



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

PART THREE – SAMPLE TABLES AND FIGURES

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1.1.A: SAMPLE PROFILE BY GENDER: BY AGE GROUP [JAN-MAR 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	809	51	133	55	227	191	122	30
	44.9%	48.6%	51.2%	56.1%	42.0%	42.6%	43.7%	42.9%
	100.0%	6.3%	16.4%	6.8%	28.1%	23.6%	15.1%	3.7%
Females	991	54	127	43	313	257	157	40
	55.1%	51.4%	48.8%	43.9%	58.0%	57.4%	56.3%	57.1%
	100.0%	5.4%	12.8%	4.3%	31.6%	25.9%	15.8%	4.0%
Total	1800	105	260	98	540	448	279	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%

1.1.B: WEIGHTED SAMPLE PROFILE BY GENDER: BY AGE GROUP [JAN-MAR 2011]

	TOTAL	AGE GROUP						
		12-14	15-24	25-29	30-49	50-64	65-79	80+
Males	893	56	144	61	280	196	126	31
	49.6%	49.1%	51.1%	56.8%	51.4%	46.3%	47.5%	47.7%
	100.0%	6.2%	16.1%	6.8%	31.4%	21.9%	14.2%	3.5%
Females	907	58	138	46	265	227	140	34
	50.4%	50.9%	48.9%	43.2%	48.6%	53.7%	52.5%	52.3%
	100.0%	6.4%	15.2%	5.1%	29.2%	25.0%	15.4%	3.7%
Total	1800	113	282	107	545	422	266	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	6.3%	15.6%	5.9%	30.3%	23.5%	14.8%	3.6%

1.2.A: SAMPLE PROFILE BY GENDER: BY DISTRICT [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	809	135	251	118	120	118	67
	44.9%	39.0%	45.6%	45.7%	45.8%	49.6%	46.2%
	100.0%	16.7%	31.0%	14.6%	14.8%	14.6%	8.3%
Females	991	211	300	140	142	120	78
	55.1%	61.0%	54.4%	54.3%	54.2%	50.4%	53.8%
	100.0%	21.3%	30.3%	14.1%	14.3%	12.1%	7.9%
Total	1800	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%

1.2.B: WEIGHTED SAMPLE PROFILE BY BY DISTRICT [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Males	893	177	261	133	125	129	68
	49.6%	49.8%	49.3%	50.0%	49.4%	49.9%	49.6%
	100.0%	19.9%	29.2%	14.9%	13.9%	14.4%	7.6%
Females	907	179	268	134	128	130	69
	50.4%	50.2%	50.7%	50.0%	50.6%	50.1%	50.4%
	100.0%	19.7%	29.6%	14.7%	14.1%	14.3%	7.6%
Total	1800	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

Weighted Table Totals may not tally due to weighting and rounding off

1.3.A: SAMPLE PROFILE BY AGE GROUP: BY GENDER AND BY DISTRICT [JAN-MAR 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	105	51	54	19	27	15	12	20	12
	5.8%	6.3%	5.4%	5.5%	4.9%	5.8%	4.6%	8.4%	8.3%
	100.0%	48.6%	51.4%	18.1%	25.7%	14.3%	11.4%	19.0%	11.4%
15-24	260	133	127	49	81	44	45	28	13
	14.4%	16.4%	12.8%	14.2%	14.7%	17.1%	17.2%	11.8%	9.0%
	100.0%	51.2%	48.8%	18.8%	31.2%	16.9%	17.3%	10.8%	5.0%
25-29	98	55	43	20	31	8	13	18	8
	5.4%	6.8%	4.3%	5.8%	5.6%	3.1%	5.0%	7.6%	5.5%
	100.0%	56.1%	43.9%	20.4%	31.6%	8.2%	13.3%	18.4%	8.2%
30-49	540	227	313	75	166	82	85	85	47
	30.0%	28.1%	31.6%	21.7%	30.1%	31.8%	32.4%	35.7%	32.4%
	100.0%	42.0%	58.0%	13.9%	30.7%	15.2%	15.7%	15.7%	8.7%
50-64	448	191	257	97	141	54	65	51	40
	24.9%	23.6%	25.9%	28.0%	25.6%	20.9%	24.8%	21.4%	27.6%
	100.0%	42.6%	57.4%	21.7%	31.5%	12.1%	14.5%	11.4%	8.9%
65-79	279	122	157	67	80	48	35	28	21
	15.5%	15.1%	15.8%	19.4%	14.5%	18.6%	13.4%	11.8%	14.5%
	100.0%	43.7%	56.3%	24.0%	28.7%	17.2%	12.5%	10.0%	7.5%
80+	70	30	40	19	25	7	7	8	4
	3.9%	3.7%	4.0%	5.5%	4.5%	2.7%	2.7%	3.4%	2.8%
	100.0%	42.9%	57.1%	27.1%	35.7%	10.0%	10.0%	11.4%	5.7%
Total	1800	809	991	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%

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1.3.B: WEIGHTED SAMPLE PROFILE BY AGE GROUP – BY GENDER AND BY DISTRICT [JAN-MAR 2011]

	TOTAL	MALE	FEMALE	DISTRICT					
				SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
12-14	113	56	58	21	29	16	12	22	13
	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	282	144	138	55	86	50	45	30	15
	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	107	61	46	23	32	9	13	20	9
	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	545	280	265	108	160	81	76	78	41
	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	422	196	227	77	127	55	64	64	35
	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	266	126	140	57	72	49	35	35	18
	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+	65	31	34	15	22	7	7	10	4
	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	1800	893	907	357	529	267	252	259	136
	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 / Column % / Row %]

Weighted Table Totals may not tally due to weighting and rounding off

3.1.A: RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [JAN-MAR 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	91	30	61	1	3	0	11	35	35	6
	5.1%	3.7%	6.2%	1.0%	1.2%	.0%	2.0%	7.8%	12.5%	8.6%
	100.0%	33.0%	67.0%	1.1%	3.3%	.0%	12.1%	38.5%	38.5%	6.6%
Radju Parlament 106.6	1	0	1	0	0	0	0	0	1	0
	.1%	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.4%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
Magic Radio	65	33	32	0	7	3	39	15	1	0
	3.6%	4.1%	3.2%	.0%	2.7%	3.1%	7.2%	3.3%	.4%	.0%
	100.0%	50.8%	49.2%	.0%	10.8%	4.6%	60.0%	23.1%	1.5%	.0%
ONE Radio	146	65	81	1	8	4	27	56	44	6
	8.1%	8.0%	8.2%	1.0%	3.1%	4.1%	5.0%	12.5%	15.8%	8.6%
	100.0%	44.5%	55.5%	.7%	5.5%	2.7%	18.5%	38.4%	30.1%	4.1%
Radio 101	39	18	21	0	1	0	16	13	9	0
	2.2%	2.2%	2.1%	.0%	.4%	.0%	3.0%	2.9%	3.2%	.0%
	100.0%	46.2%	53.8%	.0%	2.6%	.0%	41.0%	33.3%	23.1%	.0%
Bay Radio	160	89	71	21	57	20	59	3	0	0
	8.9%	11.0%	7.2%	20.0%	21.9%	20.4%	10.9%	.7%	.0%	.0%
	100.0%	55.6%	44.4%	13.1%	35.6%	12.5%	36.9%	1.9%	.0%	.0%
Calypso Radio	117	54	63	1	3	3	41	55	12	2
	6.5%	6.7%	6.4%	1.0%	1.2%	3.1%	7.6%	12.3%	4.3%	2.9%
	100.0%	46.2%	53.8%	.9%	2.6%	2.6%	35.0%	47.0%	10.3%	1.7%
RTK	91	46	45	0	0	1	14	41	26	9
	5.1%	5.7%	4.5%	.0%	.0%	1.0%	2.6%	9.2%	9.3%	12.9%
	100.0%	50.5%	49.5%	.0%	.0%	1.1%	15.4%	45.1%	28.6%	9.9%
Smash Radio	36	15	21	1	11	6	15	3	0	0
	2.0%	1.9%	2.1%	1.0%	4.2%	6.1%	2.8%	.7%	.0%	.0%
	100.0%	41.7%	58.3%	2.8%	30.6%	16.7%	41.7%	8.3%	.0%	.0%
Radju Marija	57	11	46	0	1	1	6	21	23	5
	3.2%	1.4%	4.6%	.0%	.4%	1.0%	1.1%	4.7%	8.2%	7.1%
	100.0%	19.3%	80.7%	.0%	1.8%	1.8%	10.5%	36.8%	40.4%	8.8%
Campus FM	13	8	5	0	0	0	7	4	2	0
	.7%	1.0%	.5%	.0%	.0%	.0%	1.3%	.9%	.7%	.0%
	100.0%	61.5%	38.5%	.0%	.0%	.0%	53.8%	30.8%	15.4%	.0%
Vibe FM	55	37	18	1	24	8	21	1	0	0
	3.1%	4.6%	1.8%	1.0%	9.2%	8.2%	3.9%	.2%	.0%	.0%
	100.0%	67.3%	32.7%	1.8%	43.6%	14.5%	38.2%	1.8%	.0%	.0%
XFM	32	17	15	1	7	7	16	1	0	0
	1.8%	2.1%	1.5%	1.0%	2.7%	7.1%	3.0%	.2%	.0%	.0%
	100.0%	53.1%	46.9%	3.1%	21.9%	21.9%	50.0%	3.1%	.0%	.0%
Community Stations	29	14	15	1	4	1	6	15	1	1
	1.6%	1.7%	1.5%	1.0%	1.5%	1.0%	1.1%	3.3%	.4%	1.4%
	100.0%	48.3%	51.7%	3.4%	13.8%	3.4%	20.7%	51.7%	3.4%	3.4%
Foreign Station	16	12	4	1	2	1	1	5	5	1
	.9%	1.5%	.4%	1.0%	.8%	1.0%	.2%	1.1%	1.8%	1.4%
	100.0%	75.0%	25.0%	6.3%	12.5%	6.3%	6.3%	31.3%	31.3%	6.3%
Other Station	8	5	3	0	0	0	4	4	0	0
	.4%	.6%	.3%	.0%	.0%	.0%	.7%	.9%	.0%	.0%
	100.0%	62.5%	37.5%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
No particular radio station	66	26	40	1	3	4	20	17	15	6
	3.7%	3.2%	4.0%	1.0%	1.2%	4.1%	3.7%	3.8%	5.4%	8.6%
	100.0%	39.4%	60.6%	1.5%	4.5%	6.1%	30.3%	25.8%	22.7%	9.1%
Did not remember	9	5	4	1	1	1	4	1	1	0
	.5%	.6%	.4%	1.0%	.4%	1.0%	.7%	.2%	.4%	.0%
	100.0%	55.6%	44.4%	11.1%	11.1%	11.1%	44.4%	11.1%	11.1%	.0%
Did not listen to radio	767	323	444	74	127	38	233	158	104	33
	42.6%	39.9%	44.8%	70.5%	48.8%	38.8%	43.1%	35.3%	37.3%	47.1%
	100.0%	42.1%	57.9%	9.6%	16.6%	5.0%	30.4%	20.6%	13.6%	4.3%
No response	2	1	1	0	1	0	0	0	0	1
	.1%	.1%	.1%	.0%	.4%	.0%	.0%	.0%	.0%	1.4%
	100.0%	50.0%	50.0%	.0%	50.0%	.0%	.0%	.0%	.0%	50.0%
Total	1800	809	991	105	260	98	540	448	279	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

3.1.B: WEIGHTED RADIO CHANNEL REACH: BY GENDER AND BY AGE GROUP [JAN-MAR 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
Radju Malta	85	32	54	1	3	0	10	33	33	5
	4.7%	3.5%	5.9%	1.2%	1.1%	.0%	1.8%	7.8%	12.2%	8.4%
Radju Parlament 106.6	100.0%	37.0%	63.0%	1.7%	3.5%	.0%	11.6%	38.7%	38.2%	6.4%
	1	0	1	0	0	0	0	0	1	0
	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.3%	.0%
Magic Radio	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%
	64	36	28	0	7	3	39	14	1	0
	3.6%	4.1%	3.1%	.0%	2.5%	3.1%	7.1%	3.4%	.4%	.0%
ONE Radio	100.0%	56.6%	43.4%	.0%	10.9%	5.1%	60.4%	22.1%	1.6%	.0%
	141	69	72	1	8	5	27	51	43	6
	7.8%	7.7%	8.0%	.8%	3.0%	4.6%	5.0%	12.0%	16.1%	9.2%
Radio 101	100.0%	48.8%	51.2%	.7%	6.0%	3.5%	19.3%	36.0%	30.4%	4.2%
	39	20	19	0	1	0	16	13	9	0
	2.1%	2.2%	2.1%	.0%	.4%	.0%	2.9%	3.1%	3.3%	.0%
Bay Radio	100.0%	50.9%	49.1%	.0%	3.1%	.0%	40.6%	33.8%	22.4%	.0%
	172	101	70	23	63	21	62	3	0	0
	9.5%	11.4%	7.7%	20.3%	22.4%	19.6%	11.3%	.7%	.0%	.0%
Calypso Radio	100.0%	59.1%	40.9%	13.4%	36.8%	12.2%	36.0%	1.7%	.0%	.0%
	115	61	54	1	3	3	43	51	12	2
	6.4%	6.8%	5.9%	.9%	1.1%	2.9%	7.9%	12.0%	4.6%	2.8%
RTK	100.0%	53.2%	46.8%	.9%	2.7%	2.7%	37.3%	44.1%	10.7%	1.6%
	88	49	39	0	0	1	15	39	24	8
	4.9%	5.5%	4.3%	.0%	.0%	1.3%	2.7%	9.3%	9.2%	13.0%
Smash Radio	100.0%	55.9%	44.1%	.0%	.0%	1.6%	16.6%	44.5%	27.8%	9.5%
	38	17	20	1	12	6	16	3	0	0
	2.1%	2.0%	2.2%	.9%	4.2%	5.4%	2.9%	.7%	.0%	.0%
Radju Marija	100.0%	46.4%	53.6%	2.8%	31.2%	15.4%	42.2%	8.3%	.0%	.0%
	52	11	41	0	1	1	6	19	20	4
	2.9%	1.3%	4.5%	.0%	.3%	1.1%	1.1%	4.5%	7.7%	6.8%
Campus FM	100.0%	21.6%	78.4%	.0%	1.8%	2.3%	11.3%	36.6%	39.4%	8.5%
	12	8	4	0	0	0	7	4	2	0
	.7%	.9%	.4%	.0%	.0%	.0%	1.3%	.9%	.7%	.0%
Vibe FM	100.0%	67.6%	32.4%	.0%	.0%	.0%	54.6%	29.6%	15.8%	.0%
	62	43	18	1	26	8	25	1	0	0
	3.4%	4.8%	2.0%	.8%	9.3%	7.8%	4.6%	.2%	.0%	.0%
XFM	100.0%	70.4%	29.6%	1.6%	42.6%	13.5%	40.8%	1.6%	.0%	.0%
	37	22	15	1	8	8	19	1	0	0
	2.0%	2.4%	1.6%	.8%	2.9%	7.6%	3.4%	.2%	.0%	.0%
Community Stations	100.0%	59.3%	40.7%	2.6%	22.0%	22.1%	50.9%	2.3%	.0%	.0%
	28	15	13	1	4	1	6	14	1	1
	1.5%	1.6%	1.5%	.9%	1.4%	.9%	1.1%	3.4%	.3%	1.3%
Foreign Station	100.0%	52.6%	47.4%	3.6%	14.5%	3.4%	21.4%	51.2%	3.0%	3.0%
	16	12	4	1	2	1	1	5	5	1
	.9%	1.4%	.4%	.8%	.7%	.9%	.2%	1.2%	1.9%	1.5%
Other Station	100.0%	77.3%	22.7%	5.8%	12.8%	6.2%	6.4%	31.5%	31.1%	6.1%
	8	5	3	0	0	0	4	4	0	0
	.4%	.6%	.3%	.0%	.0%	.0%	.7%	.9%	.0%	.0%
No particular radio station	100.0%	67.4%	32.6%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%
	64	30	35	1	3	5	21	15	14	5
	3.6%	3.3%	3.8%	.8%	1.1%	4.3%	3.9%	3.5%	5.4%	8.4%
Did not remember	100.0%	46.2%	53.8%	1.5%	4.8%	7.2%	33.1%	22.7%	22.3%	8.5%
	9	5	3	1	1	1	4	1	1	0
	.5%	.6%	.4%	.8%	.4%	1.0%	.7%	.2%	.3%	.0%
Did not listen to radio	100.0%	61.0%	39.0%	10.7%	12.3%	12.3%	45.2%	9.8%	9.8%	.0%
	768	354	414	80	137	42	226	152	100	30
	42.7%	39.6%	45.7%	70.7%	48.8%	39.5%	41.4%	36.1%	37.5%	46.9%
No response	100.0%	46.1%	53.9%	10.4%	17.9%	5.5%	29.4%	19.8%	13.0%	4.0%
	2	1	1	0	1	0	0	0	0	1
	.1%	.1%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.8%
	100.0%	55.3%	44.7%	.0%	44.7%	.0%	.0%	.0%	.0%	55.3%
Total	1800	893	907	113	282	107	545	422	266	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.6%	50.4%	6.3%	15.6%	5.9%	30.3%	23.5%	14.8%	3.6%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

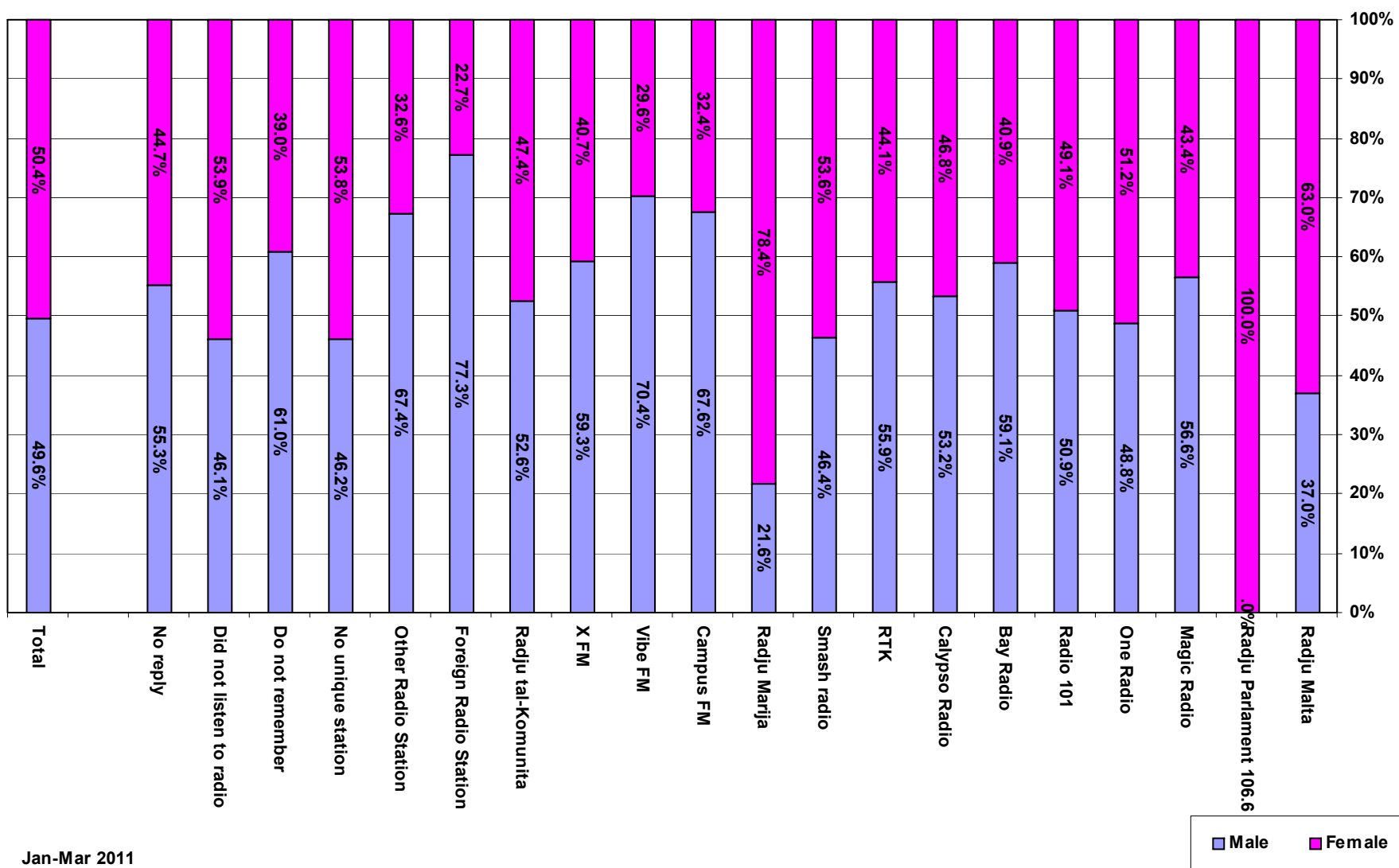


FIGURE 3.1.B1: WEIGHTED RADIO CHANNEL REACH: BY GENDER [JAN-MAR 2011]

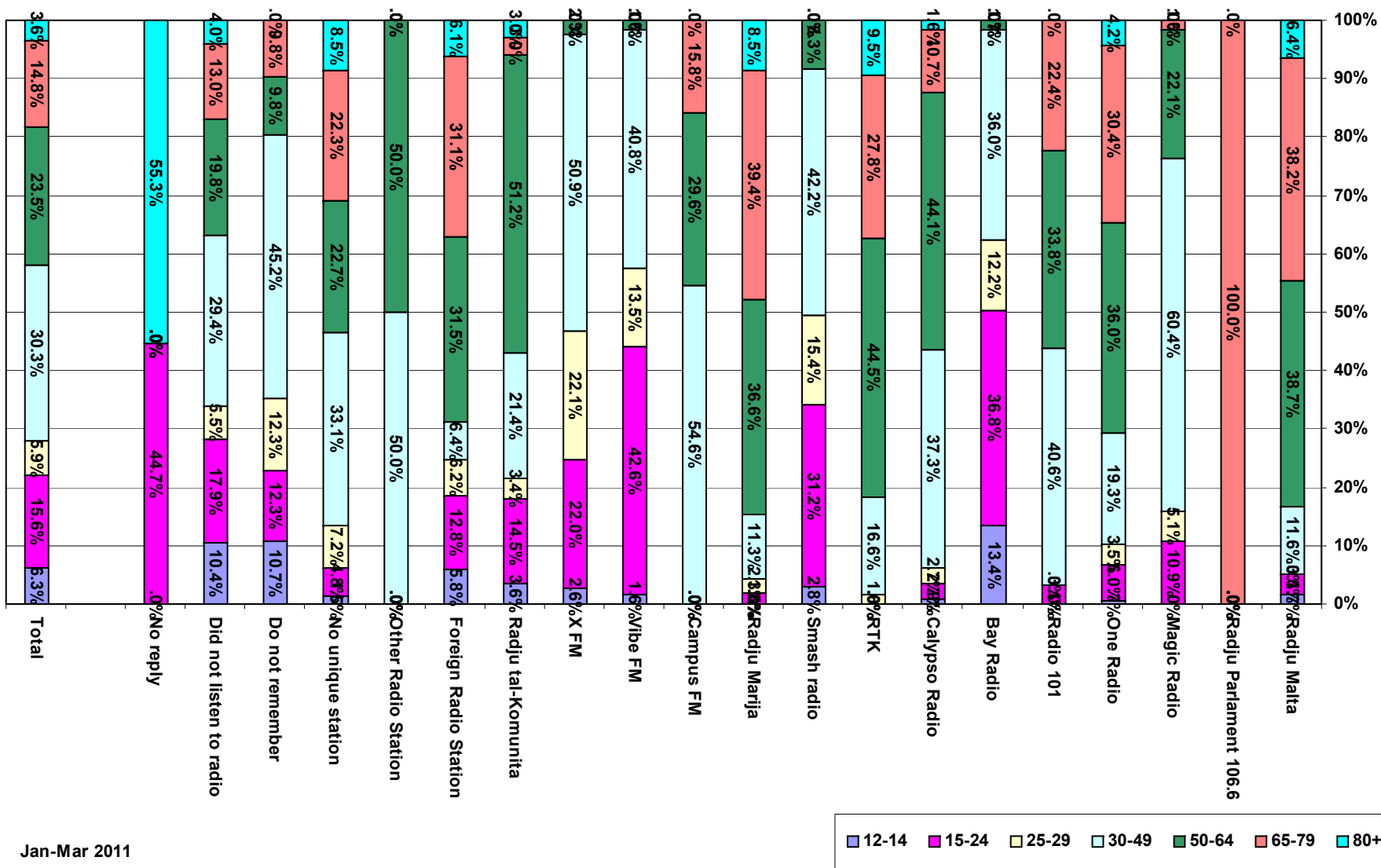


FIGURE 3.1.B2: WEIGHTED RADIO CHANNEL REACH: BY AGE GROUP [JAN-MAR 2011]

3.2.A: RADIO CHANNEL REACH: BY DISTRICT [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	91	18	32	9	14	12	6
	5.1%	5.2%	5.8%	3.5%	5.3%	5.0%	4.1%
	100.0%	19.8%	35.2%	9.9%	15.4%	13.2%	6.6%
Radju Parlament 106.6	1	0	1	0	0	0	0
	.1%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	65	9	22	6	14	12	2
	3.6%	2.6%	4.0%	2.3%	5.3%	5.0%	1.4%
	100.0%	13.8%	33.8%	9.2%	21.5%	18.5%	3.1%
ONE Radio	146	40	44	28	16	10	8
	8.1%	11.6%	8.0%	10.9%	6.1%	4.2%	5.5%
	100.0%	27.4%	30.1%	19.2%	11.0%	6.8%	5.5%
Radio 101	39	4	13	3	8	8	3
	2.2%	1.2%	2.4%	1.2%	3.1%	3.4%	2.1%
	100.0%	10.3%	33.3%	7.7%	20.5%	20.5%	7.7%
Bay Radio	160	23	48	20	37	22	10
	8.9%	6.6%	8.7%	7.8%	14.1%	9.2%	6.9%
	100.0%	14.4%	30.0%	12.5%	23.1%	13.8%	6.3%
Calypso Radio	117	27	36	17	17	15	5
	6.5%	7.8%	6.5%	6.6%	6.5%	6.3%	3.4%
	100.0%	23.1%	30.8%	14.5%	14.5%	12.8%	4.3%
RTK	91	23	25	15	12	6	10
	5.1%	6.6%	4.5%	5.8%	4.6%	2.5%	6.9%
	100.0%	25.3%	27.5%	16.5%	13.2%	6.6%	11.0%
Smash Radio	36	11	4	3	5	10	3
	2.0%	3.2%	.7%	1.2%	1.9%	4.2%	2.1%
	100.0%	30.6%	11.1%	8.3%	13.9%	27.8%	8.3%
Radju Marija	57	16	15	7	8	7	4
	3.2%	4.6%	2.7%	2.7%	3.1%	2.9%	2.8%
	100.0%	28.1%	26.3%	12.3%	14.0%	12.3%	7.0%
Campus FM	13	1	6	1	3	0	2
	.7%	.3%	1.1%	.4%	1.1%	.0%	1.4%
	100.0%	7.7%	46.2%	7.7%	23.1%	.0%	15.4%
Vibe FM	55	6	21	9	8	7	4
	3.1%	1.7%	3.8%	3.5%	3.1%	2.9%	2.8%
	100.0%	10.9%	38.2%	16.4%	14.5%	12.7%	7.3%
XFM	32	7	13	2	6	3	1
	1.8%	2.0%	2.4%	.8%	2.3%	1.3%	.7%
	100.0%	21.9%	40.6%	6.3%	18.8%	9.4%	3.1%
Community Stations	29	1	11	5	6	3	3
	1.6%	.3%	2.0%	1.9%	2.3%	1.3%	2.1%
	100.0%	3.4%	37.9%	17.2%	20.7%	10.3%	10.3%
Foreign Station	16	1	1	4	3	4	3
	.9%	.3%	.2%	1.6%	1.1%	1.7%	2.1%
	100.0%	6.3%	6.3%	25.0%	18.8%	25.0%	18.8%
Other Station	8	0	3	0	3	1	1
	.4%	.0%	.5%	.0%	1.1%	.4%	.7%
	100.0%	.0%	37.5%	.0%	37.5%	12.5%	12.5%
No particular radio station	66	16	21	12	4	7	6
	3.7%	4.6%	3.8%	4.7%	1.5%	2.9%	4.1%
	100.0%	24.2%	31.8%	18.2%	6.1%	10.6%	9.1%
Did not remember	9	1	4	0	0	3	1
	.5%	.3%	.7%	.0%	.0%	1.3%	.7%
	100.0%	11.1%	44.4%	.0%	.0%	33.3%	11.1%
Did not listen to radio	767	141	231	117	98	107	73
	42.6%	40.8%	41.9%	45.3%	37.4%	45.0%	50.3%
	100.0%	18.4%	30.1%	15.3%	12.8%	14.0%	9.5%
No response	2	1	0	0	0	1	0
	.1%	.3%	.0%	.0%	.0%	.4%	.0%
	100.0%	50.0%	.0%	.0%	.0%	50.0%	.0%
Total	1800	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

3.2.B: WEIGHTED RADIO CHANNEL REACH: BY DISTRICT [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Radju Malta	85	15	29	8	13	14	6
	4.7%	4.2%	5.4%	3.1%	5.1%	5.5%	4.3%
	100.0%	17.7%	33.6%	9.8%	15.2%	16.7%	6.9%
Radju Parlament 106.6	1	0	1	0	0	0	0
	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	64	11	21	6	13	12	2
	3.6%	3.0%	3.9%	2.3%	5.2%	4.6%	1.3%
	100.0%	16.5%	32.3%	9.5%	20.4%	18.5%	2.8%
ONE Radio	141	36	42	29	15	12	7
	7.8%	10.2%	7.9%	10.7%	6.1%	4.7%	5.2%
	100.0%	25.7%	29.5%	20.2%	10.8%	8.6%	5.1%
Radio 101	39	4	13	3	8	9	3
	2.1%	1.0%	2.4%	1.1%	3.1%	3.4%	2.0%
	100.0%	9.2%	33.2%	7.8%	20.0%	22.8%	7.0%
Bay Radio	172	30	50	23	35	23	10
	9.5%	8.5%	9.5%	8.5%	14.0%	8.9%	7.3%
	100.0%	17.7%	29.3%	13.3%	20.5%	13.4%	5.8%
Calypso Radio	115	27	34	17	16	16	5
	6.4%	7.7%	6.3%	6.3%	6.5%	6.2%	3.3%
	100.0%	23.9%	29.3%	14.6%	14.4%	13.9%	3.9%
RTK	88	22	22	16	12	7	9
	4.9%	6.2%	4.2%	5.9%	4.7%	2.8%	6.5%
	100.0%	24.9%	25.4%	17.9%	13.5%	8.3%	10.0%
Smash Radio	38	12	5	3	5	10	3
	2.1%	3.4%	.9%	1.2%	2.0%	3.8%	2.1%
	100.0%	32.4%	11.9%	8.7%	13.1%	26.3%	7.5%
Radju Marija	52	13	14	7	8	8	3
	2.9%	3.5%	2.6%	2.5%	3.1%	3.1%	2.4%
	100.0%	24.2%	26.1%	12.8%	15.2%	15.3%	6.3%
Campus FM	12	1	6	1	3	0	2
	.7%	.3%	1.1%	.3%	1.1%	.0%	1.3%
	100.0%	8.1%	47.5%	7.3%	22.7%	.0%	14.4%
Vibe FM	62	9	23	10	8	7	5
	3.4%	2.5%	4.3%	3.6%	3.1%	2.8%	3.4%
	100.0%	14.7%	37.2%	15.7%	12.8%	12.0%	7.6%
XFM	37	10	14	2	6	3	1
	2.0%	2.8%	2.6%	.9%	2.5%	1.2%	.7%
	100.0%	27.7%	38.0%	6.7%	16.9%	8.2%	2.5%
Community Stations	28	1	10	5	6	3	2
	1.5%	.2%	1.9%	1.9%	2.4%	1.2%	1.8%
	100.0%	2.5%	37.0%	18.5%	21.7%	11.5%	8.9%
Foreign Station	16	1	1	4	3	4	3
	.9%	.3%	.2%	1.5%	1.2%	1.7%	2.0%
	100.0%	5.8%	5.9%	25.4%	18.4%	27.5%	17.0%
Other Station	8	0	3	0	3	1	1
	.4%	.0%	.6%	.0%	1.2%	.4%	.6%
	100.0%	.0%	36.6%	.0%	38.3%	14.5%	10.6%
No particular radio station	64	14	20	13	4	8	6
	3.6%	4.0%	3.7%	4.9%	1.5%	3.0%	4.2%
	100.0%	22.1%	30.7%	20.4%	5.9%	12.0%	8.8%
Did not remember	9	1	4	0	0	3	1
	.5%	.3%	.7%	.0%	.0%	1.2%	.6%
	100.0%	10.7%	43.2%	.0%	.0%	36.4%	9.7%
Did not listen to radio	768	148	220	120	94	116	69
	42.7%	41.6%	41.5%	45.0%	37.2%	45.0%	50.9%
	100.0%	19.3%	28.6%	15.6%	12.2%	15.1%	9.0%
No response	2	1	0	0	0	1	0
	.1%	.3%	.0%	.0%	.0%	.4%	.0%
	100.0%	44.7%	.0%	.0%	.0%	55.3%	.0%
Total	1800	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

[Channel Reach = The number of people tuning to a radio station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

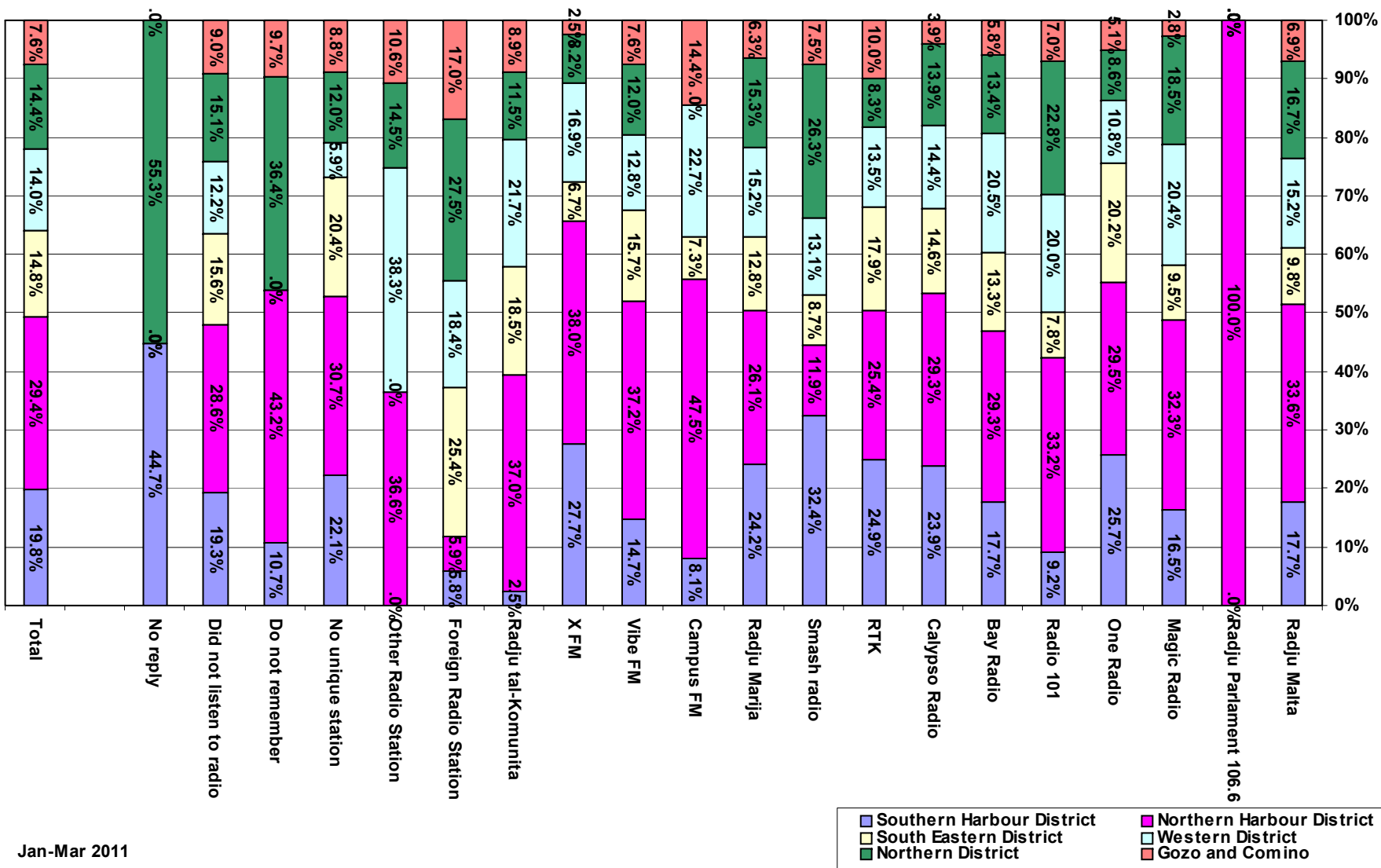


FIGURE 3.2.B: WEIGHTED RADIO REACH: BY DISTRICT [JAN-MAR 2011]

