

A Report

on A Study of

TV and Radio Audiences in Malta

(Part III – Absolute Figures)

prepared for the

Broadcasting Authority

by

Mario Vassallo

B.A., Lic.D., D.Phil. (Oxon.)

Brazilia Court 4,
Tunnara Promenade,
Mellieha.

Tel: 466841

Fax: 522227

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

	RM1	RM2	SUPER	TOT	IS	BAY	RTK	IVE FM	IMASH	CALY PSO	UNI TADIC	MAS	FM BRONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0030	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0100	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0130	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0200	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0230	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0300	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0330	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0400	2188	1094	1094	0	0	0		0	0	0			0	0	308524	312900
0430	1094	1094	1094	0	0	0		0	0	0			0	0	309618	312900
0500	1094	1094	1094	1094	0	0		0	0	0			0	0	308524	312900
0530	1094	0	1094	0	0	0	2188	0	0	0			0	0	308524	312900
0600	5470	0	2188	1094	0	0	8752	0	0	1094		0	0	0	294301	312900
0630	6564	0	4376	2188	0	4376	8752	0	1094	1094		0	0	0	284455	312900
0700	6564	0	8752	4376	0	4376	9847	0	2188	1094		0	0	0	275702	312900
0730	4376	0	9847	8752	1094	3282	10941	0	2188	0		0	0	0	272420	312900
0800	5470	1094	12035	12035	1094	1094	10941	0	2188	2188		0	0	3282	261479	312900
0830	7658	1094	13129	10941	2188	3282	13129	0	2188	2188		0	0	1094	256009	312900
0900	9847	0	19693	10941	2188	4376	18599	0	2188	4376		0	0	3282	237410	312900
0930	9847	1094	19693	12035	4376	4376	19693	0	2188	4376		0	0	4376	230846	312900
1000	10941	1094	21881	7658	4376	3282	22975	0	2188	5470		0	0	4376	228658	312900
1030	10941	0	18599	7658	3282	2188	21881	0	1094	5470		0	0	4376	237410	312900
1100	7658	0	18599	7658	3282	0	21881	0	1094	3282		0	0	4376	245069	312900
1130	5470	0	15317	7658	3282	0	20787	0	1094	2188		0	0	4376	252727	312900
NOON	5470	0	15317	6564	2188	0	20787	0	2188	1094		0	0	3282	256009	312900
1230	3282	0	16411	3282	2188	0	15317	0	2188	1094		0	0	3282	265856	312900
1300	4376	0	18599	2188	1094	0	13129	0	2188	1094		0	0	2188	268044	312900
1330	4376	0	15317	1094	2188	0	10941	0	2188	1094		0	0	2188	273514	312900
1400	4376	0	14223	2188	1094	0	10941	0	2188	1094		0	0	2188	274608	312900
1430	5470	0	13129	3282	0	0	10941	0	3282	2188		0	0	1094	273514	312900
1500	4376	0	9847	3282	0	0	9847	0	4376	3282		0	0	1094	276796	312900
1530	4376	0	8752	3282	0	0	9847	0	4376	3282		0	0	1094	277890	312900
1600	5470	0	9847	1094	1094	0	10941	0	4376	3282		0	0	1094	275702	312900
1630	5470	0	8752	1094	2188	0	12035	0	4376	1094	0		0	2188	275702	312900
1700	6564	0	10941	1094	3282	0	9847	0	3282	1094	0		1094	4376	271326	312900
1730	2188	0	9847	1094	2188	0	10941	0	2188	1094	0		1094	2188	280078	312900
1800	4376	0	14223	3282	2188	2188	10941	0	2188	1094	0		0	1094	271326	312900
1830	3282	0	9847	3282	2188	2188	8752	0	2188	2188	0		0	1094	277890	312900
1900	2188	0	6564	2188	2188	3282	10941	0	2188	2188	0		0	3282	277890	312900
1930	2188	0	4376	2188	1094	2188	2183	0	2188	1094	0		0	2188	293207	312900
2000	5470	0	2188	1094	0	1094	2188	0	2188	1094	0		0	1094	296489	312900
2030	3282	0	2188	1094	0	0	3282	0	0	0	0		0	0	303053	312900
2100	2188	0	2188	1094	1094	0	3282	0	0	0	0		0	0	303053	312900
2130	1094	0	2188	0	1094	0	3282	0	0	0	0		0	0	305242	312900
2200	1094	0	1094	0	1094	0	1094	0	1094	0	0		0	0	307430	312900
2230	1094	0	1094	0	1094	0	1094	0	1094	0	0		0	0	307430	312900
2300	0	0	1094	0	1094	0	1094	0	1094	0	0		0	0	308524	312900
2330	0	0	1094	0	0	0	0	0	0	0	0		0	0	311806	312900
average	3898	160	7841	2872	1162	866	10379	0	1482	1276	0	0	46	1345	283953	312900
maximum	10941	1094	21881	12035	4376	4376	22975	0	4376	5470	0	0	1094	4376	311806	312900
std. dev	2877	386	6720	3557	1271	1461	6508	0	1349	1504	0	0	219	1583	24451	
average for 0600 2400 hrs	4802	122	10090	3799	1550	1155	10606	0	1975	1702	0	0	61	1759	275246	

*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	TOT	IS	BAY	RTK	IVE/EM	MA3E	CALY PSO	UNI RADIO	MAG	FW 3RONJA	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0030	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0100	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0130	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0200	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0230	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0300	0	0	0	0	0	0		0	0	0			1094	0	311806	312900
0330	0	0	0	0	0	0		0	0	0			1094	0	311806	312900
0400	1094	0	0	0	0	0		0	0	0			1094	0	310712	312900
0430	1094	0	0	0	0	0		0	0	0			1094	0	310712	312900
0500	1094	1094	0	1094	0	0		0	0	0			1094	1094	307430	312900
0530	1094	1094	0	0	0	1094	1094	0	0	0			1094	1094	306336	312900
0600	5470	1094	1094	1094	0	1094	3282	0	0	2188		0	1094	1094	295395	312900
0630	6564	1094	4376	3282	0	4376	3282	0	2188	2188		0	0	1094	284455	312900
0700	5470	1094	5470	6564	1094	5470	4376	0	1094	2188		0	0	1094	278984	312900
0730	5470	1094	5470	6564	2188	2188	7658	0	1094	1094		0	0	1094	278984	312900
0800	6564	1094	9847	6564	1094	1094	10941	0	1094	3282		0	0	3282	268044	312900
0830	6564	1094	7658	6564	1094	0	14223	0	1094	3282		0	0	3282	268044	312900
0900	8752	0	13129	6564	0	2188	13129	0	2188	5470		1094	0	5470	254915	312900
0930	8752	1094	13129	7658	0	2188	17505	0	2188	4376		1094	0	6564	248351	312900
1000	8752	1094	14223	8752	1094	1094	20787	0	3282	6564		1094	0	6564	239598	312900
1030	7658	1094	14223	8752	1094	0	19693	0	3282	5470		1094	0	6564	243974	312900
1100	7658	2188	15317	9847	1094	1094	19693	0	3282	3282		1094	0	6564	241786	312900
1130	6564	2188	15317	7658	1094	1094	16411	0	2188	3282		1094	0	6564	249445	312900
NOON	5470	0	19693	8752	0	1094	14223	0	2188	3282		0	0	6564	251633	312900
1230	5470	0	22975	5470	0	1094	8752	0	1094	4376		0	0	3282	260385	312900
1300	3282	0	18599	4376	0	1094	8752	0	1094	4376		0	0	3282	268044	312900
1330	3282	0	15317	3282	0	1094	6564	0	1094	3282		0	0	3282	275702	312900
1400	3282	0	10941	4376	0	1094	6564	0	1094	2188		0	0	3282	280078	312900
1430	4376	0	9847	2188	0	1094	3282	0	1094	1094		0	0	3282	286643	312900
1500	3282	0	7658	2188	0	1094	2188	0	2188	1094		0	0	4376	288831	312900
1530	3282	0	8752	2188	0	2188	2188	0	3282	2188		0	0	5470	283360	312900
1600	3282	0	12035	3282	1094	0	5470	0	3282	2188		0	0	6564	275702	312900
1630	3282	0	12035	3282	1094	0	5470	0	3282	1094	0		0	5470	277890	312900
1700	4376	0	13129	6564	1094	1094	6564	0	2188	1094	0		0	5470	271326	312900
1730	4376	0	10941	4376	1094	1094	7658	0	1094	1094	0		0	5470	275702	312900
1800	5470	1094	14223	7658	1094	3282	7658	0	0	1094	0		0	3282	268044	312900
1830	2188	1094	9847	2188	1094	2188	7658	0	1094	1094	0		0	3282	281172	312900
1900	2188	1094	5470	1094	1094	2188	9847	0	1094	1094	0		0	3282	284455	312900
1930	1094	1094	1094	0	1094	1094	2188	0	1094	1094	0		0	1094	301959	312900
2000	0	0	1094	0	0	1094	2188	0	0	0	0		0	1094	307430	312900
2030	0	0	2188	0	0	1094	2188	0	0	0	0		0	0	307430	312900
2100	0	0	1094	0	0	1094	2188	0	0	0	0		0	0	308524	312900
2130	0	0	1094	0	0	1094	2188	0	0	0	0		0	0	308524	312900
2200	0	0	2188	0	0	0	1094	0	0	0	0		0	0	309618	312900
2230	0	0	1094	0	0	0	1094	0	0	0	0		0	0	310712	312900
2300	0	0	0	0	0	0	0	0	0	0	0		0	0	312900	312900
2330	1094	0	0	0	0	0	0	0	1094	0			0	0	310712	312900
average	3077	433	6678	2963	387	1003	7244	0	1048	1550	0	313	160	2484	287395	312900
maximum	8752	2188	22975	9847	2188	5470	20787	0	3282	6564	0	1094	1094	6564	312900	312900
std. dev	2866	621	6596	3205	569	1157	5929	0	1138	1770	0	464	386	2464	23252	
average of OBS 2400 hrs	3881	517	8904	3920	517	1307	7415	0	1398	2067	0	313	30	3252	279410	

