

A Report

on A Study of

TV and Radio Audiences in Malta

(Part I - Report)

prepared for the

Broadcasting Authority

by

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March 1999

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I INTRODUCTION

1.1 Section 30(2) of the Broadcasting Act 1991 requires the *Broadcasting Authority* to engage in audience research in order to enable it to exercise its Constitutional functions.

1.2 This study follows a public call for tenders by the *Authority* in February 1999. This call for tenders required a Media Audit for both Radio and Television. In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.

1.3 This study provides data on:

- i. *audience size for all radio stations currently on air in Malta on a daily basis;*
- ii. *audience size for all local TV broadcasts on a daily basis;*
- iii. *audience size for the following groups of foreign TV channels received in Malta: RAI, Mediaset, Other Italian Channels and Satellite, so grouped, on a daily basis;*
- iv. *the views of the Maltese on aspects of current broadcasting as explained in more detail in the Chapter on the specific objectives of this study; and*
- v. *the desires of the Maltese in general on what types of additional broadcasting services ought to be made available in Malta.*

1.4 The aim of par. 1.3 (i), (ii) and (iii) above is to be clearly distinguished from that of par. 1.3 (iv) and (v). To meet objectives (i), (ii) and (iii) an audience audit was required; to meet objectives (iv) and (v) the public's opinions on specific issues of special interest to the client needed to be collected.

1.5 The present writer submitted proposals as requested in the public invitation and was subsequently specifically commissioned by the *Authority* to conduct the study on the basis of these proposals by letter dated 18 February 1999.

1.6 In this report, the data collected for this study are being presented. The findings are organised in different chapters, based on the tables that form an integral part of this report. The next chapter reproduces the objectives in slightly more detail, as presented in the original proposal; this is followed by an analysis of the sample profile. The next two chapters cover the Opinion Survey, and respectively deal with *News Transmissions* and *Programme Preferences*.

- 1.7 Following this, the next two chapters deal with the Audience Audit part of this study, respectively focusing on *Radio Audience Audit* and *TV Audience Audit*. The *Conclusion* seeks to bring the findings of this study together in summary form.
- 1.8 Two *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B incorporates a copy of the Maltese version of the Questionnaire.
- 1.9 This volume incorporates many of the tables generated in this study, but should be read jointly with the separate volume entitled *Tables Appendix*, in which more detailed Tables are provided, and which therefore should be considered an essential part of this report.
- 1.10 This study was conducted for the *Broadcasting Authority* by Professor Mario Vassallo, who was fully responsible for the management and co-ordination of this study, while the present writer retains all copyright covering the methodology for this study; the *Broadcasting Authority* is the sole owner of the findings.

II OBJECTIVES

2.1 The overall objectives for this study stem from the following areas of investigation listed in the Research Brief circulated by the Broadcasting Authority:

(a) television viewing, programme selection and motives for listening and watching;

(b) the general opinions of the Maltese about the standards and quality of radio and television services provided in Malta;

(c) the perceived sources of local and international news and opinions about the nature of news provision by the different broadcasting services; and

(d) public opinion relating to fairness and impartiality of radio and television services in their coverage of a variety of events, and issues including political activities.

2.2 These objectives were researched through a research instrument approved by the Broadcasting Authority. For the 1999 study the Authority again specifically excluded questions related to attitudes and attitude change, and in this respect this aspect was purposely limited.

2.3 Through this study the *Authority* is being provided with data on the audience size, comprising of persons 12 years and older, for the following:

Television

TVM Radio
Super One
NET TV
Smash TV
RAI Stations
Mediaset Stations

Cable TV

Channel 12
Education 22
Satellite Services

Radio

Radio Malta I
Radio Malta II
FM Bronja
Super One Radio
Radio 101
RTK
Island Sound
Live FM
Bay Radio
Smash Radio
Calypso Radio
University Radio
Radju MAS
Capital Radio

2.4 By way of clarification on how audience data is to be presented, the Broadcasting Authority once more confirmed the direction given in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) in which it was required that:

“the statistic ‘average’ at the bottom of each table for radio station audiences should be worked out on the basis of 18 hours of listening per day i.e. from 6.00 a.m. to midnight...”

2.5 The Broadcasting Authority however decided that, again for the 1999 study, UNI Radio and Radju MAS should be considered as two separate stations and the relevant statistics should not be computed, as had been directed for 1997, for the common frequency allocated to them. In this respect therefore, the 1999 study therefore allows direct comparison with the 1998 study.

2.6 It is to be noted that between 1998 and 1999 two new stations started broadcasting: NET TV and Capital Radio. In the meantime, Smash TV was not transmitting only via Cable since it had been allotted its own terrestrial frequency. Unfortunately, Live FM could not be audited because at the time the study was conducted it was still not transmitting as a result of arson which affected it some weeks before.

2.7 This study also establishes the audience preferences in respect of, and radio stations associated with, a number of programme sectors, including *music*, *discussions*, *phone-ins* and *sports* programmes currently available on radio in Malta.

III SAMPLE PROFILE

3.1 Table 3.1 gives the profile of the sample used for this study. As explained in the Technical Report, the sample structure is automatically based on the demographic features of the resident population in Malta. As in previous studies, in 1999, the multi-stage probability sampling technique was used to draw the study sample for those aged 18 and over, using the latest publication of the electoral register produced for the elections of Local Councils. This ensured that all residents, whether they were Maltese nationals or not, qualified equally to be selected. An equal number of persons, of both genders, were included for each day of the week to cover those aged 12-17 in the Maltese population since a complete register for this segment of the population is not available. The number so added was derived from the general demographic structure of persons in that age category currently living in Malta. The profile of the sample closely follows the figures for the resident population in Malta as given in the 1995 census.

3.2 As can be seen from the summary in Table 3.1, the above procedure produces the following sample distribution:

Table 3.1 Sample Profile by Gender

Age Group	Total	Male	Female
	%	%	%
12-17	11.2	11.4	11.0
18-30	21.0	21.4	20.5
31-50	37.1	37.1	37.0
51-65	18.2	18.6	17.8
over 65	12.6	11.4	13.7
TOTAL	100.0	100.0	100.0
N=	1001	490	511
%	100	49.0	51.0

3.3 Table 3.2 gives details of the Sample Profile by Socio-Economic Group.

Table 3.2 Sample Profile: By Socio-Economic Group

Socio-Economic Group	Total	AB	C1	C2	DE
N=	1001	137	272	330	262
	%	%	%	%	%
12-17	11.2	13.9	10.3	15.2	5.7
18-30	21.0	21.9	25.7	15.2	22.9
30-51	37.1	38.0	37.5	37.5	38.2
51-65	18.2	16.8	18.0	17.9	19.5
over 65	12.6	9.5	8.5	16.4	13.7
TOTAL	100.0	100.0	100.0	100.0	100.0

IV Listening and Viewing Patterns

4.1.0 Introduction

4.1.1 A set of interesting aspects regarding the diffusion of the media in Malta is focused upon in this chapter, which will first examine radio listenership in general and then move on to focus on 'where' radio is actually listened to. This chapter will subsequently cover the same aspects for TV, and then proceed to establish the extent of penetration by Cable TV in Maltese homes. It concludes by focusing on the culture-related pattern of decision-making in Maltese family life, namely on the issue as to who decides what TV channel is chosen when such a choice needs to be made within a family setting.

4.2.0 Radio Listenership

4.2.1 Participants in this study were requested to indicate whether they listen to the radio regularly, and where. Of all the respondents 77% (as opposed to 75.8%, 77.7% and 81.3% in 1996, 1997 and 1998 respectively) stated that they do listen to the radio regularly, whilst the remaining 23% stated that they do not. This statistic suggests that there has been a slight decrease in the popularity of radio since the last study conducted for the Authority in 1998. Those aged 12-17 again registered the lowest rate for radio listenership at 72.3%. On the other hand, those aged 18-30 this year again registered the highest rating for radio listenership at 81.9% (1996: 84.2%; 1997: 77.3%; 1998: 85.7%). Radio listenership is highest among C1 respondents, at 80.9%. Full details are presented in Table 4.1.

4.2.2 In turn, Table 4.2 presents data on the average number of hours those who had stated that they do listen to the radio actually do so. A mere 2.9% stated that the amount of time they dedicate to radio varies considerably, but as many as 35.9% stated that they listen to the radio for at least one hour every day. The duration of time the Maltese listen to the radio is quite extensive, extending to as much as 16 hours per day and even more in the case of 0.8% of the respondents, but figures start going down beyond four hours. The respective figures for 1-4 hours are as follows: 1 hour: 35.9%; 2 hours: 17.1%; 3 hours: 11%; 4 hours: 7.3%. By and large, females tend to listen to the radio for longer hours than males. Full details are provided in the Table.

4.2.3 Table 4.3 presents details on the place radio is listened to. Of those who listen to the radio on a regular basis, as many as 78.1% (in contrast to 76.5% in 1996; 84.3 in 1997 and 77.9% in 1998) of all respondents stated that they listen to the radio at home, 15.4% (1996: 16.5%; 1997: 11.5%; 1998: 16.8%) listen to it while at work, whilst 28.7% (1996: 23.9%; 1997: 19.5%; 1998: 22.6%) listen to the radio in the car. Full details are presented in the Table.

4.3.0 TV Viewership

4.3.1 Similarly, participants in this study were requested to indicate whether they watch TV regularly, and where. Of all the respondents 96.2% (in contrast to 93.5% in 1996; 94.8% in 1997; 1998: 98.3%) stated that they do watch TV

regularly, whilst the remaining 3.8% stated that they do not. This again points to a slight decrease in the popularity of this medium over the last year despite the fact that access to the local TV has increased with the advent of a new station and the availability of another not exclusively via cable. Very slight differences were noted when these figures were broken down by gender except that females registered a slightly higher incidence than males (males: 95.7% vs. females: 96.7%). This is very similar to what the situation was in 1998. The age group which registered the highest rating for TV viewership comprised those aged 18-30, with 97.1%, but the lowest percentage reported amongst those aged 65 and over, was not much lower, at 95.2%. In contrast to the previous two years, TV viewing is highest among C2 respondents, at 97% (1996: AB=95.5%; 1997: AB=94.6%; 1998: C1=99.1%). The lowest reported figure is not much less however: C1 registered 95.2%. Full details are presented in Table 4.4.

4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is once more of 2 hours per day, registered at 30.6% (1997: 32.3%; 1998: 32.4%). As many as 0.6% again stated that they view TV for up to nine hours daily, and some claimed they watch for even longer hours. But most viewers do not exceed four hours of daily viewing: 1 hour: 24.2%; 2 hours: 30.6%; 3 hours: 19.3%; and 4 hours: 11%. The difference across genders is not extensive but again it is to be noted that females no longer seem to tend to view TV for a longer time in general. It is interesting to note that relatively more AB respondents view TV for an average of only one hour per day: AB: 32.8%; C1: 27%; C2: 21.6% and DE 20.2%

4.3.3 The findings as to where TV is watched most are presented in Table 4.6. Of those who watch TV on a regular basis, as many as 40.2% (1996: 51.4%; 1997: 44.2%; 1998: 46.1%) of all respondents stated that they watch TV in the sitting room. Twenty eight point six percent (1996: 27.7%; 1997: 31.9%; 1998: 29.4%) watch TV in the bedroom, and 23.1% (1996: 14.7%; 1997: 14.8%; 1998: 17.5%) do so in the kitchen. The remaining 6.4% (1996: 6.7%; 1997: 7.6%; 1998: 5.5%) watch TV in the dining room, whilst 1.8% (1996: 1.4%; 1997: 1.6%; 1998: 1.5%) do so in another part of the house. It is interesting to note that males continue to prefer to watch TV in the sitting room more than females (40.5% males vs. 39.9% females), and again males prefer the bedroom more than females (29.4% vs. 27.7% females). It is also interesting to note that this year C1 respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (33.8% as opposed to 16% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (55% vs. DE at 32.8%). Over the last year, the kitchen and the dining room have gained somewhat in popularity for TV watching. Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV Facilities

4.4.1 Of all respondents taking part in this study, 55.8% stated that they are connected to Cable TV. Of all respondents, 22.5% are served at the *Reception* level; 17.3% stated that they are served at the *Basic Level*; 16.1% are serviced by *TV Plus*. Not surprisingly, connection to Cable TV continues to be related to economic status, thought not to the extent that it was noted in previous studies: as many as 65.7%

of the AB are served by Cable, against 51.5% of those in the DE socio-economic category. It is also understandable that the more expensive levels are more frequent among AB respondents. It is also interesting to note that families with younger members are more attracted than others to the services offered by Cable TV: as many as 53.6% of the respondents aged 12-17 stated that they are connected to Cable TV as opposed to 34.1% among those aged 65 and over. Table 4.7 presents all the details.

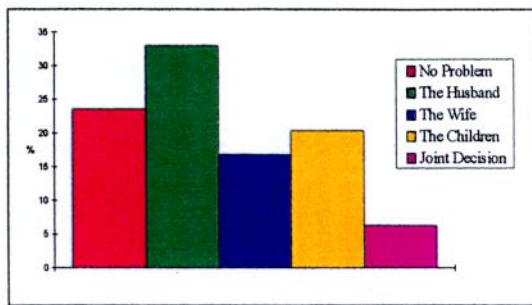
4.4.2 Table 4.8 provides some information on the availability of premium channels and consumer channel preferences respectively. As many as 88.6% of all cable subscribers stated that they do not subscribe to The Movie Channel, while another 85.9% stated that they do not subscribe to The Sports Channel. Interestingly enough, there are no social class differences among those who subscribe to these two specifically premium services, and it seems the decision on whether to subscribe or not depends on other factors such as interest.

4.4.3 When respondents were asked which of the non-Maltese Cable Channels they prefer most, 32.9% expressed no preference. Living (at 16.1%) topped the list among those who did express a preference, followed by Discovery (9.3%); Italia 1 (6.1%); Tele+2 (5.5%); RAI 1 (4.8%) and BBC Prime (3.6%). It is interesting to note that of the above list, males exhibited higher ratings for all the channels except for Living (in which females make up three times as many as males) and BBC Prime in which females were about one-third more than males. The full list of preferences, which touched a large number of channels albeit in small numbers, is provided in Table 4.9.

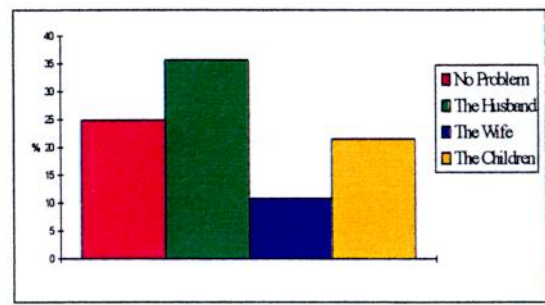
4.5.0 Family Decision-Making Processes

4.5.1 Traditionally, the Maltese family was popularly perceived to be patriarchal and the authority of the father in decision making was frequently assumed to constitute the last word. As Maltese society gradually becomes more egalitarian, it is interesting to discover who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose, the Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. The data presented in Table 4.10 from the 1999 study do show some changes from the figures obtained in 1996, 1997 and 1998: in 1999 wives have acquired more decision making powers!

4.5.2 In fact, in 23.3% (1996: 23.6%; 1997: 24.9%; 1998: 32%) of the cases it was clearly stated that the problem does not arise either because there is more than one TV set at home or because there is no conflict of interest. In 30.4% (1996: 33%; 1997: 35.7%; 1998: 29.3%) of the cases the husband is reported to be the decision maker; in 23.5% (1996: 16.8%; 1997: 17.9%; 1998: 20.1%) of the cases it is the wife who decides whilst in 22.9% (1996: 20.4%; 1997: 21.6%; 1998: 18.7%) of the cases the children's wishes are respected. Table 4.10 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1(a) to (d) graphically summarises the responses given to this question in all for surveys conducted in 1996, 1997, 1998 and 1999.



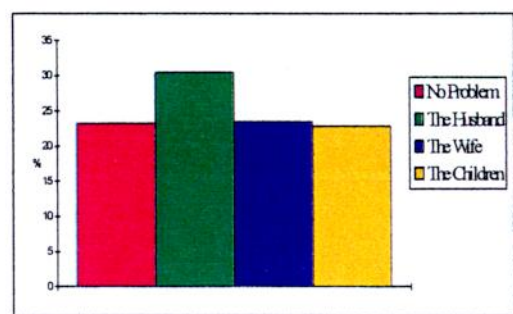
a: 1996



b: 1997



c: 1998



d: 1999

Figure 4.1: Who Decides which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News Transmissions. As in previous years, the Broadcasting Authority was interested only in researching which media source for local and foreign news is preferred by the Maltese. The same questions used in the 1996, 1997, 1998 were repeated in 1999, and this allows for comparison of developments, if any. Respondents were asked from which medium they preferred to source their information. Tables 5.1 and 5.2 present the detailed findings to these two questions.

5.2.0 Preferred Source for Local News

5.2.1 In Table 5.1, data on the preferences of the Maltese in respect of sources for local news are presented. Of all the respondents, 71.4% (1996: 65.1%; 1997: 68%; 1998: 70.9%) prefer to follow the news on TV; 12.7% (1996: 19.9%; 1997: 15.2%; 1998: 13.4%) prefer the radio as their source for news; 10.3% (1996: 10.9%; 1997: 8.4%; 1998: 10.8%) prefer to read about news events in a newspaper whilst 2% (1996: 1.8%; 1997: 2.9%; 1998: 2.4%) stated that they have no special preference. Another 3.6% prefer to learn the news from other persons.

5.2.2 A slight difference across the genders is to be noted among those who prefer to follow the news on TV (males 71.6%; females 71.2%); but females registered a higher percentage among those who prefer radio (12.9% females vs. 12.4% males). Newspapers are more popular among males (12.2 %) than among females (8.4%).

5.2.3 TV remains most popular among those aged 51-65 (74.2%); radio is also the most popular amongst those who are over 65 years old (with 17.9%); whilst newspapers are most popular among those aged 18-30, with 13.8%. These figures are not identical with the 1998 values, but the various preferences across age-groups have remained almost identical over the past year. The socio-economic category with the highest preference for TV as the source of news was DE, at 76%. Radio is preferred most also by those in the DE socio-economic category, at 14.1%. Full details are presented in Table 5.1.

5.3.0 Preferred Source for Foreign News

5.3.1 Table 5.2 summarises the preferences of the Maltese in respect of the available sources for foreign news. Of all the respondents, 74.5% (1996: 67.4%; 1997: 70.4%; 1998: 74.9%) prefer TV; 10.3% and 9% (1996: 15.5% and 9.2%; 1997: 12.5% and 7.2%; 1998: 10% and 8.6%) prefer the radio and newspapers respectively. Three point one per cent (1996: 2%; 1997: 5.3%; 1988: 2.2%) stated that they prefer to pick foreign news from other persons, whilst the remaining 3.1% (1996: 5.9%; 1997: 4.6%; 1998: 4.3%) stated that they have no special preference for any of the media. When the 1999 figures are compared to the

percentages of the previous years, the similarity in the patterns emerging, are quite striking.

5.3.2 Females showed a relatively higher preference than males for both TV (75% vs. 74.1% males) and radio (10.4% vs. 10.2% males); whilst males prefer the newspapers more than females (10.8% males vs. 7.2% females). Newspapers are most preferable to those aged 18-30 (11.4%) and to those in the higher socio-economic groups (AB: 19%). Full details are presented in Table 5.2.

5.3.1 This year respondents were asked on which local station they had watched the news on the day prior to the interview, and two days prior the interview. The findings are presented in Tables 5.3 and 5.4 respectively. Despite the high following which news bulletins have, as many as 43.4% and 46.3% stated that they had not watched the news on these two days. TVM ranked highest with 43.2% and 39.9% for the two days. This station was followed by Super 1 (18.1% and 18.3%); NET TV (9.7% and 10.2%) and Smash TV (0.3% and 0.4%). It is interesting to note that whilst the socio-economic component of TVM's audience does not vary much, that for Super 1 and Net TV is inverse of each other: Super 1 has its highest percentage of views in the DE group and scales down as AB is approached, whilst that of NET TV is highest for the AB category and scales down as DE is approached. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

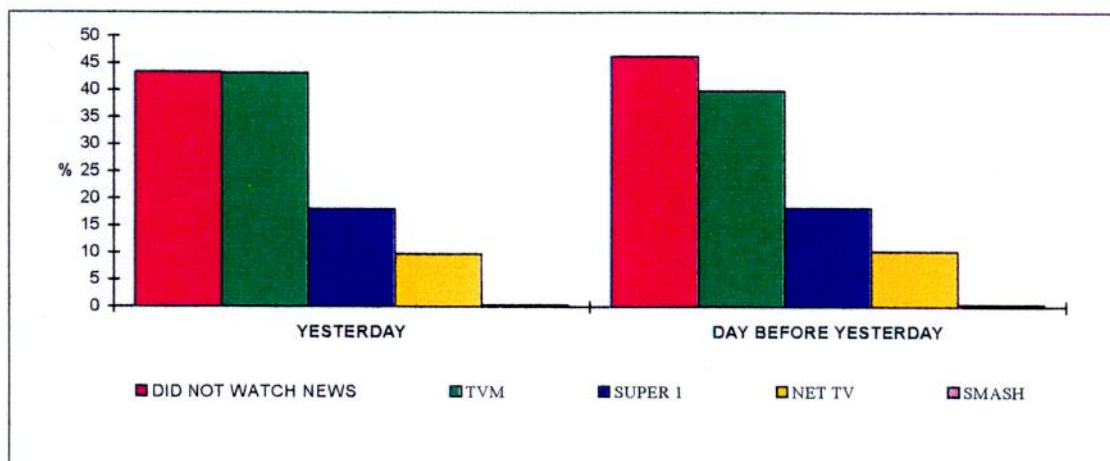


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the 1999 Broadcasting Authority study were again requested to state their preference for individual radio stations and TV channels in respect of twelve different programme sectors for radio and seventeen sectors for TV. In their reply respondents were requested to express their preference for only one radio station or TV channel in each case. A *nil* response was allowed, and this statistic is relevant because it provides an indirect index of the relative popularity of different programme sectors. This chapter first discusses the general findings for preferences for radio and for TV programme sectors. It then maps the preferences the Maltese have in respect of the individual radio station and TV channel for the programme sectors studied.

6.2.0 Radio: General Preferences

6.2.1 Table 6.1 summarises the difference between the total (100%) and the *nil* statistics (i.e. those who stated that they had no preference for a radio station in respect of a particular programme sector) for the twelve sectors asked about in the study.

Table 6.1 General Preferences for Radio Programme Sectors (1996 - 1999)

PROGRAMME SECTOR	%	%	%	%
	1996	1997	1998	1999
Music	82.5	78.9	87.2	87.4
Local News	74.7	70.6	84.5	80.5
Foreign News	68.1	63.9	77.1	76.9
Discussions	61.2	58.1	67.6	59.7
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0
Current Affairs	42.2	31.2	56.8	54.3
Religion	50.6	34.7	53.3	47.1
Culture	36.4	29.1	45.8	44.4
Novels/Plays	35.6	27.9	49.5	40.7
Sports	37.5	29.0	48.2	37.2
Money/Business	19.0	16.7	31.7	25.2
Children	20.3	15.9	30.2	25.8

6.2.2 This table indicates that some interesting changes in relative interest have occurred since the 1996, 1997 and 1998 surveys were conducted. It shows that Music continues to be the sector most liked by Maltese radio listeners, at 87.4%. This is followed by Local News and Foreign News. Upward trends can only be noticed in respect of music. This year records a decline in the relative interest in Religion, but not in position. The relative position of Discussion slides down. Sports and Novel/Plays switch positions. The programme sector arousing least interest in 1998 remains 'Programming for Children', at 25.8%.

6.3.0 TV: General Preferences

6.3.1 Table 6.2 in turn summarises the difference between the total (100%) and the nil statistics (i.e. those who stated that they had no preference for a TV channel in respect of a particular programme sector) for the seventeen sectors asked about in the study.

Table 6.2 General Preferences for TV Programme Sectors (1996 - 1999)

PROGRAMME SECTOR	%	%	%	%
	1996	1997	1998	1999
Local News	89.3	84.2	94.6	93.1
Foreign News	85.3	79.8	88.9	90.7
Feature Films	72.0	60.5	77.5	77.9
Weather	78.2	50.5	81.2	76.4
Discussions	56.1	43.8	72.1	73.8
Documentaries	63.1	50.3	66.3	73.5
Quizzes/Game Shows/Variety Progr.	60.4	51.6	70.1	66.8
Serials/Soap Operas	32.5	22.9	61.4	66.7
Sports	55.3	45.1	63.0	62.7
Current Affairs	36.3	23.4	44.8	53.0
Religion	39.3	22.4	44.3	48.8
Plays	35.0	31.4	54.4	46.0
Music Video-Clips	33.7	24.7	45.5	44.1
Art & Culture	33.5	22.1	44.8	44.7
Women's Programmes	36.8	20.9	47.4	43.4
Children's Programmes	29.0	18.3	47.0	43.5
Business & Finance	18.1	11.9	27.0	23.7

6.3.2 This table shows that both Local and Foreign News continue to be the sectors most preferred by Maltese TV audiences, at 93.1% and 90.7% respectively. Again, the programme sector with the least interest among television viewers continues to be the one that covers Business and Finance, for which only 23.7% cared to express a preference. It is interesting to note that music continues to feature relatively low among the preferences of TV viewers, whilst it features extensively among radio listeners. On the other hand, the position of feature films retains its ranking position as third, at 77.9%. Interesting too is the fact that the 1998 rating level given to Serials and Soap Operas has been generally retained and did not fall back to previous years' levels. A number of rating sliding have occurred: of particular note is downward move of Quizzes/ Game Shows/Variety Programmes and of Plays.

6.4.0 Radio Station Preferences for Different Programme Sectors

- 6.4.1 Table 6.3-1, Table 6.3-2, Table 6.3-3 and Table 6.3-4 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in 1996, 1997, 1998 and 1999 respectively. In 1996, Super 1, Radio Malta 1, Radio Malta 2 and Radio 101 had been ranked highest for Local News; RTK had been ranked highest for religion programmes; Live FM for its Discussion programmes. No less than six stations had been ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, University Radio, and Radju MAS.
- 6.4.2 In 1997 some changes in the perception of Maltese audiences were noticeable: Super 1, Radio Malta, Radio Malta 1 and Radio 101 are again ranked highest for Local News; Radio Malta 2 is ranked highest in Cultural Programmes; again four stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio and Radio Calypso. RTK is again ranked highest for Religion programmes whilst Live FM is again ranked highest for Discussion programmes.
- 6.4.3 In 1998 some changes in the perception of Maltese audiences were noticeable: Radio Malta 1, Super 1 Radio, Radio 101 are each ranked highest for Local News; Radio Malta 2 is ranked highest in Sports; again a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS and FM Bronja. RTK is again ranked highest for Religion programmes whilst Live FM is again ranked highest for Discussion programmes, whilst UNI Radio is ranked highest for the wide category covering 'Health/Beauty/Home/Law'.
- 6.4.4 In 1999 some changes in the perception of Maltese audiences were noticeable. Of particular note is the fact that some respondents still referred to Live FM even though it is currently off air whilst others assumed they should not consider it in their responses since it is not broadcasting, Radio Malta 1, Super 1 Radio, Radio 101 are again ranked highest for Local News; Radio Malta 2 is ranked highest in Religion; again a number of stations were ranked first for their music programmes: Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK is again ranked highest for Religion programmes whilst Live FM is again ranked highest for Discussion programmes. It is interesting how many radio stations have been ranked second for the Foreign News programme: Radio Malta 1, Super 1, Radio 101, Island Sound, Smash and Radio Calypso. RTK has been ranked second for its Discussion Programmes.
- 6.4.5 The figures in the above four Tables, and the further breakdowns provided in the full Table Appendix for the 1999 study, need to be interpreted with a lot of care. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that particular programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives. The data in Table 6.3-4 for 1999 are graphically summarised in Figure 6.1.

Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors (1996)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.90	2.40	13.80	4.80	5.00	10.20	8.90	1.50	17.70	8.10	0.90	2.30	17.50	100.00
Discussions	8.70	3.10	19.20	2.80	0.50	0.50	19.90	4.90	0.40	0.60	0.40	0.40	38.80	100.00
Sport	5.40	3.00	13.90	3.10	1.00	1.80	4.00	1.90	1.90	1.30	0.00	0.30	82.40	100.00
Money & Business	4.80	1.70	7.10	1.00	0.40	0.50	2.30	0.60	0.10	0.40	0.30	0.00	81.00	100.00
Culture	6.30	2.40	11.80	2.20	0.10	0.30	10.80	1.00	0.10	0.50	0.60	0.10	63.80	100.00
Health/Beauty/Home/Law	7.30	2.80	15.70	2.60	0.30	0.60	15.00	1.40	0.40	0.40	0.00	0.10	53.40	100.00
Religion	6.80	2.20	9.60	1.20	0.00	0.60	29.20	0.60	0.10	0.30	0.00	0.00	49.40	100.00
Novels & Plays	10.00	2.80	14.70	2.20	0.00	0.10	5.30	0.50	0.10	0.30	0.00	0.00	84.00	100.00
Children	3.50	1.80	7.30	0.80	0.10	0.40	5.00	0.80	0.40	0.30	0.00	0.00	79.80	100.00
Local News	11.80	4.10	23.70	7.10	1.80	5.40	12.80	1.00	4.60	1.80	0.10	0.60	25.40	100.00
Foreign News	11.70	3.30	19.50	5.80	3.00	4.90	12.00	1.20	4.10	1.90	0.30	0.50	31.80	100.00
Current Affairs	6.70	2.60	14.40	4.50	0.90	2.10	7.80	1.40	0.80	0.90	0.10	0.00	57.80	100.00

Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors (1997)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	1.9	4.0	8.2	2.2	7.8	4.2	2.4	23.7	6.1	0.3	2.4	21.1	100.00
Discussions	8.8	2.2	14.4	5.5	0.0	0.5	15.0	9.7	1.1	0.3	0.1	0.4	41.9	100.00
Sport	3.3	2.1	9.9	3.6	0.0	2.4	1.7	1.4	3.0	0.9	0.0	0.7	71.0	100.00
Money & Business	1.8	2.5	5.7	2.0	0.0	0.1	1.7	2.5	0.1	0.1	0.0	0.1	83.3	100.00
Culture	5.3	4.0	8.7	3.0	0.0	0.1	4.5	2.1	0.1	0.5	0.5	0.3	70.9	100.00
Health/Beauty/Home/Law	4.6	2.5	11.3	4.0	0.0	0.0	6.2	2.1	0.5	0.4	0.0	0.0	68.4	100.00
Religion	4.9	1.4	5.9	0.9	0.0	0.0	20.6	0.5	0.0	0.4	0.0	0.0	65.3	100.00
Novels & Plays	7.4	2.8	10.3	2.1	0.0	0.0	4.2	0.5	0.1	0.3	0.0	0.3	72.1	100.00
Children	2.1	2.1	5.8	0.9	0.0	0.0	4.3	0.3	0.1	0.3	0.0	0.0	84.1	100.00
Local News	13.3	3.2	22.7	11.8	1.1	2.4	7.0	2.9	5.0	1.4	0.0	0.1	29.4	100.00
Foreign News	11.2	3.4	20.4	10.0	1.4	2.4	6.1	2.9	4.6	1.4	0.0	0.0	36.1	100.00
Current Affairs	4.1	0.9	11.2	4.0	0.1	0.5	3.0	5.4	1.2	0.5	0.0	0.4	68.6	100.00

Table 6.3-1.3: Radio Station Preferences for Different Programme Sectors (1998)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	8.1	1.1	12.8	9.1	3.3	10.3	7.0	5.4	16.7	9.6	0.1	2.5	1.0	13.0	100.00
Discussions	11.1	0.7	14.3	11.4	0.5	1.8	14.7	10.0	1.7	0.6	0.2	0.6	-	32.4	100.00
Sport	9.0	3.2	13.3	6.6	1.2	3.4	4.2	1.6	2.7	1.6	0.1	0.2	-	52.8	100.00
Money & Business	10.0	3.1	4.2	3.6	0.7	2.1	3.3	2.5	1.2	0.5	0.2	0.2	0.1	68.3	100.00
Culture	11.7	2.5	8.4	6.1	0.9	1.7	8.2	2.6	0.9	0.7	1.0	0.5	0.7	54.2	100.00
Health/Beauty/Home/Law	12.7	2.5	12.7	6.9	1.1	1.4	10.6	3.7	2.0	0.6	0.4	0.4	-	45.5	100.00
Religion	6.0	0.6	6.9	2.6	0.2	0.9	33.0	1.1	0.7	0.2	0.1	0.7	0.1	46.7	100.00
Novels & Plays	16.2	2.0	11.9	4.5	0.4	0.9	9.3	2.7	0.9	0.2	0.2	0.1	0.1	50.5	100.00
Children	10.3	2.9	7.0	2.0	0.5	1.0	4.3	1.6	1.2	0.1	-	0.2	-	69.3	100.00
Local News	14.9	2.9	23.6	15.2	1.4	5.2	9.7	4.3	4.4	1.8	-	0.9	0.2	15.3	100.00
Foreign News	14.4	2.3	20.1	14.0	1.6	5.0	9.2	3.9	4.2	1.5	-	0.6	0.2	22.9	100.00
Current Affairs	10.1	2.1	14.1	11.5	0.9	3.3	6.0	5.3	1.7	0.9	-	0.7	0.1	43.2	100.00

Table 6.3-1.4: Radio Station Preferences for Different Programme Sectors (1999)

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.1	1.9	15.8	8.8	6.4	18.0	5.3	1.7	10.4	15.8	0.1	0.9	2.1	3.9	12.6	100.00
Discussions	6.9	1.8	18.4	8.4	0.9	1.0	16.7	2.3	1.7	0.3	-	-	0.8	0.5	40.3	100.00
Sport	5.3	1.6	12.8	5.7	2.1	1.6	3.9	-	1.4	1.3	-	0.1	0.5	0.9	62.8	100.00
Money & Business	3.8	1.2	8.6	5.2	0.4	0.3	4.0	-	0.1	0.3	0.5	0.3	0.4	0.3	74.8	100.00
Culture	6.5	1.7	13.1	6.5	1.2	0.8	9.3	1.0	1.0	0.8	0.5	0.3	1.4	0.3	55.6	100.00
Health/Beauty/home/Law	6.2	1.6	17.1	7.5	0.3	0.8	13.7	0.6	0.9	0.4	0.3	0.3	0.8	0.5	49.0	100.00
Religion	4.8	5.5	-	3.4	0.3	0.3	27.5	-	0.1	0.4	-	0.1	0.4	0.4	52.9	100.00
Novels & Plays	10.0	2.6	12.8	5.6	0.4	0.5	7.0	0.4	0.1	0.1	-	0.3	0.5	0.4	59.3	100.00
Children	4.7	0.4	8.8	4.0	0.1	0.3	5.8	0.1	0.5	-	0.1	0.1	0.5	0.3	74.2	100.00
Local News	10.4	2.9	25.9	14.3	3.9	5.6	10.0	0.5	2.6	2.1	-	0.1	0.5	1.8	19.5	100.00
Foreign News	10.2	2.5	23.9	13.0	3.9	5.7	9.7	0.4	2.6	2.5	-	0.1	0.6	1.8	23.1	100.00
Current Affairs	7.5	1.8	17.9	10.9	1.9	3.4	5.8	0.9	1.4	0.9	0.3	0.3	0.5	1.0	45.7	100.00

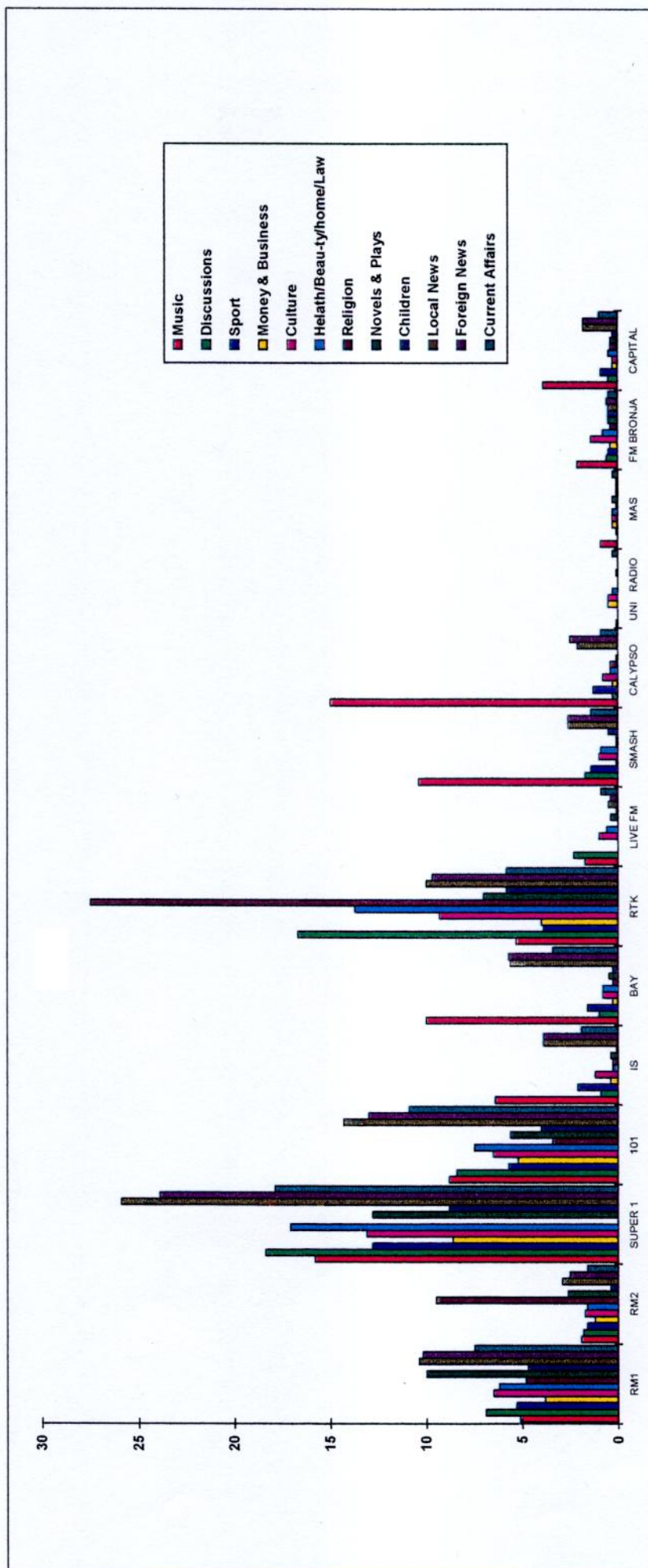


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (1999)

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.4-1, Table 6.4-2, Table 6.4-3 and Table 6.4-4 outline the way the Maltese understand the relative strengths of TV channels received locally, expressed in the form of respect of the set of programme sectors studied for 1996, 1997, 1998 and 1999 respectively. In 1996, TVM and Super 1 TV had both been ranked highest for Local News; Smash TV had been ranked highest for Music Video-Clips; RAI had been ranked highest for its Documentaries whilst the Mediaset group of channels had been ranked highest for Feature Films. The other Italian stations had been ranked highest for Music Video-Clips whilst Satellite channels had been ranked highest for Documentaries.

6.5.2 In 1997 (see Table 6.4-2), the same interest ranking was retained in respect of all the stations except for the category grouped under the heading “other Italian stations”: TVM and Super 1 TV were both ranked highest for Local News; Smash TV was ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels were ranked highest for Feature Films. In 1997, the other Italian stations were ranked highest for Sports and not for Music Video-Clips. The Satellite channels were again ranked highest for Documentaries.

6.5.3 In 1998 (see Table 6.4-3), the same interest ranking was retained in respect of all the stations except for the category grouped under the heading “other Italian stations”: TVM and Super 1 TV were both ranked highest for Local News; Smash TV was ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels were ranked highest for Feature Films. This year, the other Italian stations were also ranked highest for Feature Films. The Satellite channels were again ranked highest for Documentaries.

6.5.4 One needs to recall that in 1999 (see Table 6.4-4), Smash TV was not available only to Cable subscribers, and that NET TV had been on the air for some months. The interest ranking resulting from this year’s study is therefore quite interesting: TVM, Super 1 TV and NET TV were all ranked highest for Local News; Smash TV was once more ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries whilst the Mediaset group of channels were ranked highest for Feature Films. This year, the other Italian stations were ranked highest for interest in Music Video-Clips. The Satellite channels were again ranked highest for Documentaries. Interestingly so, Smash was ranked second for its Documentaries, TVM for the Weather Report, whilst Super 1, NET TV and RAI were ranked second for Foreign News.

6.5.5 As is the case with the parallel figures for radio, the data in the Tables included here, and the further breakdowns provided in full in the Table Appendix, need to be interpreted with caution. The figures refer to *interest in a particular programme segment*. It is not correct to say that if two stations are both ranked highest for their music programmes, they are equally good in that programme segment: the relative score needs to be analysed against the projected station profile to see whether a particular station is meeting its stated objectives. The figures in Table 6.4-4 for 1999 are graphically summarised in Figure 6.2.

Table 6.4-1.1: TV Channel Preferences for Different Programme Sectors (1996)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	68.80	20.10	0.40	0.00	0.00	0.00	0.00	10.70	100.00
Foreign News	31.90	12.30	0.10	20.60	11.00	0.50	8.80	14.80	100.00
Sports	14.50	7.80	0.50	12.50	7.90	1.60	10.50	44.70	100.00
Weather	53.60	10.40	0.10	7.20	3.60	0.40	2.90	21.80	100.00
Feature Films	5.10	1.90	0.50	11.10	42.50	1.10	9.70	28.10	100.00
Serials/Soap Operas	3.60	1.20	0.40	3.60	20.10	0.60	2.90	67.60	100.00
Documentaries	11.40	5.80	0.10	25.90	6.50	0.40	13.00	36.90	100.00
Current Affairs	12.20	4.80	0.20	6.80	6.50	0.20	5.60	63.70	100.00
Discussions	34.80	10.90	0.20	4.20	4.10	0.20	1.70	43.90	100.00
Quizzes/Game Shows/Variety Prog.	10.00	1.30	0.10	7.60	36.00	0.30	5.00	39.70	100.00
Music Video-Clips	6.50	2.80	1.50	3.70	6.30	4.10	8.80	66.30	100.00
Plays	24.30	4.00	0.10	2.60	2.40	0.40	1.40	64.80	100.00
Art & Culture	17.80	5.80	0.00	4.50	3.00	0.20	2.20	66.50	100.00
Women	21.40	6.00	0.10	2.00	4.30	0.20	2.80	63.20	100.00
Children	9.60	2.70	0.00	3.30	9.00	0.50	3.80	71.10	100.00
Religion	28.60	5.10	0.00	2.50	2.20	0.20	0.60	60.80	100.00
Business & Finance	7.40	2.80	0.00	1.80	3.20	0.20	2.70	81.90	100.00

Table 6.4-1.2: TV Channel Preferences for Different Programme Sectors (1997)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	60.2	23.5	0.1	0.2	0.1	0.0	0.1	15.8	100.00
Foreign News	31.5	12.4	0.0	17.7	9.4	0.0	8.7	20.2	100.00
Sports	9.7	5.4	0.8	10.0	7.6	1.6	10.0	54.9	100.00
Weather	31.1	7.7		5.5	2.0	0.0	4.2	49.5	100.00
Feature Films	2.5	0.7	0.1	11.9	38.8	0.5	5.9	39.5	100.00
Serials/Soap Operas	1.2	0.2		3.7	16.3	0.3	1.2	77.1	100.00
Documentaries	5.6	7.7	0.3	21.0	2.2	0.2	13.3	49.7	100.00
Current Affairs	7.0	1.3	0.1	7.2	2.4	0.1	5.4	76.5	100.00
Discussions	21.1	11.4	0.9	3.0	3.6	0.1	3.8	56.2	100.00
Quizzes/Game Shows/Variety Prog.	2.1	3.8	0.2	8.9	27.3	0.5	5.6	51.6	100.00
Music Video-Clips	0.6	1.1	5.6	1.3	3.6	3.2	9.4	75.3	100.00
Plays	26.6	3.2	0.0	0.5	0.4	0.1	0.6	68.6	100.00
Art & Culture	11.3	5.8	0.0	3.0	0.2	0.0	1.9	77.9	100.00
Women	12.1	5.6	0.1	0.9	0.5	0.0	1.6	79.1	100.00
Children	5.9	4.7	0.1	1.4	3.4	0.2	2.6	81.7	100.00
Religion	17.3	3.7	0.0	1.3	0.0	0.0	0.2	77.6	100.00
Business & Finance	5.7	0.7	0.0	2.6	0.7	0.2	1.9	88.1	100.00

Table 6.4-1.3: TV Channel Preferences for Different Programme Sectors (1998)

	TVM	SUPER 1	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%
Local News	71.1	22.9	0.2	0.1	0.1	-	0.2	5.4	100.00
Foreign News	34.0	10.9	-	18.9	12.1	0.1	12.9	11.1	100.00
Sports	17.1	8.0	0.9	15.2	6.9	0.6	14.2	37.0	100.00
Weather	50.5	11.3	0.2	8.0	1.7	-	9.5	18.8	100.00
Feature Films	8.6	2.0	0.6	10.6	41.1	1.3	13.3	22.5	100.00
Serials/Soap Operas	34.7	0.6	-	4.0	17.6	0.5	4.1	38.6	100.00
Documentaries	13.6	5.8	0.2	19.9	6.7	0.4	19.6	33.7	100.00
Current Affairs	19.2	4.5	0.2	6.2	5.3	0.1	9.3	55.2	100.00
Discussions	50.9	9.7	0.9	2.2	4.2	0.1	5.1	26.9	100.00
Quizzes/Game Shows/Variety Prog.	15.4	5.4	0.4	7.5	33.4	0.2	7.7	29.9	100.00
Music Video-Clips	5.2	2.2	11.3	2.1	3.7	4.2	15.9	55.5	100.00
Plays	43.7	6.1	-	1.4	0.4	0.1	2.6	45.6	100.00
Art & Culture	23.2	3.4	0.1	6.4	1.2	0.4	10.2	55.2	100.00
Women	29.1	7.4	0.8	1.8	2.9	-	5.3	52.8	100.00
Children	18.9	4.6	0.2	5.8	6.7	0.5	10.3	53.3	100.00
Religion	35.0	4.0	-	2.6	0.1	-	2.6	55.7	100.00
Business & Finance	12.3	2.2	0.1	1.8	1.2	0.2	8.5	73.6	100.00

Table 6.4-1.4: TV Channel Preferences for Different Programme Sectors (1999)

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELLITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	56.2	20.6	14.7	1.3	0.1	0.2	-	-	6.9	100.00
Foreign News	34.1	12.9	7.0	0.6	15.5	9.4	0.4	10.8	9.3	100.00
Sports	19.3	9.8	4.3	0.2	10.2	6.4	0.8	11.7	37.3	100.00
Weather	43.9	9.8	5.6	0.2	6.1	3.1	0.3	7.4	23.6	100.00
Feature Films	10.2	2.8	1.3	1.5	10.8	35.2	2.3	13.8	22.1	100.00
Serials/Soap Operas	37.7	2.1	0.7	0.1	4.5	15.7	0.2	5.7	33.3	100.00
Documentaries	16.1	7.3	1.6	0.8	20.8	7.7	0.2	19.1	26.5	100.00
Current Affairs	21.9	5.3	2.2	0.7	7.5	5.4	0.2	9.8	47.0	100.00
Discussions	42.1	8.9	6.1	2.8	3.3	4.7	-	5.9	26.2	100.00
Quizzes/Game Shows/Variety Prog.	16.5	7.7	5.0	1.1	6.4	24.6	0.1	5.3	33.2	100.00
Music Video-Clips	6.0	3.9	1.5	13.1	1.0	2.0	3.0	13.6	55.9	100.00
Plays	34.5	7.5	0.4	0.2	0.9	0.7	-	1.8	54.0	100.00
Art & Culture	25.3	3.9	0.9	0.2	4.7	2.6	0.2	6.7	55.3	100.00
Women	26.0	7.2	1.0	0.6	1.3	1.6	-	5.7	56.6	100.00
Children	21.2	5.0	0.8	0.1	2.1	5.3	-	9.0	56.5	100.00
Religion	38.3	3.4	0.6	0.1	2.6	1.0	-	2.7	51.2	100.00
Business & Finance	14.6	3.1	1.0	-	0.8	1.7	-	4.8	73.3	100.00

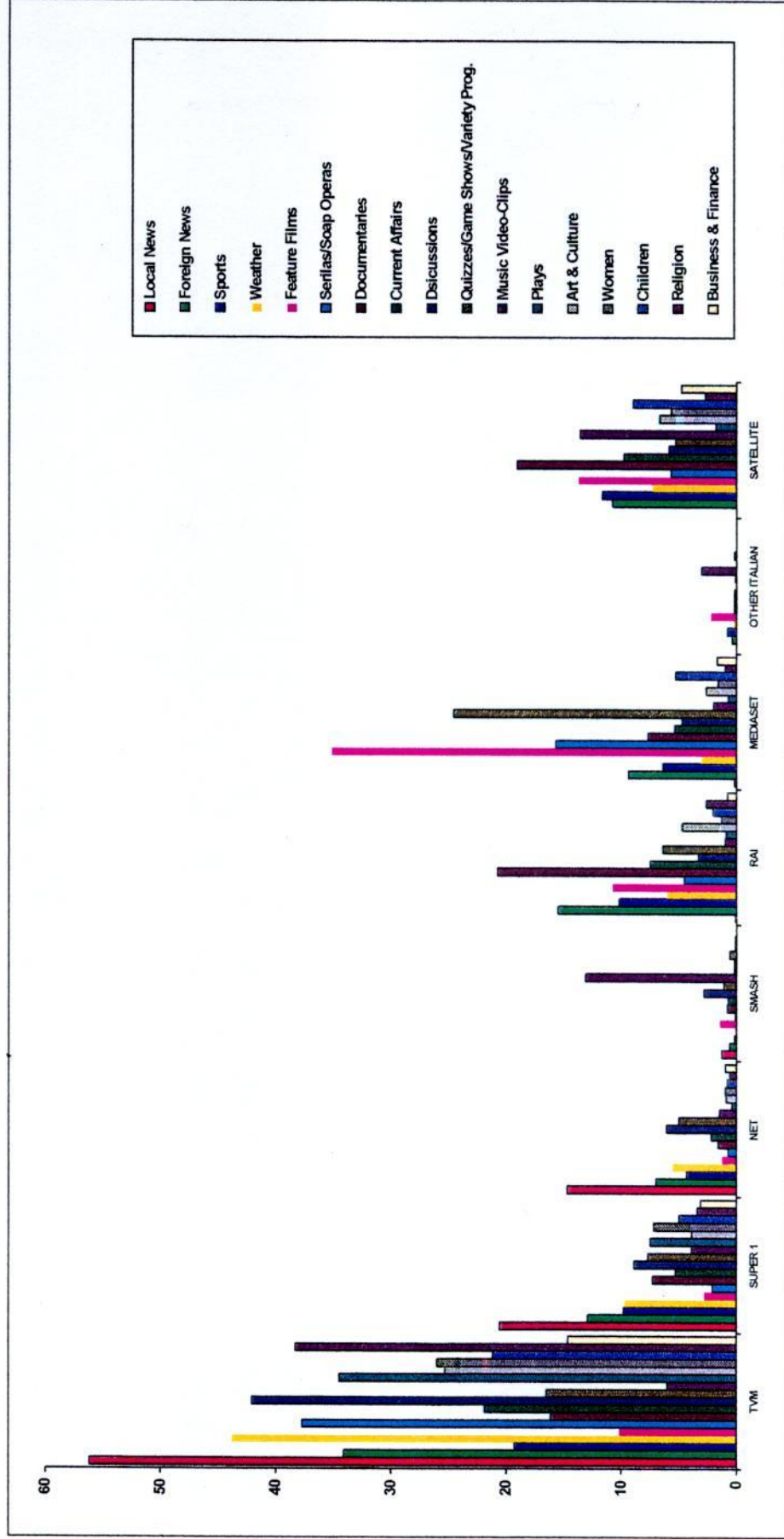


Fig 6.2: Comparative TV Station Ranking by Different Programme Segments (1999)

6.6.0 Party Political Programmes

6.6.1 Since the Broadcasting Authority is directly responsible for the production and broadcasting of party political broadcasting, it has a special interest to know who follows such broadcasts. Figure 6.3 summarises the details for 1996, 1997, 1998, and 1999. The data for 1999 is presented in full in Table 6.5 (in the Tables Appendix) which provides the full breakdowns on this subject.

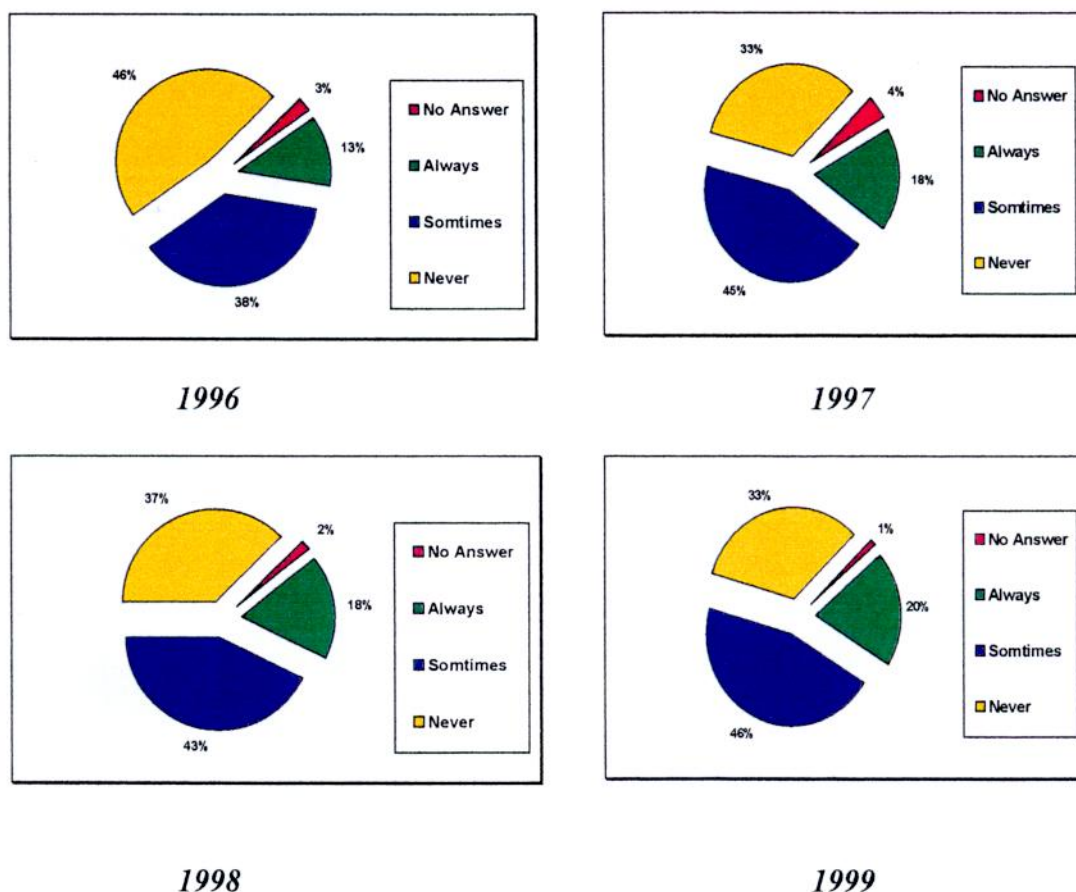


Fig 6.3: Extent of Interest in Political Broadcasts 1996 - 1999

6.6.2 The full breakdowns suggest that there is a higher interest among males to follow political broadcasts always (23.5% males vs. 17.2% females in 1999) as against 16.8% males vs. 13.4% females in 1996; 20.1% males and 16.6% females in 1997 and 21.6% males and 14.5% females in 1998. Those aged 51-65 retain the highest interest to follow these broadcasts since 28% always view them. Persons in the DE socio-economic group registered the highest percentage (28.2%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (38.2% vs. 27.8% males). When the data regarding those who 'never' follow such broadcasts are broken down into the various socio-economic groups it is noticed that those in the DE socio-economic category register the highest percentage: DE: 34.7%; followed by C2 32.7%; C1: 32.4% and AB 32.1%. Full details are available in the Table.

6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were asked to the respondents in this study to explore the latent demand for new programmes for both Radio and TV. The full listings and breakdowns for these suggestions are incorporated as Tables 6.6 and 6.7 in the Table Appendix to this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, 14.9% of all respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals covered: more music (5.2%); plays in Maltese (2.2%); discussion programmes (2.1%); educational programmes (1.8%); Maltese Novels (0.8%); Phone-in programmes (0.6%); sports (0.5%); and programmes on Maltese culture (0.3%). Other proposals were made by very small number of respondents, and these are listed in Table 6.6.

6.7.3 As regards TV, as many as 56.2% of all respondents who had stated that they view TV regularly made some kind of proposal for new TV programmes. The most common suggestions made were: plays in Maltese (12%); modern films (5.8%); Educational programmes (5.6%); more sports (5.5%); Teleserials (5%); Discussion Programmes (4.6%) Children's Programmes (3.7%); documentaries (3.7%); Music (3%); programmes on Maltese culture (2.5%); Maltese Language Programmes (0.9%) and old films (0.6%). Other proposals were made, and they are also listed in the Table with the usual breakdowns by gender, age group and socio-economic group from which they originate.

VII RADIO AUDIENCE AUDIT

7.1.0 General

7.1.1 Respondents taking part in the survey were again asked to indicate which radio programmes originating in Malta they had listened to on the two consecutive days prior to the interview. They were also specifically asked at what time they had listened to the radio, and this for every half hour of listening for the full twenty four hours of the day.

7.1.2 This chapter examines the findings on daily radio listening throughout the entire week as reported by respondents. The respective shares of the various radio stations result from the aggregated data. As explained in the Technical Report, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') listening on a half hourly basis. Each respondent was then asked to recall also the listening for the day before (i.e. 'the day before yesterday'). To allow direct comparability with the 1995, 1996 1997 and 1998 studies, audience share was calculated as "the number of hours accumulated by the station (through the number of person-listening hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval". As with the studies since 1996, the only variation from this is in respect of University Radio and Radju MAS who share the same frequency and who do not transmit for twenty-fours each. Since these two stations do not transmit for the full 24 hours, the 'total potential number of hours available by the population' was matched with the respective station's opening and closing times, and the average worked out accordingly since a division by a number of hours in excess of what the station is actually transmitting obviously results in a distortion of facts. In line with the Authority's 1997 directive (see *par.* 2.4 above), a statistic for 'average' audience levels for 6.00 a.m. to midnight is also given in the daily Tables for 1999.

7.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on listening on the day preceding the interview ('yesterday') and of another sub-sample composed of those who replied in respect of the same day of the week, but did so two days later, i.e. they were asked to recall their listening for 'the day before yesterday'.

7.2.0 Average Radio Audience Share

7.2.1 Table 7.1 and Fig. 7.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest score for the daily average was this year again registered by Radio Super 1, at 3.70% (1996: 3.16%; 1997: 2.19%; 1998: 2.43%). The highest daily average for the station was registered on Thursday, with 3.87%. This was followed by RTK, with a daily average of 1.72% (1996: 2.22%; 1997: 1.57%; 1998: 1.88%); and Radio Malta 1 at 1.06 (1996: 1.56%; 1997: 1.25%; 1998: 1.63%), and Radio 101 at 1.27%

v(1996: 0.72%; 1997: 1.15%; 1998: 1.66%). It is interesting to note that Radio 101 continued to supersede Radio Malta 1 in 1999 as it had done in 1998.

