

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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CONTENTS

<i>List of Tables</i>	iii
<i>List of Figures</i>	iv
I Introduction	1
II Objectives	3
III Sample Profile..	5
IV Listening and Viewing Patterns	6
4.1.0 Introduction 6	
4.2.0 Radio Listenership 6	
4.3.0 TV Viewership 7	
4.4.0 Cable TV Facilities 7	
4.5.0 Ownership of Satellite Dish Antenna 8	
4.6.0 Family Decision-Making Processes 8	
V News Transmissions.....	10
5.1.0 Introduction 10	
5.2.0 Preferred Source for Local News 10	
5.3.0 Preferred Source for Foreign News 10	
5.4.0 Preferred time for the Main News 11	
5.5.0 Station on which Local News is Heard 11	
VI Programme Preferences & Evaluation	12
6.1.0 Introduction 12	
6.2.0 Radio: General Preferences 12	
6.3.0 TV: General Preferences 13	
6.4.0 Radio Station Preferences for Different Programme Sectors 13	
6.5.0 TV Channel Preferences for Different Programme Sectors 17	
6.6.0 Party Political Programmes 20	
6.7.0 Suggestions for New Radio & TV Programmes 20	
VII Radio Audience Audit	22
7.1.0 General 22	
7.2.0 Average Radio Audience Share 22	
7.3.0 Radio Audience Share Peaks 24	
7.4.0 Daily Audience Share 25	
7.5.0 Listening Patterns 26	
7.6.0 Radio Audience Share 36	
VIII TV Audience Audit.....	39
8.1.0 General 39	
8.2.0 Average TV Audience Share 40	
8.3.0 TV Audience Share Peaks 41	

8.4.0	<i>Actual Daily TV Viewing</i>	42
8.5.0	<i>Viewing Patterns</i>	43
8.6.0	<i>TV Audience Share</i>	54

IX	Conclusions.....	61
	Appendix A: <i>Technical Report</i>	64
	Appendix B: Audience Share Comparison	
	– Cable Network Subscribers	67
	Appendix C: <i>Questionnaire in Maltese</i>	

LIST OF TABLES

Table 3.1:	Sample Profile by Gender
Table 3.2:	Sample Profile: by Socio-Economic Group
Table 6.1:	General Preferences for Radio Programme Sectors (October 1999-2001)
Table 6.2:	General Preferences for TV Programme Sectors (October 1999-2001)
Table 6.3-1.1:	Radio Station Preferences for Different Programme Sectors (October 2000)
Table 6.3-1.2:	Radio Station Preferences for Different Programme Sectors (October 2001)
Table 6.5-1.1:	TV Channel Preferences for Different Programme Sectors (October 2000)
Table 6.5-1.2:	TV Channel Preferences for Different Programme Sectors (October 2001)
Table 7.1-1:	Daily Radio Average Audience Share (October 2000)
Table 7.1-2:	Daily Radio Average Audience Share (October 2001)
Table 7.2-1:	Daily Radio Peak Audience Share (October 2000)
Table 7.2-2:	Daily Radio Peak Audience Share (October 2001)
Table R1:	Radio Listenership: Monday
Table R2:	Radio Listenership: Tuesday
Table R3:	Radio Listenership: Wednesday
Table R4:	Radio Listenership: Thursday
Table R5:	Radio Listenership: Friday
Table R6:	Radio Listenership: Saturday
Table R7:	Radio Listenership: Sunday
Table 7-3:	Daily Average Audience Levels - October 2000 & October 2001
Table 7.4:	Daily Average Audience Levels - Radio October 2000 & October 2001 (6.00 a.m. - Midnight)
Table 8.1-1:	TV Audience Average Share (October 2000)
Table 8.1-2:	TV Audience Average Share (October 2001)
Table 8.2:	Daily Peak TV Audience Share (October 2001)
Table T1:	TV Viewing: Monday
Table T2:	TV Viewing: Tuesday
Table T3:	TV Viewing: Wednesday
Table T4:	TV Viewing: Thursday
Table T5:	TV Viewing: Friday
Table T6:	TV Viewing: Saturday
Table T7:	TV Viewing: Sunday
Table 8.3:	Time Band 1 - TV Average Audience Average Share 0600 hrs - Noon
Table 8.4:	Time Band 2 - TV Average Audience Average Share Noon – 1900 hrs
Table 8.5:	Time Band 3 - TV Average Audience Average Share 1900 hrs - Midnight
Table 8.6:	Audience Share Summary by Time Band (October 2000 & October 2001)

LIST OF FIGURES

- Fig. 4.1: Who Decides which Channel is Selected in the Family
(October 2000 & October 2001)
- Fig. 5.1: Local Stations on which News Bulletin was watched on the Two
Days prior to the Interview
- Fig. 6.1: Comparative Radio Station Ranking by Different Programme
Segments (October 2001)
- Fig. 6.2: Overall Preference for 'Best Radio Station'
- Fig. 6.3: Comparative TV Station Ranking by Different Programme Segments
(October 2001)
- Fig. 6.4: Extent of Interest in Political Broadcasts
- Fig. 7.1: Daily Radio Average Audience Share 2001
- Fig. 7.2: Highest Radio Station Peak Audience Share 2001
- 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
- Fig. 7.10: Daily Average Audience Radio Levels
(October 2000 & October 2001)
- Fig. 7.11: Daily Average Audience Radio Levels
(October 2000 & October 2001: 6.00 a.m. - Midnight)
- Fig. 8.1: Daily TV Average Audience Share – Available Time-Slots
- Fig. 8.2: Highest TV Channel Peak Audience Share
- 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
- Fig. 8.10: Time Band 1: Daily Average Audience Levels
– October 2001: 0600 hrs – Noon
- Fig. 8.11: Time Band 1: Average Audience Levels
– October 2001: 0600 hrs – Noon
- Fig. 8.12: Time Band 2: Daily Average Audience Levels
– October 2001: Noon – 1900 hrs
- Fig. 8.13: Time Band 2: Average Audience Levels
– October 2001: Noon – 1900 hrs
- Fig. 8.14: Time Band 3: Daily Average Audience Levels
– October 2001: 1900 hrs – Midnight
- Fig. 8.15: Time Band 3: Average Audience Levels
– October 2001: 1900 hrs – Midnight

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 December 2000. This call for tenders required a Media Audit for both Radio and Television. Since 1999, the *Authority* has conducted the audit twice annually: 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 a letter dated 11 January 2001.
- 1.4 This study refers to data collected in October 2001. As from the October 2000 study, the Broadcasting Authority study decided that as from this Study, TV audiences would be grouped in time-bands, as follows: *Time band 1*: 6.00 a.m. to Noon; *Time Band 2*: Noon – 7.00 p.m.; and *Time-band 3*: 7.00 p.m. – Midnight. This decision was made public through Circular No 18/00 dated 22 June 2000. Presented in this way, the data allows a better comparison across stations when stations target specific audiences at particular times. This study incorporates all the data that used to be presented in previous studies for each half-hour time slot available to TV stations, but in respect of TV, overall audience share is worked out in terms of these time-bands instead of all the slots available to a station.
- 1.5 Once more, this study provides data on:
 - i. *audience size by time-slots 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 aims of par. 1.3 (i), (ii) and (iii) above are 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 Three *Appendices* are also included: Appendix A is the *Technical Report* in which the methodology used is discussed; Appendix B is included this time as well in view of the fact that three local channels are available exclusively on the Cable network. This Appendix focuses on the performance of all the stations exclusively on the Cable network. Appendix C 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. As from the 1999 studies the Authority 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

Max Plus
Channel 12
Education 22
Satellite Services

Radio

Radju Malta
Radju Parlament
FM Bronja
Super One Radio
Radio 101
RTK
Island Sound Radio
Bay Radio
Smash Radio
Calypso Radio
Radju ta' l-Universita'
Radju MAS
Capital Radio

- 2.4 By way of clarification on how audience data shall to be presented, the Broadcasting Authority once more confirmed that, in respect of the 2001

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, for the 2001 studies as well, Radju ta' l-Universita' 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 2001 studies allow direct comparison with the previous studies.
- 2.6 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 this study 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 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	166	286	248	301
	%	%	%	%	%
12-17	11.2	12.0	13.6	9.7	9.6
18-30	21.0	22.3	23.8	16.1	21.6
30-51	37.1	33.7	36.7	35.9	40.2
51-65	18.2	21.1	14.7	21.4	17.3
over 65	12.6	10.8	11.2	16.9	11.3
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 72.3% (October 2000: 76.5%) stated that they do listen to the radio regularly, whilst the remaining 27.7% stated that they do not. This statistic suggests that there has been a decline in the popularity of radio since the study that was conducted at the same time last year. Those aged 12-17 continue to register the lowest rate for radio listenership at 54.5% (October 2000: 75%). On the other hand, those aged over 51-65 this time registered the highest rating for radio listenership at 79.1% (October 2000: 79.7%). Radio listenership is highest among DE respondents at 75.4% (October 2000: C1 respondents at 78%). 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 1.4% stated that the amount of time they dedicate to radio varies considerably, but as many as 30.8% 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 14 hours per day. But figures start going down dramatically beyond the six hours point. The respective figures for 1-6 hours are as follows: 1 hour: 30.8%; 2 hours: 20.4%; 3 hours: 14.6%; 4 hours: 9.7%; 5 hours: 6.2% and 6 hours: 5.9%. 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 two hours is higher than that obtained for females. 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 76.5% (October 2000: 77.2%) of all respondents stated that they listen to the radio at home; 16.9% (October 2000: 17.1%) listen to it while at work, whilst 26.1% (October 2000: 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, 98.1% (October 2000: 97.6%) stated that they do watch TV regularly, whilst the remaining 1.9% stated that they do not. This points to a very slight increase in the popularity of this medium over the October 2000 figures. 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: 97.5%). The age group which registered the highest rating for TV viewership comprised those aged 12-17, with 99.1%, but the lowest percentage reported amongst those aged 18-30 was not much lower, at 98.1%. TV viewing is highest among DE respondents, at 98.7%. Again, the lowest reported figure is not much less however; C2 registered 97.2%. Full details are presented in Table 4.4.
- 4.3.2 In turn, Table 4.5 presents details on the average number of hours residents in Malta view TV. The most common incidence reported in this study is once again of 2 hours per day, registered at 32.2% (October 2000: 30.4%). As many as 1.3% stated that they view TV for nine or more hours daily. But most viewers do not exceed four hours of daily viewing: 1 hour: 10.4%; 2 hours: 32.2%; 3 hours: 26.6%; and 4 hours: 16.8%. The difference across genders is not significant.
- 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 57.5% (October 2000: 54.2%) of all respondents stated that they watch TV in the sitting room. Twenty-two point four per cent (October 2000: 22.1%) watch TV in the bedroom, and 13.7% (October 2000: 19.2%) do so in the kitchen. The remaining 5.1% (October 2000: 4%) watch TV in the dining room, whilst 1.2% (October 2000: 0.4%) 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 (59.3% males vs. 55.8% females). Even if very slightly, females prefer the bedroom more than males (22.5% females vs. 22.3% males). DE respondents register the highest percentage of respondents who prefer to watch TV in the bedroom (30% as opposed to 17.4% of C1 respondents), whilst AB respondents registered the highest percentage of preference for the sitting room (AB: 65.6% vs. DE at 48.5%). These figures are very close to those obtained in previous studies. Full breakdowns by gender, age group and socio-economic activity are provided in the Table.

4.4.0 Cable TV Facilities

- 4.4.1 As can be seen from Table 4.7, of all the respondents taking part in this study, 66.1% stated that they have access to Cable TV. This 66.1% is broken down as follows: 45.5% are served by the *Reception* level; 31.9% stated that they are

served by the *Basic Level*; 22.7% are serviced by *TV Plus*. The same Table shows the spread of the Flexipack system as reported by subscribers, of whom many seem to be unaware of the changes introduced by Melita Cable which has effectively transferred all the TV Plus subscribers to the Family Pack.

- 4.4.2 Table 4.7 also provides information on the availability of premium channels and consumer channel preferences respectively. Eight point five per cent of all those who have cable installed also subscribe to the Movie Channel, whilst 11.9% subscribe to the Sports Channel. Interestingly so, the differences across social classes is minor in respect of the sports channel: it seems that the decision on whether to subscribe or not depends on factors other than social, such as interest.

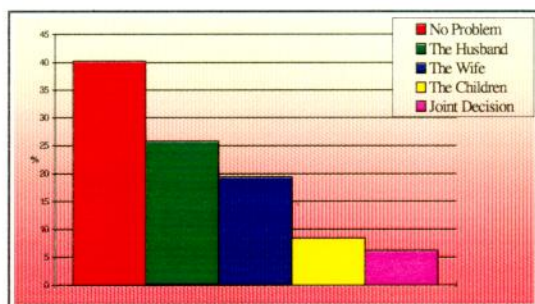
4.5.0 *Ownership of Satellite Dish Antenna*

- 4.5.1 Table 4.8 gives data on satellite dish antenna ownership. Many Maltese do not yet own such systems: 12.7% (October 2000: 6.9%) of the respondents stated that they do. This registers a significant increase over the last twelve months. Ownership is highest among AB respondents (16.3%) and lowest among DE (9.6%), with a 6.7% difference in between.

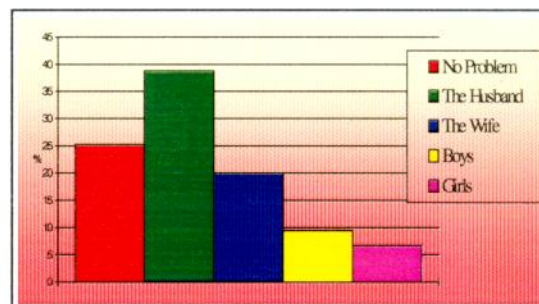
4.6.0 *Family Decision-Making Processes*

- 4.6.1 Traditionally, the Maltese family was commonly perceived to be patriarchal and the authority of the father in decision-making was frequently assumed to constitute the last word. As Maltese society gradually becomes more egalitarian, it is interesting to discover who decides, and how decisions are reached, when it comes to a choice on how to spend an evening at home in front of the box. For this purpose, the Broadcasting Authority again introduced a question as to who is the most influential person in the family when determining which channel is to be chosen. The data presented in Table 4.10 gives the findings for this study.

- 4.5.2 In fact, in 25.2% 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 38.8% (October 2000: 25.8%) of the cases the husband is reported to be the decision maker; in 20% (October 2000: 19.4%) of the cases it is the wife who decides whilst in 9.4% (October 2000: 8.4%) and 6.7% (October 2000: 6.2%) it was the wishes of male and female children respectively 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 October 2000 and the October 2001 surveys.



a: October 2000



b: October 2001

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 since the 1996 study were repeated in the current study, 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, 84.9% (October 2000: 77.2%) prefer to follow the news on TV; 7.1% (October 2000: 12.2%) prefer the radio as their source for news; 4.6% (October 2000: 6.2%) prefer to read about news events in a newspaper, whilst 1.3% (October 2000: 1.8%) stated that they have no special preference. Another 2.1% (October 2000: 2.6%) prefer to learn the news from other persons.

5.2.2 A negligible difference across the genders is to be noted among those who prefer to follow the news on TV (males 85.5%; females 84.3%); females registered a higher percentage among those who prefer radio (8.6% females vs. 5.5% males). Newspapers remain more popular among males 5.9% (October 2000: 6.5%) than among females 3.3% (October 2000: 5.9%).

5.2.3 TV as the main source for news is most popular among those over 31-50 years at 89.8%; radio is also the most popular source amongst those who are 65+ years at 19.8%; whilst newspapers continue to be most popular among those aged 18-30, with 6.7%. The socio-economic category with the highest preference for TV as the source for news was DE and 87.4%, closely followed by C2, at 86.3%. Radio is preferred most by those in the C1 socio-economic category, at 8%. 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, 87% (October 2000: 81.3%) prefer TV; 6.1% and 3.4% (October 2000: 10.3% and 4.6%) prefer the radio and newspapers respectively. Two point one per cent (same figure as for October 2000) stated that they prefer to obtain foreign news from other persons, whilst the remaining 1.4% stated that they have no special preference for any of the media. When these figures are compared to the percentages from previous studies, the similarity in the patterns emerging is again very striking.

5.3.2 Males showed a slightly higher preference than females for TV (87.3% males vs. 86.7% females). In respect of radio, females registered higher percentages (7% vs. 5.1% males). Males also continue to prefer newspapers more than females (4.5% males vs. 2.3% females). Newspapers are most preferable to those aged 18-30 (4.3%), and C1 (5.6%). Full details are presented in Table 5.2.

5.4.0 Preferred time for the Main News

5.4.1 All the respondents were asked what is their preferred time for the main news bulletin. The findings are presented in Table 5.3. A good percentage (16.8%) stated that they prefer 7.30 p.m., but a majority of 69% stated that their preferred time is 8.00 p.m

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 the 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 52.3% and 56.1% (October 2000: 64.5% and 66.0%) stated that they had not watched the news on these two days respectively. TVM ranked highest with 33% and 29.3% respectively for the two days. This station was followed by Super 1 (22.7% and 22.3% respectively); NET TV (13.2% and 13.7% respectively) and Smash TV (2.2% and 2.1% respectively). It is interesting to note that whilst the socio-economic component of the audiences for the news bulletins of TVM and NET tend to be composed relatively more of the higher socio-economic groups, that of Super 1 is the reverse. Detailed breakdowns of these figures are presented in the Tables and graphically summarised in Figure 5.1 below.

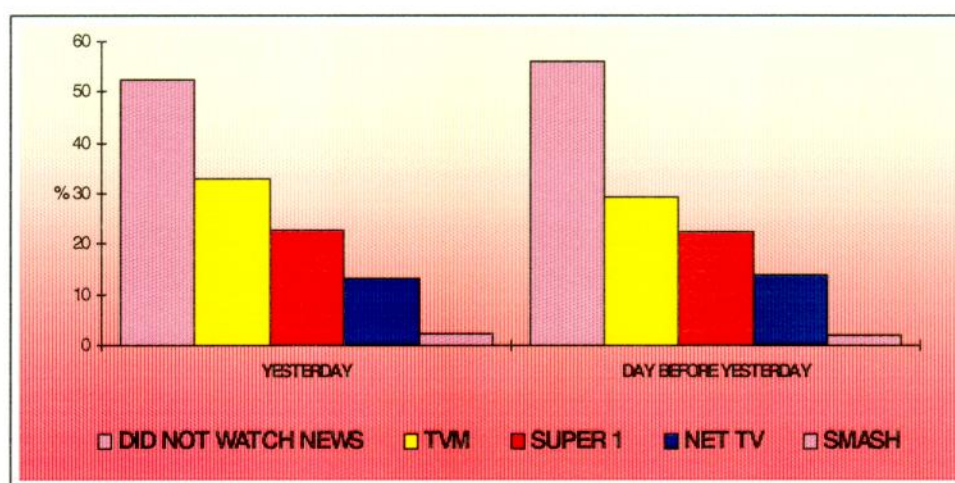


Fig. 5.1 Local Stations on which News Bulletin was watched on the Two Days prior to the Interview

VI PROGRAMME PREFERENCES & EVALUATION

6.1.0 Introduction

6.1.1 Respondents taking part in the October 2001 Broadcasting Authority study were again requested to state their preference for individual radio stations and TV channels in respect of thirteen 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.

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
(October: 1999 - 2001)**

PROGRAMME SECTOR	%	%	%
	1999 (October)	2000 (October)	2001 (October)
Music	74.6	88.9	86.3
Local News	73.0	84.5	76.0
Foreign News	63.7	82.6	72.7
Discussions on Personal Problems	56.0	68.3	54.1
Current Affairs	37.1	59.1	41.6
Health/Beauty/Home/Law	37.8	49.0	37.2
Religion	36.3	43.6	34.9
Culture	25.8	40.2	32.5
Novels/Plays	28.5	35.4	32.3
Women's Programmes	Not Available	30.2	29.4
Sports	25.4	41.0	27.3
Money/Business	13.5	29.9	18.8
Children	13.3	27.2	12.3

6.2.2 The table above indicates that some interesting shifts have occurred since the October 1999 study. The comparison of the figures for the current study shows that interest in some areas like *Discussions on Personal Problems*, *Health/Beauty/Home/Law*, *Religion* and *Children's Programmes* has decreased. At the same time segments like *Music*, *Local News*, *Foreign News*,

Current Affairs, Culture, Novel/Plays, Sports and Money/Business have climbed up the scale over the last year.

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
(October: 1999 - 2001)**

PROGRAMME SECTOR	% 1999 (October)	% 2000 (October)	% 2001 (October)
Local News	88.0	95.0	94.9
Foreign News	84.4	94.8	94.8
Feature Films	73.0	81.0	78.8
Discussions	68.6	73.6	71.8
Documentaries	59.1	71.8	70.0
Weather	65.4	75.9	61.9
Sports	56.2	65.4	61.1
Plays	51.1	56.0	61.0
Serials/Soap Operas	47.5	58.6	56.5
Current Affairs	40.6	50.9	45.2
Religion	39.0	43.4	35.4
Women's Programmes	37.2	39.6	37.4
Music Video-Clips	37.6	41.0	35.3
Art & Culture	33.7	39.2	33.5
Quizzes/Game Shows/Variety Progr.	59.9	69.9	32.1
Children's Programmes	37.3	38.7	30.9
Business & Finance	24.0	29.6	19.0

- 6.3.2 This table shows that both Local and Foreign News continue to be the sectors most preferred by Maltese TV audiences, at 94.9% and 94.8% 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 19% 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. It is interesting that the only four sectors that improved in this rating over the past year are *Discussions, Documentaries, Plays* and *Women's Programmes*.

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 October 2001 study. These two full Tables for the October 2001

studies are summarised in Table 6.3-1.2. To facilitate comparisons, Table 6.3-1.1, which is the respective Table for October 2000, is also being included here.

- 6.4.2 In the 2000 Radju Malta, Super 1 Radio and Radio 101 were all ranked highest for Local News. At the same time, a number of stations were ranked first for their music programmes: Island Sound Radio, Bay Radio, Smash Radio, Radio Calypso, Radju MAS, FM Bronja and Capital Radio. RTK was once again ranked highest for Religion programmes. It is interesting that a number of radio stations were then ranked quite high in more than one programme segment: Radju Malta in Local News, Foreign News; and in Plays, Super 1 in Local News, Foreign News and Discussions; Radio 101 in Local News, Foreign News and Discussions, and RTK in Religion, Discussions and in Health & Beauty Programmes. In October 2000, the highest ranking in all programme segments was recorded by Radio RTK in Religion, with 26.4%, followed by Super 1 in Local News, with 23.6%.
- 6.4.3 In the current study two stations were rated first for Local News: Radju Malta and Super 1 Radio. Radio 101 was ranked highest for Foreign News. At the same time, a number of stations were ranked first for their music programmes: Radju Parlament, Island Sound, Bay Radio, Smash Radio, Radio Calypso, Radju ta' l-Universita', Radju MAS, FM Bronja and Capital Radio. RTK has once more been ranked highest for programmes on Religion. It is interesting that a number of radio stations were then ranked quite high in more than one programme segment: Radju Malta 1 in Local News, Plays and in Foreign News; Super 1 in Local News, Discussions, Music and Foreign News; Radio 101 in Local News and Discussions and RTK in Local and Foreign News, Health & Beauty Programmes and in Discussions. The highest ranking in all programme segments for October 2001 was recorded by Super 1 in Local News, at 23.1% and in Foreign News at 22.8%, followed by Radio RTK in Religion, with 18.1%.
- 6.4.4 The figures in these two Tables, and the further breakdowns provided in the full Table (in Part II 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 6.3-1.2 for the October 2001 are graphically summarised in Figure 6.1.

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(October 2000)**

	RM	RP	SUPE R 1	101	IS	BAY	RTF	SMASH	CALYPSO	UNI RADIO	MAS	FM 3RONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	5.9	-	14.8	8.9	3.1	20.1	9.3	6.3	9.3	0.1	1.6	1.2	8.6	11.1	100
Discussions	7.0	-	21.1	10.7	0.5	3.1	23.2	1.0	0.9	-	0.1	0.1	0.3	31.7	100
Sport	5.9	-	12.5	6.9	0.9	5.9	5.9	0.5	1.6	-	0.1	0.1	0.7	59.0	100
Money & Business	4.8	-	8.5	5.5	0.4	3.3	6.3	-	0.5	-	0.1	0.1	0.4	70.1	100
Culture	8.9	-	11.1	5.6	0.4	2.0	9.8	-	0.5	0.3	0.1	1.0	0.5	59.8	100
Health/Beauty/Home/Law	7.2	-	14.5	7.7	0.5	2.0	16.2	0.4	0.4	-	0.1	0.1	0.3	51.0	100
Religion	3.7	-	7.3	3.4	0.3	1.7	26.4	-	0.3	-	0.3	0.1	0.3	58.4	100
Novels & Plays	7.8	-	11.4	4.4	0.4	1.7	8.7	0.1	0.1	-	0.1	0.3	0.3	64.8	100
Children	5.2	-	7.4	3.1	0.4	1.7	8.2	0.1	0.1	0.1	0.1	0.1	0.4	72.8	100
Women's Programmes	2.0	-	9.5	4.0	0.3	1.7	11.9	-	0.1	-	0.1	0.1	0.4	69.8	100
Local News	11.6	-	23.6	15.1	1.8	10.3	14.4	1.8	2.9	0.3	0.3	0.3	2.1	15.5	100
Foreign News	10.6	-	23.4	14.6	1.8	10.7	13.8	1.8	3.1	0.3	0.3	0.3	2.0	17.4	100
Current Affairs	9.1	-	18.9	12.1	0.8	5.0	9.8	0.3	1.6	0.3	0.3	0.3	0.8	40.9	100

**Table 6.3-1.2: Radio Station Preferences for Different Programme Sectors
(October 2001)**

	RM	RP	SUPE R 1	101	IS	BAY	RTF	SMASH	CALYPSO	UNI RADIO	MAS	FM 3RONJA	CAPITAL	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Music	6.6	6.6	17.3	7.9	2.9	14.0	10.1	4.6	8.4	0.3	1.4	0.8	5.5	13.7	100
Discussions	8.0	0.6	19.6	7.0	0.1	0.7	16.9	-	0.6	0.1	0.1	0.1	0.3	45.9	100
Sport	3.3	0.4	11.9	3.9	0.4	1.1	3.7	0.3	1.5	0.1	0.1	-	0.6	72.7	100
Money & Business	2.3	0.1	9.3	2.8	0.1	-	3.5	-	0.3	-	0.3	-	0.1	81.2	100
Culture	5.2	0.1	11.6	5.0	0.3	0.3	7.9	-	0.6	-	0.1	0.8	0.6	67.5	100
Health/Beauty/Home/Law	5.9	-	13.1	5.1	0.1	0.1	11.6	0.3	0.6	-	0.1	-	0.1	62.8	100
Religion	4.0	0.1	8.6	2.9	-	0.3	18.1	0.1	0.4	-	0.1	0.1	0.1	65.1	100
Novels & Plays	7.9	0.6	12.7	3.0	-	0.4	6.8	-	0.6	-	0.1	-	0.3	67.7	100
Children	7.0	-	7.0	1.4	-	-	2.8	0.1	0.1	-	0.1	-	0.1	87.7	100
Women's Programmes	4.0	0.1	10.6	3.5	-	0.3	9.5	0.3	0.4	-	0.1	0.1	0.4	70.6	100
Local News	10.9	1.7	23.1	11.7	1.5	5.5	12.7	1.1	3.0	0.1	0.4	-	2.2	26.0	100
Foreign News	10.4	1.7	22.8	12.0	1.4	5.2	12.4	1.2	2.8	0.1	0.4	-	2.2	27.3	100
Current Affairs	6.1	0.1	15.7	8.3	0.1	1.2	7.7	0.3	1.1	-	0.1	-	0.7	58.4	100

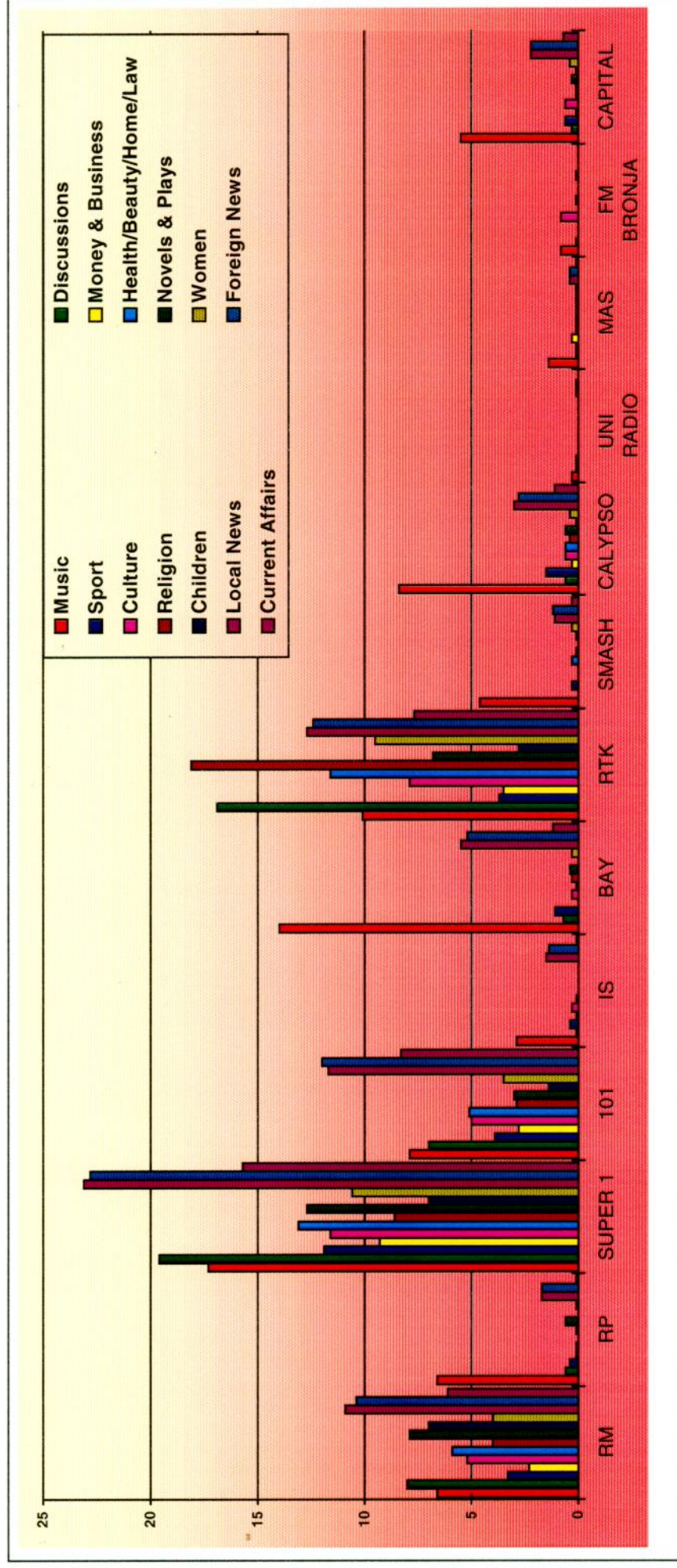


Fig 6.1: Comparative Radio Station Ranking by Different Programme Segments (October 2001)

6.4.5 During this study respondents who had stated that they regularly listen to radio were once more asked a question that was not present in some of the studies conducted in previous years: *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, Bay Radio and Radio 101 are considered by the Maltese to be the best four radio stations in Malta at present. As the Figure shows, except for Radju Malta, there is a substantial gap between this group of four stations and the rest.