**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	101	IS	BAY	RTK	IVE FM	IMAGI	CALY PSO	UNI RADIO	VAS	FM IRONLY	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	1094	0	0	0	0	0	1094	0		0	1094	0	309618	312900
0030	0	0	1094	0	0	0		0	1094	0			1094	0	309618	312900
0100	0	0	1094	0	0	0		0	1094	0			1094	0	309618	312900
0130	0	0	1094	0	0	0		0	0	0			1094	0	310712	312900
0200	1094	0	1094	0	0	0		0	0	0			1094	0	309618	312900
0230	1094	0	1094	0	0	0		0	0	0			1094	0	309618	312900
0300	1094	0	1094	0	0	0		0	0	0			1094	0	309618	312900
0330	1094	0	1094	0	0	0		0	0	0			1094	0	309618	312900
0400	1094	0	2188	0	0	0		0	0	0			1094	0	308524	312900
0430	1094	0	2188	0	0	0		0	0	0			1094	1094	307430	312900
0500	1094	0	2188	0	0	0		0	0	0			1094	1094	307430	312900
0530	1094	1094	3282	0	0	0	1094	0	0	0			1094	1094	304148	312900
0600	5470	1094	3282	3282	0	0	2188	0	0	1094		0	1094	2188	293207	312900
0630	5470	1094	8752	4376	0	1094	2188	0	0	1094		0	0	3282	285549	312900
0700	3282	1094	14223	7658	1094	2188	0	0	1094	1094		0	0	4376	276796	312900
0730	2188	1094	13129	6564	2188	2188	1094	0	0	0		0	0	5470	278984	312900
0800	3282	1094	17505	4376	2188	3282	2188	0	0	0		0	0	4376	274608	312900
0830	4376	1094	15317	5470	2188	4376	6564	0	1094	1094		0	0	4376	266950	312900
0900	4376	1094	19693	8752	0	5470	12035	0	3282	2188		1094	0	5470	249445	312900
0930	3282	1094	20787	9847	1094	6564	14223	0	4376	2188		1094	0	6564	241786	312900
1000	4376	0	17505	14223	1094	6564	16411	0	5470	2188		1094	1094	8752	234128	312900
1030	3282	0	18599	15317	1094	6564	15317	0	4376	2188		1094	1094	7658	236316	312900
1100	2188	0	19693	14223	0	6564	15317	0	5470	4376		1094	1094	7658	235222	312900
1130	2188	0	19693	9847	0	7658	14223	0	5470	4376		1094	1094	6564	240692	312900
NOON	2188	0	18599	12035	0	6564	10941	0	4376	4376		0	1094	7658	245069	312900
1230	3282	0	17505	3282	0	5470	5470	0	2188	4376		0	0	7658	263667	312900
1300	3282	0	15317	2188	0	5470	3282	0	2188	4376		0	0	7658	269138	312900
1330	3282	0	14223	2188	0	4376	3282	0	2188	4376		0	0	7658	271326	312900
1400	2188	0	12035	3282	0	4376	3282	0	2188	1094		0	0	6564	277890	312900
1430	3282	0	12035	3282	0	3282	2188	0	1094	0		0	0	8752	278984	312900
1500	2188	0	12035	3282	0	3282	4376	0	1094	0		0	0	6564	280078	312900
1530	2188	0	10941	3282	0	4376	3282	0	1094	0		0	0	6564	281172	312900
1600	1094	0	10941	4376	2188	3282	6564	0	2188	1094		0	0	3282	277890	312900
1630	2188	0	7658	4376	2188	3282	6564	0	2188	1094	0		0	5470	277890	312900
1700	3282	0	5470	3282	2188	4376	5470	0	1094	1094	0		0	4376	282266	312900
1730	1094	0	6564	3282	1094	4376	5470	0	1094	1094	0		0	3282	285549	312900
1800	2188	0	9847	7658	1094	3282	8752	0	1094	4376	0		0	1094	273514	312900
1830	1094	0	7658	5470	1094	3282	6564	0	2188	4376	0		0	1094	280078	312900
1900	2188	0	5470	4376	1094	3282	10941	0	1094	4376	0		0	0	280078	312900
1930	2188	0	4376	1094	1094	3282	6564	0	1094	2188	0		0	0	291019	312900
2000	2188	0	4376	1094	0	2188	4376	0	2188	0	0		0	1094	295395	312900
2030	1094	0	3282	0	0	3282	2188	0	1094	0	0		0	0	301959	312900
2100	2188	0	1094	0	0	3282	1094	0	2188	0	0		1094	0	301959	312900
2130	2188	0	1094	0	0	3282	0	0	2188	0	0		1094	0	303053	312900
2200	2188	0	2188	0	0	2188	0	0	2188	0	0		1094	0	303053	312900
2230	1094	0	1094	1094	0	1094	0	0	1094	0	0		1094	0	306336	312900
2300	1094	0	1094	1094	0	0	0	0	1094	0	0		0	0	308524	312900
2330	0	0	1094	1094	0	0	0	0	1094	0			0	0	309618	312900
average	2120	205	8183	3647	479	2781	5500	0	1573	1254	0	313	501	3100	284682	312900
maximu	5470	1094	20787	15317	2188	7658	16411	0	5470	4376	0	1094	1094	8752	310712	312900
std. dev	1347	427	6788	4166	771	2520	4929	0	1529	1656	0	484	545	3129	23206	
average for OBS 2400 hrs	2583	243	10394	4862	638	3708	5622	0	2006	1671	0	313	304	4042	276644	