3.4.A: TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [JAN-MAR 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
No TV-set	10	8	2	0	1	1	2	2	3	1
	.6%	1.0%	.2%	.0%	.4%	1.0%	.4%	.4%	1.1%	1.4%
TVM	100.0%	80.0%	20.0%	.0%	10.0%	10.0%	20.0%	20.0%	30.0%	10.0%
	470	183	287	36	57	24	169	110	66	8
	26.1%	22.6%	29.0%	34.3%	21.9%	24.5%	31.3%	24.6%	23.7%	11.4%
ONE	100.0%	38.9%	61.1%	7.7%	12.1%	5.1%	36.0%	23.4%	14.0%	1.7%
	179	64	115	6	12	7	42	60	46	6
	9.9%	7.9%	11.6%	5.7%	4.6%	7.1%	7.8%	13.4%	16.5%	8.6%
Net TV	100.0%	35.8%	64.2%	3.4%	6.7%	3.9%	23.5%	33.5%	25.7%	3.4%
	89	39	50	1	11	3	20	30	20	4
	4.9%	4.8%	5.0%	1.0%	4.2%	3.1%	3.7%	6.7%	7.2%	5.7%
Smash TV	100.0%	43.8%	56.2%	1.1%	12.4%	3.4%	22.5%	33.7%	22.5%	4.5%
	3	1	2	0	0	1	0	1	1	0
	.2%	.1%	.2%	.0%	.0%	1.0%	.0%	.2%	.4%	.0%
Favorite Channel	100.0%	33.3%	66.7%	.0%	.0%	33.3%	.0%	33.3%	33.3%	.0%
	3	1	2	0	0	0	0	1	2	0
	.2%	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.7%	.0%
Rai 1	100.0%	33.3%	66.7%	.0%	.0%	.0%	.0%	33.3%	66.7%	.0%
	58	19	39	1	1	2	17	22	13	2
	3.2%	2.3%	3.9%	1.0%	.4%	2.0%	3.1%	4.9%	4.7%	2.9%
Rai 2	100.0%	32.8%	67.2%	1.7%	1.7%	3.4%	29.3%	37.9%	22.4%	3.4%
	21	12	9	1	0	0	8	5	7	0
	1.2%	1.5%	.9%	1.0%	.0%	.0%	1.5%	1.1%	2.5%	.0%
Rai 3	100.0%	57.1%	42.9%	4.8%	.0%	.0%	38.1%	23.8%	33.3%	.0%
	6	2	4	0	0	1	2	0	2	1
	.3%	.2%	.4%	.0%	.0%	1.0%	.4%	.0%	.7%	1.4%
Rete 4	100.0%	33.3%	66.7%	.0%	.0%	16.7%	33.3%	.0%	33.3%	16.7%
	30	14	16	1	1	1	7	11	7	2
	1.7%	1.7%	1.6%	1.0%	.4%	1.0%	1.3%	2.5%	2.5%	2.9%
Canale 5	100.0%	46.7%	53.3%	3.3%	3.3%	3.3%	23.3%	36.7%	23.3%	6.7%
	72	17	55	0	12	5	30	20	4	1
	4.0%	2.1%	5.5%	.0%	4.6%	5.1%	5.6%	4.5%	1.4%	1.4%
Italia 1	100.0%	23.6%	76.4%	.0%	16.7%	6.9%	41.7%	27.8%	5.6%	1.4%
	75	43	32	11	26	5	25	5	3	0
	4.2%	5.3%	3.2%	10.5%	10.0%	5.1%	4.6%	1.1%	1.1%	.0%
Discovery Channel	100.0%	57.3%	42.7%	14.7%	34.7%	6.7%	33.3%	6.7%	4.0%	.0%
	43	32	11	4	12	2	13	5	7	0
	2.4%	4.0%	1.1%	3.8%	4.6%	2.0%	2.4%	1.1%	2.5%	.0%
MTV	100.0%	74.4%	25.6%	9.3%	27.9%	4.7%	30.2%	11.6%	16.3%	.0%
	10	4	6	5	4	0	1	0	0	0
	.6%	.5%	.6%	4.8%	1.5%	.0%	.2%	.0%	.0%	.0%
BBC Prm/Wld/Ent	100.0%	40.0%	60.0%	50.0%	40.0%	.0%	10.0%	.0%	.0%	.0%
	27	9	18	2	3	2	9	7	4	0
	1.5%	1.1%	1.8%	1.9%	1.2%	2.0%	1.7%	1.6%	1.4%	.0%
Other TV Stations	100.0%	33.3%	66.7%	7.4%	11.1%	7.4%	33.3%	25.9%	14.8%	.0%
	213	110	103	26	35	12	59	49	24	8
	11.8%	13.6%	10.4%	24.8%	13.5%	12.2%	10.9%	10.9%	8.6%	11.4%
No particular station	100.0%	51.6%	48.4%	12.2%	16.4%	5.6%	27.7%	23.0%	11.3%	3.8%
	160	71	89	3	7	5	35	50	42	18
	8.9%	8.8%	9.0%	2.9%	2.7%	5.1%	6.5%	11.2%	15.1%	25.7%
Do not remember	100.0%	44.4%	55.6%	1.9%	4.4%	3.1%	21.9%	31.3%	26.3%	11.3%
	22	12	10	1	3	1	8	3	3	3
	1.2%	1.5%	1.0%	1.0%	1.2%	1.0%	1.5%	.7%	1.1%	4.3%
Do not watch TV	100.0%	54.5%	45.5%	4.5%	13.6%	4.5%	36.4%	13.6%	13.6%	13.6%
	309	168	141	7	75	26	93	67	25	16
	17.2%	20.8%	14.2%	6.7%	28.8%	26.5%	17.2%	15.0%	9.0%	22.9%
	100.0%	54.4%	45.6%	2.3%	24.3%	8.4%	30.1%	21.7%	8.1%	5.2%
Total	1800	809	991	105	260	98	540	448	279	70
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%

[Count / Column % / Row %]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

3.4.B: WEIGHTED TV CHANNEL REACH: BY GENDER AND BY AGE GROUPS [JAN-MAR 2011]

	TOTAL	GENDER		AGE GROUP						
		MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+
No TV-set	12	10	2	0	1	1	3	2	3	1
	.6%	1.1%	.2%	.0%	.4%	.9%	.6%	.5%	1.1%	1.8%
TVM	100.0%	84.3%	15.7%	.0%	9.3%	8.2%	27.8%	18.6%	26.0%	10.0%
	466	202	264	39	61	25	169	102	62	7
	25.9%	22.6%	29.1%	34.0%	21.7%	23.7%	31.0%	24.2%	23.5%	11.0%
ONE	100.0%	43.3%	56.7%	8.3%	13.1%	5.4%	36.3%	22.0%	13.4%	1.5%
	173	71	102	6	13	8	42	55	43	6
	9.6%	8.0%	11.2%	5.5%	4.6%	7.2%	7.8%	13.1%	16.0%	9.0%
Net TV	100.0%	41.1%	58.9%	3.6%	7.5%	4.5%	24.5%	32.0%	24.6%	3.4%
	88	42	46	1	13	3	19	28	20	4
	4.9%	4.7%	5.1%	.9%	4.5%	3.1%	3.5%	6.7%	7.4%	5.9%
Smash TV	100.0%	47.3%	52.7%	1.1%	14.4%	3.8%	21.8%	32.1%	22.5%	4.3%
	3	1	2	0	0	1	0	1	1	0
	.2%	.2%	.2%	.0%	.0%	1.3%	.0%	.2%	.3%	.0%
Favorite Channel	100.0%	43.6%	56.4%	.0%	.0%	43.6%	.0%	30.8%	25.6%	.0%
	3	1	2	0	0	0	0	1	2	0
	.2%	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.7%	.0%
Rai 1	100.0%	35.3%	64.7%	.0%	.0%	.0%	.0%	29.4%	70.6%	.0%
	55	20	35	1	1	2	16	21	12	2
	3.0%	2.2%	3.9%	.9%	.5%	1.8%	3.0%	5.0%	4.5%	2.4%
Rai 2	100.0%	36.2%	63.8%	1.8%	2.3%	3.5%	29.4%	38.6%	21.6%	2.8%
	22	13	9	1	0	0	9	5	7	0
	1.2%	1.5%	.9%	.8%	.0%	.0%	1.6%	1.1%	2.8%	.0%
Rai 3	100.0%	61.3%	38.7%	4.4%	.0%	.0%	40.2%	21.7%	33.7%	.0%
	6	2	4	0	0	1	2	0	2	1
	.3%	.2%	.4%	.0%	.0%	.9%	.3%	.0%	.7%	1.8%
Rete 4	100.0%	37.7%	62.3%	.0%	.0%	16.9%	28.0%	.0%	34.7%	20.4%
	28	14	13	1	1	1	6	10	7	2
	1.5%	1.6%	1.5%	.9%	.4%	.9%	1.1%	2.4%	2.4%	3.0%
Canale 5	100.0%	51.5%	48.5%	3.6%	3.9%	3.4%	22.4%	36.2%	23.5%	7.0%
	68	18	50	0	13	6	28	18	3	1
	3.8%	2.0%	5.5%	.0%	4.5%	5.2%	5.1%	4.2%	1.3%	1.1%
Italia 1	100.0%	25.9%	74.1%	.0%	18.7%	8.2%	40.8%	26.3%	5.0%	1.0%
	81	51	30	11	29	6	28	4	3	0
	4.5%	5.8%	3.3%	10.0%	10.1%	5.6%	5.1%	1.0%	1.1%	.0%
Discovery Channel	100.0%	63.4%	36.6%	14.0%	35.2%	7.4%	34.4%	5.4%	3.6%	.0%
	44	35	9	4	13	2	14	5	7	0
	2.5%	3.9%	1.0%	3.5%	4.5%	1.8%	2.6%	1.1%	2.5%	.0%
MTV	100.0%	78.9%	21.1%	9.0%	28.8%	4.3%	32.0%	10.8%	15.1%	.0%
	11	5	6	5	5	0	1	0	0	0
	.6%	.5%	.7%	4.7%	1.7%	.0%	.2%	.0%	.0%	.0%
BBC World/Ent	100.0%	43.8%	56.2%	47.8%	42.4%	.0%	9.8%	.0%	.0%	.0%
	27	10	18	2	3	2	8	8	4	0
	1.5%	1.1%	1.9%	1.9%	1.2%	2.2%	1.5%	1.8%	1.3%	.0%
Other TV Stations	100.0%	35.8%	64.2%	7.9%	12.8%	8.5%	30.1%	27.6%	13.1%	.0%
	218	121	97	30	38	13	57	47	25	8
	12.1%	13.5%	10.7%	26.0%	13.4%	12.6%	10.5%	11.1%	9.4%	11.9%
No particular station	100.0%	55.5%	44.5%	13.6%	17.3%	6.2%	26.4%	21.6%	11.5%	3.5%
	153	74	80	3	7	5	34	47	41	16
	8.5%	8.2%	8.8%	2.7%	2.6%	4.9%	6.2%	11.1%	15.3%	25.4%
Do not remember	100.0%	48.0%	52.0%	2.0%	4.8%	3.4%	22.1%	30.5%	26.5%	10.7%
	23	14	9	1	4	1	8	3	2	3
	1.3%	1.6%	1.0%	1.2%	1.3%	.9%	1.5%	.7%	.9%	4.1%
Do not watch TV	100.0%	61.3%	38.7%	6.2%	16.3%	4.1%	36.9%	13.8%	10.9%	11.8%
	321	190	130	8	81	29	100	65	23	15
	17.8%	21.3%	14.4%	7.1%	28.7%	27.0%	18.4%	15.4%	8.6%	22.7%
	100.0%	59.3%	40.7%	2.5%	25.2%	9.0%	31.3%	20.3%	7.2%	4.6%
Total	1800	893	907	113	282	107	545	422	266	65
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	49.6%	50.4%	6.3%	15.6%	5.9%	30.3%	23.5%	14.8%	3.6%

[Count / Column % / Row %]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

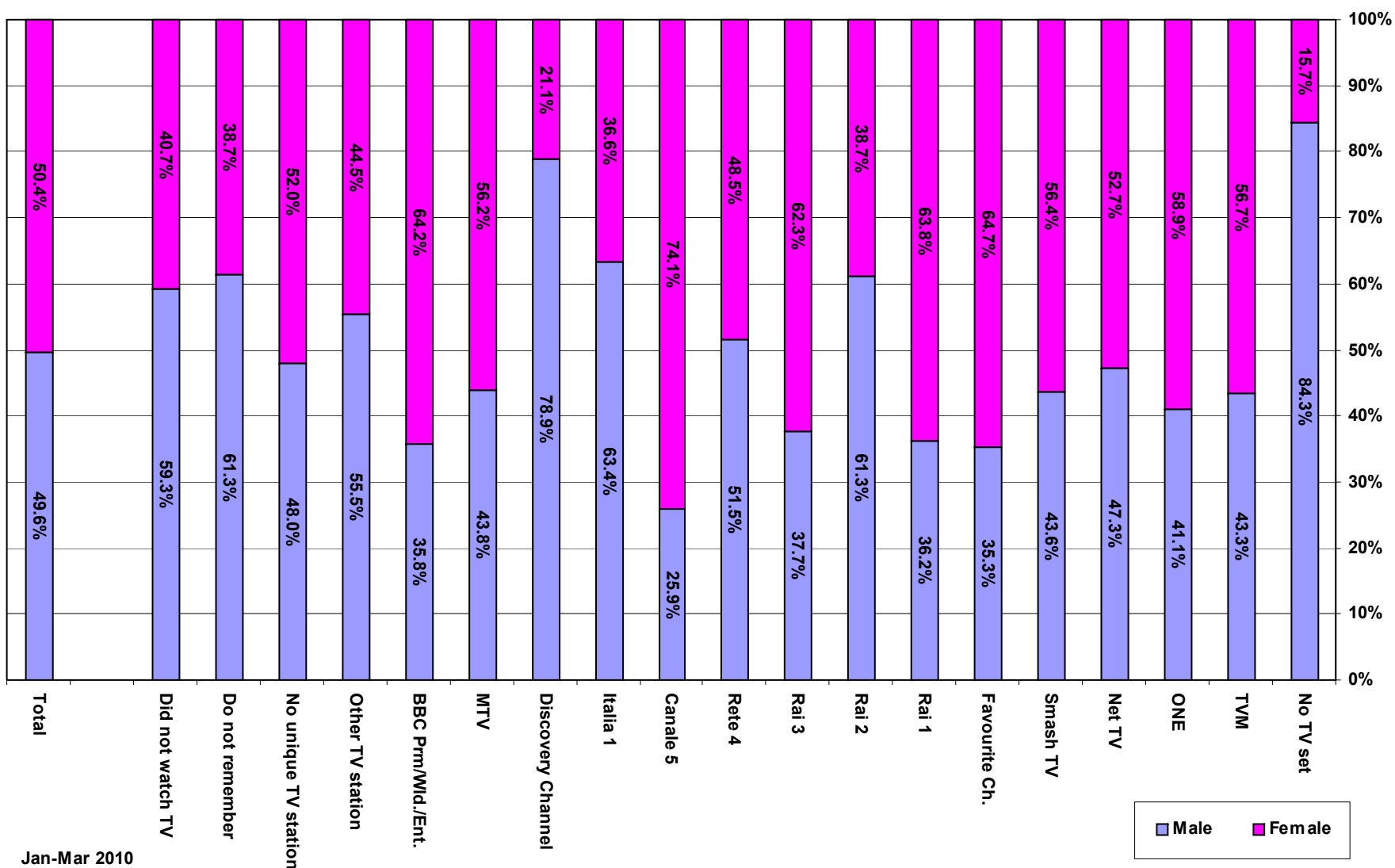


FIGURE 3.4.B1: WEIGHTED TV CHANNEL REACH: BY GENDER [JAN-MAR 2011]

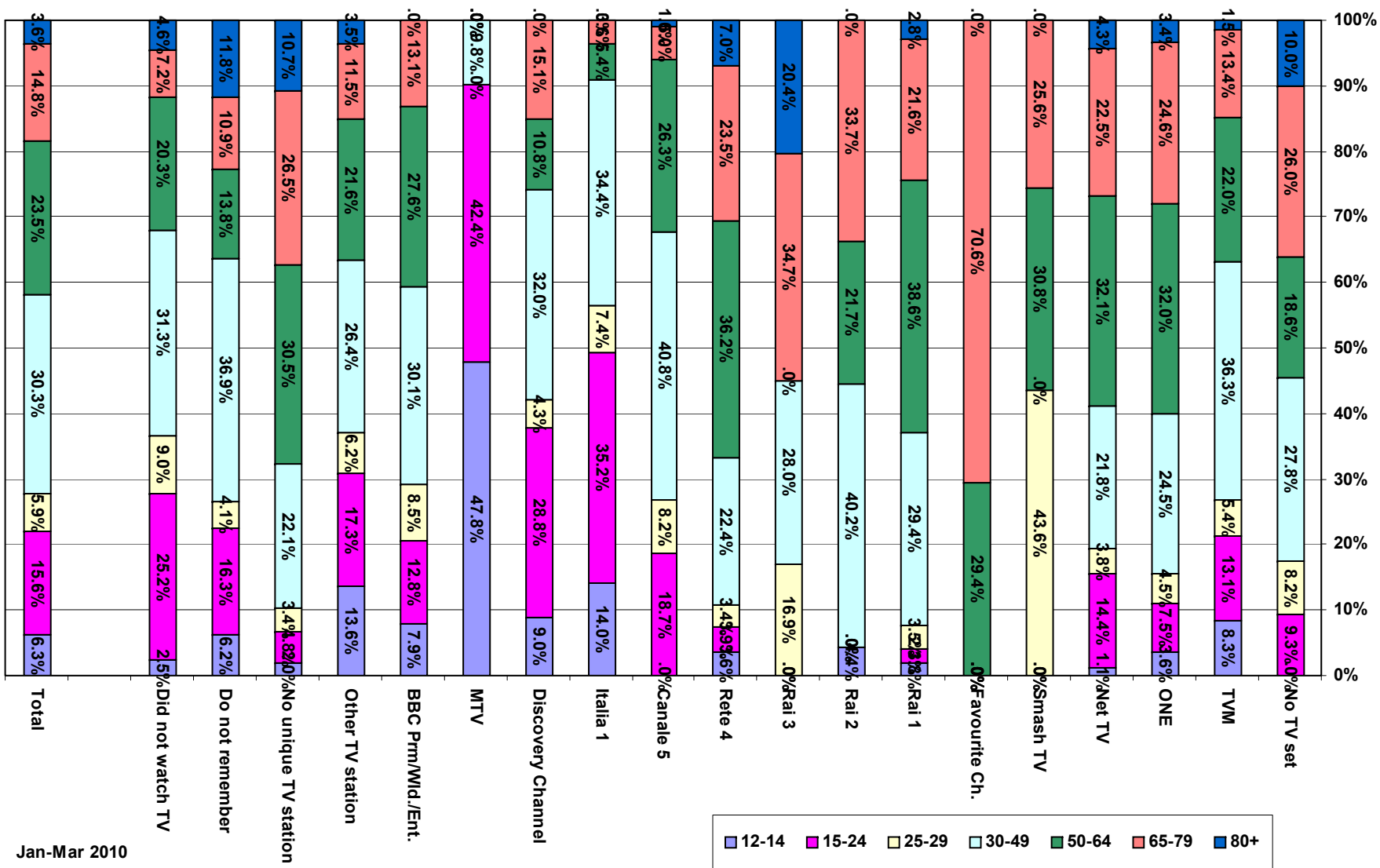


FIGURE 3.4.B2: WEIGHTED TV CHANNEL REACH: BY AGE GROUPS [JAN-MAR 2011]

TABLE 3.5.A: TV CHANNEL REACH: BY DISTRICTS [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No TV-set	10 .6% 100.0%	1 .3% 10.0%	3 .5% 30.0%	4 1.6% 40.0%	0 .0% 0.0%	2 .8% 20.0%	0 .0% 0.0%
TVM	470 26.1% 100.0%	83 24.0% 100.0%	127 23.0% 100.0%	70 27.1% 100.0%	82 31.3% 100.0%	60 25.2% 100.0%	48 33.1% 100.0%
ONE	179 9.9% 100.0%	48 13.9% 100.0%	50 9.1% 100.0%	30 11.6% 100.0%	21 8.0% 100.0%	21 8.8% 100.0%	9 6.2% 100.0%
Net TV	89 4.9% 100.0%	21 6.1% 100.0%	30 5.4% 100.0%	13 5.0% 100.0%	10 3.8% 100.0%	10 4.2% 100.0%	5 3.4% 100.0%
Smash TV	3 .2% 100.0%	1 .3% 100.0%	0 .0% 100.0%	0 .0% 100.0%	1 .4% 100.0%	0 .0% 100.0%	1 .7% 100.0%
Favorite Channel	3 .2% 100.0%	0 .0% 100.0%	0 .0% 100.0%	0 .0% 100.0%	2 .8% 100.0%	0 .0% 100.0%	1 .7% 100.0%
Rai 1	58 3.2% 100.0%	9 2.6% 100.0%	23 4.2% 100.0%	12 4.7% 100.0%	5 1.9% 100.0%	8 3.4% 100.0%	1 .7% 100.0%
Rai 2	21 1.2% 100.0%	5 1.4% 100.0%	4 .7% 100.0%	1 .4% 100.0%	7 2.7% 100.0%	2 .8% 100.0%	2 1.4% 100.0%
Rai 3	6 .3% 100.0%	0 .0% 100.0%	0 .0% 100.0%	1 .4% 100.0%	3 1.1% 100.0%	1 .4% 100.0%	1 .7% 100.0%
Rete 4	30 1.7% 100.0%	5 1.4% 100.0%	10 1.8% 100.0%	5 1.9% 100.0%	4 1.5% 100.0%	3 1.3% 100.0%	3 2.1% 100.0%
Canale 5	72 4.0% 100.0%	14 4.0% 100.0%	23 4.2% 100.0%	9 3.5% 100.0%	12 4.6% 100.0%	11 4.6% 100.0%	3 2.1% 100.0%
Italia 1	75 4.2% 100.0%	16 4.6% 100.0%	20 3.6% 100.0%	10 3.9% 100.0%	14 5.3% 100.0%	8 3.4% 100.0%	7 4.8% 100.0%
Discovery Channel	43 2.4% 100.0%	6 1.7% 100.0%	18 3.3% 100.0%	2 .8% 100.0%	6 2.3% 100.0%	7 2.9% 100.0%	4 2.8% 100.0%
MTV	10 .6% 100.0%	2 .6% 100.0%	3 .5% 100.0%	0 .0% 100.0%	3 1.1% 100.0%	0 .0% 100.0%	2 1.4% 100.0%
BBC Prime/World/Ent	27 1.5% 100.0%	3 .9% 100.0%	11 2.0% 100.0%	1 .4% 100.0%	4 1.5% 100.0%	8 3.4% 100.0%	0 .0% 100.0%
Other TV Stations	213 11.8% 100.0%	26 7.5% 100.0%	79 14.3% 100.0%	25 9.7% 100.0%	24 9.2% 100.0%	44 18.5% 100.0%	15 10.3% 100.0%
No particular station	160 8.9% 100.0%	47 13.6% 100.0%	39 7.1% 100.0%	20 7.8% 100.0%	24 9.2% 100.0%	18 7.6% 100.0%	12 8.3% 100.0%
Do not remember	22 1.2% 100.0%	4 1.2% 100.0%	9 1.6% 100.0%	5 1.9% 100.0%	1 .4% 100.0%	2 .8% 100.0%	1 .7% 100.0%
Do not watch TV	309 17.2% 100.0%	55 15.9% 100.0%	102 18.5% 100.0%	50 19.4% 100.0%	39 14.9% 100.0%	33 13.9% 100.0%	30 20.7% 100.0%
Total	1800 100.0% 100.0%	346 100.0% 19.2%	551 100.0% 30.6%	258 100.0% 14.3%	262 100.0% 14.6%	238 100.0% 13.2%	145 100.0% 8.1%

[Count / Column % / Row %]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

TABLE 3.5.B: WEIGHTED TV CHANNEL REACH: BY DISTRICTS [JAN-MAR 2011]

	TOTAL	DISTRICT					
		SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
No TV-set	12	2	3	4	0	2	0
	.6%	.5%	.6%	1.6%	.0%	.9%	.0%
	100.0%	16.6%	27.7%	36.4%	.0%	19.3%	.0%
TVM	466	86	119	73	79	65	44
	25.9%	24.2%	22.5%	27.3%	31.2%	25.1%	32.2%
	100.0%	18.6%	25.6%	15.6%	16.9%	13.9%	9.4%
ONE	173	47	45	30	20	23	8
	9.6%	13.0%	8.5%	11.2%	7.9%	9.1%	5.8%
	100.0%	26.9%	26.1%	17.3%	11.5%	13.6%	4.6%
Net TV	88	20	29	14	10	11	4
	4.9%	5.7%	5.4%	5.1%	3.8%	4.4%	3.2%
	100.0%	23.0%	32.5%	15.5%	11.0%	13.0%	5.0%
Smash TV	3	1	0	0	1	0	1
	.2%	.4%	.0%	.0%	.4%	.0%	.6%
	100.0%	43.6%	.0%	.0%	30.8%	.0%	25.6%
Favorite Channel	3	0	0	0	2	0	1
	.2%	.0%	.0%	.0%	.8%	.0%	.6%
	100.0%	.0%	.0%	.0%	70.6%	.0%	29.4%
Rai 1	55	8	20	12	5	9	1
	3.0%	2.2%	3.9%	4.5%	2.0%	3.3%	.7%
	100.0%	14.2%	37.3%	21.8%	9.1%	15.8%	1.7%
Rai 2	22	6	4	1	7	2	2
	1.2%	1.7%	.8%	.4%	2.6%	1.0%	1.4%
	100.0%	26.8%	18.0%	5.4%	29.7%	11.3%	8.7%
Rai 3	6	0	0	1	3	1	1
	.3%	.0%	.0%	.3%	1.1%	.4%	.7%
	100.0%	.0%	.0%	14.6%	48.1%	20.4%	16.9%
Rete 4	28	4	9	4	3	3	3
	1.5%	1.2%	1.8%	1.7%	1.4%	1.3%	1.8%
	100.0%	15.8%	34.0%	16.2%	12.6%	12.3%	9.1%
Canale 5	68	13	21	9	11	11	3
	3.8%	3.5%	3.9%	3.6%	4.3%	4.3%	1.9%
	100.0%	18.6%	30.8%	14.0%	16.2%	16.4%	3.9%
Italia 1	81	21	21	10	14	8	7
	4.5%	5.8%	3.9%	3.8%	5.7%	3.0%	5.5%
	100.0%	25.4%	25.5%	12.4%	17.8%	9.7%	9.2%
Discovery Channel	44	7	18	2	6	7	5
	2.5%	1.9%	3.4%	.7%	2.3%	2.7%	3.4%
	100.0%	15.0%	41.2%	4.5%	13.1%	15.9%	10.4%
MTV	11	2	3	0	3	0	2
	.6%	.7%	.6%	.0%	1.2%	.0%	1.7%
	100.0%	21.1%	30.5%	.0%	26.9%	.0%	21.5%
BBC Prime/World/Ent	27	3	11	1	3	9	0
	1.5%	.7%	2.1%	.3%	1.3%	3.6%	.0%
	100.0%	9.7%	41.0%	3.3%	12.3%	33.7%	.0%
Other TV Stations	218	29	78	26	23	46	15
	12.1%	8.2%	14.7%	9.8%	9.2%	17.9%	11.1%
	100.0%	13.4%	35.7%	12.0%	10.7%	21.3%	7.0%
No particular station	153	41	37	21	23	21	11
	8.5%	11.4%	7.0%	7.8%	9.0%	8.2%	8.0%
	100.0%	26.4%	24.2%	13.5%	14.9%	13.9%	7.1%
Do not remember	23	4	9	5	1	2	1
	1.3%	1.2%	1.7%	1.9%	.4%	.8%	.7%
	100.0%	19.6%	40.1%	22.0%	4.8%	9.3%	4.2%
Do not watch TV	321	63	101	54	38	36	28
	17.8%	17.7%	19.1%	20.1%	15.2%	13.9%	20.7%
	100.0%	19.7%	31.6%	16.7%	12.0%	11.2%	8.8%
Total	1800	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%

[Count / Column % / Row %]

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

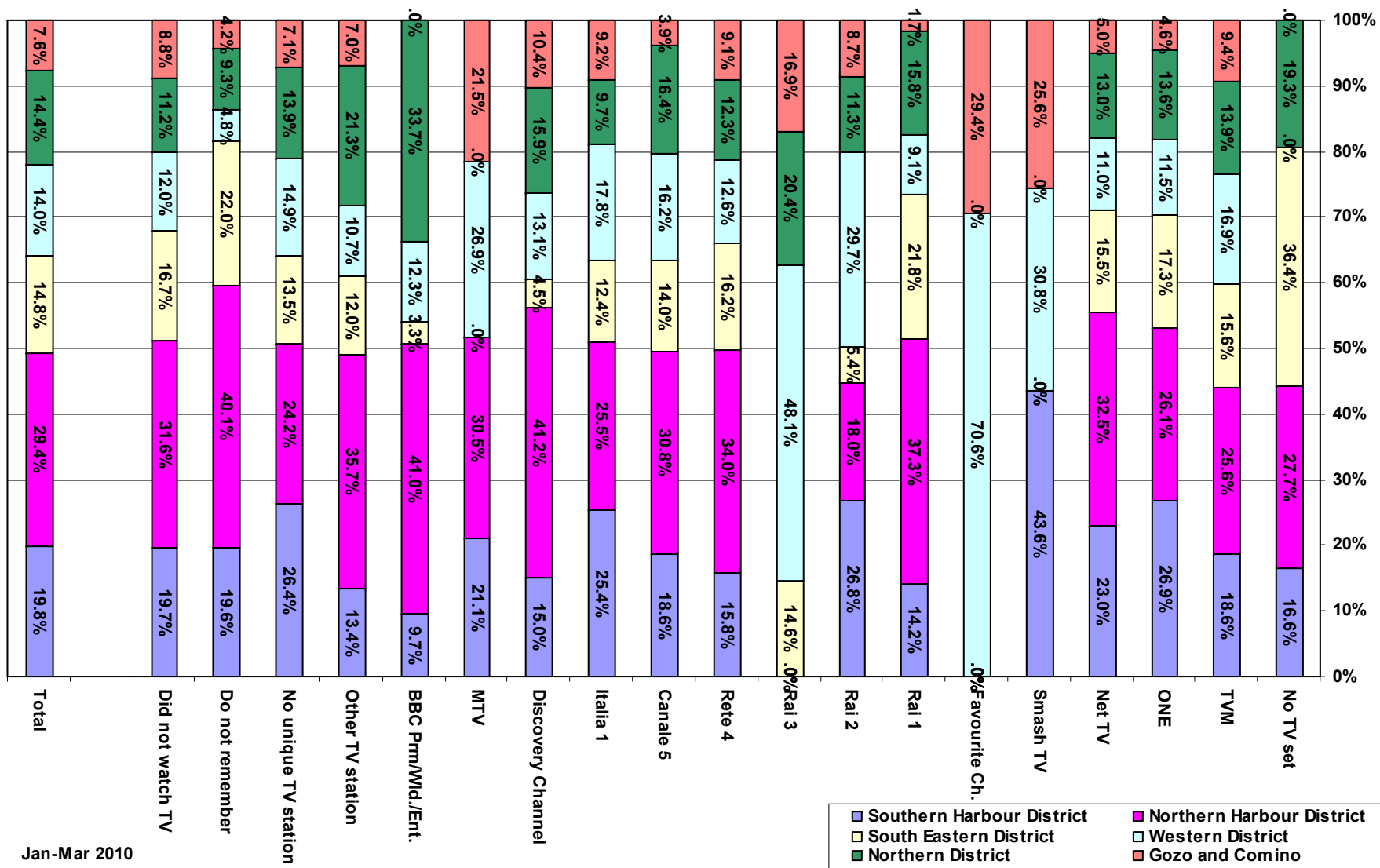


FIG. 3.5.B: POPULATION TV CHANNEL REACH: BY DISTRICTS [JAN-MAR 2011]

TABLE 3.6.A: TV CHANNEL REACH – "OTHER STATION" [COUNT ONLY] - BY GENDER, BY 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
Al Jazeera	9	5	4	0	0	0	3	6	0	0	1	1	3	2	1	1
All Stars	2	2	0	0	1	0	0	1	0	0	0	0	0	0	2	0
Animal Planet	5	3	2	1	0	1	2	0	0	1	1	1	0	1	1	1
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Arab Station	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Baby TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1
Boomerang	2	2	0	0	1	0	1	0	0	0	0	1	1	0	0	0
Bulgarian Station	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Cartoon Network	3	3	0	2	1	0	0	0	0	0	1	0	0	0	2	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
CNBC	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
CNN	19	10	9	0	5	2	6	4	2	0	1	10	4	1	3	0
Comedy Central	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Discovery	2	1	1	0	1	1	0	0	0	0	0	1	0	1	0	0
Discovery Channel	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Discovery Science	2	2	0	0	1	0	1	0	0	0	0	1	0	0	1	0
Disney Channel	29	10	19	16	5	0	6	0	0	2	5	11	2	1	7	3
E! Entertainment	6	1	5	1	3	1	1	0	0	0	2	2	0	0	2	0
ESTN	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro News	4	4	0	0	0	0	0	2	1	1	0	0	1	2	1	0
Euro Sports	10	10	0	2	3	0	2	1	2	0	2	4	1	0	2	1
Fine Living Network	3	1	2	0	0	0	2	1	0	0	0	0	1	1	1	0
Food Network	5	2	3	1	0	0	4	0	0	0	1	3	0	0	1	0
Food Vet	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
Fox	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Fox Crime	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Fox Live	2	0	2	0	1	0	1	0	0	0	0	0	0	0	2	0
Fox Movie	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Go	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Go Sports	4	3	1	0	1	0	0	1	2	0	0	2	1	0	1	0
Go Stars	2	1	1	0	1	0	1	0	0	0	1	0	1	0	0	0
Gossip Girl	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0
Granada	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Hallmark	3	1	2	0	0	0	0	3	0	0	0	2	0	0	1	0
History Channel	3	1	2	0	0	0	1	2	0	0	0	0	2	0	1	0
Inter Channel	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
La 5	3	0	3	0	1	0	1	1	0	0	0	3	0	0	0	0

TABLE 3.6.A: CONT/ ...

