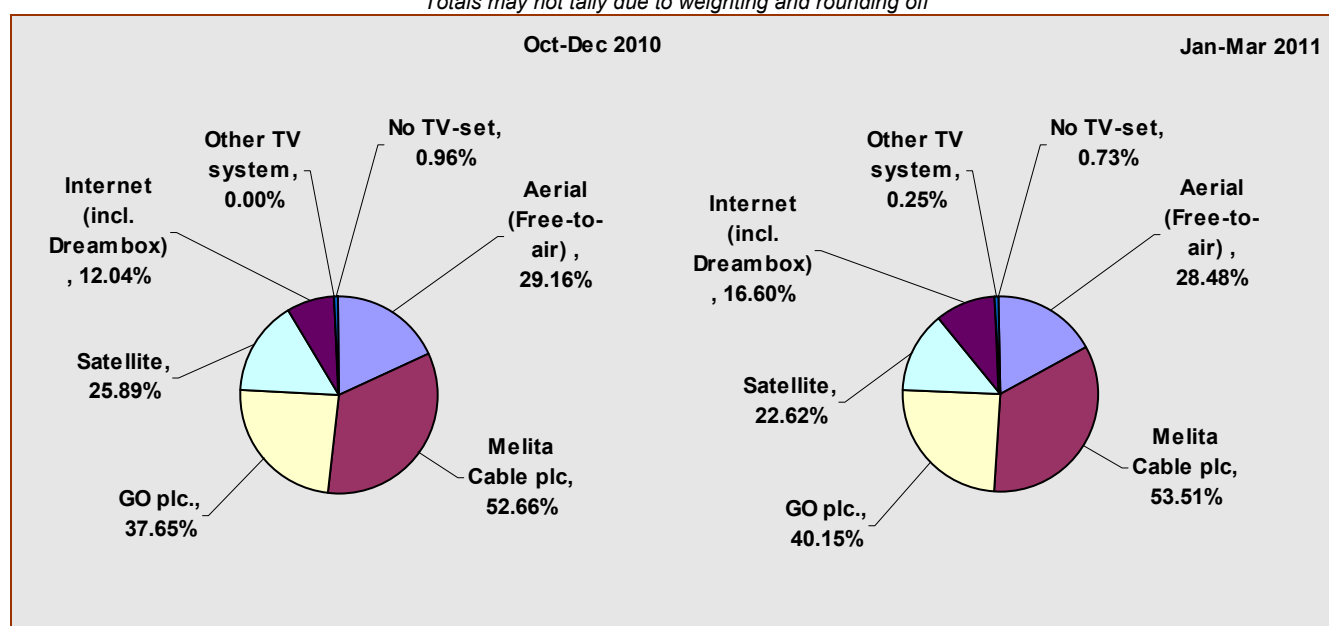
Of note is that while only 19.95% of households declared that they have more than one radio system, for television the number of households that have declared multiple systems amounts to 62.33% - this being an increase of 3.97% over the previous assessment period.

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

TABLE 4.4: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010 – JAN/MAR 2011]

	Oct-Dec 2010	N [358,997]	Jan-Mar 2011	N [366,503]
Aerial (Free-to-air) installed at home	29.16%	104,691	28.48%	104,362
Melita installed at home	52.66%	189,032	53.51%	196,113
GO installed at home	37.65%	135,166	40.15%	147,161
Satellite installed at home	25.89%	92,947	22.62%	82,921
Internet (incl. Dreambox decoder)	12.04%	43,217	16.60%	60,822
Other TV system installed at home	0.00%	0	0.25%	914
No TV at home	0.96%	3,453	0.73%	2,663
	158.36%	568,506	162.33%	594,956

Totals may not tally due to weighting and rounding off

**FIGURE 4.2: TV RECEPTION SYSTEM BY QUARTER [OCT/DEC 2010 – JAN/MAR 2011]**

4.2.1 TV Reception Platform by Gender, Age Groups and District

There was very little gender difference in the types of television reception used except for “Other TV Systems” which did not register any amounts. Internet TV viewing was highest with the 15-24 year olds [35.3%] followed by the 30-49 year olds [29.8%]; while distribution of the different systems between the different districts was quite balanced throughout – see Table 4.5 below and Tables/Figures in Part two of this report.

TABLE 4.5: TV RECEPTION SYSTEMS BY GENDER, AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2011]

	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	104,362	54,212	50,151	7,701	17,684	4,553	27,884	24,200	18,237	4,103	21,814	27,216	19,397	17,313	13,041	5,583
Col %	28.5%	29.8%	27.2%	33.4%	30.9%	21.0%	25.1%	28.1%	33.7%	31.1%	30.0%	25.2%	35.7%	33.7%	24.8%	20.1%
Row%	100.0%	51.9%	48.1%	7.4%	16.9%	4.4%	26.7%	23.2%	17.5%	3.9%	20.9%	26.1%	18.6%	16.6%	12.5%	5.3%
Melita Cable plc.																
Count	196,113	96,476	99,637	10,398	30,837	10,881	52,100	52,717	31,921	7,259	42,865	62,941	25,175	23,208	27,899	14,025
Col %	53.5%	53.0%	54.0%	45.0%	53.8%	50.1%	46.9%	61.3%	58.9%	55.0%	59.0%	58.4%	46.3%	45.2%	53.0%	50.5%
Row%	100.0%	49.2%	50.8%	5.3%	15.7%	5.5%	26.6%	26.9%	16.3%	3.7%	21.9%	32.1%	12.8%	11.8%	14.2%	7.2%
GO plc.																
Count	147,161	71,415	75,746	9,284	23,814	9,072	51,232	29,329	19,875	4,555	24,046	41,367	23,199	24,000	23,295	11,253
Col %	40.2%	39.3%	41.0%	40.2%	41.5%	41.8%	46.1%	34.1%	36.7%	34.5%	33.1%	38.4%	42.7%	46.8%	44.2%	40.5%
Row%	100.0%	48.5%	51.5%	6.3%	16.2%	6.2%	34.8%	19.9%	13.5%	3.1%	16.3%	28.1%	15.8%	16.3%	15.8%	7.6%
Satellite TV system																
Count	82,921	45,131	37,790	8,452	13,922	3,881	30,436	19,712	5,532	986	15,921	22,865	13,185	12,395	11,381	7,174
Col %	22.6%	24.8%	20.5%	36.6%	24.3%	17.9%	27.4%	22.9%	10.2%	7.5%	21.9%	21.2%	24.3%	24.1%	21.6%	25.8%
Row%	100.0%	54.4%	45.6%	10.2%	16.8%	4.7%	36.7%	23.8%	6.7%	1.2%	19.2%	27.6%	15.9%	14.9%	13.7%	8.7%
Internet TV system (incl. Dreambox)																
Count	60,822	33,643	27,179	5,700	16,242	3,068	20,180	10,381	4,850	402	10,741	18,341	10,207	7,565	8,026	5,941
Col %	16.6%	18.5%	14.7%	24.7%	28.3%	14.1%	18.2%	12.1%	9.0%	3.0%	14.8%	17.0%	18.8%	14.7%	15.2%	21.4%
Row%	100.0%	55.3%	44.7%	9.4%	26.7%	5.0%	33.2%	17.1%	8.0%	.7%	17.7%	30.2%	16.8%	12.4%	13.2%	9.8%
Other TV system																
Count	914	438	476	0	0	0	411	308	195	0	141	195	243	0	168	167
Col %	.2%	.2%	.3%	.0%	.0%	.0%	.4%	.4%	.4%	.0%	.2%	.2%	.4%	.0%	.3%	.6%
Row%	100.0%	47.9%	52.1%	.0%	.0%	.0%	45.0%	33.7%	21.3%	.0%	15.4%	21.3%	26.6%	.0%	18.4%	18.3%
No TV at home																
Count	2,663	1,986	677	0	218	194	656	746	613	236	532	653	857	0	454	167
Col %	.7%	1.1%	.4%	.0%	.4%	.9%	.6%	.9%	1.1%	1.8%	.7%	.6%	1.6%	.0%	.9%	.6%
Row%	100.0%	74.6%	25.4%	.0%	8.2%	7.3%	24.6%	28.0%	23.0%	8.9%	20.0%	24.5%	32.2%	.0%	17.1%	6.3%
Total Population																
Count	366,503	181,865	184,638	23,089	57,320	21,722	111,033	85,989	54,159	13,190	72,595	107,786	54,324	51,336	52,688	27,774
Col%	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%
Row%	100.0%	49.6%	50.4%	6.3%	15.6%	5.9%	30.3%	23.5%	14.8%	3.6%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Totals may not tally due to weighting and rounding off

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 platforms in the same household. Although 28.48% of all respondents stated that they hold a roof-top aerial only 3.54% of respondents said that they **only** made use of the roof-top aerial – see Table 4.6 below. This figure was 1.89% less than that registered for the previous quarter of October-December 2010. As per the weighting provided by the NSO, the figure of 3.54% amounts to 12,984 households. Although the percentage quoted of 3.54% is similar in value to other data quoted in other sources, the calculation of the absolute figure differs as this would greatly depend on the definition and calculation of households. From this assessment's point of view we do not have any knowledge of the number of people in the 12,984 households calculated.

Although Melita Cable plc and GO plc attract 53.51% and 40.15% respectively of all households, exclusive service users only amount to 30.53% and 17.29% each; while 1.22% of their service-users have both services installed. Further data is available in Part Two of this report.

TABLE 4.6: TV RECEPTION SYSTEMS BY PLATFORM: BY QUARTER [OCT/DEC 2010 – JAN/MAR 2010]

OCT-DEC 2010	Aerial (Analogue)			Melita Cable plc.			GO plc.			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	29.16%	536	104,691	52.66%	967	189,032	37.65%	692	135,166	25.89%	476	92,947	12.04%	221	43,217	0%	0	0
Only	5.43%	100	19,509	28.90%	531	103,742	16.78%	308	60,254	1.42%	26	5,090	0.12%	2	436	0%	0	0
Aerial (Analogue) & ...				7.03%	129	25,222	6.04%	111	21,696	2.97%	55	10,654	0.43%	8	1,531	0%	0	0
Melita Cable plc. & ...	7.03%	129	25,222				1.58%	29	5,678	6.89%	127	24,733	2.74%	50	9,821	0%	0	0
GO plc. & ...	6.04%	111	21,696	1.58%	29	5,678				4.94%	91	17,741	2.33%	43	8,359	0%	0	0
Satellite & ...	2.97%	55	10,654	6.89%	127	24,733	4.94%	91	17,741				0.50%	9	1,789	0%	0	0
Internet & ...	0.43%	8	1,531	2.74%	50	9,821	2.33%	43	8,359	0.50%	9	1,789				0%	0	0
Other TV system & ...	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0			
	21.90%	402	78,613	47.13%	866	169,196	31.68%	582	113,728	16.72%	307	60,007	6.11%	112	21,937	0%	0	0
More than 2 systems incl ...	7.26%	133	26,079	5.53%	102	19,837	5.97%	110	21,438	9.18%	169	32,939	5.93%	109	21,280	0%	0	0
Total	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997	100%	1837	358,997
Jan-Mar 2010	Aerial (Analogue)			Melita Cable plc.			GO plc.			Satellite			Internet (incl. Dreambox)			Other TV system		
	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N	%[W]	n[W]	N
ALL	28.48%	513	104362	53.51%	963	196113	40.15%	723	147161	22.62%	407	82921	16.60%	299	60822	0.25%	4	914
Only	3.54%	64	12984	30.53%	549	111879	17.29%	311	63381	1.14%	20	4163	0.28%	5	1010	0.12%	2	438
Aerial (Analogue) & ...				6.29%	113	23057	7.54%	136	27651	1.86%	33	6800	0.33%	6	1193	0.00%	0	0
Melita Cable plc. & ...	6.29%	113	23057				1.22%	22	4463	4.30%	77	15775	3.52%	63	12904	0.05%	1	168
GO plc. & ...	7.54%	136	27651	1.22%	22	4463				3.79%	68	13902	2.86%	51	10475	0.00%	0	0
Satellite & ...	1.86%	33	6800	4.30%	77	15775	3.79%	68	13902				0.37%	7	1351	0.00%	0	0
Internet & ...	0.33%	6	1193	3.52%	63	12904	2.86%	51	10475	0.37%	7	1351				0.00%	0	0
Other TV system & ...	0.00%	0	0	0.05%	1	168	0.00%	0	0	0.00%	0	0	0.00%	0	0			
	19.56%	352	71686	45.91%	826	168246	32.71%	589	119872	11.46%	206	41992	7.35%	132	26933	0.17%	3	606
More than 2 systems incl ...	8.92%	160	32677	7.60%	137	27867	7.45%	134	27289	11.17%	201	40929	9.25%	166	33889	0.08%	2	308
Total	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503	100%	1800	366,503

Totals may not tally due to weighting and rounding off

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 7.09% stated that they regularly watched Teleshopping programmes – a reduction of 2.11% from the previous assessment period of October-December 2010 and 1.39% lower than that registered for the same period last year. Overall, of the effective teleshopping programme viewers, 7.69% stated that they did not know which teleshopping programme they had watched while the most followed teleshopping programme was that broadcast on TVM [29.18%], followed by ONE [20.77%] and Smash TV [20.41%] – see Table 5.1 and Figures 5.1-2 below; and Tables 5.1-2 in Part Two of this report.

TABLE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2008 – 2010]

	Oct-Dec 2008	Jan-Mar 2009	Apr-Jun 2009	Jul-Sep 2009	Oct-Dec 2009	Jan-Mar 2010	Apr-Jun 2010	Jul-Sep 2009	Oct-Dec 2010		Jan-Mar 2011	
	%	N	%	N	%	N	%	N	%	N	%	N
Yes	10.73	10.63	7.45	10.65	9.19	8.48	8.95	10.4	9.2	33,163	7.09	25,999
No	88.83	89.14	92.11	88.86	90.37	91.52	91.05	89.6	90.8	325,834	92.91	340,504
No TV set	0.44	0.22	0.44	0.49	0.44							
	100%	100%	100%	100%	100%	100%	100%	100%	100%	358,997	100%	366,503
1%=	3633	3633	3633	3633	3633	3633	3633	3633				
TVM	17.26	18.42	23.70	10.26	19.47	15.45	18.50	9.22	18.83	6,243	29.18	7,586
ONE	35.53	17.37	16.30	11.79	16.40	21.65	18.89	15.91	19.44	6,448	20.77	5,399
Net TV	7.11	6.32	6.67	5.64	8.15	6.66	5.12	27.98	12.52	4,151	10.54	2,740
Smash TV	23.35	28.95	25.93	47.18	43.71	37.07	39.82	26.91	25.59	8,487	20.41	5,307
ITV	8.63	10.00	11.85	13.85	7.73	6.82	8.94	11.28	9.96	3,303	8.48	2,205
Education 22	0.00	0.00	1.48	0.51	0.00			0.53				
Family TV	3.55	8.95	5.93		0.00			0.60				
Favourite TV									5.34	1,769	2.93	761
Calypso Music TV									2.91	965		
Other	1.02	4.21	2.22	3.59	1.81	2.39	1.87	3.58				
Do not know	3.55	5.79	5.93	7.18	2.95	9.70	6.68	4.00	5.41	1,795	7.69	2,000
	100%	100%	100%	100%	100%	100%	100%	100%	100%	33,163	100%	25999
1%=	390	386	271	387	335	308	325	376				

Totals may not tally due to weighting and rounding off

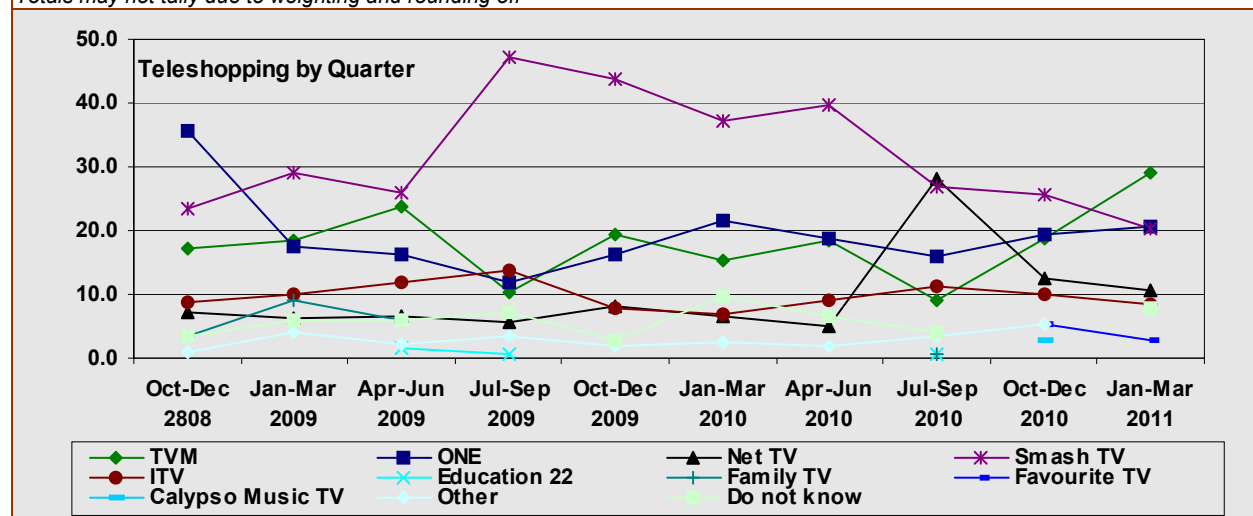


FIGURE 5.1: TEleshopping BY BROADCASTING STATION BY QUARTER [OCT/DEC 2010 – JAN/MAR 2011]

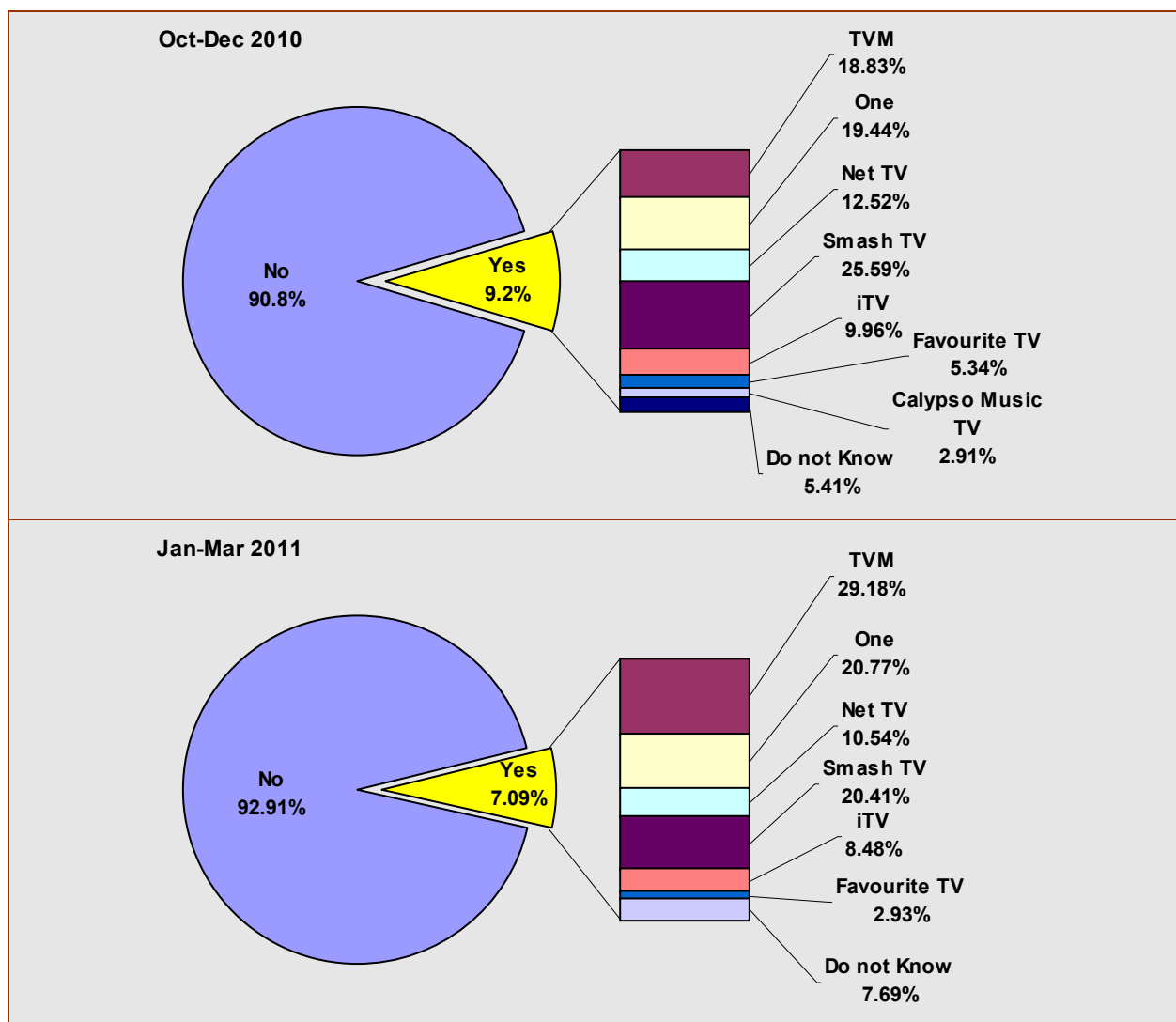


FIGURE 5.2: TEleshopping BY BROADCASTING STATION [OCT/DEC 2010 – JAN/MAR 2011]

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

During this broadcasting period the highest number of viewers watching teleshopping was registered by TVM attaining the highest number for males and females especially those of the 30-49 age bracket. Females exceed males by 3.25:1 [F: 53.23%; M: 16.77%]; while those in the 50-64 age group were the most viewers [30.01%]; followed by those in the 65-79 age group [29.87%] and the 30-49 age group [22.88%]. Of concern is the amount of children aged 12-14 watching teleshopping: as much as 4.15% of all 12-14 year olds. By district, the Northern Harbour area registered the largest amount of teleshopping viewers [28.90%] while the Southern Harbour area ranked second [26.24%] – see Table 5.2 and Figure 5.3.a-c below.

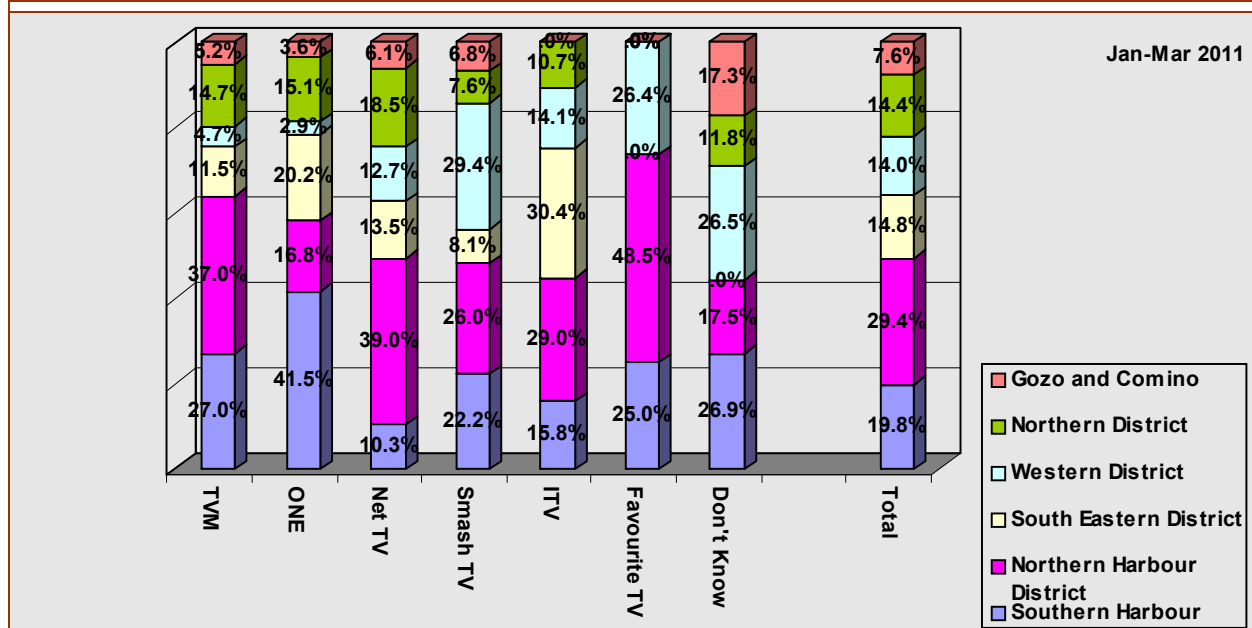
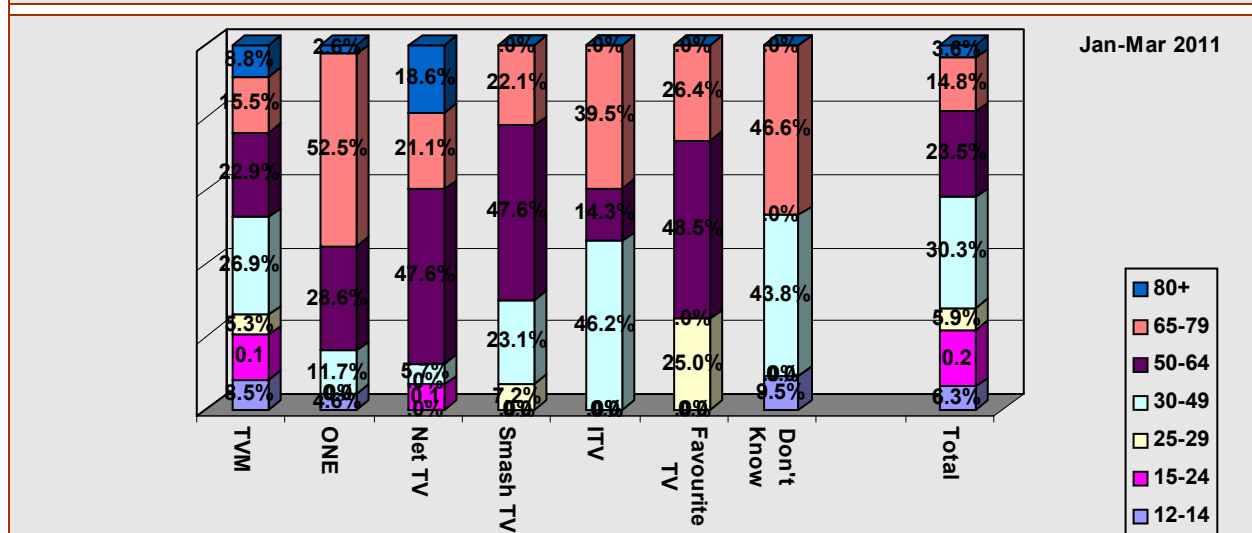
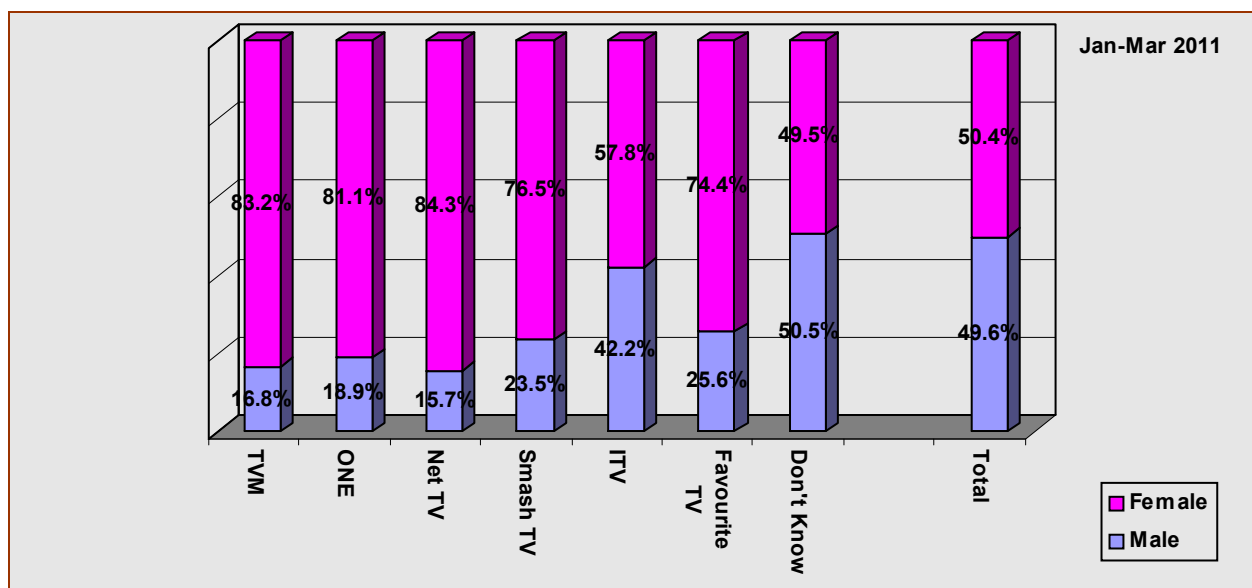
TABLE 5.2: TEleshopping BY BROADCASTING STATION: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN/MAR 2011]

[Population]	Total N	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 & Comino
TVM	7,586	1,272	6,314	642	926	399	2,039	1,741	1,176	665	2,047	2,806	874	356	1,112	392
ONE	5,399	1,023	4,376	247	0	0	634	1,543	2,834	141	2,239	906	1,092	155	813	195
Net TV	2,740	431	2,309	0	192	0	155	1,305	577	510	282	1,067	369	347	507	167
Smash TV	5,307	1,248	4,059	0	0	381	1,224	2,528	1,174	0	1,177	1,377	428	1,561	404	359
ITV	2,205	930	1,275	0	0	0	1,018	316	871	0	348	640	671	310	236	0
Favourite TV	761	195	566	0	0	190	0	369	201	0	190	369	0	201	0	0
Do not know	2,000	1,010	991	190	0	0	877	0	933	0	539	349	0	531	236	346
Total	25,999	6,108	19,890	1,079	1,118	970	5,948	7,801	7,767	1,316	6,822	7,514	3,435	3,462	3,308	1,458
Total Population	366,503	181,865	184,638	23,089	57,320	21,722	111,033	85,989	54,159	13,190	72,595	107,786	54,324	51,336	52,688	27,774
% of Population	7.09	3.36	10.77	4.67	1.95	4.47	5.36	9.07	14.34	9.98	9.40	6.97	6.32	6.74	6.28	5.25

Row %	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 & Comino
TVM	100.0%	16.77%	83.23%	8.46%	12.20%	5.26%	26.88%	22.94%	15.50%	8.76%	26.98%	36.98%	11.52%	4.70%	14.65%	5.17%
ONE	100.0%	18.94%	81.06%	4.57%	0.00%	0.00%	11.75%	28.58%	52.50%	2.61%	41.47%	16.77%	20.22%	2.87%	15.06%	3.60%
Net TV	100.0%	15.72%	84.28%	0.00%	7.02%	0.00%	5.66%	47.62%	21.07%	18.63%	10.30%	38.96%	13.47%	12.68%	18.51%	6.09%
Smash TV	100.0%	23.52%	76.48%	0.00%	0.00%	7.18%	23.06%	47.64%	22.12%	0.00%	22.18%	25.95%	8.07%	29.42%	7.61%	6.76%
ITV	100.0%	42.17%	57.83%	0.00%	0.00%	0.00%	46.18%	14.31%	39.51%	0.00%	15.78%	29.00%	30.45%	14.06%	10.70%	0.00%
Favourite TV	100.0%	25.59%	74.41%	0.00%	0.00%	25.03%	0.00%	48.53%	26.44%	0.00%	25.03%	48.53%	0.00%	26.44%	0.00%	0.00%
Do not know	100.0%	50.47%	49.53%	9.52%	0.00%	0.00%	43.83%	0.00%	46.65%	0.00%	26.92%	17.45%	0.00%	26.55%	11.80%	17.28%
Total	100.0%	23.49%	76.51%	4.15%	4.30%	3.73%	22.88%	30.01%	29.87%	5.06%	26.24%	28.90%	13.21%	13.32%	12.72%	5.61%

Column %	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 & Comino
TVM	29.18	20.83	31.74	59.49	82.80	41.11	26.14	22.31	15.14	50.51	30.00	37.34	25.45	10.29	33.61	26.91
ONE	20.77	16.74	22.00	22.85	0.00	0.00	8.13	19.78	36.49	10.72	32.82	12.05	31.78	4.48	24.58	13.34
Net TV	10.54	7.05	11.61	0.00	17.20	0.00	1.99	16.72	7.43	38.77	4.14	14.21	10.74	10.03	15.33	11.44
Smash TV	20.41	20.43	20.41	0.00	0.00	39.26	15.69	32.41	15.11	0.00	17.25	18.33	12.47	45.10	12.21	24.61
ITV	8.48	15.23	6.41	0.00	0.00	0.00	13.05	4.05	11.22	0.00	5.10	8.51	19.55	8.96	7.13	0.00
Favourite TV	2.93	3.19	2.85	0.00	0.00	19.63	0.00	4.73	2.59	0.00	2.79	4.91	0.00	5.81	0.00	0.00
Do not know	7.69	16.53	4.98	17.66	0.00	0.00	11.24	0.00	12.01	0.00	7.89	4.65	0.00	15.34	7.13	23.71
Total Viewers	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%

Totals may not tally due to weighting and rounding off



FIGURES 5.3.A-C: TELESHPPING BY BROADCASTING STATION:
BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN/MAR 2011]

6. RADIO AUDIENCES

For this assessment the N.S.O. weighted each respondent to be representative of the whole population as per Demographic Review 2009, giving a grossed-up population of 366,503 representing all those over 12 years old. In the calculation of audiences this grossed-up calibration weight was used. The daily half-hour slots by broadcasting station can be found in Appendix E: these have been calculated on the calibration weight provided while the data was rounded to the nearest thousand. Data used in the following tables was not rounded-up but presented as is.

