

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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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. For 1999, the *Authority* wanted the audit to be conducted twice: in March and in October. In addition, the *Authority* specified a number of areas on which the opinions of the Maltese population were to be sought.

1.3 Following this public call for tender, the present writer was subsequently specifically commissioned by the *Authority* to conduct the study on the basis of these proposals by letter dated 18 February 1999.

1.4 This study refers to data collected in October 1999. The study based on the data collected in March was presented to the *Authority* a few weeks after the study was conducted.

1.5 Once more, 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.*

1.6 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.

1.7 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*.

- 1.8 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.
- 1.9 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.
- 1.10 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.
- 1.11 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. 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 studies 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 that, in respect of the 1999 studies, the direction given in a letter of clarification dated 7 March 1997, (in respect of the 1997 study) was to be applied again. In terms of this directive 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 also decided that, again for the 1999 studies, 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 studies allow 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. In this study Live FM again could not be audited because at the time the study was conducted it was still not transmitting. However whenever the station was mentioned in the opinion questions, this is documented in the current study.

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 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	154	321	283	243
	%	%	%	%	%
12-17	11.2	12.3	14.3	9.5	8.2
18-30	21.0	24.7	24.3	18.0	17.7
30-51	37.1	36.4	34.9	36.7	40.7
51-65	18.2	16.9	16.8	20.5	18.1
over 65	12.6	9.7	9.7	15.2	15.2
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 74.6% (as opposed to 77% in the March 1999 study) stated that they do listen to the radio regularly, whilst the remaining 25.4% 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 this year. Those aged 12-17 continue to register the lowest rate for radio listenership at 61.6% (March 1999: 72.3%). On the other hand, those aged over 65 this time registered the highest rating for radio listenership at 77.8% (March 1999: 18-30: 81.9%). Radio listenership is highest among DE respondents at 77.4% (March 1999: highest recorded by 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 listened to by those who had stated that they do listen to the radio. A mere 1.7% stated that the amount of time they dedicate to radio varies considerably, but as many as 34.3% 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 0.5% of the respondents. But figures start going down dramatically beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 34.3%; 2 hours: 18.3%; 3 hours: 12.2%; 4 hours: 9.0%; 5 hours: 6.2% and 6 hours: 5.8%. By and large, females tend to listen to the radio for longer hours than males, but the percentages of males listening to the radio for up to three hours is higher among males. Full details are provided in the Table.

4.2.3 Table 4.3 presents details on the place where radio is listened to. Of those who listen to the radio on a regular basis, as many as 76% (March 1999: 78.1%) of all respondents stated that they listen to the radio at home; 16.6% (March 1999: 15.4%) listen to it while at work, whilst 29.3% (March 1999: 28.7%) 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, 98.5% (March 1999: 96.2%) stated that they do watch TV regularly, whilst the remaining 1.5% stated that they do not. This points to a slight increase in the popularity of this medium over the March figures despite the fact that this study was conducted at the beginning of the winter schedule. Very slight differences were noted when these figures were broken down by gender, except that males registered a slightly higher incidence than females (males: 98.8% vs. females: 98.2%). The age group which registered the highest rating for TV viewership comprised those aged 18-30, with 99.5%, but the lowest percentage reported amongst those aged 65 and over was not much lower, at 96%. TV viewing is highest among C1 respondents, at 99.1%. The lowest reported figure is not much less however: C2 registered 98.2%. 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 again of 2 hours per day, registered at 28.5% (March 1999: 30.6%). As many as 0.2% stated that they view TV for up to nine hours daily, and some claimed that they watch TV for even longer hours. But most viewers do not exceed four hours of daily viewing: 1 hour: 23.2%; 2 hours: 28.5%; 3 hours: 22.4%; and 4 hours: 12.9%. The difference across genders is not significant. It is interesting to note that again relatively more AB respondents view TV for an average of only one hour per day: AB: 37.1%; C1: 24.5%; C2: 20.1% and DE: 16.3% (March 1999: 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 45.7% (March 1999: 40.2%) of all respondents stated that they watch TV in the sitting room. Twenty six percent (March 1999: 28.6%) watch TV in the bedroom, and 22.3% (March 1999: 23.1%) do so in the kitchen. The remaining 4.9% (March 1999: 6.4%) watch TV in the dining room, whilst 1.1% (March 1999: 1.8%) 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 (49.2% males vs. 42.4% females), and again males prefer the bedroom more than females (28.3% vs. 23.7% females). DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (34.4% as opposed to 17.9% of AB respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (57% vs. DE at 38.1%). These figures are very close to those obtained in the March 1999 study. 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 the respondents taking part in this study, 57.4% (March 1999: 55.8%) stated that they are connected to Cable TV. This 57.4% is broken down as

follows: 18.7% are served by the *Reception* level; 20.7% stated that they are served by the *Basic Level*; 18.1% are serviced by *TV Plus*. Not surprisingly, connection to Cable TV continues to be related to economic status, though not to the extent that it was noted in previous studies: as many as 70.1% of the AB are served by Cable, against 51% 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 age does not appear to remain an important factor in cable connectivity. 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 86.3% of all cable subscribers stated that they do not subscribe to The Movie Channel, while another 81% 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 that the decision on whether to subscribe or not depends on other factors, such as interest.

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 4.9 gives the findings for this study.

4.5.2 In fact, in 20.4% (March 1999: 23.3%) 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 33.2% (March 1999: 30.4%) of the cases the husband is reported to be the decision maker; in 25.3% (March 1999: 23.5%) of the cases it is the wife who decides whilst in 21.1% (March 1999: 22.9%) of the cases the children's wishes are respected. Table 4.9 in the Table Appendix gives full details, with the usual breakdowns, whilst Figures 4.1(a) to (b) graphically summarise the responses given to this question in all for the two surveys conducted during 1999.

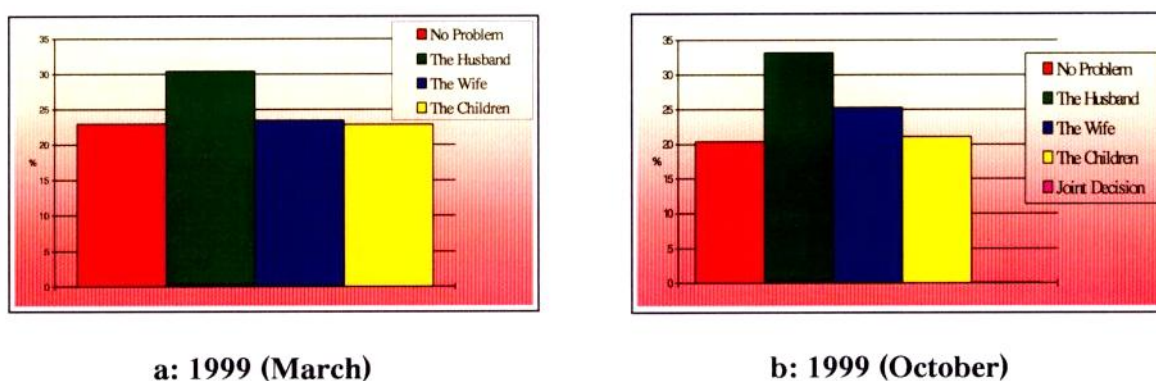


Figure 4.1: Who Decides which Channel is Selected in the Family

V NEWS TRANSMISSIONS

5.1.0 Introduction

5.1.1 This chapter focuses on News Transmissions. As in previous studies, 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 both studies 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, 73.6% (March 1999: 71.4%) prefer to follow the news on TV; 12.7% (March 1999: 12.7%) prefer the radio as their source for news; 8% (March 1999: 10.3%) prefer to read about news events in a newspaper whilst 1.5% (March 1999: 2%) stated that they have no special preference. Another 4.2% (March 1999: 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 73.3%; females 74%); females also registered a higher percentage among those who prefer radio (14.1% females vs. 11.2% males). Newspapers remain more popular among males (October 8%; March: 12.2 %) than among females (October: 5.9%; March: 8.4%).

5.2.3 TV as the main source for news is most popular among those aged 31-50 (76.8%); radio is also the most popular source amongst those who are 51-65 years old (with 17.6%); whilst newspapers are most popular among those aged 18-30, with 11.4%. The socio-economic category with the highest preference for TV as the source for news was C2 with 78.8%, closely followed by DE, at 78.2%. Radio is preferred most also by those in the DE socio-economic category, at 14%. 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, 75.6% (March 1999: 74.5%) prefer TV; 10.3% and 7.0% (March 1999: 10.3% and 9%) prefer the radio and newspapers respectively. Three point four per cent (March 1999: 3.1%) stated that they prefer to pick foreign news from other persons, whilst the remaining 3.7% (March 1999: 3.1%) stated that they have no special preference for any of the media. When the October 1999 figures are compared to the percentages of the March 1999 study, and indeed to those obtained in previous years, the similarity in the patterns emerging, is quite striking.

5.3.2 Females showed a relatively higher preference than males for both TV (76.5% vs. 74.7% males in contrast to the March 199 figures: 75% vs. 74.1% males) and radio (11.7% vs. 8.8% males, in contrast to the March 1999 figures: 10.4% vs. 10.2% males); whilst males prefer newspapers more than females (9.4% vs. 4.7% females, in contrast to the March 199 figures: 10.8% males vs. 7.2% females). Newspapers are most preferable to those aged 31-50 (8.9%), and to those in the higher socio-economic groups (AB: 16.2%; C1: 9%). Full details are presented in Table 5.2.

5.4.0 Preferred Time for Main TV News Bulletin

5.4.1 For this study, respondents were asked at what time they preferred to watch the main evening news on TV. The findings, presented in Table 5.3, show quite a range of views, but 8.00 p.m. seems to have become an institution: as many as 63.2% stated that they would prefer this time. Another 11.5% stated that they prefer 7.30 p.m. Despite the fact that a number of other times were mentioned, these registered very low responses. It is to be noted that this was an open-ended question, and no prompting was made. Difference across gender, age group and socio-economic group was minimal for the 8.00 p.m. slot. Conversely, the number of DE respondents in favour of the 7.30 p.m. slot (16%) was more than double that registered by AB respondents (5.8%).

5.5.0 Station on which Local News is Heard

5.5.1 On the basis of the respondents' replies, statistics were computed to estimate on which local station Maltese had watched the news on the day prior to the interview, and on the previous day (i.e. two days prior the interview). The findings are presented in Tables 5.4 and 5.5 respectively. Despite the high following which news bulletins generally have, as many as 60.1% and 62.7% stated that they had not watched the news on these two days respectively. TVM ranked highest with 29.7% and 27.5% respectively for the two days. This station was followed by Super 1 (14.6% and 12.2% respectively); NET TV (4.2% and 5.3% respectively) and Smash TV (0.4% and 0.4% respectively). These figures show substantial reductions from the March findings. It is interesting to note that whilst the socio-economic component of TVM's audience does not vary much, that for Super 1 is more heavily weighted by DE and C2 viewers, whilst that of NET TV has proportionately more viewers in the AB and C1 socio-economic groups. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

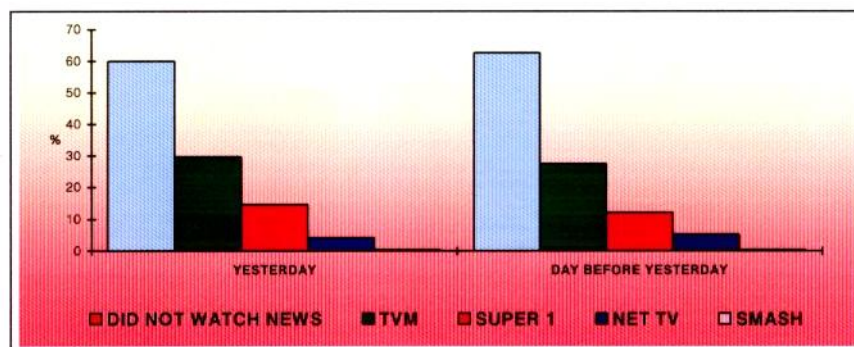


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the October 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 replies 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. Even though no political broadcasts were held, questions on interest on this programme were also asked.

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 (March)	1999 (October)
Music	82.5	78.9	87.2	87.4	74.6
Local News	74.7	70.6	84.5	80.5	73.0
Foreign News	68.1	63.9	77.1	76.9	63.7
Discussions	61.2	58.1	67.6	59.7	56.0
Health/Beauty/Home/Law	46.7	31.6	54.5	51.0	37.8
Current Affairs	42.2	31.2	56.8	54.3	37.1
Religion	50.6	34.7	53.3	47.1	36.3
Culture	36.4	29.1	45.8	44.4	25.8
Novels/Plays	35.6	27.9	49.5	40.7	28.5
Sports	37.5	29.0	48.2	37.2	25.4
Money/Business	19.0	16.7	31.7	25.2	13.5
Children	20.3	15.9	30.2	25.8	13.3

6.2.2 The table above indicates that some interesting shifts have occurred since the March 1999 study. The comparison of the figures for the current study shows that the March 1999 figures are more similar to the 1996, 1997 and 1998 figures than the October figures are. This could possibly suggest that the figures for the October study represent seasonal variations. If this is not so, these figures mean that radio has lost its popularity by a few points since March. These figures

however show that Music continues to be the sector most liked by Maltese radio listeners, at 74.6%. This is followed by Local News and Foreign News. Current Affairs has lost interest significantly, but did not slide down the scale

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 this study.

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

PROGRAMME SECTOR	%	%	%	%	%
	1996	1997	1998	1999 (March)	1999 (October)
Local News	89.3	84.2	94.6	93.1	88.0
Foreign News	85.3	79.8	88.9	90.7	84.4
Feature Films	72.0	60.5	77.5	77.9	73.0
Weather	78.2	50.5	81.2	76.4	65.4
Discussions	56.1	43.8	72.1	73.8	68.6
Documentaries	63.1	50.3	66.3	73.5	59.1
Quizzes/Game Shows/Variety Progr.	60.4	51.6	70.1	66.8	59.9
Serials/Soap Operas	32.5	22.9	61.4	66.7	47.5
Sports	55.3	45.1	63.0	62.7	56.2
Current Affairs	36.3	23.4	44.8	53.0	40.6
Religion	39.3	22.4	44.3	48.8	39.0
Plays	35.0	31.4	54.4	46.0	51.1
Music Video-Clips	33.7	24.7	45.5	44.1	37.6
Art & Culture	33.5	22.1	44.8	44.7	33.7
Women's Programmes	36.8	20.9	47.4	43.4	37.2
Children's Programmes	29.0	18.3	47.0	43.5	37.3
Business & Finance	18.1	11.9	27.0	23.7	24.0

6.3.2 This table shows that both Local and Foreign News continue to be the sectors most preferred by Maltese TV audiences, at 88% and 84.4% 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 24% 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 very prominently among radio listeners. On the other hand, the position of feature films retains its ranking position as third, at 73%. A number of rating sliding have occurred: of particular note is the downward move of Religion and Soap Operas, two of the programme segment that have lost relative popularity among Maltese television viewers over the last six months.

6.4.0 Radio Station Preferences for Different Programme Sectors

6.4.1 Table 6.3-1 and Table 6.3-2 outline the way the Maltese understand the relative strengths of local radio stations in respect of the set of programme sectors studied in the March and October 1999 studies respectively. These two full Tables for the March and October 1999 studies are respectively summarised in Table 6.3-1.1 and Table 6.3-1.2 below.

6.4.2 In March 1999 some changes in the perception of Maltese audiences from previous years were noticeable. Of particular note was the fact that some respondents still referred to Live FM even though it was currently off air whilst others assumed they should not consider it in their responses since it was not broadcasting at the time. Radio Malta 1, Super 1 Radio, Radio 101 were again ranked highest for Local News; Radio Malta 2 was 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. In March too, RTK was again ranked highest for Religion programmes whilst Live FM was ranked highest for Discussion programmes. It is interesting how many radio stations were then ranked second for the Foreign News programme: Radio Malta 1, Super 1, Radio 101, Island Sound, Smash and Radio Calypso. RTK was also been ranked second for its Discussion Programmes.

6.4.3 The current study shows interesting features. It seems that Live FM, which was not transmitting when this study was carried out, still carries a legacy, and some respondents still referred to the station during the interviews on which this study is based. Radio Malta 1, Radio Malta 2, Super 1 Radio, Radio 101 are all ranked highest for Local News. Once more, 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. It is interesting that a number of radio stations have been ranked quite high in more than one programme segment: Radio Malta 1 in Local News, Plays and in Foreign News; Super 1 in Local News, Discussions and Foreign News; Radio 101 in Local News and Discussions and RTK in Religion, Health & Beauty Programmes and in Discussions. The highest ranking in all programme segments was recorded by Radio RTK in Religion, with 25%, followed by Super 1 in Local News, with 19.8%.

6.4.4 The figures in these two Tables, and the further breakdowns provided in the full Table section of this report, 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 6.3-1 for the October 1999 are graphically summarised in Figure 6.1.

**Table 6.3-1.1: Radio Station Preferences for Different Programme Sectors
(March 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	10.0	5.3	1.7	10.4	15.0	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	-	-	0.6	0.6	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/Beau- ty/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	9.5	-	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	1.6	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

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(October 1999)**

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYP SO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	4.4	1.3	8.7	8.0	4.1	12.7	5.4	0.3	8.2	11.2	0.3	0.9	1.1	7.9	25.4	100
Discussions	6.6	1.3	17.8	9.8	0.4	1.1	16.3	0.1	0.5	0.7	0.1	0.3	0.3	0.7	44.0	100
Sport	4.0	0.8	6.8	5.1	0.4	1.9	3.1	-	0.8	1.5	-	-	-	1.1	74.6	100
Money & Business	3.7	0.7	4.3	2.3	0.3	0.1	3.1	0.1	0.1	0.4	0.1	-	-	0.3	84.5	100
Culture	4.7	0.8	7.2	2.9	0.3	0.5	6.8	0.1	0.1	0.7	0.5	0.1	0.5	0.4	74.2	100
Health/Beau- ty/home/Law	5.1	0.7	12.6	5.2	-	0.1	12.4	0.1	0.4	0.8	-	-	-	0.3	62.2	100
Religion	3.7	0.4	4.6	1.6	-	-	25.0	-	-	0.4	0.1	0.1	-	0.3	63.7	100
Novels & Plays	8.7	1.6	8.4	3.1	-	-	5.5	-	-	0.5	-	0.1	0.3	0.3	71.5	100
Children	2.8	0.7	4.1	1.5	-	-	2.9	0.1	-	0.4	0.1	-	0.3	0.4	86.7	100
Local News	10.4	2.0	19.8	13.3	2.3	6.4	11.8	-	1.3	2.4	0.1	0.5	0.3	2.3	27.0	100
Foreign News	9.0	1.6	17.7	11.1	2.4	5.4	10.7	-	1.1	2.3	-	0.3	0.3	2.0	36.3	100
Current Affairs	4.8	0.8	10.7	7.2	1.2	2.4	6.4	-	0.7	1.6	-	-	0.1	1.1	62.9	100

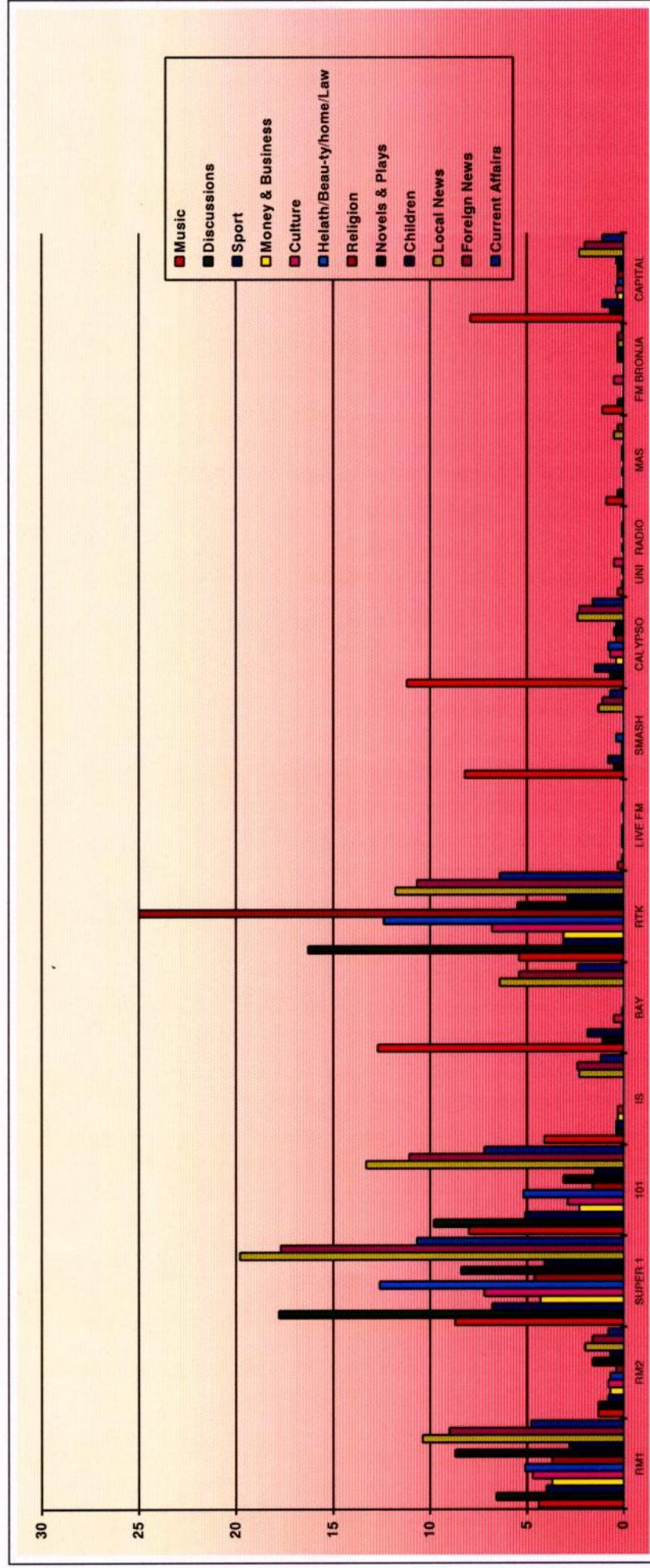


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 1999)

6.4.5 During this study respondents were asked a question that was not present in the previous studies: *Which radio station do you consider best overall?* The findings are to be found, with the usual breakdowns, in Table 6.4, and graphically represented in Fig. 6.2 below. Super 1 Radio, RTK and Radio 101 are conceived by the Maltese to be the best three radio stations in Malta at present.