	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
La 7	6	4	2	0	1	1	0	4	0	0	1	3	0	2	0	0
Liverpool TV	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Living and Travel	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
Marco Polo	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
mbc2	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Melita More	4	0	4	0	2	1	0	1	0	0	0	2	0	1	0	1
Melita Movies	2	2	0	0	1	0	1	0	0	0	0	1	0	1	0	0
Mezzo	2	2	0	0	0	0	0	1	1	0	0	2	0	0	0	0
Military Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Movie Channel	3	2	1	0	1	0	1	0	1	0	0	0	1	1	1	0
National Geographic	3	0	3	0	0	0	0	2	0	1	2	0	0	1	0	0
Nickeledon	3	1	2	2	0	0	1	0	0	0	0	1	1	0	0	1
Nile set	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Nova	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Play House Disney	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Sky	13	6	7	0	0	0	3	4	4	2	0	10	0	1	1	1
Sky Calcio	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Sky Movie	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Sky News	13	7	6	0	0	0	4	7	2	0	3	4	2	1	2	1
Sky Sports	2	2	0	0	0	0	1	0	1	0	0	0	1	0	1	0
Sports Channel	5	5	0	0	1	0	1	1	2	0	0	2	0	3	0	0
Travel & Living	5	2	3	0	1	0	3	0	1	0	0	2	2	0	1	0
WTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Zone Reality	5	1	4	0	0	1	1	2	1	0	1	0	1	1	1	1
Total	212	110	102	26	35	12	58	49	24	8	26	78	25	24	44	15

Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

TABLE 3.6.B: WEIGHTED TV CHANNEL REACH – “OTHER STATION” [COUNT ONLY]: BY GENDER, BY 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
Al Jazeera	9	6	3	0	0	0	3	6	0	0	1	1	3	2	1	1
All Stars	2	2	0	0	1	0	0	1	0	0	0	0	0	0	2	0
Animal Planet	5	3	2	1	0	1	2	0	0	1	1	1	0	1	1	1
Antenna Sicilia	1	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
Arab Station	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Baby TV	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1
Boomerang	2	2	0	0	1	0	1	0	0	0	0	1	1	0	0	0
Bulgarian Station	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Cartoon Network	4	4	0	2	1	0	0	0	0	0	1	0	0	0	2	0
Cartoonito	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
CNBC	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0
CNN	19	10	8	0	5	2	5	4	2	0	1	10	4	1	3	0
Comedy Central	1	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
Discovery	2	1	1	0	1	1	0	0	0	0	0	1	0	1	0	0
Discovery Channel	2	2	0	0	0	0	2	0	0	0	2	0	0	0	0	0
Discovery Science	2	2	0	0	1	0	1	0	0	0	0	1	0	0	1	0
Disney Channel	31	11	20	18	5	0	6	0	0	2	6	12	2	1	7	3
E! Entertainment	7	1	5	1	3	1	1	0	0	0	2	2	0	0	2	0
ESTN	1	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Euro News	4	4	0	0	0	0	0	2	1	1	0	0	1	2	1	0
Euro Sports	11	11	0	2	3	0	3	1	2	0	3	4	1	0	2	1
Fine Living Network	3	1	2	0	0	0	2	1	0	0	0	0	1	1	1	0
Food Network	5	3	2	1	0	0	4	0	0	0	2	2	0	0	1	0
Food Vet	1	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0
Fox	1	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0
Fox Crime	1	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Fox Live	2	0	2	0	1	0	1	0	0	0	0	0	0	0	2	0
Fox Movie	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Go	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Go Sports	4	3	1	0	1	0	0	1	2	0	0	2	1	0	1	0
Go Stars	2	1	1	0	1	0	1	0	0	0	1	0	1	0	0	0
Gossip Girl	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0
Granada	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Hallmark	3	1	2	0	0	0	0	3	0	0	0	2	0	0	1	0
History Channel	3	1	2	0	0	0	1	2	0	0	0	0	2	0	1	0
Inter Channel	1	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0
La 5	3	0	3	0	1	0	1	1	0	0	0	3	0	0	0	0

TABLE 3.6.B: CONT/ ...

	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
La 7	6	4	2	0	1	1	0	3	0	0	1	3	0	2	0	0
Liverpool TV	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0
Living and Travel	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
Marco Polo	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0
mbc2	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Melita More	4	0	4	0	2	1	0	1	0	0	0	2	0	1	0	1
Melita Movies	2	2	0	0	1	0	1	0	0	0	0	1	0	1	0	0
Mezzo	2	2	0	0	0	0	0	1	1	0	0	2	0	0	0	0
Military Channel	1	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0
Movie Channel	3	2	1	0	1	0	1	0	1	0	0	0	1	1	1	0
National Geographic	2	0	2	0	0	0	0	2	0	1	1	0	0	1	0	0
Nickeledeon	3	1	2	3	0	0	1	0	0	0	0	1	1	0	0	1
Nile set	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0
Nova	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Play House Disney	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0
Sky	12	6	6	0	0	0	3	4	4	2	0	9	0	1	1	1
Sky Calcio	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0
Sky Movie	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0
Sky News	12	7	5	0	0	0	4	6	2	0	3	3	2	1	2	1
Sky Sports	2	2	0	0	0	0	1	0	1	0	0	0	1	0	1	0
Sports Channel	5	5	0	0	1	0	1	1	2	0	0	2	0	3	0	0
Travel & Living	5	2	3	0	1	0	3	0	1	0	0	2	2	0	1	0
WTN	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Zone Reality	4	1	3	0	0	1	1	2	1	0	1	0	1	1	1	1
Total	217	121	96	30	38	13	57	47	25	8	29	77	26	23	46	15

[Channel Reach = The number of people viewing a TV station irrespective of the time that they stayed tuned-in]

Weighted Table Totals may not tally due to weighting and rounding off

TABLE 4.1.A: RADIO SYSTEMS INSTALLED AT HOME: BY GENDER, BY 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	
Availability of AM/FM Radio system at home																	
Yes	1616	729	887	98	224	83	462	421	266	62	313	490	231	236	214	132	
	89.8%	90.1%	89.5%	93.3%	86.2%	84.7%	85.6%	94.0%	95.3%	88.6%	90.5%	88.9%	89.5%	90.1%	89.9%	91.0%	
	100.0%	45.1%	54.9%	6.1%	13.9%	5.1%	28.6%	26.1%	16.5%	3.8%	19.4%	30.3%	14.3%	14.6%	13.2%	8.2%	
No	184	80	104	7	36	15	78	27	13	8	33	61	27	26	24	13	
	10.2%	9.9%	10.5%	6.7%	13.8%	15.3%	14.4%	6.0%	4.7%	11.4%	9.5%	11.1%	10.5%	9.9%	10.1%	9.0%	
	100.0%	43.5%	56.5%	3.8%	19.6%	8.2%	42.4%	14.7%	7.1%	4.3%	17.9%	33.2%	14.7%	14.1%	13.0%	7.1%	
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
Availability of Digital Radio system at home																	
Yes	114	60	54	8	29	4	41	21	7	4	20	27	11	23	21	12	
	6.3%	7.4%	5.4%	7.6%	11.2%	4.1%	7.6%	4.7%	2.5%	5.7%	5.8%	4.9%	4.3%	8.8%	8.8%	8.3%	
	100.0%	52.6%	47.4%	7.0%	25.4%	3.5%	36.0%	18.4%	6.1%	3.5%	17.5%	23.7%	9.6%	20.2%	18.4%	10.5%	
No	1686	749	937	97	231	94	499	427	272	66	326	524	247	239	217	133	
	93.7%	92.6%	94.6%	92.4%	88.8%	95.9%	92.4%	95.3%	97.5%	94.3%	94.2%	95.1%	95.7%	91.2%	91.2%	91.7%	
	100.0%	44.4%	55.6%	5.8%	13.7%	5.6%	29.6%	25.3%	16.1%	3.9%	19.3%	31.1%	14.7%	14.2%	12.9%	7.9%	
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
Availability of Other Radio system/s at home																	
Yes	300	142	158	44	109	23	89	28	7	0	42	93	44	46	46	29	
	16.7%	17.6%	15.9%	41.9%	41.9%	23.5%	16.5%	6.3%	2.5%	.0%	12.1%	16.9%	17.1%	17.6%	19.3%	20.0%	
	100.0%	47.3%	52.7%	14.7%	36.3%	7.7%	29.7%	9.3%	2.3%	.0%	14.0%	31.0%	14.7%	15.3%	15.3%	9.7%	
No	1500	667	833	61	151	75	451	420	272	70	304	458	214	216	192	116	
	83.3%	82.4%	84.1%	58.1%	58.1%	76.5%	83.5%	93.8%	97.5%	100.0%	87.9%	83.1%	82.9%	82.4%	80.7%	80.0%	
	100.0%	44.5%	55.5%	4.1%	10.1%	5.0%	30.1%	28.0%	18.1%	4.7%	20.3%	30.5%	14.3%	14.4%	12.8%	7.7%	
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
No Radio available at home																	
Yes	113	49	64	2	18	10	54	19	6	4	23	39	15	12	15	9	
	6.3%	6.1%	6.5%	1.9%	6.9%	10.2%	10.0%	4.2%	2.2%	5.7%	6.6%	7.1%	5.8%	4.6%	6.3%	6.2%	
	100.0%	43.4%	56.6%	1.8%	15.9%	8.8%	47.8%	16.8%	5.3%	3.5%	20.4%	34.5%	13.3%	10.6%	13.3%	8.0%	
No	1687	760	927	103	242	88	486	429	273	66	323	512	243	250	223	136	
	93.7%	93.9%	93.5%	98.1%	93.1%	89.8%	90.0%	95.8%	97.8%	94.3%	93.4%	92.9%	94.2%	95.4%	93.7%	93.8%	
	100.0%	45.1%	54.9%	6.1%	14.3%	5.2%	28.8%	25.4%	16.2%	3.9%	19.1%	30.3%	14.4%	14.8%	13.2%	8.1%	
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	

TABLE 4.1.B: WEIGHTED RADIO SYSTEMS INSTALLED AT HOME - BY GENDER, BY 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	
Availability of AM/FM Radio system at home																	
Yes	1613	802	810	106	243	90	467	397	253	57	320	469	239	228	234	124	
	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%	
	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%	
No	187	91	96	8	39	17	79	25	13	8	37	60	28	24	25	13	
	10.4%	10.2%	10.6%	6.7%	13.8%	15.5%	14.4%	6.0%	4.9%	11.7%	10.3%	11.4%	10.5%	9.6%	9.7%	9.3%	
	100.0%	48.5%	51.5%	4.1%	20.7%	8.8%	42.0%	13.4%	6.9%	4.1%	19.7%	32.2%	14.9%	12.9%	13.4%	6.8%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
Availability of Digital Radio system at home																	
Yes	119	68	50	8	31	4	42	21	8	4	24	27	11	22	22	12	
	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%	
	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%	
No	1681	825	857	105	250	102	503	401	258	61	332	502	256	230	237	124	
	93.4%	92.3%	94.5%	92.6%	88.9%	96.0%	92.2%	95.0%	97.1%	94.4%	93.2%	94.9%	95.9%	91.2%	91.6%	90.9%	
	100.0%	49.1%	50.9%	6.2%	14.9%	6.1%	29.9%	23.9%	15.4%	3.6%	19.8%	29.9%	15.2%	13.7%	14.1%	7.4%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
Availability of Other Radio system/s at home																	
Yes	313	158	155	47	116	25	92	27	7	0	48	97	47	44	48	29	
	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%	
	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	1487	735	752	66	165	82	454	396	259	65	308	433	220	208	211	107	
	82.6%	82.3%	82.9%	58.5%	58.7%	77.0%	83.2%	93.7%	97.4%	100.0%	86.4%	81.7%	82.4%	82.5%	81.5%	78.6%	
	100.0%	49.5%	50.5%	4.5%	11.1%	5.5%	30.5%	26.6%	17.4%	4.4%	20.7%	29.1%	14.8%	14.0%	14.2%	7.2%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
No Radio available at home																	
Yes	115	55	59	2	20	11	54	18	6	4	26	37	16	11	16	8	
	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%	
	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%	
No	1685	838	847	111	262	96	492	405	260	61	331	492	251	241	243	128	
	93.6%	93.8%	93.5%	97.8%	93.0%	89.5%	90.2%	95.8%	97.9%	93.8%	92.7%	92.9%	94.1%	95.6%	93.9%	93.8%	
	100.0%	49.7%	50.3%	6.6%	15.5%	5.7%	29.2%	24.0%	15.4%	3.6%	19.6%	29.2%	14.9%	14.3%	14.4%	7.6%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	

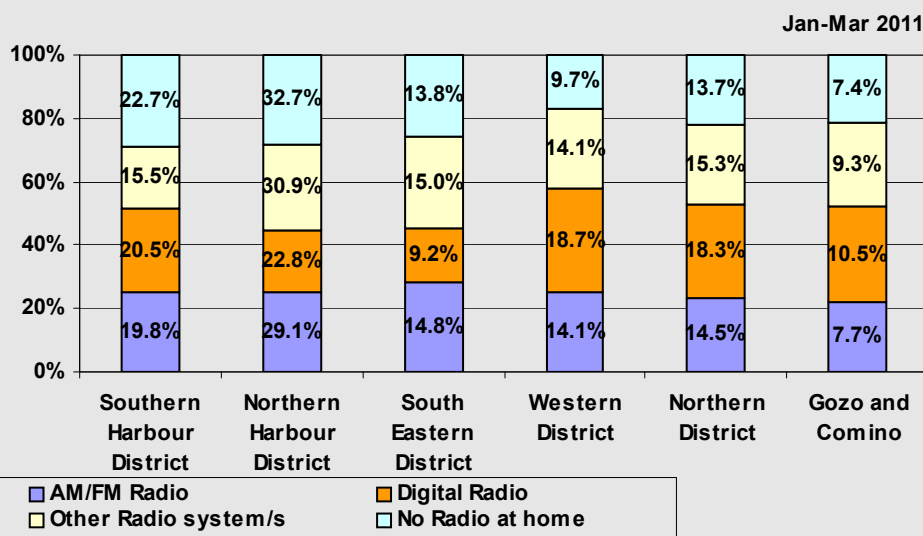
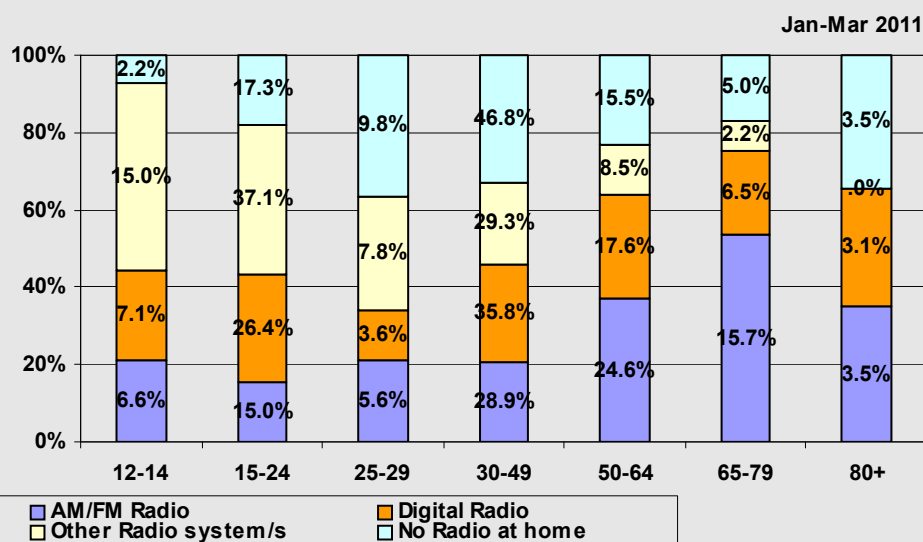
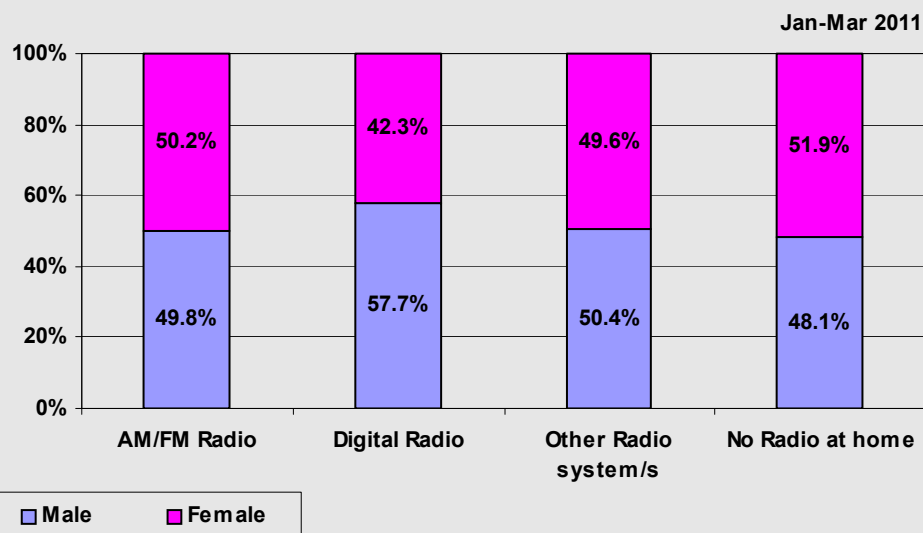


FIGURE 4.1.B: WEIGHTED RADIO RECEPTION PLATFORM: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 2011]

TABLE 4.3.A: TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY 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) system installed at home																	
Yes	512	244	268	35	80	22	136	126	92	21	101	143	92	88	58	30	
	28.4%	30.2%	27.0%	33.3%	30.8%	22.4%	25.2%	28.1%	33.0%	30.0%	29.2%	26.0%	35.7%	33.6%	24.4%	20.7%	
	100.0%	47.7%	52.3%	6.8%	15.6%	4.3%	26.6%	24.6%	18.0%	4.1%	19.7%	27.9%	18.0%	17.2%	11.3%	5.9%	
	1288	565	723	70	180	76	404	322	187	49	245	408	166	174	180	115	
No	71.6%	69.8%	73.0%	66.7%	69.2%	77.6%	74.8%	71.9%	67.0%	70.0%	70.8%	74.0%	64.3%	66.4%	75.6%	79.3%	
	100.0%	43.9%	56.1%	5.4%	14.0%	5.9%	31.4%	25.0%	14.5%	3.8%	19.0%	31.7%	12.9%	13.5%	14.0%	8.9%	
	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
	Melita Cable plc. system installed at home																
	Yes	970	432	538	48	140	50	252	276	165	39	208	325	121	118	123	75
		53.9%	53.4%	54.3%	45.7%	53.8%	51.0%	46.7%	61.6%	59.1%	55.7%	60.1%	59.0%	46.9%	45.0%	51.7%	51.7%
100.0%		44.5%	55.5%	4.9%	14.4%	5.2%	26.0%	28.5%	17.0%	4.0%	21.4%	33.5%	12.5%	12.2%	12.7%	7.7%	
830		377	453	57	120	48	288	172	114	31	138	226	137	144	115	70	
No	46.1%	46.6%	45.7%	54.3%	46.2%	49.0%	53.3%	38.4%	40.9%	44.3%	39.9%	41.0%	53.1%	55.0%	48.3%	48.3%	
	100.0%	45.4%	54.6%	6.9%	14.5%	5.8%	34.7%	20.7%	13.7%	3.7%	16.6%	27.2%	16.5%	17.3%	13.9%	8.4%	
	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
	GO plc. system installed at home																
	Yes	718	316	402	41	107	40	251	152	103	24	113	208	109	123	108	57
		39.9%	39.1%	40.6%	39.0%	41.2%	40.8%	46.5%	33.9%	36.9%	34.3%	32.7%	37.7%	42.2%	46.9%	45.4%	39.3%
100.0%		44.0%	56.0%	5.7%	14.9%	5.6%	35.0%	21.2%	14.3%	3.3%	15.7%	29.0%	15.2%	17.1%	15.0%	7.9%	
1082		493	589	64	153	58	289	296	176	46	233	343	149	139	130	88	
No	60.1%	60.9%	59.4%	61.0%	58.8%	59.2%	53.5%	66.1%	63.1%	65.7%	67.3%	62.3%	57.8%	53.1%	54.6%	60.7%	
	100.0%	45.6%	54.4%	5.9%	14.1%	5.4%	26.7%	27.4%	16.3%	4.3%	21.5%	31.7%	13.8%	12.8%	12.0%	8.1%	
	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	
	Satellite system installed at home																
	Yes	396	198	198	38	63	17	144	101	28	5	69	114	61	63	53	36
		22.0%	24.5%	20.0%	36.2%	24.2%	17.3%	26.7%	22.5%	10.0%	7.1%	19.9%	20.7%	23.6%	24.0%	22.3%	24.8%
100.0%		50.0%	50.0%	9.6%	15.9%	4.3%	36.4%	25.5%	7.1%	1.3%	17.4%	28.8%	15.4%	15.9%	13.4%	9.1%	
1404		611	793	67	197	81	396	347	251	65	277	437	197	199	185	109	
No	78.0%	75.5%	80.0%	63.8%	75.8%	82.7%	73.3%	77.5%	90.0%	92.9%	80.1%	79.3%	76.4%	76.0%	77.7%	75.2%	
	100.0%	43.5%	56.5%	4.8%	14.0%	5.8%	28.2%	24.7%	17.9%	4.6%	19.7%	31.1%	14.0%	14.2%	13.2%	7.8%	
	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%	

TABLE 4.3.A: CONT /...

	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
Internet [including Dreambox decoder] system installed at home																
Yes	292	150	142	27	74	14	97	55	23	2	48	91	47	38	37	31
	16.2%	18.5%	14.3%	25.7%	28.5%	14.3%	18.0%	12.3%	8.2%	2.9%	13.9%	16.5%	18.2%	14.5%	15.5%	21.4%
	100.0%	51.4%	48.6%	9.2%	25.3%	4.8%	33.2%	18.8%	7.9%	.7%	16.4%	31.2%	16.1%	13.0%	12.7%	10.6%
No	1508	659	849	78	186	84	443	393	256	68	298	460	211	224	201	114
	83.8%	81.5%	85.7%	74.3%	71.5%	85.7%	82.0%	87.7%	91.8%	97.1%	86.1%	83.5%	81.8%	85.5%	84.5%	78.6%
	100.0%	43.7%	56.3%	5.2%	12.3%	5.6%	29.4%	26.1%	17.0%	4.5%	19.8%	30.5%	14.0%	14.9%	13.3%	7.6%
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%
Other TV system installed at home																
Yes	5	2	3	0	0	0	2	2	1	0	1	1	1	0	1	1
	.3%	.2%	.3%	.0%	.0%	.0%	.4%	.4%	.4%	.0%	.3%	.2%	.4%	.0%	.4%	.7%
	100.0%	40.0%	60.0%	.0%	.0%	.0%	40.0%	40.0%	20.0%	.0%	20.0%	20.0%	20.0%	.0%	20.0%	20.0%
No	1795	807	988	105	260	98	538	446	278	70	345	550	257	262	237	144
	99.7%	99.8%	99.7%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	99.7%	99.8%	99.6%	100.0%	99.6%	99.3%
	100.0%	45.0%	55.0%	5.8%	14.5%	5.5%	30.0%	24.8%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.0%
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%
No TV at home																
Yes	12	8	4	0	1	1	2	4	3	1	2	3	4	0	2	1
	.7%	1.0%	.4%	.0%	.4%	1.0%	.4%	.9%	1.1%	1.4%	.6%	.5%	1.6%	.0%	.8%	.7%
	100.0%	66.7%	33.3%	.0%	8.3%	8.3%	16.7%	33.3%	25.0%	8.3%	16.7%	25.0%	33.3%	.0%	16.7%	8.3%
No	1788	801	987	105	259	97	538	444	276	69	344	548	254	262	236	144
	99.3%	99.0%	99.6%	100.0%	99.6%	99.0%	99.6%	99.1%	98.9%	98.6%	99.4%	99.5%	98.4%	100.0%	99.2%	99.3%
	100.0%	44.8%	55.2%	5.9%	14.5%	5.4%	30.1%	24.8%	15.4%	3.9%	19.2%	30.6%	14.2%	14.7%	13.2%	8.1%
Total	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%

[Count / Column % / Row %]

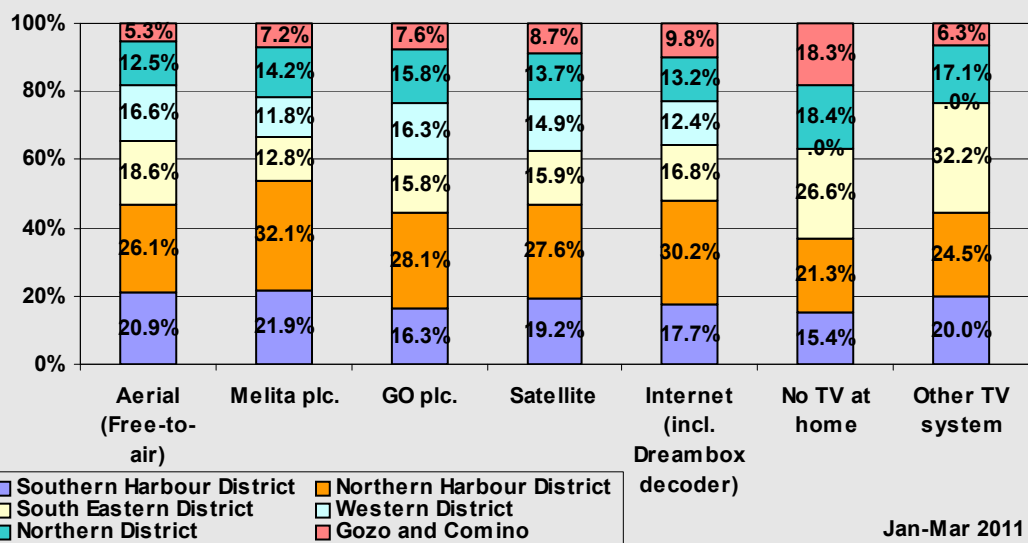
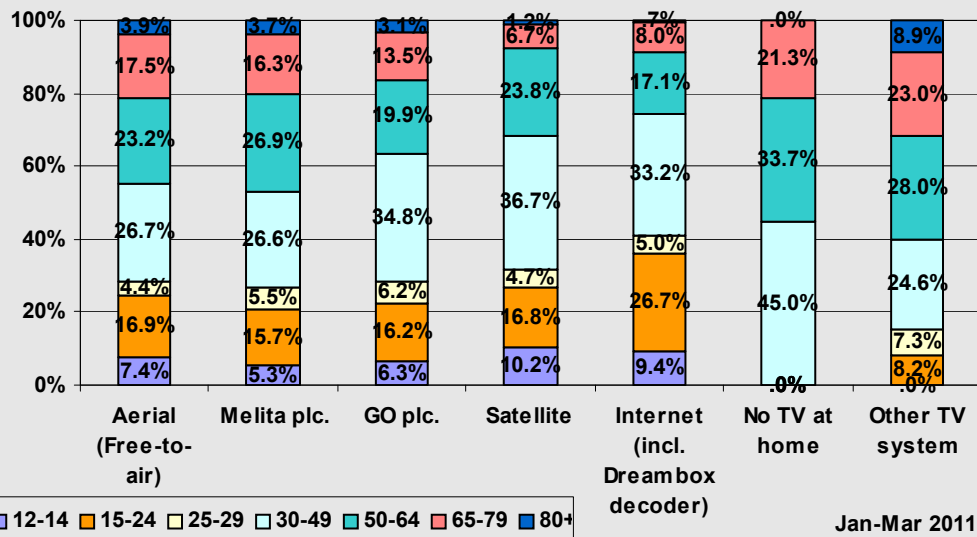
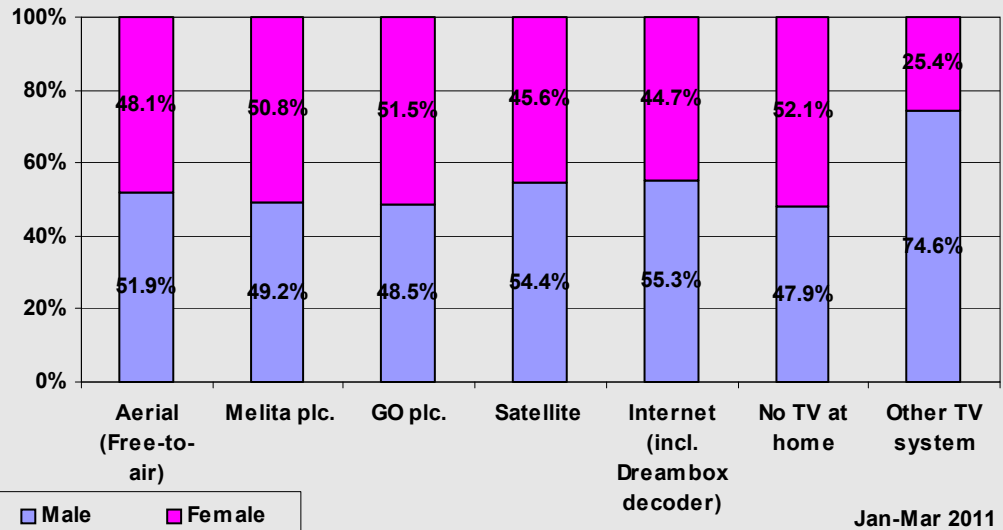
TABLE 4.3.B: WEIGHTED TV SYSTEMS INSTALLED AT HOME: BY GENDER, BY AGE GROUPS, AND BY DISTRICTS [JAN-MAR 2011]

	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) system installed at home																	
Yes	513	266	246	38	87	22	137	119	90	20	107	134	95	85	64	27	
	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%	
	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%	
	1287	627	661	76	195	84	408	303	176	45	249	396	172	167	195	109	
No	71.5%	70.2%	72.8%	66.6%	69.1%	79.0%	74.9%	71.9%	66.3%	68.9%	70.0%	74.8%	64.3%	66.3%	75.2%	79.9%	
	100.0%	48.7%	51.3%	5.9%	15.1%	6.5%	31.7%	23.6%	13.7%	3.5%	19.4%	30.7%	13.3%	13.0%	15.1%	8.5%	
	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
Melita Cable plc. system installed at home																	
Yes	963	474	489	51	151	53	256	259	157	36	211	309	124	114	137	69	
	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%	
	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%	
	837	419	417	62	130	53	289	163	109	29	146	220	143	138	122	68	
No	46.5%	47.0%	46.0%	55.0%	46.2%	49.9%	53.1%	38.7%	41.1%	45.0%	41.0%	41.6%	53.7%	54.8%	47.0%	49.5%	
	100.0%	50.1%	49.9%	7.4%	15.5%	6.4%	34.6%	19.5%	13.1%	3.5%	17.4%	26.3%	17.1%	16.5%	14.5%	8.1%	
	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
GO plc. system installed at home																	
Yes	723	351	372	46	117	45	252	144	98	22	118	203	114	118	114	55	
	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%	
	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%	
	1077	542	535	68	165	62	294	278	168	42	238	326	153	134	144	81	
No	59.8%	60.7%	59.0%	59.8%	58.5%	58.2%	53.9%	65.9%	63.3%	65.5%	66.9%	61.6%	57.3%	53.2%	55.8%	59.5%	
	100.0%	50.4%	49.6%	6.3%	15.3%	5.8%	27.3%	25.8%	15.6%	3.9%	22.1%	30.3%	14.2%	12.5%	13.4%	7.5%	
	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
Satellite system installed at home																	
Yes	407	222	186	42	68	19	149	97	27	5	78	112	65	61	56	35	
	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%	
	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%	
	1393	672	721	72	213	88	396	326	239	60	278	417	202	191	203	101	
No	77.4%	75.2%	79.5%	63.4%	75.7%	82.1%	72.6%	77.1%	89.8%	92.5%	78.1%	78.8%	75.7%	75.9%	78.4%	74.2%	
	100.0%	48.2%	51.8%	5.2%	15.3%	6.3%	28.4%	23.4%	17.1%	4.3%	20.0%	29.9%	14.5%	13.7%	14.6%	7.3%	
	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	

TABLE 4.3.B: CONT /...

