

# TV & Radio Audiences in Malta


Broadcasting Authority

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1999

*BA Audience Audit 1999*

## Objectives

- 
- Measure audience size of Radio stations
  - Measure audience size of TV channels
  - Views of Maltese on certain aspects of broadcasting
    - ◆ station preferences in respect of schedule segments
    - ◆ political broadcasts
    - ◆ new programmes

## Special BA Directive for 1997 Study the last sentence was reversed for 1998

*“the statistic ‘average’ at the bottom of each table for radio audiences should be worked out on the basis of 18 hours of listening per day i.e... from 6.00 a.m. to midnight... In the case of University Radio and Radju MAS the statistic should be computed for the frequency allocated to the UNI/MAS and appear as such...”*

— letter from BA to MUS dated 7 March 1997

## Meaning of 1%

- 1% = 3129 persons residing in Malta  
(whether Maltese nationals or not) aged  
12 and over
- 0% < 3129 persons residing in Malta  
(whether Maltese nationals or not) aged  
12 and over

- ◆ 1996 Study: aged 14 and over
- ◆ 1997 - 1999 Studies: aged 12 and over

## Sample Profile: 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
<b>TOTAL</b>	100.0	100.0	100.0
<b>N=</b>	1001	490	511
	100	49.0	51.0

## Sample Profile: Socio-Economic

Socio-Economic Group	Total	AB	C1	C2	DE
<b>N=</b>	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
31-50	37.1	38.0	37.5	35.5	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
<b>TOTAL</b>	100.0	100.0	100.0	100.0	100.0

## Who Listens to Radio

	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>N=</b>	<b>1001</b>	<b>490</b>	<b>511</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Listen to the Radio</b>	<b>77.0</b>	<b>74.3</b>	<b>79.6</b>
<b>Do Not Listen to the Radio</b>	<b>23.0</b>	<b>25.7</b>	<b>20.4</b>

## Average Number of Hours Radio is Listened to

	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>N=</b>	<b>771</b>	<b>364</b>	<b>407</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Varies Considerably</b>	<b>2.9</b>	<b>3.0</b>	<b>2.7</b>
<b>One Hour</b>	<b>35.9</b>	<b>40.9</b>	<b>31.4</b>
<b>Two Hours</b>	<b>17.1</b>	<b>18.7</b>	<b>15.7</b>
<b>Three Hours</b>	<b>11.0</b>	<b>10.4</b>	<b>11.5</b>
<b>Four to Nine Hours</b>	<b>26.0</b>	<b>19.4</b>	<b>31.6</b>
<b>Ten Hours and more</b>	<b>7.1</b>	<b>7.6</b>	<b>7.1</b>

## Where is Radio Listened to

	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>N=</b>	<b>771</b>	<b>364</b>	<b>407</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>NA</b>	<b>4.7</b>	<b>5.2</b>	<b>4.2</b>
<b>At home</b>	<b>78.1</b>	<b>68.1</b>	<b>87.0</b>
<b>At work</b>	<b>15.4</b>	<b>22.8</b>	<b>8.8</b>
<b>In the car</b>	<b>28.7</b>	<b>18.4</b>	<b>17.3</b>

## Who watches TV

	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>N=</b>	<b>1001</b>	<b>490</b>	<b>511</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Watch TV</b>	<b>96.2</b>	<b>95.7</b>	<b>95.5</b>
<b>Do Not watch TV</b>	<b>3.8</b>	<b>4.3</b>	<b>4.5</b>

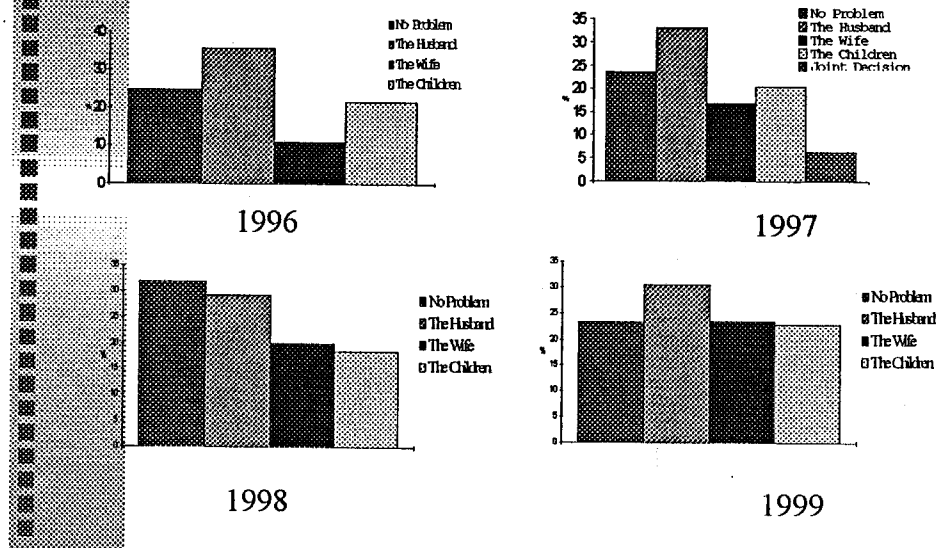
## Average No. of Hours TV is watched

	Total	Male	Female
N=	963	469	494
	%	%	%
Varies Considerably	0.6	0.4	0.8
One Hour	24.2	27.1	21.5
Two Hours	30.6	30.3	31.0
Three Hours	19.3	19.2	19.4
More than three Hours	25.3	23.0	27.3

## Where TV is Watched

	Total	Male	Female
N=	963	469	494
	%	%	%
Sitting Room	40.2	40.5	39.9
Dining Room	6.4	6.0	6.9
Kitchen	23.1	21.7	24.3
Bedroom	28.6	29.4	27.7
Another Place	1.8	2.3	1.2

## Who decides on Choice of Channel (1996 - 1999)



## Preferred Source for Local News

	Total	Male	Female
N=	1001	490	511
	%	%	%
No Preference	2.0	1.4	2.5
Radio	12.7	12.4	12.9
TV	71.4	71.6	71.2
Newspaper	10.3	12.2	8.4
From Other Persons	3.6	2.2	4.9

## Cable TV Facilities

	Total	AB	C1	C2	DE
N=	1001	137	272	330	262
	%	%	%	%	%
Connected	55.8	65.7	54.0	56.7	51.5
Reception	22.5	15.3	19.1	27.0	24.0
Basic	17.3	19.7	19.1	15.8	16.0
TV Plus	16.1	30.7	15.8	13.9	11.5
Movie Channel	11.4	13.3	12.9	8.6	12.6
Sports Channel	14.1	16.7	15.0	11.8	14.8

## Most Preferred Non Maltese Channels

*Base=Only Cable TV Subscribers*

•Living	16.1%	•MTV Europe	3.4%
•Discovery	9.3%	•Trouble/Bravo	2.5%
•Tele+2	5.5%	•Canale 5	2.5%
•RAI UNO	4.8%	•Rete 4	2.0%
•BBC Prime	3.6%	•Eurosport	1.8%



## Preferred Source for Foreign News

N=	Total 1001	Male 490	Female 511
	%	%	%
No Preference	3.1	3.3	2.9
Radio	10.3	10.2	10.4
TV	74.5	74.1	75.0
Newspaper	9.0	10.8	7.2
From Other Persons	3.1	1.6	4.5

