

A Report

on A Study of

TV and Radio Audiences in Malta

(Part III – Absolute Figures)

prepared for the

Broadcasting Authority

by

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	3282	2188	0	0	0	0	0	0	0		1094	0	306336	312900
0030	0	0	2188	0	0	0	0	0	0	0	0		1094	0	309618	312900
0100	0	0	1094	0	0	0	0	0	0	0	0		1094	0	310712	312900
0130	0	0	1094	0	0	0	0	0	0	0	0		1094	0	310712	312900
0200	0	0	1094	0	0	0	0	0	0	0	0		1094	0	310712	312900
0230	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0300	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0330	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0400	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0430	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0500	0	0	2188	0	0	0	0	0	1094	0			0	0	309618	312900
0530	0	0	3282	0	0	0	0	0	1094	1094			0	0	307430	312900
0600	0	0	7658	9847	0	2188	1094	0	1094	2188		1094	0	1094	286643	312900
0630	1094	1094	16411	12035	0	3282	3282	0	1094	1094		1094	0	1094	271326	312900
0700	1094	1094	20787	12035	1094	5470	4376	0	2188	0		1094	0	1094	262573	312900
0730	3282	1094	24069	10941	2188	7658	3282	0	2188	0		1094	0	3282	253821	312900
0800	6564	3282	25163	9847	0	6564	5470	0	2188	0		2188	1094	2188	248351	312900
0830	7658	1094	25163	8752	0	4376	5470	0	2188	1094		1094	1094	2188	252727	312900
0900	6564	1094	27351	6564	0	5470	9847	0	2188	4376		1094	1094	2188	245069	312900
0930	6564	1094	25163	7658	0	5470	14223	0	1094	4376		1094	1094	2188	242880	312900
1000	6564	2188	25163	7658	0	4376	16411	0	1094	4376		1094	1094	2188	240692	312900
1030	7658	2188	25163	7658	0	2188	16411	0	1094	4376		1094	1094	3282	240692	312900
1100	7658	2188	26257	6564	0	4376	14223	0	2188	5470		1094	0	3282	239598	312900
1130	6564	2188	28445	6564	0	4376	13129	0	2188	3282		1094	0	3282	241786	312900
NOON	12035	1094	31728	6564	0	5470	8752	0	2188	3282		1094	0	3282	237410	312900
1230	9847	1094	32822	6564	0	7658	4376	0	2188	3282		1094	1094	3282	239598	312900
1300	8752	0	28445	6564	0	7658	3282	0	1094	3282		2188	2188	4376	245069	312900
1330	7658	1094	22975	4376	1094	7658	3282	0	2188	3282		2188	2188	4376	250539	312900
1400	5470	0	16411	5470	1094	6564	3282	0	2188	4376		3282	1094	4376	259291	312900
1430	5470	0	15317	5470	1094	4376	4376	0	4376	4376		2188	1094	4376	260385	312900
1500	4376	1094	14223	4376	0	4376	5470	0	3282	4376		2188	0	4376	264762	312900
1530	4376	1094	15317	4376	0	4376	5470	0	2188	4376		1094	0	4376	265856	312900
1600	3282	1094	19693	9847	1094	3282	5470	0	2188	4376		1094	0	3282	258197	312900
1630	3282	1094	21881	9847	1094	6564	4376	0	3282	3282	0		0	2188	256009	312900
1700	3282	1094	18599	9847	1094	5470	4376	0	4376	3282	0		1094	2188	258197	312900
1730	3282	1094	20787	8752	1094	3282	3282	0	4376	2188	0		1094	2188	261479	312900
1800	3282	1094	20787	7658	1094	3282	5470	0	3282	3282	0		0	2188	261479	312900
1830	2188	1094	19693	5470	1094	2188	3282	0	2188	4376	0		0	1094	270232	312900
1900	3282	0	17505	4376	0	2188	9847	0	2188	4376	0		0	1094	268044	312900
1930	3282	0	10941	2188	1094	2188	3282	0	2188	1094	0		0	0	286643	312900
2000	5470	0	7658	2188	0	2188	2188	0	2188	1094	0		0	0	289925	312900
2030	3282	0	7658	2188	0	0	3282	0	3282	1094	0		0	0	292113	312900
2100	3282	0	6564	3282	0	0	2188	0	3282	1094	0		1094	0	292113	312900
2130	3282	0	4376	2188	0	0	1094	0	3282	1094	0		1094	0	296489	312900
2200	1094	0	4376	2188	0	0	1094	0	2188	0	0		1094	0	300865	312900
2230	0	0	4376	2188	1094	1094	2188	0	2188	0	0		0	0	299771	312900
2300	0	0	3282	2188	1094	1094	1094	0	1094	0	0		0	1094	301959	312900
2330	0	0	3282	2188	0	1094	0	0	1094	0	0		0	1094	304148	312900
average	3351	638	13858	4764	342	2872	5352	0	1778	1937	0	1459	524	1595	276477	312900
maximum	12035	3282	32822	12035	2188	7658	16411	0	4376	5470	0	3282	2188	4376	311806	312900
std. dev.	3177	800	10274	3740	554	2610	4404	0	1236	1858	0	616	631	1578	26598	
average for 0600- 2400 hrs	4467	851	17930	6291	456	3829	5501	0	2310	2553	0	1459	547	2127	265187	