	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	
Internet [including Dreambox decoder] system installed at home																	
Yes	299	165	133	28	80	15	99	51	24	2	53	90	50	37	39	29	
	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%	
	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%	
No	1501	728	773	85	202	92	446	371	242	63	304	439	217	215	219	107	
	83.4%	81.5%	85.3%	75.3%	71.7%	85.9%	81.8%	87.9%	91.0%	97.0%	85.2%	83.0%	81.2%	85.3%	84.8%	78.6%	
	100.0%	48.5%	51.5%	5.7%	13.4%	6.1%	29.7%	24.7%	16.1%	4.2%	20.2%	29.3%	14.4%	14.3%	14.6%	7.1%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
Other TV system installed at home																	
Yes	4	2	2	0	0	0	2	2	1	0	1	1	1	0	1	1	
	.2%	.2%	.3%	.0%	.0%	.0%	.4%	.4%	.4%	.0%	.2%	.2%	.4%	.0%	.3%	.6%	
	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	1796	891	904	113	282	107	543	421	265	65	356	528	266	252	258	136	
	99.8%	99.8%	99.7%	100.0%	100.0%	100.0%	99.6%	99.6%	99.6%	100.0%	99.8%	99.8%	99.6%	100.0%	99.7%	99.4%	
	100.0%	49.6%	50.4%	6.3%	15.7%	5.9%	30.3%	23.4%	14.8%	3.6%	19.8%	29.4%	14.8%	14.0%	14.4%	7.6%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	
No TV at home																	
Yes	13	10	3	0	1	1	3	4	3	1	3	3	4	0	2	1	
	.7%	1.1%	.4%	.0%	.4%	.9%	.6%	.9%	1.1%	1.8%	.7%	.6%	1.6%	.0%	.9%	.6%	
	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%	
No	1787	883	903	113	280	106	542	419	263	64	354	526	263	252	257	136	
	99.3%	98.9%	99.6%	100.0%	99.6%	99.1%	99.4%	99.1%	98.9%	98.2%	99.3%	99.4%	98.4%	100.0%	99.1%	99.4%	
	100.0%	49.4%	50.6%	6.3%	15.7%	5.9%	30.3%	23.4%	14.7%	3.6%	19.8%	29.4%	14.7%	14.1%	14.4%	7.6%	
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	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%	

[Count / Column % / Row %]



FIGURES 4.3.B: WEIGHTED TV RECEPTION SYSTEMS: BY GENDER, AGE GROUPS, AND BY DISTRICTS [JAN-MAR 2011]

TABLE 5.2.A: TEleshopping BY TV STATION: BY GENDER, BY 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
No	1659	780	879	100	255	93	506	405	238	62	306	508	241	243	224	137
	92.2%	96.4%	88.7%	95.2%	98.1%	94.9%	93.7%	90.4%	85.3%	88.6%	88.4%	92.2%	93.4%	92.7%	94.1%	94.5%
	100.0%	47.0%	53.0%	6.0%	15.4%	5.6%	30.5%	24.4%	14.3%	3.7%	18.4%	30.6%	14.5%	14.6%	13.5%	8.3%
TVM	40	6	34	3	4	2	11	10	6	4	11	16	4	2	5	2
	2.2%	.7%	3.4%	2.9%	1.5%	2.0%	2.0%	2.2%	2.2%	5.7%	3.2%	2.9%	1.6%	.8%	2.1%	1.4%
	100.0%	15.0%	85.0%	7.5%	10.0%	5.0%	27.5%	25.0%	15.0%	10.0%	27.5%	40.0%	10.0%	5.0%	12.5%	5.0%
ONE	30	5	25	1	0	0	4	9	15	1	14	5	6	1	3	1
	1.7%	.6%	2.5%	1.0%	.0%	.0%	.7%	2.0%	5.4%	1.4%	4.0%	.9%	2.3%	.4%	1.3%	.7%
	100.0%	16.7%	83.3%	3.3%	.0%	.0%	13.3%	30.0%	50.0%	3.3%	46.7%	16.7%	20.0%	3.3%	10.0%	3.3%
Net TV	15	2	13	0	1	0	1	7	3	3	2	6	2	2	2	1
	.8%	.2%	1.3%	.0%	.4%	.0%	.2%	1.6%	1.1%	4.3%	.6%	1.1%	.8%	.8%	.8%	.7%
	100.0%	13.3%	86.7%	.0%	6.7%	.0%	6.7%	46.7%	20.0%	20.0%	13.3%	40.0%	13.3%	13.3%	13.3%	6.7%
Smash TV	29	6	23	0	0	2	7	13	7	0	7	8	2	8	2	2
	1.6%	.7%	2.3%	.0%	.0%	2.0%	1.3%	2.9%	2.5%	.0%	2.0%	1.5%	.8%	3.1%	.8%	1.4%
	100.0%	20.7%	79.3%	.0%	.0%	6.9%	24.1%	44.8%	24.1%	.0%	24.1%	27.6%	6.9%	27.6%	6.9%	6.9%
ITV	12	4	8	0	0	0	6	2	4	0	2	4	3	2	1	0
	.7%	.5%	.8%	.0%	.0%	.0%	1.1%	.4%	1.4%	.0%	.6%	.7%	1.2%	.8%	.4%	.0%
	100.0%	33.3%	66.7%	.0%	.0%	.0%	50.0%	16.7%	33.3%	.0%	16.7%	33.3%	25.0%	16.7%	8.3%	.0%
Favourite TV	4	1	3	0	0	1	0	2	1	0	1	2	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	1.0%	.0%	.4%	.4%	.0%	.3%	.4%	.0%	.4%	.0%	.0%
	100.0%	25.0%	75.0%	.0%	.0%	25.0%	.0%	50.0%	25.0%	.0%	25.0%	50.0%	.0%	25.0%	.0%	.0%
Do not know	11	5	6	1	0	0	5	0	5	0	3	2	0	3	1	2
	.6%	.6%	.6%	1.0%	.0%	.0%	.9%	.0%	1.8%	.0%	.9%	.4%	.0%	1.1%	.4%	1.4%
	100.0%	45.5%	54.5%	9.1%	.0%	.0%	45.5%	.0%	45.5%	.0%	27.3%	18.2%	.0%	27.3%	9.1%	18.2%
	1800	809	991	105	260	98	540	448	279	70	346	551	258	262	238	145
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	44.9%	55.1%	5.8%	14.4%	5.4%	30.0%	24.9%	15.5%	3.9%	19.2%	30.6%	14.3%	14.6%	13.2%	8.1%
	1659	780	879	100	255	93	506	405	238	62	306	508	241	243	224	137

[Count / Column % / Row %]

TABLE 5.2.B: WEIGHTED TEleshopping BY TV STATION: BY GENDER, BY 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
No	1672	863	809	108	276	102	516	384	228	58	323	492	250	235	243	129
	92.9%	96.6%	89.2%	95.3%	98.0%	95.5%	94.6%	90.9%	85.7%	90.0%	90.6%	93.0%	93.7%	93.3%	93.7%	94.7%
	100.0%	51.6%	48.4%	6.5%	16.5%	6.1%	30.9%	23.0%	13.6%	3.5%	19.3%	29.4%	14.9%	14.1%	14.5%	7.7%
TVM	37	6	31	3	5	2	10	9	6	3	10	14	4	2	5	2
	2.1%	.7%	3.4%	2.8%	1.6%	1.8%	1.8%	2.0%	2.2%	5.0%	2.8%	2.6%	1.6%	.7%	2.1%	1.4%
	100.0%	16.8%	83.2%	8.5%	12.2%	5.3%	26.9%	22.9%	15.5%	8.8%	27.0%	37.0%	11.5%	4.7%	14.7%	5.2%
ONE	27	5	21	1	0	0	3	8	14	1	11	4	5	1	4	1
	1.5%	.6%	2.4%	1.1%	.0%	.0%	.6%	1.8%	5.2%	1.1%	3.1%	.8%	2.0%	.3%	1.5%	.7%
	100.0%	18.9%	81.1%	4.6%	.0%	.0%	11.7%	28.6%	52.5%	2.6%	41.5%	16.8%	20.2%	2.9%	15.1%	3.6%
Net TV	13	2	11	0	1	0	1	6	3	3	1	5	2	2	2	1
	.7%	.2%	1.3%	.0%	.3%	.0%	.1%	1.5%	1.1%	3.9%	.4%	1.0%	.7%	.7%	1.0%	.6%
	100.0%	15.7%	84.3%	.0%	7.0%	.0%	5.7%	47.6%	21.1%	18.6%	10.3%	39.0%	13.5%	12.7%	18.5%	6.1%
Smash TV	26	6	20	0	0	2	6	12	6	0	6	7	2	8	2	2
	1.4%	.7%	2.2%	.0%	.0%	1.8%	1.1%	2.9%	2.2%	.0%	1.6%	1.3%	.8%	3.0%	.8%	1.3%
	100.0%	23.5%	76.5%	.0%	.0%	7.2%	23.1%	47.6%	22.1%	.0%	22.2%	26.0%	8.1%	29.4%	7.6%	6.8%
ITV	11	5	6	0	0	0	5	2	4	0	2	3	3	2	1	0
	.6%	.5%	.7%	.0%	.0%	.0%	.9%	.4%	1.6%	.0%	.5%	.6%	1.2%	.6%	.4%	.0%
	100.0%	42.2%	57.8%	.0%	.0%	.0%	46.2%	14.3%	39.5%	.0%	15.8%	29.0%	30.4%	14.1%	10.7%	.0%
Favourite TV	4	1	3	0	0	1	0	2	1	0	1	2	0	1	0	0
	.2%	.1%	.3%	.0%	.0%	.9%	.0%	.4%	.4%	.0%	.3%	.3%	.0%	.4%	.0%	.0%
	100.0%	25.6%	74.4%	.0%	.0%	25.0%	.0%	48.5%	26.4%	.0%	25.0%	48.5%	.0%	26.4%	.0%	.0%
Calypso TV	10	5	5	1	0	0	4	0	5	0	3	2	0	3	1	2
	.5%	.6%	.5%	.8%	.0%	.0%	.8%	.0%	1.7%	.0%	.7%	.3%	.0%	1.0%	.4%	1.2%
	100.0%	50.5%	49.5%	9.5%	.0%	.0%	43.8%	.0%	46.6%	.0%	26.9%	17.5%	.0%	26.5%	11.8%	17.3%
Do not know	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	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%
	1672	863	809	108	276	102	516	384	228	58	323	492	250	235	243	129
	92.9%	96.6%	89.2%	95.3%	98.0%	95.5%	94.6%	90.9%	85.7%	90.0%	90.6%	93.0%	93.7%	93.3%	93.7%	94.7%
	100.0%	51.6%	48.4%	6.5%	16.5%	6.1%	30.9%	23.0%	13.6%	3.5%	19.3%	29.4%	14.9%	14.1%	14.5%	7.7%
Total	37	6	31	3	5	2	10	9	6	3	10	14	4	2	5	2

[Count / Column % / Row %]

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 RADIO STATION	OTHER STATION
Monday	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
Tuesday	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
Wednesday	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
Thursday	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
Friday	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
Saturday	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
Sunday	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
Mon-Sun	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
Highest	1.140	0.045	0.587	2.569	0.630	1.439	1.374	0.886	0.399	0.718	0.270	1.040	0.887	0.280	0.221	0.192

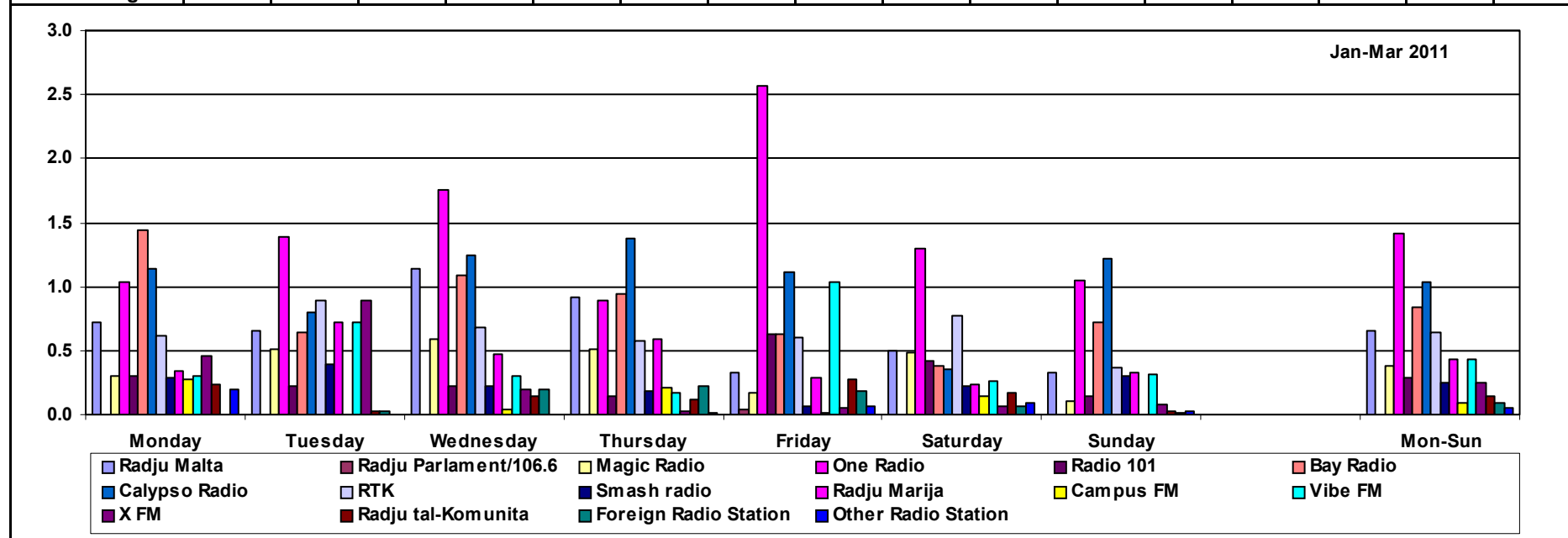


FIGURE 6.1: RADIO WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2011]

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

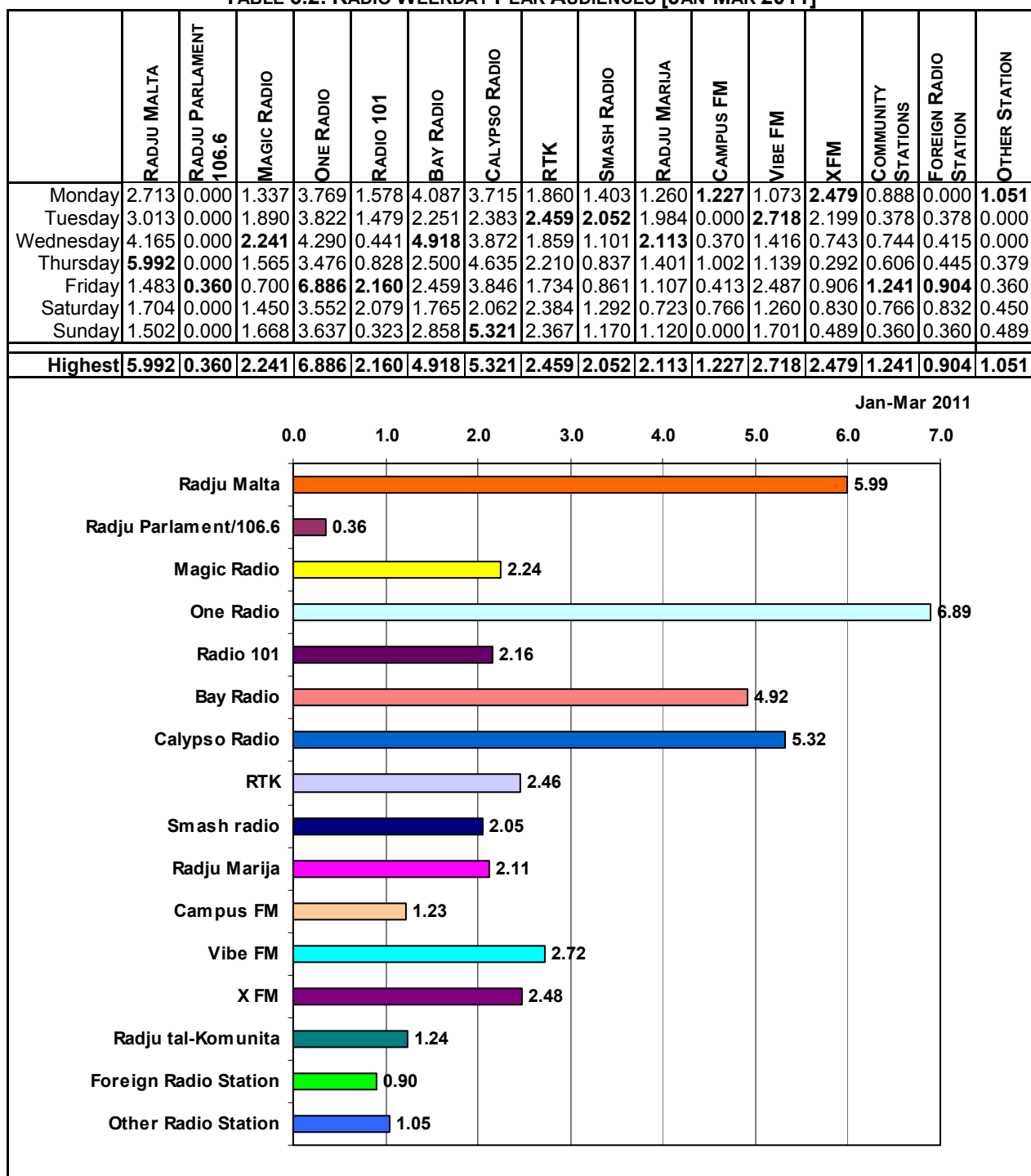


FIGURE 6.2: RADIO WEEKDAY PEAK AUDIENCES [JAN-MAR 2011]

TABLE 6.3.A: RADIO AUDIENCES – MONDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.320	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
5:00	0.000	0.000	0.000	0.444	0.000	0.000	0.320	0.705	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.53	100
5:30	0.000	0.000	0.000	0.444	0.000	0.000	1.297	0.705	0.000	0.000	0.000	0.000	0.000	0.507	0.000	0.000	97.05	100
6:00	0.353	0.000	0.000	1.485	0.000	0.365	1.632	0.771	0.000	0.000	0.000	0.000	0.000	0.507	0.000	0.000	94.89	100
6:30	0.353	0.000	0.000	1.529	0.000	0.507	1.632	0.771	0.000	0.385	0.000	0.000	0.000	0.507	0.000	0.384	93.93	100
7:00	0.651	0.000	0.373	2.120	1.578	2.174	2.371	1.238	1.261	0.334	0.000	0.405	0.297	0.507	0.000	0.000	86.69	100
7:30	0.624	0.000	0.000	1.838	1.578	1.924	2.794	1.238	0.896	0.334	0.000	0.405	1.541	0.507	0.000	0.000	86.32	100
8:00	1.312	0.000	0.322	2.440	0.472	3.976	3.715	1.143	1.403	0.778	0.507	0.912	2.479	0.507	0.000	0.331	79.70	100
8:30	2.038	0.000	0.644	2.771	0.472	3.192	3.110	1.143	0.959	0.778	0.507	0.405	1.934	0.000	0.000	0.331	81.71	100
9:00	2.670	0.000	1.275	2.915	0.472	3.516	3.110	0.758	0.959	0.605	1.227	1.073	1.185	0.519	0.000	0.754	78.96	100
9:30	2.670	0.000	1.337	2.915	0.472	3.565	3.149	0.758	0.959	0.605	0.507	1.073	1.185	0.519	0.000	0.754	79.53	100
10:00	2.713	0.000	1.015	3.434	0.472	4.087	2.581	1.092	0.959	0.605	0.507	0.776	0.769	0.519	0.000	0.754	79.71	100
10:30	2.713	0.000	1.015	3.769	0.472	3.790	2.581	1.092	0.959	0.605	0.507	0.776	0.769	0.519	0.000	0.754	79.68	100
11:00	2.713	0.000	0.619	2.894	0.472	3.790	3.033	1.092	0.959	0.605	0.507	0.776	0.769	0.888	0.000	1.051	79.83	100
11:30	2.713	0.000	0.619	2.748	0.472	3.646	3.072	1.092	0.959	0.605	0.507	0.776	0.769	0.519	0.000	0.754	80.75	100
NOON	1.393	0.000	0.322	1.812	0.472	2.503	1.501	0.720	0.452	0.605	0.507	0.405	0.769	0.519	0.000	0.331	87.69	100
0:30	1.393	0.000	0.322	1.812	0.472	2.179	1.501	0.720	0.452	0.605	0.507	0.405	0.769	0.519	0.000	0.331	88.01	100
1:00	0.997	0.000	0.745	1.146	0.472	2.724	1.482	0.720	0.452	1.001	0.507	0.405	0.769	0.519	0.000	0.331	87.73	100
1:30	0.997	0.000	0.322	1.543	0.472	2.724	1.482	0.385	0.452	0.605	0.507	0.405	0.769	0.519	0.000	0.331	88.49	100
2:00	0.997	0.000	0.656	0.702	0.472	2.179	1.482	0.385	0.452	0.875	0.507	0.405	0.769	0.000	0.000	0.331	89.79	100
2:30	0.997	0.000	0.322	0.702	0.472	2.503	1.482	0.385	0.452	0.875	0.507	0.702	0.769	0.000	0.000	0.331	89.50	100
3:00	1.420	0.000	0.322	0.702	0.297	2.179	1.059	0.385	0.452	1.260	0.507	0.702	0.769	0.705	0.000	0.331	88.91	100
3:30	1.420	0.000	0.322	0.702	0.297	1.672	1.059	0.385	0.452	0.875	0.507	0.702	0.769	0.334	0.000	0.715	89.79	100
4:00	0.707	0.000	0.000	0.702	0.804	3.815	1.059	1.155	0.000	0.875	0.507	0.405	0.472	0.334	0.000	0.331	88.83	100
4:30	0.707	0.000	0.000	0.702	0.804	2.224	1.059	1.155	0.000	0.875	0.507	0.405	0.472	0.334	0.000	0.000	90.76	100
5:00	0.707	0.000	0.000	1.036	0.804	1.862	1.038	1.860	0.000	0.605	0.507	0.405	0.472	0.334	0.000	0.000	90.37	100
5:30	0.707	0.000	0.397	1.892	0.804	1.491	1.360	1.860	0.000	0.270	0.804	0.405	0.472	0.334	0.000	0.000	89.20	100
6:00	0.000	0.000	0.000	1.543	0.507	1.390	1.273	1.091	0.000	0.270	0.804	0.793	0.769	0.000	0.000	0.000	91.56	100
6:30	0.000	0.000	0.297	1.543	0.507	1.390	0.951	1.091	0.000	0.270	0.507	0.757	0.472	0.000	0.000	0.000	92.21	100
7:00	0.356	0.000	0.373	0.841	0.000	1.395	0.631	0.639	0.000	0.000	0.507	0.000	0.472	0.000	0.000	0.000	94.78	100
7:30	0.356	0.000	0.695	0.000	0.000	1.395	0.631	0.320	0.000	0.000	0.000	0.000	0.472	0.405	0.000	0.000	95.73	100
8:00	0.000	0.000	0.695	0.000	0.000	0.270	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.74	100
8:30	0.000	0.000	0.373	0.000	0.000	0.270	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.06	100
9:00	0.000	0.000	0.373	0.397	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
9:30	0.000	0.000	0.373	0.397	0.000	0.388	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.84	100
10:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.270	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
avg.	0.72	0.00	0.30	1.04	0.30	1.44	1.15	0.62	0.29	0.34	0.27	0.31	0.46	0.24	0.00	0.19	92.34	
max.	2.71	0.00	1.34	3.77	1.58	4.09	3.71	1.86	1.40	1.26	1.23	1.07	2.48	0.89	0.00	1.05	100	
σ.	0.92	0.00	0.36	1.10	0.38	1.44	1.10	0.49	0.42	0.37	0.31	0.35	0.55	0.26	0.00	0.29	7.23	

TABLE 6.3.B: RADIO AUDIENCES – TUESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.729	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.27	100
5:30	0.000	0.000	0.412	0.731	0.000	0.000	0.000	0.729	0.000	0.311	0.000	0.000	0.000	0.000	0.000	0.000	97.82	100
6:00	0.000	0.000	0.412	1.237	0.000	0.000	0.326	0.000	0.000	1.143	0.000	0.531	0.433	0.000	0.000	0.000	95.92	100
6:30	0.440	0.000	0.326	1.692	0.000	0.000	0.326	0.818	0.000	1.143	0.000	1.786	0.433	0.000	0.000	0.000	93.04	100
7:00	1.059	0.000	0.720	3.140	0.000	1.682	0.326	2.066	0.818	1.262	0.000	2.176	0.893	0.374	0.000	0.000	85.11	100
7:30	0.704	0.000	1.114	3.573	0.000	2.251	0.326	1.703	0.818	1.262	0.000	1.722	1.387	0.000	0.000	0.000	84.77	100
8:00	1.419	0.000	1.890	3.118	0.653	2.126	0.750	1.674	1.524	0.951	0.000	2.718	2.165	0.000	0.000	0.000	80.64	100
8:30	1.093	0.000	1.478	2.762	0.000	1.546	1.190	2.037	1.165	1.345	0.000	2.324	2.165	0.000	0.378	0.000	82.14	100
9:00	2.182	0.000	1.509	3.798	1.105	1.661	2.291	1.605	2.052	1.608	0.000	1.962	2.199	0.000	0.000	0.000	77.65	100
9:30	2.688	0.000	1.509	3.412	1.105	1.661	2.383	1.748	2.052	1.984	0.000	1.962	2.199	0.000	0.000	0.000	76.92	100
10:00	3.013	0.000	1.509	2.519	1.479	1.179	1.900	2.122	1.628	1.984	0.000	1.555	2.199	0.000	0.000	0.000	78.54	100
10:30	3.013	0.000	1.509	2.519	1.105	1.179	1.900	1.748	1.628	1.984	0.000	1.555	2.199	0.000	0.000	0.000	79.29	100
11:00	2.688	0.000	1.509	3.207	1.105	1.179	1.622	1.458	1.097	1.658	0.000	1.555	2.199	0.000	0.000	0.000	80.35	100
11:30	2.182	0.000	1.509	3.822	1.105	1.179	2.063	1.458	1.097	1.658	0.000	1.555	2.199	0.000	0.000	0.000	79.80	100
NOON	1.082	0.000	1.183	2.829	0.000	0.774	1.603	0.953	0.756	1.347	0.000	1.555	1.852	0.000	0.000	0.000	86.07	100
0:30	0.756	0.000	1.183	2.631	0.000	0.774	1.603	0.953	0.394	1.347	0.000	1.555	1.852	0.000	0.000	0.000	86.95	100
1:00	0.440	0.000	0.789	2.066	0.000	0.774	1.603	0.953	0.827	0.689	0.000	1.555	1.852	0.000	0.000	0.000	88.45	100
1:30	0.816	0.000	0.789	1.610	0.000	0.774	1.603	0.953	0.827	0.689	0.000	1.555	1.852	0.000	0.000	0.000	88.53	100
2:00	1.041	0.000	0.789	1.234	0.000	0.774	1.603	2.137	1.232	0.639	0.000	1.207	1.852	0.000	0.000	0.000	87.49	100
2:30	0.752	0.000	0.789	1.234	0.000	1.186	1.163	1.408	1.232	0.639	0.000	1.207	1.852	0.000	0.000	0.000	88.54	100
3:00	0.752	0.000	0.789	1.234	0.386	1.063	1.163	1.771	0.000	1.214	0.000	0.846	1.358	0.000	0.000	0.000	89.42	100
3:30	0.752	0.000	0.789	1.667	0.386	0.774	1.163	1.771	0.000	0.951	0.000	0.846	1.358	0.000	0.000	0.000	89.54	100
4:00	0.440	0.000	0.394	1.667	0.827	1.665	0.799	1.627	0.000	1.652	0.000	0.363	1.188	0.000	0.000	0.000	89.38	100
4:30	0.440	0.000	0.394	1.667	0.827	2.148	0.799	1.627	0.000	1.540	0.000	0.363	0.827	0.000	0.000	0.000	89.37	100
5:00	0.440	0.000	0.394	1.667	0.440	0.943	1.255	2.459	0.000	1.803	0.000	0.361	1.174	0.374	0.000	0.000	88.69	100
5:30	0.440	0.000	0.394	1.930	0.440	0.943	1.255	1.590	0.000	1.228	0.000	0.361	1.598	0.374	0.000	0.000	89.45	100
6:00	0.440	0.000	0.000	1.498	0.000	1.387	1.255	1.670	0.000	0.915	0.000	0.361	1.204	0.000	0.000	0.000	91.27	100
6:30	0.440	0.000	0.000	0.971	0.000	0.494	0.910	1.216	0.000	0.915	0.000	0.361	1.204	0.000	0.000	0.000	93.49	100
7:00	0.440	0.000	0.000	1.454	0.000	0.412	0.455	0.589	0.000	0.622	0.000	0.361	0.433	0.378	0.000	0.000	94.85	100
7:30	0.440	0.000	0.000	1.454	0.000	0.000	0.455	0.589	0.000	0.000	0.000	0.361	0.433	0.000	0.000	0.000	96.27	100
8:00	0.440	0.000	0.000	0.608	0.000	0.000	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.50	100
8:30	0.000	0.000	0.454	0.608	0.000	0.000	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.48	100
9:00	0.506	0.000	0.000	0.608	0.000	0.405	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.03	100
9:30	0.000	0.000	0.000	0.608	0.000	0.000	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
10:00	0.000	0.000	0.000	0.608	0.000	0.000	0.455	0.363	0.000	0.000	0.000	0.000	0.000	0.000	0.355	0.000	98.22	100
10:30	0.314	0.000	0.000	0.608	0.000	0.000	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.355	0.000	98.27	100
11:00	0.000	0.000	0.000	0.608	0.000	0.000	0.455	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
11:30	0.000	0.000	0.000	0.344	0.000	0.000	0.829	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.83	100
avg.	0.66	0.00	0.51	1.39	0.23	0.64	0.79	0.89	0.40	0.72	0.00	0.72	0.89	0.03	0.02	0.00	92.03	
max.	3.01	0.00	1.89	3.82	1.48	2.25	2.38	2.46	2.05	1.98	0.00	2.72	2.20	0.38	0.38	0.00	100	
σ.	0.85	0.00	0.59	1.19	0.42	0.71	0.71	0.81	0.63	0.71	0.00	0.82	0.89	0.10	0.09	0.00	7.53	

TABLE 6.3.C: RADIO AUDIENCES – WEDNESDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.63	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.63	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.63	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.63	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
5:00	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.34	100
5:30	0.725	0.000	0.000	0.332	0.000	0.000	0.000	0.702	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.24	100
6:00	0.725	0.000	0.000	1.320	0.441	0.000	0.000	0.763	0.000	0.268	0.000	0.000	0.000	0.000	0.000	0.000	96.48	100
6:30	0.725	0.000	0.000	1.320	0.441	0.000	0.000	0.763	0.000	0.268	0.000	0.000	0.000	0.000	0.000	0.000	96.48	100
7:00	1.828	0.000	0.790	3.646	0.441	3.166	1.984	1.859	0.713	1.369	0.000	0.368	0.743	0.000	0.000	0.000	83.09	100
7:30	1.828	0.000	1.454	3.646	0.441	2.159	2.068	1.133	0.739	1.686	0.000	0.368	0.743	0.000	0.000	0.000	83.74	100
8:00	1.620	0.000	1.498	4.115	0.441	4.918	3.472	1.095	0.739	2.113	0.000	0.368	0.743	0.351	0.000	0.000	78.53	100
8:30	2.570	0.000	1.058	4.115	0.441	2.918	3.472	1.095	0.739	1.598	0.000	0.368	0.743	0.351	0.000	0.000	80.53	100
9:00	3.834	0.000	1.352	3.734	0.441	2.423	2.566	1.759	1.101	1.197	0.295	0.871	0.743	0.672	0.000	0.000	79.01	100
9:30	3.834	0.000	1.352	3.734	0.441	2.423	2.566	1.759	1.101	1.197	0.295	0.871	0.743	0.672	0.000	0.000	79.01	100
10:00	4.165	0.000	1.352	4.075	0.441	2.423	3.324	1.782	0.420	1.197	0.000	1.416	0.743	0.672	0.000	0.000	77.99	100
10:30	4.165	0.000	1.352	4.075	0.441	2.022	3.324	1.782	0.420	1.197	0.000	1.416	0.743	0.672	0.000	0.000	78.39	100
11:00	4.165	0.000	1.772	3.560	0.441	2.022	1.913	1.782	0.420	1.197	0.000	1.416	0.743	0.672	0.000	0.000	79.90	100
11:30	4.165	0.000	1.352	4.290	0.441	2.022	1.913	1.782	0.420	1.197	0.000	1.416	0.743	0.672	0.000	0.000	79.59	100
NOON	2.004	0.000	1.423	4.115	0.441	2.423	2.299	1.427	0.420	1.127	0.000	0.368	0.743	0.321	0.317	0.000	82.57	100
0:30	2.035	0.000	1.423	3.477	0.441	2.963	1.880	1.057	0.420	1.127	0.000	0.368	0.743	0.321	0.317	0.000	83.43	100
1:00	2.035	0.000	1.868	3.084	0.441	2.423	2.211	0.663	0.420	0.612	0.000	0.368	0.000	0.000	0.317	0.000	85.56	100
1:30	2.035	0.000	1.498	2.733	0.441	2.389	2.506	0.332	0.420	0.612	0.000	0.368	0.000	0.000	0.317	0.000	86.35	100
2:00	1.572	0.000	2.241	2.465	0.441	1.404	3.249	0.332	0.420	0.317	0.000	0.871	0.000	0.000	0.000	0.000	86.69	100
2:30	1.572	0.000	1.506	2.465	0.441	1.606	3.664	0.332	0.420	0.317	0.000	0.368	0.000	0.000	0.000	0.000	87.31	100
3:00	1.057	0.000	1.058	2.943	0.441	2.387	3.872	0.000	0.420	0.317	0.000	0.368	0.000	0.462	0.000	0.000	86.68	100
3:30	1.057	0.000	1.058	2.943	0.441	1.974	2.866	0.000	0.420	0.317	0.000	0.368	0.000	0.000	0.000	0.000	88.56	100
4:00	1.057	0.000	0.983	3.125	0.441	2.290	0.835	0.857	0.000	0.832	0.000	0.368	0.365	0.000	0.415	0.000	88.43	100
4:30	1.057	0.000	0.983	3.125	0.441	1.597	0.835	0.393	0.000	0.832	0.000	0.368	0.000	0.000	0.415	0.000	89.95	100
5:00	0.725	0.000	0.000	3.023	0.441	1.064	0.503	1.137	0.000	0.317	0.370	0.368	0.000	0.744	0.415	0.000	90.89	100
5:30	0.725	0.000	0.413	2.661	0.441	0.696	0.771	1.137	0.362	0.317	0.370	0.368	0.000	0.332	0.415	0.000	90.99	100
6:00	1.189	0.000	0.000	1.529	0.000	1.062	0.771	1.114	0.362	0.317	0.370	0.000	0.000	0.000	0.415	0.000	92.87	100
6:30	0.725	0.000	0.000	1.529	0.000	0.767	0.771	1.114	0.000	0.699	0.370	0.469	0.000	0.000	0.415	0.000	93.14	100
7:00	0.725	0.000	0.370	1.529	0.000	0.401	0.897	1.014	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.000	94.65	100
7:30	0.393	0.000	0.000	0.967	0.000	0.401	1.191	1.384	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.000	95.25	100
8:00	0.393	0.000	0.000	0.268	0.000	0.000	0.897	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.000	97.69	100
8:30	0.000	0.000	0.000	0.000	0.000	0.000	0.897	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.415	0.000	98.69	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.13	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.13	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	98.80	100
10:30	0.000	0.000	0.000	0.000	0.000	0.000	0.503	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	98.80	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.30	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.000	0.000	0.000	0.370	0.000	99.30	100
avg.	1.14	0.00	0.59	1.76	0.22	1.09	1.24	0.69	0.23	0.47	0.04	0.30	0.19	0.14	0.19	0.00	91.72	
max.	4.17	0.00	2.24	4.29	0.44	4.92	3.87	1.86	1.10	2.11	0.37	1.42	0.74	0.74	0.42	0.00	100	
σ.	1.33	0.00	0.71	1.65	0.22	1.24	1.28	0.63	0.31	0.58	0.12	0.42	0.32	0.25	0.19	0.00	7.93	

TABLE 6.3.D: RADIO AUDIENCES – THURSDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.367	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.390	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.11	100
4:30	0.390	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.11	100
5:00	0.000	0.000	0.000	0.437	0.000	0.499	0.000	0.329	0.000	0.379	0.000	0.000	0.000	0.000	0.000	0.000	98.36	100
5:30	0.000	0.000	0.000	0.765	0.329	0.499	0.390	0.329	0.000	0.379	0.000	0.000	0.000	0.000	0.000	0.000	97.31	100
6:00	0.000	0.000	0.000	0.950	0.329	0.499	1.778	0.329	0.000	0.992	0.000	0.000	0.000	0.000	0.445	0.000	94.68	100
6:30	0.000	0.000	0.379	1.316	0.329	0.499	1.778	0.839	0.000	0.645	0.329	0.000	0.000	0.000	0.000	0.000	93.89	100
7:00	0.367	0.000	1.396	2.228	0.329	1.860	2.186	0.000	0.000	0.922	0.000	0.359	0.000	0.000	0.398	0.000	89.96	100
7:30	0.696	0.000	0.892	2.494	0.745	2.500	2.823	0.000	0.000	0.922	0.499	0.721	0.000	0.000	0.000	0.000	87.71	100
8:00	2.243	0.000	0.382	1.871	0.000	2.481	3.920	1.113	0.000	0.922	0.000	0.768	0.000	0.000	0.445	0.000	85.86	100
8:30	2.406	0.000	0.740	2.200	0.000	1.156	3.508	0.676	0.000	0.922	0.000	1.060	0.000	0.000	0.445	0.000	86.89	100
9:00	5.259	0.000	0.809	3.476	0.000	1.849	4.635	1.353	0.409	0.922	0.348	1.139	0.000	0.314	0.445	0.000	79.04	100
9:30	5.587	0.000	0.809	3.109	0.000	1.849	4.635	1.403	0.409	0.922	0.348	1.139	0.000	0.000	0.445	0.000	79.35	100
10:00	5.992	0.000	1.126	2.645	0.000	1.886	4.268	2.210	0.409	1.300	0.348	0.319	0.000	0.329	0.445	0.000	78.72	100
10:30	5.981	0.000	1.126	2.645	0.000	1.351	4.268	2.210	0.409	1.300	0.348	0.319	0.000	0.329	0.445	0.000	79.27	100
11:00	5.050	0.000	0.809	2.645	0.000	1.351	3.824	2.210	0.409	0.922	0.348	0.319	0.000	0.329	0.445	0.000	81.34	100
11:30	5.050	0.000	0.809	2.645	0.000	1.643	3.505	2.210	0.409	0.922	0.348	0.319	0.000	0.329	0.445	0.000	81.37	100
NOON	0.367	0.000	0.809	2.354	0.459	1.713	2.389	1.050	0.409	0.922	0.348	0.000	0.000	0.314	0.445	0.000	88.42	100
0:30	0.367	0.000	0.809	1.987	0.000	1.713	2.389	0.348	0.409	0.922	0.348	0.000	0.000	0.314	0.445	0.000	89.95	100
1:00	0.367	0.000	1.565	1.002	0.000	1.713	2.123	0.348	0.837	0.922	0.348	0.000	0.000	0.000	0.445	0.000	90.33	100
1:30	0.367	0.000	1.128	1.002	0.000	1.713	2.123	0.784	0.409	0.922	0.348	0.000	0.000	0.000	0.445	0.000	90.76	100
2:00	0.367	0.000	0.809	1.089	0.329	0.863	2.500	0.784	0.409	0.922	0.348	0.412	0.292	0.000	0.445	0.000	90.43	100
2:30	0.367	0.000	1.075	1.089	0.329	0.863	1.831	0.348	0.409	0.922	0.348	0.412	0.292	0.000	0.445	0.000	91.27	100
3:00	0.367	0.000	1.218	1.089	0.329	1.351	1.831	0.348	0.409	1.381	0.348	0.412	0.292	0.292	0.445	0.000	89.89	100
3:30	0.367	0.000	1.218	0.710	0.329	1.351	1.831	0.348	0.409	1.381	0.348	0.412	0.292	0.292	0.445	0.379	89.89	100
4:00	0.367	0.000	0.837	0.710	0.329	1.709	1.713	0.792	0.409	0.922	0.348	0.000	0.000	0.292	0.445	0.379	90.75	100
4:30	0.367	0.000	0.837	0.710	0.329	0.863	1.519	0.792	0.409	0.922	0.348	0.000	0.000	0.292	0.445	0.000	92.17	100
5:00	0.367	0.000	0.803	0.000	0.828	1.592	0.827	1.251	0.409	0.922	0.348	0.000	0.000	0.292	0.445	0.000	91.92	100
5:30	0.367	0.000	1.372	0.000	0.329	1.664	0.827	1.251	0.409	1.288	0.348	0.000	0.000	0.292	0.445	0.000	91.41	100
6:00	0.000	0.000	1.232	0.000	0.745	1.775	0.437	1.251	0.409	1.022	1.002	0.000	0.000	0.606	0.445	0.000	91.08	100
6:30	0.000	0.000	0.873	0.000	0.329	1.338	0.437	1.251	0.409	1.401	1.002	0.000	0.000	0.292	0.445	0.000	92.22	100
7:00	0.000	0.000	0.000	0.000	0.329	0.910	0.000	0.348	0.000	0.769	0.673	0.000	0.000	0.292	0.000	0.000	96.68	100
7:30	0.000	0.000	0.000	0.266	0.000	0.910	0.000	0.613	0.000	0.379	0.000	0.000	0.000	0.292	0.000	0.000	97.54	100
8:00	0.000	0.000	0.000	0.266	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.24	100
8:30	0.000	0.000	0.000	0.266	0.000	0.499	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.24	100
9:00	0.000	0.000	0.000	0.266	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.73	100
9:30	0.000	0.000	0.000	0.266	0.000	0.412	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
10:00	0.000	0.000	0.458	0.000	0.000	0.412	0.459	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.67	100
10:30	0.000	0.000	0.458	0.000	0.000	0.412	0.459	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.34	100
11:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.329	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.67	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
avg.	0.91	0.00	0.52	0.89	0.15	0.94	1.37	0.58	0.18	0.59	0.20	0.17	0.02	0.11	0.22	0.02	93.13	
max.	5.99	0.00	1.56	3.48	0.83	2.50	4.64	2.21	0.84	1.40	1.00	1.14	0.29	0.61	0.44	0.38	100	
σ.	1.82	0.00	0.51	1.05	0.22	0.75	1.51	0.67	0.22	0.51	0.25	0.32	0.08	0.16	0.22	0.08	6.71	