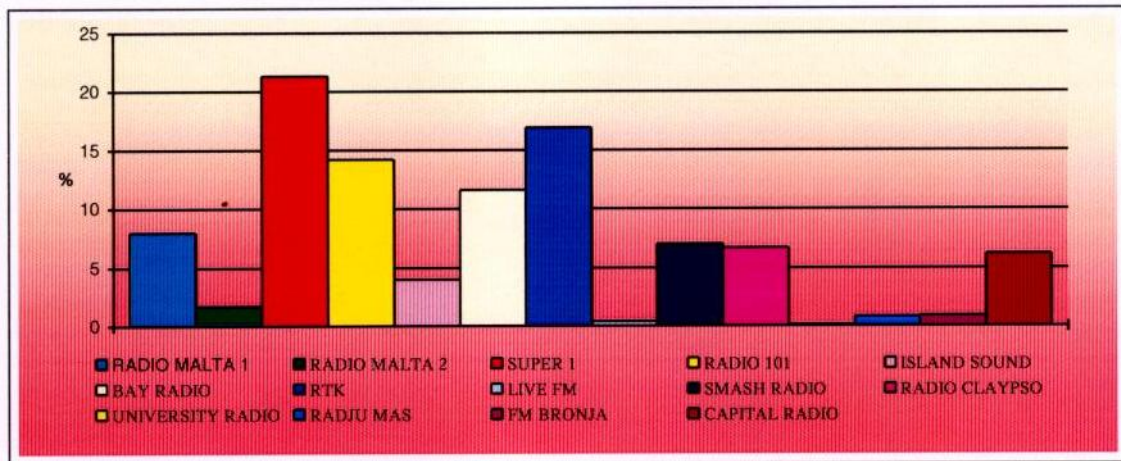


Fig 6.2: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Table 6.5-1 to Table 6.5-3 outline the way the Maltese understand the relative strengths of TV channels received locally in respect of the set of programme sectors studied for the March and October 1999 studies respectively. These three full Tables are in turn summarised in Tables 6.5-1.1 and 6.5-2.2 below.

6.5.2 In March 1999, TVM, Super 1 TV and NET TV had been all ranked highest for Local News. As had also been the case in previous years, Smash TV was then ranked highest for Music Video-Clips; RAI was then ranked highest for its Documentaries whilst the Mediaset group of channels were then ranked highest for Feature Films. In March 1999 too, the other Italian stations were ranked highest for Music Video-Clips whilst the Satellite channels were then ranked highest for Documentaries. Interestingly so, in March 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.

6.5.3 In October 1999, very few changes are noticeable: TVM, Super 1 TV and NET TV were all ranked highest for Local News. Smash TV has again been ranked highest for Music Video-Clips; RAI has been ranked highest for its Documentaries whilst the Mediaset group of channels has been ranked highest for Feature Films. This time round, the other Italian stations have been ranked highest for Music Video-Clips. The Satellite channels have again been ranked highest for Documentaries. Interestingly so, Smash was ranked second for its Discussion Programmes, whilst TVM, Super 1, NET TV and RAI have all been ranked second for Foreign News.

6.5.4 As is the case with the parallel figures for radio, the data in the Tables included here, and the further breakdowns provided in the full Table (Part II of this report), need to be interpreted with caution. 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 6.5-1.2 for October 1999 are graphically summarised in Figure 6.3.

**Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(March 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	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 Programmes.	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

**Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(October 1999)**

	TVM	SUPER 1	NET	SMASH	RAI	MEDIASET	OTHER ITALIAN	SATELL ITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%
Local News	49.9	21.9	14.8	0.8	-	0.4	-	0.2	12.0	100.00
Foreign News	29.3	14.1	9.4	0.5	12.3	9.9	0.5	8.3	15.6	100.00
Sports	14.0	6.7	7.4	0.6	7.9	9.7	0.6	9.2	43.8	100.00
Weather	29.0	11.4	7.6	0.4	6.5	3.8	0.2	6.6	34.6	100.00
Feature Films	5.4	4.1	1.7	2.2	5.9	36.3	3.2	14.2	27.0	100.00
Serials/Soap Operas	8.5	9.1	2.0	0.2	2.8	17.1	1.5	6.1	52.5	100.00
Documentaries	10.2	6.0	3.0	0.5	12.5	7.5	1.6	17.7	40.9	100.00
Current Affairs	14.4	5.3	4.0	0.3	4.0	4.9	0.4	7.4	59.4	100.00
Discussions	39.9	9.6	6.1	1.1	1.7	4.1	0.6	5.5	31.4	100.00
Quizzes/Game Shows/Variety Prog.	12.2	8.0	5.3	0.4	5.0	21.7	2.8	4.6	40.1	100.00
Music Video- Clips	2.6	2.9	1.6	12.6	0.4	3.7	2.1	11.7	62.4	100.00
Plays	21.6	22.5	1.3	0.1	0.7	2.2	0.2	2.4	48.9	100.00
Art & Culture	14.0	5.5	2.1	0.3	2.5	2.1	0.8	6.3	66.3	100.00
Women	18.2	7.0	2.1	0.2	1.1	2.4	0.1	6.1	62.8	100.00
Children	15.6	6.1	-	-	2.0	5.3	0.2	6.7	62.7	100.00
Religion	26.4	3.3	2.3	0.2	1.1	1.8	0.3	3.5	61.0	100.00
Business & Finance	9.0	3.0	2.4	0.1	1.4	2.1	0.2	5.7	76.0	100.00

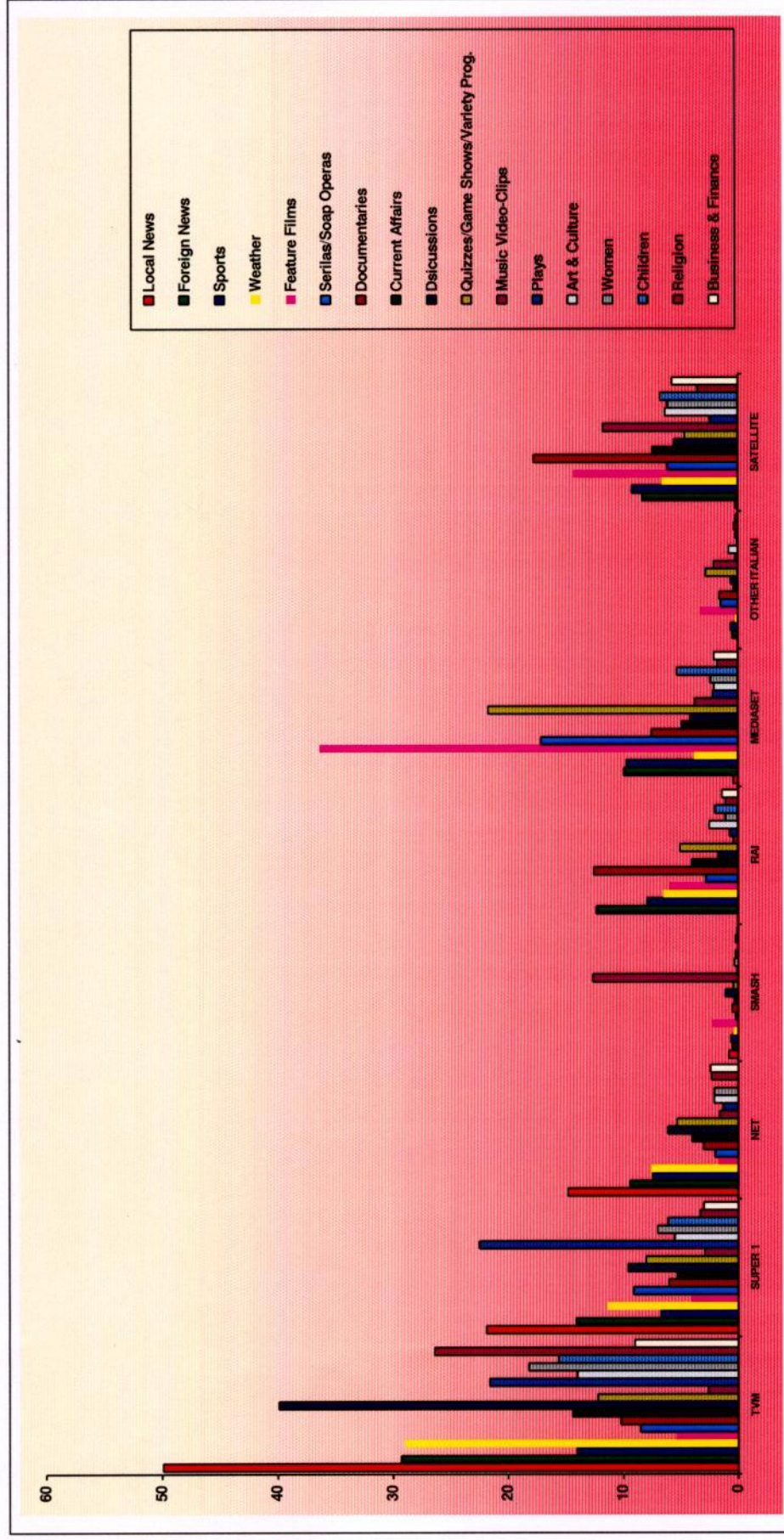


Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 1999)

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 6.4 summarises the details for the March and October 1999 studies. The data for the current study (October 1999) is presented in full in Table 6.6 (in the Tables Appendix) which provides the full breakdowns on this subject.

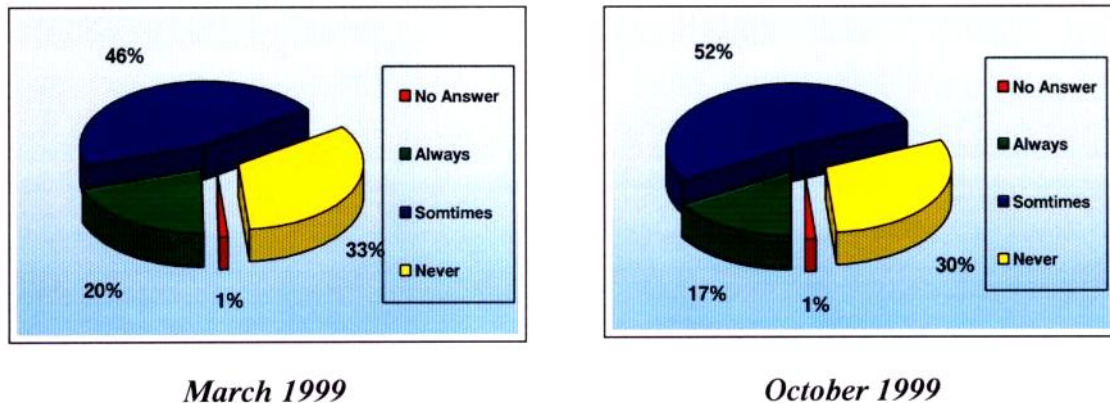


Fig 6.4: Extent of Interest in Political Broadcasts - March & October 1999

6.6.2 The full breakdowns suggest that there continues to be a higher interest among males to follow political broadcasts always (20% among males vs. 13.5% females in October as against 23.5% males vs. 17.2% females in March 1999). Those aged 51-65 retain the highest interest to follow these broadcasts since 28.6% say that they always view them. Persons in the C2 socio-economic group registered the highest percentage (21.2%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (34.4% vs. 26.1% males).

6.7.0 Suggestions for New Radio and TV Programmes

6.7.1 Two questions were asked to the participants 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 6.7 and 6.8 in the Table Appendix to this study.

6.7.2 In response to an open-ended question for suggestions on new radio programmes, only 8.6% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most popular proposals were: more music (1.6%); more discussion programmes (1.5%); more cultural programmes (1.3%) and more plays (1.2%). Other proposals were made by very small number of respondents, and these are listed in Table 6.7.

6.7.3 In contrast to radio, many more (as many as 51.1% 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: more plays in Maltese (12.3%); more Educational programmes (6%); more documentaries (5.3%); more sports (4.3%); more films (4.2%); more Discussion Programmes (2.7%); more Music (2.6%); more children's programmes and cartoons (2.2%) and more programmes on Hobbies (1.5%). Interestingly too, 0.8% of those who watch TV regularly requested information programmes on the European Union. 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 previous studies since 1995, 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 in previous studies since 1996, whenever a particular station does not transmit for the full 24 hours per day, 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. Otherwise, the division by a number of hours in excess of what the station is actually transmitting would obviously result 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 October 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 station. Radio Super 1 this time round registered the highest score for the weekly average, at 2.64 % (March 1999: 3.70%). The highest daily average for the station was once more registered on Thursday, with 4.34% (March 1999: 3.87%). This was followed by RTK, with a weekly average of 2.26% (March 1999: 1.72%). This station's highest average was registered on Monday with 3.32% (March 1999: Tuesday 2.26%). Third comes Radio 101 at 1.25% (March 1999: 1.27%).

Table 7.1: Daily Radio Average Audience Share - October 1999

	RM1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
Monday	1.25	0.05	2.51	0.92	0.37	0.28	3.32	0.00	0.47	0.41	0.00	0.00	0.01	0.43	90.75	100
Tuesday	0.98	0.14	2.13	0.95	0.12	0.32	2.32	0.00	0.34	0.50	0.00	0.10	0.05	0.79	91.85	100
Wednesday	0.68	0.07	2.62	1.17	0.15	0.89	1.76	0.00	0.50	0.40	0.00	0.10	0.16	0.99	90.98	100
Thursday	0.59	0.17	4.34	1.42	0.32	1.45	1.84	0.00	0.90	1.06	0.00	0.07	0.09	0.66	87.54	100
Friday	0.81	0.36	3.62	1.86	0.34	1.30	2.25	0.00	0.74	1.00	0.09	0.13	0.04	0.84	87.25	100
Saturday	0.85	0.27	1.89	1.30	0.44	1.19	2.30	0.00	0.32	0.54	0.05	0.32	0.05	0.66	90.56	100
Sunday	0.76	0.15	1.37	1.14	0.52	0.87	2.04	0.00	0.42	0.26	0.00	0.00	0.00	0.55	92.37	100
Daily Average	0.85	0.17	2.64	1.25	0.32	0.90	2.26	0.00	0.53	0.60	0.02	0.10	0.06	0.70	90.19	100

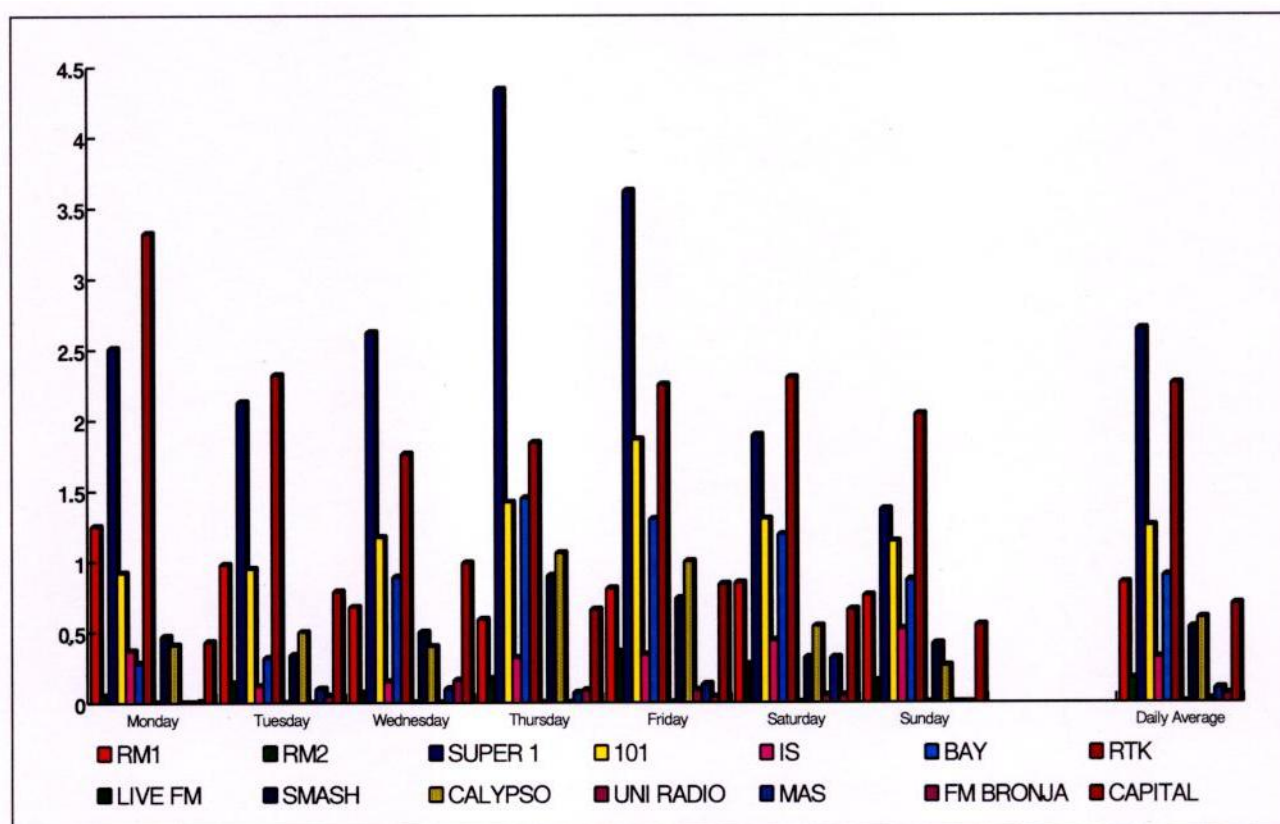


Figure 7.1: Daily Radio Average Audience Share 1999

7.3.0 Radio Audience Share Peaks

7.3.1 Peak times for different radio stations are 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 the current study, the highest peak was again obtained by Radio Super 1, on a Thursday, with 9.44% (March 1999: 11.19%). The closest peak was that reached by RTK on Monday, with 7.34% (March 1999:

Tuesday at 5.94%). Figure 7.2 graphically portrays how the stations compare on this index.

Table 7.2: Daily Radio Peak Audience Share - October 1999

	RM 1	RM2	SUPER 1	101	IS	BAY	RTK	LIVE FM	SMASH	CALYPSO	UNI RADIO	MAS	FM BRONJA	CAPITAL
Monday	3.50	0.35	6.99	3.85	1.40	1.40	7.34	0.00	1.40	1.75	0.00	0.00	0.35	1.40
Tuesday	2.80	0.70	7.34	3.15	0.70	1.75	6.64	0.00	1.05	2.10	0.00	0.35	0.35	2.10
Wednesday	1.75	0.35	6.64	4.90	0.70	2.45	5.24	0.00	1.75	1.40	0.00	0.35	0.35	2.80
Thursday	2.10	1.05	9.44	5.24	1.05	4.20	4.90	0.00	3.50	2.45	0.00	0.35	0.70	1.75
Friday	3.15	1.40	9.09	5.59	1.75	2.80	5.59	0.00	2.10	2.45	0.35	0.35	0.70	2.80
Saturday	3.85	1.40	5.59	5.24	1.75	4.20	6.64	0.00	1.40	2.10	0.35	0.70	0.35	2.10
Sunday	2.45	0.70	5.59	3.50	1.75	3.15	5.59	0.00	1.40	1.40	0.00	0.00	0.00	1.75
Highest Peak	3.85	1.40	9.44	5.59	1.75	4.20	7.34	0.00	3.50	2.45	0.35	0.70	0.70	2.80

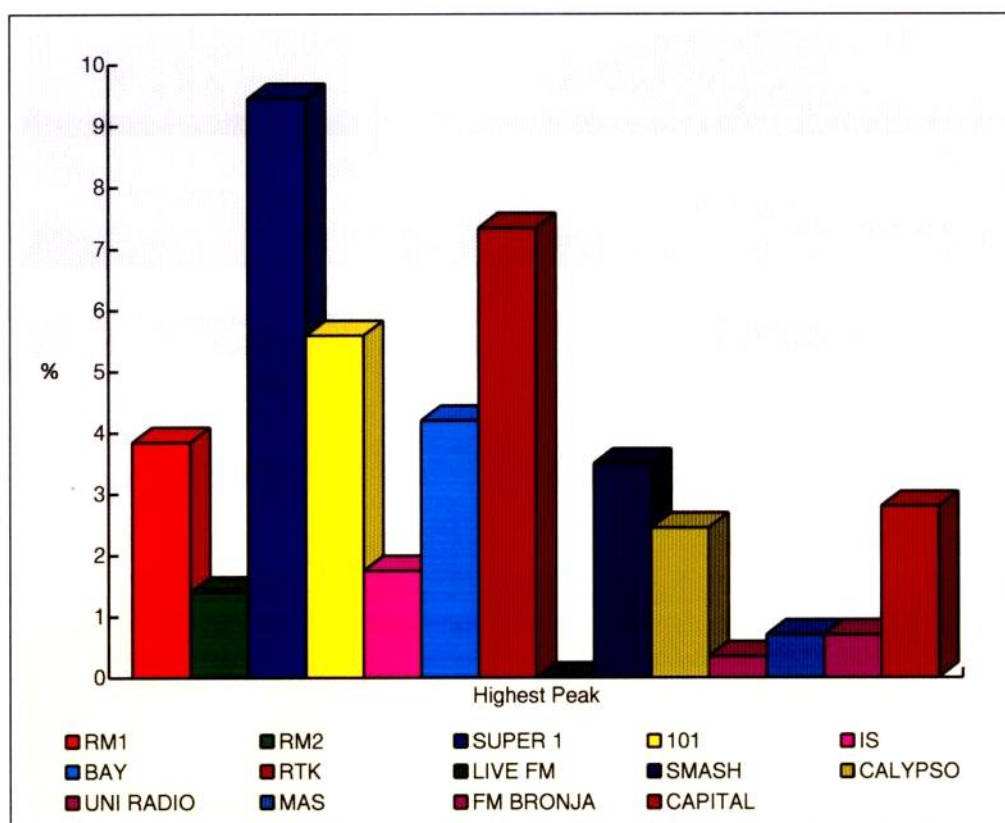


Figure 7.2: Highest Radio Station Peak Audience Share – October 1999

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 10.00 a.m., at 6.99%. This station retains a sizeable audience in the afternoon, but it loses its audience in the evening.

7.5.2 RTK has a consistently strong morning audience, and retains a good, though smaller audience throughout the afternoon. RTK's peak time on Monday is between 10.00 a.m. and 10.30 a.m., with 7.34%.

7.5.3 Radio 101 registered a good audience level on Monday in the morning. It reaches a peak of 3.85% in the 9.30 – 10.00 a.m. slot.

7.5.4 Radio Malta 1 also has a consistently strong audience in the morning but not in the afternoon, with a peak of 3.50%, obtained between 10.00 a.m. – 11.00 a.m.

7.5.5 Smash Radio has a consistent, if rather low, audience, with a peak of 1.40% between 3.00 p.m. and 5.00 p.m.

7.5.4 Island Sound and Capital Radio also register a peak of 1.40% on Monday. Island Sound has a higher average audience for this day.

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 7.34%. The afternoon audience is also steady and strong, particularly around 5.00 p.m.

7.6.2 Radio Malta 1 has a good audience in the morning, with a peak of 2.80% between 9.30 a.m. and 10.30 a.m.; it retained a lower audience in the afternoon.

7.6.3 Radio 101 registered a high peak of 3.15% on Tuesday between 11.00 a.m. and 11.30 a.m. and retains a relatively good audience throughout the early afternoon.

7.6.3 Again on Tuesday, RTK had a very good audience level in the morning. Its peak of 6.64% was reached between 10.00 a.m. and 10.30 a.m. In the afternoon, the station's audience is also good and relatively stable.

7.6.4 Capital Radio captures an interesting but stable audience throughout Tuesday, with a peak of 2.10%, which is retained between 9.30 p.m. and noon.

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 6.64%, obtained at 9.30 a.m. and 10.00 a.m. During the afternoon, Super 1 retains a good and relatively stable audience level.