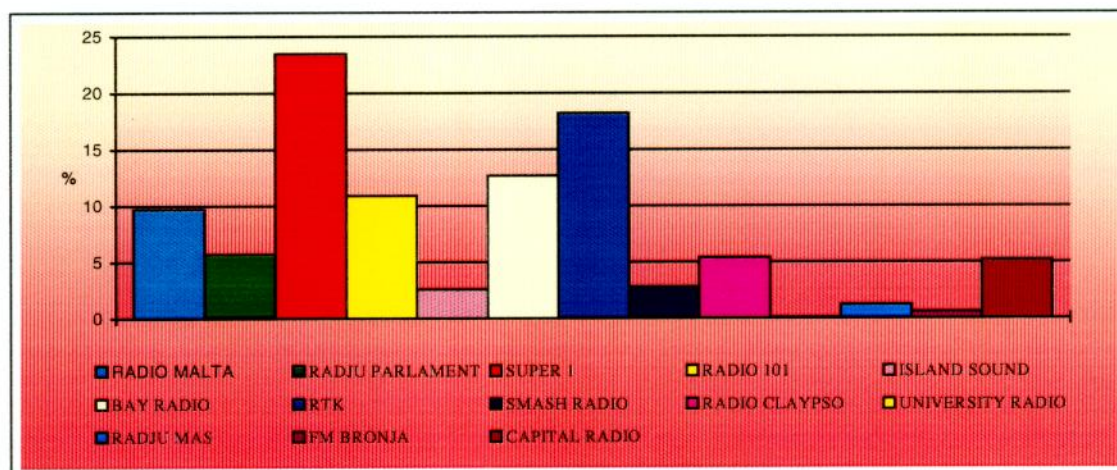


Fig 6.2: Overall Preference for 'Best Radio Station'

6.5.0 TV Channel Preferences for Different Programme Sectors

6.5.1 Tables 6.5-1 to 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 October 2000 study. These three full Tables are in turn summarised in Table 6.5-1.2. To facilitate comparisons, the figures obtained in the October 2000 study are also being summarised in Table 6.5-1.1 below.

6.5.2 In the October 2000 study, TVM and NET TV were ranked highest for Local News. Super 1 TV was ranked highest for Plays. As had also been the case in previous years, Smash TV was then ranked highest for Music Video-Clips; RAI was ranked highest for its Documentaries, whilst the Mediaset group of channels were ranked highest for Feature Films. In that study too, the other Italian stations were ranked highest for Music Video-Clips whilst the Satellite channels have again ranked highest for Documentaries. Max Plus was ranked highest for its Women Programmes.

6.5.3 In the current study, TVM and NET TV have again been ranked highest for Local News. Super 1 TV has once more been ranked highest for Plays. As had also been the case in previous years, Smash TV has been ranked highest for Music Video-Clips; RAI has been ranked highest for its Documentaries, whilst the Mediaset group of channels were then ranked highest for Feature Films. In this study too, the other Italian stations have again been ranked highest for Music Video-Clips whilst the Satellite channels have again ranked highest for Documentaries. Max Plus has been ranked highest for its Women Programmes.

Interestingly so, this time TVM and NET TV have both been ranked second for Discussions. This year too, Super 1 has again been ranked second for its Local News segment. TVM has been ranked second for the Discussion programmes whilst Mediaset group has been ranked second for their Quizzes/Games/Variety Programmes segment. Satellite stations have once more been ranked second for the Feature Films segment.

- 6.5.4 As is the case with the parallel figures for radio (cf. Par. 6.4.4 above), the data in the Tables included here, and the further breakdowns provided in full in the Table Appendix, need to be interpreted with caution. The data in Table 6.5-1.2 are graphically reproduced in Figure 6.3 below.

Table 6.5-1.1: TV Channel Preferences for Different Programme Sectors
(October 2000)

	TVM	SUPER 1	NET	MAX PLUS	SMASH	RAI	MEDIA-SET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	48.5	27.0	18.6	-	0.1	0.4	0.1	-	0.2	5.0	100.00
Foreign News	27.9	20.4	11.1	-	0.2	14.5	9.8	0.1	10.7	5.2	100.00
Sports	15.0	13.0	9.5	-	0.4	10.4	6.7	0.1	10.2	34.6	100.00
Weather	31.1	19.8	12.1	-	0.1	5.5	2.3	-	5.0	24.1	100.00
Feature Films	4.9	6.2	1.4	0.2	0.8	8.8	41.2	1.0	16.3	19.0	100.00
Serials/Soap Operas	2.9	15.8	3.8	0.6	0.1	4.4	25.0	0.2	5.9	41.4	100.00
Documentaries	8.8	8.6	3.6	0.1	0.4	18.8	11.1	0.3	20.1	28.2	100.00
Current Affairs	14.6	10.4	4.90	-	-	8.2	4.7	0.1	7.9	49.1	100.00
Discussions	34.2	16.4	12.4	-	0.1	3.0	4.6	0.1	2.9	26.4	100.00
Quizzes/Game Shows/Variety Programmes	5.8	10.1	6.3	0.2	0.1	7.2	35.0	0.1	5.0	30.1	100.00
Music Video-Clips	2.6	5.6	1.5	-	10.1	1.1	4.0	3.6	12.5	59.0	100.00
Plays	15.8	31.9	4.4	-	0.1	0.7	0.8	0.2	2.0	44.0	100.00
Art & Culture	14.7	9.3	2.3	0.1	0.1	5.5	1.2	0.2	5.7	60.8	100.00
Women	15.1	13.2	3.3	0.8	0.2	1.0	1.4	0.1	4.4	80.4	100.00
Children	10.7	9.9	4.8	-	-	1.3	5.1	0.2	6.6	81.3	100.00
Religion	22.3	8.4	7.9	0.1	-	2.7	0.3	0.1	1.6	56.6	100.00
Business & Finance	13.1	6.8	3.6	-	0.3	2.1	5.1	0.1	3.1	70.4	100.00

Table 6.5-1.2: TV Channel Preferences for Different Programme Sectors
(October 2001)

	TVM	SUPER 1	NET	SMASH	MAX PLUS	RAI	MEDIA-SET	OTHER ITALIAN	SATEL LITE	NONE	TOTAL
	%	%	%	%	%	%	%	%	%	%	%
Local News	48.9	28.6	16.6	0.1	-	0.3	0.2	-	0.2	5.1	100.00
Foreign News	26.0	20.4	10.3	-	-	13.8	10.3	0.4	13.6	5.2	100.00
Sports	8.9	12.5	7.6	0.2	-	9.3	7.5	0.5	14.6	38.9	100.00
Weather	24.6	16.1	7.7	-	-	3.8	2.5	0.1	7.0	38.1	100.00
Feature Films	2.9	7.2	1.8	0.3	1.4	9.8	35.0	2.5	17.8	21.2	100.00
Serials/Soap Operas	3.9	15.7	4.1	-	5.5	1.5	20.6	1.0	4.3	43.5	100.00
Documentaries	6.5	8.8	3.9	0.1	0.1	16.0	11.9	1.5	21.2	30.0	100.00
Current Affairs	10.6	12.1	4.8	0.1	0.2	4.6	2.9	0.4	9.6	54.8	100.00
Discussions	35.5	18.7	9.1	0.2	0.4	1.8	2.9	0.1	3.1	28.2	100.00
Quizzes/Game Shows/Variety Programmes	3.7	13.2	7.1	0.1	0.4	7.4	23.8	1.6	4.7	37.9	100.00
Music Video-Clips	0.9	5.4	1.7	10.1	0.3	0.6	2.3	2.7	11.2	64.7	100.00
Plays	16.7	33.9	7.5	-	0.1	0.1	0.3	0.1	2.2	39.0	100.00
Art & Culture	11.9	10.6	3.8	-	0.3	1.8	0.8	0.2	4.1	66.5	100.00
Women	7.6	13.7	3.6	0.3	8.6	0.3	0.5	0.2	2.5	62.6	100.00
Children	3.3	8.1	10.0	-	0.9	0.7	2.3	0.7	4.8	69.1	100.00
Religion	7.2	10.2	10.9	3.8	-	0.3	0.1	0.2	2.7	64.6	100.00
Business & Finance	3.7	8.2	2.5	0.5	-	-	0.1	0.2	3.8	81.0	100.00

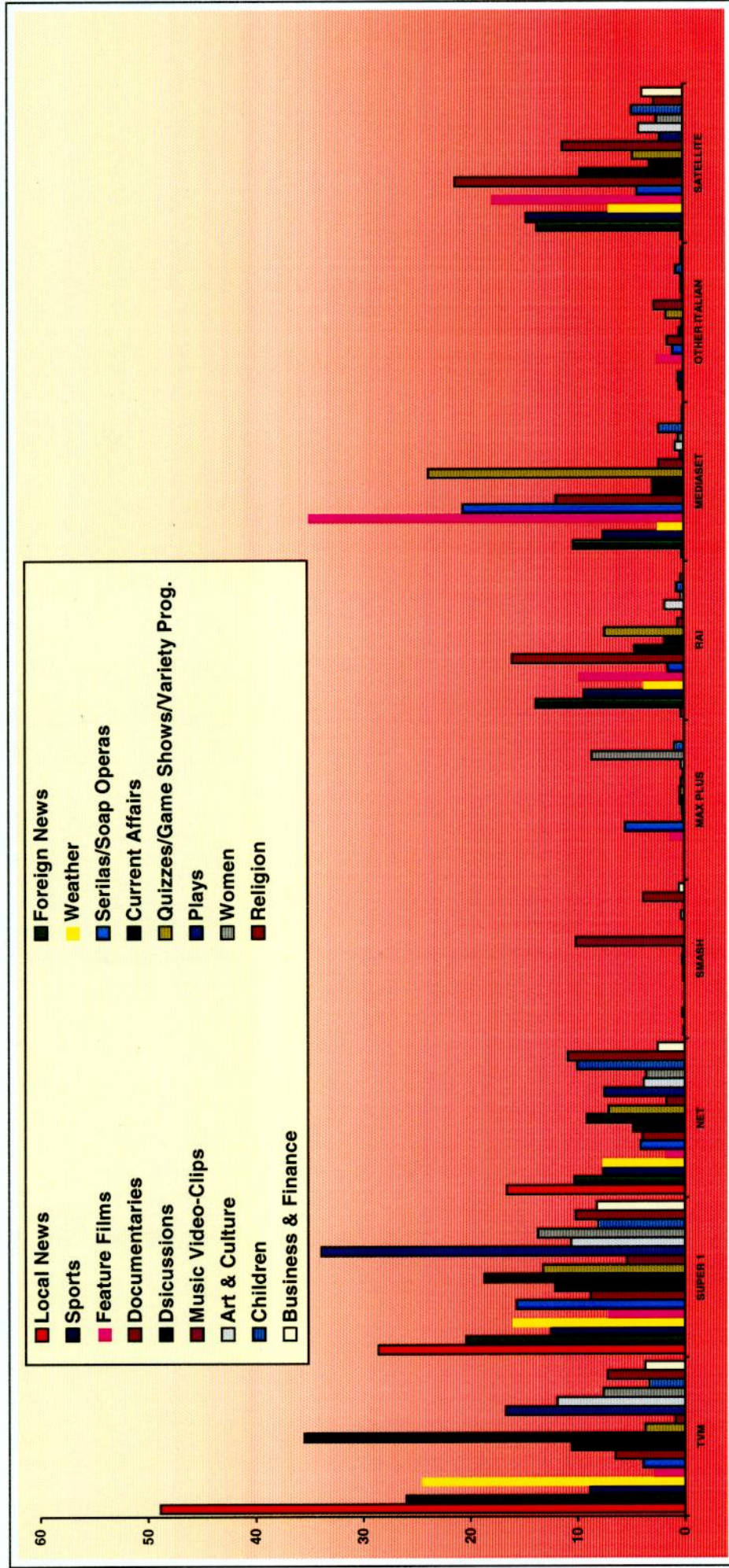


Fig 6.3: Comparative TV Station Ranking by Different Programme Segments (October 2001)

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 October 2000 and October 2001 studies. The data for the current study (October 2001) are presented in full in Table 6.6 (in the Tables Appendix), which provides the full breakdowns on this subject.

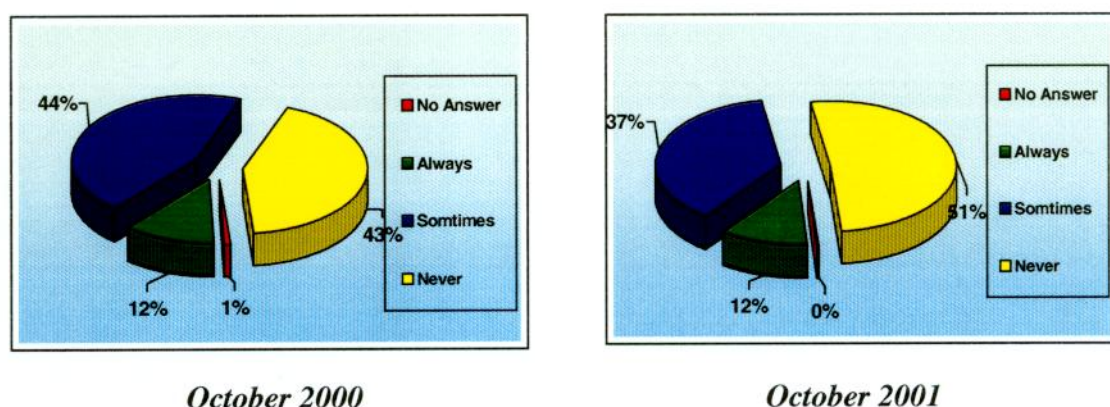


Fig 6.4: Extent of Interest in Political Broadcasts - October 2000 and 2001

6.6.2 The full breakdowns suggest that there continues to be a higher interest among males to follow political broadcasts always (16.1% among males vs. 7% females). Those aged 51-65 years retain the highest interest to follow these broadcasts since 19.8% say that they always view them. Persons in the DE socio-economic group registered the highest percentage (13.6%) for 'always' following these broadcasts. More females than males 'never' follow these broadcasts (56.2% females vs. 45.77% 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 10.6% of all the respondents who had stated that they listen to radio regularly made suggestions for new radio programmes. The most frequent suggestions were: more music (1.4%); more plays (1.8%) and more music from the 1970s and 1980s (1.1%). Other proposals were made by a 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 31.5% of all respondents who had stated that they view TV regularly) made some kind of proposal for new TV programmes. The most frequent suggestions made were: more plays in Maltese (4.9%); more Films (4.5%); more documentaries (4.4%); more Sports (3.7%); more Comedy (3.4%); more serious and Educational Programmes (2.4%); more Discussion Programmes (1.8%); and more Maltese Soap Operas (2.2%). Other proposals were made, and they are also listed in Table 6.8 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 this study. Figures for the opening and closing times for each station were provided by the Broadcasting Authority.
- 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 7.1-2 and Fig. 7.1 present data on the daily average share by station on the basis of all available time-slots for each station. Radio Super 1 this time round once more registered the highest score for the daily average, at 2.58% (October 2000: 2.81%). The highest daily average for the station was this time registered on Wednesday, with 3.07% (October 2000: 3.50%). This was followed by RTK, with a daily average of 1.83% (October 2000: 1.98%). This station's highest average was registered on Saturday with 2.24% (October

2000: Monday with 2.66%). This time third comes Radju Malta at 1.28% (October 2000: Radio 101 at 1.80%). Table 7.1-1 (October 2000) is included for easy comparison.

Table 7.1-1: Daily Radio Average Audience Share - October 2000
(All available Time-slots)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	DALYPSO	UNI ADIO	MAS	FM 3RONJA	CAPITAL	NONE
Monday	0.79	0.07	2.24	1.97	0.22	1.03	2.66	0.18	0.47	0.00	0.07	0.05	0.47	91.03
Tuesday	0.99	0.06	2.23	2.23	0.36	1.22	2.53	0.50	0.48	0.16	0.07	0.04	0.84	89.69
Wednesday	0.73	0.15	3.10	1.54	0.29	1.80	1.27	0.50	0.58	0.03	0.40	0.04	0.40	90.35
Thursday	0.87	0.17	3.50	1.81	0.08	1.22	1.79	0.58	0.77	0.00	1.09	0.00	0.18	89.58
Friday	0.73	0.23	2.78	1.45	0.13	1.48	1.92	0.41	0.30	0.00	0.90	0.00	0.42	90.71
Saturday	0.73	0.23	2.78	1.33	0.13	1.48	1.82	0.41	0.30	0.00	0.90	0.00	0.42	90.71
Sunday	0.43	0.16	3.06	2.25	0.23	0.98	1.89	0.22	0.20	0.00	0.13	0.00	0.15	91.52
Daily Average	0.75	0.15	2.81	1.80	0.21	1.29	1.98	0.40	0.44	0.03	0.51	0.02	0.41	90.51

Table 7.1-2: Daily Radio Average Audience Share - October 2001
(All available Time-slots)

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	DALYPSO	UNI ADIO	MAS	FM 3RONJA	CAPITAL	NONE
Monday	1.08	0.71	2.83	0.84	0.12	0.75	1.60	0.17	0.78	0.00	0.25	0.05	0.42	90.54
Tuesday	0.87	0.42	2.88	1.11	0.23	0.82	2.19	0.16	0.79	0.00	0.38	0.05	0.36	89.95
Wednesday	1.46	0.42	3.07	1.11	0.33	0.90	1.92	0.39	0.45	0.00	0.25	0.09	0.44	89.31
Thursday	1.92	0.31	2.64	1.46	0.42	0.55	1.57	0.70	0.29	0.00	0.15	0.07	0.96	89.04
Friday	1.65	0.19	2.27	1.37	0.23	0.64	1.95	0.55	0.70	0.00	0.17	0.00	1.08	89.30
Saturday	0.95	0.47	2.86	1.17	0.22	1.14	2.24	0.09	0.90	0.06	0.17	0.03	0.67	89.15
Sunday	1.03	0.68	1.49	0.91	0.03	0.82	1.34	0.06	0.75	0.09	0.40	0.00	0.57	92.09
Daily Average	1.28	0.46	2.58	1.14	0.22	0.80	1.83	0.30	0.66	0.02	0.25	0.04	0.64	89.91

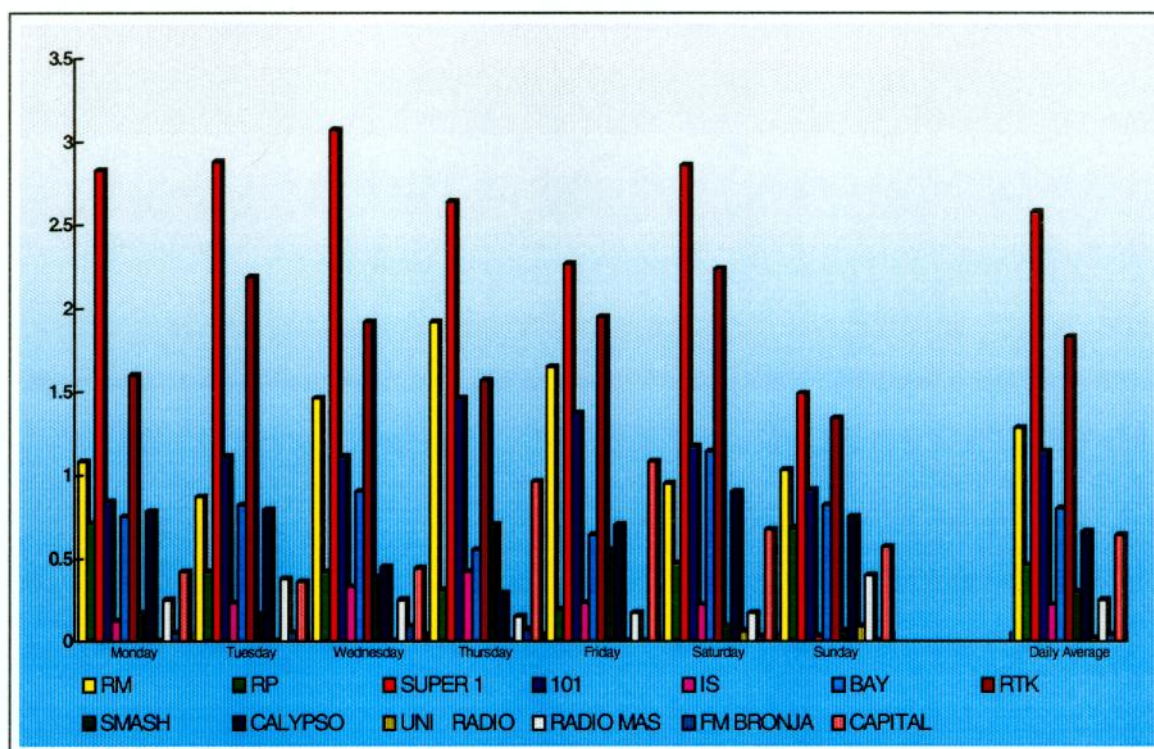


Figure 7.1: Daily Radio Average Audience Share 2001

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 7.2-2 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 Saturday with 9.44% (October 2000: the station had an identical peak on four days of the week, Thursday to Sunday, with 8.74%). The closest peak was that reached by RTK on Saturday too, with 7.69% (October 2000: Tuesday, with 6.29%). Figure 7.2 graphically portrays how the stations compare on this index. Table 7.2-1 (October 2000) is being included for easy reference.