TABLE 6.3.E: RADIO AUDIENCES – FRIDAY

	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	0.000	0.000	99.57	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.000	0.000	0.000	99.57	100
5:00	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.360	0.000	0.807	0.000	0.000	0.000	0.000	0.000	0.360	98.05	100
5:30	0.000	0.000	0.000	0.427	0.000	0.000	0.000	0.847	0.000	0.427	0.000	0.436	0.000	0.401	0.000	0.360	97.10	100
6:00	0.000	0.000	0.000	1.909	0.380	0.468	0.000	1.734	0.000	0.000	0.000	0.436	0.000	0.401	0.904	0.360	93.41	100
6:30	0.000	0.000	0.000	2.998	0.671	0.000	0.320	0.761	0.000	0.000	0.000	0.436	0.000	0.000	0.904	0.360	93.55	100
7:00	0.427	0.000	0.320	3.737	1.015	1.863	0.427	0.761	0.861	0.692	0.000	1.743	0.393	0.503	0.000	0.360	86.48	100
7:30	0.427	0.000	0.666	4.574	1.976	1.224	0.427	0.761	0.320	0.692	0.000	1.743	0.546	0.503	0.000	0.360	85.37	100
8:00	0.291	0.000	0.700	5.719	1.685	2.319	1.558	0.761	0.320	0.692	0.000	2.193	0.000	0.794	0.415	0.360	82.19	100
8:30	1.066	0.000	0.700	5.399	1.283	1.851	1.849	1.239	0.320	0.692	0.000	2.193	0.000	0.794	0.000	0.360	82.25	100
9:00	1.066	0.360	0.700	6.595	1.283	1.411	3.846	1.239	0.320	0.692	0.000	2.193	0.000	1.241	0.000	0.000	79.05	100
9:30	1.066	0.360	0.700	6.886	1.283	1.411	3.846	1.239	0.320	0.692	0.000	2.193	0.000	1.241	0.000	0.000	78.76	100
10:00	1.066	0.360	0.320	6.235	1.108	1.808	3.846	1.239	0.320	1.107	0.000	2.193	0.000	1.241	0.000	0.000	79.16	100
10:30	1.425	0.360	0.320	6.235	1.108	1.808	3.555	1.239	0.320	1.107	0.000	2.193	0.000	1.241	0.000	0.000	79.09	100
11:00	1.425	0.360	0.320	6.526	1.428	2.201	3.077	1.239	0.320	0.692	0.000	2.193	0.000	1.241	0.000	0.000	78.98	100
11:30	1.425	0.360	0.320	6.526	1.428	2.201	3.077	1.239	0.000	0.692	0.000	2.193	0.000	1.241	0.000	0.000	79.30	100
NOON	1.483	0.000	0.000	6.173	1.084	1.246	2.888	1.324	0.000	0.000	0.413	2.193	0.000	0.503	0.415	0.000	82.28	100
0:30	0.778	0.000	0.000	5.468	1.375	0.810	2.888	0.838	0.000	0.000	0.000	2.193	0.000	0.503	0.000	0.000	85.15	100
1:00	0.487	0.000	0.000	4.388	2.160	0.000	2.461	0.838	0.000	0.000	0.000	2.193	0.000	0.000	0.000	0.000	87.47	100
1:30	0.487	0.000	0.000	4.388	1.614	0.000	2.461	0.838	0.000	0.000	0.000	2.193	0.000	0.000	0.000	0.000	88.02	100
2:00	0.291	0.000	0.000	4.039	0.764	0.000	3.364	0.360	0.000	0.000	0.000	1.896	0.000	0.000	0.782	0.000	88.50	100
2:30	0.291	0.000	0.000	4.039	0.764	0.000	3.364	0.360	0.000	0.000	0.000	1.896	0.000	0.000	0.782	0.000	88.50	100
3:00	0.778	0.000	0.320	3.612	0.380	0.501	2.666	0.360	0.000	0.000	0.000	2.487	0.000	0.000	0.782	0.000	88.11	100
3:30	0.778	0.000	0.320	3.719	0.380	0.821	2.666	0.360	0.000	0.000	0.000	2.487	0.000	0.401	0.782	0.000	87.29	100
4:00	0.000	0.000	0.000	4.358	0.380	2.459	1.357	0.360	0.000	0.000	0.000	1.978	0.399	0.401	0.380	0.000	87.93	100
4:30	0.000	0.000	0.000	4.039	0.380	2.459	1.813	0.360	0.000	0.000	0.000	1.978	0.000	0.000	0.380	0.000	88.59	100
5:00	0.000	0.000	0.000	2.493	0.380	0.455	0.611	0.787	0.000	0.000	0.000	1.388	0.906	0.000	0.380	0.000	92.60	100
5:30	0.000	0.000	0.000	2.493	0.380	0.924	0.611	0.787	0.000	0.000	0.000	1.388	0.000	0.000	0.380	0.000	93.04	100
6:00	0.487	0.000	0.000	1.852	1.270	0.852	0.000	0.427	0.000	0.427	0.000	0.883	0.000	0.000	0.415	0.000	92.97	100
6:30	0.000	0.000	0.000	1.852	0.926	0.852	0.000	0.427	0.000	0.807	0.000	0.436	0.000	0.000	0.000	0.000	94.28	100
7:00	0.000	0.000	0.000	1.557	1.485	0.000	0.360	0.913	0.000	0.380	0.000	0.393	0.000	0.401	0.000	0.000	94.51	100
7:30	0.000	0.000	0.000	1.557	1.485	0.468	0.000	0.913	0.000	0.380	0.000	0.393	0.000	0.401	0.000	0.000	94.40	100
8:00	0.000	0.000	0.346	0.320	0.380	0.000	0.000	0.487	0.000	0.380	0.000	0.810	0.000	0.000	0.000	0.000	97.28	100
8:30	0.000	0.000	0.346	0.320	0.000	0.000	0.320	0.487	0.000	0.380	0.000	0.418	0.000	0.000	0.000	0.000	97.73	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
9:30	0.000	0.000	0.000	0.926	0.000	0.000	0.000	0.000	0.000	0.380	0.000	0.000	0.000	0.000	0.000	0.000	98.69	100
10:00	0.000	0.000	0.399	0.380	0.000	0.000	0.000	0.942	0.000	0.380	0.000	0.000	0.000	0.000	0.401	0.000	97.50	100
10:30	0.000	0.000	0.399	0.380	0.000	0.000	0.000	0.942	0.000	0.380	0.000	0.000	0.000	0.000	0.401	0.000	97.50	100
11:00	0.000	0.000	0.399	0.380	0.000	0.000	0.000	0.487	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.73	100
11:30	0.000	0.000	0.399	0.380	0.000	0.000	0.000	0.487	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.73	100
avg.	0.32	0.04	0.17	2.57	0.63	0.63	1.12	0.60	0.07	0.29	0.01	1.04	0.05	0.28	0.18	0.06	91.90	
max.	1.48	0.36	0.70	6.89	2.16	2.46	3.85	1.73	0.86	1.11	0.41	2.49	0.91	1.24	0.90	0.36	100	
σ.	0.48	0.12	0.24	2.41	0.66	0.84	1.41	0.47	0.17	0.34	0.06	0.99	0.17	0.43	0.29	0.14	7.39	

TABLE 6.3.F: RADIO AUDIENCES – SATURDAY

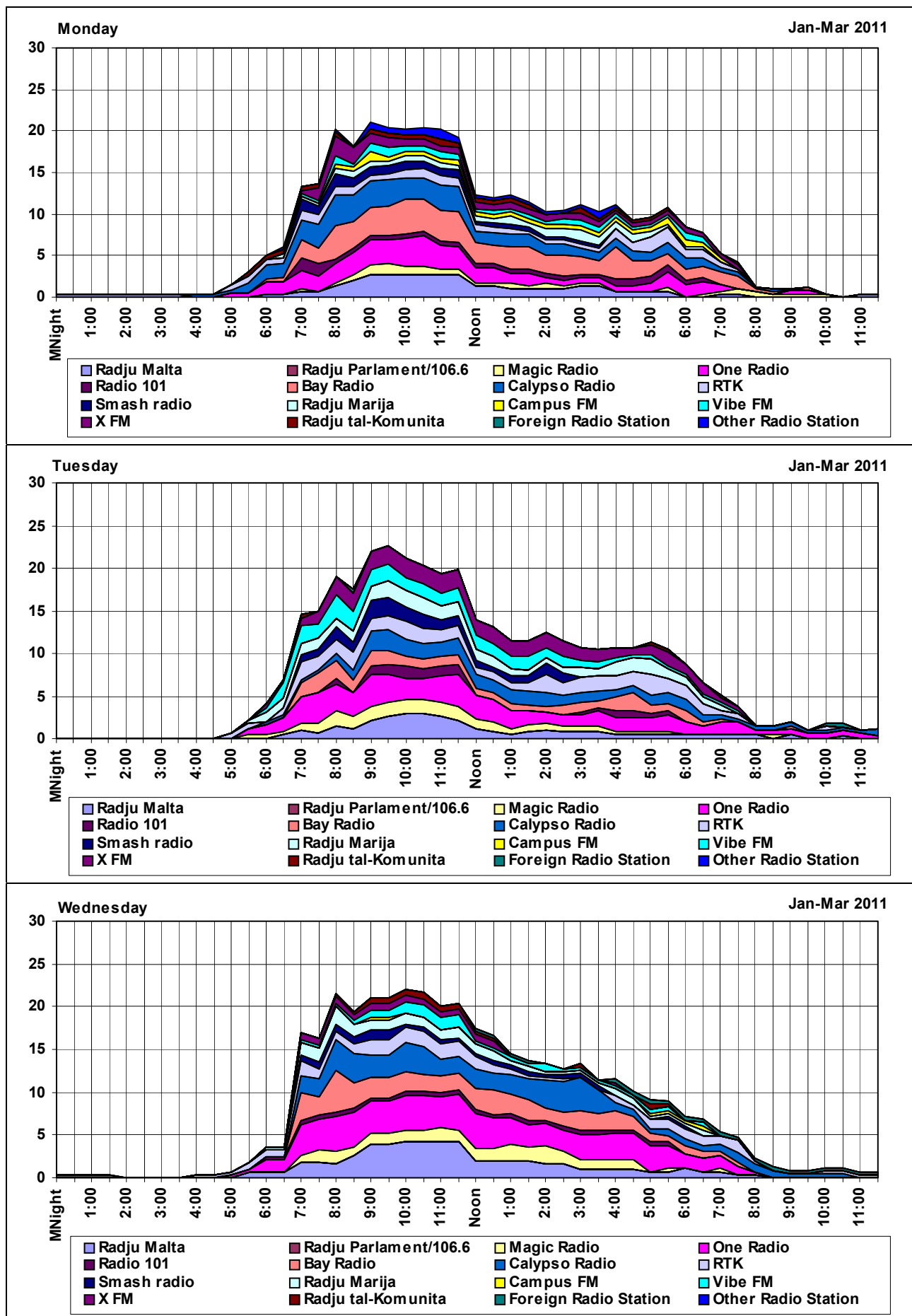
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.517	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.48	100
5:00	0.000	0.000	0.000	0.517	0.000	0.000	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.82	100
5:30	0.000	0.000	0.000	1.647	0.000	0.000	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	97.69	100
6:00	0.000	0.000	0.000	1.252	0.850	0.000	0.000	0.664	0.000	0.352	0.000	0.000	0.000	0.000	0.000	0.000	96.88	100
6:30	0.000	0.000	0.296	2.099	0.850	0.000	0.000	0.664	0.000	0.352	0.000	0.000	0.000	0.000	0.000	0.000	95.74	100
7:00	0.333	0.000	0.745	2.876	0.888	0.367	0.000	1.292	0.320	0.684	0.371	0.369	0.000	0.320	0.000	0.000	91.43	100
7:30	0.333	0.000	0.745	2.845	1.183	0.367	0.000	1.674	0.320	0.684	0.371	1.260	0.000	0.000	0.000	0.000	90.22	100
8:00	0.783	0.000	1.148	3.535	2.079	0.891	0.000	2.299	0.000	0.352	0.766	1.260	0.421	0.383	0.768	0.000	85.32	100
8:30	0.783	0.000	1.041	3.183	1.112	0.891	0.371	1.834	0.000	0.352	0.766	0.790	0.421	0.383	0.386	0.000	87.69	100
9:00	1.704	0.000	1.041	2.788	1.661	1.433	1.077	2.366	0.363	0.723	0.766	0.790	0.000	0.383	0.000	0.000	84.90	100
9:30	1.704	0.000	1.041	2.788	1.661	1.222	1.077	2.339	0.363	0.352	0.766	0.790	0.000	0.383	0.382	0.000	85.13	100
10:00	1.704	0.000	0.591	2.788	1.661	1.765	2.062	2.066	0.363	0.352	0.766	0.369	0.830	0.766	0.382	0.450	83.09	100
10:30	1.704	0.000	0.591	3.121	1.661	0.790	2.062	2.384	0.683	0.352	0.766	0.369	0.464	0.766	0.832	0.450	83.01	100
11:00	0.985	0.000	1.096	3.157	1.661	1.701	1.793	2.384	0.683	0.352	0.371	0.369	0.000	0.766	0.450	0.450	83.78	100
11:30	1.367	0.000	1.096	3.552	1.661	1.701	1.793	1.733	0.683	0.352	0.371	0.369	0.000	0.766	0.000	0.450	84.11	100
NOON	1.367	0.000	0.800	2.495	1.195	1.718	0.383	1.451	0.320	0.352	0.000	0.403	0.000	0.333	0.000	0.450	88.73	100
0:30	0.716	0.000	0.800	2.495	1.195	1.332	0.383	1.451	0.320	0.352	0.000	0.470	0.000	0.333	0.000	0.450	89.70	100
1:00	0.716	0.000	1.169	2.591	0.000	0.363	0.383	0.986	0.876	0.352	0.395	0.470	0.542	0.702	0.000	0.000	90.46	100
1:30	0.716	0.000	0.800	2.591	0.000	0.000	0.383	0.986	0.876	0.352	0.395	0.000	0.542	0.702	0.000	0.000	91.66	100
2:00	0.716	0.000	1.450	1.581	0.296	0.296	0.464	0.996	1.292	0.352	0.000	0.000	0.000	0.702	0.000	0.000	91.86	100
2:30	0.716	0.000	1.450	1.581	0.296	0.000	0.000	0.996	0.505	0.352	0.000	0.000	0.000	0.702	0.000	0.000	93.40	100
3:00	0.985	0.000	1.121	1.581	0.000	0.421	0.000	0.996	0.998	0.352	0.000	0.369	0.000	0.000	0.000	0.000	93.18	100
3:30	0.985	0.000	1.121	1.581	0.000	0.421	0.000	0.996	0.998	0.352	0.000	0.369	0.000	0.000	0.000	0.000	93.18	100
4:00	0.985	0.000	0.800	1.498	0.000	0.000	0.000	0.664	0.493	0.352	0.000	0.743	0.000	0.000	0.000	0.450	94.01	100
4:30	0.985	0.000	0.800	1.498	0.000	0.000	0.464	0.664	0.493	0.352	0.000	0.743	0.000	0.000	0.000	0.450	93.55	100
5:00	1.087	0.000	0.800	0.734	0.000	0.000	0.355	0.395	0.000	0.352	0.000	0.374	0.000	0.000	0.000	0.450	95.45	100
5:30	1.469	0.000	0.800	0.734	0.000	0.000	0.000	0.395	0.000	0.352	0.000	0.374	0.000	0.000	0.000	0.450	95.43	100
6:00	0.382	0.000	0.665	1.129	0.000	0.369	0.833	0.986	0.000	0.269	0.000	0.369	0.000	0.000	0.000	0.000	95.00	100
6:30	0.000	0.000	0.665	1.129	0.000	0.369	0.833	0.664	0.000	0.602	0.000	0.369	0.000	0.000	0.000	0.000	95.37	100
7:00	0.395	0.000	0.296	0.746	0.000	0.355	0.450	0.664	0.000	0.602	0.000	0.367	0.000	0.000	0.000	0.000	96.13	100
7:30	0.000	0.000	0.296	0.746	0.000	0.000	0.450	0.395	0.000	0.602	0.000	0.367	0.000	0.000	0.000	0.000	97.15	100
8:00	0.000	0.000	0.296	0.000	0.000	0.693	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.01	100
8:30	0.000	0.000	0.000	0.000	0.000	0.693	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.31	100
9:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
9:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
10:00	0.000	0.000	0.000	0.371	0.000	0.000	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
10:30	0.000	0.000	0.000	0.371	0.000	0.000	0.371	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.26	100
11:00	0.000	0.000	0.000	0.371	0.000	0.000	0.371	0.352	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.91	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.371	0.352	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.28	100
avg.	0.49	0.00	0.49	1.30	0.41	0.38	0.36	0.78	0.23	0.24	0.14	0.26	0.07	0.17	0.07	0.09	94.51	
max.	1.70	0.00	1.45	3.55	2.08	1.76	2.06	2.38	1.29	0.72	0.77	1.26	0.83	0.77	0.83	0.45	100	
σ.	0.59	0.00	0.48	1.20	0.66	0.56	0.56	0.79	0.35	0.23	0.27	0.33	0.19	0.28	0.19	0.18	5.56	

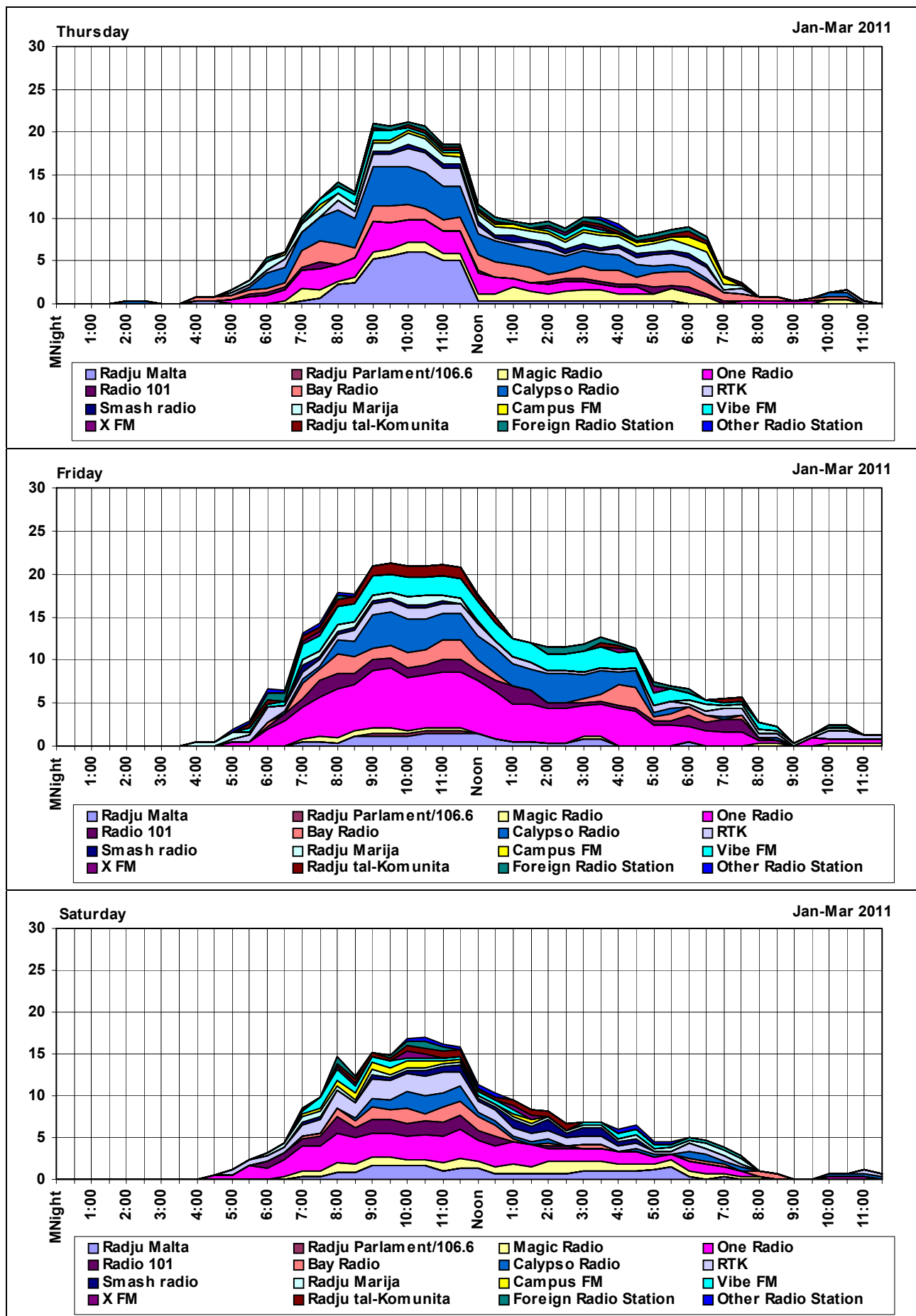
TABLE 6.3.G: RADIO AUDIENCES – SUNDAY

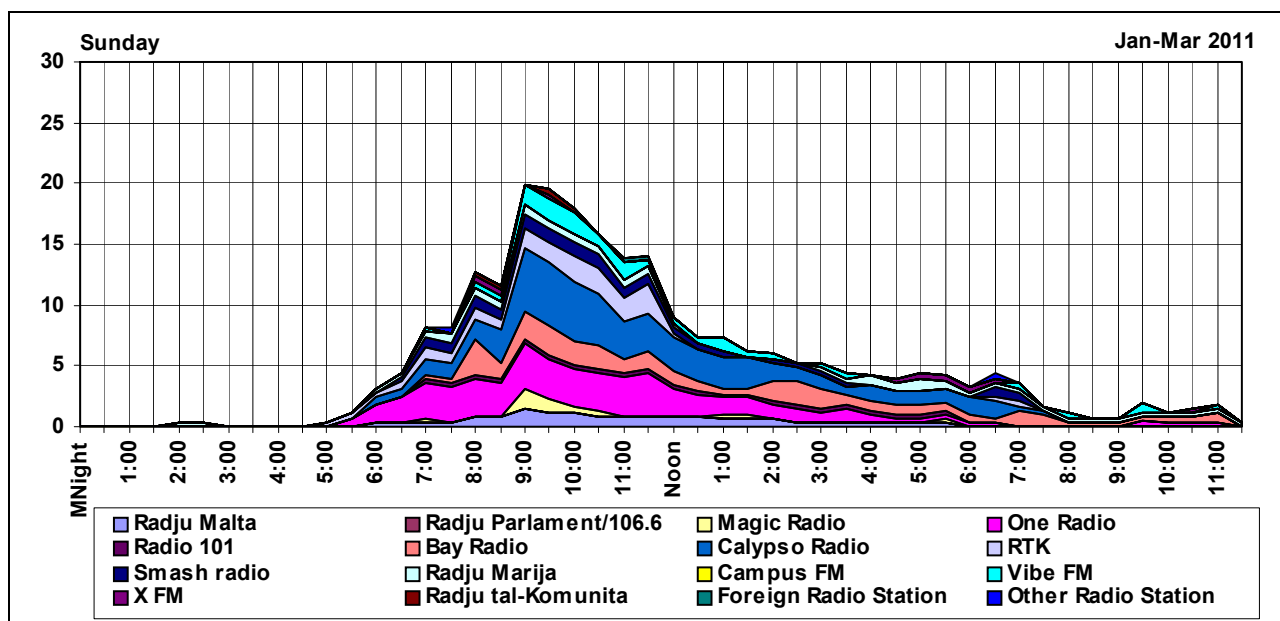
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.62	100
5:30	0.000	0.000	0.000	0.683	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	98.93	100
6:00	0.360	0.000	0.000	1.425	0.000	0.000	0.694	0.261	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	96.94	100
6:30	0.360	0.000	0.000	2.118	0.000	0.000	0.694	0.522	0.450	0.323	0.000	0.000	0.000	0.000	0.000	0.000	95.53	100
7:00	0.360	0.000	0.287	2.921	0.323	0.358	1.357	0.844	0.807	0.583	0.000	0.375	0.000	0.000	0.000	0.000	91.79	100
7:30	0.360	0.000	0.000	2.859	0.323	0.358	1.357	0.844	0.807	0.713	0.000	0.000	0.000	0.000	0.000	0.489	91.89	100
8:00	0.796	0.000	0.000	3.154	0.323	2.858	1.728	0.844	1.120	0.664	0.000	0.489	0.489	0.308	0.000	0.000	87.23	100
8:30	0.796	0.000	0.000	2.823	0.323	1.285	2.795	0.844	0.807	0.664	0.000	0.489	0.489	0.308	0.000	0.000	88.38	100
9:00	1.502	0.000	1.668	3.637	0.323	2.312	5.313	1.598	1.170	0.664	0.000	1.701	0.000	0.000	0.000	0.000	80.11	100
9:30	1.142	0.000	1.178	3.296	0.323	2.312	5.321	1.598	1.170	0.664	0.000	1.668	0.456	0.360	0.000	0.000	80.51	100
10:00	1.142	0.000	0.456	3.079	0.323	1.974	5.010	2.047	1.170	0.664	0.000	1.668	0.000	0.360	0.000	0.000	82.11	100
10:30	0.819	0.000	0.456	3.079	0.323	1.974	4.316	2.047	1.170	0.664	0.000	0.945	0.000	0.000	0.000	0.000	84.21	100
11:00	0.796	0.000	0.000	3.254	0.323	1.122	3.111	2.047	0.807	0.664	0.000	1.401	0.000	0.000	0.360	0.000	86.11	100
11:30	0.796	0.000	0.000	3.577	0.323	1.526	3.111	2.367	0.807	0.664	0.000	0.489	0.000	0.000	0.360	0.000	85.98	100
NOON	0.796	0.000	0.000	2.300	0.323	1.176	2.740	0.371	0.450	0.261	0.000	0.489	0.000	0.000	0.000	0.000	91.10	100
0:30	0.796	0.000	0.000	1.849	0.323	0.721	2.740	0.000	0.450	0.000	0.000	0.489	0.000	0.000	0.000	0.000	92.63	100
1:00	0.720	0.000	0.287	1.360	0.323	0.358	2.670	0.000	0.450	0.000	0.000	1.212	0.000	0.000	0.000	0.000	92.62	100
1:30	0.720	0.000	0.287	1.360	0.323	0.358	2.708	0.000	0.000	0.000	0.000	0.489	0.000	0.000	0.000	0.000	93.76	100
2:00	0.720	0.000	0.000	1.073	0.323	1.626	1.484	0.000	0.358	0.000	0.000	0.401	0.000	0.000	0.000	0.000	94.02	100
2:30	0.360	0.000	0.000	1.073	0.323	1.984	1.124	0.000	0.358	0.000	0.000	0.000	0.000	0.000	0.000	0.000	94.78	100
3:00	0.360	0.000	0.000	0.750	0.323	1.606	1.124	0.000	0.358	0.341	0.000	0.375	0.000	0.000	0.000	0.000	94.76	100
3:30	0.360	0.000	0.000	1.091	0.323	0.759	0.722	0.000	0.358	0.341	0.000	0.375	0.000	0.000	0.000	0.000	95.67	100
4:00	0.360	0.000	0.000	0.602	0.323	0.805	1.416	0.000	0.000	0.664	0.000	0.000	0.000	0.000	0.000	0.000	95.83	100
4:30	0.360	0.000	0.000	0.261	0.323	0.805	1.105	0.000	0.000	0.664	0.000	0.000	0.408	0.000	0.000	0.000	96.07	100
5:00	0.360	0.000	0.000	0.261	0.323	0.805	1.105	0.000	0.000	1.120	0.000	0.000	0.401	0.000	0.000	0.000	95.63	100
5:30	0.360	0.000	0.287	0.261	0.323	0.805	1.105	0.000	0.000	0.664	0.000	0.000	0.401	0.000	0.000	0.000	95.79	100
6:00	0.000	0.000	0.000	0.261	0.000	0.762	1.466	0.000	0.000	0.323	0.000	0.000	0.401	0.000	0.000	0.000	96.79	100
6:30	0.000	0.000	0.000	0.261	0.000	0.404	1.466	0.372	0.722	0.323	0.000	0.000	0.401	0.000	0.000	0.489	95.56	100
7:00	0.000	0.000	0.000	0.000	0.000	1.338	0.372	0.372	0.722	0.360	0.000	0.375	0.000	0.000	0.000	0.000	96.46	100
7:30	0.000	0.000	0.000	0.000	0.000	0.930	0.372	0.000	0.000	0.360	0.000	0.000	0.000	0.000	0.000	0.000	98.34	100
8:00	0.000	0.000	0.000	0.000	0.000	0.404	0.000	0.000	0.000	0.323	0.000	0.456	0.000	0.000	0.000	0.000	98.82	100
8:30	0.000	0.000	0.000	0.000	0.000	0.404	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	99.27	100
9:00	0.000	0.000	0.000	0.000	0.000	0.404	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	99.27	100
9:30	0.000	0.000	0.000	0.489	0.000	0.404	0.000	0.000	0.000	0.323	0.000	0.722	0.000	0.000	0.000	0.000	98.06	100
10:00	0.000	0.000	0.000	0.383	0.000	0.356	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	98.94	100
10:30	0.000	0.000	0.000	0.383	0.000	0.356	0.000	0.000	0.000	0.323	0.000	0.000	0.456	0.000	0.000	0.000	98.48	100
11:00	0.000	0.000	0.000	0.383	0.000	0.746	0.000	0.000	0.000	0.323	0.000	0.401	0.000	0.000	0.000	0.000	98.15	100
11:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	99.68	100
avg.	0.32	0.00	0.10	1.05	0.15	0.72	1.22	0.37	0.30	0.33	0.00	0.31	0.08	0.03	0.01	0.02	94.98	
max.	1.50	0.00	1.67	3.64	0.32	2.86	5.32	2.37	1.17	1.12	0.00	1.70	0.49	0.36	0.36	0.49	100	
σ.	0.39	0.00	0.31	1.25	0.16	0.76	1.52	0.66	0.41	0.28	0.00	0.49	0.17	0.09	0.07	0.10	5.56	