7.7.2 Radio Malta 1 performs relatively well on Wednesday, with an audience level reaching around 1.75% for an hour in the morning. Its afternoon audiences are low.

7.7.3 On this day, RTK reaches a peak of 5.24% at 10.00 a.m., and a stable audience in the early afternoon, although its audience increases between 7.00 p.m. and 7.30 p.m. to reach 3.50%.

7.7.4 Radio 101 reaches a peak of 4.90% at 10.30 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	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0030	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0100	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0130	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0200	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0230	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0300	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0330	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0400	0.70	0.35	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.60	100
0430	0.35	0.35	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.95	100
0500	0.35	0.35	0.35	0.35	0.00	0.00		0.00	0.00	0.00			0.00	0.00	98.60	100
0530	0.35	0.00	0.35	0.00	0.00	0.00	0.70	0.00	0.00	0.00			0.00	0.00	98.60	100
0600	1.75	0.00	0.70	0.35	0.00	0.00	2.80	0.00	0.00	0.35		0.00	0.00	0.00	94.06	100
0630	2.10	0.00	1.40	0.70	0.00	1.40	2.80	0.00	0.35	0.35		0.00	0.00	0.00	90.91	100
0700	2.10	0.00	2.80	1.40	0.00	1.40	3.15	0.00	0.70	0.35		0.00	0.00	0.00	88.11	100
0730	1.40	0.00	3.15	2.80	0.35	1.05	3.50	0.00	0.70	0.00		0.00	0.00	0.00	87.06	100
0800	1.75	0.35	3.85	3.85	0.35	0.35	3.50	0.00	0.70	0.70		0.00	0.00	1.05	83.57	100
0830	2.45	0.35	4.20	3.50	0.70	1.05	4.20	0.00	0.70	0.70		0.00	0.00	0.35	81.82	100
0900	3.15	0.00	6.29	3.50	0.70	1.40	5.94	0.00	0.70	1.40		0.00	0.00	1.05	75.87	100
0930	3.15	0.35	6.29	3.85	1.40	1.40	6.29	0.00	0.70	1.40		0.00	0.00	1.40	73.78	100
1000	3.50	0.35	6.99	2.45	1.40	1.05	7.34	0.00	0.70	1.75		0.00	0.00	1.40	73.08	100
1030	3.50	0.00	5.94	2.45	1.05	0.70	6.99	0.00	0.35	1.75		0.00	0.00	1.40	75.87	100
1100	2.45	0.00	5.94	2.45	1.05	0.00	6.99	0.00	0.35	1.05		0.00	0.00	1.40	78.32	100
1130	1.75	0.00	4.90	2.45	1.05	0.00	6.64	0.00	0.35	0.70		0.00	0.00	1.40	80.77	100
NOON	1.75	0.00	4.90	2.10	0.70	0.00	6.64	0.00	0.70	0.35		0.00	0.00	1.05	81.82	100
1230	1.05	0.00	5.24	1.05	0.70	0.00	4.90	0.00	0.70	0.35		0.00	0.00	1.05	84.97	100
1300	1.40	0.00	5.94	0.70	0.35	0.00	4.20	0.00	0.70	0.35		0.00	0.00	0.70	85.66	100
1330	1.40	0.00	4.90	0.35	0.70	0.00	3.50	0.00	0.70	0.35		0.00	0.00	0.70	87.41	100
1400	1.40	0.00	4.55	0.70	0.35	0.00	3.50	0.00	0.70	0.35		0.00	0.00	0.70	87.76	100
1430	1.75	0.00	4.20	1.05	0.00	0.00	3.50	0.00	1.05	0.70		0.00	0.00	0.35	87.41	100
1500	1.40	0.00	3.15	1.05	0.00	0.00	3.15	0.00	1.40	1.05		0.00	0.00	0.35	88.46	100
1530	1.40	0.00	2.80	1.05	0.00	0.00	3.15	0.00	1.40	1.05		0.00	0.00	0.35	88.81	100
1600	1.75	0.00	3.15	0.35	0.35	0.00	3.50	0.00	1.40	1.05		0.00	0.00	0.35	88.11	100
1630	1.75	0.00	2.80	0.35	0.70	0.00	3.85	0.00	1.40	0.35	0.00		0.00	0.70	88.11	100
1700	2.10	0.00	3.50	0.35	1.05	0.00	3.15	0.00	1.05	0.35	0.00		0.35	1.40	86.71	100
1730	0.70	0.00	3.15	0.35	0.70	0.00	3.50	0.00	0.70	0.35	0.00		0.35	0.70	89.51	100
1800	1.40	0.00	4.55	1.05	0.70	0.70	3.50	0.00	0.70	0.35	0.00		0.00	0.35	86.71	100
1830	1.05	0.00	3.15	1.05	0.70	0.70	2.80	0.00	0.70	0.70	0.00		0.00	0.35	88.81	100
1900	0.70	0.00	2.10	0.70	0.70	1.05	3.50	0.00	0.70	0.70	0.00		0.00	1.05	88.81	100
1930	0.70	0.00	1.40	0.70	0.35	0.70	0.70	0.00	0.70	0.35	0.00		0.00	0.70	93.71	100
2000	1.75	0.00	0.70	0.35	0.00	0.35	0.70	0.00	0.70	0.35	0.00		0.00	0.35	94.76	100
2030	1.05	0.00	0.70	0.35	0.00	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2100	0.70	0.00	0.70	0.35	0.35	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	96.85	100
2130	0.35	0.00	0.70	0.00	0.35	0.00	1.05	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2200	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.25	100
2230	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.25	100
2300	0.00	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
2330	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
average	1.25	0.05	2.51	0.92	0.37	0.28	3.32	0.00	0.47	0.41	0.00	0.00	0.01	0.43	90.75	100
maximum	3.50	0.35	6.99	3.85	1.40	1.40	7.34	0.00	1.40	1.75	0.00	0.00	0.35	1.40	99.65	100
std. dev.	0.92	0.12	2.15	1.14	0.41	0.47	2.08	0.00	0.43	0.48	0.00	0.00	0.07	0.51	7.81	
average for 0600-2400 hrs	1.53	0.04	3.22	1.21	0.50	0.37	3.39	0.00	0.63	0.54	0.00	0.00	0.02	0.57	87.97	

**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	0.00	0.00	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		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		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		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		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		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		0.00	0.00	0.00			0.35	0.00	99.65	100
0330	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.65	100
0400	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0500	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0530	0.35	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00			0.35	0.35	97.90	100
0600	1.75	0.35	0.35	0.35	0.00	0.35	1.05	0.00	0.00	0.70		0.00	0.35	0.35	94.41	100
0630	2.10	0.35	1.40	1.05	0.00	1.40	1.05	0.00	0.70	0.70		0.00	0.00	0.35	90.91	100
0700	1.75	0.35	1.75	2.10	0.35	1.75	1.40	0.00	0.35	0.70		0.00	0.00	0.35	89.16	100
0730	1.75	0.35	1.75	2.10	0.70	0.70	2.45	0.00	0.35	0.35		0.00	0.00	0.35	89.16	100
0800	2.10	0.35	3.15	2.10	0.35	0.35	3.50	0.00	0.35	1.05		0.00	0.00	1.05	85.66	100
0830	2.10	0.35	2.45	2.10	0.35	0.00	4.55	0.00	0.35	1.05		0.00	0.00	1.05	85.66	100
0900	2.80	0.00	4.20	2.10	0.00	0.70	4.20	0.00	0.70	1.75		0.35	0.00	1.75	81.47	100
0930	2.80	0.35	4.20	2.45	0.00	0.70	5.59	0.00	0.70	1.40		0.35	0.00	2.10	79.37	100
1000	2.80	0.35	4.55	2.80	0.35	0.35	6.64	0.00	1.05	2.10		0.35	0.00	2.10	76.57	100
1030	2.45	0.35	4.55	2.80	0.35	0.00	6.29	0.00	1.05	1.75		0.35	0.00	2.10	77.97	100
1100	2.45	0.70	4.90	3.15	0.35	0.35	6.29	0.00	1.05	1.05		0.35	0.00	2.10	77.27	100
1130	2.10	0.70	4.90	2.45	0.35	0.35	5.24	0.00	0.70	1.05		0.35	0.00	2.10	79.72	100
NOON	1.75	0.00	6.29	2.80	0.00	0.35	4.55	0.00	0.70	1.05		0.00	0.00	2.10	80.42	100
1230	1.75	0.00	7.34	1.75	0.00	0.35	2.80	0.00	0.35	1.40		0.00	0.00	1.05	83.22	100
1300	1.05	0.00	5.94	1.40	0.00	0.35	2.80	0.00	0.35	1.40		0.00	0.00	1.05	85.66	100
1330	1.05	0.00	4.90	1.05	0.00	0.35	2.10	0.00	0.35	1.05		0.00	0.00	1.05	88.11	100
1400	1.05	0.00	3.50	1.40	0.00	0.35	2.10	0.00	0.35	0.70		0.00	0.00	1.05	89.51	100
1430	1.40	0.00	3.15	0.70	0.00	0.35	1.05	0.00	0.35	0.35		0.00	0.00	1.05	91.61	100
1500	1.05	0.00	2.45	0.70	0.00	0.35	0.70	0.00	0.70	0.35		0.00	0.00	1.40	92.31	100
1530	1.05	0.00	2.80	0.70	0.00	0.70	0.70	0.00	1.05	0.70		0.00	0.00	1.75	90.56	100
1600	1.05	0.00	3.85	1.05	0.35	0.00	1.75	0.00	1.05	0.70		0.00	0.00	2.10	88.11	100
1630	1.05	0.00	3.85	1.05	0.35	0.00	1.75	0.00	1.05	0.35	0.00		0.00	1.75	88.81	100
1700	1.40	0.00	4.20	2.10	0.35	0.35	2.10	0.00	0.70	0.35	0.00		0.00	1.75	86.71	100
1730	1.40	0.00	3.50	1.40	0.35	0.35	2.45	0.00	0.35	0.35	0.00		0.00	1.75	88.11	100
1800	1.75	0.35	4.55	2.45	0.35	1.05	2.45	0.00	0.00	0.35	0.00		0.00	1.05	85.66	100
1830	0.70	0.35	3.15	0.70	0.35	0.70	2.45	0.00	0.35	0.35	0.00		0.00	1.05	89.86	100
1900	0.70	0.35	1.75	0.35	0.35	0.70	3.15	0.00	0.35	0.35	0.00		0.00	1.05	90.91	100
1930	0.35	0.35	0.35	0.00	0.35	0.35	0.70	0.00	0.35	0.35	0.00		0.00	0.35	96.50	100
2000	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.35	98.25	100
2030	0.00	0.00	0.70	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2100	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2130	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2200	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.95	100
2230	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
2330	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
average	0.98	0.14	2.13	0.95	0.12	0.32	2.32	0.00	0.34	0.50	0.00	0.10	0.05	0.79	91.85	100
maximum	2.80	0.70	7.34	3.15	0.70	1.75	6.64	0.00	1.05	2.10	0.00	0.35	0.35	2.10	100.00	100
std. dev.	0.92	0.20	2.11	1.02	0.18	0.37	1.89	0.00	0.36	0.57	0.00	0.16	0.12	0.79	7.43	
average for 0600- 2400 hrs	1.27	0.17	2.85	1.25	0.17	0.42	2.37	0.00	0.45	0.66	0.00	0.10	0.01	1.04	89.30	

**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	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0030	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.35	0.00			0.35	0.00	98.95	100
0130	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	99.30	100
0200	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0230	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0300	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0330	0.35	0.00	0.35	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.95	100
0400	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.00	98.60	100
0430	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0500	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.00			0.35	0.35	98.25	100
0530	0.35	0.35	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00			0.35	0.35	97.20	100
0600	1.75	0.35	1.05	1.05	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.35	0.70	93.71	100
0630	1.75	0.35	2.80	1.40	0.00	0.35	0.70	0.00	0.00	0.35		0.00	0.00	1.05	91.26	100
0700	1.05	0.35	4.55	2.45	0.35	0.70	0.00	0.00	0.35	0.35		0.00	0.00	1.40	88.46	100
0730	0.70	0.35	4.20	2.10	0.70	0.70	0.35	0.00	0.00	0.00		0.00	0.00	1.75	89.16	100
0800	1.05	0.35	5.59	1.40	0.70	1.05	0.70	0.00	0.00	0.00		0.00	0.00	1.40	87.76	100
0830	1.40	0.35	4.90	1.75	0.70	1.40	2.10	0.00	0.35	0.35		0.00	0.00	1.40	85.31	100
0900	1.40	0.35	6.29	2.80	0.00	1.75	3.85	0.00	1.05	0.70		0.35	0.00	1.75	79.72	100
0930	1.05	0.35	6.64	3.15	0.35	2.10	4.55	0.00	1.40	0.70		0.35	0.00	2.10	77.27	100
1000	1.40	0.00	5.59	4.55	0.35	2.10	5.24	0.00	1.75	0.70		0.35	0.35	2.80	74.83	100
1030	1.05	0.00	5.94	4.90	0.35	2.10	4.90	0.00	1.40	0.70		0.35	0.35	2.45	75.52	100
1100	0.70	0.00	6.29	4.55	0.00	2.10	4.90	0.00	1.75	1.40		0.35	0.35	2.45	75.17	100
1130	0.70	0.00	6.29	3.15	0.00	2.45	4.55	0.00	1.75	1.40		0.35	0.35	2.10	76.92	100
NOON	0.70	0.00	5.94	3.85	0.00	2.10	3.50	0.00	1.40	1.40		0.00	0.35	2.45	78.32	100
1230	1.05	0.00	5.59	1.05	0.00	1.75	1.75	0.00	0.70	1.40		0.00	0.00	2.45	84.27	100
1300	1.05	0.00	4.90	0.70	0.00	1.75	1.05	0.00	0.70	1.40		0.00	0.00	2.45	86.01	100
1330	1.05	0.00	4.55	0.70	0.00	1.40	1.05	0.00	0.70	1.40		0.00	0.00	2.45	86.71	100
1400	0.70	0.00	3.85	1.05	0.00	1.40	1.05	0.00	0.70	0.35		0.00	0.00	2.10	88.81	100
1430	1.05	0.00	3.85	1.05	0.00	1.05	0.70	0.00	0.35	0.00		0.00	0.00	2.80	89.16	100
1500	0.70	0.00	3.85	1.05	0.00	1.05	1.40	0.00	0.35	0.00		0.00	0.00	2.10	89.51	100
1530	0.70	0.00	3.50	1.05	0.00	1.40	1.05	0.00	0.35	0.00		0.00	0.00	2.10	89.86	100
1600	0.35	0.00	3.50	1.40	0.70	1.05	2.10	0.00	0.70	0.35		0.00	0.00	1.05	88.81	100
1630	0.70	0.00	2.45	1.40	0.70	1.05	2.10	0.00	0.70	0.35	0.00		0.00	1.75	88.81	100
1700	1.05	0.00	1.75	1.05	0.70	1.40	1.75	0.00	0.35	0.35	0.00		0.00	1.40	90.21	100
1730	0.35	0.00	2.10	1.05	0.35	1.40	1.75	0.00	0.35	0.35	0.00		0.00	1.05	91.26	100
1800	0.70	0.00	3.15	2.45	0.35	1.05	2.80	0.00	0.35	1.40	0.00		0.00	0.35	87.41	100
1830	0.35	0.00	2.45	1.75	0.35	1.05	2.10	0.00	0.70	1.40	0.00		0.00	0.35	89.51	100
1900	0.70	0.00	1.75	1.40	0.35	1.05	3.50	0.00	0.35	1.40	0.00		0.00	0.00	89.51	100
1930	0.70	0.00	1.40	0.35	0.35	1.05	2.10	0.00	0.35	0.70	0.00		0.00	0.00	93.01	100
2000	0.70	0.00	1.40	0.35	0.00	0.70	1.40	0.00	0.70	0.00	0.00		0.00	0.35	94.41	100
2030	0.35	0.00	1.05	0.00	0.00	1.05	0.70	0.00	0.35	0.00	0.00		0.00	0.00	96.50	100
2100	0.70	0.00	0.35	0.00	0.00	1.05	0.35	0.00	0.70	0.00	0.00		0.35	0.00	96.50	100
2130	0.70	0.00	0.35	0.00	0.00	1.05	0.00	0.00	0.70	0.00	0.00		0.35	0.00	96.85	100
2200	0.70	0.00	0.70	0.00	0.00	0.70	0.00	0.00	0.70	0.00	0.00		0.35	0.00	96.85	100
2230	0.35	0.00	0.35	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00		0.35	0.00	97.90	100
2300	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	0.00	98.95	100
average	0.68	0.07	2.62	1.17	0.15	0.89	1.76	0.00	0.50	0.40	0.00	0.10	0.16	0.99	90.98	100
maximum	1.75	0.35	6.64	4.90	0.70	2.45	5.24	0.00	1.75	1.40	0.00	0.35	0.35	2.80	99.30	100
std. dev.	0.43	0.14	2.17	1.33	0.25	0.74	1.58	0.00	0.49	0.53	0.00	0.16	0.17	1.00	7.42	
average for 0600-2400 hrs.	0.83	0.08	3.32	1.55	0.20	1.18	1.80	0.00	0.64	0.53	0.00	0.10	0.10	1.29	88.41	

**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 9.44%, reached between 8.30 a.m. and 9.00 a.m. The station's early afternoon audience is also strong, hovering around the 6% level. Its evening audience is, as on other days, lower.

7.8.2 Radio Malta 1 has again a stable morning audience, with a peak of 2.10% at noon. and retains a stable audience of around 1% in the early afternoon.

7.8.3 Radio 101 registers its maximum audience of 5.24% between 10.00 a.m. and 11.30 a.m. It retains a relatively stable morning and early afternoon audience.

7.8.4 RTK has a consistently stable morning audience, with a peak of 4.90% for an hour starting at 9.30 a.m. It retains a stable, if slightly lower, audience in the afternoon.

7.8.5 Like the other days of the week Capital Radio has an interesting stable late morning audience, even if it reaches a peak of 1.75% only for one half hour slot, at 11.00 a.m.

7.8.6 Bay reaches a nice peak of 4.20% on this day, between 9.30 a.m. and 10.00 a.m. Its morning audiences are stronger than in the afternoon, which hover around the 2.50% level.

7.8.7 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 between 9.00 a.m. and 10.00 a.m., with 9.09%. Afternoon audiences are retained at a good level, hovering around the 5% 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 high morning audience, with the largest audience level registered between 9.00 a.m. and 11.30 a.m. (5.59%).

7.9.4 On this day, Radio 101 also had its best audiences in the morning, peaking at 10.00 a.m., with 5.59%. It retains a stable afternoon audience.

7.9.5 Radio Malta's morning performance remains relatively low, with the highest level reached between 10.30 a.m. and noon, with 3.15%.

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	0.70	0.35	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.60	100
0030	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.95	100
0100	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.00			0.00	0.00	98.95	100
0130	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.60	100
0200	0.00	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.60	100
0230	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0300	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0330	0.00	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.25	100
0400	0.35	0.00	0.70	0.35	0.00	0.35		0.00	0.00	0.35			0.00	0.00	97.90	100
0430	0.35	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.70			0.00	0.00	97.90	100
0500	0.35	0.00	0.70	0.00	0.00	0.35		0.00	0.00	0.70			0.00	0.00	97.90	100
0530	0.35	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.70			0.00	0.00	97.55	100
0600	1.05	0.00	1.40	1.05	0.00	0.35	0.70	0.00	0.35	1.40		0.00	0.00	0.35	93.36	100
0630	0.70	0.00	2.80	1.40	0.35	0.70	1.05	0.00	0.00	1.05		0.00	0.00	0.70	91.26	100
0700	0.70	0.00	5.59	2.80	0.35	1.05	1.05	0.00	0.00	1.05		0.00	0.00	1.05	86.36	100
0730	0.35	0.35	6.29	2.80	0.70	0.70	1.05	0.00	0.35	0.70		0.00	0.00	1.05	85.66	100
0800	0.35	0.35	9.09	3.50	0.70	1.75	2.10	0.00	1.40	1.75		0.00	0.00	1.40	77.62	100
0830	1.40	0.35	9.44	3.85	0.35	2.80	2.80	0.00	2.10	1.75		0.00	0.00	0.70	74.48	100
0900	1.05	1.05	9.09	3.85	0.70	3.85	3.85	0.00	2.80	2.10		0.00	0.00	1.40	70.28	100
0930	1.05	0.70	8.74	4.55	1.05	4.20	4.90	0.00	3.15	2.10		0.00	0.00	1.05	68.53	100
1000	1.75	0.70	9.44	5.24	1.05	3.85	4.90	0.00	3.50	2.10		0.00	0.35	1.75	65.38	100
1030	1.75	0.70	8.74	5.24	1.05	3.85	3.85	0.00	3.15	2.10		0.00	0.35	1.75	67.48	100
1100	1.40	0.70	8.74	5.24	1.05	3.50	3.85	0.00	2.80	2.45		0.00	0.35	1.75	68.18	100
1130	1.40	0.70	9.44	4.20	1.05	3.15	2.80	0.00	2.80	1.75		0.00	0.35	1.40	70.98	100
NOON	2.10	0.70	8.04	3.50	0.70	2.45	2.80	0.00	2.45	2.10		0.00	0.70	1.05	73.43	100
1230	1.40	0.35	7.69	1.75	0.35	2.10	2.45	0.00	1.75	1.75		0.00	0.70	1.05	78.67	100
1300	1.05	0.35	7.69	1.40	0.35	1.75	2.10	0.00	1.40	1.40		0.35	0.35	1.05	80.77	100
1330	1.05	0.35	7.69	1.05	0.35	1.40	2.10	0.00	1.75	1.40		0.00	0.35	1.05	81.47	100
1400	1.05	0.35	6.64	1.40	0.35	1.40	2.45	0.00	1.40	1.05		0.00	0.00	1.05	82.87	100
1430	1.40	0.00	6.99	1.75	0.35	1.40	2.10	0.00	1.05	1.05		0.35	0.00	1.40	82.17	100
1500	0.70	0.00	6.29	1.05	0.35	2.10	3.15	0.00	1.05	1.05		0.35	0.00	1.05	82.87	100
1530	0.35	0.00	6.29	1.05	0.35	1.75	3.50	0.00	1.05	1.40		0.35	0.00	1.05	82.87	100
1600	0.70	0.00	6.64	1.05	0.35	2.10	3.15	0.00	1.75	2.45		0.00	0.00	1.40	80.42	100
1630	0.35	0.00	5.94	1.05	0.00	2.45	3.15	0.00	1.40	2.10	0.00		0.00	1.40	82.17	100
1700	0.35	0.00	5.94	0.70	0.70	2.80	1.40	0.00	0.70	2.45	0.00		0.00	1.05	83.92	100
1730	0.35	0.00	6.99	0.70	0.35	2.10	0.35	0.00	0.70	2.10	0.00		0.00	0.35	86.01	100
1800	0.35	0.00	5.24	1.40	0.35	2.10	1.05	0.00	1.05	1.40	0.00		0.35	1.05	85.66	100
1830	0.35	0.00	3.85	2.45	0.35	2.10	1.05	0.00	0.35	1.40	0.00		0.35	0.35	87.41	100
1900	0.35	0.00	3.85	0.70	0.00	1.40	1.05	0.00	0.35	1.05	0.00		0.00	0.70	90.56	100
1930	0.70	0.00	3.15	0.35	0.00	1.40	0.70	0.00	0.35	0.35	0.00		0.00	0.35	92.66	100
2000	0.70	0.35	2.45	0.35	0.35	1.05	0.35	0.00	0.35	0.35	0.00		0.00	0.70	93.01	100
2030	0.35	0.35	1.75	0.00	0.00	0.35	0.35	0.00	0.70	0.35	0.00		0.00	0.70	95.10	100
2100	0.35	0.00	1.75	0.35	0.35	0.70	0.35	0.00	0.70	0.70	0.00		0.00	0.35	94.41	100
2130	0.00	0.00	1.75	0.35	0.35	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.00	96.50	100
2200	0.00	0.00	1.40	0.35	0.35	0.35	0.35	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2230	0.00	0.00	1.05	0.00	0.35	0.35	0.35	0.00	0.35	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	1.05	0.00	0.00	0.70	0.35	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	1.05	0.00	0.00	1.05	0.35	0.00	0.00	0.00			0.00	0.00	97.55	100
average	0.59	0.17	4.34	1.42	0.32	1.45	1.84	0.00	0.90	1.06	0.00	0.07	0.09	0.66	87.54	100
maximum	2.10	1.05	9.44	5.24	1.05	4.20	4.90	0.00	3.50	2.45	0.00	0.35	0.70	1.75	98.95	100
std. dev.	0.56	0.28	3.26	1.60	0.33	1.15	1.40	0.00	1.03	0.78	0.00	0.14	0.18	0.59	10.32	
average for 0600-2400 hrs	0.75	0.23	5.56	1.85	0.43	1.82	1.88	0.00	1.20	1.30	0.00	0.07	0.12	0.87	83.95	