*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	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	5470	1094	0	0		0	1094	0	0		1094	1094	303053	312900
0030	0	0	4376	1094	0	0		0	1094	0	0		1094	1094	304148	312900
0100	0	0	3282	0	0	0		0	1094	0	0		1094	1094	306336	312900
0130	0	0	3282	0	0	0		0	1094	0	0		1094	1094	306336	312900
0200	0	0	2188	0	0	0		0	1094	0	0		0	1094	308524	312900
0230	0	0	2188	0	0	0		0	1094	0	0		0	1094	308524	312900
0300	0	0	2188	0	0	0		0	1094	0	0		0	1094	308524	312900
0330	0	0	2188	0	0	0		0	1094	0	0		0	1094	308524	312900
0400	0	0	2188	0	0	0		0	1094	0	0		0	1094	308524	312900
0430	0	0	2188	0	0	0		0	1094	0			0	1094	308524	312900
0500	0	0	2188	2188	0	0		0	1094	0			0	1094	306336	312900
0530	0	0	2188	2188	0	0	0	0	1094	1094			0	1094	305242	312900
0600	0	1094	8752	7658	0	1094	1094	0	1094	1094		2188	0	1094	287737	312900
0630	1094	2188	15317	7658	0	1094	4376	0	1094	1094		2188	1094	1094	274608	312900
0700	2188	2188	20787	10941	2188	4376	4376	0	3282	2188		2188	1094	2188	254915	312900
0730	2188	2188	19693	14223	2188	4376	3282	0	2188	2188		2188	1094	3282	253821	312900
0800	5470	2188	22975	14223	1094	6564	4376	0	3282	1094		2188	1094	2188	246163	312900
0830	5470	2188	25163	12035	2188	4376	5470	0	2188	2188		2188	1094	2188	246163	312900
0900	7658	2188	26257	8752	2188	2188	12035	0	2188	5470		1094	1094	2188	239598	312900
0930	6564	2188	25163	8752	2188	2188	15317	0	2188	5470		1094	1094	2188	238504	312900
1000	5470	3282	25163	9847	1094	3282	18599	0	2188	4376		1094	1094	2188	235222	312900
1030	5470	3282	22975	10941	1094	2188	16411	0	2188	4376		1094	1094	3282	238504	312900
1100	4376	3282	22975	10941	1094	3282	16411	0	2188	4376		1094	2188	3282	237410	312900
1130	4376	3282	22975	8752	1094	2188	15317	0	2188	3282		1094	2188	3282	242880	312900
NOON	6564	2188	26257	9847	1094	3282	14223	0	2188	2188		1094	0	3282	240692	312900
1230	3282	1094	35010	8752	1094	3282	7658	0	2188	2188		1094	1094	3282	242880	312900
1300	5470	1094	31728	7658	1094	3282	6564	0	2188	2188		1094	1094	6564	242880	312900
1330	3282	1094	25163	5470	4376	3282	5470	0	2188	2188		1094	1094	6564	251633	312900
1400	3282	1094	14223	5470	3282	4376	5470	0	2188	2188		2188	2188	6564	260385	312900
1430	3282	1094	13129	5470	4376	4376	5470	0	3282	2188		1094	1094	6564	261479	312900
1500	3282	2188	13129	4376	3282	3282	6564	0	2188	2188		1094	0	6564	264762	312900
1530	2188	2188	16411	5470	3282	3282	5470	0	2188	2188		1094	0	6564	262573	312900
1600	1094	2188	21881	7658	5470	2188	9847	0	3282	2188		1094	0	4376	251633	312900
1630	1094	2188	24069	7658	4376	4376	9847	0	3282	1094	0		0	3282	251633	312900
1700	1094	2188	19693	7658	4376	3282	7658	0	5470	1094	0		0	3282	257103	312900
1730	2188	2188	18599	8752	3282	2188	6564	0	4376	1094	0		0	1094	262573	312900
1800	2188	1094	13129	8752	2188	2188	6564	0	3282	5470	0		0	2188	265856	312900
1830	2188	2188	15317	6564	1094	1094	5470	0	3282	6564	0		0	2188	266950	312900
1900	2188	1094	13129	3282	2188	1094	9847	0	3282	5470	0		0	2188	269138	312900
1930	1094	1094	8752	3282	1094	1094	6564	0	2188	3282	0		0	1094	283360	312900
2000	1094	0	5470	1094	0	2188	3282	0	3282	3282	0		0	2188	291019	312900
2030	1094	0	5470	1094	0	1094	3282	0	1094	2188	0		0	1094	296489	312900
2100	1094	0	5470	1094	0	3282	4376	0	1094	1094	0		0	1094	294301	312900
2130	1094	0	6564	1094	0	2188	3282	0	1094	1094	0		0	2188	294301	312900
2200	0	0	8752	2188	0	1094	3282	0	1094	1094	0		0	3282	292113	312900
2230	0	0	9847	1094	1094	0	3282	0	1094	1094	0		0	3282	292113	312900
2300	0	0	7658	1094	1094	0	3282	0	1094	0	0		0	2188	296489	312900
2330	1094	0	7658	1094	0	0	1094	0	3282	0	0		0	2188	296489	312900
average	2074	1162	13721	5151	1345	1937	7067	0	2074	1915	0	1459	524	2598	274312	312900
maximum	7658	3282	35010	14223	5470	6564	18599	0	5470	6564	0	2188	2188	6564	308524	312900
std. dev.	2168	1126	9294	4255	1519	1690	4681	0	1029	1780	0	516	670	1739	25849	
average for 0600- 2400 hrs	2766	1550	17353	6686	1793	2583	7263	0	2401	2522	0	1459	577	3100	263455	

*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	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	2188	0	0	0	0	0	1094	0	0	0	0	1094	308524	312900
0030	0	0	2188	1094	0	0	0	0	1094	0	0		0	1094	307430	312900
0100	0	0	2188	1094	0	0	0	0	1094	0	0		0	1094	307430	312900
0130	0	0	2188	1094	0	0	0	0	1094	0	0		0	1094	307430	312900
0200	0	0	2188	1094	0	0	0	0	1094	0	0		0	1094	307430	312900
0230	0	0	3282	0	0	0	0	0	2188	0	0		0	1094	306336	312900
0300	0	0	3282	0	0	0	0	0	1094	0	0		0	1094	307430	312900
0330	0	0	3282	0	0	0	0	0	1094	0	0		0	1094	307430	312900
0400	0	0	3282	0	0	0	0	0	1094	0	0		0	1094	307430	312900
0430	0	0	2188	0	0	0	0	0	1094	0			0	1094	308524	312900
0500	0	0	2188	1094	0	0	0	0	1094	0			0	1094	307430	312900
0530	0	0	2188	1094	0	0	2188	0	1094	1094			0	1094	304148	312900
0600	1094	1094	4376	5470	0	0	3282	0	1094	1094		0	0	1094	294301	312900
0630	2188	1094	6564	6564	0	0	4376	0	1094	1094		1094	1094	1094	286643	312900
0700	3282	2188	12035	9847	2188	4376	4376	0	2188	2188		1094	1094	2188	265856	312900
0730	4376	2188	13129	9847	1094	5470	3282	0	2188	2188		1094	1094	2188	264762	312900
0800	8752	2188	17505	14223	3282	7658	6564	0	3282	4376		1094	1094	3282	239598	312900
0830	7658	2188	19693	13129	4376	7658	6564	0	4376	4376		0	2188	3282	237410	312900
0900	8752	1094	21881	8752	6564	6564	9847	0	4376	5470		0	2188	4376	233034	312900
0930	8752	1094	21881	8752	6564	5470	10941	0	5470	5470		0	1094	3282	234128	312900
1000	8752	1094	25163	12035	4376	6564	9847	0	5470	5470		1094	1094	3282	228658	312900
1030	8752	1094	21881	9847	5470	7658	10941	0	5470	5470		1094	1094	3282	230846	312900
1100	8752	1094	21881	10941	4376	8752	10941	0	6564	5470		1094	1094	3282	228658	312900
1130	8752	1094	19693	9847	5470	7658	12035	0	6564	5470		1094	0	3282	231940	312900
NOON	6564	1094	22975	6564	4376	6564	15317	0	5470	4376		1094	0	4376	234128	312900
1230	6564	1094	27351	6564	3282	6564	6564	0	3282	4376		0	0	3282	243974	312900
1300	5470	1094	27351	6564	3282	5470	2188	0	3282	5470		0	0	5470	247257	312900
1330	3282	1094	25163	6564	2188	5470	2188	0	4376	4376		0	0	5470	252727	312900
1400	5470	1094	15317	5470	2188	5470	2188	0	4376	4376		0	0	5470	261479	312900
1430	4376	1094	15317	5470	3282	4376	2188	0	3282	5470		0	0	5470	262573	312900
1500	4376	1094	14223	6564	2188	4376	3282	0	5470	6564		0	0	5470	259291	312900
1530	4376	1094	15317	4376	3282	4376	3282	0	4376	6564		0	0	5470	260385	312900
1600	3282	1094	15317	4376	4376	4376	7658	0	2188	8752		0	0	4376	257103	312900
1630	3282	1094	16411	5470	3282	4376	7658	0	1094	7658	0		0	4376	258197	312900
1700	2188	1094	19693	6564	3282	3282	5470	0	3282	6564	0		0	3282	258197	312900
1730	2188	1094	17505	5470	3282	3282	5470	0	3282	5470	0		0	3282	262573	312900
1800	3282	0	14223	6564	3282	3282	3282	0	3282	6564	0		0	3282	265856	312900
1830	3282	0	13129	2188	2188	3282	1094	0	3282	4376	1094		0	2188	276796	312900
1900	2188	0	10941	3282	2188	2188	2188	0	2188	4376	1094		0	2188	280078	312900
1930	2188	1094	6564	3282	1094	1094	3282	0	2188	2188	1094		0	2188	286643	312900
2000	2188	0	4376	3282	0	2188	0	0	1094	2188	0		0	1094	296489	312900
2030	1094	0	3282	0	0	3282	1094	0	1094	1094	0		0	1094	300865	312900
2100	1094	0	4376	0	0	3282	0	0	1094	0	0		0	1094	301959	312900
2130	1094	0	4376	0	0	4376	0	0	1094	0	0		0	2188	299771	312900
2200	1094	0	3282	1094	0	3282	1094	0	1094	1094	0		0	2188	298677	312900
2230	0	0	5470	0	0	1094	1094	0	1094	1094	0		0	2188	300865	312900
2300	0	0	3282	0	1094	1094	0	0	1094	1094	0		0	1094	304148	312900
2330	0	0	3282	0	1094	1094	0	0	1094	1094	0		0	1094	304148	312900
average	3100	661	11351	4490	1937	3237	4642	0	2621	3009	137	469	274	2698	275770	312900
maximum	8752	2188	27351	14223	6564	8752	15317	0	6564	8752	1094	1094	2188	5470	308524	312900
std. dev.	3081	697	8337	4058	2000	2716	3952	0	1726	2600	362	541	569	1525	28410	
average for 0600- 2400 hrs.	4133	881	14284	5805	2583	4315	4711	0	3100	3981	219	469	365	3100	265278	