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

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

	FM1	FM2	SUPER	101	103	BAY	RTK	WEFM	MASS	CALY	UNI	MA5	FM3	CAPITAL	NONE	TOTAL
										PSO	RADIO		3RONLY			
MIDNIGHT	0	0	2188	1094	0	1094		0	0	0			0	0	308524	312900
0030	0	0	2188	0	0	1094		0	0	0			0	0	309618	312900
0100	0	0	2188	0	0	1094		0	0	0			0	0	309618	312900
0130	0	0	2188	0	0	1094		0	0	1094			0	0	308524	312900
0200	0	0	2188	0	0	1094		0	0	1094			0	0	308524	312900
0230	0	0	2188	1094	0	1094		0	0	1094			0	0	307430	312900
0300	0	0	2188	1094	0	1094		0	0	1094			0	0	307430	312900
0330	0	0	2188	1094	0	1094		0	0	1094			0	0	307430	312900
0400	1094	0	2188	1094	0	1094		0	0	1094			0	0	306336	312900
0430	1094	0	2188	0	0	1094		0	0	2188			0	0	306336	312900
0500	1094	0	2188	0	0	1094		0	0	2188			0	0	306336	312900
0530	1094	0	2188	0	0	1094	1094	0	0	2188			0	0	305242	312900
0600	3282	0	4376	3282	0	1094	2188	0	1094	4376		0	0	1094	292113	312900
0630	2188	0	8752	4376	1094	2188	3282	0	0	3282		0	0	2188	285549	312900
0700	2188	0	17505	8752	1094	3282	3282	0	0	3282		0	0	3282	270232	312900
0730	1094	1094	19693	8752	2188	2188	3282	0	1094	2188		0	0	3282	268044	312900
0800	1094	1094	28445	10941	2188	5470	6564	0	4376	5470		0	0	4376	242880	312900
0830	4376	1094	29540	12035	1094	8752	8752	0	6564	5470		0	0	2188	233034	312900
0900	3282	3282	28445	12035	2188	12035	12035	0	8752	6564		0	0	4376	219905	312900
0930	3282	2188	27351	14223	3282	13129	15317	0	9847	6564		0	0	3282	214435	312900
1000	5470	2188	29540	16411	3282	12035	15317	0	1094	6564		0	1094	5470	204588	312900
1030	5470	2188	27351	16411	3282	12035	12035	0	9847	6564		0	1094	5470	211153	312900
1100	4376	2188	27351	16411	3282	10941	12035	0	8752	7658		0	1094	5470	213341	312900
1130	4376	2188	29540	13129	3282	9847	8752	0	8752	5470		0	1094	4376	222093	312900
NOON	6564	2188	25163	10941	2188	7658	8752	0	7658	6564		0	2188	3282	229752	312900
1230	4376	1094	24069	5470	1094	6564	7658	0	5470	5470		0	2188	3282	246163	312900
1300	3282	1094	24069	4376	1094	5470	6564	0	4376	4376		1094	1094	3282	252727	312900
1330	3282	1094	24069	3282	1094	4376	6564	0	5470	4376		0	1094	3282	254915	312900
1400	3282	1094	20787	4376	1094	4376	7658	0	4376	3282		0	0	3282	259291	312900
1430	4376	0	21881	5470	1094	4376	6564	0	3282	3282		1094	0	4376	257103	312900
1500	2188	0	19693	3282	1094	6564	9847	0	3282	3282		1094	0	3282	259291	312900
1530	1094	0	19693	3282	1094	5470	10941	0	3282	4376		1094	0	3282	259291	312900
1600	2188	0	20787	3282	1094	6564	9847	0	5470	7658		0	0	4376	251633	312900
1630	1094	0	18599	3282	0	7658	9847	0	4376	6564	0		0	4376	257103	312900
1700	1094	0	18599	2188	2188	8752	4376	0	2188	7658	0		0	3282	262573	312900
1730	1094	0	21881	2188	1094	6564	1094	0	2188	6564	0		0	1094	269138	312900
1800	1094	0	16411	4376	1094	6564	3282	0	3282	4376	0		1094	3282	268044	312900
1830	1094	0	12035	7658	1094	6564	3282	0	1094	4376	0		1094	1094	273514	312900
1900	1094	0	12035	2188	0	4376	3282	0	1094	3282	0		0	2188	283360	312900
1930	2188	0	9847	1094	0	4376	2188	0	1094	1094	0		0	1094	289925	312900
2000	2188	1094	7658	1094	1094	3282	1094	0	1094	1094	0		0	2188	291019	312900
2030	1094	1094	5470	0	0	1094	1094	0	2188	1094	0		0	2188	297583	312900
2100	1094	0	5470	1094	1094	2188	1094	0	2188	2188	0		0	1094	295395	312900
2130	0	0	5470	1094	1094	1094	0	0	1094	1094	0		0	0	301959	312900
2200	0	0	4376	1094	1094	1094	1094	0	0	1094	0		0	0	303053	312900
2230	0	0	3282	0	1094	1094	1094	0	1094	0	0		0	0	305242	312900
2300	0	0	3282	0	0	2188	1094	0	0	0	0		0	0	306336	312900
2330	0	0	3282	0	0	3282	1094	0	0	0	0		0	0	305242	312900
average	1846	547	13585	4445	1003	4536	5766	0	2826	3328	0	208	274	2051	273924	312900
maximum	6564	3282	29540	16411	3282	13129	15317	0	1094	7658	0	1094	2188	5470	309618	312900
std. dev.	1746	865	10192	5006	1044	3601	4374	0	3227	2425	0	430	569	1836	32301	
average for 060-2400 hrs	2340	729	17383	5774	1337	5683	5896	0	3768	4072	0	208	365	2735	262695	

*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*)