*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	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0030	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0100	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0130	0.00	0.00	0.35	0.00	0.00	0.70		0.00	0.00	0.00			0.00	0.00	98.95	100
0200	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0230	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0300	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0330	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0400	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0430	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0500	0.00	0.00	0.35	0.00	0.00	0.35		0.00	0.00	0.35			0.00	0.00	98.95	100
0530	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.35			0.00	0.00	98.95	100
0600	0.00	0.00	0.70	1.40	0.00	0.35	1.05	0.00	0.35	0.70		0.00	0.00	0.00	95.45	100
0630	0.00	0.00	1.40	2.10	0.00	0.70	1.05	0.00	0.00	0.70		0.00	0.00	0.35	93.71	100
0700	0.35	0.35	3.50	3.15	0.35	1.40	1.75	0.00	0.70	1.05		0.00	0.00	0.70	86.71	100
0730	0.70	0.00	4.90	3.85	0.35	2.45	1.75	0.00	1.05	0.70		0.00	0.00	0.70	83.57	100
0800	1.40	0.35	7.69	4.55	0.70	2.80	2.10	0.00	1.75	1.05		0.00	0.00	2.45	75.17	100
0830	2.10	0.35	8.04	4.90	0.70	2.45	2.45	0.00	1.40	2.10		0.00	0.00	2.80	72.73	100
0900	2.10	0.70	9.09	4.90	1.75	2.45	3.50	0.00	2.10	2.45		0.00	0.00	2.80	68.18	100
0930	2.80	0.70	9.09	4.90	1.75	2.45	4.90	0.00	2.10	2.45		0.00	0.00	2.10	66.78	100
1000	2.80	1.40	8.74	5.59	0.70	2.10	5.59	0.00	2.10	2.45		0.00	0.00	2.10	66.43	100
1030	3.15	1.40	8.39	4.55	0.70	1.75	5.59	0.00	2.10	2.45		0.00	0.00	1.75	68.18	100
1100	2.45	1.40	8.04	4.55	0.70	2.45	5.59	0.00	2.10	2.10		0.00	0.00	1.75	68.88	100
1130	1.75	1.40	7.69	4.55	0.70	1.75	5.24	0.00	2.10	1.75		0.00	0.00	2.10	70.98	100
NOON	2.45	1.40	8.39	4.20	0.70	1.75	4.55	0.00	1.40	2.10		0.00	0.00	1.75	71.33	100
1230	1.05	0.00	6.99	2.45	0.70	1.75	3.85	0.00	1.05	1.05		0.35	0.00	1.40	79.37	100
1300	0.70	0.00	5.94	2.45	0.70	2.10	2.80	0.00	1.05	1.05		0.35	0.00	1.40	81.47	100
1330	0.70	0.35	6.29	2.45	0.70	1.75	2.80	0.00	1.75	1.05		0.35	0.00	1.40	80.42	100
1400	1.05	0.70	5.24	3.15	0.70	2.10	2.45	0.00	1.75	1.05		0.35	0.00	1.05	80.42	100
1430	1.40	0.70	4.90	2.45	0.70	1.75	2.80	0.00	1.75	1.05		0.35	0.00	1.05	81.12	100
1500	1.05	0.35	4.90	2.45	0.35	1.75	2.45	0.00	2.10	1.40		0.35	0.35	1.40	81.12	100
1530	0.70	0.35	4.90	2.45	0.35	2.10	2.45	0.00	1.75	1.40		0.35	0.35	1.40	81.47	100
1600	1.40	0.35	4.90	2.10	0.35	2.45	2.10	0.00	1.40	1.40		0.35	0.70	1.75	80.77	100
1630	1.05	0.35	5.59	1.75	0.35	2.45	2.10	0.00	0.35	1.40	0.00		0.70	1.05	82.87	100
1700	1.05	0.35	5.59	1.75	0.35	1.75	2.10	0.00	0.35	1.75	0.35		0.00	1.40	83.22	100
1730	1.05	0.35	5.59	1.75	0.35	1.75	1.75	0.00	0.00	1.75	0.35		0.00	1.05	84.27	100
1800	1.05	0.35	4.20	2.80	0.35	1.75	2.10	0.00	0.35	1.40	0.35		0.00	1.05	84.27	100
1830	1.05	0.35	3.15	2.10	0.35	1.75	2.10	0.00	0.35	1.40	0.35		0.00	0.70	86.36	100
1900	0.70	0.35	3.15	2.10	0.35	1.40	2.10	0.00	0.70	1.40	0.00		0.00	1.05	86.71	100
1930	0.35	0.00	2.80	1.75	0.35	1.05	1.75	0.00	0.35	1.40	0.00		0.00	0.70	89.51	100
2000	1.05	0.35	2.10	1.05	0.00	0.70	1.40	0.00	0.35	1.40	0.00		0.00	0.35	91.26	100
2030	0.70	0.35	1.40	0.70	0.35	0.70	0.00	0.00	0.35	0.70	0.00		0.00	0.35	94.41	100
2100	0.35	0.35	1.75	0.35	0.00	0.35	0.00	0.00	0.35	0.35	0.00		0.00	0.35	95.80	100
2130	0.35	0.35	2.10	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00		0.00	0.35	95.45	100
2200	0.00	0.35	1.05	0.00	0.00	0.70	0.35	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2230	0.00	0.35	0.70	0.00	0.00	0.70	0.70	0.00	0.00	0.00	0.00		0.00	0.00	97.55	100
2300	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
2330	0.00	0.35	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00			0.00	0.00	98.95	100
average	0.81	0.36	3.62	1.86	0.34	1.30	2.25	0.00	0.74	1.00	0.09	0.13	0.04	0.84	87.25	100
maximum	3.15	1.40	9.09	5.59	1.75	2.80	5.59	0.00	2.10	2.45	0.35	0.35	0.70	2.80	98.95	100
std. dev.	0.88	0.42	3.04	1.77	0.41	0.80	1.65	0.00	0.80	0.75	0.15	0.17	0.15	0.84	10.84	
average for 0600-2400 hrs	1.08	0.49	4.71	2.48	0.46	1.58	2.31	0.00	0.99	1.25	0.09	0.13	0.06	1.13	83.35	

*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 high, with a peak audience of 5.59% at 10.00 a.m. Early afternoon audiences are also good, hovering around 3%.

7.10.2. RTK has a very good morning audience which peaks at 6.64% at 10.00 a.m. In the early afternoon its audience is better than what it becomes in the late afternoon.

7.10.3. Radio Malta 1 remains consistently strong in the morning, with a peak at 9.00 a.m. of 3.85%.

7.10.4. On this day, Radio 101's best performance is reached between 9.00 a.m. and 1.000 a.m. with a 5.24% audience level. This station retains a stable audience in the morning but sheds more than half of it in the early afternoon.

7.10.5 Bay Radio has a good audience in the morning, with a peak of 4.20%. Audience levels are retained between 9.30 a.m. and 10.00 a.m. Afternoon audiences for this station are relatively 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 10.00 a.m. when it reaches a peak of 5.59%. In the afternoon, audience levels are substantially reduced.

7.11.2 RTK's largest morning audience on Sunday is recorded at 9.00 a.m. with 5.59% level, whilst that of Radio Malta 1 registers a peak of 2.45% between 8.30 a.m. and 10.30 a.m. RTK 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 1.75% between 2.00 p.m. and 3.30 p.m. Bay Radio registers a peak of 3.15% at 10.00 a.m. and retained for one hour.

7.11.4 Radio 101's best audience was registered between 8.30 a.m. and 9.30 a.m., with 3.50%. Smash Radio has an audience that peaks between 9.00 a.m. and 10.00 a.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	0.00	0.00	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		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		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		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		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		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		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		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		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		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		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	0.00	0.00	0.00	0.00			0.00	0.00	100.00	100
0600	0.35	0.00	0.35	0.70	0.35	0.00	0.70	0.00	0.00	0.00		0.00	0.00	0.35	97.20	100
0630	0.00	0.35	0.70	0.70	0.35	0.00	1.05	0.00	0.35	0.00		0.00	0.00	0.70	95.80	100
0700	0.70	0.35	1.75	1.40	1.05	0.35	1.75	0.00	0.35	0.35		0.00	0.00	0.70	91.26	100
0730	0.70	0.35	2.80	1.40	1.40	0.35	2.10	0.00	0.35	0.35		0.00	0.00	1.05	89.16	100
0800	1.40	0.35	3.50	1.75	1.40	2.45	4.20	0.00	0.35	0.70		0.00	0.35	1.40	82.17	100
0830	2.10	0.35	4.90	2.10	1.75	2.80	4.90	0.00	0.35	0.70		0.00	0.35	1.05	78.67	100
0900	3.85	1.05	5.24	3.85	1.05	3.85	5.94	0.00	1.05	2.10		0.70	0.35	1.75	69.23	100
0930	3.50	1.05	4.90	4.55	1.05	4.20	5.24	0.00	1.05	1.75		0.70	0.35	1.75	69.93	100
1000	2.80	1.40	5.59	5.24	1.05	3.85	6.64	0.00	1.40	2.10		0.70	0.00	2.10	67.13	100
1030	2.10	1.40	5.24	4.90	1.05	3.50	5.94	0.00	1.40	1.75		0.70	0.00	2.10	69.93	100
1100	2.10	1.40	4.55	4.55	0.70	3.50	5.59	0.00	1.05	1.75		0.35	0.00	2.10	72.38	100
1130	2.10	1.05	3.85	4.20	0.70	3.50	4.55	0.00	0.70	1.40		0.35	0.00	2.10	75.52	100
NOON	1.40	0.35	4.20	4.20	0.70	2.80	2.80	0.00	0.35	0.70		0.35	0.00	1.40	80.77	100
1230	0.70	0.35	4.20	2.10	0.70	1.75	2.45	0.00	0.35	0.70		0.35	0.00	1.05	85.31	100
1300	1.05	0.35	2.80	2.10	0.70	2.10	2.45	0.00	0.35	0.70		0.35	0.00	0.35	86.71	100
1330	0.70	0.70	2.45	1.40	0.70	2.10	2.10	0.00	0.35	0.70		0.35	0.00	0.70	87.76	100
1400	1.40	0.70	2.80	1.40	0.35	1.75	2.45	0.00	0.70	0.70		0.35	0.00	1.05	86.36	100
1430	2.10	0.00	2.80	1.75	0.35	1.40	2.45	0.00	0.70	0.70		0.35	0.00	1.05	86.36	100
1500	2.10	0.00	2.80	1.75	0.35	1.05	2.45	0.00	0.70	0.70		0.35	0.00	1.40	86.36	100
1530	1.75	0.00	2.45	1.75	0.35	1.05	2.45	0.00	0.35	0.70		0.35	0.35	1.05	87.41	100
1600	1.40	0.00	2.80	1.05	0.35	1.40	1.40	0.00	1.05	0.70		0.35	0.35	1.05	88.11	100
1630	1.40	0.00	2.80	1.05	0.35	1.40	1.40	0.00	0.70	1.05	0.00		0.35	1.05	88.46	100
1700	0.70	0.00	2.80	1.05	0.70	1.40	1.75	0.00	0.70	1.05	0.35		0.00	1.05	88.81	100
1730	0.35	0.00	2.80	0.70	0.70	1.75	1.75	0.00	0.70	1.05	0.35		0.00	1.05	89.16	100
1800	0.35	0.35	3.15	1.40	0.35	1.40	1.75	0.00	0.00	0.70	0.35		0.00	0.70	89.86	100
1830	0.35	0.35	2.10	1.05	0.35	1.75	2.10	0.00	0.00	0.70	0.35		0.00	0.35	90.91	100
1900	0.35	0.35	1.75	0.70	0.70	1.75	2.45	0.00	0.00	0.70	0.00		0.00	0.00	91.26	100
1930	0.70	0.35	1.40	1.40	0.70	1.05	2.10	0.00	0.00	0.70	0.00		0.00	0.35	91.26	100
2000	1.05	0.00	1.05	0.70	0.35	1.05	1.05	0.00	0.00	0.35	0.00		0.00	0.00	94.41	100
2030	0.00	0.00	0.70	0.70	0.35	1.05	0.35	0.00	0.00	0.35	0.00		0.00	0.70	95.80	100
2100	0.35	0.00	0.70	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00		0.00	0.35	97.20	100
2130	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	97.90	100
2200	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2230	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
2330	0.00	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
average	0.85	0.27	1.89	1.30	0.44	1.19	2.30	0.00	0.32	0.54	0.09	0.32	0.05	0.66	90.56	100
maximum	3.85	1.40	5.59	5.24	1.75	4.20	6.64	0.00	1.40	2.10	0.35	0.70	0.35	2.10	100.00	100
std. dev.	0.97	0.41	1.79	1.49	0.45	1.27	1.85	0.00	0.41	0.60	0.15	0.24	0.12	0.69	9.64	
average for 0600-2400 hrs	1.14	0.36	2.53	1.74	0.58	1.58	2.36	0.00	0.43	0.72	0.09	0.32	0.07	0.88	87.41	

**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	0.35	0.00	0.35	0.00	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	0.00	0.00			0.00	0.00	99.65	100
0100	0.35	0.00	0.00	0.00	0.00	0.00		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		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		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		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		0.00	0.00	0.00			0.00	0.00	99.65	100
0330	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0400	0.70	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.30	100
0430	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0500	0.35	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00			0.00	0.00	99.65	100
0530	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00			0.00	0.00	99.30	100
0600	0.70	0.00	1.05	0.70	0.35	0.00	1.05	0.00	0.00	0.00		0.00	0.00	0.35	95.80	100
0630	0.70	0.00	2.10	0.70	0.35	0.00	1.40	0.00	0.00	0.00		0.00	0.00	0.35	94.41	100
0700	2.45	0.00	2.10	1.40	0.70	0.00	2.45	0.00	0.35	0.00		0.00	0.00	0.70	89.86	100
0730	2.10	0.00	3.15	2.10	0.70	0.00	2.80	0.00	0.70	0.35		0.00	0.00	1.40	86.71	100
0800	2.10	0.35	3.85	2.45	0.70	1.75	3.85	0.00	1.05	0.00		0.00	0.00	1.40	82.52	100
0830	2.45	0.35	3.85	3.50	0.35	1.75	4.55	0.00	1.05	0.35		0.00	0.00	1.40	80.42	100
0900	2.45	0.35	5.24	3.50	0.70	2.45	5.59	0.00	1.40	0.35		0.00	0.00	1.75	76.22	100
0930	2.45	0.35	5.24	2.80	1.05	2.80	4.90	0.00	1.40	0.35		0.00	0.00	1.05	77.62	100
1000	2.45	0.70	5.59	3.15	1.40	3.15	3.50	0.00	1.05	0.35		0.00	0.00	1.05	77.62	100
1030	2.10	0.70	4.20	3.50	1.40	3.15	3.50	0.00	1.40	0.35		0.00	0.00	1.40	78.32	100
1100	2.10	0.70	3.50	3.50	1.05	2.10	3.50	0.00	1.05	0.70		0.00	0.00	1.40	80.42	100
1130	1.40	0.70	3.85	3.15	1.75	2.10	3.85	0.00	0.70	0.70		0.00	0.00	1.40	80.42	100
NOON	2.10	0.35	2.80	3.15	1.05	2.10	3.50	0.00	0.35	0.70		0.00	0.00	0.70	83.22	100
1230	0.35	0.00	1.75	1.40	0.35	1.05	2.45	0.00	0.35	0.00		0.00	0.00	0.70	91.61	100
1300	0.35	0.35	1.40	1.75	0.35	1.40	1.75	0.00	0.35	0.00		0.00	0.00	1.05	91.26	100
1330	0.35	0.35	0.70	1.40	0.35	1.05	1.75	0.00	0.35	0.00		0.00	0.00	1.40	92.31	100
1400	1.05	0.35	0.70	1.40	0.00	1.40	1.75	0.00	0.70	0.00		0.00	0.00	1.75	90.91	100
1430	0.70	0.35	0.70	1.05	0.00	1.40	1.75	0.00	1.05	0.00		0.00	0.00	1.75	91.26	100
1500	0.35	0.35	1.05	1.05	0.35	1.05	1.75	0.00	1.05	0.00		0.00	0.00	1.75	91.26	100
1530	0.35	0.35	1.05	1.05	0.70	1.05	1.75	0.00	1.05	0.00		0.00	0.00	1.05	91.61	100
1600	0.35	0.70	1.05	1.40	1.05	1.05	2.10	0.00	0.70	0.70		0.00	0.00	1.05	89.86	100
1630	0.35	0.00	1.05	1.40	1.05	1.40	2.10	0.00	0.70	0.70	0.00		0.00	1.05	90.21	100
1700	0.70	0.00	1.40	1.75	0.70	1.40	2.10	0.00	0.35	0.70	0.00		0.00	0.35	90.56	100
1730	0.00	0.00	1.40	1.40	0.70	1.40	1.75	0.00	0.35	0.35	0.00		0.00	0.35	92.31	100
1800	0.35	0.00	2.10	1.40	1.40	1.05	2.10	0.00	0.35	0.35	0.00		0.00	0.00	90.91	100
1830	0.35	0.00	1.40	1.75	1.40	1.05	2.10	0.00	0.35	0.70	0.00		0.00	0.00	90.91	100
1900	0.35	0.00	1.40	0.70	1.40	0.70	1.40	0.00	0.35	1.05	0.00		0.00	0.00	92.66	100
1930	0.35	0.00	1.05	0.70	0.70	0.35	0.70	0.00	0.35	1.40	0.00		0.00	0.00	94.41	100
2000	0.35	0.00	0.35	0.35	0.35	0.35	0.70	0.00	0.35	1.05	0.00		0.00	0.00	96.15	100
2030	0.00	0.00	0.00	0.35	0.70	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
2100	0.00	0.00	0.00	0.35	0.70	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
2130	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.00	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.00	0.00	0.35	0.70	0.35	0.00	0.35	0.35	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.00	0.35	0.35	0.70	0.35	0.00	0.35	0.00	0.00		0.00	0.00	97.90	100
2300	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.35	0.00			0.00	0.00	98.95	100
2330	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00			0.00	0.00	99.30	100
average	0.76	0.15	1.37	1.14	0.52	0.87	2.04	0.00	0.42	0.26	0.00	0.00	0.00	0.55	92.37	100
maximum	2.45	0.70	5.59	3.50	1.75	3.15	5.59	0.00	1.40	1.40	0.00	0.00	0.00	1.75	99.65	100
std. dev.	0.82	0.24	1.60	1.17	0.49	0.89	1.39	0.00	0.44	0.35	0.00	0.00	0.00	0.64	7.16	
average for 0600-2400 hrs	0.89	0.20	1.82	1.52	0.69	1.17	2.09	0.00	0.56	0.35	0.00	0.00	0.00	0.74	89.98	

*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.