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	1094	0	1094	0	0	0	0	0	0		0	0	310712	312900
0030	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0100	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0130	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0200	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0230	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0300	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0330	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0400	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0430	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0500	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0530	0	0	1094	0	0	0	1094	0	0	1094			0	0	309618	312900
0600	0	0	1094	1094	0	0	3282	0	0	2188		0	0	0	305242	312900
0630	2188	0	3282	2188	1094	0	3282	0	0	2188		0	0	0	298677	312900
0700	4376	0	10941	6564	1094	4376	2188	0	1094	2188		0	0	1094	278984	312900
0730	6564	0	17505	4376	0	5470	3282	0	2188	3282		0	0	2188	268044	312900
0800	10941	1094	25163	8752	4376	5470	5470	0	4376	5470		0	0	5470	236316	312900
0830	9847	0	25163	8752	4376	4376	4376	0	3282	5470		0	0	5470	241786	312900
0900	12035	0	27351	7658	5470	4376	9847	0	4376	6564		0	0	6564	228658	312900
0930	10941	0	27351	5470	4376	5470	13129	0	3282	7658		1094	0	5470	228658	312900
1000	10941	0	27351	7658	3282	6564	12035	0	2188	8752		1094	0	5470	227564	312900
1030	10941	2188	22975	6564	3282	8752	10941	0	2188	8752		1094	0	4376	230846	312900
1100	10941	2188	22975	7658	2188	6564	10941	0	4376	7658		1094	0	4376	231940	312900
1130	10941	2188	24069	4376	2188	5470	10941	0	3282	7658		1094	0	4376	236316	312900
NOON	9847	3282	27351	4376	2188	4376	13129	0	2188	7658		1094	0	4376	233034	312900
1230	7658	2188	32822	4376	3282	4376	8752	0	1094	5470		0	0	3282	239598	312900
1300	6564	3282	35010	2188	3282	4376	7658	0	1094	6564		0	0	3282	239598	312900
1330	6564	2188	29540	3282	3282	4376	6564	0	2188	6564		0	0	4376	243974	312900
1400	7658	2188	15317	4376	3282	4376	6564	0	2188	5470		0	0	4376	257103	312900
1430	8752	2188	16411	4376	4376	3282	6564	0	2188	7658		0	0	4376	252727	312900
1500	5470	1094	14223	5470	3282	3282	6564	0	6564	6564		0	0	4376	256009	312900
1530	5470	0	14223	5470	2188	3282	5470	0	5470	6564		0	0	4376	260385	312900
1600	6564	0	16411	5470	2188	4376	4376	0	5470	9847		0	0	4376	253821	312900
1630	4376	0	15317	5470	3282	3282	4376	0	5470	8752	0		0	3282	259291	312900
1700	3282	0	18599	6564	3282	6564	4376	0	6564	7658	0		0	3282	252727	312900
1730	4376	0	17505	4376	3282	6564	3282	0	4376	5470	0		0	3282	260385	312900
1800	7658	1094	18599	6564	3282	3282	6564	0	4376	5470	0		0	3282	252727	312900
1830	5470	0	16411	3282	1094	3282	5470	0	3282	5470	1101		0	2188	265856	312900
1900	4376	0	13129	3282	1094	5470	4376	0	1094	4376	1101		0	3282	271326	312900
1930	3282	0	8752	2188	1094	2188	3282	0	1094	3282	1101		0	2188	284455	312900
2000	2188	1094	4376	2188	1094	2188	1094	0	0	2188	1101		0	2188	293207	312900
2030	1094	0	4376	0	2188	2188	1094	0	0	1094	0		0	2188	298677	312900
2100	0	0	3282	0	0	1094	0	0	0	1094	0		0	1094	306336	312900
2130	0	0	2188	0	0	0	0	0	0	0	0		0	1094	309618	312900
2200	0	0	2188	0	0	0	0	0	0	0	0		0	1094	309618	312900
2230	0	0	2188	1094	0	0	0	0	1094	0	0		0	1094	307430	312900
2300	0	0	2188	1094	1094	0	0	0	1094	0	0		0	1094	306336	312900
2330	0	0	2188	1094	1094	2188	1094	0	1094	0	0		0	1094	303053	312900
average	4194	547	12103	3077	1709	2735	5175	0	1846	3670	182	313	0	2370	276431	312900
maximum	12035	3282	35010	8752	5470	8752	13129	0	6564	9847	1094	1094	0	6564	311806	312900
std. dev.	4174	973	10697	2839	1609	2487	3871	0	2012	3293	408	494	0	2002	31526	
average for DECO 2400 hrs	5592	729	15773	4103	2249	3647	5288	0	2462	4862	292	313	0	3161	264731	