Table 7.2-1: Daily Radio Peak Audience Share - October 2000

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALY P-SO	UNI RADIO	MAS	FM IRONJA	CAPITAL
Monday	3.50	0.70	6.29	4.20	0.70	2.80	5.94	1.75	1.05	0.00	0.35	1.05	1.75
Tuesday	4.20	0.35	6.29	3.85	1.40	3.50	6.29	1.40	1.40	0.70	0.35	0.35	2.45
Wednesday	2.80	0.70	7.69	3.15	0.70	3.85	3.50	1.75	1.75	0.35	0.70	0.35	1.05
Thursday	4.20	0.70	8.74	3.50	0.70	3.85	4.20	2.10	1.75	0.00	2.10	0.00	0.70
Friday	3.15	0.70	8.74	3.15	0.70	4.55	4.90	1.05	1.05	0.00	1.75	0.00	1.75
Saturday	3.15	0.70	8.74	3.15	0.70	4.55	4.90	1.05	1.05	0.00	1.75	0.00	1.75
Sunday	2.10	0.70	8.74	4.90	1.05	3.15	4.55	1.05	0.70	0.00	0.35	0.00	0.70
Highest Peak	4.20	0.70	8.74	4.90	1.40	4.55	6.29	2.10	1.75	0.70	2.10	1.05	2.45

Table 7.2-2: Daily Radio Peak Audience Share - October 2001

	RM	RP	SUPER 1	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	MAS	FM IRONJA	CAPITAL
Monday	3.85	2.10	8.74	3.50	0.70	2.45	5.59	0.70	2.45	0.00	0.70	0.35	1.75
Tuesday	3.85	1.40	9.44	3.50	0.70	2.45	7.34	0.70	2.80	0.00	1.40	0.35	1.75
Wednesday	5.94	1.75	8.04	3.85	1.05	2.80	6.64	1.75	2.45	0.00	1.05	0.70	1.40
Thursday	6.64	1.40	8.74	5.24	1.05	1.75	5.94	2.10	1.40	0.00	0.35	0.35	3.15
Friday	5.94	1.05	9.09	5.59	1.05	2.45	5.24	1.75	1.75	0.00	0.70	0.00	3.50
Saturday	4.55	1.75	9.44	3.85	1.05	3.85	7.69	0.35	2.10	0.35	0.35	0.35	2.80
Sunday	3.85	2.80	4.90	3.85	0.35	3.50	4.90	0.35	2.80	0.35	1.05	0.00	2.45
Highest Peak	6.64	2.80	9.44	5.59	1.05	3.85	7.69	2.10	2.80	0.35	1.40	0.70	3.50

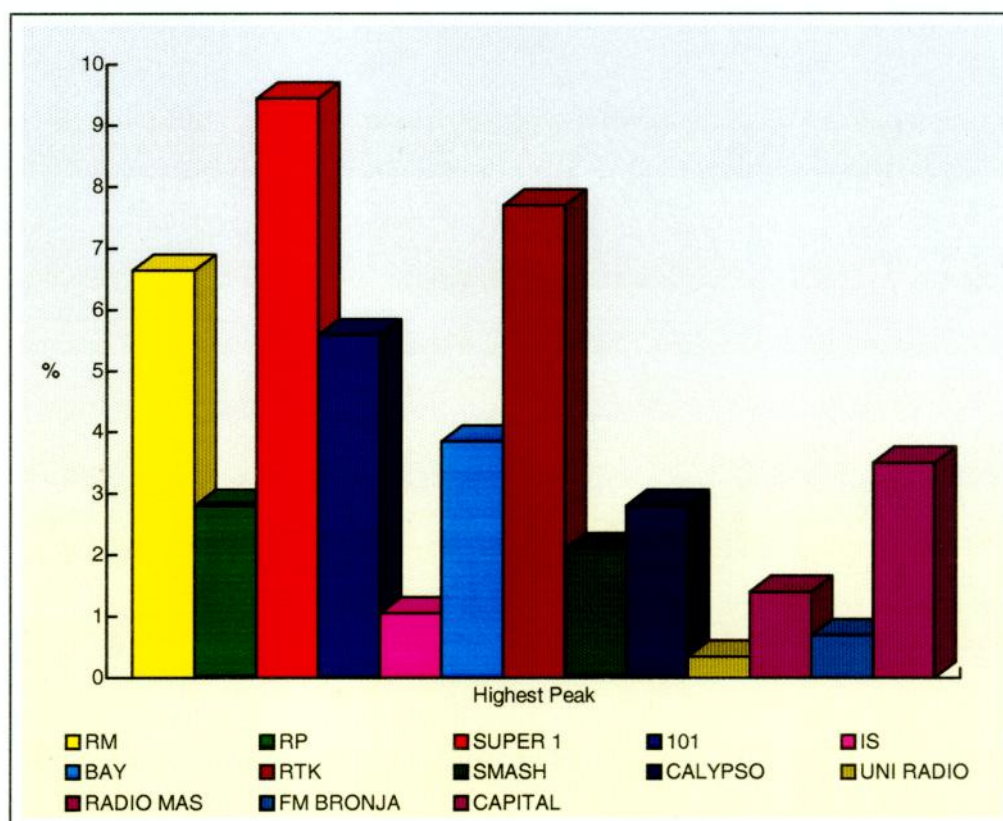


Figure 7.2: Highest Radio Station Peak Audience Share – October 2001

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. Figures are given for each day of the week. 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 in to 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 radio stations on air during that time and, in the case of Radju MAS and Radju ta' l-Universita', for those hours within this time period when they were transmitting. The first two of this set of statistics have already been analysed above; the third statistic is relevant because it gives an indication as to 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 Listening Patterns

- 7.5.1 The listening patterns of the Maltese radio audiences emerge quite clearly from Tables R1 to R7: different radio stations have a loyal audience that follows them practically throughout the week. This set of Tables breaks down the audience for each station by half-hour slots. The following paragraphs will briefly highlight the main stations individually.
- 7.5.2 Radju Malta continues to have its largest audiences in the Morning, starting at around 7.00 a.m. and increasing slightly by mid-morning to a maximum of 6.64%. The station manages to capture a smaller audience in the afternoon in comparison to its audience levels in the morning.
- 7.5.3 Super 1 Radio has a consistently high audience for a longer span of the day. Audience levels start relatively high in the morning and increase consistently after 6.00 a.m. to reach their peaks before noon. Super 1 Radio tends to keep a relatively high audience into the late afternoon, to lose it only as the evening approaches.
- 7.5.4 Radio 101's audiences are stable both in the morning and in the afternoon, even though they are smaller in the afternoon. Audience peaks are often reached in the afternoon. The highest peak was reached at noon on Friday during the week when this study was conducted.
- 7.5.5 RTK also has its best audience ratings in the morning, with a loyal, albeit smaller, audience that follows the station in the early afternoon. The highest peak was reached on Saturday between 10.30 a.m. and 11.00 a.m. RTK continues to have an interesting increase in audiences at 7.00 p.m., when the Holy Rosary is recited.
- 7.5.6 Bay Radio has a stable during the day. Audiences are retained into the early evening; peaks were reached on Saturday at 1.00 p.m.
- 7.5.7 Capital Radio has a stable morning audience which, at present, tends to become stronger in the early afternoon. The peak reached on Friday at 10.00 a.m. Calypso Radio, on the other hand, reaches the same peak on two days, on Tuesday and on Sunday, at 9.30 a.m. and from 9.00 to 10.00 a.m. respectively. On most days, this station has a stable, if relatively low audience, throughout the day. Radju Parlament has also managed to increase its audiences through its music programmes. Smash Radio has its highest audience level on Thursday between 10.30 and 11.00 a.m. Smash Radio's audience is scattered all throughout the day; it is very low at the weekend.
- 7.5.8 The audience levels of the other stations are individually mapped in the following Tables, but audience size is generally small. What is very interesting is the number of persons who reported that they had not listened to any radio station at all, represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow radio broadcasts.

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

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAI	NONE	TOTAL
1100-1130	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
1130-1200	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
1200-1230	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
1230-1300	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
1300-1330	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
1330-1400	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
1400-1430	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
1430-1500	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
1500-1530	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
1530-1600	0.35	0.00	1.05	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1600-1630	0.70	0.00	1.05	1.05	0.00	0.00	0.70	0.00	0.00		0.00	0.00	0.00	96.50	100
1630-1700	0.70	0.00	2.80	1.05	0.00	0.00	1.40	0.35	0.00		0.00	0.00	0.00	93.71	100
1700-1730	1.40	1.05	6.29	1.05	0.00	1.75	1.75	0.35	0.00		0.70	0.35	0.35	84.97	100
1730-1800	2.10	1.40	6.29	1.05	0.00	2.45	1.75	0.00	0.00		0.70	0.35	0.70	83.22	100
1800-1830	3.50	1.40	6.99	1.40	0.00	1.75	2.80	0.35	1.05		0.35	0.35	0.70	79.37	100
1830-1900	3.15	0.70	6.64	1.40	0.00	1.05	2.80	0.35	2.10		0.35	0.35	1.40	79.72	100
1900-1930	2.80	1.40	8.74	1.75	0.70	1.40	3.85	0.35	2.45		0.35	0.35	1.40	74.48	100
1930-2000	3.50	1.40	8.74	1.75	0.70	1.75	4.90	0.35	2.45		0.35	0.00	1.40	72.73	100
2000-2030	3.85	1.40	8.39	3.15	0.70	2.10	5.59	0.35	2.10		0.35	0.00	1.75	70.28	100
2030-2100	3.50	1.40	8.39	3.15	0.70	2.10	5.24	0.00	2.10		0.35	0.00	1.75	71.33	100
2100-2130	3.15	1.40	8.04	3.50	0.00	1.05	5.24	0.00	2.10		0.35	0.00	1.75	73.43	100
2130-2200	3.50	1.40	7.34	2.80	0.00	1.40	4.90	0.00	1.75		0.35	0.00	1.40	75.17	100
2200-2230	2.45	1.40	6.64	2.80	0.00	1.40	3.50	0.35	1.40		0.35	0.00	1.05	78.67	100
2230-2300	1.75	1.75	4.20	2.10	0.00	1.75	2.10	0.35	1.05		0.00	0.00	0.70	84.27	100
2300-2330	1.75	1.40	4.20	1.40	0.35	1.75	1.75	0.35	1.75		0.00	0.00	0.35	84.97	100
2330-2400	1.40	1.05	3.50	1.05	0.35	1.75	1.40	0.00	1.40		0.00	0.00	0.35	87.76	100
2400-2430	1.40	1.05	3.85	1.05	0.35	1.05	1.40	0.35	1.40		0.35	0.00	0.35	87.41	100
2430-2500	1.05	1.40	3.85	0.35	0.35	1.05	1.75	0.00	1.40		0.35	0.00	0.35	88.11	100
2500-2530	1.40	1.40	4.20	0.70	0.35	1.40	1.75	0.00	1.40		0.00	0.00	0.35	87.06	100
2530-2600	1.40	2.10	4.20	0.70	0.35	1.40	2.10	0.00	1.75		0.00	0.00	0.35	85.66	100
2600-2630	0.70	1.75	3.15	1.05	0.00	1.75	2.80	0.00	1.05		0.00	0.35	0.70	86.71	100
2630-2700	0.70	1.40	3.15	1.05	0.00	1.75	3.15	0.00	1.40	0.00		0.35	0.70	86.36	100
2700-2730	0.70	1.05	3.50	0.70	0.35	0.70	3.15	0.00	1.40	0.00		0.00	0.70	87.76	100
2730-2800	0.70	1.40	2.80	1.40	0.35	0.70	2.45	0.00	0.70	0.00		0.00	0.70	88.81	100
2800-2830	1.05	1.40	2.45	1.05	0.00	0.35	2.10	0.35	1.05	0.00		0.00	0.35	89.86	100
2830-2900	1.05	1.05	2.10	1.05	0.00	0.35	1.40	0.35	1.40	0.00		0.00	0.35	90.91	100
2900-2930	0.70	0.35	1.40	0.35	0.00	0.35	2.10	0.70	0.70	0.00		0.00	0.35	93.01	100
2930-3000	0.70	0.35	1.05	0.35	0.00	0.35	0.70	0.70	0.70	0.00		0.00	0.00	95.10	100
3000-3030	0.35	0.00	0.70	0.00	0.00	0.35	0.70	0.35	0.70	0.00		0.00	0.00	96.85	100
3030-3100	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.35	0.00		0.00	0.00	98.60	100
3100-3130	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.70	0.35	0.00		0.00	0.00	98.25	100
3130-3200	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.35	0.00	0.00		0.00	0.00	98.95	100
3200-3230	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
3230-3300	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
3300-3330	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
3330-3400	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
average	1.08	0.71	2.83	0.84	0.12	0.75	1.60	0.17	0.78	0.00	0.25	0.05	0.42	90.54	
maximum	3.85	2.10	8.74	3.50	0.70	2.45	5.59	0.70	2.45	0.00	0.70	0.35	1.75	100.00	
std. dev.	1.20	0.68	2.96	0.97	0.22	0.77	1.65	0.21	0.81	0.00	0.22	0.12	0.54	9.35	
average for 0600- 2400 hrs	1.42	0.94	3.74	1.12	0.16	1.00	2.12	0.23	1.04	0.00	0.25	0.07	0.56	87.46	

*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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	WAS	FM RONJ	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	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	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	0.00	100.00	100
0130	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
0200	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
0230	0.00	0.00	0.00	0.00	0.00	0.00	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	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	0.00	100.00	100
0400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0430	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0500	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
0530	0.00	0.00	1.40	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
0600	0.70	0.00	1.75	1.05	0.00	0.35	0.35	0.00	0.00		0.00	0.00	0.00	95.80	100
0630	0.70	0.00	3.15	1.75	0.35	0.35	1.75	0.00	0.35		0.00	0.00	0.00	91.61	100
0700	1.05	0.35	6.29	3.50	0.35	2.45	2.45	0.00	1.05		0.35	0.35	0.35	81.47	100
0730	1.40	0.35	6.99	2.80	0.35	2.45	2.80	0.00	1.05		0.35	0.35	0.35	80.77	100
0800	2.10	0.35	7.34	2.45	0.35	1.75	4.55	0.00	1.40		0.35	0.35	0.35	78.67	100
0830	2.10	0.35	8.04	2.10	0.35	1.40	4.90	0.00	1.40		0.70	0.35	0.35	77.97	100
0900	2.80	0.35	9.09	1.40	0.70	1.40	5.24	0.35	2.45		0.70	0.35	0.35	74.83	100
0930	3.15	0.35	9.09	1.75	0.70	1.75	6.29	0.70	2.80		0.70	0.00	1.40	71.33	100
1000	3.85	0.00	9.44	2.10	0.70	1.75	6.99	0.70	2.45		1.40	0.00	1.75	68.88	100
1030	3.85	0.70	8.74	1.75	0.70	2.10	7.34	0.70	2.45		1.05	0.00	1.75	68.88	100
1100	3.50	0.35	8.04	1.75	0.35	1.75	6.64	0.70	2.45		0.70	0.00	1.05	72.73	100
1130	3.50	0.35	6.99	2.10	0.35	1.75	7.34	0.00	1.75		0.70	0.00	0.70	74.48	100
NOON	3.15	1.05	5.24	2.45	0.35	1.40	6.99	0.00	1.75		0.35	0.00	0.70	76.57	100
1230	1.75	1.40	4.90	2.45	0.35	1.40	3.85	0.00	1.40		0.35	0.00	0.70	81.47	100
1300	1.05	0.35	5.24	2.10	0.35	2.10	2.10	0.00	1.05		0.35	0.00	0.70	84.62	100
1330	1.75	0.35	4.20	2.10	0.35	2.45	1.75	0.35	1.05		0.00	0.00	0.70	84.97	100
1400	0.35	0.70	3.50	2.10	0.35	1.75	1.75	0.70	0.70		0.00	0.00	0.70	87.41	100
1430	0.00	0.70	2.80	2.45	0.35	1.05	1.75	0.35	0.70		0.00	0.00	0.70	89.16	100
1500	0.35	1.40	3.15	2.10	0.35	1.75	2.80	0.35	1.05		0.00	0.00	0.35	86.36	100
1530	0.70	1.40	2.80	2.45	0.00	1.40	2.80	0.35	0.70		0.00	0.00	0.70	86.71	100
1600	0.70	1.40	3.15	2.10	0.00	1.40	3.85	0.35	1.05		0.00	0.35	0.70	84.97	100
1630	0.70	1.40	3.15	1.40	0.00	0.70	3.15	0.35	1.40	0.00		0.35	0.70	86.71	100
1700	0.35	1.40	3.50	1.75	0.00	0.70	2.80	0.35	1.40	0.00		0.00	0.35	87.41	100
1730	0.35	0.70	2.10	1.05	0.35	0.35	2.80	0.00	1.05	0.00		0.00	0.35	90.91	100
1800	0.35	1.05	2.45	0.70	0.35	1.05	2.45	0.00	2.10	0.00		0.00	0.70	88.81	100
1830	0.35	1.05	2.10	0.70	0.35	1.40	1.75	0.00	2.10	0.00		0.00	0.35	89.86	100
1900	0.35	1.05	1.05	0.70	0.35	0.00	1.40	0.35	0.70	0.00		0.00	0.35	93.71	100
1930	0.35	1.05	0.70	1.05	0.35	0.00	0.70	0.35	0.00	0.00		0.00	0.35	95.10	100
2000	0.35	0.00	0.00	0.70	0.35	0.00	0.70	0.35	0.00	0.00		0.00	0.00	97.55	100
2030	0.00	0.00	0.00	0.35	0.35	0.00	1.05	0.00	0.00	0.00		0.00	0.00	98.25	100
2100	0.00	0.00	0.00	0.35	0.35	0.35	0.70	0.35	0.00	0.00		0.00	0.00	97.90	100
2130	0.00	0.00	0.35	0.00	0.35	0.35	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.35	0.00	0.00	0.35	0.70	0.00	0.00	0.00		0.00	0.00	98.60	100
2230	0.00	0.00	0.00	0.00	0.00	0.35	0.35	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	100.00	100
2330	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
average	0.87	0.42	2.88	1.11	0.23	0.82	2.19	0.16	0.79	0.00	0.38	0.05	0.36	89.95	
maximum	3.85	1.40	9.44	3.50	0.70	2.45	7.34	0.70	2.80	0.00	1.40	0.35	1.75	100.00	
std. dev.	1.19	0.50	3.07	1.02	0.22	0.83	2.28	0.24	0.87	0.00	0.39	0.12	0.45	9.83	
average for 0600- 2400 hrs	1.16	0.56	3.77	1.49	0.30	1.10	2.87	0.21	1.05	0.00	0.38	0.07	0.49	86.71	

*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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM RONJ	CAPITAL	NONE	TOTAL
IIDNIGH	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
0030	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
0100	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
0130	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
0200	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
0230	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
0300	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
0330	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
0400	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
0430	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
0500	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
0530	0.00	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.25	100
0600	0.35	0.00	1.40	0.35	0.00	0.35	0.35	0.35	0.00		0.00	0.00	0.35	96.50	100
0630	0.35	0.00	2.10	1.75	0.35	0.70	1.05	0.35	0.35		0.00	0.00	0.35	92.66	100
0700	1.40	0.35	4.90	3.85	0.70	2.45	2.10	0.70	0.35		0.00	0.00	0.35	82.87	100
0730	2.45	0.70	5.59	2.45	0.35	1.40	2.45	0.00	0.35		0.00	0.00	0.70	83.57	100
0800	3.50	0.70	6.64	2.80	0.70	2.80	4.90	0.00	0.35		0.00	0.00	0.70	78.92	100
0830	3.50	0.70	6.29	2.45	0.70	1.75	5.24	0.00	0.70		0.00	0.00	0.70	77.97	100
0900	3.15	1.05	7.34	2.45	0.70	1.75	6.29	0.70	1.05		1.05	0.00	0.35	74.13	100
0930	4.20	1.05	7.69	2.80	0.70	1.75	6.29	1.05	1.05		0.70	0.00	0.70	72.03	100
1000	5.59	0.70	8.04	3.50	0.70	1.75	6.64	1.05	1.05		0.70	0.00	1.40	68.88	100
1030	5.94	0.70	7.69	3.15	0.70	1.75	6.29	1.75	1.40		0.70	0.00	1.40	68.53	100
1100	5.24	0.70	7.69	3.15	0.70	2.10	6.64	1.40	1.40		0.70	0.00	1.05	69.23	100
1130	5.24	0.70	7.34	3.15	1.05	1.75	6.29	1.05	0.70		0.70	0.00	0.70	71.33	100
NOON	5.24	1.05	7.69	3.15	1.05	1.05	5.24	0.70	0.70		0.70	0.70	1.05	71.68	100
1230	3.15	1.05	6.64	2.45	1.05	0.70	4.20	0.35	0.35		0.00	0.35	1.05	78.67	100
1300	2.10	0.70	5.94	2.10	0.70	1.05	3.85	0.00	0.35		0.00	0.35	1.05	81.82	100
1330	1.40	0.70	4.90	1.75	0.70	1.40	3.85	0.70	0.35		0.00	0.35	1.05	82.87	100
1400	1.75	1.05	4.20	1.05	0.70	1.40	2.80	0.70	0.35		0.00	0.35	0.70	84.97	100
1430	1.05	0.70	4.55	1.75	0.70	1.75	1.40	0.70	0.35		0.00	0.35	0.70	86.01	100
1500	0.70	1.75	4.20	1.40	0.35	2.45	2.10	0.70	0.35		0.00	0.35	0.35	85.31	100
1530	0.70	1.75	3.85	1.40	0.35	2.10	2.45	1.05	0.00		0.00	0.35	0.70	85.31	100
1600	1.05	0.35	3.85	0.35	0.35	1.75	2.10	0.70	0.35		0.00	0.35	0.70	88.11	100
1630	1.40	0.35	2.80	0.35	0.35	1.40	1.75	0.35	0.70	0.00		0.35	1.05	89.16	100
1700	1.40	0.35	2.80	0.70	0.70	1.75	1.05	0.00	0.70	0.00		0.35	0.70	89.51	100
1730	1.05	0.00	3.15	0.70	0.35	1.05	1.05	0.00	0.70	0.00		0.00	0.70	91.26	100
1800	2.10	0.35	3.15	1.40	0.35	1.40	0.70	0.00	2.45	0.00		0.00	0.70	87.41	100
1830	1.05	0.35	2.45	1.40	0.35	1.40	0.70	0.00	2.45	0.00		0.00	1.05	88.81	100
1900	1.05	0.70	1.40	0.35	0.35	0.70	1.75	0.00	1.40	0.00		0.00	0.70	91.61	100
1930	0.35	0.70	1.05	0.35	0.00	0.35	0.35	0.00	0.70	0.00		0.00	0.00	96.15	100
2000	1.05	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	96.85	100
2030	0.70	0.35	0.70	0.35	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	97.20	100
2100	0.35	0.00	0.70	0.35	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.25	100
2130	0.35	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.00	0.00		0.00	0.00	98.95	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	99.30	100
2230	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2300	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.30	100
2330	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.95	100
average	1.46	0.42	3.07	1.11	0.33	0.90	1.92	0.39	0.45	0.00	0.25	0.09	0.44	99.31	
maximum	5.94	1.75	8.04	3.85	1.05	2.80	6.64	1.75	2.45	0.00	1.05	0.70	1.40	99.30	
std. dev.	1.73	0.46	2.68	1.22	0.35	0.84	2.25	0.41	0.58	0.00	0.36	0.17	0.44	10.14	
average for 0600- 2400 hrs	1.95	0.55	3.87	1.49	0.44	1.20	2.50	0.41	0.60	0.00	0.25	0.12	0.58	86.15	

**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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM BRONJA	APITAL	NONE	TOTAL
1100NIGHT	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1300	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1400	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1500	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1600	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
1700	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
1800	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.65	100
1900	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
2000	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	99.30	100
2100	0.70	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
2200	1.05	0.00	0.70	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.00	0.35	97.20	100
2300	1.05	0.00	2.80	0.35	0.00	0.00	0.70	0.35	0.00		0.00	0.00	0.35	94.41	100
2400	2.10	0.00	4.55	1.40	0.00	1.05	1.75	1.05	0.00		0.00	0.00	1.05	87.06	100
2500	2.80	0.00	4.90	1.40	0.00	0.70	1.75	0.70	0.35		0.00	0.00	1.40	86.01	100
2600	5.59	0.00	5.94	2.10	0.00	1.40	3.50	0.35	0.00		0.35	0.00	1.75	79.02	100
2700	5.59	0.00	6.64	2.45	0.35	1.40	5.24	0.70	0.35		0.35	0.00	1.75	75.17	100
2800	5.24	1.40	8.74	4.20	1.05	1.05	5.59	1.40	0.70		0.35	0.00	2.80	67.48	100
2900	5.59	1.40	8.39	4.55	1.05	0.70	5.24	1.75	0.35		0.35	0.00	3.15	67.48	100
3000	6.64	1.05	8.39	4.90	1.05	1.05	4.90	1.75	0.70		0.35	0.00	3.15	66.08	100
3100	6.29	1.05	8.04	4.90	1.05	1.05	4.90	2.10	0.70		0.35	0.00	3.15	66.43	100
3200	5.24	1.05	7.69	5.24	1.05	1.05	5.59	1.75	1.05		0.35	0.00	3.15	66.78	100
3300	4.55	0.70	7.69	4.90	1.05	1.05	5.94	1.75	0.70		0.35	0.00	2.45	68.88	100
3400	5.59	1.05	7.34	3.85	1.05	1.75	5.59	2.10	0.35		0.35	0.00	2.10	68.88	100
3500	2.80	1.40	6.29	2.80	1.05	1.40	4.20	1.75	0.00		0.00	0.00	2.10	76.22	100
3600	2.45	1.05	4.90	2.45	0.70	0.70	3.85	1.40	0.00		0.00	0.00	2.10	80.42	100
3700	2.10	0.35	3.15	2.45	0.70	0.70	3.15	0.70	0.00		0.00	0.35	2.10	84.27	100
3800	2.45	0.00	2.80	2.10	0.70	1.05	2.80	0.70	0.00		0.00	0.35	1.75	85.31	100
3900	2.10	0.00	3.15	1.75	0.70	1.05	1.40	0.70	0.00		0.00	0.35	1.40	87.41	100
4000	2.10	0.00	2.80	1.40	0.70	1.05	1.05	0.70	0.00		0.00	0.35	1.40	88.46	100
4100	2.10	0.00	2.10	1.05	0.70	0.35	0.70	1.05	0.35		0.00	0.35	1.40	89.86	100
4200	1.75	0.35	2.45	1.75	0.70	1.05	0.35	1.05	0.35		0.00	0.35	1.40	88.46	100
4300	1.75	0.70	2.80	2.45	0.70	0.70	0.35	1.05	0.70	0.00		0.35	1.40	87.06	100
4400	1.75	0.35	3.15	2.10	0.70	1.40	0.35	1.05	1.05	0.00		0.35	1.40	86.36	100
4500	2.10	0.00	2.10	2.45	1.05	1.05	0.00	0.70	1.05	0.00		0.35	1.40	87.76	100
4600	2.45	0.00	1.75	2.45	1.05	0.70	0.35	0.35	1.40	0.00		0.00	0.70	88.81	100
4700	1.40	0.00	2.10	1.75	0.70	0.70	0.35	0.35	1.05	0.00		0.00	0.70	90.91	100
4800	1.40	0.70	1.05	0.70	0.70	1.05	1.75	0.35	1.05	0.00		0.00	0.35	90.91	100
4900	0.70	0.70	0.70	0.00	0.35	0.70	0.70	0.00	1.05	0.00		0.00	0.00	95.10	100
5000	0.35	0.35	0.70	0.35	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.00	96.85	100
5100	0.35	0.35	0.70	0.35	0.35	0.00	0.00	0.00	0.35	0.00		0.00	0.00	97.55	100
5200	0.35	0.00	0.70	0.35	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.00	97.90	100
5300	0.35	0.00	0.70	0.00	0.00	0.00	0.00	0.35	0.00	0.00		0.00	0.00	98.60	100
5400	0.35	0.00	0.35	0.00	0.00	0.00	0.35	0.35	0.00	0.00		0.00	0.00	98.60	100
5500	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
5600	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
5700	0.35	0.00	0.35	0.35	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	98.25	100
5800	1.92	0.31	2.64	1.46	0.42	0.55	1.57	0.70	0.29	0.00	0.15	0.07	0.96	89.04	
5900	6.64	1.40	8.74	5.24	1.05	1.75	5.94	2.10	1.40	0.00	0.35	0.35	3.15	99.65	
6000	1.96	0.45	2.86	1.61	0.43	0.54	2.00	0.58	0.41	0.00	0.17	0.14	1.06	11.11	
average for 0600- 2400 hrs	2.49	0.39	3.53	1.94	0.55	0.73	2.09	0.82	0.39	0.00	0.15	0.09	1.28	85.63	