	FM1	FM2	SUPER	101	IS	BAY	RTK	IVE FM	JMAST	CALY PSD	UNI TADIC	VAS	FM FRONL	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	1094	0	0	2188		0	0	0			0	0	309618	312900
0030	0	0	1094	0	0	2188		0	0	0			0	0	309618	312900
0100	0	0	1094	0	0	2188		0	0	0			0	0	309618	312900
0130	0	0	1094	0	0	2188		0	0	0			0	0	309618	312900
0200	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0230	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0300	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0330	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0400	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0430	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0500	0	0	1094	0	0	1094		0	0	1094			0	0	309618	312900
0530	0	0	1094	0	0	1094	0	0	0	1094			0	0	309618	312900
0600	0	0	2188	4376	0	1094	3282	0	1094	2188		0	0	0	298677	312900
0630	0	0	4376	6564	0	2188	3282	0	0	2188		0	0	1094	293207	312900
0700	1094	1094	10941	9847	1094	4376	5470	0	2188	3282		0	0	2188	271326	312900
0730	2188	0	15317	12035	1094	7658	5470	0	3282	2188		0	0	2188	261479	312900
0800	4376	1094	24069	14223	2188	8752	6564	0	5470	3282		0	0	7658	235222	312900
0830	6564	1094	25163	15317	2188	7658	7658	0	4376	6564		0	0	8752	227564	312900
0900	6564	2188	28445	15317	5470	7658	10941	0	6564	7658		0	0	8752	213341	312900
0930	8752	2188	28445	15317	5470	7658	15317	0	6564	7658		0	0	6564	208965	312900
1000	8752	4376	27351	17505	2188	6564	17505	0	6564	7658		0	0	6564	207871	312900
1030	9847	4376	26257	14223	2188	5470	17505	0	6564	7658		0	0	5470	213341	312900
1100	7658	4376	25163	14223	2188	7658	17505	0	6564	6564		0	0	5470	215529	312900
1130	5470	4376	24069	14223	2188	5470	16411	0	6564	5470		0	0	6564	222093	312900
NOON	7658	4376	26257	13129	2188	5470	14223	0	4376	6564		0	0	5470	223187	312900
1230	3282	0	21881	7658	2188	5470	12035	0	3282	3282		1094	0	4376	248351	312900
1300	2188	0	18599	7658	2188	6564	8752	0	3282	3282		1094	0	4376	254915	312900
1330	2188	1094	19693	7658	2188	5470	8752	0	5470	3282		1094	0	4376	251633	312900
1400	3282	2188	16411	9847	2188	6564	7658	0	5470	3282		1094	0	3282	251633	312900
1430	4376	2188	15317	7658	2188	5470	8752	0	5470	3282		1094	0	3282	253821	312900
1500	3282	1094	15317	7658	1094	5470	7658	0	6564	4376		1094	1094	4376	253821	312900
1530	2188	1094	15317	7658	1094	6564	7658	0	5470	4376		1094	1094	4376	254915	312900
1600	4376	1094	15317	6564	1094	7658	6564	0	4376	4376		1094	2188	5470	252727	312900
1630	3282	1094	17505	5470	1094	7658	6564	0	1094	4376	0	0	2188	3282	259291	312900
1700	3282	1094	17505	5470	1094	5470	6564	0	1094	5470	1094	0	0	4376	260385	312900
1730	3282	1094	17505	5470	1094	5470	5470	0	0	5470	1094	0	0	3282	263667	312900
1800	3282	1094	13129	8752	1094	5470	6564	0	1094	4376	1094	0	0	3282	263667	312900
1830	3282	1094	9847	6564	1094	5470	6564	0	1094	4376	1094	0	0	2188	270232	312900
1900	2188	1094	9847	6564	1094	4376	6564	0	2188	4376	0	0	0	3282	271326	312900
1930	1094	0	8752	5470	1094	3282	5470	0	1094	4376	0	0	0	2188	280078	312900
2000	3282	1094	6564	3282	0	2188	4376	0	1094	4376	0	0	0	1094	285549	312900
2030	2188	1094	4376	2188	1094	2188	0	0	1094	2188	0	0	0	1094	295395	312900
2100	1094	1094	5470	1094	0	1094	0	0	1094	1094	0	0	0	1094	299771	312900
2130	1094	1094	6564	0	0	2188	0	0	1094	1094	0	0	0	1094	298677	312900
2200	0	1094	3282	0	0	2188	1094	0	0	1094	0	0	0	0	304148	312900
2230	0	1094	2188	0	0	2188	2188	0	0	0	0	0	0	0	305242	312900
2300	0	2188	1094	0	0	1094	0	0	0	0	0	0	0	0	308524	312900
2330	0	1094	1094	0	0	1094	0	0	0	0		0	0	0	309618	312900
average	2530	1140	11328	5812	1071	4080	7037	0	2325	3123	292	417	137	2644	273013	312900
maximum	9847	4376	28445	17505	5470	8752	17505	0	6564	7658	1094	1094	2188	8752	309618	312900
std. dev	2755	1301	9508	5525	1273	2504	5173	0	2513	2253	484	551	480	2622	33903	
average for 060 2400 hrs	3373	1520	14739	7750	1428	4954	7233	0	3100	3920	292	417	182	3525	260811	

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

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

	RM1	RM2	SUPER	TOT	IS	BAY	RTK	IVE FM	MAST	CALY PSO	UNI RADIO	MAS	FM FRONT	CAPITAL	NONE	TOTAL
MIDNIGHT	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0030	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0100	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0130	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0200	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0230	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0300	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0330	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0400	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0430	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0500	0	0	0	0	0	0		0	0	0			0	0	312900	312900
0530	0	0	0	0	0	0	0	0	0	0			0	0	312900	312900
0600	1094	0	1094	2188	1094	0	2202	0	0	0		0	0	1094	304148	312900
0630	0	1094	2188	2188	1094	0	3303	0	1094	0		0	0	2188	299771	312900
0700	2188	1094	5470	4376	3282	1094	5505	0	1094	1094		0	0	2188	285549	312900
0730	2188	1094	8752	4376	4376	1094	6606	0	1094	1094		0	0	3282	278984	312900
0800	4376	1094	10941	5470	4376	7658	13213	0	1094	2188		0	1094	4376	257103	312900
0830	6564	1094	15317	6564	5470	8752	15415	0	1094	2188		0	1094	3282	246163	312900
0900	12035	3282	16411	12035	3282	12035	18718	0	3282	6564		2188	1094	5470	216623	312900
0930	10941	3282	15317	14223	3282	13129	16516	0	3282	5470		2188	1094	5470	218811	312900
1000	8752	4376	17505	16411	3282	12035	20920	0	4376	6564		2188	0	6564	210059	312900
1030	6564	4376	16411	15317	3282	10941	18718	0	4376	5470		2188	0	6564	218811	312900
1100	6564	4376	14223	14223	2188	10941	17617	0	3282	5470		1094	0	6564	226470	312900
1130	6564	3282	12035	13129	2188	10941	14314	0	2188	4376		1094	0	6564	236316	312900
NOON	4376	1094	13129	13129	2188	8752	8808	0	1094	2188		1094	0	4376	252727	312900
1230	2188	1094	13129	6564	2188	5470	7707	0	1094	2188		1094	0	3282	266950	312900
1300	3282	1094	8752	6564	2188	6564	7707	0	1094	2188		1094	0	1094	271326	312900
1330	2188	2188	7658	4376	2188	6564	6606	0	1094	2188		1094	0	2188	274608	312900
1400	4376	2188	8752	4376	1094	5470	7707	0	2188	2188		1094	0	3282	270232	312900
1430	6564	0	8752	5470	1094	4376	7707	0	2188	2188		1094	0	3282	270232	312900
1500	6564	0	8752	5470	1094	3282	7707	0	2188	2188		1094	0	4376	270232	312900
1530	5470	0	7658	5470	1094	3282	7707	0	1094	2188		1094	1094	3282	273514	312900
1600	4376	0	8752	3282	1094	4376	4404	0	3282	2188		1094	1094	3282	275702	312900
1630	4376	0	8752	3282	1094	4376	4404	0	2188	3282	0		1094	3282	276796	312900
1700	2188	0	8752	3282	2188	4376	5505	0	2188	3282	0		0	3282	277890	312900
1730	1094	0	8752	2188	2188	5470	5505	0	2188	3282	0		0	3282	278984	312900
1800	1094	1094	9847	4376	1094	4376	5505	0	0	2188	0		0	2188	281172	312900
1830	1094	1094	6564	3282	1094	5470	6606	0	0	2188	0		0	1094	284455	312900
1900	1094	1094	5470	2188	2188	5470	7707	0	0	2188	0		0	0	285549	312900
1930	2188	1094	4376	4376	2188	3282	6606	0	0	2188	0		0	1094	285549	312900
2000	3282	0	3282	2188	1094	3282	3303	0	0	1094	0		0	0	295395	312900
2030	0	0	2188	2188	1094	3282	1101	0	0	1094	0		0	2188	299771	312900
2100	1094	0	2188	1094	0	1094	1101	0	0	0	1101		0	1094	304148	312900
2130	1094	0	2188	1094	0	1094	0	0	0	0	1101		0	0	306336	312900
2200	1094	0	1094	0	0	0	0	0	0	0	0		0	0	310712	312900
2230	1094	0	0	0	0	0	1101	0	0	0			0	0	310712	312900
2300	0	0	0	0	0	0	0	0	0	0	0		0	0	312900	312900
2330	0	0	0	1094	0	0	0	0	0	0	0		0	0	311806	312900
average	2667	843	5926	4080	1368	3715	7231	0	1003	1687	169	996	160	2074	283360	312900
maximu	12035	4376	17505	16411	5470	13129	20920	0	4376	6564	1101	2202	1094	6564	312900	312900
std. dev	3045	1266	5587	4651	1404	3981	5840	0	1280	1668	397	753	386	2145	30153	
average for 060 2400 hrs	3556	1124	7902	5440	1823	4854	7432	0	1337	2249	169	996	213	2766	273514	