## General Preference for Programme Sectors (Radio: 1996, 1997, 1998 & 1999)

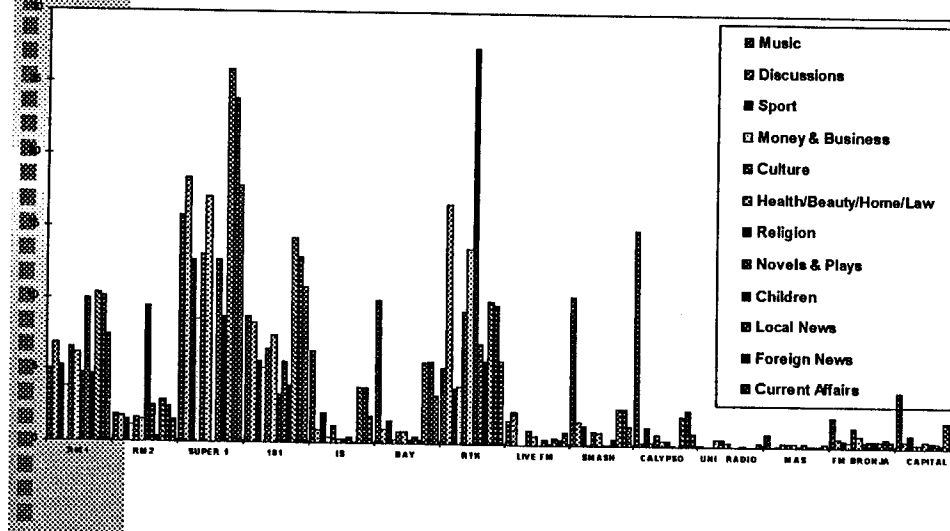
PROGRAMME SECTOR	% 1996	% 1997	% 1998	% 1999
Music	82.5	78.9	87.2	87.4
Local News	74.7	70.6	84.5	80.5
Foreign News	68.1	63.9	77.1	76.9
Discussions	61.2	58.1	67.6	59.7
Religion	50.6	34.7	53.3	47.1
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0
Current Affairs	42.2	31.2	56.8	54.3
Culture	36.4	29.1	45.8	44.4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

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General Preference for Programme Sectors  
(TV: 1996, 1997 & 1998)

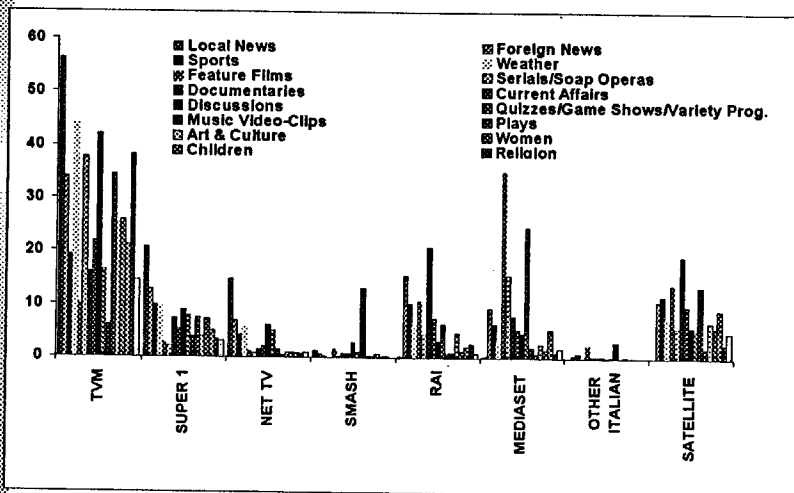
	1996	1997	1998
Local News	89.3	84.2	94.6
Foreign News	85.3	79.8	88.9
Feature Films	72.0	60.5	77.5
Quizzes/Fame Shows/Variety Progr..	60.4	51.6	70.1
Weather	78.2	50.5	81.2
Documentaries	63.1	50.3	66.3
Sports	55.3	45.1	63.0
Discussions	56.1	43.8	72.1
Plays	35.0	31.4	54.4
Music Video-Clips	33.7	24.7	45.5
Current Affairs	36.3	23.4	44.8
Religion	39.3	22.4	44.3
Serials/Soap Operas	32.5	22.9	61.4

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Comparative Interest in  
Different Programme Segments  
on Radio



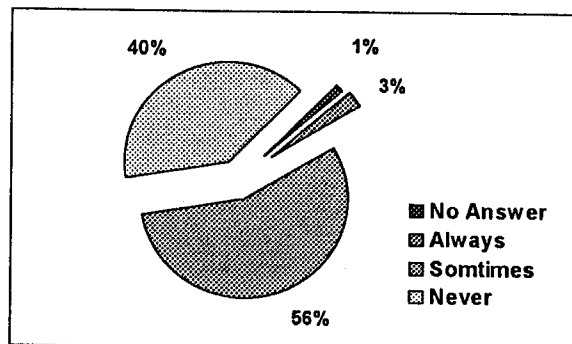
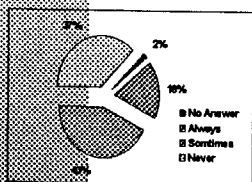
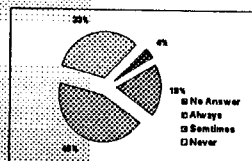
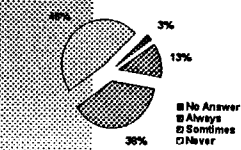
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## Comparative Interest in Different Programme Segments TV Channels



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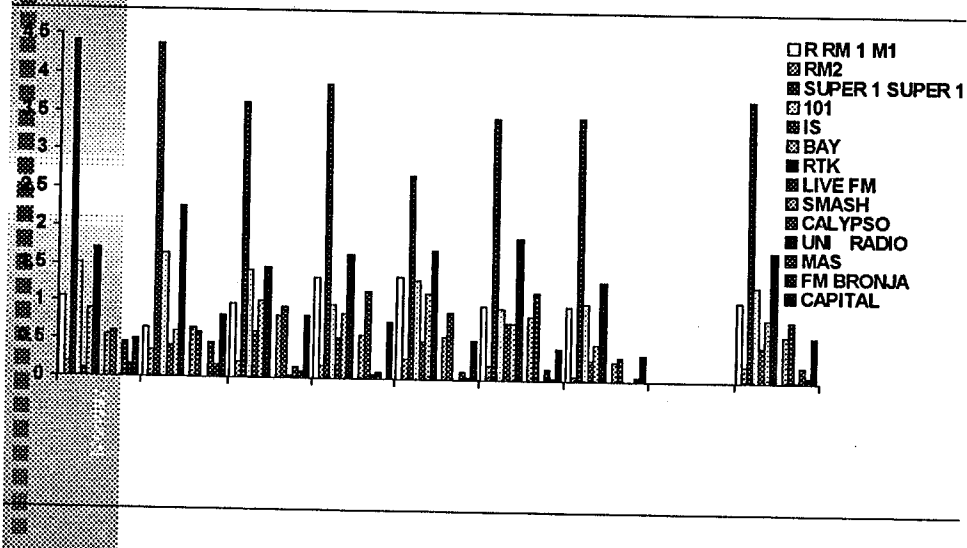
## Interest in Political Broadcasts (1996, 1997, 1998 & 1999)



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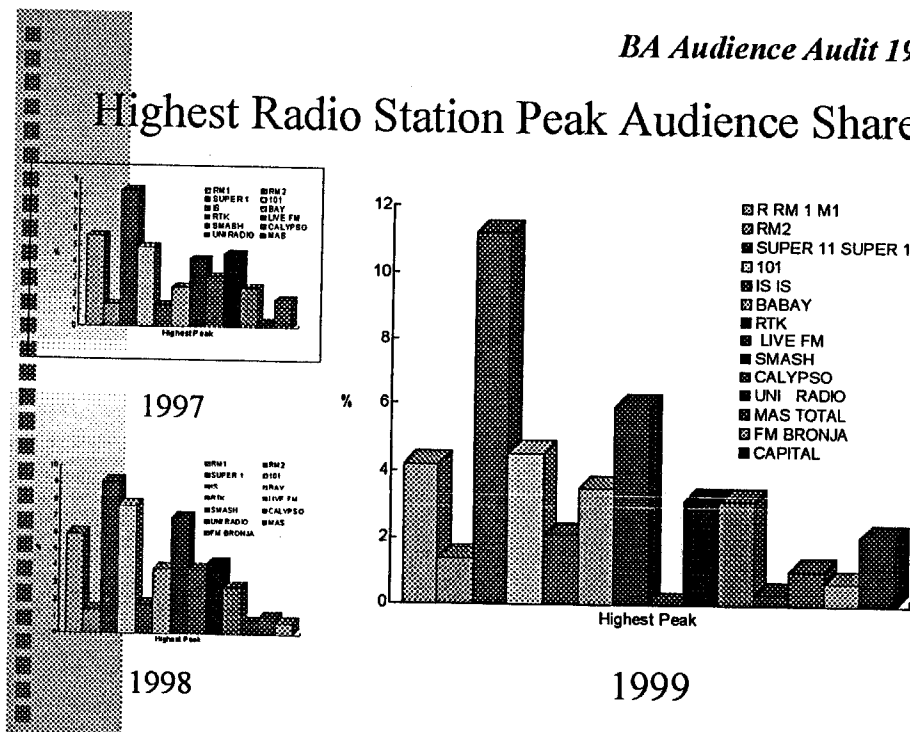
# Daily Radio Average Audience Share