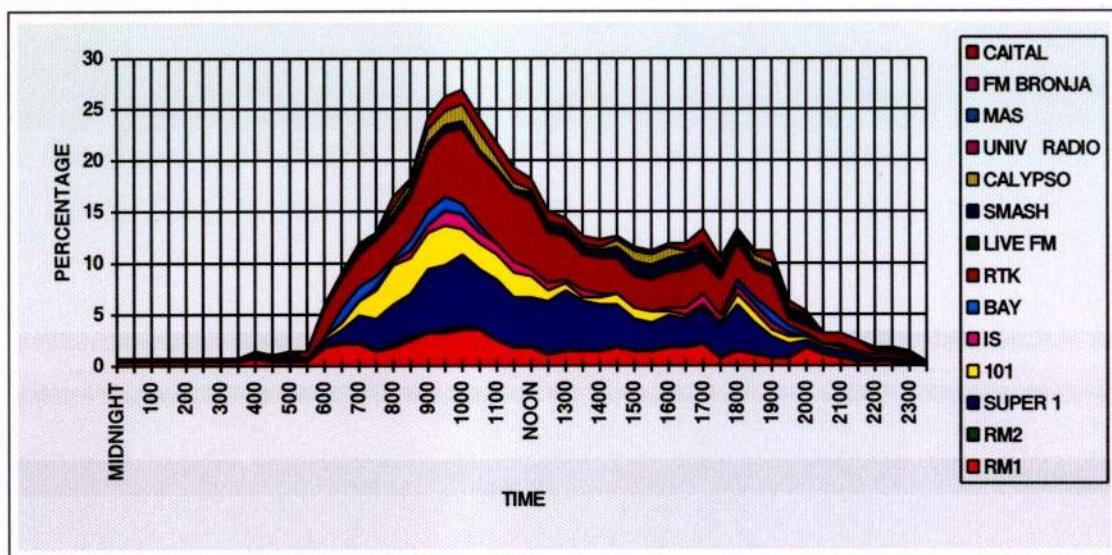


Fig 7.3: Radio Audiences - Monday

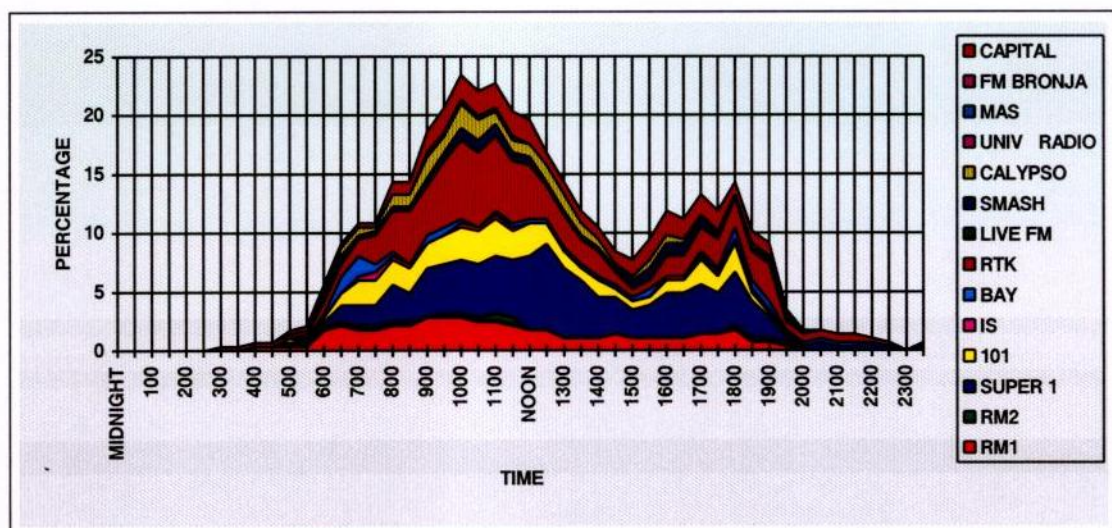


Fig 7.4: Radio Audiences - Tuesday

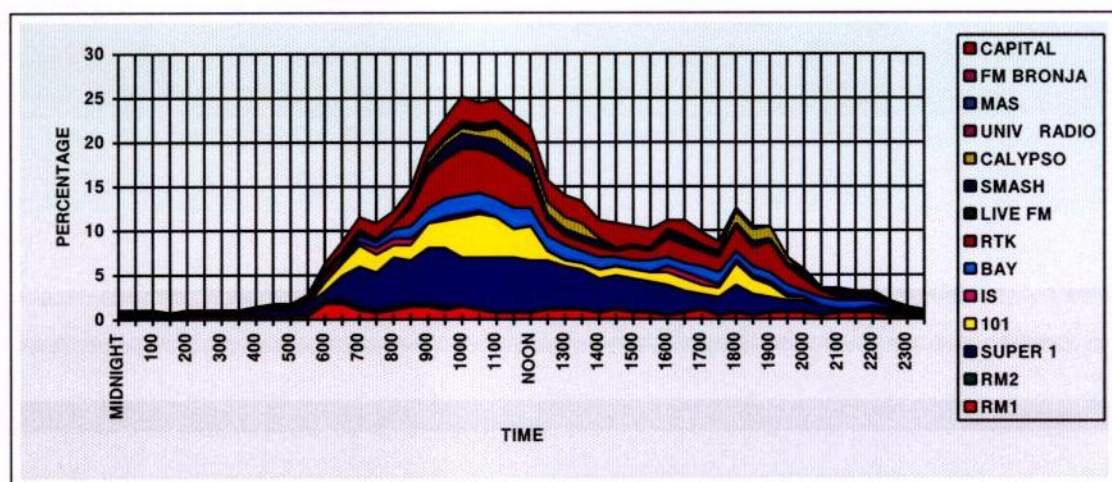


Fig 7.5: Radio Audiences - Wednesday

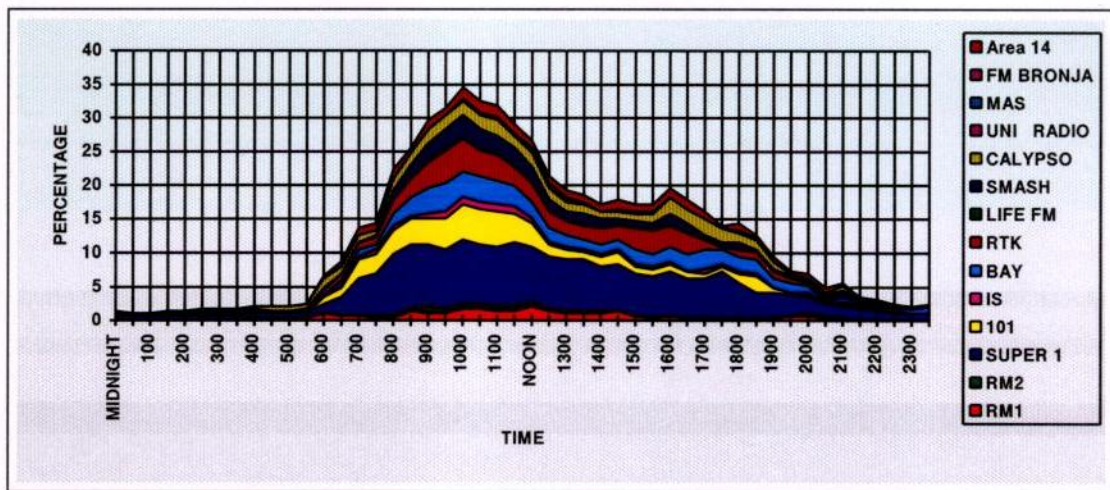


Fig 7.6: Radio Audiences - Thursday

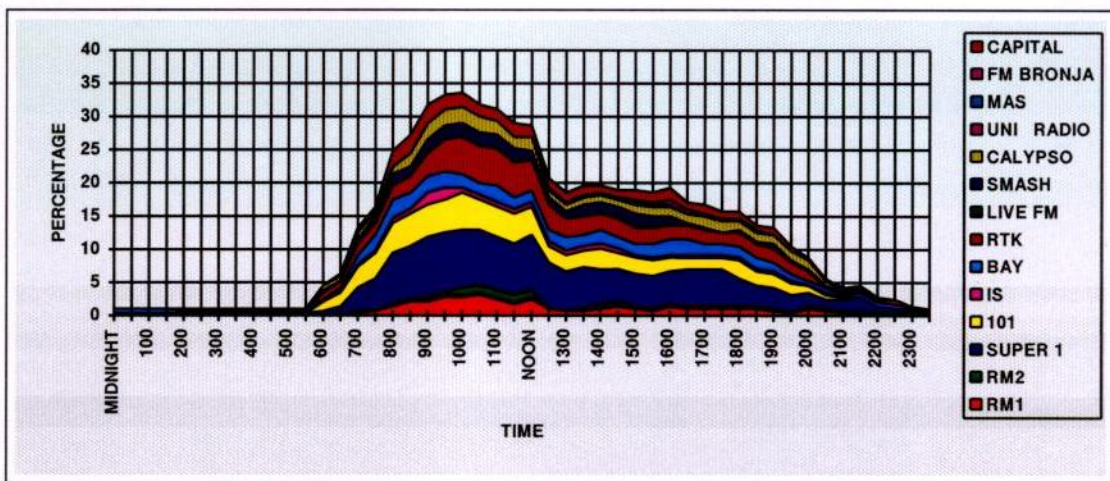


Fig 7.7: Radio Audiences - Friday

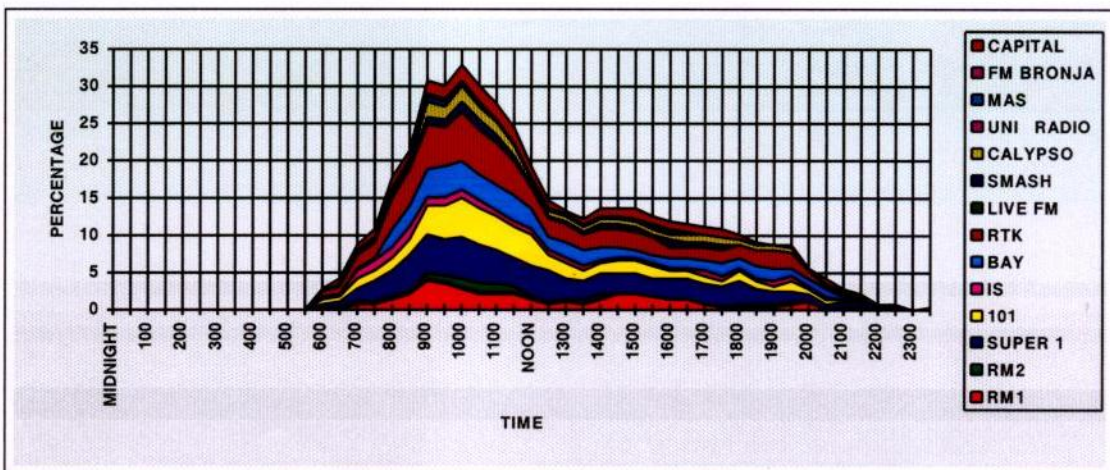


Fig 7.8: Radio Audiences - Saturday

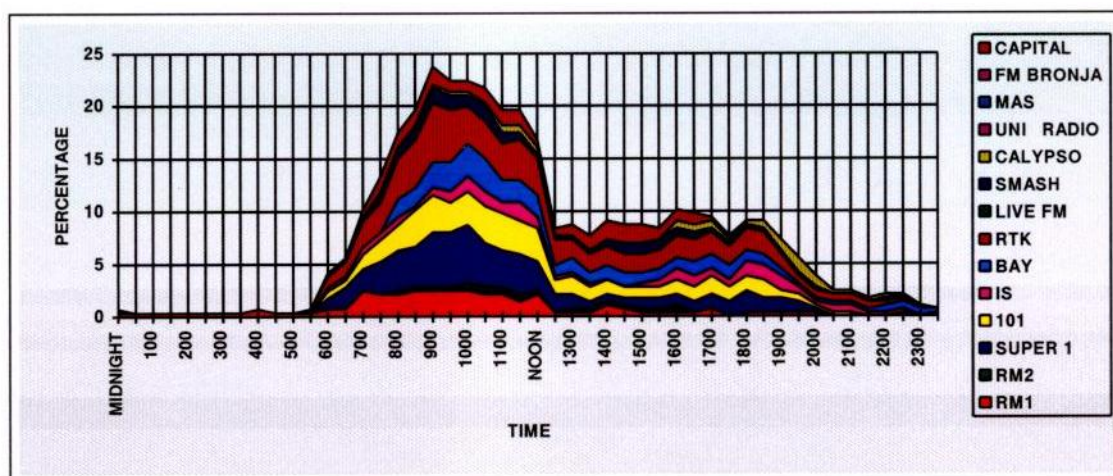


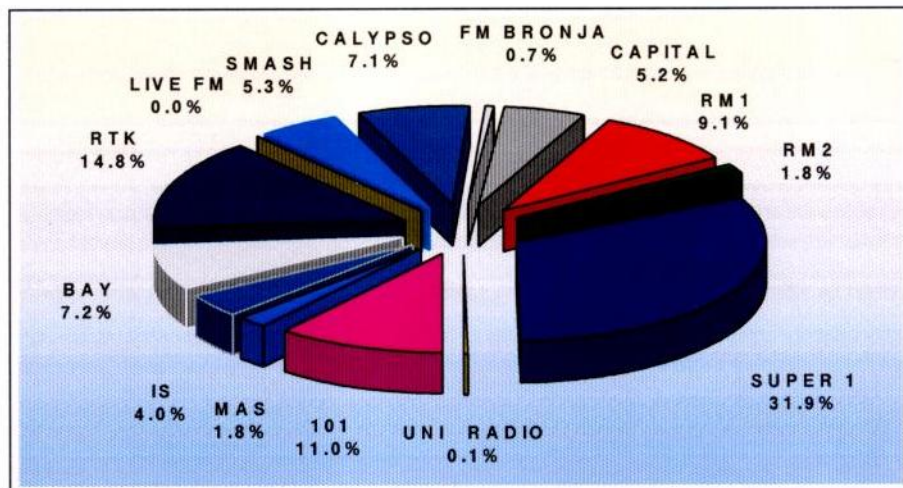
Fig 7.9: Radio Audiences - Sunday

7.12.0 Radio Audience Share

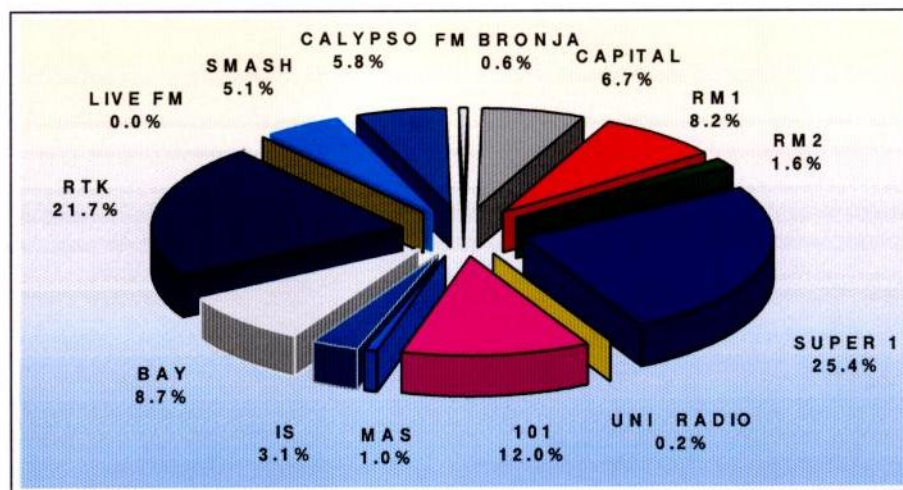
7.12.1 The data in Table 7.3, which is also graphically presented in Figure 7.10, summarise the comparative figures for the Daily Average Radio Audience Levels for March and October 1999, computed on the basis of *all* available time-slots for each station during the hours each individual station is on air. The October 1999 study shows that since March of this year, RTK has made the greatest gain: RTK (+6.9%). Other stations registering a gain in audience share are: Bay Radio (+1.5%); Capital Radio (+1.2%), Radio 101 (+1.0%) and University Radio (0.1%). On the other hand, the current study shows that Super 1 Radio has decreased its audience share levels substantially by 6.5% since last March. Decreases were also registered by Radio Calypso (-1.3%); Radio Malta 1 (-0.9%); Radju MAS (-0.8%); Island Sound (-0.9%); Smash Radio (-0.2%); Radio Malta 2 (-0.2%); and by FM Bronja (-0.1%). Live FM naturally has 0% audience share because it is no longer broadcasting.

Table 7.3: Daily Average Audience Levels - Radio March & October 1999
(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
March 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
October 1999:Daily Average	0.85	0.17	2.64	0.02	1.25	0.10	0.32	0.90	2.26	0.00	0.53	0.60	0.06	0.70



March 1999



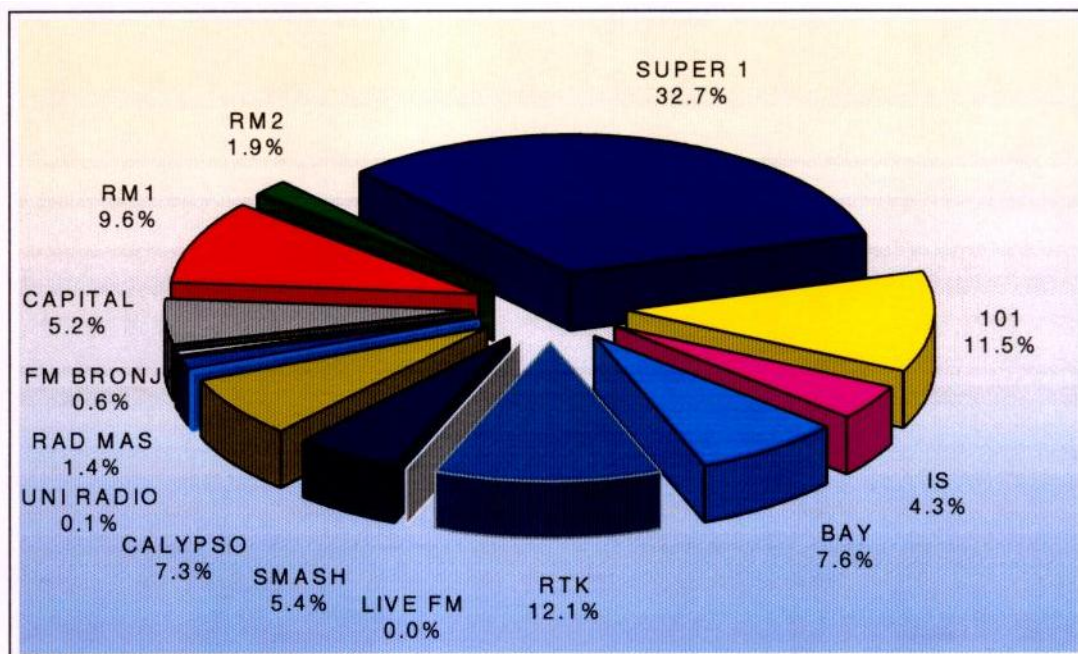
October 1999

Fig. 7.10: Daily Average Audience Radio Levels

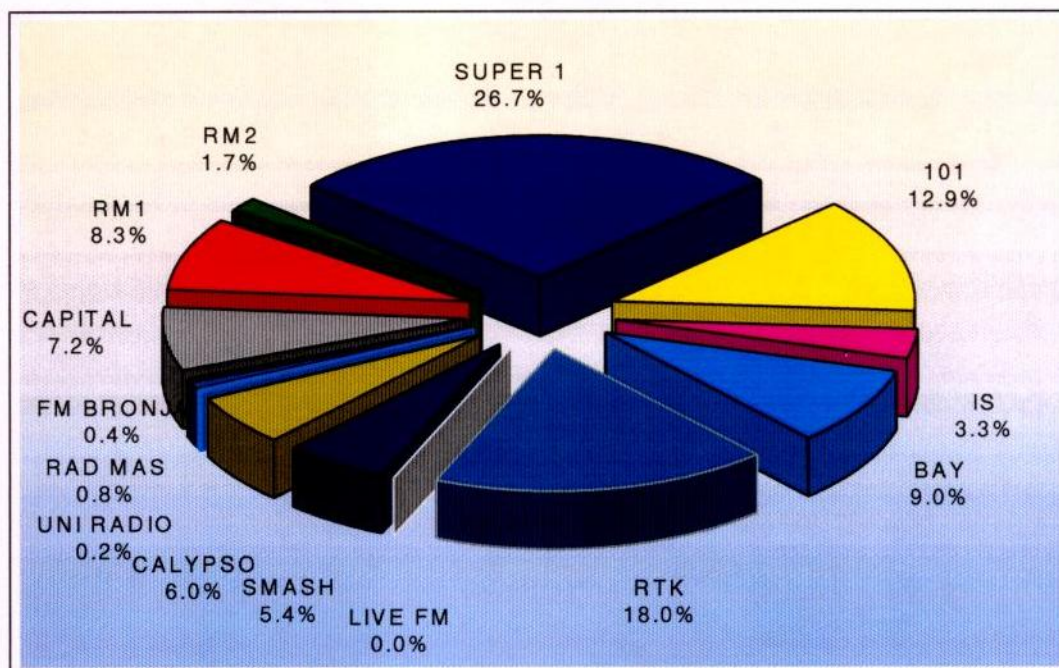
7.1.2.1 Table 7.4 in turn presents data in respect of each station for 6.00 a.m. to midnight for the two studies conducted during 1999. The October 1999 figures for all stations show that there have interesting fluctuations in the size of audience for these time slots since March. As regards the relative strength of each individual stations, Figure 7.11 shows that the greatest gain was recorded by RTK (+5.9%). This station is followed by Capital Radio (+2%); Radio 101 (+1.4%); Bay Radio (+1.4%) and by University Radio (+0.1%). On the other hand the greatest loss in audience share was registered by Super 1 Radio, which has lost 6% audience share since March 1999, followed by Radio Malta 1 (-1.3%); Radio Calypso (-1.3%); Island Sound (-1%); Radju MAS (-0.6%); Radio Malta 2 (-0.2%) and FM Bronja (-0.2%). Again, it needs to be recalled that Live FM is not on air. Smash Radio did not register any change.

Table 7.4: Daily Average Audience Levels - Radio
March & October 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
March 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
October 1999: Daily Average	1.07	0.22	3.43	1.66	0.43	1.16	2.31	0.00	0.70	0.77	0.02	0.10	0.05	0.93



March 1999



October 1999

Fig. 7.11: Daily Average Audience Radio Levels – 1999 (6 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 that 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 that 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 undertaken for the Broadcasting Authority since 1996.

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 average for the daily average in October 1999 was registered by TVM at 3.25% (March 1999: 4.55%). This is followed by Super 1 TV at 2.53% (March 1999: 1.42), Mediaset at 1.93% (March 1999: 1.96%), and NET TV at 1.73% (March 1999: 1.38%). Satellite stations record 1.2% as the weekly average (March 1999: 0.88%). The data for October 1999 in Table 8.1 is reproduced graphically in Figure 8.1 below.

Table 8.1 TV Audience Average Share (October 1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
Monday	2.47	4.09	1.54	0.41	1.93	0.49	0.06	0.00	0.00	1.14	89.87	100
Tuesday	2.59	2.87	1.35	0.79	2.80	0.35	0.04	0.20	0.03	0.89	89.76	100
Wednesday	2.81	2.12	2.30	0.75	2.46	0.23	0.05	0.10	0.00	0.92	90.40	100
Thursday	2.66	1.81	2.66	0.80	1.82	0.31	0.00	0.01	0.00	1.28	90.89	100
Friday	5.81	1.66	1.86	0.39	1.44	0.06	0.05	0.00	0.00	1.24	89.15	100
Saturday	3.29	2.20	1.22	0.67	1.49	0.22	0.02	0.00	0.10	1.72	90.01	100
Sunday	3.09	2.93	1.15	1.07	1.58	0.40	0.05	0.00	0.00	1.55	89.18	100
Daily Average	3.25	2.53	1.73	0.73	1.93	0.29	0.04	0.04	0.02	1.25	89.90	100

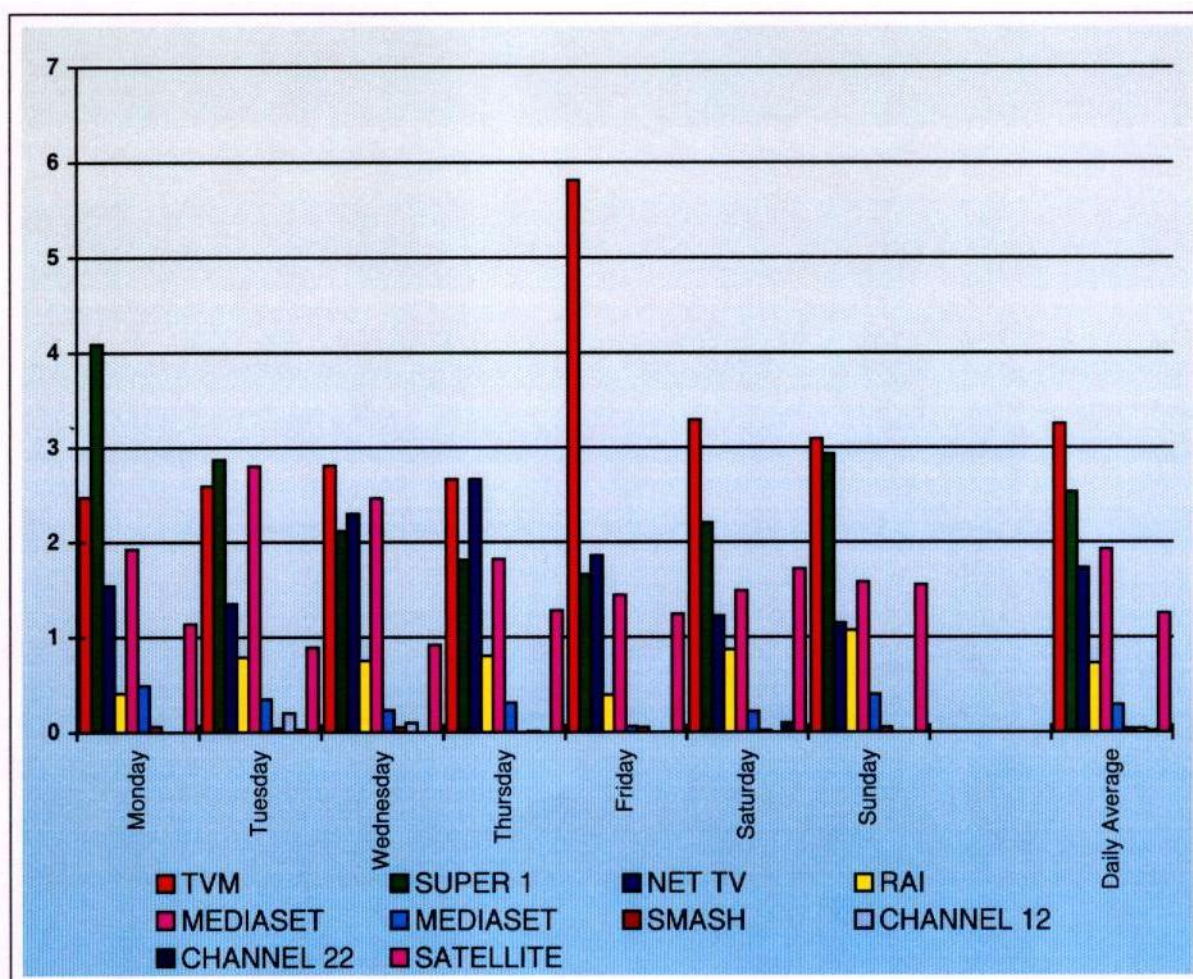


Figure 8.1: Daily TV Average Audience Share (October 1999)

8.3.0 TV Audience Share Peaks

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

Table 8.2 summarises peak audience shares for the whole week. "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 Friday, with 43.71% (March 1999: 41.61%). On this day, the highest peak was reached at 9.00 p.m. 10.00 a.m. respectively, during the transmission of TVM's popular programmes *Xarabank*.