*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	101	IS	BAY	RTK	IVE FM	MAST	CALY PSO	UNI TADIC	VAS	FM 3RONJZ	CAPITAL	NONE	TOTAL
MIDNIGHT	1094	0	1094	0	0	0		0	0	0			0	0	310712	312900
0030	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0100	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0130	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0200	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0230	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0300	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0330	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0400	2188	0	0	0	0	0		0	0	0			0	0	310712	312900
0430	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0500	1094	0	0	0	0	0		0	0	0			0	0	311806	312900
0530	1094	0	0	0	0	0	1094	0	0	0			0	0	310712	312900
0600	2188	0	3282	2188	1094	0	3282	0	0	0		0	0	1094	299771	312900
0630	2188	0	6564	2188	1094	0	4376	0	0	0		0	0	1094	295395	312900
0700	7658	0	6564	4376	2188	0	7658	0	1094	0		0	0	2188	281172	312900
0730	6564	0	9847	6564	2188	0	8752	0	2188	1094		0	0	4376	271326	312900
0800	6564	1094	12035	7658	2188	5470	12035	0	3282	0		0	0	4376	258197	312900
0830	7658	1094	12035	10941	1094	5470	14223	0	3282	1094		0	0	4376	251633	312900
0900	7658	1094	16411	10941	2188	7658	17505	0	4376	1094		0	0	5470	238504	312900
0930	7658	1094	16411	8752	3282	8752	15317	0	4376	1094		0	0	3282	242880	312900
1000	7658	2188	17505	9847	4376	9847	10941	0	3282	1094		0	0	3282	242880	312900
1030	6564	2188	13129	10941	4376	9847	10941	0	4376	1094		0	0	4376	245069	312900
1100	6564	2188	10941	10941	3282	6564	10941	0	3282	2188		0	0	4376	251633	312900
1130	4376	2188	12035	9847	5470	6564	12035	0	2188	2188		0	0	4376	251633	312900
NOON	6564	1094	8752	9847	3282	6564	10941	0	1094	2188		0	0	2188	260385	312900
1230	1094	0	5470	4376	1094	3282	7658	0	1094	0		0	0	2188	286643	312900
1300	1094	1094	4376	5470	1094	4376	5470	0	1094	0		0	0	3282	285549	312900
1330	1094	1094	2188	4376	1094	3282	5470	0	1094	0		0	0	4376	288831	312900
1400	3282	1094	2188	4376	0	4376	5470	0	2188	0		0	0	5470	284455	312900
1430	2188	1094	2188	3282	0	4376	5470	0	3282	0		0	0	5470	285549	312900
1500	1094	1094	3282	3282	1094	3282	5470	0	3282	0		0	0	5470	285549	312900
1530	1094	1094	3282	3282	2188	3282	5470	0	3282	0		0	0	3282	286643	312900
1600	1094	2188	3282	4376	3282	3282	6564	0	2188	2188		0	0	3282	281172	312900
1630	1094	0	3282	4376	3282	4376	6564	0	2188	2188	0	0	0	3282	282266	312900
1700	2188	0	4376	5470	2188	4376	6564	0	1094	2188	0	0	0	1094	283360	312900
1730	0	0	4376	4376	2188	4376	5470	0	1094	1094	0	0	0	1094	288831	312900
1800	1094	0	6564	4376	4376	3282	6564	0	1094	1094	0	0	0	0	284455	312900
1830	1094	0	4376	5470	4376	3282	6564	0	1094	2188	0	0	0	0	284455	312900
1900	1094	0	4376	2188	4376	2188	4376	0	1094	3282	0	0	0	0	289925	312900
1930	1094	0	3282	2188	2188	1094	2188	0	1094	4376	0	0	0	0	295395	312900
2000	1094	0	1094	1094	1094	1094	2188	0	1094	3282	0	0	0	0	300865	312900
2030	0	0	0	1094	2188	1094	2188	0	0	1094	0	0	0	0	305242	312900
2100	0	0	0	1094	2188	1094	2188	0	0	1094	0	0	0	0	305242	312900
2130	0	0	0	0	1094	1094	2188	0	0	1094	0	0	0	0	307430	312900
2200	0	0	0	0	1094	2188	1094	0	1094	1094	0	0	0	0	306336	312900
2230	0	0	0	1094	1094	2188	1094	0	1094	0	0	0	0	0	306336	312900
2300	0	0	0	0	0	2188	0	0	1094	0	0	0	0	0	309618	312900
2330	0	0	1094	0	0	1094	0	0	0	0	0	0	0	0	310712	312900
average	2393	479	4285	3556	1618	2735	6387	0	1322	821	0	0	0	1732	289036	312900
maximum	7658	2188	17505	10941	5470	9847	17505	0	4376	4376	0	0	0	5470	311806	312900
std. dev.	2562	738	5003	3653	1547	2798	4343	0	1376	1083	0	0	0	2008	22412	
average for 060 2400 hrs	2796	638	5683	4741	2158	3647	6534	0	1763	1094	0	0	0	2310	281537	

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

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

	TVM	SUPER	JET TV	RAI	IEDIAS	OTHER	MASH	CHANNE	HANNE	ATELLIT	NONE	TOTAL
					ITALIA			12	22			
MIDNIGHT	0			0	1094	0	0			0	311806	312900
0030	0			0	1094	0	0			0	311806	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0			0	1094	0	0			1094	310712	312900
0630	0	0		0	1094	0	0			1094	310712	312900
0700	2188	1094		0	1094	0	0	0		1094	307430	312900
0730	1094	1094		0	1094	0	0	0		1094	308524	312900
0800	1094	1094		0	2188	0	0	0		1094	307430	312900
0830	1094	1094		0	2188	0	0	0		1094	307430	312900
0900	0	1094		0	3282	0	0	0		1094	307430	312900
0930	0	1094		0	3282	0	0	0	0	1094	307430	312900
1000	0	1094		0	3282	0	0	0	0	2188	306336	312900
1030	0	1094		0	3282	0	0	0	0	3282	305242	312900
1100	1094	1094		0	3282	1094	0	0	0	4376	301959	312900
1130	1094	1094		0	2188	1094	0	0	0	3282	304148	312900
NOON	2188	3282		0	2188	1094	0	0	0	3282	300865	312900
1230	2188	3282		0	3282	0	0	0	0	3282	300865	312900
1300	8752	5470		0	3282	0	0	0	0	3282	292113	312900
1330	7658	5470		1094	6564	0	0	0	0	2188	289925	312900
1400	8752	6564		1094	9847	0	0	0	0	5470	281172	312900
1430	7658	5470		1094	8752	0	0	0	0	6564	283360	312900
1500	4376	5470		1094	10941	0	0	0	0	6564	284455	312900
1530	2188	5470		1094	5470	0	0	0	0	4376	294301	312900
1600	2188	4376		0	4376	0	0	0	0	4376	297583	312900
1630	3282	1094		0	4376	0	0	0	0	5470	298677	312900
1700	3282	1094		1094	4376	0	0	0	0	6564	296489	312900
1730	2188	3282	0	2188	4376	0	0	0	0	5470	295395	312900
1800	5470	2188	5470	1094	4376	2188	0	0	0	4376	287737	312900
1830	2188	4376	6564	1094	3282	3282	0	0	0	4376	287737	312900
1900	4376	9847	6564	3282	5470	1094	3282	0	0	6564	272420	312900
1930	4376	51421	14223	5470	6564	1094	0	0	0	7658	222093	312900
2000	105029	22975	9847	3282	8752	2188	0	0	0	9847	150980	312900
2030	65643	77678	7658	5470	22975	9847	0	0	0	7658	115970	312900
2100	42668	82054	6564	7658	30634	12035	1094	0	0	9847	120346	312900
2130	35010	75490	5470	4376	32822	12035	1094	0	0	7658	138945	312900
2200	21881	49233	4376	7658	32822	13129	1094	0		9847	172861	312900
2230	13129	27351	5470	5470	28445	9847	1094	0		9847	212247	312900
2300	6564	6564		4376	15317	2188	1094	0		3752	268044	312900
2330	2188	3282		3282	1094	1094	0	0		5470	296489	312900
average	7727	12803	4814	1276	6040	1527	182	0	0	3556	281218	
maximum	105029	82054	14223	7658	32822	13129	3282	0	0	9847	312900	
std. dev.	18618	22766	4070	2111	8707	3465	562	0	0	3209	52660	

