



**BROADCASTING AUTHORITY
MALTA**

RADIO AND TELEVISION AUDIENCES
JULY 2014
[ABRIDGED VERSION]

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RADIO AND TELEVISION AUDIENCE ASSESSMENT JULY 2014

The Broadcasting Authority is publishing the Audience Assessment for the month of July 2014. As in previous assessments, data was collected by the National Statistics Office and forwarded to the Broadcasting Authority. The report is being published with this press release and put on the Authority's website at www.ba-malta.org/audience

1. RESPONSES AND SAMPLE PROFILE

A stratified random sample based on gender, age and population distribution by six geographical areas was selected by the National Statistics Office allowing for a 50% response rate; while responses were evenly spread out during the whole period.

For the data-set of July 2014, a response rate of 50.80%, an estimated population size of 378,502 [aged 12 years and over], and a 95% confidence level, the sample of 1240 interviewees has a margin of error of $\pm 2.78\%$. The minimum age of respondents was that of 12 years old; while the oldest interviewee was 96 years old.

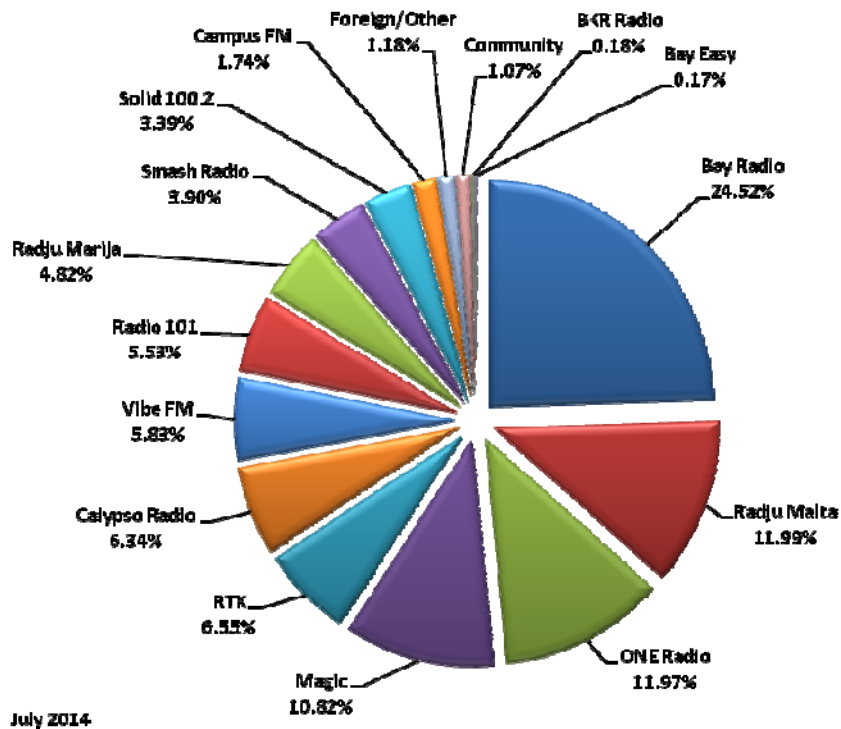
2. RADIO AUDIENCES

Respondents were asked which radio station they had listened to the day before the interview. This data does not indicate whether radio listeners are regular listeners or occasional since they would have to be asked specifically whether they usually listen to radio followed by the question whether they had listened to radio the day before the interview. Twelve respondents replied that they do not have a radio set [0.901% \approx 3,409].

During July 2014 out of all respondents 46.2% stated that they had listened to radio the day before the interview, 52.7% categorically stated that they had not listened to radio, while 1.1% did not reply. Compared to the data collected during February 2014 the amount of radio listeners was higher by 4.9%. Overall, female listeners exceeded males.