*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	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	1094	0	1094	0	0	0	0	0	0	1094	0		0	0	309618	312900
0030	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0100	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0130	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0200	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0230	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0300	1094	0	0	0	0	0	0	0	0	1094	0		0	0	310712	312900
0330	0	0	0	0	0	0	0	0	0	1094	0		0	0	311806	312900
0400	0	0	0	0	0	0	0	0	0	1094	0		0	0	311806	312900
0430	0	0	0	0	0	0	0	0	0	1094			0	0	311806	312900
0500	0	0	0	0	0	0	0	0	0	1094			0	0	311806	312900
0530	0	0	1094	0	0	0	0	0	0	1094			0	0	310712	312900
0600	0	0	2188	4376	0	0	3282	0	1094	1094		1094	0	0	299771	312900
0630	2188	0	4376	6564	3282	0	3282	0	1094	2188		1094	0	0	288831	312900
0700	3282	0	10941	8752	3282	4376	2188	0	2188	3282		1094	0	1094	272420	312900
0730	5470	0	9847	10941	3282	5470	1094	0	2188	3282		1094	0	3282	266950	312900
0800	8752	1094	16411	13129	4376	6564	3282	0	3282	4376		1094	0	4376	246163	312900
0830	9847	0	16411	12035	3282	6564	6564	0	2188	4376		1094	0	5470	245069	312900
0900	10941	1094	16411	9847	3282	7658	12035	0	4376	6564		1094	0	6564	233034	312900
0930	10941	1094	14223	8752	3282	7658	12035	0	6564	7658		0	0	6564	234128	312900
1000	10941	1094	15317	7658	3282	9847	12035	0	5470	6564		0	0	6564	234128	312900
1030	10941	3282	15317	6564	3282	8752	14223	0	5470	6564		0	0	5470	233034	312900
1100	12035	3282	13129	6564	3282	6564	13129	0	5470	6564		0	0	4376	238504	312900
1130	12035	3282	16411	5470	2188	6564	13129	0	5470	6564		0	0	4376	237410	312900
NOON	8752	4376	25163	7658	2188	6564	10941	0	4376	6564		0	0	3282	233034	312900
1230	6564	3282	26257	5470	2188	6564	8752	0	2188	3282		0	0	2188	246163	312900
1300	6564	4376	25163	4376	2188	6564	6564	0	2188	3282		0	0	3282	248351	312900
1330	6564	3282	19693	4376	2188	6564	5470	0	1094	3282		0	0	3282	257103	312900
1400	7658	3282	14223	5470	3282	5470	5470	0	1094	3282		0	0	3282	260385	312900
1430	8752	2188	12035	4376	3282	5470	5470	0	1094	3282		0	0	3282	263667	312900
1500	8752	1094	10941	6564	3282	5470	5470	0	2188	3282		0	0	3282	262573	312900
1530	3282	1094	9847	6564	4376	5470	6564	0	1094	3282		0	1094	3282	266950	312900
1600	3282	1094	13129	6564	5470	3282	6564	0	2188	1094		0	1094	1094	268044	312900
1630	4376	1094	8752	6564	2188	3282	6564	0	2188	1094	0	0	1094	1094	274608	312900
1700	3282	0	9847	8752	2188	6564	4376	0	2188	3282	0	0	1094	1094	270232	312900
1730	3282	0	15317	7658	2188	5470	4376	0	1094	3282	0	0	1094	0	269138	312900
1800	6564	1094	15317	4376	1094	4376	6564	0	1094	4376	0	0	1094	0	266950	312900
1830	4376	0	15317	3282	1094	3282	6564	0	1094	3282	0	0	0	0	274608	312900
1900	5470	0	10941	2188	1094	5470	4376	0	1094	3282	0	0	0	0	278984	312900
1930	4376	0	7658	2188	1094	5470	2188	0	2188	3282	0	0	0	0	284455	312900
2000	3282	0	4376	2188	1094	5470	0	0	2188	2188	0	0	0	0	292113	312900
2030	2188	0	2188	1094	0	3282	0	0	2188	2188	0	0	0	1094	298677	312900
2100	1094	0	1094	1094	0	2188	0	0	1094	1094	0	0	0	0	305242	312900
2130	0	0	1094	1094	0	1094	0	0	0	1094	0	0	0	1094	307430	312900
2200	0	0	0	1094	0	1094	1094	0	0	1094	0	0	0	0	308524	312900
2230	0	0	1094	1094	0	1094	1094	0	2188	1094	0	0	0	0	305242	312900
2300	0	0	1094	1094	0	1094	1094	0	2188	1094	0	0	0	0	305242	312900
2330	0	0	1094	1094	0	1094	1094	0	2188	1094	0	0	0	0	305242	312900
average	4239	843	8433	4103	1595	3578	5322	0	1778	2826	0	365	137	1641	279463	312900
maximum	12035	4376	26257	13129	5470	9847	14223	0	6564	7658	0	1094	1094	6564	311806	312900
std. dev.	3930	1326	7794	3687	1578	2977	4212	0	1739	1945	0	516	362	2119	28117	
average for 0600- 2400 hrs.	5440	1124	11184	5470	2127	4771	5470	0	2370	3404	0	365	182	2188	268955	

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

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	3282	1094	0	0	0	0	0	1094	0		0	0	307430	312900
0030	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0100	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0130	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0200	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0230	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0300	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0330	0	0	1094	0	0	0	0	0	0	1094	0		0	0	310712	312900
0400	0	0	1094	0	0	0	0	0	0	1094	0		0	1094	309618	312900
0430	0	0	1094	0	0	0	0	0	0	1094			0	1094	309618	312900
0500	0	0	1094	0	0	0	0	0	0	1094			0	1094	309618	312900
0530	0	0	2188	0	0	0	0	0	0	1094			0	2188	307430	312900
0600	2188	0	9847	3282	0	0	3303	0	0	1094		0	0	1094	292113	312900
0630	2188	0	12035	4376	0	0	5505	0	0	3282		1094	0	0	284455	312900
0700	6564	0	14223	4376	0	6564	5505	0	1094	3282		1094	0	1094	269138	312900
0730	4376	0	15317	4376	0	6564	5505	0	1094	4376		1094	0	1094	269138	312900
0800	4376	0	19693	6564	2188	5470	8808	0	4376	6564		0	0	2188	252727	312900
0830	7658	0	20787	7658	2188	7658	9909	0	4376	7658		0	0	2188	242880	312900
0900	10941	1094	22975	9847	4376	10941	9909	0	8752	6564		1094	0	4376	222093	312900
0930	13129	1094	18599	8752	5470	9847	11010	0	9847	6564		1094	0	4376	223187	312900
1000	9847	3282	18599	8752	4376	9847	11010	0	9847	8752		1094	0	3282	224281	312900
1030	8752	3282	18599	7658	4376	8752	9909	0	9847	9847		1094	0	3282	227564	312900
1100	10941	4376	18599	6564	5470	5470	9909	0	9847	9847		1094	0	4376	226470	312900
1130	8752	3282	18599	6564	5470	5470	9909	0	7658	7658		1094	0	4376	234128	312900
NOON	7658	2188	26257	6564	3282	5470	13213	0	6564	7658		0	0	4376	229752	312900
1230	3282	1094	20787	5470	3282	5470	9909	0	4376	5470		0	0	3282	250539	312900
1300	2188	2188	18599	4376	3282	3282	9909	0	3282	5470		0	0	2188	258197	312900
1330	3282	2188	17505	3282	5470	2188	9909	0	4376	4376		0	0	2188	258197	312900
1400	4376	2188	14223	3282	6564	2188	8808	0	4376	4376		0	0	2188	260385	312900
1430	4376	1094	14223	3282	4376	2188	7707	0	4376	4376		0	0	2188	264762	312900
1500	4376	1094	13129	2188	3282	2188	7707	0	5470	4376		0	0	2188	266950	312900
1530	3282	1094	10941	2188	2188	2188	7707	0	3282	5470		0	0	2188	272420	312900
1600	3282	0	15317	1094	5470	3282	7707	0	2188	5470		0	1094	1094	266950	312900
1630	5470	0	14223	2188	3282	1094	6606	0	2188	4376	0		1094	0	272420	312900
1700	4376	0	16411	3282	6564	2188	5505	0	2188	4376	0		1094	0	266950	312900
1730	4376	0	17505	3282	5470	2188	4404	0	3282	3282	0		1094	0	268044	312900
1800	4376	0	16411	4376	4376	2188	4404	0	1094	3282	0		0	0	272420	312900
1830	2188	0	14223	4376	3282	0	3303	0	2188	3282	0		0	0	280078	312900
1900	1094	0	12035	3282	3282	0	5505	0	2188	2188	0		0	0	283360	312900
1930	1094	0	10941	2188	3282	0	3303	0	2188	2188	0		0	0	287737	312900
2000	0	0	8752	2188	3282	0	1101	0	2188	2188	0		0	1094	292113	312900
2030	0	0	5470	1094	3282	0	1101	0	2188	2188	0		0	1094	296489	312900
2100	0	0	5470	1094	2188	0	1101	0	1094	3282	0		0	1094	297583	312900
2130	0	0	6564	1094	2188	0	0	0	1094	3282	0		0	0	298677	312900
2200	0	0	5470	0	1094	0	1101	0	1094	2188	0		0	0	301959	312900
2230	0	0	3282	0	0	0	0	0	0	2188	0		0	0	307430	312900
2300	0	0	3282	0	0	1094	0	0	0	1094	0		0	0	307430	312900
2330	0	0	2188	2188	0	1094	0	0	0	1094	0		0	0	306336	312900
average	3100	615	10781	2963	2348	2393	5952	0	2667	3670	0	472	91	1322	278187	312900
maximum	13129	4376	26257	9847	6564	10941	13213	0	9847	9847	0	1101	1094	4376	310712	312900
std. dev.	3562	1115	7444	2789	2188	3140	3878	0	3053	2522	0	545	302	1447	28889	
average for 0600 2400 hrs	4133	821	13919	3920	3130	3191	6117	0	3556	4528	0	472	122	1580	267649	