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, ONE Radio has attained the highest daily average [%: 1.413%; N: 5,179] of listeners with its highest being on Fridays [%: 2.569%; N: 9,415]. This was followed by Calypso Radio [%:1.035%; N: 3,793] with its highest average on Thursdays while this was followed by Bay Radio with a total average of 0.836% [N: 3,063] with its highest on Mondays with 1.439% [N: 5,275] which exceed that of Calypso Radio. Although the highest average for Bay Radio was that for Mondays at 1.439%, its average for the other days was much less; and this reduced its total weekly average audience. On the other hand the highest peak of Calypso Radio of 1.374% on Thursdays was less than that of Bay Radio; however Calypso Radio had higher audiences, albeit small, than those of Bay Radio – thus increasing its total average for the week. RTK ranked fourth with a weekly average audience of 0.645% [N: 2,364] having its highest on Tuesdays with 0.886% [N: 4,247].

TABLE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2011]

%	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	FOREIGN STATIONS	OTHER STATIONS
Mondays	0.722	0.000	0.302	1.040	0.304	1.439	1.145	0.616	0.289	0.336	0.270	0.306	0.457	0.237	0.000	0.192
Tuesdays	0.660	0.000	0.511	1.395	0.228	0.644	0.794	0.886	0.399	0.718	0.000	0.721	0.887	0.031	0.023	0.000
Wednesdays	1.140	0.000	0.587	1.756	0.220	1.091	1.240	0.688	0.227	0.470	0.043	0.297	0.193	0.144	0.190	0.000
Thursdays	0.913	0.000	0.516	0.885	0.147	0.942	1.374	0.579	0.179	0.589	0.203	0.169	0.024	0.114	0.221	0.016
Fridays	0.324	0.045	0.167	2.569	0.630	0.634	1.118	0.599	0.071	0.294	0.009	1.040	0.047	0.280	0.177	0.060
Saturdays	0.492	0.000	0.491	1.302	0.415	0.378	0.356	0.779	0.228	0.241	0.143	0.261	0.067	0.175	0.067	0.094
Sundays	0.323	0.000	0.102	1.048	0.148	0.716	1.219	0.370	0.302	0.331	0.000	0.313	0.081	0.028	0.015	0.020
Monday to Sunday	0.656	0.006	0.384	1.413	0.294	0.836	1.035	0.645	0.245	0.428	0.096	0.437	0.254	0.142	0.098	0.054
				[1]		[3]	[2]	[4]								
POPULATION	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATIONS
Mondays	2,648	0	1,107	3,812	1,114	5,275	4,198	2,257	1,061	1,230	991	1,120	1,674	869	0	705
Tuesdays	2,417	0	1,873	5,111	837	2,362	2,910	3,247	1,462	2,633	0	2,643	3,249	115	83	0
Wednesdays	4,177	0	2,150	6,435	807	3,997	4,545	2,520	832	1,721	158	1,089	708	528	696	0
Thursdays	3,345	0	1,892	3,245	538	3,451	5,035	2,121	657	2,160	745	619	89	419	811	58
Fridays	1,187	165	610	9,415	2,309	2,322	4,097	2,194	261	1,078	32	3,813	171	1,027	649	220
Saturdays	1,804	0	1,799	4,771	1,520	1,386	1,306	2,857	836	882	524	956	246	641	244	344
Sundays	1,183	0	374	3,841	542	2,626	4,469	1,355	1,108	1,214	0	1,146	298	102	55	75
Monday to Sunday	2,404	22	1,408	5,179	1,078	3,063	3,793	2,364	897	1,568	351	1,602	930	520	359	198
				[1]		[3]	[2]	[4]								

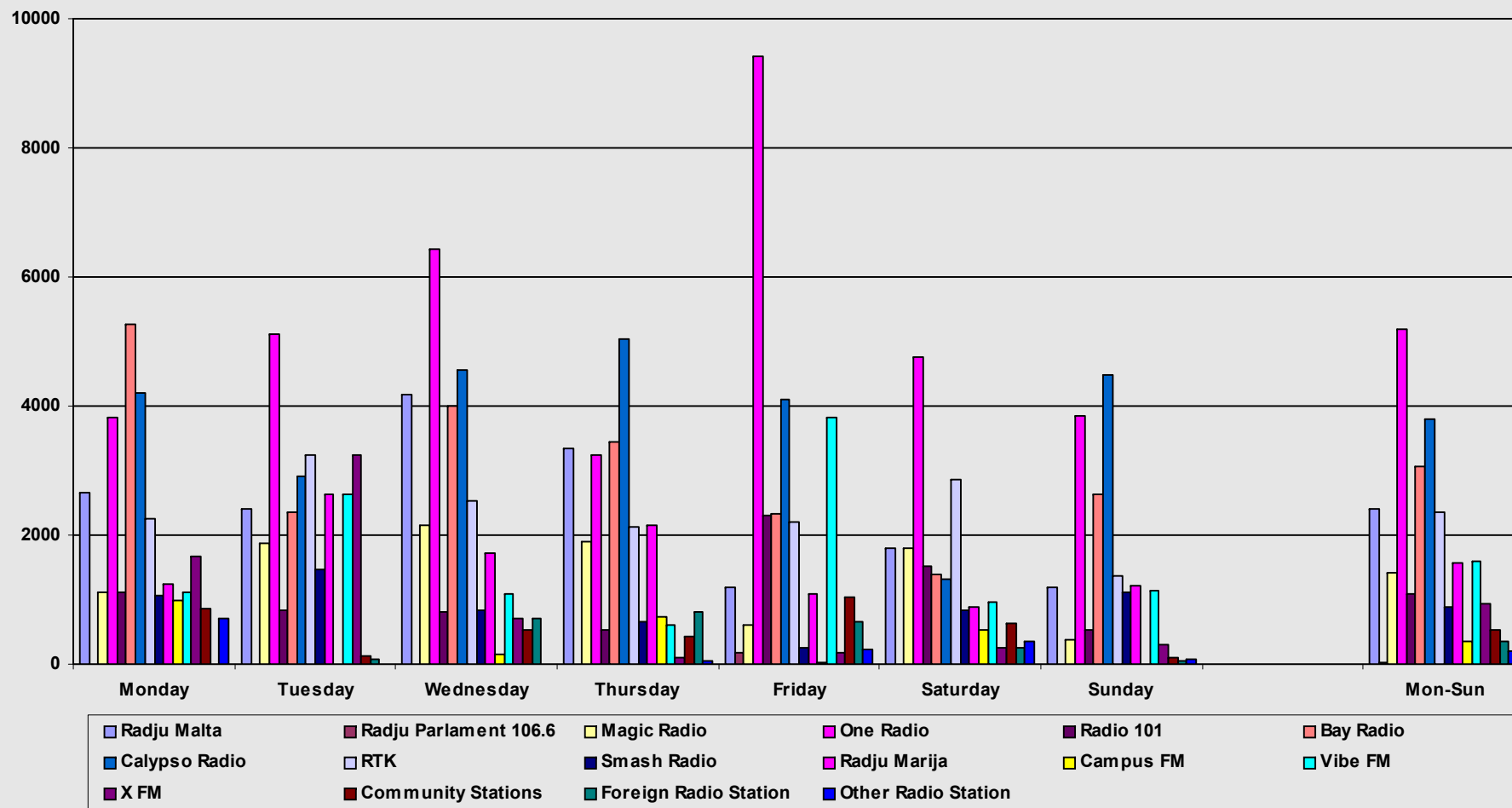


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2011]

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 and Figure 6.2 below:

TABLE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN/MAR 2011]

%	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	FOREIGN STATIONS	OTHER RADIO STATION
Mondays	2.713	0.000	1.337	3.769	1.578	4.087	3.715	1.860	1.403	1.260	1.227	1.073	2.479	0.888	0.000	1.051
Tuesdays	3.013	0.000	1.890	3.822	1.479	2.251	2.383	2.459	2.052	1.984	0.000	2.718	2.199	0.378	0.378	0.000
Wednesdays	4.165	0.000	2.241	4.290	0.441	4.918	3.872	1.859	1.101	2.113	0.370	1.416	0.743	0.744	0.415	0.000
Thursdays	5.992	0.000	1.565	3.476	0.828	2.500	4.635	2.210	0.837	1.401	1.002	1.139	0.292	0.606	0.445	0.379
Fridays	1.483	0.360	0.700	6.886	2.160	2.459	3.846	1.734	0.861	1.107	0.413	2.487	0.906	1.241	0.904	0.360
Saturdays	1.704	0.000	1.450	3.552	2.079	1.765	2.062	2.384	1.292	0.723	0.766	1.260	0.830	0.766	0.832	0.450
Sundays	1.502	0.000	1.668	3.637	0.323	2.858	5.321	2.367	1.170	1.120	0.000	1.701	0.489	0.360	0.360	0.489
Highest Peak	5.992	0.360	2.241	6.886	2.160	4.918	5.321	2.459	2.052	2.113	1.227	2.718	2.479	1.241	0.904	1.051
Population	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	FOREIGN STATIONS	OTHER RADIO STATION
Mondays	9,942	0	4,901	13,813	5,783	14,977	13,614	6,818	5,144	4,619	4,498	3,931	9,084	3,254	0	3,853
Tuesdays	11,044	0	6,927	14,009	5,420	8,249	8,733	9,013	7,519	7,271	0	9,962	8,060	1,386	1,386	0
Wednesdays	15,266	0	8,215	15,723	1,615	18,026	14,192	6,812	4,035	7,746	1,355	5,188	2,722	2,728	1,522	0
Thursdays	21,961	0	5,735	12,738	3,033	9,163	16,988	8,098	3,066	5,136	3,672	4,175	1,070	2,222	1,629	1,389
Fridays	5,436	1,319	2,566	25,237	7,916	9,013	14,096	6,356	3,155	4,057	1,515	9,114	3,320	4,549	3,313	1,319
Saturdays	6,245	0	5,315	13,017	7,620	6,468	7,558	8,737	4,736	2,649	2,807	4,618	3,043	2,806	3,049	1,649
Sundays	5,503	0	6,112	13,329	1,183	10,474	19,500	8,674	4,289	4,103	0	6,236	1,794	1,319	1,318	1,794
Highest Peak	21,961	1,319	8,215	25,237	7,916	18,026	19,500	9,013	7,519	7,746	4,498	9,962	9,084	4,549	3,313	3,853

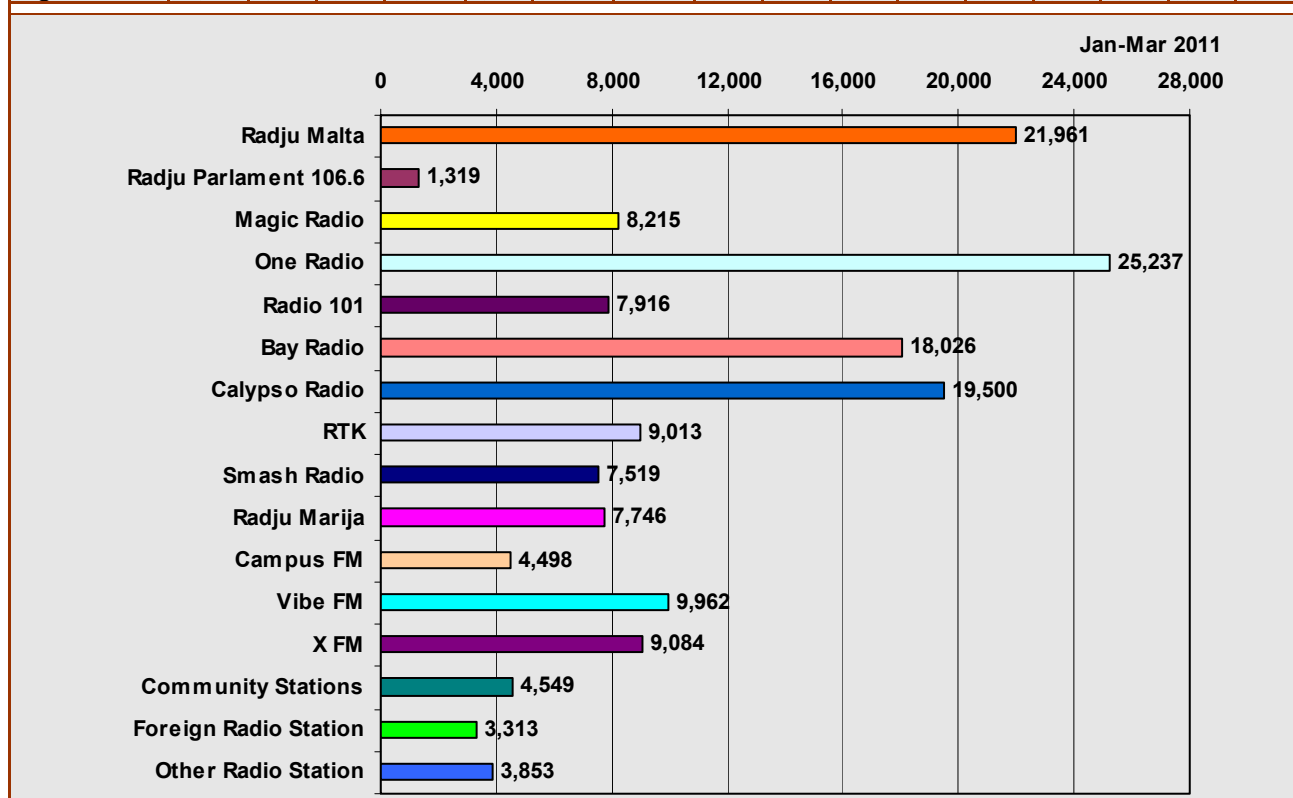


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN/MAR 2011]

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.

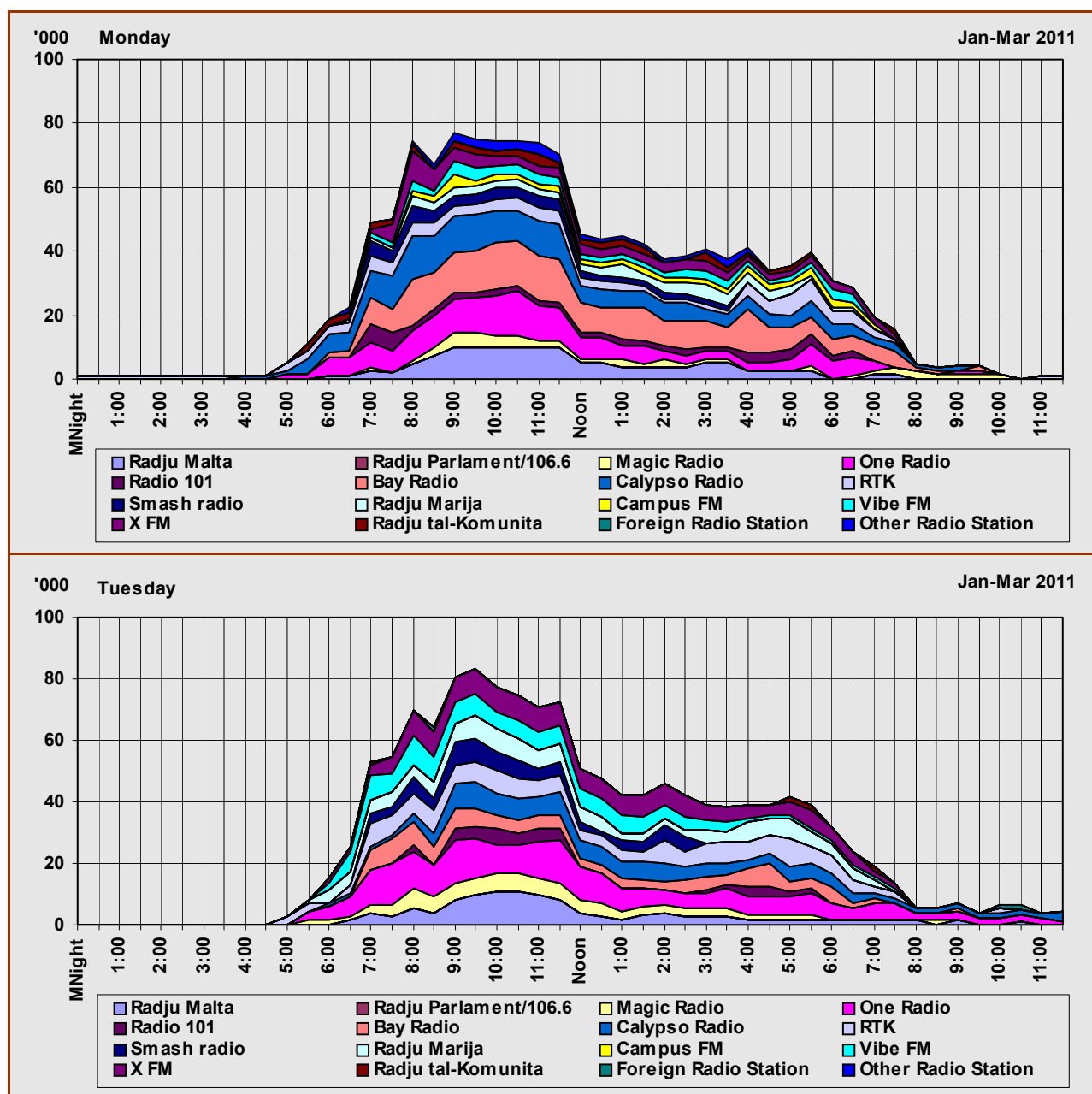


FIGURE 6.3.A-B: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: MONDAYS-TUESDAYS

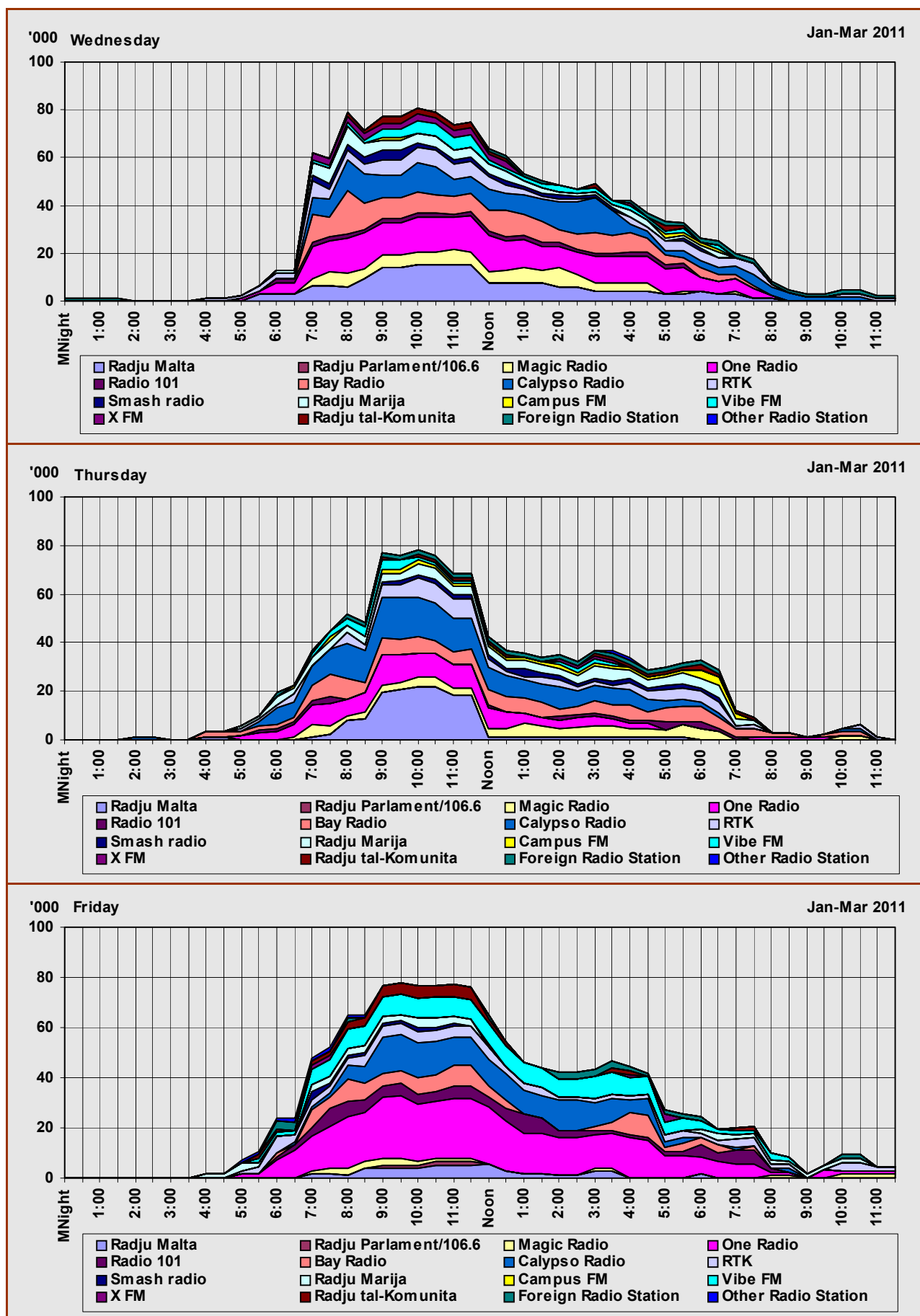


FIGURE 6.3.C-E: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY – FRIDAY

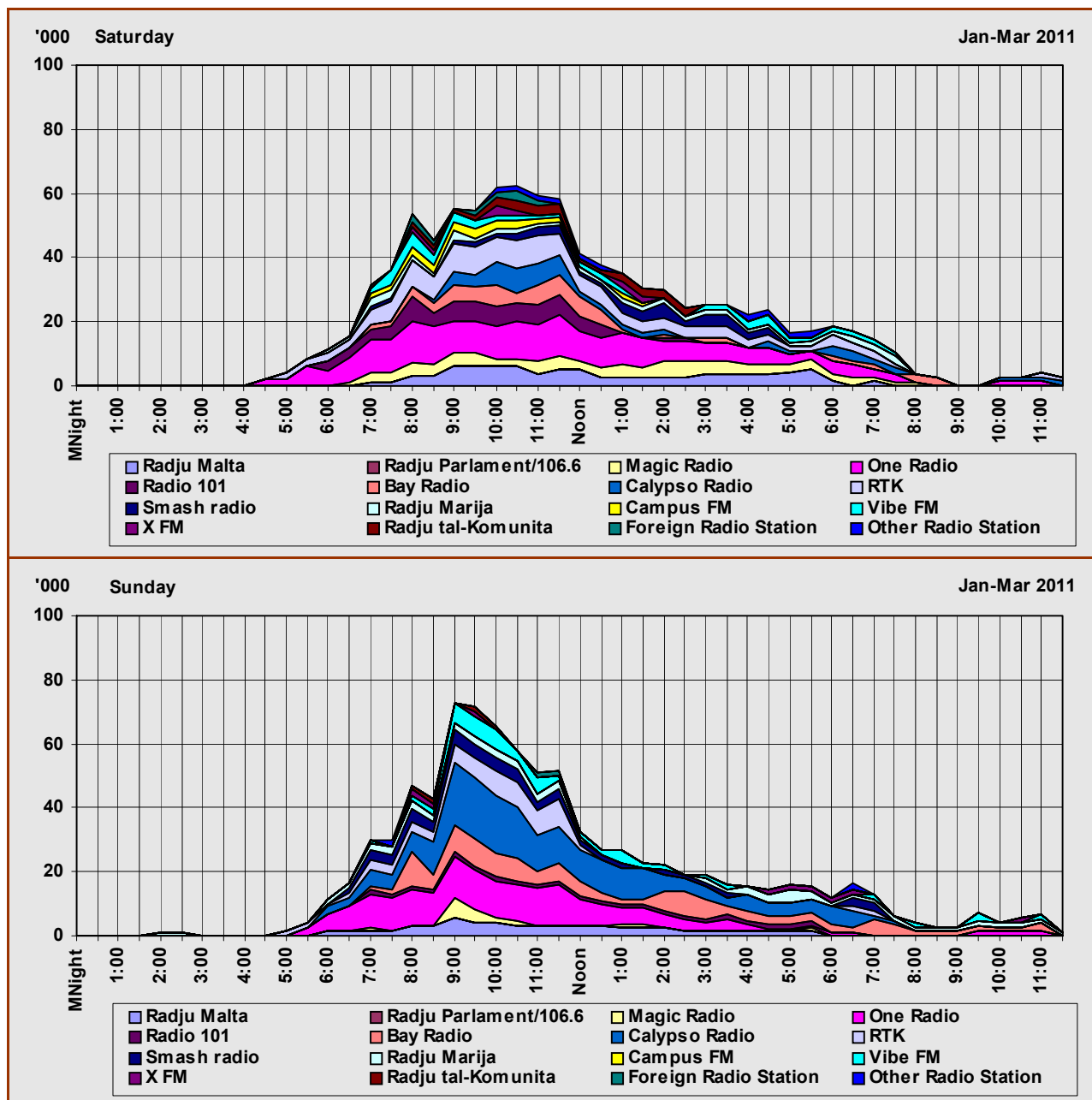


FIGURE 6.3.F-G: RADIO DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY – SUNDAY

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 [OCT/DEC 2009 – JAN/MAR 2011]

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	FOREIGN STATIONS
Oct-Dec 2009	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	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	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	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
Oct-Dec 2010	6.0	0.2	6.8	15.0	3.1	12.4	15.2	7.6	6.4	8.7	0.7	7.5	5.5	3.7	1.4
Jan-Mar 2011	9.3	0.1	5.5	20.1	4.2	11.9	14.7	9.2	3.5	6.1	1.4	6.2	3.6	2.0	2.2

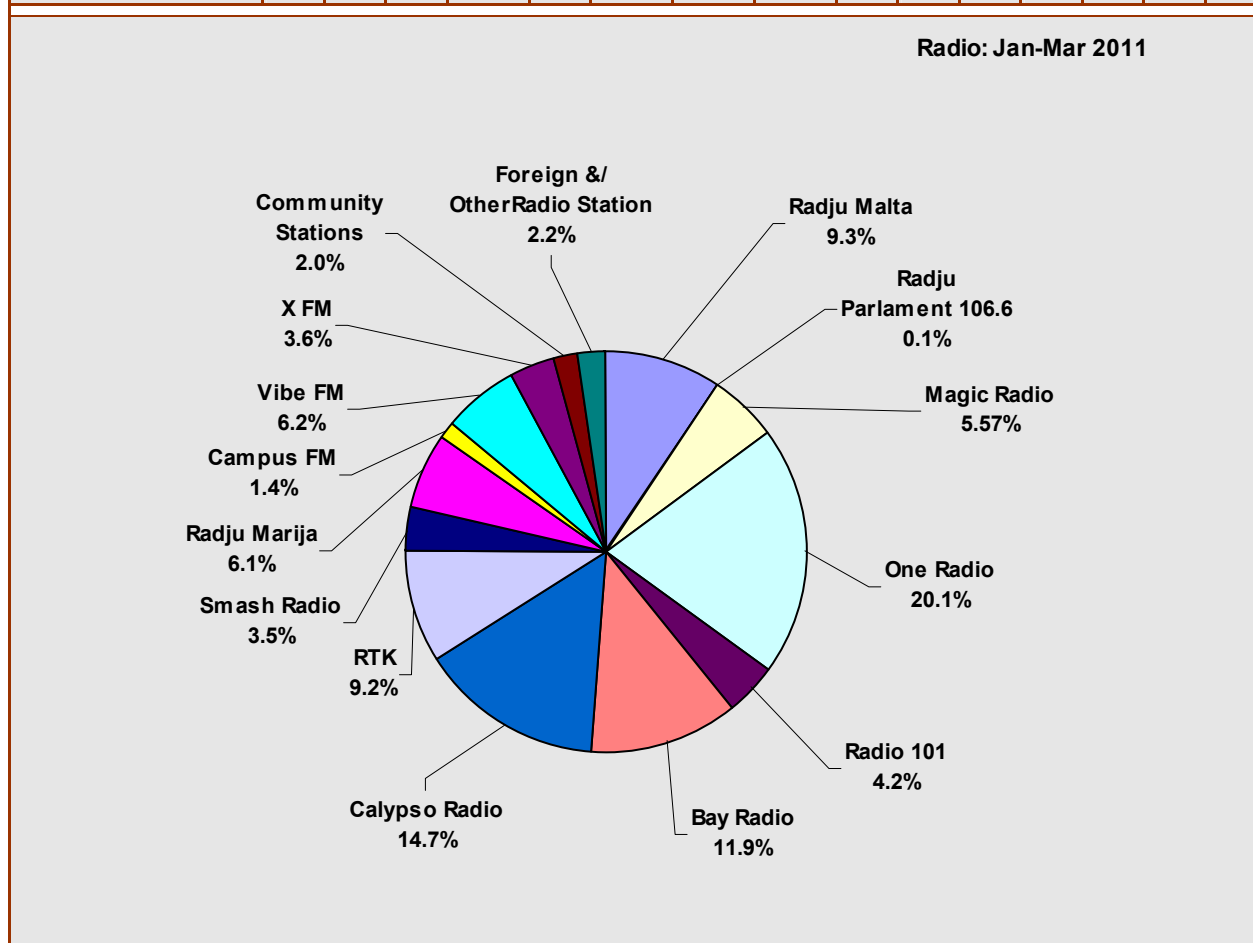


FIGURE 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JAN/MAR 2011]

7. TV AUDIENCES

Similar to radio audiences the daily half-hour slots by TV broadcasting station can be found in Appendix F: these have been calculated on the calibration weight provided while the data was rounded to the nearest thousand. Data used in the following tables was not rounded-up but presented as is.