Analysed by broadcasting station, Bay Radio attracted the highest percentage of all listeners [24.52%] followed by Radju Malta [11.99%] and ONE Radio [11.97%]. While males exceeded female listeners of Bay Radio and ONE Radio, females exceeded male listeners of Radju Malta. Bay Radio attracted the highest amounts of listeners of all 12-49 year olds, Radju Malta attracted the highest amounts of all those 50-79 year olds, while ONE Radio attracted the highest amounts of all those over 80 years old and was the second highest for all those over 50 years old. Bay Radio attracted the highest amounts of listeners from four districts with its highest amounts in the North Harbor while Radju Malta had 25.7% of all listeners from Gozo & Comino followed by ONE Radio with 24.97%.

Radio Reach by Station
[irrespective of time spent]
July 2014



Respondents were given the possibility of identifying a maximum of three radio station which they had listened to and up to one time-period for each station. Out of the 1240 respondents, 44 radio listeners identified a second station while another two listeners identified their third particular radio station which they had followed.

For the month of July each radio listener has spent an average of 3.29hrs - averaged-out over the whole population the national average stood at 1.56hrs.

Bay Radio which has attracted the highest amounts of listeners [24.52% \approx 44,000] has attained an overall average of 1.259% [4,936] over the whole month of July with the highest percentage being that of Tuesdays with 2.077% of the population. Radju Malta, which ranked second by audience counts with 11.99% [21,554] of the population, on the other hand ranked third with an average of 0.916% having its highest average registering on Monday. ONE Radio, which ranked third as the most followed station by audience counts with 11.97% [= 21,516], attained the second overall average of 0.934% having its highest average on Mondays with 1.631%.

Bay Radio also had the highest average of radio listeners amongst all radio stations on four weekdays [Tuesdays, Fridays, Saturdays, and Sundays]; Radju Malta was the most listened to station on average on Wednesdays and Thursdays; while ONE Radio had the highest average amongst all radio stations on Mondays.

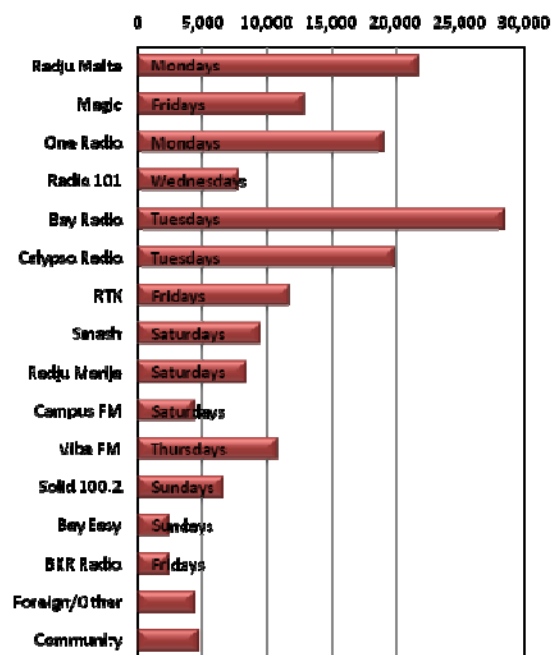
Daily Average N	Radju Malta	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash radio	Radju Marija	Campus FM	Vibe FM	Solid 100.2	Bay Easy	BKR Radio	Foreign/Other	Community	Highest
Monday	5,681	2,503	6,761	328	4,431	4,151	1,029		1,245	420	1,605	184				93	6,761
Tuesday	2,883	1,908	4,535	518	8,114	6,347	1,314	228	279	335	1,334	39				114	8,114
Wednesday	4,280	1,885	3,020	1,800	3,759	2,184	1,863	322	1,709		1,607	484			553	948	4,280
Thursday	4,641	1,273	2,164	1,393	4,007	327	801	453	1,672	240	1,679	786			95	33	4,641
Friday	3,308	4,431	2,693	1,301	5,499	1,478	4,193	248	2,755	390	1,070	171		51		82	5,499
Saturday	2,670	1,704	1,743	1,268	2,758	2,506	1,425	2,498	2,453	1,227	247	550			655	512	2,758
Sunday	1,393	1,898	5,093	1,325	5,887	1,232	1,864	171	1,135		93	2,589	298		172		5,887
Mon-Sun	3,591	2,180	3,661	1,146	4,936	2,610	1,742	543	1,580	358	1,131	666	39	7	212	264	4,936
Highest	5,681	4,431	6,761	1,800	8,114	6,347	4,193	2,498	2,755	1,227	1,679	2,589	298	51	655	948	