*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	CALY PSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIG HT	0	0	3282	0	0	0	0	0	0	0	0		0	0	309618	312900
0030	0	0	2188	0	0	0	0	0	0	0	0		0	0	310712	312900
0100	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0130	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0200	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0230	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
0300	0	0	2188	0	0	0	0	0	0	0	0		0	0	310712	312900
0330	0	0	2188	0	0	0	0	0	0	0	0		0	0	310712	312900
0400	0	0	2188	0	0	0	0	0	0	0	0		1094	0	309618	312900
0430	0	0	2188	0	0	0	0	0	0	0	0		1094	0	309618	312900
0500	0	0	3282	0	0	0	0	0	0	0	0		1094	0	308524	312900
0530	0	0	6564	0	0	0	0	0	0	0	0		1094	0	305242	312900
0600	3282	0	10941	4376	0	0	1094	0	0	0	0	0	1094	0	292113	312900
0630	3282	0	13129	5470	0	1094	4376	0	0	0	0	0	1094	0	284455	312900
0700	3282	0	16411	8752	1094	1094	7658	0	0	1094	0	0	0	0	273514	312900
0730	5470	0	17505	6564	2188	2188	6564	0	1094	1094	0	0	0	1094	269138	312900
0800	6564	0	19693	5470	4376	1094	7658	0	1094	0	0	0	1094	2188	263667	312900
0830	4376	0	19693	6564	5470	3282	5470	0	1094	1094	0	0	1094	2188	262573	312900
0900	5470	1094	18599	12035	4376	5470	9847	0	1094	2188	0	0	0	2188	250539	312900
0930	6564	0	18599	12035	3282	7658	8752	0	1094	2188	0	0	0	1094	251633	312900
1000	7658	0	17505	13129	2188	6564	8752	0	2188	2188	0	0	0	2188	250539	312900
1030	7658	0	19693	13129	0	5470	5470	0	2188	3282	0	0	0	3282	252727	312900
1100	7658	0	19693	9847	0	4376	4376	0	3282	3282	0	0	0	2188	258197	312900
1130	6564	0	19693	9847	0	3282	4376	0	2188	3282	0	0	0	2188	261479	312900
NOON	7658	0	17505	4376	0	2188	8752	0	2188	2188	0	0	0	3282	264762	312900
1230	6564	0	16411	4376	0	2188	5470	0	2188	1094	0	0	0	3282	271326	312900
1300	6564	0	17505	4376	0	2188	5470	0	1094	2188	0	0	0	3282	270232	312900
1330	5470	0	15317	4376	0	2188	5470	0	1094	2188	0	0	0	3282	273514	312900
1400	5470	0	12035	4376	0	2188	4376	0	2188	3282	0	0	0	3282	275702	312900
1430	4376	0	12035	4376	1094	2188	3282	0	2188	1094	0	0	0	2188	280078	312900
1500	5470	0	10941	4376	1094	2188	4376	0	4376	1094	0	0	0	3282	275702	312900
1530	4376	0	10941	2188	1094	1094	4376	0	4376	1094	0	0	0	3282	280078	312900
1600	5470	0	12035	2188	1094	3282	4376	0	2188	1094	0	0	0	3282	277890	312900
1630	5470	0	14223	1094	1094	1094	4376	0	1094	2188	0	0	0	3282	278984	312900
1700	6564	0	14223	1094	1094	1094	3282	0	1094	1094	0	0	0	0	283360	312900
1730	5470	0	17505	1094	1094	0	3282	0	0	1094	0	0	0	0	283360	312900
1800	6564	0	16411	1094	1094	1094	2188	0	0	3282	0	0	0	0	281172	312900
1830	2188	0	14223	3282	2188	1094	1094	0	0	1094	0	0	0	0	287737	312900
1900	3282	0	12035	1094	2188	1094	6564	0	0	1094	0	0	0	0	285549	312900
1930	0	1094	13129	1094	1094	1094	3282	0	0	1094	0	0	0	0	291019	312900
2000	0	1094	12035	1094	1094	0	1094	0	0	1094	0	0	0	0	295395	312900
2030	0	1094	9847	1094	1094	0	1094	0	0	1094	0	0	0	0	297583	312900
2100	0	1094	8752	0	1094	0	1094	0	0	0	0	0	0	0	300865	312900
2130	0	1094	6564	0	1094	0	0	0	0	0	0	0	0	0	304148	312900
2200	0	1094	5470	0	0	1094	2188	0	0	0	0	0	0	0	303053	312900
2230	0	0	4376	0	0	1094	2188	0	0	0	0	0	0	0	305242	312900
2300	0	0	4376	0	0	1094	1094	0	0	0	0	0	0	0	306336	312900
2330	0	0	4376	0	0	1094	0	0	0	0	0	0	0	0	307430	312900
average	3100	160	10872	3214	866	1504	4140	0	821	1003	0	0	182	1048	286939	312900
maximum	7658	1094	19693	13129	5470	7658	9847	0	4376	3282	0	0	1094	3282	311806	312900
std. dev.	2957	386	6397	3922	1282	1823	2669	0	1171	1090	0	0	408	1376	19658	
average for 0600 2400 hrs	4133	213	13706	4285	1155	2006	4255	0	1094	1337	0	0	122	1398	279197	