(Basis: Total No. of Transmission Hours)



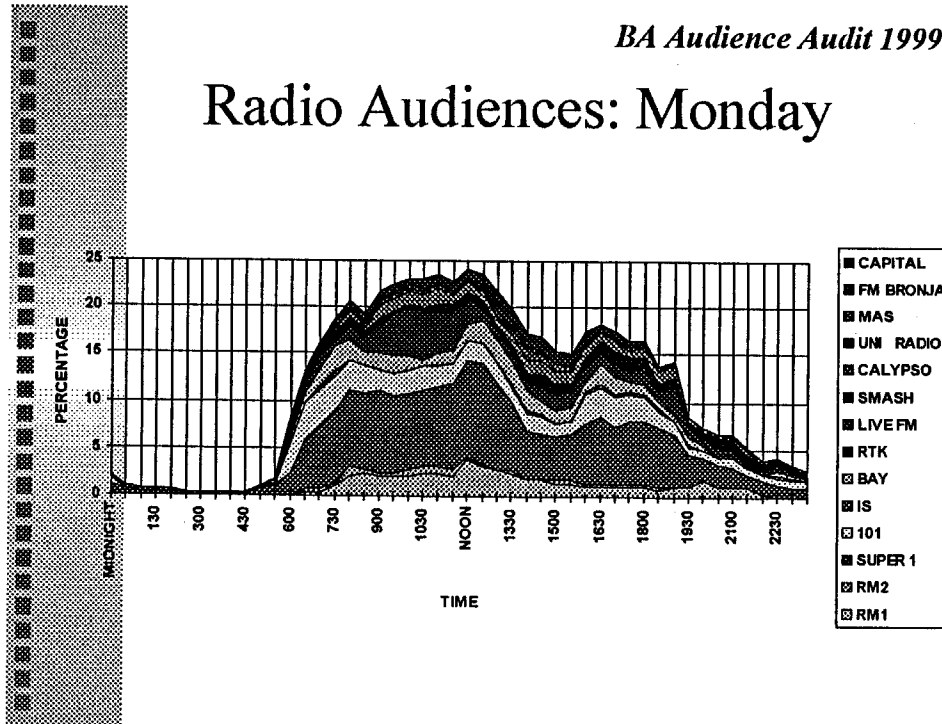
BA Audience Audit 1999

# Highest Radio Station Peak Audience Share



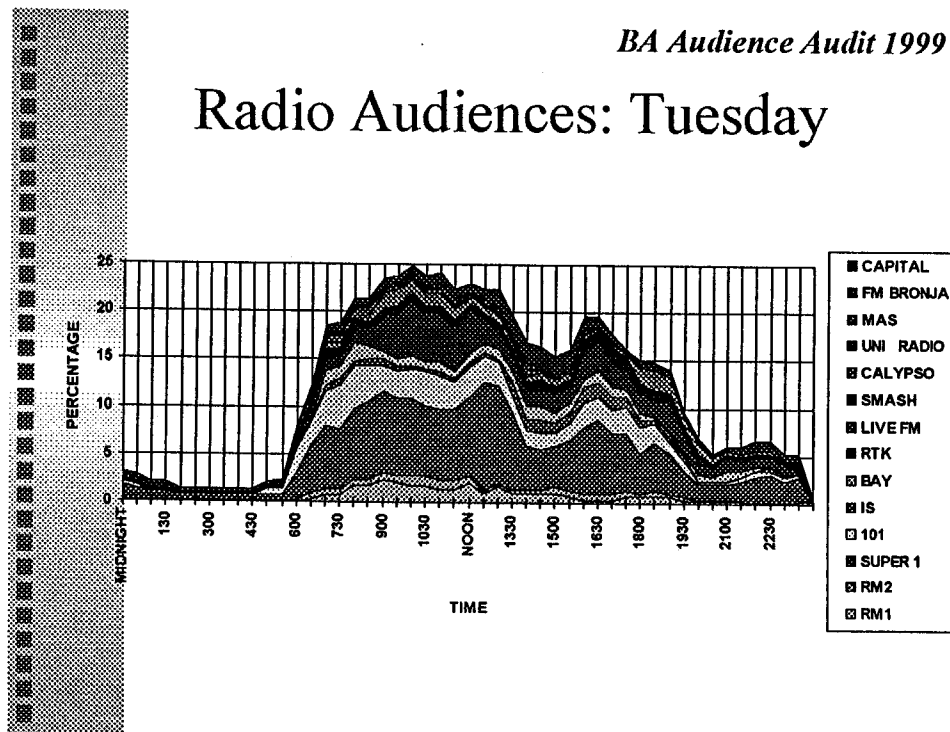
*BA Audience Audit 1999*

## Radio Audiences: Monday



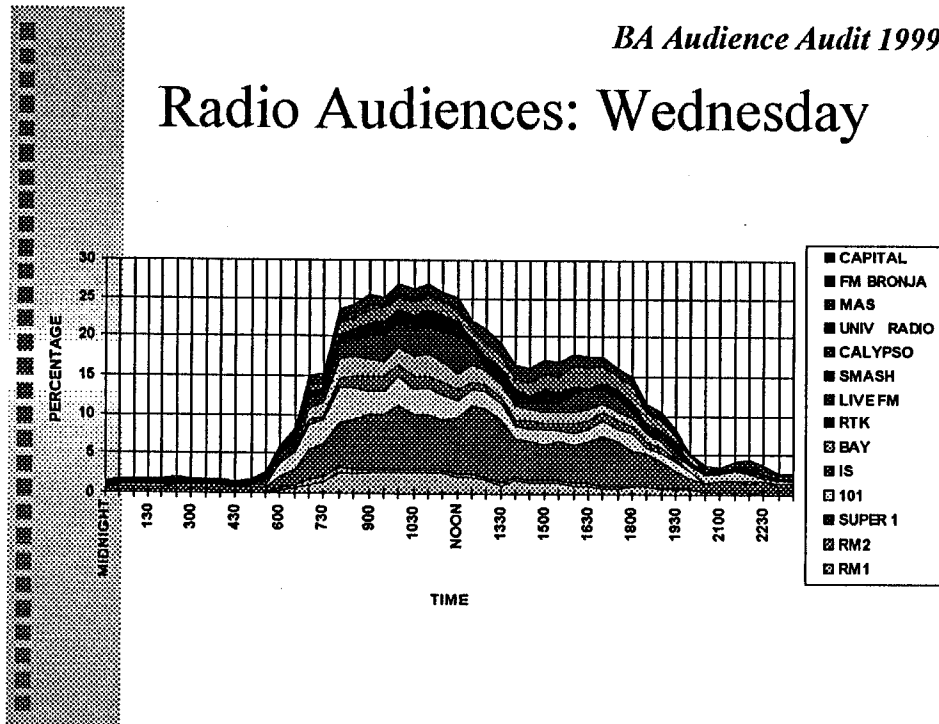
*BA Audience Audit 1999*

## Radio Audiences: Tuesday



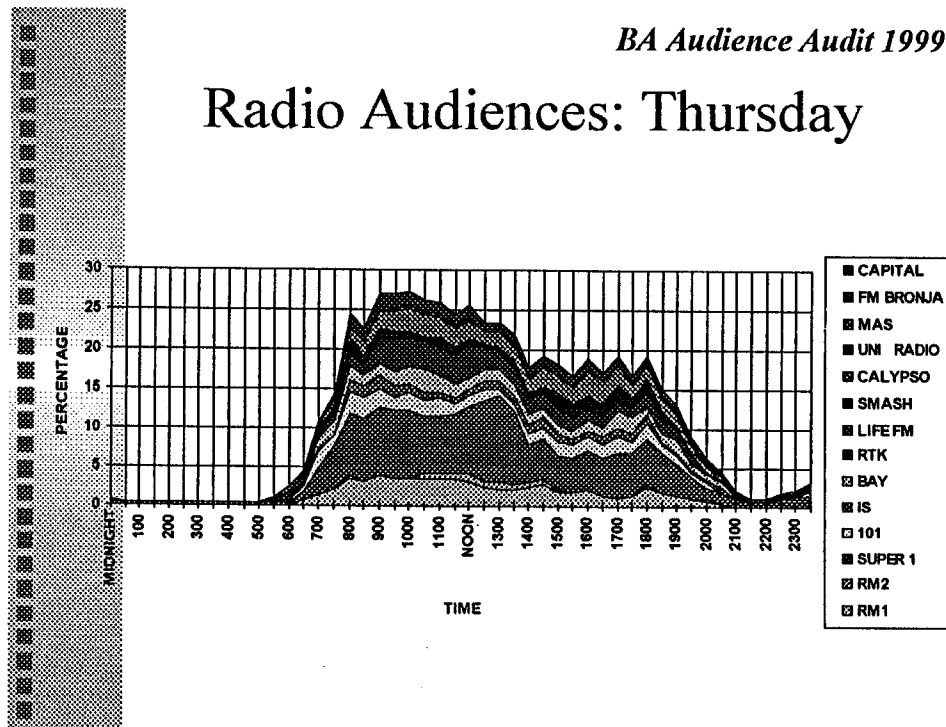
*BA Audience Audit 1999*

## Radio Audiences: Wednesday



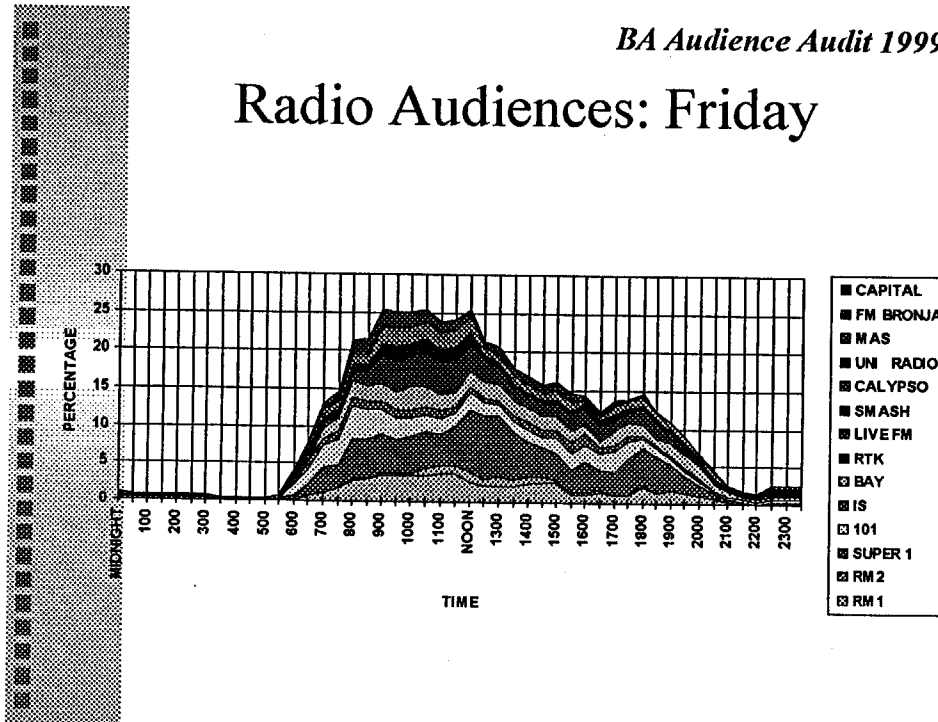
*BA Audience Audit 1999*

## Radio Audiences: Thursday



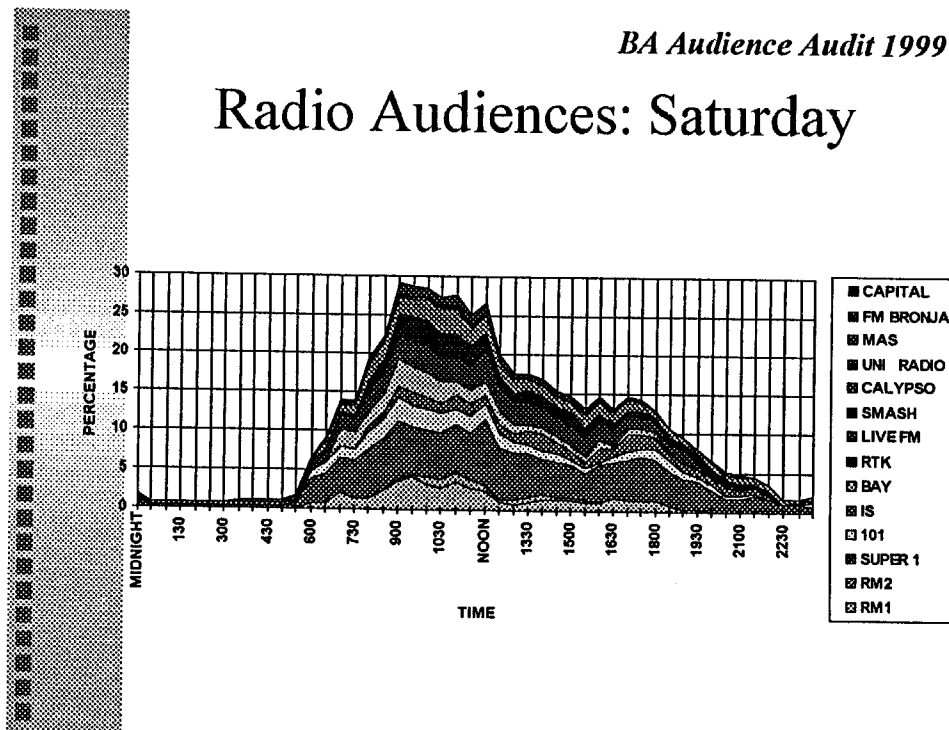
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## Radio Audiences: Friday