Radio Highest Peaks: July 2014

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

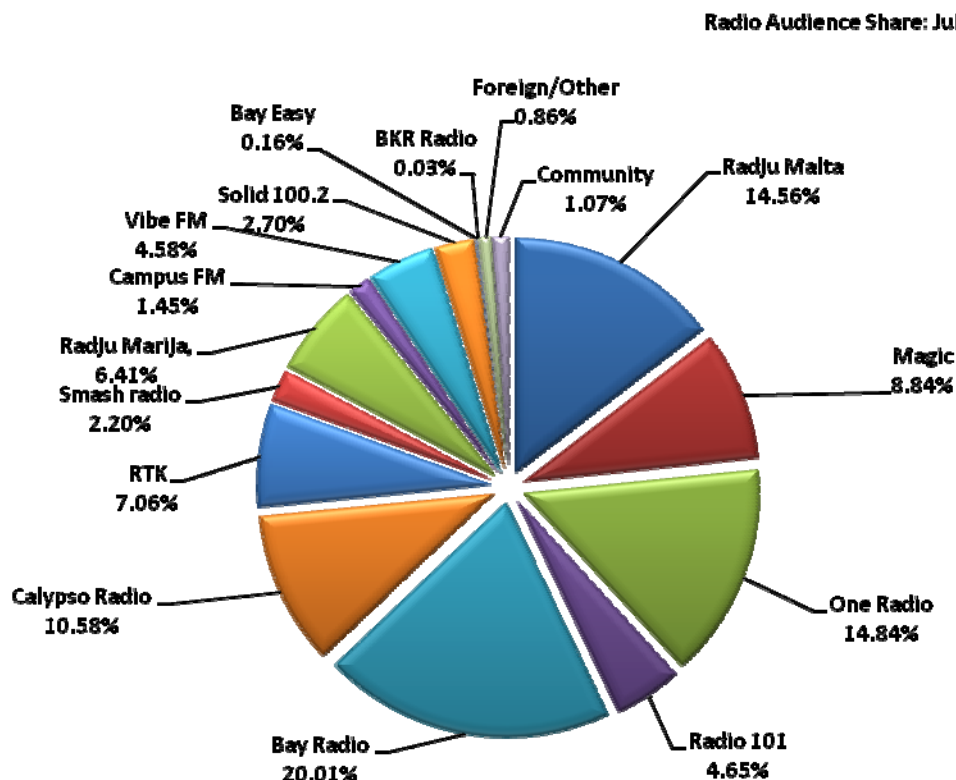
The highest percentage average reached was that of Bay Radio on Tuesdays [7.237% - 28,270]. In fact Bay Radio had the highest peaks amongst all stations on Tuesdays and from Thursdays to Sundays - for five weekdays.

Radju Malta, on the other hand, had the highest peaks for the other two week-days - Mondays and Wednesdays - where the highest peak for Mondays was also the highest amongst all stations for that day.