TABLE 6.4: RADIO AUDIENCES – MONDAY TO SUNDAY

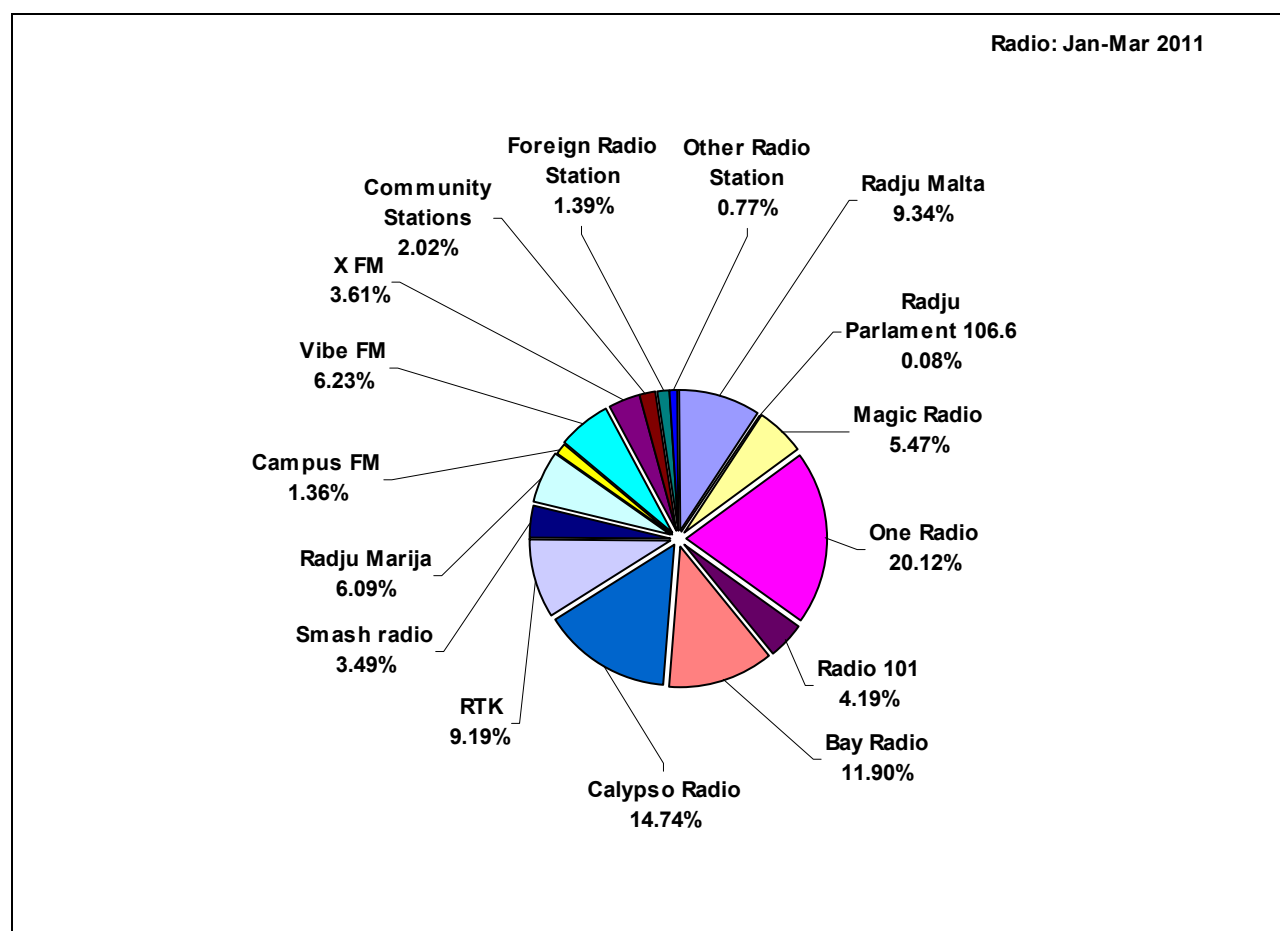
	RADJU MALTA	RADJU PARLAMENT 106.6	MAGIC RADIO	ONE RADIO	RADIO 101	BAY RADIO	CALYPSO RADIO	RTK	SMASH RADIO	RADJU MARIJA	CAMPUS FM	VIBE FM	XFM	COMMUNITY STATIONS	FOREIGN STATIONS	OTHER STATION	NONE	TOTAL
M'NGHT	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	99.91	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	99.91	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	99.91	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.000	99.91	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.038	0.000	0.048	0.000	0.000	0.000	0.000	0.000	0.000	99.86	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.053	0.038	0.000	0.048	0.000	0.000	0.000	0.000	0.000	0.000	99.86	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.96	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.038	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.96	100
4:00	0.056	0.000	0.000	0.000	0.000	0.072	0.046	0.048	0.000	0.056	0.000	0.000	0.000	0.000	0.000	0.000	99.72	100
4:30	0.056	0.000	0.000	0.074	0.000	0.072	0.046	0.048	0.000	0.056	0.000	0.000	0.000	0.000	0.000	0.000	99.65	100
5:00	0.000	0.000	0.000	0.305	0.000	0.072	0.046	0.501	0.000	0.162	0.000	0.000	0.000	0.000	0.000	0.048	98.87	100
5:30	0.104	0.000	0.060	0.721	0.048	0.072	0.241	0.619	0.000	0.157	0.000	0.058	0.000	0.125	0.000	0.048	97.75	100
6:00	0.208	0.000	0.060	1.362	0.283	0.186	0.640	0.630	0.000	0.447	0.000	0.135	0.063	0.125	0.184	0.048	95.63	100
6:30	0.272	0.000	0.145	1.855	0.321	0.144	0.682	0.733	0.066	0.452	0.048	0.319	0.063	0.072	0.120	0.102	94.61	100
7:00	0.720	0.000	0.665	2.944	0.645	1.631	1.243	1.155	0.680	0.838	0.053	0.819	0.331	0.239	0.058	0.048	87.82	100
7:30	0.712	0.000	0.696	3.103	0.874	1.542	1.408	1.053	0.561	0.902	0.125	0.878	0.601	0.139	0.000	0.120	87.18	100
8:00	1.220	0.000	0.849	3.393	0.794	2.799	2.166	1.280	0.736	0.927	0.182	1.234	0.909	0.328	0.229	0.095	82.80	100
8:30	1.538	0.000	0.808	3.294	0.507	1.829	2.334	1.267	0.575	0.910	0.182	1.079	0.831	0.256	0.175	0.095	84.27	100
9:00	2.618	0.048	1.201	3.818	0.747	2.092	3.265	1.529	0.921	0.920	0.377	1.384	0.597	0.435	0.064	0.107	79.82	100
9:30	2.686	0.048	1.138	3.697	0.747	2.069	3.285	1.554	0.921	0.921	0.274	1.379	0.664	0.443	0.119	0.107	79.89	100
10:00	2.846	0.048	0.917	3.504	0.779	2.158	3.284	1.803	0.761	1.031	0.232	1.176	0.656	0.545	0.119	0.172	79.91	100
10:30	2.844	0.048	0.917	3.599	0.724	1.841	3.143	1.794	0.807	1.031	0.232	1.070	0.604	0.492	0.183	0.172	80.44	100
11:00	2.556	0.048	0.879	3.571	0.766	1.898	2.621	1.752	0.676	0.874	0.176	1.137	0.538	0.544	0.182	0.214	81.52	100
11:30	2.536	0.048	0.819	3.849	0.766	1.980	2.644	1.706	0.633	0.874	0.176	1.002	0.538	0.492	0.117	0.172	81.59	100
NOON	1.207	0.000	0.655	3.116	0.559	1.650	1.966	1.036	0.406	0.667	0.177	0.758	0.487	0.280	0.165	0.112	86.76	100
0:30	0.977	0.000	0.655	2.783	0.531	1.501	1.905	0.762	0.354	0.629	0.123	0.767	0.487	0.280	0.110	0.112	88.02	100
1:00	0.825	0.000	0.926	2.205	0.464	1.202	1.845	0.639	0.558	0.515	0.179	0.874	0.458	0.174	0.110	0.047	88.98	100
1:30	0.880	0.000	0.696	2.145	0.392	1.145	1.893	0.607	0.430	0.458	0.179	0.700	0.458	0.174	0.110	0.047	89.69	100
2:00	0.820	0.000	0.855	1.711	0.369	1.032	2.004	0.719	0.602	0.447	0.123	0.729	0.423	0.100	0.168	0.047	89.85	100
2:30	0.725	0.000	0.741	1.711	0.369	1.178	1.783	0.549	0.489	0.447	0.123	0.640	0.423	0.100	0.168	0.047	90.51	100
3:00	0.814	0.000	0.692	1.676	0.308	1.368	1.660	0.554	0.379	0.703	0.123	0.773	0.350	0.209	0.168	0.047	90.18	100
3:30	0.814	0.000	0.692	1.748	0.308	1.111	1.457	0.554	0.379	0.610	0.123	0.773	0.350	0.143	0.168	0.157	90.61	100
4:00	0.564	0.000	0.434	1.775	0.444	1.807	1.024	0.783	0.130	0.767	0.123	0.532	0.346	0.143	0.174	0.166	90.79	100
4:30	0.564	0.000	0.434	1.682	0.444	1.429	1.077	0.716	0.130	0.751	0.123	0.532	0.248	0.090	0.174	0.064	91.54	100
5:00	0.531	0.000	0.289	1.299	0.460	0.965	0.818	1.130	0.059	0.744	0.176	0.400	0.418	0.251	0.174	0.064	92.22	100
5:30	0.586	0.000	0.529	1.407	0.388	0.932	0.851	1.002	0.111	0.598	0.218	0.400	0.360	0.192	0.174	0.064	92.19	100
6:00	0.354	0.000	0.274	1.103	0.348	1.088	0.874	0.938	0.111	0.508	0.313	0.335	0.345	0.088	0.179	0.000	93.09	100
6:30	0.168	0.000	0.264	1.026	0.242	0.799	0.778	0.881	0.166	0.716	0.270	0.338	0.302	0.042	0.124	0.072	93.75	100
7:00	0.276	0.000	0.149	0.865	0.244	0.697	0.452	0.644	0.107	0.392	0.170	0.213	0.131	0.151	0.060	0.000	95.45	100
7:30	0.172	0.000	0.141	0.703	0.197	0.587	0.447	0.597	0.000	0.244	0.000	0.157	0.131	0.153	0.060	0.000	96.41	100
8:00	0.121	0.000	0.187	0.208	0.050	0.269	0.238	0.112	0.000	0.098	0.000	0.175	0.000	0.000	0.060	0.000	98.48	100
8:30	0.000	0.000	0.165	0.170	0.000	0.269	0.280	0.064	0.000	0.098	0.000	0.055	0.000	0.000	0.060	0.000	98.84	100
9:00	0.074	0.000	0.053	0.184	0.000	0.119	0.181	0.000	0.000	0.098	0.000	0.000	0.000	0.000	0.053	0.000	99.24	100
9:30	0.000	0.000	0.053	0.379	0.000	0.175	0.139	0.000	0.000	0.098	0.000	0.107	0.000	0.000	0.053	0.000	99.00	100
10:00	0.000	0.000	0.172	0.249	0.000	0.112	0.258	0.225	0.000	0.098	0.000	0.000	0.000	0.000	0.158	0.000	98.73	100
10:30	0.046	0.000	0.119	0.249	0.000	0.112	0.258	0.220	0.000	0.098	0.000	0.000	0.067	0.000	0.158	0.000	98.67	100
11:00	0.000	0.000	0.053	0.249	0.000	0.110	0.120	0.248	0.000	0.048	0.000	0.059	0.000	0.000	0.053	0.000	99.06	100
11:30	0.000	0.000	0.053	0.101	0.000	0.000	0.174	0.201	0.000	0.048	0.000	0.000	0.000	0.000	0.053	0.000	99.37	100
avg.	0.66	0.01	0.38	1.41	0.29	0.84	1.04	0.65	0.24	0.43	0.10	0.44	0.25	0.14	0.10	0.05	92.96	
max.	2.85	0.05	1.20	3.85	0.87	2.80	3.28	1.80	0.92	1.03	0.38	1.38	0.91	0.54	0.23	0.21	99.96	
σ.	0.87	0.02	0.37	1.34	0.29	0.80	1.05	0.55	0.30	0.36	0.10	0.45	0.27	0.16	0.07	0.06	6.75	







FIGURES 6.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [JAN-MAR 2011]



FIGURES 6.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JAN-MAR 2011]

TABLE 6.5: WEIGHTED RADIO STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 2011]

	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	85	32	54	1	3	0	10	33	33	5	15	29	8	13	14	6
	4.7%	3.5%	5.9%	1.2%	1.1%	.0%	1.8%	7.8%	12.2%	8.4%	4.2%	5.4%	3.1%	5.1%	5.5%	4.3%
	100.0%	37.0%	63.0%	1.7%	3.5%	.0%	11.6%	38.7%	38.2%	6.4%	17.7%	33.6%	9.8%	15.2%	16.7%	6.9%
Radju Parlament 106.6	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
	.0%	.0%	.1%	.0%	.0%	.0%	.0%	.0%	.3%	.0%	.0%	.2%	.0%	.0%	.0%	.0%
	100.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%
Magic Radio	64	36	28	0	7	3	39	14	1	0	11	21	6	13	12	2
	3.6%	4.1%	3.1%	.0%	2.5%	3.1%	7.1%	3.4%	.4%	.0%	3.0%	3.9%	2.3%	5.2%	4.6%	1.3%
	100.0%	56.6%	43.4%	.0%	10.9%	5.1%	60.4%	22.1%	1.6%	.0%	16.5%	32.3%	9.5%	20.4%	18.5%	2.8%
Super ONE Radio	141	69	72	1	8	5	27	51	43	6	36	42	29	15	12	7
	7.8%	7.7%	8.0%	.8%	3.0%	4.6%	5.0%	12.0%	16.1%	9.2%	10.2%	7.9%	10.7%	6.1%	4.7%	5.2%
	100.0%	48.8%	51.2%	.7%	6.0%	3.5%	19.3%	36.0%	30.4%	4.2%	25.7%	29.5%	20.2%	10.8%	8.6%	5.1%
Radio 101	39	20	19	0	1	0	16	13	9	0	4	13	3	8	9	3
	2.1%	2.2%	2.1%	.0%	.4%	.0%	2.9%	3.1%	3.3%	.0%	1.0%	2.4%	1.1%	3.1%	3.4%	2.0%
	100.0%	50.9%	49.1%	.0%	3.1%	.0%	40.6%	33.8%	22.4%	.0%	9.2%	33.2%	7.8%	20.0%	22.8%	7.0%
Bay Radio	172	101	70	23	63	21	62	3	0	0	30	50	23	35	23	10
	9.5%	11.4%	7.7%	20.3%	22.4%	19.6%	11.3%	.7%	.0%	.0%	8.5%	9.5%	8.5%	14.0%	8.9%	7.3%
	100.0%	59.1%	40.9%	13.4%	36.8%	12.2%	36.0%	1.7%	.0%	.0%	17.7%	29.3%	13.3%	20.5%	13.4%	5.8%
Calypso Radio	115	61	54	1	3	3	43	51	12	2	27	34	17	16	16	5
	6.4%	6.8%	5.9%	.9%	1.1%	2.9%	7.9%	12.0%	4.6%	2.8%	7.7%	6.3%	6.3%	6.5%	6.2%	3.3%
	100.0%	53.2%	46.8%	.9%	2.7%	2.7%	37.3%	44.1%	10.7%	1.6%	23.9%	29.3%	14.6%	14.4%	13.9%	3.9%
RTK	88	49	39	0	0	1	15	39	24	8	22	22	16	12	7	9
	4.9%	5.5%	4.3%	.0%	.0%	1.3%	2.7%	9.3%	9.2%	13.0%	6.2%	4.2%	5.9%	4.7%	2.8%	6.5%
	100.0%	55.9%	44.1%	.0%	.0%	1.6%	16.6%	44.5%	27.8%	9.5%	24.9%	25.4%	17.9%	13.5%	8.3%	10.0%
Smash Radio	38	17	20	1	12	6	16	3	0	0	12	5	3	5	10	3
	2.1%	2.0%	2.2%	.9%	4.2%	5.4%	2.9%	.7%	.0%	.0%	3.4%	.9%	1.2%	2.0%	3.8%	2.1%
	100.0%	46.4%	53.6%	2.8%	31.2%	15.4%	42.2%	8.3%	.0%	.0%	32.4%	11.9%	8.7%	13.1%	26.3%	7.5%
Radju Marija	52	11	41	0	1	1	6	19	20	4	13	14	7	8	8	3
	2.9%	1.3%	4.5%	.0%	.3%	1.1%	1.1%	4.5%	7.7%	6.8%	3.5%	2.6%	2.5%	3.1%	3.1%	2.4%
	100.0%	21.6%	78.4%	.0%	1.8%	2.3%	11.3%	36.6%	39.4%	8.5%	24.2%	26.1%	12.8%	15.2%	15.3%	6.3%
Campus FM	12	8	4	0	0	0	7	4	2	0	1	6	1	3	0	2
	.7%	.9%	.4%	.0%	.0%	.0%	1.3%	.9%	.7%	.0%	.3%	1.1%	.3%	1.1%	.0%	1.3%
	100.0%	67.6%	32.4%	.0%	.0%	.0%	54.6%	29.6%	15.8%	.0%	8.1%	47.5%	7.3%	22.7%	.0%	14.4%
Vibe FM	62	43	18	1	26	8	25	1	0	0	9	23	10	8	7	5
	3.4%	4.8%	2.0%	.8%	9.3%	7.8%	4.6%	.2%	.0%	.0%	2.5%	4.3%	3.6%	3.1%	2.8%	3.4%
	100.0%	70.4%	29.6%	1.6%	42.6%	13.5%	40.8%	1.6%	.0%	.0%	14.7%	37.2%	15.7%	12.8%	12.0%	7.6%

TABLE 6.5 CONT /...

		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
	TOTAL															
XFM	37	22	15	1	8	8	19	1	0	0	10	14	2	6	3	1
	2.0%	2.4%	1.6%	.8%	2.9%	7.6%	3.4%	.2%	.0%	.0%	2.8%	2.6%	.9%	2.5%	1.2%	.7%
	100.0%	59.3%	40.7%	2.6%	22.0%	22.1%	50.9%	2.3%	.0%	.0%	27.7%	38.0%	6.7%	16.9%	8.2%	2.5%
Community Radio Stations	28	15	13	1	4	1	6	14	1	1	1	10	5	6	3	2
	1.5%	1.6%	1.5%	.9%	1.4%	.9%	1.1%	3.4%	.3%	1.3%	.2%	1.9%	1.9%	2.4%	1.2%	1.8%
	100.0%	52.6%	47.4%	3.6%	14.5%	3.4%	21.4%	51.2%	3.0%	3.0%	2.5%	37.0%	18.5%	21.7%	11.5%	8.9%
Foreign Radio Station	16	12	4	1	2	1	1	5	5	1	1	1	4	3	4	3
	.9%	1.4%	.4%	.8%	.7%	.9%	.2%	1.2%	1.9%	1.5%	.3%	.2%	1.5%	1.2%	1.7%	2.0%
	100.0%	77.3%	22.7%	5.8%	12.8%	6.2%	6.4%	31.5%	31.1%	6.1%	5.8%	5.9%	25.4%	18.4%	27.5%	17.0%
Other Radio Station	8	5	3	0	0	0	4	4	0	0	0	3	0	3	1	1
	.4%	.6%	.3%	.0%	.0%	.0%	.7%	.9%	.0%	.0%	.0%	.6%	.0%	1.2%	.4%	.6%
	100.0%	67.4%	32.6%	.0%	.0%	.0%	50.0%	50.0%	.0%	.0%	.0%	36.6%	.0%	38.3%	14.5%	10.6%
No particular radio station	64	30	35	1	3	5	21	15	14	5	14	20	13	4	8	6
	3.6%	3.3%	3.8%	.8%	1.1%	4.3%	3.9%	3.5%	5.4%	8.4%	4.0%	3.7%	4.9%	1.5%	3.0%	4.2%
	100.0%	46.2%	53.8%	1.5%	4.8%	7.2%	33.1%	22.7%	22.3%	8.5%	22.1%	30.7%	20.4%	5.9%	12.0%	8.8%
Did not remember	9	5	3	1	1	1	4	1	1	0	1	4	0	0	3	1
	.5%	.6%	.4%	.8%	.4%	1.0%	.7%	.2%	.3%	.0%	.3%	.7%	.0%	.0%	1.2%	.6%
	100.0%	61.0%	39.0%	10.7%	12.3%	12.3%	45.2%	9.8%	9.8%	.0%	10.7%	43.2%	.0%	.0%	36.4%	9.7%
Did not listen to radio	768	354	414	80	137	42	226	152	100	30	148	220	120	94	116	69
	42.7%	39.6%	45.7%	70.7%	48.8%	39.5%	41.4%	36.1%	37.5%	46.9%	41.6%	41.5%	45.0%	37.2%	45.0%	50.9%
	100.0%	46.1%	53.9%	10.4%	17.9%	5.5%	29.4%	19.8%	13.0%	4.0%	19.3%	28.6%	15.6%	12.2%	15.1%	9.0%
No response	2	1	1	0	1	0	0	0	0	1	1	0	0	0	1	0
	.1%	.1%	.1%	.0%	.3%	.0%	.0%	.0%	.0%	1.8%	.3%	.0%	.0%	.0%	.4%	.0%
	100.0%	55.3%	44.7%	.0%	44.7%	.0%	.0%	.0%	.0%	55.3%	44.7%	.0%	.0%	.0%	55.3%	.0%
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	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%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 6.6: WEIGHTED RADIO STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JAN-MAR 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
Radju Malta	85	13	15	16	21	7	8	5	31	22	32
	4.7%	5.2%	5.8%	6.1%	8.0%	3.0%	3.1%	1.9%	5.0%	3.9%	5.2%
	100.0%	15.7%	17.8%	18.4%	24.4%	8.5%	9.4%	5.8%	36.4%	25.6%	38.0%
Radju Parlament 106.6	1	0	0	0	0	1	0	0	0	0	1
	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%	.0%	.0%	.1%
	100.0%	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%
Magic Radio	64	8	8	11	16	5	10	6	23	19	22
	3.6%	3.1%	3.2%	4.4%	5.9%	2.1%	3.9%	2.2%	3.6%	3.5%	3.6%
	100.0%	12.5%	12.9%	17.7%	24.1%	7.7%	15.7%	9.3%	35.4%	29.8%	34.8%
ONE Radio	141	20	23	17	15	26	19	22	57	49	35
	7.8%	7.7%	8.6%	6.5%	5.9%	10.7%	7.5%	8.1%	9.1%	8.8%	5.7%
	100.0%	14.0%	16.0%	12.0%	10.9%	18.1%	13.8%	15.3%	40.2%	34.7%	25.1%
Radio 101	39	5	8	1	4	8	11	1	11	10	17
	2.1%	2.1%	3.0%	.4%	1.7%	3.5%	4.1%	.3%	1.8%	1.8%	2.8%
	100.0%	13.8%	20.5%	2.9%	11.5%	21.7%	27.3%	2.2%	28.8%	26.5%	44.7%
Bay Radio	172	29	23	29	25	21	19	26	60	49	63
	9.5%	11.3%	8.6%	11.3%	9.6%	8.9%	7.4%	9.7%	9.7%	8.8%	10.1%
	100.0%	16.9%	13.1%	17.0%	14.5%	12.3%	11.1%	15.0%	35.1%	28.4%	36.5%
Calypso Radio	115	15	12	20	17	20	11	20	37	40	37
	6.4%	5.9%	4.6%	7.9%	6.5%	8.3%	4.1%	7.4%	5.9%	7.3%	6.0%
	100.0%	13.2%	10.7%	17.8%	14.7%	17.2%	9.2%	17.2%	32.1%	35.3%	32.6%
RTK	88	12	16	15	13	9	14	9	24	27	37
	4.9%	4.7%	6.1%	6.0%	5.0%	3.6%	5.3%	3.5%	3.8%	5.0%	5.9%
	100.0%	13.7%	18.3%	17.5%	14.7%	9.7%	15.6%	10.5%	27.1%	31.1%	41.9%
Smash Radio	38	5	9	6	2	3	7	6	9	12	17
	2.1%	1.8%	3.6%	2.2%	.8%	1.2%	2.8%	2.2%	1.5%	2.1%	2.7%
	100.0%	12.0%	25.2%	14.9%	5.8%	7.5%	19.1%	15.5%	24.1%	31.5%	44.4%
Radju Marija	52	5	12	8	7	5	4	9	19	13	20
	2.9%	2.1%	4.4%	3.3%	2.9%	2.3%	1.7%	3.4%	3.1%	2.3%	3.2%
	100.0%	10.4%	22.3%	16.4%	14.4%	10.6%	8.3%	17.7%	36.8%	24.9%	38.3%
Campus FM	12	4	0	2	4	1	2	0	4	4	5
	.7%	1.5%	.0%	.7%	1.5%	.4%	.8%	.0%	.6%	.7%	.7%
	100.0%	31.3%	.0%	13.7%	31.3%	7.9%	15.8%	.0%	31.4%	31.3%	37.3%
Vibe FM	62	7	12	6	6	11	7	13	21	17	24
	3.4%	2.6%	4.5%	2.4%	2.2%	4.6%	2.8%	4.9%	3.4%	3.0%	3.8%
	100.0%	11.0%	19.3%	10.0%	9.1%	17.6%	11.6%	21.3%	34.3%	27.2%	38.5%
XFM	37	8	10	3	1	5	5	5	15	9	13
	2.0%	3.3%	3.8%	1.1%	.3%	2.2%	1.8%	1.8%	2.5%	1.6%	2.0%
	100.0%	23.0%	27.1%	7.8%	2.1%	14.6%	12.6%	12.8%	42.2%	23.5%	34.3%
Community Stations	28	6	2	5	3	5	5	2	12	5	11
	1.5%	2.5%	.8%	1.9%	1.2%	2.0%	1.8%	.7%	1.9%	.8%	1.8%
	100.0%	23.1%	7.1%	17.5%	11.7%	17.5%	16.6%	6.4%	43.5%	16.4%	40.2%
Foreign Radio Station	16	0	2	3	2	4	4	1	6	5	5
	.9%	.0%	.7%	1.1%	.8%	1.7%	1.6%	.4%	1.0%	.8%	.8%
	100.0%	.0%	12.0%	17.7%	13.6%	25.1%	25.6%	5.9%	38.5%	28.9%	32.6%
Other Radio Station	8	4	0	0	1	1	1	1	0	1	7
	.4%	1.4%	.0%	.0%	.4%	.4%	.4%	.5%	.0%	.2%	1.1%
	100.0%	46.1%	.0%	.0%	12.4%	10.7%	14.5%	16.3%	.0%	12.4%	87.6%
No particular radio station	64	14	10	11	11	8	6	5	19	15	30
	3.6%	5.4%	3.7%	4.2%	4.2%	3.3%	2.2%	2.0%	3.1%	2.7%	4.9%
	100.0%	21.7%	15.2%	16.7%	17.2%	12.1%	8.7%	8.4%	29.5%	23.4%	47.1%
Did not remember	9	3	2	2	0	0	1	1	2	3	4
	.5%	1.1%	.6%	.7%	.0%	.0%	.4%	.5%	.3%	.5%	.6%
	100.0%	32.8%	19.5%	20.5%	.0%	.0%	12.3%	14.9%	24.1%	31.7%	44.2%
Did not listen to radio	768	98	100	103	111	99	124	133	272	254	242
	42.7%	38.1%	38.0%	39.9%	42.7%	41.4%	48.3%	50.1%	43.7%	45.8%	38.8%
	100.0%	12.7%	13.0%	13.4%	14.5%	12.8%	16.2%	17.3%	35.5%	33.0%	31.5%
No Response	2	0	0	0	1	0	0	1	0	1	1
	.1%	.0%	.0%	.0%	.4%	.0%	.0%	.4%	.0%	.2%	.2%
	100.0%	.0%	.0%	.0%	55.3%	.0%	.0%	44.7%	.0%	44.7%	55.3%
Total	1800	256	263	258	261	238	258	266	623	553	624
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	14.6%	14.4%	14.5%	13.2%	14.3%	14.8%	34.6%	30.7%	34.7%

[Count; Col %; Row %] - [Base: No of Consumers]

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

Daily Average	TVM	ONE TV	NET TV	SMASH TV	FAVOURITE CH	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY Ch.	MTV	BBC WLD./ENT.	OTHER TV STATION
Monday	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
Tuesday	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
Wednesday	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
Thursday	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
Friday	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
Saturday	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
Sunday	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
Highest	3.307	1.793	1.411	0.070	0.113	0.426	0.200	0.101	0.220	0.674	0.625	0.286	0.187	0.265	1.815

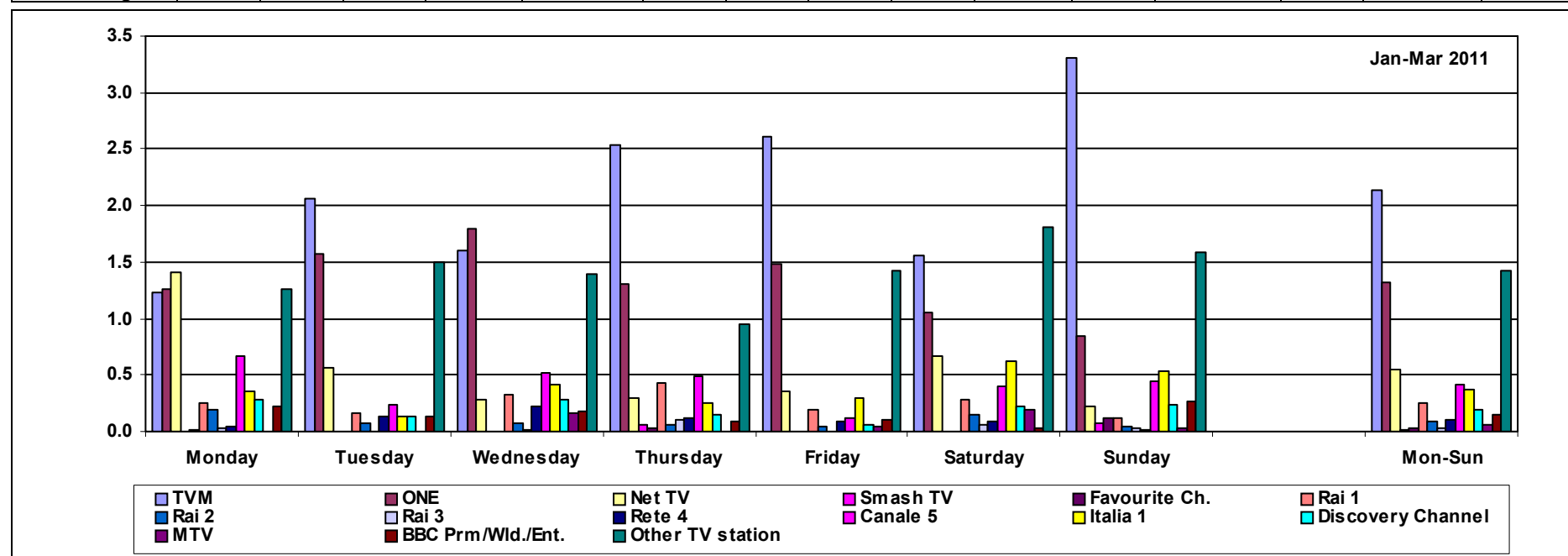


FIGURE 7.1: TV WEEKDAY-AVERAGE AUDIENCE SHARE [JAN-MAR 2011]

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

	TVM	ONE TV	NET TV	SMASH TV	FAVOURITE CH	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CH.	MTV	BBC WLD./ENT.	OTHER TV STATION
Monday	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
Tuesday	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
Wednesday	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
Thursday	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
Friday	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
Saturday	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
Sunday	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	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

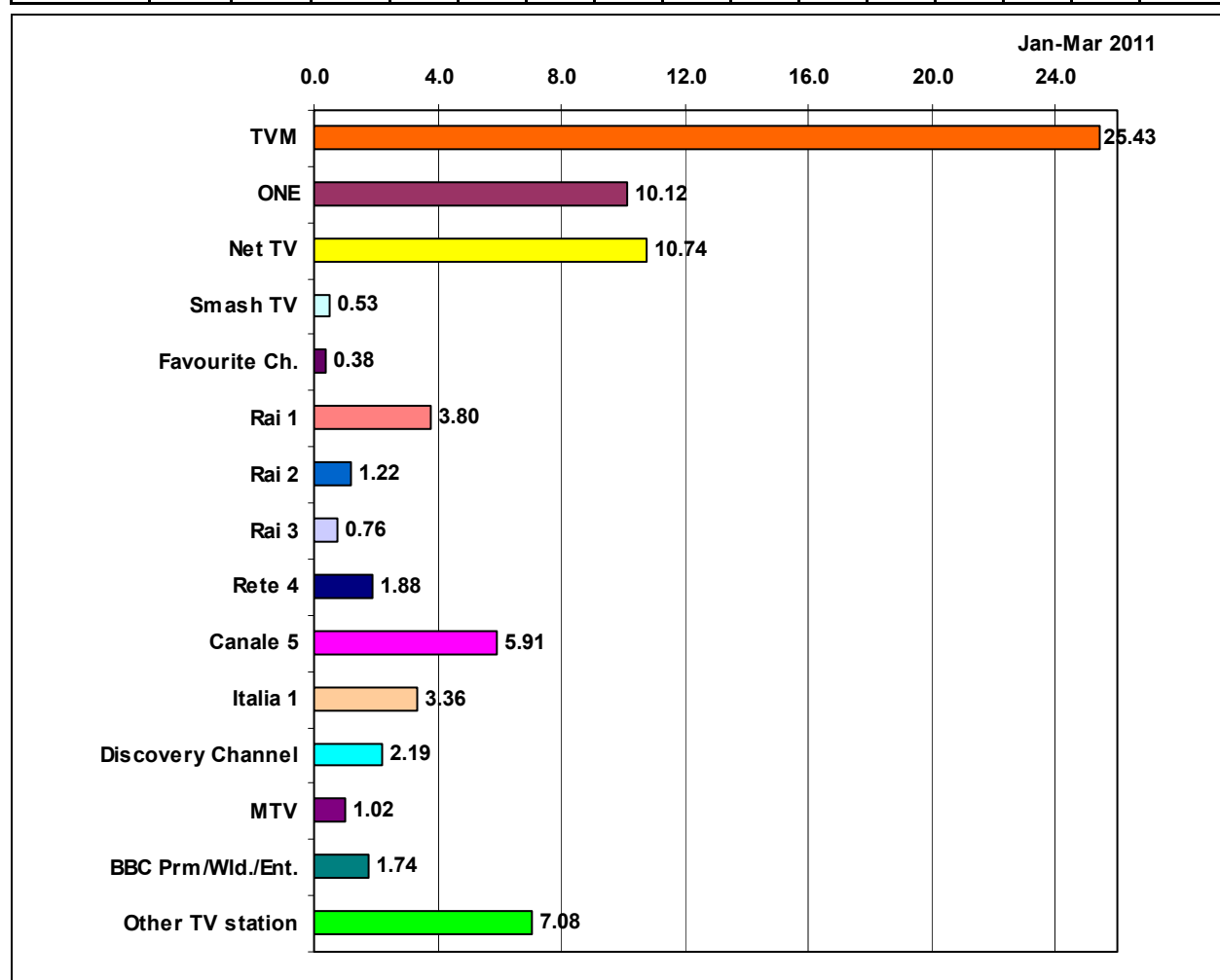


FIGURE 7.2: TV WEEKDAY PEAK AUDIENCES [JAN-MAR 2011]

TABLE 7.3.A: 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	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
1:30	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
2:30	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
3:30	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
4:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
4:30	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
5:00	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.452	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.55	100
6:30	0.000	0.000	0.452	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.55	100
7:00	0.000	0.624	0.452	0.000	0.000	0.000	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.753	97.70	100
7:30	0.000	0.624	0.452	0.000	0.000	0.000	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.753	97.70	100
8:00	0.000	0.624	0.825	0.000	0.000	0.000	0.467	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.397	97.69	100
8:30	0.000	0.624	0.825	0.000	0.000	0.000	0.467	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.397	97.39	100
9:00	0.444	0.624	0.825	0.000	0.000	0.000	0.467	0.000	0.334	0.297	0.000	0.000	0.000	0.000	0.397	96.61	100
9:30	0.444	0.624	0.825	0.000	0.000	0.000	0.467	0.000	0.334	0.297	0.000	0.000	0.000	0.000	0.397	96.61	100
10:00	0.444	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.397	97.68	100
10:30	0.444	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.397	97.68	100
11:00	0.000	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.397	98.13	100
11:30	0.000	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.000	0.397	98.13	100
NOON	0.858	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.297	0.000	0.000	0.000	0.334	0.397	96.94	100
12:30	0.858	0.353	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.397	97.23	100
1:00	0.858	0.707	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.731	96.54	100
1:30	0.858	0.707	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.334	0.731	96.54	100
2:00	0.858	1.767	0.825	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.761	95.40	100
2:30	0.858	1.767	0.825	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.761	95.40	100
3:00	0.000	1.767	0.825	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.388	0.000	0.000	0.416	0.761	95.46	100
3:30	0.000	1.767	0.825	0.000	0.000	0.385	0.000	0.000	0.000	0.000	0.804	0.000	0.000	0.416	0.761	95.04	100
4:00	0.000	1.497	0.825	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.416	0.000	0.000	0.000	1.126	96.14	100
4:30	0.000	1.497	0.825	0.000	0.000	0.000	0.452	0.000	0.000	0.000	0.792	0.000	0.000	0.000	1.126	95.31	100
5:00	0.000	1.497	1.159	0.000	0.000	0.000	0.452	0.000	0.000	0.444	0.376	0.000	0.000	0.000	1.636	94.44	100
5:30	0.000	0.977	1.159	0.000	0.000	0.000	0.452	0.000	0.000	0.444	0.376	0.000	0.000	0.000	1.636	94.96	100
6:00	1.078	1.151	1.457	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.376	0.829	0.000	0.000	2.368	92.37	100
6:30	0.781	1.151	1.901	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.829	0.000	0.000	2.368	92.60	100
7:00	1.522	2.582	2.623	0.000	0.000	0.746	0.000	0.000	0.000	0.000	0.000	0.829	0.000	1.603	4.525	85.57	100
7:30	1.892	7.470	2.623	0.000	0.000	0.746	0.373	0.000	0.000	0.000	0.000	0.829	0.000	1.084	3.781	81.20	100
7:45	1.595	7.099	3.469	0.000	0.000	0.746	0.373	0.000	0.000	0.000	0.000	0.829	0.000	1.084	3.781	81.02	100
8:00	9.822	5.929	4.143	0.000	0.000	0.707	0.840	0.000	0.000	1.182	0.713	1.891	0.000	1.556	5.460	67.76	100
8:30	10.748	4.331	10.637	0.000	0.000	1.961	0.840	0.000	0.688	1.409	1.220	2.188	0.000	1.556	5.248	59.17	100
9:00	10.411	3.575	10.739	0.000	0.320	1.588	1.224	0.376	0.688	5.127	2.894	1.866	0.000	1.104	6.083	54.00	100
9:30	8.440	3.305	7.038	0.000	0.320	1.183	0.757	0.376	0.334	5.913	2.518	1.451	0.000	1.104	4.838	62.42	100
10:00	4.491	3.082	1.064	0.000	0.320	1.207	0.807	0.376	0.000	5.309	2.052	1.046	0.000	0.000	2.655	77.59	100
10:30	2.610	1.950	0.373	0.000	0.000	1.207	0.423	0.000	0.000	4.715	2.092	1.046	0.000	0.000	2.698	82.89	100
11:00	0.000	0.000	0.373	0.000	0.000	0.334	0.000	0.000	0.000	3.243	1.727	0.297	0.000	0.000	1.670	92.36	100
11:30	0.000	0.000	0.373	0.000	0.000	0.000	0.000	0.000	0.000	2.875	0.423	0.000	0.000	0.000	0.787	95.54	100
avg.	1.23	1.25	1.41	0.00	0.02	0.26	0.20	0.02	0.05	0.67	0.35	0.28	0.00	0.23	1.26	92.75	
max.	10.75	7.47	10.74	0.00	0.32	1.96	1.22	0.38	0.69	5.91	2.89	2.19	0.00	1.60	6.08	100	
σ.	2.74	1.79	2.27	0.00	0.08	0.47	0.31	0.09	0.16	1.53	0.71	0.57	0.00	0.47	1.66	11.05	