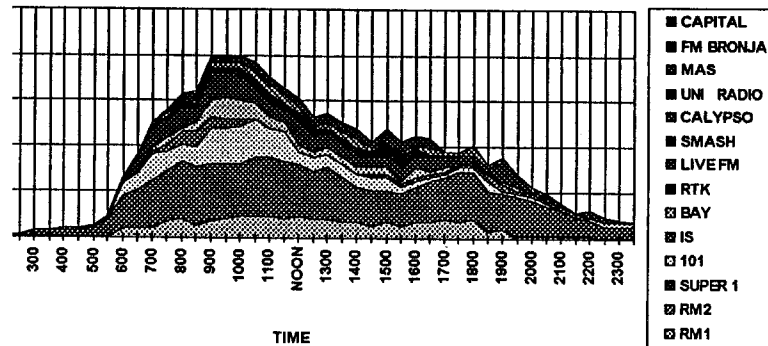


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## Radio Audiences: Saturday



## Radio Audiences: Sunday



## Meaning of %

Meaning of 1% in the following pie chart is different from the meaning of 1% of any of the segments in the report

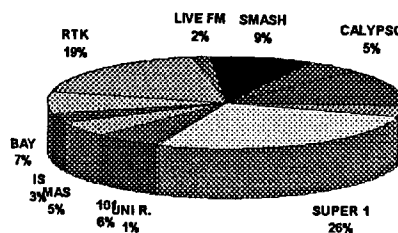
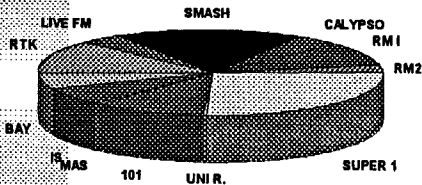
The following pie charts = the proportional share of audience from the total audience for the respective segment (i.e. Radio or TV) [slice of the pie when the cake = total audience of either Radio or TV]

Example: For 6.00 - midnight 1% = 470 persons  
From midnight to midnight 1% = 316 persons [1998=343]  
1999=322 [1998=353]