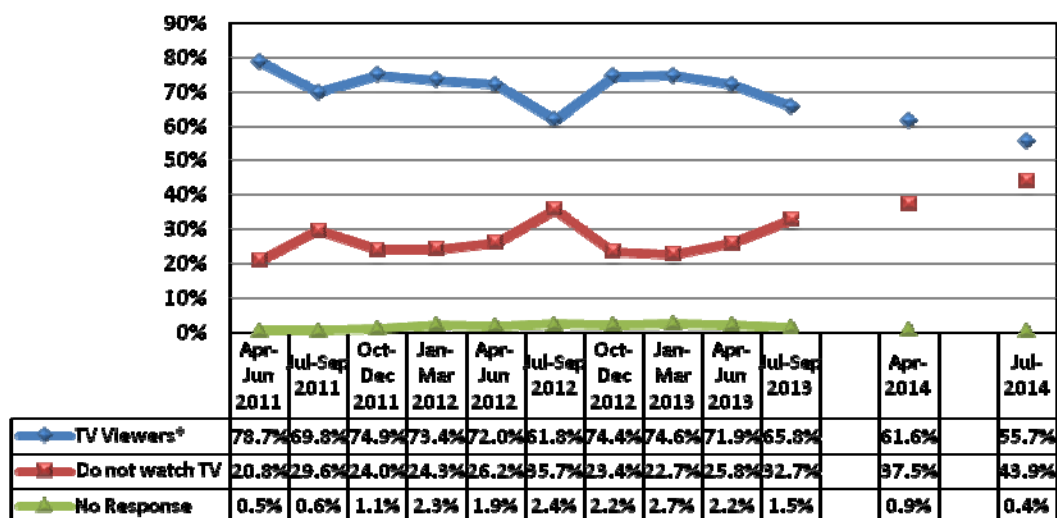
HIGHEST PEAKS N	Radju Malta	Magic	ONE Radio	Radio 101	Bay Radio	Calypso Radio	RTK	Smash radio	Radju Marija	Campus FM	Vibe FM	Solid 100.2	Bay Easy	BKR Radio	Foreign/Other	Community	Highest
Monday	21,677	8,487	18,895	3,655	13,566	9,843	4,485	0	3,968	3,544	6,184	2,590	0	0	0	2,238	21,677
Tuesday	14,186	8,219	14,603	4,338	28,270	19,888	4,418	2,735	2,385	2,300	4,378	1,872	0	0	0	1,373	28,270
Wednesday	19,640	10,138	10,301	7,797	17,812	9,425	5,025	2,253	8,142	0	6,364	3,900	0	0	2,253	1,820	19,640
Thursday	16,006	8,548	6,542	6,764	19,704	1,639	4,636	7,742	3,795	2,062	10,807	4,011	0	0	1,527	1,572	19,704
Friday	11,488	12,917	6,932	5,934	17,419	5,812	11,719	2,970	8,383	3,640	8,050	2,050	0	2,439	0	1,966	17,419
Saturday	9,356	5,104	9,255	3,802	12,030	9,403	6,293	9,433	8,409	4,307	2,964	6,155	0	0	4,385	4,641	12,030
Sunday	9,485	3,982	18,130	4,115	19,691	3,614	7,229	3,551	4,270	0	2,565	6,560	2,384	0	2,059	0	19,691
Highest	21,677	12,917	18,895	7,797	28,270	19,888	11,719	9,433	8,409	4,307	10,807	6,560	2,384	2,439	4,385	4,641	

Taking all the audiences for all the weekdays, the daily average radio audience share attained by each broadcasting station is shown in the figure below. Overall, Bay Radio ranked first with 20.01% of all audiences, followed by ONE Radio [14.84%]; Radju Malta [14.56%]; Calypso Radio [10.58%]; Magic [8.84%]; RTK [7.06%]; Radju Marija [6.41%]; and Radio 101 [4.65%].