*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	NET TV	RAI	IEDIASE	OTHER ITALIA	MASH	CHANNE 12	CHANNEI 22	SATELLITI	NONE	TOTAL
MIDNIGHT	0			0	1094	0	0			0	311806	312900
0030	0			0	0	0	0			0	312900	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	1094			0	1094	0	0			0	310712	312900
0630	0	0		0	1094	0	0			0	311806	312900
0700	1094	0		0	1094	0	0	0		0	310712	312900
0730	0	0		0	1094	0	0	0		0	311806	312900
0800	0	0		0	2188	0	0	0		0	310712	312900
0830	0	0		0	2188	0	0	0		0	310712	312900
0900	0	0		0	3282	0	0	0		0	309618	312900
0930	0	0		0	3282	0	0	0	0	0	309618	312900
1000	0	0		0	3282	0	0	0	0	0	309618	312900
1030	1094	0		0	3282	0	0	0	0	0	308524	312900
1100	0	0		0	3282	0	0	0	0	0	309618	312900
1130	0	0		0	2188	0	0	0	0	0	310712	312900
NOON	0	1094		0	1094	0	0	0	0	0	310712	312900
1230	0	1094		0	2188	0	0	0	0	0	309618	312900
1300	5470	3282		1094	2188	0	0	0	0	2188	298677	312900
1330	4376	5470		0	4376	0	0	0	0	4376	294301	312900
1400	4376	6564		0	6564	1094	0	0	0	4376	289925	312900
1430	3282	5470		0	6564	1094	0	0	0	4376	292113	312900
1500	2188	3282		0	6564	0	0	0	0	4376	296489	312900
1530	2188	4376		0	9847	0	0	0	0	3282	293207	312900
1600	4376	4376		0	6564	2188	0	0	0	5470	289925	312900
1630	2188	4376		0	7658	2188	0	0	0	5470	291019	312900
1700	2188	3282		0	8752	2188	0	0	0	6564	289925	312900
1730	1094	4376	3282	0	8752	2188	0	0	0	7658	285549	312900
1800	2188	4376	3282	1094	13129	3282	0	0	0	5470	280078	312900
1830	4376	5470	7658	2188	14223	4376	0	0	0	4376	270232	312900
1900	12035	6564	4376	3282	8752	2188	4376	0	0	4376	266950	312900
1930	10941	47044	15317	4376	12035	0	1094	0	0	5470	216623	312900
2000	100653	20787	10941	8752	9847	1094	0	0	0	8752	152074	312900
2030	67831	47044	9847	15317	47044	3282	0	4376	0	10941	107217	312900
2100	48138	50327	2188	18599	54703	6564	0	5470	1094	12035	113782	312900
2130	41574	43762	3282	21881	54703	5470	0	5470	1094	9847	125816	312900
2200	37198	32822	2188	18599	53609	7658	0	4376		8752	147698	312900
2230	18599	15317	1094	12035	35010	5470	0	1094		5470	218811	312900
2300	6564	9847		7658	13129	1094	0	0		5470	269138	312900
2330	3282	2188		3282	5470	1094	0	0		4376	293207	312900
average	8091	8989	4230	2462	8775	1094	114	611	81	2781	280853	
maximum	100653	50327	15317	21881	54703	7658	4376	5470	1094	12035	312900	
std. dev.	19273	14738	4500	5482	14493	1908	641	1596	287	3459	56051	

*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	JET TV	RAI	EDIASE	OTHER ITALIA	MASH	CHANNE 12	CHANNEI 22	ATELLIT	NONE	TOTAL
MIDNIGHT	0			0	0	0	0			0	312900	312900
0030	0			0	0	0	0			0	312900	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	1094	0	0			0	311806	312900
0430	0			0	1094	0	0			0	311806	312900
0500	0			0	1094	0	0			0	311806	312900
0530	0			0	0	0	0			0	312900	312900
0600	0			0	2188	0	0			0	310712	312900
0630	0	0		0	0	0	0			0	312900	312900
0700	1094	1094		0	0	0	0	0		0	310712	312900
0730	1094	2188		0	0	0	0	0		0	309618	312900
0800	2188	2188		1094	0	0	0	0		0	307430	312900
0830	1094	2188		0	0	0	0	0		0	309618	312900
0900	1094	3282		0	1094	0	0	0		0	307430	312900
0930	1094	2188		0	3282	0	0	0	0	0	306336	312900
1000	0	2188		0	3282	0	0	0	0	1094	306336	312900
1030	0	2188		0	3282	0	0	0	0	0	307430	312900
1100	2188	2188		1094	3282	0	0	0	0	1094	303053	312900
1130	2188	2188		1094	3282	0	0	0	0	1094	303053	312900
NOON	2188	6564		1094	1094	0	0	0	0	1094	300865	312900
1230	0	5470		0	1094	0	0	0	0	3282	303053	312900
1300	3282	8752		1094	1094	0	0	0	0	3282	295395	312900
1330	3282	9847		1094	1094	0	0	0	0	3282	294301	312900
1400	4376	9847		0	4376	0	0	0	0	2188	292113	312900
1430	3282	7658		0	5470	0	0	0	0	2188	294301	312900
1500	3282	9847		0	5470	0	0	0	0	3282	291019	312900
1530	3282	6564		0	5470	0	0	0	0	3282	294301	312900
1600	2188	7658		1094	6564	0	0	0	0	5470	289925	312900
1630	0	5470		1094	6564	0	0	0	0	4376	295395	312900
1700	0	4376		1094	7658	1094	0	0	0	5470	293207	312900
1730	0	4376	3282	1094	9847	1094	0	0	0	3282	289925	312900
1800	6564	6564	4376	2188	10941	1094	0	0	0	4376	276796	312900
1830	7658	6564	5470	2188	10941	2188	0	0	0	3282	274608	312900
1900	9847	8752	8752	1094	9847	2188	0	0	0	4376	268044	312900
1930	12035	37198	20787	2188	9847	1094	0	0	0	6564	223187	312900
2000	91901	13129	17505	4376	12035	1094	0	1094	0	7658	164108	312900
2030	65643	19693	10941	19693	35010	4376	1094	1094	0	15317	140039	312900
2100	60173	14223	8752	18599	48138	6564	1094	2188	0	15317	137851	312900
2130	53609	12035	7658	16411	52515	6564	1094	2188	0	14223	146603	312900
2200	40480	9847	8752	16411	49233	4376	1094	2188		12035	168485	312900
2230	21881	5470	4376	13129	35010	3282	1094	2188		6564	219905	312900
2300	9847	2188		5470	15317	0	1094	0		3282	275702	312900
2330	5470	1094		0	2188	0	1094	0		1094	301959	312900
average	8798	6623	7190	2348	7704	729	160	322	0	2872	282859	
maximum	91901	37198	20787	19693	52515	6564	1094	2188	0	15317	312900	
std. dev.	19485	6744	5988	5117	13180	1616	386	728	0	4042	49051	