Table 7.1: Daily Radio Average Audience Share 1999

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
Monday	1.07	0.20	4.43	1.52	0.11	0.92	1.71	0.00	0.57	0.62	0.00	0.47	0.17	0.51	88.36	100
Tuesday	0.66	0.37	4.39	1.65	0.43	0.62	2.26	0.00	0.66	0.61	0.00	0.47	0.17	0.83	87.67	100
Wednesday	0.99	0.21	3.63	1.44	0.62	1.03	1.48	0.00	0.84	0.96	0.04	0.15	0.09	0.83	88.05	100
Thursday	1.34	0.17	3.87	0.98	0.55	0.87	1.65	0.00	0.59	1.17	0.06	0.10	0.00	0.76	88.34	100
Friday	1.35	0.27	2.70	1.31	0.51	1.14	1.70	0.00	0.57	0.90	0.00	0.12	0.04	0.52	89.31	100
Saturday	0.99	0.20	3.45	0.95	0.75	0.76	1.89	0.00	0.85	1.17	0.00	0.15	0.03	0.42	88.91	100
Sunday	0.99	0.05	3.47	1.03	0.28	0.48	1.32	0.00	0.26	0.32	0.00	0.00	0.06	0.34	91.70	100
Daily Average	1.06	0.21	3.70	1.27	0.46	0.83	1.72	0.00	0.62	0.82	0.01	0.21	0.08	0.60	88.91	100

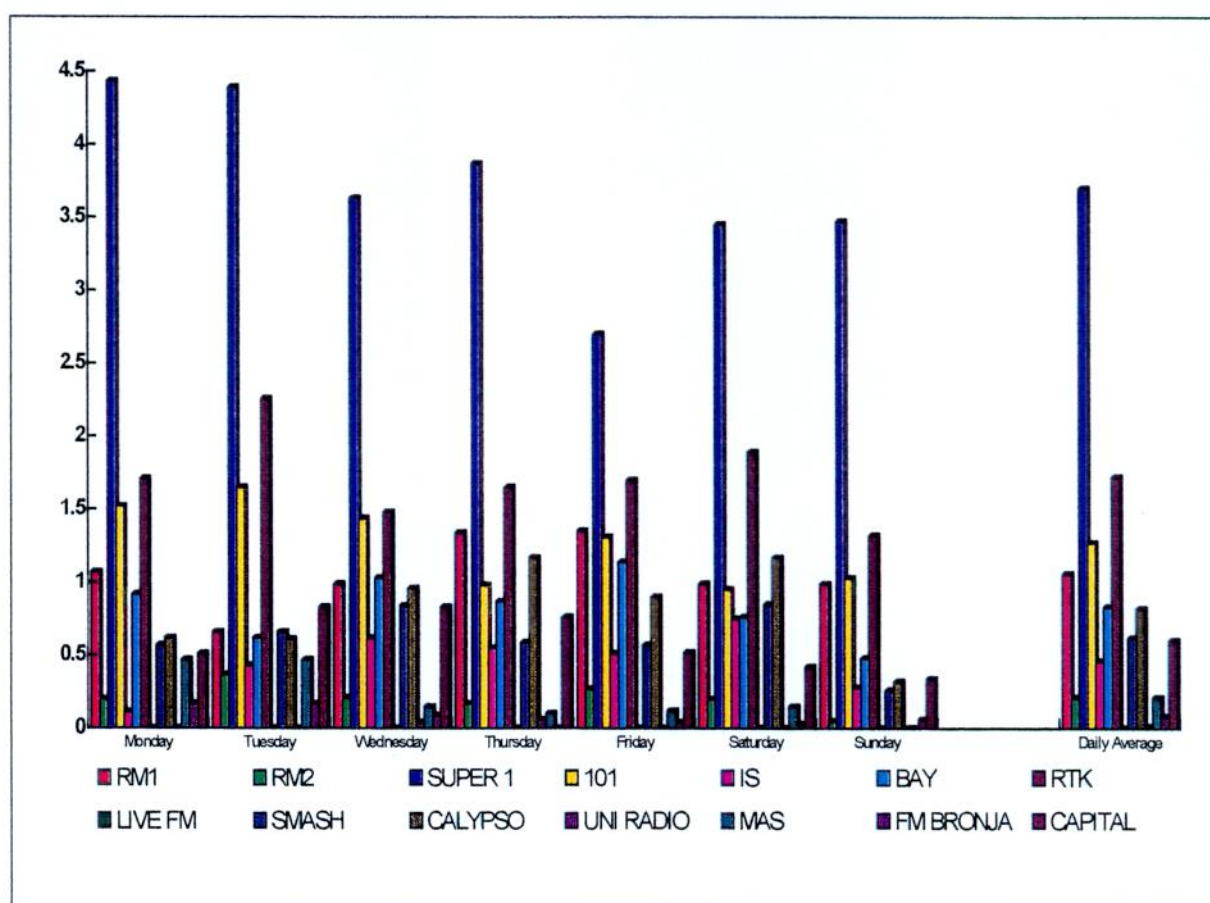


Figure 7.1: Daily Radio Average Audience Share 1999

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations is also a good indicator of their popularity. Table 7.2 summarises peak audience shares for the whole week. "Peak Audience" is defined as "the highest percentage of audience share obtained during the station's transmission time for a particular day". It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week. In 1998, the highest peak was again obtained by Radio

Super 1, this time this peak is reached twice, on a Tuesday and Thursday, with 11.19%. (1997 on a Monday with 11.54%; 1998: Saturday, with 9.09%). The closest peak was that reached by RTK on Tuesday, with 5.94%. Figure 7.2 graphically portrays how the stations compare on this index.

Table 7.2: Daily Radio Peak Audience Share 1999

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL
Monday	3.85	1.05	10.49	3.85	0.70	2.45	5.24	0.00	1.40	1.75	0.00	1.05	0.70	1.40
Tuesday	2.45	1.05	11.19	4.55	1.75	2.10	5.94	0.00	1.75	2.10	0.00	0.70	0.70	2.10
Wednesday	2.80	0.70	8.74	4.55	2.10	2.80	4.90	0.00	2.10	2.80	0.35	0.35	0.70	1.75
Thursday	3.85	1.05	11.19	2.80	1.75	2.80	4.20	0.00	2.10	3.15	0.35	0.35	0.00	2.10
Friday	3.85	1.40	8.39	4.20	1.75	3.15	4.55	0.00	2.10	2.45	0.00	0.35	0.35	2.10
Saturday	4.20	1.40	8.39	3.15	2.10	3.50	4.20	0.00	3.15	3.15	0.00	0.35	0.35	1.40
Sunday	2.45	0.35	6.29	4.20	1.75	2.45	3.15	0.00	1.40	1.05	0.00	0.00	0.35	1.05
Highest Peak	4.20	1.40	11.19	4.55	2.10	3.50	5.94	0.00	3.15	3.15	0.35	1.05	0.70	2.10

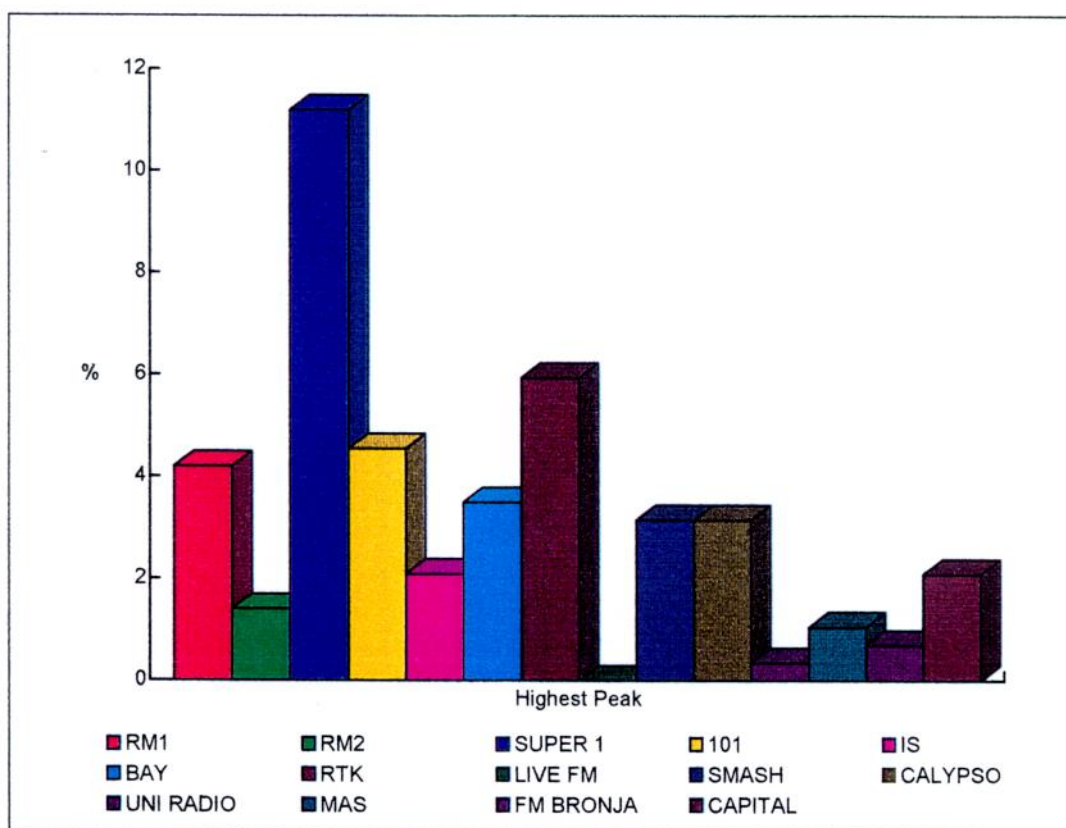


Figure 7.2: Highest Radio Station Peak Audience Share 1999

7.4.0 Daily Audience Share

7.4.1 The following pages map in detail the daily average audience shares for Maltese Radio Stations during the week covered by this study. Each day of the week is analysed in turn. The figures for each half-hour slot represent the total audience

numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same persons for a number of time-slots or whether its audience is changing. As such, the very complicated computation of 'non-listeners' is not included in this analysis. Thus these tables give no indication on the precise number of individuals from the population who did not tune into a particular radio station at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since persons listening at a particular time might, or might not be, the individuals listening during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience, (b) the day's peak audience, (c) the standard deviation statistic for the channel, and, as has already been stated above (d) the average audience for transmission between 6.00 a.m. and midnight for those stations on air during that time and, in the case of Radju MAS and UNI Radio, for those hours within this time period when they were transmitting. The first two of these have already been analysed above; the third statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day, whilst the fourth is important because of the very low audiences registered for night radio broadcasts in Malta.

7.5.0 Monday

7.5.1 On Monday, Super 1 Radio was strongest in the morning, with the largest audience obtained at noon, at 3.85%; its early and late afternoon audiences are also steady. The station loses its audience in the evening.

7.5.2 RTK has a consistently strong morning audience, relatively low in the early afternoon and picks up in mid-afternoon. RTK's peak time on Monday is between 10.00 a.m. and 11.00 a.m., with 5.24%.

7.5.3 Radio 101 registered a very good audience level on Monday, both in the morning and in the afternoon. It reaches a peak of 3.85% in the 6.30 - 7.30 a.m.

7.5.4 Radio Malta 1 also has a consistently strong audience in the morning and afternoon with a peak of 3.85%, obtained at noon.

7.5.5 Smash Radio has a consistent, if low, audience, with a peak of 1.40% between 5.00 p.m. and 6.00 p.m. Early afternoon audiences for Smash are consistent, but low.

7.5.4 A striking feature of the radio figures for Monday and throughout the whole week are the practically absent night audiences for radio except for Super 1 Radio and FM Bronja.

7.5.5 Table R1 provides details of audience levels for each half hour of the day for each national radio station.

7.6.0 Tuesday

7.6.1 On Tuesday, Super 1 Radio's audience is strongest just after mid-day, but is also very strong in the morning and afternoon. It peaks between 12.30 p.m. and 1.00 p.m. with 11.9%. The afternoon audience is also steady and strong, particularly around 5.30 p.m.

7.6.2 Radio Malta 1 has a low audience in the morning, with a peak of 2.45% at 9.00 a.m.; it retained a low audience in the afternoon.

7.6.3 Radio 101 registered a high peak of 4.55% on Tuesday between 7.30 a.m. and 8.30 a.m. retains a relatively good audience throughout the day.

7.6.3 Again on Tuesday, RTK had a very good audience level in the morning. Its peak of 5.94% was reached between 10.00 a.m. and 10.30 a.m. Its afternoon audience is also good and relatively stable.

7.6.4 Capital Radio captures an interesting but stable audience throughout Tuesday, is does on Monday, with a peak of 2.10%, retained between 1.00 p.m. and 4.00 p.m.

7.6.5 Table R2 provides details of audience levels for each half hour of the day.

7.7.0 Wednesday

7.7.1 Wednesday is the day when Super 1 Radio is also quite strong, with a peak audience level of 8.74% obtained at 12.30 p.m. and 1.30 p.m. During the afternoon, Super 1 retains a good audience level, with another peak of 6.29% at 5.00 p.m.

7.7.2 Radio Malta 1 performs quite well on Wednesday, with an audience level reaching around 2.80% for a couple of hours in the morning. Its afternoon audiences are low.

7.7.3 On this day, RTK reaches a peak of 4.90% at noon., but does not have a good audience in the early afternoon, although its audience increases between 4.00 p.m. and 5.00 p.m. to reach 2.45%.

7.7.4 Radio 101 reaches a peak of 4.55% at 8.00 a.m. and retains a very good audience level in the morning, and, albeit at a lower level, also in the afternoon.

7.7.4 Table R3 provides details of audience levels for each half hour of the day.

TABLE R1: RADIO LISTENERSHIP: MONDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.70	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	97.90	100
0030	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	99.30	100
0230	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0300	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0330	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.00	98.95	100
0530	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.35	0.35			0.00	0.00	98.25	100
0600	0.00	0.00	2.45	3.15	0.00	0.70	0.35	0.00	0.35	0.70		0.35	0.00	0.35	91.61	100
0630	0.35	0.35	5.24	3.85	0.00	1.05	1.05	0.00	0.35	0.35		0.35	0.00	0.35	86.71	100
0700	0.35	0.35	6.64	3.85	0.35	1.75	1.40	0.00	0.70	0.00		0.35	0.00	0.35	83.92	100
0730	1.05	0.35	7.69	3.50	0.70	2.45	1.05	0.00	0.70	0.00		0.35	0.00	1.05	81.12	100
0800	2.10	1.05	8.04	3.15	0.00	2.10	1.75	0.00	0.70	0.00		0.70	0.35	0.70	79.37	100
0830	2.45	0.35	8.04	2.80	0.00	1.40	1.75	0.00	0.70	0.35		0.35	0.35	0.70	80.77	100
0900	2.10	0.35	8.74	2.10	0.00	1.75	3.15	0.00	0.70	1.40		0.35	0.35	0.70	78.32	100
0930	2.10	0.35	8.04	2.45	0.00	1.75	4.55	0.00	0.35	1.40		0.35	0.35	0.70	77.62	100
1000	2.10	0.70	8.04	2.45	0.00	1.40	5.24	0.00	0.35	1.40		0.35	0.35	0.70	76.92	100
1030	2.45	0.70	8.04	2.45	0.00	0.70	5.24	0.00	0.35	1.40		0.35	0.35	1.05	76.92	100
1100	2.45	0.70	8.39	2.10	0.00	1.40	4.55	0.00	0.70	1.75		0.35	0.00	1.05	76.57	100
1130	2.10	0.70	9.09	2.10	0.00	1.40	4.20	0.00	0.70	1.05		0.35	0.00	1.05	77.27	100
NOON	3.85	0.35	10.14	2.10	0.00	1.75	2.80	0.00	0.70	1.05		0.35	0.00	1.05	75.87	100
1230	3.15	0.35	10.49	2.10	0.00	2.45	1.40	0.00	0.70	1.05		0.35	0.35	1.05	76.57	100
1300	2.80	0.00	9.09	2.10	0.00	2.45	1.05	0.00	0.35	1.05		0.70	0.70	1.40	78.32	100
1330	2.45	0.35	7.34	1.40	0.35	2.45	1.05	0.00	0.70	1.05		0.70	0.70	1.40	80.07	100
1400	1.75	0.00	5.24	1.75	0.35	2.10	1.05	0.00	0.70	1.40		1.05	0.35	1.40	82.87	100
1430	1.75	0.00	4.90	1.75	0.35	1.40	1.40	0.00	1.40	1.40		0.70	0.35	1.40	83.22	100
1500	1.40	0.35	4.55	1.40	0.00	1.40	1.75	0.00	1.05	1.40		0.70	0.00	1.40	84.62	100
1530	1.40	0.35	4.90	1.40	0.00	1.40	1.75	0.00	0.70	1.40		0.35	0.00	1.40	84.97	100
1600	1.05	0.35	6.29	3.15	0.35	1.05	1.75	0.00	0.70	1.40		0.35	0.00	1.05	82.52	100
1630	1.05	0.35	6.99	3.15	0.35	2.10	1.40	0.00	1.05	1.05	0.00		0.00	0.70	81.82	100
1700	1.05	0.35	5.94	3.15	0.35	1.75	1.40	0.00	1.40	1.05	0.00		0.35	0.70	82.52	100
1730	1.05	0.35	6.64	2.80	0.35	1.05	1.05	0.00	1.40	0.70	0.00		0.35	0.70	83.57	100
1800	1.05	0.35	6.64	2.45	0.35	1.05	1.75	0.00	1.05	1.05	0.00		0.00	0.70	83.57	100
1830	0.70	0.35	6.29	1.75	0.35	0.70	1.05	0.00	0.70	1.40	0.00		0.00	0.35	86.36	100
1900	1.05	0.00	5.59	1.40	0.00	0.70	3.15	0.00	0.70	1.40	0.00		0.00	0.35	85.66	100
1930	1.05	0.00	3.50	0.70	0.35	0.70	1.05	0.00	0.70	0.35	0.00		0.00	0.00	91.61	100
2000	1.75	0.00	2.45	0.70	0.00	0.70	0.70	0.00	0.70	0.35	0.00		0.00	0.00	92.66	100
2030	1.05	0.00	2.45	0.70	0.00	0.00	1.05	0.00	1.05	0.35	0.00		0.00	0.00	93.36	100
2100	1.05	0.00	2.10	1.05	0.00	0.00	0.70	0.00	1.05	0.35	0.00		0.35	0.00	93.36	100
2130	1.05	0.00	1.40	0.70	0.00	0.00	0.35	0.00	1.05	0.35	0.00		0.35	0.00	94.76	100
2200	0.35	0.00	1.40	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00		0.35	0.00	96.15	100
2230	0.00	0.00	1.40	0.70	0.35	0.35	0.70	0.00	0.70	0.00	0.00		0.00	0.00	95.80	100
2300	0.00	0.00	1.05	0.70	0.35	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.35	96.50	100
2330	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.35	97.20	100
average	1.07	0.20	4.43	1.52	0.11	0.92	1.71	0.00	0.57	0.62	0.00	0.47	0.17	0.51	88.36	100
maximum	3.85	1.05	10.49	3.85	0.70	2.45	5.24	0.00	1.40	1.75	0.00	1.05	0.70	1.40	99.65	100
std. dev.	1.02	0.26	3.28	1.20	0.18	0.83	1.41	0.00	0.39	0.59	0.00	0.20	0.20	0.50	8.50	
average for 0600-2400 hrs.	1.43	0.27	5.73	2.01	0.15	1.22	1.76	0.00	0.74	0.82	0.00	0.47	0.17	0.68	84.75	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R2: RADIO LISTENERSHIP: TUESDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.75	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	96.85	100
0030	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.20	100
0100	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.90	100
0130	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.35	0.35	97.90	100
0200	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0230	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0300	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0330	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0400	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.60	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.35	98.60	100
0500	0.00	0.00	0.70	0.70	0.00	0.00		0.00	0.35	0.00			0.00	0.35	97.90	100
0530	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.35	0.35			0.00	0.35	97.55	100
0600	0.00	0.35	2.80	2.45	0.00	0.35	0.35	0.00	0.35	0.35		0.70	0.00	0.35	91.96	100
0630	0.35	0.70	4.90	2.45	0.00	0.35	1.40	0.00	0.35	0.35		0.70	0.35	0.35	87.76	100
0700	0.70	0.70	6.64	3.50	0.70	1.40	1.40	0.00	1.05	0.70		0.70	0.35	0.70	81.47	100
0730	0.70	0.70	6.29	4.55	0.70	1.40	1.05	0.00	0.70	0.70		0.70	0.35	1.05	81.12	100
0800	1.75	0.70	7.34	4.55	0.35	2.10	1.40	0.00	1.05	0.35		0.70	0.35	0.70	78.67	100
0830	1.75	0.70	8.04	3.85	0.70	1.40	1.75	0.00	0.70	0.70		0.70	0.35	0.70	78.67	100
0900	2.45	0.70	8.39	2.80	0.70	0.70	3.85	0.00	0.70	1.75		0.35	0.35	0.70	76.57	100
0930	2.10	0.70	8.04	2.80	0.70	0.70	4.90	0.00	0.70	1.75		0.35	0.35	0.70	76.22	100
1000	1.75	1.05	8.04	3.15	0.35	1.05	5.94	0.00	0.70	1.40		0.35	0.35	0.70	75.17	100
1030	1.75	1.05	7.34	3.50	0.35	0.70	5.24	0.00	0.70	1.40		0.35	0.35	1.05	76.22	100
1100	1.40	1.05	7.34	3.50	0.35	1.05	5.24	0.00	0.70	1.40		0.35	0.70	1.05	75.87	100
1130	1.40	1.05	7.34	2.80	0.35	0.70	4.90	0.00	0.70	1.05		0.35	0.70	1.05	77.62	100
NOON	2.10	0.70	8.39	3.15	0.35	1.05	4.55	0.00	0.70	0.70		0.35	0.00	1.05	76.92	100
1230	1.05	0.35	11.19	2.80	0.35	1.05	2.45	0.00	0.70	0.70		0.35	0.35	1.05	77.62	100
1300	1.75	0.35	10.14	2.45	0.35	1.05	2.10	0.00	0.70	0.70		0.35	0.35	2.10	77.62	100
1330	1.05	0.35	8.04	1.75	1.40	1.05	1.75	0.00	0.70	0.70		0.35	0.35	2.10	80.42	100
1400	1.05	0.35	4.55	1.75	1.05	1.40	1.75	0.00	0.70	0.70		0.70	0.70	2.10	83.22	100
1430	1.05	0.35	4.20	1.75	1.40	1.40	1.75	0.00	1.05	0.70		0.35	0.35	2.10	83.57	100
1500	1.05	0.70	4.20	1.40	1.05	1.05	2.10	0.00	0.70	0.70		0.35	0.00	2.10	84.62	100
1530	0.70	0.70	5.24	1.75	1.05	1.05	1.75	0.00	0.70	0.70		0.35	0.00	2.10	83.92	100
1600	0.35	0.70	6.99	2.45	1.75	0.70	3.15	0.00	1.05	0.70		0.35	0.00	1.40	80.42	100
1630	0.35	0.70	7.69	2.45	1.40	1.40	3.15	0.00	1.05	0.35	0.00		0.00	1.05	80.42	100
1700	0.35	0.70	6.29	2.45	1.40	1.05	2.45	0.00	1.75	0.35	0.00		0.00	1.05	82.17	100
1730	0.70	0.70	5.94	2.80	1.05	0.70	2.10	0.00	1.40	0.35	0.00		0.00	0.35	83.92	100
1800	0.70	0.35	4.20	2.80	0.70	0.70	2.10	0.00	1.05	1.75	0.00		0.00	0.70	84.97	100
1830	0.70	0.70	4.90	2.10	0.35	0.35	1.75	0.00	1.05	2.10	0.00		0.00	0.70	85.31	100
1900	0.70	0.35	4.20	1.05	0.70	0.35	3.15	0.00	1.05	1.75	0.00		0.00	0.70	86.01	100
1930	0.35	0.35	2.80	1.05	0.35	0.35	2.10	0.00	0.70	1.05	0.00		0.00	0.35	90.56	100
2000	0.35	0.00	1.75	0.35	0.00	0.70	1.05	0.00	1.05	1.05	0.00		0.00	0.70	93.01	100
2030	0.35	0.00	1.75	0.35	0.00	0.35	1.05	0.00	0.35	0.70	0.00		0.00	0.35	94.76	100
2100	0.35	0.00	1.75	0.35	0.00	1.05	1.40	0.00	0.35	0.35	0.00		0.00	0.35	94.06	100
2130	0.35	0.00	2.10	0.35	0.00	0.70	1.05	0.00	0.35	0.35	0.00		0.00	0.70	94.06	100
2200	0.00	0.00	2.80	0.70	0.00	0.35	1.05	0.00	0.35	0.35	0.00		0.00	1.05	93.36	100
2230	0.00	0.00	3.15	0.35	0.35	0.00	1.05	0.00	0.35	0.35	0.00		0.00	1.05	93.36	100
2300	0.00	0.00	2.45	0.35	0.35	0.00	1.05	0.00	0.35	0.00	0.00		0.00	0.70	94.76	100
2330	0.35	0.00	2.45	0.35	0.00	0.00	0.35	0.00	1.05	0.00	0.00		0.00	0.70	94.76	100
average	0.66	0.37	4.39	1.65	0.43	0.62	2.26	0.00	0.66	0.61	0.00	0.47	0.17	0.83	87.67	100
maximum	2.45	1.05	11.19	4.55	1.75	2.10	5.94	0.00	1.75	2.10	0.00	0.70	0.70	2.10	98.60	100
std. dev	0.69	0.36	2.97	1.36	0.49	0.54	1.50	0.00	0.33	0.57	0.00	0.16	0.21	0.56	8.26	
average for 0600-2400 hrs	0.88	0.50	5.55	2.14	0.57	0.83	2.32	0.00	0.77	0.81	0.00	0.47	0.18	0.99	84.20	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R3: RADIO LISTENERSHIP: WEDNESDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
0030	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0100	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0130	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0200	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0230	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.70	0.00	0.00		0.00	0.35	97.55	100
0300	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0330	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0400	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.35	0.00			0.00	0.35	98.25	100
0500	0.00	0.00	0.70	0.35	0.00	0.00		0.00	0.35	0.00			0.00	0.35	97.90	100
0530	0.00	0.00	0.70	0.35	0.00	0.00	0.70	0.00	0.35	0.35			0.00	0.35	97.20	100
0600	0.35	0.35	1.40	1.75	0.00	0.00	1.05	0.00	0.35	0.35		0.00	0.00	0.35	94.06	100
0630	0.70	0.35	2.10	2.10	0.00	0.00	1.40	0.00	0.35	0.35		0.35	0.35	0.35	91.61	100
0700	1.05	0.70	3.85	3.15	0.70	1.40	1.40	0.00	0.70	0.70		0.35	0.35	0.70	84.97	100
0730	1.40	0.70	4.20	3.15	0.35	1.75	1.05	0.00	0.70	0.70		0.35	0.35	0.70	84.62	100
0800	2.80	0.70	5.59	4.55	1.05	2.45	2.10	0.00	1.05	1.40		0.35	0.35	1.05	76.57	100
0830	2.45	0.70	6.29	4.20	1.40	2.45	2.10	0.00	1.40	1.40		0.00	0.70	1.05	75.87	100
0900	2.80	0.35	6.99	2.80	2.10	2.10	3.15	0.00	1.40	1.75		0.00	0.70	1.40	74.48	100
0930	2.80	0.35	6.99	2.80	2.10	1.75	3.50	0.00	1.75	1.75		0.00	0.35	1.05	74.83	100
1000	2.80	0.35	8.04	3.85	1.40	2.10	3.15	0.00	1.75	1.75		0.35	0.35	1.05	73.08	100
1030	2.80	0.35	6.99	3.15	1.75	2.45	3.50	0.00	1.75	1.75		0.35	0.35	1.05	73.78	100
1100	2.80	0.35	6.99	3.50	1.40	2.80	3.50	0.00	2.10	1.75		0.35	0.35	1.05	73.08	100
1130	2.80	0.35	6.29	3.15	1.75	2.45	3.85	0.00	2.10	1.75		0.35	0.00	1.05	74.13	100
NOON	2.10	0.35	7.34	2.10	1.40	2.10	4.90	0.00	1.75	1.40		0.35	0.00	1.40	74.83	100
1230	2.10	0.35	8.74	2.10	1.05	2.10	2.10	0.00	1.05	1.40		0.00	0.00	1.05	77.97	100
1300	1.75	0.35	8.74	2.10	1.05	1.75	0.70	0.00	1.05	1.75		0.00	0.00	1.75	79.02	100
1330	1.05	0.35	8.04	2.10	0.70	1.75	0.70	0.00	1.40	1.40		0.00	0.00	1.75	80.77	100
1400	1.75	0.35	4.90	1.75	0.70	1.75	0.70	0.00	1.40	1.40		0.00	0.00	1.75	83.57	100
1430	1.40	0.35	4.90	1.75	1.05	1.40	0.70	0.00	1.05	1.75		0.00	0.00	1.75	83.92	100
1500	1.40	0.35	4.55	2.10	0.70	1.40	1.05	0.00	1.75	2.10		0.00	0.00	1.75	82.87	100
1530	1.40	0.35	4.90	1.40	1.05	1.40	1.05	0.00	1.40	2.10		0.00	0.00	1.75	83.22	100
1600	1.05	0.35	4.90	1.40	1.40	1.40	2.45	0.00	0.70	2.80		0.00	0.00	1.40	82.17	100
1630	1.05	0.35	5.24	1.75	1.05	1.40	2.45	0.00	0.35	2.45	0.00		0.00	1.40	82.52	100
1700	0.70	0.35	6.29	2.10	1.05	1.05	1.75	0.00	1.05	2.10	0.00		0.00	1.05	82.52	100
1730	0.70	0.35	5.59	1.75	1.05	1.05	1.75	0.00	1.05	1.75	0.00		0.00	1.05	83.92	100
1800	1.05	0.00	4.55	2.10	1.05	1.05	1.05	0.00	1.05	2.10	0.00		0.00	1.05	84.97	100
1830	1.05	0.00	4.20	0.70	0.70	1.05	0.35	0.00	1.05	1.40	0.35		0.00	0.70	88.46	100
1900	0.70	0.00	3.50	1.05	0.70	0.70	0.70	0.00	0.70	1.40	0.35		0.00	0.70	89.51	100
1930	0.70	0.35	2.10	1.05	0.35	0.35	1.05	0.00	0.70	0.70	0.35		0.00	0.70	91.61	100
2000	0.70	0.00	1.40	1.05	0.00	0.70	0.00	0.00	0.35	0.70	0.00		0.00	0.35	94.76	100
2030	0.35	0.00	1.05	0.00	0.00	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.35	96.15	100
2100	0.35	0.00	1.40	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00		0.00	0.35	96.50	100
2130	0.35	0.00	1.40	0.00	0.00	1.40	0.00	0.00	0.35	0.00	0.00		0.00	0.70	95.80	100
2200	0.35	0.00	1.05	0.35	0.00	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.70	95.45	100
2230	0.00	0.00	1.75	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00		0.00	0.70	96.15	100
2300	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	97.20	100
2330	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	97.20	100
average	0.99	0.21	3.63	1.44	0.62	1.03	1.48	0.00	0.84	0.96	0.04	0.15	0.09	0.83	88.05	100
maximum	2.80	0.70	8.74	4.55	2.10	2.80	4.90	0.00	2.10	2.80	0.35	0.35	0.70	1.75	98.25	100
std. dev.	0.98	0.22	2.66	1.30	0.64	0.87	1.26	0.00	0.55	0.83	0.12	0.17	0.18	0.49	8.99	
average for 0600-2400 hrs.	1.32	0.28	4.56	1.86	0.83	1.38	1.51	0.00	0.99	1.27	0.07	0.15	0.12	0.99	84.78	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

7.8.0 Thursday

7.8.1 Thursday is another very good day for Super 1 Radio, with a peak audience level of 11.19%, reached between 1.00 p.m. and 1.30 p.m. The station's early afternoon audience is also strong, hovering around the 6% level. Its evening audience is, as on other days, relatively poor.