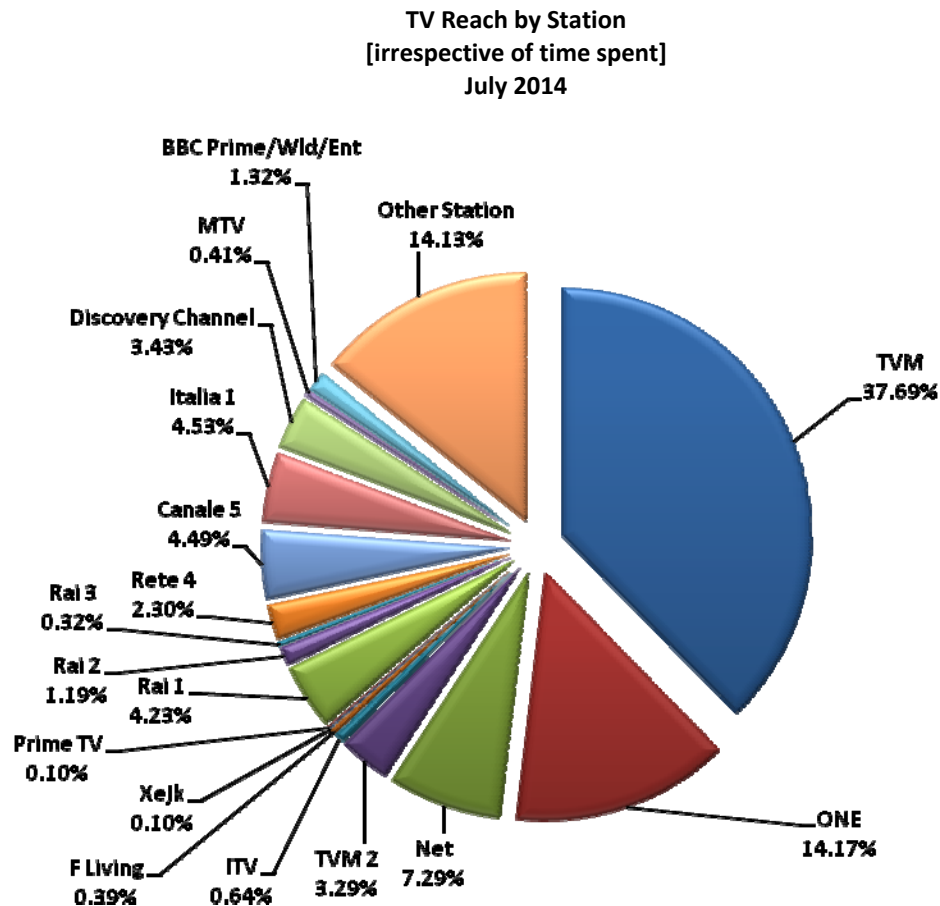
3. TV AUDIENCES

Similar to radio, television viewing data collected during the month of July 2014 was also analysed according to methods used in previous assessments. Again, like radio listeners, three respondents replied that they do not have a TV-set [≈979]. On average, a total of 55.68% of the population followed a TV station during the period under review. Comparatively, this was the lowest figure ever registered.



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

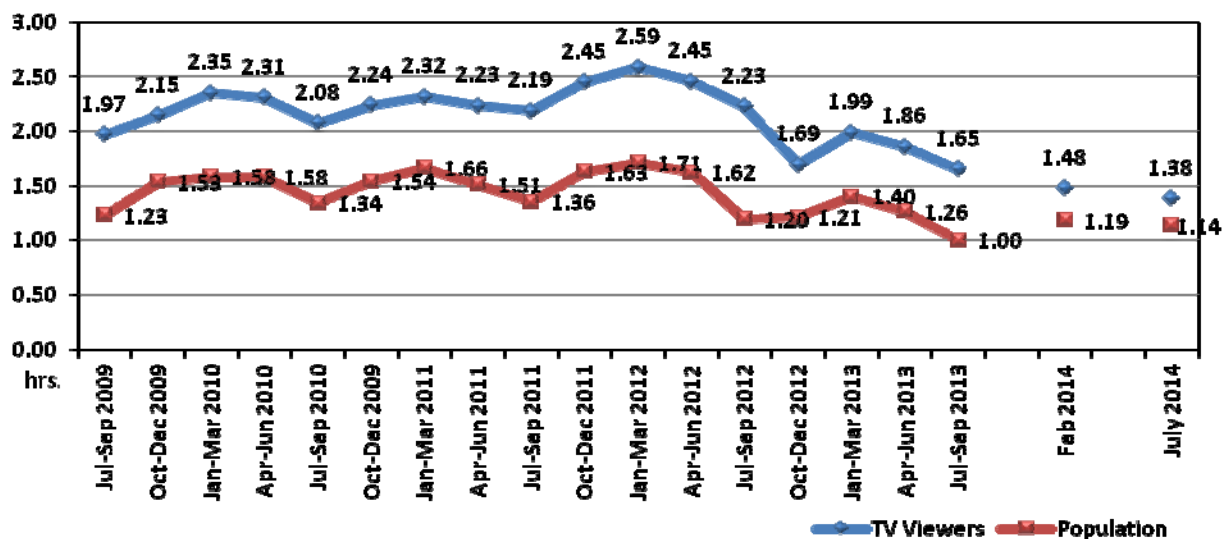
Analysed by broadcasting station, the local television stations TVM [37.69%], ONE [14.17%], and Net TV [7.49%] attained the highest percentage of all television viewers. TV viewing for these three stations was throughout all the categories by gender, age groups and by districts. Of the foreign stations only Italia 1 had similar results - this station ranked fifth with 4.49% of television reach. The amount of foreign stations [which were grouped under "Other Station"] is extensive having attained in total the amount of 14.13% of total reach.