TABLE 7.3.B: 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	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	99.59	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	99.59	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	99.63	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.374	99.63	100
7:00	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.653	98.97	100
7:30	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.653	98.97	100
8:00	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.942	98.68	100
8:30	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.579	99.05	100
9:00	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.039	98.59	100
9:30	0.000	0.374	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.039	98.59	100
10:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.894	99.11	100
10:30	0.000	0.263	0.000	0.000	0.000	0.326	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.894	98.52	100
11:00	0.000	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	99.45	100
11:30	0.000	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.289	99.45	100
NOON	0.652	0.263	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.730	98.09	100
12:30	0.652	0.263	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.730	98.09	100
1:00	1.312	0.868	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.730	96.83	100
1:30	1.312	0.868	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.459	96.10	100
2:00	1.652	0.579	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.000	1.554	95.47	100
2:30	1.963	1.275	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.483	0.000	0.000	0.000	0.289	1.019	94.71	100
3:00	0.964	0.842	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.483	0.000	0.535	0.000	0.289	1.393	95.23	100
3:30	0.964	0.842	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.483	0.000	0.535	0.000	0.000	1.019	96.16	100
4:00	0.964	0.842	0.000	0.000	0.000	0.000	0.289	0.000	0.000	0.314	0.000	0.000	0.000	0.000	1.669	95.92	100
4:30	0.964	0.579	0.000	0.000	0.000	0.000	0.289	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.940	96.91	100
5:00	0.964	1.213	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.713	0.681	0.000	0.289	1.308	94.25	100
5:30	0.964	1.213	0.263	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.713	0.681	0.000	0.289	1.308	94.25	100
6:00	2.275	1.576	1.649	0.000	0.000	0.000	0.000	0.000	0.378	0.000	0.713	1.059	0.000	0.289	2.849	89.21	100
6:30	1.781	1.576	2.036	0.000	0.000	0.000	0.000	0.000	0.378	0.668	0.713	0.681	0.000	0.289	2.487	89.39	100
7:00	2.719	4.466	3.158	0.000	0.000	0.000	0.000	0.000	0.000	0.668	0.000	0.326	0.000	0.289	4.033	84.34	100
7:30	1.952	8.335	3.134	0.000	0.000	0.000	0.000	0.000	0.000	0.668	0.000	0.361	0.000	0.289	2.946	82.31	100
7:45	1.952	7.804	4.003	0.000	0.000	0.000	0.000	0.000	0.289	0.931	0.000	0.361	0.000	0.289	2.582	81.79	100
8:00	13.505	8.815	3.577	0.000	0.000	0.326	0.000	0.000	0.601	0.375	0.483	0.363	0.000	1.113	4.187	66.66	100
8:30	18.324	10.122	2.753	0.000	0.000	0.326	0.000	0.000	0.752	0.375	0.000	0.363	0.000	1.113	5.735	60.14	100
9:00	18.151	9.362	2.248	0.000	0.000	1.685	0.506	0.000	1.456	0.799	0.494	0.000	0.000	0.653	6.690	57.96	100
9:30	15.146	8.035	1.468	0.000	0.000	1.685	0.506	0.000	1.015	1.160	0.494	0.000	0.000	0.653	7.077	62.76	100
10:00	6.037	2.751	0.386	0.000	0.000	1.360	0.506	0.000	0.704	1.160	0.906	0.000	0.000	0.289	6.095	79.81	100
10:30	4.375	1.319	0.386	0.000	0.000	1.360	0.506	0.000	0.704	1.160	0.906	0.000	0.000	0.289	5.142	83.85	100
11:00	1.124	0.000	0.386	0.000	0.000	0.658	0.506	0.000	0.440	0.424	0.494	0.000	0.000	0.000	1.174	94.79	100
11:30	0.000	0.000	0.386	0.000	0.000	0.314	0.506	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.818	97.98	100
avg.	2.05	1.57	0.57	0.00	0.00	0.16	0.07	0.00	0.14	0.24	0.14	0.14	0.00	0.14	1.50	93.28	
max.	18.32	10.12	4.00	0.00	0.00	1.69	0.51	0.00	1.46	1.16	0.91	1.06	0.00	1.11	7.08	100	
σ.	4.49	2.84	1.08	0.00	0.00	0.43	0.17	0.00	0.31	0.35	0.28	0.25	0.00	0.26	1.88	10.88	

TABLE 7.3.C: 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 PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
8:00	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.842	98.78	100
8:30	0.000	0.381	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.842	98.78	100
9:00	0.000	0.649	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	1.212	97.82	100
9:30	0.000	0.649	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	1.212	97.82	100
10:00	0.492	0.268	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	1.582	97.34	100
10:30	0.492	0.268	0.000	0.000	0.000	0.000	0.000	0.000	0.321	0.000	0.000	0.000	0.000	0.000	1.582	97.34	100
11:00	0.492	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.441	0.000	0.000	0.000	0.000	1.582	97.49	100
11:30	0.492	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.441	0.000	0.000	0.000	0.000	1.582	97.49	100
NOON	1.653	0.370	0.563	0.000	0.000	0.000	0.000	0.000	0.000	0.441	0.000	0.000	0.000	0.000	1.212	95.76	100
12:30	1.653	0.370	0.563	0.000	0.000	0.000	0.000	0.000	0.000	0.441	0.000	0.000	0.000	0.000	1.212	95.76	100
1:00	1.984	1.032	0.268	0.000	0.000	0.000	0.000	0.000	0.000	0.956	0.000	0.000	0.000	0.000	1.828	93.93	100
1:30	1.984	1.300	0.268	0.000	0.000	0.000	0.000	0.000	0.000	0.956	0.000	0.000	0.000	0.000	1.507	93.99	100
2:00	1.634	2.196	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.956	0.000	0.393	0.368	0.000	1.582	92.87	100
2:30	1.634	2.196	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.856	0.000	0.393	0.368	0.000	1.582	91.97	100
3:00	0.332	2.196	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.856	0.000	0.393	0.368	0.000	2.048	92.81	100
3:30	0.332	2.196	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.856	0.365	0.393	0.368	0.000	2.048	92.44	100
4:00	0.714	2.659	0.000	0.000	0.000	0.295	0.295	0.000	0.000	1.315	0.365	0.393	0.368	0.000	2.343	91.25	100
4:30	0.714	2.278	0.000	0.000	0.000	0.295	0.295	0.000	0.000	1.315	0.000	0.393	0.368	0.000	2.343	92.00	100
5:00	0.750	1.617	0.563	0.000	0.000	0.295	0.295	0.000	0.332	1.315	0.545	0.393	0.368	0.000	1.874	91.65	100
5:30	0.382	1.938	0.563	0.000	0.000	0.295	0.295	0.000	0.332	1.315	0.545	0.897	0.368	0.000	1.507	91.56	100
6:00	2.658	2.538	0.894	0.000	0.000	0.295	0.295	0.295	0.332	0.800	0.545	0.897	0.908	0.000	2.419	87.13	100
6:30	2.658	2.648	0.894	0.000	0.000	0.563	0.295	0.295	0.332	0.682	0.545	0.897	0.908	0.000	2.419	86.87	100
7:00	3.694	2.929	1.562	0.000	0.000	0.268	0.000	0.000	0.000	1.076	0.545	0.897	0.908	0.295	2.867	84.96	100
7:30	4.023	7.681	0.913	0.000	0.000	0.268	0.000	0.000	0.000	1.076	0.545	0.897	0.908	0.295	3.370	80.02	100
7:45	3.629	7.300	1.685	0.000	0.000	0.268	0.000	0.000	0.744	1.076	0.545	0.897	0.908	0.295	3.370	79.28	100
8:00	13.544	7.199	1.685	0.000	0.000	0.638	0.268	0.000	1.114	0.702	0.876	0.329	0.368	1.459	2.611	69.21	100
8:30	11.989	8.639	1.404	0.000	0.000	1.997	0.268	0.000	1.514	0.702	1.749	1.028	0.368	1.165	3.474	65.70	100
9:00	9.000	7.075	1.053	0.000	0.000	2.737	0.709	0.000	1.884	0.665	2.945	1.430	0.000	1.740	4.627	66.14	100
9:30	7.896	8.147	0.590	0.000	0.000	2.737	0.709	0.000	0.740	0.735	2.614	1.151	0.000	1.740	4.514	68.43	100
10:00	3.577	5.605	0.268	0.000	0.000	2.260	0.000	0.000	1.068	0.735	3.356	1.151	0.000	1.271	3.739	76.97	100
10:30	0.000	3.953	0.268	0.000	0.000	1.890	0.000	0.000	0.740	0.797	2.614	0.783	0.000	0.401	2.939	85.62	100
11:00	0.295	0.847	0.000	0.000	0.000	0.332	0.000	0.000	0.370	0.432	0.735	0.000	0.000	0.000	0.448	96.54	100
11:30	0.000	0.332	0.000	0.000	0.000	0.332	0.000	0.000	0.000	0.432	0.735	0.000	0.000	0.000	0.000	98.17	100
avg.	1.61	1.79	0.29	0.00	0.00	0.32	0.08	0.01	0.22	0.52	0.41	0.29	0.17	0.18	1.39	92.73	
max.	13.54	8.64	1.68	0.00	0.00	2.74	0.71	0.29	1.88	1.86	3.36	1.43	0.91	1.74	4.63	100	
σ.	3.01	2.54	0.49	0.00	0.00	0.71	0.17	0.06	0.42	0.57	0.82	0.42	0.29	0.46	1.32	9.66	

TABLE 7.3.D: 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 PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.314	0.000	0.000	0.000	0.000	0.000	99.69	100
7:00	0.366	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
7:30	0.729	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.27	100
8:00	0.366	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
8:30	0.366	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.63	100
9:00	0.329	0.000	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
9:30	0.329	0.000	0.000	0.000	0.000	0.319	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.35	100
10:00	0.329	0.292	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	98.88	100
10:30	0.329	0.292	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	98.88	100
11:00	0.329	0.292	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	98.57	100
11:30	0.329	0.292	0.000	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.000	98.57	100
NOON	0.428	0.292	0.437	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.367	97.98	100
12:30	0.428	0.292	0.437	0.314	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.499	0.000	0.000	0.367	97.66	100
1:00	0.428	1.277	0.437	0.314	0.379	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.744	96.42	100
1:30	0.428	1.277	0.437	0.314	0.379	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.092	96.07	100
2:00	0.000	1.542	0.437	0.314	0.379	0.000	0.000	0.000	0.000	0.329	0.000	0.362	0.000	0.000	1.092	95.54	100
2:30	0.000	1.542	0.000	0.314	0.379	0.000	0.000	0.000	0.000	0.329	0.000	0.362	0.000	0.000	0.744	96.33	100
3:00	0.000	2.053	0.000	0.314	0.000	0.000	0.000	0.000	0.000	1.012	0.000	0.000	0.000	0.000	0.744	95.88	100
3:30	0.366	2.053	0.000	0.314	0.000	0.000	0.000	0.000	0.000	1.012	0.000	0.000	0.000	0.000	0.744	95.51	100
4:00	0.366	2.443	0.329	0.000	0.000	0.000	0.000	0.000	0.329	0.683	0.000	0.000	0.000	0.000	0.744	95.11	100
4:30	0.695	2.177	0.329	0.000	0.000	0.000	0.000	0.000	0.329	0.683	0.000	0.000	0.000	0.000	0.744	95.04	100
5:00	0.695	2.544	0.972	0.000	0.000	0.000	0.000	0.763	0.329	0.319	0.000	0.000	0.000	0.000	0.744	93.63	100
5:30	1.206	2.544	0.972	0.000	0.000	0.000	0.000	0.763	0.329	0.584	0.000	0.000	0.000	0.000	0.744	92.86	100
6:00	1.535	2.278	0.909	0.000	0.000	0.000	0.000	0.763	0.329	0.584	0.000	0.000	0.000	0.000	2.101	91.50	100
6:30	1.535	2.657	1.373	0.000	0.000	0.000	0.000	0.763	0.329	0.584	0.000	0.367	0.000	0.000	2.101	90.29	100
7:00	3.023	2.923	1.373	0.000	0.000	0.511	0.000	0.319	0.329	0.899	0.382	0.367	0.000	0.329	2.662	86.88	100
7:30	4.212	4.774	0.909	0.000	0.000	0.511	0.000	0.319	0.329	0.899	0.382	0.367	0.000	0.839	2.370	84.09	100
7:45	4.748	4.774	0.909	0.000	0.000	0.511	0.000	0.319	0.329	0.899	0.382	0.367	0.000	0.839	2.370	83.55	100
8:00	19.655	5.734	0.643	0.000	0.000	0.827	0.000	0.000	0.329	0.633	0.409	0.367	0.000	0.839	4.032	66.53	100
8:30	24.614	6.393	0.643	0.000	0.000	1.983	0.378	0.319	0.329	1.070	1.145	0.367	0.000	0.839	4.399	57.52	100
9:00	25.429	5.242	1.388	0.000	0.000	3.796	0.378	0.319	0.719	1.921	2.164	0.266	0.000	0.511	4.941	52.93	100
9:30	18.990	4.478	0.314	0.000	0.000	3.796	0.378	0.319	0.719	2.286	2.529	0.266	0.000	0.511	4.497	60.92	100
10:00	5.906	2.104	0.511	0.000	0.000	3.480	0.876	0.000	0.390	2.286	2.147	0.499	0.000	0.000	2.989	78.81	100
10:30	4.472	1.229	0.511	0.000	0.000	3.161	0.499	0.000	0.390	1.166	1.411	0.000	0.000	0.000	2.709	84.45	100
11:00	0.803	0.000	0.000	0.000	0.000	0.827	0.499	0.000	0.000	0.852	0.776	0.000	0.000	0.000	1.275	94.97	100
11:30	0.803	0.000	0.000	0.000	0.000	0.827	0.000	0.000	0.000	0.852	0.412	0.000	0.000	0.000	1.275	95.83	100
avg.	2.54	1.30	0.29	0.06	0.03	0.43	0.06	0.10	0.12	0.48	0.25	0.14	0.00	0.10	0.95	93.15	
max.	25.43	6.39	1.39	0.31	0.38	3.80	0.88	0.76	0.72	2.29	2.53	0.50	0.00	0.84	4.94	100	
σ.	6.12	1.77	0.42	0.12	0.10	1.01	0.18	0.23	0.20	0.56	0.60	0.20	0.00	0.25	1.37	11.38	

TABLE 7.3.E: 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 PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.44	100
7:30	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.44	100
8:00	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.44	100
8:30	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.44	100
9:00	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.000	0.320	98.73	100
9:30	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.393	0.000	0.320	98.73	100
10:00	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.028	98.41	100
10:30	0.000	0.559	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.028	98.41	100
11:00	0.000	0.850	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.442	97.71	100
11:30	0.000	1.210	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.442	97.35	100
NOON	0.000	1.210	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.586	0.000	0.000	0.000	1.802	96.40	100
12:30	0.291	0.291	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.586	0.000	0.000	0.000	1.802	97.03	100
1:00	0.418	0.680	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.590	97.31	100
1:30	0.418	0.680	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.590	97.31	100
2:00	0.320	1.619	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.983	96.08	100
2:30	0.320	1.619	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.399	0.000	0.393	0.000	1.983	95.29	100
3:00	0.000	1.619	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.796	0.000	0.393	0.000	3.359	93.83	100
3:30	0.000	1.619	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.397	0.000	0.000	0.000	3.359	94.62	100
4:00	0.000	1.299	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.397	0.000	0.000	0.000	3.681	94.22	100
4:30	0.000	0.939	0.000	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.397	0.000	0.000	0.000	3.681	94.58	100
5:00	0.747	0.380	0.291	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	0.591	0.000	0.360	3.263	93.96	100
5:30	1.215	0.380	0.291	0.000	0.000	0.000	0.405	0.000	0.000	0.000	0.000	0.591	0.397	0.360	3.263	93.10	100
6:00	1.650	0.782	0.692	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.451	0.591	0.397	0.651	3.263	91.52	100
6:30	1.650	0.782	0.692	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.451	0.591	0.000	0.651	3.263	91.92	100
7:00	3.989	1.695	0.692	0.000	0.000	0.291	0.000	0.000	0.000	0.401	0.586	0.000	0.000	0.291	2.284	89.77	100
7:30	4.135	5.361	0.692	0.000	0.000	0.291	0.000	0.000	0.000	0.401	1.173	0.000	0.000	0.291	2.284	85.37	100
7:45	4.135	5.361	1.238	0.000	0.000	0.291	0.000	0.000	0.669	0.401	1.173	0.000	0.000	0.291	2.284	84.16	100
8:00	9.773	5.272	2.912	0.000	0.000	0.291	0.401	0.000	0.960	0.291	1.042	0.000	0.000	0.895	3.219	74.94	100
8:30	16.778	6.050	2.912	0.000	0.000	1.291	0.401	0.000	0.960	0.837	0.455	0.000	0.000	0.895	3.063	66.36	100
9:00	22.612	7.135	2.647	0.000	0.000	2.031	0.000	0.000	0.960	0.837	0.903	0.320	0.000	0.427	4.245	57.88	100
9:30	21.658	6.417	2.647	0.000	0.000	1.671	0.000	0.000	0.611	1.183	0.903	0.320	0.000	0.000	3.643	60.95	100
10:00	16.890	5.990	0.973	0.000	0.000	1.031	0.000	0.000	0.320	0.637	1.449	0.000	0.000	0.000	1.207	71.50	100
10:30	13.625	5.610	0.973	0.000	0.000	1.031	0.000	0.000	0.000	0.291	1.449	0.000	0.000	0.000	1.620	75.40	100
11:00	5.102	2.431	0.000	0.000	0.000	1.031	0.000	0.000	0.000	0.291	0.455	0.000	0.000	0.000	1.401	89.29	100
11:30	2.442	0.971	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.291	0.455	0.000	0.000	0.000	1.401	94.44	100
avg.	2.62	1.48	0.36	0.00	0.00	0.19	0.05	0.00	0.09	0.12	0.30	0.06	0.05	0.10	1.43	93.15	
max.	22.61	7.13	2.91	0.00	0.00	2.03	0.40	0.00	0.96	1.18	1.45	0.59	0.40	0.90	4.25	100	
σ.	5.74	2.07	0.79	0.00	0.00	0.46	0.13	0.00	0.26	0.26	0.43	0.17	0.13	0.23	1.39	10.55	

TABLE 7.3.F: TV AUDIENCES – SATURDAY

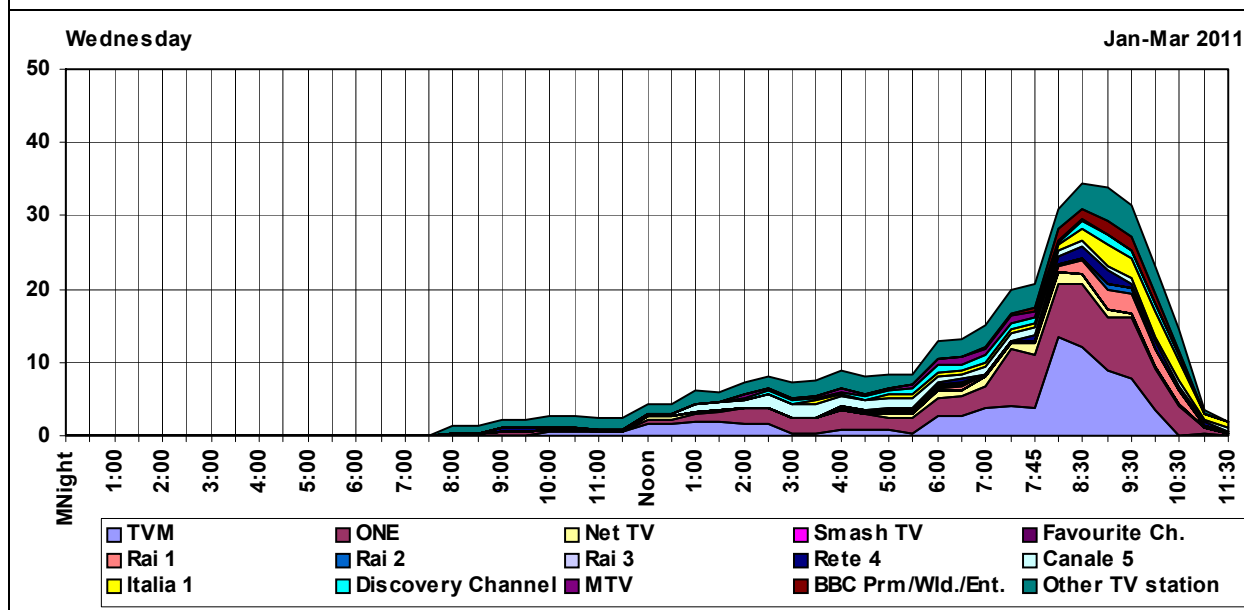
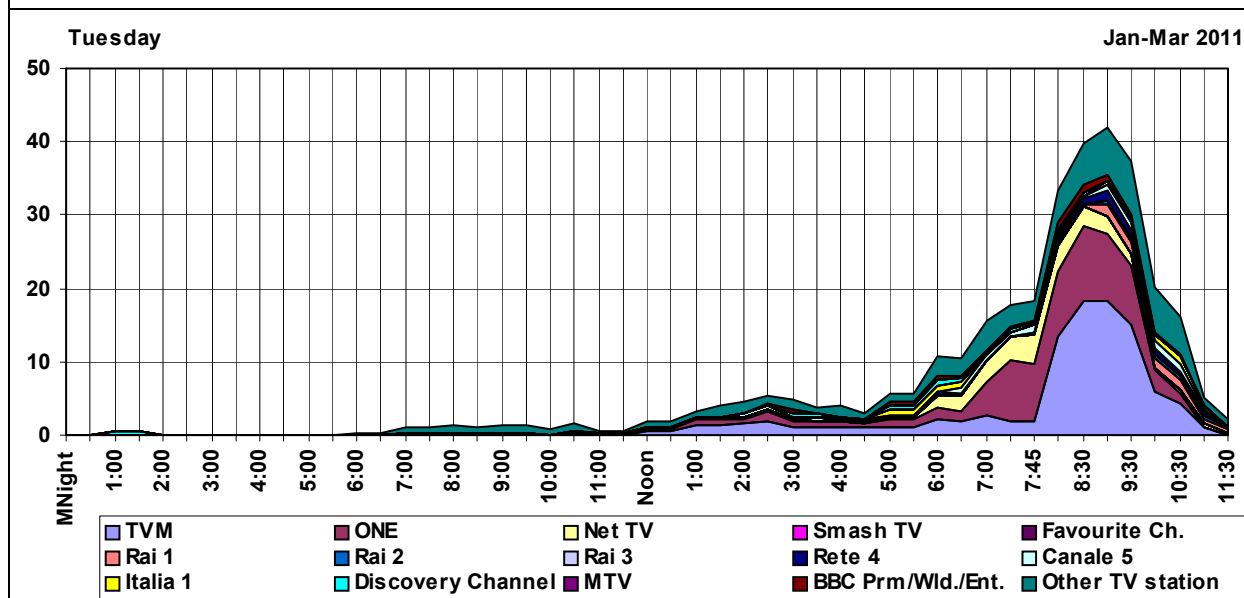
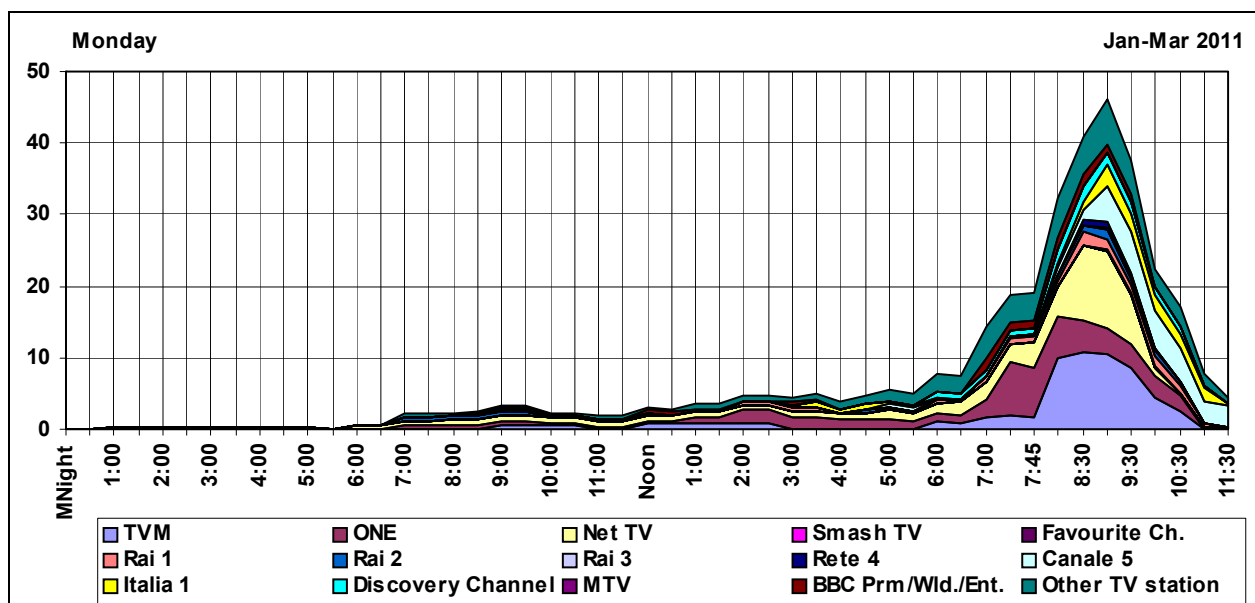
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.70	100
7:30	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	0.000	99.32	100
8:00	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	0.000	99.32	100
8:30	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	0.000	99.32	100
9:00	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.092	98.23	100
9:30	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.092	98.23	100
10:00	0.414	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.634	97.27	100
10:30	0.414	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.634	97.27	100
11:00	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	1.012	0.000	0.000	0.000	0.000	1.634	97.06	100
11:30	0.000	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	1.012	0.000	0.000	0.000	0.000	1.634	97.06	100
NOON	0.296	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	2.104	96.92	100
12:30	0.296	0.000	0.296	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	2.104	96.92	100
1:00	2.684	0.320	1.328	0.000	0.000	0.296	0.000	0.000	0.000	0.383	0.000	0.355	1.016	0.000	2.379	91.24	100
1:30	2.214	0.320	1.328	0.000	0.000	0.296	0.000	0.000	0.000	0.383	0.000	0.355	1.016	0.000	2.765	91.32	100
2:00	2.834	1.189	1.328	0.000	0.000	0.296	0.000	0.000	0.000	0.383	1.249	0.000	0.470	0.000	3.659	88.59	100
2:30	2.465	0.869	1.007	0.000	0.000	0.296	0.000	0.000	0.000	0.877	0.916	0.000	0.470	0.000	3.659	89.44	100
3:00	2.465	1.189	1.303	0.000	0.000	0.296	0.000	0.000	0.000	0.877	0.916	0.320	0.000	0.000	4.131	88.50	100
3:30	2.465	1.189	1.303	0.000	0.000	0.296	0.000	0.000	0.000	0.383	0.542	0.320	0.000	0.000	3.689	89.81	100
4:00	0.679	1.374	2.119	0.000	0.000	0.000	0.000	0.000	0.000	0.706	0.000	0.320	0.000	0.000	2.816	91.99	100
4:30	0.679	1.374	2.119	0.000	0.000	0.000	0.000	0.000	0.000	0.706	0.000	0.320	0.000	0.363	2.816	91.62	100
5:00	0.679	1.756	1.823	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.320	0.000	0.000	3.085	91.95	100
5:30	0.679	1.487	1.823	0.000	0.000	0.000	0.000	0.000	0.000	0.383	0.000	0.320	0.000	0.000	3.085	92.22	100
6:00	0.667	1.487	1.402	0.000	0.000	0.000	0.395	0.000	0.000	0.383	0.780	0.000	0.000	0.000	4.329	90.56	100
6:30	0.667	2.332	1.771	0.000	0.000	0.386	0.395	0.000	0.000	0.383	0.780	0.000	0.000	0.000	4.329	88.96	100
7:00	1.160	2.770	1.072	0.000	0.000	1.088	0.395	0.382	0.000	0.383	1.655	0.772	0.470	0.000	4.059	85.80	100
7:30	1.514	4.370	1.405	0.000	0.000	1.088	0.395	0.382	0.000	0.383	2.440	0.772	0.470	0.000	4.540	82.24	100
7:45	1.514	4.370	1.800	0.000	0.000	1.088	0.395	0.382	0.000	0.383	2.440	0.772	0.470	0.000	4.090	82.30	100
8:00	9.018	5.486	1.171	0.000	0.000	0.369	0.395	0.382	0.505	1.070	2.154	0.369	0.891	0.000	3.595	74.60	100
8:30	9.004	5.695	1.097	0.000	0.000	0.819	0.395	0.382	0.505	1.366	2.596	1.517	0.891	0.000	4.238	71.50	100
9:00	8.126	4.808	0.715	0.000	0.000	1.134	0.837	0.382	0.921	1.428	2.728	1.148	0.891	0.352	3.744	72.79	100
9:30	7.744	3.968	0.715	0.000	0.000	1.529	1.220	0.382	1.254	1.428	3.286	0.766	0.421	0.352	4.147	72.79	100
10:00	6.336	2.557	1.086	0.000	0.000	1.576	1.220	0.000	0.749	0.766	2.876	1.216	0.421	0.352	3.400	77.45	100
10:30	4.913	1.890	0.715	0.000	0.000	1.126	1.160	0.000	0.417	0.383	2.071	0.450	0.421	0.000	2.655	83.80	100
11:00	3.213	0.269	0.320	0.000	0.000	1.240	0.382	0.000	0.000	0.000	1.987	0.450	0.421	0.000	0.403	91.32	100
11:30	2.811	0.269	0.320	0.000	0.000	0.798	0.000	0.000	0.000	0.000	1.219	0.000	0.421	0.000	0.403	93.76	100
avg.	1.55	1.05	0.67	0.00	0.00	0.29	0.15	0.05	0.09	0.39	0.63	0.22	0.19	0.03	1.82	92.88	
max.	9.02	5.69	2.12	0.00	0.00	1.58	1.22	0.38	1.25	1.43	3.29	1.52	1.02	0.36	4.54	100	
σ.	2.50	1.62	0.67	0.00	0.00	0.47	0.33	0.14	0.26	0.40	1.00	0.37	0.31	0.10	1.70	8.33	

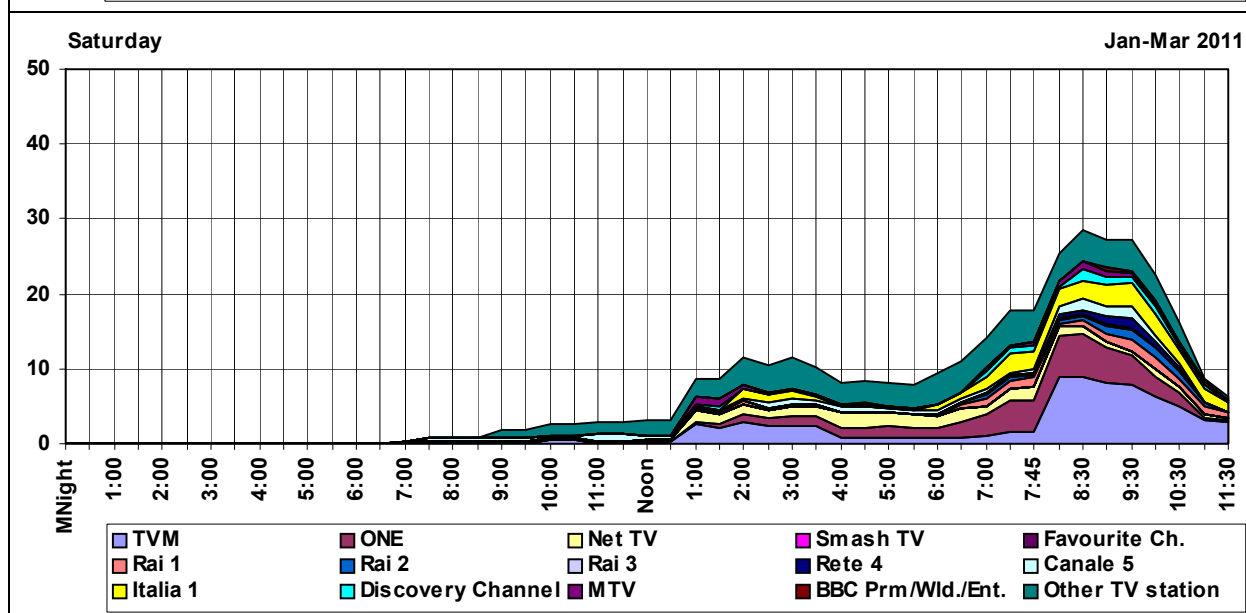
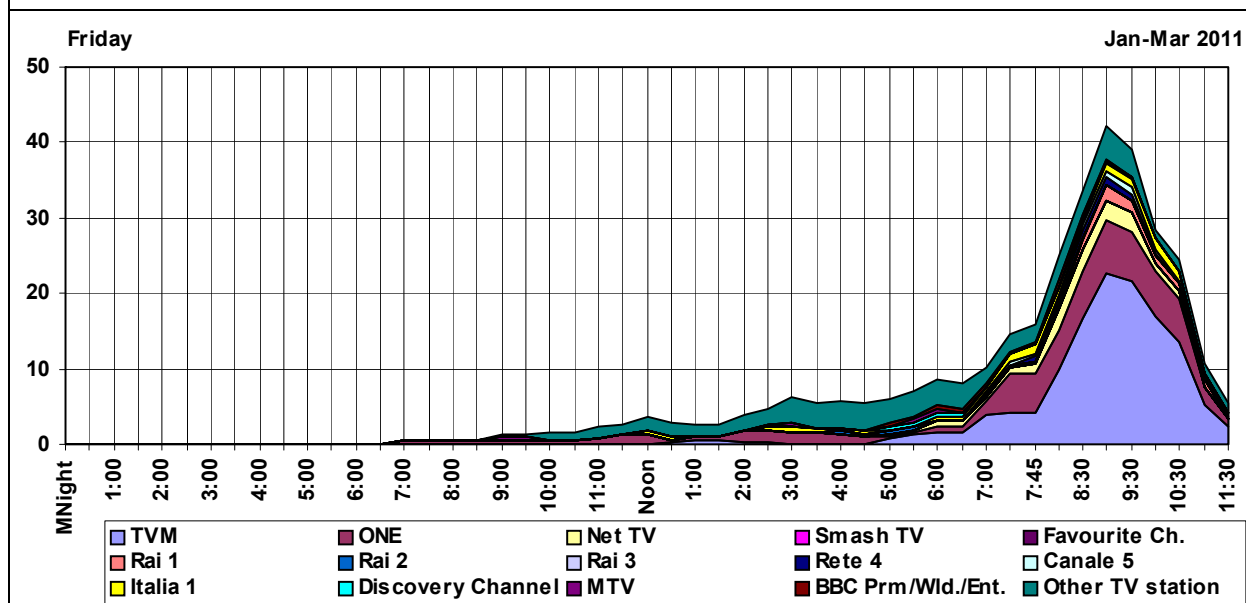
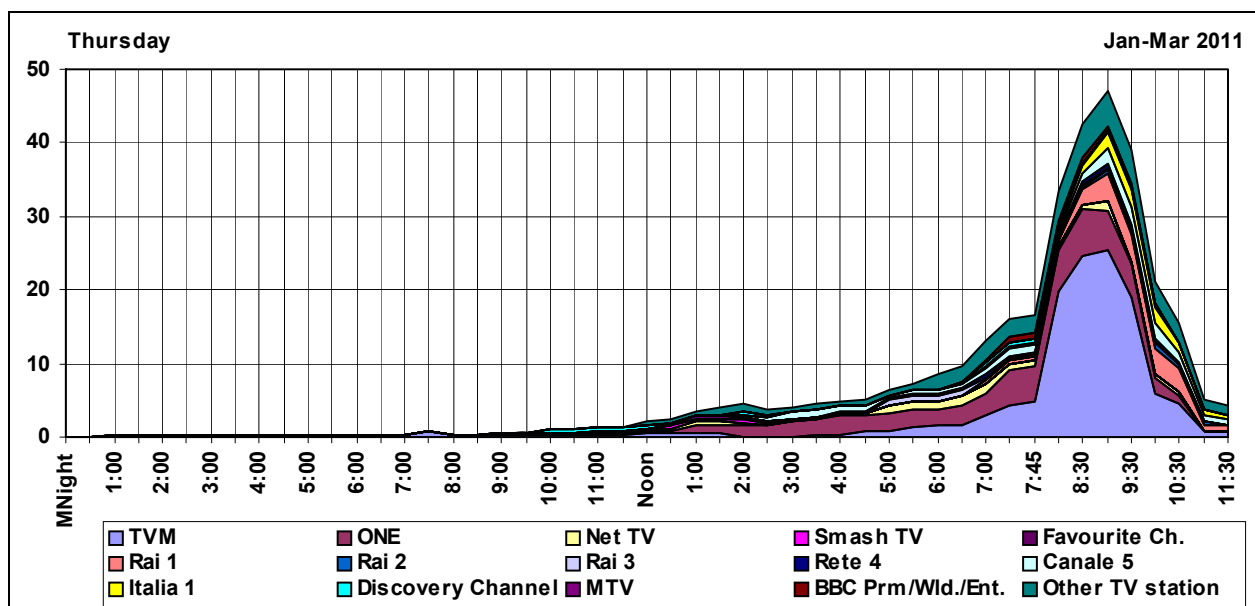
TABLE 7.3.G: TV AUDIENCES – SUNDAY