7.8.2 Radio Malta 1 has again a stable morning audience with a peak of 3.85% at 9.00 a.m., and retains a stable audience of around 2% in the afternoon with a peak of 2.45% at 6.00 p.m..

7.8.3 Radio 101 registers its maximum audience of 2.80% between 8.00 a.m. and 9.00 a.m.. It retains a relatively stable morning and afternoon audience.

7.8.4 RTK has a consistently stable morning audience with a peak of 4.20% at 9.30 a.m. It retains a stable, if lower, audience in the afternoon.

7.8.5 Like the other days of the week Capital Radio has an interesting stable audience, even if it supersedes 2% only for one half hour slot, at 9.00 a.m.

7.8.6 Table R4 provides details of audience levels for each half hour of the day.

7.9.0 Friday

7.9.1 On Friday, Super 1 Radio retains its usual audience for its morning transmissions. It peaks at 12.30 p.m., with 8.39%. Late afternoon audiences are retained at a good level hovering around the 4% level.

7.9.2 Smash Radio captures its usual morning audience; the station reaching a peak of 2.10% at 9.30 a.m. In the afternoon, its audience is stable but very low.

7.9.3 RTK has a consistently morning audience, with the largest audience level registered at 10.30 a.m. (4.55%).

7.9.4 On this day, Radio 101 also had its best audiences in the morning, peaking at 8.00 a.m., with 4.20%.

7.9.5 Radio Malta's morning performance remains quite good, with the highest level reached between 11.00 a.m. and noon, with 3.85%.

7.9.4 Table R5 provides details of audience levels for each half hour of the day.

TABLE R4: RADIO LISTENERSHIP: THURSDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.35	0.00	0.35	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0030	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0230	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0300	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0330	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.00	0.00	0.35	0.35	0.00	0.00	1.05	0.00	0.00	0.70		0.00	0.00	0.00	97.55	100
0630	0.70	0.00	1.05	0.70	0.35	0.00	1.05	0.00	0.00	0.70		0.00	0.00	0.00	95.45	100
0700	1.40	0.00	3.50	2.10	0.35	1.40	0.70	0.00	0.35	0.70		0.00	0.00	0.35	89.16	100
0730	2.10	0.00	5.59	1.40	0.00	1.75	1.05	0.00	0.70	1.05		0.00	0.00	0.70	85.66	100
0800	3.50	0.35	8.04	2.80	1.40	1.75	1.75	0.00	1.40	1.75		0.00	0.00	1.75	75.52	100
0830	3.15	0.00	8.04	2.80	1.40	1.40	1.40	0.00	1.05	1.75		0.00	0.00	1.75	77.27	100
0900	3.85	0.00	8.74	2.45	1.75	1.40	3.15	0.00	1.40	2.10		0.00	0.00	2.10	73.08	100
0930	3.50	0.00	8.74	1.75	1.40	1.75	4.20	0.00	1.05	2.45		0.35	0.00	1.75	73.08	100
1000	3.50	0.00	8.74	2.45	1.05	2.10	3.85	0.00	0.70	2.80		0.35	0.00	1.75	72.73	100
1030	3.50	0.70	7.34	2.10	1.05	2.80	3.50	0.00	0.70	2.80		0.35	0.00	1.40	73.78	100
1100	3.50	0.70	7.34	2.45	0.70	2.10	3.50	0.00	1.40	2.45		0.35	0.00	1.40	74.13	100
1130	3.50	0.70	7.69	1.40	0.70	1.75	3.50	0.00	1.05	2.45		0.35	0.00	1.40	75.52	100
NOON	3.15	1.05	8.74	1.40	0.70	1.40	4.20	0.00	0.70	2.45		0.35	0.00	1.40	74.48	100
1230	2.45	0.70	10.49	1.40	1.05	1.40	2.80	0.00	0.35	1.75		0.00	0.00	1.05	76.57	100
1300	2.10	1.05	11.19	0.70	1.05	1.40	2.45	0.00	0.35	2.10		0.00	0.00	1.05	76.57	100
1330	2.10	0.70	9.44	1.05	1.05	1.40	2.10	0.00	0.70	2.10		0.00	0.00	1.40	77.97	100
1400	2.45	0.70	4.90	1.40	1.05	1.40	2.10	0.00	0.70	1.75		0.00	0.00	1.40	82.17	100
1430	2.80	0.70	5.24	1.40	1.40	1.05	2.10	0.00	0.70	2.45		0.00	0.00	1.40	80.77	100
1500	1.75	0.35	4.55	1.75	1.05	1.05	2.10	0.00	2.10	2.10		0.00	0.00	1.40	81.82	100
1530	1.75	0.00	4.55	1.75	0.70	1.05	1.75	0.00	1.75	2.10		0.00	0.00	1.40	83.22	100
1600	2.10	0.00	5.24	1.75	0.70	1.40	1.40	0.00	1.75	3.15		0.00	0.00	1.40	81.12	100
1630	1.40	0.00	4.90	1.75	1.05	1.05	1.40	0.00	1.75	2.80	0.00		0.00	1.05	82.87	100
1700	1.05	0.00	5.94	2.10	1.05	2.10	1.40	0.00	2.10	2.45	0.00		0.00	1.05	80.77	100
1730	1.40	0.00	5.59	1.40	1.05	2.10	1.05	0.00	1.40	1.75	0.00		0.00	1.05	83.22	100
1800	2.45	0.35	5.94	2.10	1.05	1.05	2.10	0.00	1.40	1.75	0.00		0.00	1.05	80.77	100
1830	1.75	0.00	5.24	1.05	0.35	1.05	1.75	0.00	1.05	1.75	0.35		0.00	0.70	84.97	100
1900	1.40	0.00	4.20	1.05	0.35	1.75	1.40	0.00	0.35	1.40	0.35		0.00	1.05	86.71	100
1930	1.05	0.00	2.80	0.70	0.35	0.70	1.05	0.00	0.35	1.05	0.35		0.00	0.70	90.91	100
2000	0.70	0.35	1.40	0.70	0.35	0.70	0.35	0.00	0.00	0.70	0.35		0.00	0.70	93.71	100
2030	0.35	0.00	1.40	0.00	0.70	0.70	0.35	0.00	0.00	0.35	0.00		0.00	0.35	95.45	100
2100	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.35	97.90	100
2130	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
2200	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
2230	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	98.25	100
2300	0.00	0.00	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.35	97.90	100
2330	0.00	0.00	0.70	0.35	0.35	0.70	0.35	0.00	0.35	0.00	0.00		0.00	0.35	96.85	100
average	1.34	0.17	3.87	0.98	0.55	0.87	1.65	0.00	0.59	1.17	0.06	0.10	0.00	0.76	88.34	100
maximum	3.85	1.05	11.19	2.80	1.75	2.80	4.20	0.00	2.10	3.15	0.35	0.35	0.00	2.10	99.65	100
std. dev.	1.33	0.31	3.42	0.91	0.51	0.79	1.24	0.00	0.64	1.05	0.13	0.16	0.00	0.64	10.08	
average for 0800-2400 hrs	1.79	0.23	5.04	1.31	0.72	1.17	1.69	0.00	0.79	1.55	0.09	0.10	0.00	1.01	84.61	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

TABLE R5: RADIO LISTENERSHIP: FRIDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	98.95	100
0030	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0100	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0130	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0200	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0230	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0300	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.65	100
0400	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.00	99.65	100
0500	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.00	99.65	100
0530	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.00	99.30	100
0600	0.00	0.00	0.70	1.40	0.00	0.00	1.05	0.00	0.35	0.35		0.35	0.00	0.00	95.80	100
0630	0.70	0.00	1.40	2.10	1.05	0.00	1.05	0.00	0.35	0.70		0.35	0.00	0.00	92.31	100
0700	1.05	0.00	3.50	2.80	1.05	1.40	0.70	0.00	0.70	1.05		0.35	0.00	0.35	87.06	100
0730	1.75	0.00	3.15	3.50	1.05	1.75	0.35	0.00	0.70	1.05		0.35	0.00	1.05	85.31	100
0800	2.80	0.35	5.24	4.20	1.40	2.10	1.05	0.00	1.05	1.40		0.35	0.00	1.40	78.67	100
0830	3.15	0.00	5.24	3.85	1.05	2.10	2.10	0.00	0.70	1.40		0.35	0.00	1.75	78.32	100
0900	3.50	0.35	5.24	3.15	1.05	2.45	3.85	0.00	1.40	2.10		0.35	0.00	2.10	74.48	100
0930	3.50	0.35	4.55	2.80	1.05	2.45	3.85	0.00	2.10	2.45		0.00	0.00	2.10	74.83	100
1000	3.50	0.35	4.90	2.45	1.05	3.15	3.85	0.00	1.75	2.10		0.00	0.00	2.10	74.83	100
1030	3.50	1.05	4.90	2.10	1.05	2.80	4.55	0.00	1.75	2.10		0.00	0.00	1.75	74.48	100
1100	3.85	1.05	4.20	2.10	1.05	2.10	4.20	0.00	1.75	2.10		0.00	0.00	1.40	76.22	100
1130	3.85	1.05	5.24	1.75	0.70	2.10	4.20	0.00	1.75	2.10		0.00	0.00	1.40	75.87	100
NOON	2.80	1.40	8.04	2.45	0.70	2.10	3.50	0.00	1.40	2.10		0.00	0.00	0.70	74.48	100
1230	2.10	1.05	8.39	1.75	0.70	2.10	2.80	0.00	0.70	1.05		0.00	0.00	0.70	78.67	100
1300	2.10	1.40	8.04	1.40	0.70	2.10	2.10	0.00	0.70	1.05		0.00	0.00	1.05	79.37	100
1330	2.10	1.05	6.29	1.40	0.70	2.10	1.75	0.00	0.35	1.05		0.00	0.00	1.05	82.17	100
1400	2.45	1.05	4.55	1.75	1.05	1.75	1.75	0.00	0.35	1.05		0.00	0.00	1.05	83.22	100
1430	2.80	0.70	3.85	1.40	1.05	1.75	1.75	0.00	0.35	1.05		0.00	0.00	1.05	84.27	100
1500	2.80	0.35	3.50	2.10	1.05	1.75	1.75	0.00	0.70	1.05		0.00	0.00	1.05	83.92	100
1530	1.05	0.35	3.15	2.10	1.40	1.75	2.10	0.00	0.35	1.05		0.00	0.35	1.05	85.31	100
1600	1.05	0.35	4.20	2.10	1.75	1.05	2.10	0.00	0.70	0.35		0.00	0.35	0.35	85.66	100
1630	1.40	0.35	2.80	2.10	0.70	1.05	2.10	0.00	0.70	0.35	0.00		0.35	0.35	87.76	100
1700	1.05	0.00	3.15	2.80	0.70	2.10	1.40	0.00	0.70	1.05	0.00		0.35	0.35	86.36	100
1730	1.05	0.00	4.90	2.45	0.70	1.75	1.40	0.00	0.35	1.05	0.00		0.35	0.00	86.01	100
1800	2.10	0.35	4.90	1.40	0.35	1.40	2.10	0.00	0.35	1.40	0.00		0.35	0.00	85.31	100
1830	1.40	0.00	4.90	1.05	0.35	1.05	2.10	0.00	0.35	1.05	0.00		0.00	0.00	87.76	100
1900	1.75	0.00	3.50	0.70	0.35	1.75	1.40	0.00	0.35	1.05	0.00		0.00	0.00	89.16	100
1930	1.40	0.00	2.45	0.70	0.35	1.75	0.70	0.00	0.70	1.05	0.00		0.00	0.00	90.91	100
2000	1.05	0.00	1.40	0.70	0.35	1.75	0.00	0.00	0.70	0.70	0.00		0.00	0.00	93.36	100
2030	0.70	0.00	0.70	0.35	0.00	1.05	0.00	0.00	0.70	0.70	0.00		0.00	0.35	95.45	100
2100	0.35	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.35	0.35	0.00		0.00	0.00	97.55	100
2130	0.00	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.35	98.25	100
2200	0.00	0.00	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	98.60	100
2230	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
2330	0.00	0.00	0.35	0.35	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.00	97.55	100
average	1.35	0.27	2.70	1.31	0.51	1.14	1.70	0.00	0.57	0.90	0.00	0.12	0.04	0.52	89.31	100
maximum	3.85	1.40	8.39	4.20	1.75	3.15	4.55	0.00	2.10	2.45	0.00	0.35	0.35	2.10	99.65	100
std. dev.	1.26	0.42	2.49	1.18	0.50	0.95	1.35	0.00	0.56	0.62	0.00	0.16	0.12	0.68	8.99	
average for 0600-2400 hrs	1.74	0.36	3.57	1.75	0.68	1.52	1.75	0.00	0.76	1.09	0.00	0.12	0.06	0.70	85.96	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

7.10.0 Saturday

- 7.10.1 Super 1 Radio's audience levels for Saturday continue to be very high, with a peak audience of 8.39% at noon. Early afternoon audiences are also good, with a maximum level of 5.59% obtained at 5.30 p.m.
- 7.10.2. RTK has a consistent morning audience increasing to a peak 4.20% at noon. In the early afternoon its audience is better than what it is in the late afternoon.
- 7.10.3. Radio Malta 1 remains consistently strong in the morning, with a peak at 9.30 a.m. of 4.20%.
- 7.10.4. On this day, Radio 101's best performance is reached between 9.00 a.m. and 9.30 a.m. with a 3.15% audience level. This station retains a stable audience in the morning but sheds almost half of it in the early afternoon.
- 7.10.5 Smash Radio has a good audience in the morning, with a peak of 3.15%; audience levels are retained between 9.30 a.m. and 11.30 a.m. Afternoon audiences for this station are weak.
- 7.10.6 Table R6 provides details of audience levels for each half hour of the day.

7.11.0 Sunday

- 7.11.1 On Sunday, Super 1 Radio's overall performance is good, with an audience level building up until 11.00 a.m. when it reaches a peak of 6.29% and retains this level for an hour. In the afternoon, audience levels hover around the 4%, but are substantially reduced in the evening.
- 7.11.2 RTK's largest morning audience on Sunday is recorded at 9.00 a.m. with 3.15% level, whilst that of Radio Malta 1 registers a peak of 2.45% between 10.00 a.m. and 11.30 a.m.. This station retains a stable audience in the afternoon but evening audience levels are not strong at all.
- 7.11.3 On Sunday, Capital has a relatively lower audience than during the week, but still attracts a stable audience with a peak of 1.05%. Bay Radio registers a peak of 2.45% at 9.30 a.m.
- 7.11.4 Radio 101's best audience was registered between 10.00 a.m. and 11.00 a.m., with 4.20%. Smash Radio has an audience that peaks between 3.00 p.m. and 4.00 p.m., at 1.40%.
- 7.11.5 Table R7 provides details of audience levels for each half hour of the day.

TABLE R6: RADIO LISTENERSHIP: SATURDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.35	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
0030	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0230	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0300	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.35	98.95	100
0400	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35	0.00		0.00	0.35	98.95	100
0430	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.35	98.95	100
0500	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.35			0.00	0.35	98.95	100
0530	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	0.70	98.25	100
0600	0.70	0.00	3.15	1.05	0.00	0.00	1.05	0.00	0.00	0.35		0.00	0.00	0.35	93.36	100
0630	0.70	0.00	3.85	1.40	0.00	0.00	1.75	0.00	0.00	1.05		0.35	0.00	0.00	90.91	100
0700	2.10	0.00	4.55	1.40	0.00	2.10	1.75	0.00	0.35	1.05		0.35	0.00	0.35	86.01	100
0730	1.40	0.00	4.90	1.40	0.00	2.10	1.75	0.00	0.35	1.40		0.35	0.00	0.35	86.01	100
0800	1.40	0.00	6.29	2.10	0.70	1.75	2.80	0.00	1.40	2.10		0.00	0.00	0.70	80.77	100
0830	2.45	0.00	6.64	2.45	0.70	2.45	3.15	0.00	1.40	2.45		0.00	0.00	0.70	77.62	100
0900	3.50	0.35	7.34	3.15	1.40	3.50	3.15	0.00	2.80	2.10		0.35	0.00	1.40	70.98	100
0930	4.20	0.35	5.94	2.80	1.75	3.15	3.50	0.00	3.15	2.10		0.35	0.00	1.40	71.33	100
1000	3.15	1.05	5.94	2.80	1.40	3.15	3.50	0.00	3.15	2.80		0.35	0.00	1.05	71.68	100
1030	2.80	1.05	5.94	2.45	1.40	2.80	3.15	0.00	3.15	3.15		0.35	0.00	1.05	72.73	100
1100	3.50	1.40	5.94	2.10	1.75	1.75	3.15	0.00	3.15	3.15		0.35	0.00	1.40	72.38	100
1130	2.80	1.05	5.94	2.10	1.75	1.75	3.15	0.00	2.45	2.45		0.35	0.00	1.40	74.83	100
NOON	2.45	0.70	8.39	2.10	1.05	1.75	4.20	0.00	2.10	2.45		0.00	0.00	1.40	73.43	100
1230	1.05	0.35	6.64	1.75	1.05	1.75	3.15	0.00	1.40	1.75		0.00	0.00	1.05	80.07	100
1300	0.70	0.70	5.94	1.40	1.05	1.05	3.15	0.00	1.05	1.75		0.00	0.00	0.70	82.52	100
1330	1.05	0.70	5.59	1.05	1.75	0.70	3.15	0.00	1.40	1.40		0.00	0.00	0.70	82.52	100
1400	1.40	0.70	4.55	1.05	2.10	0.70	2.80	0.00	1.40	1.40		0.00	0.00	0.70	83.22	100
1430	1.40	0.35	4.55	1.05	1.40	0.70	2.45	0.00	1.40	1.40		0.00	0.00	0.70	84.62	100
1500	1.40	0.35	4.20	0.70	1.05	0.70	2.45	0.00	1.75	1.40		0.00	0.00	0.70	85.31	100
1530	1.05	0.35	3.50	0.70	0.70	0.70	2.45	0.00	1.05	1.75		0.00	0.00	0.70	87.06	100
1600	1.05	0.00	4.90	0.35	1.75	1.05	2.45	0.00	0.70	1.75		0.00	0.35	0.35	85.31	100
1630	1.75	0.00	4.55	0.70	1.05	0.35	2.10	0.00	0.70	1.40	0.00		0.35	0.00	87.06	100
1700	1.40	0.00	5.24	1.05	2.10	0.70	1.75	0.00	0.70	1.40	0.00		0.35	0.00	85.31	100
1730	1.40	0.00	5.59	1.05	1.75	0.70	1.40	0.00	1.05	1.05	0.00		0.35	0.00	85.66	100
1800	1.40	0.00	5.24	1.40	1.40	0.70	1.40	0.00	0.35	1.05	0.00		0.00	0.00	87.06	100
1830	0.70	0.00	4.55	1.40	1.05	0.00	1.05	0.00	0.70	1.05	0.00		0.00	0.00	89.51	100
1900	0.35	0.00	3.85	1.05	1.05	0.00	1.75	0.00	0.70	0.70	0.00		0.00	0.00	90.56	100
1930	0.35	0.00	3.50	0.70	1.05	0.00	1.05	0.00	0.70	0.70	0.00		0.00	0.00	91.96	100
2000	0.00	0.00	2.80	0.70	1.05	0.00	0.35	0.00	0.70	0.70	0.00		0.00	0.35	93.36	100
2030	0.00	0.00	1.75	0.35	1.05	0.00	0.35	0.00	0.70	0.70	0.00		0.00	0.35	94.76	100
2100	0.00	0.00	1.75	0.35	0.70	0.00	0.35	0.00	0.35	1.05	0.00		0.00	0.35	95.10	100
2130	0.00	0.00	2.10	0.35	0.70	0.00	0.00	0.00	0.35	1.05	0.00		0.00	0.00	95.45	100
2200	0.00	0.00	1.75	0.00	0.35	0.00	0.35	0.00	0.35	0.70	0.00		0.00	0.00	96.50	100
2230	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00		0.00	0.00	98.25	100
2300	0.00	0.00	1.05	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2330	0.00	0.00	0.70	0.70	0.00	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	97.90	100
average	0.99	0.20	3.45	0.95	0.75	0.76	1.89	0.00	0.85	1.17	0.00	0.15	0.03	0.42	88.91	100
maximum	4.20	1.40	8.39	3.15	2.10	3.50	4.20	0.00	3.15	3.15	0.00	0.35	0.35	1.40	99.30	100
std. dev.	1.14	0.36	2.38	0.89	0.70	1.00	1.23	0.00	0.98	0.81	0.00	0.17	0.10	0.46	9.23	
average for 0600-2400 hrs	1.32	0.26	4.45	1.25	1.00	1.02	1.94	0.00	1.14	1.45	0.00	0.15	0.04	0.51	85.54	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE R7: RADIO LISTENERSHIP: SUNDAY
(BASE=246*)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
0030	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0200	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0230	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0300	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0330	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
0400	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00	0.00		0.35	0.00	98.95	100
0430	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0500	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.60	100
0530	0.00	0.00	2.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	0.00	97.55	100
0600	1.05	0.00	3.50	1.40	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00	93.36	100
0630	1.05	0.00	4.20	1.75	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.35	0.00	90.91	100
0700	1.05	0.00	5.24	2.80	0.35	0.35	2.45	0.00	0.00	0.35		0.00	0.00	0.00	87.41	100
0730	1.75	0.00	5.59	2.10	0.70	0.70	2.10	0.00	0.35	0.35		0.00	0.00	0.35	86.01	100
0800	2.10	0.00	6.29	1.75	1.40	0.35	2.45	0.00	0.35	0.00		0.00	0.35	0.70	84.27	100
0830	1.40	0.00	6.29	2.10	1.75	1.05	1.75	0.00	0.35	0.35		0.00	0.35	0.70	83.92	100
0900	1.75	0.35	5.94	3.85	1.40	1.75	3.15	0.00	0.35	0.70		0.00	0.00	0.70	80.07	100
0930	2.10	0.00	5.94	3.85	1.05	2.45	2.80	0.00	0.35	0.70		0.00	0.00	0.35	80.42	100
1000	2.45	0.00	5.59	4.20	0.70	2.10	2.80	0.00	0.70	0.70		0.00	0.00	0.70	80.07	100
1030	2.45	0.00	6.29	4.20	0.00	1.75	1.75	0.00	0.70	1.05		0.00	0.00	1.05	80.77	100
1100	2.45	0.00	6.29	3.15	0.00	1.40	1.40	0.00	1.05	1.05		0.00	0.00	0.70	82.52	100
1130	2.10	0.00	6.29	3.15	0.00	1.05	1.40	0.00	0.70	1.05		0.00	0.00	0.70	83.57	100
NOON	2.45	0.00	5.59	1.40	0.00	0.70	2.80	0.00	0.70	0.70		0.00	0.00	1.05	84.62	100
1230	2.10	0.00	5.24	1.40	0.00	0.70	1.75	0.00	0.70	0.35		0.00	0.00	1.05	86.71	100
1300	2.10	0.00	5.59	1.40	0.00	0.70	1.75	0.00	0.35	0.70		0.00	0.00	1.05	86.36	100
1330	1.75	0.00	4.90	1.40	0.00	0.70	1.75	0.00	0.35	0.70		0.00	0.00	1.05	87.41	100
1400	1.75	0.00	3.85	1.40	0.00	0.70	1.40	0.00	0.70	1.05		0.00	0.00	1.05	88.11	100
1430	1.40	0.00	3.85	1.40	0.35	0.70	1.05	0.00	0.70	0.35		0.00	0.00	0.70	89.51	100
1500	1.75	0.00	3.50	1.40	0.35	0.70	1.40	0.00	1.40	0.35		0.00	0.00	1.05	88.11	100
1530	1.40	0.00	3.50	0.70	0.35	0.35	1.40	0.00	1.40	0.35		0.00	0.00	1.05	89.51	100
1600	1.75	0.00	3.85	0.70	0.35	1.05	1.40	0.00	0.70	0.35		0.00	0.00	1.05	88.81	100
1630	1.75	0.00	4.55	0.35	0.35	0.35	1.40	0.00	0.35	0.70	0.00		0.00	1.05	89.16	100
1700	2.10	0.00	4.55	0.35	0.35	0.35	1.05	0.00	0.35	0.35	0.00		0.00	0.00	90.56	100
1730	1.75	0.00	5.59	0.35	0.35	0.00	1.05	0.00	0.00	0.35	0.00		0.00	0.00	90.56	100
1800	2.10	0.00	5.24	0.35	0.35	0.35	0.70	0.00	0.00	1.05	0.00		0.00	0.00	89.86	100
1830	0.70	0.00	4.55	1.05	0.70	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	91.96	100
1900	1.05	0.00	3.85	0.35	0.70	0.35	2.10	0.00	0.00	0.35	0.00		0.00	0.00	91.26	100
1930	0.00	0.35	4.20	0.35	0.35	0.35	1.05	0.00	0.00	0.35	0.00		0.00	0.00	93.01	100
2000	0.00	0.35	3.85	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	94.41	100
2030	0.00	0.35	3.15	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	95.10	100
2100	0.00	0.35	2.80	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	96.15	100
2130	0.00	0.35	2.10	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.20	100
2200	0.00	0.35	1.75	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2230	0.00	0.00	1.40	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.40	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	1.40	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
average	0.99	0.05	3.47	1.03	0.28	0.48	1.32	0.00	0.26	0.32	0.00	0.00	0.06	0.34	91.70	100
maximum	2.45	0.35	6.29	4.20	1.75	2.45	3.15	0.00	1.40	1.05	0.00	0.00	0.35	1.05	99.65	100
std. dev.	0.95	0.12	2.04	1.25	0.41	0.58	0.85	0.00	0.37	0.35	0.00	0.00	0.13	0.44	6.28	
average for 0600-2400 hrs.	1.32	0.07	4.38	1.37	0.37	0.64	1.36	0.00	0.35	0.43	0.00	0.00	0.04	0.45	89.23	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