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	2188	0	0	0	0	0	0			0	310712	312900
0030	1094		0	0	0	0	0			0	311806	312900
0100	1094			0	0	0	0			0	311806	312900
0130	1094			0	0	0	0			0	311806	312900
0200	1094			0	0	0	0			0	311806	312900
0230	1094			0	0	0	0			0	311806	312900
0300	1094			0	0	0	0			0	311806	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	1094	0	0			0	311806	312900
0600	1094	0		0	1094	0	0			0	310712	312900
0630	1094	0		0	2188	0	0			0	309618	312900
0700	3282	1094	2188	0	1094	0	0			0	305242	312900
0730	2188	0	1094	0	1094	0	0			0	308524	312900
0800	5470	0	1094	0	0	0	0	0		0	306336	312900
0830	4376	0	1094	0	1094	0	0	0		1094	305242	312900
0900	6564	0	0	0	1094	0	0	0		1094	304148	312900
0930	6564	0	0	0	1094	0	0	0	0	1094	304148	312900
1000	9847	1094	0	0	2188	0	0	0	0	1094	298677	312900
1030	12035	4376	0	0	2188	0	0	0	0	1094	293207	312900
1100	12035	4376	0	0	2188	0	0	0	0	1094	293207	312900
1130	13129	4376	0	1094	0	0	0	0	0	0	294301	312900
NOON	15317	4376		2188	0	0	0	0		1094	289925	312900
1230	13129	2188		1094	1094	0	0	0		0	295395	312900
1300	24069	2188		1094	1094	0	0	0		0	284455	312900
1330	19693	5470		0	2188	0	0	0		0	285549	312900
1400	20787	6564		0	7658	0	0	0		0	277890	312900
1430	22975	6564		0	5470	0	0	0		1094	276796	312900
1500	12035	5470		0	5470	0	0	0		1094	288831	312900
1530	8752	3282		0	4376	0	0	0		1094	295395	312900
1600	7658	1094	0	2188	2188	0	1094	0	0	3282	295395	312900
1630	4376	1094	0	1094	1094	0	1094	0	0	4376	299771	312900
1700	5470	2188	0	2188	1094	0	1094	0	0	4376	296489	312900
1730	10941	3282	1094	0	4376	0	0	0	0	6564	286643	312900
1800	15317	4376	6564	1094	7658	0	0	0	0	7658	270232	312900
1830	10941	4376	7658	3282	5470	0	0	0	0	9847	271326	312900
1900	8752	8752	14223	3282	6564	0	0	0	0	9847	261479	312900
1930	9847	53609	10941	2188	9847	0	0	0	0	12035	214435	312900
2000	105029	19693	13129	2188	10941	0	0	0	0	13129	148792	312900
2030	131287	9847	17505	7658	13129	2188	0	0	0	15317	115970	312900
2100	125816	7658	7658	12035	16411	3282	0	1094	0	18599	120346	312900
2130	98465	5470	7658	12035	16411	2188	1094	1094	0	14223	154262	312900
2200	37198	5470	8752	12035	20787	3282	3282	2188	0	8752	211153	312900
2230	15317	5470	4376	7658	19693	3282	2188	1094		5470	248351	312900
2300	6564	4376	4376	3282	13129	1094	2188	1094		3282	273514	312900
2330	3282	3282	0	1094	8752	1094	1094			3282	291019	312900
average	17072	5175	4052	1641	4194	342	274	212	0	3145	279828	
maximum	131287	53609	17505	12035	20787	3282	3282	2188	0	18599	312900	
std. dev.	30792	8891	5095	3182	5558	898	688	514	0	4809	49333	

*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		0	0	0	1094	0			0	311806	312900
0030	0		0	0	0	1094	0			0	311806	312900
0100	0			0	0	1094	0			0	311806	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	1094	0	0			0	311806	312900
0600	0	0		0	1094	0	0			0	311806	312900
0630	1094	0		0	1094	0	0			0	310712	312900
0700	1094	0	2188	0	1094	0	0			0	308524	312900
0730	1094	0	1094	0	1094	0	0			0	309618	312900
0800	4376	0	1094	0	1094	0	0	0		0	306336	312900
0830	3282	0	1094	0	1094	0	0	0		0	307430	312900
0900	3282	0	1094	0	2188	0	0	0		0	306336	312900
0930	2188	0	1094	1094	2188	0	0	0	0	0	306336	312900
1000	8752	1094	0	1094	3282	0	0	0	0	0	298677	312900
1030	10941	5470	0	1094	4376	0	0	0	0	0	291019	312900
1100	12035	5470	1094	1094	4376	0	0	0	0	0	288831	312900
1130	12035	5470		3282	1094	0	0	0	0	0	291019	312900
NOON	16411	4376		4376	1094	0	0	0		1094	285549	312900
1230	13129	2188		3282	2188	0	0	0		0	292113	312900
1300	36104	2188		2188	1094	0	0	0		0	271326	312900
1330	36104	6564		1094	3282	0	0	0		0	265856	312900
1400	36104	6564		1094	4376	2188	0	0		0	262573	312900
1430	31728	6564		1094	4376	0	1094	0		1094	266950	312900
1500	21881	7658		2188	7658	0	1094	0		1094	271326	312900
1530	10941	6564		3282	8752	0	0	0		0	283360	312900
1600	9847	4376	0	3282	10941	1094	0	0	0	1094	282266	312900
1630	7658	3282	0	1094	9847	1094	0	0	0	1094	288831	312900
1700	8752	2188	0	0	8752	1094	0	0	0	2188	289925	312900
1730	12035	1094	0	2188	10941	1094	0	0	0	3282	282266	312900
1800	10941	3282	6564	4376	16411	2188	2188	0	0	6564	260385	312900
1830	7658	2188	7658	6564	15317	1094	2188	0	0	6564	263667	312900
1900	14223	6564	7658	8752	15317	1094	2188	0	0	8752	248351	312900
1930	16411	60173	9847	7658	12035	1094	1094	0	0	8752	195836	312900
2000	120346	17505	15317	5470	17505	1094	1094	0	1094	6564	126910	312900
2030	80960	18599	19693	19693	28445	1094	0	0	0	10941	133475	312900
2100	64549	17505	13129	29540	26257	1094	0	1094	0	9847	149886	312900
2130	48138	18599	10941	33916	27351	1094	0	1094	0	10941	160826	312900
2200	28445	14223	6564	33916	21881	1094	0	1094	0	7658	198024	312900
2230	6564	6564	5470	17505	17505	2188	0	1094		2188	253821	312900
2300	3282	2188	2188	3282	7658	2188	0	1094		2188	288831	312900
2330	0	0	2188	1094	5470	1094	0			2188	300865	312900
average	14633	6625	4295	4262	6450	547	228	176	64	1960	277298	
maximum	120346	60173	19693	33916	28445	2188	2188	1094	1094	10941	312900	
std. dev.	23106	10595	5334	8318	7887	706	589	402	257	3320	48605	