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 TVM has attained the highest daily average [%: 2.130%; N: 7,807] with its highest average being on Sundays [%: 3.307%; N: 12,118]. This was followed by ONE [%: 1.325%; N: 4,856] with the next highest daily average and reaching its highest average on Wednesdays [%: 1.793%; N: 4,856]; and Net TV [%: 0.544%; N: 1,993] with its highest on Mondays [%: 1.411%; N: 1,993].

TABLE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2011]

%	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	1.231	1.254	1.411	0.000	0.020	0.259	0.200	0.023	0.049	0.674	0.350	0.284	0.000	0.230	1.261
Tuesdays	2.054	1.568	0.570	0.000	0.000	0.164	0.074	0.000	0.137	0.236	0.135	0.138	0.000	0.137	1.504
Wednesdays	1.606	1.793	0.286	0.000	0.000	0.322	0.076	0.012	0.220	0.518	0.412	0.286	0.168	0.177	1.394
Thursdays	2.542	1.302	0.291	0.058	0.031	0.426	0.061	0.101	0.119	0.483	0.248	0.142	0.000	0.096	0.951
Fridays	2.616	1.484	0.360	0.000	0.000	0.189	0.049	0.000	0.091	0.120	0.296	0.061	0.048	0.104	1.431
Saturdays	1.550	1.048	0.666	0.000	0.000	0.286	0.155	0.055	0.089	0.394	0.625	0.222	0.187	0.029	1.815
Sundays	3.307	0.847	0.225	0.070	0.113	0.123	0.049	0.030	0.020	0.444	0.528	0.244	0.037	0.265	1.583
Mon-Sun	2.130	1.325	0.544	0.019	0.024	0.253	0.095	0.032	0.104	0.412	0.371	0.198	0.063	0.149	1.420

Population	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	4,511	4,595	5,172	0	72	951	733	84	178	2,471	1,284	1,042	0	842	4,620
Tuesdays	7,529	5,748	2,090	0	0	601	270	0	502	866	496	506	0	502	5,512
Wednesdays	5,886	6,570	1,047	0	0	1,179	278	44	807	1,897	1,509	1,048	615	648	5,110
Thursdays	9,317	4,771	1,067	212	113	1,561	225	371	436	1,769	908	520	0	352	3,485
Fridays	9,586	5,439	1,320	0	0	692	181	0	335	438	1,085	225	177	382	5,244
Saturdays	5,681	3,840	2,440	0	0	1,048	567	200	325	1,443	2,291	812	685	106	6,652
Sundays	12,118	3,105	826	257	416	451	178	111	75	1,627	1,935	895	135	973	5,800
Mon-Sun Avg.	7,807	4,856	1,993	69	88	927	348	117	380	1,512	1,360	726	230	547	5,204

Jan-Mar 2010

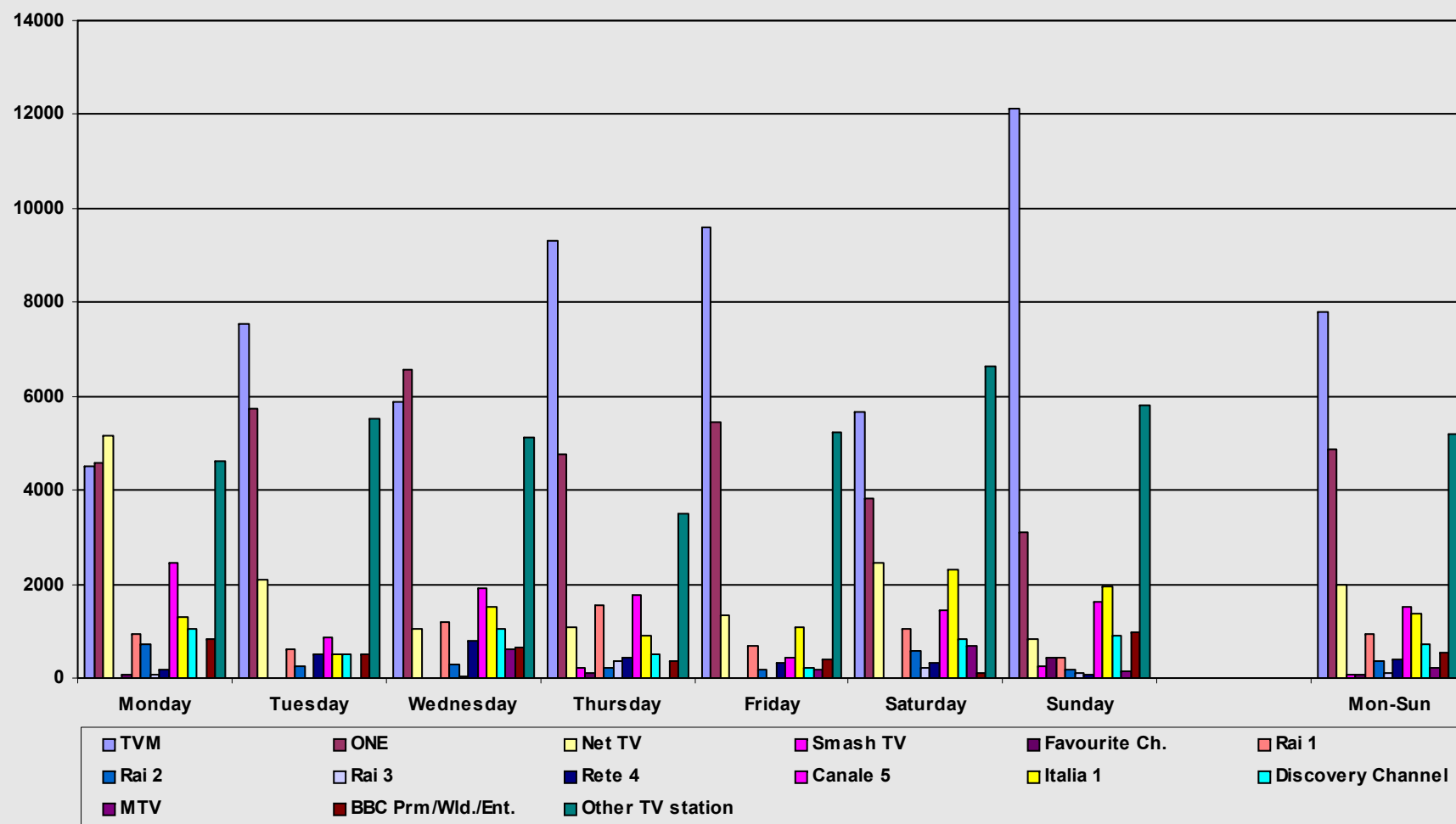


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN/MAR 2011]

7.2 WEEKDAYS PEAK AUDIENCES

The Weekday Peaks attained by each TV station are summarised in Table 7.2 and Figure 7.2 below.

TABLE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN/MAR 2011]

%	TVM	ONE	NET TV	SMASH TV	FAVORITE CH	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Mondays	10.748	7.470	10.739	0.000	0.320	1.961	1.224	0.376	0.688	5.913	2.894	2.188	0.000	1.603	6.083
Tuesdays	18.324	10.122	4.003	0.000	0.000	1.685	0.506	0.000	1.456	1.160	0.906	1.059	0.000	1.113	7.077
Wednesdays	13.544	8.639	1.685	0.000	0.000	2.737	0.709	0.295	1.884	1.856	3.356	1.430	0.908	1.740	4.627
Thursdays	25.429	6.393	1.388	0.314	0.379	3.796	0.876	0.763	0.719	2.286	2.529	0.499	0.000	0.839	4.941
Fridays	22.612	7.135	2.912	0.000	0.000	2.031	0.405	0.000	0.960	1.183	1.449	0.591	0.397	0.895	4.245
Saturdays	9.018	5.695	2.119	0.000	0.000	1.576	1.220	0.382	1.254	1.428	3.286	1.517	1.016	0.363	4.540
Sundays	22.209	4.106	2.312	0.526	0.371	0.742	0.722	0.372	0.341	1.759	3.052	1.232	0.363	0.926	4.297
Highest Peak	25.429	10.122	10.739	0.526	0.379	3.796	1.224	0.763	1.884	5.913	3.356	2.188	1.016	1.740	7.077

Population	TVM	ONE	Net TV	Smash TV	Favorite Ch	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel	MTV	BBC	Other TV stations
Mondays	39,391	27,378	39,360	0	1,171	7,187	4,486	1,378	2,521	21,672	10,606	8,020	0	5,874	22,294
Tuesdays	67,157	37,098	14,673	0	0	6,177	1,854	0	5,335	4,253	3,322	3,883	0	4,079	25,936
Wednesdays	49,638	31,663	6,175	0	0	10,031	2,597	1,080	6,906	6,801	12,301	5,240	3,329	6,377	16,957
Thursdays	93,197	23,429	5,089	1,152	1,389	13,912	3,212	2,797	2,634	8,378	9,269	1,828	0	3,076	18,109
Fridays	82,875	26,149	10,674	0	0	7,443	1,483	0	3,517	4,337	5,310	2,166	1,453	3,280	15,558
Saturdays	33,051	20,872	7,765	0	0	5,777	4,471	1,400	4,596	5,233	12,043	5,560	3,725	1,331	16,639
Sundays	81,395	15,047	8,475	1,926	1,358	2,721	2,648	1,363	1,250	6,447	11,187	4,516	1,329	3,393	15,747
Highest Peak	93,197	37,098	39,360	1,926	1,389	13,912	4,486	2,797	6,906	21,672	12,301	8,020	3,725	6,377	25,936

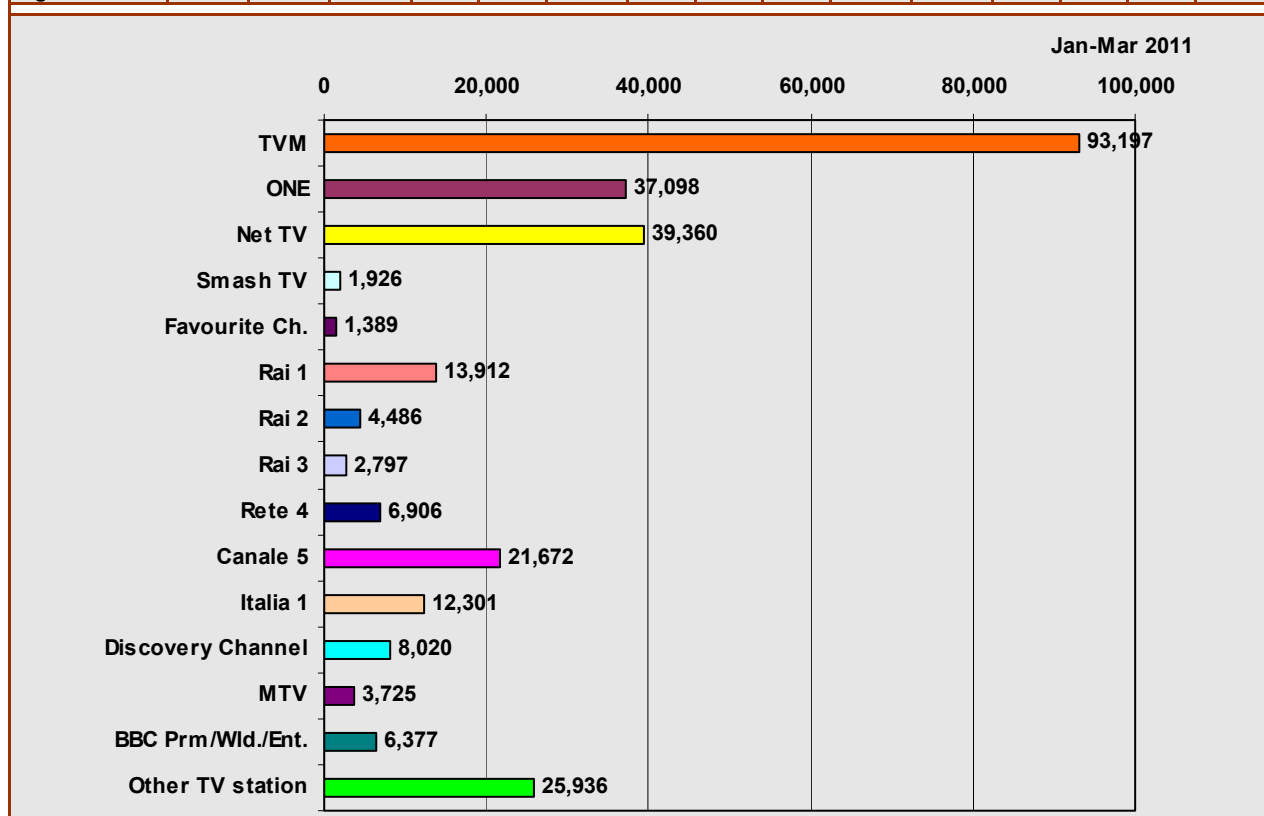
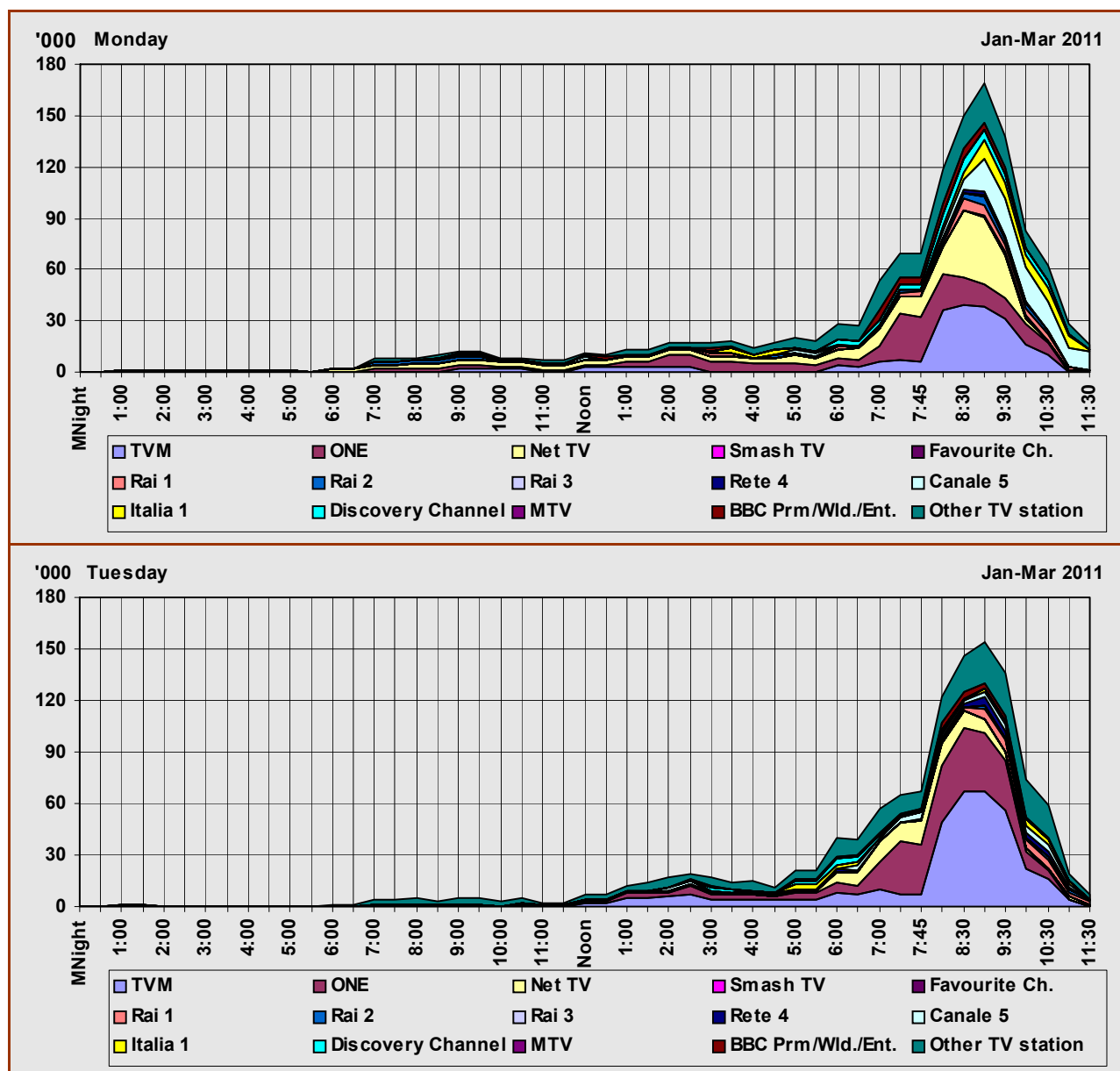


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN/MAR 2011]

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.



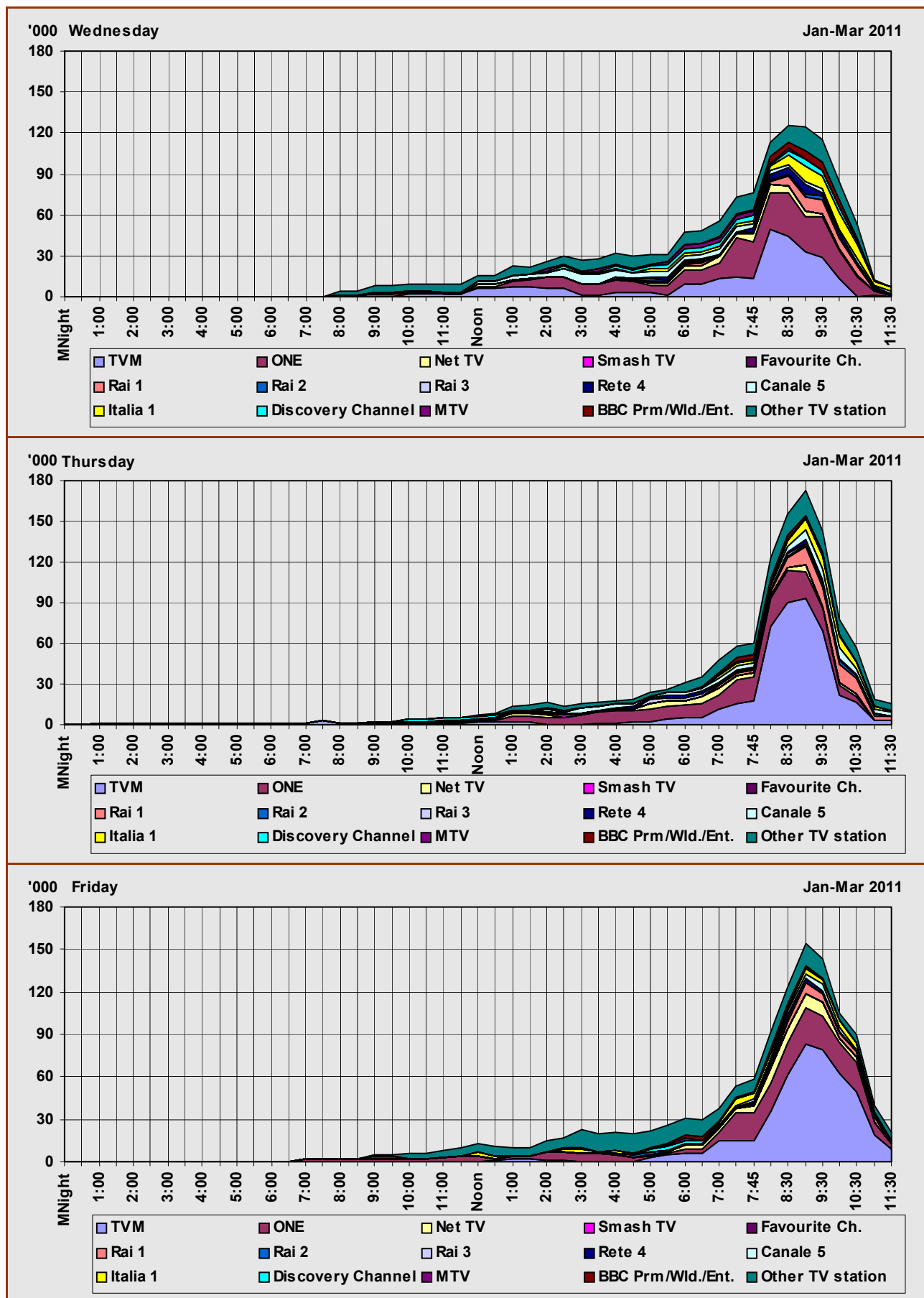


FIGURE 7.3.C-E: DAILY AUDIENCES BY TOTAL AND BY STATION: WEDNESDAY-FRIDAY

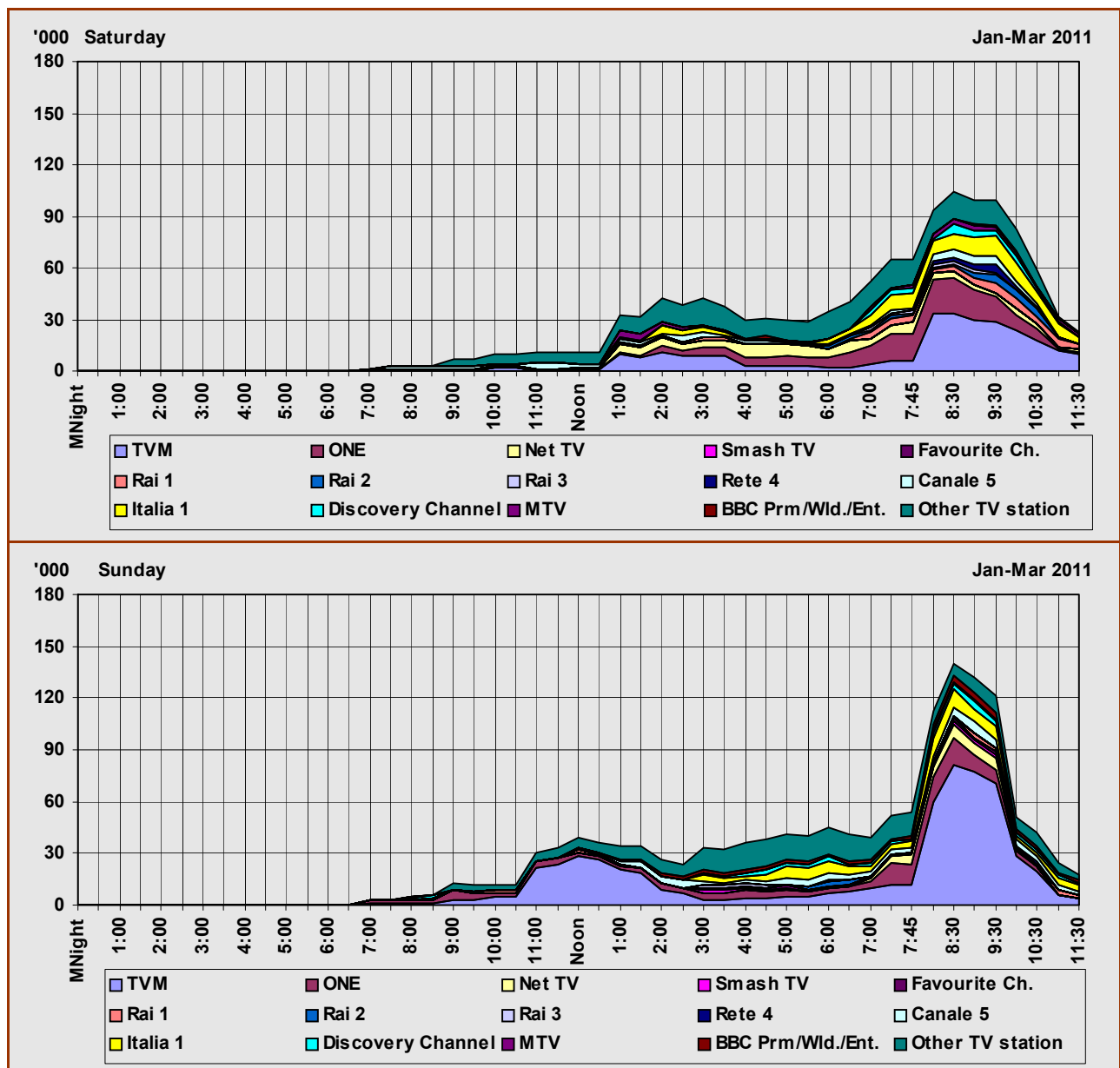


FIGURE 7.3.F-G: DAILY AUDIENCES BY TOTAL AND BY STATION: SATURDAY-SUNDAY

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 – JAN/MAR 2011]

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	CALYPSO MUSIC TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS
Total Avg.																
Jul-Sep 2009	14.7	17.8	6.7	4.5	2.5	-	4.3	1.6	0.5	3.1	7.5	7.0	4.4	0.8	2.3	22.2
Oct-Dec 2009	26.6	20.2	6.4	0.4	1.2	-	3.7	1.1	0.5	2.8	5.8	5.9	5.5	0.8	1.4	17.4
Jan-Mar 2010	23.3	22.1	4.9	0.3	0.7	0.1	5.8	1.3	0.6	3.6	8.1	6.5	3.1	0.6	2.3	16.7
Apr-Jun 2010	33.2	16.8	4.8	0.3	0.3	0.1	6.8	0.4	0.5	3.0	4.2	5.4	4.9	0.4	1.5	17.2
Jul-Sep 2010	17.5	18.8	7.3	0.5	0.6	0.2	4.6	1.2	0.2	2.4	5.5	8.4	5.4	0.6	2.7	23.8
Oct-Dec 2010	27.5	20.3	7.4	0.0	0.2	0.1	3.9	1.1	0.4	3.4	5.5	5.9	3.0	0.3	1.8	19.1
Jan-Mar 2011	29.8	18.6	7.6	0.3	0.3	0.0	3.5	1.3	0.4	1.5	5.8	5.2	2.8	0.9	2.1	19.9

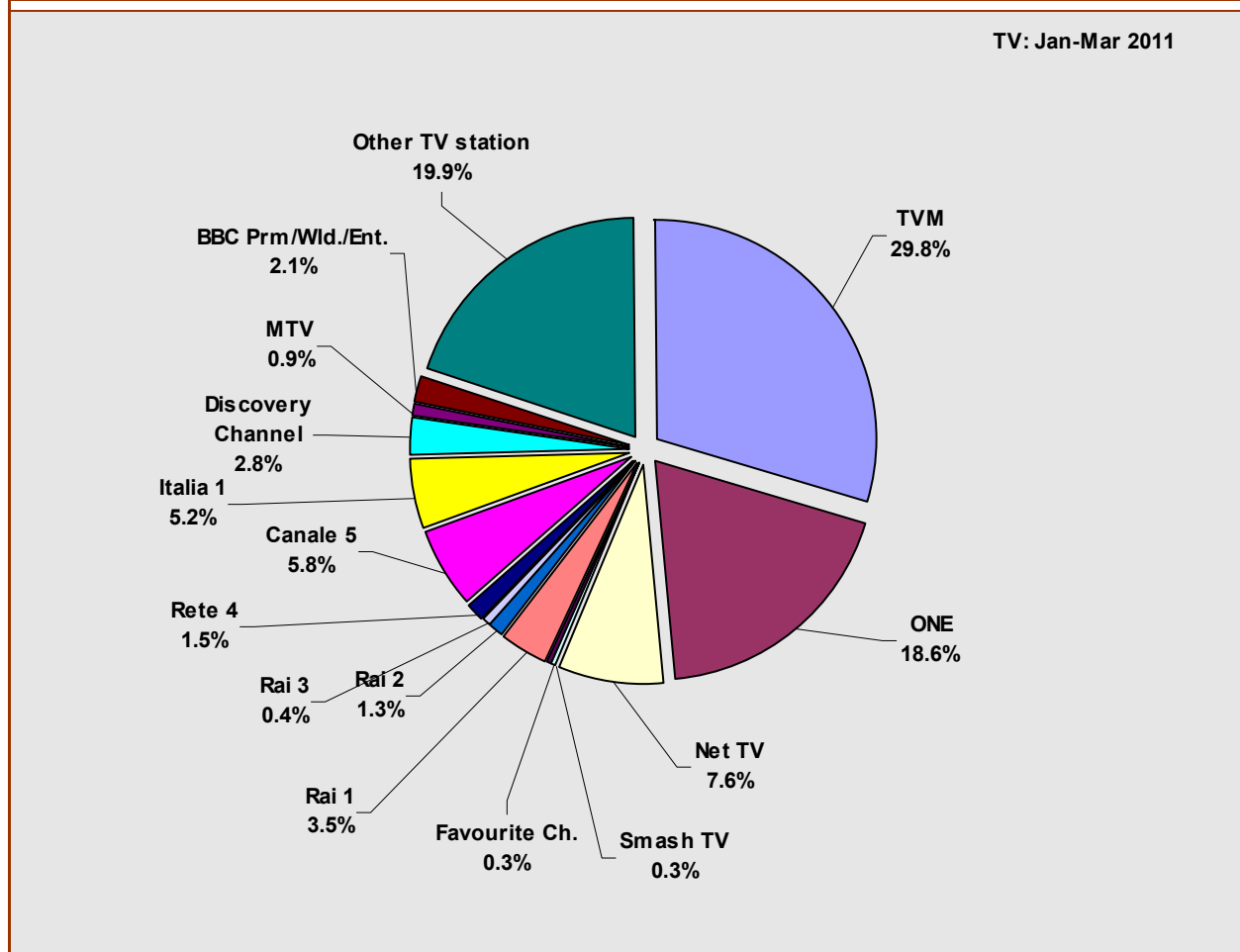


FIGURE 7.4: TV TOTAL DAILY TV AVERAGE AUDIENCE [JAN/MAR 2011]

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 **3.18 hrs** [Oct-Dec 2010: 2.99 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 2009 – JAN/MAR 2011]

	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 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
Oct-Dec 2010	2.62	6.50	2.41	3.65	2.54	1.87	4.27	2.88	3.41	3.51	1.66	2.77	3.34	5.71	3.38
Jan-Mar 2011	3.33	3.00	2.58	4.32	3.29	2.10	3.90	3.16	2.81	3.57	3.31	3.07	3.00	2.21	2.72