8.3.3 The highest peaks reached by Super 1 TV on Monday, at 26.22% (March 1999: 19.23%) shows that this station has made significant gains. NET TV's highest peak is 6.64% (March 1999: 6.29%) shows some gain, but does not compare with that achieved by its rival station Super 1 TV. RAI stations have not managed to retain the March peak (10.84%) and register a maximum of 6.99% on Tuesday. The highest point reached by Mediaset is 17.48% on Tuesday (March 1999: 15.03% on Wednesday). The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (October 1999)

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	33.57	26.22	4.55	2.45	10.49	4.20	1.05	0.00	0.00	3.15
Tuesday	32.17	16.08	4.90	6.99	17.48	2.45	1.40	1.75	0.35	3.85
Wednesday	29.37	11.89	6.64	6.29	16.78	2.10	0.35	0.70	0.00	4.90
Thursday	26.92	13.64	6.64	4.90	12.24	2.80	0.00	0.35	0.00	5.94
Friday	43.71	11.89	5.59	2.80	8.04	0.70	0.35	0.00	0.00	4.20
Saturday	23.78	11.54	4.90	6.64	8.04	3.15	0.35	0.00	0.35	6.99
Sunday	28.67	15.98	3.15	4.55	8.39	3.85	0.35	0.00	0.00	5.24
Highest Peak	43.71	26.22	6.64	6.99	17.48	4.20	1.40	1.75	0.35	6.99

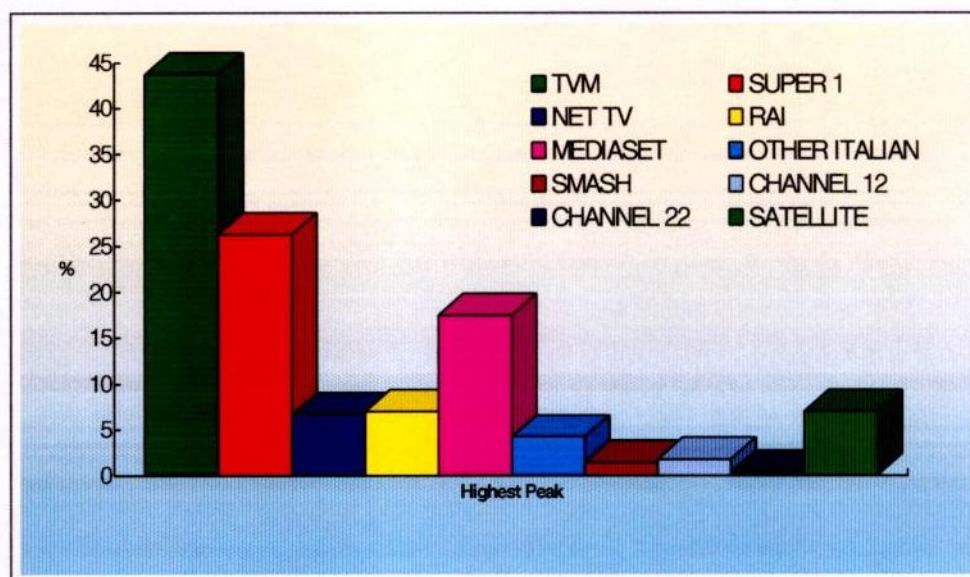


Figure 8.2: Highest TV Channel Peak Audience Share

8.4.0 Daily Audience Share

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 again to be noted that the brief by the Broadcasting Authority did not include an analysis of whether a particular station attracts the same individuals 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 individuals 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 studies conducted for the Broadcasting Authority studies since 1995.

8.5.0 Monday

8.5.1 The audience for TVM for its Monday morning and afternoon schedule is very low, but bursts at 8.00 p.m. with the News Bulletin to reach 33.57%. The audience keeps steady at almost 21% after the news when *Tlaqna* is on air, but declines for the following hour to an average of 12%. After 10.00 p.m. the decline is faster and from 7% goes down at the rate of 2% every half-hour until it peters out as midnight approaches.

8.5.2 Super 1 TV has a stable, if very low audience for the morning and afternoon transmissions, reaches a peak of 16.43 % for the news bulletin. Audience levels go down to less than half immediately afterwards but burst again to its highest peak for the week at 26.22% during *Tghid giet hekk hux!* which programme keeps a steady audience for one a half-hour.

8.5.3 NET TV has a relatively low audience in the early hours of transmissions, but picks up 4.55% for its News Bulletin. It does not retain a high audience level on this day.

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 1.5% figure for the early afternoon viewing. Levels increase to a maximum of 10.50% between 9.30 p.m. and 10.30 p.m.

8.5.5 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards, but on Monday the maximum audience they have is 2.45%.

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 also very low. It only builds at 32.17% for the News Bulletin, but retains a good audience immediately after the news. Audience levels are retained at a relatively high level until 10.30 p.m. when Piazza 3 is on air. This programme loses a considerable part of its audience after the first half hour.

8.6.2 Super 1 TV again has a stable, if low audience for the morning and afternoon transmissions, reaches a peak of 15.03% for the News Bulletin. After the news, it declines, but picks up again to an average of 14% for the two hours taken up by *Simpatichi*, starting at 8.30 p.m.

8.6.3 NET TV has a similar audience to Monday: a low but stable afternoon audience, which peaks for the news at 7.45 p.m., with 4.90%. Its audience level is kept at a slightly lower level for the next hour during *Car u Tond*, after which it starts to decline.

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 3.15% at 3.00 p.m. This group of stations pick up a sizeable audience between 8.30 and 11.00 p.m., with a maximum of 17.48% for the 9.00 p.m. and 10.00 p.m. 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. On Tuesday the maximum audience they have is 6.99%, registered between 9.30 p.m. and 10.00 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 very low, and in most times practically inexistent. On Wednesday it again registers a very small audience in the early afternoon and builds up only at 8.00 p.m. for the station's News Bulletin to reach a peak with 29.37%. It goes down to 20.9% at the next half-hour when football is broadcast and is kept relatively high until 10.00 p.m. by which time it has gone down to 12.94%. For the next half hour, audience levels go to 6.99% and to much lower levels thereafter.

8.7.2 Super 1 TV again has a relatively low audience level for its morning transmissions. Audiences go up in the early afternoon but decline again in the late afternoon. Audience levels peak at 7.30 p.m. with 11.89% but decline radically to an average of 5% thereafter for the next hour and half, after which they continue to decline further. *Taht il-Kappa tax-Xemx* starts with an audience of 6.29% but gradually sheds the audience.

8.7.3 NET TV has a very low audience levels in the first few hours of afternoon transmissions. It peaks for the news with 6.64% and retains an audience for the next hour during *Friends*, after which it declines significantly by the time the end of transmission approaches.

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 only 3.15% at 6.00 p.m. They increase as usual after the half hour when TVM is broadcasting the news bulletin, but go up again and retain an average of 15% audience share for the next two hours.

8.7.5 As usual RAI stations build up an audience in Malta only after 8.30 p.m. The morning and afternoon figures are very poor, but go up again to a maximum of 6.29% at 8.30 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 again very low, if at all existent. On this day, audience levels are again rather poor for the early afternoon transmissions, reaching a peak of 5.59% at 1.00 p.m. They drop considerably after 4.00 p.m., but reach the day's highest peak with 26.92% for the News Bulletin. The audience is retained at 21.33% for the first half-hour after the news when *Xhieda* starts. *Il-Kaz* has a lower audience which starts with 17.48% but goes down in the second half hour of the programme to 14.34% and more thereafter. Thereafter, TVM's audiences continue to decline considerably.

8.8.2 Super 1 TV again has a very low audience level for its daytime transmissions, but reaches a peak of 13.64% for the news bulletin. After the news, its audience is

retained for an hour at around 8% for *Super Sailing*, but drops considerably thereafter.

8.8.3 NET TV's peak for Thursday is not reached for its News Bulletin but between 9.00 p.m. and 10.00 p.m. when *TeleviXin* is on air at 6.64%. The News attracts an audience share of 3.5% on this day.

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 and the afternoon, the three stations have very low audiences. Audience shares goes up after 9.00 p.m. to a maximum of 12.24%.

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 4.90%, obtained at 10.00 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	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0030	0.00			0.00	0.35	0.00	0.00			0.00	99.65	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	0.35	0.00	0.00			0.35	99.30	100
0630	0.00	0.00		0.00	0.35	0.00	0.00			0.35	99.30	100
0700	0.70	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.25	100
0730	0.35	0.35		0.00	0.35	0.00	0.00	0.00		0.35	98.60	100
0800	0.35	0.35		0.00	0.70	0.00	0.00	0.00		0.35	98.25	100
0830	0.35	0.35		0.00	0.70	0.00	0.00	0.00		0.35	98.25	100
0900	0.00	0.35		0.00	1.05	0.00	0.00	0.00		0.35	98.25	100
0930	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	0.35	98.25	100
1000	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	0.70	97.90	100
1030	0.00	0.35		0.00	1.05	0.00	0.00	0.00	0.00	1.05	97.55	100
1100	0.35	0.35		0.00	1.05	0.35	0.00	0.00	0.00	1.40	96.50	100
1130	0.35	0.35		0.00	0.70	0.35	0.00	0.00	0.00	1.05	97.20	100
NOON	0.70	1.05		0.00	0.70	0.35	0.00	0.00	0.00	1.05	96.15	100
1230	0.70	1.05		0.00	1.05	0.00	0.00	0.00	0.00	1.05	96.15	100
1300	2.80	1.75		0.00	1.05	0.00	0.00	0.00	0.00	1.05	93.36	100
1330	2.45	1.75		0.35	2.10	0.00	0.00	0.00	0.00	0.70	92.66	100
1400	2.80	2.10		0.35	3.15	0.00	0.00	0.00	0.00	1.75	89.86	100
1430	2.45	1.75		0.35	2.80	0.00	0.00	0.00	0.00	2.10	90.56	100
1500	1.40	1.75		0.35	3.50	0.00	0.00	0.00	0.00	2.10	90.91	100
1530	0.70	1.75		0.35	1.75	0.00	0.00	0.00	0.00	1.40	94.06	100
1600	0.70	1.40		0.00	1.40	0.00	0.00	0.00	0.00	1.40	95.10	100
1630	1.05	0.35		0.00	1.40	0.00	0.00	0.00	0.00	1.75	95.45	100
1700	1.05	0.35		0.35	1.40	0.00	0.00	0.00	0.00	2.10	94.76	100
1730	0.70	1.05	0.00	0.70	1.40	0.00	0.00	0.00	0.00	1.75	94.41	100
1800	1.75	0.70	1.75	0.35	1.40	0.70	0.00	0.00	0.00	1.40	91.96	100
1830	0.70	1.40	2.10	0.35	1.05	1.05	0.00	0.00	0.00	1.40	91.96	100
1900	1.40	3.15	2.10	1.05	1.75	0.35	1.05	0.00	0.00	2.10	87.06	100
1930	1.40	16.43	4.55	1.75	2.10	0.35	0.00	0.00	0.00	2.45	70.98	100
2000	33.57	7.34	3.15	1.05	2.80	0.70	0.00	0.00	0.00	3.15	48.25	100
2030	20.98	24.83	2.45	1.75	7.34	3.15	0.00	0.00	0.00	2.45	37.06	100
2100	13.64	26.22	2.10	2.45	9.79	3.85	0.35	0.00	0.00	3.15	38.46	100
2130	11.19	24.13	1.75	1.40	10.49	3.85	0.35	0.00	0.00	2.45	44.41	100
2200	6.99	15.73	1.40	2.45	10.49	4.20	0.35	0.00		3.15	55.24	100
2230	4.20	8.74	1.75	1.75	9.09	3.15	0.35	0.00		3.15	67.83	100
2300	2.10	2.10		1.40	4.90	0.70	0.35	0.00		2.80	85.66	100
2330	0.70	1.05		1.05	0.35	0.35	0.00	0.00		1.75	94.76	100
average	2.47	4.09	1.54	0.41	1.93	0.49	0.06	0.00	0.00	1.14	89.87	
maximum	33.57	26.22	4.55	2.45	10.49	4.20	1.05	0.00	0.00	3.15	100.00	
std. dev.	5.95	7.28	1.30	0.67	2.78	1.11	0.18	0.00	0.00	1.03	16.83	

**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	0.35	0.00	0.00			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	0.35			0.00	0.35	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0700	0.35	0.00		0.00	0.35	0.00	0.00	0.00		0.00	99.30	100
0730	0.00	0.00		0.00	0.35	0.00	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	0.00	0.00		0.00	0.70	0.00	0.00	0.00		0.00	99.30	100
0900	0.00	0.00		0.00	1.05	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1000	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1030	0.35	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.60	100
1100	0.00	0.00		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.95	100
1130	0.00	0.00		0.00	0.70	0.00	0.00	0.00	0.00	0.00	99.30	100
NOON	0.00	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.00	99.30	100
1230	0.00	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.00	98.95	100
1300	1.75	1.05		0.35	0.70	0.00	0.00	0.00	0.00	0.70	95.45	100
1330	1.40	1.75		0.00	1.40	0.00	0.00	0.00	0.00	1.40	94.06	100
1400	1.40	2.10		0.00	2.10	0.35	0.00	0.00	0.00	1.40	92.66	100
1430	1.05	1.75		0.00	2.10	0.35	0.00	0.00	0.00	1.40	93.36	100
1500	0.70	1.05		0.00	2.10	0.00	0.00	0.00	0.00	1.40	94.76	100
1530	0.70	1.40		0.00	3.15	0.00	0.00	0.00	0.00	1.05	93.71	100
1600	1.40	1.40		0.00	2.10	0.70	0.00	0.00	0.00	1.75	92.66	100
1630	0.70	1.40		0.00	2.45	0.70	0.00	0.00	0.00	1.75	93.01	100
1700	0.70	1.05		0.00	2.80	0.70	0.00	0.00	0.00	2.10	92.66	100
1730	0.35	1.40	1.05	0.00	2.80	0.70	0.00	0.00	0.00	2.45	91.26	100
1800	0.70	1.40	1.05	0.35	4.20	1.05	0.00	0.00	0.00	1.75	89.51	100
1830	1.40	1.75	2.45	0.70	4.55	1.40	0.00	0.00	0.00	1.40	86.36	100
1900	3.85	2.10	1.40	1.05	2.80	0.70	1.40	0.00	0.00	1.40	85.31	100
1930	3.50	15.03	4.90	1.40	3.85	0.00	0.35	0.00	0.00	1.75	69.23	100
2000	32.17	6.64	3.50	2.80	3.15	0.35	0.00	0.00	0.00	2.80	48.60	100
2030	21.68	15.03	3.15	4.90	15.03	1.05	0.00	1.40	0.00	3.50	34.27	100
2100	15.38	16.08	0.70	5.94	17.48	2.10	0.00	1.75	0.35	3.85	36.36	100
2130	13.29	13.99	1.05	6.99	17.48	1.75	0.00	1.75	0.35	3.15	40.21	100
2200	11.89	10.49	0.70	5.94	17.13	2.45	0.00	1.40		2.80	47.20	100
2230	5.94	4.90	0.35	3.85	11.19	1.75	0.00	0.35		1.75	69.93	100
2300	2.10	3.15		2.45	4.20	0.35	0.00	0.00		1.75	86.01	100
2330	1.05	0.70		1.05	1.75	0.35	0.00	0.00		1.40	93.71	100
average	2.59	2.87	1.35	0.79	2.80	0.35	0.04	0.20	0.03	0.89	89.76	
maximum	32.17	16.08	4.90	6.99	17.48	2.45	1.40	1.75	0.35	3.85	100.00	
std. dev.	6.16	4.71	1.44	1.75	4.63	0.61	0.20	0.51	0.09	1.11	17.91	

**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	0.00	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			0.00	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	0.35	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0500	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0530	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.35	0.35		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0730	0.35	0.70		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0800	0.70	0.70		0.35	0.00	0.00	0.00	0.00		0.00	98.25	100
0830	0.35	0.70		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0900	0.35	1.05		0.00	0.35	0.00	0.00	0.00		0.00	98.25	100
0930	0.35	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.00	97.90	100
1000	0.00	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.35	97.90	100
1030	0.00	0.70		0.00	1.05	0.00	0.00	0.00	0.00	0.00	98.25	100
1100	0.70	0.70		0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.85	100
1130	0.70	0.70		0.35	1.05	0.00	0.00	0.00	0.00	0.35	96.85	100
NOON	0.70	2.10		0.35	0.35	0.00	0.00	0.00	0.00	0.35	96.15	100
1230	0.00	1.75		0.00	0.35	0.00	0.00	0.00	0.00	1.05	96.85	100
1300	1.05	2.80		0.35	0.35	0.00	0.00	0.00	0.00	1.05	94.41	100
1330	1.05	3.15		0.35	0.35	0.00	0.00	0.00	0.00	1.05	94.06	100
1400	1.40	3.15		0.00	1.40	0.00	0.00	0.00	0.00	0.70	93.36	100
1430	1.05	2.45		0.00	1.75	0.00	0.00	0.00	0.00	0.70	94.06	100
1500	1.05	3.15		0.00	1.75	0.00	0.00	0.00	0.00	1.05	93.01	100
1530	1.05	2.10		0.00	1.75	0.00	0.00	0.00	0.00	1.05	94.06	100
1600	0.70	2.45		0.35	2.10	0.00	0.00	0.00	0.00	1.75	92.66	100
1630	0.00	1.75		0.35	2.10	0.00	0.00	0.00	0.00	1.40	94.41	100
1700	0.00	1.40		0.35	2.45	0.35	0.00	0.00	0.00	1.75	93.71	100
1730	0.00	1.40	1.05	0.35	3.15	0.35	0.00	0.00	0.00	1.05	92.66	100
1800	2.10	2.10	1.40	0.70	3.50	0.35	0.00	0.00	0.00	1.40	88.46	100
1830	2.45	2.10	1.75	0.70	3.50	0.70	0.00	0.00	0.00	1.05	87.76	100
1900	3.15	2.80	2.80	0.35	3.15	0.70	0.00	0.00	0.00	1.40	85.66	100
1930	3.85	11.89	6.64	0.70	3.15	0.35	0.00	0.00	0.00	2.10	71.33	100
2000	29.37	4.20	5.59	1.40	3.85	0.35	0.00	0.35	0.00	2.45	52.45	100
2030	20.98	6.29	3.50	6.29	11.19	1.40	0.35	0.35	0.00	4.90	44.76	100
2100	19.23	4.55	2.80	5.94	15.38	2.10	0.35	0.70	0.00	4.90	44.06	100
2130	17.13	3.85	2.45	5.24	16.78	2.10	0.35	0.70	0.00	4.55	46.85	100
2200	12.94	3.15	2.80	5.24	15.73	1.40	0.35	0.70		3.85	53.85	100
2230	6.99	1.75	1.40	4.20	11.19	1.05	0.35	0.70		2.10	70.28	100
2300	3.15	0.70		1.75	4.90	0.00	0.35	0.00		1.05	88.11	100
2330	1.75	0.35		0.00	0.70	0.00	0.35	0.00	0.00	0.35	96.50	100
average	2.81	2.12	2.30	0.75	2.46	0.23	0.05	0.10	0.00	0.92	90.40	
maximum	29.37	11.89	6.64	6.29	16.78	2.10	0.35	0.70	0.00	4.90	100.00	
std. dev.	6.23	2.16	1.91	1.64	4.21	0.52	0.12	0.23	0.00	1.29	15.68	

**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			0.35	0.00	0.00	0.00			0.00	99.65	100
0030	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0100	0.00			0.35	0.00	0.00	0.00			0.00	99.65	100
0130	0.00			0.35	0.00	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	0.35	0.00	0.00			0.00	99.65	100
0430	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0500	0.00			0.00	0.70	0.00	0.00			0.00	99.30	100
0530	0.00			0.00	0.35	0.00	0.00			0.00	99.65	100
0600	0.00			0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0700	0.70	0.00		0.00	0.70	0.00	0.00	0.00		0.00	98.60	100
0730	1.40	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.60	100
0800	1.05	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.60	100
0830	0.70	0.35		0.00	0.00	0.00	0.00	0.00		0.35	98.60	100
0900	0.70	0.70		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0930	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	1.05	97.90	100
1000	1.05	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.70	97.20	100
1030	0.70	0.35		0.00	0.70	0.00	0.00	0.00	0.00	0.70	97.55	100
1100	0.70	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.35	98.25	100
1130	0.70	0.00		0.70	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
NOON	0.70	1.05		1.75	1.40	0.00	0.00	0.00	0.00	0.70	94.41	100
1230	0.70	0.70		1.40	1.05	0.00	0.00	0.00	0.00	0.70	95.45	100
1300	1.40	1.75		1.05	1.05	0.00	0.00	0.00	0.00	0.70	94.06	100
1330	1.05	1.75		0.35	1.75	0.00	0.00	0.00	0.00	1.40	93.71	100
1400	2.10	1.40		0.70	2.10	0.00	0.00	0.00	0.00	0.35	93.36	100
1430	2.10	1.40		0.35	1.40	0.00	0.00	0.00	0.00	0.35	94.41	100
1500	1.05	2.80		0.35	0.70	0.35	0.00	0.00	0.00	1.75	93.01	100
1530	1.40	2.10		0.00	0.70	0.35	0.00	0.00	0.00	2.10	93.36	100
1600	0.70	1.75		0.35	0.35	0.00	0.00	0.00	0.00	1.75	95.10	100
1630	0.35	1.75		0.70	1.05	0.00	0.00	0.00	0.00	1.75	94.41	100
1700	0.35	1.75		0.70	1.40	0.00	0.00	0.00	0.00	2.10	93.71	100
1730	0.00	1.05	1.05	0.70	1.40	0.35	0.00	0.00	0.00	2.80	92.66	100
1800	1.40	1.40	2.10	1.40	1.40	0.35	0.00	0.35	0.00	2.10	89.51	100
1830	0.70	1.75	2.80	1.40	1.40	0.70	0.00	0.00	0.00	2.45	88.81	100
1900	1.75	2.80	2.80	1.40	1.40	0.35	0.00	0.00	0.00	2.45	87.06	100
1930	2.45	13.64	3.50	1.05	0.70	0.35	0.00	0.00	0.00	3.85	74.48	100
2000	26.92	7.69	3.15	1.40	3.15	0.35	0.00	0.00	0.00	4.90	52.45	100
2030	21.33	8.04	4.90	2.80	6.99	2.10	0.00	0.00	0.00	5.94	47.90	100
2100	17.48	4.20	6.64	4.90	12.24	2.80	0.00	0.00	0.00	5.59	46.15	100
2130	14.34	2.80	6.64	4.55	12.24	2.45	0.00	0.00	0.00	4.55	52.45	100
2200	10.14	1.05	4.90	3.50	12.24	2.45	0.00	0.00		4.55	61.19	100
2230	6.99	1.40	1.40	2.80	10.49	1.75	0.00	0.00		2.80	72.38	100
2300	3.15	0.70		1.40	3.85	0.00	0.00	0.00		1.05	89.86	100
2330	0.70	0.00		1.05	1.75	0.00	0.00	0.00		0.70	95.80	100
average	2.66	1.81	2.66	0.80	1.82	0.31	0.00	0.01	0.00	1.28	90.89	
maximum	26.92	13.64	6.64	4.90	12.24	2.80	0.00	0.35	0.00	5.94	100.00	
std. dev.	5.68	2.68	2.24	1.15	3.25	0.71	0.00	0.06	0.00	1.62	14.49	

*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 its audience share reaches a maximum of 2.45% at 1.00 p.m. The 8.00 p.m. news bursts the audience levels to 25.52% but levels increase much further to a maximum of 43.71% for a whole hour starting from 9.00 p.m. when *Xarabank* was on air already for half an hour, during which time audience share was only than 1% lower. Audience levels go down to 11.54% as soon as *Xarabank* ends and the final News edition starts at 11.00 p.m.