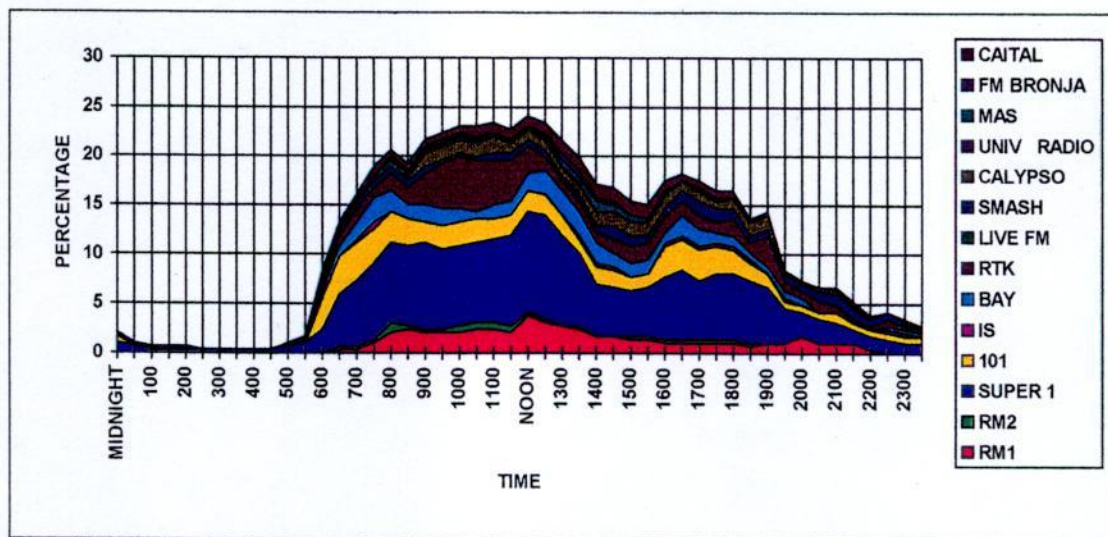


Fig 7.3: Radio Audiences - Monday

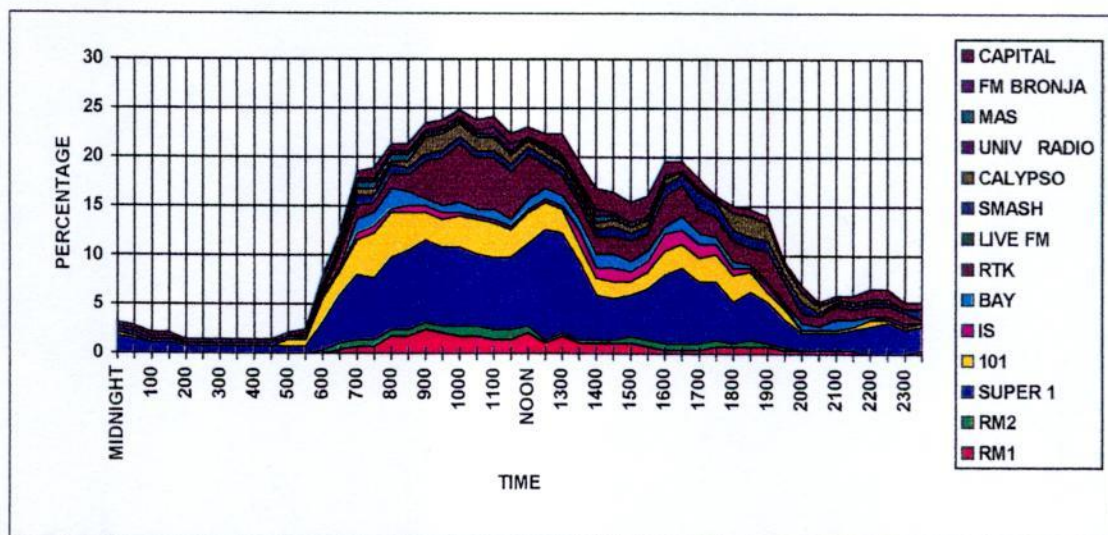


Fig 7.4: Radio Audiences - Tuesday

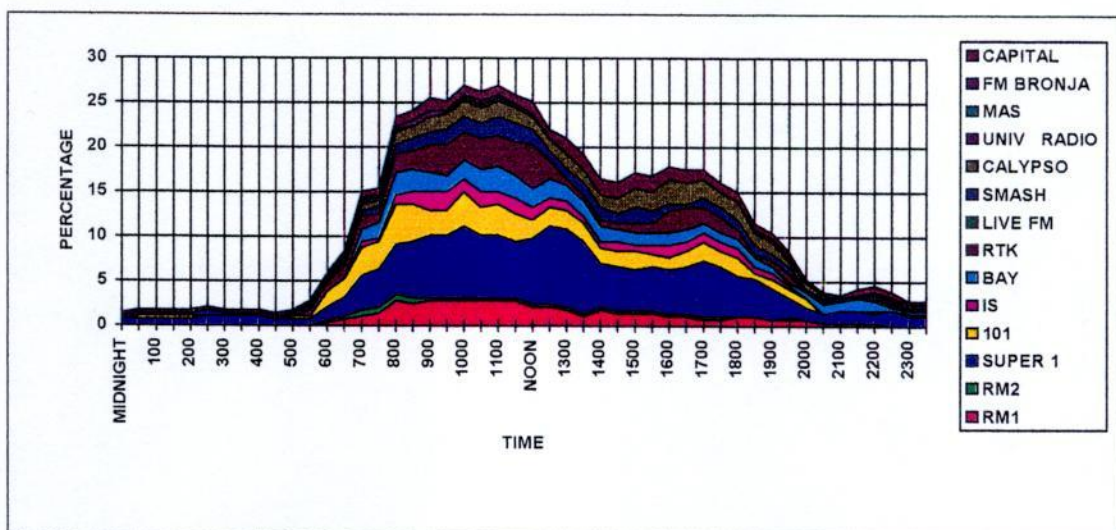


Fig 7.5: Radio Audiences - Wednesday

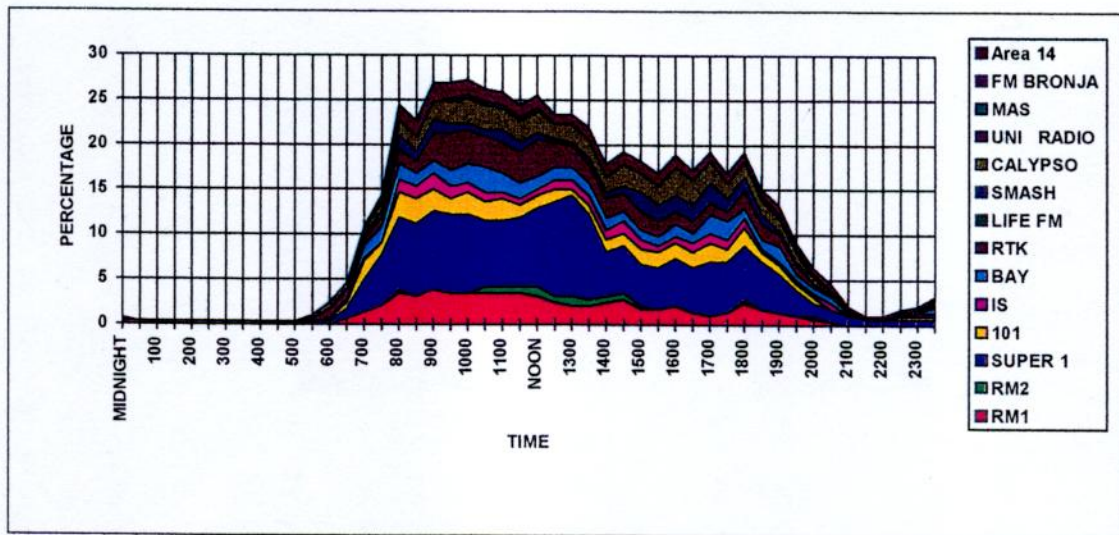


Fig 7.6: Radio Audiences - Thursday

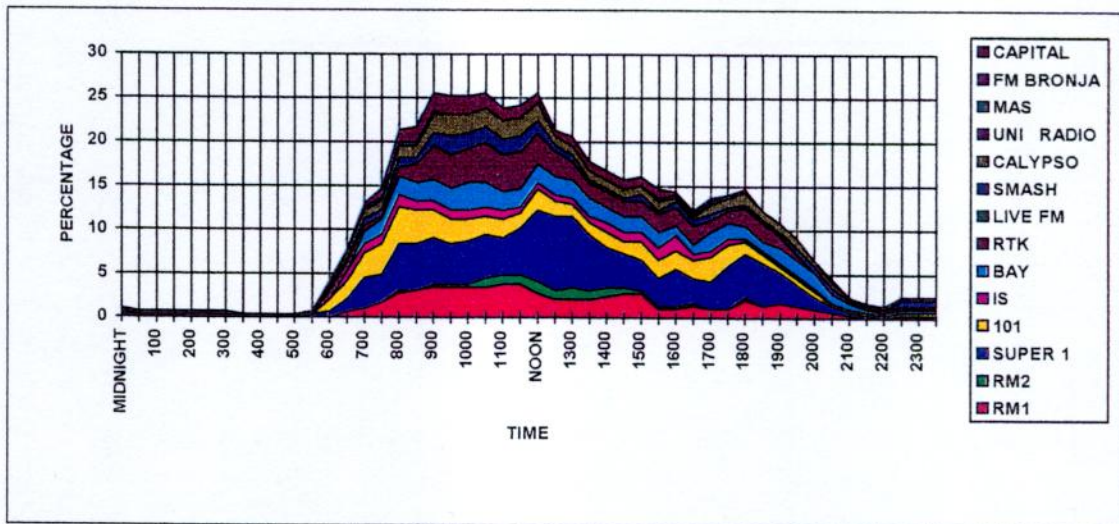


Fig 7.7: Radio Audiences - Friday

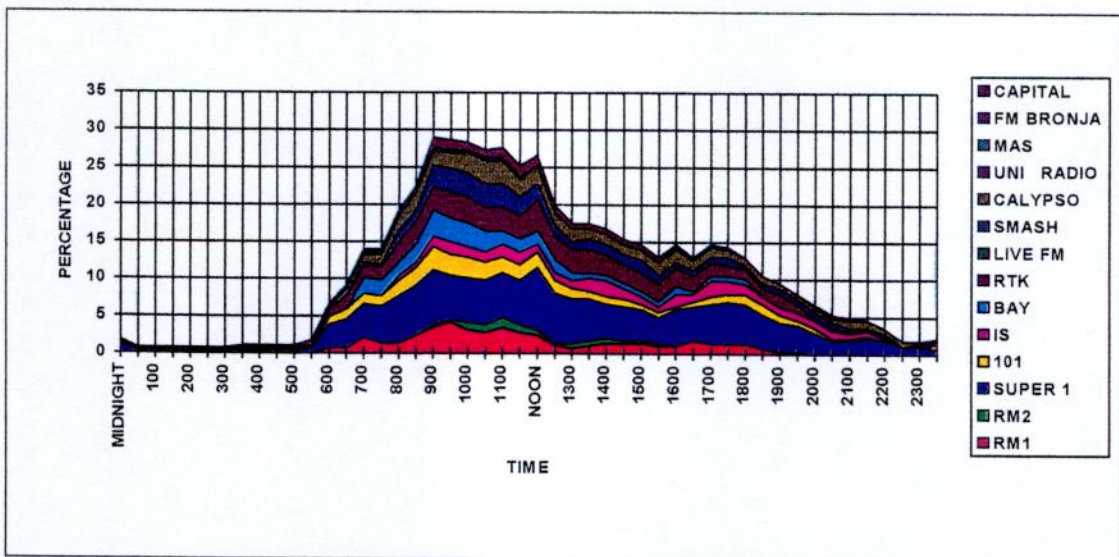


Fig 7.8: Radio Audiences - Saturday

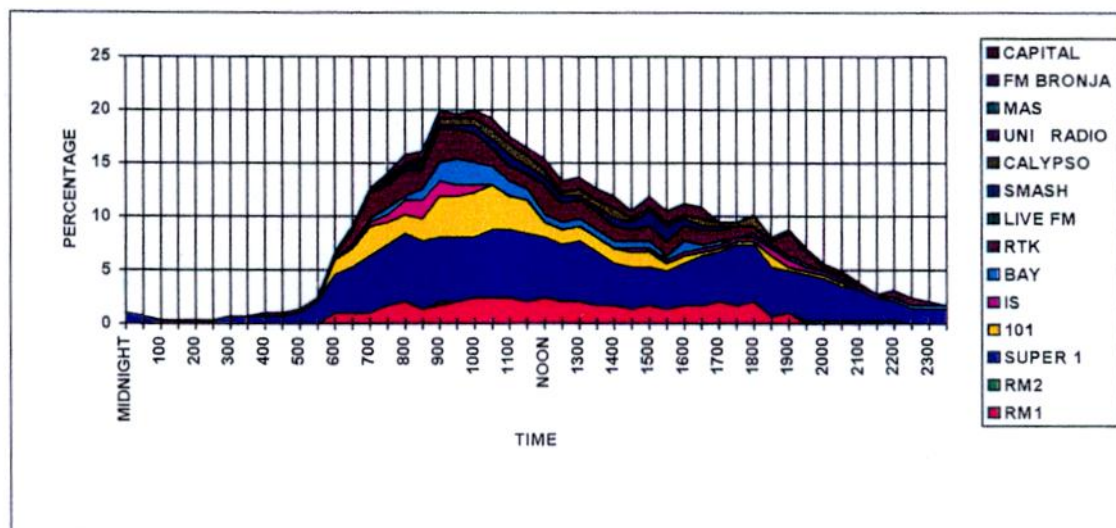


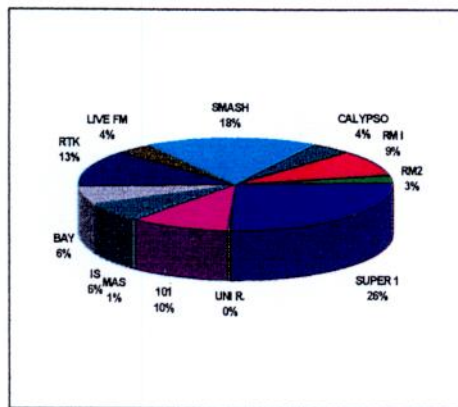
Fig 7.9: Radio Audiences - Sunday

7.12.0 Radio Audience Share

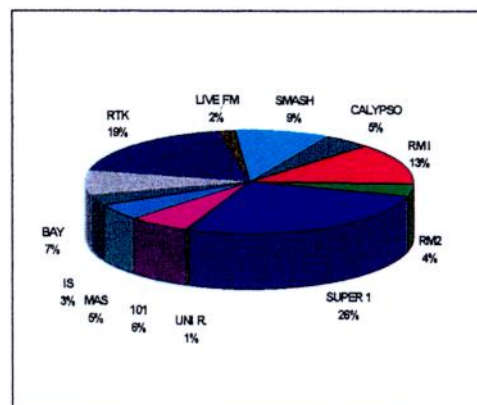
7.1.2.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels for 1995 to 1999, computed on the basis of *all* available time-slots for each station during the hours each individual station is on air. The 1999 study shows that over the last twelve months, Super 1 Radio increased its audience share levels substantially by 11.1%. Decreases were registered by Radio Malta 1 (-4.9%); Radio 101 (-3.2%), University Radio (-0.1%), Radju MAS (-1.8%), Bay Radio (-0.1%); RTK (-1.3%) and by Smash Radio (-3.4%). On the other hand, increases were registered by Radio Malta 2 (+0.3%), Island Sound (+2%), FM Bronja (+0.4%), and Radio Calypso (+2.1%). Live FM is currently not on air; Capital Radio managed to acquire a share of 5.2% of all available time-slots for the station.

Table 7.3: Daily Average Audience Levels - Radio 1995-99
(computed on the basis of available time-slot for each station)

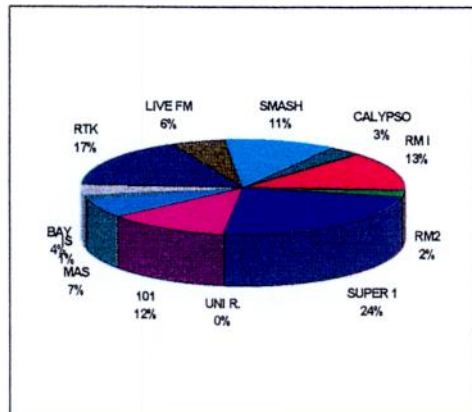
	RM 1	RM2	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	FM BRONJA	CAPITAL
1995: Daily Average	0.86	0.24	2.43	0.04	0.94	0.05	0.60	0.57	1.19	0.34	1.63	0.39	-	-
1996: Daily Average	1.56	0.47	3.16	0.06	0.72	0.59	0.40	0.88	2.22	0.22	1.09	0.56	-	-
1997: Daily Average	1.25	0.21	2.19	0.00	1.15	0.61	0.13	0.3	1.57	0.53	1.00	0.31		
1998: Daily Average	1.63	0.18	2.43	0.02	1.66	0.42	0.23	0.85	1.88	0.74	1.02	0.58	0.03	-
1999: Daily Average	1.06	0.21	3.70	0.01	1.27	0.21	0.46	0.83	1.72	0.00	0.62	0.82	0.08	0.60



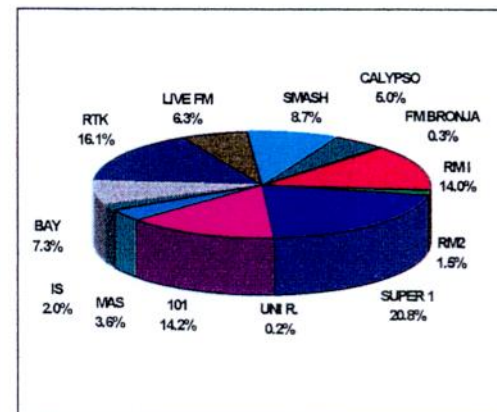
1995



1996



1997



1998

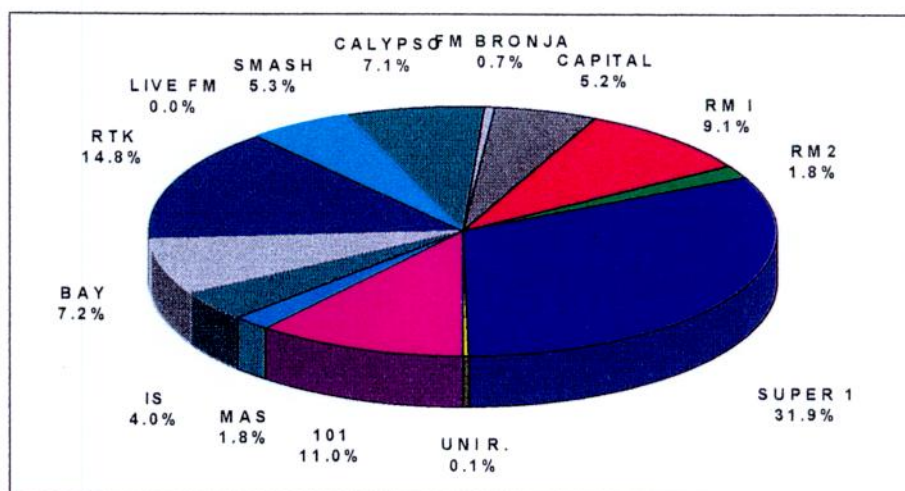


Fig. 7.10: Daily Average Audience Radio Levels: 1995 - 1999

7.1.2.1 Table 7.4 presents data in respect of each station for 6.00 a.m. to midnight for the years 1997 - 1999. The 1999 figures for all stations show that there have interesting fluctuations in the size of audience for these time slots. As regards the relative strength of each individual stations, Figures 7.12 - 7.13 show that Super 1 Radio has gained a remarkable 11% audience share over the last year. Bay Radio was the only station that registered no change in Audience share. Otherwise, the following changes were registered: Radio 101 (-3.4%), Island Sound (+2.3%), Smash Radio (-3.8%), Radio Malta 1 (-5%), RTK (-0.9%), Radio Calypso

(+2.1%), Radio Malta 2 (+0.3%), University Radio (-0.1%), Radju MAS (-1.4%), and FM Bronja (+0.3%). It needs to be recalled that Live FM is not on air, and that Capital Radio managed an audience share of 5.2%. Figures 7.11 reproduces the 1997 figures for documentation purposes; Figures 7.12 and 7.13 reproduces the data for 1998 and 1999 from Table 7.4 in graphic format.

Table 7.4: Daily Average Audience Levels - Radio 1997 - 1999

(computed on the basis of audiences between 6.00 a.m. - midnight)

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJA	CAPITAL
1997 Daily Average	1.3	0.2	2.2	1.2	0.1	0.3	1.6	0.5	1.0	0.3	0.01	0.61	-	-
1998 Daily Average	2.16	0.24	3.21	2.21	0.30	1.13	1.93	0.99	1.36	0.77	0.03	0.42	0.04	
1999 Daily Average	1.40	0.28	4.75	1.67	0.62	1.11	1.76	0.00	0.79	1.06	0.02	0.21	0.09	0.76

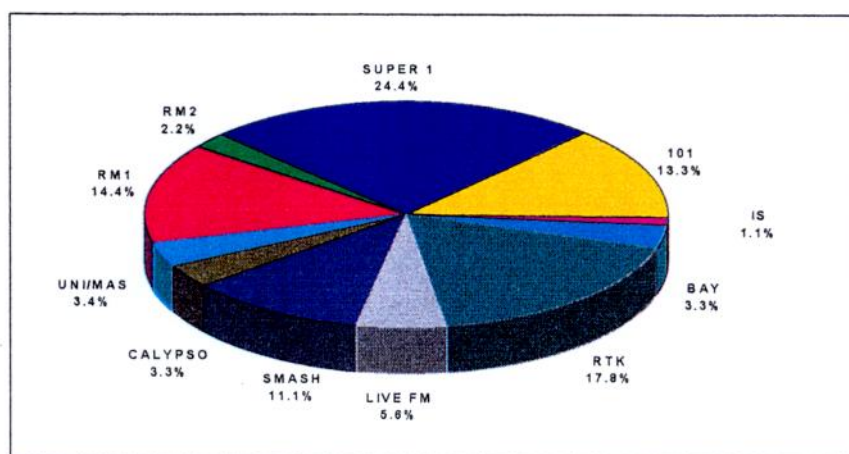


Fig. 7.11: Daily Average Audience Radio Levels - 1997
(6.00 a.m. - Midnight)

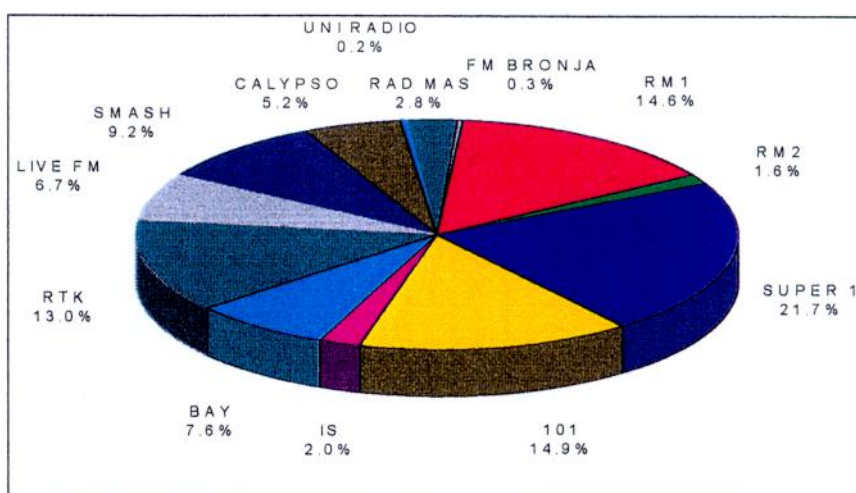
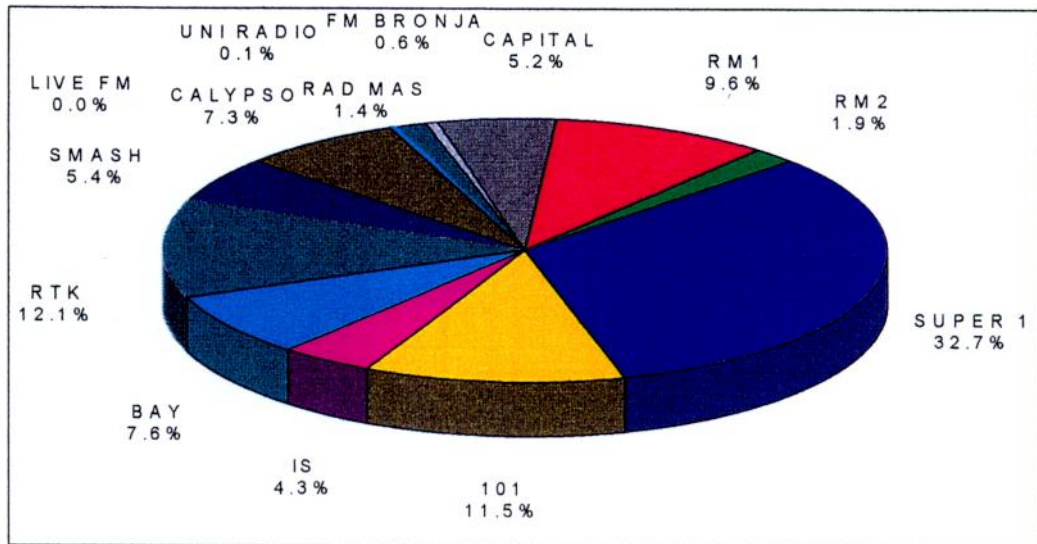


Fig. 7.12: Daily Average Audience Radio Levels - 1998
(6.0 a.m. - Midnight)



**Fig. 7.13: Daily Average Audience Radio Levels - 1999
(6.0 a.m. - Midnight)**

VIII TV AUDIENCE AUDIT

8.1.0 General

8.1.1 As with radio, respondents taking part in the survey were asked to indicate which TV programmes they had watched on the two consecutive days prior to the interview. They were also asked what time they had spent watching TV for every half hour of viewing for the full twenty four hours of the day. TVM, Super 1 TV, NET TV and Smash TV were coded on their own. The three RAI stations were grouped together into one category: RAI. The three stations run by Mediaset, namely Canale 5, Italia Uno and Rete 4, were grouped as yet another group, whilst the other Italian stations were grouped together under the generic title "Other Italian Stations". Those stations which are transmitted by Satellite, whether received in the home through the Melita Cable network or by means of a private Dish Antenna, were grouped under "Satellite". It is to be noted that although for part of the day, some local stations relay programmes from Satellite stations, those programmes were still considered as being 'local' if the respondent was receiving them on the local channels, whether through an antenna or via Melita Cable.

8.1.2 This chapter examines the findings on daily TV viewing throughout the entire week as reported by respondents. The respective shares of the various channels result from the aggregated data. As explained in the preceding chapter in respect of radio, each interviewee was asked to recall his or her previous day's (i.e. 'yesterday') viewing on a half hourly basis. Each respondent was then asked to recall also the viewing on the day before (i.e. 'the day before yesterday'). To allow direct comparability with similar studies conducted for the Broadcasting Authority since 1995, audience share is calculated as "the number of hours accumulated by the station (through the number of person-viewing hours) during a given time interval (half hour slot) divided by the number of hours which the population potentially has at its disposal during that same interval". In respect of individual stations which do not transmit for 24 hours per day, the 'total potential number of hours available by the population' was matched with the individual station's opening and closing times, and the average worked out accordingly. The figures for all stations are accordingly comparable to those given in similar studies since the 1996 study.

8.1.3 The Tables that follow are an aggregate of results by two different sub-samples, made up of a sub-sample composed of those who replied to the question on viewing on the day preceding the interview ('yesterday') and of the sub-sample composed of those who replied on viewing for the same day of the week but for two days preceding the interview ('the day before yesterday').

8.2.0 Average TV Audience Share

8.2.1 Table 8.1 and Fig. 8.1 present data on the daily average share by channel or group of channels as defined for the purpose of this study. The highest mean for the daily average in 1999 was registered by TVM (at 4.55%) in contrast to the

1998 figure of 5.00%. This is followed by Mediaset at 1.96% (1998: 2.37%), Super 1 TV (1.42% in 1998), and NET TV at 1.38%. The data for 1999 in Table 8.1 is reproduced graphically in Figure 8.1 below.

Table 8.1 TV Audience Average Share (1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	5.46	1.65	1.30	0.52	1.34	0.11	0.09	0.07	0.00	1.01	89.43	100
Tuesday	4.68	2.12	1.37	1.36	2.06	0.17	0.07	0.06	0.02	0.63	88.62	100
Wednesday	4.42	1.08	1.12	0.99	2.83	0.33	0.07	0.00	0.00	0.98	88.97	100
Thursday	3.03	1.68	0.76	0.95	2.32	0.11	0.13	0.00	0.00	0.96	90.81	100
Friday	5.92	0.84	1.37	0.39	1.64	0.07	0.09	0.00	0.00	0.34	90.13	100
Saturday	4.95	1.11	2.02	0.63	1.71	0.27	0.03	0.09	0.00	0.72	90.03	100
Sunday	3.37	1.47	1.69	1.24	1.84	0.22	0.04	0.00	0.00	1.49	90.04	100
Daily Average	4.55	1.42	1.38	0.87	1.96	0.18	0.07	0.03	0.00	0.88	89.72	100

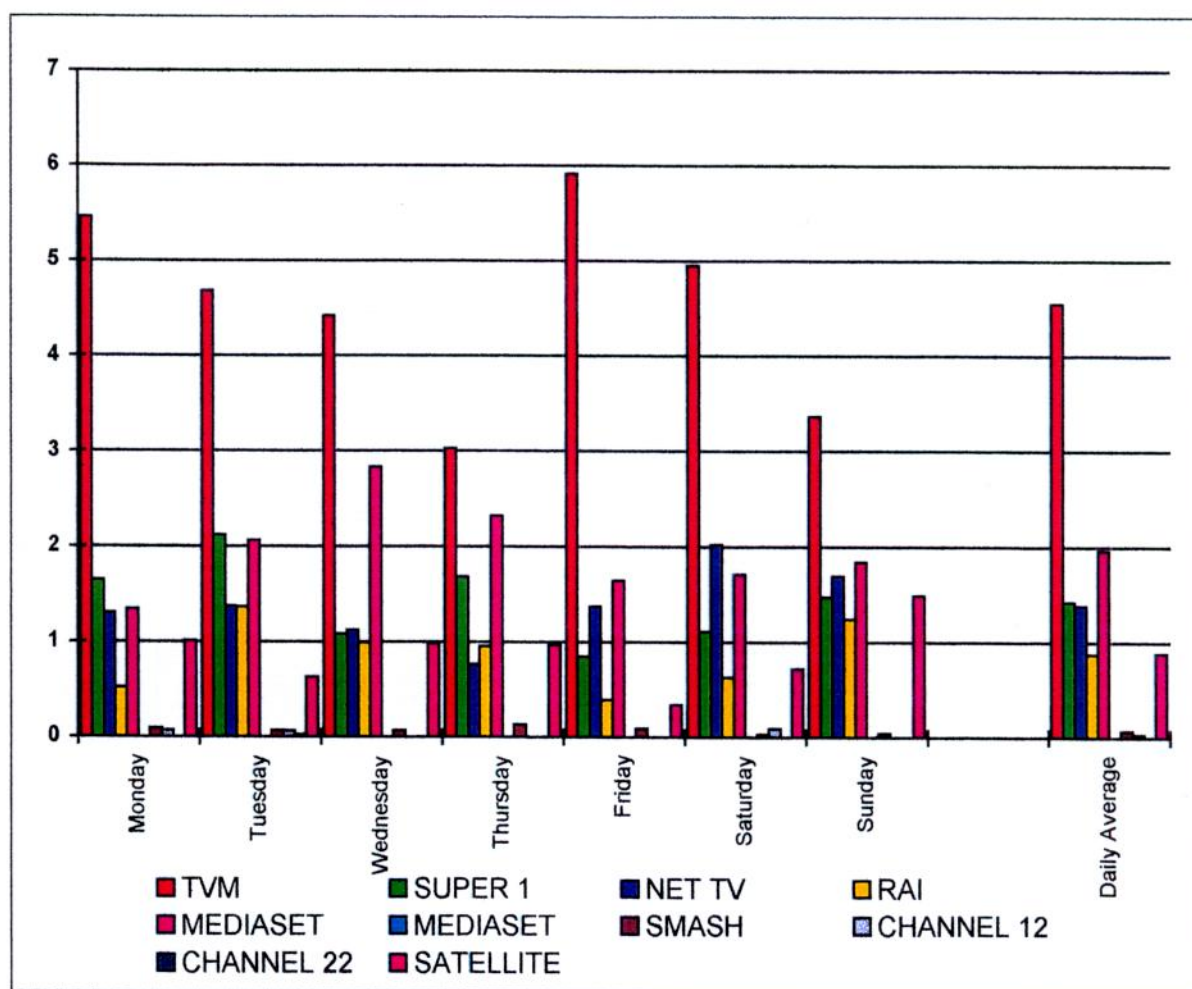


Figure 8.1: Daily TV Average Audience Share (1999)

8.3.0 TV Audience Share Peaks

8.3.1 Peak times for different TV channels is a good indicator of their popularity.

Table 8.2 summarises peak audience shares for the whole week for 1999. “Peak Audience” is defined as “the highest percentage of audience share obtained during the channel’s transmission time for a particular day”. It is worked out as the percentage of audience share of the total number of persons surveyed on a particular day of the week.