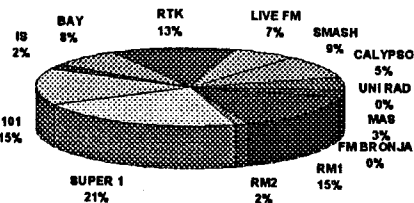
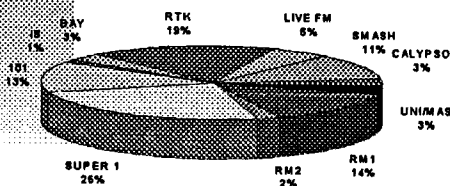
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**Daily Average Radio Audience Levels  
1995 & 1996**  
(Basis: Total Number of Hours on Air by Station)



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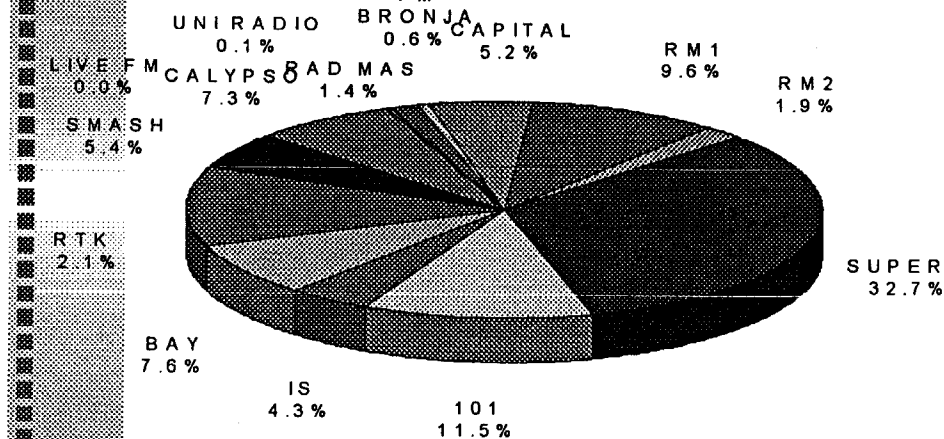
**Daily Average Radio Audience Levels  
1996 & 1997**  
(Basis: 6.00 a.m - Midnight)



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**Daily Average Radio Audience Levels: 1999**

(Basis: 6.00 a.m - Midnight)



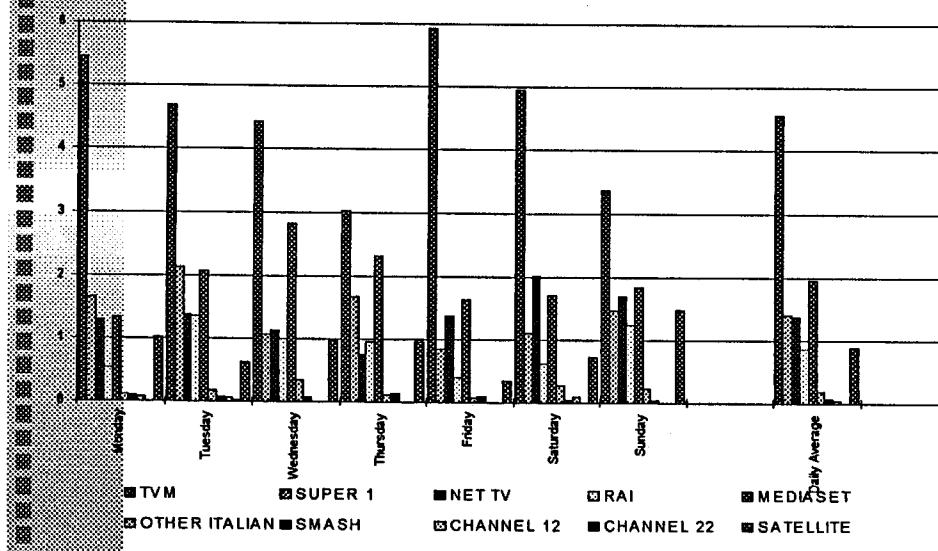
For 6.00 - midnight 1% = 470 persons

For midnight to midnight 1% = 316 persons

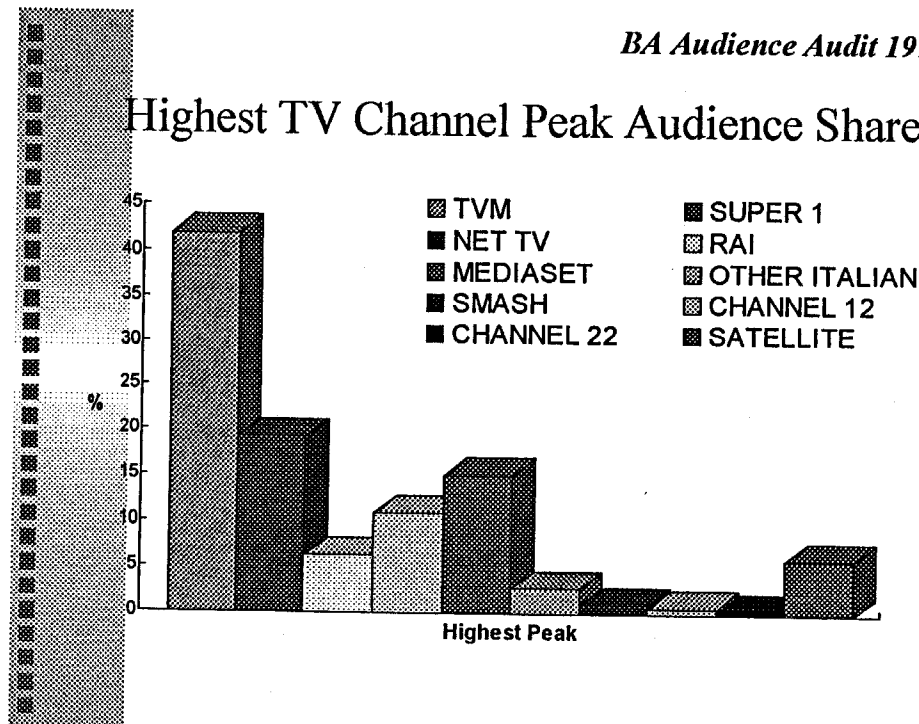
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**Daily TV Average Audience Share**

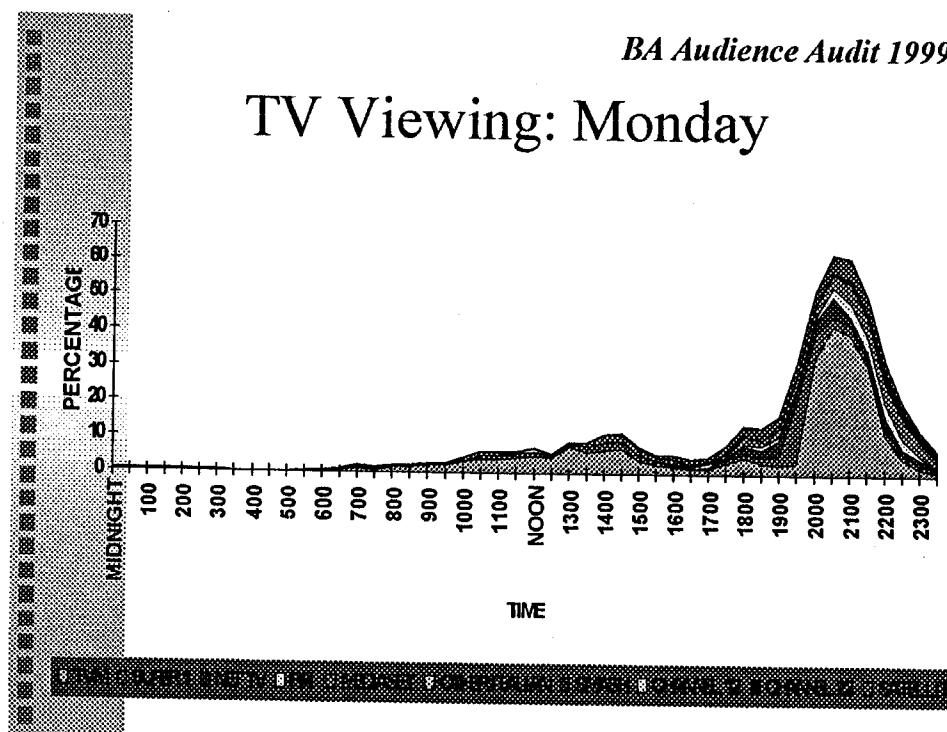
(Basis: Hours of Transmission by Station)