8.9.2 Super 1 TV again has a very low audience for the morning and afternoon transmissions, reaches a peak of 11.89% for the news bulletin. After the news, it retains a sizeable audience of around 8% on average for the hour and a half, after which audience share goes down.

8.9.2 NET TV reaches its usual News time peak with 5.59%, manages to retain an audience averaging 3% thereafter, but otherwise does not register any significant audience levels on this day of the week.

8.9.3 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 gradually in the afternoon to a maximum of 7.34% as from 9.30 p.m.

8.9.4 Usually, RAI stations build up an audience in Malta as from 8.30 p.m. onwards, but on Friday the maximum audience they have is 2.80%, which is obtained at 9.00 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 7.69% at 3.00 p.m., when *Weekend* is on air. Audience levels decline thereafter, but increase to the day's highest level for the 8.00 p.m. news at 23.78%. 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 11.54%. After the 7.30 p.m. news bulletin, the station gradually loses some of its audience, but retains a 6.29% audience share for an hour and a half.

8.10.3 NET TV peak is retained for an hour, as from 7.30 p.m., with 4.90%, for its News Bulletin. It captures a low but steady audience for *Is-Sibt id-Dar*, broadcast before the news. 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 start to increase after 8.30 p.m. to a maximum of 8.04% at 9.00 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 6.64% 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 2.80% registered at noon. Levels start picking up for the early afternoon, reaching a peak of 3.85% between one and two. The audience declines in the afternoon until the news, when the station masters its peak for the day at 28.67%. Its audience declines to 18.8% in the first half hour after the News and to 9.09% at 10.00 p.m. when *Tiramisù* is on air. They continue to decline further thereafter.

8.11.2 Super 1 TV again reaches a peak of 13.29% for the news bulletin, but this is exceeded (at 15.38%) at 8.30 p.m. when *Trekk* air. Thereafter it retains an audience of around 6% until 10.30 p.m. but then gradually loses its audience.

8.11.3 NET TV's maximum is 3.15%, reached at 7.30 p.m. with the News Bulletin. Net News attracts an interesting audience.

8.11.4 On Sunday, the audience levels for the Mediaset group are non-existent in the morning and hover around the 2.45% level in the afternoon. They build up considerably after 8.30 p.m. to a peak of 8.39% at 9.30 p.m. They decline after 10.30 p.m.

8.11.5 RAI stations register a constant audience of 4.55% level between 3.00 p.m. and 4.00 p.m.; they retain a relatively good audience level for the early afternoon but lose in the late afternoon. As usual, audience levels in the evening build up to a maximum of 2.80% after 9.00 p.m.

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	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0030	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0100	0.70			0.00	0.00	0.00	0.00			0.00	99.30	100
0130	0.70			0.00	0.00	0.00	0.00			0.00	99.30	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	0.00			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	0.35	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			0.35	99.65	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0700	0.00	0.00		0.00	0.00	0.00	0.00	0.00		0.35	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	0.00	0.00	0.00		0.35	99.65	100
0830	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0900	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.35	99.30	100
0930	0.35	0.70		0.00	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
1000	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1030	0.35	0.35		0.00	0.35	0.00	0.00	0.00	0.00	0.70	98.25	100
1100	0.70	0.35		0.35	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1130	0.70	0.35		1.05	0.35	0.00	0.00	0.00	0.00	0.35	97.20	100
NOON	0.70	0.70		1.40	0.00	0.00	0.00	0.00	0.00	0.00	97.20	100
1230	0.70	0.00		0.70	0.35	0.00	0.00	0.00	0.00	0.35	97.90	100
1300	2.45	0.35		0.70	0.00	0.00	0.00	0.00	0.00	0.70	95.80	100
1330	2.10	0.00		0.00	1.40	0.00	0.00	0.00	0.00	0.70	95.80	100
1400	2.80	0.00		0.00	2.10	0.00	0.00	0.00	0.00	1.75	93.36	100
1430	2.10	0.00		0.00	1.75	0.00	0.00	0.00	0.00	1.75	94.41	100
1500	1.05	1.05		0.00	1.75	0.35	0.00	0.00	0.00	2.10	93.71	100
1530	1.75	1.05		0.00	1.05	0.35	0.00	0.00	0.00	1.75	94.06	100
1600	1.40	2.10		0.00	1.40	0.35	0.00	0.00	0.00	2.80	91.96	100
1630	1.05	1.40		0.00	1.05	0.00	0.00	0.00	0.00	3.15	93.36	100
1700	1.05	1.40		0.00	0.35	0.00	0.00	0.00	0.00	4.20	93.01	100
1730	1.05	1.40	2.10	0.00	0.35	0.00	0.00	0.00	0.00	3.85	91.26	100
1800	2.45	2.10	1.75	0.35	2.10	0.00	0.35	0.00	0.00	3.50	87.41	100
1830	1.40	2.10	2.45	0.35	2.45	0.00	0.35	0.00	0.00	3.15	87.76	100
1900	2.45	2.80	2.45	1.05	3.85	0.00	0.00	0.00	0.00	3.15	84.27	100
1930	3.85	11.89	5.59	0.70	3.50	0.00	0.00	0.00	0.00	3.50	70.98	100
2000	25.52	8.39	4.55	1.40	4.55	0.00	0.00	0.00	0.00	3.50	52.10	100
2030	42.31	7.69	3.50	1.40	5.24	0.00	0.35	0.00	0.00	4.20	35.31	100
2100	43.71	6.64	2.45	2.80	8.04	0.35	0.35	0.00	0.00	3.50	32.17	100
2130	43.71	3.15	2.10	2.10	7.34	0.35	0.35	0.00	0.00	2.80	38.11	100
2200	41.26	2.10	0.70	1.75	6.64	0.70	0.35	0.00		2.10	44.41	100
2230	34.27	2.10	0.35	1.75	5.24	0.35	0.35	0.00		1.05	54.55	100
2300	11.54	1.05		0.70	4.55	0.00	0.00	0.00		0.70	81.47	100
2330	1.75	0.00		0.35	2.10	0.00	0.00	0.00		0.35	95.45	100
average	5.81	1.66	1.86	0.39	1.44	0.06	0.05	0.00	0.00	1.24	89.15	
maximum	43.71	11.89	5.59	2.80	8.04	0.70	0.35	0.00	0.00	4.20	100.00	
std. dev.	12.68	2.67	1.68	0.67	2.14	0.15	0.12	0.00	0.00	1.40	18.61	

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

	TVM	SUPER 1	NET TV	RAI	MEDIASET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0030	0.35			0.00	0.00	0.00	0.00			0.00	99.65	100
0100	0.35			0.00	0.00	0.00	0.00			0.35	99.30	100
0130	0.35			0.00	0.00	0.00	0.00			0.35	99.30	100
0200	0.35			0.00	0.00	0.00	0.00			0.35	99.30	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			0.70	99.30	100
0630	0.00	0.35		0.00	0.00	0.00	0.00			0.70	98.95	100
0700	1.40	0.00		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0730	1.05	0.35		0.00	0.00	0.00	0.00	0.00		0.70	97.90	100
0800	1.40	0.35		0.35	0.00	0.00	0.00	0.00		1.40	96.50	100
0830	1.05	0.35		0.35	0.00	0.00	0.00	0.00		1.40	96.85	100
0900	2.10	0.70		0.35	0.35	0.00	0.00	0.00		1.40	95.10	100
0930	1.40	0.70		0.00	0.35	0.00	0.00	0.00		1.40	96.15	100
1000	1.40	0.70	0.00	0.35	0.00	0.00	0.00	0.00		1.40	96.15	100
1030	1.05	0.70	0.00	0.35	0.35	0.00	0.00	0.00		1.05	96.50	100
1100	1.05	0.70	0.35	0.00	0.35	0.00	0.00	0.00		1.05	96.50	100
1130	1.05	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	96.15	100
NOON	2.45	0.70	0.00	0.00	0.70	0.00	0.00	0.00		1.40	94.76	100
1230	3.85	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	93.36	100
1300	3.15	1.05	0.35	0.00	0.70	0.00	0.00	0.00		1.05	93.71	100
1330	4.90	1.05	0.00	0.00	0.70	0.00	0.00	0.00		1.40	91.96	100
1400	6.99	1.75	0.00	0.00	1.40	0.00	0.00	0.00		1.75	88.11	100
1430	6.64	2.10	0.00	0.00	1.40	0.00	0.00	0.00		2.45	87.41	100
1500	7.69	2.10	0.70	0.35	2.10	0.00	0.00	0.00		2.80	84.27	100
1530	6.99	2.10	1.05	0.35	2.45	0.00	0.00	0.00		1.75	85.31	100
1600	7.34	3.15	1.05	0.70	2.80	0.00	0.00	0.00		2.80	82.17	100
1630	6.64	2.45	0.70	0.70	2.80	0.00	0.00	0.00		1.75	84.97	100
1700	4.90	2.10	1.40	1.40	2.45	0.00	0.00	0.00		2.45	85.31	100
1730	4.20	2.10	2.45	0.35	2.45	0.00	0.00	0.00		1.40	87.06	100
1800	4.20	2.80	3.50	0.70	2.45	0.35	0.00	0.00		1.40	84.62	100
1830	1.75	3.15	3.85	0.70	3.15	0.00	0.00	0.00		2.45	84.97	100
1900	2.45	4.55	3.15	1.05	3.50	0.00	0.00	0.00		3.50	81.82	100
1930	3.50	11.54	4.90	1.05	2.10	0.00	0.35	0.00	0.35	4.20	72.03	100
2000	23.78	6.29	3.85	2.45	3.50	0.35	0.00	0.00	0.35	4.90	54.55	100
2030	12.59	6.29	2.45	5.24	5.94	2.80	0.00	0.00	0.00	6.29	58.39	100
2100	8.39	6.29	1.05	6.64	8.04	2.45	0.00	0.00	0.00	6.99	60.14	100
2130	8.04	5.24	0.70	6.64	6.64	3.15	0.00	0.00	0.00	5.94	63.64	100
2200	6.64	2.80	1.05	5.59	5.94	1.40	0.35	0.00		5.59	70.63	100
2230	3.50	1.75	1.05	3.15	3.85	0.00	0.35	0.00		2.80	83.57	100
2300	2.10	0.35		1.75	3.15	0.00	0.00	0.00		1.40	91.26	100
2330	0.70	0.35		1.05	1.40	0.00	0.00	0.00		1.05	95.45	100
average	3.29	2.20	1.22	0.87	1.49	0.22	0.02	0.00	0.10	1.72	90.01	
maximum	23.78	11.54	4.90	6.64	8.04	3.15	0.35	0.00	0.35	6.99	100.00	
std. dev.	4.21	2.38	1.40	1.70	1.98	0.70	0.08	0.00	0.16	1.75	11.83	

**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	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			0.00	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	100.00	100
0630	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0730	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.35	98.95	100
0800	0.00	0.70	0.00	0.35	0.00	0.00	0.00	0.00		0.35	98.60	100
0830	0.35	0.70	0.35	0.00	0.00	0.00	0.00	0.00		1.05	97.55	100
0900	0.35	0.70	1.05	0.35	0.00	0.00	0.00	0.00		1.75	95.80	100
0930	0.35	0.35	1.05	0.35	0.35	0.00	0.00	0.00		1.75	95.80	100
1000	0.70	0.35	2.10	0.35	0.35	0.00	0.00	0.00		1.40	94.76	100
1030	1.40	0.35	2.10	0.35	0.00	0.00	0.00	0.00		1.05	94.76	100
1100	1.75	0.35	2.80	0.35	0.35	0.00	0.00	0.00		1.05	93.36	100
1130	1.75	0.70	2.80	1.40	0.35	0.00	0.00	0.00		0.70	92.31	100
NOON	2.80	0.70	2.10	1.05	0.70	0.00	0.00	0.00		1.05	91.61	100
1230	2.45	1.05	2.45	0.70	0.70	0.00	0.00	0.00		1.05	91.61	100
1300	3.85	2.80	1.75	1.40	1.40	0.00	0.00	0.00		0.00	88.81	100
1330	3.85	3.15	1.40	1.75	2.45	0.35	0.00	0.00		0.70	86.36	100
1400	3.15	2.10	1.05	2.80	2.10	0.70	0.00	0.00		1.40	86.71	100
1430	3.50	2.80	0.70	2.80	2.45	0.70	0.00	0.00		1.40	85.66	100
1500	3.15	2.45	0.70	4.55	2.45	0.35	0.00	0.00		1.40	84.27	100
1530	3.50	2.80	0.70	4.55	2.45	0.35	0.00	0.00		2.10	85.31	100
1600	2.80	3.15	0.70	3.15	2.45	0.35	0.00	0.00		2.45	86.71	100
1630	1.75	2.45	0.35	3.15	2.80	0.00	0.00	0.00		2.45	87.06	100
1700	2.45	2.10	0.00	3.15	2.80	0.00	0.00	0.00		3.50	87.06	100
1730	3.15	2.10	0.35	1.75	2.10	0.00	0.00	0.00		3.85	85.31	100
1800	2.80	2.80	1.40	1.75	1.75	0.35	0.00	0.00		3.85	86.71	100
1830	2.80	2.10	1.75	1.05	1.40	0.35	0.00	0.00		3.85	85.66	100
1900	3.85	3.85	1.40	0.00	1.05	0.00	0.35	0.00		4.55	74.13	100
1930	4.20	13.29	3.15	0.00	0.70	0.00	0.35	0.00	0.00	3.85	58.74	100
2000	28.67	5.24	1.05	0.00	2.10	0.00	0.35	0.00	0.00	4.90	47.55	100
2030	18.18	15.38	2.10	1.75	6.64	3.50	0.00	0.00	0.00	5.24	49.30	100
2100	13.99	14.69	1.40	2.80	8.39	3.85	0.35	0.00	0.00	4.90	57.69	100
2130	12.59	9.09	1.05	2.80	8.04	3.50	0.35	0.00	0.00	4.55	65.73	100
2200	9.09	5.59	1.05	2.80	8.04	2.80	0.35	0.00		3.50	78.32	100
2230	4.90	2.45	0.00	2.45	6.64	1.40	0.35	0.00		1.75	88.11	100
2300	3.50	0.35	0.35	1.40	3.85	0.35	0.35	0.00		1.05	96.50	100
2330	0.70	0.35	0.00	0.35	1.05	0.00	0.00	0.00	0.00	1.55	89.18	100
average	3.09	2.93	1.15	1.07	1.58	0.40	0.05	0.00	0.00	5.24	100.00	
maximum	28.67	15.38	3.15	4.55	8.39	3.85	0.35	0.00	0.00	1.63	13.31	
std. dev.	5.28	3.89	0.89	1.31	2.30	0.95	0.12	0.00	0.00			