Respondents again were given the possibility of identifying three TV stations that they had followed most the previous day; and for each station three time-brackets could be listed. This gave the possibility of nine-time-brackets for each respondent. Out of 1240 respondents, 281 respondents followed another station while another 77 respondents followed a third station.

On average viewers watched a total of 1.38 hours every day while on a national average this amounts to 1.14 hours every day.

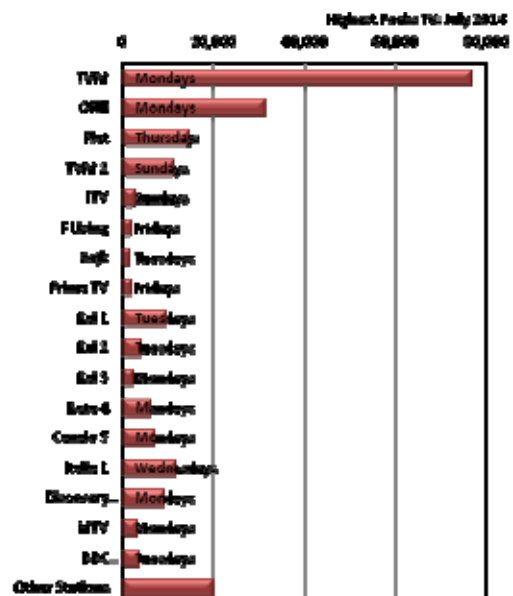
Loosely compared to previous analysis, the average house spent by viewers was slightly less than previously recorded. However, the population average was higher - this indicates that more people have watched their TV-sets for July 2014 compared to similar periods but for a shorter amount of time.



TVM attained the highest average of all audiences for nearly all the weekdays with its highest average audience was that for Fridays. ONE attained its highest audience on Mondays while Net TV attained its highest audience on Tuesdays. TVM2 registered its highest audience on Saturdays. Of the local stations TVM, ONE, Net and TVM2 all had an audience registered for each week day while, of the foreign stations, Rai 1, all Mediaset stations, and BBC registered an audience on all weekdays