*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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	VAS	FM BRONJA	CAPITAL	NONE	TOTAL
1100NIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1100	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
1130	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
1200	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
1230	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
1300	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
1330	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
1400	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	100.00	100
1430	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
1500	0.35	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	98.60	100
1530	0.70	0.35	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	97.90	100
1600	1.40	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.35		0.00	0.00	0.35	96.50	100
1630	1.05	0.00	1.40	0.70	0.00	0.00	1.40	0.00	0.35		0.00	0.00	0.70	94.41	100
1700	2.45	0.70	4.55	2.10	0.00	0.35	1.75	0.35	1.05		0.00	0.00	1.05	85.66	100
1730	3.50	0.70	5.59	1.40	0.00	0.70	2.45	1.05	1.40		0.00	0.00	1.75	81.47	100
1800	5.59	0.35	7.69	2.10	0.35	1.05	4.55	1.05	1.40		0.00	0.00	1.75	74.13	100
1830	5.24	0.35	8.74	2.45	0.35	1.05	4.90	1.40	1.40		0.35	0.00	1.75	72.03	100
1900	5.94	0.35	9.09	3.85	0.70	0.70	5.24	1.75	1.75		0.70	0.00	3.15	66.78	100
1930	5.59	0.35	9.09	3.85	0.70	0.70	4.90	1.40	1.75		0.70	0.00	3.15	67.83	100
1000	5.59	0.35	8.74	5.24	0.70	0.70	4.90	1.05	1.40		0.70	0.00	3.50	67.13	100
1030	5.24	0.35	8.39	5.59	0.70	0.70	4.90	1.05	1.40		0.70	0.00	3.15	67.83	100
1100	4.90	0.35	7.34	5.24	1.05	0.70	4.90	1.40	1.40		0.35	0.00	3.15	69.23	100
1130	4.55	0.35	6.99	4.55	1.05	0.70	5.24	1.40	1.05		0.00	0.00	3.15	70.98	100
NOON	4.20	0.35	5.24	4.20	0.70	0.70	4.90	1.05	1.05		0.00	0.00	2.80	74.83	100
1230	3.85	0.35	3.15	3.50	0.70	0.70	3.50	0.35	1.05		0.00	0.00	2.80	80.07	100
1300	3.15	0.35	2.10	2.10	0.00	0.70	3.15	0.70	1.05		0.00	0.00	2.45	84.27	100
1330	2.45	0.00	1.40	1.75	0.00	0.35	3.15	0.70	1.05		0.00	0.00	2.10	87.06	100
1400	1.40	0.00	1.05	1.75	0.00	0.35	2.80	0.70	1.05		0.00	0.00	2.10	88.81	100
1430	1.05	0.00	1.05	1.75	0.00	1.05	2.80	0.70	1.05		0.00	0.00	1.40	89.16	100
1500	1.05	0.00	1.05	2.10	0.00	1.75	2.10	0.70	1.05		0.00	0.00	1.40	88.81	100
1530	1.40	0.00	1.05	2.10	0.00	1.40	1.40	0.70	0.70		0.00	0.00	1.75	89.51	100
1600	1.05	0.00	2.10	1.40	0.35	2.45	2.10	0.35	0.70		0.00	0.00	1.75	87.76	100
1630	1.05	0.00	2.10	1.40	0.35	2.10	2.45	0.35	0.35	0.00		0.00	2.10	87.76	100
1700	1.40	0.35	1.75	1.75	0.70	1.75	3.15	1.05	0.35	0.00		0.00	1.40	86.36	100
1730	1.40	0.35	1.40	1.40	0.70	1.40	2.80	1.05	0.70	0.00		0.00	1.05	87.76	100
1800	1.75	0.70	2.10	1.40	0.35	1.05	1.75	1.05	1.75	0.00		0.00	0.70	87.41	100
1830	1.05	1.05	1.75	1.40	0.35	0.70	1.75	1.05	1.75	0.00		0.00	0.70	88.46	100
1900	0.35	0.35	1.05	0.35	0.00	1.05	2.45	1.05	1.40	0.00		0.00	0.35	91.61	100
1930	0.35	0.35	0.35	0.00	0.35	1.05	1.05	1.05	0.70	0.00		0.00	0.00	94.76	100
2000	0.00	0.00	0.00	0.00	0.35	1.05	0.35	0.70	0.70	0.00		0.00	0.00	96.85	100
2030	0.00	0.00	0.00	0.00	0.35	1.40	0.35	0.35	0.70	0.00		0.00	0.00	96.85	100
2100	0.00	0.00	0.00	0.00	0.00	0.70	0.35	0.00	0.70	0.00		0.00	0.00	98.25	100
2130	0.00	0.00	0.00	0.00	0.00	1.05	0.35	0.00	0.35	0.00		0.00	0.00	98.25	100
2200	0.00	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	98.95	100
2230	0.00	0.00	0.00	0.00	0.00	0.35	1.40	0.35	0.35	0.00		0.00	0.00	97.55	100
2300	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.00	98.25	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.35	0.00	0.00		0.00	0.00	98.25	100
average	1.65	0.19	2.27	1.37	0.23	0.64	1.95	0.55	0.70	0.00	0.17	0.00	1.08	89.30	
maximum	5.94	1.05	9.09	5.59	1.05	2.45	5.24	1.75	1.75	0.00	0.70	0.00	3.50	100.00	
std. dev.	1.97	0.25	2.99	1.64	0.32	0.61	1.77	0.51	0.59	0.00	0.28	0.00	1.17	10.79	
average for 0600- 2400 hrs	2.17	0.23	2.97	1.83	0.30	0.85	2.57	0.74	0.93	0.00	0.17	0.00	1.43	85.88	

**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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	MAS	FM RONJ	CAPITAI	NONE	TOTAL
1000H	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
1030	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.00	0.00	99.30	100
1100	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1130	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
1200	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
1230	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1300	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1330	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.65	100
1400	0.00	0.00	0.35	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	99.30	100
1430	0.00	0.00	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
1500	0.35	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1530	0.35	0.35	0.70	0.00	0.00	0.00	0.35	0.00	0.00	0.00		0.00	0.00	98.25	100
1600	1.05	0.00	1.40	0.70	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	95.80	100
1630	1.40	0.00	2.80	0.70	0.00	0.00	1.05	0.00	0.35		0.00	0.00	0.00	93.71	100
1700	1.05	0.35	4.90	2.10	0.00	0.35	2.10	0.35	0.70		0.00	0.00	0.35	87.76	100
1730	1.75	0.70	6.64	1.75	0.00	1.05	2.45	0.35	0.70		0.35	0.35	0.35	83.57	100
1800	2.80	1.05	7.34	2.10	0.00	0.70	3.50	0.35	1.40		0.35	0.35	0.70	79.37	100
1830	2.45	1.05	8.39	2.45	0.35	0.70	5.24	0.35	1.75		0.35	0.35	0.70	75.87	100
1900	4.55	1.40	9.09	2.45	0.35	3.15	6.29	0.35	2.10		0.35	0.35	1.40	68.18	100
1930	4.55	1.75	9.09	2.80	0.35	3.15	6.64	0.35	1.75		0.35	0.00	1.40	67.83	100
1000	2.80	1.75	9.09	3.15	0.35	3.50	6.99	0.35	2.10		0.35	0.00	1.75	67.83	100
1030	2.45	1.75	9.09	3.15	0.35	3.50	7.69	0.35	2.10		0.35	0.00	2.10	67.13	100
1100	2.45	1.40	8.39	3.85	0.35	2.45	6.64	0.35	2.10		0.35	0.00	2.45	69.23	100
1130	2.45	1.40	9.44	3.85	0.35	2.45	5.24	0.35	1.75		0.35	0.00	2.10	70.28	100
NOON	2.10	1.75	6.29	3.50	0.35	2.45	4.90	0.00	2.10		0.35	0.00	2.10	74.13	100
1230	1.75	1.40	4.90	2.45	0.35	3.50	3.85	0.00	2.10		0.00	0.00	2.45	77.27	100
1300	1.75	1.05	4.20	2.45	0.35	3.85	3.15	0.00	1.75		0.00	0.00	2.80	78.67	100
1330	1.05	0.35	3.15	2.10	0.35	3.50	3.15	0.00	1.40		0.00	0.00	2.45	82.52	100
1400	0.70	0.00	2.80	1.75	0.35	3.15	2.45	0.00	1.40		0.00	0.00	2.10	85.31	100
1430	0.70	0.00	2.45	1.75	0.35	2.80	2.45	0.00	1.40		0.00	0.00	2.10	86.01	100
1500	0.35	0.35	2.45	1.75	0.35	2.80	2.45	0.00	1.40		0.00	0.00	1.75	86.36	100
1530	0.35	0.35	2.45	1.75	0.35	2.80	2.10	0.00	1.05		0.00	0.00	1.75	87.06	100
1600	0.35	0.35	2.80	1.75	1.05	2.45	2.10	0.00	1.05		0.00	0.00	1.05	87.06	100
1630	0.35	0.35	2.45	1.75	1.05	2.10	2.10	0.00	0.35	0.35		0.00	0.35	88.81	100
1700	1.05	0.35	2.45	1.75	0.70	1.40	2.80	0.35	0.35	0.35		0.00	0.00	88.46	100
1730	1.05	0.35	1.75	1.75	0.70	0.70	1.75	0.35	0.35	0.35		0.00	0.00	90.91	100
1800	0.70	0.70	2.80	1.40	0.70	0.00	1.75	0.00	1.75	0.35		0.00	0.00	89.86	100
1830	0.35	0.35	2.45	1.05	0.35	0.00	2.45	0.00	1.75	0.35		0.00	0.00	90.91	100
1900	0.70	0.00	1.40	0.00	0.00	0.00	2.10	0.00	1.75	0.00		0.00	0.00	94.06	100
1930	0.70	0.35	0.70	0.00	0.00	0.00	1.75	0.00	1.75	0.00		0.00	0.00	94.76	100
2000	0.00	0.35	0.70	0.00	0.00	0.35	1.40	0.00	1.40	0.00		0.00	0.00	95.80	100
2030	0.35	0.00	0.70	0.00	0.00	0.35	0.70	0.00	1.40	0.00		0.00	0.00	96.50	100
2100	0.35	0.00	0.70	0.00	0.35	0.35	0.70	0.00	1.05	0.00		0.00	0.00	96.50	100
2130	0.35	0.35	0.70	0.00	0.35	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.20	100
2200	0.00	0.70	0.35	0.00	0.00	0.35	0.35	0.00	0.35	0.00		0.00	0.00	97.90	100
2230	0.00	0.00	0.35	0.00	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.00	97.90	100
2300	0.00	0.00	0.35	0.00	0.00	0.35	1.40	0.00	0.00	0.00		0.00	0.00	97.90	100
2330	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00		0.00	0.00	98.95	100
average	0.95	0.47	2.86	1.17	0.22	1.14	2.24	0.09	0.90	0.06	0.17	0.03	0.67	89.15	
maximum	4.55	1.75	9.44	3.85	1.05	3.85	7.69	0.35	2.10	0.35	0.35	0.35	2.80	100.00	
std. dev.	1.14	0.57	3.09	1.23	0.27	1.35	2.05	0.15	0.80	0.13	0.17	0.10	0.93	10.58	
average for 0600- 2400 hrs	1.24	0.61	3.75	1.55	0.29	1.52	2.87	0.12	1.19	0.11	0.17	0.04	0.89	85.76	

**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*)

	RM	RP	UPER	101	IS	3AY	RTK	SMASH	CALY PSO	UNI RADIO	VIAS	FM RONJ	CAPITAL	NONE	TOTAL
11DNIGHT	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
12030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12100	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12130	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12200	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12230	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
12300	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
12330	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
12400	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
12430	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
12500	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	99.65	100
12530	0.35	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	99.30	100
13000	0.70	0.00	0.70	0.35	0.00	0.00	0.35	0.00	0.00		0.00	0.00	0.00	97.90	100
13030	0.70	0.00	1.40	0.35	0.00	0.35	0.35	0.35	0.00		0.00	0.00	0.00	96.50	100
130700	1.75	0.35	2.45	1.40	0.00	0.70	0.35	0.35	0.35		0.00	0.00	0.70	91.61	100
130730	1.75	0.35	3.15	1.40	0.35	1.05	1.05	0.00	0.70		0.35	0.00	1.05	88.81	100
130800	2.80	1.05	3.50	2.10	0.35	1.40	2.45	0.00	2.10		0.70	0.00	1.40	82.17	100
130830	2.45	1.75	3.15	2.80	0.00	1.05	3.50	0.35	2.45		0.70	0.00	1.75	80.07	100
130900	3.50	1.75	3.50	3.85	0.00	1.40	3.50	0.35	2.80		0.70	0.00	1.75	76.92	100
130930	3.50	1.75	3.15	3.50	0.00	1.40	4.55	0.35	2.80		1.05	0.00	1.75	76.22	100
131000	3.50	2.10	3.15	1.75	0.00	2.10	4.55	0.00	2.10		1.05	0.00	1.75	77.97	100
131030	3.50	2.80	2.80	1.75	0.00	3.50	4.90	0.35	2.10		1.05	0.00	2.10	75.17	100
131100	3.85	2.80	3.15	0.70	0.00	3.50	4.90	0.35	2.10		1.05	0.00	2.45	75.17	100
131130	3.15	2.10	4.20	1.05	0.00	3.15	4.90	0.35	1.75		1.05	0.00	2.10	76.22	100
13NOON	2.10	2.45	4.90	1.05	0.00	2.45	4.20	0.00	1.40		1.05	0.00	2.10	78.32	100
131230	1.75	1.75	2.80	1.05	0.00	1.75	3.85	0.00	0.70		0.00	0.00	1.40	84.97	100
131300	1.75	1.75	2.45	1.75	0.00	2.10	4.55	0.00	1.05		0.00	0.00	0.70	83.92	100
131330	1.40	1.75	3.15	1.75	0.00	1.05	3.50	0.00	1.40		0.00	0.00	0.70	85.31	100
131400	1.05	1.40	3.15	2.10	0.00	0.70	2.45	0.00	1.05		0.00	0.00	0.70	87.41	100
131430	1.05	1.40	2.45	2.10	0.00	0.70	2.10	0.00	0.35		0.00	0.00	0.70	89.16	100
131500	0.70	1.05	2.10	1.40	0.00	1.05	1.40	0.00	0.35		0.00	0.00	1.05	90.91	100
131530	0.70	1.05	2.45	1.40	0.00	1.05	1.05	0.00	0.35		0.00	0.00	0.70	91.26	100
131600	1.05	0.70	2.80	1.40	0.00	1.40	0.70	0.00	0.35		0.00	0.00	0.70	90.91	100
131630	1.05	1.05	2.10	1.40	0.00	1.40	0.70	0.00	0.35	0.35		0.00	0.35	91.26	100
131700	1.05	0.70	2.45	1.05	0.00	1.05	0.70	0.00	0.70	0.35		0.00	0.35	91.61	100
131730	0.70	0.35	1.05	1.40	0.00	1.05	0.70	0.00	0.70	0.35		0.00	0.35	93.36	100
131800	0.70	0.35	0.35	1.05	0.00	0.70	0.35	0.00	1.05	0.35		0.00	0.35	94.76	100
131830	0.70	0.35	0.35	1.40	0.00	0.35	0.00	0.00	1.40	0.35		0.00	0.35	94.76	100
131900	0.35	0.00	0.35	1.05	0.00	0.35	0.70	0.00	1.05	0.35		0.00	0.00	95.80	100
131930	0.35	0.00	0.35	0.70	0.00	0.00	0.70	0.00	1.05	0.35		0.00	0.00	96.50	100
132000	0.00	0.00	0.35	0.35	0.35	0.00	0.00	0.00	1.05	0.00		0.00	0.00	97.90	100
132030	0.00	0.00	0.35	0.35	0.35	0.35	0.00	0.00	1.05	0.00		0.00	0.00	97.55	100
132100	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	1.05	0.00		0.00	0.00	98.25	100
132130	0.00	0.00	0.35	0.00	0.00	0.35	0.00	0.00	0.35	0.00		0.00	0.00	98.95	100
132200	0.00	0.00	0.70	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.60	100
132230	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
132300	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
132330	0.00	0.00	0.35	0.00	0.00	0.35	0.35	0.00	0.00	0.00		0.00	0.00	98.95	100
average	1.03	0.68	1.49	0.91	0.03	0.82	1.34	0.06	0.75	0.09	0.40	0.00	0.57	92.09	
maximum	3.85	2.80	4.90	3.85	0.35	3.50	4.90	0.35	2.80	0.35	1.05	0.00	2.45	100.00	
std. dev.	1.16	0.87	1.42	0.96	0.10	0.92	1.71	0.13	0.83	0.16	0.46	0.00	0.74	8.28	
average for 0600- 2400 hrs	1.32	0.91	1.96	1.21	0.04	1.09	1.79	0.08	1.00	0.16	0.42	0.00	0.76	89.53	

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

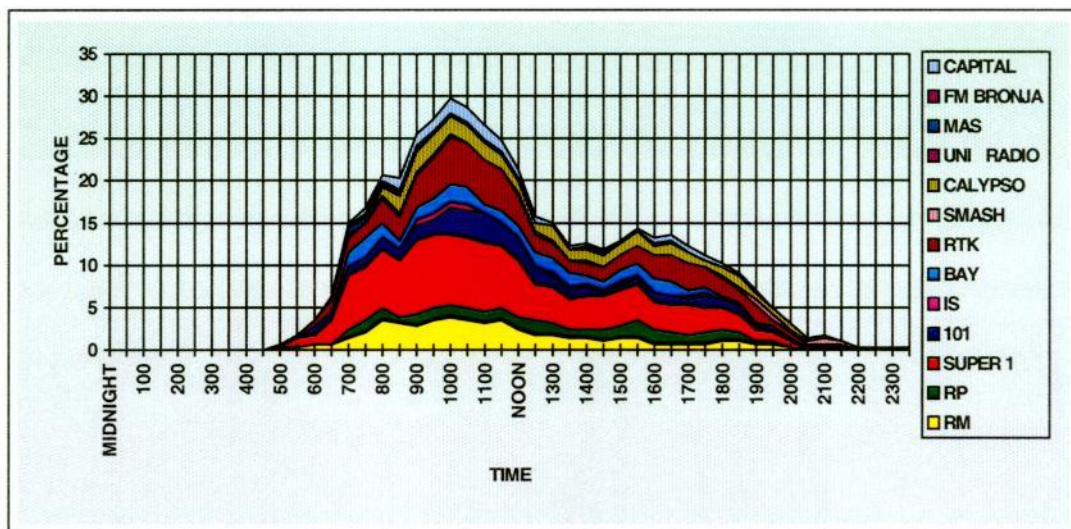


Fig 7.3: Radio Audiences - Monday

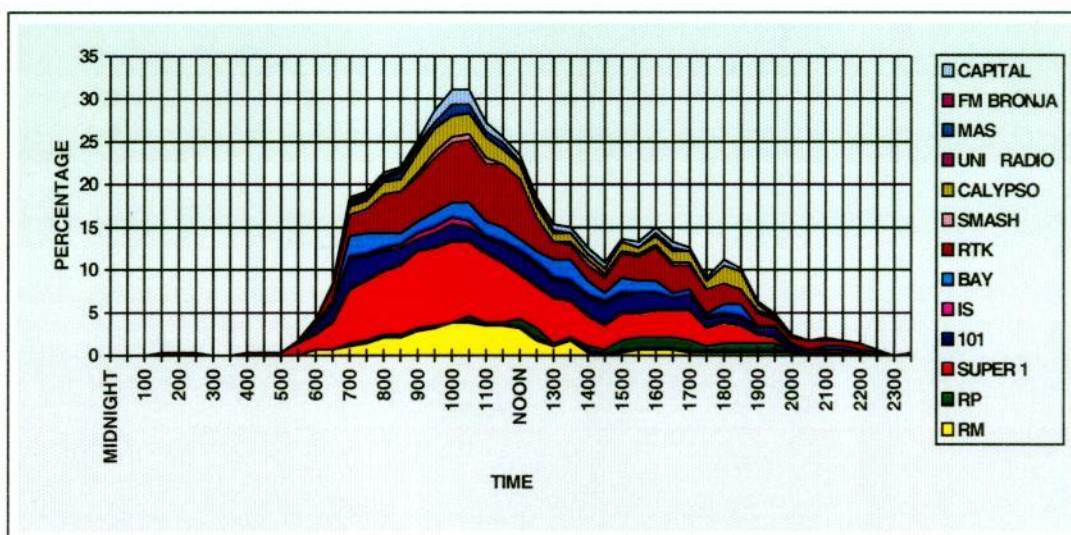


Fig 7.4: Radio Audiences – Tuesday

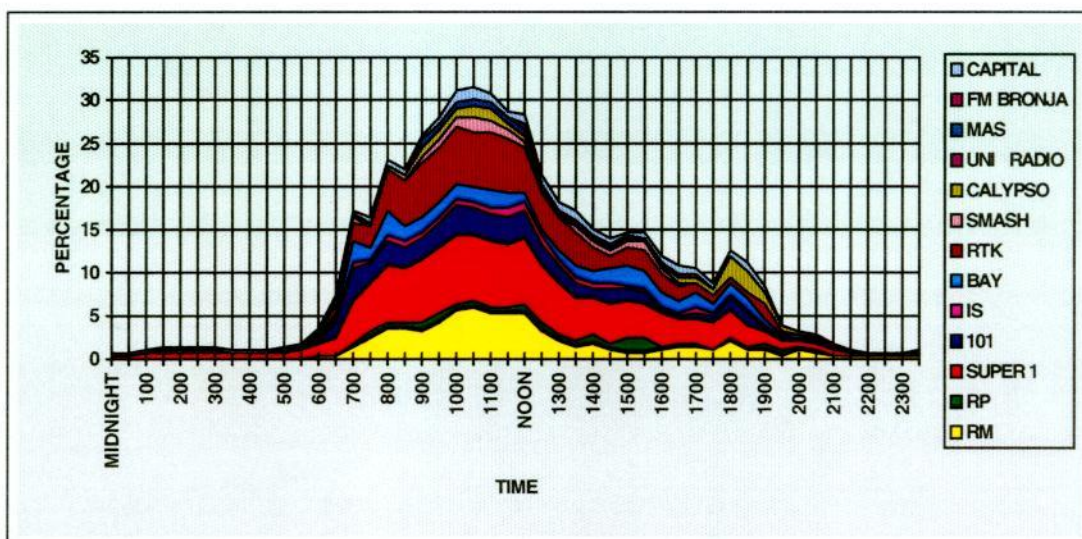


Fig 7.5: Radio Audiences - Wednesday

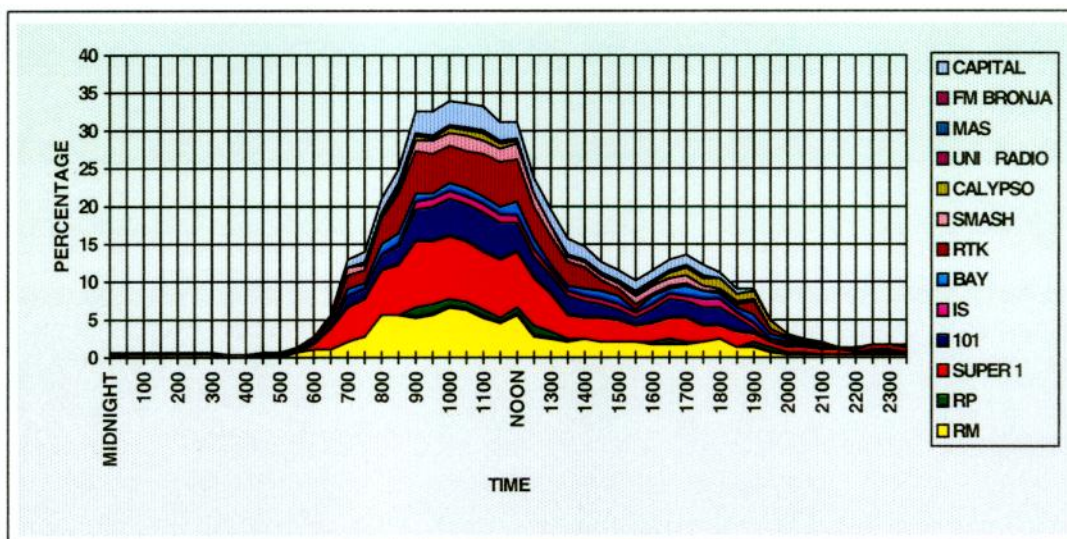


Fig 7.6: Radio Audiences - Thursday

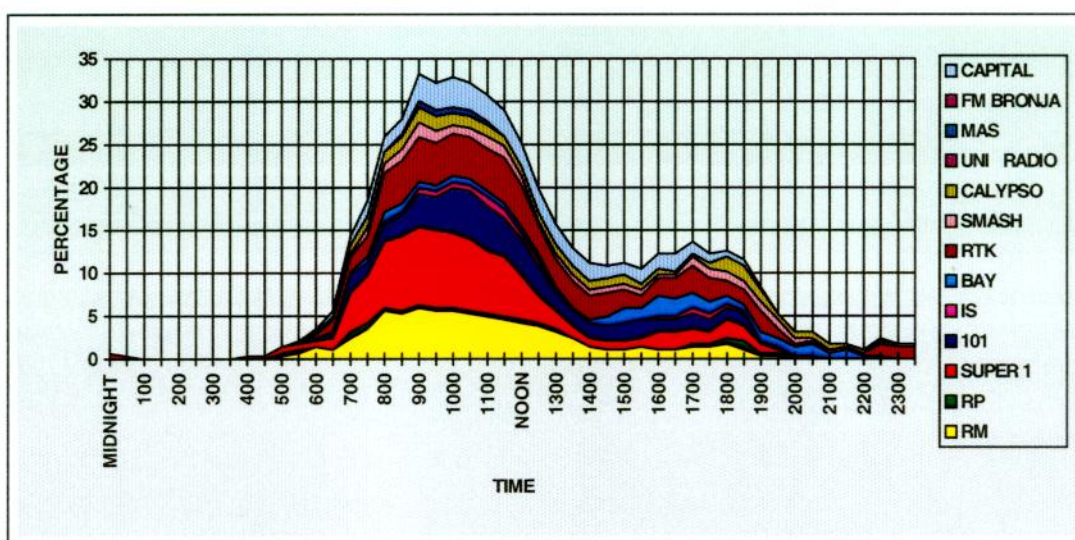


Fig 7.7: Radio Audiences – Friday

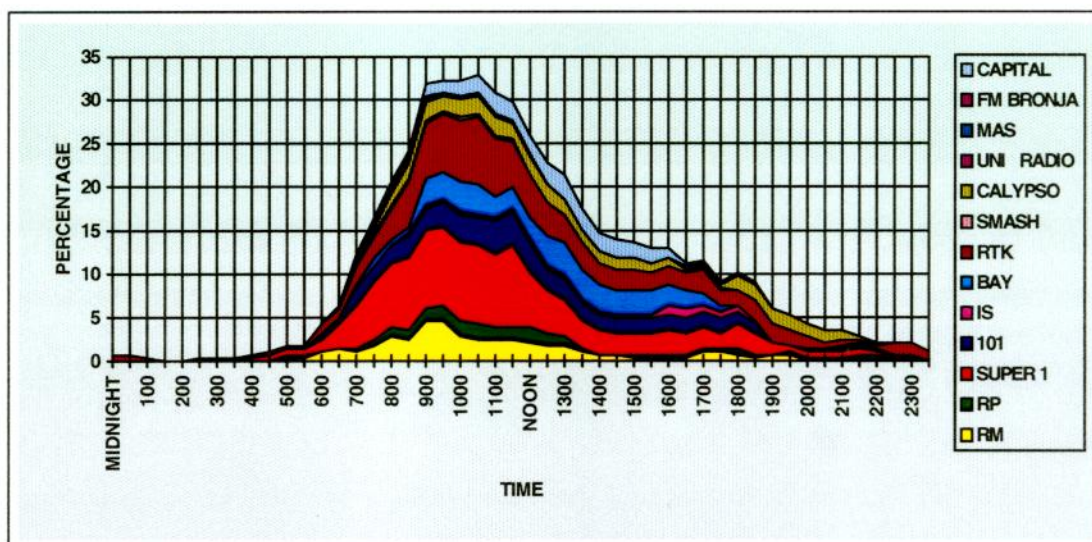


Fig 7.8: Radio Audiences - Saturday

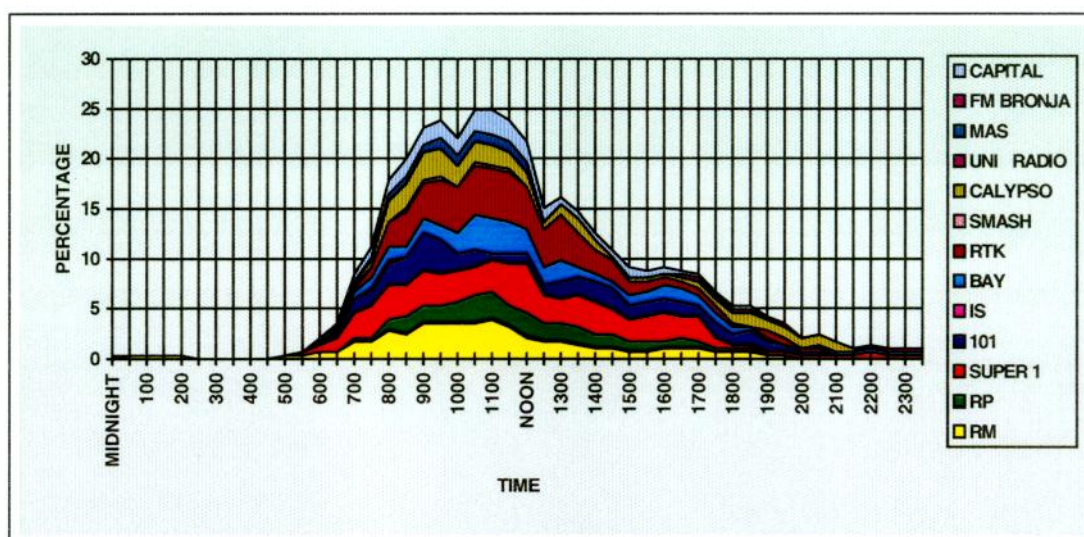


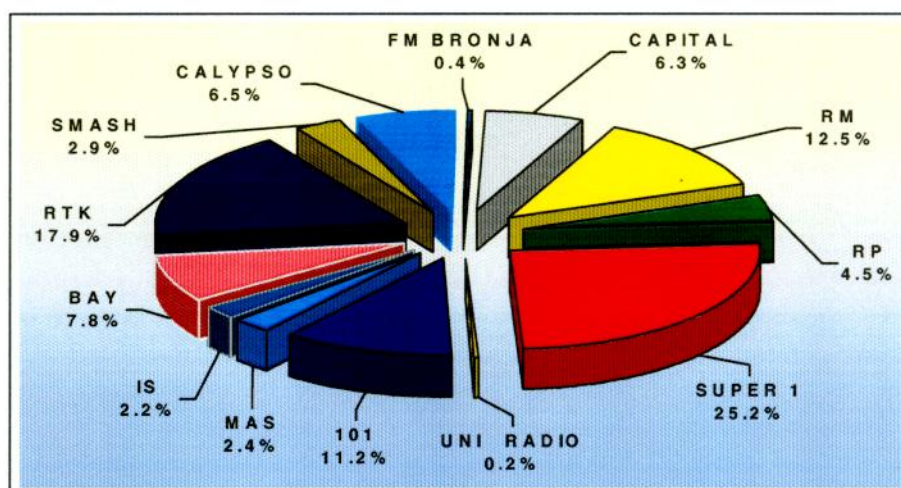
Fig 7.9: Radio Audiences - Sunday

7.6.0 Radio Audience Share

7.6.1 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 October 2000 and 2001, computed on the basis of *all* available time-slots for each station during the hours each individual station is on air. The current study shows that, in comparison with October 2000 some shifts occurred: Radju Malta, Radju Parlament, Radio 101, Island Sound Radio, Calypso, FM Bronja and Capital Radio registered gains, whilst Super 1 Radio, Bay Radio, RTK, Smash, Radju Universita' and Radju MAS registered some losses.