**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		0	0	2188	0	0			0	310712	312900
0030	0			0	1094	0	0			0	311806	312900
0100	0			0	2188	0	0			0	310712	312900
0130	0			0	1094	0	0			0	311806	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	1094	0	0			0	312900	312900
0600	0	0		1094	1094	0	0			0	310712	312900
0630	0	0		1094	1094	0	0			0	310712	312900
0700	1094	0	0	1094	1094	0	0			0	309618	312900
0730	3282	0	0	1094	2188	0	0			0	306336	312900
0800	4376	0	0	1094	2188	0	1094	0		0	304148	312900
0830	2188	0	0	1094	2188	0	1094	0		0	306336	312900
0900	2188	0	0	0	4376	0	1094	0		1094	304148	312900
0930	2188	0	0	0	4376	0	0	0	0	1094	305242	312900
1000	6564	0	0	1094	4376	0	0	0	0	1094	299771	312900
1030	4376	1094	0	1094	4376	0	1094	0	0	1094	299771	312900
1100	5470	1094	0	1094	4376	0	0	0	0	1094	299771	312900
1130	5470	1094		1094	2188	0	0	0	0	1094	301959	312900
NOON	13129	1094		2188	1094	0	0	0		1094	294301	312900
1230	10941	0		2188	2188	0	0	0		1094	296489	312900
1300	36104	0		2188	1094	0	0	0		2188	271326	312900
1330	31728	0		1094	3282	0	0	0		2188	274608	312900
1400	31728	1094		1094	2188	1094	0	0		2188	273514	312900
1430	28445	1094		0	2188	1094	0	0		3282	276796	312900
1500	15317	2188		1094	4376	0	0	0		4376	285549	312900
1530	7658	3282		3282	8752	0	0	0		4376	285549	312900
1600	7658	2188	0	4376	9847	0	0	0	0	4376	284455	312900
1630	7658	2188	0	1094	9847	0	0	0	0	3282	288831	312900
1700	10941	2188	0	2188	13129	0	0	0	0	6564	277890	312900
1730	9847	2188	1094	3282	16411	1094	0	0	0	7658	271326	312900
1800	8752	2188	8752	2188	17505	3282	0	0	0	8752	261479	312900
1830	5470	2188	8752	5470	15317	2188	0	0	0	8752	264762	312900
1900	9847	2188	9847	7658	17505	1094	1094	0	0	8752	254915	312900
1930	10941	44856	7658	8752	14223	0	1094	0	0	6564	218811	312900
2000	108312	16411	13129	3282	20787	3282	1094	0	0	5470	141133	312900
2030	79866	6564	14223	10941	42668	7658	1094	0	0	8752	141133	312900
2100	61267	7658	7658	19693	47044	8752	1094	0	0	13129	146603	312900
2130	56891	7658	6564	20787	44856	8752	0	0	0	12035	155356	312900
2200	43762	4376	6564	16411	41574	6564	0	0	0	9847	183801	312900
2230	19693	4376	3282	12035	30634	4376	0	0		7658	230846	312900
2300	6564	1094	2188	4376	8752	0	0	0		4376	285549	312900
2330	4376	1094	1094	2188	8752	0	0			3282	292113	312900
average	13835	3373	3493	3100	8866	1026	205	2.12	0	3054	278392	
maximum	108312	44856	14223	20787	47044	8752	1094	0.00	0	13129	312900	
std. dev.	22274	7690	4511	4945	12471	2304	427	0.00	0	3649	47773	

*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		0	0	1094	0	0			0	311806	312900
0030	0		0	0	1094	0	0			0	311806	312900
0100	0			0	1094	0	0			0	311806	312900
0130	0			0	1094	0	0			0	311806	312900
0200	0			0	1094	0	0			0	311806	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0	0		1094	1094	0	0			0	310712	312900
0630	0	0		1094	2188	0	0			0	309618	312900
0700	2188	1094	0	1094	3282	0	0			0	305242	312900
0730	2188	0	0	1094	3282	0	0			0	306336	312900
0800	2188	0	0	1094	2188	0	0	0		0	307430	312900
0830	2188	0	0	1094	2188	0	0	0		0	307430	312900
0900	1094	0	0	1094	2188	0	0	0		0	308524	312900
0930	1094	0	0	2188	2188	0	0	0	0	0	307430	312900
1000	6564	0	0	1094	3282	0	0	0	0	0	301959	312900
1030	5470	0	0	1094	2188	0	0	0	0	1094	303053	312900
1100	3282	0	0	1094	1094	0	0	0	0	2188	305242	312900
1130	3282	0		1094	1094	0	0	0	0	1094	306336	312900
NOON	10941	1094		1094	1094	0	0	0		1094	297583	312900
1230	8752	1094		1094	2188	0	0	0		2188	297583	312900
1300	17505	1094		1094	2188	0	0	0		4376	286643	312900
1330	16411	1094		1094	2188	0	0	0		4376	287737	312900
1400	15317	0		1094	4376	0	0	0		3282	288831	312900
1430	16411	0		0	2188	0	0	0		2188	292113	312900
1500	5470	0		0	7658	0	0	0		2188	297583	312900
1530	7658	0		0	8752	0	0	0		1094	295395	312900
1600	7658	0	0	2188	6564	0	0	0	0	1094	295395	312900
1630	3282	0	0	2188	6564	0	0	0	0	3282	297583	312900
1700	6564	0	0	3282	6564	0	0	0	0	4376	292113	312900
1730	6564	1094	0	2188	7658	0	1094	0	0	4376	289925	312900
1800	8752	2188	3282	1094	13129	0	0	0	0	3282	281172	312900
1830	2188	2188	5470	0	13129	0	0	0	0	3282	286643	312900
1900	7658	3282	3282	2188	14223	0	3282	0	0	8752	270232	312900
1930	10941	45950	7658	1094	10941	0	1094	0	0	6564	228658	312900
2000	115970	13129	13129	3282	18599	0	1094	0	0	4376	143321	312900
2030	61267	26257	18599	14223	30634	4376	2188	0	0	9847	145509	312900
2100	41574	31728	5470	20787	41574	3282	3282	0	0	17505	147698	312900
2130	27351	25163	2188	24069	41574	3282	3282	0	0	16411	169579	312900
2200	16411	17505	2188	22975	37198	3282	2188	0	0	15317	195836	312900
2230	6564	9847	1094	14223	24069	2188	2188	0		13129	239598	312900
2300	3282	5470	1094	6564	6564	0	0	0		5470	284455	312900
2330	1094	0	1094	2188	7658	0	0			2188	298677	312900
average	9482	5258	2391	2963	7271	342	410	0	0	3009	284135	
maximum	115970	45950	18599	24069	41574	4376	3282	0	0	17505	312900	
std. dev.	19140	10644	4377	5840	10575	1027	938	0	0	4480	45869	

**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 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		0	0	0	0	1094			0	311806	312900
0030	0			0	0	0	0			0	312900	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0	0		0	0	0	0			0	312900	312900
0630	0	0		0	0	0	0			0	312900	312900
0700	0	1094	0	0	0	0	0			0	311806	312900
0730	0	0	0	0	0	0	0			1094	311806	312900
0800	0	0	0	0	1094	0	0	0		1094	310712	312900
0830	0	1094	0	0	1094	0	0	0		1094	309618	312900
0900	0	1094	0	0	1094	0	0	0		0	310712	312900
0930	0	1094	0	1094	2188	0	0	0	0	0	308524	312900
1000	2188	1094	0	0	2188	0	0	0	0	0	307430	312900
1030	2188	0	0	0	2188	0	0	0	0	0	308524	312900
1100	2188	0	0	0	1094	0	0	0	0	0	309618	312900
1130	2188	0	0	1094	1094	0	0	0	0	0	308524	312900
NOON	7658	0		1094	1094	0	0	0		0	303053	312900
1230	7658	0		1094	1094	0	0	0		0	303053	312900
1300	16411	1094		0	1094	0	0	0		0	294301	312900
1330	16411	1094		0	2188	0	0	0		1094	292113	312900
1400	18599	0		0	4376	0	0	0		0	289925	312900
1430	17505	0		0	4376	0	0	0		0	291019	312900
1500	10941	0		0	7658	0	0	0		1094	293207	312900
1530	12035	0		0	7658	0	0	0		0	293207	312900
1600	10941	0	1094	0	6564	0	0	0	0	0	294301	312900
1630	8752	0	1094	0	6564	0	0	0	0	0	296489	312900
1700	8752	1094	0	1094	5470	0	0	0	0	0	296489	312900
1730	10941	2188	0	1094	5470	0	0	0	0	0	293207	312900
1800	7658	1094	5470	1094	7658	1094	1094	0	0	0	287737	312900
1830	4376	0	6564	3282	8752	1094	0	0	0	3282	285549	312900
1900	6564	4376	7658	6564	13129	2188	2188	0	0	3282	266950	312900
1930	4376	42668	7658	7658	16411	1094	2188	0	0	3282	227564	312900
2000	109406	12035	16411	5470	20787	0	1094	0	0	5470	142227	312900
2030	124722	7658	19693	7658	20787	0	1094	0	0	5470	125816	312900
2100	130193	5470	15317	7658	27351	1094	1094	0	0	4376	120346	312900
2130	122534	5470	12035	7658	21881	1094	1094	0	0	4376	136757	312900
2200	105029	3282	9847	3282	19693	1094	1094	0	0	5470	164108	312900
2230	80960	2188	6564	1094	14223	1094	0	0		5470	201306	312900
2300	29540	0	3282	0	5470	0	1094	0		3282	270232	312900
2330	8752	0	3282	0	4376	0	1094			2188	293207	312900
average	18531	2644	4295	1208	5128	205	296	0	0	1071	282061	
maximum	130193	42668	19693	7658	27351	2188	2188	0	0	5470	312900	
std. dev.	36420	7231	5750	2366	7034	482	580	0	0	1807	53679	