## Highest TV Channel Peak Audience Share



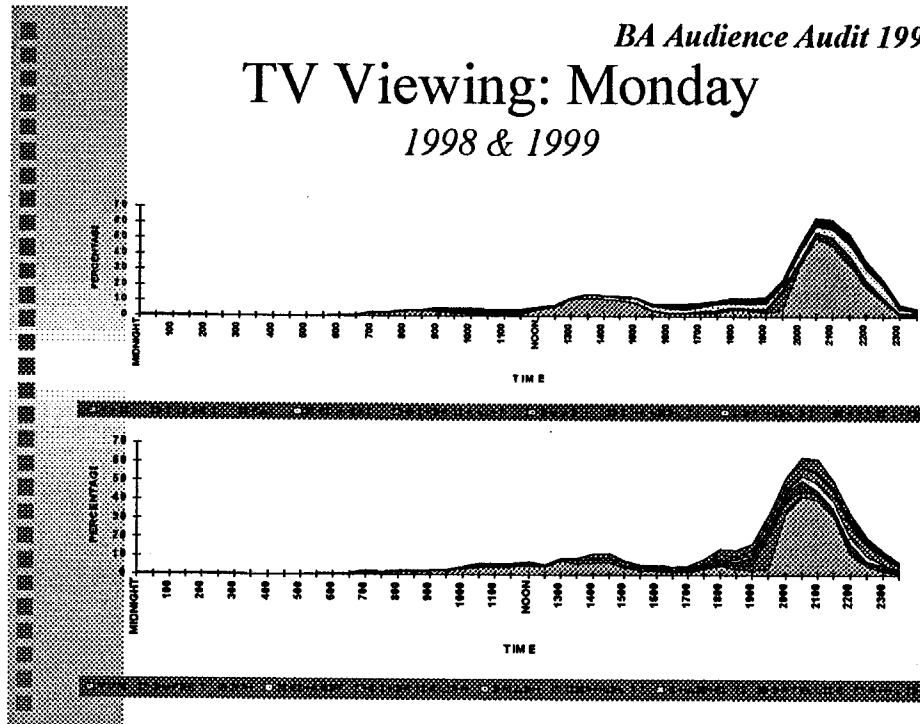
## TV Viewing: Monday



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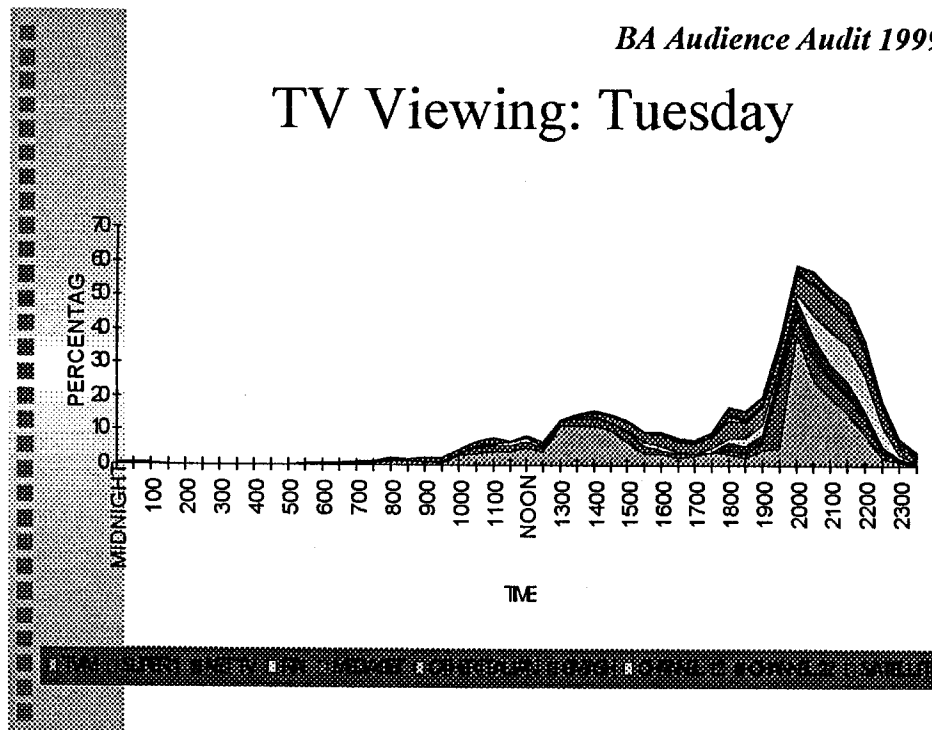
## TV Viewing: Monday