Table 7.3: Daily Average Audience Levels - Radio October 2000 & October 2001
(computed on the basis of available time-slot for each station)

	FM	RP	SUPER 1	UNI RADIO	101	MAS	IS	BAY	RTK	SMASH	CALYPSO	FM BRONJA	CAPITAL
October 2000: Daily Average	0.75	0.15	2.81	0.03	1.80	0.51	0.21	1.25	1.98	0.40	0.44	0.02	0.41
October 2001: Daily Average	1.28	0.46	2.58	0.02	1.14	0.25	0.22	0.80	1.83	0.30	0.66	0.04	0.64



October 2001

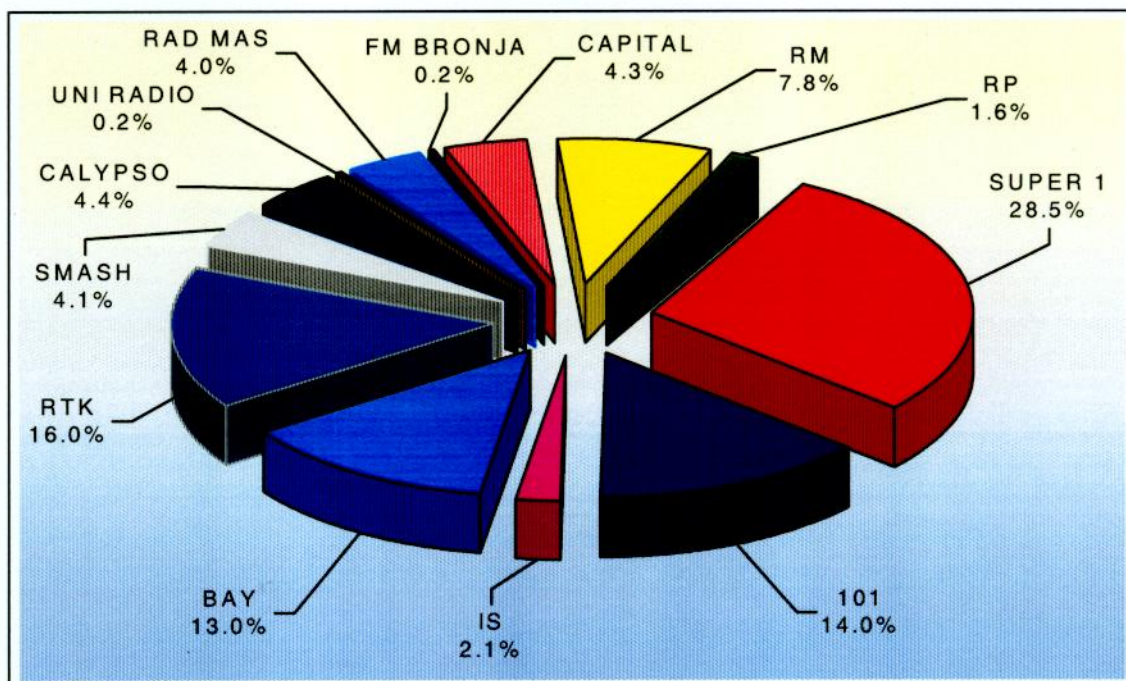
Fig. 7.10: Daily Average Audience Radio Levels – All Available Time-Slots

7.6.2 Table 7.4 in turn presents data in respect of each station for 6.00 a.m. to midnight for the two October 2000 and 2001 studies. The full Table for October 2001 is available in Part II of this study. The current figures for all stations show that there has been interesting fluctuations in the size of audience for these time slots since this time last year. As regards the relative strength of each individual stations, Figure 7.11 shows that the greatest gain was recorded by Radju Malta (+4.7%). Gains were also registered by Radju Parlament (+2.9%), Radio Calypso (+2.2%), Radio Capital (+2.1), RTK (+1.9%), FM Bronja (+0.2%), Island Sound (+0.1%) and Radju tal-Universita' (+0.1%). On the other hand the greatest loss in audience share was registered by Bay Radio (-5.0%), Super 1 Radio (-3.4%), Radio 101 (-2.7%), Radju MAS (-2.09%) and Smash Radio (-1.3%).

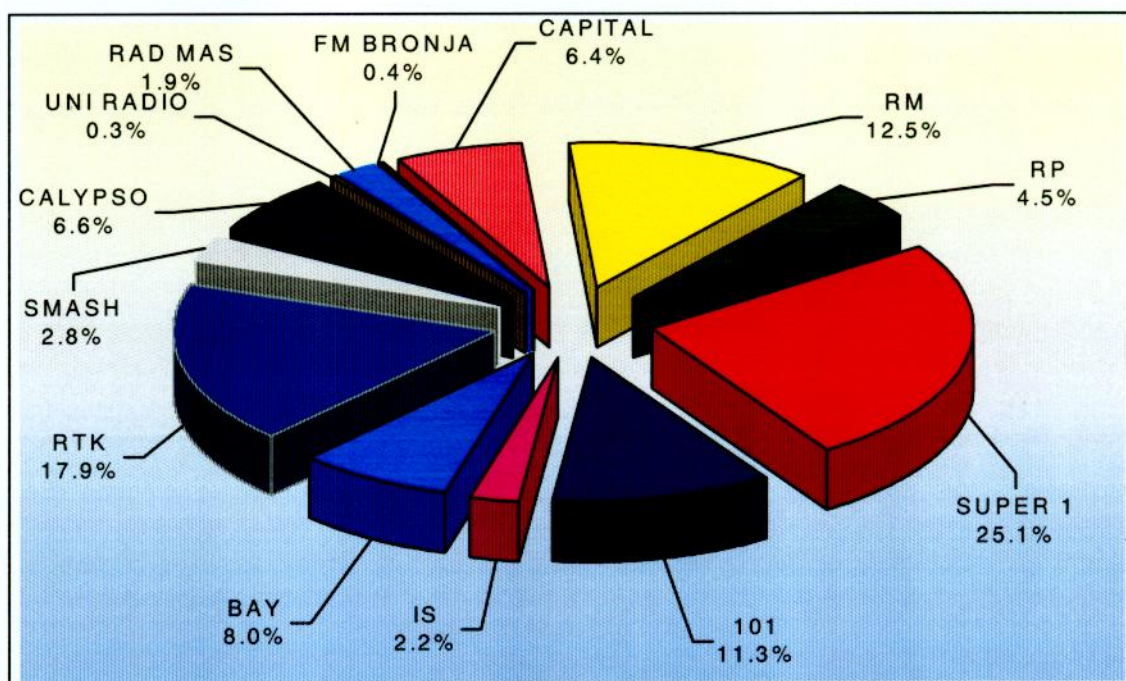
**Table 7.4: Daily Average Audience Levels – Radio
October 2000 & 2001**

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

	RM 1	RP	UPER	101	IS	BAY	RTK	SMASH	CALYPSO	UNI RADIO	RADJU MAS	FM BRONJ	CAPITAL
October 2000: Daily Average	1.00	0.20	3.68	1.80	0.27	1.68	2.06	0.53	0.57	0.03	0.51	0.02	0.55
October 2001: Daily Average	1.68	0.60	3.37	1.52	0.30	1.07	2.40	0.37	0.89	0.04	0.26	0.05	0.86



October 2000



October 2001

**Fig. 7.11: Daily Average Audience Radio Levels – October 1999 & October 2001
(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, Max Plus 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. Figures for the opening and closing times for each station were provided by the Broadcasting Authority.
- 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 8.1-2 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 for *all* the time-slots available for each TV station. The highest mean for the daily average in October 2001 was registered by Super 1 TV at 3.73% (October 2000: 4.16%). This is followed by TVM with 2.72% (October 2000: NET TV at 3.11%), subsequently by Mediaset and 1.84%, Sattellite at 1.52% and NET TV at 1.32%. The full data for the current study in Table 8.1-2 is reproduced graphically in Figure 8.1 below. The comparable figures for October 2000 are included as Table 8.1-1 for easy comparison

Table 8.1-1 TV Audience Average Share (October 2000)
All available Time-Slots

	TVM	SUPER 1	NET TV	MAX PLUS	RAI	MEDIA-SET	OTHER ITALIAN	SMASH	CHANNEL 12	CHANNEL 22	SATEL LITE	NONE
Monday	2.74	5.65	3.11	0.26	0.53	1.57	0.04	0.05	0.00	0.00	1.06	88.43
Tuesday	1.82	4.05	3.28	0.08	0.88	2.11	0.20	0.09	0.15	0.03	1.10	89.53
Wednesday	1.53	2.79	2.70	0.27	0.89	2.50	0.31	0.04	0.09	0.00	0.90	90.53
Thursday	1.92	3.29	4.60	0.30	0.59	1.86	0.10	0.14	0.01	0.00	0.99	90.17
Friday	4.64	3.32	2.33	0.40	0.31	1.52	0.03	0.01	0.00	0.00	0.45	89.40
Saturday	1.54	3.98	2.19	0.17	0.71	1.88	0.01	0.03	0.07	0.08	1.01	90.80
Sunday	2.20	6.08	3.58	0.40	1.08	1.38	0.14	0.05	0.00	0.16	0.63	87.77
Daily Average	2.34	4.16	3.11	0.27	0.71	1.83	0.12	0.06	0.05	0.04	0.88	89.49

Table 8.1-2 TV Audience Average Share (October 2001)
All available Time-Slots

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIA-SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATEL LITE	NONE
Monday	2.11	4.25	0.86	0.47	0.23	0.81	2.30	0.09	0.00	0.00	2.30	86.73
Tuesday	2.60	3.98	1.63	0.98	0.14	0.44	1.57	0.32	0.72	0.00	1.48	88.72
Wednesday	2.50	3.47	1.61	1.19	0.15	0.76	2.23	0.22	0.38	0.04	0.89	87.16
Thursday	1.89	4.38	1.68	0.89	0.09	0.70	2.17	0.21	0.08	0.00	1.13	87.14
Friday	5.57	2.95	1.30	1.18	0.09	0.41	1.10	0.19	0.00	0.00	1.23	86.41
Saturday	1.45	3.43	1.40	0.56	0.21	0.56	1.62	0.49	0.00	0.00	1.76	88.73
Sunday	2.91	3.62	0.76	0.15	0.09	0.81	1.92	0.23	0.00	0.00	1.86	87.72
Daily Average	2.72	3.73	1.32	0.77	0.14	0.64	1.84	0.25	0.17	0.01	1.52	87.23

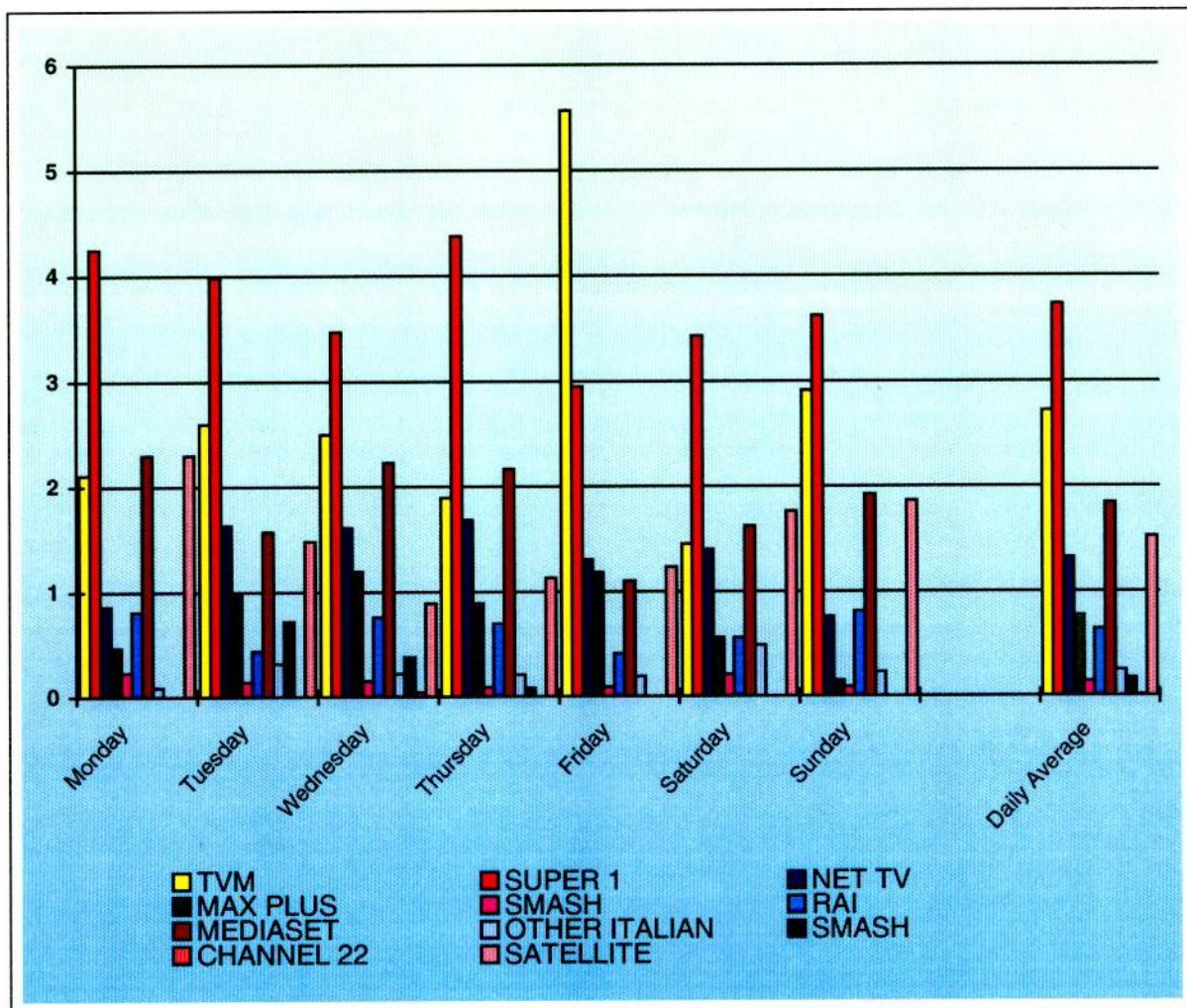


Figure 8.1: Daily TV Average Audience Share – All Available Time-Slots (October 2001)

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 44.41% (October 2000: 40.56%). On this day, the highest peak was reached between 8.30 p.m. and 9.00 p.m., during the transmission of TVM’s popular programmes *Xarabank*.

8.3.3 The highest peaks were reached by Super 1 TV on two days, Monday and Tuesday at 25.17% (October 2000: Sunday, at 26.92%). NET TV’s highest peak is reached on Friday at 17.83% (October 2000: on both Tuesday and

Sunday, with 15.03%). RAI stations register a peak of 6.99% on Monday (October 2000: 7.69% for Wednesday). The highest point reached by Mediaset is 12.24% Thursday (October 2000: 16.78% on Wednesday). Max Plus reached its peak audience level at 4.90% on Wednesday (October 2000: 1.75% on Sunday). The data in Table 8.2 is reproduced graphically in Figure 8.2 below.

Table 8.2 Daily Peak TV Audience Share (October 2001)

	TVM	UPER	NET TV	MAX PLUS	SMASH	RAI	MEDIA SET	OTHE ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE
Monday	33.22	25.17	11.19	1.75	1.05	6.99	10.84	0.70	0.00	0.00	10.84
Tuesday	35.66	25.17	16.08	3.85	0.70	3.15	7.34	2.45	4.90	0.00	7.34
Wednesday	31.82	24.13	13.64	4.90	0.70	4.55	11.89	1.75	2.10	0.35	3.85
Thursday	30.07	23.78	14.34	3.15	0.35	4.90	12.24	1.05	0.35	0.00	5.24
Friday	44.41	23.43	17.83	3.85	0.70	2.45	5.59	1.05	0.00	0.00	4.90
Saturday	20.63	16.78	9.44	1.40	1.40	2.80	9.79	2.10	0.00	0.00	5.59
Sunday	23.43	19.58	11.19	0.70	0.35	2.80	8.74	1.40	0.00	0.00	8.39
Highest Peak	44.41	25.17	17.83	4.90	1.40	6.99	12.24	2.45	4.90	0.35	10.84

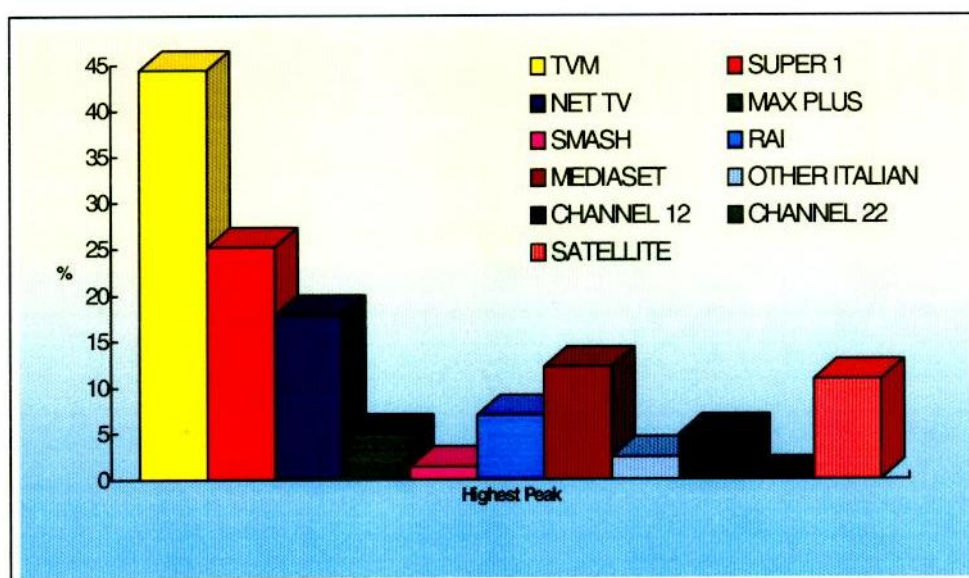


Figure 8.2: Highest TV Channel Peak Audience Share

8.4.0 Actual Daily Television Viewing

8.4.1 As in the preceding chapter with radio listenership, the following pages map in detail the daily average audience shares for television in Malta during the week covered by this study. Each day is analysed in turn. The figures for each half-hour slot represent the total audience numbers as a percentage of the total sub-sample for that day. It is 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 a particular station 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. The daily Tables also include the average for each of the three Time-Bands introduced as from this study (See par. 1.4 above).

8.5.0 Viewing Patterns

- 8.5.1 The viewing patterns of the Maltese TV audiences also emerge quite clearly from these Tables: different TV stations continue have a loyal audience which follow the news bulletins and a set of specific programmes that consistently attract huge audiences. This study once more confirms the now established pattern that Maltese viewers select the programme of their choice irrespective of which TV station it is being transmitted on. The following paragraphs will highlight the main stations individually.
- 8.5.2 TVM has a regularly high audience for its News Bulletin, but in recent years the News no longer attract the biggest audiences. In the current study this takes place on Friday, when *Xarabank* is aired. TVM reaches its highest peak for the week during this programme, at 44.41% between 8.30 p.m. and 9.00 p.m.. On average, TVM manages to maintain a relatively good audience for an hour after the main News at 8.00 p.m. This programme's main recent development is the Sunday morning programme *Tista' tkun Int!* which attracts a maximum of 14.34% audience size at a time previously never considered peak time for TV. Programmes like *Villa Sunset* on Monday, *Bondicini* on Tuesday, the UEFA Champions League on Wednesday, *Qalbinnies* on Saturday and *Wenzu u Rozi* on Sunday attract sizeable audiences ranging 11.19% to 25.52%. But the station's late afternoon audiences are consistently weak.
- 8.5.3 Super 1 TV also continues to attract good audiences for the News Bulletin broadcast at 7.30 p.m. Through the current schedule this station has been very successful to present programmes that appeal to a wide Maltese audience. On Monday, audiences are kept quite high after the news with *Undercover* and *Ipokkriti*, which attracts high audiences on the three days it is on air, namely Sunday, Monday and Tuesday. On Wednesday audiences are attracted to *Babel*. On Thursday the attraction is especially through *Stejjer*. Even on Friday, despite the popularity of *Xarabank* on TVM, Super 1 TV manages to keep audiences at a relatively good level during prime time with *Xalamita*. On Saturday afternoon, Super 1 attracts its largest audiences with *Let's Go* while, in the evening, Norman Hamilton's *Bla Agenda* again boosts audience levels after 8.00 p.m.
- 8.5.4 NET TV has a regularly loyal audiences for its news bulletin at 7.45 p.m., with a peak reached on Friday for the News Bulletin, with 17.83%. This station has

somewhat lost its previously unique ability to build up audiences prior to the news. Audiences increase substantially with the News Bulletin. Programmes which regularly attract a good audience size are *Angli*, *Fenomeni*, *Min hu Barra Barra*, *Everybody needs a Guardian Angel*, and *JoeGrimaLive*.

- 8.5.5 The performance of Max Plus in this study is interesting, given the fact that this station reaches only Cable subscribers, it has an respectable audience in the morning. In the afternoon it manages to attract the highest audience levels between Monday and Friday. However, it has not managed yet to do the same at the weekend and to make an imprint on either the early or late evening audiences.
- 8.5.6 RAI stations usually build up an audience in Malta as from 8.30 p.m. onwards. The three days on which audience levels are substantial are Mondays, Wednesdays and Thursdays.
- 8.5.7 In contrast, audience levels for the Mediaset group fare somewhat better: they have a consistent audience during the day, but there are consistently well followed on most days of the week. Their highest audiences are to be noted on Mondays, Wednesday and Thursday. The stations reach a peak (12.24%) on Thursday between 9.00 p.m. – 10.00 p.m.
- 8.5.8 The audiences for the other stations are also mapped in detail in the Tables. It is to be noted that Smash TV has a very low audience and has not changed much since when it started to be available also via an aerial antenna. The attraction of Satellite stations varies: they seem attract late evening audiences primarily and, despite the fact that they are numerous and available to a good section of the Maltese community, their overall grip on Maltese audiences cannot be said to be enormous, given the fact that there is such a large number of them. The peak audience obtained by all of them together effectively amounts only to 10.84%, obtained on a Monday between 9.00 p.m. and 10.00 p.m.
- 8.5.9 Once more, one needs to point out that what is very interesting is the number of persons who reported that they had not watch TV at all during the week when this study was conducted, as represented by the column 'None'. These figures represent the potential audiences who, through careful programming, could possibly be attracted to follow TV broadcasts.

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 11	SATELLITE	NONE	TOTAL
MIDNIGHT	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	100.00	100
0100	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	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0730	0.00	0.00	0.00		0.00	0.00	0.35	0.00			0.00	99.65	100
0800	0.00	0.35	0.00		0.00	0.00	0.35	0.00	0.00		0.00	99.30	100
0830	0.00	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.65	100
0900	0.00	0.70	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1000	0.00	1.05	0.00	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	97.55	100
1030	0.00	0.70	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.00	97.55	100
1100	0.35	0.70	0.00	0.00	1.05	0.00	0.35	0.35	0.00	0.00	0.35	98.85	100
1130	0.35	0.35	0.00	0.35	1.05	0.00	0.35	0.35	0.00	0.00	0.35	98.85	100
NOON	0.70	0.70	0.00	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.35	98.50	100
1230	0.35	0.70	0.00	1.40	0.00	0.35	1.75	0.00	0.00	0.00	0.35	95.10	100
1300	1.75	1.05	0.35	1.40	0.00	0.35	3.15	0.00	0.00	0.00	1.05	90.91	100
1330	1.40	1.05	0.35	1.75	0.00	0.35	4.20	0.00	0.00	0.00	0.70	90.21	100
1400	0.70	2.10	0.35	1.75	0.00	0.00	4.90	0.00	0.00	0.00	1.40	88.81	100
1430	0.70	2.80	0.35	1.75	0.00	0.00	3.85	0.00	0.00	0.00	2.10	88.48	100
1500	0.70	3.15	0.70	1.75	0.00	0.35	4.55	0.00	0.00	0.00	2.10	88.71	100
1530	0.35	3.50	0.70	1.40	0.00	0.35	2.80	0.00	0.00	0.00	2.45	88.48	100
1600	0.35	3.50	1.75	0.70	0.00	0.00	2.80	0.00	0.00	0.00	2.45	88.48	100
1630	0.70	3.15	1.75	0.35	0.35	0.35	2.45	0.00	0.00	0.00	2.80	88.11	100
1700	0.35	3.15	1.40	0.00	0.35	0.35	2.45	0.00	0.00	0.00	2.80	89.16	100
1730	0.35	3.85	1.40	0.00	0.35	0.35	2.45	0.00	0.00	0.00	2.80	88.48	100
1800	0.35	3.85	1.75	0.00	0.35	0.00	2.80	0.00	0.00	0.00	2.45	88.48	100
1830	0.70	5.59	0.35	0.35	0.35	0.35	3.85	0.00	0.00	0.00	3.50	84.97	100
1900	0.70	6.99	1.05	0.35	0.35	1.75	3.15	0.00	0.00	0.00	3.50	82.17	100
1930	0.70	25.17	1.05	0.35	0.35	1.40	3.50	0.00	0.00	0.00	4.55	82.94	100
1945	0.70	19.23	11.19	0.00	0.35	1.40	3.50	0.00	0.00	0.00	4.90	58.74	100
2000	33.22	18.53	3.15	0.00	0.00	2.10	5.24	0.00	0.00	0.00	6.64	31.12	100
2030	23.43	24.13	2.80	0.00	0.70	4.20	7.69	0.00	0.00	0.00	9.09	27.97	100
2100	13.99	22.38	3.15	0.00	0.70	5.94	10.84	0.70	0.00	0.00	10.84	31.47	100
2130	9.79	21.68	3.15	0.00	0.70	6.99	10.49	0.70	0.00	0.00	10.84	35.68	100
2200	5.59	16.08	2.80	0.00	0.70	6.64	9.09	0.70		0.00	10.84	47.55	100
2230	3.15	8.04	1.75	0.00	0.70	4.55	6.99	0.35		0.00	9.79	84.89	100
2300	1.40	2.80	1.05	0.00	0.35	1.40	4.90	0.00			8.39	79.72	100
2330	0.70	0.35	0.00	0.00	0.00	0.35	2.45	0.00			5.59	90.56	100
Tot. Avg.	2.11	4.25	0.86	0.47	0.23	0.81	2.30	0.09	0.00	0.00	2.30	86.73	
maximum	33.22	25.17	11.19	1.75	1.05	6.99	10.84	0.70	0.00	0.00	10.84	100.00	
std. dev.	6.03	7.18	1.78	0.66	0.31	1.74	2.85	0.19	0.00	0.00	3.32	20.07	
Band 1	0.06	0.41	0.00	0.07	0.35	0.00	0.26	0.12	0.00	0.00	0.06	98.72	
Band 2	0.67	2.72	0.80	0.97	0.15	0.22	3.00	0.02	0.00	0.00	1.95	89.49	
Band 3	8.49	15.03	2.83	0.06	0.45	3.34	6.17	0.22	0.00	0.00	7.72	55.89	