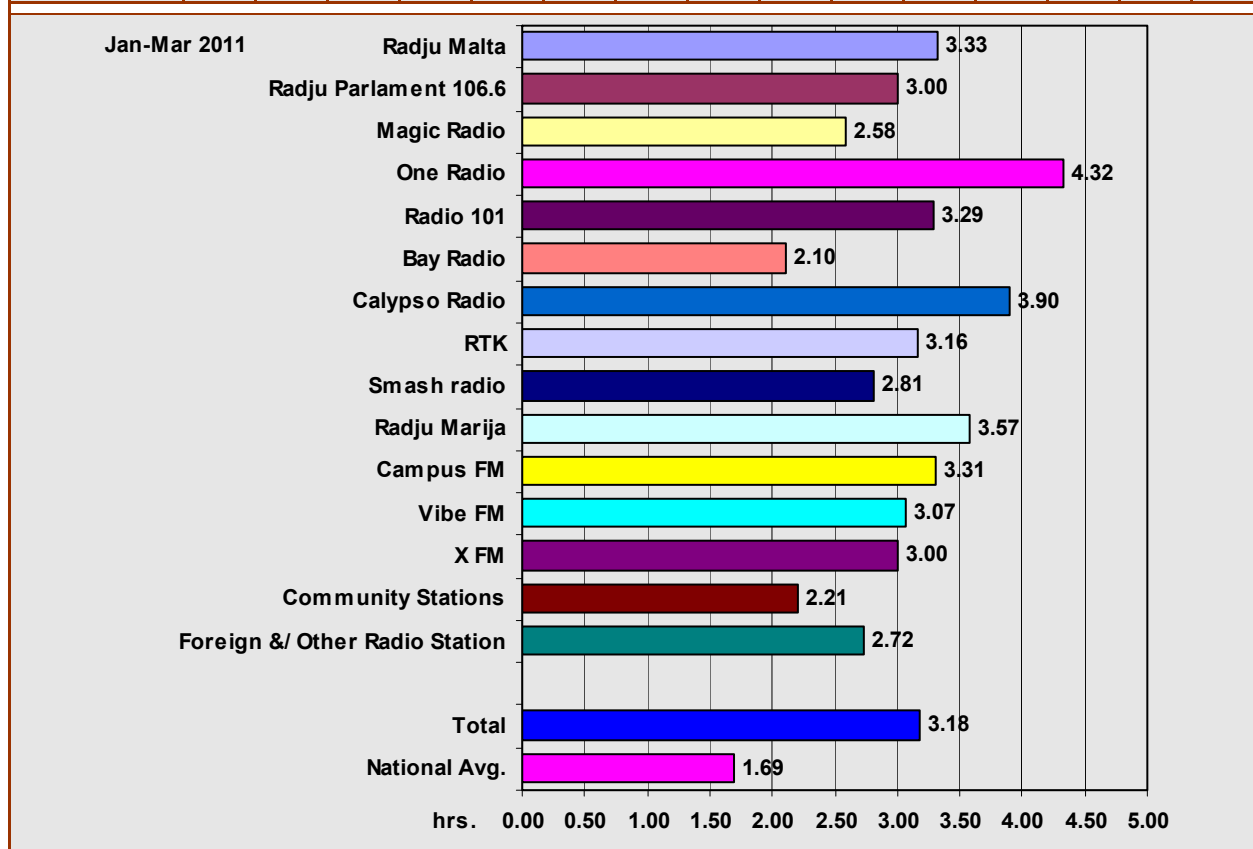


FIGURE 8.1: RADIO DAILY CONSUMPTION BY HOURS AND BY STATION [JAN/MAR 2011]

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 **1.69 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 27.89% from 4.41hrs for Oct-Dec 2006 to 3.18 hrs 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 25.22% 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 – JAN/MAR 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	Oct-Dec 2010	Jan-Mar 2011
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	2.99	3.18
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	1.53	1.69

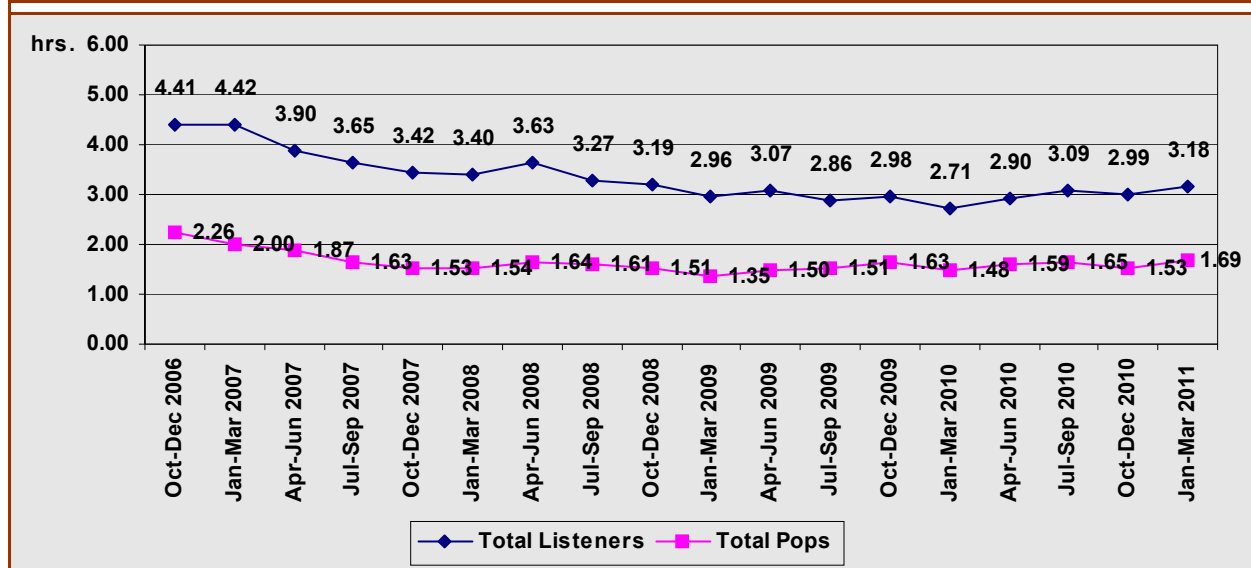


FIGURE 8.2: TOTAL DAILY RADIO AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JAN/MAR 2011]

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 – JAN/MAR 2011]

	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	Oct-Dec 2010	Jan-Mar 2011
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	2.62	3.33
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	6.50	3.00
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	2.41	2.58
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	3.65	4.32
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	2.54	3.29
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	1.87	2.10
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	4.27	3.90
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	2.88	3.16
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	3.41	2.81
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	3.51	3.57
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	1.66	3.31
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	2.77	3.07
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	3.34	3.00
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	5.71	2.21
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	3.38	2.72
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	2.99	3.18
Total Population [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	1.53	1.69

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 **2.32 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
[JAN/MAR 2010 – 2011]

	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 Prime	BBC World	Other TV stations
Jan-Mar 2010	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 2010	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 2010	1.68	2.66	2.16	1.70	1.47	0.0	1.75	1.60	1.78	1.50	1.28	2.06	2.00	2.28	2.33	1.54	2.12		2.15
Oct-Dec 2010	1.91	2.87	2.25	1.00	0.0	0.0	1.98	2.00	2.19	2.14	1.77	2.49	2.47	2.29	2.14	0.92	2.63		2.28
Jan-Mar 2010	1.96	3.08	2.54	2.58	0.0	0.0	3.62	0.0	0.0	1.85	2.32	1.60	2.61	1.93	1.87	2.34	2.25		2.74

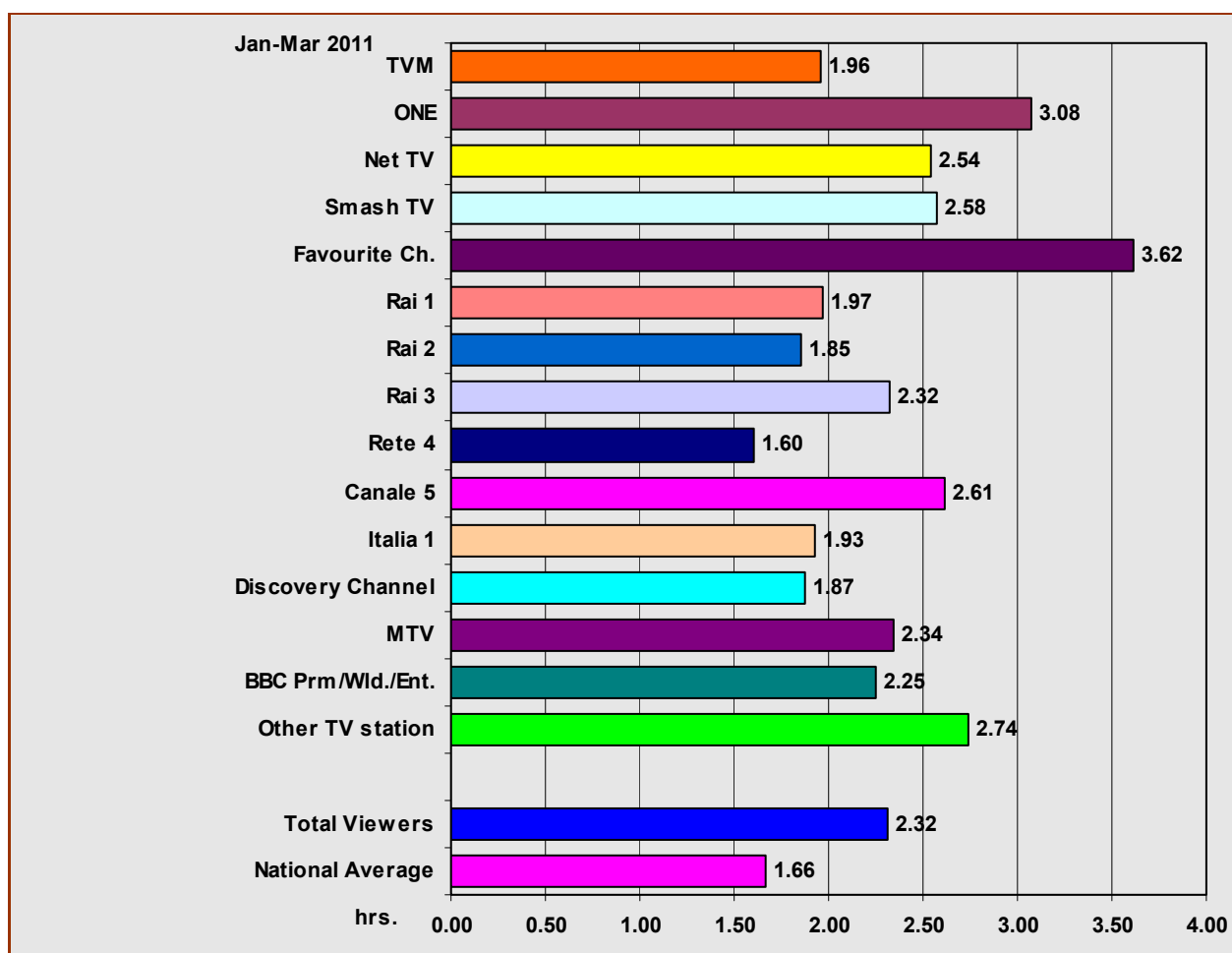


FIGURE 8.3: TV DAILY CONSUMPTION BY HOURS AND BY STATION [JAN/MAR 2011]

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 **1.66hrs** 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 by from 2.35hrs for Oct-Dec 2006 to 2.32hrs 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 – JAN/MAR 2011]

	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	Oct-Dec 2010	Jan-Mar 2011
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	2.24	2.32
Total Population	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	1.54	1.66

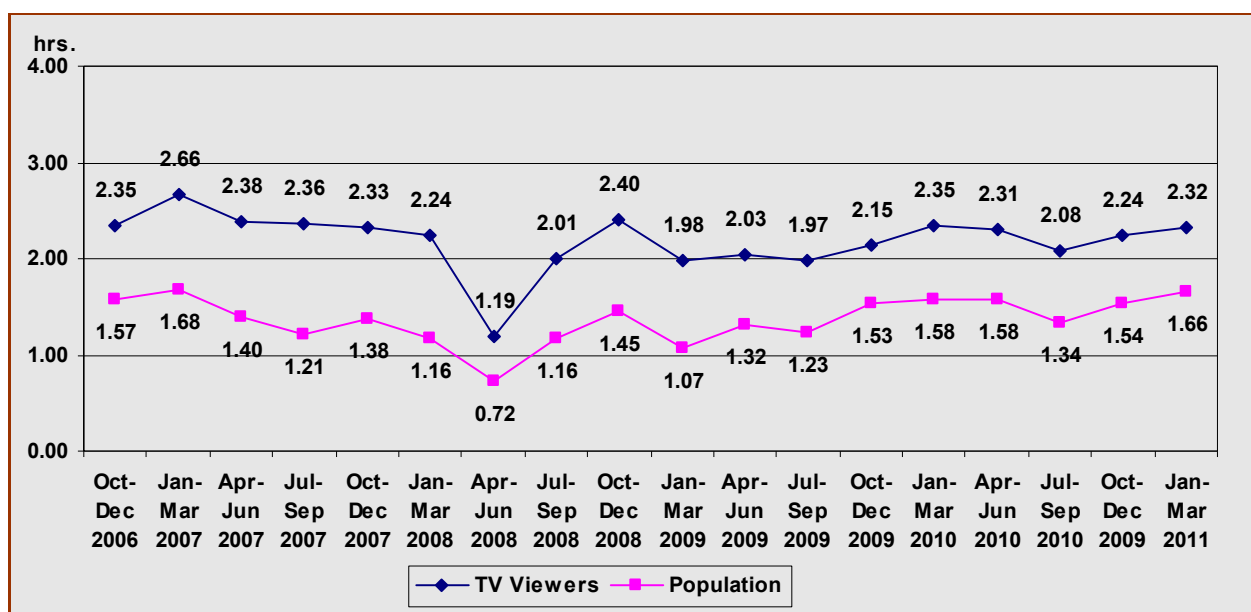


FIGURE 8.4: TOTAL DAILY TV AVERAGE CONSUMPTION BY HOURS [OCT/DEC 2006 – JAN/MAR 2010]

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 – JAN/MAR 2011]

	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	Oct-Dec 2010	Jan-Mar 2011
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	1.91	1.96
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	2.87	3.08
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	2.25	2.54
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	1.00	2.58
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	1.98	3.62
Calypso Music TV														1.80	2.00	1.60	2.00	
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	2.19	1.97
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	2.14	1.85
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	1.77	2.32
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	2.49	1.60
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	2.47	2.61
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	2.29	1.93
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	2.14	1.87
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	0.92	2.34
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		1.64	3.10	2.11	2.12	2.25
BBC World	1.00	2.00			2.00	1.58	2.00	1.67	1.33	0.67	1.90	5.50					2.63	2.25
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	2.28	2.74
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	2.24	2.32
Total Population [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	1.54	1.66

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 [JAN/MAR 2011]

TABLE 017: WEIGHTED PUBLIC CONCERN: NOT BY TIME OF DAY, BY GENDER, BY AGE GROUP, BY DISTRICT, BY WEEKDAY AND BY MONTH (EXTRACT 10%)																										
	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	Jan	Feb	Mar
> 6:00	1.40	1.26	1.55	0.00	0.00	0.00	0.89	1.66	2.34	4.28	2.38	1.65	0.32	0.82	0.76	1.53	1.97	0.76	1.15	2.08	1.47	1.52	0.87	1.07	1.37	1.77
6:00-9:00	20.04	19.40	20.72	20.50	16.29	21.54	19.70	20.67	20.71	22.67	21.51	19.87	18.59	21.30	19.75	17.00	20.88	20.48	20.41	18.50	19.74	20.01	20.04	20.24	19.96	19.90
9:00-12:00	34.58	32.61	36.67	20.25	32.53	35.51	34.10	35.15	36.86	31.56	33.02	34.42	32.74	39.33	34.80	35.44	33.07	33.29	31.71	36.66	32.33	36.43	41.92	34.82	34.64	34.27
12:00-17:00	30.51	33.11	27.75	32.77	35.39	28.83	33.92	29.21	26.54	21.18	29.10	30.91	33.73	26.97	31.57	30.95	30.07	30.37	33.81	29.14	32.97	30.47	24.40	30.77	30.42	30.33
17:00-20:00	10.92	10.71	11.14	20.10	11.99	13.70	9.70	11.38	9.28	16.32	12.10	10.46	10.07	10.48	10.22	13.35	12.56	12.01	10.61	11.87	9.83	9.67	8.90	10.77	10.56	11.38
20:00-24:00	2.55	2.92	2.16	6.38	3.81	0.42	1.68	1.95	4.27	4.01	1.90	2.69	4.55	1.10	2.89	1.73	1.45	3.08	2.31	1.75	3.66	1.89	3.87	2.33	3.05	2.35
	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

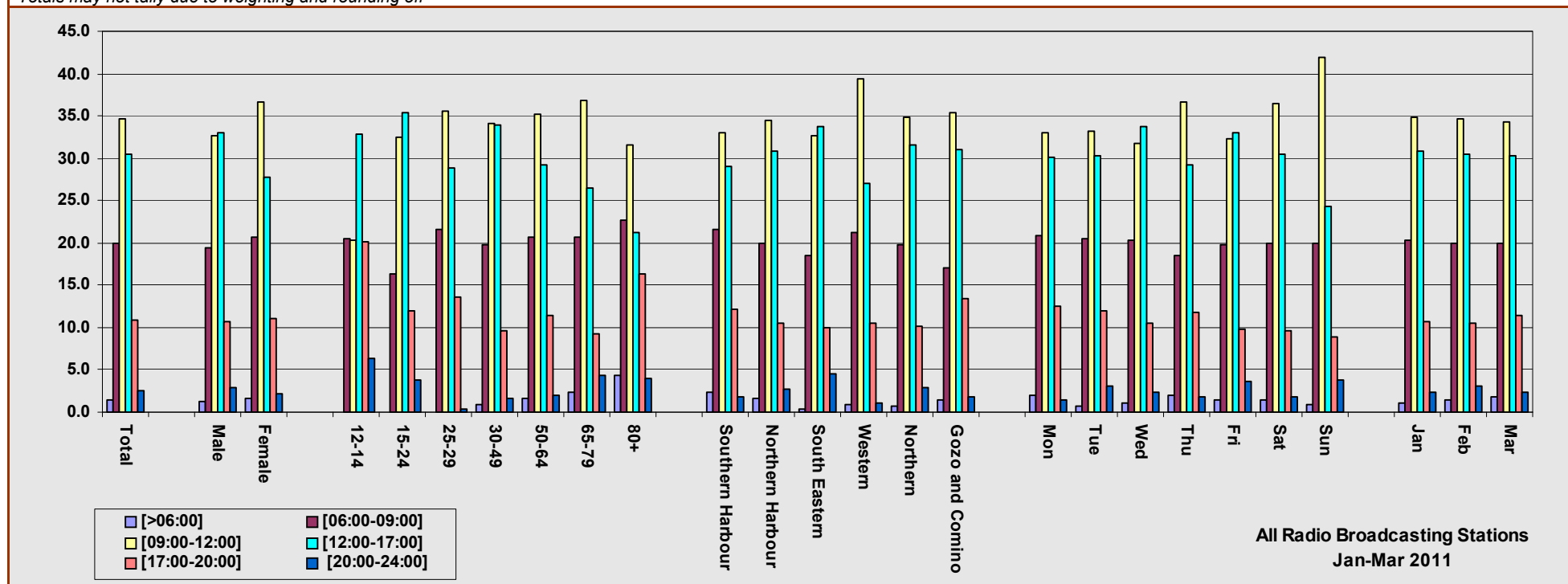


FIGURE 8.5: WEIGHTED RADIO CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAY AND BY MONTH [JAN/MAR 2011]

TABLE 8.8: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2011]

	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	Oct	Nov	Dec
Radju Malta	9.32	7.36	11.40	4.80	1.39	0.00	1.79	12.78	19.98	22.55	7.61	10.89	6.12	9.03	12.48	8.29		9.44	8.27	13.76	13.28	4.00	8.97	6.43	8.71	9.16	10.08
Radju Parlament 106.6	0.08	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.26	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.24
Magic Radio	5.46	5.92	4.97	0.00	4.95	10.42	10.97	3.34	0.37	0.00	3.76	5.27	3.28	6.31	11.84	1.99		3.95	6.41	7.08	7.51	2.06	8.94	2.04	5.61	5.02	5.67
ONE Radio	20.08	16.21	24.19	4.78	10.60	4.23	11.60	25.39	33.43	27.45	24.53	19.56	27.08	13.24	11.35	23.11		13.58	17.49	21.19	12.88	31.72	23.72	20.89	21.64	24.88	14.42
Radio 101	4.18	2.29	6.18	0.00	3.10	0.00	4.94	5.23	3.77	0.00	3.07	4.15	3.89	4.21	5.83	5.37		3.97	2.86	2.66	2.14	7.78	7.56	2.95	3.39	3.33	5.70
Bay Radio	11.88	18.10	5.27	68.21	37.22	27.68	19.50	0.65	0.00	0.00	10.73	11.54	10.14	20.96	11.01	5.75		18.80	8.08	13.16	13.70	7.82	6.89	14.28	10.25	11.18	14.11
Calypso Radio	14.71	15.37	14.00	5.49	1.82	8.96	19.01	19.86	9.77	5.07	15.37	16.49	16.96	15.51	9.30	8.05		14.96	9.95	14.97	19.99	13.81	6.49	24.30	12.87	17.64	14.09
RTK	9.16	7.63	10.80	0.00	0.00	2.37	3.05	13.39	14.36	31.43	12.55	9.08	8.77	8.35	3.72	11.61		8.04	11.11	8.30	8.42	7.39	14.20	7.37	7.41	9.17	10.94
Smash Radio	3.48	4.56	2.32	3.64	10.49	5.24	5.59	1.31	0.00	0.00	2.59	1.66	2.68	6.66	7.17	3.75		3.78	5.00	2.74	2.61	0.88	4.16	6.03	3.39	2.51	4.38
Radju Marija	6.08	2.07	10.33	0.00	0.15	0.51	2.31	7.24	14.11	11.74	8.58	4.82	5.53	3.62	5.18	11.62		4.38	9.01	5.67	8.57	3.63	4.39	6.60	5.29	6.80	6.28
Campus FM	1.36	1.83	0.86	0.00	0.00	0.00	2.02	1.40	1.60	0.00	0.60	2.33	2.25	0.49	0.00	1.70		3.53	0.00	0.52	2.96	0.11	2.61	0.00	2.78	0.87	0.34
Vibe FM	6.21	9.56	2.66	6.57	19.61	24.62	9.23	0.91	0.00	0.00	3.58	6.70	7.77	2.37	10.62	7.71		3.99	9.04	3.59	2.46	12.85	4.75	6.23	9.15	5.36	3.94
XFM	3.60	3.73	3.47	1.62	6.68	15.13	7.34	0.05	0.00	0.00	6.49	4.03	0.43	1.86	3.17	2.44		5.97	11.12	2.33	0.35	0.58	1.22	1.62	5.53	1.49	3.43
Community Stations	2.02	1.67	2.39	1.70	1.96	0.40	1.32	4.25	0.15	0.63	0.41	2.21	3.60	3.16	1.87	1.32		3.10	0.39	1.74	1.67	3.46	3.18	0.56	3.00	1.03	1.85
Foreign &/ Other Station	2.16	3.39	0.85	3.19	2.04	0.42	1.33	3.46	1.99	1.13	0.14	1.01	1.49	2.36	6.45	7.29		2.51	0.28	2.29	3.45	2.93	2.92	0.71	0.97	1.34	4.06
Do not listen to radio	0.23	0.31	0.13	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.00	0.00	1.88	0.00	0.00		0.00	0.98	0.00	0.00	0.43	0.00	0.00	0.00	0.22	0.46
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

Totals may not tally due to weighting and rounding off

A small group of respondents replied that they do not usually listen to radio; however they did listen to radio the day before without identifying the particular radio station

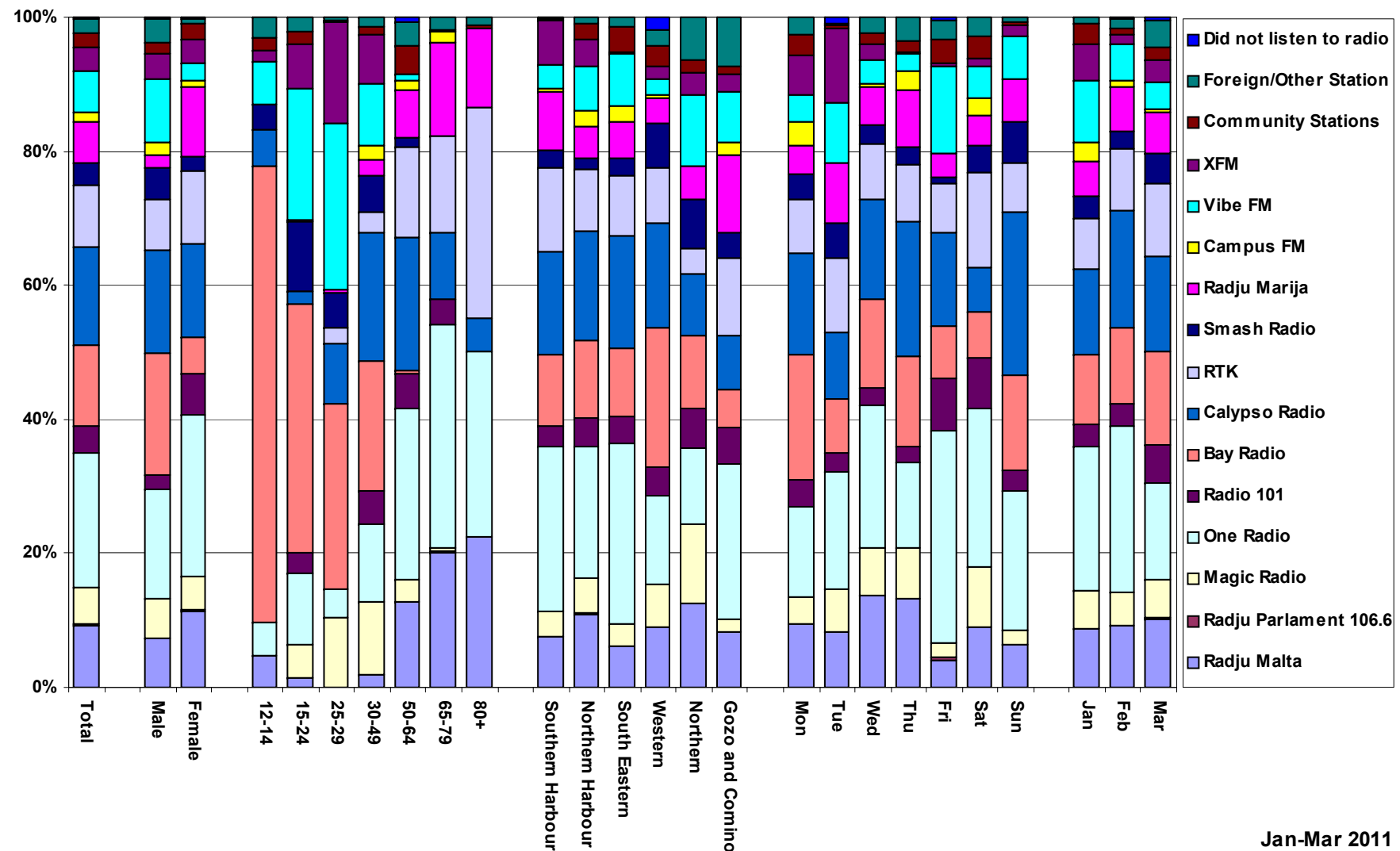


FIGURE 8.6: WEIGHTED RADIO AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2011]

TABLE 8.9: WEIGHTED TV CONSUMPTION BY TIME BRACKETS: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JAN/MAR 2011]

	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	Jan	Feb	Mar
>12:00	5.56	5.41	5.69	5.96	2.26	2.85	3.73	6.30	9.87	0.00	4.94	6.26	5.79	4.41	5.33	6.68	8.15	3.70	4.82	3.58	3.84	4.93	9.05	5.54	5.54	5.59
12:00-19:00	26.42	23.86	28.68	30.72	29.59	23.92	21.52	26.88	29.78	27.60	27.00	27.82	22.72	26.36	26.04	26.87	18.49	21.08	30.89	20.90	21.69	34.38	35.39	28.25	24.08	26.56
19:00-20:30	22.33	24.19	20.70	21.69	17.79	23.43	20.91	22.67	24.58	36.68	24.46	22.06	22.32	19.70	22.01	23.66	23.79	25.79	24.30	23.52	19.59	21.52	18.21	21.90	22.78	22.40
20:30-22:00	31.73	31.53	31.91	33.57	34.66	31.78	36.60	30.69	25.36	24.44	32.44	29.62	35.79	34.04	29.43	31.36	35.04	36.19	28.00	38.32	34.21	23.77	27.79	31.24	32.97	31.12
22:00-24:00	13.96	15.02	13.02	8.06	15.71	18.02	17.24	13.46	10.41	11.28	11.15	14.24	13.38	15.49	17.19	11.43	14.54	13.24	11.99	13.68	20.67	15.39	9.57	13.08	14.62	14.33
	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

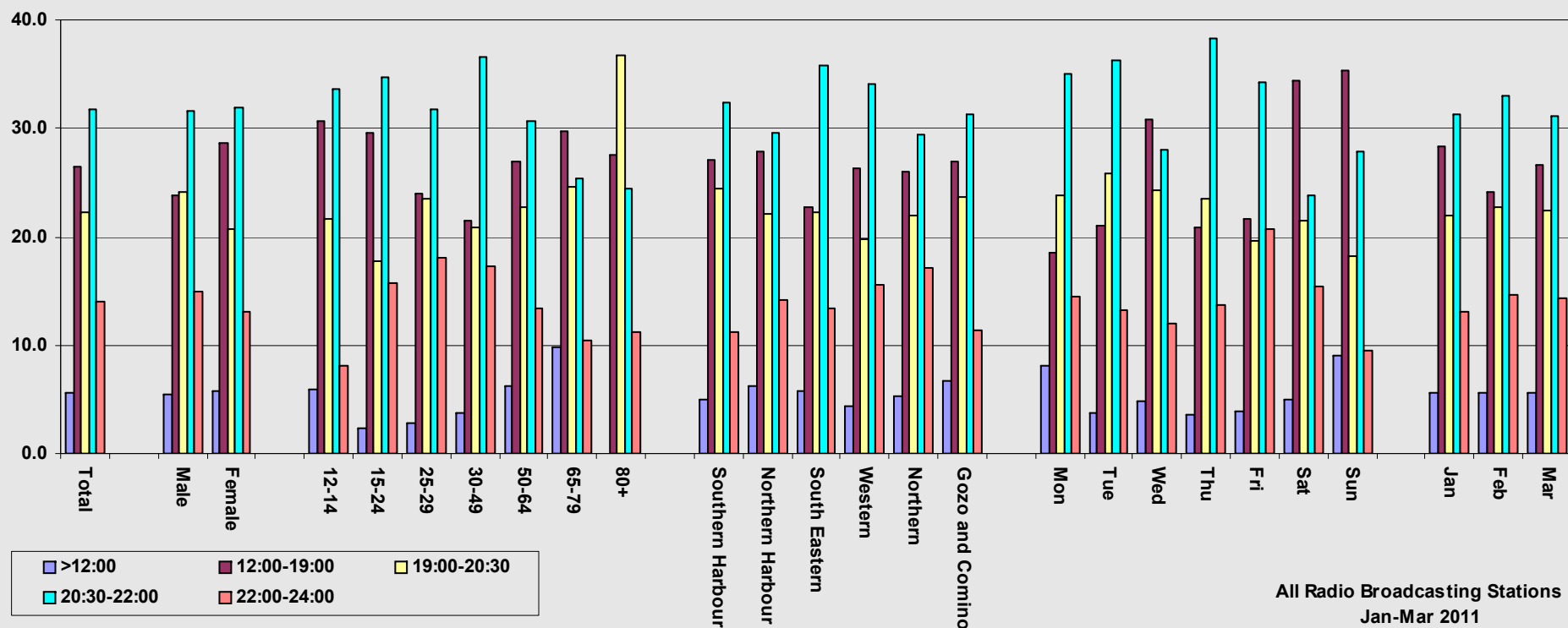


FIGURE 8.7 WEIGHTED TV CONSUMPTION BY TIME BRACKET: BY GENDER, BY AGE GROUPS BY DISTRICTS, BY WEEKDAYS AND BY MONTHS [JAN/MAR 2011]

TABLE 8.10: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2011]