*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	IET TV	RAI	IEDIASI	OTHER ITALIA	SMAS	CHANNE 12	CHANNEI 22	ATELLIT	NONE	TOTAL
M/DN GHT	0			1094	0	0	0			0	311806	312900
0030	0			1094	0	0	0			0	311806	312900
0100	0			1094	0	0	0			0	311806	312900
0130	0			1094	0	0	0			0	311806	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	1094	0	0			0	311806	312900
0430	0			0	2188	0	0			0	310712	312900
0500	0			0	2188	0	0			0	310712	312900
0530	0			0	1094	0	0			0	311806	312900
0600	0			0	0	0	0			0	312900	312900
0630	1094	0		0	0	0	0			0	311806	312900
0700	2188	0		0	2188	0	0	0		0	308524	312900
0730	4376	0		0	0	0	0	0		0	308524	312900
0800	3282	0		1094	0	0	0	0		0	308524	312900
0830	2188	1094		0	0	0	0	0		1094	308524	312900
0900	2188	2188		0	0	0	0	0		2188	306336	312900
0930	1094	1094		0	1094	0	0	0	0	3282	306336	312900
1000	3282	1094		0	2188	0	0	0	0	2188	304148	312900
1030	2188	1094		0	2188	0	0	0	0	2188	305242	312900
1100	2188	1094		0	1094	0	0	0	0	1094	307430	312900
1130	2188	0		2188	1094	0	0	0	0	1094	306336	312900
NOON	2188	3282		5470	4376	0	0	0	0	2188	295395	312900
1230	2188	2188		4376	3282	0	0	0	0	2188	298677	312900
1300	4376	5470		3282	3282	0	0	0	0	2188	294301	312900
1330	3282	5470		1094	5470	0	0	0	0	4376	293207	312900
1400	6564	4376		2188	6564	0	0	0	0	1094	292113	312900
1430	6564	4376		1094	4376	0	0	0	0	1094	295395	312900
1500	3282	8752		1094	2188	1094	0	0	0	5470	291019	312900
1530	4376	6564		0	2188	1094	0	0	0	6564	292113	312900
1600	2188	5470		1094	1094	0	0	0	0	5470	297583	312900
1630	1094	5470		2188	3282	0	0	0	0	5470	295395	312900
1700	1094	5470		2188	4376	0	0	0	0	6564	293207	312900
1730	0	3282	3282	2188	4376	1094	0	0	0	8752	289925	312900
1800	4376	4376	6564	4376	4376	1094	0	1094	0	6564	280078	312900
1830	2188	5470	8752	4376	4376	2188	0	0	0	7658	277890	312900
1900	5470	8752	8752	4376	4376	1094	0	0	0	7658	272420	312900
1930	7658	42668	10941	3282	2188	1094	0	0	0	12035	233034	312900
2000	84242	24069	9847	4376	9847	1094	0	0	0	15317	164108	312900
2030	66737	25163	15317	8752	21881	6564	0	0	0	16599	149886	312900
2100	54703	13129	20787	15317	38292	8752	0	0	0	17505	144415	312900
2130	44856	8752	20787	14223	38292	7658	0	0	0	14223	164108	312900
2200	31728	3282	15317	10941	38292	7658	0	0		14223	191460	312900
2230	21881	4376	4376	8752	32822	5470	0	0		8752	226470	312900
2300	9847	2188		4376	12035	0	0	0		3282	281172	312900
2330	2188	0		3282	5470	0	0	0		2188	299771	312900
average	8319	5677	8315	2507	5698	957	0	32	0	4012	284409	
maximum	84242	42668	20787	15317	38292	8752	0	1094	0	18599	312900	
std. dev.	17776	8374	7020	3594	10158	2218	0	185	0	5070	45353	

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

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

	TVM	SUPER	NET TV	RAI	EDIASI	OTHER ITALIA	SMASH	CHANNE 12	CHANNE 22	ATELLIT	NONE	TOTAL
MIDNIGHT	2188			0	0	0	0			0	310712	312900
0030	2188			0	0	0	0			0	310712	312900
0100	2188			0	0	0	0			0	310712	312900
0130	2188			0	0	0	0			0	310712	312900
0200	1094			0	0	0	0			0	311806	312900
0230	1094			0	0	0	0			0	311806	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	1094	0	0			0	311806	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0			0	0	0	0			1094	311806	312900
0630	0	0		0	0	0	0			1094	311806	312900
0700	0	0		0	0	0	0	0		1094	311806	312900
0730	0	0		0	0	0	0	0		1094	311806	312900
0800	0	0		0	0	0	0	0		1094	311806	312900
0830	1094	0		0	0	0	0	0		1094	310712	312900
0900	1094	0		0	0	0	0	0		1094	310712	312900
0930	1094	2188		0	0	0	0	0	0	1094	308524	312900
1000	1094	1094		0	1094	0	0	0	0	2188	307430	312900
1030	1094	1094		0	1094	0	0	0	0	2188	307430	312900
1100	2188	1094		1094	1094	0	0	0	0	1094	306336	312900
1130	2188	1094		3282	1094	0	0	0	0	1094	304148	312900
NOON	2188	2188		4376	0	0	0	0	0	0	304148	312900
1230	2188	0		2188	1094	0	0	0	0	1094	306336	312900
1300	7658	1094		2188	0	0	0	0	0	2188	299771	312900
1330	6564	0		0	4376	0	0	0	0	2188	299771	312900
1400	8752	0		0	6564	0	0	0	0	5470	292113	312900
1430	6564	0		0	5470	0	0	0	0	5470	295395	312900
1500	3282	3282		0	5470	1094	0	0	0	6564	293207	312900
1530	5470	3282		0	3282	1094	0	0	0	5470	294301	312900
1600	4376	6564		0	4376	1094	0	0	0	8752	287737	312900
1630	3282	4376		0	3282	0	0	0	0	9847	292113	312900
1700	3282	4376		0	1094	0	0	0	0	13129	291019	312900
1730	3282	4376	6564	0	1094	0	0	0	0	12036	285549	312900
1800	7658	6564	5470	1094	6564	0	1094	0	0	10941	273514	312900
1830	4376	6564	7658	1094	7658	0	1094	0	0	9847	274608	312900
1900	7658	8752	7658	3282	12035	0	0	0	0	9847	263667	312900
1930	12035	37198	17505	2188	10941	0	0	0	0	10941	222093	312900
2000	79866	26257	14223	4376	14223	0	0	0	0	10941	163014	312900
2030	132381	24069	10941	4376	16411	0	1094	0	0	13129	110500	312900
2100	136757	20787	7658	8752	25163	1094	1094	0	0	10941	100653	312900
2130	136757	9847	6564	6564	22975	1094	1094	0	0	8752	119252	312900
2200	129099	6564	2188	5470	20787	2188	1094	0		6564	138945	312900
2230	107217	6564	1094	5470	16411	1094	1094	0		3282	170673	312900
2300	36104	3282		2188	14223	0	0	0		2188	254915	312900
2330	5470	0		1094	6564	0	0	0		1094	298677	312900
average	18189	5204	5835	1231	4490	182	160	0	0	3875	278939	
maximum	136757	37198	17505	8752	25163	2188	1094	0	0	13129	312900	
std. dev.	39677	8345	5265	2090	6693	465	386	0	0	4370	58242	