8.3.2 In this regard TVM records very high peaks. Subsequent data will again show that these peaks were mainly reached during the transmission of the main news bulletin of the station except for Monday and Friday. On this day, the highest peak was reached at 8.30 p.m. 9.00 a.m. respectively, during the transmission of TVM’s popular programmes *Ipokriti* and *Xarabank*.

8.3.3 Peaks reached by Super 1 TV, at 19.23% (1996: 19.58%; 1997: 23.08%; 1998: 15.38%), are also significant. NET TV’s highest peak was 6.29% in 1999, that for the RAI stations was 10.84%; for Mediaset 15.03%. The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	41.96	17.13	5.59	3.85	6.64	1.05	1.05	0.70	0.00	5.94
Tuesday	38.46	19.23	6.29	10.84	9.09	0.70	0.70	0.35	0.35	3.50
Wednesday	34.62	14.34	4.55	6.64	15.03	2.80	0.35	0.00	0.00	4.20
Thursday	37.06	14.69	5.94	7.69	13.29	1.40	1.05	0.00	0.00	5.59
Friday	41.61	13.64	6.29	2.45	8.74	0.70	0.70	0.00	0.00	1.75
Saturday	32.52	10.14	6.29	6.29	10.84	1.75	0.70	0.35	0.00	3.15
Sunday	27.62	10.49	5.59	4.20	12.24	1.05	0.35	0.00	0.00	4.90
Highest Peak	41.96	19.23	6.29	10.84	15.03	2.80	1.05	0.70	0.35	5.94

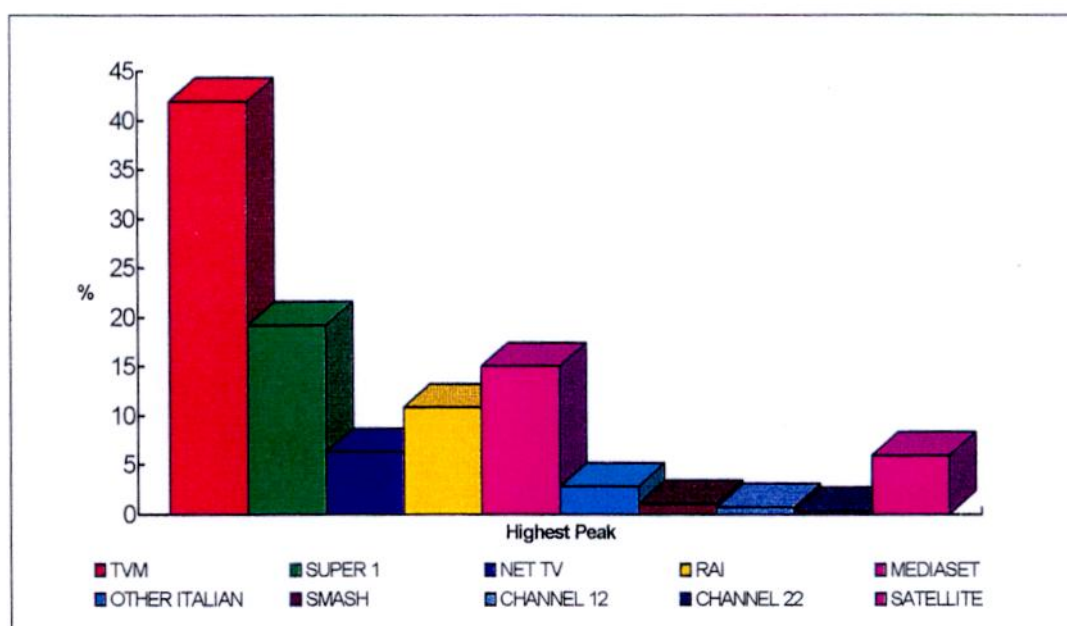


Figure 8.2: Highest TV Channel Peak Audience Share

8.4.0 Actual Daily Television Viewing

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same audience for a number of time-slots or whether its audience is constantly changing, and as such the very complicated computation of 'non-viewers' is not included in this analysis. Thus these tables give no indication of the precise number of persons of the population who did not tune into a channel at all during a particular day. A note of caution is therefore apposite: one cannot add up the figures for each time-slot to reach a total percentage of audience share of the total Maltese population since individuals watching at a particular time might or might not be the same individuals watching during a different time-slot. However, included in the tables are statistics representing (a) the daily average audience (b) the day's peak audience, and (c) the standard deviation statistic for the channel. This last statistic is relevant because it gives an indication of the extent of audience fluctuation during a particular day. The data is fully comparable to the 1995, 1996, 1997 and 1998 Broadcasting Authority studies.

8.5.0 Monday

8.5.1 The audience for TVM for its Monday morning schedule is very low, but picks up considerably just before noon to a maximum of 4.90%. It again declines after 2.30 p.m. but again bursts at 8.00 p.m. with the News Bulletin. The audience is further increased to a maximum of 41.96% between 8.30 - 9.00 p.m. and retained to a very good level thereafter. *Ipokriti* attracted the highest audience for TVM on this day of the week. It starts declining at 10.00 p.m. and becomes very low after 11.00 p.m.

8.5.2 Super 1 TV has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 17.13 % for the news bulletin. After the news, it declines considerably.

8.5.3 NET TV has a relatively low audience in the morning but as stable one for the late afternoon. Its highest peak for the day is at 8.30 p.m., in the middle of its News Bulletin, with 5.59%.

8.5.4 In contrast, audience levels for the Mediaset group are somewhat better, albeit not much for the morning session, while an average slightly below the 2% figure for the early afternoon viewing. Levels increase to a maximum of 6.64% at 10.00 p.m.

8.5.5 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Monday the maximum audience they have is 3.85%.

8.5.6 Table T1 provides details of audience levels for each half hour of the day.

8.6.0 Tuesday

8.6.1 The audience for TVM for its Tuesday morning and afternoon schedule is only slightly different from that for Monday: a very interesting audience for the early afternoon (hovering around the 12% level) captured by *Inservik*. Audiences decline after 2.30 p.m. to burst for the news at 8.00 p.m. with 38.46%. On Tuesday the levels for *Xhieda*, the half-hour programme which follows the News Bulletin is, at 25.87%. Good audience levels are retained until 9.30 p.m. on this day. *Il-Kaz* claims an audience of 12% on average. Following that audience levels decline considerably.

8.6.2 Super 1 TV again has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 19.23% for the news bulletin. After the news, it declines to around 6% for two hours of broadcasting when *Bla Agenda* is on air.

8.6.3 NET TV has a similar audience to Monday in the morning, a low but stable afternoon audience, and peaks for the news at 8.30 p.m., with 6.29%. Its audience level after this time start to fall.

8.6.4 Audience levels for the Mediaset group are also very low for the morning session, although they do increase for the afternoon to a maximum of 3.50% at various points in the afternoon. This group of stations pick up a sizeable audience between 8.30 and 10.30, with a maximum of 9.09% for the 8.30 - 9.00 p.m. slot but starts to lose its audience thereafter.

8.6.5 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Tuesday the maximum audience they have is 10.84%, registered between 9.30 p.m. and 10.30 p.m.

8.6.6 Table T2 provides details of audience levels for each half hour of the day.

8.7.0 Wednesday

8.7.1 The audience for TVM for its Wednesday morning schedule is once more relatively low, with a maximum of 2.1%. On Wednesday it again registers a sizeable audience in the early afternoon (for *Inservik*) to reach a peak with 11.54% but loses these levels after 2.30 p.m. It starts picking up again after 7.00 p.m. to peak at 34.62% with the 8.00 p.m. News Bulletin. Audience levels remain high for the first half-hour after the news but then start declining to 19.58% at 9.00 p.m. and more thereafter. After 11.00 p.m. the station's audience is very low.

8.7.2 Super 1 TV again has a relatively stable, if quite low audience level for its late morning and very early afternoon transmissions, it has a low audience level as from 1.30 p.m. but peaks at 7.30 p.m. with 14.34%. After 9.00 p.m., it retains an audience of around 2.45% on average for the first half hour, and then drops further thereafter.

8.7.3 NET TV has practically no audience in the morning, and very low audience levels in the afternoon. It peaks for the news with 4.55%.

8.7.4 On Wednesday, the audience levels for the Mediaset group are similar to those obtained for the other days of the week. The morning is rather poor, and the late afternoon figures reach 5.59% at 6.00 p.m.. They drop as usual during the half hour when TVM is broadcasting the news bulletin, but go up again to a maximum of 15.03% at 9.00 p.m.

8.7.5 As usual RAI stations build up an audience in Malta as from 8.30 p.m. onwards. The morning and afternoon figures are rather poor, but go up again to a maximum of 6.64% at 9.30 p.m.

8.7.6 Table T3 provides details of audience levels for each half hour of the day.

8.8.0 Thursday

8.8.1 The audience for TVM for its Thursday morning and afternoon schedule is low, but build up towards noon. On this day, audience levels are again rather good for the early afternoon transmissions, reaching a peak of 5.59% at 1.00 p.m. They drop considerably after 3.00 p.m., but reach the day's highest peak with 37.06% for the News Bulletin. The audience is retained at 19.58% for the first half-hour after the news when *Pjazza 3* starts. *Pjazza 3* loses its audiences very quickly and only has 5.24% for the last part of the programme. Thereafter, TVM's audiences continue to decline considerably, especially after 10.00 p.m.

8.8.2 Super 1 TV again has a very low audience level for its daytime transmissions, but reaches a peak of 14.69% for the news bulletin. After the news, its audience drops but rises again at 9.00 p.m. to 10.14%, when *Empowerment* is on air.

8.8.3 NET TV's peak for Thursday is also reached for its News Bulletin with 5.94%. Audiences for this station are otherwise low.

8.8.4 On Thursday the audience levels for the Mediaset group are practically similar to those obtained for the other days of the week. During the morning, the three stations have very low audiences, though in the afternoon figures reach 5.94% only at 8.00 p.m. They go up again after 9.00 p.m. to a maximum of 13.29%.

8.8.5 RAI stations consistently build up a modest audience in Malta as from 8.30 p.m. onwards, but on Thursday the maximum audience they have is that of 7.69%, obtained at 9.30 p.m.

8.8.6 Table T4 provides details of audience levels for each half hour of the day.

TABLE T1: TV VIEWING: MONDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.70	0.00	0.00	0.00	0.00	0.00	0.00			0.00	99.30	100
0030	0.35		0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0130	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0200	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0230	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0300	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.35	0.00		0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.35	0.00		0.00	0.70	0.00	0.00			0.00	98.95	100
0700	1.05	0.35	0.70	0.00	0.35	0.00	0.00			0.00	97.55	100
0730	0.70	0.00	0.35	0.00	0.35	0.00	0.00			0.00	98.60	100
0800	1.75	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	97.90	100
0830	1.40	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.35	97.55	100
0900	2.10	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	97.20	100
0930	2.10	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	97.20	100
1000	3.15	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	95.45	100
1030	3.85	1.40	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	93.71	100
1100	3.85	1.40	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	93.71	100
1130	4.20	1.40		0.35	0.00	0.00	0.00	0.00		0.00	94.06	100
NOON	4.90	1.40		0.70	0.00	0.00	0.00	0.00		0.35	92.66	100
1230	4.20	0.70		0.35	0.35	0.00	0.00	0.00		0.00	94.41	100
1300	7.69	0.70		0.35	0.35	0.00	0.00	0.00		0.00	90.91	100
1330	6.29	1.75		0.00	0.70	0.00	0.00	0.00		0.00	91.26	100
1400	6.64	2.10		0.00	2.45	0.00	0.00	0.00		0.00	88.81	100
1430	7.34	2.10		0.00	1.75	0.00	0.00	0.00		0.35	88.46	100
1500	3.85	1.75		0.00	1.75	0.00	0.00	0.00		0.35	92.31	100
1530	2.80	1.05		0.00	1.40	0.00	0.00	0.00		0.35	94.41	100
1600	2.45	0.35	0.00	0.70	0.70	0.00	0.35	0.00	0.00	1.05	94.41	100
1630	1.40	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	1.40	95.80	100
1700	1.75	0.70	0.00	0.70	0.35	0.00	0.35	0.00	0.00	1.40	94.76	100
1730	3.50	1.05	0.35	0.00	1.40	0.00	0.00	0.00	0.00	2.10	91.61	100
1800	4.90	1.40	2.10	0.35	2.45	0.00	0.00	0.00	0.00	2.45	86.36	100
1830	3.50	1.40	2.45	1.05	1.75	0.00	0.00	0.00	0.00	3.15	86.71	100
1900	2.80	2.80	4.55	1.05	2.10	0.00	0.00	0.00	0.00	3.15	83.57	100
1930	3.15	17.13	3.50	0.70	3.15	0.00	0.00	0.00	0.00	3.85	68.53	100
2000	33.57	6.29	4.20	0.70	3.50	0.00	0.00	0.00	0.00	4.20	47.55	100
2030	41.96	3.15	5.59	2.45	4.20	0.70	0.00	0.00	0.00	4.90	37.06	100
2100	40.21	2.45	2.45	3.85	5.24	1.05	0.00	0.35	0.00	5.94	38.46	100
2130	31.47	1.75	2.45	3.85	5.24	0.70	0.35	0.35	0.00	4.55	49.30	100
2200	11.89	1.75	2.80	3.85	6.64	1.05	1.05	0.70	0.00	2.80	67.48	100
2230	4.90	1.75	1.40	2.45	6.29	1.05	0.70	0.35		1.75	79.37	100
2300	2.10	1.40	1.40	1.05	4.20	0.35	0.70	0.35		1.05	87.41	100
2330	1.05	1.05		0.35	2.80	0.35	0.35			1.05	93.01	100
average	5.46	1.65	1.30	0.52	1.34	0.11	0.09	0.07	0.00	1.01	89.43	
maximum	41.96	17.13	5.59	3.85	6.64	1.05	1.05	0.70	0.00	5.94	100.00	
std. dev.	9.84	2.84	1.63	1.02	1.78	0.29	0.22	0.16	0.00	1.54	15.77	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T2: TV VIEWING: TUESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.00	0.35	0.00			0.00	99.65	100
0100	0.00			0.00	0.00	0.35	0.00			0.00	99.65	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0630	0.35	0.00		0.00	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.00	0.70	0.00	0.35	0.00	0.00			0.00	98.60	100
0730	0.35	0.00	0.35	0.00	0.35	0.00	0.00			0.00	98.95	100
0800	1.40	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	97.90	100
0830	1.05	0.00	0.35	0.00	0.35	0.00	0.00	0.00		0.00	98.25	100
0900	1.05	0.00	0.35	0.00	0.70	0.00	0.00	0.00		0.00	97.90	100
0930	0.70	0.00	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	2.80	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	95.45	100
1030	3.50	1.75	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.00	93.01	100
1100	3.85	1.75	0.35	0.35	1.40	0.00	0.00	0.00	0.00	0.00	92.31	100
1130	3.85	1.75		1.05	0.35	0.00	0.00	0.00		0.00	93.01	100
NOON	5.24	1.40		1.40	0.35	0.00	0.00	0.00		0.35	91.26	100
1230	4.20	0.70		1.05	0.70	0.00	0.00	0.00		0.00	93.36	100
1300	11.54	0.70		0.70	0.35	0.00	0.00	0.00		0.00	86.71	100
1330	11.54	2.10		0.35	1.05	0.00	0.00	0.00		0.00	84.97	100
1400	11.54	2.10		0.35	1.40	0.70	0.00	0.00		0.00	83.92	100
1430	10.14	2.10		0.35	1.40	0.00	0.35	0.00		0.35	85.31	100
1500	6.99	2.45		0.70	2.45	0.00	0.35	0.00		0.35	86.71	100
1530	3.50	2.10		1.05	2.80	0.00	0.00	0.00		0.00	90.56	100
1600	3.15	1.40	0.00	1.05	3.50	0.35	0.00	0.00	0.00	0.35	90.21	100
1630	2.45	1.05	0.00	0.35	3.15	0.35	0.00	0.00	0.00	0.35	92.31	100
1700	2.80	0.70	0.00	0.00	2.80	0.35	0.00	0.00	0.00	0.70	92.66	100
1730	3.85	0.35	0.00	0.70	3.50	0.35	0.00	0.00	0.00	1.05	90.21	100
1800	3.50	1.05	2.10	1.40	5.24	0.70	0.70	0.00	0.00	2.10	83.22	100
1830	2.45	0.70	2.45	2.10	4.90	0.35	0.70	0.00	0.00	2.10	84.27	100
1900	4.55	2.10	2.45	2.80	4.90	0.35	0.70	0.00	0.00	2.80	79.37	100
1930	5.24	19.23	3.15	2.45	3.85	0.35	0.35	0.00	0.00	2.80	62.59	100
2000	38.46	5.59	4.90	1.75	5.59	0.35	0.35	0.00	0.35	2.10	40.56	100
2030	25.87	5.94	6.29	6.29	9.09	0.35	0.00	0.00	0.00	3.50	42.66	100
2100	20.63	5.59	4.20	9.44	8.39	0.35	0.00	0.35	0.00	3.15	47.90	100
2130	15.38	5.94	3.50	10.84	8.74	0.35	0.00	0.35	0.00	3.50	51.40	100
2200	9.09	4.55	2.10	10.84	6.99	0.35	0.00	0.35	0.00	2.45	63.29	100
2230	2.10	2.10	1.75	5.59	5.59	0.70	0.00	0.35		0.70	81.12	100
2300	1.05	0.70	0.70	1.05	2.45	0.70	0.00	0.35		0.70	92.31	100
2330	0.00	0.00	0.70	0.35	1.75	0.35	0.00			0.70	96.15	100
average	4.68	2.12	1.37	1.36	2.06	0.17	0.07	0.06	0.02	0.63	88.62	
maximum	38.46	19.23	6.29	10.84	9.09	0.70	0.70	0.35	0.35	3.50	100.00	
std. dev.	7.38	3.39	1.70	2.66	2.52	0.23	0.19	0.13	0.08	1.06	15.53	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T3: TV VIEWING: WEDNESDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.70	0.00	0.00			0.00	99.30	100
0030	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0130	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0700	0.35	0.00	0.00	0.35	0.35	0.00	0.00			0.00	98.95	100
0730	1.05	0.00	0.00	0.35	0.70	0.00	0.00			0.00	97.90	100
0800	1.40	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.20	100
0830	0.70	0.00	0.00	0.35	0.70	0.00	0.35	0.00		0.00	97.90	100
0900	0.70	0.00	0.00	0.00	1.40	0.00	0.35	0.00		0.35	97.20	100
0930	0.70	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.35	97.55	100
1000	2.10	0.00	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.35	95.80	100
1030	1.40	0.35	0.00	0.35	1.40	0.00	0.35	0.00	0.00	0.35	95.80	100
1100	1.75	0.35	0.00	0.35	1.40	0.00	0.00	0.00	0.00	0.35	95.80	100
1130	1.75	0.35		0.35	0.70	0.00	0.00	0.00		0.35	96.50	100
NOON	4.20	0.35		0.70	0.35	0.00	0.00	0.00		0.35	94.06	100
1230	3.50	0.00		0.70	0.70	0.00	0.00	0.00		0.35	94.76	100
1300	11.54	0.00		0.70	0.35	0.00	0.00	0.00		0.70	86.71	100
1330	10.14	0.00		0.35	1.05	0.00	0.00	0.00		0.70	87.76	100
1400	10.14	0.35		0.35	0.70	0.35	0.00	0.00		0.70	87.41	100
1430	9.09	0.35		0.00	0.70	0.35	0.00	0.00		1.05	88.46	100
1500	4.90	0.70		0.35	1.40	0.00	0.00	0.00		1.40	91.26	100
1530	2.45	1.05		1.05	2.80	0.00	0.00	0.00		1.40	91.26	100
1600	2.45	0.70	0.00	1.40	3.15	0.00	0.00	0.00	0.00	1.40	90.91	100
1630	2.45	0.70	0.00	0.35	3.15	0.00	0.00	0.00	0.00	1.05	92.31	100
1700	3.50	0.70	0.00	0.70	4.20	0.00	0.00	0.00	0.00	2.10	88.81	100
1730	3.15	0.70	0.35	1.05	5.24	0.35	0.00	0.00	0.00	2.45	86.71	100
1800	2.80	0.70	2.80	0.70	5.59	1.05	0.00	0.00	0.00	2.80	83.57	100
1830	1.75	0.70	2.80	1.75	4.90	0.70	0.00	0.00	0.00	2.80	84.62	100
1900	3.15	0.70	3.15	2.45	5.59	0.35	0.35	0.00	0.00	2.80	81.47	100
1930	3.50	14.34	2.45	2.80	4.55	0.00	0.35	0.00	0.00	2.10	69.93	100
2000	34.62	5.24	4.20	1.05	6.64	1.05	0.35	0.00	0.00	1.75	45.10	100
2030	25.52	2.10	4.55	3.50	13.64	2.45	0.35	0.00	0.00	2.80	45.10	100
2100	19.58	2.45	2.45	6.29	15.03	2.80	0.35	0.00	0.00	4.20	46.85	100
2130	18.18	2.45	2.10	6.64	14.34	2.80	0.00	0.00	0.00	3.85	49.65	100
2200	13.99	1.40	2.10	5.24	13.29	2.10	0.00	0.00	0.00	3.15	58.74	100
2230	6.29	1.40	1.05	3.85	9.79	1.40	0.00	0.00		2.45	73.78	100
2300	2.10	0.35	0.70	1.40	2.80	0.00	0.00	0.00		1.40	91.26	100
2330	1.40	0.35	0.35	0.70	2.80	0.00	0.00			1.05	93.36	100
average	4.42	1.08	1.12	0.99	2.83	0.33	0.07	0.00	0.00	0.98	88.97	
maximum	34.62	14.34	4.55	6.64	15.03	2.80	0.35	0.00	0.00	4.20	100.00	
std. dev.	7.12	2.46	1.44	1.58	3.99	0.74	0.14	0.00	0.00	1.17	15.27	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T4: TV VIEWING: THURSDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00		0.00	0.00	0.35	0.00	0.00			0.00	99.65	100
0100	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0130	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0200	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.35	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.35	0.70	0.00	0.00			0.00	98.95	100
0700	0.70	0.35	0.00	0.35	1.05	0.00	0.00			0.00	97.55	100
0730	0.70	0.00	0.00	0.35	1.05	0.00	0.00			0.00	97.90	100
0800	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
0830	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.25	100
0900	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	98.60	100
0930	0.35	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
1000	2.10	0.00	0.00	0.35	1.05	0.00	0.00	0.00	0.00	0.00	96.50	100
1030	1.75	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.35	96.85	100
1100	1.05	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.70	97.55	100
1130	1.05	0.00		0.35	0.35	0.00	0.00	0.00		0.35	97.90	100
NOON	3.50	0.35		0.35	0.35	0.00	0.00	0.00		0.35	95.10	100
1230	2.80	0.35		0.35	0.70	0.00	0.00	0.00		0.70	95.10	100
1300	5.59	0.35		0.35	0.70	0.00	0.00	0.00		1.40	91.61	100
1330	5.24	0.35		0.35	0.70	0.00	0.00	0.00		1.40	91.96	100
1400	4.90	0.00		0.35	1.40	0.00	0.00	0.00		1.05	92.31	100
1430	5.24	0.00		0.00	0.70	0.00	0.00	0.00		0.70	93.36	100
1500	1.75	0.00		0.00	2.45	0.00	0.00	0.00		0.70	95.10	100
1530	2.45	0.00		0.00	2.80	0.00	0.00	0.00		0.35	94.41	100
1600	2.45	0.00	0.00	0.70	2.10	0.00	0.00	0.00	0.00	0.35	94.41	100
1630	1.05	0.00	0.00	0.70	2.10	0.00	0.00	0.00	0.00	1.05	95.10	100
1700	2.10	0.00	0.00	1.05	2.10	0.00	0.00	0.00	0.00	1.40	93.36	100
1730	2.10	0.35	0.00	0.70	2.45	0.00	0.35	0.00	0.00	1.40	92.66	100
1800	2.80	0.70	1.05	0.35	4.20	0.00	0.00	0.00	0.00	1.05	89.86	100
1830	0.70	0.70	1.75	0.00	4.20	0.00	0.00	0.00	0.00	1.05	91.61	100
1900	2.45	1.05	1.05	0.70	4.55	0.00	1.05	0.00	0.00	2.80	86.36	100
1930	3.50	14.69	2.45	0.35	3.50	0.00	0.35	0.00	0.00	2.10	73.08	100
2000	37.06	4.20	4.20	1.05	5.94	0.00	0.35	0.00	0.00	1.40	45.80	100
2030	19.58	8.39	5.94	4.55	9.79	1.40	0.70	0.00	0.00	3.15	46.50	100
2100	13.29	10.14	1.75	6.64	13.29	1.05	1.05	0.00	0.00	5.59	47.20	100
2130	8.74	8.04	0.70	7.69	13.29	1.05	1.05	0.00	0.00	5.24	54.20	100
2200	5.24	5.59	0.70	7.34	11.89	1.05	0.70	0.00	0.00	4.90	62.59	100
2230	2.10	3.15	0.35	4.55	7.69	0.70	0.70	0.00		4.20	76.57	100
2300	1.05	1.75	0.35	2.10	2.10	0.00	0.00	0.00		1.75	90.91	100
2330	0.35	0.00	0.35	0.70	2.45	0.00	0.00			0.70	95.45	100
average	3.03	1.68	0.76	0.95	2.32	0.11	0.13	0.00	0.00	0.96	90.81	
maximum	37.06	14.69	5.94	7.69	13.29	1.40	1.05	0.00	0.00	5.59	100.00	
std. dev.	6.12	3.40	1.40	1.87	3.38	0.33	0.30	0.00	0.00	1.43	14.66	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

8.9.0 Friday

- 8.9.1 The audience for TVM for its Friday morning schedule was practically nil. But for the early afternoon schedule the station builds up an audience, even if lower than that of the other days of the week at the same time: the maximum audience registered is 5.59% at 2.30 p.m., once more with *Inservik*. The 8.00 p.m. news bursts the audience levels to 34.97% but levels increase further to a maximum of 41.61% for the second half hour of *Xarabank*. Audience levels go down to 25.87% for the last half hour of *Xarabank*, after which they decline rapidly.
- 8.9.2 Super 1 TV again has a very low audience for the morning and afternoon transmissions, reaches a peak of 13.64% for the news bulletin. After the news, it retains an audience of around 2% on average for the next two hours.
- 8.9.3 NET TV reaches its usual News time peak with 6.29%, manages to retain an audience averaging 3.50% for *Protagonisti*, but otherwise does not register any significant audience levels on this day of the week.
- 8.9.4 On Friday the audience levels for the Mediaset group was very low during the morning, but consistently present in the afternoon at levels which increased from 0.35% at noon. to a maximum of 6.64% as from 8.00 p.m. The figures start increasing after TVM's news bulletin, and go up again to a maximum of 8.74% at 9.00 p.m.
- 8.9.5 RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Friday the maximum audience they have is 2.45%, which is obtained between 8.30 p.m. and 10.00 p.m.
- 8.9.6 Table T5 provides details of audience levels for each half hour of the day.

8.10.0 Saturday

- 8.10.1 The audience for TVM for its Saturday morning schedule is practically non-existent. On Saturday it increases in the afternoon until noon when it starts building up eventually to reach a mini-peak of 10.49% at 3.00 p.m., when *Basta mhux Weekend* is on air. Audience levels decline thereafter, but increase to the day's highest level for the 8.00 p.m. news at 32.52%. Audience levels are retained to a good level after the news until 10.30 p.m.
- 8.10.2 Super 1 TV again has a low audience for its daytime transmissions, and only improves substantially at 7.30 p.m. when it records the day's maximum of 10.14%. After the 7.30 p.m. news bulletin, the station gradually loses its audience.
- 8.10.3 NET TV peak is retained for an hour, as from 7.00 p.m., with 6.29%, with *Sibt u Hadd*. Audience levels for this station are otherwise rather low.
- 8.10.4 On Saturday the audience levels for the Mediaset group are similar to those obtained for the other days of the week. The morning and afternoon are very poor; but then increase to a maximum of 10.84% at 9.30 p.m.
- 8.10.5 RAI stations build up an audience in Malta after 8.30 p.m., when they command an audience of a maximum 6.29% at 9.00 p.m.

8.10.1 Table T6 provides details of audience levels for each half hour of the day.

8.11.0 Sunday

8.11.1 The audience for TVM for its Sunday morning schedule was low with a maximum audience level of 4.20% registered at 11.30 a.m. Levels start picking up for the early afternoon, reaching a peak of 9.09% at the 1.30 p.m. slot when a repeat of *Ipokriti* is broadcast. The audience declines after 4.30 p.m. until the news, when the stations masters its peak for the day at 27.62%. Its audience declines to circa 14% in the first half hour after the News and to 10.49% at 9.00 p.m. They continue to decline further thereafter.

8.11.2 Super 1 TV again reaches a peak of 10.49% for the news bulletin. After the news, it retains an audience of around 8% until 9.30 p.m. but then gradually loses its audience.

8.11.3 NET TV's maximum is 5.59%, reached at 7.00 p.m. with *Sibt u Hadd*. It retains an audience for the news (at 3.18%), but then starts losing it.

8.11.4 On Sunday, the audience levels for the Mediaset group are non-existent in the morning and hover around the 3% level in the afternoon. They build up considerably after 8.30 p.m. to a peak of 12.24% at 9.30 p.m. They decline thereafter.

8.11.5 RAI stations register a constant audience of slightly above the 2% level throughout the early afternoon, but the usual audience in the evening builds up to a maximum of 4.20%.