	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	Oct	Nov	Dec	
TVM	29.84	25.86	33.34	37.17	29.76	36.31	35.52	29.23	21.92	11.34	26.62	25.96	32.15	37.85	27.09	42.15	16.99	30.58	22.10	37.11	38.19	21.77	41.93	28.69	35.33	26.00	
One	18.56	14.53	22.10	4.89	5.50	13.78	13.33	24.91	27.51	34.01	27.07	14.91	24.94	13.95	18.24	7.27	17.30	23.34	24.66	19.00	21.67	14.72	10.74	19.29	22.02	14.51	
Net TV	7.62	8.47	6.87	1.90	4.95	4.12	6.38	10.19	9.00	14.15	8.89	9.08	5.67	5.04	7.94	5.79	19.48	8.49	3.93	4.25	5.26	9.35	2.86	8.19	7.30	7.27	
Smash TV	0.26	0.14	0.37	0.00	0.00	1.52	0.00	0.29	0.55	0.00	0.34	0.00	0.00	0.55	0.00	1.80	0.00	0.00	0.00	0.84	0.00	0.00	0.89	0.39	0.38	0.00	
Favorite Channel	0.34	0.50	0.19	0.00	0.00	0.00	0.00	0.15	1.40	0.00	0.00	0.00	0.00	2.10	0.00	0.60	0.27	0.00	0.00	0.45	0.00	0.00	1.44	0.81	0.13	0.00	
Rai 1	3.54	2.34	4.60	1.08	0.53	3.09	3.41	4.89	4.28	4.73	2.29	4.55	4.81	2.13	4.63	0.47	3.58	2.44	4.43	6.22	2.76	4.02	1.56	4.74	3.26	2.46	
Rai 2	1.33	1.79	0.92	1.05	0.00	0.00	1.32	1.06	2.90	0.00	1.88	0.79	1.26	1.91	1.19	1.41	2.76	1.10	1.04	0.90	0.72	2.17	0.62	1.10	1.29	1.63	
Rai 3	0.45	0.39	0.50	0.00	0.00	1.05	0.56	0.00	0.81	3.11	0.00	0.00	0.97	1.39	0.48	0.71	0.32	0.00	0.17	1.48	0.00	0.77	0.38	0.17	0.94	0.30	
Rete 4	1.45	1.42	1.48	0.54	0.59	0.68	1.12	2.31	1.34	4.53	1.08	1.98	1.43	1.13	1.28	1.22	0.67	2.04	3.03	1.74	1.33	1.25	0.26	1.34	1.99	1.08	
Canale 5	5.78	2.87	8.34	0.00	9.44	9.08	6.81	6.66	2.63	2.32	4.62	5.11	5.64	10.10	5.02	5.11	9.31	3.52	7.12	7.05	1.75	5.53	5.63	5.44	6.53	5.46	
Italia 1	5.20	7.48	3.19	13.47	17.07	7.96	5.35	1.16	1.43	0.00	7.06	3.87	4.25	6.50	3.02	10.11	4.84	2.01	5.66	3.62	4.32	8.78	6.69	4.50	5.11	6.08	
Discovery Channel	2.77	4.85	0.95	2.39	5.25	1.03	4.20	1.81	1.56	0.00	2.88	4.28	0.23	1.65	2.78	3.13	3.92	2.05	3.93	2.07	0.89	3.11	3.10	3.46	1.69	3.02	
MTV	0.88	1.11	0.67	8.74	2.00	0.00	0.49	0.00	0.00	0.00	0.86	1.37	0.00	1.29	0.00	1.63	0.00	0.00	2.31	0.00	0.70	2.63	0.47	1.64	0.00	0.85	
BBC Prime/World/Ent	2.09	1.99	2.18	1.57	1.47	1.68	3.45	1.76	1.51	0.00	0.60	4.25	0.32	0.92	3.24	0.00	3.17	2.04	2.43	1.40	1.52	0.41	3.37	0.90	1.77	3.72	
Other TV station	19.89	26.25	14.30	27.21	23.44	19.71	18.07	15.59	23.16	25.82	15.80	23.85	18.34	13.49	25.10	18.60	17.40	22.39	19.18	13.88	20.89	25.50	20.07	19.34	12.25	27.64	
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	

Totals may not tally due to weighting and rounding off

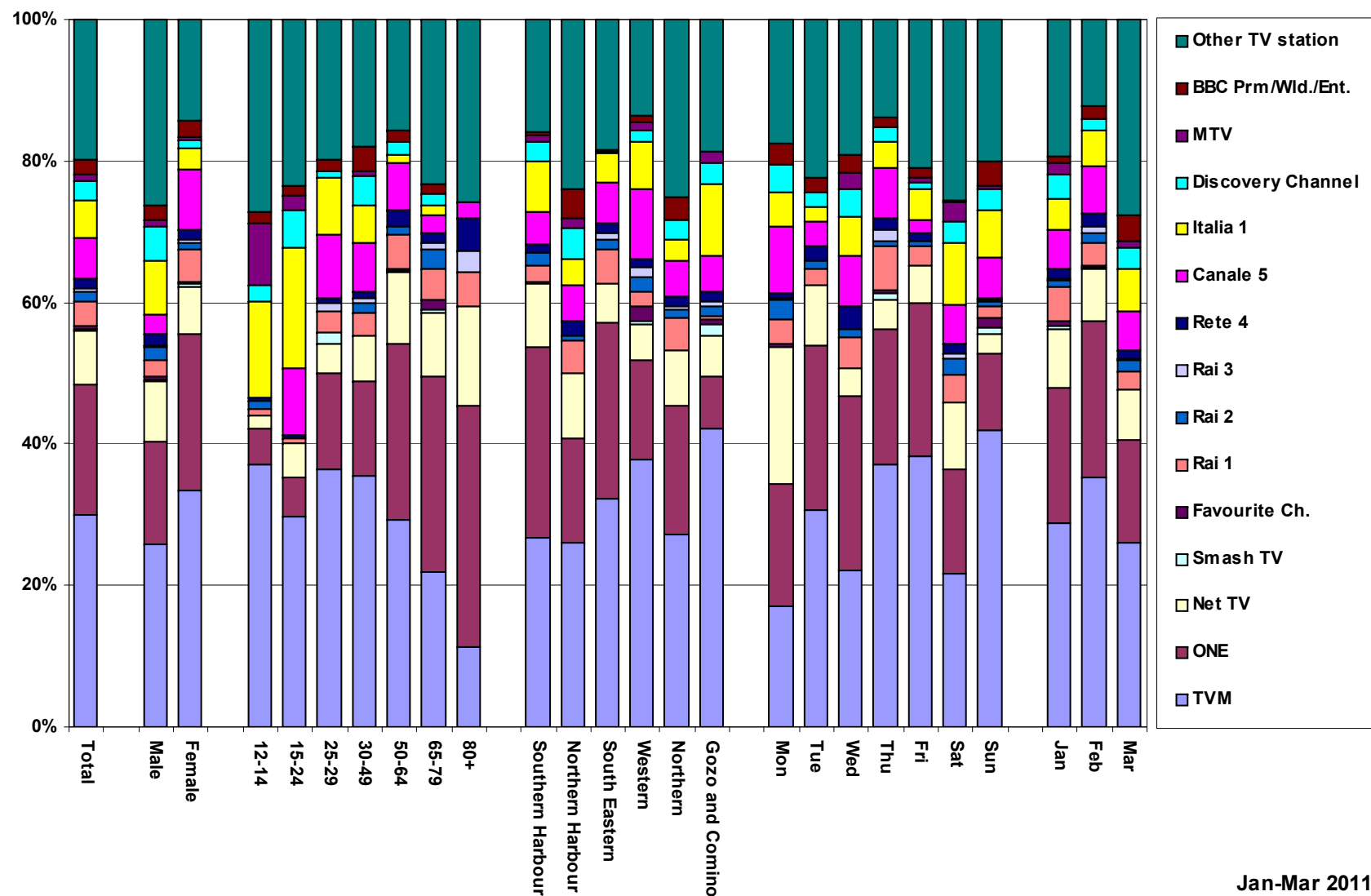


FIGURE 8.8: WEIGHTED TV AUDIENCES BY STATION: BY GENDER, BY AGE GROUPS, BY DISTRICTS, BY WEEKDAYS, AND BY MONTHS [JAN/MAR 2011]

8.5 What 12-14 year olds are viewing

Interesting to note the spread of 12-14 years olds – it is distributed amongst all the time brackets with viewing of “Other Stations” at 26.25% while the viewing of total local stations amounted to 43.96% [see Table 8.10 above]. Analyzed by weekday, viewing was consistent throughout the whole week with increasing percentages for Fridays, Saturdays, and Sundays see Table 8.11 below. Viewing was exceptionally high at just pre- and post the watershed throughout the whole week with the exception of Sundays where viewing by 12-14 year olds diminished after 10:00pm.

TABLE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [JAN/MAR 2011]

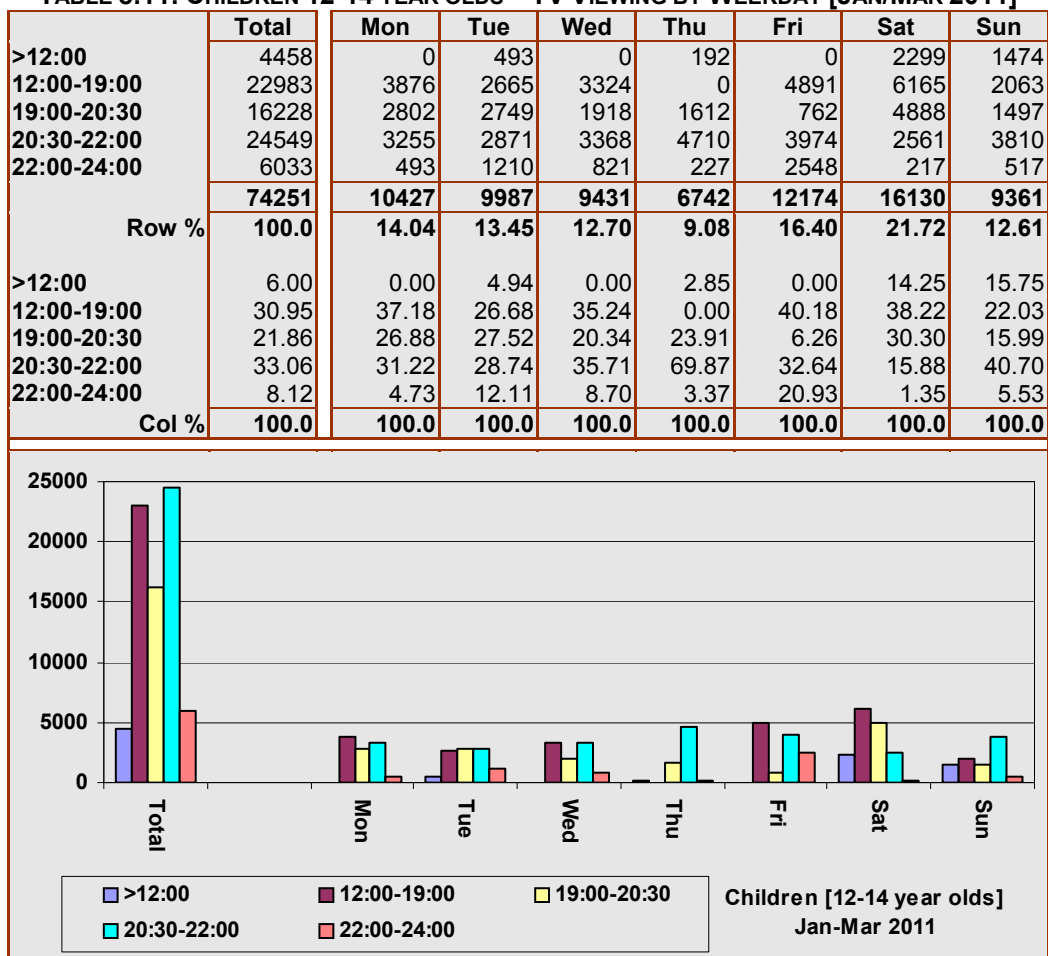


FIGURE 8.9: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY WEEKDAY [JAN/MAR 2011]

Analyzed by broadcasting station, TVM was the most watched channel by 12-14 year olds, followed by Disney Channel, Italia 1 and ONE TV. Although TVM's audiences were highest for 12-14 year olds post the watershed, the Disney Channel was mostly followed during children's broadcast hours up to 7:00pm – see Table 8.12 and 8.13 below:

TABLE 8.12: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [JAN/MAR 2011]

	Total	TVM	One TV	Net TV	Rai 1	Rai 2	Rete 4	Italia 1	Discovery Channel	MTV	Other TV station	BBC Pm/ Wid./Ent.
>12:00	4458	1003	227	0	0	0	0	0	437	0	2792	0
12:00-19:00	22983	2306	227	0	203	785	405	6178	964	3306	8418	190
19:00-20:30	16228	4363	955	810	608	0	0	2179	387	1956	4723	247
20:30-22:00	24549	15730	1640	608	0	0	0	1339	0	1275	3218	740
22:00-24:00	6033	4407	611	0	0	0	0	381	0	0	634	0
	74251	27809	3660	1418	810	785	405	10077	1788	6538	19784	1177

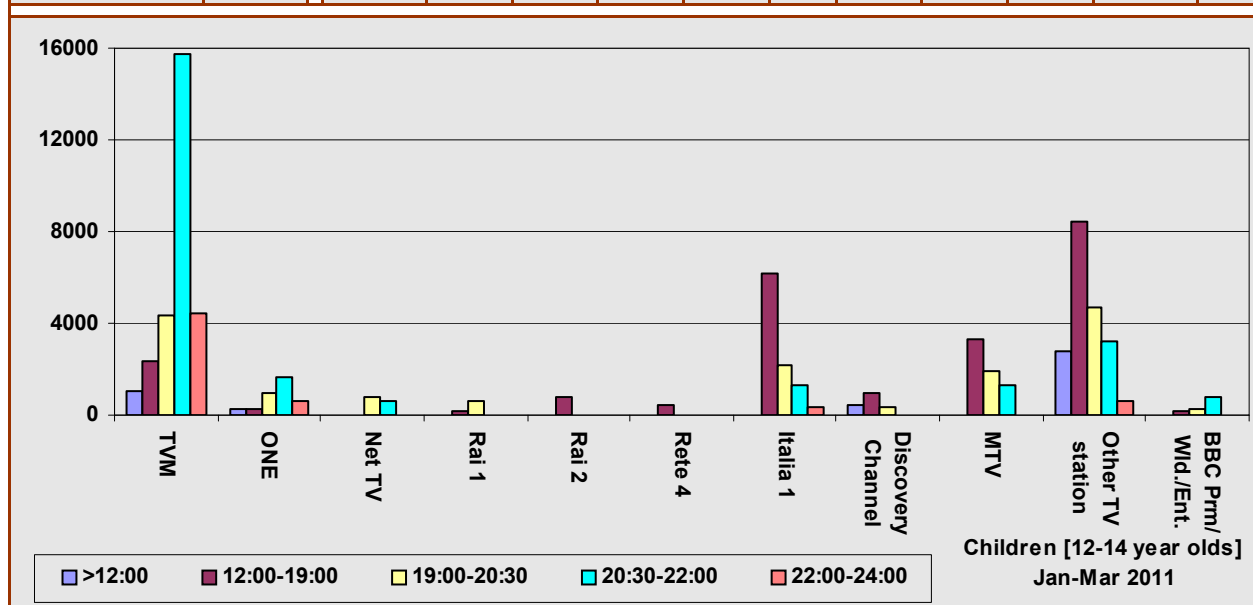


FIGURE 8.10: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY STATION [JAN/MAR 2011]

Analysed by time slot, no 12-14 year olds were registered as televiewers before 07:30am and the stations mostly followed by noon were Disney Channel and TVM. Audiences again peak at around 4:00pm with a more range of foreign stations as Italia 1 and MTV. However, audiences start to peak most at 8:00pm with the highest being registered at 9:00pm for TVM, followed by Disney Channel and Italia 1 – see Table 8.13 below.

TABLE 8.13: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [JAN/MAR 2011]

	TVM	One TV	Net TV	Rai 1	Rai 2	Rete 4	Italia 1	Discovery Channel	MTV	BBC Pm/Wld./Ent.	Animal Planet	Cartoon Network	Disney Channel	Entertainment	Euro Sports	Food Network	Gossip Girl	Nickeledoon
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7:30	192	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8:00	0	0	0	0	0	0	0	218	0	0	0	0	0	0	0	0	0	0
8:30	0	0	0	0	0	0	0	218	0	0	0	0	0	0	0	0	0	0
9:00	0	227	0	0	0	0	0	0	0	0	0	0	440	0	0	0	0	0
9:30	0	0	0	0	0	0	0	0	0	0	0	0	440	0	0	0	0	0
10:00	203	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
10:30	203	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
11:00	203	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
11:30	203	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
Noon	247	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
12:30	247	0	0	0	0	0	0	0	0	0	0	0	478	0	0	0	0	0
1:00	493	0	0	0	0	0	0	0	247	0	0	0	478	0	0	0	0	0
1:30	247	0	0	0	0	0	0	0	247	0	0	0	478	0	0	0	0	0
2:00	247	0	0	0	0	0	481	0	440	0	0	0	287	0	0	0	0	0
2:30	247	0	0	0	0	0	674	0	440	0	0	0	0	0	0	0	0	0
3:00	0	0	0	0	0	0	866	0	194	0	0	0	440	0	218	0	0	0
3:30	0	0	0	0	0	0	694	0	194	0	0	0	440	0	218	0	0	0
4:00	0	0	0	0	196	0	409	0	194	0	0	0	384	0	0	194	0	0
4:30	0	0	0	0	196	0	606	0	194	190	0	0	384	0	0	194	0	0
5:00	194	0	0	0	196	0	661	393	194	0	284	0	384	0	0	0	0	0
5:30	0	0	0	0	196	0	661	190	386	0	284	0	190	0	0	0	0	0
6:00	194	0	0	0	0	203	661	190	386	0	0	0	1,110	0	0	0	192	0
6:30	194	227	0	203	0	203	465	190	194	0	0	0	1,110	0	0	0	192	0
7:00	617	190	203	203	0	0	599	0	440	0	0	0	645	284	194	0	0	0
7:30	421	190	203	203	0	0	599	194	440	0	0	0	449	284	0	0	0	259
7:45	421	190	203	203	0	0	599	194	440	0	0	0	449	284	0	0	0	259
8:00	2,905	384	203	0	0	0	381	0	636	247	0	437	636	284	0	0	0	259
8:30	5,765	611	203	0	0	0	381	0	636	247	0	437	854	284	0	0	0	0
9:00	5,778	417	203	0	0	0	577	0	443	247	0	218	602	0	0	0	0	0
9:30	4,187	611	203	0	0	0	381	0	196	247	0	218	602	0	0	0	0	0
10:00	2,516	611	0	0	0	0	190	0	0	0	0	0	440	0	0	0	0	0
10:30	1,398	0	0	0	0	0	190	0	0	0	0	0	194	0	0	0	0	0
11:00	247	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11:30	247	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	27,809	3,660	1,418	810	785	405	10,077	1,788	6,538	1,177	569	1,311	14,305	1,422	631	387	385	776

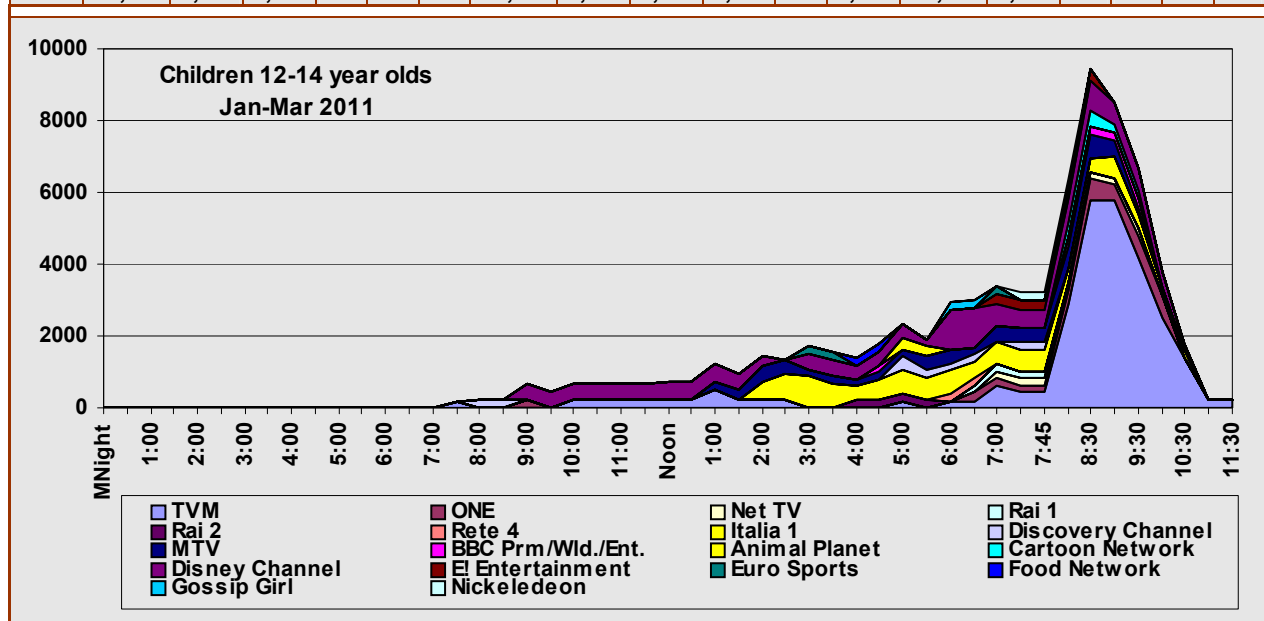


FIGURE 8.11: CHILDREN 12-14 YEAR OLDS – TV VIEWING BY TIME-SLOT [JAN/MAR 2011]

9. TV PROGRAMME PREFERENCES

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 their 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.

This type of data in no way reflects audience shares of particular programmes discussed above; and which can be determined from the lists of weekday half-hour slots of audience uptake. It only indicates the most preferred programmes by consumers and is not reflective in any way of the programmes watched by viewers the day before the interview. This data should be used by programme producers in the development of new broadcast services and programmes.

The programmes mentioned have been classified according by their declared order by each respondent; by their broadcast time as per the time-brackets in section 8.4 above; and by the broadcasting station on which it was broadcast. The programmes named were also compared to the broadcasting schedules as provided by each broadcasting station for this assessment period. Naturally, some of the programmes named were broadcast during previous broadcasting schedules – these were then checked for repeated series on same or other broadcasting station – while some other programmes named were either of a generic nature, broadcast on radio, and/or could not be properly identified as the programme named was a combination of programmes.

The full list of programmes and their percentage to total programmes quoted for this assessment period is found in Part Two of this report.

Out of all respondents, 29.66% [108,713] stated that they do not have a favorite programme/do not watch TV/do not watch local programmes. Of these, 11.84% [43,392] stated that they do not have any preferred programme; 15.39% [56,391] stated that they do not watch local TV programmes; while the rest 2.44% [8,930] stated that they do not watch TV – see Table 9.1 below:

Out of all the programmes named, TVM got 62.23% of all counts, followed by ONE with 24.09% and Net TV with 12.98% while 0.15% of all programmes named were unclassified as they were either broadcast during previous broadcasting seasons or were of a generic programme type – see Table 9.2 and Figure 9.1 below.

TABLE 9.1: FAVORITE PROGRAMMES: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2011]

Population		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	%	366,503	181,865	184,638	23,089	57,320	21,722	111,033	85,989	54,159	13,190	72,595	107,786	54,324	51,336	52,688	27,774
Do not watch TV	2.44	8,930	5,608	3,322	0	1,419	1,271	2,562	1,783	1,158	736	1,919	1,828	1,587	1,834	1,094	667
Do not watch Local Prog.	15.39	56,391	33,863	22,528	2,706	13,738	3,666	16,959	10,902	5,891	2,529	9,019	18,503	7,508	7,298	9,145	4,918
No Favorite Programme	11.84	43,392	26,368	17,024	2,265	4,664	4,321	10,671	8,574	8,128	4,770	10,457	10,327	5,545	7,173	6,611	3,278
	29.66	108,713	65,839	42,874	4,971	19,821	9,258	30,192	21,259	15,177	8,035	21,396	30,658	14,640	16,305	16,851	8,864
1st Named prog.		257,790	116,025	141,765	18,118	37,499	12,464	80,841	64,730	38,982	5,155	51,200	77,128	39,684	35,031	35,838	18,910
	42.3%		44.6%	40.5%	41.9%	42.4%	52.0%	41.0%	42.0%	41.6%	55.4%	41.5%	42.6%	41.9%	41.7%	43.2%	43.3%
	100%		45.0%	55.0%	7.0%	14.5%	4.8%	31.4%	25.1%	15.1%	2.0%	19.9%	29.9%	15.4%	13.6%	13.9%	7.3%
2nd Named prog.		207,407	86,829	120,578	13,917	30,312	7,264	66,836	53,100	33,430	2,547	44,164	59,319	32,842	28,106	27,815	15,161
	34.0%		33.4%	34.5%	32.2%	34.3%	30.3%	33.9%	34.4%	35.6%	27.4%	35.8%	32.7%	34.7%	33.5%	33.5%	34.7%
	100%		42%	58%	7%	15%	4%	32%	26%	16%	1%	21%	29%	16%	14%	13%	7%
3rd Named prog.		144,901	57,288	87,613	11,244	20,533	4,261	49,445	36,420	21,397	1,601	28,125	44,762	22,248	20,775	19,348	9,643
	23.8%		22.0%	25.0%	26.0%	23.2%	17.8%	25.1%	23.6%	22.8%	17.2%	22.8%	24.7%	23.5%	24.8%	23.3%	22.1%
	100%		40%	60%	8%	14%	3%	34%	25%	15%	1%	19%	31%	15%	14%	13%	7%
Total		610,098	260,142	349,956	43,279	88,345	23,989	197,122	154,251	93,810	9,303	123,488	181,208	94,774	83,912	83,001	43,715
	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%		43%	57%	7%	14%	4%	32%	25%	15%	2%	20%	30%	16%	14%	14%	7%

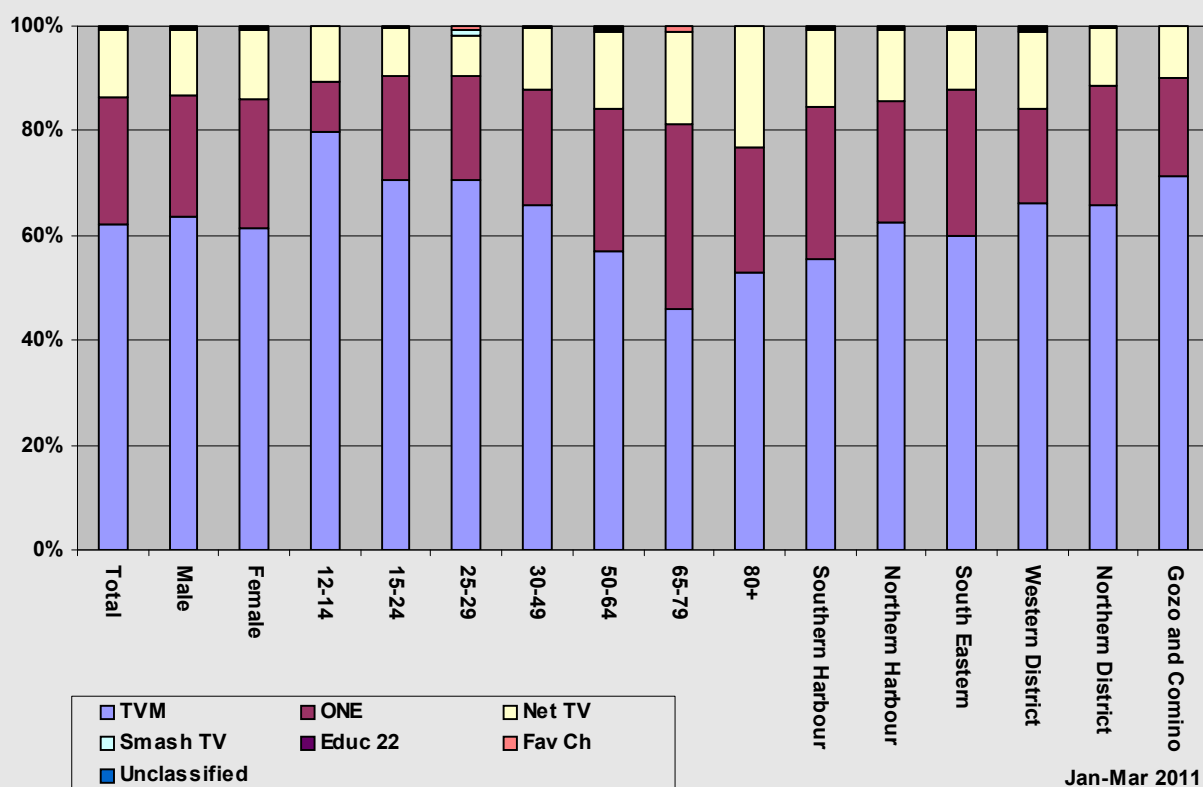
[Count; Col %; Row %]

Totals may not tally due to weighting and rounding off

**TABLE 9.2 AND FIGURE 9.1: PROGRAMMES NAMED BY STATION:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2011]**

Population	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
TVM	379,690	165,056	214,634	34,565	62,219	16,898	129,922	88,075	43,078	4,933	68,608	113,078	56,684	55,601	54,566	31,154
ONE	146,991	60,873	86,118	4,066	17,798	4,839	43,331	41,515	33,211	2,232	35,721	42,320	26,607	15,175	19,014	8,155
Net TV	79,193	32,480	46,713	4,648	8,134	1,787	22,940	23,156	16,388	2,138	18,131	24,632	10,752	12,069	9,203	4,406
Smash TV	1,129	244	885	0	0	247	155	483	244	0	282	247	244	356	0	0
Education 22	336	195	141	0	0	0	0	336	0	0	141	195	0	0	0	0
Favorite TV	1,844	907	937	0	0	218	387	349	889	0	232	349	488	557	218	0
Unclassified	916	388	528	0	194	0	387	336	0	0	373	388	0	155	0	0
	610,098	260,142	349,956	43,279	88,345	23,989	197,122	154,251	93,810	9,303	123,488	181,208	94,774	83,912	83,001	43,715
%																
TVM	62.23	63.45	61.33	79.86	70.43	70.44	65.91	57.10	45.92	53.02	55.56	62.40	59.81	66.26	65.74	71.27
ONE	24.09	23.40	24.61	9.40	20.15	20.17	21.98	26.91	35.40	23.99	28.93	23.35	28.07	18.08	22.91	18.65
Net TV	12.98	12.49	13.35	10.74	9.21	7.45	11.64	15.01	17.47	22.98	14.68	13.59	11.34	14.38	11.09	10.08
Smash TV	0.19	0.09	0.25	0.00	0.00	1.03	0.08	0.31	0.26	0.00	0.23	0.14	0.26	0.42	0.00	0.00
Education 22	0.06	0.07	0.04	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.11	0.11	0.00	0.00	0.00	0.00
Favorite TV	0.30	0.35	0.27	0.00	0.00	0.91	0.20	0.23	0.95	0.00	0.19	0.19	0.51	0.66	0.26	0.00
Unclassified	0.15	0.15	0.15	0.00	0.22	0.00	0.20	0.22	0.00	0.00	0.30	0.21	0.00	0.18	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



Out of all the programmes named, the most quoted was *F'Salib it-Toroq* on TVM with 13.62%; followed by *Deċeduti* on TVM at 10.20%; *Xarabank* on TVM with 10.14%. The first ten most quoted programmes analysed by broadcast time-bracker, by TV station, by gender, by age groups, and by districts are listed in Table 9.3 below where the percentage shown is in relation to the total responses received. 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.