1998 & 1999



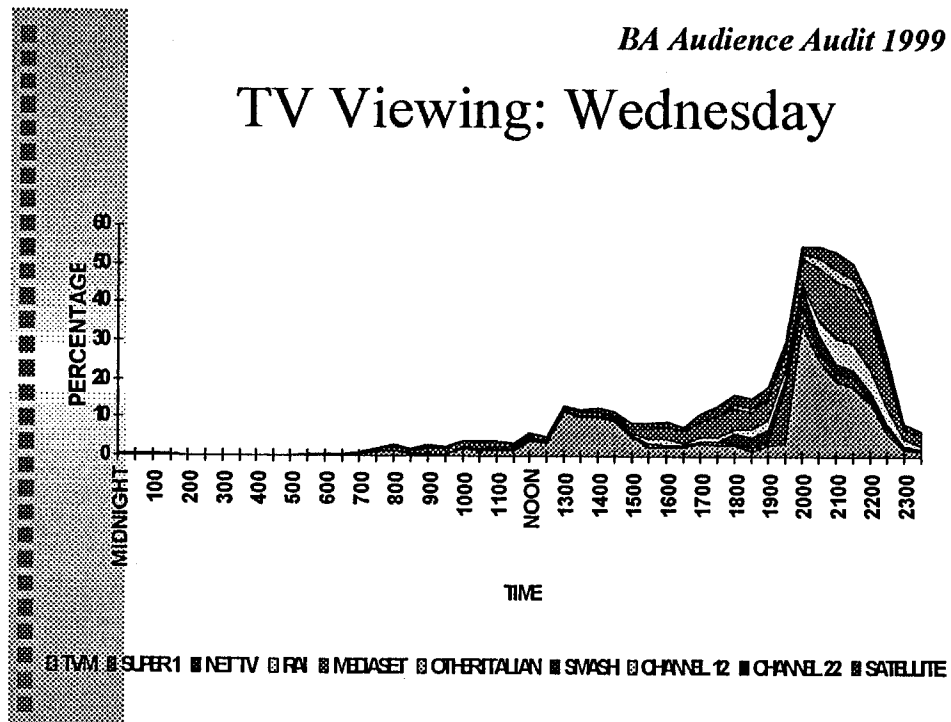
BA Audience Audit 1999

## TV Viewing: Tuesday



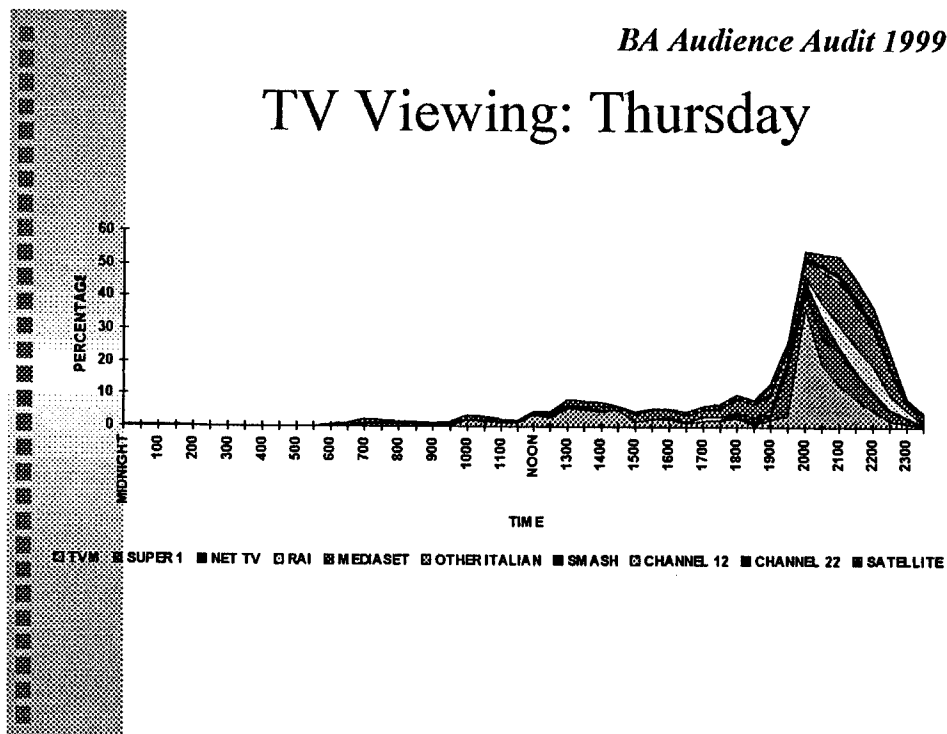
BA Audience Audit 1999

## TV Viewing: Wednesday



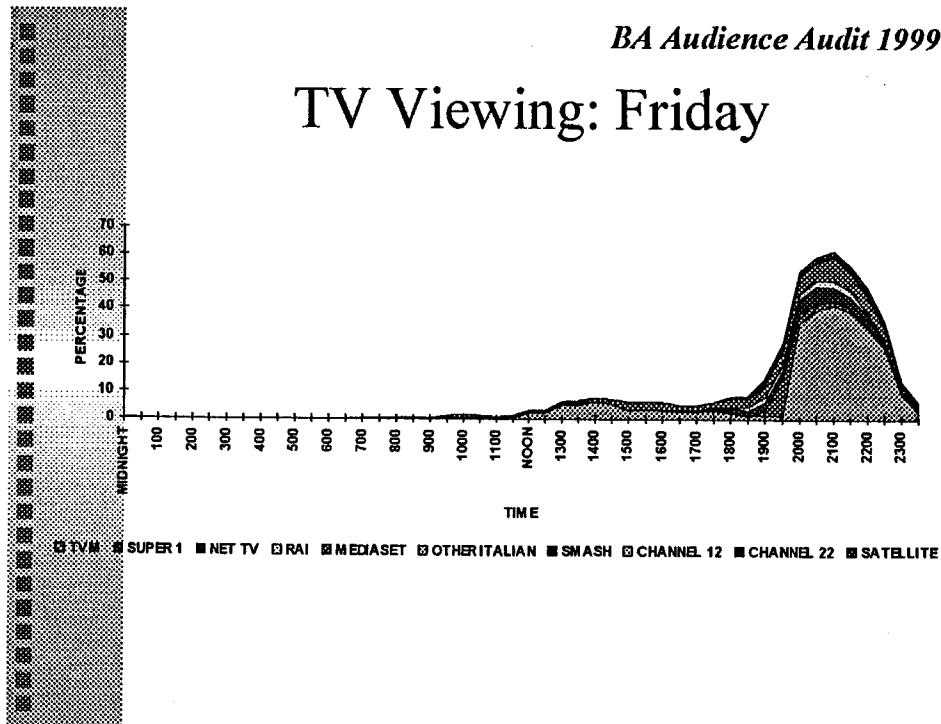
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## TV Viewing: Thursday



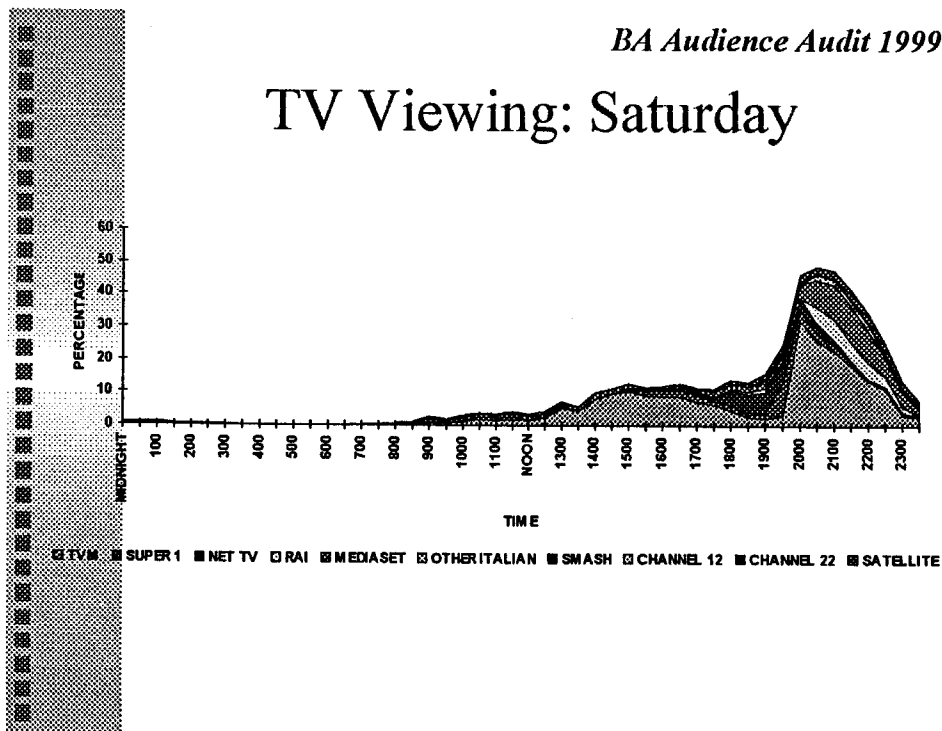
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## TV Viewing: Friday



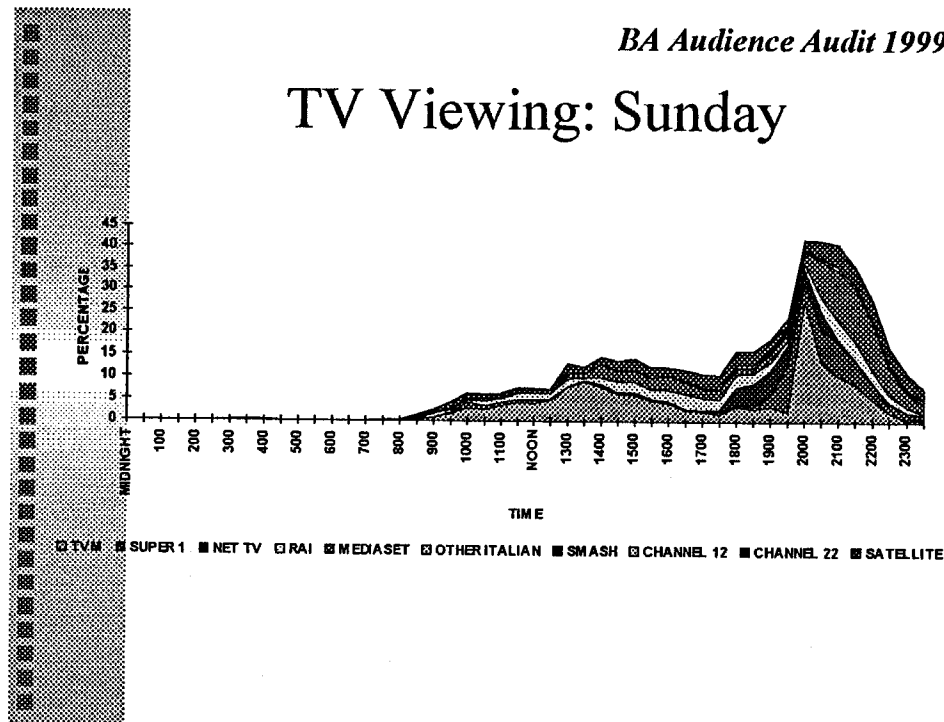
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## TV Viewing: Saturday