8.11.6 Table T7 provides a comparative summary of these audience levels for each half hour of the day.

TABLE T5: TV VIEWING: FRIDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00		0.00	0.00	0.00	0.00	0.35			0.00	99.65	100
0030	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.35	0.00	0.00	0.00	0.00	0.00			0.00	99.65	100
0730	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
0800	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.35	99.30	100
0830	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	98.95	100
0900	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0930	0.00	0.35	0.00	0.35	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1000	0.70	0.35	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.25	100
1030	0.70	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.60	100
1100	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	98.95	100
1130	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	98.60	100
NOON	2.45	0.00		0.35	0.35	0.00	0.00	0.00		0.00	96.85	100
1230	2.45	0.00		0.35	0.35	0.00	0.00	0.00		0.00	96.85	100
1300	5.24	0.35		0.00	0.35	0.00	0.00	0.00		0.00	94.06	100
1330	5.24	0.35		0.00	0.70	0.00	0.00	0.00		0.35	93.36	100
1400	5.94	0.00		0.00	1.40	0.00	0.00	0.00		0.00	92.66	100
1430	5.59	0.00		0.00	1.40	0.00	0.00	0.00		0.00	93.01	100
1500	3.50	0.00		0.00	2.45	0.00	0.00	0.00		0.35	93.71	100
1530	3.85	0.00		0.00	2.45	0.00	0.00	0.00		0.00	93.71	100
1600	3.50	0.00	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.00	94.06	100
1630	2.80	0.00	0.35	0.00	2.10	0.00	0.00	0.00	0.00	0.00	94.76	100
1700	2.80	0.35	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.00	94.76	100
1730	3.50	0.70	0.00	0.35	1.75	0.00	0.00	0.00	0.00	0.00	93.71	100
1800	2.45	0.35	1.75	0.35	2.45	0.35	0.35	0.00	0.00	0.00	91.96	100
1830	1.40	0.00	2.10	1.05	2.80	0.35	0.00	0.00	0.00	1.05	91.26	100
1900	2.10	1.40	2.45	2.10	4.20	0.70	0.70	0.00	0.00	1.05	85.31	100
1930	1.40	13.64	2.45	2.45	5.24	0.35	0.70	0.00	0.00	1.05	72.73	100
2000	34.97	3.85	5.24	1.75	6.64	0.00	0.35	0.00	0.00	1.75	45.45	100
2030	39.86	2.45	6.29	2.45	6.64	0.00	0.35	0.00	0.00	1.75	40.21	100
2100	41.61	1.75	4.90	2.45	8.74	0.35	0.35	0.00	0.00	1.40	38.46	100
2130	39.16	1.75	3.85	2.45	6.99	0.35	0.35	0.00	0.00	1.40	43.71	100
2200	33.57	1.05	3.15	1.05	6.29	0.35	0.35	0.00	0.00	1.75	52.45	100
2230	25.87	0.70	2.10	0.35	4.55	0.35	0.00	0.00		1.75	64.34	100
2300	9.44	0.00	1.05	0.00	1.75	0.00	0.35	0.00		1.05	86.36	100
2330	2.80	0.00	1.05	0.00	1.40	0.00	0.35			0.70	93.71	100
average	5.92	0.84	1.37	0.39	1.64	0.07	0.09	0.00	0.00	0.34	90.14	
maximum	41.61	13.64	6.29	2.45	8.74	0.70	0.70	0.00	0.00	1.75	100.00	
std. dev.	11.64	2.31	1.84	0.76	2.25	0.15	0.19	0.00	0.00	0.58	17.16	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T6: TV VIEWING: SATURDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00			0.00	0.00	0.00	0.00			0.70	99.30	100
0030	0.00			0.00	0.00	0.00	0.00			0.70	99.30	100
0100	0.00			0.00	0.00	0.00	0.00			1.05	98.95	100
0130	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0200	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0230	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0300	0.00			0.00	0.00	0.00	0.00			0.35	99.65	100
0330	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0400	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0730	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0800	0.00	0.00		0.00	0.70	0.00	0.00	0.00		0.00	99.30	100
0830	0.35	0.00		0.00	0.70	0.00	0.00	0.00		0.35	98.60	100
0900	0.70	0.35		0.00	1.05	0.00	0.35	0.00		0.35	97.20	100
0930	0.70	0.00		0.00	1.05	0.00	0.00	0.00		0.35	97.90	100
1000	1.05	0.70		0.00	0.70	0.35	0.00	0.00		0.35	96.85	100
1030	2.10	0.70		0.00	0.70	0.35	0.00	0.00		0.35	95.80	100
1100	1.75	0.70		0.00	0.70	0.35	0.00	0.00		0.35	96.15	100
1130	2.10	0.70		0.00	1.05	0.35	0.00	0.00		0.35	95.45	100
NOON	1.75	0.35		0.00	0.70	0.35	0.00	0.00		0.70	96.15	100
1230	2.45	0.35		0.00	0.70	0.00	0.00	0.00		1.05	95.45	100
1300	5.24	0.35		0.00	0.70	0.00	0.00	0.00		1.05	92.66	100
1330	4.55	0.35		0.00	0.70	0.00	0.00	0.00		0.00	94.41	100
1400	8.04	0.00		0.00	2.10	0.00	0.00	0.00		0.00	89.86	100
1430	9.79	0.00		0.00	1.75	0.00	0.00	0.00		0.00	88.46	100
1500	10.49	0.70	0.70	0.00	1.05	0.00	0.00	0.00		0.00	87.06	100
1530	9.44	1.05	0.70	0.00	0.70	0.00	0.00	0.00		0.00	88.11	100
1600	9.09	1.75	0.70	0.00	0.70	0.00	0.00	0.00		0.00	87.76	100
1630	8.74	2.80	1.05	0.00	0.35	0.00	0.00	0.00		0.00	87.06	100
1700	7.34	2.10	0.70	0.35	0.70	0.00	0.00	0.00		0.70	88.11	100
1730	6.29	1.40	0.70	0.35	1.75	0.00	0.00	0.00		0.70	88.81	100
1800	4.90	1.40	4.55	0.35	1.75	0.00	0.00	0.00		1.05	86.01	100
1830	2.80	1.05	5.94	0.70	1.75	0.00	0.00	0.00		1.05	86.71	100
1900	2.45	1.75	6.29	1.40	1.40	0.70	0.70	0.00	0.00	1.40	83.92	100
1930	3.15	10.14	6.29	0.70	1.75	0.70	0.35	0.35	0.00	1.75	74.83	100
2000	32.52	3.15	3.50	0.35	4.20	0.35	0.00	0.35	0.00	2.10	53.50	100
2030	26.22	2.45	3.15	4.55	8.74	1.40	0.00	0.35	0.00	2.10	51.05	100
2100	23.08	2.10	1.40	6.29	10.49	1.75	0.00	0.35	0.00	2.45	52.10	100
2130	18.53	1.40	0.35	5.59	10.84	1.75	0.00	0.35	0.00	2.80	58.39	100
2200	13.99	0.70	0.00	4.90	9.79	1.75	0.00	0.35	0.00	3.15	65.38	100
2230	11.54	0.70	0.00	3.15	5.94	1.05	0.00	0.35		2.80	74.48	100
2300	3.85	0.35	0.35	1.40	4.55	1.05	0.00	0.35		1.75	86.36	100
2330	2.80	0.35	0.00	0.35	1.75	0.70	0.00			1.75	92.31	100
average	4.95	1.11	2.02	0.63	1.71	0.27	0.03	0.09	0.00	0.72	90.03	
maximum	32.52	10.14	6.29	6.29	10.84	1.75	0.70	0.35	0.00	3.15	100.00	
std. dev.	7.25	1.75	2.23	1.53	2.77	0.50	0.12	0.15	0.00	0.86	13.31	

**Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.*

TABLE T7: TV VIEWING: SUNDAY
(BASE=246*)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0030	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0100	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0130	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0200	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0230	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0300	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0330	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0400	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0500	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0800	0.00	0.00		0.35	0.00	0.00	0.00	0.00		0.00	99.65	100
0830	0.35	0.00		0.35	0.00	0.00	0.35	0.00		0.35	98.60	100
0900	1.05	0.00		0.70	0.00	0.00	0.35	0.00		0.70	97.20	100
0930	1.75	0.35		0.70	0.00	0.00	0.35	0.00		1.05	95.80	100
1000	3.15	1.05		0.70	0.00	0.35	0.00	0.00		1.05	93.71	100
1030	2.80	0.70		1.05	0.00	0.70	0.00	0.00		0.70	94.06	100
1100	3.50	0.70		1.05	0.00	0.35	0.00	0.00		0.70	93.71	100
1130	4.20	0.70		1.40	0.00	0.35	0.00	0.00		1.05	92.31	100
NOON	3.85	1.05		1.40	0.00	0.00	0.00	0.00		1.40	92.31	100
1230	4.90	0.35		1.05	0.00	0.00	0.00	0.00		1.05	92.66	100
1300	8.04	0.00		1.75	1.05	0.00	0.00	0.00		2.10	87.06	100
1330	9.09	0.35		0.70	0.70	0.00	0.00	0.00		1.75	87.41	100
1400	8.04	0.35		1.75	2.80	0.00	0.00	0.00		1.75	85.31	100
1430	6.29	0.35		2.45	2.45	0.00	0.00	0.00		2.10	86.36	100
1500	5.94	0.35	0.35	2.45	2.80	0.00	0.00	0.00		2.45	85.66	100
1530	4.90	0.00	0.35	2.10	2.80	0.00	0.00	0.00		2.45	87.41	100
1600	4.20	0.00	0.35	2.80	3.15	0.00	0.00	0.00		2.10	87.41	100
1630	2.80	0.00	0.35	3.15	2.80	0.35	0.00	0.00		2.45	88.11	100
1700	2.45	0.00	0.35	2.80	2.10	0.35	0.00	0.00		2.80	89.16	100
1730	1.75	0.70	0.70	2.10	2.10	0.35	0.00	0.00		2.80	89.51	100
1800	3.50	0.35	4.20	2.80	1.75	0.35	0.00	0.00		3.15	83.92	100
1830	3.15	0.35	5.24	2.45	1.40	0.35	0.00	0.00		3.15	83.92	100
1900	3.50	2.80	5.59	1.75	1.75	0.70	0.35	0.00	0.00	2.45	81.12	100
1930	2.45	10.49	4.55	1.40	2.10	0.70	0.35	0.00	0.00	1.75	76.22	100
2000	27.62	4.55	3.15	1.40	2.80	0.70	0.00	0.00	0.00	2.10	57.69	100
2030	13.64	7.69	3.85	3.50	8.74	0.70	0.00	0.00	0.00	3.85	58.04	100
2100	10.49	7.69	0.70	4.20	11.89	1.05	0.00	0.00	0.00	4.90	59.09	100
2130	8.74	5.58	0.00	4.20	12.24	0.70	0.00	0.00	0.00	4.55	63.99	100
2200	5.24	3.50	0.35	2.80	10.84	0.35	0.00	0.00	0.00	4.90	72.03	100
2230	2.45	1.75	0.35	1.75	6.29	0.35	0.00	0.00		4.20	82.87	100
2300	0.70	1.75	0.00	1.05	3.50	0.70	0.00	0.00		3.50	88.81	100
2330	0.70	1.05	0.00	0.35	2.10	1.05	0.00			2.45	92.31	100
average	3.37	1.47	1.69	1.24	1.84	0.22	0.04	0.00	0.00	1.49	90.04	
maximum	27.62	10.49	5.59	4.20	12.24	1.05	0.35	0.00	0.00	4.90	100.00	
std. dev.	4.79	2.51	2.00	1.20	3.09	0.31	0.11	0.00	0.00	1.49	11.54	

*Note: Data in this Table consolidates the replies of two sets of respondents: Set 'A' respondents were asked about viewing on the day prior to the interview; Set 'B' respondents were asked about viewing two days prior to the interview.

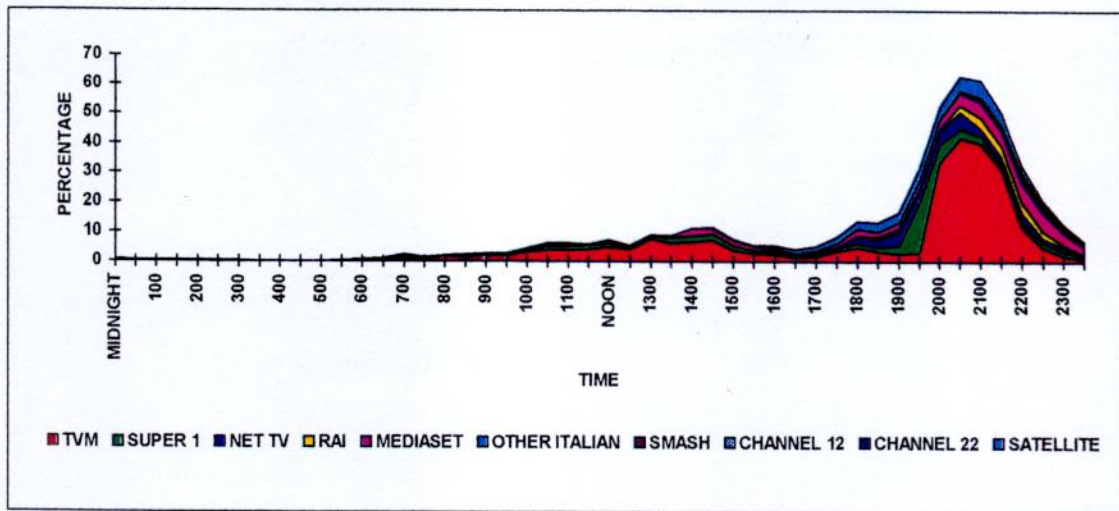


Fig 8.3: TV Audience Shares: Monday

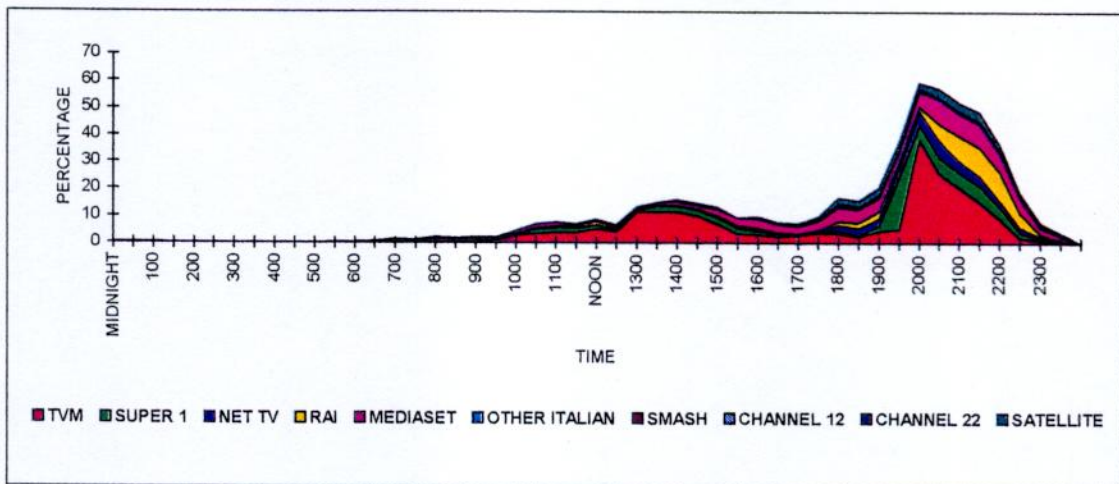


Fig 8.4: TV Audience Shares: Tuesday

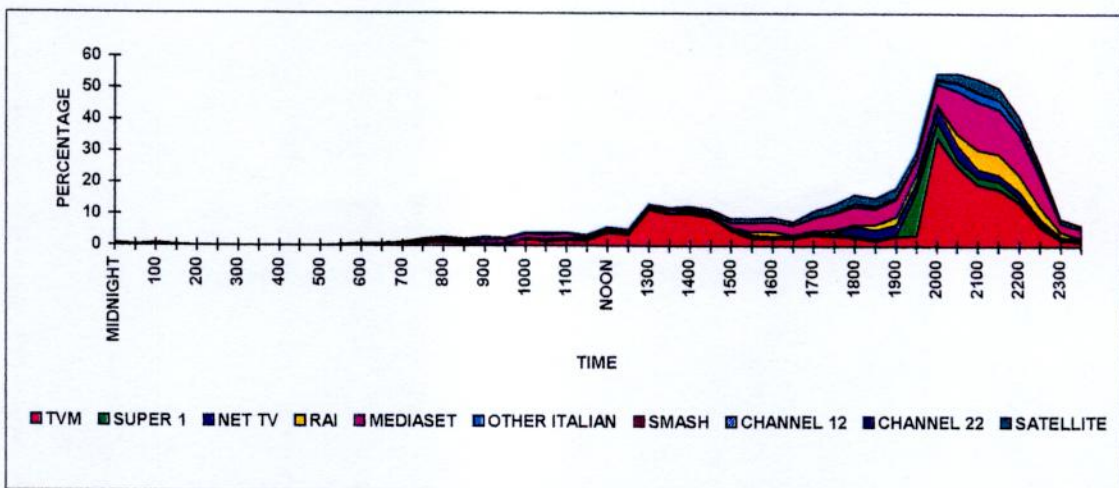


Fig 8.5: TV Audience Shares: Wednesday

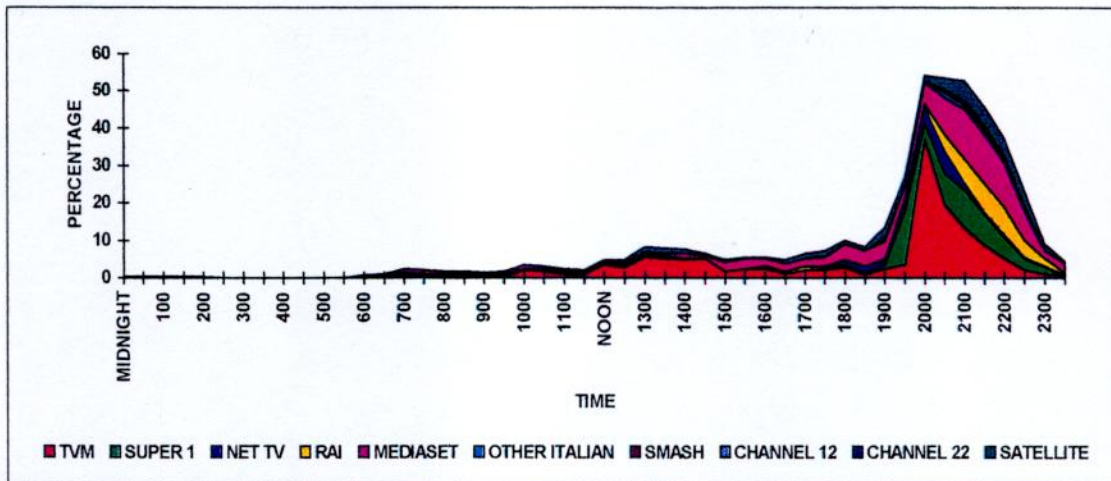


Fig 8.6: TV Audience Shares: Thursday

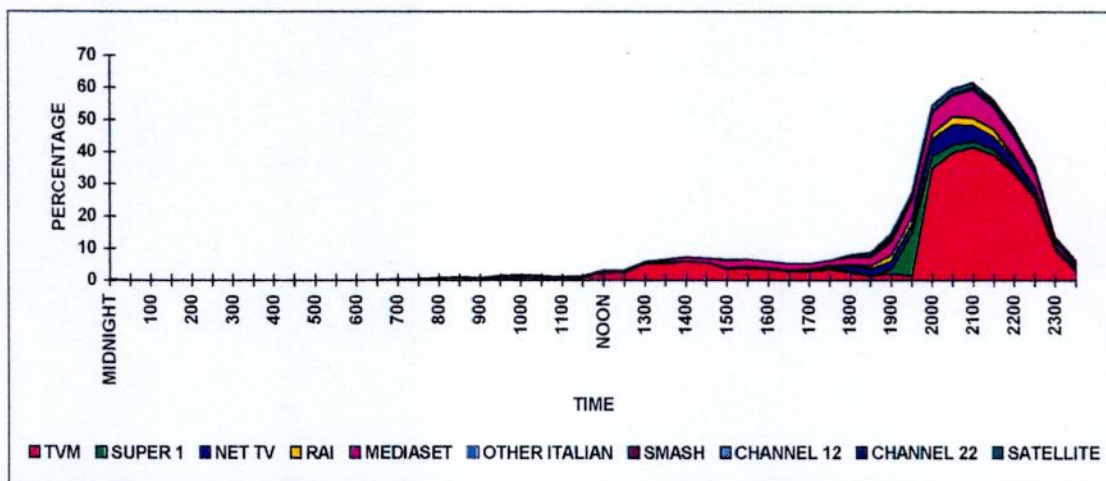


Fig 8.7: TV Audience Shares: Friday

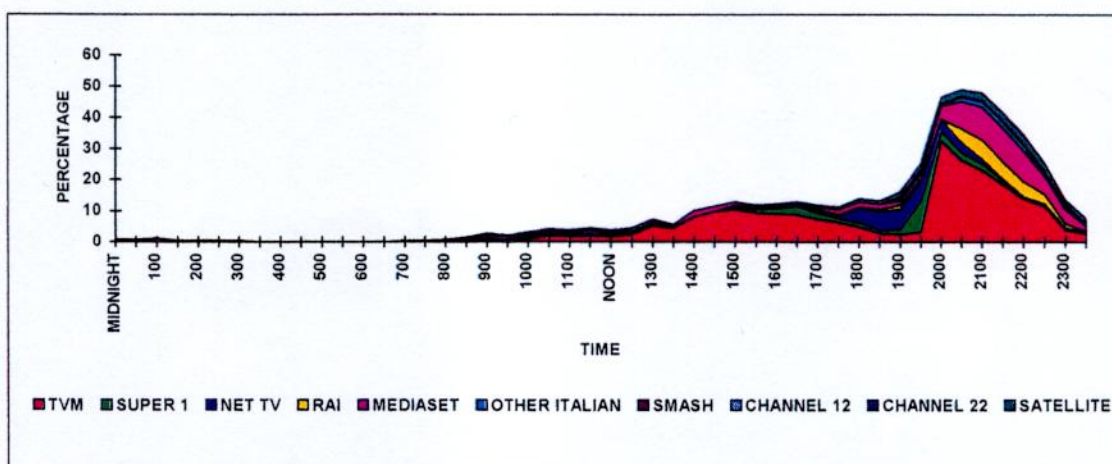


Fig 8.8: TV Audience Shares: Saturday

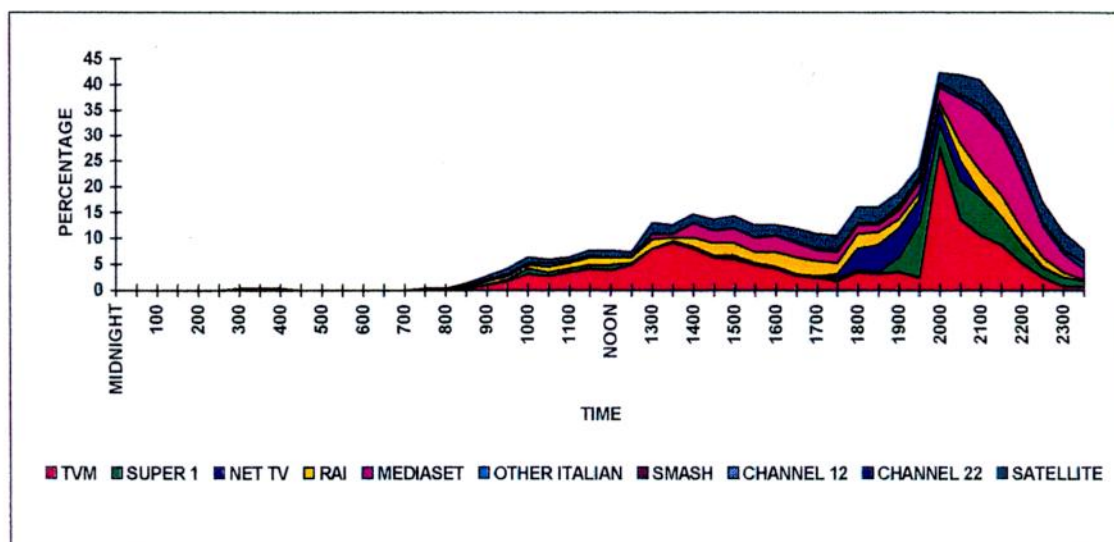


Fig 8.9: TV Audience Shares: Sunday

8.12.0 TV Audience Share

8.12.1 The data in Table 8.3, which is also graphically presented in Figures 8.10, 8.11 and 8.12, summarise the comparative figures for the Daily Average TV Audience Levels for 1995 - 1998, computed, as was the case with the parallel figures for radio, on the basis of available time-slots for each station during the hours each individual station was on air. The 1996 study showed that over the preceding twelve months, the only TV Channel that did not experience a shift was Smash TV. A decrease was registered by TVM (-2%), by Mediaset (-3%), by the group of Other Italian Stations (-2%) and by Satellite Stations, as defined for the purpose of this study (-2%). On the other hand, increases were registered by Super 1 TV (+5%) and by RAI (+4%).

8.12.2 The figures in Table 8.3 show that the 1997 study revealed that various stations, except for Super 1 TV, were getting less wider support from among the Maltese in terms of the total number of persons watching their programmes. A comparison of Figures 8.10 and 8.11 further points to shifts in the relative strengths of the stations during that year: TVM lost 7%, Super 1 gained 8%, Mediaset gained 1%, RAI lost 7%; Other Italian Stations gained 3% and Smash TV gained 1%. Only the relative strength of the Satellite stations did not change.

8.12.3 In turn, the 1998 study showed that during the last year some very significant changes took place in TV viewing in Malta. The most significant change occurred in respect of TVM, which increased its audiences significantly. A comparison of Figures 8.11 and 8.12 further points to shifts in the relative strengths of the stations during that year: TVM gained 19%, Super 1 lost 7%, Mediaset lost 12%; Other Italian Stations lost 3%; and Smash TV lost 1%, whilst Satellite stations gained 4%. Only the relative strength of Channel 12, Channel 22 and of the RAI stations group taken together did not change.

8.12.4 The 1999 study also points to important changes: some stations lost audience share whilst others gained from this loss. These shifts also happened as a result of the fact that a new TV station had meanwhile gone on air. The shifts resulting from a comparison of the figures for 1998 and 1999 are: TVM (-2.5%); Super 1 TV (+0.1%); Channel 12 (-0.2%); RAI (-1.9%); Smash TV (-0.3%); Mediaset (-2.9%); Channel 22 (-0.3%); Other Italian Stations (-0.1%); and Satellite (-3.8%). NET TV meantime registered an audience share of 12.2% in its first year of operation.

Table 8.3: Daily Average Audience Levels for TV: 1995-99
(computed on the basis of available time-slot for each station)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
1995: Daily Average	2.7	0.5	-	1.1	2.9	0.3	0.1			0.8
1996: Daily Average	3.14	1.18	-	1.73	3.16	0.23	0.10			0.82
1997: Daily Average	1.91	1.62	-	0.85	2.63	0.43	0.14	0.05	0.02	0.71
1998: Daily Average	5.00	1.46	-	1.13	2.37	0.20	0.11	0.06	0.04	1.36
1999: Daily Average	4.55	1.42	1.38	0.87	1.96	0.18	0.07	0.03	0.00	0.88

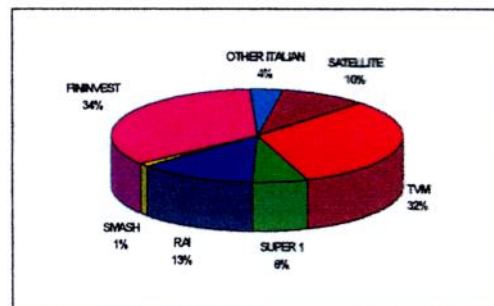
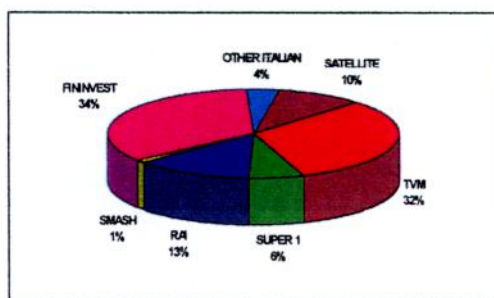


Fig. 8.10: Daily Average Audience TV Levels: 1995 & 1996

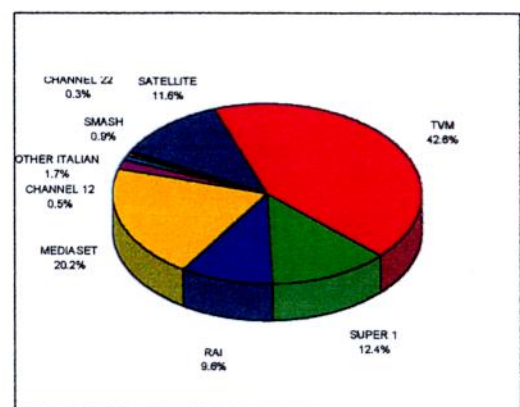
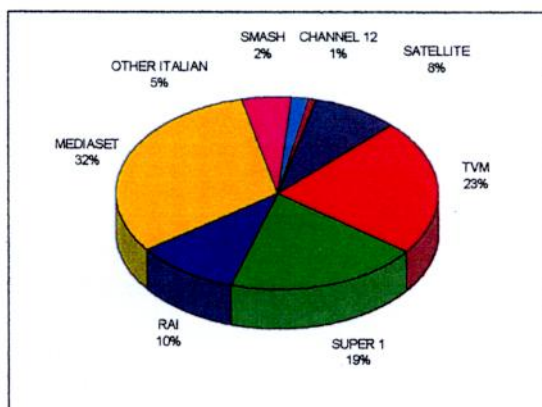


Fig. 8.11: Daily Average Audience TV Levels - 1997 & 1998

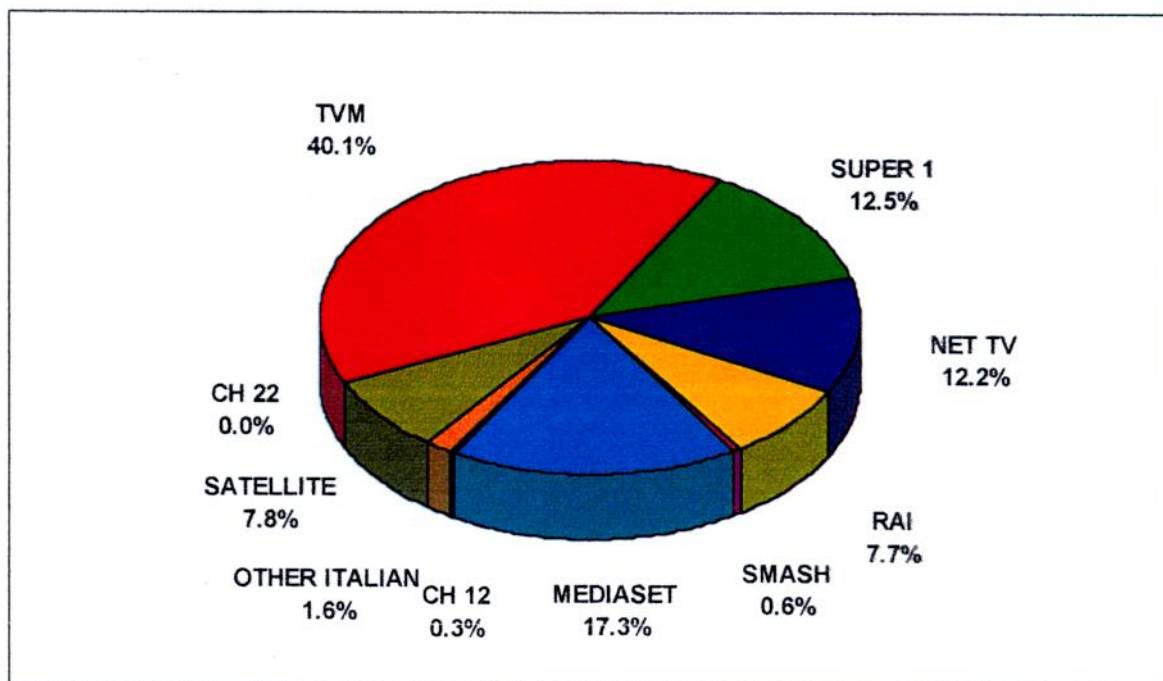


Fig. 8.12: Daily Average Audience TV Levels - 1999

IX CONCLUSION

9.1 The 1999 audience audits for Radio and Television conducted for the Broadcasting Authority continue to provide very important data on the trends prevalent in the broadcasting field in Malta and Gozo. Some trends have been clearly established; others are still nascent. The following is a summary of the data discussed in much greater detail in the forgoing pages and should not be read as an inclusive set of findings, but as an attempt to briefly bring the findings together.