Eight out of the ten most named programmes are for those programmes broadcast at prime-time just after the main news bulletins while the other two named programmes are the main News bulletins of TVM [7.08%] and ONE [2.94%]. Plays in the Maltese language have ranked high amongst all the programmes mentioned. Interesting to note that the highest amounts of responses were registered for *Xarabank* and *F'Salib it-Toroq* by those in the 30-49 age bracket [24,659 and 24,105 respectively] and again for *F'Salib it-Toroq* by those in the 50-64 age bracket [23,526]. These are followed by those in the 15-24 age bracket for *Deċeduti* [17,938]. Interesting to also note is that the most mentioned programme of 12-14 year olds was *Deċeduti* [11,335], followed by *KC* [8,573].

**TABLE 9.3: TEN MOST NAMED PROGRAMMES BY STATION AND BY TIME-BRACKETS:
BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN/MAR 2011]**

				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
N			Total															
20:30-22:00	F'Salib it-Toroq	TVM	83,108	29,001	54,107	6,242	10,363	3,333	24,105	23,526	14,177	1,362	16,836	20,676	13,709	12,347	12,743	6,795
20:30-22:00	Deceduti	TVM	62,246	27,016	35,230	11,335	17,938	3,502	22,445	5,471	1,554	0	11,232	17,150	9,954	9,298	10,044	4,568
20:30-22:00	Xarabank	TVM	61,893	29,335	32,558	2,288	12,277	3,932	24,659	12,709	5,176	852	11,816	19,070	9,287	8,784	8,935	4,001
20:30-22:00	Emilja	ONE	48,634	13,714	34,920	3,486	11,265	2,371	16,207	9,135	5,926	244	10,793	15,333	9,237	4,374	5,404	3,493
20:30-22:00	KC	TVM	43,787	14,784	29,003	8,573	4,381	1,611	12,814	9,907	6,186	316	10,305	10,838	6,889	3,878	6,446	5,430
19:00-20:30	News TVM	TVM	43,181	26,610	16,571	764	3,408	1,938	16,456	11,915	7,364	1,336	5,747	14,091	6,527	6,795	5,683	4,338
20:30-22:00	Rubini	Net TV	22,764	5,927	16,837	1,734	3,139	938	6,642	7,245	3,066	0	5,434	6,666	3,459	4,452	2,227	526
19:00-20:30	ONE News	ONE	17,931	11,728	6,203	0	627	247	5,145	6,415	4,697	800	2,647	7,061	1,571	3,185	2,538	929
20:30-22:00	Dissett	TVM	16,742	6,690	10,052	1,566	3,341	227	5,203	5,292	1,114	0	1,387	6,293	1,751	3,224	2,553	1,534
20:30-22:00	Affari Taghna	ONE	15,513	9,301	6,213	0	1,415	194	6,555	3,509	3,264	577	3,927	4,623	3,376	1,350	2,052	186
%																		
20:30-22:00	F'Salib it-Toroq	TVM	13.62	11.15	15.46	14.42	11.73	13.89	12.23	15.25	15.11	14.64	13.63	11.41	14.47	14.71	15.35	15.55
20:30-22:00	Deceduti	TVM	10.20	10.39	10.07	26.19	20.30	14.60	11.39	3.55	1.66	0.00	9.10	9.46	10.50	11.08	12.10	10.45
20:30-22:00	Xarabank	TVM	10.14	11.28	9.30	5.29	13.90	16.39	12.51	8.24	5.52	9.16	9.57	10.52	9.80	10.47	10.77	9.15
20:30-22:00	Emilja	ONE	7.97	5.27	9.98	8.05	12.75	9.88	8.22	5.92	6.32	2.62	8.74	8.46	9.75	5.21	6.51	7.99
20:30-22:00	KC	TVM	7.18	5.68	8.29	19.81	4.96	6.71	6.50	6.42	6.59	3.39	8.35	5.98	7.27	4.62	7.77	12.42
19:00-20:30	News TVM	TVM	7.08	10.23	4.74	1.76	3.86	8.08	8.35	7.72	7.85	14.36	4.65	7.78	6.89	8.10	6.85	9.92
20:30-22:00	Rubini	Net TV	3.73	2.28	4.81	4.01	3.55	3.91	3.37	4.70	3.27	0.00	4.40	3.68	3.65	5.31	2.68	1.20
19:00-20:30	ONE News	ONE	2.94	4.51	1.77	0.00	0.71	1.03	2.61	4.16	5.01	8.60	2.14	3.90	1.66	3.80	3.06	2.13
20:30-22:00	Dissett	TVM	2.74	2.57	2.87	3.62	3.78	0.95	2.64	3.43	1.19	0.00	1.12	3.47	1.85	3.84	3.08	3.51
20:30-22:00	Affari Taghna	ONE	2.54	3.58	1.78	0.00	1.60	0.81	3.33	2.27	3.48	6.21	3.18	2.55	3.56	1.61	2.47	0.43

Totals may not tally due to weighting and rounding off

**TABLE 9.4: WEIGHTED 'TVM' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2011]**

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																	
Hadd Ghalik	3.281	2.738	3.699	2.349	7.795	2.291	3.325	2.373	0.000	0.000	1.087	4.116	3.006	4.902	2.735	3.652	
Bongu	1.510	0.545	2.252	1.927	0.000	0.000	2.039	2.347	0.810	0.000	1.498	1.538	1.980	1.310	2.042	0.000	
12:00-19:00																	
Studio 54	2.514	3.012	2.132	2.410	0.722	1.199	1.160	4.607	4.190	14.043	2.814	2.925	2.777	2.206	2.102	1.160	
12:05	1.626	0.000	2.876	1.224	0.615	3.819	1.318	2.670	1.527	0.000	1.510	1.509	1.379	2.712	1.032	1.857	
Sibtek	1.118	0.236	1.796	0.000	0.781	0.000	1.367	2.053	0.000	3.538	1.087	1.356	1.379	1.085	0.724	0.597	
Biografiji	1.061	2.083	0.274	0.560	0.457	1.459	1.376	1.119	1.231	0.000	1.759	1.952	0.000	0.722	0.387	0.000	
Iz-Zona	0.101	0.000	0.178	0.657	0.000	0.000	0.119	0.000	0.000	0.000	0.000	0.137	0.000	0.000	0.416	0.000	
Sahhtek l-ewwel	0.099	0.000	0.175	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.154	0.000	0.362	0.000	0.000	
Sport magazine	0.070	0.160	0.000	0.000	0.000	0.000	0.204	0.000	0.000	0.000	0.000	0.234	0.000	0.000	0.000	0.000	
Hajja	0.065	0.000	0.115	0.000	0.000	1.459	0.000	0.000	0.000	0.000	0.000	0.218	0.000	0.000	0.000	0.000	
Modern Lifestyles	0.046	0.000	0.081	0.000	0.000	0.000	0.000	0.198	0.000	0.000	0.000	0.154	0.000	0.000	0.000	0.000	
19:00-20:30																	
News TVM	11.373	16.122	7.721	2.209	5.478	11.466	12.666	13.529	17.096	27.081	8.376	12.461	11.515	12.222	10.414	13.924	
Venere	0.167	0.000	0.295	0.000	0.396	0.000	0.298	0.000	0.000	0.000	0.338	0.355	0.000	0.000	0.000	0.000	
20:30-22:00																	
F'Salib it-Toroq	21.888	17.570	25.209	18.058	16.656	19.721	18.554	26.712	32.910	27.609	24.540	18.285	24.185	22.207	23.354	21.813	
Decuduti	16.394	16.368	16.414	32.794	28.831	20.726	17.276	6.212	3.607	0.000	16.371	15.167	17.561	16.723	18.407	14.661	
Xarabank	16.301	17.773	15.169	6.618	19.732	23.271	18.980	14.430	12.015	17.268	17.223	16.864	16.385	15.797	16.376	12.842	
KC	11.532	8.957	13.513	24.803	7.041	9.531	9.863	11.248	14.360	6.399	15.020	9.585	12.153	6.975	11.814	17.429	
Dissett	4.409	4.053	4.683	4.529	5.369	1.344	4.004	6.008	2.586	0.000	2.022	5.565	3.088	5.799	4.679	4.924	
Bondi Plus	3.560	5.709	1.908	0.000	1.929	1.284	4.458	3.777	6.457	4.063	4.223	3.639	1.510	3.452	4.410	4.247	
Kontra Attakk	0.814	1.777	0.072	0.000	1.119	0.000	1.219	0.228	1.413	0.000	1.587	1.046	0.429	0.639	0.400	0.000	
Paq Paq	0.560	1.195	0.072	0.000	0.986	1.293	0.847	0.221	0.000	0.000	0.000	0.639	0.786	0.669	0.400	1.179	
Qalb in-Nies	0.424	0.371	0.465	0.713	0.349	1.138	0.000	0.426	1.347	0.000	0.000	0.545	0.325	1.458	0.000	0.000	
Kenn il-Bahhara	0.210	0.134	0.268	0.000	0.000	0.000	0.479	0.198	0.000	0.000	0.338	0.154	0.298	0.397	0.000	0.000	
Lenti	0.197	0.118	0.258	0.000	0.396	0.000	0.000	0.571	0.000	0.000	0.206	0.390	0.000	0.000	0.000	0.536	
Cama Cama	0.117	0.147	0.094	0.000	0.000	0.000	0.187	0.228	0.000	0.000	0.000	0.000	0.429	0.362	0.000	0.000	
Airborn	0.051	0.117	0.000	0.000	0.311	0.000	0.000	0.000	0.000	0.000	0.000	0.171	0.000	0.000	0.000	0.000	
22:00-24:00																	
Ghawdex Illum	0.143	0.223	0.081	0.000	0.000	0.000	0.133	0.198	0.452	0.000	0.000	0.154	0.000	0.000	0.000	1.179	
Meander	0.096	0.118	0.078	0.000	0.000	0.000	0.129	0.221	0.000	0.000	0.000	0.172	0.000	0.000	0.308	0.000	
Previous Schedules																	
VIP Show	0.153	0.352	0.000	0.560	0.622	0.000	0.000	0.000	0.000	0.000	0.000	0.513	0.000	0.000	0.000	0.000	
Bla Kondixin	0.121	0.123	0.120	0.586	0.416	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.814	0.000	0.000	0.000	
	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 [JAN/MAR 2011]**

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																
Bongu Bundy	3.521	2.602	4.170	4.825	0.000	3.936	4.017	4.808	3.167	0.000	3.341	3.608	5.009	2.347	1.241	6.497
Siegħa Zmien	0.711	0.333	0.978	0.000	1.138	3.936	0.390	0.742	0.526	0.000	0.928	0.412	1.397	0.000	0.000	2.046
12:00-19:00																
Kalamita	9.700	5.939	12.358	0.000	1.087	17.404	6.772	12.641	13.939	18.392	10.789	7.781	10.440	11.009	10.493	8.183
Aroma Kitchen	2.941	1.524	3.943	0.000	1.597	3.936	1.911	5.072	2.150	8.979	3.883	0.779	1.329	5.297	6.742	2.046
Sibtijiet Flimkien	0.660	0.687	0.641	0.000	0.000	0.000	0.487	0.444	1.731	0.000	0.580	0.000	0.693	1.325	1.111	2.046
On D Road	0.627	1.281	0.164	0.000	0.000	0.000	0.902	1.277	0.000	0.000	1.489	0.460	0.000	0.000	0.000	2.386
X'Hadd Magħna	0.119	0.000	0.203	0.000	0.000	0.000	0.000	0.000	0.526	0.000	0.000	0.412	0.000	0.000	0.000	0.000
X Ser Issajjar	0.113	0.000	0.194	0.000	0.000	0.000	0.000	0.402	0.000	0.000	0.000	0.000	0.000	0.000	0.000	2.046
Pink Panther	0.106	0.000	0.180	0.000	0.000	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	1.022	0.000	0.000
19:00-20:30																
ONE News	12.199	19.266	7.203	0.000	3.525	5.095	11.874	15.452	14.143	35.834	7.409	16.684	5.904	20.990	13.349	11.397
Inkontri	3.975	6.381	2.275	0.000	1.138	0.000	2.921	5.215	6.656	0.000	4.872	0.872	4.895	2.776	9.549	2.386
Telepoplu	2.543	4.285	1.312	9.444	7.068	4.000	1.534	1.555	1.785	0.000	3.091	4.197	2.594	0.000	0.883	0.000
Mela Isma Din	0.338	0.329	0.344	0.000	0.000	0.000	0.358	0.000	1.028	0.000	0.395	0.366	0.000	1.321	0.000	0.000
Ieqaf 20 Minuta	0.221	0.000	0.378	0.000	0.000	0.000	0.000	0.784	0.000	0.000	0.395	0.000	0.693	0.000	0.000	0.000
20:30-22:00																
Emilja	33.086	22.530	40.549	85.731	63.297	48.992	37.402	22.004	17.845	10.924	30.214	36.232	34.718	28.823	28.420	42.834
Affari Tagħna	10.554	15.279	7.214	0.000	7.949	4.000	15.127	8.452	9.829	25.872	10.995	10.923	12.688	8.896	10.790	2.281
Midimbin	9.435	6.392	11.585	0.000	8.135	0.000	5.074	13.678	13.680	0.000	10.957	11.005	10.482	6.202	6.354	4.401
Bla Agenda	1.785	2.455	1.311	0.000	0.000	0.000	2.601	2.285	1.652	0.000	1.369	0.992	2.303	2.343	1.994	4.506
TX	1.471	2.101	1.026	0.000	0.000	0.000	1.886	0.938	2.879	0.000	1.159	1.086	0.000	1.022	3.962	4.667
Arani Issa	0.836	0.000	1.427	0.000	0.000	0.000	0.716	1.389	1.030	0.000	0.395	1.145	0.000	3.976	0.000	0.000
Kilo	0.237	0.340	0.164	0.000	0.000	0.000	0.000	0.838	0.000	0.000	0.974	0.000	0.000	0.000	0.000	0.000
22:00-24:00																
L-Argument	2.021	4.880	0.000	0.000	1.087	0.000	3.317	0.587	3.301	0.000	4.441	1.543	2.749	0.000	0.000	0.000
Realta'	0.937	1.067	0.845	0.000	0.000	0.000	0.917	0.469	2.366	0.000	0.000	0.460	0.916	0.000	3.962	2.281
Pandora	0.132	0.320	0.000	0.000	0.000	0.000	0.000	0.469	0.000	0.000	0.000	0.460	0.000	0.000	0.000	0.000
Previous Schedules																
Girls@work	0.767	0.642	0.856	0.000	2.838	0.000	1.437	0.000	0.000	0.000	1.743	0.583	0.972	0.000	0.000	0.000
Evangelisti	0.400	0.333	0.448	0.000	1.138	0.000	0.000	0.000	1.161	0.000	0.000	0.000	1.455	1.325	0.000	0.000
Sal-Gister	0.138	0.333	0.000	0.000	0.000	4.187	0.000	0.000	0.000	0.000	0.000	0.000	0.761	0.000	0.000	0.000
Unclassified																
Program on ONE TV	0.285	0.359	0.234	0.000	0.000	4.515	0.000	0.000	0.606	0.000	0.000	0.000	0.000	1.325	1.149	0.000
Proceduri (Hamis on One tv)	0.141	0.340	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.580	0.000	0.000	0.000	0.000	0.000
	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 [JAN/MAR 2011]**

		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
Net TV	Total															
06:00-12:00																
12:00-19:00																
Chit Chat	0.196	0.000	0.332	0.000	0.000	0.000	0.676	0.000	0.000	0.000	0.000	0.629	0.000	0.000	0.000	0.000
Il-Mara tal-Lum	0.699	0.000	1.185	0.000	0.000	0.000	0.732	0.797	1.227	0.000	0.000	0.000	1.716	1.666	1.825	0.000
It-Tnejn l'huma	1.687	0.000	2.860	0.000	0.000	0.000	1.352	3.820	0.861	0.000	1.556	1.967	0.000	3.333	0.000	3.787
Kontra l-Hin	6.358	5.879	6.691	4.221	5.048	0.000	4.691	7.451	9.927	0.000	8.594	3.464	5.147	3.465	12.194	12.026
Malta l-Lejla	8.258	4.037	11.192	0.000	2.364	24.448	8.716	7.525	9.539	28.306	6.305	8.926	3.432	10.829	12.844	7.710
Mini Bugz	0.602	0.875	0.412	0.000	5.859	0.000	0.000	0.000	0.000	0.000	1.568	0.000	0.000	1.593	0.000	0.000
Niltagghu	0.196	0.000	0.332	0.000	0.000	0.000	0.676	0.000	0.000	0.000	0.000	0.629	0.000	0.000	0.000	0.000
Sas-Sitta	0.243	0.000	0.412	0.000	2.364	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.593	0.000	0.000
Vitalita`	0.547	0.000	0.927	0.000	0.000	0.000	1.010	0.000	1.227	0.000	1.278	0.000	0.000	1.666	0.000	0.000
19:00-20:30																
Lift	0.567	0.624	0.528	9.662	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.001	1.884	0.000	0.000	0.000
NET News	18.350	26.450	12.718	0.000	5.065	0.000	20.831	12.484	34.403	37.988	13.919	23.097	20.452	13.102	14.098	28.176
20:30-22:00																
Blog TV	0.178	0.000	0.302	0.000	0.000	0.000	0.000	0.609	0.000	0.000	0.778	0.000	0.000	0.000	0.000	0.000
News Room	1.413	1.304	1.490	4.358	0.000	0.000	3.381	0.000	0.000	6.599	2.057	0.629	1.884	1.830	1.825	0.000
Replay	5.297	12.916	0.000	4.670	11.777	10.828	6.035	3.600	3.714	0.000	6.007	6.878	4.530	5.289	0.000	6.504
Rubini	28.745	18.247	36.044	37.294	38.591	52.499	28.956	31.285	18.708	0.000	29.969	27.061	32.174	36.889	24.202	11.932
Simpatici	10.256	14.575	7.253	26.640	5.159	12.224	6.943	12.475	9.576	9.105	7.219	11.034	9.851	6.405	12.172	25.940
Skoperti	1.957	2.669	1.462	0.000	0.000	0.000	3.516	1.450	2.486	0.000	3.198	2.495	0.000	2.946	0.000	0.000
Ucuh	0.261	0.637	0.000	0.000	0.000	0.000	0.000	0.894	0.000	0.000	1.142	0.000	0.000	0.000	0.000	0.000
22:00-24:00																
Previous Schedules																
F'Bahar Wiehed	0.178	0.000	0.302	0.000	0.000	0.000	0.000	0.609	0.000	0.000	0.778	0.000	0.000	0.000	0.000	0.000
Mr Fisherman	0.218	0.532	0.000	0.000	0.000	0.000	0.754	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	3.924
NAR: Nies, Arti, Realta`	1.529	1.840	1.313	0.000	2.490	0.000	0.732	3.630	0.000	0.000	0.000	1.499	1.884	1.661	4.770	0.000
Puree	5.855	4.119	7.061	0.000	13.384	0.000	5.462	6.358	4.159	6.599	4.663	5.202	8.773	4.781	10.750	0.000
Rih Isfel	6.409	5.294	7.185	13.156	7.900	0.000	5.537	7.012	4.173	11.404	10.968	5.488	8.273	2.951	5.319	0.000
	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 [JAN/MAR 2011]**

		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																
Habbejtek	35.582	0.000	45.386	0.000	0.000	100.000	100.000	0.000	0.000	0.000	0.000	100.000	0.000	43.540	0.000	0.000
A to Z Teleshopping	17.818	0.000	22.727	0.000	0.000	0.000	0.000	41.614	0.000	0.000	0.000	0.000	0.000	56.460	0.000	0.000
12:00-19:00																
Fil-kcina ma Farah	24.999	0.000	31.887	0.000	0.000	0.000	0.000	58.386	0.000	0.000	100.000	0.000	0.000	0.000	0.000	0.000
19:00-20:30																
SMASH News	21.602	100.000	0.000	0.000	0.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000	100.000	0.000	0.000	0.000
20:30-22:00																
Previous Schedules																
	100	100	100	0	100	100	100	100	100	0	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 [JAN/MAR 2011]**

No programme schedules were received by this station

**TABLE 9.9: WEIGHTED 'EDUCATION 22' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2011]**

		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															
12:00-19:00																
Lux Design	42.021	0.000	100	0.000	0.000	0.000	0.000	42.021	0.000	0.000	100	0.000	0.000	0.000	0.000	0.000
Tigrijiet Biss [Korsa]	57.979	100	0.000	0.000	0.000	0.000	0.000	57.979	0.000	0.000	0.000	100	0.000	0.000	0.000	0.000
	100	100	100	0	0	0	0	100	0	0	100	100	0	0	0	0

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 [JAN/MAR 2011]**

		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															
12:00-19:00																
Niskata	32.948	0.000	64.823	0.000	0.000	0.000	59.913	50.000	22.618	0.000	100	50.000	0.000	36.131	0.000	0.000
Int u Darek	11.851	24.101	0.000	0.000	0.000	100	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	0.000
19:00-20:30																
News Favorite	10.871	22.107	0.000	0.000	0.000	0.000	0.000	0.000	22.539	0.000	0.000	0.000	0.000	36.006	0.000	0.000
20:30-22:00																
Sejjahtli	31.105	26.896	35.177	0.000	0.000	0.000	40.087	50.000	27.421	0.000	0.000	50.000	50.000	27.863	0.000	0.000
Fredu l-Fra	13.225	26.896	0.000	0.000	0.000	0.000	0.000	0.000	27.421	0.000	0.000	0.000	50.000	0.000	0.000	0.000
22:00-24:00																
Sahta fuq uliedi	8.79	0.00	10.87	0.00	0.00	0.00	0.00	0.00	13.73	0.00	0.00	0.00	0.00	50.00	0.00	0.00
	100	100	100	0	0	100	100	100	100	0	100	100	100	100	100	0

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 [JAN/MAR 2011]**

Totals may not tally due to weighting and rounding off

**TABLE 9.12: WEIGHTED 'UNCLASSIFIED' FAVORITE PROGRAMMES BY TIME BRACKETS:
BY GENDER, AGE GROUPS AND DISTRICTS [JAN/MAR 2011]**

Unclassified	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
Teleshopping Proceduri (Hamis on One tv)	25.300	0.000	43.903	0.000	0.000	0.000	59.913	0.000	0.000	0.000	62.163	0.000	0.000	0.000	0.000	0.000
Il-Muftieh	21.248	50.145	0.000	0.000	0.000	0.000	0.000	57.979	0.000	0.000	0.000	50.145	0.000	0.000	0.000	0.000
Kick Off	21.125	49.855	0.000	0.000	100	0.000	0.000	0.000	0.000	0.000	0.000	49.855	0.000	0.000	0.000	0.000
House and Fashion	16.928	0.000	29.375	0.000	0.000	0.000	40.087	0.000	0.000	0.000	0.000	0.000	0.000	100	0.000	0.000
Sahhtek Kollox	15.399	0.000	26.722	0.000	0.000	0.000	0.000	42.021	0.000	0.000	37.837	0.000	0.000	0.000	0.000	0.000
	100	100	100	0	100	0	100	100	0	0	100	100	0	100	0	0

Totals may not tally due to weighting and rounding off

The above "Table 9.12: Unclassified" lists 'programme names' as specified by respondents. This can be clearly seen since *Kick Off* is a sports programmes on Melita Cable plc.

APPENDIX A: QUESTIONNAIRE



Respondent ID: _____	Tel No: _____
Date of Survey: _____	
Name & ID of Interviewer: _____	

Jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika. Bhalissa qegħdin nagħmlu s tharriġ 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? (Imminka kull fejn japplika)	
Aerial (<i>Free-to-air</i>)	<input type="checkbox"/> (1)
Melita Cable	<input type="checkbox"/> (2)
GO digital aerial	<input type="checkbox"/> (3)
Satellita'	<input type="checkbox"/> (4)
Internet (<i>incl. Dreambox</i>)	<input type="checkbox"/> (5)
Mod ieħor	<input type="checkbox"/> (6)
M'għandix televiżjoni	<input type="checkbox"/> (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? (Imminka waħda biss)	
TVM	<input type="checkbox"/> (1)
ONE	<input type="checkbox"/> (2)
Net TV	<input type="checkbox"/> (3)
Smash TV	<input type="checkbox"/> (4)
Education 22	<input type="checkbox"/> (5)
iTV	<input type="checkbox"/> (6)
Favorite TV	<input type="checkbox"/> (7)
Calypso TV	<input type="checkbox"/> (8)
Rai 1	<input type="checkbox"/> (9)
Rai 2	<input type="checkbox"/> (10)
Rai 3	<input type="checkbox"/> (11)
Rete 4	<input type="checkbox"/> (12)
Canale 5	<input type="checkbox"/> (13)
Italia 1	<input type="checkbox"/> (14)
Discovery Channel	<input type="checkbox"/> (15)
MTV	<input type="checkbox"/> (16)
BBC Prime / World / Ent	<input type="checkbox"/> (17)
Stazzjon ieħor (<i>Specifika</i>)	<input type="checkbox"/> (18)
M'hemmx stazzjon wiehed	<input type="checkbox"/> (20)
Ma niftakarx	<input type="checkbox"/> (21)
Ma rajtx televiżjoni	<input type="checkbox"/> (22)
Ma tax risposta	<input type="checkbox"/> (23)

} 3

} 4

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

6a. X'sistema' tar-radju għandek id-dar? (Immarka kull fejn japplika)	
FM	<input type="checkbox"/> (1)
Diġitali	<input type="checkbox"/> (2)
Oħrajn	<input type="checkbox"/> (3)
M'għandix radju d-dar	<input type="checkbox"/> (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-ħin tiegħek. Biex infakkrek jiena (għid ismek) mill-Uffiċċju Nazzjonali ta' l-Istatistika.

APPENDIX B: 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 C: LIST OF COMMUNITY RADIO STATION LICENCES
ISSUED DURING JULY 2010 – MARCH 2011

Lic. No	Station	Duration	Valid From	Freq MHz	Power Watts	2010						2011		
						Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
354	VSB FM 103.40	2 yrs	1-Jan-09	103.4	9	X	X	X	X	X	X			
356	Lehen il-Guzeppini [Ghaxaq]	2 yrs	2-Feb-09	89.1	9	X	X	X	X	X	X	X		
361/457	Energy FM Radio [Fgura]	2 years	24-Mar-22	96.4	6	X	X	X	X	X	X	X	X	X
383	Radju Xeb-er-ras	2 years	25-Jul-09	90.8	6.5	X	X	X	X	X	X	X	X	X
384	BKR Radio 94.5FM	2 years	1-Aug-09	94.5	7.4	X	X	X	X	X	X	X	X	X
388	Kiss FM	2 years	8-Oct-09	91.3	12	X	X	X	X	X	X	X	X	X
398	Bastjanizi FM	2 years	23-Nov-09	95	8.8	X	X	X	X	X	X	X	X	X
401	96.1 Vilhena FM	2 years	3-Dec-09	96.1	6.3	X	X	X	X	X	X	X	X	X
406	Radju Hompesch	2 years	20-Mar-10	90	7.4	X	X	X	X	X	X	X	X	X
407	Radju Vilhena	2 years	14-Jan-10	106	5.6	X	X	X	X	X	X	X	X	X
411	Pure Gold Christian Radio	2 years	1-May-10	97.8	9.6	X	X	X	X	X	X	X	X	X
417	Lehen il-Belt Victoria	2 years	25-Jun-10	104	4.3	X	X	X	X	X	X	X	X	X
421	Christian Light Radio	2 years	17-Jun-10	105.4	4.6	X	X	X	X	X	X	X	X	X
350/448	Radju Bambina	2 years	13-Dec-10	98.3	7.6	X	X	X	X	X	X	X	X	X
346/449	Radju Luminarja	2 years	14-Dec-10	106.9	4.2	X	X	X	X	X	X	X	X	X
349/450	Radju Katidral	2 years	1-Dec-10	90.9	2.8	X	X	X	X	X	X	X	X	X
330/435	Kottoner 98FM	2 years	29-Jul-10	98	9.9	X	X	X	X	X	X	X	X	X
334/439	Radio Sacro Cuor Sliema	2 years	15-Nov-10	105.2	7.2	X	X	X	X	X	X	X	X	X
337/441	Deejays Radio 95.6FM	2 years	23-Nov-10	95.6	5.5	X	X	X	X	X	X	X	X	X
425	Radio Galaxy	2 years	14-Jun-10	105	9.1	X	X	X	X	X	X	X	X	X
430/452	Power FM	2 years	1-Jan-11	90.4	5	X	X	X	X	X	X	X	X	X
359/455	Lehen il-Belt Gorgjana [Qormi]	2 years	1-Mar-11	105.6	6.7	X	X	X	X	X	X	X	X	X
365/456	Radju Lehen il-Qala	2 years	17-Feb-11	106.3	0.5	X	X	X	X	X	X	X	X	X
352/458	Radju Sokkors	2 years	1-Mar-11	95.1	2.8	X	X	X	X	X	X	X	X	X
357/459	Radju Prekursur [Xewkija]	2 years	19-Feb-11	99.3	4.6	X	X	X	X	X	X	X	X	X
427	Big FM	6 months	11-Jun-10	107.1	8.7	X	X	X	X	X				
451	Big FM	2 years	1-Jan-11	107.1	8.9							X	X	X
423	Radju Banda Fgura FM	1 month	2-Jul-10	93.1	5.9	X								
424	Lehen il-Karmelitani	1 month	26-Jun-10	101.4	8.5	X								
446	Lehen il-Karmelitani	1 month	1-Dec-10	101.4	8.5						X			
431	Radju 15 t'Awwissu (Qrendi)	25 days	23-Jul-10	98.3	3.5	X								
447	Radju 15 t'Awwissu (Qrendi)	21 days	13-Dec-10	98.3	3.5						X			
432	Intl Bible Students Association	3 days	10-Sep-10	108	0.5			X						
433	Radju Lauretana	29 days	2-Aug-10	96.5	4.3		X							
443	Radju Lauretana	1 month	8-Dec-10	95.6	4.3						X			
434	Radio Leonardo	12 days	13-Aug-10	105.2	4.9		X							
436	Radju Marija Bambina	30 days	21-Aug-10	90.2	11.9		X							
438	Trinitarji FM	1 month	3-Dec-12	89.3	8.8						X			
440	Radju Sant'Andrija	1 month	15-Nov-10	88.4	9.4					X				
442	Tal-Gilju FM	11 days	3-Dec-10	95.4	3.6						X			
444	Radju Elenjani	1 month	9-Dec-10	95.8	10.6						X			
445	Radju Marija Assunta	1 month	1-Dec-10	98.9	9.1						X			