**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	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 2	SATELLITE	NONE	TOTAL
MIDNIGHT	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.30	100
0030	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35			0.00	99.30	100
0100	0.00	0.00	0.00		0.00	0.00	0.00	0.35			0.35	99.30	100
0130	0.00	0.00	0.00		0.00	0.00	0.00	0.35			0.35	99.30	100
0200	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.85	100
0230	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	100.00	100
0330	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	100.00	100
0430	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	100.00	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0600	0.35	0.00	0.00		0.00	0.00	0.00	0.00			0.00	99.85	100
0630	0.35	0.00	0.00		0.00	0.00	0.00	0.00			0.00	99.85	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	0.35	0.70	0.00		0.00	0.00	0.00	0.00	0.00		0.00	98.95	100
0830	0.35	0.35	0.00		0.00	0.00	0.00	0.00	0.00		0.00	99.30	100
0900	0.35	0.35	0.00		0.35	0.00	0.00	0.00	0.00		0.00	98.95	100
0930	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1000	0.00	0.70	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.25	100
1030	0.00	0.35	0.00	0.00	0.35	0.00	0.35	0.00	0.00	0.00	0.00	98.95	100
1100	0.00	0.35	0.00	0.00	0.35	0.00	0.70	0.00	0.00	0.00	0.00	98.60	100
1130	0.00	0.70	0.00	0.35	0.35	0.00	0.70	0.00	0.00	0.00	0.00	97.90	100
NOON	0.00	1.05	0.00	2.45	0.35	0.35	0.00	0.00	0.00	0.00	0.35	95.45	100
1230	0.00	0.70	0.00	3.15	0.00	0.70	1.05	0.00	0.00	0.00	0.70	93.71	100
1300	0.70	1.40	0.70	3.50	0.00	0.70	1.05	0.00	0.00	0.00	1.05	90.91	100
1330	1.05	1.05	0.70	3.50	0.00	0.70	1.75	0.00	0.00	0.00	1.75	89.51	100
1400	1.05	2.45	0.70	3.85	0.00	0.35	2.45	0.00	0.00	0.00	1.75	87.41	100
1430	1.40	2.45	1.05	3.85	0.00	0.35	1.40	0.00	0.00	0.00	1.40	88.11	100
1500	1.40	2.80	1.40	3.85	0.00	0.35	1.05	0.00	0.00	0.00	1.75	87.41	100
1530	0.70	2.45	1.40	3.15	0.00	0.35	0.70	0.00	0.00	0.00	1.75	89.51	100
1600	0.70	2.80	1.75	0.70	0.00	0.70	1.05	0.00	0.00	0.00	1.40	90.91	100
1630	0.70	1.75	1.75	0.35	0.00	0.35	1.75	0.00	0.00	0.00	0.70	92.66	100
1700	0.35	1.75	1.40	0.35	0.70	0.70	3.50	0.00	0.00	0.00	1.75	89.51	100
1730	0.00	1.75	2.10	0.35	0.70	0.70	3.50	0.00	0.35	0.00	2.45	88.11	100
1800	0.35	2.80	1.75	0.35	0.70	0.35	3.85	0.00	0.35	0.00	2.80	86.71	100
1830	0.35	3.15	1.40	0.00	0.70	0.00	3.15	0.35	0.35	0.00	3.50	87.06	100
1900	0.35	3.50	2.10	0.00	0.70	0.35	1.75	0.70	0.35	0.00	3.15	87.06	100
1930	1.05	24.48	1.40	0.00	0.70	0.00	2.45	0.35	0.35	0.00	2.80	66.43	100
1945	1.40	16.08	16.08	0.00	0.35	0.00	1.75	0.70	0.70	0.00	2.80	60.14	100
2000	35.66	13.29	7.69	0.00	0.00	0.00	4.20	1.05	1.05	0.00	2.80	34.27	100
2030	25.52	23.08	7.34	0.35	0.00	1.40	6.64	2.10	2.10	0.00	3.85	27.82	100
2100	15.03	25.17	8.04	0.35	0.00	2.80	7.34	2.45	3.15	0.00	6.29	29.37	100
2130	12.94	22.73	7.34	0.35	0.00	3.15	7.34	2.10	4.20	0.00	6.29	33.57	100
2200	10.84	13.99	5.24	0.35	0.00	3.15	7.34	2.10	4.90	0.00	7.34	44.76	100
2230	8.39	11.54	5.24	0.35	0.00	2.10	4.55	1.40	3.85	0.00	6.29	56.29	100
2300	3.50	6.29	2.45	0.00	0.00	1.75	2.80	0.70	1.40		3.85	77.27	100
2330	1.05	1.40	0.70	0.00	0.00	0.00	1.40	0.35			2.80	91.96	100
Tot. Avg.	2.60	3.98	1.63	0.98	0.14	0.44	1.57	0.32	0.72	0.00	1.48	86.72	
maximum	35.66	25.17	16.08	3.85	0.70	3.15	7.34	2.45	4.90	0.00	7.34	100.00	
Std. dev.	6.70	6.99	3.04	1.43	0.24	0.80	2.10	0.63	1.35	0.00	1.94	20.36	
Band 1	0.20	0.44	0.00	0.07	0.17	0.00	0.26	0.00	0.00	0.00	0.00	98.89	
Band 2	0.62	2.02	1.15	2.10	0.22	0.47	1.87	0.02	0.07	0.00	1.65	89.79	
Band 3	10.52	14.69	5.79	0.16	0.16	1.34	4.32	1.27	2.20	0.00	4.39	55.34	

**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	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 11	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.35	0.00	0.00	0.00	0.35	0.00			0.00	98.95	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0100	0.00	0.35	0.00		0.00	0.00	0.35	0.00			0.00	99.30	100
0130	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	100.00	100
0230	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	100.00	100
0330	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	100.00	100
0430	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			0.35	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.00	0.35	0.35		0.00	0.00	0.00	0.00			0.00	99.30	100
0630	0.35	0.35	0.00		0.00	0.35	0.00	0.00			0.00	98.95	100
0700	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0730	0.00	0.70	0.00		0.00	0.00	0.00	0.00			0.00	99.30	100
0800	0.70	1.05	0.00		0.00	0.35	0.35	0.00			0.00	97.55	100
0830	0.70	1.40	0.00		0.00	0.35	0.70	0.00			0.00	96.85	100
0900	0.35	1.40	0.00		0.00	0.35	0.70	0.00			0.00	97.20	100
0930	0.00	1.75	0.00	0.00	0.35	0.00	1.05	0.00		0.00	0.00	96.85	100
1000	0.00	1.40	0.00	0.00	0.35	0.35	1.40	0.00		0.00	0.00	96.50	100
1030	0.00	1.40	0.00	0.00	0.35	0.35	1.05	0.00		0.00	0.00	96.85	100
1100	0.00	1.05	0.00	0.00	0.70	0.35	1.05	0.00	0.00	0.00	0.00	96.85	100
1130	0.00	1.75	0.00	0.00	0.70	0.35	0.70	0.00	0.00	0.00	0.70	95.80	100
NOON	0.35	1.75	0.00	2.10	0.70	0.00	0.70	0.00	0.00	0.00	0.70	93.71	100
1230	0.35	2.10	0.35	3.50	0.35	0.00	2.10	0.00	0.00	0.00	0.70	90.58	100
1300	1.05	2.45	0.35	4.20	0.35	0.00	1.40	0.00	0.00	0.00	0.70	89.51	100
1330	1.05	1.75	0.35	4.90	0.35	0.35	1.05	0.00	0.00	0.00	1.05	89.18	100
1400	1.05	1.75	0.35	4.90	0.00	0.35	1.75	0.00	0.00	0.00	0.70	89.18	100
1430	1.40	1.75	0.70	4.20	0.00	0.35	1.40	0.00	0.00	0.00	0.35	89.86	100
1500	2.10	1.75	0.70	4.20	0.00	0.35	1.75	0.00	0.00	0.00	0.35	88.81	100
1530	0.35	2.10	0.35	2.45	0.00	0.35	1.40	0.00	0.00	0.00	0.00	93.01	100
1600	0.35	1.05	1.75	1.40	0.00	0.35	2.45	0.00	0.00	0.00	0.35	92.31	100
1630	0.70	1.05	1.75	1.40	0.00	0.70	2.45	0.00	0.00	0.00	0.70	91.28	100
1700	0.35	1.75	1.75	1.75	0.00	1.40	2.80	0.00	0.00	0.00	2.10	88.11	100
1730	0.35	2.45	1.05	1.05	0.00	1.75	3.15	0.00	0.00	0.00	2.45	87.78	100
1800	1.40	3.15	0.70	0.35	0.35	2.10	3.50	0.00	0.00	0.00	2.45	86.01	100
1830	1.40	3.85	0.35	0.35	0.35	1.75	3.50	0.70	0.00	0.00	1.75	86.01	100
1900	2.10	6.29	2.45	0.00	0.35	1.05	2.80	1.05	0.70	0.00	1.40	81.82	100
1930	2.45	24.13	2.45	0.00	0.35	0.35	2.80	0.70	0.70	0.00	1.75	64.34	100
1945	2.10	18.53	13.64	0.00	0.00	1.05	1.75	0.35	0.35	0.00	1.05	61.19	100
2000	31.82	13.64	6.99	0.35	0.35	1.05	5.59	0.70	0.35	0.00	1.75	37.41	100
2030	24.13	14.69	8.74	0.35	0.70	2.45	8.39	1.40	0.35	0.00	2.45	36.36	100
2100	11.89	13.29	12.24	0.35	0.35	4.55	11.54	1.75	1.40	0.35	3.15	39.18	100
2130	10.49	12.94	8.39	0.35	0.35	4.20	11.89	1.40	2.10	0.35	3.85	43.71	100
2200	10.14	9.44	4.90	0.00	0.00	4.20	11.54	1.40	1.75	0.35	3.85	52.45	100
2230	8.74	8.04	4.20	0.00	0.00	4.20	8.74	0.35	1.40	0.00	3.50	60.84	100
2300	3.85	4.55	2.45	0.00	0.00	1.75	4.90	0.70	0.70		3.85	77.27	100
2330	0.70	1.75	1.05	0.00	0.00	0.00	1.75	0.35			1.40	92.66	100
Tot. Avg.	2.50	3.47	1.61	1.19	0.15	0.76	2.23	0.22	0.38	0.04	0.89	87.18	
maximum	31.82	24.13	13.64	4.90	0.70	4.55	11.89	1.75	2.10	0.35	3.85	100.00	
std. dev.	6.00	5.31	3.12	1.65	0.22	1.21	3.09	0.45	0.61	0.11	1.18	18.01	
Band 1	0.17	1.08	0.03	0.00	0.20	0.23	0.58	0.00	0.00	0.00	0.06	97.84	
Band 2	0.87	2.05	0.75	2.62	0.17	0.70	2.10	0.05	0.00	0.00	1.02	89.66	
Band 3	9.85	11.57	6.13	0.13	0.22	2.26	6.52	0.92	0.98	0.12	2.54	58.84	

**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	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 11	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0030	0.00	0.35	0.00	0.00	0.00	0.00	0.35	0.00			0.00	99.30	100
0100	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
0130	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	100.00	100
0230	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	100.00	100
0330	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	100.00	100
0430	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			0.35	99.65	100
0530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
0600	0.00	0.00	0.70		0.00	0.00	0.00	0.00			0.00	99.90	100
0630	1.05	0.00	0.00		0.00	0.35	0.00	0.00			0.00	98.60	100
0700	0.70	0.00	0.00		0.00	0.35	0.35	0.00			0.35	98.25	100
0730	0.35	0.35	0.35		0.00	0.00	0.35	0.00			0.00	98.60	100
0800	0.35	1.05	0.00		0.00	0.35	1.05	0.00			0.00	97.20	100
0830	0.00	1.05	0.00		0.00	0.35	0.70	0.00			0.00	97.90	100
0900	0.00	1.05	0.00		0.00	0.35	0.35	0.00			0.00	98.25	100
0930	0.00	1.05	0.00	0.00	0.00	0.35	0.35	0.00		0.00	0.00	98.25	100
1000	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	98.25	100
1030	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	97.90	100
1100	0.35	1.05	0.00	0.00	0.00	0.00	0.35	0.35	0.00	0.00	0.00	97.90	100
1130	0.35	1.05	0.00	0.35	0.00	0.35	0.35	0.35	0.00	0.00	0.00	97.20	100
NOON	0.35	1.75	0.00	1.75	0.00	0.00	0.35	0.00	0.00	0.00	0.35	95.45	100
1230	0.35	1.40	0.00	2.45	0.00	0.35	1.05	0.00	0.00	0.00	0.35	94.06	100
1300	0.35	1.75	0.35	2.45	0.00	0.70	1.05	0.00	0.00	0.00	0.35	93.01	100
1330	1.05	2.45	0.70	2.45	0.00	0.35	1.05	0.00	0.00	0.00	0.35	91.61	100
1400	1.75	2.10	0.35	2.80	0.35	0.00	1.75	0.00	0.00	0.00	0.00	90.91	100
1430	1.75	2.10	0.35	3.15	0.35	0.00	2.10	0.00	0.00	0.00	0.35	89.88	100
1500	1.05	2.10	1.05	2.10	0.35	0.35	3.15	0.00	0.00	0.00	0.70	89.16	100
1530	1.05	2.45	1.05	2.45	0.35	0.35	2.80	0.00	0.00	0.00	1.05	88.46	100
1600	0.70	1.75	1.40	1.75	0.35	0.35	2.10	0.00	0.00	0.00	1.40	90.21	100
1630	0.70	1.40	1.75	0.70	0.35	0.35	2.10	0.35	0.00	0.00	1.75	90.56	100
1700	0.70	1.75	1.40	0.70	0.35	0.70	2.45	0.35	0.00	0.00	2.45	89.16	100
1730	0.70	1.75	1.05	1.05	0.00	1.05	2.80	0.00	0.00	0.00	2.80	88.81	100
1800	1.40	1.75	1.40	1.05	0.00	2.10	2.10	0.00	0.00	0.00	2.80	87.41	100
1830	0.70	2.45	1.75	0.70	0.00	1.75	2.45	0.35	0.00	0.00	2.80	87.06	100
1900	1.05	5.59	2.10	0.70	0.00	0.35	1.75	0.70	0.35	0.00	3.50	83.92	100
1930	1.75	23.78	2.45	0.35	0.00	0.00	1.05	0.35	0.35	0.00	2.45	87.48	100
1945	2.45	19.58	14.34	0.35	0.00	0.00	1.40	0.00	0.00	0.00	2.10	59.79	100
2000	30.07	17.13	8.04	0.00	0.00	1.40	4.55	0.70	0.00	0.00	2.80	35.31	100
2030	18.18	17.48	10.49	0.00	0.35	3.15	6.99	1.05	0.00	0.00	3.50	38.81	100
2100	8.04	23.08	9.79	0.35	0.35	4.90	12.24	0.70	0.35	0.00	4.55	35.66	100
2130	5.59	22.38	8.04	0.35	0.35	4.55	12.24	0.70	0.35	0.00	5.24	40.21	100
2200	4.20	21.33	5.94	0.35	0.35	4.20	10.84	1.05	0.35	0.00	4.20	47.20	100
2230	2.80	16.78	3.15	0.00	0.35	3.15	10.49	0.70	0.35	0.00	3.85	58.39	100
2300	1.75	9.09	3.15	0.00	0.00	1.40	8.74	1.05			3.50	71.33	100
2330	0.35	1.75	1.05	0.00	0.00	0.35	3.50	1.05			1.05	90.91	100
Tot. Avg.	1.89	4.38	1.68	0.89	0.09	0.70	2.17	0.21	0.08	0.00	1.13	87.14	
maximum	30.07	23.78	14.34	3.15	0.35	4.90	12.24	1.05	0.35	0.00	5.24	100.00	
std. dev.	4.97	7.22	3.15	1.00	0.15	1.22	3.27	0.34	0.15	0.00	1.51	18.79	
Band 1	0.32	0.73	0.09	0.07	0.00	0.20	0.38	0.09	0.00	0.00	0.03	98.14	
Band 2	0.90	1.92	0.90	1.82	0.17	0.60	1.95	0.07	0.00	0.00	1.25	90.41	
Band 3	6.93	16.18	6.23	0.22	0.16	2.13	6.71	0.73	0.23	0.00	3.34	57.18	

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

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

	TVM	SUPER 1	NET TV	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 11	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
3030	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.35	99.65	100
3100	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.35	99.65	100
3130	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
3200	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3230	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3300	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3330	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3400	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
3430	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
3500	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
3530	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
3600	0.00	0.00	0.35		0.00	0.00	0.00	0.00			0.35	99.30	100
3630	0.35	0.00	0.00		0.00	0.00	0.35	0.00			0.00	99.30	100
3700	0.35	0.00	0.00		0.00	0.35	0.70	0.00			0.00	98.60	100
3730	0.00	0.00	0.35		0.00	0.00	0.70	0.00			0.00	98.95	100
3800	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3830	0.00	0.35	0.00		0.00	0.00	0.00	0.00			0.00	99.65	100
3900	0.00	0.70	0.00		0.00	0.00	0.00	0.00			0.35	98.95	100
3930	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.35	98.95	100
4000	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
4030	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
4100	0.00	0.35	0.00	0.35	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.60	100
4130	0.00	0.35	0.00	0.70	0.35	0.00	0.00	0.00	0.00	0.00	0.35	98.25	100
NOON	0.00	0.70	0.00	2.10	0.00	0.35	0.00	0.35	0.00	0.00	0.70	95.80	100
1230	0.00	0.70	0.00	2.10	0.00	0.35	0.35	0.35	0.00	0.00	0.70	95.45	100
1300	0.35	1.05	0.00	2.10	0.00	1.05	0.35	0.35	0.00	0.00	1.05	93.71	100
1330	0.35	2.10	0.35	2.10	0.00	1.05	0.70	0.35	0.00	0.00	0.70	92.31	100
1400	0.35	3.15	0.35	3.50	0.00	0.70	1.75	0.35	0.00	0.00	1.05	88.81	100
1430	0.35	3.85	0.35	3.50	0.00	0.70	1.75	0.35	0.00	0.00	1.05	88.11	100
1500	0.00	3.15	0.70	3.85	0.00	1.05	1.05	0.70	0.00	0.00	1.75	87.78	100
1530	0.00	3.15	0.70	2.80	0.00	1.05	1.05	0.70	0.00	0.00	1.75	88.81	100
1600	0.00	2.45	0.70	2.45	0.35	0.35	1.75	0.35	0.00	0.00	2.45	89.16	100
1630	0.00	2.10	0.70	0.70	0.35	0.35	1.05	0.35	0.00	0.00	2.80	91.61	100
1700	0.35	1.75	1.05	0.35	0.35	0.35	2.80	0.00	0.00	0.00	2.80	90.21	100
1730	0.35	1.05	1.05	0.00	0.00	0.35	3.50	0.00	0.00	0.00	3.15	90.56	100
1800	0.70	1.05	1.40	0.70	0.00	0.00	3.15	0.00	0.00	0.00	2.80	90.21	100
1830	0.70	1.75	1.75	1.05	0.00	0.35	2.80	0.35	0.00	0.00	2.80	88.48	100
1900	2.10	3.15	2.10	0.70	0.00	0.35	1.75	1.05	0.00	0.00	3.15	85.85	100
1930	3.15	23.43	4.55	0.35	0.00	0.00	1.05	0.70	0.00	0.00	2.80	83.99	100
1945	5.24	16.08	17.83	1.40	0.35	0.00	0.70	0.70	0.00	0.00	1.40	56.29	100
2000	40.56	13.29	7.34	1.40	0.35	0.35	2.10	0.70	0.00	0.00	1.05	32.87	100
2030	44.41	10.84	5.94	1.05	0.70	1.40	4.20	0.70	0.00	0.00	2.10	28.67	100
2100	43.36	9.79	4.20	1.40	0.70	2.45	5.59	0.70	0.00	0.00	4.55	27.27	100
2130	40.56	9.79	3.85	0.70	0.00	2.10	3.85	0.35	0.00	0.00	4.90	33.92	100
2200	36.01	9.09	3.85	0.70	0.00	2.10	3.85	0.00	0.00	0.00	4.90	39.51	100
2230	30.77	6.84	2.45	0.35	0.00	2.10	3.85	0.00		0.00	3.15	50.70	100
2300	19.58	6.29	0.70	0.35	0.00	0.70	2.45	0.00			2.10	87.83	100
2330	3.15	3.15	0.00	0.35	0.00	0.00	0.70	0.00			1.05	91.61	100
Tot. Avg.	5.57	2.95	1.28	1.18	0.09	0.41	1.10	0.19	0.00	0.00	1.23	86.41	
maximum	44.41	23.43	17.83	3.85	0.70	2.45	5.59	1.05	0.00	0.00	4.90	100.00	
Std. dev.	13.02	4.79	2.91	1.09	0.18	0.64	1.44	0.28	0.00	0.00	1.39	21.24	
Band 1	0.06	0.29	0.06	0.35	0.12	0.03	0.15	0.00	0.00	0.00	0.20	98.95	
Band 2	0.25	2.00	0.65	1.95	0.07	0.57	1.57	0.32	0.00	0.00	1.82	90.78	
Band 3	24.44	10.14	4.80	0.79	0.19	1.05	2.73	0.45	0.00	0.00	2.83	52.57	

*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	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 1	SATELLITE	NONE	TOTAL
MIDNIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00			0.35	98.95	100
0030	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00			0.35	99.30	100
0100	0.00	0.00	0.00		0.35	0.00	0.00	0.00			0.35	99.30	100
0130	0.00	0.00	0.00		0.35	0.00	0.00	0.00			0.35	99.30	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.35	0.00			0.35	99.30	100
0630	0.00	0.00	0.00		0.00	0.35	0.00	0.00			0.00	99.65	100
0700	0.00	0.00	0.35		0.00	0.35	0.00	0.00			0.00	99.30	100
0730	0.00	0.70	0.35		0.00	0.35	0.00	0.00			0.00	98.60	100
0800	0.00	0.70	0.35		0.00	0.35	0.00	0.00			0.35	98.25	100
0830	0.00	0.35	0.35		0.00	0.70	0.00	0.00			0.70	97.90	100
0900	0.00	0.35	1.05		0.00	0.70	0.00	0.00			1.05	98.85	100
0930	0.00	0.35	1.05	0.35	0.00	0.35	0.35	0.00			0.70	98.85	100
1000	0.35	0.35	1.05	0.35	0.35	0.70	0.35	0.00	0.00		0.70	95.80	100
1030	0.35	0.70	1.05	0.35	0.35	0.70	0.00	0.00	0.00		1.05	95.45	100
1100	0.35	0.70	1.05	0.35	0.35	0.70	0.00	0.00	0.00		1.05	95.45	100
1130	0.35	1.05	1.05	0.35	0.00	0.35	0.00	0.00	0.00		1.05	95.80	100
NOON	0.35	1.40	1.05	1.40	0.00	0.35	0.00	0.35	0.00		1.05	94.06	100
1230	0.35	3.15	0.70	1.40	0.00	0.00	0.35	0.35	0.00		1.75	91.96	100
1300	1.05	5.24	0.70	1.40	0.00	0.00	0.35	0.70	0.00		1.75	88.81	100
1330	1.40	4.55	1.40	1.40	0.00	0.00	0.70	0.70	0.00		1.75	88.11	100
1400	1.75	8.39	2.10	1.40	0.70	0.70	1.40	0.70	0.00		2.10	80.77	100
1430	1.75	8.04	2.10	1.40	1.05	0.70	1.75	0.70	0.00		2.45	80.07	100
1500	0.70	7.34	2.80	1.40	1.40	1.40	1.40	0.70	0.00		2.80	80.07	100
1530	0.70	6.64	2.80	1.05	1.40	1.05	1.40	0.70	0.00		2.10	82.17	100
1600	1.40	6.99	2.10	0.70	1.40	0.70	2.10	1.05	0.00		2.45	81.12	100
1630	1.40	6.29	1.75	0.00	1.40	0.35	2.10	1.05	0.00		3.15	82.52	100
1700	1.40	5.59	1.05	0.00	0.35	0.35	2.45	1.40	0.00		3.85	83.57	100
1730	0.70	4.20	0.70	0.00	0.00	0.00	2.10	0.70	0.00		3.85	87.76	100
1800	0.70	4.20	1.40	0.70	0.00	0.00	2.45	0.70	0.00	0.00	3.50	86.36	100
1830	0.35	3.15	1.40	0.70	0.00	0.00	2.10	0.35	0.00	0.00	3.15	88.81	100
1900	0.35	3.85	1.05	0.35	0.00	0.00	1.40	0.70	0.00	0.00	3.50	88.81	100
1930	1.75	16.78	1.05	0.00	0.00	0.00	1.05	0.70	0.00	0.00	2.80	75.87	100
1945	1.75	11.89	9.44	0.35	0.00	0.00	0.70	1.05	0.00	0.00	3.15	71.68	100
2000	20.63	10.14	3.85	0.70	0.00	0.00	2.10	1.05	0.00	0.00	5.24	56.29	100
2030	11.19	10.14	4.55	0.35	0.35	2.45	6.64	1.05	0.00	0.00	5.59	57.89	100
2100	5.94	9.44	4.90	0.35	0.35	2.80	9.79	1.40	0.00	0.00	5.59	58.44	100
2130	5.24	8.74	5.24	0.35	0.00	2.80	9.44	1.75	0.00	0.00	4.90	61.54	100
2200	3.15	7.34	4.55	0.35	0.00	2.45	8.39	2.10		0.00	4.90	66.78	100
2230	3.15	5.24	2.45	0.35	0.00	2.10	8.04	1.75		0.00	4.20	72.73	100
2300	2.10	3.15	1.40	0.00	0.00	2.10	6.64	1.40			1.40	81.82	100
2330	0.35	1.05	0.35	0.00	0.00	1.40	2.45	0.70			1.05	92.88	100
Tot. Avg.	1.45	3.43	1.40	0.56	0.21	0.56	1.62	0.49	0.00	0.00	1.76	88.73	
maximum	20.63	16.78	9.44	1.40	1.40	2.80	9.79	2.10	0.00	0.00	5.59	100.00	
std. dev.	3.38	4.00	1.81	0.51	0.41	0.80	2.61	0.57	0.00	0.00	1.71	12.53	
Band 1	0.12	0.44	0.64	0.35	0.09	0.47	0.09	0.00	0.00	-	0.58	97.44	
Band 2	1.00	5.37	1.57	0.92	0.55	0.40	1.47	0.72	0.00	0.00	2.55	85.44	
Band 3	5.05	7.98	3.53	0.29	0.06	1.46	5.15	1.24	0.00	0.00	3.85	71.39	

**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	MAX PLUS	SMASH	RAI	MEDIASET	OTHER ITALIAN	CHANNEL 12	CHANNEL 2	SATELLITE	NONE	TOTAL
MIDNIGHT	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	100.00	100
0100	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	100.00	100
0200	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	100.00	100
0300	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	100.00	100
0400	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	100.00	100
0500	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	100.00	100
0600	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0630	0.00	0.00	0.00		0.00	0.00	0.00	0.00			0.00	100.00	100
0700	0.00	0.00	0.00		0.00	0.70	0.00	0.00			0.00	99.30	100
0730	0.00	0.00	0.00		0.00	0.70	0.00	0.00			0.00	98.30	100
0800	0.00	0.70	0.35		0.00	0.70	0.00	0.00	0.00		0.00	98.25	100
0830	0.00	0.70	0.35		0.00	1.05	0.00	0.00	0.00		0.00	97.80	100
0900	1.05	1.05	0.35		0.00	0.70	0.00	0.00	0.00		0.35	96.50	100
0930	1.75	1.05	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	96.15	100
1000	6.29	1.75	0.35	0.00	0.00	0.35	0.00	0.00	0.00		0.35	90.91	100
1030	8.39	2.10	0.00	0.00	0.00	0.70	0.00	0.00	0.00		0.35	88.48	100
1100	14.34	1.75	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	82.87	100
1130	14.34	1.75	0.00	0.00	0.00	0.70	0.35	0.00	0.00		0.00	82.87	100
NOON	13.29	1.75	0.35	0.00	0.00	1.05	0.35	0.00	0.00		0.00	83.22	100
1230	8.74	1.40	0.35	0.00	0.00	1.40	0.35	0.00	0.00		0.35	87.41	100
1300	5.94	3.15	0.35	0.00	0.00	1.75	1.40	0.00	0.00		1.05	86.38	100
1330	2.80	3.50	0.00	0.00	0.00	1.40	1.75	0.00	0.00		0.35	90.21	100
1400	2.45	3.85	0.00	0.35	0.00	1.05	3.50	0.35	0.00		1.05	87.41	100
1430	2.10	4.20	0.00	0.35	0.00	1.40	3.50	0.35	0.00		1.40	86.71	100
1500	1.40	3.50	0.00	0.70	0.35	1.40	3.50	0.35	0.00		2.45	86.38	100
1530	1.05	3.15	0.00	0.70	0.35	1.40	3.15	0.00	0.00		2.45	87.76	100
1600	1.40	3.50	0.35	0.70	0.35	1.05	3.50	0.70	0.00		2.80	85.66	100
1630	0.35	2.80	0.35	0.35	0.35	1.05	3.50	0.70	0.00		3.15	87.41	100
1700	0.70	2.45	0.70	0.00	0.35	1.05	3.50	0.35	0.00		3.85	87.08	100
1730	0.35	2.80	0.35	0.00	0.00	0.70	3.15	0.70	0.00		3.85	88.11	100
1800	0.35	4.20	0.00	0.35	0.35	1.05	3.15	0.70	0.00	0.00	4.55	85.31	100
1830	0.00	3.50	0.35	0.00	0.35	1.40	3.15	0.70	0.00	0.00	4.55	86.01	100
1900	0.00	4.55	0.70	0.00	0.00	1.05	2.45	0.35	0.00	0.00	4.90	86.01	100
1930	0.35	16.78	1.05	0.00	0.00	0.35	3.15	0.35	0.00	0.00	3.85	74.13	100
1945	0.70	12.24	11.19	0.00	0.00	0.35	2.45	0.35	0.00	0.00	3.50	69.23	100
2000	23.43	10.14	4.55	0.35	0.35	1.05	4.20	0.35	0.00	0.00	5.94	49.65	100
2030	11.54	17.83	3.85	0.35	0.35	2.80	6.64	0.70	0.00	0.00	8.39	47.55	100
2100	6.64	19.58	3.15	0.35	0.35	2.10	8.74	1.05	0.00	0.00	7.69	50.35	100
2130	4.90	16.08	2.80	0.00	0.35	2.10	8.74	1.40	0.00	0.00	8.04	55.59	100
2200	3.85	12.24	1.75	0.00	0.00	1.75	7.34	0.70	0.00	0.00	6.64	65.73	100
2230	1.40	9.44	1.40	0.00	0.00	1.40	6.29	0.35	0.00	0.00	4.90	74.83	100
2300	1.40	3.85	1.40	0.00	0.35	1.75	4.20	0.35	0.00		2.80	83.92	100
2330	1.40	0.35	0.00	0.00	0.00	1.05	1.75	0.35			1.40	93.71	100
Tot. Avg.	2.91	3.62	0.75	0.15	0.09	0.81	1.92	0.23	0.00	0.00	1.86	87.72	
maximum	23.43	19.58	11.19	0.70	0.35	2.80	8.74	1.40	0.00	0.00	8.39	100.00	
std. dev.	4.94	5.13	1.81	0.23	0.15	0.69	2.43	0.33	0.00	0.00	2.45	13.97	
Band 1	3.85	0.90	0.15	0.00	0.00	0.55	0.06	0.00	0.00	0.00	0.12	94.38	
Band 2	2.92	3.12	0.22	0.25	0.17	1.22	2.67	0.35	0.00	0.00	2.27	86.79	
Band 3	5.05	11.19	2.89	0.10	0.16	1.43	5.09	0.57	0.00	0.00	5.28	68.25	

*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.