^aNote: 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	SMASH	CHANNEL	CHANNEL	SATELLITE	NONE	TOTAL
					ITALIAN			12	22			
MIDNIGHT	1094			0	0	0	0			0	311806	312900
0030	1094			0	0	0	0			0	311806	312900
0100	1094			0	0	0	0			1094	310712	312900
0130	1094			0	0	0	0			1094	310712	312900
0200	1094			0	0	0	0			1094	310712	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0			0	0	0	0			2188	310712	312900
0630	0	1094		0	0	0	0			2188	309618	312900
0700	4376	0		0	0	0	0	0		2188	306336	312900
0730	3282	1094		0	0	0	0	0		2188	306336	312900
0800	4376	1094		1094	0	0	0	0		4376	301959	312900
0830	3282	1094		1094	0	0	0	0		4376	303053	312900
0900	6564	2188		1094	1094	0	0	0		4376	297583	312900
0930	4376	2188		0	1094	0	0	0		4376	300865	312900
1000	4376	2188	0	1094	0	0	0	0		4376	300865	312900
1030	3282	2188	0	1094	1094	0	0	0		3282	301959	312900
1100	3282	2188	1094	0	1094	0	0	0		3282	301959	312900
1130	3282	3282	1094	0	1094	0	0	0		3282	300865	312900
NOON	7658	2188	0	0	2188	0	0	0		4376	296489	312900
1230	12035	3282	1094	0	1094	0	0	0		3282	292113	312900
1300	9847	3282	1094	0	2188	0	0	0		3282	293207	312900
1330	15317	3282	0	0	2188	0	0	0		4376	287737	312900
1400	21881	5470	0	0	4376	0	0	0		5470	275702	312900
1430	20787	6564	0	0	4376	0	0	0		7658	273514	312900
1500	24069	6564	2188	1094	6564	0	0	0		8752	263667	312900
1530	21881	6564	3282	1094	7658	0	0	0		5470	266950	312900
1600	22975	9847	3282	2188	8752	0	0	0		8752	257103	312900
1630	20787	7658	2188	2188	8752	0	0	0		5470	265856	312900
1700	15317	6564	4376	4376	7658	0	0	0		7658	266950	312900
1730	13129	6564	7658	1094	7658	0	0	0		4376	272420	312900
1800	13129	8752	10941	2188	7658	1094	0	0		4376	264762	312900
1830	5470	9847	12035	2188	9847	0	0	0		7658	265856	312900
1900	7658	14223	9847	3282	10941	0	0	0		10941	256009	312900
1930	10941	36104	15317	3282	6564	0	1094	0	1094	13129	225376	312900
2000	74396	19693	12035	7658	10941	1094	0	0	1094	15317	170673	312900
2030	39386	19693	7658	16411	18599	8752	0	0	0	19693	182707	312900
2100	26257	19693	3282	20787	25163	7658	0	0	0	21881	188178	312900
2130	25163	16411	2188	20787	20787	9847	0	0		18599	199118	312900
2200	20787	8752	3282	17505	18599	4376	1094	0		17505	220999	312900
2230	10941	5470	3282	9847	12035	0	1094	0		8752	261479	312900
2300	6564	1094		5470	9847	0	0	0		4376	285549	312900
2330	2188	1094		3282	4376	0	0	0		3282	298677	312900
average	10302	6868	3829	2712	4673	684	68	0	313	5379	281651	
maximum	74396	36104	15317	20787	25163	9847	1094	0	1094	21881	312900	
std. dev.	13185	7454	4391	5308	6192	2195	265	0	494	5460	37022	

**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	NET TV	RAI	EDIASE	OTHER ITALIA	MASH	CHANNE 12	CHANNEI 22	ATELLIT	NONE	TOTAL
MIDNIGHT	0			0	0	0	0			0	312900	312900
0030	0			0	0	0	0			0	312900	312900
0100	0			0	0	0	0			0	312900	312900
0130	0			0	0	0	0			0	312900	312900
0200	0			0	0	0	0			0	312900	312900
0230	0			0	0	0	0			0	312900	312900
0300	0			0	0	0	0			0	312900	312900
0330	0			0	0	0	0			0	312900	312900
0400	0			0	0	0	0			0	312900	312900
0430	0			0	0	0	0			0	312900	312900
0500	0			0	0	0	0			0	312900	312900
0530	0			0	0	0	0			0	312900	312900
0600	0			0	0	0	0			0	312900	312900
0630	0	0		0	0	0	0			0	312900	312900
0700	0	2188	0	0	0	0	0	0		1094	309618	312900
0730	0	2188	0	0	0	0	0	0		1094	309618	312900
0800	0	2188	0	1094	0	0	0	0		1094	308524	312900
0830	1094	2188	1094	0	0	0	0	0		3282	305242	312900
0900	1094	2188	3282	1094	0	0	0	0		5470	299771	312900
0930	1094	1094	3282	1094	1094	0	0	0		5470	299771	312900
1000	2188	1094	6564	1094	1094	0	0	0		4376	296489	312900
1030	4376	1094	6564	1094	0	0	0	0		3282	296489	312900
1100	5470	1094	8752	1094	1094	0	0	0		3282	292113	312900
1130	5470	2188	8752	4376	1094	0	0	0		2188	288831	312900
NOON	8752	2188	6564	3282	2188	0	0	0		3282	286643	312900
1230	7658	3282	7658	2188	2188	0	0	0		3282	286643	312900
1300	12035	8752	5470	4376	4376	0	0	0		0	277890	312900
1330	12035	9847	4376	5470	7658	1094	0	0		2188	270232	312900
1400	9847	6564	3282	8752	6564	2188	0	0		4376	271326	312900
1430	10941	8752	2188	8752	7658	2188	0	0		4376	268044	312900
1500	9847	7658	2188	14223	7658	1094	0	0		4376	265856	312900
1530	10941	8752	2188	14223	7658	1094	0	0		4376	263667	312900
1600	8752	9847	2188	9847	7658	1094	0	0		6564	266950	312900
1630	5470	7658	1094	9847	8752	1094	0	0		7658	271326	312900
1700	7658	6564	0	9847	8752	0	0	0		7658	272420	312900
1730	9847	6564	1094	5470	6564	0	0	0		10941	272420	312900
1800	8752	8752	4376	5470	5470	1094	0	0		12035	266950	312900
1830	8752	6564	5470	3282	4376	1094	0	0		12035	271326	312900
1900	12035	12035	4376	0	3282	0	1094	0		12035	268044	312900
1930	13129	41574	9847	0	2188	0	0	0	0	14223	231940	312900
2000	89713	16411	3282	0	6564	0	1094	0	0	12035	183801	312900
2030	56891	48138	6564	5470	20787	10941	0	0	0	15317	148792	312900
2100	43762	45950	4376	8752	26257	12035	1094	0	0	16411	154262	312900
2130	39386	28445	3282	8752	25163	10941	1094	0		15317	180519	312900
2200	28445	17505	3282	8752	25163	8752	1094	0		14223	205683	312900
2230	15317	7658	0	7658	20787	4376	1094	0		10941	245069	312900
2300	10941	1094	1094	4376	12035	1094	1094	0		5470	275702	312900
2330	2188	1094		1094	3282	0	0	0		3282	301959	312900
average	9664	9166	3604	3351	4946	1254	160	0	0	4855	279053	
maximum	89713	48138	9847	14223	26257	12035	1094	0	0	16411	312900	
std. dev.	16529	12168	2790	4108	7181	2971	386	0	0	5112	41638	

**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.*