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

The follow data is being presented for the sake of simplicity. The original calculations for radio audiences by half-hour slots can be found in Part Two, Tables 6.3.a-g. From these latter tables, data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARL.	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
0:30	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
1:00	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
1:30	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
2:00	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
2:30	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
3:00	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
3:30	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
4:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	365,000	367
4:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	365,000	367
5:00	0	0	0	2,000	0	0	2,000	3,000	0	0	0	0	0	0	0	0	360,000	367
5:30	0	0	0	2,000	0	0	5,000	3,000	0	0	0	0	0	2,000	0	0	355,000	367
6:00	2,000	0	0	6,000	0	2,000	6,000	3,000	0	0	0	0	0	2,000	0	0	348,000	367
6:30	2,000	0	0	6,000	0	2,000	6,000	3,000	0	2,000	0	0	0	2,000	0	2,000	344,000	367
7:00	3,000	0	2,000	8,000	6,000	8,000	9,000	5,000	5,000	2,000	0	2,000	2,000	2,000	0	0	316,000	367
7:30	3,000	0	0	7,000	6,000	8,000	11,000	5,000	4,000	2,000	0	2,000	6,000	2,000	0	0	314,000	367
8:00	5,000	0	2,000	9,000	2,000	15,000	14,000	5,000	6,000	3,000	2,000	4,000	10,000	2,000	0	2,000	291,000	367
8:30	8,000	0	3,000	11,000	2,000	12,000	12,000	5,000	4,000	3,000	2,000	2,000	8,000	0	0	2,000	301,000	367
9:00	10,000	0	5,000	11,000	2,000	13,000	12,000	3,000	4,000	3,000	5,000	4,000	5,000	2,000	0	3,000	295,000	367
9:30	10,000	0	5,000	11,000	2,000	14,000	12,000	3,000	4,000	3,000	2,000	4,000	5,000	2,000	0	3,000	297,000	367
10:00	10,000	0	4,000	13,000	2,000	15,000	10,000	5,000	4,000	3,000	2,000	3,000	3,000	2,000	0	3,000	298,000	367
10:30	10,000	0	4,000	14,000	2,000	14,000	10,000	5,000	4,000	3,000	2,000	3,000	3,000	2,000	0	3,000	298,000	367
11:00	10,000	0	3,000	11,000	2,000	14,000	12,000	5,000	4,000	3,000	2,000	3,000	3,000	4,000	0	4,000	297,000	367
11:30	10,000	0	3,000	11,000	2,000	14,000	12,000	5,000	4,000	3,000	2,000	3,000	3,000	2,000	0	3,000	300,000	367
NOON	6,000	0	2,000	7,000	2,000	10,000	6,000	3,000	2,000	3,000	2,000	2,000	3,000	2,000	0	2,000	321,000	367
0:30	6,000	0	2,000	7,000	2,000	8,000	6,000	3,000	2,000	3,000	2,000	2,000	3,000	2,000	0	2,000	323,000	367
1:00	4,000	0	3,000	5,000	2,000	10,000	6,000	3,000	2,000	4,000	2,000	2,000	3,000	2,000	0	2,000	321,000	367
1:30	4,000	0	2,000	6,000	2,000	10,000	6,000	2,000	2,000	3,000	2,000	2,000	3,000	2,000	0	2,000	323,000	367
2:00	4,000	0	3,000	3,000	2,000	8,000	6,000	2,000	2,000	4,000	2,000	2,000	3,000	0	0	2,000	328,000	367
2:30	4,000	0	2,000	3,000	2,000	10,000	6,000	2,000	2,000	4,000	2,000	3,000	3,000	0	0	2,000	326,000	367
3:00	6,000	0	2,000	3,000	2,000	8,000	4,000	2,000	2,000	5,000	2,000	3,000	3,000	3,000	0	2,000	326,000	367
3:30	6,000	0	2,000	3,000	2,000	7,000	4,000	2,000	2,000	4,000	2,000	3,000	3,000	2,000	0	3,000	328,000	367
4:00	3,000	0	0	3,000	3,000	14,000	4,000	5,000	0	4,000	2,000	2,000	2,000	2,000	0	2,000	324,000	367
4:30	3,000	0	0	3,000	3,000	9,000	4,000	5,000	0	4,000	2,000	2,000	2,000	2,000	0	0	331,000	367
5:00	3,000	0	0	4,000	3,000	7,000	4,000	7,000	0	3,000	2,000	2,000	2,000	2,000	0	0	331,000	367
5:30	3,000	0	2,000	7,000	3,000	6,000	5,000	7,000	0	1,000	3,000	2,000	2,000	2,000	0	0	327,000	367
6:00	0	0	0	6,000	2,000	6,000	5,000	4,000	0	1,000	3,000	3,000	3,000	0	0	0	334,000	367
6:30	0	0	2,000	6,000	2,000	6,000	4,000	4,000	0	1,000	2,000	3,000	2,000	0	0	0	335,000	367
7:00	2,000	0	2,000	4,000	0	6,000	3,000	3,000	0	0	2,000	0	2,000	0	0	0	345,000	367
7:30	2,000	0	3,000	0	0	6,000	3,000	2,000	0	0	0	0	2,000	2,000	0	0	349,000	367
8:00	0	0	3,000	0	0	1,000	2,000	0	0	0	0	0	0	0	0	0	361,000	367
8:30	0	0	2,000	0	0	1,000	2,000	0	0	0	0	0	0	0	0	0	362,000	367
9:00	0	0	2,000	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	361,000	367
9:30	0	0	2,000	2,000	0	2,000	0	0	0	0	0	0	0	0	0	0	361,000	367
10:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
10:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
11:00	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367
11:30	0	0	0	0	0	0	0	1,000	0	0	0	0	0	0	0	0	366,000	367

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

RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000
4:30	0	0	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	0	367,000
5:00	0	0	2,000	3,000	0	0	0	3,000	0	2,000	0	0	0	0	0	0	0	364,000
5:30	0	0	2,000	5,000	0	0	2,000	0	0	5,000	0	2,000	2,000	0	0	0	0	357,000
6:00	2,000	0	2,000	7,000	0	0	2,000	3,000	0	5,000	0	7,000	2,000	0	0	0	0	349,000
6:30	4,000	0	3,000	12,000	0	7,000	2,000	8,000	3,000	5,000	0	8,000	4,000	2,000	0	0	0	339,000
7:00	3,000	0	5,000	14,000	0	9,000	2,000	7,000	3,000	5,000	0	7,000	6,000	0	0	0	0	313,000
7:30	6,000	0	7,000	12,000	3,000	8,000	3,000	7,000	6,000	4,000	0	10,000	8,000	0	0	0	0	309,000
8:00	5,000	0	6,000	11,000	0	6,000	5,000	8,000	5,000	5,000	0	9,000	8,000	0	2,000	0	0	299,000
8:30	8,000	0	6,000	14,000	5,000	7,000	9,000	6,000	8,000	6,000	0	8,000	9,000	0	0	0	0	302,000
9:00	10,000	0	6,000	13,000	5,000	7,000	9,000	7,000	8,000	8,000	0	8,000	9,000	0	0	0	0	289,000
9:30	12,000	0	6,000	10,000	6,000	5,000	7,000	8,000	6,000	8,000	0	6,000	9,000	0	0	0	0	287,000
10:00	12,000	0	6,000	10,000	5,000	5,000	7,000	7,000	6,000	8,000	0	6,000	9,000	0	0	0	0	296,000
10:30	10,000	0	6,000	12,000	5,000	5,000	6,000	6,000	5,000	7,000	0	6,000	9,000	0	0	0	0	298,000
11:00	8,000	0	6,000	15,000	5,000	5,000	8,000	6,000	5,000	7,000	0	6,000	9,000	0	0	0	0	300,000
11:30	4,000	0	5,000	11,000	0	3,000	6,000	4,000	3,000	5,000	0	6,000	7,000	0	0	0	0	295,000
NOON	3,000	0	5,000	10,000	0	3,000	6,000	4,000	2,000	5,000	0	6,000	7,000	0	0	0	0	317,000
0:30	2,000	0	3,000	8,000	0	3,000	6,000	4,000	4,000	3,000	0	6,000	7,000	0	0	0	0	319,000
1:00	3,000	0	3,000	6,000	0	3,000	6,000	4,000	4,000	3,000	0	6,000	7,000	0	0	0	0	323,000
1:30	4,000	0	3,000	5,000	0	3,000	6,000	8,000	5,000	3,000	0	5,000	7,000	0	0	0	0	325,000
2:00	3,000	0	3,000	5,000	0	5,000	5,000	6,000	5,000	3,000	0	5,000	7,000	0	0	0	0	322,000
2:30	3,000	0	3,000	5,000	2,000	4,000	5,000	7,000	0	5,000	0	4,000	5,000	0	0	0	0	323,000
3:00	3,000	0	3,000	7,000	2,000	3,000	5,000	7,000	0	4,000	0	4,000	5,000	0	0	0	0	327,000
3:30	2,000	0	2,000	7,000	4,000	7,000	3,000	6,000	0	7,000	0	2,000	5,000	0	0	0	0	327,000
4:00	2,000	0	2,000	7,000	4,000	8,000	3,000	6,000	0	6,000	0	2,000	4,000	0	0	0	0	324,000
4:30	2,000	0	2,000	7,000	2,000	4,000	5,000	10,000	0	7,000	0	2,000	5,000	2,000	0	0	0	325,000
5:00	2,000	0	2,000	8,000	2,000	4,000	5,000	6,000	0	5,000	0	2,000	6,000	2,000	0	0	0	321,000
5:30	2,000	0	0	6,000	0	6,000	5,000	7,000	0	4,000	0	2,000	5,000	0	0	0	0	325,000
6:00	2,000	0	0	4,000	0	2,000	4,000	5,000	0	4,000	0	2,000	5,000	0	0	0	0	332,000
6:30	2,000	0	0	6,000	0	2,000	2,000	3,000	0	3,000	0	2,000	2,000	2,000	0	0	0	341,000
7:00	2,000	0	0	6,000	0	0	2,000	3,000	0	0	0	2,000	2,000	0	0	0	0	345,000
7:30	2,000	0	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	352,000
8:00	0	0	2,000	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	362,000
8:30	2,000	0	0	3,000	0	2,000	2,000	0	0	0	0	0	0	0	0	0	0	360,000
9:00	0	0	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	360,000
9:30	0	0	0	3,000	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	0	362,000
10:00	2,000	0	0	3,000	0	0	2,000	0	0	0	0	0	0	0	2,000	0	0	358,000
10:30	0	0	0	3,000	0	0	2,000	0	0	0	0	0	0	0	0	0	0	360,000
11:00	0	0	0	2,000	0	0	4,000	0	0	0	0	0	0	0	0	0	0	362,000
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	361,000

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

RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	365,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	365,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	365,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	0	365,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	365,000	367
4:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	365,000	367
5:00	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	363,000	367
5:30	3,000	0	0	2,000	0	0	0	3,000	0	0	0	0	0	0	0	0	362,000	367
6:00	3,000	0	0	5,000	2,000	0	0	3,000	0	1,000	0	0	0	0	0	0	356,000	367
6:30	3,000	0	0	5,000	2,000	0	0	3,000	0	1,000	0	0	0	0	0	0	356,000	367
7:00	7,000	0	3,000	14,000	2,000	12,000	8,000	7,000	3,000	6,000	0	2,000	3,000	0	0	0	307,000	367
7:30	7,000	0	6,000	14,000	2,000	8,000	8,000	5,000	3,000	7,000	0	2,000	3,000	0	0	0	309,000	367
8:00	6,000	0	6,000	16,000	2,000	19,000	13,000	5,000	3,000	8,000	0	2,000	3,000	2,000	0	0	288,000	367
8:30	10,000	0	4,000	16,000	2,000	11,000	13,000	5,000	3,000	6,000	0	2,000	3,000	2,000	0	0	300,000	367
9:00	15,000	0	5,000	14,000	2,000	9,000	10,000	7,000	5,000	5,000	2,000	4,000	3,000	3,000	0	0	298,000	367
9:30	15,000	0	5,000	14,000	2,000	9,000	10,000	7,000	5,000	5,000	2,000	4,000	3,000	3,000	0	0	298,000	367
10:00	16,000	0	5,000	15,000	2,000	9,000	13,000	7,000	2,000	5,000	0	6,000	3,000	3,000	0	0	297,000	367
10:30	16,000	0	5,000	15,000	2,000	8,000	13,000	7,000	2,000	5,000	0	6,000	3,000	3,000	0	0	298,000	367
11:00	16,000	0	7,000	14,000	2,000	8,000	8,000	7,000	2,000	5,000	0	6,000	3,000	3,000	0	0	302,000	367
11:30	16,000	0	5,000	16,000	2,000	8,000	8,000	7,000	2,000	5,000	0	6,000	3,000	3,000	0	0	302,000	367
NOON	8,000	0	6,000	16,000	2,000	9,000	9,000	6,000	2,000	5,000	0	2,000	3,000	2,000	2,000	0	303,000	367
0:30	8,000	0	6,000	13,000	2,000	11,000	7,000	4,000	2,000	5,000	0	2,000	3,000	2,000	2,000	0	308,000	367
1:00	8,000	0	7,000	12,000	2,000	9,000	9,000	3,000	2,000	3,000	0	2,000	0	0	2,000	0	316,000	367
1:30	8,000	0	6,000	11,000	2,000	9,000	10,000	2,000	2,000	3,000	0	2,000	0	0	2,000	0	318,000	367
2:00	6,000	0	9,000	10,000	2,000	6,000	12,000	2,000	2,000	2,000	0	4,000	0	0	0	0	318,000	367
2:30	6,000	0	6,000	10,000	2,000	6,000	14,000	2,000	2,000	2,000	0	2,000	0	0	0	0	321,000	367
3:00	4,000	0	4,000	11,000	2,000	9,000	15,000	0	2,000	2,000	0	2,000	0	2,000	0	0	318,000	367
3:30	4,000	0	4,000	11,000	2,000	8,000	11,000	0	2,000	2,000	0	2,000	0	0	0	0	325,000	367
4:00	4,000	0	4,000	12,000	2,000	9,000	4,000	4,000	0	4,000	0	2,000	2,000	0	2,000	0	322,000	367
4:30	4,000	0	4,000	12,000	2,000	6,000	4,000	2,000	0	4,000	0	2,000	0	0	2,000	0	329,000	367
5:00	3,000	0	0	12,000	2,000	4,000	2,000	5,000	0	2,000	2,000	2,000	0	3,000	2,000	0	331,000	367
5:30	3,000	0	2,000	10,000	2,000	3,000	3,000	5,000	2,000	2,000	2,000	2,000	0	2,000	2,000	0	330,000	367
6:00	5,000	0	0	6,000	0	4,000	3,000	5,000	2,000	2,000	2,000	0	0	0	2,000	0	341,000	367
6:30	3,000	0	0	6,000	0	3,000	3,000	5,000	0	3,000	2,000	2,000	0	0	2,000	0	341,000	367
7:00	3,000	0	2,000	6,000	0	2,000	4,000	4,000	0	0	0	0	0	0	2,000	0	347,000	367
7:30	2,000	0	0	4,000	0	2,000	5,000	6,000	0	0	0	0	0	0	2,000	0	348,000	367
8:00	2,000	0	0	1,000	0	0	4,000	2,000	0	0	0	0	0	0	2,000	0	358,000	367
8:30	0	0	0	0	0	0	4,000	0	0	0	0	0	0	0	2,000	0	361,000	367
9:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	2,000	0	363,000	367
9:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	2,000	0	363,000	367
10:00	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	361,000	367
10:30	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	2,000	0	361,000	367
11:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	363,000	367
11:30	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	2,000	0	363,000	367

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

RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	365,000	367
2:30	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	365,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	365,000	367
4:30	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	365,000	367
5:00	0	0	0	2,000	0	2,000	0	2,000	0	2,000	0	0	0	0	0	0	359,000	367
5:30	0	0	0	3,000	2,000	2,000	2,000	2,000	0	2,000	0	0	0	0	0	0	354,000	367
6:00	0	0	0	4,000	2,000	2,000	7,000	2,000	0	4,000	0	0	0	0	2,000	0	344,000	367
6:30	0	0	2,000	5,000	2,000	2,000	7,000	4,000	0	3,000	2,000	0	0	0	0	0	340,000	367
7:00	2,000	0	6,000	9,000	2,000	7,000	9,000	0	0	4,000	0	2,000	0	0	2,000	0	326,000	367
7:30	3,000	0	4,000	10,000	3,000	10,000	11,000	0	0	4,000	2,000	3,000	0	0	0	0	320,000	367
8:00	9,000	0	2,000	7,000	0	10,000	15,000	5,000	0	4,000	0	3,000	0	0	2,000	0	319,000	367
8:30	9,000	0	3,000	9,000	0	5,000	13,000	3,000	0	4,000	0	4,000	0	0	2,000	0	324,000	367
9:00	20,000	0	3,000	13,000	0	7,000	17,000	5,000	2,000	4,000	2,000	5,000	0	2,000	2,000	0	305,000	367
9:30	21,000	0	3,000	12,000	0	7,000	17,000	6,000	2,000	4,000	2,000	5,000	0	0	2,000	0	307,000	367
10:00	22,000	0	5,000	10,000	0	7,000	16,000	9,000	2,000	5,000	2,000	2,000	0	2,000	2,000	0	305,000	367
10:30	22,000	0	5,000	10,000	0	5,000	16,000	9,000	2,000	5,000	2,000	2,000	0	2,000	2,000	0	307,000	367
11:00	19,000	0	3,000	10,000	0	5,000	15,000	9,000	2,000	4,000	2,000	2,000	0	2,000	2,000	0	311,000	367
11:30	19,000	0	3,000	10,000	0	7,000	13,000	9,000	2,000	4,000	2,000	2,000	0	2,000	2,000	0	311,000	367
NOON	2,000	0	3,000	9,000	2,000	7,000	9,000	4,000	2,000	4,000	2,000	0	0	2,000	2,000	0	321,000	367
0:30	2,000	0	3,000	8,000	0	7,000	9,000	2,000	2,000	4,000	2,000	0	0	2,000	2,000	0	326,000	367
1:00	2,000	0	6,000	4,000	0	7,000	8,000	2,000	4,000	4,000	2,000	0	0	0	2,000	0	328,000	367
1:30	2,000	0	5,000	4,000	0	7,000	8,000	3,000	2,000	4,000	2,000	0	0	0	2,000	0	330,000	367
2:00	2,000	0	3,000	4,000	2,000	4,000	10,000	3,000	2,000	4,000	2,000	2,000	2,000	0	2,000	0	327,000	367
2:30	2,000	0	4,000	4,000	2,000	4,000	7,000	2,000	2,000	4,000	2,000	2,000	2,000	0	2,000	0	330,000	367
3:00	2,000	0	5,000	4,000	2,000	5,000	7,000	2,000	2,000	6,000	2,000	2,000	2,000	2,000	2,000	0	324,000	367
3:30	2,000	0	5,000	3,000	2,000	5,000	7,000	2,000	2,000	6,000	2,000	2,000	2,000	2,000	2,000	2,000	323,000	367
4:00	2,000	0	4,000	3,000	2,000	7,000	7,000	3,000	2,000	4,000	2,000	0	0	2,000	2,000	2,000	327,000	367
4:30	2,000	0	4,000	3,000	2,000	4,000	6,000	3,000	2,000	4,000	2,000	0	0	2,000	2,000	0	333,000	367
5:00	2,000	0	3,000	0	4,000	6,000	4,000	5,000	2,000	4,000	2,000	0	0	2,000	2,000	0	333,000	367
5:30	2,000	0	6,000	0	2,000	7,000	4,000	5,000	2,000	5,000	2,000	0	0	2,000	2,000	0	330,000	367
6:00	0	0	5,000	0	3,000	7,000	2,000	5,000	2,000	4,000	4,000	0	0	3,000	2,000	0	330,000	367
6:30	0	0	4,000	0	2,000	5,000	2,000	5,000	2,000	6,000	4,000	0	0	2,000	2,000	0	333,000	367
7:00	0	0	0	0	2,000	4,000	0	2,000	0	3,000	3,000	0	0	2,000	0	0	351,000	367
7:30	0	0	0	1,000	0	4,000	0	3,000	0	2,000	0	0	0	2,000	0	0	355,000	367
8:00	0	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	0	0	364,000	367
8:30	0	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	0	0	364,000	367
9:00	0	0	0	1,000	0	0	0	0	0	0	0	0	0	0	0	0	366,000	367
9:30	0	0	0	1,000	0	2,000	0	0	0	0	0	0	0	0	0	0	364,000	367
10:00	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	0	0	0	0	361,000	367
10:30	0	0	2,000	0	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	359,000	367
11:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	365,000	367
11:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367

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

RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367
4:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367
5:00	0	0	0	2,000	0	0	0	2,000	0	3,000	0	0	0	0	0	2,000	358,000	367
5:30	0	0	0	2,000	0	0	0	4,000	0	2,000	0	2,000	0	2,000	0	2,000	353,000	367
6:00	0	0	0	7,000	2,000	2,000	0	7,000	0	0	0	2,000	0	2,000	4,000	2,000	339,000	367
6:30	0	0	0	11,000	3,000	0	2,000	3,000	0	0	0	2,000	0	0	4,000	2,000	340,000	367
7:00	2,000	0	2,000	14,000	4,000	7,000	2,000	3,000	4,000	3,000	0	7,000	2,000	2,000	0	2,000	315,000	367
7:30	2,000	0	3,000	17,000	8,000	5,000	2,000	3,000	2,000	3,000	0	7,000	3,000	2,000	0	2,000	310,000	367
8:00	2,000	0	3,000	21,000	7,000	9,000	6,000	3,000	2,000	3,000	0	9,000	0	3,000	2,000	2,000	297,000	367
8:30	4,000	0	3,000	20,000	5,000	7,000	7,000	5,000	2,000	3,000	0	9,000	0	3,000	0	2,000	301,000	367
9:00	4,000	2,000	3,000	25,000	5,000	6,000	15,000	5,000	2,000	3,000	0	9,000	0	5,000	0	0	287,000	367
9:30	4,000	2,000	3,000	26,000	5,000	6,000	15,000	5,000	2,000	3,000	0	9,000	0	5,000	0	0	286,000	367
10:00	4,000	2,000	2,000	23,000	5,000	7,000	15,000	5,000	2,000	5,000	0	9,000	0	5,000	0	0	287,000	367
10:30	6,000	2,000	2,000	23,000	5,000	7,000	14,000	5,000	2,000	5,000	0	9,000	0	5,000	0	0	288,000	367
11:00	6,000	2,000	2,000	24,000	6,000	9,000	12,000	5,000	2,000	3,000	0	9,000	0	5,000	0	0	288,000	367
11:30	6,000	2,000	2,000	24,000	6,000	9,000	12,000	5,000	0	3,000	0	9,000	0	5,000	0	0	290,000	367
NOON	6,000	0	0	23,000	4,000	5,000	11,000	5,000	0	0	2,000	9,000	0	2,000	2,000	0	304,000	367
0:30	3,000	0	0	21,000	6,000	3,000	11,000	4,000	0	0	0	9,000	0	2,000	0	0	311,000	367
1:00	2,000	0	0	17,000	8,000	0	10,000	4,000	0	0	0	9,000	0	0	0	0	319,000	367
1:30	2,000	0	0	17,000	6,000	0	10,000	4,000	0	0	0	9,000	0	0	0	0	321,000	367
2:00	2,000	0	0	15,000	3,000	0	13,000	2,000	0	0	0	7,000	0	0	3,000	0	324,000	367
2:30	2,000	0	0	15,000	3,000	0	13,000	2,000	0	0	0	7,000	0	0	3,000	0	324,000	367
3:00	3,000	0	2,000	14,000	2,000	2,000	10,000	2,000	0	0	0	10,000	0	0	3,000	0	322,000	367
3:30	3,000	0	2,000	14,000	2,000	4,000	10,000	2,000	0	0	0	10,000	0	2,000	3,000	0	318,000	367
4:00	0	0	0	16,000	2,000	10,000	5,000	2,000	0	0	0	8,000	2,000	2,000	2,000	0	318,000	367
4:30	0	0	0	15,000	2,000	10,000	7,000	2,000	0	0	0	8,000	0	0	2,000	0	321,000	367
5:00	0	0	0	10,000	2,000	2,000	3,000	3,000	0	0	0	6,000	4,000	0	2,000	0	335,000	367
5:30	0	0	0	10,000	2,000	4,000	3,000	3,000	0	0	0	6,000	0	0	2,000	0	337,000	367
6:00	2,000	0	0	7,000	5,000	4,000	0	2,000	0	2,000	0	4,000	0	0	2,000	0	341,000	367
6:30	0	0	0	7,000	4,000	4,000	0	2,000	0	3,000	0	2,000	0	0	0	0	345,000	367
7:00	0	0	0	6,000	6,000	0	2,000	4,000	0	2,000	0	2,000	0	2,000	0	0	343,000	367
7:30	0	0	0	6,000	6,000	2,000	0	4,000	0	2,000	0	2,000	0	2,000	0	0	343,000	367
8:00	0	0	2,000	2,000	2,000	0	0	2,000	0	2,000	0	3,000	0	0	0	0	354,000	367
8:30	0	0	2,000	2,000	0	0	2,000	2,000	0	2,000	0	2,000	0	0	0	0	355,000	367
9:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367
9:30	0	0	0	4,000	0	0	0	0	0	2,000	0	0	0	0	0	0	361,000	367
10:00	0	0	2,000	2,000	0	0	0	4,000	0	2,000	0	0	0	0	2,000	0	355,000	367
10:30	0	0	2,000	2,000	0	0	0	4,000	0	2,000	0	0	0	0	2,000	0	355,000	367
11:00	0	0	2,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	361,000	367
11:30	0	0	2,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	0	361,000	367

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

RADIO AUDIENCES – SATURDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
5:00	0	0	0	2,000	0	0	0	3,000	0	0	0	0	0	0	0	0	362,000	367
5:30	0	0	0	7,000	0	0	0	3,000	0	0	0	0	0	0	0	0	357,000	367
6:00	0	0	0	5,000	4,000	0	0	3,000	0	2,000	0	0	0	0	0	0	353,000	367
6:30	0	0	2,000	8,000	4,000	0	0	3,000	0	2,000	0	0	0	0	0	0	348,000	367
7:00	2,000	0	3,000	11,000	4,000	2,000	0	5,000	2,000	3,000	2,000	2,000	0	2,000	0	0	331,000	367
7:30	2,000	0	3,000	11,000	5,000	2,000	0	7,000	2,000	3,000	2,000	5,000	0	0	0	0	327,000	367
8:00	3,000	0	5,000	13,000	8,000	4,000	0	9,000	0	2,000	3,000	5,000	2,000	2,000	3,000	0	311,000	367
8:30	3,000	0	4,000	12,000	5,000	4,000	2,000	7,000	0	2,000	3,000	3,000	2,000	2,000	2,000	0	319,000	367
9:00	7,000	0	4,000	11,000	7,000	6,000	4,000	9,000	2,000	3,000	3,000	3,000	0	2,000	0	0	313,000	367
9:30	7,000	0	4,000	11,000	7,000	5,000	4,000	9,000	2,000	2,000	3,000	3,000	0	2,000	2,000	0	313,000	367
10:00	7,000	0	3,000	11,000	7,000	7,000	8,000	8,000	2,000	2,000	3,000	2,000	4,000	3,000	2,000	2,000	303,000	367
10:30	7,000	0	3,000	12,000	7,000	3,000	8,000	9,000	3,000	2,000	3,000	2,000	2,000	3,000	4,000	2,000	304,000	367
11:00	4,000	0	5,000	12,000	7,000	7,000	7,000	9,000	3,000	2,000	2,000	2,000	0	3,000	2,000	2,000	304,000	367
11:30	6,000	0	5,000	14,000	7,000	7,000	7,000	7,000	3,000	2,000	2,000	2,000	0	3,000	0	2,000	306,000	367
NOON	6,000	0	3,000	10,000	5,000	7,000	2,000	6,000	2,000	2,000	0	2,000	0	2,000	0	2,000	324,000	367
0:30	3,000	0	3,000	10,000	5,000	5,000	2,000	6,000	2,000	2,000	0	2,000	0	2,000	0	2,000	326,000	367
1:00	3,000	0	5,000	10,000	0	2,000	2,000	4,000	4,000	2,000	2,000	2,000	2,000	3,000	0	0	329,000	367
1:30	3,000	0	3,000	10,000	0	0	2,000	4,000	4,000	2,000	2,000	0	2,000	3,000	0	0	335,000	367
2:00	3,000	0	6,000	6,000	2,000	2,000	2,000	4,000	5,000	2,000	0	0	0	3,000	0	0	335,000	367
2:30	3,000	0	6,000	6,000	2,000	0	0	4,000	2,000	2,000	0	0	0	3,000	0	0	342,000	367
3:00	4,000	0	5,000	6,000	0	2,000	0	4,000	4,000	2,000	0	2,000	0	0	0	0	342,000	367
3:30	4,000	0	5,000	6,000	0	2,000	0	4,000	4,000	2,000	0	2,000	0	0	0	0	342,000	367
4:00	4,000	0	3,000	6,000	0	0	0	3,000	2,000	2,000	0	3,000	0	0	0	2,000	346,000	367
4:30	4,000	0	3,000	6,000	0	0	2,000	3,000	2,000	2,000	0	3,000	0	0	0	2,000	344,000	367
5:00	4,000	0	3,000	3,000	0	0	2,000	2,000	0	2,000	0	2,000	0	0	0	2,000	351,000	367
5:30	6,000	0	3,000	3,000	0	0	0	2,000	0	2,000	0	2,000	0	0	0	2,000	353,000	367
6:00	2,000	0	3,000	5,000	0	2,000	4,000	4,000	0	1,000	0	2,000	0	0	0	0	346,000	367
6:30	0	0	3,000	5,000	0	2,000	4,000	3,000	0	3,000	0	2,000	0	0	0	0	345,000	367
7:00	2,000	0	2,000	3,000	0	2,000	2,000	3,000	0	3,000	0	2,000	0	0	0	0	350,000	367
7:30	0	0	2,000	3,000	0	0	2,000	2,000	0	3,000	0	2,000	0	0	0	0	353,000	367
8:00	0	0	2,000	0	0	3,000	0	0	0	0	0	0	0	0	0	0	362,000	367
8:30	0	0	0	0	0	3,000	0	0	0	0	0	0	0	0	0	0	364,000	367
9:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
9:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
10:00	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	363,000	367
10:30	0	0	0	2,000	0	0	2,000	0	0	0	0	0	0	0	0	0	363,000	367
11:00	0	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	0	0	0	361,000	367
11:30	0	0	0	0	0	0	2,000	2,000	0	0	0	0	0	0	0	0	363,000	367

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

RADIO AUDIENCES – SUNDAY

	RADJU MALTA	RADJU PARL. 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER RADIO STATION	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367
2:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:00	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	0	0	365,000	367
5:30	0	0	0	3,000	0	0	0	2,000	0	0	0	0	0	0	0	0	362,000	367
6:00	2,000	0	0	6,000	0	0	3,000	1,000	0	2,000	0	0	0	0	0	0	355,000	367
6:30	2,000	0	0	8,000	0	0	3,000	2,000	2,000	2,000	0	0	0	0	0	0	350,000	367
7:00	2,000	0	2,000	11,000	2,000	2,000	5,000	4,000	3,000	3,000	0	2,000	0	0	0	0	333,000	367
7:30	2,000	0	0	11,000	2,000	2,000	5,000	4,000	3,000	3,000	0	0	0	0	0	2,000	335,000	367
8:00	3,000	0	0	12,000	2,000	11,000	7,000	4,000	5,000	3,000	0	2,000	2,000	2,000	0	0	317,000	367
8:30	3,000	0	0	11,000	2,000	5,000	11,000	4,000	3,000	3,000	0	2,000	2,000	2,000	0	0	322,000	367
9:00	6,000	0	7,000	14,000	2,000	9,000	20,000	6,000	5,000	3,000	0	7,000	0	0	0	0	294,000	367
9:30	5,000	0	5,000	13,000	2,000	9,000	20,000	6,000	5,000	3,000	0	7,000	2,000	2,000	0	0	293,000	367
10:00	5,000	0	2,000	12,000	2,000	8,000	19,000	8,000	5,000	3,000	0	7,000	0	2,000	0	0	299,000	367
10:30	4,000	0	2,000	12,000	2,000	8,000	16,000	8,000	5,000	3,000	0	4,000	0	0	0	0	307,000	367
11:00	3,000	0	0	12,000	2,000	5,000	12,000	8,000	3,000	3,000	0	6,000	0	0	2,000	0	314,000	367
11:30	3,000	0	0	14,000	2,000	6,000	12,000	9,000	3,000	3,000	0	2,000	0	0	2,000	0	314,000	367
NOON	3,000	0	0	9,000	2,000	5,000	11,000	2,000	2,000	1,000	0	2,000	0	0	0	0	333,000	367
0:30	3,000	0	0	7,000	2,000	3,000	11,000	0	2,000	0	0	2,000	0	0	0	0	340,000	367
1:00	3,000	0	2,000	5,000	2,000	2,000	10,000	0	2,000	0	0	5,000	0	0	0	0	339,000	367
1:30	3,000	0	2,000	5,000	2,000	2,000	10,000	0	0	0	0	2,000	0	0	0	0	344,000	367
2:00	3,000	0	0	4,000	2,000	6,000	6,000	0	2,000	0	0	2,000	0	0	0	0	345,000	367
2:30	2,000	0	0	4,000	2,000	8,000	5,000	0	2,000	0	0	0	0	0	0	0	346,000	367
3:00	2,000	0	0	3,000	2,000	6,000	5,000	0	2,000	2,000	0	2,000	0	0	0	0	345,000	367
3:30	2,000	0	0	4,000	2,000	3,000	3,000	0	2,000	2,000	0	2,000	0	0	0	0	349,000	367
4:00	2,000	0	0	3,000	2,000	3,000	6,000	0	0	3,000	0	0	0	0	0	0	350,000	367
4:30	2,000	0	0	1,000	2,000	3,000	5,000	0	0	3,000	0	0	2,000	0	0	0	351,000	367
5:00	2,000	0	0	1,000	2,000	3,000	5,000	0	0	5,000	0	0	2,000	0	0	0	349,000	367
5:30	2,000	0	2,000	1,000	2,000	3,000	5,000	0	0	3,000	0	0	2,000	0	0	0	349,000	367
6:00	0	0	0	1,000	0	3,000	6,000	0	0	2,000	0	0	2,000	0	0	0	353,000	367
6:30	0	0	0	1,000	0	2,000	6,000	2,000	3,000	2,000	0	0	2,000	0	0	2,000	347,000	367
7:00	0	0	0	0	0	5,000	2,000	2,000	3,000	2,000	0	2,000	0	0	0	0	351,000	367
7:30	0	0	0	0	0	4,000	2,000	0	0	2,000	0	0	0	0	0	0	359,000	367
8:00	0	0	0	0	0	2,000	0	0	0	2,000	0	2,000	0	0	0	0	361,000	367
8:30	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	363,000	367
9:00	0	0	0	0	0	2,000	0	0	0	2,000	0	0	0	0	0	0	363,000	367
9:30	0	0	0	2,000	0	2,000	0	0	0	2,000	0	3,000	0	0	0	0	358,000	367
10:00	0	0	0	2,000	0	2,000	0	0	0	2,000	0	0	0	0	0	0	361,000	367
10:30	0	0	0	2,000	0	2,000	0	0	0	2,000	0	0	2,000	0	0	0	359,000	367
11:00	0	0	0	2,000	0	3,000	0	0	0	2,000	0	2,000	0	0	0	0	358,000	367
11:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	0	365,000	367

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

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

The follow data is being presented for the sake of simplicity. The original calculations for radio audiences by half-hour slots can be found in Part Two, Tables 7.3.a-g. From these latter tables, data was rounded up to the nearest thousand. A “nil” record only means that audiences were less than 2000; and not that there were zero audiences.