*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			0	0	0	0			2188	310712	312900
0030	0			0	0	0	0			2188	310712	312900
0100	0			0	0	0	0			3282	309618	312900
0130	0			0	0	0	0			1094	311806	312900
0200	0			0	0	0	0			1094	311806	312900
0230	0			0	0	0	0			1094	311806	312900
0300	0			0	0	0	0			1094	311806	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0	0		0	0	0	0			0	312900	312900
0630	0	0		0	0	0	0			0	312900	312900
0700	0	0		0	1094	0	0			0	311806	312900
0730	0	0		0	1094	0	0			0	311806	312900
0800	0	0		0	2188	0	0	0		0	310712	312900
0830	1094	0		0	2188	0	0	0		1094	308524	312900
0900	2188	1094		0	3282	0	1094	0		1094	304148	312900
0930	2188	0		0	3282	0	0	0		1094	306336	312900
1000	3282	2188		0	2188	1094	0	0		1094	303053	312900
1030	6564	2188		0	2188	1094	0	0		1094	299771	312900
1100	5470	2188		0	2188	1094	0	0		1094	300865	312900
1130	6564	2188		0	3282	1094	0	0		1094	298677	312900
NOON	5470	1094		0	2188	1094	0	0		2188	300865	312900
1230	7658	1094		0	2188	0	0	0		3282	298677	312900
1300	16411	1094		0	2188	0	0	0		3282	289925	312900
1330	14223	1094		0	2188	0	0	0		0	295395	312900
1400	25163	0		0	6564	0	0	0		0	281172	312900
1430	30634	0		0	5470	0	0	0		0	276796	312900
1500	32822	2188	2188	0	3282	0	0	0		0	272420	312900
1530	29540	3282	2188	0	2188	0	0	0		0	275702	312900
1600	28445	5470	2188	0	2188	0	0	0		0	274608	312900
1630	27351	8752	3282	0	1094	0	0	0		0	272420	312900
1700	22975	6564	2188	1094	2188	0	0	0		2188	275702	312900
1730	19693	4376	2188	1094	5470	0	0	0		2188	277890	312900
1800	15317	4376	14223	1094	5470	0	0	0		3282	269138	312900
1830	8752	3282	18599	2188	5470	0	0	0		3282	271326	312900
1900	7658	5470	19693	4376	4376	2188	2188	0	0	4376	262573	312900
1930	9847	31728	19693	2188	5470	2188	1094	1094	0	5470	234128	312900
2000	101747	9847	10941	1094	13129	1094	0	1094	0	6564	167391	312900
2030	82054	7658	9847	14223	27351	4376	0	1094	0	6564	159732	312900
2100	72208	6564	4376	19693	32822	5470	0	1094	0	7658	163014	312900
2130	57985	4376	1094	17505	33916	5470	0	1094	0	8752	182707	312900
2200	43762	2188	0	15317	30634	5470	0	1094	0	9847	204588	312900
2230	36104	2188	0	9847	18599	3282	0	1094		8752	233034	312900
2300	12035	1094	1094	4376	14223	3282	0	1094		5470	270232	312900
2330	8752	1094	0	1094	5470	2188	0			5470	288831	312900
average	15499	3485	6321	1983	5356	843	91	282	0	2256	281719	
maximum	101747	31728	19693	19693	33916	5470	2188	1094	0	9847	312900	
std. dev.	22698	5461	6982	4772	8664	1567	376	479	0	2702	41656	

*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			0	0	0	0			0	312900	312900
0030	0			0	0	0	0			0	312900	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			1094	0	0	0			0	311806	312900
0330	0			1094	0	0	0			0	311806	312900
0400	0			1094	0	0	0			0	311806	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0	0		0	0	0	0			0	312900	312900
0630	0	0		0	0	0	0			0	312900	312900
0700	0	0		0	0	0	0			0	312900	312900
0730	1094	0		0	0	0	0			0	311806	312900
0800	0	0		1094	0	0	0	0		0	311806	312900
0830	1094	0		1094	0	0	1094	0		1094	308524	312900
0900	3282	0		2188	0	0	1094	0		2188	304148	312900
0930	5470	1094		2188	0	0	1094	0		3282	299771	312900
1000	9847	3282		2188	0	1094	0	0		3282	293207	312900
1030	8752	2188		3282	0	2188	0	0		2188	294301	312900
1100	10941	2188		3282	0	1094	0	0		2188	293207	312900
1130	13129	2188		4376	0	1094	0	0		3282	288831	312900
NOON	12035	3282		4376	0	0	0	0		4376	288831	312900
1230	15317	1094		3282	0	0	0	0		3282	289925	312900
1300	25163	0		5470	3282	0	0	0		6564	272420	312900
1330	28445	1094		2188	2188	0	0	0		5470	273514	312900
1400	25163	1094		6470	8752	0	0	0		5470	266950	312900
1430	19693	1094		7658	7658	0	0	0		6564	270232	312900
1500	18599	1094	1094	7658	8752	0	0	0		7658	268044	312900
1530	15317	0	1094	6564	8752	0	0	0		7658	273514	312900
1600	13129	0	1094	8752	9847	0	0	0		6564	273514	312900
1630	8752	0	1094	9847	8752	1094	0	0		7658	275702	312900
1700	7658	0	1094	8752	6564	1094	0	0		8752	278984	312900
1730	5470	2188	2188	6564	6564	1094	0	0		8752	280078	312900
1800	10941	1094	13129	8752	5470	1094	0	0		9847	262573	312900
1830	9847	1094	16411	7658	4376	1094	0	0		9847	262573	312900
1900	10941	8752	17505	5470	5470	2188	1094	0	0	7658	253821	312900
1930	7658	3282	14223	4376	6564	2188	1094	0	0	5470	238504	312900
2000	86430	14223	9847	4376	8752	2188	0	0	0	6564	180519	312900
2030	42668	24069	12035	10941	27351	2188	0	0	0	12035	181613	312900
2100	32822	24069	2188	13129	37198	3282	0	0	0	15317	184895	312900
2130	27351	17505	0	13129	38292	2188	0	0	0	14223	200212	312900
2200	16411	10941	1094	8752	33916	1094	0	0	0	15317	225376	312900
2230	7658	5470	1094	5470	19693	1094	0	0		13129	259291	312900
2300	2188	5470	0	3282	10941	2188	0	0		10941	277890	312900
2330	2188	3282	0	1094	6564	3282	0			7658	288831	312900
average	10530	4613	5288	3875	5744	684	114	0	0	4673	281742	
maximum	86430	32822	17505	13129	38292	3282	1094	0	0	15317	312900	
std. dev.	14997	7841	6266	3750	9659	964	334	0	0	4656	36115	

*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.