9.2 The trends which have been more or less decided are the overall spread of audiences for both Radio and TV. Malta has stations which continue to dominate whilst others which can claim only a very small share of the cake. The popularity of the 'big' stations continues to increase, or is at least affirmed, whilst that of the smaller ones remains what it has been since they were launched. This is partly because of the very nature of the stations themselves. Those owned by the big opinion leaders in Malta continue to dominate even during those time slots when they are not pushing opinions, whilst those who seek to push less popular, perhaps more 'interesting' from a cultural point of view, face great difficulty to grow and attract an audience share. This is why there is an obvious disparity between the awards for quality broadcasting, which have now become a regular feature of the broadcasting scene, and the results of the audits.

9.3 In many ways the live media in Malta continue to portray very vividly the kind of society the Maltese live in. The supposedly patriarchal society is still manifest by a small number of males more than females who still determine which programme is viewed when only one TV set is available in a household. That this is fast changing, and the truly matriarchal nature of Maltese society is coming out to the fore much more than previously, is evidenced by the fact that the 'stated' difference is getting smaller and smaller. It is indeed noteworthy that when 'the children' and 'females' are added together (and it is commonly known that in this and many other respects alliances between children and mothers are very common indeed) the truly 'dependent' male role comes much more to the fore. This is not meant either as a criticism, but as an attempt to analyse somewhat deeper beneath the surface of generally accepted axioms that regulate Maltese social life.

9.4 Another trend which has firmly established itself in the Media scene is the increased pervasiveness of Cable TV on the island. Gradually Cable TV is becoming a commodity, as TV had already become, and the socio-economic divides that were very noticeable some time ago are fast disappearing. This is true also of some premium services like Sports and Movies. It would seem that the Maltese are prepared to set priorities in their budgets according to their interests and even low socio-economic groups are increasingly spending more money on services. This of course could be related to other wider processes in Maltese society: one such process which has not been given enough attention by social scientists is the extent to which, *de facto*, white collar workers are actually earning less than blue collar workers, of whom a large number find it easier to embark on a

second job, or to engage in additional work without having to pay taxes on it, something which salaried white collar workers find more difficult to do. The findings of this study do not prove anything in this regard either way, but there are sufficient indications for questions to be asked. On a different matter, *among those subscribed to Cable TV*, it is interesting that of all the non-Maltese stations, *Living* occupies the top of the list as the most preferred station.

- 9.5 News remains the prime interest of the Maltese although the news bulletins of the public service TV are no longer the prime audience pullers for everyday of the week. But for all the three TV stations (TVM, Super 1 and NET TV) that seek to push the importance of this important function of broadcasting, News Bulletins attract very high audiences, to the extent that prime time is conceived to be related to it. Advertisers seek to place their commercials during these prime times. Despite modernisation and the resulting microstructurisation of social life, the Maltese somehow still feel the need to capture the essence of the 'national community' by keeping abreast of events through the TV news bulletins. This is not the place for a qualitative analysis of the three main daily bulletins broadcast by the three main TV stations in Malta, but passing comments by interviewees, reported by interviewers, frequently refer to the quasi carbon-copy type of bulletin emanating from different news-rooms. But overall news remains important.
- 9.6 When Programme segments are analysed for interest in these segments in respect of the individual radio stations, major interests among the Maltese do not change much over the years. *Music* and *Local News* continue to attract the highest level of interest. As in 1998, these are followed by *Foreign News* and *Discussions*. In respect of radio, the segment *Discussions on Personal Problems* has relatively lost some of the interest when compared to the previous year. The detailed analysis in the Tables allows the reader to draw a detailed profile of what the Maltese consumer thinks of each individual station.
- 9.7 As regards interest in the set of segments tested for TV, again major interest among the Maltese focuses primarily on *Local News* and *Foreign News*. Interest in Music on TV features much lower than it does on radio. *Films* retain a third position. Of interest is the downward slide in interest over the last year of the two segments composed of *Quizzes/Game Shows/Variety Programmes* and *Plays*.
- 9.8 Another interesting phenomenon that has again resulted from this study is the overriding expansion of Radio Super 1 over the last year. This study does not delve into 'why' this has happened in any detail, but it is a constant reality in this field in Malta that national politics has an important role in this expansion. The loss of the 1998 general elections by the Malta Labour Party has naturally rallied its supporters in years when they feel that they cannot rely fully on public broadcasting for information. This happened also when the Nationalist Party was voted into the Opposition two years before. Radio and TV stations, may, unwittingly, be acquiring a quasi-totemic value for the two main political divides in Malta!
- 9.9 Interesting as well is the continued popularity of now established programmes like *Xarabank*, *Ipokriti*, *Xhieda* and *Pjazza 3*. As has already been alluded above, the audiences for some of these exceed News Bulletin audiences. But what is interesting is not the audience they might capture in the first half hour of their

transmission, but how much audience they retain throughout the whole session. Some lose it very quickly indeed, and it would be perhaps useful for programme managers to analyse this.

- 9.10 This year was also characterised by the advent of two new players in the Media: NET TV and Radio Capital. The latter has managed to secure a stable, if somewhat low, audience throughout the day. NET TV has, probably more because of its carefully selected broadcasting times than because of huge audiences for any particular programme or group of programmes, a substantial portion of the 'cake'. It is interesting what competition between the two party-owned TV stations is going to lead to in the future.
- 9.11 Shifts in the relative positions of both radio and TV stations did take place during the last year. The 1999 study shows that over the last twelve months, Super 1 Radio increased its audience share levels substantially. Some noteworthy decreases affected Radio Malta 1, Radio 101 and Smash. Besides Super 1 Radio, interesting increases affected Radio Calypso and Island Sound. The rest of the stations practically retained their previous claims to audience share, calculated on the number of available time-slots to each respective station between 6.00 a.m. and midnight. It is to be remembered that Capital Radio's performance cannot be compared to a previous year since this is the first year of the station's life.
- 9.12 In respect of TV, some station or group of stations, both local and foreign lost audience share. This presumably happened also because NET TV station had meanwhile gone on air. The losses affected all the other stations or group of stations except Super 1 TV which made a marginal gain. It would seem that the major losses in this respect occurred in respect of TVM, Mediaset and Satellite stations.
- 9.13 In summary, it can be concluded the local lie Media continue to exhibit a dynamic attempt to please and 'to be consumed'. A number of suggestions for new programmes made through earlier studies have been implemented, and their success is all too evident. The media world, at both surface and deep-structure level, continue to reflect Maltese society, with its contradictions and aspirations, with its cobwebs of received structures and its eagerness to move into the technology-driven new Millennium. It remains a vital microcosm, the study of which can throw very important light on the macrocosm, Maltese society, as it metamorphosises itself into a modern society with novel problems and new tensions, but in search of new solutions.

APPENDIX A

TECHNICAL REPORT

1.0 Sampling Procedure

- 1.1 The objectives of this study as delineated in Chapter II of this Report, involve the twin objectives of Audience Auditing and Opinion Collection. The methodology to be used accordingly needed to be adequate to cover both areas with reliability and in a way which guarantees the validity of the survey data.
- 1.2 This study was based on the proposal made, i.e. that a national sample of not less than 1001 should be selected, thus giving a rounded number of 143 interviews per day.
- 1.3 All the addresses in Malta and Gozo that appeared in the last edition of the Electoral Register for Local Councils were grouped into 500 Electoral blocks, each containing an approximately equal number of potential interviewees. Of these 500 blocks, 30 were in turn randomly selected. The standard random sampling procedure was next used to identify names of potential respondents within this block.
- 1.4 Audience levels audited in this project incorporate as part of the total population currently resident in Malta any foreigner who was resident in Malta during the week when the study was conducted. This survey among residents in Malta was conducted over a one week period, starting Wednesday, 3 March 1999 until Tuesday, 9 March 1999. Interviews were effectively carried out in *Mdina, Cospicua, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), Balzan, B'Kara, B'Bugia, Fgura, Gudja, Gharghur, Hamrun, Kalkara, Marsa, M'Xlokk, Mosta (2), Nadur, Naxxar, Pembroke, Rabat (Malta), Sta. Venera, Sliema, and Xghajra.*

2.0 Audience Audit

- 2.1 On each day of the week, a sub-sample made up of one seventh of the total sample size was accordingly interviewed, and each interviewee was asked to indicate at what times he or she had listened to any of the radio stations in respect of radio, and at what times he or she had been watching TV in respect of television, on the **two consecutive days** preceding the interview. The whole day was divided into half-hour time-bands. Each interviewee was required to indicate whether he or she was a listener during that time-band or not. An interviewee was deemed to have been a listener for that slot time-band if he or she stated that he/she was tuned in for at least one minute more than half of that slot's duration.
- 2.2 The reliability of the study was increased by extending the questions not only to the day preceding the interview but to the two days prior to the interview. This is the maximum accepted limit of recall for this kind of study. As a result of this, the sub-sample base for each day of the week was doubled, and in effect became two-sevenths of the total sample size.

- 2.3 For this study the multi-stage random sampling procedure was used for those aged 18 years and older. The sample was drawn from the last edition of Local Councils electoral register. For those aged under 18, quota sampling was used. The sample produced was sub-stratified by gender and age group to reflect the demographic structure for this age cohort

3.0 *Opinion Study*

- 3.1 In order to meet the second set of objectives established for this research exercise by the *Authority* regarding the range of aspects of broadcasting listed in the Authority's brief, all the interviewees were asked a set of identical questions irrespective of the day in which they were interviewed for the Audience Audit. Hence, the base for this section of the study, was the total number of interviews involved over the whole study.

5.0 *Analysis*

- 5.1 The survey results, were collected on the basis of a questionnaire specially designed for this study.
- 5.2 Whenever feasible, results were analysed by Gender, Age, Socio-Economic Category of the respondent or of the respondent's Head of Household where applicable (such as when the respondent is a housewife or a student not attending an Institution of Higher Learning), and Type of Viewer as follows:

i. Gender: Male
 Female

ii. Age: 12-17
 18-30
 31-50
 51-65
 65 +

iii. Socio-Economic Category of Self or of Head of Household when that of the respondent himself/herself is not applicable:

Group 1 - AB professional, managerial, administrative

Group 2 - C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business

Group 3 - C2 skilled manual workers and foremen

Group 4 - DE semi-skilled, unskilled, labourers, casual workers and those whose income is provided by the state.

5.3 The figures for the Radio Audience Audit were analysed by Station, as follows:

- Radio Malta 1
- Radio Malta 2
- FM Bronja
- Super One Radio
- Radio 101
- Island Sound
- Bay Radio
- RTK
- Live FM
- Smash Radio
- Radio Calypso
- University Radio
- Radju MAS
- Capital Radio

5.4 The figures for the TV Audience Audit were analysed as follows:

Television

- TVM
- Super One
- NET TV
- Smash TV
- RAI Stations (*RAI 1, RAI 2 & RAI 3*)
- Mediaset Group of Stations (*Canale 5, Italia Uno & Rete 4*)
- Other Italian Stations

Cable

- Channel 12
- Education 22
- Satellite Stations

6.0 *Fieldwork*

6.1 The study took the form of personal interviews conducted in private homes by a team of experienced interviewers.

6.2 Before the start of the fieldwork proper, the questionnaire was piloted. This ensured that the questionnaire did not present any problems in the interview situation. Dummy interviews were carried out during the briefing session. Interviewers were constantly supervised by two supervisors in order to ensure that difficulties that arose during the actual fieldwork were easily solved. The supervisors were responsible for checking that the interviews were being correctly done, and that the regulations for interviewing were constantly being strictly observed.

6.3 The majority of the fieldwork was conducted in Maltese except for non-nationals in which case it was conducted in English.

T2 Tista', jekk joghgbok, tghidli xi programmi RAJT FUQ IT-TV **il-BIERAH TLURA?** (DAY of WEEK _____)
 IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
 TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
 INDICATE PERIOD IF AT LEAST 16 MINUTES FOR EACH HALF HOUR.

	TVM	SUP 1	NET TV	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2		4	5	6	7			10	T0000
0.30	1			4	5	6	7			10	T0030
1.00	1			4	5	6	7			10	T0100
1.30	1			4	5	6	7			10	T0130
2.00	1			4	5	6	7			10	T0200
2.30	1			4	5	6	7			10	T0230
3.00	1			4	5	6	7			10	T0300
3.30	1			4	5	6	7			10	T0330
4.00	1			4	5	6	7			10	T0400
4.30	1			4	5	6	7			10	T0430
5.00	1			4	5	6	7			10	T0500
5.30	1			4	5	6	7			10	T0530
6.00	1	2		4	5	6	7			10	T0600
6.30	1	2		4	5	6	7			10	T0630
7.00	1	2	3	4	5	6	7			10	T0700
7.30	1	2	3	4	5	6	7			10	T0730
8.00	1	2	3	4	5	6	7	8		10	T0800
8.30	1	2	3	4	5	6	7	8		10	T0830
9.00	1	2	3	4	5	6	7	8		10	T0900
9.30	1	2	3	4	5	6	7	8	9	10	T0930
10.00	1	2	3	4	5	6	7	8	9	10	T1000
10.30	1	2	3	4	5	6	7	8	9	10	T1030
11.00	1	2	3	4	5	6	7	8	9	10	T1100
11.30	1	2	3	4	5	6	7	8		10	T1130
NOON	1	2		4	5	6	7	8		10	T1200
12.30	1	2		4	5	6	7	8		10	T1230
1.00	1	2		4	5	6	7	8		10	T1300
1.30	1	2		4	5	6	7	8		10	T1330
2.00	1	2		4	5	6	7	8		10	T1400
2.30	1	2		4	5	6	7	8		10	T1430
3.00	1	2	3	4	5	6	7	8		10	T1500
3.30	1	2	3	4	5	6	7	8		10	T1530
4.00	1	2	3	4	5	6	7	8	9	10	T1600
4.30	1	2	3	4	5	6	7	8	9	10	T1630
5.00	1	2	3	4	5	6	7	8	9	10	T1700
5.30	1	2	3	4	5	6	7	8	9	10	T1730
6.00	1	2	3	4	5	6	7	8	9	10	T1800
6.30	1	2	3	4	5	6	7	8	9	10	T1830
7.00	1	2	3	4	5	6	7	8	9	10	T1900
7.30	1	2	3	4	5	6	7	8	9	10	T1930
8.00	1	2	3	4	5	6	7	8	9	10	T2000
8.30	1	2	3	4	5	6	7	8	9	10	T2030
9.00	1	2	3	4	5	6	7	8	9	10	T2100
9.30	1	2	3	4	5	6	7	8	9	10	T2130
10.00	1	2	3	4	5	6	7	8	8	10	T2200
10.30	1	2	3	4	5	6	7	8		10	T2230
11.00	1	2	3	4	5	6	7	8		10	T2300
11.30	1	2	3	4	5	6	7			10	T2330

R2 Tista', jekk joghgbok, tghidli xi programmi smajt **TAR-RADJU** INTI **il-bieraht-lura?** (DAY of WEEK _____)
 IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO **ONE HALF HOUR PERIOD** STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO IN EACH PARTICULAR TIME SLOT

	RM 1	RM 2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNIR	MAS	FM BRONJA	CAPITOL	
MIDNIGHT	1	2	3	4	5	6			9	10	11		13	14	R0000
0.30	1	2	3	4	5	6			9	10	11		13	14	R0030
1.00	1	2	3	4	5	6			9	10	11		13	14	R0100
1.30	1	2	3	4	5	6			9	10	11		13	14	R0130
2.00	1	2	3	4	5	6			9	10	11		13	14	R0200
2.30	1	2	3	4	5	6			9	10	11		13	14	R0230
3.00	1	2	3	4	5	6			9	10	11		13	14	R0300
3.30	1	2	3	4	5	6			9	10	11		13	14	R0330
4.00	1	2	3	4	5	6			9	10	11		13	14	R0400
4.30	1	2	3	4	5	6			9	10	11		13	14	R0430
5.00	1	2	3	4	5	6			9	10			13	14	R0500
5.30	1	2	3	4	5	6	7		9	10			13	14	R0530
6.00	1	2	3	4	5	6	7		9	10		12	13	14	R0600
6.30	1	2	3	4	5	6	7		9	10		12	13	14	R0630
7.00	1	2	3	4	5	6	7		9	10		12	13	14	R0700
7.30	1	2	3	4	5	6	7		9	10		12	13	14	R0730
8.00	1	2	3	4	5	6	7		9	10		12	13	14	R0800
8.30	1	2	3	4	5	6	7		9	10		12	13	14	R0830
9.00	1	2	3	4	5	6	7		9	10		12	13	14	R0900
9.30	1	2	3	4	5	6	7		9	10		12	13	14	R0930
10.00	1	2	3	4	5	6	7		9	10		12	13	14	R1000
10.30	1	2	3	4	5	6	7		9	10		12	13	14	R1030
11.00	1	2	3	4	5	6	7		9	10		12	13	14	R1100
11.30	1	2	3	4	5	6	7		9	10		12	13	14	R1130
NOON	1	2	3	4	5	6	7		9	10		12	13	14	R1200
12.30	1	2	3	4	5	6	7		9	10		12	13	14	R1230
1.00	1	2	3	4	5	6	7		9	10		12	13	14	R1300
1.30	1	2	3	4	5	6	7		9	10		12	13	14	R1330
2.00	1	2	3	4	5	6	7		9	10		12	13	14	R1400
2.30	1	2	3	4	5	6	7		9	10		12	13	14	R1430
3.00	1	2	3	4	5	6	7		9	10		12	13	14	R1500
3.30	1	2	3	4	5	6	7		9	10		12	13	14	R1530
4.00	1	2	3	4	5	6	7		9	10		12	13	14	R1600
4.30	1	2	3	4	5	6	7		9	10	11		13	14	R1630
5.00	1	2	3	4	5	6	7		9	10	11		13	14	R1700
5.30	1	2	3	4	5	6	7		9	10	11		13	14	R1730
6.00	1	2	3	4	5	6	7		9	10	11		13	14	R1800
6.30	1	2	3	4	5	6	7		9	10	11		13	14	R1830
7.00	1	2	3	4	5	6	7		9	10	11		13	14	R1900
7.30	1	2	3	4	5	6	7		9	10	11		13	14	R1930
8.00	1	2	3	4	5	6	7		9	10	11		13	14	R2000
8.30	1	2	3	4	5	6	7		9	10	11		13	14	R2030
9.00	1	2	3	4	5	6	7		9	10	11		13	14	R2100
9.30	1	2	3	4	5	6	7		9	10	11		13	14	R2130
10.00	1	2	3	4	5	6	7		9	10	11		13	14	R2200
10.30	1	2	3	4	5	6	7		9	10	11		13	14	R2230
11.00	1	2	3	4	5	6	7		9	10	11		13	14	R2300
11.30	1	2	3	4	5	6	7		9	10	11		13	14	R2330

SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt **TAR-RADJU** INTI **il-bierah**? (DAY of WEEK _____)

IF NO RADIO STATION WAS HEARD ON SELECTED DAY, PLEASE SKIP QUESTION.

TIME REFERS TO ONE HALF-HOUR PERIOD STARTING AT POINT GIVEN.

INDICATE PERIOD IF AT LEAST 16 MINUTES ARE SPENT LISTENING TO RADIO DURING EACH INDIVIDUAL TIME-SLOT

	RM 1	RM 2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALY SO	UNIR	MAS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6		8	9	10	11		13	14	R0000
0.30	1	2	3	4	5	6		8	9	10	11		13	14	R0030
1.00	1	2	3	4	5	6		8	9	10	11		13	14	R0100
1.30	1	2	3	4	5	6		8	9	10	11		13	14	R0130
2.00	1	2	3	4	5	6		8	9	10	11		13	14	R0200
2.30	1	2	3	4	5	6		8	9	10	11		13	14	R0230
3.00	1	2	3	4	5	6		8	9	10	11		13	14	R0300
3.30	1	2	3	4	5	6		8	9	10	11		13	14	R0330
4.00	1	2	3	4	5	6		8	9	10	11		13	14	R0400
4.30	1	2	3	4	5	6		8	9	10			13	14	R0430
5.00	1	2	3	4	5	6		8	9	10			13	14	R0500
5.30	1	2	3	4	5	6		8	9	10			13	14	R0530
6.00	1	2	3	4	5	6	7	8	9	10			13	14	R0600
6.30	1	2	3	4	5	6	7	8	9	10			13	14	R0630
7.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R0700
7.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R0730
8.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R0800
8.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R0830
9.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R0900
9.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R0930
10.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1000
10.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1030
11.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1100
11.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1130
NOON	1	2	3	4	5	6	7	8	9	10		12	13	14	R1200
12.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1230
1.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1300
1.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1330
2.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1400
2.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1430
3.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1500
3.30	1	2	3	4	5	6	7	8	9	10		12	13	14	R1530
4.00	1	2	3	4	5	6	7	8	9	10		12	13	14	R1600
4.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R1630
5.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R1700
5.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R1730
6.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R1800
6.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R1830
7.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R1900
7.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R1930
8.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R2000
8.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R2030
9.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R2100
9.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R2130
10.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R2200
10.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R2230
11.00	1	2	3	4	5	6	7	8	9	10	11		13	14	R2300
11.30	1	2	3	4	5	6	7	8	9	10	11		13	14	R2330

SECTION D: OPINION COLLECTION

SERIAL NO [] C1

Q1. L-ahbarijiet TA' MALTA tipprefere L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju* 1
tarahom fuq it-televizjoni 2
taqrahom fuq il-gazzetta 3
tismagghom minghand haddiehor 4 (K1)

Q2. L-ahbarijiet TA' BARRA tipprefere L-AKTAR? **MARK ONLY ONE**

- tismagghom fuq ir-radju* 1
tarahom fuq it-televizjoni 2
taqrahom fuq il-gazzetta 3
tismagghom minghand haddiehor 4 (K2)

Q3a. Inti tismighu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [] K3001
LE 2 (K3)

c. Jekk IVA, fejn tismighu r-Radju? ID-DAR IX-XOGHOL FIL-KAROZZA
(MORE THAN ONE ANSWER ALLOWED) 1 2 3 (K4001-003)

Q5. Fuq liema stazzjon tar-radju l-aktar li tipprefere tisma' dawn il-programmi

(tista' timmarka WIEHED BISS) SHOWCARD

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI R	MAS	FM BRONJA	CAPITAL	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K5)
DISKUSSIONIJET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K6)
SPORT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K7)
FLUS U BUSINESS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K8)
KULTURALI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K9)
SAHHA / SBUHIJA/ DAR / LIGI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(K1)

Q6a. Inti tara TV? IVA 1 b) B'kollox xi kemm-il siegha tara TV kuljum? [] K17001
LE 2 (K17)

c. Jekk IVA, fejn l-AKTAR li tara TV? (mark ONE only)

- Sitting/Livng* 1
Dining 2
Kcina 3
Bedroom 4
Post lehor 5 (K18)

LE	IVA -BASIC	IVA -RECEPTION	IVA -TV PLUS
0	1	2	3

	LE	IVA
THE MOVIE CHANNEL	0	1
THE SPORTS CHANNEL	0	1

K19b

	TVM	SUP 1	SMASH	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	NET	
AHBARIJIET TA' MALTA	1	2	3	4	5	6	7	8	K20
AHBARIJIET TA' BARRA	1	2	3	4	5	6	7	8	K21
SPORTS	1	2	3	4	5	6	7	8	K22
TEMP	1	2	3	4	5	6	7	8	K23
FEATURE FILMS	1	2	3	4	5	6	7	8	K24
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	K25
DOKUMENTARJI	1	2	3	4	5	6	7	8	K26
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	K27
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	K28
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	K29
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	K30
PLAYS	1	2	3	4	5	6	7	8	K31
ARTI U KULTURA	1	2	3	4	5	6	7	8	K32
GHALL-MARA	1	2	3	4	5	6	7	8	K33
GHAT-TFAL	1	2	3	4	5	6	7	8	K34
RELIGJUZI	1	2	3	4	5	6	7	8	K35
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	K36

DEJJEM	1	
KULTANT	2	
QATT	3	(K37)

IR-RAGEL	1
IL-MARA	2
IT-TFAL	3 (K38)

(K39001-09)

(K40001-09)

CLASSIFICATION

INTERVIEWER'S INITIALS [] C2

DAY OF INTERVIEW:

1	SUNDAY
2	MONDAY
3	TUESDAY
4	WEDNESDAY
5	THURSDAY
6	FRIDAY
7	SATURDAY

Gender:	Male	1	ii. Age:	12-17	1
	Female	2 (C4)		18-30	2
				31-50	3
				51-65	4
				65 +	5

IF PENSIONER, please write trade prior to retirement in FULL

Group 1	AB professional, managerial, administrative	1
Group 2	C1 higher clerical, clerical, supervisor, skilled craftsmen and technicians, owner/manager of small business	2
Group 3	C2 skilled manual workers and foremen	3
Group 4	DE semi-skilled, unskilled, labourers, casual workers and those whose income is paid by Govt.	4 (C6)

SECTION B
T1 TISTA*, JEKK JOGHGBOK TGHIDLI KEMM RAJT TV IL-BIERAH? (Day of Week _____)
IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION
TIME REFERS TO ONE-HALF HOUR PERIOD STARTING AT POINT GIVEN
INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.											
	TVM	SUP 1	NET TV	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2		4	5	6	7			10	T0000
0.30	1			4	5	6	7			10	T0030
1.00	1			4	5	6	7			10	T0100
1.30	1			4	5	6	7			10	T0130
2.00	1			4	5	6	7			10	T0200
2.30	1			4	5	6	7			10	T0230
3.00	1			4	5	6	7			10	T0300
3.30	1			4	5	6	7			10	T0330
4.00	1			4	5	6	7			10	T0400
4.30	1			4	5	6	7			10	T0430
5.00	1			4	5	6	7			10	T0500
5.30	1			4	5	6	7			10	T0530
6.00	1	2		4	5	6	7			10	T0600
6.30	1	2		4	5	6	7			10	T0630
7.00	1	2	3	4	5	6	7			10	T0700
7.30	1	2	3	4	5	6	7			10	T0730
8.00	1	2	3	4	5	6	7	8		10	T0800
8.30	1	2	3	4	5	6	7	8		10	T0830
9.00	1	2	3	4	5	6	7	8		10	T0900
9.30	1	2	3	4	5	6	7	8	9	10	T0930
10.00	1	2	3	4	5	6	7	8	9	10	T1000
10.30	1	2	3	4	5	6	7	8	9	10	T1030
11.00	1	2	3	4	5	6	7	8	9	10	T1100
11.30	1	2	3	4	5	6	7	8		10	T1130
NOON	1	2		4	5	6	7	8		10	T1200
12.30	1	2		4	5	6	7	8		10	T1230
1.00	1	2		4	5	6	7	8		10	T1300
1.30	1	2		4	5	6	7	8		10	T1330
2.00	1	2		4	5	6	7	8		10	T1400
2.30	1	2		4	5	6	7	8		10	T1430
3.00	1	2	3	4	5	6	7	8		10	T1500
3.30	1	2	3	4	5	6	7	8		10	T1530
4.00	1	2	3	4	5	6	7	8	9	10	T1600
4.30	1	2	3	4	5	6	7	8	9	10	T1630
5.00	1	2	3	4	5	6	7	8	9	10	T1700
5.30	1	2	3	4	5	6	7	8	9	10	T1730
6.00	1	2	3	4	5	6	7	8	9	10	T1800
6.30	1	2	3	4	5	6	7	8	9	10	T1830
7.00	1	2	3	4	5	6	7	8	9	10	T1900
7.30	1	2	3	4	5	6	7	8	9	10	T1930
8.00	1	2	3	4	5	6	7	8	9	10	T2000
8.30	1	2	3	4	5	6	7	8	9	10	T2030
9.00	1	2	3	4	5	6	7	8	9	10	T2100
9.30	1	2	3	4	5	6	7	8	9	10	T2130
10.00	1	2	3	4	5	6	7	8	8	10	T2200
10.30	1	2	3	4	5	6	7	8		10	T2230
11.00	1	2	3	4	5	6	7	8		10	T2300
11.30	1	2	3	4	5	6	7			10	T2330