TV AUDIENCES – MONDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
1:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
2:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
2:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
3:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
3:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
4:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
4:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
5:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
6:30	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
7:00	0	3,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	3,000	357,000	367
7:30	0	3,000	2,000	0	0	0	2,000	0	0	0	0	0	0	0	3,000	357,000	367
8:00	0	3,000	4,000	0	0	0	2,000	0	0	0	0	0	0	0	2,000	356,000	367
8:30	0	3,000	4,000	0	0	0	2,000	0	0	2,000	0	0	0	0	2,000	354,000	367
9:00	2,000	3,000	4,000	0	0	0	2,000	0	2,000	2,000	0	0	0	0	2,000	350,000	367
9:30	2,000	3,000	4,000	0	0	0	2,000	0	2,000	2,000	0	0	0	0	2,000	350,000	367
10:00	2,000	2,000	4,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	355,000	367
10:30	2,000	2,000	4,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	355,000	367
11:00	0	2,000	4,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	357,000	367
11:30	0	2,000	4,000	0	0	0	0	0	0	2,000	0	0	0	0	2,000	357,000	367
NOON	4,000	2,000	4,000	0	0	0	0	0	0	2,000	0	0	0	2,000	2,000	351,000	367
0:30	4,000	2,000	4,000	0	0	0	0	0	0	0	0	0	0	2,000	2,000	353,000	367
1:00	4,000	3,000	4,000	0	0	0	0	0	0	0	0	0	0	2,000	3,000	351,000	367
1:30	4,000	3,000	4,000	0	0	0	0	0	0	0	0	0	0	2,000	3,000	351,000	367
2:00	4,000	7,000	4,000	0	0	2,000	0	0	0	0	0	0	0	0	3,000	347,000	367
2:30	4,000	7,000	4,000	0	0	2,000	0	0	0	0	0	0	0	0	3,000	347,000	367
3:00	0	7,000	4,000	0	0	2,000	0	0	0	0	2,000	0	0	2,000	3,000	347,000	367
3:30	0	7,000	4,000	0	0	2,000	0	0	0	0	3,000	0	0	2,000	3,000	346,000	367
4:00	0	6,000	4,000	0	0	0	0	0	0	0	2,000	0	0	0	5,000	350,000	367
4:30	0	6,000	4,000	0	0	0	2,000	0	0	0	3,000	0	0	0	5,000	347,000	367
5:00	0	6,000	5,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	6,000	344,000	367
5:30	0	4,000	5,000	0	0	0	2,000	0	0	2,000	2,000	0	0	0	6,000	346,000	367
6:00	4,000	5,000	6,000	0	0	2,000	0	0	0	0	2,000	4,000	0	0	9,000	335,000	367
6:30	3,000	5,000	7,000	0	0	2,000	0	0	0	0	0	4,000	0	0	9,000	337,000	367
7:00	6,000	10,000	10,000	0	0	3,000	0	0	0	0	0	4,000	0	6,000	17,000	311,000	367
7:30	7,000	28,000	10,000	0	0	3,000	2,000	0	0	0	0	4,000	0	4,000	14,000	295,000	367
7:45	6,000	27,000	13,000	0	0	3,000	2,000	0	0	0	0	4,000	0	4,000	14,000	294,000	367
8:00	36,000	22,000	16,000	0	0	3,000	4,000	0	0	5,000	3,000	7,000	0	6,000	21,000	244,000	367
8:30	40,000	16,000	39,000	0	0	8,000	4,000	0	3,000	6,000	5,000	9,000	0	6,000	20,000	211,000	367
9:00	39,000	14,000	40,000	0	2,000	6,000	5,000	2,000	3,000	19,000	11,000	7,000	0	5,000	23,000	191,000	367
9:30	31,000	13,000	26,000	0	2,000	5,000	3,000	2,000	2,000	22,000	10,000	6,000	0	5,000	18,000	222,000	367
10:00	17,000	12,000	4,000	0	2,000	5,000	3,000	2,000	0	20,000	8,000	4,000	0	0	10,000	280,000	367
10:30	10,000	8,000	2,000	0	0	5,000	2,000	0	0	18,000	8,000	4,000	0	0	10,000	300,000	367
11:00	0	0	2,000	0	0	2,000	0	0	0	12,000	7,000	2,000	0	0	7,000	335,000	367
11:30	0	0	2,000	0	0	0	0	0	0	11,000	2,000	0	0	0	3,000	349,000	367

TV AUDIENCES – TUESDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	365,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	2,000	0	0	0	365,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365,000	367
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,000	365,000	367
7:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	362,000	367
7:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	362,000	367
8:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	361,000	367
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	3,000	362,000	367
9:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	361,000	367
9:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	361,000	367
10:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,000	363,000	367
10:30	0	1,000	0	0	0	2,000	0	0	0	0	0	0	0	0	4,000	360,000	367
11:00	0	1,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364,000	367
11:30	0	1,000	0	0	0	0	0	0	0	0	0	0	0	0	2,000	364,000	367
NOON	3,000	1,000	1,000	0	0	0	0	0	0	0	0	0	0	0	3,000	359,000	367
0:30	3,000	1,000	1,000	0	0	0	0	0	0	0	0	0	0	0	3,000	359,000	367
1:00	5,000	4,000	1,000	0	0	0	0	0	0	0	0	0	0	0	3,000	354,000	367
1:30	5,000	4,000	1,000	0	0	0	0	0	0	0	0	0	0	0	6,000	351,000	367
2:00	7,000	3,000	1,000	0	0	0	0	0	0	2,000	0	0	0	0	6,000	348,000	367
2:30	8,000	5,000	1,000	0	0	0	0	0	0	2,000	0	0	2,000	0	4,000	345,000	367
3:00	4,000	4,000	1,000	0	0	0	0	0	0	2,000	0	2,000	0	2,000	6,000	346,000	367
3:30	4,000	4,000	0	0	0	0	0	0	0	2,000	0	2,000	0	0	4,000	351,000	367
4:00	4,000	4,000	0	0	0	0	2,000	0	0	2,000	0	0	0	0	7,000	348,000	367
4:30	4,000	3,000	0	0	0	0	2,000	0	0	2,000	0	0	0	0	4,000	352,000	367
5:00	4,000	5,000	1,000	0	0	0	0	0	0	2,000	3,000	3,000	0	2,000	5,000	342,000	367
5:30	4,000	5,000	1,000	0	0	0	0	0	0	2,000	3,000	3,000	0	2,000	5,000	342,000	367
6:00	9,000	6,000	7,000	0	0	0	0	0	2,000	0	3,000	4,000	0	2,000	11,000	323,000	367
6:30	7,000	6,000	8,000	0	0	0	0	0	2,000	3,000	3,000	3,000	0	2,000	10,000	323,000	367
7:00	10,000	17,000	12,000	0	0	0	0	0	0	3,000	0	2,000	0	2,000	15,000	306,000	367
7:30	8,000	31,000	12,000	0	0	0	0	0	0	3,000	0	2,000	0	2,000	11,000	298,000	367
7:45	8,000	29,000	15,000	0	0	0	0	0	2,000	4,000	0	2,000	0	2,000	10,000	295,000	367
8:00	50,000	33,000	14,000	0	0	2,000	0	0	3,000	2,000	2,000	2,000	0	5,000	16,000	238,000	367
8:30	68,000	38,000	11,000	0	0	2,000	0	0	3,000	2,000	0	2,000	0	5,000	22,000	214,000	367
9:00	67,000	35,000	9,000	0	0	7,000	2,000	0	6,000	3,000	2,000	0	0	3,000	25,000	208,000	367
9:30	56,000	30,000	6,000	0	0	7,000	2,000	0	4,000	5,000	2,000	0	0	3,000	26,000	226,000	367
10:00	23,000	11,000	2,000	0	0	5,000	2,000	0	3,000	5,000	4,000	0	0	2,000	23,000	287,000	367
10:30	17,000	5,000	2,000	0	0	5,000	2,000	0	3,000	5,000	4,000	0	0	2,000	19,000	303,000	367
11:00	5,000	0	2,000	0	0	3,000	2,000	0	2,000	2,000	2,000	0	0	0	5,000	344,000	367
11:30	0	0	2,000	0	0	2,000	2,000	0	0	0	0	0	0	0	3,000	358,000	367

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

TV AUDIENCES – WEDNESDAY

TV AUDIENCES - WEDNESDAY																		
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000	TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
7:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
7:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367	
8:00	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	361,000	367	
8:30	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	361,000	367	
9:00	0	3,000	0	0	0	0	0	0	2,000	0	0	0	0	0	5,000	357,000	367	
9:30	0	3,000	0	0	0	0	0	0	2,000	0	0	0	0	0	5,000	357,000	367	
10:00	2,000	1,000	0	0	0	0	0	0	2,000	0	0	0	0	0	6,000	356,000	367	
10:30	2,000	1,000	0	0	0	0	0	0	2,000	0	0	0	0	0	6,000	356,000	367	
11:00	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	6,000	357,000	367	
11:30	2,000	0	0	0	0	0	0	0	0	2,000	0	0	0	0	6,000	357,000	367	
NOON	7,000	2,000	3,000	0	0	0	0	0	0	2,000	0	0	0	0	5,000	348,000	367	
0:30	7,000	2,000	3,000	0	0	0	0	0	0	2,000	0	0	0	0	5,000	348,000	367	
1:00	8,000	4,000	1,000	0	0	0	0	0	0	4,000	0	0	0	0	7,000	343,000	367	
1:30	8,000	5,000	1,000	0	0	0	0	0	0	4,000	0	0	0	0	6,000	343,000	367	
2:00	6,000	9,000	0	0	0	0	0	0	0	4,000	0	2,000	2,000	0	6,000	338,000	367	
2:30	6,000	9,000	0	0	0	0	0	0	0	7,000	0	2,000	2,000	0	6,000	335,000	367	
3:00	2,000	9,000	0	0	0	0	0	0	0	7,000	0	2,000	2,000	0	8,000	337,000	367	
3:30	2,000	9,000	0	0	0	0	0	0	0	7,000	2,000	2,000	2,000	0	8,000	335,000	367	
4:00	3,000	10,000	0	0	0	2,000	2,000	0	0	5,000	2,000	2,000	2,000	0	9,000	330,000	367	
4:30	3,000	9,000	0	0	0	2,000	2,000	0	0	5,000	0	2,000	2,000	0	9,000	333,000	367	
5:00	3,000	6,000	3,000	0	0	2,000	2,000	0	2,000	5,000	2,000	2,000	2,000	0	7,000	331,000	367	
5:30	2,000	8,000	3,000	0	0	2,000	2,000	0	2,000	5,000	2,000	4,000	2,000	0	6,000	329,000	367	
6:00	10,000	10,000	4,000	0	0	2,000	2,000	2,000	2,000	3,000	2,000	4,000	4,000	0	9,000	313,000	367	
6:30	10,000	10,000	4,000	0	0	3,000	2,000	2,000	2,000	3,000	2,000	4,000	4,000	0	9,000	312,000	367	
7:00	14,000	11,000	6,000	0	0	1,000	0	0	0	4,000	2,000	4,000	4,000	2,000	11,000	308,000	367	
7:30	15,000	29,000	4,000	0	0	1,000	0	0	0	4,000	2,000	4,000	4,000	2,000	13,000	289,000	367	
7:45	14,000	27,000	7,000	0	0	1,000	0	0	3,000	4,000	2,000	4,000	4,000	2,000	13,000	286,000	367	
8:00	50,000	27,000	7,000	0	0	3,000	1,000	0	5,000	3,000	4,000	2,000	2,000	6,000	10,000	247,000	367	
8:30	44,000	32,000	6,000	0	0	8,000	1,000	0	6,000	3,000	7,000	4,000	2,000	5,000	13,000	236,000	367	
9:00	33,000	26,000	4,000	0	0	11,000	3,000	0	7,000	3,000	11,000	6,000	0	7,000	17,000	239,000	367	
9:30	29,000	30,000	3,000	0	0	11,000	3,000	0	3,000	3,000	10,000	5,000	0	7,000	17,000	246,000	367	
10:00	14,000	21,000	1,000	0	0	9,000	0	0	4,000	3,000	13,000	5,000	0	5,000	14,000	278,000	367	
10:30	0	15,000	1,000	0	0	7,000	0	0	3,000	3,000	10,000	3,000	0	2,000	11,000	312,000	367	
11:00	2,000	4,000	0	0	0	2,000	0	0	2,000	2,000	3,000	0	0	0	2,000	350,000	367	
11:30	0	2,000	0	0	0	2,000	0	0	0	2,000	3,000	0	0	0	0	358,000	367	

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

TV AUDIENCES – THURSDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	TOTAL '000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
1:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
2:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
2:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
3:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
3:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
4:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
4:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
5:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
5:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
6:00	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
6:30	0	0	0	0	0	0	0	0	0	2,000	0	0	0	0	0	365,000	367
7:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
7:30	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	364,000	367
8:00	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
8:30	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
9:00	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	363,000	367
9:30	2,000	0	0	0	0	2,000	0	0	0	0	0	0	0	0	0	363,000	367
10:00	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	361,000	367
10:30	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	0	0	0	361,000	367
11:00	2,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	0	0	0	359,000	367
11:30	2,000	2,000	0	2,000	0	0	0	0	0	0	0	2,000	0	0	0	359,000	367
NOON	2,000	2,000	2,000	0	0	0	0	0	0	0	0	2,000	0	0	2,000	357,000	367
0:30	2,000	2,000	2,000	2,000	0	0	0	0	0	0	0	2,000	0	0	2,000	355,000	367
1:00	2,000	5,000	2,000	2,000	2,000	0	0	0	0	0	0	0	0	0	3,000	351,000	367
1:30	2,000	5,000	2,000	2,000	2,000	0	0	0	0	0	0	0	0	0	5,000	349,000	367
2:00	0	6,000	2,000	2,000	2,000	0	0	0	0	2,000	0	2,000	0	0	5,000	346,000	367
2:30	0	6,000	0	2,000	2,000	0	0	0	0	2,000	0	2,000	0	0	3,000	350,000	367
3:00	0	8,000	0	2,000	0	0	0	0	0	4,000	0	0	0	0	3,000	350,000	367
3:30	2,000	8,000	0	2,000	0	0	0	0	0	4,000	0	0	0	0	3,000	348,000	367
4:00	2,000	9,000	2,000	0	0	0	0	0	2,000	3,000	0	0	0	0	3,000	346,000	367
4:30	3,000	8,000	2,000	0	0	0	0	0	2,000	3,000	0	0	0	0	3,000	346,000	367
5:00	3,000	10,000	4,000	0	0	0	0	3,000	2,000	2,000	0	0	0	0	3,000	340,000	367
5:30	5,000	10,000	4,000	0	0	0	0	3,000	2,000	3,000	0	0	0	0	3,000	337,000	367
6:00	6,000	9,000	4,000	0	0	0	0	3,000	2,000	3,000	0	0	0	0	8,000	332,000	367
6:30	6,000	10,000	6,000	0	0	0	0	3,000	2,000	3,000	0	2,000	0	0	8,000	327,000	367
7:00	12,000	11,000	6,000	0	0	2,000	0	2,000	2,000	4,000	2,000	2,000	0	2,000	10,000	312,000	367
7:30	16,000	18,000	4,000	0	0	2,000	0	2,000	2,000	4,000	2,000	2,000	0	4,000	9,000	302,000	367
7:45	18,000	18,000	4,000	0	0	2,000	0	2,000	2,000	4,000	2,000	2,000	0	4,000	9,000	300,000	367
8:00	73,000	22,000	3,000	0	0	4,000	0	0	2,000	3,000	2,000	2,000	0	4,000	15,000	237,000	367
8:30	91,000	24,000	3,000	0	0	8,000	2,000	2,000	2,000	4,000	5,000	2,000	0	4,000	17,000	203,000	367
9:00	94,000	20,000	6,000	0	0	14,000	2,000	2,000	3,000	8,000	8,000	1,000	0	2,000	19,000	188,000	367
9:30	70,000	17,000	2,000	0	0	14,000	2,000	2,000	3,000	9,000	10,000	1,000	0	2,000	17,000	218,000	367
10:00	22,000	8,000	2,000	0	0	13,000	4,000	0	2,000	9,000	8,000	2,000	0	0	11,000	286,000	367
10:30	17,000	5,000	2,000	0	0	12,000	2,000	0	2,000	5,000	6,000	0	0	0	10,000	306,000	367
11:00	3,000	0	0	0	0	4,000	2,000	0	0	4,000	3,000	0	0	0	5,000	346,000	367
11:30	3,000	0	0	0	0	4,000	0	0	0	4,000	2,000	0	0	0	5,000	349,000	367

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

TV AUDIENCES – FRIDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
7:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364,000	367
7:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364,000	367
8:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364,000	367
8:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	0	364,000	367
9:00	0	3,000	0	0	0	0	0	0	0	0	0	0	2,000	0	2,000	360,000	367
9:30	0	3,000	0	0	0	0	0	0	0	0	0	0	2,000	0	2,000	360,000	367
10:00	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	360,000	367
10:30	0	3,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	360,000	367
11:00	0	4,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	357,000	367
11:30	0	5,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	356,000	367
NOON	0	5,000	0	0	0	0	0	0	0	0	3,000	0	0	0	7,000	352,000	367
0:30	2,000	2,000	0	0	0	0	0	0	0	0	3,000	0	0	0	7,000	353,000	367
1:00	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	356,000	367
1:30	2,000	3,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	356,000	367
2:00	2,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	8,000	351,000	367
2:30	2,000	6,000	0	0	0	0	0	0	0	0	2,000	0	2,000	0	8,000	347,000	367
3:00	0	6,000	0	0	0	0	0	0	0	0	3,000	0	2,000	0	13,000	343,000	367
3:30	0	6,000	0	0	0	0	0	0	0	0	2,000	0	0	0	13,000	346,000	367
4:00	0	5,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	14,000	344,000	367
4:30	0	4,000	0	0	0	0	2,000	0	0	0	2,000	0	0	0	14,000	345,000	367
5:00	3,000	2,000	2,000	0	0	0	2,000	0	0	0	0	3,000	0	2,000	12,000	341,000	367
5:30	5,000	2,000	2,000	0	0	0	2,000	0	0	0	0	3,000	2,000	2,000	12,000	337,000	367
6:00	7,000	3,000	3,000	0	0	0	0	0	0	0	2,000	3,000	2,000	3,000	12,000	332,000	367
6:30	7,000	3,000	3,000	0	0	0	0	0	0	0	2,000	3,000	0	3,000	12,000	334,000	367
7:00	15,000	7,000	3,000	0	0	2,000	0	0	0	2,000	3,000	0	0	2,000	9,000	324,000	367
7:30	16,000	20,000	3,000	0	0	2,000	0	0	0	2,000	5,000	0	0	2,000	9,000	308,000	367
7:45	16,000	20,000	5,000	0	0	2,000	0	0	3,000	2,000	5,000	0	0	2,000	9,000	303,000	367
8:00	36,000	20,000	11,000	0	0	2,000	2,000	0	4,000	2,000	4,000	0	0	4,000	12,000	270,000	367
8:30	62,000	23,000	11,000	0	0	5,000	2,000	0	4,000	4,000	2,000	0	0	4,000	12,000	238,000	367
9:00	83,000	27,000	10,000	0	0	8,000	0	0	4,000	4,000	4,000	2,000	0	2,000	16,000	207,000	367
9:30	80,000	24,000	10,000	0	0	7,000	0	0	3,000	5,000	4,000	2,000	0	0	14,000	218,000	367
10:00	62,000	22,000	4,000	0	0	4,000	0	0	2,000	3,000	6,000	0	0	0	5,000	259,000	367
10:30	50,000	21,000	4,000	0	0	4,000	0	0	0	2,000	6,000	0	0	0	6,000	274,000	367
11:00	19,000	9,000	0	0	0	4,000	0	0	0	2,000	2,000	0	0	0	6,000	325,000	367
11:30	9,000	4,000	0	0	0	0	0	0	0	2,000	2,000	0	0	0	6,000	344,000	367

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

TV AUDIENCES – SATURDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
7:00	0	0	2,000	0	0	0	0	0	0	0	0	0	0	0	0	365,000	367
7:30	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	363,000	367
8:00	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	363,000	367
8:30	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	0	363,000	367
9:00	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	5,000	358,000	367
9:30	0	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	5,000	358,000	367
10:00	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	6,000	355,000	367
10:30	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	6,000	355,000	367
11:00	0	0	2,000	0	0	0	0	0	0	4,000	0	0	0	0	6,000	355,000	367
11:30	0	0	2,000	0	0	0	0	0	0	4,000	0	0	0	0	6,000	355,000	367
NOON	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	8,000	353,000	367
0:30	2,000	0	2,000	0	0	0	0	0	0	2,000	0	0	0	0	8,000	353,000	367
1:00	10,000	2,000	5,000	0	0	2,000	0	0	0	2,000	0	2,000	4,000	0	9,000	331,000	367
1:30	9,000	2,000	5,000	0	0	2,000	0	0	0	2,000	0	2,000	4,000	0	11,000	330,000	367
2:00	11,000	5,000	5,000	0	0	2,000	0	0	0	2,000	5,000	0	2,000	0	14,000	321,000	367
2:30	10,000	4,000	4,000	0	0	2,000	0	0	0	4,000	4,000	0	2,000	0	14,000	323,000	367
3:00	10,000	5,000	5,000	0	0	2,000	0	0	0	4,000	4,000	2,000	0	0	16,000	319,000	367
3:30	10,000	5,000	5,000	0	0	2,000	0	0	0	2,000	2,000	2,000	0	0	14,000	325,000	367
4:00	3,000	6,000	8,000	0	0	0	0	0	0	3,000	0	2,000	0	0	11,000	334,000	367
4:30	3,000	6,000	8,000	0	0	0	0	0	0	3,000	0	2,000	0	2,000	11,000	332,000	367
5:00	3,000	7,000	7,000	0	0	0	0	0	0	2,000	0	2,000	0	0	12,000	334,000	367
5:30	3,000	6,000	7,000	0	0	0	0	0	0	2,000	0	2,000	0	0	12,000	335,000	367
6:00	3,000	6,000	6,000	0	0	0	2,000	0	0	2,000	3,000	0	0	0	16,000	329,000	367
6:30	3,000	9,000	7,000	0	0	2,000	2,000	0	0	2,000	3,000	0	0	0	16,000	323,000	367
7:00	5,000	11,000	4,000	0	0	4,000	2,000	2,000	0	2,000	7,000	3,000	2,000	0	15,000	310,000	367
7:30	6,000	17,000	6,000	0	0	4,000	2,000	2,000	0	2,000	9,000	3,000	2,000	0	17,000	297,000	367
7:45	6,000	17,000	7,000	0	0	4,000	2,000	2,000	0	2,000	9,000	3,000	2,000	0	15,000	298,000	367
8:00	34,000	21,000	5,000	0	0	2,000	2,000	2,000	2,000	4,000	8,000	2,000	4,000	0	14,000	267,000	367
8:30	33,000	21,000	5,000	0	0	4,000	2,000	2,000	2,000	6,000	10,000	6,000	4,000	0	16,000	256,000	367
9:00	30,000	18,000	3,000	0	0	5,000	4,000	2,000	4,000	6,000	10,000	5,000	4,000	2,000	14,000	260,000	367
9:30	29,000	15,000	3,000	0	0	6,000	5,000	2,000	5,000	6,000	13,000	3,000	2,000	2,000	16,000	260,000	367
10:00	24,000	10,000	4,000	0	0	6,000	5,000	0	3,000	3,000	11,000	5,000	2,000	2,000	13,000	279,000	367
10:30	19,000	7,000	3,000	0	0	5,000	5,000	0	2,000	2,000	8,000	2,000	2,000	0	10,000	302,000	367
11:00	12,000	1,000	2,000	0	0	5,000	2,000	0	0	0	8,000	2,000	2,000	0	2,000	331,000	367
11:30	11,000	1,000	2,000	0	0	3,000	0	0	0	0	5,000	0	2,000	0	2,000	341,000	367

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

TV AUDIENCES – SUNDAY

	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC	OTHER TV STATIONS	NONE	'000 TOTAL
M'NGHT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
0:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
1:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
2:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
3:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
4:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
5:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
6:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367,000	367
7:00	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	363,000	367
7:30	2,000	2,000	0	0	0	0	0	0	0	0	0	0	0	0	0	363,000	367
8:00	2,000	2,000	0	0	0	0	0	0	0	0	0	2,000	2,000	0	0	359,000	367
8:30	2,000	2,000	0	0	0	2,000	0	0	0	0	0	2,000	0	0	0	359,000	367
9:00	4,000	6,000	0	0	0	0	0	0	0	0	0	0	0	0	4,000	353,000	367
9:30	4,000	4,000	0	0	0	2,000	0	0	0	0	0	0	0	0	4,000	353,000	367
10:00	5,000	3,000	0	0	0	2,000	0	0	0	0	0	0	0	0	4,000	353,000	367
10:30	5,000	3,000	0	0	0	2,000	0	0	0	0	0	0	0	0	4,000	353,000	367
11:00	22,000	4,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	335,000	367
11:30	24,000	5,000	0	0	0	0	0	0	0	0	0	0	0	0	6,000	332,000	367
NOON	29,000	3,000	0	0	0	2,000	0	0	0	2,000	0	0	0	0	6,000	325,000	367
0:30	27,000	2,000	0	0	0	2,000	0	0	0	2,000	0	0	0	0	6,000	328,000	367
1:00	21,000	3,000	0	0	0	2,000	0	0	0	2,000	0	0	0	2,000	8,000	329,000	367
1:30	19,000	4,000	0	0	0	0	0	0	0	4,000	0	0	0	2,000	8,000	330,000	367
2:00	10,000	4,000	0	0	0	0	0	0	0	5,000	0	0	0	2,000	8,000	338,000	367
2:30	7,000	4,000	0	0	0	0	0	0	0	5,000	0	0	0	2,000	8,000	341,000	367
3:00	3,000	5,000	0	2,000	2,000	0	0	2,000	0	3,000	4,000	2,000	0	2,000	13,000	329,000	367
3:30	3,000	5,000	0	2,000	2,000	0	0	2,000	0	2,000	4,000	2,000	0	2,000	14,000	329,000	367
4:00	4,000	5,000	0	2,000	2,000	0	0	2,000	0	3,000	2,000	2,000	0	2,000	16,000	327,000	367
4:30	4,000	4,000	0	2,000	2,000	0	0	2,000	0	3,000	4,000	3,000	0	2,000	16,000	325,000	367
5:00	6,000	4,000	0	2,000	2,000	0	0	0	0	5,000	7,000	3,000	0	2,000	15,000	321,000	367
5:30	6,000	3,000	0	0	2,000	0	2,000	0	0	5,000	7,000	3,000	0	2,000	15,000	322,000	367
6:00	7,000	3,000	0	0	2,000	0	3,000	0	2,000	4,000	7,000	3,000	0	2,000	16,000	318,000	367
6:30	9,000	3,000	0	0	2,000	0	3,000	0	0	3,000	6,000	2,000	0	2,000	16,000	321,000	367
7:00	11,000	4,000	2,000	0	2,000	0	0	0	0	3,000	4,000	2,000	0	2,000	14,000	323,000	367
7:30	12,000	14,000	4,000	0	2,000	0	0	0	0	3,000	4,000	2,000	0	2,000	14,000	310,000	367
7:45	12,000	12,000	6,000	0	2,000	0	0	0	0	3,000	4,000	2,000	0	2,000	14,000	310,000	367
8:00	61,000	15,000	6,000	0	2,000	2,000	2,000	0	0	3,000	12,000	4,000	2,000	4,000	9,000	245,000	367
8:30	82,000	16,000	9,000	2,000	2,000	0	2,000	0	0	6,000	11,000	4,000	2,000	4,000	7,000	220,000	367
9:00	78,000	10,000	8,000	2,000	2,000	3,000	0	0	0	7,000	8,000	5,000	2,000	4,000	10,000	228,000	367
9:30	71,000	8,000	8,000	2,000	2,000	3,000	0	0	0	5,000	8,000	4,000	2,000	4,000	11,000	239,000	367
10:00	29,000	3,000	2,000	0	0	2,000	0	0	2,000	4,000	3,000	2,000	0	2,000	8,000	310,000	367
10:30	21,000	3,000	0	0	0	2,000	0	0	2,000	4,000	3,000	2,000	0	2,000	8,000	320,000	367
11:00	7,000	0	0	0	0	3,000	0	0	0	4,000	4,000	2,000	0	2,000	6,000	339,000	367
11:30	5,000	0	0	0	0	2,000	0	0	0	3,000	4,000	2,000	0	2,000	3,000	346,000	367

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