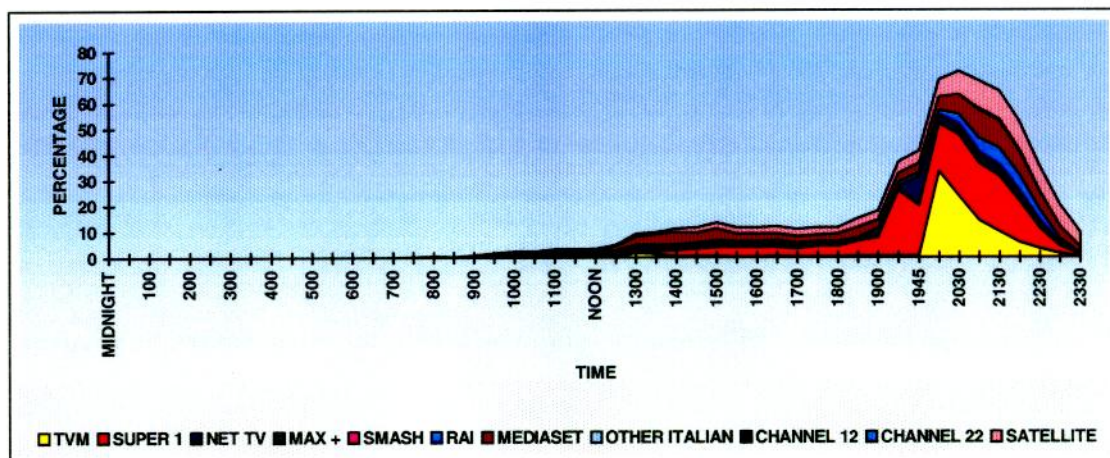


Fig 8.3: TV Audience Shares: Monday

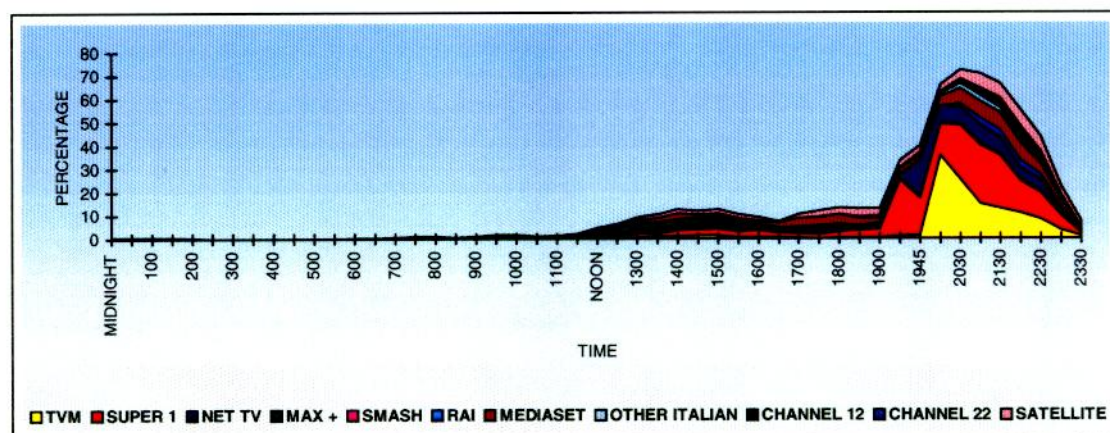


Fig 8.4: TV Audience Shares: Tuesday

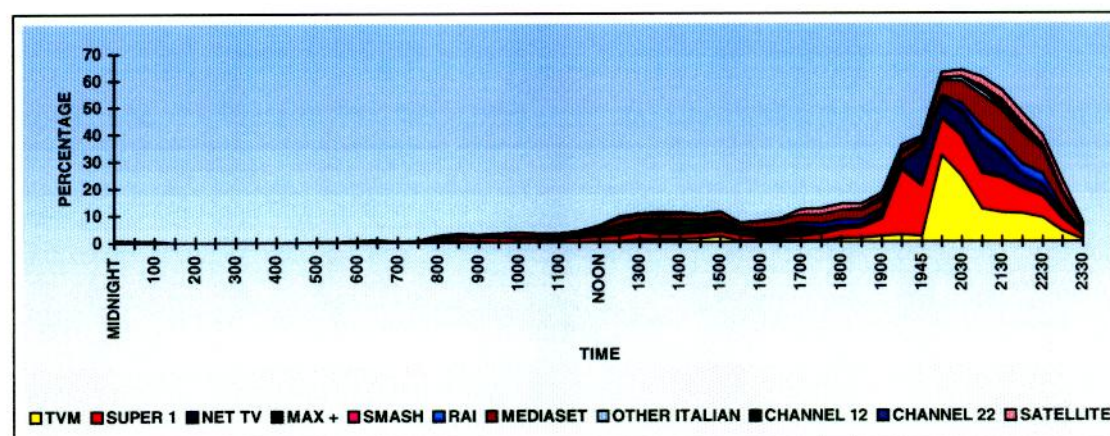


Fig 8.5: TV Audience Shares: Wednesday

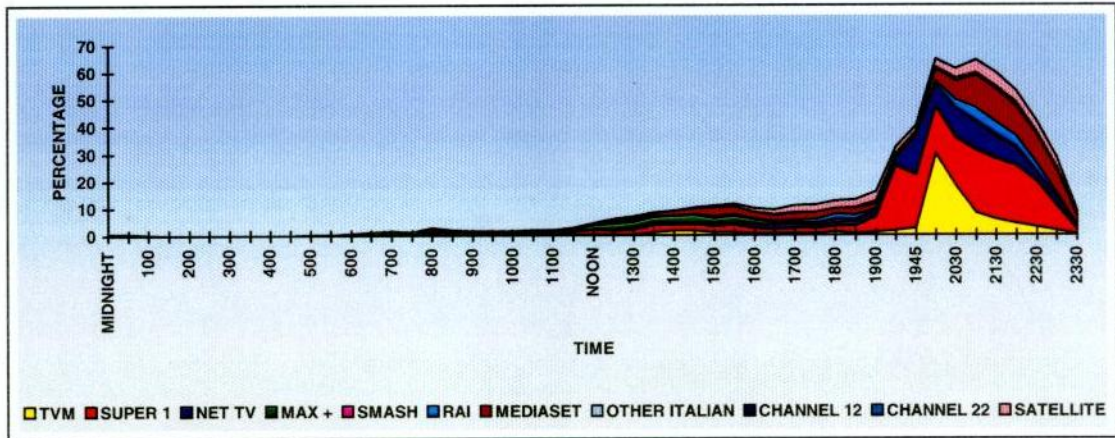


Fig 8.6: TV Audience Shares: Thursday

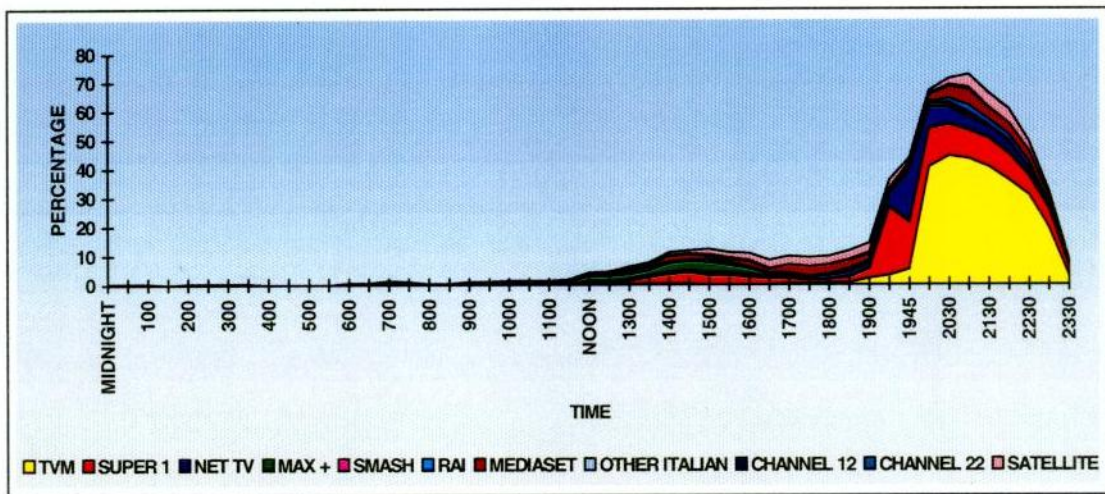


Fig 8.7: TV Audience Shares: Friday

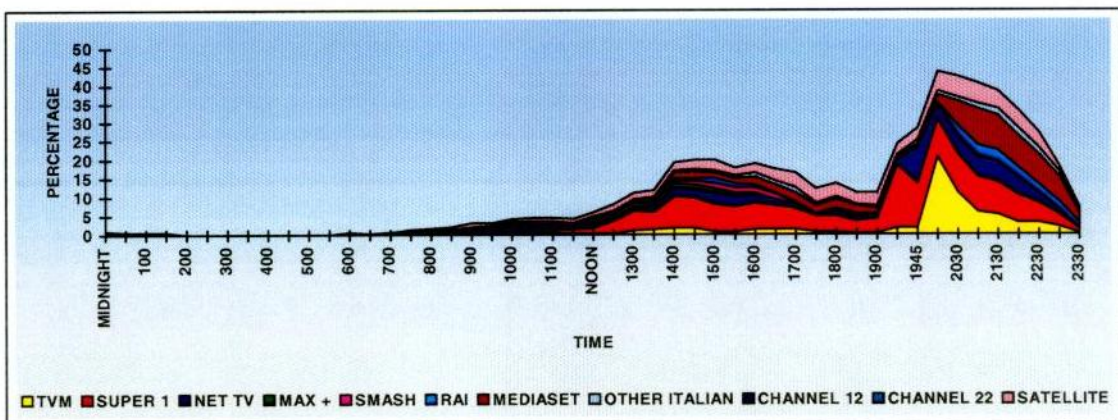


Fig 8.8: TV Audience Shares: Saturday

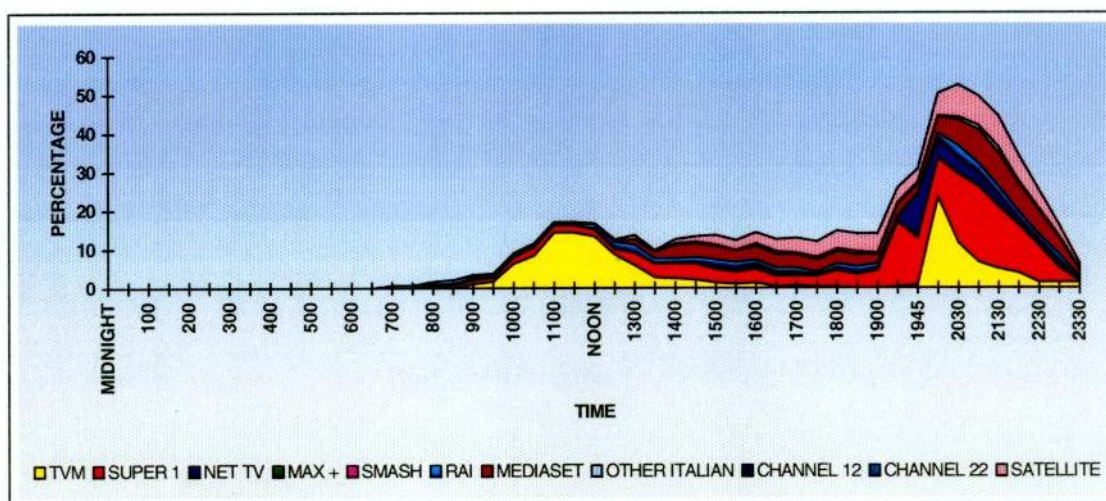


Fig 8.9: TV Audience Shares: Sunday

8.6.0 TV Audience Share

8.6.1 As stated in par. 1.4 above, the Broadcasting Authority decided that as from the October 2000 study, Time-Bands are to be used to calculate audience share by each station (see Circular No 18/00 dated 22 June 2000). In the following analysis TV audiences are therefore grouped as follows: Time band 1: 6.00 a.m. to Noon; Time Band 2: Noon – 7.00 p.m.; and Time-band 3: 7.00 p.m. – Midnight. This allows better comparisons in the case of stations that target specific audiences at particular times. Each of these Time-bands are analysed individually. Data is presented in Tables 8.3 to Table 8.5. Each Time Band is accompanied by two Figures: one summarising the daily performance for each TV station, and the other, in the form of a Pie Chart, the average weekly audience share for that particular Time Band. Both the Tables and the Figures are worked on the basis of available time-slots for the stations during that time-band, and therefore ignores those time-slots when the station is not on air. For each time-band, the figures for the 2000 study are being included to allow easy comparison.

Table 8.3: Time Band 1 - TV Audience Average Share
0600 HRS –NOON (October 2001)

	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	EDIASE	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	0.06	0.41	0.00	0.07	0.35	0.00	0.26	0.12	0.00	0.00	0.06	98.72
Tuesday	0.20	0.44	0.00	0.07	0.17	0.00	0.26	0.00	0.00	0.00	0.00	98.89
Wednesday	0.17	1.08	0.03	0.00	0.20	0.23	0.58	0.00	0.00	0.00	0.06	97.64
Thursday	0.32	0.73	0.09	0.07	0.00	0.20	0.38	0.09	0.00	0.00	0.03	98.14
Friday	0.06	0.29	0.06	0.35	0.12	0.03	0.15	0.00	0.00	0.00	0.20	98.95
Saturday	0.12	0.44	0.64	0.35	0.09	0.47	0.09	0.00	0.00	-	0.58	97.44
Sunday	3.85	0.90	0.15	0.00	0.00	0.55	0.06	0.00	0.00	-	0.12	94.38
Daily Average	0.68	0.61	0.14	0.13	0.13	0.21	0.25	0.03	0.00	-	0.15	97.74

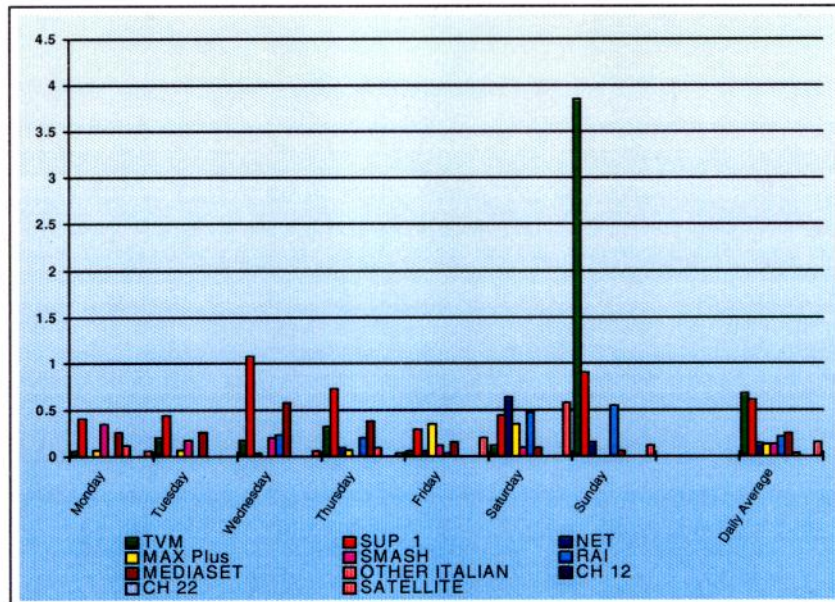


Fig. 8.10: Time Band 1: Daily Average Audience TV Levels – October 2001
0600 HRS -NOON

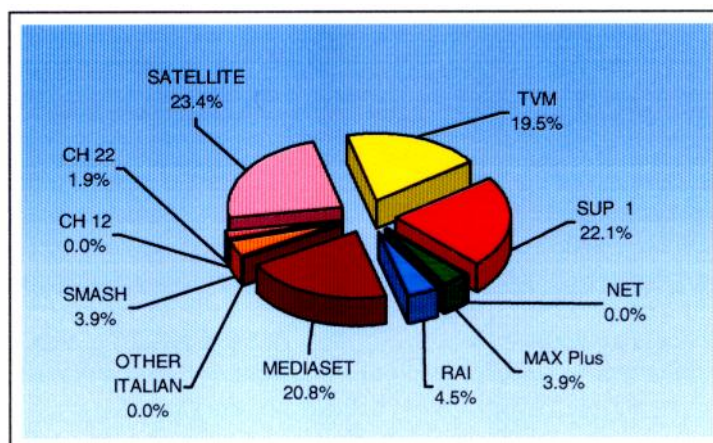


Fig. 8.11-1: October 2000: Time Band 1: TV
0600 HRS -NOON - Average Audience Share

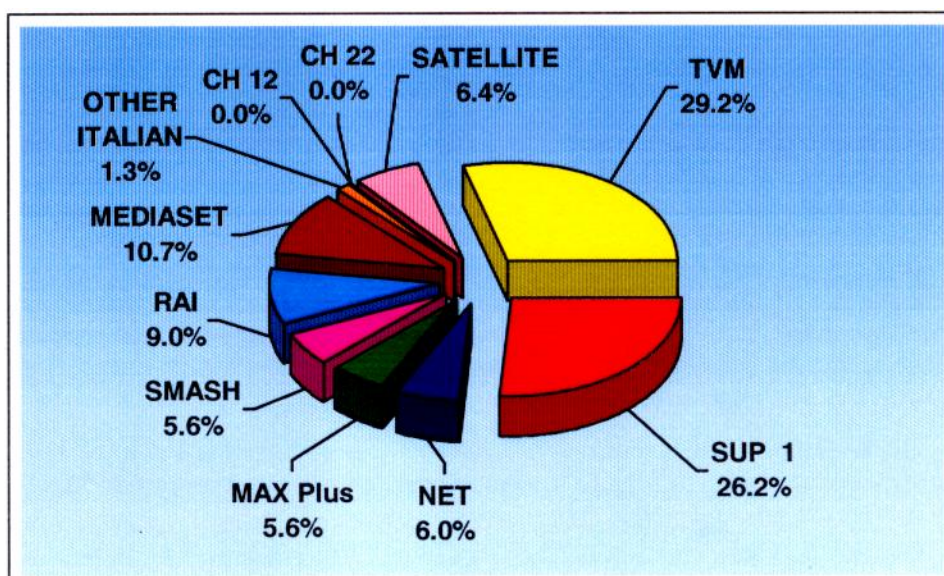


Fig. 8.11-2: Time Band 1: TV Average Audience Share – October 2001
0600 HRS – NOON

8.6.3 Table 8.4 and Figures 8.12 and 8.13 (1) and (2) below in turn present data on the daily average share by channel or group of channels for Time Band 2, which is longer than the other two because it extends from noon till 7.00 p.m.

Table 8.4: Time Band 2 - TV Audience Average Share
NOON - 1900 HRS (October 2001)

	TVM	SUP 1	NET	MAX Plus	SMA SH	RAI	MEDIASE	OTHER ITALIAN	CH 12	CH 22	APELLITE	NONE
Monday	0.67	2.72	0.80	0.97	0.15	0.22	3.00	0.02	0.00	0.00	1.95	89.49
Tuesday	0.62	2.02	1.15	2.10	0.22	0.47	1.87	0.02	0.07	0.00	1.65	89.79
Wednesday	0.87	2.05	0.75	2.62	0.17	0.70	2.10	0.05	0.00	0.00	1.02	89.66
Thursday	0.90	1.92	0.90	1.82	0.17	0.60	1.95	0.07	0.00	0.00	1.25	90.41
Friday	0.25	2.00	0.65	1.95	0.07	0.57	1.57	0.32	0.00	0.00	1.82	90.78
Saturday	1.00	5.37	1.57	0.92	0.55	0.40	1.47	0.72	0.00	0.00	2.55	85.44
Sunday	2.92	3.12	0.22	0.25	0.17	1.22	2.67	0.35	0.00	0.00	2.27	86.79
Daily Average	1.03	2.74	0.86	1.52	0.22	0.60	2.09	0.22	0.01	0.00	1.79	88.91

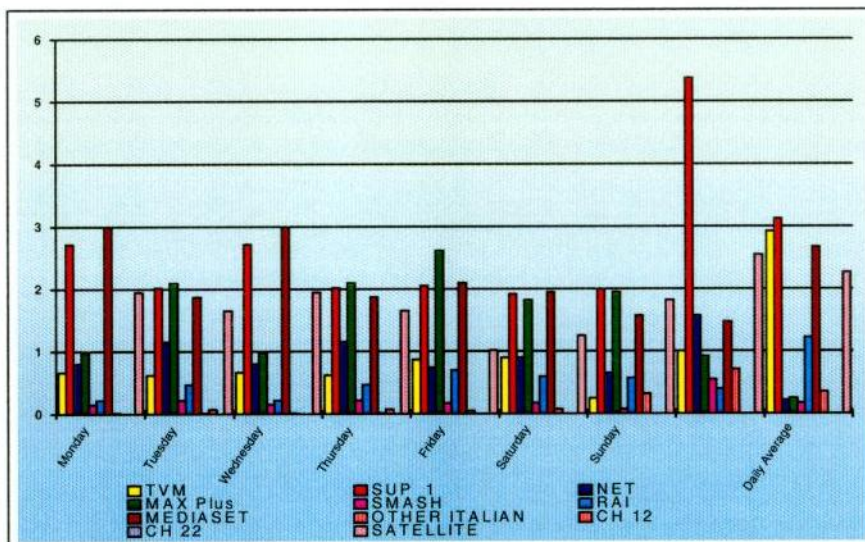


Fig. 8.12: Time Band 2: Daily Average Audience TV Levels – October 2001
NOON - 1900 HRS

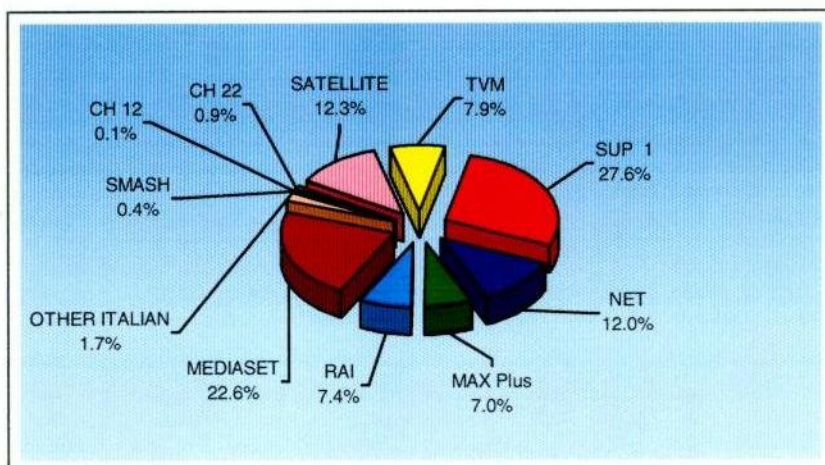


Fig. 8.13-1: October 2000: TV Time Band 2
NOON - 1900 HRS

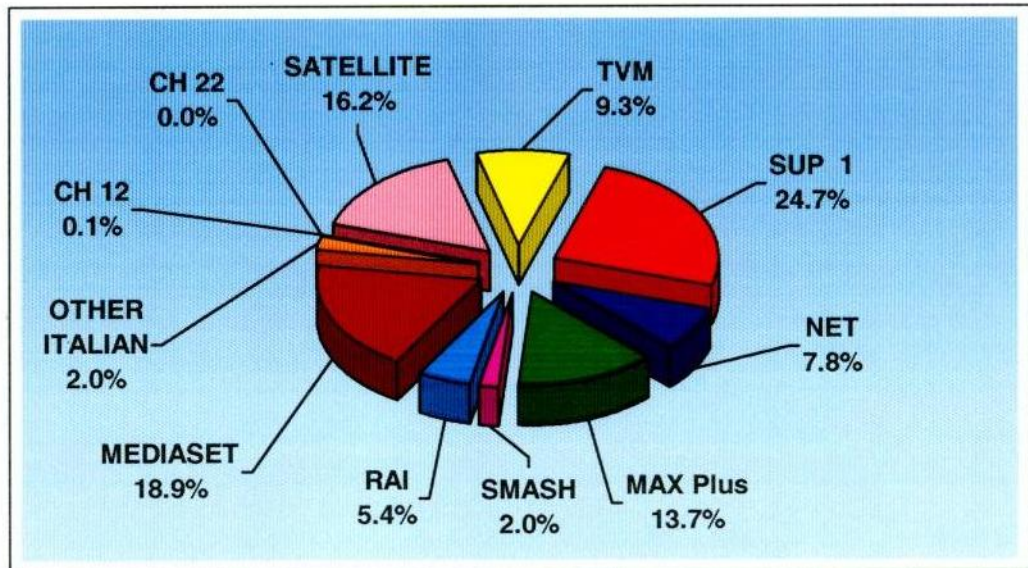


Fig. 8.13-2: Time Band 2: TV Average Audience Share – October 2001
NOON - 1900 HRS

8.6.4 The third time band represents prime time for TV and extends from 7.00 p.m. until midnight. Table 8.5 and Figures 8.14 and 8.15 (1) and (2) below present data on the daily average share by channel or group of channels for the third Time Band.