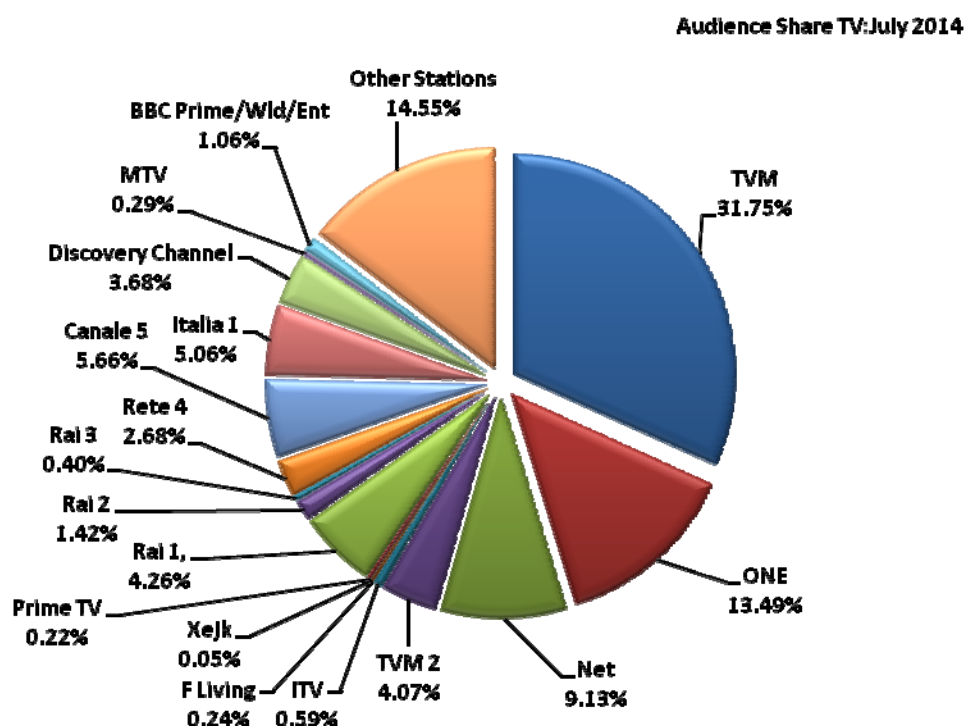
Daily Average N	TVM	ONE	Net	TVM 2	ITV	F Living	Xeik	Prime TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel/s	MTV	BBC	Prime/Wld/Ent	Other Stations	Highest
Monday	6,807	4,108	2,531	349					717	100	89	567	1,978	1,421	2,223	199	212	3,724	6,807	
Tuesday	8,845	2,675	1,535	1,844	140		70		1,346	805	177	375	1,634	1,162	129	49	376	2,160	8,845	
Wednesday	6,152	2,676	3,403	172	233	131			428	466		195	2,176	1,568	1,207		281	3,762	6,152	
Thursday	3,727	3,308	2,703	418	362	142			1,003	309		982	966	1,805	760			3,962	3,962	
Friday	7,660	2,655	811	121		83		373	2,954		390	1,165	828	845	658		66	3,226	7,660	
Saturday	10,532	2,822	1,578	1,260					1,254			633	538	524	916		607	2,255	10,532	
Sunday	7,323	3,223	1,563	2,407	117				1,529	447		357	665	433		243	152	3,921	7,323	
Mon-Sun	7,185	3,053	2,067	922	133	55	11	49	1,284	321	90	606	1,280	1,146	832	65	239	3,293	7,185	
Highest	10,532	4,108	3,403	2,407	362	142	70	373	2,954	805	390	1,165	2,176	1,805	2,223	243	607	3,962		

TVM attained the highest peaks amongst all stations for all the days of the week. TVM's highest peak was that on Mondays with 15.371% of its viewers. ONE, on the other hand, had two similar and very high peaks on Mondays [6.292%] and Wednesdays [6.701%] - the difference results from rounding up and individual viewer's weighting as. Net TV attained its highest on Thursdays with 3.189%.



HIGHEST PEAKS N	TVM	ONE	Net	TVM 2	iTV	F Living	Xejk	Prime TV	Rai 1	Rai 2	Rai 3	Rete 4	Canale 5	Italia 1	Discovery Channel/s	MTV	BBC	Prime/Wld/Ent	Other Stations	Highest
Monday	76,569	31,341	11,547	3,812					4,456	1,641	2,187	6,122	7,142	7,651	9,216	3,245	3,469	10,158	76,569	
Tuesday	64,613	25,049	8,552	7,415	1,373		1,717		8,344	4,101	2,167	3,493	6,690	5,710	1,585	2,381	3,905	7,494	64,613	
Wednesday	65,024	30,483	11,316	1,687	2,336	1,793			5,661	3,357		3,536	6,394	11,631	5,627		1,529	12,868	65,024	
Thursday	47,606	24,354	14,479	2,035	1,640	1,741			4,779	3,323		3,366	5,213	5,722	6,369			18,415	47,606	
Friday	71,398	21,257	11,313	2,044		2,032		2,032	9,615		1,910	5,975	5,626	7,054	2,579		3,231	14,088	71,398	
Saturday	49,775	14,770	8,823	7,753					3,746			2,822	2,818	3,434	4,950		2,910	14,273	49,775	
Sunday	55,237	20,996	12,964	11,476	2,859				5,862	3,551		2,859	3,802	2,599		2,384	1,981	20,020	55,237	
Highest	76,569	31,341	14,479	11,476	2,859	2,032	1,717	2,032	9,615	4,101	2,187	6,122	7,142	11,631	9,216	3,245	3,905	20,020	76,569	

Taking all the audiences for all the weekdays, the daily average TV audience share attained by each broadcasting station is show in the figure below. TVM attained the highest percentage audience share at 31.75%; followed by ONE with 13.49%, and Net with 9.13%. Of the foreign stations, Canale 5 attained 5.66% and this was the next highest station after Net TV.