**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.*

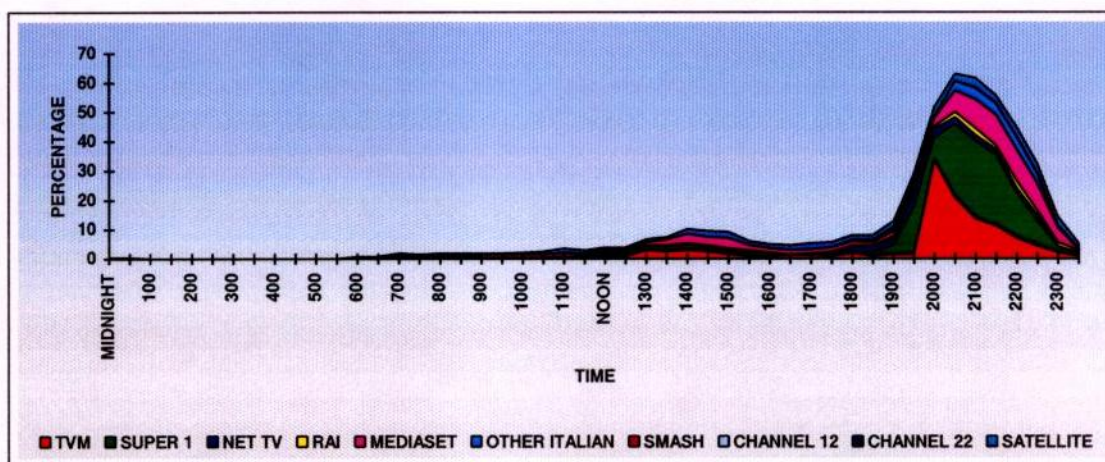


Fig 8.3: TV Audience Shares: Monday

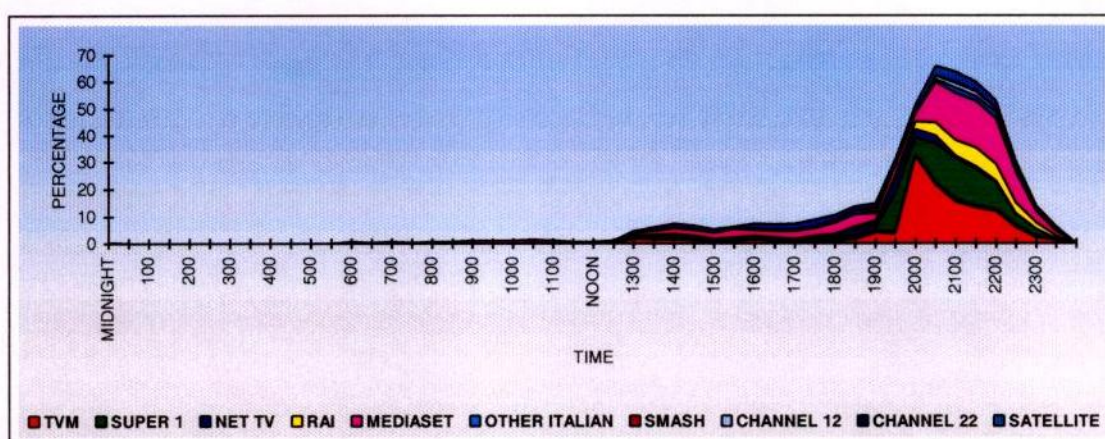


Fig 8.4: TV Audience Shares: Tuesday

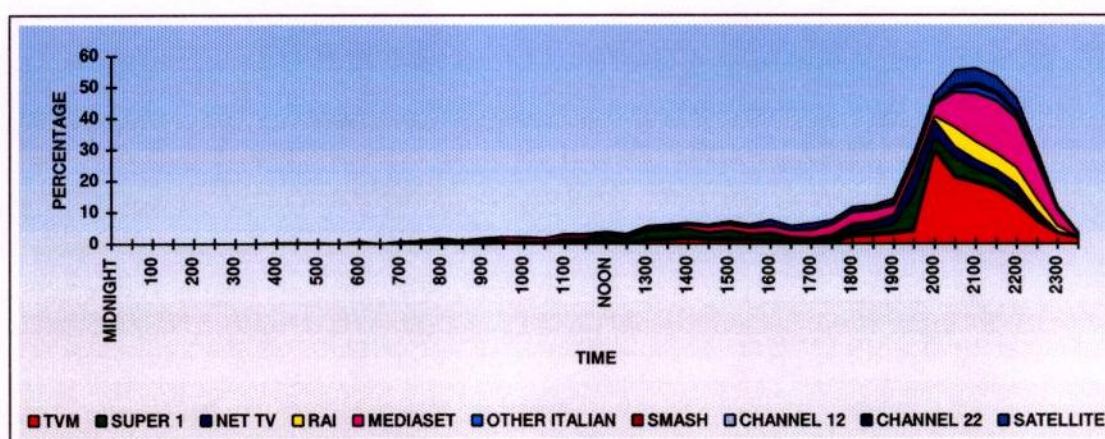


Fig 8.5: TV Audience Shares: Wednesday

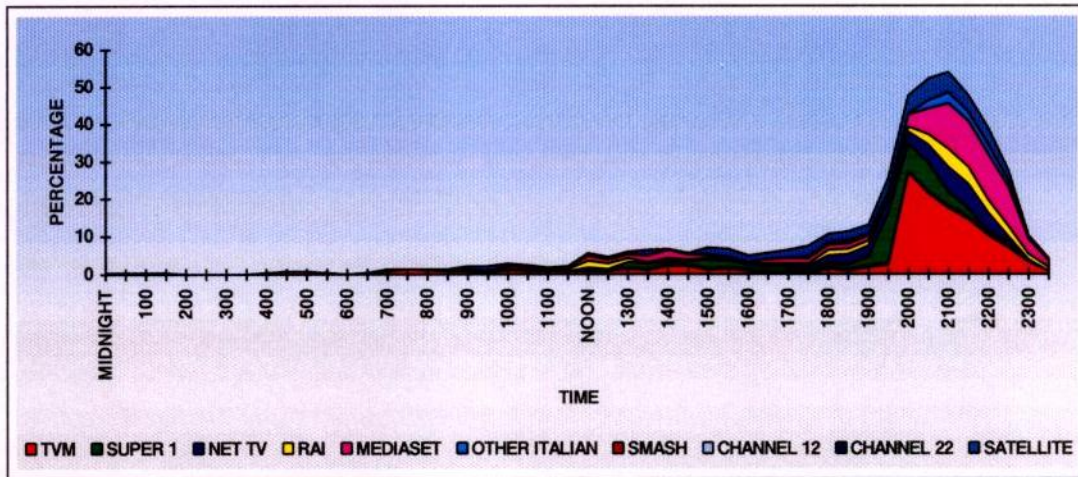


Fig 8.6: TV Audience Shares: Thursday

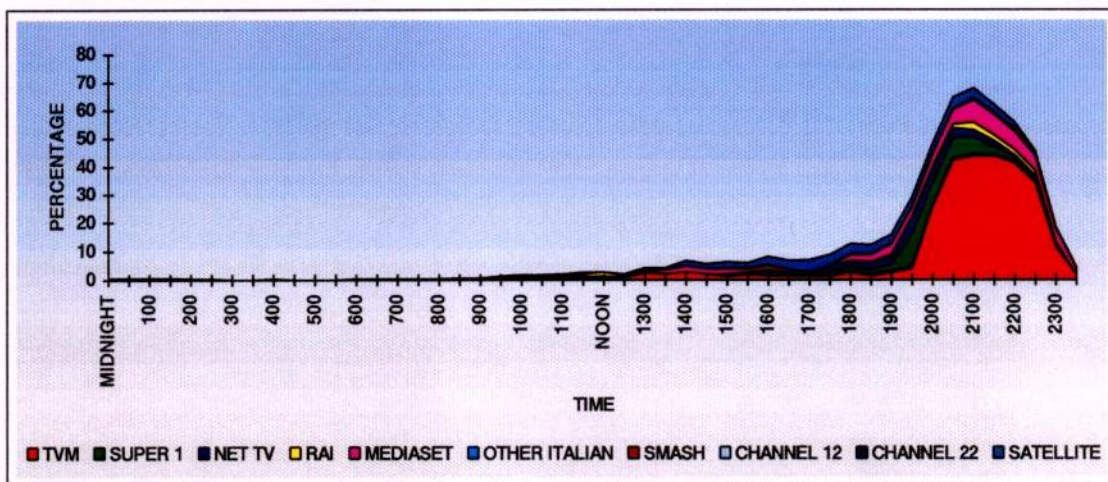


Fig 8.7: TV Audience Shares: Friday

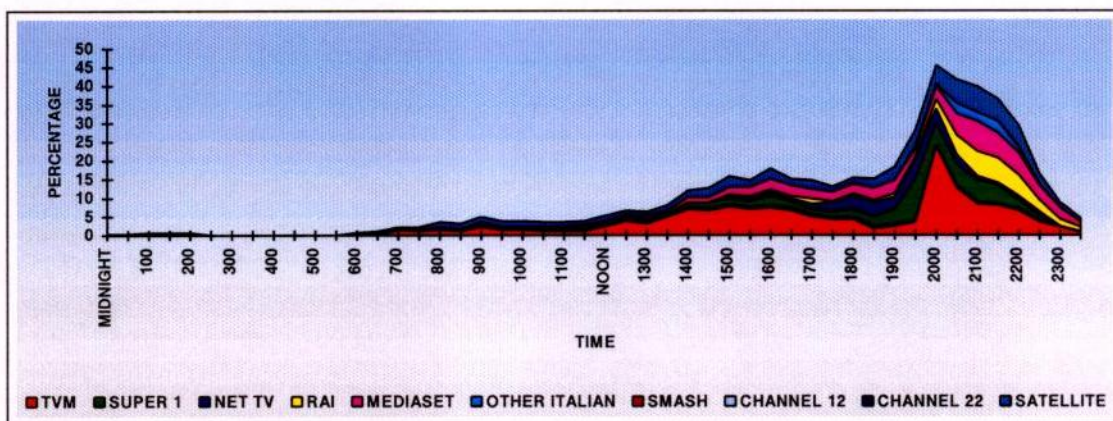


Fig 8.8: TV Audience Shares: Saturday

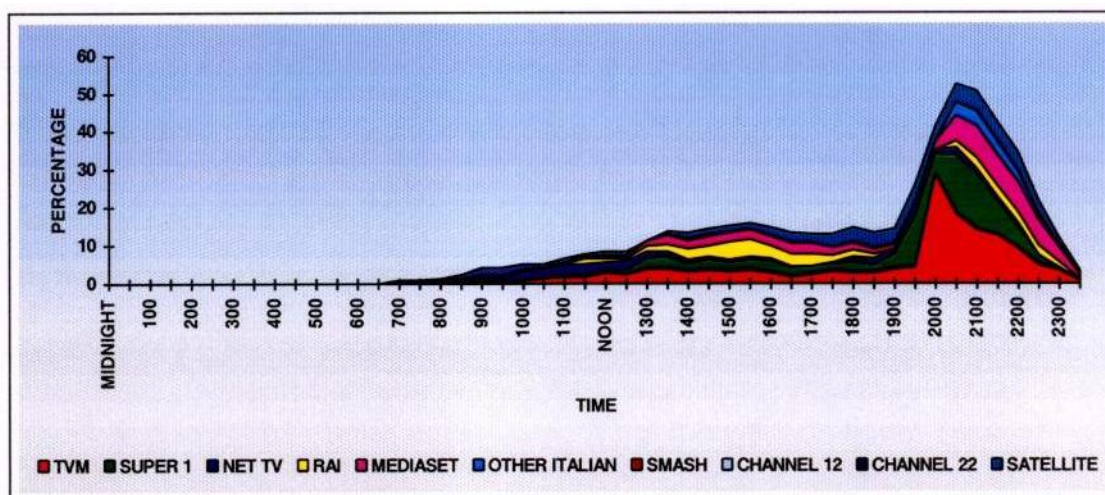


Fig 8.9: TV Audience Shares: Sunday

8.12.0 TV Audience Share

The data in Table 8.3, which is also graphically presented in Figures 8.10 and 8.11, summarise the comparative figures for the Daily Average TV Audience Levels for the two 1999 studies, 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 two most striking changes over the last six months is the striking loss of audience share by TVM and the concomitant increase in audience share by Super 1 TV. Gains in audience share have been registered as follows: Super 1 TV (+8.9%); Satellite (+2.8%); NET TV (+2.4%), Other Italian Stations (+0.9%); and Channel 22 (+0.2%). Meantime the following losses in audience share have been registered: follows: TVM (-12.6%); RAI (-1.5%); Mediaset (-1%) and Smash TV (-0.3%). Channel 12 has not registered any change in its audience share.

Table 8.3: Daily Average Audience Levels for TV
March & October 1999

(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
March 1999: Daily Average	4.55	1.42	1.38	0.87	1.96	0.18	0.07	0.03	0.00	0.88
October 1999: Daily Average	3.25	2.53	1.73	0.73	1.93	0.29	0.04	0.04	0.02	1.25

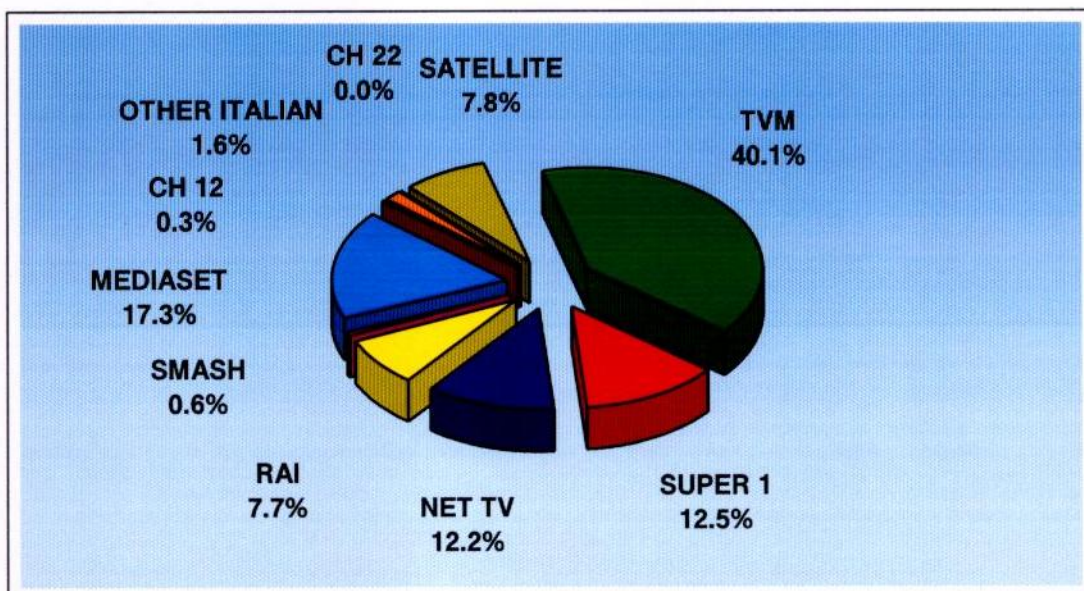


Fig. 8.10: Daily Average Audience TV Levels: *March 1999*

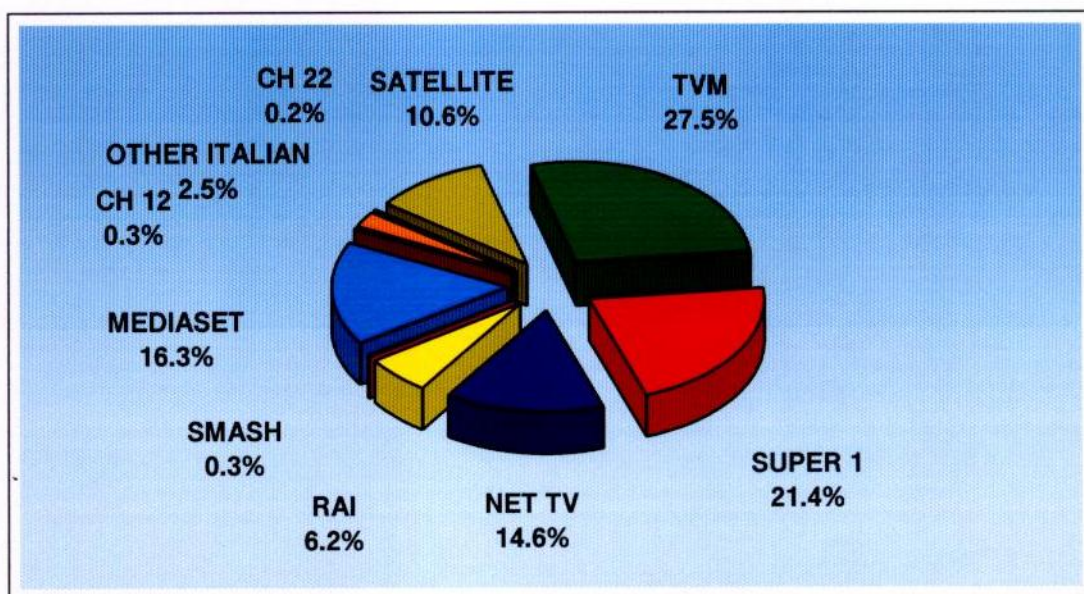


Fig. 8.11: Daily Average Audience TV Levels – *October 1999*

IX CONCLUSION

- 9.1 The October 1999 audience audit is the first the Broadcasting Authority is taking at this time of the year. The decision to undertake this study will, as more longitudinal data become available, allow the Authority and all the other players in field, to construct a more holistic picture of the performance of the national radio and television stations than would be possible with just one such study per annum.
- 9.2 In the preceding chapters the findings from this study has been discussed in some detail and comparisons were continuously made with March 1999 findings, and, where considered appropriate, also with the findings of earlier studies. What follows is a summary of the data discussed already 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.
- 9.3 The trends that have been more or less detected affect audience size and apportionment for both Radio and TV. Interesting shifts have taken place in overall audience shares in both radio and TV. The greatest gain in Radio audiences was registered by RTK despite the fact that the station is now broadcasting music from official closing time to the official opening time in the morning. On the basis of transmissions between *6.00 a.m. and midnight* the gain/loss shifts affecting the different stations since the March study are as follows: RTK (+5.9%); Capital Radio (+2%); Radio 101 (+1.4%); Bay Radio (+1.4%) and by University Radio (+0.1%). Super 1 Radio (-6%), Radio Malta 1 (-1.3%); Radio Calypso (-1.3%); Island Sound (-1%); Radio Malta 2 (-0.2%); Radju MAS (-0.6%) and FM Bronja (-0.2%).
- 9.4 Losses and gains show that the local radio audience scene is vital. Naturally the popularity of the 'big' radio stations has not experienced any truly radical shifts, and they still enjoy a wide appeal. This notwithstanding, the fact that changes have occurred even over a relatively short period of time shows that the market place is quite sensitive to the product.
- 9.5 The same can be said of the television stations. In this segment the shifts, which are of two kinds, have also been quite significant. The first type of shifts refers to the audience share enjoyed by the stations. Compared to the March position, the following shifts have been documented by this study: Super 1 TV (+8.9%); Satellite (+2.8%); NET TV (+2.4%), Other Italian Stations (+0.9%); and Channel 22 (+0.2%). Meantime the following losses in audience share have been registered: follows: TVM (-12.6%); RAI (-1.5%); Mediaset (-1%) and Smash TV (-0.3%). Channel 12 has not registered any change in its audience share. The excellent performance of Super 1 TV and the substantial loss of audience share by the national station are both significant. The first is probably the result of a more attractive schedule that was immediately picked up by Maltese viewers even though it had just been launched. The loss by TVM is partly attributable to the

loss of the early afternoon audiences which had been built up over the previous few years. TVM's audience for the early afternoon have now fallen back to what they had been before this development.

- 9.6 Despite these losses, TVM still remains the main TV station in Malta, with its News Bulletin attracting huge audiences each day of the week. Effectively, this station has other audience pullers, some of which go from strength to strength. *Xarbank* audiences exceed all records, and this programme's popularity offers an interesting window into the wider sociological processes currently at play in Maltese society.
- 9.7 Earlier on, it was suggested that two types of shifts have been noted in this study. The first one has just been discussed and refers to the gains and losses of the different TV stations. The other type of significant change started when *Xarabank* started to gain its popularity, but is now extending itself to other programmes and stations. News is no longer the main crowd puller for TV in Malta. On Monday this new phenomenon is repeated when Super1's *Tghid giet hekk hux!* programme is on air, and this recurs also on Thursday when Net's *TeleviXin* is being broadcast. This shows that despite the generally pervasive interest the Maltese have of news, other tastes are being developed and these are taking over the pre-eminent place hitherto occupied by News Bulletin. In this study, no attempt has been made to unearth the reasons behind this surge in new interests. The reasons could range from annoyance with the current product to a development of new demand for a different set of television products. But this is certainly an aspect which both the Authority and the managers of the different stations would certainly be interested to explore further as competition intensifies.
- 9.8 In other areas this study confirms the findings of earlier studies. Affluence and the concomitant availability of more than one TV set at home has reduced the need for argumentation on who decides which programme is to be seen. When this is not the case, joint decisions are more common now and the extent to which the female partner's wishes are translated into overt decision making is fast approaching those of her male counterpart.
- 9.9 This study also documents that the exposure of the Maltese to outside influences continues to increase, both through the further penetration of cable and also through increased popularity of satellite receiving systems. It has already been noted above that the audience share of satellite stations in Malta has increased by 2.8% since March and now reaches 10.6%. This is not an insignificant amount, and when combined with that of RAI, Mediaset and the other stations grouped under 'Other Italian Stations' suggests that globalisation is taking place quite extensively in the Maltese sitting room, or wherever TV is watched in the Maltese household. This has very deep and far-reaching effects on Maltese culture at its very core.
- 9.10 When the interest of the Maltese in different programme segments is analysed in respect of the individual radio stations, the current study indicates that some interesting shifts have occurred since the March 1999 study. The comparison of the figures for the current study shows that the March 1999 figures are in fact more similar to those obtained in 1996, 1997 and 1998 figures rather than to those

obtained through the current study. This could possibly suggest that the figures for the October study represent seasonal variations. If this were not so, these figures would mean that radio has lost its popularity by a few points since March. These figures show that Music continues to be the sector most liked by Maltese radio listeners, at 74.6%. This is followed by Local News and Foreign News. At the same time Current Affairs has lost interest significantly, even if it did not actually slide down the scale. Could this be related to the fact that News Bulletin in practice are no longer enjoying a pre-eminent place in the scale of preferences among the Maltese even though they say that Local and Foreign News are the two segments they follow most? In respect of TV this is certainly the case as other programmes become more widely followed than the news. Interestingly too, a downward sliding has occurred in two specific areas: Religion and Soap Operas, although this is somewhat contradicted by the continued popularity of *Xhieda*, which remains the second most popular TV programme if the average audience per half-hour slot is worked out for programmes which are longer than 30 minutes. Both of these are very popular programme segments among the Maltese, and the fact that this study suggests that they have lost their relative popularity among Maltese television viewers over the last six months is very interesting.

- 9.11 In summary, the current study has shown that the media scene in Malta is sensitive even to minor changes and that the Maltese, though committed in a general way, are not all set in their behaviour patterns as consumers of different media products. Even over a short period of time, important changes have occurred, and they have been amply documented in the findings of this study. Tastes do change, and the Maltese are showing that their tastes are getting more refined as every day passes by. In a competitive environment media managers need to take these changes into consideration when developing their product because if they do not, they will be negatively affected. In this regard, the power of the media to influence is counterbalanced by the power of the remote control, which, by a mere flick of a button, can block a station or a programme from the viewer, who, despite the attractions, ultimately remains in control. That this is actually happening in Malta, and this study provides important information on the extent to which this is happening, reveals an interesting tale, and one which producers and managers cannot really ignore!

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 that 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, 28 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 Friday, 22 October 1999 until Thursday, 28 October 1999. Interviews were effectively carried out in *Valletta, Cospicua, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), Balzan, B'Kara, B'Bugia, Fgura, Gzira, Ghaxaq, L-Iklin, Luqa, M'Scala, Mgarr, Mosta, Msida, Naxxar, Pembroke, Rabat (Malta), St Julian's, San Gwann, Sannat, Sliema, Swieqi and Tarxien.*

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 also 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.

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			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

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

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	CALYP 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 tippreferi 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 tippreferi 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 tisinghu ir-Radju? IVA 1 b) B'kollox xi kemm-il siegha tisma' radio kuljum? [] K3001
LE 2 (K3)

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

Q4. Kollox ma' kollox, liema ahseb li hu l-ahjar stazzjon tar-RADJU li ghandna f'Malta?

(tista' timmarka WIEHED BISS) SHOWCARD

RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	IVE FM	SMASH	CALY PSO	UNI R	MAS	FM BRONJA	CAPITAL	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	K5A)

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

(tista' timmarka WIEHED BISS) SHOWCARD

	RM1	RM2	SUPER 1	RAD 101	IS	BAY	RTK	LIVE FM	SMASH	CALYPS	UNIR	MAS	FM BRONJA	CAPITAL	
MUZIKA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K5)
DISKUSSIONIET 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	K10)
RELIGJUZI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K11)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K12)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K13)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K14)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K15)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	K16)

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)

d. Inti x'hin tippreferi li jkunu l-ahbarijiet tat-TV fil-ghaxija? [] (K18A)

Q7a. Ghandek Servizz tal-Cable TV?

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

K 19

Q7b. Ghandek The Move Channel u/jew The Sports Channel?

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

K 19a

K19b

Q8. Liema Stazzjon tahseb li hu l-ahjar ghall-...?

	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

Q9. INTI SSEGWIHOM IL-PROGRAMMI POLITICI TAL-AWTORITA' TAX-XANDIR

DEJJEM 1
KULTANT 2
QATT 3 (K37)

Q11. MILL-ESPERJENZA TIEGHEK MIN TAHSEB HI L-PERSUNA LI GHANDHA L-AKTAR INFLUWENZA FIL-FAMILJA BIEH TIDDECIEDI X'TV CHANNEL JINTAGHZEL?

(mark ONE only)

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

Q12. HEMM XI PROGRAMMI GODDA LI TIXTIEQ LI JINTWEREW FUQ IT-TV JEW JINSTEMGHU FUQ IR-RADJU? TV _____

(K39001-09)

RADJU _____

(K40001-09)

CLASSIFICATION

INTERVIEWER'S INITIALS [] C2

DAY OF INTERVIEW: SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

(C3)

Gender: Male
Female

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

Audience Audit & Opinion Study - 1999

[] SCN

iii. Socio-Economic Category:

OCCUPATION OF SELF/HEAD OF HOUSEHOLD

(Please write in FULL: if Housewife, please write that of Head of Household)

IF PENSIONER, please write trade prior to retirement IN FULL

Group 1 AB professional, managerial, administrative
Group 2 C 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 paid by Govt.

1
2
3
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.

	TVM	SUP1	NET TV	RAI	MEDIA SET	OTHER ITALIAN	SMASH	CHANNE 12	CHANNEL 22	SATELLIT	
MIDNIGHT	1		3	4	5	6	7			10	T0000
0.30	1		3	4	5	6	7			10	T0030
1.00	1		3	4	5	6	7			10	T0100
1.30	1		3	4	5	6	7			10	T0130
2.00	1		3	4	5	6	7			10	T0200
2.30	1		3	4	5	6	7			10	T0230
3.00	1		3	4	5	6	7			10	T0300
3.30	1		3	4	5	6	7			10	T0330
4.00	1		3	4	5	6	7			10	T0400
4.30	1		3	4	5	6	7			10	T0430
5.00	1		3	4	5	6	7			10	T0500
5.30	1		3	4	5	6	7			10	T0530
6.00	1	2	3	4	5	6	7			10	T0600
6.30	1	2	3	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			10	T0800
8.30	1	2	3	4	5	6	7			10	T0830
9.00	1	2	3	4	5	6	7			10	T0900
9.30	1	2	3	4	5	6	7			10	T0930
10.00	1	2	3	4	5	6	7		9	10	T1000
10.30	1	2	3	4	5	6	7		9	10	T1030
11.00	1	2	3	4	5	6	7		9	10	T1100
11.30	1	2	3	4	5	6	7			10	T1130
NOON	1	2	3	4	5	6	7			10	T1200
12.30	1	2	3	4	5	6	7			10	T1230
1.00	1	2	3	4	5	6	7			10	T1300
1.30	1	2	3	4	5	6	7			10	T1330
2.00	1	2	3	4	5	6	7			10	T1400
2.30	1	2	3	4	5	6	7			10	T1430
3.00	1	2	3	4	5	6	7			10	T1500
3.30	1	2	3	4	5	6	7			10	T1530
4.00	1	2	3	4	5	6	7		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		9	10	T1830
7.00	1	2	3	4	5	6	7		9	10	T1900
7.30	1	2	3	4	5	6	7		9	10	T1930
8.00	1	2	3	4	5	6	7		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		9	10	T2230
11.00	1	2	3	4	5	6	7			10	T2300
11.30	1	2	3	4	5	6	7			10	T2330