Table 8.5: Time Band 3 - TV Audience Average Share
1900 HRS - MIDNIGHT

	TVM	SUP 1	NET	MAX Plus	SMASH	RAI	MEDIASET	OTHER ITALIAN	CH 12	CH 22	SATELLITE	NONE
Monday	8.49	15.03	2.83	0.06	0.45	3.34	6.17	0.22	0.00	0.00	7.72	55.69
Tuesday	10.52	14.69	5.79	0.16	0.16	1.34	4.32	1.27	2.20	0.00	4.39	55.34
Wednesday	9.85	11.57	6.13	0.13	0.22	2.26	6.52	0.92	0.98	0.12	2.54	58.84
Thursday	6.93	16.18	6.23	0.22	0.16	2.13	6.71	0.73	0.23	0.00	3.34	57.18
Friday	24.44	10.14	4.80	0.79	0.19	1.05	2.73	0.45	0.00	0.00	2.83	52.57
Saturday	5.05	7.98	3.53	0.29	0.06	1.46	5.15	1.24	0.00	0.00	3.85	71.39
Sunday	5.05	11.19	2.89	0.10	0.16	1.43	5.09	0.57	0.00	0.00	5.28	68.25
Daily Average	10.05	12.40	4.60	0.25	0.20	1.86	5.24	0.77	0.49	0.02	4.28	59.89

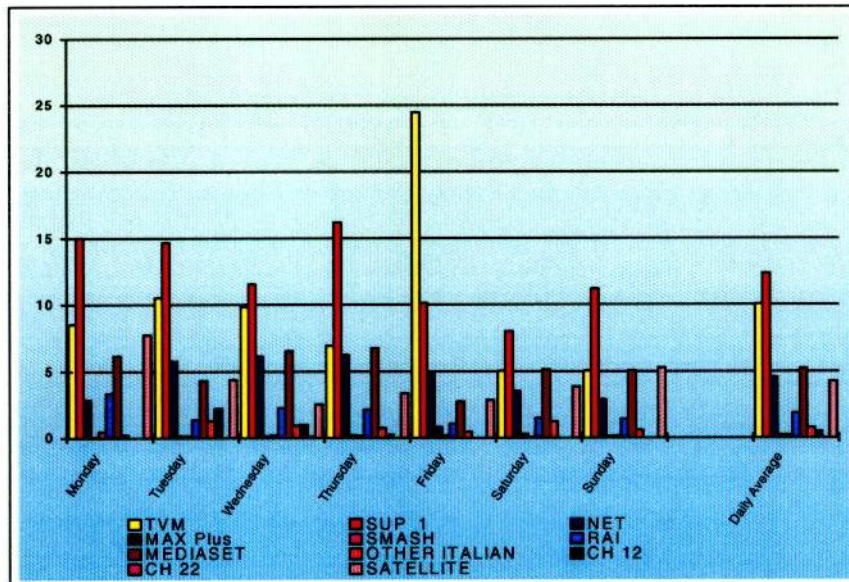


Fig. 8.14: Time Band 3: Daily Average Audience TV Levels – October 2001
1900 HRS – MIDNIGHT

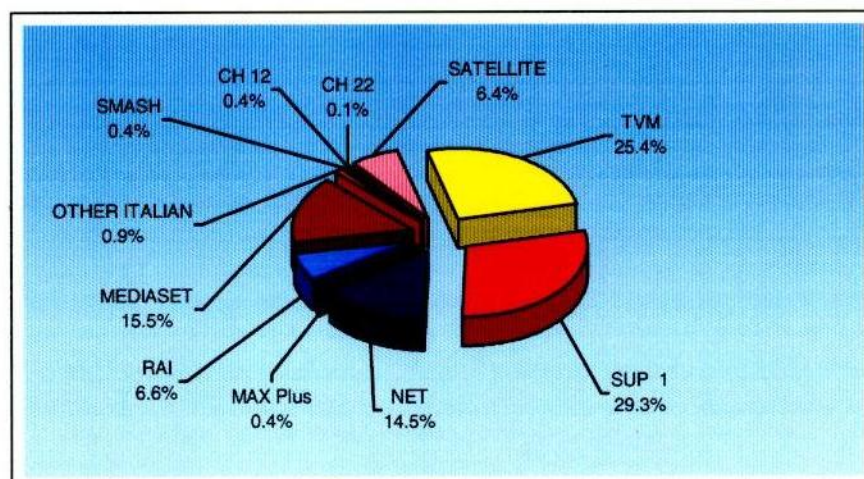


Fig. 8.15-1: October 2000: TV Time Band 3
1900 HRS –MIDNIGHT
Average Audience Share

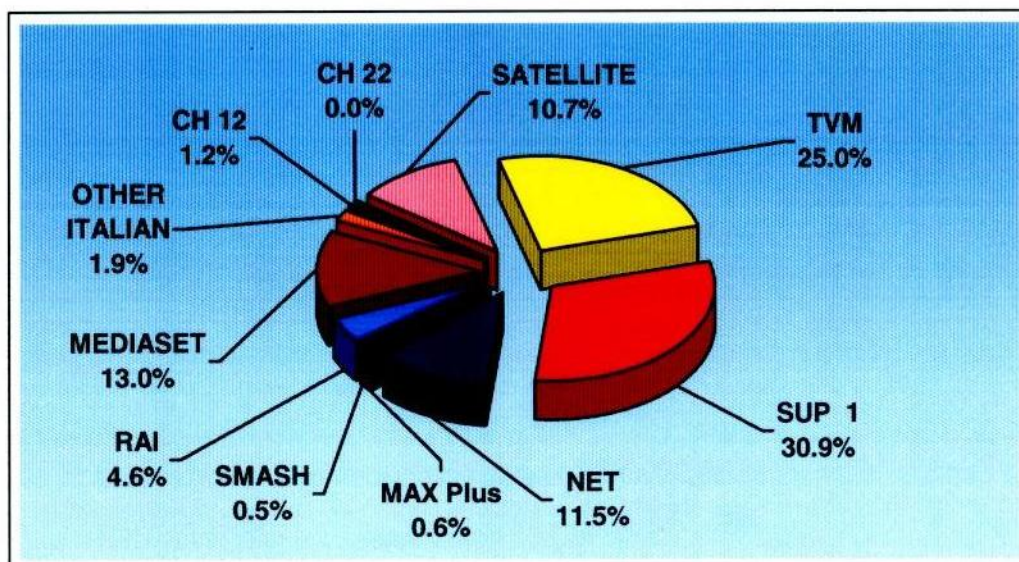


Fig. 8.15-2: Time Band 3: TV Average Audience Share – October 2001
1900 HRS – MIDNIGHT

8.6.5 Table 8.6 summarises the performance of the different stations for each time-band. It is noteworthy that local stations dominate audiences to this extent, and that whenever there is a local content, the plethora of non-Maltese stations, be they terrestrial or satellite stations received directly or relayed via cable, have only secondary influence on local Viewership. Given the fact that Max Plus is only available on Cable, it commands a respectable audience, particularly in Time Band 2.

Table 8.6: Audience Share Summary by Time-Band
October 2000 and October 2001

	Time Band 1 0600 hrs – 1200 hrs		Time Band 2 1200 hrs – 1900hrs		Time Band 3 1900 hrs – 2400 hrs	
	2000	2001	2000	2001	2000	2001
	%	%	%	%	%	%
Super 1 TV	22.1	26.2	27.6	24.7	29.3	30.9
TVM	19.5	29.2	7.9	9.3	25.4	25.0
NET	0.0	6.0	12.0	7.8	14.5	11.5
Max Plus	3.9	5.6	7.0	13.7	0.4	0.6
Smash TV	3.9	5.6	0.4	2.0	0.4	0.5
Channel 12	0.0	-	0.1	0.1	0.4	1.2
Channel 22	1.9	-	0.9	-	0.1	-
RAI	4.5	9.0	7.4	5.4	6.6	4.6
Mediaset	20.8	10.7	22.6	18.9	15.5	13.0
Other Italian	0.0	1.3	1.7	2.0	0.9	1.9
Satellite Stations	23.4	6.4	12.3	16.2	6.4	10.7

IX CONCLUSION

- 9.1 The second audience audit conducted for the Broadcasting Authority in 2001 offers some interesting insights into the continuities and discontinuities that characterise social behaviour. The longitudinal data that has gradually been collected over the years is striking for its similarity, and at the same for the way in which shifts in the mood of society so readily reflect themselves in the way media products are consumed. Though the persons interviewed for the present study are completely different from those ever interviewed for the past few years, social behaviour appears to be so uniform even in areas such as what programme one listens to on radio and which programme one watches on TV. It is the social nature of man that makes this true.
- 9.2 It is in this context that the extent to which this study confirms the findings in earlier studies has to be understood. Tendencies replicate themselves from generation to generation, and the satisfaction of demand makes a station more popular and more widely followed.
- 9.3 This study continues to prove that radio is popular in Malta, although not to the extent that TV is. And of all the segments that attract most attention, news dominates the lot. News is quite often followed on more than one station and, with TV especially, this programme segment contributes heavily to the weaving of audience loyalty. Newspapers seem to be perceived as 'products with a lag' and are not so avidly followed. It could of course be that the purchase of a newspaper implies expense and effort, whilst the ready availability of radio and TV does not. But if this is the only reason why newspapers are not so popular, it becomes more difficult to explain why they are more popular among males than they are among females, as this and numerous other preceding studies have confirmed.
- 9.4 In previous studies it was frequently commented that the Maltese are in search of human stories as subject for their viewing. Those stations that have answered this demand have been rewarded, and programmes with 'people' as their main theme have increased in popularity. The sudden success of the recently introduced *Tista' tkun int!* on Sunday mornings, usually not considered to be optimum time for TV viewing, is one more addition to the list.
- 9.5 In TV, *Xarabank* goes forward unabated, and with an increasingly solid audience. The style and topics chosen for this presentation has contributed to its continuing success, and it could probably be used as a micro-starting point for a better understanding of wider processes in Maltese society. The fact that as many as 44.41% of all Maltese viewers find themselves repeatedly glued to the TV screen on a Friday night is a phenomenon worth understanding further.
- 9.6 Of the local radio stations, Super 1 Radio continues to attract the largest number of listeners. This has been so for quite some time now. It is followed by RTK, Radju Malta and Radio 101. If one is to ignore for a while the fact

that Radju Malta is among this group, it is indeed striking that the most popular radios belong to institutions which, though present on a national level, represent segmental interests. This is not so true for RTK, but with increasing heterogeneity in Maltese society, the Church can no longer claim full national representation. Radju Malta is run by the state, and is also quite popular to the extent that it registered significant gains over the last twelve months. In contrast, the other purely commercial stations, though not dying, cannot be said to be able to match the appeal of the 'big' ones. It is not immediately evident why this is so. Again the media may be reflecting more than a mere demand for consumption goods, in whatever form they can be supplied according to their genre, but making a statement on the wider aspects of Maltese culture.

- 9.7 The situation in radio is mirrored to some extent in TV. Super 1 TV has a very large audience. The data presented in this study refers to time-slots and not to persons, and it cannot therefore be immediately stated whether the popularity of a particular station stems from 'more people watching a station' or from 'a good number of people watching a station for longer hours'. Whatever it is, it is striking that whilst the news on TVM, the public station, is indeed record breaking. But Super 1 appears to be relatively more attractive for the individual programmes it offers. One can only hypothesise that other than editorial policies, different TV stations are being sought for specific products, irrespective of the ideology they represent in their editorial line. If this is true, this would explain the zapping across stations that one can notice, and the fact that though solid, the viewership of News Bulletin from the two party stations is constant whilst the demand for other products varies according to type.
- 9.8 This study continues to provide time-band data for TV. This innovation, introduced a year ago by the Authority allows more focusing. It needs to be interpreted with care however, for two reasons. What one per cent represents in one band is totally different from what one per cent represents in another time-band. Morning viewing is known to be much lower than evening viewing, and one cannot simply add the percentages of the three time-bands and derive the average to assess the strength of station overall. Weighted averages need to be worked out for this to be done. The second reason is that the three time-bands are not of equal duration: Time-band 1 is six hours long, Time-Band 2 is 5 hours long whilst Time-band 3 is 7 hours long. This adds a further complication for the computation of a weighted average, but its disregard will result in a misrepresentation of fact, and therefore in incorrect estimates.
- 9.9 Over the past few years since the introduction of liberalisation the landscape of the broadcasting media in Malta has stabilised. It can be stated with certainty that both radio and TV contribute significantly to the life of the Maltese to keep them informed and entertained. Access through roof-top antennae, cable and satellite are within the reach of the whole population. Over the years, local programming has expanded, and niche markets have been identified, especially by channels like Max Plus which is available only on the cable system. They continue to provide Malta and the Maltese with a strong, albeit ethereal structure for the maintenance and development of the culture that makes this people an autonomous nation-state.

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 1001 persons was selected for interviewing, 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 Thursday, 25 October 2001 until Wednesday, 31 October 2001. Interviews were effectively carried out in *Valletta, Cospicua, Qormi, Zebbug, Zabbar, Zejtun, Rabat (Gozo), Balzan, B'Kara, B'Bugia, Fgura, Gzira, Hamrun, L-Iklin, Luqa, M'Scala, Mgarr, Mosta, Munxar, Naxxar, Pieta', Rabat (Malta), St Julian's, San Gwann, Sta. Lucia, 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:

Radju Malta
Radju Parlament
FM Bronja
Super One Radio
Radio 101
Island Sound
Bay Radio
RTK
Live FM
Smash Radio
Radio Calypso
Radju ta' l-Universita'
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

Max Plus
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.

Q7a. Ghandek Servizz tal-Cable TV?

LE	IVA -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

Q7c. Inti ghandek dixx ghas-Satellita d-dar?

IVA	0
LE	1

K19c

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

	TVM	SUP 1	NET	SMASH	MAX PLUS	RAI	MEDIA SET	OTHER ITALIAN	SATELLITE	
AHBARIJET TA' MALTA	1	2								K20
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	8	9	K21
SPORTS	1	2	3	4	5	6	7	8	9	K22
TEMP	1	2	3	4	5	6	7	8	9	K23
FEATURE FILMS	1	2	3	4	5	6	7	8	9	K24
SERIALS/SOAP OPERAS	1	2	3	4	5	6	7	8	9	K25
DOKUMENTARJI	1	2	3	4	5	6	7	8	9	K26
CURRENT AFFAIRS	1	2	3	4	5	6	7	8	9	K27
DISKUSSIONIJIET	1	2	3	4	5	6	7	8	9	K28
QUIZES/GAME SHOWS/VARJETA'	1	2	3	4	5	6	7	8	9	K29
MUSIC VIDEO-CLIPS	1	2	3	4	5	6	7	8	9	K30
PLAYS	1	2	3	4	5	6	7	8	9	K31
ARTI U KULTURA	1	2	3	4	5	6	7	8	9	K32
GĦALL-MARA	1	2	3	4	5	6	7	8	9	K33
GĦAT-TFAL	1	2	3	4	5	6	7	8	9	K34
RELIGJUZI	1	2	3	4	5	6	7	8	9	K35
BUSINESS/FINANZI	1	2	3	4	5	6	7	8	9	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 INFLUENZA FIL-FAMILJA BIEK TIDDECIEDI X'TV CHANNEL JINTAGHZEL? (mark ONE only)

IR-RAGEL	1
IL-MARA	2
IT-TFAL SUBIEN	3
IT-TFAL BNIET	4

(K38)

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

(K39001-09)

RADJU _____

(K40001-09)

SCN [] SERIAL NUMBER

Audience Audit & Opinion Study - 2001

DAY OF INTERVIEW

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

Educational Level (Last School Attended)

No School	1
Primary	2
Secondary	3
Technical Institute	4
Tertiary	5

Socio-Economic Category:
OCCUPATION OF SELF/MAIN BREADWINNER
(Please write in FULL: If Housewife, please write that of MAIN BREADWINNER)
IF PENSIONER, please write trade prior to retirement IN FULL

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

(C6)

SECTION B

T1 TISTA', JEKK JOGHGBOK TGHIDLI KEMM RAJT TV IL-BIERAH? (Day of Week _____)

IF NO TV STATION WAS VIEWED ON SELECTED DAY, PLEASE SKIP QUESTION

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

INDICATE PERIOD IF AT LEAST 15 MINUTES FOR EACH HALF HOUR.

	TVM	SUP 1	NET TV	MAX +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330

Age:

12-17	1
18-30	2
31-50	3
51-65	4
65+	5

Gender:

Male	1
Female	2

v. SECTION B

R1 Tista', jekk joghgbok, tghidli xi programmi smajt TAR-RADJU INTI il-pierah? (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

	RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9			12	13	R0000
0.30	1	2	3	4	5	6	7	8	9			12	13	R0030
1.00	1	2	3	4	5	6	7	8	9			12	13	R0100
1.30	1	2	3	4	5	6	7	8	9			12	13	R0130
2.00	1	2	3	4	5	6	7	8	9			12	13	R0200
2.30	1	2	3	4	5	6	7	8	9			12	13	R0230
3.00	1	2	3	4	5	6	7	8	9			12	13	R0300
3.30	1	2	3	4	5	6	7	8	9			12	13	R0330
4.00	1	2	3	4	5	6	7	8	9			12	13	R0400
4.30	1	2	3	4	5	6	7	8	9			12	13	R0430
5.00	1	2	3	4	5	6	7	8	9			12	13	R0500
5.30	1	2	3	4	5	6	7	8	9			12	13	R0530
6.00	1	2	3	4	5	6	7	8	9			12	13	R0600
6.30	1	2	3	4	5	6	7	8	9			12	13	R0630
7.00	1	2	3	4	5	6	7	8	9		11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9		11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9		11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9		11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9		11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9		11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9		11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9		11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9		11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9		11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9		11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9		11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9		11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9		11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9		11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9		11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9		11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9		11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9		11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10		12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10		12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10		12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10		12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10		12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10		12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R2300
11.30	1	2	3	4	5	6	7	8	9			12	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
 LE 2 (K3)

b) B'kollox xi kemm-il siegha tisma' radio kuljum? [] K3001

c. Jekk IVA, fejn tisinghu r-Radju?

(MORE THAN ONE ANSWER ALLOWED)

ID-DAR	IX-XOGHOL	FIL-KAROZZA
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	RP	SUPER 1	RAD 101	IS	BAY	RTK	LIVE 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	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MUZIKA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K5)
DISKUSSIONIJIET FUQ PROBLEMI PERSONALI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K6)
SPORT	1	2	3	4	5	6	7	9	10	11	12	13	14	(K7)
FLUS U BUSINESS	1	2	3	4	5	6	7	9	10	11	12	13	14	(K8)
KULTURALI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K9)
SAHHA / SBUHIJA / DAR / LIGI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K10)
RELIGJUZI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K11)
NOVELLI U DRAMMI	1	2	3	4	5	6	7	9	10	11	12	13	14	(K12)
PROGRAMMI TAT-TFAL	1	2	3	4	5	6	7	9	10	11	12	13	14	(K13)
PROGRAMMI GHALL-MARA														(K13A)
AHBARIJET TA' MALTA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K14)
AHBARIJET TA' BARRA	1	2	3	4	5	6	7	9	10	11	12	13	14	(K15)
ANALIZI TAL-KBAR / CURRENT AFFAIRS	1	2	3	4	5	6	7	9	10	11	12	13	14	(K16)

Q6a. Inti tara TV?

IVA 1
 LE 2 (K17)

b) B'kollox xi kemm-il siegha tara TV kuljum? [] K17001

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)

SERIAL NO [] C1

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

	RM1	RP	SUPER 1	RAD 101	IS	BAY	RTK	SMASH	CALYPSO	UNIR	MAS	FM BRONJA	CAPITAL	
MIDNIGHT	1	2	3	4	5	6	7	8	9			12	13	R0000
0.30	1	2	3	4	5	6	7	8	9			12	13	R0030
1.00	1	2	3	4	5	6	7	8	9			12	13	R0100
1.30	1	2	3	4	5	6	7	8	9			12	13	R0130
2.00	1	2	3	4	5	6	7	8	9			12	13	R0200
2.30	1	2	3	4	5	6	7	8	9			12	13	R0230
3.00	1	2	3	4	5	6	7	8	9			12	13	R0300
3.30	1	2	3	4	5	6	7	8	9			12	13	R0330
4.00	1	2	3	4	5	6	7	8	9			12	13	R0400
4.30	1	2	3	4	5	6	7	8	9			12	13	R0430
5.00	1	2	3	4	5	6	7	8	9			12	13	R0500
5.30	1	2	3	4	5	6	7	8	9			12	13	R0530
6.00	1	2	3	4	5	6	7	8	9			12	13	R0600
6.30	1	2	3	4	5	6	7	8	9			12	13	R0630
7.00	1	2	3	4	5	6	7	8	9		11	12	13	R0700
7.30	1	2	3	4	5	6	7	8	9		11	12	13	R0730
8.00	1	2	3	4	5	6	7	8	9		11	12	13	R0800
8.30	1	2	3	4	5	6	7	8	9		11	12	13	R0830
9.00	1	2	3	4	5	6	7	8	9		11	12	13	R0900
9.30	1	2	3	4	5	6	7	8	9		11	12	13	R0930
10.00	1	2	3	4	5	6	7	8	9		11	12	13	R1000
10.30	1	2	3	4	5	6	7	8	9		11	12	13	R1030
11.00	1	2	3	4	5	6	7	8	9		11	12	13	R1100
11.30	1	2	3	4	5	6	7	8	9		11	12	13	R1130
NOON	1	2	3	4	5	6	7	8	9		11	12	13	R1200
12.30	1	2	3	4	5	6	7	8	9		11	12	13	R1230
1.00	1	2	3	4	5	6	7	8	9		11	12	13	R1300
1.30	1	2	3	4	5	6	7	8	9		11	12	13	R1330
2.00	1	2	3	4	5	6	7	8	9		11	12	13	R1400
2.30	1	2	3	4	5	6	7	8	9		11	12	13	R1430
3.00	1	2	3	4	5	6	7	8	9		11	12	13	R1500
3.30	1	2	3	4	5	6	7	8	9		11	12	13	R1530
4.00	1	2	3	4	5	6	7	8	9		11	12	13	R1600
4.30	1	2	3	4	5	6	7	8	9	10		12	13	R1630
5.00	1	2	3	4	5	6	7	8	9	10		12	13	R1700
5.30	1	2	3	4	5	6	7	8	9	10		12	13	R1730
6.00	1	2	3	4	5	6	7	8	9	10		12	13	R1800
6.30	1	2	3	4	5	6	7	8	9	10		12	13	R1830
7.00	1	2	3	4	5	6	7	8	9	10		12	13	R1900
7.30	1	2	3	4	5	6	7	8	9	10		12	13	R1930
8.00	1	2	3	4	5	6	7	8	9	10		12	13	R2000
8.30	1	2	3	4	5	6	7	8	9	10		12	13	R2030
9.00	1	2	3	4	5	6	7	8	9	10		12	13	R2100
9.30	1	2	3	4	5	6	7	8	9	10		12	13	R2130
10.00	1	2	3	4	5	6	7	8	9	10		12	13	R2200
10.30	1	2	3	4	5	6	7	8	9	10		12	13	R2230
11.00	1	2	3	4	5	6	7	8	9	10		12	13	R2300
11.30	1	2	3	4	5	6	7	8	9			12	14	R2330

SERIAL NO [] C1

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	SUP1	NET TV	MAX +	SMASH	RAI	MEDIA SET	OTHER ITALIAN	CHANNEL 12	CHANNEL 22	SATELLITE	
MIDNIGHT	1	2	3	4	5	6	7	8	9	10	11	T0000
0.30	1	2	3	4	5	6	7	8	9	10	11	T0030
1.00	1	2	3	4	5	6	7	8	9	10	11	T0100
1.30	1	2	3	4	5	6	7	8	9	10	11	T0130
2.00	1	2	3	4	5	6	7	8	9	10	11	T0200
2.30	1	2	3	4	5	6	7	8	9	10	11	T0230
3.00	1	2	3	4	5	6	7	8	9	10	11	T0300
3.30	1	2	3	4	5	6	7	8	9	10	11	T0330
4.00	1	2	3	4	5	6	7	8	9	10	11	T0400
4.30	1	2	3	4	5	6	7	8	9	10	11	T0430
5.00	1	2	3	4	5	6	7	8	9	10	11	T0500
5.30	1	2	3	4	5	6	7	8	9	10	11	T0530
6.00	1	2	3	4	5	6	7	8	9	10	11	T0600
6.30	1	2	3	4	5	6	7	8	9	10	11	T0630
7.00	1	2	3	4	5	6	7	8	9	10	11	T0700
7.30	1	2	3	4	5	6	7	8	9	10	11	T0730
8.00	1	2	3	4	5	6	7	8	9	10	11	T0800
8.30	1	2	3	4	5	6	7	8	9	10	11	T0830
9.00	1	2	3	4	5	6	7	8	9	10	11	T0900
9.30	1	2	3	4	5	6	7	8	9	10	11	T0930
10.00	1	2	3	4	5	6	7	8	9	10	11	T1000
10.30	1	2	3	4	5	6	7	8	9	10	11	T1030
11.00	1	2	3	4	5	6	7	8	9	10	11	T1100
11.30	1	2	3	4	5	6	7	8	9	10	11	T1130
NOON	1	2	3	4	5	6	7	8	9	10	11	T1200
12.30	1	2	3	4	5	6	7	8	9	10	11	T1230
1.00	1	2	3	4	5	6	7	8	9	10	11	T1300
1.30	1	2	3	4	5	6	7	8	9	10	11	T1330
2.00	1	2	3	4	5	6	7	8	9	10	11	T1400
2.30	1	2	3	4	5	6	7	8	9	10	11	T1430
3.00	1	2	3	4	5	6	7	8	9	10	11	T1500
3.30	1	2	3	4	5	6	7	8	9	10	11	T1530
4.00	1	2	3	4	5	6	7	8	9	10	11	T1600
4.30	1	2	3	4	5	6	7	8	9	10	11	T1630
5.00	1	2	3	4	5	6	7	8	9	10	11	T1700
5.30	1	2	3	4	5	6	7	8	9	10	11	T1730
6.00	1	2	3	4	5	6	7	8	9	10	11	T1800
6.30	1	2	3	4	5	6	7	8	9	10	11	T1830
7.00	1	2	3	4	5	6	7	8	9	10	11	T1900
7.30	1	2	3	4	5	6	7	8	9	10	11	T1930
7.45	1	2	3	4	5	6	7	8	9	10	11	T1945
8.00	1	2	3	4	5	6	7	8	9	10	11	T2000
8.30	1	2	3	4	5	6	7	8	9	10	11	T2030
9.00	1	2	3	4	5	6	7	8	9	10	11	T2100
9.30	1	2	3	4	5	6	7	8	9	10	11	T2130
10.00	1	2	3	4	5	6	7	8	9	10	11	T2200
10.30	1	2	3	4	5	6	7	8	9	10	11	T2230
11.00	1	2	3	4	5	6	7	8	9	10	11	T2300
11.30	1	2	3	4	5	6	7	8	9	10	11	T2330