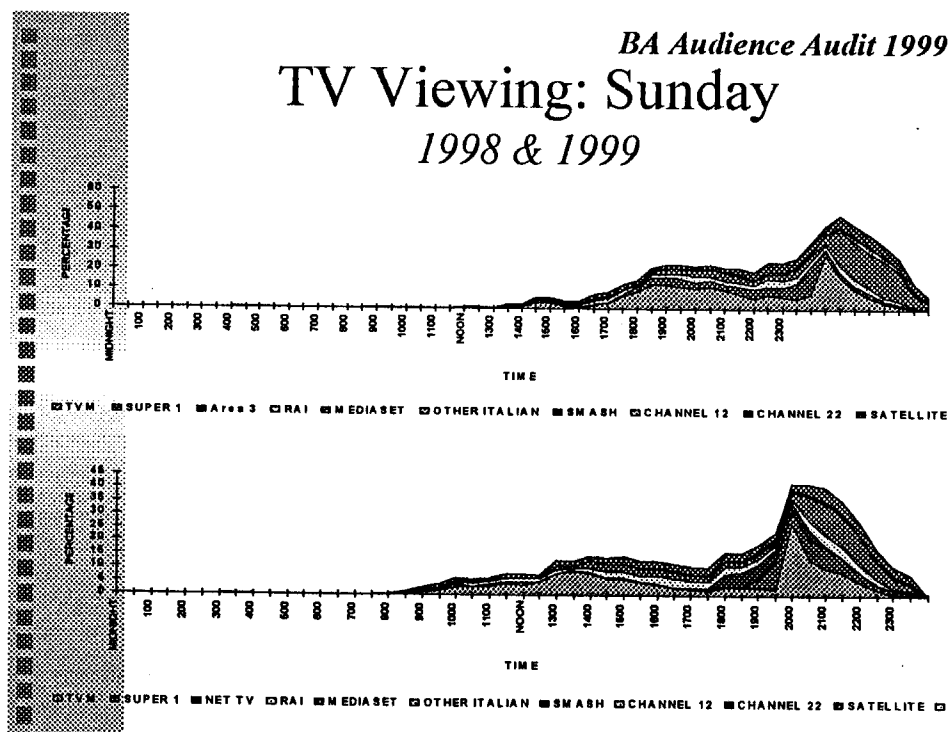
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## TV Viewing: Sunday



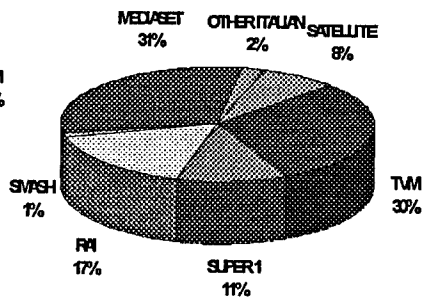
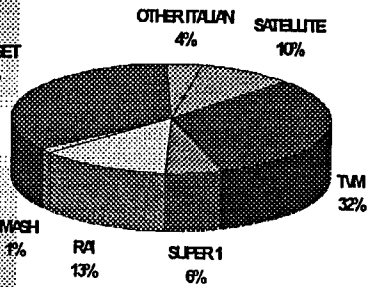
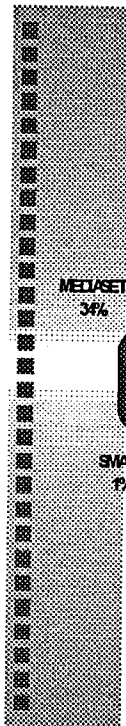
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## TV Viewing: Sunday 1998 & 1999



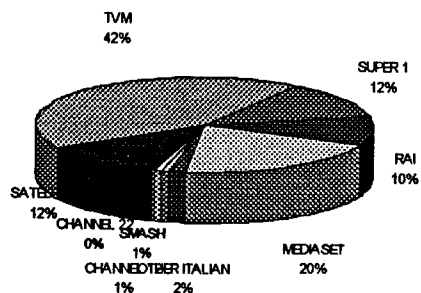
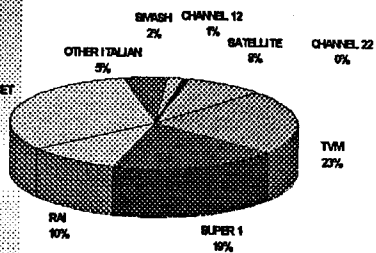
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## Daily Average TV Audience Levels (1995 & 1996)



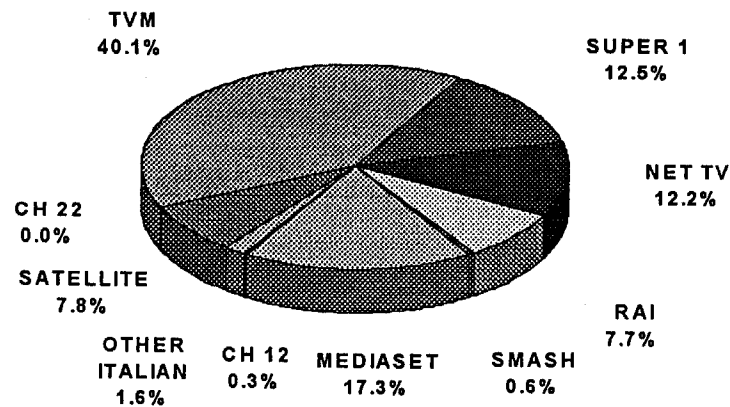
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## Daily Average TV Audience Levels (1997 & 1998)





## Daily Average TV Audience Levels (1999)



In 1999: TV 1% = 322 used half-hour slots

## Conclusions: Absolute size of Audiences

- In general the absolute size of radio audiences has gone down
  - ◆ 1998: 81.3% - 1999: 77.0%
- the absolute size of TV audiences has similarly gone down, but proportionately less than for radio
  - ◆ 1998: 98.3% - 1999: 96.2%

## Trends in Radio Audience Share

### ■ Increases

- ◆ Super 1 (+11.4%)
- ◆ Radio 101 (+3.1%)
- ◆ Island Sound (+2.3%)
- ◆ Radio Calypso (+2.2%)
- ◆ FM Bronja (+0.4%)
- ◆ Radio Malta 2 (+0.3%)

### ■ New Station

- ◆ Capital (+5.2%)

### ■ Decreases

- ◆ Radio Malta 1 (-4.7%)
- ◆ Smash Radio (-3.6%)
- ◆ Univ. Radio (-2.0%)
- ◆ Radju MAS (-1.3%)
- ◆ RTK (-0.7%)
- ◆ Bay Radio (-0.2%)

### ■ Not On Air

- ◆ Live FM [1998: 6.6%]

## Radio Stations: Relative Strengths

■ Super 1 - 32.7%

■ RTK - 12.1%

■ Radio 101 - 11.5%

■ RM1 - 9.6%

■ Bay Radio - 7.6%

■ Radio Calypso - 7.3%

■ Smash - 5.4%

### ■ Not on Air:

- ◆ Live FM [1998: 6.6%]

■ Capital - 5.2%

■ Island Sound - 4.3%

■ Radio Malta 2 - 1.9%

■ Radju MAS - 1.4%

■ FM Bronja - 0.6%

■ University Radio - 0.1%

■ Live FM - Not on Air

## Source for News

- Main source remains TV
  - ◆ TV 71.4% 1st preference
  - ◆ radio: 12.7% 1st preference
  - ◆ newspapers: 10.8% first preference
- Music & Local News are the two programme segments that generate most interest on radio
- Local & Foreign News are the two programme segments that generate most interest on TV

## TV News Bulletin

- TVM's News Bulletin continues to register very but not always the highest audience level
- Super 1 also continues to registers its highest audiences for its News Bulletin

## Trends in TV Audience Shares

### ■ Increases

- ◆ TVM (-2.5%)
- ◆ Super 1 (+0.1%)

### ■ New Station

- ◆ NET TV (12.2%)

### ■ Decreases

- ◆ Satellite (-3.8%)
- ◆ Mediaset (-2.9%)
- ◆ RAI (-2.0%)
- ◆ Smash (-0.3)
- ◆ Channel 22 (-0.3%)
- ◆ Channel 12 (-0.2%)
- ◆ Other Italian (-0.1%)

Thank you for your attention!