3. TV Programme Preferences

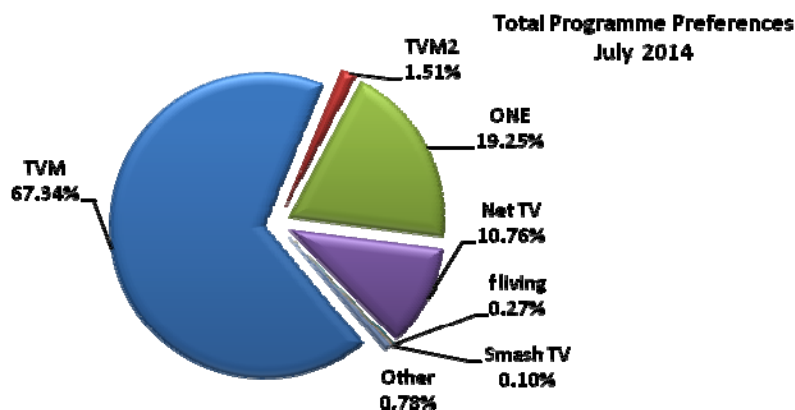
Respondents were asked to list “their most favorite programmes” [up to three programmes] broadcast on local TV stations. The programmes named were classified according to their declared order by each respondent [i.e. the first, second and third named programme]; by their generic time-brackets; and by the broadcasting station on which it was broadcast.

Out of all respondents, 61.2% named one favourite programme; another 42.2% named a second preferred programme while another 24.7% named their third preferred programme. On the other hand, 20.4% of all respondents replied that they do not watch local programmes; 11.3% did not have a favourite programme;

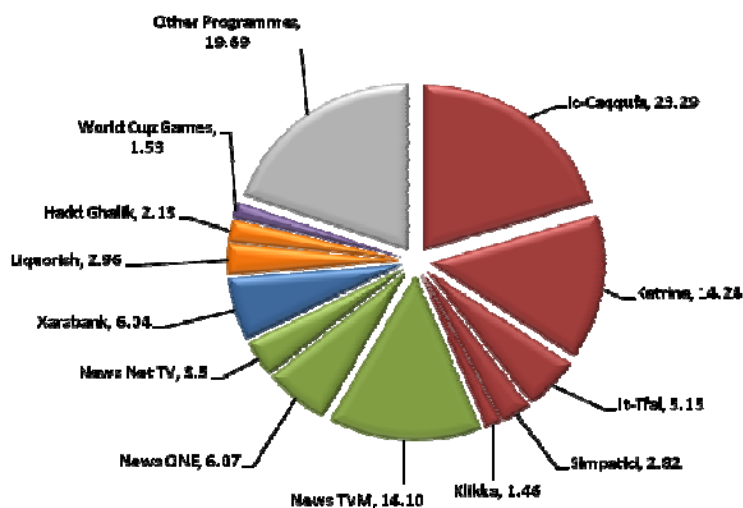
0.3% did not watch TV as they do not have a TV-set; while 0.7% did not reply.

A total of 97 programmes were named. Of these, 8 programmes were generic, 37 were of broadcast during the previous schedules, 27 programmes were re-run programmes from the winter schedules; while three other programmes could not be classified.

Out of all the programmes named, TVM got 67.34% of all counts, followed by ONE with 19.25% and Net TV with 10.76%; while 0.78% of all programmes named were of a generic programme type.



The top twelve programmes most quoted constituted 80.31% of all preferences. Out of all the programmes identified by respondents, the most quoted was Ic-Caqqufa on TVM [TVM; 20.29%] followed by Katrina [TVM, 14.24%] and TVM News [TVM; 14.1%]. Drama programmes were the most favoured with 43.97% of all preferences followed by News [23.67%], Discussion programmes [6.04] and Entertainment programmes [5.09%].



The full report and tables are available for download from the Broadcasting Authority's website at "www.ba-malta.org/audience".

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10th September 2014