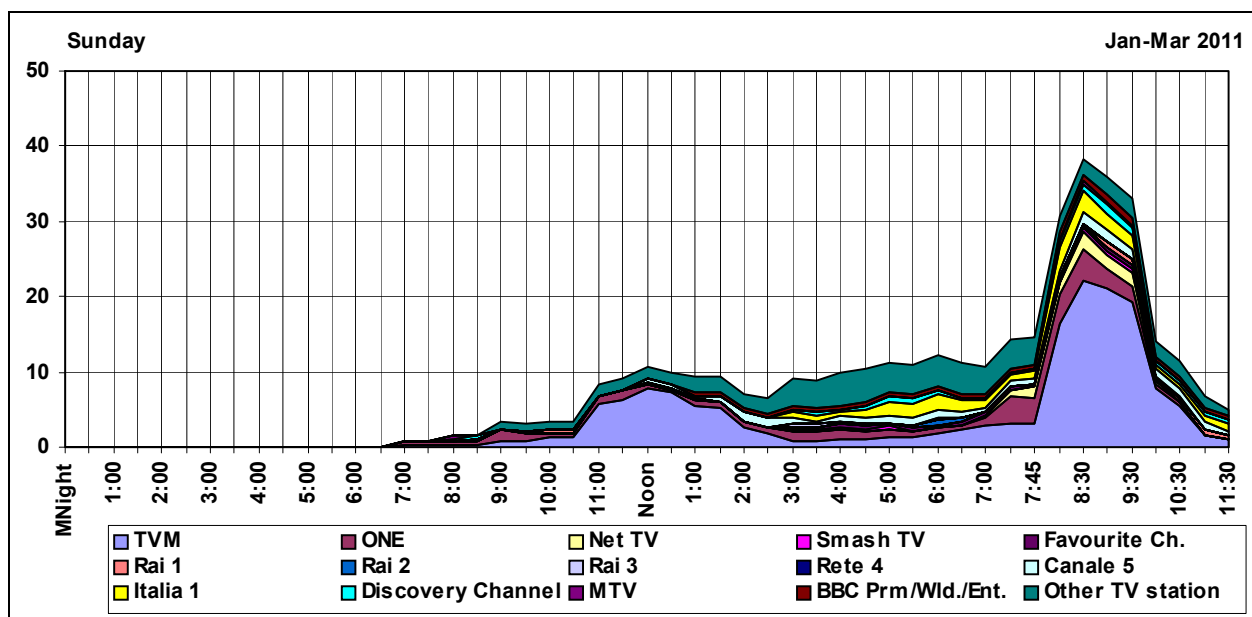
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
2:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
3:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
4:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
6:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
7:00	0.323	0.360	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
7:30	0.323	0.360	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	99.32	100
8:00	0.323	0.360	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.404	0.356	0.000	0.000	98.56	100
8:30	0.323	0.360	0.000	0.000	0.000	0.450	0.000	0.000	0.000	0.000	0.000	0.404	0.000	0.000	0.000	98.46	100
9:00	0.824	1.471	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.042	96.66	100
9:30	0.824	1.051	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.042	96.76	100
10:00	1.228	0.724	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.042	96.68	100
10:30	1.228	0.724	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.042	96.68	100
11:00	5.857	0.985	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.493	91.67	100
11:30	6.313	1.271	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.493	90.92	100
NOON	7.683	0.669	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.590	89.35	100
12:30	7.228	0.383	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.000	1.590	90.09	100
1:00	5.477	0.644	0.000	0.000	0.000	0.323	0.000	0.000	0.000	0.383	0.000	0.000	0.000	0.489	2.046	90.64	100
1:30	5.095	0.904	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.832	0.000	0.000	0.000	0.489	2.046	90.63	100
2:00	2.512	0.904	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.234	0.000	0.000	0.000	0.489	2.010	92.85	100
2:30	1.816	0.904	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.234	0.000	0.000	0.000	0.489	2.010	93.55	100
3:00	0.742	1.227	0.000	0.372	0.371	0.000	0.000	0.372	0.000	0.784	0.836	0.358	0.000	0.489	3.520	90.93	100
3:30	0.742	1.227	0.000	0.372	0.371	0.000	0.000	0.372	0.000	0.356	0.836	0.358	0.000	0.489	3.807	91.07	100
4:00	1.051	1.227	0.000	0.372	0.371	0.000	0.000	0.372	0.000	0.711	0.526	0.358	0.000	0.489	4.297	90.23	100
4:30	1.051	0.966	0.000	0.372	0.371	0.000	0.000	0.372	0.000	0.711	0.981	0.716	0.000	0.489	4.297	89.67	100
5:00	1.423	0.966	0.000	0.372	0.371	0.000	0.000	0.000	0.000	1.094	1.841	0.732	0.000	0.489	3.986	88.73	100
5:30	1.423	0.705	0.000	0.000	0.371	0.000	0.360	0.000	0.000	1.094	1.841	0.718	0.000	0.489	3.986	89.01	100
6:00	1.900	0.705	0.000	0.000	0.371	0.000	0.722	0.000	0.320	1.058	1.841	0.718	0.000	0.489	4.189	87.69	100
6:30	2.223	0.705	0.000	0.000	0.371	0.000	0.722	0.000	0.000	0.738	1.385	0.360	0.000	0.489	4.189	88.82	100
7:00	2.752	1.065	0.383	0.000	0.371	0.000	0.000	0.000	0.000	0.738	0.930	0.360	0.000	0.489	3.690	89.22	100
7:30	3.189	3.555	0.872	0.000	0.371	0.000	0.000	0.000	0.000	0.738	0.930	0.360	0.000	0.489	3.690	85.81	100
7:45	3.189	3.235	1.578	0.000	0.371	0.000	0.000	0.000	0.000	0.738	0.930	0.360	0.000	0.489	3.690	85.42	100
8:00	16.384	3.837	1.578	0.000	0.371	0.323	0.287	0.000	0.000	0.616	3.052	0.849	0.363	0.926	2.227	69.19	100
8:30	22.209	4.106	2.312	0.526	0.371	0.000	0.287	0.000	0.000	1.416	2.886	0.849	0.363	0.926	1.905	61.85	100
9:00	21.077	2.555	1.998	0.526	0.371	0.742	0.000	0.000	0.000	1.759	2.002	1.232	0.363	0.926	2.500	63.95	100
9:30	19.229	2.065	1.998	0.526	0.371	0.742	0.000	0.000	0.000	1.310	2.002	0.872	0.363	0.926	2.761	66.84	100
10:00	7.776	0.645	0.323	0.000	0.000	0.372	0.000	0.000	0.341	0.927	0.619	0.489	0.000	0.489	2.015	86.00	100
10:30	5.466	0.645	0.000	0.000	0.000	0.372	0.000	0.000	0.341	0.927	0.619	0.489	0.000	0.489	2.015	88.64	100
11:00	1.654	0.000	0.000	0.000	0.000	0.731	0.000	0.000	0.000	0.927	0.905	0.489	0.000	0.489	1.526	93.28	100
11:30	1.165	0.000	0.000	0.000	0.000	0.360	0.000	0.000	0.000	0.666	0.905	0.489	0.000	0.489	0.809	95.12	100
avg.	3.31	0.85	0.23	0.07	0.11	0.12	0.05	0.03	0.02	0.44	0.53	0.24	0.04	0.27	1.58	92.11	
max.	22.21	4.11	2.31	0.53	0.37	0.74	0.72	0.37	0.34	1.76	3.05	1.23	0.36	0.93	4.30	100	
σ.	5.47	1.03	0.59	0.16	0.17	0.22	0.16	0.10	0.08	0.50	0.81	0.32	0.11	0.31	1.53	9.41	

TABLE 7.4: TV AUDIENCES – MONDAY TO SUNDAY

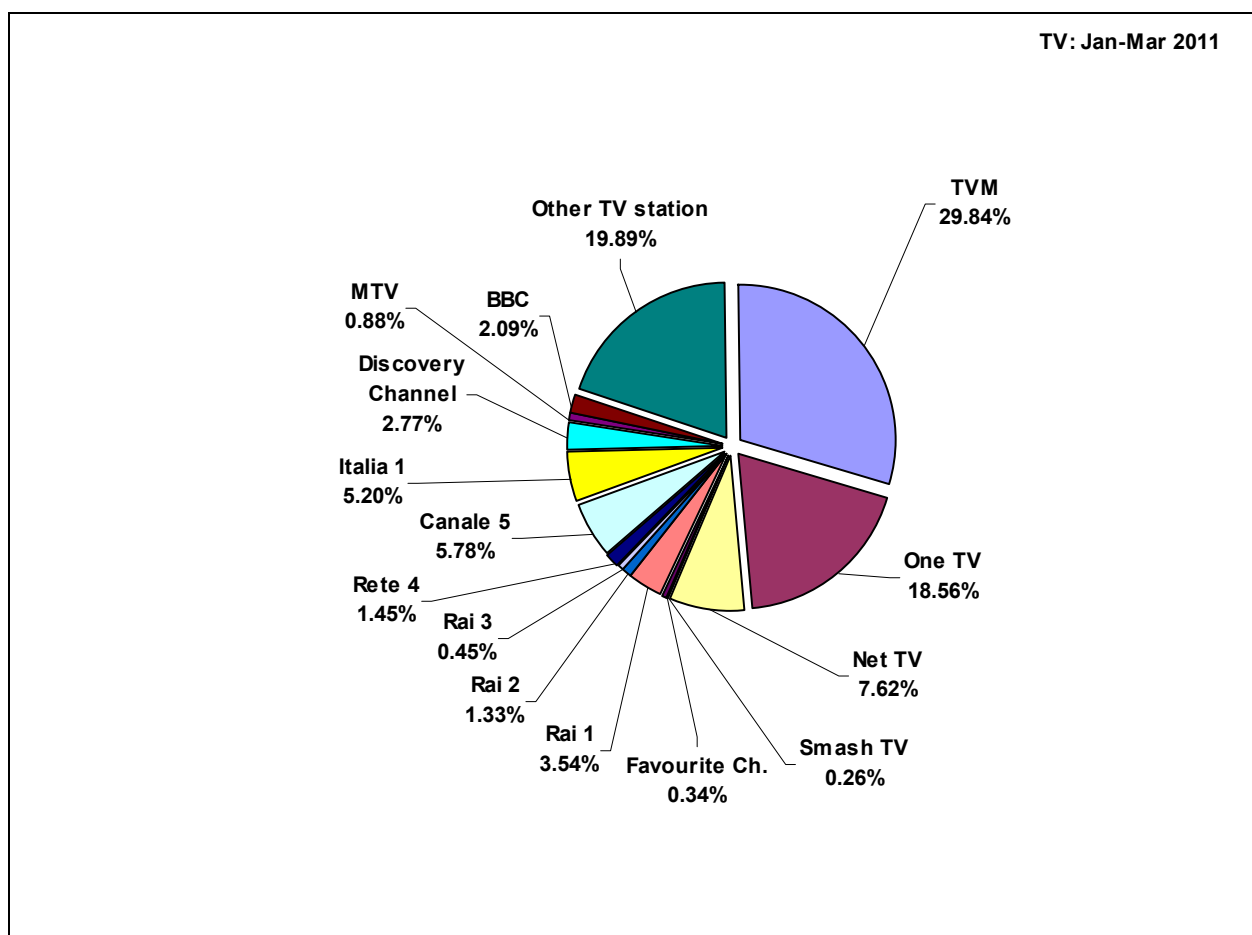
	TVM	ONE	NET TV	SMASH TV	FAVORITE TV	RAI 1	RAI 2	RAI 3	RETE 4	CANALE 5	ITALIA 1	DISCOVERY CHANNEL	MTV	BBC PRIME / WORLD / ENT.	OTHER TV STATIONS	NONE	TOTAL
0:00	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
0:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	100	100
1:00	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.059	0.000	0.000	0.000	99.84	100
1:30	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.059	0.000	0.000	0.000	99.84	100
2:00	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
2:30	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
3:00	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
3:30	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
4:00	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
4:30	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
5:00	0.000	0.000	0.053	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.90	100
5:30	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.000	99.95	100
6:00	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.055	99.84	100
6:30	0.000	0.000	0.064	0.000	0.000	0.000	0.000	0.000	0.000	0.046	0.000	0.000	0.000	0.000	0.055	99.84	100
7:00	0.101	0.271	0.107	0.000	0.000	0.000	0.067	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.203	99.25	100
7:30	0.153	0.271	0.107	0.000	0.000	0.000	0.067	0.000	0.000	0.055	0.000	0.000	0.000	0.000	0.203	99.15	100
8:00	0.101	0.325	0.160	0.000	0.000	0.000	0.067	0.000	0.000	0.055	0.000	0.060	0.052	0.000	0.315	98.87	100
8:30	0.101	0.325	0.160	0.000	0.000	0.066	0.067	0.000	0.000	0.097	0.000	0.060	0.000	0.000	0.262	98.86	100
9:00	0.232	0.528	0.160	0.000	0.000	0.046	0.067	0.000	0.094	0.097	0.000	0.000	0.052	0.000	0.735	97.99	100
9:30	0.232	0.466	0.160	0.000	0.000	0.094	0.067	0.000	0.094	0.097	0.000	0.000	0.052	0.000	0.735	98.00	100
10:00	0.422	0.312	0.160	0.000	0.000	0.048	0.000	0.000	0.046	0.097	0.000	0.072	0.000	0.000	0.938	97.91	100
10:30	0.422	0.350	0.160	0.000	0.000	0.095	0.000	0.000	0.046	0.097	0.000	0.072	0.000	0.000	0.938	97.82	100
11:00	0.983	0.389	0.160	0.046	0.000	0.000	0.000	0.000	0.000	0.250	0.000	0.072	0.000	0.000	0.971	97.13	100
11:30	1.050	0.479	0.160	0.046	0.000	0.000	0.000	0.000	0.000	0.250	0.000	0.072	0.000	0.000	0.971	96.97	100
NOON	1.693	0.443	0.342	0.000	0.000	0.048	0.000	0.000	0.000	0.217	0.078	0.072	0.000	0.048	1.164	95.90	100
12:30	1.664	0.279	0.342	0.046	0.000	0.048	0.000	0.000	0.000	0.175	0.078	0.072	0.000	0.048	1.164	96.08	100
1:00	1.909	0.791	0.448	0.046	0.055	0.090	0.000	0.000	0.000	0.249	0.000	0.051	0.145	0.120	1.434	94.66	100
1:30	1.785	0.868	0.448	0.046	0.055	0.042	0.000	0.000	0.000	0.315	0.000	0.051	0.145	0.120	1.600	94.53	100
2:00	1.417	1.393	0.409	0.046	0.055	0.097	0.000	0.000	0.000	0.492	0.179	0.109	0.120	0.072	1.803	93.81	100
2:30	1.307	1.449	0.300	0.046	0.055	0.097	0.000	0.000	0.000	0.692	0.184	0.109	0.172	0.115	1.675	93.80	100
3:00	0.651	1.553	0.342	0.100	0.055	0.097	0.000	0.055	0.000	0.725	0.415	0.233	0.105	0.174	2.269	93.23	100
3:30	0.704	1.553	0.304	0.100	0.055	0.097	0.000	0.055	0.000	0.591	0.420	0.233	0.053	0.131	2.194	93.51	100
4:00	0.549	1.621	0.468	0.055	0.055	0.042	0.138	0.055	0.048	0.540	0.242	0.155	0.053	0.072	2.373	93.53	100
4:30	0.596	1.404	0.468	0.055	0.055	0.042	0.203	0.055	0.048	0.540	0.310	0.208	0.053	0.124	2.266	93.57	100
5:00	0.755	1.435	0.725	0.055	0.055	0.042	0.160	0.111	0.095	0.560	0.508	0.388	0.053	0.162	2.263	92.63	100
5:30	0.838	1.330	0.725	0.000	0.055	0.042	0.213	0.111	0.095	0.599	0.508	0.458	0.105	0.162	2.210	92.55	100
6:00	1.684	1.509	1.001	0.000	0.055	0.095	0.205	0.153	0.198	0.411	0.679	0.586	0.183	0.201	3.075	89.97	100
6:30	1.617	1.701	1.241	0.000	0.055	0.189	0.205	0.153	0.151	0.444	0.558	0.531	0.130	0.201	3.022	89.80	100
7:00	2.682	2.642	1.560	0.000	0.055	0.413	0.056	0.101	0.048	0.599	0.585	0.511	0.198	0.471	3.459	86.62	100
7:30	2.977	5.936	1.516	0.000	0.055	0.413	0.110	0.101	0.048	0.599	0.775	0.516	0.198	0.471	3.293	82.99	100
7:45	2.956	5.704	2.107	0.000	0.055	0.413	0.110	0.101	0.285	0.638	0.775	0.516	0.198	0.471	3.175	82.50	100
8:00	13.166	6.046	2.234	0.000	0.055	0.499	0.310	0.055	0.495	0.698	1.254	0.601	0.234	0.970	3.617	69.77	100
8:30	16.281	6.484	3.096	0.078	0.055	1.189	0.365	0.101	0.672	1.026	1.448	0.908	0.234	0.928	4.014	63.12	100
9:00	16.377	5.662	2.958	0.078	0.100	1.956	0.524	0.154	0.944	1.795	2.026	0.898	0.181	0.820	4.690	60.84	100
9:30	14.112	5.185	2.094	0.078	0.100	1.907	0.513	0.154	0.667	2.003	2.058	0.691	0.114	0.763	4.506	65.06	100
10:00	7.180	3.204	0.652	0.000	0.046	1.616	0.490	0.054	0.513	1.693	1.912	0.633	0.060	0.347	3.182	78.42	100
10:30	4.972	2.324	0.453	0.000	0.000	1.452	0.372	0.000	0.376	1.355	1.589	0.398	0.060	0.172	2.842	83.63	100
11:00	1.702	0.482	0.155	0.000	0.000	0.733	0.201	0.000	0.118	0.884	1.014	0.179	0.060	0.072	1.127	93.27	100
11:30	1.014	0.215	0.155	0.000	0.000	0.380	0.074	0.000	0.000	0.732	0.594	0.072	0.060	0.072	0.779	95.85	100
avg.	2.13	1.33	0.54	0.02	0.02	0.25	0.09	0.03	0.10	0.41	0.37	0.20	0.06	0.15	1.42	92.86	
max.	16.38	6.48	3.10	0.10	0.10	1.96	0.52	0.15	0.94	2.00	2.06	0.91	0.23	0.97	4.69	100	
σ.	4.12	1.87	0.77	0.03	0.03	0.50	0.15	0.05	0.21	0.48	0.58	0.26	0.08	0.25	1.39	9.99	







FIGURES 7.3.A-G: RADIO DAILY AUDIENCES BY WEEKDAY AND BY STATIONS [JAN-MAR 2011]



FIGURES 7.4: RADIO TOTAL DAILY AVERAGE AUDIENCE [JAN-MAR 2011]

TABLE 7.5: WEIGHTED TV STATION AUDIENCES: BY GENDER, BY AGE GROUPS AND BY DISTRICTS [JAN-MAR 2011]

		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
No YV-set	12	10	2	0	1	1	3	2	3	1	2	3	4	0	2	0
	.6%	1.1%	.2%	.0%	.4%	.9%	.6%	.5%	1.1%	1.8%	.5%	.6%	1.6%	.0%	.9%	.0%
TVM	100.0%	84.3%	15.7%	.0%	9.3%	8.2%	27.8%	18.6%	26.0%	10.0%	16.6%	27.7%	36.4%	.0%	19.3%	.0%
	466	202	264	39	61	25	169	102	62	7	86	119	73	79	65	44
	25.9%	22.6%	29.1%	34.0%	21.7%	23.7%	31.0%	24.2%	23.5%	11.0%	24.2%	22.5%	27.3%	31.2%	25.1%	32.2%
ONE	100.0%	43.3%	56.7%	8.3%	13.1%	5.4%	36.3%	22.0%	13.4%	1.5%	18.6%	25.6%	15.6%	16.9%	13.9%	9.4%
	173	71	102	6	13	8	42	55	43	6	47	45	30	20	23	8
	9.6%	8.0%	11.2%	5.5%	4.6%	7.2%	7.8%	13.1%	16.0%	9.0%	13.0%	8.5%	11.2%	7.9%	9.1%	5.8%
Net TV	100.0%	41.1%	58.9%	3.6%	7.5%	4.5%	24.5%	32.0%	24.6%	3.4%	26.9%	26.1%	17.3%	11.5%	13.6%	4.6%
	88	42	46	1	13	3	19	28	20	4	20	29	14	10	11	4
	4.9%	4.7%	5.1%	.9%	4.5%	3.1%	3.5%	6.7%	7.4%	5.9%	5.7%	5.4%	5.1%	3.8%	4.4%	3.2%
Smash TV	100.0%	47.3%	52.7%	1.1%	14.4%	3.8%	21.8%	32.1%	22.5%	4.3%	23.0%	32.5%	15.5%	11.0%	13.0%	5.0%
	3	1	2	0	0	1	0	1	1	0	1	0	0	1	0	1
	.2%	.2%	.2%	.0%	.0%	1.3%	.0%	.2%	.3%	.0%	.4%	.0%	.0%	.4%	.0%	.6%
Favorite Channel	100.0%	43.6%	56.4%	.0%	.0%	43.6%	.0%	30.8%	25.6%	.0%	43.6%	.0%	.0%	30.8%	.0%	25.6%
	3	1	2	0	0	0	0	1	2	0	0	0	0	2	0	1
	.2%	.1%	.2%	.0%	.0%	.0%	.0%	.2%	.7%	.0%	.0%	.0%	.0%	.8%	.0%	.6%
Rai 1	100.0%	35.3%	64.7%	.0%	.0%	.0%	.0%	29.4%	70.6%	.0%	.0%	.0%	.0%	70.6%	.0%	29.4%
	55	20	35	1	1	2	16	21	12	2	8	20	12	5	9	1
	3.0%	2.2%	3.9%	.9%	.5%	1.8%	3.0%	5.0%	4.5%	2.4%	2.2%	3.9%	4.5%	2.0%	3.3%	.7%
Rai 2	100.0%	36.2%	63.8%	1.8%	2.3%	3.5%	29.4%	38.6%	21.6%	2.8%	14.2%	37.3%	21.8%	9.1%	15.8%	1.7%
	22	13	9	1	0	0	9	5	7	0	6	4	1	7	2	2
	1.2%	1.5%	.9%	.8%	.0%	.0%	1.6%	1.1%	2.8%	.0%	1.7%	.8%	.4%	2.6%	1.0%	1.4%
Rai 3	100.0%	61.3%	38.7%	4.4%	.0%	.0%	40.2%	21.7%	33.7%	.0%	26.8%	18.0%	5.4%	29.7%	11.3%	8.7%
	6	2	4	0	0	1	2	0	2	1	0	0	1	3	1	1
	.3%	.2%	.4%	.0%	.0%	.9%	.3%	.0%	.7%	1.8%	.0%	.0%	.3%	1.1%	.4%	.7%
Rete 4	100.0%	37.7%	62.3%	.0%	.0%	16.9%	28.0%	.0%	34.7%	20.4%	.0%	.0%	14.6%	48.1%	20.4%	16.9%
	28	14	13	1	1	1	6	10	7	2	4	9	4	3	3	3
	1.5%	1.6%	1.5%	.9%	.4%	.9%	1.1%	2.4%	2.4%	3.0%	1.2%	1.8%	1.7%	1.4%	1.3%	1.8%
Canale 5	100.0%	51.5%	48.5%	3.6%	3.9%	3.4%	22.4%	36.2%	23.5%	7.0%	15.8%	34.0%	16.2%	12.6%	12.3%	9.1%
	68	18	50	0	13	6	28	18	3	1	13	21	9	11	11	3
	3.8%	2.0%	5.5%	.0%	4.5%	5.2%	5.1%	4.2%	1.3%	1.1%	3.5%	3.9%	3.6%	4.3%	4.3%	1.9%
Italia 1	100.0%	25.9%	74.1%	.0%	18.7%	8.2%	40.8%	26.3%	5.0%	1.0%	18.6%	30.8%	14.0%	16.2%	16.4%	3.9%
	81	51	30	11	29	6	28	4	3	0	21	21	10	14	8	7
	4.5%	5.8%	3.3%	10.0%	10.1%	5.6%	5.1%	1.0%	1.1%	.0%	5.8%	3.9%	3.8%	5.7%	3.0%	5.5%
	100.0%	63.4%	36.6%	14.0%	35.2%	7.4%	34.4%	5.4%	3.6%	.0%	25.4%	25.5%	12.4%	17.8%	9.7%	9.2%

		GENDER		AGE GROUP							DISTRICTS					
	TOTAL	MALE	FEMALE	12-14	15-24	25-29	30-49	50-64	65-79	80+	SOUTHERN HARBOUR	NORTHERN HARBOUR	SOUTH EASTERN	WESTERN	NORTHERN	GOZO AND COMINO
Discovery Channel	44	35	9	4	13	2	14	5	7	0	7	18	2	6	7	5
	2.5%	3.9%	1.0%	3.5%	4.5%	1.8%	2.6%	1.1%	2.5%	.0%	1.9%	3.4%	.7%	2.3%	2.7%	3.4%
MTV	100.0%	78.9%	21.1%	9.0%	28.8%	4.3%	32.0%	10.8%	15.1%	.0%	15.0%	41.2%	4.5%	13.1%	15.9%	10.4%
	11	5	6	5	5	0	1	0	0	0	2	3	0	3	0	2
	.6%	.5%	.7%	4.7%	1.7%	.0%	.2%	.0%	.0%	.0%	.7%	.6%	.0%	1.2%	.0%	1.7%
BBC	100.0%	43.8%	56.2%	47.8%	42.4%	.0%	9.8%	.0%	.0%	.0%	21.1%	30.5%	.0%	26.9%	.0%	21.5%
	27	10	18	2	3	2	8	8	4	0	3	11	1	3	9	0
	1.5%	1.1%	1.9%	1.9%	1.2%	2.2%	1.5%	1.8%	1.3%	.0%	.7%	2.1%	.3%	1.3%	3.6%	.0%
Other TV station	100.0%	35.8%	64.2%	7.9%	12.8%	8.5%	30.1%	27.6%	13.1%	.0%	9.7%	41.0%	3.3%	12.3%	33.7%	.0%
	218	121	97	30	38	13	57	47	25	8	29	78	26	23	46	15
	12.1%	13.5%	10.7%	26.0%	13.4%	12.6%	10.5%	11.1%	9.4%	11.9%	8.2%	14.7%	9.8%	9.2%	17.9%	11.1%
No particular station	100.0%	55.5%	44.5%	13.6%	17.3%	6.2%	26.4%	21.6%	11.5%	3.5%	13.4%	35.7%	12.0%	10.7%	21.3%	7.0%
	153	74	80	3	7	5	34	47	41	16	41	37	21	23	21	11
	8.5%	8.2%	8.8%	2.7%	2.6%	4.9%	6.2%	11.1%	15.3%	25.4%	11.4%	7.0%	7.8%	9.0%	8.2%	8.0%
Do not remember	100.0%	48.0%	52.0%	2.0%	4.8%	3.4%	22.1%	30.5%	26.5%	10.7%	26.4%	24.2%	13.5%	14.9%	13.9%	7.1%
	23	14	9	1	4	1	8	3	2	3	4	9	5	1	2	1
	1.3%	1.6%	1.0%	1.2%	1.3%	.9%	1.5%	.7%	.9%	4.1%	1.2%	1.7%	1.9%	.4%	.8%	.7%
Do not watch TV	100.0%	61.3%	38.7%	6.2%	16.3%	4.1%	36.9%	13.8%	10.9%	11.8%	19.6%	40.1%	22.0%	4.8%	9.3%	4.2%
	321	190	130	8	81	29	100	65	23	15	63	101	54	38	36	28
	17.8%	21.3%	14.4%	7.1%	28.7%	27.0%	18.4%	15.4%	8.6%	22.7%	17.7%	19.1%	20.1%	15.2%	13.9%	20.7%
No response	100.0%	59.3%	40.7%	2.5%	25.2%	9.0%	31.3%	20.3%	7.2%	4.6%	19.7%	31.6%	16.7%	12.0%	11.2%	8.8%
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1800	893	907	113	282	107	545	422	266	65	357	529	267	252	259	136
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	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%

[Count; Col%; Row%]

[Base: No of Consumers]

TABLE 7.6: WEIGHTED TV STATION AUDIENCES: BY WEEKDAY AND BY MONTH [JAN-MAR 2011]

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No TV-set	12	0	3	0	1	2	2	3	4	4	4
	.6%	.0%	1.1%	.0%	.5%	.8%	1.0%	1.2%	.7%	.7%	.6%
	100.0%	.0%	25.8%	.0%	10.4%	15.7%	21.6%	26.6%	36.6%	32.7%	30.7%
TVM	466	37	69	57	89	75	47	92	162	156	147
	25.9%	14.4%	26.0%	22.2%	34.0%	31.4%	18.3%	34.8%	26.1%	28.3%	23.6%
	100.0%	7.9%	14.7%	12.3%	19.1%	16.1%	10.1%	19.8%	34.8%	33.6%	31.6%
ONE	173	22	36	34	22	22	20	17	70	58	45
	9.6%	8.4%	13.6%	13.2%	8.6%	9.3%	7.7%	6.4%	11.2%	10.5%	7.2%
	100.0%	12.5%	20.7%	19.7%	13.0%	12.8%	11.5%	9.8%	40.4%	33.7%	25.9%
Net TV	88	29	16	8	9	8	11	7	34	26	28
	4.9%	11.4%	5.9%	3.1%	3.4%	3.3%	4.2%	2.8%	5.4%	4.8%	4.4%
	100.0%	33.3%	17.7%	9.2%	10.1%	9.0%	12.4%	8.4%	38.3%	30.1%	31.5%
Smash TV	3	0	0	0	1	0	0	2	2	1	0
	.2%	.0%	.0%	.0%	.3%	.0%	.0%	.9%	.4%	.1%	.0%
	100.0%	.0%	.0%	.0%	25.6%	.0%	.0%	74.4%	74.4%	25.6%	.0%
Favorite TV	3	1	0	0	1	0	0	1	2	1	0
	.2%	.3%	.0%	.0%	.4%	.0%	.0%	.4%	.3%	.1%	.0%
	100.0%	29.4%	.0%	.0%	35.4%	.0%	.0%	35.3%	70.6%	29.4%	.0%
Rai 1	55	9	4	10	11	6	9	6	24	14	17
	3.0%	3.6%	1.7%	3.9%	4.1%	2.3%	3.5%	2.2%	3.9%	2.5%	2.7%
	100.0%	16.7%	8.1%	18.5%	19.6%	10.1%	16.4%	10.6%	43.8%	25.5%	30.7%
Rai 2	22	5	2	3	2	2	4	4	9	5	8
	1.2%	2.1%	.8%	1.0%	.9%	.8%	1.6%	1.4%	1.4%	.9%	1.3%
	100.0%	24.4%	9.5%	11.8%	10.4%	8.7%	18.7%	16.5%	40.6%	22.1%	37.3%
Rai 3	6	1	0	1	2	0	1	1	1	3	2
	.3%	.4%	.0%	.3%	.8%	.0%	.4%	.4%	.2%	.5%	.3%
	100.0%	16.9%	.0%	13.4%	35.0%	.0%	17.3%	17.4%	17.4%	48.9%	33.8%
Rete 4	28	3	6	10	2	2	3	2	11	9	8
	1.5%	1.0%	2.1%	4.0%	.7%	1.0%	1.3%	.7%	1.7%	1.6%	1.3%
	100.0%	9.5%	20.2%	37.2%	6.8%	8.3%	11.7%	6.4%	38.7%	32.3%	29.0%
Canale 5	68	19	9	11	8	4	8	8	26	22	20
	3.8%	7.3%	3.3%	4.4%	3.1%	1.6%	3.2%	3.2%	4.1%	4.0%	3.2%
	100.0%	27.8%	12.9%	16.8%	12.1%	5.6%	12.2%	12.5%	37.8%	32.4%	29.8%
Italia 1	81	12	6	10	8	11	20	15	26	21	34
	4.5%	4.8%	2.1%	4.1%	2.9%	4.5%	7.7%	5.5%	4.2%	3.8%	5.4%
	100.0%	15.2%	6.8%	12.9%	9.4%	13.1%	24.3%	18.2%	32.2%	26.0%	41.8%
Discovery Channel	44	7	7	8	4	2	9	7	20	9	15
	2.5%	2.7%	2.7%	3.1%	1.5%	.9%	3.4%	2.7%	3.2%	1.6%	2.4%
	100.0%	15.7%	16.2%	18.0%	8.8%	4.9%	19.9%	16.4%	45.4%	20.5%	34.2%
MTV	11	0	0	2	0	2	5	2	6	0	5
	.6%	.0%	.0%	.9%	.0%	.8%	1.9%	.7%	.9%	.0%	.8%
	100.0%	.0%	.0%	21.2%	.0%	17.0%	44.5%	17.3%	53.1%	.0%	46.9%
BBC	27	6	4	7	2	4	2	2	6	8	14
	1.5%	2.5%	1.4%	2.7%	.8%	1.5%	.7%	.9%	.9%	1.4%	2.3%
	100.0%	23.4%	13.5%	25.8%	8.0%	13.5%	6.7%	9.0%	20.2%	28.2%	51.6%
Other TV station	218	31	46	31	20	28	40	23	82	52	84
	12.1%	12.0%	17.4%	12.1%	7.5%	11.7%	15.6%	8.5%	13.2%	9.4%	13.4%
	100.0%	14.2%	21.0%	14.3%	9.0%	12.8%	18.4%	10.4%	37.8%	23.8%	38.5%

	TOTAL	WEEKDAY							MONTH		
		MON	TUE	WED	THU	FRI	SAT	SUN	OCT	NOV	DEC
No particular station	153	21	24	21	23	26	16	22	42	50	61
	8.5%	8.3%	9.2%	8.1%	8.8%	11.1%	6.0%	8.2%	6.8%	9.0%	9.8%
	100.0%	13.9%	15.9%	13.6%	15.0%	17.2%	10.1%	14.3%	27.5%	32.4%	40.1%
Did not remember	23	4	4	3	7	1	2	2	5	11	6
	1.3%	1.4%	1.4%	1.2%	2.5%	.5%	.6%	.9%	.9%	2.0%	1.0%
	100.0%	16.2%	16.6%	14.2%	29.4%	5.4%	7.3%	10.9%	24.1%	48.1%	27.8%
Did not watch TV	321	49	29	41	50	44	59	49	91	104	126
	17.8%	19.2%	11.1%	15.8%	19.1%	18.6%	23.0%	18.3%	14.6%	18.8%	20.2%
	100.0%	15.3%	9.1%	12.7%	15.5%	13.8%	18.4%	15.1%	28.3%	32.5%	39.2%
No Response	0	0	0	0	0	0	0	0	0	0	0
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total	1800	256	263	258	261	238	258	266	623	553	624
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	14.2%	14.6%	14.4%	14.5%	13.2%	14.3%	14.8%	34.6%	30.7%	34.7%

[Count; Col%; Row%]

[Base: No of Consumers]

